

INTERVIEW DESIGN

PRIMARY RESEARCH

We conducted six interviews (n=6) with people who are currently using, or have experience using fitness applications to assist their physical exercises. The main goal of conducting the interviews is to investigate:

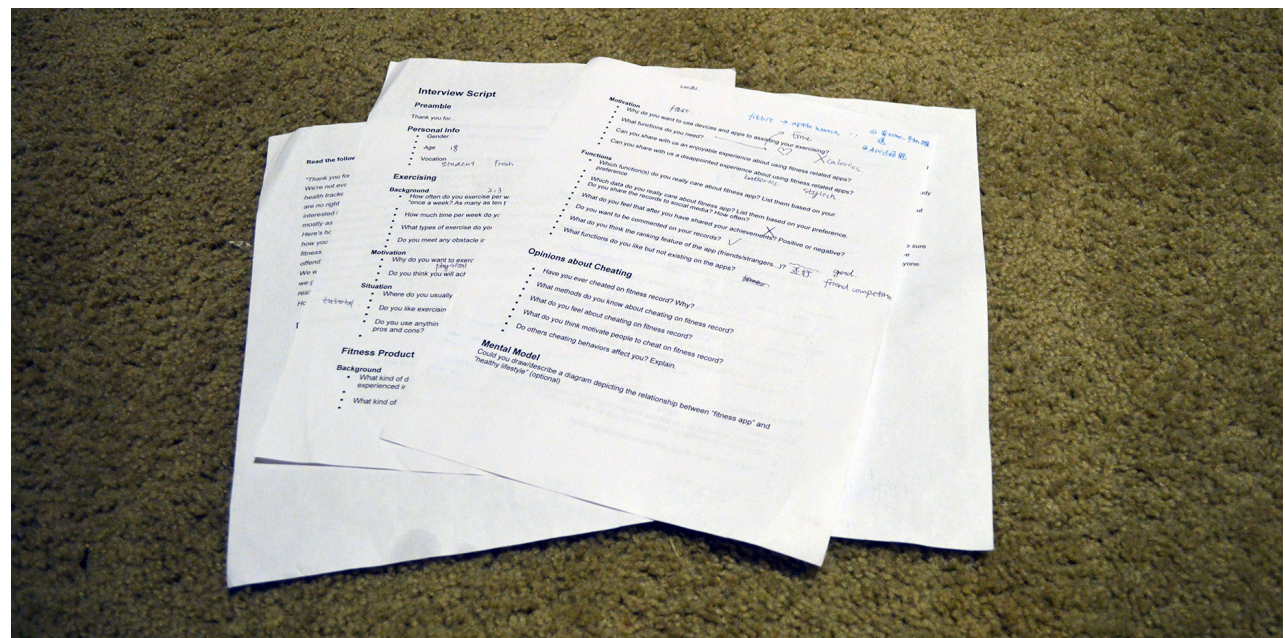
- Users mental model of the relationship between healthy lifestyle and the use of fitness application
- Users motivation for doing physical exercises
- Users motivation for using fitness applications to assist physical exercises

Users' experience with current fitness application with regard to its functionalities.

Our participants were recruited through convenience sampling. The interviews were conducted in a semi-structured format, and each took about 30-45 minutes to complete. The participants' age range from 18-28, including 2 undergraduate students and 4 graduate students.

INTERVIEW RESULT

It is to our surprised that the result of our interview showed no one ever cheated on any fitness devices or applications. However, one participant expressed that she would like the application to allow her to manipulate the data, if she is not too far from reaching her daily goal. She said that it would make her "look good" on social media.



INTERVIEW CITATIONS

PRIMARY RESEARCH



“I’d like to have someone workout with me, because I need someone there to push me forward.”

.....► *Insights: Peer-support*

Insights: People do care about how the number of steps they walk a day. ◀.....

“Sometimes I just don’t want to use the app, because I think the step-counting function is not accurate.”

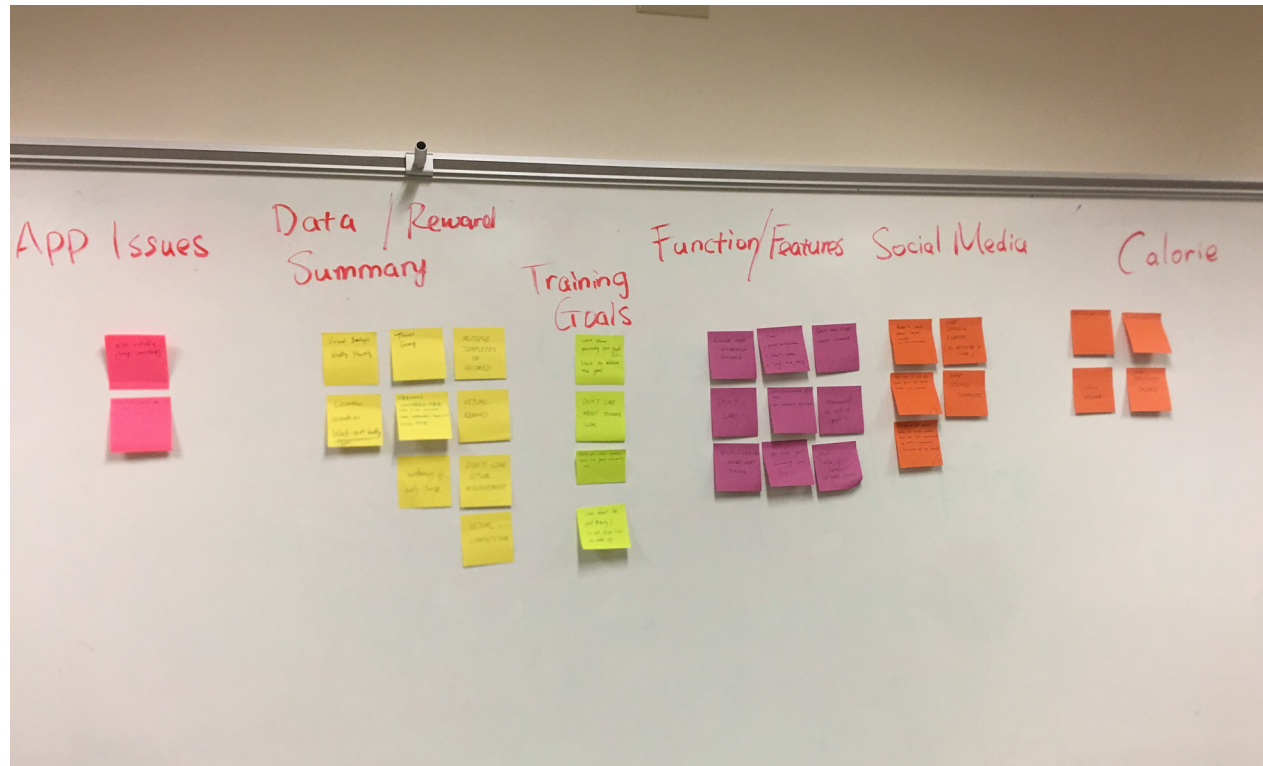


“I personally never cheat, and I never post my achievement on social media because I just don’t care. But I understand why other people do (cheating and posting on social media), because they want themselves to look competing among their friends.”

.....► *Insights: Collaboration between cheating and non-cheating users may be taken into consideration.*

AFFINITY DIAGRAM

SECONDARY RESEARCH



We performed an affinity diagramming in search of commonalities presented by our participants.

We identified several aspects that **motivates** people to do exercises, which includes:

- 1) system's accurate reflection of their body data
- 2) working-out for socialization
- 3) users' wish to keep good body shape
- 4) positive influence from a fitness culture around them

On the other hand, we also identified several **barriers** that prevent people from making constant effort to exercise, which include:

- 1) lack of peer support
- 2) inconvenience caused by weather or fitness venues
- 3) lack of intrinsic motivation to persist in changing their lifestyle

OLIVIA PERSONA

AGE

18

OccupationUndergraduate
Student**Status**

single

LocationPurdue University
Indiana**Tier**Occasional
Exerciser**BIO**

Olivia is an outgoing young student who enjoys exercising very much. She loves going to gym to keep fit and running on campus.

GOAL

To workout 3 times a week

To keep a balance between study and leisure

To find an outlet for stress

MOTIVATIONS

Sports Data



Socialization



Healthy Lifestyle



Good Body Shape



Fitness Culture

**FRUSTRATIONS**

Peer-Support



Convenience



Persistence



LIU
PERSONA**AGE**

20

OccupationUndergraduate
Student**Status**

single

LocationPurdue University
Indiana**Tier**Occasional
Exerciser**BIO**

Liu likes working out by himself. He usually exercises 1-3 times a week. He likes swimming and running indoors because he doesn't want the weather condition to affect his work-out schedules.

GOAL

To lose weight and keep himself fit

To be confident when communicating with other people

To workout by himself

MOTIVATIONSSports Data Socialization Healthy Lifestyle Good Body Shape Fitness Culture **FRUSTRATIONS**Peer-Support Convenience Persistence