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Flash Research Draft: Apple ITunes and App Store

By the year 2016, the market for sports and fitness apps will exceed $400 million. “Terrain Trainer” is an outdoor fitness application that allows individuals to customize and share outdoor workouts on social media. The weather, location, recommendation, and sharing capabilities of this application will attract a large demographic of users, and create revenue through partnerships with popular product brands and clothing businesses, ensuring profitability and growth.

Terrain Trainer is an application in IOS ecosphere that allows individuals to plan outdoor workouts. Beneficial capabilities include weather, location, recommendation, and sharing features. The weather capability will provide the user with the “right now”, “hourly”, and “1 week” weather forecast. Based on the forecasted weather, the application will then recommend the appropriate clothing attire to accommodate the user; this recommendation will consist of select clothing brands and store locations. The location features use GPS technology to scan the individual’s surrounding area for potential outdoor fitness activity locations, such as running tracks, hiking trails, community parks, basketball courts, open fields, hills, etc. Based on the location that the user selects, Terrain Trainer can recommend fitness activities or allow the user to build their own custom workout. After the workout is completed, the user will have the ability to screenshot a list of their workout activities and share their custom outdoor workout through popular social media platforms such as Facebook, Twitter, Pintrest, Instagram, and Google+. Terrain Trainer allows for users to share their fitness accomplishments with followers, friends, family, and others interested in outdoor fitness activities.

Although the application will be available for users to download for free, major revenue streams from this application will come from partnerships with news and weather sources, apparel companies, and stores or local businesses. News sources will compete and pay to have their names included in the weather forecast. The fitness apparel recommendations will be based on the brands that pay us to recommend their products over the products of competitors; the same goes for companies where these brands can be purchased. The major costs associated with this application are the salary expenses for application developers, and fitness consultants to build recommended workouts. This application will drive interest from those interested in or already participating in outdoor fitness activity. Terrain Trainer will be easily available to users through the Apple ITunes App Store, and will prove profitable to our company.