

**Crossfit Omnia**

Website: [www.CrossfitOmnia.com](http://www.CrossfitOmnia.com)

# UX Process for CrossFit Omnia



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# Project Overview

This project is from my time here at Member(dev). We were tasked with modifying an existing website that was not converting well for the client. After the project kick off meeting with clients and stakeholders, the only requirements to this project was to redesign and build the product.

One requirement was to have application be responsive for mobile users (ie, media queries with CSS structure). The deadline was 6 months. We were tasked with modifying an existing website that was not converting well for the client. How can we help build out the UI so it is responsive and will convert well for the client? We were given a lot of freedom with the UI/UX and the development which was nice. I ended up being able to do some light front end development with this project as well. Mainly SASS and HTML



## **My Role.**

This was a larger project and one of my favorite projects to work on because I knew the UI had to be unique from the beginning. Having friends in the fitness industry, made this even more engaging for me. The primary role for me was UI/UX design and front end development.

### **Skills Used:**

- UX / Visual UI Design
- Human Centered Design
- Graphic design and Brand Identity
- UX Research
- Competitor Research
- HTML and CSS
- Bootstrap
- Sketch App
- Invision and Flinto for Prototyping tools

### **Project Deliverables:**

- UX Flows
- Site-Maps
- Branding and typography specific to previous website
- Brandkit & Moodboard
- UXR Documentation
- UI Design
- Responsive website for tablet and mobile
- Integrate Lead generation

## **Research.**

I began the process of thinking about accessibility, ease of use and seeing what else was in the competitive landscape for other Crossfit gyms in the Denver market and how the competition was going about lead generation, were they using an email integration tool? How long did it take to receive pricing and other information?

My main goal in the research phase was to determine who the target audience was, gym goer's, relatively younger age group, between 18-35 for this specific location and who their target audience was going to be. Creating personas based on the

target demographic made things a lot less rigged when moving into the site map and user journey of the website. Creating wireframes was easier for me during this process because I was able to base most of the low-fidelity wireframes off of the lucid chat site map.

## **Development.**

After conducting a blank card sorting and a journey maps activity with fellow designers and with a few individuals in my target demographic, and some of the people who were looking for gyms in the area, I found there were some ways to improve the lead generation part of the deliverable as this was a crucial requirement to the client. These were mainly user interviews from the previous site, what they liked and what they didn't. I also asked them about functionality and different goals they would have when coming to the website.

For the lead generation too - I like the idea of implementing a large CTA button which when clicked, a modal would display, (using the jet diesel technology of email capture), after doing some market research, I felt like a great way to capture emails which would then convert into lead generation for the client and gym owner. Creating a journey map around this was a difficult part because I didn't want the user to leave the site when the button was clicked, but because this was a modal there was no reason the user would be leaving the site when the CTA button was clicked.

## **Test Plan.**

Objectives:

- Establish pain points within the process.
- Determine if the CTA section helps with lead generation.

## **Key Measurements:**

Qualitative:

- Determine dissatisfaction / where.
- Requirement to involve user skill

- Determine time spent scrolling / pausing

Quantitative:

- Gather sample utterances and all lead generations per 30 min test
- Watch users use the product, take notes and really focus on how they used the product.

## **Test Subjects:**

- Prospective gym goers / clients
- People casually searching for a new gym or people new to the area
- Users who want more information on buying a gym membership

## **Dependencies:**

**Hardware:**

- Mobile devices across platforms
- Laptops & Desktop

## **Test Design:**

### **15 MINUTE SESSIONS**

Due to time constraints the sample sizes were a little bit smaller and were only able to span around 15 minutes.

Idea behind testing was to switch between mobile and desktop "A" and "B" per test

## INTRO

Gender: 4 male 6 female

Age: 18-34

ASK: Do you currently go to a gym in the area, if so which one?

ASK: Are you actively searching for a new place to work out?

Ask: What are some of the things you consider when looking at joining a gym?

Ask: How many gyms will you consider before choosing the right one for you? Ask:

Have you ever attended a CrossFit style gym before?

### Gym belonged to / Areas searching for a gym

Show homepage with CTA and button.

**OBSERVATION:** Users were able to successfully engage with the lead generation tool? – Yes users were able to request pricing information from the home page and section CTA on the homepage. 4/7 users clicked the section CTA on HP

Are there any pain points? – At this stage to testing, No.

**OBSERVATION:** Do they reference the app or menu button?

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**OBSERVATION:** Do they reference the app or menu button?

## Test Debrief:

**Ask:** How can we improve the overall functionality of the test / site?

**Answer:** “The functionality was great, I didn’t like the really large social icons on the footer section of the site, maybe you can make those smaller so we don’t get distracted by them next time.”

**Ask:** How can we improve the experience?

**Answer:** “I love being able to access the workout of the day from any page, this was important to me, wanted to know that I could see that from anywhere in the site, I don’t think that anything really needs immediate improvement.”

**Ask:** Should we take anything off the site that is distracting?

**Answer:** “I think the parallax effect can be distracting sometimes, but I enjoy it on the homepage, not on other pages when I’m specifically looking for further information, it can be kind of distracting.”

**Ask:** Do you have any additional feedback that you would like to discuss?

**Answer:** “I would eventually like to see the integration of a chat feature to be able to discuss the different workouts with my friends on the site itself.”

100% | 7 participants preferred desktop over mobile versions of the prototype

40% | 3 participants preferred Mobile over desktop.

10% | 3 participants did not have a preference

## EXECUTIVE SUMMARY

Participants were unaware that the website variation of devices were solely based on a crossfit gym specific site and not other gym types .

## PARTICIPANTS

7 total participants

83.3% | 4 participants were female and did not own a home

16.7% | 3 participant was male and had a gym membership

33.3% | all 7 participants were 18-35 years old

## Mobile version



Modify logo and hamburger menu | Make sure the user can tap out of the menu when accessed by hamburger menu

Revise modal to ask only for an email instead of first and last names.

## MVP —

*“A minimum viable product (MVP) is a development technique in which a new product or website is developed with sufficient features to satisfy early adopters. The final, complete set of features is only designed and developed after considering feedback from the product's initial users.”*

After considering all the feedback from the A/B testing, interviews and data capturing tools such as google analytics and Fullstory. We were able to really get enough information to start our early iterations on the product, jumping in and refining the design to make the overall use easier to sign up for pricing information and gym membership rates. Making the subtle changes taking all the participants of the test into consideration, we were able to make effective, painless changes that overall, helped with the conversion rates for the gym and its patrons, stakeholders.

The early tests showed that there was great engagement with the desktop version of the site, I was surprised that there was plenty of satisfaction with mobile and tablet versions of the website. In turn, we turned our focus on the mobile version of the website and made the changes needed for a better overall product.

