Healthypal

A UI/UX Evaluation and Redesign
Internship - 2016

Introduction

HealthyPal is a health application that connects users to fitness, medical and diet experts. Hundreds of categorized content along with exercise videos exist in the application.

 As soon as a user buys a diet or exercise package, a trainer or a diet doctor starts to assign a plan to the user. The user has to select done or undone the daily plan and it is visible for the trainer and diet doctor to track their customer via an admin panel.
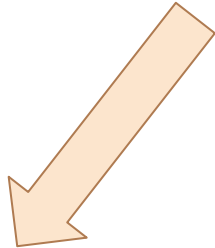
Challenge of the company?!

How we could change the design and bring new features to sell more packages and encourage users to keep buying packages from the Healthypal application every month.
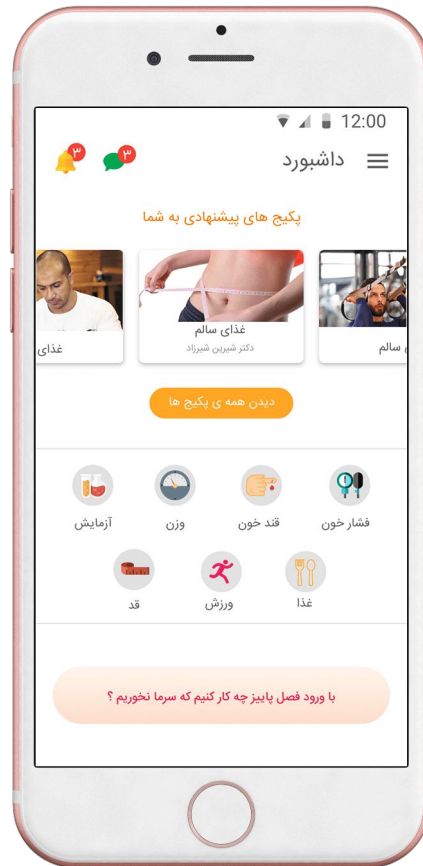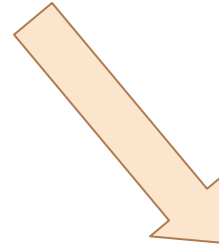
Design Process- Empathize

Information Collection

| Healthypal Application | Phone Interview | Comparative/Competitive Analyses |

Findings

1- Age: My first observation was that the existing customers were mostly between 15 to 40 years old, and hardly could I find an elderly or even a middle-aged person using the application. Here is a quote from an elderly customer in an interview.

"It is hard to always open the application and follow the plan on that, I prefer to have a paper plan to hang it on a wall or my refrigerator".

Findings

2- GENDER: depending on the gender, women were more interested in diet plans, however men bought more exercise plans.

3-MOTIVATION: I also realized one common concern among users, they stopped continuing their plan after 2 or 3 weeks and the issue was lack of motivation. One user said:

> **"When I do my daily workouts at home with the application videos I can't see other people around. It was my main source of motivation to keep going."**

Findings

4- TIME: One major pain point based on the interviews was the time the user had to wait to receive the plan.

> "When I paid the plan I had a message that soon I will receive my package, I got frustrated when I will be able to start it. Every day and hour I open the application to see if there is a change in it"

5-PRICE: Some users mentioned when it is an online service they expect something cheaper than a physical plan.

Persona based on findings

Sam Farhang

Age: 30

Employement: Full time developer

Marital Status: Maried

Bio

He is a full time developer in a tech company.
He lives in a big and crowded city.
He got married 2 years ago. Since then, he gained weight
and he is not happy with the shape of his body.
His wife always tell him she wishes to see his body as fit as he was single.

"I want to loose weight but I don't have time"

Wants & Needs

He wants to loose weight and have a good body shape
He wants to have a healthier lifestyle

Frustrations

He doesn't want to spend a lot of time and effort

Scenario and Tasks based on Persona

Scenario:

You have gained weight and you would like to stick to a plan to lose some weight and have a good body shape. Please follow these tasks to register to the application and purchase a plan.

Tasks:

1. Register
2. Find the Workout and Diet package
3. Purchase the package
4. Find your plan that has been assigned
5. Done/Undone your first Food and Workout assignment
6. Send a message to your doctor

Experiment

12 participants were recruited. Participants were asked to use think out loud method during the experiment to collect qualitative data.

Success: Complete the task within selected time frame.

Partial Failure: Complete task with incorrect information, within time frame.

Failure: User is blocked and cannot complete the task or the user is not able to complete the task within time frame.

Average Completion Time

Summary of the results

Task#1: Registration

7/12 Participants were able to successfully complete the task.

5/12 Participants could not complete the task within the time frame but they didn't block during the process.

"Why I need to enter this much information??"

"It is so boring and long process. I have probably given up if you didn't ask me to register"

Summary of the results

In this step the UX team suggested to remove some fields, however the stakeholders did not accept to remove any of them as they wanted to collect all information. From their perspective, losing some users in this step worth collecting the information from registration.

The UX team suggested to add gamification elements for registration to make this process less boring.

Summary of the results

Task#2: Finding the package

3/12 Participants were able to successfully complete the task.

9/12 Participants could not find the package within the selected time frame.

"So confusing! I can't find it"

The UX team suggested to show the packages in the main page of the app like a slideshow.

It was suggested to show the packages that best suits the users information from the registration process.

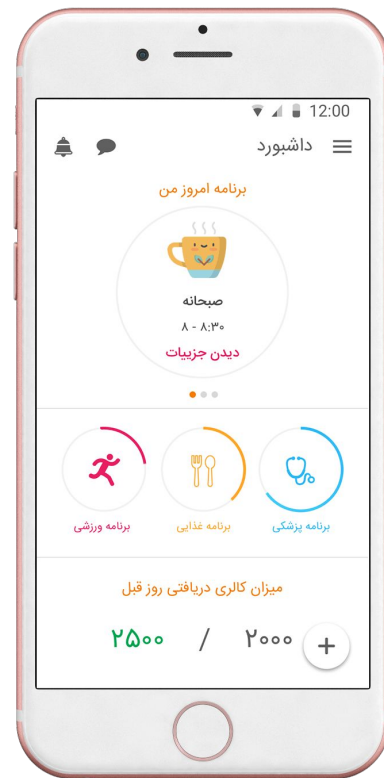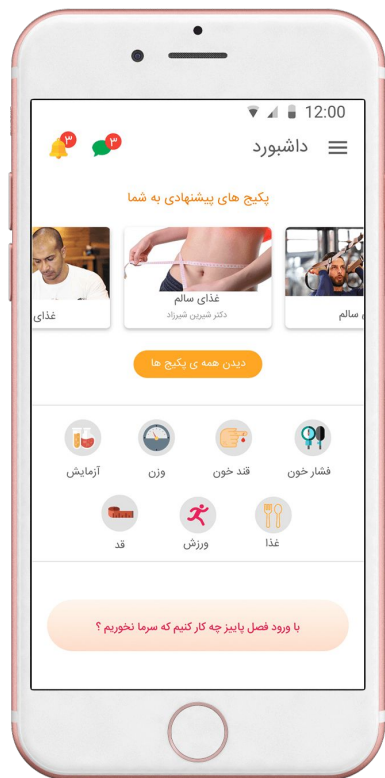# Summary of the results

Task#3: Purchase the package

12/12 Participants were able to successfully complete the task.

The only suggestion was to make the purchase button bigger and different color.

Task#4: Find your plan that has been assigned

4/12 Participants were able to successfully complete the task.

The plan hides into another page without letting the user know. It was suggested to completely change the design of the app after it has been assigned. As you see in the next pictures. There are 3 designs. The left one is showing the packages and promotes the ones that best suit users' information. The middle one is the time the user needs to wait until the plan getting assigned. And the right one is after the plan has been assigned to the user.

Summary of the results

Task#5: Done/Undone your first Food and Workout assignment

3/12 Participants were able to successfully complete the task.

The rest of the users could not understand how to do it. It was suggested to onboard new users better.

Task#6: Send a message to your doctor

10/12 Participants were able to successfully complete the task.

The only change that was suggested was changing the color of the icon when they have a new message.