UX Design Workshop

Springboard

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Project Idea

Design a mobile application for a fitness gym that includes informational and transactional experience for the users/members.

Business name

Emerald City Athletics - <http://emeraldcityathletics.com/> (ECA)

Discovery

The project focuses on making the website content available for informational (sales) and transactional (retention) purposes. The target audience for this app are existing as well as prospective members.

The problem: while ECA is a small, family-owned business with three gyms in the Seattle area, the general business environment of fitness centers is one that lacks personal engagement in terms of training and nutritional guidance. Currently, to get the members engaged, they conduct fitness challenges that run for three months and prizes are given to the best performers. However, these challenges cost additional expense on the part of the member, usually around $200 that covers a trainer’s time.  
This web application can engage the members more through check-ins (right now, they use Yelp). Upsell to members by discounting supplements and fitness apparel. One more problem that this app can solve is automatic check-ins by geo-location. On busy times, members have to line up to flash their barcoded tags to the front desk.

Design

ECA doesn’t offer a mobile app. Initially, the app should have the same look-and-feel and visual design of the website. In addition, a log-in screen will be available for members that will take them to their account information and personalized fitness records. A “store” will be available for supplements and apparel and training services.

Validation

The members are mobile savvy – they listen to music while working out, check SMS messages between sets and track their progress using several exiting apps like [Bodyspace.com](http://www.bodyspace.com). With management’s permission, I think that validation can be conducted by in-person interviews at the gym or via email. Prototyping can be presented on a tablet in the gym.

(Note: ECA does not engage its members via email – maybe this can be considered as an add-on to their marketing initiatives.)