Vigor

Fitness app for busy users.

Alex Kauffman | NMD GUI 2019

Index

Part 1

Research

How can we create a fitness design system for busy Americans to meet federal fitness guidelines?

Vigor

A platform that helps suggest workouts that adapts to to the user environment and schedule.

Motivation

I researched Chinese elders are performing physical workouts in outdoor areas. I was amazed by how Chinese elders can out perform the American elders.

According to https://www.cdc.gov/obesity/data/adult.html. The prevalence of obesity was 39.8% and affected about 93.3 million of US adults in 2015 ~ 2016.

Finding the opportunity

39.8% is a huge amount of user that can be help with Vigor fitness gaudiness app. I wanted to change the way Americans think about fitness and make it easy and accessible for everyone in America.

Physical workout requirements

According to healthypeople.gov & health.gov, 80% of Americans are not meeting the federal physical workout requirements they need.

The federal workout

According to hhs.gov (health human services) sates that we need 150 to 300 min per week of physical activity or 78 min per week of intense physical activity.

Goals

Personalization

Bring fitness into an everyday life routine.

Achieving

Making the work out process easier.

Motivating

Making things more attainable for the user to workout.

Convenient

Workout without going to the gym.

Comfortable

Reducing the friction of gymtimidation.

" I schedule everything, on my Google calendar for anything. If I don't schedule something, then it won't get done or I won't likely get that done because I forget. I am a busy person that has a lot on my plate and I rely on exclusively on "calendar app". Every meeting, every class, and events or anything will be on my Google calendar.

- Ian Stroszeck

" I hate going to the gym. I like to do my own workout such as biking and hiking. I do my fitness through doing fun things.

- Justin Haverlick

Part 2

Understanding the users

Image Sort

Overwhelmed Megan
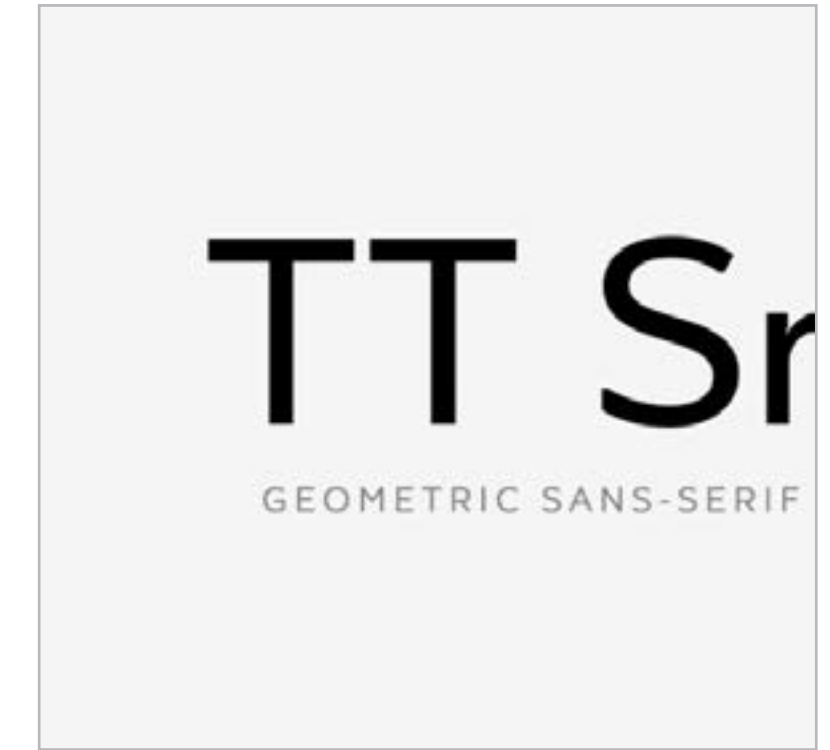
Experience: Inexperienced

Goals: I want to build a healthy lifestyle to stay in shape.
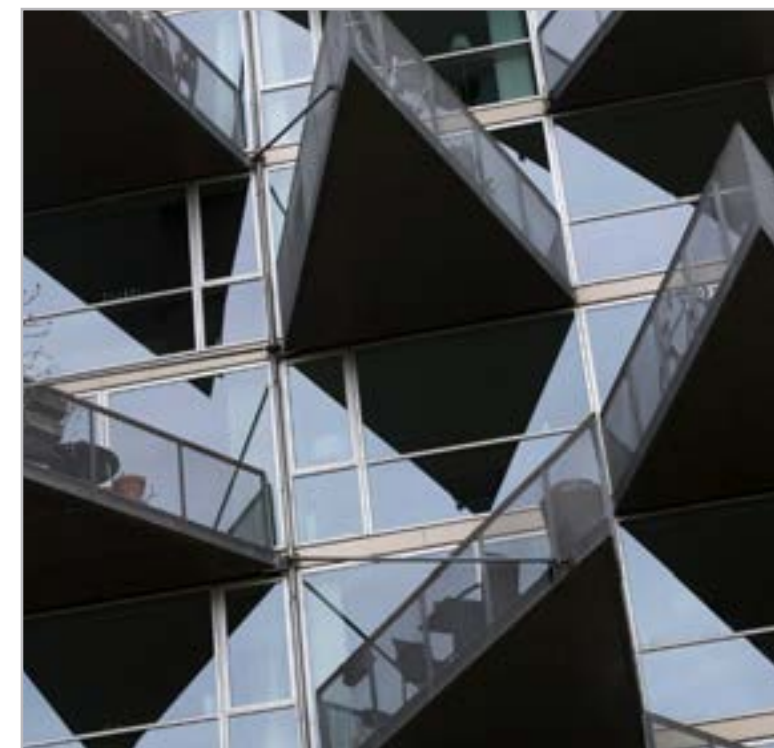
Needs: Structured time for workouts.

Roadblocks: Not finding good time to workout.

Yes

No

Overwhelmed Megan

As an overwhelmed worker, I wish to maintain a healthy body when I am in a busy day. I wish there something that can help me know what a good time to do an action to burn calories.

As a overwhelmed worker, I have to work around the clock and making sure my patients are healthy. I go home tired and I would like to know when in a day would be best to workout based on my tight time frame.

As a overwhelmed worker, I would like to do some exercise on my lunch period so I can get my body moving from all day sitting.

Image Sort

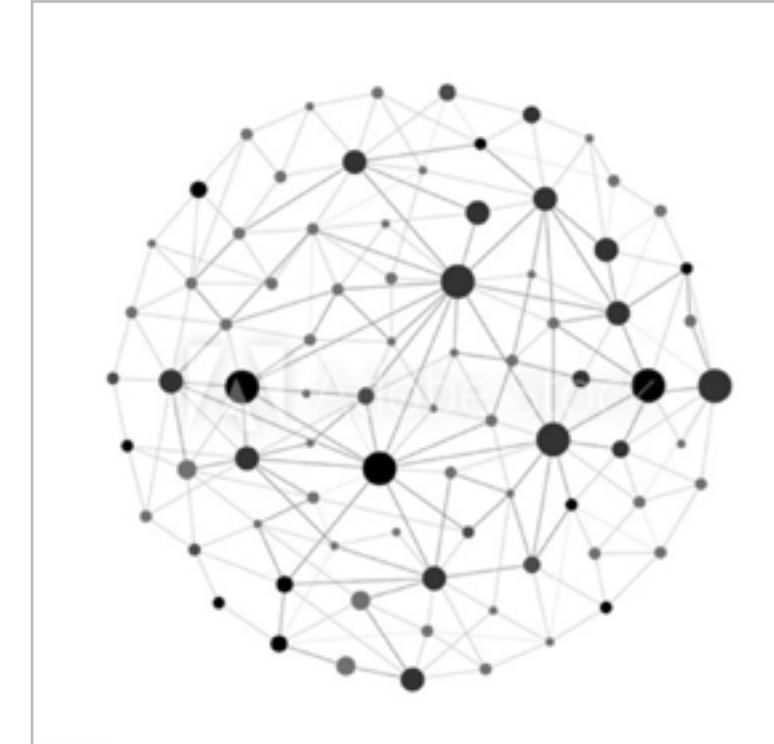# Perfectionist Tej

Experience: Active

Goals: Want have a good body.

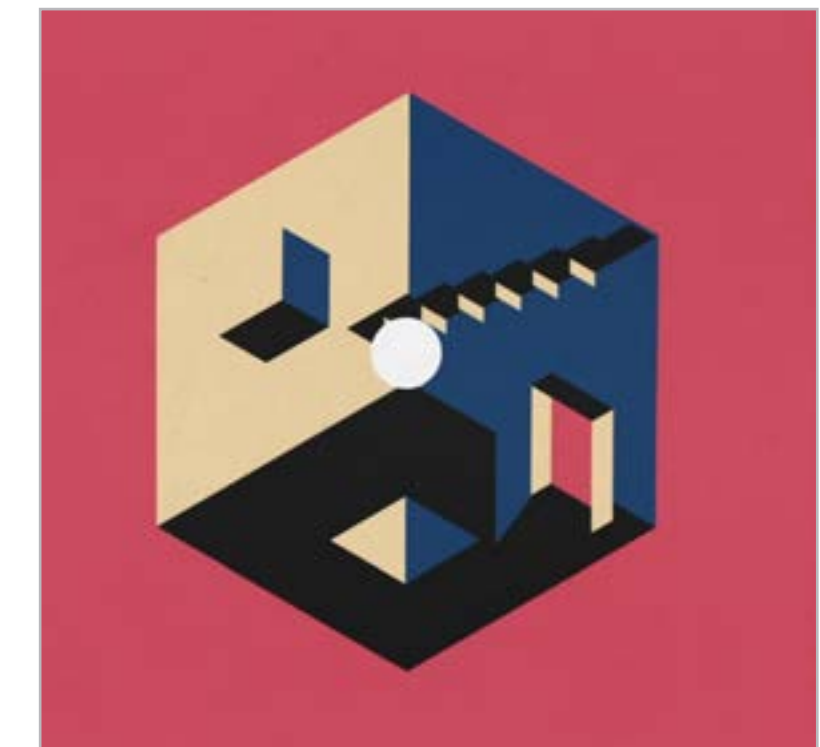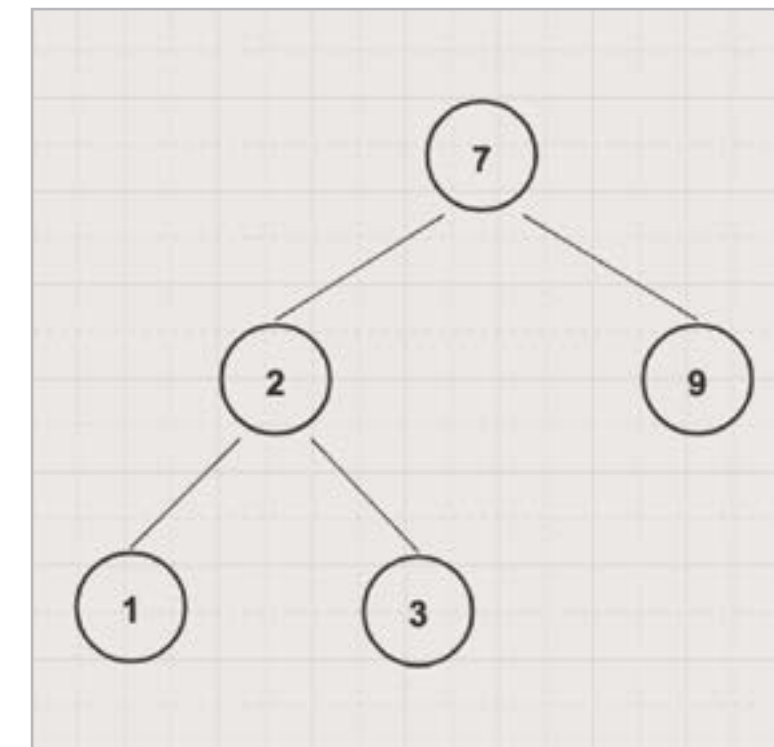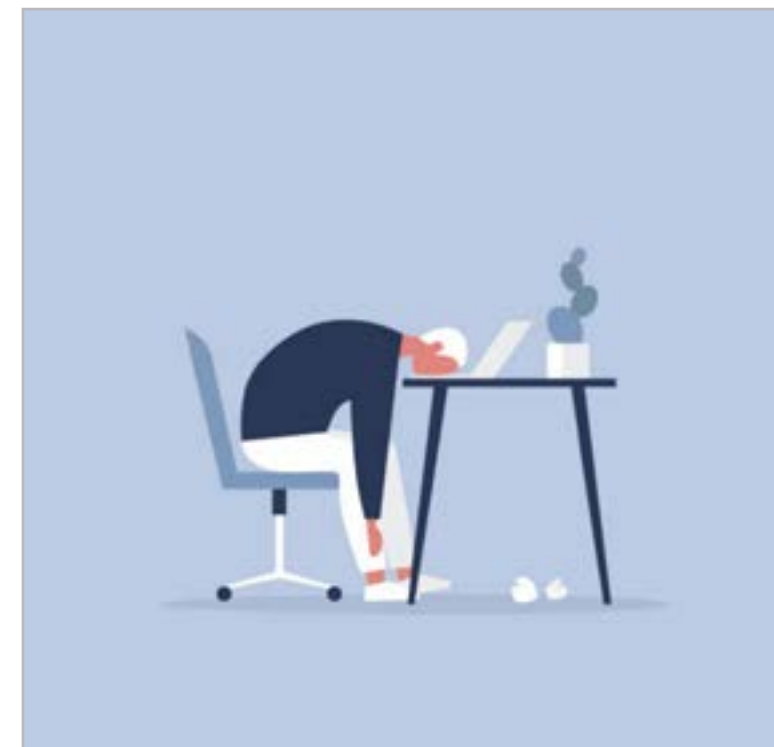**Needs:** Good app that keeps me on the go with my workout routine.

Roadblocks: Homework, school, and lots of responsibility.

Yes

No

Perfectionist Tej

As a student, I spend a lot of time working on homework, socializing with friends and getting goodnight sleep. I wish to have an app that can pitch in quickie exercising through out my day to get a good fit body.

As a student, I tend to be in my computer lab working on projects a lot. I wish to have time to find a good way to do in desk exercise with out needing to go to the gym.

As a student, I work on a lot on the computers and I wish I can find a good exercising video at home to prevent taking a lot of time to go to the gym.
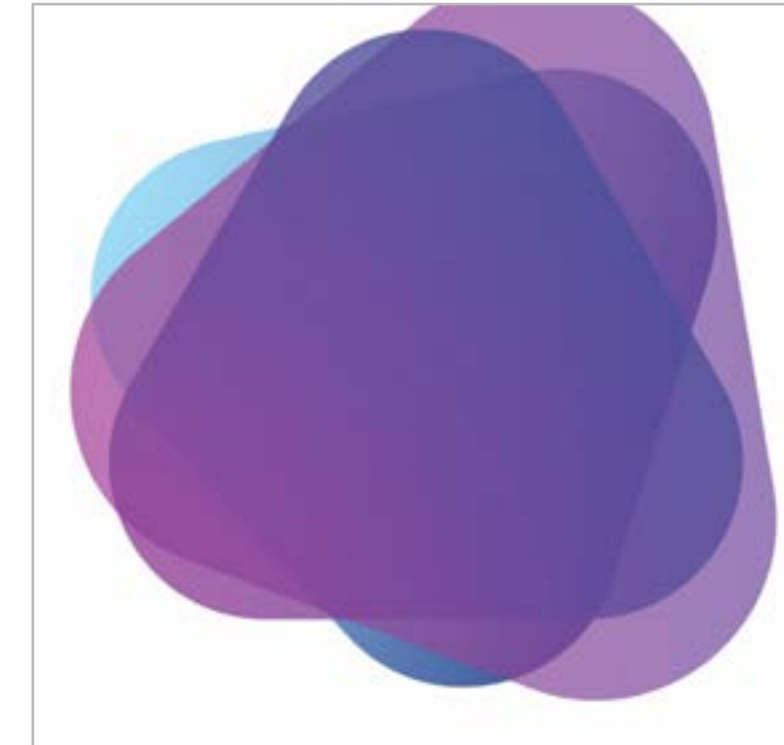
Image Sort

Busy Beth

Experience: Inexperienced

Goals: I want to burn the post pregnancy weight to stay in shape.

Needs: Any exercise that is at home or ways I can burn off the wight while giving the kids attention.

Yes

No

Busy Beth

As an busy mom, I wish to maintain a healthy level of stressed to keep my body in shape. I wish to find an app that I can find workout that I can do that fits my busy day taking care of my kids.

As a busy mom, I get my hands dirty with working with kids and work stuff. I wish I can give my self time to focus on other things to do some yoga or body workouts.

As a busy mom, I get quiet worked up with home and work life. I would like an app to help me find easy workout by inserting keywords and a specific time.

Busy Beth

As a busy mom, I wish to maintain a healthy level of stressed to keep my body in shape. I wish to find an app that I can find workout that I can do that fits my busy day taking care of my kids.
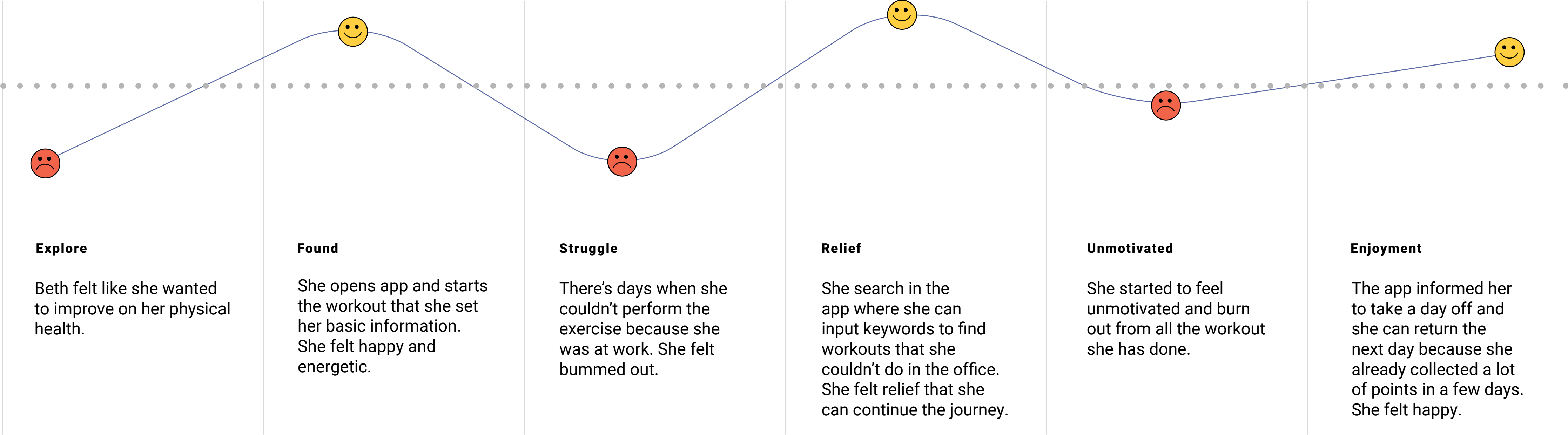
Busy Beth journey map

Scenario

Beth wanted to do something for a change
without needing to go the gym places. She
wanted to do her workout at home or places
she felt comfortable.

Expectations

- Easy flow app that get what she looking for.

- Versatile workouts where ever she is at.

- Keeps her returning to the app.

Explore

Beth felt like she wanted
to improve on her physical
health.

Found

She opens app and starts
the workout that she set
her basic information.
She felt happy and
energetic.

Struggle

There's days when she
couldn't perform the
exercise because she
was at work. She felt
bummed out.

Relief

She search in the
app where she can
input keywords to find
workouts that she
couldn't do in the office.
She felt relief that she
can continue the journey.

Unmotivated

She started to feel
unmotivated and burn
out from all the workout
she has done.

Enjoyment

The app informed her
to take a day off and
she can return the
next day because she
already collected a lot
of points in a few days.
She felt happy.

How might we...

Quotes   How might we.....   Possible Solutions

" Oh I don't have workout equipment, so I cant do the workout. "
→ How might we use alternative equipment to get the workout they need?
→ Push recommendations for user to see what else they can use to do the workout.
Give them search function to get the workout they can do based on their surroundings.
Give them tools to do different kinds of workout as better alternatives.

" I don't have time to go to the gym after a long day of work and taking care of my family. "
→ How might we get them to workout when time is tight?
→ Give them tips and tricks to help improve their day routine by doing more physical things.
Give them the smallest workout they can squeeze in.
Give them ways they can do the same workout in the place they are at.

" I don't know where to start with the work out routine".
→ How might we make an exercise routine that fits to their liking?
→ Ask them what their workout experiences.
Make them try different workout methods then the gym workouts.
Give them step by step process to get them a good start.

" I don't what to be doing to much on the app to help me work out".
→ How might we make the app simple to their needs?
→ Give them a customization to their needs.
Keep app simple for easy interactions.
Give them the power to set up goals for their needs.

" I been slammed with homework all day and can't find the time to workout".
→ How might we make the app tell them to do exercise on spot they are working on homework?
→ Give them a tips and demos of different desk office exercise.
Give them a notifications to tell them to walk around every 30 min of computer work.
Notified them that they should change their walking routine like park further out to walk to class more often.

Part 3

Competitor analysis

Personal Trainer

Pros

Trainer can help you get what you want. Trainer makes all the workouts for you based what you have asked for. The trainer will contact you weekly if need any help.

Cons

Not very easy to use if you are using mobile views. This isn't good to know how to do the workout if you don't know the fancy workout terms. Also not visually appealing to tell which steps user is on.

| Week 22	12/10 - 12/14						
Monday	**Tuesday**	**Wednesday**	**Thursday**	**Friday**	**Saturday**	**Sunday**	
+Upper Press/Uni Push+Pull/Body		Lower Pull+Upper Push/Aero flow		+Upper Pull/Upper Push+Core/Spr	Mixed/Aerobic Day	Full Rest Day	
Warm Up: 3 Sets - Glute Activation 10 Quadruped Hip Extensions 10 Alternating Single Leg Glute Bridge March 10 Russian Swings A. 3 Rounds For Quality 8-10 Dumbbell Goblet Squat; 20X1 tempo; as heavy as possible rest 45s 8-10 Dumbbell Bench Press; 20X1 tempo; as heavy as possible Rest 90s B. 3 Rounds for Quality Flow through the following: Dumbbell Reverse Lunge R Dumbbell Step Up R Dumbbell Reverse Lunge L Dumbbell Step Up L x 4 times Rest 2 minutes between rounds C. Body Weight Flow 3 Rounds for Quality 5 Strict Pull Ups, 20X1 tempo 4 Parallette Push Ups 3 Hanging Leg Raises, 3s pause at top 2 Wall Walks 1min Rope Pull Machine, standing		Warm Up: 3 Sets - Hip/Upper 30s Sorenson Hold 1 Length Quadruped Bear Crawl 30s KB Crossbody Carry, ea way A. 3 Rounds for Quality 8-10 Split Stance DB Deadlifts; 30X1 tempo rest 30s 5,5,5 Seated Dual Arnold Presses; 30X1 tempo; as heavy as possible Rest 90s B. 3 Rounds for Qualtiy 6-8 Weighted Hip Extensions; 3010 tempo rest 30s 4-6 Stationary Dips; 2222 tempo rest 45s 3-5/arm Archer Ring Rows; 21X1 tempo Rest 90s C. Aerobic Flow 3 Sets For Time @ 85% Effort 400m Run 10 Burpees 5 Dumbbell Hang Power Cleans 5 Dumbbell Front Squats 5 Dumbbell Push Press Rest Walk 2 Minutes		Warm Up: 3 Sets - Hips/Shoulders 5 Internal/External Hip Rotations 20s Side Plank R 3 Downdog to Updog Flows 20s Side Plank L A. 3 Rounds For Quality 10-12 Goblet Cossack Squats; 31X1 tempo rest 45s 10-12 Prone Incline DB Rows; 31X1 tempo Rest 90s B. 3 Rounds For Quality 5,5,5 Handstand Push Ups Negatives, 50X0 tempo rest 30s 10 L-Sit Over DB, controlled rest 45s 10 Med Ball Deadbugs, ea way, 3011 tempo Rest 90s C. Sprint Intervals 5 Sets: 20s Airdyne Bike, Hard 90s Airdyne Bike, Easy			
VIDEO LINKS:	VIDEO LINKS:	VIDEO LINKS:	VIDEO LINKS:	VIDEO LINKS:	VIDEO LINKS:		
Quadruped Hip Extension		Sorenson Hold		Internal/External Hip Rotations			
Alternating Single Leg Glute Bridge		Quadruped Bear Crawl		Side Plank			
Russian Kettlebell Swings		Crossbody Carry		Downdog to Updog Flows			
Goblet Squat		Split Stance DB Deadlift		Goblet Cossack Squat			
Dumbbell Bench Press		Seated Dual Arnold Press		Prone Incline Rows			
Dumbbell Reverse Lunge		GHD Hip Extension		Handstand Push Up Negatives			
DB Box Step Ups		Bar Dips		L-Sit			
Strict Pull Ups		Archer Ring Rows		Medball Deadbugs			
Parallette Push Up		Dumbbell Hang Power Clean					
Hanging Leg Raises		Dumbbell Front Squat					
Wall Walks,		Dumbbell Push Press					

30 Day Challenge

Pros

Visually clean and nice colors. I like the visual hierarchy they set up. They app feels nicely align with the girds they set up.
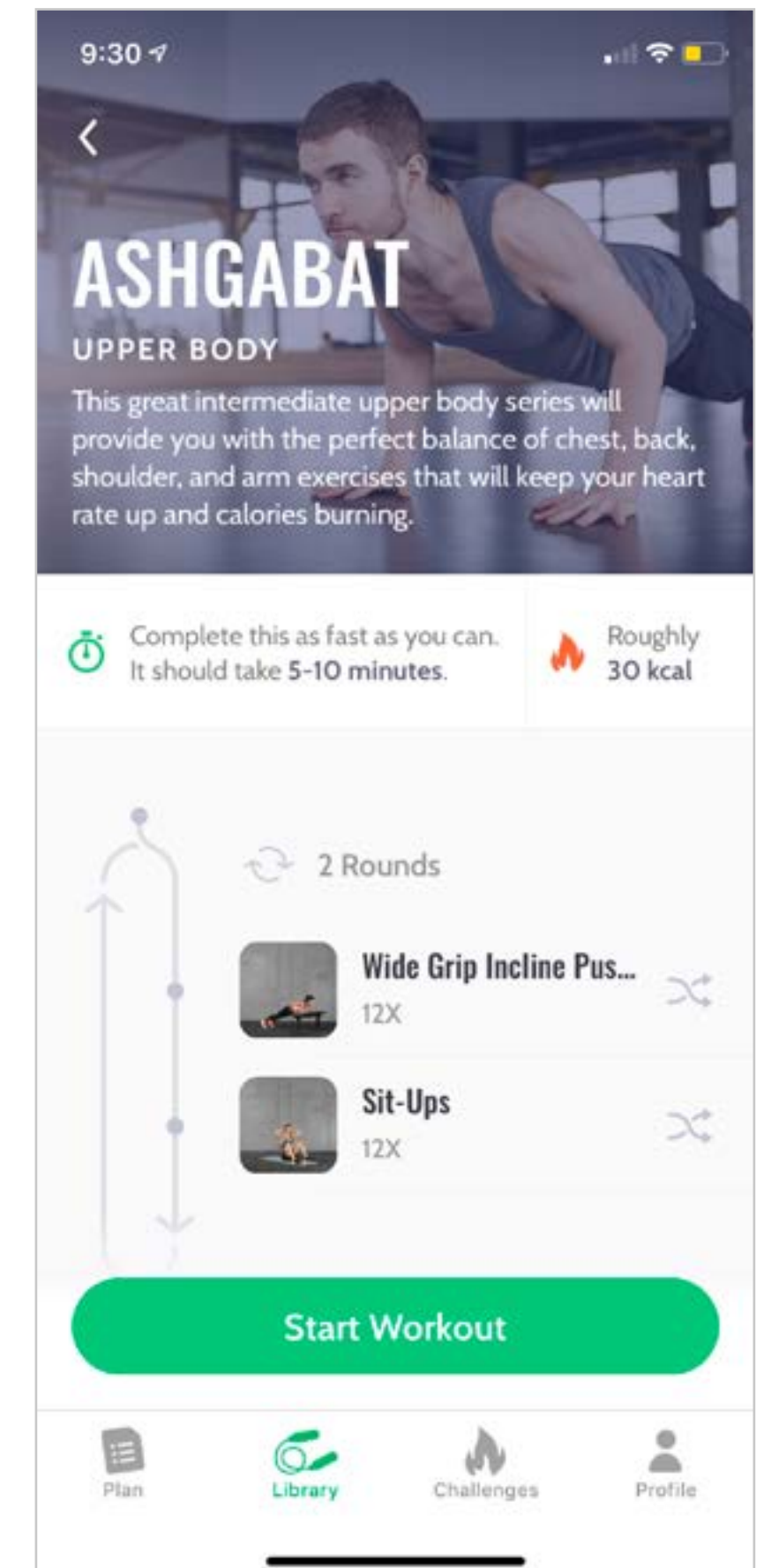
Cons

The gray on gray is not really visually clear for some users. The color ratio is 1.98 which failed the color accessibility guidelines. They should increase the color contrast.
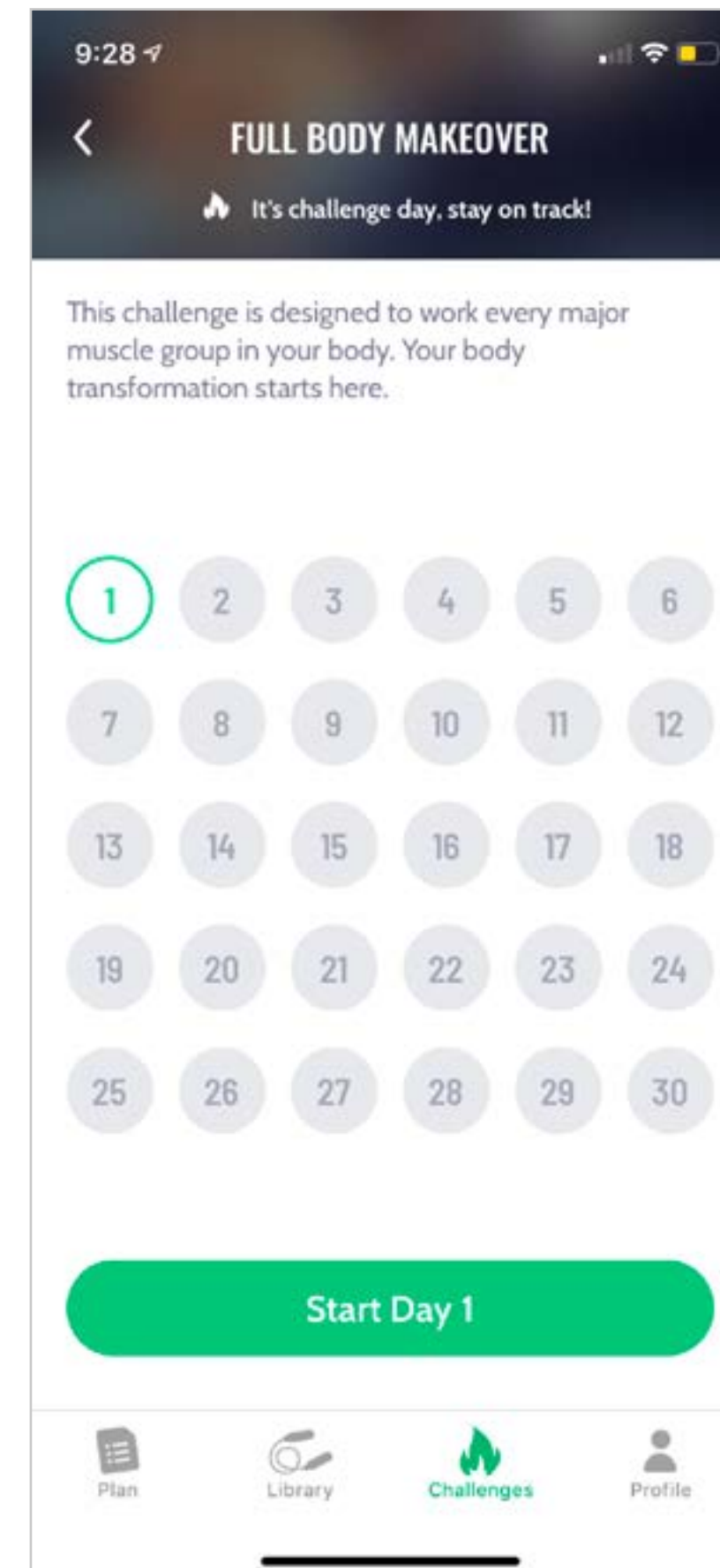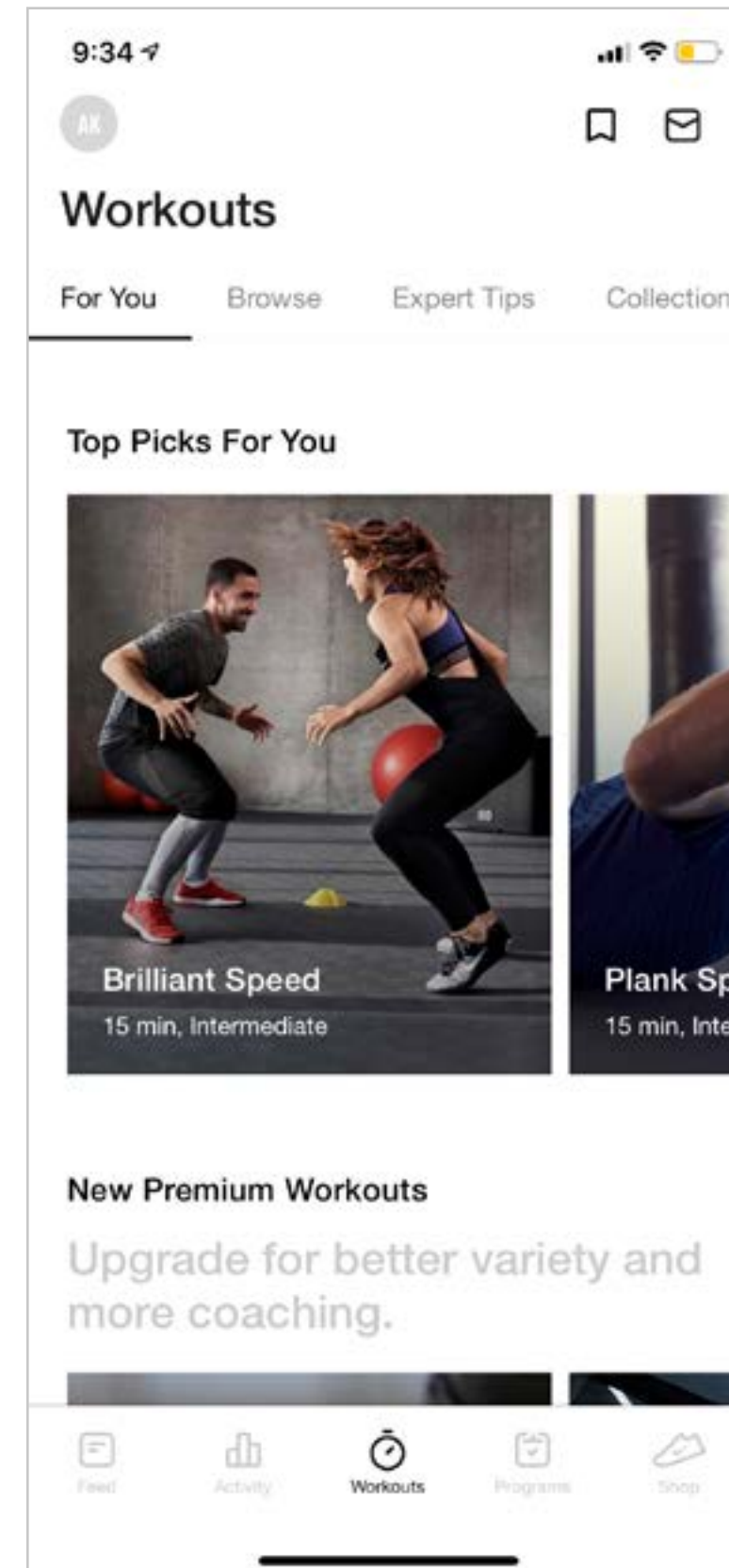

Daily workout
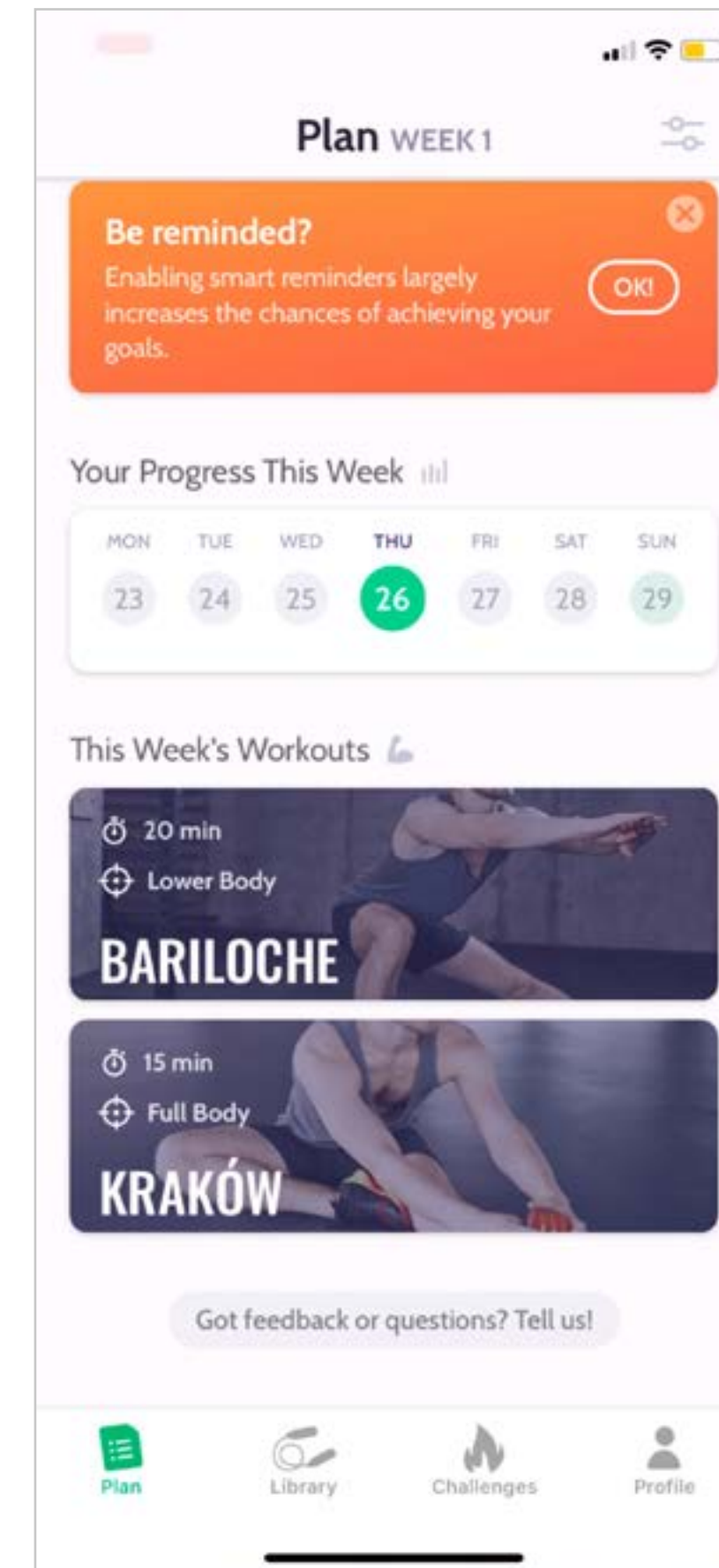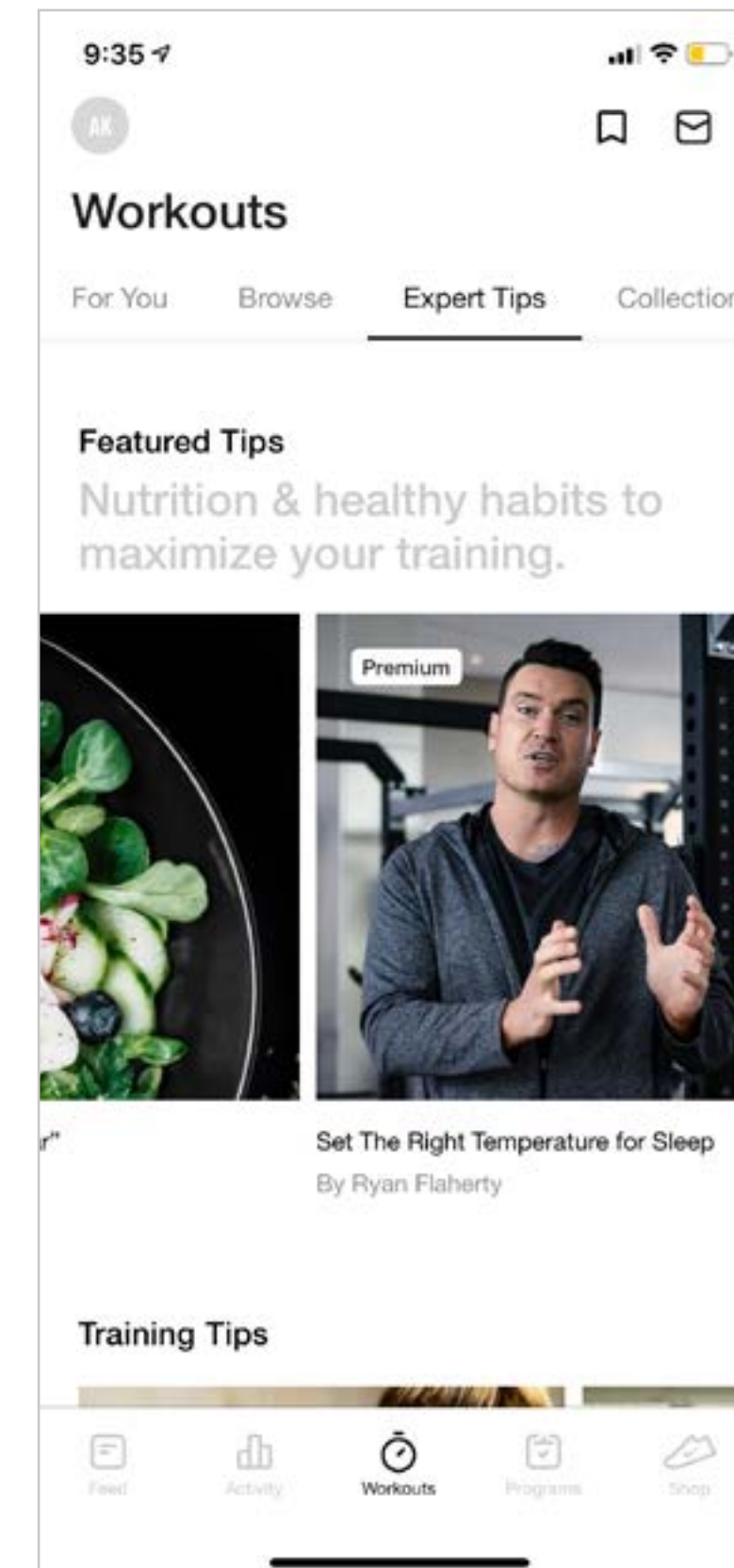

Plan workout

Workout

Nike Fitness App

Pros

Clean and modern feel gets the user to the right mood. They have nice visuals graphics and step process.

Cons

A lot of contents in this app. They could just focus on the goal of this app to help reduce the overwhelming contents.

Workouts

Workouts
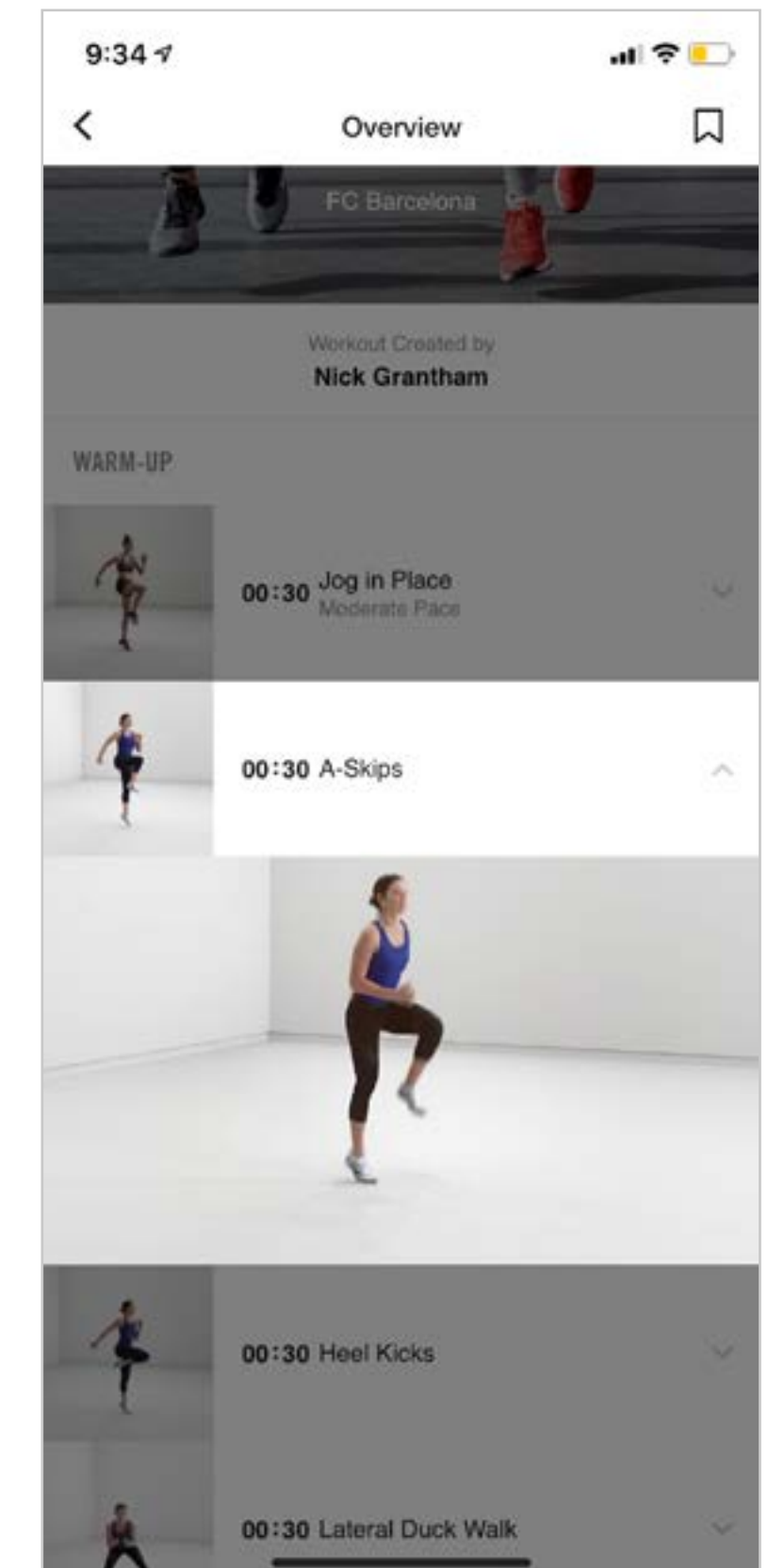
Action Page

Head Space

Pros

Love the graphics and the simple use of the app. I like the labeling to get the right meditation user wants.
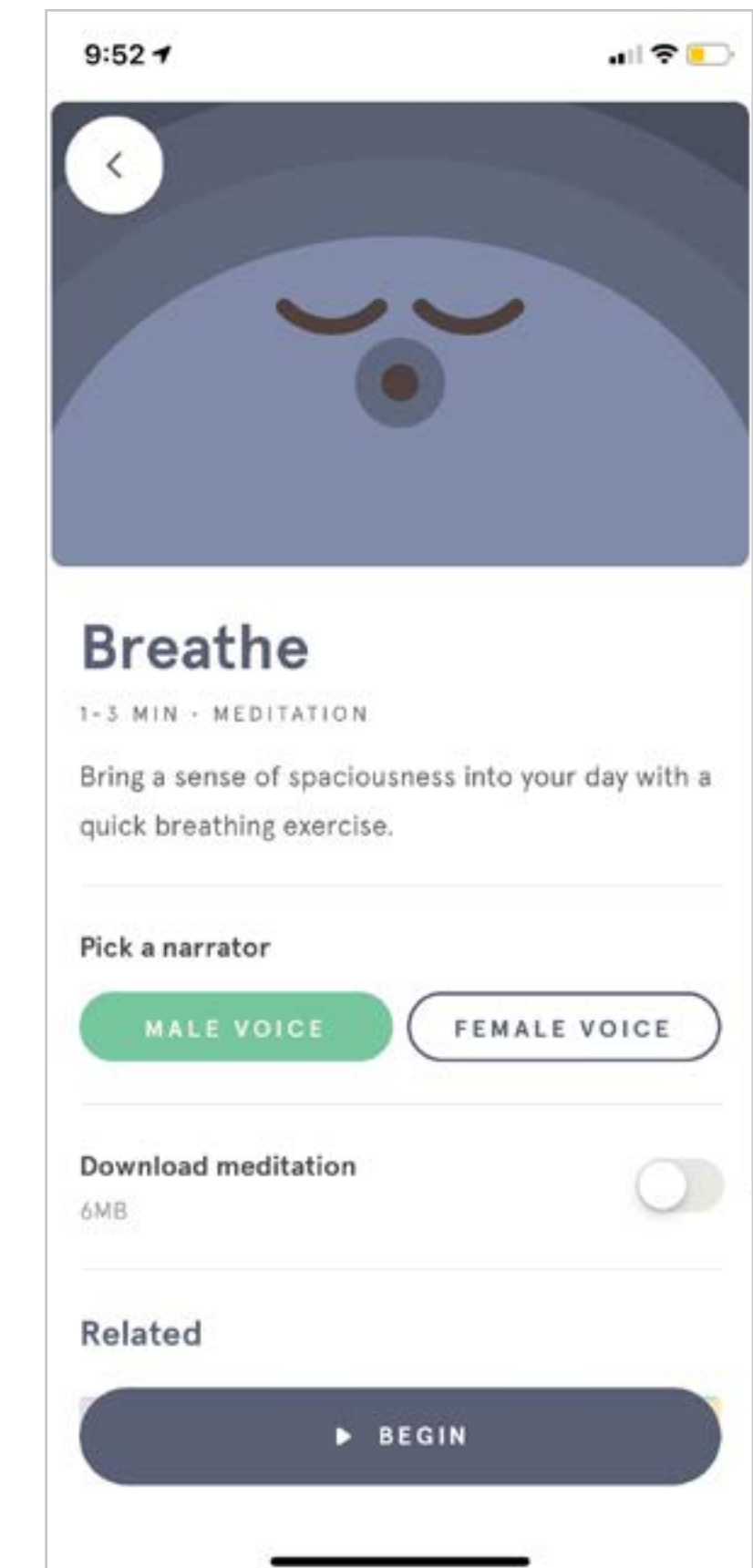
Cons

There are visuals that can be improved. I don't like how the tab menu on the bottom doesn't align with any other parts of th app. The buttons should also be improved by adding more margins.
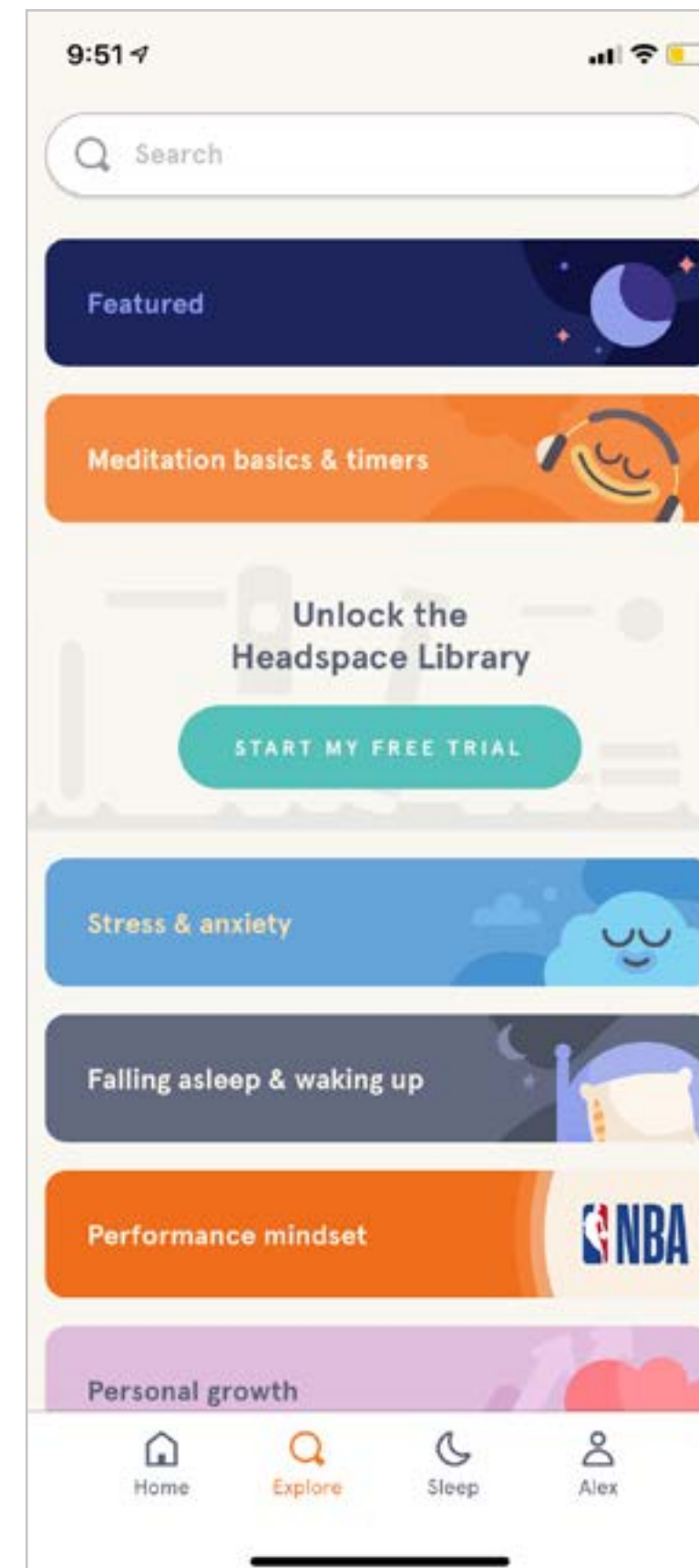
Explore
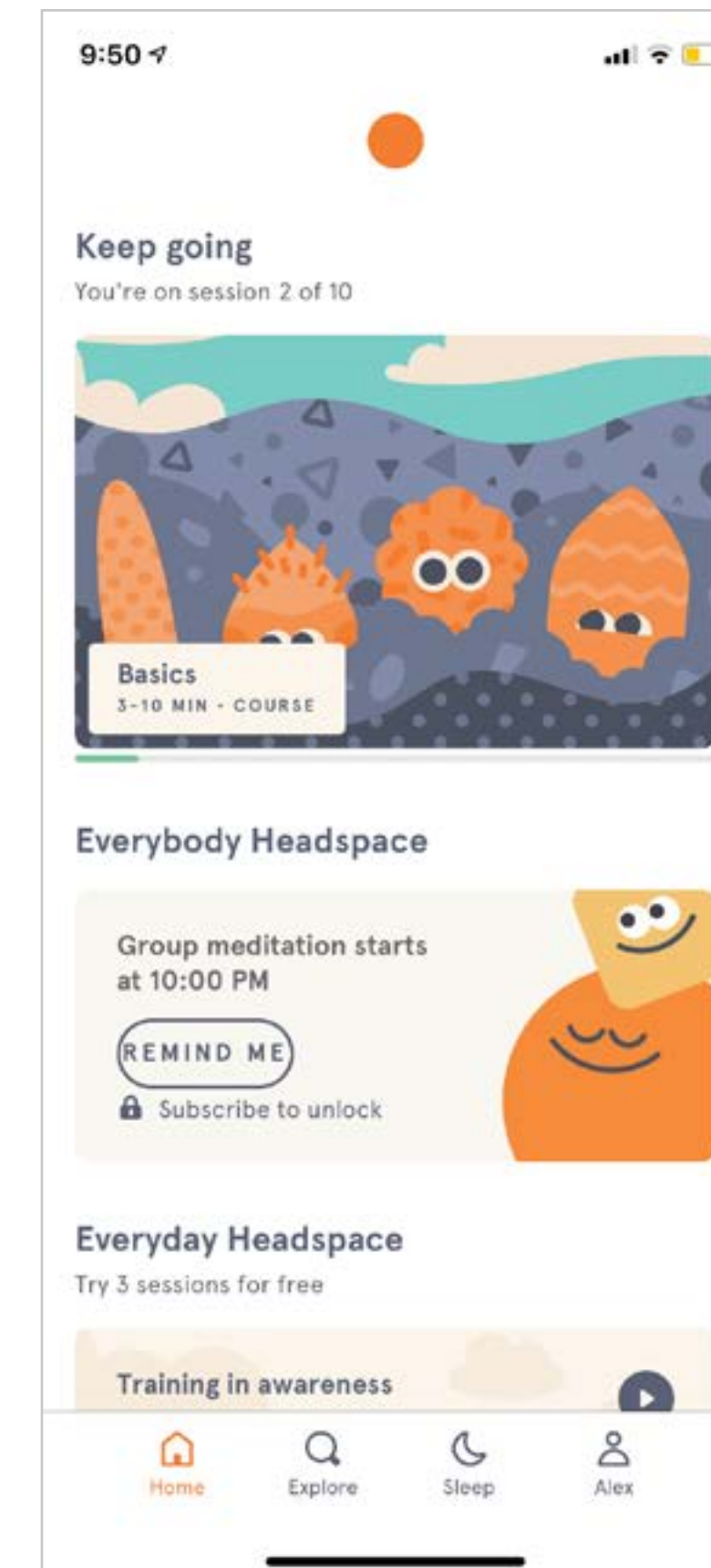
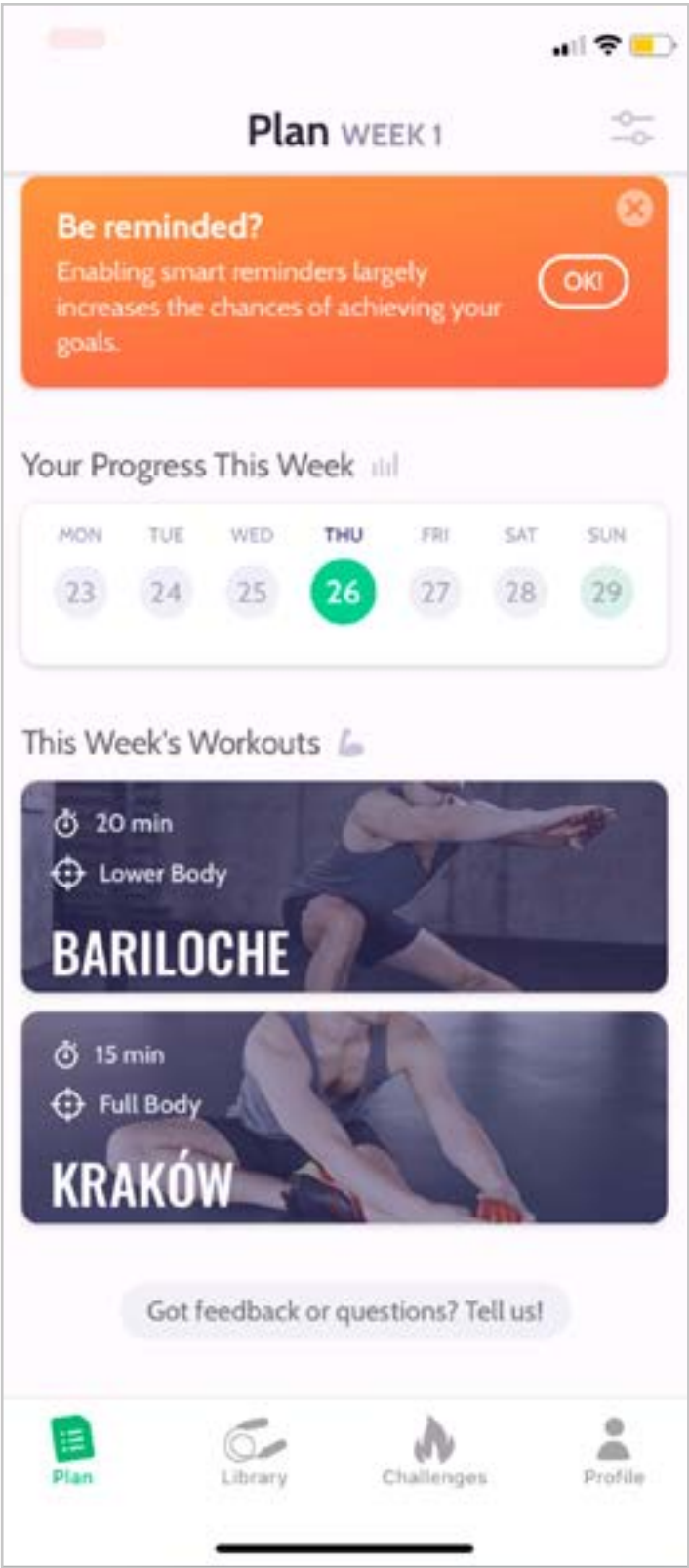Home

Mediating Page

UI patterns

Photographic contents
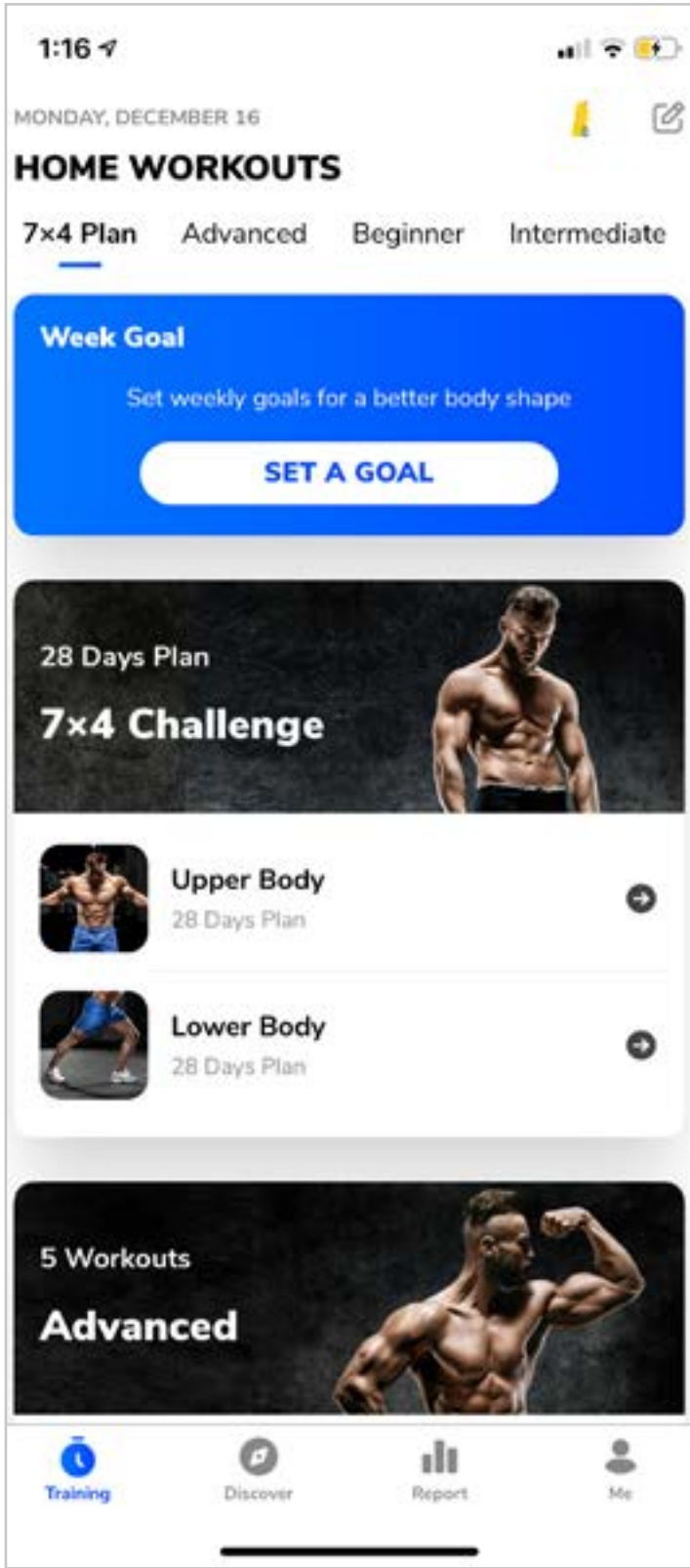
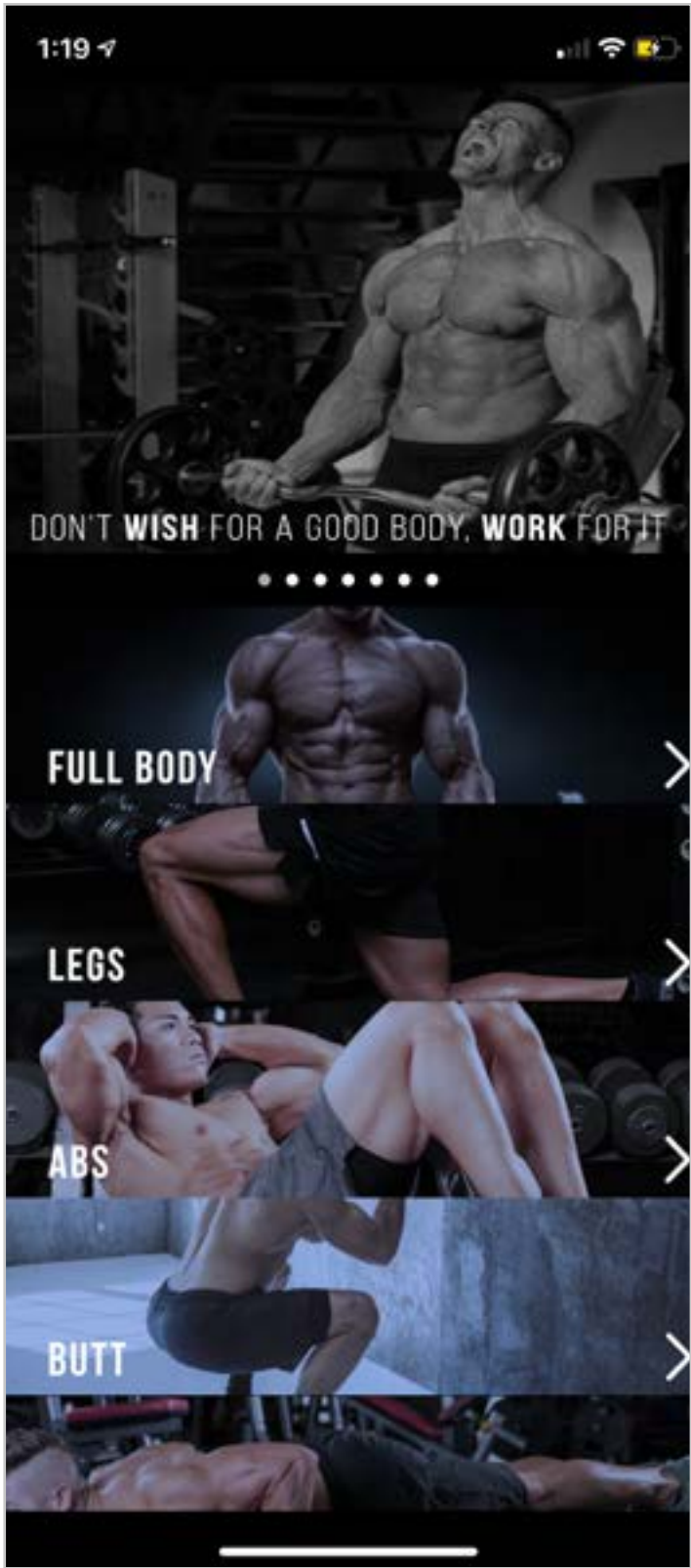Image driven graphics to get users to go into the workouts
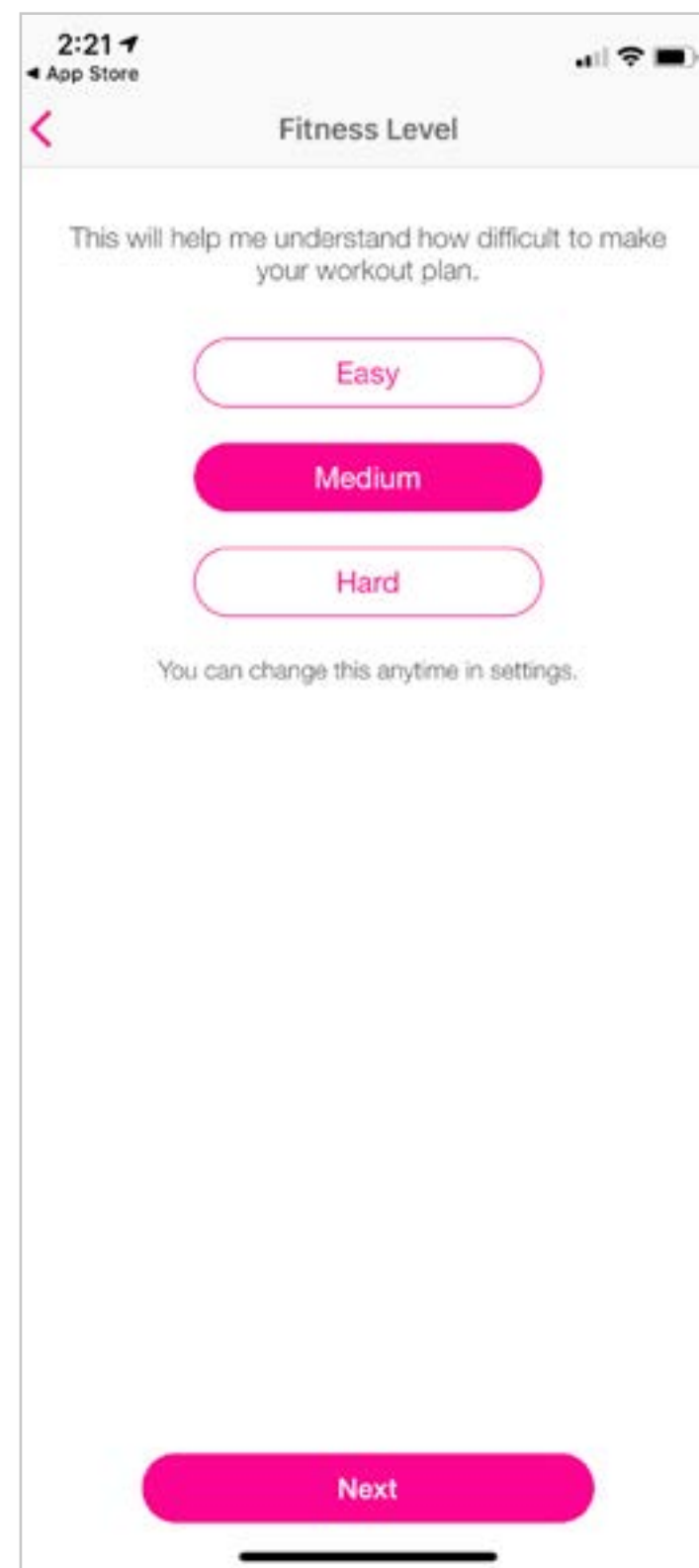

Nike Fitness

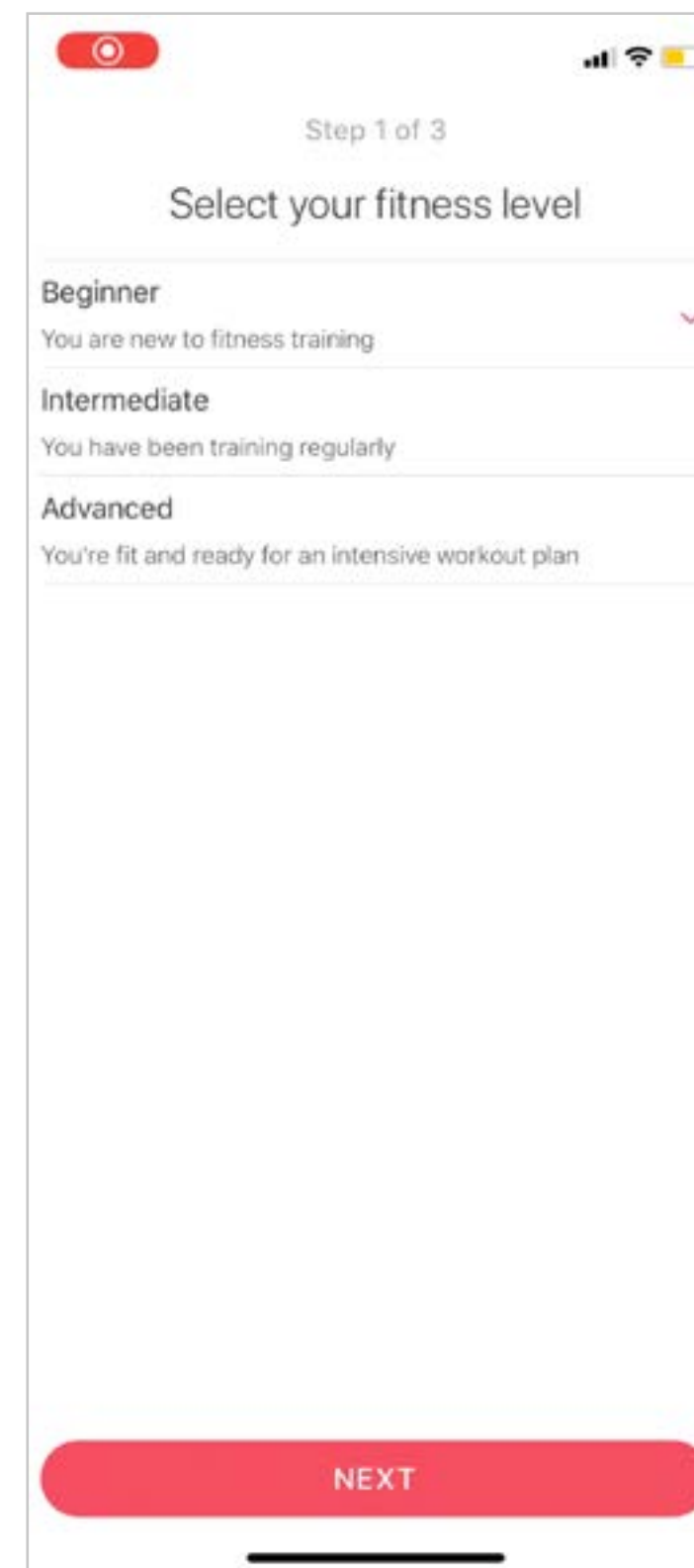Headspace

30 Day Fitness

Home Workout

Fitness Challenge
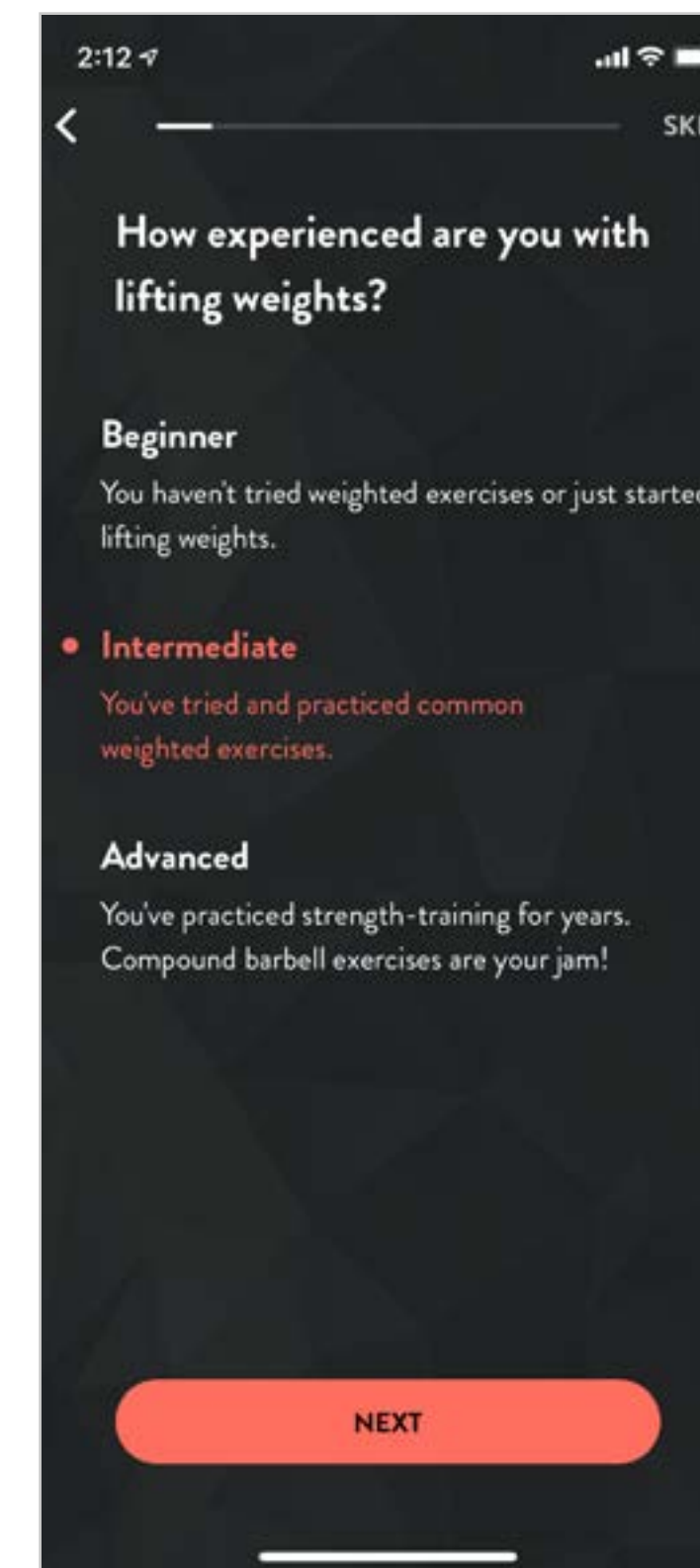
Survey components

Surveys for the on-boarding process understanding the users needs.

Jillian Micheals

Workout Women

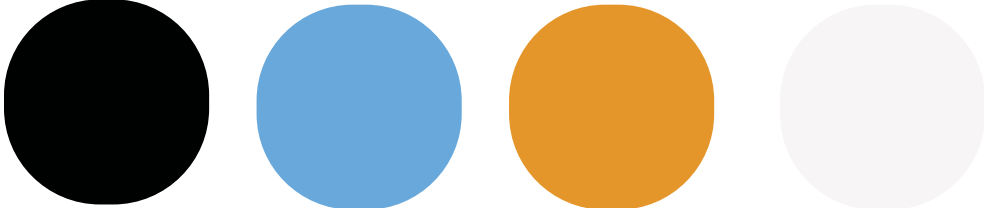

Fitbod
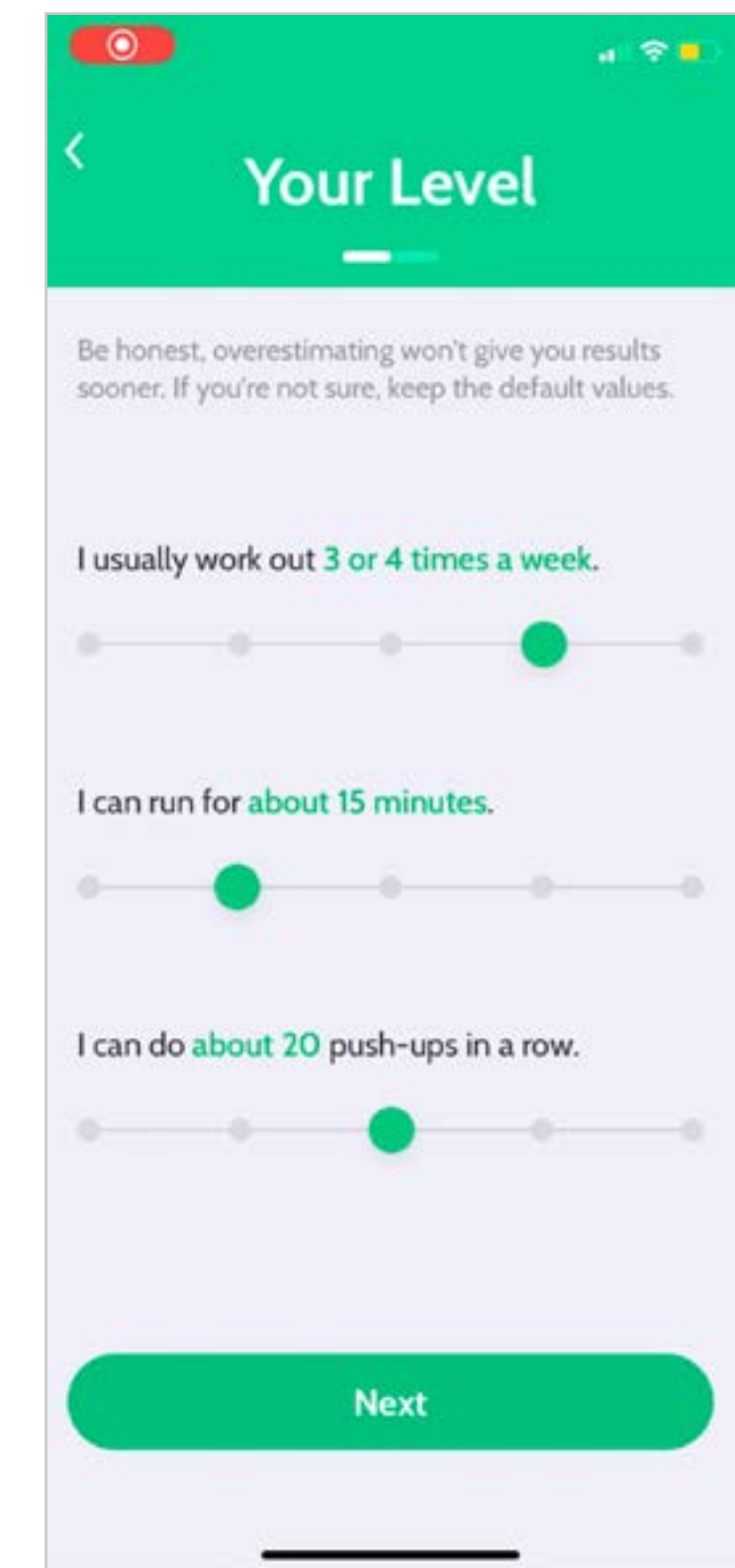
30 Day Fitness

Part 4

Design

	Hades	**Persephone**
Element	Dark and Sharp	Soft and peace
Typography	Libre Franklin | Open Sans	Athelas | Roboto
Color		
Shape	Round Edges	Round
Composition	Structured	organic
Density	Stacked	Flat

Hades

The feel of cold ice baths after a sore workout.
Feel refreshed and energetic and healing.

Keywords

Clean

On point

Sharp

Energized

Crisp

Persephone

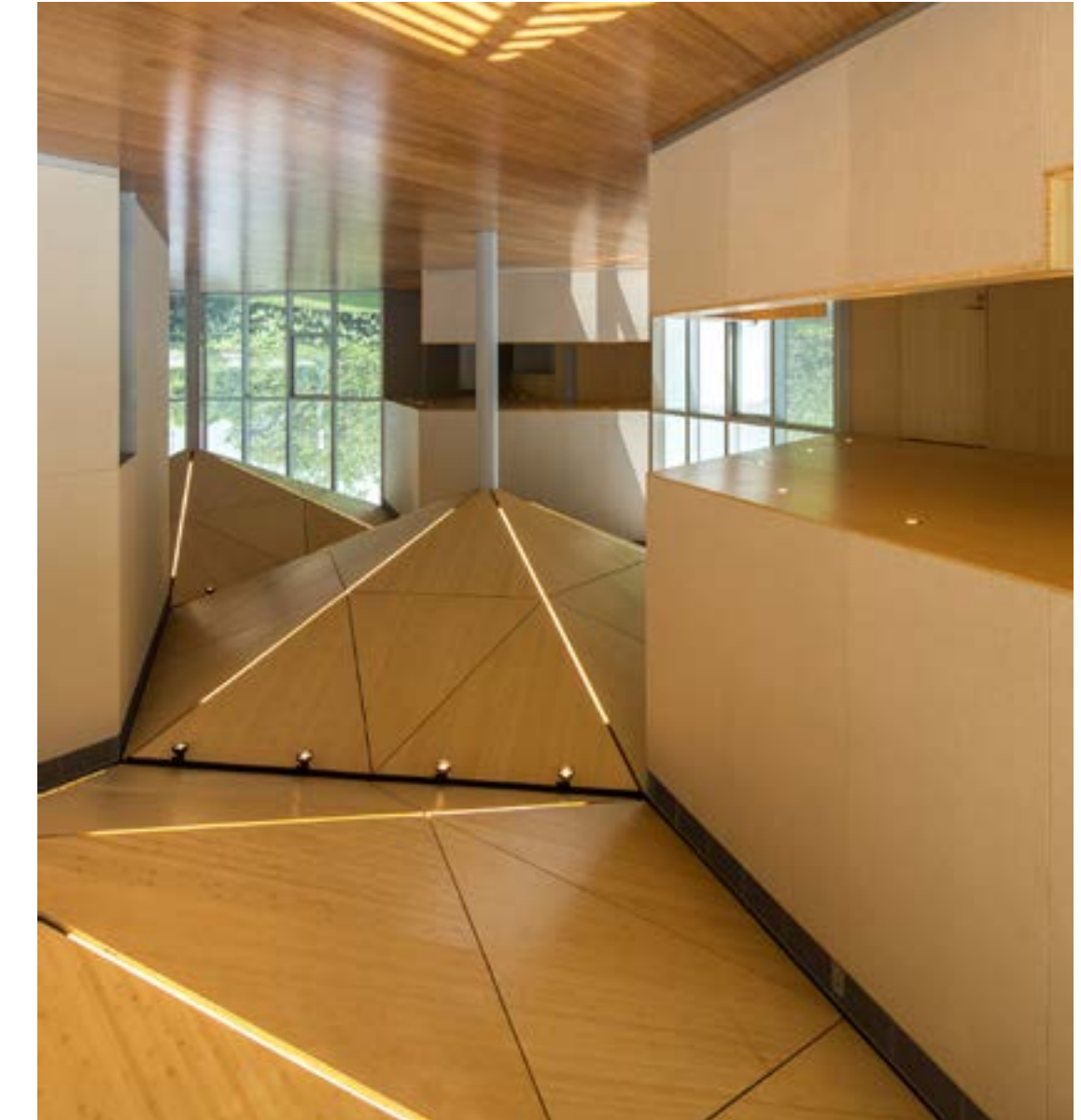The feel of a sweating working out makes you feel you have done something.

Keywords

Open

Warm

Personal
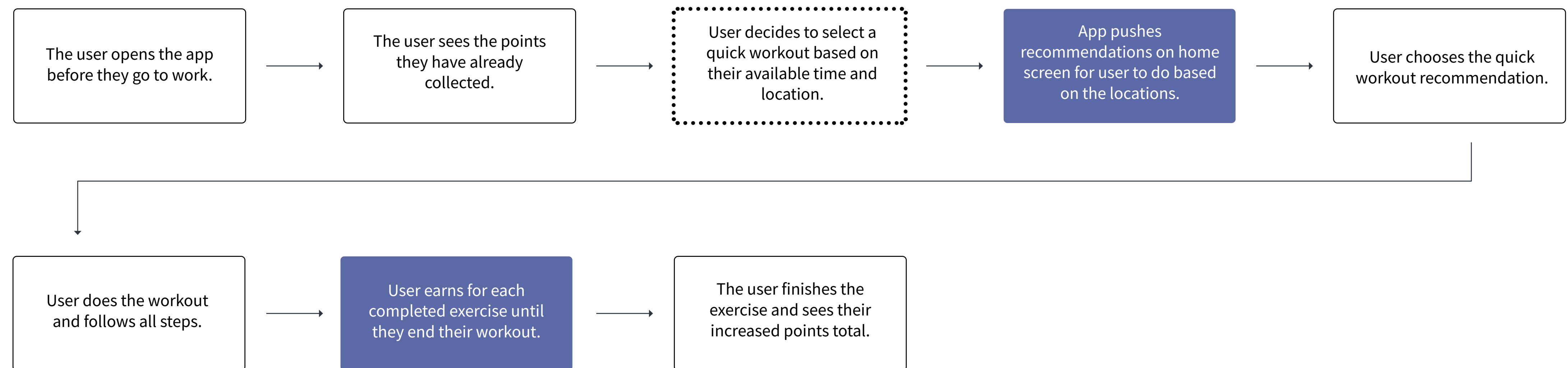
Gentle

Home Page

Home page flow to help find what they need quickly. I wanted user to see overall status and actions for them to get themselves busy.

The user opens the app before they go to work.	The user sees the points they have already collected.	User decides to select a quick workout based on their available time and location.	App pushes recommendations on home screen for user to do based on the locations.	User chooses the quick workout recommendation.

|		
User does the workout and follows all steps.	User earns for each completed exercise until they end their workout.	The user finishes the exercise and sees their increased points total.

Visuals

Home Page

With dashboard and recommended cards for them to workout, user can easily get thier exercise done fast.
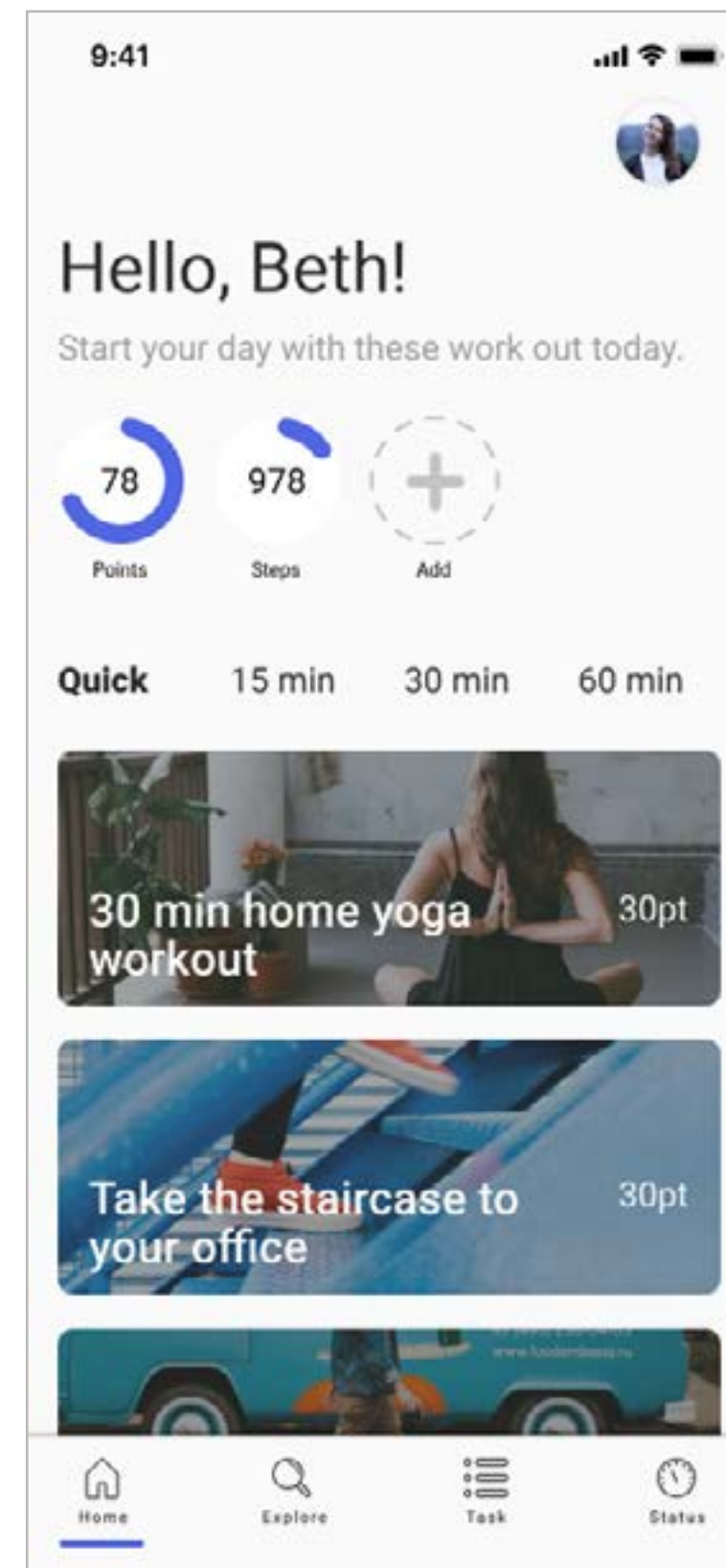
Providing dashboard and quick workut right on homescreen can help get user to get moving.
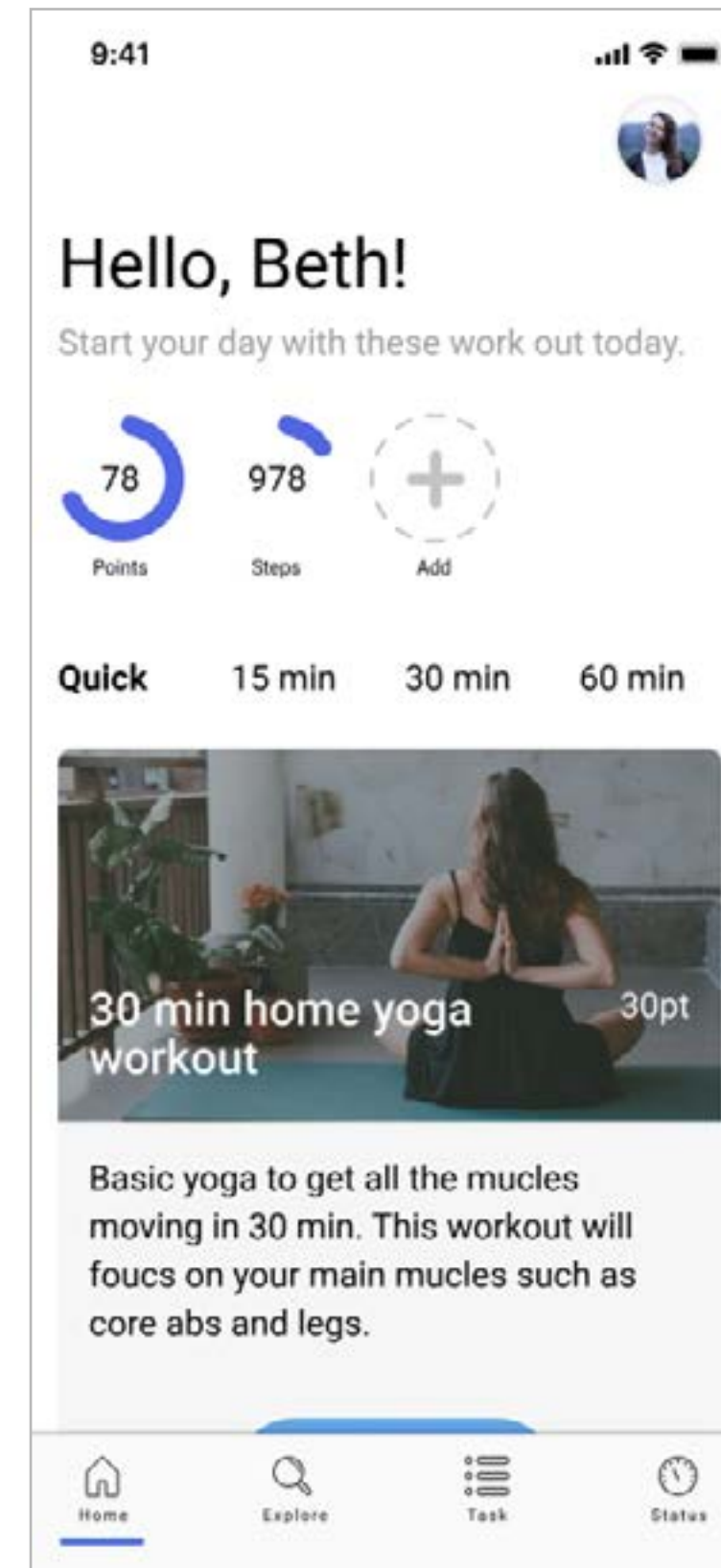
Cards expand based on user interest to give a brief of the exercise they will perform.
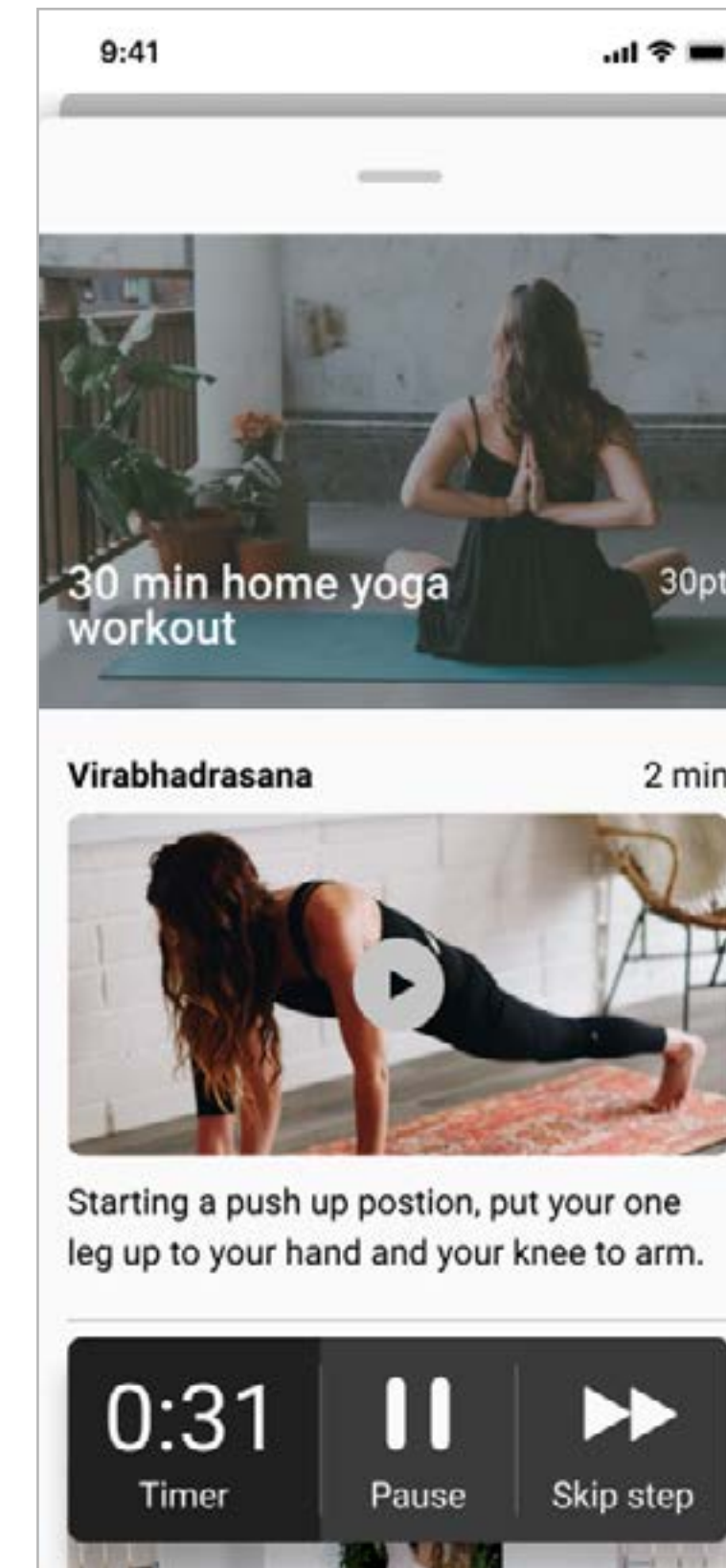
Workoutpage where user can perform the exercise and every exercise they do they are bulding up thier point they going to gain.
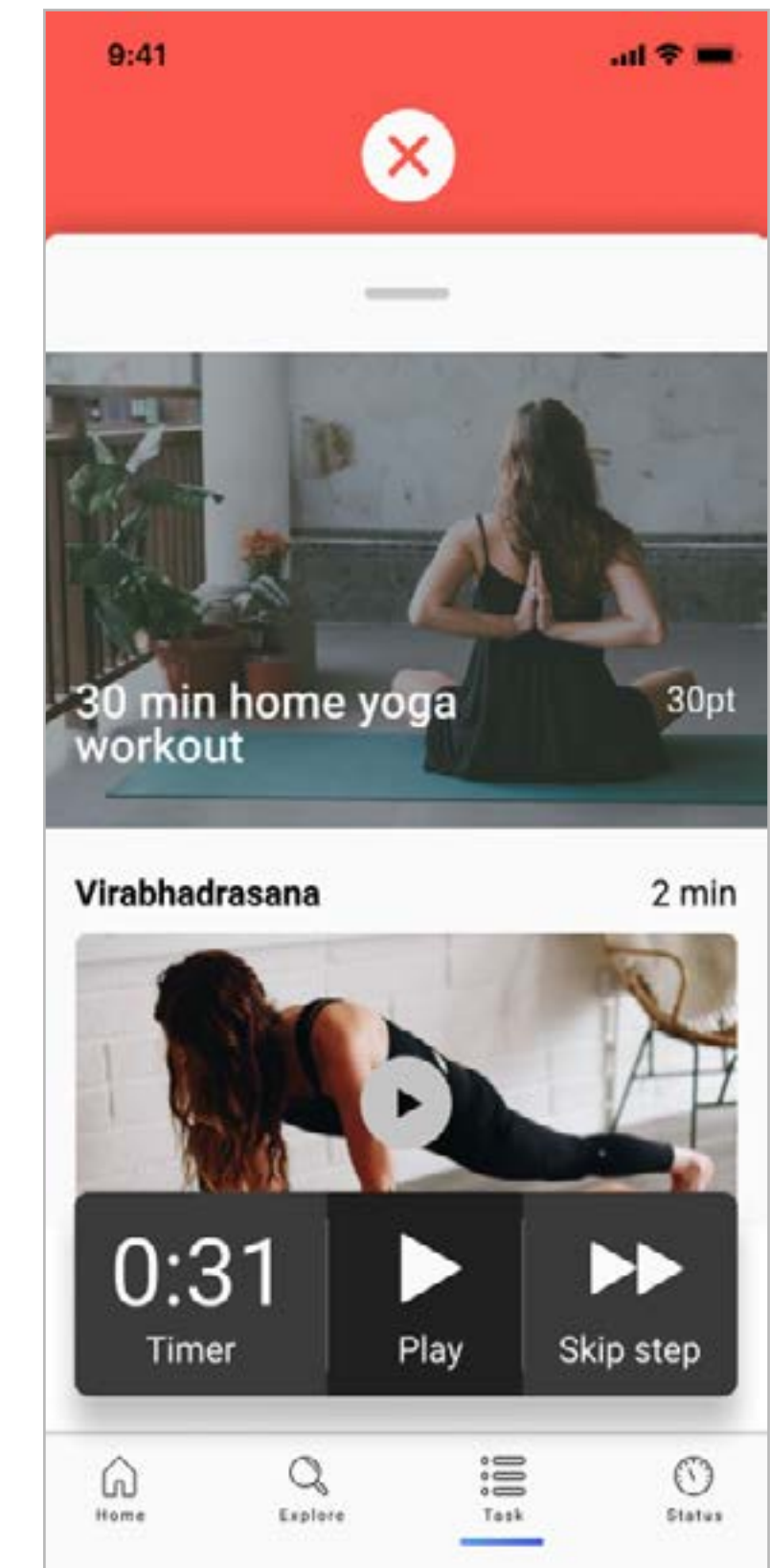
Adding frection as swipping down, user can fully exit out the app by pressing the x button or they can access other areas on the app to puase the workout.

Point system

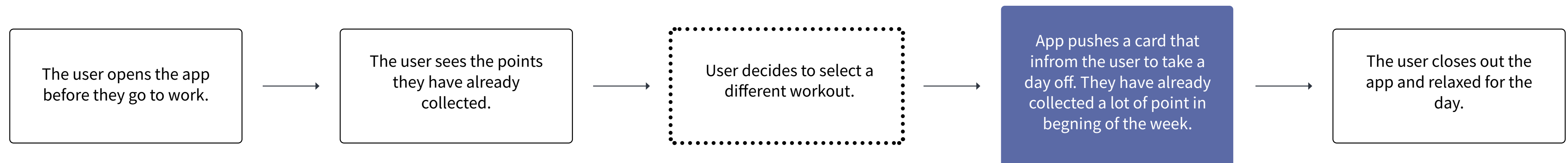Smart point system to help user workout with out burning out.

| The user opens the app before they go to work. | → | The user sees the points they have already collected. | → | User decides to select a different workout. | → | App pushes a card that infrom the user to take a day off. They have already collected a lot of point in begning of the week. | → | The user closes out the app and relaxed for the day. |

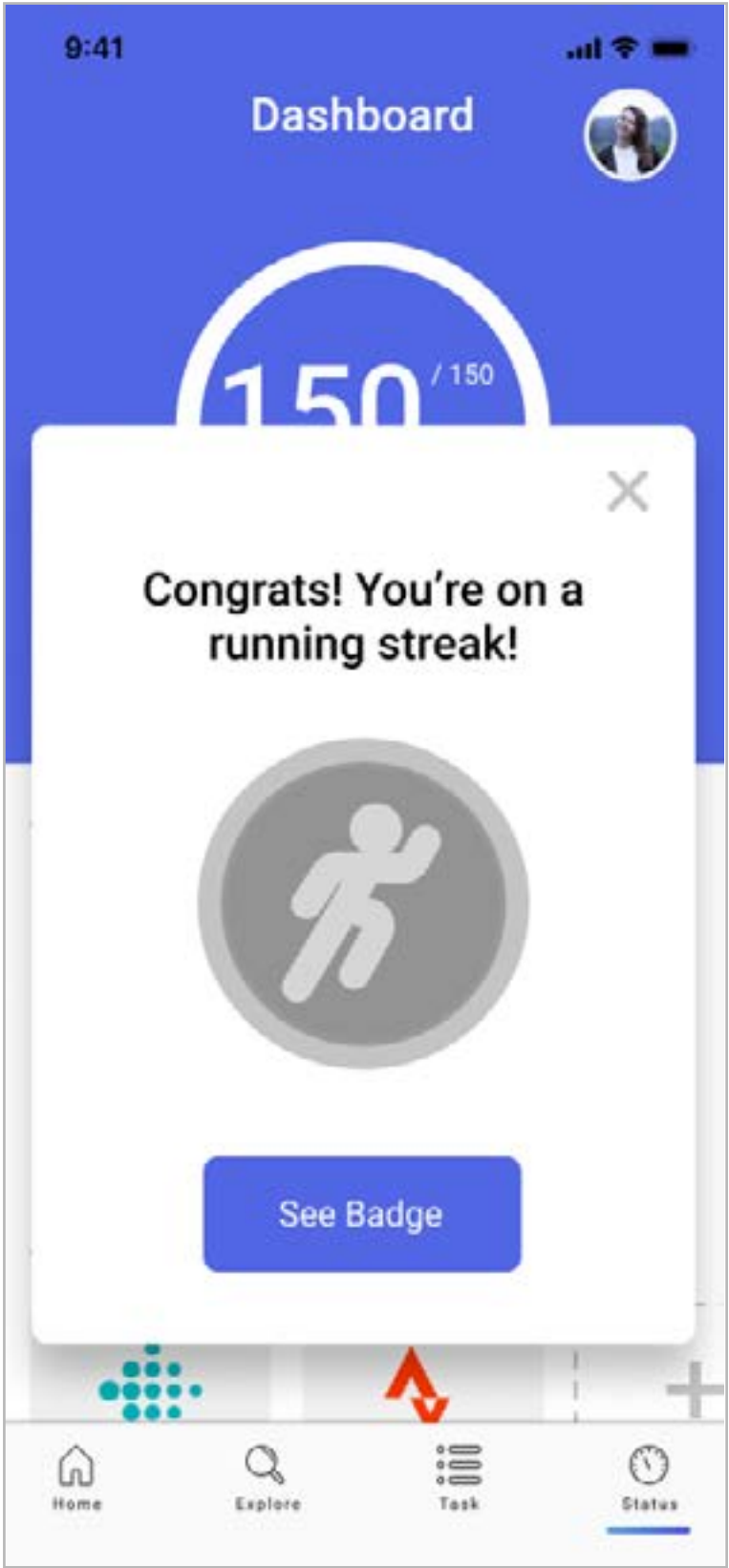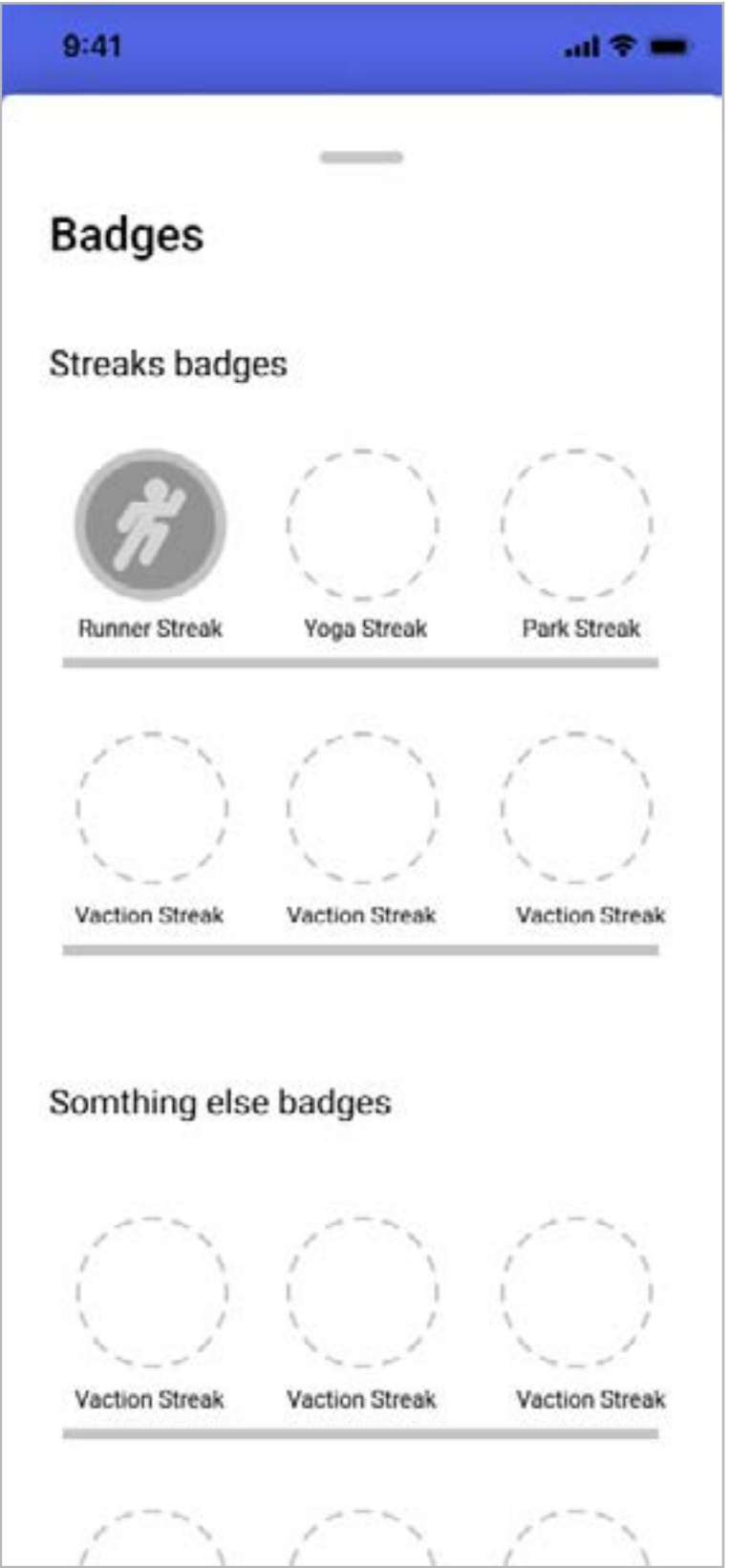# Point system

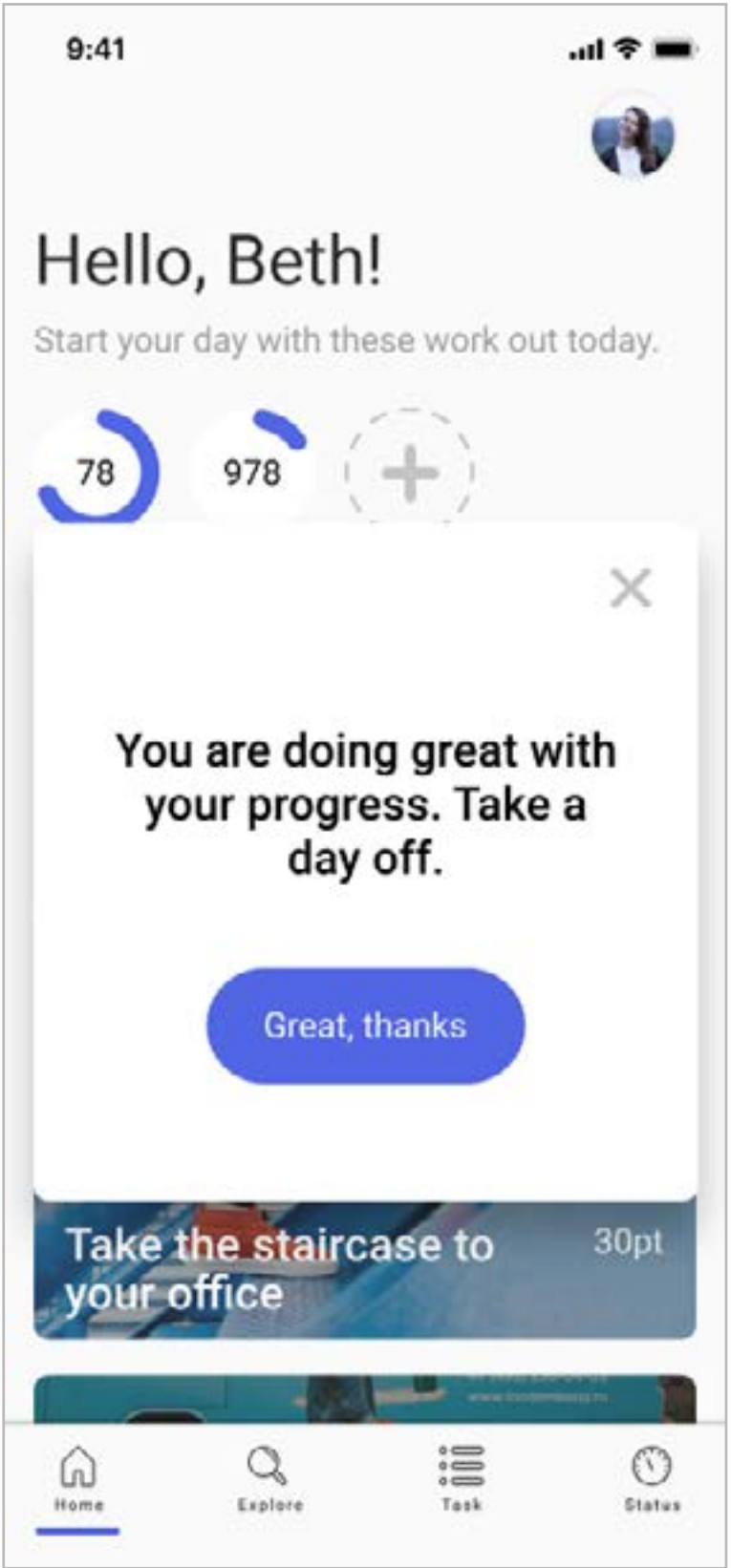Smart point system to help user workout with out burning out.
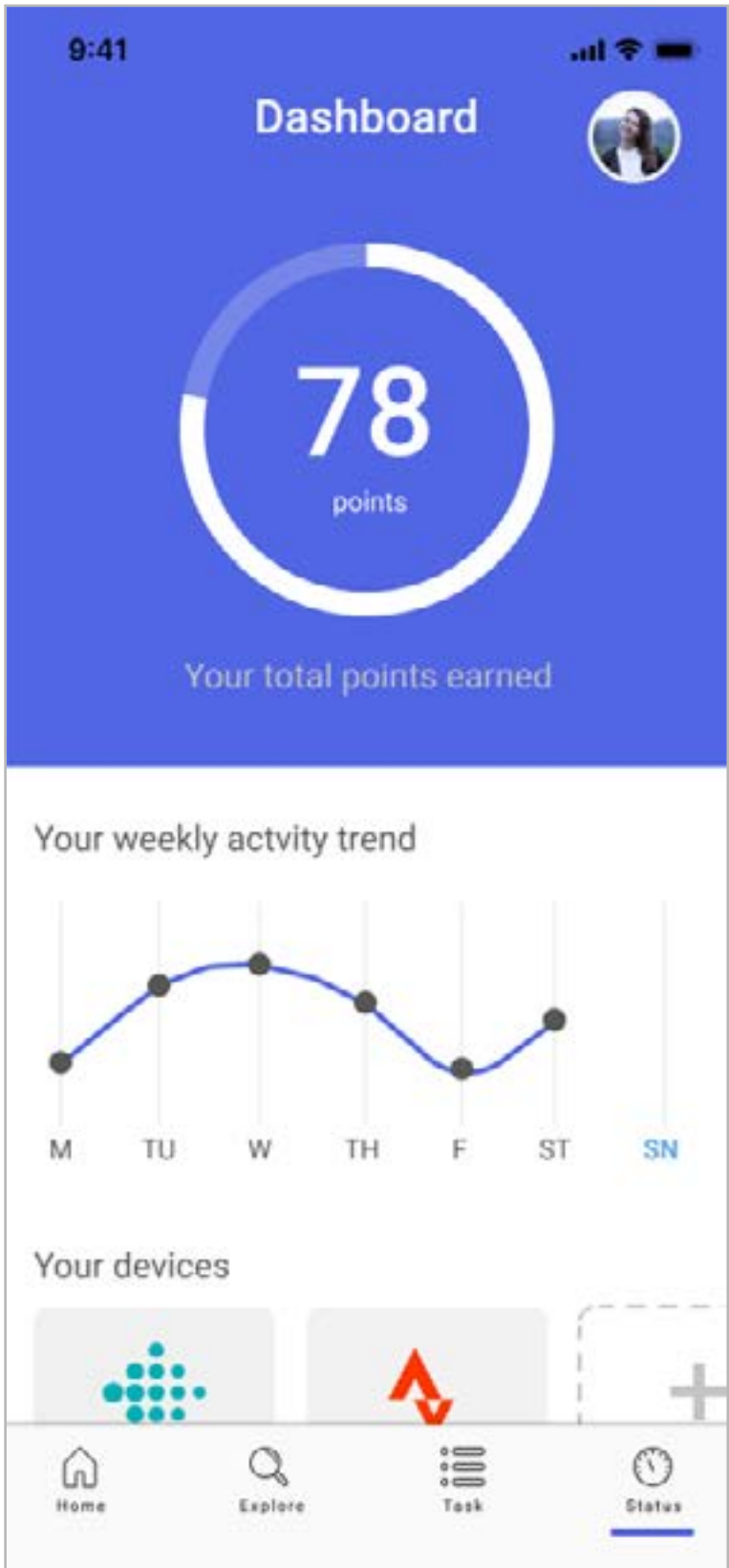
This screen shows the overall dashboard the user has been doing for the week.

This screen pops up that they are doing well their workout and completing task. Giving them positive reinforcements.
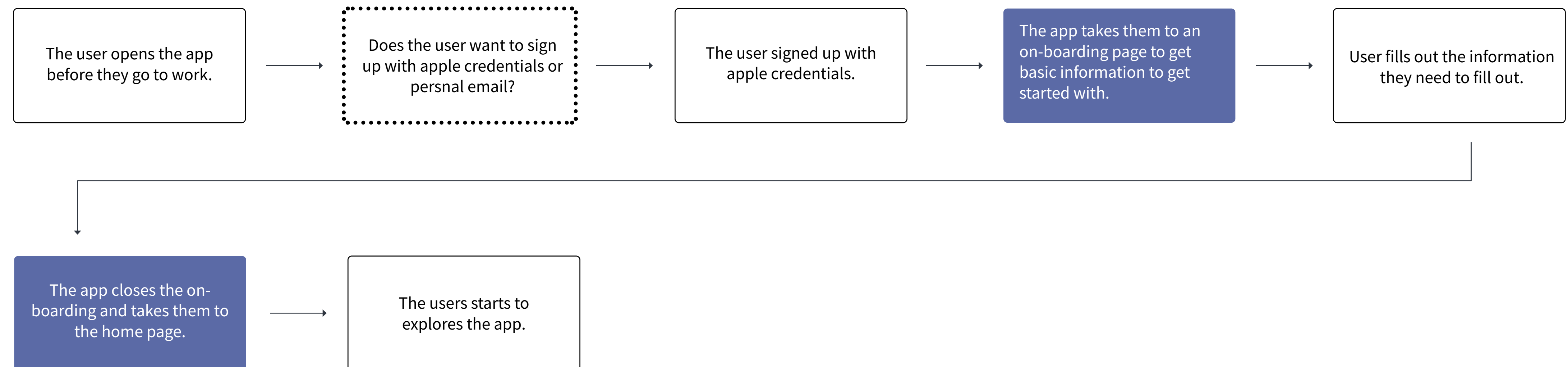
This screen shows the awards they been collecting.

Point system can help regulate their activity so they don't burn out.

User flow

On-boarding page

Before they start the workout, the app needs to know their skill level to know what workout they need.

```
┌─────────────────────┐     ┌·····················┐     ┌─────────────────────┐     ┌─────────────────────┐     ┌─────────────────────┐
│                     │     :                     :     │                     │     │ The app takes them  │     │                     │
│ The user opens the  │ ──▶ : Does the user want  : ──▶ │ The user signed up  │ ──▶ │ to an on-boarding   │ ──▶ │ User fills out the  │
│ app before they go  │     : to sign up with     :     │ with apple          │     │ page to get basic   │     │ information they    │
│ to work.            │     : apple credentials   :     │ credentials.        │     │ information to get  │     │ need to fill out.   │
│                     │     : or persnal email?   :     │                     │     │ started with.       │     │                     │
└─────────────────────┘     └·····················┘     └─────────────────────┘     └─────────────────────┘     └─────────────────────┘
```

```
┌─────────────────────┐     ┌─────────────────────┐
│ The app closes the  │     │                     │
│ on-boarding and     │ ──▶ │ The users starts to │
│ takes them to the   │     │ explores the app.   │
│ home page.          │     │                     │
└─────────────────────┘     └─────────────────────┘
```
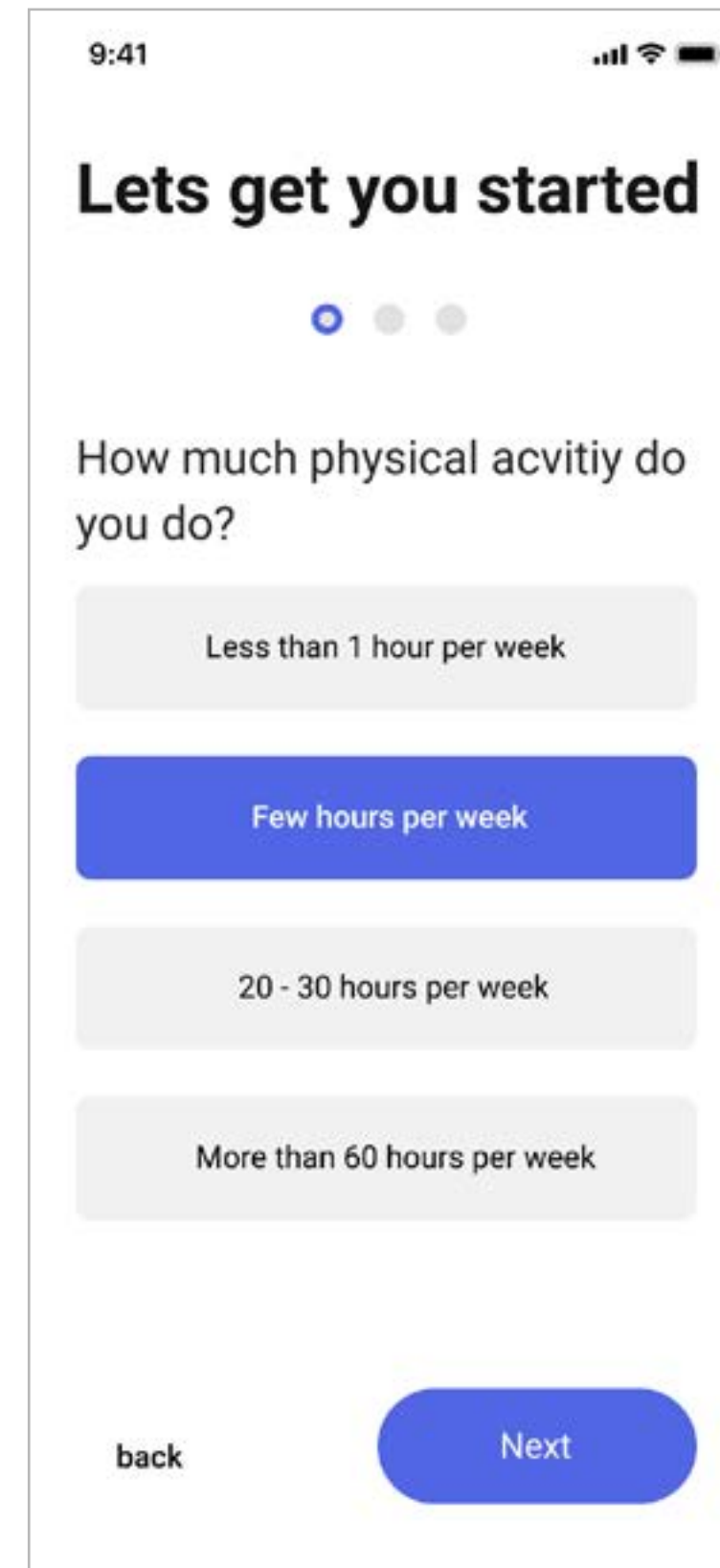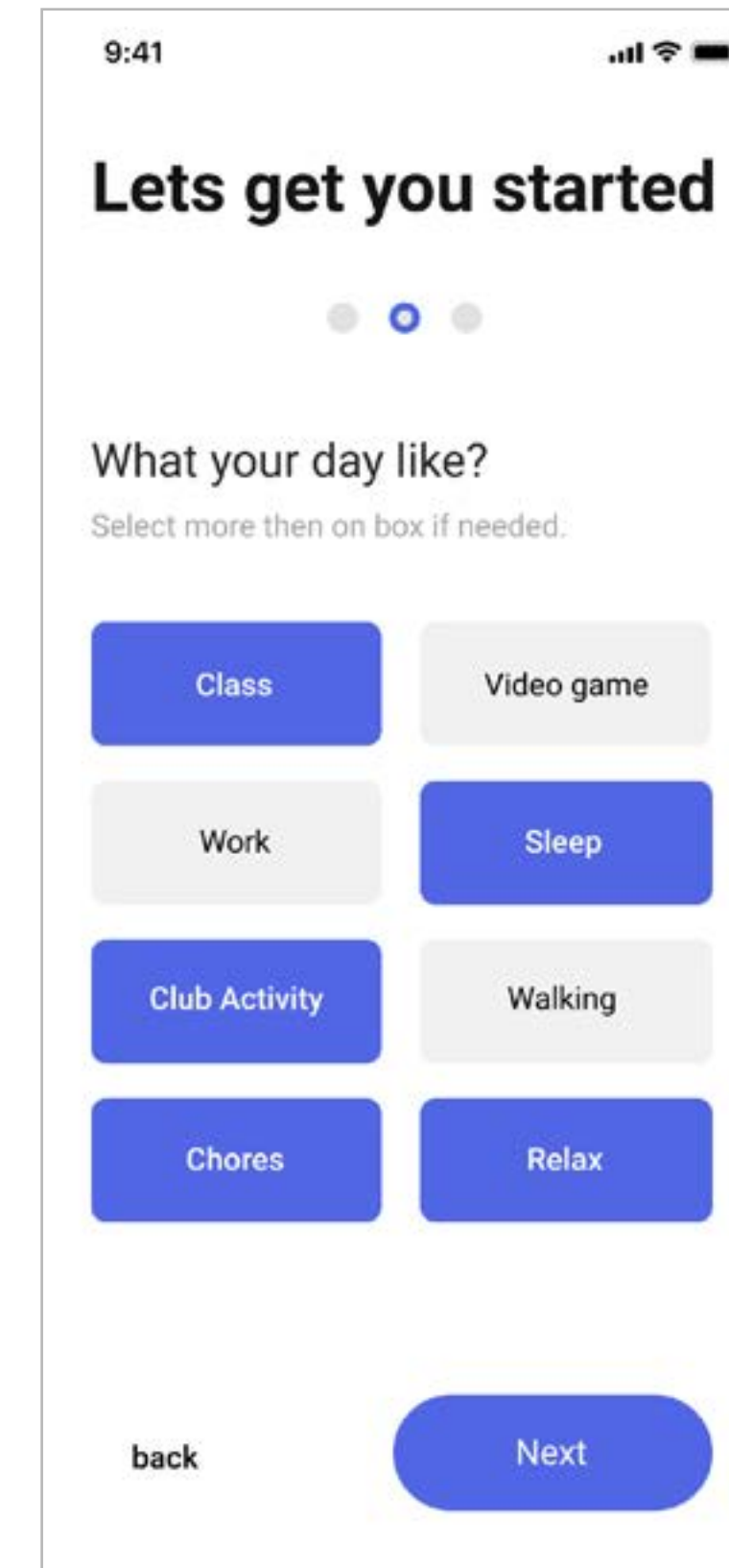
On-boarding Page

This screen shows the all of the on boarding steps.
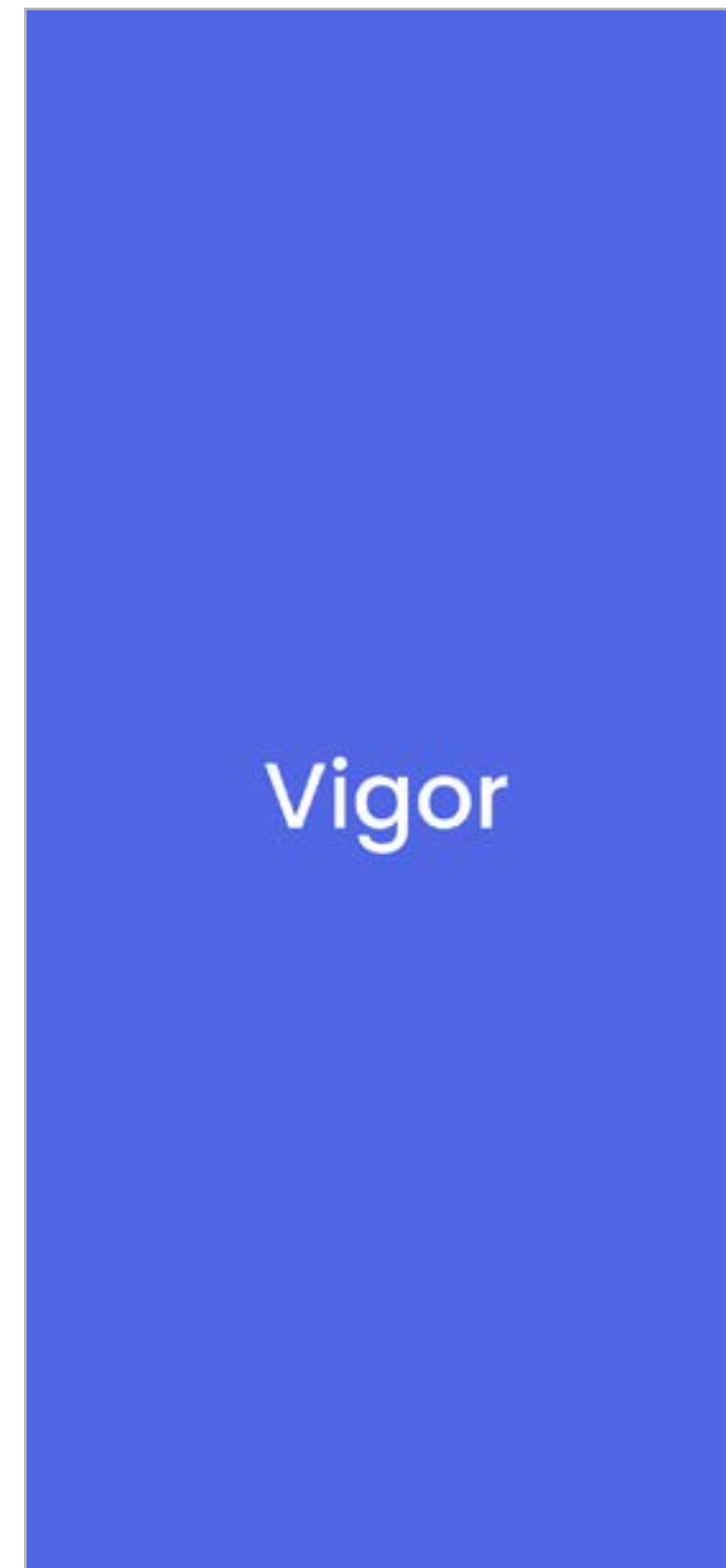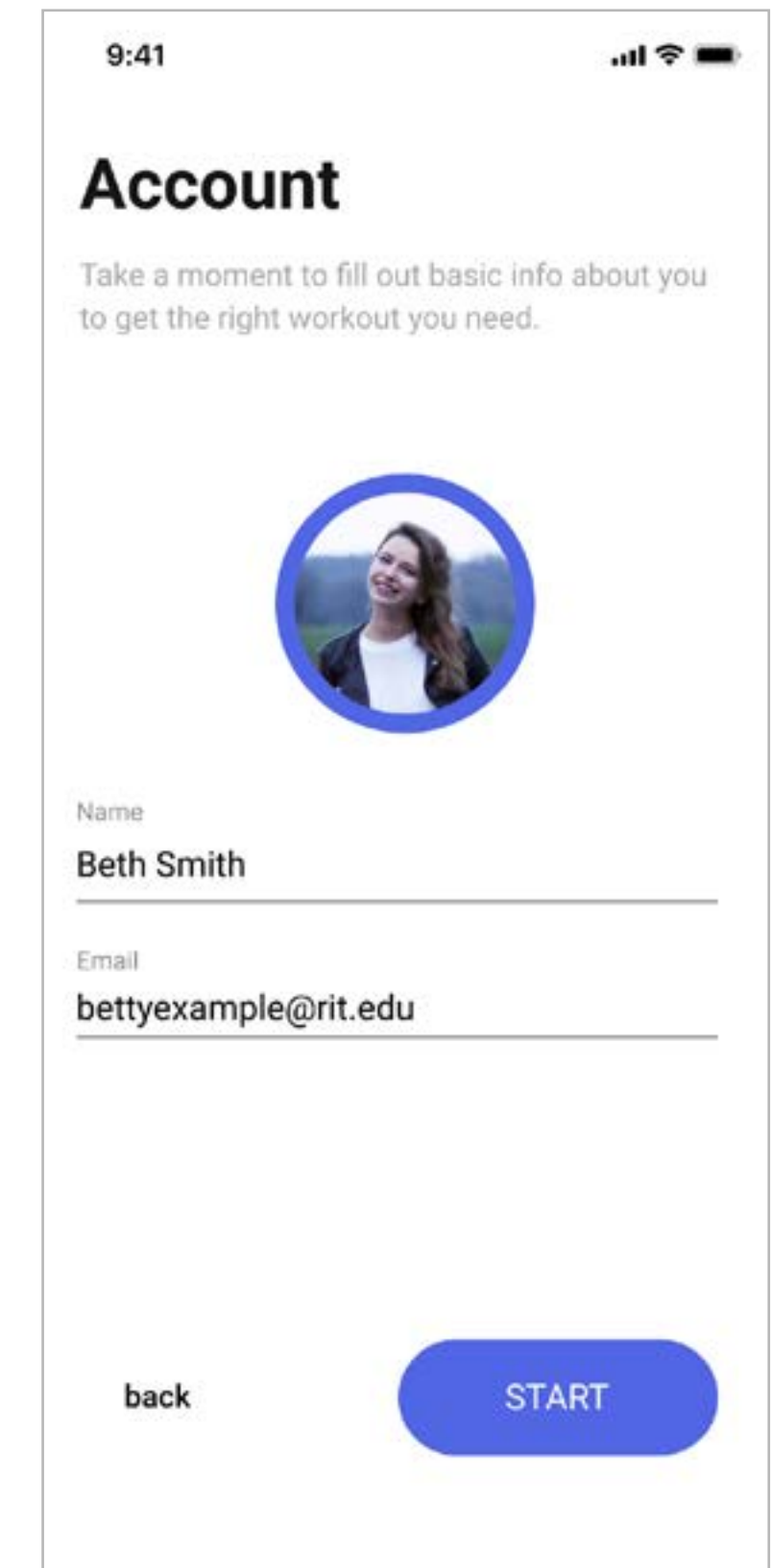

When page is not loading yet or on mobile multitasking screen.

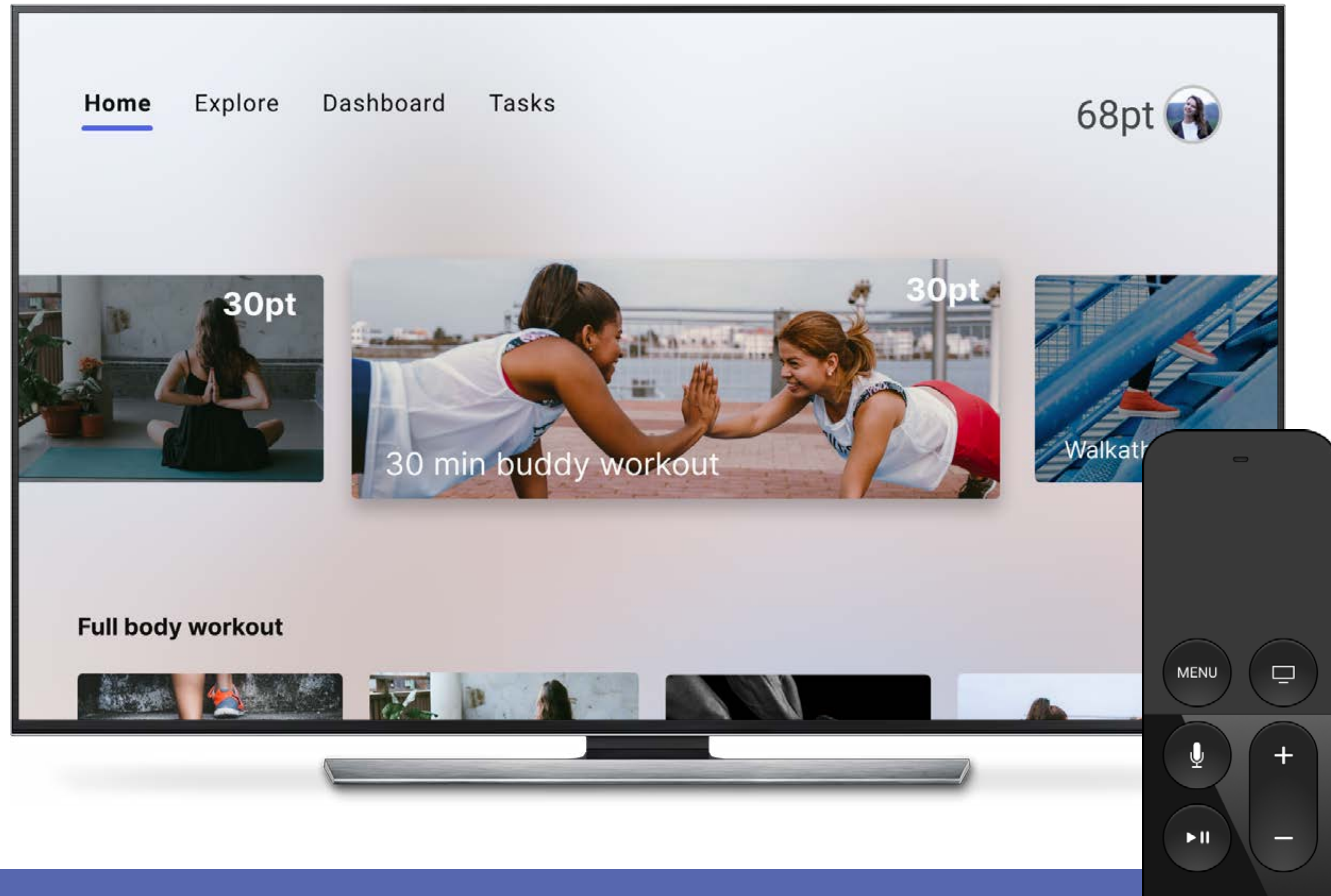Getting to know the user can help them not get discouraged with the fitness app.

Getting to know their surrounding so they can get good recommendations where they are at. Making it more accessible to work out.

Basic information can help boost user confidence about their information.
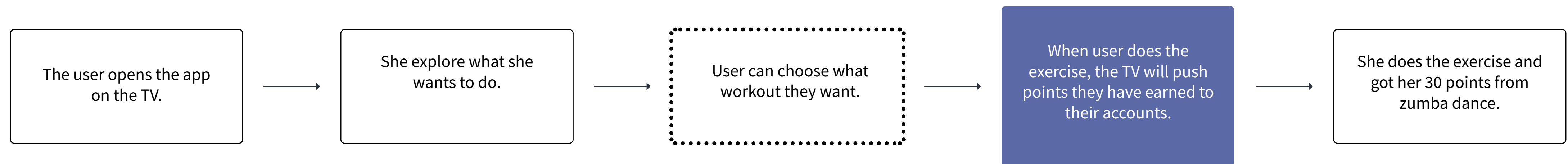
Doing things comfortably at home

Explore contents

As a user on TV at home has a lot of opportunity for user to explore and do exercise in their family room in a private space.

|				
The user opens the app on the TV.	→	She explore what she wants to do.	→	User can choose what workout they want.	→	When user does the exercise, the TV will push points they have earned to their accounts.	→	She does the exercise and got her 30 points from zumba dance.

TV App

Explore contents

As a user on TV at home has a lot of opportunity for user to explore and do exercise in their family room in a private space.
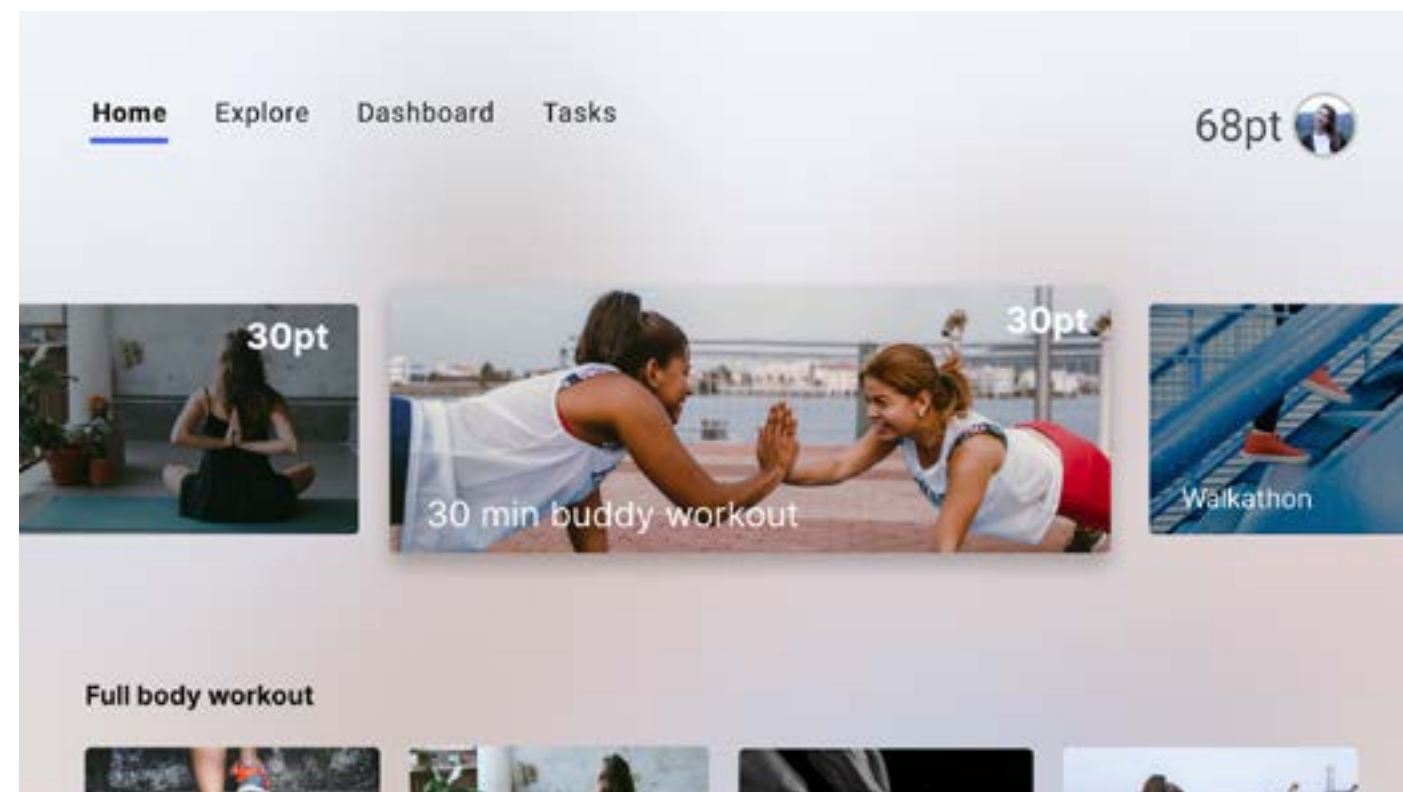
Home space environment where user can run through what best workout they wish to do. They can see their points to know what they have to help get the federal requirement
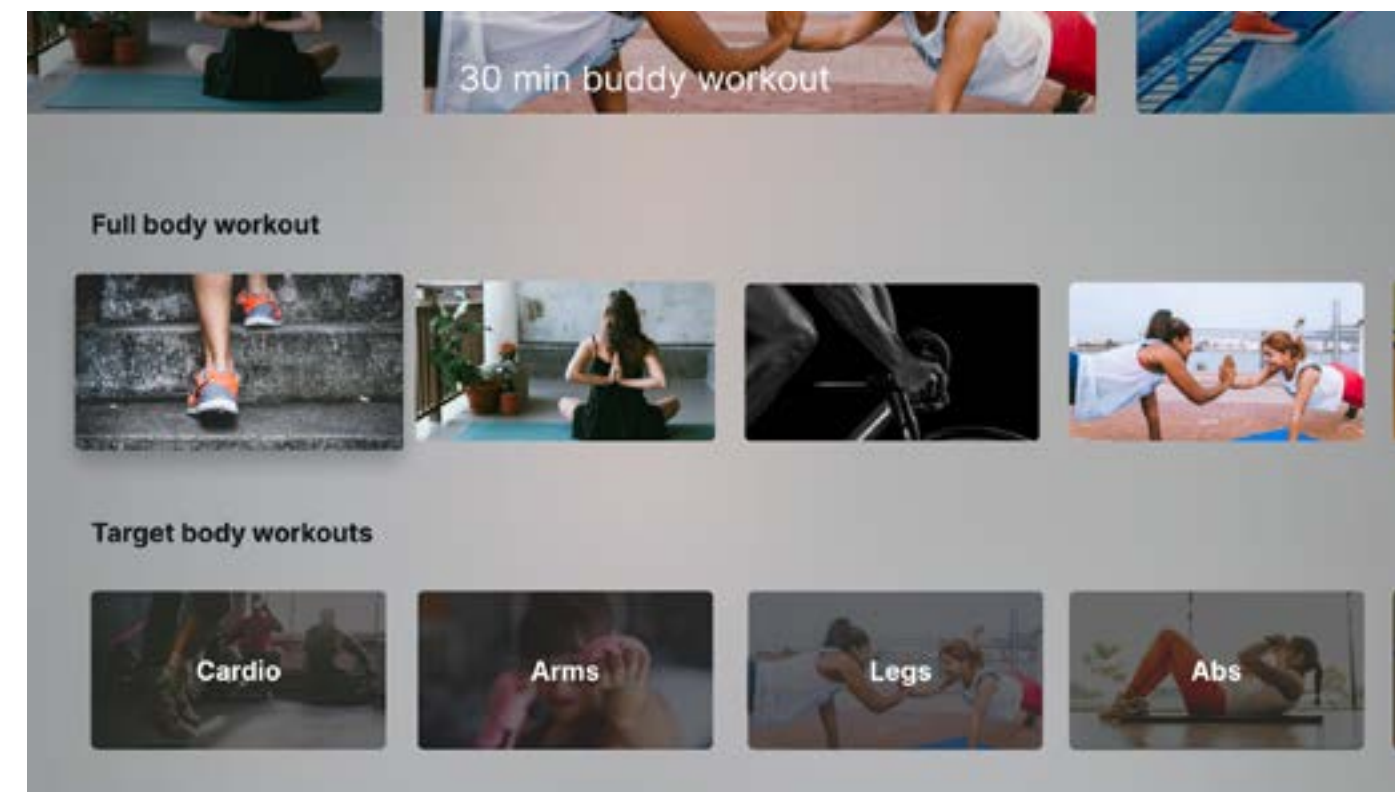
Explore specific contents to get what work out they wish to do.
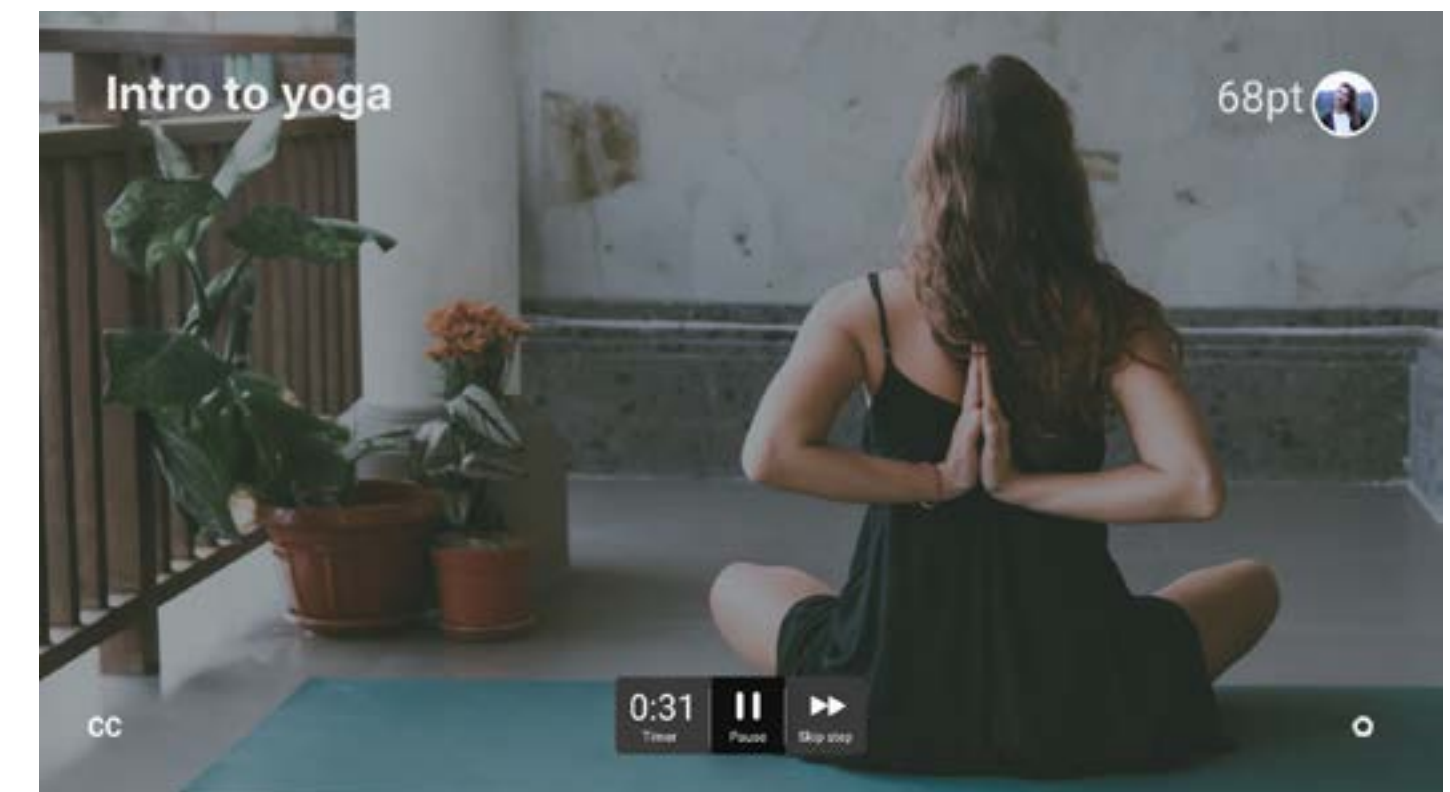
As they do the work out, they can pause to their needs or skip certain sections to do what they want to focus on.

Thank You

Appendix

Pg 45 - 46   Sources

Sources

Unsplash Images

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Inspiration photos

Zen photo green and yellow color:
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building:
https://www.architecturalrecord.com/ext/resources/Issues/2016/May/1605-Architecture-Creativity-wHY-Louisville-Speed-Art-Museum-01.jpg

Shapes pattern:
https://img.freepik.com/free-vector/stylish-hexagonal-line-pattern-background_1017-19742.jpg?size=626&ext=jpg

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"Adult Obesity Facts." Centers for Disease Control and Prevention, Centers for Disease Control and Prevention, 13 Aug. 2018, www.cdc.gov/obesity/data/adult.html.

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