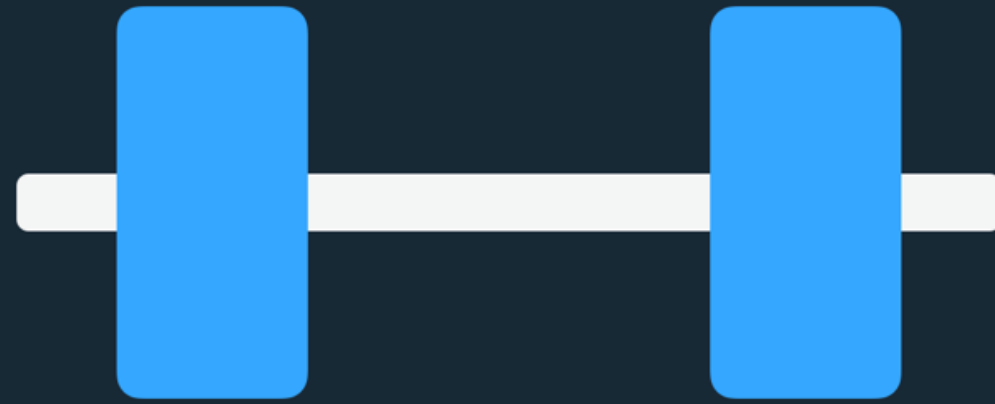
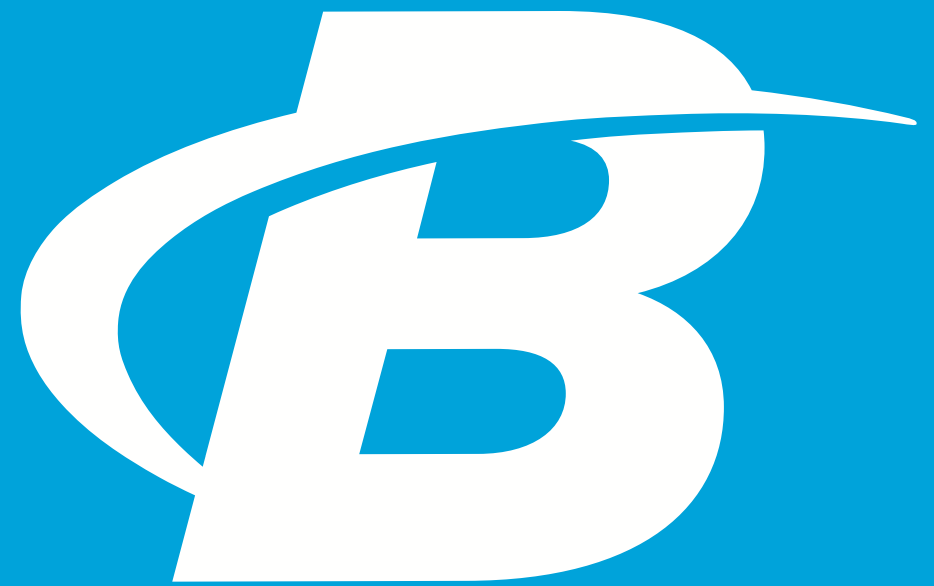


# Fitness Apps

Competitive  
Analysis



# NTC



Grey Patterson  
IN4MATX283, 2/2020

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3 Method & Objective

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# Executive Summary

- competition** The fitness space is highly competitive, but not yet saturated. There are still unfilled niches within the marketplace.
- strategy** Workout-planning apps lack features for sharing pre-planned workouts among users or from personal trainers to users.
- design** Use strong colors and kinetic interactions and animations.

# Method & Objective

**method** I researched the various competitors in the field, compiling a wide array of data on each, and then analyzed the results to identify key takeaways for a new entrant into the market.

**objective** A competitive analysis can be used to determine one's own strengths in the marketplace or, as in this case, to inform the development of an entirely new product.

# Direct Competitors

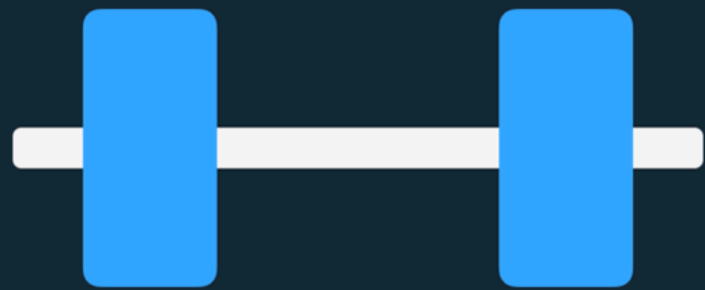
Applications and services that offer the same (or similar) value proposition to the same customers our product will target.

5 Strong

8 Fitbod

11 Nike Training Club

14 BodyBuilding.com



# Strong

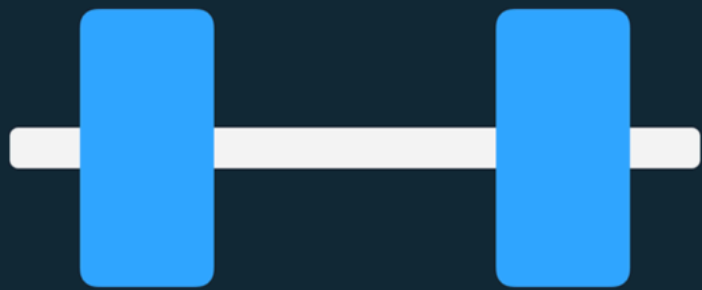
A strength-training application mostly aimed at users who already know what they're doing.

Use a saved workout from your library, or build one on the fly.

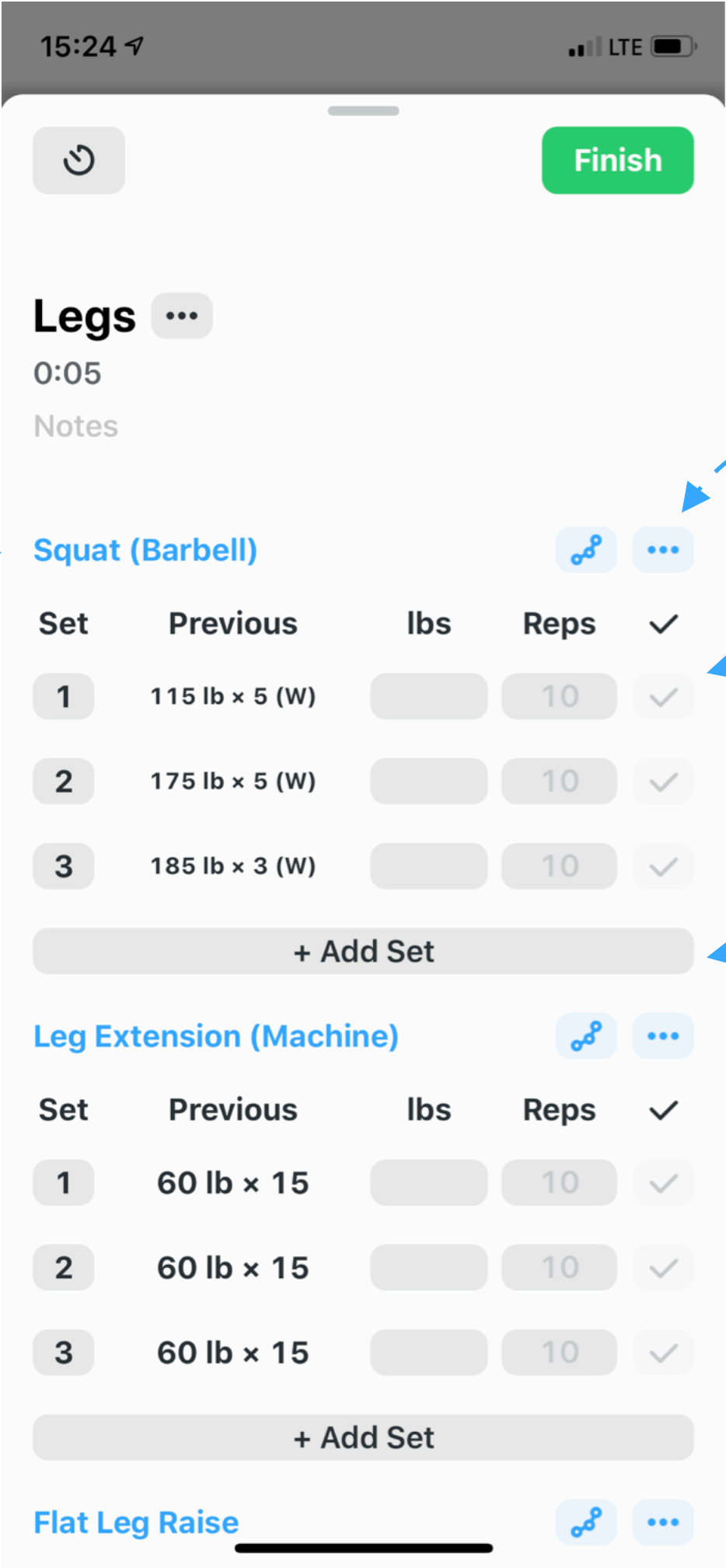
**category** Strength training

**platform** iOS, Android

**business model** Free trial of a paid subscription.



# Strong

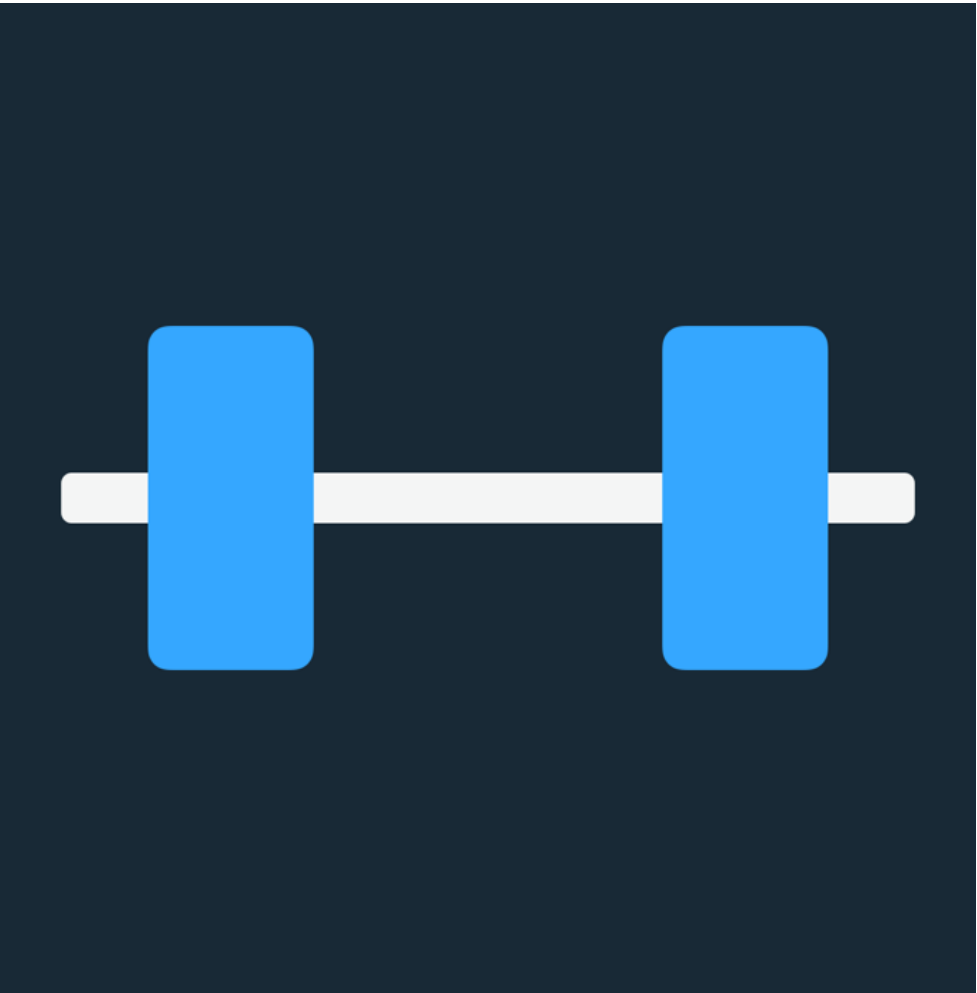


Settings for exercise - rest timer, notes, units, and more.

Tap for history and (for most exercises) instructions.

Clear display of how it works: weight, reps, and done.

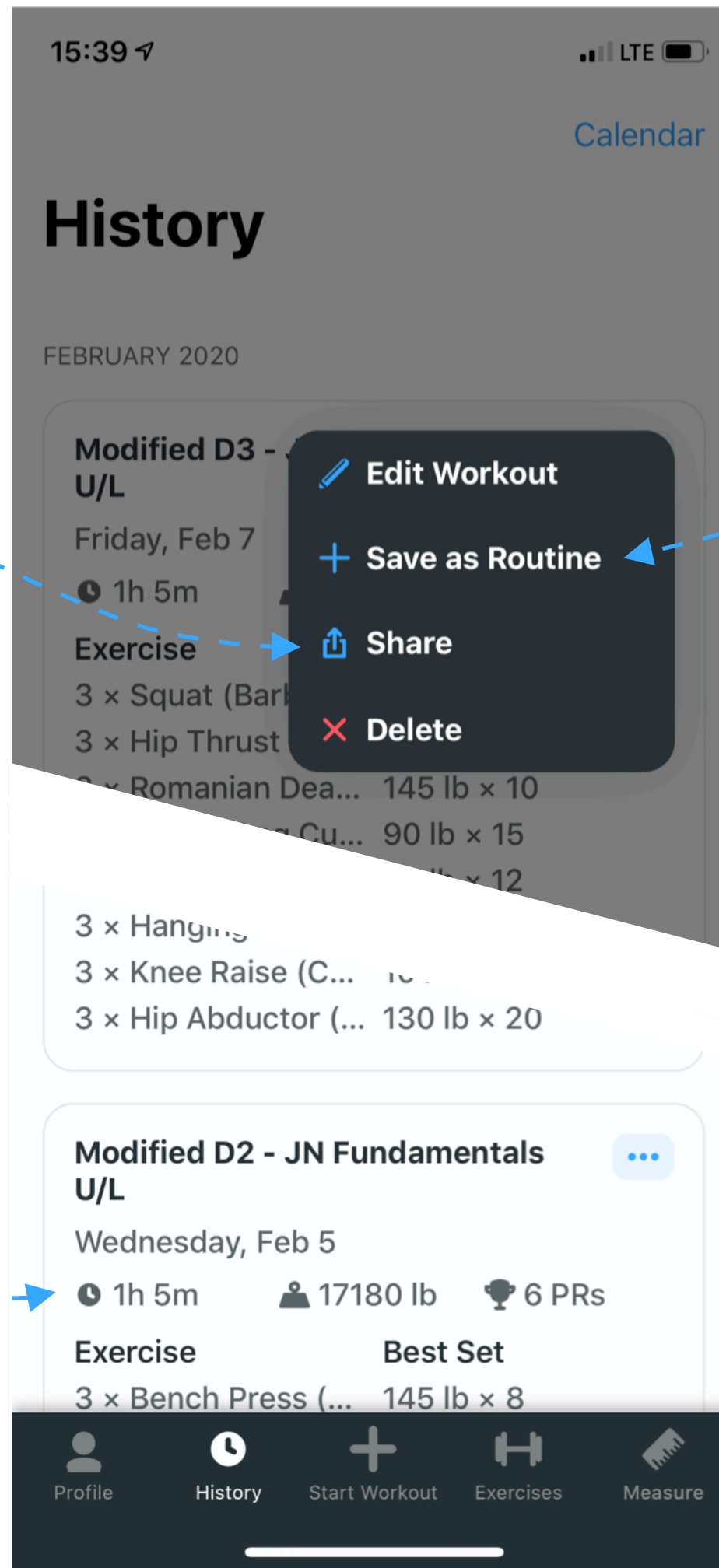
Easily add sets and (at bottom of list), exercises.



# Strong

Sharing exports a text-only list of exercises and a link... to an error page.

History of workouts includes time, totals, and records.



Save a completed workout to your library for re-use.

Track measurements over time, with graphs of progress.

# Fitbod

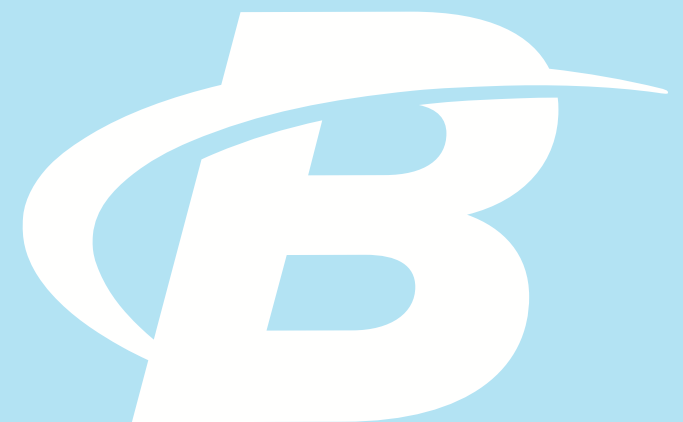
A strength-training application built around  
algorithmically-generated workouts.

Machine is busy? Swipe for an alternative.

**category** Strength training

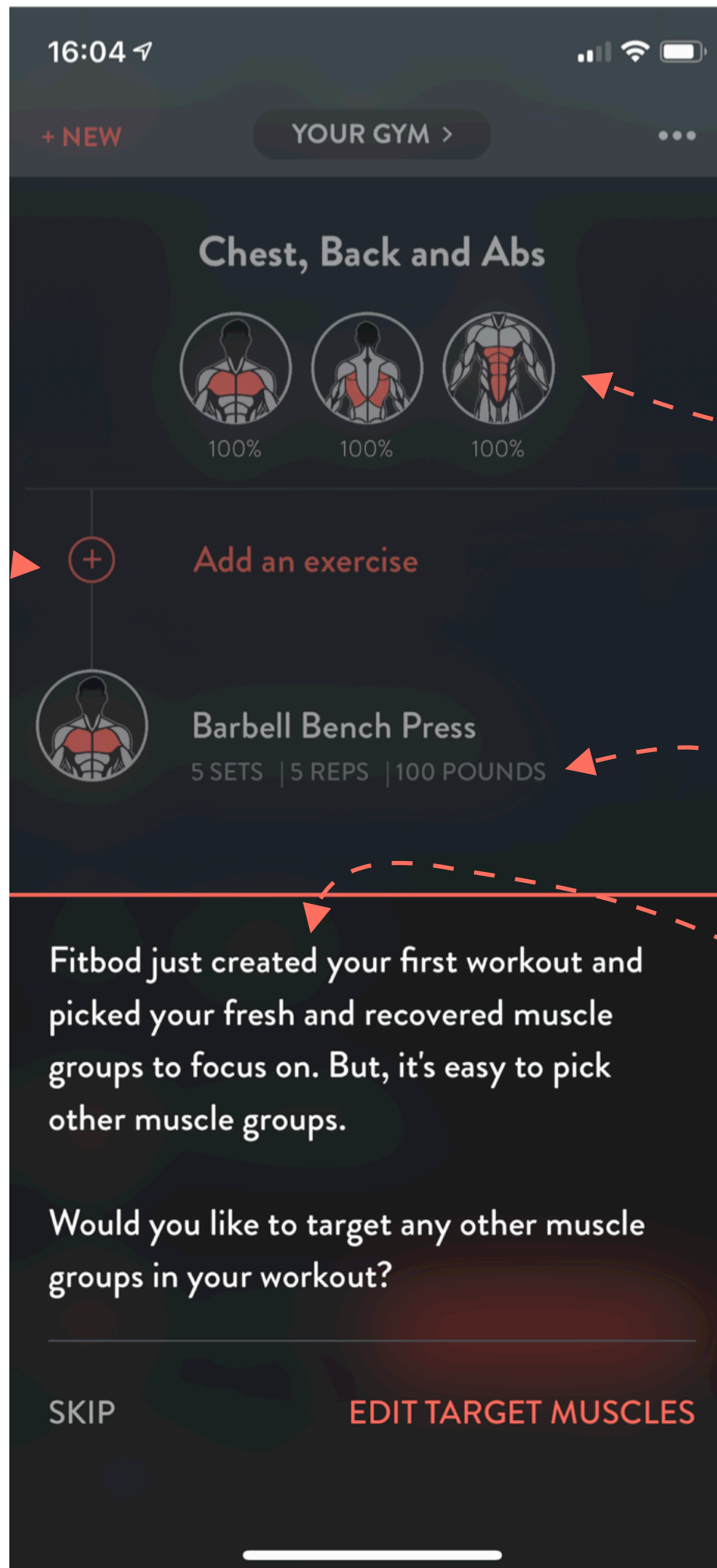
**platform** iOS

**business  
model** Free trial of a paid subscription.



# Fitbod

User can modify the generated workout, if they want.



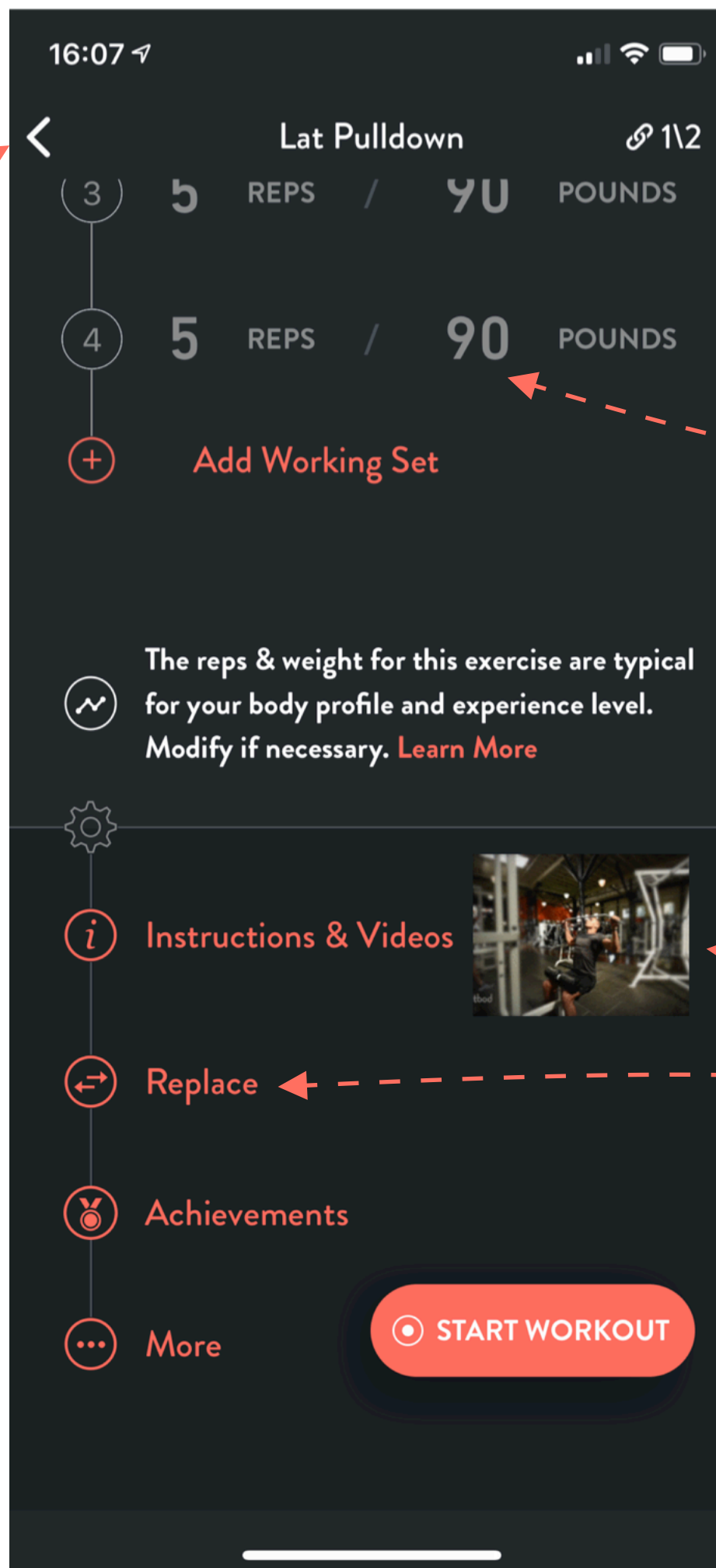
Based around targeting specific muscle groups.

Compact set overview includes reps and target weight, but image does not show the actual exercise.

Workouts are generated based on previous workouts and equipment availability.

# Fitbod

User has to tap into the set to view details, mark done.



No signifiers for editability or how to complete exercise.

Instructional videos available, but hidden with settings.

'Replace' will suggest alternatives targeting the same muscles.

# Nike Training Club

Curated workouts and programs featuring big-name athletes. Video demonstrations of each exercise, narrated and timed for you.

**category** HITT, some strength training

**platform** iOS, Android

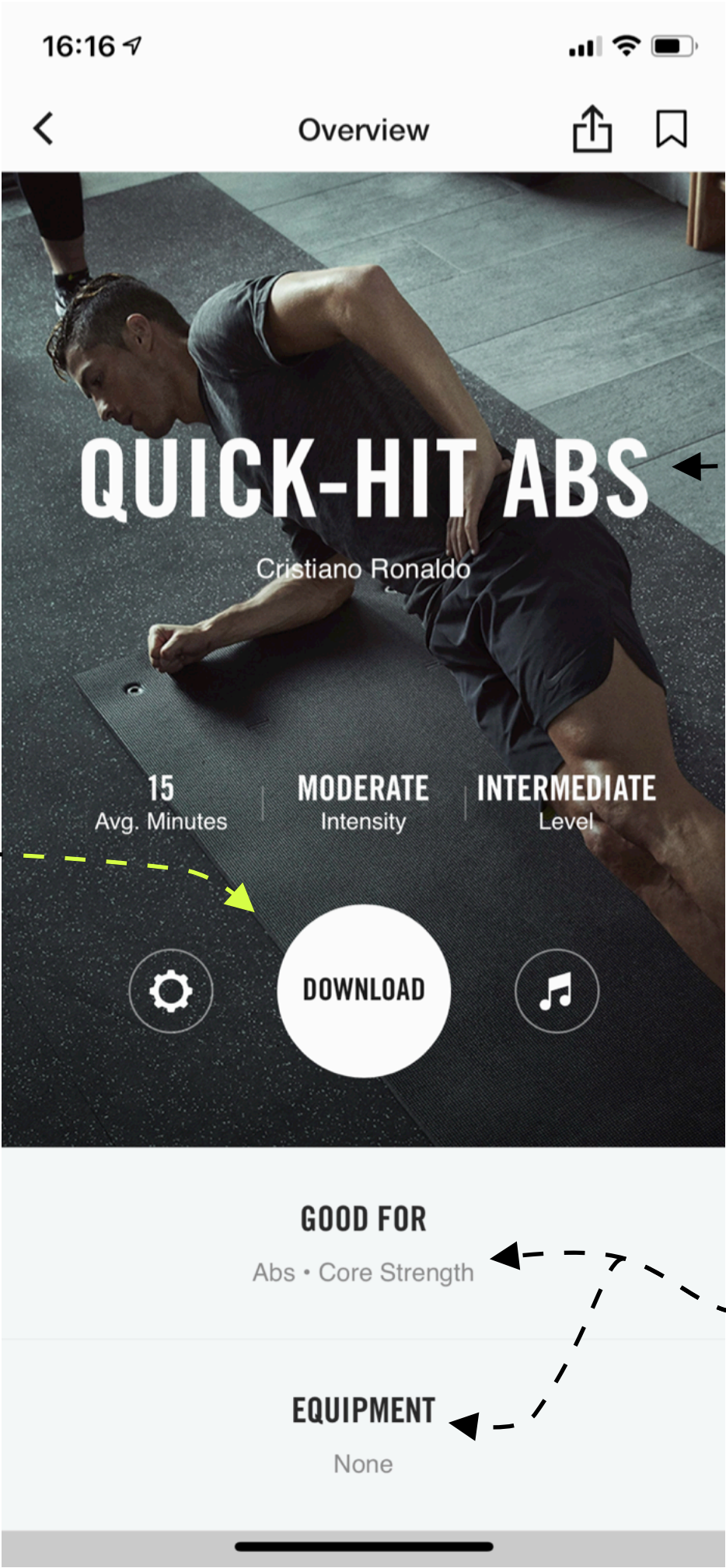
**business model** Free content, with a paid subscription to unlock more.



# Nike

Workouts contain large audio/video files, and have to be downloaded before starting.

  
**NTC**




Workouts designed by and featuring famous athletes.

Clearly shows time, effort, and skill required for the workout.

Well-defined purpose of workout, and equipment requirements.

Nike

00:08



||

Warm-Up

0:22

Dynamic Quadriceps Stretch

Alternating

0:30

Dynamic Hamstring Stretch

Alternating

0:30

Lateral Hip Openers

0:30

YTW

0:30

Walkouts

Video clearly demonstrates how to perform the exercise.

Sections organize the workout, help indicate overall progress.

Visual indicator of progress aids narration of workout program.

HIIT workout style allows clearly display time-per-workout, giving quick overview of workout.



# BodyBuilding.com

High-traffic discussion forums,  
a mix of workout programs for sale, all wrapped around  
a storefront full of supplements and equipment.

**category** Strength training

**platform** Web

**business** Paid subscription content, sales of  
**model** supplements and equipment.



Full Workout Calendar


Week 1


Day 1	Core Strength Workout 1
Day 2	Cardio Workout 1
Day 3	Ab Definition Workout 1
Day 4	Rest
Day 5	Core Strength Workout 2
Day 6	Cardio Workout 2
Day 7	Rest

Built around multi-day, multi-week workout programs.

Programs specify sets and reps, but not weights.


Core Strength 1






Pullups


3 sets, 10 reps






Hanging Leg Raise


3 sets, 15 reps






Exercise Ball Pull-In

3 sets, 15 reps

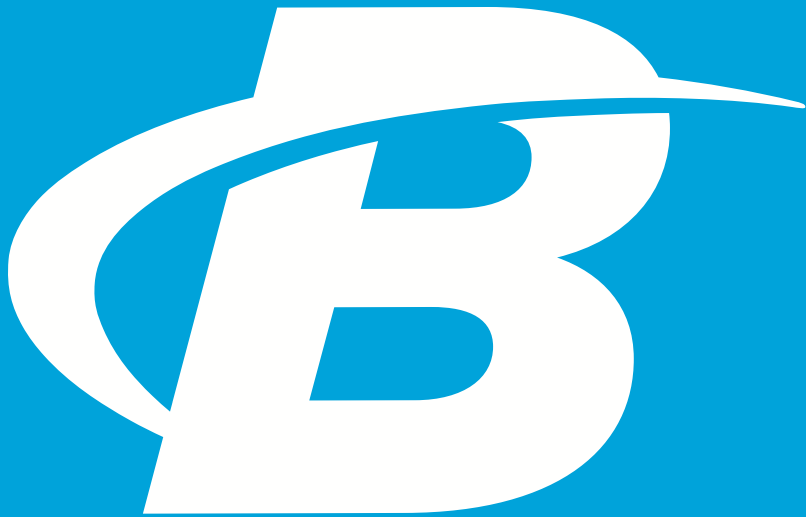




Russian Twist

3 sets, 15 reps

Images provide a quick preview; clicking opens a full video demonstration of the exercise.



# Indirect Competitors

Applications and services that offer a different value proposition to our customers, or the same value proposition to different customers.

17 Streaks Workout

20 YouTube

21 Apple Watch

23 MyFitnessPal



# Streaks Workout

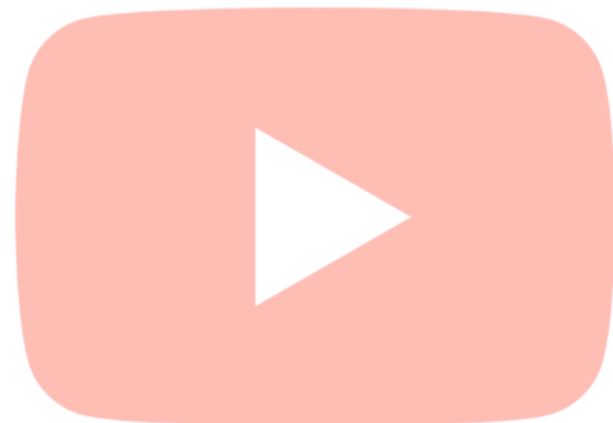
Algorithmically-generated HIIT workouts. Set up your list of exercises you like, then when it's time to work out, choose how long you've got;

Streaks generates a plan and guides you through it.

**category** High-intensity interval training

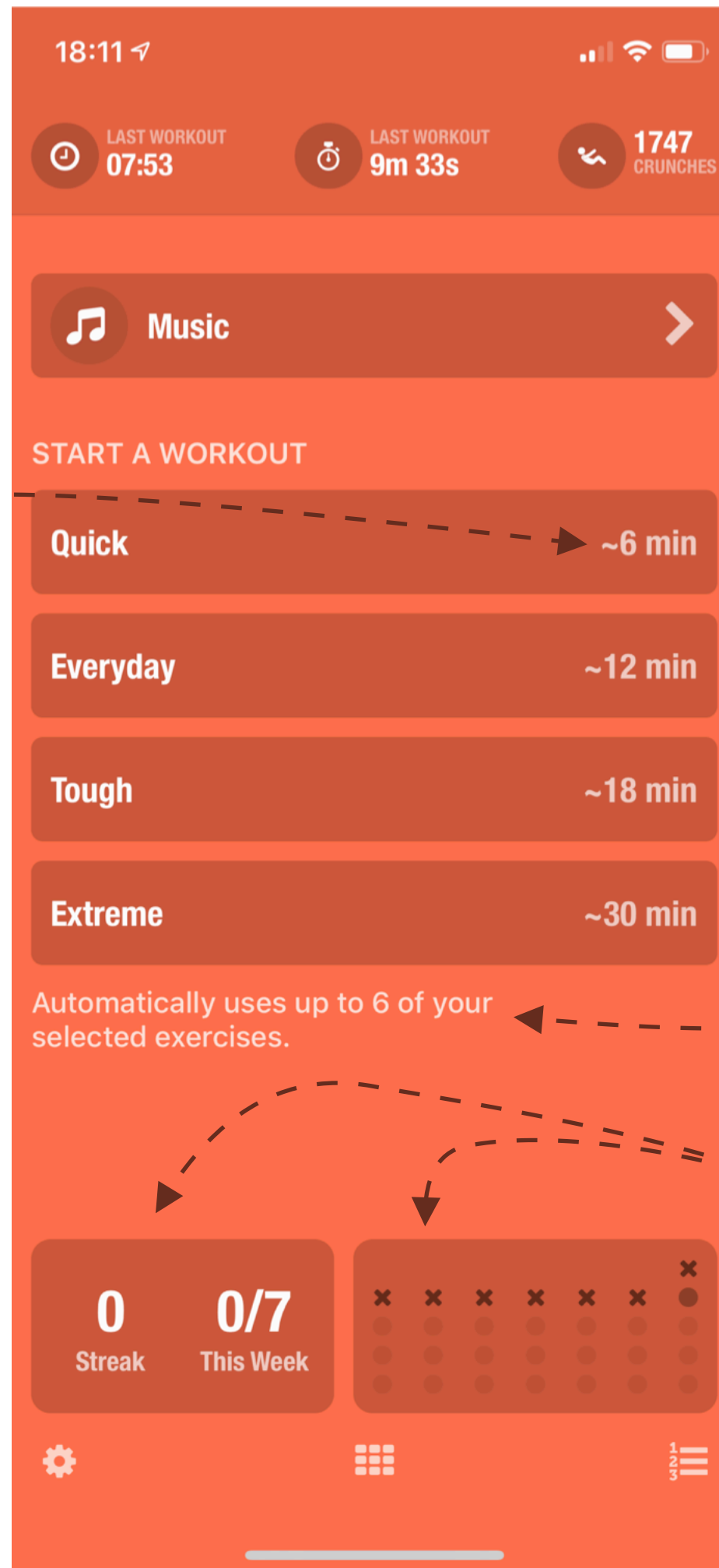
**platform** iOS, tvOS

**business model** One-time purchase



# Streaks Workout

User chooses how long they have, not which exercises to do.



Quick statistics based on previous workouts.

User can select which exercises to do ever, including adding custom ones, but does not choose per-workout.

Primary metric: how long a 'streak' (working out every day) the user has sustained.

# Streaks Workout

Time/number remaining  
indicated both in text and  
progress bar.



Overall progress and time spent  
clearly displayed.

Exercise is displayed in text, read  
aloud, and shown in the  
animation, which demonstrates  
how to perform the exercise.

Indicates overall progress  
through each type of exercise in  
the workout.

# YouTube

The titan of user-generated video content.  
Search for something, and you'll find videos  
explaining how to do it, often correctly.

**category** Video sharing

**platform** Web, iOS, Android

**business model** Advertising, some paid subscriptions



# Apple Watch

The best-selling smart watch comes complete with passive activity tracking and active workout tracking. Tell Siri to start a workout, or tap through a menu to do it; as you work, see your calories burned.

**category** Wearable

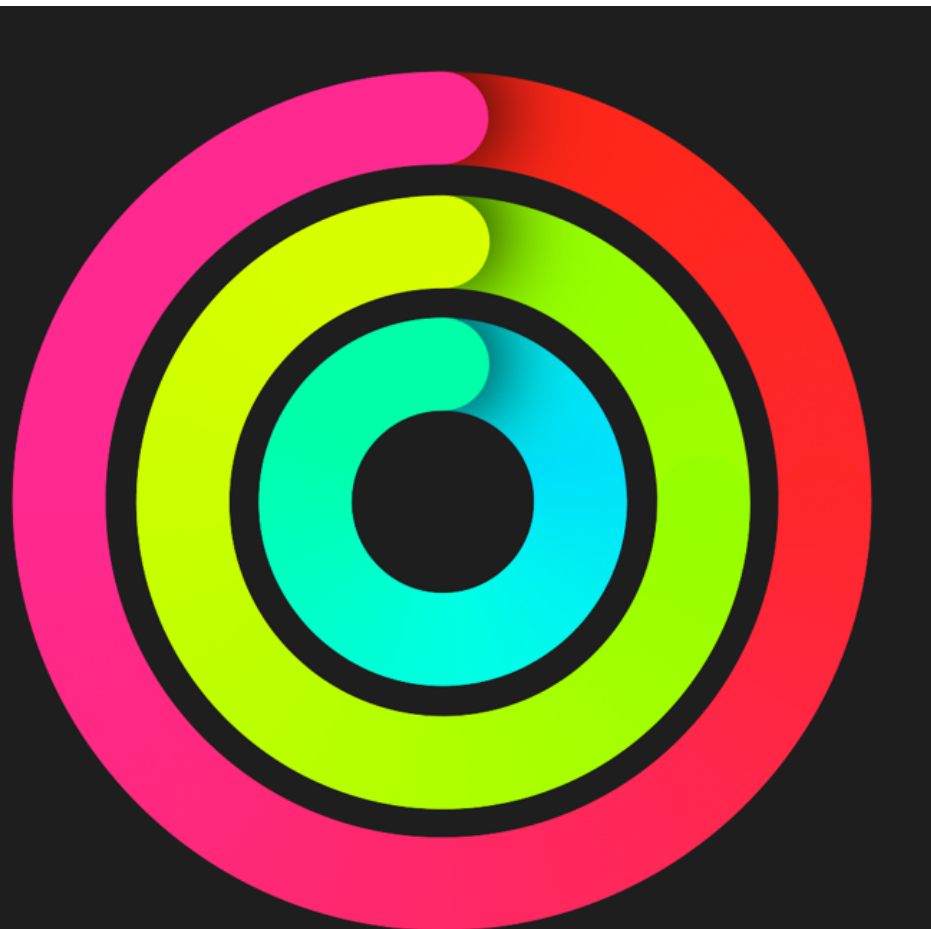
**platform** watchOS

**business model** Hardware sales

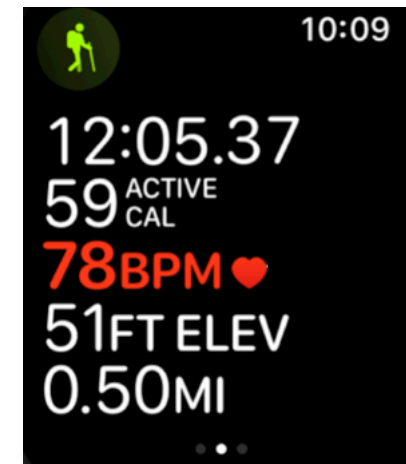


# Apple Watch

On all workouts, tracks time, calories, and heart rate.



During workout, displays a mix of information relevant to the specified type of workout.



Watch only collects what data the sensors can gather; no information on the content of a strength training workout.

# MyFitnessPal

Log your meals with MyFitnessPal's robust food database, and compare calories consumed to calories burned to work towards your goal weight.

No details in the calorie burn, however, just the single total.

**category** Diet-tracking

**platform** iOS, Android, web

**business model** Advertising, paid subscriptions



# Influencers

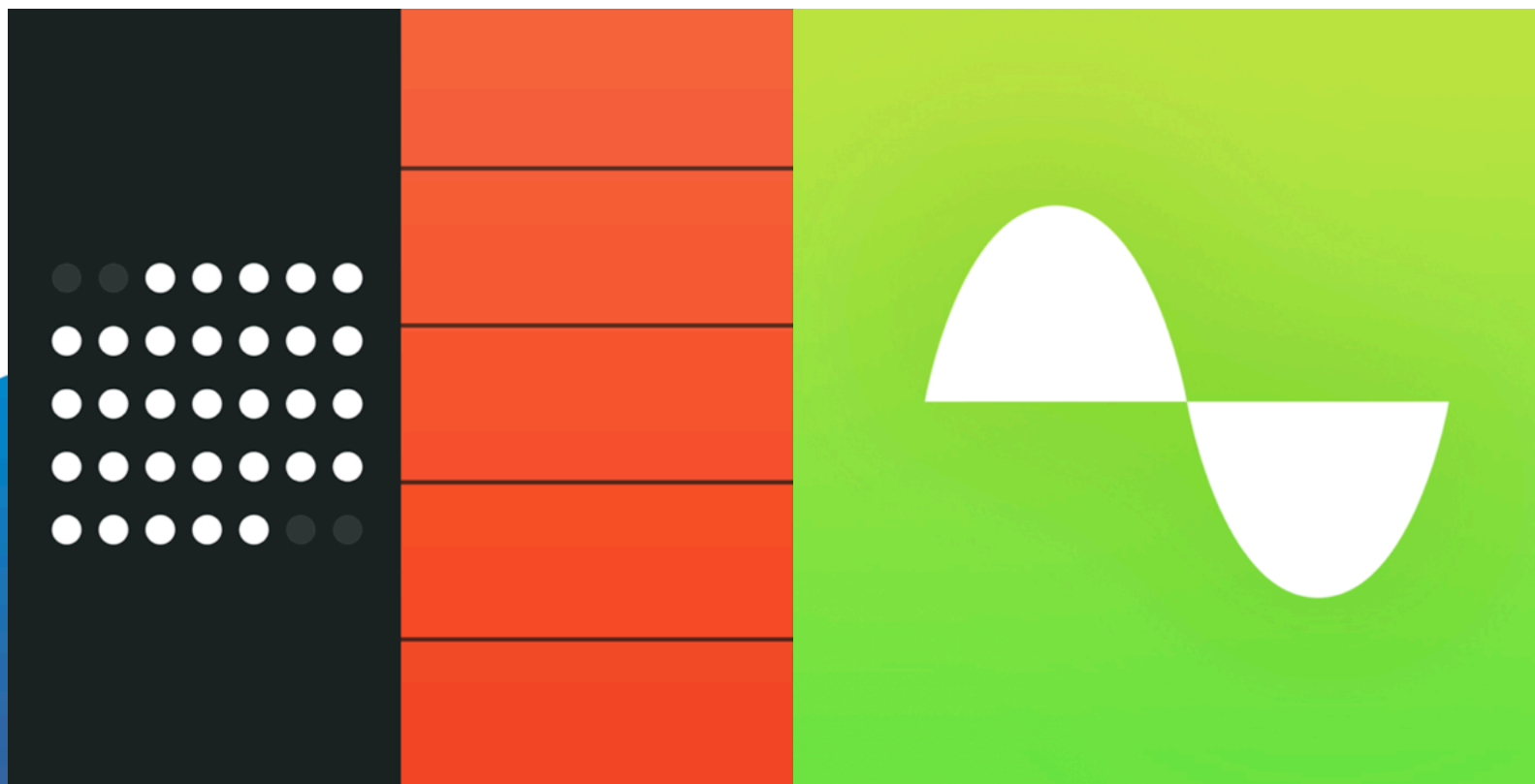
Applications and services that aren't competitors at all, but are doing something from which we can take inspiration.

**25** Reeder 4

**26** Fluidics

**28** Moleskine Timepage

**30** Pitch



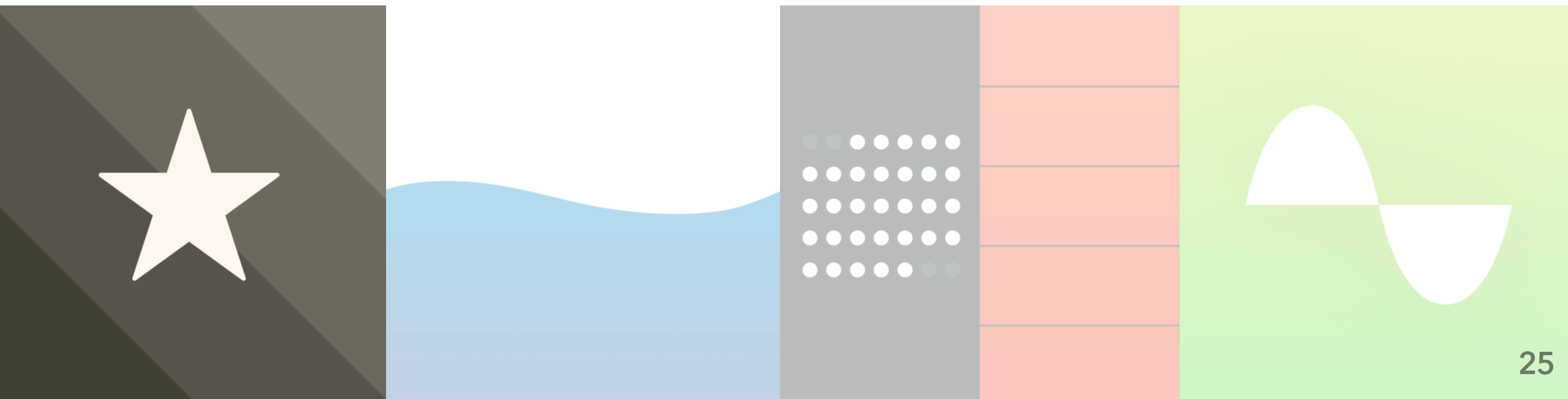
# Reeder 4

Gather all your news sources in one place,  
and move from source to source, article to article,  
with quick movements matched by snappy animations.

**category** RSS, Read Later

**platform** iOS, macOS

**key feature** Intuitive navigation and animation



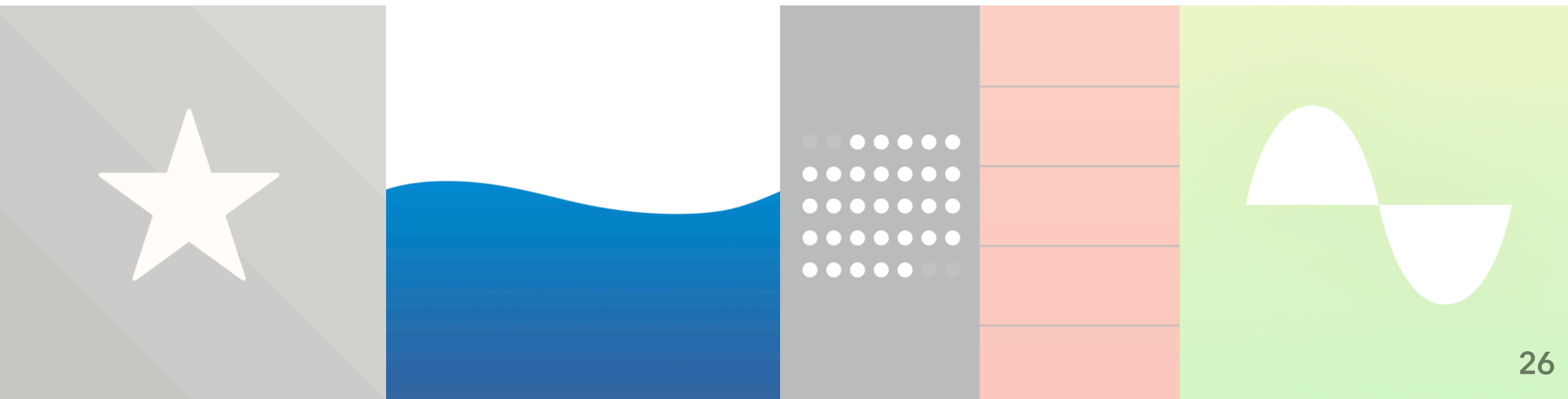
# Fluidics

Track how much water you drink throughout the day.  
The app uses ambient health data gathered by your phone/watch  
to determine an appropriate goal.

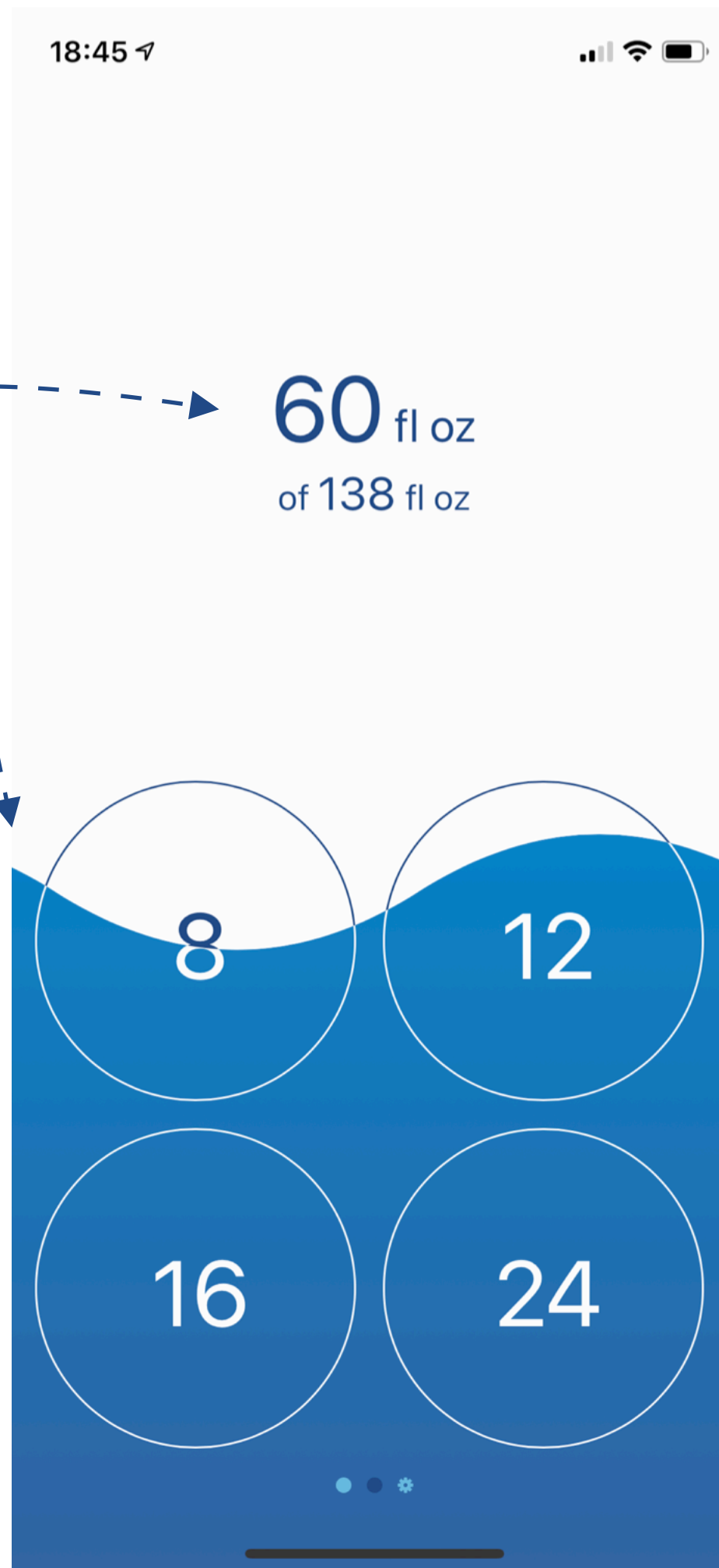
**category** Water tracking

**platform** iOS

**key feature** Clear status and color use



# Fluidics



Status displayed both in text and  
via background fill.

Strong color story:  
monochromatic, but varied.

# Moleskine Timepage

Connect your calendar and enjoy swiping and zooming through it in this beautiful re-imagining of the classic daily planner.

Not a fan of the color? Pick your own, and the app shifts to match.

**category** Calendar

**platform** iOS

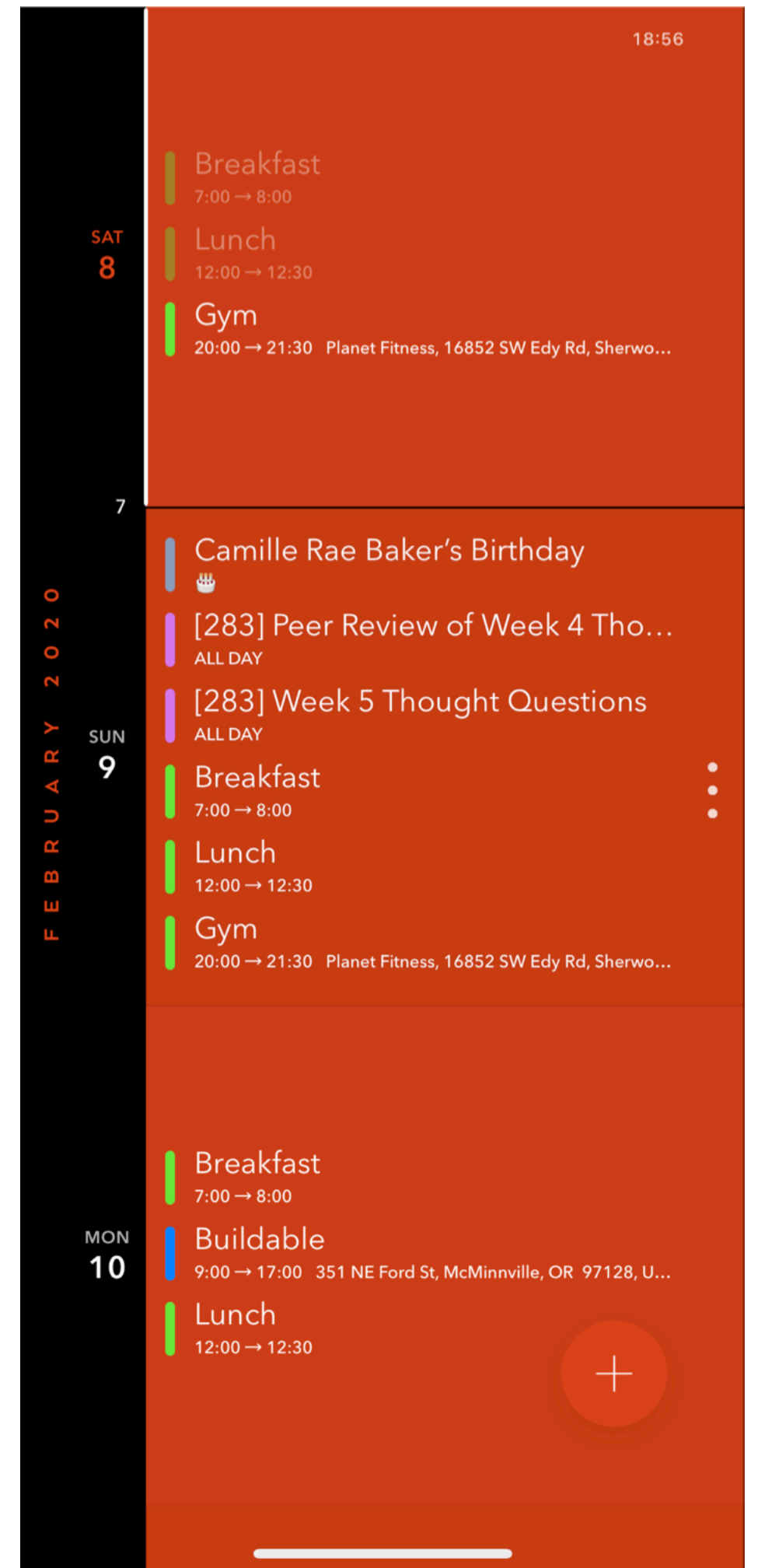
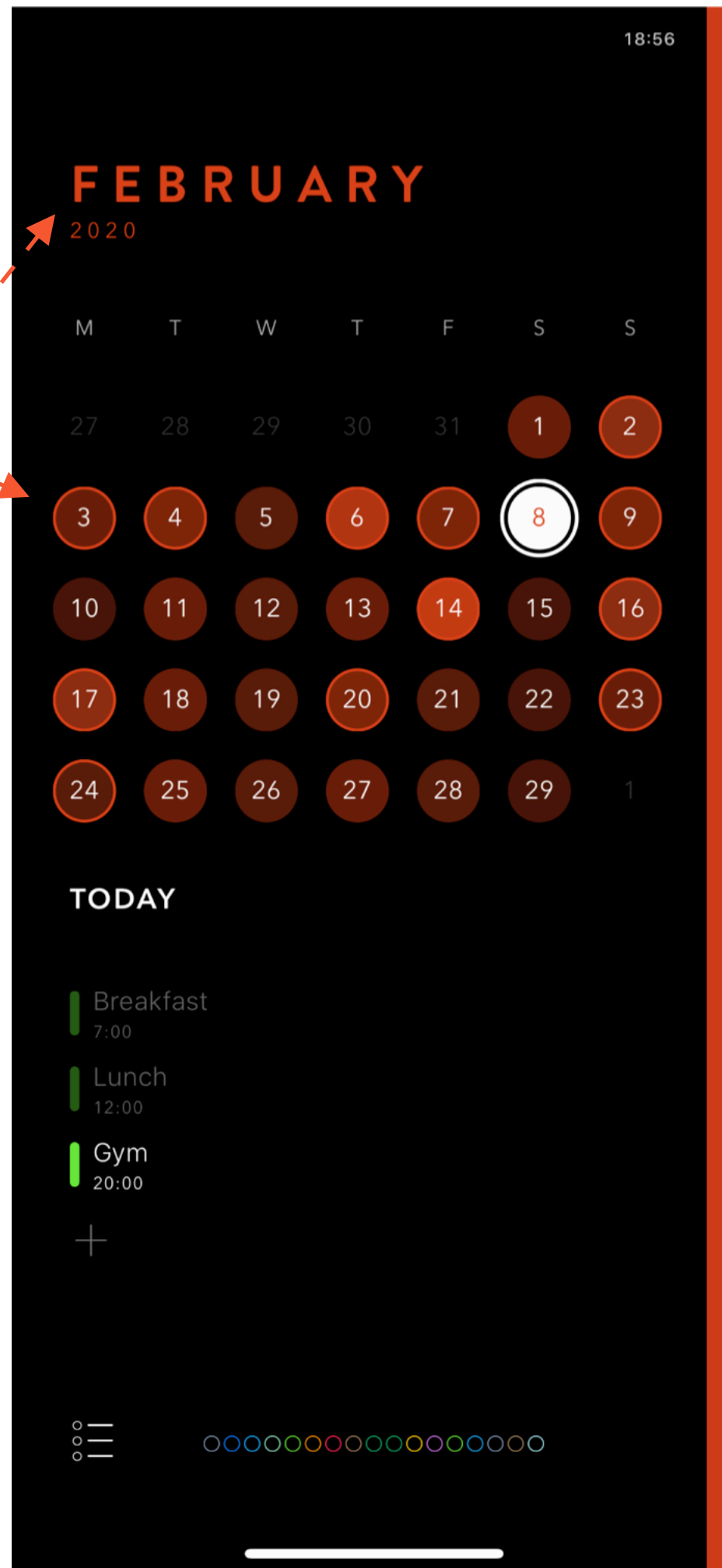
**key feature** Intuitive navigation, strong color use



# Timepage

Color hints at ability to swipe from page to page.

Consistent use of color throughout, subtly adjusting to create a full palette.



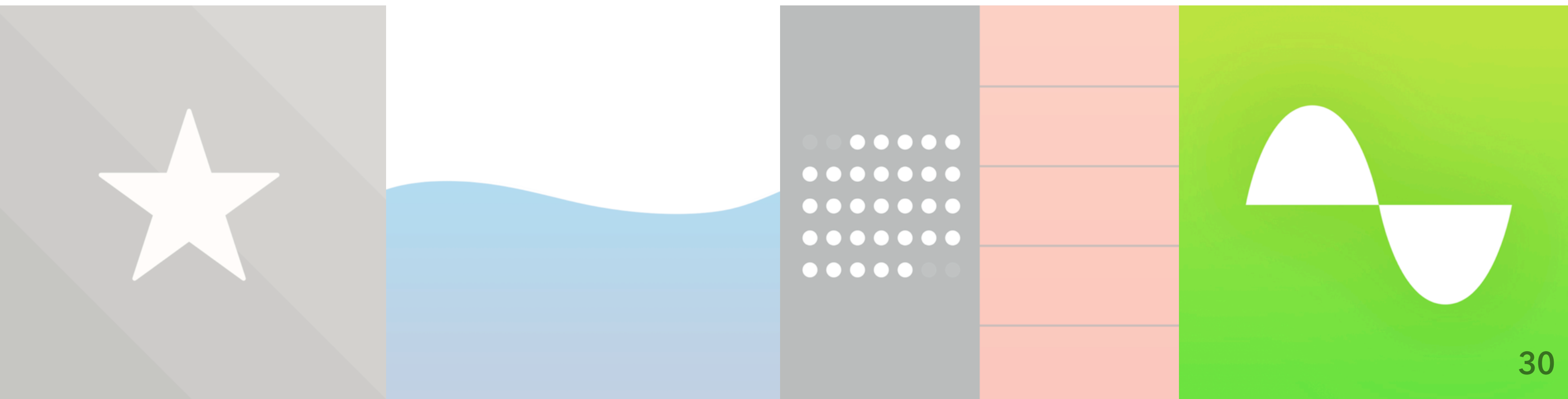
# Pitch

Tune an instrument or check your pitch with this simple but powerful tuner. Intuitively, high means sharp, low means flat, with red turning into green when you're in tune.

**category** Tuner

**platform** iOS

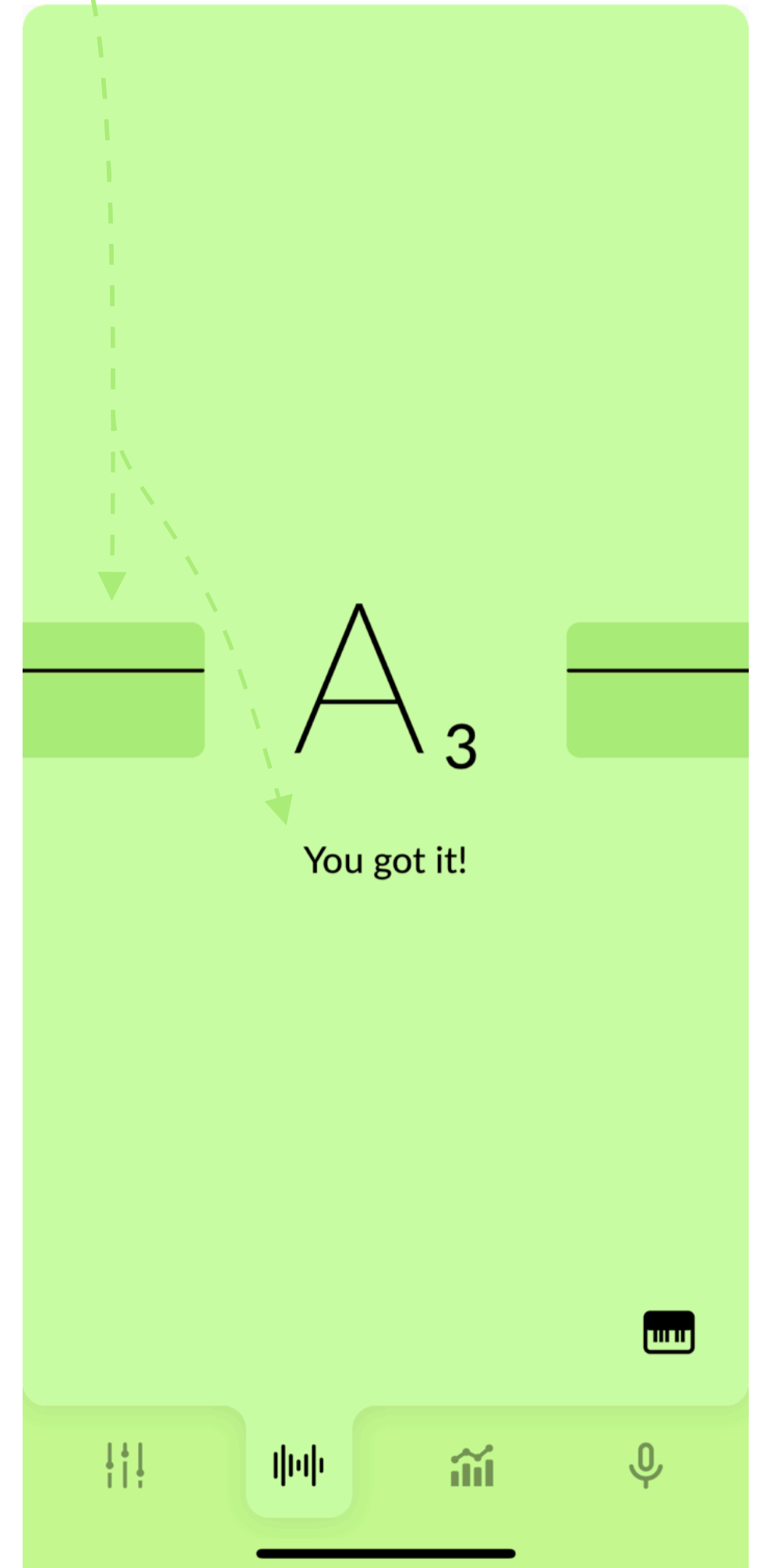
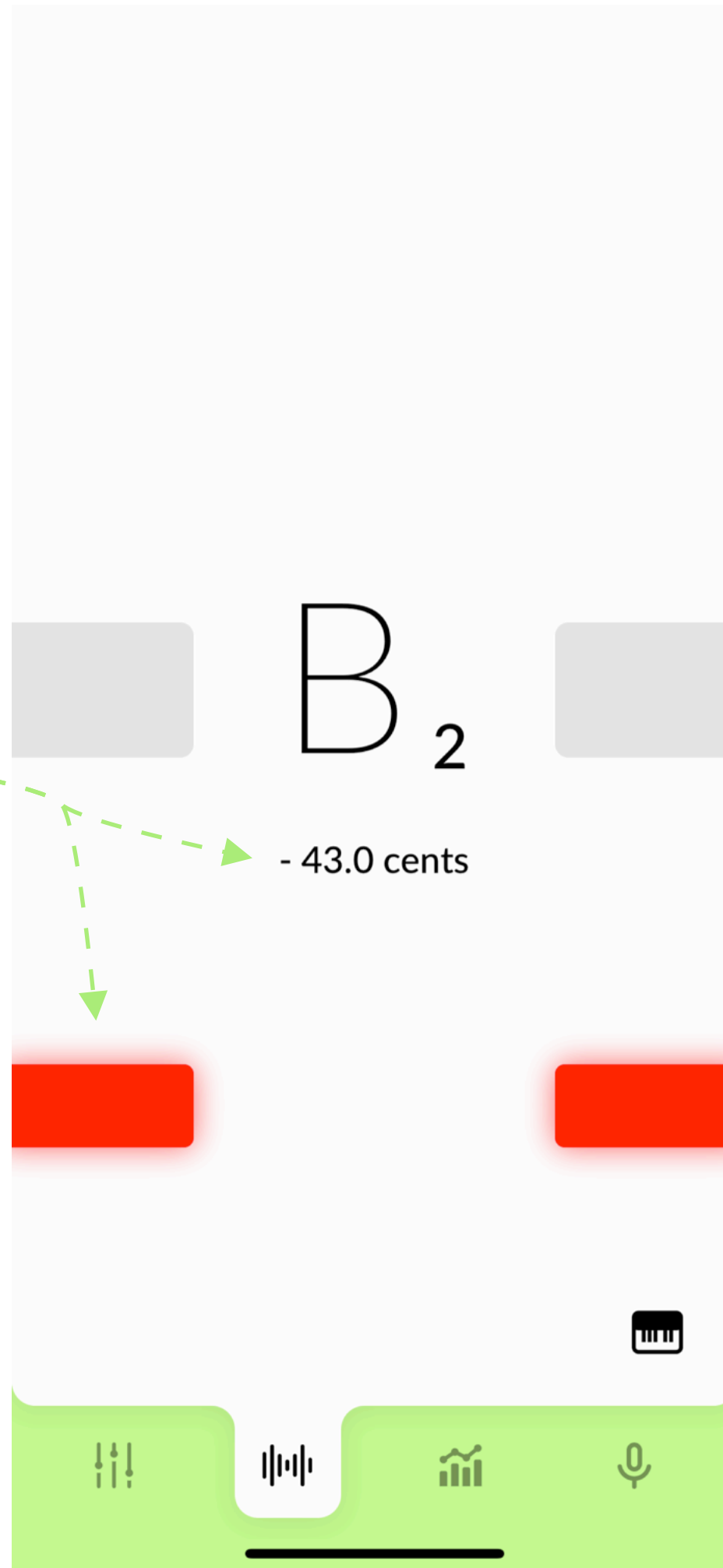
**key feature** Visual display of status



# Pitch

Clear indicator of success, with reinforcement in text.

Vertical placement aligns with existing definitions of 'high' and 'low' pitch.



# Recommendations

**strategy** There is a lot of competition, but not all niches are filled.

Nobody has good sharing—there is a lot of “here’s what I just did, look how great I am!”-type sharing, but nothing along the lines of “I wrote this routine for you, now go do it.” This leaves out beginners getting help from friends, and personal trainers building routines for their clients.

Target this niche by building **good tools for sharing ready-to-use routines**, not just completed ones.

# Recommendations

**design** For weight training, Strong's UI is the best, but it's also about as fun to use as a spreadsheet.

Don't be afraid to **use color**, and **motion-based interfaces** can be very enjoyable to use.

That said, make sure there are ways to access everything **other than gestures**, for accessibility reasons, and make sure there are **signifiers of those gestures** so they're discoverable.

Finally, either provide or link to **training materials** on how to perform each exercise. Keeping these in-app would be ideal, but using existing resources (i.e., YouTube) can lower costs.

# Thank You!

If you have any questions,  
contact me at  
[greypatterson.me](http://greypatterson.me)

Grey Patterson  
IN4MATX283, 2/2020

