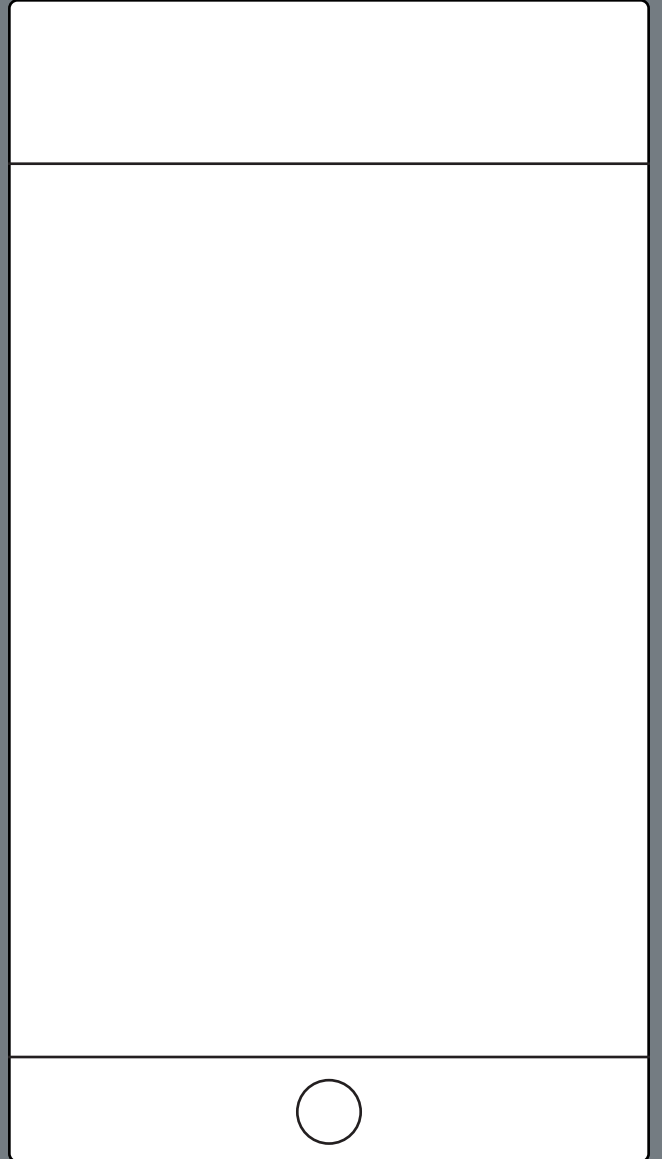


# MOBILE APP PRODUCTION BIBLE

Saboor Wasim

University of Houston  
Prof. Karen Snyder, MFA



# GOAL

**WHO:** The primary target demographic would be people who are wanting to lose weight or build muscle, no matter what age. The secondary target audience would be people who are invested in sports.

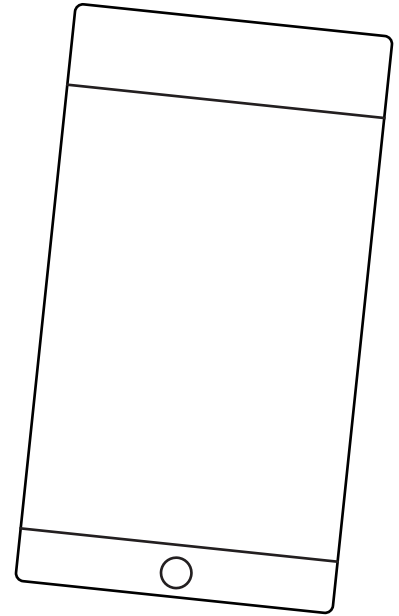
**WHAT:** My goal is to create a fitness app where people would be able to look at workout routines, nutrition plans, track their heart rate, and much more. I would also create a premium version where the client will be able to have consultations with a personal trainer. The premium version would be very beneficial to those who are looking to improve their fitness significantly, such as bodybuilding.

**WHY:** To help people maintain a healthy lifestyle and stay in shape, especially beginners who don't have much experience working out.

**WHERE:** This app would launch in Houston, TX and then eventually to surrounding cities as well.

**WHEN:** I plan to launch the app in 9 to 12 months.

**HOW:** By ads placed through the app.



## SUCCESS INDICATORS

- Secure 50 downloads within the first month.
- Maintain at least an 45% retention rate during the first month.
- Gain at least 1 premium account per month.

# PROJECT BRIEF

Purpose: To help people stay fit and remain healthy.

Goals: **A. Primary - Efficiency**

1. Making sure the app performs well and runs as smoothly as possible
2. Keeping the app simple so it is easy for everybody to use

**B. Secondary - Engagement**

1. Creating a user friendly app
2. Having loyal customers

Strategy: Creating a user friendly app that is aesthetically pleasing with workout routines from professionals. Also add rewards every time somebody completes a workout routine to help them stay motivated and consistent about working out. Lastly, I will have a leaderboard that shows who has the most rewards, which can help motivate people and make it more competitive.

**Benefits:**

1. Having an aesthetically pleasing app can help with user acquisition.
2. Making the app user friendly can help increase the retention rate.
3. Seeing people follow the workout routines and start to notice their fitness improving will allow people to spread awareness of the app which will help improve the growth rate.
4. Rewards can help working out feel more satisfying and enjoyable, which can help keep people motivated.

Timeline: 9 to 12 months

Target: People of all ages but mainly beginners who are just starting to work out.

User Story: **A. Problem**

1. Beginners who are unsure of what workout routine will be best for them.
2. People with health issues, such as high blood pressure.

**B. Solution**

1. Workout routines will be separated by difficulty and which specific body part they are wanting to workout.
2. Having a certain section that shows which workout routines and nutrition plans are the best for a person with a specific health issue. Users can also choose to share their health data.

**C. Results**

1. Makes it easy for people to see what fitness level they are at and what they need to do to improve.
2. Allows people with health issues to easily find what they need to do in order to help improve their situation.

App Interactivity: **A. Functionality**

1. Allowing users to turn on notifications regarding work out routines and nutrition plans.
2. Creating rewards after completing workout routines to help people stay consistent and make working out seem more of a game rather than a chore.

**B. Aesthetic**

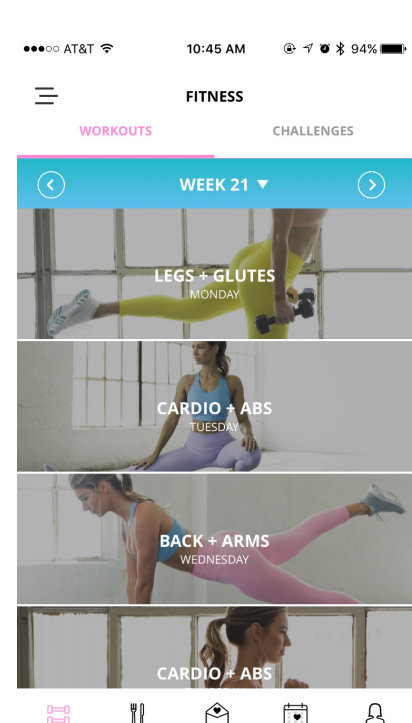
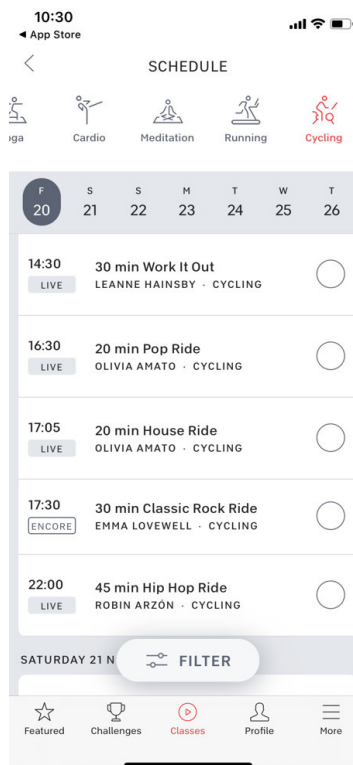
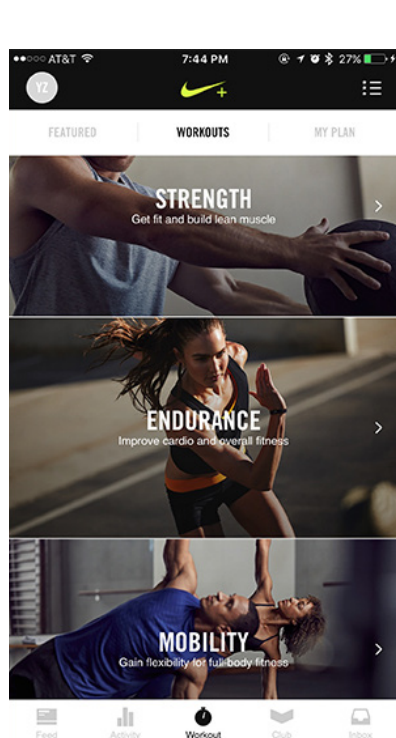
1. Light mode and dark mode available, depending on the users preference.
2. Simple layout with only essential information.
3. Easy to read fonts
4. Consistent color scheme
5. Creating a simple yet distinct logo

# THE COMPETITION



## PELOTON

|              |                                           |                                            |                                                |
|--------------|-------------------------------------------|--------------------------------------------|------------------------------------------------|
| About        | - Launched on January 2009                | - Launched on January 3, 2012              | - Launched on December 2017                    |
|              | - Based in San Francisco, California      | - Based in New York City                   | - Headquarters location is Austin, TX          |
| Genre        | - Focused on fitness                      | - Focused on fitness                       | - Focused on fitness                           |
|              | - Health improvement                      | - Health improvements                      | - Health improvements                          |
| App Features | - Gym Equipment                           | - Gym Equipment                            | - 4 Expert Trainers                            |
|              | - Expert Tips                             | - Accessories/Apparel                      | - 12 Programs                                  |
| Client Base  | - Clothing/Shoes                          | - Workout Classes                          | - Custom Meal Plans                            |
|              | - People looking to improve their fitness | - People looking to improve their fitness  | - People looking to improve their fitness      |
| Size of Co.  | - People who need gym apparel             | - People in need of gym apparel            | - People who need custom nutrition plans       |
|              | - Over 21 million downloads               | - In 2021, it had 2.49 million subscribers | -                                              |
| Size of Co.  | - 11-50 Employees                         | - In 2021, there were 8,662 employees.     | - 10-50 Employees                              |
|              | -                                         | - Revenue is 1.826 billion dollars         | - Estimated revenue is greater than 1 million. |



# FEATURES

|                                                                      | COST                                                                                                                                                                                                               | MAN HOURS                                                                                                                                                                                  | ON-GOING DEVELOPMENT                                                                                               |
|----------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|
| Content (Written Guides, Video Tutorials, Nutrition Plans)           | - Workout plans development cost: \$1500 - \$2250 (Patel, 2022)<br>- Nutrition plans development cost: \$1200 - \$1500 (Patel, 2022)<br>-Live streaming and videos development cost: \$4500 - \$6750 (Patel, 2022) | - Workout plans development hours: 50 - 150 (Patel, 2022)<br>- Nutrition plan development hours:<br>80 - 100 (Patel, 2022)<br>-Live Streaming and videos hours:<br>300 - 450 (Patel, 2022) | None                                                                                                               |
| Tracking (Workout Log, Device Integration, Geolocation, Timer, etc.) | GPS feature development cost: \$400 - \$800 (Patel, 2022)                                                                                                                                                          | 20 - 40 hours (Patel, 2022)                                                                                                                                                                | None                                                                                                               |
| Motivation Features (Push Notifications, Reminders, Music Playlists) | Push notifications development cost: \$150 - \$300 (Patel, 2022)                                                                                                                                                   | 10 - 20 hours (Patel, 2022)                                                                                                                                                                | Music playlists will potentially be added in the future to help motivate people, however, isn't a primary feature. |
| Social/Gamification (Registration, Leaderboards)                     | - Registration development cost: \$150 - \$300 (Patel, 2022)<br>-Gamification (rewards) development cost: \$3000 - \$4000 (Patel, 2022)                                                                            | - Registration hours: 10 - 20 (Patel, 2022)<br>- Gamification (rewards) hours:<br>200 - 300 (Patel, 2022)                                                                                  | None                                                                                                               |
| Domain                                                               | \$2.99 for first year with a two year registration for domain "myinstafit.com"<br>After year 1, it will be 19.99 per year. (Godaddy, n.d.)                                                                         | 24 - 72 hours (Xneelo, n.d.)                                                                                                                                                               | Will have to pay 19.99 every year in order to keep the domain. (Godaddy, n.d.)                                     |

# STRATEGY

## SIMPLICITY IN DESIGN

*InstaFit* will be user friendly with an simplistic yet visually appealing design. Simplicity is an essential part of design since it helps highlight the content much more clearly. It allows users to easily find information without overwhelming them with too many features. “Simple can be harder than complex: you have to work hard to get your thinking clean to make it simple. But it’s worth it in the end because once you get there, you can move mountains” (Jobs, 1998).

## COMPLIANCE WITH GDPR STANDARDS

In order for the app to stay GDPR compliant, *InstaFit* will make sure that all personal data will remain confidential and is strictly for recordkeeping. *InstaFit* will also provide a privacy notice to all users and inform them of what their data is being used for and ask for their consent (Kost, 2022).

## ONGOING EVOLUTIONS AND MAINTENANCE

*InstaFit* will have maintenance on a regular basis and will have constant updates to make sure the app is running as smoothly and efficiently as possible. This also helps resolve any errors or bugs that are found after the initial launch.

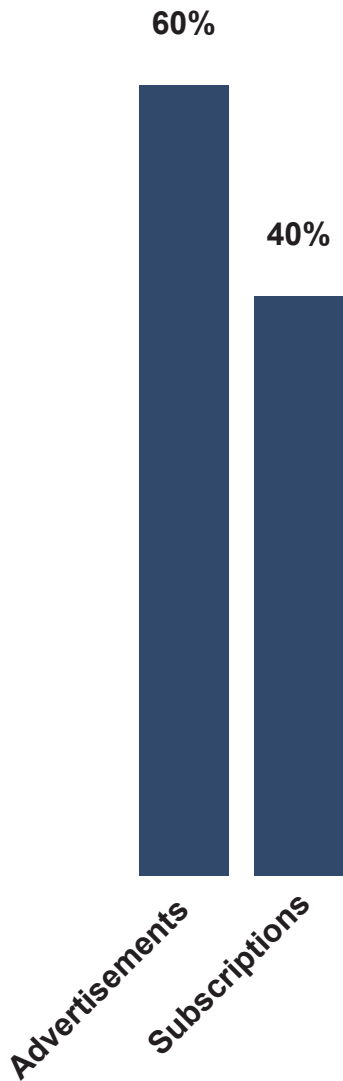
## PERFORMANCE MEASURE

There are many ways to measure the performance of an app. For *InstaFit*, I will keep track of the number of downloads and the user growth rate. I will also check how many people are sharing the app through social media. Lastly, I will checkout reviews and ratings of the app. Doing these will allow me to gain a better understanding of what the users want (Donga, 2021).

## SECURITY MEASURE

Users will have to register and create a profile that requires them to have a username and password, which will help protect their accounts.

# FINANCIAL STORY



**Advertisements:** Text based or video advertisements of products will be placed within the app.

**Subscription:** Sales from a monthly payment plan

- Advertisements are one of the most beneficial ways for an app to make revenue. “Around 70% of apps contain advertising that generate payments per display, per click or per install. As an example, the famous ‘Flappy Bird’ app made use of this model and earned on average \$50k per day while it topped the App Store charts” (Creative.onl, 2022).
- Subscriptions are another way for companies to gain great revenue. “Business-to-consumer subscription businesses have attracted more than 11 million U.S. subscribers in 2017, and the industry as a whole has been growing at 200% annually since 2011” (McCarthy & Fader, 2017).
- Beirir Harvey highlights the growth of subscription based businesses in her article when she says, “According to research across sectors and industries, the global subscription and billing management market is estimated to have been \$7.3 billion in 2021, and is expected to reach \$14.2 billion by 2026” (Harvey, 2022).
- There are also many benefits of creating an PWA. This can be shown in Daniel An’s article when he interviewed Igor Faletski, the CEO of Mobify. In the article, Faletski says “Our customers typically see a 20% revenue boost with a PWA, so every minute you don’t have a PWA is a minute spent with 20% less revenue on your busiest customer touchpoint” (An, 2018).

## 5 YEAR DEVELOPMENT

|              | 2023      | 2024     | 2025     | 2026     | 2027      |
|--------------|-----------|----------|----------|----------|-----------|
| REVENUE      | \$40,000  | \$58,500 | \$70,000 | \$84,500 | \$100,000 |
| EXPENDITURES | \$55,000  | \$35,000 | \$40,000 | \$45,000 | \$50,000  |
| NET          | \$-15,000 | \$23,500 | \$30,000 | \$39,500 | \$50,000  |



# DESIGN SPECS

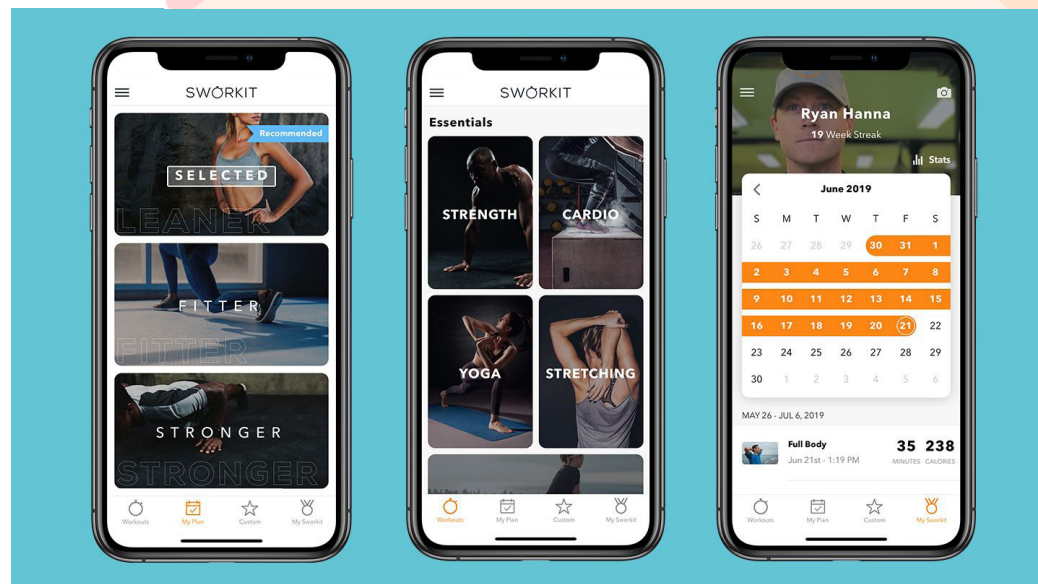
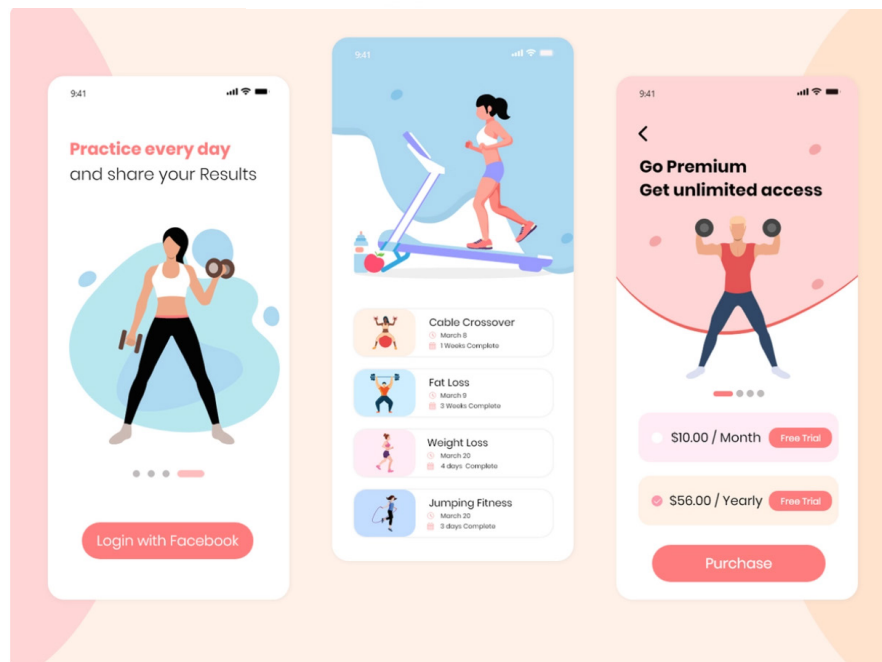
## APP LOOK & FEEL

The company brand hopes to invoke “user-friendly”, “motivational”, and “minimalist” qualities.

## IMAGERY

The app will consist of photos and videos showing how to do a workout routine. It will also have photos that show the proper form for the workout to help beginners. The photography and cinematography will be of people working their hardest, which will help convey a motivational message.

References (for inspiration)



# DESIGN SPECS

## COLORS

For the app, the main color planned on being used will be blue. In the article “The Color Psychology of Blue”, the author named Kendra Cherry says, “Blue calls to mind feelings of calmness or serenity. It is often described as peaceful, tranquil, secure, and orderly” (Cherry, 2020). The purpose of the brand colors is to invoke those feelings and help the users remain at ease while working out.

**R 49**  
**G 74**  
**B 107**

**R 181**  
**G 206**  
**B 238**

**R 108**  
**G 163**  
**B 235**

**R 83**  
**G 95**  
**B 111**

**R 84**  
**G 127**  
**B 184**

**R 255**  
**G 255**  
**B 255**

**R 0**  
**G 0**  
**B 0**

# DESIGN SPECS

## tone of voice

The writing style for *InstaFit* will be informative while also emphasizing the importance of dedication and consistency. The main reason for this positive tone of voice is that it can help inspire and motivate users to keep working on their fitness.

## Typography

For the typography, I plan on using a sans-serif font since they are easier to read than many other fonts. The main font that I plan on using will be proxima nova. I will either use it for both the header and body texts or use it for the header and pair it with another font, such as helvetica neue. The main purpose of choosing an easily readable font is so that the content can be the main focal point.

HEADER FONT SAMPLE

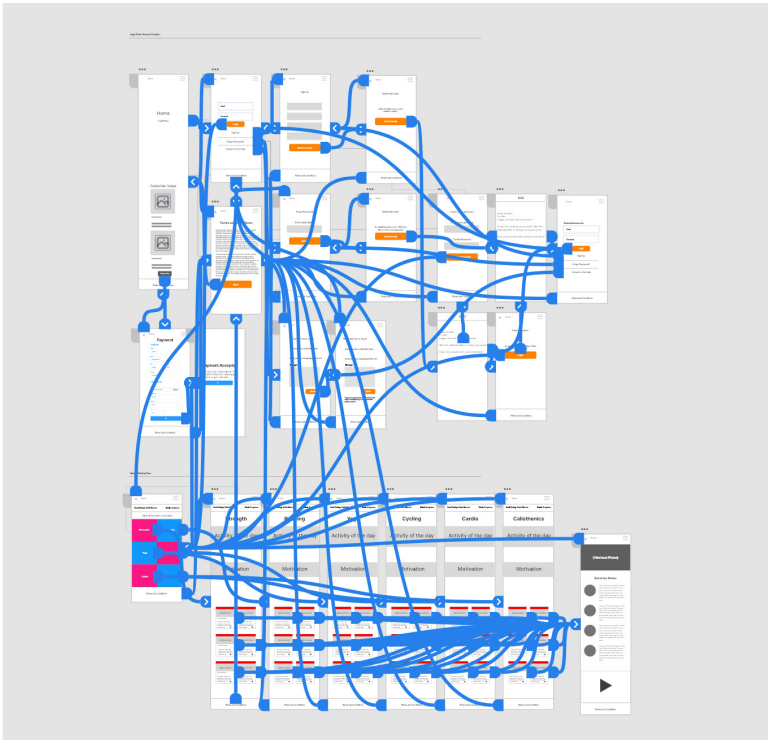
SUB-HEADER FONT SAMPLE

TEXT FONT SAMPLE

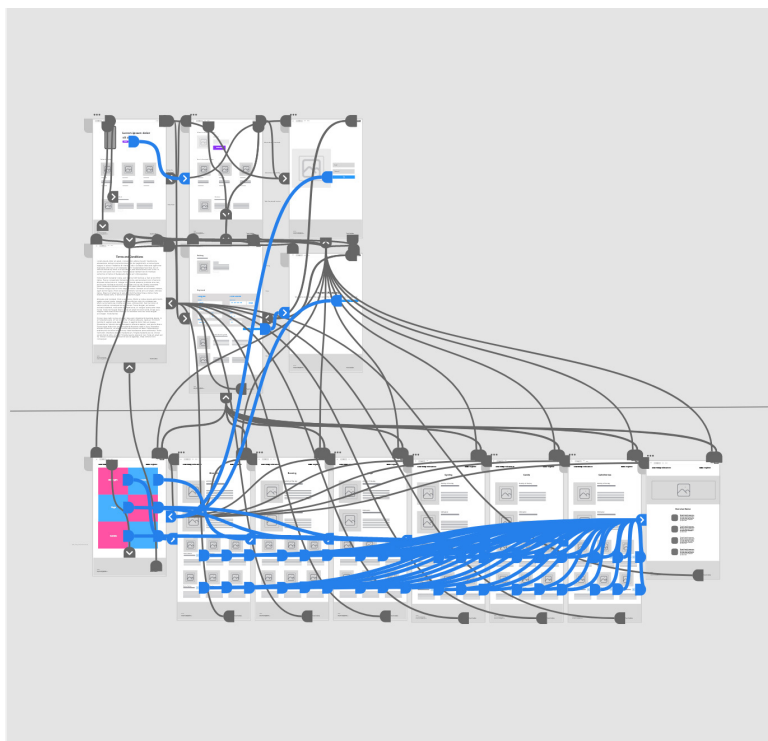
## MEDIA DESIGN STYLES

No audio will be used for this app.

# WIREFRAMES



Mobile Wireframe



Web Wireframe

## ROUTE DESCRIPTION

UI Notations: Typography, color, prototyping, icons, etc.

UX Notations: User flow

Mobile Wireframe Link: <https://xd.adobe.com/view/64fc3a4f-887d-43df-a106-1913f86c618e-31af/>

Web Wireframe Link: <https://xd.adobe.com/view/b40f77c3-2c5f-41a9-a6eb-50cd952b8b12-e15c/>



# APP ASSETS

## LOGO



Logo Small



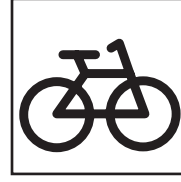
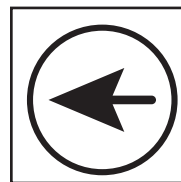
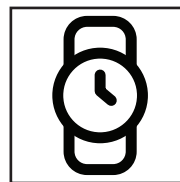
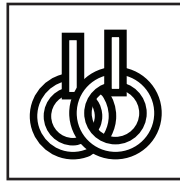
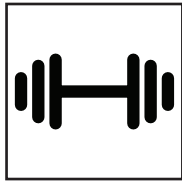
Logo Black and White



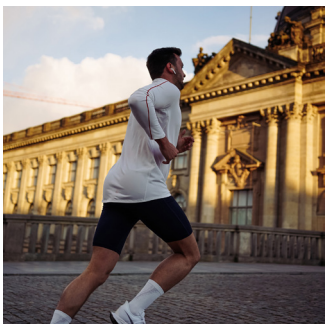
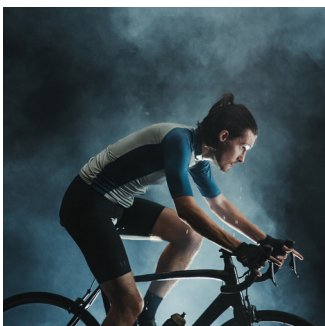
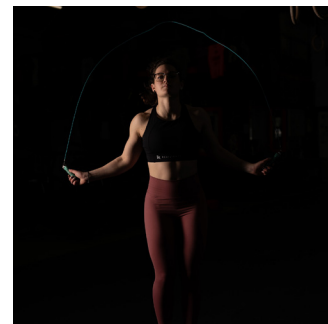
App Icon

# APP ASSETS

## App Icons



## App PHOTOS



# APP ASSETS

## App Background Video



## Video Link

Link: <https://youtu.be/aTnHHZggEUw>

## App Text

### About:

Welcome to InstaFit! InstaFit is an app where people of all ages have an opportunity to learn many workout routines. There are many different types of workout options to choose from, such as yoga, calisthenics, cycling, weight training, and more. InstaFit can benefit people who are looking to improve their fitness. Subscribe to InstaFit now for \$2.99 a month!

**Tagline:** Use InstaFit to get fit in an instant!

**Navigation Text:** Home, strength, running, yoga, cycling, cardio, and calisthenics are all the navigation options that will be provided in the app.

**Route Description:** This app includes many routes, starting with the login/account creation process. This process allows users to sign up or login to the app. It also allows users to be able to change their password in case they forget or want to create a stronger password. Another essential route of this app would be the weight activity flow. The weight activity flow includes a list of workout categories to choose from, which then leads to the workout routines.

**Promotion Text:** Still undecided whether you want to purchase InstaFit? Here's a three day free trial of InstaFit!

### Workout Routine Text (1 of many routines, which will all follow this template):

Workout Name - Dumbbell Routine for Forearms

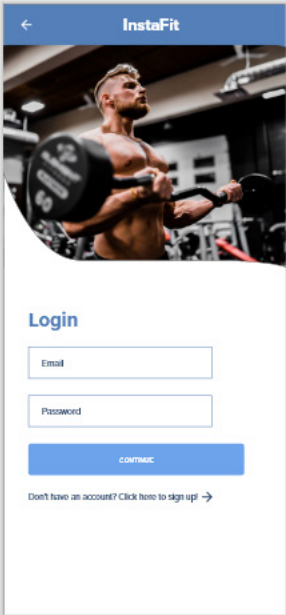
Workout Instructions -

1. Wrist Curl (4 sets of 10 reps)
2. Bentover Row (4 sets of 10 per side)
3. Palms-Down Wrist Curl (4 sets of 10 reps)
4. Farmer's Carry (4 sets)
5. Pushup to Row (4 sets of 10 reps)
6. Hammer Curl (4 sets of 10 reps)
7. Wrist Rotation (4 sets of as many reps as possible)

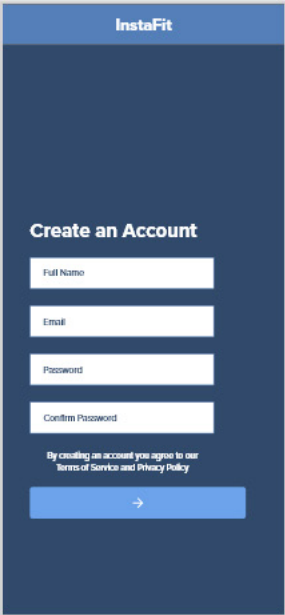
Homepage



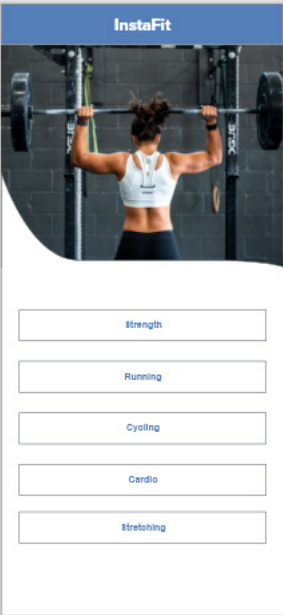
Login Page



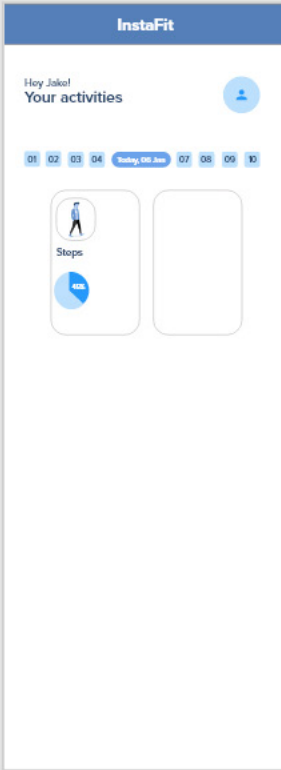
Sign-up Page



Workout Routines



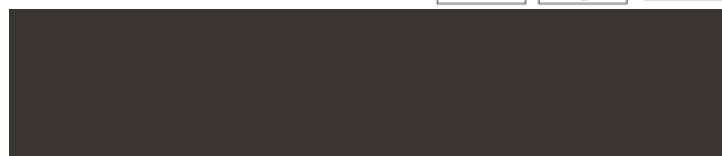
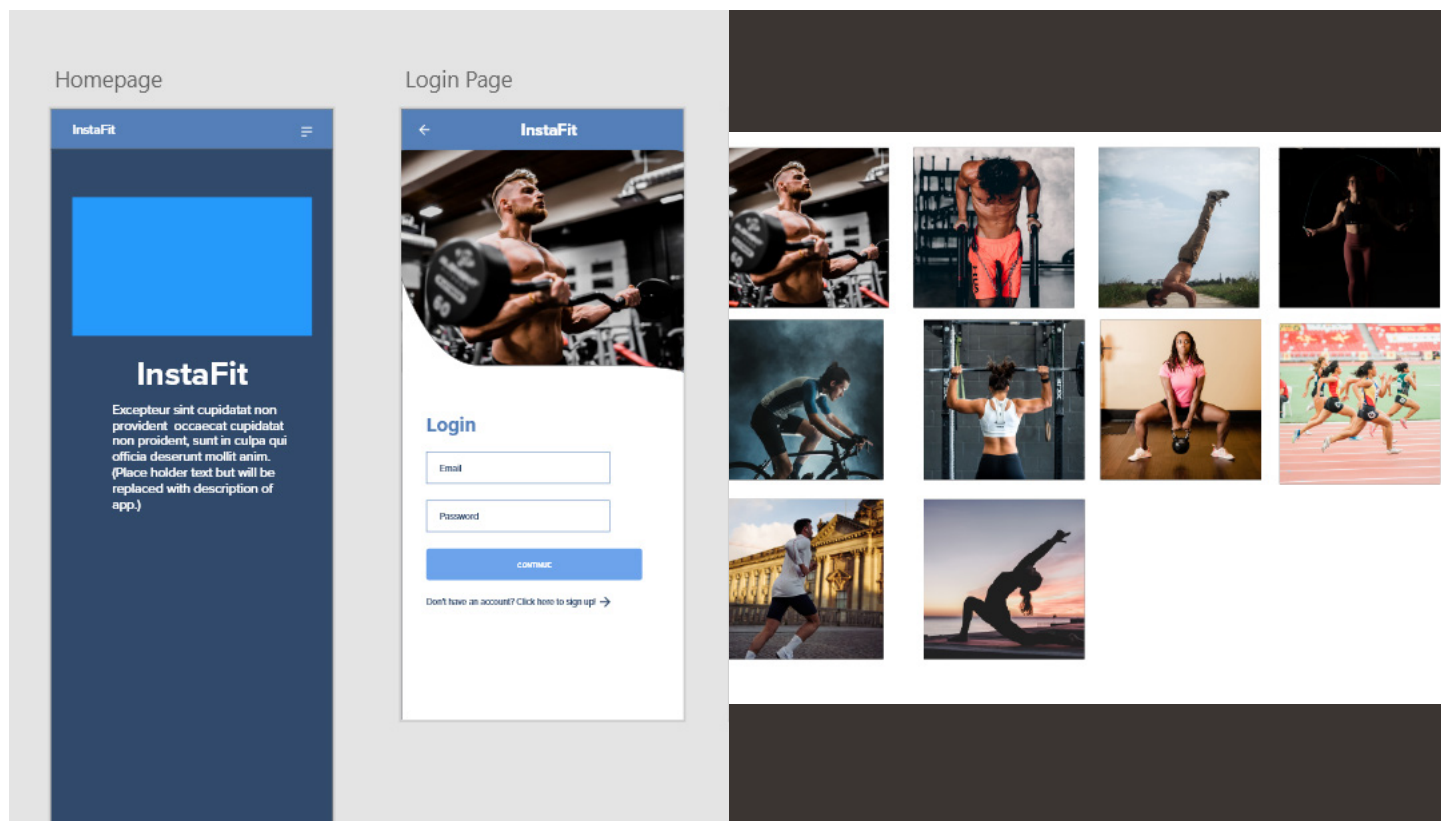
iPhone 13, 12 Pro Max – 1



Here is a screenshot of how I plan on making my app look. This is an rough draft and there is still much more to work on.

# APP SCREEN SHOTS

# ASSETS CREATED



## About:

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**Workout Instructions -**

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4. Farmer's Carry (4 sets)
5. Pushup to Row (4 sets of 10 reps)
6. Hammer Curl (4 sets of 10 reps)
7. Wrist Rotation (4 sets of as many reps as possible)

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