1. Description

Strive is a Comprehensive health tracking system designed to help individuals improve both their physical and mental well-being. This is through scientific guidance and numerical back calculations. Many people struggle to follow diets, choose effective workouts, or make sense of the overwhelming amount of health information available online. Strive solves this problem by providing personalized data insights to help users reach their Goal of being healthier, not only on the scale, but mentally, as physical health ties and mentally with mental health. Strive's goal proposition is eliminating confusion/dysfunction and giving users straightforward, actionable steps toward better fitness.

The system's primary functionality includes the customizable Caloric intake Calculation, health recommendations (links to verified health articles and organizations), and goal setting tools that adapt to the user's progress. While Strive is built to serve a wide audience, it places special focus on athletes that must meet specific weight requirements, such as wrestlers and fighters. The MVP evaluates key features such as automated calorie suggestions, tailored goals, tracking, and personalized recommendations, ensuring that the user receives clear, practical, and verified guidance from day one.

2. User Evaluation Script

Scenario1 : User wants to find exercises they can do at home based on their results the calculator gave them
Welcome/Introduction

Task: Navigate through the website and explore the suggested exercise section

Task completion rates: complete/failed to complete
Task time: how long did the user take to complete the tasks?
Error frequency: number of errors
Error type: wrong page, misunderstanding
Observations: confusion, saying thoughts outloud,
- Question 1: How easy was it to use the resources provided on a 0-10 scale? Why?

- Question 2: What did you like most/least about the experience using the calculators?

- Question 3: How does this compare to other bmi calculator websites?

Scenario 2: The user wants to know reliable resources that can help after they use the calculator to live a healthier lifestyle.

Task: Navigate through the website and find the resources.

Task completion rates: complete/failed to complete
Task time: how long did the user take to complete the tasks?
Error frequency:
Error type: misclicked, etc.
Observations: confusion, saying thoughts outloud, etc,

-Question 1: On a scale of 0–10, how easy was it to fill in your information on the calculator section? Why or why not?

- Question 2:On a scale of 0-10, how likely are you to use this system if we publish it? Why?

- Question 3: If you could change one thing about the site to make it more useful or easier, what would it be?

3. Results Summary

- **Each group member must have one result summary**

Group member: Emory Williams
Participant Demographics:
- Participant is a 20-year-old college student
- The participant is trying to lose weight with a calorie-deficient diet

Quantitative Results:
- The participant liked that we had a BMI calculator and tracking features, but said it was too basic. Gave the website a 6 out of 10.

Qualitative Findings:
- The user said it wasn't ideal to have the measurements in cm and kg
- He liked the ideas for macro tracking and meal or workout suggestions, but felt they could be displayed on-site better

Group Member:
- Ethan Senger

Patient Demographics:
- Participant is a middle aged man
- User likes to stay active for his age

Quantitative Results:
- On a scale of 1 - 10, user gave our website a 8 on how much they liked it
- On a scale of 1 - 10, user gave us a 6 on how easy it was to use

Qualitative Findings:

- User felt that having to specify the height/weight felt redundant and got confused when calculating bmi; suggested marking units based on when the user sign ups and find out what country they are from
- Liked the target macros section but wished their was more suggestions to achieve the goal

Group member: Aron Gebrezghr
Participant Demographics:
- Participant is a 20-year-old MMA Athlete
- The participant is trying to lose weight with a calorie-deficient diet in order to meet weight standard 2 weeks out. This makes him highly relevant to our target user group, which includes athletes who must manage strict weight goals.

Quantitative Results:
- Ease of use(1-5): 4
- Likelihood of Continued Use (1-5): 4
- Clarity of Information(1-5): 4
- Helpfulness for weight cutting: 3.5

Qualitative Findings:
- Common user feedback themes
  - Liked the simplicity of entering calories and goals.
  - Felt the app removed confusion around dieting.
  - Appreciate the clear breakdown of how many calories to eat daily
- Specific quotes that illustrate key points
  - "This makes cutting way easier. I don't have to do all the math"
  - "I like how straight to the point everything is."
- Observed user behaviors and pain points
  - Spent most time on the calorie Intake features, confirming it is the core MVP value

Group member: Josselin Retiguin
Participant Demographics:
- Is an older person trying to find appropriate exercises to do at home after reviewing their bmi
- The participant is trying to live a healthier lifestyle
Task completion rates: complete
Task time: 5min
Error frequency: 1 mistake
Error type: misclicked

Objective FIndings:
- The participant liked that there were reliable resources available
Qualitative Findings:

-Question 1: On a scale of 0–10, how easy was it to fill in your information on the calculator section? Why or why not?
It was easy to navigate and I liked that there are different levels to the exercises.
- Question 2:On a scale of 0-10, how likely are you to use this system if we publish it? Why?
The participant gave a 9 on a scale of 0-10

Group Member : Abel Gebrezghr
Participant Demographic:
- A 20 year old working man trying to balance a busy daily sequence with the limited free time he has.
- Trying to fit all his health goals within a time frame
Objective findings:
- User Had only 20 minutes to consume meal plan if he had work that day
- The user worked mornings leaving him with essentially 7 hours of free time to exercise, diet, etc.
Qualitative Findings:
- Common user feedback themes
  - Liked the easy use of website
  - Enjoyed the tracking features
- Specific quotes that illustrate key points
  - "I like how easy it is to use"
  - "I like its in U.S metrics"
- Observed user behaviors and pain poi
  - Focused mainly on the bmi and weight tracking part of the website

Group member: Anna Cheatham
Participant Demographics:
- Is a Full-Time employee who enjoys eating healthy and exercising regularly.
Task completion rates: Complete
Task time: 10 min
Error frequency: 2 mistake
Error type: Misclicked, Misunderstood

Objective Findings:
- The participants enjoyed the ease of checking possible health.
- The participant enjoyed the recommended exercises, although wishes there was more.
Qualitative Findings:
  - Question 1: On a scale of 0–10, how likely are you to use this daily?
    - 7: I find myself sometimes forgetting about things like this with my busy schedule, but I'd try.
  - Question 2: On a scale of 0-10, how helpful is the health information.

- 6: There could definitely be more, but at its current state I think it is adequate for its purpose.
- Question 3: On a scale of 0-10, how likely are you to use this project in full?
  - 8: If this was developed with everything intended, I'd definitely use it often, but as it stands, it is lacking some things that were promised.

4. Analysis and Reflection

Value Proposition:
- Our system delivers most of what was promised in our value proposition.
- Through user tested feedback we have determined that the product is desired and valued by most users.

What Worked Well:
- Users like the BMI calculator as well as the macro calculator as it was easy and intuitive to use.
- Users liked the look of the website as well as how easy it was to navigate to each section

Areas for improvement:
- We could make the BMI calculator, the main part of our website, more advanced
- Specifically, maybe a future model in another class or industry setting could have a feature to put in 5ft 10 in instead of the cm measurement, and things in that realm to make the user have an even easier time with the website
- Could also have maybe split up coding tasks more efficiently, like putting someone on making the website look prettier (looks basic right now)

5. Proposed Improvements

Abel -

Top 3 Priority changes
1. Expand on more detailed nutrition and work plans for higher desiring users(athletes, really active personnel).
   - Implement more macro tracking meal plan ideas
   - Additional exercising templates
   - More detailed feedback of results and any other personal progression.(explaining what results mean)
   - Adding constantly updating tracking plans if user falls off track from original template
2. Enhancing user interface and visual designs by redesigning a less clustered, more appealing website page by
   - Implementation of visual cues
   - Adding better spacing and alignment to ensure page clustering is minimized
   - Better sectioning and colored marking of important sections

3. Adding more outside resources for users to use.
   - Having a contact line between users and more medical and health professionals for answering questions
   - Having a method of working with professional trainers
   - Having connection to meal designers

Any fundamental assumptions that need revisiting

- We as a group assumed most people would be using U.S metric system to be inputting in user data, however, this health website is supposed to be for any person which includes other metric using countries.
- We also assumed that the recommendations and feedback was enough for most people, however, more detailed personalized feedback is essential for people heavily into their health journey.

Plans for Additional Validation Activities
- Re-test users ability to work with our newly implemented metric systems
- Survey people after a newer recommendation/feedback system has been added to see if users are satisfied with the amount, and detail of feedback provided.