

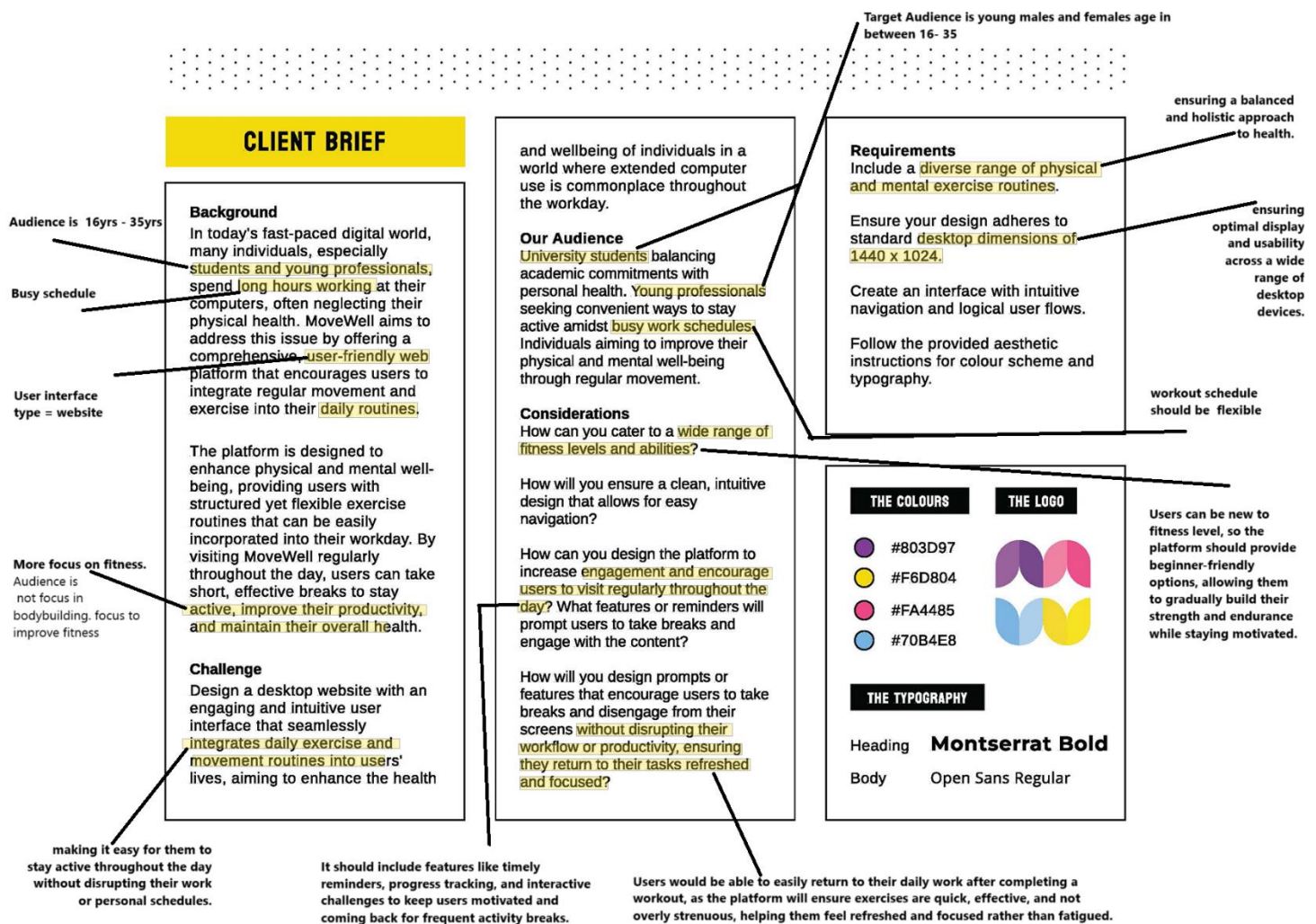
MoveWell

Your Daily Boost for Body and Mind

Manpriya Laksahan Pathirana

20922993

Brief Breakdown



This image outlines a client brief for the **MoveWell** desktop website, aimed at integrating daily physical and mental exercises into users' lives. The platform is designed for **young professionals and students** (ages 16–35)

who spend long hours on computers, often neglecting their physical health.

The key objectives of the platform are to:

- **Enhance well-being** by offering structured yet flexible exercise routines.
- **Seamlessly integrate exercise** into users' busy work schedules without disrupting productivity.
- Ensure a **user-friendly interface** with clear navigation and logical user flows.
- Provide a **diverse range of physical and mental exercise routines** tailored to varying fitness levels.
- The design should adhere to standard **desktop dimensions (1440 x 1024)**.
- the website aims to foster a **balanced and holistic approach** to fitness, making it accessible and flexible for all users.

User Research

Quick Findings Report

1. Users prioritize integrating fitness routines into their daily schedules without interrupting work.

Supporting Quotes:

- "I need something that fits around my work hours without taking up too much time." (p)
- "I can't afford long workouts; short, effective breaks are ideal." (p)
- "It's important that I can do these exercises quickly and still stay productive afterward." (J)

Implications:

- The platform must emphasize quick, efficient workout routines that can fit into busy schedules.
- It should provide flexibility for users to choose workout lengths and difficulty levels based on their time availability.
- Minimize post-exercise fatigue, allowing users to return to their work feeling refreshed.

Design Ideas:

- Offer customizable workout plans with duration options (e.g., 5, 10, or 15-minute workouts).
- Include reminders or notifications to prompt users to take short movement breaks throughout the day.
- Integrate progress tracking and a "work-fitness balance" guide, helping users optimize exercise with minimal disruption to their workflow.

Quick Findings Report

2. Users want easy to use navigation for quick access to routines and progress tracking.

Supporting Quotes:

- "It should be super easy to find what I need, like a simple navigation bar." (P)
- "I don't have time to figure out complicated menus." (P)
- "As a beginner, App should guide me from basic " (J)

Implications:

- The platform's user interface must be intuitive and simple to navigate to reduce user frustration and time spent searching for exercises.
- Quick access to daily routines, fitness history, and personalized recommendations will improve user retention.

Design Ideas:

- Implement a clear, minimalistic navigation system with quick links to daily routines and progress.
- Use icons and visual elements to guide users to their fitness goals and recommended exercises based on prior activities.
- Incorporate a search function that allows users to quickly find specific routines or exercises based on their needs.

Quick Findings Report

3. Users have varying levels of knowledge and experience with exercise routines.

Supporting Quotes:

- "I'm new to working out, so I need guidance on where to start." (P)
- "I've been exercising for years, so I prefer advanced routines." (P)
- "I need clear instructions because I'm not always sure if I'm doing it right." (J)

Implications:

- The platform needs to cater to users with different fitness levels, from beginners to advanced.
- Clear instructions, including visual or video demonstrations, are essential for users to follow exercises correctly.
- The platform should offer personalized workout recommendations based on users' experience levels.

Design Ideas:

- Implement a fitness level selection option (beginner, intermediate, advanced) to personalize the user experience.
- Provide step-by-step instructions and video demonstrations for each exercise, ensuring proper technique for all users.
- Include progress-based recommendations, adapting routines as users' experience and strength grow over time

User Personas

Questions that asked for the interview

Warm-up Questions:

1. *Can you please tell me your name?*
2. *How old are you?*
3. *What do you do for work or studies?*
4. *How often do you engage in physical exercise?*
5. *Do you currently follow a specific workout routine or plan? If so, what does it look like?*

MoveWell-Specific Questions:

1. *Can you describe your typical daily routine? How do you balance work/study with fitness activities?*
2. *What motivates you to work out? Is it to improve health, build strength, or something else?*
3. *Have you used any fitness apps or websites before? What was your experience like with them?*
4. *Tell me about a frustrating experience you've had while trying to follow a workout program, either in person or online.*
5. *What's your favorite thing about fitness apps you've used in the past? What keeps you coming back to them?*
6. *What do you think is the hardest part of staying consistent with your fitness routine?*
7. *How would you like an app like MoveWell to help you improve your fitness routine?*
8. *What kind of exercise programs or features would be most helpful to include in MoveWell for someone at your fitness level?*
9. *How would you feel about receiving reminders to take short breaks for movement or exercise throughout your day?*
10. *As a student or someone with a busy schedule, how can MoveWell help you integrate fitness into your life more easily?*

- *I collected data from interviewing 2 classmates and 1 AI chatbot .*

User persona 1

Demographics:

- **Name:** Pamith Weediyaage
- **Age:** 23
- **Gender:** Male
- **Occupation:** Student (Part-time work)
- **Location:** Sri Lanka
- **Experience:** 2 months of consistent gym workouts
- **Frequency:** 3-4 times a week

About:

- Pamith is introverted and enjoys working out to build muscle and improve his physical health.
- He is a student with a busy schedule, balancing part-time work and studies.
- He has been working out for two months and is focused on muscle growth, gradually learning more about fitness routines.
- Pamith values efficiency in his workouts and seeks structure to fit them into his daily routine without overwhelming his schedule.

Relevant Patterns of Behavior:

- Pamith prefers concise, guided workout routines that help him stay consistent.
- He is in the early stages of his fitness journey, so he appreciates easy-to-understand instructions and progress tracking.
- He prefers structured workouts that cater to muscle-building goals.
- As an introvert, Pamith is likely to explore fitness content individually, focusing on personal growth over social sharing.

Goals:

- To build muscle effectively and gain confidence in the gym.
- To develop a structured workout routine that fits into his busy schedule.
- To track his progress and maintain motivation.

Pain Points:

- Finding it challenging to balance studies, work, and regular workouts.
- Struggles with finding beginner-friendly muscle-building exercises.
- Limited time due to academic and work commitments, so he needs quick, effective workouts.
- Prefers straightforward instructions and easy navigation to avoid frustration with the app.

Extraversion: 30%

Free Time: 40%

Technological Competence: 70%

User persona 2

Demographics:

- **Name:** Padma
- **Age:** 31
- **Gender:** Female
- **Occupation:** PhD Student
- **Location:** India
- **Experience:** Has never been to a gym, but has tried YouTube workout tutorials
- **Diet:** Vegetarian
- **Marital Status:** Married

About:

- Padma is focused on her academic career as a PhD student but is also trying to prioritize her health by losing body fat.
- She has the time to dedicate to regular workouts, but her previous attempts using online tutorials have not yielded visible results.
- As someone new to structured exercise routines, Padma seeks guidance on how to effectively lose weight in a sustainable way.
- She is vegetarian and may need customized workout and nutrition recommendations that align with her diet.

Relevant Patterns of Behavior:

- Padma has tried fitness routines through YouTube but hasn't seen progress, which has made her eager for a more effective solution.
- She prefers flexible, home-friendly workout routines since she has never been to a gym before.
- Being a PhD student, Padma values research and tends to seek evidence-based workout strategies that are proven to work.

- She is health-conscious, looking for fitness programs that respect her vegetarian diet.

Goals:

- To lose body fat effectively and adopt a healthier lifestyle.
- To find a structured, beginner-friendly workout routine that leads to visible progress.
- To incorporate workouts that align with her vegetarian diet and overall health goals.

Pain Points:

- Previous attempts with YouTube tutorials have not shown results, leading to frustration.
- As a beginner, she lacks confidence in knowing where to start or how to progress.
- She needs an exercise program that is suited to her body type, goals, and diet.
- Struggles to find fitness routines designed for someone who has never been to a gym.

Extraversion: 40%

Free Time: 60%

Technological Competence: 80%

AI chatbot

Demographics:

- **Name:** Jordan
- **Age:** 27
- **Gender:** Male
- **Occupation:** Marketing Coordinator at a tech company
- **Location:** (Not specified)
- **Experience:** Exercises 2-3 times a week but occasionally misses sessions due to a busy work schedule
- **Diet:** (Not specified)
- **Marital Status:** (Not specified)

About:

- Jordan tries to incorporate a mix of short runs, strength workouts, or yoga into his routine depending on how much time he has each day.
- His job can be hectic, with long hours at his desk or in meetings, leaving him tired and often unable to work out during weekdays.
- He exercises mostly on weekends or when he has free time after work but struggles to balance fitness with social commitments and work stress.

Relevant Patterns of Behavior:

- Jordan has used fitness apps like Nike Training Club and MyFitnessPal, finding them convenient for structured workouts and progress tracking.
- He values short, flexible workout routines that can fit into his busy schedule and dislikes routines that are long or repetitive.
- Jordan enjoys fitness apps that offer variety and keep workouts engaging so he doesn't get bored easily.

Goals:

- To maintain a healthy lifestyle by staying active, improving his energy levels, and building strength.
- To find a balance between work and fitness, ensuring he can fit exercise into small time slots without feeling overwhelmed.

- To have structured but flexible workout plans that fit his energy level and daily schedule.

Pain Points:

- Struggles to balance exercise with his busy and often stressful work life, leading to inconsistency in his workout routine.
- Finds it hard to stay motivated when fitness plans are too time-consuming or don't fit into his schedule.
- Dislikes workout plans that don't offer flexibility for different fitness levels or guidance on how to adapt exercises.

Extraversion: 60%

Free Time: 40%

Technological Competence: 70%

AI chatbot conversation:-

<https://chatgpt.com/share/66ffdf51-77e8-8000-aa8a-0fdb5fd0c94>

User goals

Pamith's goal is to find a time-efficient, structured workout routine that fits into his busy schedule, helps him build muscle, and tracks his progress, without overwhelming him with unnecessary information or complex fitness plans.

Padma's goal is to find a beginner-friendly, structured workout routine that helps her lose body fat sustainably, while aligning with her vegetarian diet and allowing her to work out at home without gym equipment.

Jordan's goal is to find short, flexible workout routines that fit into his busy work schedule, allowing him to stay active, improve his energy levels, and build strength without feeling overwhelmed or losing motivation.

User Scenarios

Pamith

After his evening study session, Pamith feels like resting. When he opens his fitness notes to make plans for the following day's workout, he finds he is running out of things to fit into his busy life. He goes to YouTube in search of easy-to-follow muscle-building workouts for beginners, but the volume of content soon overwhelms him. Pamith realises he doesn't have much time to look for new routines or skim through lengthy videos.

Pamith looks over his routines from the previous week on his fitness tracker because he wants to keep track of his improvement. Because of his work shifts or last-minute study sessions, he observes a pattern of irregularity. Feeling a little frustrated, he decides to search for more efficient workout plans that can fit into his 30-minute breaks between classes and work.

After spending 20 minutes reading fitness blogs, he feels lost in technical jargon. Pamith wishes there was a way to get a structured, no-fuss routine tailored to his muscle-building goals, without wasting time figuring out what works best for him. He wants something simple that lets him track his progress while balancing his studies and part-time work, without feeling overwhelmed.

Padma

After a full day of PhD study, Padma comes to the realisation that she hasn't been hitting her fitness goal. She remember trying YouTube tutorials in the past but becoming impatient when weeks passed and she saw no physical changes. Padma decides it's time to get serious about her health, but she feels unsure of where to begin. Not having been to a gym before, she wants something that can be done at home.

She begins to browse fitness blogs and videos in search of workout regimens that are appropriate for beginners. The material is overwhelming, and many regimens don't appear to fit her vegetarian diet. She also observes that the majority of programs call for gym equipment, which she is unable to obtain. After an hour of reading through various articles, Padma feels frustrated again, as none of them seem to be aligned with her needs.

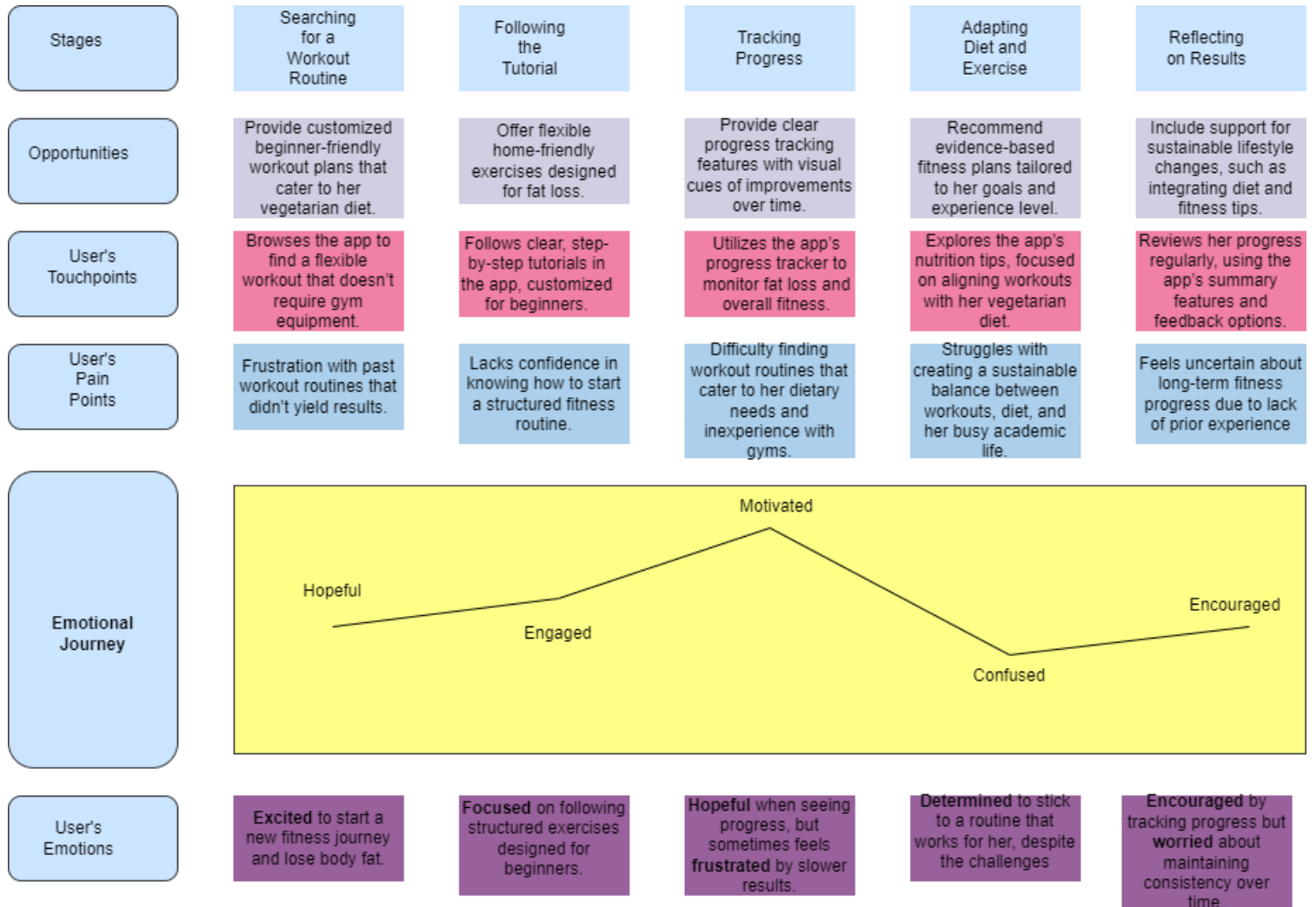
Padma wishes she could discover an evidence-based program built for novices like her own, one that would keep her motivated and enable her to monitor her progress without being bogged down in complex fitness jargon.

User Journey Maps

Pamith Weediya



Padma



Brainstorming

