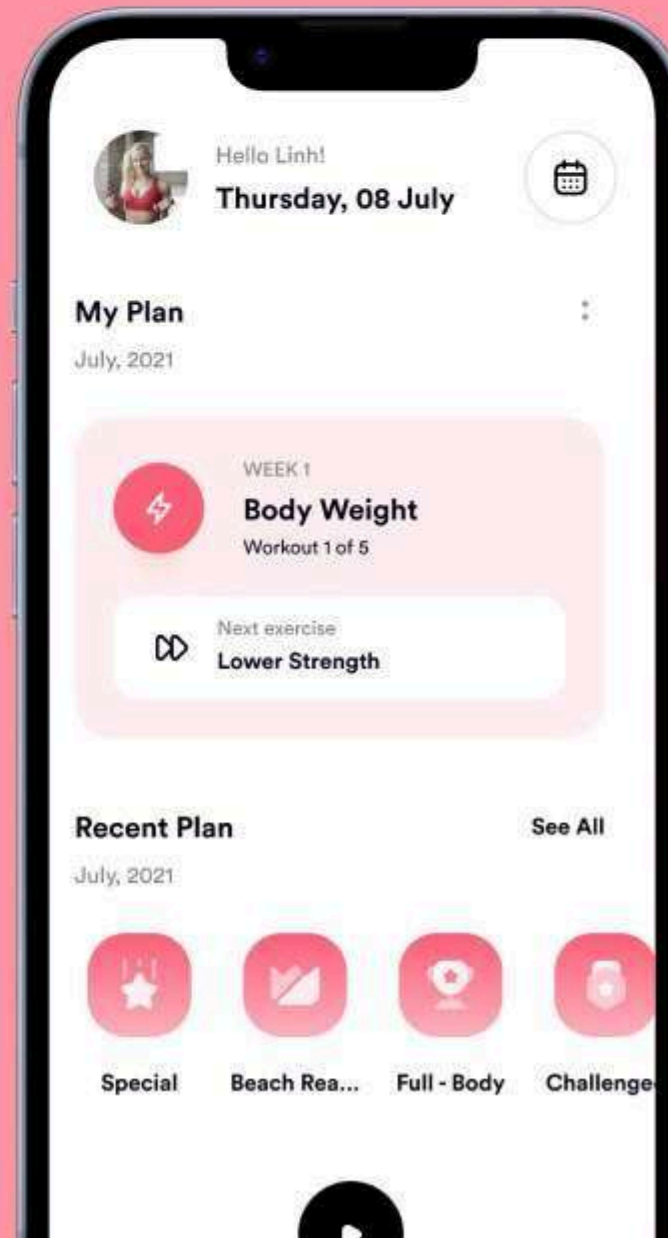
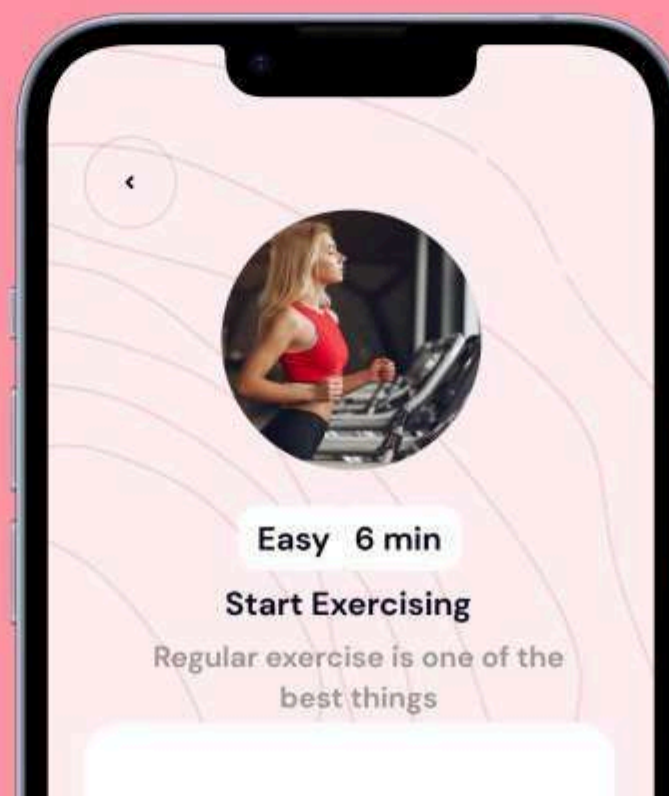
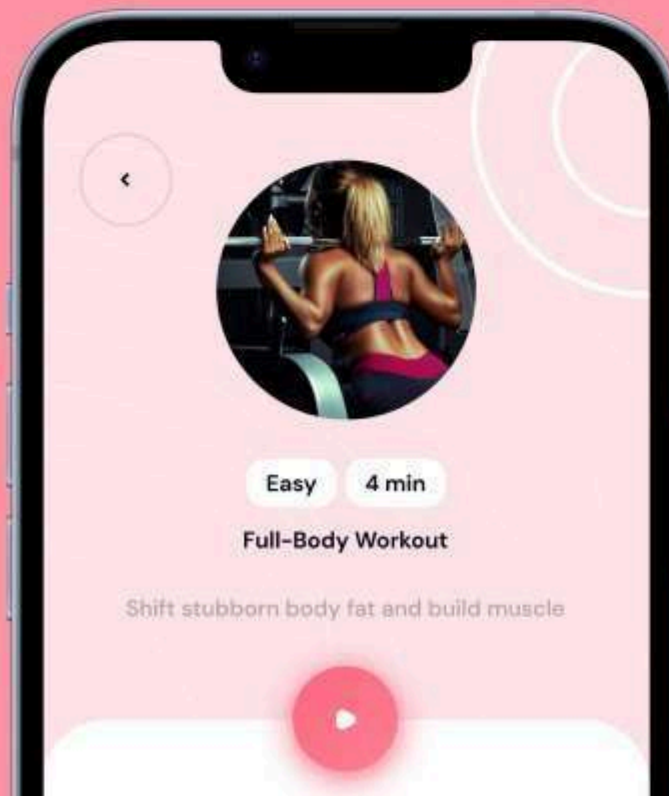
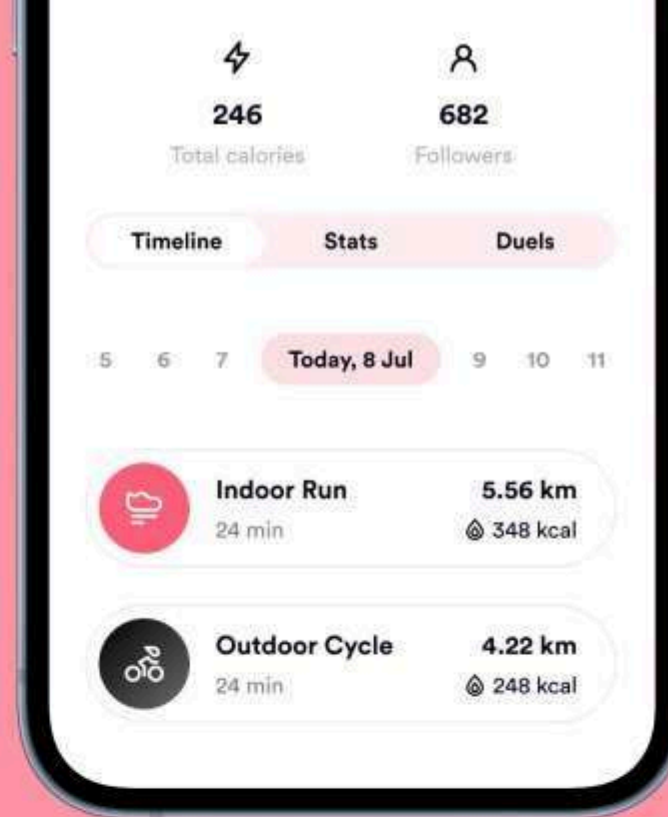
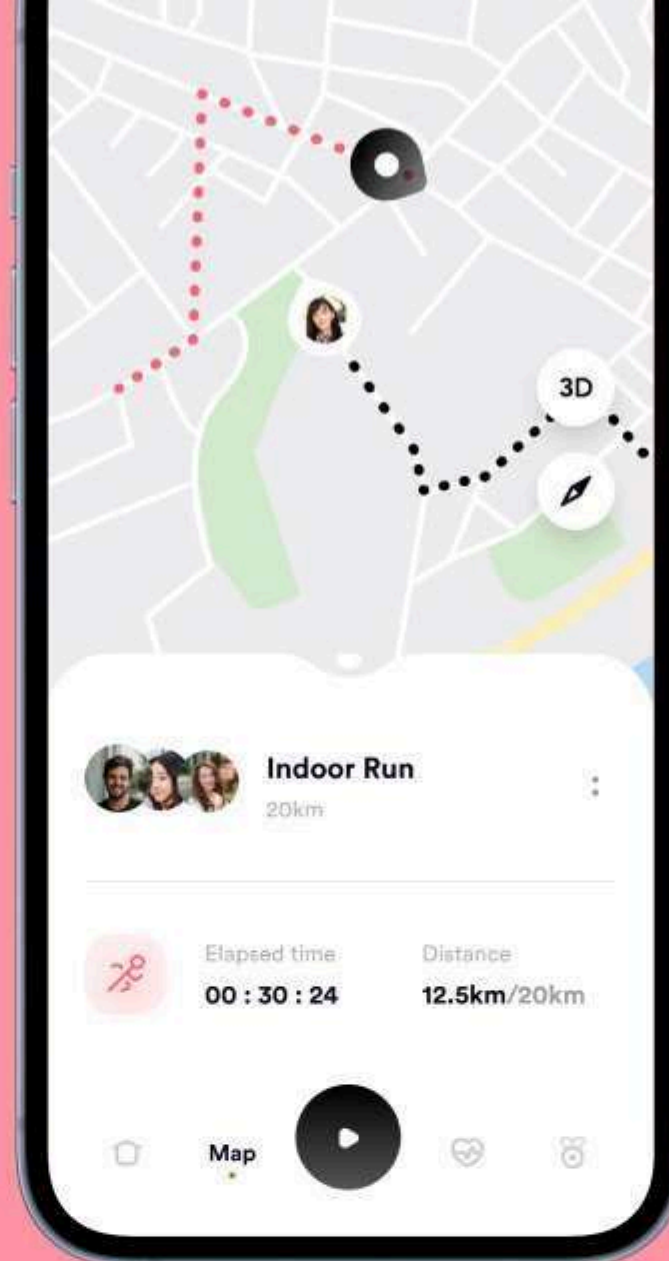
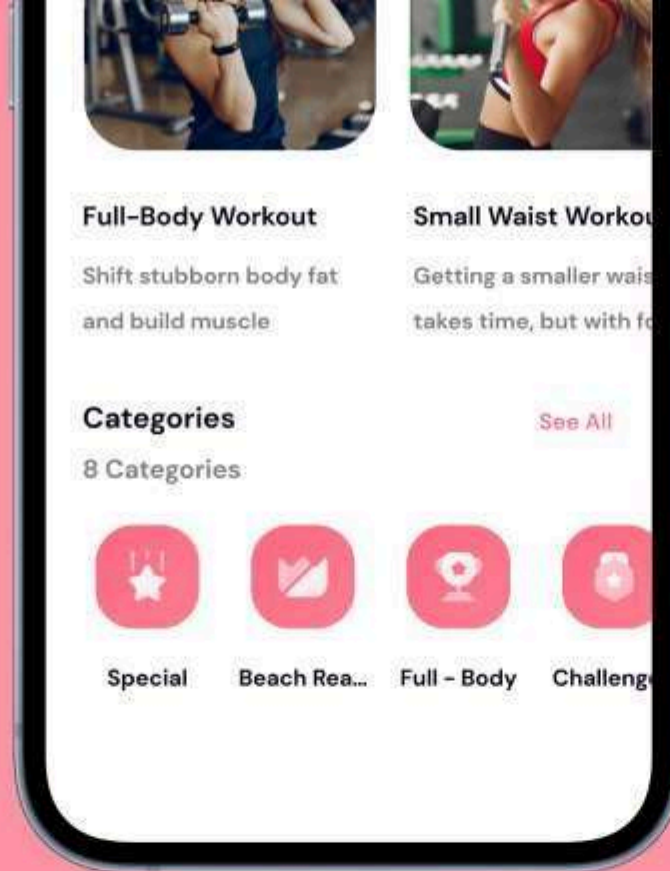
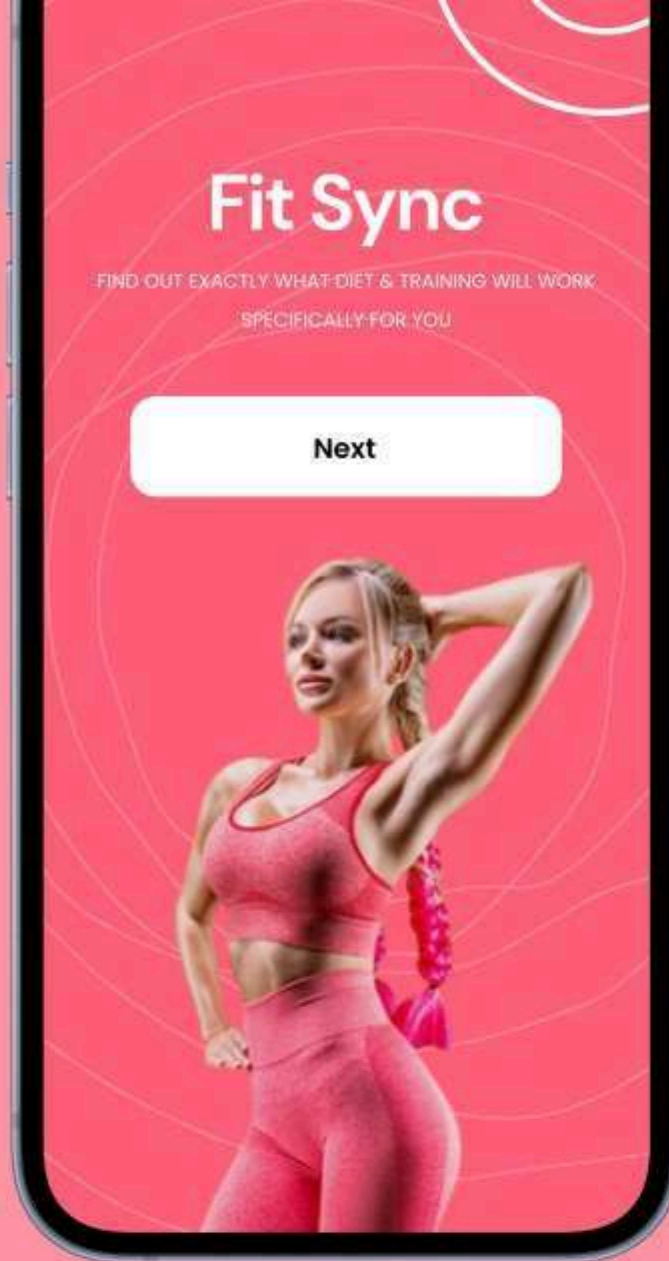
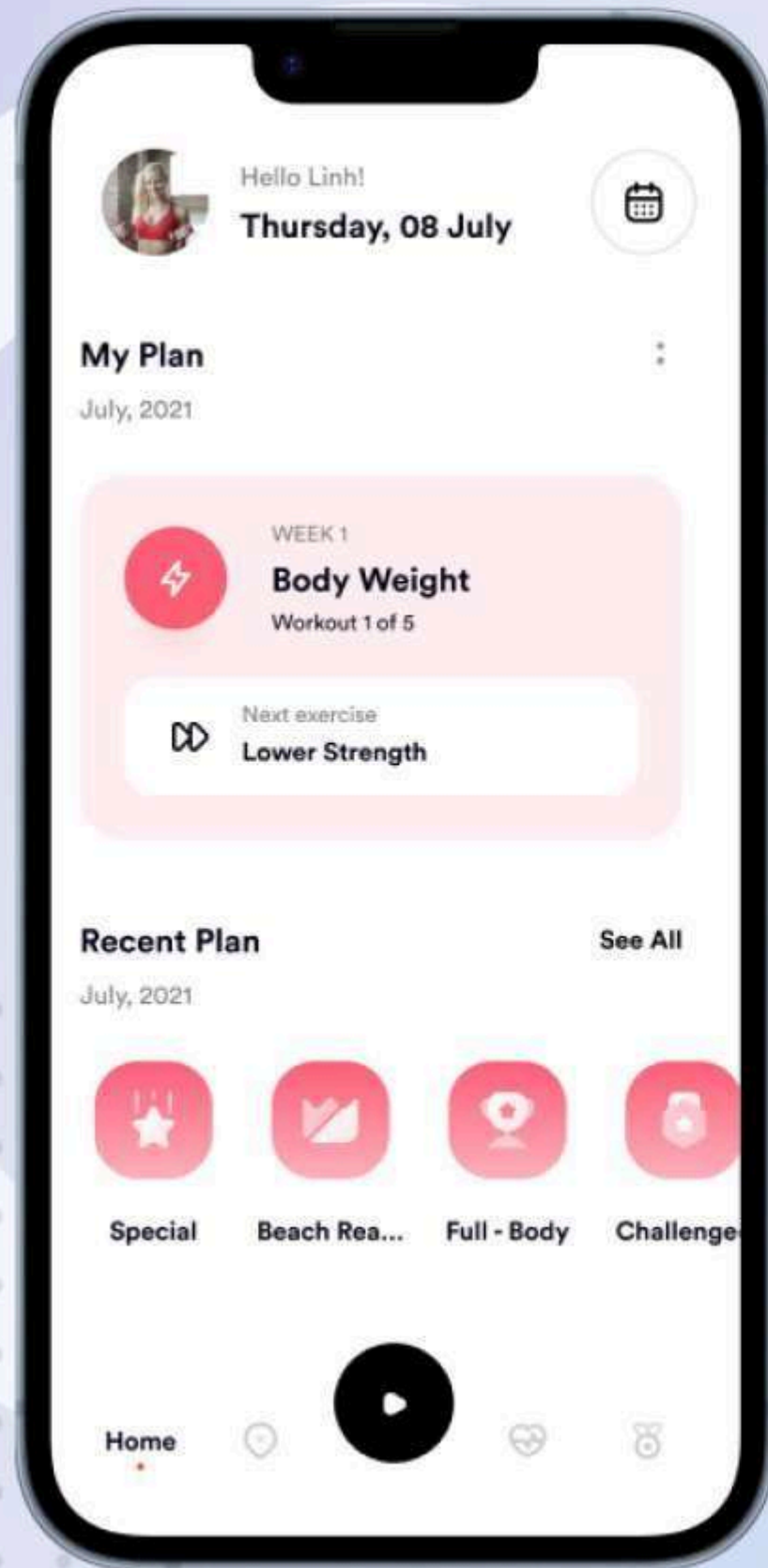




Gym Fitness Tracking App

A user-friendly gym fitness tracking app that simplifies workout routines and progress monitoring. Users effortlessly log exercises, track sets and reps, and monitor progress. With personalized fitness plans and workout reminders, users stay motivated to achieve their goals. The app also offers insights into performance metrics for optimized workouts.



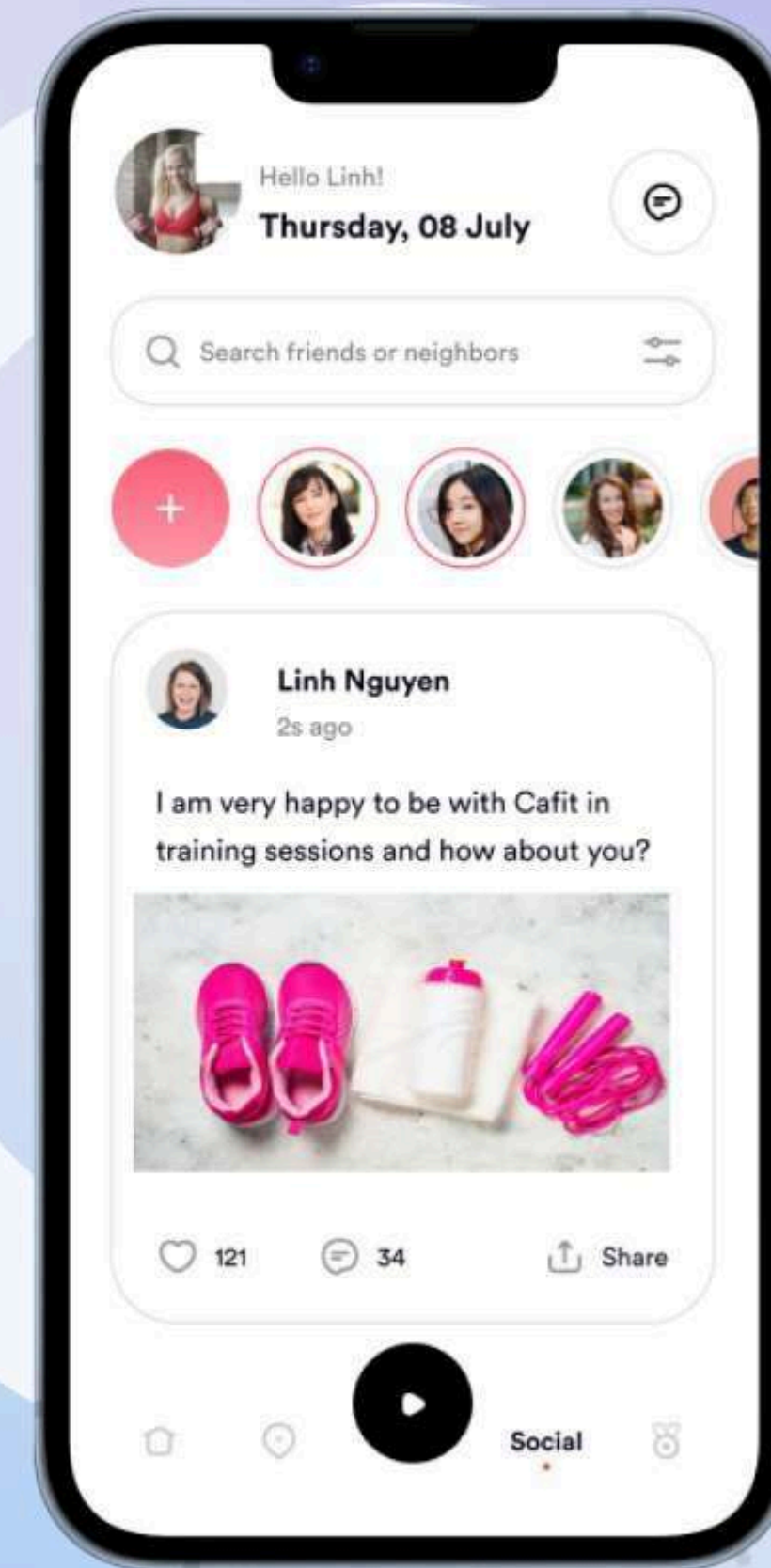


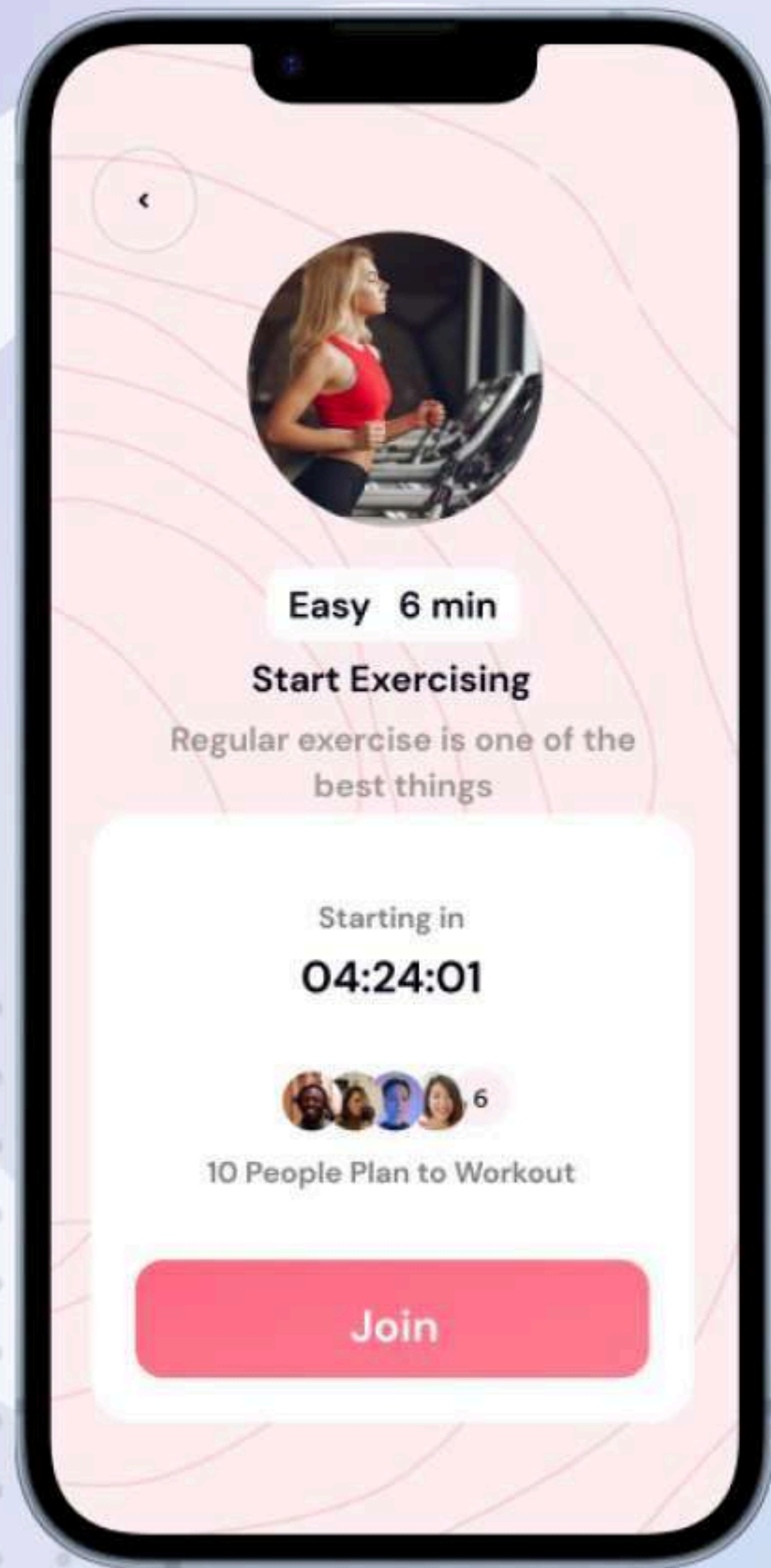
Features

- ✓ Exercise Logging
- ✓ Goal Setting and Tracking
- ✓ Food/Nutrition Logging
- ✓ Integrations
- ✓ Social Features
- ✓ Gamification
- ✓ Post-Workout Analytics
- ✓ Exercise Demos/Tips

Challenges

- ✓ Developing an app with robust exercise logging capabilities
- ✓ Seamlessly integrating with gym equipment and popular apps
- ✓ Leveraging social features and gamification to drive consistent use
- ✓ Building a secure platform protecting user data





Solutions

- ✓ Create native iOS and Android apps for reliability
- ✓ Partner with wearable companies like Fitbit for syncing
- ✓ Implement achievements, challenges, and leaderboards
- ✓ Develop privacy-first infrastructure on AWS technology

Impact

- ✓ 75% longer average daily app usage compared to competitors
- ✓ Over 100k downloads and 4.8-star rating in 6 months
- ✓ 32% of workouts logged tied to social features
- ✓ Customer LTV increased thanks to recommendation engine

