Annotated Iteration based on Iteration on Data & KPIs

KPI: Increase Task success rate

Flow: Skip the "Set Initial Goal" step

Reason of choice:

According to the usability testing experiment, some users refused the setting up an initial goal and decided to skip the steps. They were looking for a skip button in the first place.
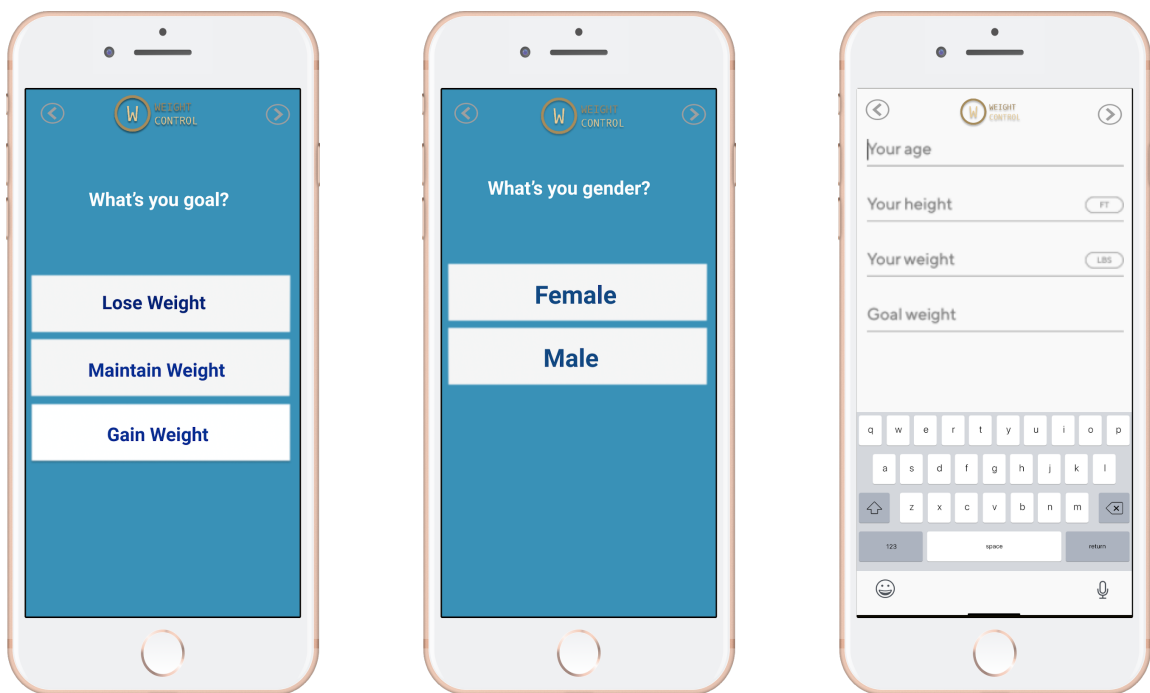
Hypothesis:

70% of users wanted to skip the set up initial goal step and do it later if needed.

Alternate Solution:

In the first iteration, there is no skip option for the users for initial setup. So I have decided to add an option to skip the step and go straight to the main menu for those who refuse to do the task. I have also added a tab in the bottom navbar for setting up personal and nutrition goals on the same page.

Design:

Before:

WEIGHT CONTROL

What's you goal?

Lose Weight

Maintain Weight

Gain Weight

WEIGHT CONTROL

What's you gender?

Female

Male

Your age

Your height   FT

Your weight   LBS

Goal weight

After:

WEIGHT CONTROL

What's you goal?

Lose Weight

Maintain Weight

Gain Weight

SKIP - DO IT LATER

WEIGHT CONTROL

What's you gender?

Female

Male

WEIGHT CONTROL

Gender   ...

Age   ...

Height   ...

Current Weight   ...

Goal Weight   ...

Activity Level   ...

WEIGHT CONTROL

CANCEL   SAVE

Hi, ParvanehPouladzadeh   Log Out

Goals

Gender   ...

Age   ...

Height   ...

Current Weight   ...

Goal Weight   ...

Activity Level   ...

Nutrition Goal

Calorie, Carbs, Protein and Fat Goals   ...

Calorie Goals By Meal   ...