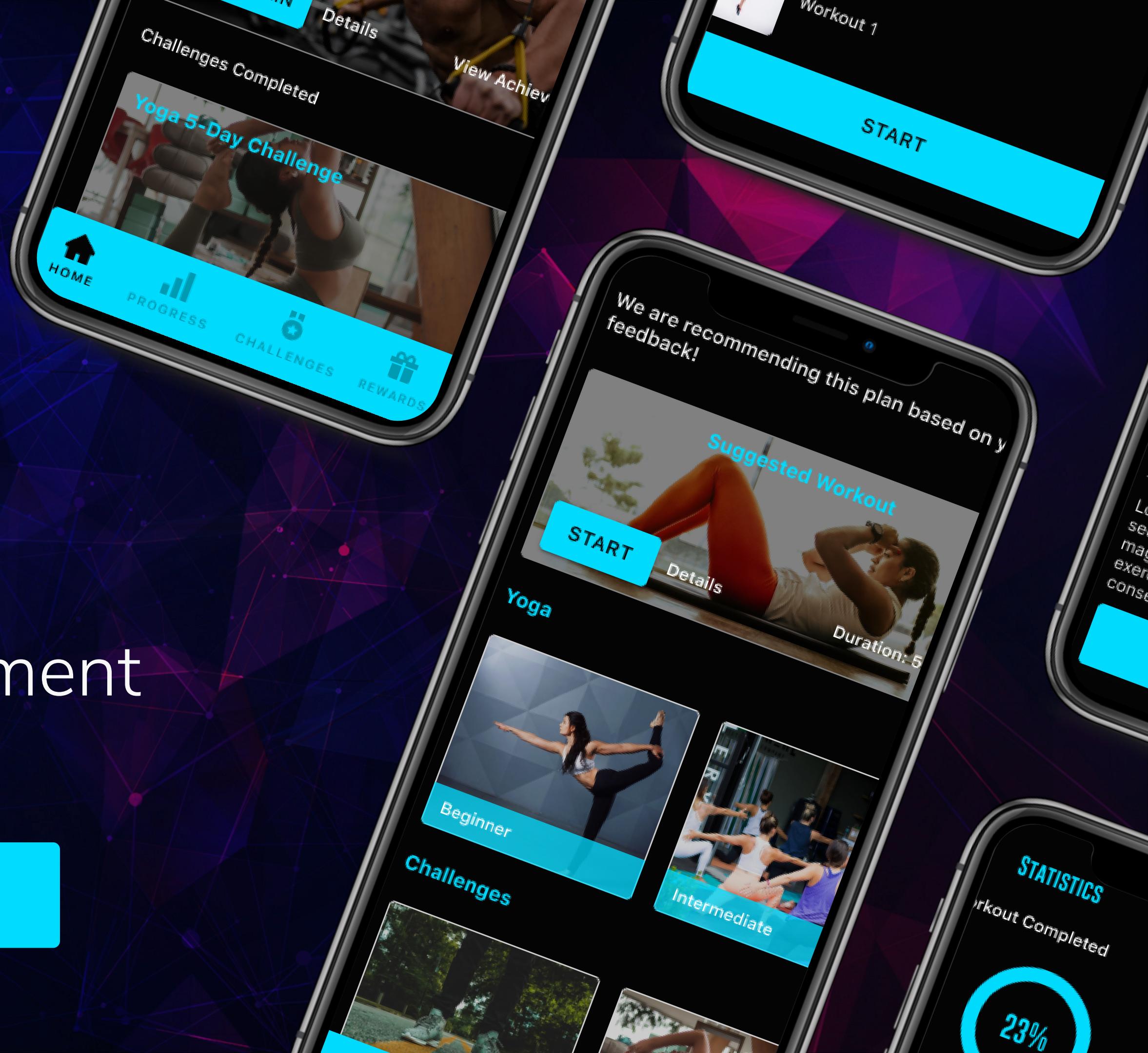


StepSetGo Assignment

By Anurag Vaishnav

UI/UX Assignment



Summary

TASK

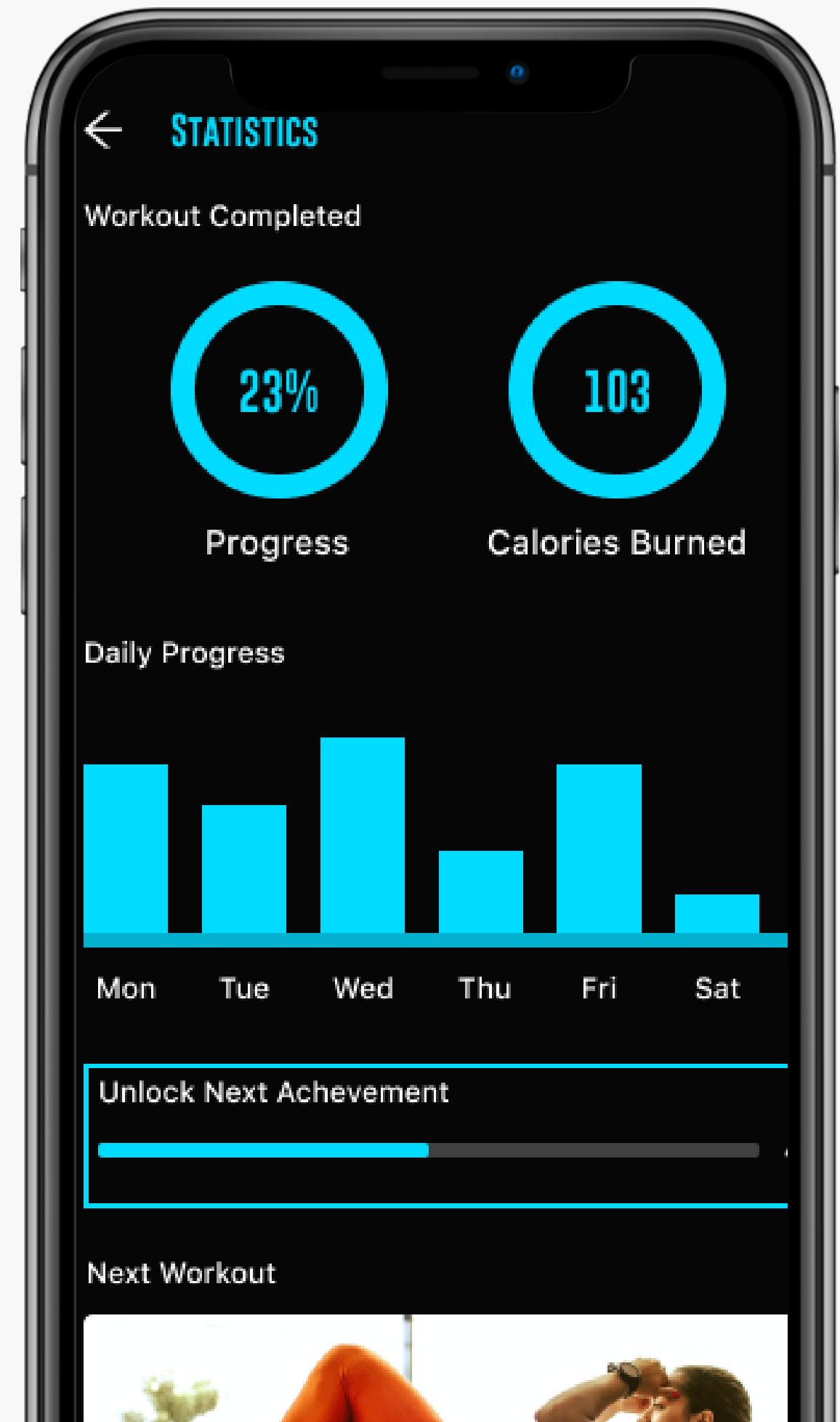
UI and UX for the New feature - Workouts

PROBLEM STATEMENT

People have to use multiple apps to track their fitness activity and do workouts. Since SSG already tracks steps, distance, and calories, We want to provide our users with a new feature where they can also use the app to improve and reach their fitness goals. As fitness goals are generally assumed as weight-loss or muscle-up, we want to break this assumption and give them space where they can access different types of workouts which helps them build their strength, improving their flexibility, maintaining a routine, and motivating them to set their own goals and accomplish them.

FEATURE HIGHLIGHTS

- Yoga
- Endurance Workouts
- Strength Building Workouts
- Dance or Zumba Workouts





Approach

I started working on this project by collecting and analyzing all the data required to create a final wireframe or prototype.

Steps taken by me for research & design for the purpose of this assignment -

- Market Research
- Competitor Analysis
- User Survey & Interviews
- User Personas
- User stories & Journey Map
- Wireframe
- Prototype

Market Research

I did some market research for fitness & health related topics. This is general research to know insights and facts related to fitness & health by doing google search & using websites like Statista, SimilarWeb, Pew Research Center etc. All the research is based in India as location.

Key Points found during Market Research -

- Android is the top mobile operating system in India which is 76.67% & iOS being 32.59%.
- Fitness apps & apps for health & diagnosing diseases are becoming more popular.
- Largest segment in Fitness & Health are Wearables, Second segment being digital fitness & nutrition apps.
- The apps segment includes fitness & nutrition apps, e.g: Calorie Counters, Nutrition Diaries & Apps for detecting / tracking / analyzing and sharing vitality & fitness achievements. Apps that focus on specific diseases (e.g: diabetes apps) are excluded.
- According to a survey by [Rakuten Insight](#), on a gym membership in India in August 2020, the majority of male & female participants cited general health & fitness as motivation for going to the gym.
- Losing weight, Improving mental health & enjoyment were some of the popular reasons chosen by both genders.
- Most fitness & health app users are in the age group 25-34 years (44%).



Competitor Analysis

For competitor Analysis, I found many apps which are in Direct or Indirect competition with StepSetGo.

Some of these apps are:

- 30 Day Fitness
- Cure.fit
- Fitness & Body
- HealthifyMe
- Home Workout
- RunKeeper
- Strava
- Adidas Training (Runtastic)

I chose two apps to analyse their strengths, weaknesses & opportunities and found some key points which are useful for our project. The two apps which I chose for analysis are:

- Strava
- Adidas Training



Strava

(#3 Top Grossing, Editor's Choice - 4.2 Ratings)

[Profile](#)

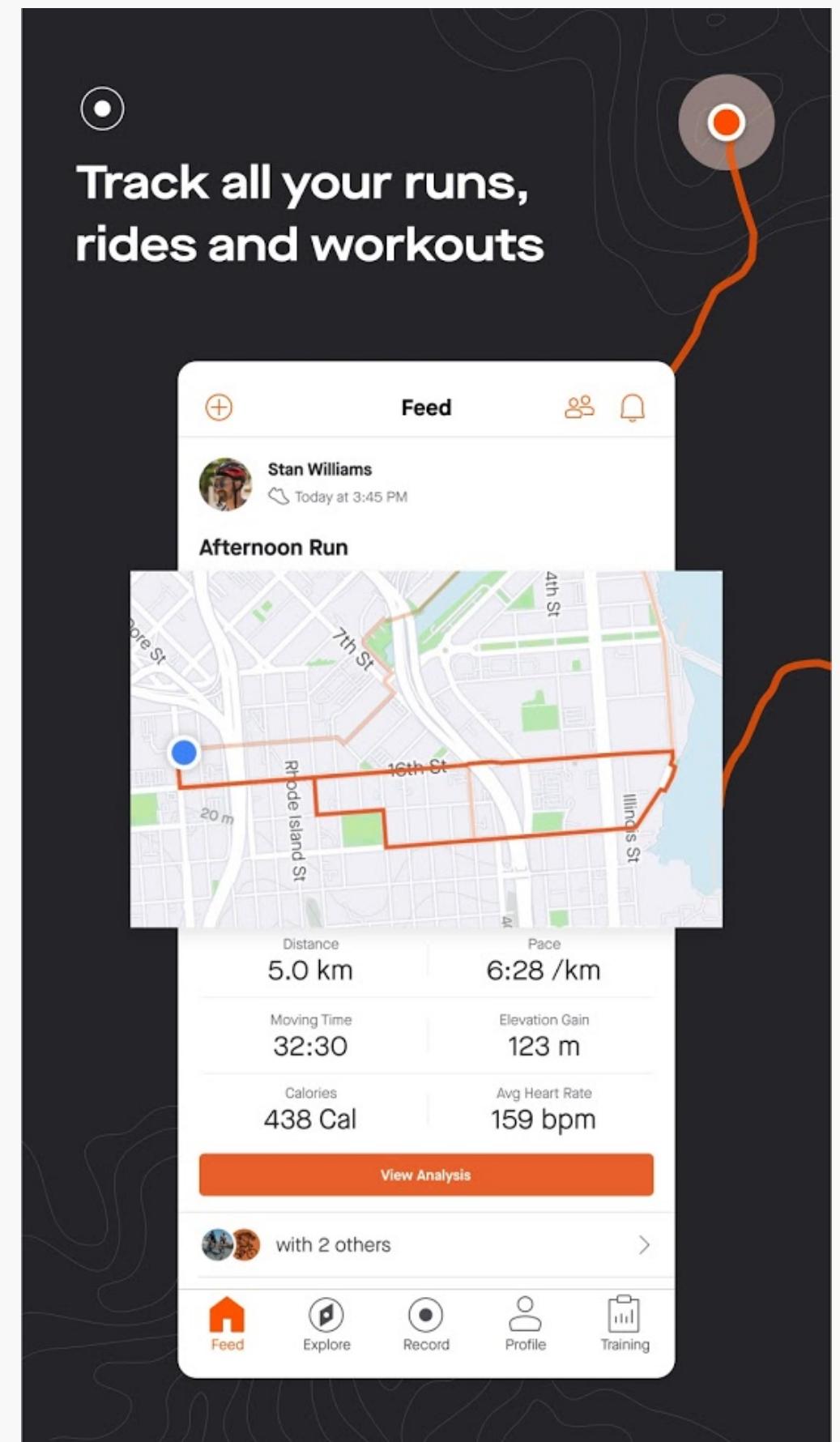
Running tracker, Cycling routes & trail map: Record activity & track distance. Track your fitness with Strava activity tracker. Record activity, map your favourite bike trail or run & analyse your training with all the stats for free!

[Overview](#)

- Record running & track distance.
- Track cycling routes, swim pace, cycle speed, elevation gained & calories burned.
- Map your route - Mix up your run, swim or ride with world's largest trail network.
- Training challenges - Monthly Challenge.
- Compete with others.
- Compare your performance.
- Record routes on your Strava feed, so friends & followers can comment & share their own fitness goals.
- Your cycling route is best? Share the route map & photos of your latest bike ride.
- Join clubs of brands, teams and friends for activities & growing communities.
- More like a social network

[Subscription Overview](#)

- Set your fitness challenge & get customisable training plans.
- Get live feedback to help you train safer & perform better.



Strength

- Notification permissions for emails - Highlights user privacy.
- Safety instructions to members, asking them to be safe - Shows caring / building trust.
- Free subscription for 1 month - Allow users to try out all premium functions and build trust with future premium members.
- Different settings for different sports.
- Best-in-class heart rate data.
- Has options for screen brightness, beacon & going live.
- Share progress real-time by going live, receive notifications, subscribers can see live-segments & performance analysis during their activity.
- Has a feed page, where you can share your activities, and users can view & interact.
- Challenges to keep users motivated and rewarded with deadlines to compete, receive badges.
- Clubs & groups create challenges with special rewards - More user activity
- Has segments on map which allow users to compete with others.
- Activity can be saved after workout or bike ride.

Weakness

- Too many steps at start, asking permissions. Etc.
- Basic UI, not appealing colors, doesn't create excitement to use the app.
- Icons for sections are not prominent and doesn't really explain what sections they are, you have to go to each section and explore.
- Doesn't have tour at start, leaving users to explore on their own and confused.
- Hard to reach navigation menu on top with thumb, spending more time & concentration, especially during bike rides and causes safety concerns.
- Navigation is not smooth, no sliding or quick navigation options (especially while doing workout).
- CTA button has small fonts & less emphasis instead of high.

UI/UX (Usability & Pain Points)

- Steps can be reduced at start and can have users explore the app faster.
- Need more appealing colors for motivation.
- Need improvement with UI and practice common standards for buttons, text size, link emphasis, etc.
- Need more relevant icons with hints to understand section and to avoid unnecessary exploring.
- Need Improved usability to make users navigate easily to reach their goals.
- Sections should be slideable for a fitness app, to avoid wasting of time, concentration & safety concerns.
- You need to reach out on top to select and navigate sections, which is hectic for a user while doing workout. Should be smooth and slideable.

Adidas Training

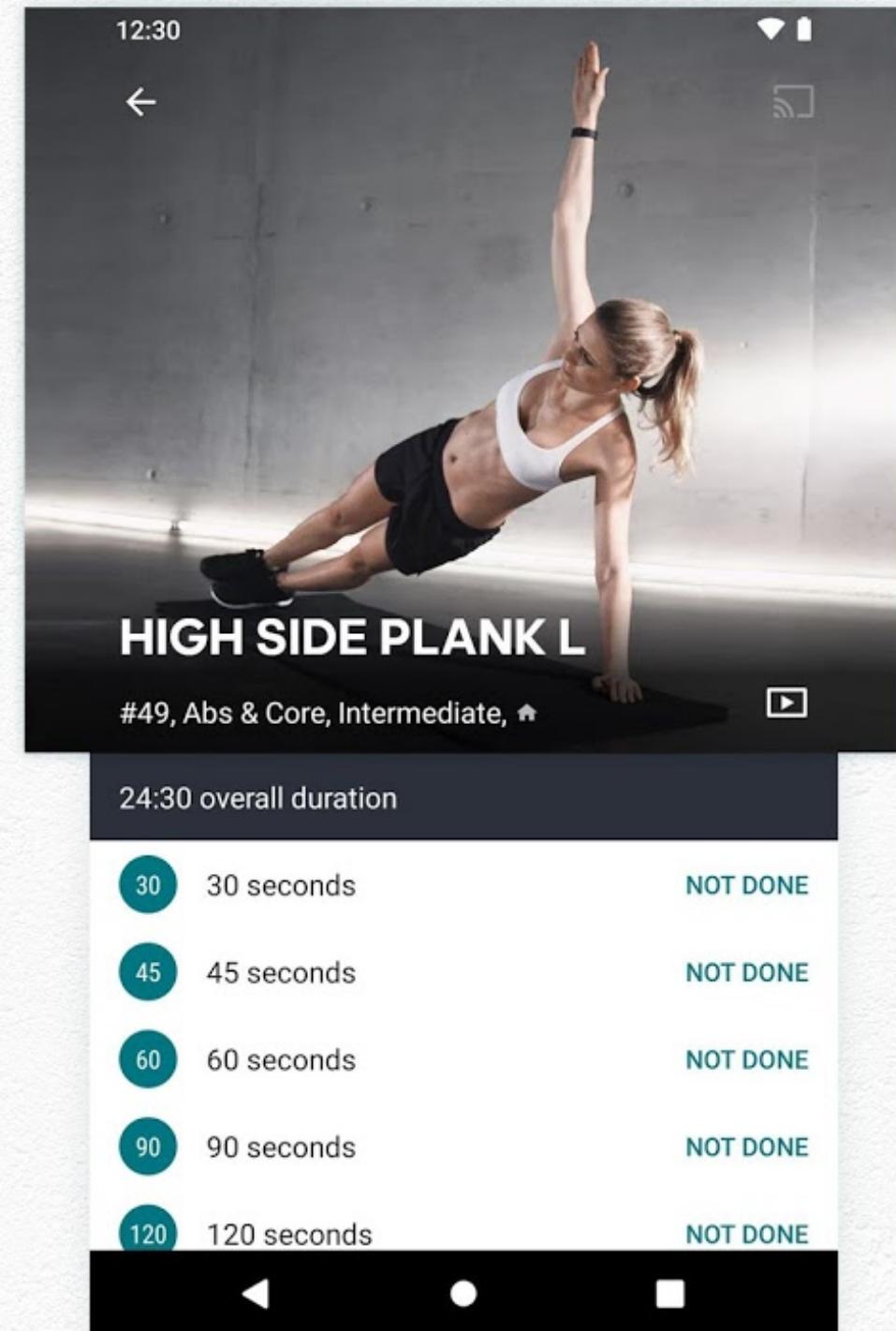
180+
EXERCISES

Profile

Cardio workout fitness, muscle building & fat burning workouts, no equipment. Starting your fitness journey has never been easier than with adidas training. With a choice of short workouts & lots of variety, you'll find a way to slide fitness into your schedule.

Overview

- Cardio workout, no equipment.
- Short workouts with progress & planner.
- Personalise your workout plan, stay motivated & celebrate your success.
- Perfect for home workouts with more than 180 exercises.
- Contains HD videos.
- Optional 5 minute warm-ups.
- Target specific area of the body or full body workout.
- Workout alongside top-class trainers & athletes with guided videos for yoga, boxing, etc.
- Build social network or a global community.
- Stay on track with plenty of features.



Strength

- Has fast auto login, asks to register first or auto login - No steps for login
- Asks for your goals first - to build muscle, lose weight, stay healthy or getting fit (overall)
- Asks for how active users are to design workouts based on their lifestyle.
- Trying to understand why user avoid working out.
- Based on feedback app suggests a workout plan which suits your lifestyle.
- The workout plan also contains reviews by users after successfully completing workout and seeing positive results.
- Single account for all adidas platforms.
- Steps (terms & condition) after getting the workout plan - Making users get an idea about the app and increasing excitement to explore.
- Workout suggestions on homepage - with recommended workout.
- Tour to understand app navigation.
- Description about each workout with bookmark options.
- Each workout available in steps, suggested videos - tracking progress for each workout or skip to any video, with duration.
- Has cast to option for casting videos on tv, etc
- Hints to explain the workout process
- Voice coach to guide throughout the workout.
- Videos can be changed quickly by sliding up.
- Asking users for feedback if workout skipped halfway.
- Guided workouts with healthy diet instructions.
- Some featured yoga inspired workouts and can create custom workouts - duration, part of body (workout creator)
- Trending workouts with workouts under 15 mins for users who have a busy schedule
- Integration with Google fit

- Recording progress in progress tab, with stats per week, month or year, with separate workout stats.
- Contains progress pics of users and their journey & changes
- Contains challenges with target duration and within particular timeframe (Date)
- Contains training plans for custom workouts - free or paid. Plans contain user reviews.

Weakness

- Basic UI no appealing colors, but looks clean.
- No slideable feature for quick navigation.
- No specific workouts for users working at home.
- Does not contain rewards or points (achievements) for completing challenges (user encouragement)
- Less emphasis on sharing workout progress with family & friends, less interactivity for motivation.
- Requires more stats option, basic stats.

UI/UX (Usability & Pain Points)

- Basic UI, No appealing colors but sleek & clean design.
- Sections does not contain quick sliding options.
- Menu on bottom makes it easy for your thumb to reach and select.
- Contains quick options (Workout Plan) at start to easily navigate users to reach their goal.
- Basic stats UI, no interesting graphs for motivations.

Key Points from Competitive Analysis

After doing competitive analysis, I was able to come up with some key points which can be added to the app as a feature or functions to improve user experience.

- Record workout stats
- Should be able to record multiple workout progress. For e.g: Yoga Stats + Zumba Stats = total/day
- Recommended daily workouts
- Daily or weekly challenges, 30-day challenge, and rewards or points.
- Compete with family or friends.
- Post your progress on feed, friends & family can comment, like or share/share on social media.
- Share your best routine & journey, let family & friends interact (accomplishment)
- Join clubs & groups / build social network
- Live chat & personal trainer - need subscription.
- Option to share live data while doing workout, with friends & family interacting - Creates excitement and maintains routine.
- Adding deadlines to complete for special rewards & points - creates motivation to complete a task or receive badges
- Navigation should be smooth & slideable and fast as it mostly used during workout & users should find it easy to use.
- More emphasis on home workout & work from home users.
- No equipment workout
- Short workouts or workouts with short duration for busy or working users.
- 5-minute warm up session for motivation.
- Custom workout options & plans.
- Fast login with less steps for setup, introduce app & workout as a first step and then take users to complete further steps for setup.

- Recommended setup for goals & plans & add recommended plan based on feedback.
- Plans could contain reviews & ratings of completing the journey (Optional)
- Tour to understand what users are recommended to do to reach their goals.
- Bookmarking favourite workout plan.
- Workout available in steps - Progress path, with duration for each workout or overall.
- Cast option to cast videos on TV
- Voice coach to guide through whole workout progress
- Videos or workouts can be slided for quick access & progress
- User feedback if skipped
- Guided workout with healthy diet instructions (optional)
- Integration with google fit.

User Survey & Interviews

I did surveys & interviewed 5 participants who use various fitness apps, including StepSetGo, to know all the pain points and challenges they face and finding opportunities for us to improve and what new features can be added.

Based on this, I was able to collect quantitative & qualitative data to create user personas and scenarios

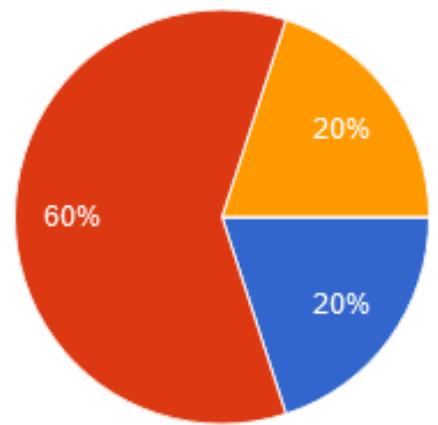
Quantitative Data Questions - Survey

- How active are you?
- What are your goals for being fit or healthy?
- How do you get information for diet & nutrition?
- Have you hired a trainer or personal coach before?
- What are your reasons for avoiding workout or missing workout routines?
- What do you prefer to keep track of your fitness, health parameters?
- What are your top 2-3 favourite fitness-related apps?
- Which payment method do you prefer the most?

User Survey Results

How active are you?

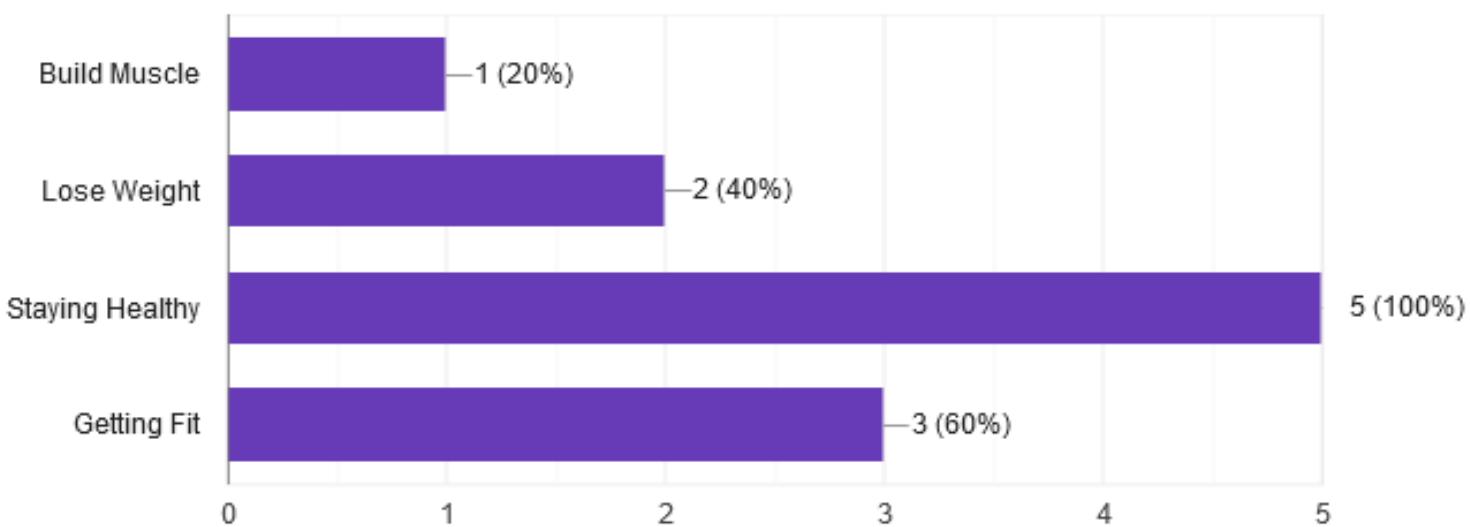
5 responses



- Not Active (Almost no exercise)
- Slightly Active (Upto 2 hrs physical activity or exercise per week)
- Active (Upto 4 hrs physical activity or exercise per week)
- Very Active (Intense workout or physical activities per week)

What are your goals for being fit or healthy?

5 responses



How do you get information for diet & nutrition?

5 responses

YouTube and some articles

I'm a doctor so I know some by my own. But I follow n read alot of articles on food n nutrition.

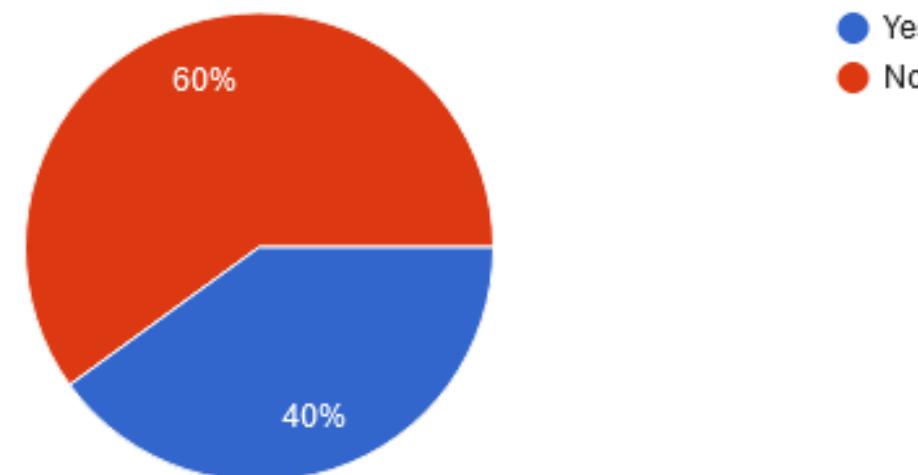
Through various articles on the Internet

Online

Youtube videos, blogs.

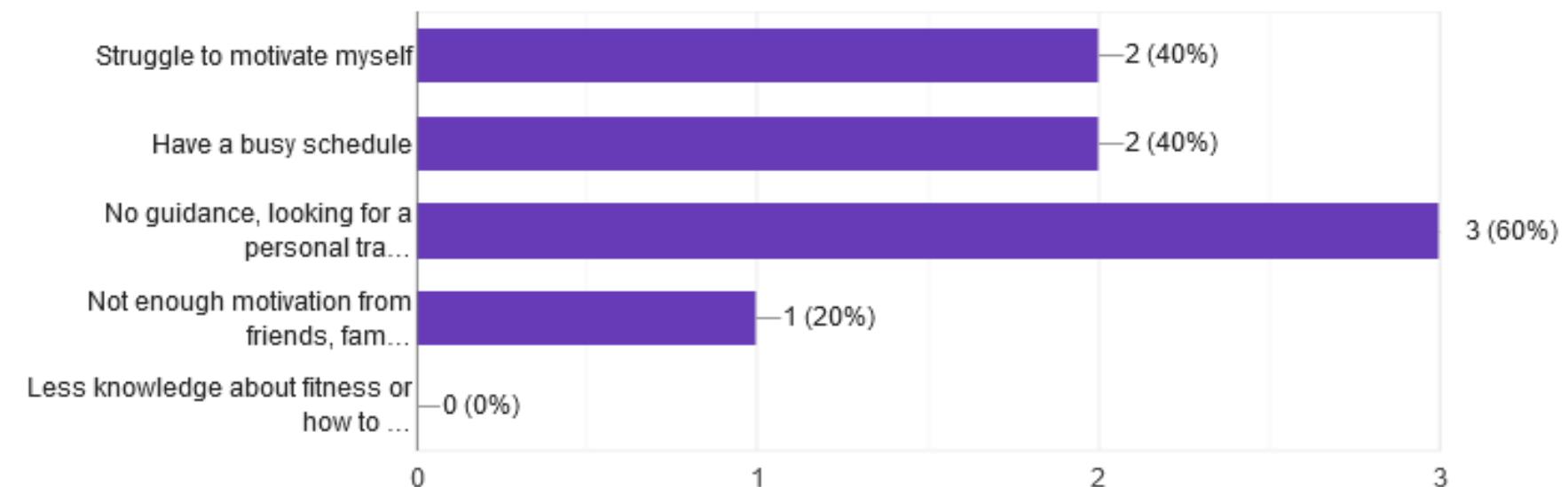
Have you hired a trainer or personal coach before?

5 responses



What are your reasons for avoiding workout or missing workout routines?

5 responses



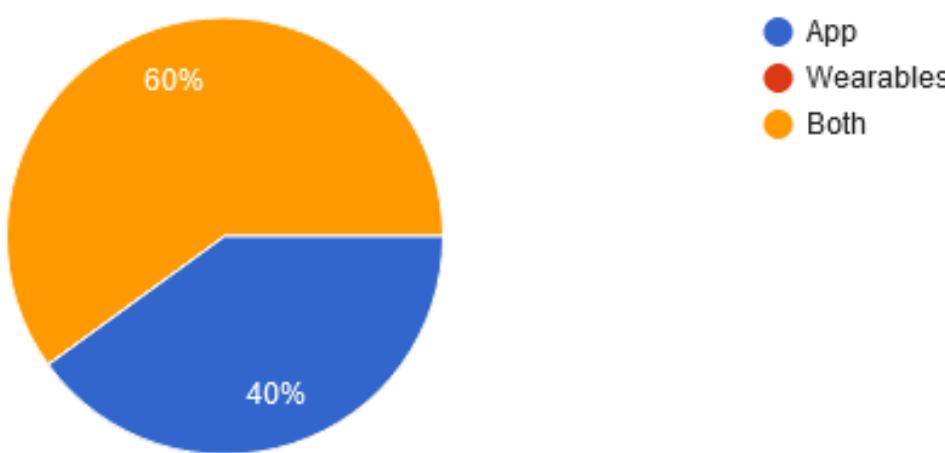
What are your top 2-3 favourite fitness-related apps?

5 responses

Strava, Cure fit
Step set go
Strava
My fitness pal
Healthify Me
Google Fit, Strava
Healthify
Myfitnesspal, Google fit, Stepsetgo

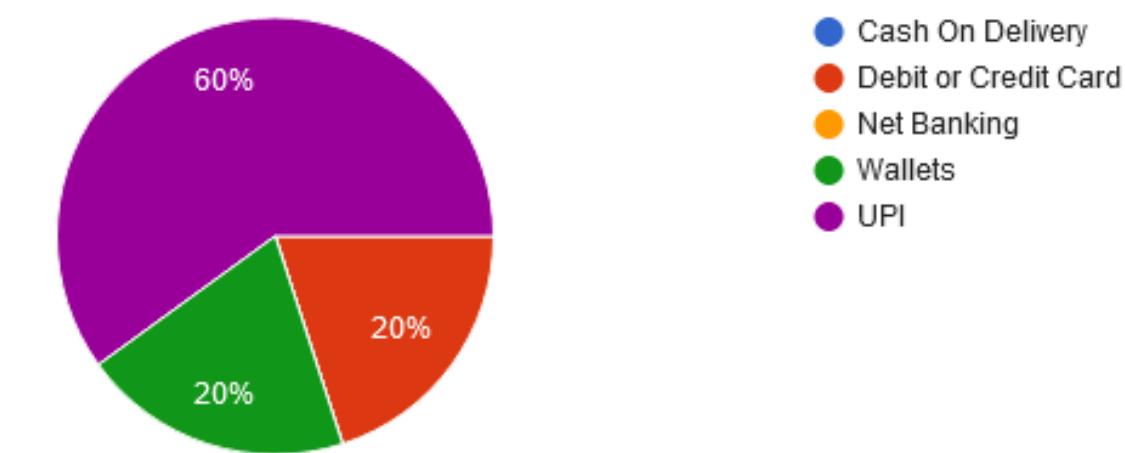
What do you prefer to keep track of your fitness, health parameters?

5 responses



Which payment method do you prefer the most?

5 responses



User Interviews

To further understand user goals & frustrations, I interviewed these participants to get more detailed answers and collect qualitative data and to create personas.

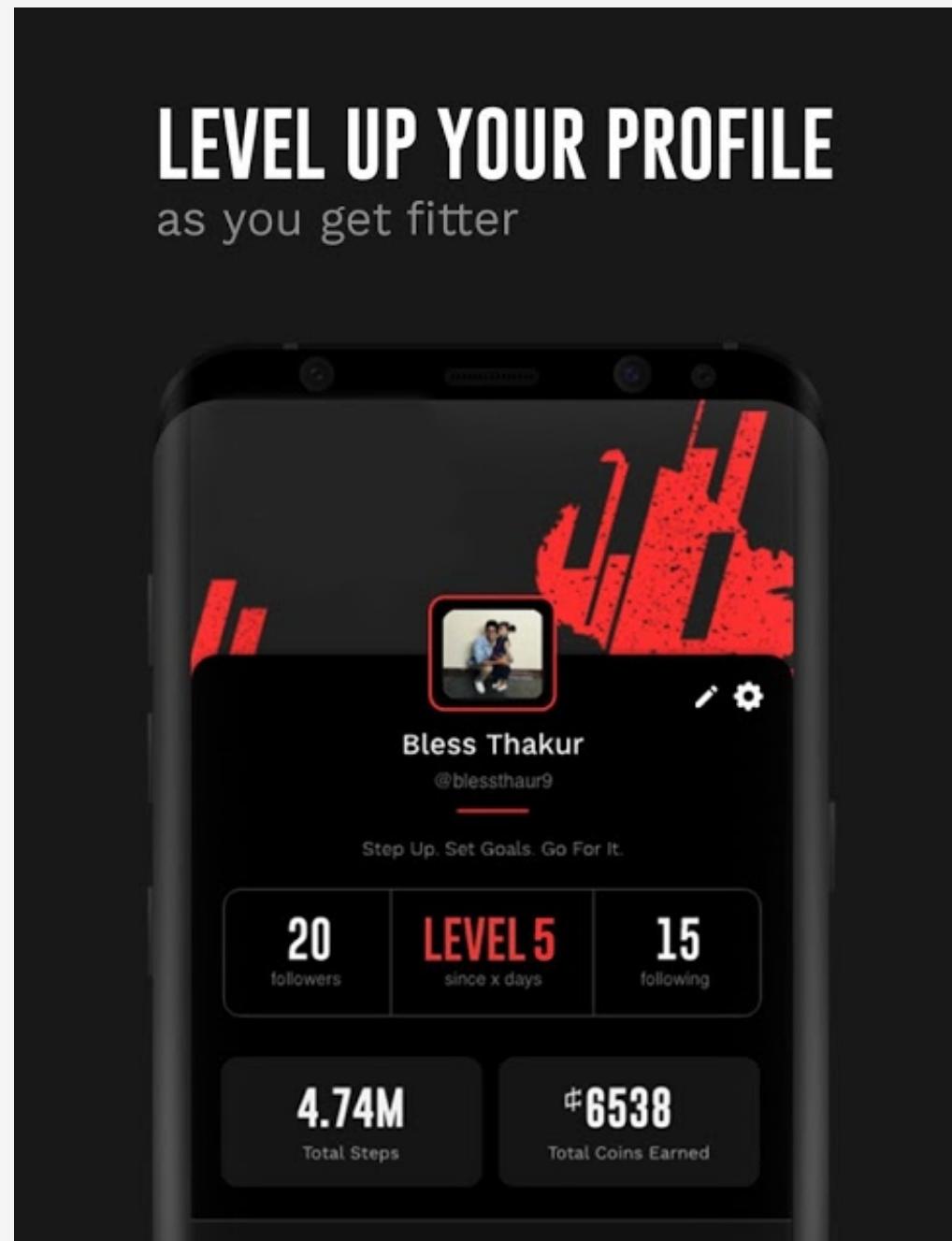


Qualitative Data Questions

- Describe your common daily or workout activities, what your average day looks like or what common activities you are doing every day?
- What are your goals for life? What motivates you?
- What problems do you face while doing any fitness-related activities or staying healthy & fit?
- How & what ways are you using to keep a track of your fitness or health routine?
- What are you looking for in a fitness app?
- Which feature you find most annoying in fitness-related apps?
- How you think a fitness app should plan your workout?
- What difficulties do you face while doing workout using a app?
- What parameters you like most to keep track of? E.g Heart-rate, Calories, etc
- What ways do you recommend to make a fitness app more interesting or motivating?

StepSetGo Survey

I also asked questions related to the app "StepSetGo" to know what do they know about the app, what they feel and what they like to see.



StepSetGo Interview Questions

- Have you ever used a app called “StepSetGo”?
- How often do you use it?
- Reasons behind uninstalling the app?
- What did you like about the app?
- What features do you think should be included or wish it had?
- What features do you find annoying in the app?
- Do you think data shown in the app is accurate?
- Any problems you faced while installing or using the app?
- Any other suggestions for the app?

User Personas

Based on all the collected data, I was able to create two user personas for reference in the design process

PROJECT: Fitness App PERSONA: Ankita Patel

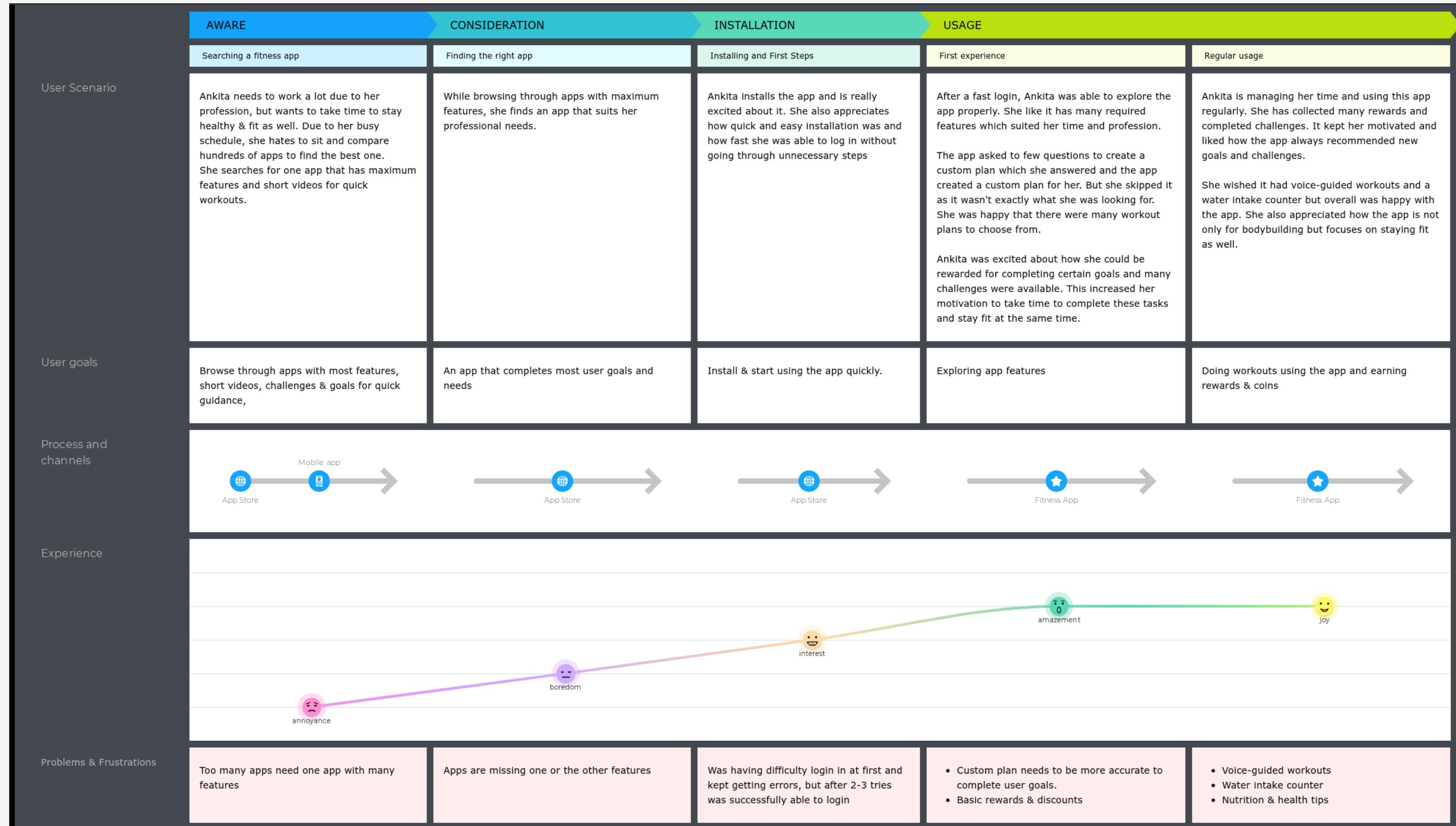
NAME	
Ankita Patel	
Demographic	
<input checked="" type="radio"/> Female	31 years
<input type="radio"/> India	
Single	
Doctor	
Short Bio	
I'm a doctor by profession. I know the value of being fit. I am a fitness lover and being healthy is my all time aim.	
Daily Activities	
I go to a fitness studio 5 times a week and do cardio as well as weight training. I have quite an active daily routine.	
Quote	
“Change the world by being yourself – Amy Poehler”	
Favourite Apps	
 STRAVA	
 Google Fit	
Goals/Needs	
<ul style="list-style-type: none">Workout videos needs to be short & quickApp should track my steps and calories accuratelyNeed voice guided videosGood user interface with walkthroughs for featuresRewards or badges for completing a challenge or goal	
Frustrations	
<ul style="list-style-type: none">Not able to find time to workout due to busy scheduleApps not tracking my steps & calories accuratelyDifficult to watch videos and workout at the same timeToo many features causing confusionNo water intake trackerNo Rewards for completing goals	
Social Channels	
  	
Payment Methods	
 	

PROJECT: Fitness App PERSONA: Ajay Das

NAME	
Ajay Das	
Demographic	
<input checked="" type="radio"/> Male	28 years
<input type="radio"/> India	
Single	
Banker	
Short Bio	
I am a banker by profession. I love food and traveling. I also like spending my free time watching web series & movies on various streaming platforms.	
Daily Activities	
I dont do any workouts but I like going on long walks. I often spend time binge watching tv shows.	
Quote	
“Believe In Yourself”	
Favourite Apps	
 STRAVA	
 HealthifyMe	
Goals/Needs	
<ul style="list-style-type: none">Single app with maximum featuresSimple walkthrough for featuresAppealing designLess or no adsDiet & nutrition information for each workout planRewards for completing goalsLess premium content	
Frustrations	
<ul style="list-style-type: none">Too many fitness appsConfusing featuresLack of time to workoutBasic user interfaceToo many adsNo diet or nutrition informationNo rewards for completing goalsHigh price for subscriptionsLess free content	
Social Channels	
  	
Payment Methods	
 	

User Scenario & Journey Map

Based on all the collected data & user persona, created a scenario & user journey map

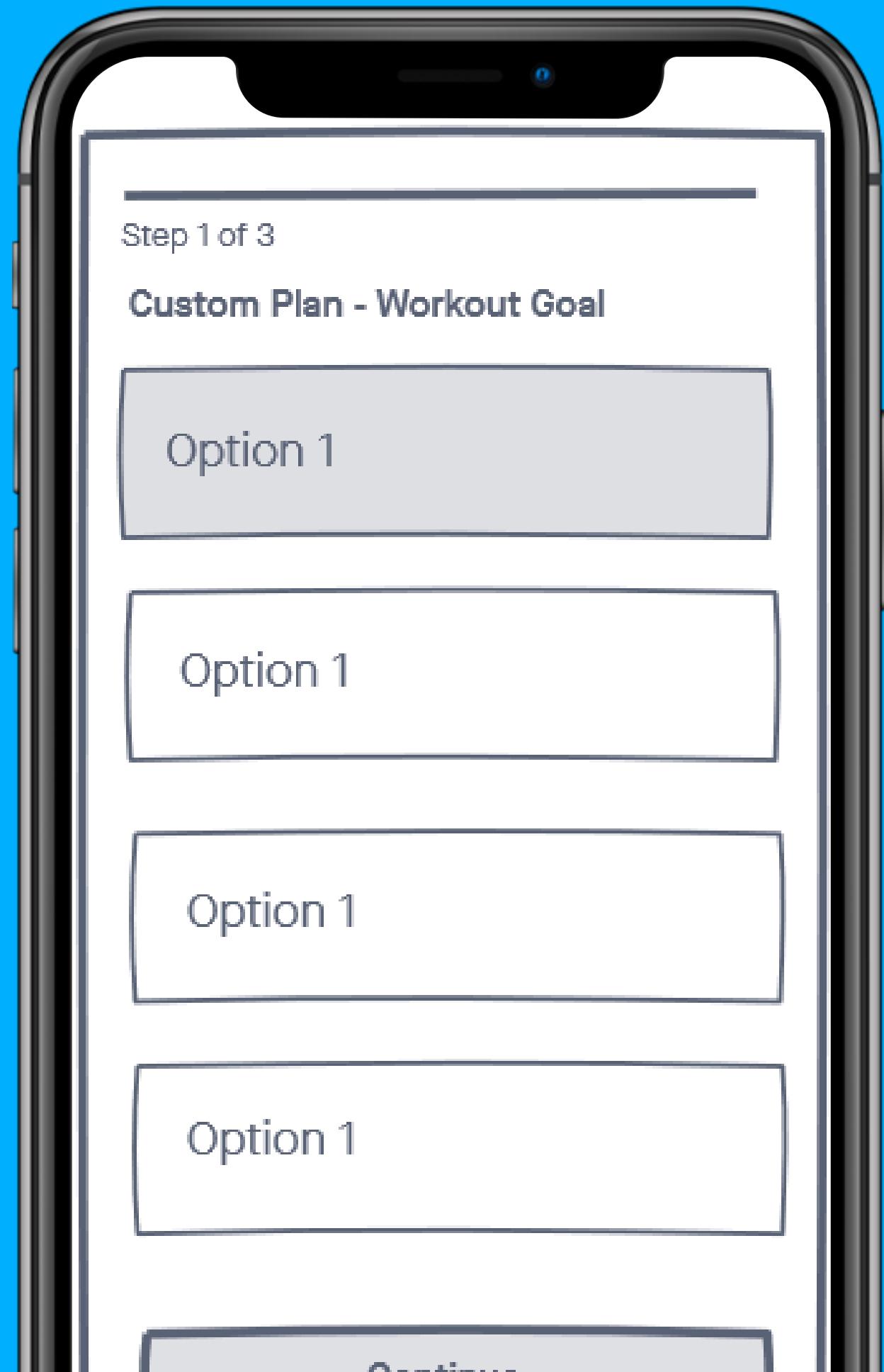


WIREFRAME

Based on all collected data, I proceeded with building a wireframe for the app. Adding some of the features based on key points from research.

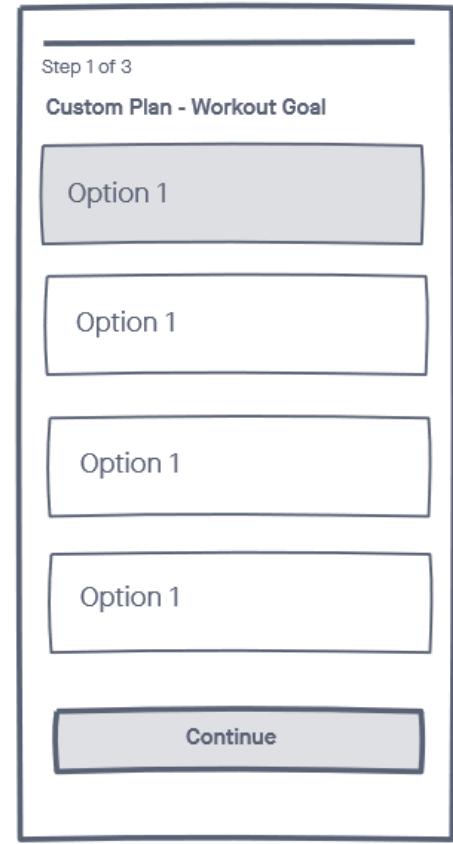
[See live preview of the wireframe -](#)

<https://freehand.invisionapp.com/freehand/document/NmQA9uBeE>

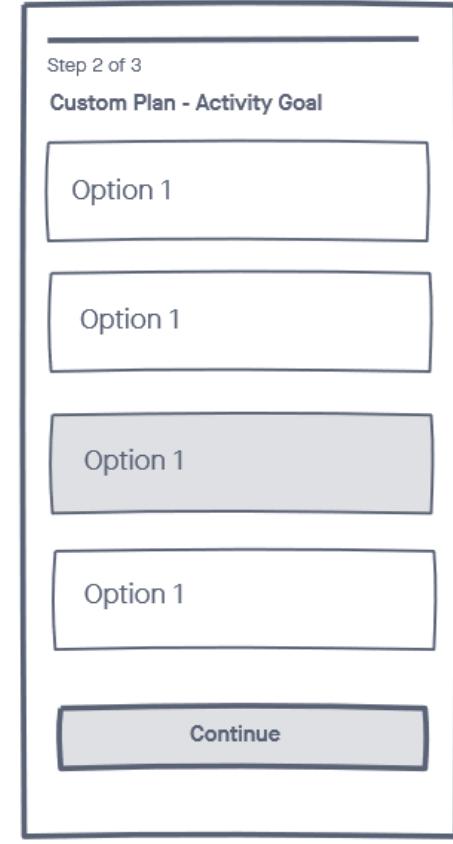


See live preview of the wireframe -

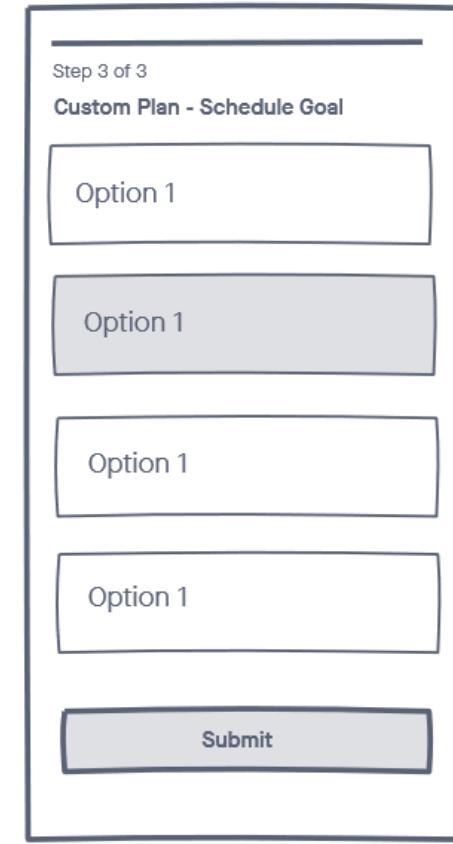
<https://freehand.invisionapp.com/freehand/document/NmQA9uBeE>



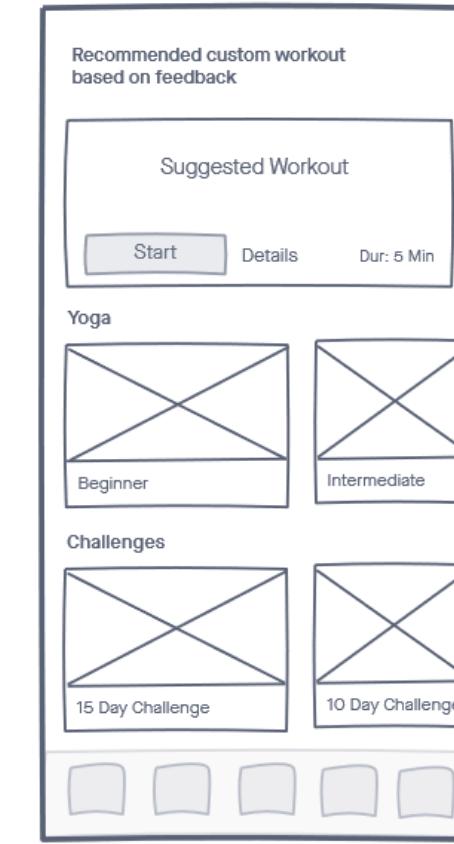
Custom Plan - Step 1



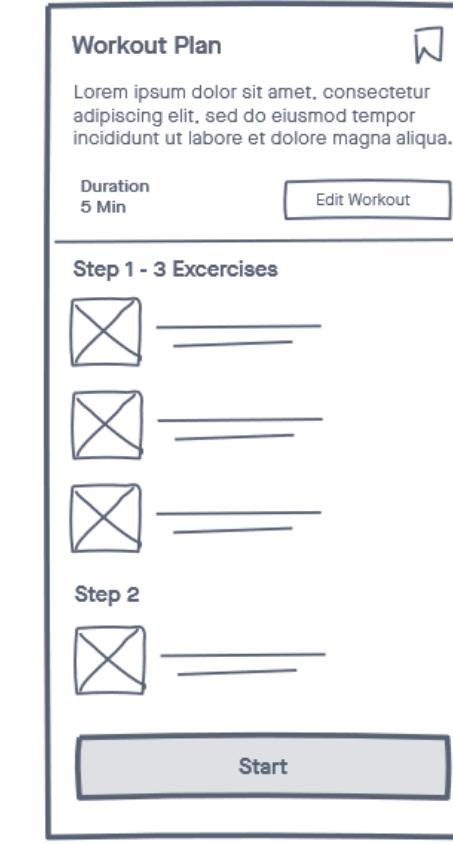
Custom Plan - Step 2



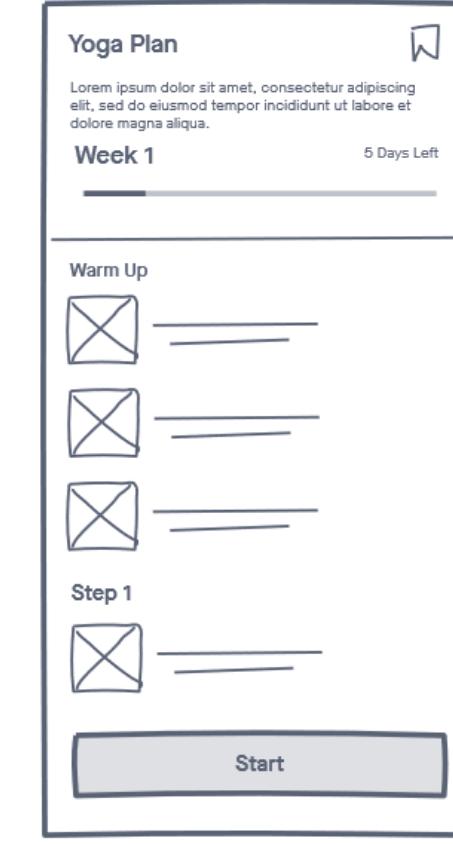
Custom Plan - Step 3



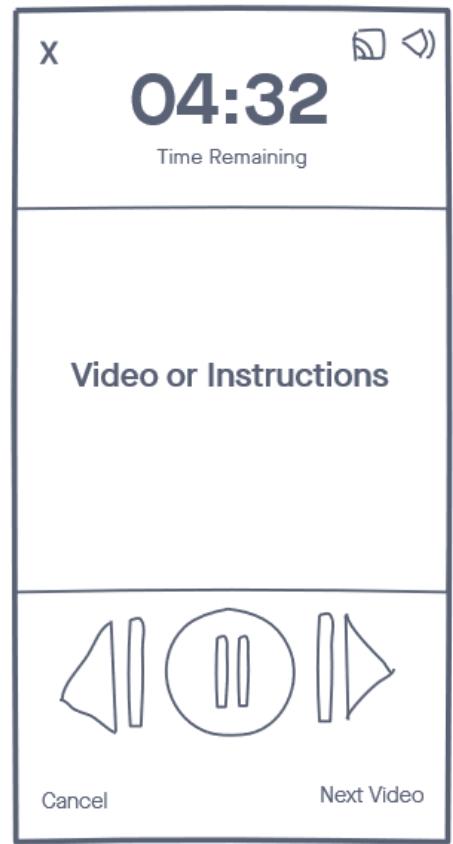
Home



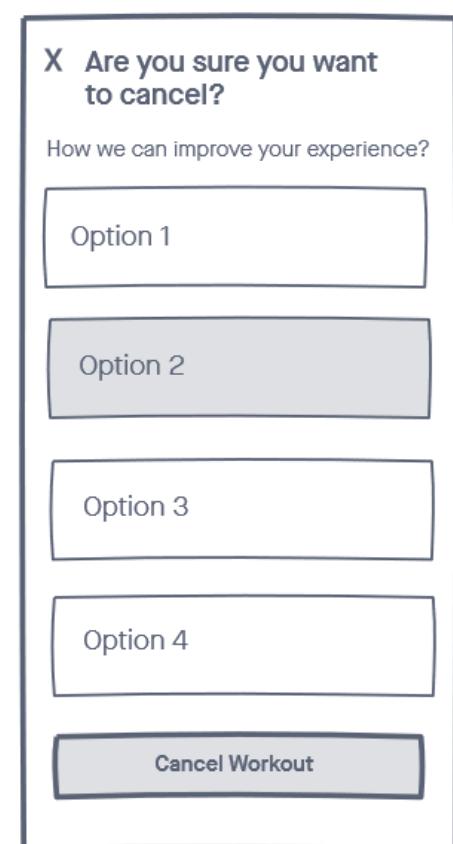
Workout Plan Screen



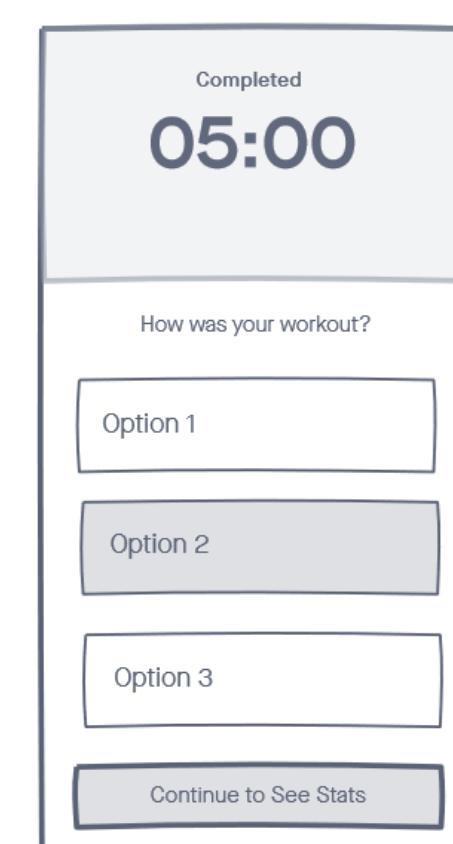
Yoga Plan Screen



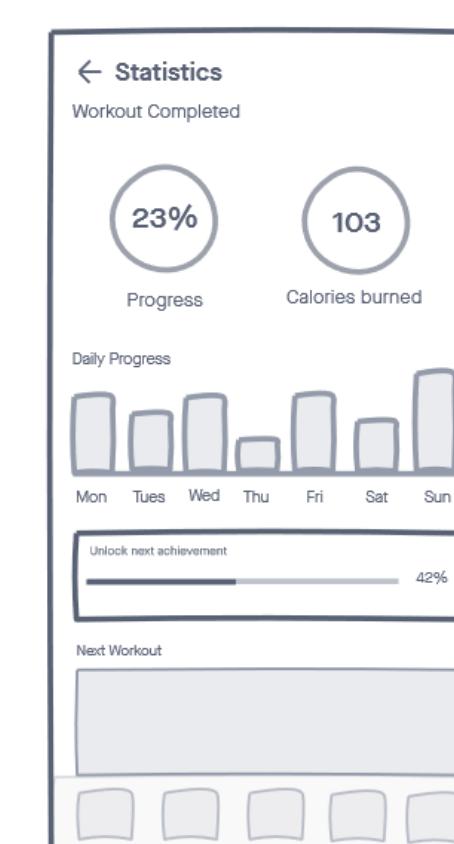
Workout Screen



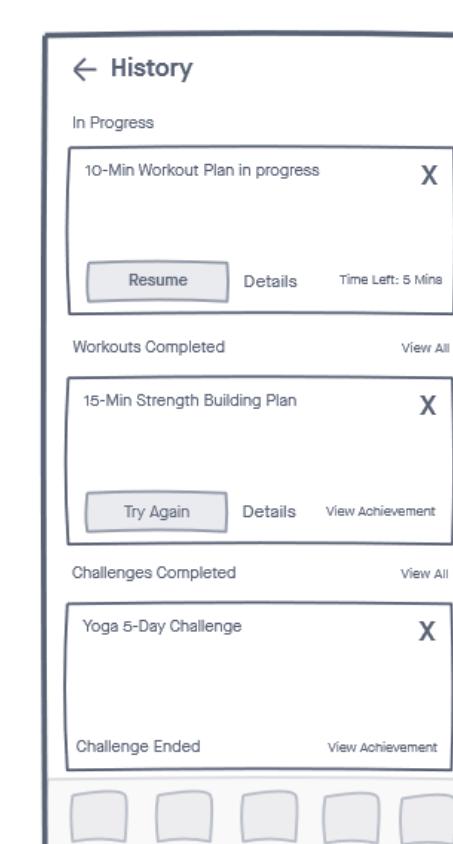
Cancel Workout



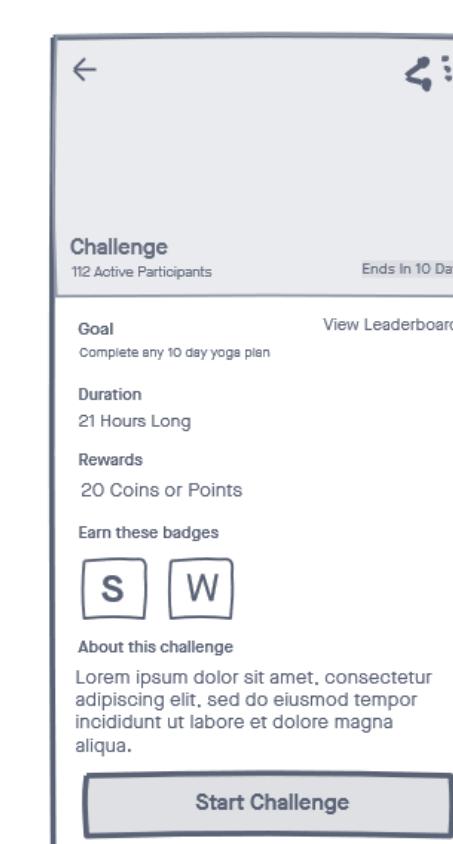
Workout Completed



Workout Completed Report



Workout History



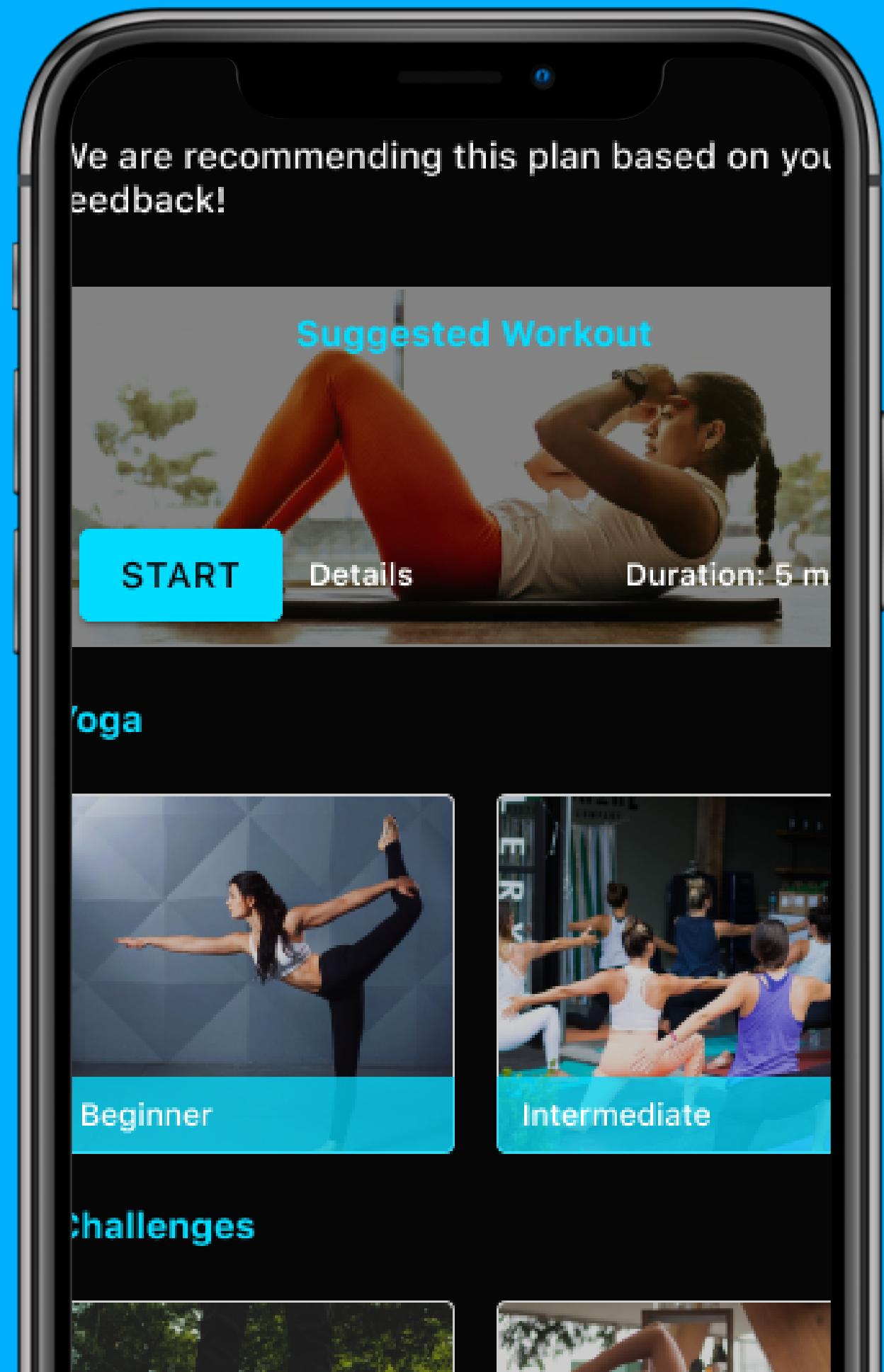
Challenge Screen

HIGH-FIDELITY WIREFRAME

Based on all collected data and wireframe, I created a High-Fidelity Wireframe/Prototype using the given color scheme and for this assignment purposes. There are many features that can be added based on research & discussions.

[See live preview -](#)

<https://www.figma.com/file/Erx1FROmTPgdFI1RhSTQ10/Ste pSetGo-Assignment?node-id=8%3A699>



Step 1 of 3

Custom Plan - Workout

Question 1

Question 2

Question 3

Question 4

CONTINUE

Step 2 of 3

Custom Plan - Activity

Question 1

Question 2

Question 3

Question 4

CONTINUE

Step 3 of 3

Custom Plan - Schedule

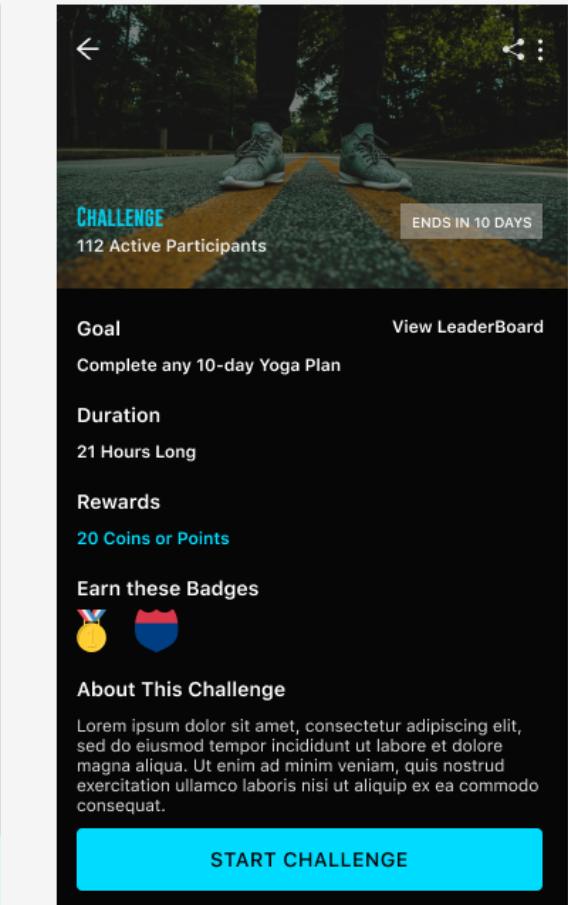
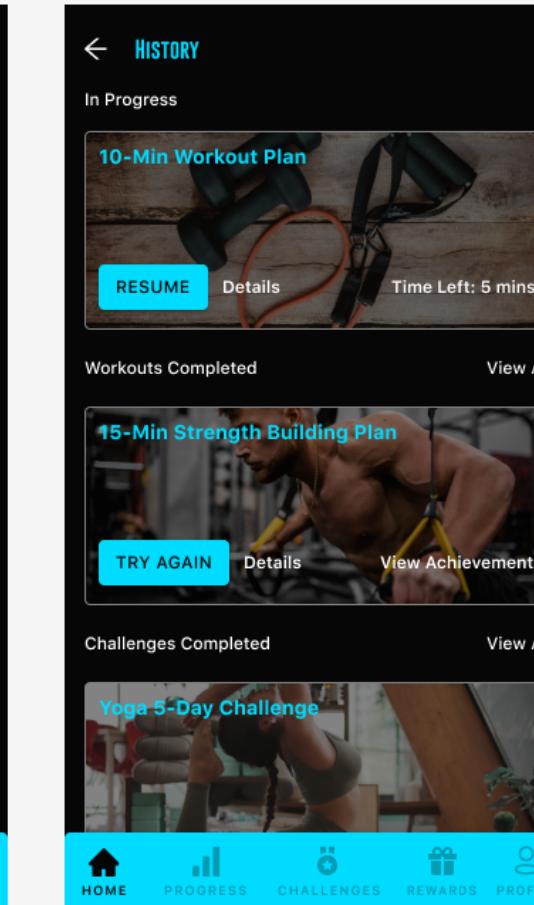
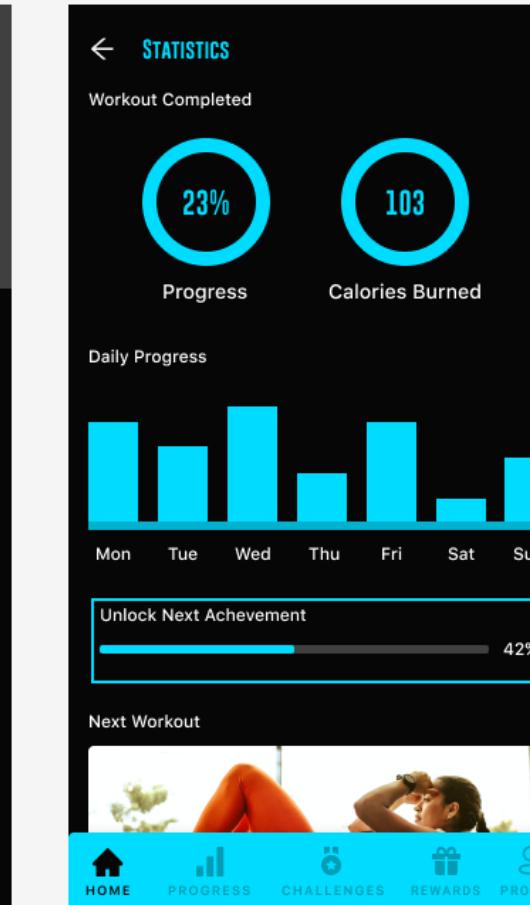
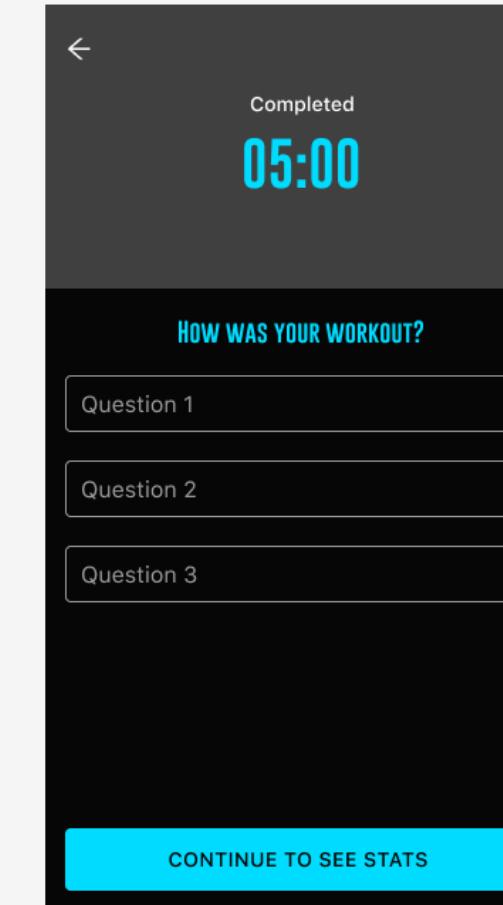
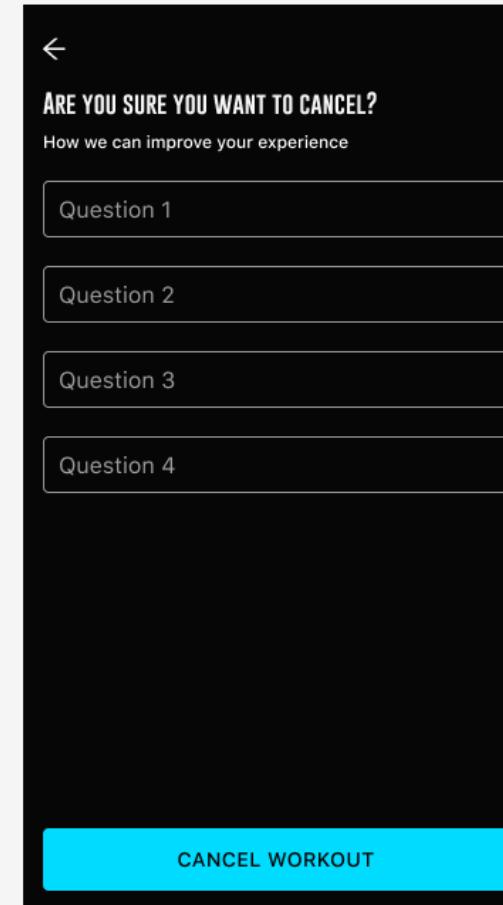
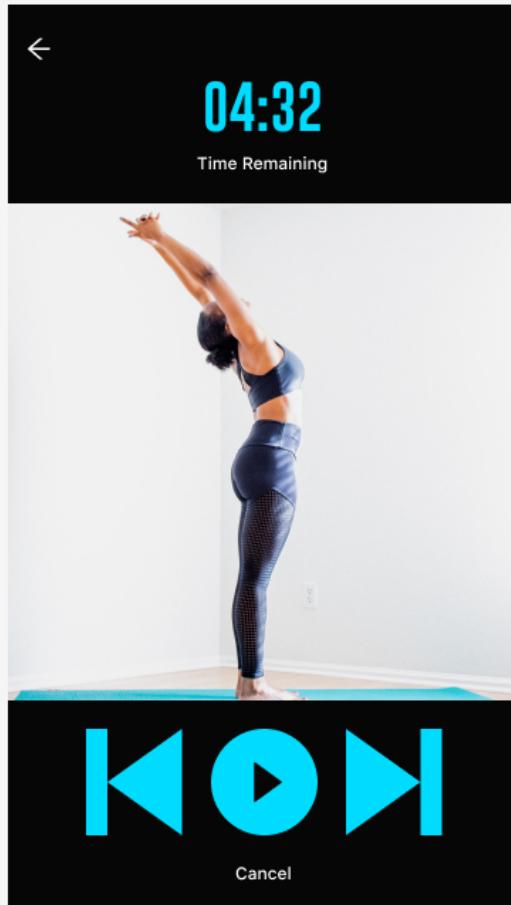
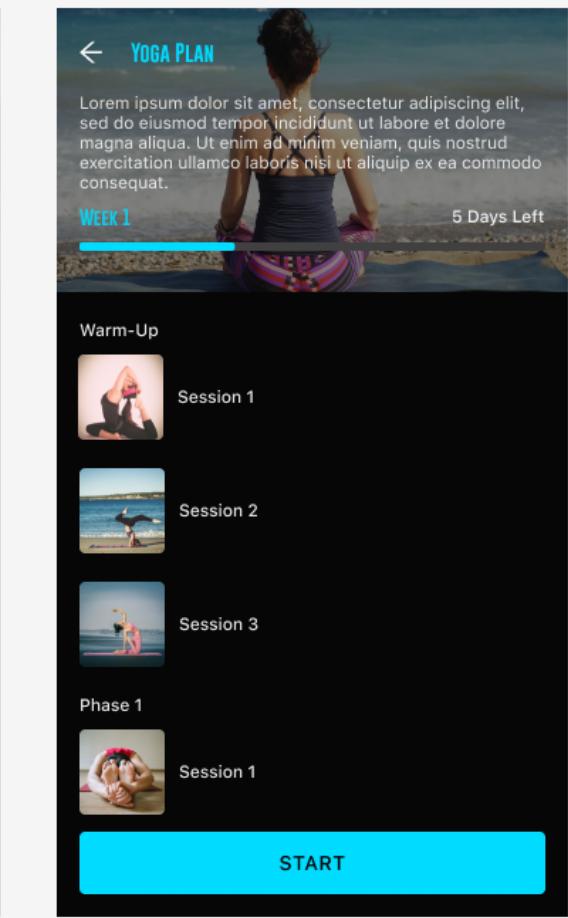
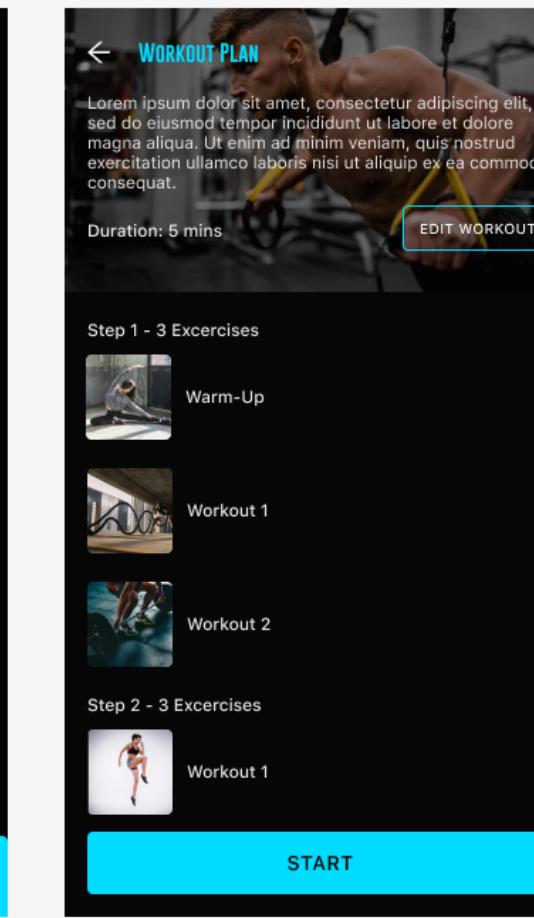
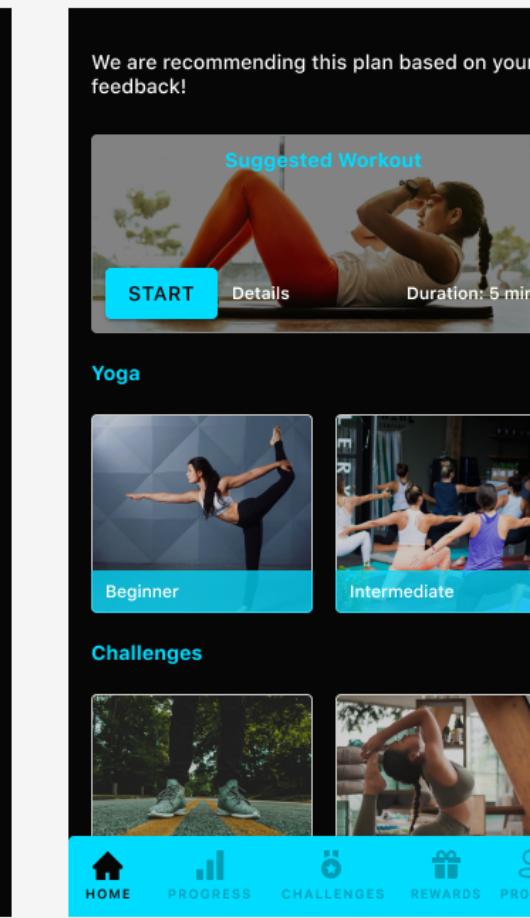
Question 1

Question 2

Question 3

Question 4

SUBMIT





Thank You

Anurag Vaishnav

anuragv91@gmail.com

+91-9920647179