

Fitness App

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A tool to help users track and
maintain a healthy habit

Case Study

The Challenge

The Goal of this project is to create a Fitness App that will help people inculcate the habit of workout and healthy eating. I approached to solve this problem with the help of UX practices, trends and research.

What I Did

- > Research Plan
- > Conducting Competitive Analysis
- > Stakeholder Interview
- > Building Personas
- > Creating Sitemaps
- > Creating UserFlows
- > Wireframing
- > High-Fidelity Prototype
- > Visual Design

Research Goals

1. Determine needs and frustrations of target users
2. Learn about popular fitness Apps on the market
3. Define common behaviours of people who workout
4. Understand the challenges in current apps
5. Identify areas of the fitness experience that could be improved
6. Determine common and most expected features

Target Audience

Age group – 23 to 45

Busy Lifestyle

Office goers

Conducting research and interviews is essential in gathering information. It's vital to learn who our key audiences are, this will ensure that the design, features and content are targeting the right people.

Competitive Analysis

Findings	Fitbit	MyFitnessPal	Strava
<p>- There are a lot of competitors with similar functionalities and features</p> <p>- Most used Apps provide features like Challenging friends and Integration with Smart products</p> <p>- All the Apps provide similar method to log and track daily activities.</p> <p>- People need customized Diet and Workouts, based on location, gender and their BMI.</p> <p>- People are willing to pay only after trying out the features. They are expecting Trail for the Paid versions of the App.</p> <p>- Belonging to a group, Club or even a challenge provides motivation. Seeing what others are doing gives a feeling of acceptance among a community. People also share recipes and their daily diet, which others might find helpful</p> <p>- People are looking for recipes and diets with the type of food available in their locality. They also want to join groups/clubs near them.</p>	<p>Features</p> <ul style="list-style-type: none"> - The Apps Primary focus is on tracking daily activities. Track your workour, food, water. - Wide range of communities to join and learn - Features are more useful and easy to use when they are integrated with other products - Quick preview of Progress towards Goal. <p>Weakness</p> <ul style="list-style-type: none"> - Logging Food needs manual entry of Calories. - Most of the features are Paid servicesThe CTA for Premium version doesn't show enough benefits on why the user has to pay for premium. Infact, there are very few CTAs - It shows Global communities, this might sometimes be irrelevant - Doesn't work offline <p>Alexa Keyword Ranking</p> <ul style="list-style-type: none"> - Bounce Rate: 35.1% - Direct Search: 51% - Buyer Keywords: 3.5k 	<p>Features</p> <ul style="list-style-type: none"> - Sets the Goal during onboarding process - Easily log and track what you eat in a day. It always updates how much you should eat more to reach your goal. - Quick Add button on home page to allow logging. - Clear representation of information like stats. Which makes the data easy to read and understand - Good CTA for Premium. (shows how you will be benifitted with premium) - It has a database of wide range of foods, users can use this while logging their food intake <p>Weakness</p> <ul style="list-style-type: none"> - Poor feedback system - Save and Continue buttons are placed on top. Which people miss after entering data, causing to re-enter information <p>Alexa Keyword Ranking</p> <ul style="list-style-type: none"> - Bounce Rate: 44.9% - Direct Search: 30% - Buyer Keywords: 1.7k 	<p>Features</p> <ul style="list-style-type: none"> - Very easy to use. Just start, and stop to record your activity. - Uses location to suggest relevant groups and challenges <p>Weakness</p> <ul style="list-style-type: none"> - Goal setting is a paid feature - Quick Add button shows : Post, Photo and Manual activity options. Post and Photo can be done with one button instead of two. <p>Alexa Keyword Ranking</p> <ul style="list-style-type: none"> - Bounce Rate: 26.3% - Direct Search: 14% - Buyer Keywords: 5.1k

Competitive Analysis can help us evaluate our competitors' usability standards and overall user experience. I tried and tested all the Apps to understand how they established the usability heuristics. This helped me understand what works and what doesn't.

Personas

Sirisha

Persona Bio

Sirisha has a hectic daily routine. She has to wake up early, cook breakfast and lunch for her and her family. She goes to the office and comes back by 7.

She then relaxes for a while before preparing Dinner. Its hard for her to find time or energy to workout. So she's looking for some light excercises and changes in diet that will improve her overall health

" I want to look like my old-self. It's hard to find time for myself at all.

Behaviour

Works 9 to 6
Occasionally works from home
Prepares lunch and dinner for family
Conscious about what she and her family eats
Goes out to restaurants with family regularly
Hard to find time for herself
Uses food delivery apps

Demographics

Age 34
Occupation Engineer
Location Bangalore

Technology

Facebook
Youtube

Needs

Wants a healthy lifestyle
Wants to lose weight
Wants to eat healthier
Wants her kids to have healthy food

WhatsApp
Google

Ayesha

Persona Bio

Ayesha has irregular work timings that effect her sleep cycle.

She is worried about changes in her skin and weakness. She wants to get conscious about her food intake. Also do light workouts whenever possible.

" I just want to get fit and stop worrying about my health issues.

Demographics

Age 25
Occupation Engineer
Location Hyderabad

Technology

Instagram
Youtube
The Hindu
Snapchat

Behaviour

Has a rotational shifts
Commutes by office bus, lives in outskirts
Goes for walks occasionally
Has heavy work, so she Sits for a long time
Irregular sleep
Eats out every weekend

Needs

Wants to avoid health issues in future
Wants to eat and drink water more
Want to do light workouts

After conducting User Interviews, I got a better view of their lifestyles and their fitness goals. From the gathered data, I created personas that reflect the needs and goals of our potential Users.

Defining

Insights	Needs	POV	HMW
People give up after a few days	They need more motivation	People need more motivation because they give up after a few days	How might we motivate people to stick to their goals?
People forget to track their food intake, It is frustrating to note down every single detail	They need to monitor what they are eating in a day	People need to monitor their food intake, but sometimes they forget to record it	How might we change the way people record their food intake?
People forget to have enough water	They need enough hydration	People need to hydrate more, but they forget to drink more	How might we ensure they have enough water?
People want to find the right workout	They want exercises for specific goals	People want to find the right workout because they have specific goals in mind	How might we help them customize their workouts that fit their needs

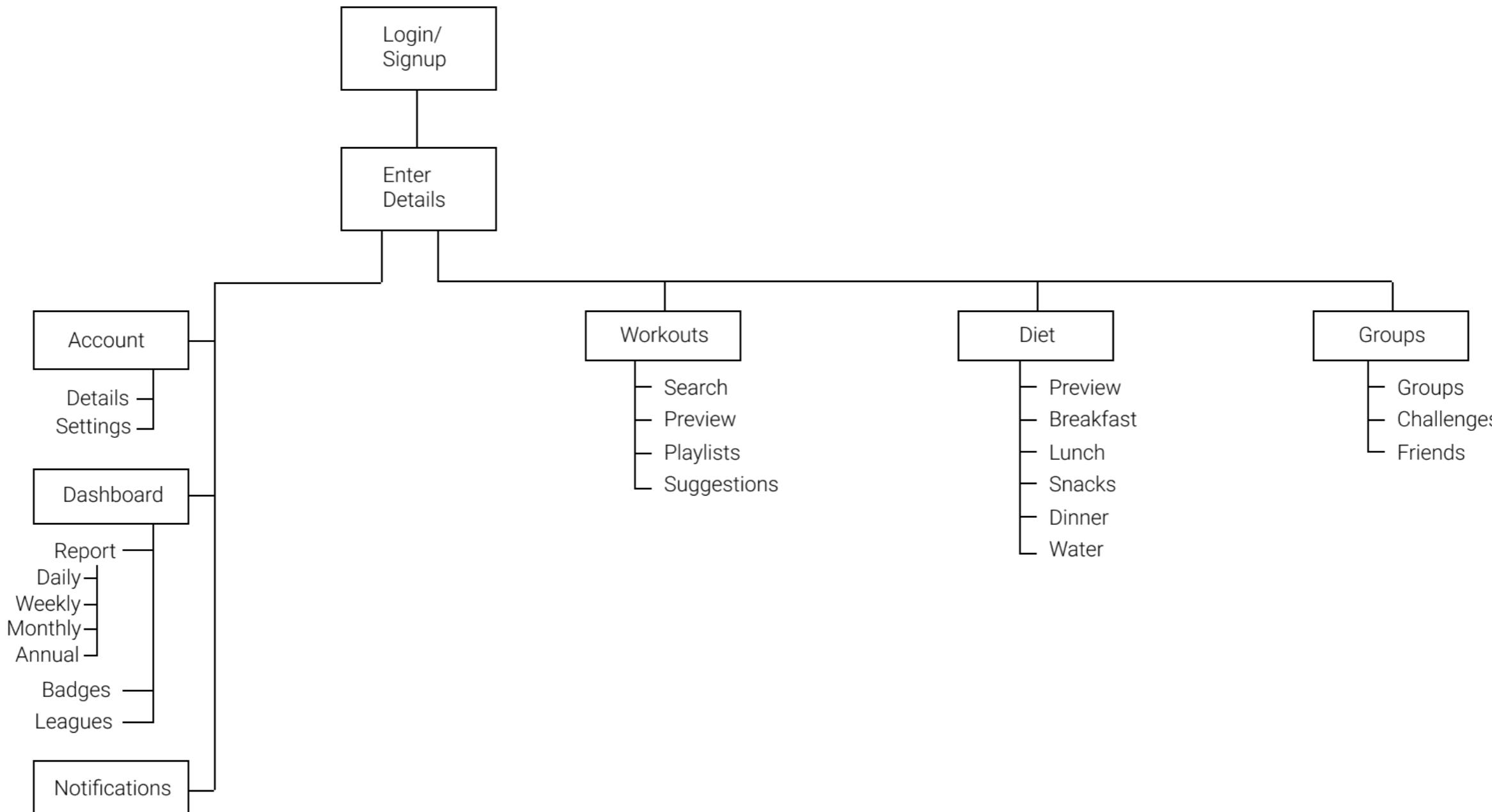
The insights gathered so far, I collected the data and needs that are important to the User. I framed How Might We questions around this data. These Questions will guide me in creating solutions to the right problems.

Ideating

How might we motivate people to stick to their goals?	How might we change the way people record their food intake?	How might we ensure they have enough water?	How might we help them customize their workouts that fit their needs
<ul style="list-style-type: none">- Reward people when they complete their daily goal/challenge- Creating levels and badges from beginner to pro- Add surprise challenges to cut the boredom. To refresh the mundane schedule- Show their progress on top of Homepage, so they can view thier progress about "how close they are to their goal"- Assign short term goals/challenges	<ul style="list-style-type: none">- Turn the food tracking into conversational UI, By answering yes or no questions, the user can track if he followed the diet- Take and upload pictures of food	<ul style="list-style-type: none">- Turn the food tracking into conversational UI, By answering yes or no questions, the user can track if they consumed the right amount of water- Add reminders to carry/drink water at regular intervals	<ul style="list-style-type: none">- Providing Visual Data to make "finding the workout" easy- Ask them to tell their goals and choice of workout during onboarding- Create playlist, that will let them add or delete a workout of their choice

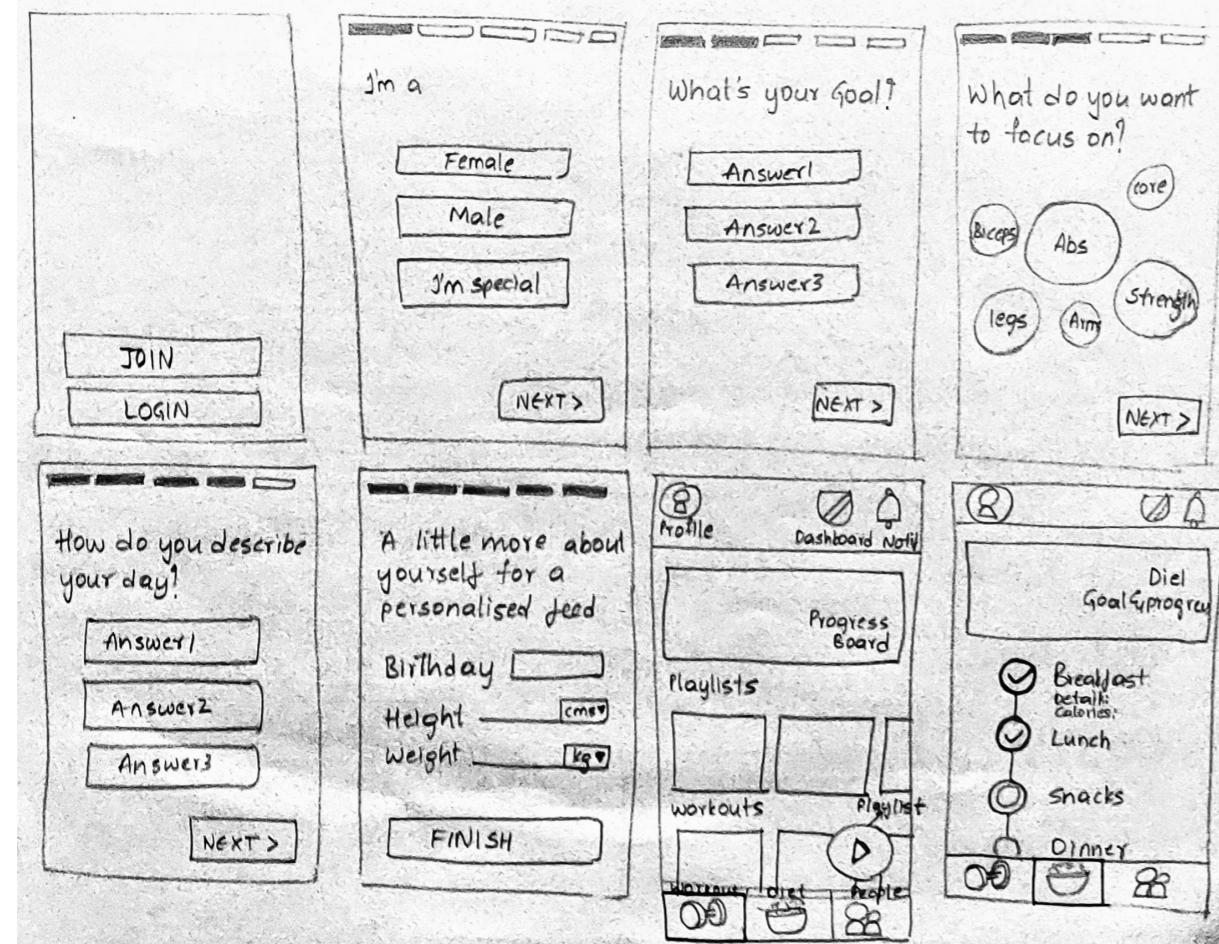
Time to brainstorm! I started ideating on HMWs. I wrote down all the possible solutions to each problem.

siteMap



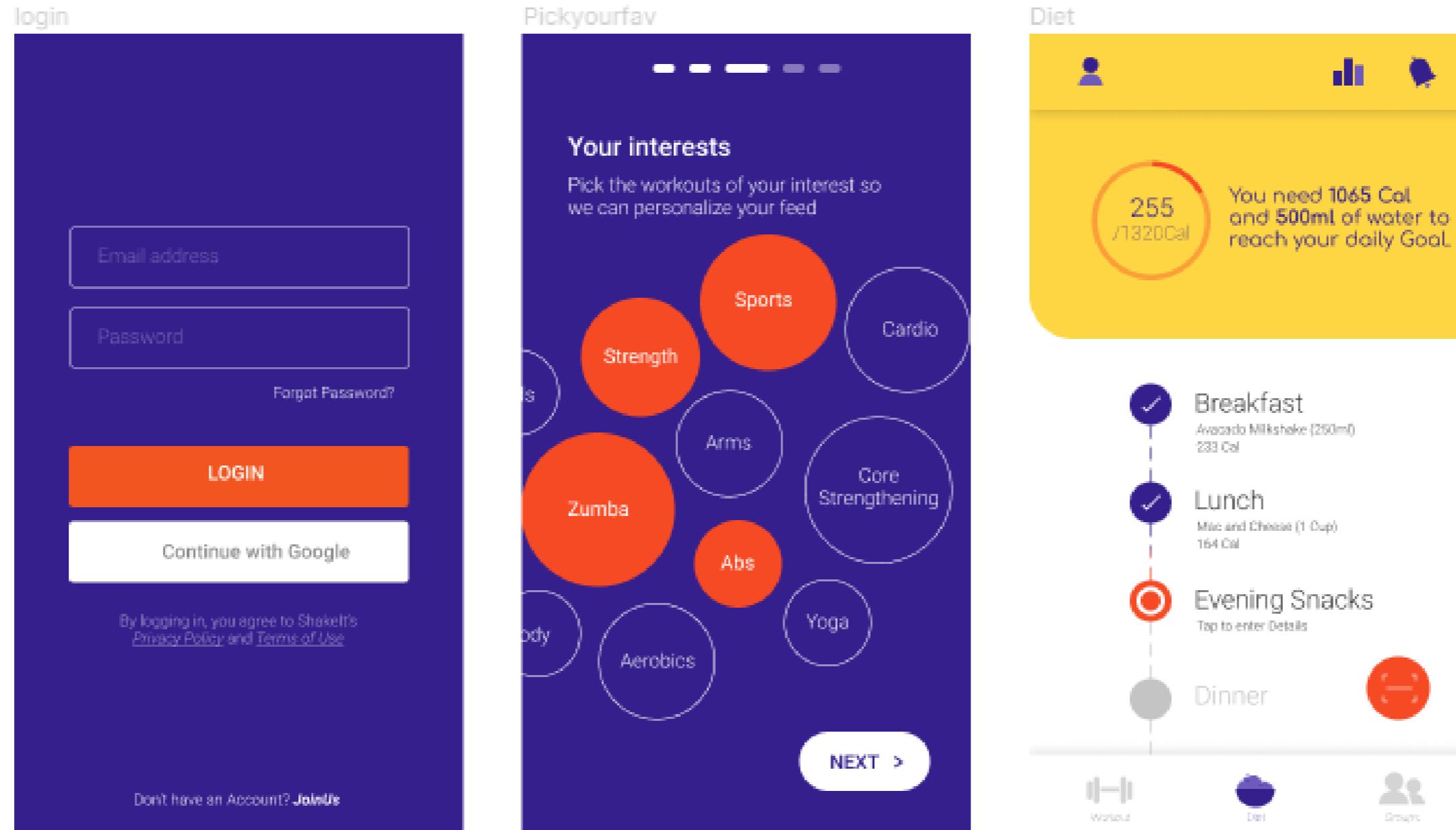
After shortlisting features that are essential for the User and the App, I created a SiteMap for the App. This will help me ensure that content is in a place where users expect it to be.

Low-Fidelity Wireframes



Wireframe focuses on space allocation and prioritization of content, functionalities available, and intended behaviors, it allows you to determine the information hierarchy of the design while making it easier to plan out the content and user experience.

Prototype



I completed the design by adding aesthetic value to the wireframes. I used brights and complimentary colors that will help in creating an active mood and easy visual hierarchy. Which means setting the right mood and easily scannable interface.

Solution

From the *User Research*, I found out that most of the people had problem with staying motivated, found it hard to track their food intake and every person required custom workouts. So I came up with solutions that will fill this gap.

To help the user stay motivated and stay on track, I used reward system, and *gamified* the process by adding levels. The user can also check which level their friends are on, that could help in creating the little motivation.

People like to avoid things that are hard and time-taking, so I created ***short-term challenges*** which will be assigned to them.

I found that it is really frustrating for a user to enter every single detail of their food intake. So I made this process ***conversational***. The user is prompted with a question like : “***What did you have for lunch?***” and the user can just reply saying he had a ***Sandwich***(maybe). The conversations will be updated over time as it gets used to the eating patterns of the user. This will let us add quick-reply buttons with the user’s most frequent food.

Every person is different and has different needs. By creating ***Playlists***, user can select and add only his favorite workouts. User need not select workouts everyday. He can just use his collection making it easy and customized just for the user.

By following the right techniques, I was able to focus on the right problems and the right solutions. After testing with the user for findability and usability of the features, the prototype will be revised with necessary changes.