

# Home Fit

March 19, 2021

Web Usability - Coen 163

Group Members: Morgan Fleshren, Evan Chou,  
Alex Fang, Roland Afaga





# About

Exercising and working out is a big part of many college students' lives. Students find themselves going to school gyms to keep themselves fit, socialize, or simply to take a break from all the required studying. At Santa Clara University (SCU), the Malley Center is almost always lively – opening on most days at 6:30am to 12am. To many of our friends and peers, the Malley Center is a place where we can leave feeling satisfied and energized, ultimately improving our overall mood and health.

# Problem

Due to COVID-19, many students at SCU have found it difficult to both lead a healthy lifestyle and stay motivated to exercise. Pre-COVID, most students got daily exercise by walking in between classes, working out at the gym, and eating balanced meals with access to a dining hall. Now, due to county regulations and COVID-19 restrictions, many students are stuck in their house every day of the week.



# The Goal

- ▶ College students need a way to lead a healthy lifestyle and stay motivated to exercise
  - ▷ Lack of motivation
  - ▷ Limited house workout equipment
  - ▷ Gyms closed
  - ▷ Less social interaction
  - ▷ Students struggling to feed themselves balanced meals



# Solution

"An app to help guide SCU students in maintaining their exercising routine and living a healthier lifestyle."





# 84,000,000+

Smartphone users used at least one workout app in 2021

# 5,500+

SCU undergraduate students



# SCU Students

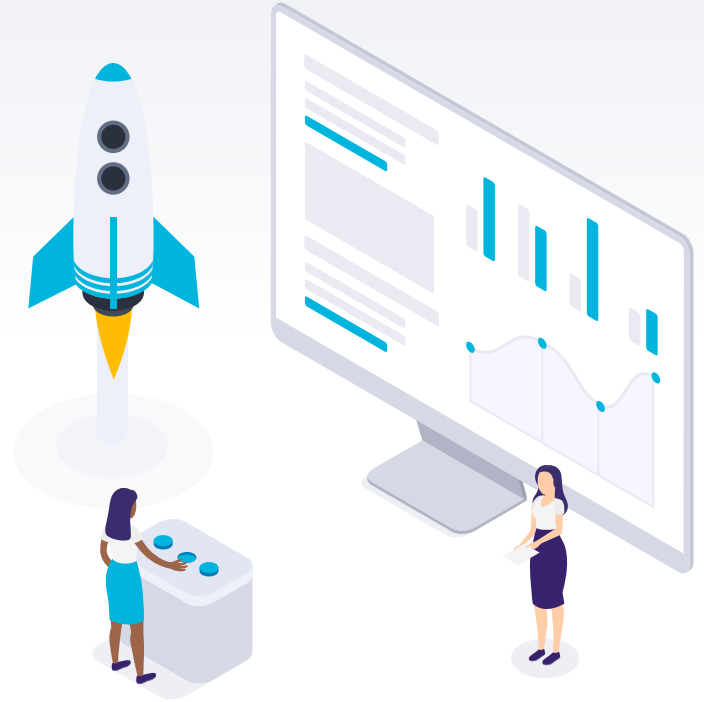
- Technologically intelligent
- Social Media
  - Chatting and socialization
- Mobile Devices





# User Interviews

We interviewed 4 college students (ages 19-24) whose fitness lives and workout routines were affected by the pandemic.

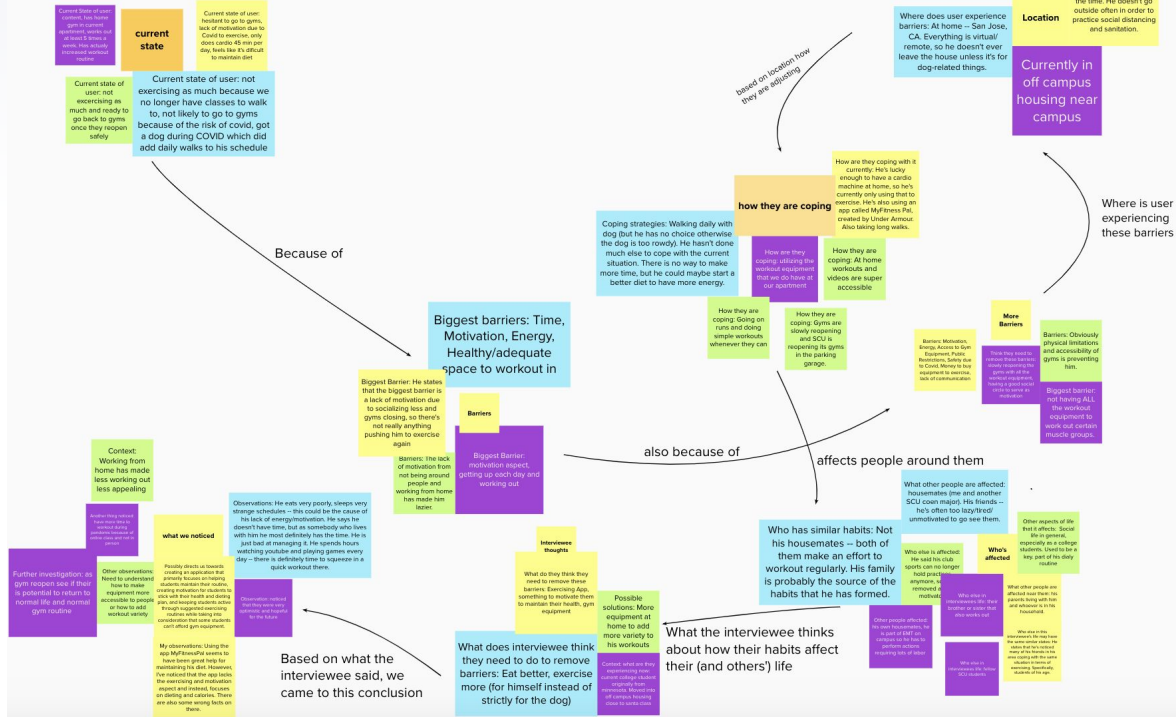


# Affinity Mapping

Team name: Monday 2:15 Group 1 (Exercising App)

**Interview Hypothesis:** We hypothesize that Covid-19 has lessened students' exercise and workout routine due to outside restrictions such as the closing of gyms. Covid-19 might have also shifted their routine to limitations like only exercising in the house. As a result students may need a Covid exercising app to help themselves stay fit and maintain a routine.

Team members: Evan Chou, Alex Fang, Morgan Fleshen, Roland Afaga



# Findings

## Goals and Motivation

- Stay fit
- Improve health
- More time to workout since all the time is spent at home
- Socialize more
- Maintain a daily routine

## Pain Points

- Lack of motivation
- Lack of equipment
- Not knowing exercises that don't require gym equipment
- No energy
- Working out from home has made working out less appealing
- Doesn't know how to manage time

# Competitive/Comparative Analysis

	Map My Fitness	Home Workout	Planet Fitness Workouts
No equipment required	✓	✓	✗
Set Your Own Goals	✓	✓	✓
Geomapping	✓	✗	✓
Compete With Friends	✓	✗	✓
Integration with Wearable Technology	✓	✓	✗
Track Your Progress	✓	✓	✓





# Product focus

## Product Category

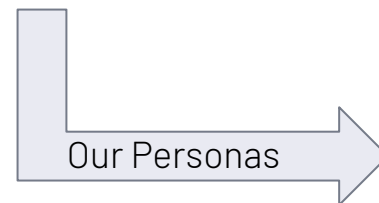
- Home Gym
- Workout apps
- Under health category in app store

## Reasons they need this solution

- Not sure how long this pandemic is going to continue
- Can still use post pandemic
- Great for physical and mental health

## Our Target Audience

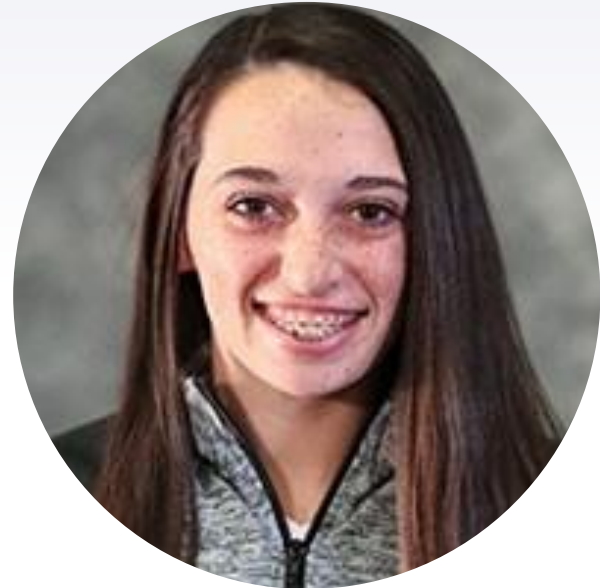
- Students at SCU
- Others can likely still enjoy the app



# Persona 1

## I am Sarah Smith

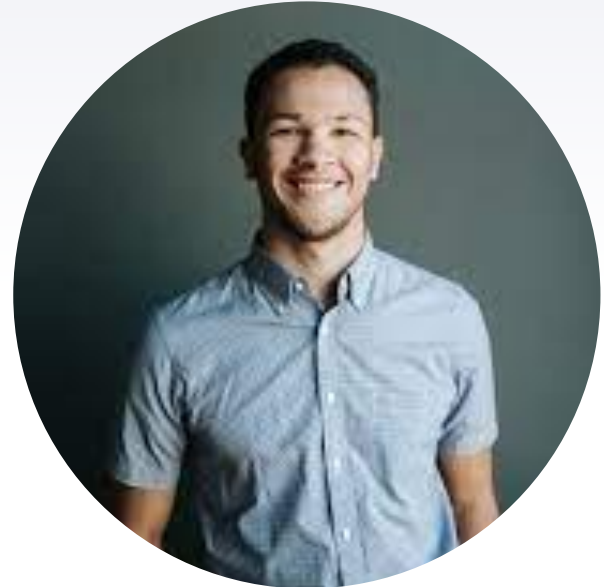
- ▶ College Freshman
  - ▷ Just moved away from parents
- ▶ Income: \$1,000/month
- ▶ Web Design Engineering Major
- ▶ Struggles to stay motivated
  - ▷ Needs reminders



## Persona 2

### I am Jay White

- ▶ College Junior
- ▶ Income: \$200/month
- ▶ Accounting Major
  - ▶ OK with technology, but not great with *new* technology
- ▶ Has trouble cooking balanced meals on a budget
  - ▶ Limited time





## Persona 3

### I am Cameron Peters

- ▶ College Senior
- ▶ Income: \$1,500/month
- ▶ Psychology Major
  - ▶ Not familiar with most modern technologies
- ▶ Limited space to workout
  - ▶ Lives with housemates



## Step 1: Clear Problem Statement from User's POV - 5 minutes

College students need a way to lead a healthy lifestyle and stay motivated to exercise because there is lack of motivation and limited house workout equipment due to COVID-19 restrictions.

Original: Due to COVID-19, many students at SCU (WHO) have found it difficult to both lead a healthy lifestyle and stay motivated to exercise (PROBLEM). Pre-COVID, most students got daily exercise by walking in between classes, working out at the gym, and eating balanced meals with access to a dining hall. Now, due to county regulations and COVID-19 restrictions, many students are stuck in their house (WHERE) every day of the week (WHEN). We propose an app to help guide SCU students in maintaining their exercising routine and living a healthier lifestyle (SOLUTION). This includes features for structuring workouts, motivation to eat better and exercise, and new indoor workout or exercise suggestions for students that can't afford gym equipment.

## Step 2: Brainstorm HMW questions - 5 minutes

Team Member Name: Evan	Team Member Name: Morgan	Team Member Name: Roland	Team Member Name: Alex Fang
How Might We...	How Might We...	How Might We...	How Might We...
1. How might we motivate students to workout from home?	How might we add features to improve a workout app?	How might we share information about accessibility of gyms and workout equipment?	How might we increase overall motivation to workout during the pandemic?
2. How might we ensure that the application is usable for all students (those that can't afford any equipment vs those that can)?	How might we generate a motivational environment in the app?	How might we provide substitutions or alternatives to gym?	How might we promote the benefits of working out to people?
3. How might we create workouts and exercising routines that don't require gym equipment?	How might we curate workouts that do not require much gym equipment?	How might we motivate people to workout despite everything being online?	How might we make working out a priority during a busy schedule?
4. How might we make our application appealing to those that don't often exercise?	How might we send convincing reminders/alerts to remind user to workout?	How might we create a friendly social environment despite still needing to social distance?	How might we solve the social group problem in which you are only allowed to workout with your housemates and not others?
5. How might we save user data for them to reference their past and current routines?	How might we design the app to be as usable as possible (people of any background should be able to enjoy app easily)?	How might we remind users of their fitness goals and personal motivations?	
6. How might we remind students to exercise if they forget?	How can we cater different workouts to different people? Maybe a questionnaire at the beginning?	How might we remove distractions that prevent people from working out?	
7. How might we make it fun for students to exercise?			

## Step 4 - until the end of class

### TOP 5 BRAINSTORMING QUESTIONS - 5 minutes

How Might We...

How might we increase overall motivation to workout during the pandemic?

How Might We...

How might we curate workouts that do not require much gym equipment?

How Might We...

How might we remind users of their fitness goals and personal motivations?

How Might We...

How might we solve the social group problem in which you are only allowed to workout with your housemates and not others?

How Might We...

How might we design the app to be as usable as possible (people of any background should be able to enjoy app easily)?

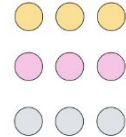
### SOLO BRAINSTORM - 5 minutes



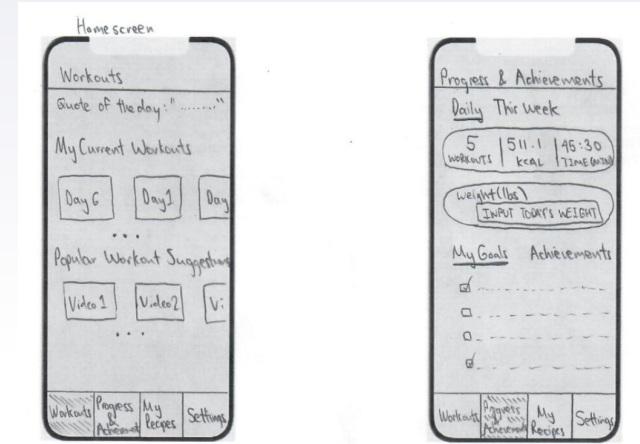
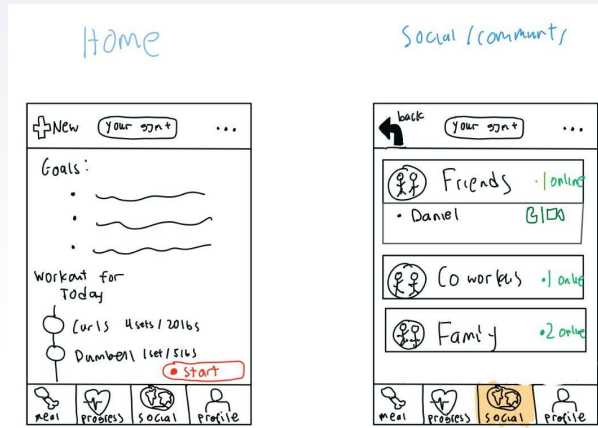
## GROUP BRAINSTORM - 10 minutes

Vote -  
remaining time

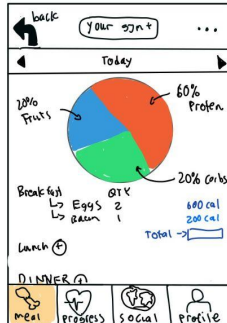
DRAG dots out to place your votes



# Our Initial Sketches



## Meal Prep

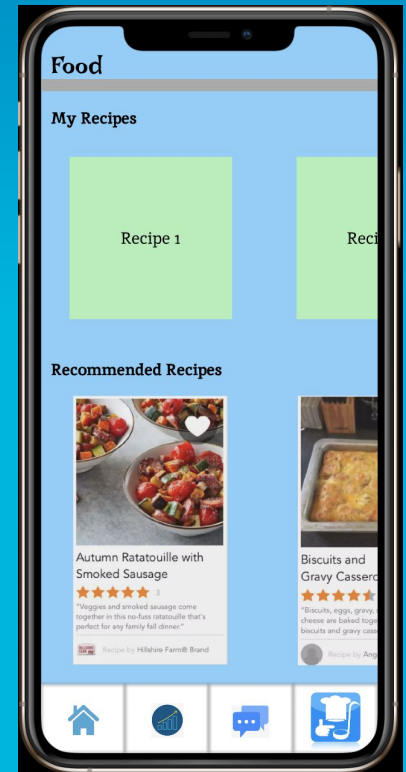
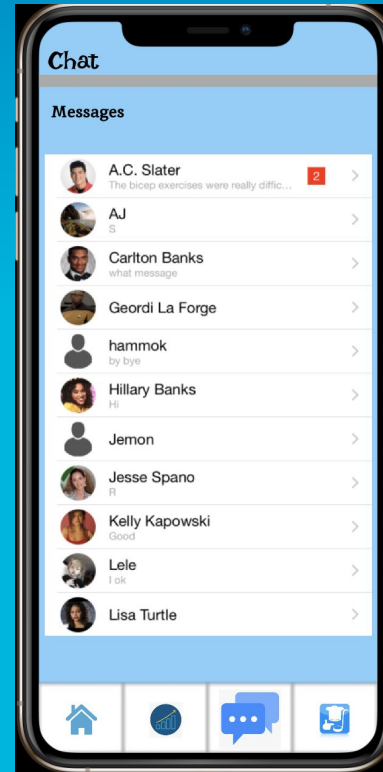
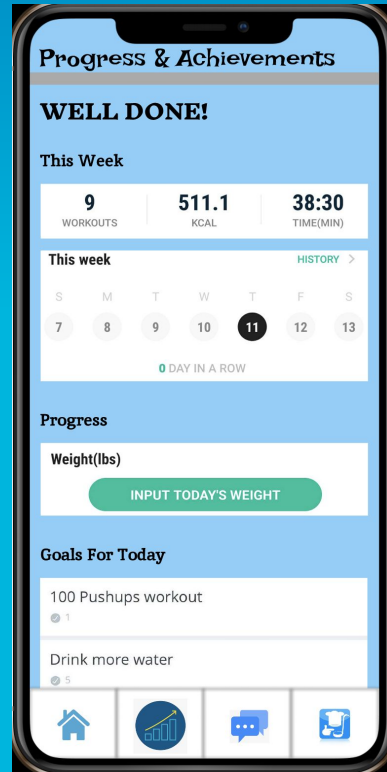
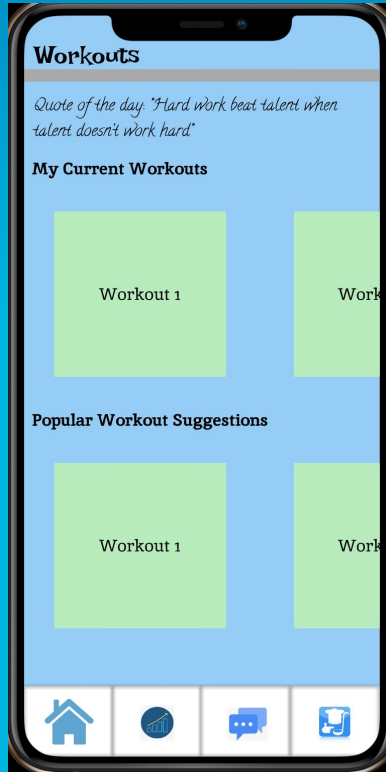


- 4 key tasks:
- Write down progress in journal
  - collect achievements & share w/ friends
  - Find quick, healthy recipes
  - Follow along to workouts that don't require much equipment



Note: ... meant scrollable from left to right

# Prototype Wireframes





# Three Testing Tasks

## Task 1

*Example: Imagine you're struggling with motivation due to COVID-19. You've gotten out of shape due to never leaving your house, and now you're looking at a way to stay fit in your newly found lifestyle. Unfortunately, you do not have access to much gym equipment, thus making a traditional workout implausible. **Your task is to find workouts that do not require gym equipment.***

## Task 2

*Example: Imagine you're on a budget but you still want to eat healthily. You are also struggling to manage your time due to COVID turning your life upside-down. **Your task is to find recipes that are quick, healthy, and/or cheap.** You may want to sort by duration and/or price, or even filter by certain ingredients that your body is intolerant of -- lactose intolerance, peanut allergies, etc.*

## Task 3

*Example: Imagine you're a motivated person and you already have a clearly defined list of goals for yourself. The pre-loaded achievements in the app are 'cool' but wouldn't you prefer to achieve your actual goals? **Your task is to find where you might add your own goals to the app.***

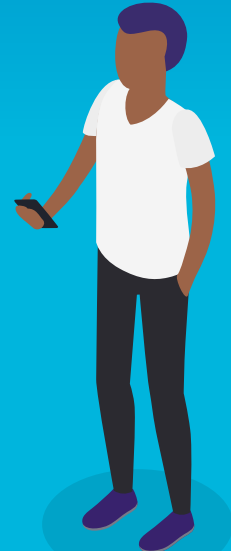
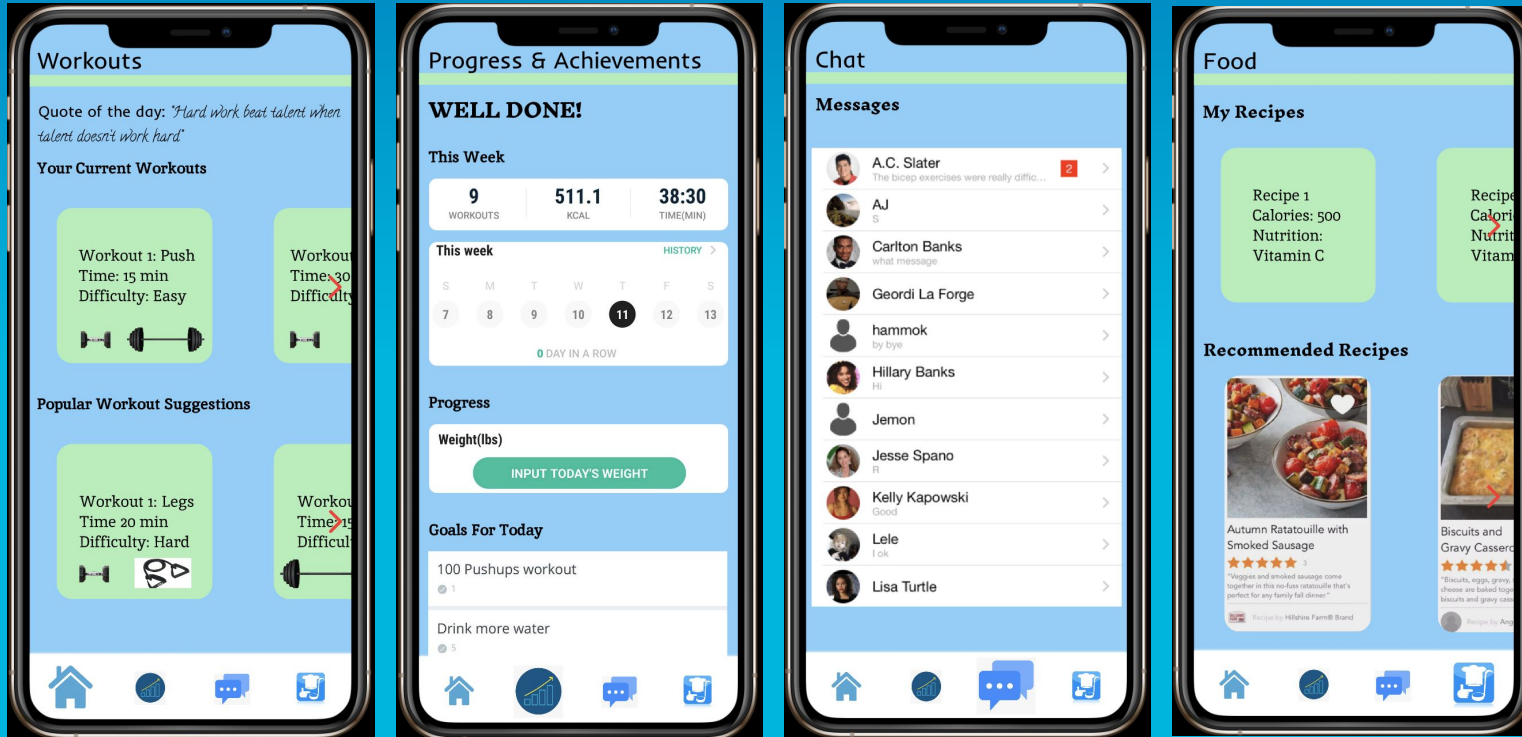


# Usability Testing Results

- ▶ Our app has a lot that we are trying to accomplish
- ▶ Definitely need a thorough onboarding process
- ▶ Make sure to clearly display important info
  - ▶ Workout Duration
  - ▶ Equipment
  - ▶ Difficulty Level
- ▶ Images are needed for workout and recipe cards
- ▶ Current prototype feels outdated already
- ▶ Arrows needed to indicate side-scroll is available
- ▶ Font at top does not blend with theme of app



# Final Wireframes



[Link to our current final prototype for interaction](#)

# Our Follow-up Plan + Future development

**Gather extensive data and user comments from the final prototype over the course of a longer time period**

- Fix minor bugs
- Fix critical problems with the application



**More Personalized Accounts**

- Incorporate some possible AI, machine learning that will allow for users to have more personalized accounts



**Work on Development of next patch or next iteration of the application to make it pleasing to the current generation**

- New and improved application with a new but similar interface that is fresher and adheres to modern or current day trends
- Some partnerships with other companies that involve college students to work on promoting exercise (snapchat, tiktok)
- Partner with local businesses for coupons in exchange for achieving goals

# THANK YOU!

Any questions?



# Credits

Special thanks to all the people who made and released these awesome resources for free:

- ▶ Presentation template by [SlidesCarnival](#)
- ▶ Illustrations by [Sergei Tikhonov](#)
- ▶ Photographs by [Unsplash](#)