

JOINTLY

CASE STUDY

2021

ABOUT

Jointly is a fictitious mobile app for group physical exercise that allows the user to join an existing group or create a new one.

CONTEXT

This project was the hands-on section of my undergraduate thesis of Computer Science course.

RESPONSABILITIES

- UX Research
- UX Design
- Usability

engineering

THE PROCESS

INITIATION

RESEARCH

ANALYSIS

DESIGN

VALIDATION

- | | | | | |
|-------------------------|------------------------------|----------------------------|--------------|------------------------|
| • Product goals | • Semi-structured interviews | • Synthesis and Clustering | • User flow | • Heuristic evaluation |
| • Business goals | | • Personas | • Wireframes | |
| • Target audience | | • User journey | | |
| • Risks and mitigations | | mapping | | |

PROJECT BACKGROUND

The idea of "Jointly" was born from self-analysis in a specific moment of self-sabotage related to the practice of physical exercises. I have always liked to run on the beach and I do it often, but there are certain times when other activities seem more important, like studying or cleaning the house, or even the old laziness hits and then I suspend the run that day.

However, in the past, when I had the company of friends to go to the gym or jog somewhere, I felt more stimulated and never canceled the appointment. With their encouragement I kept myself consistent and lost 15kg. Physical activities performed with company are more fun and easier to accomplish.

Given this context, Jointly is an application that enables you to exercise with a group of people who share the same interest as you. This engagement will generate a cycle of motivation: You will be motivated and then you will motivate your colleagues.

INITIATION

PRODUCT GOALS

To build an experience that facilitates and encourages group physical exercises in a customized and fun way, making it part of the users' lifestyle.

BUSINESS GOALS

Build a new market from the development of a new mobile

application, attracting and building user loyalty.

Generate revenue through partnerships with sports centers and

increase the number of users of premium modality.

TARGET AUDIENCE

The target audience consists of adult men and women who want to build healthy habits but have difficulty maintaining consistency in exercise. Another audience is group physical

activity practitioners such as runners and cyclists.

RISKS AND MITIGATIONS

Risks:

- There are no groups for the user to join and he does not feel confident creating a group to lead.

- Users only use the app to find activity groups and once the group is known, the app is abandoned.

- Users only use the free mode (with advertisements)

- Lack of security at meetings, especially for women

Mitigations:

- Dissemination of the app to formal exercise groups in the city.

- Lead user can be "rewarded" by creating a group

- The app can provide services that "hold" the user (allow posting training progress, photos, videos, etc.)

- Suggestion of meeting point in public and busy places. Easily share information and location with family members.

RESEARCH

RESEARCH GOALS

- Collect demographic and psychographic characteristics of the target audience.
- Understand their behaviors, routines, motivations and, frustrations.
- Understand the main factors that prevent or hinder the practice of physical activities in groups.
- Determine what features people want in a group exercise app.
- Find out what will motivate people to use the app

SEMI-STRUCTURED INTERVIEWS

Practices:

- 2 sedentaries

- 2 cyclists

- 1 football player and runner

- 1 footvoley player

Ages:

- 1 – Generation X

- 4 – Generation Y

- 1 – Generation Z

Gender:

- 3 males

- 3 females

Occupations:

- All full-time employed (Medical Physics, high school teacher, sales representative, footvolley teacher, nurse and, software analyst)

Marital status:

- 1 single

- 5 married

QUOTES

“

LARGER CYCLING GROUPS ARE THE MOST SUITABLE AND SAFEST.

“

I'VE ALREADY TRIED RUNNING ALONE. I TRIED ONCE AND NEVER AGAIN! IT'S VERY BORING!"

”

“

I'VE TRIED TO DO THOSE CARDIOS EXERCISES AT HOME AND YOU ACTUALLY SEE RESULTS, BUT AS THE TIME GOES BY YOU LOSE THE EXCITEMENT BECAUSE IT'S NOT FUN.

“

GROUP CYCLING IS A SPORT THAT ENCOURAGES EACH OTHER. I WOULD NEVER DO IT ALONE.

”

ANALYSIS

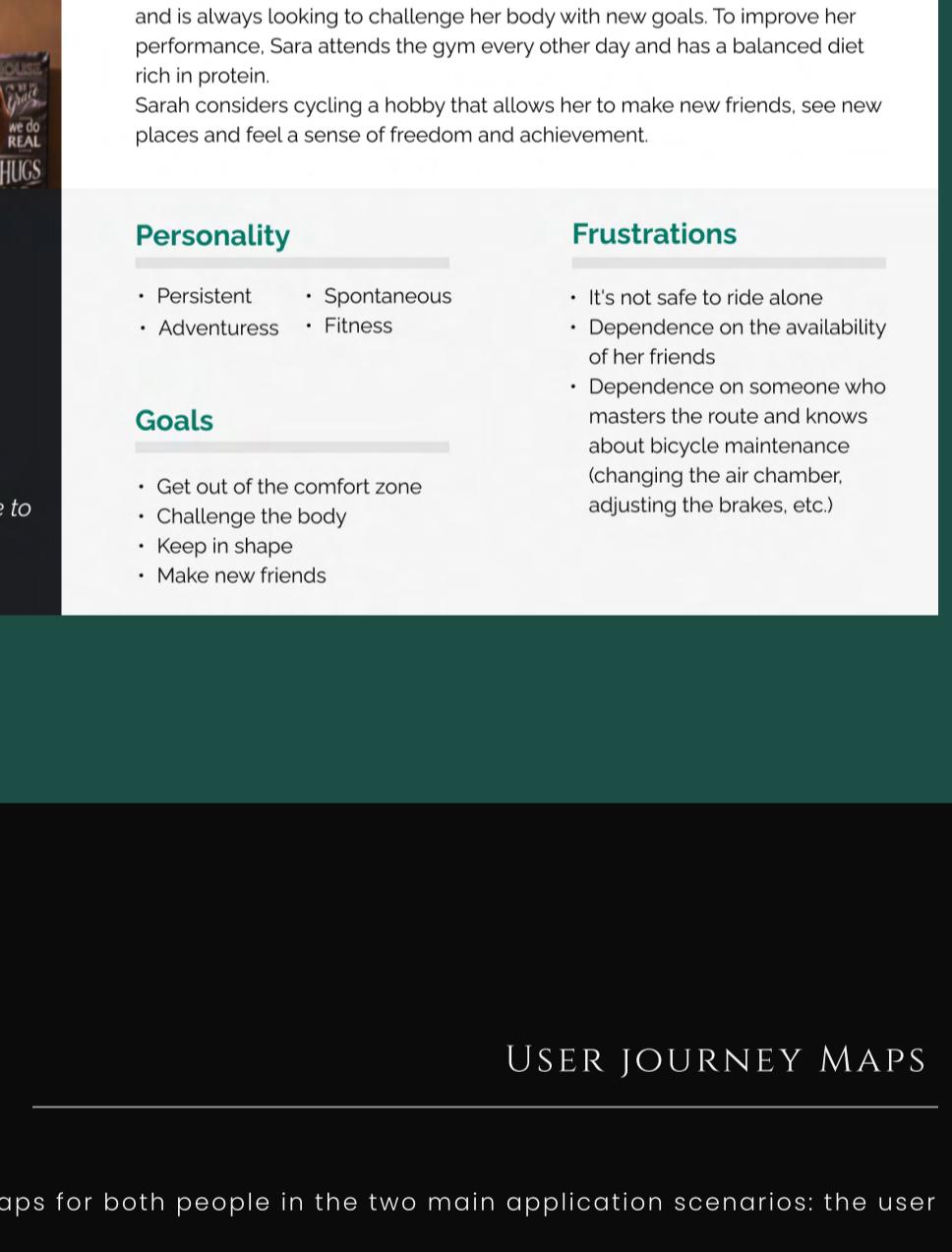
SYNTHESIS

After conducting all the interviews, I listened to the recordings and wrote down the insights and important information in sticky notes. Each sticky note represents one piece of information or insight and each color represents a different interviewee.



CLUSTERING

After synthesis, I grouped the sticky notes into categories and identified the patterns of each topic.



PERSONAS

Based on the results of the interviews, I was able to build personas for two groups of users with different expectations, motivations, and characteristics. Such groups can be represented by Felipe and Sarah.

Felipe Brandão

30 years old
Software Analyst
Single
Recife - PE

"I always wanted to lose weight, but now it's a matter of necessity..."

About

Felipe is an IT professional and has been working at his current company for six years. He is always looking to update himself with new technologies and ways to improve his performance. Due to his profession, Felipe spends most of the day sitting and snacking on unhealthy snacks. He has always prioritized his career over his physical health and is currently sedentary, very overweight, with diabetes and irregular rates. Due to this scenario, Felipe plans to change his lifestyle by eating better and exercising.

Personality

- Extroverted
- Funny
- Communicative
- Workaholic

Goals

- Jogging every day
- Take care of health
- Lose weight
- Increase self-esteem

Frustrations

- Doesn't like to exercise
- Can't go to the gym consistently
- Feels discouraged from dieting
- Has low self-esteem

Sarah Pierri

39 years old
Sales Representative
Married
Recife - PE

"The human being was made to move!"

About

Sarah works in sales at a real estate agency and has always taken care of her aesthetics and health. At night she goes cycling with her husband and friends and is always looking to challenge her body with new goals. To improve her performance, Sara attends the gym every other day and has a balanced diet rich in protein. Sarah considers cycling a hobby that allows her to make new friends, see new places and feel a sense of freedom and achievement.

Personality

- Persistent
- Adventurous
- Spontaneous
- Fitness

Goals

- Get out of the comfort zone
- Challenge the body
- Keep in shape
- Make new friends

Frustrations

- It's not safe to ride alone
- Dependence on the availability of her friends
- Dependence on someone who masters the route and knows about bicycle maintenance (changing the air chamber, adjusting the brakes, etc.)

USER JOURNEY MAPS

Below are the journey maps for both people in the two main application scenarios: the user joining an existing training group and the user creating a new group. The map is divided into five experience phases, where each phase has a sequence of tasks. Then is the mapping of the user's feelings and thoughts throughout each phase exposed before. From the analysis of the interactions of these points, I was able to identify opportunities and improvements for the application.

Felipe's journey mapping

Scenario: Joining an existing group for the first time

EXCITEMENT	ENTRY	ENGAGEMENT	EXIT	EXTENTION
<p>1. Identified the need to take care of his health</p> <p>2. Searched for alternative solutions</p> <p>3. Decided to start a physical activity</p> <p>4. Researched about exercises that met his expectations</p> <p>5. Discovered the 'Jointly' app</p>	<p>6. Accessed Google Play</p> <p>7. Analyzed the evaluative comments</p> <p>8. Downloaded the app</p> <p>9. Explored the app's functionalities</p> <p>10. Created an account</p>	<p>11. Entered existing groups</p> <p>12. Verified that there is a jogging group</p> <p>13. Analyzed the description of the group</p> <p>14. Applied to the group</p> <p>15. Received activity reminder notification</p> <p>16. Confirmed presence</p> <p>17. Went to meet the group</p>	<p>21. Got home</p> <p>22. Added the group to favorites section</p> <p>23. Saw when the next schedule was</p> <p>24. Set calendar for the next schedule</p> <p>25. Waited for the day to come</p>	<p>26. Received app notification</p> <p>27. Checked the meeting time</p> <p>28. Verified which people are confirmed</p> <p>29. Confirmed presence</p> <p>30. Went to meet the group</p>

INSIGHTS AND OPPORTUNITIES

- Publicize that the app also offers fun sports groups such as skating, playing soccer, volleyball, etc.
- Require account to use app functions
- Capture current location
- Inform level (beginner, medium and advanced)
- In the notification, give a word of encouragement
- Being able to share app group profiles to whatsapp and instagram
- Make evolution chart
- Send notifications when favorite groups are scheduled
- If users don't have an appointment, suggest other groups or create a new group

Sarah's journey mapping

Scenario: Create a new group for the first time

EXCITEMENT	ENTRY	ENGAGEMENT	EXIT	EXTENTION
<p>1. Thought that he would like to cycle more often</p> <p>2. Saw a group of 30 cyclists on the street pedaling together</p> <p>3. Googled cycling groups in Recife</p> <p>4. Discovered the 'Jointly' app</p>	<p>5. Searched for app reviews</p> <p>6. Accessed Google Play</p> <p>7. Analyzed the evaluative comments</p> <p>8. Downloaded the app</p> <p>9. Explored the application's functionalities</p> <p>10. Created an account</p>	<p>11. Entered her neighborhood</p> <p>12. Analyzed all the exercises available in the app</p> <p>13. Found "cycling"</p> <p>14. Analyzed the descriptions of the groups</p> <p>15. Verified the existence of a group scheduled for today</p> <p>16. Applied to join the group</p> <p>17. Received Activity Reminder Notification</p> <p>19. Arranged and separated the equipment</p> <p>21. Shared the route with her best friend</p> <p>22. Went to the gas station to calibrate the bike's tires</p> <p>23. Went to meet the group</p>	<p>24. Got home</p> <p>25. Told her friend that everything went fine</p> <p>26. Opened the app and treated the group</p> <p>27. Added the group to favorites</p> <p>28. Decided to start a new advance group</p> <p>29. Defined the number of people, route, goal, date and time</p> <p>31. Specified group rules and prerequisites</p> <p>32. Waited for candidates to sign up</p>	<p>33. Verified that the number of people that were reached</p> <p>34. Checked candidate profiles</p> <p>35. Validated group</p> <p>36. Waited for candidate confirmations</p> <p>37. Verified all confirmations</p> <p>38. Waited for the activity time</p> <p>39. Got ready, separated tires, calibrated the tires</p> <p>40. Shared GPS route with her friend</p> <p>41. Went to meet the group</p>

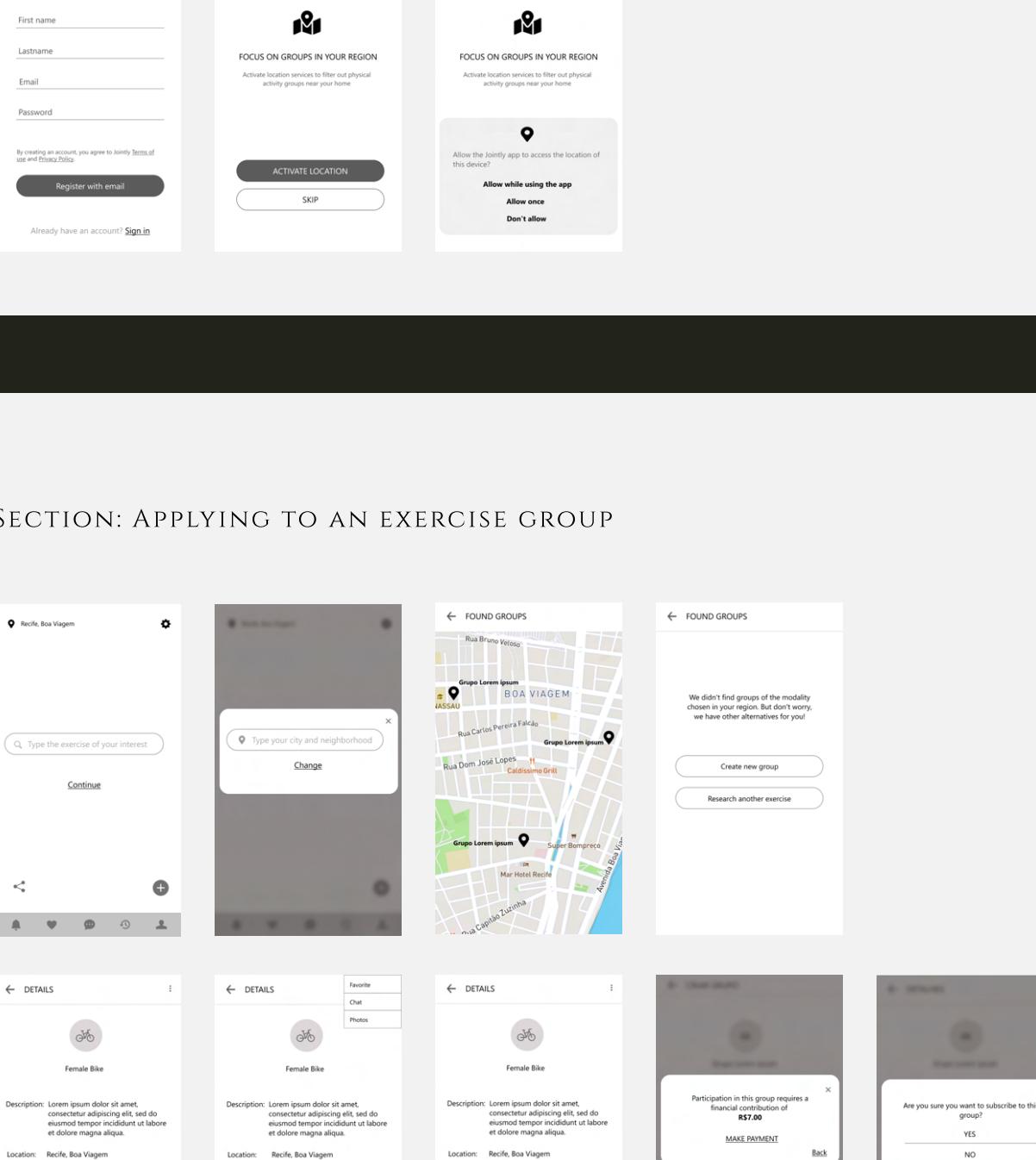
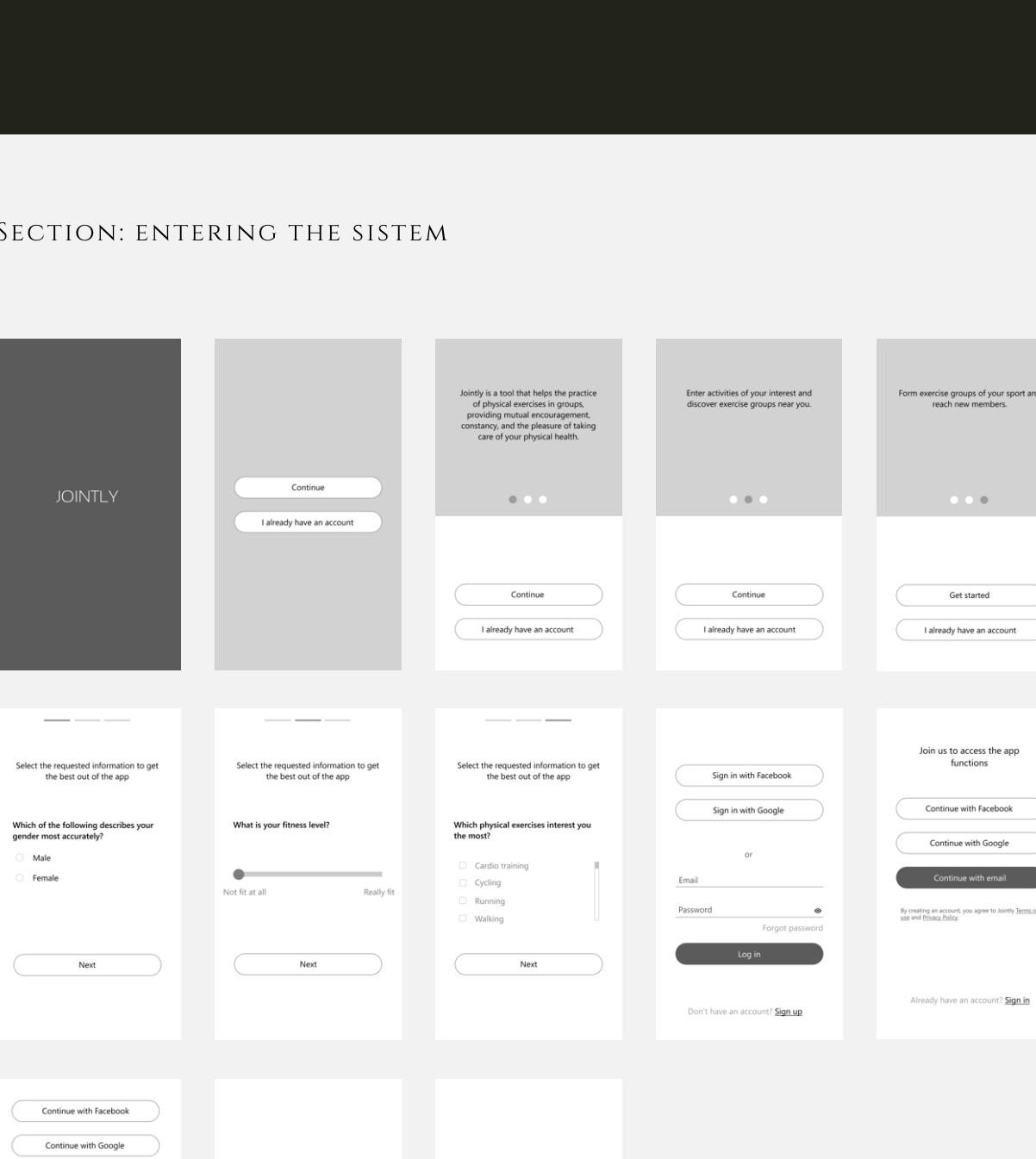
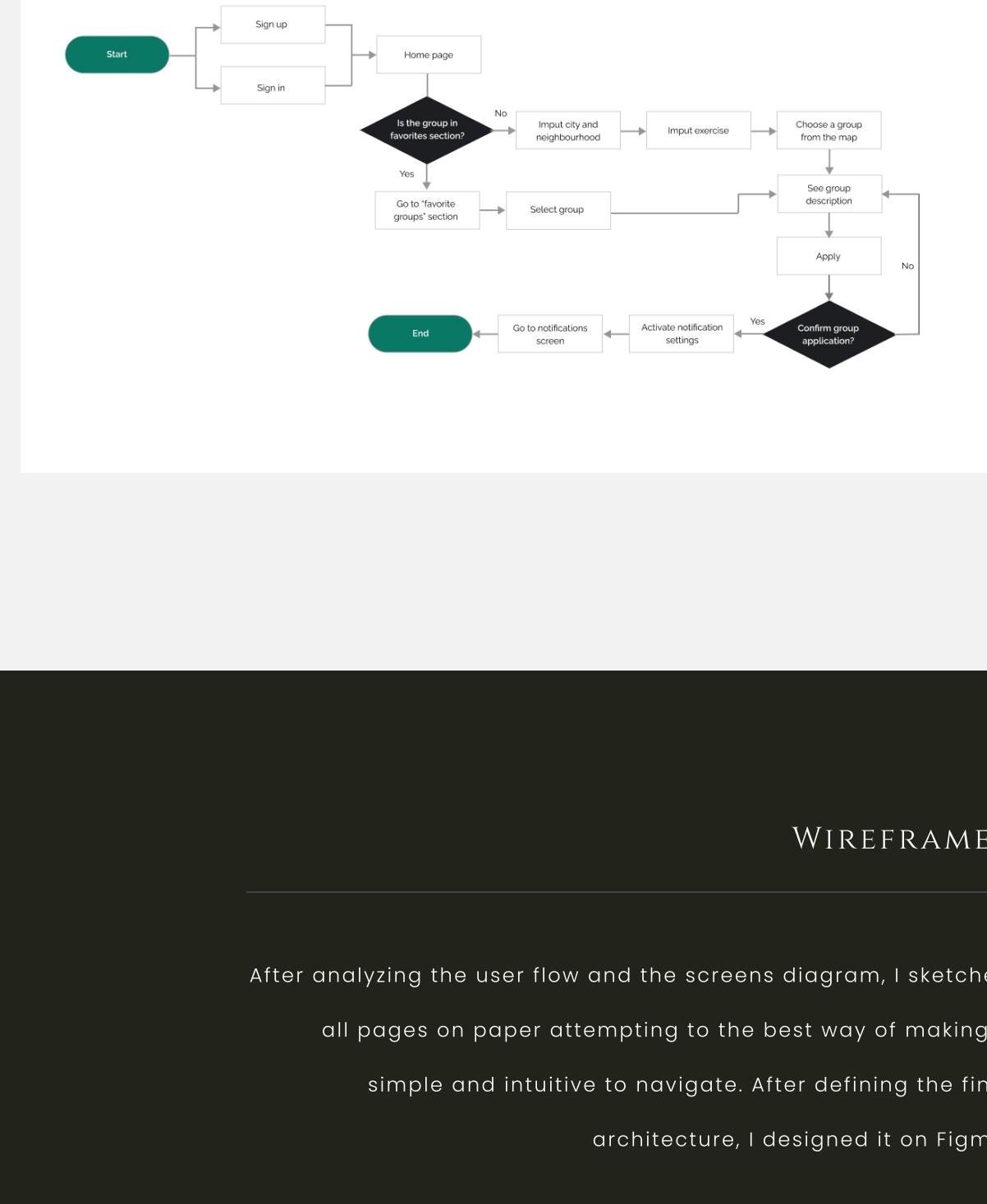
INSIGHTS AND OPPORTUNITIES

- Publish advertisements on social media
- Partner with sports stores
- Every time I depend on my friends' schedules to ride...
- Cool! How do I join this group?
- I've never seen so many people like this... What are the requirements for being part of a group?
- Look at them over there! Where is the team leader?
- This is taking so long... Maybe there's no time to get there on time.
- It could be dangerous. I better share the GPS with Ana.
- Was awesome! It's super safe and the people are really cool!
- It's gonna be fun!
- YEAH! It worked out!
- I wonder if anyone will sign up.

DESIGN

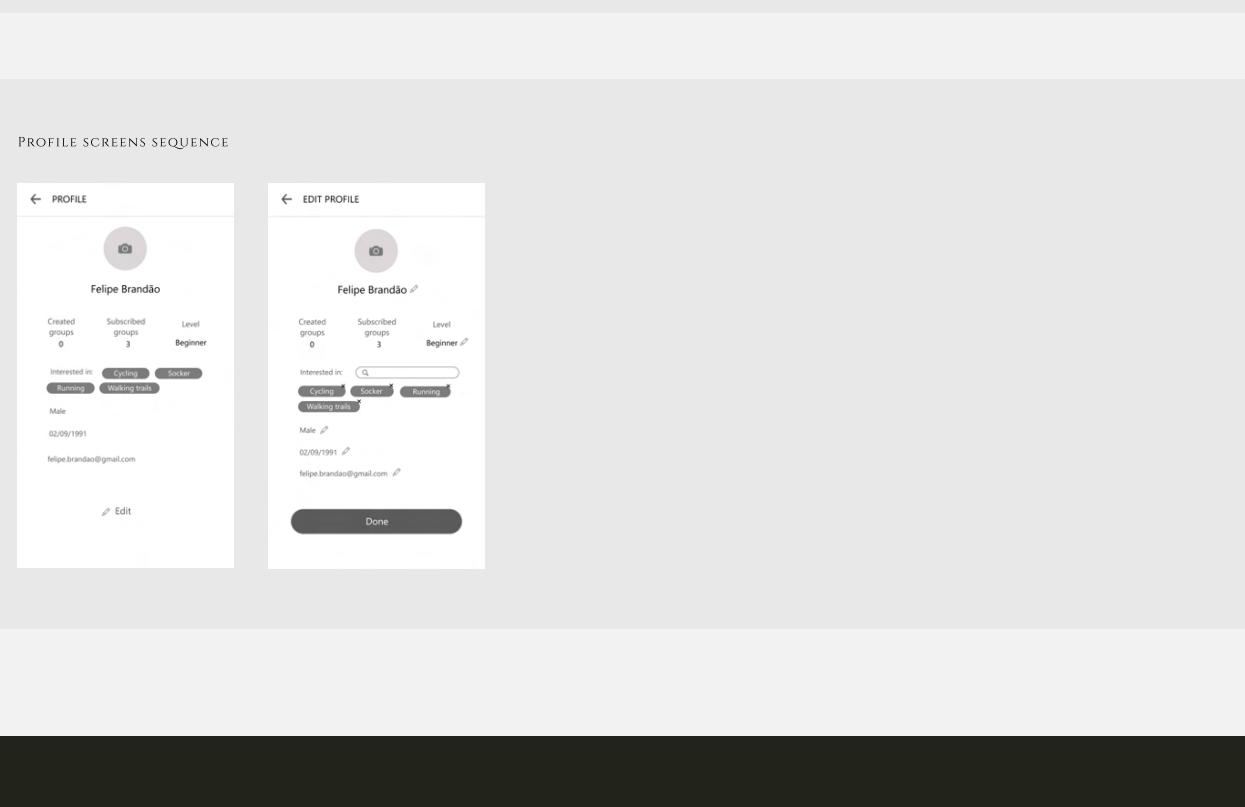
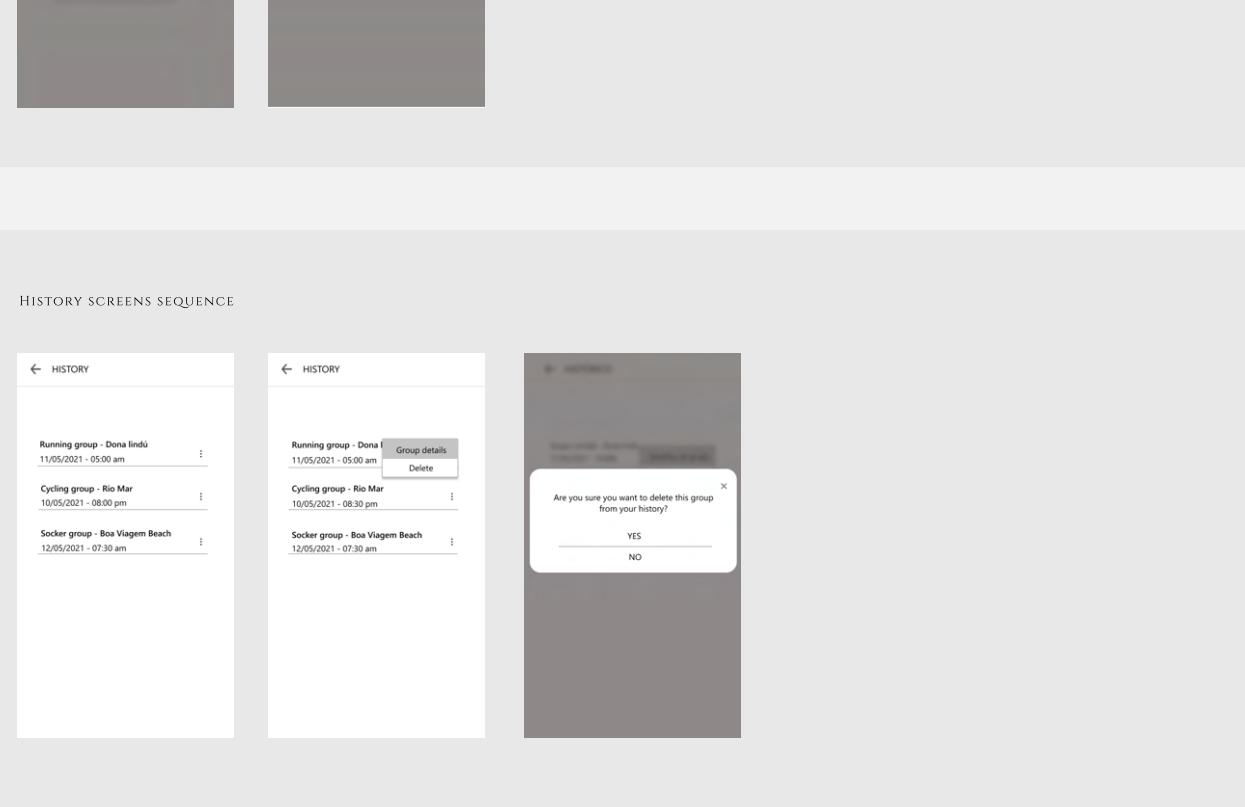
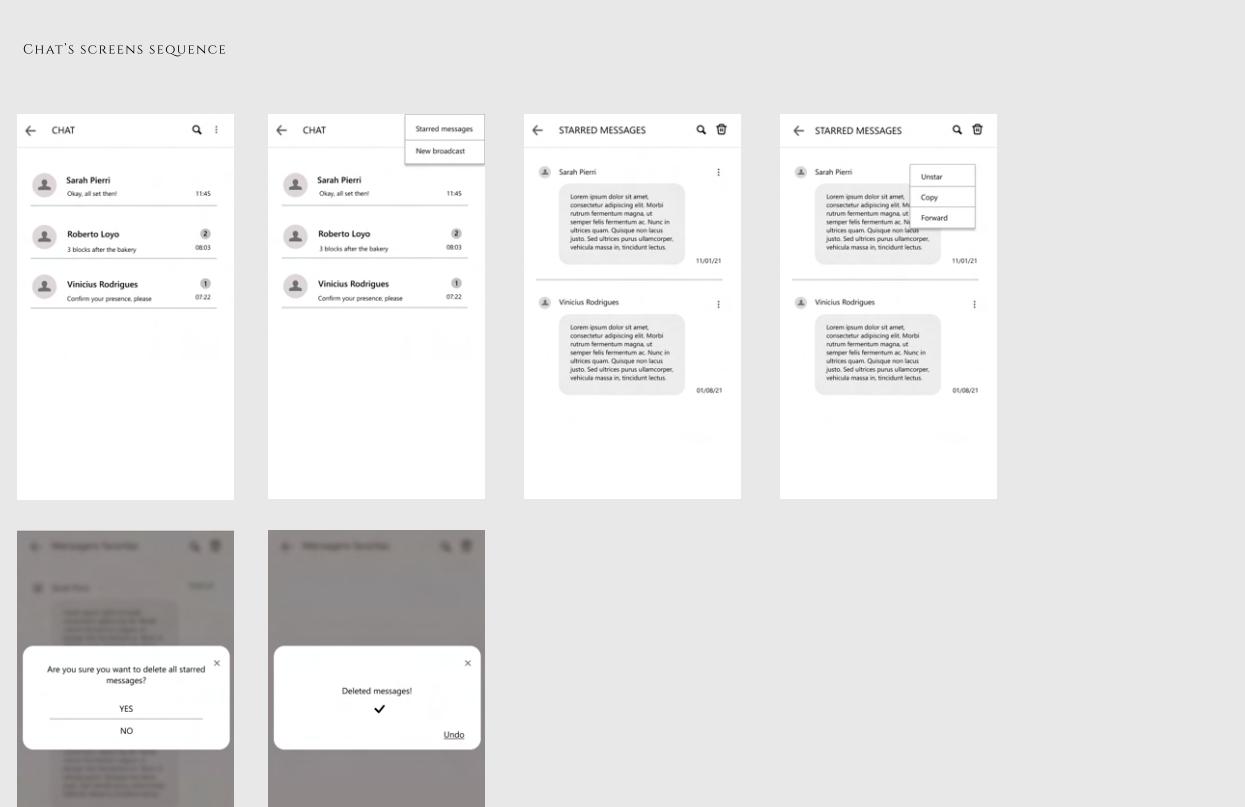
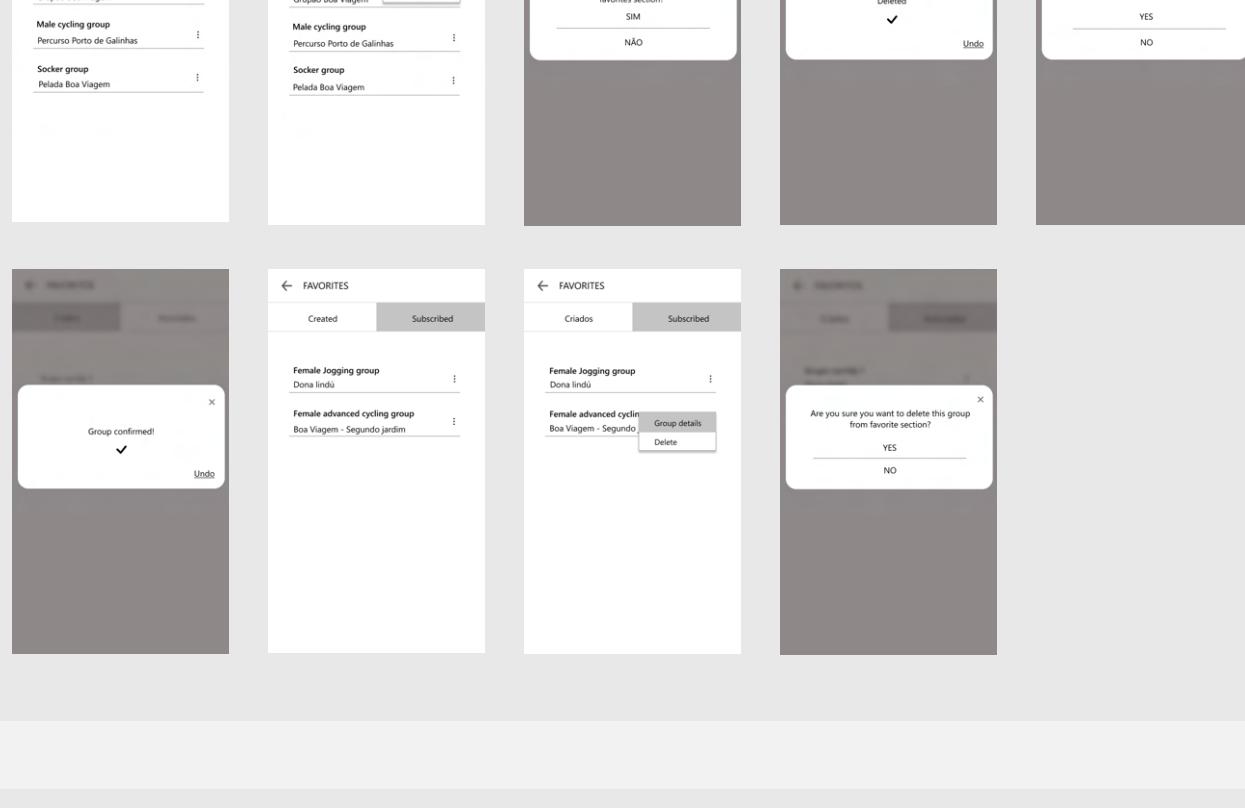
USER FLOW

There are two main tasks in the user flow below: creating a new exercise group and applying to a group. In addition, there is a simple task of entering the system.



WIREFRAMES

After analyzing the user flow and the screens diagram, I sketched all pages on paper attempting to the best way of making it simple and intuitive to navigate. After defining the final architecture, I designed it on Figma.



VALIDATION

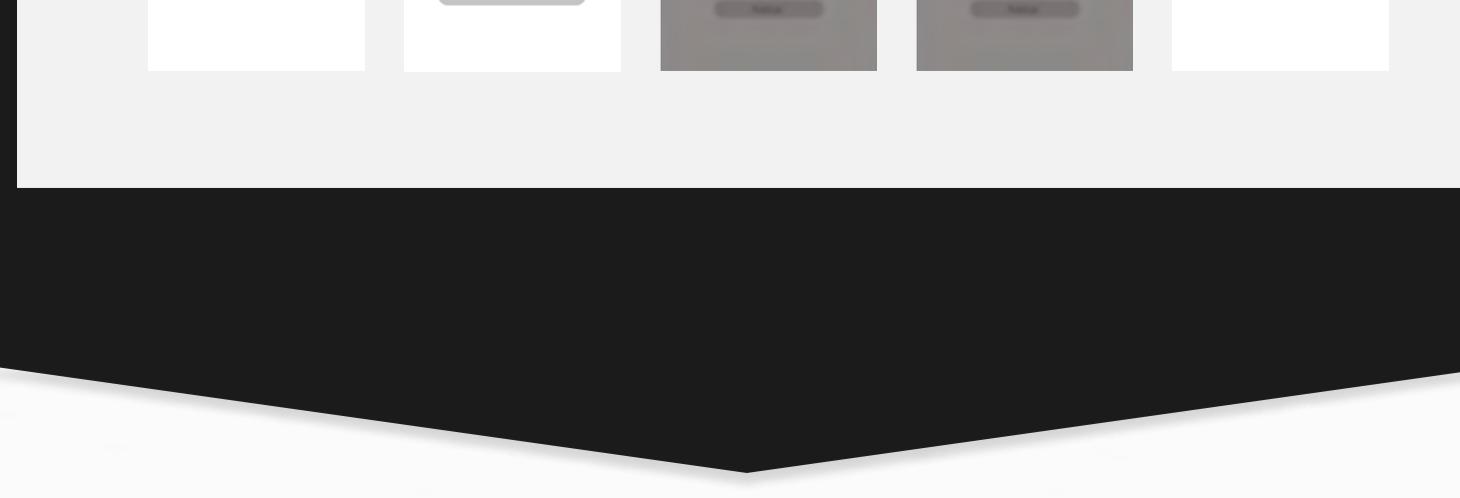
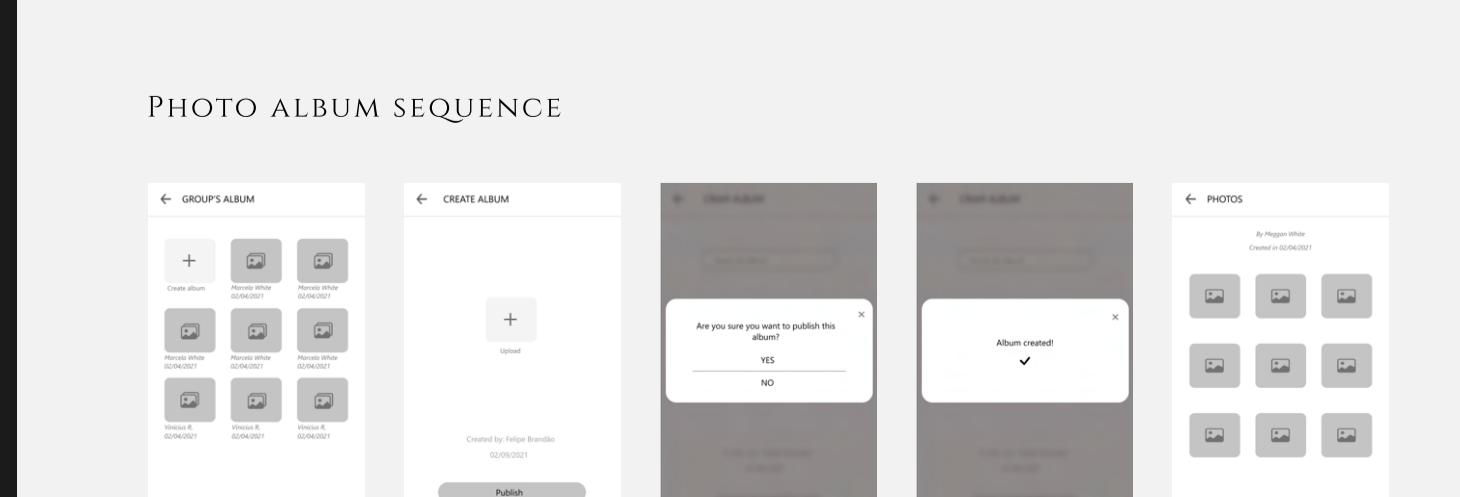
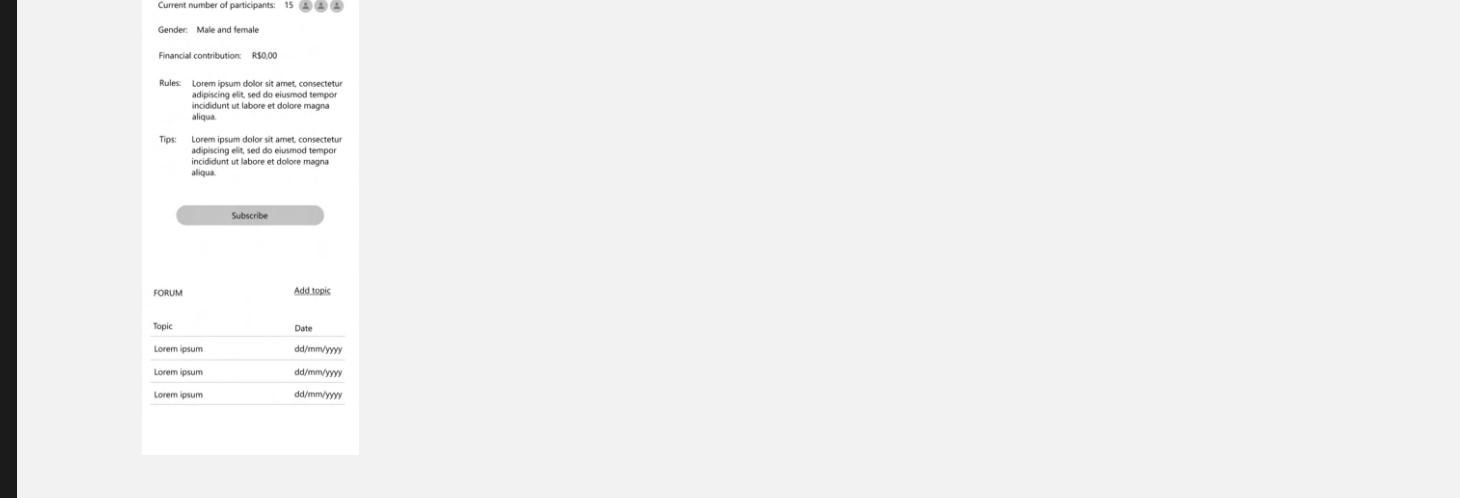
HEURISTIC EVALUATION

To collect usability problems, I performed a heuristic evaluation using low-fidelity prototypes. The evaluation was based on the analysis of the screens considering Nielsen's ten heuristics.

Screens	Problem	Heuristics	Severity	Suggestion
Requested information screens – (Gender, fitness level and exercises)	Lack of consistency in layout	4	0	Design rounded corners in: - Carousel indicators - Horizontal scroll bar - Vertical scroll bar
Homepage	Lack of consistency in layout and clickable word too small	4 e 7	2	Design "Search" button in the same pattern as the typing space
Homepage	When entering the exercise, the system does not offer the available options	5, 6 e 7	3	Design a "dropdown" feature with similar exercises names as the user writes
Homepage modal (Enter city and district)	Terminology of clickable word "change" creates confusion and ambiguity	4 e 5	3	Replace "change" with "continue"
Homepage modal (Enter city and district)	When typing the location, the system does not suggest options	5, 6 e 7	3	Design a "dropdown" feature with similar names of cities and neighborhoods as the user writes
Group details	Missing information: Activity fitness level	5, 6 e 7	4	Add "level" information
Group creation	Missing information: Activity fitness level	5, 6 e 7	4	Add "level" field
Group creation	There is no hint and alerts "?", "?" in the fields	5, 6 e 7	3	Add light gray "hint" in fields, add alert icon on fields that are enveloped with security, add question icon on fields that are not clear
Group creation	There is no indicative of mandatory fields or error message when certain fields are not filled	1, 5, 9	4	Add "*" in mandatory fields and add error message when fields are not filled
Group creation	The user who creates or reschedules groups often needs to re-enter all information again	3, 6 e 7	4	When creating a new group, the system can ask the user if he wants to repeat a certain activity on another date, and/or, when the user fills the date field, it can be exist the option to select fixed days in the week for this particular group activity
Modal "Subscription complete"	Lack of consistency and possibility of misunderstanding in clickable word "undo"	4 e 5	1	Underline "undo"
Settings	The icon referring to the option "invite friends" generates ambiguity of meaning, implying that this function refers to the invitation of people within the app to a network of friends.	2, 4 e 5	2	Since the item refers to inviting friends to the app, the symbol can be exchanged for the whatsapp symbol. Also, change terminology to "invite friends via whatsapp"
Settings	There is no quick help option without having to access the detailed help manual on the settings page	5, 7 e 10	3	Add frequently asked questions (FAQ) topic
Profile	Lack of consistency in layout	4	2	Design "edit" button as the pattern goes
Edit profile	When entering the exercise, the system does not offer the available options	5, 6 e 7	3	Design a "dropdown" feature with similar exercises names as the user writes
Group's photos	The amount of photos can cause confusion and disorganization	2, 7	3	Add "album" functionality and change page title to "Groups album"

SCREENS CORRECTIONS

Below are corrections to the usability problems identified on the heuristic evaluation.



FINAL CONSIDERATIONS

In order to confirm this work as well as to obtain improvements for the application, interviews with a larger sample of individuals may be conducted in order to identify new patterns of behavior. The card-sorting procedure, a usability method for identifying the users' mental models, can also be done to improve the information architecture of the application..

In addition, users can be observed in the field for a deeper understanding of the process of activities and implementation of new features.

The usability method chosen for this case study consisted of the heuristic evaluation, however, this does not eliminate the need for other methods such as usability tests with interactive prototypes, considering that more specific usability problems can be identified, thus improving the user experience as a whole.

The main contribution of the thesis in its entirety was the exploration of aspects that permeate the usability of a digital interface as well as the theoretical and practical approach of methods that improve the quality of a software and value the product. During the development of the project, the centrality of the user in the execution of each method and the focus on his experience is noticed. Likewise, one can observe the need, importance and effectiveness of usability methods, in particular, heuristic evaluation that identifies several usability problems that would negatively impact the user experience.

If you are interested in the theoretical document, please leave me a message and I'll be happy to share it with you!