

USER RESEARCH - BASIC INFO AND STATS

User Research

Personas

Concept

Storyboards



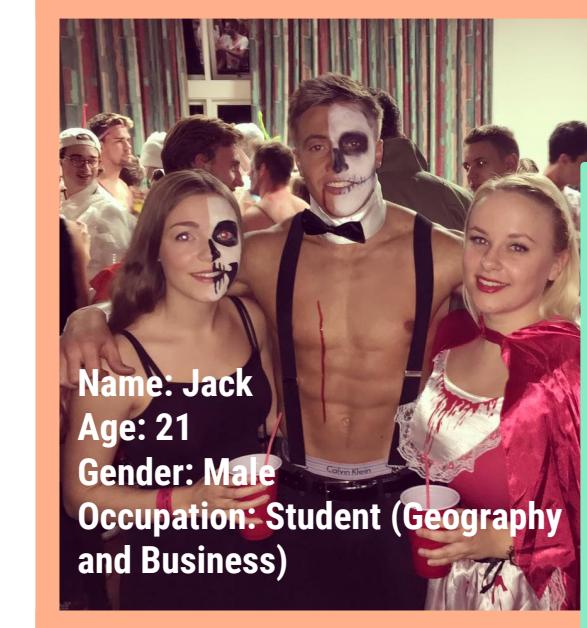
What supplements do you take, and what format do they come in?
Protein (powder, bars), CLA (Capsules), Caffeine (Capsules)

How much do you spend on supplements a month?
£20

What occupies your time?
Hockey, gym, girlfriend

Any dietary requirements?
None

How much do you use your phone?
Very regularly. Use all social media (Facebook, Snapchat, Tinder, Whatsapp, Instagram) and Google calendar.



What supplements do you take, and what format do they come in?
Protein (powder), Creatine (muscle recovery), BCAA (amino acids), ZMA (zinc, magnesium, vitamin b, vitamin d), Multivitamins (tablets), Vitamin D (tablets), Pre-workout

How much do you spend on supplements a month?
£70

What occupies your time?
Socialising, gym, netflix

Any dietary requirements?
No

How much do you use your phone?
Only in class (Whatsapp, Facebook, Yik Yak)



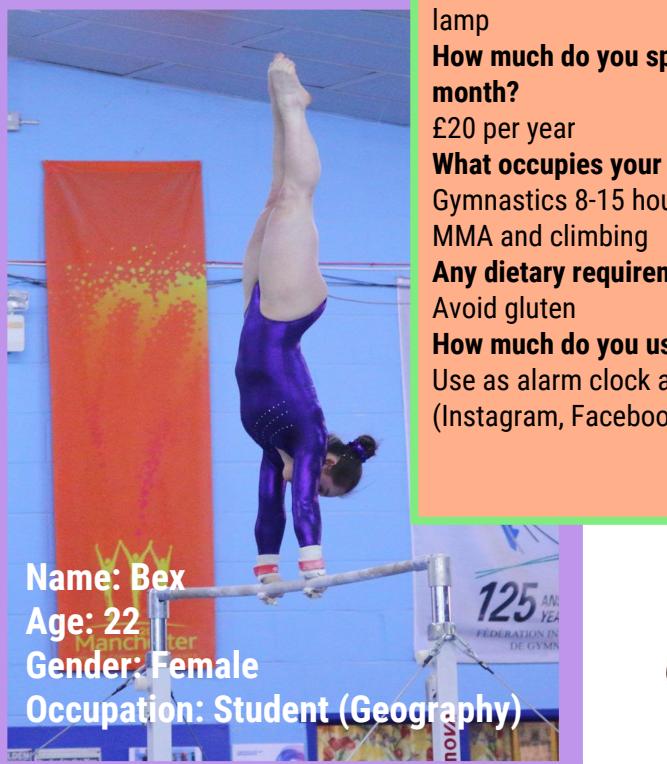
What supplements do you take, and what format do they come in?
High concentration Vitamin D (capsules); sun lamp

How much do you spend on supplements a month?
£20 per year

What occupies your time?
Gymnastics 8-15 hours per week, occasional MMA and climbing

Any dietary requirements?
Avoid gluten

How much do you use your phone?
Use as alarm clock and for communication (Instagram, Facebook, Whatsapp)



What supplements do you take, and what format do they come in?
Whey Protein (Powder), Casein Protein (Powder), BCAA

How much do you spend on supplements a month?
£20

What occupies your time?
Studies, gym at least twice a day, IMS matches

Any dietary requirements?
N/A

How much do you use your phone?
Daily mainly for social media apps.



What supplements do you take, and what format do they come in?
BCAA (amino acids), Protein (powder and bars), Pre-workout, Vitamins (tablets), Berocca (Dispersible)

How much do you spend on supplements a month?
£40

What occupies your time?
Gym, socialising, skiing, coaching and planning

Any dietary requirements?
N/A

How much do you use your phone?
Daily mainly for social media apps.



classroomclipart.com ©



USER RESEARCH - Q & A

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What does your exercise timetable look like each week?

2x 70 minute hockey matches. 2-3x 90 minute hockey training. 3x 45 min gym session per week

I have a variety of programmes I complete daily at the gym

Gymnastics 8-15 hours per week, occasional MMA and climbing

Gym: Monday – Saturday

Rugby training: Monday – Friday

3x weight sessions per week, 2x cardio sessions per week, 2x games

How would you rank the goals you have for the supplements you take?

1. Improve muscle recovery

2. Increase muscle mass

3. Increase energy levels

1. Give extra boost that diet from food doesn't give.

2. Increase Strength and overall power

3. Looking aesthetically pleasing

1. Raise vitamin D levels to normal level for bone health

2. Feel more energetic

1. Increasing performance

2. Getting massive

1. Recovery from injury (2x ACL)

2. To help with intensity and muscle performance

Do you discuss your supplements with anyone?

Not that regularly, but if so with team mates and anyone who has started a new supplement or diet etc

No, however occasionally takes supplements with flatmates

Not much now (routine doesn't feel interesting enough to discuss), did when taking more regularly

Yes, with team mates

Only when people ask me to do so. I discuss usually with my team and the students I coach in order to guide them

How often do you forget to take/restock your supplements?

Some weeks I forget to take my supplements up to three times a week. I tend to over order, therefore very rarely running out of stock

As I have a set routine I would realise if I didn't take my protein before/after the gym. I always have an awareness of how much I have left

Never, I haven't had to restock yet

I forget pills most days, but timing is irrelevant. I always remember protein powder for pre-workout. I never run out, have the next lot before running out

Always, I use my phone a lot, but I always seem to vary every month. Sometimes I forget to restock, other times I find I have a lot of surplus product left

What would make you consider taking more supplements?

No interest in taking more supplements. Three different supplements is enough to coordinate for me

If a new supplement comes out that shows good results I would give it a go.

Maybe if knew benefits of other supplements, but don't feel a need

There are diminishing returns. I already take as much as possible - however I would go for higher quality supplements if I had the money

If my coach was to suggest I take more and I was completely aware of what they did

Do you feel like you need more information than is on the supplement packaging?

I take 'inform sports' products which give plenty of information in my opinion. Which is why I changed from using other supplements with less information

I buy from well-established websites that offer all the info I could need, however any quick questions on products are easy enough on Google. But in regards to packaging it depends on the brand.

Yes - the way body processes the supplement, its influences on other bodily functions

No

Not for me personally - I tend to know what they mean and when to use them

Where do you tend to be when you take your supplements?

In my student house, or at home

At my student flat or at the gym.

In my kitchen or bedroom

Kitchen/Bedroom

Kitchen or at the gym

USER RESEARCH - SUPPLEMENT PROCESS

User Research

Personas

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"I hate the taste of this powder, but I don't know if the brand do any other flavours"



"Having to wash up smelly shakers with old milk still in them is such a pain."



"The CLA tablets are really hard to swallow. I wonder if there are any smaller similar tablets on the market?"



"I don't know how many of these I'm supposed to eat each week?!"



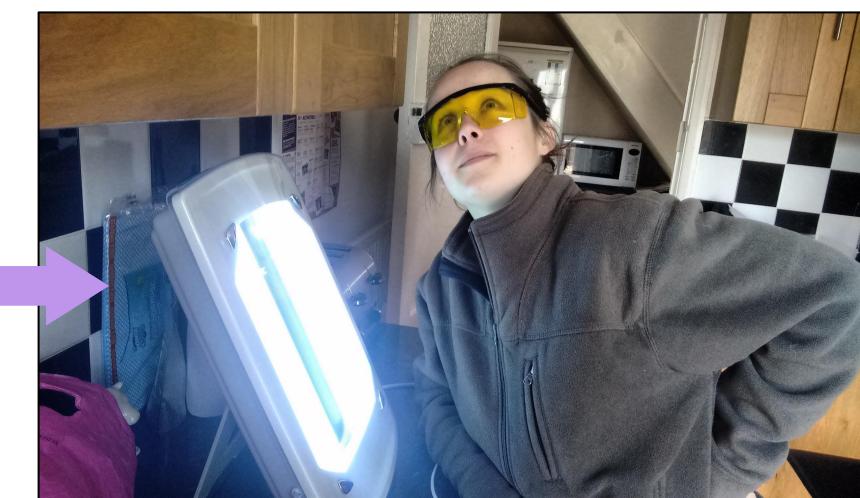
"It's in my food cupboard... I sometimes forget to take it"



"Feels like I'm in the sun on holiday"



"I use the sun lamp during breakfast, so it doesn't take up any time"



"I forgot I had it on while doing some work and ended up with a sunburn on one side of my face!"

USER RESEARCH - ANALYSIS PROCESS

User Research

Personas

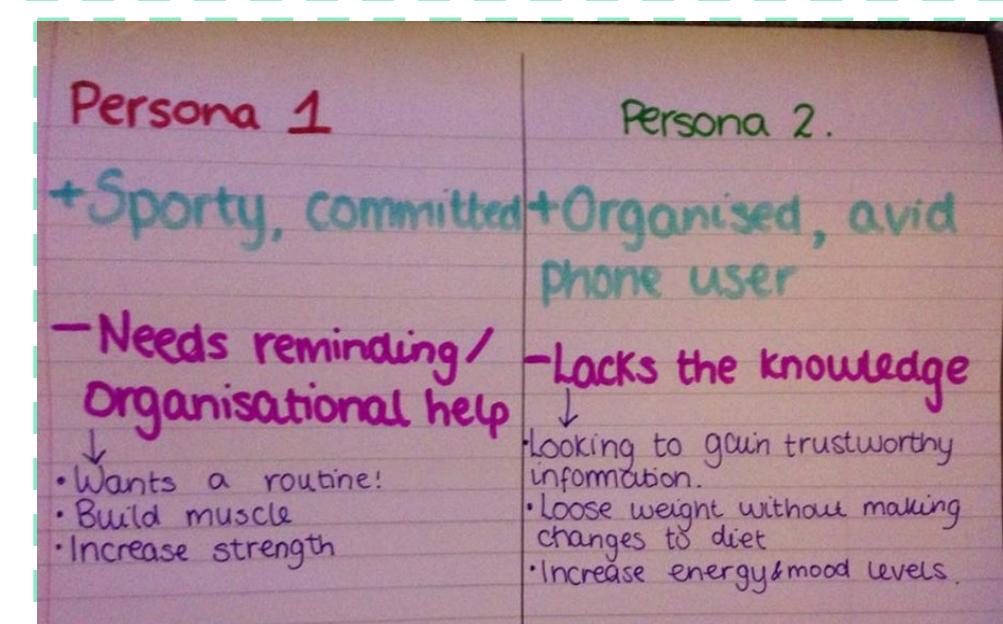
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Storyboards

Interviewing a variety of potential users allowed us to see what users are looking for from a supplement app. How can we help them with the supplement taking process? Extracting key information allowed us to continue on to an affinity diagram.

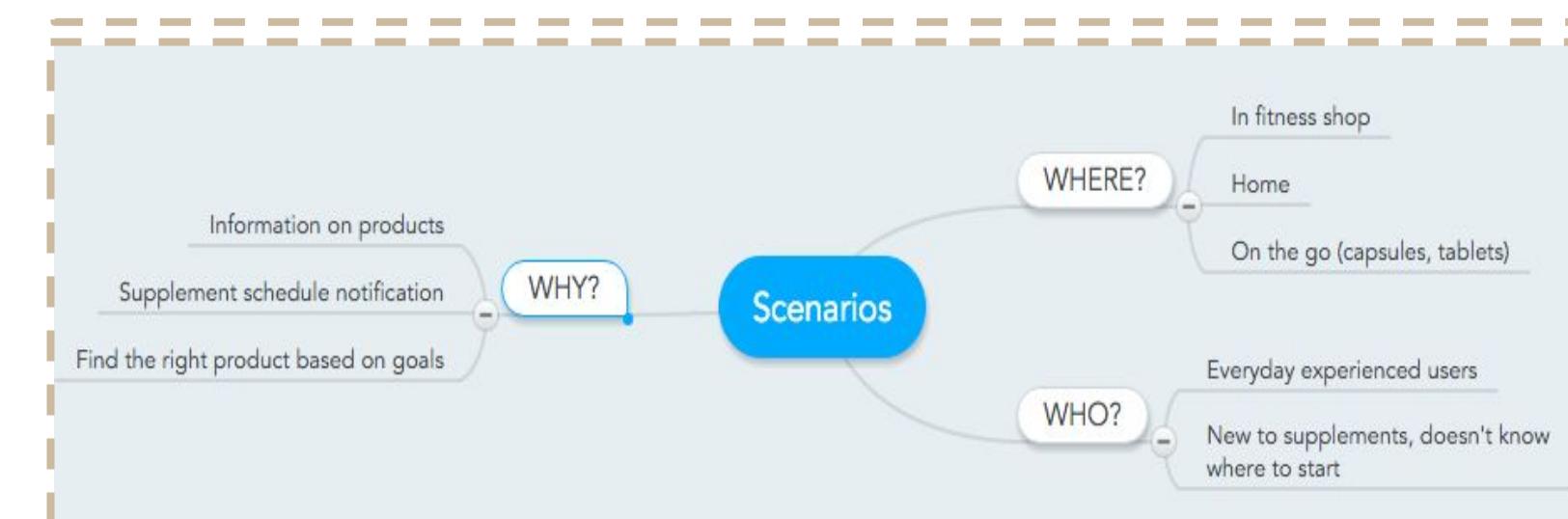
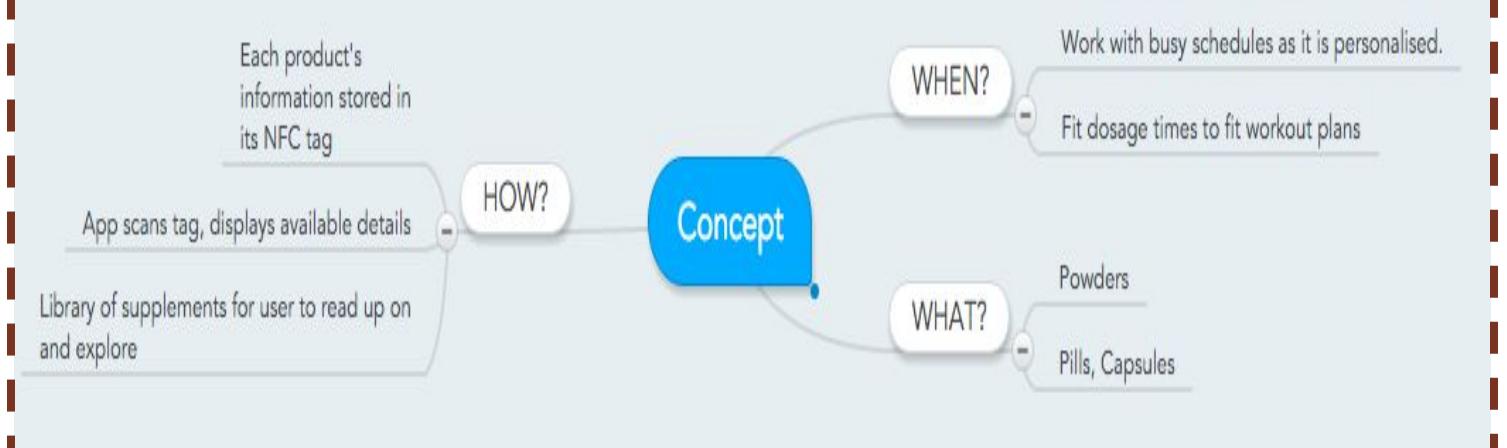
Affinity mapping visually displayed recurring comments from the interviews. Categorised on key aspects of the app such as where the supplements are taken and in what forms. Abstract feedback, such as becoming a vegetarian, was also starred to help create the personas.

Extracting pain points and experience goals from our interviews constructively created two types of potential users. One looking for organisation and the other using the app for research purposes. The aim is to appeal to a wide target audience, regardless of their experience with supplements.



After user research interviews, we had our idea. A simplistic app centralising information on supplements, from the product's NFC tag. Developing that further required choosing features and functionality, such as the notification system giving users a routine to follow. **SCOOP** is born! The app is easy to use and appeals to both experienced and novice supplement users.

When creating scenarios we considered *where* the user would be using SCOOP and for what *purpose*. At **home**, SCOOP is your reminder that it's time to take your supplements and a source of research when your body aims change and develop. With **friends** SCOOP can inform and guide you based on your end goals. At the **shop** SCOOP displays products strengths and weaknesses, after the NFC tag is scanned.



PERSONA 1- BETHANY GREEN

User Research

Personas

Concept

Storyboards



AGE: 19

OCCUPATION:
STUDENT, MATHS AND
GEOGRAPHY

LOCATION:
LOUGHBOROUGH
UNIVERSITY

“ I want to be the best I can be!”

“ I've used supplements for many years, but there is
always something extra I can do to improve”

Bio

Hobbies, lifestyle, "user behaviour"

- Sports (Rugby)
- England and Midlands <20 champion
- No rest days

Attitude

- Confident, self-assured, highly motivated-->

Motivations

- Coach, family pride

Task Goals

- What they want to do**
- Build muscle & strength
- Add structure (routine)
- Share new discoveries
- Restocking
- Consumption options
- Dosage information

Experience Goals

- What they want to feel**
- Camaraderie /w team mates
- Treated as competent
- Responsible for health
- A change in physical power and emotional stability

Frustrations and Pleasures

- Keep having to reinform dosage
- Difficulties reading text
- Lack of information and recommendations
- + Likes the taste?

protein
muscle
fitness
balls
progression
family
strength
bulk
sports
pride
exercise
confidence
winning
power
determination

Currently consume:

- Protein powder
- Creatine
- Preworkout
- BCAA
- CLA
- L glutamine
- Multi Vitamin



Characteristics

- Organisation:
- Fitness level:
- Supplement experience:
- Commitment:
- Extraversion:
- Phone use:

PERSONA 2 - FRANCOIS MONTREAL

User Research

Personas

Concept

Storyboards



AGE: 22

OCCUPATION:
STUDENT, COMPUTER
SCIENCE

LOCATION:
LOUGHBOROUGH
UNIVERSITY

"I feel like a zombie during the winter months"

"I'm organised enough to improve the way I look, but I
don't know how to start"

Bio

Hobbies, lifestyle, "user behaviour"

- Graphics Designer (virgin, glasses)
- Manually capable (crafty)
- Seasonal affective disorder

Attitude

- Unconfident, organised, Self-conscious

Motivations

- Unsociable and often lethargic, Poor health (doctors), too fat

Task Goals

- What they want to do**
- Lose weight
- More energy
- Discover info/guidance
- Dosage information
- Budget constraints
- Not changing diet

Experience Goals

- What they want to feel**
- Trustworthy info
- Feels responsible for health
- Doesn't want to feel tired and out of energy all the time
- Wants to become and feel healthier with more energy

Frustrations and pleasures

- Bored of protein powder taste
- + Feels empowered after consumption
- ++ sees bodily/performance improvements
- Cost (£70 a week)
- Forgets sometimes to consume
- Feels guilty
- Vegetarian, gluten intolerant, nut allergy



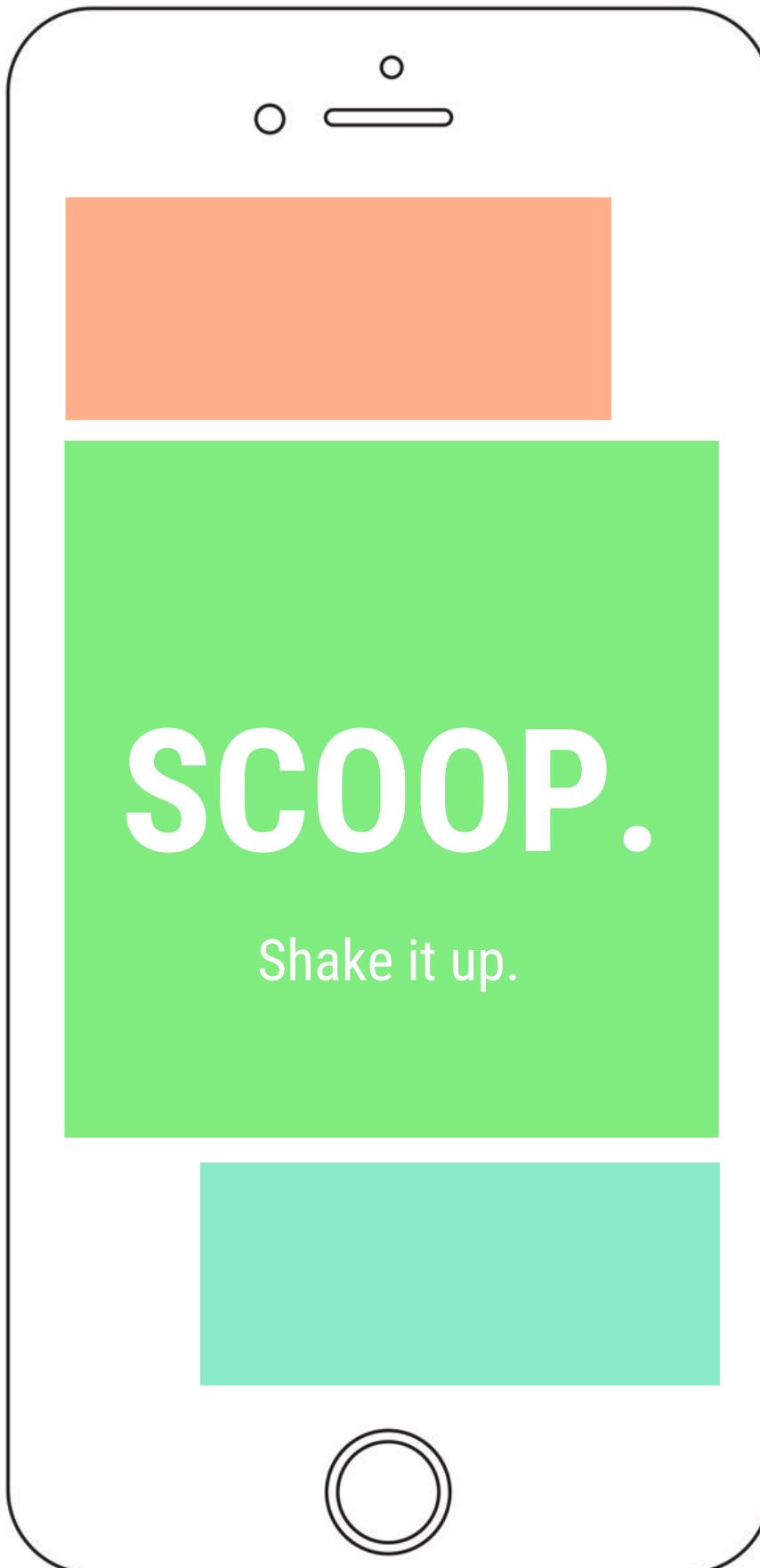
Currently consume:

- Vitamin D (prescribed), light box
- Vitamin C (by choice)
- Would considering if had more information....
- Unsure where to get reliable information



Characteristics

- | | |
|------------------------|---------------------------------|
| Organisation: | <div style="width: 80%;"></div> |
| Fitness level: | <div style="width: 60%;"></div> |
| Supplement experience: | <div style="width: 70%;"></div> |
| Commitment: | <div style="width: 50%;"></div> |
| Extraversion: | <div style="width: 40%;"></div> |
| Phone use: | <div style="width: 90%;"></div> |



“Whether you’re an aspiring athlete, Health Junkie, or just someone trying to get into shape - Enhance your experience with **SCOOP™**”

“Scoop is a health and wellbeing app, designed to integrate seamlessly into your life, providing you the **GUIDANCE AND SUPPORT** you need, when you need it. Scoop will take you to new heights, with its organizational and social features alongside an expansive database of supplements.”

Specifications:

Optional supplement recommendations:

- Different goals
- Different budgets
- Different commitment levels

Manual (re)definition/customisation of any detail

Ability to **follow friends** (and celebrities/athletes)

Access to account on **any web browser**

Information (in resizable text):

- **What supplements do**
- **Interactions with other supplements**
- **Common dosages/frequency**

Automatic **restock option**

- Option to **randomize brand/flavour**

Organisation

- Timing, calendar integration
- Push notifications
- Checklist
- Progress tracker (graphs, tables, tallies etc)

Alternate Names:

Supplemental
Supplemento
Supp coach
Supp Box

STORYBOARDS #1-2

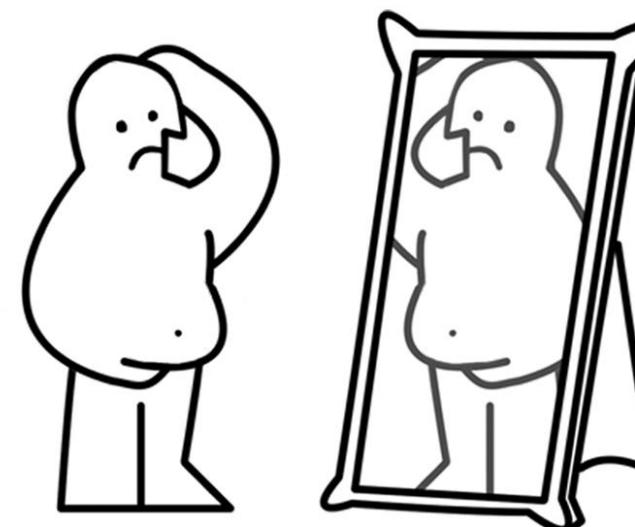
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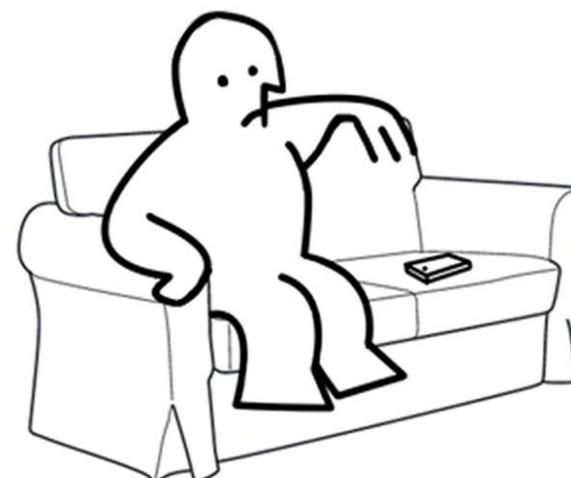
SCOOP can help you right from the get go on your first day of your new fitness and health drive. Complete beginners like Francois can input what they would like to achieve in regards to their health and fitness. **SCOOP** will then provide you with all the information you need about each supplement that is suited to you and your goals.



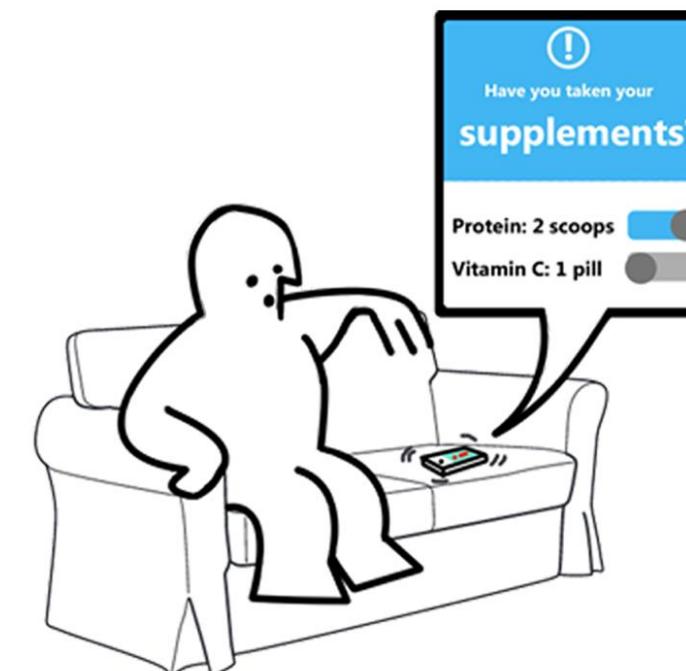
"I want to get in shape, but I don't know where to start!"



Already using supplements like Bethany, but having trouble remembering which supplement to take? How much to take? When to take each supplement? No worries! **SCOOP** will send you automatic reminders telling you exactly what you need to take and when.



"I feel like I'm forgetting about something..."



"Ah yes! Thanks **SCOOP for reminding me!"**

STORYBOARDS #3-4

User Research

Personas

Concept

Storyboards

