Bravo Built Program Assignment Logic

Executive Summary

The Bravo Built questionnaire uses an intelligent scoring system to match users with their ideal fitness program. By analyzing 8 key factors—experience, goals, equipment, and lifestyle—the system ensures every user receives a safe, effective program recommendation tailored to their unique situation.

The Four Programs

1. Bravo Beginner

Target Audience: New lifters with 0-12 months of experience

Focus: Proper form, technique mastery, and building foundational confidence

Intensity: Low to moderate

Equipment: Minimal requirements (dumbbells acceptable)

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2. Bravo Bae

Target Audience: Individuals focused on aesthetic goals

Focus: Sculpting specific areas (glutes, arms, core)

Intensity: Moderate

Equipment: Standard gym equipment

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3. Bravo Protocol

Target Audience: Intermediate to advanced lifters

Focus: Strength development, hypertrophy, and performance

Intensity: Moderate to high

Equipment: Full gym access required

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4. Bravo Beast

Target Audience: Elite lifters with 3+ years of experience

Focus: Advanced periodization, PR pursuit, specialized muscle training

Intensity: Very high

Equipment: Full gym with platform and specialty equipment

How the System Works

Step 1: Data Collection (8 Questions)

The questionnaire collects information across these dimensions:

1. **Training Experience** — How long they've been lifting weights

2. **Confidence Level** — Comfort with barbell movements

3. **Primary Goals** — What they want to achieve

4. **Equipment Access** — What equipment they have available

5. **Training Style** — Their preferred training approach

6. **Physical Limitations** — Any injuries or restrictions

7. **Time Availability** — Weekly training commitment

8. **Athletic Background** — Previous sports or training history

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Step 2: Scoring System

Each answer assigns points to one or more programs based on relevance.

Example Scoring:

- **Answer:** "3+ years experience"

    o Bravo Beast: +3 points

    o Bravo Protocol: +1 point

- **Answer:** "Sculpt and tone goals"

    o Bravo Bae: +3 points

Step 3: Smart Assignment Logic

The system doesn't simply assign the highest-scoring program. Instead, it applies intelligent safety rules and qualification gates.

Rule 1: Safety Overrides (Highest Priority)

If a user indicates injuries or needs low-impact modifications:

- **All scores are overridden**

- **Assignment:** Beginner or Bae

- **Reason:** User safety is non-negotiable

Rule 2: Beast Qualification Gate

Even if Beast has the highest score, the user must meet ALL of these criteria:

- 3+ years of lifting experience

- High confidence with barbell movements

- Elite equipment access (full gym with platform)

- Performance or PR-focused goals

- Total Beast score of 10 or higher

If any criterion is not met: User is assigned to Bravo Protocol instead.

Rule 3: Time-Constrained Routing

If a user has limited time availability (2-3 days/week):

- Check their secondary goals

- Aesthetic goals → Assign Bravo Bae

- Foundation/form goals → Assign Bravo Beginner

Rule 4: Highest Score Wins

After all overrides and qualification checks:

- Calculate final scores for all programs

- Assign the program with the highest score

- Provide personalized explanation to the user

Real-World Examples

Persona 1: Sarah - The Complete Beginner

Profile:

- Experience: 3 months

- Confidence: Low

- Goals: Learn proper form

- Equipment: Basic dumbbells

Assignment: Bravo Beginner

Explanation: "Based on your experience level and focus on learning proper technique, Bravo Beginner is the perfect starting point."

Persona 2: Jessica - The Sculpt Seeker

Profile:

- Experience: 1 year
- Confidence: Medium
- Goals: Sculpt glutes and arms
- Equipment: Full gym

Assignment: Bravo Bae

Explanation: "Based on your aesthetic goals and training preferences, Bravo Bae will help you achieve the sculpted look you're after."

Persona 3: Mike - The Strength Builder

Profile:

- Experience: 2 years
- Confidence: High
- Goals: Build strength
- Equipment: Full gym
- Background: Former athlete

Assignment: Bravo Protocol

Explanation: "Based on your experience and strength-building goals, Bravo Protocol will challenge you with progressive overload and advanced programming."

Persona 4: Alex - The Beast Candidate

Profile:

- Experience: 4 years
- Confidence: Expert
- Goals: Hit PRs and maximize performance
- Equipment: Full gym with platform
- Time: 5-6 days/week

Beast Criteria Check:

- √ 3+ years experience
- √ High confidence with barbells
- √ Elite equipment access

- ✓ Performance-focused goals
- ✓ Beast score ≥ 10

Assignment: Bravo Beast

Explanation: "Based on your extensive experience, confidence, and performance goals, you're ready for the elite-level programming of Bravo Beast."

Detailed Scoring Breakdown

Question 1: Training Experience (How long have you been strength training consistently?)

Answer	Beginner	Bae	Protocol	Beast
0-6 months	+2	0	0	0
6-12 months	+1	+1	+1	0
1-2 years	0	0	+2	0
2-3 years	0	0	+2	+1
3+ years	0	0	+1	+3

Question 2: Confidence with Barbells (How confident are you with barbell movements (squat, deadlift, bench press)?)

Answer	Beginner	Bae	Protocol	Beast
Not confident	+2	+1	0	0
Somewhat confident	0	+1	+1	0
Very confident	0	0	+1	+2
Expert level	0	0	0	+3

Question 3: Primary Goal (What is your PRIMARY fitness goal?)

Answer	Beginner	Bae	Protocol	Beast
Learn proper form	+2	0	0	0
Sculpt and tone	0	+3	0	0
Build strength	0	0	+2	+1

Answer	Beginner	Bae	Protocol	Beast
Gain muscle size	0	+1	+2	+1
Hit PRs	0	0	+1	+3

Question 4: Equipment Access (What equipment do you have access to?)

Answer	Beginner	Bae	Protocol	Beast
Dumbbells only	+1	+1	0	0
Home gym	0	0	+1	+1
Commercial gym	0	0	+2	+2
Full platform	0	0	+1	+3

Question 5: Training Style Preference (Which training style appeals to you most?)

Answer	Beginner	Bae	Protocol	Beast
Perfect form focus	+2	0	0	0
Muscle shaping	0	+3	0	0
Balanced approach	0	+1	+2	0
High intensity	0	0	+2	+2
Elite periodization	0	0	+1	+3

Question 6: Physical Limitations (Do you have any physical limitations?)

Answer	Override Action
Injury recovery	→ Modified Beginner
Chronic condition	→ Modified Beginner
Low-impact preference	→ Modified Bae (if aesthetic goals)
No limitations	Continue normal scoring

Question 7: Time Availability (How much time can you commit to training per week?)

Answer	Beginner	Bae	Protocol	Beast	Special Flag
2-3 days	+1	+2	0	0	Time-limited
3-4 days	0	+1	+2	0	—
4-5 days	0	0	+2	+2	—
5-6 days	0	0	+1	+3	—

Question 8: Athletic Background (What best describes your athletic background?)

Answer	Beginner	Bae	Protocol	Beast
No background	+1	0	0	0
Recreational	0	+1	+1	0
Former athlete	0	0	+3	+1
Current competitor	0	0	+2	+3