

FitChum

User Evaluation of High Fidelity Prototype



Group-34

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Section-A, Semester -1



In the last two years, we have witnessed three major waves of covid-19. This forced all of us to get locked down in our houses for a long time. Although Covid-19 was full of negative energy, it inculcated the importance of fitness in our life. Such a sudden impetus lead to a huge demand in fitness regime which created a dearth of certified personal trainers.

Problem Statement

In today's fast-moving world, people somehow forget to take care of their physical health with time which leads to an unhealthy lifestyle and invites numerous disorders as well.

FitChum is a platform that gives an opportunity to people to take fitness services, provided by other users/professionals, and help them in leading a healthier lifestyle.

There are two types of users on our apps, Trainee, who would use the app to get healthier, and Trainers, who would provide these services.

Trainee

NAME	AGE	DESCRIPTION
Rose Jenson	39 F	<ul style="list-style-type: none">1. An executive at a Multinational Corporation for 2 years.2. Working parent , mother of two children.3. Graduated with honors , majored in Business Administration.
OCCUPATION		
Head of Sales and Public Relations Consultant at a Multinational firm		
PICTURE		
 A close-up portrait of Rose Jenson, a woman with dark hair pulled back, wearing a small stud earring and a necklace. She is smiling slightly and looking directly at the camera.		
GOALS		
		<ul style="list-style-type: none">1. Wants to take her firm to every major developed economy across the globe.2. To get promoted to Vice President of Product Management.
FRUSTRATIONS/PROBLEMS		
		<ul style="list-style-type: none">1. Sleep apnea and respiratory complications due to obesity.2. Occasionally body shamed for being overweight by clients and fellow comrades.3. Distraught over public appearance
NEEDS AND DESIRES		
		<ul style="list-style-type: none">1. Desperate for a healthy lifestyle so that she can realize her potential.2. To get her body in proper shape and look attractive.

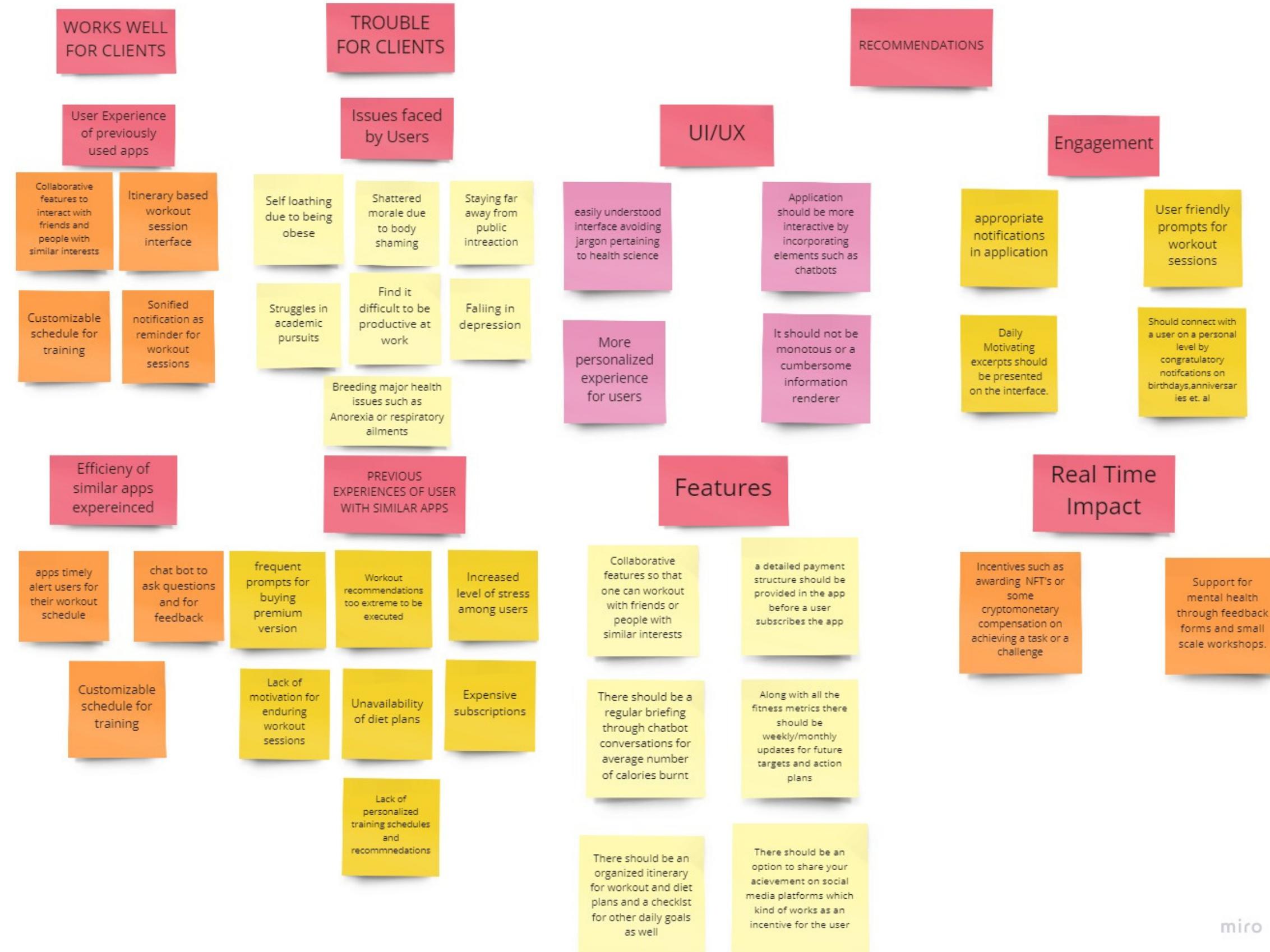
" I believe that through dieting I can instill confidence in myself and achieve my full potential "

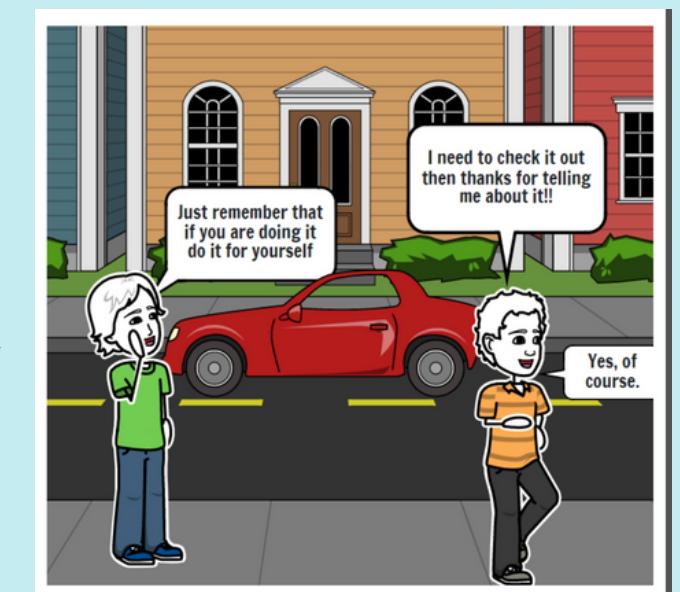
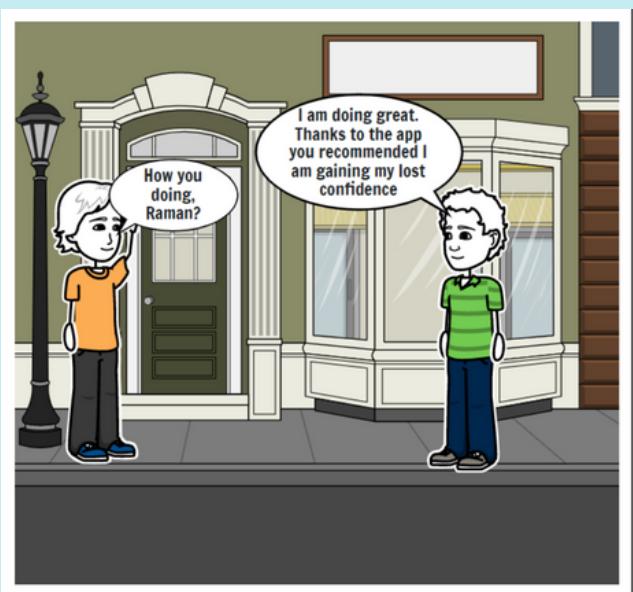
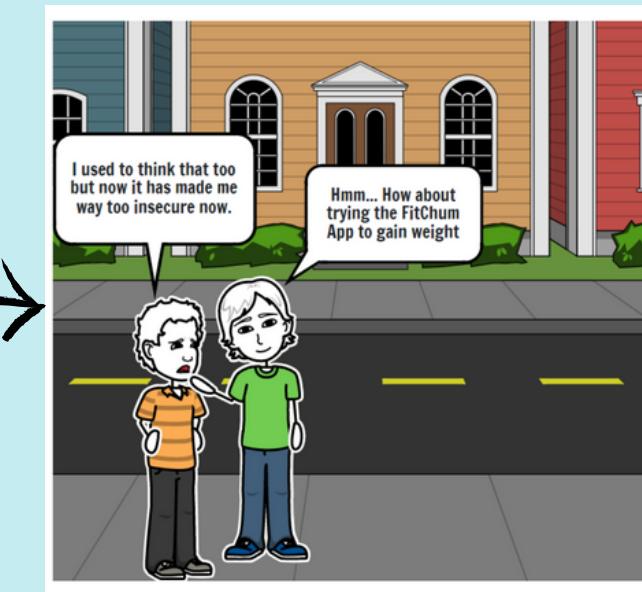
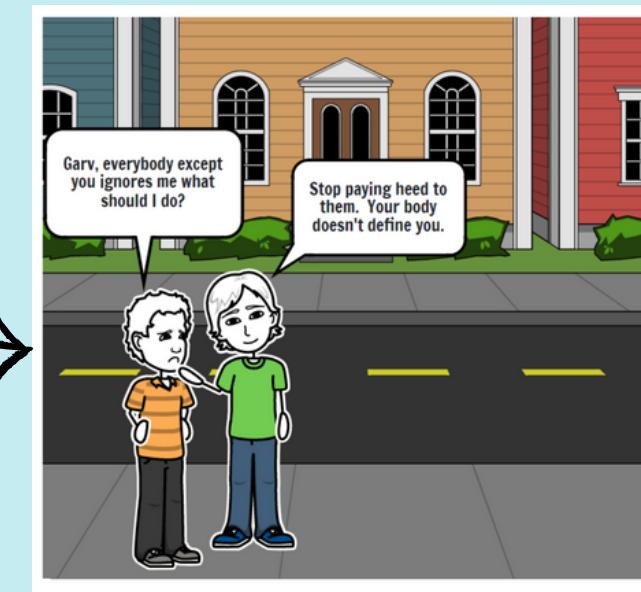
Rose Jenson is the head of sales and Public Relations consultant at a multinational firm for the past two years. She is a perseverant woman and an independent mother of two children striving to excel both at her job and being a single parent. She graduated from one of the most elite universities in France.

Rose inherits an ambition to become the youngest vice president of Product Development at her firm. However she has been in depression for the past couple of months as she has become quite obese and suffered from sleep apnea in the past. She has also been harassed and pestered by her colleagues due to her being overweight.

She began to lose faith in herself and doubted her competence. Finally a ray of hope emanated and she got introduced to Fitchum. Fitchum provided her with the best nutritionists and fitness trainers at the click of a button. Now she can easily and efficiently plan her diet and follow fitness sessions without paying hefty bucks. Fitchum inculcated credence in her abilities and potential, and once again, the world is her oyster!!

AFFINITY DIAGRAM BASED ON USER DATA





We tried and listed all such instances wherein the user would interact with our app. Then we created a story where the user will interact with our app multiple times. We created this story about a new user, Raman a 12th-grade student, who was very thin and skinny in posture. People used to mock him for his looks. So one of his friends told him about the App FITCHUM, where he can connect with different trainers (providing their services) and can use their guidance to improve his fitness.

Trainer

NAME	AGE	DESCRIPTION
Dt. Sheila Modi	32 F	<ul style="list-style-type: none">1. Over 4 years of nutrition education experience2. 5+ years of customer service experience3. Registered dietician and nutritionist based in Delhi.
OCCUPATION		GOALS
Head Nutritionist at Syrocare Clinic. Dietician/Nutritionist, Diet consultant		<ul style="list-style-type: none">1. Want to reach more and more customers through the application Fitchum2. Want to help people live a healthier life
PICTURE		FRUSTRATIONS/PROBLEMS



" Fancy diets do not lead to sustainable weight loss "

FRUSTRATIONS/PROBLEMS

- 1. People not following diet program meticulously.
- 2. Sometimes few customers hide their medical conditions which could be hazardous
- 3. Privacy issues, unsought acquaintances through advertising contact number.

NEEDS AND DESIRES

- 1. Needs frequent updates on people following the diet plan
- 2. People's medical conditions are required to plan diet accordingly
- 3. Track the progress of the client's health.
- 4. Contact number should not be publicised to avoid spam calls.

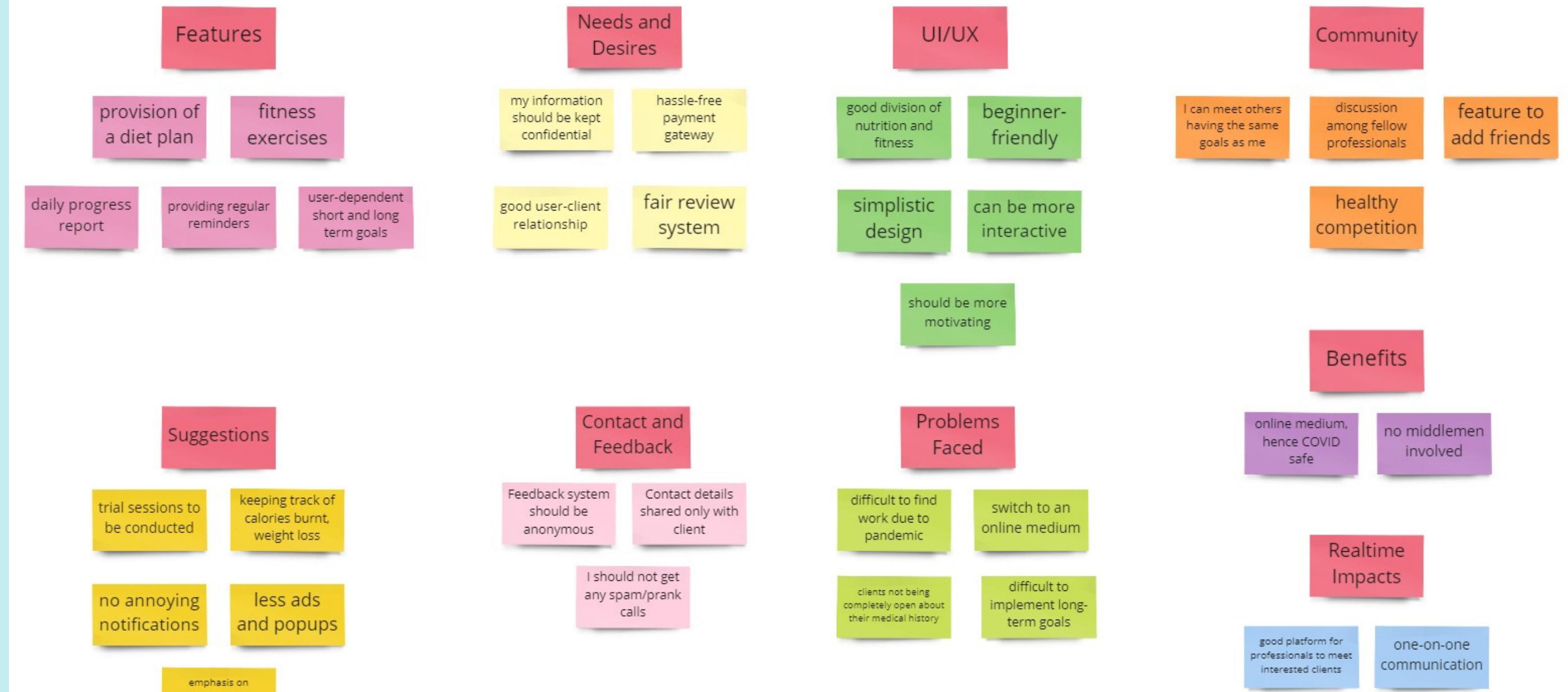
Sheila Modi is a certified dietitian with more than four years of consulting experience. She is a bold woman with a goal to help more and more people in living healthier lifestyles.

She had her own clinic where she consults different people who visit her. During the time of the COVID pandemic, everything got shut down and people started residing in their houses, which lead to an unhealthy physique and lifestyle. So to reach more people she decided to give her service to the people on an online platform FITCHUM.

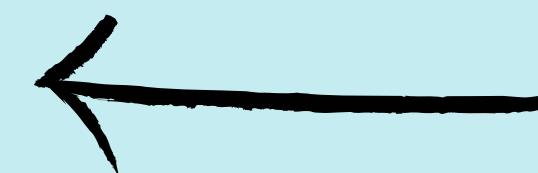
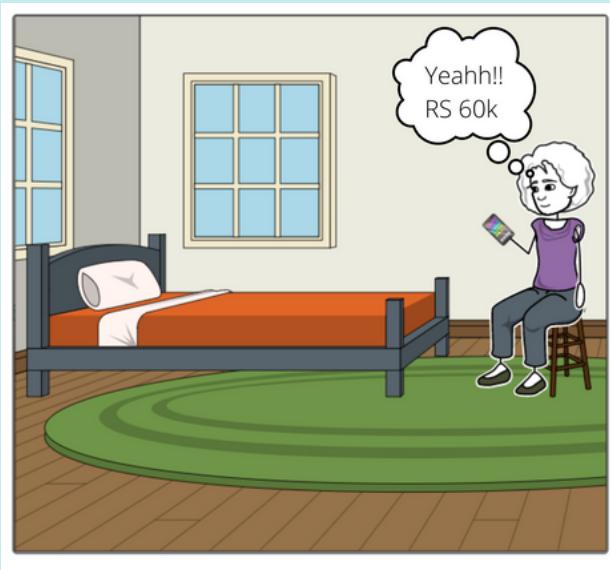
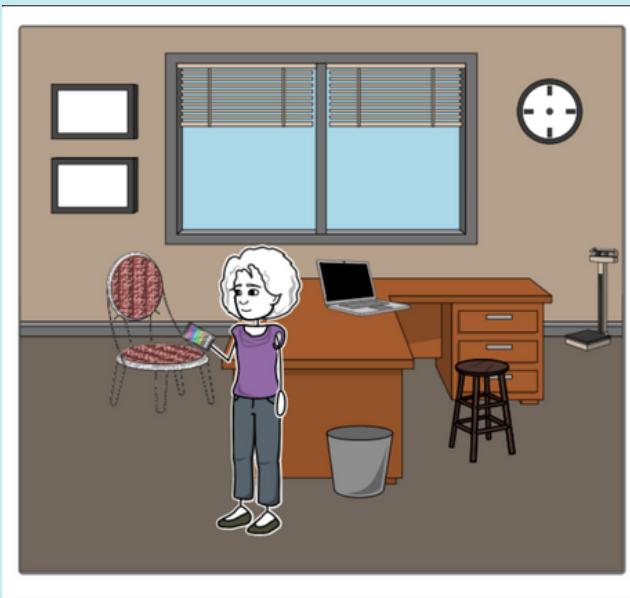
At Fitchum she created her profile as a professional and the users who need her help can contact her and took guidance from her on the platform. The best thing that she loved about the platform is that her contact details are not being publicized to reduce spam calls or messages.

With the help of this platform, she can efficiently track her user's progress and accordingly decide their diet plans by knowing their medical conditions. Now even a pandemic can't stop her from completing her dream of helping more and more people.

Affinity Diagram: from the pov of professionals



StoryBoards



We tried and listed all such instances wherein the user would interact with our app. Then we created a story where the user will interact with our app multiple times. We created this story about a new user, Dr. Monica, who has been practising nutrition for 2 years. She had a dearth of patients and often got spam calls and vulgar messages on WhatsApp as she had shared her number for publicity.

Then she get to know about our app and installed it, where she can provide her service to the users and also earn money. Also, her concern for privacy is being resolved on this platform.

Information Architecture

Information Architecture aims at organizing content so that users would easily adjust to the functionality of the product.

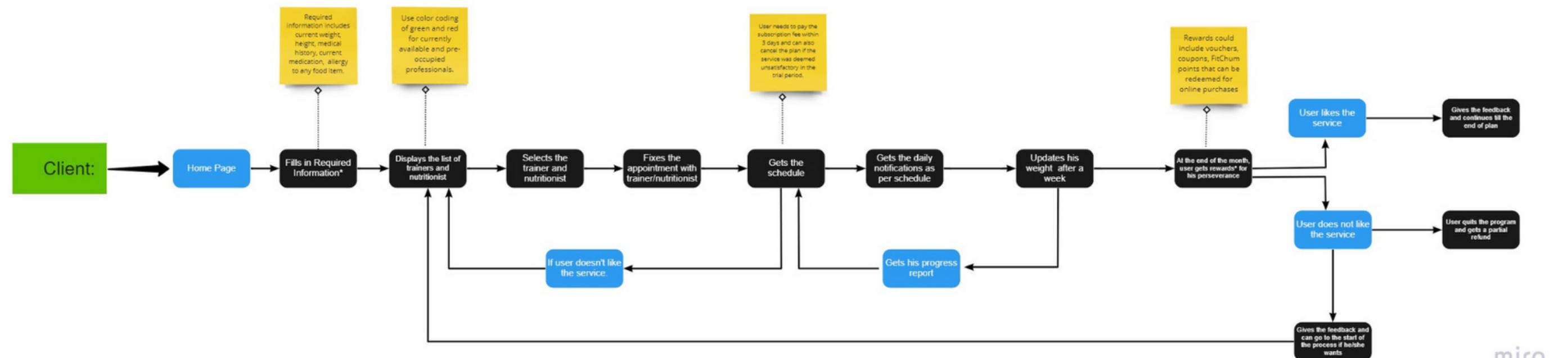
We tried to pick most common workflow that will be relatable to users.

Most of the fitness enthusiasts are concerned about how they are going to enter their diet plans and workout plans in the app. So we tried to write all the steps that they will follow. This flow in turn made us think of all the steps that they will follow to reach their goal.

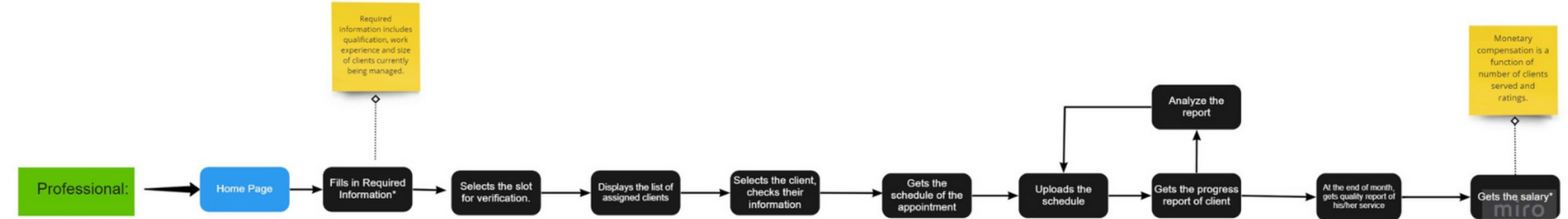
Also a separate work flow is being provided for the Professional users like how they will perform their task of the platform to reach their goal.

Information Architecture

Task Flow

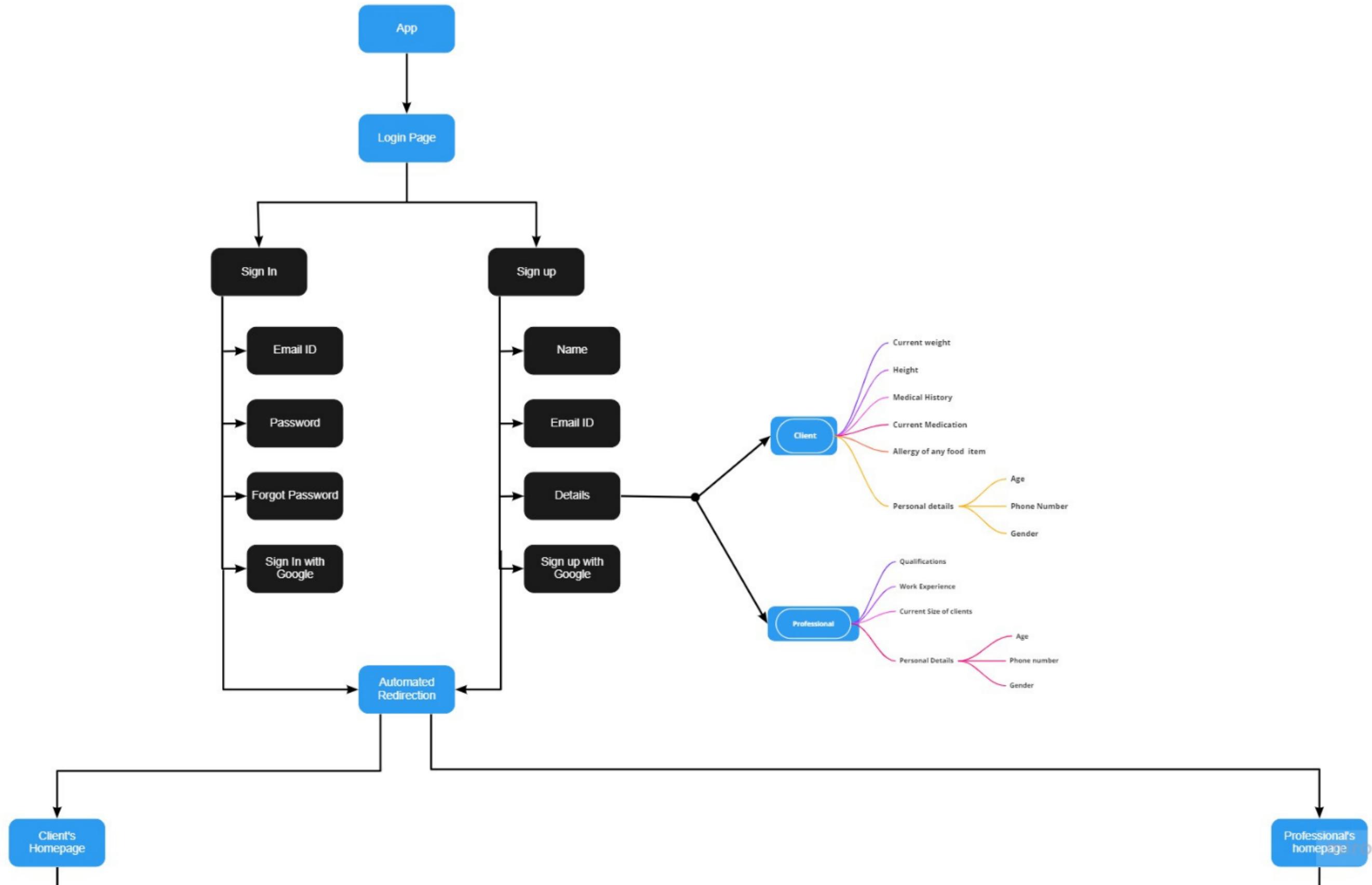


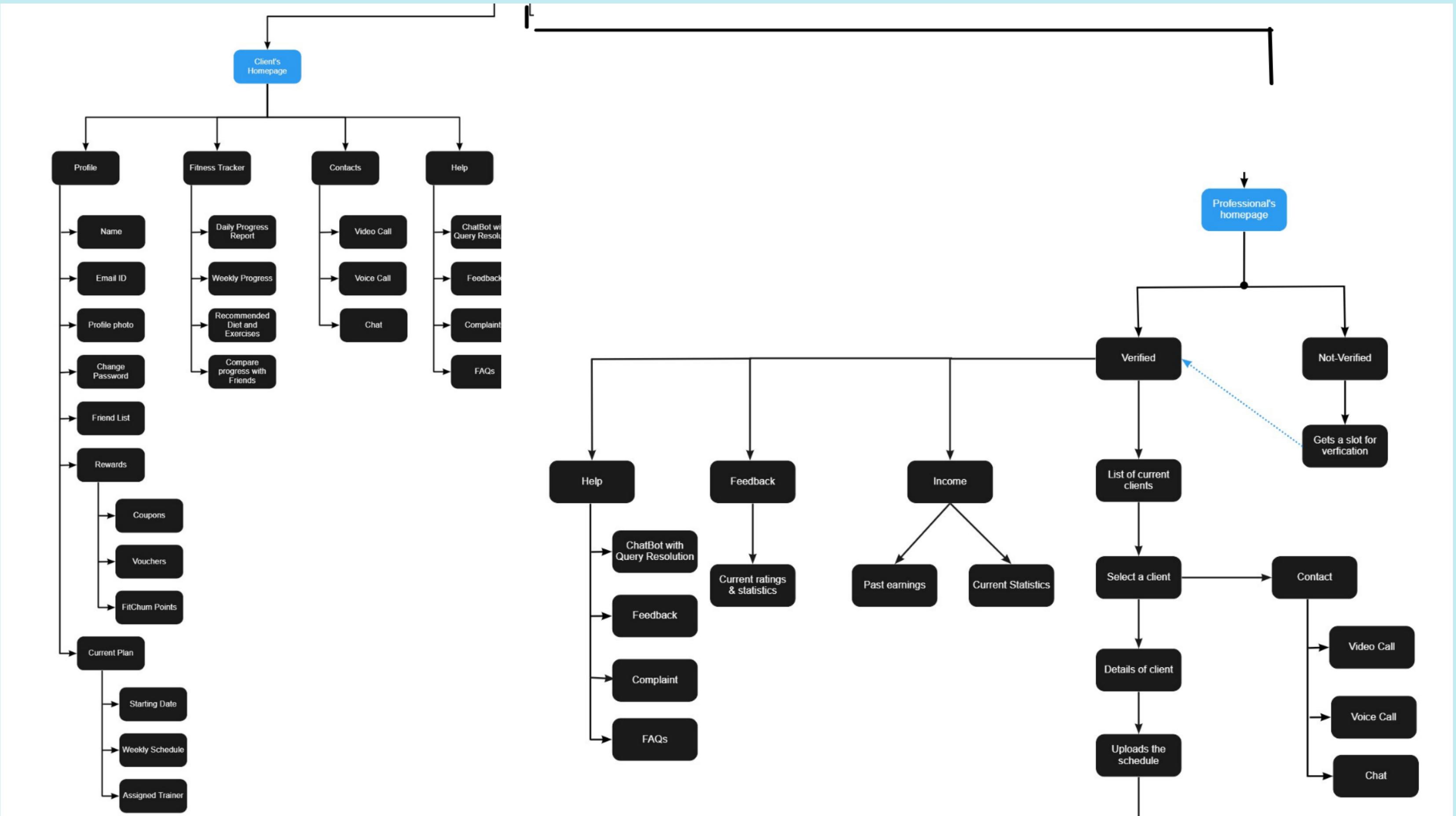
miro



miro

System Flow





Low Fidelity Prototypes

All 5 of us made our individual low fidelity prototypes and then we collectively analyzed the strengths and weaknesses of each of these prototypes

All 5 of these tables have been displayed on the next page

Strength

- Homepage provides a unique real time weekly health feature unlike many fitness apps.
- Fitness blogs provide unique perspective to the user thereby providing the incentive to inculcate healthy habits in his/her routine.
- Fitness tracker provides the users all the requisite details regarding their routinely endurance which serves to keep them conscious of their physique.

Weakness

- Provides all the options on the homepage thereby making it cumbersome and depreciating the overall quality of UX.
- Diet option doesn't include query resolution regarding the diet plan.
- Task schedule doesn't include the previous uncompleted tasks and sorting feature.

Strength

- Homepage provides a unique real time daily calories burnt feature unlike many other fitness apps.
- Friend's List enables the user to compare their progress with their friends like a real time leaderboard.
- The buttons for different purpose are visibly different from each other hence, making it possible to easily differentiate between them.

Weakness

- All the Options are available on different parts of each page making the interface inconsistent
- Doesn't provide Sorting features making it difficult for the user to find a particular feature.
- App doesn't use diagram features and just dumps raw data on the user making it difficult for the user to differentiate and relate to it.

Prototype 1

Prototype 2

Strengths

- Detailed UI of prototype
- Has unique features like music
- Has to separate interface for verified and not verified account of a professionals
- Has features like calling and texting

Weakness

- Have unnecessary different screens for similar features
- Doesn't have screen for comparing with friends which is a unique feature
- Has screen like fact which can be exchanged with screen of blogs.

Prototype 3

Strengths

- Provided a search bar to search for trainers and dietitian of their own choice.
- Provided the option of sorting to see the progress in a particular time.
- Provided a separate chat box to connect with the others.

Weaknesses

- Hasn't shown the interface for a professional user.
- The prototype have missed to show the option of reward system.
- There is no login/sign up page for different type of users.

Prototype 4

Strengths

- Many ways to sign in are provided
- Interface looks friendly
- Different dates and times are provided as per client's choice

Weaknesses

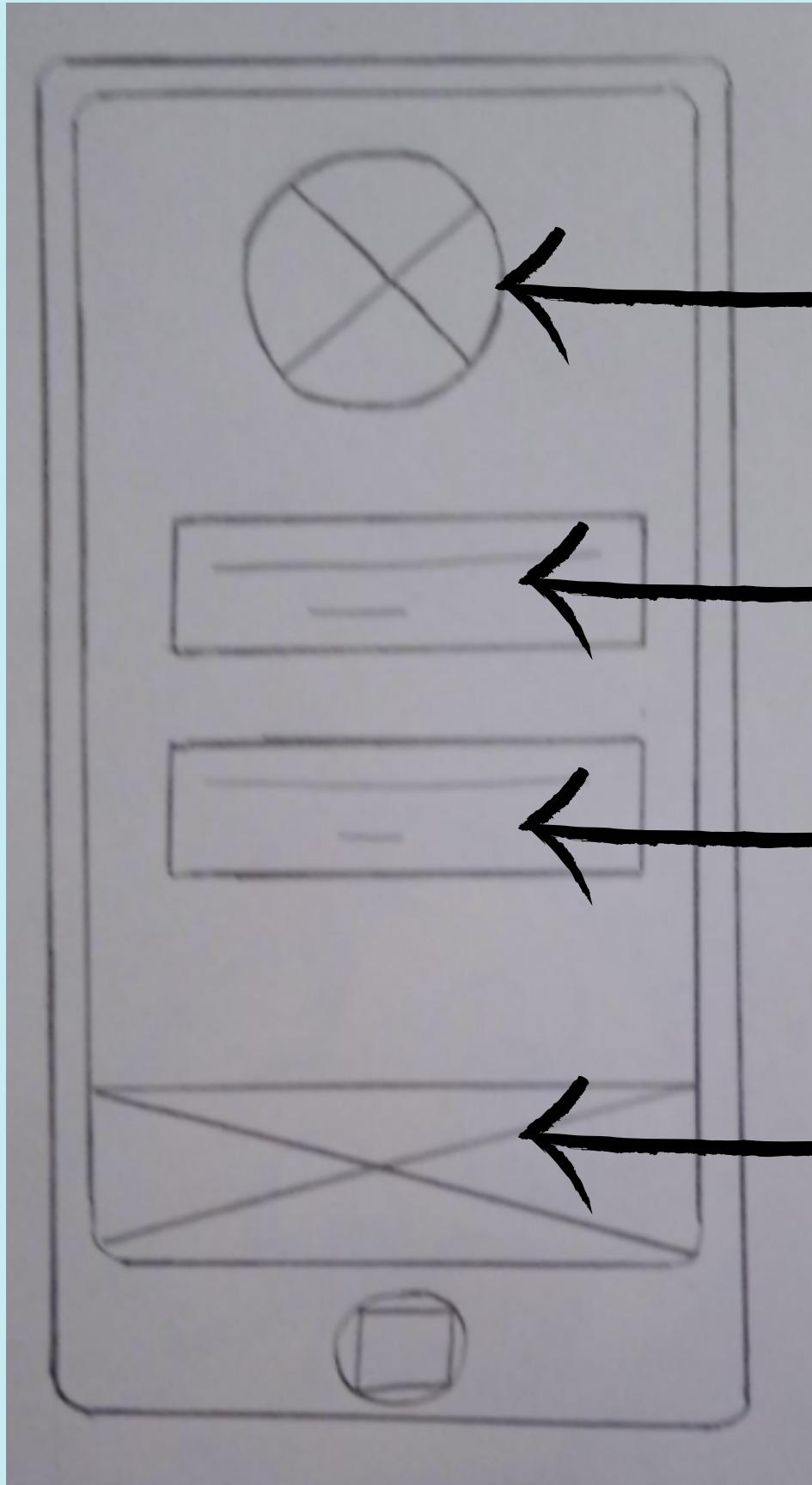
- Insufficient information on some pages
- Some pages look slightly text-heavy
- Daily fitness tracker could also be an option

Prototype 5

Final Low Fidelity Prototypes of App

Taking into account the common strengths and weaknesses of the individual prototypes, we finalized our low fidelity prototype

Log In Page



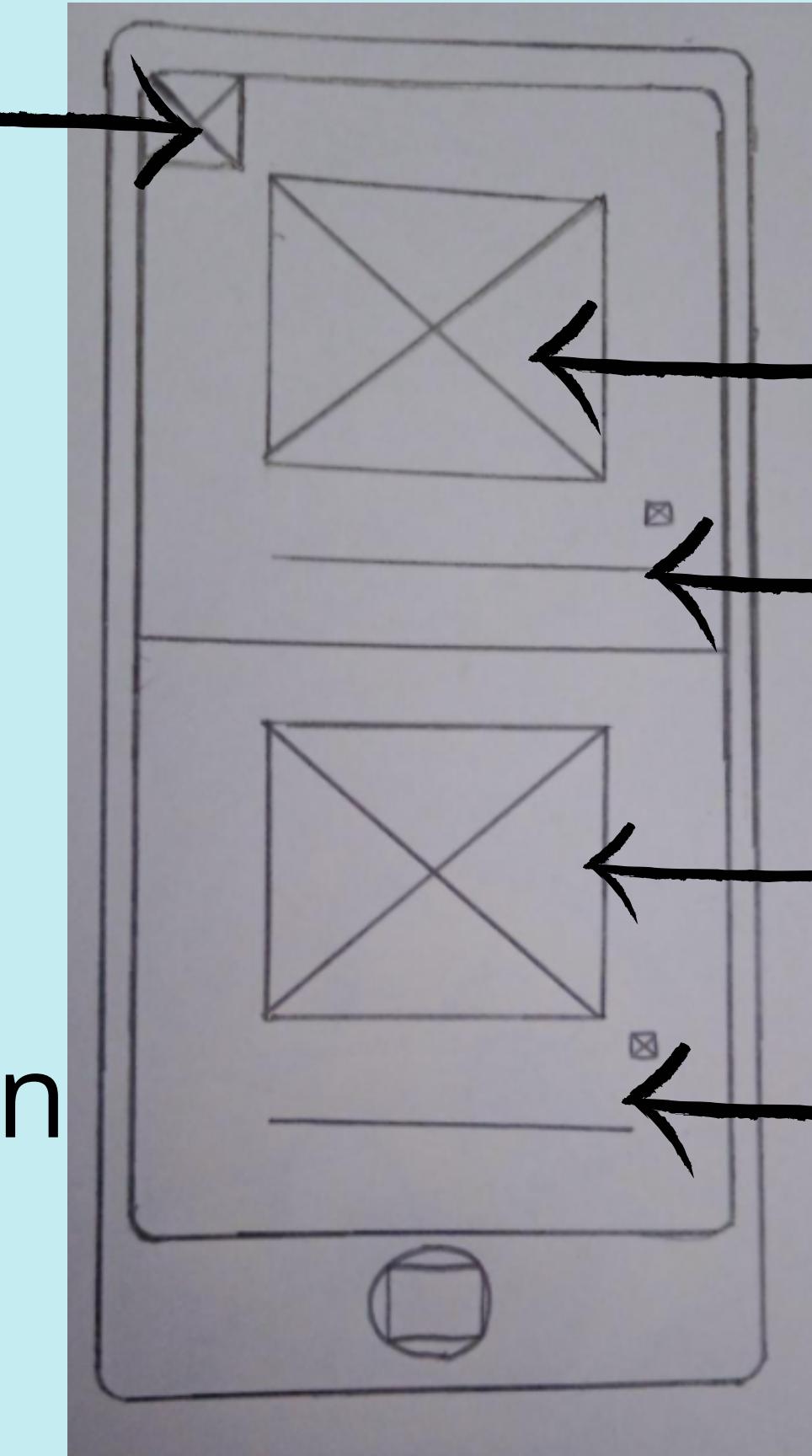
Back
Logo

Sign In

Sign Up

App Version
Policies

Sign Up



Client

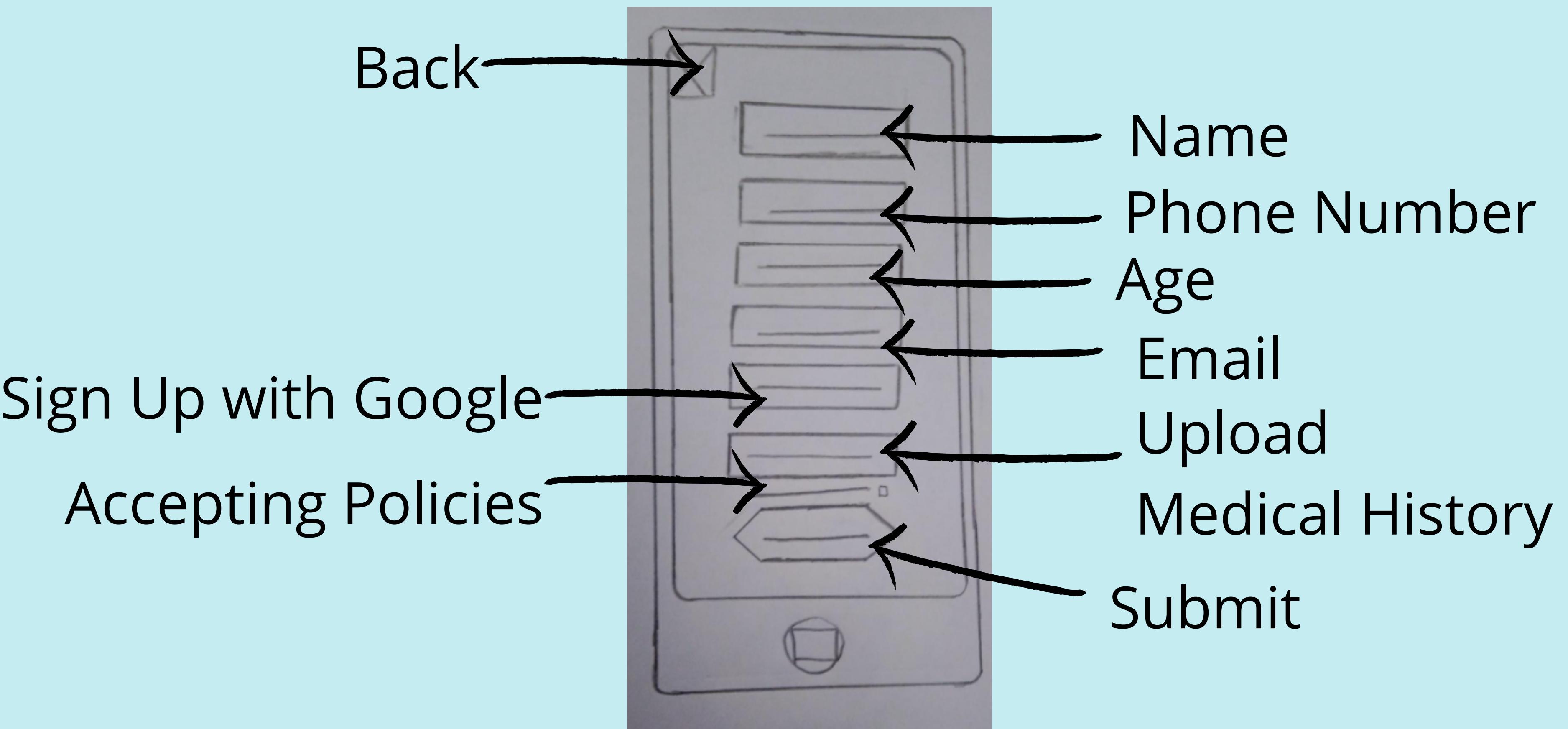
Briefing

Professional

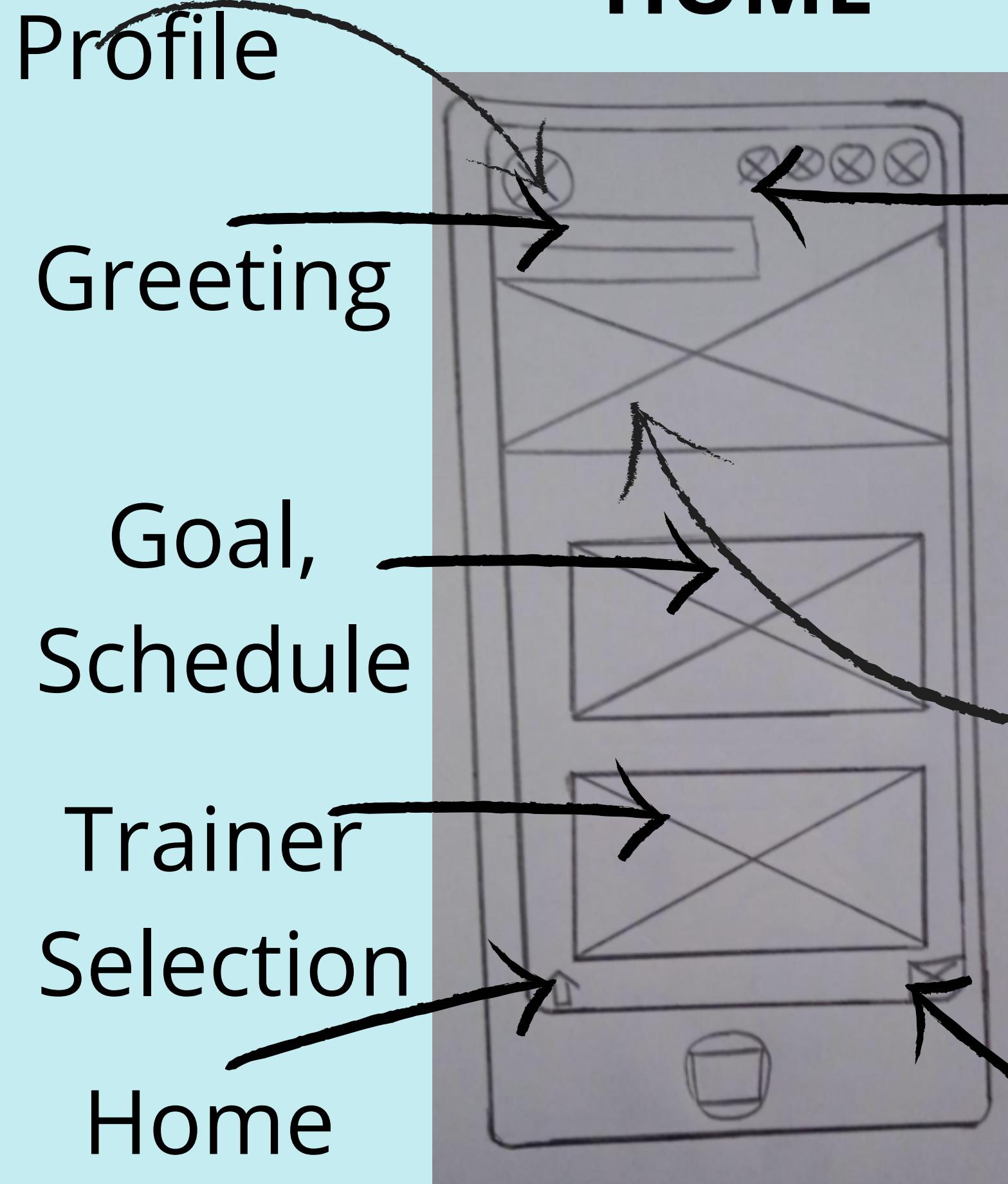
Briefing

INTERFACE FOR CLIENT

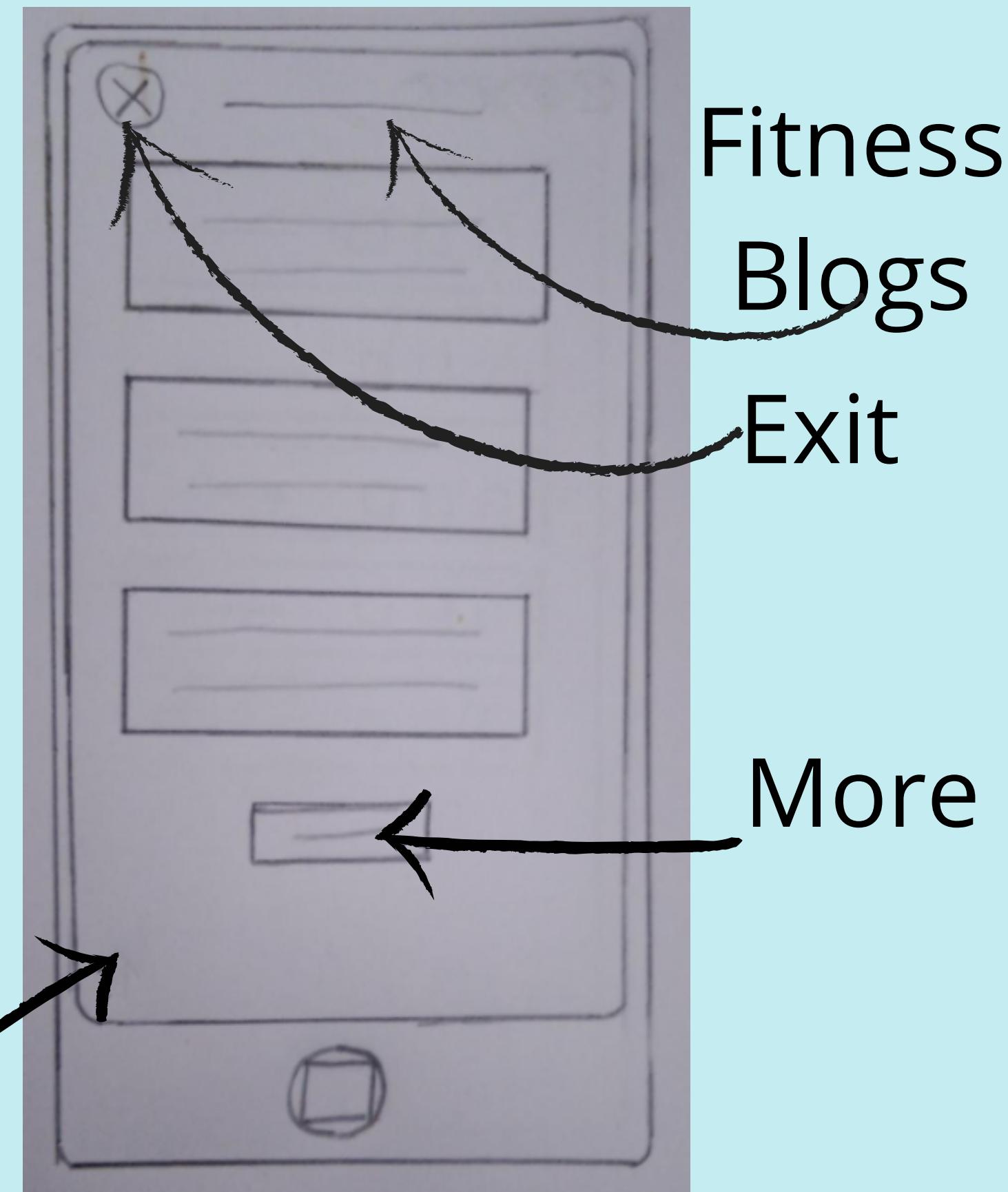
Sign Up



HOME



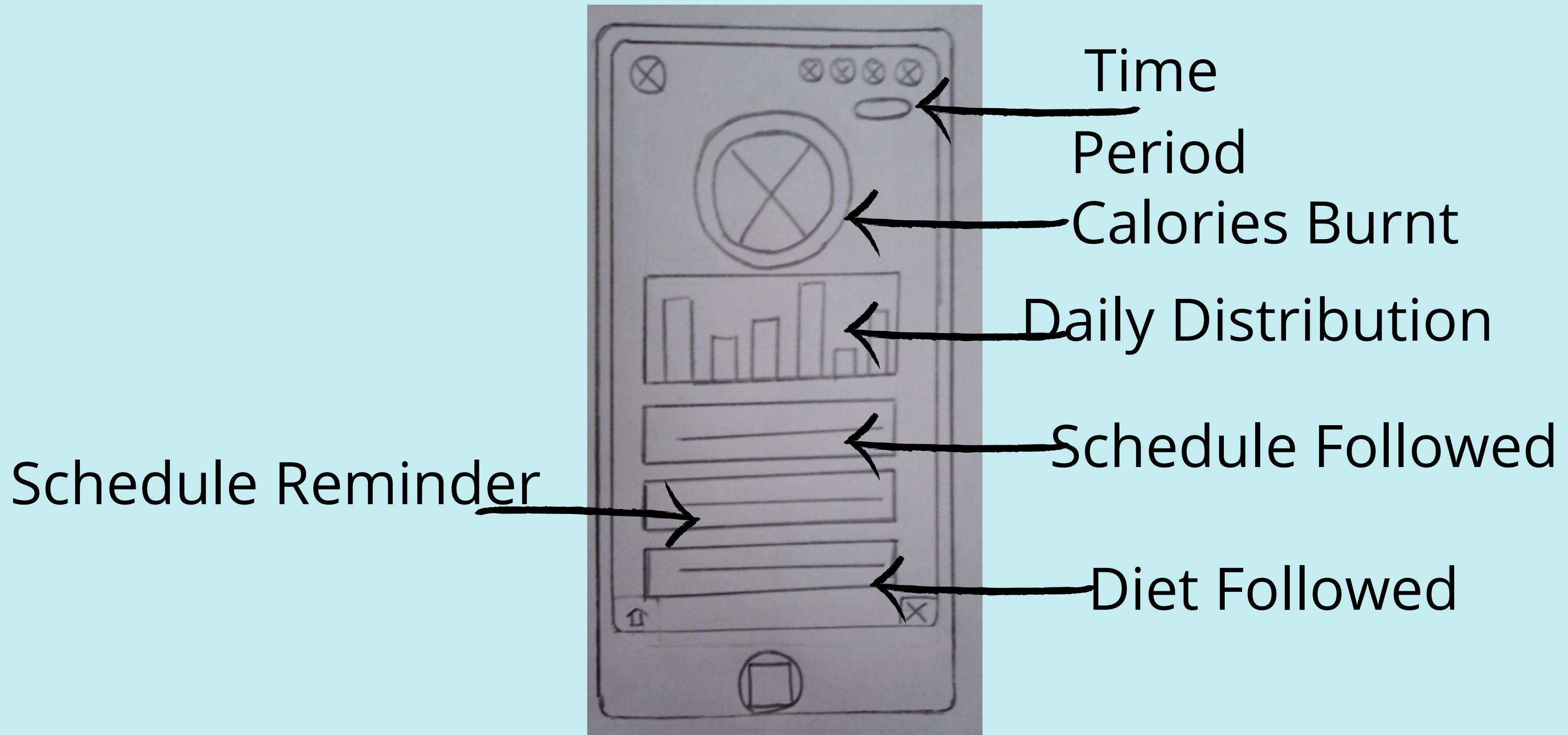
BLOGS



Contact
Music
Help
Trainer
Progress
Tracker

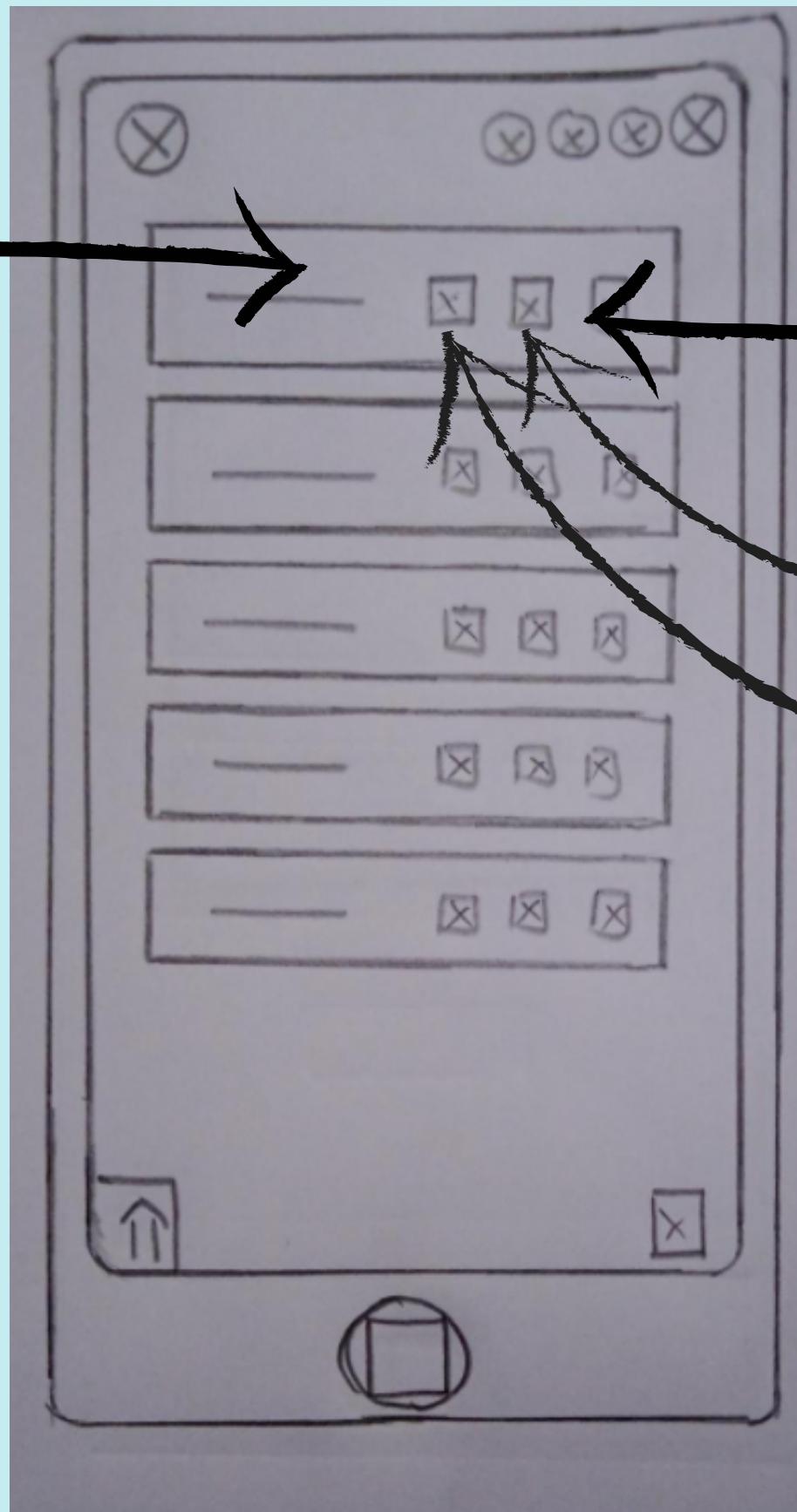
Blog

PROGRESS TRACKER



CONTACTS

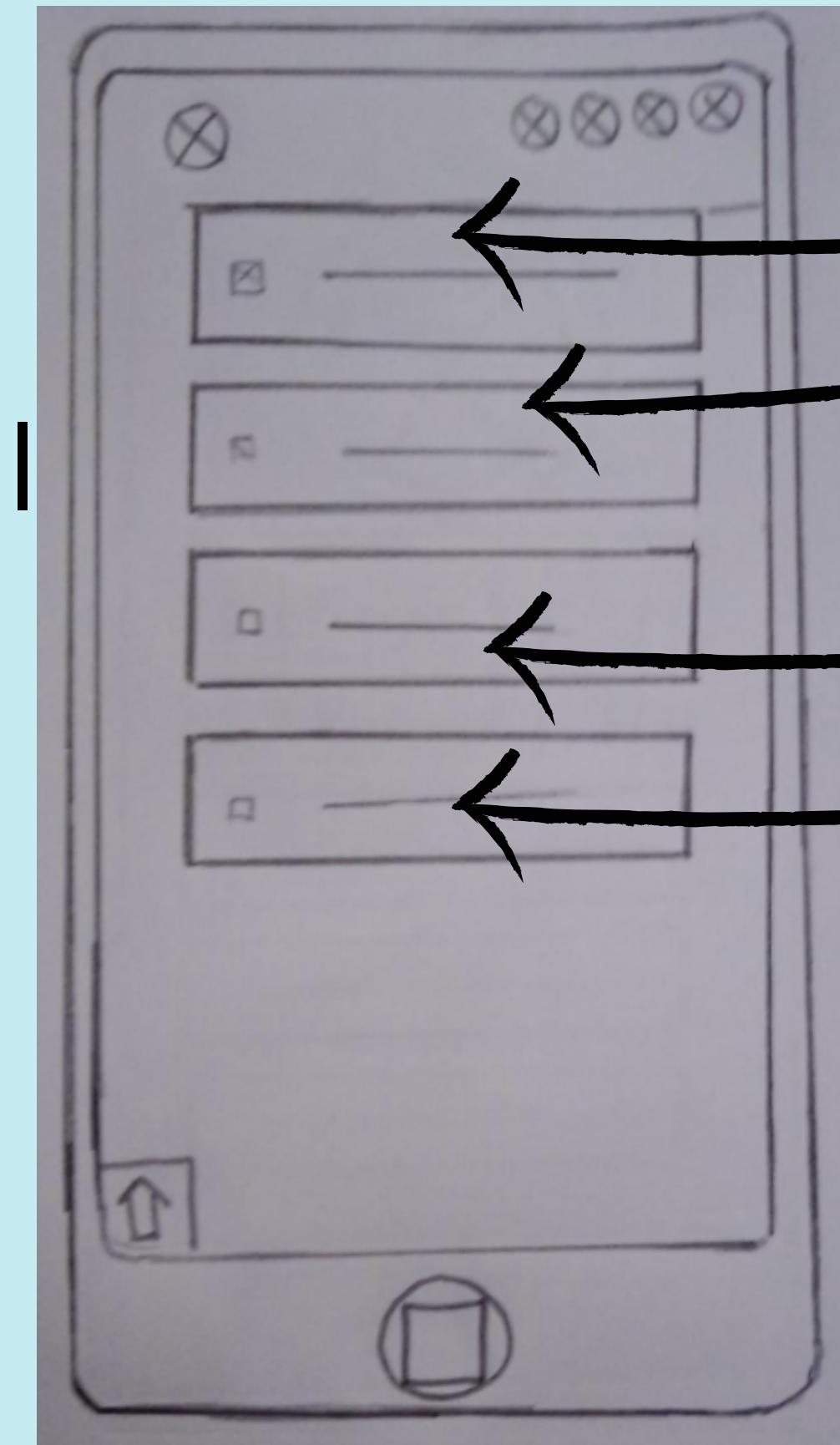
Name



Video
Audio Call
Chat

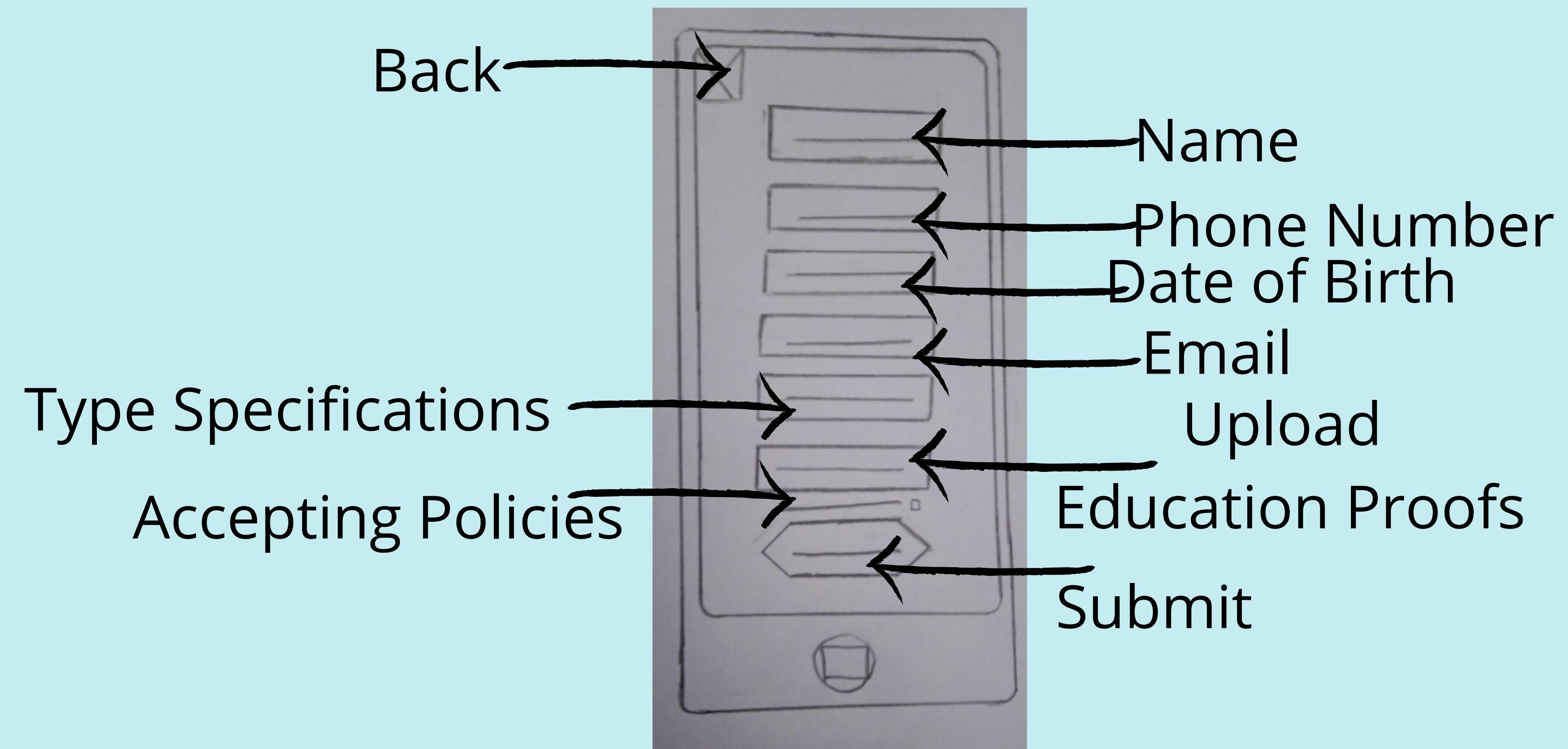
HELP

Query Bot
FAQ's
Support
Feedback

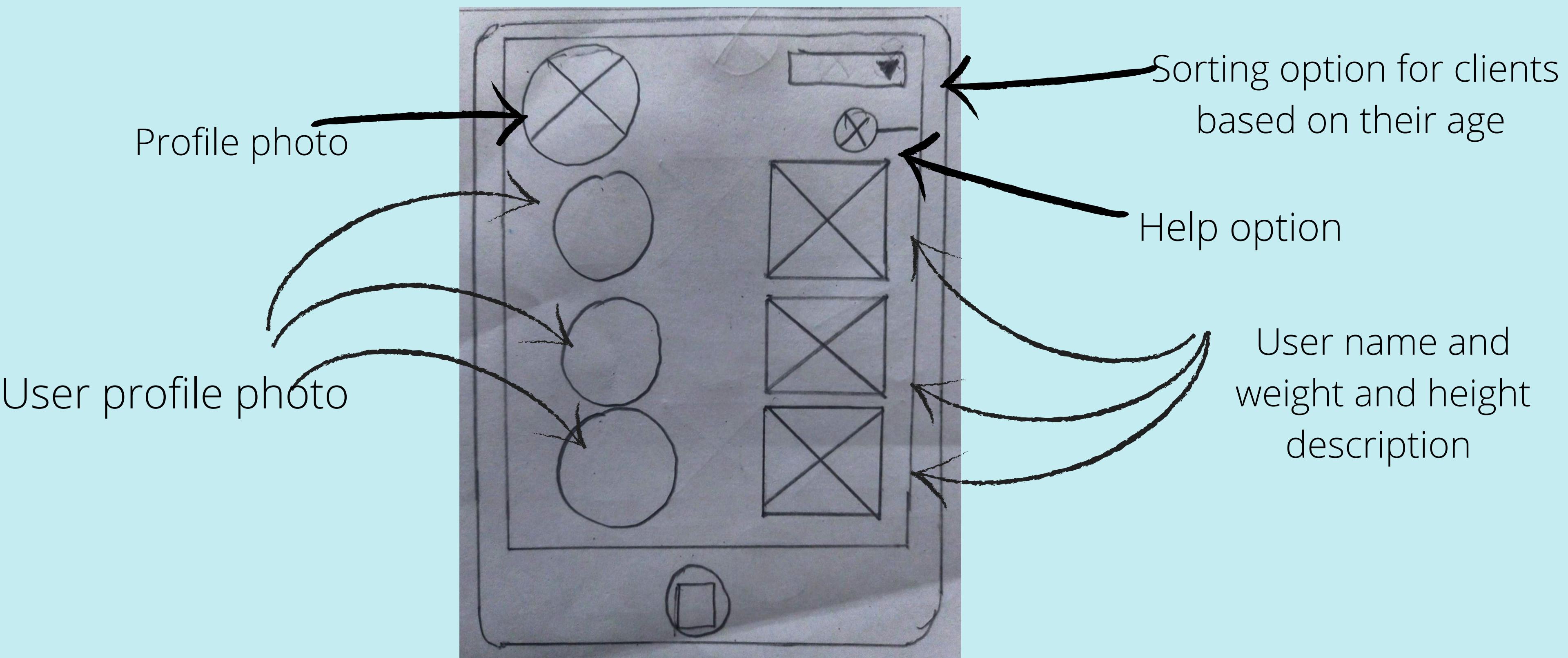


INTERFACE FOR PROFESSIONAL

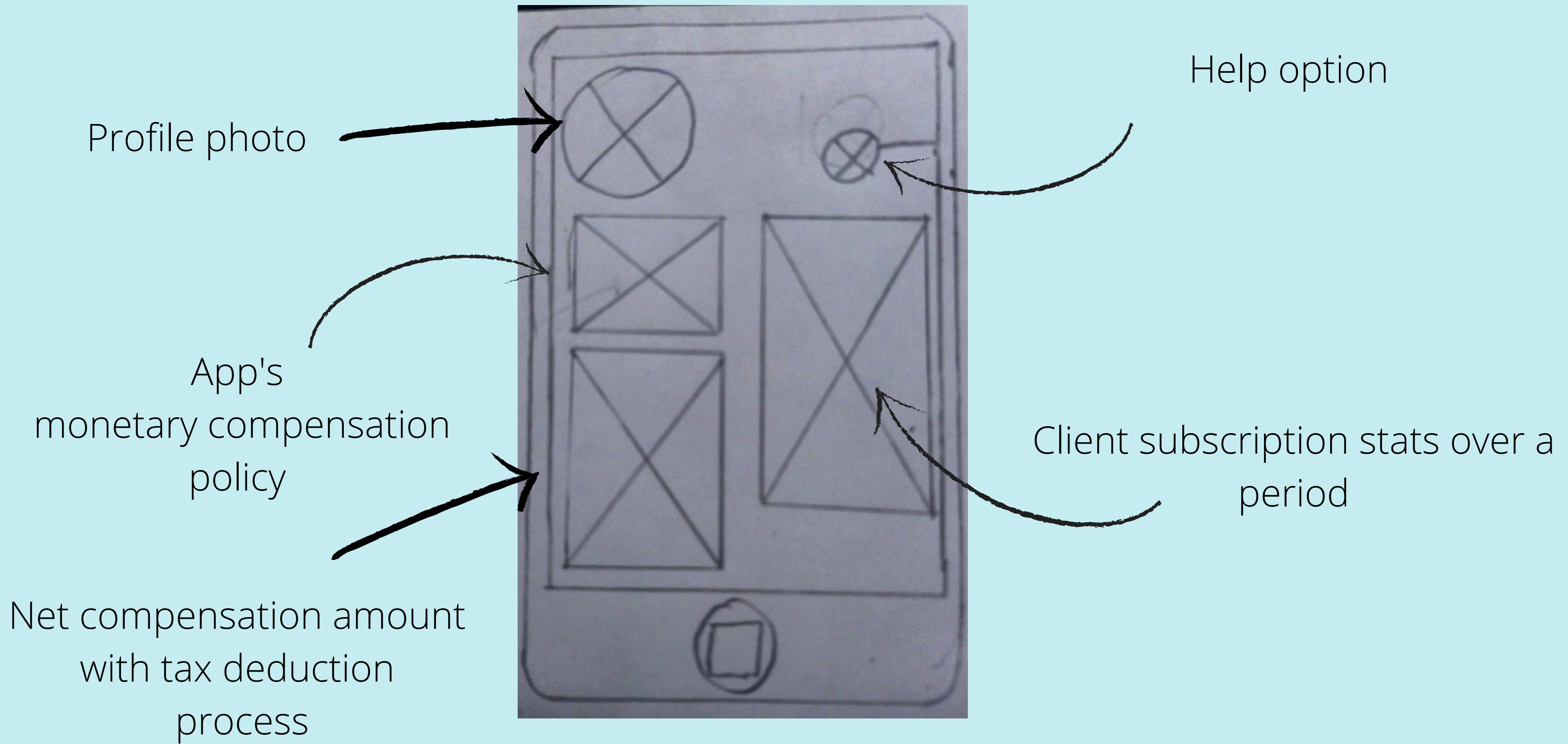
Sign Up



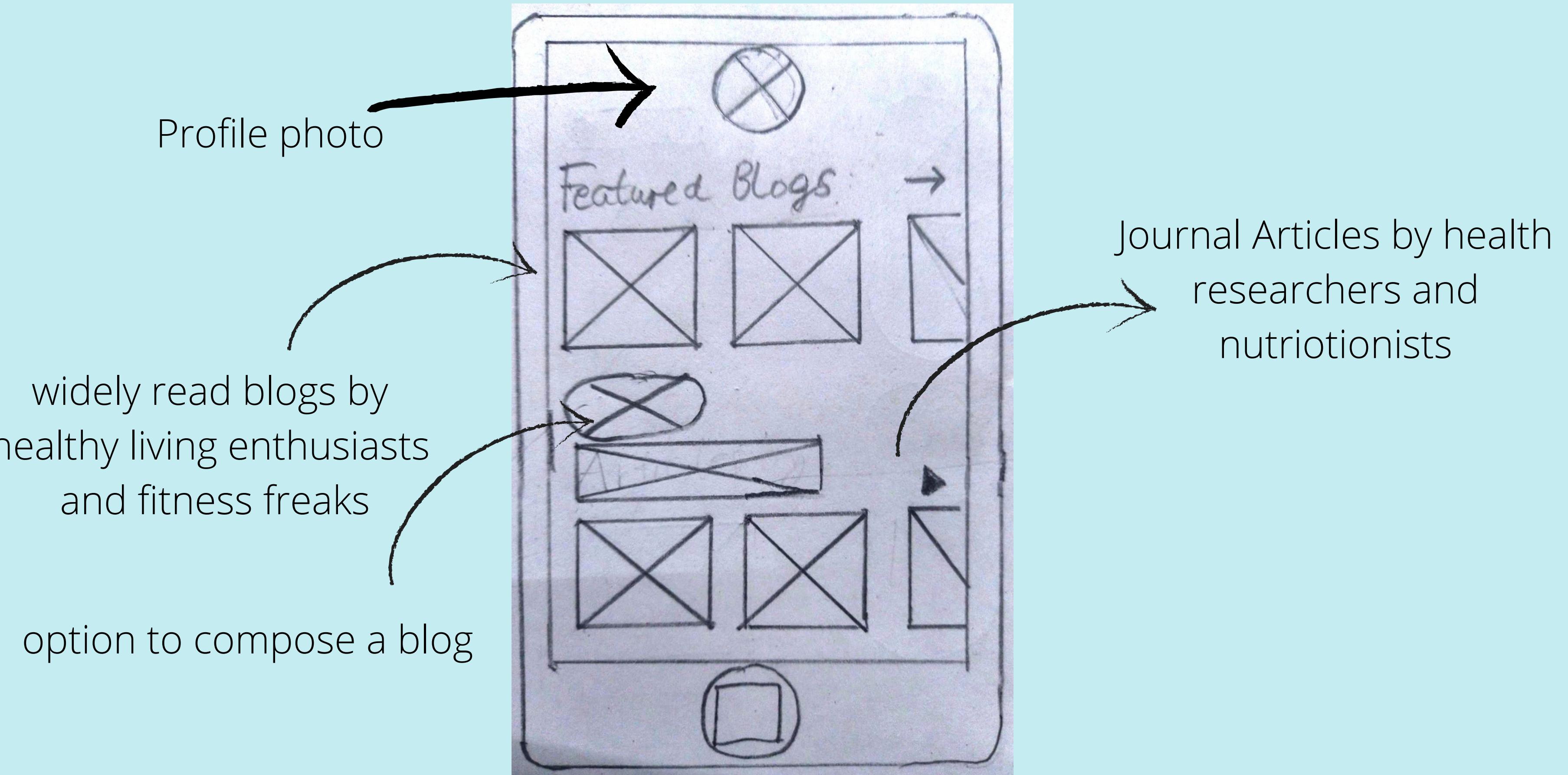
Post-verification Client page



Income page



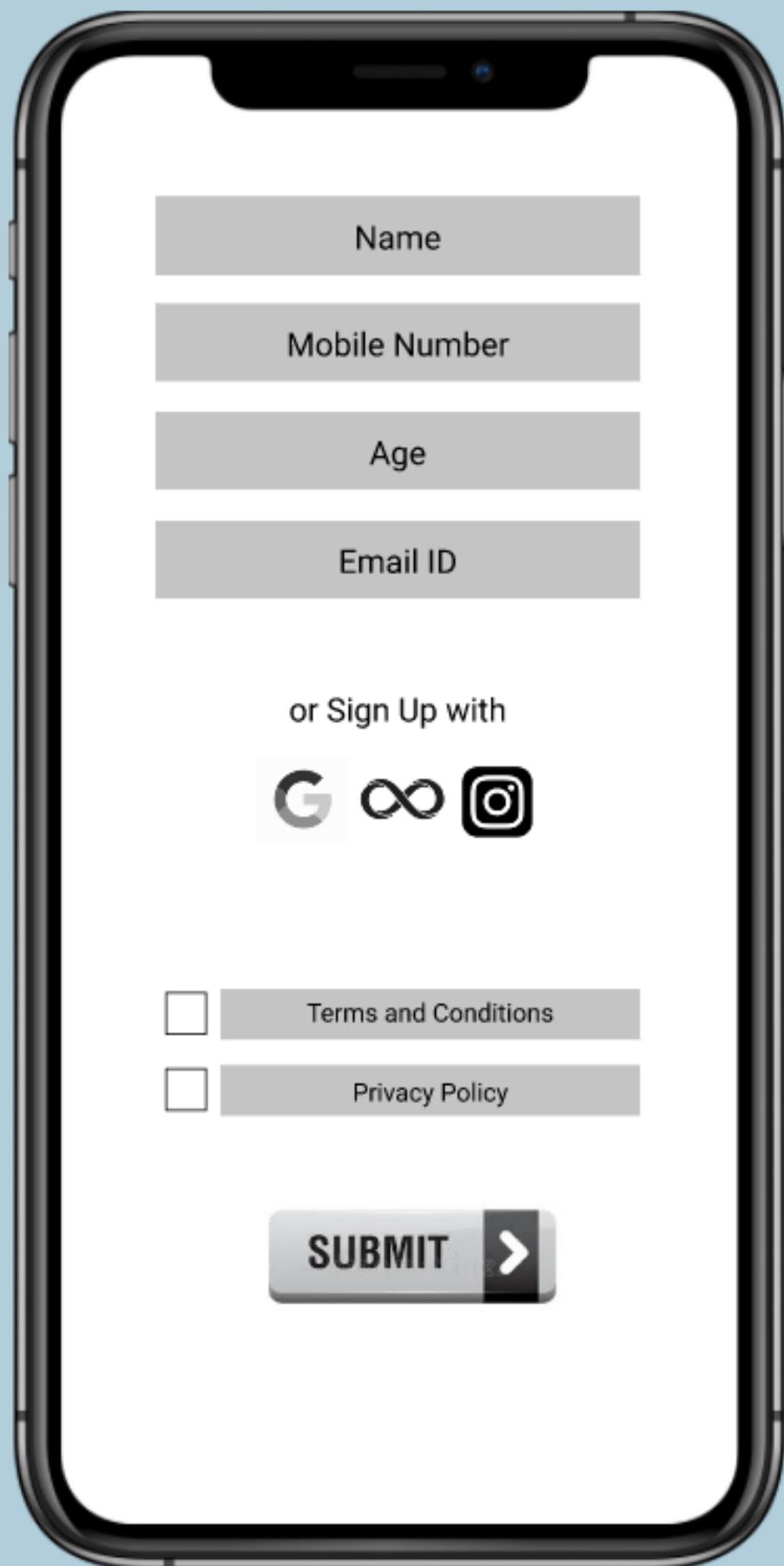
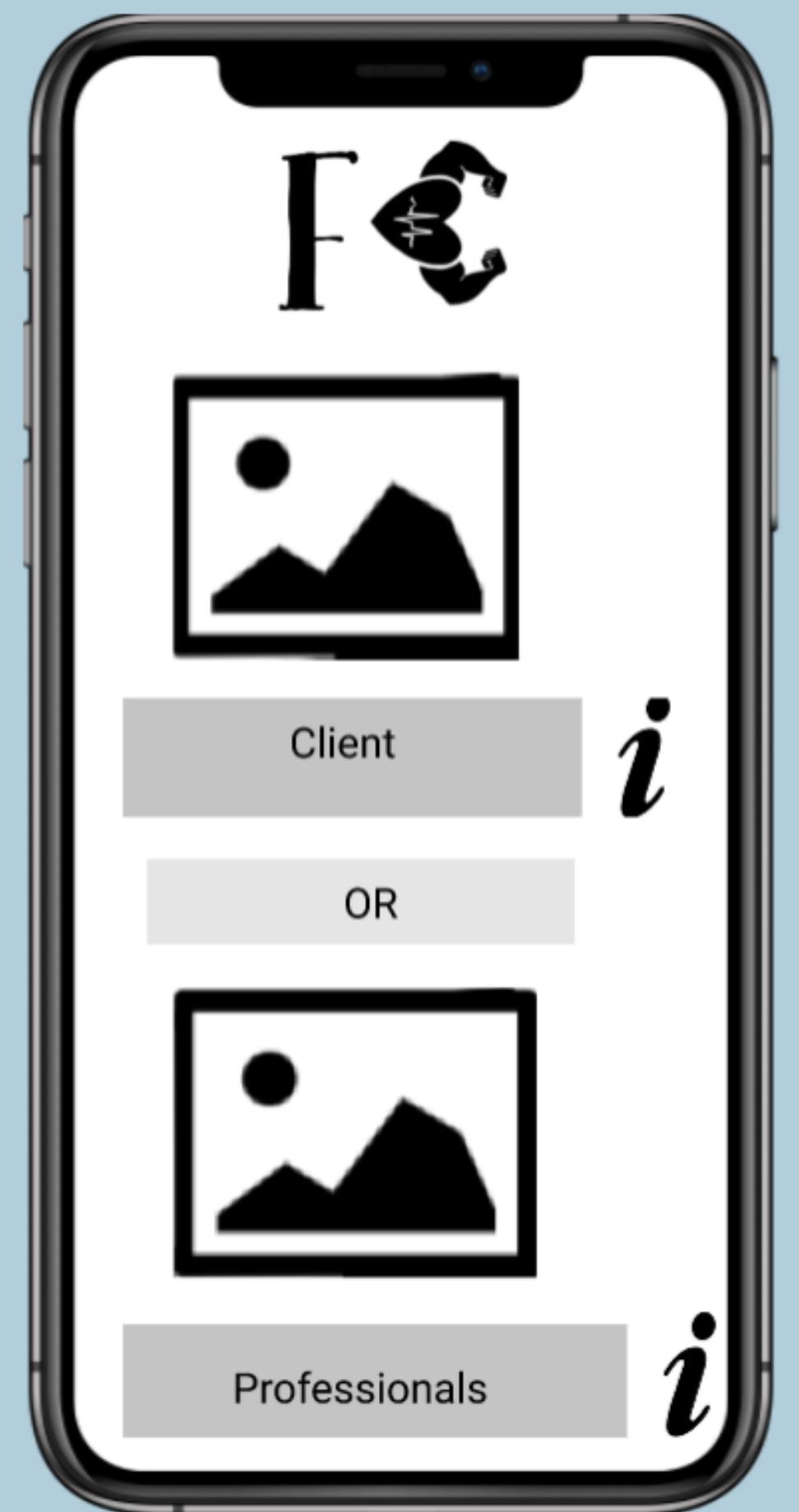
Blogs and articles page

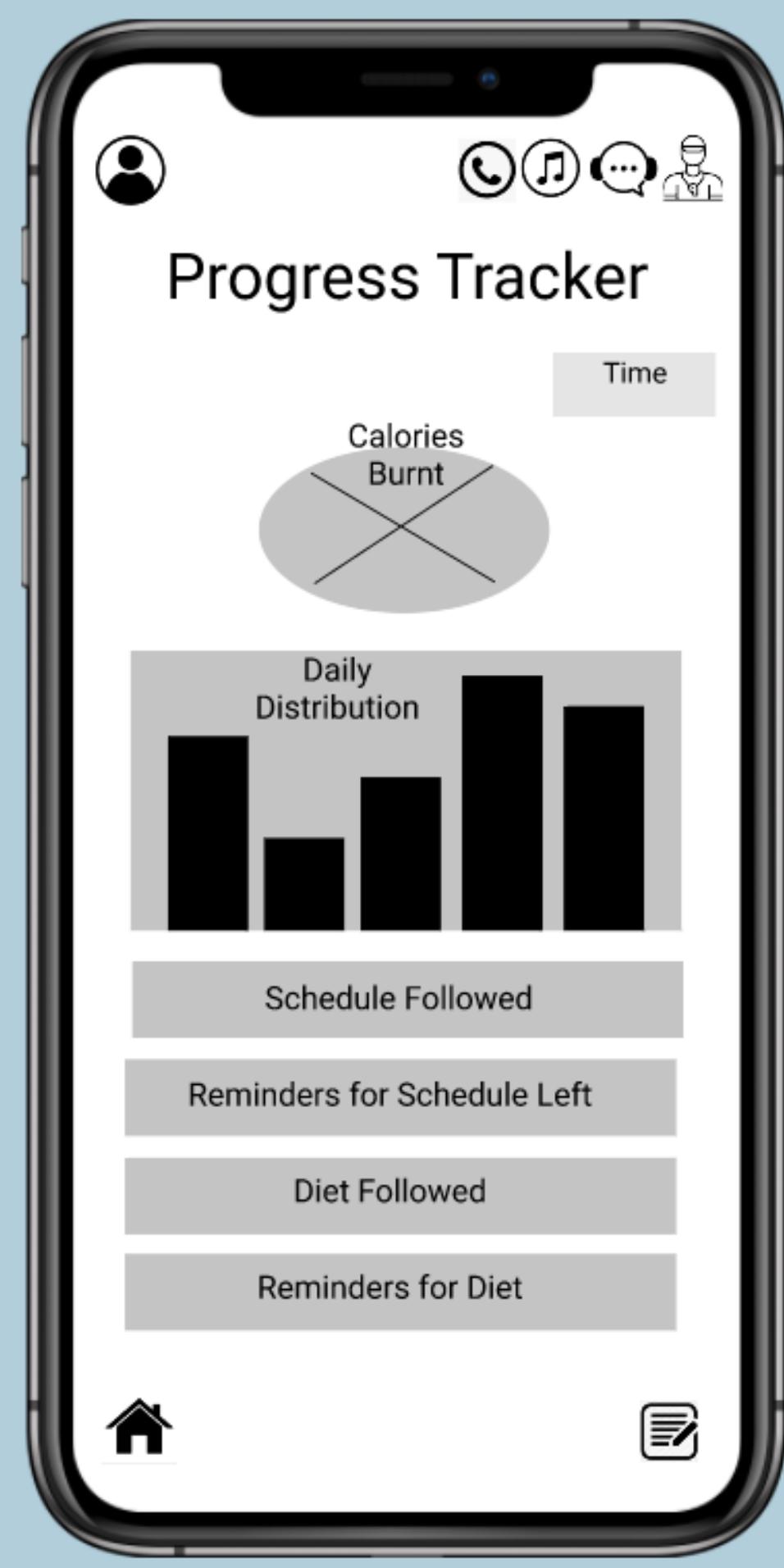
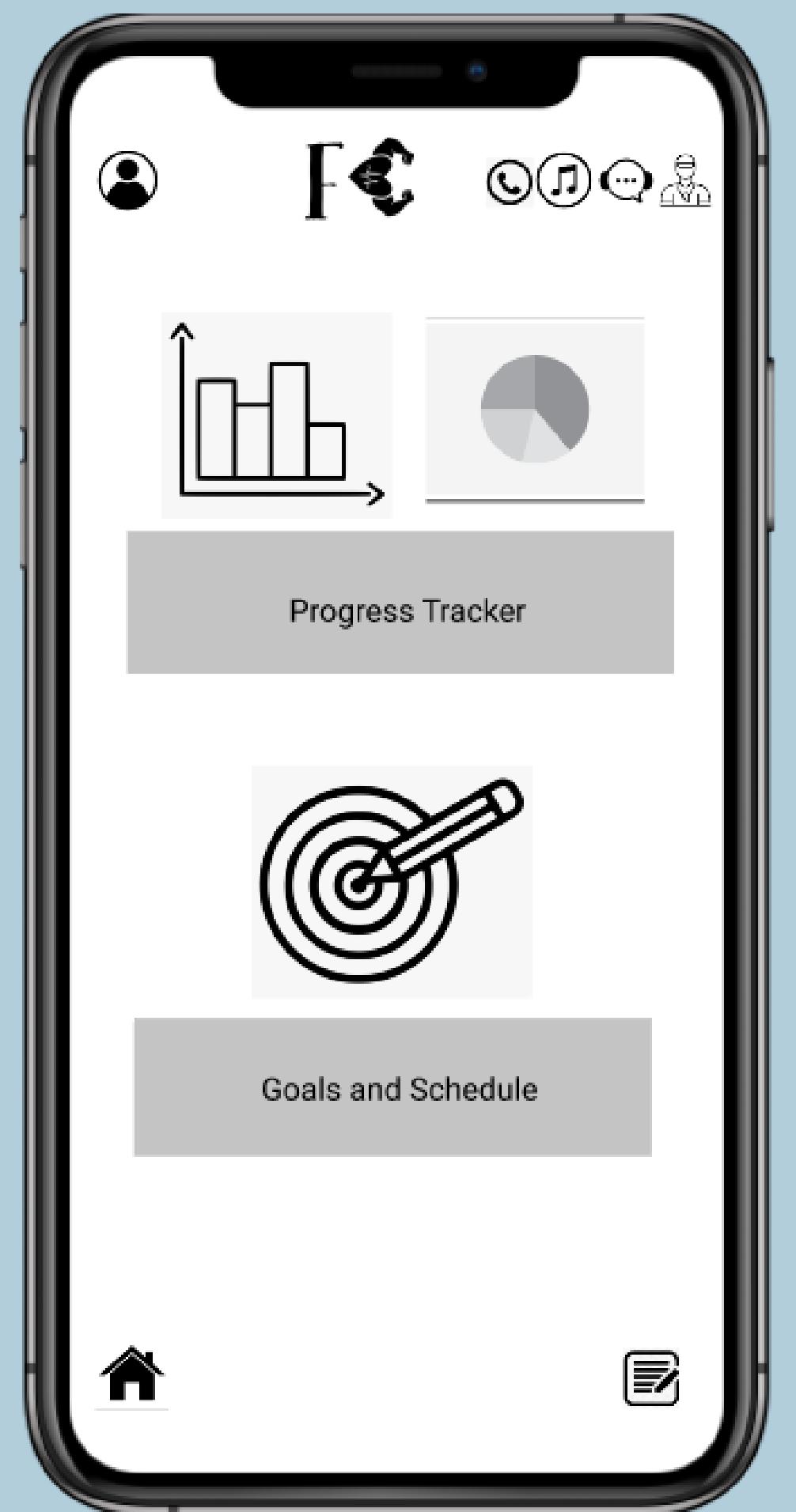


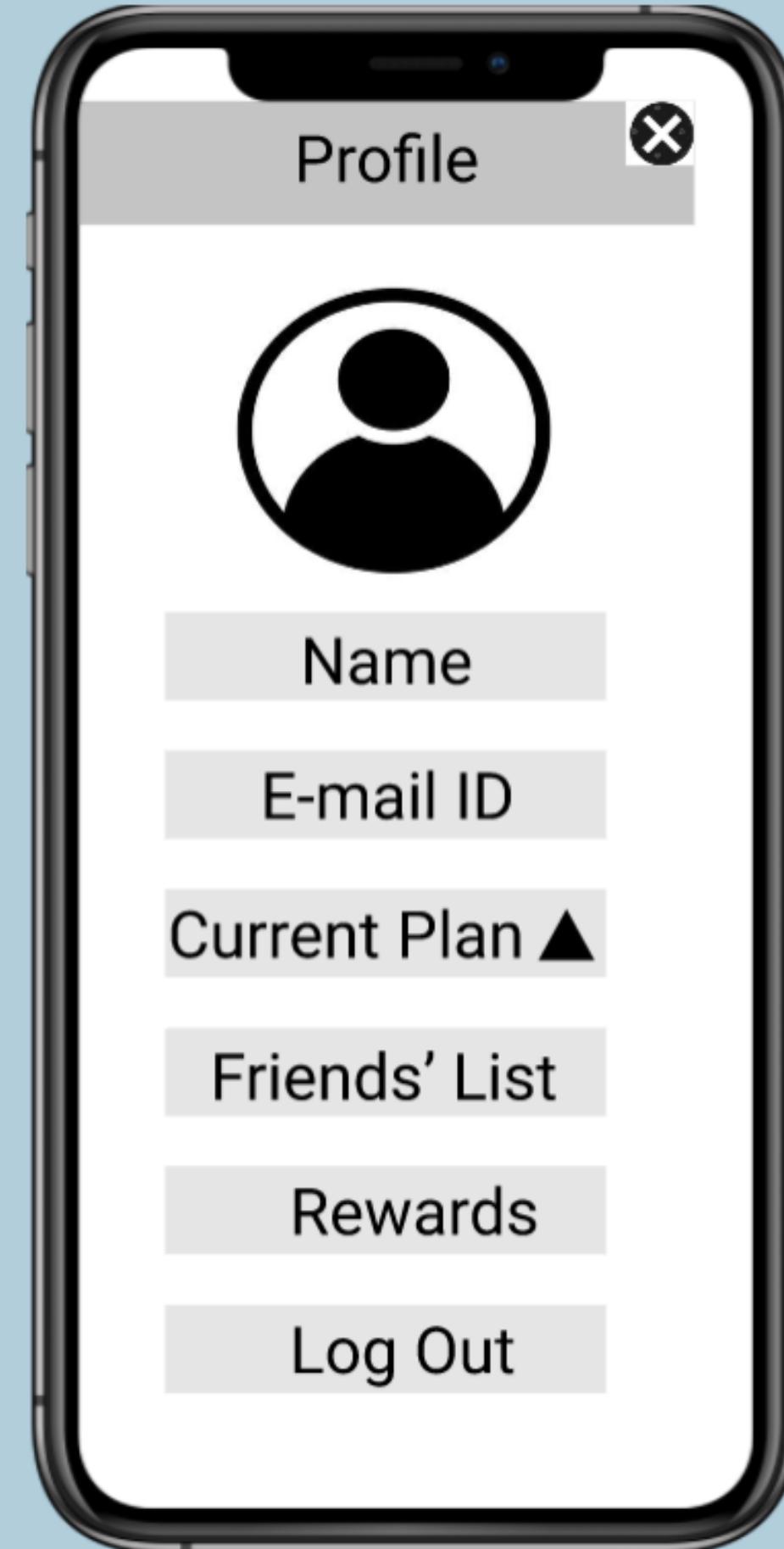
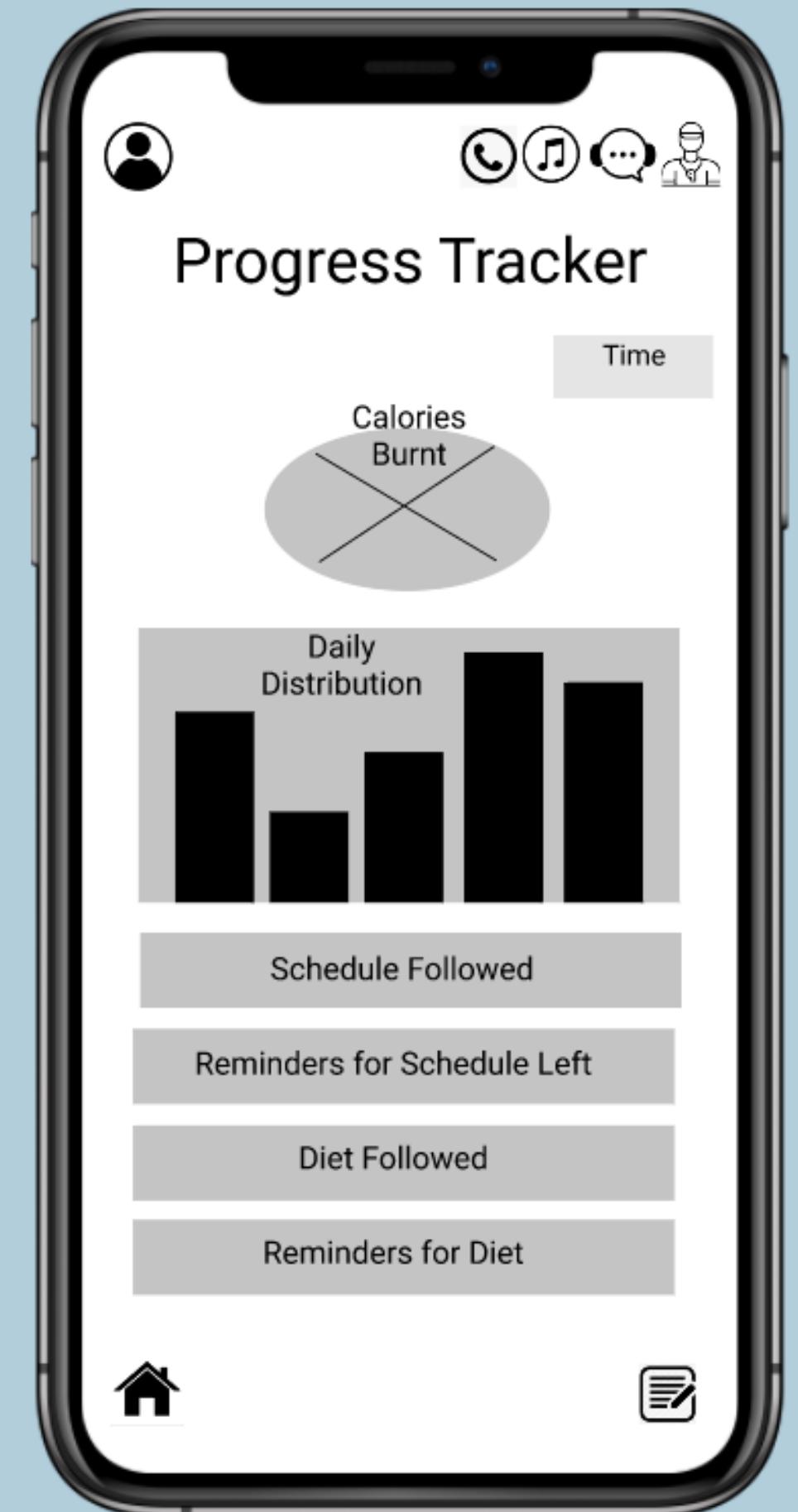
Medium Fidelity Prototype

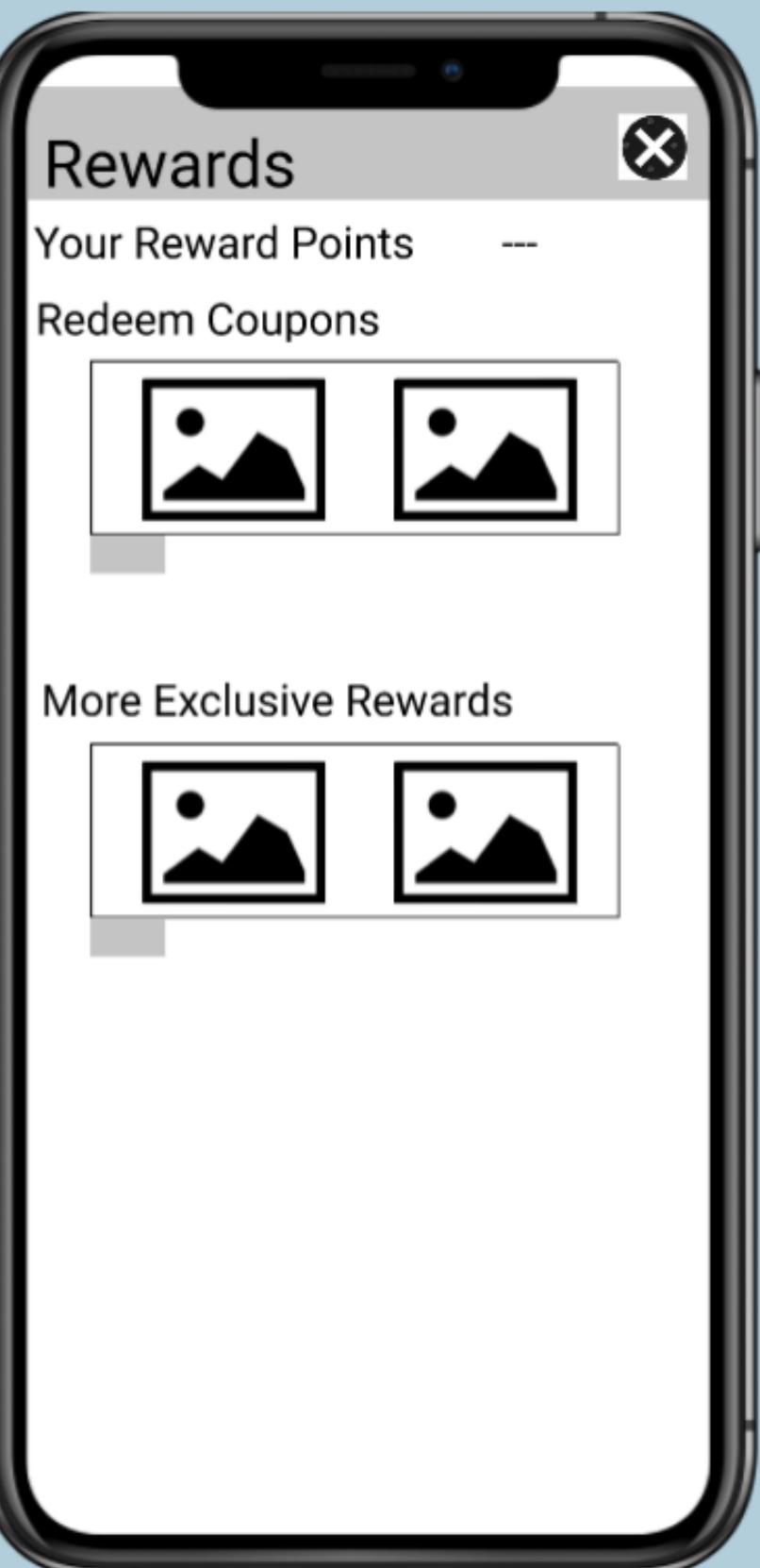
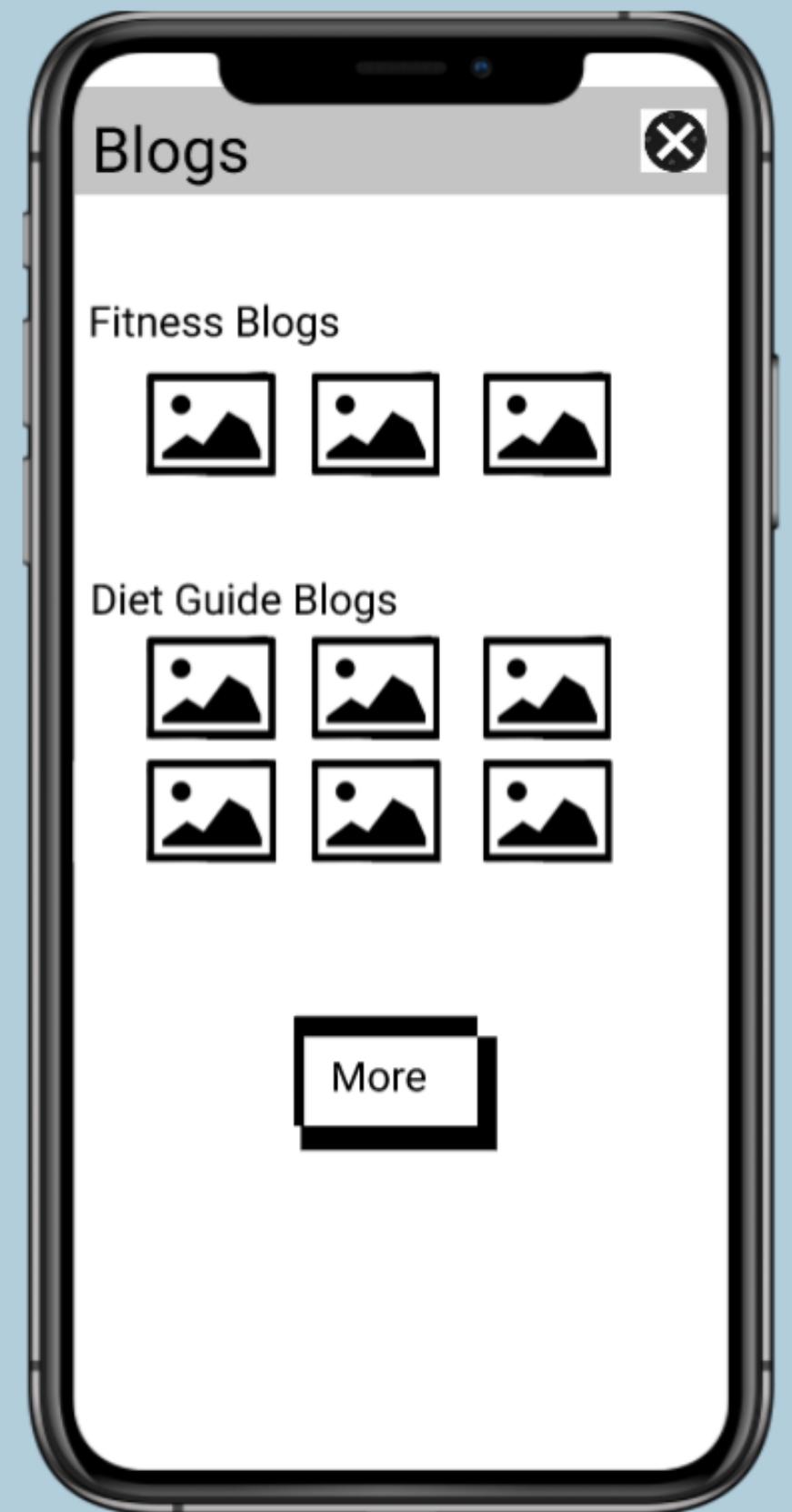
While going from low fidelity to medium fidelity prototype, we kept the following points in mind :-

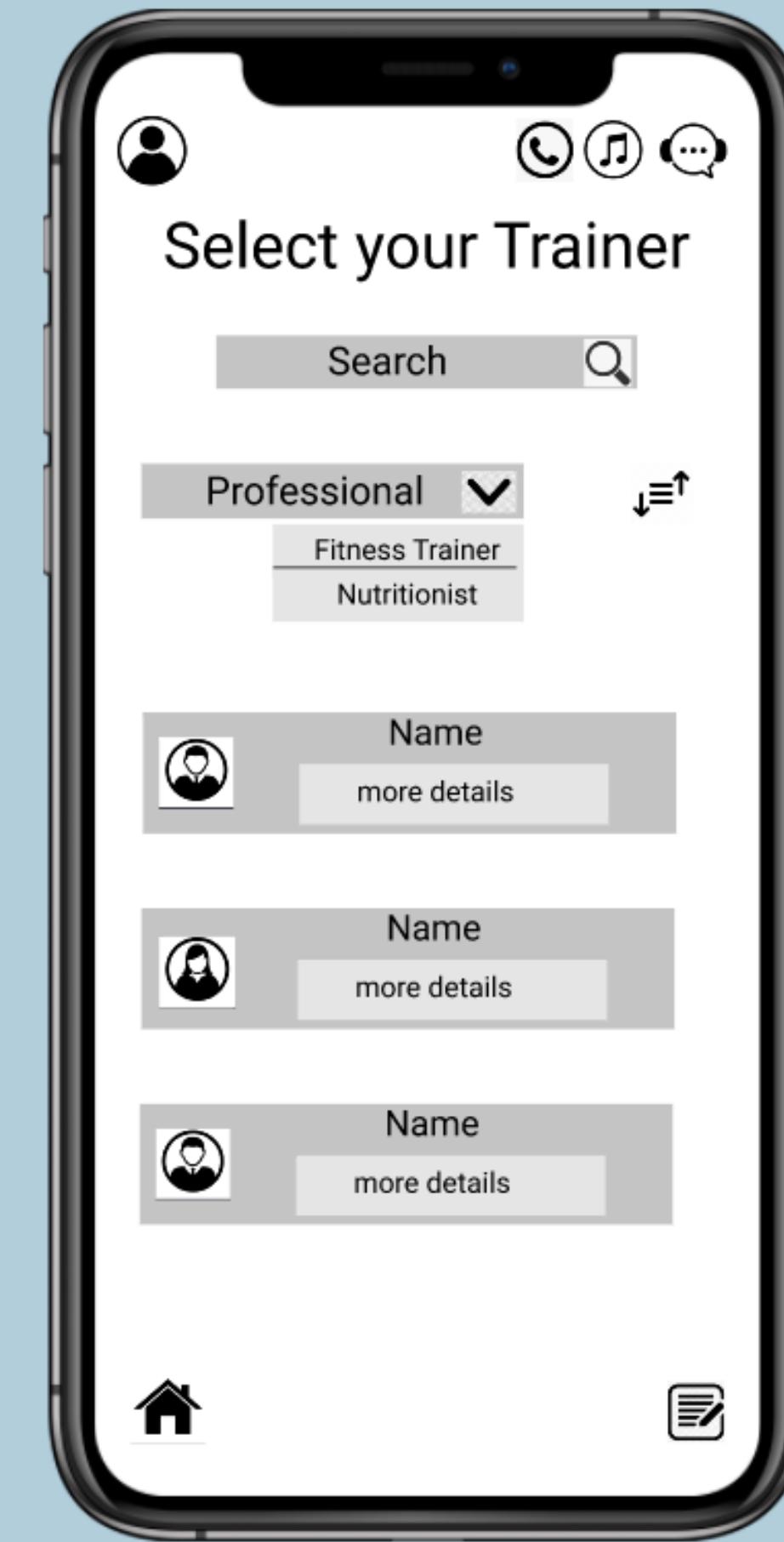
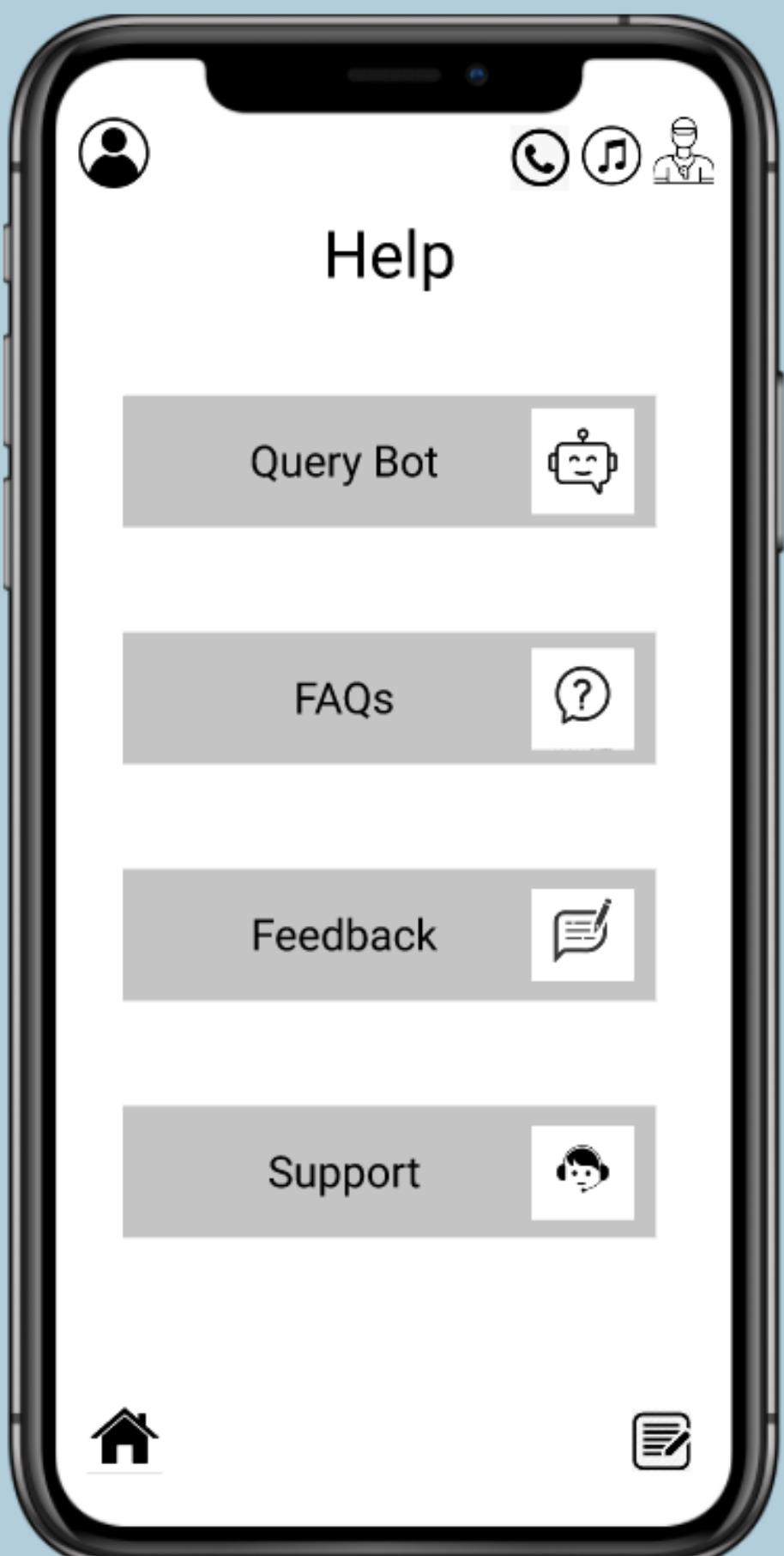
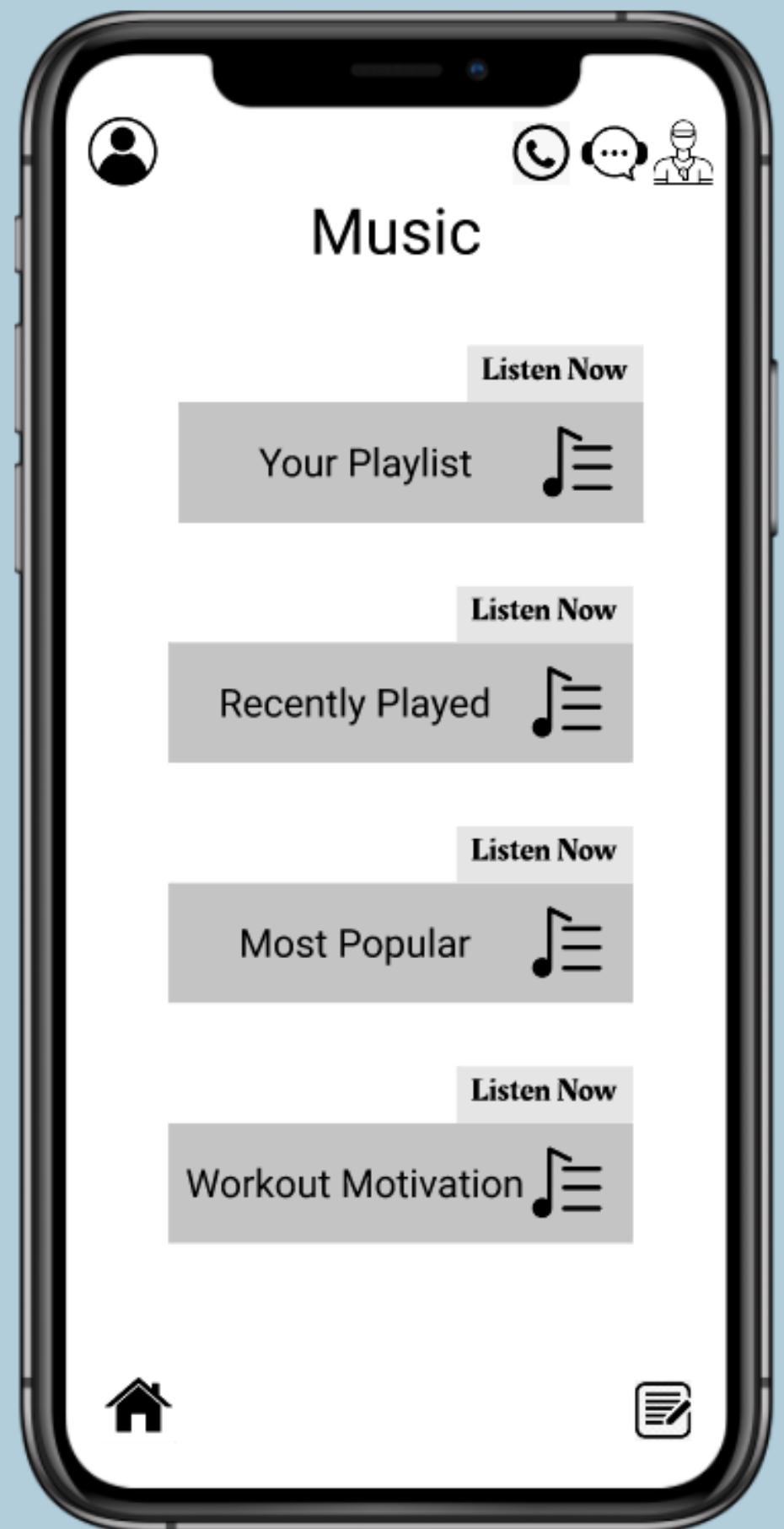
- The low fidelity prototype was very rough and so the same icons were used for all buttons. However, for medium fidelity prototype, we needed icons which had good visibility and relatability.
- The low fidelity prototype only had the major home screens. Now, we needed to make navigations further within a home page.
- While the low fidelity prototype did nothing to engage the attention of a user, we had to ensure this wasn't the case in the medium fidelity prototype.

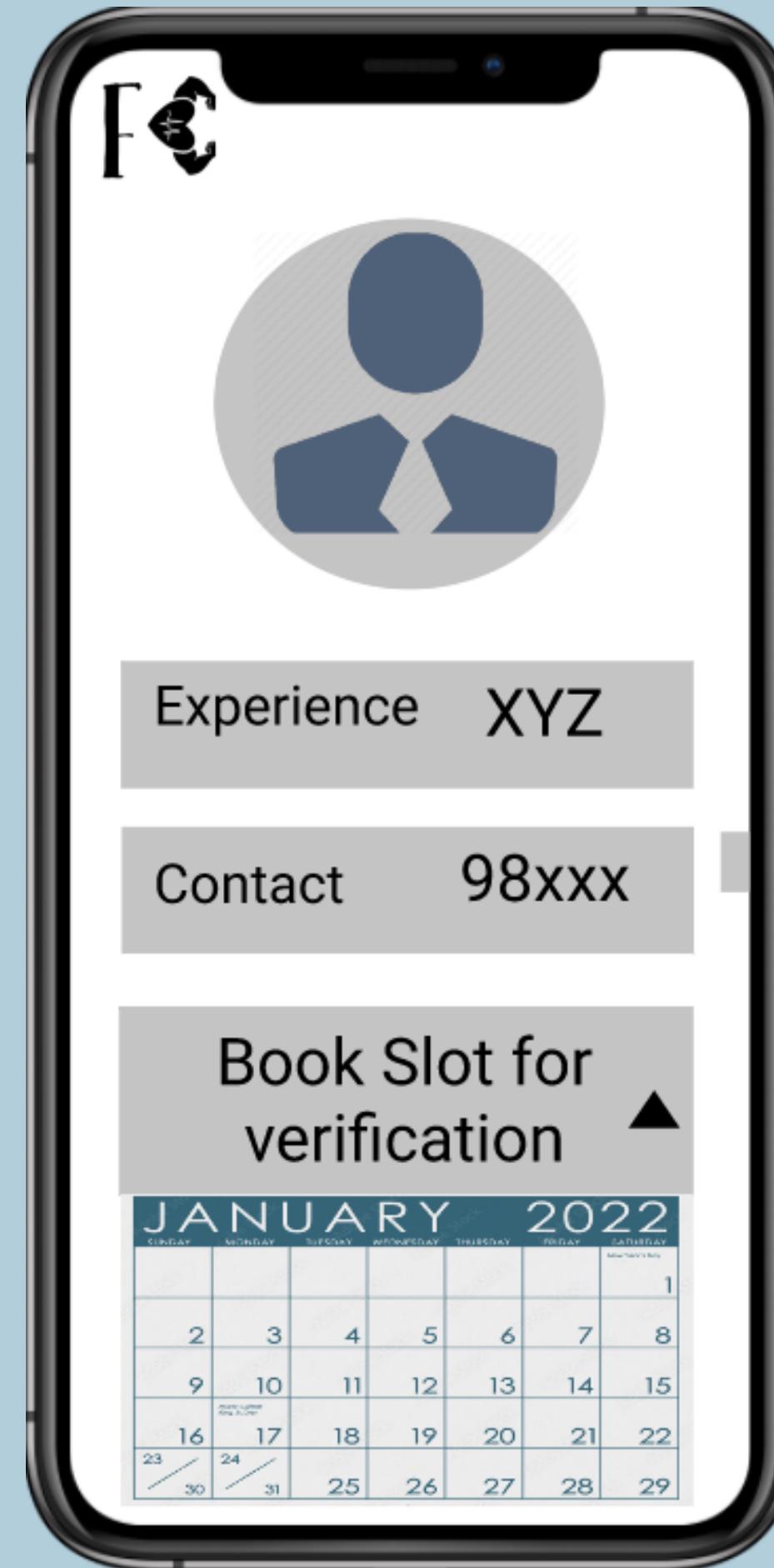
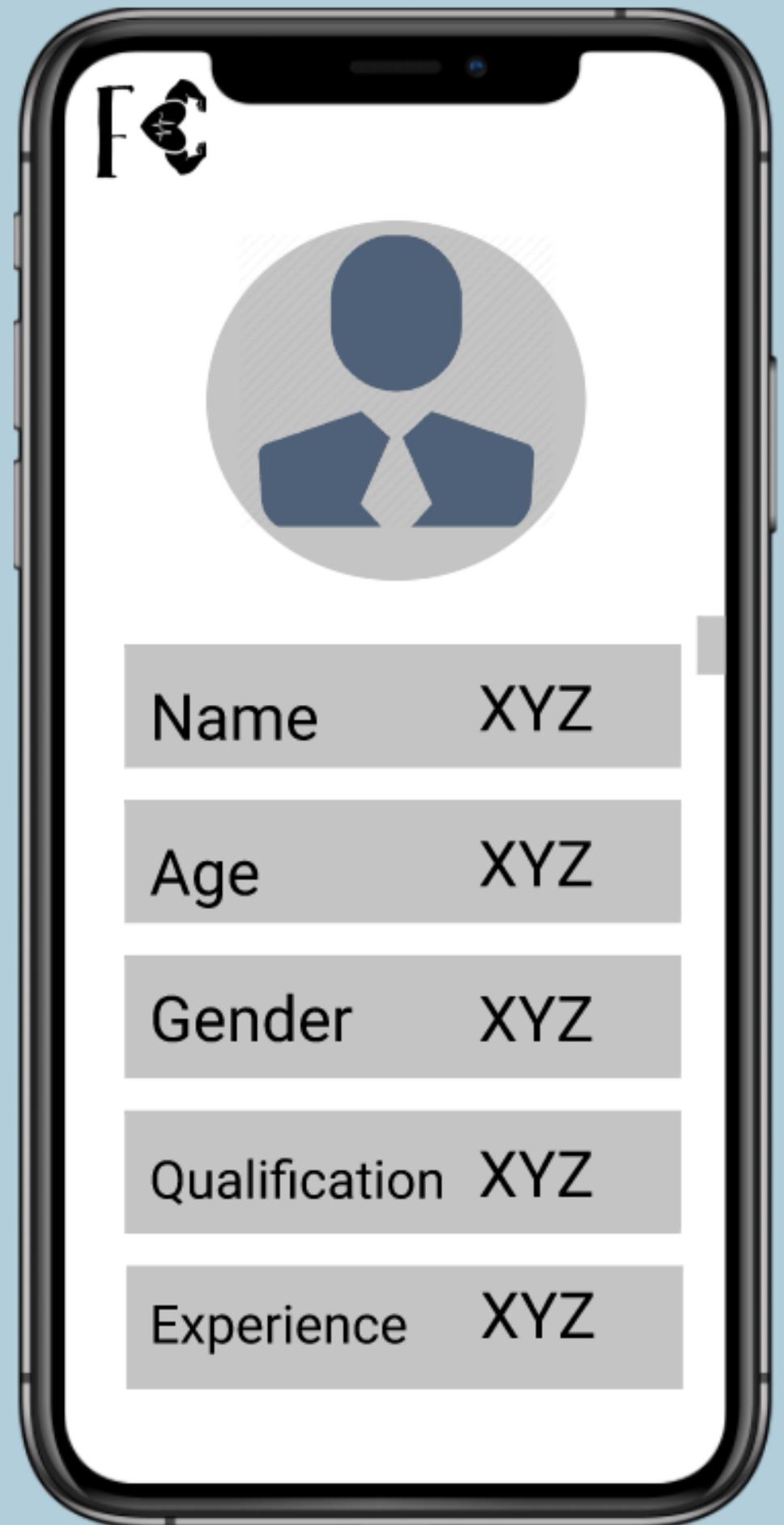




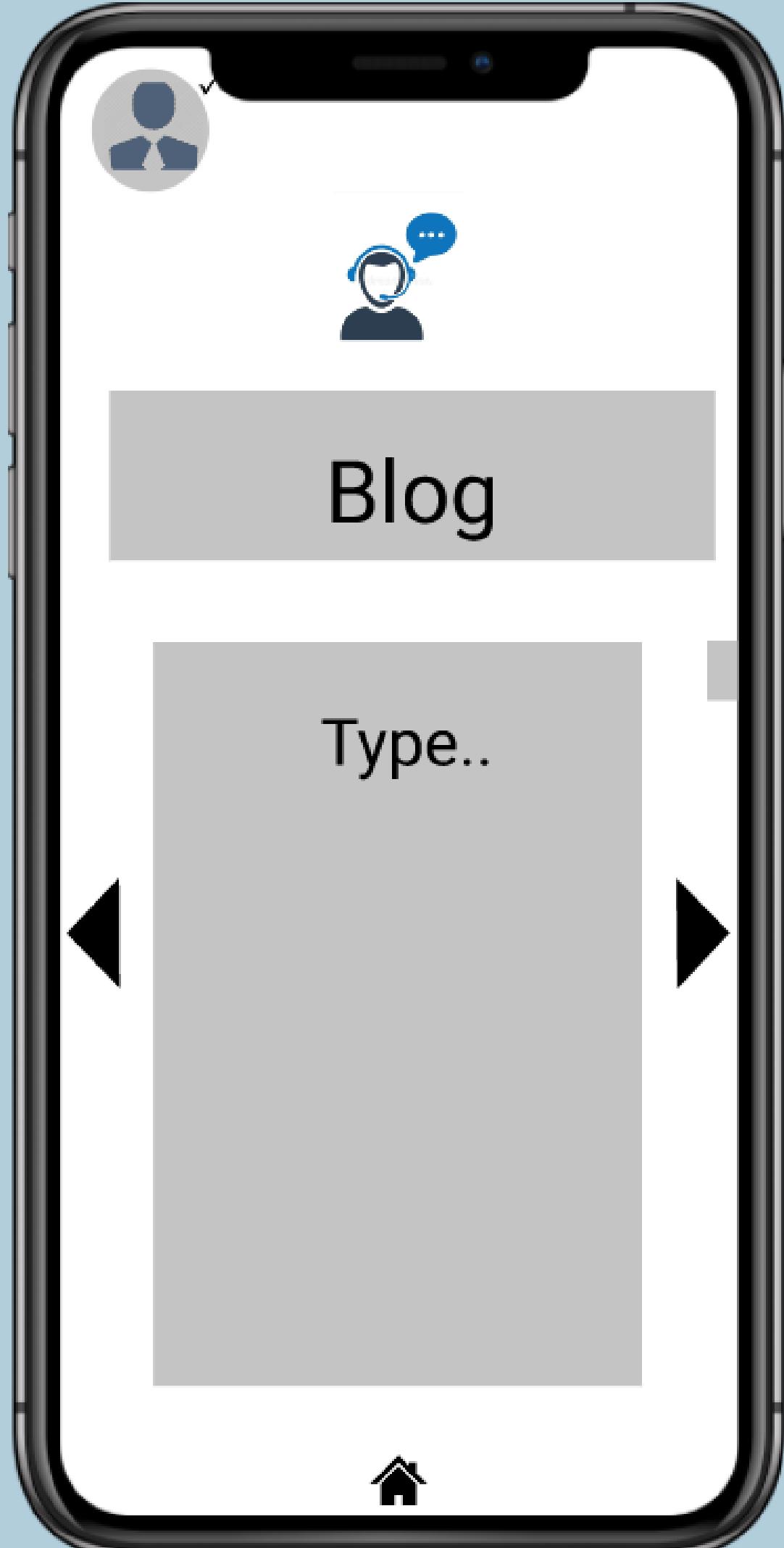








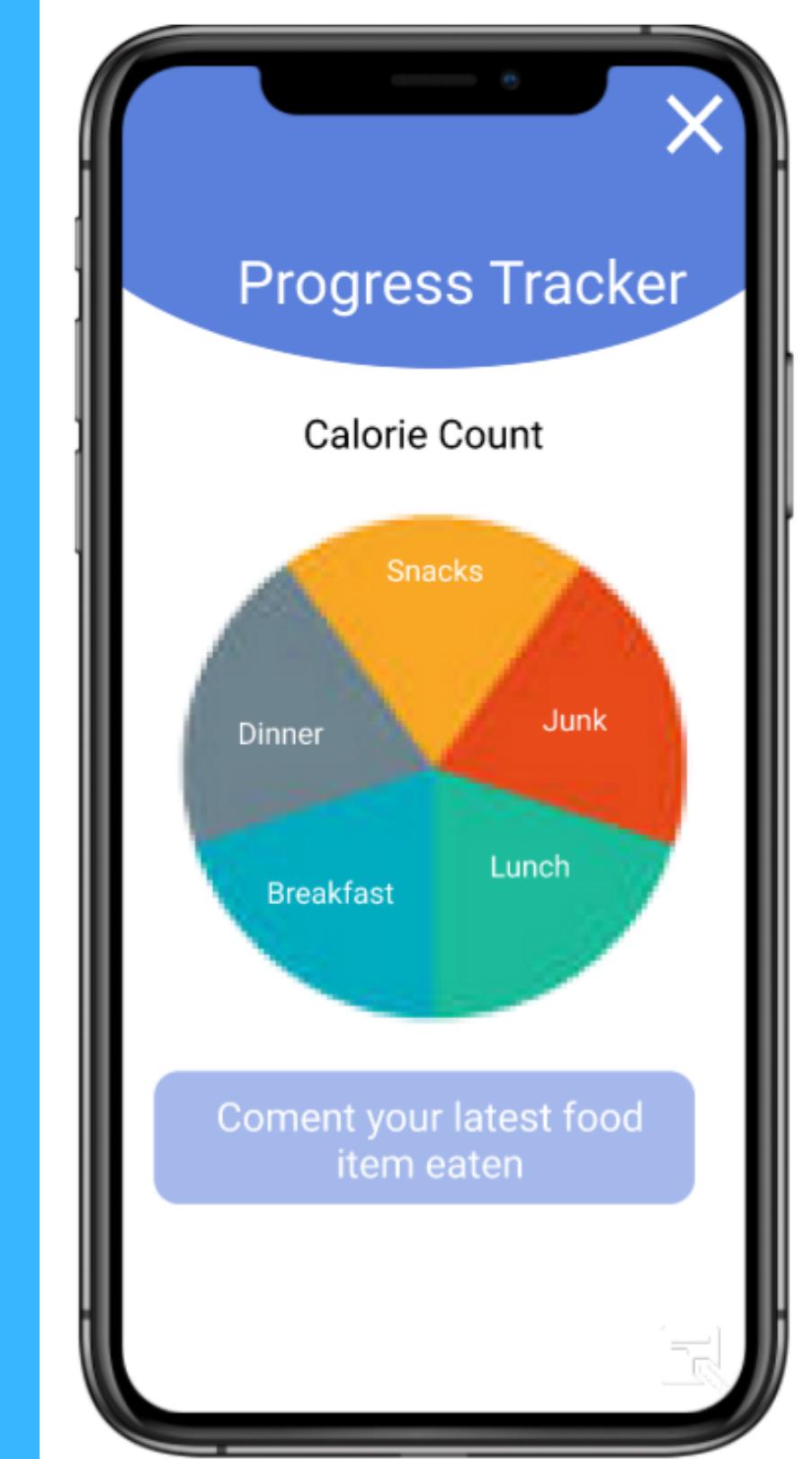
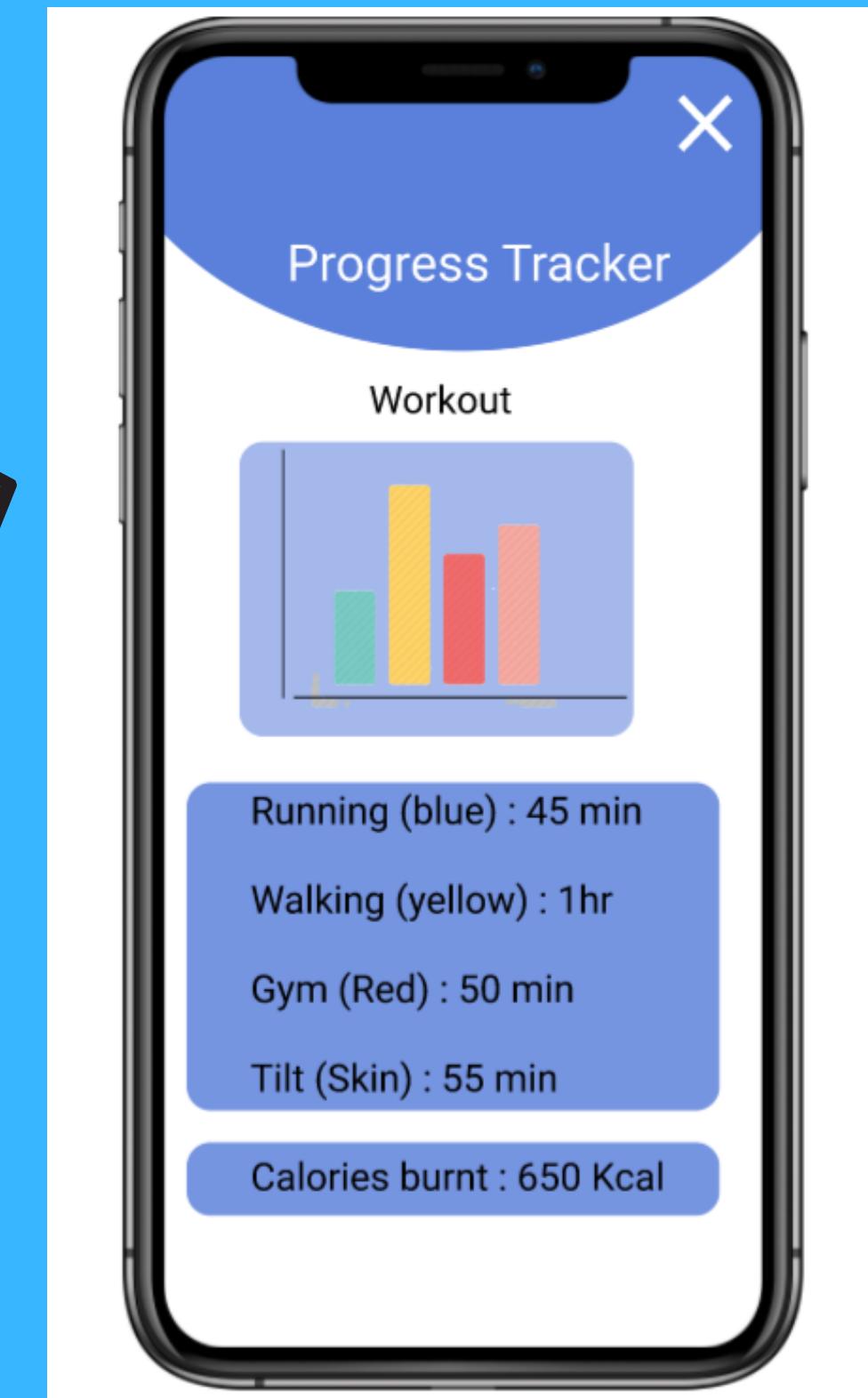
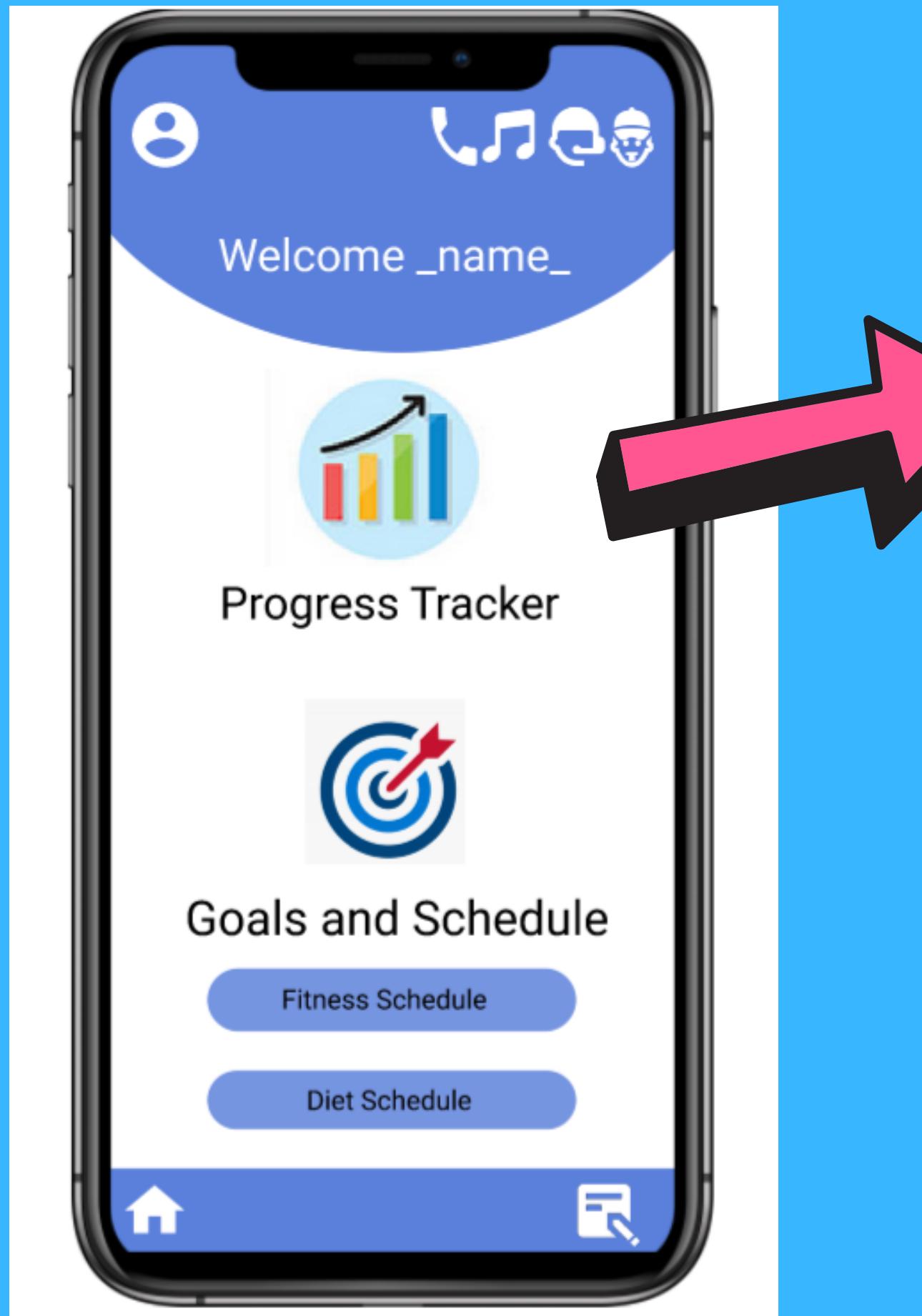


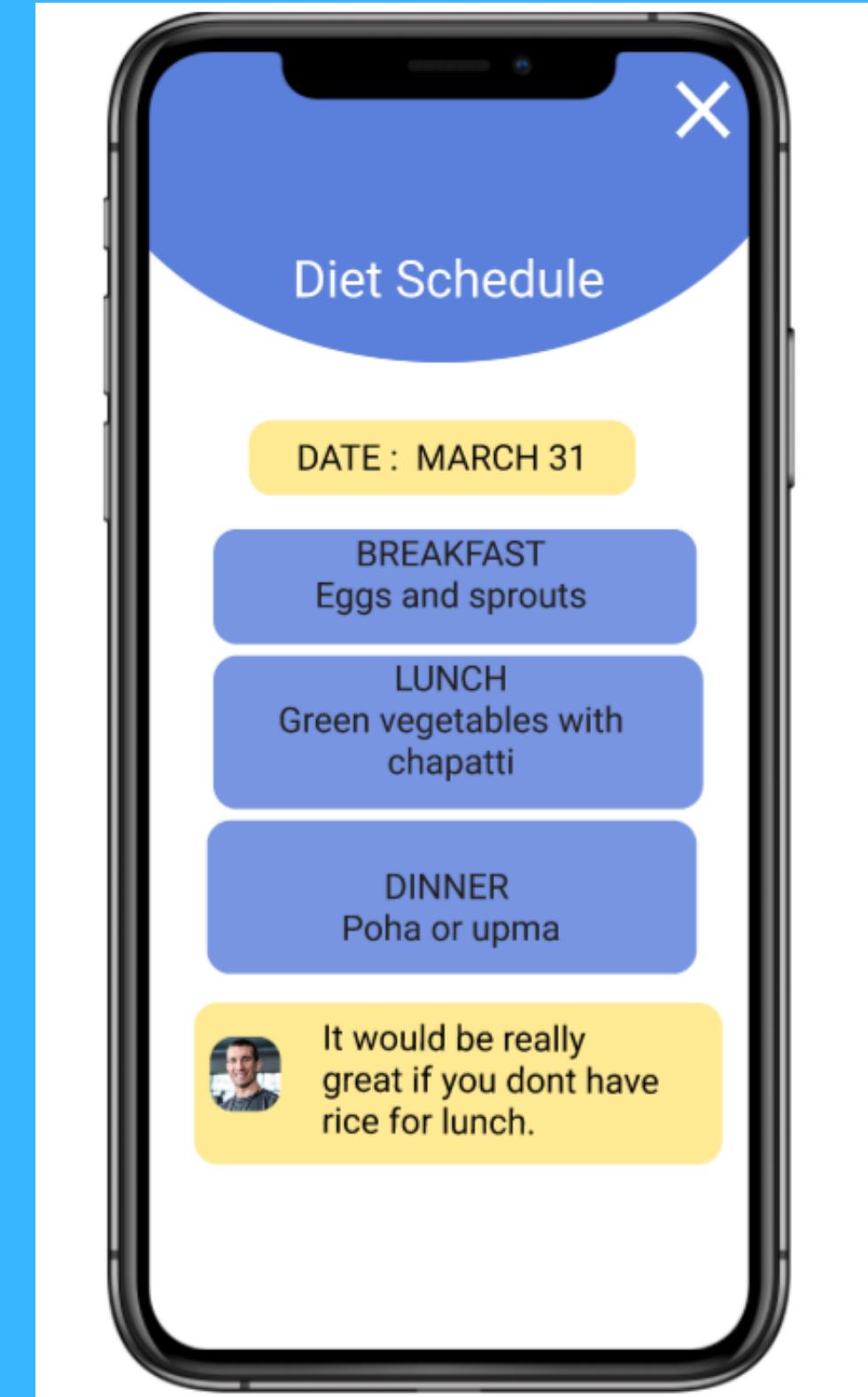
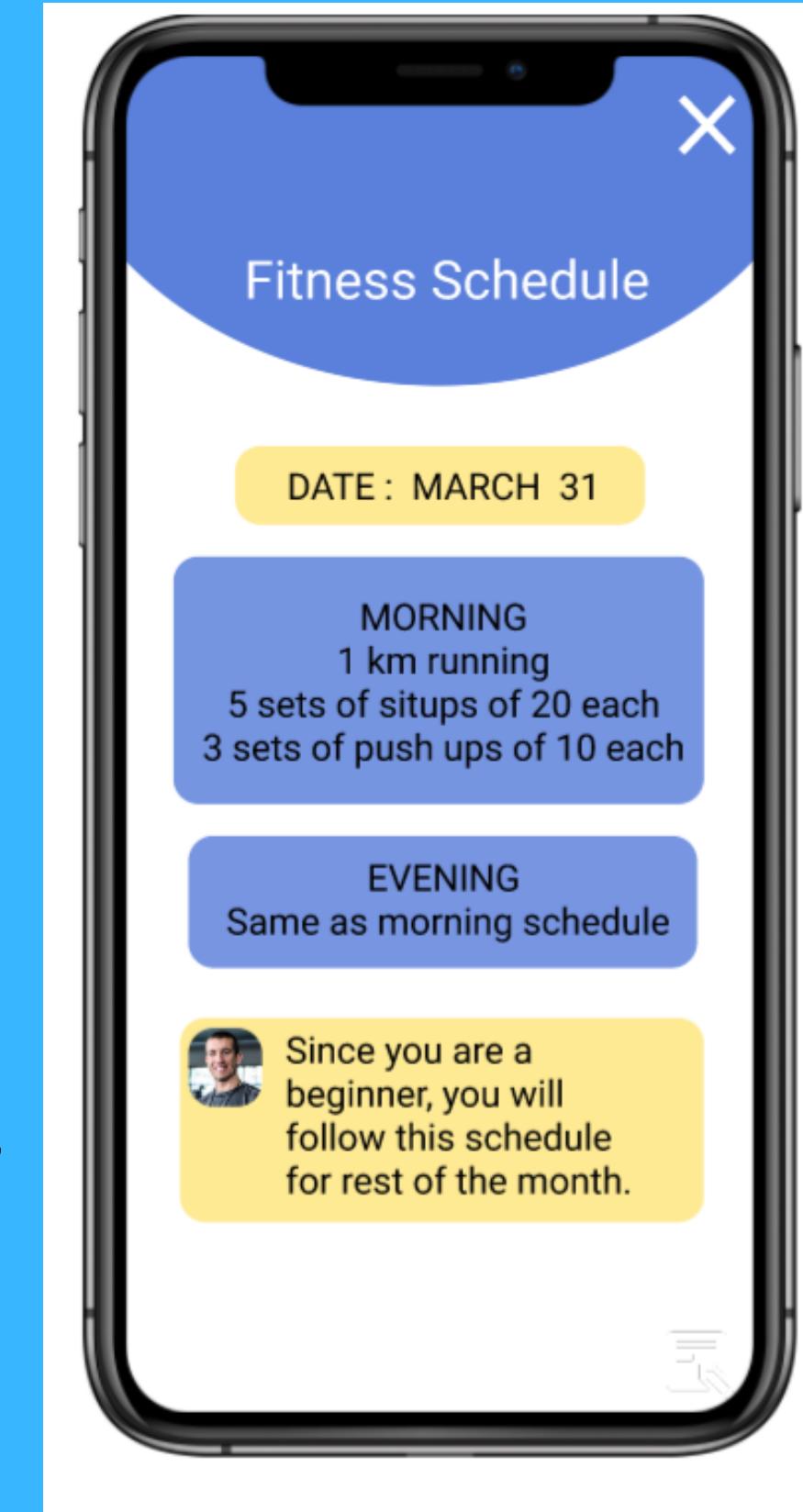


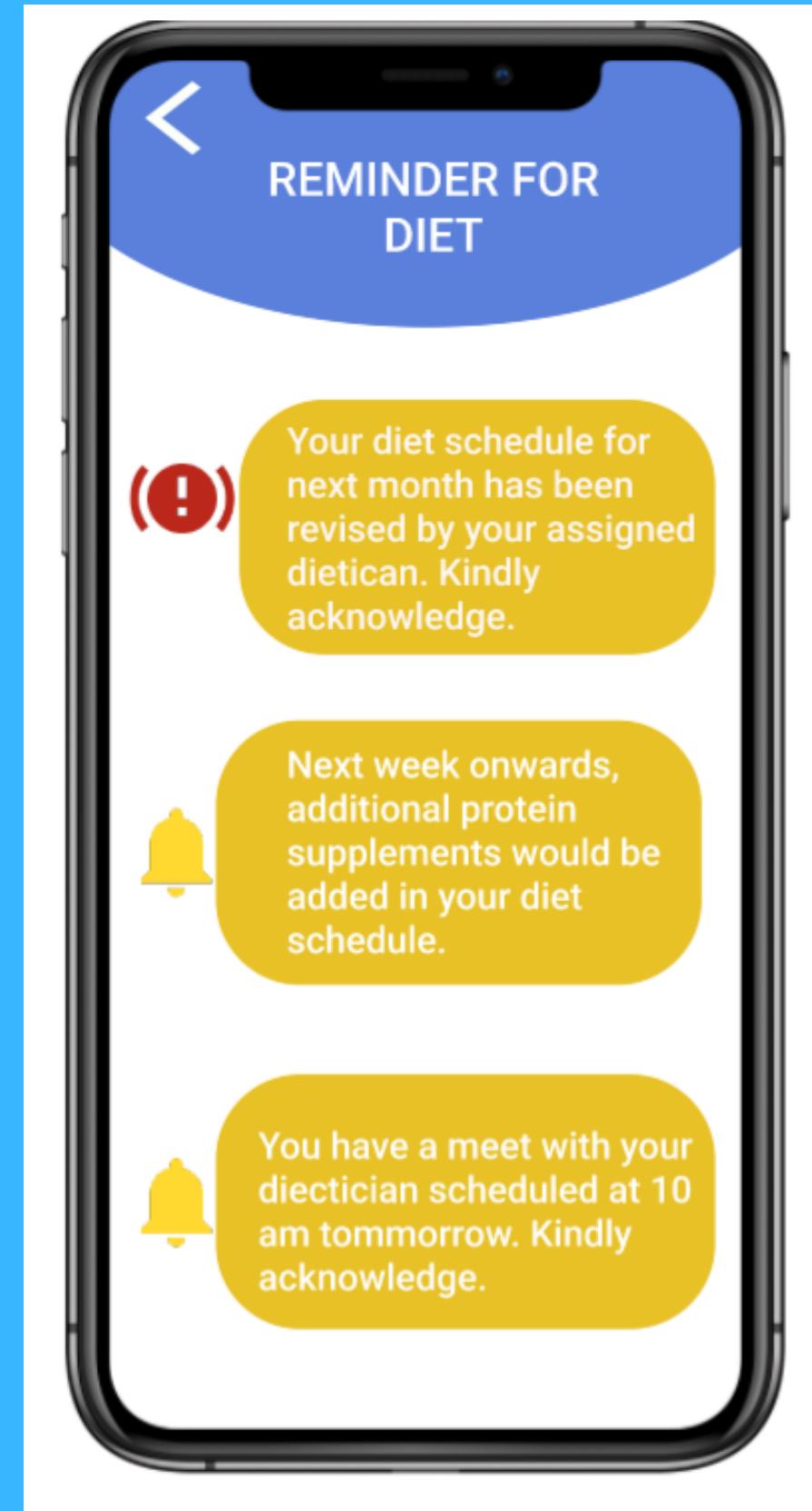
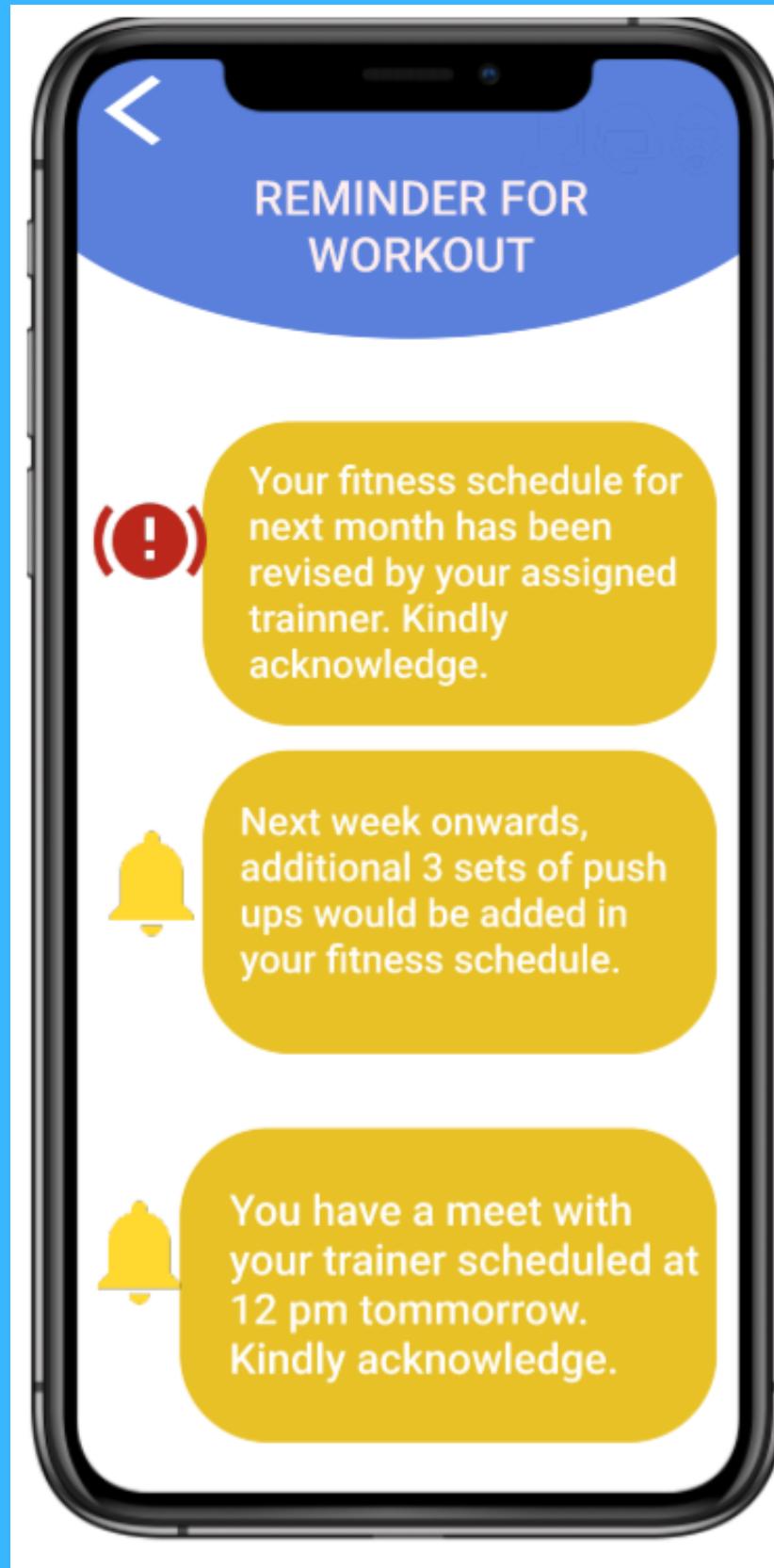


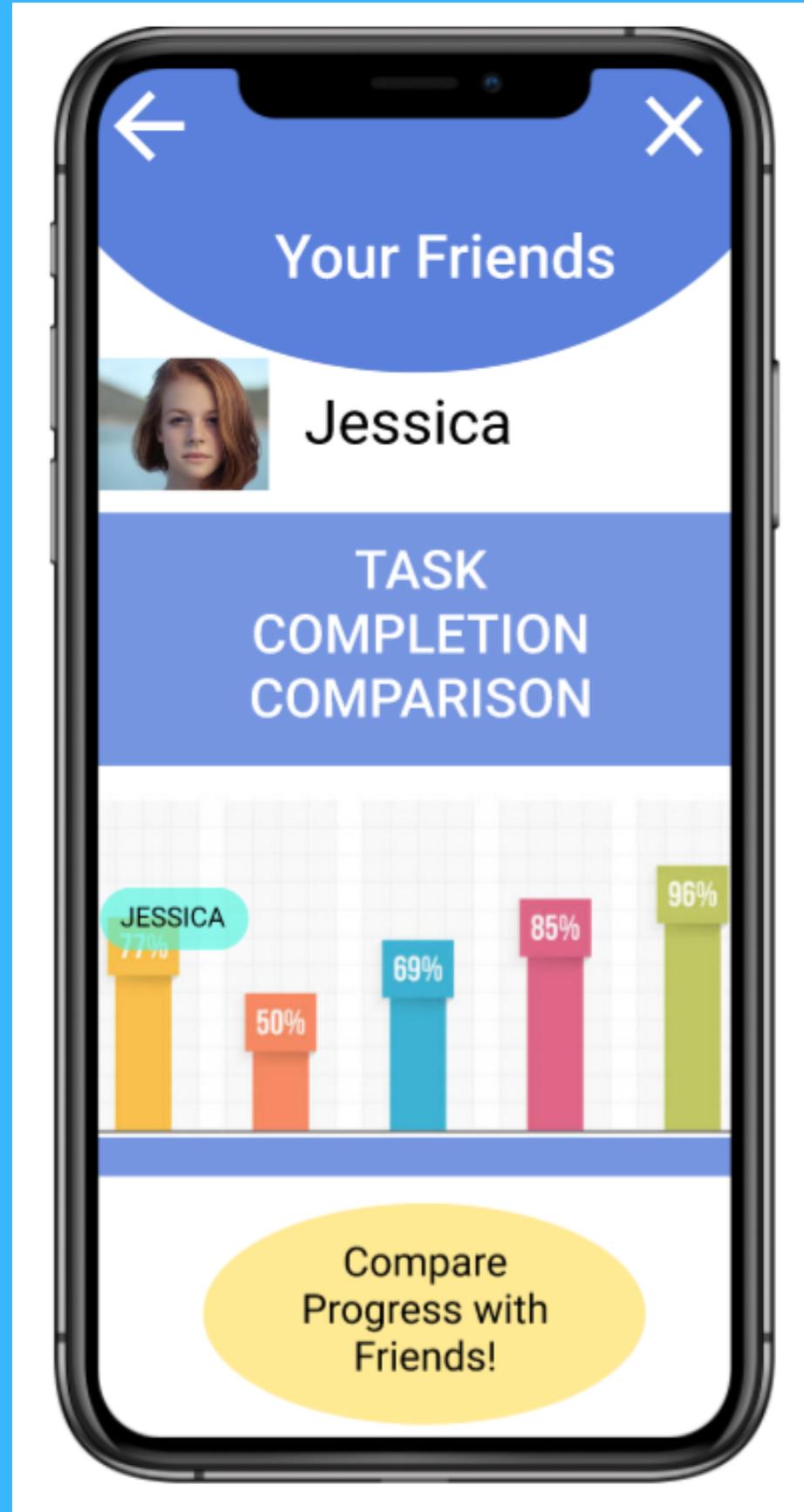
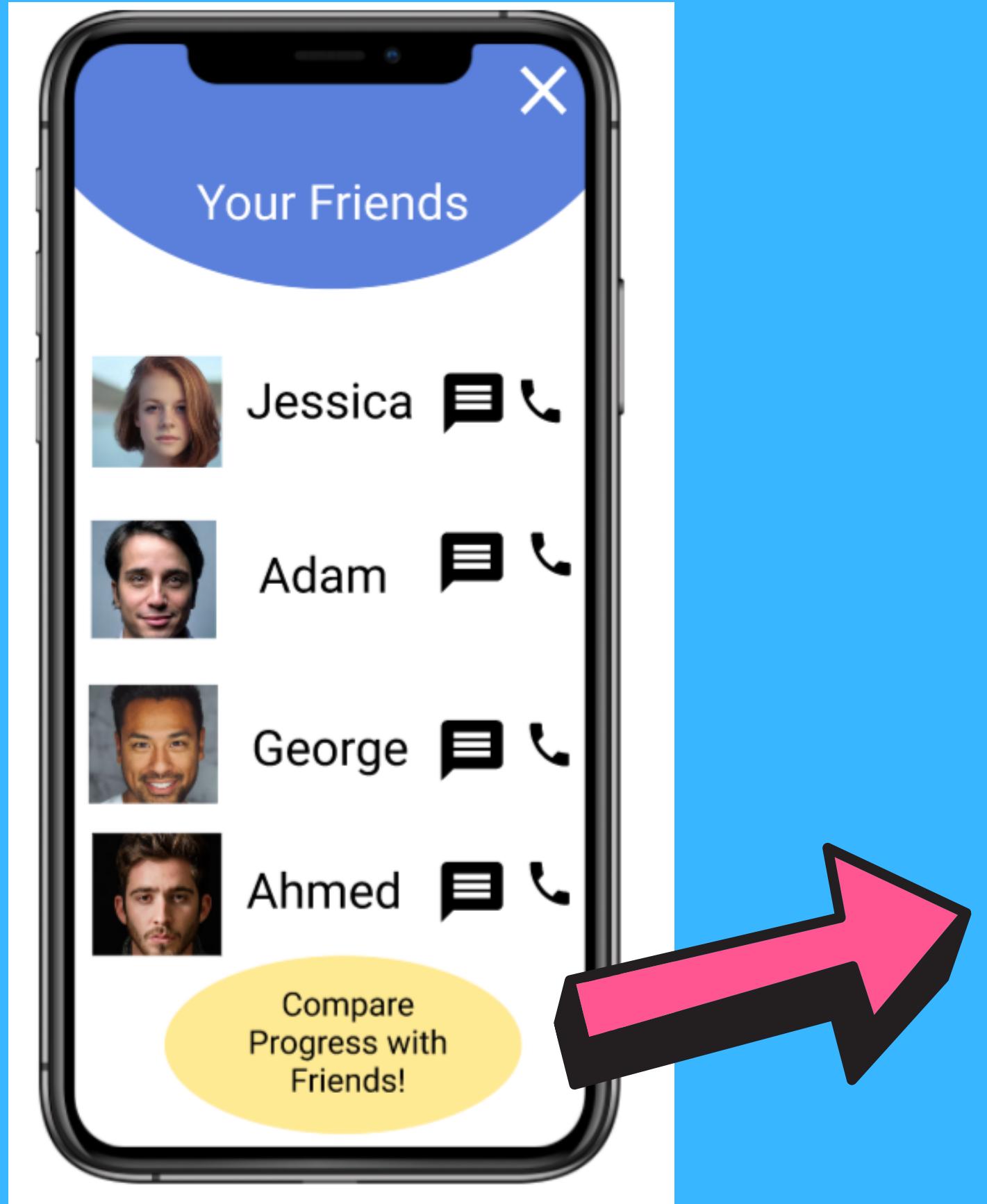
High Fidelity Prototype

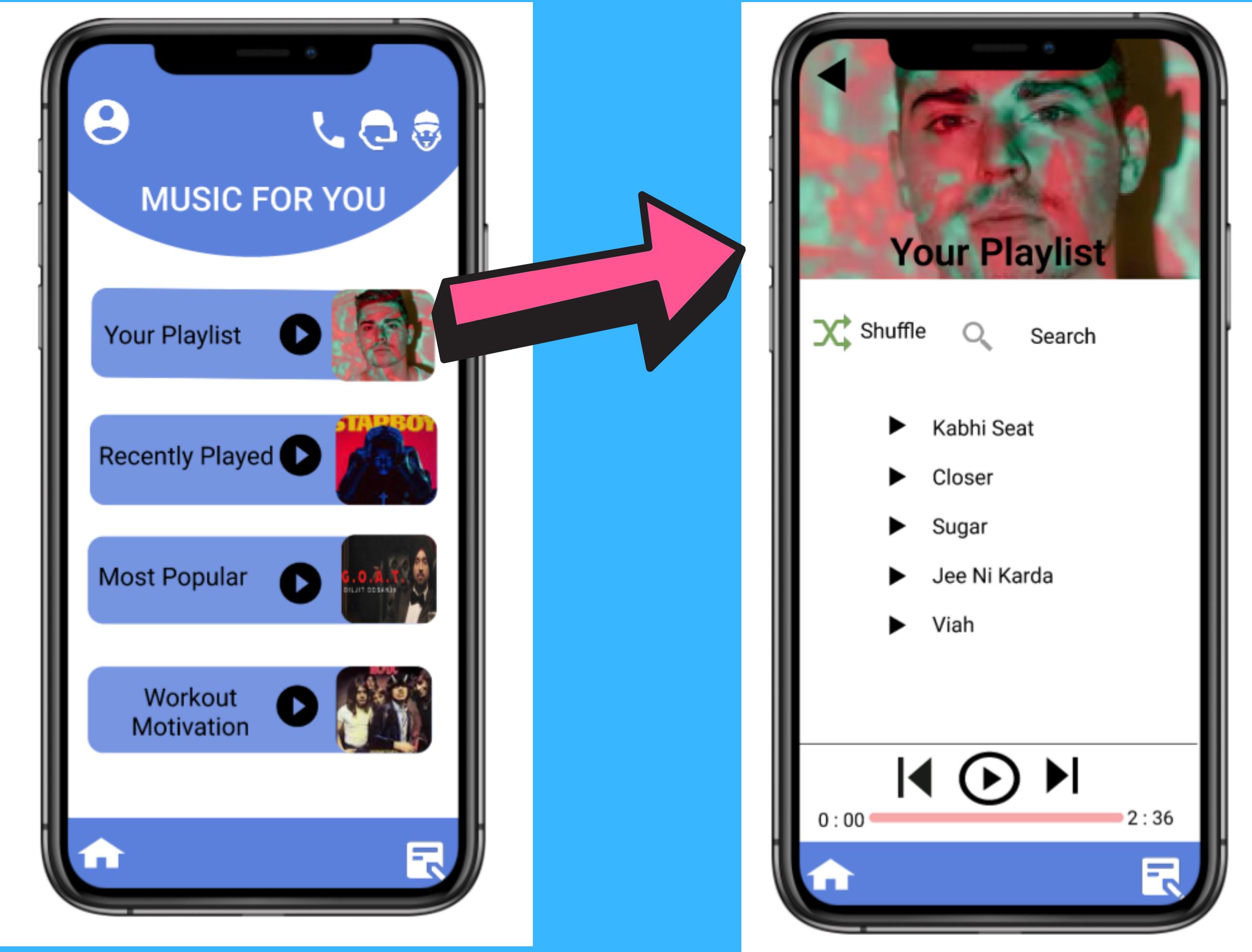
Coming to the culmination of our perseverance, we devoured our heart and soul to lead our mission of revolutionizing health and fitness markets. We focused on our shortcomings in the mid fidelity prototype and tested umpteen background color coordination. Heavy emphasis was laid on the overall button configurations and page connections. In addition, some of the features were entirely recreated and UI elements were rectified.

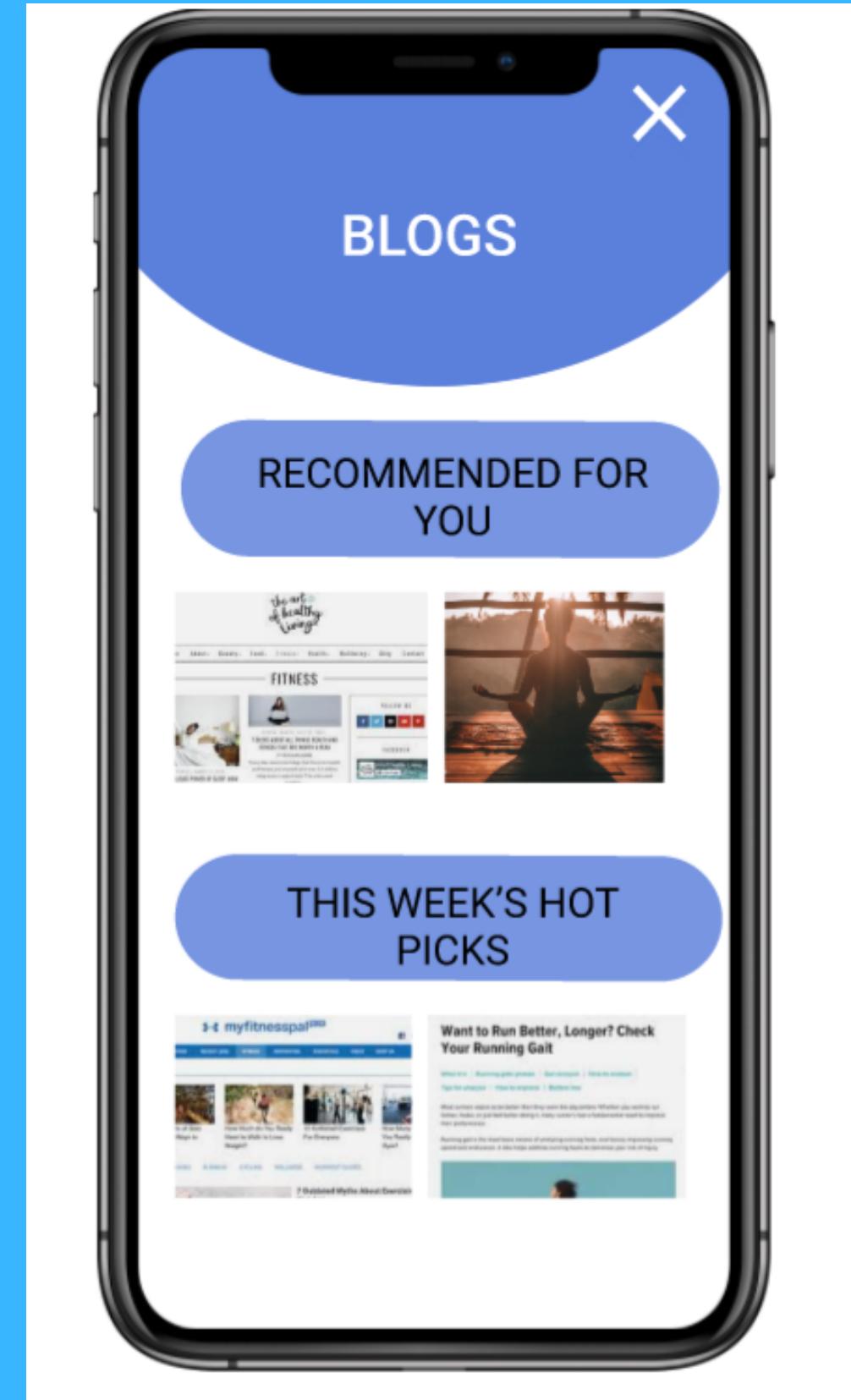


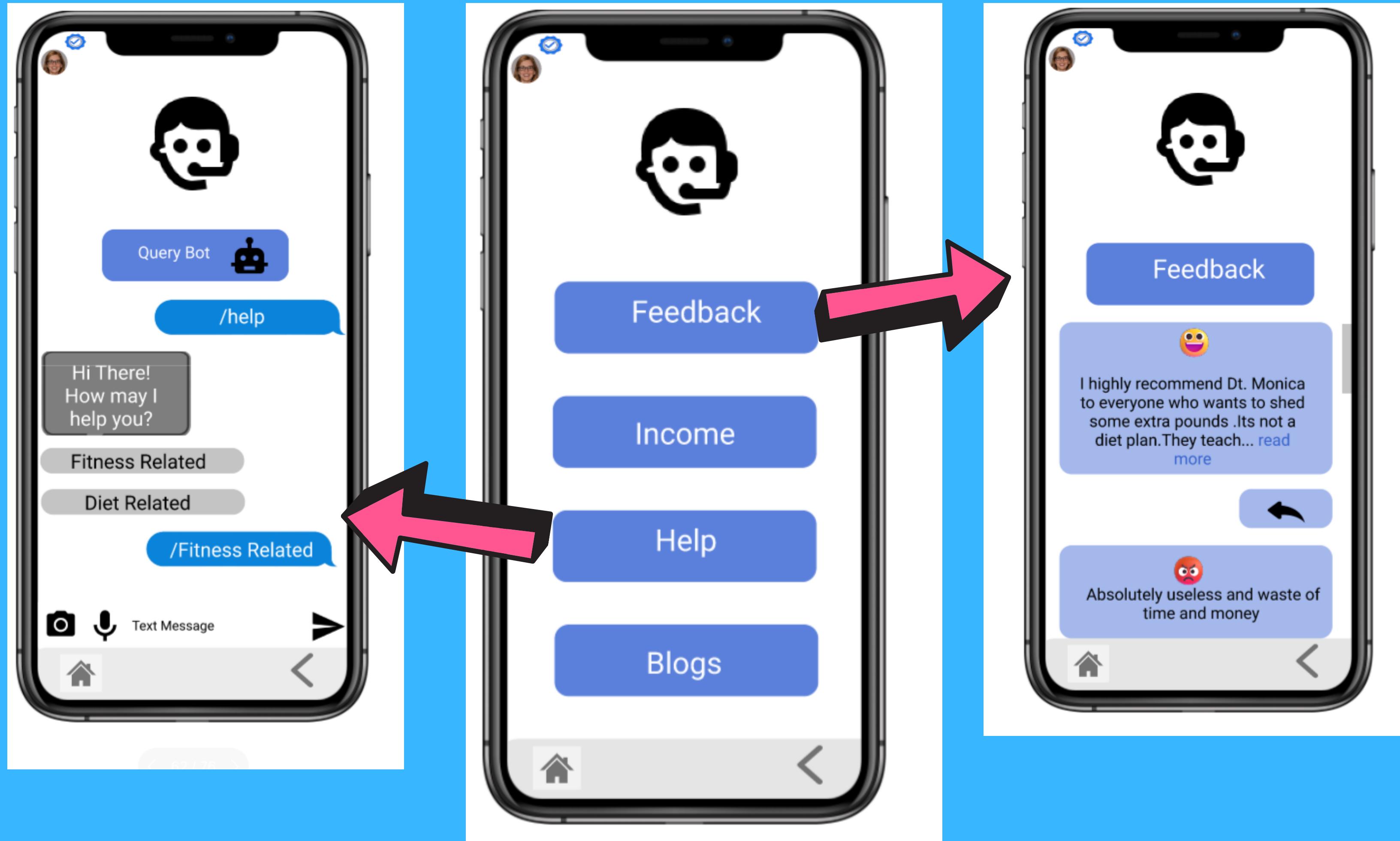


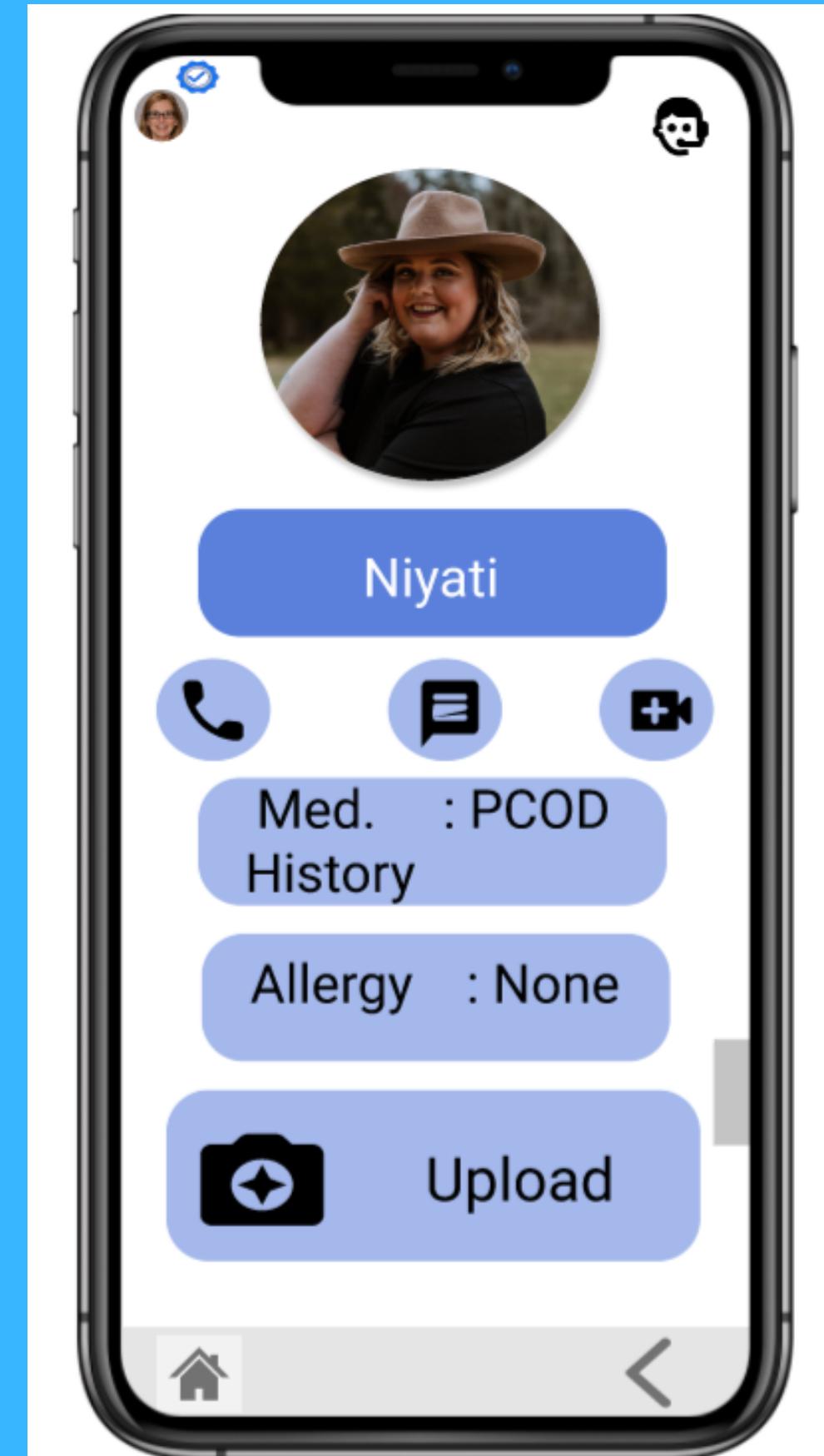
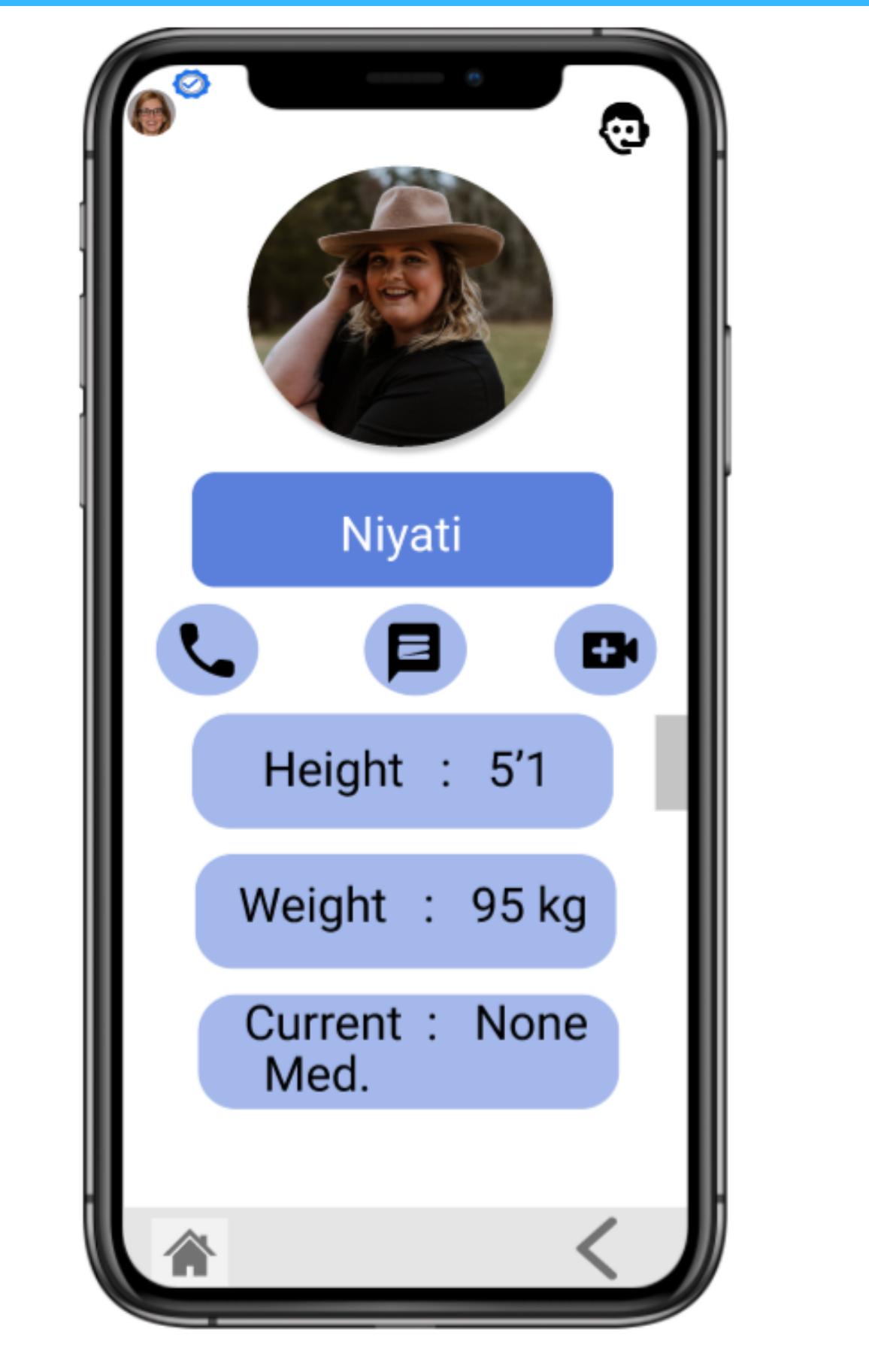






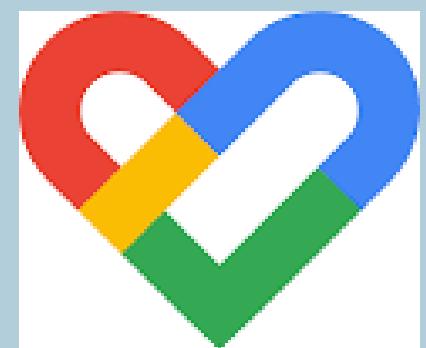






Competitive Analysis

There is market of various fitness app. There are various start ups in this field. Also, Big market players like google has also launched its fitness app with some basic features. To know where our app stands in the market, we conducted competitive Analysis of our app with some of big and well known apps of this field.



Google Fit



Cult.fit



FITTR



Fiton



Healthify.Me



FitChum

- Google fit helps monitor fitness goals and manage workouts
- Cultfit provides booking, meal planning, workout videos and personal coaching
- FITTR provides choosing coach meal plan reaching targets
- Fiton provides workout at home with videos, meal planning and music
- Healthify provides diet plan, calorie count and workout
- FitChum is a place for both trainee and trainer. Here trainee can find all solutions for fitness like meal planning, personalized plan, workout, music, progress tracker and calorie counter. Trainers are not bound with our app, they can look for new clients here and can easily upload their schedule and earn from it.

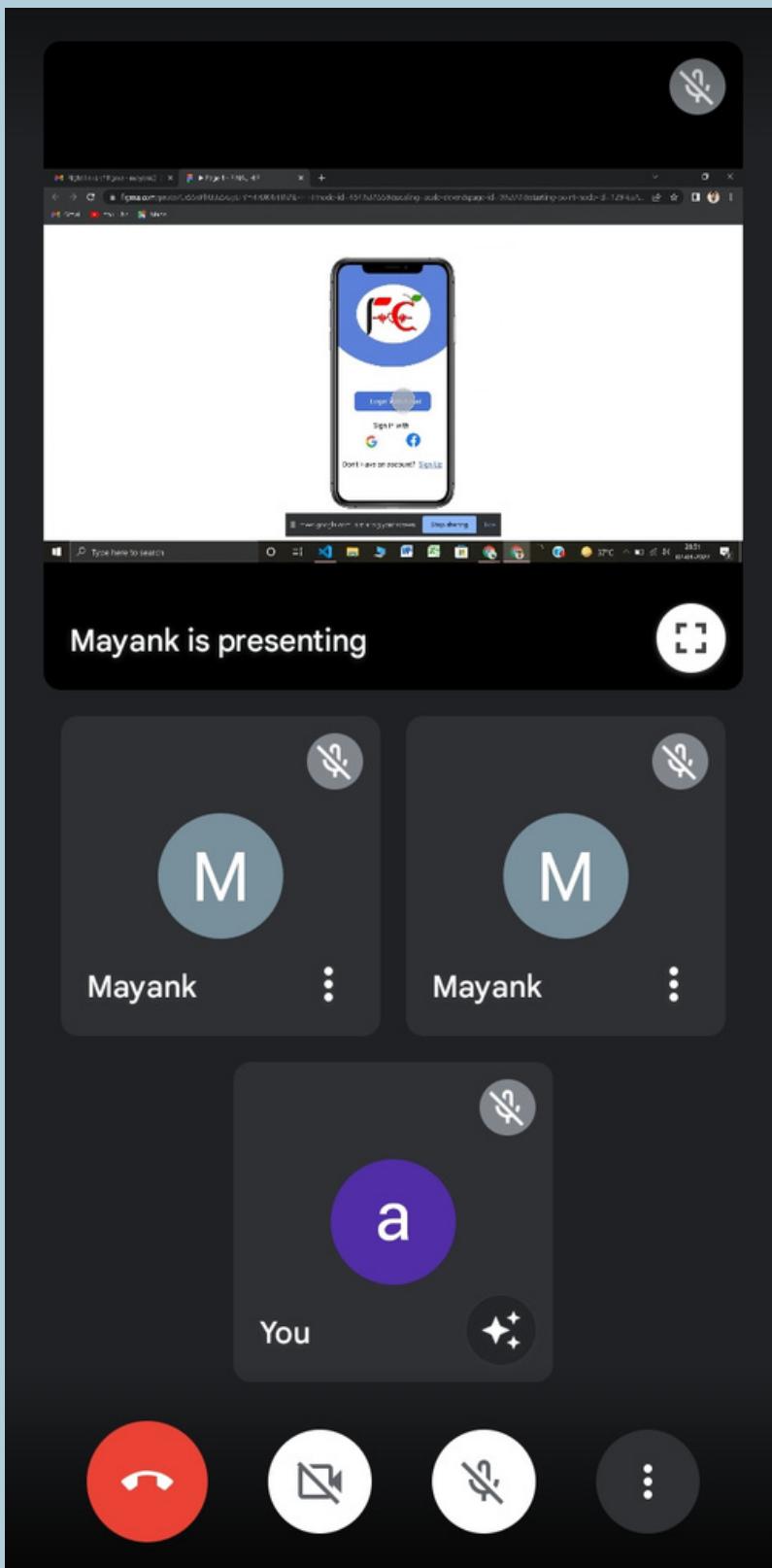
Features	FitChum	Google Fit	Cult. <u>fit</u>	FIITR	FITON	<u>Healthifyme</u>
Calorie tracker	✓	✓	✓	✓	✓	✓
Progress tracker	✓	✓		✓		✓
Step Counter	✓	✓		✓		✓
Meal planner	✓		✓	✓	✓	✓
Social feed			✓	✓		✓
Personal Coach	✓		✓	✓		✓

Personal Coach	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
In app music	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				
Booking Plan	Paying fees to trainer as per their plan	free	Daily quarterly biannually annually	quarterly biannually <u>annually</u>	<u>annually</u>	quarterly biannually <u>annually</u>
Blogs	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>
Leaderboard with friends	<input checked="" type="checkbox"/>					

Prototype Evaluation

- Each member of our group contacted some of the potential users and explained the complete process of evaluation.
- We filled out the responses of form on the basis of the evaluator's responses in front of them.
- Evaluators evaluated the prototype in either online or offline mode, as per their discretion.
- We also gifted a voucher to each evaluator as a token of respect for their time and feedback.

"The impression for UI and UX seems good but it can be improved in many aspects specially in terms of task sequence and navigation. It's UI can also be improved.."



- Ajay Kumar

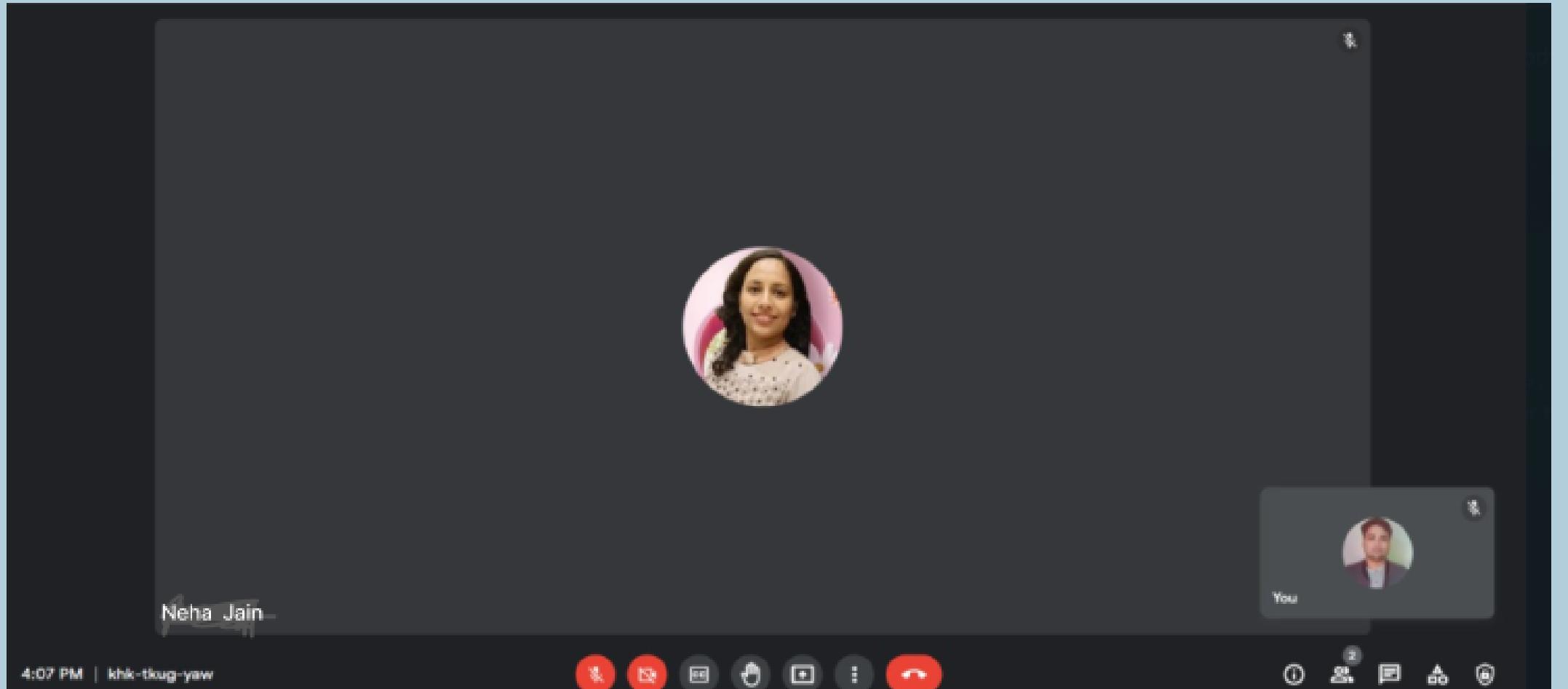
FITCHUM Prototype evaluation

Thanks for your valuable feedback. Hope you like our app. We will enthusiastically listen to your suggestions and will try to improve our service. Hope you also like the small gift from our team as a token of respect.

[Edit your response](#)

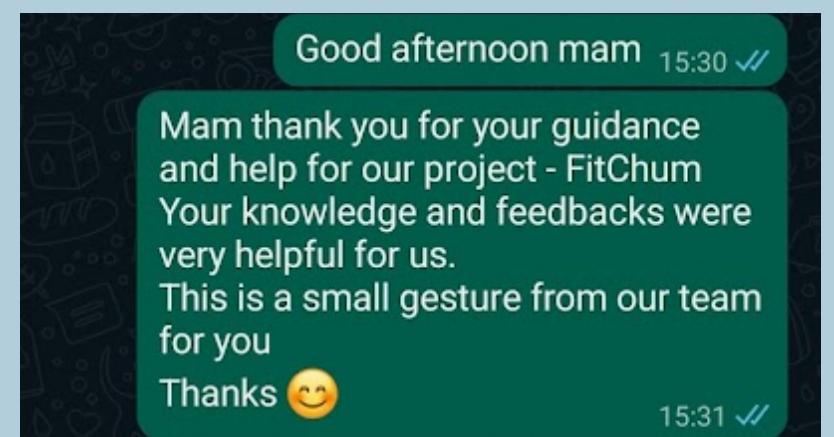
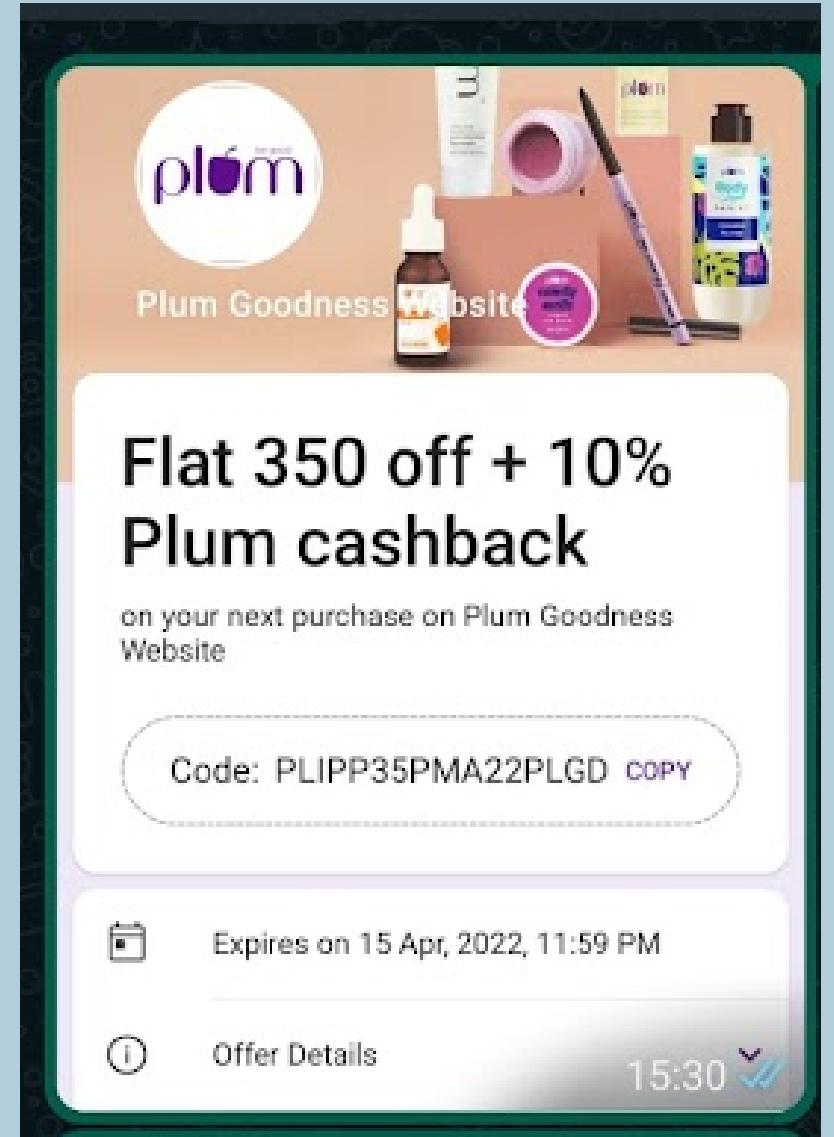
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Google Forms



"Your app is one of the first fitness apps which I have seen that has specific interface for trainers which is a nice beginning. I liked your overall approach. Good job guys!! But the design could be improved and it could be a little bit more interactive."

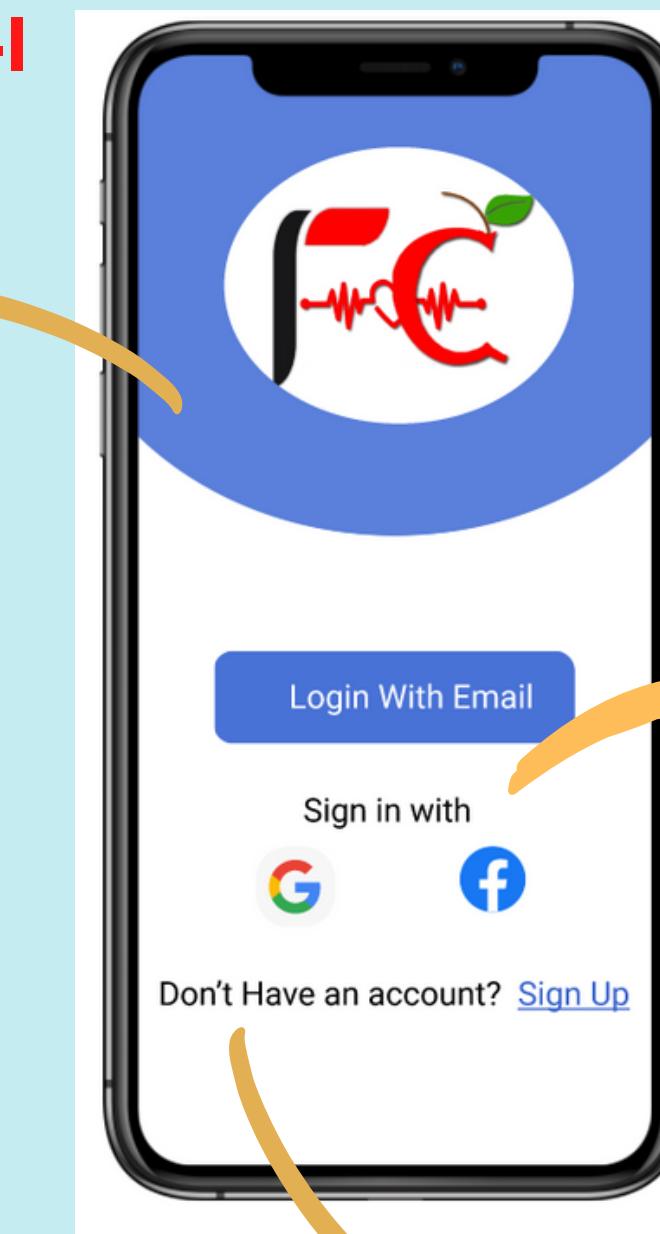
- Dt. Neha Jain



EVALUATION HIGHLIGHTS

The Sign In and Sign Up Options with Google and other platforms should also be available for trainers -I

Login Page inputs the Email ID and password and redirects

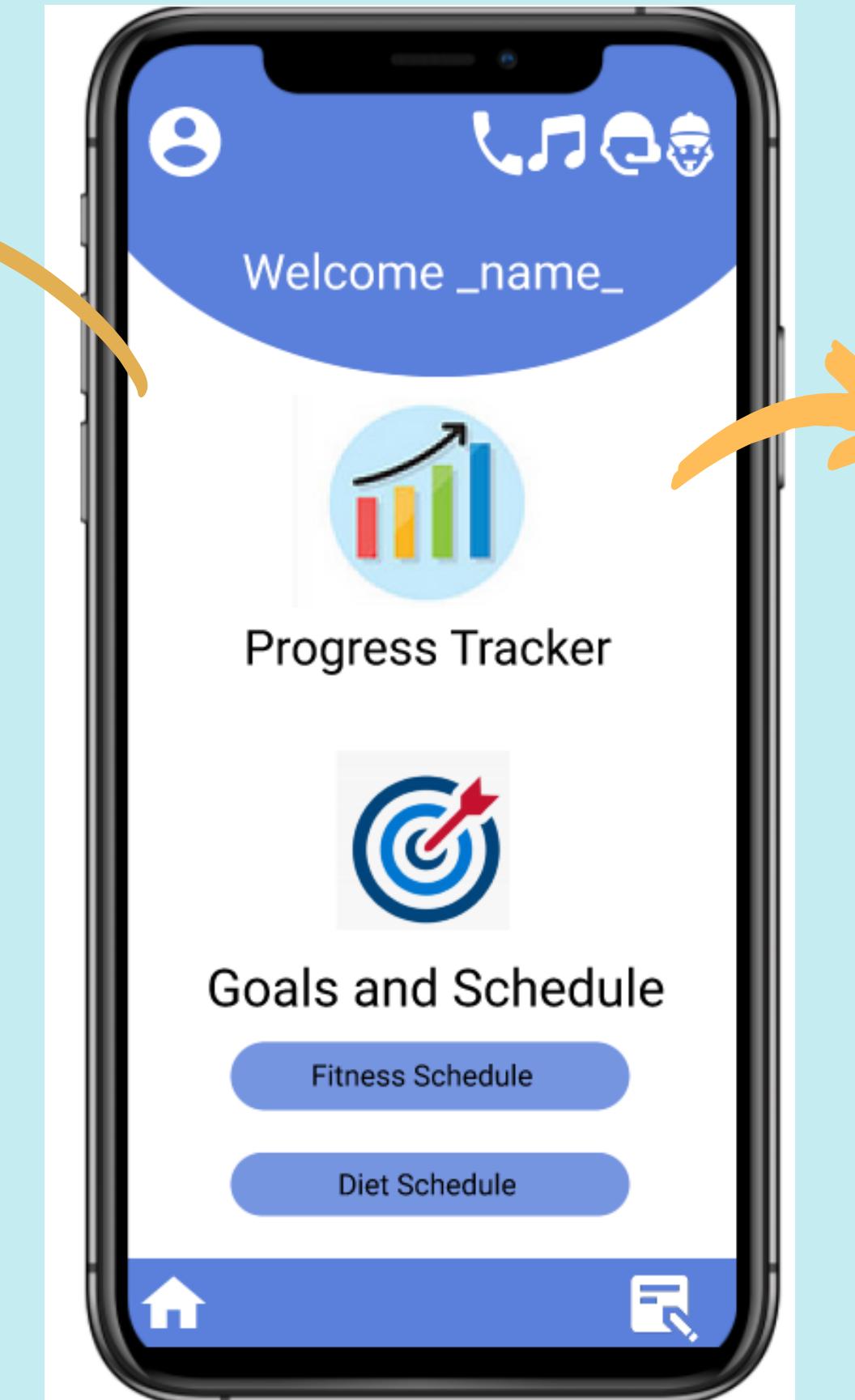


Clicking on SignUp creates an account for a new user Icon for Social Media redirect accordingly

Log In with Phone and other prominent platforms like Apple

Trainee's Sections

Home page has icons for all possible screens of app.
Icons are comprehensive and good.



Have so many options so some times become less interactive.

Slide in panels can be introduced to make screen less conjusted and interactive.

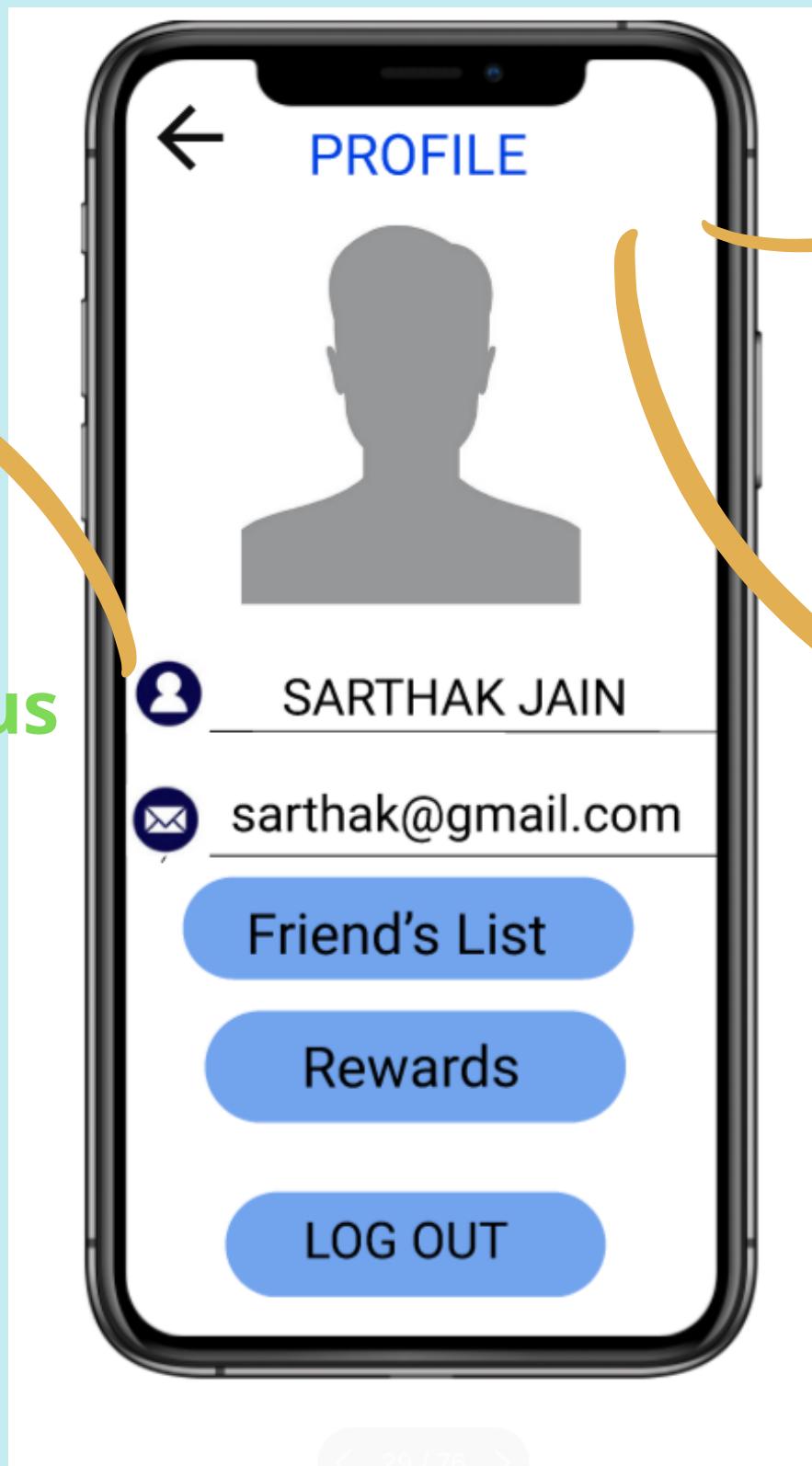
The whole profile page UI seems rather dull.

Should add a more appealing background

There should be an option given to the user to add a username to remain anonymous to friends

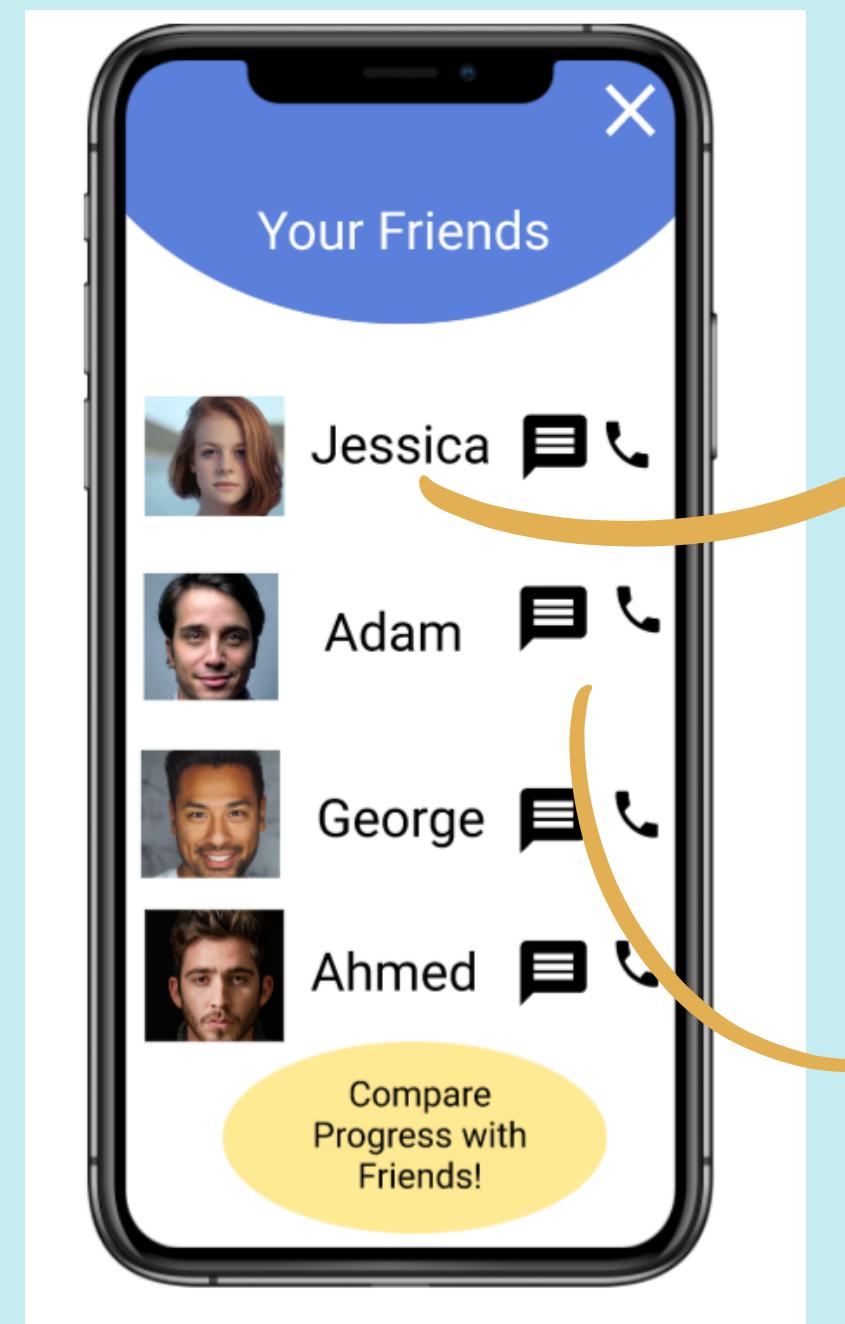
There is no option to edit the profile of the user

Should add an option to modify user profile



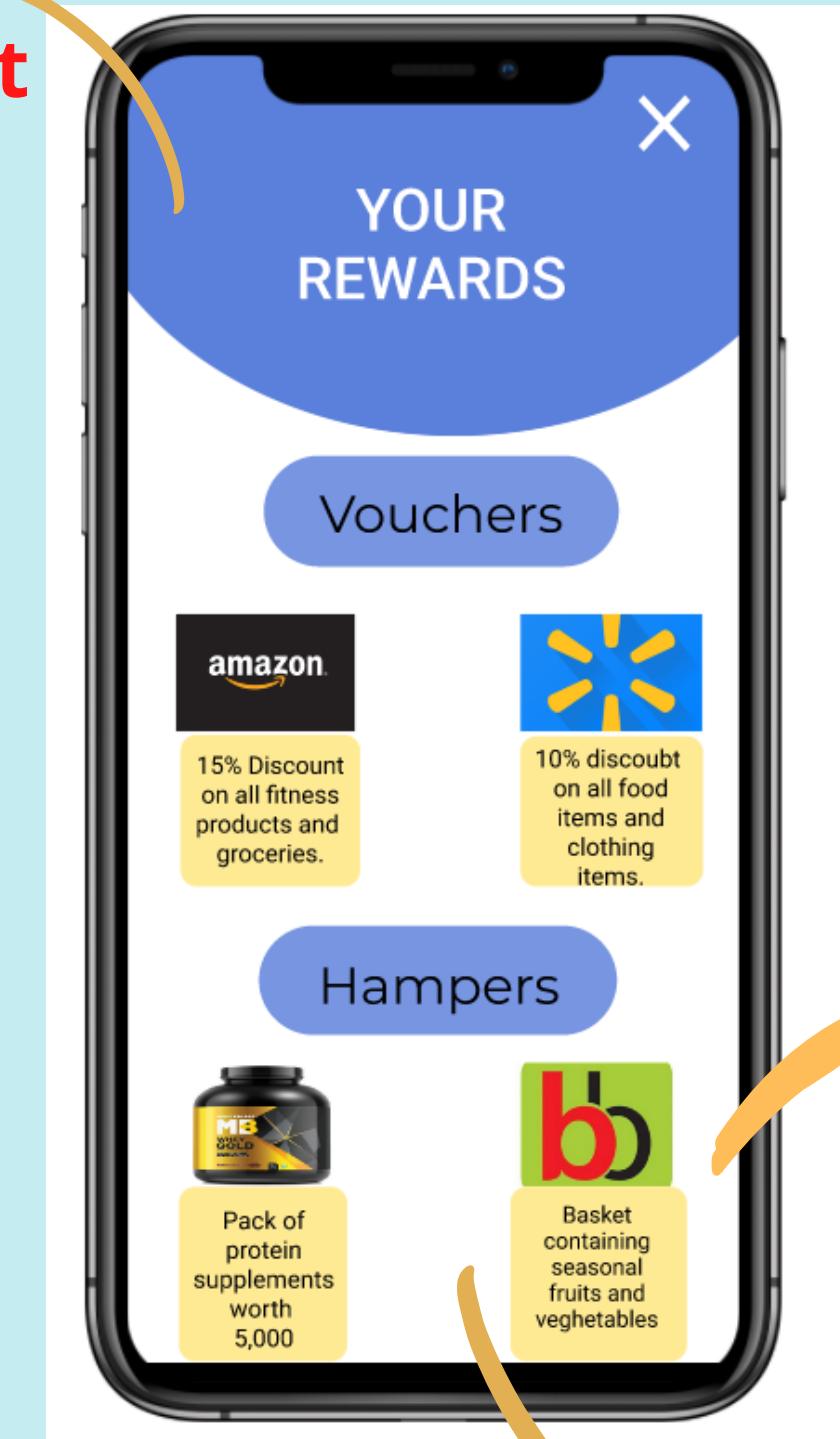
Overall page UI seems to be fine

We should provide option for an anonymous username. Actual name shall only be provided to the trainers and nutritionists.



Additional video chat option should be provided to help fellow trainees to collaborate from the comfort of their homes.

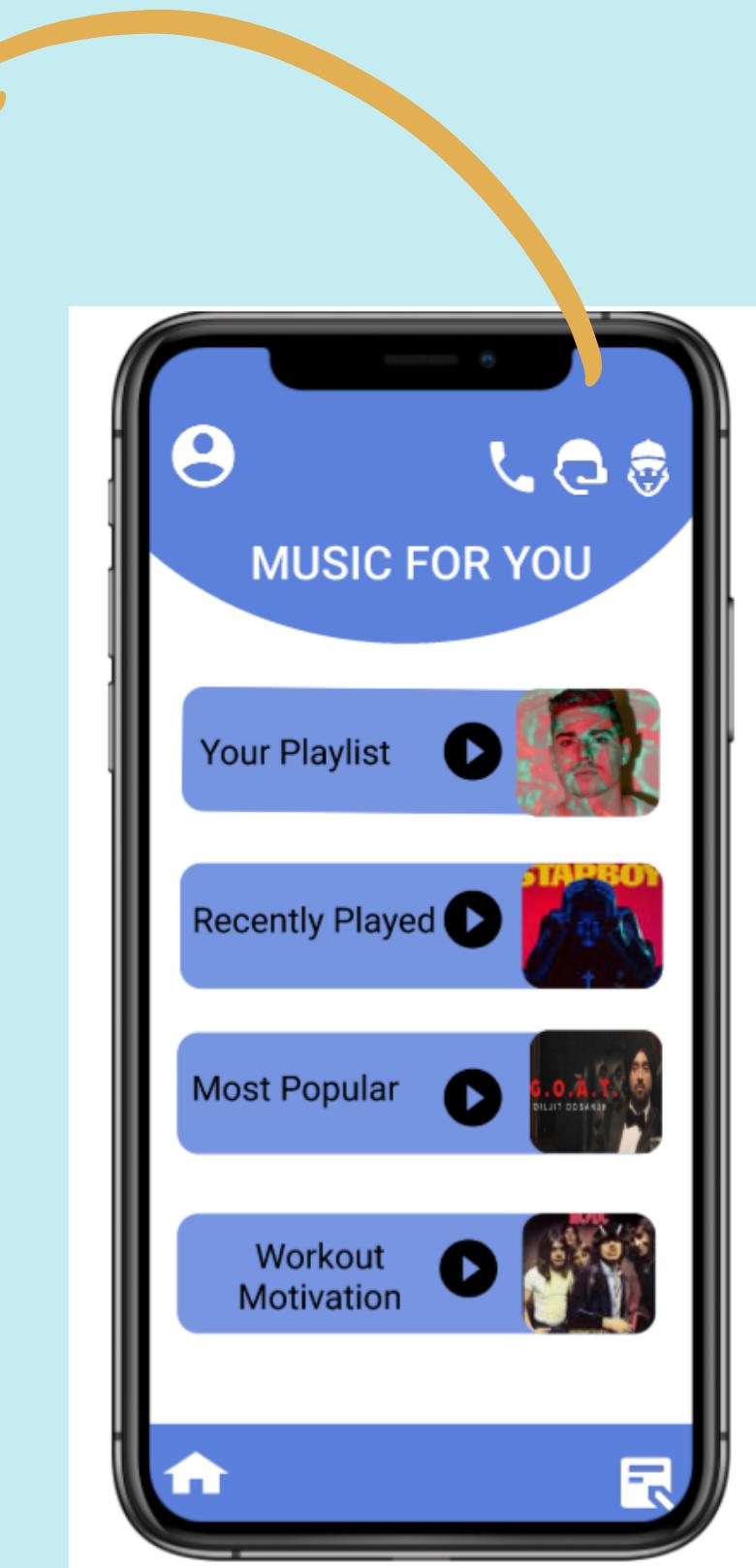
Page should be interactive and not just display stuff



Page displaying the respective rewards earned by the trainee and the related information to using those

Rewards can direct user to the specific site to make stuff simple

**Call and video chat
options seem unnecessary
on this page.**



**Should completely
remove the top right
icons for better UX**

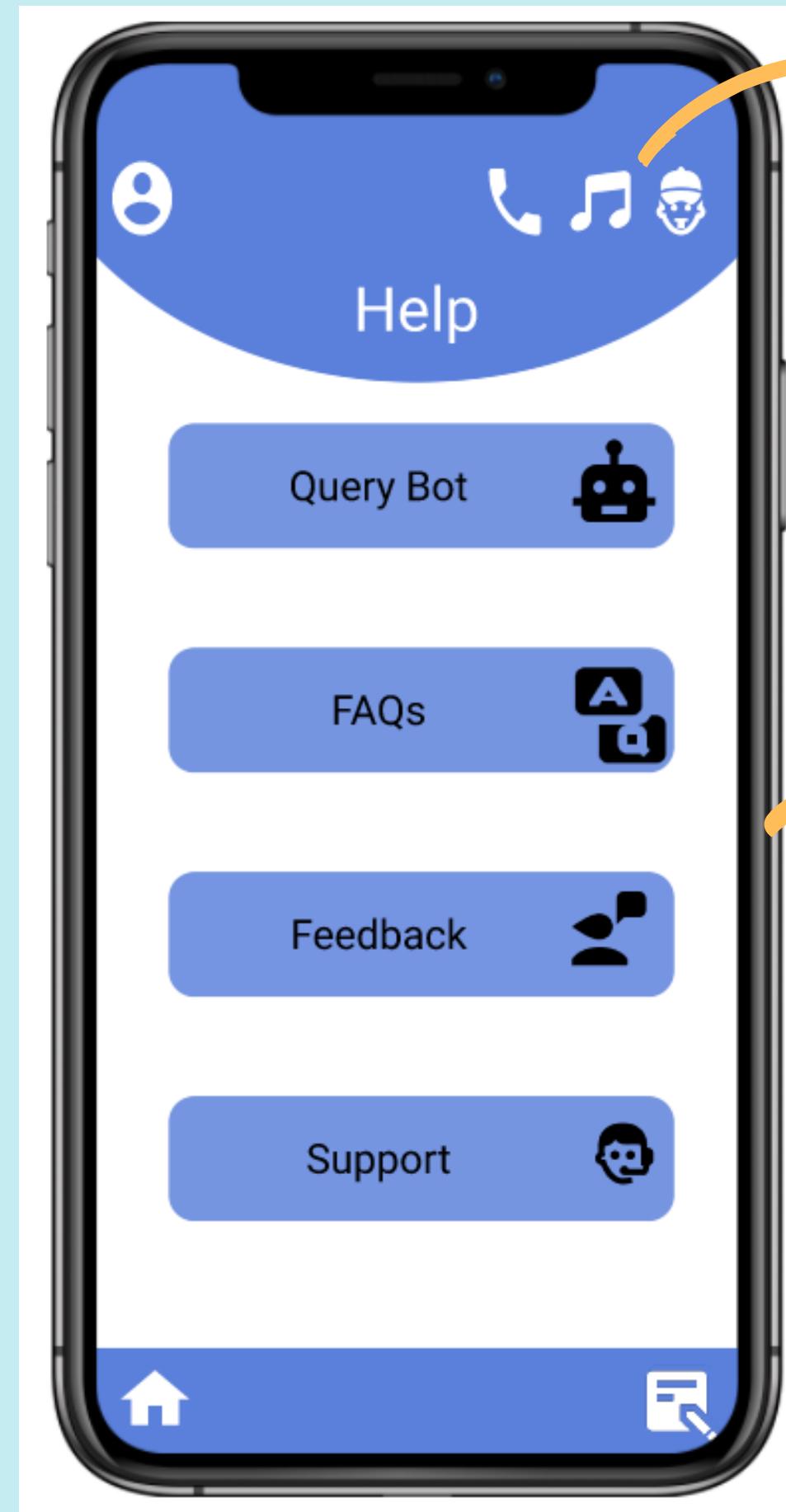
**Unique UI design for music preferences
Dark background can be added to bring
the key content into focus**

A picture of the person should be provided for a more human touch

Example of a picture of your contact



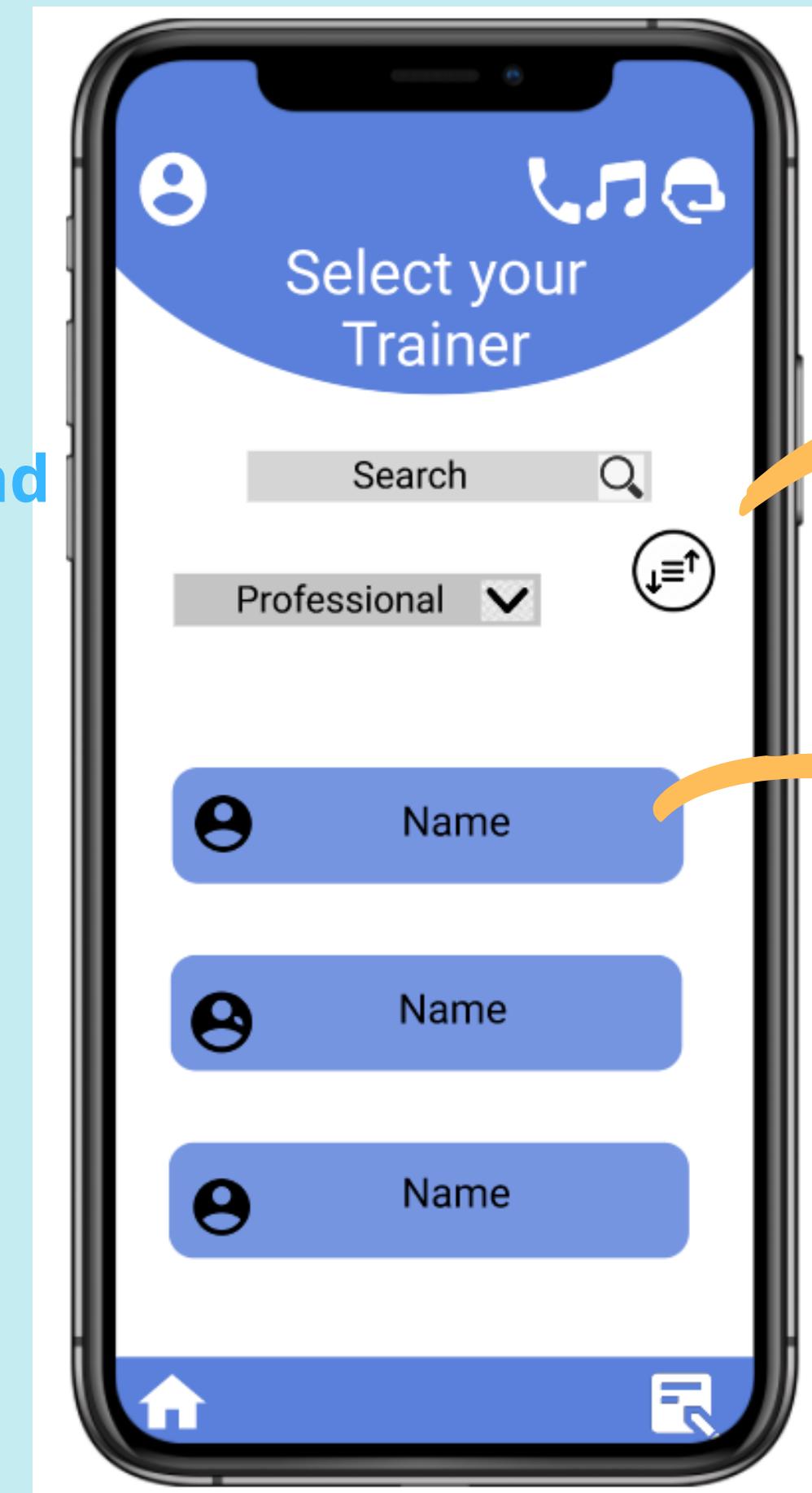
Different options to text, video call or voice call as per convenience



Irregular spacing between icons

Help page offers different support options

Search button helps you find specific trainers



Sort feature helps you pick the best trainer for you

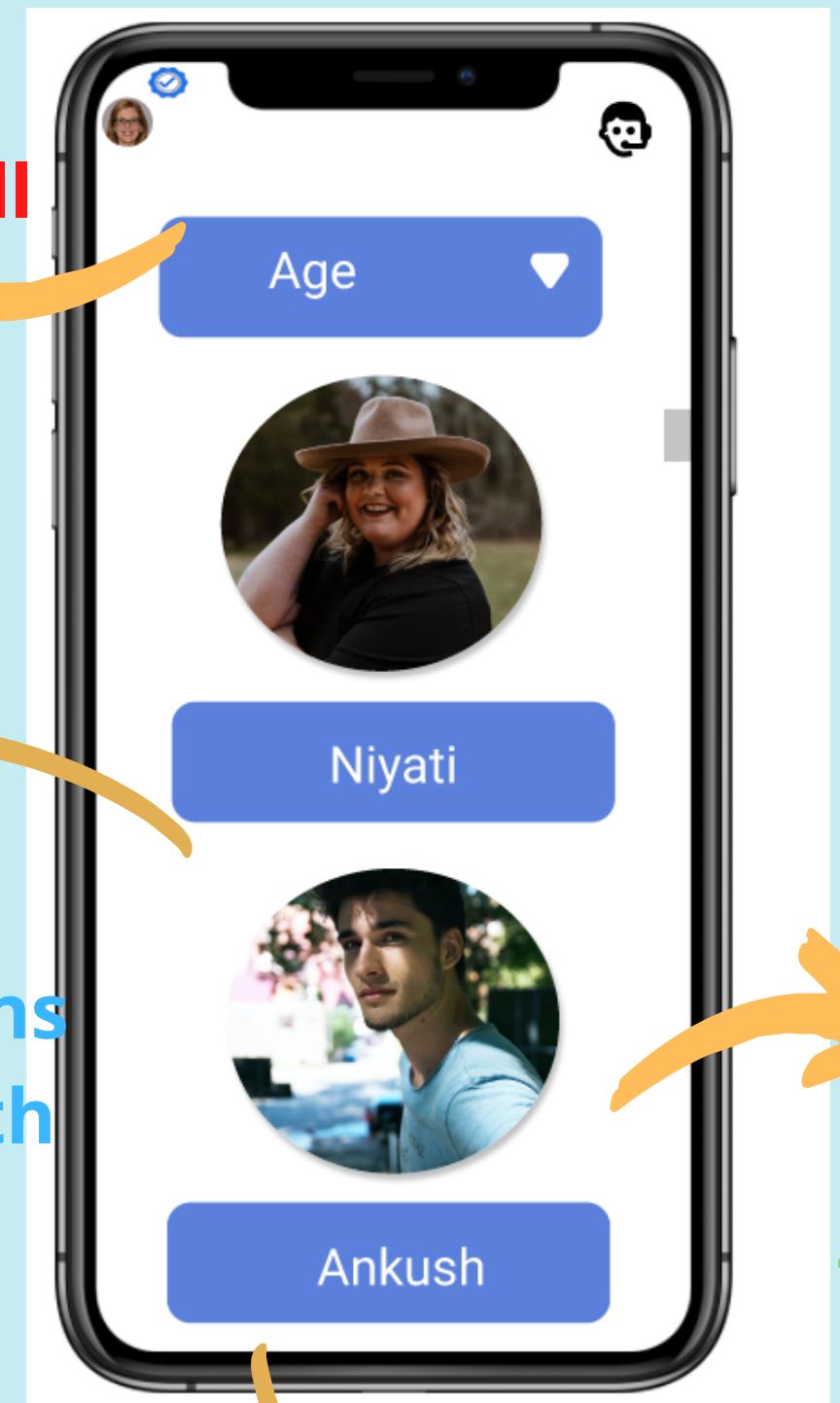
Apart from the trainer's name, some more information (like their past experience) should also be provided

This can be achieved by adding a pop-up button or by displaying the information on hovering

Trainer's Section

The homepage consists of clients itself which is not user friendly at all

Clicking on a particular client's opens that interface and client details with functionality are available there



The profile icon on the top left pops open the profile while support can be contacted through top right

The homepage can be kept simple with a greeting and having icons instead of having clients on the page itself
Having a small tutorial for first time users

**Logo of the application
is not used anywhere
to show the branding
of app,**

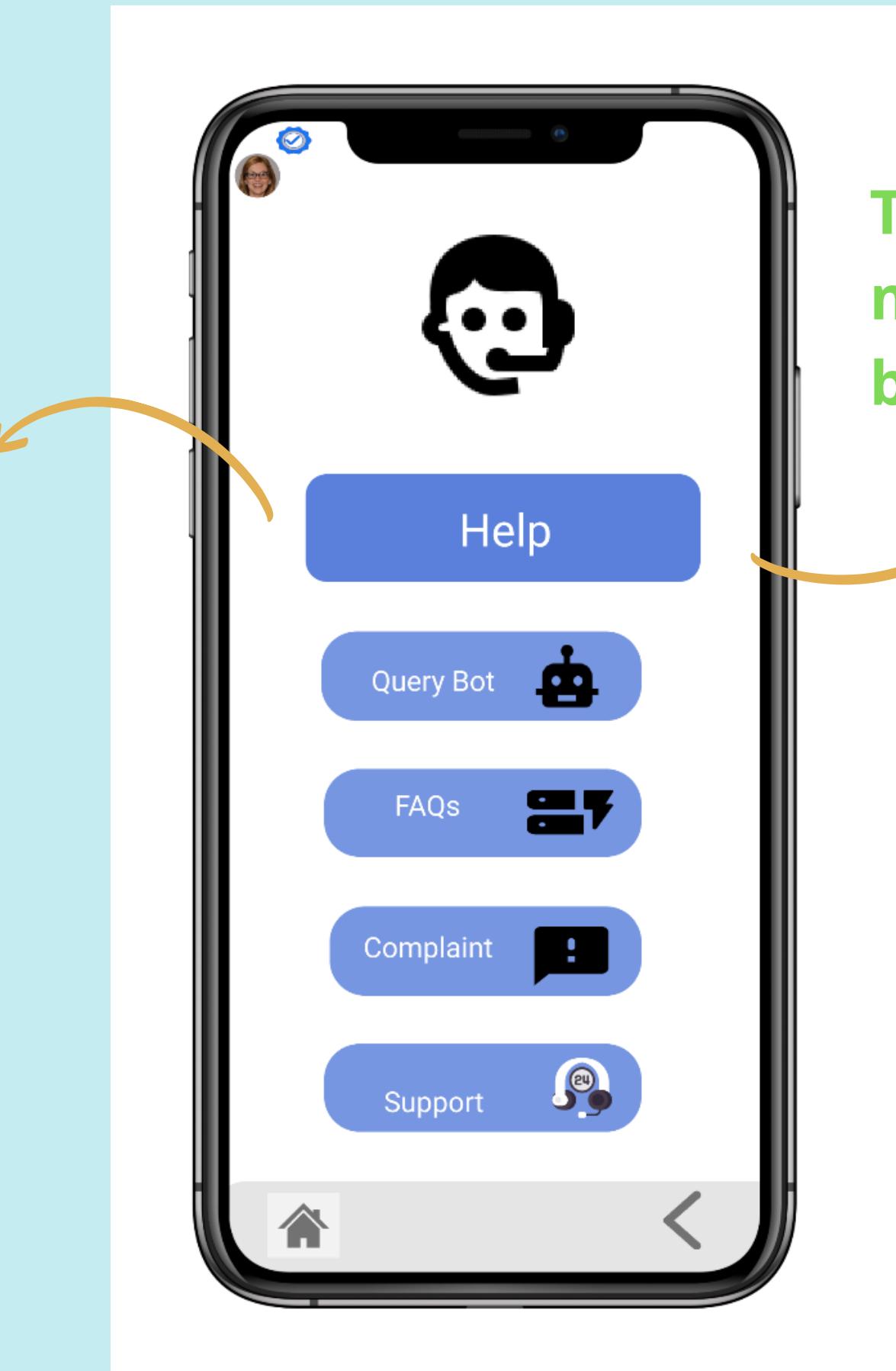
**Options provided to
sort and see your
income accordingly**



**The overall UI of this
page doesn't seem to
be very engaging.**

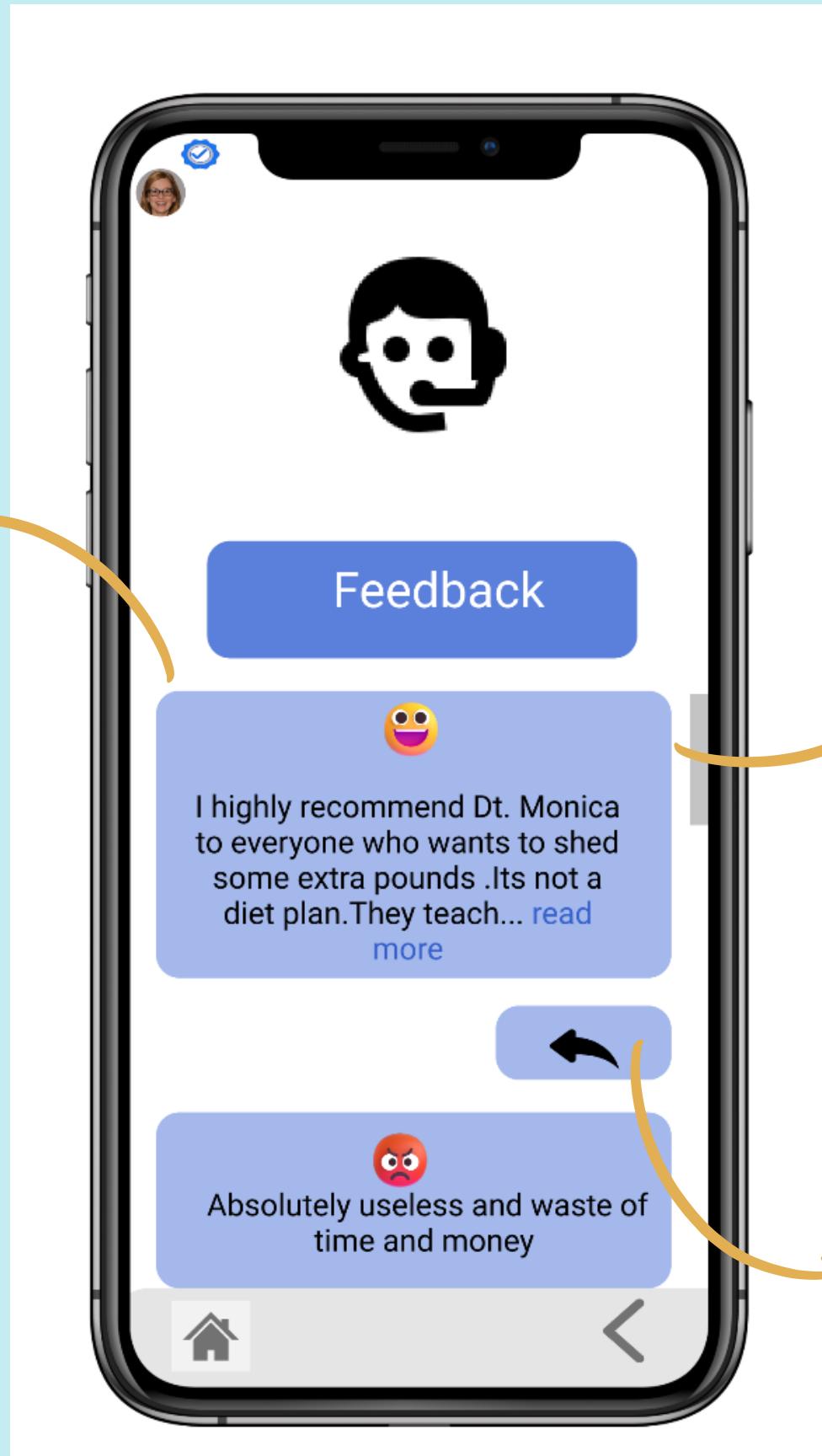
**Here a detailed
information can be
provided for eg: from
which client you are
earning how much? and
your earnings from
blogs writing can also be
included**

Enough ways provided to seek help in case of any problem faced



The UI of this page can be made more engaging, maybe by using dark themes.

the trainer is not getting any sort of information about who has provided what feedback

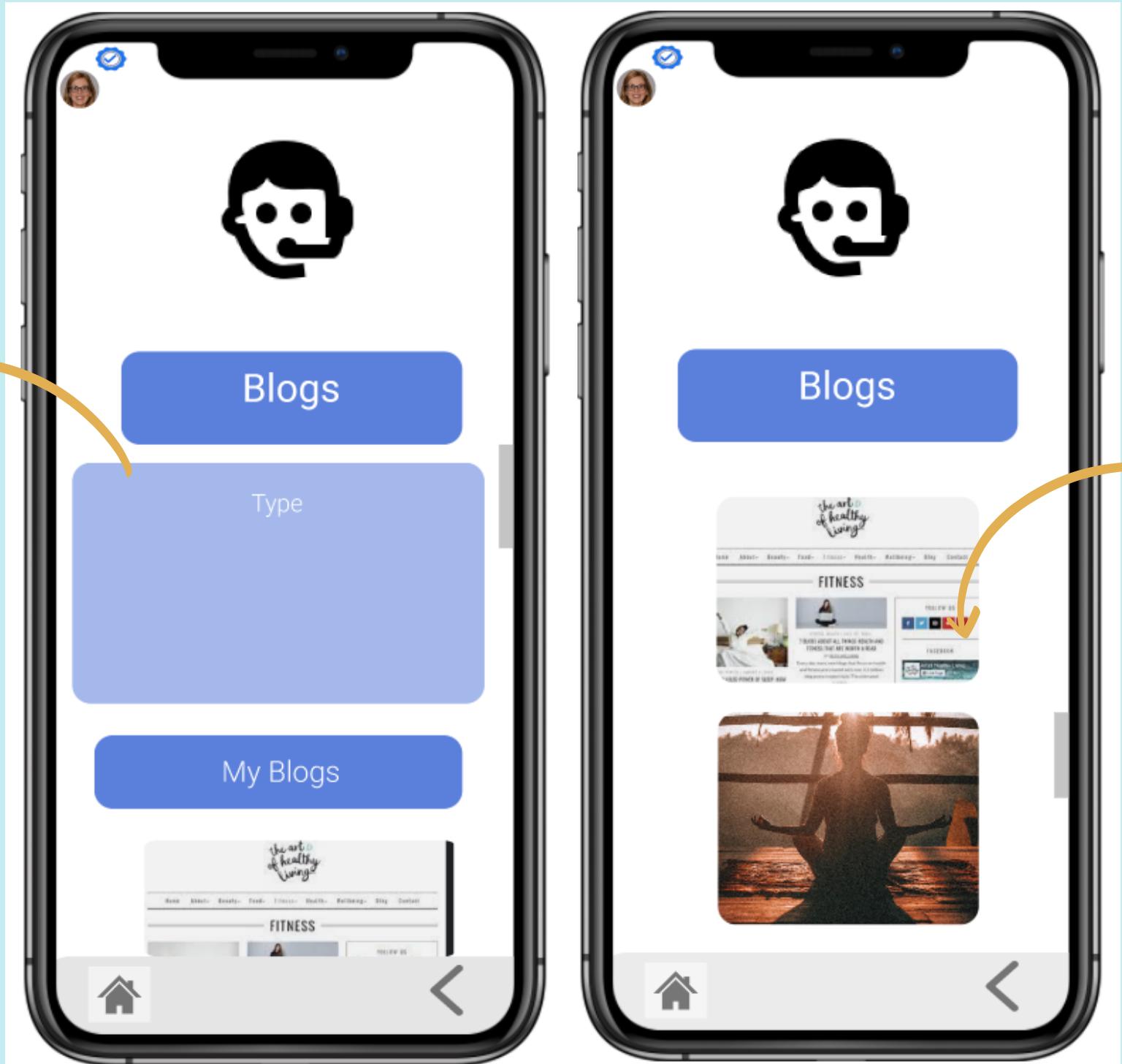


Atleast the username of the trainee should be provided, so that the trainer could make more efforts towards him in improving his service.

Option is provided to make a reply on the trainee feedback.

Color of text box is a little bit dark

Color of this text box can be reduced by few(10%) occupancy



Alignment of blogs are similar but there is no distinction between two of them.

Hovering feature can be added for preview of blogs.

Path Ahead

Keeping in mind these reviews, we can look forward to making the app more interesting and engaging

From the data gathered, we could insinuate that our app could become more interactive by adding some more features such as a nearby gym or a grocery shop navigation element and improving the overall visual design of the app.

We sincerely hope for more constructive criticism to alleviate all sorts of undermining elements and anticipate a fruitful future for FitChum!

"After all, Rome wasn't built in a day"