



- \$9.99/moth
- Large food database
- Free version has limited features and accuracy issues.

MyFitnessPal is a health and fitness tracking smartphone app and website. MyFitnessPal is smartphone application which uses gamification elements, for exercise and diet management.



- \$14.99/month
- Workouts designed by experts.
- Content generated Daily
- Limited ability to adjust goals or preferences

The Nike Training Club App is a digital training partner. NTC offers the tools, motivation, and accountability to help you reach your fitness goal. NTC gives access to exclusive fitness and wellness guidance.



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- Large community and social features for motivation
- Limited nutrition tracking features

In 2019, Fitbit was the fifth largest wearable technology company in shipments. The company has sold more than 120 million devices and has 29 million users in over 100 countries.



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An American exercise equipment and media company based in New York City. The company's products are stationary bicycles, treadmills, and indoor rowers equipped with Internet-connected touch screens that stream live and on-demand fitness classes.