

Observation and research

Observation:

Observation Time: Saturday to Sunday, 17:00 - 19:00

Location: Gym near Toowong

Users:

Age Range: 18-30 years old

Gender: Male and Female

Fitness Level: Beginner, Intermediate, and Advanced

Personal Devices: Most people bring smartphones into the gym

Observation Results:

Social Interaction: Many people still maintain the habit of browsing news or social media on tablets or mobile phones before and after exercising. A significant number of people listen to music through Bluetooth headphones.

Contextual Situation: When many people enter the gym, they open fitness apps on their smart devices to seek specific exercise advice or challenges.

Conclusion:

The social environment of the gym is inseparable from smart devices. At the same time, users also try to obtain fitness-related information through smart devices. We can effectively cover the user group through the fitness platform, which is a great design opportunity.

Research

I did some research and looked at a few of the most popular fitness apps out there right now, namely Keep, Instant Exercise and FitTime Health. But these fitness apps have many limitations. For example, many sports tutorials require a fee to watch and learn. There is no data storage function, no fitness activity data records. The main thing is that there is no social function. Because the social function can make friends, it can also help users stimulate the motivation of fitness, and share their fitness goals and achievements with friends. In the later stage, we will improve our fitness software according to these limitations.

Storyboard



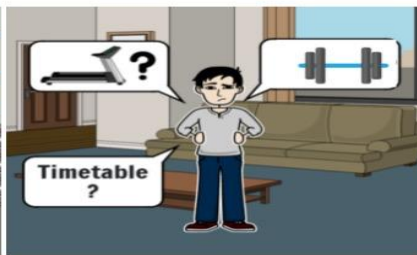
Jack is an IT graduate student at the University of Queensland. He currently lives on his own in a student residence in city.



Because of his habits, Jack does not have a healthy life. He often eats unhealthy food, usually high in calories. He doesn't do much exercise. In addition, Jack's self-control is not very good and he often spends a lot of time on the phone.



One day he realized he couldn't live this unhealthy life anymore.



He tried to change this unhealthy lifestyle. But he doesn't have very good planning skills. He doesn't know what exercise to do to keep fit.



When he got home, he downloaded the fitness app. He looked through the features of the software, and he decided to start using it for fitness exercises.



Eventually, with the help of the app, Jack managed to be himself to lead a healthy life. He is not worrying about his health anymore.