

Current Situation and Development Path of Sports Fitness App Under the Background of Sports Power

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Abstract

With the rapid development of the times, the pace of people's life has become faster, the pressure of life has increased sharply, and sub-health status and the rejuvenation of diseases have become a common phenomenon in society, which has attracted great attention of the state and society. China implements the strategy of building a strong country through sports, hoping to enhance the national physique through sports. Since the emergence of the "Internet +" model, sports and fitness apps based on the "Internet + sports" model have been developing continuously and are deeply welcomed by the public. However, the development of sports fitness apps is still subject to various restrictions due to its own and external immature development conditions. This article discusses how to develop sports and fitness apps from three aspects: national policies, research and development of sports and fitness apps, and individuals, so as to promote them to give full play to their potential, drive national sports, and improve national physical and mental health.

Keywords

Sports power; Sports fitness app; Development approach.

1. Introduction

In 2019, the State Council issued the outline for building a strong sports country, which proposed that by 2035, the sports governance system and governance capacity will be modernized, and the proportion of urban and rural residents who have passed the national physical fitness measurement standard will exceed 92%. By 2050, China will be fully built into a socialist modern sports power, with the people's physical literacy and health level, comprehensive sports strength and international influence in the forefront of the world [1]. It also puts forward five strategic tasks, such as improving the public service system for national fitness, stimulating the vitality of market players, and promoting the construction of sports culture. However, the existing sports system can not fully meet the requirements of social groups for their own health, and has not yet reached the ideal level of national health.

According to the fifth national physical fitness monitoring in 2020, the overweight rate and obesity rate of adults in China were 35.0% and 14.6% respectively, an increase of 2.3 and 4.1 percentage points compared with 2014. The overweight rate and obesity rate of the elderly were 41.7% and 16.7% respectively, an increase of 0.1 and 2.8 percentage points compared with 2014 [2]. Compared with the monitoring in 2014, the overweight and obesity rate of adults and the elderly in China continues to increase, especially in the obesity rate. In addition, compared with the monitoring in 2014, men's grip strength and back strength, women's back strength continued to decline, and to some extent, the average level of men's muscle endurance also declined. On the whole, the strength quality level of adults showed a downward trend.

In recent years, the continuous decline of national physique has attracted great attention of the state. The state hopes to improve the national health level by improving the public physical exercise system. And with the advent of the Internet era, it provides a new opportunity for

national physical exercise. In 2014, the State Council issued several opinions on accelerating the development of the sports industry and promoting sports consumption, which raised national fitness as a national strategy, and encouraged the combination of the sports industry, the national fitness industry and the Internet to achieve leapfrog and subversive development [3]. In 2015, Premier Li Keqiang proposed the "Internet +" plan for the first time in the government report, advocating cross-border integration and industrial innovation. Therefore, inspired by the "Internet +" concept, the sports fitness app with the "Internet + sports" mode as the core appeared in the public view. In recent years, with the continuous improvement of sports fitness app technology and the continuous updating according to the market demand, it is popular in the market with its intelligence, convenience, interactivity and other characteristics. However, the sports fitness app currently in the market still has some limitations, and some people have some problems such as the solidification of their understanding of sports fitness app, which leads to social groups giving up halfway in the use process and not making the best use of their materials. Guided by the strategic idea of a national sports power, this paper explores how sports fitness apps can motivate people to move, improve their sports skills, delight their body and mind, and improve their physical and mental health from the three aspects of individuals, the market and the government.

2. Current Status of Sports Fitness Apps

2.1. Classification of Sports Fitness Apps

The sports fitness app, whose main content is sports fitness, is spread through mobile terminals, and can provide users with online services such as sports records, sports guidance, venue reservation, etc. its functions can be specifically divided into three categories [4]. Class I: record class. Monitor the exercise heart rate, record the exercise duration, track the exercise route, and attach certain social functions to expand the user's circle of friends and create an interactive sports circle; The second category: guidance. Provide online sports guidance, provide a series of fitness guidance such as yoga and lean fat shaping, or teach special sports skills and movement skills such as badminton, basketball and football, so as to solve users' questions in the process of sports; The third category: service. It focuses on providing appointments for offline services, such as venue reservations, one-to-one and one to many training appointments for fitness coaches or special sports coaches.

2.2. Development Status of Sports Fitness App

With the growth of physical exercise population and the support of national policies, the development trend of sports fitness apps is good. Intelligent research consulting released the panoramic survey and market demand forecast report of China's online sports fitness industry from 2020 to 2026, which shows that the sports fitness industry has entered the "Internet +" era, and the application of science and technology has helped the industry upgrade [5]. In March, 2020, the COVID-19 impact on life and Enlightenment insight report showed that during the epidemic period, the number of active users of the sports fitness app rapidly increased to 89.28 million, nearly doubling compared with previous years. Sports fitness apps have developed rapidly with the support of national policies and the increase of people's use demand [6].

However, many scholars have found that with the further development of the sports and fitness app market, APP began to have serious functional homogeneity, monotonous content and lack of innovation; A series of problems such as inaccurate recording of exercise data and unscientific calculation of exercise heat consumption; And although the market research and development and app update have never stopped, and the user stickiness has improved, the social flaunting outside the user's sports has become the driving force of sports. Some

marketing methods of sports fitness apps incorrectly guide users to form incorrect sports cognition, which is contrary to the original intention of sports health.

In addition, according to iResearch data in 2019, as the sports and fitness app with the largest number of users in China, the utilization rate of keep in developed regions is much higher than that in underdeveloped regions; In terms of user distribution, the audience is mostly in the age range of 25-35. It is also the main target customer of sports and fitness apps, and the overall architecture tends to be younger. Similar conclusions can be drawn by analyzing other sports fitness apps such as Yuedong circle and Gudong.

To become a sports power, we need to establish a full coverage fitness service system. The target people of sports fitness apps can not be limited to a certain social group, but need to be more diverse and inclusive, further develop the national fitness cause, and then improve the national physical and mental health level.

3. Ways to Break the Limitations of Sports Fitness App

3.1. Promote the Creative Development of Sports Fitness App

The market needs to break the homogenization dilemma of sports and fitness apps, and requires that more proactive measures be taken to avoid risks in the development of apps. For example, only by understanding the user's needs for some equipment in the process of exercise, the user's needs for interaction in the exercise link, the user's personalized needs for sports and fitness, and so on, can we carry out targeted functional block development; When the market research is fully completed and the user's use tendency and functional service demand are analyzed, the software thus developed will have more market development space and be able to obtain more market users. In addition, when developing such apps, enterprises should not only conduct in-depth research on user needs, but also analyze the advantages and disadvantages of existing apps, strive to innovate, enrich app content, and add interesting and professional fitness videos. There are many sports fitness software development biased towards the rigid teaching mode, which greatly affects the user's sense of experience. Therefore, it is suggested that the language style of coaches in the video content can be more diversified, or users can upload fitness tutorial videos by themselves, and then present the content after professionals select the videos with high quality of action completion, which can improve users' sense of participation and initiative. Finally, it is necessary to upgrade and optimize the app program and management mode, such as grading the sports content and learning from the game concept to form phased tasks with different difficulty levels; Or adopt the "profit" mode, and use virtual currency to reward users who insist on completing the fitness punch in task every day, and the virtual currency can be used to unlock their interested sports tutorials, exchange items, etc. Improve the rationality and scientificity of the content arrangement and management of sports fitness apps, so as to refine the objectives, ease the difficulty of tasks, improve users' interest in sports, stimulate users' exercise motivation, enhance their sense of pleasure in the process of sports, and form a virtuous cycle of happy sports and sports health.

All sports and fitness apps need to form their own style characteristics, improve their own competitiveness, promote the whole market to show a competitive situation of letting a hundred flowers bloom and competing for the best, create diversified choices for users, and provide a better platform for national fitness.

3.2. Promote Scientific Methods of Fitness App

In view of the inaccurate recording of sports data and the unreasonable arrangement of other sports sections in the app, due to the differences in age and physical fitness between users, the complexity of users' sports environment, and the differences in users' personal learning and understanding ability, it is impossible to accurately measure with mobile phone functions, and

it is also impossible to solve the problem from the perspective of product design. Here, two ways to solve this kind of problem are proposed.

First, we can make up for our own unreasonable problems by broadening the internal functions of sports fitness apps. By adding online guidance services for professionals, professionals can learn about users' physical fitness and sports conditions in the form of online questionnaires to help users choose sports courses in the app, formulate sports and fitness plans, or guide users' sports through the combination of online and offline, correct action errors, and reasonably arrange the contents of the sports section.

Second, establish links between sports and fitness apps, form a one-stop service, provide users with systematic and comprehensive sports and fitness services, promote users to form correct cognition, and reduce the probability of users forming wrong sports habits.

Through the above two solutions, users can get correct information and exercise scientifically, so as to achieve the effect of sports and fitness. In addition, it also brings more ways for app to make its own profits.

3.3. Promote the Popularization of Sports Fitness App Users

From 2020 to 2025, the society will enter a period of rapid development of population aging. The quality of life and spiritual needs of the elderly can not be ignored. At this stage, compared with the young people, the elderly group is more fond of sports, but there are few specialized institutions dedicated to the exercise of the elderly, and the public does not pay attention to the exercise and fitness of the elderly. Most people think that there is no market advantage for the elderly group, but on the one hand, because sports fitness apps are difficult for the middle-aged and the elderly to master, they virtually set a high threshold for the elderly group during research and development; On the other hand, there are few ways to guide the elderly to learn. The spiritual life of the elderly is not valued by social groups, which leads to this situation. The app R & D market and social groups need to change their own inherent cognition and recognize that the sports needs of the elderly in the sports and fitness market are not satisfied. In addition, the elderly have a lot of leisure time and extra energy to learn than young white-collar workers. Therefore, more and more people, including the elderly themselves, need to break the public's fixed cognition of the elderly group. The times are developing and people are making progress, People and society promote and complement each other, and the elderly group is also making progress with the development of the times. Today, the younger generation, as the mainstay of the society, will also become the elderly group in 20 to 30 years. They will be more able to adapt to the changes of the society. Therefore, the development of fitness app for the elderly is beneficial to the physical health of the elderly group and the development of the social market. The exercise way of the elderly group is generally relatively single, the exercise load is low, and the exercise content is composed of some simple sports skills. However, for many elderly people, the formation of sports skills is also very important, which helps to establish the habit of long-term exercise of the elderly. Therefore, the sports and fitness cause of the elderly needs to be guided in many aspects. In terms of cognitive level and learning ability, some elderly people do have physical and psychological limitations. During the development of app, attention should be paid to some relatively simple composition and operating procedures, and voice can be used to facilitate its operation. As for the formation of sports skills for the elderly, it mainly serves the purpose of physical and mental health. App content should mainly use some intuitive and easy to understand content, and mostly use video for online guidance for the elderly. It needs to have certain flexibility to prevent sports injuries caused by excessive requirements during special sports for the elderly. The elderly lack emotional care. They can also contact professional sports and fitness people and more people with the same hobbies through online live broadcast and app legal channels to learn sports skills, communicate with each other and promote physical and mental health.

3.4. Promote the Specialization of Sports Fitness App

At the present stage, various mobile client apps that transmit information spread different opinions about fitness, shaping and health preservation. Most of them do not have a complete scientific basis, or are only applicable to a certain group of people. What's more, they exaggerate the actual role of a product for the purpose of marketing. Excessive one-sided and scattered knowledge is very easy to make people form wrong perceptions. Therefore, sports and fitness apps need to give people a correct guide, Hiring professionals to filter one-sided and extreme views and provide scientific sports knowledge can also improve the audience's trust in them and help users form a correct understanding. In addition, sports and fitness apps can cooperate with relevant social and medical departments to improve their scientificity. Develop the sports rehabilitation module to help the social population correct the abnormal physiological structure caused by incorrect living and working habits, or with the permission of myself and the medical institution, publish the real cases on the app platform, so that the sub-health population can have medical treatment and evidence to follow, and warn the healthy population to maintain correct living, working and entertainment habits.

3.5. Summary of This Chapter

Breaking the limitations of sports and fitness apps requires the market to give full play to its initiative. Developers should give full play to their creativity according to market demand, broaden their revenue channels, and respond to the call of a sports power to improve the level of national sports and fitness. In this process, the national policy encourages and supports the research and development of sports and fitness app market. At the same time, it is necessary to strictly supervise it and issue relevant policies to crack down on illegal acts that damage the interests of the state and the people. On the personal side, we should make rational use of fragmented time, make full use of sports fitness apps, learn theoretical knowledge, establish a complete knowledge system related to sports, carry out scientific sports, improve sports ability, form sports skills and lifelong sports, and promote the sustainable development of their physical and mental health.

4. Conclusion

There is a long way to go to build a socialist modern sports power. From the aspect of sports fitness app, this paper puts forward that to improve the national health level, it is necessary to open up new roads, seek new development opportunities, and respond to the national call. Broaden the market of sports and fitness apps from the aspects of creative, scientific, professional and extensive users. From the personal perspective, according to personal needs, choose a sports fitness app that is suitable for you, learn about sports knowledge and skills, and make full use of its functions for scientific exercise. In this process, the State encourages and supports the development of sports and fitness apps and combats their illegal and criminal acts, standardizes users' behavior and speech in the process of using sports and fitness apps, and continues to promote the normal development of national fitness. This paper puts forward the above views, hoping to promote the better development of sports fitness app to a certain extent, improve the sports level of the whole people, and promote the country to become a socialist modern sports power.

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