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Under Armour - Record

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Award-Winning Product with 1.94 Million Users.

Mobile App Development • Manufacturing

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01 Client Bringing Apparel and Technology Together



Under Armour is a leading performance apparel company that believes in making athletes better through passion, design, and the relentless pursuit of innovation. The Under Armour Record is one such notable advancement. Essentially, it is a smart dashboard that tracks an athlete's sleep, fitness, activity, and nutrition. But it is built to function as so much more. The platform lets you set and reach goals, connect and sync devices, and follow friends as well as Under Armour athletes. In addition, it helps users cut through the clutter by delivering personal insights that add motivation and guide them to better performances.



Project Health & Fitness Tracking Like Never Before

Service Line -
App Development

Functions -
Analytics, Android,
iOS

Industry -
Health, Wellness, and
Fitness

Platforms -
Android, iOS

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Under Armour focused its efforts on expanding its presence in the connected fitness space by delivering a competitive suite of fitness tracking products. The idea was audacious and the first of its kind - introducing a new paradigm for tracking health and fitness data, brought to life through wearables and a mobile application. The unveiling of this product was planned for the Consumer Electronics Show in Las Vegas.

Mutual Mobile's ability to integrate a cross-functional team of industry-leading talent across all disciplines directly with the Under Armour digital team, to meet aggressive timelines, and prior experience working on numerous IoT projects with new-to-market hardware spoke for itself, and we were drafted in.



03

Challenge

Upping the Ante in the Connected Fitness Space



The challenge here was to develop an innovative and comprehensive mobile user experience that collated the data collected from wearables like the UA band, heart rate monitor, and scale with the UA HealthBox, and then display it in an insightful dashboard.

To get the ball rolling, we worked directly with Under Armour's connected fitness team in all aspects of the mobile project including engineering, design, program management, quality assurance, user testing and research, and wearables communications. Furthermore, to combat the aggressive timeline, we set up a talented team of 20+ individuals.



04 Solution Integrated Fitness Features Under One Roof



With the integration of all products into UA Healthbox, UA also envisioned a version of the Record app that could combine 50+ health and fitness trackers to provide detailed insights, while offering a 24/7 holistic view of athlete health based on sleep, fitness, activity, and nutrition. Keeping these objectives in mind, we:

Designed a Workflow

We put together a team of individuals to collaborate with UA's digital team to tackle challenges and meet aggressive timelines. The teams incorporated Agile to work on the project in two-week sprints. The retrospectives added time to pause and work on continuous improvement.



04 Solution Conquering Blockers with Innovation



Overcame Technical Challenges

Ambitious products and projects always have aggressive deadlines, which pose numerous challenges. One of the critical technical challenges included partnering with multiple hardware vendors through every phase of development, managing simultaneous iOS and Android integrations, and laying down a core architecture and flow relating to sensors, heart rate maps, audio, and cognitive coaching.

Developed a Bluetooth Framework

We also developed a proprietary Bluetooth framework that helped enhance the performance of device discovery, connection, session continuity, and firmware updates.



Outcome Winning Eight Awards at CES

Award-Winning Product

Under Armour won eight awards at CES 2016, including the 2016 Wearable Best in Show.



Massive Number of Users

Since its launch in 2016, the app had 194 million users with 2.6B workouts and activities logged in 2016.

High Reviews on App Platforms

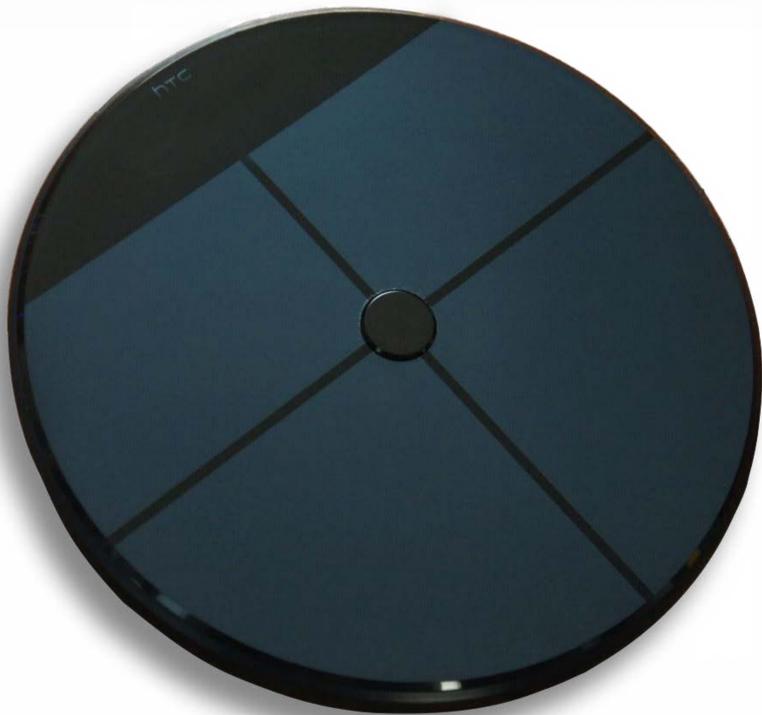
At the time of being live on Android and iOS platforms, the app garnered rave reviews in the form of 4 (13,795 reviewers) and 4.5 (9,255 reviewers) stars, respectively.



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Showcase

UA Record's Award-Winning Highlight Exhibit





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