

UX UI Project

Let's do some sports!

Creation of a sports app with data tracking on mobile and e-watch (data visualization).

Yara is a runner. She runs 5 times a week and she's passionate! She'd like to challenge her own performance to make sure she is making progress.

Yara uses an Apple Watch and her iPhone.

"I wish I could have consistent data about my trainings, more than what already exists. I can run with my watch and I'd like to analyze and share my results with my sport coach."

She asks you to design an app on a watch and on mobile that could solve her problem.

You have to meet her after two weeks to give a presentation of your work, after completing a tested high-fidelity prototype.

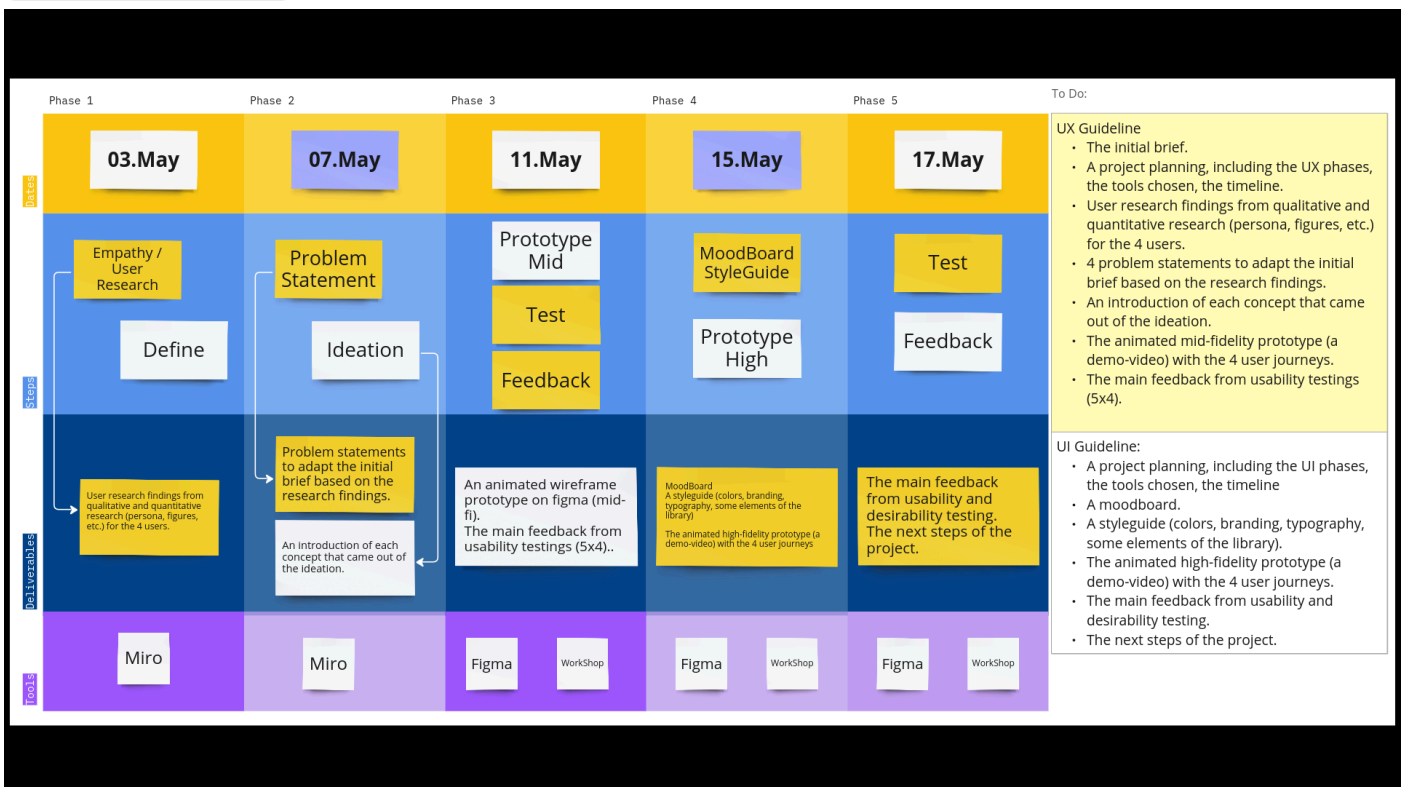
You'll have two phases for this project. We'll explain bellow.

Estimated time: 2 weeks

UX

Project Timeline:

sportsTimeline.png



Let's Do Some Sports User Interview Script

Subject: Enhancing Performance Tracking for Runners

Context: We are developing a sports app that integrates seamlessly with mobile and e-watch platforms, specifically designed to enhance data visualization and tracking for runners. The app aims to provide runners with detailed, consistent data to analyze and improve their performance.

Hypotheses:

1. Runners prefer apps that sync seamlessly between devices (e.g., watches and smartphones) to track and analyze their performance data.
2. Detailed feedback on performance metrics increases a runner's motivation and helps in setting achievable goals.
3. Runners are likely to share their performance data with coaches or peers if the sharing process is simple and integrated within the app.

Script:

Introduction: "Hello, my name is Alp Bal, a UX/UI student in Europe, currently working on a project to develop a new sports tracking app. This app is designed for avid runners like yourself who use both an Apple Watch and an iPhone to track their runs. The purpose of this interview is to gather insights that will help us create an app that meets your needs for tracking and analyzing running performance. The conversation should take about 15-20 minutes. Are you comfortable starting now?"

Screening Questions:

1. Can you confirm your age and preferred name for this interview?
2. What is your primary occupation?
3. How often do you run each week?

Main Topics:

1. **Current Tracking Methods:**
 - What devices and apps do you currently use to track your running performance?
 - What specific data points do you find most useful when you review your performance?
2. **Challenges with Current Tools:**
 - Are there any frustrations you experience with your current running app or watch?
 - What data or features do you feel are missing from your current tracking tools?
3. **Data Utilization and Sharing:**
 - How do you use the data collected from your runs? (e.g., to set goals, adjust training, etc.)
 - Do you share your running data with anyone (like a coach or running group)? If so, how do you currently share it?
4. **Desired Features and Functionalities:**
 - What features would your ideal running app have?
 - Would you prefer having a coaching feature that gives real-time feedback during your runs?

Broad Questions:

1. How important is it for you to track your performance across different devices seamlessly?
2. What motivates you to analyze your running data?
3. Would an enhanced visual representation of your running data help you better understand your performance? How?

Conclusion: "Thank you so much for sharing your valuable insights with me today. Your feedback is crucial for us to design an app that truly meets the needs of runners like yourself. We will be incorporating these insights into our next development phase and would love to keep you updated. Additionally, we may have a prototype ready for user testing soon; would you be interested in participating in that phase as well? Lastly, if you know other runners who might be interested in this project, please feel free to refer them to us. Thank you again for your time and contributions!"

Interview Summaries

Interviewee 1: Emma, 26, Daily Runner

- **Current Tools:** Uses Garmin Watch and Strava.
- **Challenges:** Finds data syncing between devices occasionally inconsistent; wishes for better battery life in tracking modes.
- **Data Usage:** Uses data for personal goal setting and shares progress on social media.
- **Desired Features:** Interested in more accurate heart rate monitoring and real-time coaching tips. Appreciates visual maps of routes with performance indicators.

Interviewee 2: Luka, 34, Marathon Runner

- **Current Tools:** Apple Watch, Nike Run Club app.
- **Challenges:** Feels current apps don't offer enough detailed analytics, like stride analysis and elevation gains.
- **Data Usage:** Mainly uses data to prepare for marathons with a coach.
- **Desired Features:** Wants integration with nutrition tracking and more detailed weather impact analysis on performance.

Interviewee 3: Anna, 29, Casual Runner

- **Current Tools:** Fitbit and Fitbit app.
- **Challenges:** Lacks motivation due to generic feedback; seeks more personalized insights.
- **Data Usage:** Rarely shares data; uses it to see calorie burn and distance.
- **Desired Features:** Would like motivational alerts and challenges that can be shared with friends for mutual goals.

Interviewee 4: Xenia, 41, Trail Runner

- **Current Tools:** Suunto watch and app.
- **Challenges:** Finds the interface clunky; desires better navigation features for trail running.
- **Data Usage:** Uses detailed trail maps and elevation data to plan runs; occasionally shares routes online.
- **Desired Features:** Requests features like offline map access, better GPS accuracy, and a community platform to share trails and tips.

Interviewee 5: Natasha, 23, Competitive Runner

- **Current Tools:** Uses Polar Watch and Endomondo.
- **Challenges:** Needs deeper data analysis, particularly in recovery and training load management.
- **Data Usage:** Shares all data with her coach for meticulous planning.
- **Desired Features:** Seeks an app with advanced analytics like VO2 max, recovery status, and predictive performance metrics based on historical data.

Common Trends and Insights:


1. **Seamless Device Syncing:** A common request across all interviews was the need for better synchronization between watches and mobile apps.
2. **Advanced Data Analysis:** There's a strong desire for more sophisticated analytics, including physiological and environmental factors.
3. **Sharing and Social Features:** Most runners are interested in easier ways to share data with coaches or on social platforms, emphasizing community and coaching features.
4. **Personalization:** Users expressed a need for more personalized feedback that could adapt to their running styles and goals, enhancing motivation and effectiveness.
5. **User-Friendly Interface:** Especially for runners like Xenia who engage in more specialized activities such as trail running, the demand for intuitive navigation and user interfaces is high.

Persona from 5 users interview:

sportsPersona.png

Oliver Sepp

Oliver is a dedicated amateur runner who participates in half-marathons and enjoys running as a form of stress relief and maintaining fitness. He values technology that integrates smoothly into his active lifestyle and helps him stay on top of his training goals.



Brief description

- Age: 30
- Male
- Tallinn
- Married
- Lives with his family
- Consultant
- Medium income

"I need a running app that doesn't just track my runs, but also helps me understand my performance on a deeper level."

"It's frustrating when the data from my watch doesn't sync correctly with my phone. I wish there was a more reliable way to keep track of everything."

Habits

- Runs early in the morning to manage work-life balance.
- Regularly checks apps for performance stats and improvement tips.
- Engages with online communities to discuss running and tech.
- Prefers to trial new running gear and technology before wider adoption.

Drivers/Needs

- Reliability - Needs accurate and consistent data tracking.**
- Engagement - Looks for features that keep him motivated, like challenges and rewards.**
- Usability - Wants an app that is easy to use while running.**
- Customization - Prefers apps that can be tailored to his specific training needs and goals.**

Personality

- Analytical - Prefers detailed data to analyze performance.**
- Tech-savvy - Enjoys using the latest gadgets and applications.**
- Goal-oriented - Focuses on setting and achieving personal and professional goals.**
- Social - Likes sharing achievements and data with friends and his running club.**

Current Feelings

- Motivated - Eager to improve his running performance.**
- Frustrated - Annoyed by the lack of sync and detail in current apps.**
- Curious - Interested in new technologies that can enhance his running experience.**
- Satisfied - Happy when he can balance his family life, work, and running.**

Common Trends

- Seeks apps that offer seamless device integration.
- Desires detailed analytics and feedback for personal improvement.
- Enjoys social features for sharing and competing with peers.
- Values user-friendly interfaces with minimal learning curves.

Fears/ Frustrations

- Data Loss - Worried about losing track of his training data due to sync issues.**
- Stagnation - Fears not reaching his full potential due to inadequate training insights.**
- Overwhelming Features - Concerned that too many features might make the app cumbersome.**
- Inaccuracy - Annoyed by apps that provide incorrect or irrelevant data.**

Jobs To Be Done / Problem Statement:



When trying to:

- Track and analyze running performance across multiple devices.

In this situation:

- While using an e-watch and smartphone during various types of training sessions, such as long runs, sprints, and marathons.

Define Outcomes:

- **People struggle to synchronize data seamlessly:** Runners find it time-consuming and inefficient to manage and review their performance data across different devices.
- **People struggle to obtain detailed analytical insights:** It is inefficient for runners to derive meaningful conclusions from their data due to the lack of depth in available analytics.
- **People struggle to share data conveniently with coaches and peers:** Runners find it inconvenient and sometimes impossible to share real-time data or in-depth performance reviews in a manner that is easily accessible and understandable by coaches or running peers.

Define Emotional Jobs:

- **Want to feel assured and competent:** Runners want to feel confident that they are training efficiently and making progress, supported by reliable data.
- **Want to be perceived as committed and competitive:** Runners desire to be seen by their peers and coaches as serious about their sport and leveraging technology effectively to maximize their performance.
- **Want to avoid feeling frustrated or disconnected:** Runners want to avoid the frustration that comes from technology that fails to work seamlessly, hindering their training and performance tracking.

Problem Statements

1. **Syncing and Analyzing Data Problem Statement:** "Runners like Oliver need a way to seamlessly sync their running data across multiple devices (e-watch and smartphone) and receive comprehensive, easy-to-understand analytics, because they struggle with inefficient data management and lack of actionable insights, which is essential for optimizing their training and performance."
2. **Data Sharing Problem Statement:** "Runners require an efficient method to share their detailed training data with coaches and peers, as they currently face inconvenience and limitations with existing apps that do not support easy data sharing or fail to present data in an easily interpretable format, impacting their training adjustments and social engagement."
3. **Emotional Engagement Problem Statement:** "Runners need an application that not only reliably captures and analyzes their performance but also enhances their confidence and perceived dedication to the sport by providing motivational insights and community features, helping them avoid feelings of frustration and disconnection from their training goals and peer network."

Ideation:

📎 sports ideation.png

Ideation: Lets do some Sports

Objective:
Creation of a sports app with data tracking on mobile and e-watch.
Yara is a runner. She runs 5 times a week and she's passionate! She'd like to challenge her own performance to make sure she is making progress. Yara uses an Apple Watch and her iPhone. design an app on a watch and on mobile that could solve her problem.

HWM?
"How might we design a solution that allows runners to seamlessly sync their running data across multiple devices such as e-watches and smartphones, while providing comprehensive, easy-to-understand analytics?"

Participants: User1, user2, user3,user4,user5,user6
1-leader, 1-time-keeper and 1- focuses on logistics. You'll team up by groups of 3 and focus each on one problem statement.

Workshop Process:

Ice Breaker: Worst Possible Ideas
Time Frame: 15 min.
Task: Come up with the worst possible ideas you can think of.

Logical Ideation: Now, let's work together to transform these bad ideas into good ones
Time Frame: 15 min.
Task: Be creative and think outside the box! Each pair generates as many ideas as possible within the time frame. The facilitator encourages ideation, while the time-keeper ensures the session runs smoothly and adheres to the time limit.

Idea Narrowing:
Time Frame: 30 min.
• After brainstorming, each pair reviews their ideas.
• Criteria: relevance, feasibility, innovation.
• Selection: Pairs use the criteria to select the top 3 ideas.

Voting Process:
• Once all pairs have their top 3 ideas, We will choose the best idea.

Creative Ice breaker

Telepathic Data Transfer:
Implement a radio-wave sending headband that transfers running data directly from the runner's thoughts to any device.

Smoke Signals for Syncing:
Send smoke signals from the watch to the smartphone to indicate completed runs and achieved milestones.

Magic Wand Interface:
Equip runners with a magic wand that they wave to transfer data from the watch to the smartphone.

Voice-Activated Data Relay:
Shout running stats loudly after each lap so your smartphone can hear and record them.

Running Data Dating App:
Match data files with compatible smartphones in the area to encourage spontaneous syncing.

Logical Ideation workshop

Automated Wireless Syncing:
Implement Bluetooth LE (Low Energy) technology to allow automatic data syncing between the watch and smartphone immediately after the run.

Cloud-Based Data Management:
Utilize cloud services to automatically upload and store data from the watch directly to a cloud account, accessible from any device.

Instant Confirmation System:
Develop a beaknet that supports real-time beaknet confirmations, ensuring that users receive immediate feedback once a beaknet is secured.

User-Defined Sync Intervals:
Allow users to set customized intervals for data syncing, ensuring they never contend over when and how their data is managed.

Multi-Device Dashboard:
Create a dashboard that can be accessed on multiple devices and provides a comprehensive view of all synced data.

Data Sync Notifications:
Send notifications to users when their data is not fully synced or when discrepancies are detected between devices.

Advanced Data Analytics Interface:
Integrate advanced data visualization tools in the app to help users better understand their

Best Ideas:

Automated Wireless Syncing with Cloud-Based Data Management:
This dual approach ensures immediate and reliable syncing while also providing backup and accessibility from any device.

Multi-Device Dashboard with Advanced Data Analytics Interface:
A unified platform that not only displays data coherently across devices but also offers in-depth analytics to enhance training outcomes.

User-Defined Sync Intervals with Secure Data Encryption:
This solution respects user preferences for data management while prioritizing data security, crucial for building trust and reliability.

Solution

Automated Wireless Syncing with Cloud-Based Data Management: This dual approach ensures immediate and reliable syncing while also providing backup and accessibility from any device/Multi-Device Dashboard with Advanced Data Analytics Interface: A unified platform that not only displays data coherently across devices but also offers in-depth analytics to enhance training outcomes.

How likely are you to use the Present X button again for a similar meeting?

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Solution:

Automated Wireless Syncing with Cloud-Based Data Management: This dual approach ensures immediate and reliable syncing while also providing backup and accessibility from any device.

Multi-Device Dashboard with Advanced Data Analytics Interface: A unified platform that not only displays data coherently across devices but also offers in-depth analytics to enhance training outcomes.

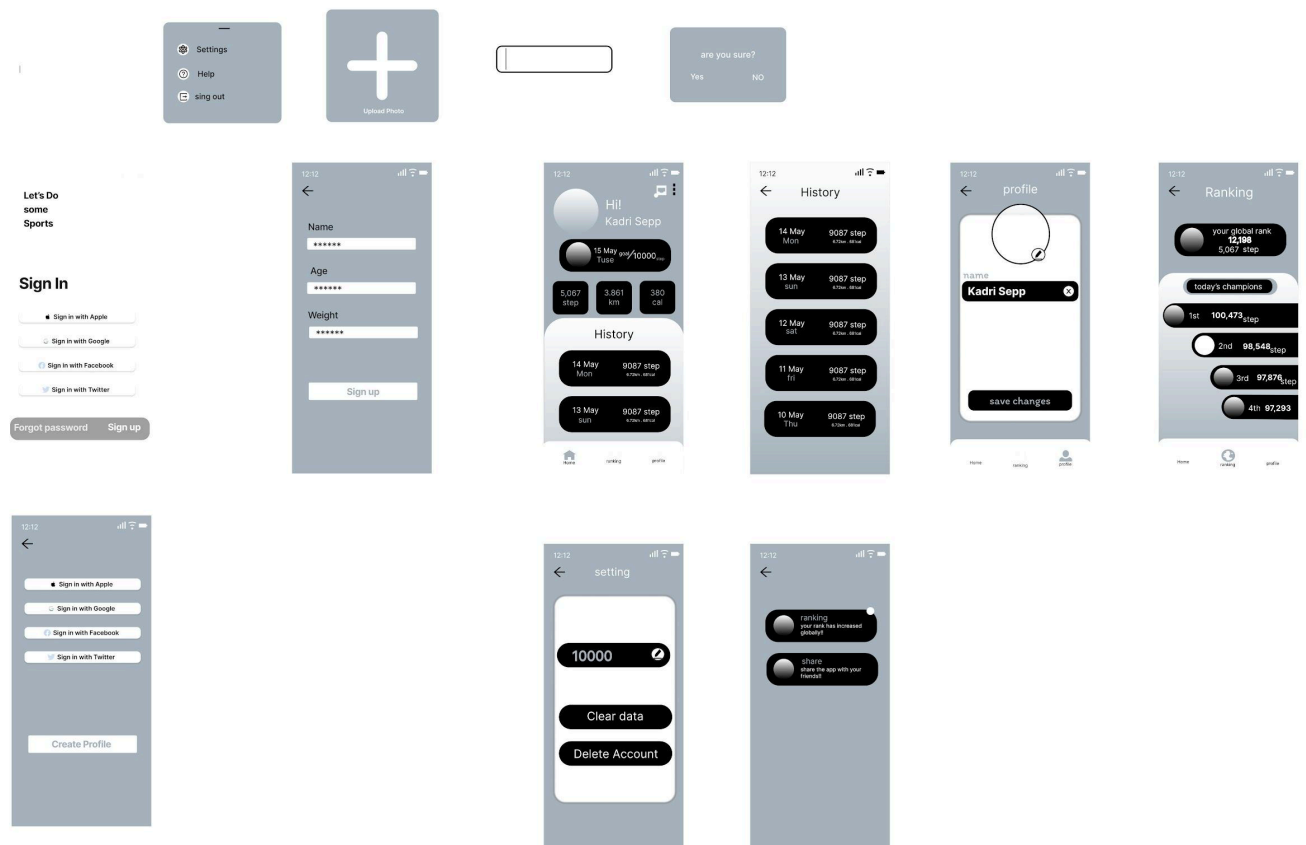
Prototype Mid-Fidelity Demo:

watchMid.png



MidFid Sport App. Prototype:

midFid.jpg



I will animate this on a High-Fid prototype.

Test Protocol for Usability Testing of Sports Tracking App

Scope of the Test: This usability testing focuses on evaluating the app's effectiveness in syncing data across multiple devices and providing comprehensive, easy-to-understand analytics. The test will assess the app's functionality in aiding runners like Oliver to effortlessly manage and interpret their running data to optimize their training.

Objectives:

1. **Seamless Syncing Across Devices:** Assess the user's ability to easily sync data from the e-watch to the smartphone without errors or delays.
2. **Analytics Usability:** Evaluate whether users can effectively engage with the analytics dashboard to understand their performance data.
3. **Data Sharing Functionality:** Test the process of sharing data with coaches and peers directly through the app.
4. **General Usability and Satisfaction:** Examine overall ease of use and satisfaction with the app interface and features.

Metrics:

1. **Task Completion Rate:** Percentage of tasks completed successfully by the users.
2. **Time on Task:** The time taken by users to complete each feature-related task.
3. **Error Rate:** The number of mistakes or confusions users encounter while interacting with the app.
4. **User Satisfaction:** Measured through post-test surveys to gauge overall satisfaction with the app.

Steps and Instructions:

1. **Introduction and Consent:**
 - Greet users and briefly explain the test's purpose, emphasizing the importance of their feedback for improving the sports tracking app.
 - Obtain consent to proceed with the test.
2. **Task Assignments:**
 - Assign users specific tasks such as syncing data immediately after a simulated run, accessing and interpreting the analytics dashboard, and sharing data with a predefined contact (coach or peer).
3. **Observation and Note-Taking:**
 - Observe user interactions with the app, noting any difficulties, errors, and the overall task completion time.
4. **Post-Test Survey:**
 - Administer a survey to collect detailed feedback on their experience, including satisfaction levels and any challenges faced.
5. **Debrief:**
 - Offer an opportunity for users to share additional thoughts or feedback on their experience.

Introduction to Greet the User:

"Welcome, and thank you for participating in our usability testing session today! Your feedback is incredibly valuable as we aim to enhance our sports tracking app, making it easier and more effective for you to manage and understand your running data. Today, you'll be testing new features designed to improve data syncing, analytics visualization, and sharing capabilities. Remember, there are no right or wrong responses; we're interested in your genuine experience to help us improve our product."

Conclusion to Thank the User:

"Thank you immensely for your time and valuable insights today! Your feedback is crucial for us to refine our sports tracking app and provide a better, more personalized running experience. We're dedicated to creating an enjoyable and user-friendly platform for all runners, and your contributions today are a significant step towards achieving that goal. Thank you once again, and we hope you'll continue to enjoy and benefit from using our app."

Improvements Based on Potential User Feedback:

1. **Enhanced Syncing Mechanism:** Improve the reliability and speed of the data syncing process between devices.
2. **Advanced Analytics Features:** Incorporate more detailed metrics and predictive analytics based on user feedback.
3. **Simplified Data Sharing:** Streamline the process for sharing data, making it more intuitive and less time-consuming.
4. **User Interface Optimization:** Ensure that the app's interface is straightforward, minimizing navigation errors and enhancing the overall user experience.

UI

Project Timeline:

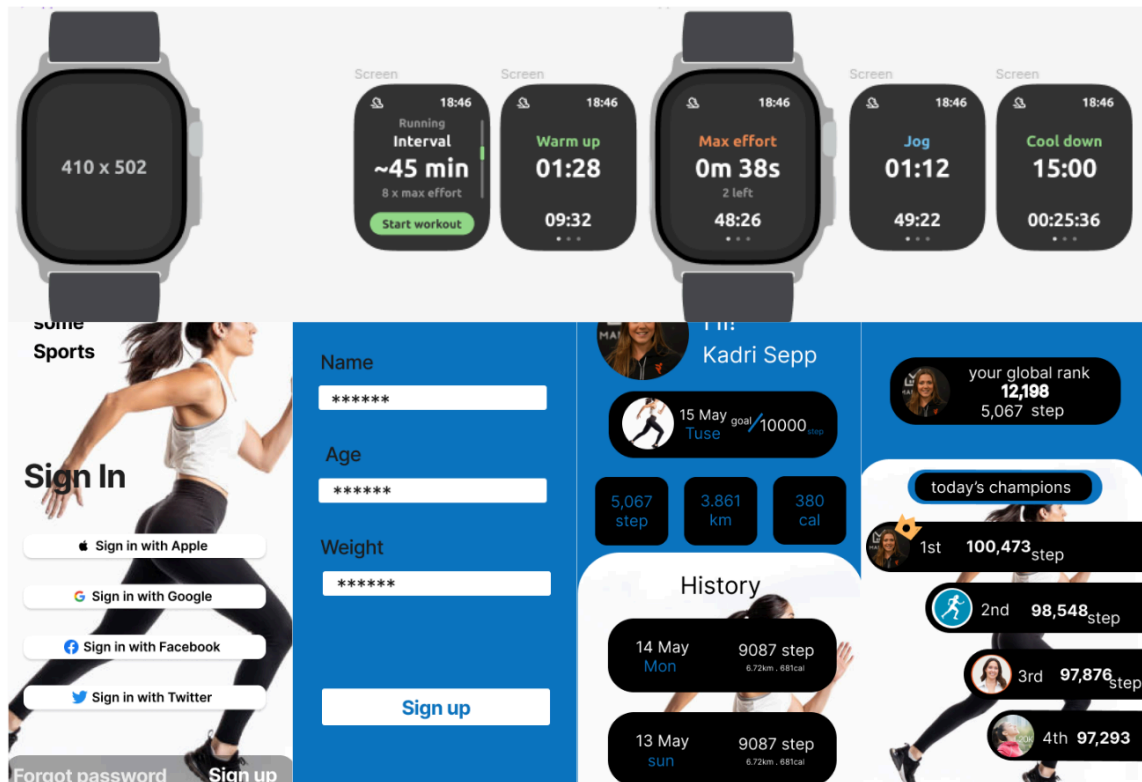
sportsTimeline.png



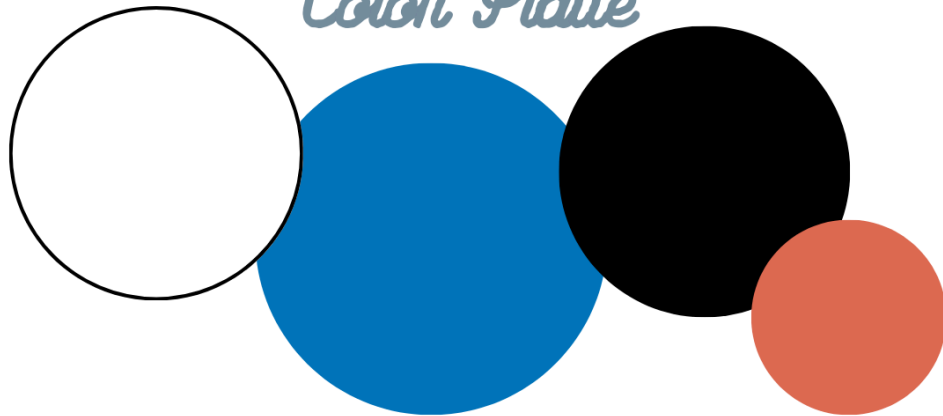
MoodBoard

Lets Do some Sports.png

LET'S DO SOME SPORTS MOODBOARD



Color Platte



Fonts

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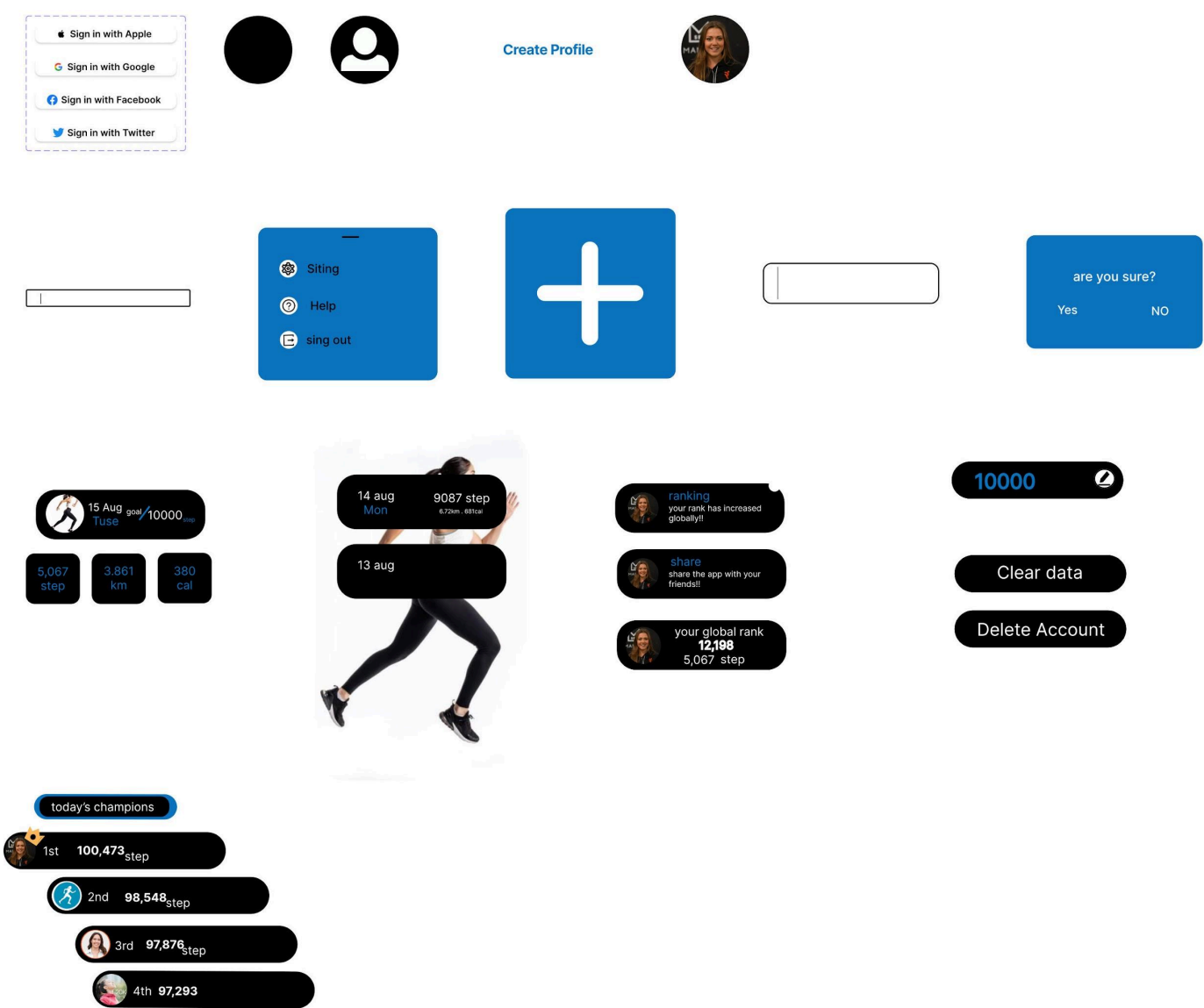
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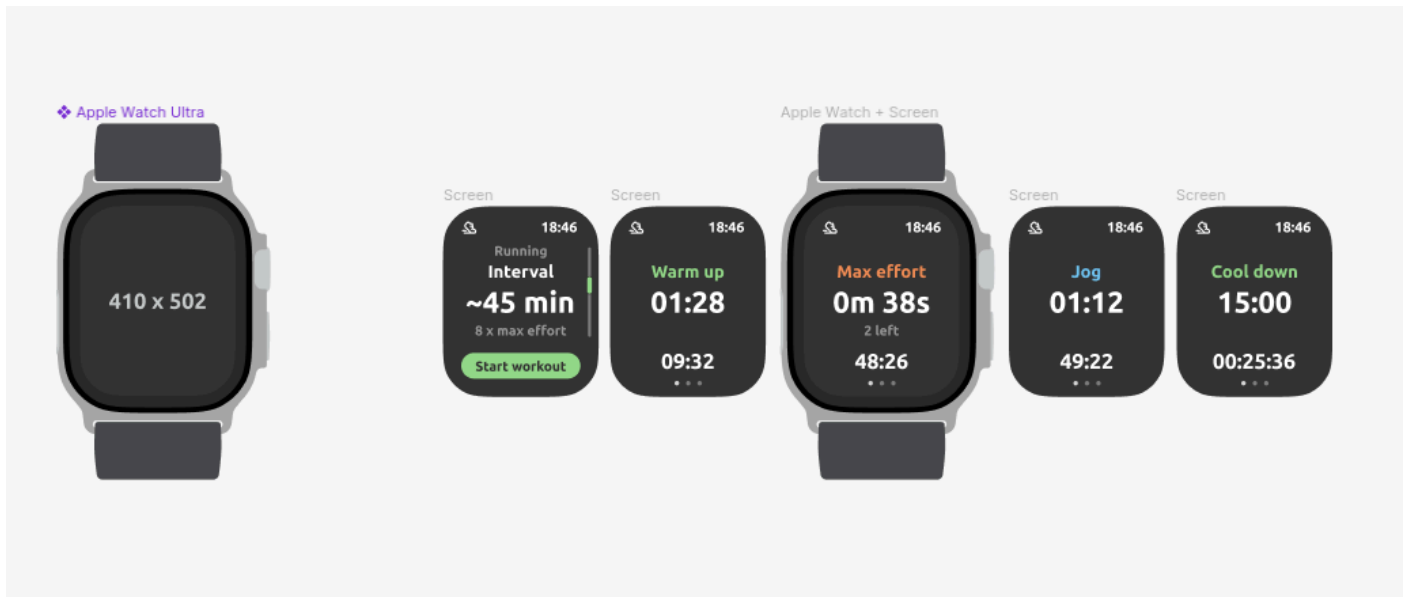
Components:

sportsComponenets.jpg



Apple Watch:

watchHighFid.png



High Fidelity Animated Prototype:

letDoSports.mkv

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Main Feedback from Usability and Desirability Testing

Overview: The second round of usability testing on the newly revised prototype of the sports tracking app was largely positive. Users reported that the app met their needs effectively, particularly praising the seamless data syncing across devices, the intuitive analytics dashboard, and the enhanced data sharing capabilities.

Key Feedback Points:

1. **Ease of Use:** Users found the app interface user-friendly and easy to navigate. They appreciated the clean design that facilitated quick access to various functionalities without overwhelming them with too much information at once.
2. **Functionality:** The syncing of data between the e-watch and smartphone was reported to be smooth and reliable. Users were particularly satisfied with the quick updates and real-time data processing, which allowed them to access their running stats shortly after completing their runs.
3. **Analytics Dashboard:** The comprehensive analytics provided actionable insights that were easy to understand. Runners could effectively use the data to adjust their training regimes and set realistic performance goals.
4. **Data Sharing:** The process of sharing data with coaches and peers was straightforward and efficient. Users noted that this feature would be very useful in a coaching context or for social motivation among peers.
5. **Desirability:** Overall, the app was well-received with high levels of user satisfaction. Testers expressed a strong interest in continuing to use the app and recommended only minor improvements.

Areas for Improvement: While the feedback was predominantly positive, users suggested a few areas for minor enhancements:

- **Customization Options:** Some users requested more customization features, such as the ability to set personal dashboards or choose what data points are displayed as a priority.
- **Notification Settings:** A few users mentioned that the notifications could be more customizable, allowing for better control over what alerts they receive and when.
- **Battery Efficiency:** Concerns were raised about the app's impact on device battery life, especially during longer runs where both the app and GPS are in heavy use.

Next Steps of the Project

1. **Iterative Design Enhancements:**
 - **Customization Features:** Develop and integrate more personalization options within the app, allowing users to tailor the dashboard and notifications to their preferences.
 - **Optimize Battery Usage:** Investigate ways to enhance the app's efficiency, particularly focusing on reducing the battery consumption during GPS use and background syncing.
2. **Expand Testing Scope:**
 - Conduct broader testing with a more diverse group of runners to gather more varied insights and ensure the app's broader appeal and utility.
 - Consider environmental testing, such as using the app in different weather conditions and terrains to ensure robustness and reliability.
3. **Marketing and Launch Preparation:**
 - Begin preparing marketing materials that highlight the unique features of the app, especially focusing on the seamless syncing, intuitive analytics, and easy sharing capabilities.
 - Plan a soft launch to a limited audience to gather initial public feedback and create a buzz around the app.
4. **Long-term Support and Updates:**
 - Develop a roadmap for regular updates and new features based on user feedback and emerging technology trends in sports and fitness tracking.
 - Set up a support system for users to report issues and request features, ensuring continuous improvement and user satisfaction.
5. **Partnerships and Integration:**
 - Explore partnerships with sports coaches and fitness professionals to endorse the app and integrate professional insights into training modules within the app.
 - Look into integration possibilities with other health and fitness platforms to provide a more holistic view of users' health and fitness data.