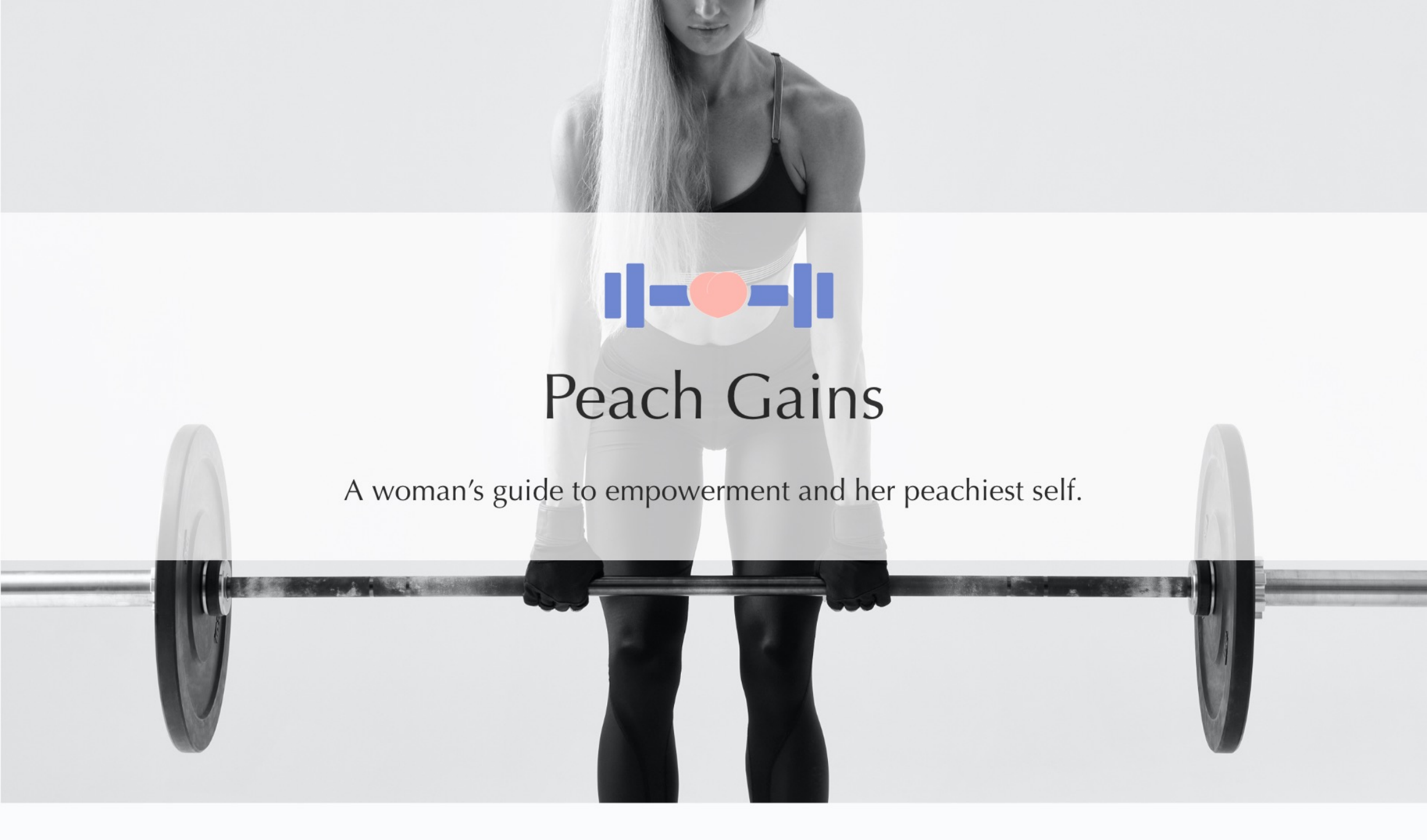


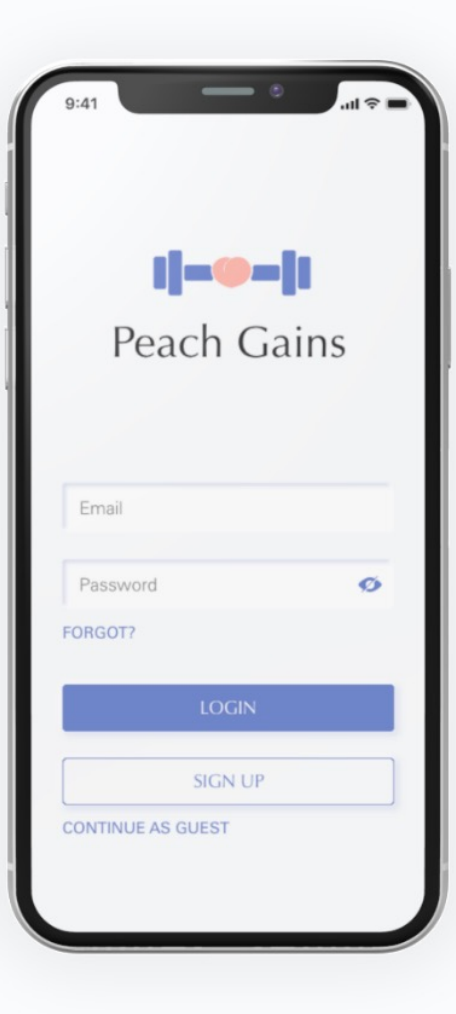
Peach Gains

A woman's guide to empowerment and her peachiest self.

Brief

- Create an online retail store app that allows users to quickly and easily find products that meet their needs.
- Offer an easy-to-use, clean navigational system with filters that permit users to quickly and efficiently narrow down their product search.
- This tool is particularly valuable to those who struggle to find what they need in physical stores.

Peach Gains



My Process

- Research
- Define Problem
- Ideate
- Create a Brand
- Create User Flow Diagram Based Upon Provided User Stories
- Design Low-Fidelity and Mid-Fidelity Wireframes
- Conduct User Testing
- Finalize UI Design

Research: Women Who Lift

- Upon choosing the topic of creating a retail store that caters to women who lift weights, I visited my local gyms and discovered that all of the Physical Trainers were men.
- I spoke to some lady lifters that I saw in the gyms, and discovered that generally the main goal amongst these women was to enhance their curves by building muscle mass in their glutes, though they each had an individualized approach based on their genetic physique. I also spoke to some men and, unsurprisingly, discovered that this goal was not shared: men prefer to build their upper body muscle mass.
- When I asked these women how they curated their programs, they said mostly through copying Instagram fitness influencers until they found what actually worked for them, and that it was largely, and frustratingly, a lot of trial and error.
- I then looked around to see what options there were for ladies wanting to enhance their feminine qualities through weight training, and could not find any local female Physical Trainers offering services that focus on this goal.
- When I looked online, I did find some apps that provided women with a program geared toward building the booty, however they all took a one-size-fits-all approach, and did not offer specialized options, but rather a single program. They also charged a monthly fee.
- I will note that for elite-level bodybuilders there are definitely coaches available with knowledge of how to cater to building a feminine physique through weight training. For those of us who are not planning our careers around bodybuilding, however, guidance is seriously lacking.

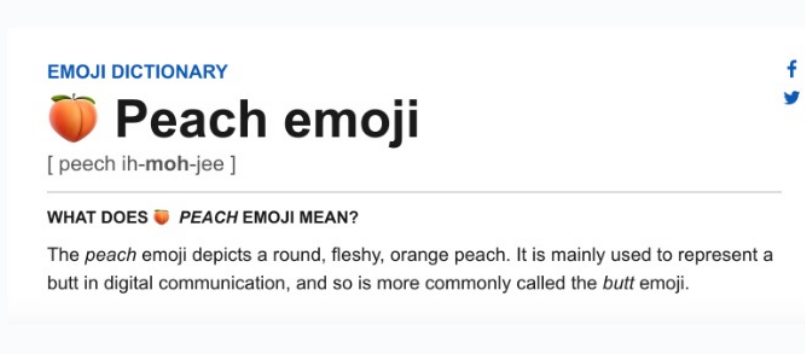
Define the Problem

- A lack of accessible Physical Trainers for women with the goal of building a feminine physique (lower-body focused) through weightlifting.
- A scarcity of affordable (one-time payment) curve-enhancing, weight training programs specifically for women.
- An overabundance of cookie-cutter weightlifting programs for women, and a shortage of the ability to choose between a variety of women-specific weight training programs.

Peach Gains

Ideate

- This stage consisted of lots of quick sketches, playing with colors, viewing other female fitness design styles, and joining a women's weightlifting facebook group so I could take votes on my ideas.



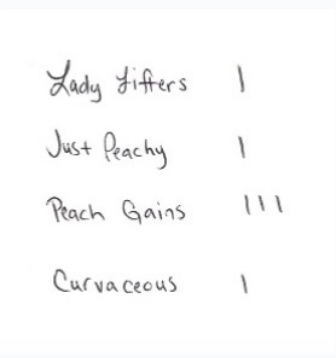
EMOJI DICTIONARY

🍑 **Peach emoji**

[peach ih-moh-jee]

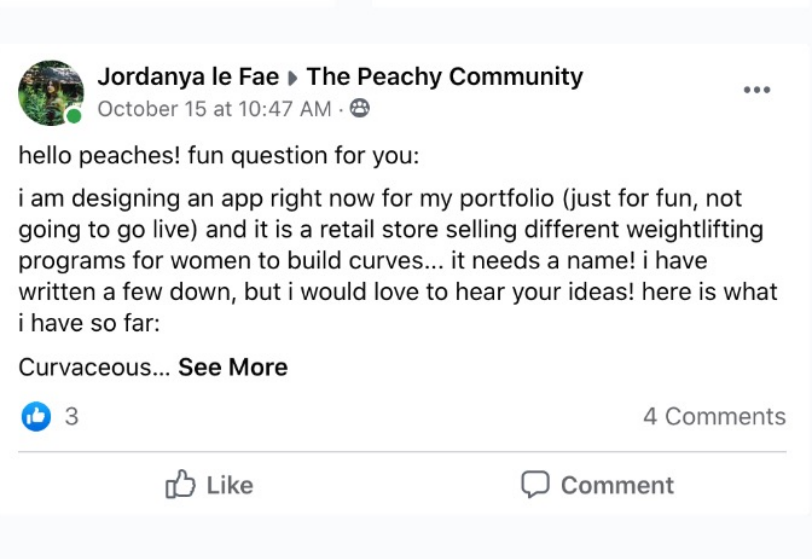
WHAT DOES 🍑 PEACH EMOJI MEAN?

The peach emoji depicts a round, fleshy, orange peach. It is mainly used to represent a butt in digital communication, and so is more commonly called the butt emoji.



Lady Lifters I
Just Peachy I
Peach Gains III
Curvaceous I

Peach Gains



Jordanya le Fae ▸ The Peachy Community
October 15 at 10:47 AM

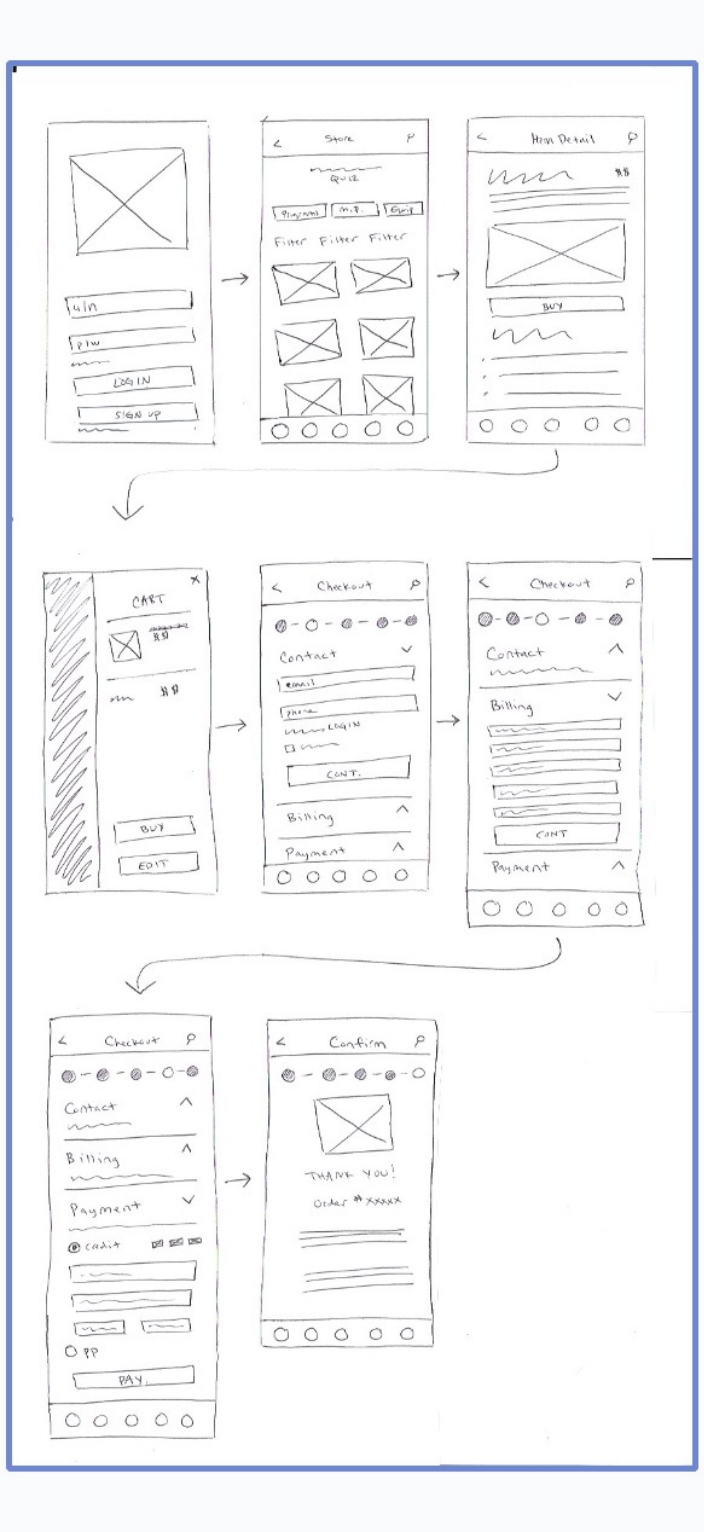
hello peaches! fun question for you:

i am designing an app right now for my portfolio (just for fun, not going to go live) and it is a retail store selling different weightlifting programs for women to build curves... it needs a name! i have written a few down, but i would love to hear your ideas! here is what i have so far:

Curvaceous... See More

3 4 Comments

Like Comment



Peach Gains

Create a Brand

- I then took all of my conclusions and pieced together a Brand Guidelines document for Peach Gains. Keep scrolling…

Brand Guidelines

Peach Gains

Guiding Principals

"A woman's guide to empowerment, strength of mind, and her peachiest self."
-Tagline of Peach Gains

- Simplicity

  We take care of the set up — from instructional videos on form to a complete workout schedule to post-workout recipes and more — so all the customer needs to do is lift.

- Empowerment

  We provide our customers with the tools they need to get strong and stay strong. With education and encouragement, our goal is to empower women to craft a stronger mind and body in a sustainable way.

- Responsiveness

  Women using our programs benefit from programs tailored specifically for a woman's physique by professional Personal Trainers at a much more affordable price than is standard. To ensure customer satisfaction within a virtual relationship we prioritize responsiveness by answering customer inquiries within 24 hours, offering one free initial video consultation with each program purchase, and having additional video consultations available for purchase.

Logo Use

Peach Gains Peach Gains

- Please Do
  - ✓ The light version of the main logo should be used whenever possible.
  - ✓ When space is limited, you may use the peach by itself.
- Please Do Not
  - ✕ Please DO NOT tilt the logo.
  - ✕ Please DO NOT use any other colors for the logo.
  - ✕ Please DO NOT skew the dimensions of the logo.
  - ✕ Please DO NOT leave less than 30 pixels of padding around the logo.

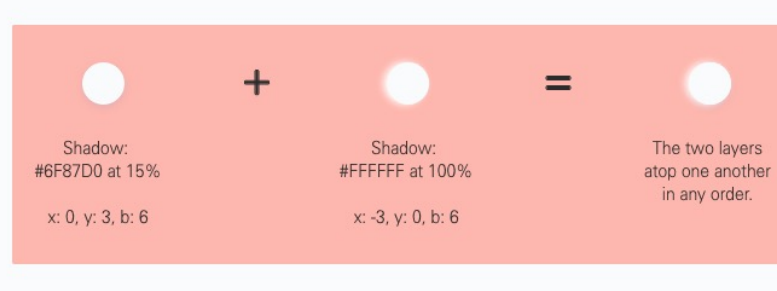
Colors & Shadows

- Palette

🟦	🟥	⬛	⬜	⬜
Hex: #6F87D0	Hex: #FEB7AE	Hex: #2C2C2C	Hex: #FAFBFC	Hex: #FFFFFF
RGB: 111, 135, 208	RGB: 254, 183, 174	RGB: 44, 44, 44	RGB: 250, 251, 252	RGB: 255, 255, 255

- Soft Shadows

To create a soft, raised look for clickable icons, two layers are created and placed atop one another like so:



The icon fill color is #FDFBFC, and the icon has no outline.

Note that the icon color and the background color must match for this to work, however to better see what is happening we have illustrated with a peach background.

Typography

- Universe-Light-Normal

  Used Primarily

  Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

- Optima

  Used for Headings

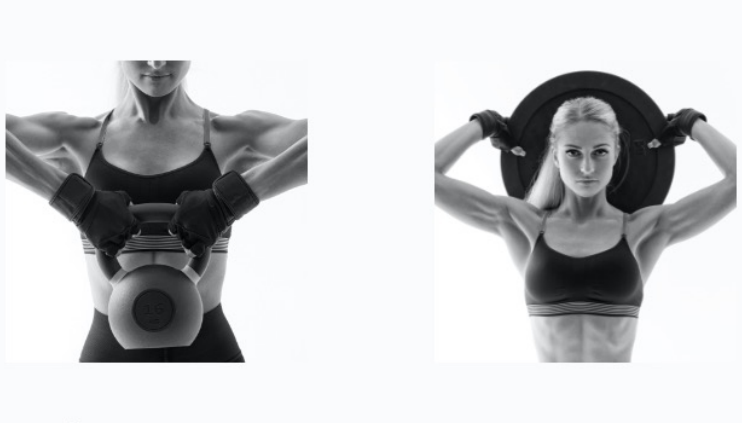
  Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

- Univers LT Std

  Used for Buttons

  Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Images & Videos



- Please Do
  - ✓ Have the instructor be the main focus of the image or video by using light backgrounds empty of other people or unrelated items
  - ✓ Use clean and crisp images in black and white
  - ✓ Use instructional videos that are concise
- Please Do Not
  - ✕ Please DO NOT use dark or very colorful backgrounds
  - ✕ Please DO NOT use images or videos with unrelated distractions in the background
  - ✕ Please DO NOT include instructional videos with topics unrelated to the content of the app
  - ✕ Please DO NOT include instructional videos longer than 5 minutes

Writing Style

- Friendly

  Always use a friendly tone so that customers feel more comfortable. Embarking on a new fitness and nutrition journey can feel intimidating and overwhelming, so we want to always help our customers feel at-ease.

- Clear

  Be very clear with descriptions, especially pertaining to exercise form and technique, so that customers can safely and confidently complete their workouts.

- Concise

  Use concise language, and avoid overly frivolous descriptions.

- Encouraging

  Write with a tone of encouragement so that customers feel motivated and supported.

- Confident

  Convey confidence in Peachy Gain's writing style so that customers can trust in the information they are receiving.

- Educational

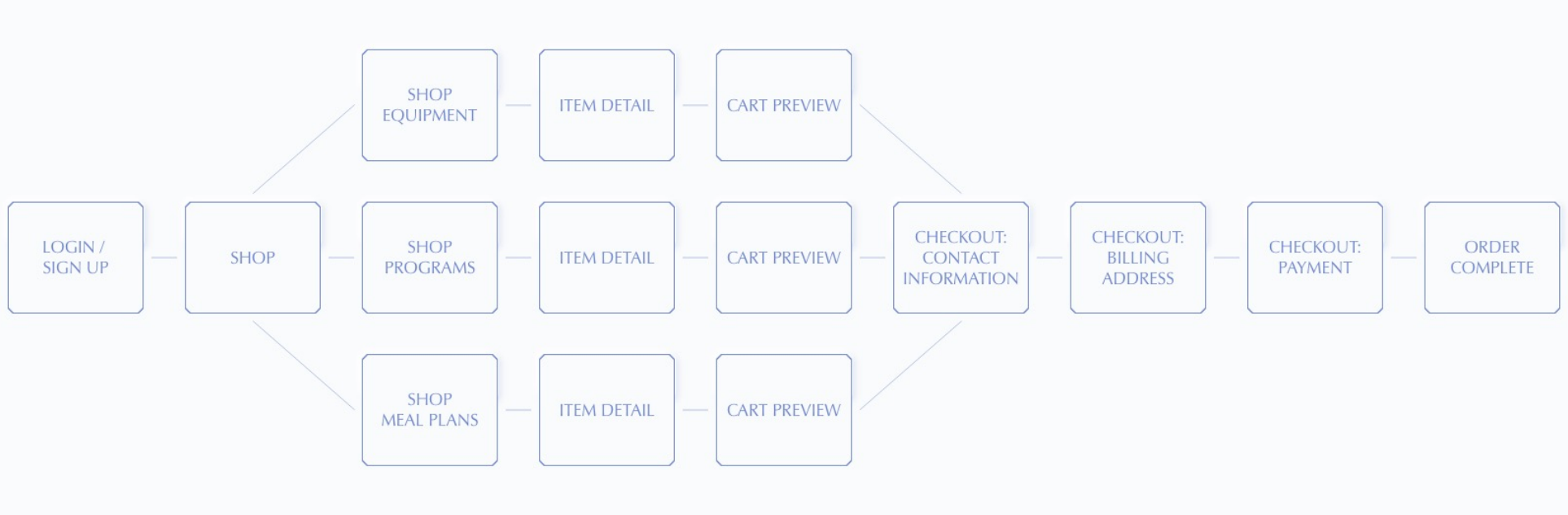
  A goal of this app is to empower women, so be sure to provide an education by explaining the how and why and what of things.

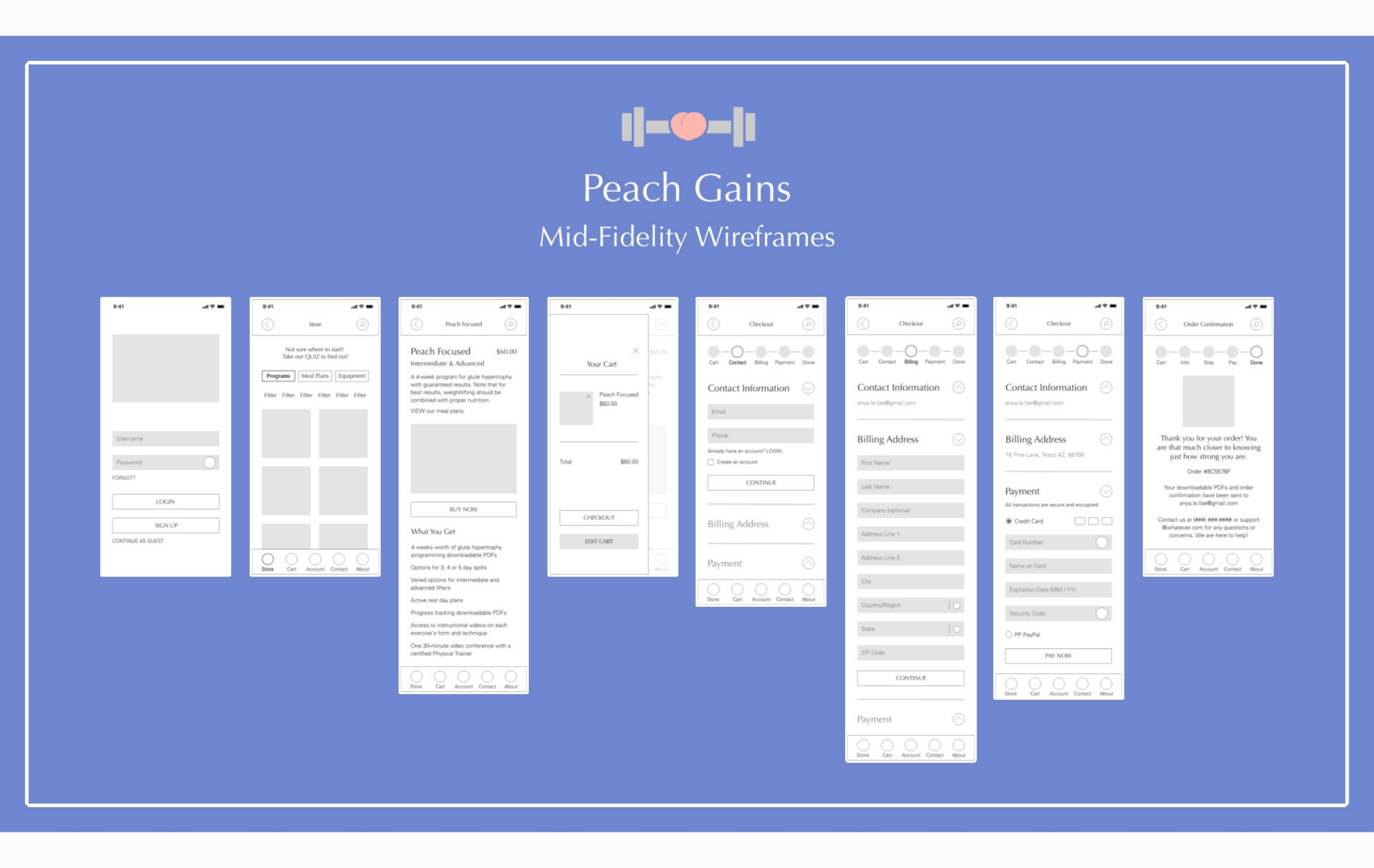
Peach Gains

User Stories

- As a customer, I want there to be more than one payment option, so that I can choose the payment method that suits me best.
- As a new customer, I want to access the inventory without having to register, so that I can

User Flow Diagram





User Testing

- Using my mid-fidelity wireframes, I created a user test on InVision to see if any user flow improvements could be made:

  https://jordanyalefae656250.invisionapp.com/overview/Peach-Gains---Guest-Checkout-User-Flow-ckh3fy14u017i01bc73v3cek4/screens

- Scenario

  The user is a customer that wants to purchase a downloadable PDF of a Peach Gains workout program as a guest. The user navigates the app to do so, until the purchase is complete which is signified by the confirmation screen.

- Feedback

  "I looked at your app, the flow seems perfect to me! We always said when doing website stuff at Points of Light that you want the steps between seeing a product and purchasing a product to be as short and simple as possible, and I would say yours are :)"

  "Good flow, very user friendly!"

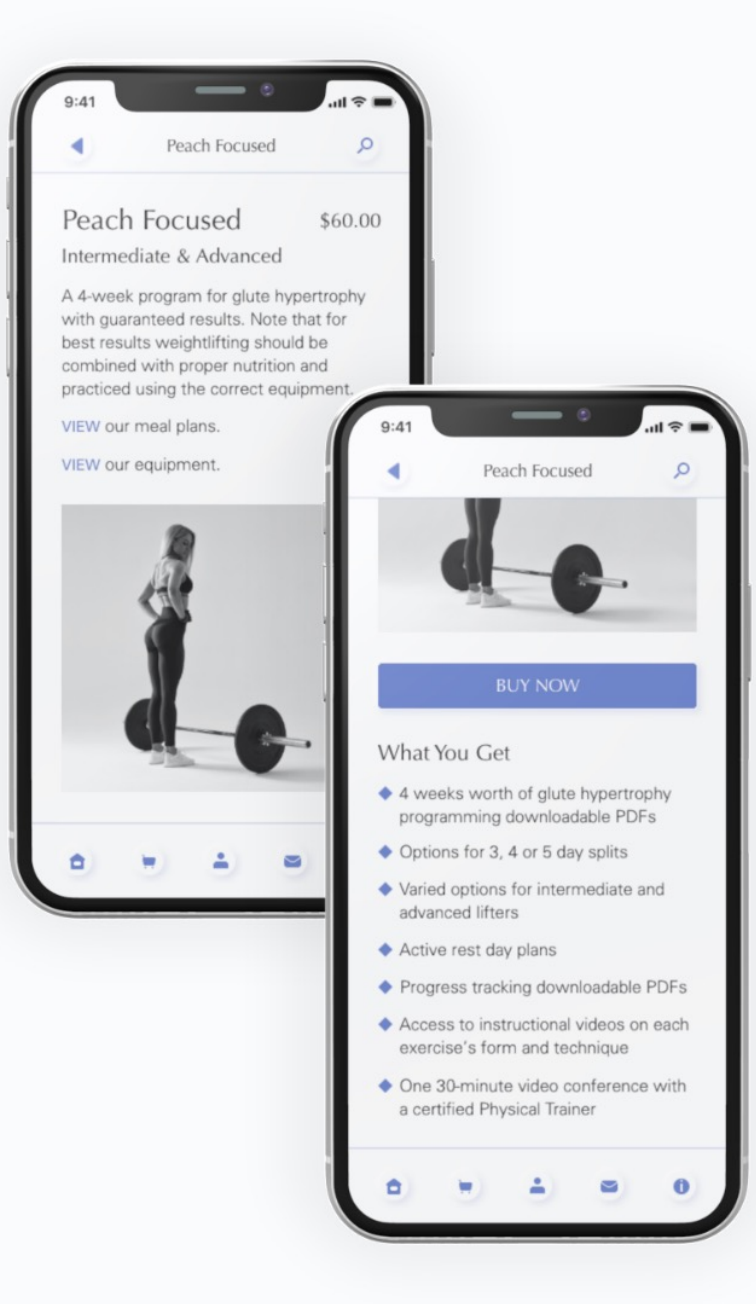
  "I think it's great! Very smooth"

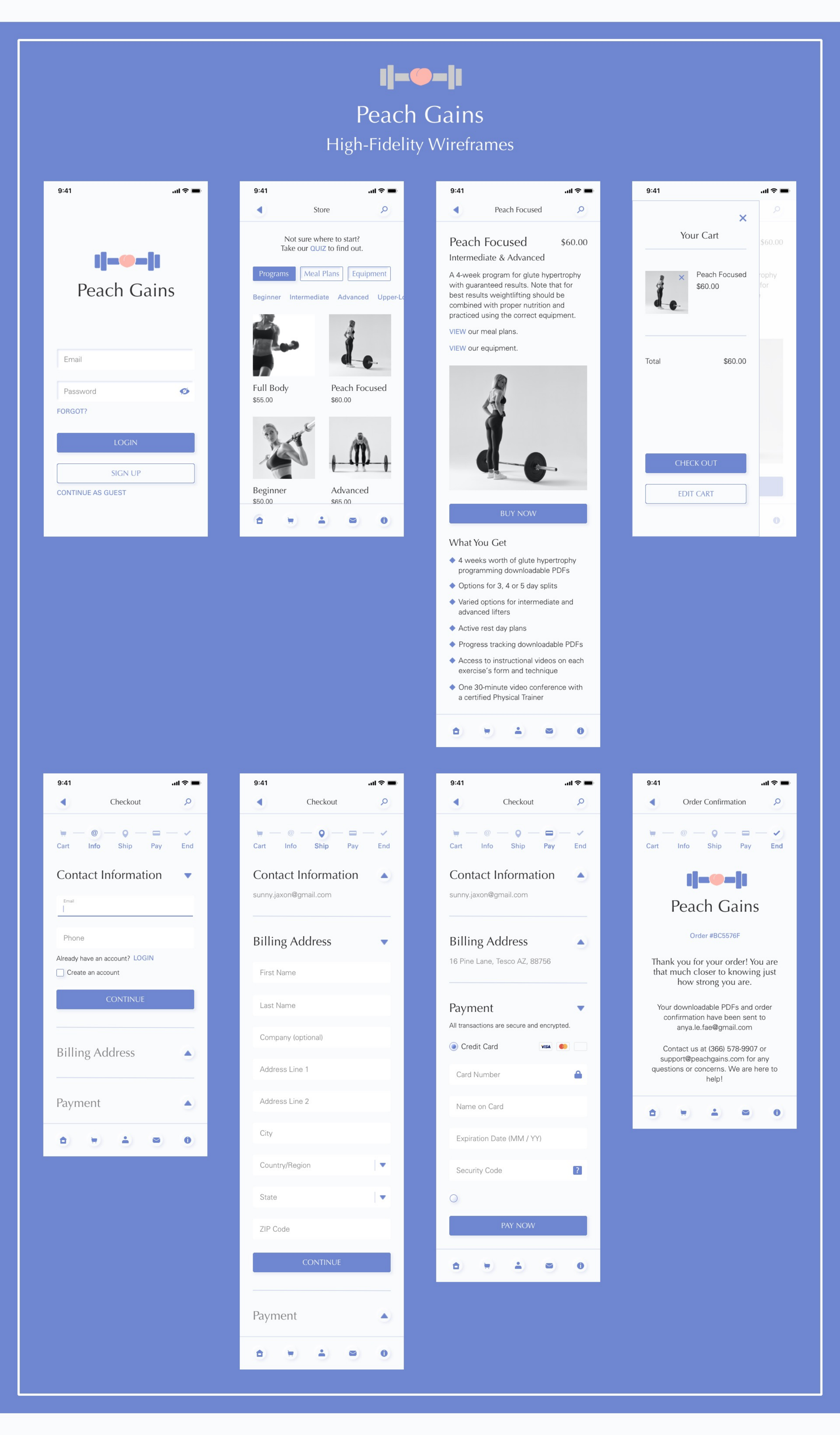
  "I think it is good, no recommended changes."

  "I went through the screens you sent, and I didn't see any issues."

- Conclusion

  It was safe to proceed to the final design without making any changes.





Not sure where to start?
Take our QUIZ to find out.

Peach Focused $60.00
Intermediate & Advanced

A 4-week program for glute hypertrophy with guaranteed results. Note that for best results weightlifting should be combined with proper nutrition and practiced using the correct equipment.

VIEW our meal plans.

VIEW our equipment.

BUY NOW

What You Get

- 4 weeks worth of glute hypertrophy programming downloadable PDFs
- Options for 3, 4 or 5 day splits
- Varied options for intermediate and advanced lifters
- Active rest day plans
- Progress tracking downloadable PDFs
- Access to instructional videos on each exercise's form and technique
- One 30-minute video conference with a certified Physical Trainer

Already have an account? LOGIN

☐ Create an account

sunny.jaxon@gmail.com

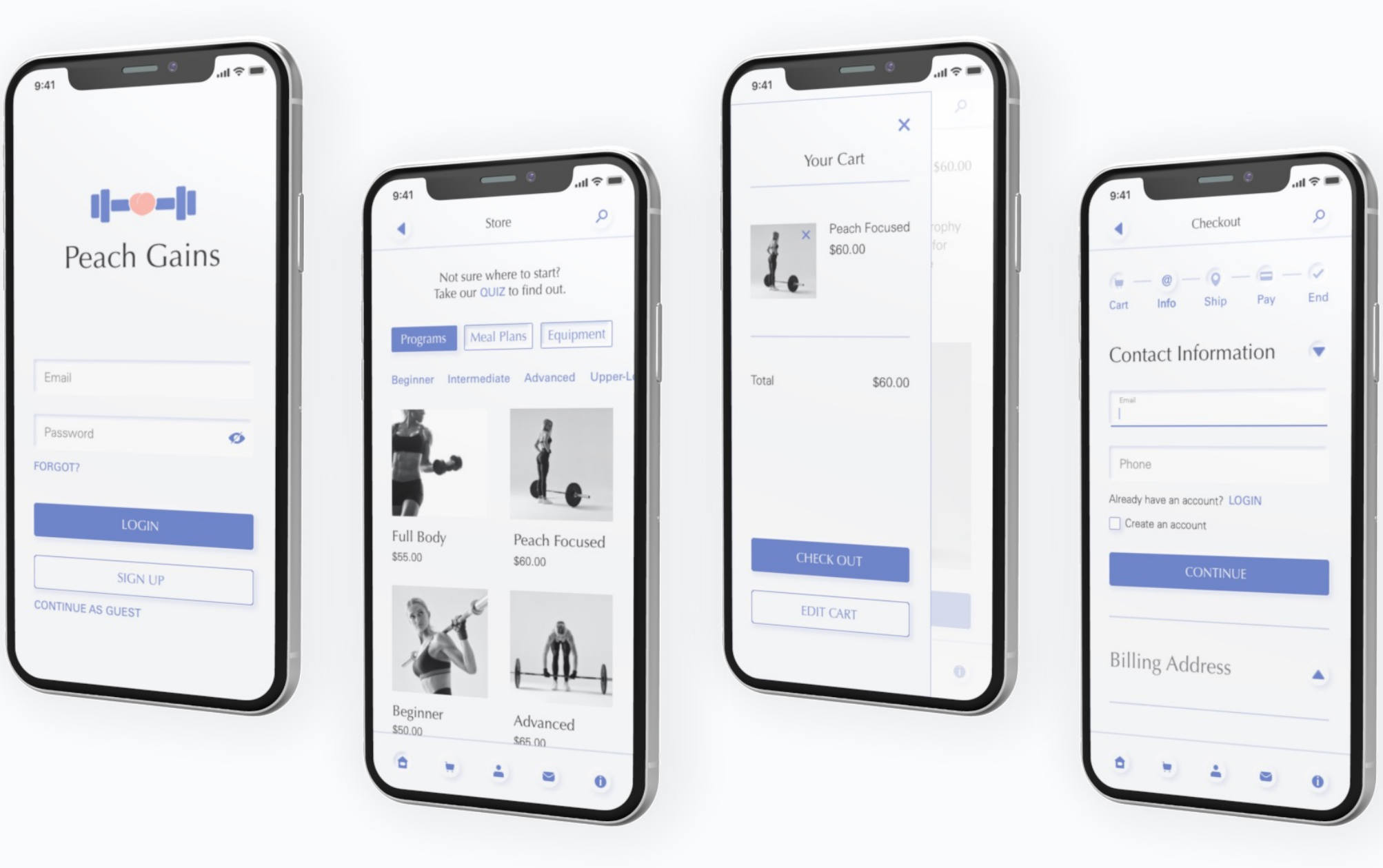
16 Pine Lane, Tesco AZ, 88756

All transactions are secure and encrypted.

Thank you for your order! You are that much closer to knowing just how strong you are.

Your downloadable PDFs and order confirmation have been sent to anya.le.fae@gmail.com

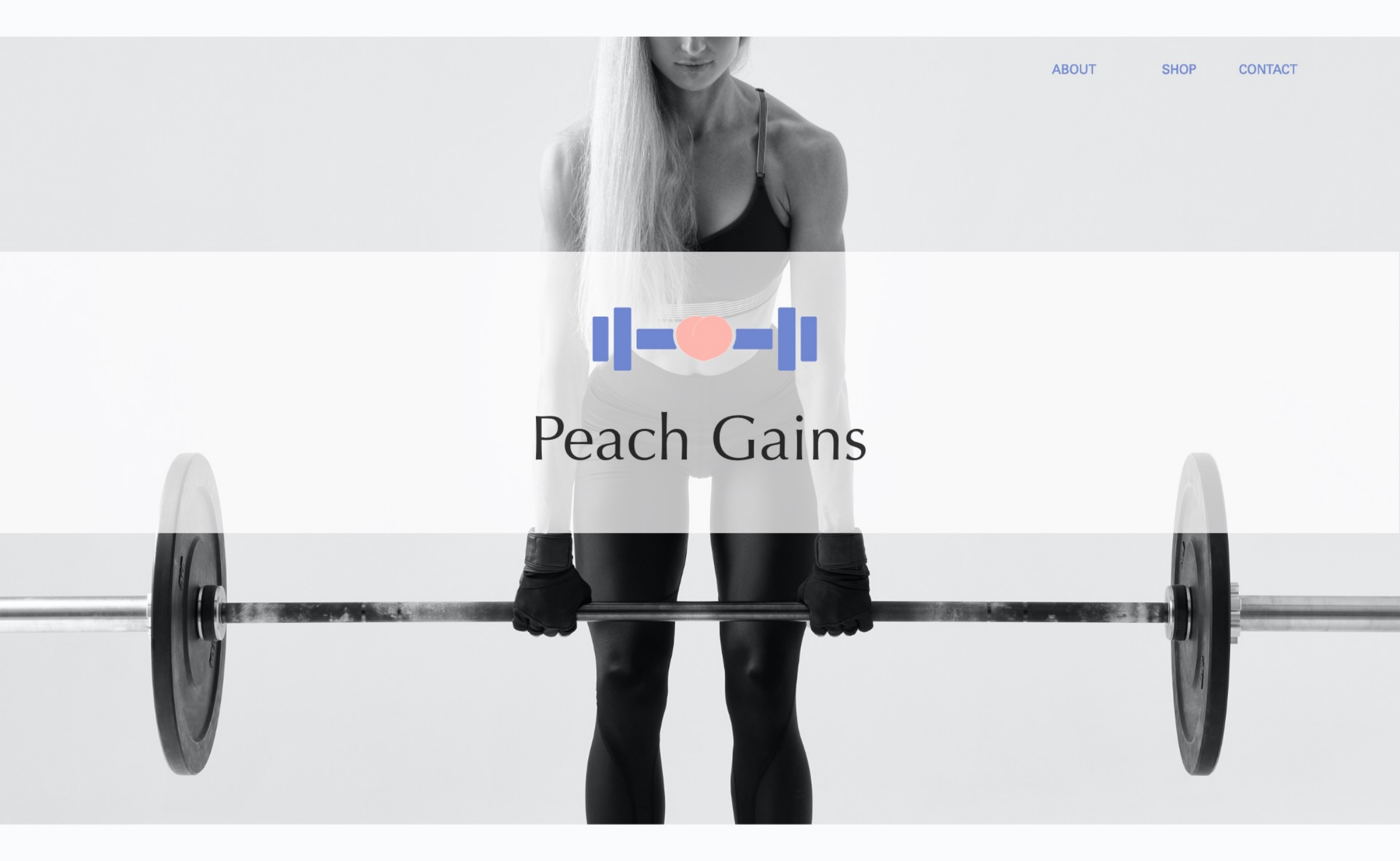
Contact us at (366) 578-9907 or support@peachgains.com for any questions or concerns. We are here to help!



Responsive Design

- Desktop Breakpoint

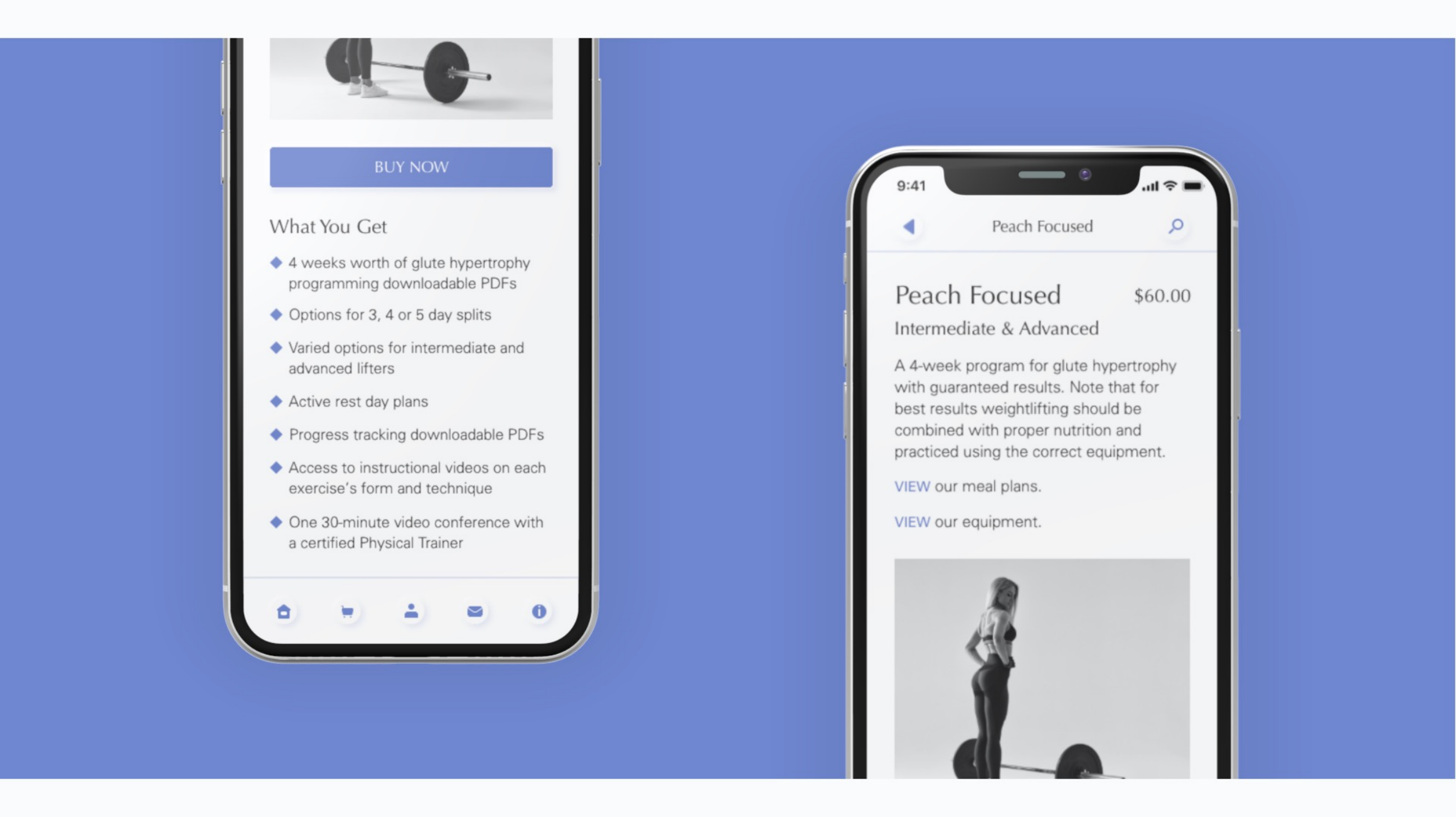
  I then designed a Peach Gains screen to market the app for a desktop break point.



A woman's guide to empowerment and her peachiest self.

Download now and discover just how strong you are.

App Store Google Play



Retrospective

- What Worked

  I really love the neumorphism trend, but had no idea how to create that effect. I watched a few youtube videos, and decided I felt capable of incorporating the style a little into my design. I was going for a look that felt both soft and strong, because to me that is the essence of a woman. By blending my newfound soft UI design skills with strong shapes made up of lines and blunt bevelled corners, I feel I pulled it off. I also feel that using Optima for headings contributed to the balanced contradiction of soft and strong together, with its straight lines and sharp corners, and the delicacy of its lightness.

  I think that the products offered by Peach Gains answer a largely unmet need for those ladies who either do, or wish to, practice weightlifting. It is an art that has been made more accessible to the male population, and many women are not even aware that a program could be catered to fit their feminine goals. If programs like these were made more readily available, I believe that many more women would feel equipped enough to explore weightlifting and discover their strength and their peachiest self.

- What I Learned

  I initially designed with colors that I didn't love, and I knew I didn't love them, for I had tried to design with them in the past and experienced the same predicament. I felt frustrated at not being able to decide on a color palette that felt great, but did not want to spend much more time on this than I already had, so I decided to stick with "good enough." Later when the colors had not grown on me still, I was struck with inspiration and settled on a color theme that I much preferred.

  I designed the User Flow Diagram in Google Drawings at first, and was struggling with pulling off a design that felt consistent with the app design. I spent too much time trying to get it right, and eventually decided to create the User Flow Diagram in Adobe XD, as this was the design tool I had used for the app. That was much more time efficient.

  My takeaway from both of these obstacles was to trust my gut more in the future. When I feel like something really isn't working, instead of continuing to try to cram a square peg into a round hole, I will take another route and save valuable time. If need be, I can always set it aside and move onto other steps, then return to it later when the inspiration strikes.