

		FitOn	Fitbit Indirect	Workout for women Direct, Partial	MyFitnessPal Direct	SworKit Indirect
Onboarding	Splash		A good slogan on the first page✔️			
	Promotion of features	<ul style="list-style-type: none"> There is not any promotion on the app's main features❌ Inquiring about the premium version, before highlighting the app's pros❌ Prompt for immediate camera access upon entering the application❌ 	Clear promotion of the app's main services✔️	<ul style="list-style-type: none"> It wants to get access to Bluetooth as soon as I opened the app!❌ It does not have Sign Up option in the first place❌ 	As an initial step, the main services of the app aren't presented❌	It could have more elaboration on the app's features❌
	Registration	<ul style="list-style-type: none"> Lengthy sign-up procedure❌ Extraction the user' information from another workout app without permission❌ 	<ul style="list-style-type: none"> Sign-up and sign-in processes are complicated❌ At first glance, users cannot see the sign up option❌ 	Short sign-up procedure✔️	Simplified sign-up process with the convenience of options like Google, Apple, and Facebook✔️	<ul style="list-style-type: none"> Has a different and engaging login page✔️ Simplified sign-up process with the convenience of options like Google, Apple, and Facebook✔️
	Personalization	<ul style="list-style-type: none"> Lack of skip button in personalization questions❌ Lack of system status in personalization questions❌ Showing " join community groups" and " invite friends" options during personalization does not make sense❌ Getting lots of information❌ 	<ul style="list-style-type: none"> Using bottom sheet for personalization questions✔️ So short personalizing questions, just 1 screen✔️ Long onboarding without skip button❌ 	<ul style="list-style-type: none"> Used indicator for personalization questions✔️ Great personalization questions. Separated them in 4 parts✔️ Long onboarding without skip button❌ 	<ul style="list-style-type: none"> A shorter onboarding process and more relevant questions✔️ Personalization is optional for users✔️ 	Has a reasonable onboarding process with relevant questions✔️
UI		<ul style="list-style-type: none"> Having Two tab bars, back to back, is so overwhelming❌ Contrasts are not observed in any part of the design❌ Navigation of Homepage is complicated❌ The filter icon is like being clickable which is not❌ In Meal/ Explore part, lack of gap between texts and the icon - so many empty space under the text- Lack of back button❌ Chosen and not chosen challenges are not recognizable in “Your Challenges”❌ Lack of consistency between “Program” and “Course” sections❌ 	<ul style="list-style-type: none"> Easy to read buttons✔️ The used colours are limited with focus on pallet colors✔️ The colors have high contrast with the background✔️ Darken images are used for cards to create enough contrast with white texts✔️ Using smaller card styles in see all section to give better overview on the existing items✔️ 	<ul style="list-style-type: none"> Easy to read buttons✔️ The used colors are limited with focus on pallet colors✔️ The colors have high contrast with the background✔️ The same backgrounds are used for cards to create minimal UI style.✔️ Using smaller card styles in see all section to give better overview on the existing items✔️ 	<ul style="list-style-type: none"> Colors selected for UI are good and not irritating to the eye✔️ Inconsistency between "Community" and other sections❌ 	<ul style="list-style-type: none"> Simple and consistent design Home page✔️ Has clear and understandable filters leveraging interesting visuals✔️
Premium	Differentiation between regular and premium	<ul style="list-style-type: none"> Pushing to the creation of exclusive nutrition plan while it is just available for premium users❌ Premiums and regular features are not recognizable❌ 	<ul style="list-style-type: none"> There are limited options available for regular users❌ “Available for you” option shows which options are available for regular users✔️ 	<ul style="list-style-type: none"> Separated the premium section in the navigation bar, and there is no premium workouts in the other tabs.✔️ 	Premium-only items are marked and are normally disabled✔️	It doesn't show annoying ads to the users.✔️
	Ads	Long video ads are showed frequently❌	Adds does not pop up every seconds! It is showed at the bottom of the screens✔️	<ul style="list-style-type: none"> Only a few ads appear within the small buttons among the tabs.✔️ 	<ul style="list-style-type: none"> This ad appears on some pages in the high-priority There is some pop-ups that appears every time the application is opened❌ 	Adds do not pop up frequently✔️
	Free trial	There is no trial or monthly subscription for pro❌	90 days free of charge premium version✔️	has 7 day trial for subscription✔️	has 1 month free trial for subscription✔️	has 7 day trial for subscription✔️
Tracking		<ul style="list-style-type: none"> Lack of engaging tracking diagrams❌ Oversharing of user's activities with connected friends❌ The amount of daily activities are showed in the calendar, It does not have an analysis of the user's progress❌ 	<ul style="list-style-type: none"> Using FAB button, for tracking different things like work out, sleep , food, and cycle live✔️ simple process for tracking the past days activities✔️ Exclusive and attractive tracking diagrams of different parts✔️ 	Good progress analysis, included, “Totals” ,” Streak”, Weight”, “Calendar” and BMI✔️	Tracking activities is easy for users✔️	Tracking activities is easy for users✔️
AI	Accessibility & findability	<ul style="list-style-type: none"> There are some parts of the page without topics❌ Accessing the favourite part is not easy❌ Accessing the favourite part is not easy❌ 	Organized communities in different parts including family, friends, groups, and feed✔️	<ul style="list-style-type: none"> Did not Separate the workouts and challenges❌ Accessing the favorite part from all part of the app✔️ 	The process of editing profiles and changing customized options is simple and accessible✔️	<ul style="list-style-type: none"> Easy access to profile and reminder❌ Utilizing descriptions and alarms in the right places❌ Quick access to your favourite list❌ Switching from your selected workout plan to other plans is not accessible enough❌
	Contents	<ul style="list-style-type: none"> There is no delete account option❌ Recommendations are not base on registration questions❌ In many parts of the design, it is not clear that drag should be done in order to see th rest of content❌ No user satisfaction surveys in any section (workouts, meals, advice)❌ 	<ul style="list-style-type: none"> To the point contents on any screen✔️ Brief and useful Nav bar✔️ 	<ul style="list-style-type: none"> There is no “Logout” or edit profile option❌ There is no “Switch account” or option❌ 	The "Dashboard" page (similar "For you" page in the FitOn app) contains only the necessary and useful items✔️	<ul style="list-style-type: none"> Easy access to profile and reminder✔️ Utilizing descriptions and alarms in the right places to prevent users from getting lost✔️ Quick access to your favorite list✔️
Workout		<ul style="list-style-type: none"> Workout filters are not easy to use❌ workouts are not written in alphabetical order❌ Not appropriate contents' order❌ Scheduled workouts are not shown in the calendar❌ 	Well-designed filters✔️	<ul style="list-style-type: none"> Good “Feedback” ask about type of issue/ details/ possibility to upload images✔️ In the description, there is information about how many calories you burn with this workout✔️ Even the workouts that require a subscription, a workout is free for the users to get familiar with that workout✔️ Great workout programs, with user's reviews, coach tips and great presentation✔️ It has an option where users can suggest a program✔️ there is no variety and category in the type of workout❌ 	In the "workout" and "recipe" sections, there are no filters or search bars❌	<ul style="list-style-type: none"> “Custom” option which allow users to build the exercise plan that works best for them✔️ Clear and understandable filters leveraging interesting visuals✔️ easy and findable workout history✔️ It doesn't have coaches section to choose a trainer you like most❌ Users can easily find their workout history✔️
New Ideas			<ul style="list-style-type: none"> Creating group option All of the important things are put in Coach The classification of the items inside the coach are done based on the things are available for regular users or premium users. 	<ul style="list-style-type: none"> it has an option “ Surprise me” which randomly chooses a workout that seems like a fun Possibility to change the music of the training A motivational sentence is written above each activity 	<ul style="list-style-type: none"> A feature that allows you to create and customize exercise routines There is an option to show my routines to others in a private way 	A feature (page) allows you to schedule your meal plans and calculate their calories