



PROBLEM

20%

adult Americans met federal physical activity recommendations in 2013

U.S. Department of Health and Human Services

KEY FINDINGS

75% users interviewed preferred to exercise with friends rather than strangers

80% users interviewed wanted their network to be a trusted community

"People perform significantly better during workouts when a partner is physically present."

Irwin, et al, Annals of Behavioral Medicine, 2012

OUR APPROACH



Collaborate with friends rather than compete

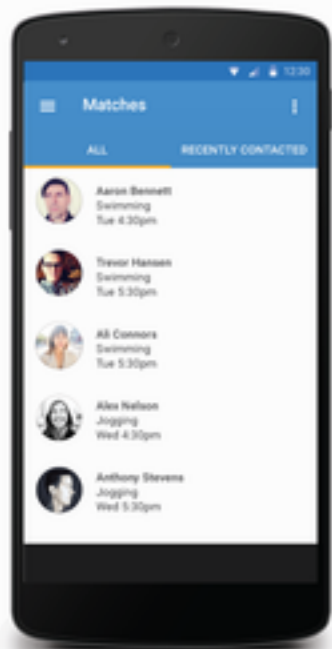


Create a trusted exercise community for our users



Encourage two-way feedback to ensure successful meetups

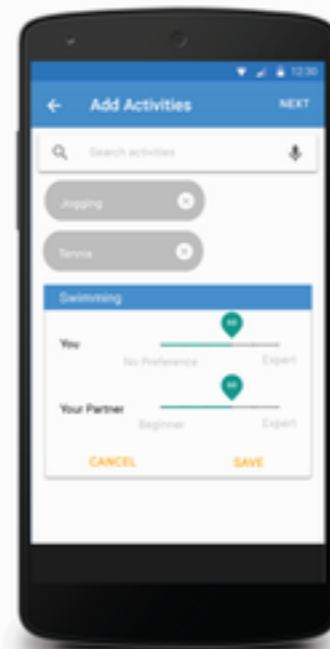
SOLUTION



Find matches within circle of friends

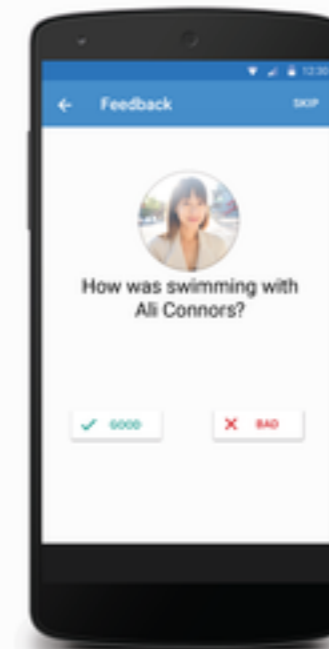
Your list of matches are populated based on your circle of friends.

The matches list shows all your friends that share the same activities as you.



Tailor activities by experience level

Easily add activities with an option to set experience levels and the preferred skill level of potential partners.



Feedback builds a trusted community

The feedback screen appears after you and your exercise partner have completed your activity. Fiterinity asks both users to give feedback on the activity.