"Bootcamp" - Personal Training App

Client retains Intellectual Property: Yes
Confidentiality Agreement required: No

Project Description:
The fitness industry is experiencing explosive growth Personal Training and Home Fitness. Fitness programmes such as p90x have demonstrated the popularity and effectiveness of home fitness and this growing market provides vast opportunities for those able to create new apps that build and improve on existing home fitness programs.

We'd like to create a home exercise/personal trainer app that can be used on multiple platforms (including mobile devices). It will build on some existing fitness apps but also include some compelling and cutting edge new functionality.

To work on this project you don't need to have any understanding of the fitness industry but you will need a passion and talent for programming or a keen interest in UI design and user experience. You have the freedom to use any technologies you'd like; as long as the app meets our basic requirements we don't mind.

We've participated in the ICT Project for the last 2 years and have a good understanding of what is realistic and achievable for 3rd year uni students. If you’re interested in using the ICT Project as a way of connecting with local employers, please note that in the past 2 years we've hired five ICT graduates from UTAS.

About the company

At Pearson we take learning personally. We believe education is for everyone, and we provide the tools for people to learn: whatever their age, wherever they are, in whatever fashion they choose. Our textbooks, courses and resources are available in print, online and through multilingual packages distributed to teachers and students all over the world.

We are the world's leading learning company with a portfolio that provides innovative textbooks, online testing, software solutions and integrated services. We are also part of the wider Pearson family which includes consumer publishing through Penguin and Dorling Kindersley and business information through the Financial Times.

We are the world leader in education publishing with 150 years of experience married with the very latest expertise in technology. We create interactive online
learning that supports every learner, regardless of their age or ability because it is never too late to start learning - or start enjoying it.

We provide education and assessment services in more than 65 countries. Products such as MyLabs, our bestselling digital homework and assessment programme, are changing the way students learn and teachers teach worldwide. Edexcel, the UK’s largest awarding body providing academic and vocational qualifications and assessment, is also part of the Pearson team.

Every day all over the world our products and services help learning flourish, and wherever learning flourishes, so do people.

**Project Technical Information:**

- It's possible the application will need to interface with the EQUELLA REST API but no final decision has been made (EQUELLA is our product)
- The application should be web-based and preferably written in an OO language such as Java or C# but this is negotiable. That said, as long as the app meets our basic requirements we don't really mind.
- Our software engineering team will be available for mentoring and assistance.

**Contact Information:**

Client Name (person who will be student contact): Mr Christian Andree  
Phone Number (business hours): 6223 8544  
Mobile Number (if have one): 0407 504 343  
Email Address: christian.andree@equella.com  
Website (if have one): http://www.equella.com/  
Address (where students will visit, not PO Box):

Level 1, 160 Collins Street, Hobart TAS 7000