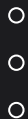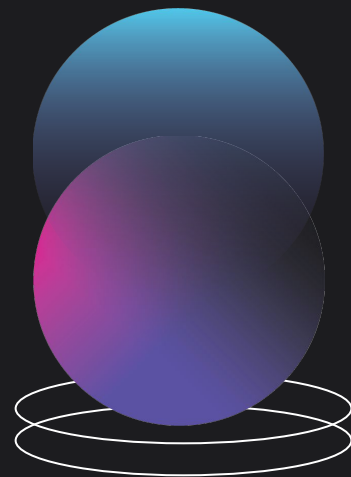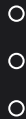# Design Brief
CampusFit

Spring 2024 – Michael Szurko

01

App Focus

App Focus

I aim to develop an app tailored for college students, encouraging healthier eating habits and regular exercise. As students transition from living with their parents for the first 17 years of their lives to independent living, the absence of someone preparing meals or providing guidance becomes apparent. This app seeks to provide structure to college students' nutritional and overall health goals. My vision is to integrate aspects from the BeReal app, enabling students to share their homemade meals with friends, and to incorporate features from Strava for the fitness component. The application will include features such as progress tracking, cooking instructions, streaks, and the competitive aspect of comparing results with friends.

02

Research Approach

Research Approach

Interviews

I began by conducting initial interviews with 5 participants, uncovering common issues related to physical health.

Affinity Diagram

I used affinity diagrams with my team to identify patterns and overlaps in our target audience's needs and motivations.

Moving Forward

Sketches, wireframes, and final products will be created in Figma, and iterated throughout the process.

Research

Based on preliminary interviews, an interview protocol was created. This led to a series of 5 30 minute user interviews.
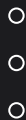
Analysis

I next analyzed direct and indirect competitors, which gave me insight to what I should and should not do in my app

03

Findings

Findings

Throughout my interviews with college students, I realized most students are still adjusting to their freedom. This has to do with their routine, as they no longer have their parents holding them accountable, and make decisions on their own. Although this may feel good to have this freedom, it also comes with its cons. Due to students poor time management skills, they often are stressed out, which then leads to a whole slew of problems. Furthermore, this mismanagement of time also leads to poor decision making, and opting for the convenience option, even though its not healthy. Students also like the idea of working out, but lack the motivation to actually go to the gym. Often it seems like student's excuse is that they don't have enough time, but after further questioning do have the time, but choose to spend it on short term gratification (scrolling on tik tok for 4 hours). I also discovered that some students want to eat healthier, but lack in the department of knowing how to cook. One went on to say "If I knew how to cook, I would actually be saving myself money."

- Lazy
- Opt for convenience
- Not motivated
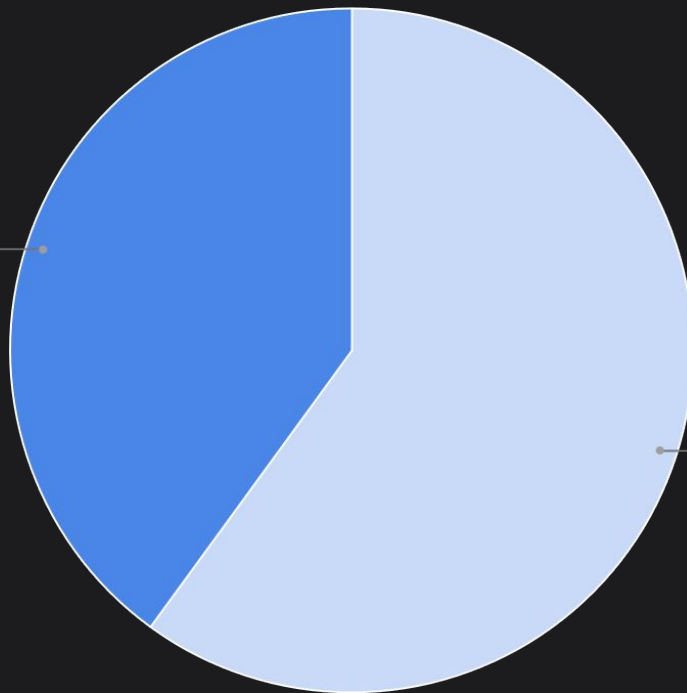- Don't know how to cook
- Busy schedule

Meals Per Week

Q1
Fast Food

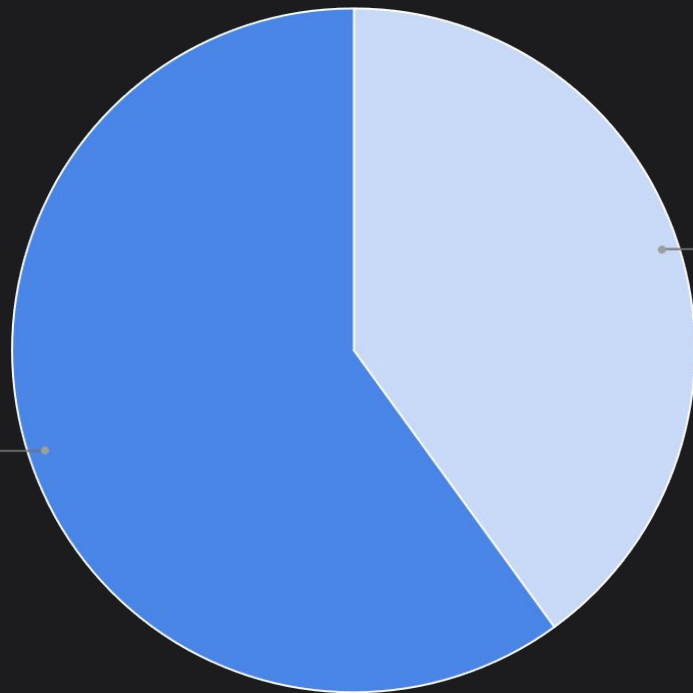**Q2**
Make at home

Q2
40.0%

Q1
60.0%

Workout Status

Q1
Work Out

Q2
Don't Work Out

Q1
40.0%

Q2
60.0%

04

User Persona

BLAKE O'CONNOR

MAJOR: BUSINESS FINANCE

YEAR: JUNIOR

HOMETOWN: WESTPORT, MA

HOBBIES: HANGING WITH THE BOYS, FISHING, GOLFING, DJ FOR THE FRAT, GOING OUT

OBJECTIVE: WANTS TO WORKOUT AND EAT HEALTHIER

DESCRIPTION:
- REALLY BUSY SCHOOL SCHEDULE
- EATS OUT EVERY MEAL
- USED TO BE AN ATHLETE, SO HE USED TO WORK OUT AND EAT HEALTHY AT HOME
- CLAIMS HE HAS NO TIME TO COOK OR GO TO THE GYM, BUT IS ON TIK TOK FOR HOURS
- LIVES GENERALLY UNHEALTHY, BUT ITS "ONLY BECAUSE HIS ROOMATES DO TOO"
- REALIZES HE HAS BEEN IN BETTER SHAPE, AND WANTS TO BE IN HIS PRIME

COOKING ★
HOMEWORK ★★
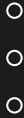SOCIAL ★★★★★
PROCRASTINATION ★★★★
MOTIVATION ★★★
GOAL SETTING ★★
INITIATIVE ★
WORKLOAD ★★★

05

Design Tenets

Design Tenets

Adaptive Suggestions

- Offer personalized workout and meal suggestions based on preferences and schedule
- Use established patterns to enhance efficiency

Long-Term Progress Incentives

- Highlight daily and monthly progress
- Incorporate rewards to motivate increased progress

Confidence Boost
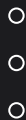
- Use language that is positive and inspirational throughout the app
  - Positive reinforcement
  - Visual encouragement

Effortless Daily Logging

- Simplify daily workout and meal logging with quick and customizable options
- Automatically generate progress charts to cater to short attention span
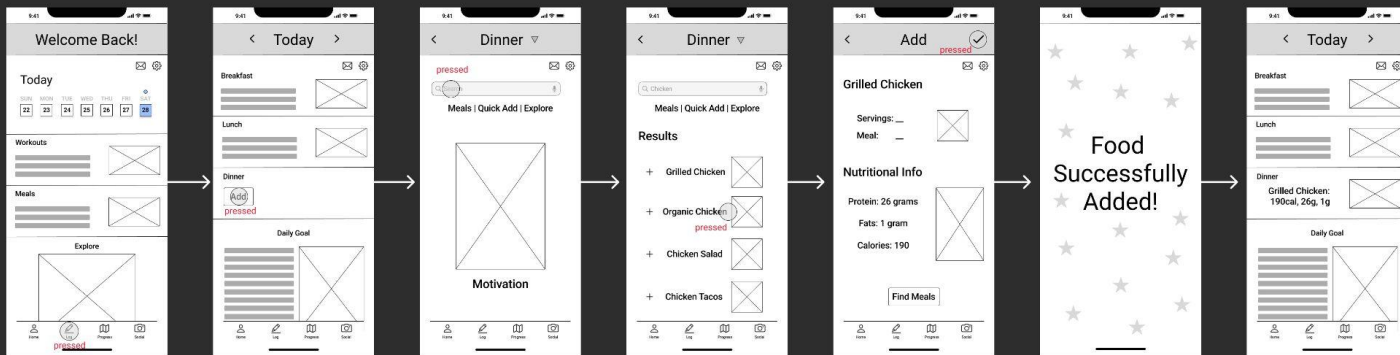
06

Lo-Fi Workflows
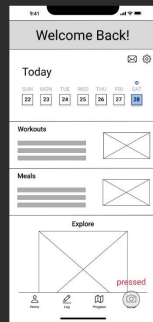
Log Food

Logging Food - Workflow

Here you are logging food for the day. This is to help track calories and other nutrients per meal.

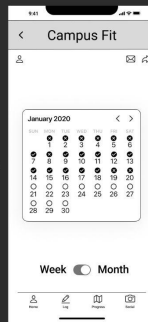When searching for a food, you can also find meals with whatever item you are searching for
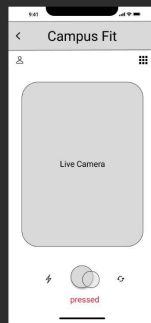
Social

Social - Workflow

Users can manage friend requests and check their calendar via the top buttons. Friends posts aren't viewable until after you post.
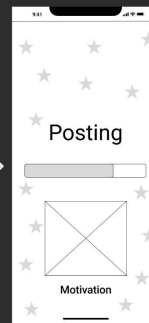
This is the calendar, which users can see how consistent they have been. You can also toggle by month or just that specific week. You can also share your streak with you friends via share button.
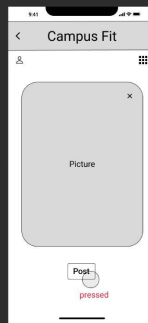
Here is the social aspect to my app, which is similar to BeReal, in the fact that users are prompted to post either a picture of their meal or workout, with their friends.

Here is the user taking their picture of a meal or workout.
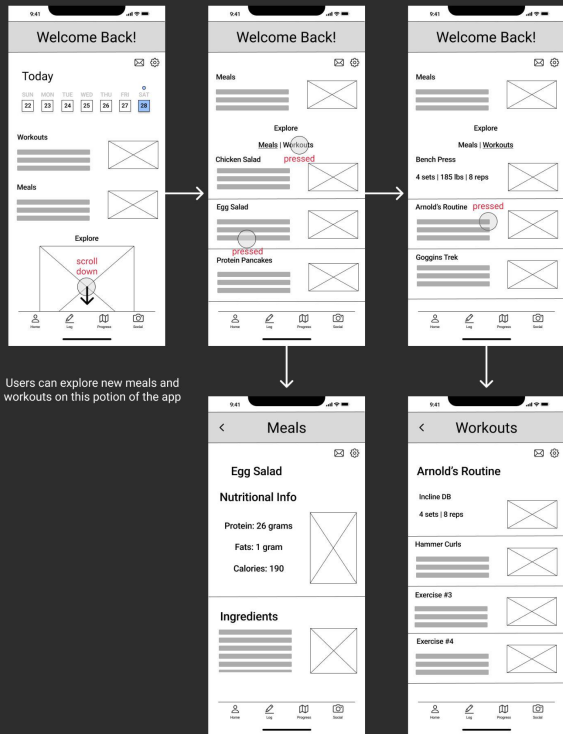
After posting, users will be directed back to their feed

View Progress

Explore / Discover

07

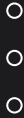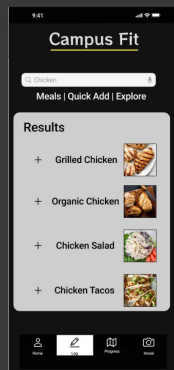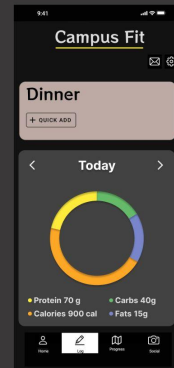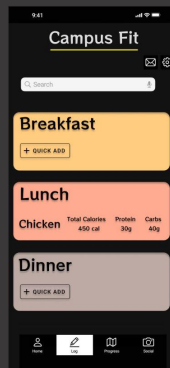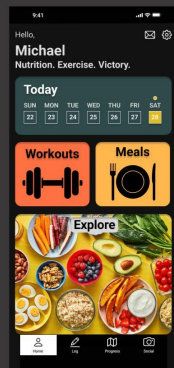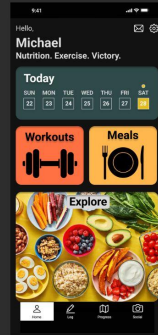# Hi-Fi Workflows

Log Food

Here you are logging food for the day. This is to help track calories and other nutrients per meal. When searching for a food, you can also find meals with whatever item you are searching for.

Social

Social - Workflow

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This is the calendar, which users can see how consistent they have been. You can also toggle by month or just that specific week. You can also share your streak with you friends via share button.

Here is the social aspect to my app, which is similar to BeReal, in the fact that users are prompted to post either a picture of their meal or workout, with their friends.

Here is the user taking their picture of a meal or workout.

After posting, users will be directed back to their feed

View Progress

View Progress

Review progress via the user profile– weekly, monthly, yearly–usage of graphs and other visuals. After scrolling you can see achievements, streaks, and any gains you have made since starting.

Explore / Discover

Explore/Discover

Users can explore new meals and workouts on this potion of the app

08

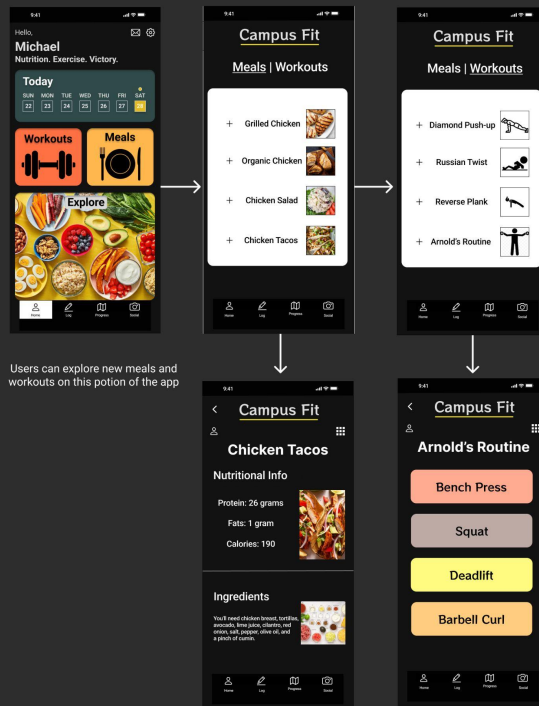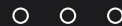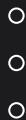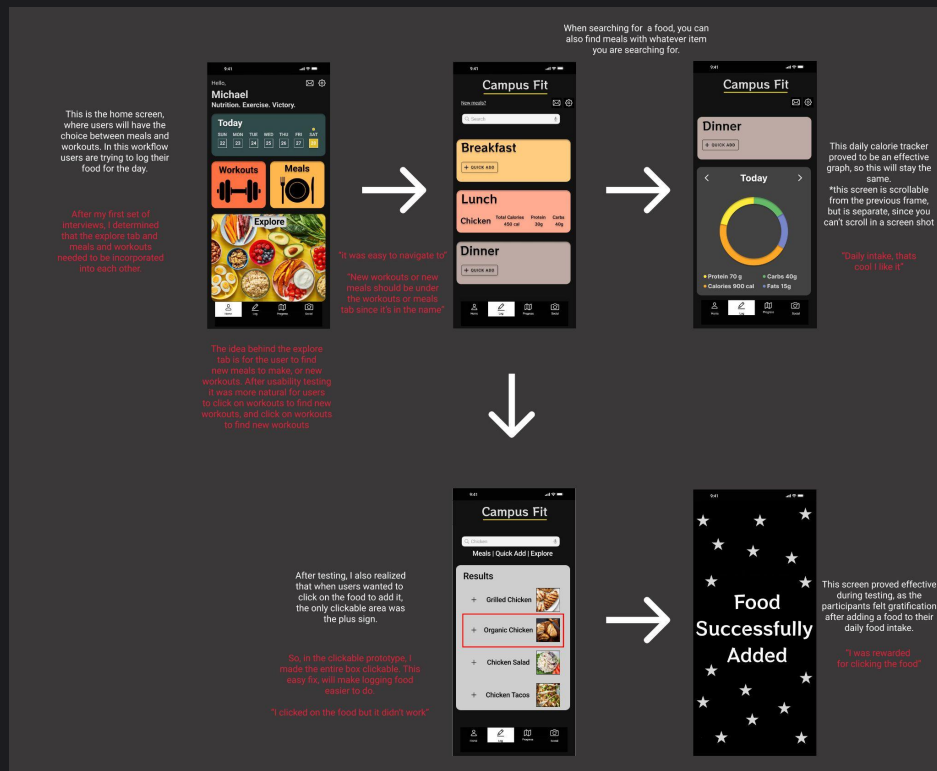# Iterated Hi-Fi

Logging Food Iteration

This is the home screen, where users will have the choice between meals and workouts. In this workflow users are trying to log their food for the day.

After my first set of interviews, I determined that the explore tab and meals and workouts needed to be incorporated into each other.

The idea behind the explore tab is for the user to find new meals to make, or new workouts. After usability testing it was more natural for users to click on workouts to find new workouts, and click on workouts to find new workouts

"It was easy to navigate to"

"New workouts or new meals should be under the workouts or meals tab since it's in the name"

When searching for a food, you can also find meals with whatever item you are searching for.

This daily calorie tracker proved to be an effective graph, so this will stay the same.
*this screen is scrollable from the previous frame, but is separate, since you can't scroll in a screen shot

"Daily intake, thats cool I like it"

After testing, I also realized that when users wanted to click on the food to add it, the only clickable area was the plus sign.

So, in the clickable prototype, I made the entire box clickable. This easy fix, will make logging food easier to do.

"I clicked on the food but it didn't work"

This screen proved effective during testing, as the participants felt gratification after adding a food to their daily food intake.

"I was rewarded for clicking the food"
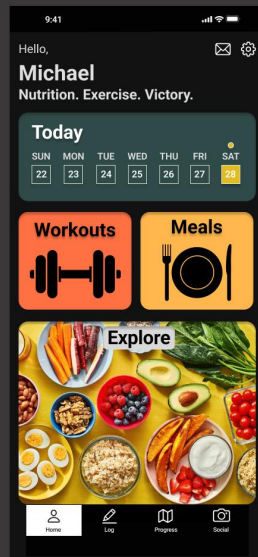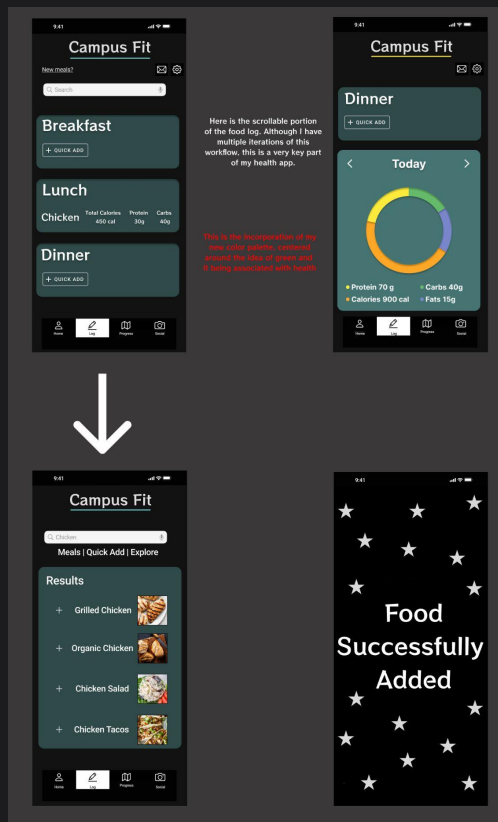
Home/Dashboard Iteration

This is the home screen, where users will have the choice between meals, workouts, and explore.

Here I decided that a dashboard would fit the home screen better. This will incorporate easy learnability and also provide structure for expert users.
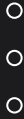
"It needs to be more task oriented"

Color/Theme Integration

09

Gamification

Streaks

Congrats- Gamification

Streak

Log your journey every day to keep your streak alive

Log

2 Day Streak

Keep the Momentum, Log your Journey

Log

6 Day Streak

Almost a Week! Keep Your Streak Alive!

Log

Inspirational messages every day once app is opened to urge continual use of the app

Progress

Congrats- Gamification

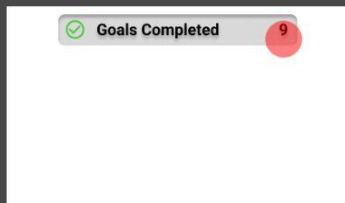Congratulations!
You completed all your goals today

Continue

Here is a simple popup inside of the app thats triggered when all goals have been met for the day
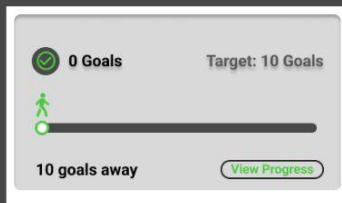
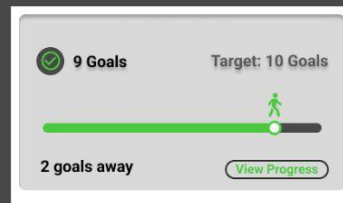# Progress

View Progress Widget - Gamification
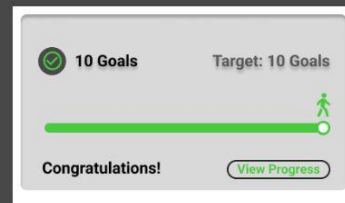
View Progress

Button is displayed on home page

✓ Goals Completed   9

After click

✓ 0 Goals   Target: 10 Goals

🚶

10 goals away   View Progress

Brought to start of week

✓ 9 Goals   Target: 10 Goals

🚶

2 goals away   View Progress

Delay Animation - after progress

✓ 10 Goals   Target: 10 Goals

🚶

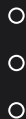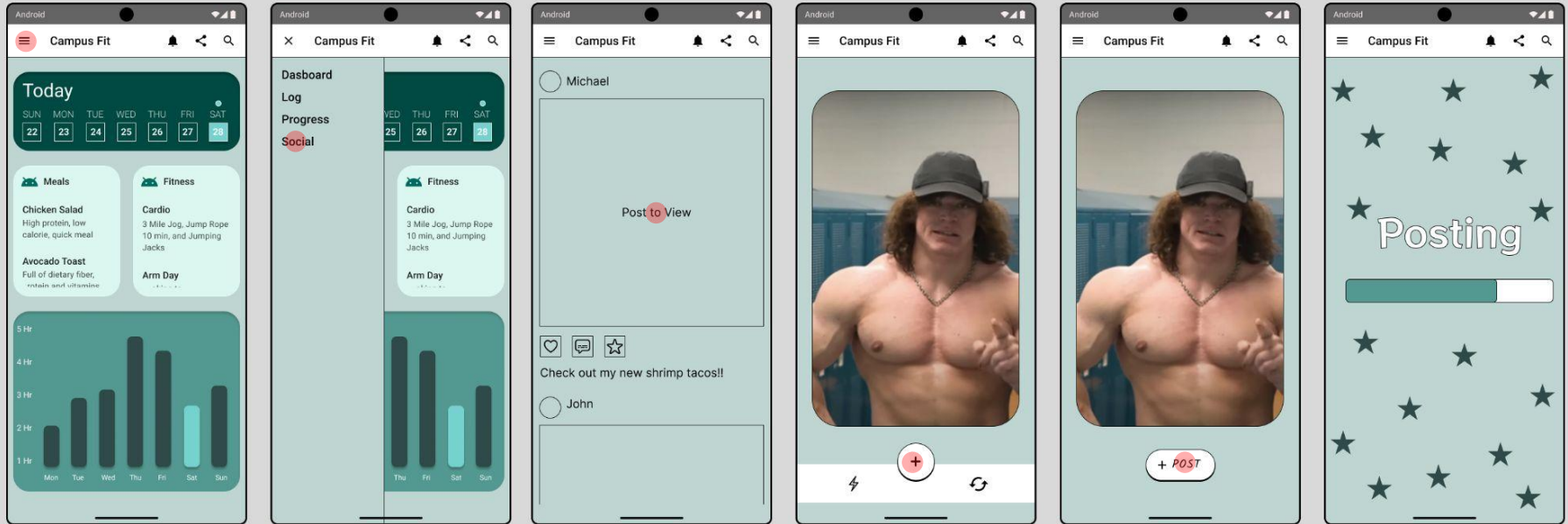Congratulations!   View Progress

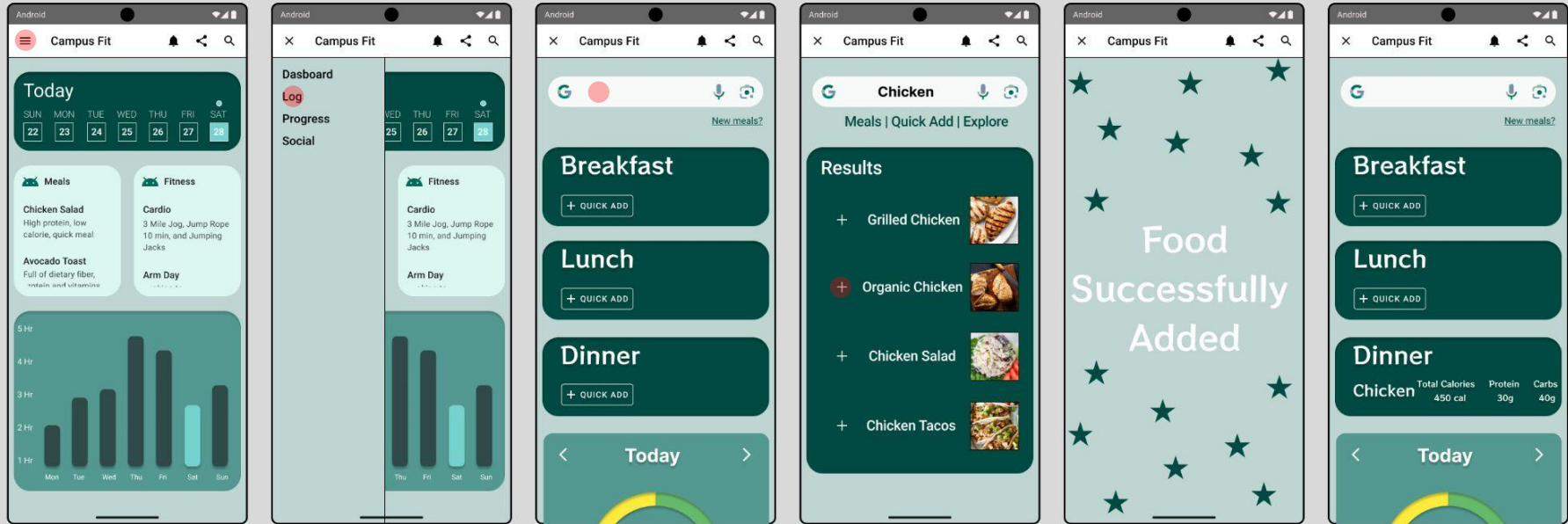End Result

10
Android Hi-Fi

Social

Users are prompted to post before
Looking at their friends posts

Posts are supposed to be
either a meal or workout

Logging

Users can log food
to track calories

Users have the option
to quick add or search

Progress

Users can view progress and gains made since starting the app