



BOOST

Design Document

Final Project | Jack Mercer

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INTRODUCTION

Summarising previous Research

Saturated Market

Everyone knows that the fitness industry is saturated with applications, even just by a quick search on the App Store, but from my research I realised how saturated it really is. It opened my eyes to also see how many apps do the same thing as each other.

Data Distribution Technology

By looking in to different technologies, I could identify a wide range of data distribution technologies such as Bluetooth & NFC. These are effective ways of transferring small bits of data. Something to keep in mind for the future.

Easy To Use Application

From my online survey I found that a large proportion of people found themselves consistently using applications that were simpler to navigate around. The easy-to-use nature of these applications is the reason that they're kept on the user's phones.

Wearable Technology

From my online survey I found that a lot of the user's either had some sort of wearable (fitness tracker or smart watch) or were interested in one, if they had positive benefits. Integration with wearables is definitely something to keep an eye on for the future.

Taking a Step Back...

From talking to my tutor in the first week or 2 of the project, we discussed about the different ways in which Boost could progress from the previous project. Things such as developing the app through code, or even expanding the app fully. However, these ideas didn't have much value towards the brand and didn't add any purpose.

Because of this, I have decided to look at how Boost would function in the fitness industry, not just towards the gym. Once the intent statement for the brief is created, I would need to do additional research in to the fitness industry, how fitness can be managed, and understand relevant user needs.

RESEARCH

Intent Statement

The main focus of the intent statement is to give a good sense of what the opportunities are for creating something new. These opportunities are identified by looking at current trends, understanding the latest developments in technology and re-framing problems that currently exist. The statement takes the form of a few sentences that capture the main aspects of the desired idea. The intent statement is created at the beginning of a project, therefore can be changed and added to as the project progresses.

The benefits to creating an intent statement are that it defines a direction for the concept, along with giving a structure to the process. By simply inputting research findings and current trends, we can expect a clear and concise statement of the intent of the project.

The 6 factors

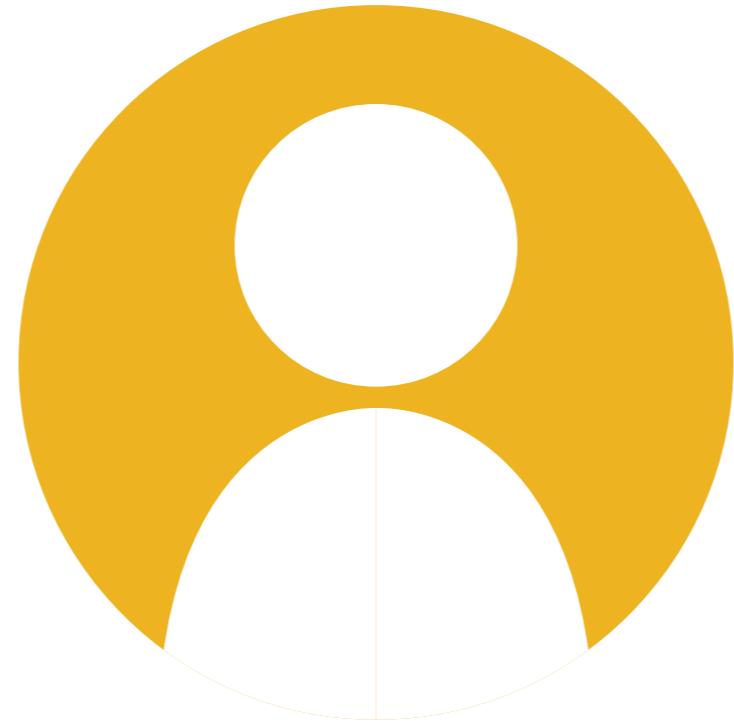
- Problem
- Audience
- Potential Failures / Risks
- Existing Solutions
- New Value
- Opportunity

Intent Statement



The Problem

To increase the amount of **new and returning** people to fitness and in particular, the gym. Create a system to **motivate and encourage users** to **consistently participate** in fitness, **working around their schedule**.



The Audience

The targeted audience will be any **potential beginners** and **returning fitness enthusiasts, no matter what age or physical ability**. Even catering for those who are currently exercising, but want to **increase their amount of sessions** and **variety** of activity.



Potential Failures/Risk

This system could potentially fail as it is all down to the **user's effort** and **motivation** to go through with the system. The market for fitness applications is **very saturated**, therefore needs a feature and **niche** to help **stand out from the rest**.

Intent Statement



Existing Solutions

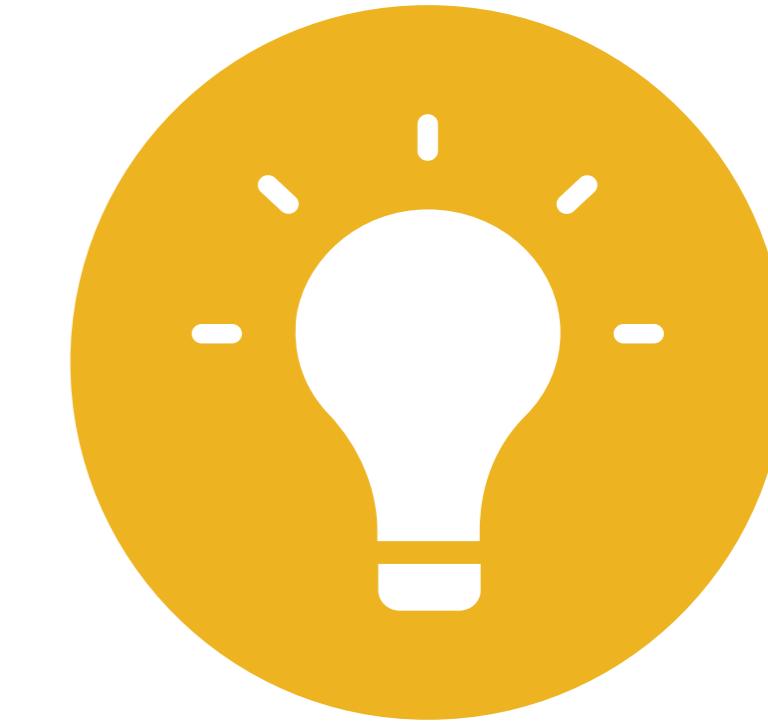
There are a lot of competitors for applications, but **nothing tailored towards beginners**. Additionally, there doesn't currently seem to be anyone who is combining a gym/fitness app with a gym membership. A close competitor would be

Nike Plus



New Value

The system would allow **beginners** and **inconsistent fitness participants** to **build confidence** and **create a schedule** that's personal to them and works around their lives.



Opportunity

To create a **fully personalised** and **user-centred system** that provides useful information in a **non-overwhelming manner**. By creating the system, we would hope to see **more people engaging** in fitness and **enjoying it**, as opposed to seeing it as a chore.

Intent Statement: Exploring Different Users

30-40 Years Old

From creating the intent statement, I moved on to looking at how I could apply it to certain user groups. By using the 2 statements of "what's their reason for getting fit?" and "what's their reason for NOT getting fit?", I could analyse their motivations, struggles and any other issues.

Reasons for getting fit

From looking at 30-40's, there's a lot of emphasis on doing fitness for their physical & mental health. By working out, they are hoping to minimise any risks such as blood pressure and heart disease. They also get fit as a way of socialising with existing friends or even meeting new friends.

Reasons for NOT getting fit

As a person gets a bit older, they take on more responsibilities such as longer work hours or looking after a child for example, therefore finding motivation to work out becomes a lot more difficult. Another reason for not getting fit could be financial prioritising. Commitments, such as a paying for a mortgage or a car, could put the user off from signing up for a gym membership for example.



Intent Statement: Exploring Different Users

Students

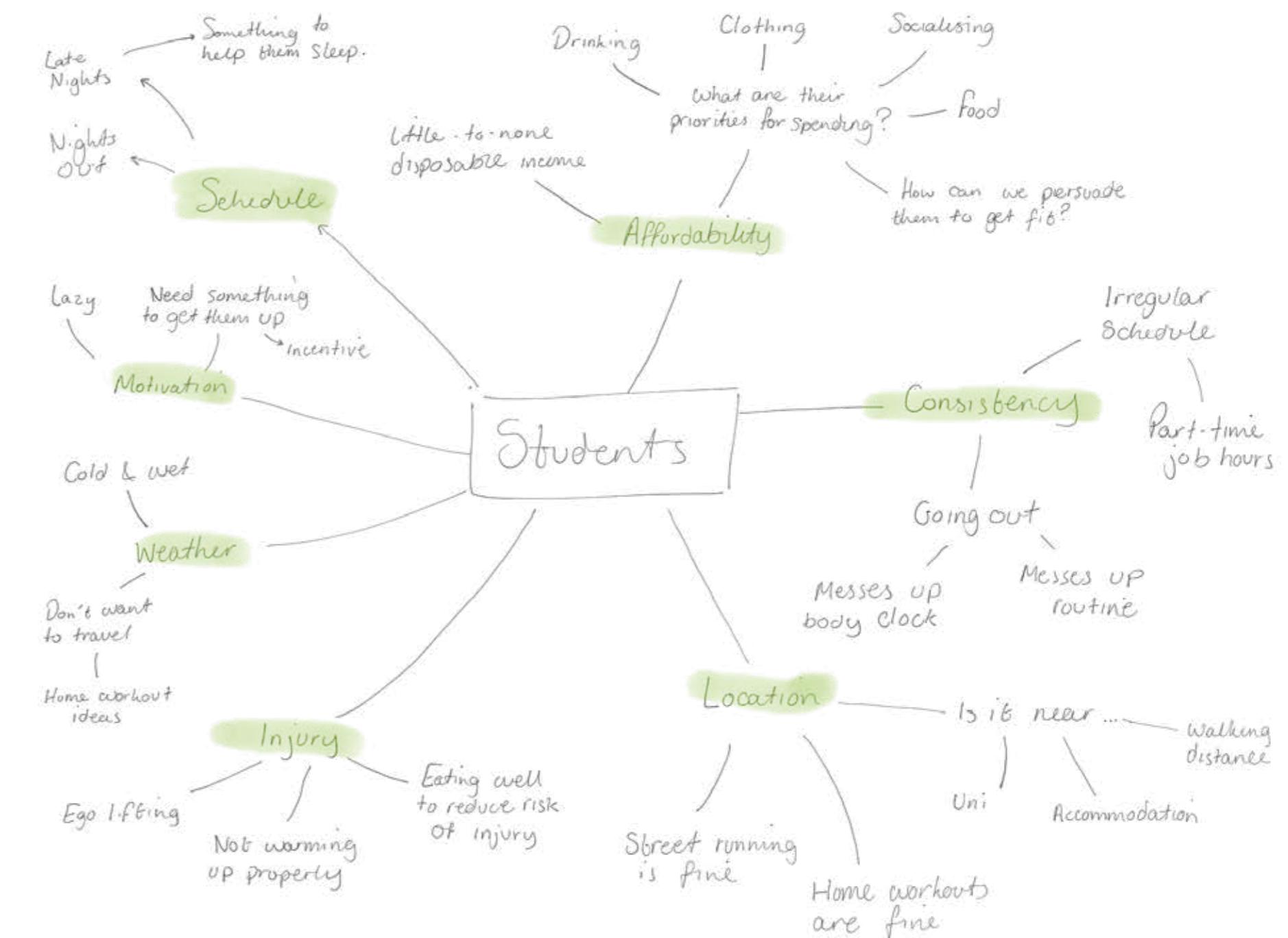
Another user group I wanted to look at was students. Even though a lot of people use students as their target audience, I chose students to really dig deep and find out their motivations for doing fitness, or for not doing fitness and what kind of incentives or variables would change their mind.

Reasons for getting fit

For a lot of students, they use fitness as a way of socialising with friends. It gets them out of the house and doing something that's good for them. Another reason is to look & feel good. By doing a range of fitness such as running, sport or going to the gym, students aim to counteract their drinking, takeaways & late nights.

Reasons for NOT getting fit

There are a lot of issues around why students don't get fit. For example, affordability of a gym membership is quite strenuous for a student. Additionally, finding the motivation to actually go and do fitness is a task in itself. With issues such as the weather and travel, alongside an inconsistent schedule can make working out quite difficult.



Gym Statistics

Most People Don't Make It Past The Five-Month Mark

80 percent who joined a gym in January 2012 quit within five months.

Only About Half Of The Members Go On A Regular Basis

A Smaller Percentage Take Advantage Of Personal Trainers

80 percent who joined a gym in January 2012 quit within five months.

Gyms Are No Longer Filled With Just Meatheads

To keep members coming back for more, the gyms of yesterday have expanded their offerings with the latest and greatest trends in group exercise, from yoga to zumba and barre to kickboxing

Some Members Don't Even Go At All But Still Get a Workout

For well-worn business travelers or homebodies, gyms are offering online, live-streaming workouts.

Brits Waste a Staggering £558M a Year On Unused Gym Memberships

With more than one in 10 people saying they hadn't stepped foot inside their gym for a whole year.

User Personas

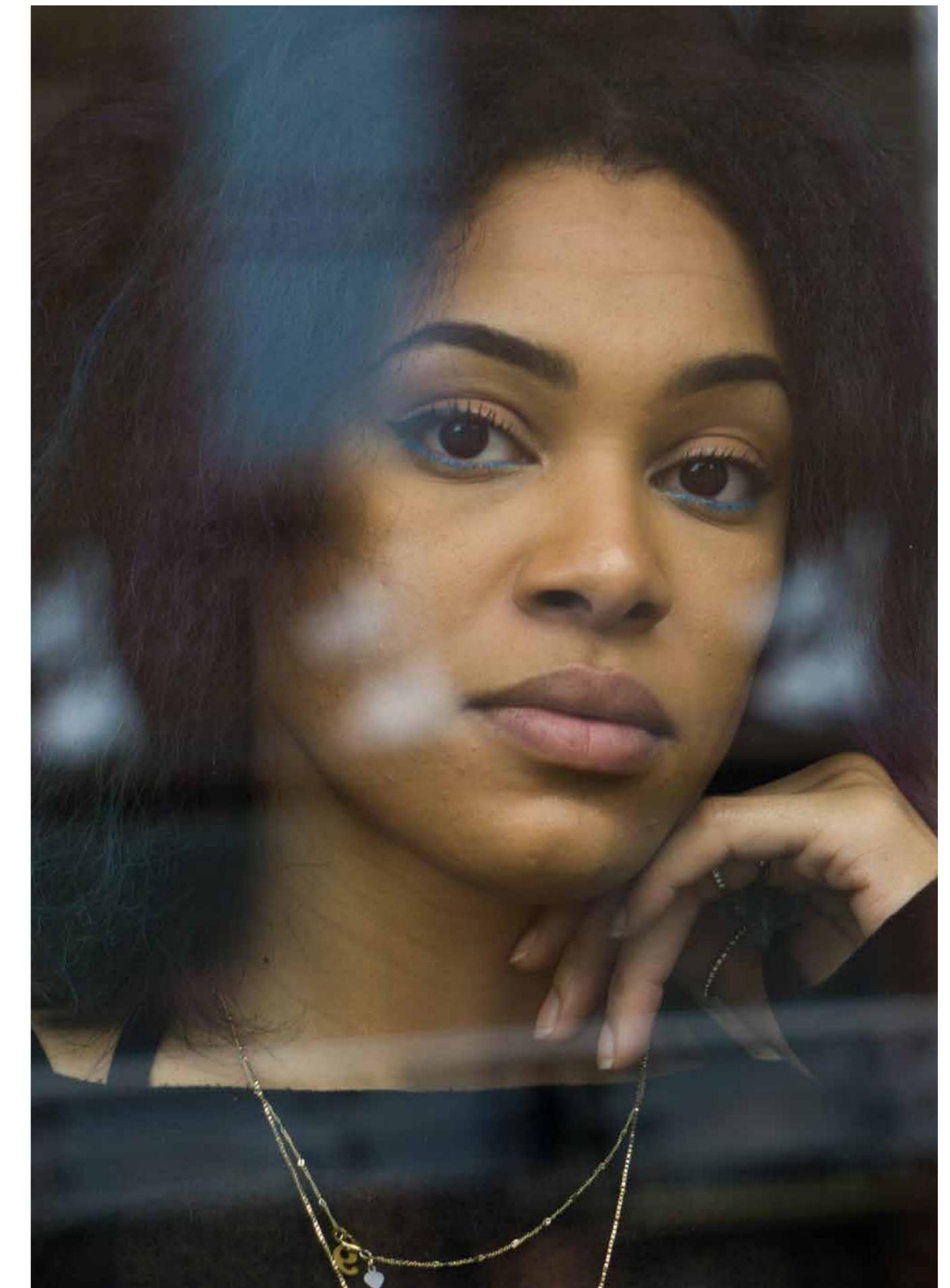
Elena Ashford

About

Elena is 21 years old, currently studying in her final year for her degree at Newcastle University. Elena is a once-a-week kind of gym user. She pays her membership every month but rarely actually goes to the gym. This is because she goes out with friends and studies at University 4 days a week. Due to her natural student mentality, she much prefers to sit in and watch films, especially in the darker, colder months.

Elena currently works out at the University gym which is located on campus, and is open 7 until 9 weekdays, and 7 until 7 on weekends. Due to her late studying, she finds that these times aren't really useful for her, especially during the week. She would much prefer a 24 hour gym where she can go at her own freedom. However, the nearest 24 hour gym is a 15 minute walk away. Is it worth it? Probably not.

Additionally, Elena finds that when she does go to the gym, she struggles with ideas of what exercises she wants to do and ends up spending more time on her phone searching for things, than actually working out.



User Personas

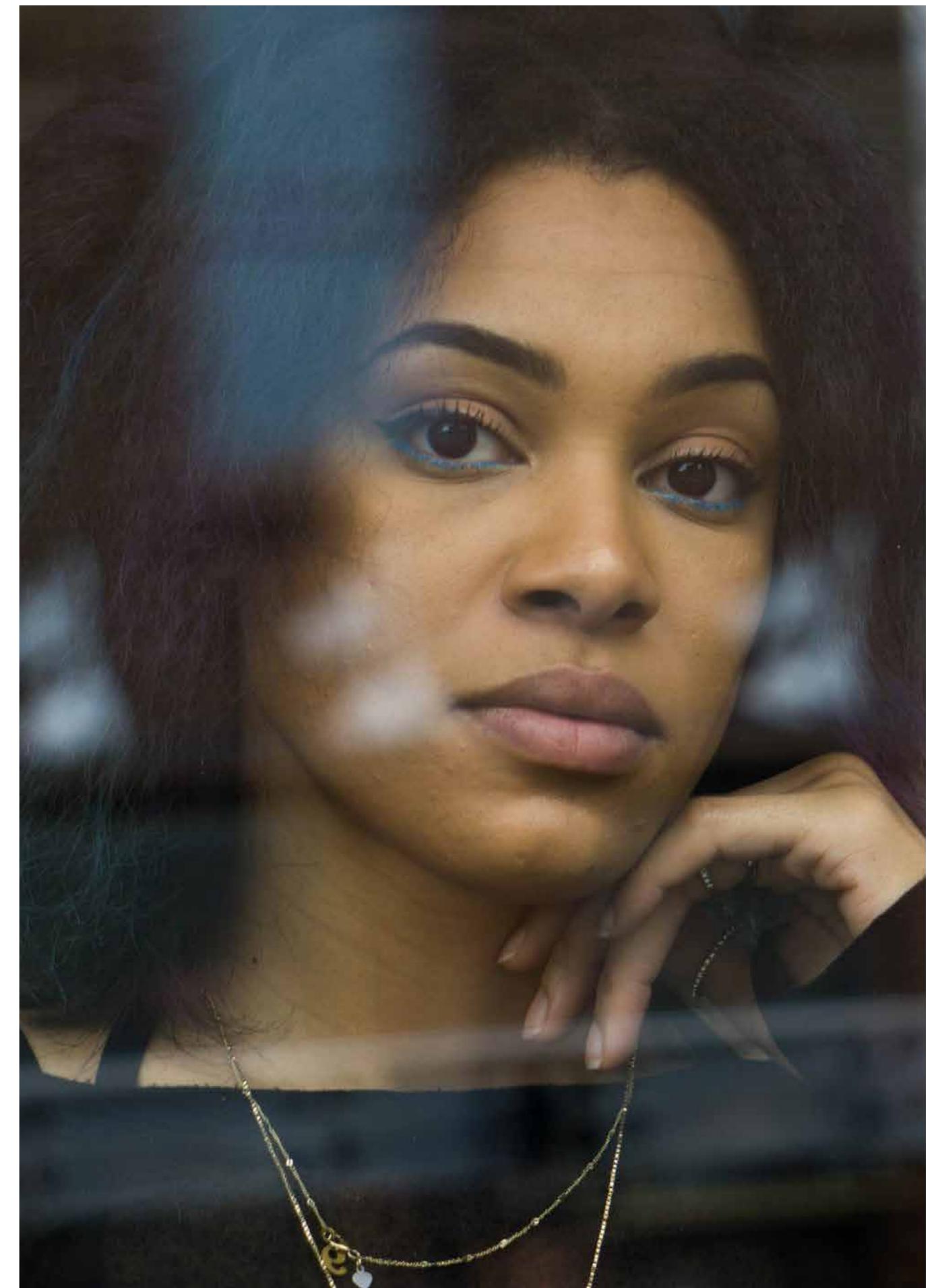
Elena Ashford

Opportunities

Would Elena benefit from a pay-as-you-go service when she goes to the gym, rather than paying a chunk every month and only going a handful of times? Or, if she finds the motivation to go the gym, will the monthly plan be the more logical idea?

Is there a way that we can motivate Elena to visit the gym more frequently? A way of managing her time more efficiently, so that she can go to the University gym in a morning, or before it closes in an evening? Failing that, what could the incentive be for her to join the 24 hour gym that is a 15 minute walk away?

What if we could supply a one-click workout app that learns from your previous activity and has a simple "Let's Go" button to jump straight in to a workout? No faffing around, no distractions.



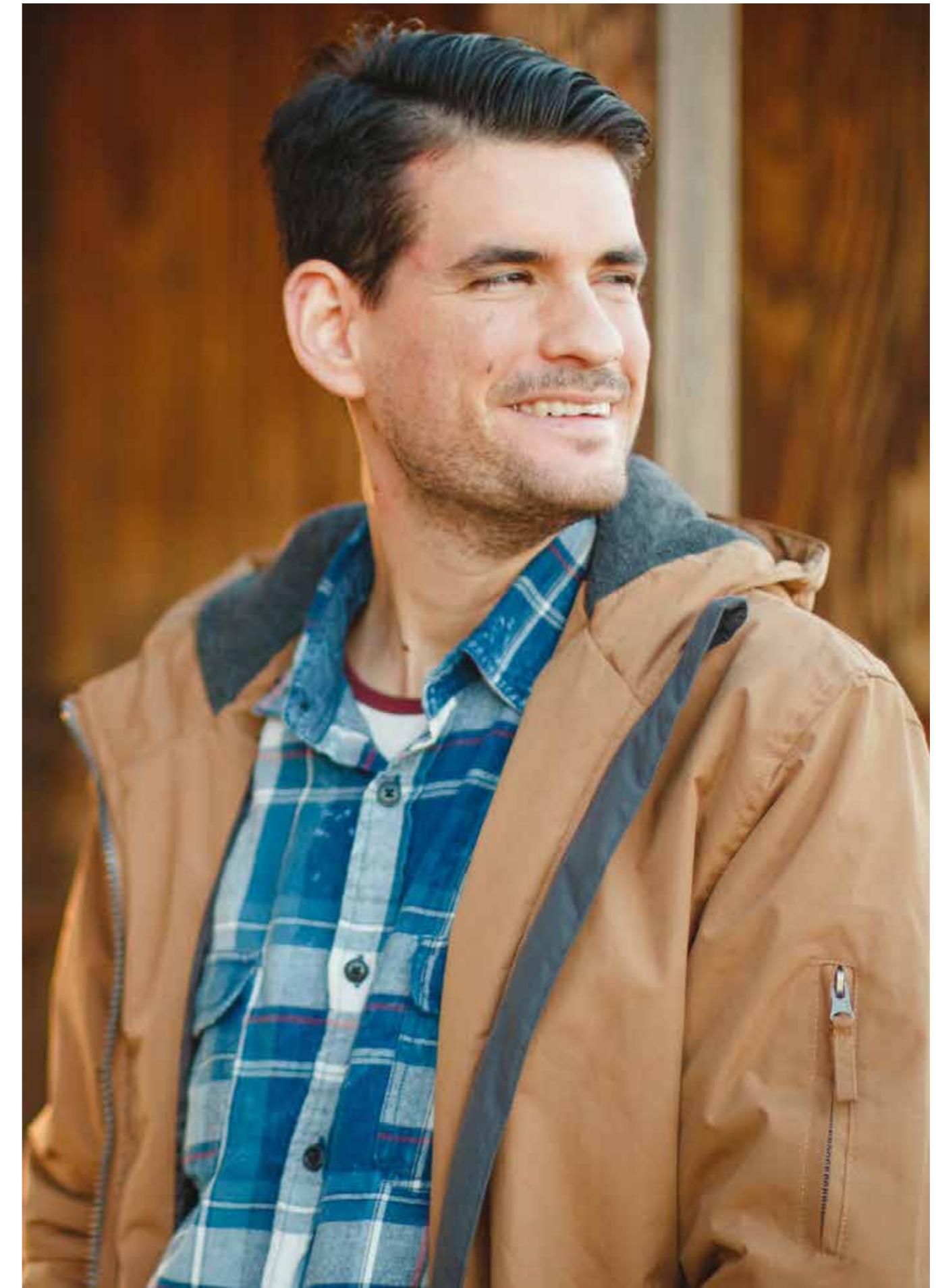
User Personas

James Southern

About

James has a wife and a child of 7 years old. He works a 9-5 job as a copywriter in a design agency. Due to being sat down all day at work, James tries to take his dog for a walk in a morning before work, as well as going on a short bike ride or run in the evening. However, some nights during the week, he has to take his child to different activities such as football practice and swimming. These nights disrupt his fitness routine, causing him to be consistently inconsistent.

As he is approaching his 40's, James would like to get back in to his fitness and give it a proper try. However, he needs his fitness schedule to be regimented by day, but flexible by the time of day. He is available to do some sort of fitness in a morning before work, straight after work on his way home, or later on in the evening. James is open to joining the gym too if that helps, just so long as he gets his use out of it.



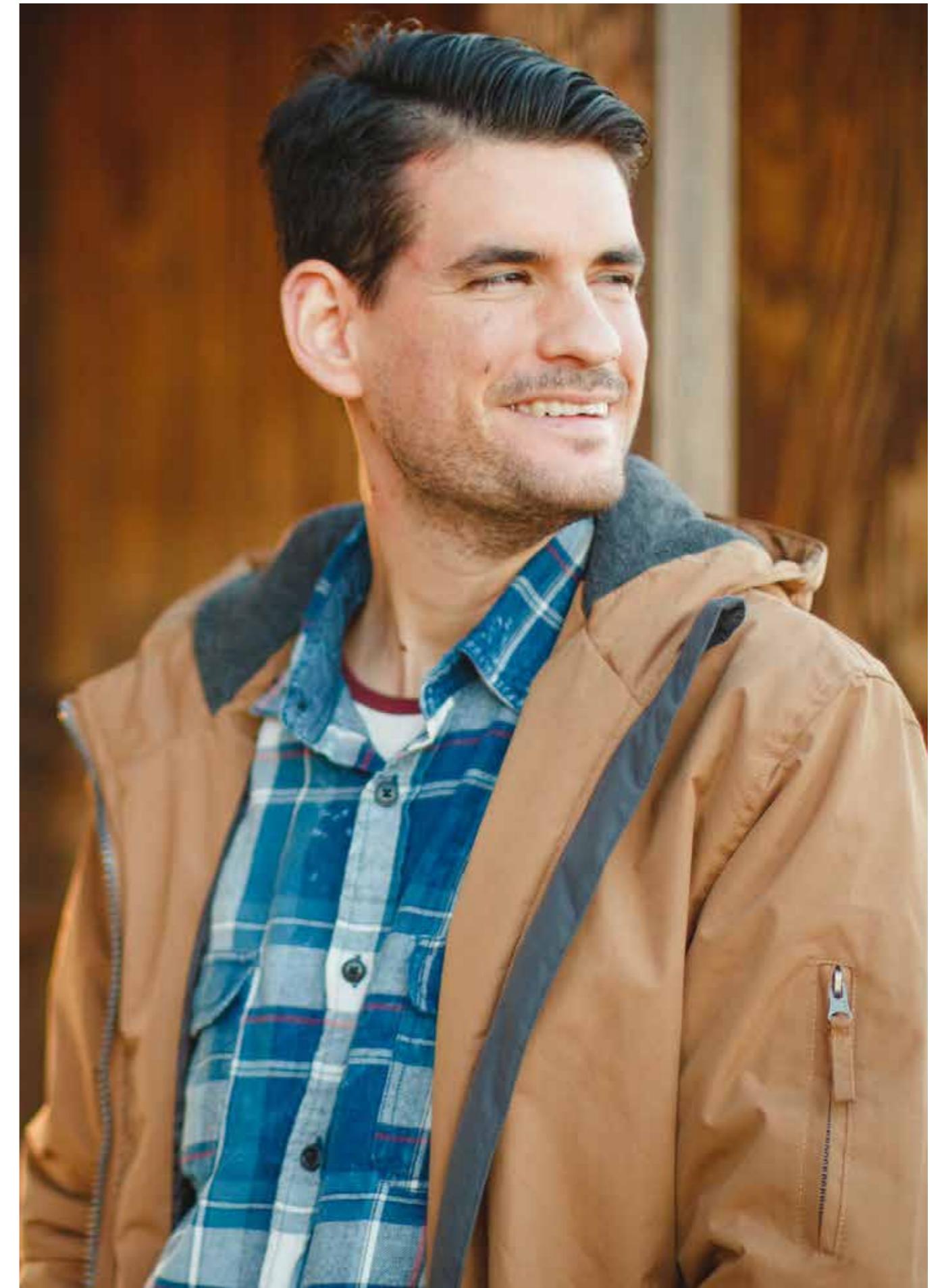
User Personas

James Southern

Opportunity

As James has a child, it is difficult to create a fully regimented plan as his child would come first. Therefore, could we implement a calendar feature in to an app or voice activated system so that James can check and change his planned workout sessions?

Additionally, James would like a regime that covers all fitness areas, not just the gym or just running. This is so that if he is tight for time, or has lots of time, he can workout accordingly.



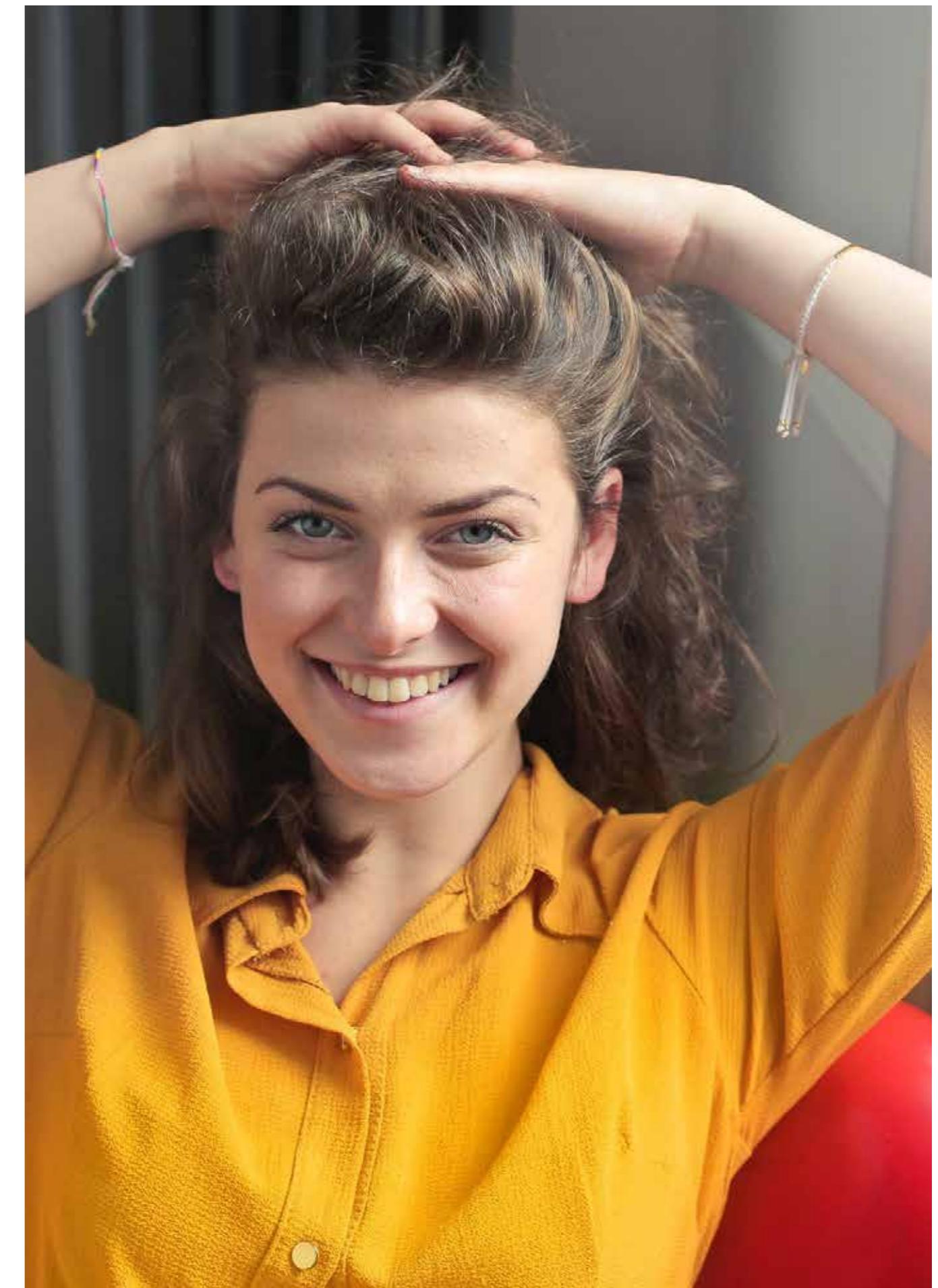
User Personas

Georgia Baker

About

Georgia is a 25 year old Banking Accounts Manager. Alongside her job, she plays tennis for her county team. Her matches are normally on the weekend, but she has practice and training during the week. With her training schedule for tennis, she has a very strict structure, with the same dates and times every week. This helps Georgia develop a solid routine.

However, Georgia's problem seems to be that she is struggling with her training in the gym. She struggles to keep her workouts interesting and useful. With some assistance from her tennis coaches, she has a basic understanding of the muscle groups that need work, but she wants to take her training a step further. Georgia currently uses a gym application that gives her exercises to do, but it's beginning to get repetitive and she isn't seeing results.



User Personas

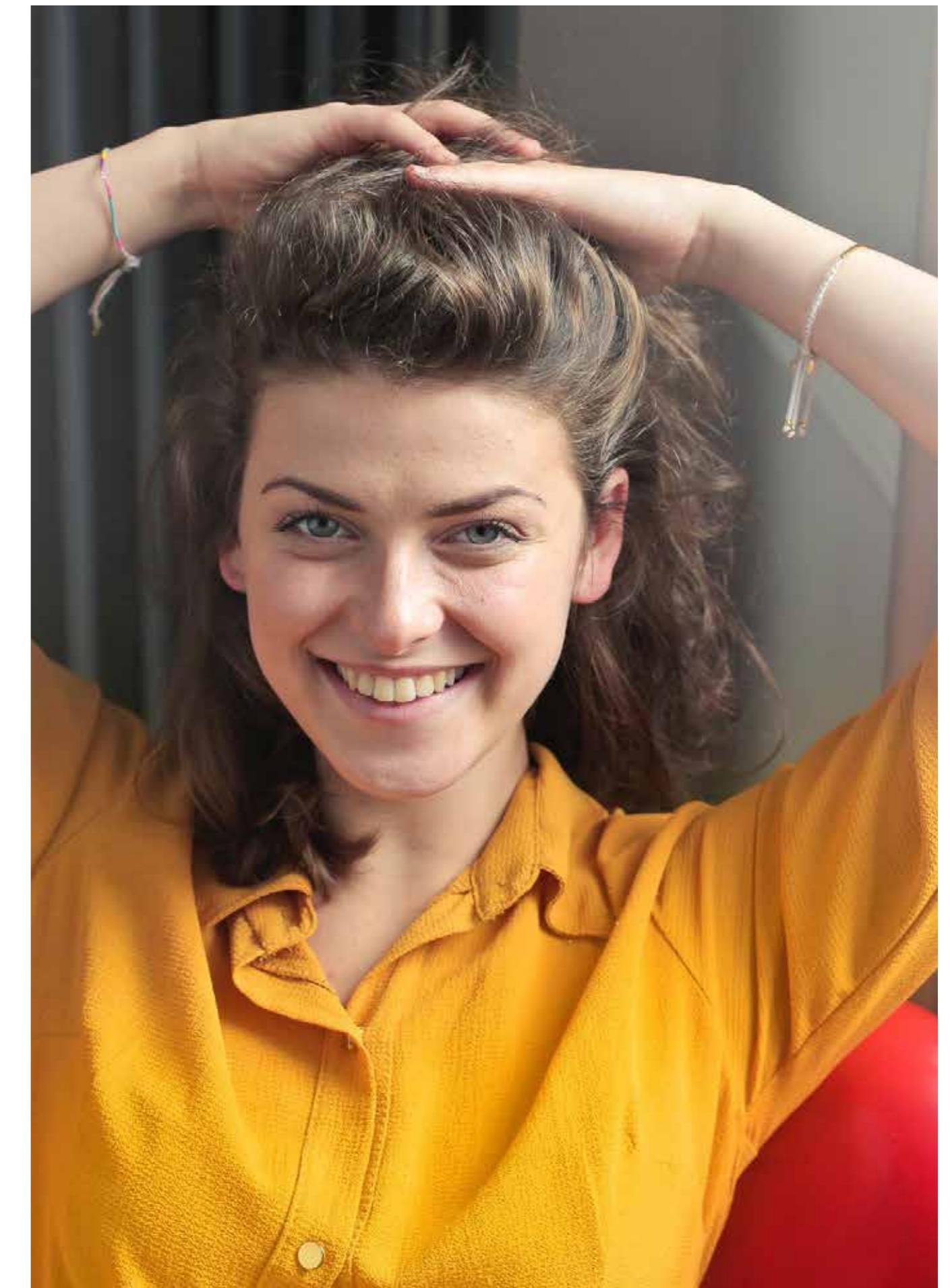
Georgia Baker

Opportunity

Georgia's schedule isn't something that we can try and resolve as it is already very solid. The task we need to help with is content creation for her workouts in the gym.

One outlet that Georgia may find useful is social media. By posting a range of exercises and guidance on to social media, such as Instagram, maybe we can introduce some new exercises in to her routine that she might not have thought about before.

Another feature would be to think about provided training plans or workouts from people within her industry, like tennis for example. We could maybe collaborate with tennis players to go through their training routines, then provide these workouts through Boost.



User Personas

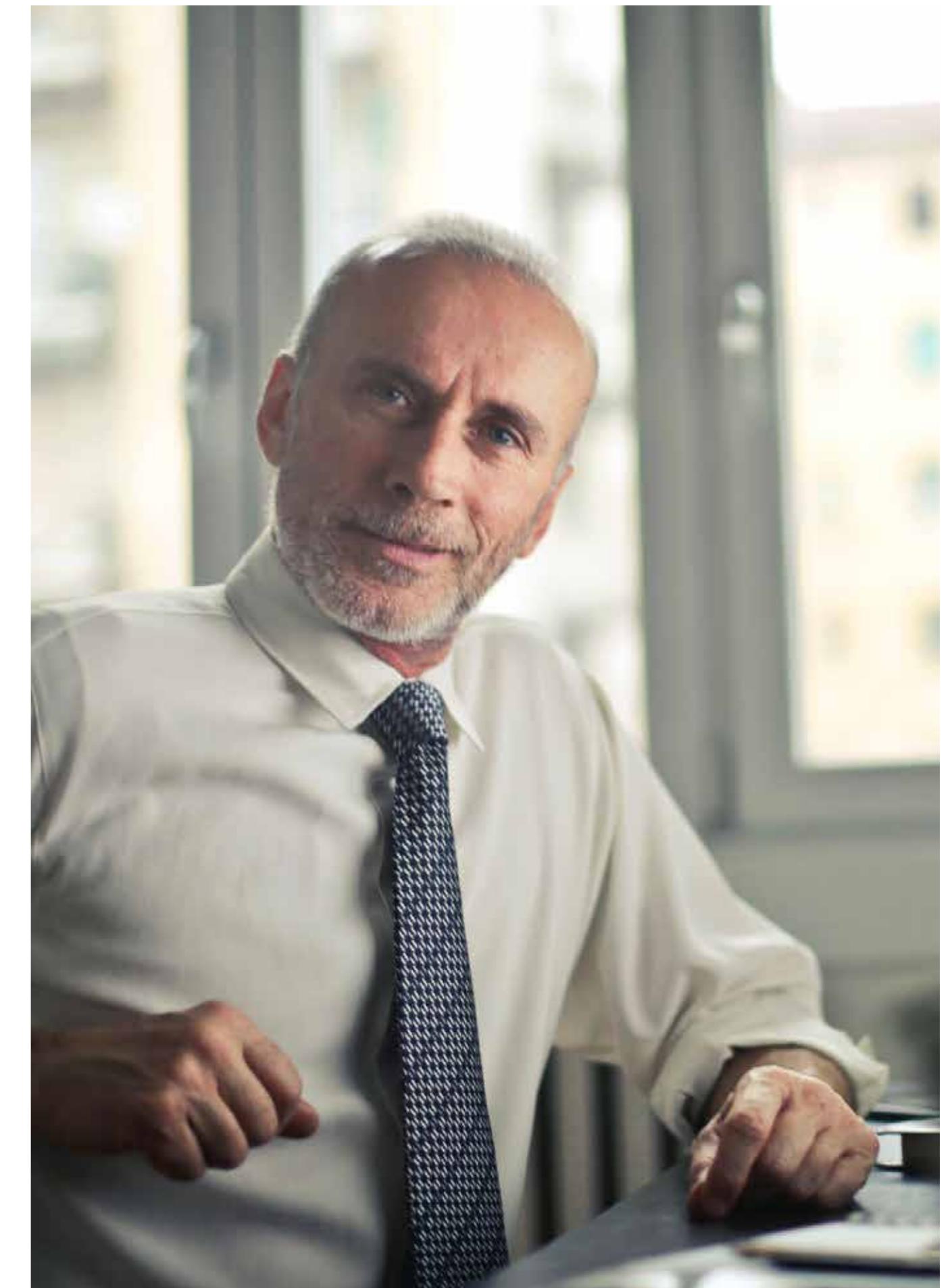
Clive Hutchinson

About

Clive is a 48 year old man with a wife of 20 years. He has 2 children but they are currently away at University. Clive enjoys going on long walks with his wife, along with playing football once a week with his friends. Clive is semi-retired with investments in property, so finds himself working from home a lot.

Due to getting a bit older, Clive wants to increase how much fitness he does, especially with working from home a lot. Even with his being middle aged (nearly), he's as fit as a fiddle. There's no problem with his body. However, going to the gym intimidates him a little, especially as he's not been since his youth.

Is there anything that he could do to connect and make friends with people more his age, whilst getting fit? Such as fitness classes or clubs he could join? Or even something he could do on his own, but in a more comfortable environment.



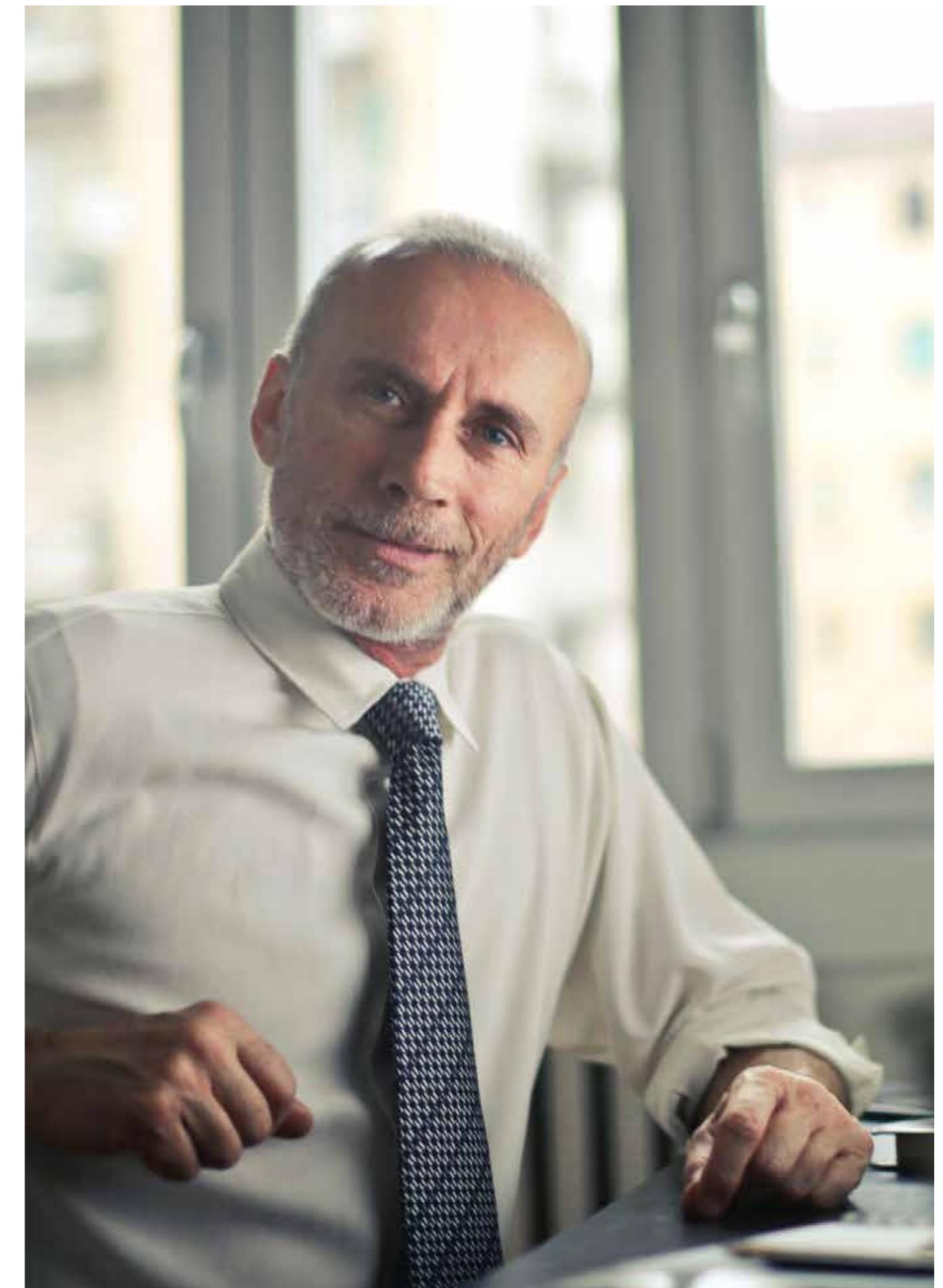
User Personas

Clive Hutchinson

Opportunity

Our opportunity for Clive is trying to find him something where he can meet new friends and become part of a community. Maybe we could do this through the use of social media such as Facebook groups? If people posted any activity ideas, or clubs, then maybe he could show interest that way?

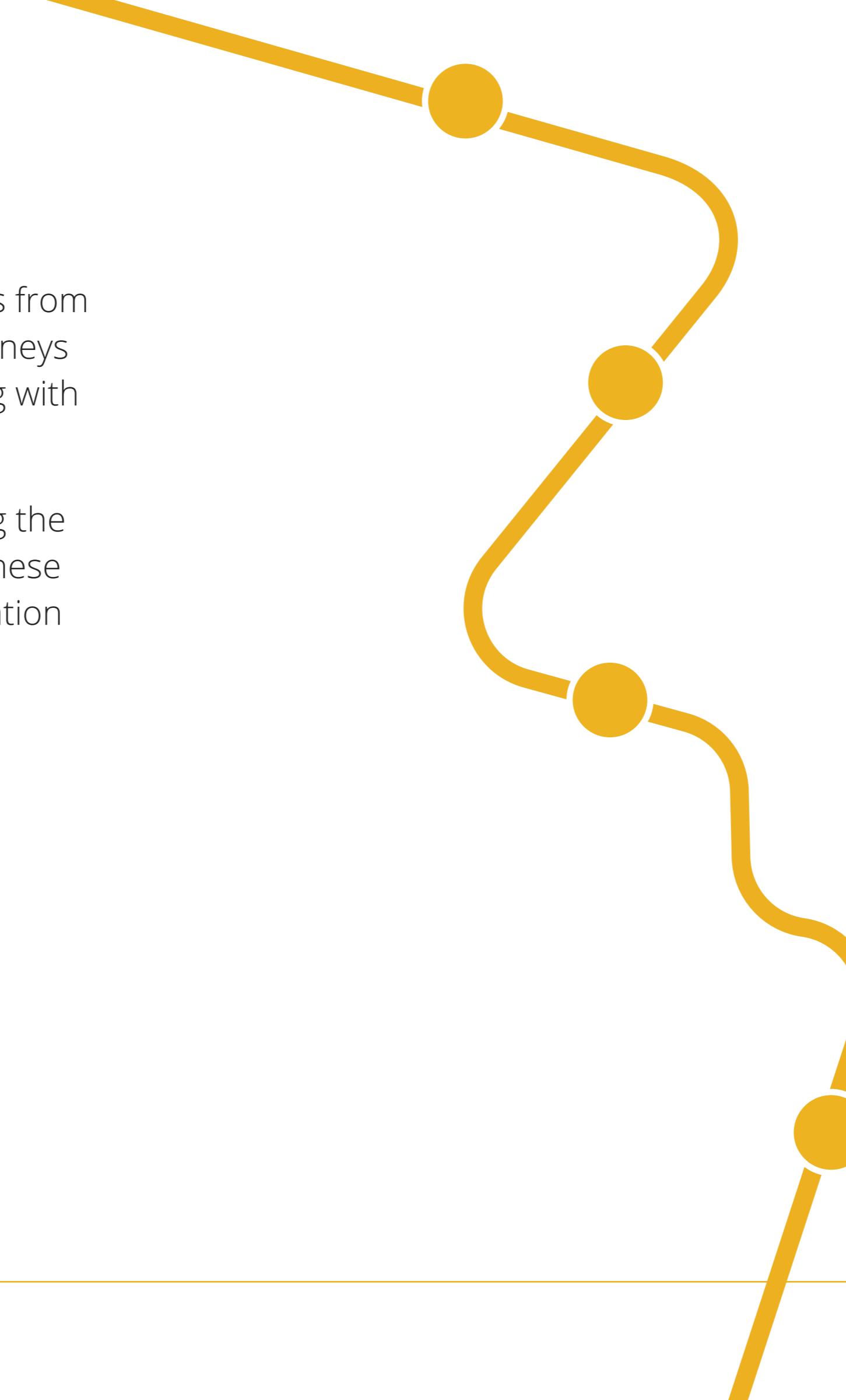
Or maybe if Clive did want to go down the route of the gym, how can we make it less intimidating? Can we show how many people are currently in the gym, so he can go when its quieter, and hopefully feel more comfortable?



User Journeys

These user journeys are based around a range of scenarios from the user personas that were created previously. These journeys are created to find out where current pain points are, along with where there is room for opportunity for Boost.

The journeys follow a simple day in the life format, following the user throughout even the most mundane tasks, however these tasks can be where we can find opportunity for communication and motivation to interact with our brand.



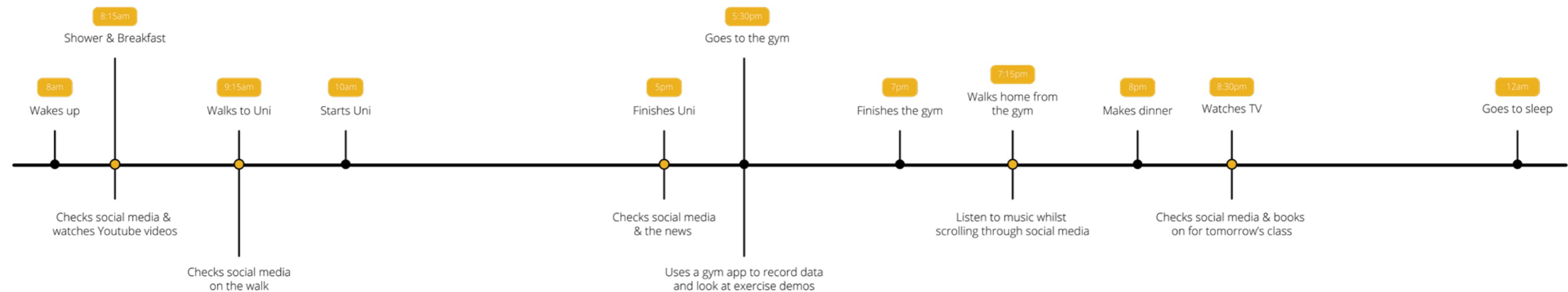
User Journey 1 - Elena

This user journey follows Elena, a 21 year old student at Newcastle University. It follows the journey of her throughout her day, going to University for the majority of the day, and then going to the gym straight after. Once she finishes the gym and gets home, its around 8pm, so quite late. With a big gap between watching TV and going to sleep, could Elena maybe make use of going to the gym at this time, instead of straight from uni?

The opportunity for Boost here would be keeping Elena motivated through social media. She uses a lot of social media like every student, so this is a really effective touch point for us. As for working out, Elena may prefer going to the gym after Uni as it is on campus, so it's easily accessible. The main problem for Elena is consistency, therefore the touch points from social media or push notifications could be key to keeping Elena consistent.

User Journey 1

Elena: A uni student going to the gym once a week



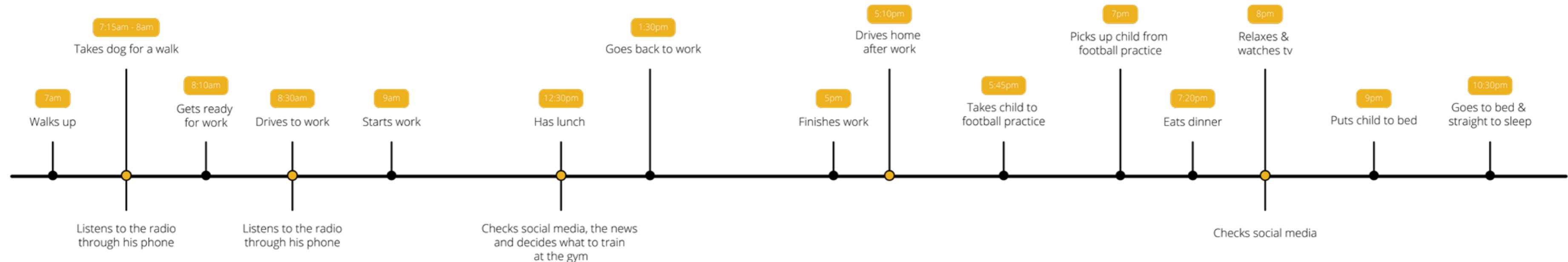
User Journey 2 - James

This journey follows on of our user personas, James, a 38 year old copywriter with a wife and a child aged 7. The journey is a regular day where James gets up, and takes his dog on a long walk. Due to taking his child to different activities in an evening, James can never really find a proper routine. With his nearly hitting his 40's, he would like to try and fit in going to the gym. From the journey below, we can see that he could maybe go to the gym on some later evenings, when he isn't taking his child to activities.

The opportunity for Boost can be seen beneath the horizontal line. These opportunities have been chosen as touch points where Boost can interact with the user. For example, we can see James check social media quite often throughout the day, so finding a way of motivating and encouraging him to go to the gym could be done through here. However, the main task for James is to find time to work out, that can't be disrupted with other commitments.

User Journey 2

James: An inconsistent dad



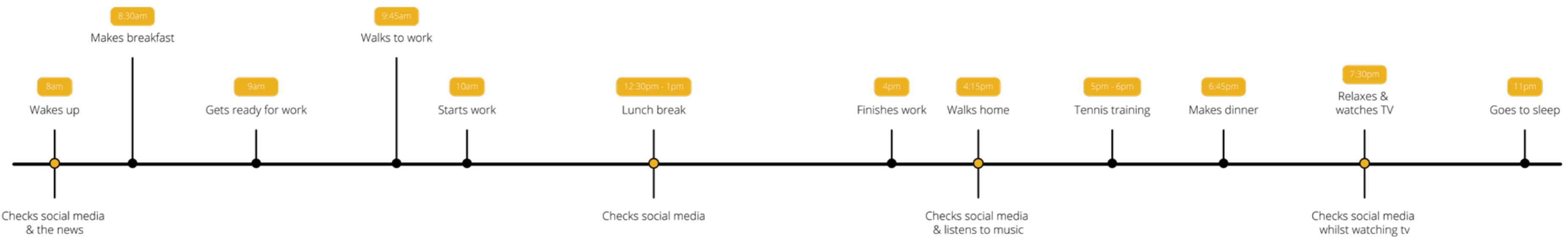
User Journey 3 - Georgia

Georgia is a 25 year old Banking Accounts Manager who plays tennis for the county. Below is a regular day for her; going to work and then going to tennis training. Her day seems reasonably relaxed, especially finishing work at 4pm as she works in a bank. At 5-6pm, Georgia has tennis training, but when she doesn't have training, she goes to the gym instead. For Georgia, making time to train/work out doesn't seem to be a problem.

The opportunities for Boost with Georgia are not to do with keeping her consistent as she is very regimented and organised with her time. Our job is to help with her training and keep her workouts interesting.

User Journey 3

Georgia: County tennis player



User Journey 4 - Clive

Clive is a 47 year old, semi-retired, casually footballer. Clive plays football with his friends on a Thursday evening as a social gathering and a little cardio blow out. Due to being semi-retired, Clive has a lot of time in the afternoons that he would like to make use of. He would like to introduce some more fitness in to his lifestyle.

Due to Clive's age, the likeliness of him being engage in social media as much as a teenager is very slim. Therefore we need to find other methods of grabbing his attention. Maybe working with news outlets to publish articles or even push notifications through our app. For Clive's fitness, we could introduce a more social feature to the app, where he can find local fitness groups and sign up to sessions with them. On the other hand, due to his free time in the afternoon, we could suggest going to the gym as this is seen to be an off-peak time, therefore it shouldn't be too busy.

User Journey 4

Clive: A work from home, social footballer



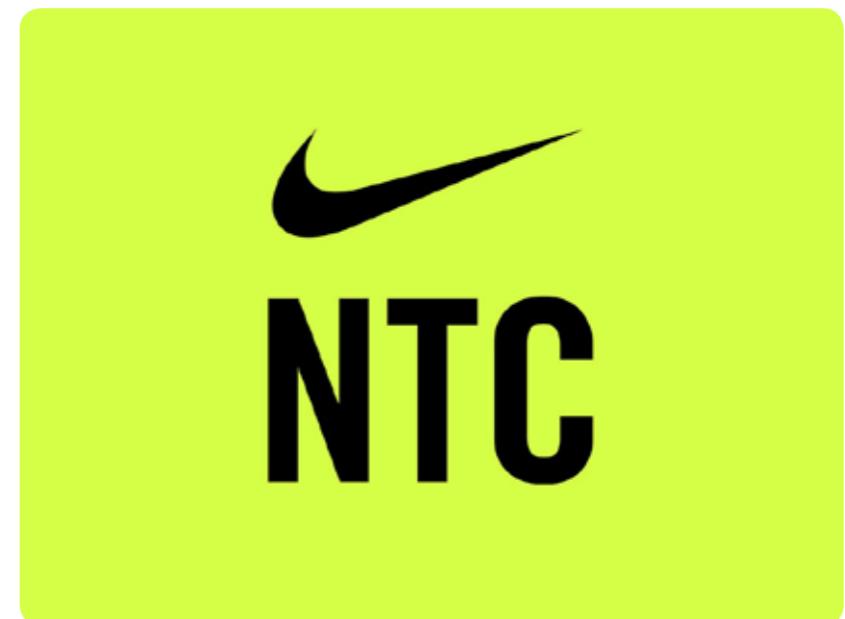
Competitors

It's no secret that the fitness industry is full of apps and businesses trying to break the surface from being small, tight-knit apps in to the mainstream media outlets. I will be looking at a range of competitors in all aspects of fitness, not just gym based.

Mobile apps are a huge part of our everyday lives, with the average person spending 4 hours a day on their phone^[1]. From looking at a range of competitors, I will look at what features make the app stand out and enhance the product. I will also look at the features & functions that motivate users to keep returning to the app. Finally, the visuals of the app will be key, and weighing up how much of the design takes priority over the function of the app etc.



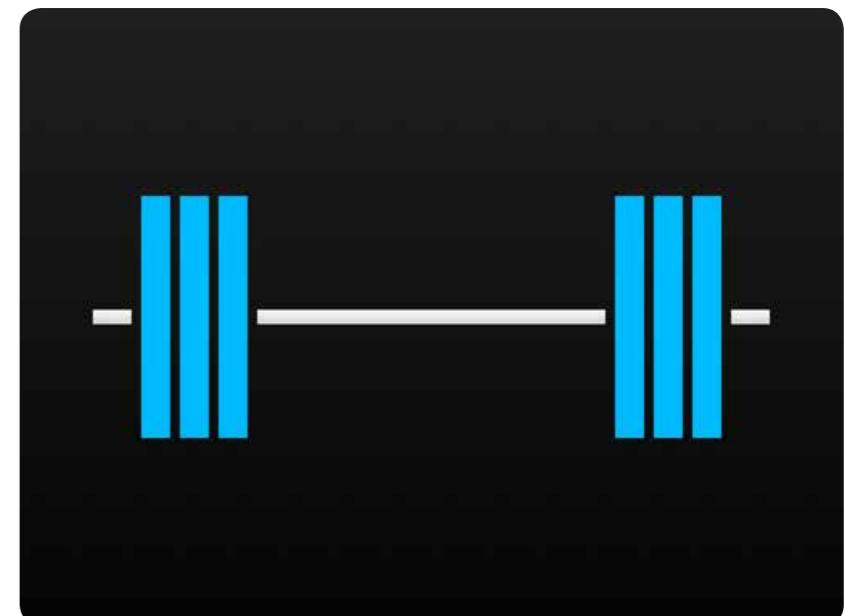
Gymster



Nike Training Club



Gym Life



Strong

1. <https://hackernoon.com/how-much-time-do-people-spend-on-their-mobile-phones-in-2017-e5f90a0b10a6>

Gymster

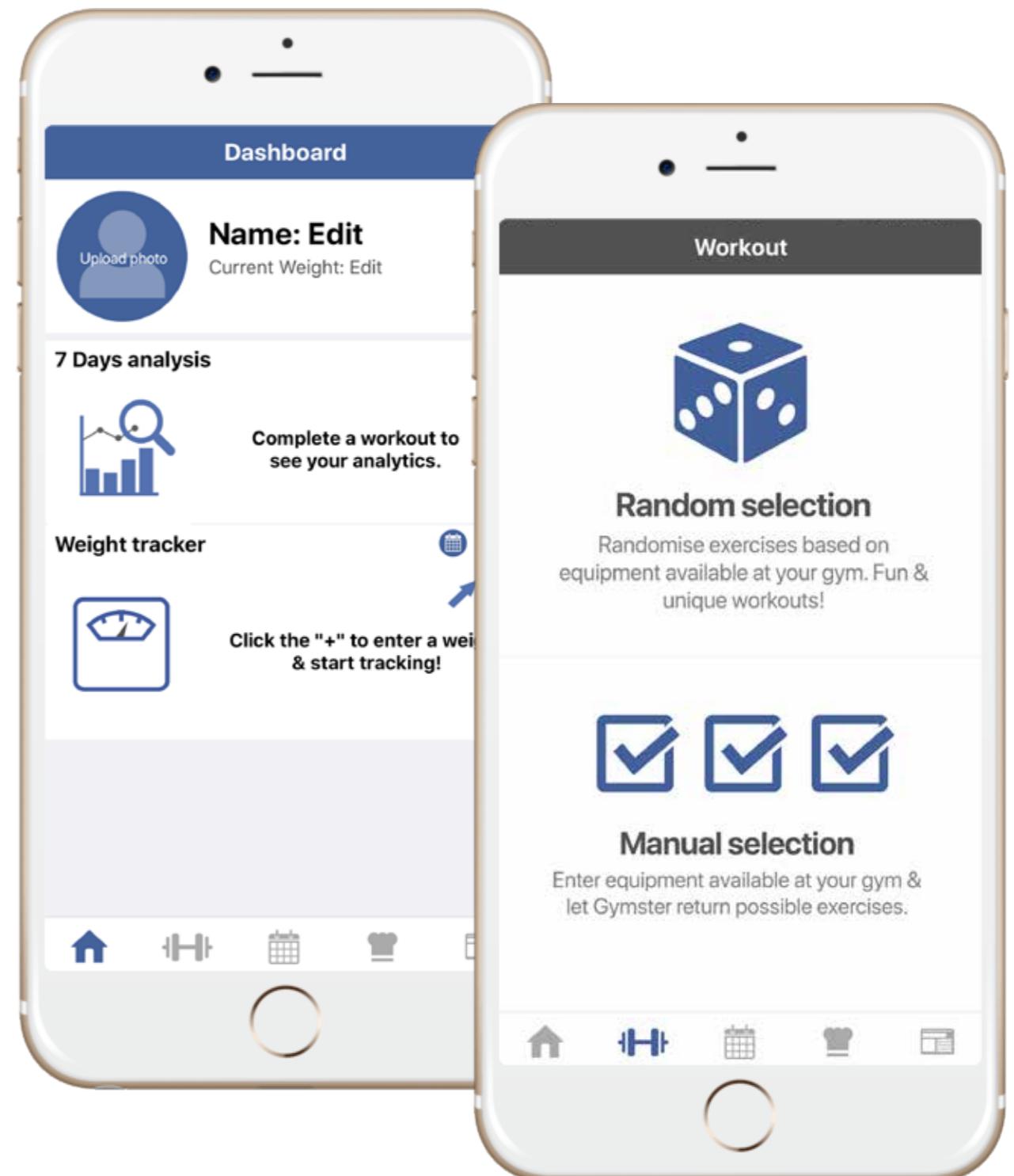
Gymster is probably one of my favourites out of the 4 apps, mostly due to its process for creating a workout. It's a very gym based application, but that's their forte, so it works for them. The step-by-step approach for creating a workout works really well. The overall visuals for the app isn't great compared to others. However, it's well organised and not all over the place with colour. The app has a lot of features built into it such as a workout builder, a recipes section and a news section. All of the sections work well together to create a solid app.

Positives

- Free to use (to a point)
- Purchasable content - Keeps the user engaged
- The process for certain things is really straight forward
- Good personal profile

Negatives

- Not very visually appealing
- Feels like its missing some features, not sure what though



Nike Training Club

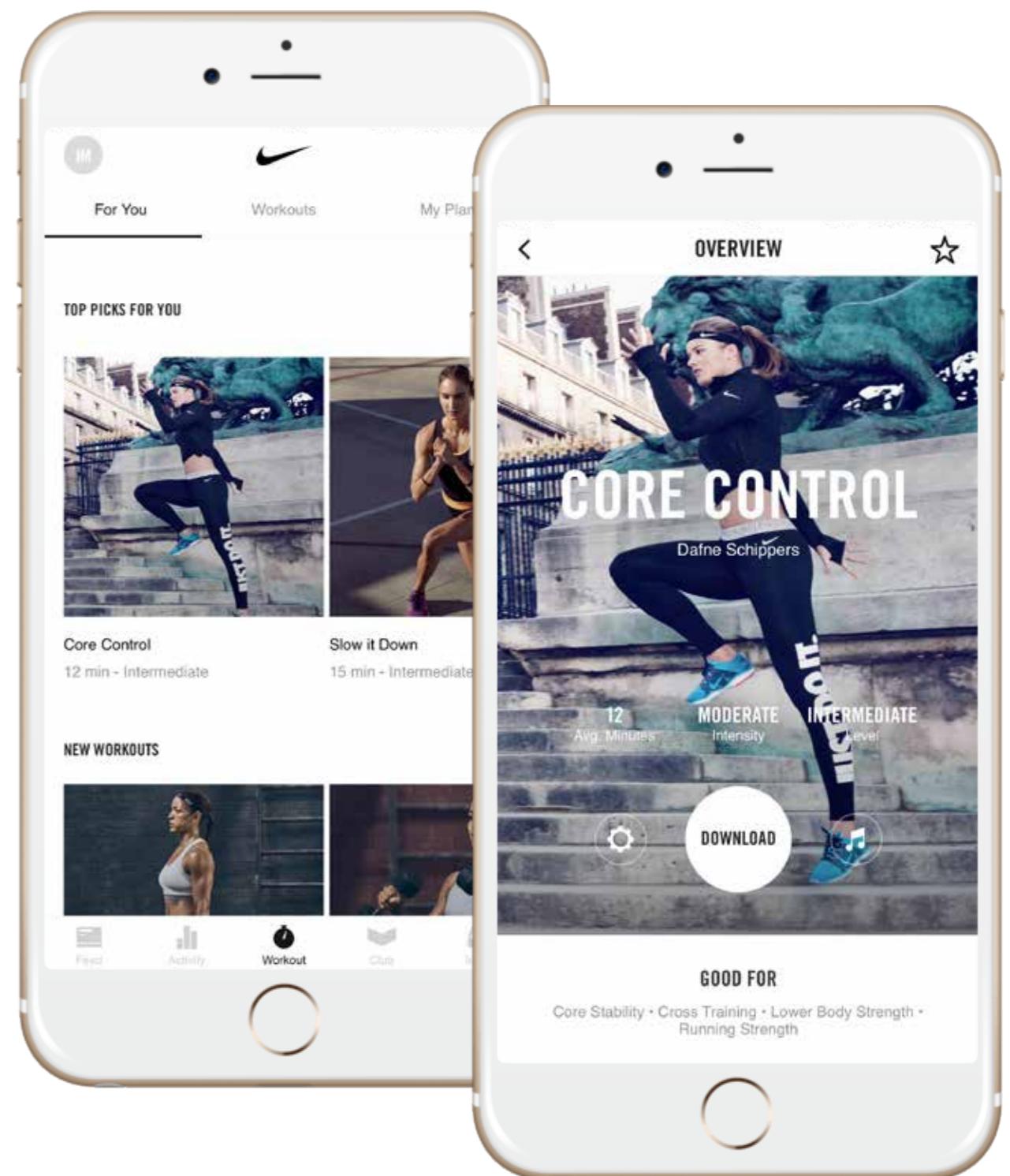
Nike Training Club is the best designed app. It features slick cards for different content, with both vertical and horizontal scrolling. The balance of white space with black text and colourful imagery works very well. It draws your eyes to the important details which is the workouts. Once clicked on to a workout, you are greeted with a big image, with some workout details on top. This looks great. As for the rest of the app, it is very slick, just like you'd expect from Nike.

Positives

- Simple to navigate
- Clean, minimal design
- A big depth of content throughout
- Featured workouts from sports professionals

Negatives

- No way of creating your own workouts



Gym Life

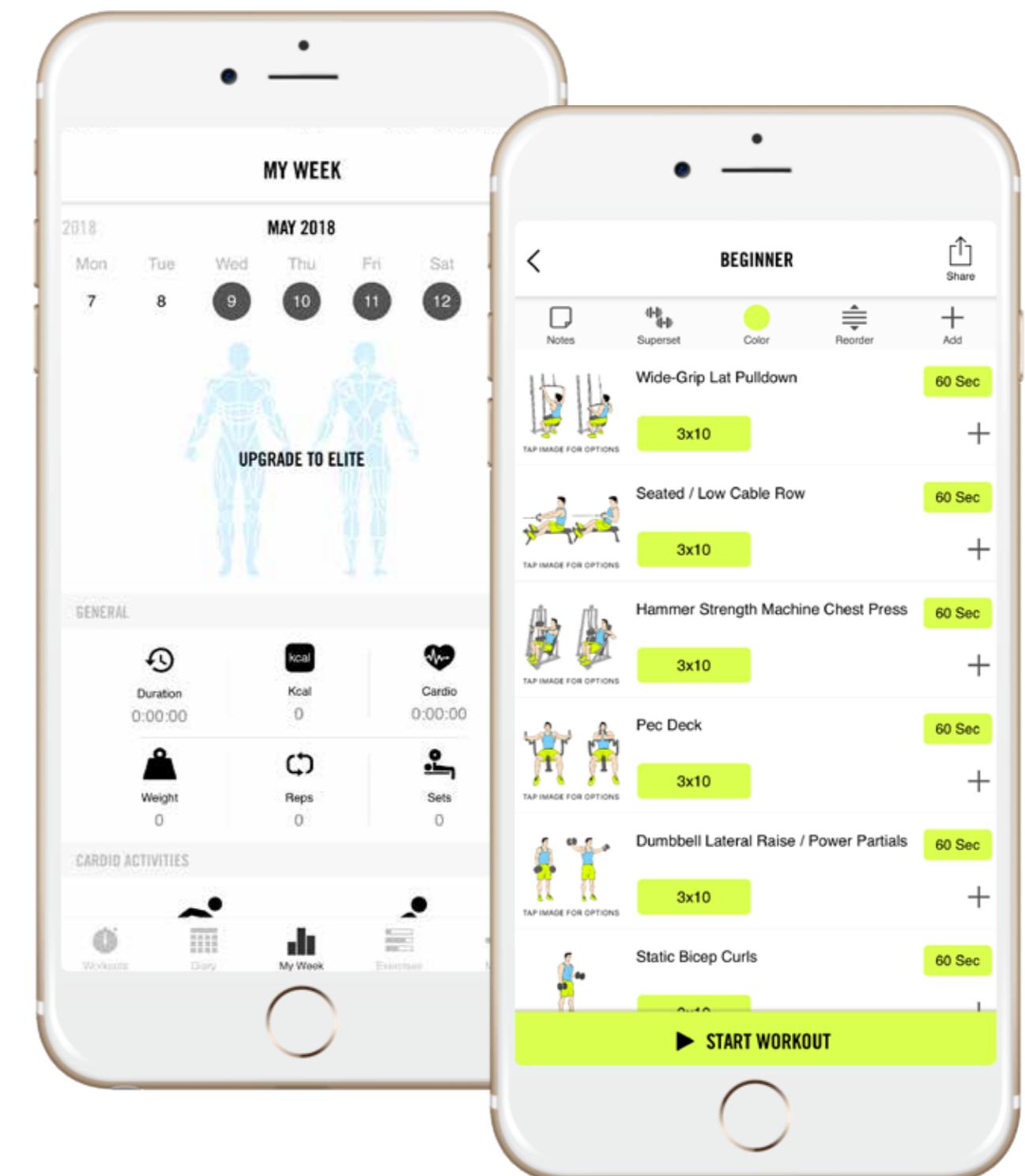
Gym Life is a very good app. The app is free to download and use up to a point. To use it fully, you need to pay for the 'Elite' membership which is £9.99 per month, or £59.99 per year, which isn't too expensive if you got enough use out of it. From the homepage, you are greeted with a section on your created workouts which is good to see as it allows for easily starting or creating a workout. Overall the app is well designed, it's not full-on with colour. To me, the app seems to prioritise tracking your workouts with its diary and 'my week' function, where you can see all of your statistics for the week.

Positives

- Syncs with iOS Health functions
- Good walkthrough when using the app
- Massive catalogue of exercises
- Very good, detailed workout builder
- Offers in-app purchases (workout programs, 'elite' membership)

Negatives

- Nothing really to fault



Strong

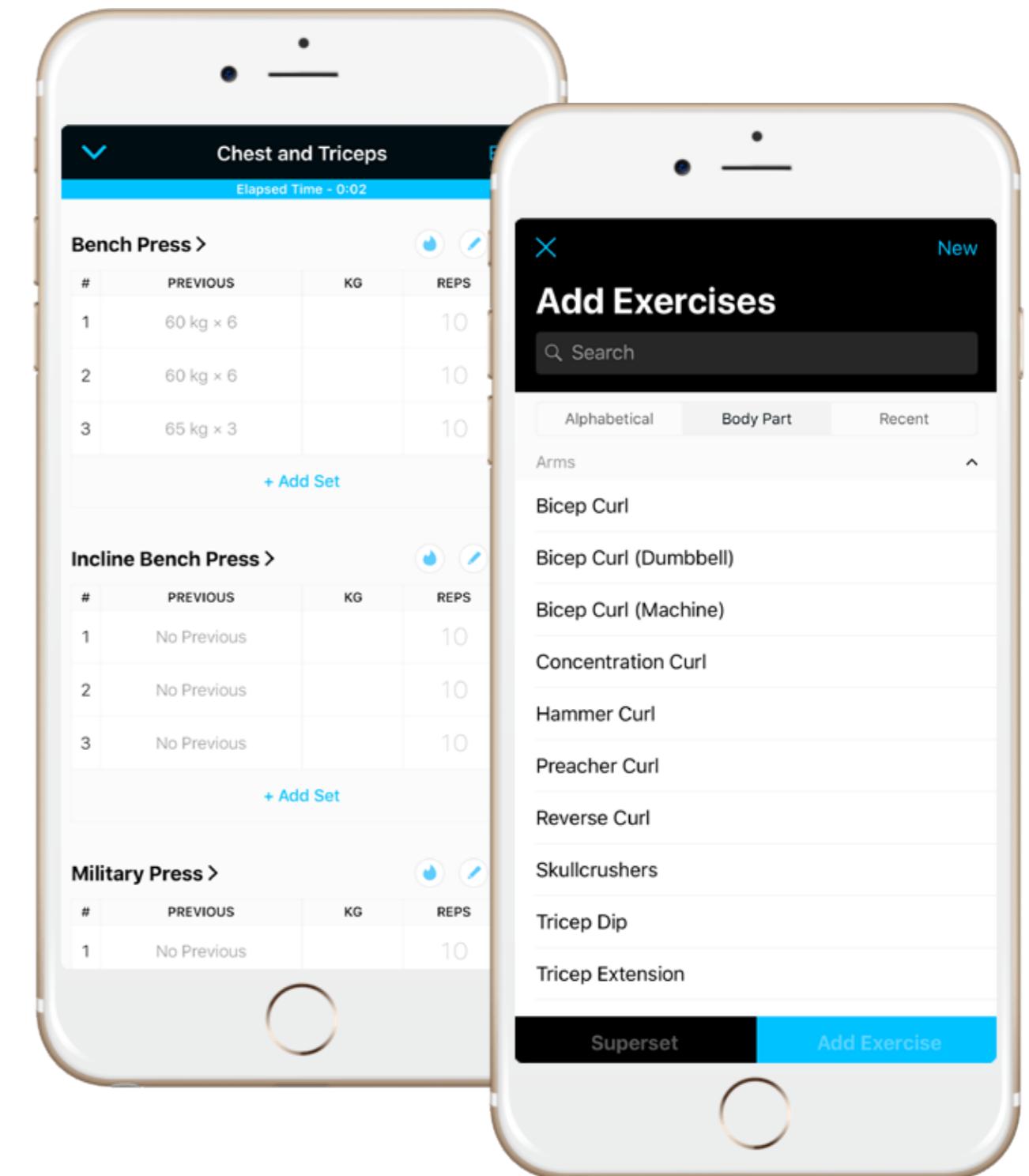
Strong is good for fitness in general, not just gym workouts. Even though it is very good at breaking down gym workouts and an expert level, it also works well for other activity such as running or cycling. The simple layout makes it really easy to navigate around, even from the first use. By upgrading to the 'PRO' version, you can have access to things such as charts and body measurements, but these are for the more experienced user. Overall, a really solid app that can be adapted to work for anyone.

Positives

- Very detailed workout builder (adding weight, reps, supersets etc)
- A slick design with cool micro interactions
- Able to input weight and reps whilst workout is in progress

Negatives

- No images for exercises when creating workout
- Very workout focused - not really any other content



Key Points For A Good App

Relatively Simple User Flow

Some of the apps didn't really nail the user flow like Gymster or Nike Training Club. I will use these as inspiration for getting the flow and journey for the app.

Strong Visuals

When designing the app, I want to keep it reasonably simple and let the user flow do the work for me. Obviously the brand will need to come through, but not in an 'in your face' way.

Design for your audience

From looking at competitors, I noticed that the features that were included in the apps were done to suit their desired audience, and how they wanted users to feel when using the app.



CONCEPT DEVELOPMENT

Concept 1

Beyond the Gym

This concept is a way of looking at Boost as something that is beyond the gym. For example, it will involve all aspects of fitness such as running, walking, cycling etc. Boost will bring all of these together in an easy, manageable way to encourage and motivate the user to progress further in fitness in general.

Concept 2

Social Media Marketing

A more campaign driven concept, looking at self generated content. The content includes Youtube videos, Instagram posts, Twitter & Facebook. The concept will focus around giving motivation and encouragement to anyone in the following. By looking at existing social media influencers, I will use similar techniques, such as releasing snippets of free content and informative posts/videos to gain a bigger user base.

Concept 3

The Full Experience

The full experience would be looking at Boost as a fully fledged business.

By this, I mean to create not just a gym application, but a community; a place which users can go to for whatever their fitness need. The full experience would introduce features such as memberships, social media, marketing, the opportunity to sell products and partnerships with other businesses.

Presentation Feedback

The feedback from my concept presentation was extremely useful. The main point was that I should combine the 'Beyond the Gym' concept with 'The Full Experience'. By combining the 2, it should create a proper, substantial business with real potential.

The second big piece of feedback was that I should take a step back from focusing on the gym and tailor the project more towards fitness in general, allowing a greater target audience and potentially a more effective product.

Other feedback included thinking about a subscription service which can allow you access to different things. For example, a scheme where people can pay for what they want to use, like gym classes for example. Or operate a kind of pay as you gym (which is already a business, but the idea is still credible). Finally, a big thought should be put towards partnership with other brands/companies in things such as sponsored events, like Lucozade's current workout campaigns, as well as partnerships for membership offers to gym, fitness clubs & health centres etc.

CONCEPT DEVELOPMENT

Additional Research

What is Fitness?

“The condition of being physically fit and healthy”

“The quality of being suitable to fulfil a particular role or task”

Fitness Facts

Exercise Boosts Brainpower

Not only does exercise improve your body, it helps your mental function.

Movement Melts Away Stress

As much as it may stress you out just to think about exercising, once you actually start working out, you'll experience less stress in every part of your life.

Exercise Helps Ward Off Disease

Research has shown that exercise can slow or help prevent heart disease, stroke, high blood pressure, high cholesterol, type 2 diabetes, arthritis, osteoporosis (bone loss), and loss of muscle mass.

User Research

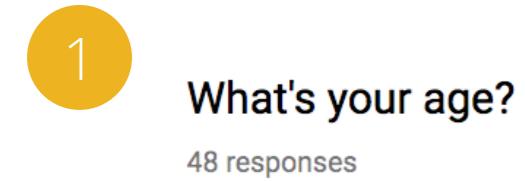
A lot of this project relies on data given from my users, which will then be used to create a properly informed design, based around real user needs. To gather the data, I will be using 2 main sources of information:

- **Face-to-face Interviews** - I will conduct a range of face-to-face interviews with a range of people. In these interviews I will ask questions to find out about what fitness these people do, why they do it and if they encounter any problems with additional factors. These interviews will help my gather more in-depth information, as opposed to the questionnaires.
- **An online survey/questionnaire** - The aim for this is to gather more general data from a wider range of users, hopefully to gather information such as their reasons for taking part in fitness, if they run in to any struggles that cause them to be inconsistent and any ideas for features for the app.

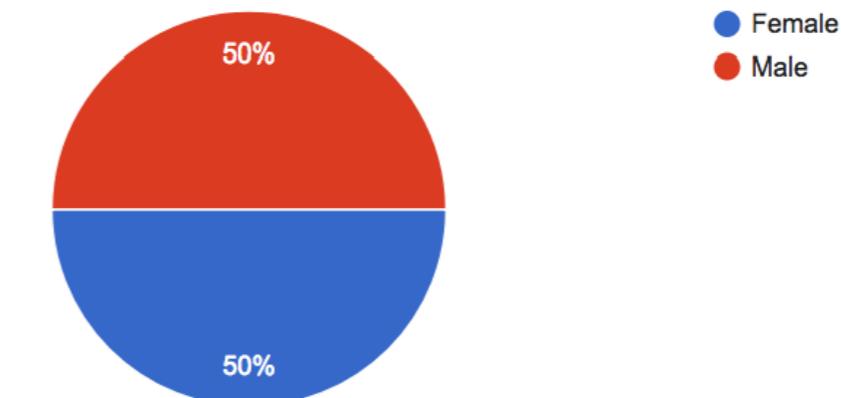
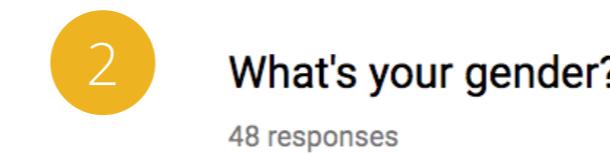
The overall aim for this gathering of information is to notice any patterns in data and then act on this within my app. By using real life data, I will be accommodating for real problems and real people.

Survey

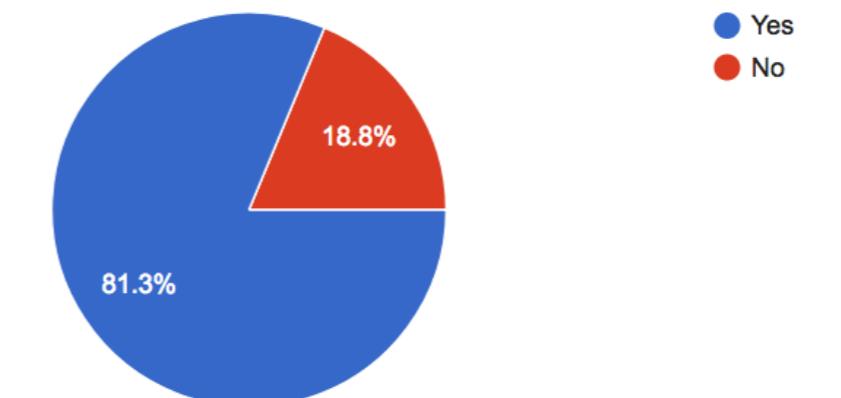
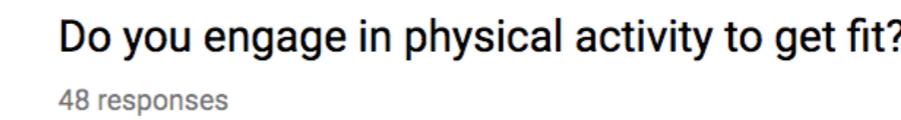
For the survey, I sent it out to a range of people that I knew I could get quality responses from. They were hand selected, but I told them if they knew anyone suitable, to forward it on to fill out. In the end, I ended up with 48 responses which was a lot more than I was expecting.



- Under 18
- 18-24
- 25-31
- 32-38
- 39-45
- 46-52
- 52+



- Female
- Male



- Yes
- No

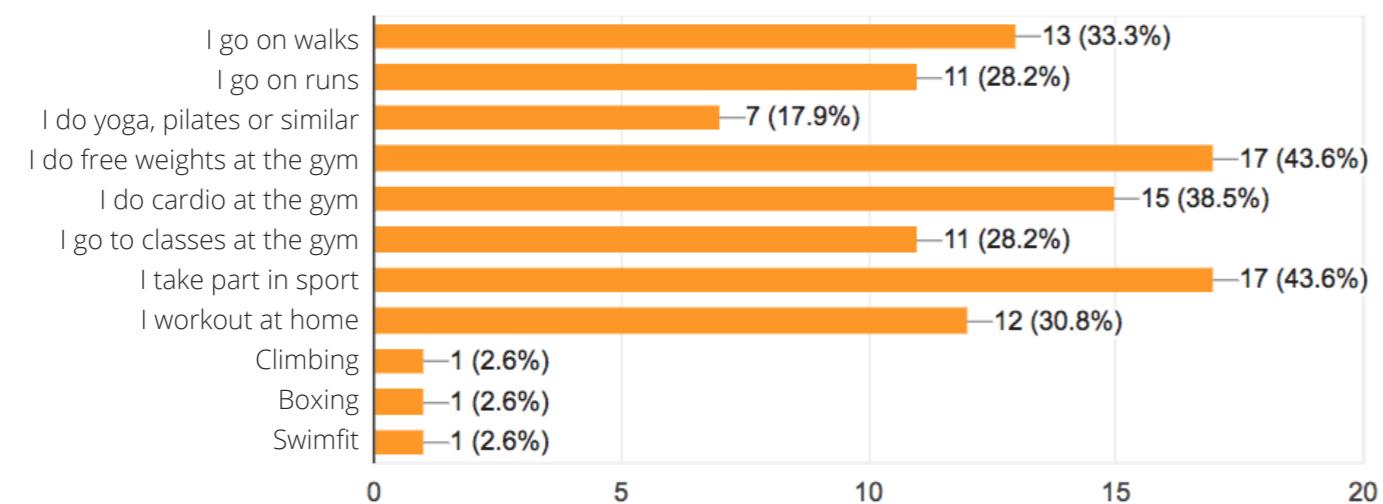
Survey

4

People who engage in fitness

As a person who is physically active, what kinds of physical activity do you do? Tick all that apply

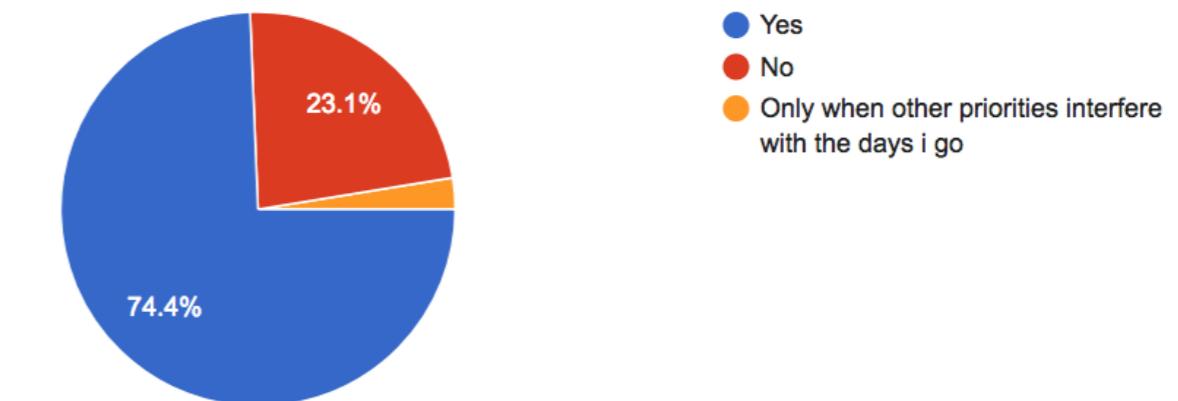
39 responses



6

Do you find that you can be inconsistent with how often you engage in fitness?

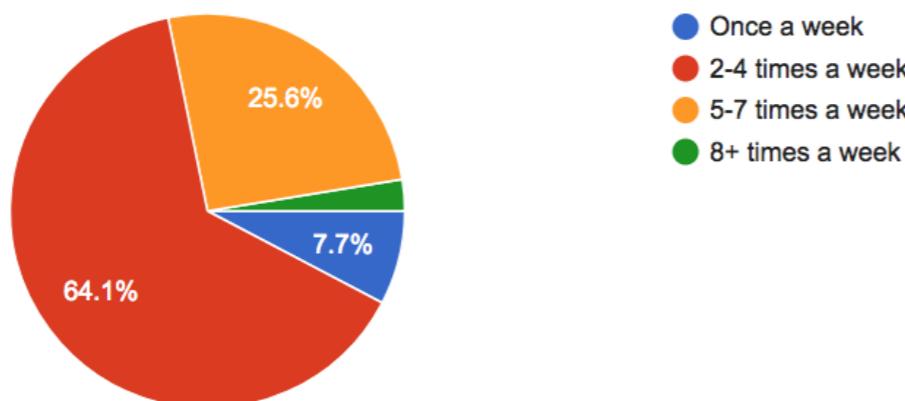
39 responses



5

How many times a week do you take part in physical activity to get fit?
(Count per session, not just per day)

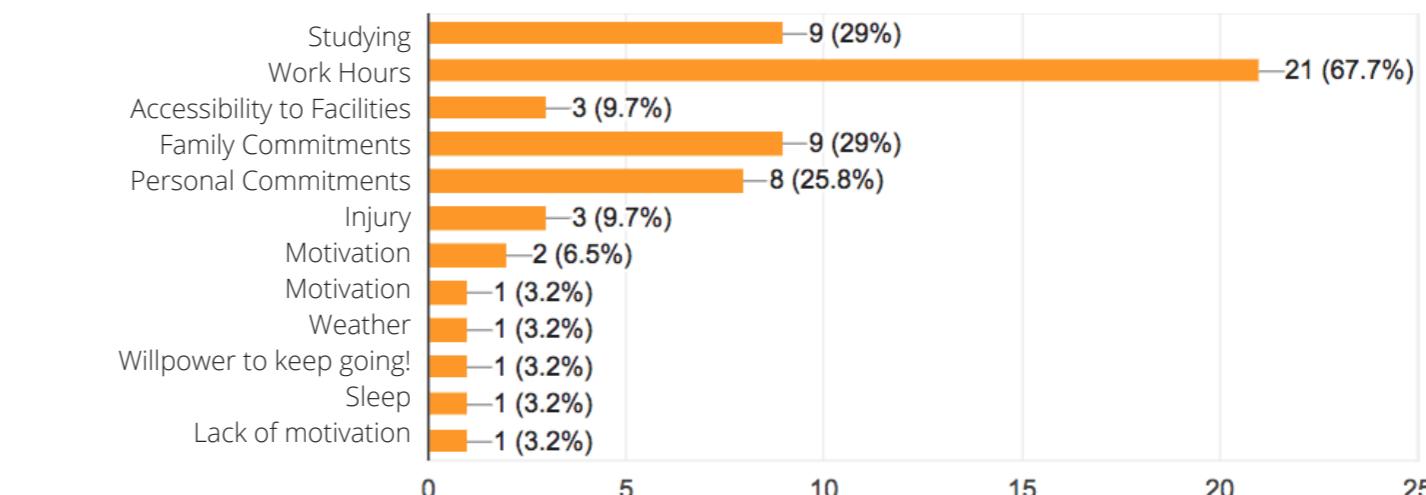
39 responses



7

If so, what do you think the reasons are for the inconsistency?

31 responses

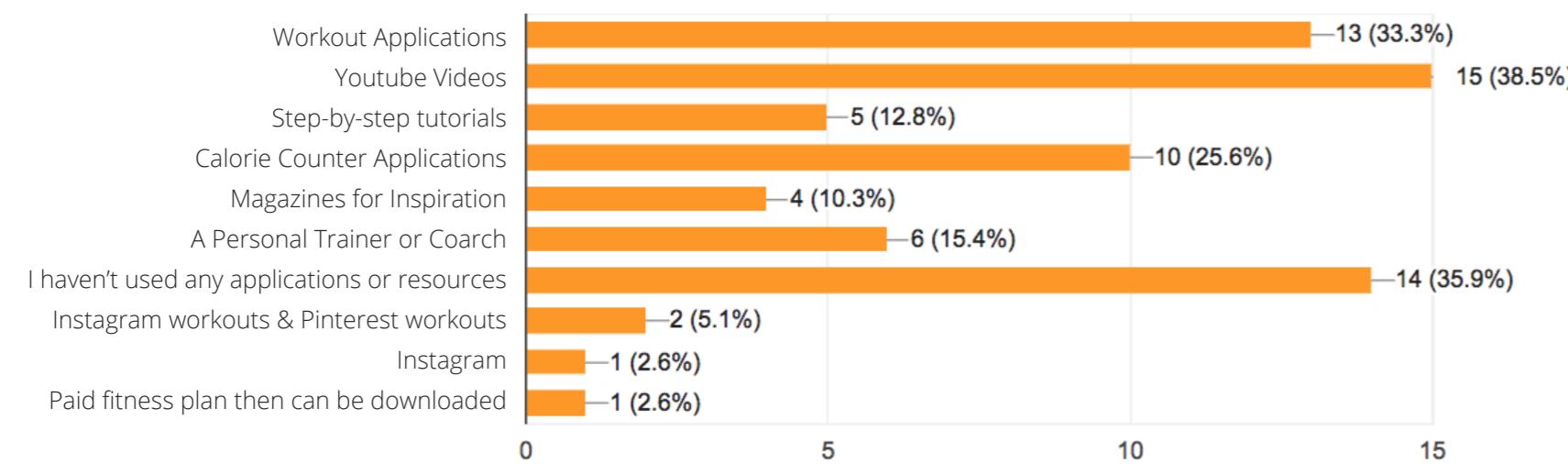


Survey

8

Have you ever used any applications or resources to help you when doing fitness?

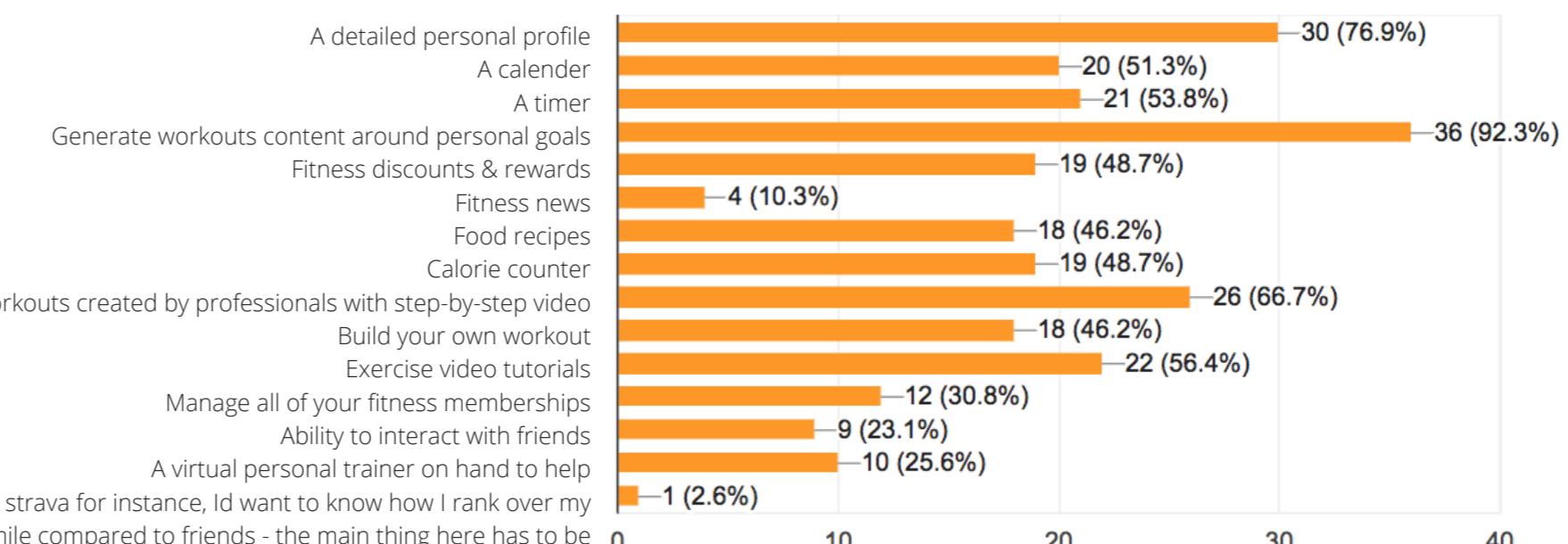
39 responses



10

If you installed an application that was based around improving your fitness, what kinds of features would you like to see? Tick any that apply

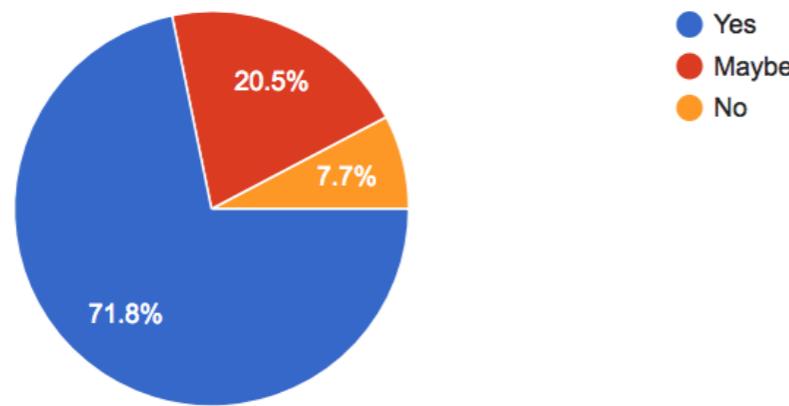
39 responses



9

Would you be interested in an app that has all of your fitness needs in one place? For example, it would include demonstration videos, a way of tracking your workouts and managing your membership with gyms & fitness centres, along with much more

39 responses



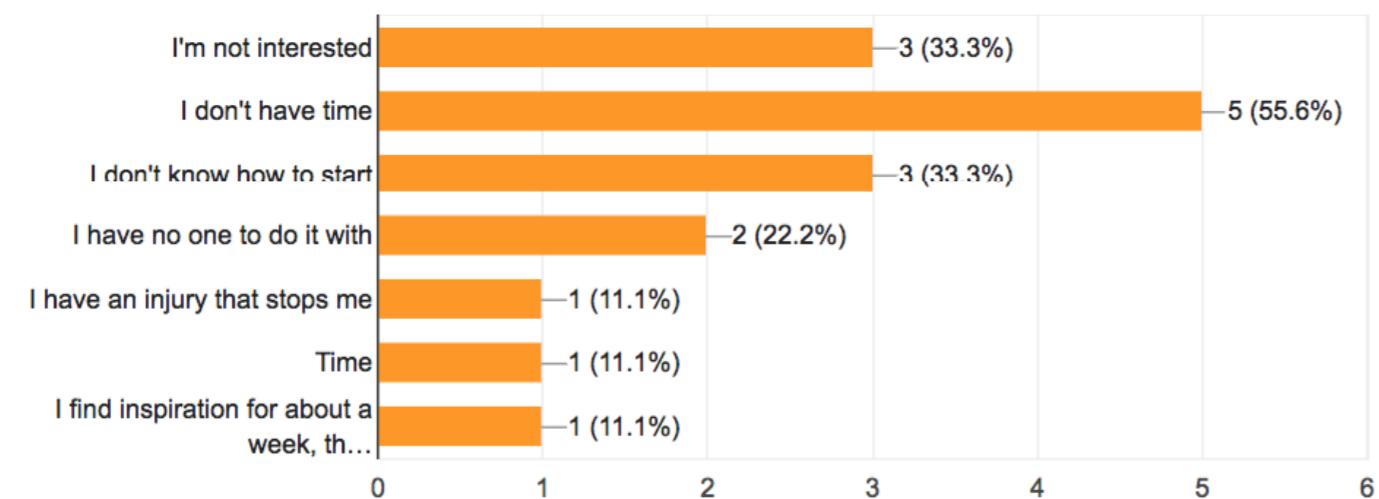
Survey

11

Non-fitness Users

As someone who doesn't take part in strenuous physically activity, what are your reasons for not doing so?

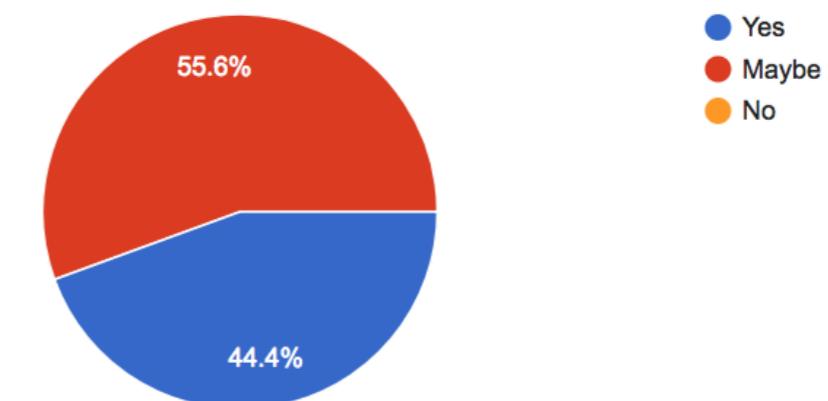
9 responses



12

Would you be interested in getting fit in the future if you could easily manage all of your fitness in one place?

9 responses



User Interviews

Although I had previously mentioned about carry out interviews, I didn't get round to it whilst I was doing the 'gym' topic. Therefore, as I have now changed my project to focus more on fitness, I needed to change my questions and make sure the interview is focused more generally around fitness and not just the gym.

The people I chose for the user interviews were hand picked due to knowing their background and knowing that they were physically active. I also chose these people as they were easily accessible and there was no chance of being let down.

Overall, I felt like the interviews went really well and I gathered quite a lot of useful information. I found that doing a face-to-face interview was so much better than an online survey due to the depth of answers that I was able to get.

If I was to re-do the interviews, I would ask more people. I think by asking more people I might be able to see patterns in the answers and really begin to see where problems/issues lie.

User Interviews



Abby is a 22 year old student living in Newcastle. She works out at home and enjoys the convenience of working out at home. Her motivation for getting fit is to look and feel good, especially the summer months.

[Click here to view a transcript of the full interview](#)



David is a 33 year old Designer. He works out at the gym Crossfit and other classes such as spinning. Over the years, he feels like he's wasted money on unused memberships. Good weather seems to play a part in getting back in to the swing of the gym

[Click here to view a transcript of the full interview](#)



Jennifer is 31 year old Social Worker. She finds herself to be quite fit, but not as fit as she could be (according to herself). Her main pain with the gym is the class timetable. Sometimes she struggles to get booked on to a class, causing her to miss out on some classes.

[Click here to view a transcript of the full interview](#)

Competitors v2 - Businesses

From my feedback, I was told to think about how Boost would work as a business, therefore I looked more towards businesses and how they work, as opposed to looking at their apps like before. I looked at what these businesses offer, how they offer it and what makes them stand out from the rest.

Due to my concept not being solely focused on my app, I would need to take influence from these businesses & influencers, and assess what kinds of features I feel would be beneficial to include in my business. From doing this, I hope to gain a better understanding of how these businesses work so well and what makes them so popular.



Nike Plus



Julian Smith



Pure Gym



Sweat Community

Nike Plus

Nike Plus is a free membership scheme with Nike which gives you access to a wide range of exclusive benefits. On their website, they state the following...

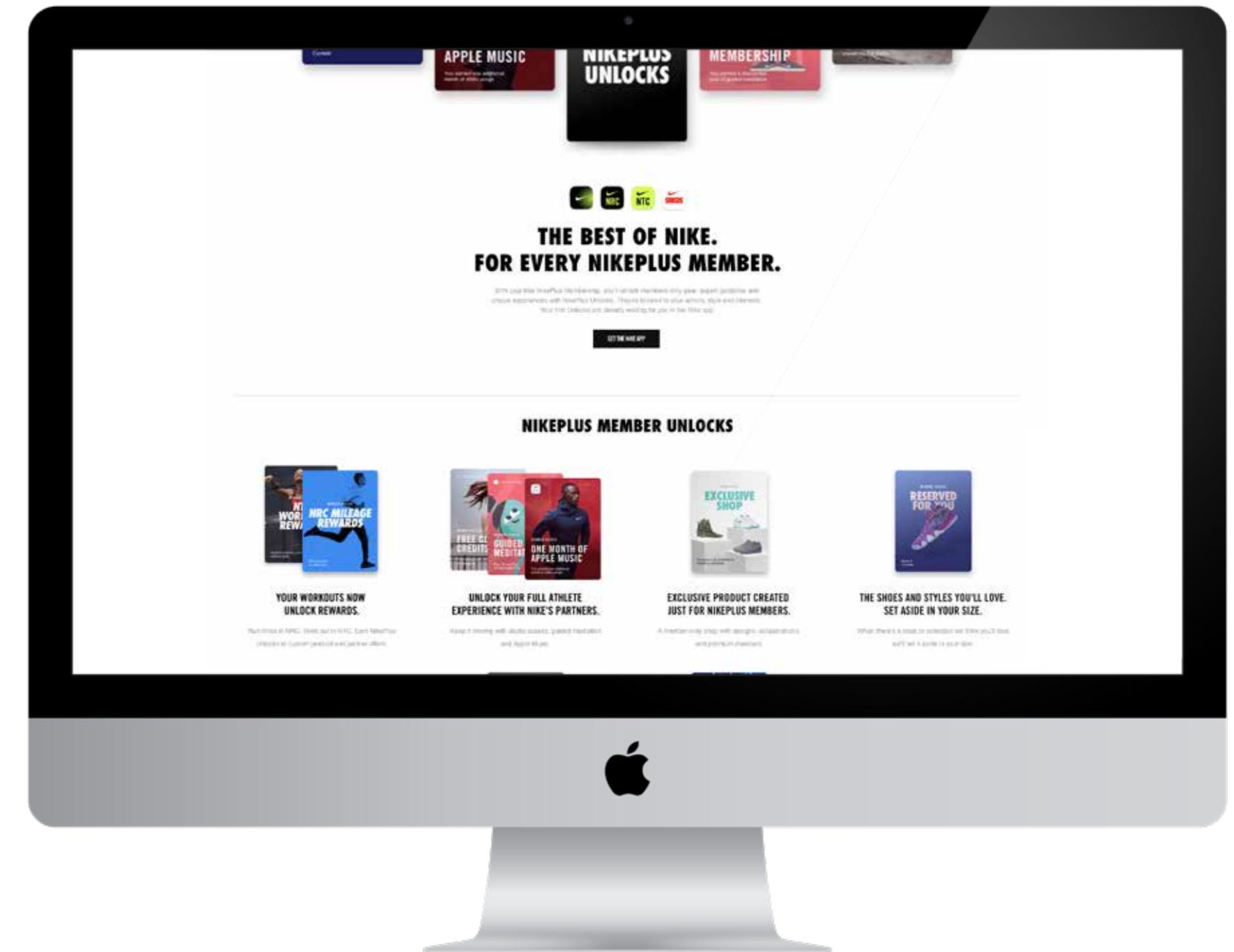
"With your free NikePlus Membership, you'll unlock members-only gear, expert guidance and unique experiences with NikePlus Unlocks. They're tailored to your activity, style and interests. Your first Unlocks are already waiting for you in the Nike app."

Positives

- Free to sign up
- Useful benefits (free delivery, early access to products & events etc)
- Integrates into the Nike ecosystem (ties the website & apps together)
- A personal experience

Negatives

- Limited to Nike products & services



www.nike.com/us/en_us/e/nike-plus-membership

Julian Smith (*The Quad Guy*)

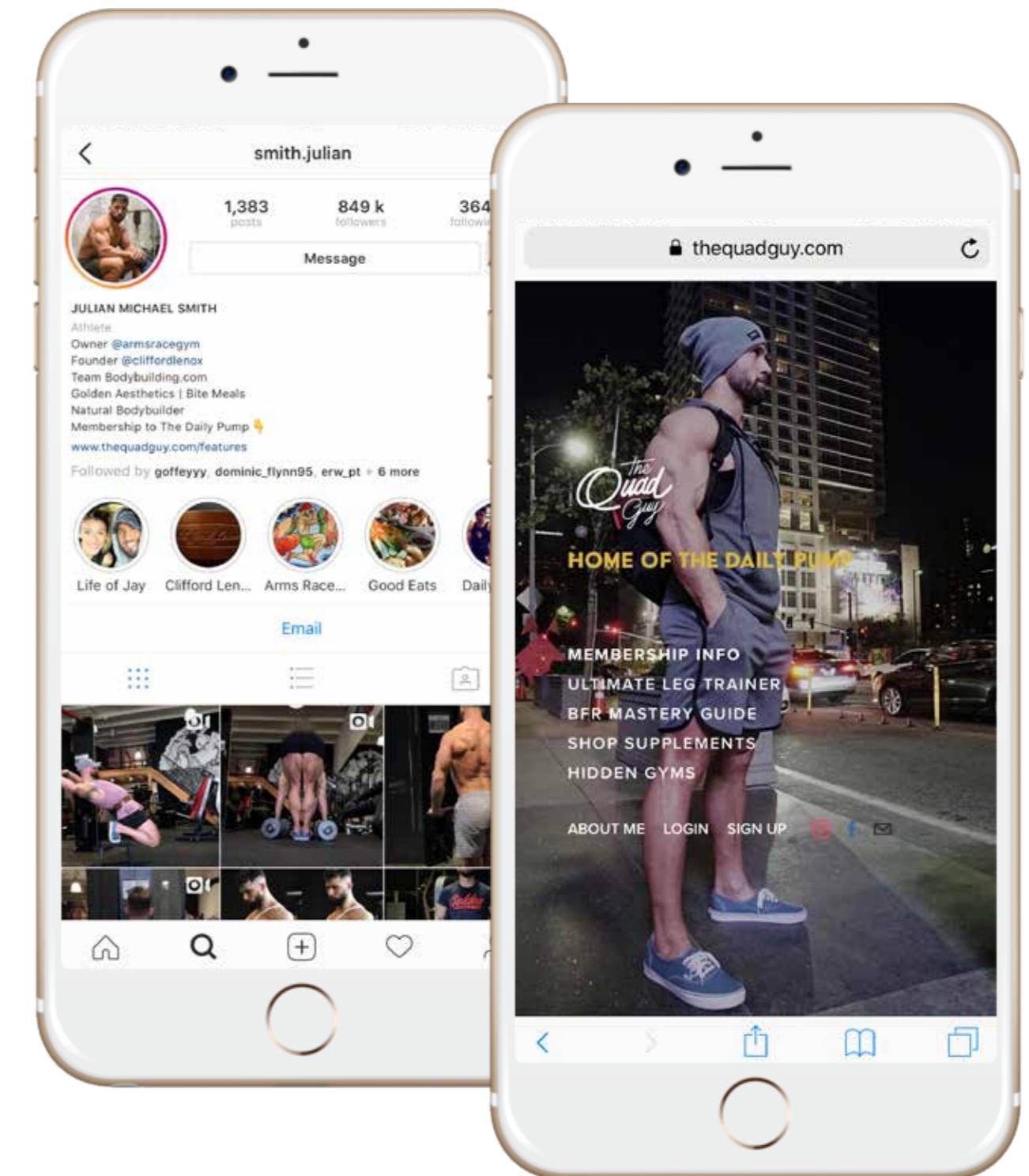
Julian Smith is a bodybuilder that has made his mark through social media and more specifically Instagram with just under 850,000 followers (as of March 2018). By posting a variety of videos and pictures a few times a day on his profile and constantly uploading to his Instagram Story, Julian does a really good job of grabbing his follower's attention with professional and informative content. Alongside his Instagram, he has his website called 'The Quad Guy'. I personally have a membership to the website, where you can pay just \$6 (approximately £4.40) per month and have access to instructional videos, a new daily workout everyday (The Daily Pump), nutritional advice, Vlog videos and much more. Overall, a very good system that appeals to all people who are interested in 'bodybuilding'.

Positives

- Very cheap - just \$6 for access to all professional content
- Easy to navigate around the website
- The website works seamlessly alongside Instagram

Negatives

- Very bodybuilder focused, but that's his target audience so it works



www.thequadguy.com

Pure Gym

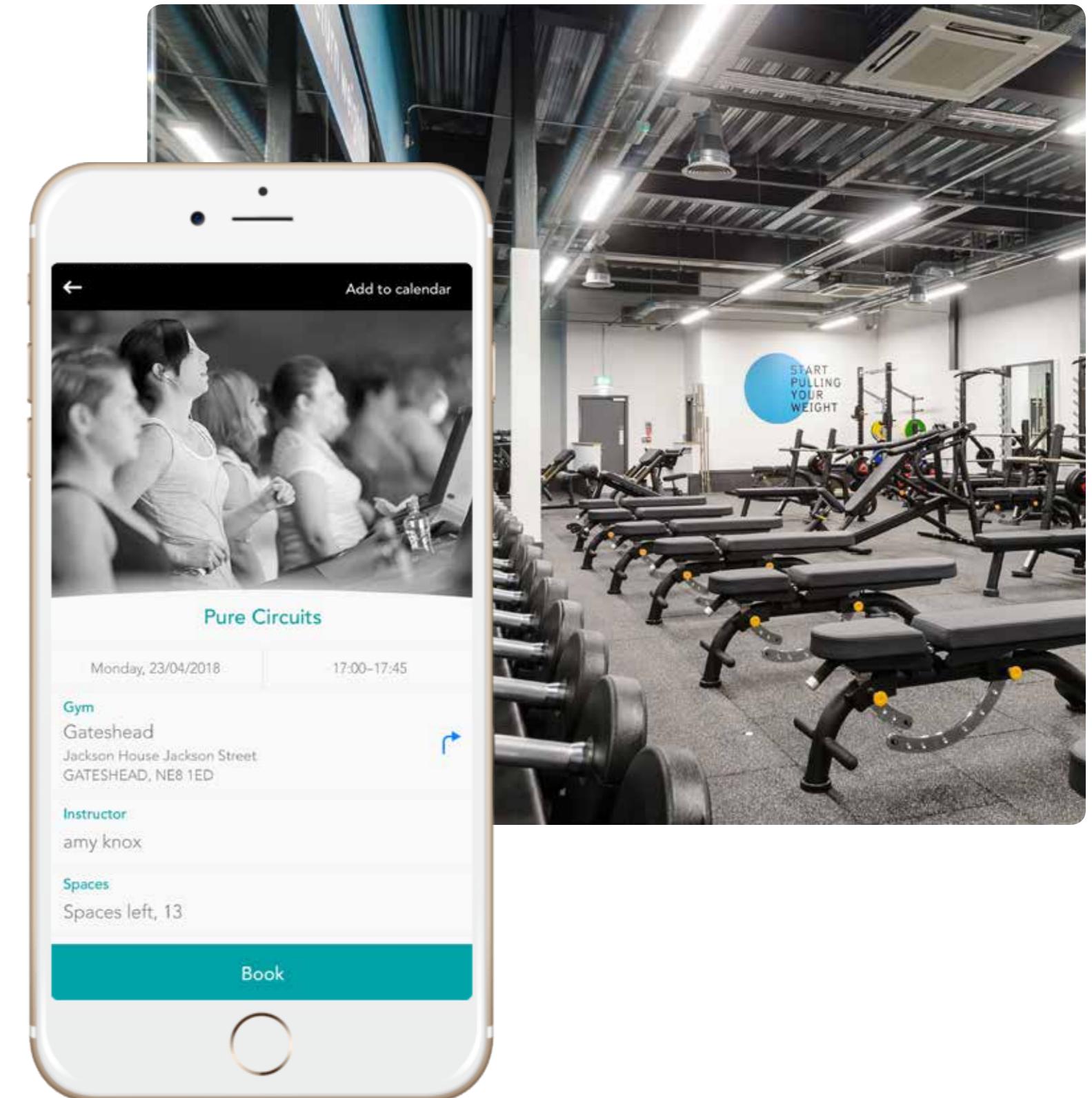
Pure Gym is Britain's largest gym chain by membership with about 900,000 current members. With over 180 gyms, Pure Gym's are accessible for everyone all over the country. Their cheap memberships with useful add-ons, such as 'bring a buddy', are what make Pure Gym so appealing. They also run lots of campaigns aimed towards getting people signed up to the courses that they run, especially leading up to summer. On top of their courses, they have a 'member benefits' section on the website where they give out lots of exclusive offers and rewards to the members. I am a member of Pure Gym, and in my opinion they are a very good gym to be a member of, with personal trainers always on hand as well as a huge range of up-to-date equipment throughout.

Positives

- Lots of member benefits - very good incentive
- Low membership prices & no contract - appeals to everyone
- Open 24/7 - accessible to everyone
- Free access to 50 classes per week (you can only book on to 8 per week)
- Easily visit any other Pure Gym with an add-on to membership

Negatives

- Very commercial gym, no passion
- On-peak times are very busy (struggled to use equipment)



www.puregym.com

Sweat

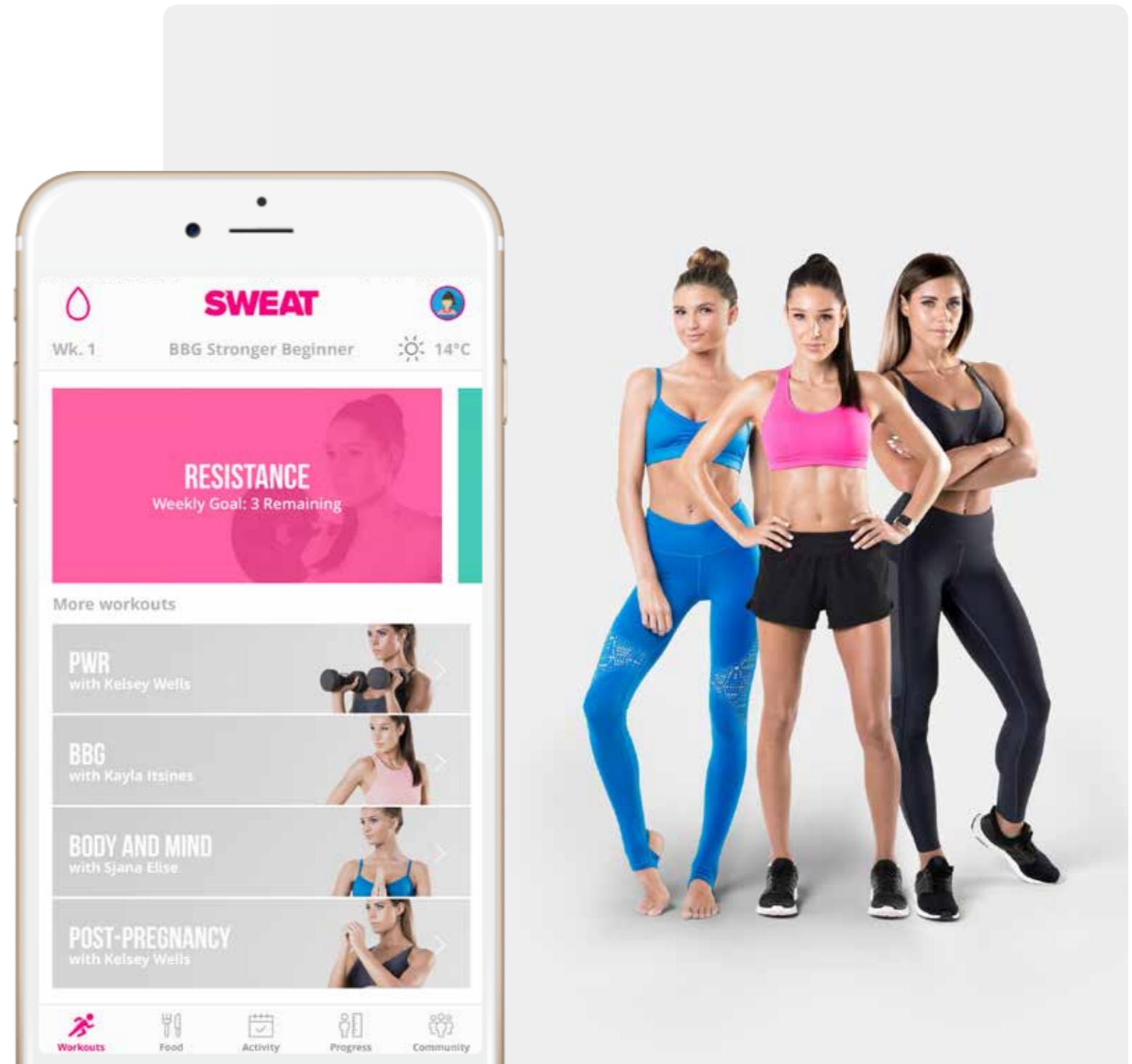
Sweat is a female fitness community, created by Kayla Itsines. Females can sign up to the website for \$19.99 a month, or \$119 a year, and get access to a huge amount of content including workouts, workout programmes, meal plans and much more. The website also has a forum where users can ask questions to other like minded people and get informative, relative answers. Sweat does a very good job at achieving a community feel and that's really the backbone of this business. The business works really well at focusing on female's needs and accommodating the correct content for them.

Positives

- A selection of programmes to choose from
- Very slick & easy-to-use app
- A great place for community & motivation

Negatives

- Very expensive, especially alongside a gym membership
- Not a huge amount of flexibility in doing your own thing (all pre-sets)

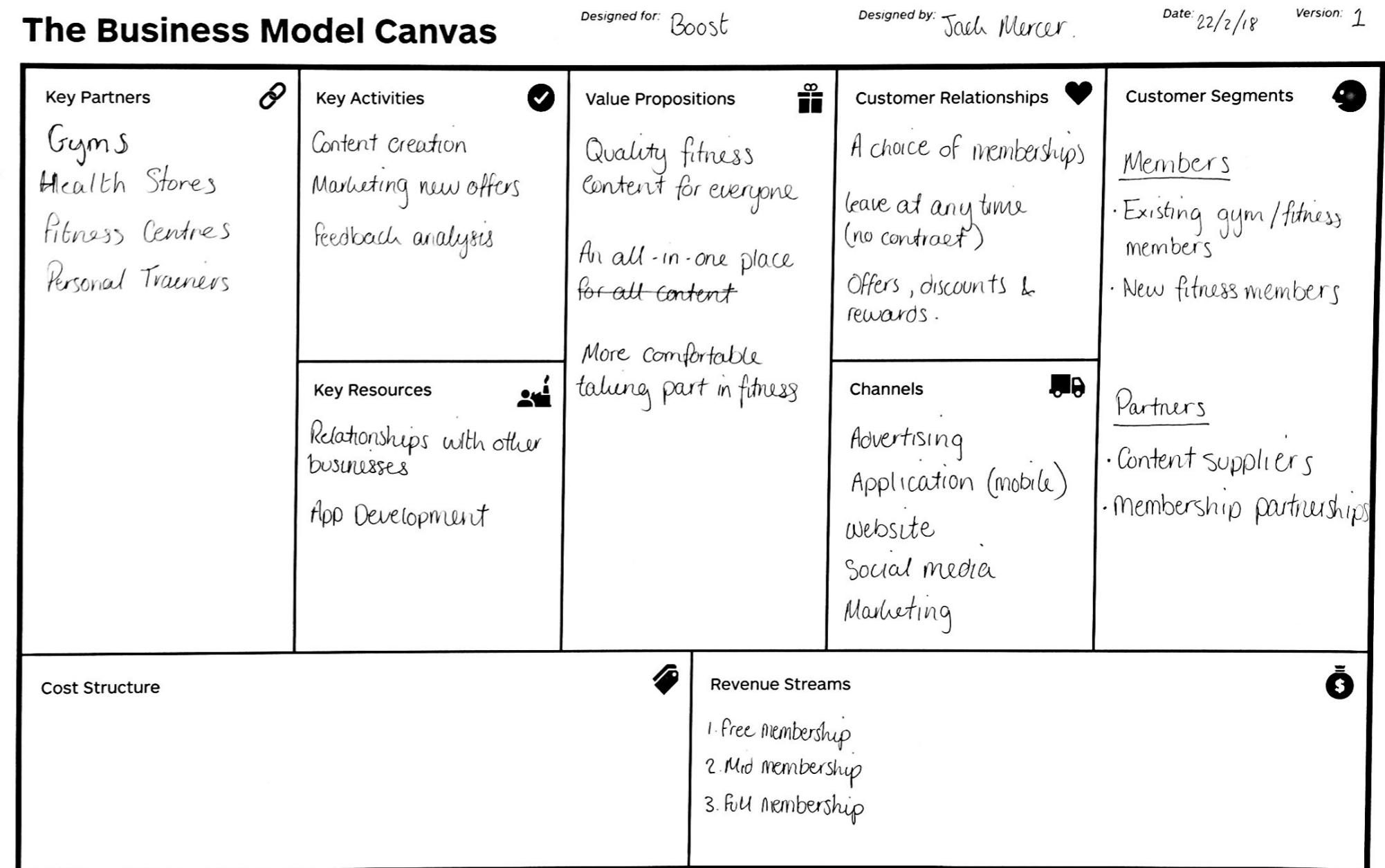


www.sweat.com

Business Model Canvas

As part of creating Boost as a business, I needed to create a business model canvas. It was difficult at first, but with the guidance of Joyce, I got through it. I found this a really beneficial task to really establish what the brands core is, and how the business functions.

The Business Model Canvas



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DESIGNED BY: Strategyzer AG
The makers of Business Model Generation and Strategyzer

Healthy lifestyle service

 **Strategyzer**
strategyzer.com

Key Points To Consider

Build a Community

A theme amongst all of the businesses is that they try really hard to build a community. Whether it's accompanying the website/app with social media, or pushing content within the website/app, it seems to work!

Monthly Membership

Monthly memberships seem to be really popular amongst a lot of fitness business at the minute. The content to price of membership ratio needs to be thought about too, to create a fair product, but also make money.

Additional Content

As well as workout content, additional content seems to be quite common. Things such as benefits & offers are nice little additions to businesses as they create partnerships with other businesses and give the user's rewards.

CONCEPT DEVELOPMENT

Revisit the Brand

Revisiting the Brand Values

Community

Create a community amongst members. Allow for connections to be made between people.

Informative

Provide good quality content. No unhealthy fads or badly informed content.

Inclusive

To include everyone. No matter of age, ability, style. No one should feel left out

Fun

The brand should be fun and not taken too seriously.

Motivate

One of the fundamentals of Boost should be to motivate the users to better themselves.

Encourage a Healthy Lifestyle

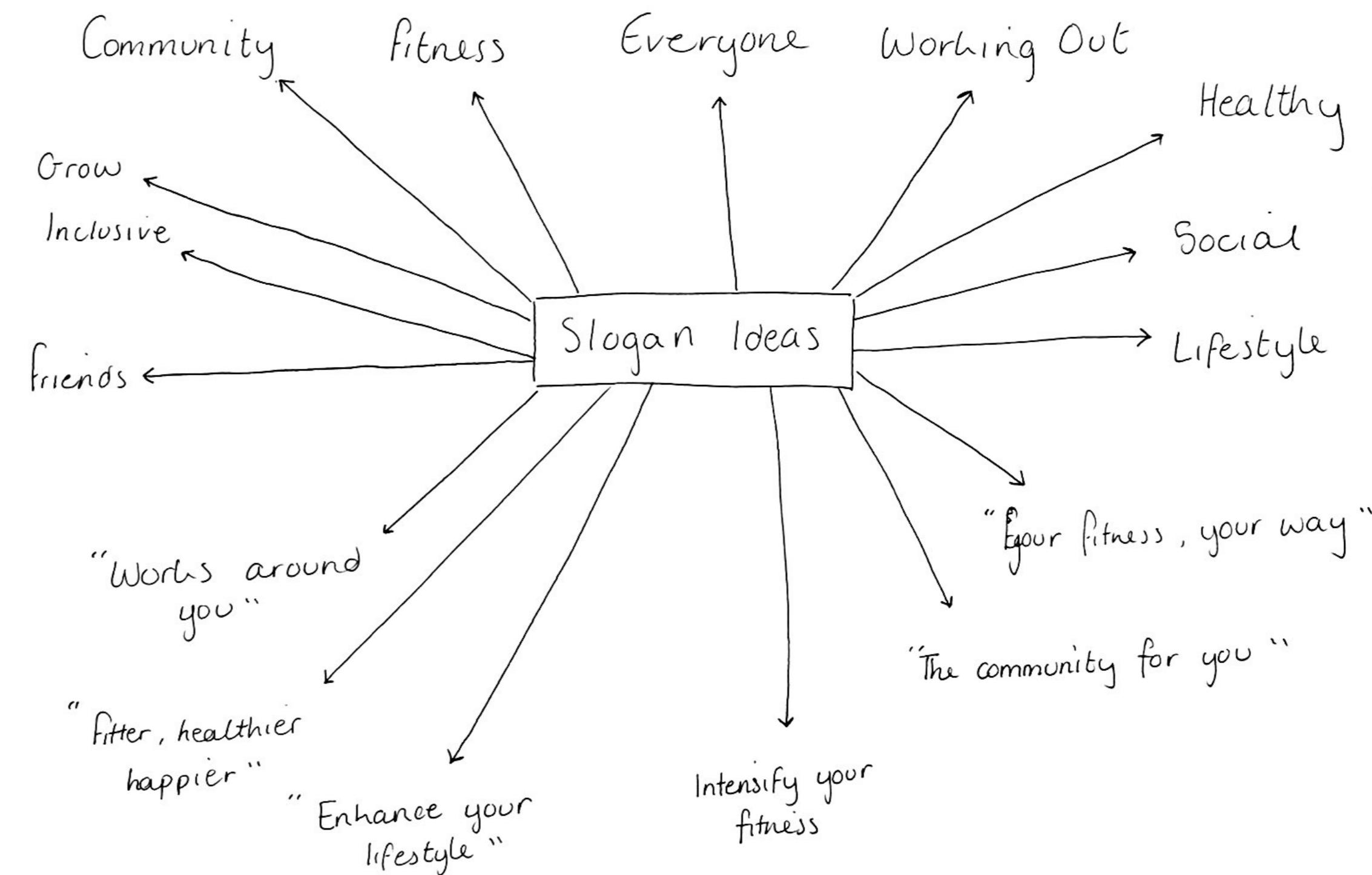
Boost should always encourage a healthy lifestyle throughout all of the content, whether it's workouts, news or other content.



Slogan

Coming up with a slogan for Boost has been very difficult. I've been thinking about it throughout the whole project, but as my focus changed, so did my slogan ideas. In the end, I tried to think of keywords that represent Boost as a brand, so thought of things like *community, inclusion, health etc.*

The final slogan is "**Fitter. Healthier. Happier.**" This is a pretty solid slogan that represents Boost fully in just 3 words. It doesn't focus too much on the gym, but makes reference to creating a healthier lifestyle.



CONCEPT DEVELOPMENT

Information Architecture

What is the Aim of the App?

The app is designed to fit in with the rest of the Boost business as part of a slick service. By using data from my variety of user research, I hope to create a properly informed design that, in theory, should appeal and work for my users.

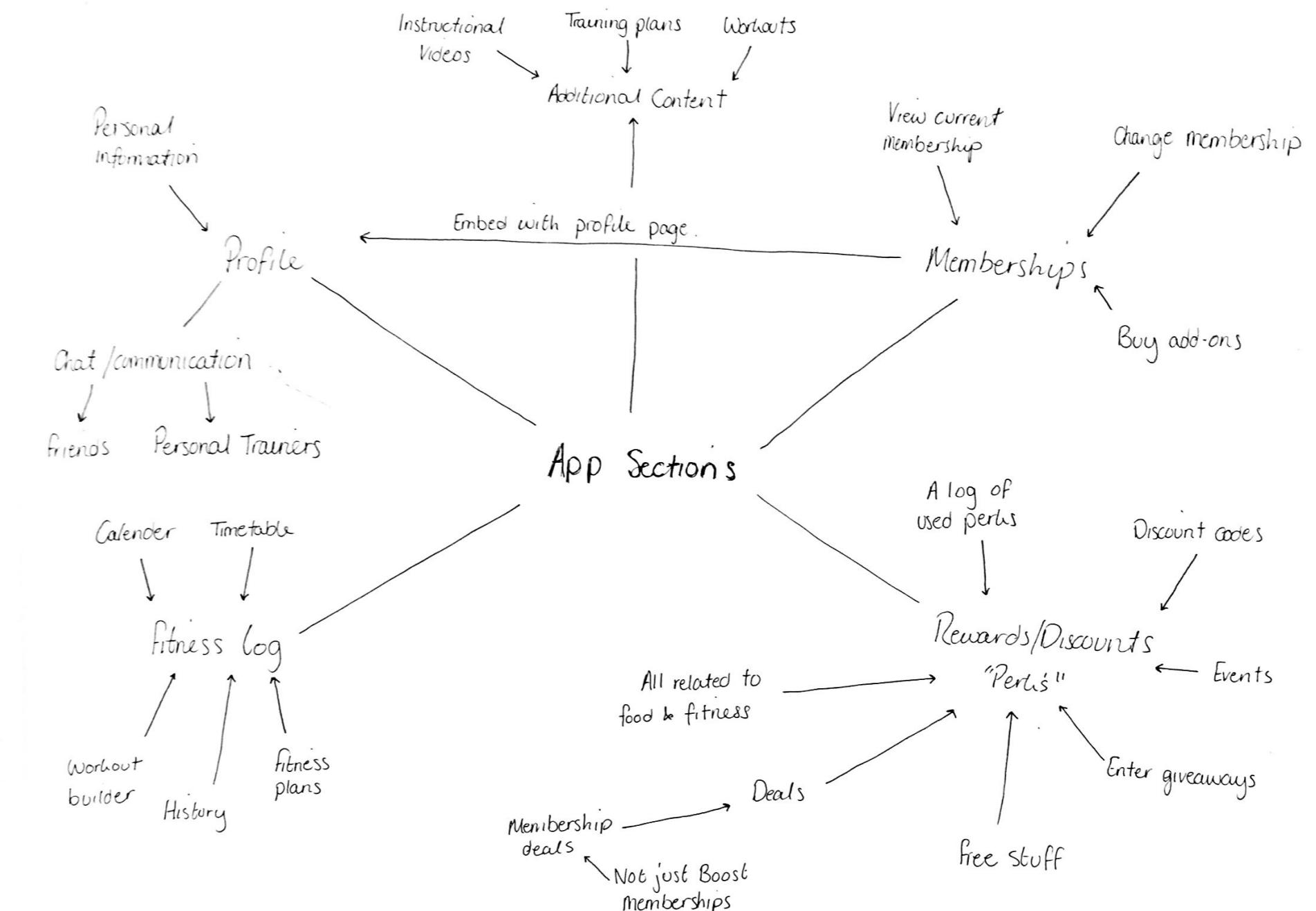
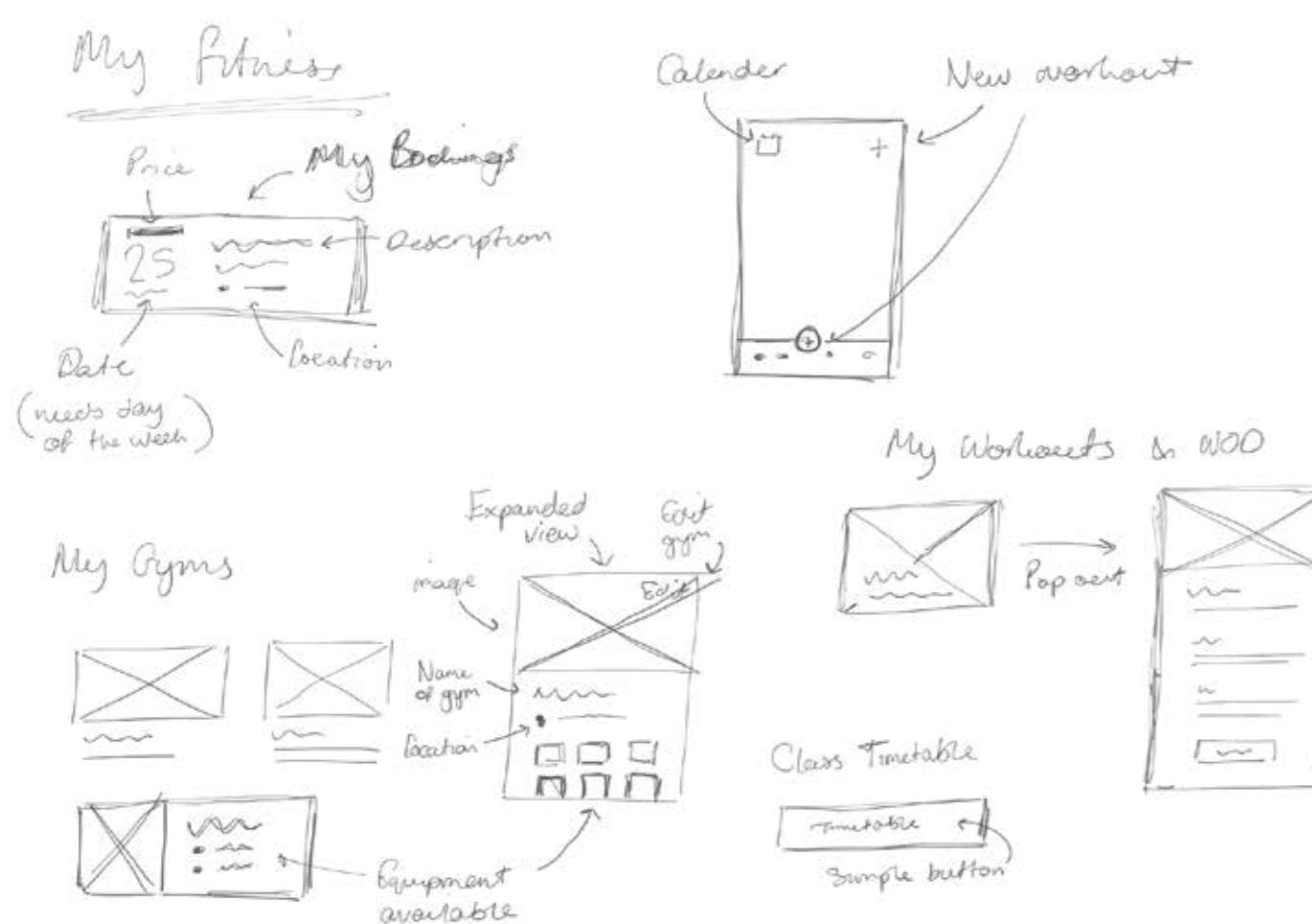
The 3 main aims that are driving my app are:

- **Simple to use** - The app needs to be simple to use and navigate, even from the first use. To achieve this I will feature familiar and current design patterns such as card layouts and horizontal scrolls. I will also try and feature some micro interactions in the prototype to give the app some depth and versatility.
- **Useful & Beneficial** - The app needs to have a purpose. From reviewing competitors, I found that a lot of fitness apps don't serve much purpose other than tracking a gym workout, or a fitness workout. My application should have the purpose at the forefront of the design.
- **Re-usability** - '62 percent of users will use an app less than 11 times.' A statistic that doesn't sound great for app designers. For Boost, as there is such a saturated market for fitness apps, I need a niche, and I need to make sure the niche is always kept in mind when designing, and can be seen when the user is using the app.



Initial App Content Ideas

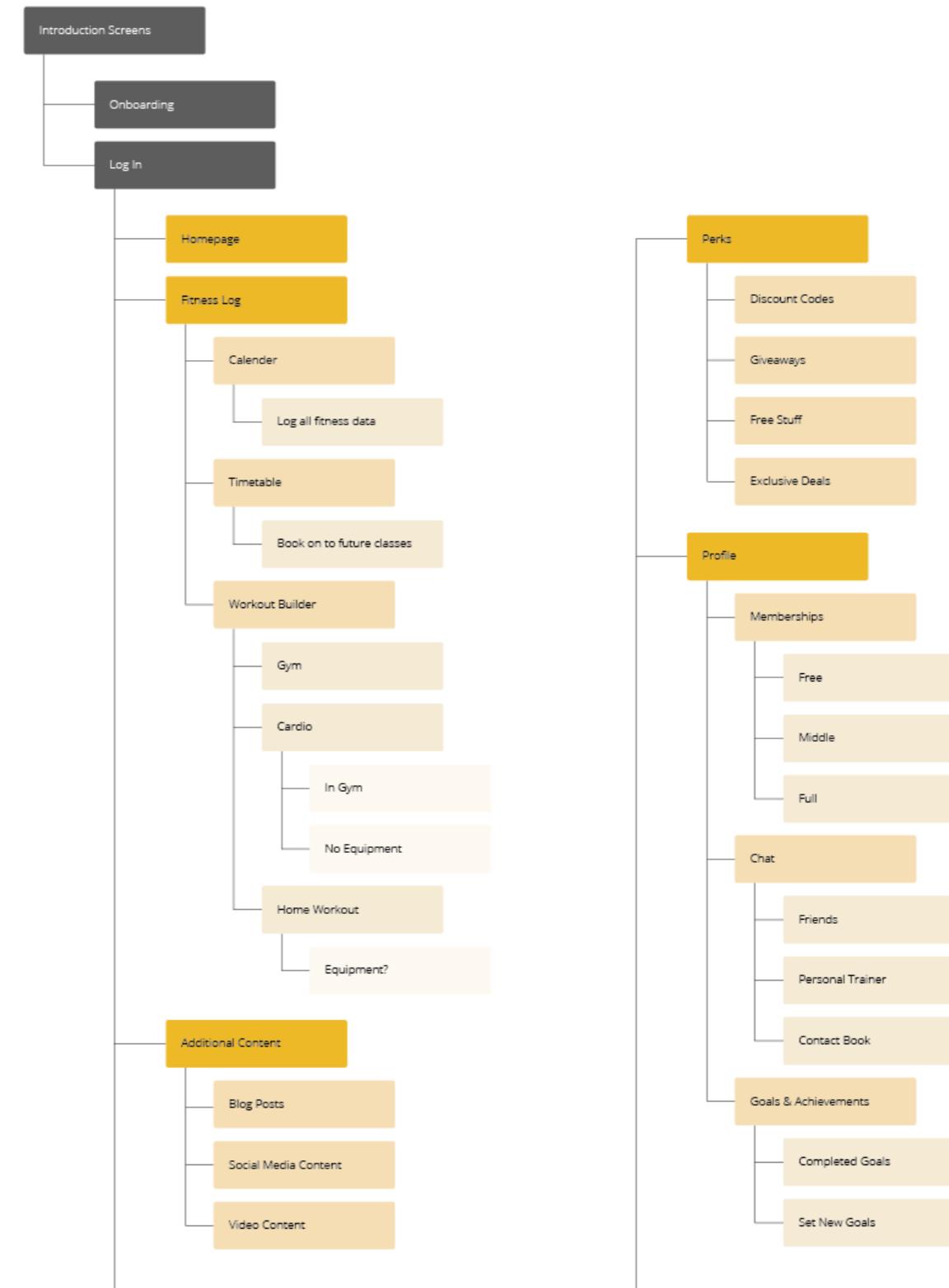
To begin with, I mind mapped potential main sections, with more detail on each section. I found mind mapping really helpful to just get ideas down on paper. I know these are the final ideas for content, but they're a good start. Once I start to do more user research through surveys and interviews, I will be able to use more informed content ideas.



Full Sitemap

The full sitemap of the app took a while to fully complete. From generating initial content ideas, I could begin to start making a sitemap, but there wasn't enough depth of content.

As the project progressed, kept adding more and more on to my sitemap. Unfortunately I haven't redrawn the sitemap as my workflow in Sketch shows the sitemap well enough.

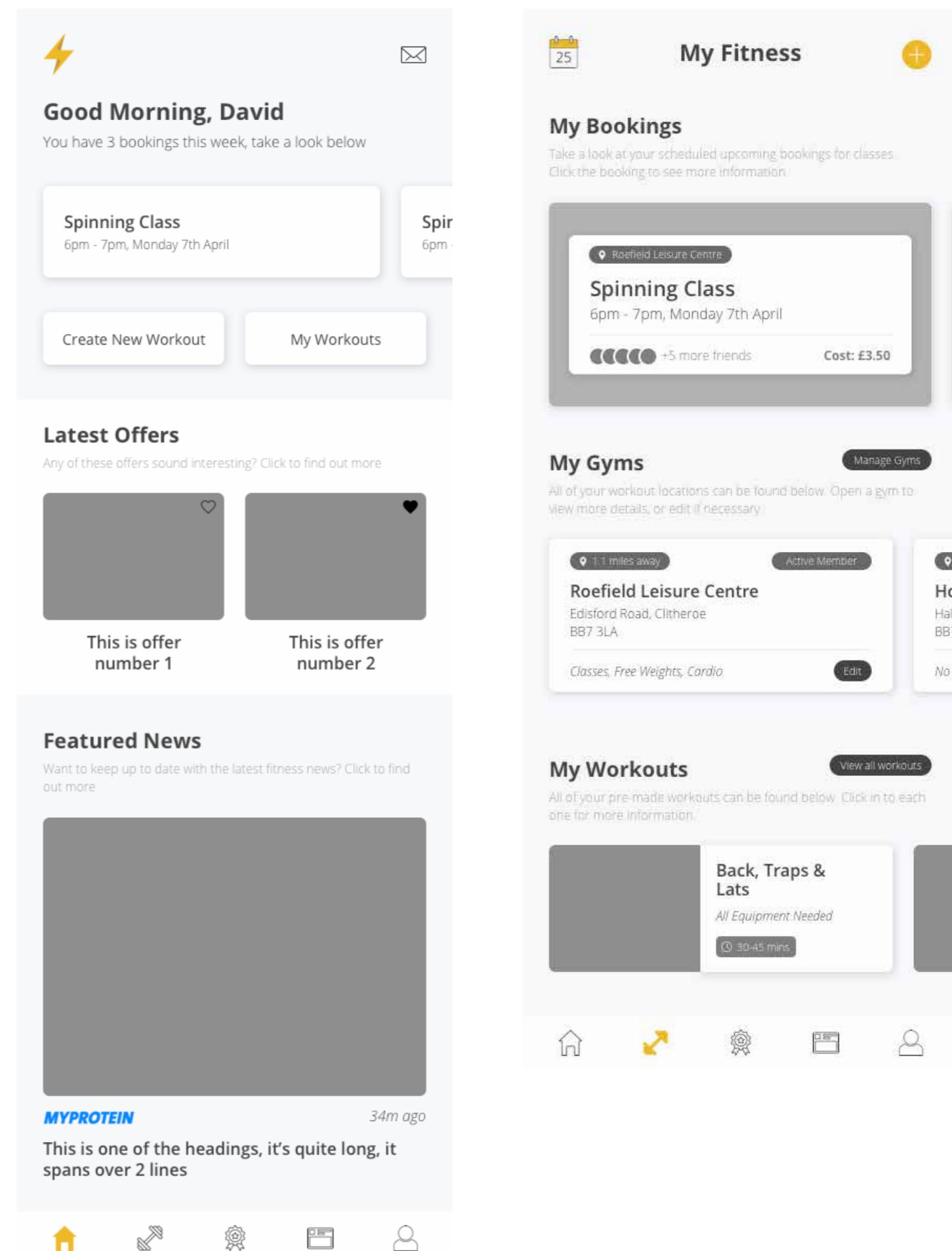


App Wireframes

After establishing the aims of the app and the content for each page within the app, I began to wireframe. For the wireframing, I used Sketch. Sketch is a great app for wireframes due to its interface and how it displays the screens.

For the wireframes, I found myself getting a little carried away with adding too much detail in, as opposed to creating a simple structure. However, I didn't necessarily see this as a bad thing as it meant I wasn't having to do 3 or 4 stages to the wireframing, adding detail each time.

In the end, I didn't wireframe many pages as I got the hang of the design style pretty quickly, so felt confident just applying colour and creating hi-fi designs.

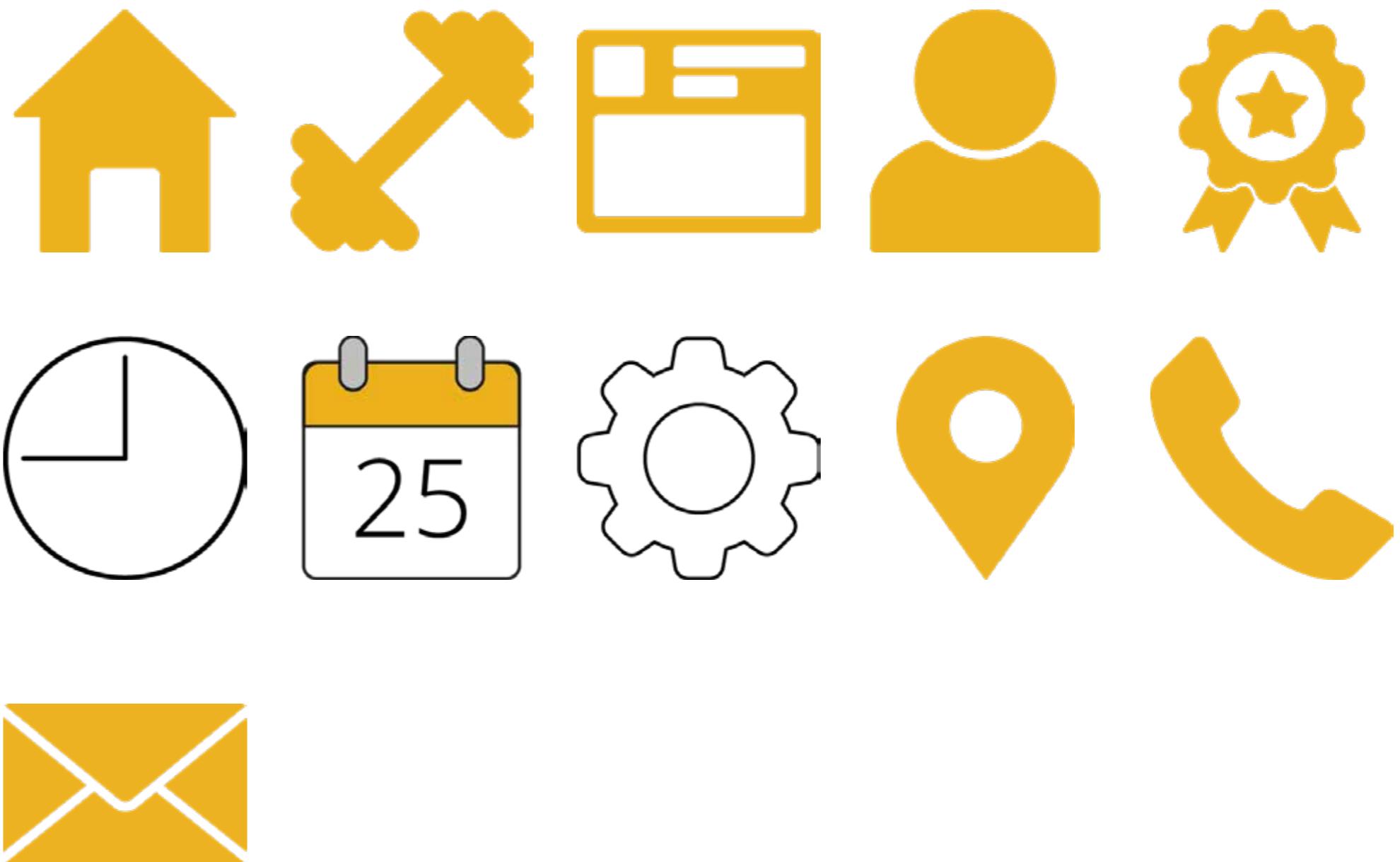


Iconography

To ensure that I keep a consistent theme throughout the app, I decided to create a full set of icons, or at least a style, that could be carried out across the whole app, and more specifically the navigation on the bottom.

I didn't actually draw the icons myself, I downloaded the majority from FlatIcon as an SVG and then edited them in Illustrator to suit my style.

For the majority, I tried to keep them as outlined icons, with a reasonably thin stroke. I did this because I felt like icons with a fill might have looked quite clunky with the rest of my styling.



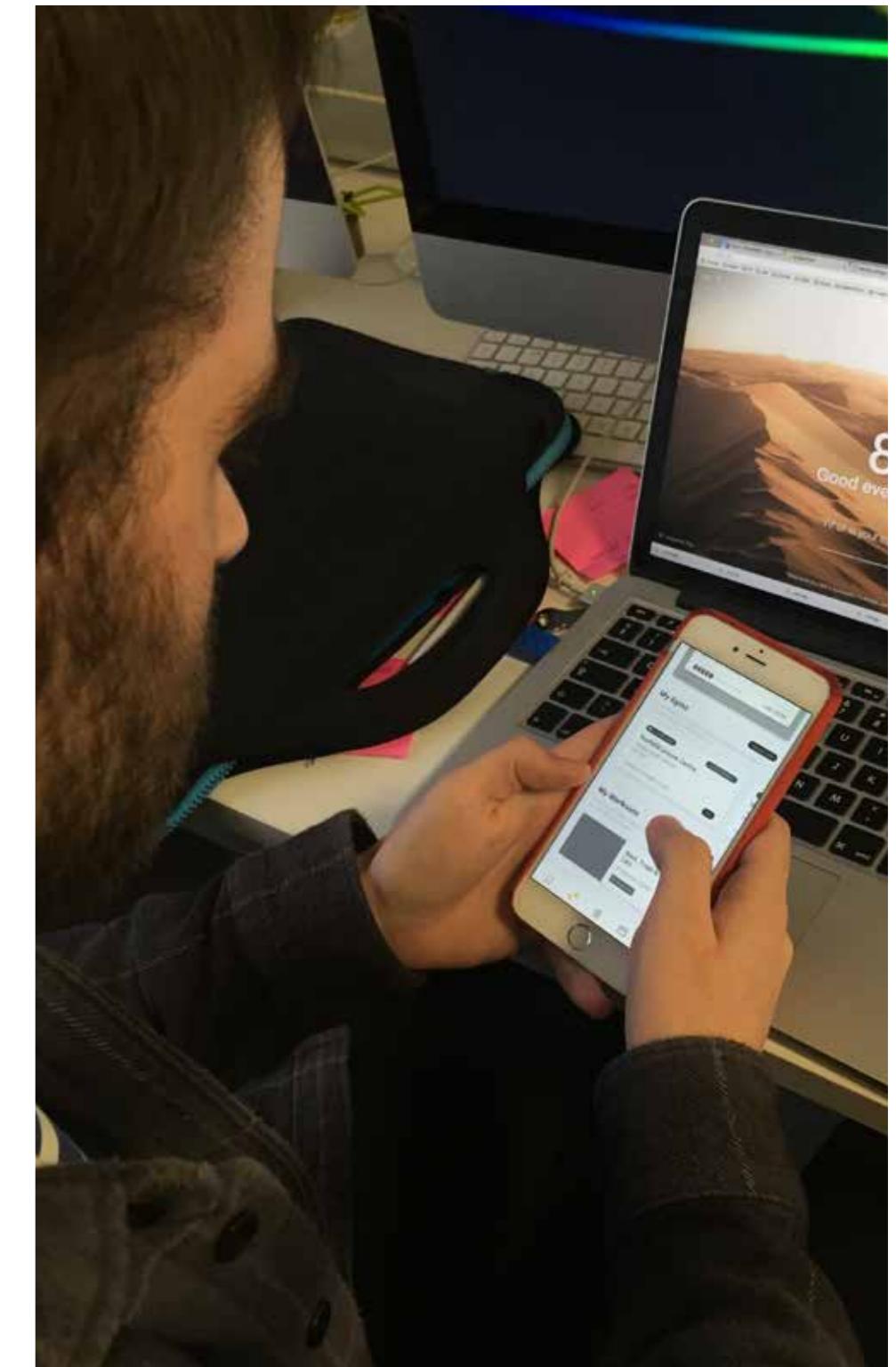
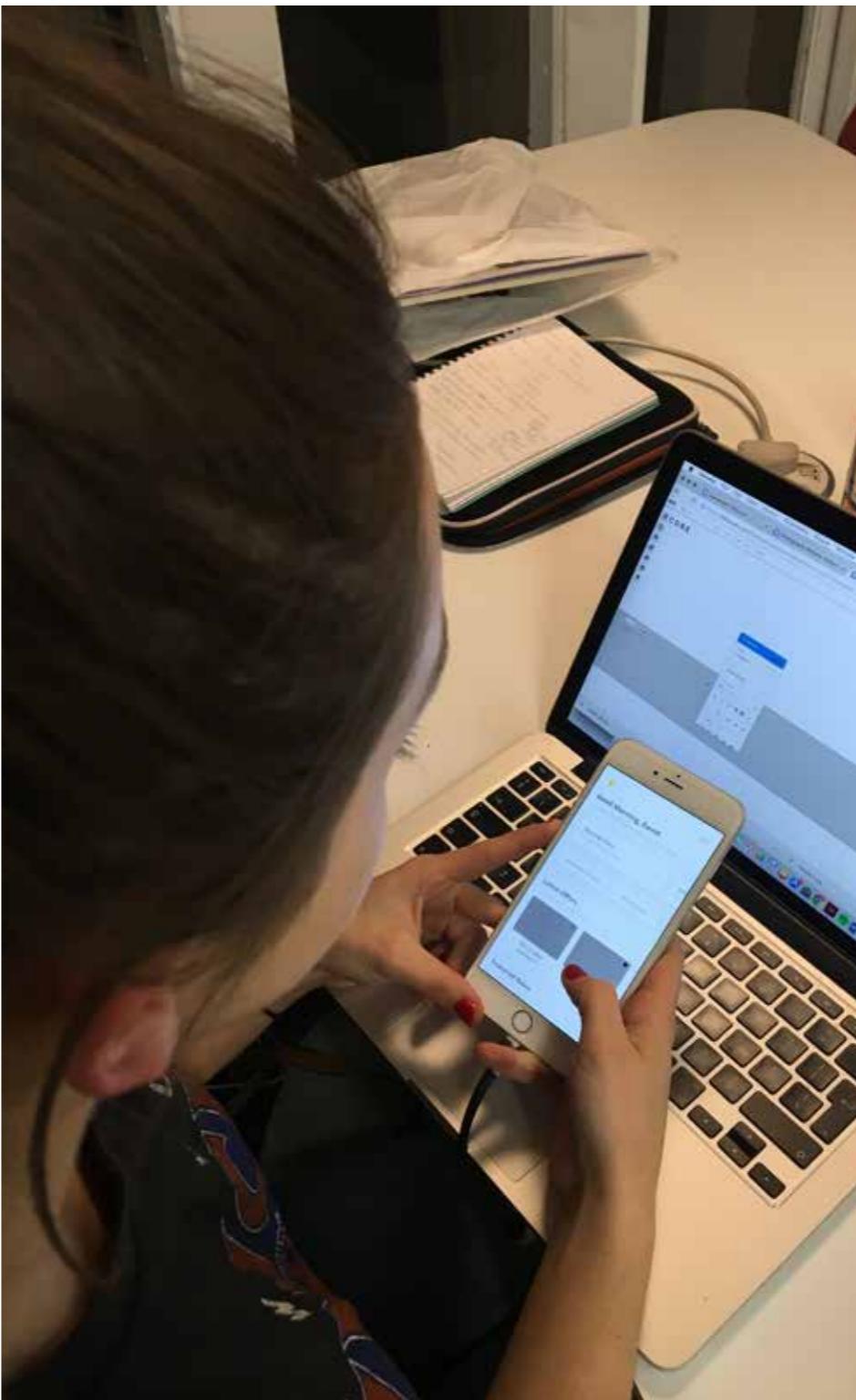
User Testing #1

The first set of user testing was done on my wireframes. Even though there wasn't much content or depth to pages, the idea for this user testing was to get a feel for whether the content on pages was correct, and to see how the hierarchy felt to the user.

I carried out the user testing on 4/5 people. I chose people that I know were physically active as they would be potential users for my app.

The testing went really well. The users didn't have much to say about the app wireframes, apart from the following:

- 'Maybe have a think about hierarchy on the homepage, I probably wouldn't prioritise the news with offers'
- 'The booking cards at the top need more details. I don't want to have to click on it to find basic details'
- 'Its looking good! Would've been nice to see some more in depth pages though'



CONCEPT DEVELOPMENT

Additional Content

Memberships

As Boost is a business, there's some features which need to be added to round off the brand. For example, memberships is a key part of the business. The memberships are broken down in to 3 tiers:

- Starter (*free to use*)
- Enhanced (*£1.99 per month*)
- Ultimate (*£4.99 per month*)

Within each 3 tiers, there are a range of features that out-do the features on the previous tier. Because of this, it makes each membership tier worth upgrading to the next. By restricting certain features, it makes the user want to upgrade and give them a sense of achievement when they can pay for a tier, and unlock certain functionality for the app.



Membership Breakdown



- Free application to download (*currently only iOS*)
- Detailed personal profile
- Set your own personal fitness goals
- Invite & add your friends
- In-app calendar to manage your activity
- Add up to 5 'gyms'
- Integration with iOS applications (*Calendar & Activity*)
- Access to random generated workout builder
- Access to all news articles
- A selection of exclusive discounts & rewards
- Purchasable in-app content (*workouts & workout plans*)



- Membership of £1.99 per month
- Includes all features from the Starter version
- Access to the full workout builder (*manual selection & random generator*)
- More exclusive discounts & rewards
- Link Boost with your current fitness memberships

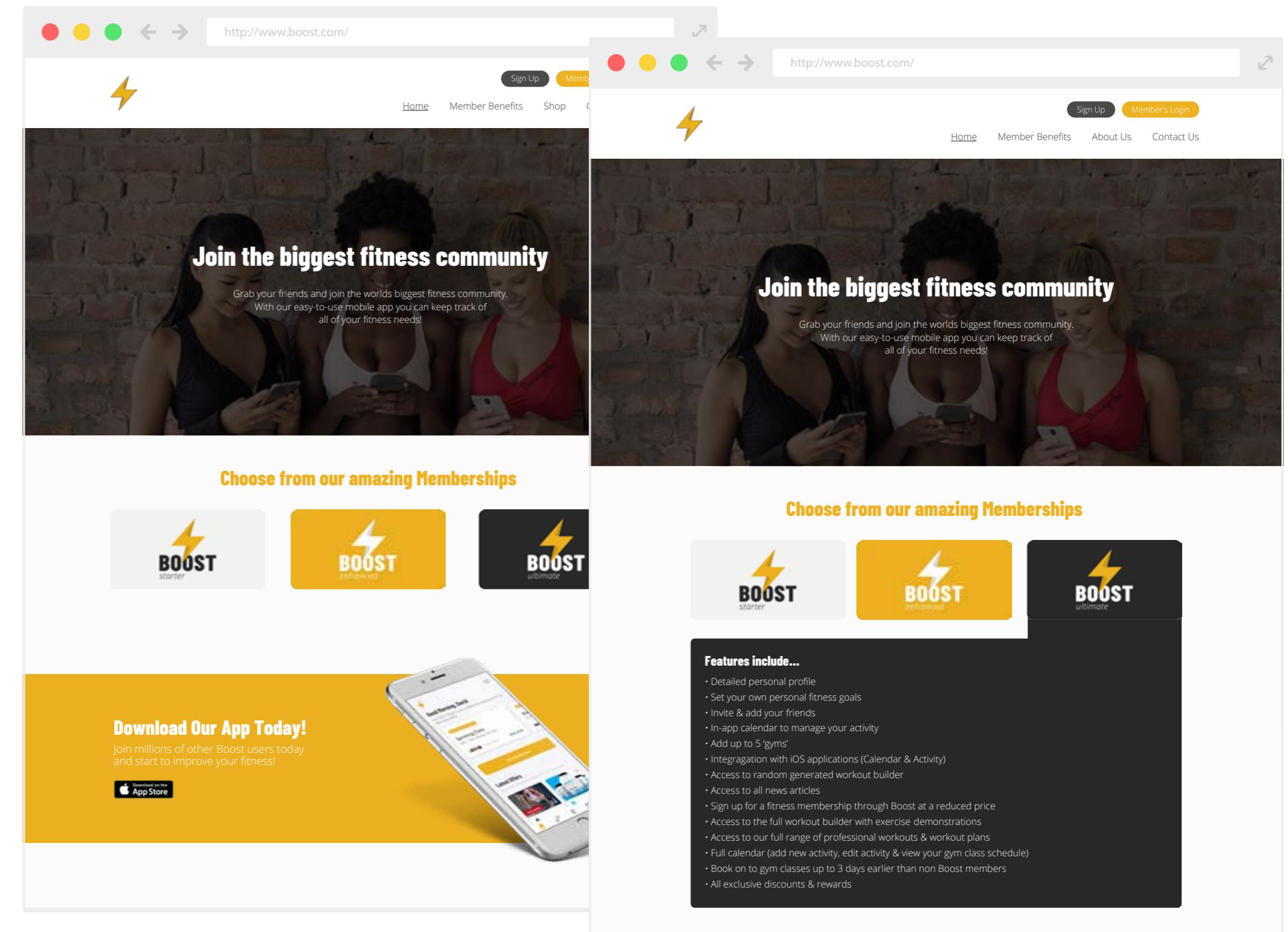


- Membership to the app for £4.99 per month
- Includes all features from the Starter & Enhanced version
- Sign up for a fitness membership through Boost at a reduced price
- Access to the full workout builder with exercise demonstrations
- Access to our full range of professional workouts & workout plans
- Full calendar (*add new activity, edit activity & view your gym class schedule*)
- Book on to gym classes up to 3 days earlier than non Boost members
- All exclusive discounts & rewards

Website Landing Page

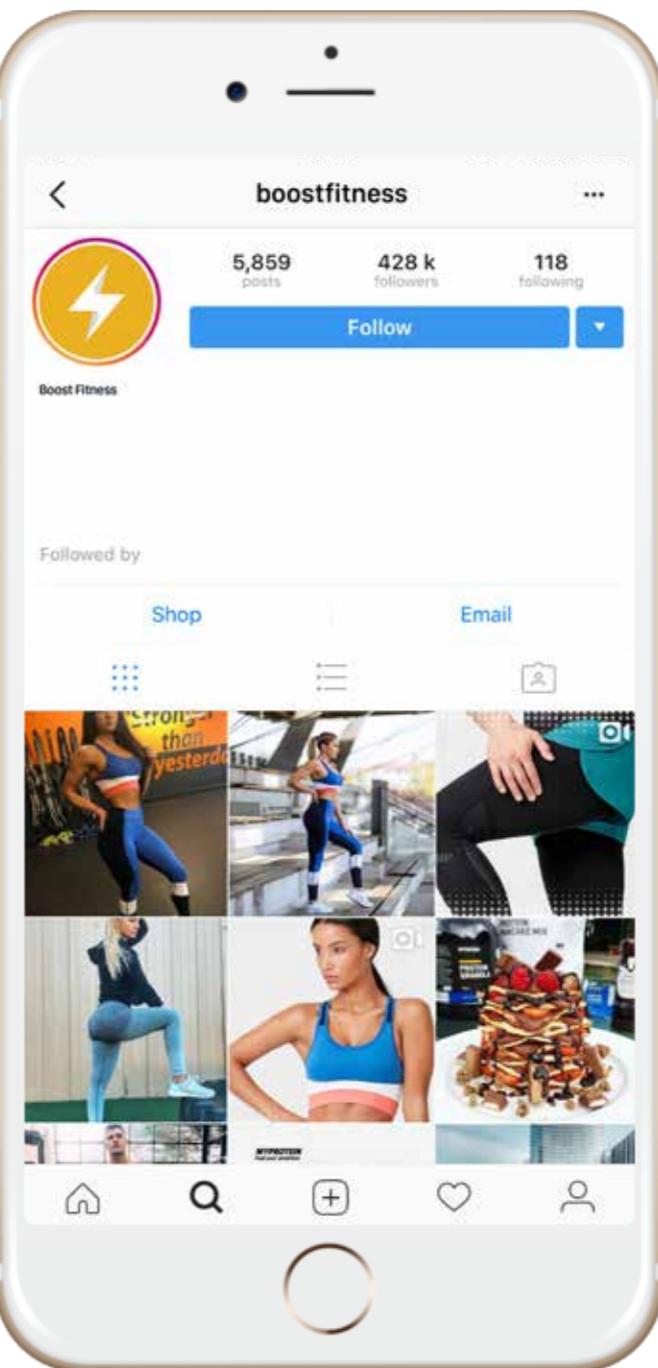
Alongside the app, I would have a website landing page. The landing page is designed to be the first boost point of contact for people who are interested in, or may have heard about the app. The landing page is a place to provide a range of information such as the different membership tiers, information on business partners and maybe even a shop, selling Boost branded merchandise.

The design is simple and isn't something I was dwelling on, as the main purpose was to just show what the first point of contact was, and what information would be prioritise to the user.

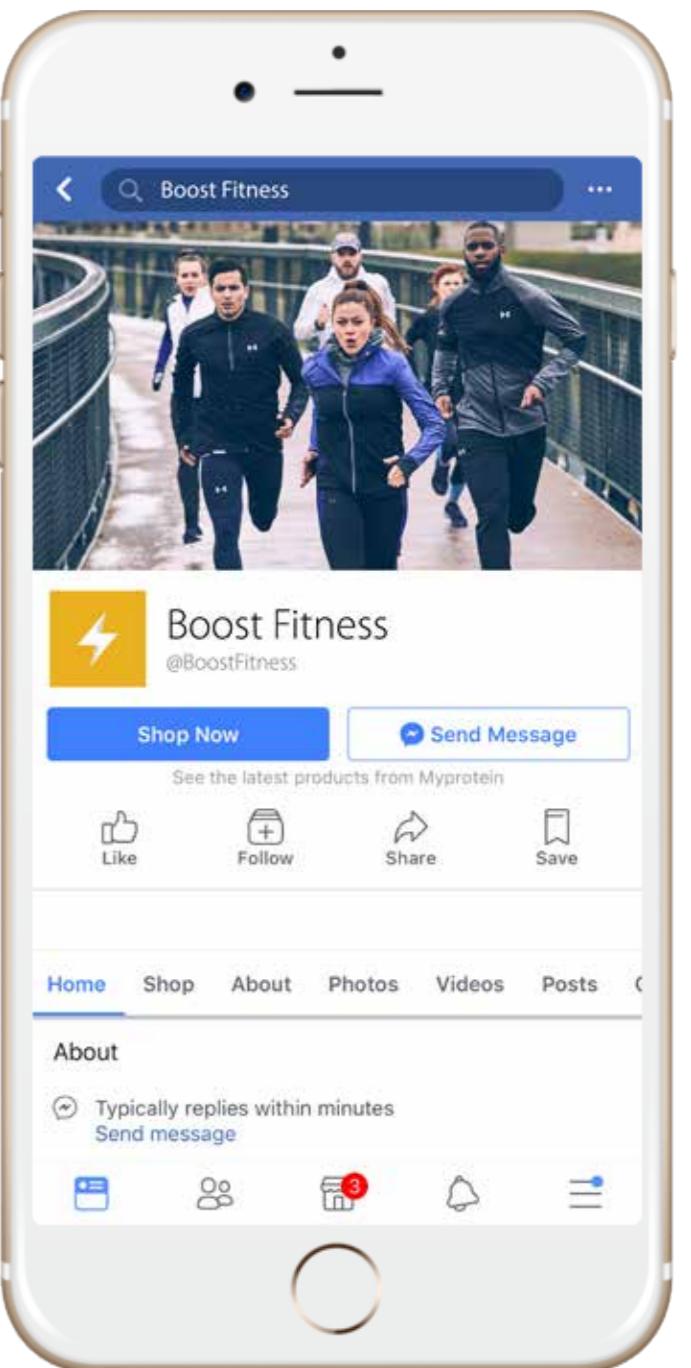


Social Media

Social media has never really been at the forefront of my thoughts for Boost as a business. However, after speaking to my tutors and colleagues, they were talking about using social media to get people talking and create a community feeling amongst users. On top of building a community, I thought social media would also be a great tool to release any exclusive content to users and non-users. It could be a great platform for creating partnerships with other fitness companies, hopefully forming collaborations.



Instagram Mockup



Facebook Mockup

Merchandise

Merchandise is something I've been interested in exploring since I first started developing Boost. I really like the idea of having products, with my brand on, that people would use. For example, people wearing t-shirts, or using shaker bottles in the gym. As well as being rewarding to do personally, it would be great as a business too. It would be great to help recognition for the brand and to spread the word amongst people who, without social media, wouldn't hear about Boost.

The merchandise I have created is t-shirts and shaker bottles. I chose these as they are easily associated with fitness. They were also done as they were the easiest mockups to get my hands on.



Business Partnerships

Throughout the app, there are a range of sections that require content from other brands, whether its through news articles, discount codes, offers or workouts, brands are a huge part of Boost.

When thinking of brands to include, I started out with brands I know and use personally, and then worked from there. I wanted to make sure I had a range of brands for each section that I was doing so it didn't look like I'd just gone to 1 website for all the news content and another for all of the discount codes. I wanted a lot of variation.



APP DESIGN & DEVELOPMENT

Visual Inspiration

Visual inspiration played a huge part in my design. I was looking at a huge range of different designs to pick out elements that I liked, and thought would be beneficial for my app.

Since the start, I really liked the idea of using cards in my design as it allows small pieces of content to sit on a page and be separate to everything else, without looking bulky.

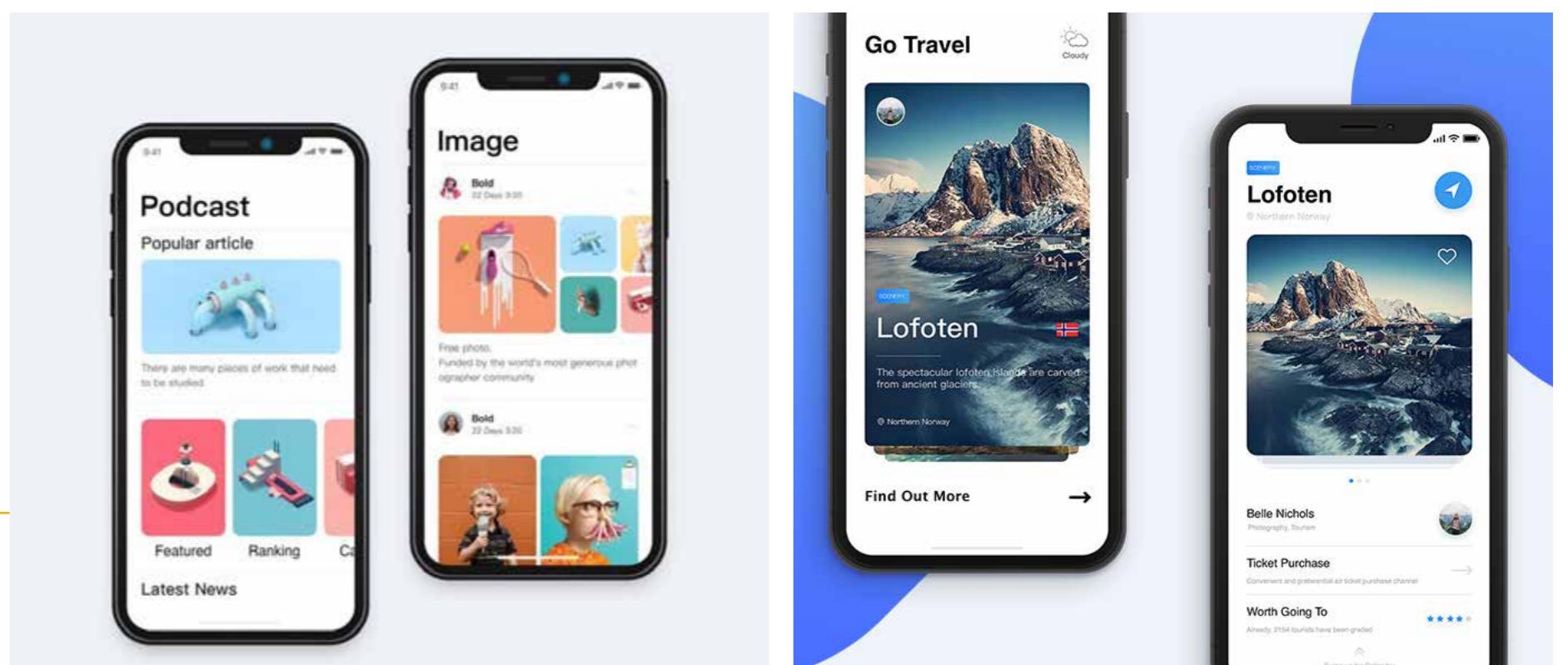
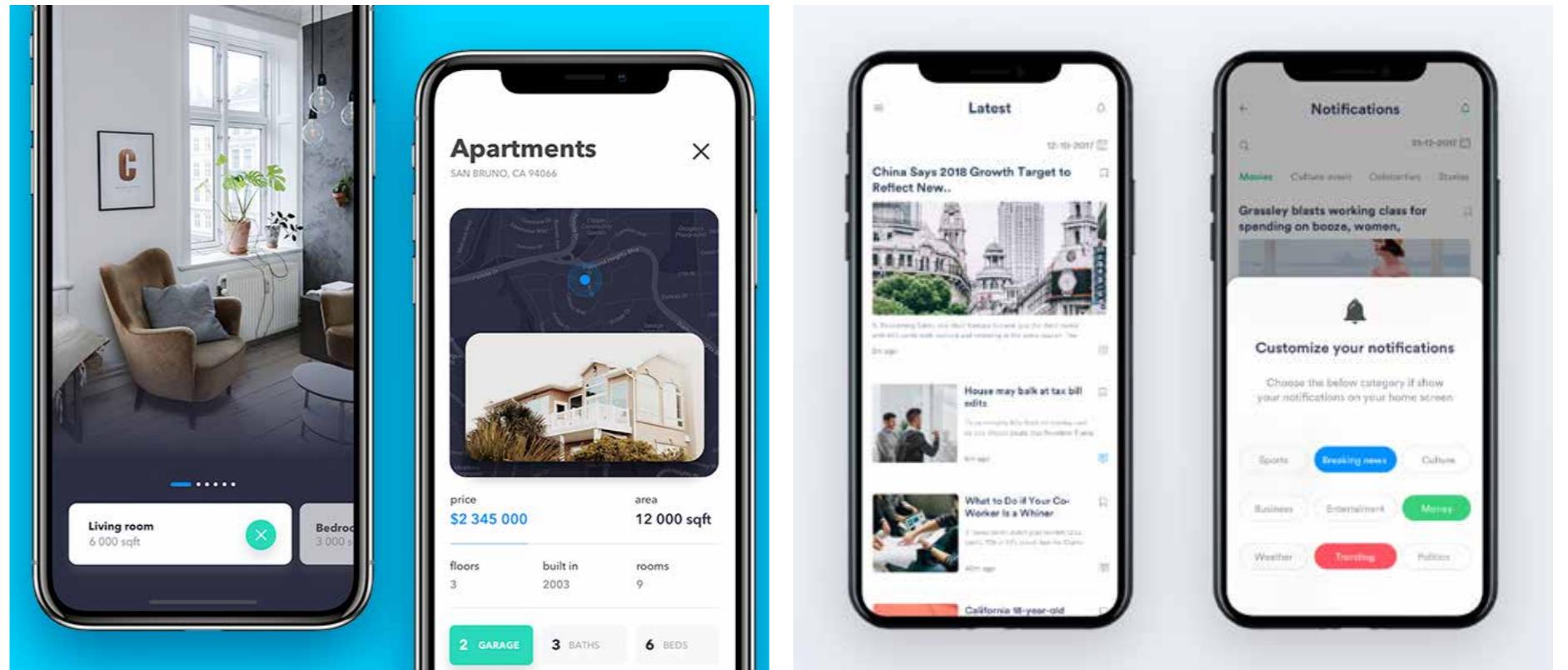
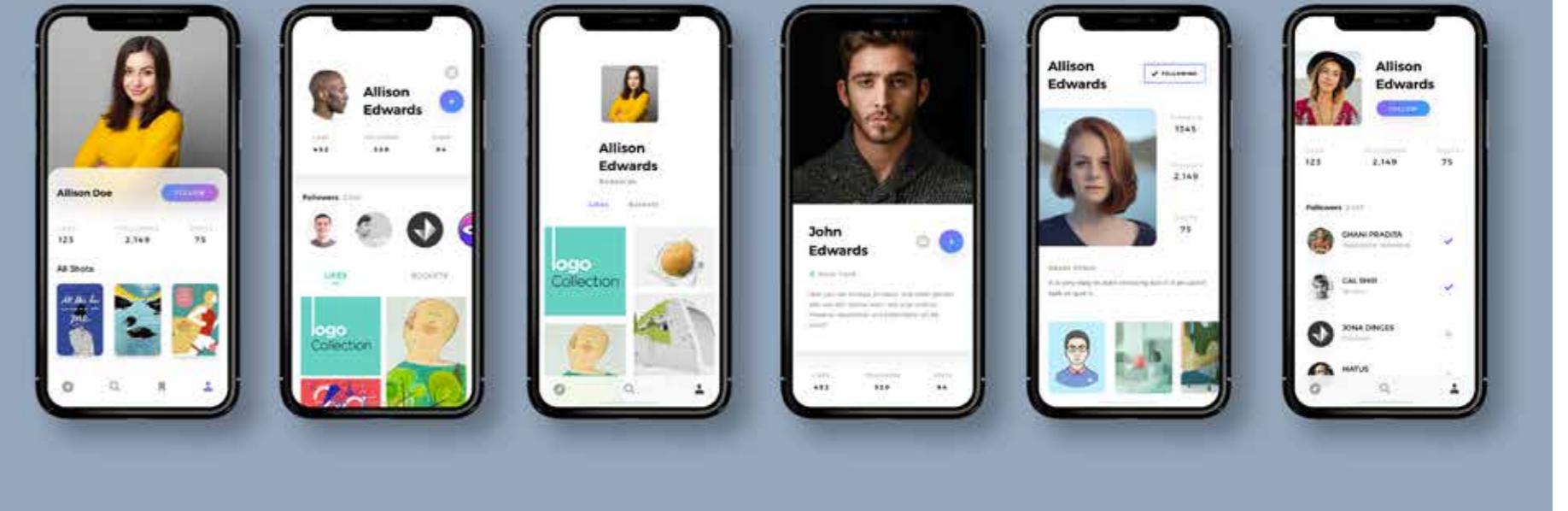
I was also looking at how some designs were making use of both vertical and horizontal scrolls. These are a great way to have lots of content on the page, whilst not looking overkill & in your face. They're also a great feature to add so the user isn't having to click in to each page to find out extra events etc.

Another thing I was really keen at looking at was interactions and transitions between pages and objects. I think these can really make or break a design, and truly bring a design to life.

Here are some links to my inspiration:

Pinterest - <https://www.pinterest.co.uk/jackmercer/fitness-app/>

Interaction Inspiration - <http://collectui.com/>



Sourcing Real Content & Images

From the first stage of designing, I wanted to ensure that I was putting in real content, as opposed to lorem ipsum. I did this because it would make it a lot easier than having to do it right at the end of the project.

Another benefit of using real content was not having control over how long the headlines were therefore I needed to create a more universal and flexible design to fit all lengths of headings.

To find the content and images, I began by looking through websites that I knew I published useful content, then moved on to other websites so that my content was all coming from the same select few websites.

For the discounts and rewards offers, I logged in to my PureGym account and looked on the member benefits and used the offers that were on there. However, for some of the offers, I just made them up.

Websites Used:

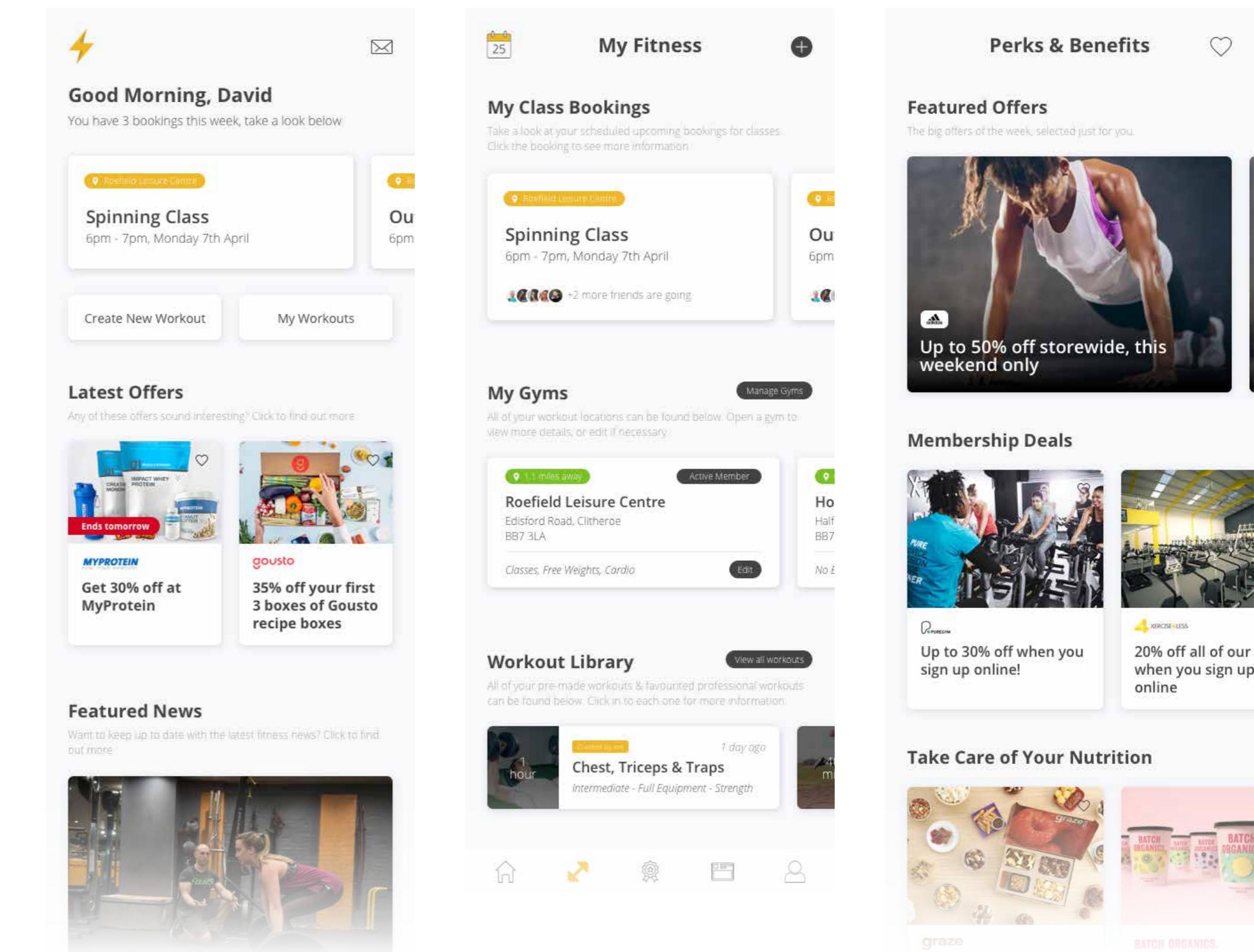
Mens Health
The Independent
Muscle and Fitness
Beach Body On Demand
Health
Bodybuilding.com
Coach mag
Myprotein

Digital Design v1

When applying some colour and more detailed design, I found it quite easy as I had gone in to quite a lot of detail when wireframing. Having more detailed wireframes really help to speed up my workflow and allowed me to roll out other pages a lot quicker.

Luckily, I feel like I got the design nailed on the first attempt, minus a few smaller errors. I think this design managed to get the hierarchy right and get a lot of the features in place correctly.

The main fault with this version was that it was missing the main font used in my branding; Barlow Condensed. Hopefully, with the font added in the right places, it should tie in the brand a lot more with the app.



Digital Design v1

The News

News of the Day



INDEPENDENT
I lifted weights for six months and this is what happened to my mindset

1 day ago



MensHealth
Everything you need to know about the Keto diet

2 days ago



MensHealth
My Marathon Journey: Joel Dommett

2 days ago

Just for you

My Profile



Ultimate
David Mercer

Clitheroe, Lancashire
david.mercer@boost.com
07558688888

Friends My Goals Activity

Add new goal



To do at least 4 workouts per week



To do at least 4 workouts per week



To do at least 4 workouts per week



To do at least 4 workouts per week

My Profile



Ultimate
David Mercer

Clitheroe, Lancashire
david.mercer@boost.com
07558688888

Friends My Goals Activity

Adam Torres	<input type="radio"/>
Anne Oliver	<input type="radio"/>
Clayton Townsend	<input type="radio"/>
Ernest Morton	<input type="radio"/>
Iva Reynolds	<input type="radio"/>
Jeffrey Payne	<input type="radio"/>
Justin Morales	<input type="radio"/>
Lois Shaw	<input type="radio"/>

User Testing #2

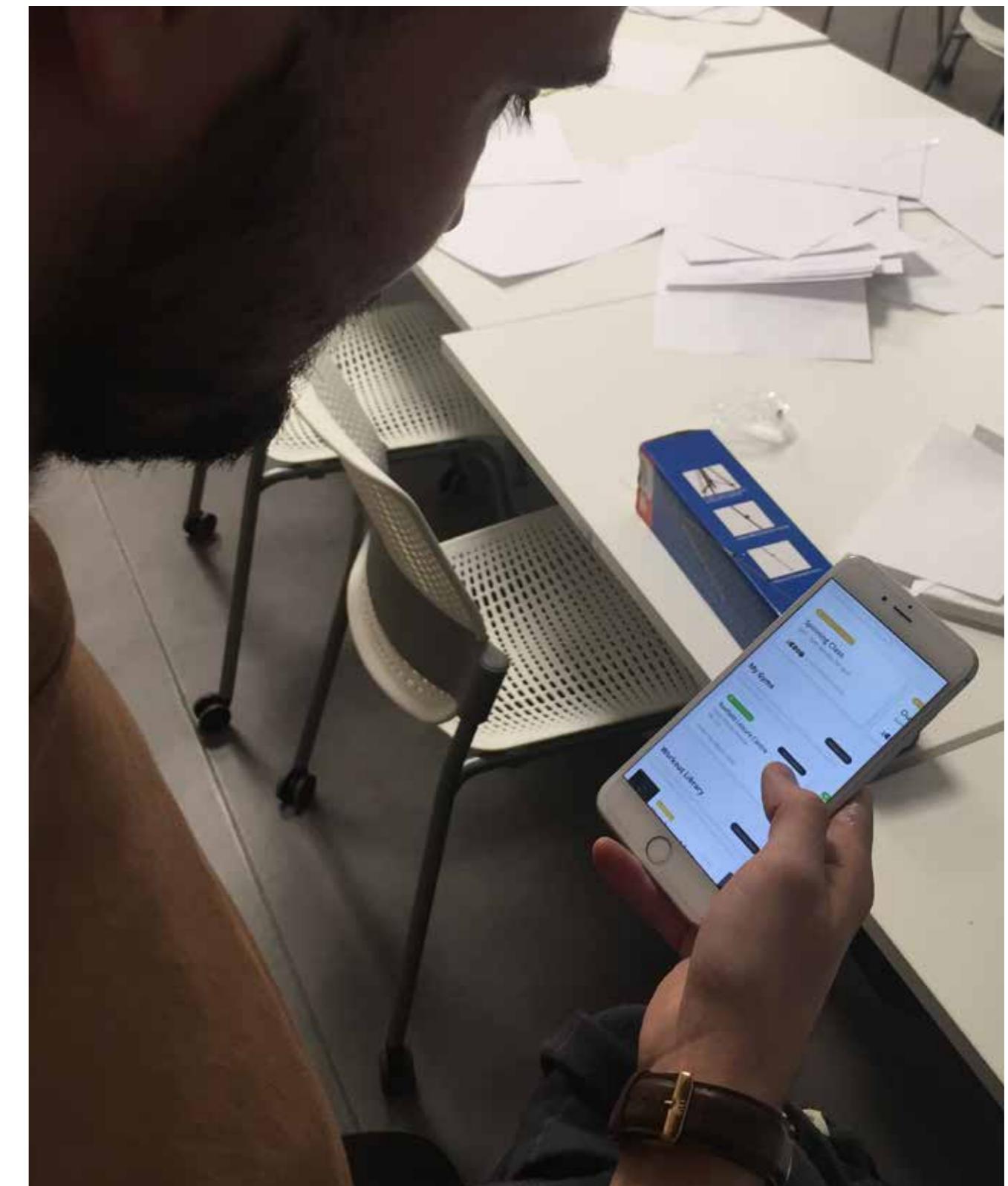
For my second lot of user testing, I tried to use the same people as I used in the first user testing. I chose to do this as they knew what the app looked like before, so they could notice any improvements made. Even on this user testing, I still hadn't designed all of the desired pages, which I let the user's know beforehand.

To show the prototype, I didn't want to show the users a bunch of static screens. Therefore I created a quick prototype. To do this, I used a plugin for Sketch called Craft, which is designed by Invision. Craft is a great way of quickly uploading your artwork to Invision, and then adding hotspots for interaction. From Invision, I could easily send out a link or show people the app.

The feedback for the digital design was really positive. There was lots of positive comments about how it was styled, as well as how the content was easily laid out in an organised manner.

However, some points to work on included:

- The app so far is still very gym based, with some fitness features. Is there any way it can involve everyone?
- What if I'm just going for a run, how can that be tracked? Can I just start a workout without planning it?



Final Presentation Feedback

For the final presentation, I showed my app which was prototyped to a stage that I wasn't happy with, but it was enough to show how the app worked with its interactions. The design, to me, felt like it was near enough finished. However, after showing my tutors, they felt that the app still felt too much like a gym app. I think this was due to the pages I showed in the live demo. I explained that there were additional pages that show the fitness & community side to the app better.

Other feedback was that I should keep 'fitness' at the forefront of everything else I do, like the video for example. I took this on board and made sure that my video featured all aspects of fitness, as well as trying to portray a community feel.

Overall, feedback was very positive. I just needed to work on the final details and start to bring all of my work together.



Digital Design (Final)

The second iteration of my design took on board feedback from my user testing and some feedback from my final presentation. The feedback I had from my final presentation was that in my presentation, I showed a lot of the more gym based content, so my tutors would've like to have seen more of how the community side to the app would have worked. They also talked about how I could maybe prioritise fitness items in the hierarchy, rather than the workouts and classes for example. This feedback was similar to the feedback from my user testing where they were mentioning how there needed to be more focus on the fitness side of things.

Since the first version of the design, I have changed the fonts, applied some feedback from user testing, fleshed out the app with more pages and developed more in-depth pages such as articles and offers.

In the final iteration of the design, the main things that I added in were a 'Track my Workout' button on the homepage, along with developing the profile page to have an 'Activity' feed. From doing these small tweaks, I quickly found that the app prioritise more fitness aspects, creating a more well-rounded app.



Digital Design (Final)

Good Morning, David

You have 3 things upcoming in your schedule, take a look below.

Spinning Class
6pm - 7pm, Monday 9th April
Price: £3.50

Boo

Track My Workout

Latest Offers

Any of these offers sound interesting? Click to find out more.

Ends Sunday

Up to 50% off storewide, this weekend only

Buy one get one free on all supplements

Featured News

Want to keep up to date with the latest fitness news? Click to find out more.



0.00 Miles

00:06

II

Select Music Playlist

Spinning Class
6pm - 7pm, Monday 7th April

Class Description

Our cycle class is an indoor experience where you'll spin your way through a mixture of terrains - tackling hills, time trials, sprints and flats. You'll ride to motivating music whilst improving your cardio fitness, burning calories and strengthening your legs and core. Great if your goal is Weight Loss, Training for an Event or General Fitness.

Instructor: Bobby Townsend | Price: £3.50 | Spaces: 4 available

Skill Level: Beginner | Intensity: Very High | Equipment: Spin Bike

Friends Attending

Ernest, Justin, Phoebe, Iva, Ma

Invite Friends

Glutes & Quads Killer!

Skill Level: Intermediate | Training Style: Strength | Equipment: Full

View Workout

Exercises

Barbell Squat
4 sets of 12 reps

Leg Press
5 sets of 15 reps

Dumbbell Walking Lunge

Digital Design (Final)

My Fitness

My Class Bookings

Take a look at your scheduled upcoming bookings for classes. Click the booking to see more information.



Spinning Class
6pm - 7pm, Monday 7th April
Price: £3.50
+2 more friends

My Gyms

All of your workout locations can be found below. Open a gym to view more details, or edit if necessary.

- Roefield Leisure Centre**
Edisford Road, Clitheroe BB7 3LA
Classes, Free Weights, Cardio
- Pure Gym Gateshead**
Jackson Street, Gateshead NE8 1ED
Classes, Free Weights, Cardio

Workout Library

All of your pre-made workouts & favoured professional workouts can be found below. Click in to each one for more information.

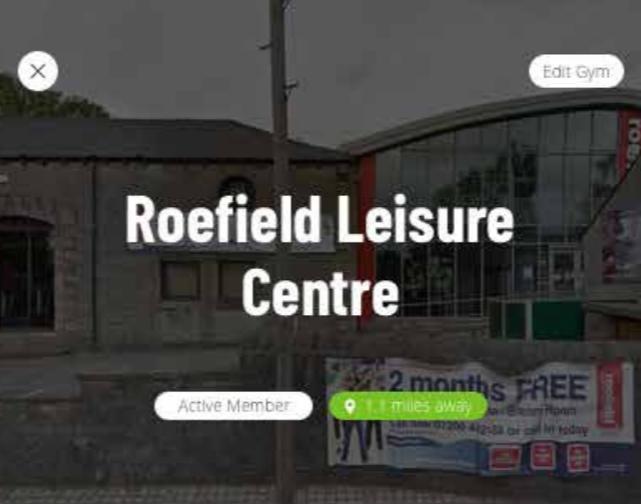
My Gyms

Roefield Leisure Centre
Edisford Road, Clitheroe BB7 3LA
Classes, Free Weights, Cardio

Home Workouts
Half Moon Lane, Clitheroe BB7 1AH
No Equipment, Pilates, Yoga, Running

Absolute Fitness
Lincoln Park Industrial Estate, Clitheroe, BB7 1QD
Free Weights, Cardio

Pure Gym Gateshead
Jackson Street, Gateshead NE8 1ED
Classes, Free Weights, Cardio



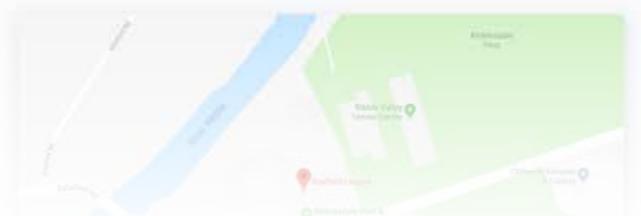
Gym Details

Roefield is a large multi-purpose sports facility located in Clitheroe, Lancashire. Roefield's facilities includes a large gym, junior gym, aerobics studio, 8.5 metre high climbing wall, sports hall, sauna and steam rooms, spin studio and cafe lounge.

Equipment Available



View All Equipment



Calendars

31

View My Calendar

View all of your past, present & future activity. Keep a log of all of your fitness activity, tracking your progress.

View Class Timetable

Take a look at the timetable's for all of your 'gyms'. From here, you can manage any bookings & book on to any new classes.

My Calendar

May 2018

M	T	W	T	F	S	S
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	1	2	3	4	5	6

Schedule for 9th April

Spinning Class
6pm - 7pm, Monday 9th April
Manage

Digital Design (Final)

New Workout

Choose your gym
Choose the gym that you are creating your workout for.

 1.1 miles away
Roefield Leisure Centre
Classes, Free Weights, Cardio

 0.3 miles away
Home Workouts
No Equipment, Pilates, Yoga, Running

 2.4 miles away
Absolute Fitness
Free Weights, Cardio

 9.8 miles away
Pure Gym Gateshead
Free Weights, Classes, Cardio

Add New Gym

Random Selection

Number of Exercises
5

Style of Training
Mobility Endurance Strength

Experience Level
Beginner Intermediate Expert

Target Muscles
All Abdominals All Legs
Back Biceps Cardio
Chest Compound Core
Forearms Glutes Hamstrings
Olympic Lifts Push Exercises Pull Exercises
Shoulders Stretching Triceps
Quads

Generate Workout

Your Generated Workout

Below is your generated workout based on the equipment available to you and the muscle you want to target. Click the **swap** to change any of your exercises for something different.

 **Dumbbell Jumping Jacks**
3 sets of 15 reps Swap

 **Dumbbell Split Jacks**
3 sets of 15 reps Swap

 **Mountain Climbers**
4 sets of 20 Swap

 **Air Squats**
5 sets of 15 reps Swap

 **100m Sprints**
5 sets Swap

Finalise Workout

Workout Summary


Chest & Tri's at Home

Exercises

 **Bench Incline Push Ups**
4 sets of 12 reps

 **Dumbbell Bench Press**
5 sets of 15 reps

 **Kettlebell Chest Press**
5 sets of 15 reps

 **Kettlebell Swings**
5 sets of 20 reps

 **Push Ups**
5 sets of 15 reps

 **Bench Dips**
4 sets of 20 reps

 **Dumbbell Kickback**
4 sets of 12 reps

Equipment Needed

Workout Started!

00:01

Close window

Digital Design (Final)

Perks & Benefits

Featured Offers

The big offers of the week, selected just for you.



Up to 50% off storewide, this weekend only

Membership Deals



PURE GYM

Up to 30% off when you sign up online!

XERCISELESS

20% off all of our when you sign up online

Take Care of Your Nutrition



graze
Ends 30th March 2018

1st box free & 15% off ongoing

Explore over 30 exciting protein snacks, handpicked and delivered to your door - the perfect tasty fuel for busy days.

Get your FREE box in 3 easy steps using the code:
BOOSTMEMBER

1. Click the 'use now' button
2. Follow the link
3. Choose your box
4. We'll post your free box

Terms & Conditions

1. This offer is valid for a limited period
2. To register for your free box, a valid credit or debit card is required
3. You will NOT be charged for the free box
4. You can cancel your regular deliveries at any time
5. Existing customers or those who have previously enjoyed a free box with Graze are not eligible

The News

Q: Channels, Topics and Stories

News of the Day



INDEPENDENT

I lifted weights for six months and this is what happened to my mindset

45 minutes ago



Men's Health

Everything you need to know about the Keto diet

4 hours ago

Men's Health

My Marathon Journey: Joel Dommett

5 hours ago

Just for you



INDEPENDENT

I lifted weights for six months and this is what happened to my mindset

Article written by Rachel Hosie (@rachel_hosie)

A few years ago, the general consensus was that if you wanted to lose fat, you needed to hit the cardio hard. And weight lifting? Well that would make you look like a bodybuilder. And that's not the look most people want to achieve.

But now things are changing.

We've realised that lifting weights really is effective for slimming down because muscle burns more calories than fat even when you're not working out. Women in particular won't bulk up like some men are able to, but rather create sculpted, toned, lean bodies with curves in all the right places.

rebeccafitness_eats

Follow

CARDIO / WEIGHTS

Digital Design (Final)

The image displays three side-by-side screenshots of a digital profile interface for a user named David Mercer. The interface is titled "My Profile" and includes a profile picture, contact information, and navigation tabs for Activity, My Goals, and Friends.

Screenshot 1 (Left): The "Activity" tab is selected. It shows a post from Iva Reynolds about a running club event. Below the post, there is a box for a "Running Club" event with details: 8pm - 9pm, Sunday 6th May, Price: Free, and 3 friends. There are also like, comment, and share buttons.

Screenshot 2 (Middle): The "Friends" tab is selected. It shows a list of friends: Adam Torres, Anne Oliver, Clayton Townsend, Ernest Morton, Iva Reynolds, Jeffrey Payne, and Justin Morales. Each friend has a small profile picture and a yellow circular icon next to their name.

Screenshot 3 (Right): The "My Goals" tab is selected. It displays two goals: "Complete at least 4 workouts this week" (25% completed) and "Reach a 185bpm heart rate in at least 5 sessions" (60% completed). Each goal has a progress bar.

Prototyping

For prototyping I used Flinto. I've used it on the last 4 projects I have done and found it extremely useful. I definitely prefer Flinto to other browser prototyping software such as Proto.io or UX Pin.

Within Flinto, I found it really easy to add all of my scrolls for both vertical and horizontal. Just by adding scrolls and fixing the navigation to the bottom of the page, it brought the app to life.

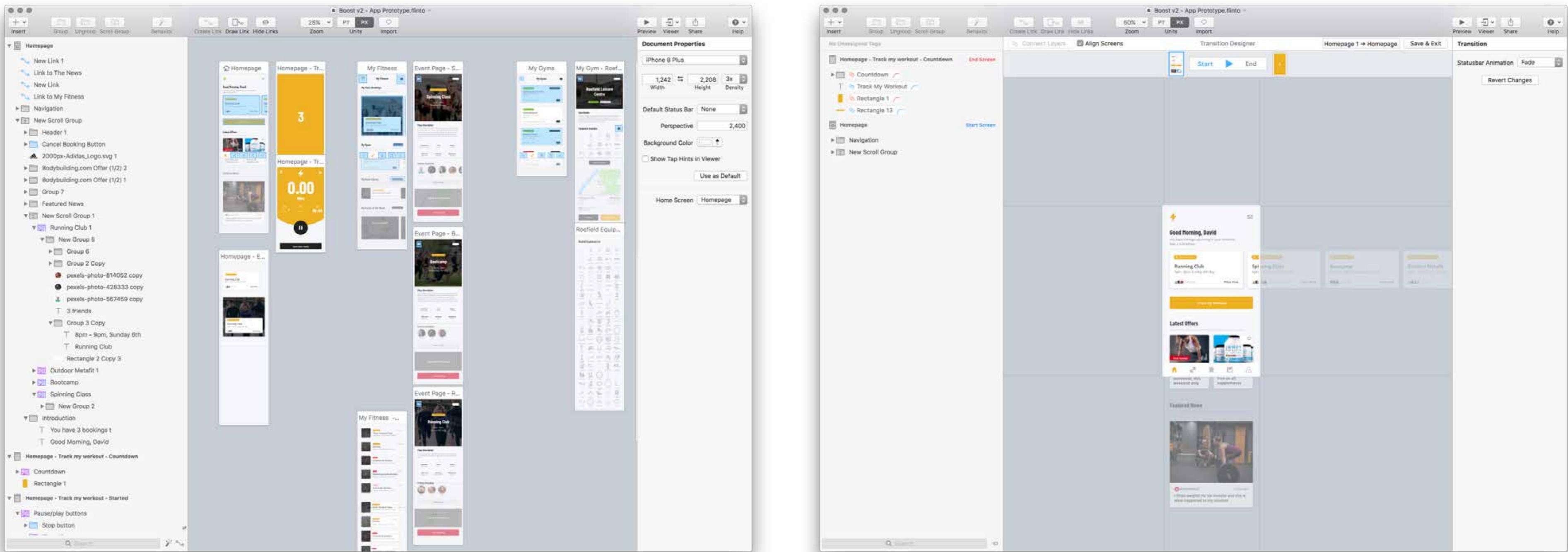
For my prototype I wanted to add some little extra details. The main thing I added was some advanced page transitions, especially between the cards & their pages. I tried to link up the elements that were brought through on to the next page when clicked. For example, on the homepage when you click on one of your schedule cards, the title, date & time and location all morph in to the position that they are in on the following page. This worked really well to create an effect where it didn't feel like you were taking too many steps to get between pages.

Another animation I added in was the 'Track my Workout' transition. This features the button morphing in to a full orange background and then dropping in to a circle. Quite easy to do, but it looks really effective. I had a lot of good feedback from users when I tested it.

On the whole, the prototype worked really well and brought my app to life. However, I feel like I could've done more. I could've added more pages, and cleaned up the page transitions. With more time, I would revisit the app and get all of the transitions between pages to run smoothly. It's just with running out of time that I've not completed it.



Prototyping Workflow

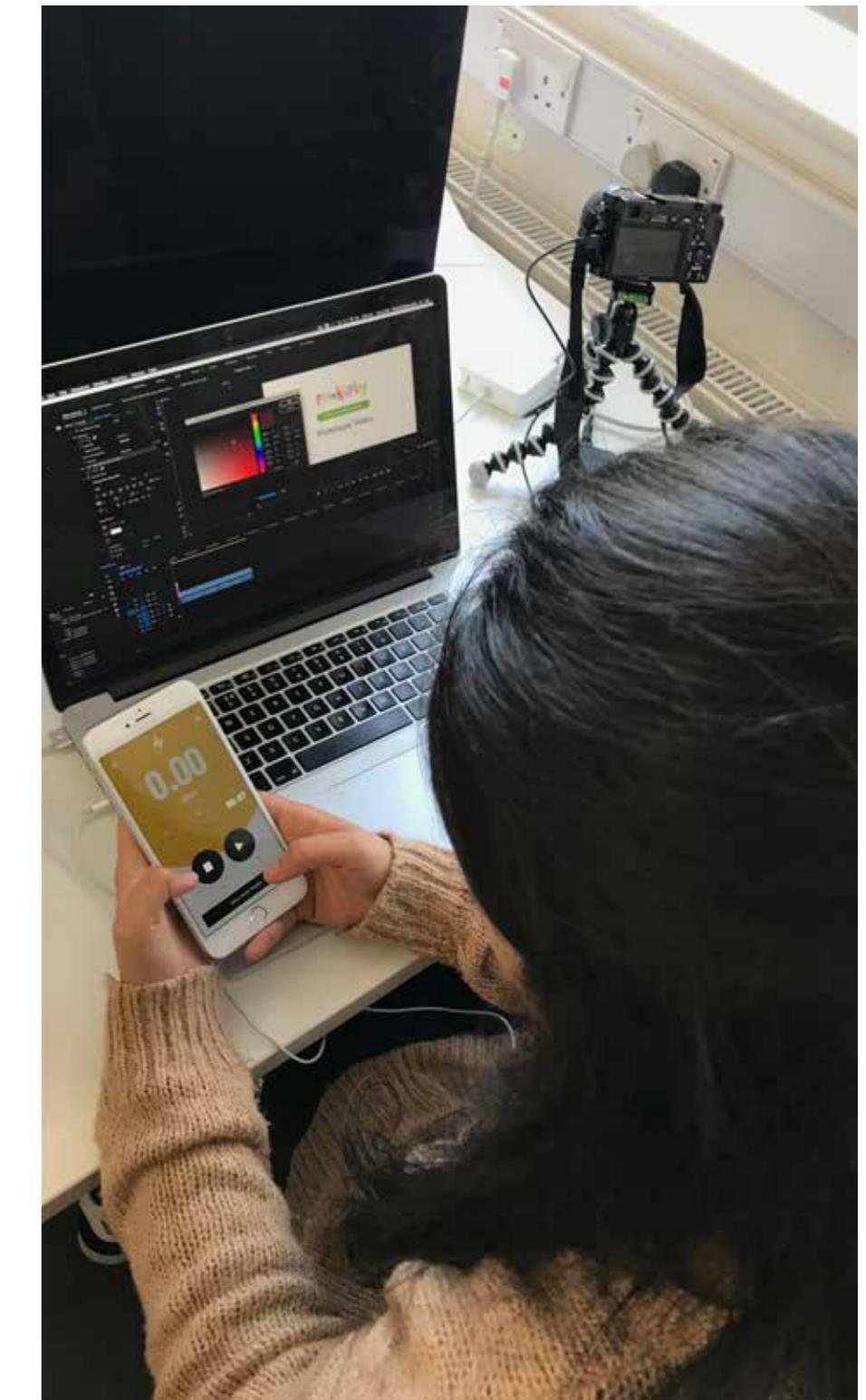
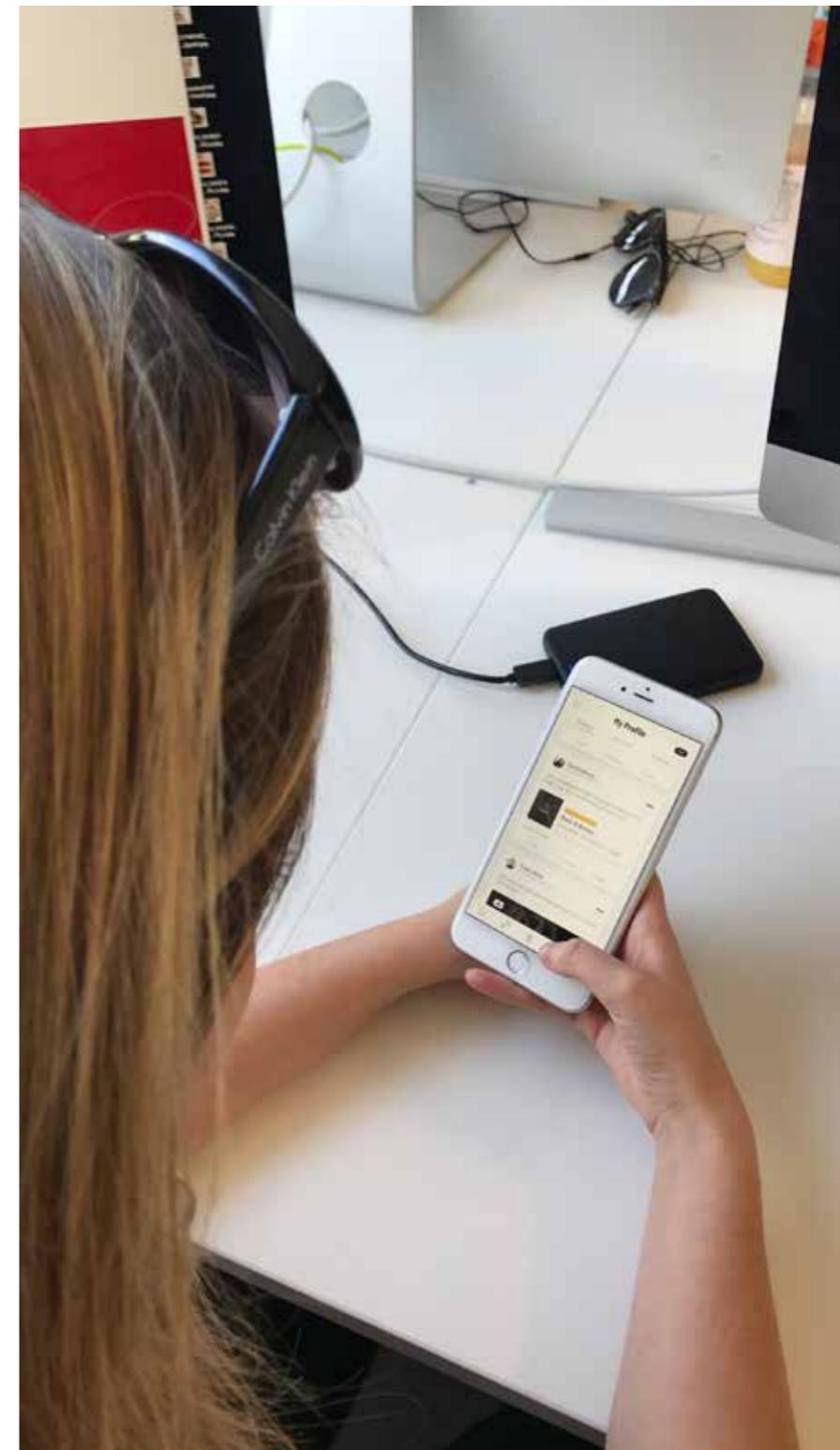


User Testing #3

The final user testing was carried out once my prototype was as complete as I could get it. When testing the prototype, I wanted the users to be as brutal as they wanted with their feedback. This was because I wanted the prototype to run as smoothly as possible, therefore I wanted to know any little details that needed changing.

The feedback for the users was surprisingly good. As the prototype wasn't fully finished with all the pages transitioning smoothly, I was expecting some feedback about certain transitions.

A main point that was made by a few people was that some of the transitions between some of the cards to their retrospective pages felt really clunky. To get around this, I made it so that all of the cards expand and morph in to their own pages. Other feedback was to include some extra pages, such as more articles or offers. This is relatively simple, and I would do this, just if I had more time.

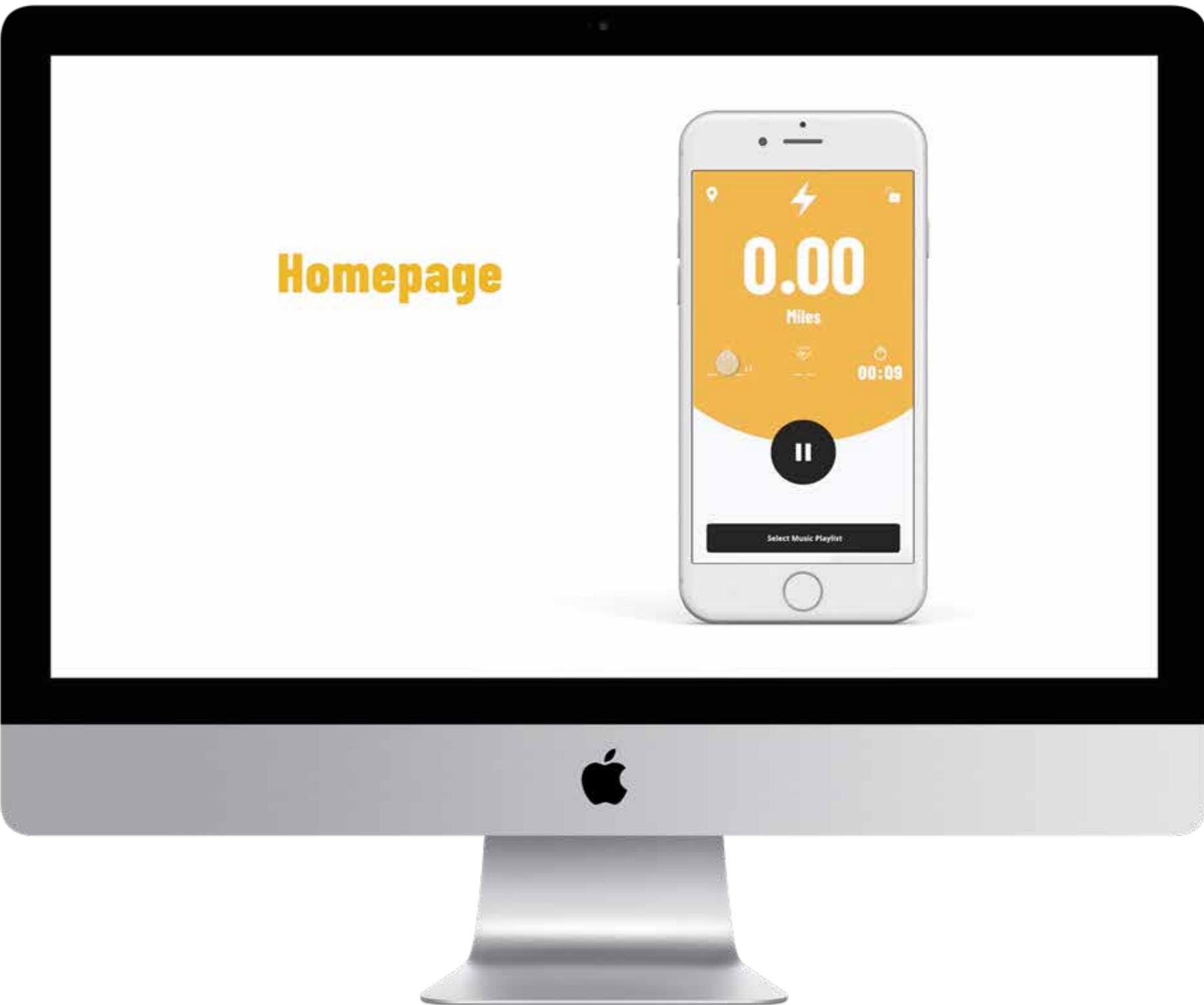


App Walkthrough

I've decided to do a full walkthrough of the app to show all of the pages that I have done, as the promotional video will only show a certain user flow on the app. In the walkthrough, some of the pages aren't finalised with their transitions, so expect some errors.

I've done a basic voiceover for the video. In the voiceover, I just talk through the different pages and the interactions within these pages. Its very basic, but it just helps to guide you through the video.

The main point of the walkthrough is to show the extent of all of the pages I have created.

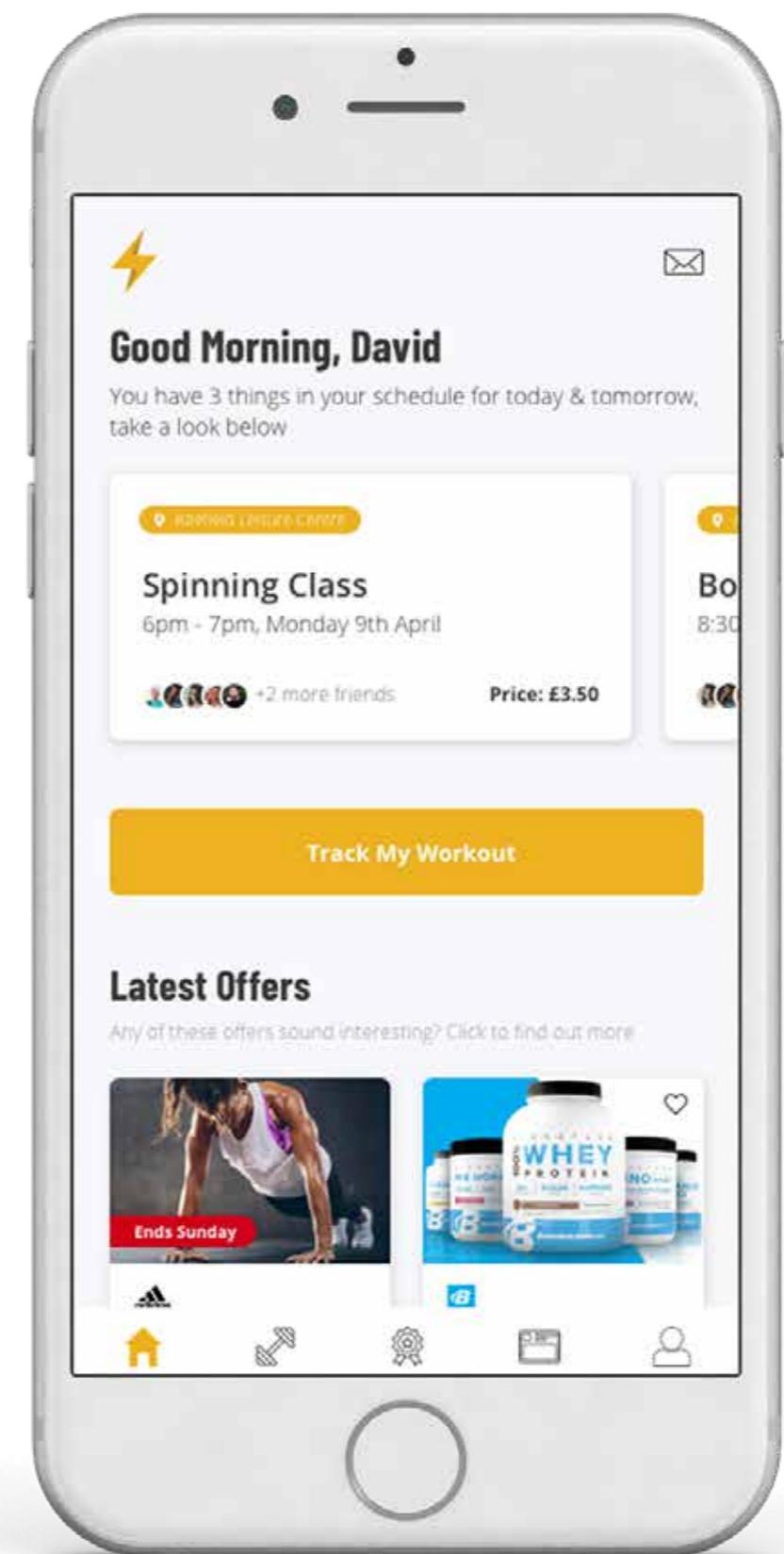


App Evaluation

Overall, the outcome of the app has been extremely successful. I am very happy with the visual feel of the app, as well as how it works. Even when user testing, I found that lots of people really enjoyed using the app, stating that they would 'love for it to be made right now', which is always nice to hear.

Even though the outcome has been successful, I still feel that the app isn't complete. There's lots of missing bits to it that, if made, would really bring it all together. That will be something I aim to work on for my final show.

If I was do re-do the app I would probably get the design done a lot sooner so I can work on the prototyping for longer.



Future Development for the App

Fully Functioning

I would like to make the app fully functioning, even still in the prototype stage. I'd like to have all of the buttons working as well as all of the pages.

Code the App

From the start of the project, I wanted to take on the challenge of coding the app. However, due to focusing on the brand and business, I put it to the side. However, it's something I'd like to do in the future.

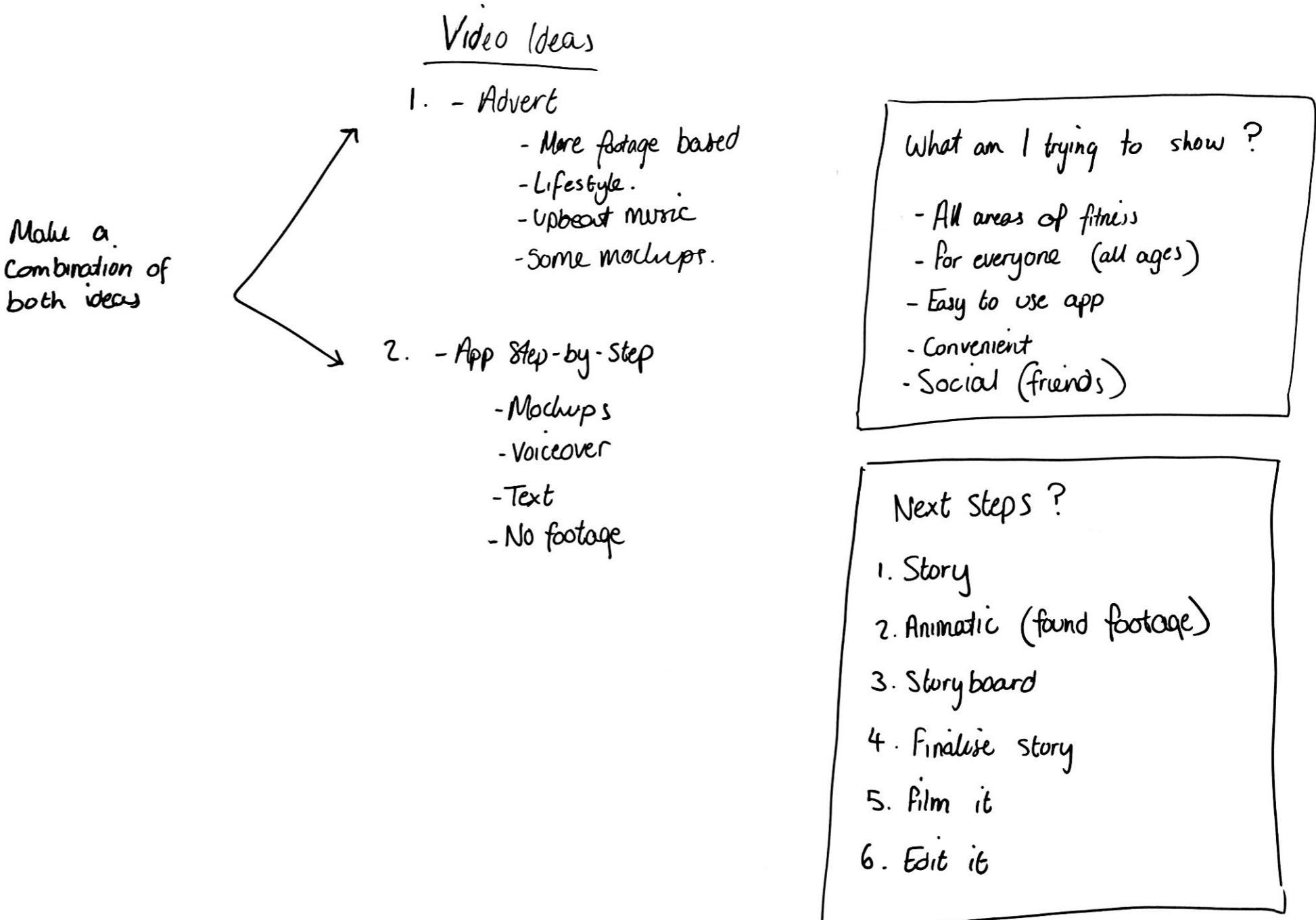
THE VIDEO

Initial Planning

The planning for the video took quite a while. I wanted to make sure I knew what I wanted to portray in the video. The meaning and story behind the video needed to be something that represented the Boost brand. I had 2 main ideas for my video:

- **An Advert** - To show off Boost in a more leisure and fun way, showing aspects of fitness and the community.
- **App Demonstration** - Still show some footage, but mainly focuses on the app and show it more as a walkthrough.

In the end, I decided to do both. I liked the idea of having a more advert styled video that could show off how Boost works amongst communities. But then also feature a walkthrough video to show off my app and how much work I've done for that.

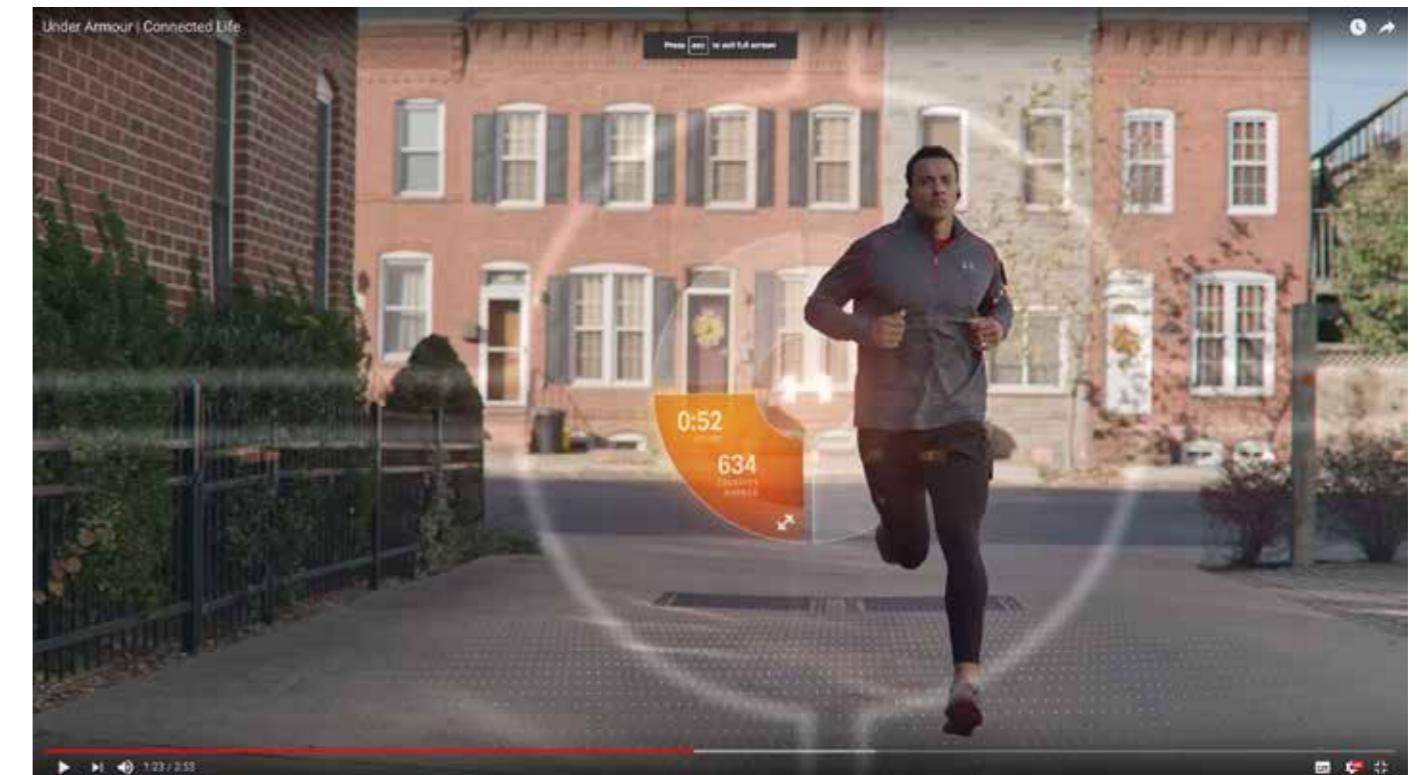


Inspiration

As I'm not the most confident with film making, I find it really useful to look at a range of existing adverts/commercial and take inspiration for how they do cuts between clips, cut to the soundtrack, and overall aesthetic on the video.

Below are links to the inspiration I found useful:

- [Nike - Choose Go](#)
- [Sweat With Kayla](#)
- [Workout Buddies App Commercial](#)
- [Under Armour | Connected Life](#)
- [Nike Running "Free Spirit" Spec Commercial](#)
- [Apple | iPhone 7](#)



Video Storyline

The video storyline starts with an opening of outlining what the problem is, and then introduces Boost. From there, I can talk about who Boost is for and that it's a great way of meeting friends. All of this initial section would be found footage as I want to feature a lot of different people and different scenes, and for me to film this myself would be too difficult.

The next section changed from what I originally planned. It was originally going to show the whole app, with all 5 main pages. However, after speaking with Joyce and discussing it in my final presentation, we agreed I would be better just focusing around some fitness things, as well as some of the community aspects such as joining clubs or accessing discounts.

Finally, the video would end with a sign off from Boost with the slogan.

The screenshot shows a storyboard application interface. At the top, there is a title bar with the word "Storyline" and a "Delete..." button. Below the title bar, there is a progress bar showing "0%" completion. The main area contains a list of items, each preceded by an unchecked checkbox. The items are:

- Open with footage of a street, with people walking
- "We all live busy lives, and we find that fitness can often become quite a chore"
- "do you struggle finding the time to work out, or even when you work out, struggle to keep your workouts fun & interesting?"
- Then maybe Boost is for you
- Boost is a fitness community that can help you reach your fitness goals
- no matter of your AGE, ABILITY or FITNESS STYLE, Boost is for everyone
- Boost is a way to meet friends and achieve your fitness goals together
- By using our application you can track your fitness, as well as managing your fitness memberships and getting the latest perks, rewards & discounts for top brands.
- Highlight the key features of the app
- Homepage (include calendar)
- My Fitness (add new workout, manage gyms)
- Parks & Rewards and News
- Profile (manage friends and set & manage goals)
- Finish with a strapline

At the bottom of the list, there is a button labeled "Add an item...".

Found Footage

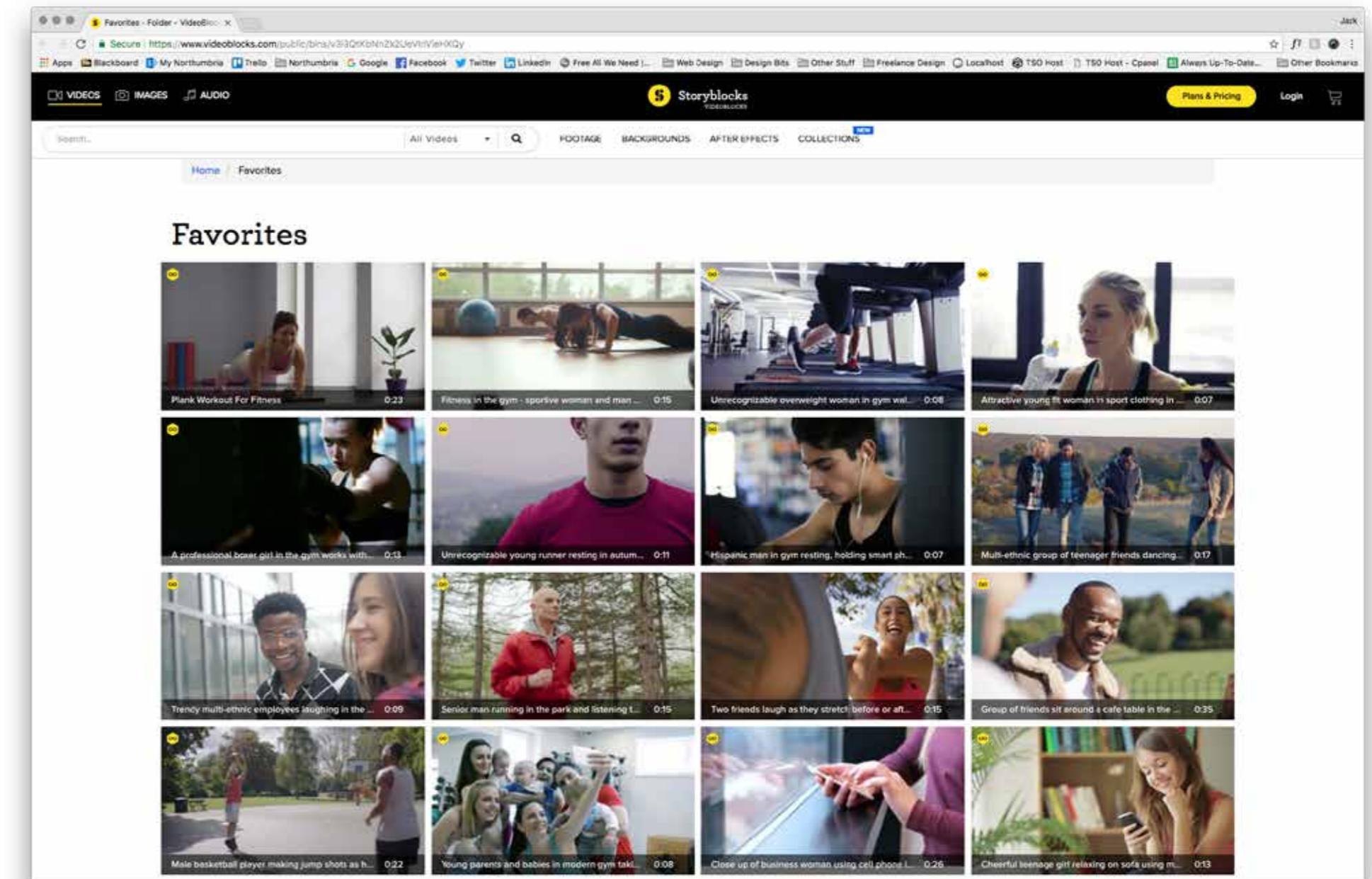
As a big chunk of my video is stock footage, I needed to find some websites that provided high quality footage. Firstly I came across Pexels video which is just free stock footage at a decent quality of 1080p. However, there wasn't much choice of video, especially when looking for fitness videos.

Another website I used, which was very good, was Videoblocks. I signed up for a free 7 day trial which gave me access to their full range of member content. In here there was a lot more videos which I could use.

The stock footage worked really well in the video and achieved the effect I was going for.

Here is a link to all of the stock footage I used:

<https://www.videoblocks.com/public/bins/v3i3QtKbNnZk2UeVlnVieHXQy>



Filming

For the filming, I used Abby Makin. I used Abby as she was easy to get hold of and was really easy work with when filming.

The footage was filmed on the Quayside, just down from Pitcher & Piano. I chose this spot as it's popular with runners and cyclists, so suited the filming very well. The Quayside also looks great in the sun, which we were lucky enough to get.

The filming went really well. We had 2 attempts at filming on 2 different days. The first day didn't go well as it wasn't planned enough with the app working properly. It also began to get dark really quick which I didn't want. On the re-film, it was a really sunny morning and it wasn't too busy. On the first attempt, I tried following Abby with the camera as she ran. This didn't work. So next time I positioned the camera on the bench and let her run past.

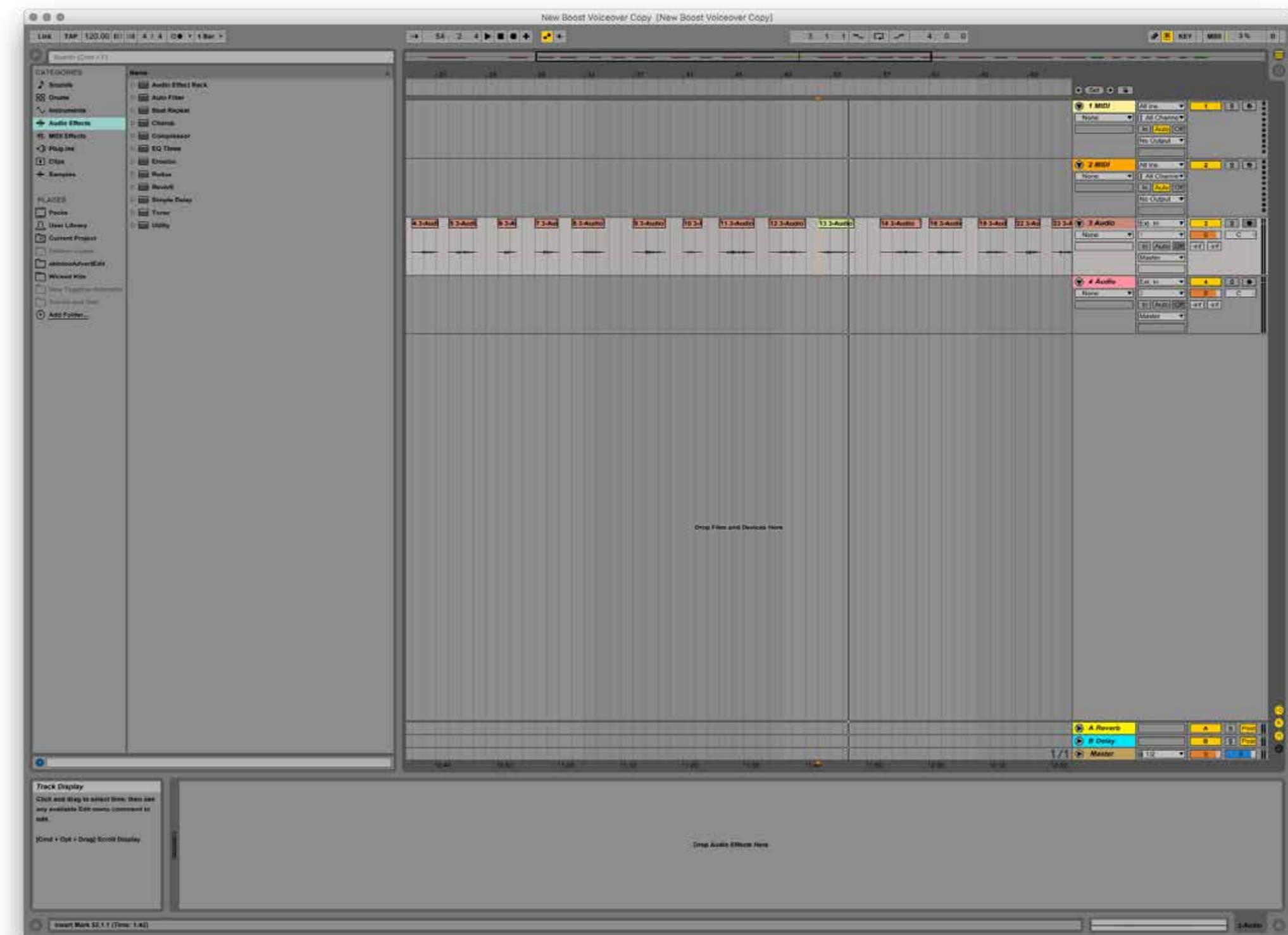


Voiceover

When I was planning the video, I was just planning on using my voice for the voiceover as it was the most convenient and I could always go and re-record it myself whenever I needed to. However, I found when I was trying to put the voiceover in the video, it just didn't really suit the rest of the video. I didn't have enough of an energetic voice to have a quick tempo throughout.

Therefore, I asked Abby Makin as she has a really lovely voice for a voiceover. Its not too harsh and there's not too much of an accent to draw your attention away from the rest of the video. It all fit very well.

When recording the voiceover, I split up each sentence in to its own audio clip so that when I was organising the audio clips in After Effects, I could have more freedom with timings and arranging the clips.

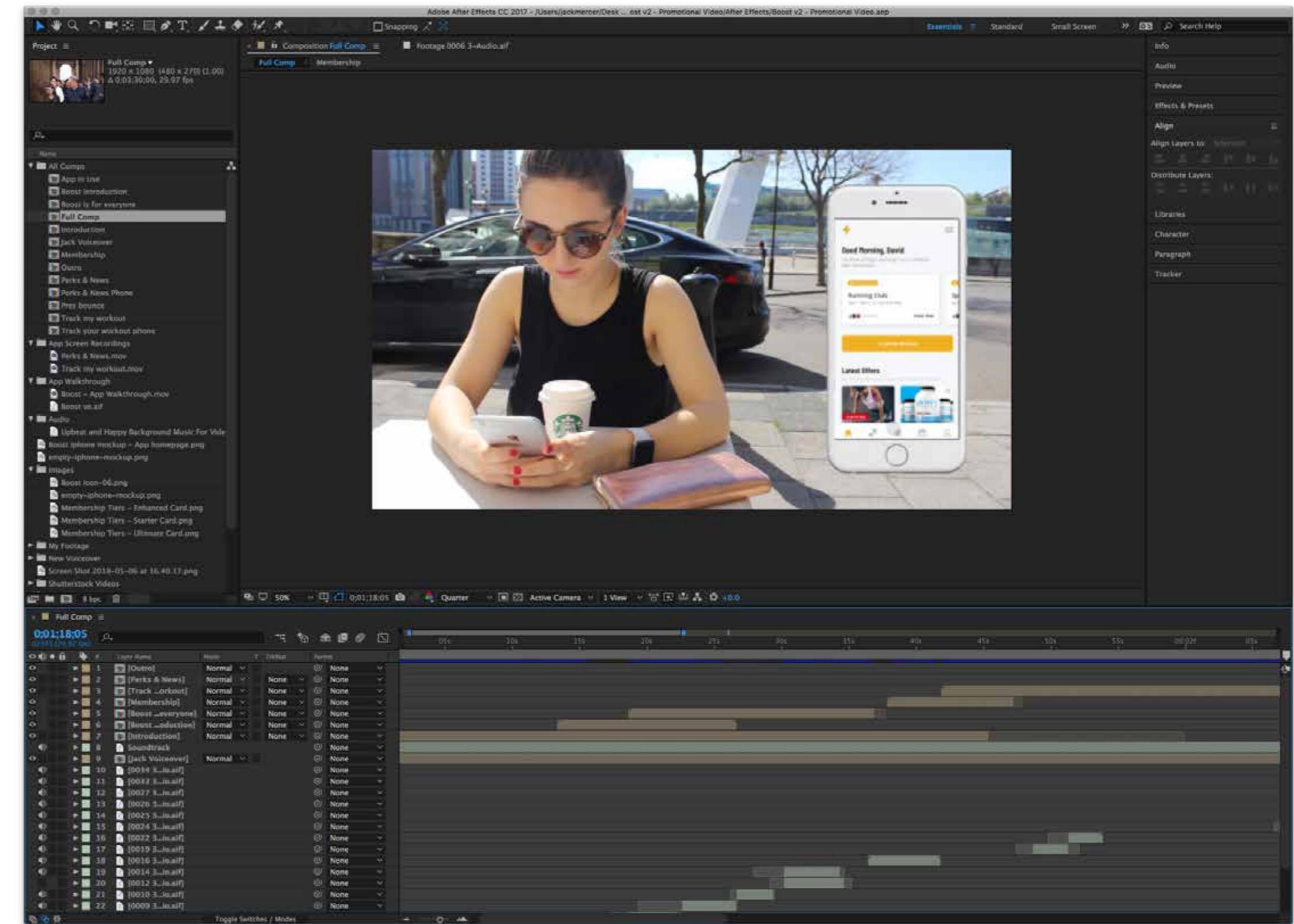


Video Editing & Soundtrack

I didn't want to dwell on the soundtrack for the video too much as it wasn't really necessary. I wanted something that was a little bit cheesy and upbeat. The soundtrack I used was this:

<https://www.youtube.com/watch?v=2bPSh6y9kJI>

For editing the video, I used After Effects as it was the most natural for me and I felt comfortable using it. The video I have created for Boost is actually really simple. There's no fancy transitions or animations. It's mostly just cuts between clips with the occasional fade to white. I wanted to keep the transitions and animations simple so that the user is more drawn to the footage, as opposed to the pointless extras.



Final Video

The final video turned out better than I originally thought. I got frustrated in the early stages as I couldn't get the storyline right, which set me back a lot. But after my final presentation and discussions with friends, I got it back on track and felt confident with it.

