

# Market Research

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# *Project Overview*

## TrueForce Technologies App



- Existing website, backend, and firmware
- Develop a mobile application for both Google Play Store and Apple App store using their native language.
- Include current user/admin features
- Bluetooth stack to ensure reliable hardware connection
- Meet and exceed security requirements and standards
- User testable by the end of the semester
- Detailed Documentation for future development

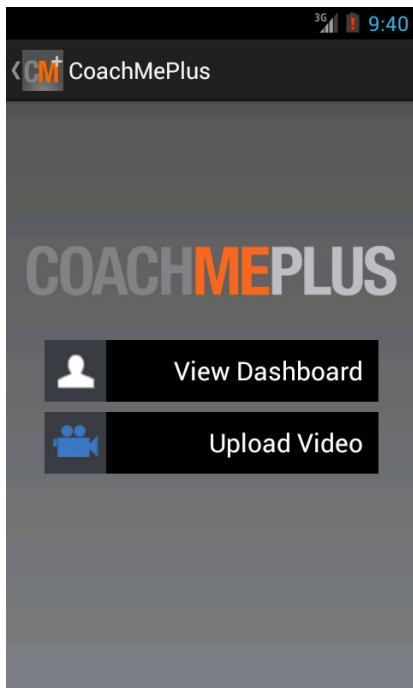
# *Problem Statement*

## TrueForce Technologies App



- Athletes' strength varies every day
- Unknown knowledge for what weights will improve strength without injuring
- Current data is not transferable across devices
- No security

# *Existing Products: CoachMePlus*



## Product:

- Data analysis for coaches to manage athletes
- Helps professional teams train safely and effectively
- Works with the Bills, White Sox, and LSU

## Drawbacks:

- Users input all data
  - Calories, hydration, performance
- Users rate exercises
- Many different products that are all separate subscriptions

# Existing Products: CatapultOne



## Product:

- Live tracking of an athlete's stats during practice
- Used by many DI programs
- Real time data collection makes it appealing

## Drawbacks:

- Battery life of the units connected to the app
- Data provided may be overwhelming (Thousands of data points)
- Can't transition between indoor/outdoor practices, loses connection

# Existing Products: Output



## Product:

- Provides data/reports for strength, power, and movement analysis
- It is small, is easy to set up, and has minimal hardware.
- The data is stored and visualized in graphs to see improvement.

## Drawbacks:

- It is expensive
- Some devices produce unreliable data
- Interpreting the data can be hard for some coaches

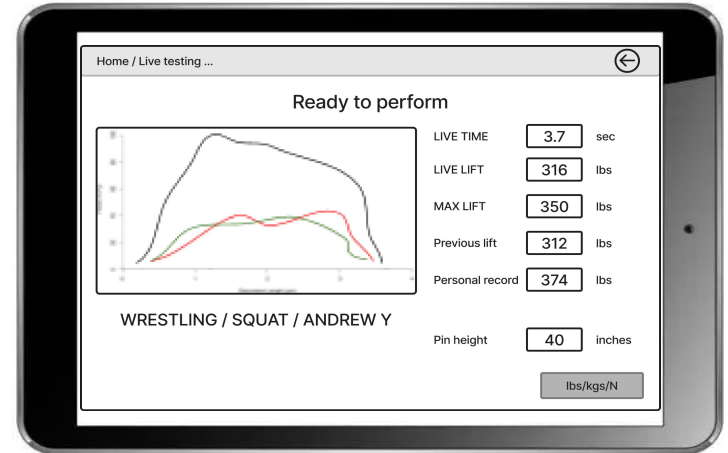
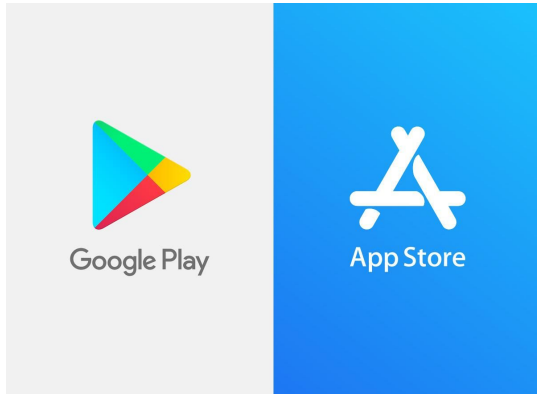
# Market Gap

- Downloadable on Apple and Google Play Store
- Automatic data entry
- Measured data values
- Strength focused only



# New Ideas

- Downloadable on Apple and Google Play Store
- Automatic data entry and storage
- Measured data values
- Strength focused
- Customized workouts based on current strength





# *Conclusion*

- TrueForce is a better option for training athletes
  - Easy to use
  - No manual data needed
  - Easy to interpret graphs
  - Personalized training
- Building on a already existing design
  - Focusing on app design
- Anyone is able to use the product, providing versatility to this product
- Physical aspect to the product sets it apart from competitors

*Questions?*