



# FITLY

FITNESS    INSPIRATION    TEAMWORK    LIFESTYLE    YOU  
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## THE PROBLEM

# 24%

of adults 18-44 meet both aerobic & muscle-strengthening guidelines (CDC).

# 40.3%

obesity prevalence among U.S. adults - an multi-decade trend (CDC).

Teens lose structured exercise when school and sports end. The missing piece isn't content, its social accountability. Existing apps are built for people already motivated. FITLY is built for people trying to become motivated.

## TARGET AUDIENCE

- Ages 13-22
- Social media users
- Fitness beginners
- Former student athletes
- No prior gym knowledge

Research across 31 countries found the top barriers for teens and young adults are lack of motivation, lack of time, and lack of self-discipline (Silva et al., 2022). FITLY removes all three by making accountability automatic and social.

## FEATURES (MVP)



### Daily Exercise Delivery

One exercise pushed to all users simultaneously at 12:00 EST via Firebase push notifications. No decisions, no overwhelming, just one challenge.



### Shared Social Experience / Community Feed

Every user gets the same challenge at the same time requiring an uploaded photo to mark task complete. This is posted to a shared feed with likes and comments.



### Leaderboard & Streak

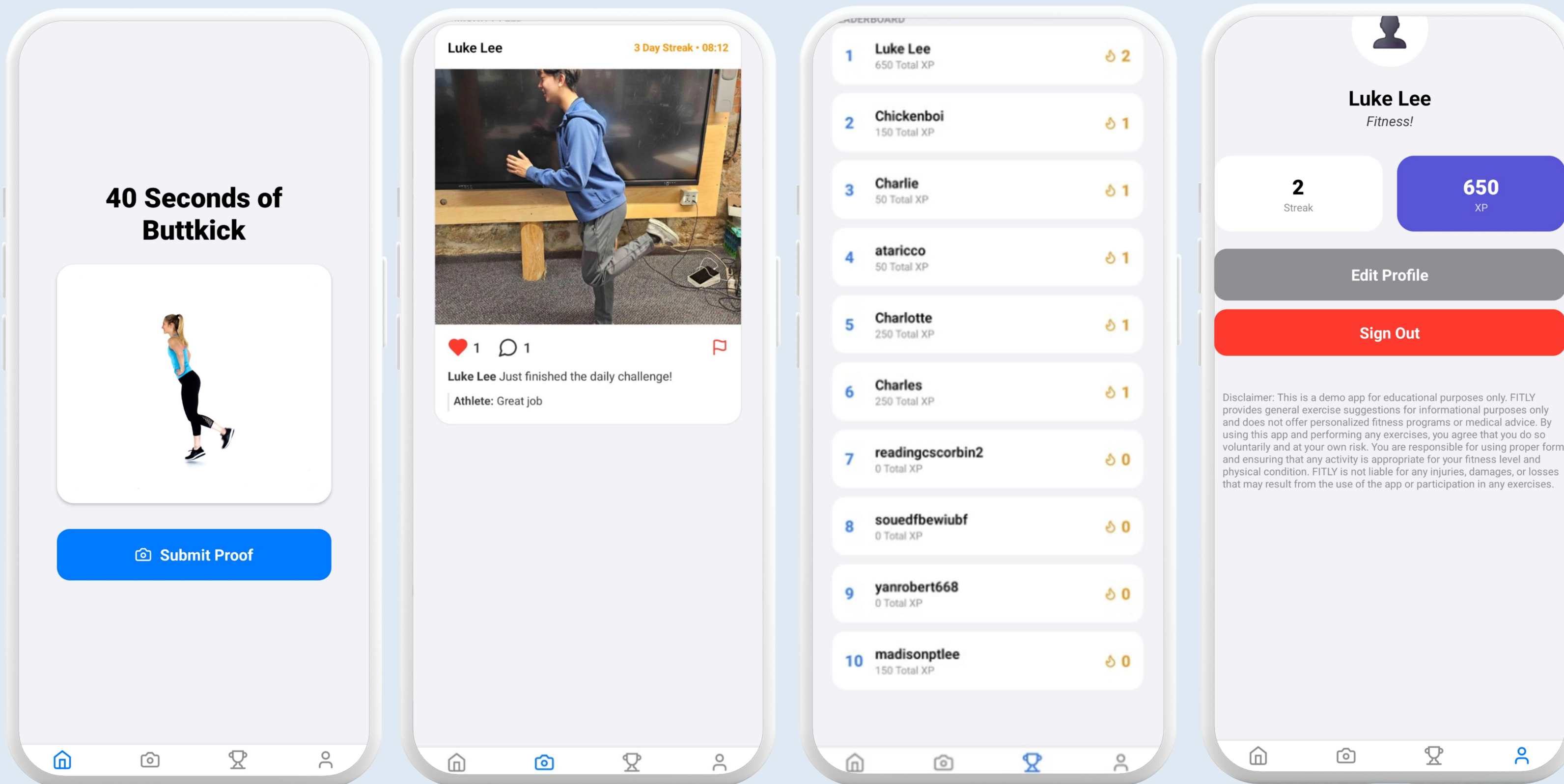
Visual daily streaks, XP, and exercise difficulty (number of reps) update with task completions to make the app more inclusive, adapting, and motivating without breaking the shared challenge format.



### Zero-Knowledge Entry

No fitness background required. Exercise content is pre-researched and stored in Firestore-- users show up and complete the challenge. A brief description is provided for each exercise.

## APP SCREENSHOTS



## ARCHITECTURE & FLOW



## COMPETITOR ANALYSIS

APP	BEGINNER-FRIENDLY	SOCIAL ACCOUNTABILITY	NO DECISIONS NEEDED
Nike Run Club	✗	✗	✗
FitOn	✓	✗	✗
Strava	✗	✓	✗
FITLY	✓	✓	✓

## TOOLS & TECHNOLOGIES

- Firestore / Firestore** - Exercise DB, iCloud Storage
- React Native** - App UI & Logic
- Expo** - Build & Run Mobile App
- Google Cloud Storage** - Manage Uploaded Media

**Device services:** Camera, Photo Library / Media Storage, Internet / Network Access, Authentication Services, Cloud Storage, Database Services, Touchscreen

## FUTURE EXTENTIONS

### 01 AI-Powered Photo Verification

AI model screens and approves photo for exercise validity – keeping the feed authentic without manual moderation.

### 02 In-App Messaging Platform

Direct messages and group chats let users call out friends, celebrate streaks, and keep each other accountable.

### 03 Allow for Video Verification

Users will be able to upload smaller videos as verification of their workout completion to make it more natural for the user.