



# The Granola App

An app concept pitch.



MDIA 3295

App Development Strategy

**Term Project**



**The  
Granola  
App**

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# *What is* **Granola?**

“

**Granola** is an all-in-one lifestyle app that blends outdoor adventuring with structured workouts, nutrition tracking, and healthy habit building. Designed for people who love the outdoors but also want structured fitness routines and nutritional guidance, Granola provides mapping tools, community engagement, workout planning, and diet tracking in one unified platform. It brings together the best elements of AllTrails, MyFitnessPal, and Apple Fitness into a seamless wellness ecosystem.

# Functionality

01

## **Navigation**

For outdoor trekking maps.

02

## **Workout Planner**

For organizing workouts & accessing video tutorials.

03

## **Nutrition Tracker**

For calorie, macronutrient and micronutrient tracking.

04

## **Smart Scale Integration**

For weight trends & body metrics (via bluetooth).

05

## **Community Posts Leaderboards**

For users to socialize & share information on.

06

## **Personalized Goals**

Provided on a weekly basis. Based on user statistics & goals.

07

## **Progress Dashboard**

Displaying completed workouts, trails, & weight changes.

# Goals

## → User Goals

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- Track and improve health metrics through diet and exercise
- Explore outdoor trails safely and preparedly
- Stay motivated through community and personal progress data
- Combine the option to adventure with access to structured workouts, all in one place
- Simplify their healthy, active and outdoor lifestyle with an all-in-one app

## → Organizational Goals

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- Build a subscription based wellness one-stop-shop
- Partner with outdoor & athletic wear companies, gyms, and nutrition brands
- Create a high-retention lifestyle platform rather than a single-use/sign up trial
- Grow through community-driven engagement (hiking groups, challenges, creator partnerships)

# User Goals

01

Track and improve health through diet and exercise

02

Explore outdoor trails safely and efficiently

03

Stay motivated through community and progress data

04

Combine adventure with structured workouts in one place

05

Simplify their healthy lifestyle with one all-in-one app

# Competition

Granola is uniquely positioned among competitors, as it lives within the categories of outdoor navigation apps, fitness & workout apps, Nutrition & weight management apps, and habit tracking apps.

## Main Competitors



**AllTrails**



**MyFitnessPal**



**Nike Training**

### **AllTrails**

Navigation for hiking maps and and community posting.

### **MyFitnessPal**

Calorie, nutrient and ingredient information.

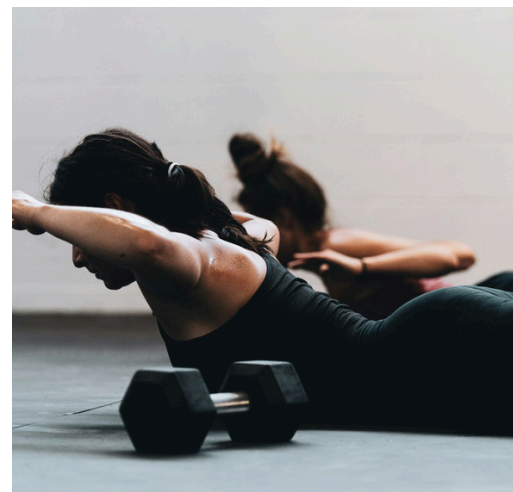
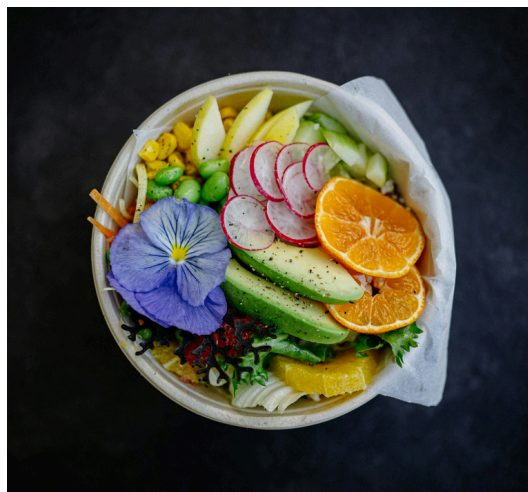
### **Nike Training Club**

A selection of structured workouts.

# Competitive Strategy

TrailFit competes by offering users something that none of their competitors do individually:

- Outdoor adventure + nutrition + functional exercise in one place
- A unified progress tracking system that displays how all activities contribute to health
- Personalized coaching that recommends workouts, trails and meal plans based on:
  - weather
  - fitness levels
  - dietary goals
  - personal diet & physical ability limitations
- Community challenges that combine trail exercise and indoor workouts (e.g. “1.5 miles trail running + 2 strength training sessions this week”)



# Possible Revenue Streams

## Freemium Model

**Free:** map access, basic tracking, limited workouts, calorie tracking

**Premium:** downloadable maps, AI coaching, full workout library, micronutrient tracking, meal plans

## Affiliations

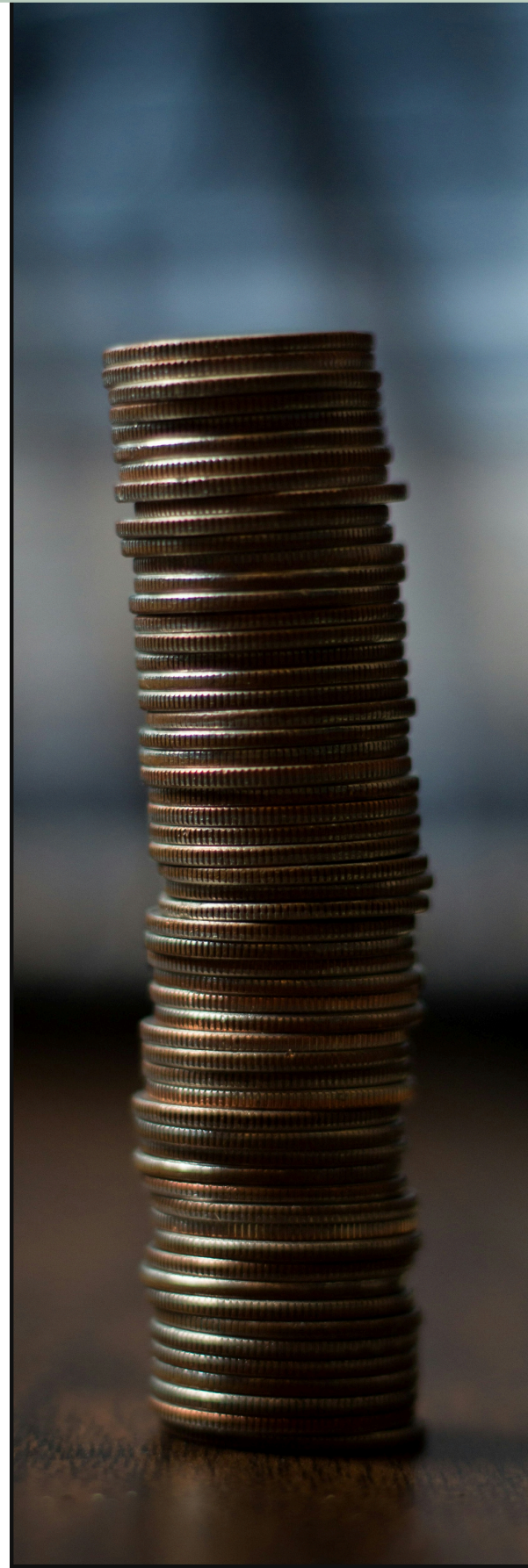
With nearby gyms, hiking gear, athletic clothing and nutrition supplement brands

## In-app Purchasing

For specialized programs (e.g. “January Reset Program”, “Paleo Meal Plan”)

## Sponsored Programs

From on-brand outdoor/wellness brands



# Marketing Strategies

## App Store Optimization

Using keywords like “trails”, “wellness”, etc.

## Influencer Partnerships

With fitness & outdoor online personalities

## Content Creation

Instagram & TikTok posts about health & adventure

## Referral Perks

“Unlock this Premium trail when you refer a friend.”



## Value Proposition

“For outdoor adventurers who want to build healthy habits, Granola is the app that lets you combine your passions and goals.”

# Onboarding

## 1: Select Lifestyle Focus

- Weight loss
- Muscle strengthening
- Flexibility & mobility
- Outdoor exploration
- Balanced fitness

## 2: Pick Preferred Activities

hiking, mountain biking, trail running, strength training, yoga, HIIT

## 3: Sync Devices

Smart scale (bluetooth),  
Apple Watch

## 4: Weekly Goal

Weight changes, trail distance, hours spent active, and/or calories

**WELCOME TO**



**GRANOLA**

For outdoor adventurers who want to build healthy habits, Granola is the app that lets you combine your passions and goals.

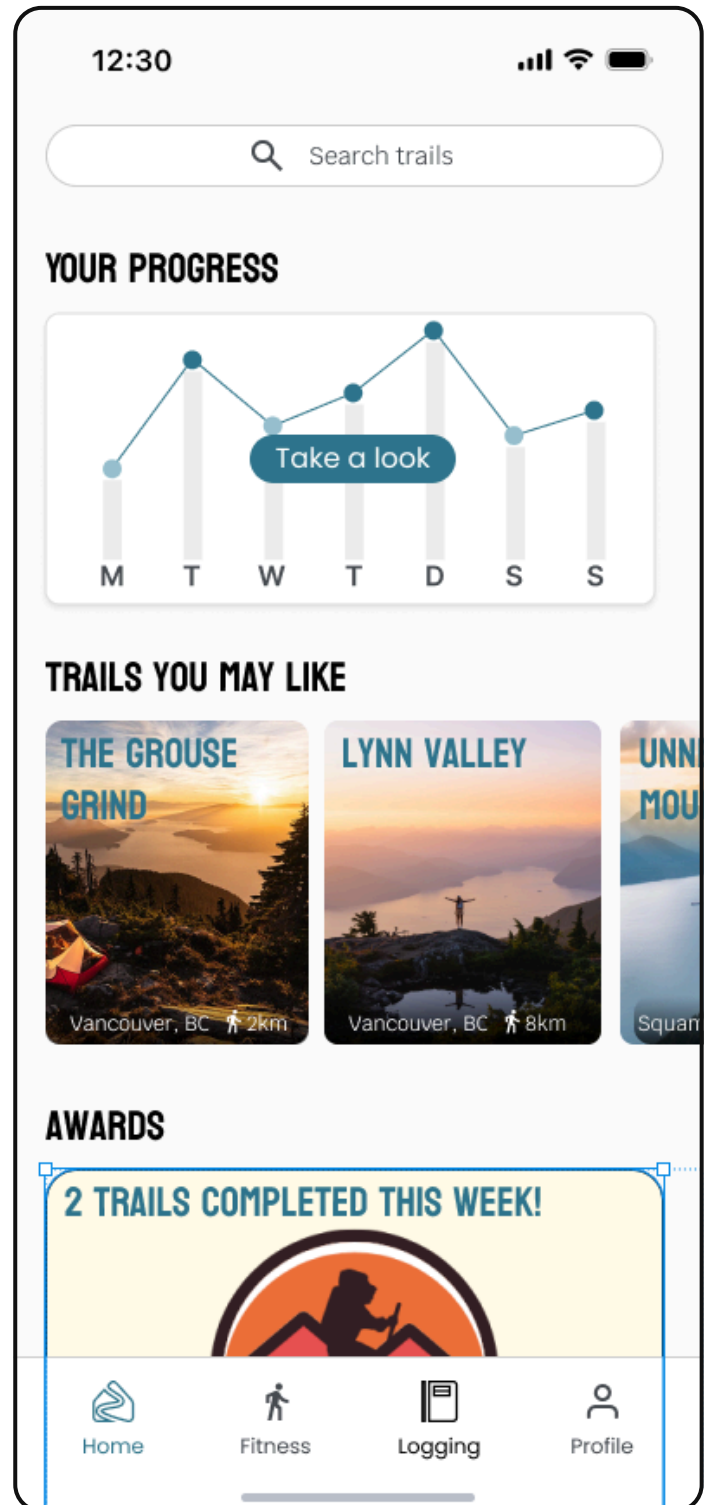
[Get Started](#)

[Sign up](#)

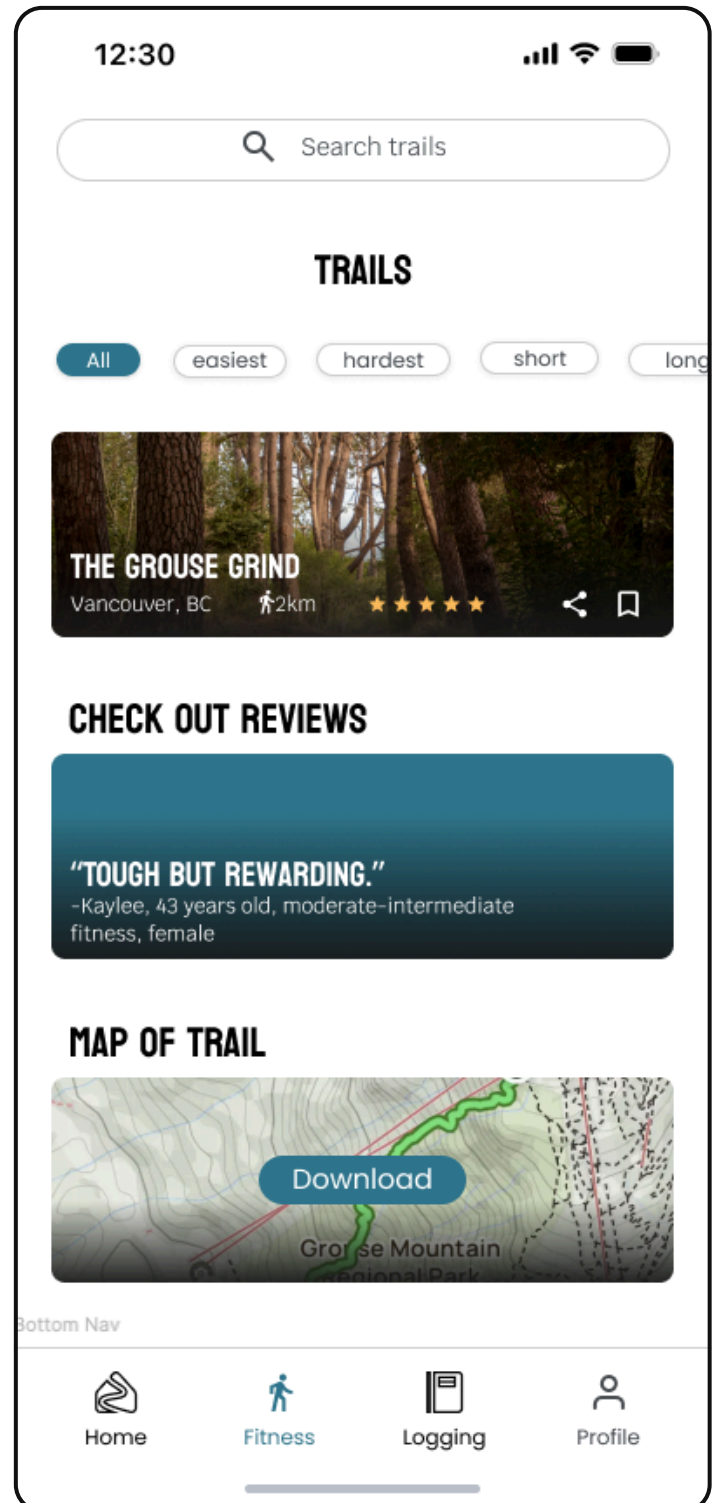
# Major Views

## Home

- Daily statistics: step counter, calorie total, water tracker, workouts completed
- Quick access to trails & workouts
- Motivational streaks and any progress maintained



# Major Views



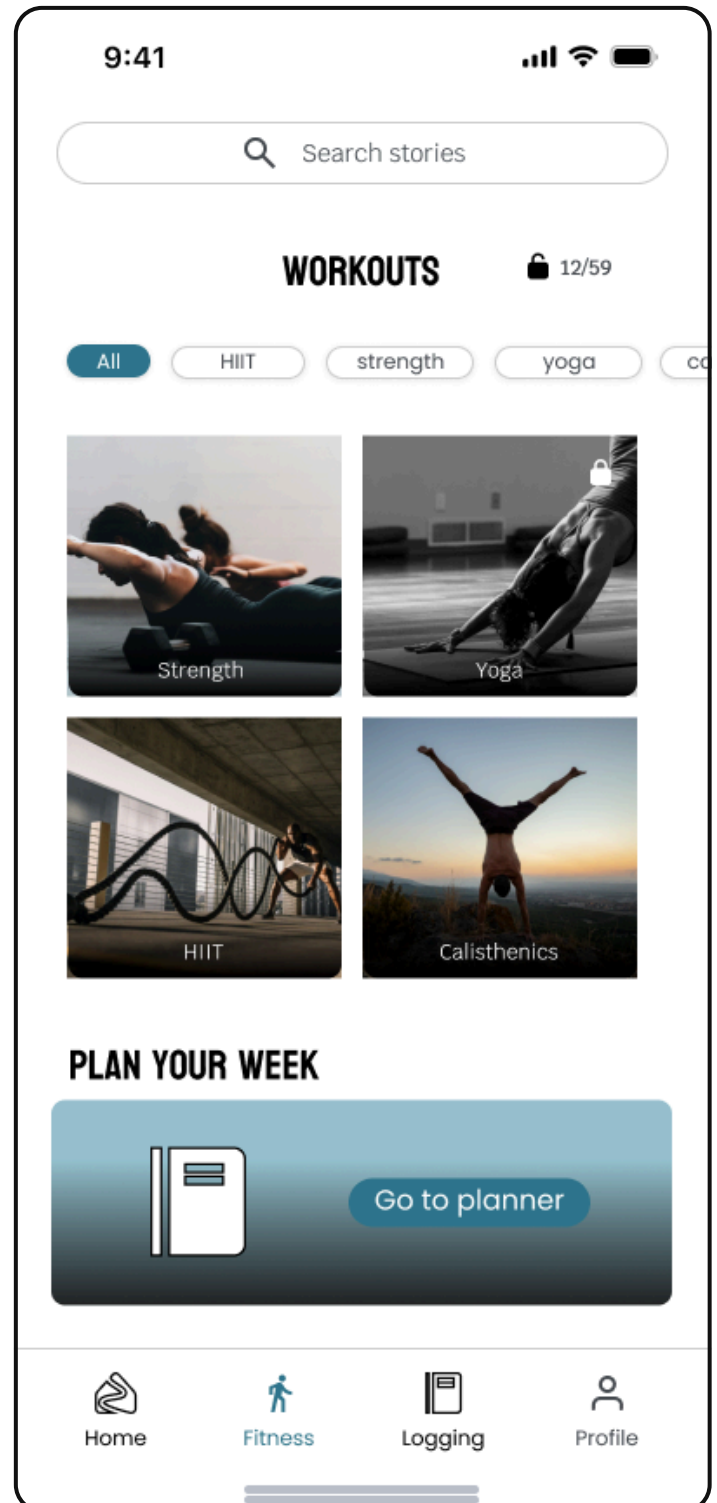
## Map & Trails Explorer

- Search trails by difficulty, length, elevation, terrain type
- Offline GPS tracking
- Trail reviews & photos
- Discussion board

# Major Views

## Fitness Hub

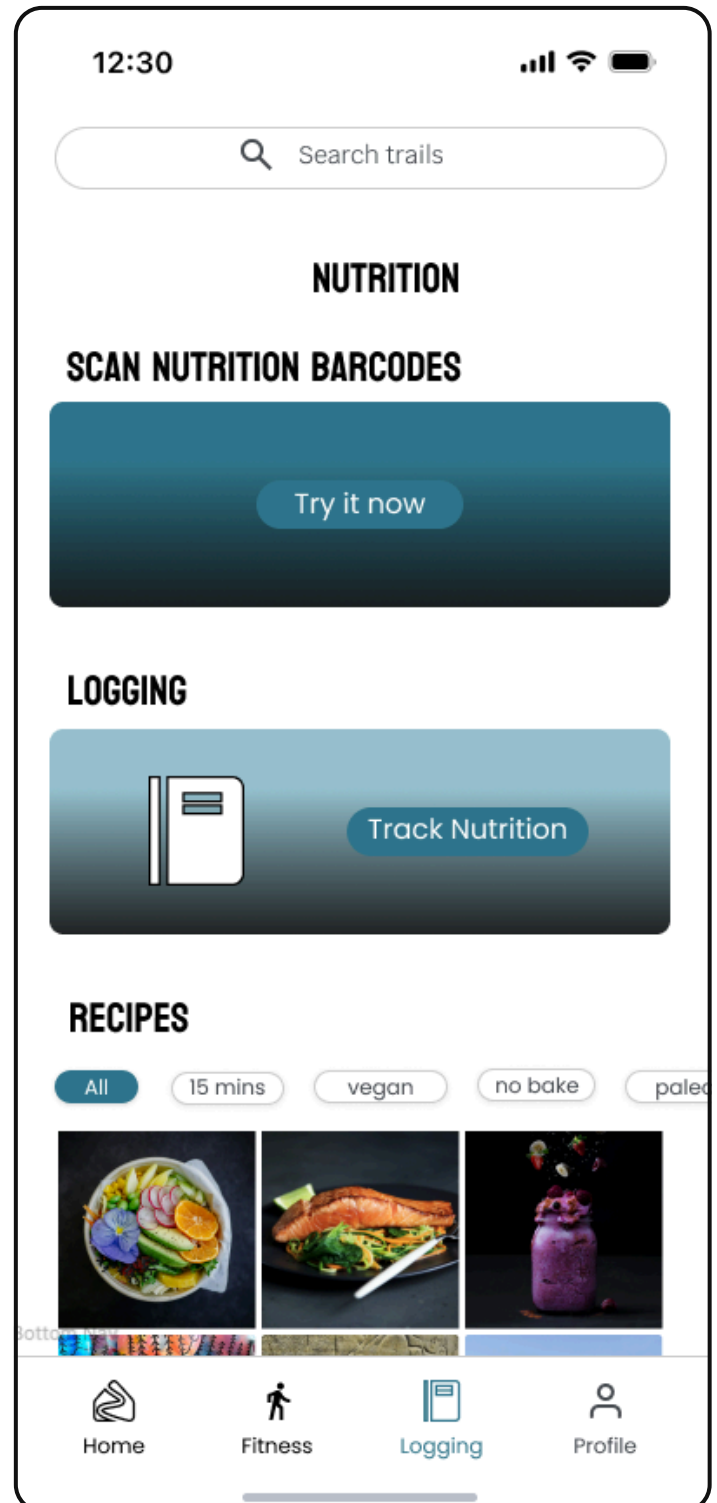
- Follow-along workout videos (strength training, HIIT, yoga)
- Weekly workout planner
- Personalized fitness programs



# Major Views

## Nutrition Page

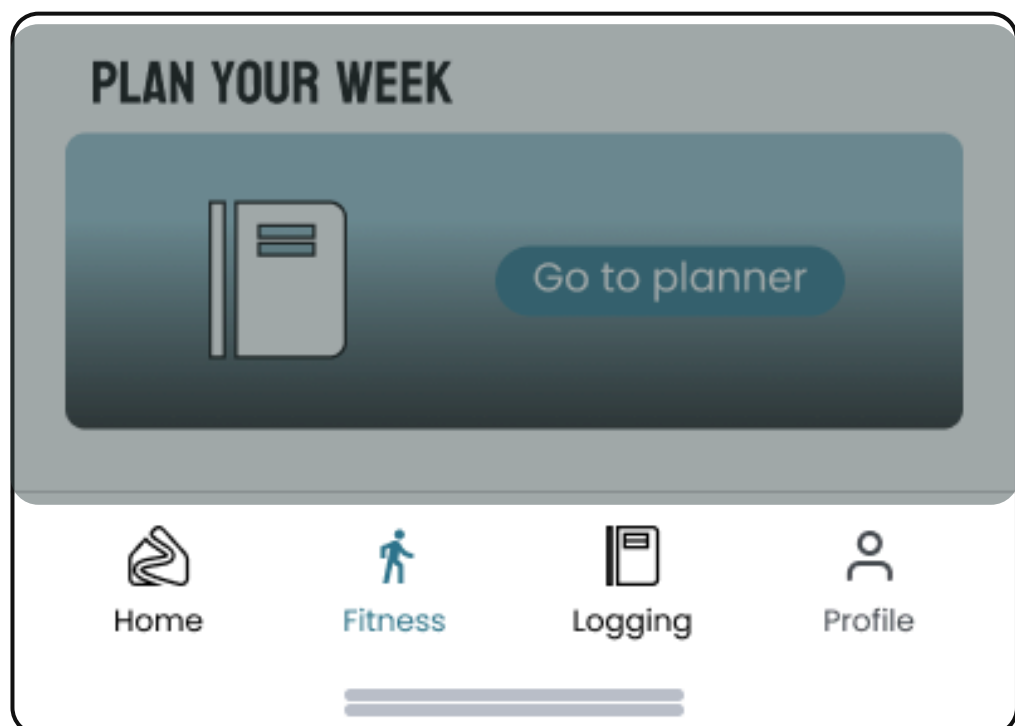
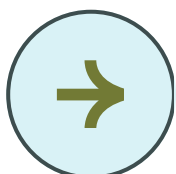
- Barcode scanner
- Calories
- Macro & micro nutrient information
- Meal logging
- Recipe suggestions based on goals
- Diet plan options



# Navigation Patterns

The navigation bar at the bottom of the screen allows users to quickly flip between the different categories of focus:

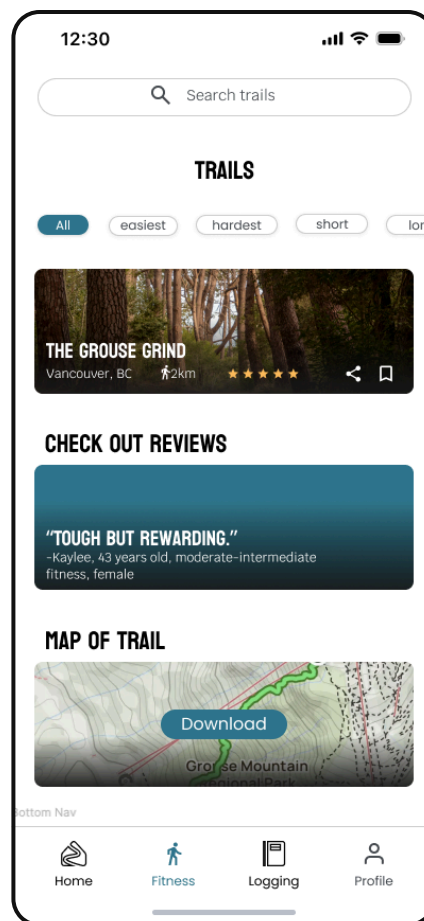
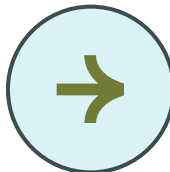
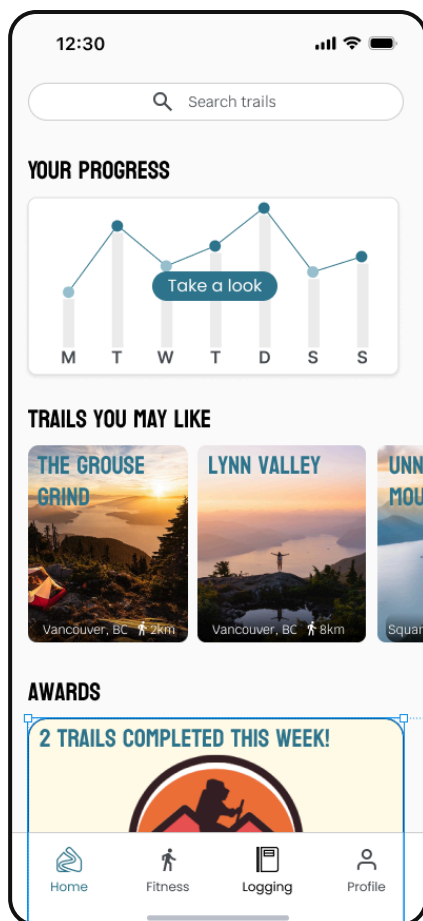
- Home (Shows progress, personalized recommendations, achievement recognition)
- Fitness (Both trails and workouts can be accessed under the Fitness tab)
- Logging (users can log everything regarding nutrition logging)
- Profile (Users can access information & may change goals/preferences)



# User Process

## Downloading a map for a Trail Hike

1. User opens Granola
2. User is presented with Home Screen
3. User selects a trail from “trails you may like”
4. User is taken to Trails page
5. User scrolls to bottom of screen, sees “Map of trail”
6. User taps “download” button



# Data Exchange & Technical Requirements



## Data Exchange

- Smart Scale: through the bluetooth sync with the smart scale, data about the user's body composition (weight, BMI, body fat %) is sent to the app.
- User preferences for outdoor activities, workouts and diet are saved within the app.
- The app integrates nutrition information from databases (eg. Health Canada)
- The app uses GPS & device sensors for route tracking

## Primary OS: iOS

Secondary (to be later implemented): Android

Reason: App syncs to Apple fitness & apple watch for data tracking

# Team Required

Product Manager

UX/UI Designer

iOS Developers (for coding the given designs)

Backend Developer (for integrating the authentication, APIs, & GPS for maps)

Data Engineer (for supplying the information regarding the nutrition database + analytics)

Certified Personal Trainer (for creating an effective, balanced and safe workout plan for users)

Registered Dietician (for ensuring recipes are nutritious, balanced and nourishing)

Professional Outdoor Activity Athletes (for educating team on safety precautions & restrictions)

# Development Iterations

## 1

### Duration: 1 month

- Design the layout of a user account
- Create list of trails
- Design the basic map viewer
- Create list of workouts
- Calorie logging
- Medium-fidelity wireframe all other pages

## 2

### Duration: 2 months

- integrate GPS trail tracking
- Add nutrition database
- Add first few workout videos
- Add Nutrition planner
- Smart scale Bluetooth integration
- Community photo & review posting

## 3

### Duration: 2 months

- Personalized goal suggestions
- Weekly analytics dashboard
- Users presented with featured challenges
- Offline maps become downloadable
- Add barcode scanner

## 4

### Duration: 1 month

- User testing
- Review & polish UI
- Marketing strategy

## Credit

- All photos from Unsplash
- Wireframe UX components (Fonts, button style) recycled from previous collaborative group project
- Assistance with portion of “Team Required” section creation from ChatGPT



# The Granola App



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