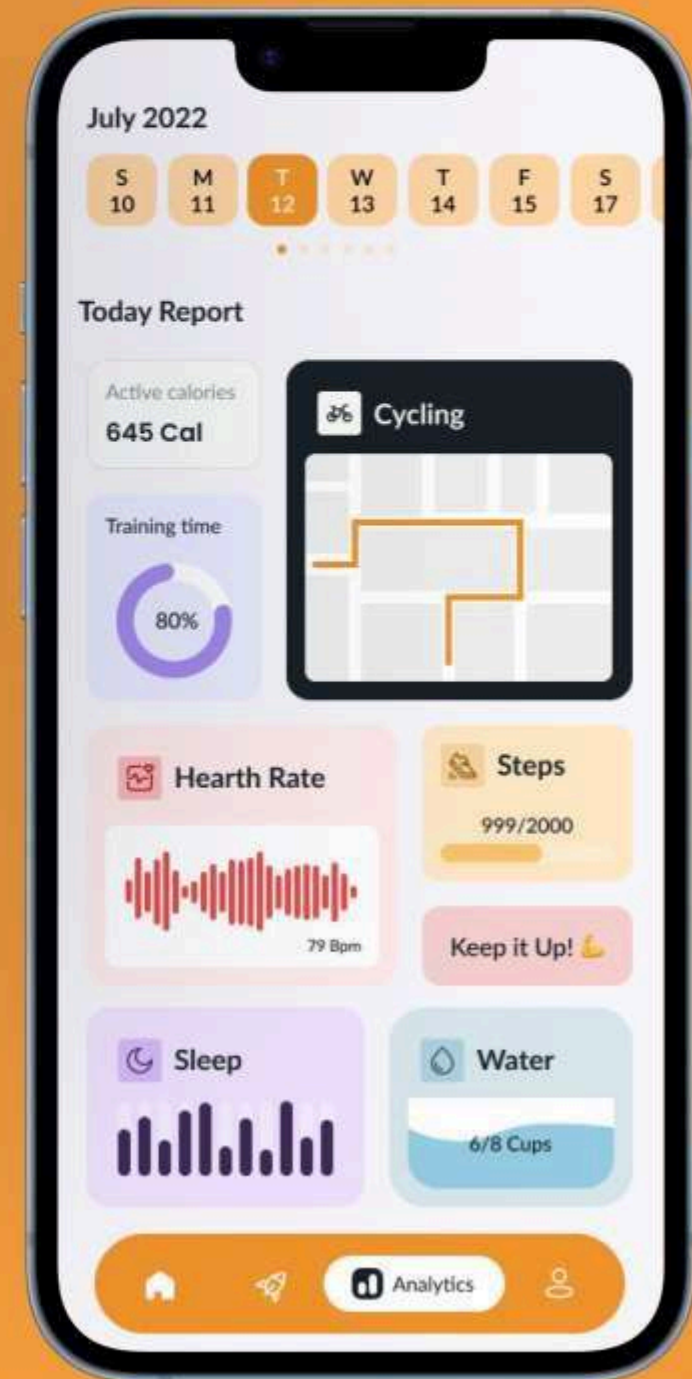
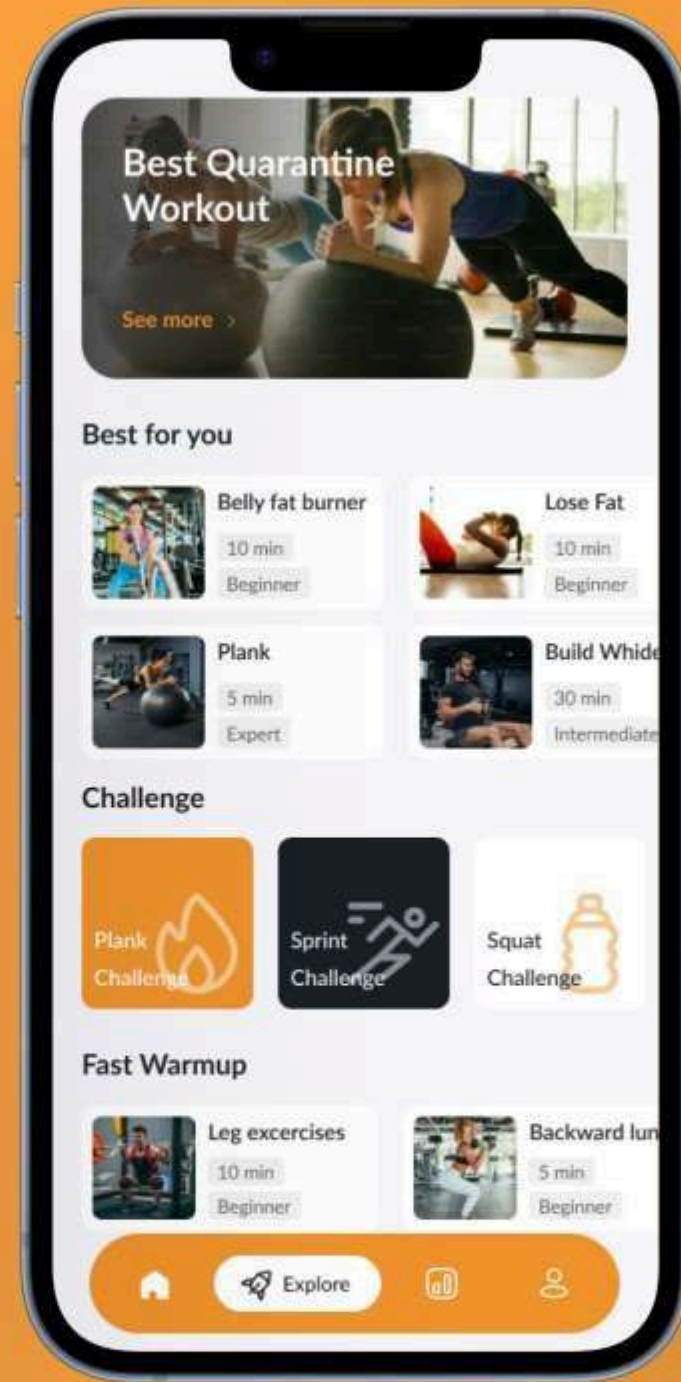
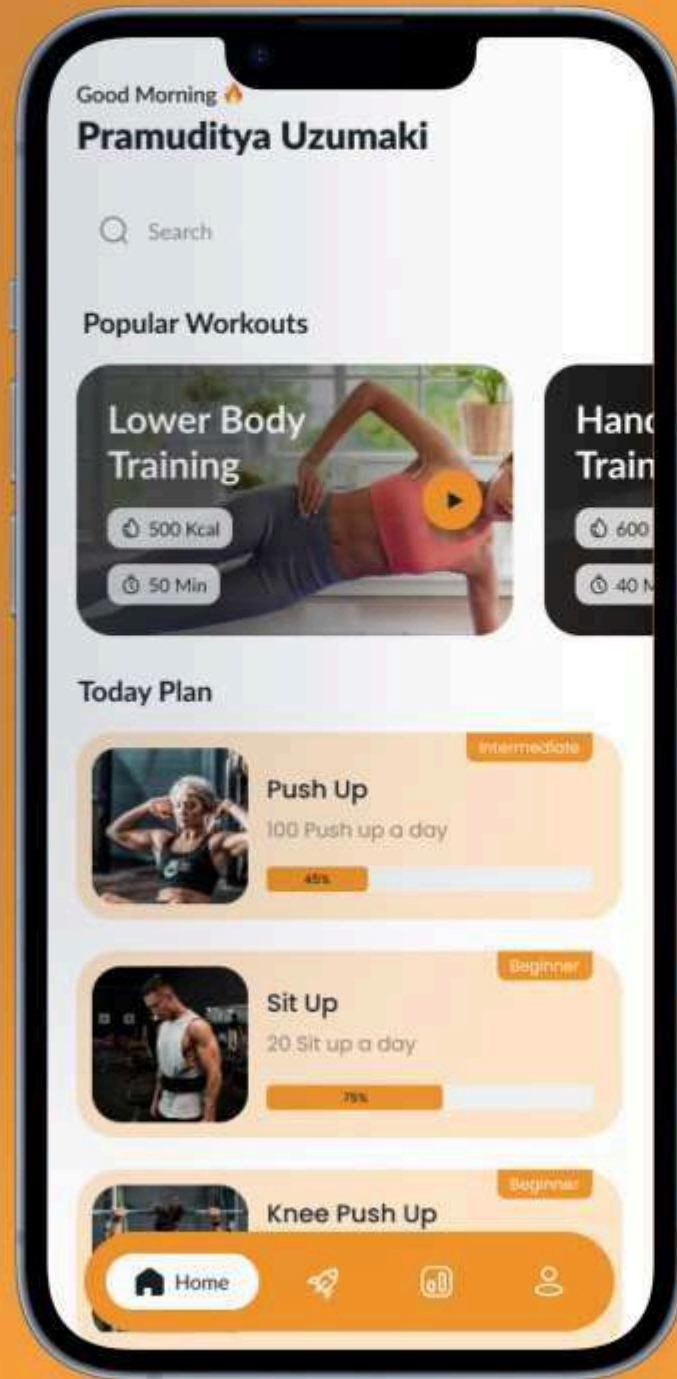




Digital Fitness Coach

- FitCo wanted to create a personalized AI-powered fitness coaching platform to provide customized training and nutrition guidance.
- The goal was to make coaching more accessible, effective, and engaging through technology. A mobile-first platform was needed to deliver personalized plans anywhere.



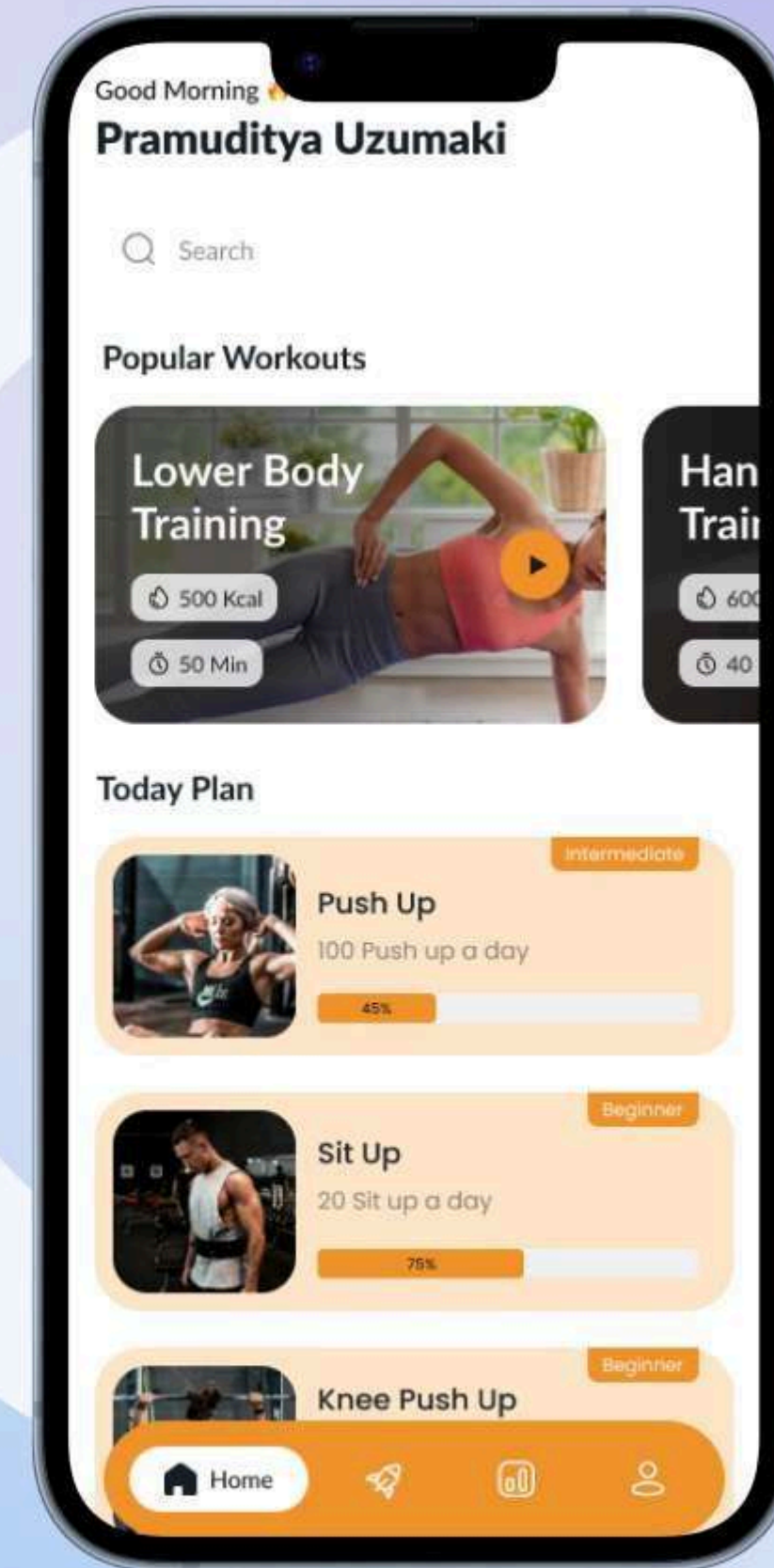


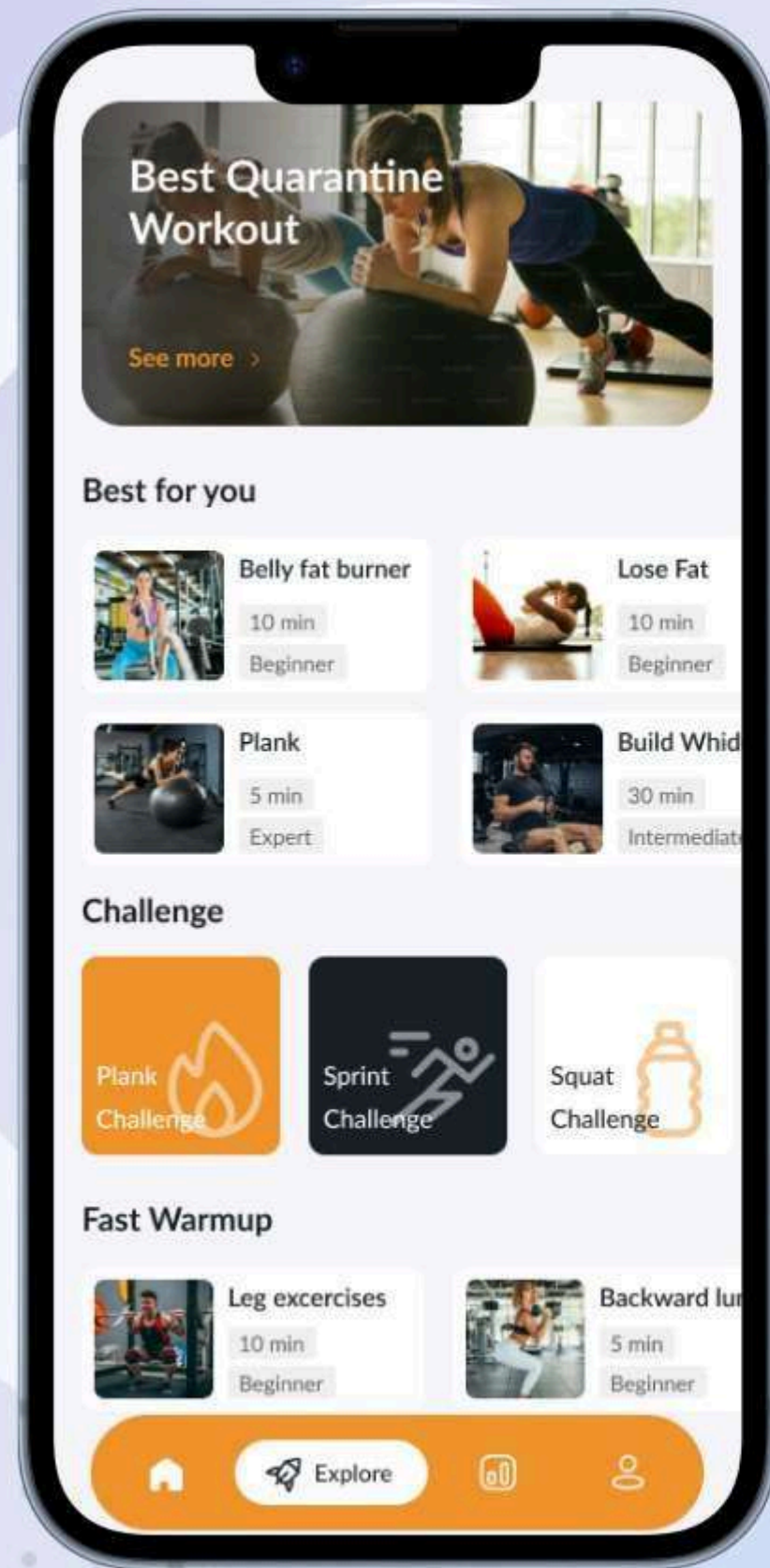
Features

- ✓ AI-powered personalized workout/meal plans
- ✓ Exercise tracking with video form feedback
- ✓ Wearable device biometric data integration
- ✓ Conversational coaching via chatbot
- ✓ Motivational dashboard and progress tracking

Challenges

- ✓ Developing accurate computer vision for exercise motion analysis
- ✓ Creating customized plans with limited user data
- ✓ Building user trust in an AI coach
- ✓ Keeping user engagement high over time
- ✓ Handling privacy concerns over personal data





Solutions

- ✓ Leveraged machine learning with large annotated video datasets
- ✓ Used feedback loops and preferences to refine plans over time
- ✓ Conducted beta testing and incorporated user suggestions
- ✓ Added social features and gamification
- ✓ Implemented granular permissions and access controls

Impact

- ✓ 80% of users reported improved fitness level
- ✓ Average engagement time increased 60%
- ✓ 50% faster coaching plan adjustments
- ✓ User satisfaction rating improved from 3.5 stars to 4.8 stars
- ✓ App store rating increased from 2.9 to 4.6

