

Product Requirements Document (PRD)

Project Title: VitaFit+: Engage, Earn & Elevate

Description

VitaFit+ introduces two new engagement-driven features — a **Gamification/Rewards System** and **Community Challenges** — designed to motivate users through achievements, social interaction, and healthy competition.

These features transform routine workouts into a rewarding and community-driven experience by:

- Encouraging consistency with streaks, levels, and redeemable points.
- Building a sense of belonging through shared group challenges and leaderboards.

Problem

Users are losing motivation to attend sessions consistently and feel disconnected from instructors or fellow users. This results in a steady decline in repeat session usage and churn after 2–3 weeks of initial activity.

Why – How do we know this is a real problem?

1. Industry Data:

- a. Retention for fitness apps falls to [3.7%](#) by Day 30
- b. [45%](#) of users stop using fitness apps after the novelty wears off
- c. In a survey of 1,000 users, only 24% participated in more than two sessions per week, confirming low stickiness

2. Behavioral Insights::

- a. Users reported feeling “alone during workouts” and lacking encouragement.
- b. Social reinforcement and visible progress are proven retention boosters — users who form in-app social connections are [17%](#) more likely to stay active

These behaviors point to **low intrinsic motivation** and **lack of social accountability**, both key drivers of retention in fitness platforms.

Success – How do we know if we’ve solved it?

Metric	Goal (3 Months Post-Launch)	Rationale / Benchmark
Weekly Active Users (WAU)	+25% increase	Benchmarked against 3–4% D30 retention avg (Business of Apps, 2025)
Repeat Session Rate (>3 sessions/week)	+30% uplift	Reinforces behavioral consistency
30-Day Churn	–15% reduction	Typical churn ~45–50%
Challenge Participation	>60% of active users/month	Indicates community success
Avg. Streak Length	5+ days median	Sustained engagement marker

Audience – Who are we building for?

Segment	Profile	Needs / Pain Points
Working Professionals (25–40 yrs)	Busy schedule, low time for motivation	Need structure & quick reward systems
Gen Z Fitness Enthusiasts (18–25 yrs)	Socially driven, use fitness for self-branding	Thrive on recognition, social validation
Home Workout Users	Convenience seekers, limited social contact	Desire connection, feedback, and gamified fun

What – Roughly, what does this look like in the product?

Feature 1: Gamification / Rewards System

1. Users earn **FitPoints** for completing sessions, maintaining streaks, and achieving milestones.
2. Points can be redeemed for:
 - a. Free premium classes
 - b. Partner discounts (nutrition, gear, etc.)
3. Streak tracker and badge system visible on profile dashboard.

4. Weekly leaderboard shows top performers in the community.

Feature 2: Community Challenges

1. Users can join **30-day fitness challenges** (e.g., "21-Day Yoga Flow," "Zumba Burn Battle").
2. Participate solo or in **small groups (5–10 members)**.
3. Progress updates shared in community feed.
4. Rewards and badges awarded at challenge completion.

How – What is the experiment plan?

Phase	Focus	Approach
Phase 1: MVP (Weeks 1–4)	Launch FitPoints & streak tracker	Test with 10% user base, analyze repeat session uplift
Phase 2: Beta (Weeks 5–8)	Add community challenges (invite-only)	Track participation %, completion rate, social feed engagement
Phase 3: Full Rollout (Weeks 9–12)	Enable leaderboards, brand rewards & push notifications	Launch marketing campaign & partnerships

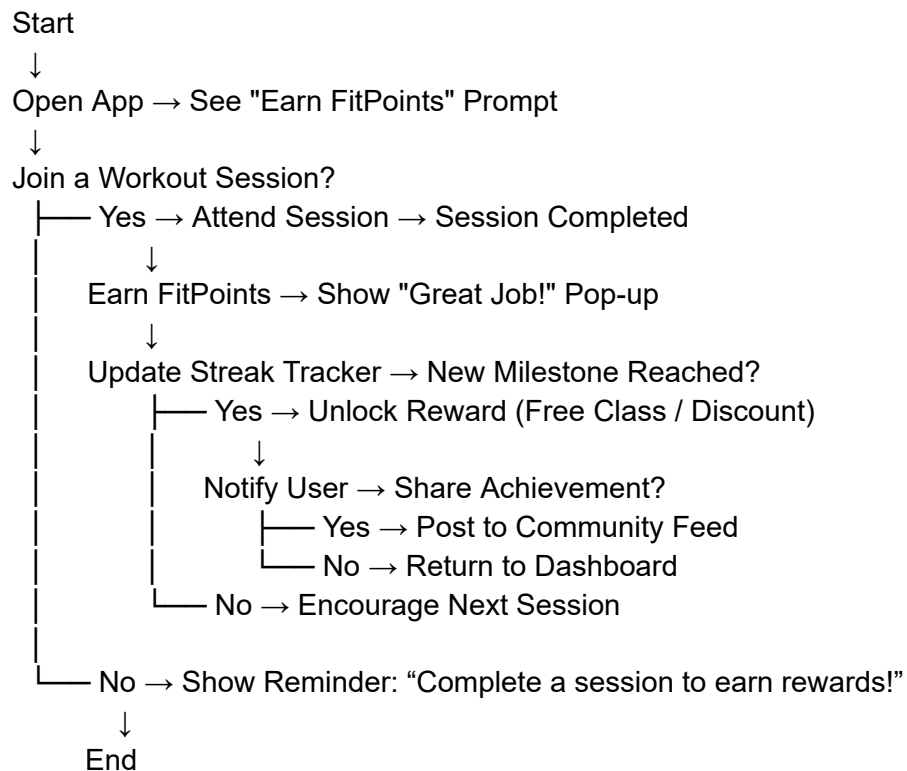
When – When does it ship and what are the milestones?

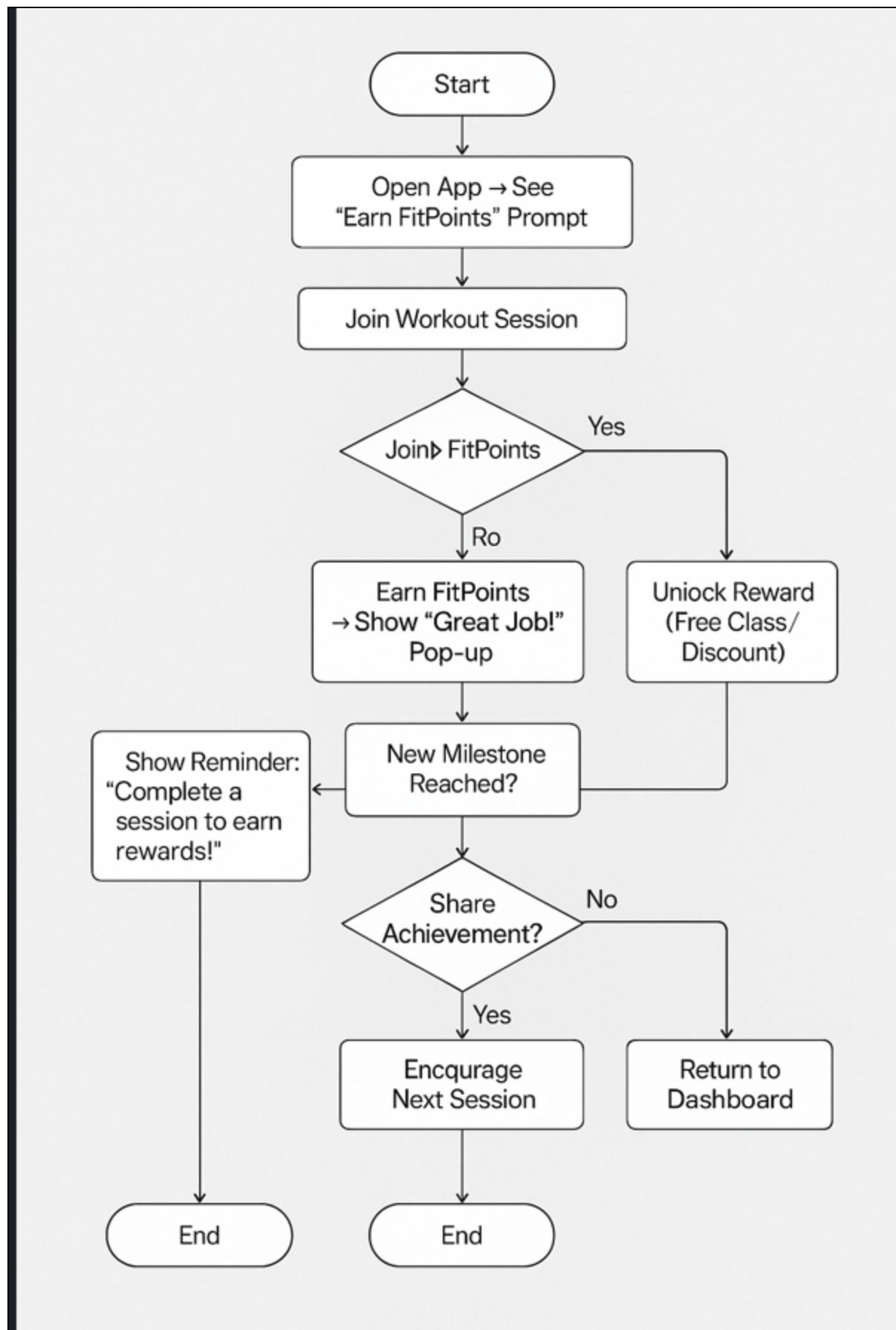
Milestone	Timeline	Deliverable
Wireframes & UX Concept	Week 1–2	Initial feature wireframes & flow mapping
Prototype Build	Week 3–4	Clickable prototype for internal testing
MVP Launch (Gamification)	Week 5–7	Partial user release
Beta (Community Challenges)	Week 8–10	Invite-only group challenge test
Full Rollout	Week 11–12	Public release & marketing campaign

References (Linked Sources)

1. [Business of Apps – Health & Fitness App Benchmarks 2025](#)
2. [UXCam – Mobile App Retention Benchmarks 2025](#)
3. [Adjust – App Retention Curve Insights](#)
4. [PMC Study – Fitness App Usage Frequency](#)
5. [PMC Research – Factors Influencing Fitness App Dropout](#)
6. [arXiv – Social Network Impact on Retention](#)

1. Gamification / Rewards Flow





2. Community Challenge Flow

