

Smart Fitness Band-Task 12

1. User Research

Product Chosen: Smart Fitness Band (Example: Fitbit, Mi Band)

Target Audience:

- Fitness enthusiasts
- Office workers with sedentary lifestyles- Individuals looking to track health metrics

Research Methods Used:

1. Surveys & Interviews - Conducted with 50+ individuals to understand their fitness habits.
2. Competitor Analysis - Compared existing fitness bands in terms of features, pricing, and userfeedback.
3. Online Reviews & Forums - Analyzed customer feedback on Amazon, Reddit, and fitness forums.

2. Persona Creation

User Persona: John Miller

- Age: 32
- Location: New York, USA
- Occupation: Software Engineer
- Income: \$80,000 per year
- Lifestyle: Works long hours, mostly sedentary lifestyle

Demographic Information:

- Male, Single, Lives in an urban area

Goals & Objectives:

- Wants to maintain an active lifestyle despite a desk job
- Needs an easy way to track steps, calories, and sleep- Interested in improving overall fitness but lacks motivation

Psychographic Information:

- Tech-savvy, interested in fitness apps
- Prefers simple, data-driven insights
- Enjoys competing with friends in fitness challenges

Behavior & Preferences:

- Uses smartphone apps daily for tracking workouts
- Prefers automated health reminders over manual logging
- Wants integration with Google Fit & Apple Health

User Journey:

1. Discovery: Sees an ad for a fitness band on social media.
2. Consideration: Reads product reviews and compares features.
3. Purchase: Orders online via Amazon.
4. Onboarding: Downloads the fitness app, sets up the band.
5. Usage: Tracks steps, sleep, and heart rate daily.
6. Engagement: Competes with friends in weekly challenges.
7. Retention: Receives personalized fitness insights and reminders.

Challenges & Pain Points:

- Forgetting to charge the device
- Difficulty syncing data with other fitness apps
- Needs a better way to stay motivated long-term

3. User Journey Mapping

Stages of the User Journey:

1. Awareness - Sees an ad, gets interested
2. Consideration - Reads reviews, compares options
3. Purchase - Orders online, receives product
4. Onboarding - Sets up device and app
5. Usage & Engagement - Tracks activity, engages with challenges
6. Retention - Continuous use with personalized recommendations

