

TEAM MBG

(Jariol, Matunding, Tabora)

PART 2 - DESIGNING ALTERNATIVES

Project Description:

FITTR is a modern workout tracker app built for individuals who want to simplify and enhance their fitness routines. It addresses the common challenges of tracking progress, planning workout routines, and maintaining motivation. The app is designed with convenience and personalization in mind, featuring tools for creating and following workouts, logging exercises, and monitoring performance—all from a sleek mobile interface.

The primary users of FITTR are fitness enthusiasts, beginners, and busy professionals looking for a straightforward yet powerful way to manage their workouts and track physical progress.

Requirements Summary:

FITTR offers personalized workout routines, real-time performance tracking, and social features that allow users to follow other fitness profiles for inspiration and accountability. Its clean layout and intuitive design make it easy to start an empty workout, build a routine, or search and follow curated plans.

Design Space:

One major challenge is balancing simplicity with the rich feature set expected by fitness users. Adding too many tracking tools can overwhelm beginners, while too few may not support experienced users' needs. Data visualization must remain motivating but not too complex.

Trade-offs include choosing between storing detailed performance logs locally (for privacy and offline use) or syncing to the cloud for access across devices.

Easiest features to implement include custom routine builders and searchable workout libraries.

More complex features involve social interactions, performance analytics, and syncing user stats across sessions and devices.

Design Summary:

While existing platforms like Google Fit and Strava offer fitness tracking, FITTR focuses on being an all-in-one app emphasizing routine management, quick access, and ease-of-use.

We considered building a simple workout logger but found it lacked features like community engagement and guided routines. Thus, FITTR combines customizable workouts, performance summaries, and motivational social features in one mobile-first application.

The Designs:

FITTR is designed with a modern, minimal aesthetic that supports a focused and motivating experience.

Color Palette:

Inspired by the boldness of Red, the brand color reflects strength, intensity, and power, ideal for a fitness-oriented application.

BRAND COLOR



RED is often associated with strength, power, and intensity.

Font Style:

The team uses the Montserrat font (as seen in the FITTR layout). It's clean, energetic, and matches the active vibe of the brand. It ensures readability and a polished feel across all screens.

Font Style *Montserrat*



GUI (Graphical User Interface):

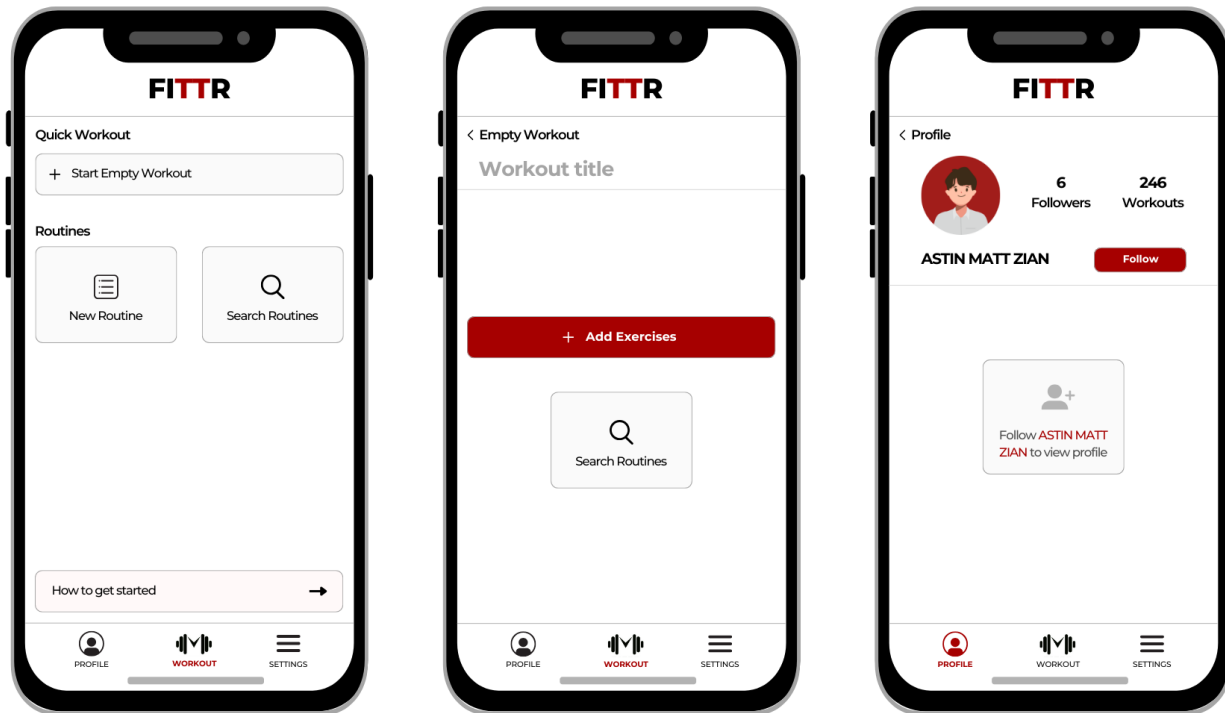
FITTR will be designed for mobile. All UI/UX design prototypes are created using Figma, with a consistent layout across key pages like workout start screens, profile dashboards, and routine planners.

Design Sketches and Alternatives:

Splash Art / Opening Screen:

Showcases a powerful red-themed logo screen. A dark/light mode toggle will be added for user preference, especially for late-night training sessions.





Routine Builder & Quick Start:

Alternatives show screens for starting an “Empty Workout,” selecting saved routines, or searching by keyword. The focus is on speed and ease, allowing users to jump straight into training.

Profile and Social Engagement:

Users can follow fitness creators or friends. Profile pages include workout counts, follower numbers, and social badges for engagement.

Scenario:

Scenario 1: Astin creates a workout called “Core Burn,” while Matt unknowingly duplicates it with “Ab Shred.” With clearer visibility of followed routines and user tags, FITTR aims to reduce such overlaps and help users discover and follow routines efficiently.

Design Assessment: FITTR

Advantages:

- **User-Centric Simplicity:** Minimal layout ensures focus on key tasks—starting and tracking workouts.
- **Bold Identity:** Red branding and Montserrat font provide strong, consistent aesthetic.
- **Custom & Quick Start Options:** Empty workout, guided plan, or search—user always in control.
- **Social Fitness:** Users can follow others and draw inspiration from shared routines.

Disadvantages:

- **No Offline Mode Yet:** Most features depend on connectivity; read-only mode may be needed.
 - **Light/Dark Mode Incomplete:** Theme switcher not finalized in prototype.
 - **Limited Analytics:** Current designs show workout history but lack deeper insights like graphs or trends.
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User Feedback and Evaluation:

Initial interviews with casual and experienced gym-goers revealed:

- **Positive:** Loved the fast “Empty Workout” feature and sleek red interface.
- **Suggestions:** Add progress graphs and a daily streak tracker.

- Request: Theme toggle for dark mode, especially for gym use.
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Conclusion:

FITTR's design stands out for its bold visual identity, focus on usability, and real fitness utility. With ongoing improvements in analytics, theme customization, and potential offline support, FITTR has the potential to become a top choice for mobile fitness tracking.

Requirements Changes:

1. Added Theme Toggle (Dark Mode)
Users requested this due to gym lighting and nighttime training.
2. Increased Focus on Performance Tracking
Original MVP didn't include visual stats; now prioritized.
3. Deprioritized Desktop View
Mobile-first is sufficient for current users; desktop to be considered later.
4. Added Social Profiles
Following fitness influencers or friends now a core feature.
5. Workout Reminders
Notification system for saved plans added to usability goals.