



Fitness App

UI UX Case Study



90+

Screens



6

Weeks

Project overview

Level Lift is a fitness app designed to enhance workout consistency, provide expert guidance, and track progress effectively. It caters to both gym-goers and fitness trainers, offering a seamless platform for achieving fitness goals.

For gym-goers, the app provides personalized workout plans, meal tracking, progress monitoring, and access to certified trainers. Users can log their workouts, track weight and performance metrics, and stay motivated through structured fitness programs tailored to their goals, whether it's weight loss, muscle gain, strength training, or general fitness.

For trainers, Level Lift serves as a powerful tool for managing clients, offering customized workout plans, scheduling sessions, and tracking client progress. Trainers can also get verified and expand their reach by connecting with a broader audience.

With an intuitive interface, secure payment options, and real-time engagement features, Level Lift bridges the gap between fitness enthusiasts and professionals, making health and wellness more structured, interactive, and results-driven.



Problem

Many gym-goers struggle with consistency, lack of proper guidance, and difficulty in tracking their progress, leading to slow or ineffective results. On the other hand, trainers face challenges in managing multiple clients, expanding their reach, and providing personalized coaching efficiently.

Solution

Level Lift offers a structured fitness journey with personalized workout plans, expert trainer support, real-time progress tracking, and seamless client management. The app bridges the gap between users and trainers, making fitness more accessible, engaging, and result-driven for everyone.

Design Process



Empathize

- User Research



Define

- User Persona
- Empathy Mapping
- User Journey Map
- Competitor Analysis



Ideate

- User Flow
- Information Architecture



Design

- Low- Fidelity Wireframe
- Mid-Fidelity Wireframe
- High- Fidelity Wireframe



Test

User Research Questions

1. How long have you been working as a fitness trainer? and what inspired you to become one?
2. What are the most common fitness goals you see in your clients?
3. What challenges do your clients face in achieving these goals?
4. How do you ensure your workouts are engaging for clients?
5. How do you customize your fitness programs to meet your clients' unique needs?



1. How often do you go to the gym?
2. What are your current fitness goals? and How do you measure success in achieving your fitness goals?
3. Since when you are going to gym for workout?
4. What drives you to workout like this and stay fit?
5. What challenges do you face in maintaining a regular gym schedule?
6. How important is to get personalized workout plans for you?



Design System

Colors



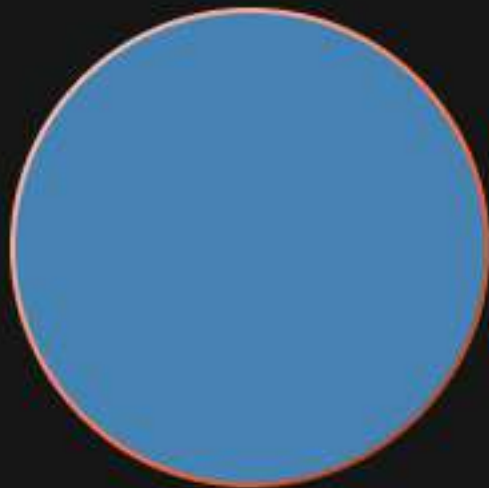
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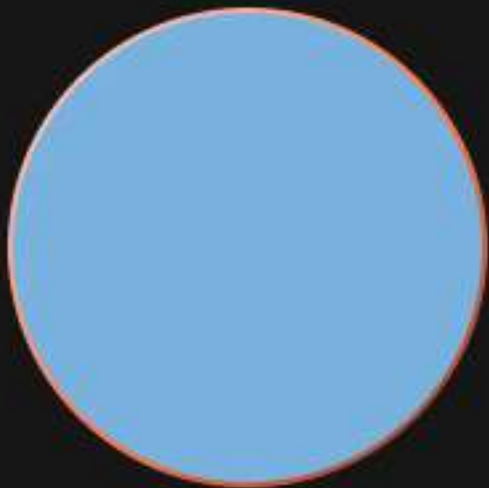
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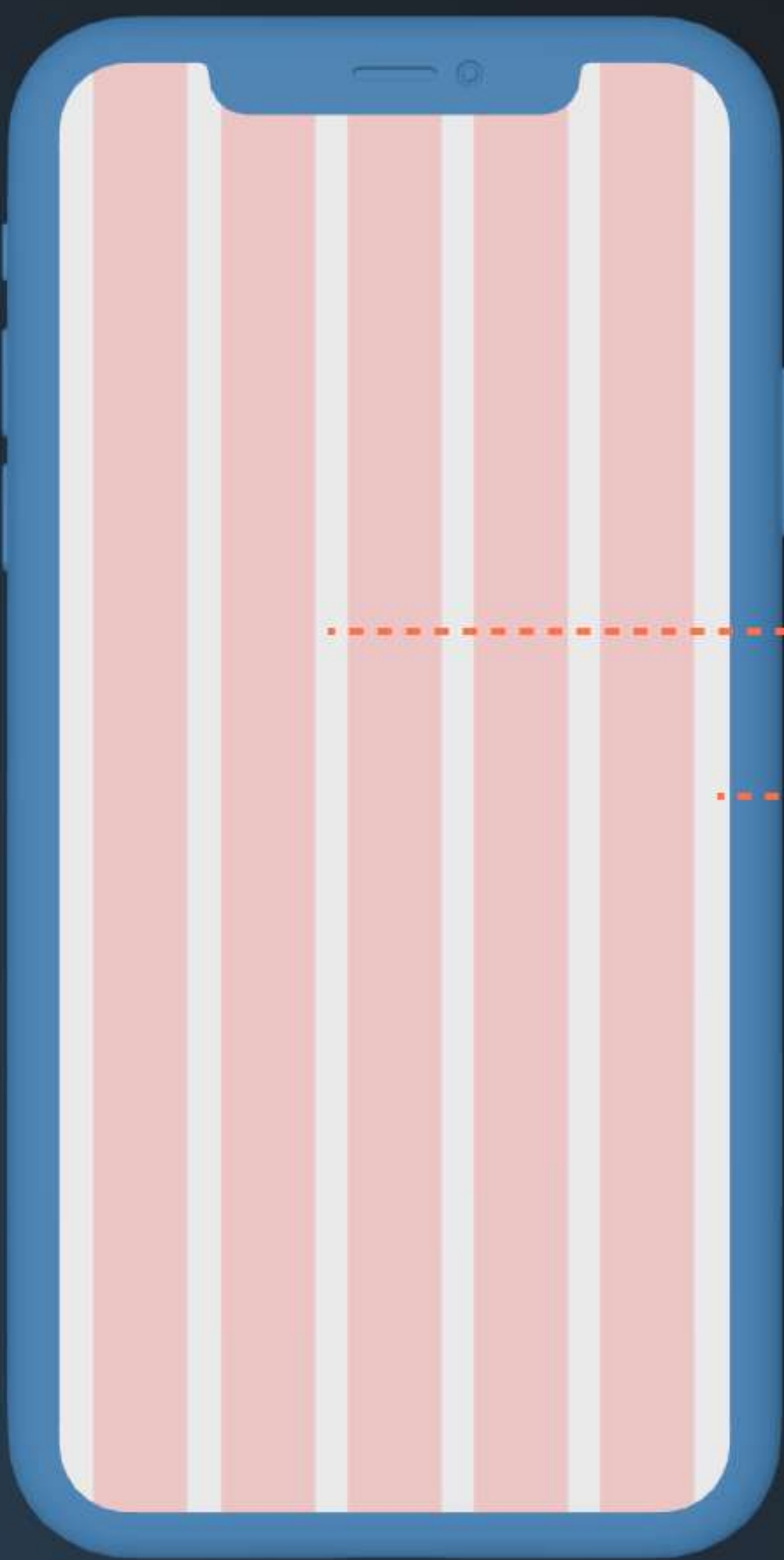
Aa

Poppins

Bold
Medium
Regular
Light
Thin light

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Grid System



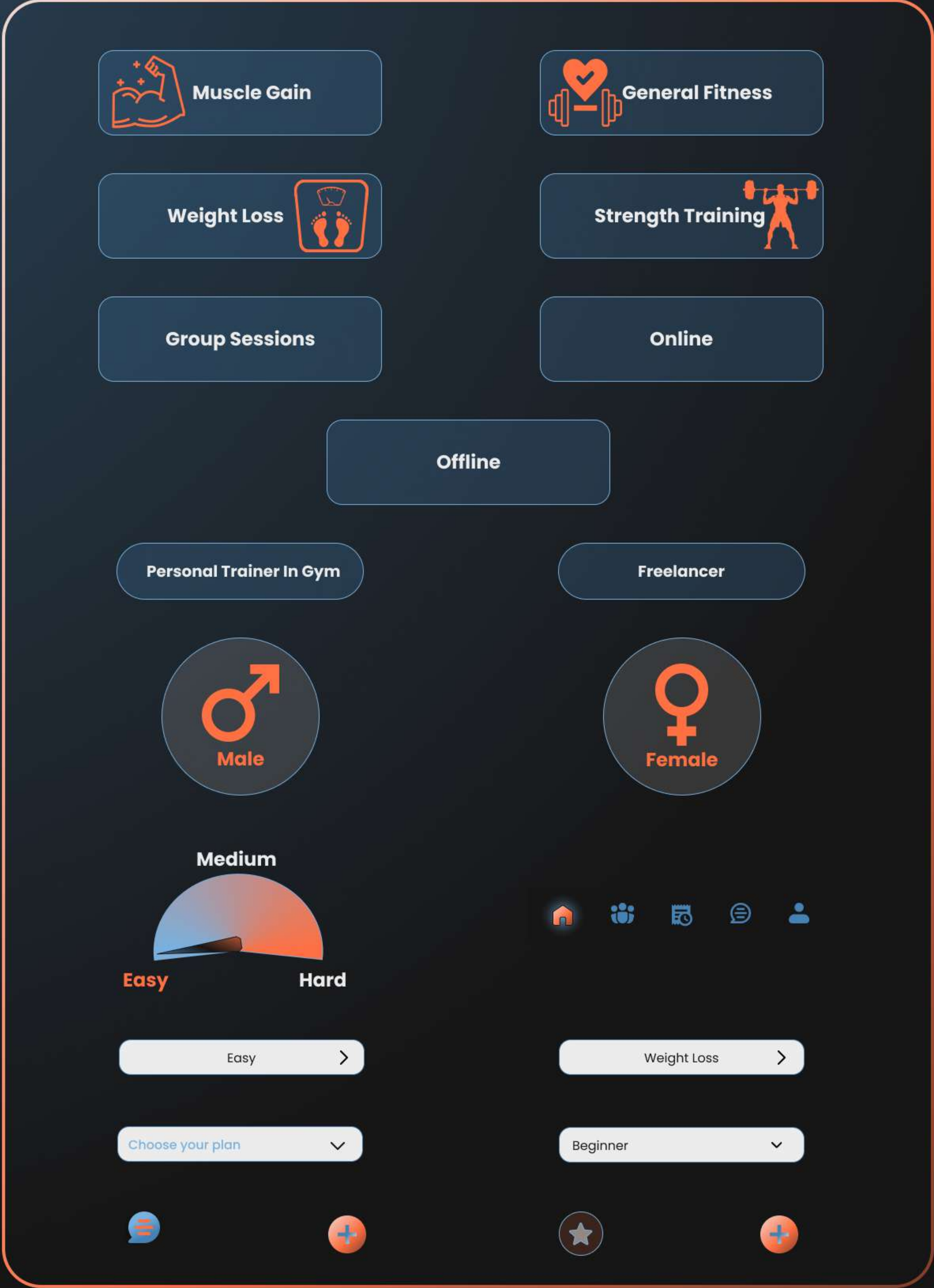
Gutter - 20

Margin - 20

Icons



Components



User Personas



Abhirami
Age: 30
Occupation: Certified Gym Trainer
Location: Bangalore, India
Status: Married
Education: B.Sc



“ Shaping up ourself is quite important, both mentally and physically ”

Abhirami is a charismatic and goal-driven gym trainer who believes in empowering her clients to achieve their best selves. She works primarily with clients who range from beginners to intermediate fitness levels, offering personalized coaching and group training sessions. Her workday involves managing workout schedules, tracking client progress, and continuously updating workout routines to suit individual goals. Abhirami has a strong social media presence and often shares fitness tips and success stories, even though she finds it challenging to stay organized and maximize her reach.

Frustrations:

- Abhirami feels managing multiple clients and creating individual plans is time-consuming.
- She is worried about the communication gap because delayed response can sometimes lead to client dissatisfaction.
- There are only less efficient ways to design customized programs without starting from scratch for every client.
- She struggles to showcase her services effectively to a broader audience.

Goals:

- Abhirami wants all client information, progress, and plans centralized in one platform.
- She needs a direct line of communication for updates, feedback, and reminders.
- She expects to keep her clients motivated with milestone tracking, achievements, and challenges.
- She tries to expand the reach and attract more clients by showcasing her services.
- She wants her clients to experience a proper training.



Abdul Rahman
Age: 26
Occupation: Software Developer
Location: Chennai, India
Status: Single
Education: B.E.



Debug your limits, compile your strength, and deploy your best self—one rep at a time.

Abdul lives in chennai, enjoys to work hard but at the same time he also seeks balance through fitness. He holds a Bachelor's degree in Computer Science from a reputable university. Occasionally travels for work or leisure, often exploring new places. Abdul is a dedicated gym-goer who has been working out consistently for three years. He often feels frustrated when trying to track progress or plan workouts effectively. Abdul seeks a solution to simplify workout planning, stay motivated, and ensure steady progress. Abdul values tools that offer personalization, progress tracking, and expert guidance.

Frustrations:

- Abdul feels that he is spending too much time searching effective workout routines.
- He is losing motivation without visible milestones or achievements.
- He suffers from lack of clear guidance for proper form or new exercises.
- He faces difficulty in tracking progress manually.
- He can't find time to schedule or plan for the workouts.

Goals:

- Abdul wants to save time by planning, Scheduling and logging.
- He looks for tracking the progress seamlessly and view his performance over time.
- Discovering new exercises to keep his workout routines fresh and engaging.
- He needs to stay consistent and motivated through reminders.
- He believes a proper guidance from an expert would help him a lot

Empathy Mapping

Says:

- Creating personalized workout plans takes so much time.
- I want my clients to stay motivated and connected with me.
- I want to build a strong reputation and grow my client base.
- Tracking client progress is a challenge without the right tools.

Does:

- Monitors client progress through manual logs, spreadsheets.
- Designs personalized fitness plans for clients based on their needs and goals.
- Networks with other professionals and engages with the fitness community on social media.



Feels:

- Finds it difficult to sift through an overload of fitness information online.
- Hoping for a solution to track the progress on a mobile application.
- Excited on staying fit and consistent.

Thinks:

- Am I progressing right?
- Why is it so hard to stay organized with my workouts?
- Will someone help me to achieve my goal?
- Does it cost high to have a personal trainer?

Says:

- I want optimize my workouts and achieve visible results.
- I need something that motivates me to stay consistent.
- I want a clear workout plan to follow.
- It's hard to track my progress manually every time.

Does:

- Regularly searches online for workout routines and fitness tips.
- Scheduling workouts manually
- Try to get self motivated and maintain consistency.
- Noting down the progress and analyzing it.

Feels:

- Finds it difficult to sift through an overload of fitness information online.
- Hoping for a solution to track the progress on a mobile application.
- Excited on staying fit and consistent.

Thinks:

- Am I progressing right?
- Why is it so hard to stay organized with my workouts?
- Will someone help me to achieve my goal?
- Does it cost high to have a personal trainer?



User Journey Mapping



Abdul Khaliq

Scenario / Goal: A 25-year-old professional, Abdul, has been going to the gym for 3 year and wants to improve workout consistency, track strength progress, and gain better insights into performance. Abdul seeks a fitness app to streamline their gym routine and help reach fitness goals more efficiently.

Expectations

- Provide an intuitive interface for tracking workouts.
- Offer personalized recommendations for improvement.
- Motivate consistency through notification or reminders.
- Deliver progress insights to celebrate milestones.

Phases	Awareness	Consideration	Engagement	Sustainability
Action	<ul style="list-style-type: none"> • Searching online or through app stores for fitness apps. • Reading reviews, exploring features, and asking for recommendations. • Researching the options 	<ul style="list-style-type: none"> • Comparing different fitness apps based on reviews, features, and pricing. • Downloading and exploring free trials of shortlisted apps. • Ask for Recommendations 	<ul style="list-style-type: none"> • Actively using the app to log workouts, set goals, and track progress. • Exploring core features like workout history, progress charts, and reminders. 	<ul style="list-style-type: none"> • Continues to use the app regularly to track fitness progress and set new goals. • Explores advanced features, engages in challenges, or integrates the app with other tools
Mindset	"I need a tool that will help me track my progress consistently and motivate me to stay on track."	"Will this app meet my expectations? Is it easy to use and worth the investment?"	"I need to see results and feel that I'm making progress. This app should help me improve."	"This app is a part of my fitness routine now. I want to keep using it to achieve bigger goals."
Emotion	🤔	😐	😄	😎

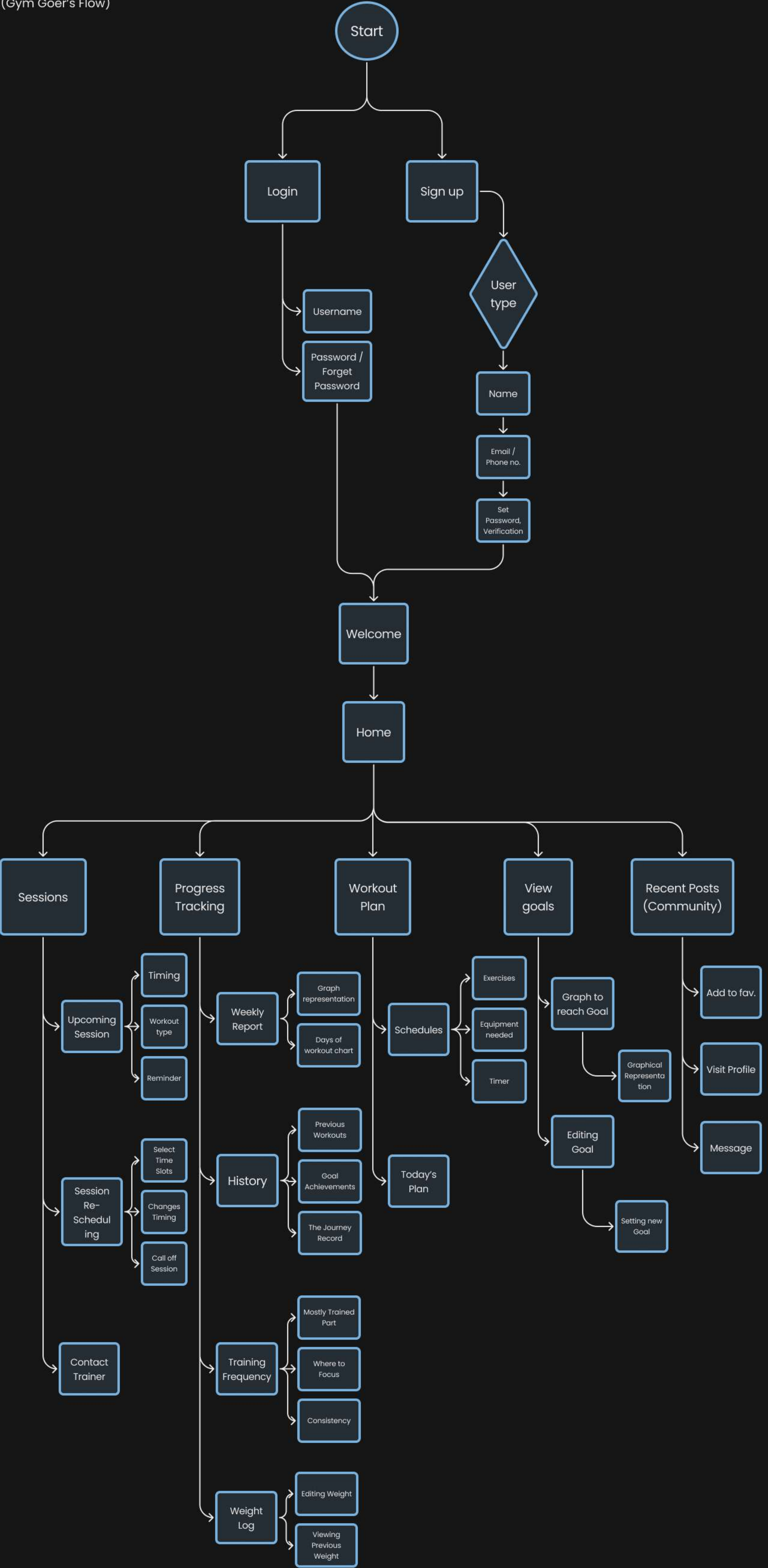
Opportunities:

- Keep users engaged by refreshing features.
- Provide regular feedback and progress updates.
- Introducing challenges, and celebrating milestones.

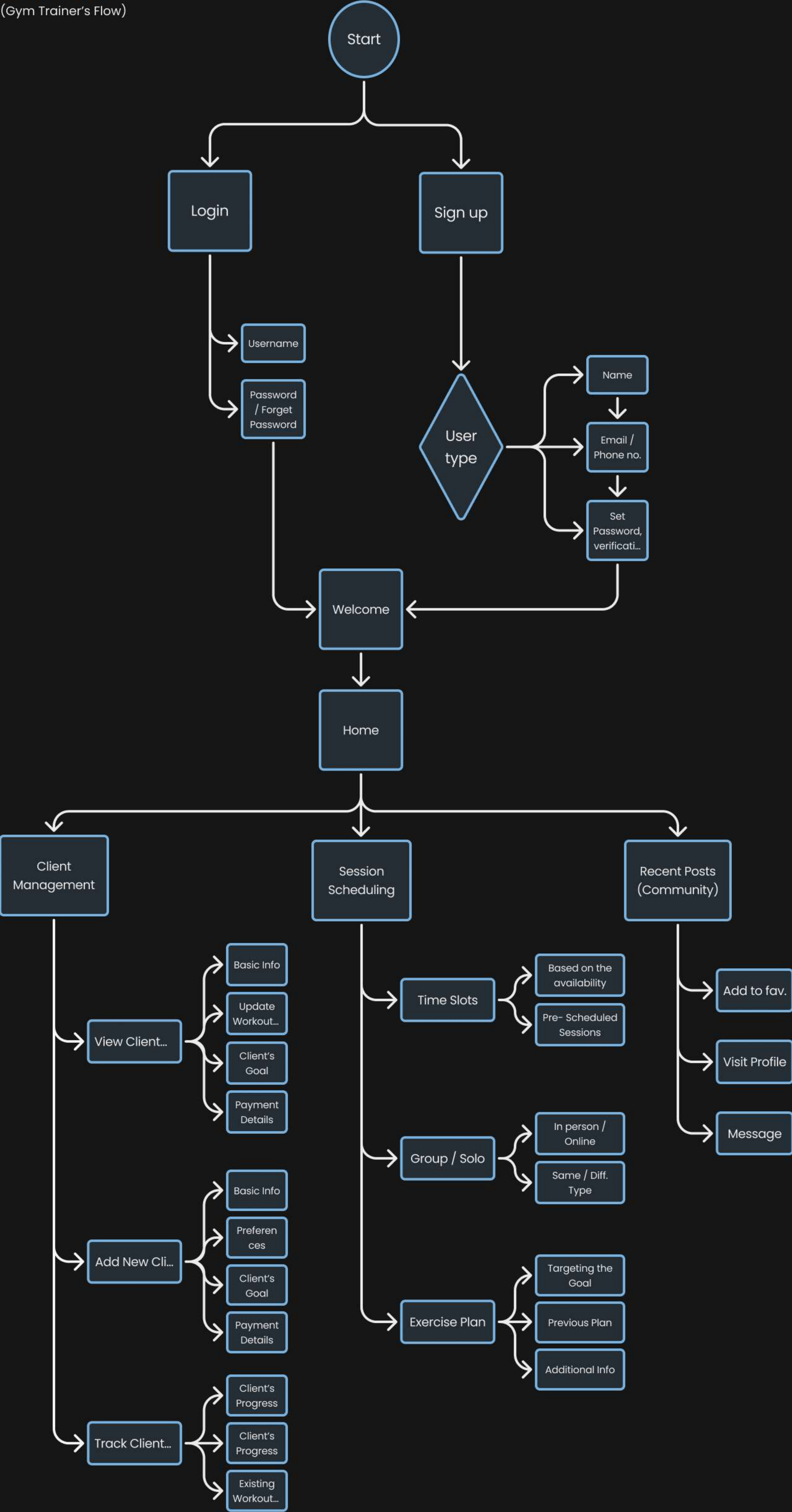
Competitor Analysis

	Competitor type	Target Audience	UVP	App Experience	User Flow	Brand Identity	Description
My Fitness Pal	Direct	Millennials, Gen Z, Beginners to Intermediates.	<ul style="list-style-type: none"> • Tracking Progress • Setting Goals • Informative, wellness tips. 	<ul style="list-style-type: none"> • Neat and Clear UI. • Categorized service section. 	<ul style="list-style-type: none"> • Easy to access. • Viewing the schedule and progress tracking is clear • Detailed guidance with description. 	<ul style="list-style-type: none"> • Professional • Neat theme & Design • Clear and descriptive. • No taglines. 	Simple and Easily accessible, health and fitness app designed to help you manage your diet and exercise routines through tracking tools and personalized recommendations.
FitOn	Direct	Millennials, Gen Z, Fitness Enthusiasts	<ul style="list-style-type: none"> • Daily workout recommendations • Progress summary for workouts • Displays workout history and goals. 	<ul style="list-style-type: none"> • Proper app experience. • smooth transitions. • Segregated pages according to the user services. 	<ul style="list-style-type: none"> • Seamless experience. • Personalized Workout Plans. • Slow loading images also with poor resolution. 	<ul style="list-style-type: none"> • Vibrant • Goal driven • Attracting General Audience • Unique logo with thematic colours. 	Has a seamless experience with a neat design. it helps to transform your fitness journey with free, high-quality workouts and mindfulness exercises, and designed for every lifestyle.
Gym Workout Tracker: Gym Log	Direct	Millennials, Gen Z, Intermediate to Advance Gym-goers.	<ul style="list-style-type: none"> • Customize workout plans • Personalized progress tracking. • Reminders and Notifications about the Goal set. 	<ul style="list-style-type: none"> • Basic design. • Contains Ad for free users. • Smart workout search option. 	<ul style="list-style-type: none"> • Basic user interface which is easy to access. • Engaging workout plans. • Detailed explanation on each services. 	<ul style="list-style-type: none"> • Minimalist yet Professional. • Functions with the given Data. • No tagline and a lengthy app name. 	• Basic Interface, with no complications. dedicated app for gym-goers to track their strength training progress, monitor gains, and stay on top of their fitness goals.

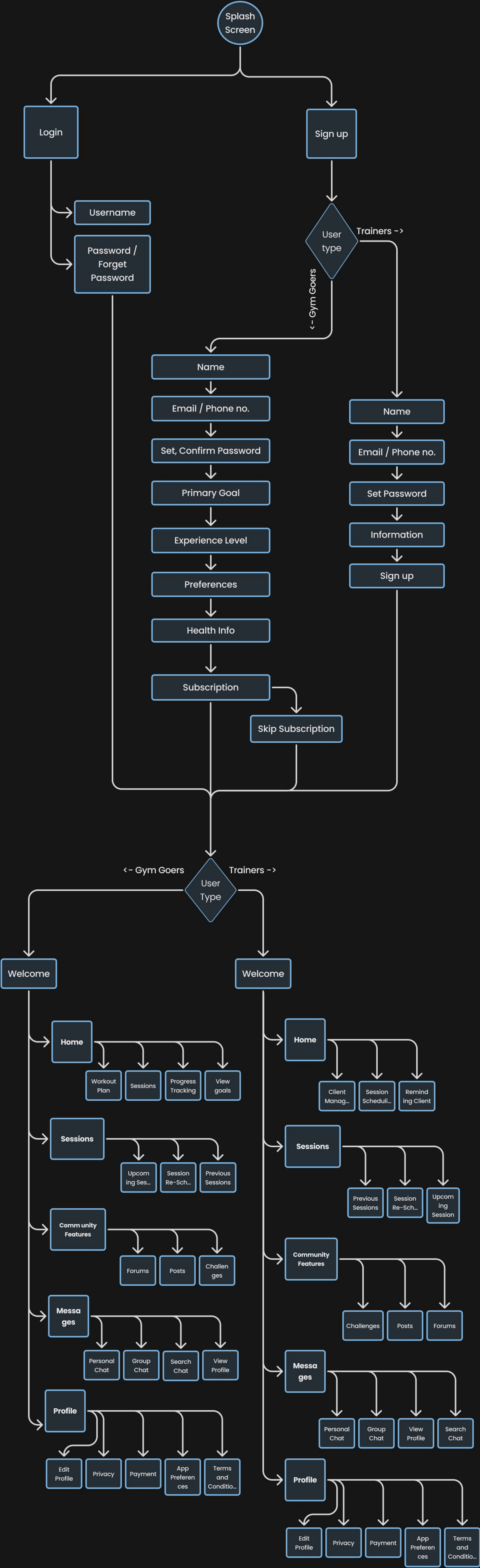
User Flow:
(Gym Goer's Flow)



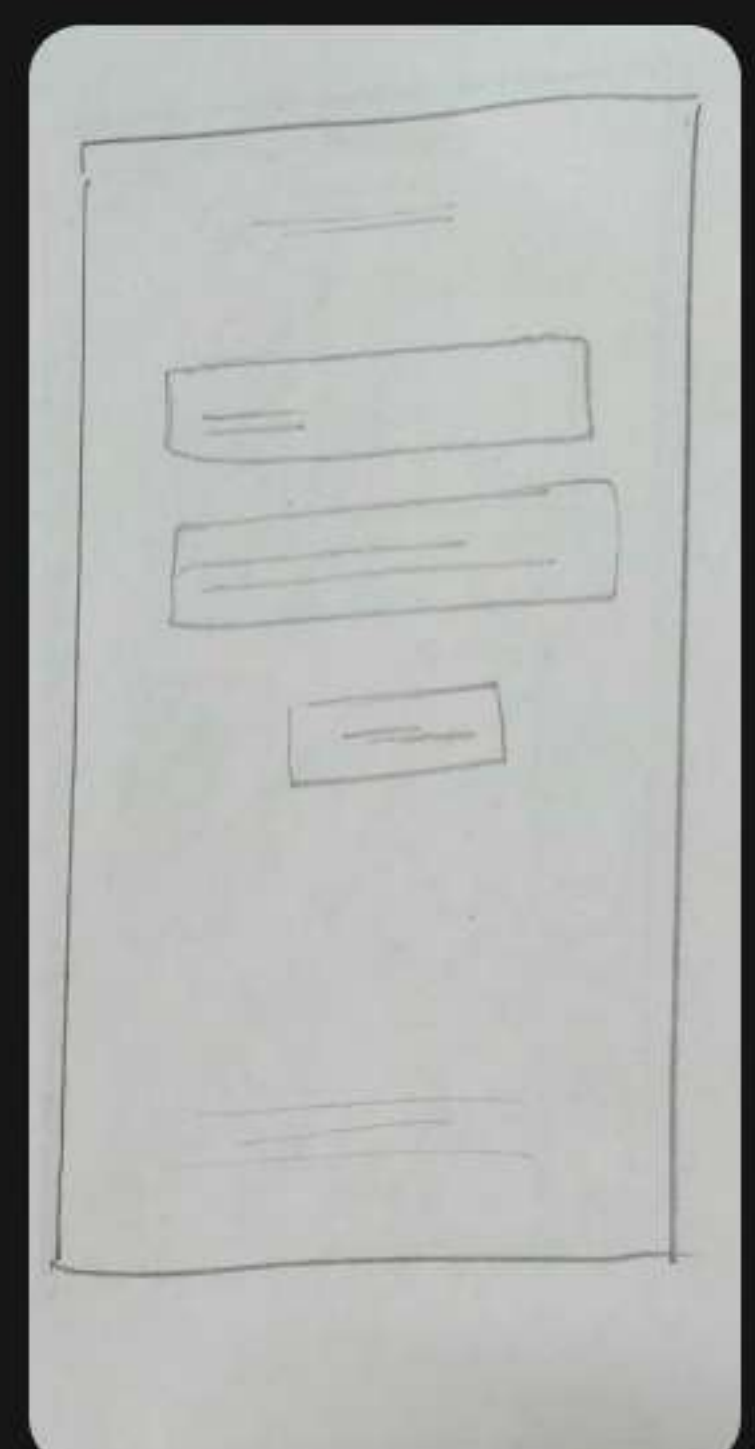
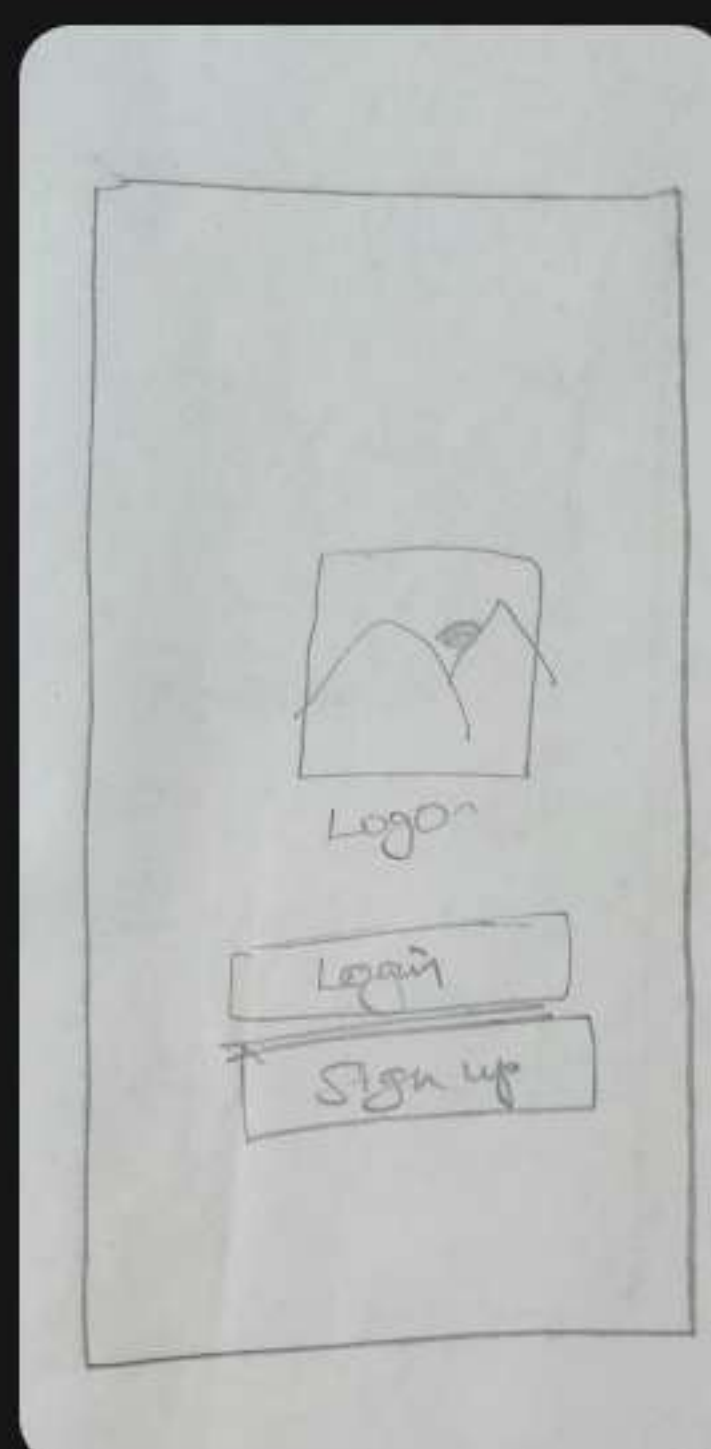
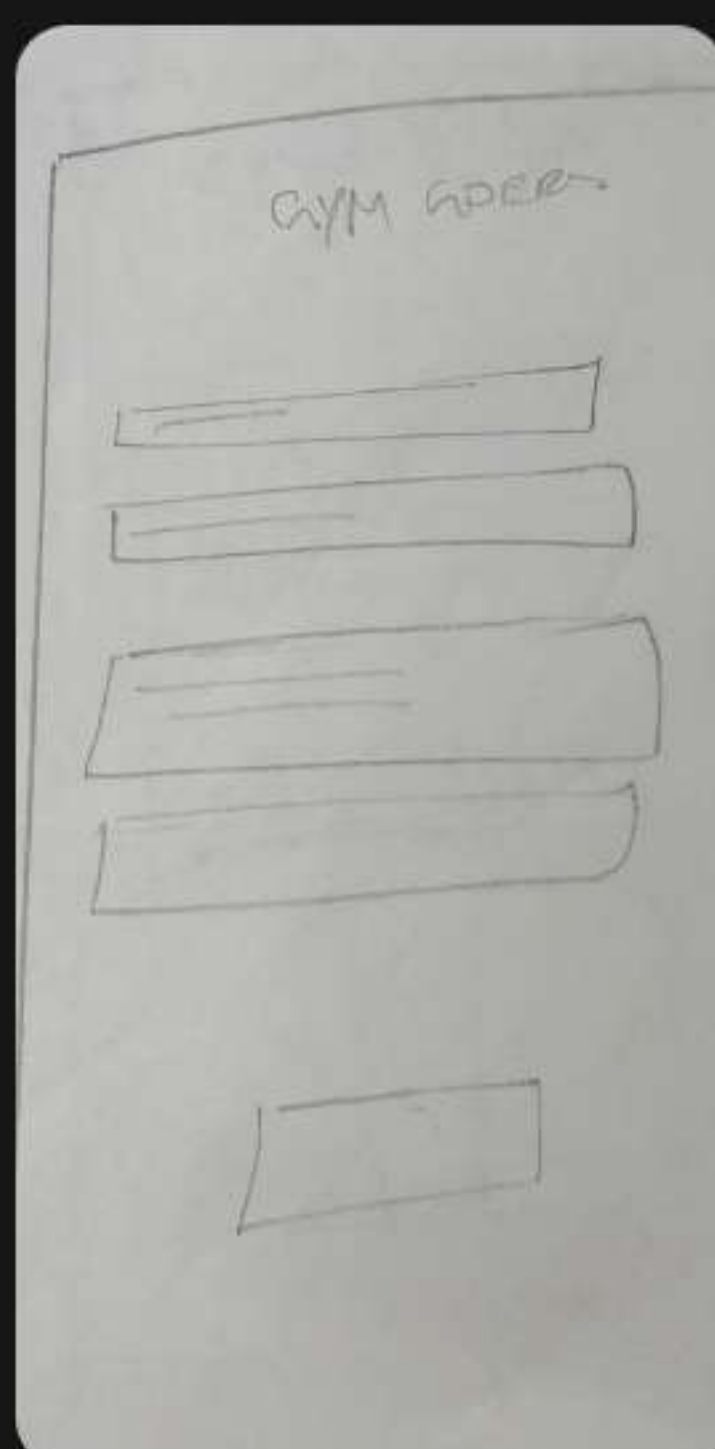
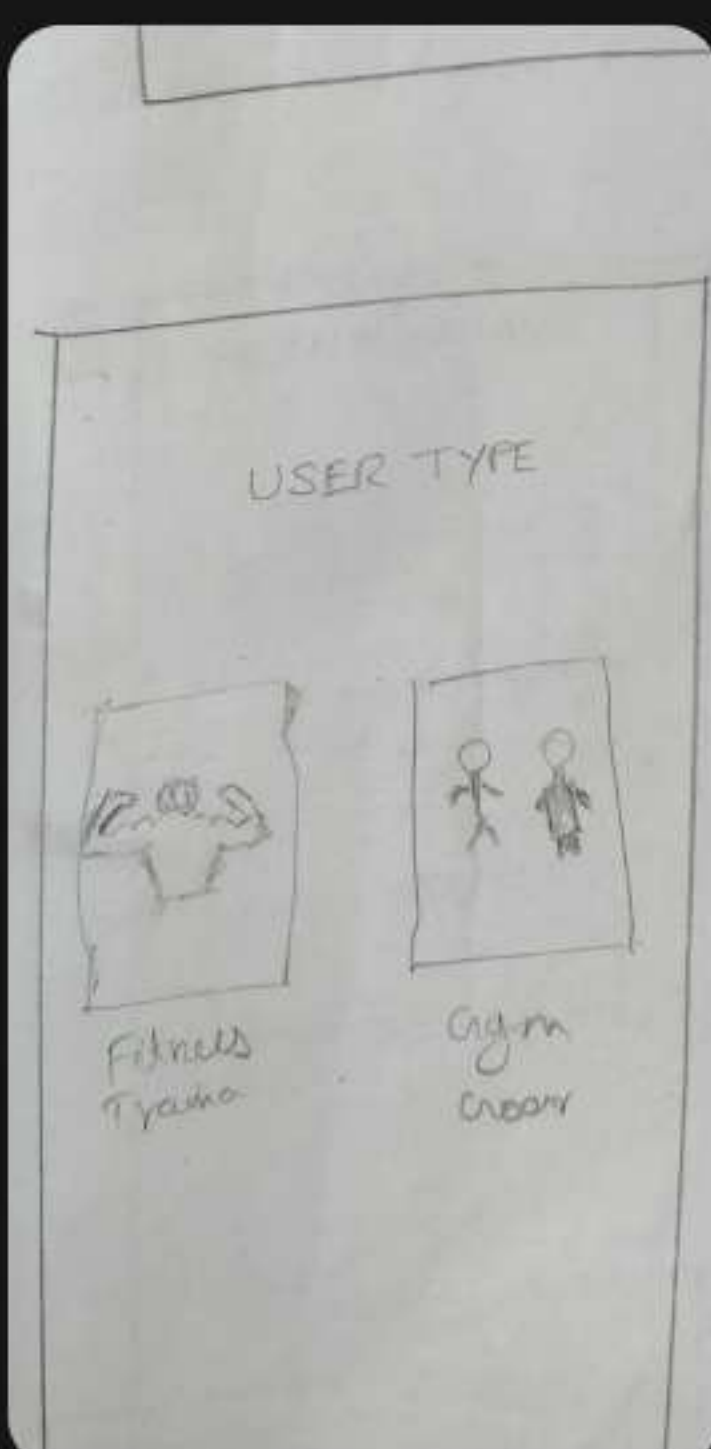
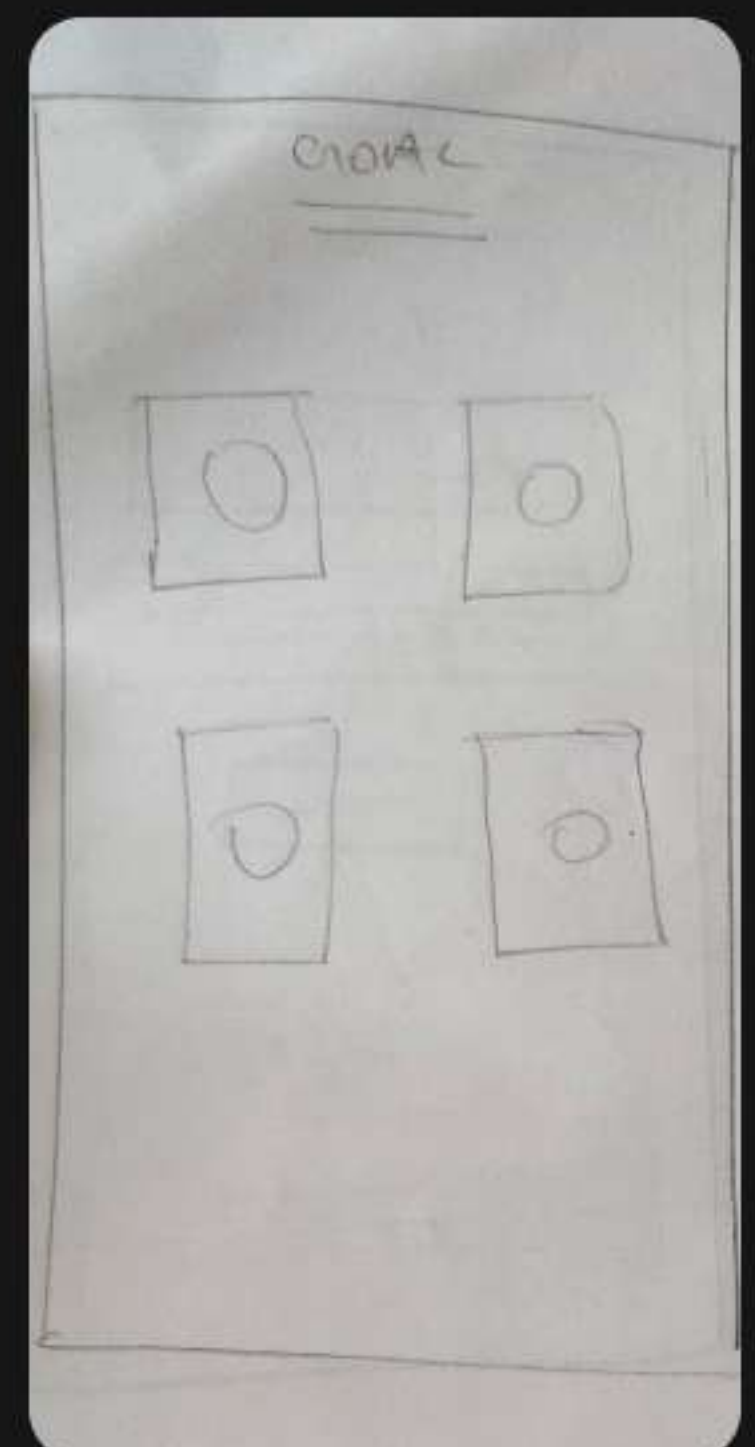
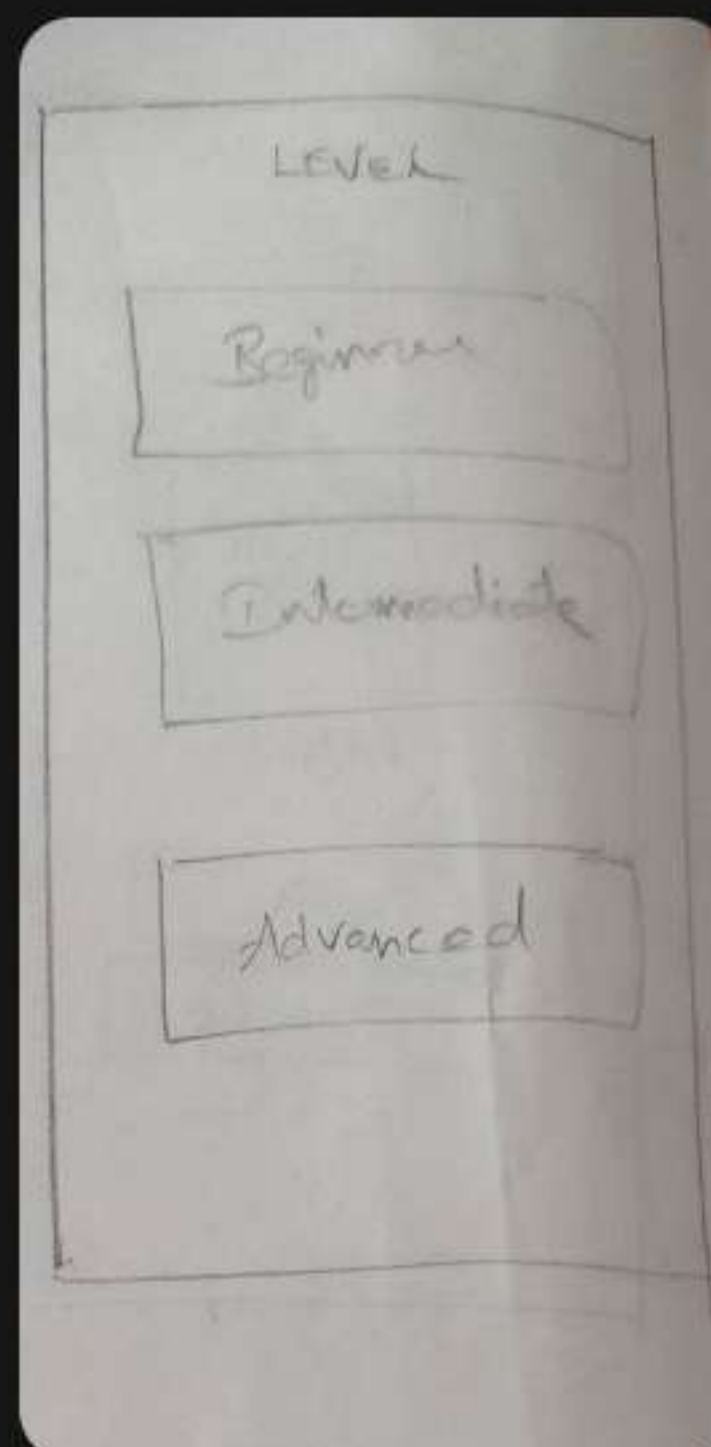
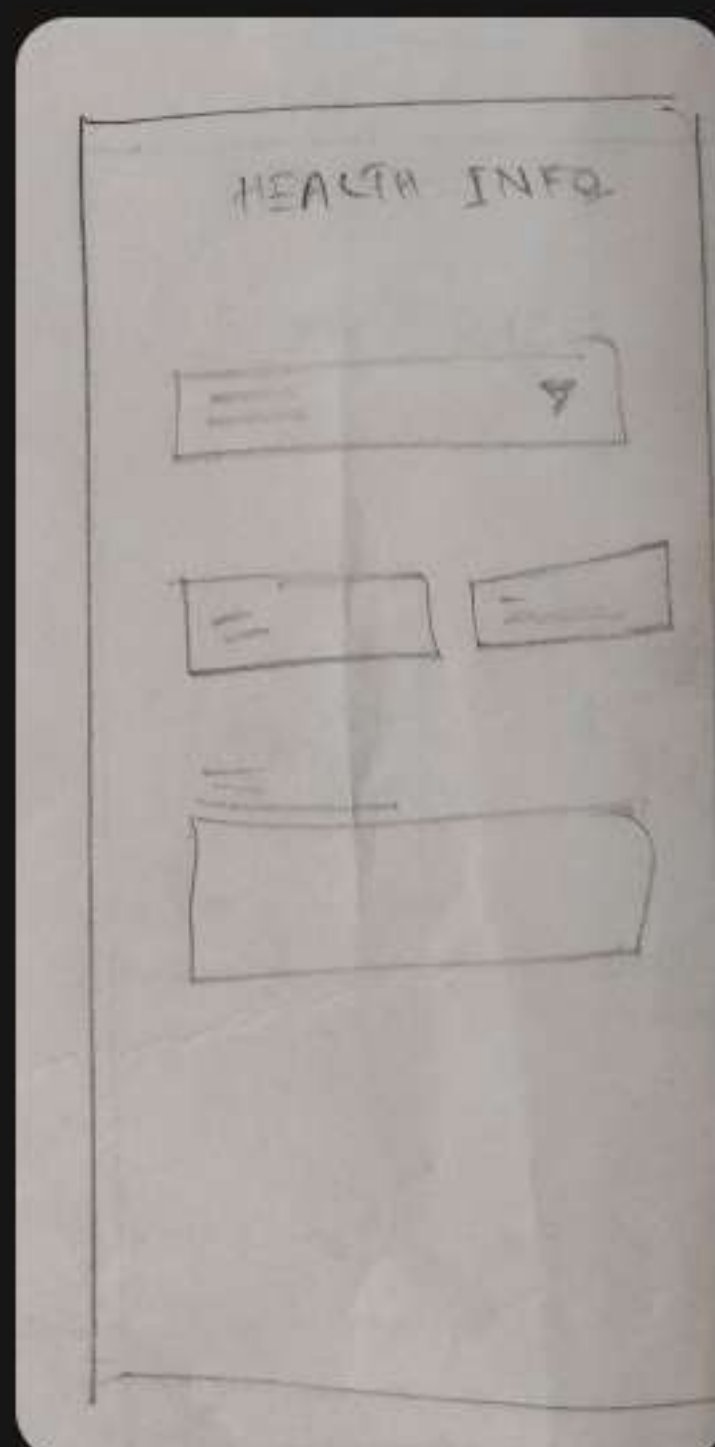
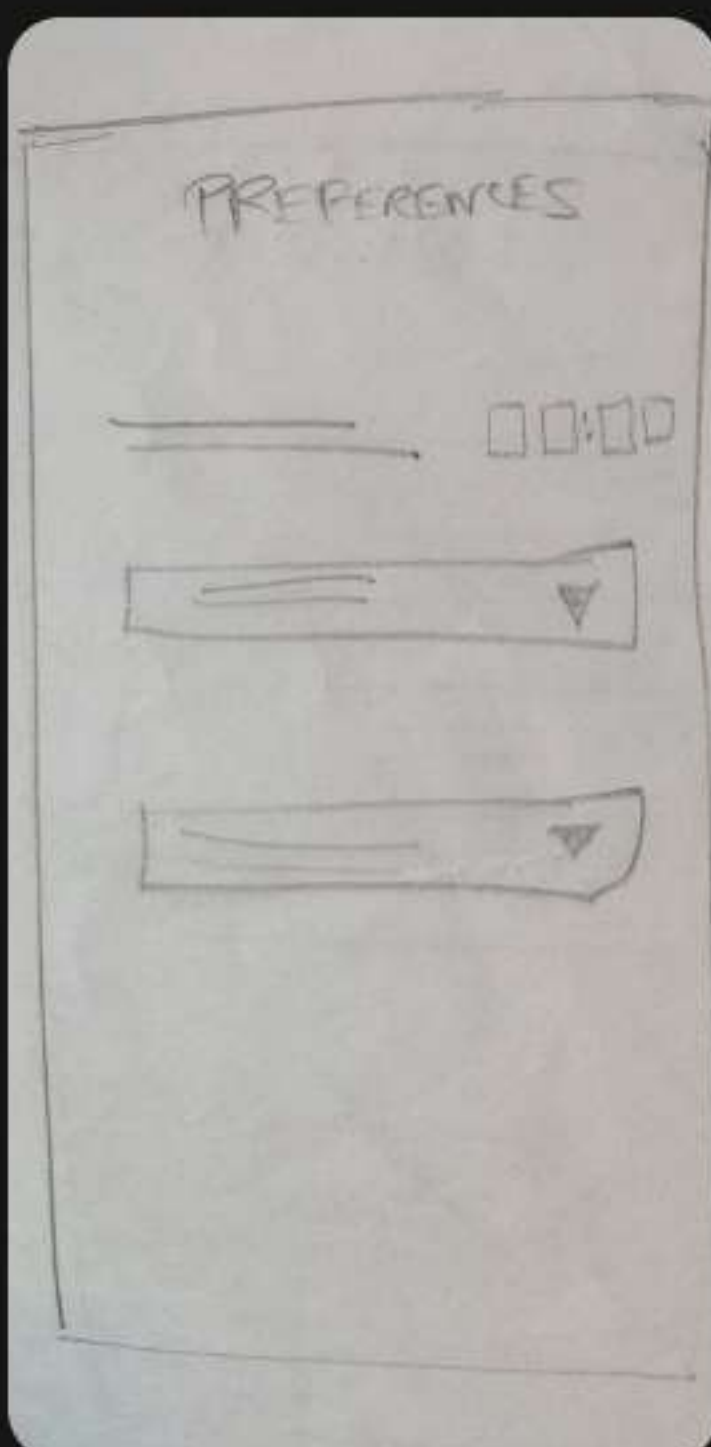
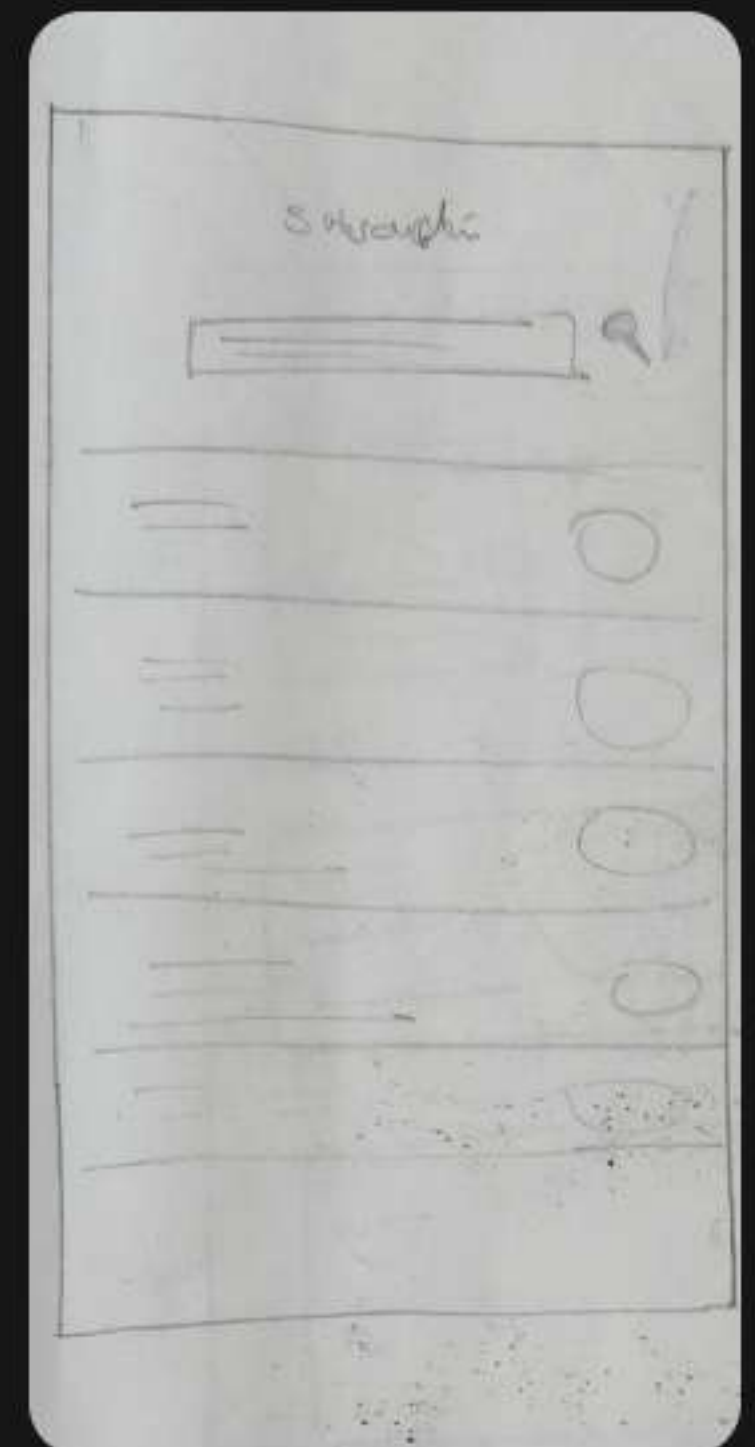
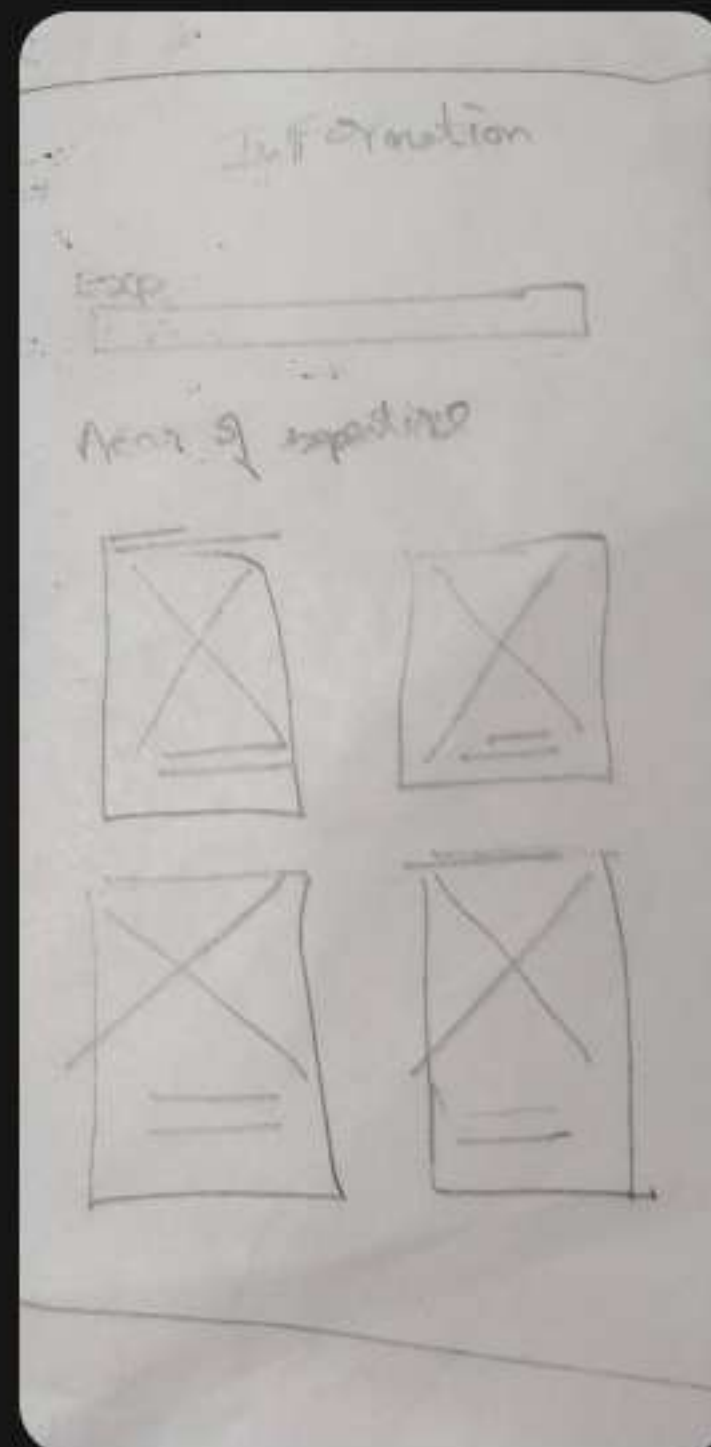
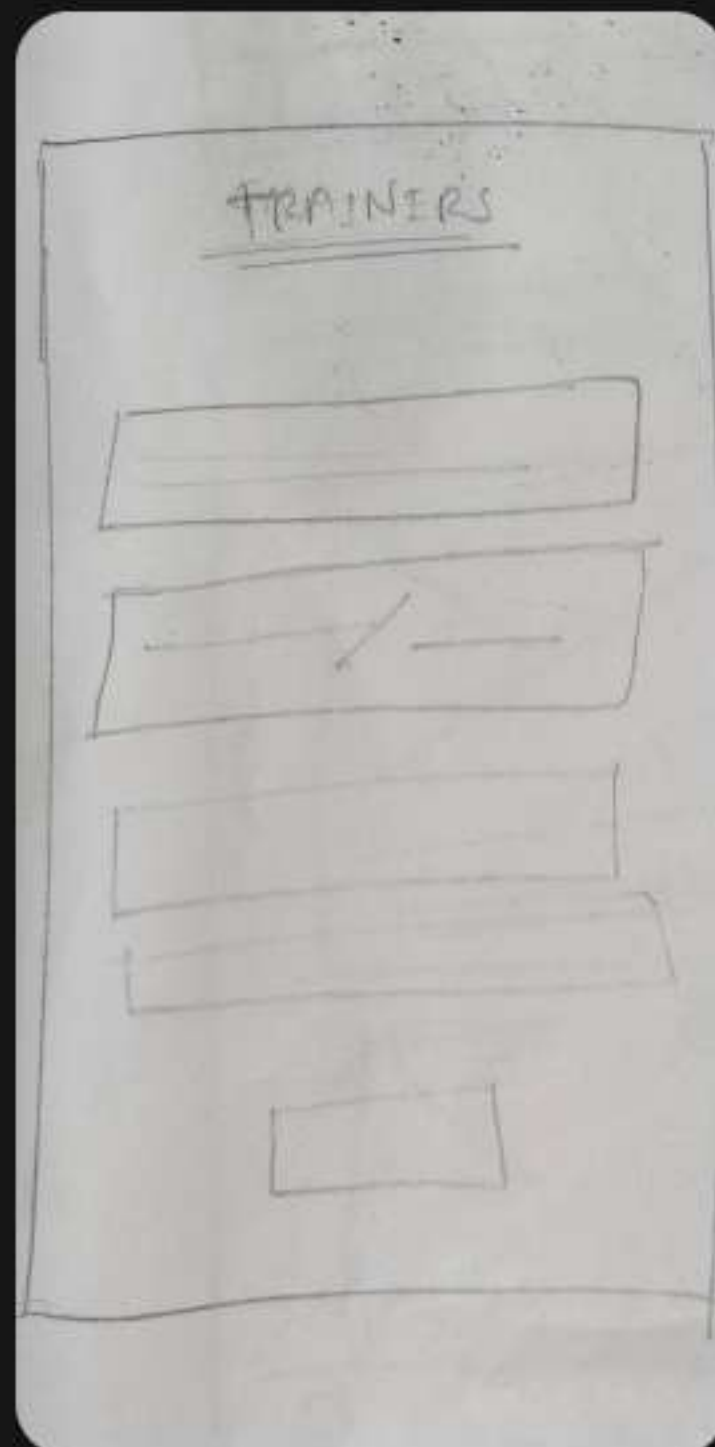
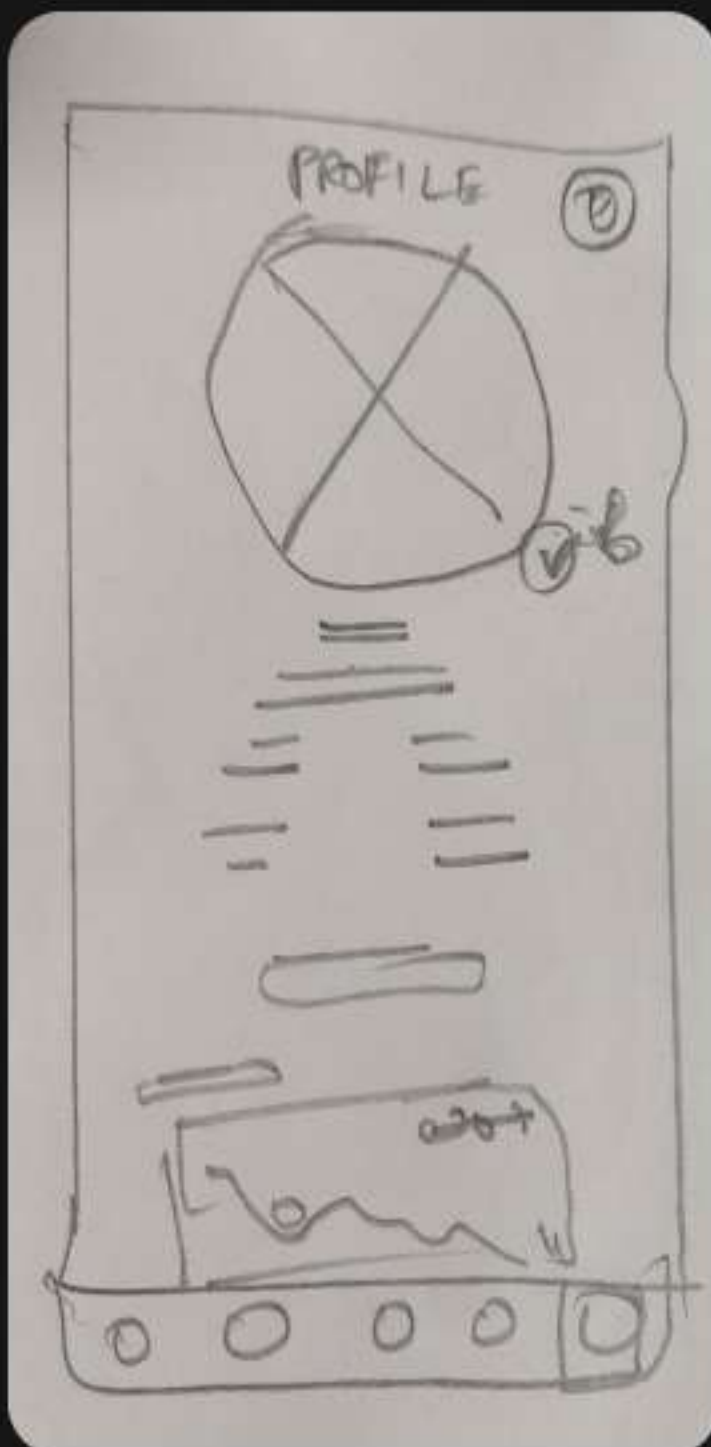
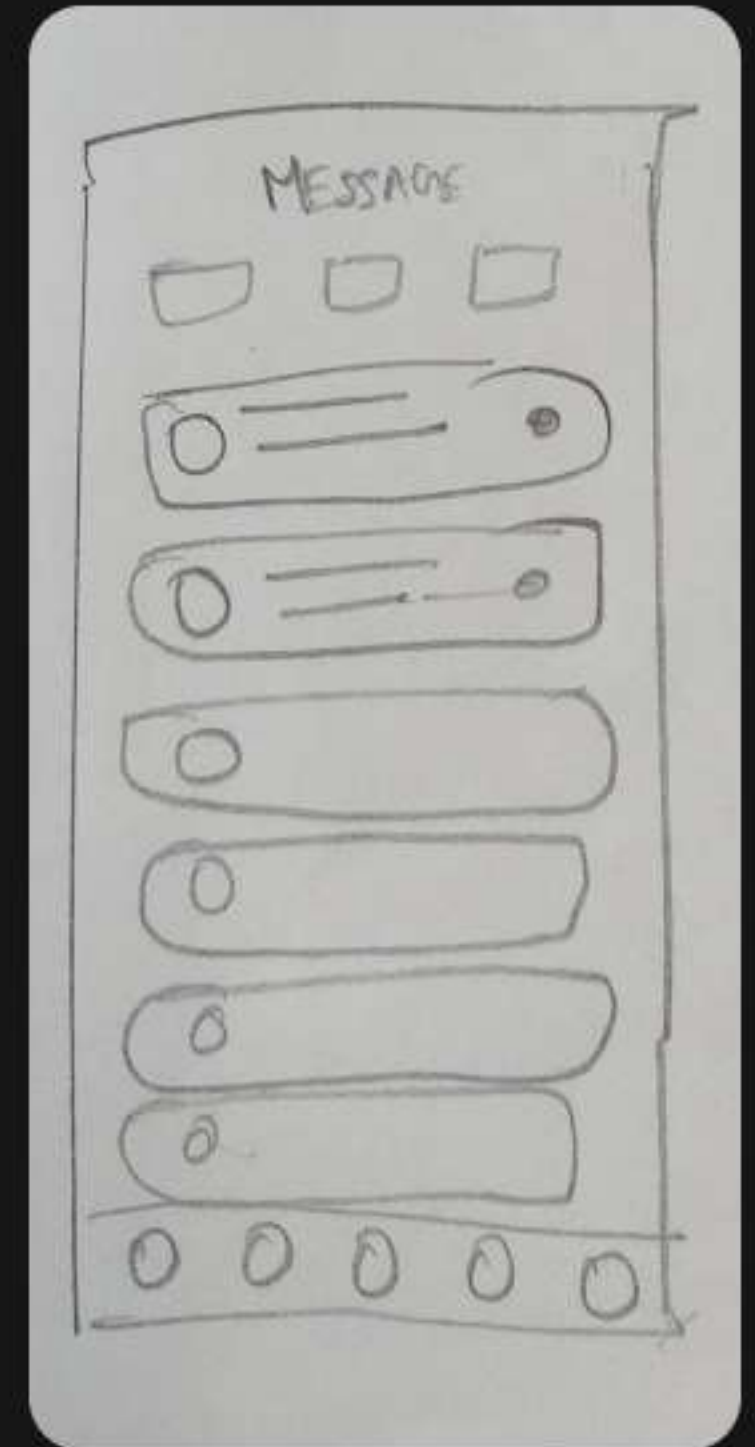
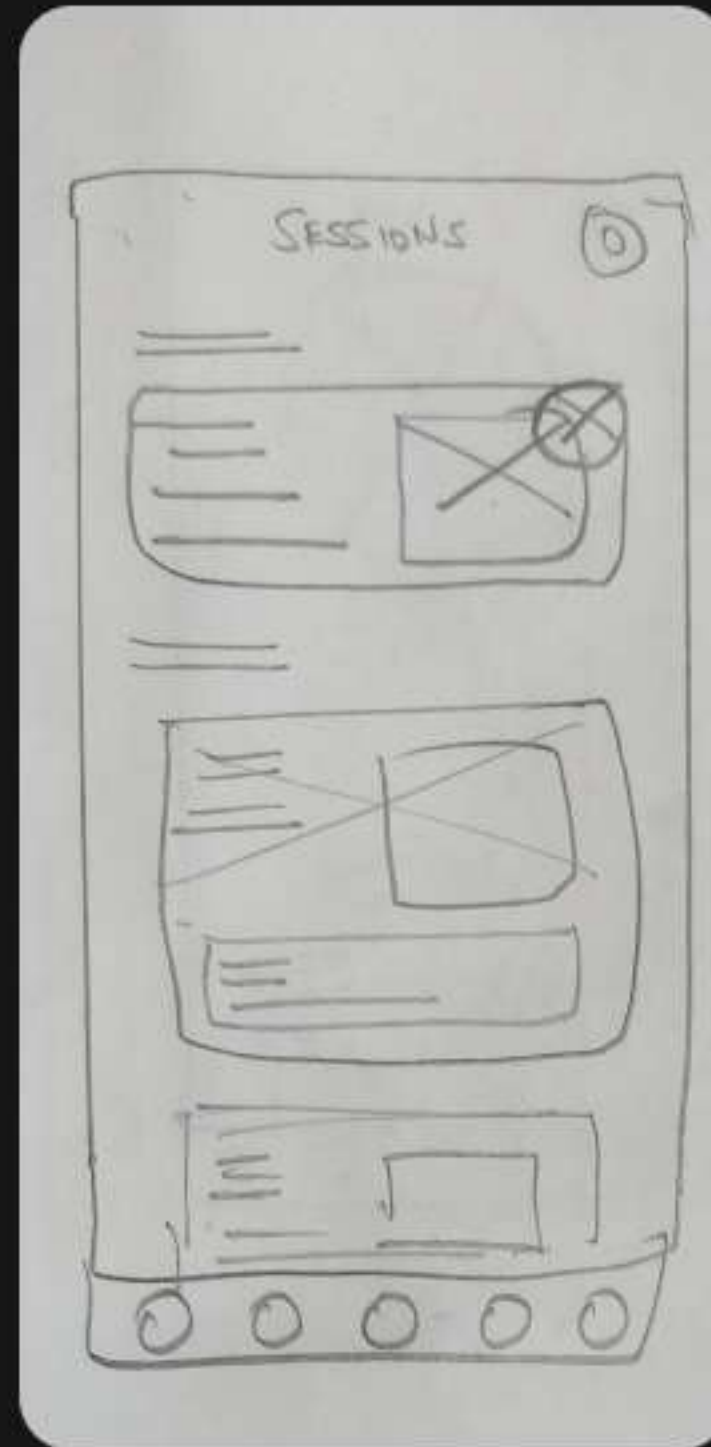
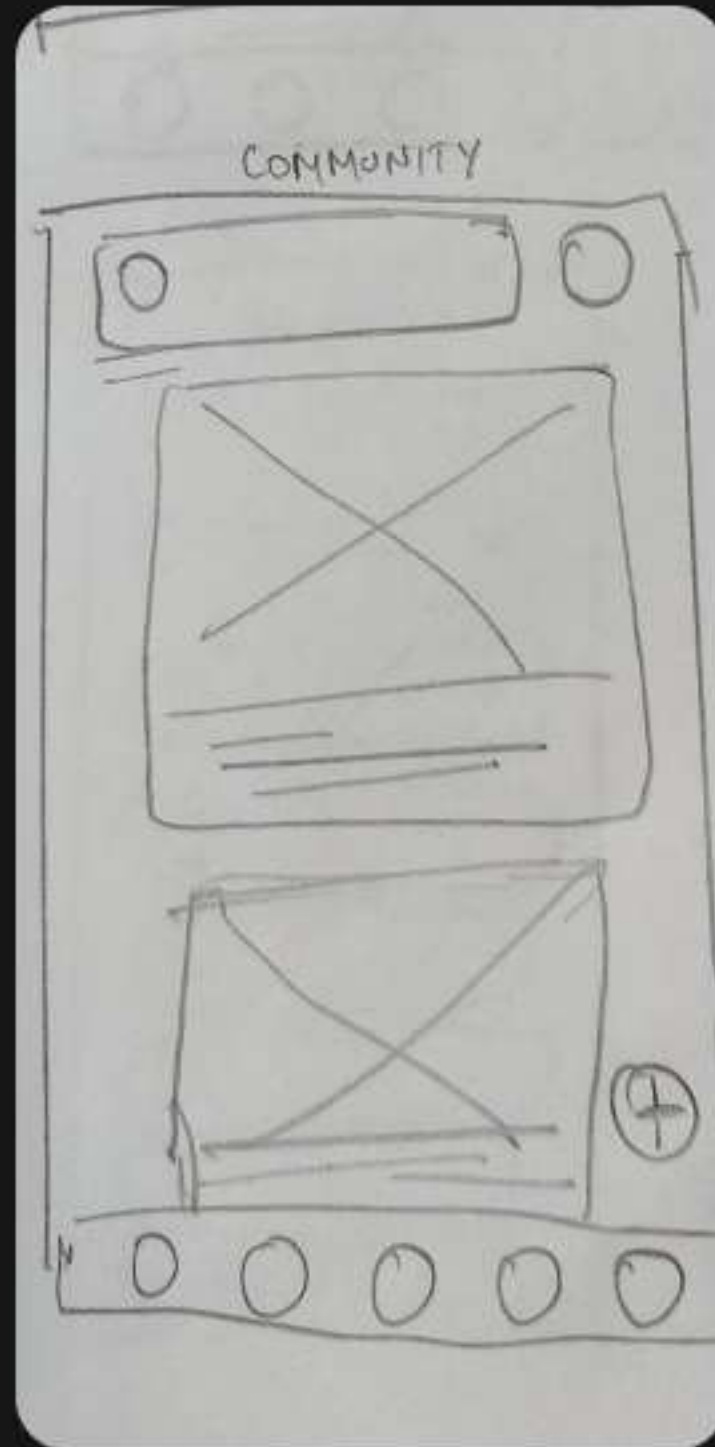
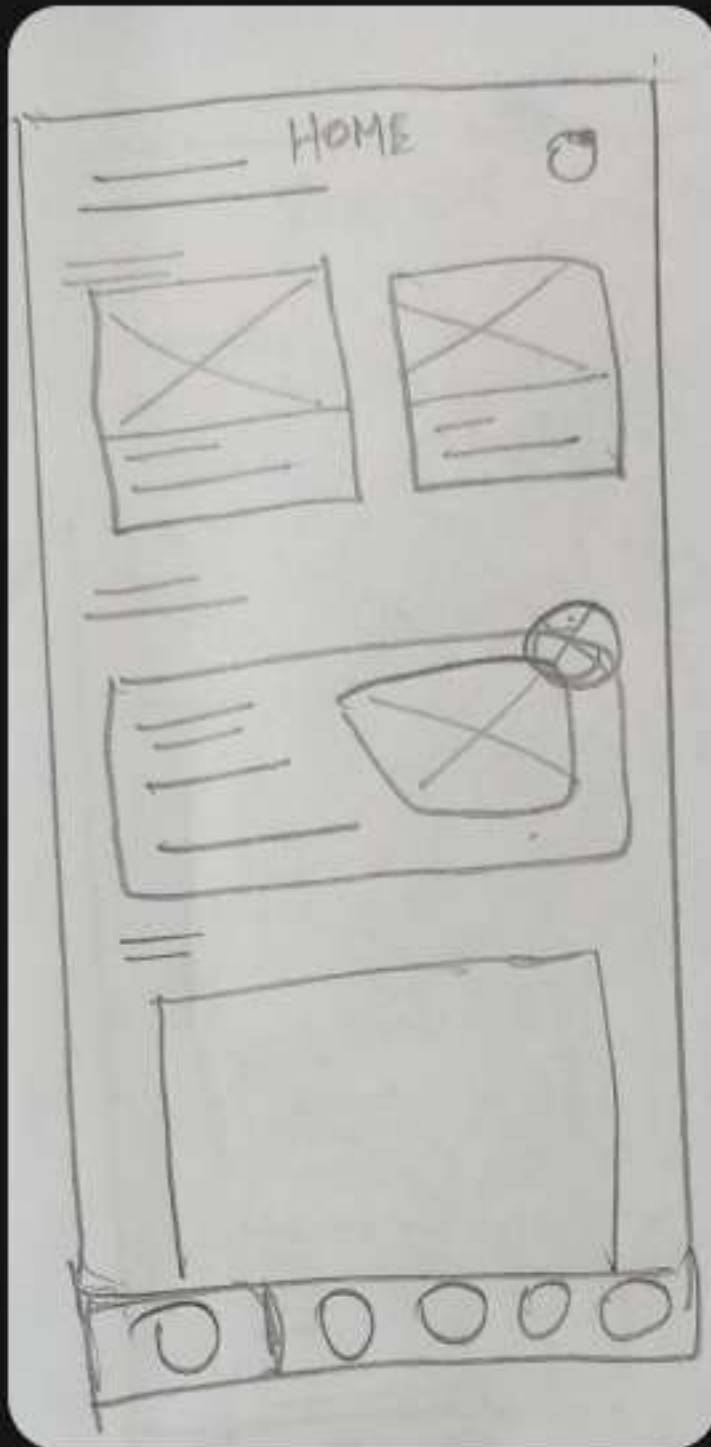
User Flow:
(Gym Trainer's Flow)



Information Architecture



Low-Fidelity Wireframes



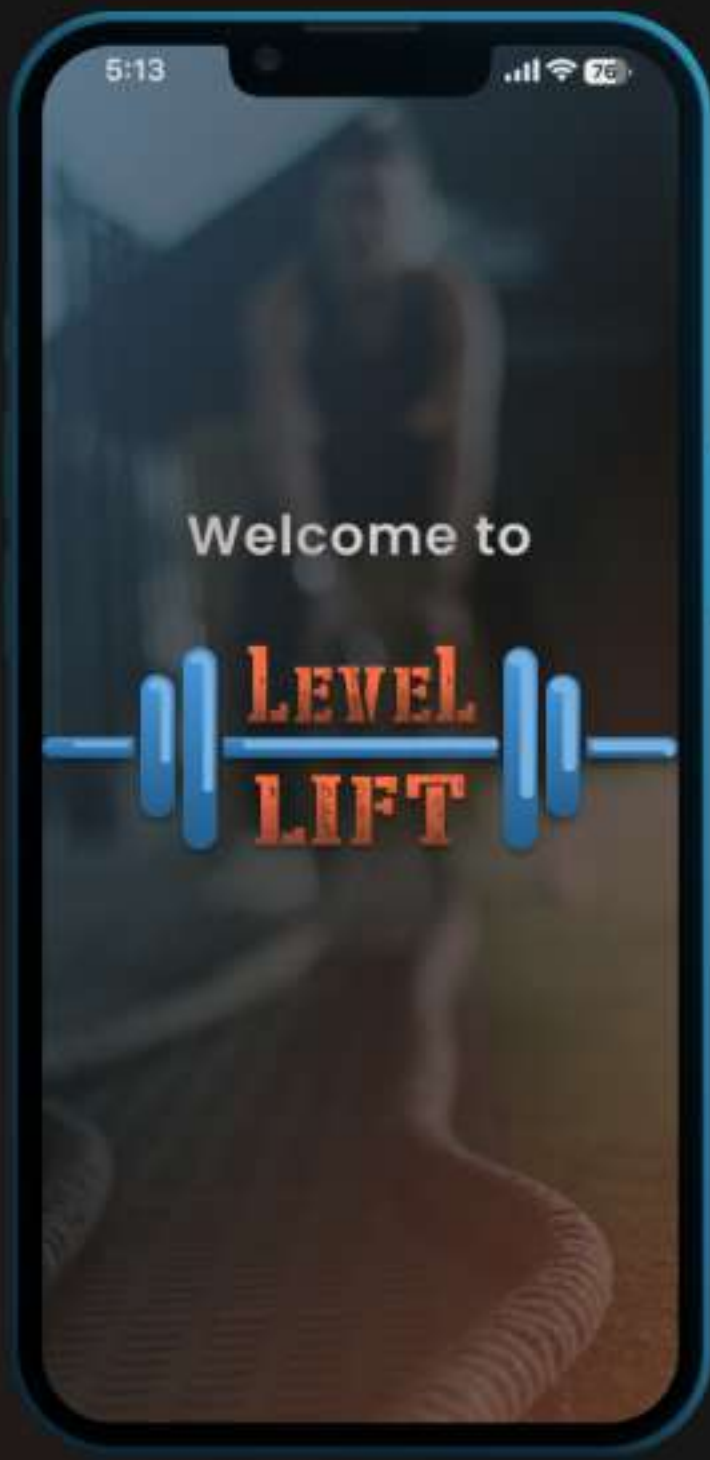
Mid-Fidelity Wireframes



High-Fidelity

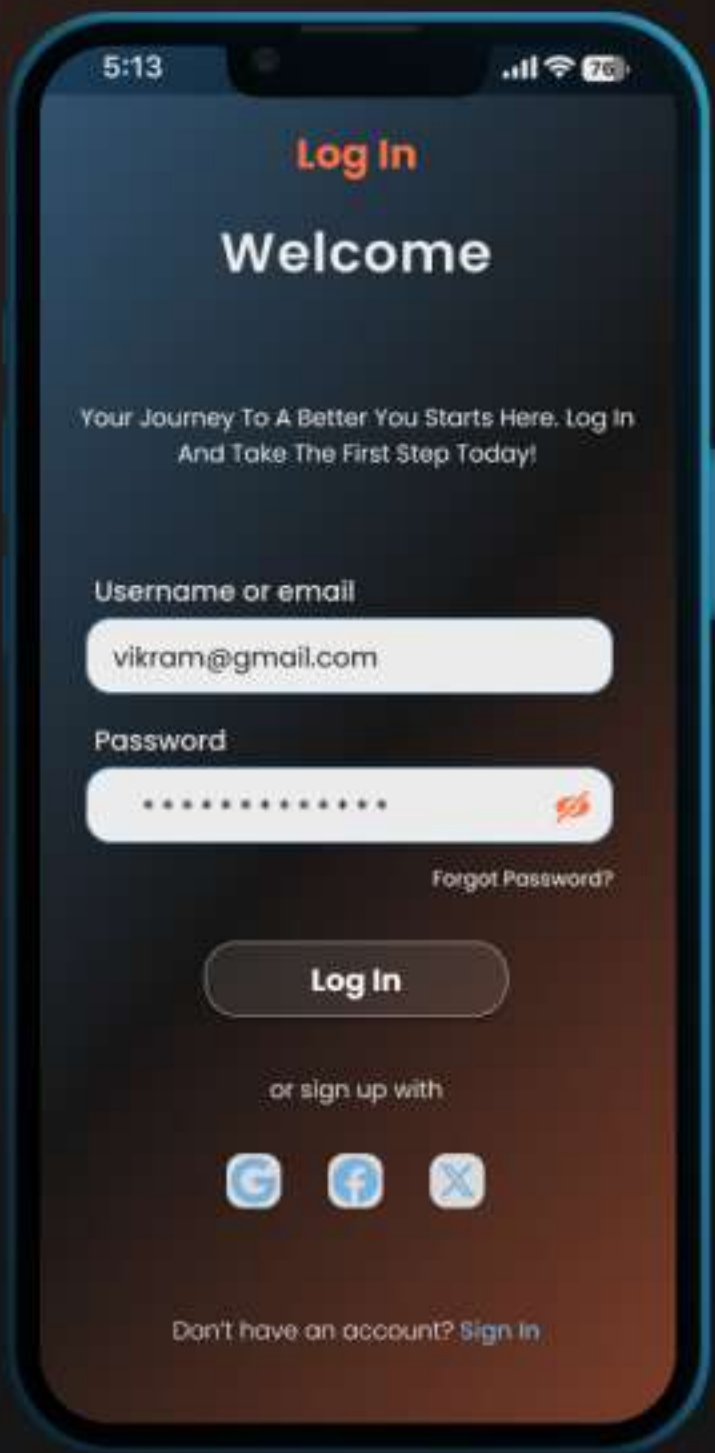
Splash Screen

The splash screen of Level Lift sets the tone for an engaging fitness journey, featuring a sleek design that reflects energy, motivation, and progress.



Login / Sign Up Screens

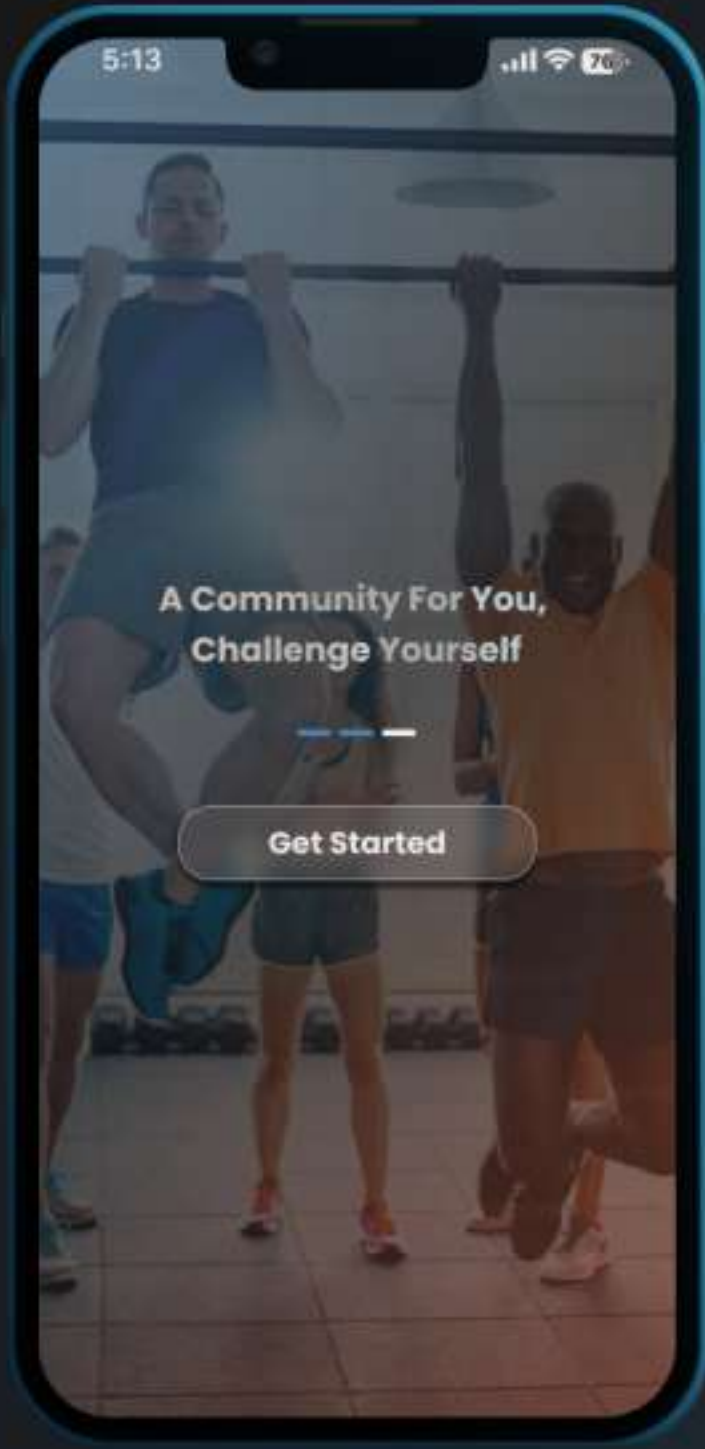
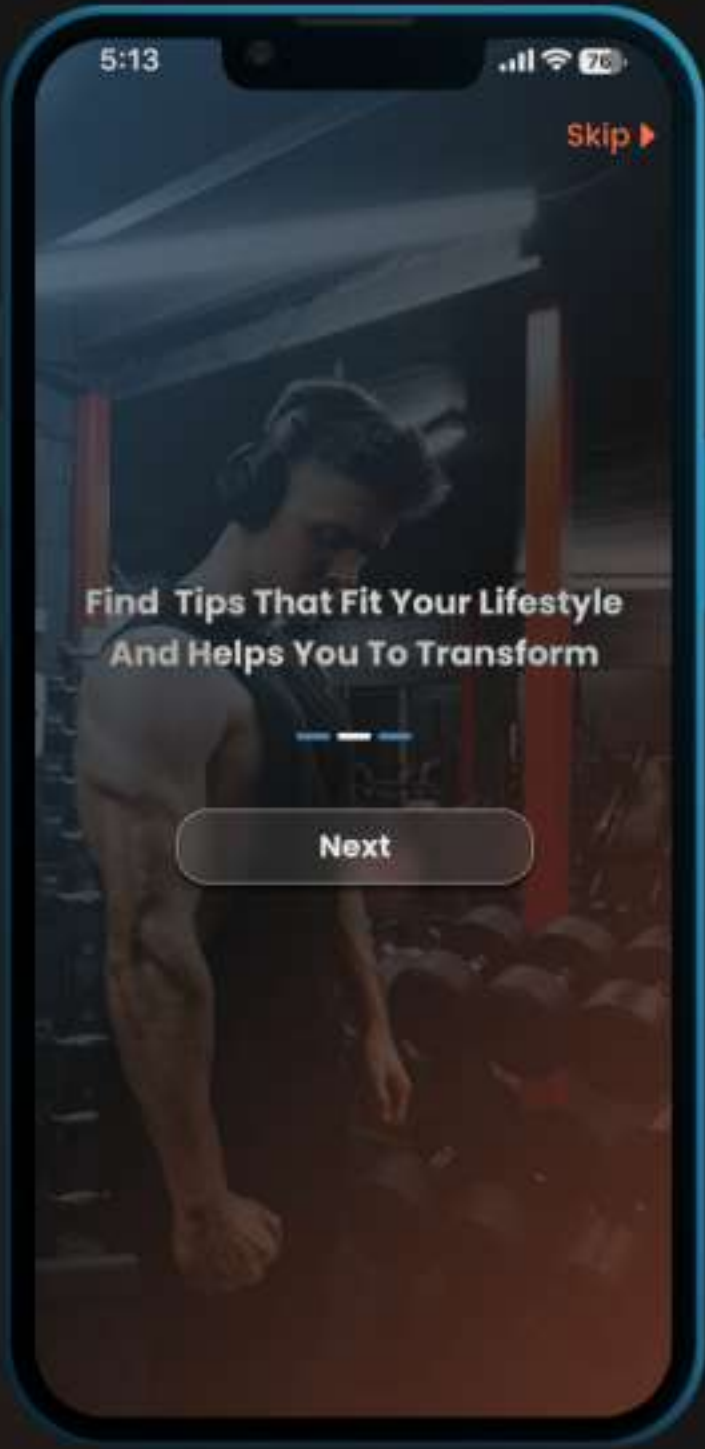
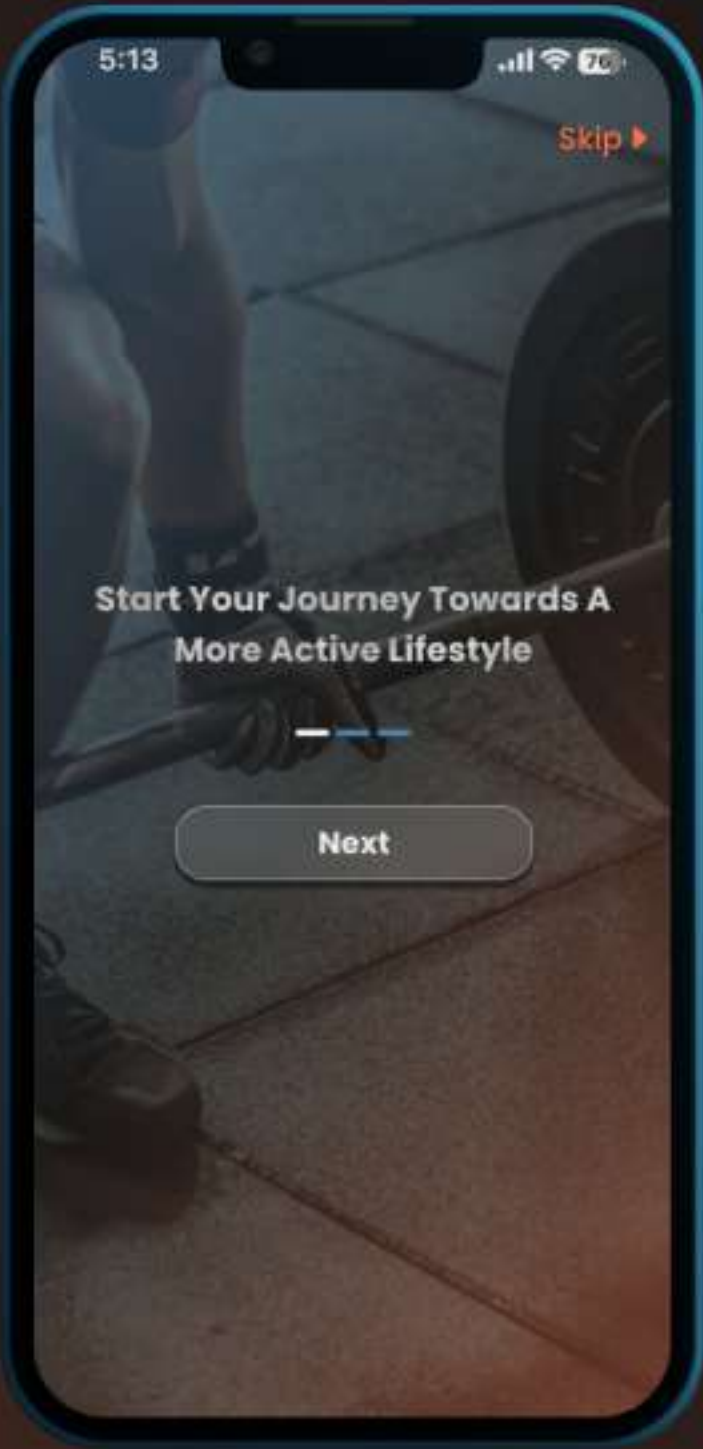
The login and sign-up screens of Level Lift offer a seamless and user-friendly onboarding experience, ensuring quick and secure access to personalized fitness journeys.



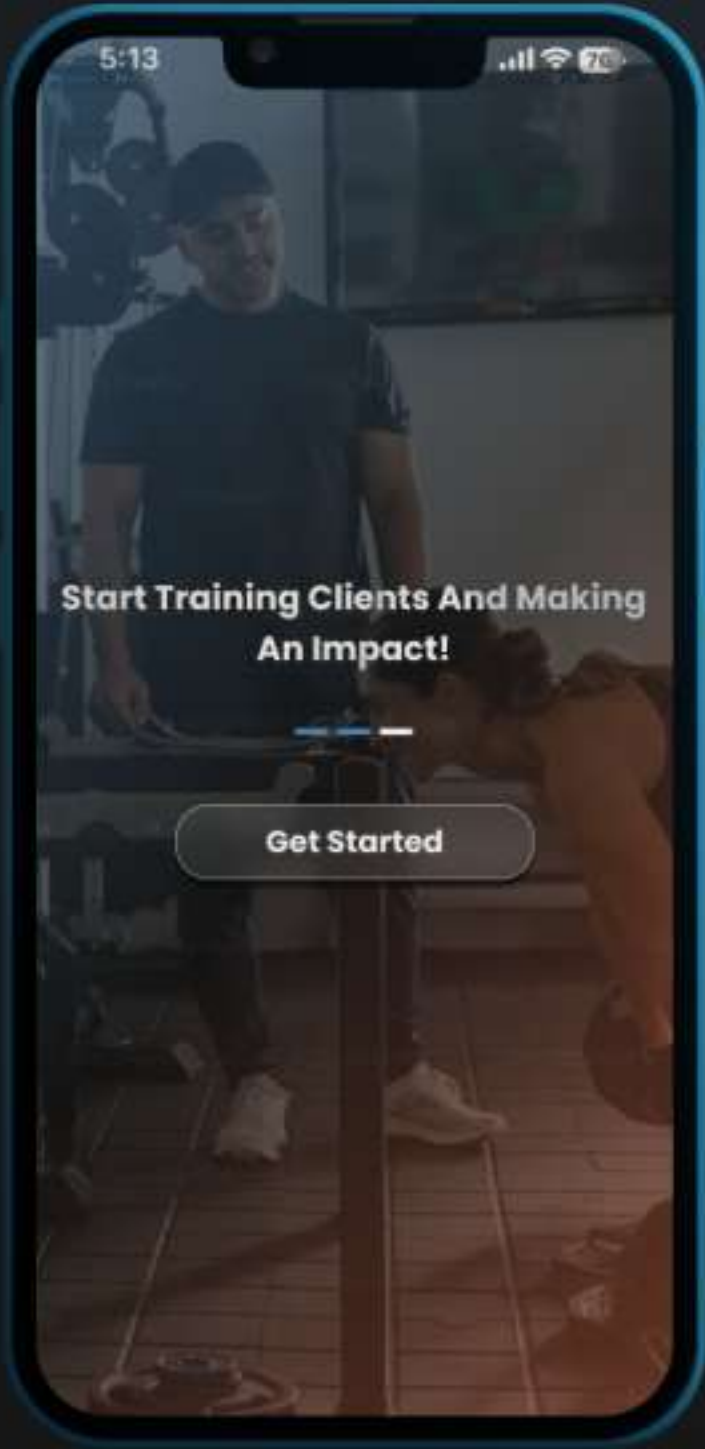
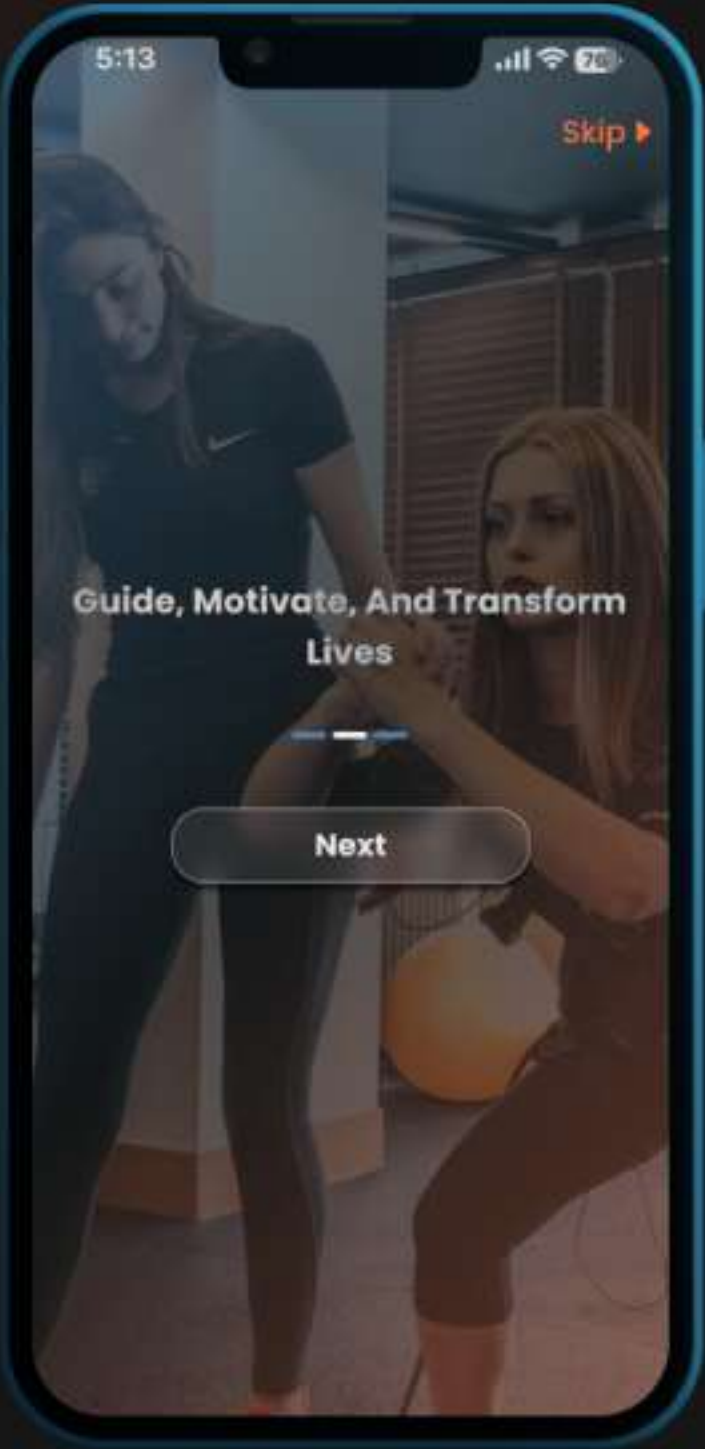
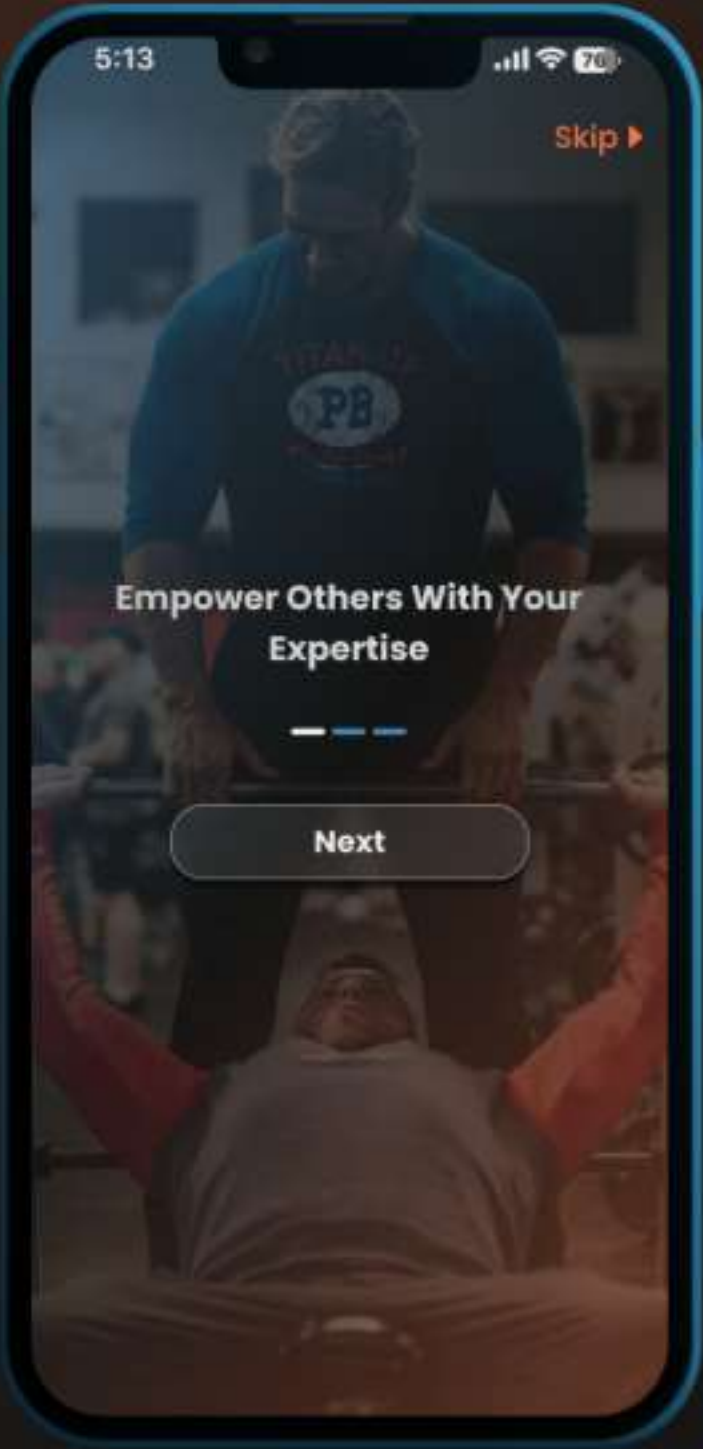
Walkthrough Screens

The walkthrough screens provide a quick, engaging introduction to the app’s key features, guiding users toward a seamless fitness experience.

Gym Goer’s Flow



Gym Trainer’s Flow



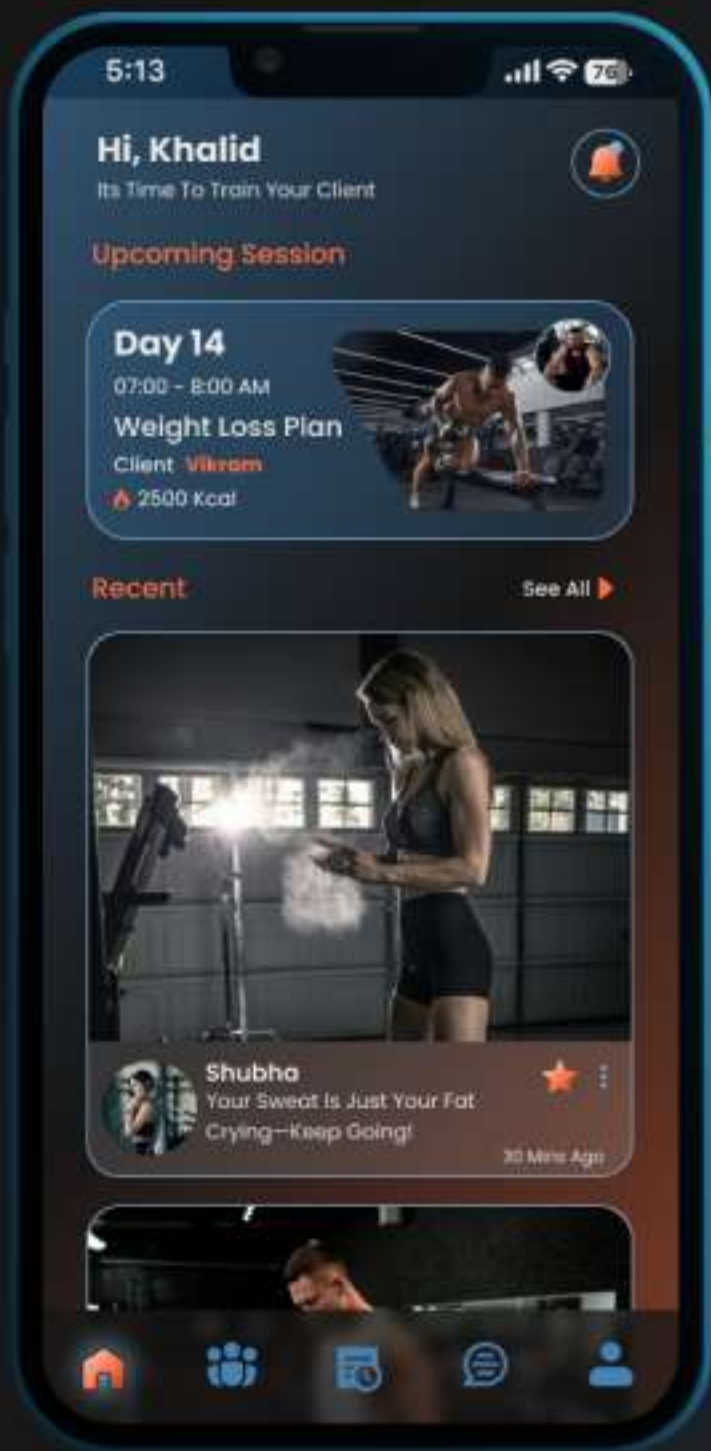
Home Screens

The home screen offers a dynamic and intuitive dashboard, giving users quick access to workouts, progress tracking, and trainer support.

Gym Goer’s Flow



Gym Trainer’s Flow



Community Screen

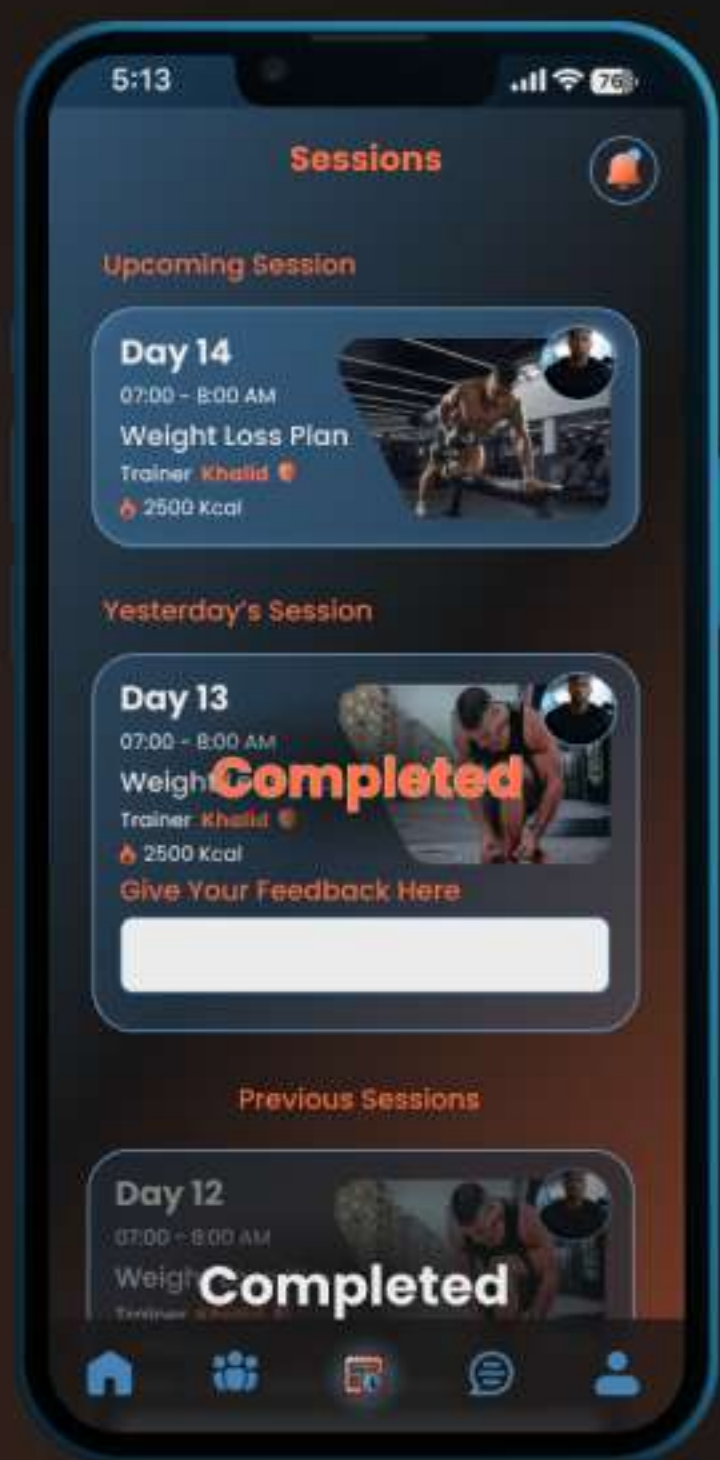
The community screens foster engagement and motivation, allowing users to connect, share progress, and support each other on their fitness journey.



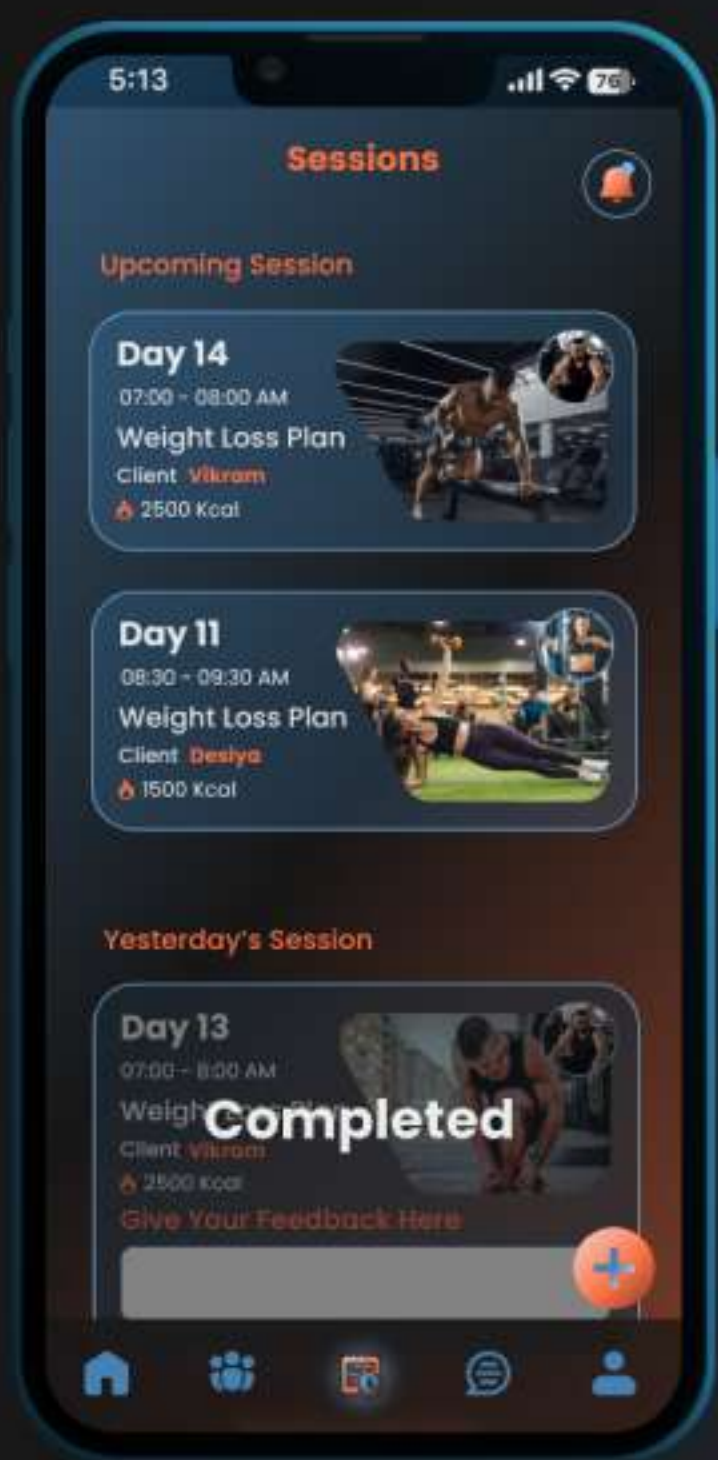
Sessions Screens

The sessions screens provide a structured view of upcoming and completed workouts, ensuring users stay on track with their fitness plans.

Gym Goer's Flow



Gym Trainer's Flow



Messages Screens

The messages screens enable seamless communication between users and trainers, ensuring personalized guidance and real-time support.



Profile Screens

The profile screens offer a personalized space for users to track progress, manage fitness goals, and connect with trainers effortlessly.

Gym Goer’s Flow

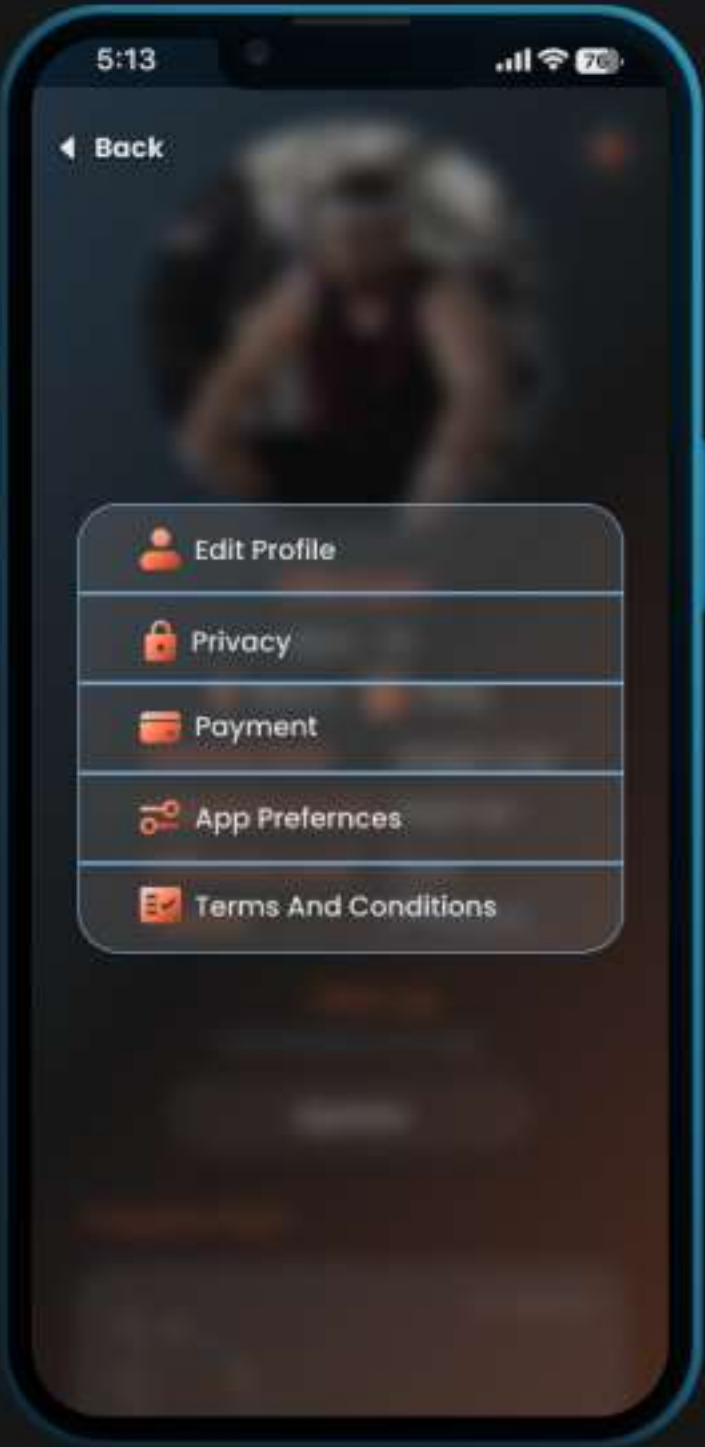
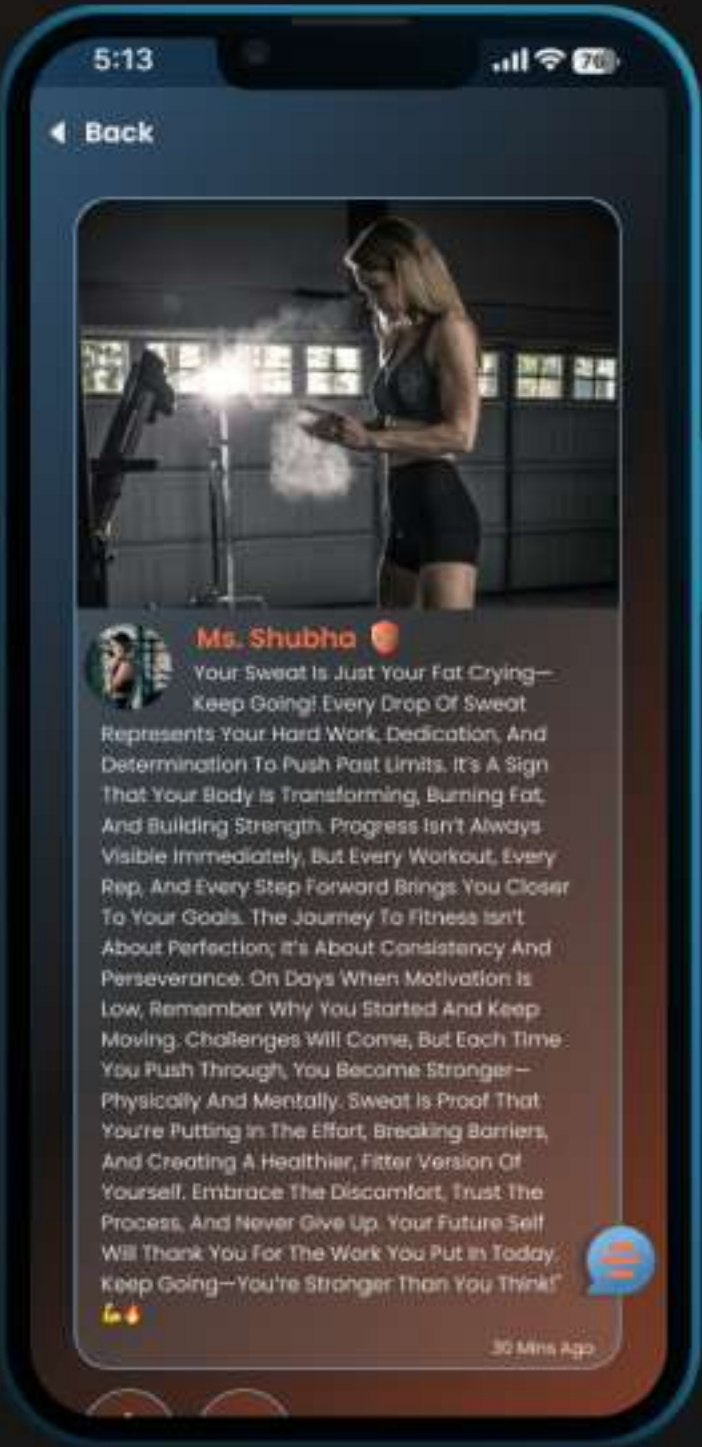
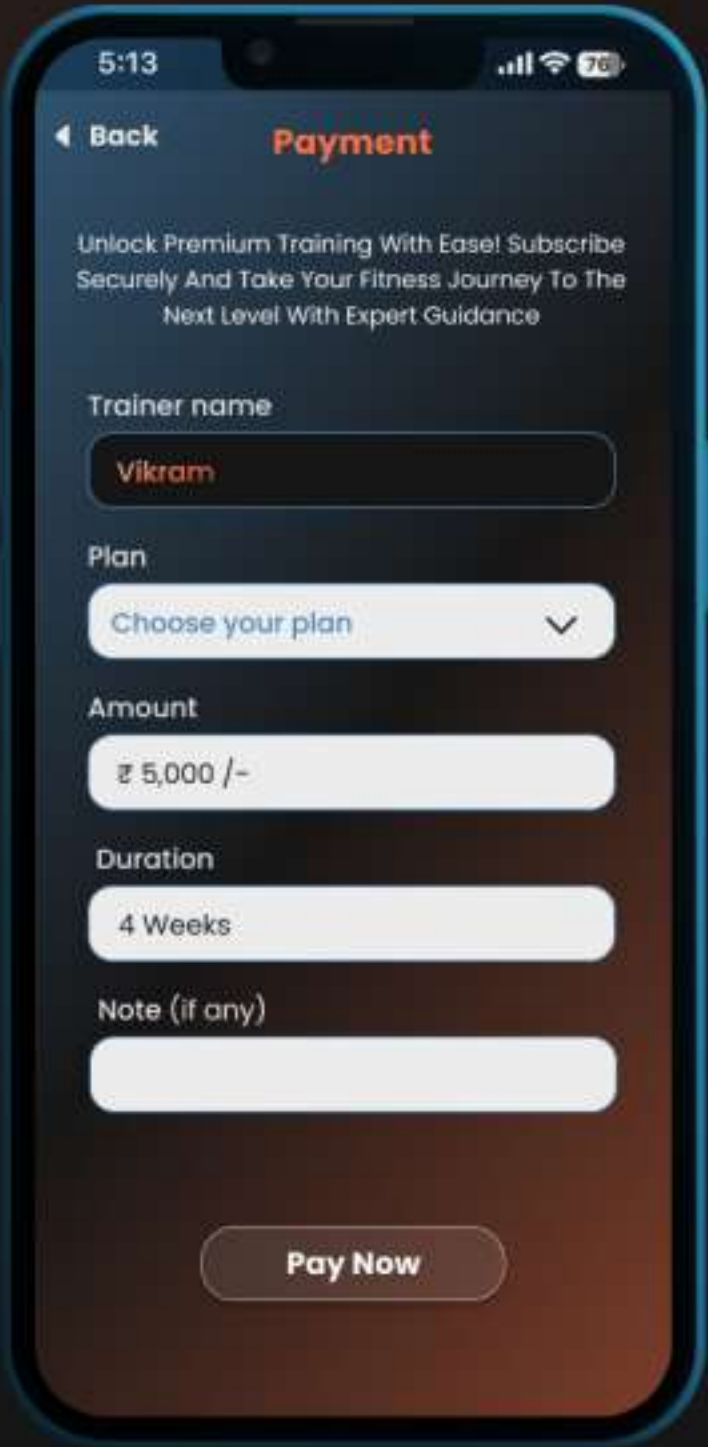
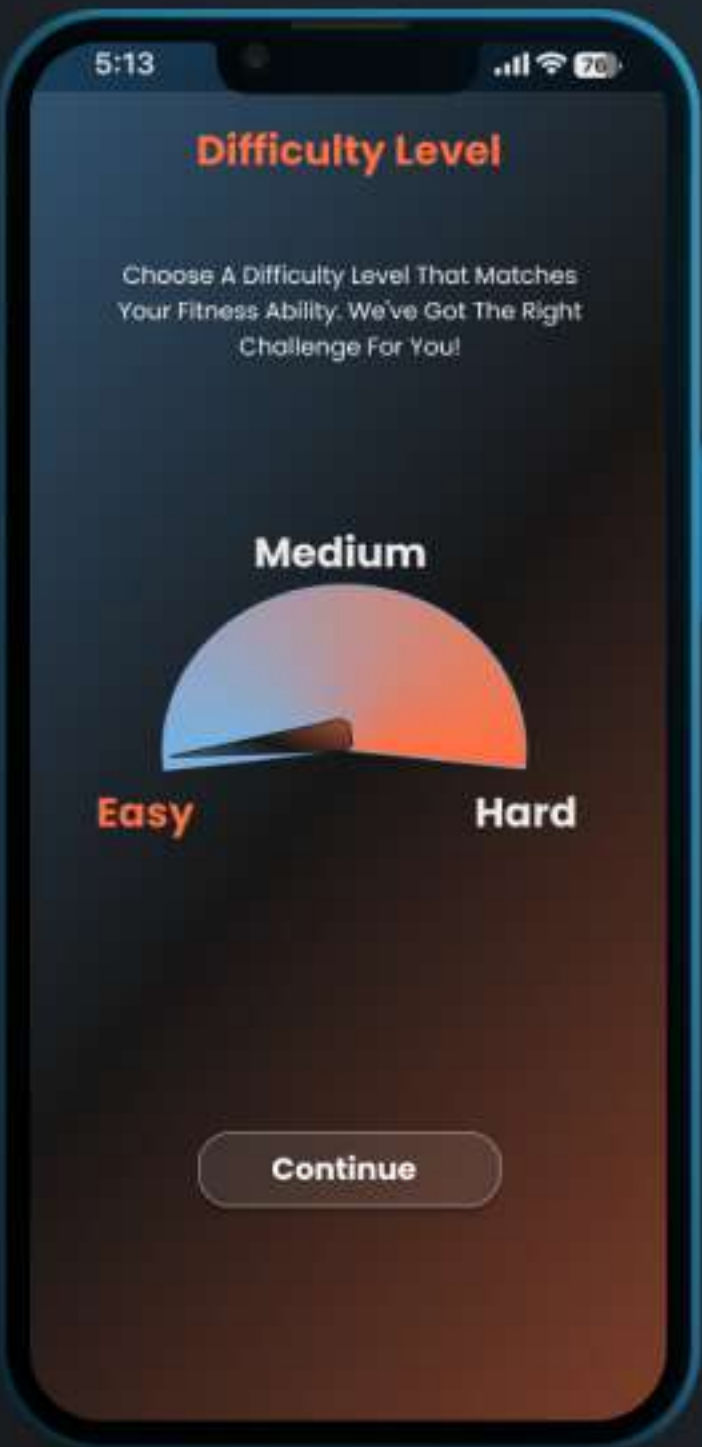
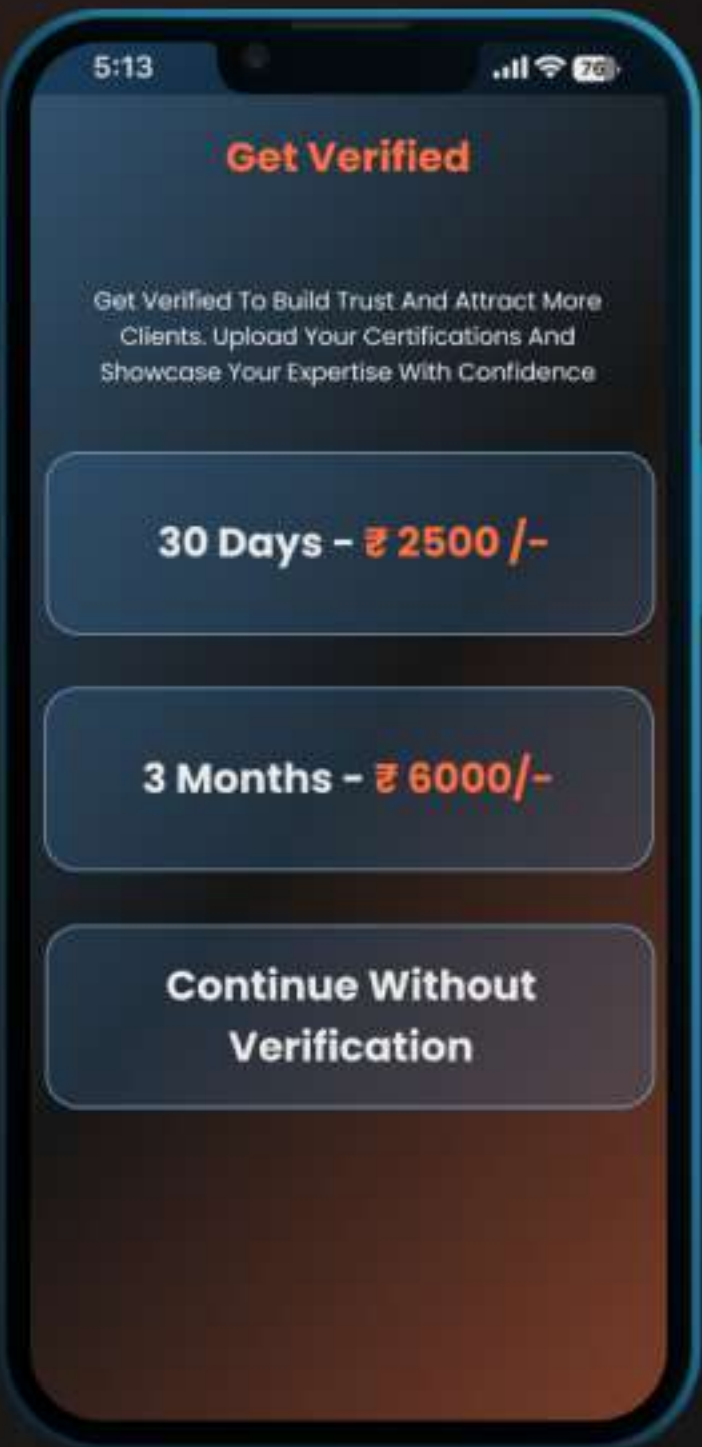
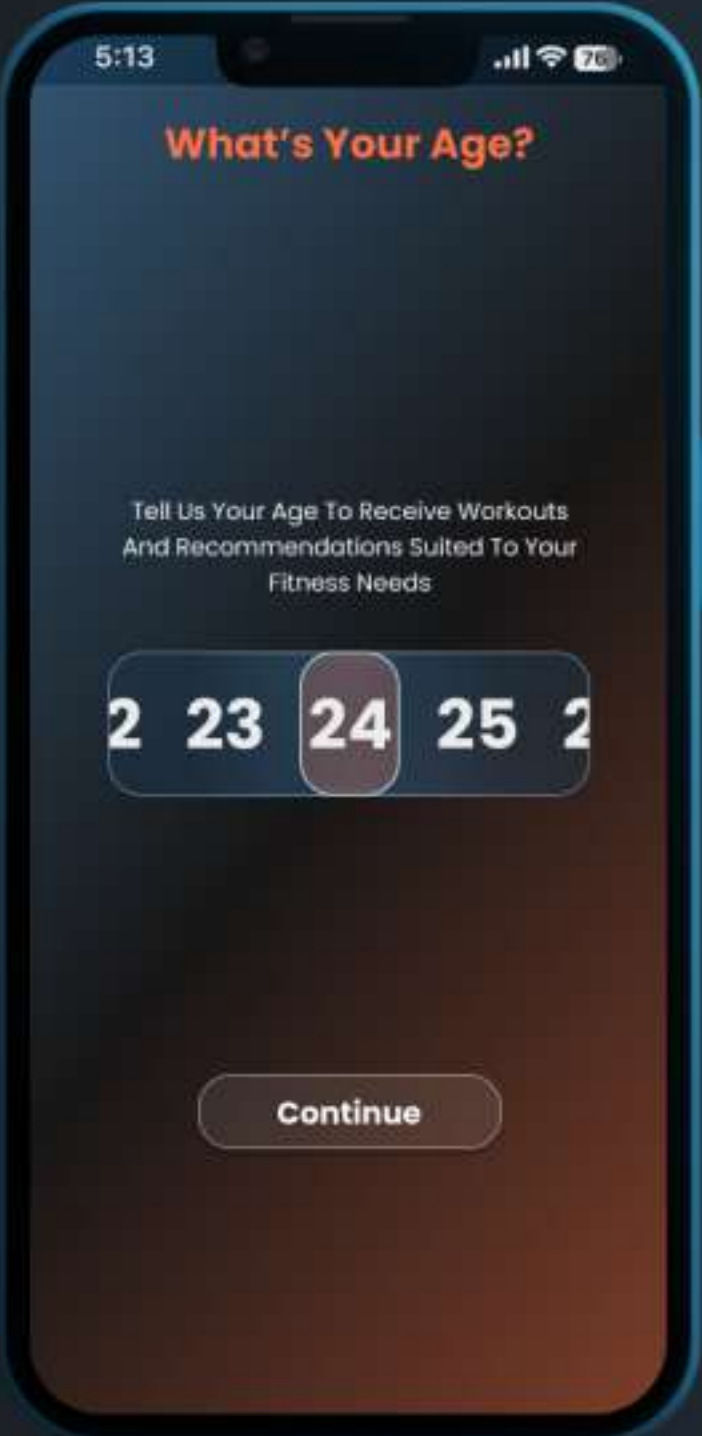
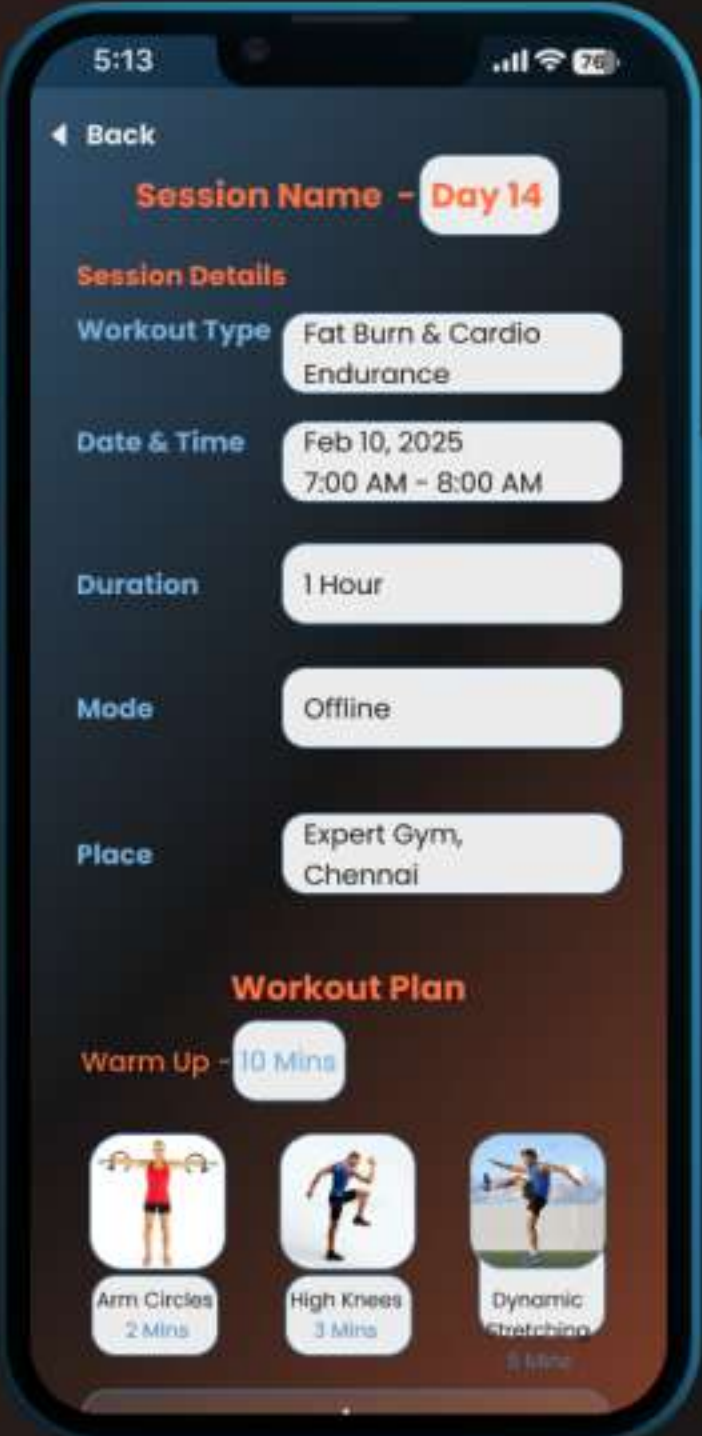
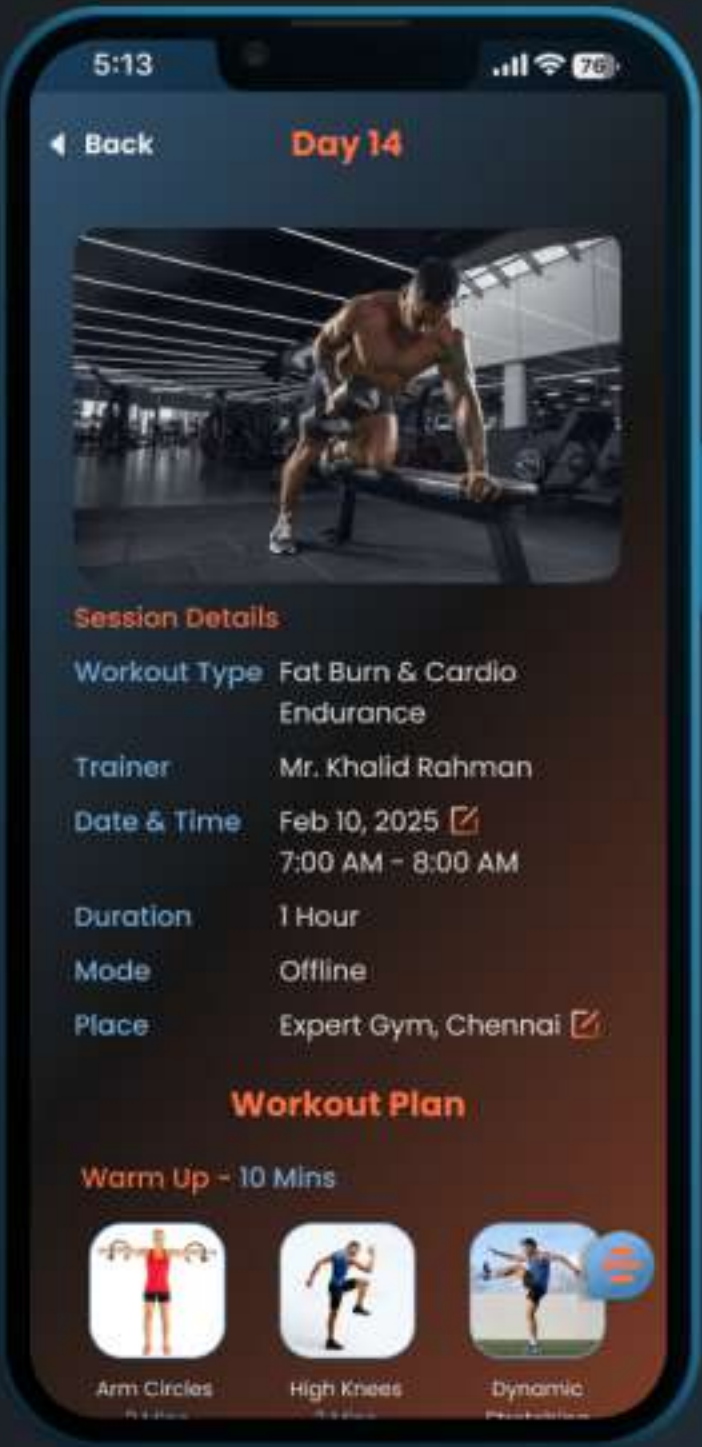
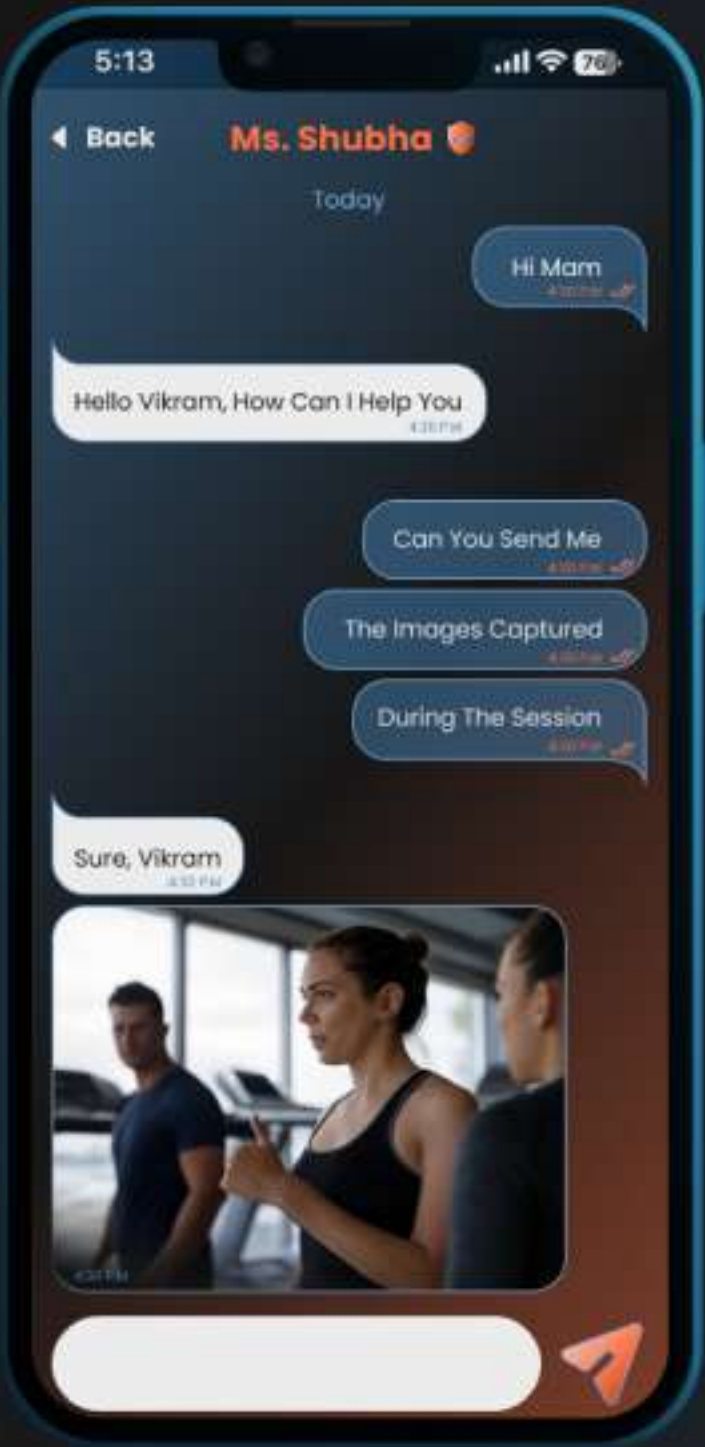
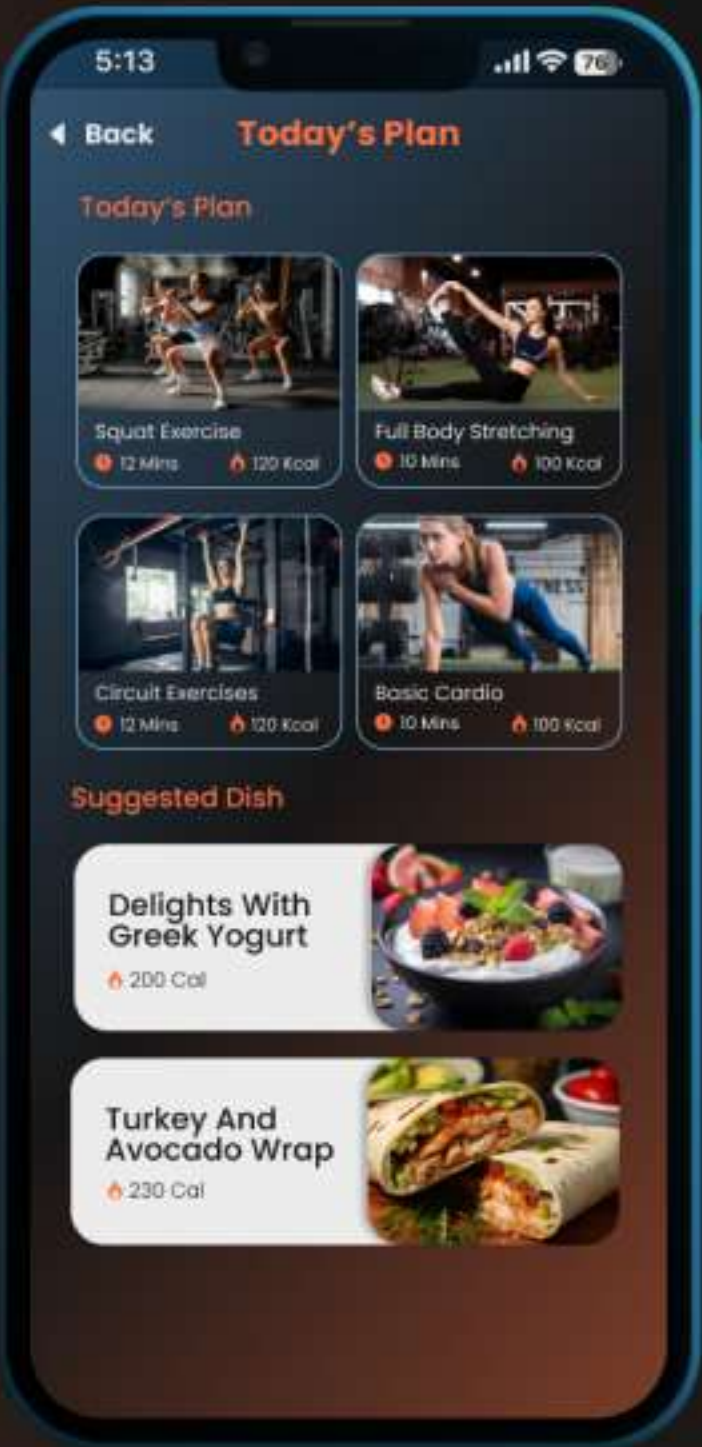


Gym Trainer’s Flow



Other Screens

The various screens of Level Lift cater to both gym-goers and trainers, ensuring a seamless experience for tracking progress, managing clients, and achieving fitness goals.



Level Lift is designed to empower fitness enthusiasts and trainers alike, creating a seamless, engaging, and results-driven fitness experience.

Thank you
for exploring this project!