

# Redesign Recommendations– Group 9 (Jefit)

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## Section I : Introduction

Founded in 2010 in Cary, North Carolina, Jefit is the natural evolution from tracking your fitness progress on pen and paper, to having a mobile fitness application which keeps you motivated towards your fitness goals. *“Jefit removes the paper and pen, there is no need to watch a clock to count rest periods, and calculations aren’t needed to track statistics.”* This phone application allows users to create and log workout routines, visualize fitness statistics, and be able to track such statistics to track their progression. Jefit is targeted towards users who work out daily and want to *“keep track, live better, and stay motivated with their fitness goals.”* Jefit aims to provide users with an application which people want to use for every workout, in turn, providing a higher chance to generate advertising revenue or pay for the “pro” version.

Jefit is featured in Mashable as one of 2012’s top smartphone apps for exercise and is in 4th place rating in Gizmodo. However, many online user comments still suggest areas for usability improvement. In order to create meaningful redesign recommendations for the JeFit, our team of user researchers conducted two research activities. Our first activity was a market field research in which we reviewed 600+ online appstore reviews of JeFit from users. We categorized reviews with suggestions as needs or wants based on their rating of the app. From this study, we were able to determine the most evident problems within the user interface of the JeFit app on both the iOS and Android platforms. Next, to delve deeper into these problems, we conducted a cognitive walkthrough with five participants who fit the profile of a JeFit user. These participants were asked to complete four tasks that were deemed difficult from the virtual needs and wants analysis. Through the group task analysis, we gathered valuable insights into the distinct shortcomings of the user interface, and the participants also offered suggestions on how to improve specific navigation features.

## Section II : Findings from Our User Research Activities

### 1. Market Field Research

Our goal was to better understand what the major attributes and drawbacks of the application are. By conducting a market field research, our team was able to have access to feedback of more than 600 users. In the market field research, we found that users often posted valuable comments about searching and accessing workout information concerning routines and features. The high volume of information introduces clutter into the user interface which resulted in Jefit users indicated having trouble locating specific content. Users also complained that the learning curve of using the JeFit application is unreasonably high: *“it takes a lot of time learning where everything is and how to do things, but once you’re used to it, the app is great!”* Specific features that users most desire the app to support include offline mode, night mode, and an export data function. From this activity our researchers categorized the plethora of response to three main areas for improvement for JeFit: navigation, information architecture, and key features.

While the market field research analysis allowed us to collect high amounts of qualitative information from real end-users in a short amount of time, this method has some inherent drawbacks. One of the drawbacks is that we are getting information from a sample of end users willing to write helpful reviews, thus this is a non-representative user sample. Another drawback is we are only able to record and categorize users' self-reported suggestions; subtle nuances in direct observation were lost since we weren't able to observe users interacting with the app.

Despite the shortcomings of the market field research, we were able to obtain 74 suggestions about Jefit which has provided insight toward the JeFit redesign. The users investigated are real end-users, which eliminates the need to train a participant who "could" be an end user. Overall, this method provided us with a large set of useful information to prepare us for the next research activity.

## *2. Cognitive Walkthrough*

Once we gathered a good understanding from the "wants" and "needs" for Jefit, we wanted to further explore our identified user problem areas. Our team conducted a cognitive walkthrough with a group of five potential users. This method allowed us to observe multiple users at a given time interact with Jefit to complete specific tasks that an everyday user would encounter.

We targeted three main areas for improvement: navigation, information architecture, and key features. The participants were five end-users who fit the Jefit demographics, but had no prior experience using Jefit. We asked the participants to perform four tasks 1) create a profile (inputting information about themselves into the app) 2) find an exercise routine 3) use that routine in a workout and log it, and 4) create a custom routine. While the participants collaborated on these tasks, we paid close attention to how users reacted to the steps needed to complete the tasks, decision points the users struggled with, and if alternative steps were taken to complete a task. The participants also wrote down their suggestions for improvements on certain steps of a task, and offered passionate criticism for aspects of the app they thought were failing.

The observational data gathered in this research activity is limited to the feedback of only those participants. However, we strongly believe that these changes support a general population since it addresses the "why" to many of the user comments found in our market research.

### Section III : Prioritization

From the users' perspective, the interface elements of JeFit that would benefit most from a redesign are navigation and the information architecture. Specifically, navigation concerning how to find more routines and the organization of the downloadable routines. We also want to focus on a more organized, streamlined, and consistent way to present the different parts of the Jefit application. These modified factors will have the most impact on user experience in order:

- Implement change to the 'routine' user interface and its information architecture to create ease in finding a routine.
- Implement change to the organization in 'download more routines' page.
- Implement change within the exercise pages to present them in a way that makes it easier to read.
- Implement change to allow a fast profile creation.

### Section IV : Redesign Recommendations

#### 1. Start Page

One of the first interface designs we addressed was the start page (Figure set 1).



Figure set 1 - Jefit Start Page for Android and iOS

Our participants who had a difficult time understanding where to go initially commented, “how do I get the app working?” We decided to remove the home page altogether. Upon starting the application, the user will be presented with the “start workout” page (Figure set 2).

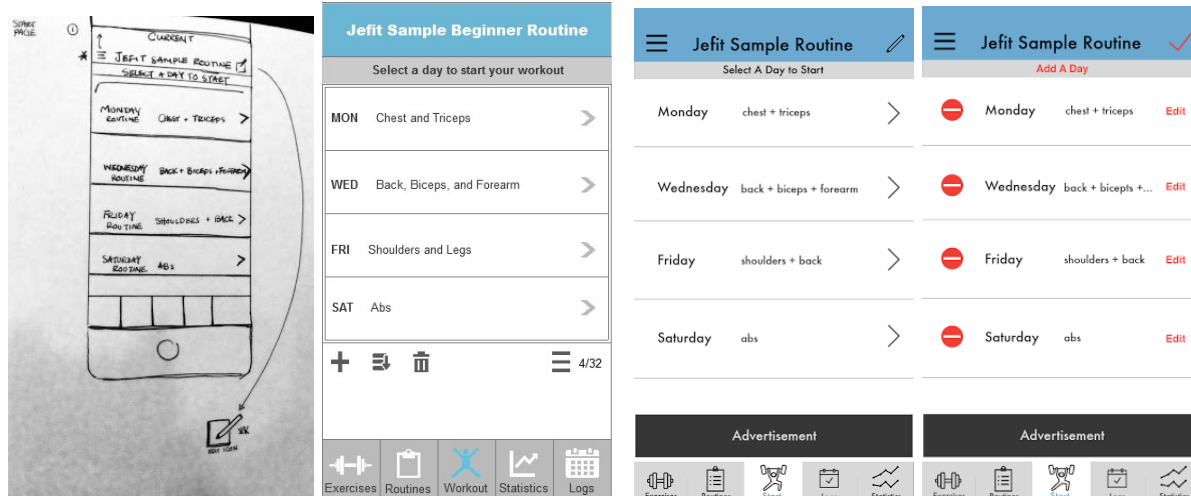


Figure set 2 - Design considerations for the Workout Page (also new home page) for Android and iOS.

This will (1) provide a more efficient means to accessing a set workout routine for an experienced user and (2) allow a new user to start learning and understanding how the application works immediately. The final designs on the right side contains 2 additional components: a left menu on the top left corner and an edit button on the top right corner. Unlike the current workout screen, the redesign attempts to put all editing functions under one function in order to remove the confusion regarding four icons (add, sort, delete, and total available). This allows users to easily access a common menu (where users can access aspects of the app that they don't use as often), and easily edit their workout routine by tapping on a single icon to enter edit mode.

## 2. Routine Manager Page

One of the largest difficulties users faced in the group task analysis was finding an exercise routine that fit their needs. Users first have to find a thin blue bar which says "routines manager / download more." (Figure set 3) Four out of five of the users indicated they had "extreme difficulty figuring out where to go!" when trying to find a routine.

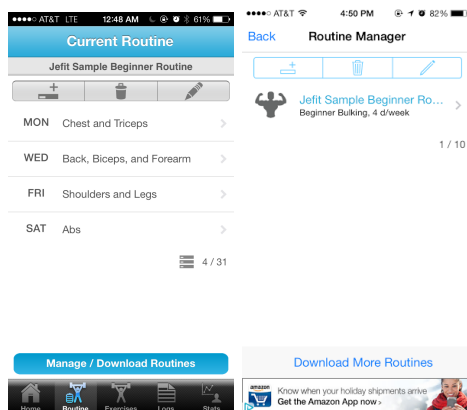


Figure set 3 - Routine Manager for Android and iOS (Jefit).

Upon removal of the home screen to presenting the current routine / workout screen, there is room for another page in the navigation bar (IOS). We decided it was most logical to place a routines manager (Figure set 4) section in the now vacant spot and reorganize the bottom navigation bar so the current routine / workout page is in the middle of the bottom navigation bar. This was seen as most beneficial from the user actions in the cognitive walkthrough to look for the current workout in the middle of the bottom of the screen.

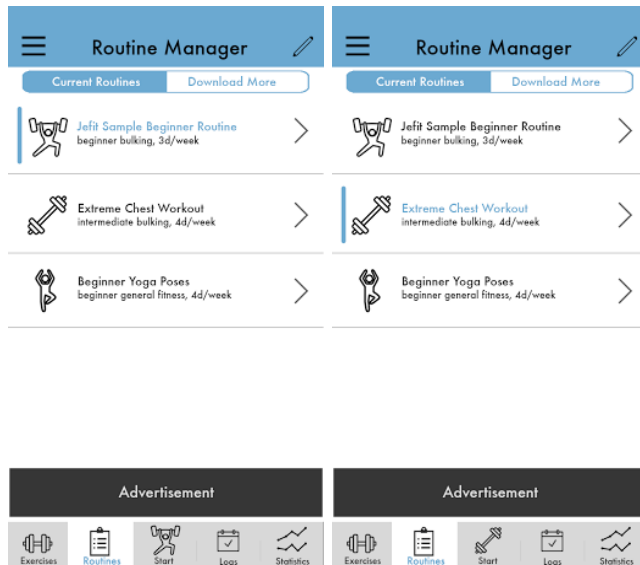


Figure set 4 - Redesign considerations of the Routines Manager page

On this screen (figure set 4), the user is presented with the title of the page, “Routines Manager,” at the top. Below that is a tab which displays current routines with a highlighted blue affordance indicating the user is within this section of the routines manager.

Figure set 4 shows a redesign option that would greatly lower difficulty in editing workouts. In our research studies, many users expressed frustration about not being able to add to or delete from their existing routines easily. This design allows users to add new workouts to existing routines, delete workouts, and modify routine meta information.

### 3. Download More page

The current “download more” screen was the largest problem for users in the cognitive walkthrough (Figure 5). Users disliked how there is “no organization for routines” and were confused as to why “the routines presented in 'download more routines' are randomized every instance of pressing 'download more routines'”

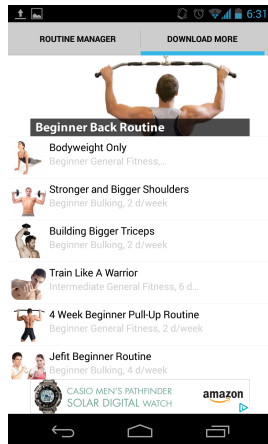


Figure 5 - Original Download More Page (Jefit)

In our redesign, when the users select the “download more” tab, they are presented to a similar looking page, but with an organization of downloadable routines (Figure set 6). Here, the routine pictures and descriptions are the same, but now contain the download numbers and the rating which are taken from the Jefit website. Users are also able to search for routines by fitness level, the type of routine, and days per week. Additionally, we propose the idea of “pro routines” which are created by professionals where the user can decide if they want to pay for it.

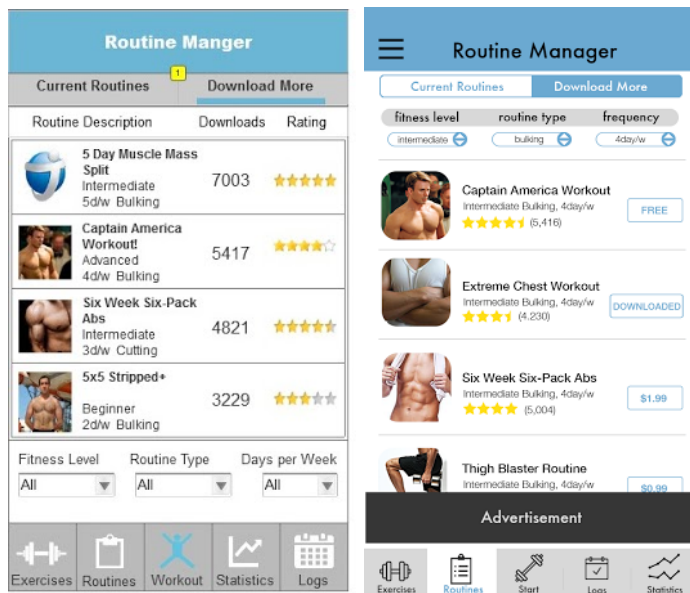


Figure set 6 - Redesigned Download More Page.

#### 4. Community and Profile Feature

One of the main features of Jefit is the availability to stay motivated by integrating an online community to the application. In order for a user to access the online community the user needs to use the web application. Furthermore, we observed in our cognitive walkthrough our participants having difficulty creating profiles and changing upper-level settings. The implementation of a persistent side-left menu allows the user to have immediate access regardless of their viewing location to their goals, community, messages, and settings. (Figure 7) The menu is accessed by pressing the menu symbol located on the top left corner of any screen page.

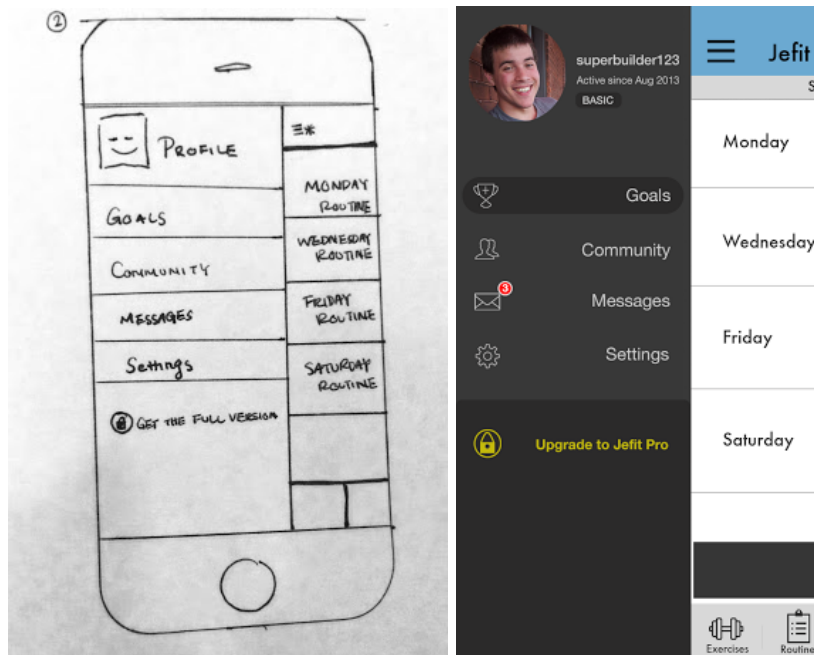


Figure 7 - Left menu option (Jefit)

## 5. Searching through exercises for your routine

A main feature of what Jefit provides is a database of exercises which includes visual and text description of how to properly perform an exercise. We observed users struggling to navigate through this database to find the exercises they wanted for their routine. This struggle was due in part to listing all relevant exercises to a muscle group alphabetically and a cumbersome search function to filter the desired muscle group exercises by equipment (Figure set 8). Users expressed that they desired exercises to be organized by muscle group, then have quick visualization as to the equipment category the exercise falls under.

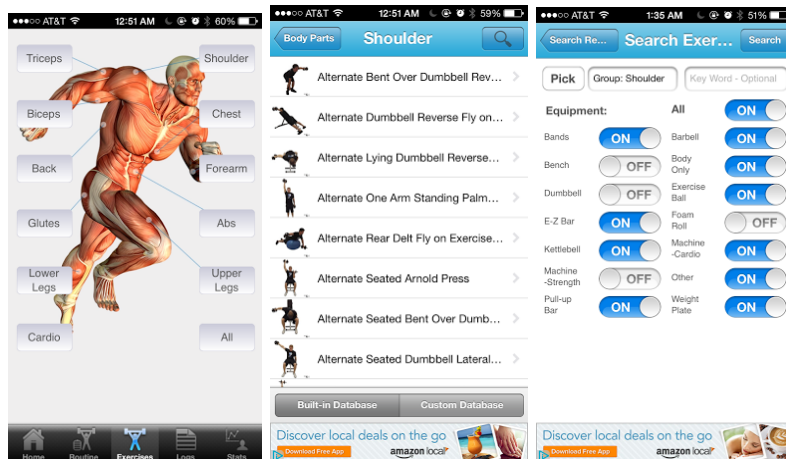


Figure set 8 - Current exercise database navigation.

Our redesign removed this search process altogether and reconceptualized how to view exercises by equipment category (Figure set 9). Now one can easily navigate a through the exercise database by a quick scroll of equipment categories via the right alphabet. Users are now able to find and access the exercises they want quickly.

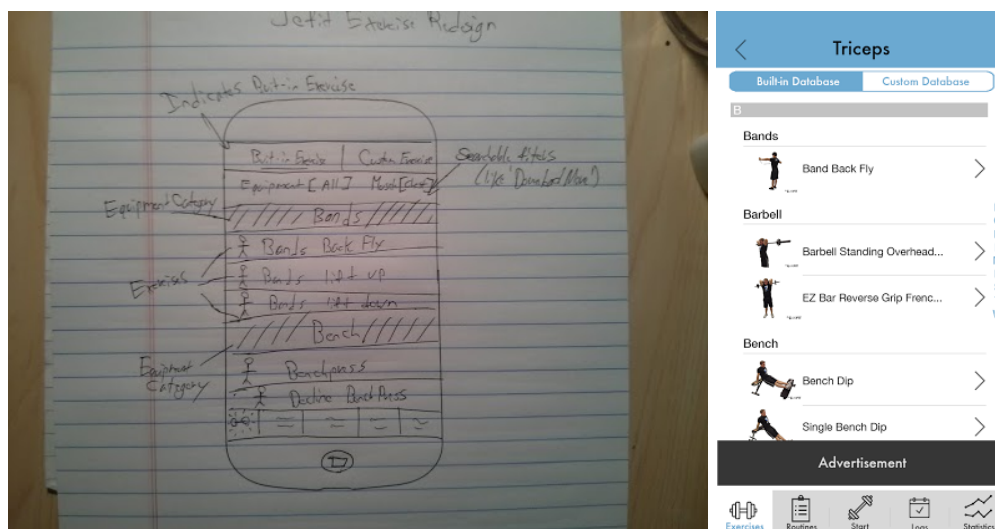


Figure set 9 - Redesigned exercise database navigation.



## **Section V: Conclusion**

Regardless of the high ranking scores users give Jefit in places like the Android store or Amazon App, many of these users continued to struggle with some of the basic tasks of this application. These frustrations take away from the overall user experience. Considering our research, we propose the following redesigns for Jefit IOS:

- 1) Remove the current home page and begin the application at the “start workout” page
- 2) Add consistent navigation through the left-side menu (profile management, community interaction, settings, upgrade to pro) and bottom menu (Start workout, exercise database, routine manager, logs, statistics).
- 3) Add cost to routines that are created by professionals and easy access to upgrade to Jefit Pro
- 4) Organize the downloadable routines by the filters of Routine Type, Fitness Level, and Days Per Week
- 5) Organize the exercise database by Muscle group, followed by the equipment type (alphabetically), and the exercises displayed underneath (alphabetically).

These modifications will enable users to navigate much more quickly and should reduce the frustration of finding relevant routines. Successful implementation of the redesign should continue Jefit’s growth in user base and enhance an already strong foundation.