**Proyecto Final de UX, UI e Interacción Persona-Ordenador**

# 1. Business Model

Our business model is Software as a Service (SaaS), and our purpose is to professionalize the way coaches create their training programs, in order to offer their clients a better user experience and greater results—while also saving coaches valuable working time that they can instead dedicate to client relationships, rather than repetitive and technical tasks.

We achieve this by automating technical and repetitive processes, allowing coaches to invest more time in human interaction and client retention, without compromising the quality of their services. The entire system is based on training science and designed from real coaching experience, ensuring reliability and usability in every feature.

We expect a broad user base, covering several key segments: CrossFit coaches, health professionals (focused on muscle gain or fat loss), and sports performance specialists.

## Segmentación

Nexia targets a broad market within the fitness and sports training sector, but with a clear segmentation strategy based on demographic, behavioral, and psychographic data. These are the three main segments we aim to reach:

### 1. Independent Personal Trainers

**Demographics:**

* Age: 24–40 years old
* Education level: Graduates or students in Sports Science, INEF, or CAFYD
* Location: Mainly urban areas, with an active digital presence

**Behavioral:**

* Offer online, in-person, or hybrid services
* Use spreadsheets or basic tools like Google Sheets or PDFs
* Their processes for creating training programs and managing their business are often disorganized, inefficient, and scattered across multiple tools
* Struggle to scale their business or retain clients professionally

**Psychographic:**

* Highly motivated to improve their service
* Want to stand out by offering more value than others
* Seek tools that save them time without compromising quality
* Understand that what truly matters is the personal value they provide to clients and, in many cases, the emotional support they offer

### 2. CrossFit Boxes and Functional Training Centers

**Demographics:**

* Businesses with 2–10 coaches
* End users aged between 18 and 45 years old

**Behavioral:**

* Need to standardize programming for multiple clients
* Value personalization for their clients but cannot collect data to analyze fatigue levels for everyone daily due to high client volume. Their current class management software does not account for these physiological variables; it only allows class bookings and very basic progress tracking.
* Aim to scale without increasing staff

**Psychographic:**

* Prioritize delivering measurable results
* Interested in technology, but face adoption barriers if the tool isn’t intuitive
* Often purchase training programs from other companies
* When creating their own programs, they lose significant time and lack clarity on when specific exercises were last implemented, how frequently certain movements are used, etc. They cannot plan effectively for their sport and end up doing it traditionally and without data.
* They want to professionalize their service to stand out in the market and optimize their training program creation processes.

### 3. Strength & Conditioning Coaches and Performance Specialists

**Demographics:**

* Professionals with experience in specific sports (e.g., football, athletics, etc.)
* Work in clubs, academies, or independently
* Specialized education in strength and conditioning

**Behavioral:**

* This is the segment most interested in technological tools
* They provide individualized tracking, but without automation or effective tools
* Feel frustrated by the time wasted on manual planning

**Psychographic:**

* Strongly oriented toward science and data
* Seek a tool that can adapt to their methodology
* Aim to improve efficiency without sacrificing technical control

## User and Product Owner Goals

### User 1: Trainer

* **Plan more professionally, precisely, and long-term**Thanks to the innovative and structured planning model (based on intensity, volume, and physical qualities), the trainer can design programs with solid logic tailored to each client's profile.
* **Save time with smart tools**Initial recommendations, partial automation of session design, and consistency analysis between what was planned and what is actually programmed reduce technical workload and time investment.
* **Prevent injuries and optimize performance**Pre- and post-session fatigue analysis enables more informed decisions and allows training to be adjusted based on the client’s actual condition, avoiding overtraining.
* **Offer advanced and professionalized tracking**The trainer can conduct real technical follow-up: from programmed vs. perceived variables to 1RM progression, performance testing, and the relationship between sessions and long-term planning.
* **Enhance the perceived value of their service**These features allow the trainer to stand out from the competition, justify higher pricing, and create a more personalized and premium client experience.

### User 2: Athlete

* **Better understand their training**The user has access to the planning model designed by their coach, which enhances their engagement and trust in the process.
* **Feel supported and aligned with their real condition**Pre-workout fatigue alerts and post-session feedback help the user feel that the system adapts to how they actually feel, boosting motivation and preventing frustration.
* **Clearly track their progress**The analysis of their evolution—both in physical qualities and performance—helps them visualize improvements and stay committed to their training journey.

### Product Owner

* **Validate and scale the intelligent planning and tracking model**Nexia aims to prove that it is possible to professionalize how coaches plan and track their clients without adding complexity or consuming more time.
* **Deliver a highly differentiated experience**Through fatigue analysis, automatic recommendations, and clear progress visualization, Nexia positions itself as a more advanced app than any conventional software in the market.
* **Encourage loyalty and organic growth**A product that truly improves the coach’s workflow and the end-user experience has greater potential to be recommended and retained over time.
* **Build a scalable, modular platform**These features lay the foundation for future developments (such as nutrition, branded apps, communication tools, etc.), enabling cross-sell opportunities later on.

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## Personas (including multi-device interaction)

### Persona 1 – Laura, Personal Trainer

* **Age:** 29
* **Location:** Madrid
* **Education:** Bachelor's Degree in Sports Science
* **Occupation:** Freelance personal trainer with 15 active clients

**Goals:**

* Offer a more professional service without working extra hours
* Increase client retention
* Stand out from other trainers at her gym

**Frustrations:**

* Wastes a lot of time manually programming training sessions
* Ends up either spending too much time using tools like Excel or skipping essential professional processes
* Struggles to justify her pricing to new clients
* Lacks a clear system to track and show client progress

**Digital and Multi-Device Behavior:**

* **Mobile:** Manages daily sessions and checks post-workout feedback
* **Tablet:** Reviews client progress and plans sessions during downtime
* **Laptop:** Uses spreadsheets for monthly programming (wants to stop doing this)

**How She Would Use Nexia:**

* Inputs client data from her laptop
* Plans medium-term training blocks on her tablet
* Uses her phone to review sessions, make quick adjustments, and check client fatigue before sessions

### Persona 2 – Marcos, CrossFit Coach

* **Age:** 30
* **Location:** Madrid
* **Education:** CF-L1 Certification, strength and conditioning courses
* **Occupation:** Head coach at a CrossFit box with 120 members

**Goals:**

* Standardize the gym’s programming in a professional and scalable way
* Save time on repetitive tasks
* Better monitor how training impacts client fatigue

**Frustrations:**

* Many clients with different levels and needs
* Lacks objective data on how training affects each group, and neither he nor the other coaches can adapt sessions accordingly

**Digital and Multi-Device Behavior:**

* **Desktop (at the box):** Doesn’t plan mesocycles or track workload distribution — only programs day by day, without tools that provide relevant feedback
* **Tablet (at the box):** Quickly reviews what’s scheduled for the day and what’s been done recently

**How He Would Use Nexia:**

* Creates a structured plan for the physical qualities to be developed across mesocycles, microcycles, and daily sessions
* Uses the tablet to ensure that daily WODs align with what was planned and to monitor the perceived intensity among clients
* Checks fatigue alerts or potential injury warnings from his phone to make quick decisions and adjustments

### Persona 3 – David, Sports Performance Coach

* **Age:** 30
* **Location:** Valencia
* **Education:** Master’s in High Performance + NSCA CSCS
* **Occupation:** Trains football and track athletes (15–20 private clients)

**Goals:**

* Deliver fully individualized training without wasting time
* Accurately monitor performance and training load
* Prevent injuries and keep athletes in peak condition

**Frustrations:**

* Current tools (Excel + WhatsApp) don’t offer enough control
* Limited data, hard to interpret quickly
* Athletes don’t always report their condition or fatigue

**Digital and Multi-Device Behavior:**

* **Laptop:** Designs macrocycles, monitors training loads, makes strategic adjustments
* **Tablet:** Live monitoring during individual training sessions
* **Phone:** Direct contact with athletes, receives post-session feedback

**How He Would Use Nexia:**

* Designs long-term planning using his laptop
* Tracks performance and progress live via tablet during training
* Receives daily feedback on mobile and adjusts sessions based on reported fatigue

## Initial Research

For the user research phase, the following methods were primarily used:

* **Qualitative interviews** with personal trainers, CrossFit coaches, and strength & conditioning specialists (Nexia's key user segments).
* **Direct observation** of trainers’ daily workflows (planning, monitoring, and client communication).
* **Benchmarking** of existing platforms such as Harbiz, Trainerize, and TrainingPeaks to identify friction points and best practices.
* **Informal user feedback** during the early validation stages of the MVP.

**Key findings:**

* **Low technological familiarity:** Most trainers are not tech-savvy. They seek a clear, visual, and intuitive interface that doesn’t require a steep learning curve.
* **Strong desire to save time:** They need tools that automate or simplify repetitive tasks such as weekly programming or client tracking.
* **They value control, but with guidance:** While they want to make personalized decisions, they also appreciate smart suggestions that act as support without limiting their professional judgment.
* **They aim to enhance their service perception:** Trainers are interested in delivering a more structured, professional, and data-driven service — even if they don’t always know how to technically implement it.

In addition, **feedback after the interviews was particularly positive**: users greatly appreciated the proposed design logic, and the screens shown generated excitement and motivation. They described the tool as intuitive, visually appealing, and clearly aligned with their day-to-day needs.

These insights have played a decisive role in the design decisions, **prioritizing a user-friendly, guided yet flexible experience**, and aiming to **minimize technical friction while maximizing real-world utility**.

# 2. Requirements Analysis (also called Scope)

## Functional Requirements

* **Multi-stage planning system (long, medium, and short term)**→ *User objective:* Deliver structured, professional training plans  
  → *Owner objective:* Differentiate the app through its scientific and modular approach
* **Initial recommendations generated based on client data**→ *User objective:* Streamline the onboarding and training start-up process  
  → *Owner objective:* Reduce friction and increase adoption rate
* **Automatic fatigue analysis (pre- and post-session)**→ *User objective:* Prevent injuries and adjust training accordingly  
  → *Owner objective:* Increase perceived value and user retention
* **Progress tracking with performance tests and 1RM estimations**→ *User objective:* Show measurable improvements to clients  
  → *Owner objective:* Strengthen client loyalty and reduce churn
* **Integrated client feedback after each session**→ *User objective:* Evaluate the effectiveness of each workout  
  → *Owner objective:* Build a valuable data set for future AI features
* **Personalized alerts and recommendations based on client condition**→ *User objective:* Make informed decisions effortlessly  
  → *Owner objective:* Add intelligent guidance without complicating the UX
* **Workout programming interface aligned with prior planning logic**→ *User objective:* Maintain training coherence without overthinking  
  → *Owner objective:* Make the app’s value evident in each use
* **Client access to planning model visualization**→ *User objective:* Increase engagement, education, and adherence  
  → *Owner objective:* Add transparency and boost perceived value

## Non-Functional Requirements

* **Highly intuitive and visual interface (clean UX/UI design)**→ *User objective:* Ensure usability without technological barriers  
  → *Owner objective:* Broaden market reach to non-tech-savvy trainers
* **Multi-device compatibility (mobile, tablet, desktop)**→ *User objective:* Adapt to the trainer’s real workflow and context  
  → *Owner objective:* Increase product versatility and recurrent usage
* **High loading speed and low response time**→ *User objective:* Enable a smooth experience in any setting  
  → *Owner objective:* Better overall UX = higher retention
* **Scalable product architecture**→ *User objective:* Support the addition of future features  
  → *Owner objective:* Sustain growth and expansion into new verticals
* **Secure storage of personal and performance data**→ *User objective:* Provide trust and safety when using the platform  
  → *Owner objective:* Ensure legal compliance and avoid friction

## Requirements Prioritization

### High Priority (Essential for the MVP)

1. **Multi-phase planning model (long, medium, and short term)  
   Justification:** This is the core of the product and its main differentiating factor compared to other apps. It also allows the trainer to demonstrate professionalism from the very beginning.
2. **Intuitive, visual, and simple interface (clear UX/UI)  
   Justification:** The target audience is not tech-savvy. If the app isn’t easy to use from day one, the dropout rate will be high.
3. **Multi-device compatibility (mobile/tablet/desktop)  
   Justification:** Trainers work in different environments—gym, home, mobile—so they need immediate flexibility.
4. **Workout programming system connected to prior planning  
   Justification:** Without this, the system loses coherence. It’s what enables partial automation of the process without losing control.
5. **Post-session client feedback (perceived effort, notes, etc.)  
   Justification:** This is the foundation for fatigue analysis and ongoing tracking. It also helps to build user habits from the start.

### Medium Priority (Key for scaling after MVP)

1. **Pre- and post-session fatigue analysis with smart alerts  
   Justification:** Increases perceived value and adds a health-oriented component, but can be developed after validating the basic workflows.
2. **Progress tracking and analysis (tests, exercise evolution, 1RM estimation)  
   Justification:** Very useful for mid-term retention, but not essential for validating the product in the initial phase.
3. **High loading speed and optimized technical performance  
   Justification:** Important for ongoing usability, but if the MVP is functional, performance can be improved progressively.
4. **Secure storage of personal and performance data  
   Justification:** Necessary for legal compliance and user trust. While basic security must be present from the beginning, more advanced features can be scaled later.

### Low Priority (For advanced product phases)

1. **Visualization of the training plan model by the client (athlete)  
   Justification:** Increases the perception of professionalism, but it is not critical for initial validation. It can be released in a second phase.
2. **Automatic recommendations upon entering client data  
   Justification:** Adds value and reduces mental load, but the MVP can initially operate based on the coach’s logic without AI.
3. **Technical scalability of the architecture  
   Justification:** Important in the medium to long term, but can be adjusted once the MVP is validated.

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## Hoja de ruta de versiones y características futuras (también llamado Qué construir y qué no construir)

*Crea una línea de tiempo con las características a desarrollar en versiones futuras.  
 Justifica lo que se incluye o se excluye del MVP.*

# 3. Diseño de la Información (también llamado Estructura)

**Diagrama de arquitectura**

Proporciona una representación visual de la arquitectura de la información, mostrando la jerarquía y relación entre pantallas o contenidos.

**Metadatos (¿qué datos aparecen en cada pantalla?)**

Describe el contenido y los datos que se mostrarán en cada pantalla, incluyendo etiquetas, mensajes y elementos dinámicos.

**Metáfora/Diseño conceptual**

Explica el modelo conceptual y las metáforas utilizadas en el diseño para ayudar a los usuarios a entender cómo interactuar con el sistema.

**Gestión de errores**

Detalla cómo el diseño gestiona los errores (validaciones, retroalimentación al usuario, opciones de recuperación, etc.)

**4. Wireframes (también llamado Esqueleto)**

**Explicación de decisiones de diseño**

Expón tus decisiones clave respecto a disposición, navegación, interacción y usabilidad.

**Plantillas/diseños de página**

Proporciona wireframes para las pantallas o plantillas principales, con anotaciones si es necesario.

**5. Diseño del prototipo (también llamado Superficie)**

**Guía de estilo**

Incluye tu sistema de diseño: tipografía, paleta de colores, iconografía, espaciado y demás elementos de UI.

**Mockups y explicación de decisiones de diseño**

Presenta maquetas de alta fidelidad o composiciones visuales. Describe las decisiones tomadas para mejorar la usabilidad y reforzar la marca.

**Contraste y uniformidad**

Evalúa la claridad visual, el contraste de colores y la consistencia entre pantallas.

**Implementaciones de accesibilidad**

Explica cómo el prototipo atiende necesidades de accesibilidad (lectores de pantalla, daltonismo, navegación por teclado, etc.)

**Diseño Multimodal (ej. interacción multidispositivo)**

Describe cómo el prototipo se adapta a diferentes dispositivos y qué decisiones de diseño se tomaron para asegurar la adaptabilidad o el diseño responsive.

**6. Testeo**

**Tipos de test realizados**

Identifica los tipos de pruebas realizadas (pruebas de usabilidad, test A/B, evaluaciones heurísticas, etc.)

**Preguntas**

Enumera las preguntas planteadas a los usuarios durante las pruebas o encuestas.

**Resultados**

Resume los hallazgos usando tablas, gráficos o viñetas. Incluye los datos en bruto en el apéndice.

**Análisis de resultados**

Interpreta los datos recogidos e identifica tendencias clave o problemas de usabilidad.

**Cambios realizados**

Enumera los cambios que se aplicaron al diseño o al prototipo basados en los resultados del testeo.

**7. Conclusiones**

Resume los aprendizajes clave del proceso de diseño.  
 Reflexiona sobre qué funcionó bien, qué se aprendió y qué podría mejorarse en futuras iteraciones.

**Apéndice (incluye, si aplica):**

* Capturas del prototipo
* Enlace al archivo de Figma
* Guía de estilo y sistema de diseño
* Transcripciones completas o resultados en bruto de encuestas
* Cualquier otro material complementario