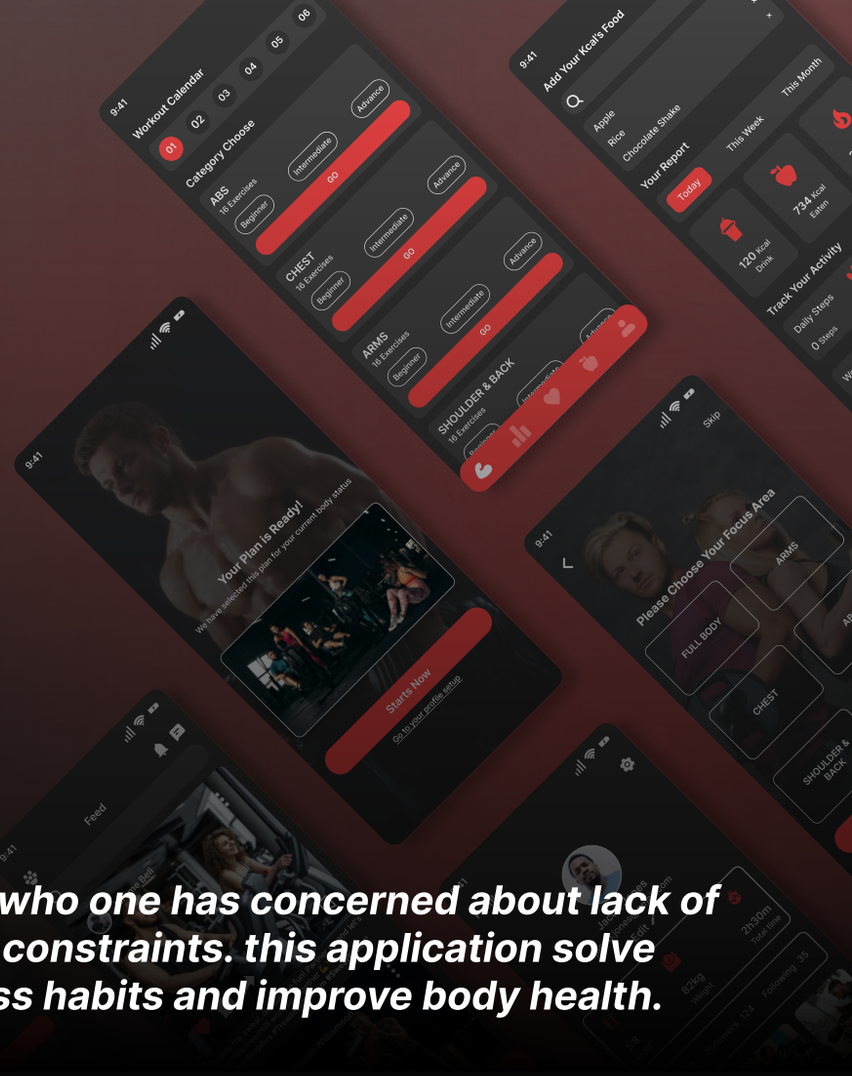
VIRTUOFIT

Fit Anywhere, Anytime

Created with



***VirtuoFit* is specially designed for who one has concerned about lack of motivation, discipline and time constraints. this application solve issues and upscale users fitness habits and improve body health.**

P R O J E C T

PROJECT OVERVIEW

VirtuoFit is a fitness tracking and social networking app designed to help users achieve their fitness goals by providing an intuitive and engaging platform for tracking workouts, setting goals, and connecting with a community of fitness enthusiasts.

But it's not just about you and the app, it's also about connecting with others. VirtuoFit has a cool community of people who, just like you, are into fitness. You can share your progress, get tips, and cheer each other on. It's like having a group of workout buddies, even if they're not physically with you.

MISSION & VISION

Mission Statement

1. **Define Purpose**
   - The main reason for designing our fitness app is that people can exercise or monitor their fitness through our app at any time, anywhere without equipment.

2. **Emphasize User Value**
   - The main reason for designing our fitness app is that people can exercise or monitor their fitness through our app at any time, anywhere without equipment.

3. **Consider Accessibility**
   - The main reason for designing our fitness app is that people can exercise or monitor their fitness through our app at any time, anywhere without equipment.

Vision Statement

1. **Envision the Future Impact**
   - The main reason for designing our fitness app is that people can exercise or monitor their fitness through our app at any time, anywhere without equipment.

2. **inspire and Motivate**
   - The main reason for designing our fitness app is that people can exercise or monitor their fitness through our app at any time, anywhere without equipment.

3. **Guidance Support**
   - The main reason for designing our fitness app is that people can exercise or monitor their fitness through our app at any time, anywhere without equipment.

PROJECT TIMELINE

Week 1	Week 2	Week 3	Week 4
User Research			
	Wireframes		
		Prototyping	
			Final Desings

DESIGN THINKING PROCESS

Empathize

Define

Ideate

Prototype

Test

PROBLEM

Lack of Calorie Tracking

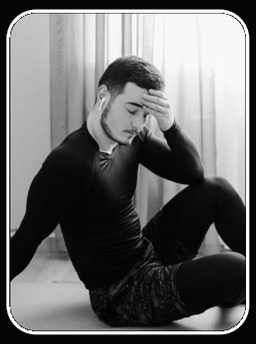
In their fitness routine, the user is unable to track their calorie intake.

Proper Diet Guidance

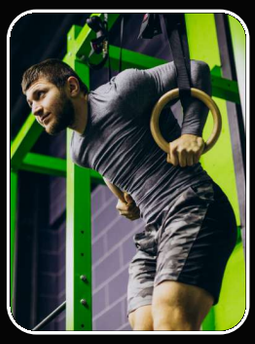
The user lacks proper diet guidance according to their workout, which affects their body.

Need Body Tracker After Workout

The user needs a feature to track their body condition after a workout.



SOLUTION



Calorie Track Feature

In VirtuoFit, you'll have access to a calories tracker that will help you determine how many calories you've burned.

Proper Diet Guidance

In VirtuoFit, you'll receive proper diet guidance tailored to your workouts so you can maintain the perfect diet.

Track Body Condition After Workout

With VirtuoFit, you can easily track your body's condition after your workout.

COMPETITOR ANALYSIS

Competitor Apps Name

1. Leap Fitness Group
2. Fifty Workouts s.r.o
3. BodBot
4. Fitpass

Competitor Apps	Tracking	Goal Setting	Dash Board	Social Feature	Notifications	Diet Guidance	Track Body
1. Leap Fitness Group	Yes	Yes	No	No	Yes	No	No
2. Fifty Workouts s.r.o	Yes	No	No	No	Yes	Yes	No
3. BodBot	Yes	No	No	No	Yes	No	Yes
4. Fitpass	Yes	Yes	No	No	Yes	Yes	No
5. VirtuoFit	Yes	Yes	Yes	Yes	Yes	Yes	Yes

PERSONA & EMPATHY MAP

USER PERSONA

AKSHAY SHARMA

Age	27
Education	Master in Business
Status	Single
Occupation	Sales Manager
Location	India

He currently lives in India. He finished her master in business and has just been promoted to Sales Manager. He enjoy staying fit, working out, and tracking my body's health.

"Fitness is not about being better than someone else. It's about being better than you used to be."

- I struggle to track my calories based on my workouts.
- I struggle to find motivation and discipline in my daily routine.
- I am unable to track my daily body condition effectively after workouts.
- I need diet guidance that can provide me with a customized diet plan based on my workouts.

- I want a feature that allows me to track my calories during my daily workouts.
- I need daily motivation to maintain discipline in my workouts.
- I need a feature that tracks my body after workouts.
- I need diet guidance that can provide me with a customized diet plan based on my workouts.

EMPATHY MAP

Says

- The user's experience was generally positive, but due to the absence of certain key features, their overall user experience was somewhat diminished.
- They mentioned some essential features that are crucial in a fitness app.

Thinks

- The user's expectations and goals are to focus on their workouts daily with the help of the app.
- They aim to stay motivated and disciplined in their daily workouts.

Does

- The user's workflow was smooth, and the end result was satisfactory. However, they encountered a lack of key features while using the app.
- lakes of main features while using the app.

Feels

- The user's emotions were positive while using the app, but they felt dissatisfied due to the absence of some key features.
- Start & end result was good & simplicity was also good.

JOURNEY MAP

USER/CUSTOMER JOURNEY MAP

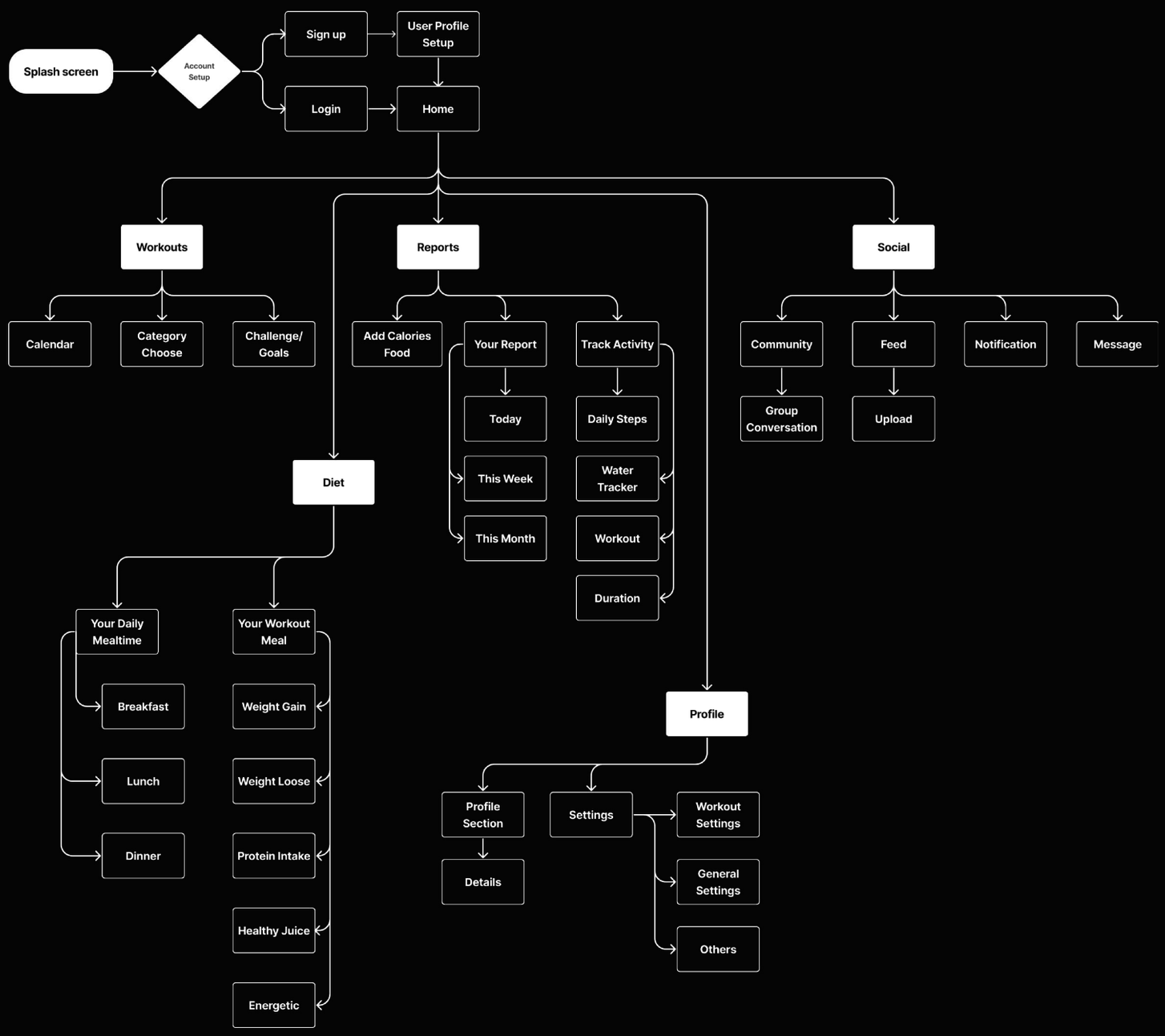
STAGES	AWARENESS	CONSIDERATION	ONBOARDING	VERIFICATION	DECISION
CUSTOMER ACTIONS	Akshay becomes aware of the fitness app through social media, recommendations, or advertisements.	They compare features, read reviews, and assess the app's suitability for their goals and preferences.	They complete their profile by entering basic information such as age, weight, height, and fitness goals.	User may opt for an additional layer of security by enabling two-factor authentication, requiring a code sent to their registered mobile number for login verification.	After evaluating different options, the user selects the fitness app based on positive reviews, intuitive interface, and features aligned with their fitness goals.
TOUCH POINTS	Akshay sees targeted ads promoting the fitness app on platforms like Instagram or Facebook.	Akshay visits the app store and reads reviews, examines screenshots, and checks ratings to evaluate the fitness app.	Akshay decides to download the fitness app from the app store after positive reviews and recommendations.	Upon app installation, user receives an email verification link to confirm their account and ensure security.	Akshay decides to download the fitness app from the app store after positive reviews and recommendations.
CUSTOMER EXPERIENCE	🤔	🙂	😊	😬	😩
BUSINESS GOALS	The fitness app conducts targeted marketing campaigns through various channels such as social media, search engine optimization (SEO), and influencer partnerships to increase brand visibility.	The fitness app optimizes its app store listing with compelling descriptions, high-quality images, and positive user reviews to stand out among competitors and attract potential users.	The app provides a seamless onboarding experience with intuitive user interfaces, clear instructions, and interactive tutorials to guide users through the setup process.	Akshay are required to create an account or log in using existing credentials to access the app's features and content, ensuring user authentication and security.	The app collects user feedback through surveys, ratings, and reviews to understand user preferences, identify pain points, and make data-driven decisions for app improvements.
PAIN POINTS	Akshay may not be aware of the fitness app due to limited marketing efforts or overshadowing by competitors.	Akshay may find it challenging to compare features and benefits among different fitness apps, leading to confusion and indecision.	Akshay may find the account setup process overly time-consuming or cumbersome, discouraging them from completing the onboarding process.	Akshay may experience delays or technical issues with email verification, preventing them from activating their accounts and accessing the app's features.	Akshay may struggle to grasp the unique value proposition of the fitness app or how it differs from competitors, leading to hesitation or indecision.

CARD SORTING

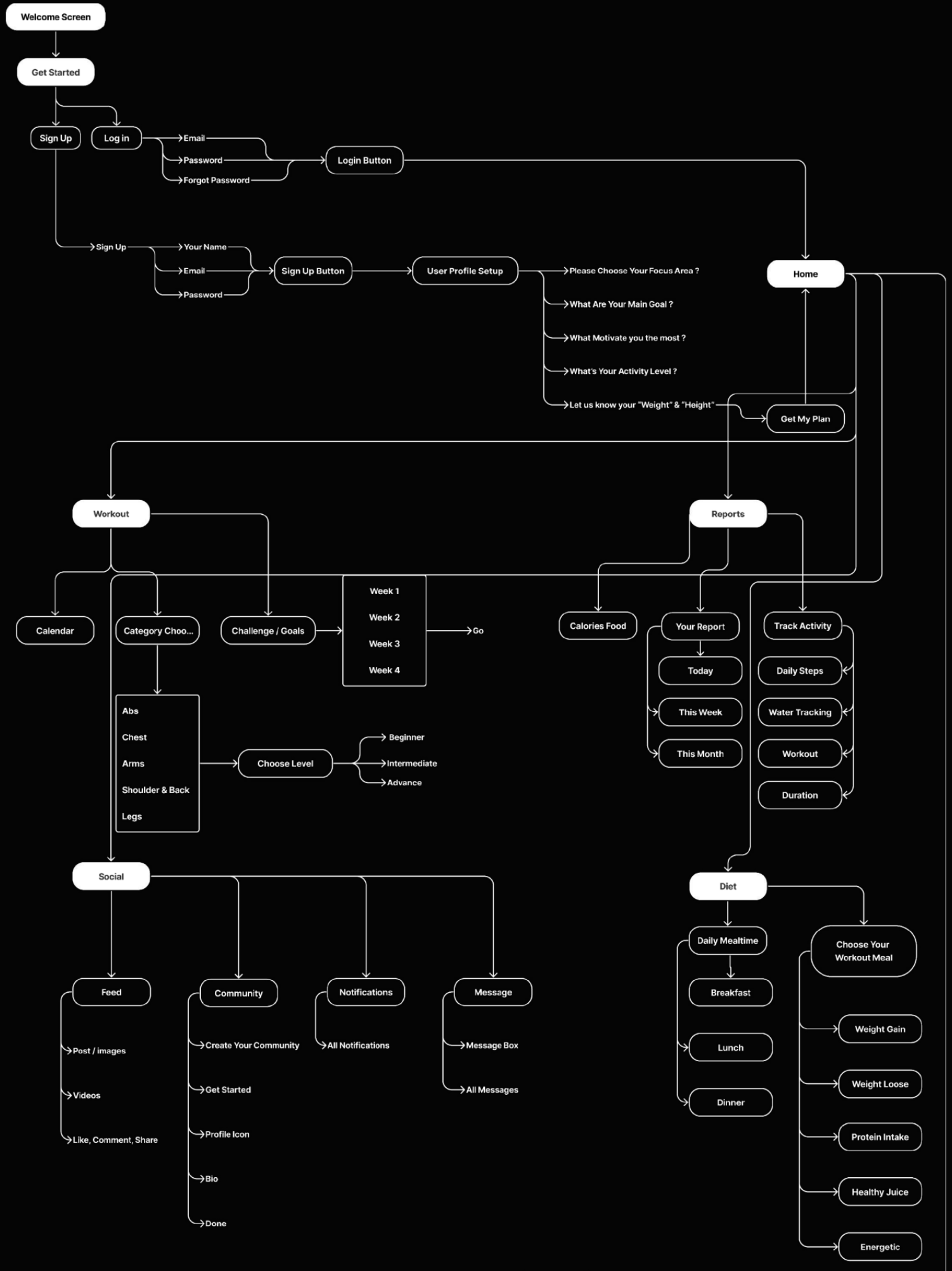
CARD SORTING

User Onboarding	Dashboard	Workout Tracking	Goal Setting	Community and Social Features	Notifications & Reminders	Settings and Personalization	Main Features
Welcome Screen	Dashboard Overview	Workouts Tracking	Smart Goals Setting	User Profile	Customizable Reminders	User Friendly Settings	Calorie Track Feature
User Profile Setup	Daily Progress	Custom Workout Input	Progress Tracking	Connecting With Friends	Positive Reinforcement Notifications	Accessibility Features	Proper Diet Guidance
Fitness Assessment	Weekly Progress	Track Performance	Achievements for Milestones	Joining Group			Popups for Motivation & Discipline
Goal Settings	Monthly Progress	Exercises Database		Participants in Challenges			Track body condition after workout
Workout Duration	Calories Burned	From Guidance		Newsfeed			
Conformation	Workout Progress						

USER FLOW



INFORMATION ARCHITECTURE


Welcome Screen
Get Started
Sign Up
Log in
Email
Password
Forgot Password
Login Button
Sign Up
Your Name
Email
Password
Sign Up Button
User Profile Setup
Please Choose Your Focus Area ?
What Are Your Main Goal ?
What Motivate you the most ?
What's Your Activity Level ?
Let us know your "Weight" & "Height"
Get My Plan
Home
Workout
Reports
Calendar
Category Choo...
Challenge / Goals
Week 1
Week 2
Week 3
Week 4
Go
Abs
Chest
Arms
Shoulder & Back
Legs
Choose Level
Beginner
Intermediate
Advance
Calories Food
Your Report
Today
This Week
This Month
Track Activity
Daily Steps
Water Tracking
Workout
Duration
Social
Feed
Post / images
Videos
Like, Comment, Share
Community
Create Your Community
Get Started
Profile Icon
Bio
Done
Notifications
All Notifications
Message
Message Box
All Messages
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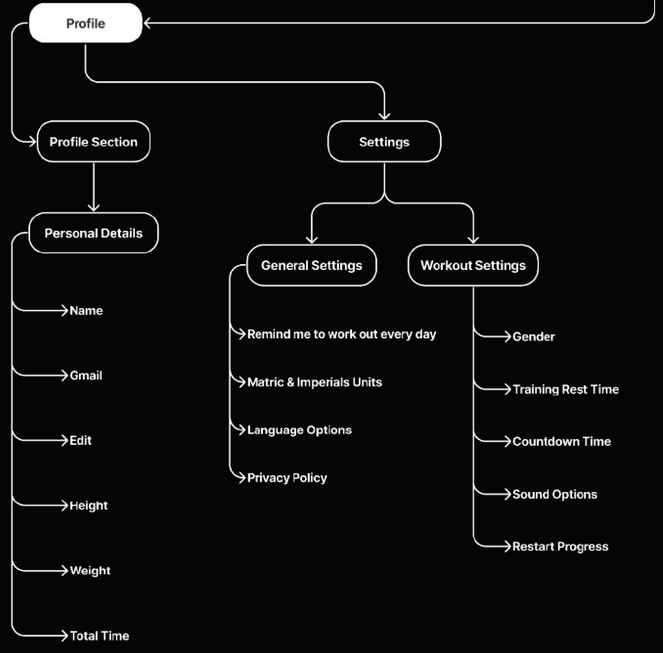
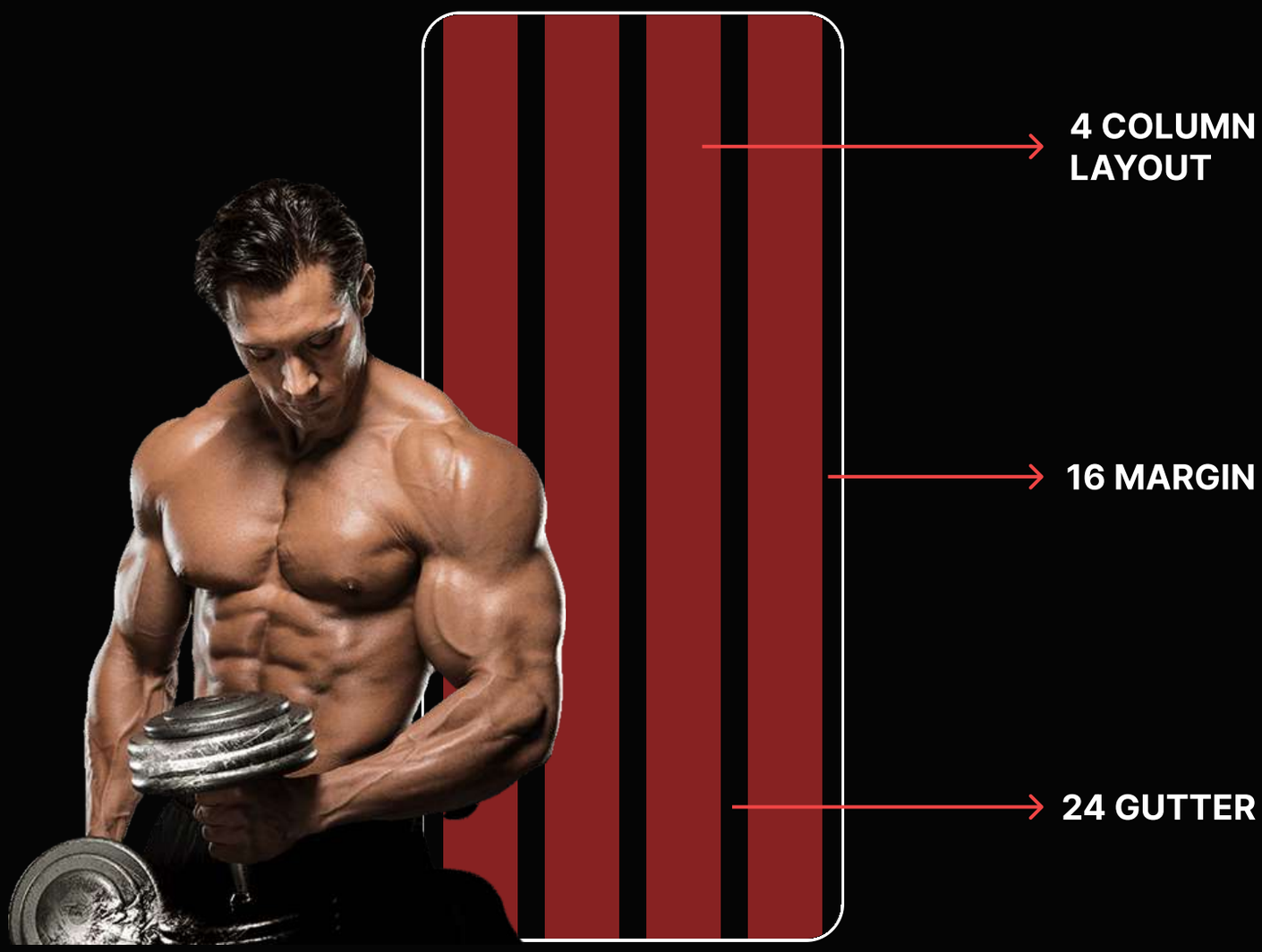
Breakfast
Lunch
Dinner
Choose Your Workout Meal
Weight Gain
Weight Loose
Protein Intake
Healthy Juice
Energetic


Profile
Profile Section
Settings
Personal Details
General Settings
Workout Settings
Name
Gmail
Edit
Height
Weight
Total Time
Remind me to work out every day
Matric & Imperials Units
Language Options
Privacy Policy
Gender
Training Rest Time
Countdown Time
Sound Options
Restart Progress

GRID SYSTEM


4 COLUMN LAYOUT
16 MARGIN
24 GUTTER

WIREFRAMES

9:41
VIRTUOFIT
Fit Anywhere, Anytime
9:41
Skip
Please Choose Your Focus Area
FULL BODY
ARMS
CHEST
ABS
SHOULDER & BACK
LEGS
Next
General Se
Reminder &
Metrics & impe
Language Options
Voice Options
Others
Share with friends
Rate us
Feedback
9:41
Add Your Kcal's Food
Apple
Rice
Chocolate Shake
Your Report
Today
This Week
This Month
120 Kcal Drink
734 Kcal Eaten
363 Kcal Burned
Track Your Activity
Daily Steps
0 Steps
View
Workout
0/16
View
Water Tracker
0 Glasses
View
Duration
0 Minute
View
9:41
Feed
Jerome Bell
"Double the sweat, double the fun! Partner up and let's crush this treadmill workout together #FitnessBuddies #TreadmillTandem #SweatSquad"
Cameron Williamson
9:41
Workout Calendar
01
02
03
04
05
Category Choose
ABS
Choose
Weight
Weight Loose
GO
Protein Intake
GO
Healthy Juice
GO
Energetic

COLORS & TYPOGRAPHY

Primary Color

#F14545	#424242

Secondary Color

#343434	#FF8788	#FCFCFC

In our fitness app, we've chosen the vibrant Coral Red color intentionally to ignite your motivation and energize your workouts. Coral Red represents passion, vitality, and determination, all essential elements in achieving your fitness goals.

Typeface Used

Aa

Inter

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Medium

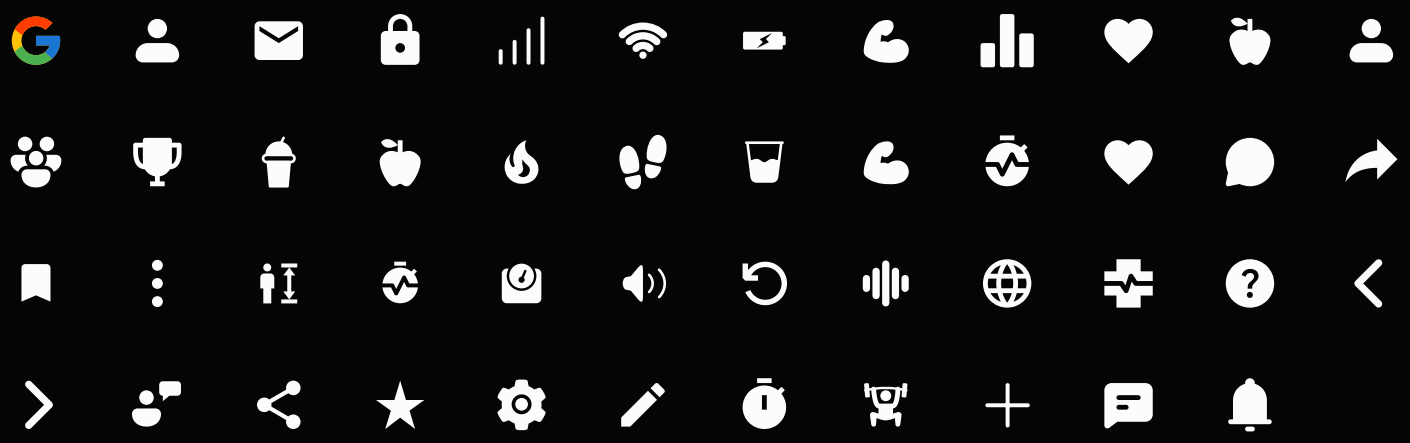
Semibold

Bold

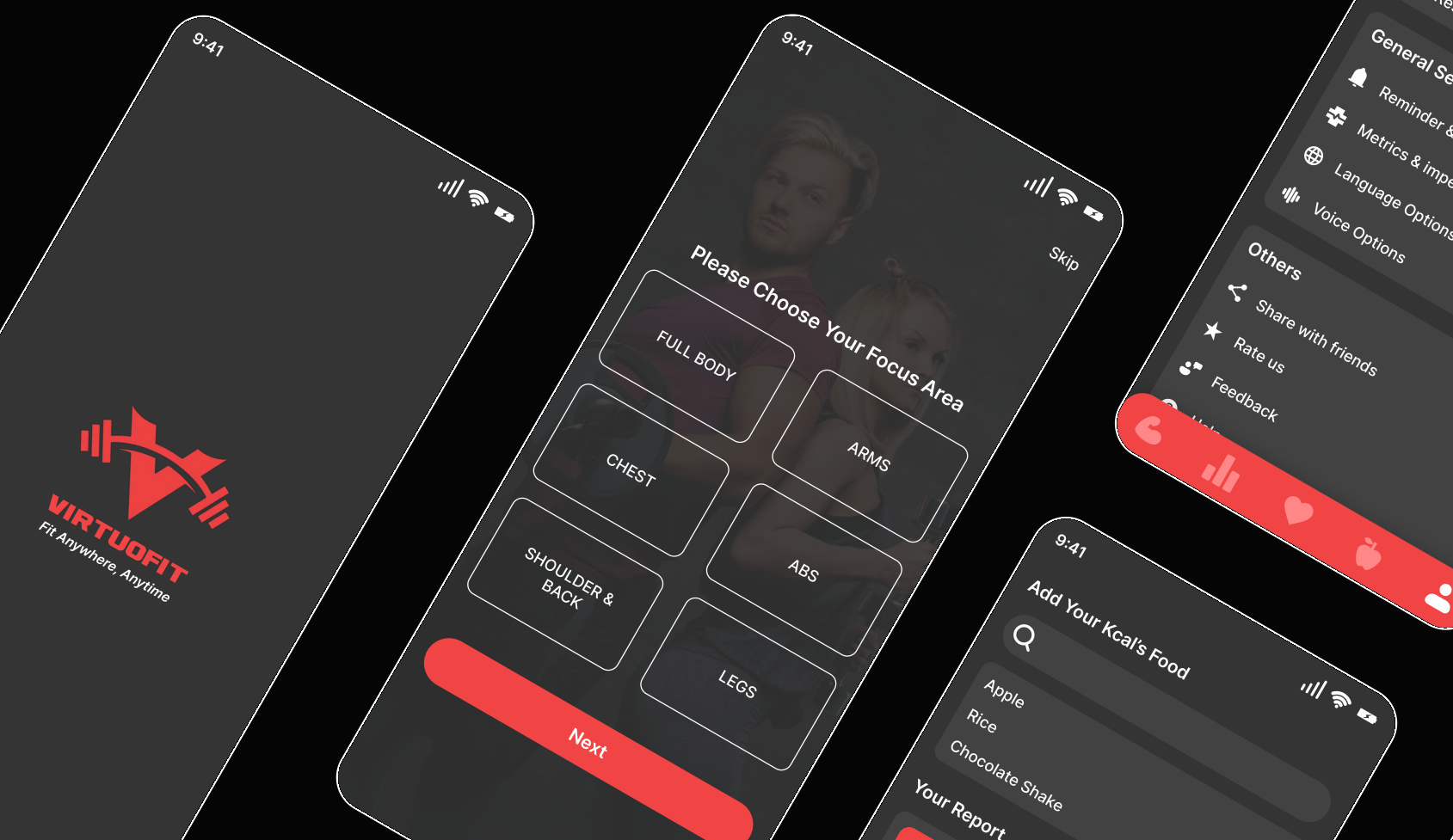
a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

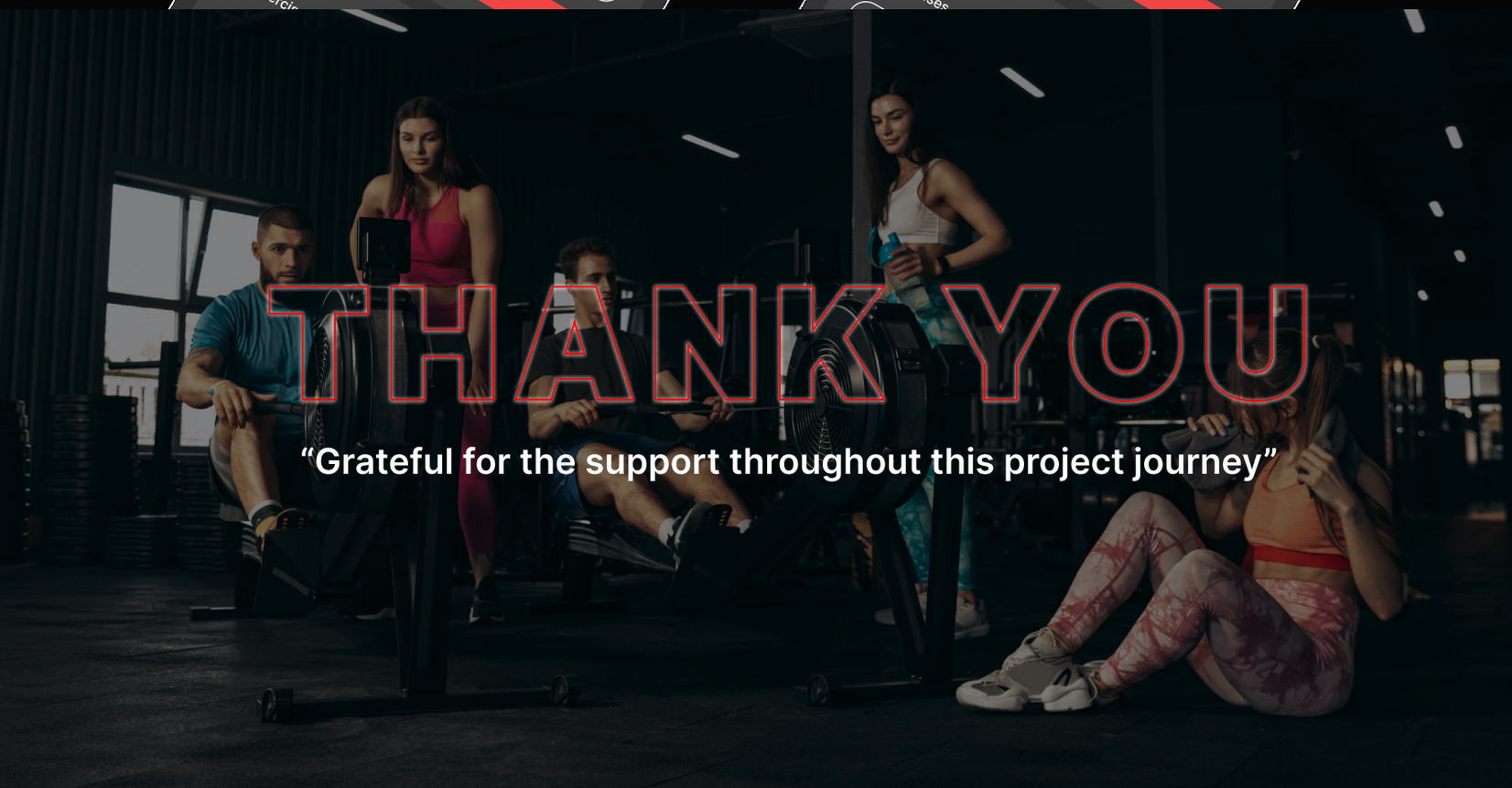
ICONS USED



FINAL DESIGN



9:41
Feed
Jerome Bell
"Double the sweat, double the fun! Partner up and let's crush this treadmill workout together 💪🏃‍♀️🏃 #FitnessBuddies #TreadmillTandem #SweatSquad"
Cameron Williamson
Today
This Week
This Month
120 Kcal
Drink
734 Kcal
Eaten
363 Kcal
Burned
Track Your Activity
Daily Steps
0 Steps
View
Workout
0/16
View
Water Tracker
0 Glasses
View
Duration
0 Minute
View
Choose
Weight Loose
GO
Protein Intake
GO
Healthy Juice
GO
Energetic
9:41
Workout Calendar
01
02
03
04
05
06
Category Choose
ABS
16 Exercises
Beginner
Intermediate
Advance
GO
CHEST
16 Exercises
Beginner
Intermediate
Advance
GO
ARMS
9:41
SHOULDER & BACK
16 Exercises
Beginner
Intermediate
Advance
GO
LEGS
16 Exercises


THANK YOU
"Grateful for the support throughout this project journey"