Jefit IOS Redesign

Summary

Jefit (Jefit.com) is a mobile fitness application that enables users to track their progress, find and build custom routines, and connect with the fitness community to stay motivated towards a healthy lifestyle. My team and I set out to improve the design of the IOS application in order to create a better fitness experience. We utilized market research and a cognitive walkthrough to identify major usage frustrations. After, we iteratively designed and tested to create a great Jefit experience.

Empathize

A great design starts with a deep understanding of the audience. The typical Jefit user is a North American male around the age of 27. He is just starting out or is somewhat versed in fitness exercise, and desires an effective system to build his dream body.

1. Observe
   1. We researched who the real Jefit users are by combing through Jefit forums and looking at web meta information from Google Trends and Alexa (links). We then observed some would be end-users work out a few times to understand a typical routine.
2. Engage
   1. To build a better understanding we held some informal semi-structured interviews with end-users gaining insight to their values, motivations, and needs for their fitness goals.
3. Immerse
   1. Every team member downloaded and used Jefit to gain an understanding of what it’s like to use Jefit – this was invaluable to creating a better experience.

Define

Jefit holds a plethora of interactions for a user to perform, many which are well received. To identify where the application drawbacks are, we conducted market research and found the information architecture and how you navigate were the most problematic. We then hosted a cognitive walkthrough and observed how participants navigated and understood the most problematic areas.

1. Market Research
   1. We analyzed over 600 user reviews from application stores. From these, we got 74 valuable insights into what areas of Jefit need improvement. This was great to gather lots of quantitative data quickly about real end users. Market research is not good at gathering how exactly the user is failing to interact with the application.
2. Cognitive Walkthrough
   1. We hosted a cognitive walkthrough with five participants to speak their thought process while demonstrating a few critical functions of Jefit. For each step of the function, we tried to tell a credible story for whether the user knows what to do at the step and if they do the right thing, would they know they did the correct action. The research helped us prioritize and focus the findings to redesign how you start manage routines, search for exercises, and download more routines. (insert picture of CW)

Ideate

Our group brainstormed and group sketched to form creative solutions for how to overcome the difficulties users faced (insert ideating pics).

1. Brainstorm
   1. Our brainstorming sessions focused on generating a high quantity of creative problem solving. We made sure to encourage wild ideas and deferred judgment.
2. Group Sketch
   1. As with brainstorming, group sketching is vital to any UX process. This allowed us to synthesize ideas and form rough outlines of a great solution.

Prototype

We rapidly prototyped different solutions and got them ready to test on people. (insert early pictures)

1. Rapid Prototyping
   1. This was great for generating many designs. We were able to quickly mock some up with Axure and test them on participants.

Test

With our working Axure prototypes, we had a few participants test and provide feedback on the usability of two redesigns. This helped identify the most usable ideas for high-fidelity mock ups.

Final Product