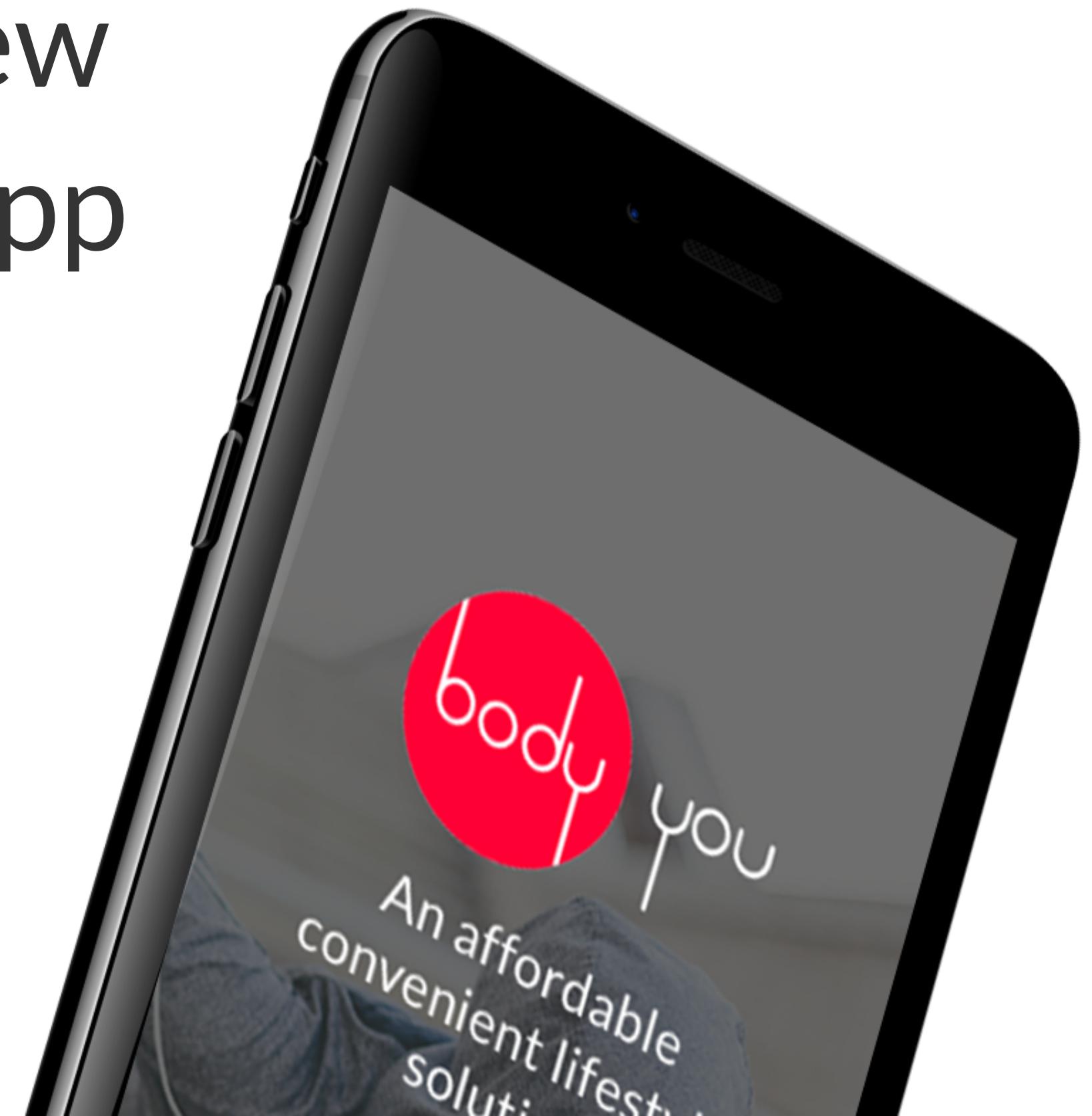


FITNESS REVISITED

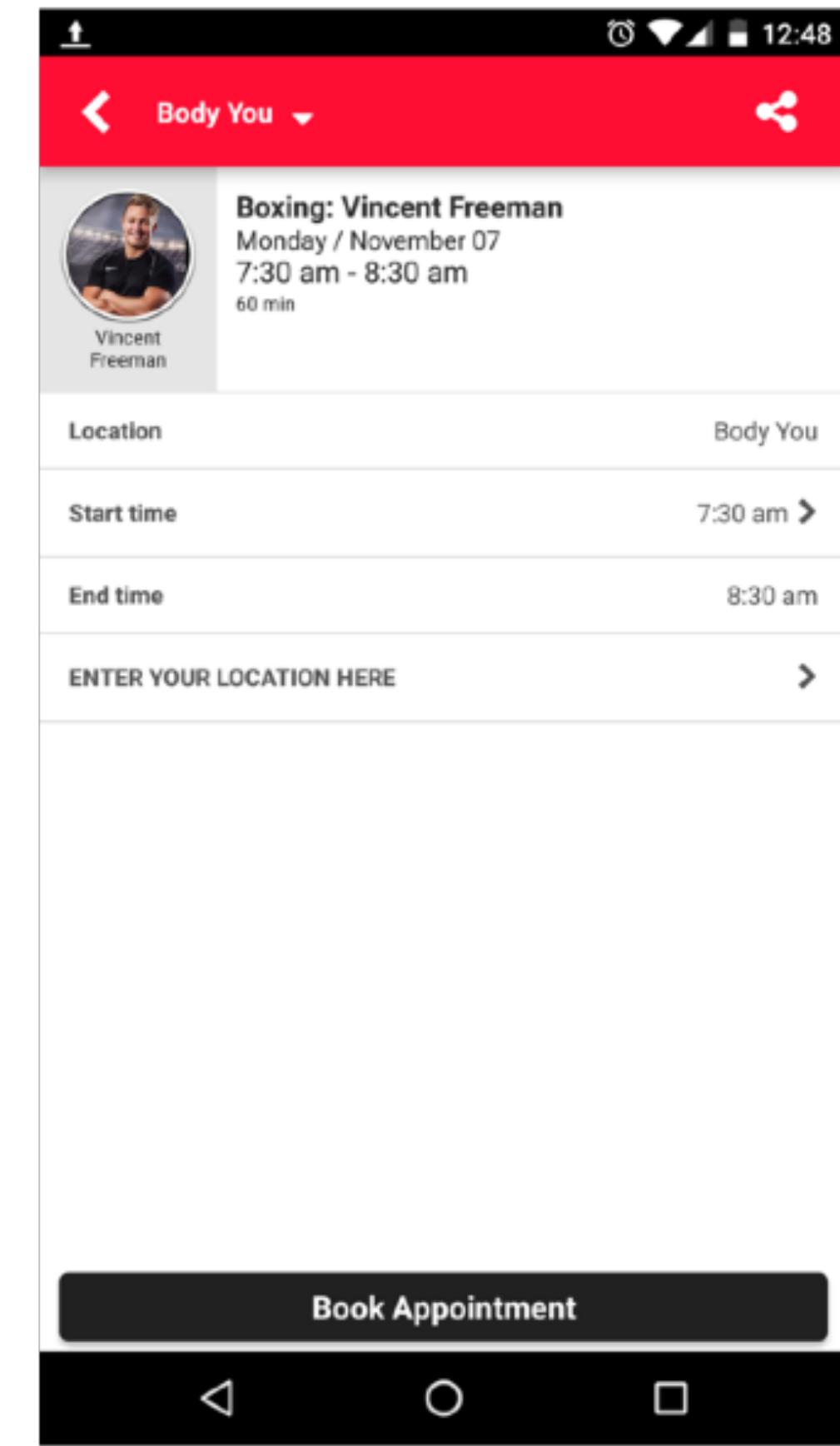
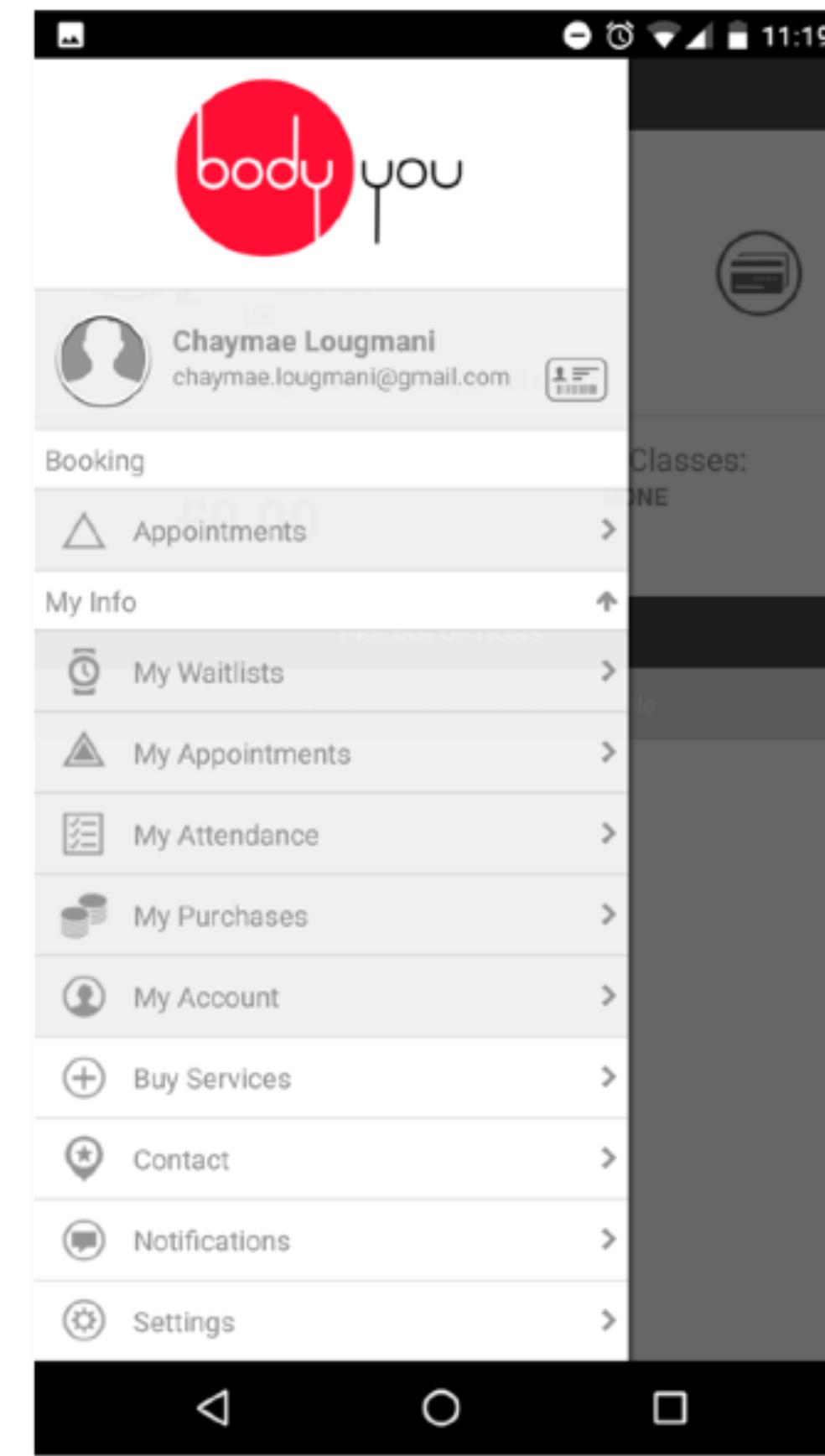
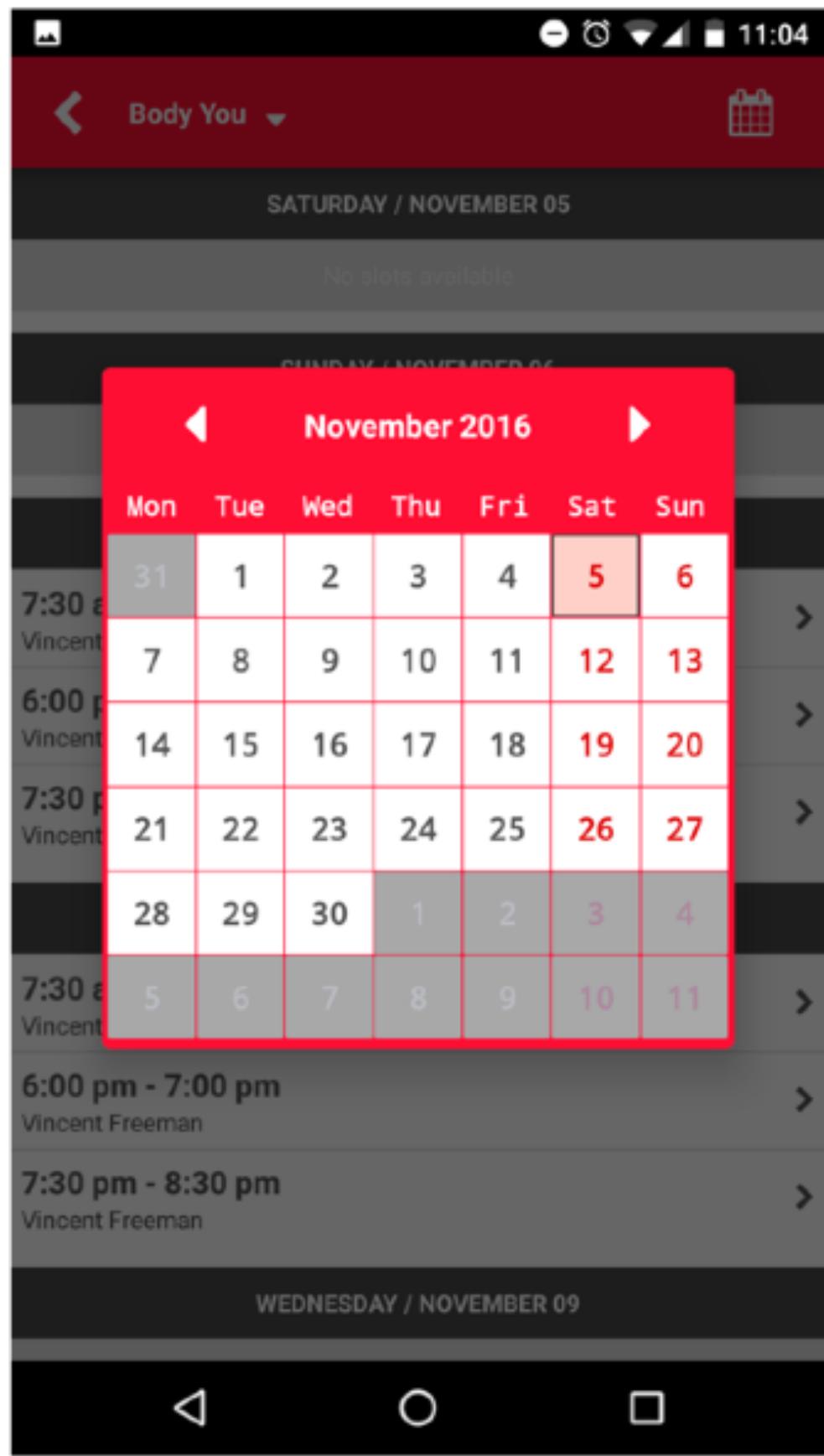
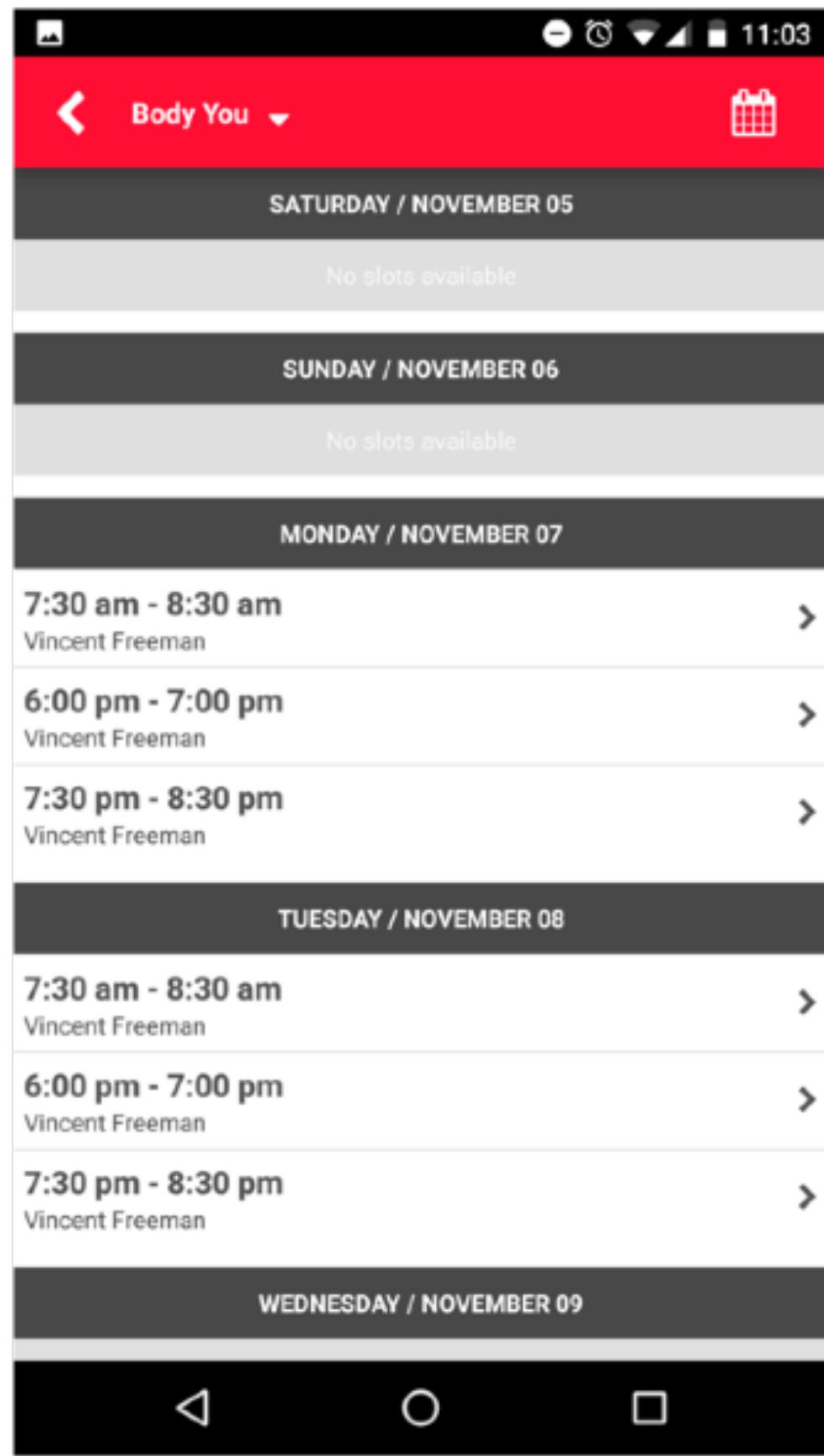
Spotlight on the new
Body You mobile app



Week #1

Discovery and definition sprint

Project canvas, project plan and business analysis. Also a survey, user interviews, affinity diagram, personas, experience maps.



“We need to create a simple app that is user friendly for users to **purchase** and make **bookings**. This would hugely improve the Body You product and increase our traffic and revenue”.

— Body You

FINDINGS FROM INTERVIEWS

The frequency in which I workout

I workout 1-3x a week

I workout more than 3x a week

Why I get a personal trainer

I workout to look good

I need to workout to control my health

I workout to help my mental wellbeing

How I met my personal trainer

I met my personal trainer through a friend

I met my personal trainer through the gym

Why I keep my personal trainer

My personal trainer helps me reach my goals

I use a personal trainer to get results quickly

My personal trainer knows me

My trainer helps me with my nutrition plan

My personal trainer educates me

Scheduling can be frustrating

It's hard to manage my schedule through text messaging

I choose my trainer based on his schedule flexibility

The response time to text scheduling is frustrating

FINDINGS FROM INTERVIEWS

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My trainer helps me with my nutrition plan

My personal trainer educates me



Sandra, 25
Marketing Manager

"I have aspirational goals and my personal trainers gives me the confidence to reach them."

MY GOALS

- To have a healthy body image
- To run a marathon

WHAT'S IMPORTANT TO ME

- Having a trainer that understands me and helps me reach my goals
- Being able to book multiple sessions a week in advance

MY FRUSTRATIONS

- Booking and managing appointments through text messaging
- Last minute trainer cancellations



Harris, 45
Works in Finance Services

"It's stupid to spend a lot of hours to workout inefficiently."

MY GOALS

- Manage my overall health
- Manage stress
- Set a good example for my family

WHAT'S IMPORTANT TO ME

- Being able to book sessions on the fly
- Having a trainer that motivates me
- Getting the most out of my workouts

MY FRUSTRATIONS

- Wasting time on inefficiencies
- Long response time to text message bookings

HOW SANDRA CURRENTLY BOOKS A SESSION WITH HER PERSONAL TRAINER

Happy



Sad



I request a date & time via text/
WhatsApp

Get a response

I check my schedule

I send another request

I get a response

I dont know their schedule

They can't meet my request

Is that spot available?

What if the new date is not available?

Finally !

I have to wait for an answer

Should I ask for another day?

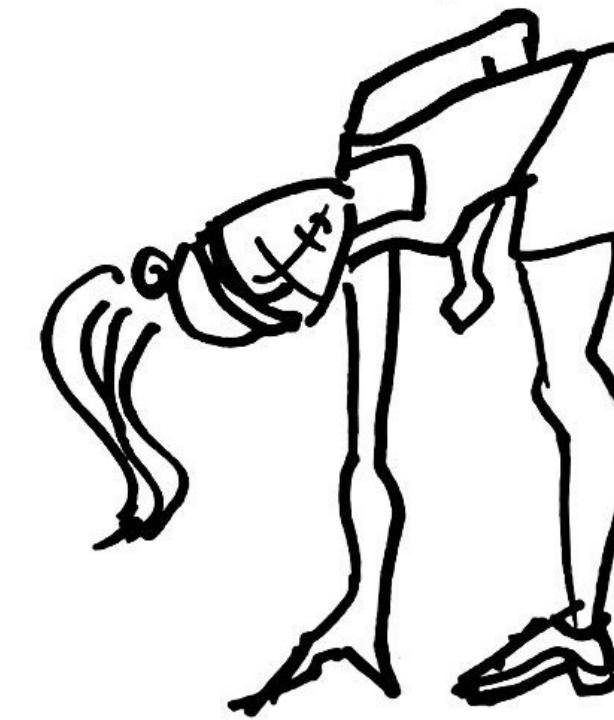
Should I skip the training this week?

Designing a **fun** and **user-friendly** mobile app, that allows Sandra and Harris to **match** with the best personal trainer and **book** sessions efficiently

I REALLY WANT TO
RUN THIS MARATHON



I DON'T KNOW WHERE BUT I DON'T WANT
TO START. I NEED SOMEBODY SHOUTING AT
A PT TO HELP ME ACHIEVE MY GOALS.
ME!



BUT I DON'T WANT
SOMEBODY SHOUTING AT
ME!



WHAT ABOUT I TRY
BODY YOU! LOLA
SAID THEY WOULD
MATCH ME WITH MY
BEST PT



I JUST NEED TO
DO A QUICK
QUIZ



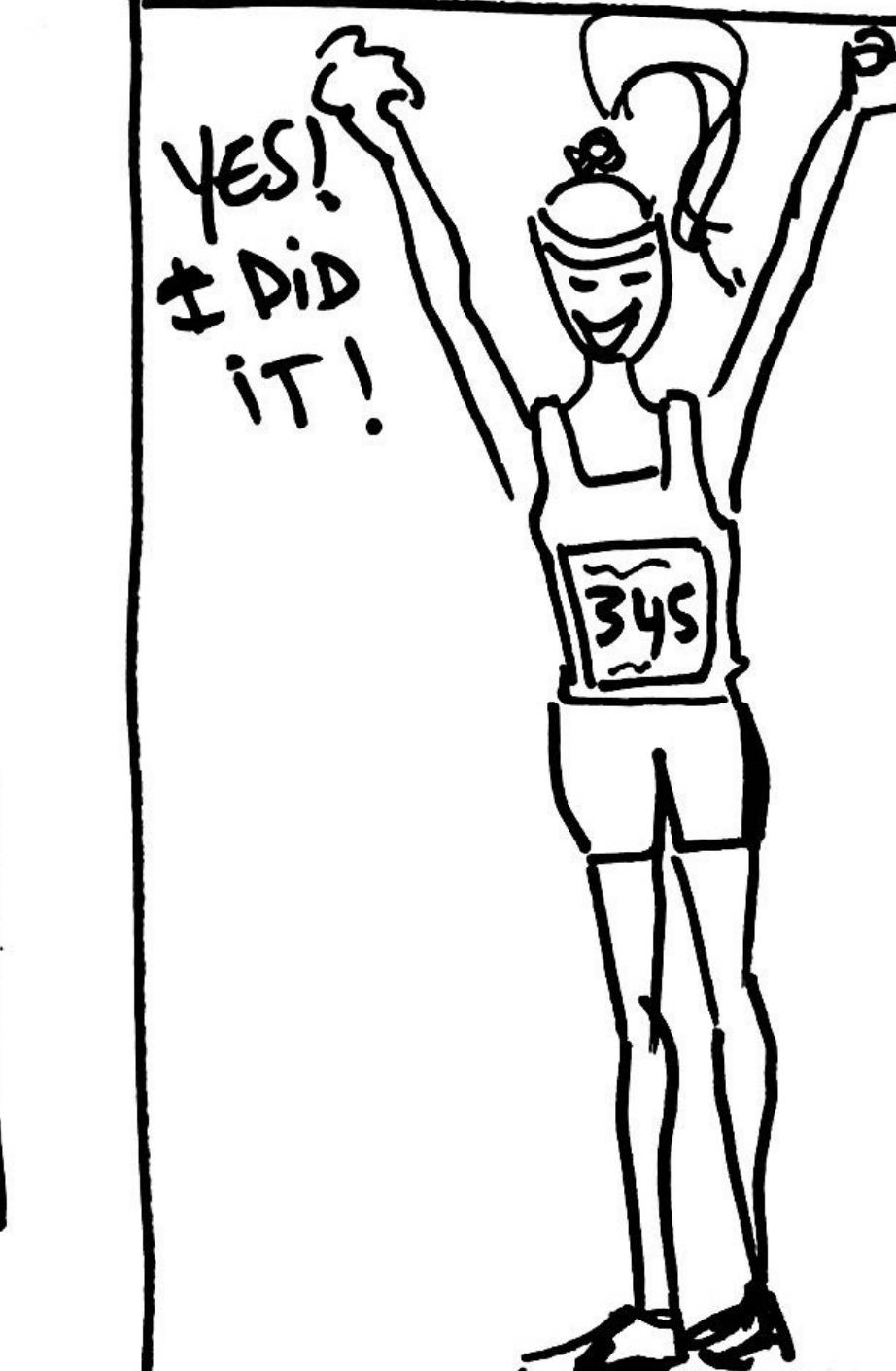
I CAN SWIPE TO
ANSWER! THAT'S FUN!



I MATCHED WITH
VINCENT!



4 MONTHS LATER



YES!
I DID
IT!

Week #2

Development and delivery sprint

This included paper prototypes, mid-fidelity prototypes, mock-ups and a high-fidelity clickable prototype.

We did several iterations and usability tests.

DESIGN PRINCIPLES

Fun, Informal, Accessible, Convenient



Fitness is important to Sandra and she thinks a personal trainer that matches to her personality would be beneficial.

Login to
App

Home
Page

Match with
Personal
Trainer Test

Test
Results

My
Personal
Trainers



Harris is a busy guy with a demanding job and family.
He wants to book an appointment with his recommended trainer on the fly.

Login to
App

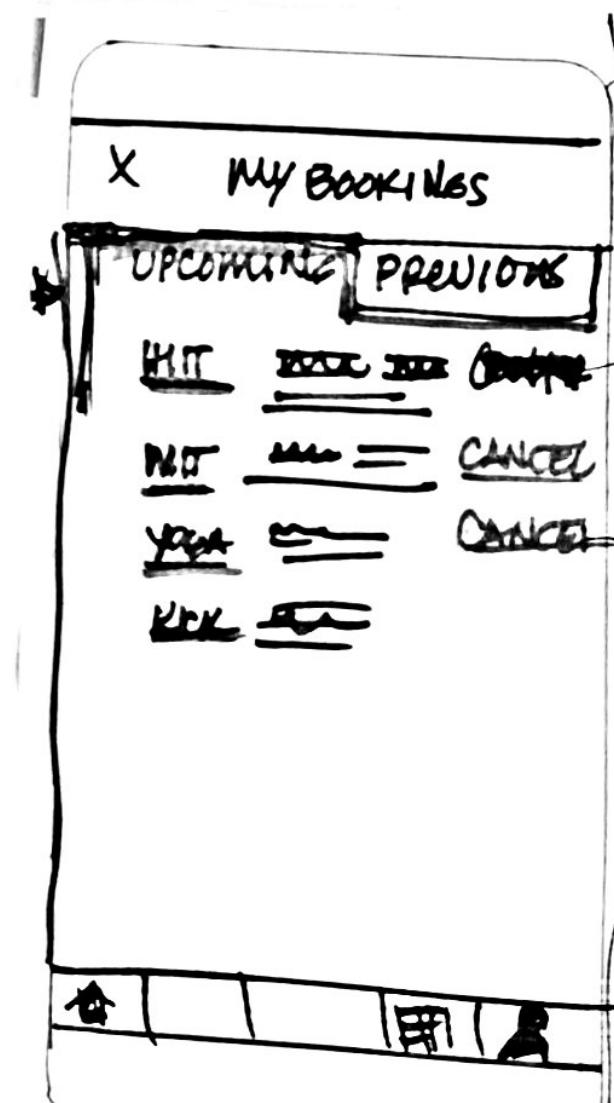
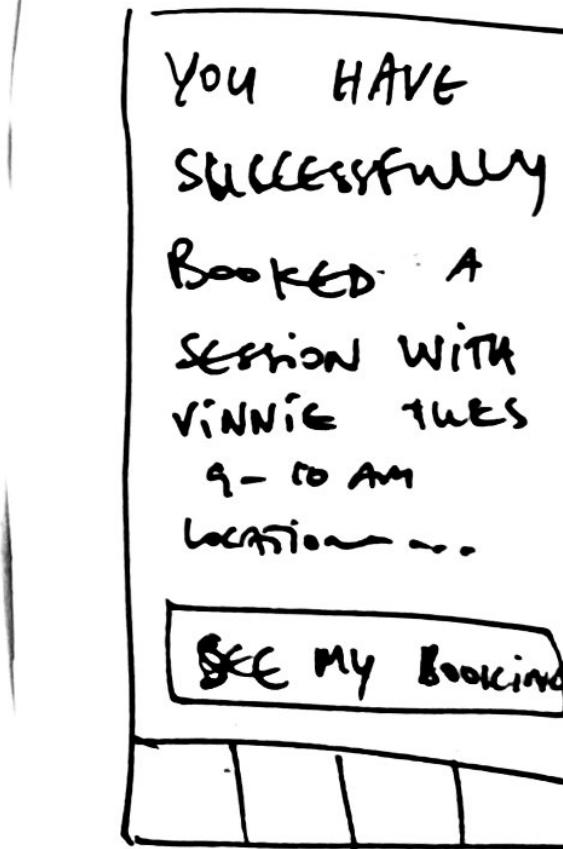
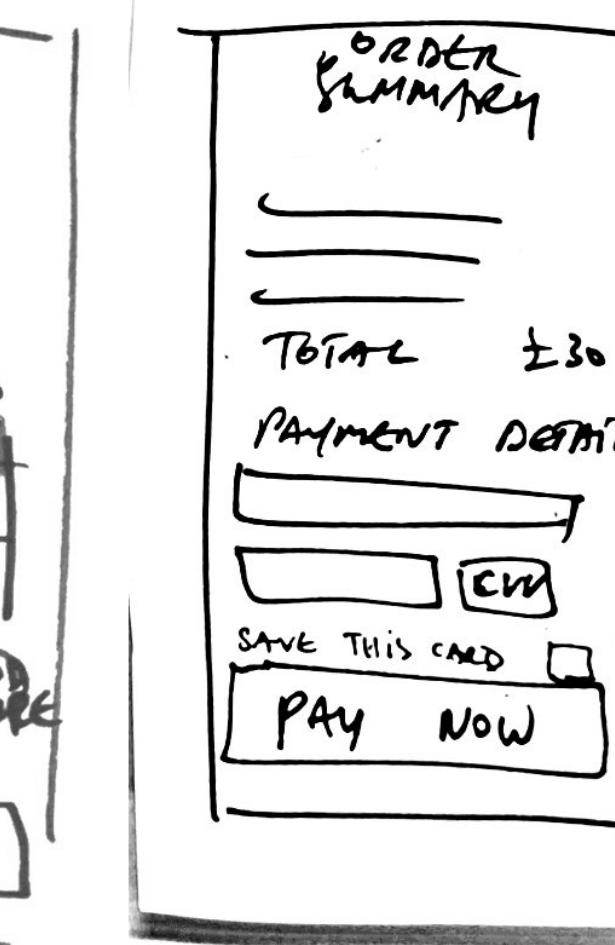
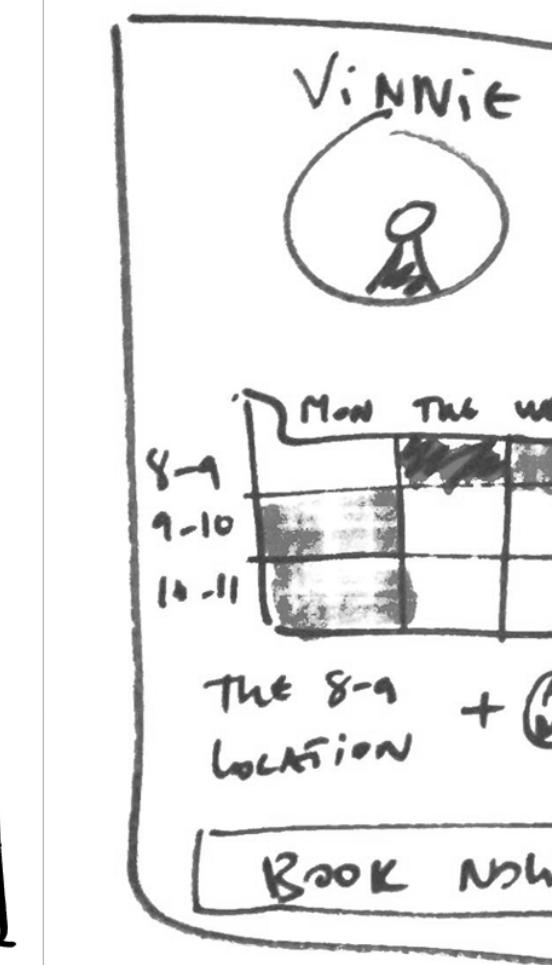
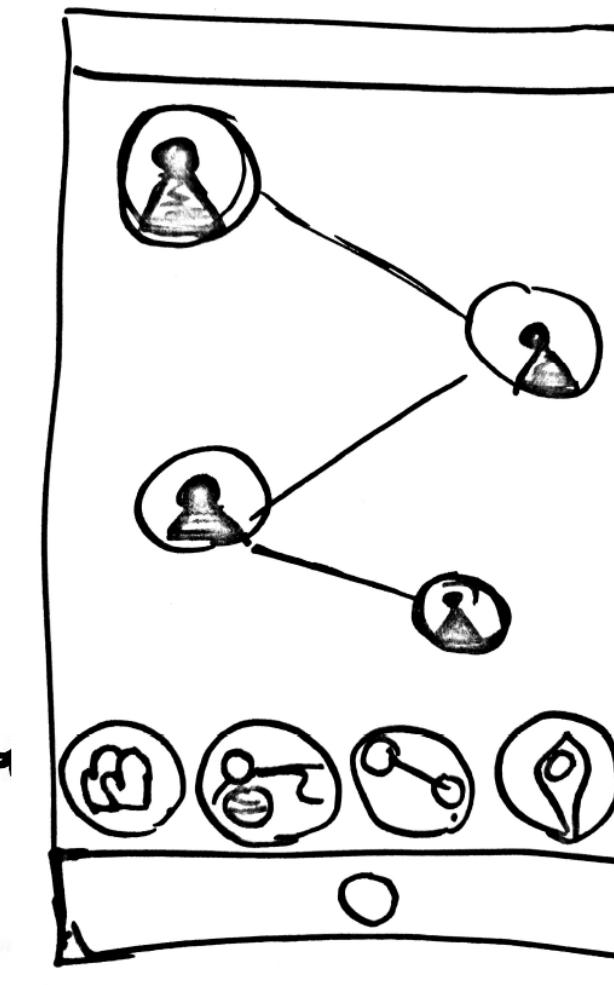
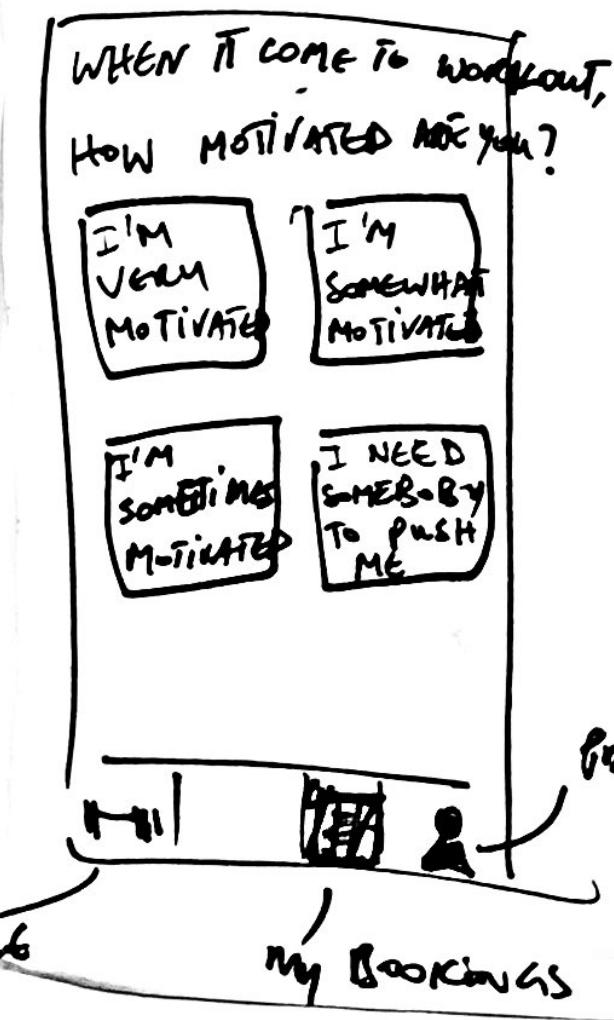
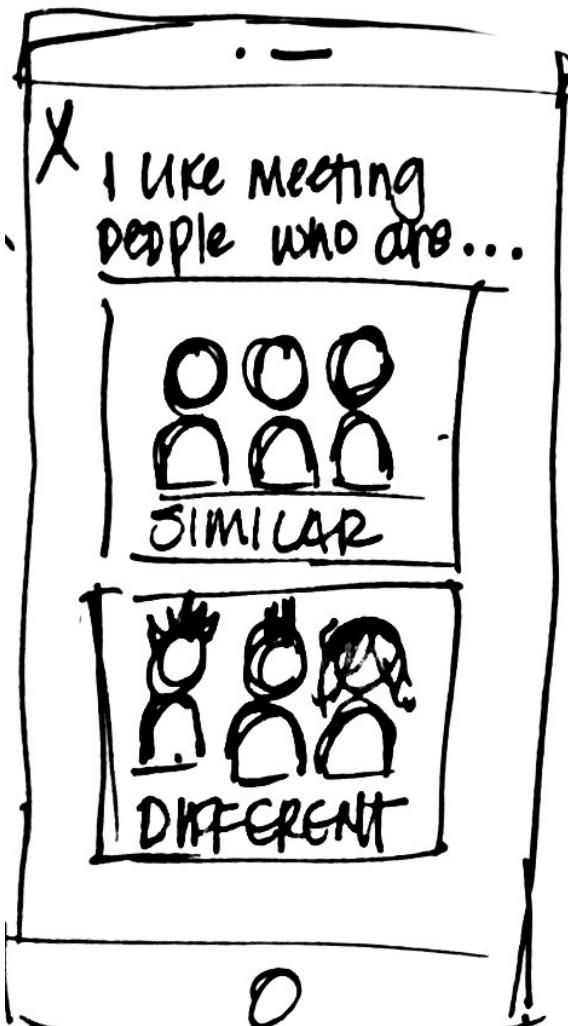
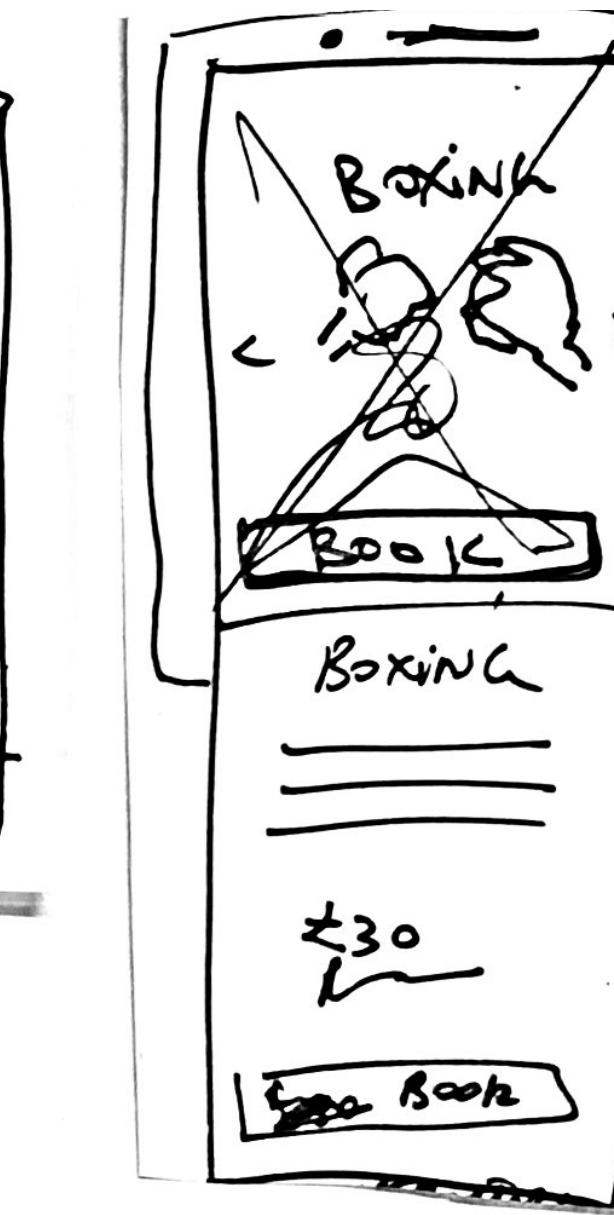
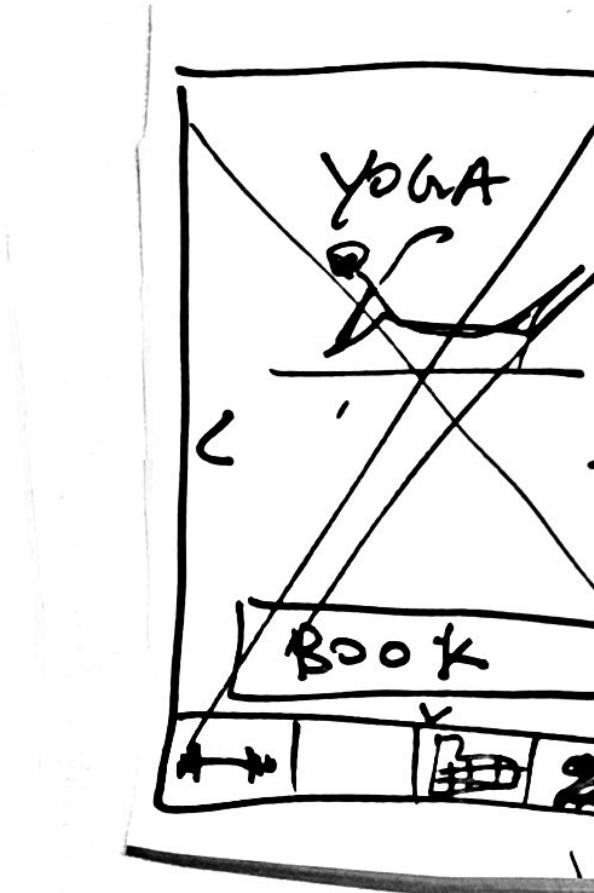
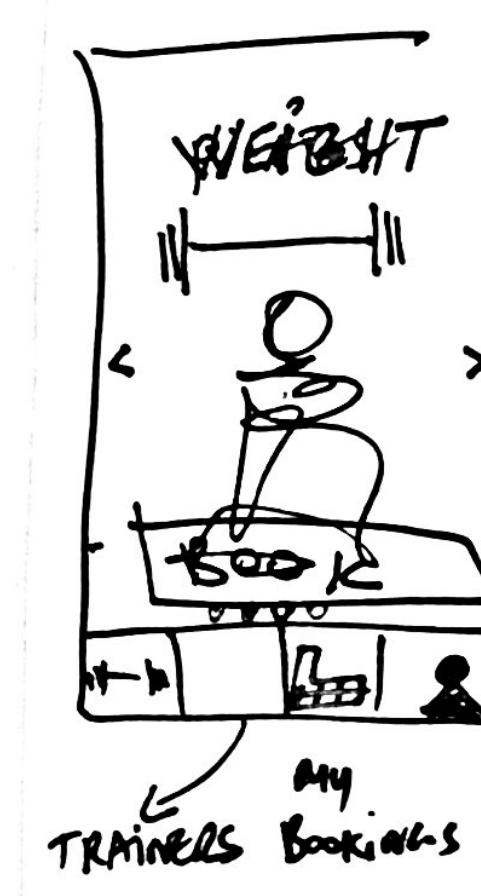
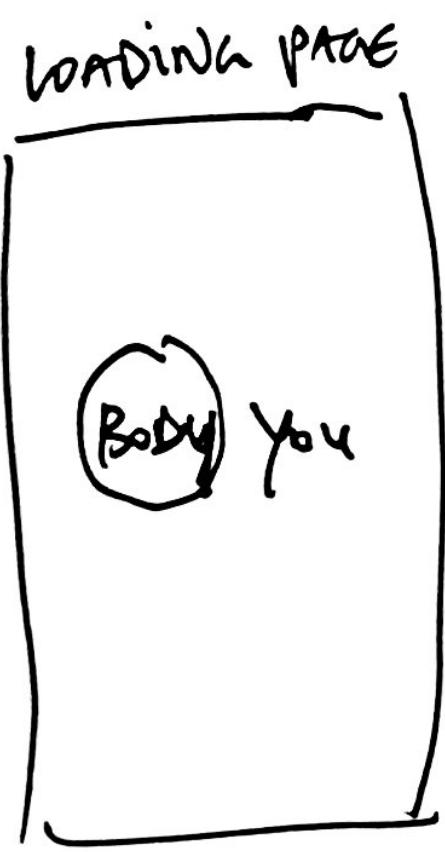
Home
Page

Category
Page

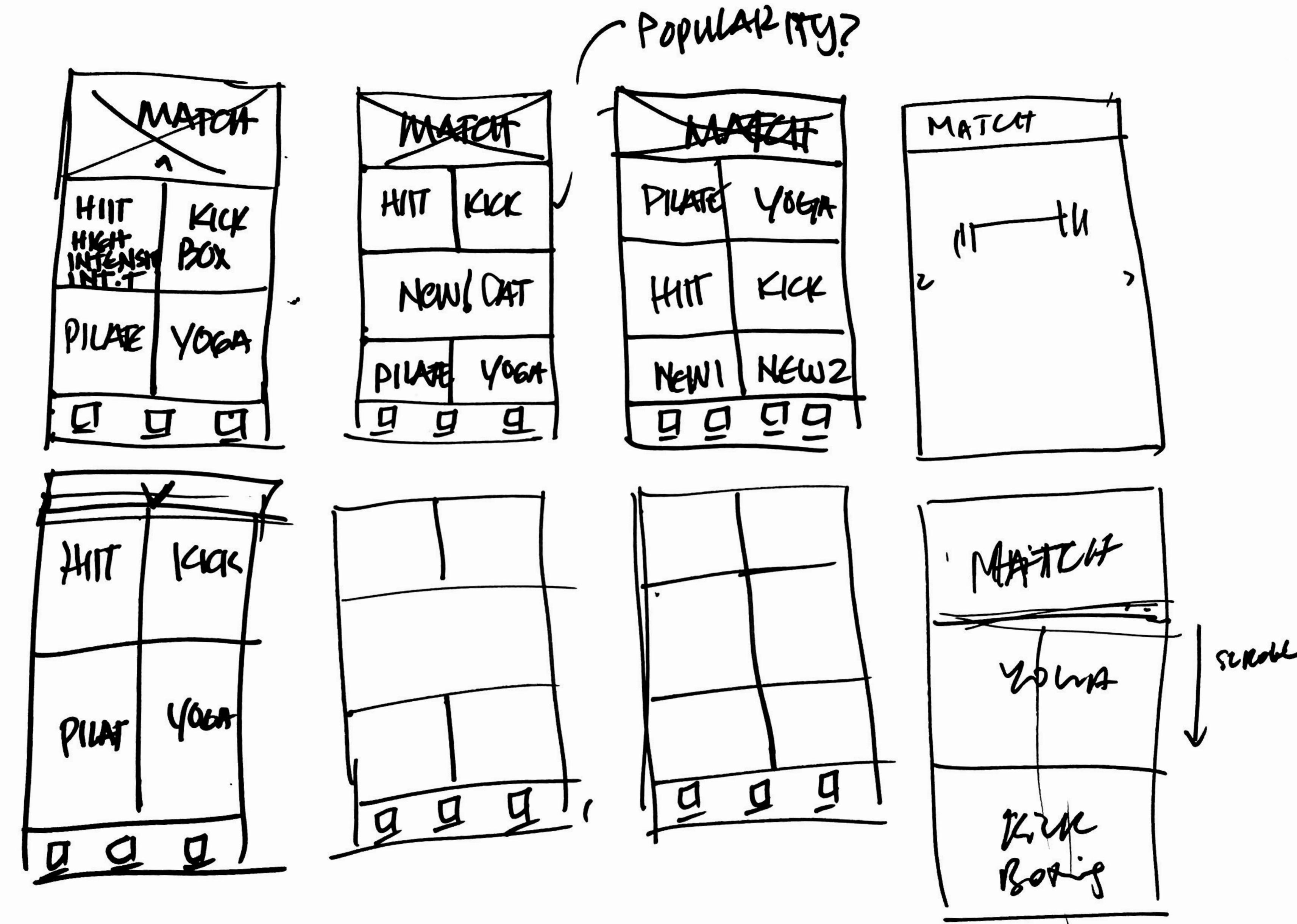
My
Trainer
Page

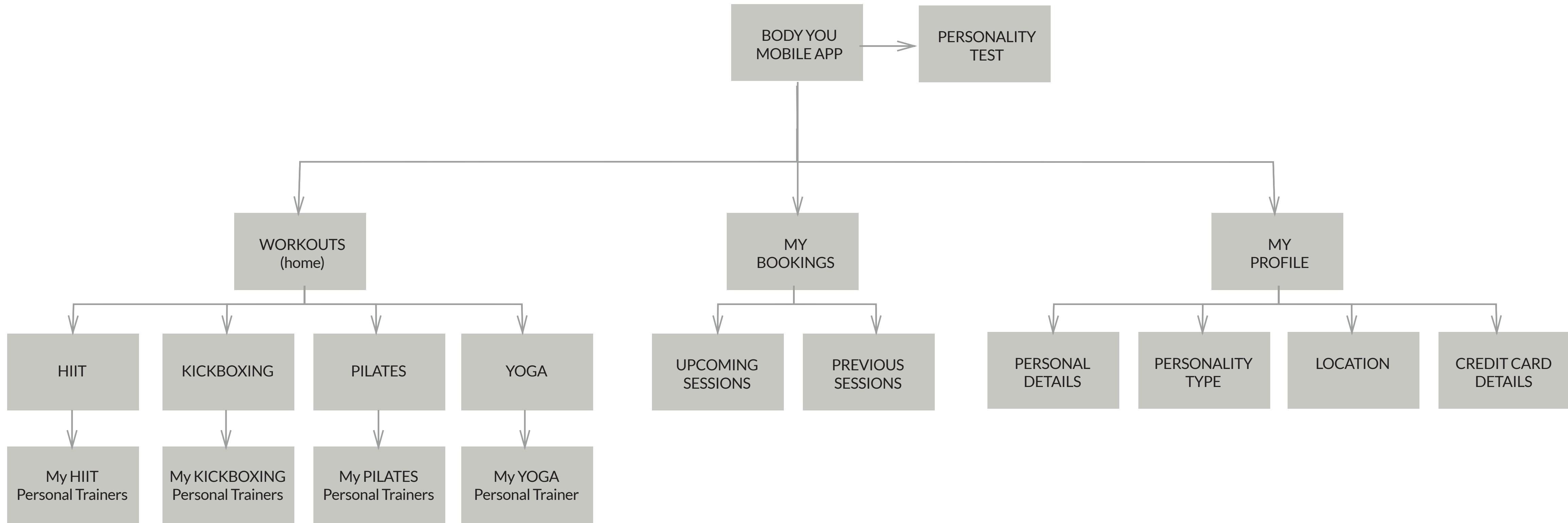
Booking

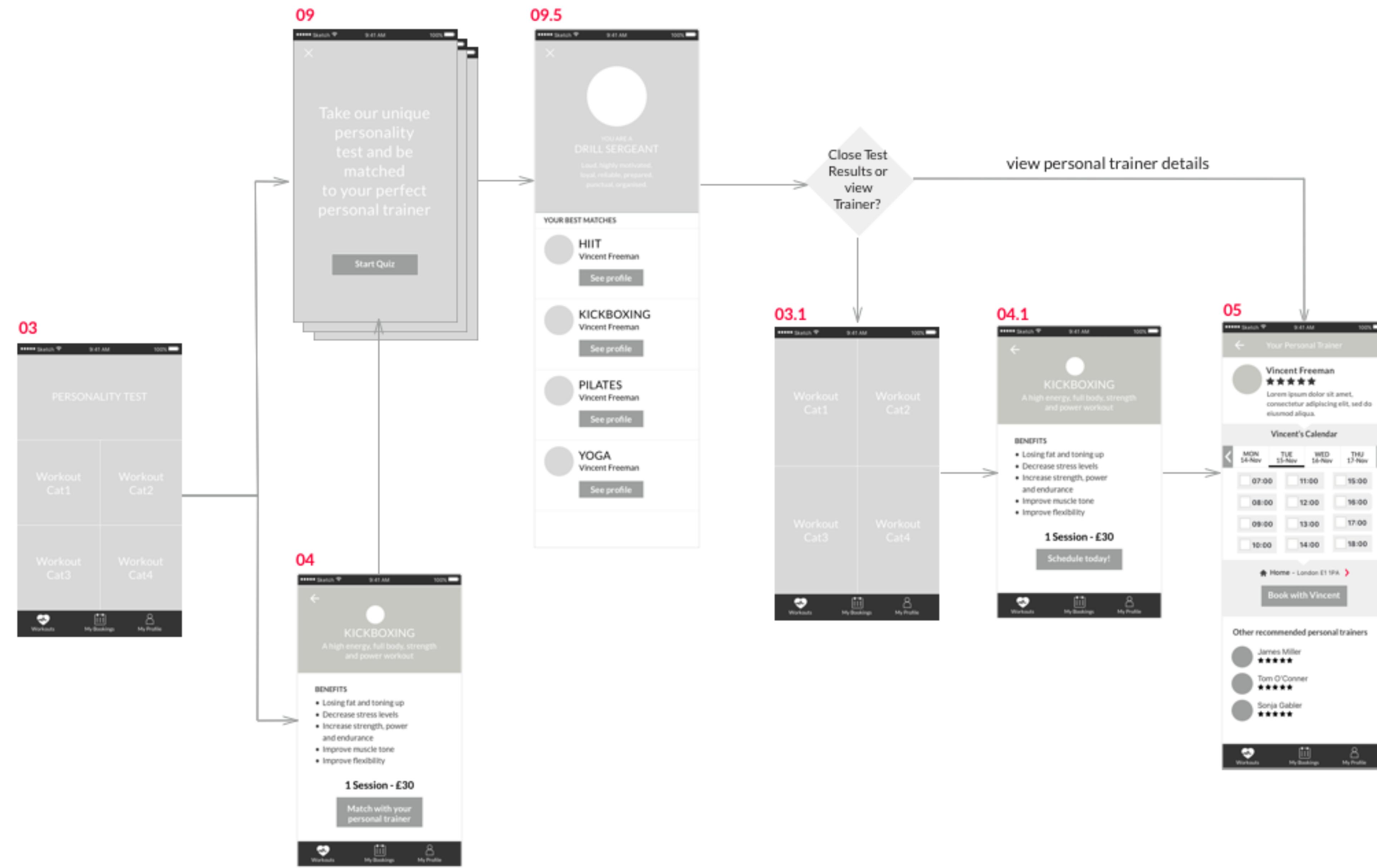
PAPER PROTOTYPE



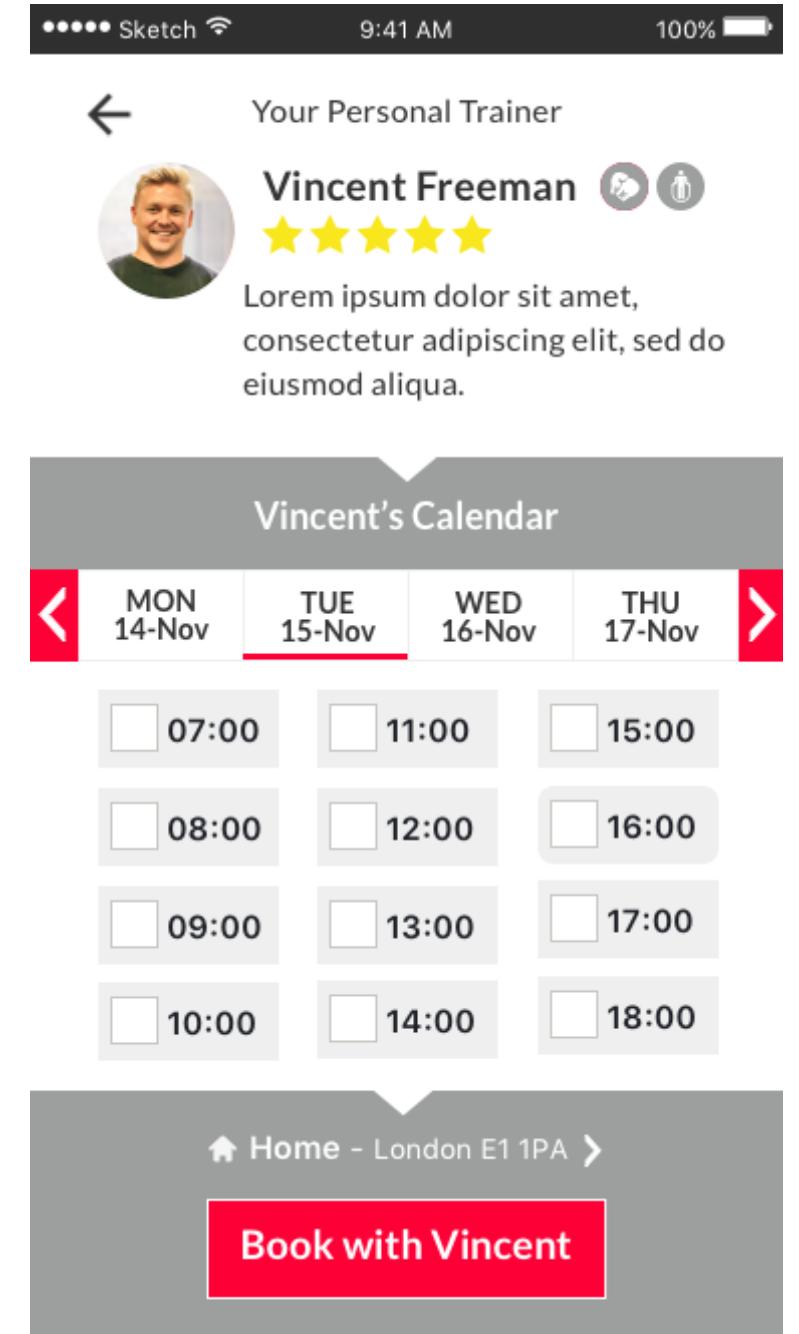
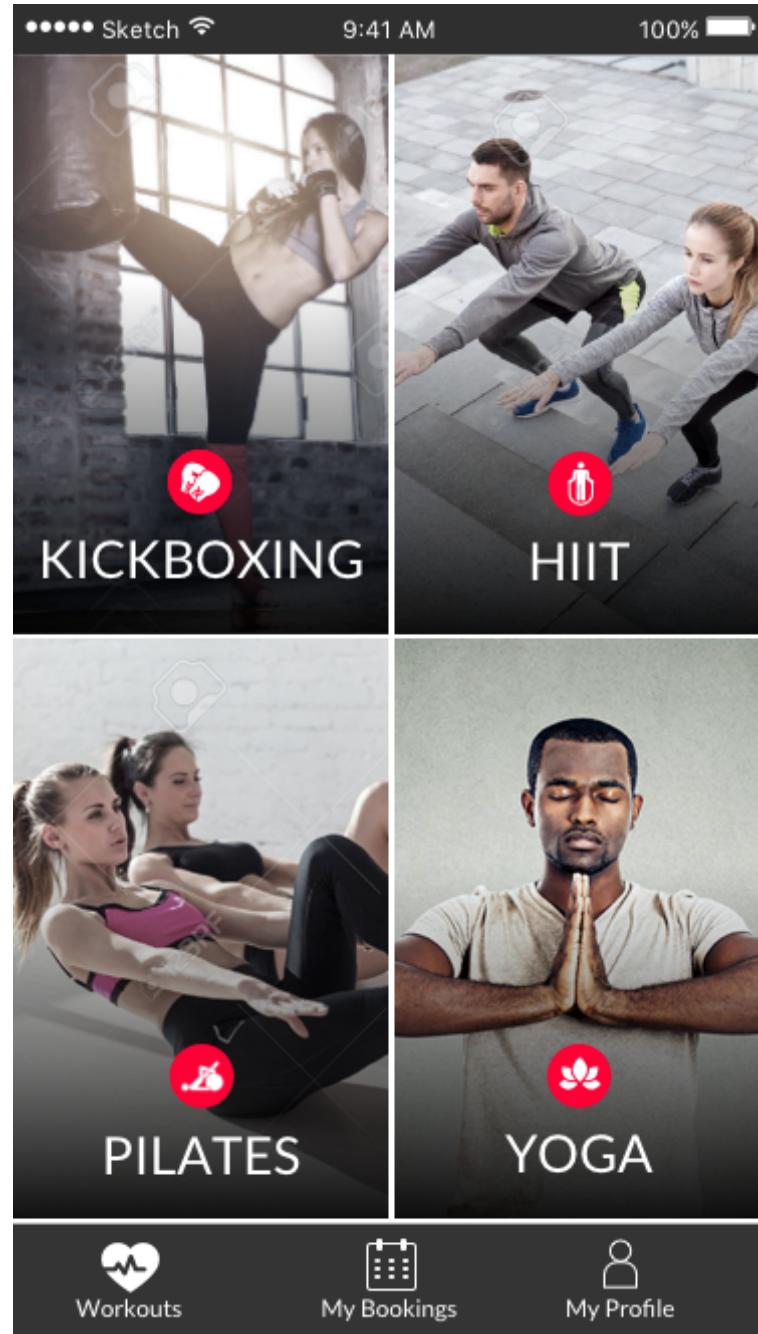
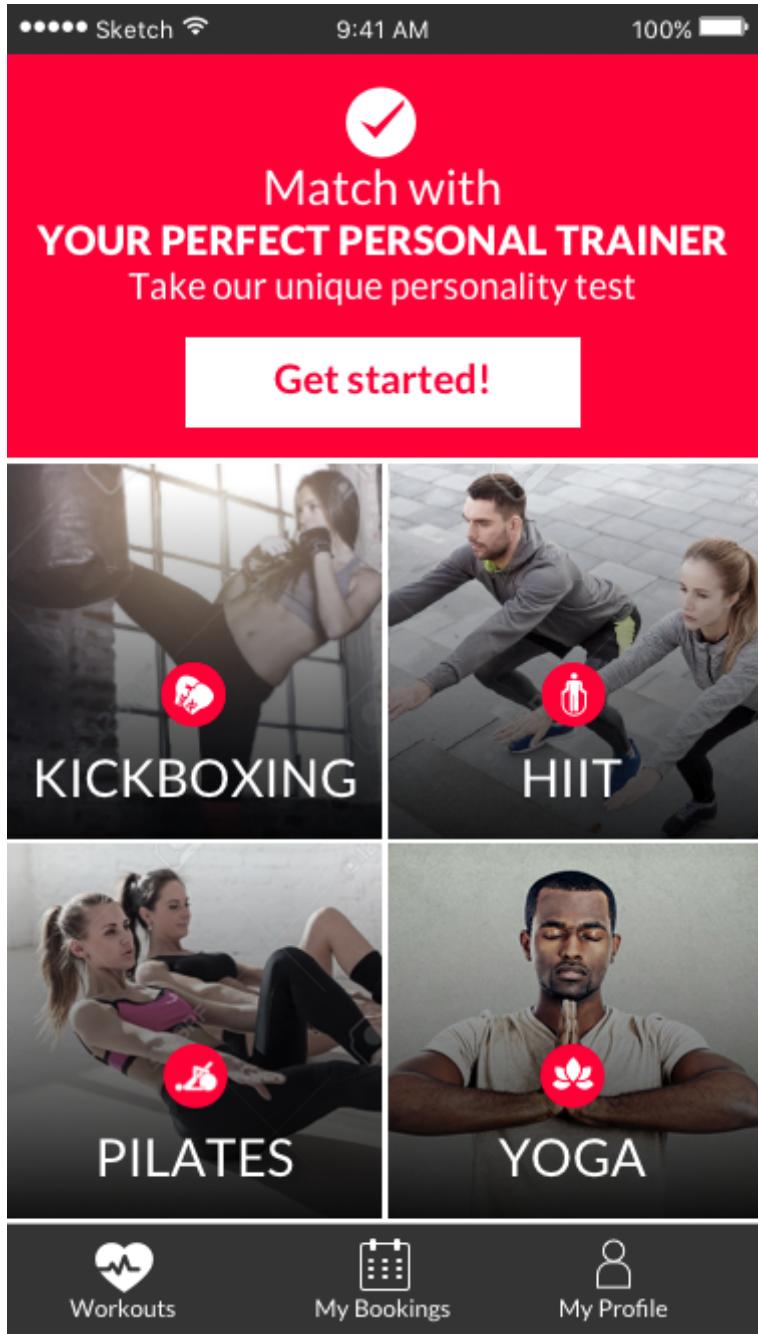
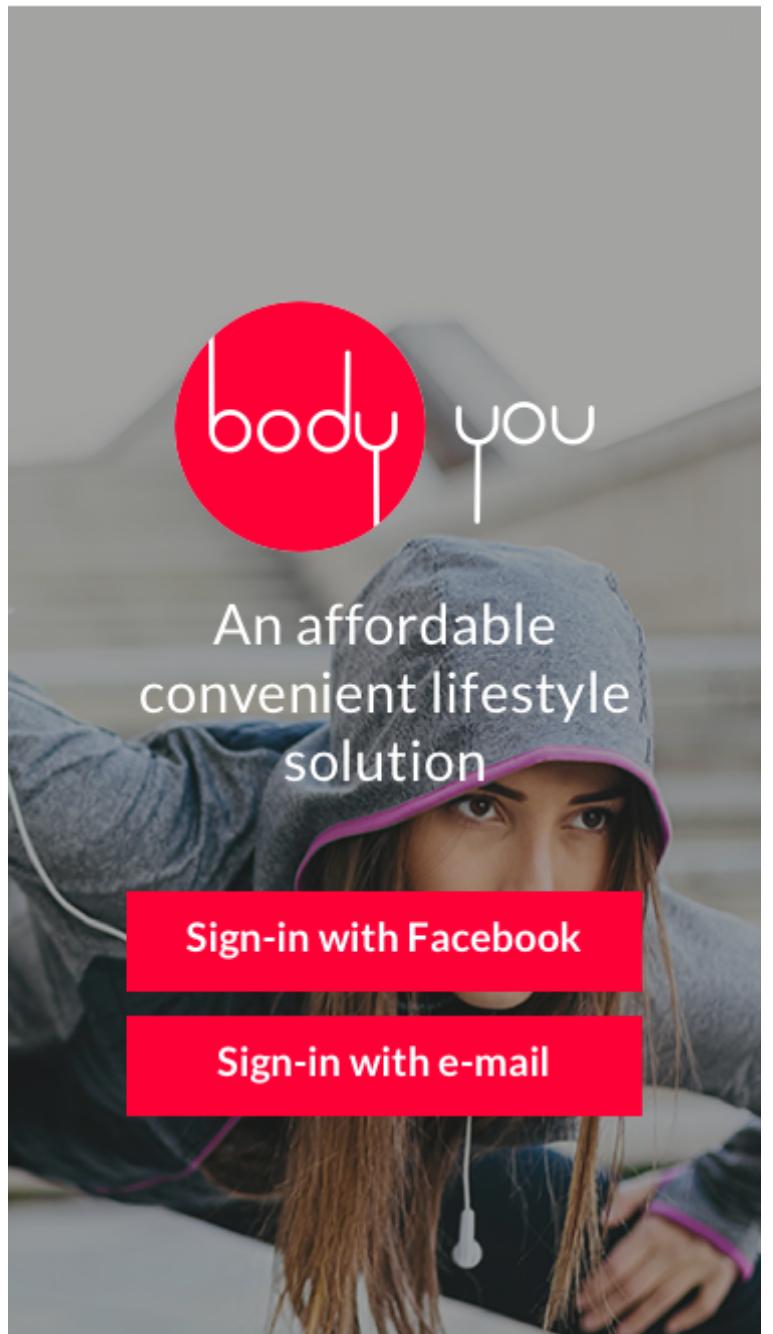
OUTCOMES FROM DESIGN STUDIO







VISUAL DESIGN OPTIONS



Other recommended personal trainers



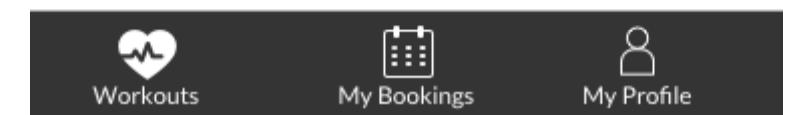
James Miller



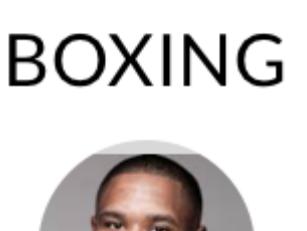
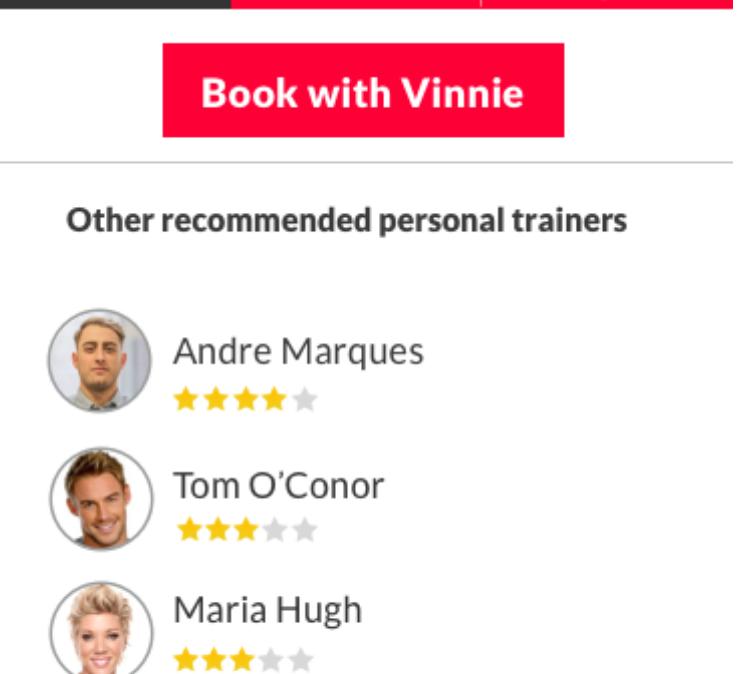
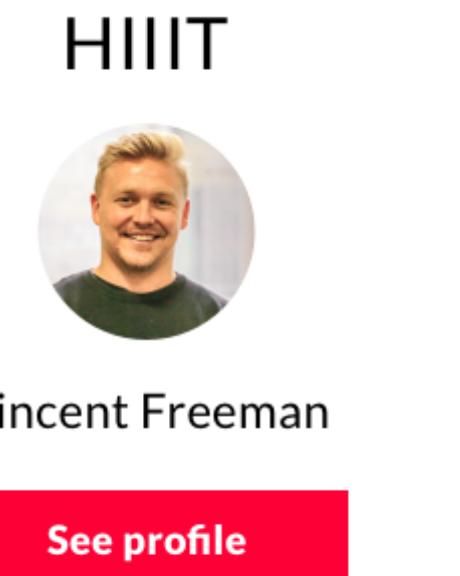
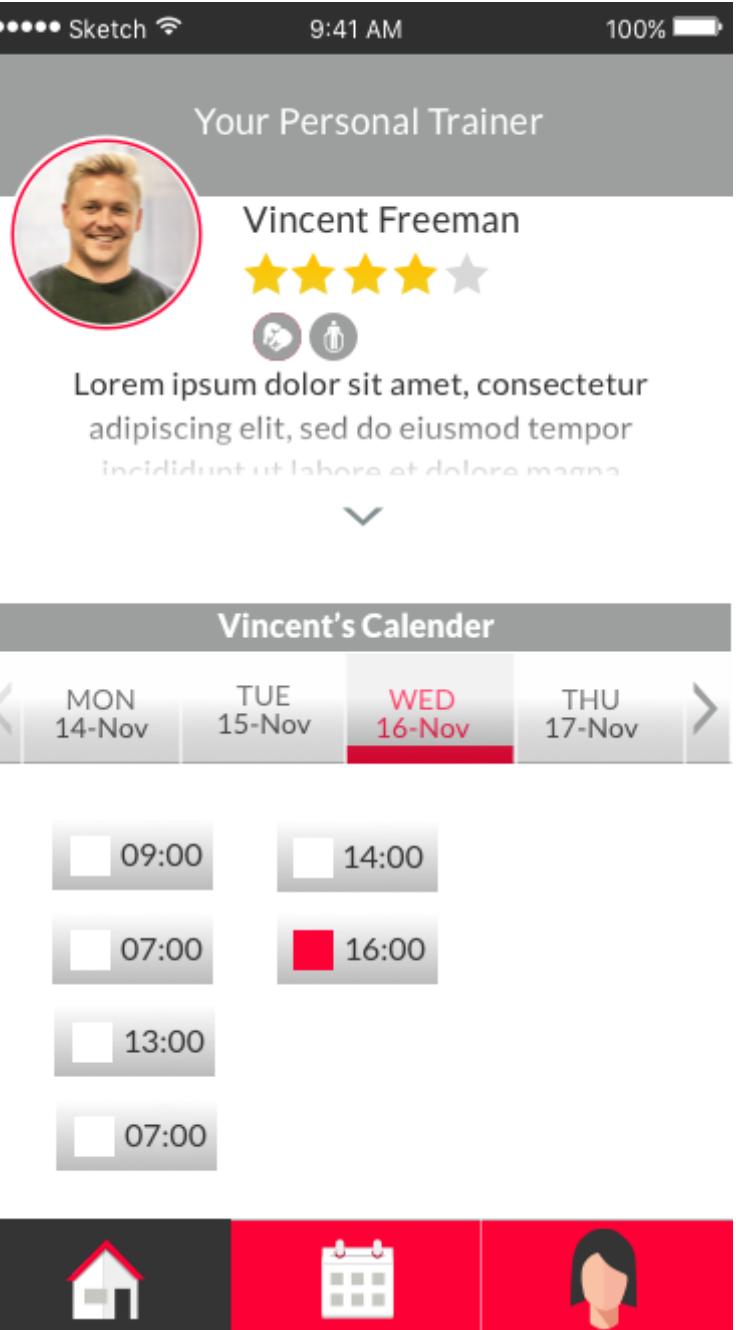
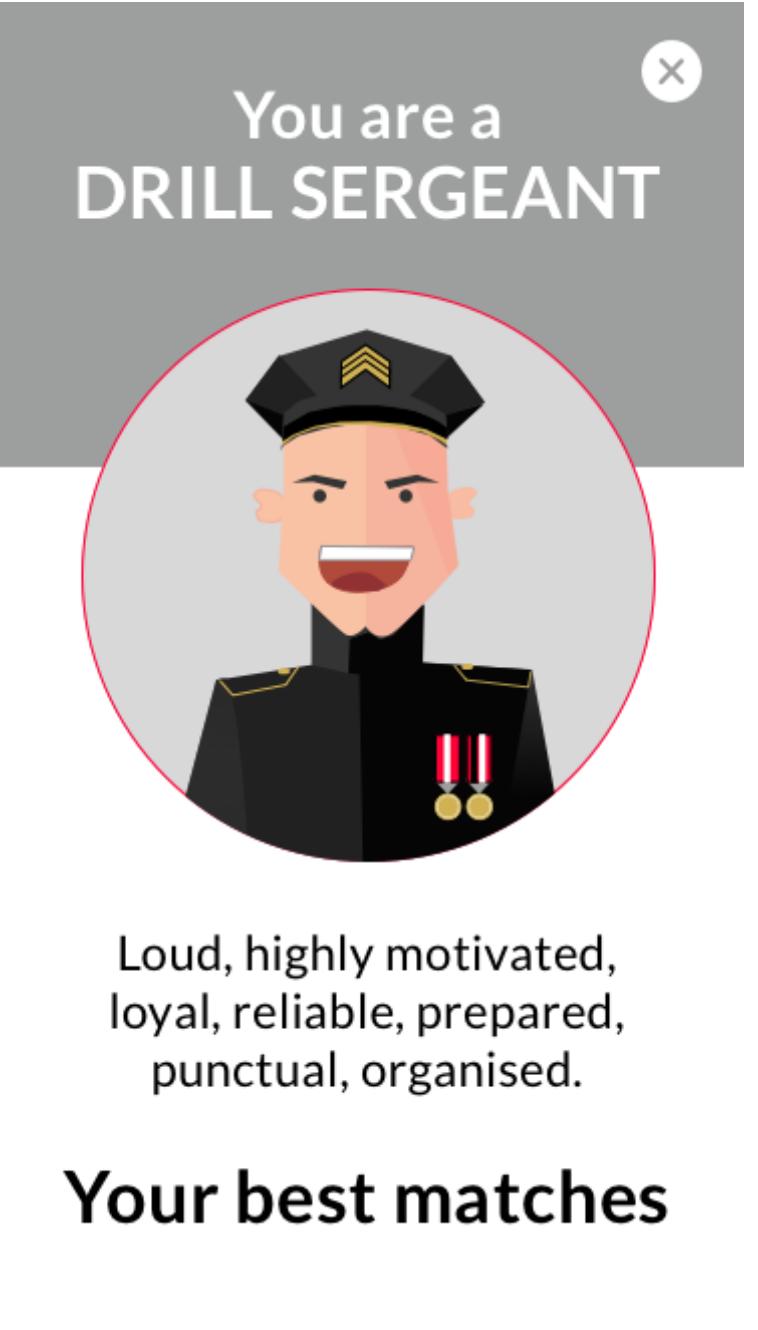
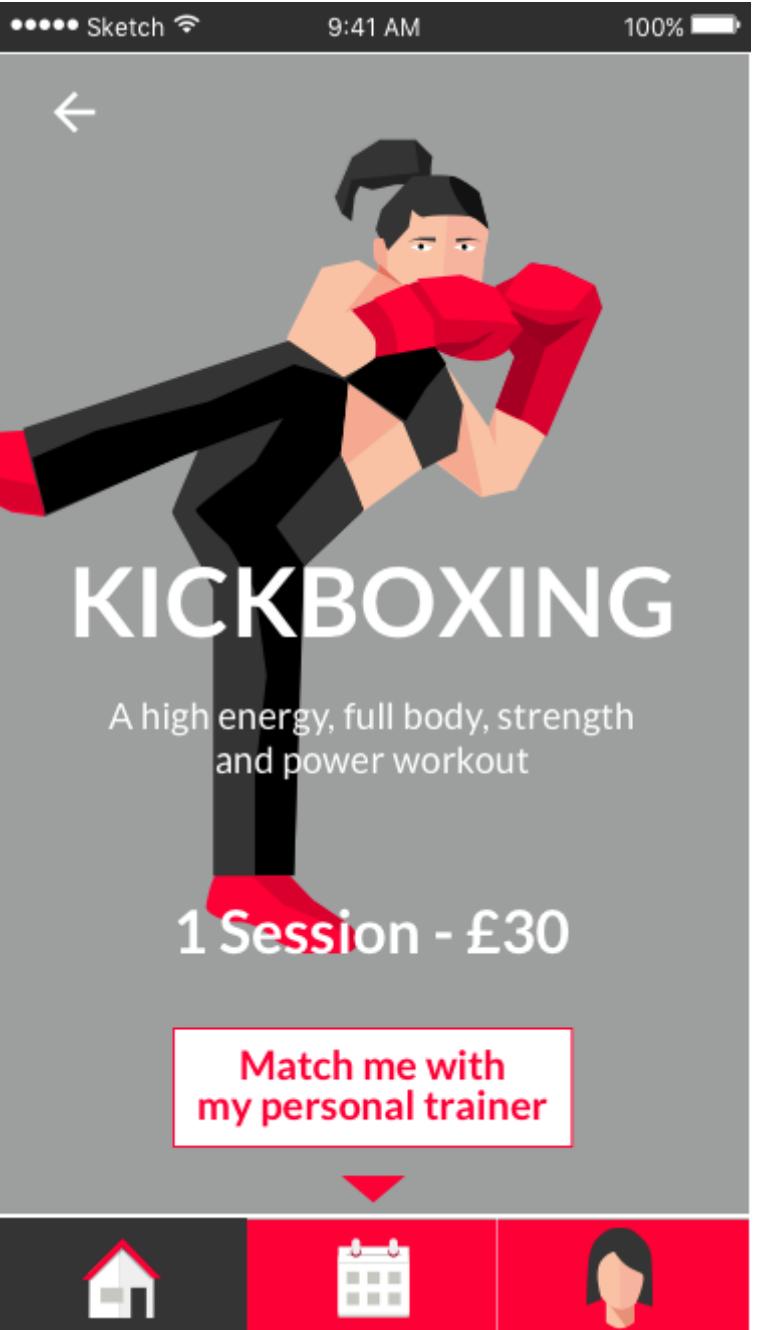
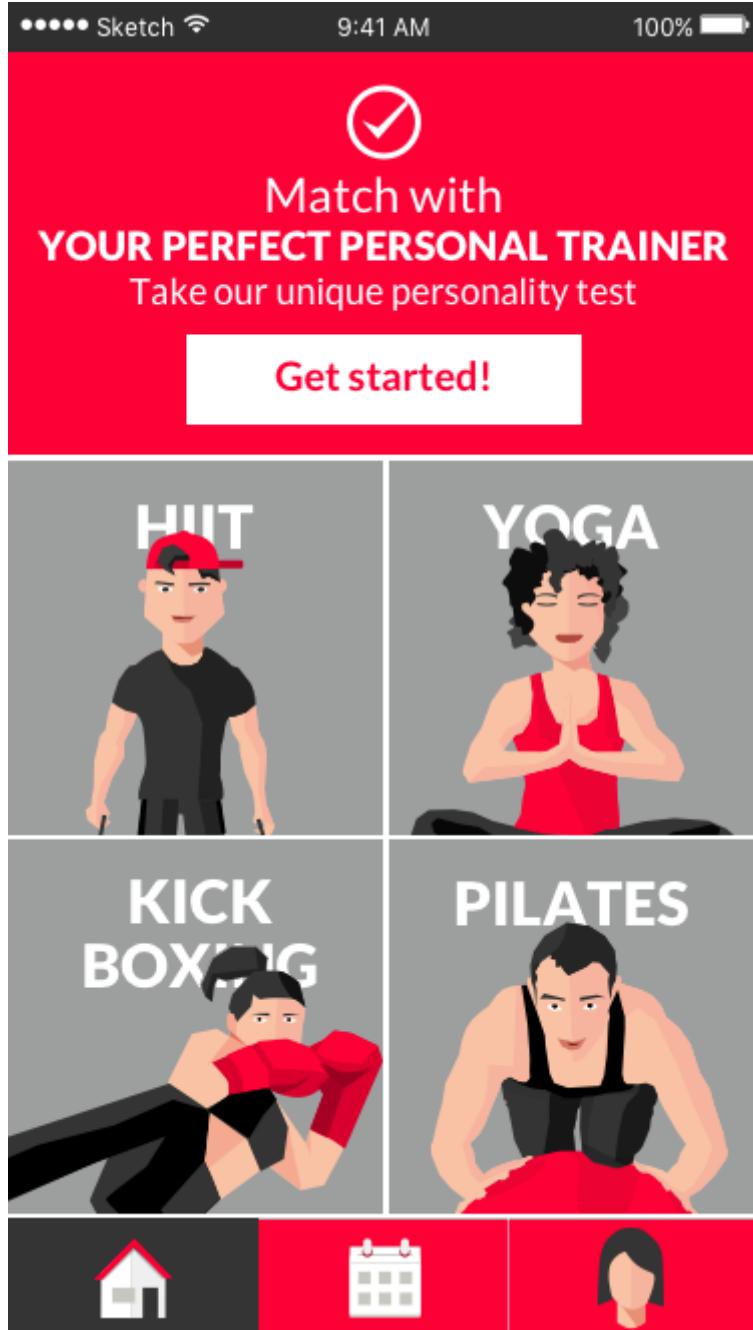
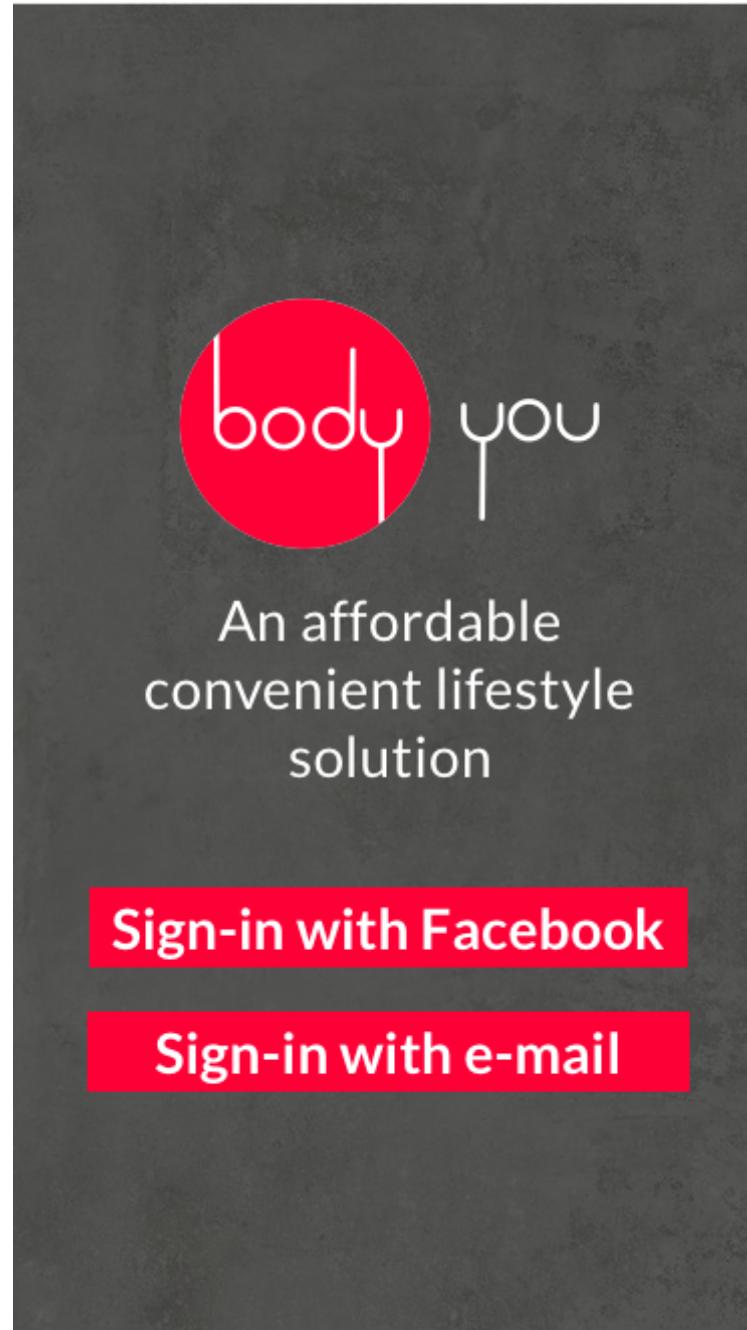
Tom O'Conner



Sonja Gabler



VISUAL DESIGN OPTIONS



01. Category

02. Bottom navigation

03. Calendar navigation

04. Other symbols

05. Loading

06. Pictures

01. Colours

#FD0035

02. Typography

<h1>

Affordable convenient lifestyle solution

font-family: Antwerp-Medium;
font-size: 16px;
color: #FFFFFF;
line-height: 61px;

<h2>

Affordable convenient lifestyle solution

font-family: Lato-Bold;
font-size: 16px;
color: #333435;
line-height: 22px;

<p>

Lorem ipsum dolor sit amet,
consectetuer adipiscing elit, sed diam
nonummy nibh euismod tincidunt ut
magna aliquam erat volutpat.

font-family: Lato-Regular;
font-size: 16px;
color: #333435;
line-height: 20px;

03. BUTTONS

Large call to action button
Pre-selected state

Yes, cancel my session

Down state

Yes, cancel my session

Rest state

No, keep my session

Medium call to action button
Rest state

Get Started

Down state

Get Started

Small call to action button
Rest state

Submit

Down state

Submit

Small call to action button
Down state

UPCOMING

Rest state

PREVIOUS

Small call to action button
Rest state

UPCOMING

Down state

PREVIOUS

