

CSC318 A4

Design Requirements and Short Form Creative Brief

The Problem Solvers

January 26, 2019

Tutorial #3

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Design Requirements

Problem: Fitness motivation

There is a disconnect between people wanting to be fit and their will to do so. Too often the intention to get into a healthy lifestyle fades during the crucial first months when adopting this new habit.

Design Principles

The solution should be based on intuitive interfaces and provide seamless user experience so that it feels highly convenient and has low friction. The solution should also be inspiring, integrated, and provide the user with motivation.

Environmental Requirements

The critical environments in which our solution must perform its task are: any indefinite place where the user has some free time so he/she considers the option of exercising, and a functional location close to them where the user can perform the chosen activity. They need to have access to internet/cellular data in both places. Due to the nature of the problem (exercising), special care should be taken to ensure usability requirements are respected in all environments such that our solution remains low-friction no matter what environment it is used in.

Functional Requirements

The home screen needs to display different aspects of the app: a **User Profile**, **Fitness Trends**, **Community** (ask an expert, group formation, meetups), and **Settings** (preferences, profile, etc)

The **User Profile** should allow the import of data from other apps (such as Google Fit or Fitbit) and visualization of personal data for the user profile. There should also be an option to customize the user profile and adjust privacy settings, as well as a pipeline for verification of health/exercise related certifications if the user wishes to become a mentor.

The **Community** tab should allow the user to invite friends to use the app and search for compatible new workout buddies. The user will be able to organize workouts with friends using a scheduling feature within the app. There will also be sports/fitness communities that the user can join or create in order to connect with other locals who share the same interests.

There should also be a **Guidance Feature** in the app which helps educate people who are new to exercise on how to exercise alone and in pairs, with additional workout and health guides available to read. Through the use of an avatar leveling system and in-app rewards, users will be able to concretely visualize their fitness progress. There will also be a mentor/mentee system that allows people who are exercise veterans to coach newcomers and help jump-start their exercise habits.

Technical Requirements

We aim to present our solution as a smartphone app supported on both iOS and Android. User and system data will be stored on a server, with the server providing most of the calculations such as group finding and buddy matching. The client application fetches the data and presents it to the end users.

Usability Requirements

The targeted populations are busy young adults with smartphones who are striving to be more fit. In order to allow these people to use our solution, it has to be easy to use and low-friction (easily integratable into their daily routine) so that users will not need to take too much time out of their lives to use the app.

Measures of Success

We can measure the success rate of our workout buddy search function by seeing how many users are able to find compatible workout buddies. We can also see if it helps users develop a habit by measuring how long the average user uses the app for, and the attrition rate versus other fitness applications.

Short Form Creative Brief

Project Objective

We are designing a platform that strives to connect fitness-minded people in order to help them become better versions of themselves, through socialization and guidance.

Key Personas

Persona 1: Nick

A college student who is always busy and does not work out on a regular schedule. None of his friends exercise, he wants to get fit but doesn't know where to start. He often puts off going to the gym for school work, and is not very motivated to go to the gym.

Persona 2: Jess

A young working professional who is pretty fit and maintains a healthy lifestyle. Her friends are usually busy and it is often hard for her to find a person to work out with. She is looking for new people to workout with, and change up her boring daily fitness routine.

Key Scenarios

Scenario 1:

Nick walks past a gym and thinks to himself "I should start working out more". When he gets home, he becomes distracted by school work and entertainment. He is stuck with the thought of working out but has no scheduled commitment to it or anyone counting on him, making it easy to push aside. He needs something that will help him get through the trouble of squeezing enough time out for exercising, preferably with friends.

Scenario 2:

Jess has been comfortably working out at the gym for a few years now. Her gym has recently introduced a Muay Thai class that she has been interested in a while now. She is very interested in the class, but due to the physical nature of the martial art, she would prefer to do it with someone she knows or at least someone with similar physical properties, so that she can be more comfortable. However, she struggles to figure out how she would start with doing that.

Scenario 3:

Nick has two hours to waste before his next lecture. He can't make up his mind between going to the gym before having lunch, and finding a nice spot where he can eat while finishing the movie he started watching last night. After some consideration he walks all the way to the gym. Twenty steps away from the gym entrance he sees some really fit guys going in with all their equipment and feels self-conscious of his skinny arms. He ends up going into the coffee shop next door, at least he got to finish watching the movie.

Key Principles

- **Intuitive:** This app should, of course, provide an intuitive interface so that users will not get confused while navigating through the app, especially considering the wide range of features that will be provided. Users should be able to harness the full power of the application with a short learning curve.
- **Seamless:** This app should provide a seamless integration into the lifestyle of the user, particularly regarding other fitness apps and devices the user may already be using, so that users are more likely to integrate the app into their rotation.
- **Inspiring:** The app's design language should be bright and inspiring, giving users visual indication of the mindset that they should have regarding fitness
- **Smooth:** Users should have a smooth experience when using the app, and user interaction should be minimal to ensure the users won't get tired of constantly needing to interact with the app.

Focused Experience Map

Bold Font for additions, Underlined for relevance to key personas

LEGEND: ? Questions in customers mind, '+' positive experiences & reactions, '-' negative experiences & reactions

	ENTICE	ENTRY	ENGAGE	EXIT	EXTEND
PEOPLE	*Students *People not in organized sports *Online reviewers	Customer, customer support Community	Customer, friends, family, strangers, workout buddies, personal trainers	Customer, friends, strangers -> acquaintances	Social network, Customer, Press, Review
CONTEXTS	*At home, trying to start workout *At gym by self *In bed or couch	At home, trying to start workout	Public areas, parks, gyms, at home, outside, campus	After workout, at home	At home, out with friends
FEELINGS	+ Excited to start working out - Lonely cuz no friends <u>- No time</u> <u>- No regular schedule</u>	+ Excited - Hesitant - Nervous about perhaps meeting new friends - Annoyed, this is so much effort	+Healthy during workout +Satisfied during workout +Happy because new friends made -anxious meeting new people -confused too many options -overwhelmed too many people Motivated to workout because a date has been set	- Tired (Sore?) + Excited because new friends <u>Motivated to work out again</u>	+Social, want to make more friends <u>+motivated, socializing is the main method for fitness motivation</u> -social interactions to not motivate the user to be fit
THINKING	<u>I want to workout, but no motivation to, too lazy, no friends to workout with me</u> ? Will this really help	? Will this charge me for full features ? Privacy of my data ? Will I get in better shape by using this app ? Will it have features I have not seen before	- There are many different categories of people to choose from, i'm overwhelmed <u>+ This person the app found me is great! I love working out with them</u> - This person the app found me is not a very good match When is dinner?	+ I enjoyed this workout experience a lot + I want to workout with this person again! - Okay I did what it told me to why am I not losing weight? - Such a pain do I need to do this every day?	? Should I recommend it to my friends ? Is this app helping me
ACTIONS	Research on google Browse app store Recommended by friends Social Media	Download app Launch app Sign up and fill out details about self (emphasis on low friction)	<u>Finding people to work out with on the app</u> Using the app to set fitness goals <u>Meeting new people from the app</u> <u>Arranging workouts with friends in existing social network</u> Working out Logging details Enjoying self	Log daily progress to compete with friends Keep using the app <u>Connect with people from workout</u> <u>Share with other people</u>	+ Bragging / progress pics + Recommend to friends / gym-goers + Share app with friends in social network +/- Send feedback - Complain online + Review online
TOUCHPOINTS	<u>User has no friends, need to help them make friends</u> <u>Need to get user out of bed</u>	Onboarding process needs to be smooth, without much friction	Need to have a smooth user experience to not bog the user down too much	Content shared with other users must be controlled by user Logging should be as streamlined as possible	Design an attractive sharing system

Appendix

Persona and Scenario Collection

(generated during this phase of the project, but not retained for the next stage of project development)

Persona 1: Nick

- College student, always busy, with an irregular schedule to work out
- Wants to get fit but doesn't know where to start
- None of his friends exercise
- Often puts off going to the gym for assignments
- Doesn't have a lot of motivation

Persona 2: Jess

- Young, 20s working professional
- Pretty fit, wants to maintain a healthy lifestyle
- Runs and goes to gym 3x a week
- All friends are busy, can't sync up schedules
- Looking for new people to workout with, bored of daily fitness routine

Persona 3: Crystal

- Young, international University student, new to Canada
- Used to run outside in home country
- Change in climate and culture shock has made it difficult for her to keep up exercise habits
- Lacks a social/friend network to share her fitness activities with
- Unsatisfied with bundling up in bed for most of the winter

Persona 4: Comfortable Couple (Jaden & Sora)

- Jaden used to enjoy and have a habit of going running after work
- Then he met Sora and now they spend all their time together doing sedentary activities
- Sora does not enjoy exercise but feels like she should exercise to become more fit
- They sometimes joke about exercising together and have tried out some sports together once or twice
- Going out to food together equals food coma
- They want to lose weight but they comfort each other with endless "I love you the way you are"

Persona 5: Procrastinator Pam

- No strict schedule/plan for workouts because she just can't stick to a schedule
- Variable bedtime & life habits
- Often comfortable lying on the bed and when the thought of "I should go to the gym because I'm not really doing anything right now" hits, the comfort wins over and she just puts it off to "later"
- Actually ends up going to the gym before large assignments are due as a way to procrastinate on assignments while still feeling somewhat productive

Persona 6: “No Gym” Jim

- Does not have the money to afford a gym membership / does not like gyms
- Wants to exercise but doesn’t want to pay for it
- Tries to do jumping jacks in front of the TV at home but ends up just sitting and binging the entire series while “taking a break” instead
- Full-time student

Persona 7: “Kino” Keanu

- Working toward his degree in kinesiology
- So fit other people assume he lives in the gym
- Wants to share his knowledge partly to brag, but also to develop his lacking social skills
- Stays working out in the gym long after his main training buddies leave
- Maybe he should cut down on the protein shakes
- Worries too much about hydration

Scenario 1:

Nick walks past a gym and thinks to himself “I should start working out more”. When he gets home, he becomes distracted by school work and entertainment. He is stuck with the thought of working out but has no scheduled commitment to it or anyone counting on him, making it easy to push aside. He needs something that will help him get through the trouble of squeezing enough time out for exercising, preferably with friends.

Scenario 2:

Crystal wants to retain her good habit of running. She tried to join some fitness clubs on campus but the practices all end up going really late after the school day or are on weekends and there was no motivation to go to school just for a club on the weekend. She cannot find friends to run together because she is not close enough with her new friends. She needs something that will find her people running together.

Scenario 3:

Sora is worried that she and Jaden will get diabetes if they keep up their lifestyle, especially after they both weighed in at overweight at a recent medical checkup. They go out, buy two pairs of running shoes, talk about how comfortable they are, never use them again.

Scenario 4:

Jim used to be motivated to go the gym because he was paying for it. Now that he is a full-time student, he can’t afford a gym membership and his exercise has dropped off. Jim intends to get more fit, but since nothing is holding him accountable to exercise, he’s constantly pushing his workouts aside. Jim needs something that will keep him accountable to his exercise commitments that are frugal and effective.

Scenario 5:

Jess has been comfortably working out at the gym for a few years now. Her gym has recently introduced a Muay Thai class that she has been interested in a while now. She is very interested in the class, but due to the physical nature of the martial art, she would prefer to do it with someone she knows or at least someone with similar physical properties, so that she can be more comfortable. However, she struggles to figure out how she would start with doing that.

Scenario 7:

Nick has two hours to waste before his next lecture. He can't make up his mind between going to the gym before having lunch, and finding a nice spot where he can eat while finishing the movie he started watching last night. After some consideration he walks all the way to the gym. Twenty steps away from the gym entrance he sees some really fit guys going in with all their equipment and feels self-conscious of his skinny arms. He ends up going into the coffee shop next door, at least he got to finish watching the movie.

Scenario 8:

Keanu just finished swimming with his buddies but he wants to do some squats now. His friends can't join him, he doesn't care about working out with someone at his level, he just doesn't want to do it alone. He even enjoys approaching newbies in the gym and say hi, give out some advice, but this is not always welcomed. As always, he ends up working out by himself.

Assignment Attribution

Reece Martin: Document Formatting, Several Design Requirements (Functional, Usability, Environmental), Additional Points for Experience Map

Kyle Haas: App functionality, Problem description, Experience map, Personas

Yufei Chen: Document template, functional requirements, personas & scenarios

Yi Liu: Design principles, Scenarios

Louise Xia: Personas 3-6, grammar editing, writeup from bullet points of Functional Requirements, Usability Requirements, and Measures of Success

Manuel Velarde: Some Design Requirements, general revision of the document, Persona 7, Scenario 7 & 8