MADDIE BEYER

Obodo Fitness App

Project Overview

Design an An easy to use, inviting, friendly and community based fitness app that allows users to customize fitness plans catered to their needs, location, and fitness preferences.

Project Research

The need we are providing:
-Easy to use, inviting interface
-Inclusive community based fitness app
-Customizable fitness plans catered to exercise prefrence, and location, and intrests.

Project Goals

Create an interface that enables women to have a fitness schedule despite their hectic lives, while also building a female community

Competition

Apple Watch
Pros: Always on your person
Cons: Limited interactivitiy, no community interations
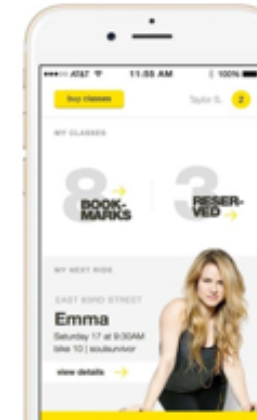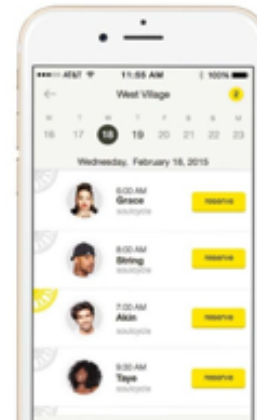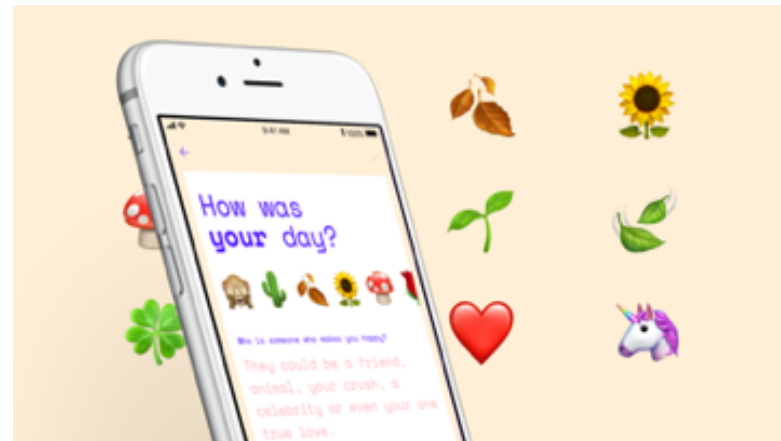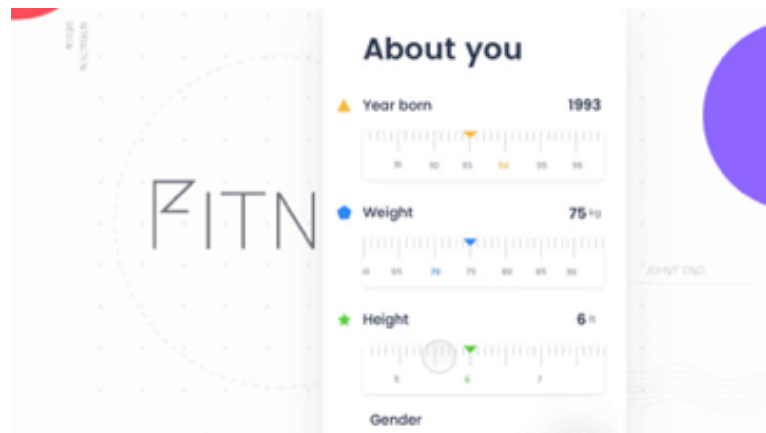
FitBit
Pros: Keeps track of mulitple statics
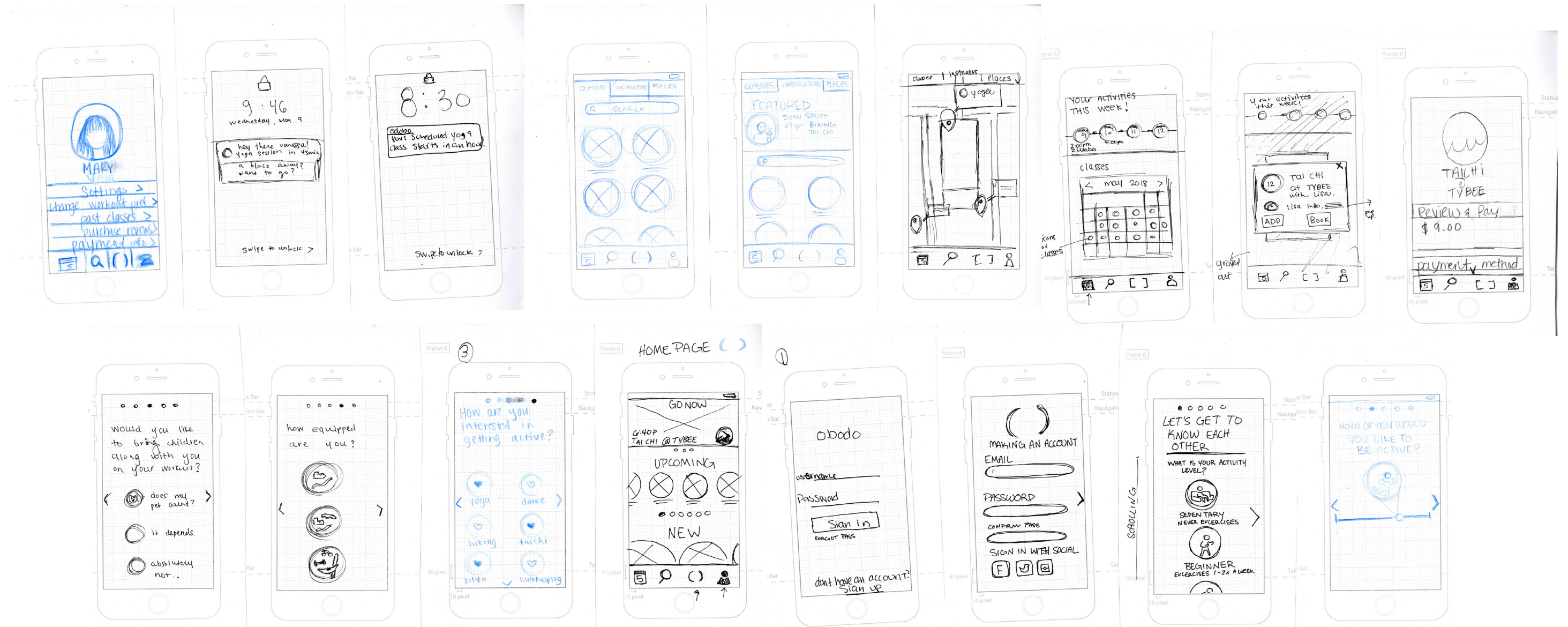Cons: No in person classes

Brand Voice

-Refreshing, friendly, clean, completely customizable, appealing to women,

-Airy, warm, modern, sleek, eccentric, edgy

MoodBoard

App Paper Wireframes
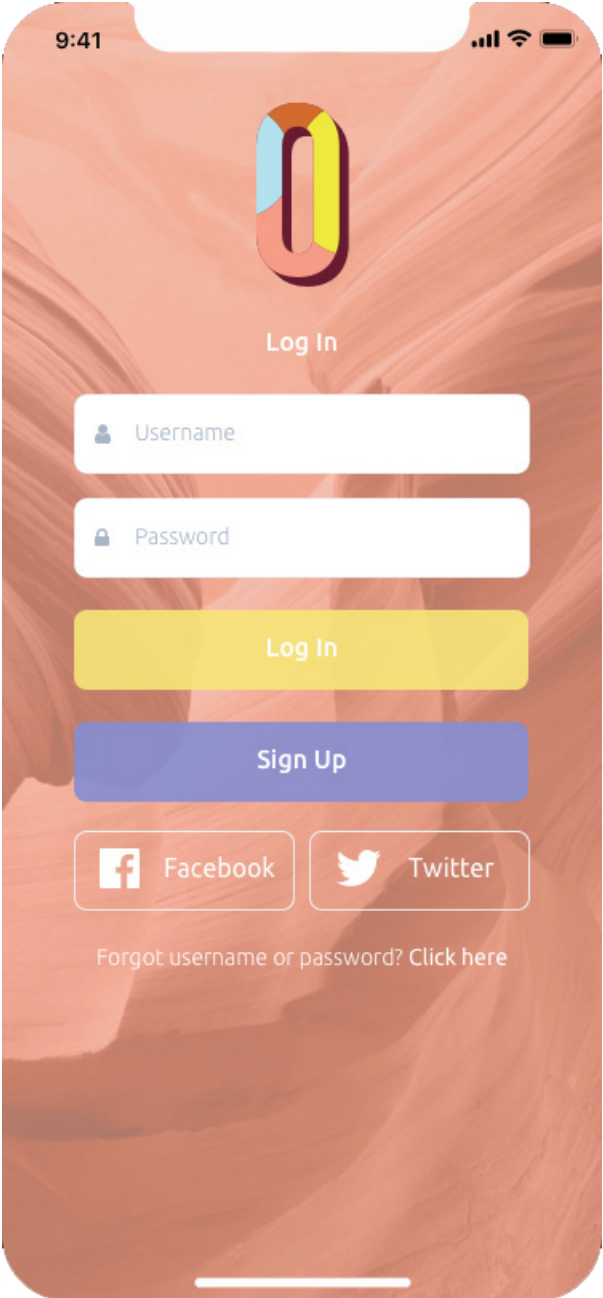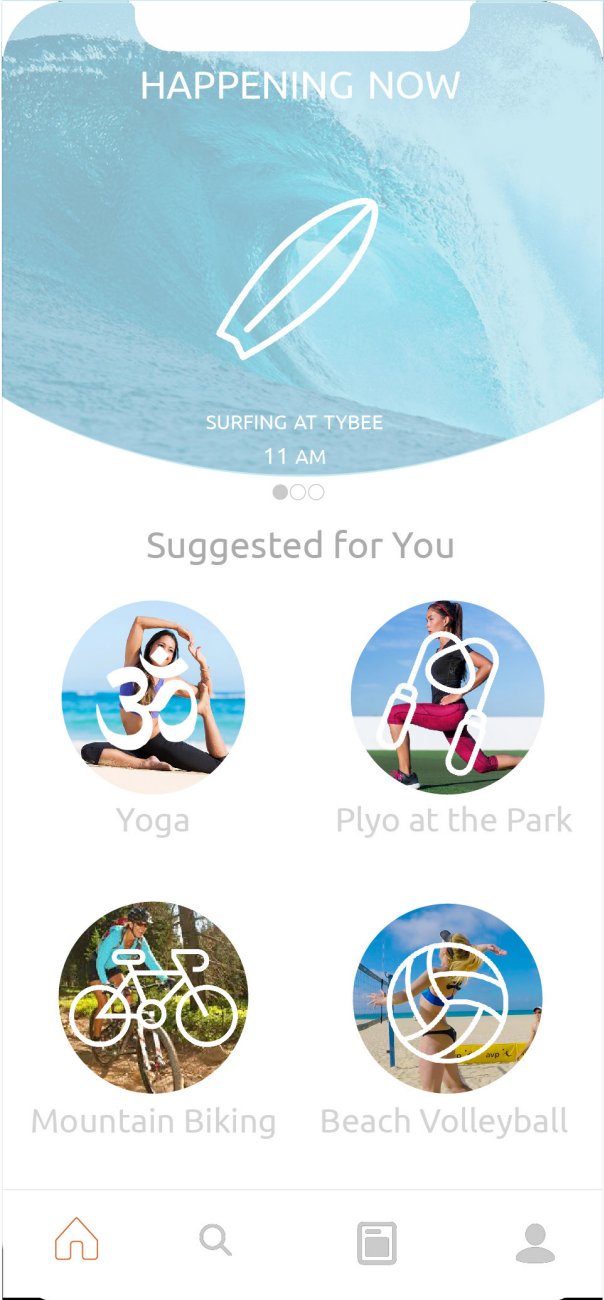
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Interface Digital Exploration

HAPPENING NOW

SURFING AT TYBEE
11 AM

Suggested for You

Yoga   Plyo at the Park

Mountain Biking   Beach Volleyball

9:41

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