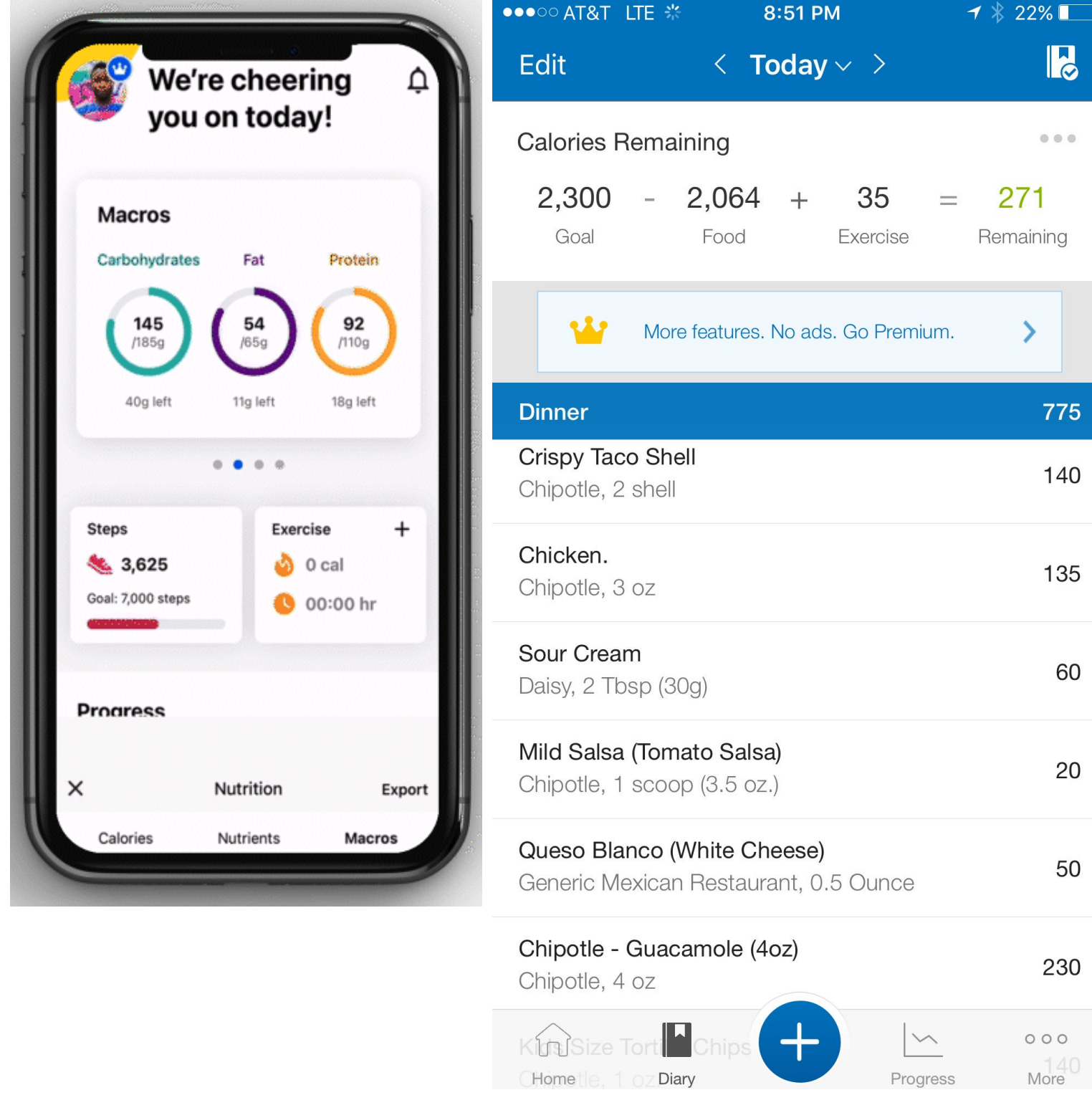
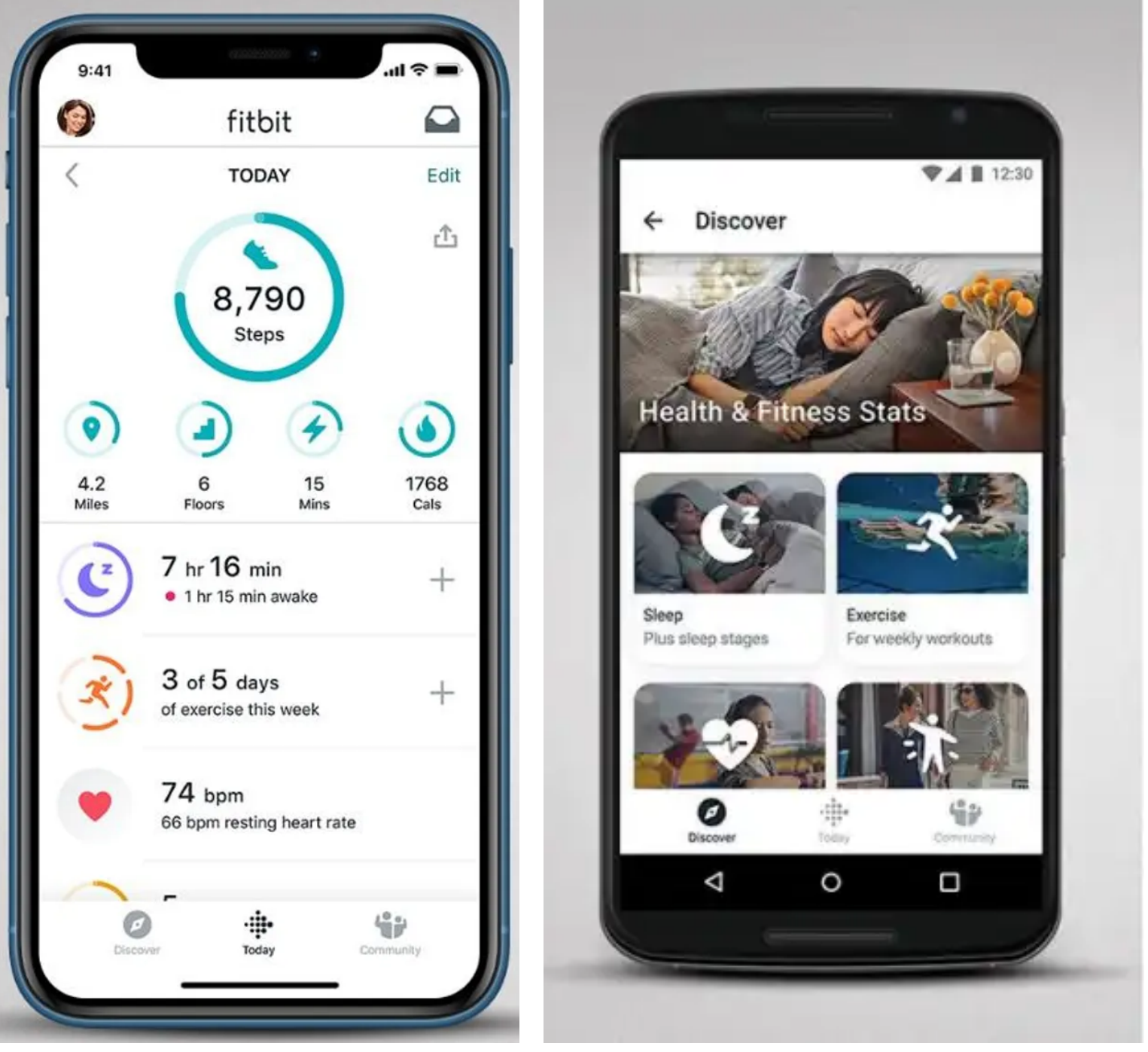
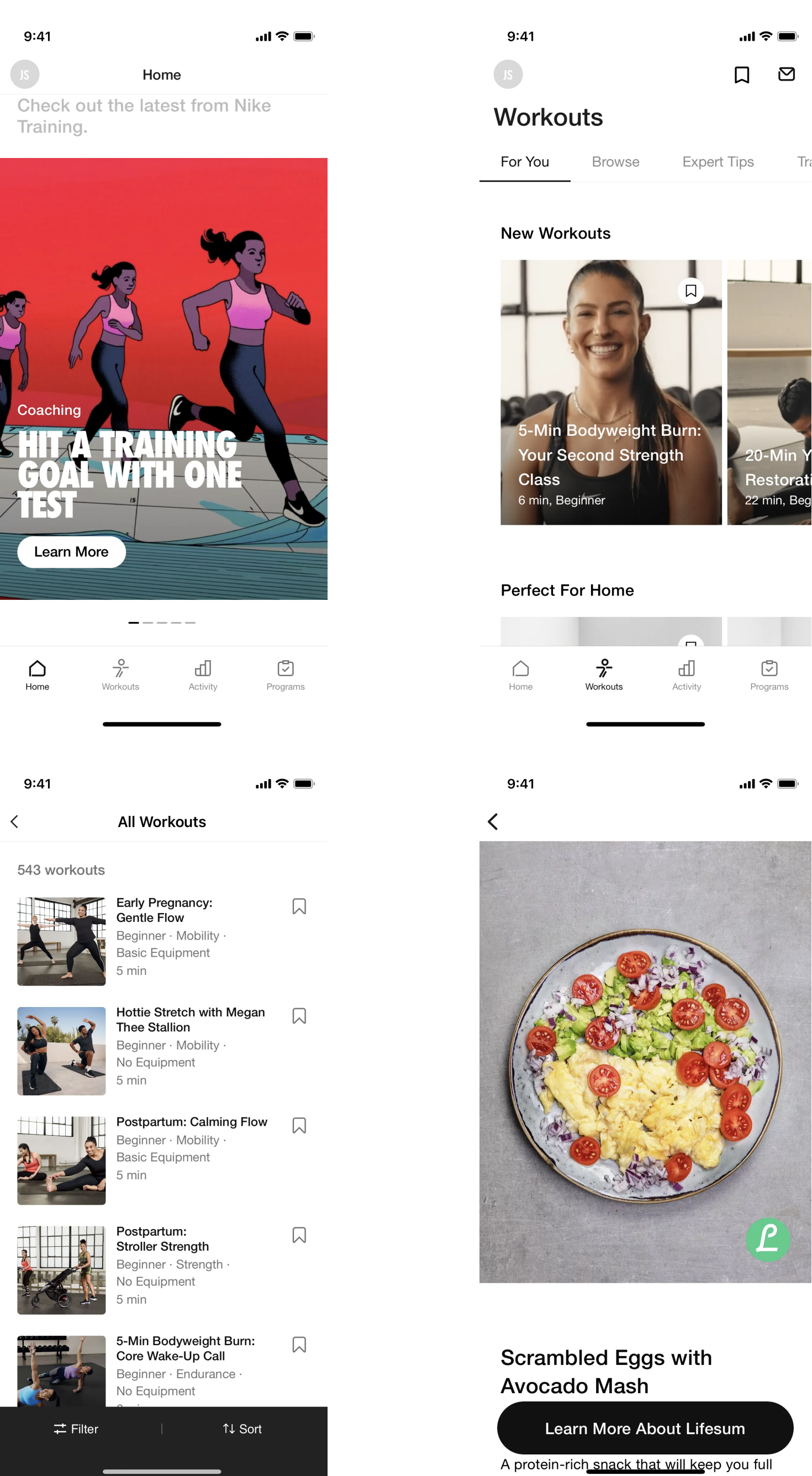
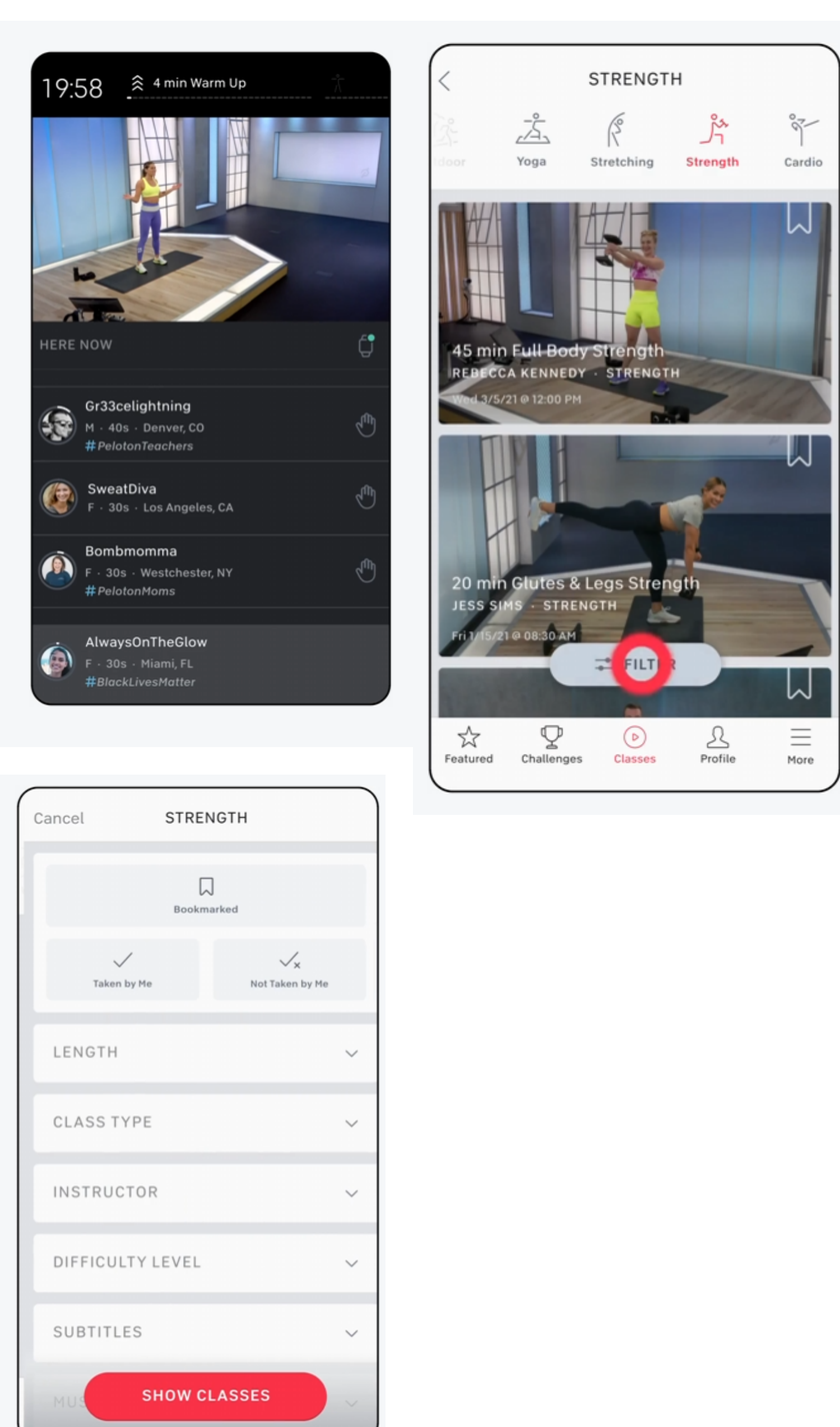


	MyFitnessPal	Fitbit	Nike Training Club	Peloton
Screenshots				

Company				
Mission statement	“MyFitnessPal simplifies nutrition and calorie tracking, provides the data you want, and helps you make sense of it all.Healthy eating is a continuous journey of self-discovery. And the more you track, the more empowered you'll become to make healthy choices that support your goals.”	"To empower and inspire you to live a healthier, more active life. We design products and experiences that fit seamlessly into your life so you can achieve your health and fitness goals, whatever they may be."	"To bring inspiration and innovation to every athlete* in the world. (*If you have a body, you are an athlete."	To empower people to be the best version of themselves anywhere, anytime.
Target market	Anyone interested in improving thier health and fitness. People who are interested in tracking their calorie intake and physical activity levels	Fitbit's target customers are working professionals aged 25-40, with a medium income and a good level of education. People from this consumer group are often too busy to engage in regular exercise.	Nike Training Club's Target customers are primarily individuals who are passionate about fitness.This includes people who enjoy running, weightlifting, yoga, and other forms of exercise.	Based on its location profile of their store locations , Peloton's target customer is a college-educated, high-income, middle-aged professional in and around urban areas
Pricing /month	\$9.99/month or \$49.99/year	\$9,99/month or \$80/year	\$14.99/month or \$119.99/ year	\$12.99/month
Strengths	<ul style="list-style-type: none">• Large food database with easy barcode scanning and meal tracking• Provides detailed nutrient breakdowns and progress tracking• Offers personalized goal setting and guidance based on user information	<ul style="list-style-type: none">• Easy to use interface• Comprehensive activity tracking features• Large community and social features for motivation• Compatibility with a wide range of devices and apps	<ul style="list-style-type: none">• Nike Training Club app has a lot of workout options that can be customized for different fitness levels and goals.• The workouts are designed by experts, which can help users improve their technique.• Users can connect with friends and other members of the community through social features, which can help with motivation.• The app provides personalized workout recommendations and progress tracking.• The app is available for free, providing users with access to a range of workouts and features without any cost.	<ul style="list-style-type: none">• Peloton app has great workout classes with experienced instructors.• Users can connect with others through social features.• The app is convenient and can be used anytime, anywhere.• The app is personalized with customized recommendations and goal-setting.
Weaknesses	<ul style="list-style-type: none">• Free version has limited features, including ads and less access to premium content• Some users find the app overwhelming with too many features and options• Accuracy of food database and calorie tracking may vary, leading to incorrect measurements and inaccurate progress tracking.	<ul style="list-style-type: none">• Limited nutrition tracking features• Premium membership required for advanced features• Inaccurate heart rate monitoring during high-intensity exercise• Some users may find the app too focused on step count and not enough on other fitness metrics.	<ul style="list-style-type: none">• The Nike Training Club app may not offer enough customization options for some users, with limited ability to adjust goals or preferences.• Some users have experienced technical issues with the app, like slow loading times or crashes, which can be frustrating.• While the app is free, some workouts and features require in-app purchases or a premium subscription, which may be a drawback for some users who prefer a completely free app.• The app primarily focuses on tracking fitness and exercise, with limited features for tracking other health metrics like nutrition or sleep.• As a Nike product, the app may have a marketing focus on promoting Nike products and gear, which may not be appealing to users who prefer a more objective fitness app experience.	<ul style="list-style-type: none">• Peloton can be expensive for some users.• The app is mostly focused on cycling and running, which may not interest everyone.• Some classes require special equipment, like a Peloton bike or treadmill.• Some users have experienced technical issues with the app.

Features				
Free App Version	✓	✓	✓	✗
Ad-Free option	✓	✓	✓	✗
Available on PC	✗	✗	✗	✓
External Heart Rate Monitor Compatability	✗	✓	✓	✗
Exercise Diary	✓	✓	✗	✓
Food Diary	✓	✗	✓	✗
Counts Calories Burned	✗	✓	✓	✓
Tracks Calorie intake	✓	✓	✗	✗
Has Route Tracker	✗	✓	✓	✗
Tracks your sleep	✗	✓	✗	✗
Provides Activity and sleep reports	✗	✓	✓	✗
Has Goal Setting and Achievments	✓	✓	✓	✗
Notes				
	<ul style="list-style-type: none">• Note 1• Note 2	<ul style="list-style-type: none">• Note 1• Note 2	<ul style="list-style-type: none">• Note 1• Note 2	<ul style="list-style-type: none">• Note 1• Note 2