

1 - Three jobs people call "AI" (scope them separately)

Personalize	Adaptive plan, recovery scheduling, LLM coaching. Tech: ML + LLM -> cloud.
Watch	Rep counting, form feedback, range of motion. Tech: pose estimation -> on device.
Read body	Heart rate, HRV, sleep, recovery. Read via HealthKit / Health Connect / aggregators.

2 - The two lines that govern the build

ESTIMATION LINE a phone camera estimates a pose; it never measures one -> guide it, show confidence.
WELLNESS LINE .. your legal status is set by your CLAIMS, not your code -> coach, never diagnose.

3 - Where each model runs (place every feature) + the real-time budget

On the phone (edge) . movement analysis; MoveNet Lightning ~7 ms -> real-time + private.
In the cloud plan generation (LLM); seconds-budget; per-request cost grows with users.
Wearable layer HealthKit / Health Connect / Terra; you read, rarely compute.
Budget: 30 fps = 33 ms/frame. 7 ms on-device fits; a 100-300 ms cloud round-trip does NOT.

4 - Camera-placement rule + embed / assemble / build

PLACEMENT: squat detection 0% (side, 90 cm) vs 95.5% (diagonal, 200 cm) - JMIR 2026. Onboard the camera!
Embed a pose SDK .. days-weeks; QuickPose / Sency; vendor models; you fit their exercise set.
Assemble a CV stack weeks-months; MediaPipe / MoveNet + your logic; you own tuning & data flow.
Build & train months; only when movement analysis IS the product. Premature for most.

5 - Compliance gate - before launch (context, not legal advice)

- Keep all marketing claims to activities and goals; never claim to diagnose, treat, or prevent a disease.
- If a real clinical use exists, build and clear it as a medical device (FDA / EU MDR) - do not drift into it.
- Establish a GDPR lawful basis + explicit consent for health data (special-category, Article 9); encrypt it.
- Map FTC Health Breach Notification duties - they apply to consumer health apps even without HIPAA.
- Follow App Store / Google Play health-data policies; never sell health data to advertisers.
- Guide camera placement in onboarding (diagonal, ~180-200 cm); go quiet when joint confidence drops.