

REpit - YOUR FITNESS COACH

by Emmanuel Francis

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THE PROBLEM



Many folks working in big companies now-a-days are unable to go to a Gym regularly but can afford to buy the equipment and work out at home.





BUT...

The majority of Equipments people tend to buy at home is a Treadmill or Dumbbells (and it mostly lies in a corner to collect dust)

And the Millenials are heading to Smart Wearables as a step towards a Fit Life but don't use them to their full potential.

People lose out on Motivation when they see an App that asks you to pay for basic features a Fitness App should have

REALITY CHECK



The average gym membership costs just under \$60 per month, and 67% of memberships go unused.

STATISTA.COM

<https://www.statista.com/outlook/313/119/fitness/india>



The market's largest segment is Wearables with a market volume of US\$1,446m in 2019.

USA TODAY

<https://www.usatoday.com/story/money/personalfinance>

REALITY CHECK



REPit

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Around 12% of Gym Members sign up in January, and according to the Fitness Industry Association, most people have quit or stop going after 24 weeks.

Many more would probably have quit earlier if they weren't tied up to a 6-month contract!

REALBUZZ

<https://www.realbuzz.com/>

REPit

THE OBJECTIVES



- 1. To design an assistant that keeps motivating you reach your goals**
- 2. To suggest workout based on your current routine (from wearable devices)**
- 3. Make the user fit by suggesting diets people around him / her are following for the same routine**
- 4. Motivating users with Points that they could redeem to buy actual Products / Subscriptions (Zomato / Swiggy / Hotstar / JioSaavn)**
- 5. Use Ludacris Mode (Rogue Mode) to keep motivating the user with Personal Attacks to drive them to perform better in order to reach their goals**

THE OBJECTIVES



6. To provide insights on people nearby who are achieving their goals using the current routine
7. Create Challenges + Add Friends to get fit together and have a healthy competition
8. Curate Challenges based on Food Intake by checking user SMS (experimental)
9. Use AR Mode to let the app identify if you are doing an exercise in the wrong manner and help you correct it.
10. To control your workouts and Toggle between AR Mode from your wearable device using Gestures



USER SURVEYS

via INSTAGRAM

QUESTIONNAIRE

For Online Survey



Q. What's your name ?

Q. Would you prefer a Virtual Gym Trainer over a Gym Trainer?

Q. Do you need any sort of motivation to go to the gym ? If Yes , what motivates you ?

Q. Do you use any Gym apps ? If Yes, Name them

Q. Have you ever trained at a Gym ?

Q. Have you uninstalled any Gym Apps ? If Yes, Why ?


Q. Have you ever taken a break from Gymming ? If Yes , Why ?

& many more questions




Name any Fitness Apps
you use currently


Type something....

 **hub**


Reply >

 **You don't need to get any app
Ask your bro**


Reply >

 **Jefit**


Reply >

 **None**


Reply >

 **MyFitnessPal, fitbit**


Reply >

 **30 days fitness**


Reply >

 **None for workouts,
but HealthifyMe for
calorie intake**


Reply >

 **How to breath during
workouts also how
should be my posture**


Reply >

 **30 days fitneds**


Reply >

 **Myfitnesspal**


Reply >

 **I use to use Freeletics
I also tired using some
free app with videos and
which guides**

Reply >

 **None**

Reply >

 **Lose Weight in
30 Days**

Reply >

+30

42 RESPONSES



If Yes, What motivates you to Workout ?

Type something....



Hot guys

Reply



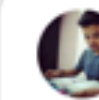
Boredom

Reply



Having a good-looking personal trainer who motivates me

Reply



To establish order and discipline. Going especially on days you don't want to creates mental fortitude.

Reply



Good health in long term

Reply



To be able to wear more variety of clothes

Reply



Strength. I hate going to a GYM. But give me modes like boxing, functional training etc and I'm ❤️

Reply



A good body

Reply

+25

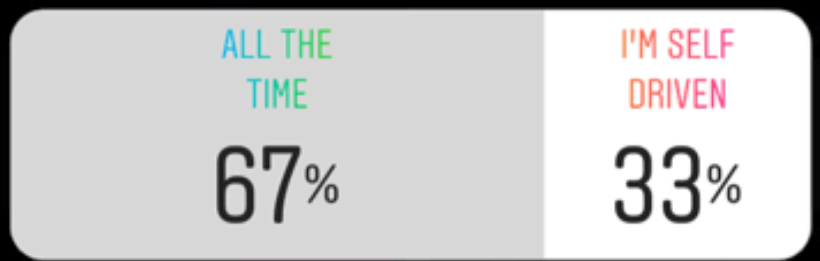
33 RESPONSES

INSTAGRAM POLLS

Stats Simplified



Do you need a push to workout ?



01



Would you prefer an Virtual Coach over an actual Gym Trainer



02



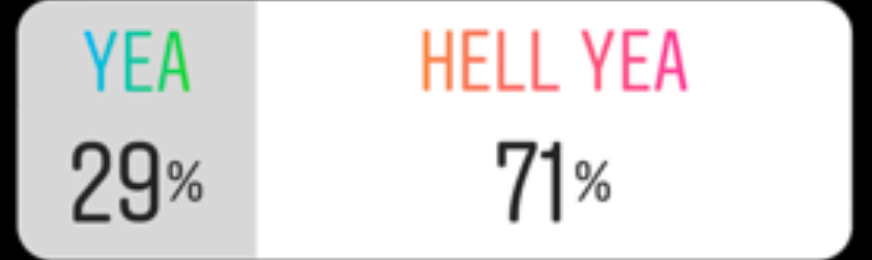
Have you ever stuck to a Diet ?



03



Would you prefer an app that tells you if you're doing a workout in the wrong manner?



04



TARGET AUDIENCE

Who are we catering to ?



TARGET AUDIENCE

WORKING

IT Professional

Doctor

Actor / Model

NON WORKING

Student

Homemaker

Oldies



USER PERSONAS

WORKING + NON WORKING



ANISH KAPOOR

28, SOFTWARE ENGINEER

"I use fitness apps for my personal well being and take it real serious"

DEMOGRAPHICS

STATUS	Single
EDUCATION	Bachelor of Engineering
OCCUPATION	Software Engineer
LOCATION	Chembur, Mumbai, IN

GOALS

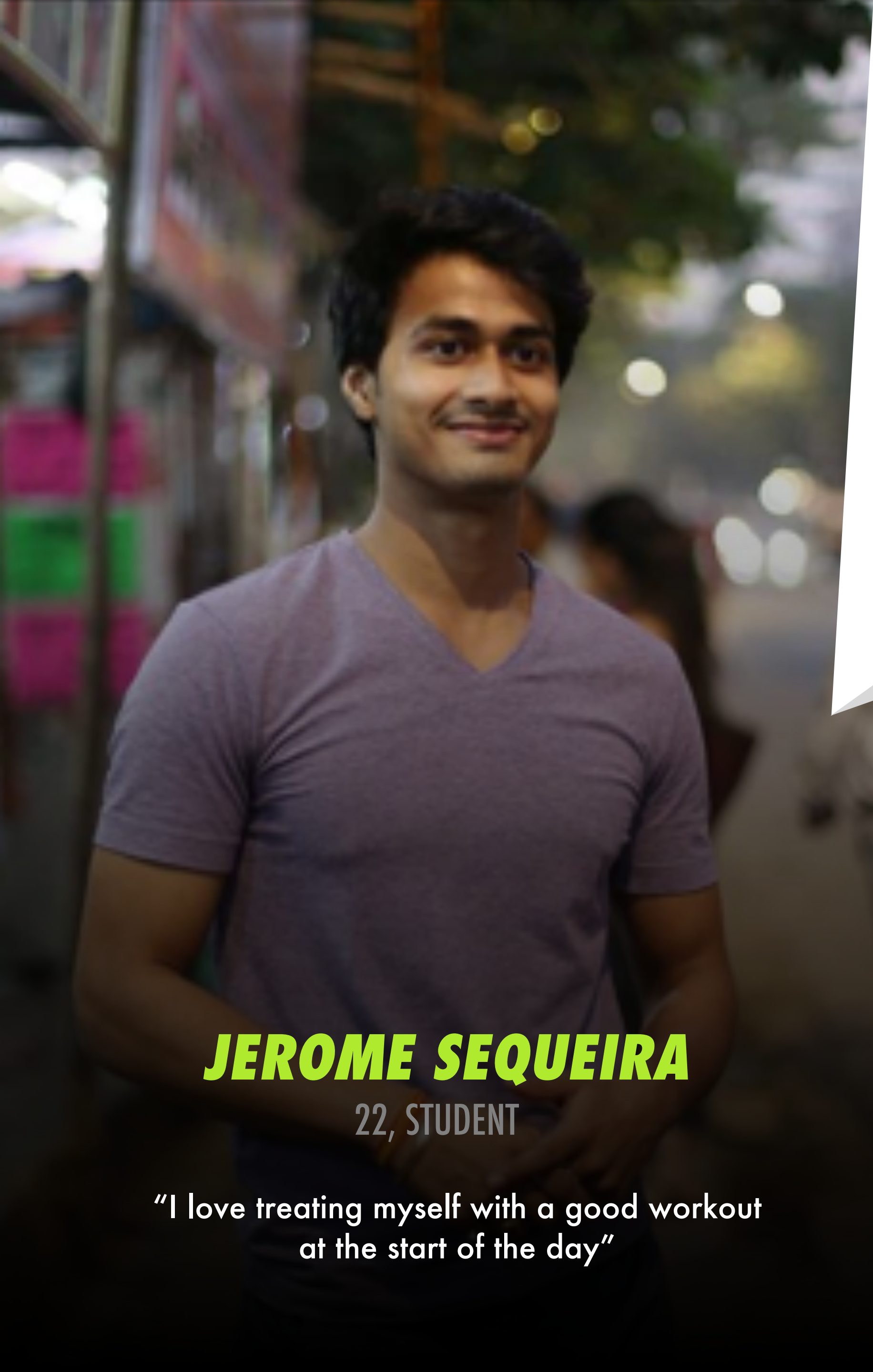
- ✓ To get fit without losing interest
- ✓ An app that keeps me motivated
- ✓ Simple Easy to use UI
- ✓ Less intrusive Ads
- ✓ Not having to pay for basic features

FRUSTRATIONS

- ✓ No Option to import Health Data
- ✓ Posture Issues
- ✓ Can't make up my mind on Diet
- ✓ UIs are too overwhelming

DEVICE TOUCHPOINTS





JEROME SEQUEIRA

22, STUDENT

"I love treating myself with a good workout at the start of the day"

DEMOGRAPHICS

STATUS	Single
EDUCATION	FY BMS
OCCUPATION	Still a Student
LOCATION	Mahim, Mumbai, IN

GOALS

- ✓ To help me maintain my posture
- ✓ To network with Nearby Gym Buddies
- ✓ An easy to use UI
- ✓ Unlock Workouts based on Levels
- ✓ Not having to pay for basic features

FRUSTRATIONS

- ✓ Everything is Paid
- ✓ No Sync with all fitness bands
- ✓ Nothing to keep myself motivated
- ✓ Obstructive Ads

DEVICE TOUCHPOINTS





DEMOGRAPHICS

STATUS	It's Complicated
EDUCATION	MBBS, DY Patil Medical College
OCCUPATION	Doctor
LOCATION	Kharghar, Navi Mumbai, IN

GOALS

- ✓ Find me healthy options on Swiggy
- ✓ Hands-Free Control while working out
- ✓ A Virtual Coach that motivates me
- ✓ Shows my vitals while working out
- ✓ Add Friends to my workout

FRUSTRATIONS

- ✓ Too many options
- ✓ Overwhelming to choose
- ✓ Paid Plans on basic features

DEVICE TOUCHPOINTS



SEJAL JAUHARI

25, DOCTOR

"I believe that being fitness is something we should do for us and not for society"



KARISHMA DABHI

28, ACTOR/MODEL

“My profession demands it, Fitness has and will always be an integral part of my life”

DEMOGRAPHICS

STATUS	Single
EDUCATION	BA, Xaviers College, Fort
OCCUPATION	Actor/ Model
LOCATION	Fort, Mumbai, IN

GOALS

- ✓ Hands-Free Control while working out
- ✓ Easy Sync with Previous Health Data
- ✓ Share Diet Recipes
- ✓ Make it Competitive with People Nearby
- ✓ Easy to use UI

FRUSTRATIONS

- ✓ Having to Get up to Start / Stop
- ✓ Syncing Wearables
- ✓ Prompts to Buy
- ✓ Complex UI

DEVICE TOUCHPOINTS





USER JOURNEY

As is Journey

JOURNEY 01

YOUTUBE WORKOUT (Cost Effective)

- **BROWSE YOUTUBE VIDEOS**
for weight reduction workouts
- **IMPLEMENT WORKOUT**
in parallel with video
- **NO MOTIVATION TO CONTINUE**
due to nothing to keep the user engaged
- **STOPS WORKING OUT**
due to small thing

JOURNEY 02

JOINING A GYM

- **GET A GYM MEMBERSHIP**
on the First of January
- **GO TO THE GYM FOR A WEEK/MONTH**
and be sincere to the core
- **LOSES MOTIVATION DUE TO WORK**
and other personal reasons / commitments
- **STOPS WORKING OUT**
Create a workout

JOURNEY 03

SELF MOTIVATED WORKOUT

- **DOWNLOAD A FITNESS APP**
with the goal of saving on Gym Membership
- **EXPLORE APP**
Views all Routines, Challenges , Features etc.
- **CHOOSE A ROUTINE**
That's a Start
- **INPUT CURRENT DIET EVERYDAY**
for accurate stats on nutrition and workouts
- **LEAVES APP DUE TO EFFORTS**
Requires manual addition of data
- **UNINSTALL APP**
to save memory on the mobile

JOURNEY 04

WORKOUT IN PARALLEL



- **SELECTS ROUTINE**
as per your choice
- **PLACES THE PHONE ON AN STAND**
with some effort
- **FOLLOWS WORKOUT IN PARALLEL**
at a distance
- **GOES TO PHONE - PAUSE / STOP / SKIP**
to change Music , control Workout



COMPETITIVE ANALYSIS

Category - Feature - Visual

CATEGORY BENCHMARKING



NIKE TRAINING CLUB

- Intuitive UI
- Logs Outdoor Workouts
- Nearby Events/ Training Spots
- Dark Mode
- Paid Plans
- Can't Sync with Wearables



7 MINUTE

- Vivid Intuitive UI
- Personalised Trainer
- Diet Plans
- Unlock Workouts
- Paid Plans
- Badges
- Worldwide Leaderboard
- 7 Month Challenge



AAPTIV

- Intuitive UI
- Personalised Trainer
- Diet Plans
- No Dark Mode
- Paid Plans



FREELETICS

- Immersive UI
- Minimal Interface
- Custom Routines
- Dark Mode
- Paid Plans
- Leaderboard
- Training Spots Nearby
- Athletes Network

FEATURE BENCHMARKING

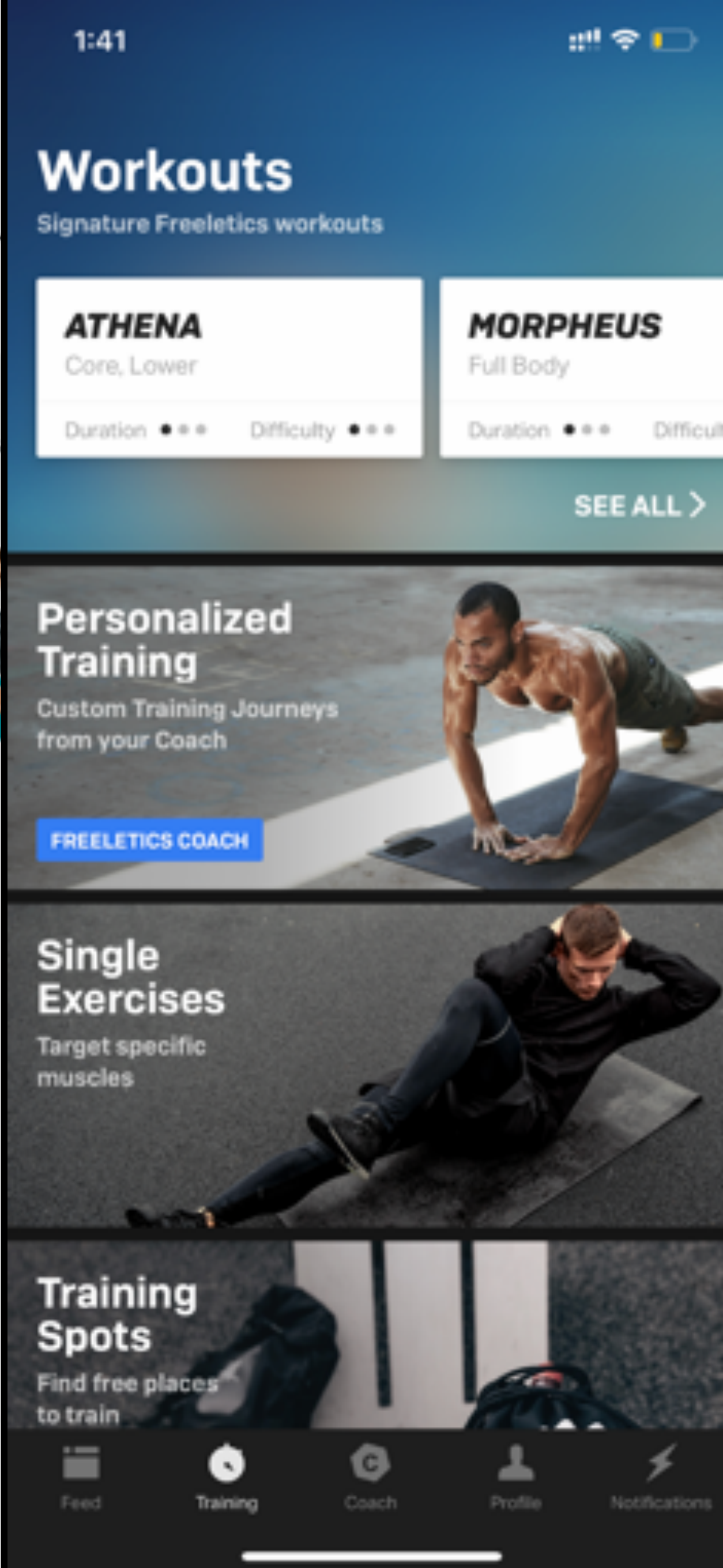
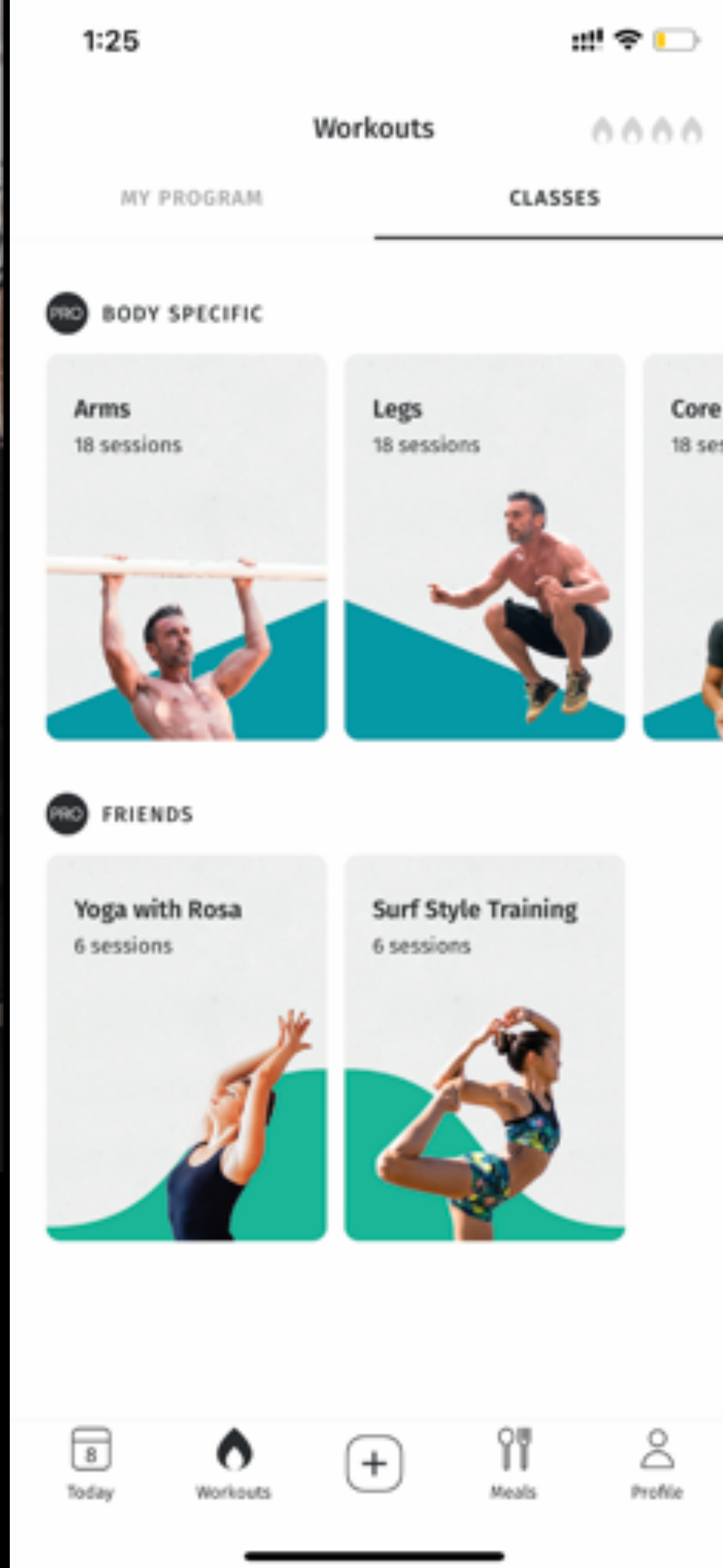
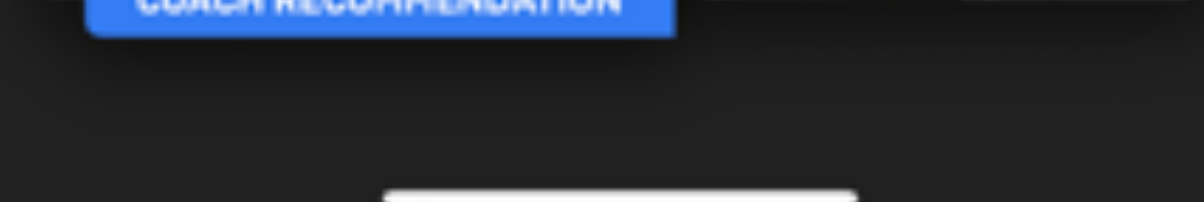
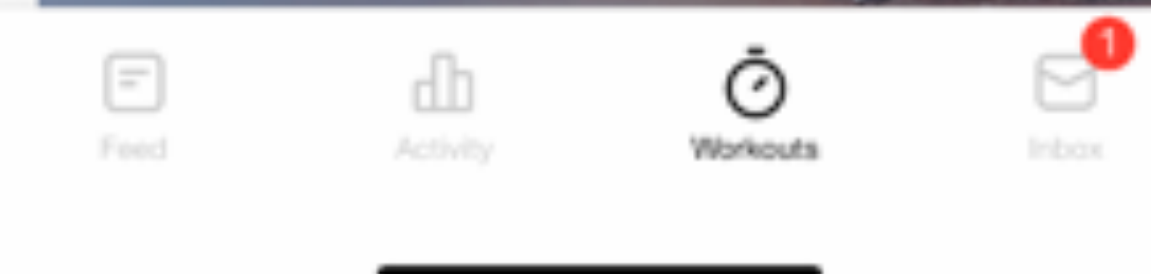
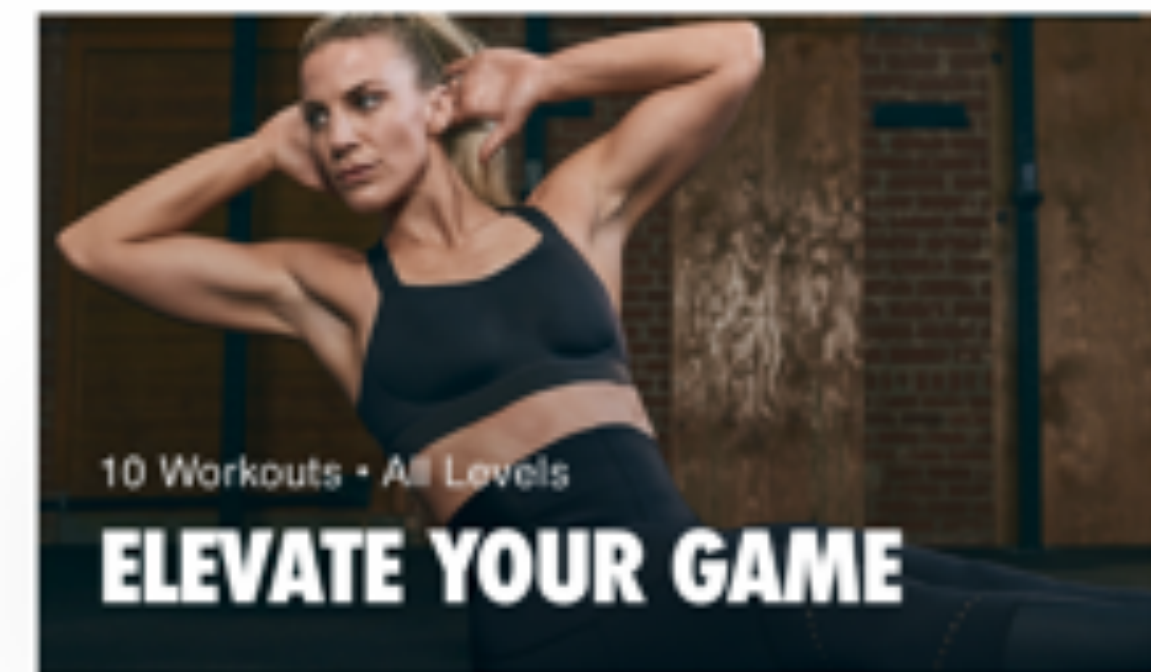


- 1.** SHADOW TRAINING
GHOST TRACER
- 2.** JOIN CLUBS AND EARN BADGES
STRAVA
- 3.** EASY TO USE UI
8 Fit
- 4.** BUY ACTUAL PRODUCTS WITH POINTS EARNED
CRED APP
- 5.** AR Mode
FLIGHT RADAR APP
- 6.** SCRATCH CARDS
Google Play



Featured Workout Collections

Get guidance to reach your goals.



VISUAL BENCHMARKING



TAKEAWAYS

Noting what's relevant for our Solution

TAKEAWAYS



- 1.** Clean and Minimal UI
8 Fit
- 2.** Dark Mode
FREELETICS
- 3.** Workout Mode
Aaptiv
- 4.** Shadow Competition
Ghost Tracer
- 5.** Choose Nature of Virtual Coaches
7 Minute
- 6.** Log Indoor and Outdoor Activities
STRAVA
- 7.** Connectivity with Wearables
STRAVA
- 8.** Nearby Players
Tinder / Bumble
- 3.** Personal Notifications
Duolingo
- 4.** AR Mode
FlightRadar / Pokemon Go App
- 5.** Redeem Points to buy Products/ Services
CRED App
- 6.** Strava
Log Indoor and Outdoor Routines





USER JOURNEY

To Be Journey

JOURNEY 01



EXISTING

- **BROWSE YOUTUBE VIDEOS**
for weight reduction workouts
- **IMPLEMENT WORKOUT**
in parallel with video
- **NO MOTIVATION TO CONTINUE**
due to nothing to keep the user engaged
- **STOPS WORKING OUT**
due to small thing

PROPOSED

- **GET NOTIFIED ABOUT WORKOUT**
via Personal Attack w/ Notification
- **JUMP TO CURATED ROUTINE**
based on the type of day
- **SET PREFERENCE**
One Time (Can be changed later)
- **SYNC WEARABLE DEVICE**
Apple Watch, Fitbit, Mi Band 4 etc.
- **START / PAUSE / STOP WORKOUT**
and share to Social Media



EXISTING

- **SELECTS ROUTINE**
as per your choice
- **PLACES THE PHONE ON AN STAND**
with some effort
- **FOLLOWS WORKOUT IN PARALLEL**
at a distance
- **GOES TO PHONE - PAUSE / STOP / SKIP**
to change Music , control Workout

PROPOSED

- **SELECTS ROUTINE**
as per your choice
- **PLACES THE PHONE ON AN STAND**
with some effort
- **FOLLOWS WORKOUT IN PARALLEL**
at a distance
- **CONTROL APP VIA FITNESS BAND**
to change Music , control Workout



EXISTING

- **DOWNLOAD A FITNESS APP**
with the goal of saving on Gym Membership
- **EXPLORE APP**
Views all Routines, Challenges , Features etc.
- **CHOOSE A ROUTINE**
That's a Start
- **INPUT CURRENT DIET EVERYDAY**
for accurate stats on nutrition and workouts
- **LEAVES APP DUE TO EFFORTS**
Requires manual addition of data
- **UNINSTALL APP**
to save memory on the mobile

PROPOSED

- **DOWNLOAD A FITNESS APP**
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- **EXPLORE APP**
Views all Routines, Challenges , Features etc.
- **CHOOSE A ROUTINE**
That's a Start
- **GETS SUGGESTIONS USING AI**
by understanding behaviour of user on app
- **RECEIVES SCRATCH CARD**
Unlocks a Diet Plan / Routine
- **WORKS OUT OFTEN**
with the hope of getting another reward

JOURNEY 04



EXISTING

- **DOWNLOAD A FITNESS APP**
with the goal of saving on Gym Membership
- **EXPLORE APP**
Views all Routines, Challenges , Features etc.
- **CHOOSE A ROUTINE**
That's a Start
- **INPUT CURRENT DIET EVERYDAY**
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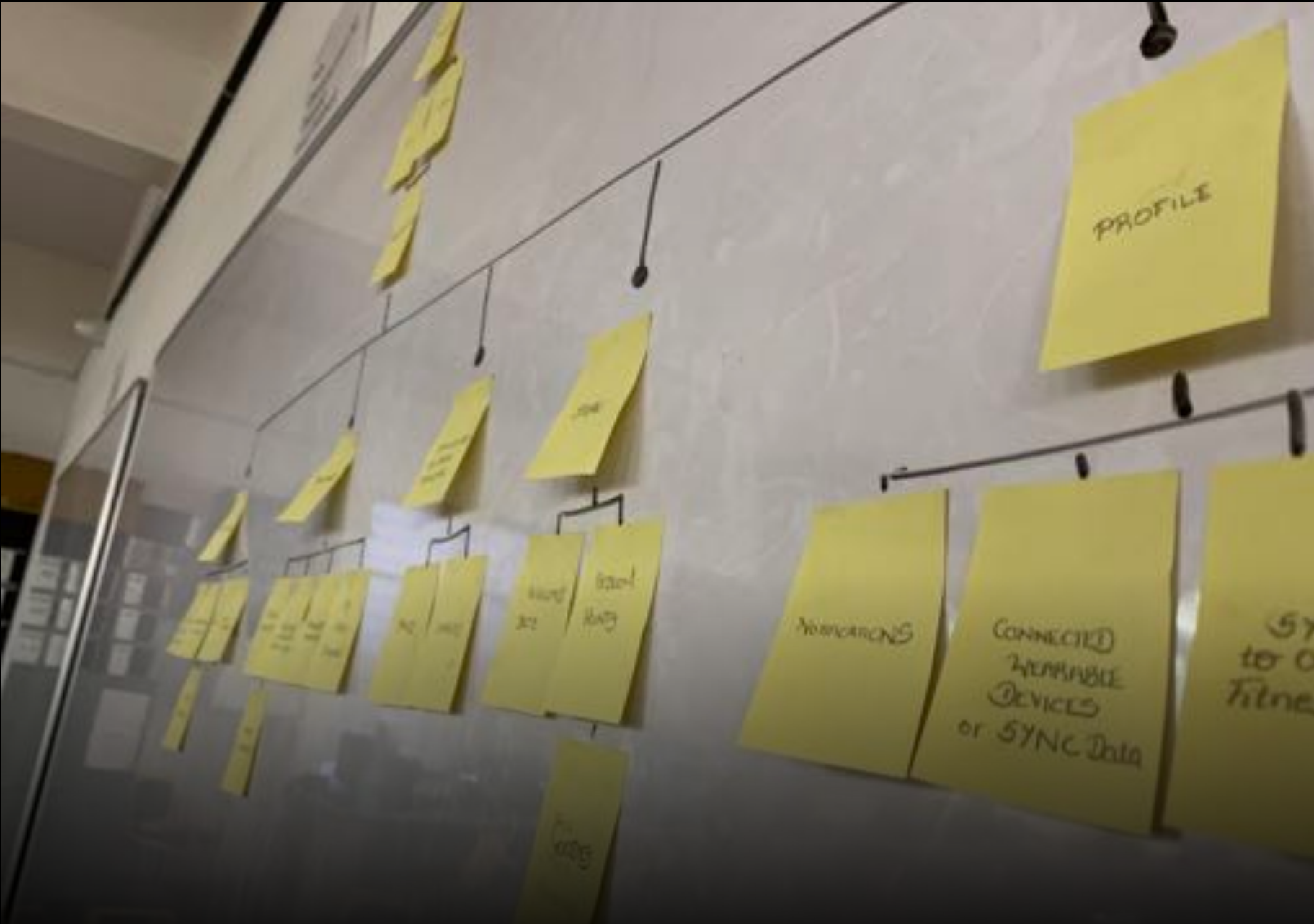
PROPOSED

- **DOWNLOAD A FITNESS APP**
with the goal of saving on Gym Membership
- **EXPLORE APP**
Views all Routines, Challenges , Features etc.
- **CHOOSE A ROUTINE**
That's a Start
- **DOES THE ROUTINE**
with interest
- **RECEIVES SCRATCH CARD**
Unlocks a Diet Plan / Routine
- **GETS SUGGESTIONS USING AI**
by understanding behaviour of user on app
- **WORKS OUT OFTEN**
with the hope of getting another reward



CARD SORTING

using Sticky Notes



CARD SORTING IN PROGRESS

Group what matters and what doesn't



IA

using Sticky Notes



ONBOARDING

LOGIN or SKIP

PERSONALIZE

YOUR NAME

AGE

WEIGHT

HEIGHT

YOUR LOCATION

LUDACRIS MODE

DASHBOARD

PROGRESS

NEXT ROUND

SUGGESTED WORKOUTS

CREATE GOAL

ROUTINES

ROUTINES LIST

CREATE CUSTOM

SUGGESTED ROUTINES

YOU LEFT AT

COACH

CHALLENGE LIST

ADD FRIENDS

NEARBY EVENTS

JOIN A CLUB

RACE A GHOST

GOODIES

ROUTINES LIST

UNLOCK PRODUCTS

UNLOCK SET ON B'DAY

PROFILE

REDEEM POINTS

LUDACRIS MODE

LOCATION

SYNC SETTINGS

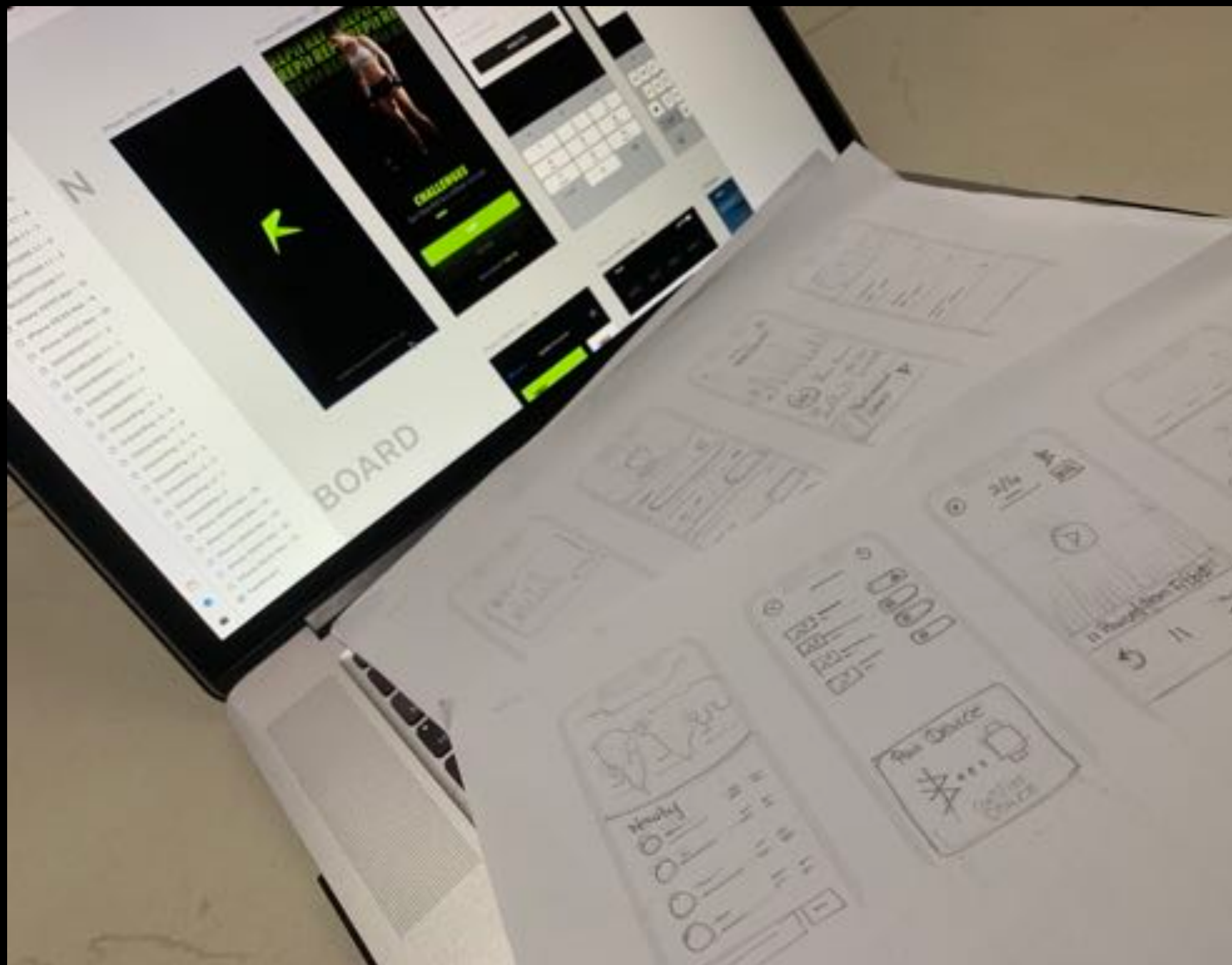
PERSONAL DETAILS



WIREFRAMES

Low Fidelity + High Fidelity

Great things start with Pencil and Paper - Me



LOW-FIDELITY

Paper Pencil Sketch



DESIGN GUIDELINES

TYPOGRAPHY + COLOR GUIDE

REpit

TYPOGRAPHY

TYPOGRAPHY

TYPOGRAPHY

TYPOGRAPHY

#BIG TITLE

MAKE IT LAST

#SUB TITLE

MAKE IT LAST

#METAQRTA

2000 PTS

#BODY

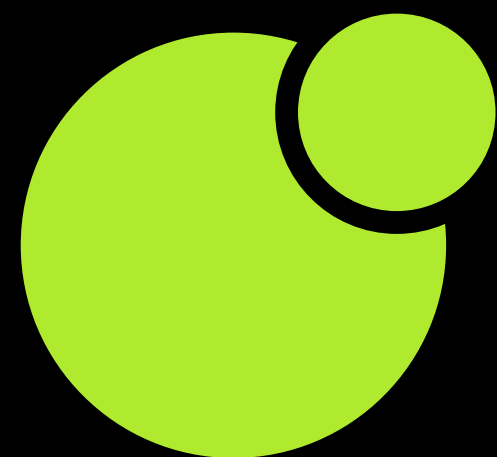
Challenge Yourself for a better You

#FOOTNOTE

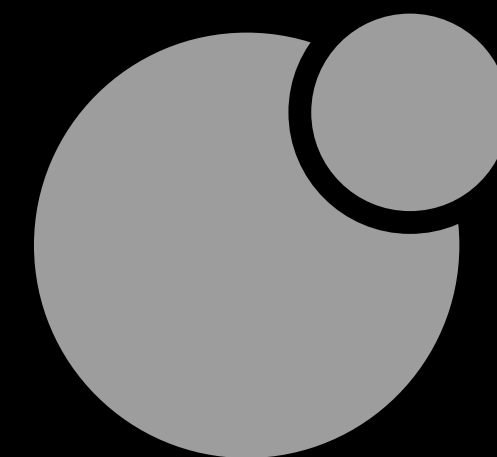
This is Foot Note



COLOR PALLETTE
COLOR PALLETTE
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COLOR PALLETTE



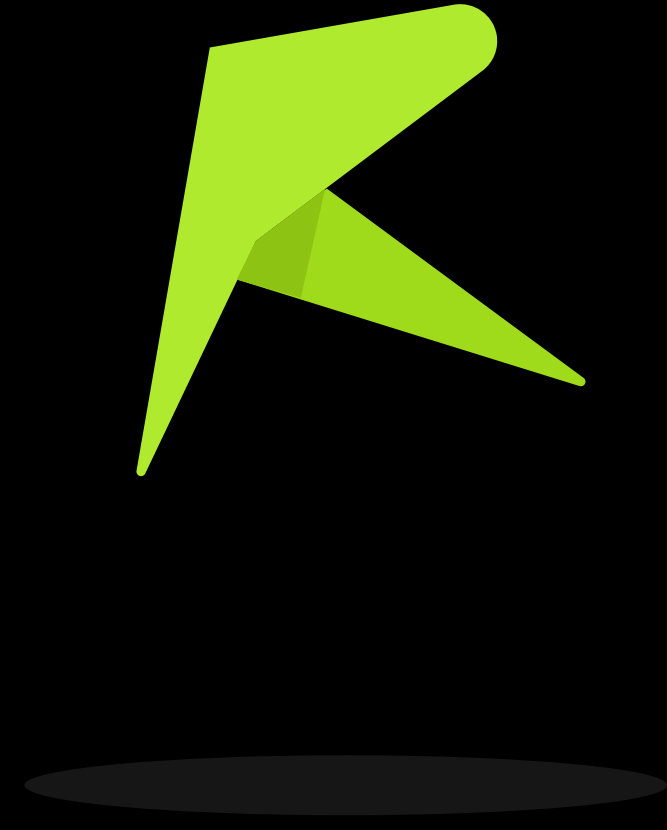
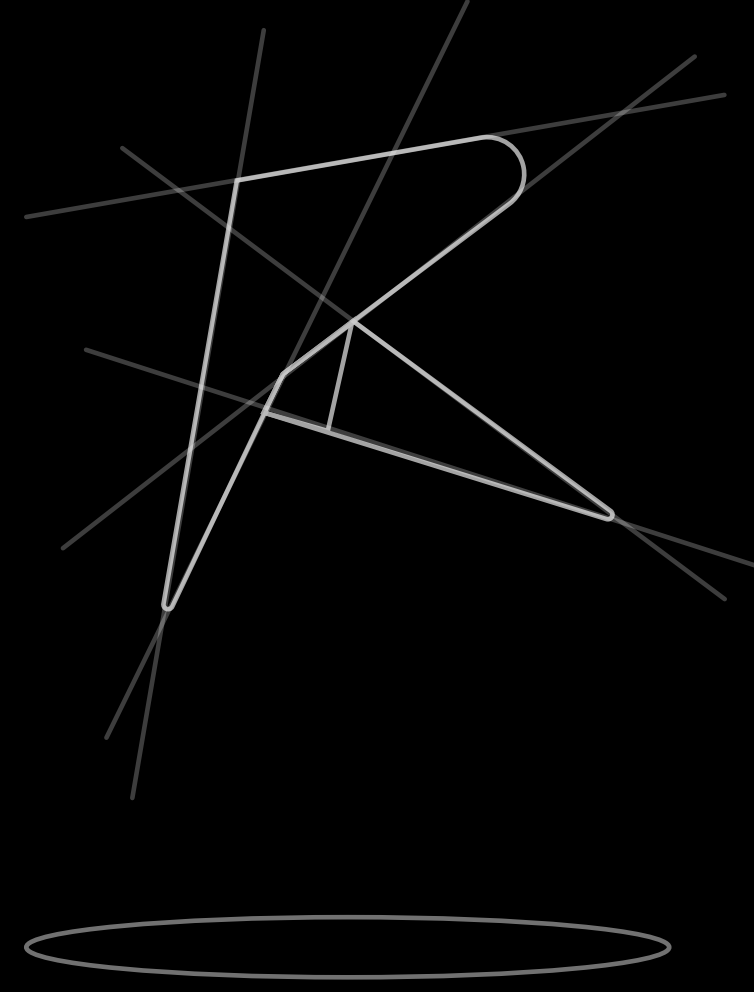
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RGBA 175 234 46 100



HEX #9D9D9D
RGBA 157 157 157 100



APP LOGO
APP LOGO
APP LOGO
APP LOGO



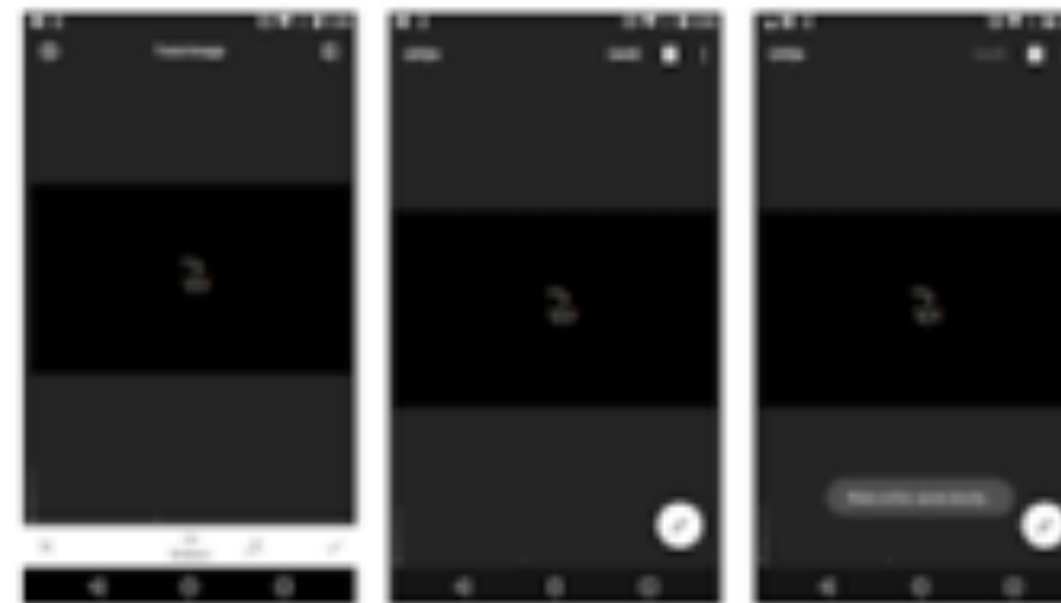
WHY DARK MODE ?



AMOLED and power-saving

But if you have an **AMOLED** screen, then yes, a dark theme **can save** you a bit of **battery**. This is because your **screen** lights up individual pixels rather than lighting up the whole **screen** with a backlight.

Sep 6, 2016



What you need to know about dark themes and battery savings ...

<https://www.androidcentral.com/heres-thing-about-dark-themes-and-battery-savings>

About this result Feedback



USING DARK MODE
For better Battery Life

HI-FIDELITY

Detailed Wireframes

Controlling Workouts using your Fitness Band

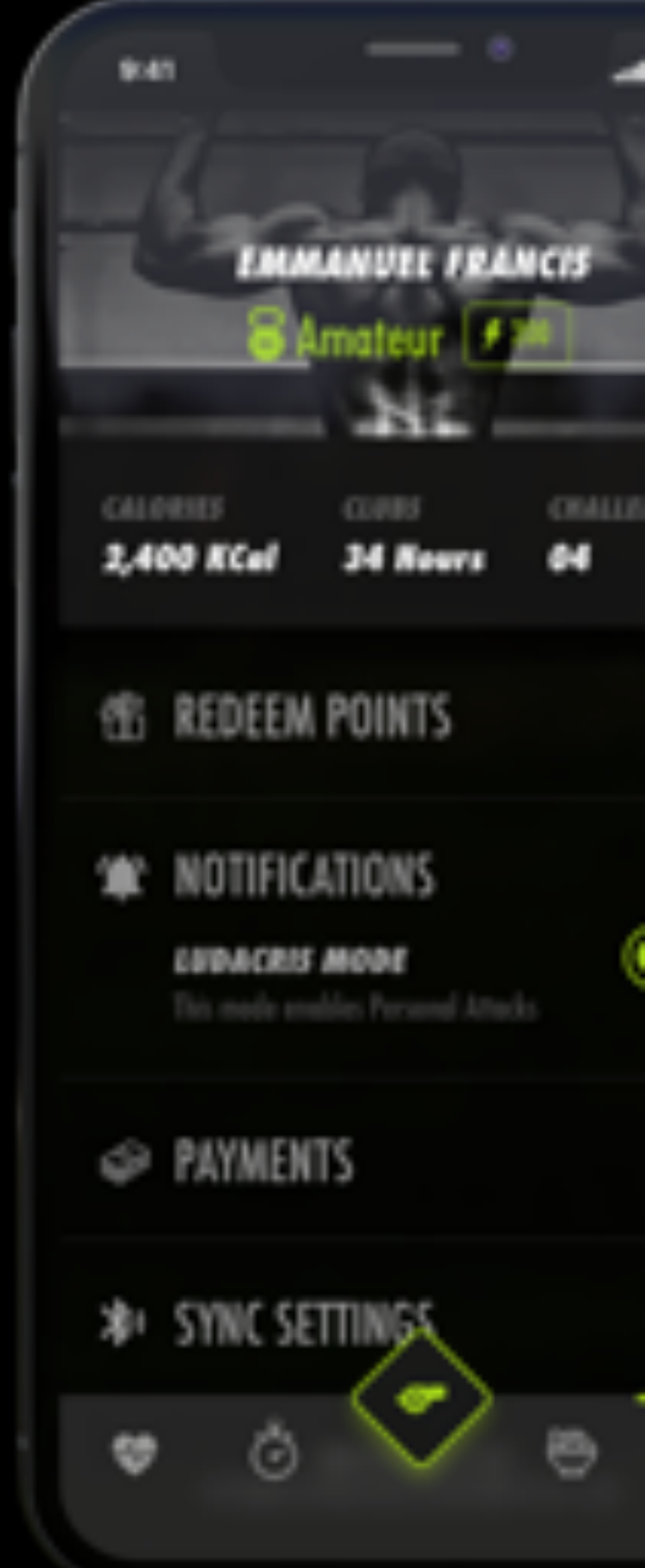
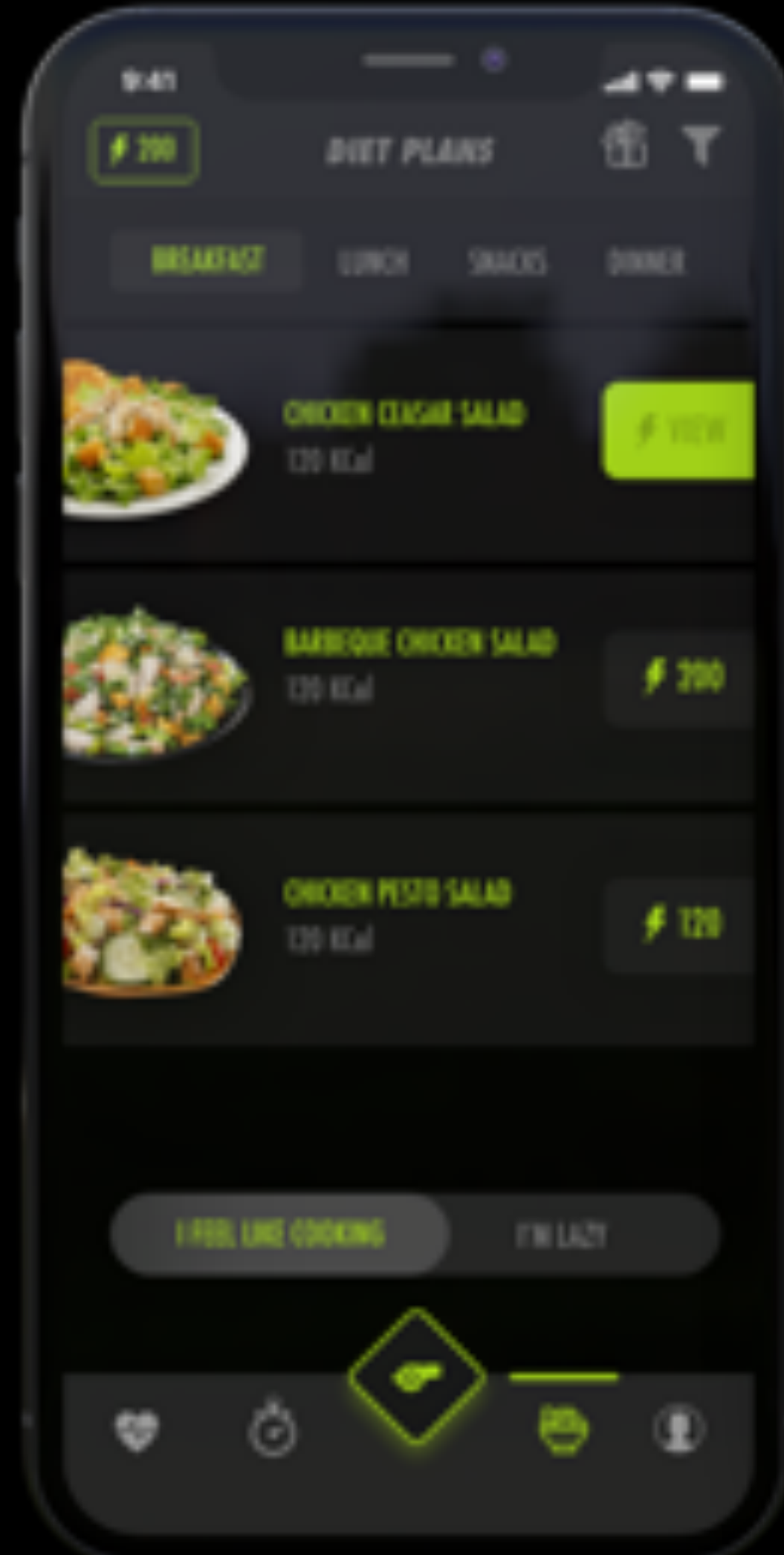
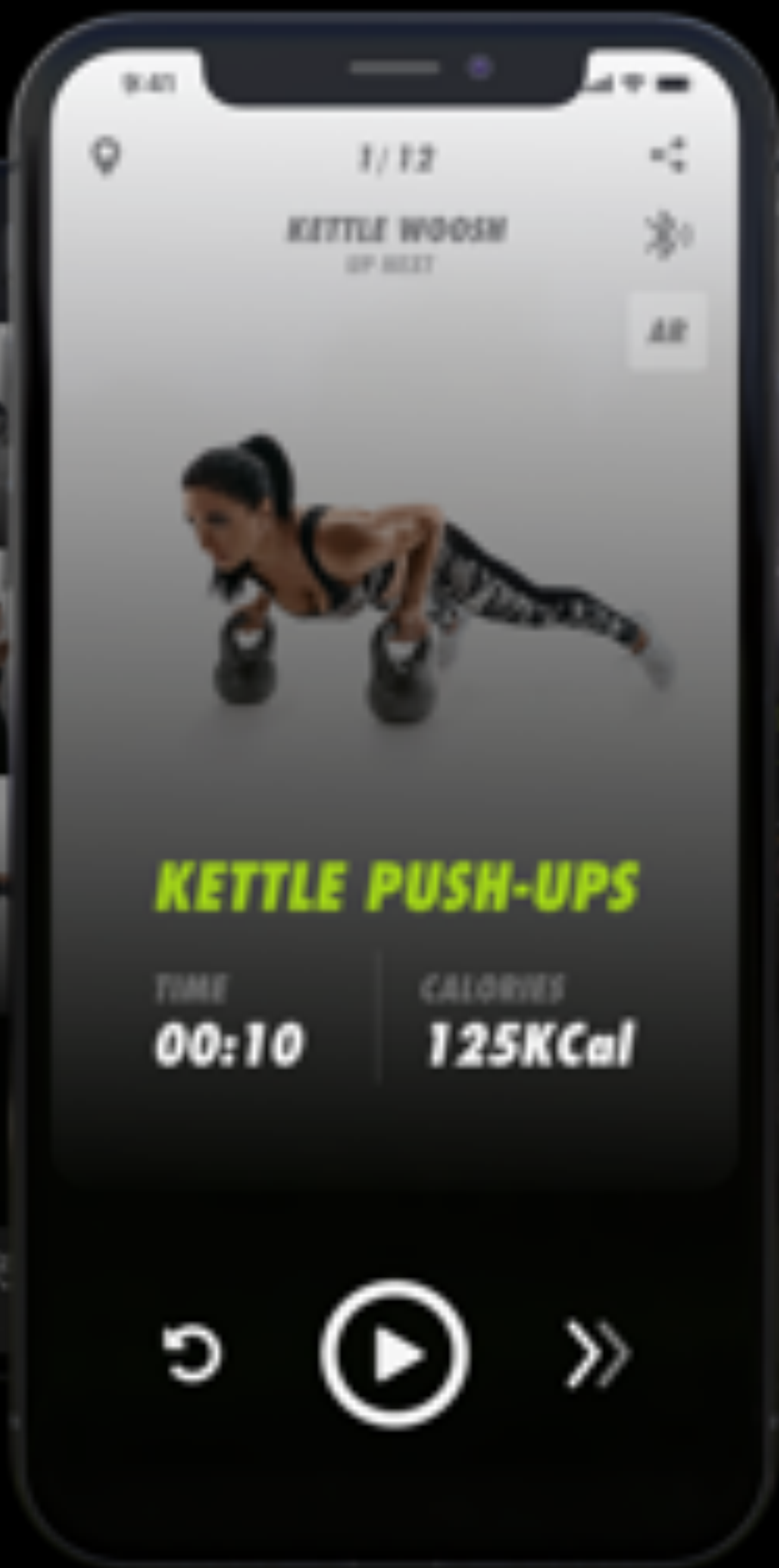
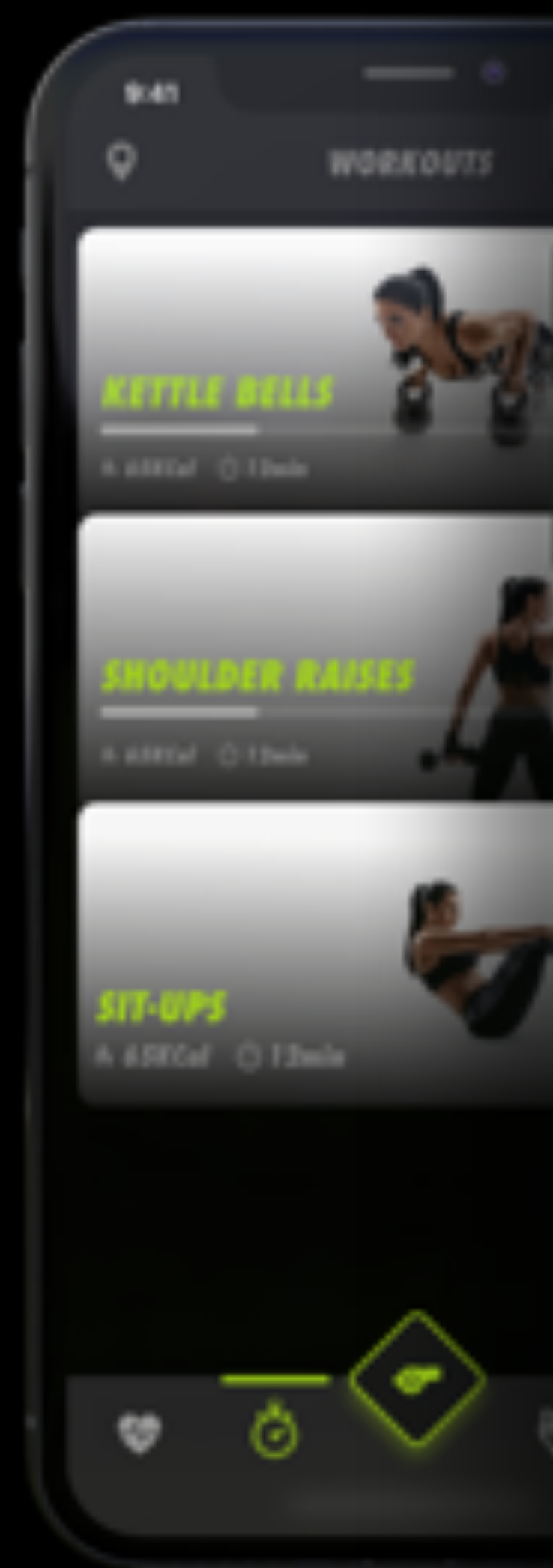
OTHER FITNESS BANDS

Use Gestures to Start/Pause/Stop

APPLE WATCH/SAMSUNG GEAR

Tap Icons to Start/Pause/Stop







PROTOTYPE

Tappable Prototype Made in XD



If you've reached this slide you know why
“A FITNESS ASSISTANT “
is all that you need

The End