

Case study title

Divya Baby

Project overview



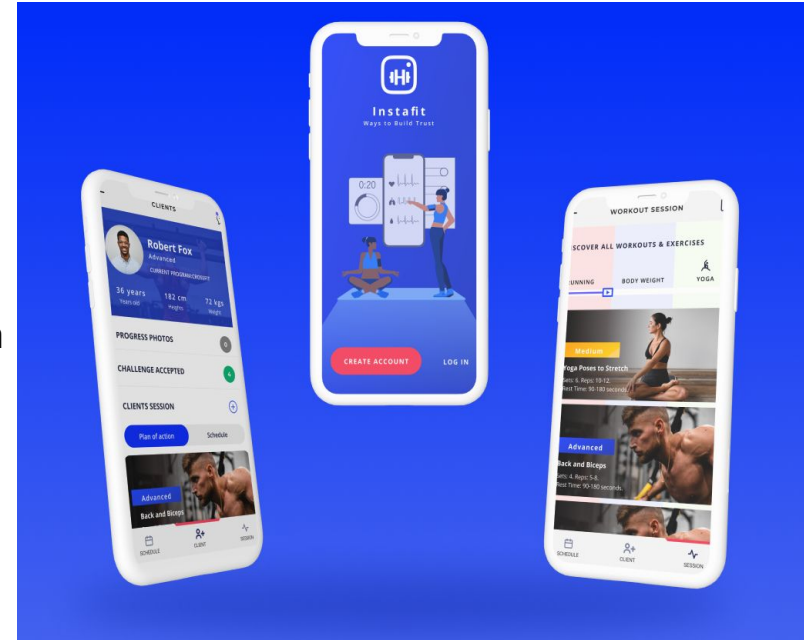
The product:

Instafit is mobile application for the fitness trainer to manage their schedule to their client and guides you through the workouts, counts your reps, and thanks to an advanced technology even talks to you like a real person and corrects your posture!



Project duration:

August 2021-October 2021



Project overview



The problem:

unable for the connection between the trainer and their clients to keep them motivated.



The goal:

Design an app that help and get feedback from our users, to created the whole flow that will work in the gym and at home ,also where we can reach out to our favourite fitness influencer and never have a bad workout again. They also help you choose the right diet, so you're bound to make it.

Project overview



My role:

As a UX Designer designing an app for fitness trainer from foremost to advocate for the end user .



Responsibilities:

From Understanding product specifications ,
Conduct concept , Create personas through user
research and data, interaction model and evaluate
and Develop wireframes and prototypes

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



I builded an empathy map and secondary interview to understand my user's during the session ,I visualise that trainer-client relationship is an intimate one.

I have the opportunity to hear my clients' inner-most thoughts and feelings about their bodies. It is no surprise to hear their pain, confusion, and lack of confidence, given the messages they receive from the fitness industry.

User research: pain points

1

Challenges

bring new activity goals that can help improve your health

2

Motivation

set a daily exercise schedule, so you can exercise regularly.

3

Dashboard

a place a feature to view and review daily activities

Persona: John Paul

Problem statement:

John is fitness trainer needs a feature to view and review daily activities related such as running, gym, fitness, and see the results of the analysis of the users and also where he can also set a daily exercise schedule.



Name: John Paul

Age: 32

Education: M.A English

Hometown: Pune

Family: Family with 1 kid

Occupation: Body TRAINER &
Weightlifter by
profession

“What hurts today makes you stronger tomorrow.”

Goals

- Keep track of all the clients workouts.
- Customise the diet plan and workout routine.

Frustrations

- Increase in fitness awareness to transform clients life.
- Not sure client strict to diet and workout plan.

John Paul is a young mentor for the younger generation ,who believe in staying healthy is a better way for a better world situation.He wants to help different clients from different situations .He has to take-care of his fitness to perform well in a competition as well.

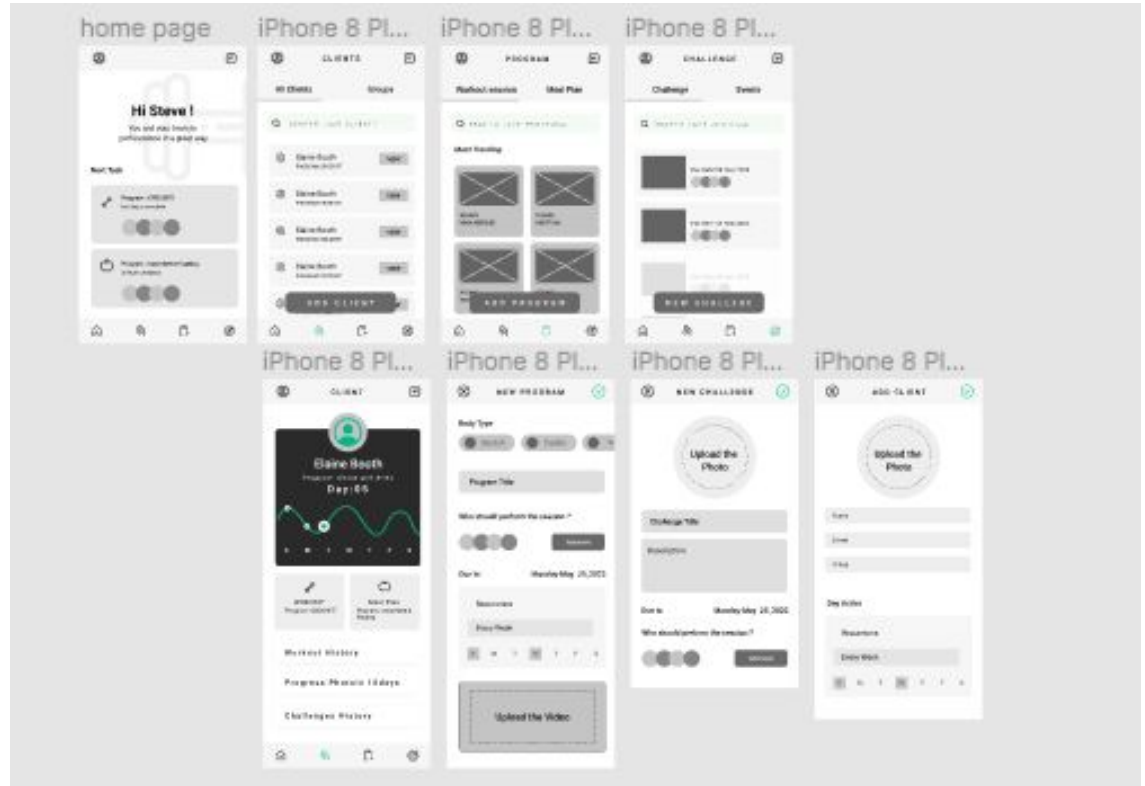
User journey map

Mapping John's user journey feedback help to create the whole flow that will work in the gym and at home.

ACTION		Manage Clients	Schedules workouts	Managing Diet Plan	Client Workout Progress
TASK LIST		Tasks A. Need to manage all clients and observe the progress. B. Up-to-date info from clients.	Tasks A. Change and customize the workout plans. B. Create workouts for fitness clients	Tasks A. Manage diet chart acc. To fitness client. B. Option to customise the diet plan in line with workout.	Tasks A. Sharing the feedback and suggestion to improvise. B. Connect with client to understand the activity level.
FEELING ADJECTIVE		Excited to connect with new fitness client	Stressed about creating each sessions.	Frustrated about clients is sticking to diet and workout	Nervous about progress about fitness routines
IMPROVEMENT OPPORTUNITIES		Increase in fitness awareness to transform client life	Manage multiple workout sessions	Gamification the diet plan	Hassle free fitness training to next level.

Paper wireframes

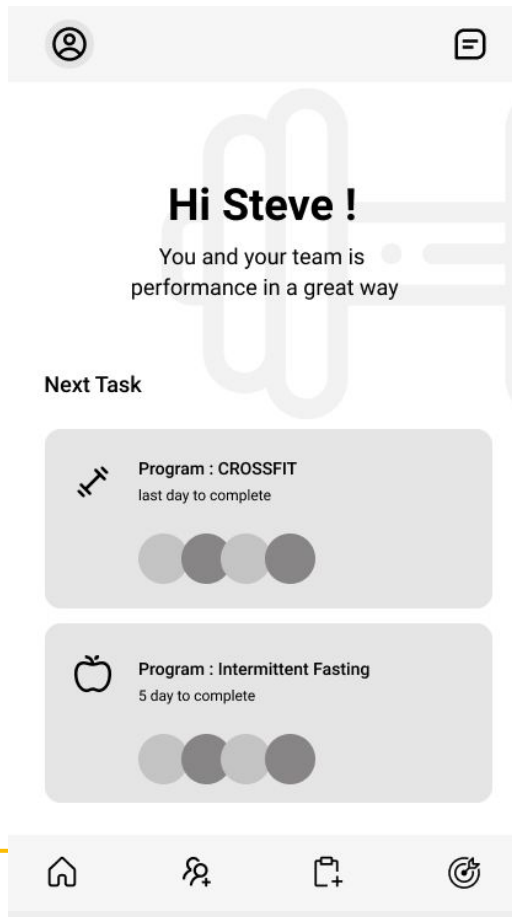
Through this concept, my idea is to bring a dynamic framework of crazy 8 into digital wireframes.



Digital wireframes

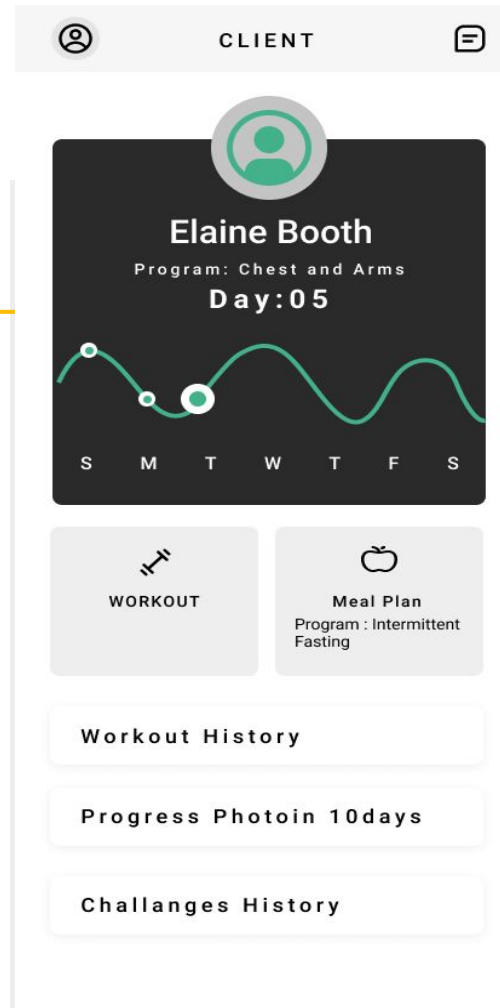
The features a splash screen and a homepage. There, you can check a schedule of upcoming trainings or add live video any training that is to be streamed at the moment.

Layout and color palettes that can help the users feel motivated, powerful as well as separate the functions clearly.



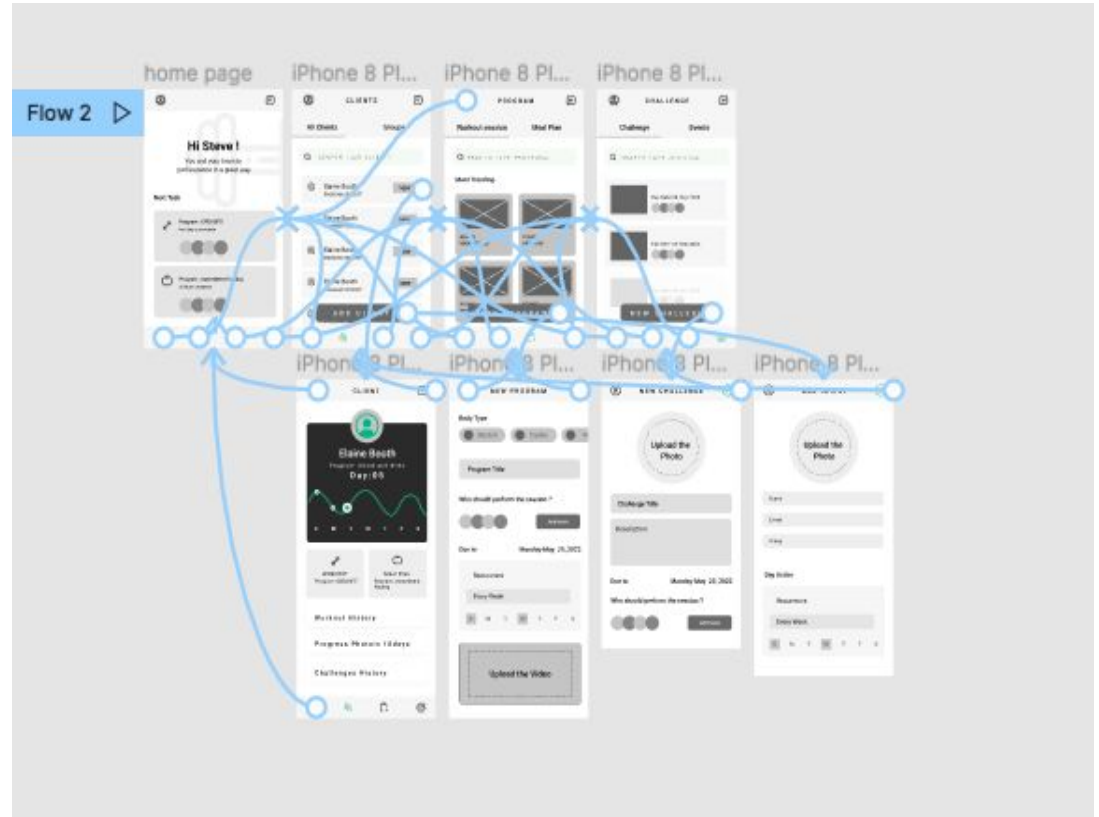
Digital wireframes

feature to view and review daily activities of fitness, changed into the analysis of the users and also where trainer can also set a daily exercise schedule.



Low-fidelity prototype

Connecting the dots of user's flow to simple prototypes share only a few features with final product. They are best for testing broad concepts and validating ideas.



Usability study: findings

I conducted the two unmoderated usability study test to finalize my product .Firstly designing from wireframes to mockup and secondary to high-fidelity prototype to mockup refined.

Round 1 findings

- 1 Join any training online video to train clients.
- 2 all currently streaming events
- 3 trainer's profile and their schedule.

Round 2 findings

- 1 check a schedule of upcoming trainings
- 2 takes them to a new level,choose a type of activity, a trainer, and a time.

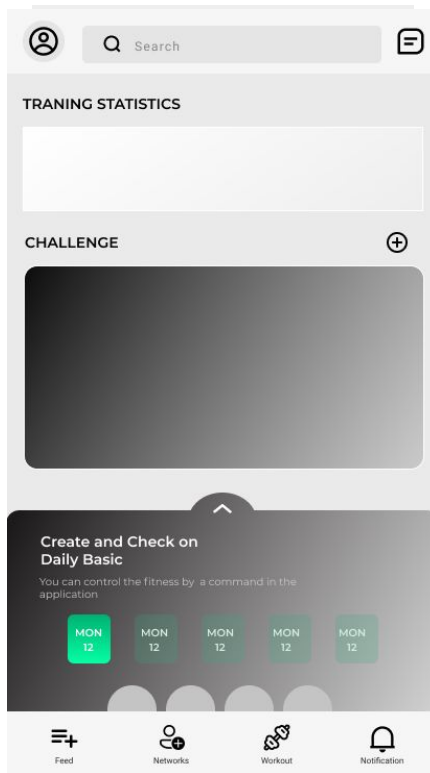
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

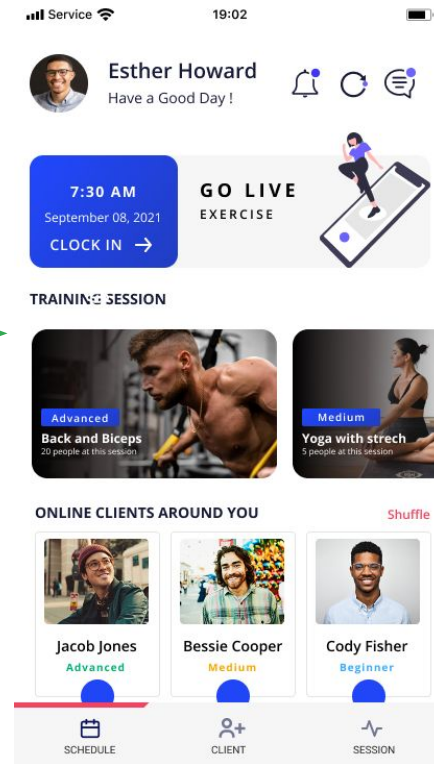
Mockups

Firstly, a feature to view and review daily activities of fitness, changed into the analysis of the users and also where trainer can also set a daily exercise schedule.

Before usability study



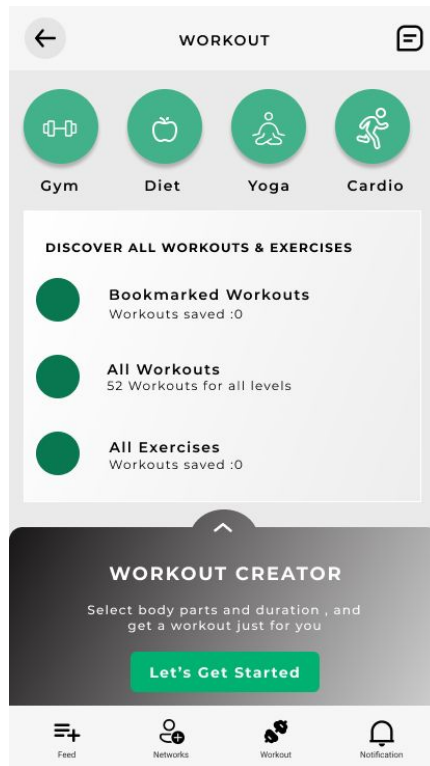
After usability study



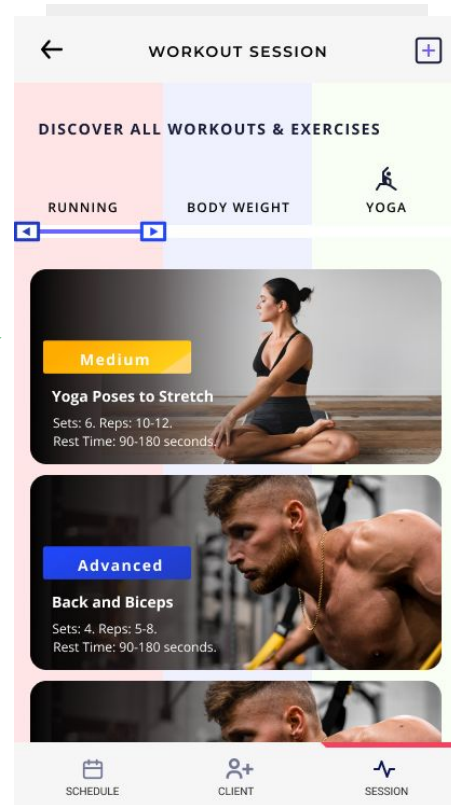
Mockups

layout and color palettes that can help the users feel motivated, powerful as well as separate the functions clearly.

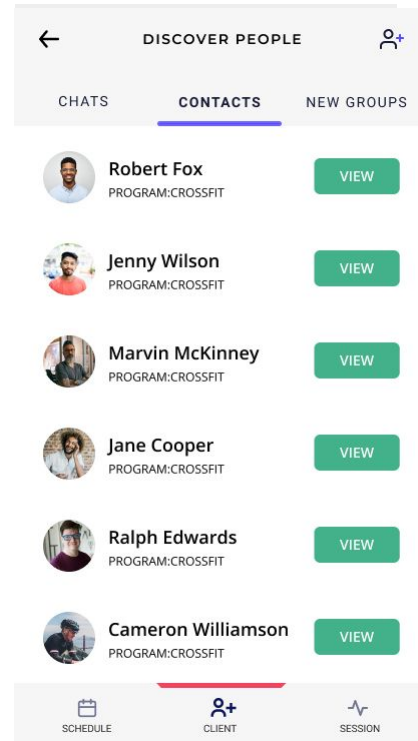
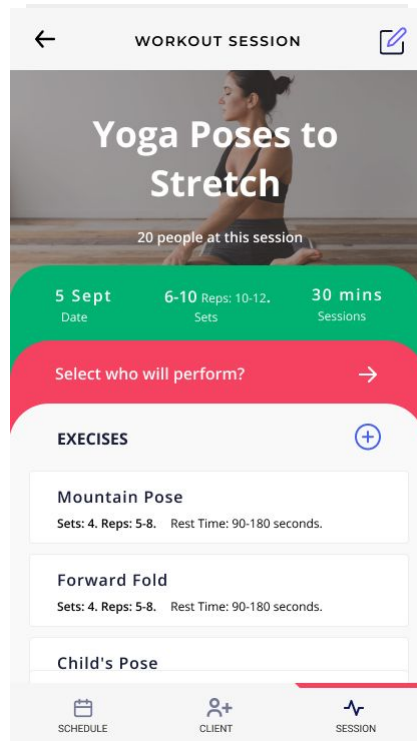
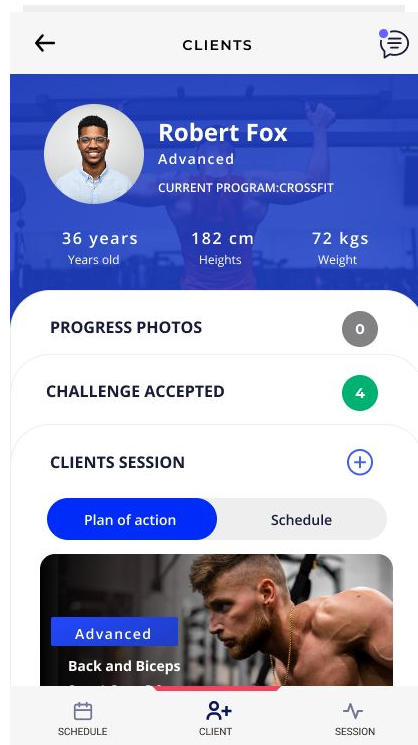
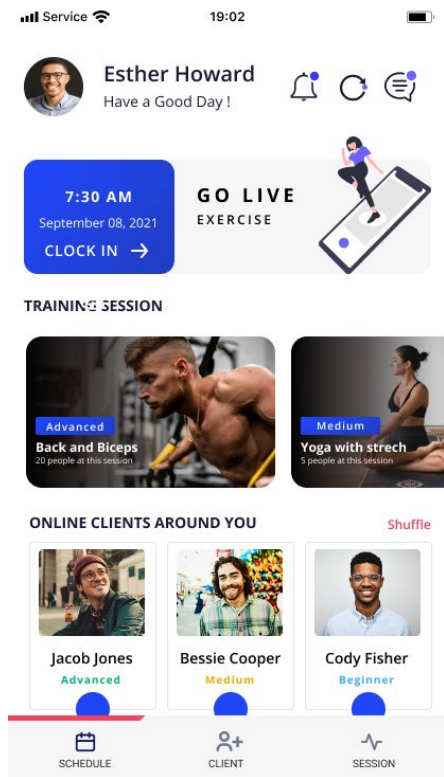
Before usability study



After usability study



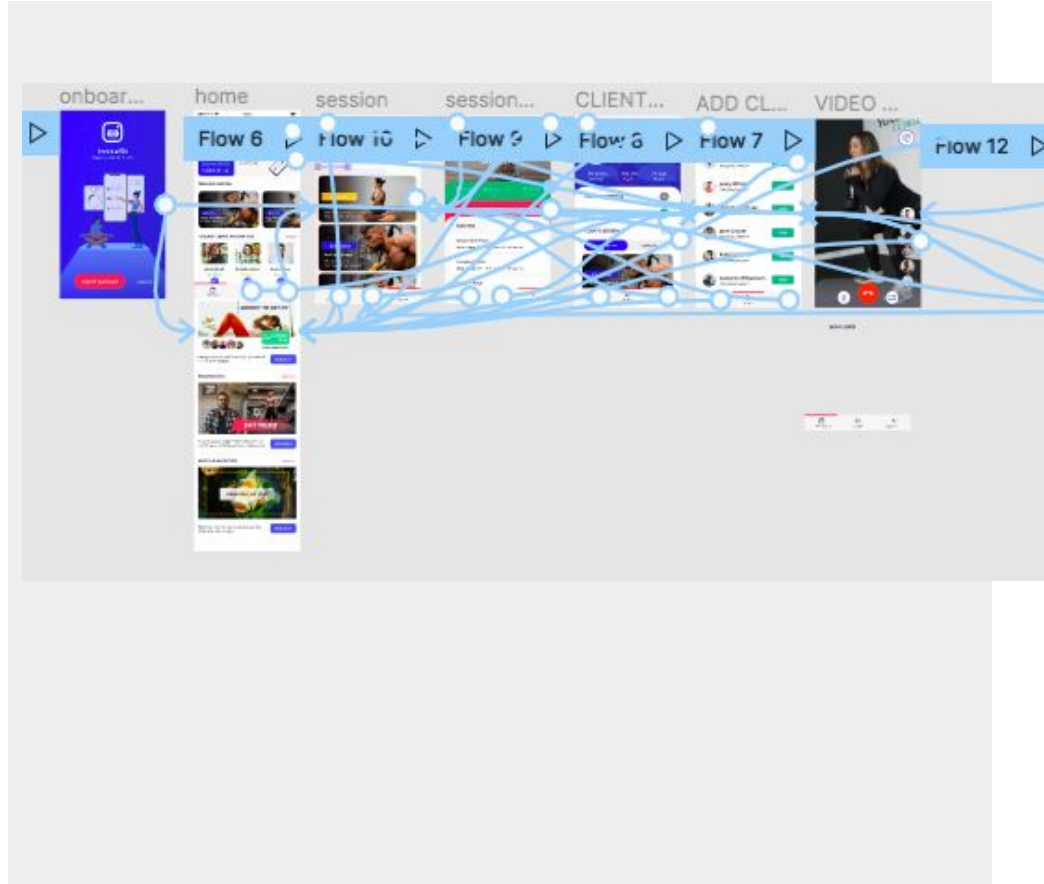
Mockups



High-fidelity prototype

Finally high-fidelity prototype help trainer to manage their schedule and to connect with user to train them. Now trainings are not a boring process full of preparation and complexities. Instafit takes them to a new level, where YOU can choose a type of activity, a trainer, and a time.

Prototype: <https://www.figma.com/file/ucKZCTmVUU5eUXExJTTVrq/wireframe?node-id=185%3A4>



Accessibility considerations

1

designed a tool that helps to organize and streamline workouts.

2

users choose their fitness goals rightly..

3

Between the content quality, app reliability, and all of the stellar user reviews.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

This is an personal project, but i tried to add as much data and insight as possible. again, my goal was to to find out how trainer's brings up workout session into a community and what happen to manage a place to workout with good environment. I was able to deep dive into the different techniques to find out and provide a solution.



What I learned:

I would like to try to compile the Information Architecture first instead of directly creating a Sitemap from the application.

I also want to explore more deeply related to system design. Because the time that is done is limited, I just make it simple.

Next steps

1

More usability test to collect feedback and
come up with latest solutions.

Let's connect!



Thank you ! For taking time to review my project -Client management for fitness trainer's.I hope you like it.

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