



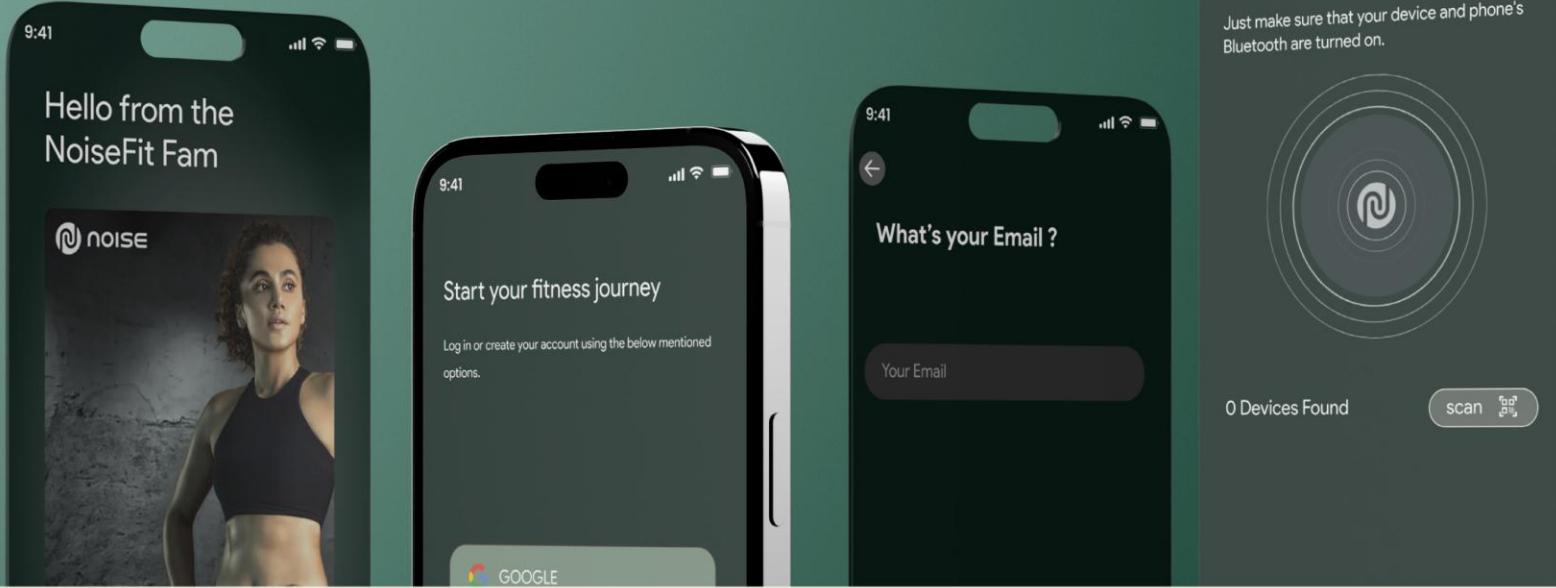
Scan to view Prototype



NOISE

Redesign of fitness tracking app

By: Chirayu, Dev, Pankaj



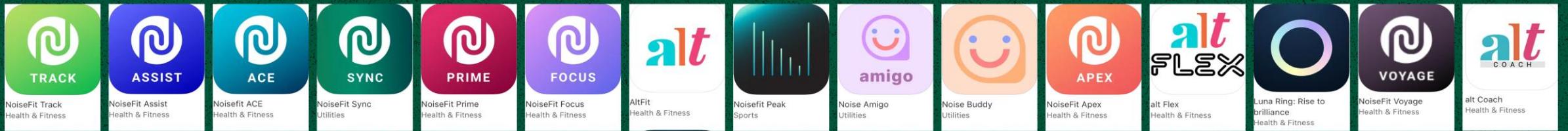
ABOUT THIS PROJECT

The aim of this project is to redesign the Noise Fit mobile app by integrating all Noise smartwatch functionalities into a unified interface. The redesign seeks to enhance usability, reduce redundant white spaces, and address the app's lack of features. The focus is on creating an engaging, seamless user experience by improving design consistency and introducing features that align with users' fitness and lifestyle goals. This project emphasizes user-centric design, iterative feedback, and a deep understanding of the users' needs to make the Noise Fit app more functional, visually appealing, and competitive in the fitness and wearables market.



PROBLEM STATEMENT

- Outdated UI Design: The app lacks modern aesthetics, intuitive navigation, and visual appeal, which are essential for user engagement and retention. [Link](#)
- Limited Personalisation: Missing advanced features like AI-driven fitness plans and individualised insights, which users now expect from leading fitness apps.. [Link](#)
- Weak Integration with Wearables: The app underutilises wearable devices, failing to provide real-time syncing and comprehensive health data. [Link](#)
- Insufficient Gamification: Lacks engaging features like badges, challenges, and achievements that drive motivation and long-term user retention. [Link](#)
- Multiple Apps: Noise has multiple apps with the same features and supporting same watches with different interfaces that frustrates user



These challenges highlight the need for a redesign focused on usability, personalisation, wearables integration, and interactive elements to meet user expectations and stay competitive.

MARKET RESEARCH AND ANALYSIS

The fitness app market is highly competitive, with key players like Fitbit, Garmin, and Apple setting industry standards. Current trends emphasize holistic health tracking, social connectivity, and AI-driven personalization. Noise Fit's opportunity lies in offering a cost-effective yet feature-rich alternative. A study of competitor apps reveals gaps in affordability and inclusivity, areas where Noise Fit can excel. Additionally, the Indian wearables market is growing rapidly, driven by fitness-conscious millennials and Gen Z users, making this the ideal time to innovate.[Link](#)

TARGET AUDIENCE

The primary audience includes:

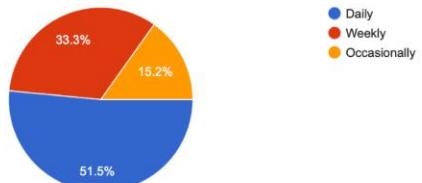
- Young Adults (Ages 18-25): Tech-savvy, highly active on social media, and fitness-conscious, often seeking budget-friendly wearable solutions.

Most users are tech-savvy, price-sensitive, and prefer multifunctional devices that integrate seamlessly into their routines. They value easy-to-use interfaces, accurate fitness tracking, and features that align with their personal goals, such as stress management, sleep monitoring, and social sharing.

SURVEY ANALYSIS

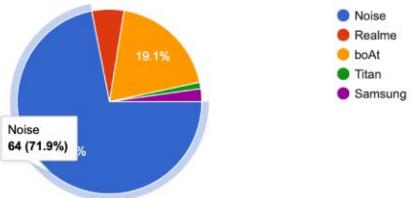
If its noise fit app so how often do you use the NoiseFit app?

66 responses



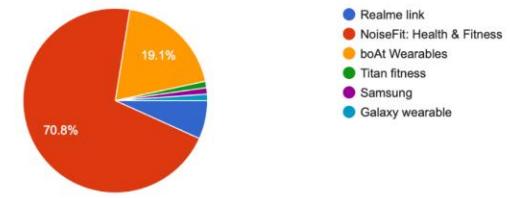
Which brand do you like to wear most?

89 responses



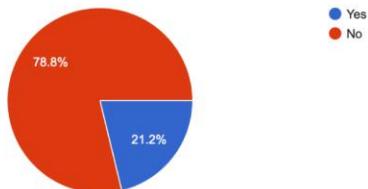
which app do you prefer for connecting your watch to your phone ?

89 responses



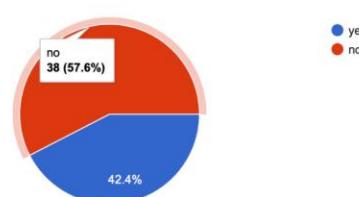
Do you have any suggestions to improve the app's functionality or design?

66 responses



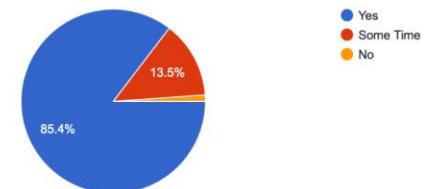
Are there any specific areas in the app or its UI where you think improvements are needed?

66 responses



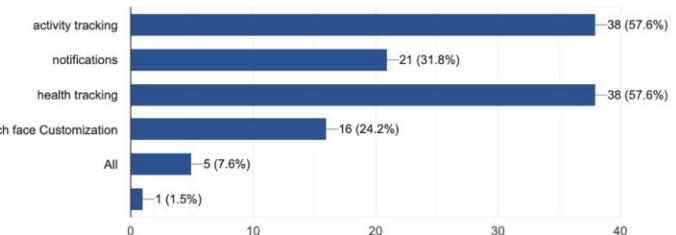
Do you like to wear a smart watch ?

89 responses



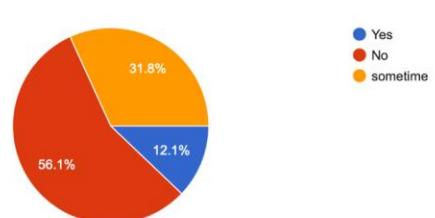
What is your favourite feature in the app?

66 responses



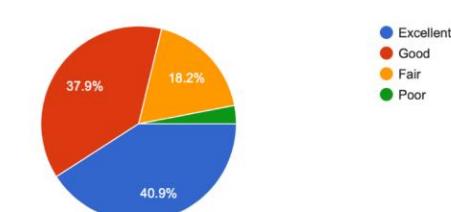
Have you faced any issues while using the app?

66 responses



How would you rate the app's user interface?

66 responses



USER PERSONA

NIHARIKA PAREEK

Designer
PERSONA



USER INFO

Goals: To track and get reminded of daily walking routine

Frustations: Bad interface and difficulty in interaction

Behaviour: An informative person who likes to keep tab on everything

BASIC INFO

Age range : 19

Occupation : Student

Nationality : Indian

Status : Unmarried

Hobby : Dance

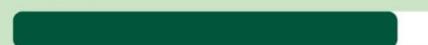
Active on social media platforms to enjoy and interact with new people, values a good ecosystem, seeks a good interface where he doesn't have to struggle in interaction with others

PERSONAL PREFERENCES

Interface



Display



Battery life



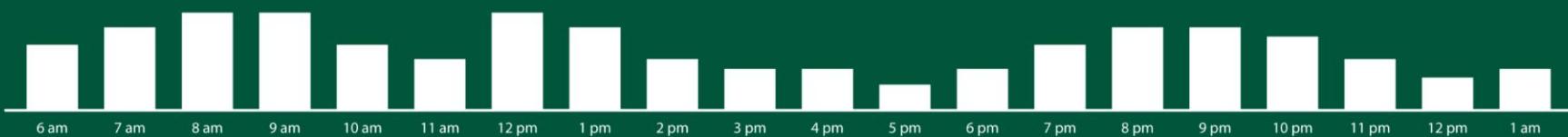
Comfortable



Usability and access



DAILY INTERNET USAGE



USER PERSONA

YASH PATIDAR

Architect
PERSONA



USER INFO

Goals: To get information on his actions and to monitor his sleep

Frustations: Bad interface and difficulty in finding features

Behaviour: An enthusiastic person who is very conscious about himself

BASIC INFO

Age range : 18-24

Occupation : Student

Nationality : Indian

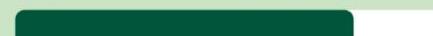
Status : Unmarried

Hobby : Gaming

Likes to get informations and data on his activities like workout and sleep. Gets frustrated when he can't find features immediately because he is very conscious about his health

PERSONAL PREFERENCES

Easy to access



Display



Brightness Adjustment



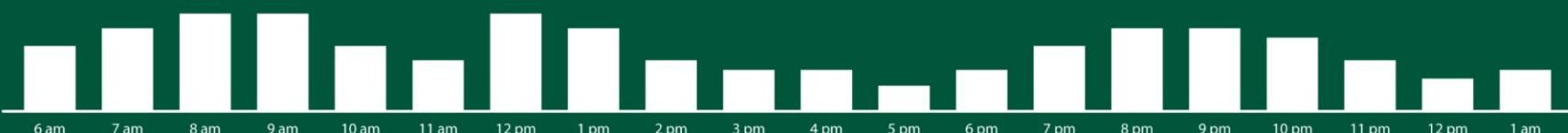
Easy to Wear



Usability



DAILY INTERNET USAGE



QUALITATIVE ANALYSIS

Feedback from User Interviews:

- 1. Desire for Unified Functionality:** Users expressed the need for a single app to integrate all Noise smartwatch features, eliminating the confusion caused by multiple apps.
- 2. Preference for Advanced Insights:** Users want deeper analytics on health metrics such as heart rate trends, sleep quality, and personalised recommendations.
- 3. Need for Customisation:** Users value the ability to personalise their experience, including dashboards, themes, and notifications.
- 4. Concerns About Accessibility:** New users find the app onboarding process overwhelming and the navigation unintuitive.

APP REVIEW FROM PLAY STORE

Charging fees for basic features such as changing watch face and seeing progress

D Divya Paramesh

November 12, 2024

I've been using noise products for more than 5 years because of the quality. Now I'm not happy with this new paid subscription feature!!! It's ridiculous, why should we even pay to see our own progress and changing watch face. Basic use of the app is to view progress, seeing ads is tolerable but this is too much!!!!

14 people found this review helpful

Nilesh Sinha

May 31, 2021

The app and the watch is not that great. The monitoring of various vitals are not exact. The Spo2 should have auto monitoring facility. The app does not sync data with google fit. Even registered complained but of no use. The sleep monitoring is also not accurate with sometimes showing the sleep timing from afternoon to next morning. The records function is not working properly. If checking weekly data there is data missing in between days. Tried calling customer care but only mail option.

1 person found this review helpful

August 18, 2020

I have a Noisefit Evolve. Overall, I'd give this app a 2/5. The device would be a 5/5 if not for the app. Pros: 1. Good UI, clean and responsive. 2. Trophies section is good Cons: 1. The main con is with the Activities section. It just shows the calories burned and distance covered, no pace, duration etc. This section needs MAJOR improvements. 2. Sleep tracking on the app is inaccurate, but accurate on the watch for some reason. 3. No option to switch off wake gesture and drinking notification.

22 people found this review helpful

Did you find this helpful? Yes No

Less details in heart rate section, No option to turn on/off notifications

Compatibility issues and the data isn't shown in a mannered way

Lacks Basic Features

Incompatibility and lacks basic features and moes

Lack of important features and unnecessary features are there

Dee Gee B

October 4, 2024

Watch is great however the application does not have the basic feature to 'delete' faces. The watch has to be reset everytime and it is obviously frustrating to keep setting it up again and again. A simple 1200 rupees smart watch app also allows deleting faces. What is "Your Collection" section for?? Should it not show what is installed in the watch and have the option to "select and delete" faces? Quite an inconvenience!

61 people found this review helpful

November 13, 2024

This app is a kind of online store. Lot of advertisement is there. Fitness features are less compare to other fitness app. Like 24hour heart beat you will be able to view just graph of hourly average. Where other apps provide complete intervals. And recently they started charging money to view your monthly and yearly progress. Ideally this should be come when we purchased watch from them. It does not make sense buying watch and then paying for subscription. I will not recommend this watch.

6 people found this review helpful

Sayantan Sadhu

June 20, 2020

Hi team...have recently purchased the colorfit pro2 watch and satisfied with the product. But on the other hand your new Noisefit app is not great at all. Most importantly it does not have certain features which the Noisefit Sport app have. Features like Sync with Third Party Fitness App (Google Fit), Activity options are less (Gym Mode/Workout not there), Week activity graph, Sync functions have problem, Notification and Alert option have some bug. Because of this have to use both the apps.

8 people found this review helpful

APP REVIEW FROM PLAY STORE



Yash Sanghvi

★★★★★ August 29, 2020

Less featured app. The previous app tracking of distance with the color fit 2 band, which is not working in this one. Also, sync with Google fit is absent which is a big tradeoff. Though now connecting and syncing data us easier than ever. But the good features which are not available or no working are a let down. And please consider removing the store from the app or just replace it to somewhere else. It becomes very distracting.

15 people found this review helpful

Less Features,
Compatibility

Limited
Customisation

Too many
unnecessary Elements



Sagar Hemmige

★★★★★ October 4, 2023

Edit: Only a small number of watch faces are good to use. A lot of others are just there for the count. They aren't good at all and are unusable. The options within custom watchface are extremely limited. The user is forced to use an italicized font, which is bad. At the least a limited selection of font faces will help towards better experience with custom watchfaces.

930 people found this review helpful



Avinash Pathak

★★★★★ July 24, 2023

Why is there no option to remove the pathetic pre-installed watch faces and add from those in the app, because it only adds 1 watch face, and when I try to add another watch face, it replaces the one I just added and not the other 3 pre-installed ones. Very poor experience. Won't recommend it to anyone unless this gets fixed in update ASAP. Using Halo plus elite edition which is just launched.

8 people found this review helpful



Christopher Malapati

★★★★★ November 6, 2024

it looks more like an online store than a fitness tracker. I bought the watch. I don't want to see any sales advertisements on the home screen. If you want to sell something put it on another screen but not on home. + Added: adding a custom watch face was free but now they're charging for it. So the rating should decreased from 3 to 2 stars. + Added: custom created watch faces are losing their pictures after a day or two. Not able to reload then.

107 people found this review helpful

QUANTITATIVE ANALYSIS

A survey conducted among 1,000 Noise Fit users revealed that:

- 72% found the navigation unintuitive.
- 68% expressed dissatisfaction with the app's aesthetics due to excessive white space.
- 75% indicated they would use the app more frequently if it included advanced analytics and goal-setting features.

[Link](#)

Analytics data further revealed high dropout rates during onboarding, pointing to critical usability flaws that must be addressed in the redesign.



- 72% found the navigation unintuitive.



- 68% expressed dissatisfaction with the app's aesthetics due to excessive white space.



- 75% indicated they would use the app more frequently if it included advanced analytics and goal-setting features.

SOLUTION STATEMENT

- **Modernize the User Interface (UI):** Implement a sleek, visually appealing design with intuitive navigation and consistent iconography for seamless interaction.
- **Introduce Advanced Personalization:** Use AI to create fitness plans tailored to individual goals, with real-time progress tracking and actionable recommendations.
- **Enhance Wearable Integration:** Enable real-time data synchronization with Noise wearables and expand compatibility with platforms like Google Fit and Apple Health.
- **Simplify Onboarding:** Design an interactive, step-by-step onboarding process to educate users on app features and ensure effortless setup.
- **Add Gamification Features:** Motivate users with badges, leaderboards, fitness challenges, and in-app rewards redeemable for Noise product discounts.



Niharika Pareek

Designer

About

- Female
- Single
- 19
- India

Scenario

Niharika is a fitness enthusiast using the Noise Fit app to track his daily workouts, steps, and sleep patterns. He seeks a seamless and visually appealing app with real-time insights.

Expectations

- A modern, intuitive UI with smooth navigation
- Seamless integration with wearables for real-time data
- Custom fitness plans and goal tracking
- Motivating elements like gamification and progress rewards

STAGES	Awareness ➔	Consideration ➔	Acquisition ➔	Service ➔	Loyalty ➔
STEPS	User steps	User steps	User steps	User steps	User steps
THINKING	<ul style="list-style-type: none">"Does this app match my fitness needs and integrate well with my smartwatch?"	<ul style="list-style-type: none">"This app feels outdated. Can I trust it for consistent fitness tracking?"	<ul style="list-style-type: none">"Why can't I easily sync my device and see my real-time data?"	<ul style="list-style-type: none">"This app doesn't motivate me to stay consistent with my fitness goals."	<ul style="list-style-type: none">"Should I continue using this app or switch to another fitness tracker?"
DOING	<ul style="list-style-type: none">Browses the app store, looks at screenshots and reviews, and visits the Noise website.	<ul style="list-style-type: none">Completes basic profile setup but struggles with unintuitive navigation.	<ul style="list-style-type: none">Faces sync errors with wearables and navigates between poorly structured menus.	<ul style="list-style-type: none">Tracks data sporadically; minimal engagement with app features.	<ul style="list-style-type: none">Reduces activity; considers uninstalling due to unaddressed usability flaws.
PAIN POINTS	<ul style="list-style-type: none">Limited visuals showcasing app functionality; unclear explanation of features.	<ul style="list-style-type: none">Tedious onboarding process with unclear guidance; excess white space reduces visual appeal.	<ul style="list-style-type: none">Weak integration with wearable devices and insufficient data visualization.	<ul style="list-style-type: none">Lack of gamification and interactive challenges; generic progress tracking.	<ul style="list-style-type: none">No compelling reason to stay; poor user retention strategies
FEELING					
OPPORTUNITIES	<ul style="list-style-type: none">Highlight core features (e.g., integration with wearables) and show use cases in the app store and marketing materials.	<ul style="list-style-type: none">Improve onboarding with step-by-step tutorials, intuitive navigation, and visually engaging UI updates.	<ul style="list-style-type: none">Streamline integration with Noise devices and enhance real-time health tracking with AI-powered insights.	<ul style="list-style-type: none">Add features like badges, achievements, and social challenges to boost engagement.	<ul style="list-style-type: none">Introduce rewards for regular use, referral incentives, and a subscription model with exclusive features.

USER JOURNEY

COMPETITIVE ANALYSIS

Competitors

Strengths

Weaknesses

Opportunities

Threats

Insights



Boat

- What are the core competencies and unique selling points of the business?
- What advantages does the business have over its competitors?
- How strong is the business's brand image and customer loyalty?
- What are the key strengths of the business's products or services?

Strong brand recognition in the Indian wearables market with a loyal customer base.
Affordable pricing with value-for-money products.



Portronics

- Established presence in the Indian market with a strong focus on affordable tech accessories.
- Reliable wearable devices with basic tracking features and good battery life.

Dated app design tailored more towards older audiences, lacking modern aesthetics.
Limited innovation in wearable features, reducing appeal to fitness enthusiasts.



Fireboltt

- Known for innovative, budget-friendly smartwatches with premium features.
- Offers real-time tracking and advanced health metrics at competitive prices.

Limited app stability; frequent complaints about bugs and crashes.
Over-reliance on hardware; app features aren't well-differentiated from competitors.

- What are the emerging market trends or technological advancements that the business can leverage?
- Are there any untapped customer segments or geographic markets that the business can target?
- How can the business expand its product or service offerings to meet evolving customer needs?

Expansion into gamification and AI-driven personalization within the app to drive engagement.
Leveraging strong brand loyalty to introduce premium app subscriptions for advanced features

- Redesigning the app with modern aesthetics and better usability to attract younger users.
- Introducing interactive features like challenges and rewards for better retention.

Expanding app features to include personalized fitness plans and advanced analytics.
Integrating seamlessly with more wearable devices and third-party apps.
Strengthening gamification elements for enhanced user retention.

- Are there any potential disruptions or challenges in the industry or market?
- How vulnerable is the business to changes in customer preferences or buying habits?
- Are there any economic, political, or environmental factors that may pose risks?

Competition from well-established global brands like Fitbit and Garmin offering superior app ecosystems.
High churn rates due to lack of advanced tracking and insights.

- Discord's server-based, real-time community model could inspire Google+ to implement synchronous interactions or live events within interest-based groups for better engagement.

Increasing competition from global players like Fitbit, Garmin, and Samsung.
User churn due to insufficient app-based innovation.
Reputation risk from frequent technical issues in app performance.

- What are the major takeaways from each part of the analysis?
- Look at the notes on each area of your competitor's business and pull out the information that is most critical for you to know about your competitor:

The brand's strength lies in its appeal to younger audiences, which can be leveraged for app-based gamification and community-building. Boat needs to focus on improving its app ecosystem with advanced analytics and better UI.

- Portronics' broad customer base provides an opportunity to redesign its app and attract younger users with modern features. The focus on affordability can work in its favor if paired with a competitive, modern app experience.

Fireboltt's success in gamification can be a blueprint for improving engagement in the redesigned Noise Fit app.
The brand needs to address app stability and reliability issues to maintain user trust and loyalty.

S.W.O.T. ANALYSIS

Strengths

- Brand Recognition: Noise is already a known brand in wearables, providing a solid user base for the app.
- Wearable Ecosystem: Seamless integration with Noise smartwatches provides a unique advantage over standalone fitness apps.
- Affordability: Noise devices and services are priced competitively, appealing to a wide market segment.
- Existing Features: Core tracking features (steps, sleep, heart rate) provide a foundation for improvements.

Opportunities

- Market Demand for Personalization: Implementing AI-driven insights and tailored fitness plans can cater to the growing demand for personalized fitness experiences.
- Growing Wearables Market: With increasing adoption of wearables, better integration can attract more users.
- Gamification Trends: Adding achievements, fitness challenges, and rewards can boost engagement and competitiveness.
- Data Insights Expansion: Offering detailed health analytics, goal tracking, and progress visualization can differentiate the app in the market.

SWOT

- Outdated UI: The app lacks modern design aesthetics, which reduces user engagement and satisfaction.
- Limited Personalization: Absence of AI-driven fitness plans and tailored recommendations hinders user retention.
- Poor Gamification: Lack of motivating features like challenges, badges, or leaderboards reduces app stickiness.
- High Onboarding Dropout Rates: Complex navigation and tedious setup processes create barriers to adoption.

Weaknesses

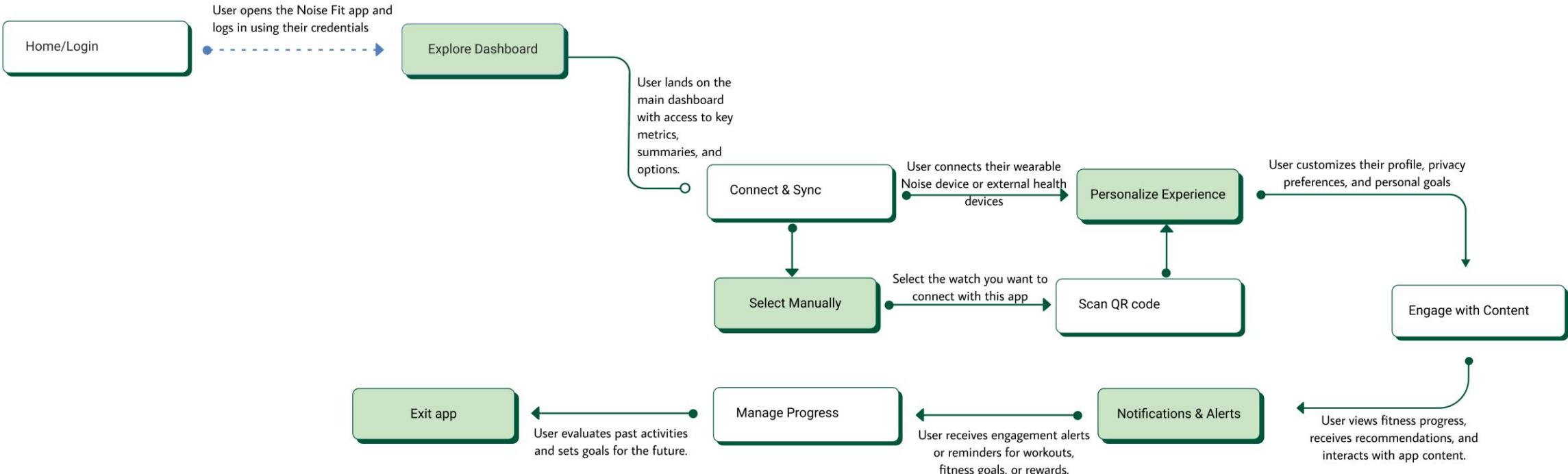
- Intense Competition: Competitors like Fitbit, Garmin, and Apple Health offer more polished apps with advanced features.
- User Expectations: Rapid advancements in app design and AI have raised user standards, making it harder to compete with lagging features.
- Retention Challenges: High churn rates in fitness apps due to lack of novelty or engagement could persist without significant upgrades.
- Technical Issues: Poor synchronization with wearables or bugs in real-time tracking could damage the brand's reputation.

Threats

EMPATHY MAPPING



USER FLOW



THIS IS OUR DESIGN SYSTEM

Grid

Color Palette



#00563B

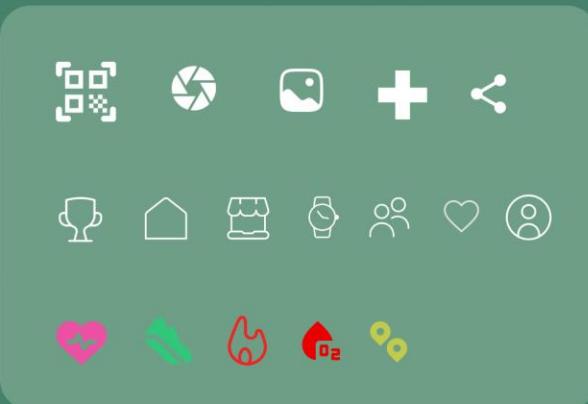


#CAE4C5



#F2F0E3

Icons



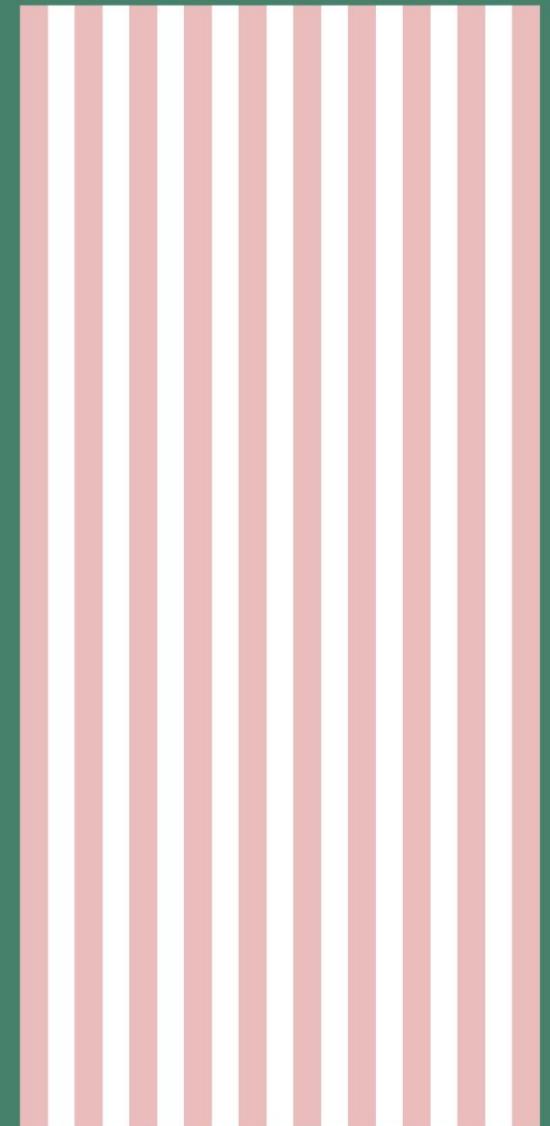
Typography

Product Sans

Type - Sans Serif

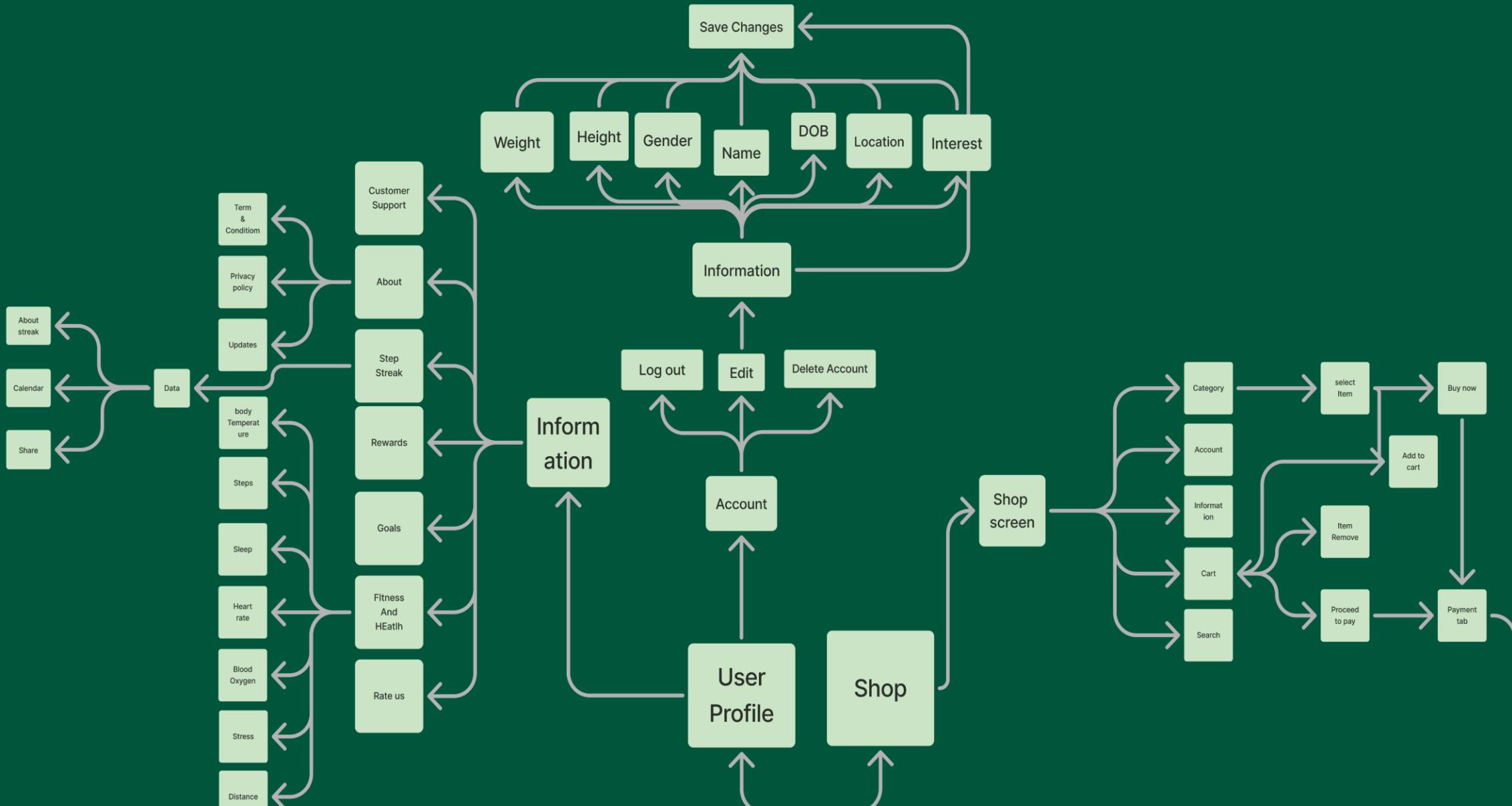
Weight - Regular

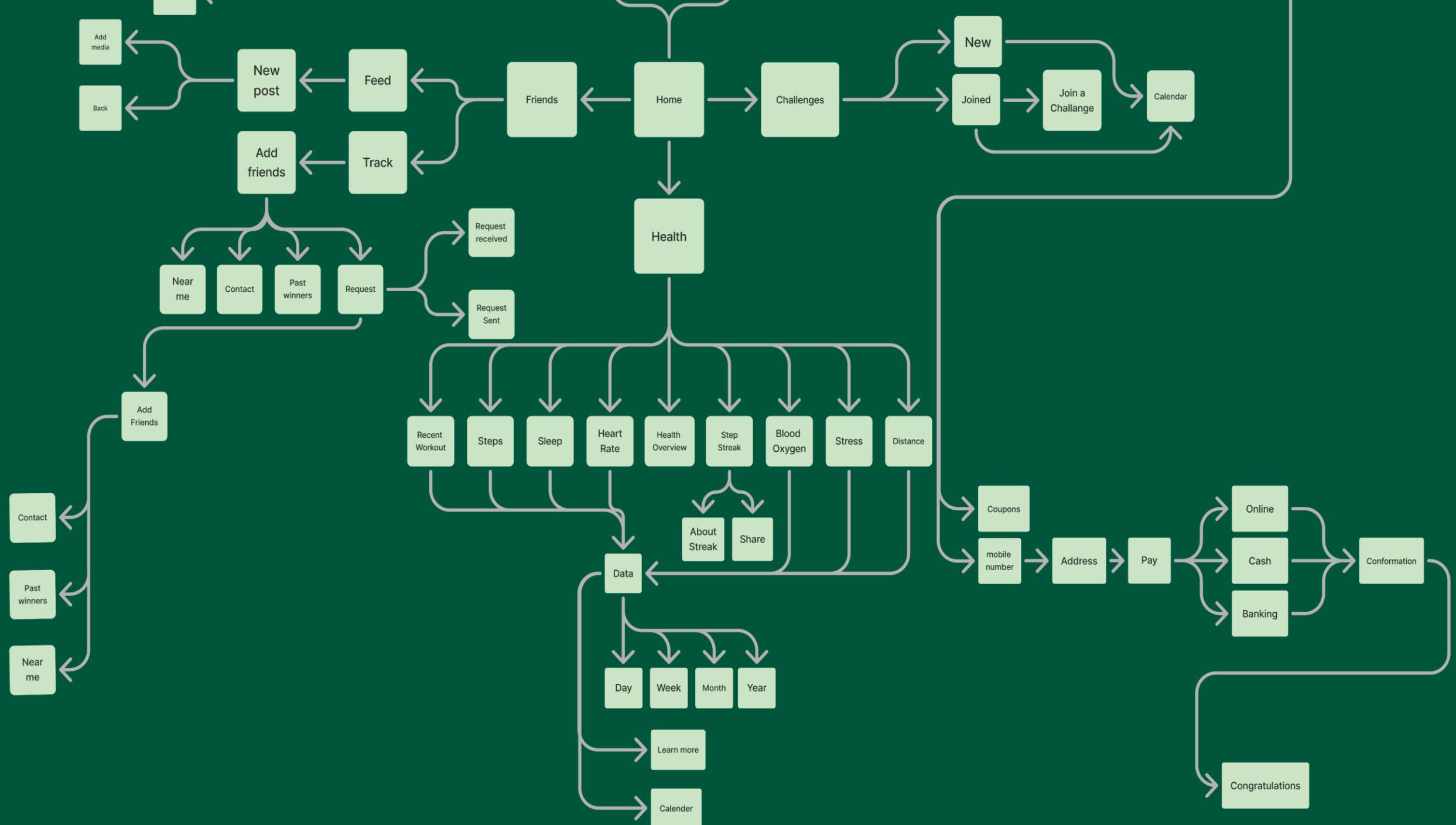
Size - 18pt & 14pt



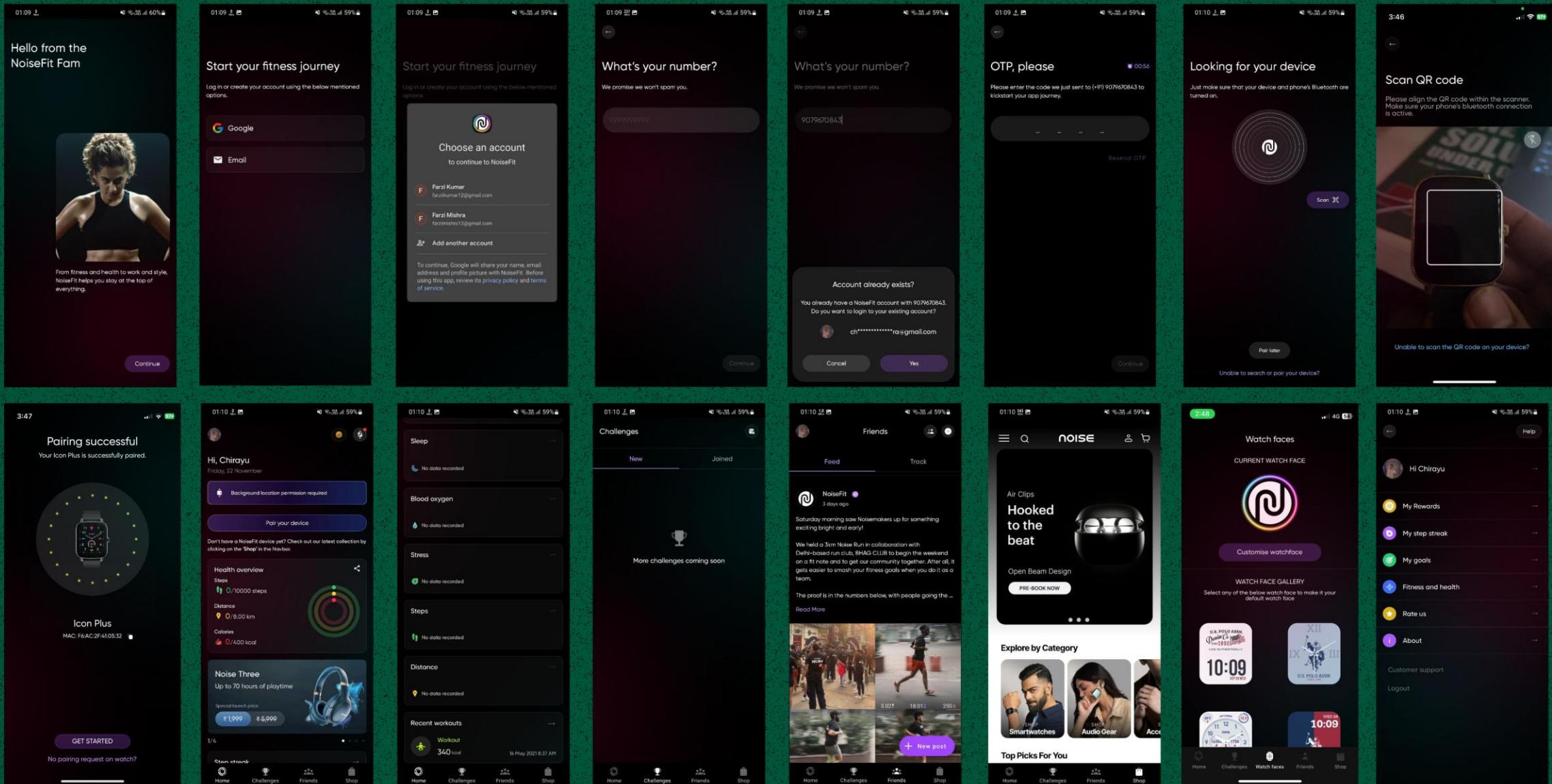
Gutter: 20

INFORMATION ARCHITECTURE

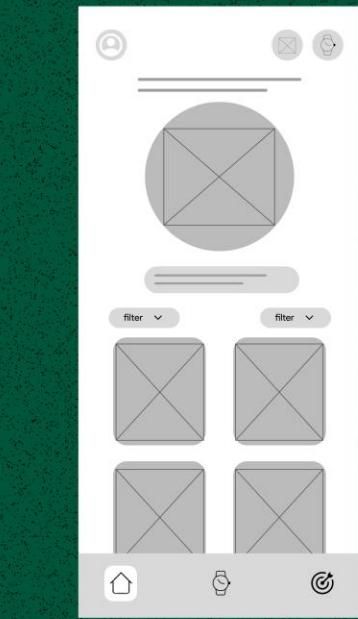
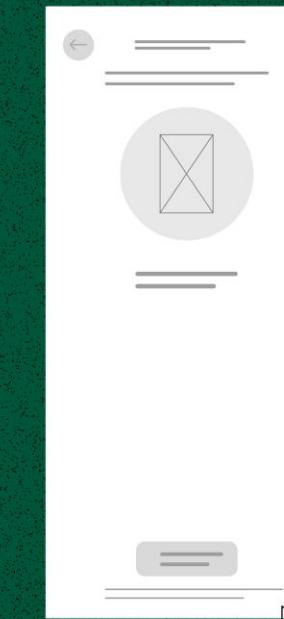
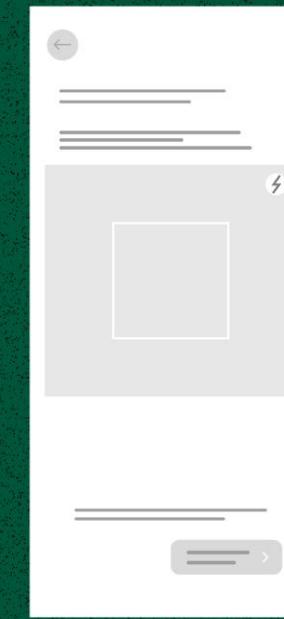
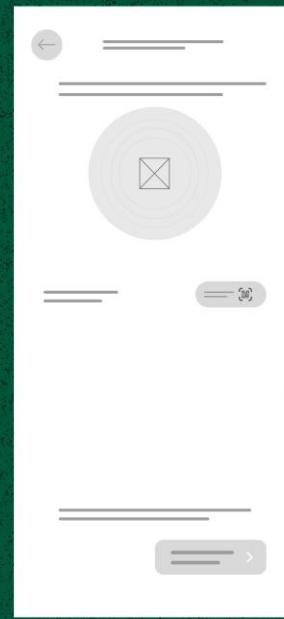
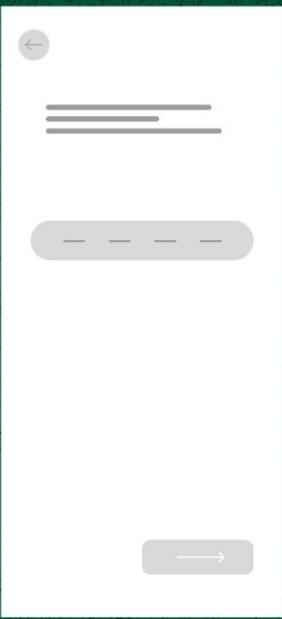
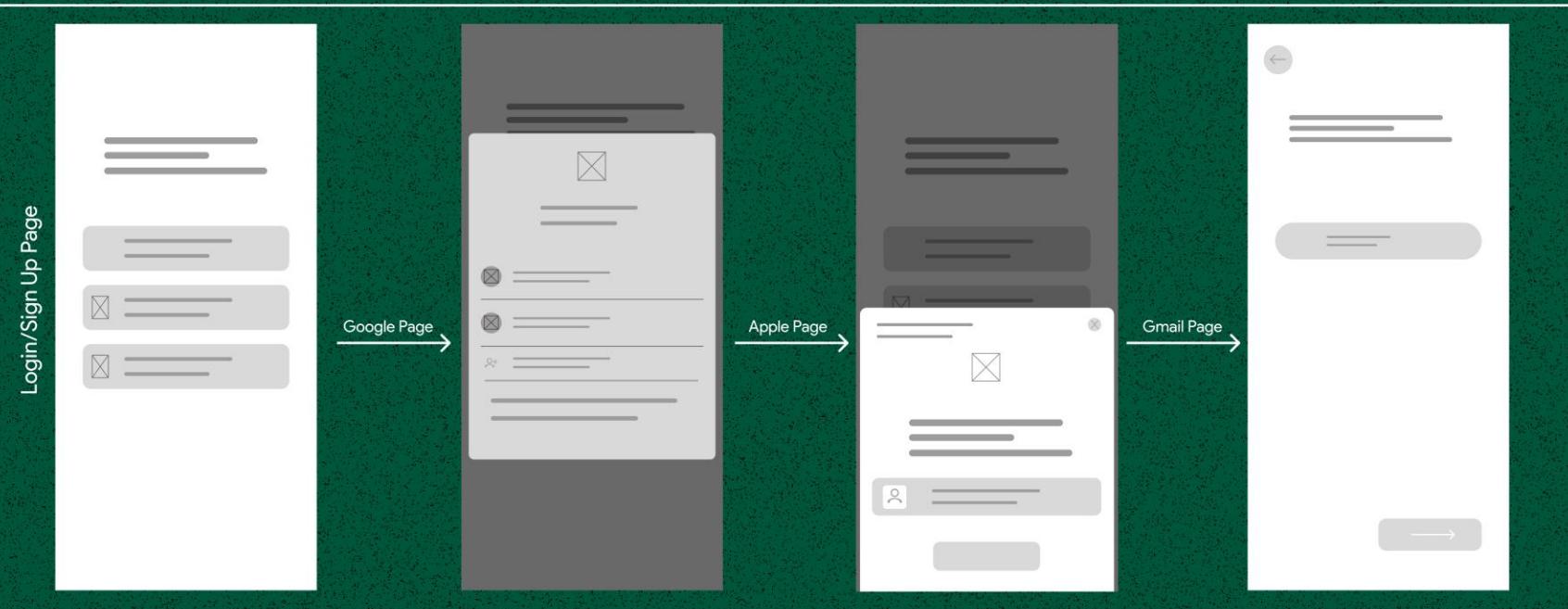
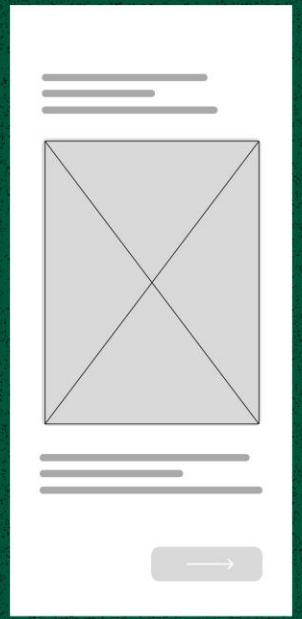




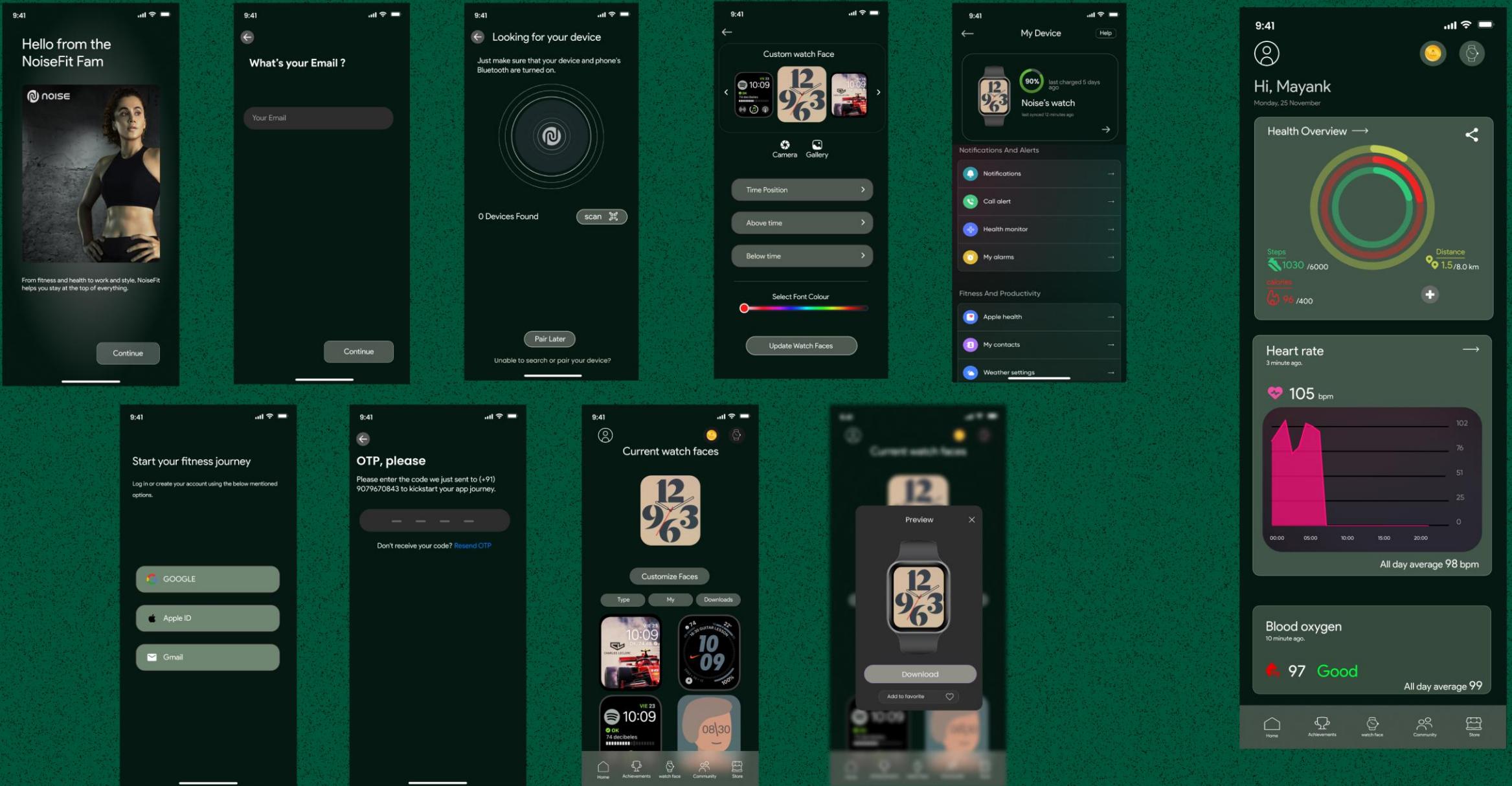
EXISTING VERSION



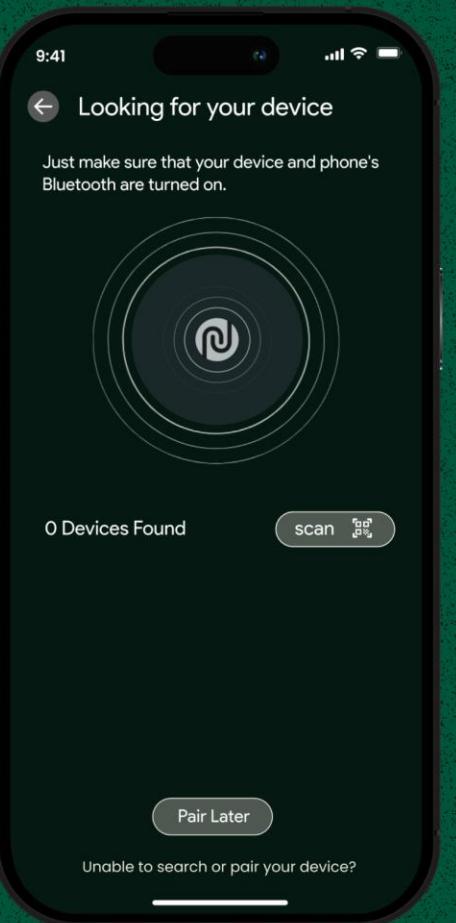
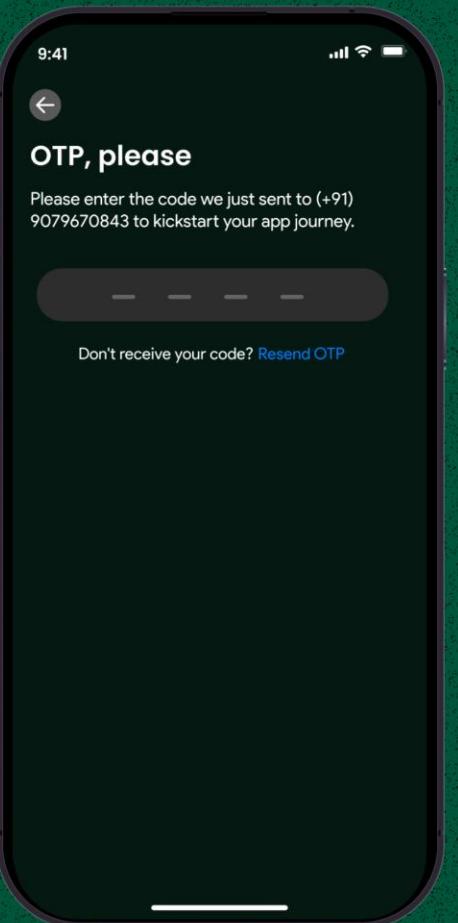
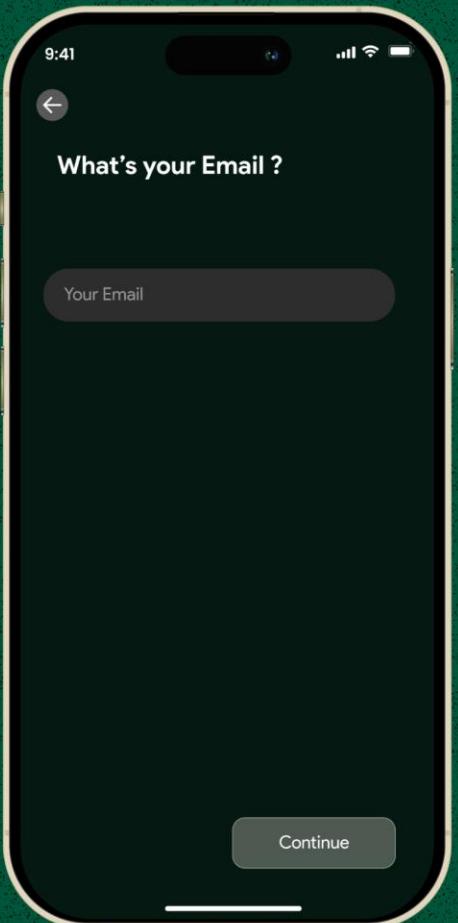
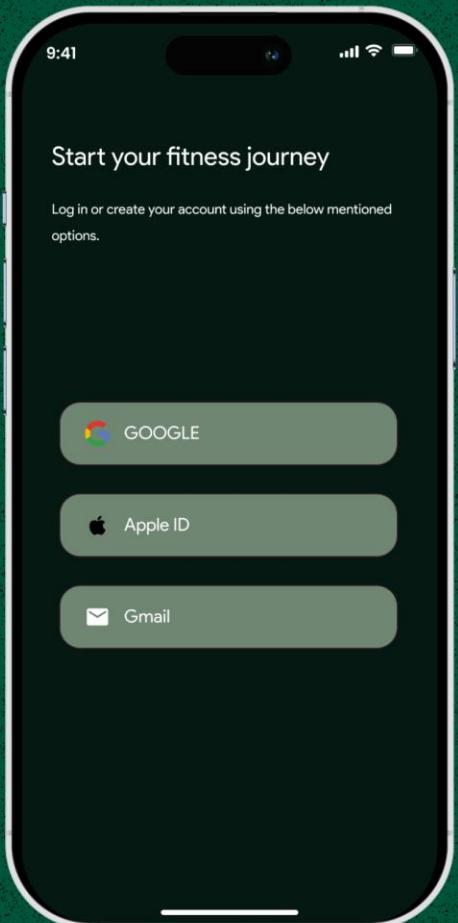
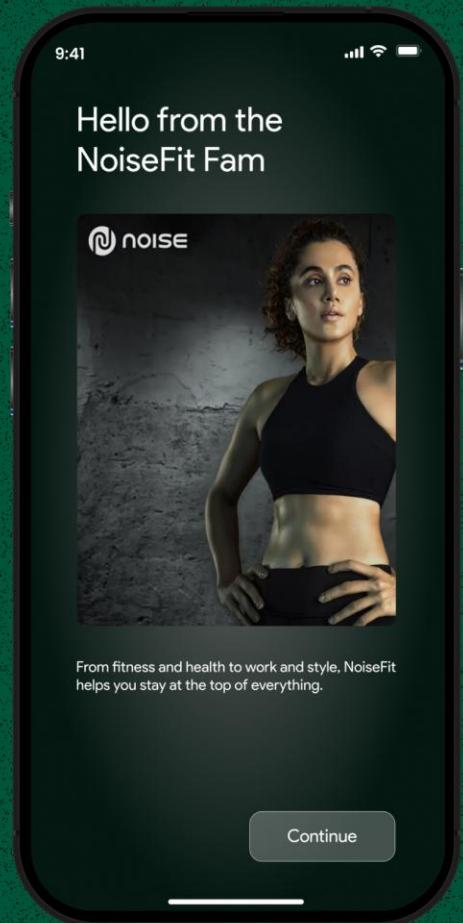
LO-FI PROTOTYPING



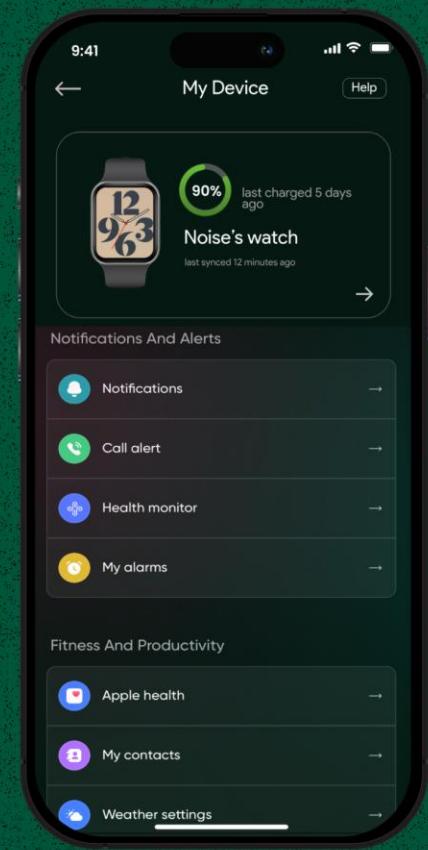
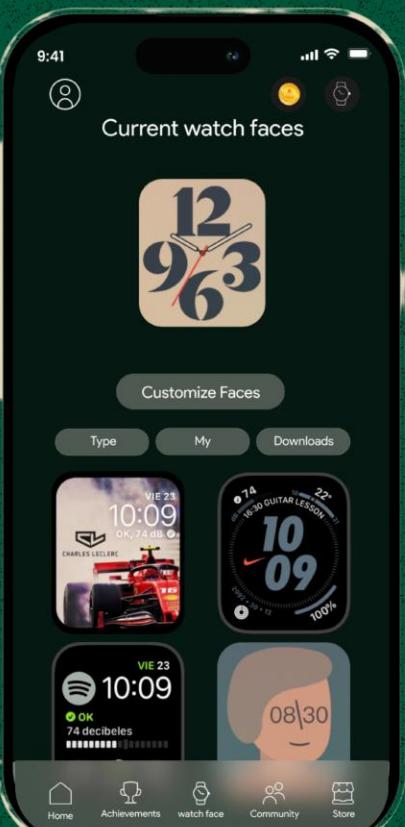
HI-FI PROTOTYPING



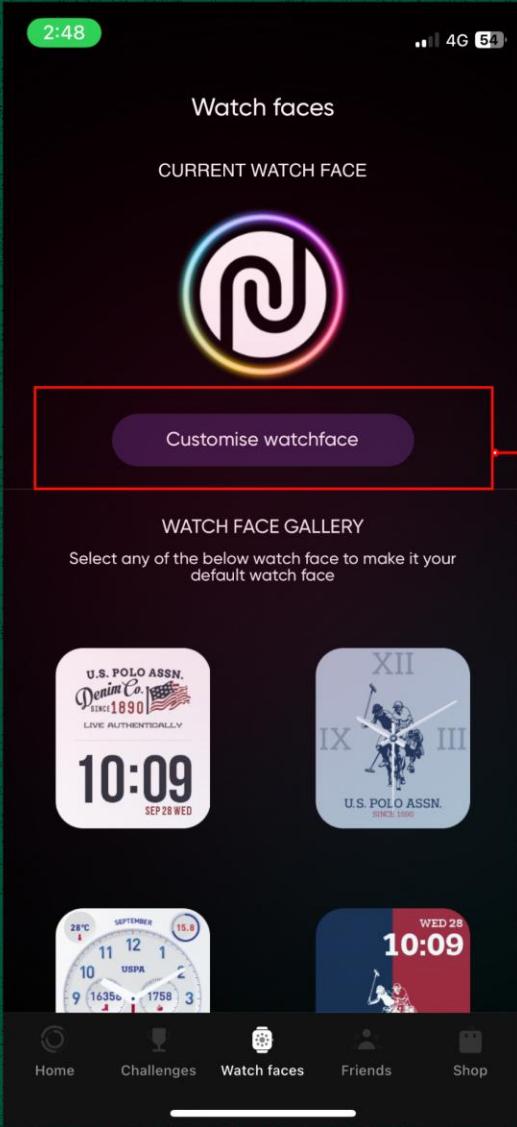
HI-FI PROTOTYPING



HI-FI PROTOTYPING



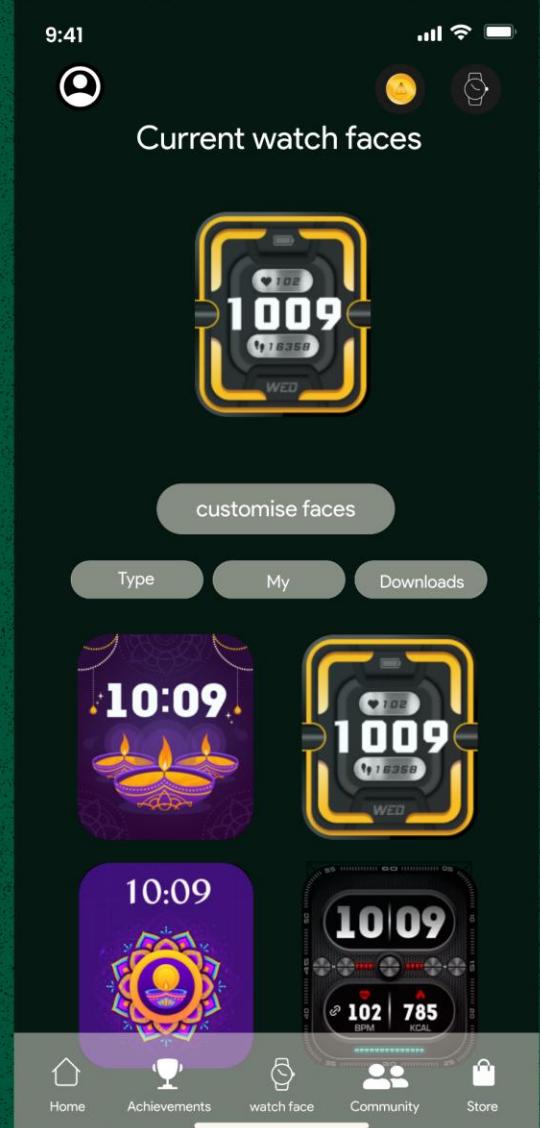
Existing



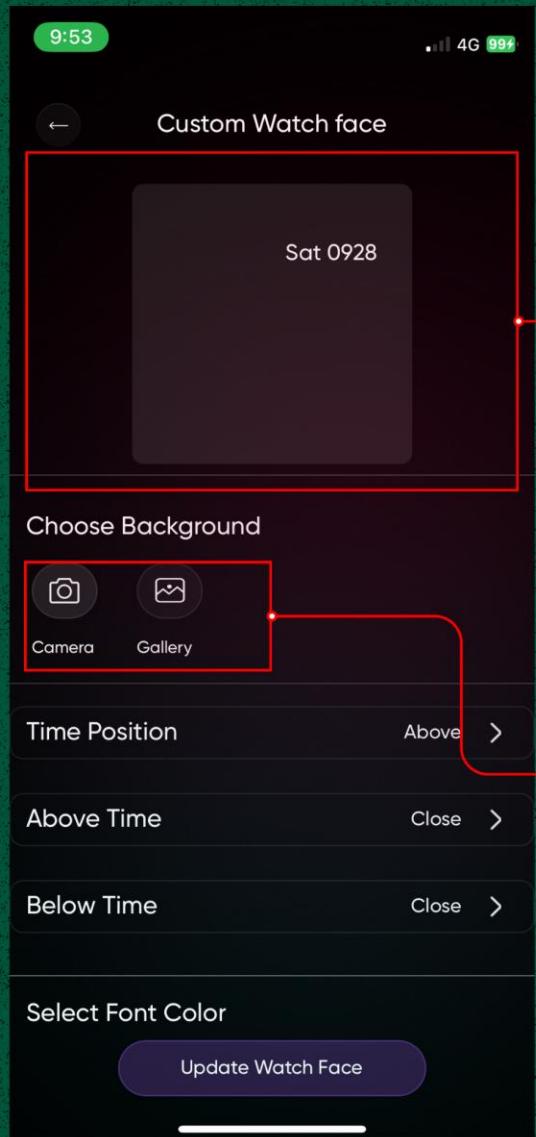
Improved Navigation:

- The introduction of tabs such as "Type," "My," and "Downloads" provides better categorisation, making it easier for users to find specific watch faces.

Redesigned



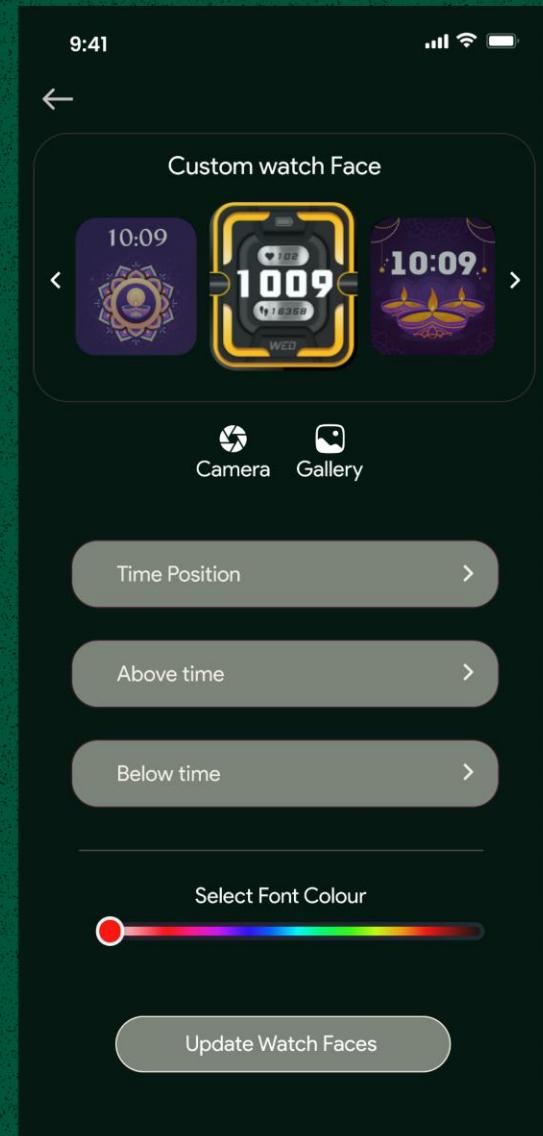
Existing



Real-Time Previews :

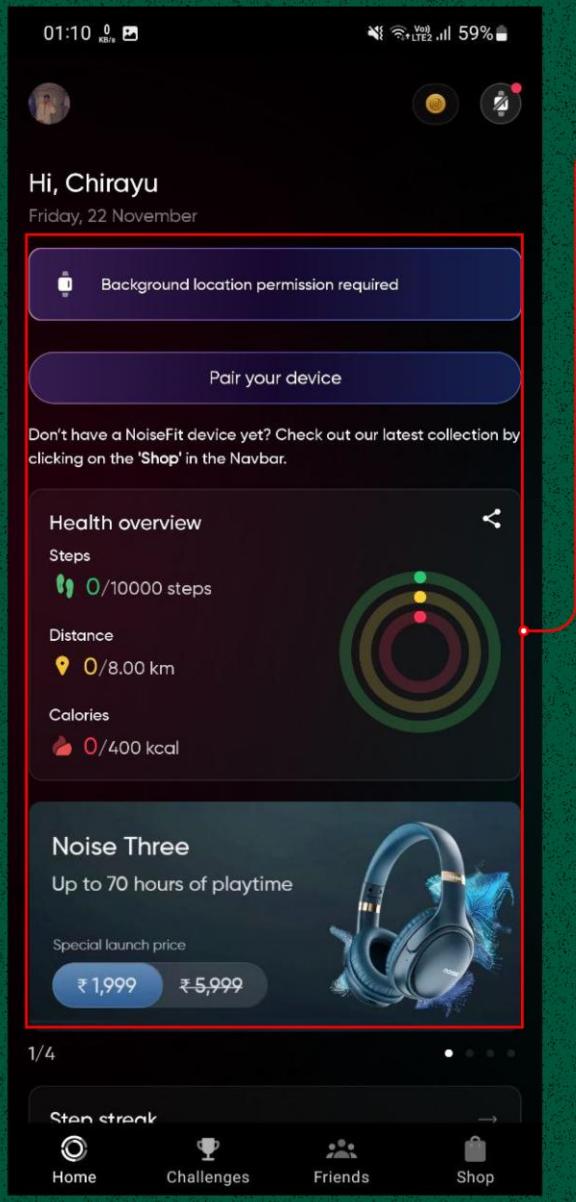
- emphasizes user interaction and customization by offering intuitive controls, real-time previews, and a visually appealing design. It makes the customization process easier, faster, and more engaging, enhancing the overall user experience.

Redesigned



- The Camera and Gallery buttons are placed below the preview area, providing better visibility and accessibility.

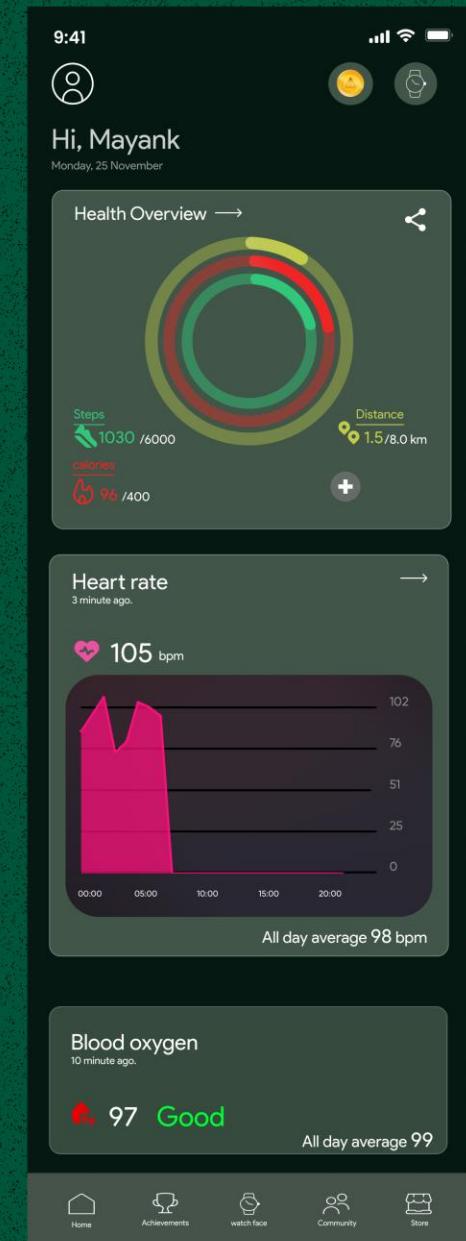
Existing



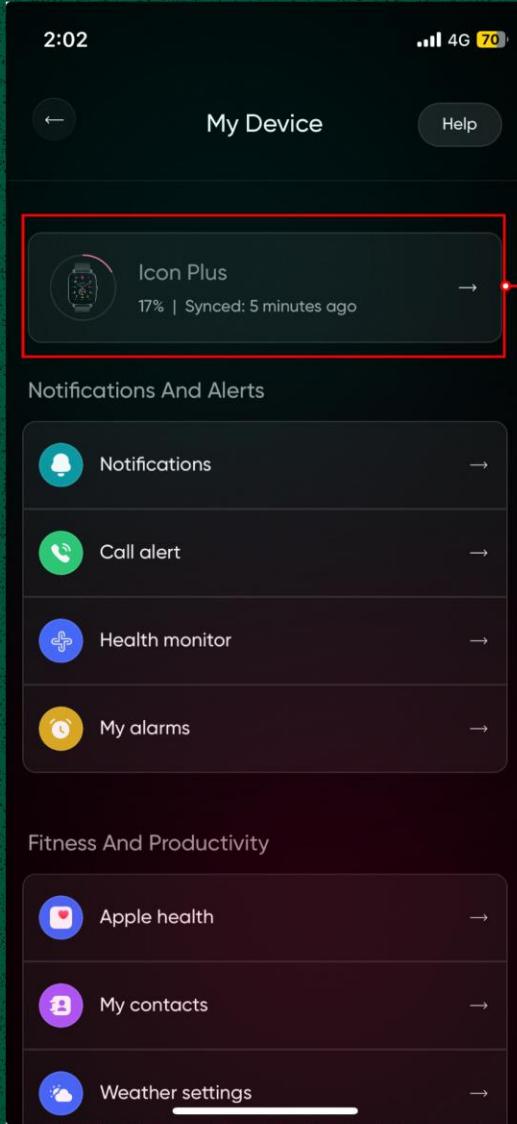
Health Overview :

- The redesigned layout separates options more clearly, focus on graphical data.

Redesigned



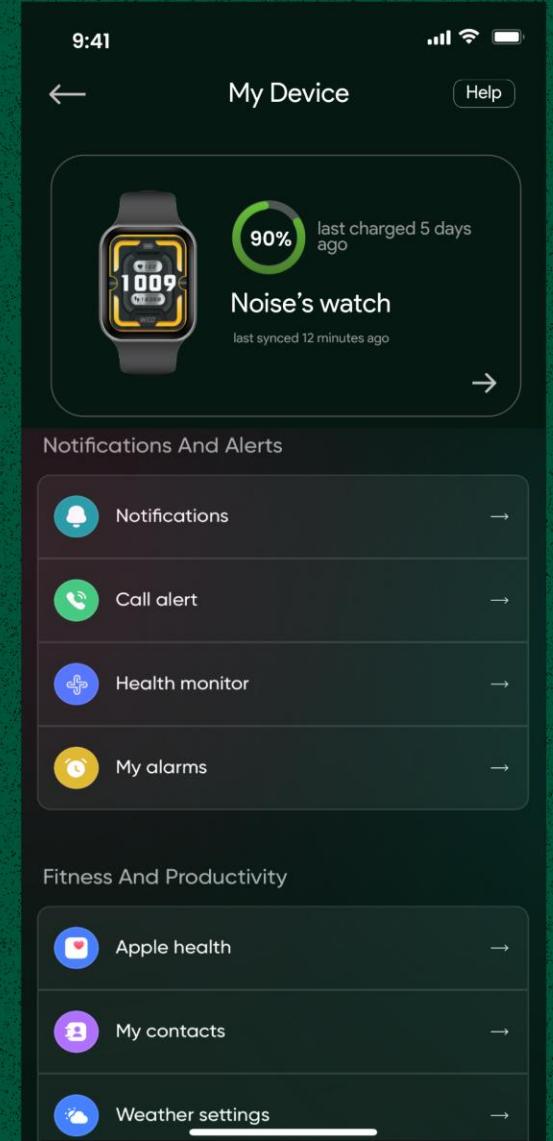
Existing



My Device :

- The redesigned device card is more visually engaging with the inclusion of the device image and color-coded battery indicator. These elements make the UI look modern and user-friendly.

Redesigned





THANK YOU