66% of Americans who make New years resolutions have aimed to get fit
73% of those gave up
Almost 50% give up resolutions within 6 weeks

Statistics by bodybuilding.com
Distinguishing Features

• Social fitness app
• User profiles
• Positive reinforcement and Tangible incentives/rewards
• Challenges and Leaderboards
• Workout Buddy Finder
Architecture and Challenges

- **Hardware**: Phone, Server, Database
- **Design**: Model-View-Controller
- **Challenges**:
  - Learning new frameworks and languages (Android, XML, SQL)
  - Communication between hardware and different modules
  - Complexity