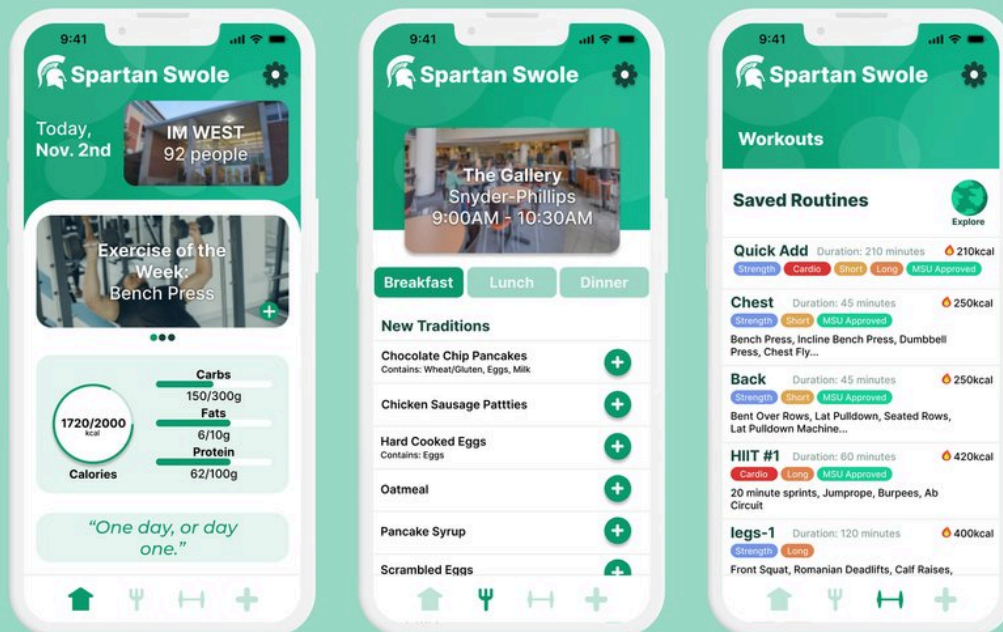




Works Home
About

Resume



Spartan Swole



Client
Works Home

About

Resume

MI 420 Interactive Prototyping Class

Role

Sole UX Designer

Timeline

Sep. 2023–Oct. 2023, March 2024

Challenge Statement

Design a fitness app for Michigan State University's college students

The Problem

Students at MSU do not have an all-in-one method to monitor their fitness.

Instead, the university's provided resources are spread throughout separate, unresponsive websites.

How can students **easily track nutrients, manage exercise routines, and seek wellness events** without sifting through multiple apps and web pages?



Works

Home

About

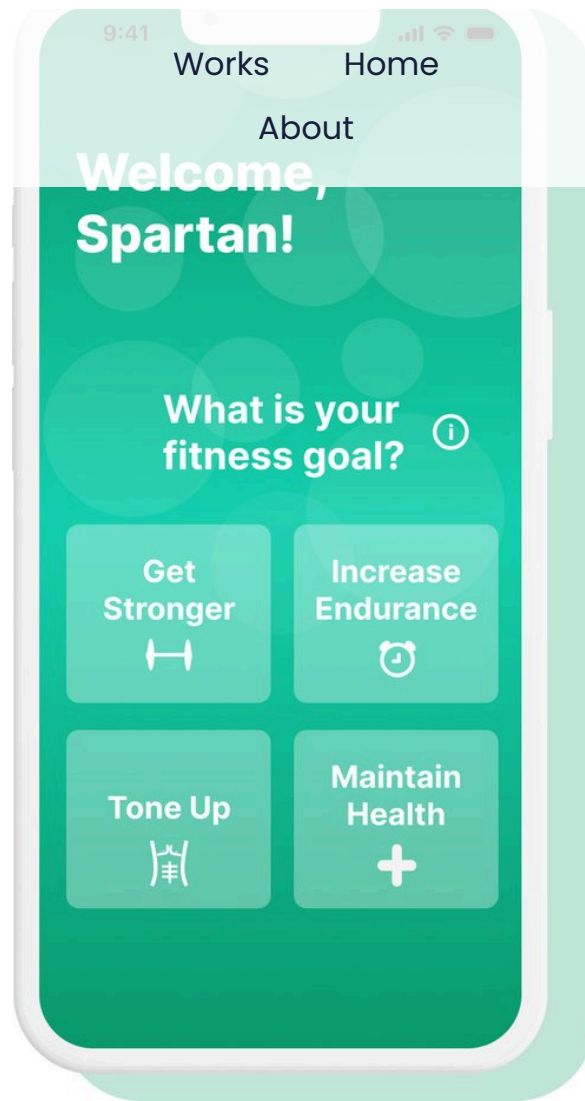
Resume

Solution

Fitness goals are best acknowledged in a collaborative, personal environment

Personalization

- Declare a primary goal to create a template of recommended exercises and macro nutrient thresholds that support them
- Receive general information on specific exercises and nutrients that should be considered to achieve the goal
- Create a foundation to focus and build upon, while also maintaining customization when acquiring new goals

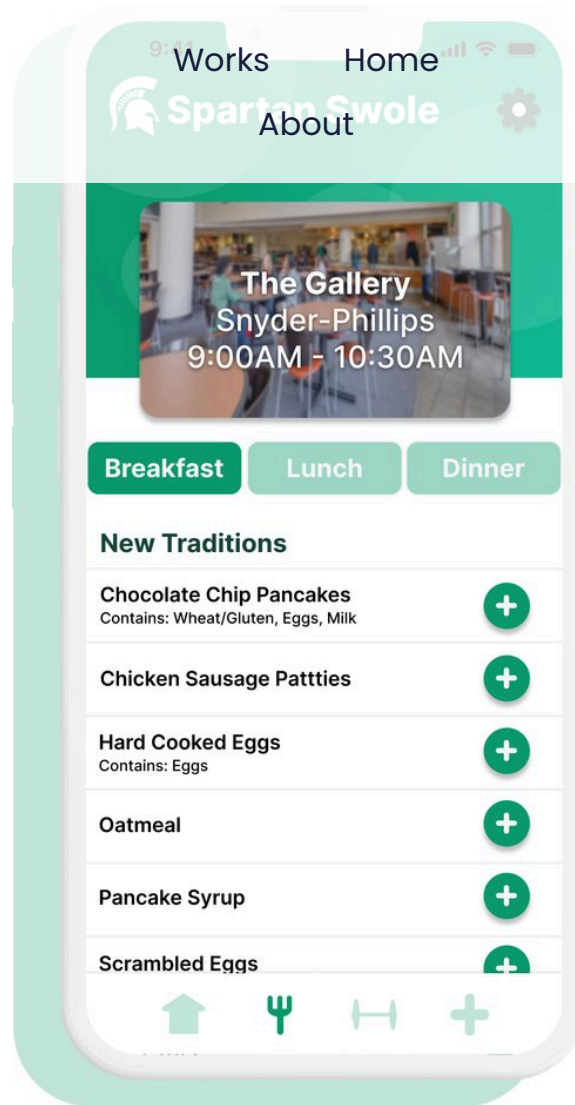


Resume



Familiarity

- Design based off the MSU App's Dining On Campus feature, serving as a familiar space for students
- Displays dining hall hours to plan your meal accordingly to what you want to eat and when
- Immediately lists allergens to further help make an informed decision on what to eat

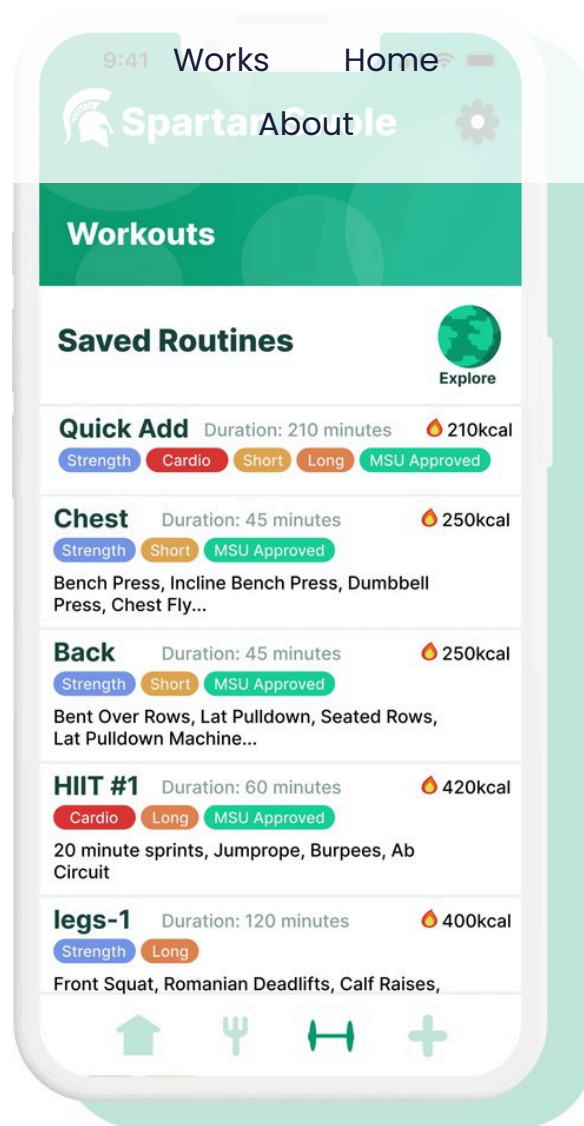

[Resume](#)


Organization

- Create and organize routines to incorporate into a lifestyle
- Utilize the option to “tag” a routine for a quick and descriptive way to understand what workout would be best for a personal goal
- Explore and add other workouts posted by a community of fellow MSU students



Resume



Research

To better understand users I'm designing for, I performed **competitive analyses** on three popular fitness apps. I considered each app's most significant pro and con to inspire design ideas of my own.





Resume

MyFitnessPal

Pro: Lots of customization

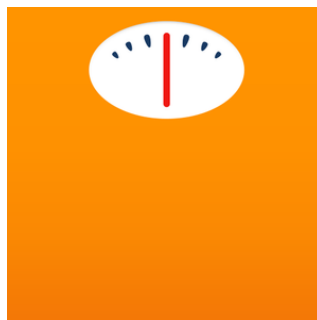
Con: Poorly placed advertisements



PlanetFitness

Pro: Focuses on its core function (checking people in)

Con: Lacks social features to create an in-app community



LoseIt!

Pro: Ability to quickly log nutrients and exercises


[Works](#)
[Home](#)

Con: Interface is cluttered, making it difficult to find useful features

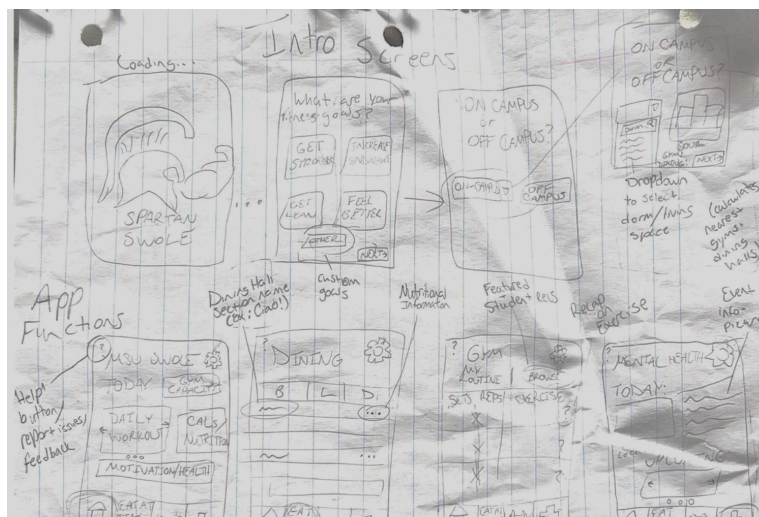
[About](#)
[Resume](#)

Ideating

Due to time constraints placed by the class syllabus, I began my process of ideating immediately after completing competitive analyses. **I chose to develop a digital, mobile app solution** since my challenge statement called for it.

Bringing ideas to paper

I first brainstormed a design for my app and **sketched** out frames on paper. This allowed me to quickly convey my idea in a tangible space for visualization, while also leaving room to make changes and incorporate new features.



BK

Works

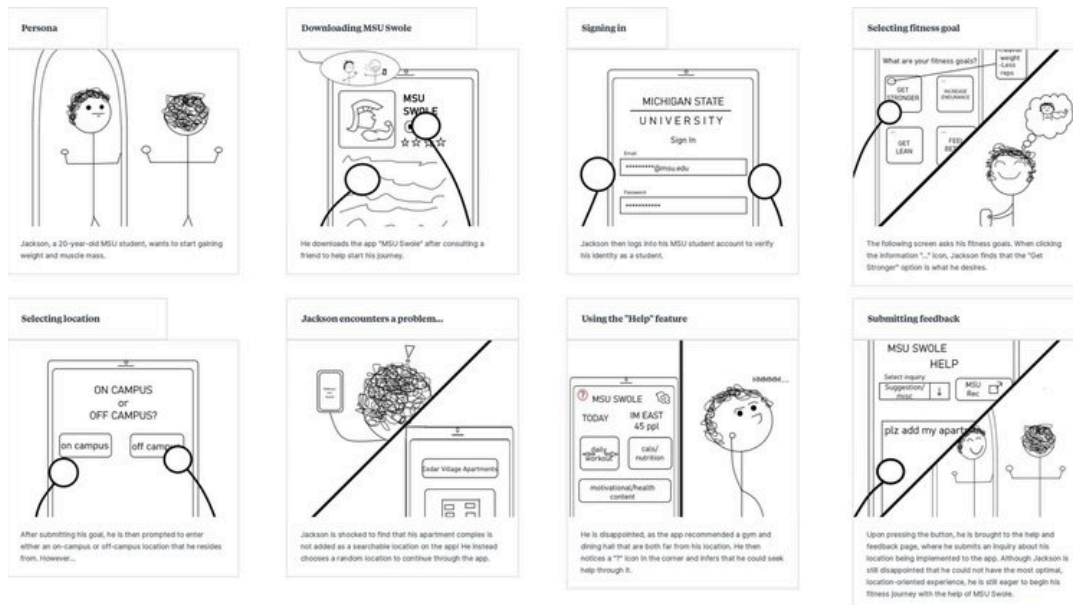
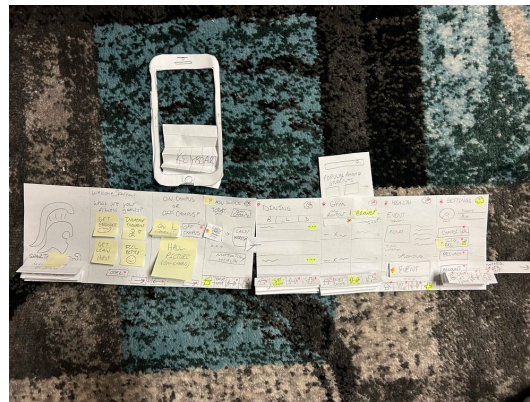
Home

About

Resume

Paper meets functionality

Then, I translated these sketches into a **paper prototype** with a demonstrative video to display interactivity. The video was based around a **storyboard** I created to envision how a user walks through a certain task in the app, and whether this task is successful.





Spartan Swole Video Prototype

Works

Home

About

Resume



After finishing my paper prototype, I conducted **usability testing** on it with one of my classmates. From observation and interpreting his **think-aloud** feedback, I identified **two key insights** about my current design.



Navigation is inconsistent

“Tabs” found in the Workouts screen function differently from those in the Dining screen; they open a new page rather than only changing the segment of the page connected with the tabs

[Works](#)[Home](#)[About](#)[Resume](#)

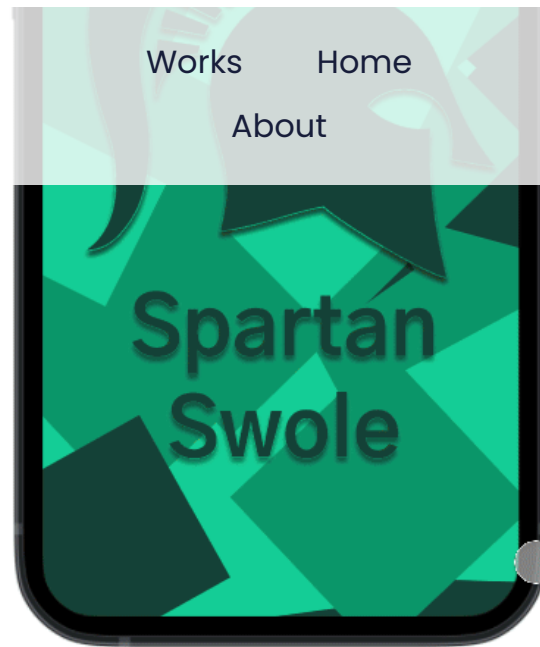
Could have more feedback

While I was unable to better present feedback through a paper prototype, my participant placed emphasis on applying more interaction feedback to my final prototype

Final Design...?

Putting it all together



[Resume](#)

After prototyping and collecting user feedback, I created a **high fidelity prototype** with Figma. I closely followed the layout created in my paper prototype, but made some slight changes to **improve navigability** after considering the key insights from usability testing. I additionally **prioritized feedback** for the navigation bar and buttons.

What I learned at first...

Revisiting Spartan Swole

Due to my short time constraint, I wasn't satisfied with the final prototype I created. When I presented it to peers, I received lots of comments stating that **the interface looked "outdated"** due to the gradient, icons, and typography.

[Works](#) [Home](#)[About](#)[Resume](#)

I ultimately made these UI design choices because I believed it made my app stand out more than others. I wanted it to be unique and non-conformist.

modern UI, but because I was basing the design on how I felt, the outcome was sloppy and **not catering towards users' needs**.

I took this feedback to heart and decided to revisit this project to considerably update the UI, conforming to the modernity that users are happier with, while also making minor changes that reflect the individuality of Spartan Swole.

Discovery

To better reiterate on this project, I wanted to discover **whether users truly wanted an app like this or not**. I was only providing a solution to a problem that I **assumed** to adhere to my design challenge prompt. However, I never took the time to actually grasp **why it's a problem** for users in the first place.



How do students use MSU's fitness and culinary services?

[Works](#)[Home](#)[About](#)[Resume](#)

To answer this question and ultimately confirm students' wants for an app like this, I created a **survey** and advertised it throughout social media platforms and my residence hall. My target audience was explicitly students who frequent the gym and dining halls on-campus, but also those who have had experience in the past with these facilities.

Unfortunately, I didn't spend enough time planning out this survey, so these results are based on a sample size of 13 students.

Survey Insights

53.8%

use a fitness app on their phones

61.6%

have occasional use of MSU's rec sports website

53.8%

primarily use the website to check hours of operation



Works Home

About

Resume

61.6%

have occasional use of MSU's EatAtState culinary website

76.9%

primarily use the website to check menus ahead of time

23.1%

primarily use the website to track nutrients and ingredients

When asked about their satisfaction with EatAtState's menus and food calculator...

"I like how everything adds up for you and that you can add multiple things to your meal total"

"It helps me decide where I want to go (or not go at all) based on food options"



I used these survey results to quantitatively measure students' use and satisfaction with MSU's fitness and culinary resources. To understand how this affects my app, I additionally asked participants whether they already use an all-in-one fitness app. This would help me determine if they would be more satisfied with all of these resources being accessible in one digital space, rather than multiple websites.

Why not just ask?

If I were to directly ask students if they would find this app to be a better solution, it could **pressure them to agree with the idea**, instead of providing a more truthful answer that I could reach just by interpreting the survey results all-together.

This being said, I came to a few conclusions after interpreting the results.



Students occasionally or often use both Rec Sports and Culinary resources provided by Michigan State University



Knowing information ahead of time is important for students

Works Home

About

Resume



Students are well acquainted with MSU's digital dining hall menus



Because a decent amount of students already use fitness apps for all-in-one use, in addition to using mentioned MSU resources, this design concept has some potential for creating a better experience for students

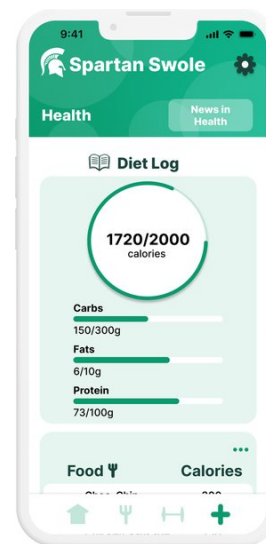
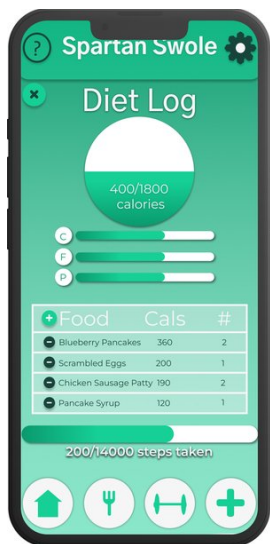
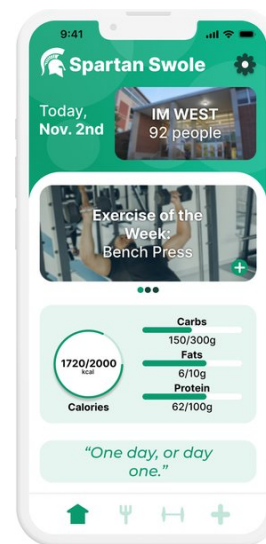
Re-Design

After concluding that Spartan Swole is an acceptable solution for solving a lack of all-in-one service, I re-designed the final prototype I had from 5 months ago. Most of the features from the first iteration haven't been changed; the gym widget and familiar dining hall page already address user's satisfaction with learning hours of operation, and the dietary log page serves as an additional

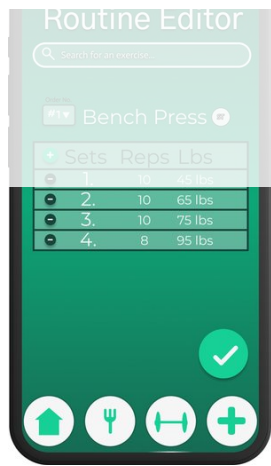
BK

feature that most fitness apps utilize. However, there is still always room for
 Works Home
 About Resume

Making it pretty!

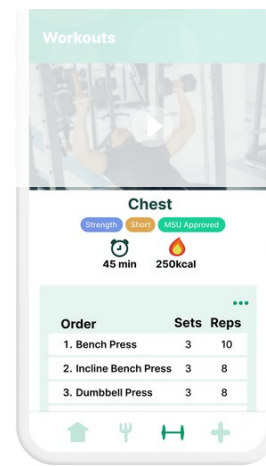


BK



Works Home

About →



Resume

Testing pt. 2

Next, I conducted another usability test with 3 participants to confirm whether the updated UI was preferable, and what improvements could be further made.

I asked users to complete 3 tasks with both the old design and new design:

1. Add a food to your dietary log
2. Edit a workout routine
3. Submit a help request

Participants were able to successfully complete tasks on both designs with ease. They expressed more liking towards the updated UI, stating that it “looks better”, or “it’s easier to see things” because of its minimalist design. However, there was some visible confusion with exiting overlays and editing logs.

BK

all, the old design had a preferable experience but poor visuals, or design had preferable visuals but poor experience. To improve on

Works Home

About

Resume

experience, I made changes to the specific elements that users found to be confusing.



I used the same graphic as the “edit” button on the Settings page profile picture, making the overall design more consistent while also ensuring that users understand what graphic correlates to editing.

Exercise Added



Exercise Added!

OK

I changed the check-mark symbol to “OK”, acting as a response to the statement presented in the overlay. This change is consistent to previous overlays where the user selects actions with text rather than buttons.



Works Home
About

Resume



Key Features

Workouts

- Create, add, and edit your own routines
- Search for MSU student-made workouts with personalized recommendations
- Find hours of operation and busyness of your local gym

Health

- Discover menu items and hours of operation for your local dining hall
- Learn of allergen-prone ingredients through the menu



• View latest health-related MSU news

Works

Home

Add food to your dietary log and track nutrients

About

Resume

Settings

- Change your fitness goals and location for nearby gym detection
- Edit your public profile on the community page
- Submit help requests to the developers of Spartan Swole

What I learned after it all

What would I do differently?

This was my first solo project for UX design, and also a class project, so I learned a few things through curriculum and my own experience that will increase the quality of my work in the future.

Patience is practical

This was a class project with deadlines, so it's understandable that I wouldn't be able to conduct as much research as I'd like. However, even outside of deadlines, I found that I still rushed through this work when I came back to reiterate on my design outside of class. I was impatient and just wanted to have something to



showcase my capabilities as a designer, but because of this, I wasn't able to

collect more valuable data and use the entirety of potential towards n

Works

Home

About

Resume

Next project, I will allow myself more time for research and testing to show the full extent of my capability.

Research makes the experience

I should have researched a lot more about users when designing this app. User research helps you understand the kinds of users you're designing for, their feelings, and their needs. Applying this empathy towards design **creates an experience that is special to the user**, one that is intuitive and efficient because it understands what the user needs to complete their tasks.

In the future, I will incorporate more research methods into my project beyond a quick competitive analysis and survey. I will engage with users within the context of my design concept to better translate their actions and feelings from a relevant environment, to a digital environment.

[Works](#) [Home](#)[About](#)[Resume](#)

I'm not always right

Designing products is difficult when you have **your own feelings and biases**. I found that throughout this project, I had difficulty understanding why others, my users, didn't understand certain elements of my design. I felt that the appearance of my app was easy for everyone to understand, but this wasn't true after researching and testing. In fact, the entirety of my project felt biased because from the start; I **assumed** that students needed an app with integration of both MSU's Rec Sports and Dining services. I found myself frustrated with having to switch between EatAtState and Rec Sports to track my overall health, but **this doesn't mean everyone feels the same way**. In my survey, only 53.8% used an app for fitness and health, so what would this percentage look like on a larger scale, with a larger sample of students? **Would students really want this app, even if it weren't purely conceptual?**

From now on, I will remind myself that I'm not designing for myself. I'm designing for other people, with varying, complex feelings. The reality of this is that my feelings aren't a priority at all. What matters most is what I'm able to achieve when prioritizing the feelings of others.



[Works](#)

[Home](#)

[About](#)

[Resume](#)

Thank you for your time!

Let's talk!



Find me at:

[LinkedIn](#)

MADE WITH [SQUARESPACE](#)