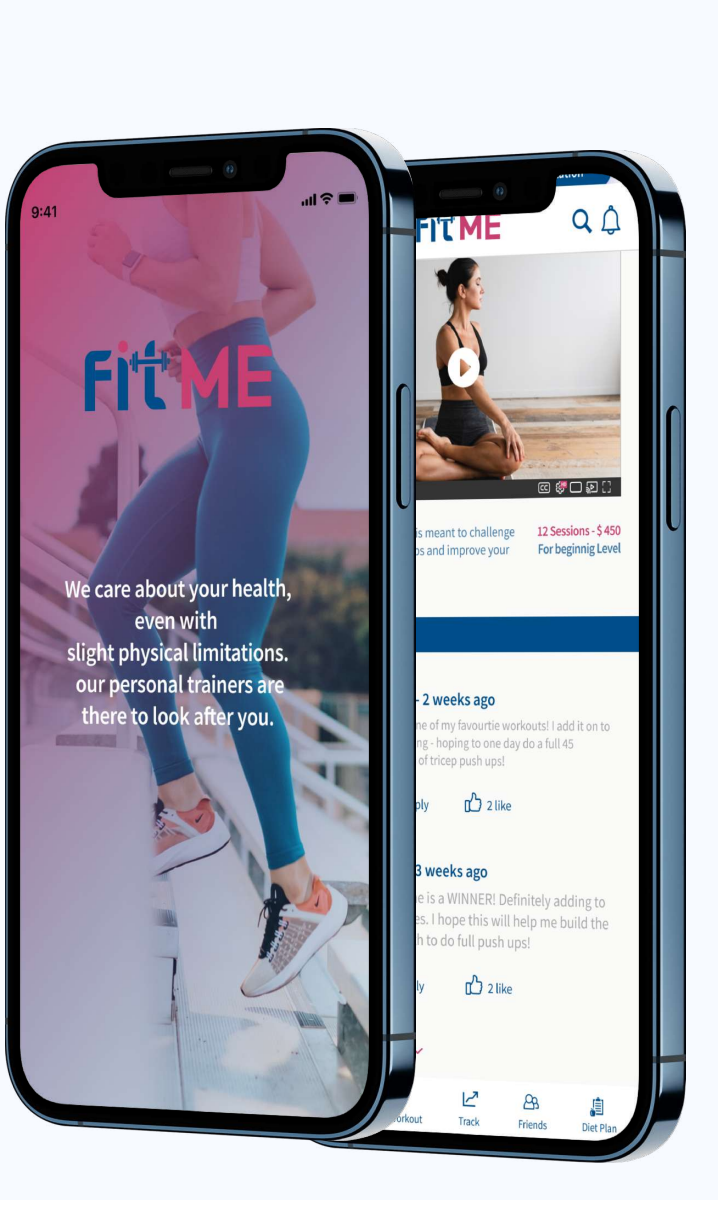
FitME Case Study

Project Brief

The app gives access to users to personalize their own workout plan even with slight physical limitations;
Becuase they can choose personal trainer and track workout activities.


FitME
We care about your health, even with slight physical limitations, our personal trainers are there to look after you.

Problems

1. Not having a lot of spare time.
2. Not being able to afford a gym membership or personal trainer.
3. Unconfident becuace of their body shape or not familiar with equipments in gym.
4. Wondering do their workouts correctly or not and afraid to hurt themselves.
5. Lack of motivation.
6. Users with physical limitations cannot find proper guidelines.

Design Process and Timeline

1 Research
- Online Survey
- Online Interview
- Competative Analysis
- Affinity Mapping

2 Define
- Design Strategy
- User Flow
- Persona
- Mood Board

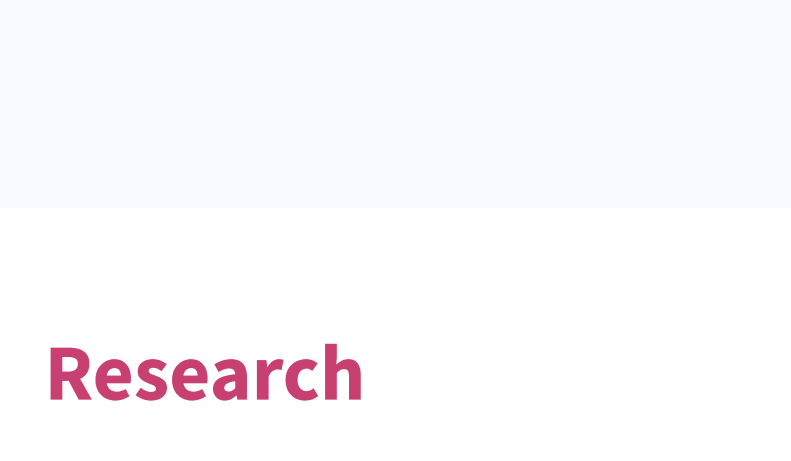
3 Develop
- Info. Architecture
- Card Sorting
- Site Map

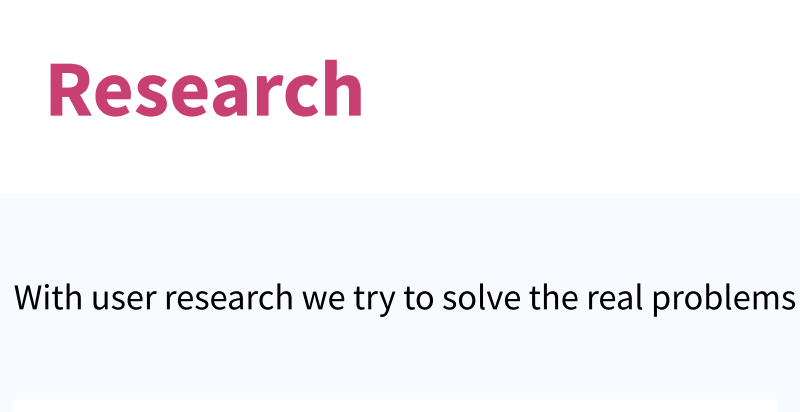
4 Design
- Sketches
- Wireframes
- Usability Testing
- A/B Testing

5 Deliver
- Final Wireframes
- Prototype

Research

With user research we try to solve the real problems not somethings that we imagine they are.





We have 63 surveyed and 16 interviewed potential users.

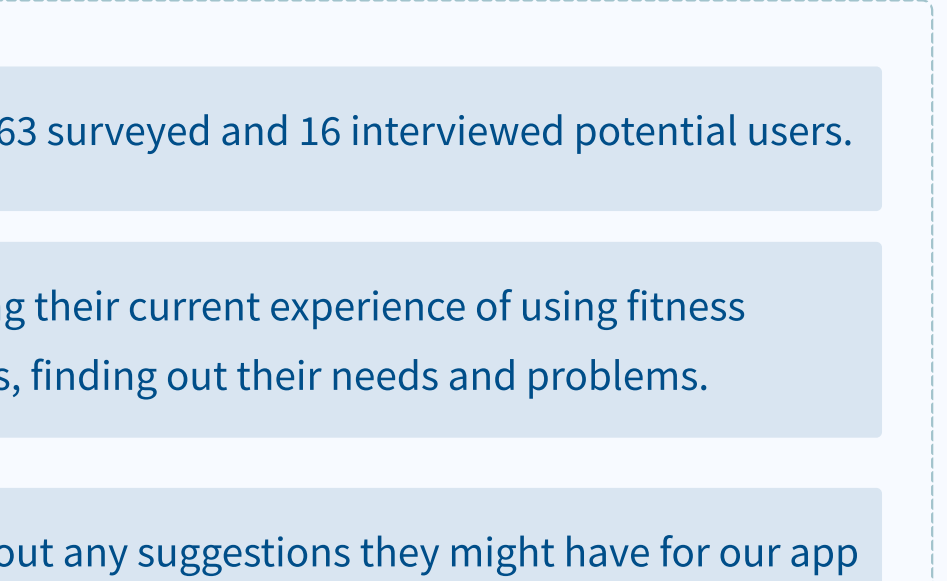
Evaluating their current experience of using fitness platforms, finding out their needs and problems.

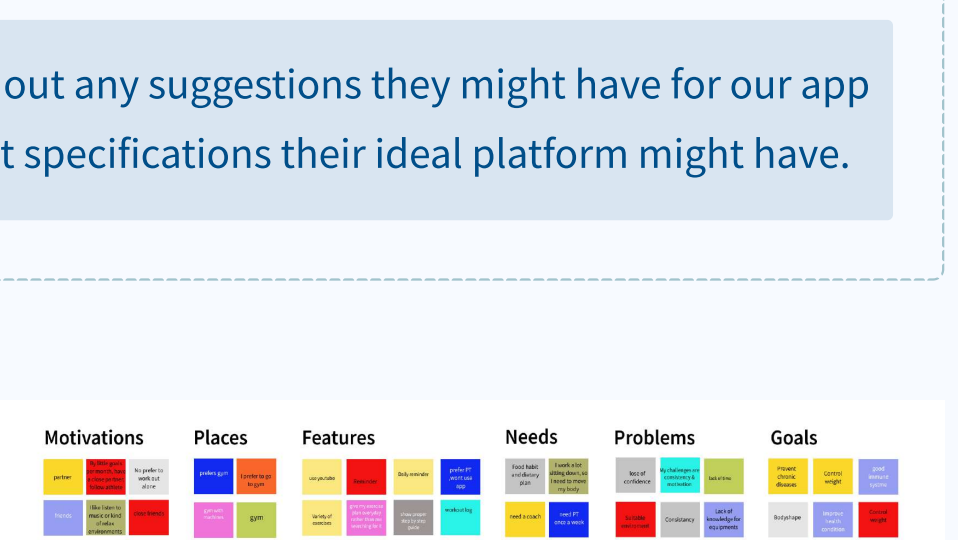
Figuring out any suggestions they might have for our app and what specifications their ideal platform might have.

USERS NEED

There is not enough platform with :

- Proper guideline and motivation
- Personalised plan for physical conditions
- Live consultation directly with instuctors
- Activity tracking all in one app


Motivations
Places
Features
Needs
Problems
Goals

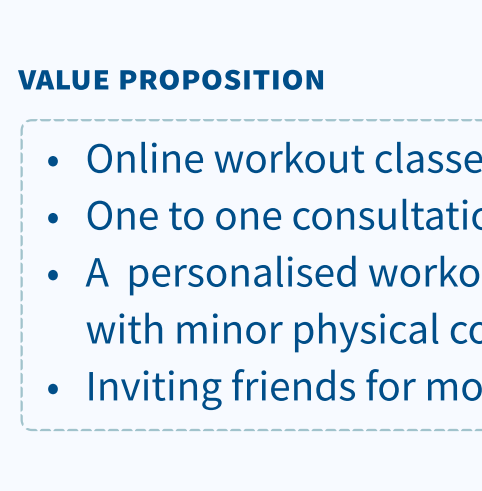

Strava
Cure fit
Homework out
7m women
Nike
FitOn
Daily Workouts
Workout Women

VALUE PROPOSITION

- Online workout classes
- One to one consultation with trainers
- A personalised workout plan even for people with minor physical conditions
- Inviting friends for more motivation

Define

Personas



Heleen Peters

Age	28
Family	Live together
Education	Biological science
Occupation	Reception
Location	Netherlands

Bio

Heleen has a full time job.
She likes to be healthy and fit but she is busy most of time.
She sits behind her desk and sometimes forgets to drink enough water. She feels guilty because after a simple lumber disc operation, doctors suggested she moves and takes walks, but she is mostly sitting.
Heleen would like to find an app that provides her with live exercise sessions led by a personal trainer.
If she can exercise with the app at home or at the gym and invite her friends that's awesom, because they incourage each other to continue their workouts.

Goals and needs

- Wants a coach to guide her
- Can have control over her body and health
- Keep track of her calorie intakes

Frustrations

- Wish to have a guidance for doing exercises suitable for her Disc problem
- Lack of information
- Hard to balance work-life
- Can't find a suitable app that she can use in the home or gym

Personality

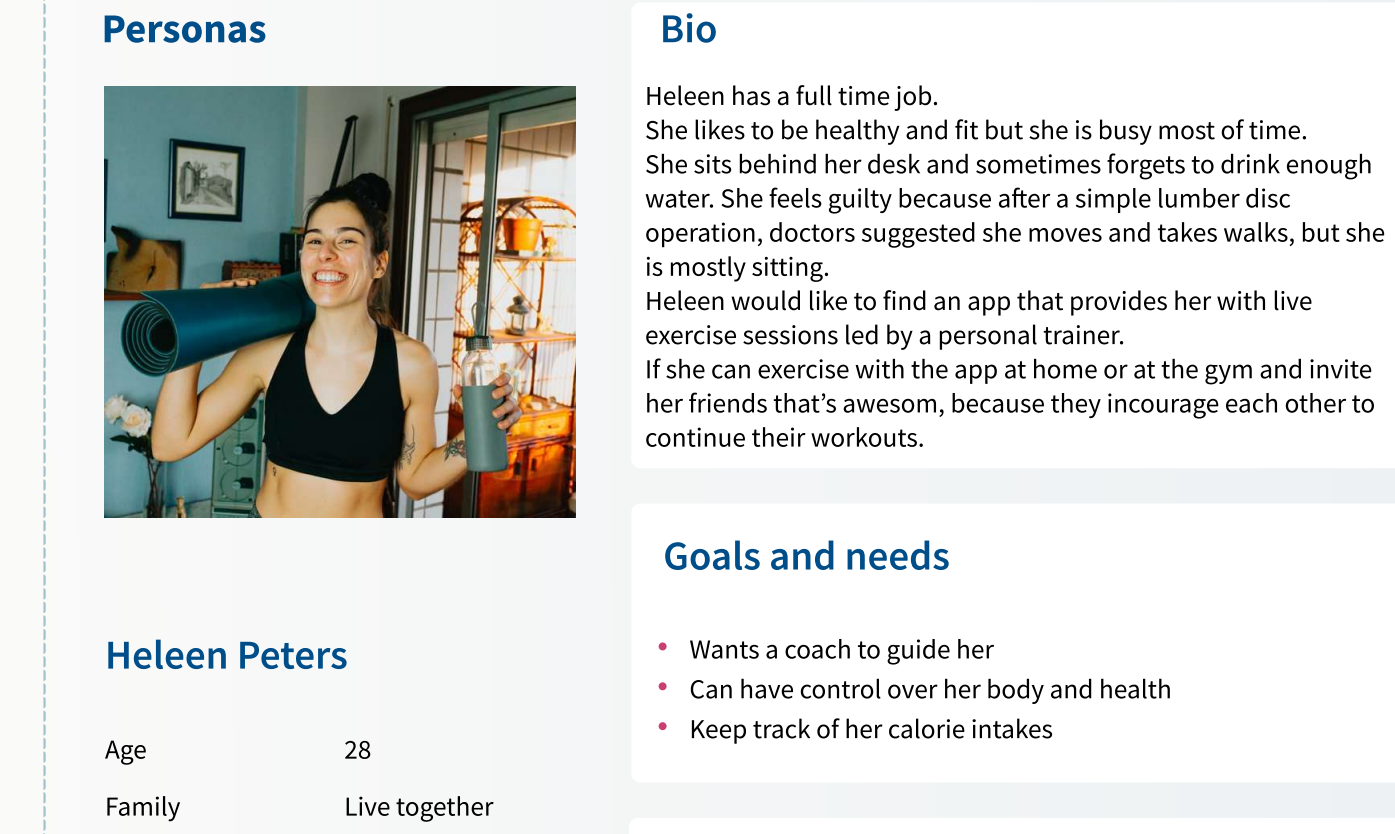
Energrtic
Foodie
Thinker
Extrovert
Sociable

Favorites

Device use

Motivation

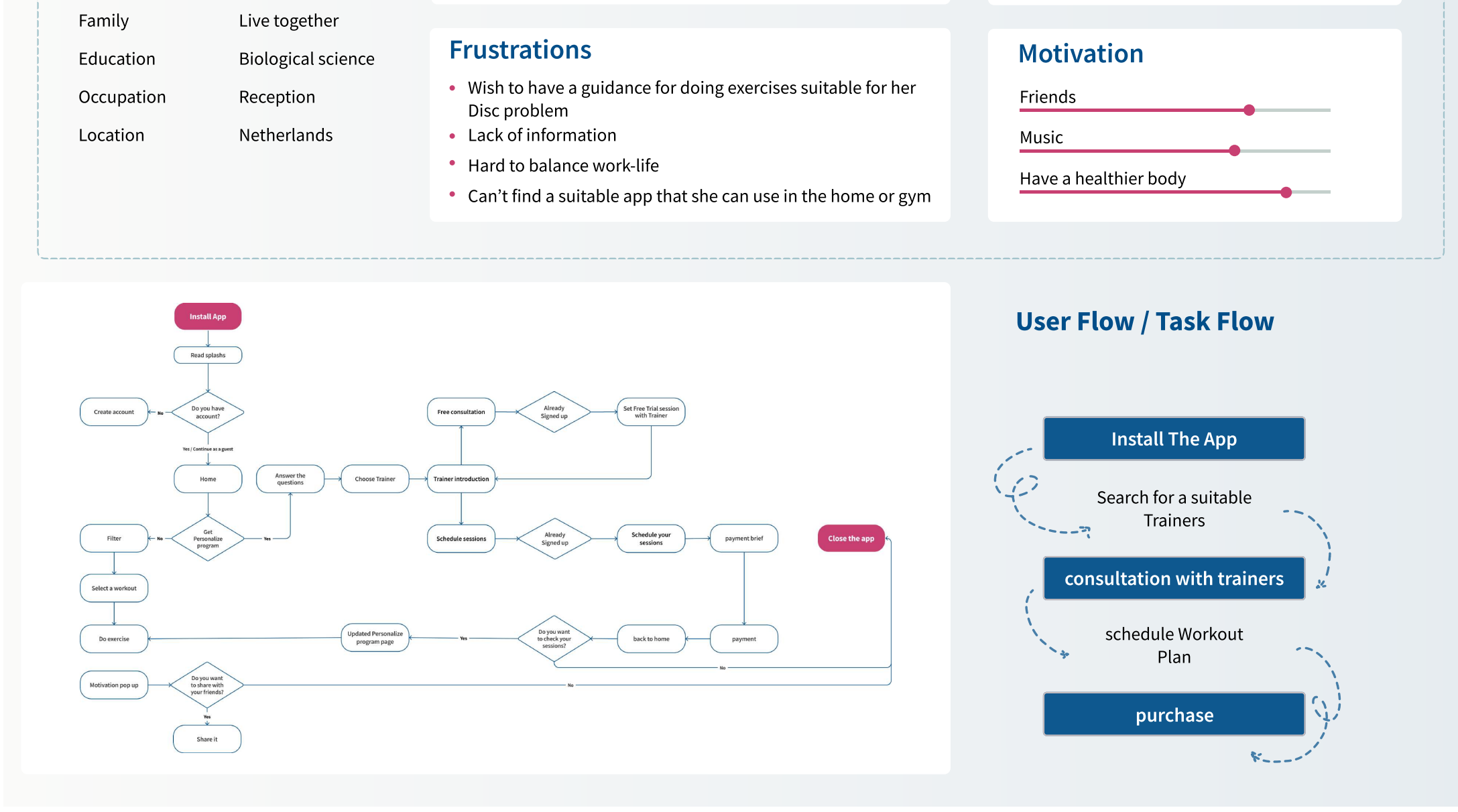
Friends
Music
Have a healthier body


Install App
Read splash
Create account
No
Do you have account?
Yes / Continue as a guest
Home
Answer the questions
Choose Trainer
Trainer introduction
Free consultation
Already Signed up
Set Free Trial session with Trainer
Filter
No
Get Personalize program
Yes
Schedule sessions
Already Signed up
Schedule your sessions
payment brief
Close the app
Select a workout
Do exercise
Updated Personalize program page
Yes
Do you want to check your sessions?
back to home
payment
No
Motivation pep up
Do you want to share with your friends?
Yes
Share it
No

User Flow / Task Flow

Install The App
Search for a suitable Trainers
consultation with trainers
schedule Workout Plan
purchase

Mood Board


If It Doesn't Challenge You,
It Doesn't Change you

Develop

Card Sorting

In card sorting session, participants organize topics into categories that make sense to them and they may also help us lable these groups.

Feature	Profile	Header Menu	Tab Bar Menu	Workout
Personal trainer	Settings	Profile	Today workouts	Home / Gym
Workout category	Medical history	Search	Diet plan	Personal trainer
Invite friends	Favorites	Notification	Dashboard	Live sessions
Notification	FAQ	Settings	Friends	Planner
Diet plan	Planner	Logo	Profile	Summary report

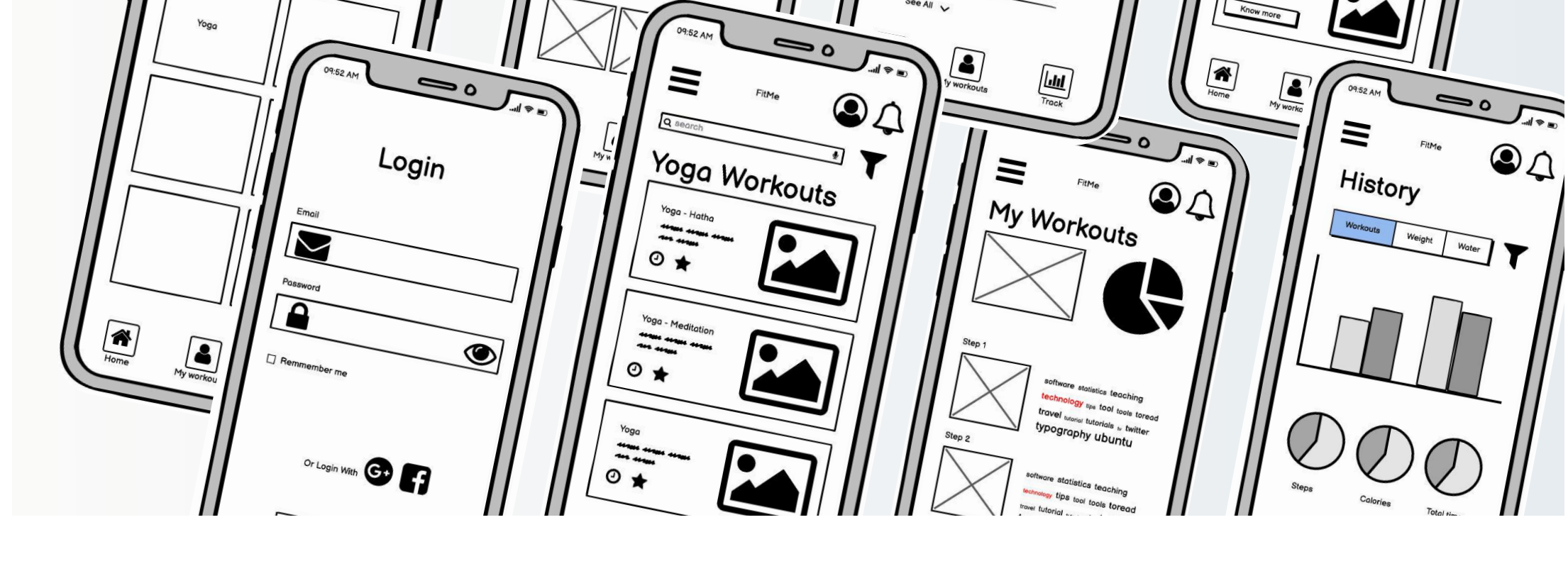
Site Map

A sitemap is a blueprint of your website that help search engines find, crawl and index all of your website's content

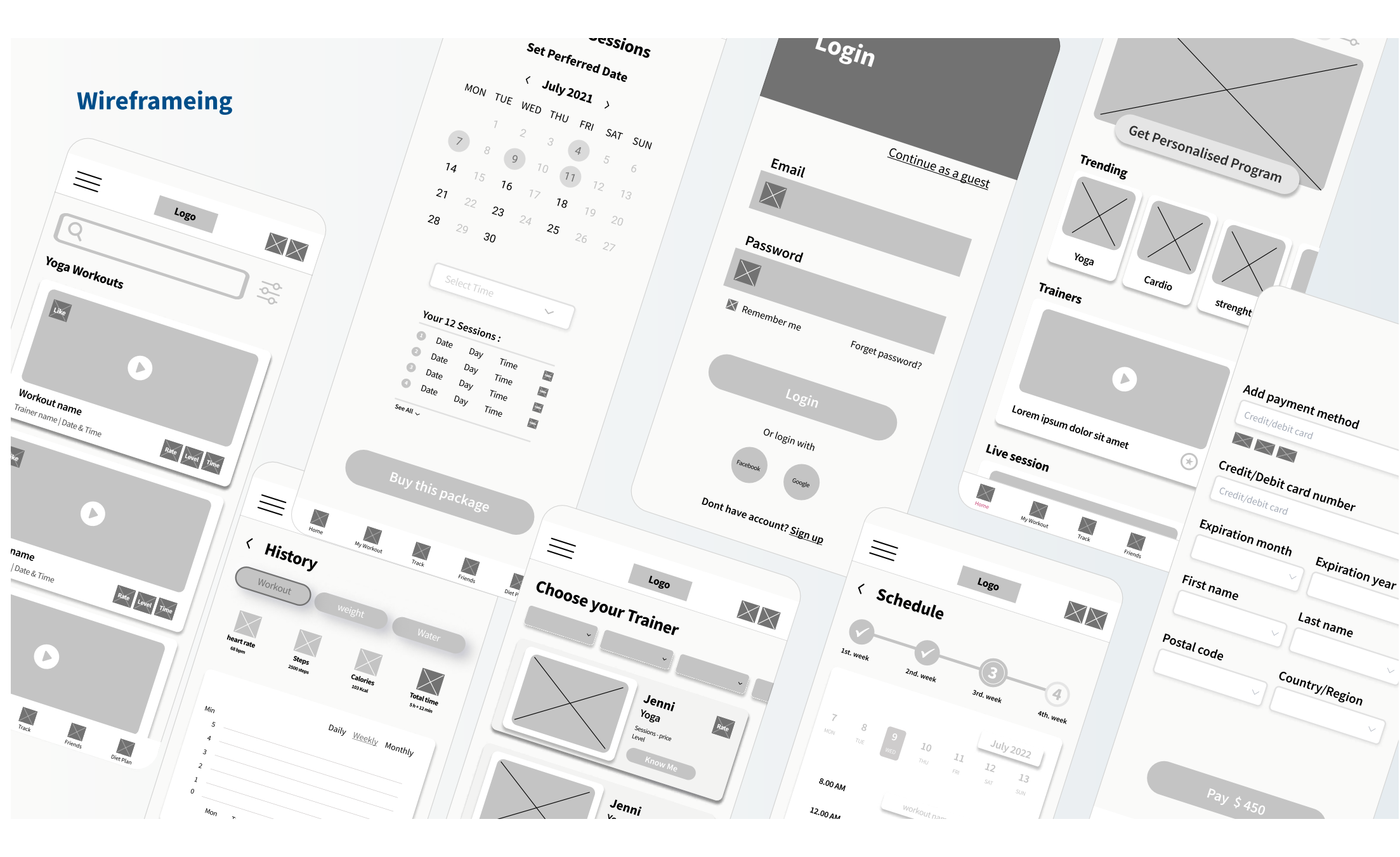
Home Page	Tab Bar Menu	Header Menu	Hamburger Menu
All Workouts	Home Page	Search	My Account
Trainers	My Workout	Notification	Configuration
Live Sessions	Track	Hamburger Menu	Support
Callenges	Friends		
Personalised Program	Planner		

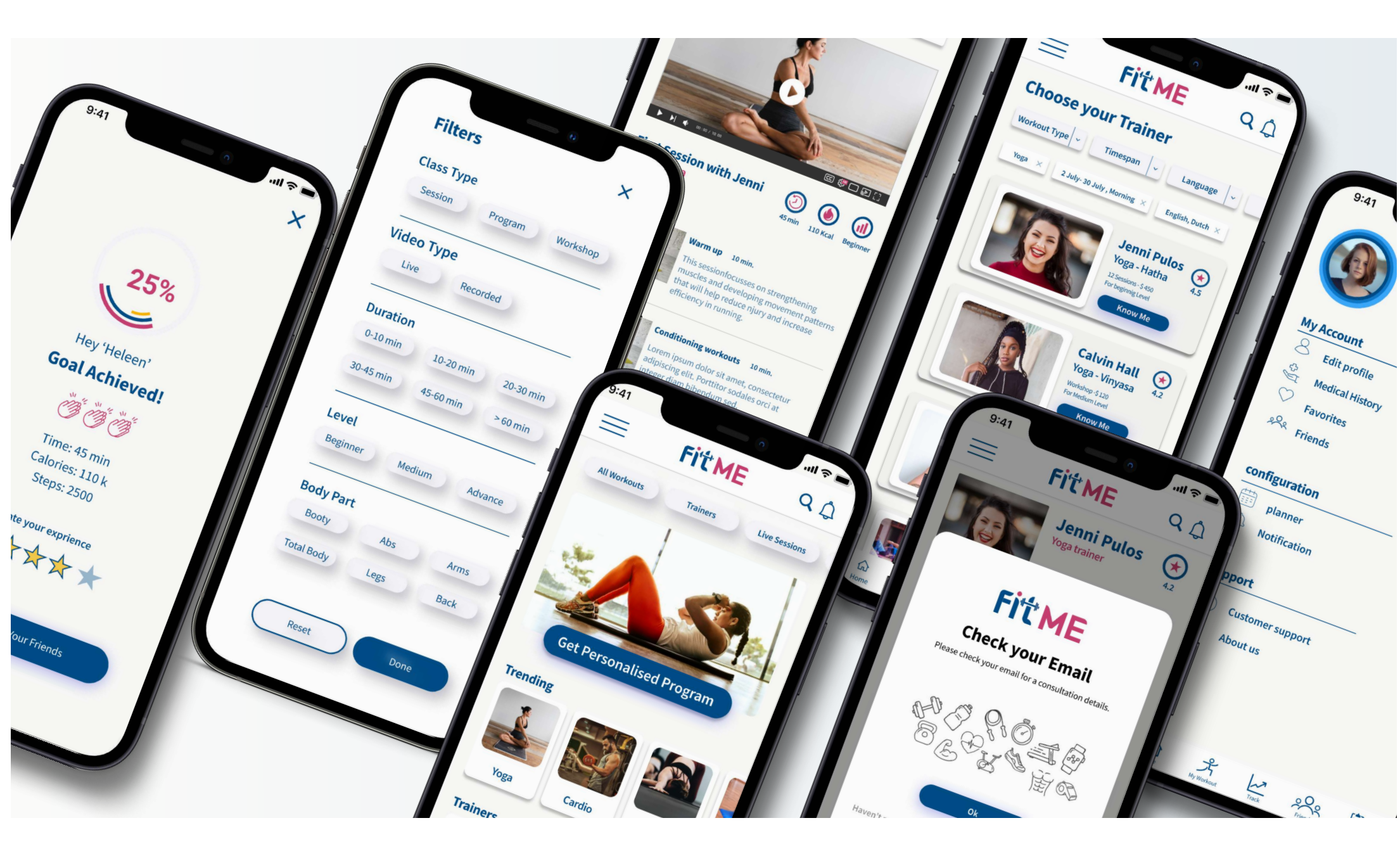
Design

Sketching


Categories
Login
Book Sessions
Trainers
Yoga Workouts
My Workouts
History

Wireframing

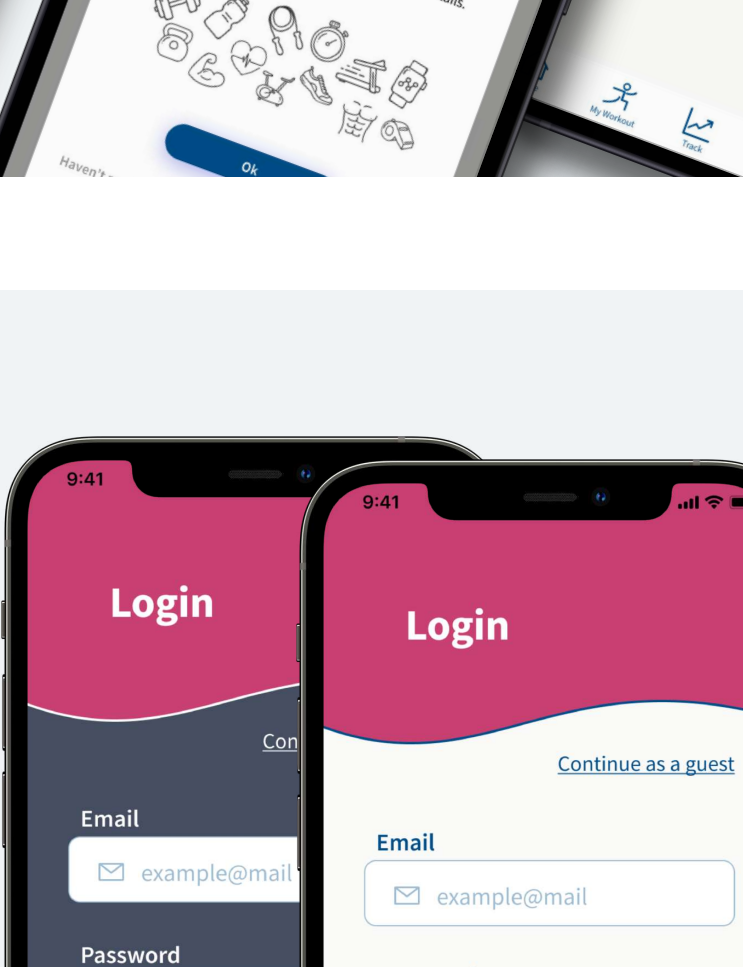

Login
History
Choose your Trainer
Schedule
Get Personalized Program
Pay $ 450


25%
Hey 'Heleen'
Goal Achieved!
Filters
Get Personalised Program
Choose your Trainer
Jenni Pulos
Calvin Hall
Check your Email
My Account

Color Palette

light Mood FitME
Dark Mood FitME

#004E89
#C84072
#FAFAF9


Login
Continue as a guest
Email
Password
Remember me
Forget password?
Login
Or login with
Dont have account? Sign up

Typography

Source Sans Pro
Regular
Semibold
Bold

Aa
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

source sans pro is easier to read on-screen

Headline 1	Bold 36 pt
Headline 2	Bold 24 pt
Subtitle 1	Bold 18 pt
Subtitle 2	SemiBold 18 pt
Body 1	Regular 18 pt
Bottom	SemiBold 20 pt
Link	Regular18 pt
Body 2	SemiBold 15 pt
Subtitle 3	Bold 12 pt
Caption	Regular 10 pt

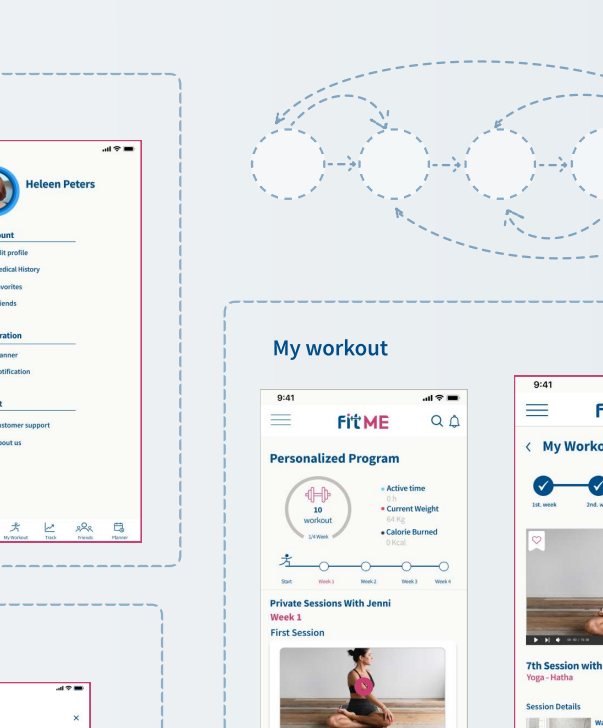
Buttons And Icons

Colour Palette

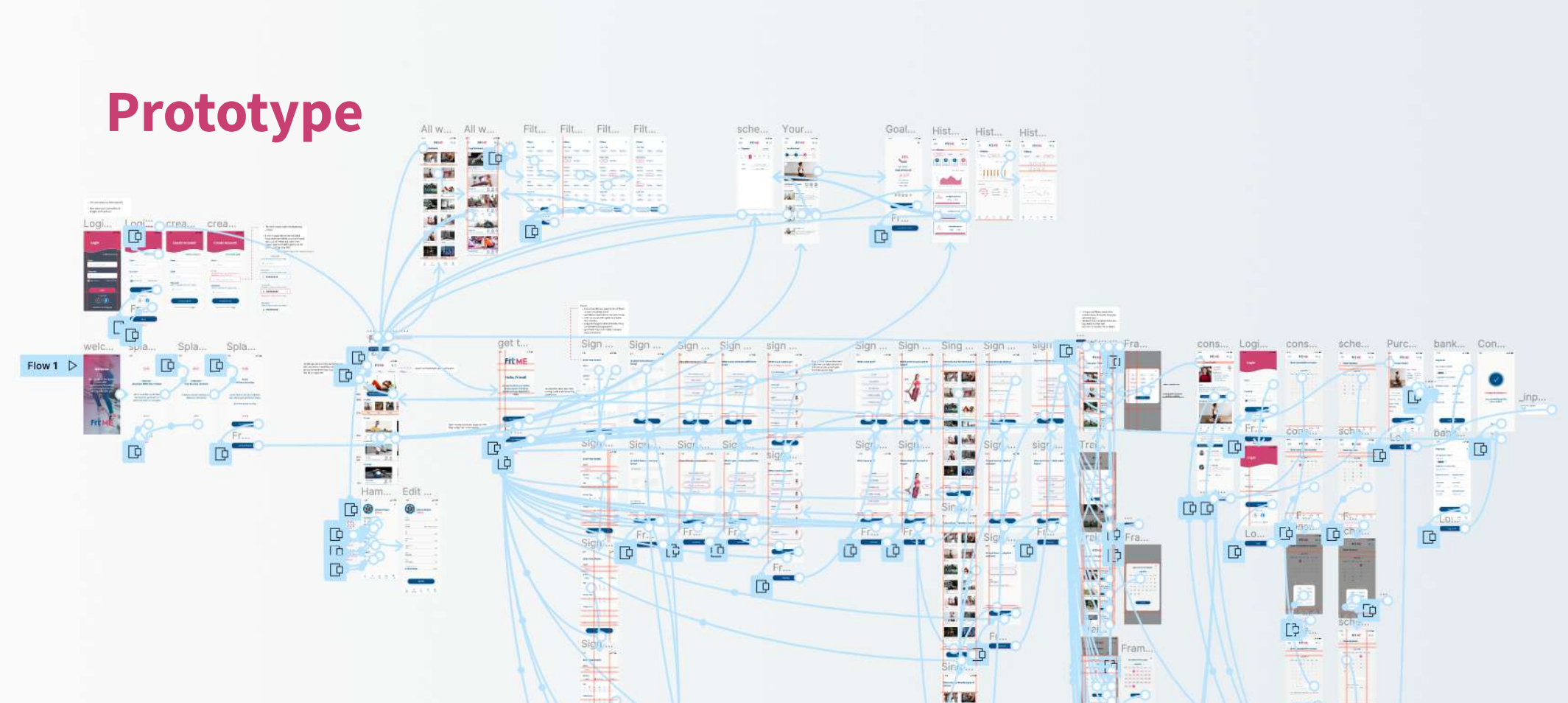
C84072
004E89
FAFAF9
E6ECF0
AAC3D5
C84072

Bottom

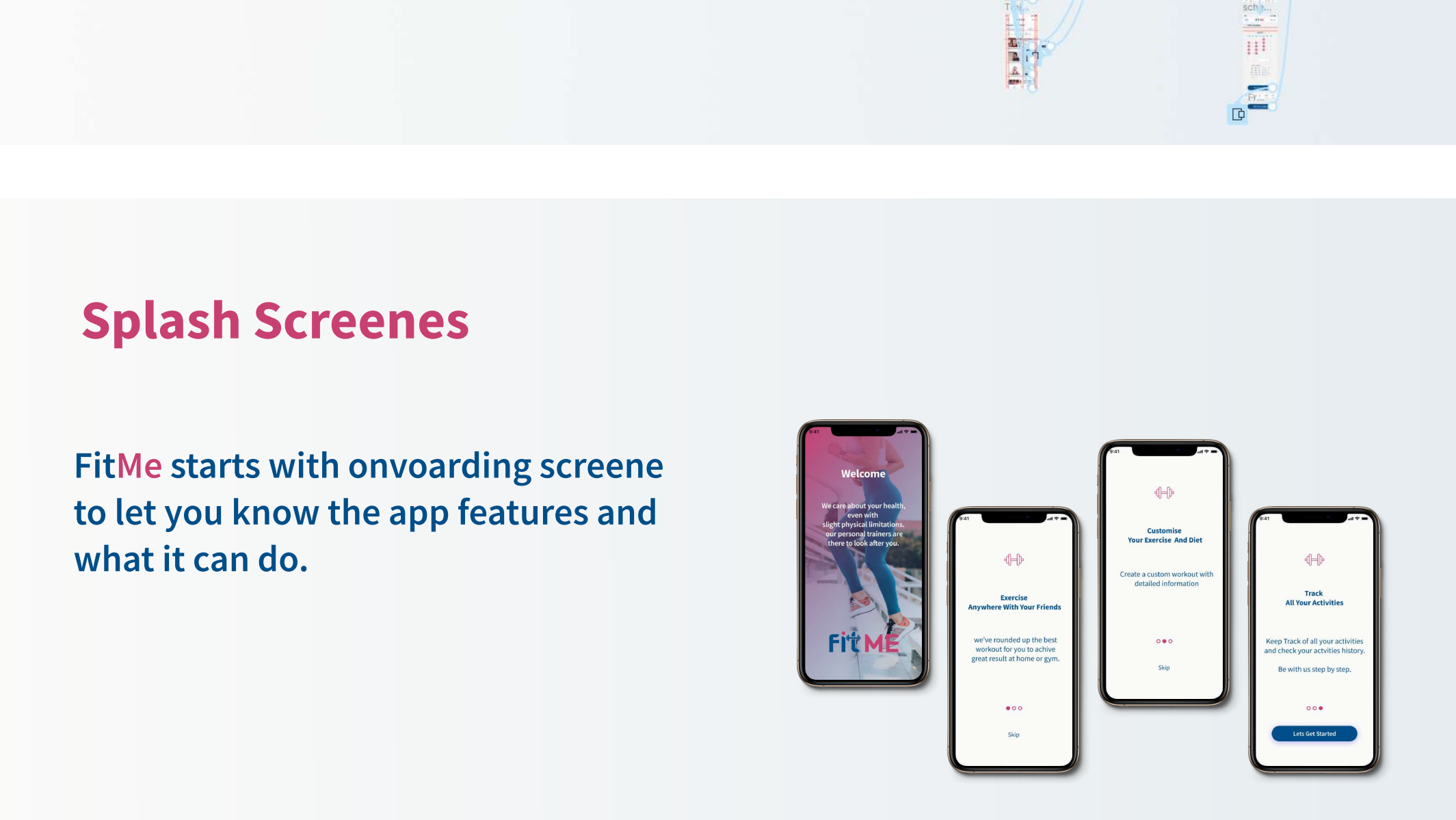
Primary
Primary
Primary
Primary
Secondary (Pressed)
Secondary (Pressed)
Secondary (Pressed)



Iterations

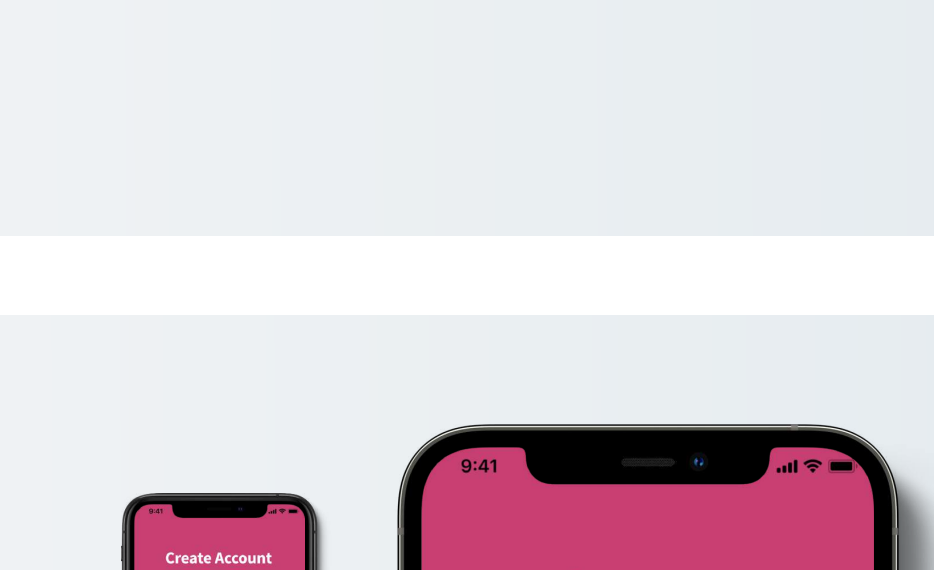

Personal trainer info.
Profile
Choose trainer
Payment
My workout

Prototype



Splash Screenes

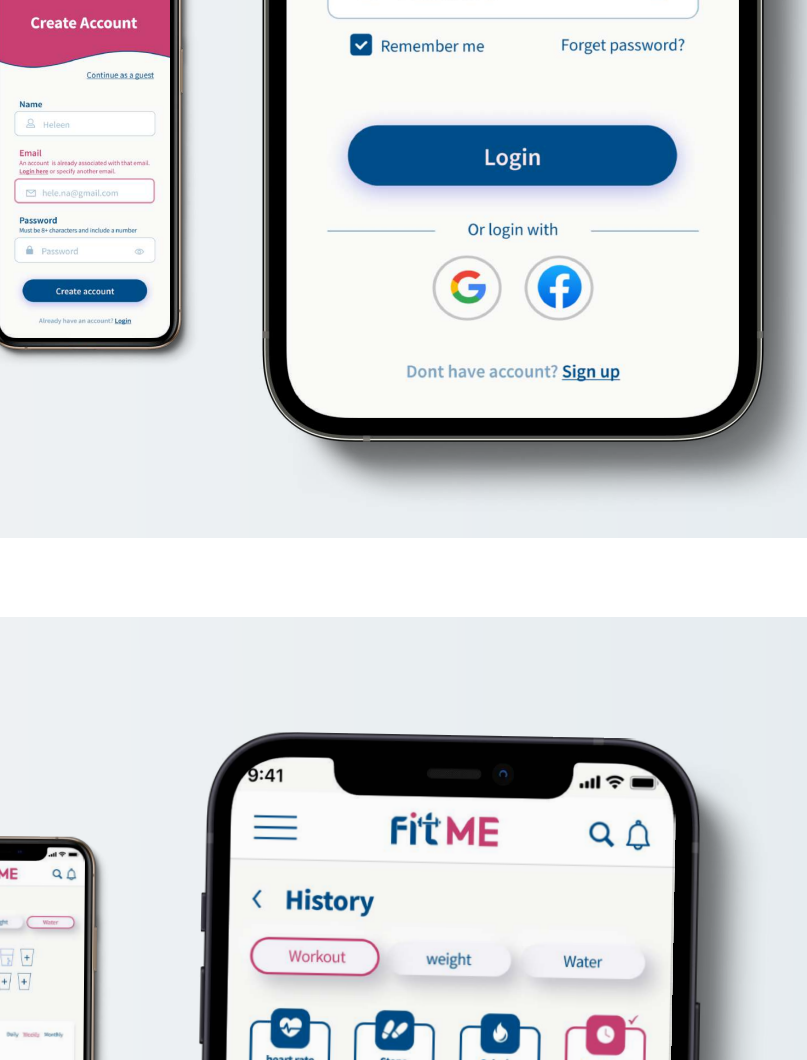
FitMe starts with onvoarding screene to let you know the app features and what it can do.



Login page

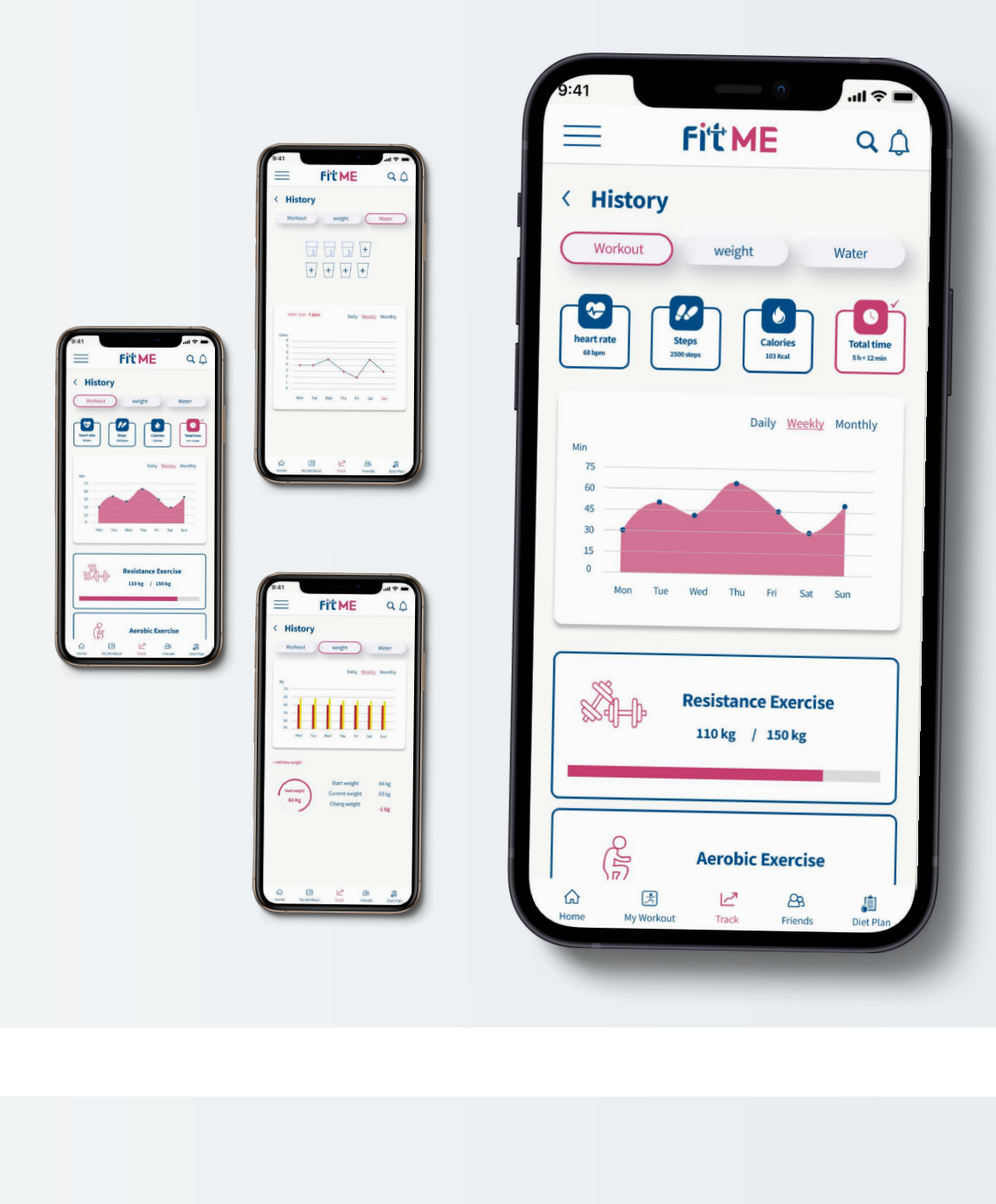
Users can easily sign in or sign up with email or social media accounts.

- Continue as a guest is an opportunity for some users that they are curious about app but the login process discourage them


Create Account
Login
Continue as a guest
Email
Password
Remember me
Forget password?
Login
Or login with
Dont have account? Sign up

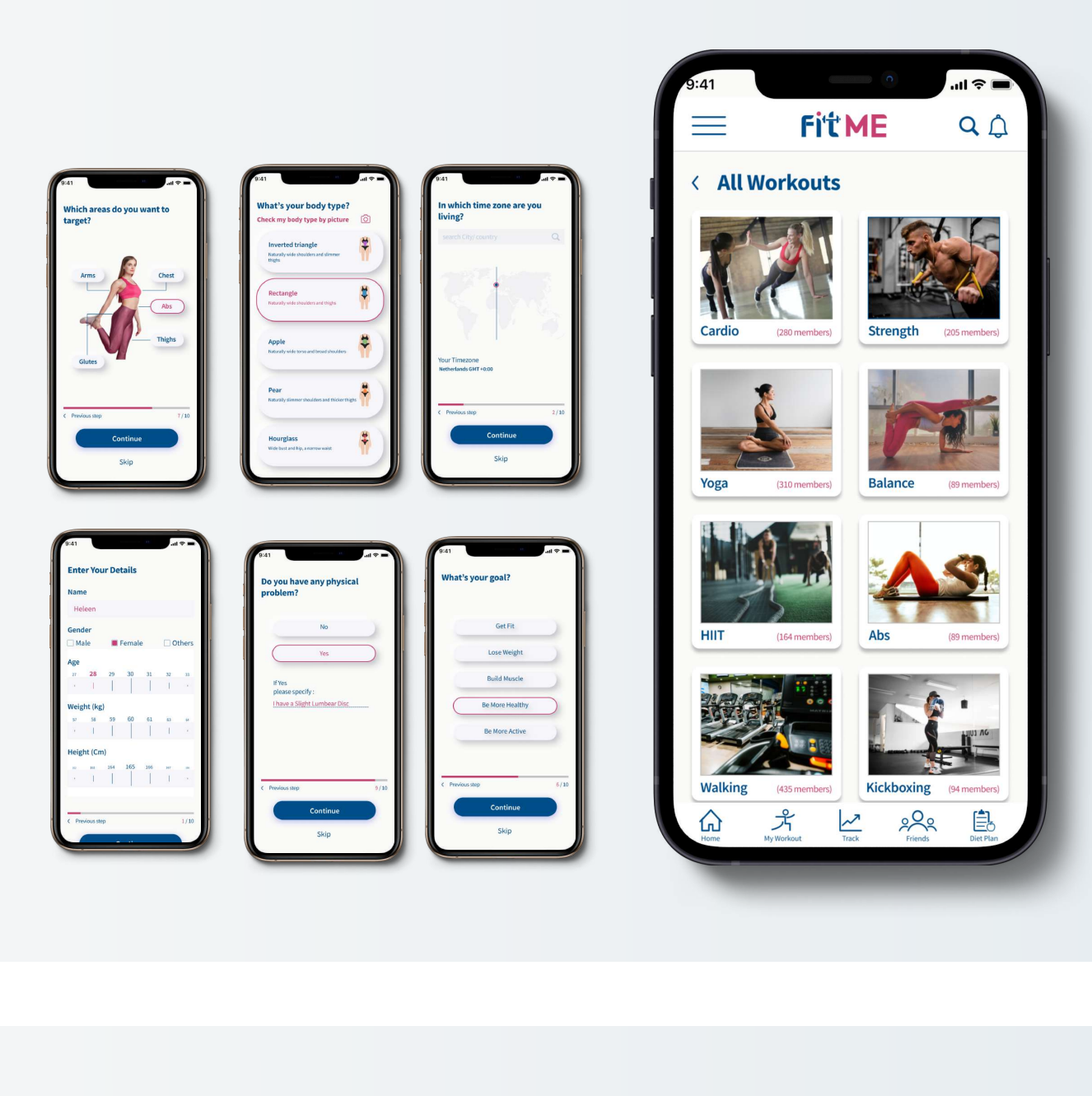
History Pages

A dashboard is one of the best way to show the KPI.
We use it in graphic and color design to be easy for user to understand and analyse their data.

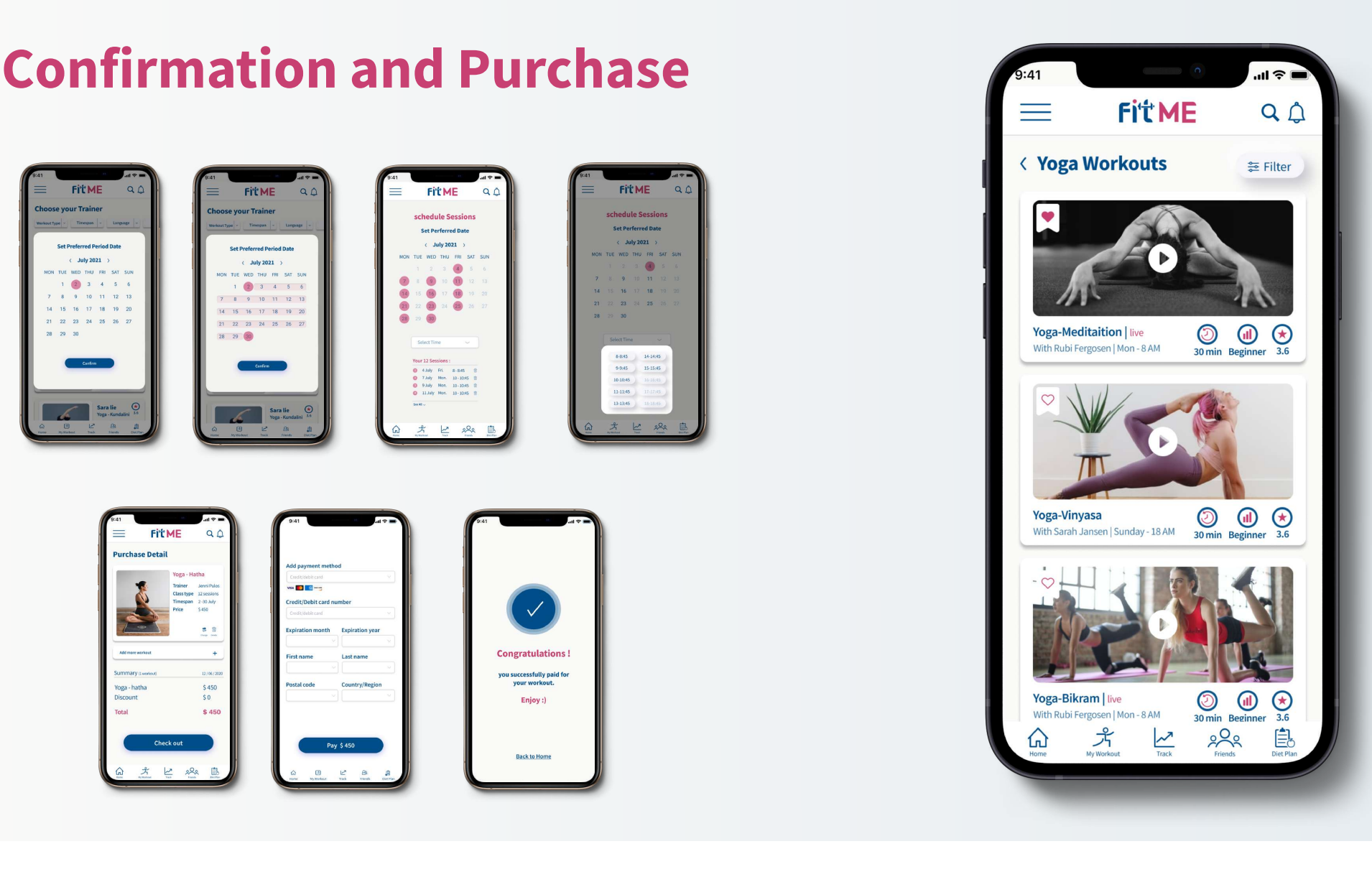

FitME
History
Workouts
weight
Water
Resistance Exercise
Aerobic Exercise

Profile Setup

Users can setup their profiles with answering a simple questionner.


FitME
All Workouts
Cardio
Strength
Yoga
Balance
HIIT
Pilates
Walking
Kickboxing

Confirmation and Purchase


FitME
Yoga Workouts
Yoga Meditation
Yoga Lifestyle
Yoga Bikram