

Feature Gap Analysis

Zing Coach · Freeletics · Fitbod · PulseIQ

Competitive feature mapping across 8 categories · February 2026

	✓ Full support	■ Partial / limited	✗ Not available	Green column = PulseIQ planned capability
Feature	Zing Coach	Free-letics	Fitbod	PulseIQ
CORE WORKOUT FEATURES				
AI-Personalised Workouts	✓ <i>14 variables</i>	✓ <i>1T combinations</i>	✓ <i>400M data pts</i>	✓ <i>Preference-based</i>
Exercise Library	✓ <i>500+</i>	✓ <i>700+</i>	✓ <i>1,600+</i>	✓ <i>Condition-filtered</i>
Progressive Overload	✓	✓	✓ <i>Auto sets/reps/weight</i>	✓ <i>Adaptive pacing</i>
Post-Workout Feedback Loop	✓ <i>Difficulty rating</i>	✓ <i>Difficulty rating</i>	✓ <i>Difficulty rating</i>	✓ <i>Energy + effort</i>
Apple Health / HealthKit Sync	✓	✓	✓	✓
Apple Watch Support	✓	■ <i>Limited</i>	✓	✓
Custom Workout Builder	✓	✓	✓	✓
Warm-Up & Cool-Down	✓	✓	✓	✓ <i>Mindful cool-down</i>
PERSONALISATION & AI				
Health Condition Accommodation	■ <i>3 preset categories</i>	✗ <i>None</i>	✗ <i>None</i>	✓ <i>Full preference mapping</i>
Onboarding Preference Mapping	■ <i>Fitness-focused</i>	■ <i>Goal-focused</i>	■ <i>Goal-focused</i>	✓ <i>Lifestyle & health-focused</i>
Injury-Aware Modifications	■ <i>Limited swaps</i>	✗ <i>None</i>	✗ <i>None</i>	✓ <i>Built-in per condition</i>
Energy/Fatigue Adaptation	✗	✗	✗	✓ <i>Pre-workout check-in</i>
Transparent AI Reasoning	✗	✗	✗	✓ <i>Explains recommendations</i>
Doctor-Referral User Flow	✗	✗	✗	✓ <i>Dedicated pathway</i>
Multiple Intensity Profiles	✓	■ <i>Journey-based</i>	✓ <i>Goal-based</i>	✓ <i>Condition-informed</i>
WORKOUT MODALITIES				
Bodyweight / No Equipment	✓	✓ <i>Core strength</i>	✓	✓
Gym / Free Weights	✓	■ <i>Via Decathlon</i>	✓ <i>Specialised</i>	✓
Low-Impact Options	■ <i>Limited</i>	■ <i>Limited</i>	✗ <i>None</i>	✓ <i>Default for conditions</i>
Seated / Chair Workouts	✗	✗	✗	✓ <i>Available by preference</i>

Feature	Zing Coach	Free-letics	Fitbod	PulseIQ
Short Sessions (≤15 min)	✓ 7-min minimum	✓	✓	✓ Default for 40–60 demo
Flexibility & Mobility	✓	✓	■ Limited	✓
Walking / Light Cardio	■	■	✗ None	✓ Primary option
Real-Time Form Correction	✓ Zing Vision (camera)	✗	✗	■ Guided cues (no camera)
NUTRITION				
Calorie / Food Logging	✗ No native tracker	■ Separate paid app	✗ None	✓ Integrated tracker
Meal Plans	✗	✓ Separate app, 330+ recipes	✗	✓ Built-in, condition-aware
Nutrition–Training Integration	✗	✗ Siloed	✗	✓ Linked feedback loop
Macro / Micronutrient Tracking	✗	■ Separate app only	✗	✓
Condition-Aware Nutrition	✗	✗	✗	✓ Heart-healthy, low-impact diets
MENTAL WELLNESS & PSYCHOLOGICAL SAFETY				
Mental Wellness / Mindset	■ Affirmations only	✓ Audio coach (premium)	✗ None	✓ Stress-first movement flow
Stress & Sleep Guidance	✗	✓ Mindset Coach	✗	✓ Movement adapted to stress
Mood / Energy Check-In	✗	✗	✗	✓ Pre-session check-in
Breathing & Mindfulness	■ Visual meditations	✓ Audio sessions	✗	✓ Every session cool-down
Psychological Safety by Design	✗	✗	✗	✓ Core design principle
COMMUNITY & SOCIAL				
Social / Community Feed	■ Fitness Circles (iOS only)	✓ 60M users, underutilised	✗ None	✓ Health-focused peer groups
Challenges & Leaderboards	■ Monthly challenges	✓ Yes	✗ None	✓ Progress-focused, not ranked
Accountability Matching	✗	✗	✗	✓ Shared-condition groups
Community for 40–60 Demographic	✗	✗	✗	✓ Core audience
UX & ACCESSIBILITY				
Beginner-Friendly Onboarding	✓ Feature-rich but complex	■ Goal-based	■ Workout-focused	✓ Preference-led, no intimidation
Non-Fitness Language	✗	✗	✗	✓ "Movement" not "fitness"
No Guilt / Streak Pressure	✗ Streak tracking	✗ Streak tracking	✗ Streak tracking	✓ No streak punishment

Feature	Zing Coach	Freeletics	Fitbod	PulseIQ
Accessible for Disabilities	✗	✗	✗	■ <i>Seated options; limited</i>
Cross-Platform Parity	■ <i>Android lags</i>	✓	■ <i>Android lags</i>	✓ <i>Parity from launch</i>
Data Export / Portability	✗	✗	✗	✓ <i>Progress shareable with GP</i>
PRICING & MONETISATION				
Monthly Price	■ \$18.99	■ ~\$12-20	■ \$15.99	✓ TBD
Annual Price	■ \$59.99	■ \$74.99-\$79.99	■ \$95.99	✓ TBD
Free Tier	■ <i>Limited features</i>	✓ <i>~34 workouts</i>	■ <i>7-day trial</i>	✓ TBD
HSA/FSA Eligible	✗	✗	✓ <i>Via Flex</i>	✓ <i>Target from launch</i>

KEY TAKEAWAYS

- PulseIQ is the only app with full coverage across condition-aware personalisation, psychological safety, and integrated nutrition-movement — the three gaps no competitor has addressed.
- All three competitors score well on core workout features and AI personalisation but are built for a demographic (25–45, health-as-aesthetics) that PulseIQ does not target.
- The PulseIQ advantage is architectural: preference-based data collection, no-guilt UX, and condition-informed movement all require a different product foundation — not just additional features.