

Cultural Investigation and Target Users

Cultural Investigation:

Cultural Background: People generally have the habit of using smart devices, especially smartphones. They are particularly accustomed to using smart devices before and after exercising. If they use smartphones during exercise, it might disrupt the workout (except for smart devices like Bluetooth headphones).

Social Interaction: People interact with their workout partners, especially in group fitness activities (e.g., yoga). However, most people prefer to interact through virtual social networks, even interacting with followers on social media.

Technology Acceptance: Ordinary users are not averse to online fitness courses and online fitness coaches. They have a high acceptance of new technologies.

Challenges and Barriers: An overload of fitness information can confuse users. For instance, there are many ways people can work out their abdominal muscles. However, some methods cause significant wear and tear on the knees. Some fitness coaches advise users not to exercise in this way, but other coaches believe the level of damage to the body is acceptable, so they encourage users to do so.

Target user: Young people who lack motivation to work out

Target user:

Our first target users is Fitness enthusiasts:

1. This is the most obvious target user group. They are those who are active in various sports, gym memberships, or outdoor fitness enthusiasts. They seek to be fitness partners, participate in team challenges, or share exercise experiences.

2. Beginner Fitness: This group may be new to fitness or may not have a lot of fitness experience. They seek guidance, build confidence, and motivate other beginners.

3. Social fitters: They want to make more friends. They are not necessarily professional bodybuilders but appreciate the opportunity to work out with others.

4. Postpartum recovery groups: Women recovering from childbirth may seek a support system to help them regain their physical health, improve their physical fitness, and share their experiences with other mothers who are going through similar situations.

All in all, our products are aimed at people who have a strong interest in health and exercise, seek social interaction, build relationships, improve fitness, or help others achieve these goals. So we designed this product

Through the above survey

I designed the sketch, first of all, I think every user must review and agree to our app Privacy policy before using it. Because our design themes are fitness and socializing, there are privacy issues involved. That's what many people were worried about when we interviewed them.


My second design is that users can fill in their own information when entering, and the application system will automatically calculate their BMR so that they can better understand themselves.

In our app, users can view professional fitness training instructions according to the parts they want to exercise. I wanted the user to be able to see his movement history, so I designed the movement history view.

And another idea is that users can locate through the map, and add friends to each other, friends can help and encourage each other. However, our group thinks that this step is still to be discussed, and is not very good. *and some problems may arise.*

Then our new idea is that users complete daily tasks, users complete tasks published by the system to get coins, and finally [i]exchange coins to buy things, but this feature is also controversial. I also designed leaderboards to motivate users to exercise.

Persona



Jack

Key Words:
Fitness fanatics, weight training, bodybuilding competitions

Typical day:
Wake up at 5 a.m., do high-intensity weight training, and then eat a high-protein breakfast. Working during the day, doing yoga meditation at noon. Join a fitness social or team challenge in the evening. Go to bed early in the evening to ensure adequate rest.

Details

Age: 45
Gender: Male
Status: Married
Occupation: bodybuilder
Location: Urban area

Personality

Extrovert ☐ Introvert ☐

Thinking ☐ Feeling ☐

Judging ☐ Perceiving ☐

Frustrations

Occasionally feel lonely and want more social interaction, but it is difficult to find the right company in a busy schedule.

Motivation

I hope to find fitness partners through the App, challenge higher fitness goals together, and share my fitness knowledge and experience.

About

Jack is a competitive bodybuilder with a passion for fitness. He likes to meet people who are also passionate about fitness and share healthy eating and exercise tips.

Goals

Find like-minded fitness partners, enter bodybuilding competitions, and improve his fitness level at the same time.



Lisa

Key Words:
Fitness novice, weight management, fitness program, self-improvement

Typical day:
When you wake up in the morning, do a short stretch. Go to school or class during the day and come home to study and finish homework. Spend some time at the gym in the evening, doing basic cardio or strength training.

Details

Age: 27
Gender: Female
Status: single
Occupation: Student
Location: Urban area

Personality

Extrovert ☐ Introvert ☐

Thinking ☐ Feeling ☐

Judging ☐ Perceiving ☐

Frustrations

Feel sometimes a lack of motivation and direction, do not know how to develop an effective fitness plan, and do not have a fitness partner to work out with.

Motivations

I hope to find fitness partners through the App, get guidance and support, and make progress together to achieve health goals.

About

Lisa is a college student who has just started working out. She hopes to improve her health through fitness exercises, but lacks experience and confidence.

Goals

Learn more about fitness, build a healthy lifestyle, lose weight, and increase your fitness.



Sarah

Key Words:

Postpartum recovery, student life, fitness interests, career development

Typical day:

Take care of the kids in the morning, then get ready for school. Schedule time during the day to study courses and complete assignments. In the afternoon, you may schedule some time for postpartum recovery exercises or yoga. Continue studying in the evening or attend a seminar.

Details

Age: 32
Gender: Female
Status: Married
Occupation: Student
Location: Suburban area

Frustrations

Feel limited in time and need to balance school, family, and fitness. She may also be worried about whether she has the strength and energy to handle the challenge.

Personality



Motivations

She hopes to improve her physical fitness and reduce stress through fitness exercises, and also want to find a social circle that will support her return to school.

About

sarah, a post-natal mother, is currently unemployed and plans to go back to university to continue her studies. She is passionate about her career development and fitness interests.

Goals

Through the fitness App, she found postpartum recovery partners, established a healthy lifestyle, balanced her studies and family, and finally successfully returned to school to pursue her career goals.