



CASE STUDY

# Shaping a product from **zero** to **MVP**

Designing an AI personal trainer from 0→1, combining **strategy**, **UX**, and **intelligence** to create a system that **understands you**, **reads your body**, and **evolves with every session**.

Product Management

Product Design

AI / CV / iOS

# Shaping the product:

## Challenge, scope, constraints

### THE CHALLENGE

Build an AI personal trainer that delivers **real-time, human-like coaching through video**, while **adapting to user behavior over time**.

### MY ROLE

Owned end-to-end product from **research and problem definition** to **UX design, system thinking, and MVP scope decisions**.

### CORE CONSTRAINTS

Camera-based. No wearable. No gym. **Must feel like a real trainer, not a robot reading a script.**

# How the product took shape. Step by step.

## DISCOVERY

### Research & problem framing

User interviews, competitive audit, insight synthesis, Jobs-to-be-done mapping.

1

## DEFINE

### Strategy & scope

Personas, problem statements, product principles, PRD, roadmap prioritisation.

2

## DESIGN

### UX & UI design

IA, user flows, wireframes, high-fidelity UI, design system, prototype.

3

## DELIVER

### Test & validation

TestFlight launch, usability testing, metric analysis.

4

# Fitness advice is everywhere. Real results aren't.

## THE METHOD

### User interviews

4 participants. 25–35 years old, mixed fitness levels, quit at least one fitness routine in the last 12 months.

### Competitive audit

Evaluated 16 fitness apps across live coaching, form feedback, personalisation, and retention mechanics.

## KEY QUOTES

***"I know what to do. I just don't do it."***

Core insight: accountability gap.

***"It tracks everything, but I don't know what to do with it."***

Core insight: Apps never learn who they are.

***"If I skip a few days, I completely fall out of the routine."***

Core insight: price is a barrier, not preference.

***"I know a personal trainer would help, but I just can't afford it long-term."***

Core insight: price is a barrier, not preference.

## JOB TO BE DONE

● When I train alone, I want someone to notice and correct me so I don't waste effort or get injured.

● When motivation drops, I want something that reminds me of my progress so I feel it matters to keep going.

● When I miss a week, I want to return without shame.

● When I hit a goal, I want something physical to prove it.



# Why we built. Why this matters.

Here's why people keep failing, and what Pitio fixes.

## 78%

of gym-goers quit within 3 months

### Motivation fades quickly

Gym-goers often lose consistency over time and eventually give up without continuous support.

## 58%

injuries from poor form

### No real-time guidance

Incorrect form leads to poor results and increases the risk of injury over time.

## \$200

average cost per session

### Coaching is expensive

Personal trainers are unaffordable for most people.

## 80%

quit fitness apps in weeks

### Fitness apps don't adapt

No memory, no personalization, no evolution.

# Three personas. **One common need.**

**AK**

**Alex, 27**  
Software Engineer

"I train 4 times a week but I have **no idea if I'm doing it right**. My form is probably terrible."

## PAIN POINTS

- No feedback on form
- No corrections
- Can't afford PT.

## MOTIVATIONS

- Wants to stay injury-free
- See actual progress
- No wasted sessions

**Goal:** Train correctly, without a PT's price tag.

**SM**

**Sara, 34**  
Marketing manager

"I start strong every January. By March **I've quit again**. I just need someone who won't let me give up."

## PAIN POINTS

- Repeated quit cycle
- No one follows up
- Feels like she's starting from zero

## MOTIVATIONS

- Wants consistency
- Warm encouragement
- Not pressure

**Goal:** Build a habit that finally sticks.

**MJ**

**Marcus, 42**  
Director

"I used to have a PT. Best shape of my life. But **\$300 a week isn't sustainable**."

## PAIN POINTS

- Dropped PT due to cost
- Existing apps feel like a downgrade
- Need something location independent

## MOTIVATIONS

- Wants premium quality
- Needs flexibility
- Trains anywhere, any time

**Goal:** The PT experience, no cost barrier.

# What are we **actually** solving?

## PROBLEM STATEMENT

People who want to get fit **lack a consistent, intelligent presence** that watches them move, remembers their journey, and adapts to who they are.

## HOW MIGHT WE?

- ...make expert coaching feel personal and present without requiring a human PT?
- ...build a system that remembers who the user is across every session?
- ...make digital progress feel real, something tangible, not just a notification?

## PRODUCT PRINCIPLES

# 01

### Presence over content

Pitio should feel like someone is **in the room with you**, not a library you browse. Every interaction is live, reactive, and personal.

# 02

### Memory is the moat

Every session must leave the user **feeling known**. The system accumulates context, habits, patterns, progress, and acts on it.

# 03


### Warmth, not efficiency

The AI should sound **like a coach who cares**, not a robot completing a task. Tone, timing, and empathy are features.

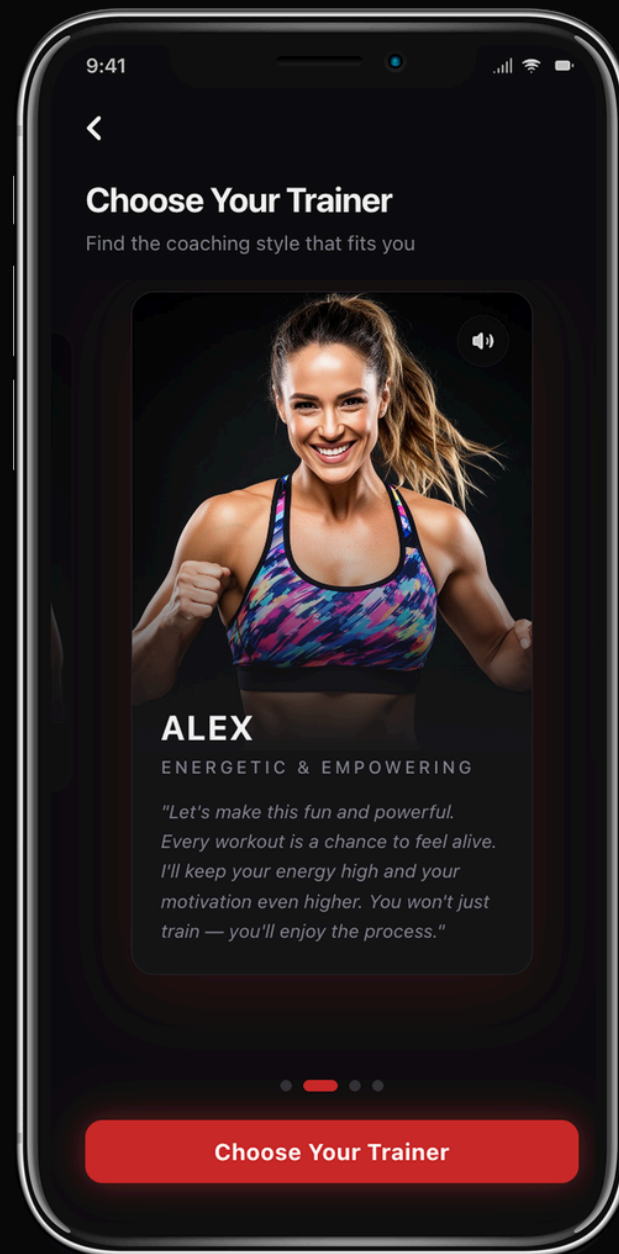
# What we built **first.**

FEATURE	IMPACT	EFFORT	PRIORITY	PHASE
<b>Live AI video call session</b> Real-time video coaching with visible AI trainer	High	High	Must have	MVP
<b>Voice coaching cues</b> Mid-rep corrections and encouragement	High	High	Must have	MVP
<b>Habit memory layer</b> The AI learns patterns, tendencies, progress	High	High	Must have	MVP
<b>Post-session feedback</b> Summary of form trends and next session focus	High	Med	Should have	Beta
<b>Coach personality presets</b> Drill sergeant, supportive, or silent—across all workouts	High	Low	Should have	Beta
<b>Milestone cards</b> Shareable achievement cards	Med	Low	Should have	V1.1
<b>Shareable reels</b> Auto-generated highlight clip of session	Med	Med	Could have	V1.1
<b>AI Trainer customization</b> Name, appearance, and voice personalisation	Med	Med	Could have	V2.1

# 6 months. Ship it.

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6
INFRA & AUTH	Backend infra · a...	Design system · ...				
ONBOARDING		Body scan · mov...	Onboarding flow ...	Paywall		
LIVE SESSION	CV pose engine · ...	Live video call se...	Stats panel · pau...	Sessio...		
AI & VOICE	Voice layer · TTS ...	AI voice cues · R...	Coach personalit...	Habit memory lay...	Habit memory (o...	Habit memory (re...
PRODUCT & UX			Workout plan gen...	Post-session fee...	Session history · ...	Home s...
GROWTH					Milestone cards · ...	Shareable reels · ...
LAUNCH				Clos...	TestFlight setup · ...	Beta launch — 31... 

# How it works: **The core experience**



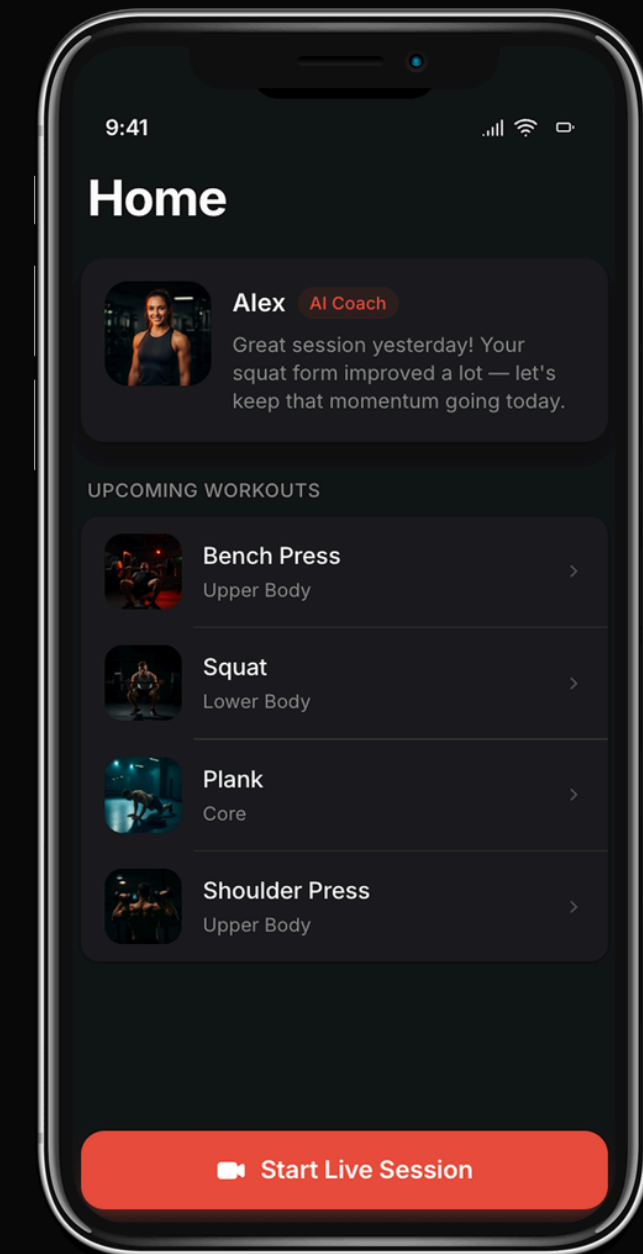
## **01** Pick your coach

Pick from AI coaches with different personalities, styles, and specialties across all workouts. Your coach matches the way you think and move.



## **02** Train in real-time

The AI coach leads every session live. It watches you, speaks to you, and corrects you in real time like someone actually training with you.



## **03** Build real progress

After every session, your coach surfaces a personalised insight. Your upcoming plan adapts based on what the coach observed.

# We tested. We learned.

Key interactions from the first prototyping testing:

TASK	MEASURED	KEY FINDINGS	DESIGN IMPLICATIONS
Choose a trainer based on personality	Decision time, hesitation	Trainer selection drove emotional engagement, particularly through voice, but this feature was sometimes overlooked.	Increase speaker visibility.
Start a live workout session from Home	Time to start session, CTA interaction rate	Home screen was clear and action-driven "Start Live Session" CTA was immediately understood.	No major changes needed
Follow the squat exercise during live session	Voice cue response, perceived clarity	Live session was intuitive and engaging, but frequent voice cues caused overload. Stats panel occluded video, reducing visibility.	Add cue budget-max urgency weighted. Switch to glassmorphism to preserve visibility.
End session and interpret results	Session completion rate, user satisfaction	End session CTA was clear, but lacked emotional closure. Users expected a stronger summary after finishing.	Prioritize a richer post-session summary.

# Thank you.

Built with curiosity, tested with real users,  
and shipped with care for every detail —  
from research to the last pixel.

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