

Energy Insight Hub Project Report

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Introduction

The project centered around the development of a comprehensive fitness application tailored to cater to the diverse needs of its users, encompassing aspects of nutrition tracking, fitness management, and overall health monitoring. With the overarching goal of facilitating users' journey towards better health and wellness, the project underwent a structured process spanning from initial conceptualization to tangible implementation. This report delineates the meticulous steps undertaken in crafting an intuitive user interface (UI) for the fitness app, encompassing the creation of personas, journey mapping, prototyping, wireframing, UI implementation, and user experience (UX) testing. Through each phase, a user-centric approach was adopted to ensure the final product resonated with the target audience, delivering a seamless and enriching experience.

Personas

The personas within the project were crafted to encapsulate the diverse spectrum of potential users who might engage with the fitness application. The personas outlined below serve as archetypal representations, each embodying distinct demographics, motivations, and pain points. By delineating the nuanced needs and aspirations of these personas, the subsequent design decisions were informed, ensuring alignment with the user's expectations and objectives. Through the personas, a deeper understanding of the user base is attained, serving as a cornerstone for the following stages of the process.

Fitness Enthusiast



QUOTATION

Pushing my limits every day brings me closer to my fitness goals!

NAME

Alex Johnson

AGE

28 years old

GENDER

Male

LOCATION

Urban, Los Angeles

OCCUPATION

Marketing Manager

JOB TITLE

Marketing Manager

HIGHEST LEVEL OF EDUCATION

Bachelor's Degree in Marketing

ANNUAL INCOME

\$80,000

MOTIVATIONS

Strives for peak physical fitness, enjoys challenging workouts, and values maintaining a healthy lifestyle

CHALLENGES AND OBSTACLES

Balancing a demanding job with a rigorous fitness routine, occasional time constraints for meal planning and nutrition tracking

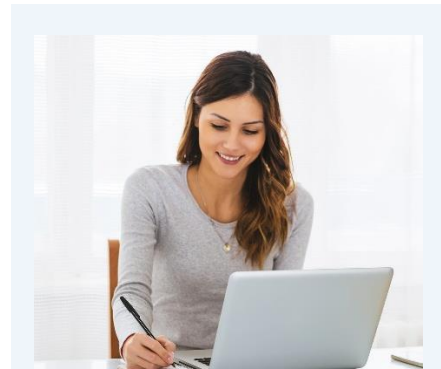
GOALS

Track and analyze diverse exercise routines, monitor progress, set fitness goals, access personalized workout plans, and maintain a balanced nutrition profile

BACKGROUND

Works in a demanding job, prioritizes fitness as a stress-reliever, and seeks continuous improvement in performance

Wellness Novice



QUOTATION

I'm ready to make positive changes for a healthier, happier life

NAME

Emily Rodriguez

AGE

35 years old

GENDER

Female

LOCATION

Suburban, Dallas

OCCUPATION

Graphic Designer

JOB TITLE

Marketing Manager

HIGHEST LEVEL OF EDUCATION

Associate's Degree in Graphic Design

ANNUAL INCOME

Variable (Freelancer)

MOTIVATIONS

Recognizes the importance of health and wellness, eager to adopt a healthier lifestyle, and values simplicity and guidance

CHALLENGES AND OBSTACLES

Limited prior knowledge about wellness practices, struggles with incorporating new habits into a freelance work schedule

GOALS

Receive beginner-friendly guidance, track basic health metrics (daily steps, water intake), access easy-to-follow tips for improving overall wellness, and manage daily nutrition intake

BACKGROUND

Works from home, has recently developed an interest in wellness, and seeks accessible and easy-to-follow tips for improving overall health

Chronic Health Condition Manager



QUOTATION

Every day is a step towards better health, and I'm committed to the journey

NAME

Taylor Lee

AGE

45 years old

GENDER

Non-binary

LOCATION

Suburban, Chicago

OCCUPATION

Social Worker

JOB TITLE

Licensed Clinical Social Worker

HIGHEST LEVEL OF EDUCATION

Master's Degree in Social Work

ANNUAL INCOME

\$60,000

MOTIVATIONS

Necessity-driven health monitoring, seeks to manage chronic conditions effectively, values tools for simplifying health management

CHALLENGES AND OBSTACLES

Managing a chronic health condition while juggling part-time work, occasional emotional challenges associated with health management

GOALS

Monitor health metric, set medication reminders, receive personalized insights on lifestyle adjustments for better health management, and track nutritional intake

BACKGROUND

Works part-time, manages a chronic health condition, and desires a platform that helps monitor health metrics specific to their condition

Senior Citizen



QUOTATION

Age is just a number; staying active and healthy is the real secret

NAME

Margaret Thompson

AGE

70 years old

GENDER

Female

LOCATION

Rural, Pheonix

OCCUPATION

Retired School Teacher

JOB TITLE

Former Elementary School Teacher

HIGHEST LEVEL OF EDUCATION

Bachelor's Degree in Education

ANNUAL INCOME

\$45,000

MOTIVATIONS

Values maintaining independence and staying active in later years, prioritizes health for a fulfilling retirement

CHALLENGES AND OBSTACLES

Physical limitations associated with aging, adapting to a retired lifestyle, occasional memory-related challenges

GOALS

Track daily activities, monitor vital signs, access resources on senior-friendly exercises, receive reminders for medication and doctor appointments, and manage a balanced diet

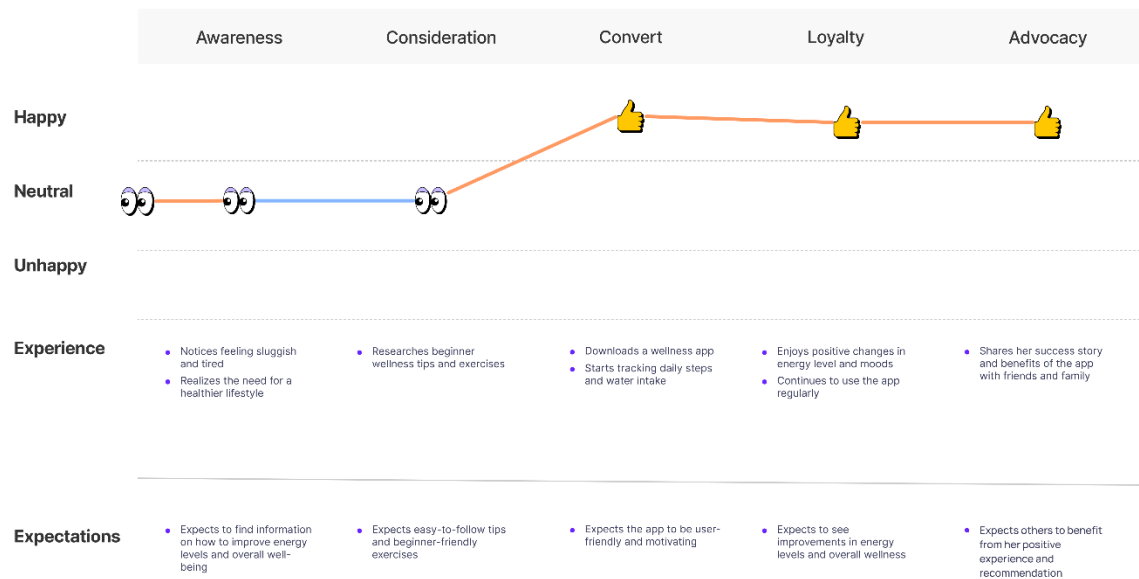
BACKGROUND

Retired, enjoys gardening and community activities, and seeks tools for maintaining a healthy and active lifestyle in senior years

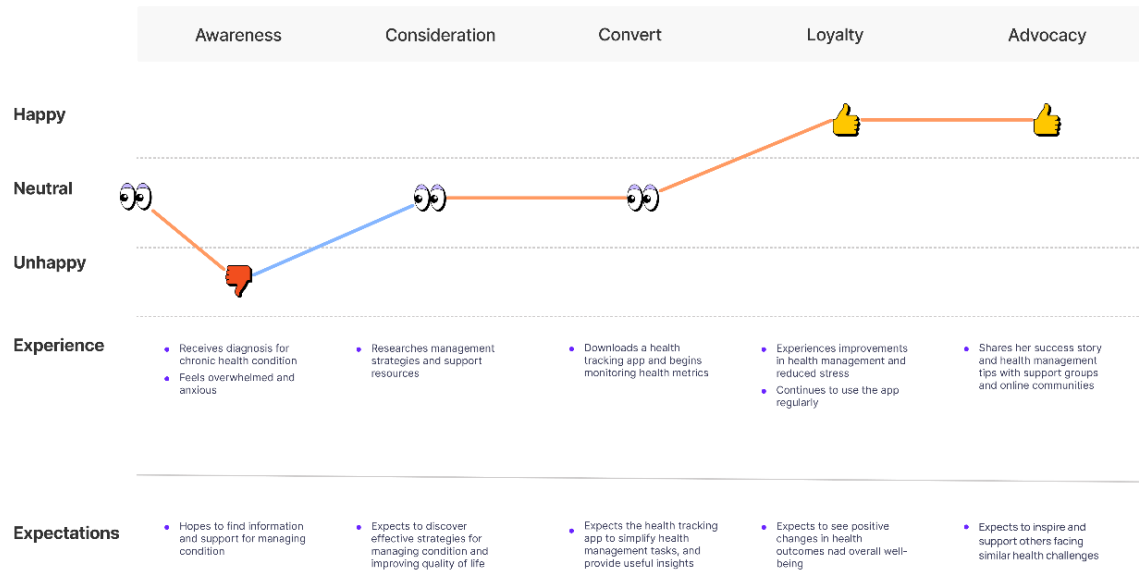
Journey Maps

The journey mapping phase illuminated the trajectory of a user interaction within the fitness application, providing insights into the holistic user experience. Guided by the stages of awareness, consideration, conversion, loyalty, and advocacy, the journey maps delineated the user's path from initial engagement to sustained usage and advocacy. While Emily's journey exhibited a seamless progression through these stages, a notable exception was identified in the journey mapping of a user grappling with a chronic health condition.

Emily's Journey Map 📌

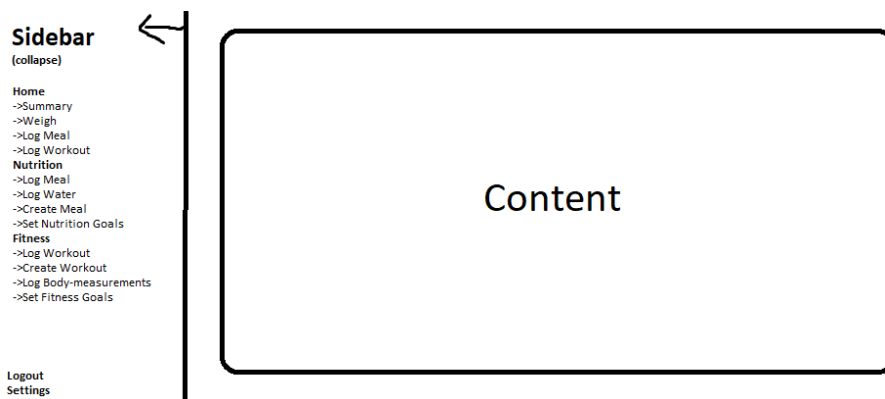


Taylor's Journey Map



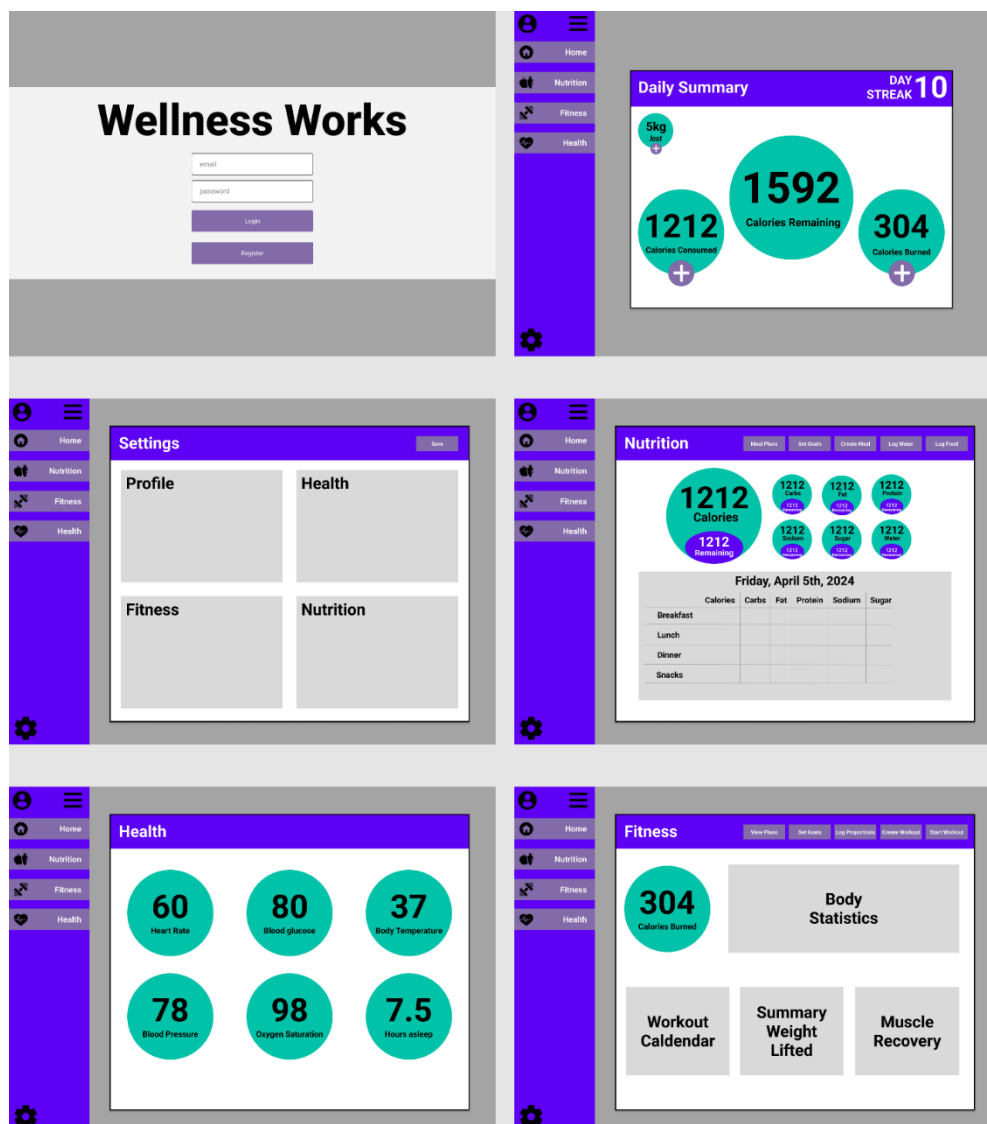
Paper Prototype

The initial conceptualization was translated into a tangible form through the creation of a paper prototype. Utilizing MS Paint, the paper prototype provided a rudimentary but effective visualization of the app's layout and navigation structure. It served as a tangible artifact for early-stage feedback and iteration and laid the groundwork for subsequent design refinements, facilitating a seamless transition from ideation to digital realization.



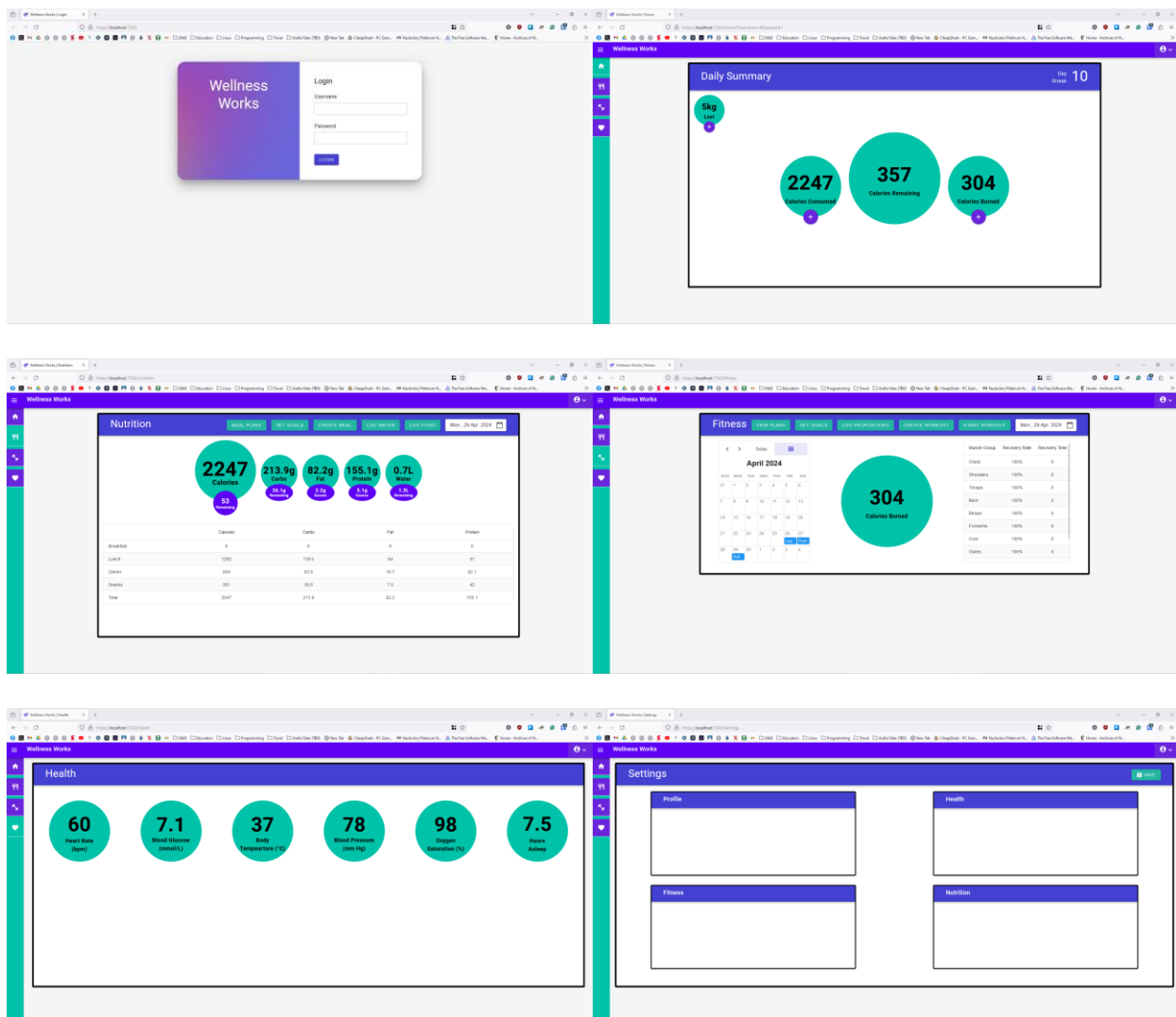
Wireframes

The wireframing phase saw the transformation of the conceptual designs into detailed blueprints crafted to delineate the UI elements and user interactions. Leveraging the versatility of Figma, the wireframes encapsulated the essence of the app's design, incorporating a standardized sidebar for navigation to ensure consistency across all screens. The strategic use of color variables facilitated seamless color coordination, enhancing visual cohesion, and reinforcing the app's branding identity. Through the wireframes, the blueprint for the UI design was solidified, paving the way for implementation.



Implementation

With the wireframes as a guiding blueprint, the UI design was brought to life through the implementation in a Blazor web application. Leveraging pre-build components from Radzen, the UI elements were customized to seamlessly integrate with the envisioned design aesthetics, including the color scheme established during the design phase. The implementation phase marked the culmination of the design journey, transforming the conceptual designs into functional reality, ready to be experienced by end-users. Below are screenshots of the final implementation of the UI in Blazor.



UX Testing

The testing phase provided valuable insights into the usability and user satisfaction with the application's UI design. Participants were asked to provide feedback on various aspects of the app's navigation, accessibility, visual appeal, and overall user experience.

Navigation Ease

Most participants found it easy to navigate between different sections of the app. Responses ranged from "Easy" to "Very Easy", indicating intuitive navigation pathways within the application.

Ease of Finding Information

Participants reported being able to find what they were looking for efficiently, with all respondents answering affirmatively. This suggests the organization and labeling of sections were effective in facilitating information retrieval.

Visual Appeal

Feedback on the visual appeal of the app varied, with participants providing ratings ranging from "Neutral" to "Appealing". While the majority found the design appealing, some expressed preferences for certain design elements, such as color choices.

Overall Satisfaction

Participants were generally satisfied with the overall experience, with satisfaction ratings ranging from 7 to 8 on a scale of 1 to 10. This indicates a positive reception to the app's usability and functionality among the testing participants.

Improvements

During the testing process, participants provided feedback on possible improvements to the design. One participant suggested improving the spacing in text bubbles to ensure consistent

spacing. Another participant expressed as dislike for the color green used in the app's design. A suggestion was made to include units of measurements for parameters such as blood sugar to enhance the clarity of the information presented within the app. This feedback provides valuable insights for further refinement and enhancement of the app's UI design.

Conclusion

In conclusion, the journey of designing and developing the UI for the fitness application has been an instructive process. Through each phase of the project, a user-centric approach remained at the forefront, guiding decision-making, and shaping the final product. The personas served as invaluable guides, encapsulating the diverse needs and aspirations of the target audience. Coupled with journey maps that delineated the user experience across various touchpoints, these personas provided a holistic understanding of user behaviors, preferences, and pain points, informing design decisions aimed at enhancing usability.

The transition from paper prototypes to detailed wireframes and ultimately the implementation of the UI design in code marked the transformation of conceptual designs into tangible reality.

The culmination of the project is the UX testing phase, which provided validation of the design decisions while offering valuable insights for further refinement. Participants' positive feedback on navigation ease, information retrieval efficiency, and overall user satisfaction illustrated the success of the user-centric approach. Additionally, the constructive feedback and suggestions provided by participants offered actionable insights for improvement and optimization of the application.