

Online Fitness Registration

Case Study:

Your House Fitness (YHF)
Application Redesign

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Introduction

Background:

In March 2020, a lockdown was imposed upon North American residents as a preventative measure to curb the spread of the COVID-19 pandemic. Along with these restrictions, many small businesses were forced to close their doors for weeks at a time, and saw revenue declines reaching 80% to 90%, and as high as 100% in some cases (Source: Harrison Co. Proprietary Survey, April 2020). Furthermore, it was observed that 34% of gym goers had either cancelled or planned to cancel their gym memberships as boutique studios which charged between \$10 and \$250 per month were among the hardest hit by the restrictions (Source: Harrison Co. Proprietary Survey, April 2020).

In a recent study, it was observed that the main decision making criteria for consumers had shifted away from cost and instead consumers began to prioritize safety, cleanliness, and hygiene, above all else. In shifting their priorities towards safety/hygiene, many consumers began to look towards at-home, on-demand, or live-streaming workout options. Data from the study showed that 40.6% of gym goers exercised at home for the first time, 32.5% exercised using a free streaming app, and 18.7 purchased a streaming app (Source: Harrison Co. Proprietary Survey, April 2020).

Proposal for Your House Fitness:

Capitalizing on the industry trend towards digital offerings, brands such as Peloton began using streaming as a way to provide consumers with the ability to eliminate travel time to the studio/club and improve flexibility of workouts, whilst allowing the fitness club to reach consumers throughout the globe.

Following Peloton's lead, it is recommended that Your House Fitness (YHF) employ a similar strategy and push towards creating a platform that combines discoverability of their existing channels of fitness-related content (YouTube, Instagram, Fitness Blog Articles) with their ability to help their users find their perfect personal trainer through their network of licensed professionals. This approach would create a virtual one-stop-shop fitness experience to accommodate users' needs, regardless of the global health climate and its implications.

Research Findings & Insights

Preliminary User Research:

Based on the feedback collected through four one-on-one user research interviews, three of the most common themes were selected to be the focus of the redesign exercise and are discussed in the sections that follow:

1. Picking a Trainer - Reviews, Trust, & Personal Training affinity group (figure below)
2. Browsing Fitness Resources - Workout Preferences affinity group (figure below)
3. Booking a Session - Registration, Research, & Confirmation affinity group (figure below)



Figure: Reviews, Trust, & Personal Training Affinity Group



Figure: Workout Preferences Affinity Group



Figure: Research, Registration, & Confirmation Affinity Group

Finding #1: Picking a Trainer | Reviews, Trust, & Personal Training

We know/believe that:

There is no way of quickly filtering for a personal trainer by interest or qualification on the YHF site. Further, there's no way for users to easily access the trainers original fitness content, blog articles, or social media from the trainers' biographical pages when performing research on a given trainer's background.

This is a problem because:

Based on the user interviews, users that are in the process of researching personal trainers prefer to be able to assess their background, qualifications, as well as interests when finding the right fit. To do this on the current YHF site, the trainers are organized by location and for highly populated areas like Toronto, there are upwards of 22 separate trainer biography pages for the user to parse in order to make a decision. Further, given that many trainers may create original fitness content through other mediums such as blogs, Instagram, and TikTok, this content is inaccessible to the YHF user, even though it may be relevant to the user's research process.

Our solution should enable users:

To have the ability to filter the YHF personal trainer database for trainers that share similar interests in order to facilitate building a strong social connection during their initial personal training session.

The goal/job/task:

To design an online platform for users to browse and filter for the personal trainers that are most likely to be a good fit for their preferences. This includes training preferences, schedule, location, and most importantly interests. Once filtered, users should be able to learn more about the trainer by looking at their biography, assessing their qualifications, and browsing their fitness-related social media channels (i.e. TikTok, Instagram). Once satisfied, users should be able to save their prospective personal trainer's profiles to their favourites list so that they can easily access them whenever they decide to initiate the booking process.

Insight #1: Problem Framing (4W Method)

Problem Statement:

Our inexperienced gym goer has the problem that he struggles to stay motivated to keep up a fitness routine and wants to meet a personal trainer with similar interests that he connects with in order to help him stay motivated to keep up with his fitness goals. Our solution should offer a way for him to more easily build connections so that he feels more motivated to keep up with his fitness routine.

Ideation #1: Brainstorming (HMW Statements)

How Might We Statements:

How might we help our inexperienced gym goer more easily build a strong connection with their personal trainer?

- Create a record of every trainer's interests
- Build a filtering system that matches clients up with trainers sharing similar interests
- Simplify the process of booking the initial training session in order to trial the trainer for good social chemistry
- Allow users to save their favourite trainers and seamlessly book additional sessions

Finding #2: Browsing Fitness Resources | Workout Preferences

We know/believe that:

Experienced gym goers that already have their workout regimens developed over years of training in a gym environment are less likely to engage with personal training services. Our research suggests that these users prefer to workout with what they know and prefer to have agency over building their workout routine using the resources that are available to them.

This is a problem because:

Given that these users are confident in their own abilities, they are more likely to try to figure things out through their own research rather than consulting an expert directly when it comes to their fitness. Our research suggests that these types of gym goers are unlikely to commit to personal training sessions, and thus are less likely to interact with YHF's main value-stream. However, given that the COVID-19 workout-from-home climate is a novel experience for these seasoned veterans an opportunity presents itself for YHF to continue delivering value to these users who are looking for new ways to improve their current workout routines without the high-commitment act of signing-up for a personal trainer.

Our solution should enable users:

To access new and useful fitness-related content on a regular basis that is aimed at helping them to engage with their new COVID-19 imposed workout-from-home environment. This solution should offer a low-commitment alternative to personal training that allows even non-registered users to incorporate the personal trainers' teachings into their new workout routine without needing to meet with them formally, whilst promoting the discoverability of the trainers.

The goal/job/task:

To leverage and convert the existing Wellness Vault on the YHF site into a news feed of blog articles that users can access in order to gain inspiration for their own self directed work-from-home exercising sessions. This feature should enable users to see what other YHF members have liked/commented on in order to continue to create that feeling of community engagement that used to be present in their local gyms, albeit digitally. Furthermore, this feed would incentivize users to regularly engage with the YHF app in order to see "What's New" and allow them to more easily share content that they find useful.

Insight #2: Problem Framing (4W Method)

Problem Statement:

Our self-taught gym goer has the problem that he only knows how to work out with what he knows and wants to diversify his workout routine by expanding his repertoire of exercises to draw from when he's planning his workout plan for the day. Our solution should continuously deliver him new fitness content that he can incorporate into his routine so that he feels less limited in his workout options.

Ideation #2: Brainstorming (HMW Statements)

How Might We Statements:

How might we help our self-taught gym goer find new exercises to weave into their workout plans?

- Create a feed of fitness-related content
- Use the existing Wellness Vault to provide new content to the feed
- Allow users to interact with the articles in the feed (likes, comments)
- Create a connection between each trainer and their fitness-related social media content (Instagram, TikTok)

Finding #3: Booking A Session | Registration, Research, & Confirmation

We know/believe that:

Users that already have personal trainers are required to book their sessions through text message/phone call with their trainer so that the trainer can upload their time slot into a scheduling tool on the backend of the YHF site. For new users, they're expected to complete a full membership registration prior to booking that initial training session.

This is a problem because:

Users lack the visibility to see which time slots are available for quickly booking sessions with their trainer, especially when they're the type of user who prefers to complete their task in a single sitting rather than waiting for a response from their trainer who may be busy. Similarly, in order to book the session in the scheduling application, the trainer would need to be able to check their availability which may not be possible if they're currently working with another client. Therefore, a delay between requesting to book a session, and getting confirmation of the successful booking would occur, leading to our users feeling annoyed as our research suggests. Similarly, this booking process makes it difficult for new users who are looking to trial the service because of the high-commitment nature of the registration process.

Our solution should enable users:

To have the freedom to book their sessions without having to ask their trainer for their schedule. Instead, they should be able to quickly see their trainer's schedule and when they're free in order to schedule whichever time works best for them without having to wait around pending approval.

The goal/job/task:

To create a scheduling application that provides users with the ability to see their trainer's availability and have the opportunity to book and pay for sessions within the YHF application without having to sign an electronic form/contract to be processed via email. Once booked, the users should receive a calendar invite so that they don't forget which sessions they've booked, as well as an email confirmation letting them know that their booking was successful.

Insight #3: Problem Framing (4W Method)

Problem Statement:

Our adventurous gym goer has the problem that he can't easily book and pay for a session using his phone on the off chance that he decides that he wants to add some variety to his weekend workout at his local fitness studio. Our solution should deliver a way for him to a low-commitment way to book a session with a trainer so that he feels less burdened when trying out a new service.

Ideation #3: Brainstorming (HMW Statements)

How Might We Statements:

How might we help our adventurous gym goer more easily book individual sessions on a whim?

- Improve the ease of scheduling a session with a personal trainer
- Allow users the ability to store their preferences in order to speed up the booking process in the future
- Allow users to seamlessly sign-in with shared credentials (Google, Apple, Facebook) in order to ensure information continuity between their accounts
- Provide users with the ability to book sessions without needing to set up an account

Evolution of Ideas | Low Fidelity Sketches

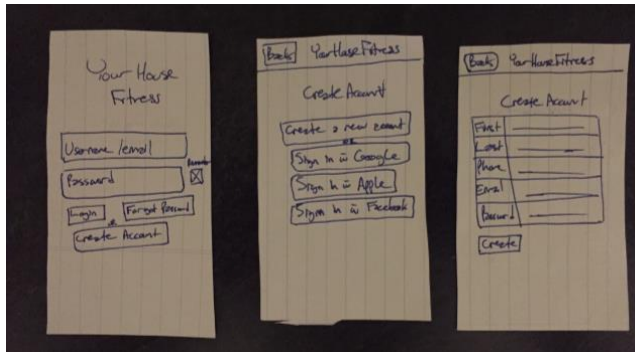


Figure: Welcome page, login options, and create a new account flow (left to right)

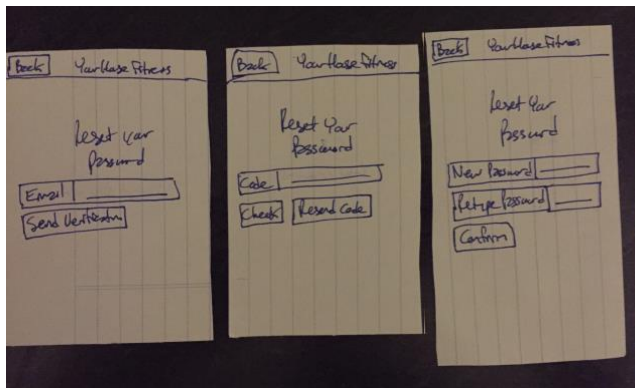


Figure: Password recovery flow (left to right)



Figure: Homepage once logged into the YHF app

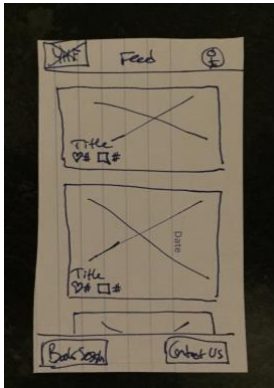


Figure: Wellness vault blog article feed page

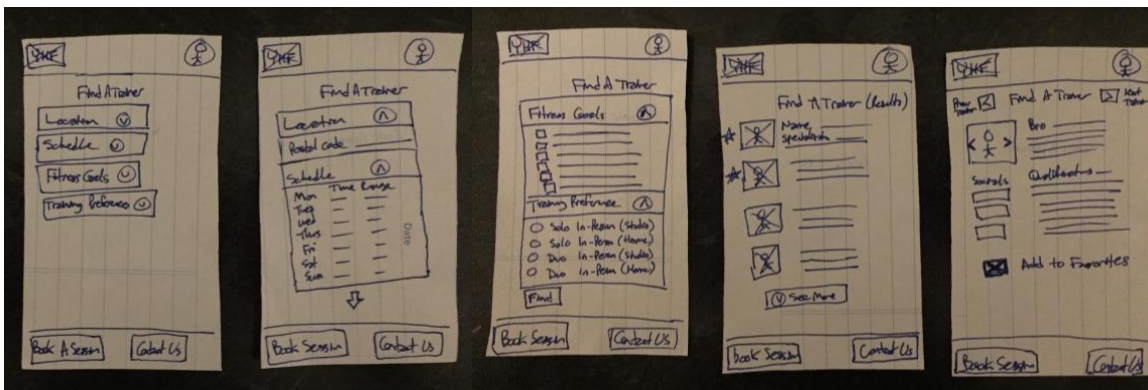


Figure: Find a trainer flow (left to right)



Figure: Book a personal training session flow (left to right)

Evolution of Ideas | High Fidelity Sketches (Draft)

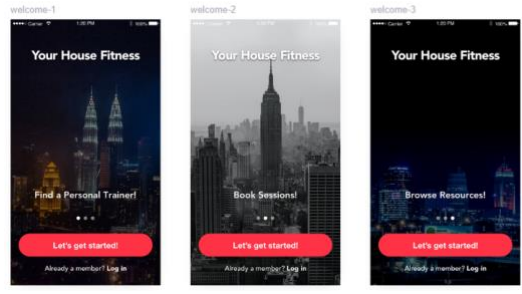


Figure: Welcome page background image carousel pages (left to right)

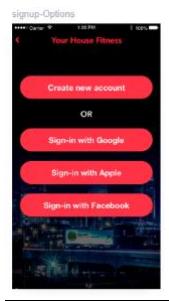


Figure: Sign-up options page

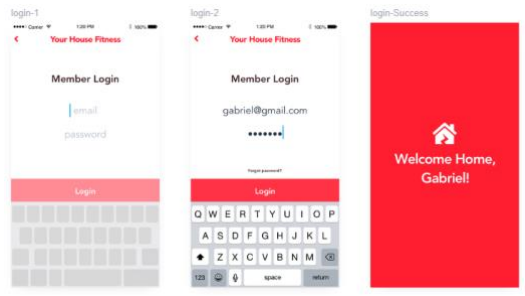


Figure: Member login flow and login success screen (left to right)

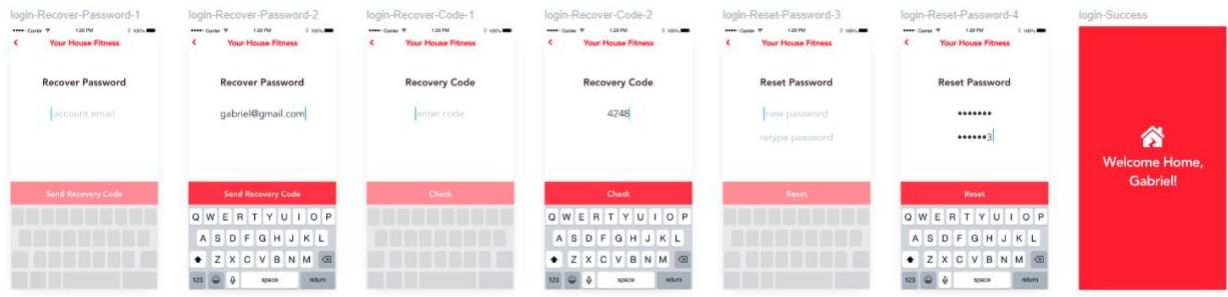


Figure: Password recovery flow and login success screen (left to right)

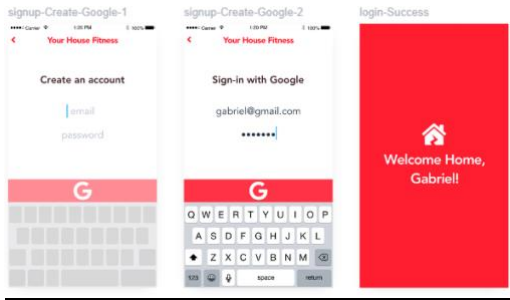


Figure: Sign-in with Google flow and login success screen (left to right)

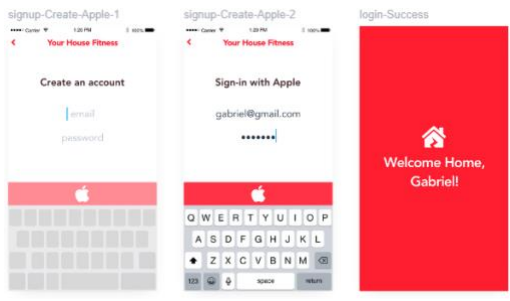


Figure: Sign-in with Apple flow and login success screen (left to right)

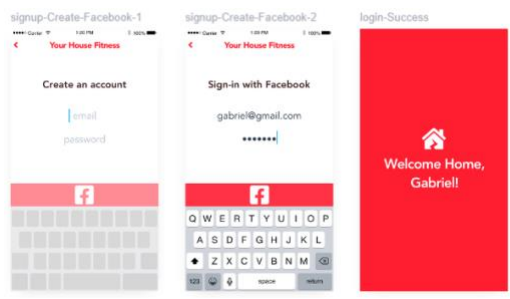


Figure: Sign-in with Facebook flow and login success screen (left to right)

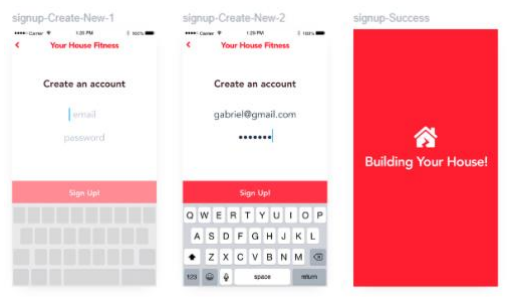


Figure: New account creation flow and login success screen (left to right)



Figure: News feed tab

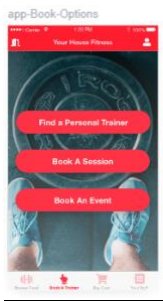


Figure: Book a trainer tab



Figure: Find a trainer flow (left to right)

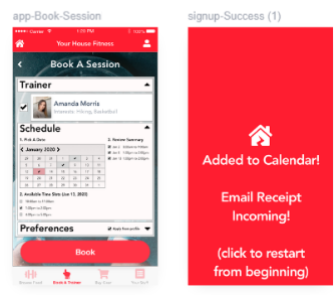


Figure: Book a session flow and booking success endscreen (left to right)

Usability Testing:

Objectives & Methodology

Objectives

- To test the effectiveness of the user flows in the prototype
- To identify opportunities to improve the user flows in the prototype
- To propose solutions to the existing user flows based on usability testing feedback

Methodology

Tests were moderated by the user researcher and remote testing was to be conducted over the Zoom video conferencing application. Each participant was to be provided with a link to the high fidelity prototype and was asked to share their screen in order for the user researcher to observe and moderate the test scripts.

At the beginning of each usability testing session, the researcher asked the participant for permission to record the session (see figure below). Next, the researcher outlined a brief description of the YHF application's purpose in the user flow of "Booking a personal training session" and asked the participant to perform a series of test scripts over a 20-30 minute period. During each of the scripts, the user researcher asked the participants for feedback on their experience as well as a request to outline their initial thoughts and decision making process. Finally, after each user flow was completed the researcher asked the users for feedback on what could be improved in the next interaction of the design.

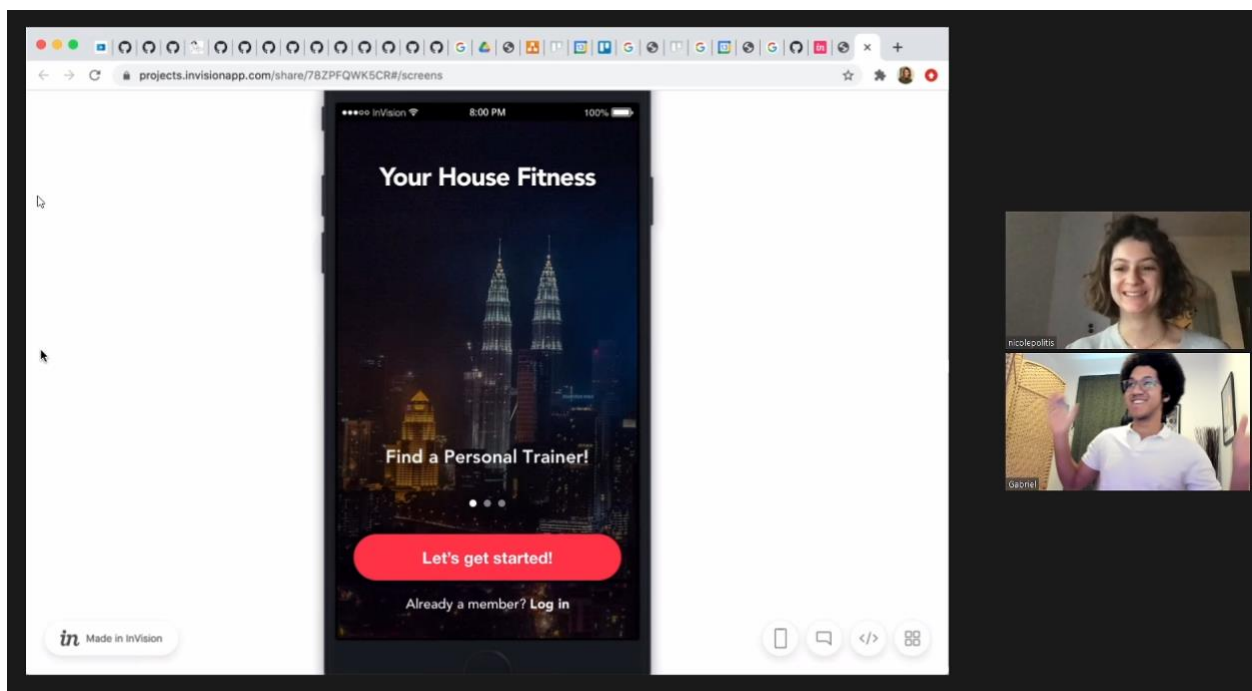


Figure: Usability Testing - Introductions

Test Scripts

Each of the following user flows were chosen because after reviewing the site audit findings, it was determined by the researcher that these steps represented the critical path towards new users booking their first personal training session and stepping into the YHF fitness ecosystem.

Flow 1: Opening the YHF application and creating an account in the YHF application either as a new account or connecting an existing social media account (Google, Apple, or Facebook).

Flow 2: Logging into an existing user account on the YHF application, forgetting password, and going through the password recovery process to reset password.

Flow 3: Finding a personal trainer in order to achieve the user's goal of weight loss. The trainer needs to work nearby the user's area and needs to share similar interests (i.e. basketball) in order for the user and the trainer to have something in common to talk about during their first training session.

Flow 4: Read through the trainer's biography, browse their social media, evaluate if they're a good fit, and add the trainer to the user's favorites list (see figure below).

Flow 5: Booking a personal training session in January 2021 with one of the trainers that were added to the user's favorites list.

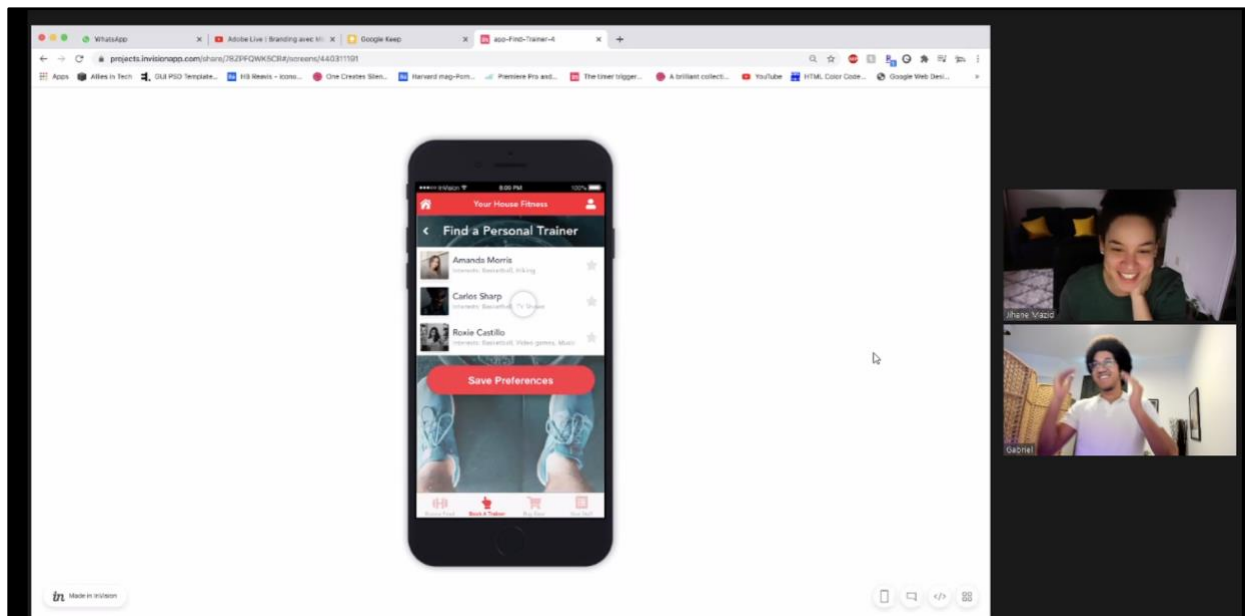


Figure: Usability Testing - User Flows

Usability Testing | Key Findings:

After completing the usability tests, feedback from each of the participants was collected and compiled into the report below. Each of the observations were categorized and were used in the proposed solutions section that follows.

Usability Participant 1: Nicole

Password Recovery:

The user was asked to go through the account recovery process after forgetting their password. On the login screen, the user indicated that the “Forgot Password” call to action button was too small to see (see figure below) and the user interface required her to squint in order to read it which isn’t good for a mobile application. As a result, the user recommended that the button be made bigger and more visible for users that have bad eyesight or are reading off of a small mobile device as they might get stuck at the login screen without a clear path forward.

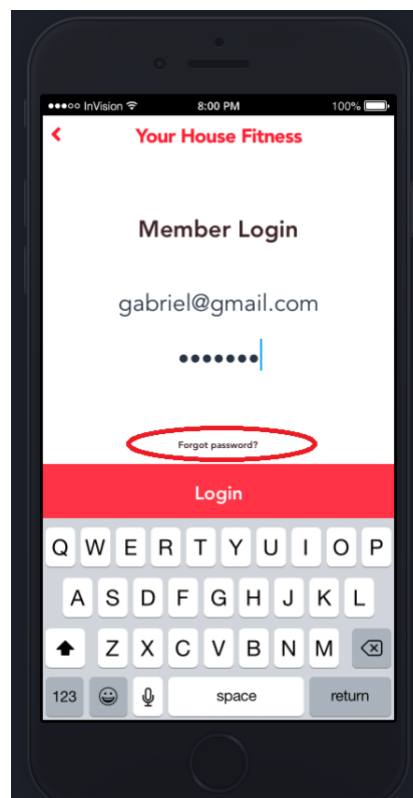


Figure: Forgot Password link (circled in red)

Trainer Socials:

The user was asked to read through a personal trainer's biography on the YHF application. On the biography page (see figure below) the user indicated that she really appreciated that the trainer's social media channels were listed, however, she would have liked to be able to open up their social media profiles directly from within the app to continue browsing their content before making the decision to save them as a favorite, rather than having to navigate out of the YHF application to complete her research. As a result, she recommended that the researcher replace the social media icons with actual links so that users can more easily retain their momentum whilst performing trainer research.

Quote:

- "I definitely want to look at their socials before doing anything else"

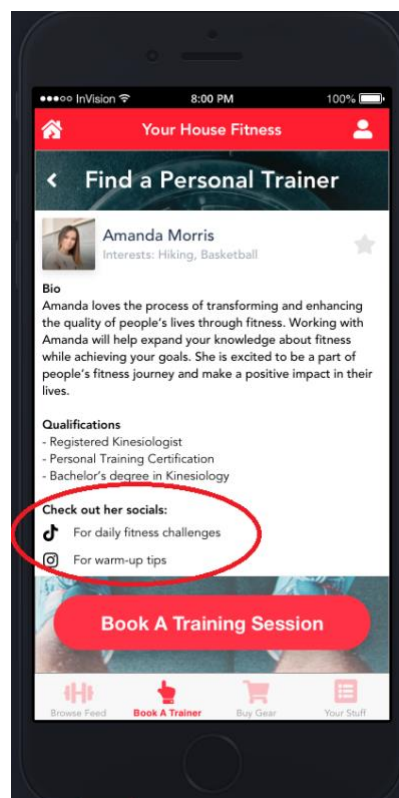


Figure: Social Media Icons on Trainer's Biography Page (circled in red)

Booking a Session:

The user was asked to book a personal training session with one of the trainers that were saved to the user's favorites list. On the "Book A Session" page of the YHF app, the user indicated that the scheduling section of the form was too cluttered and difficult to navigate. The user went on to indicate that the flow of picking a date from the calendar, selecting an available time slot, and reviewing the summary of bookings lacked visual hierarchy and made it difficult to determine which step was to be completed first (see figure below). Further, the user stated that the font and icons for this section were too small to see on a mobile device and recommended that this section be split up into three pages/screens so that the steps are more clear to the user.

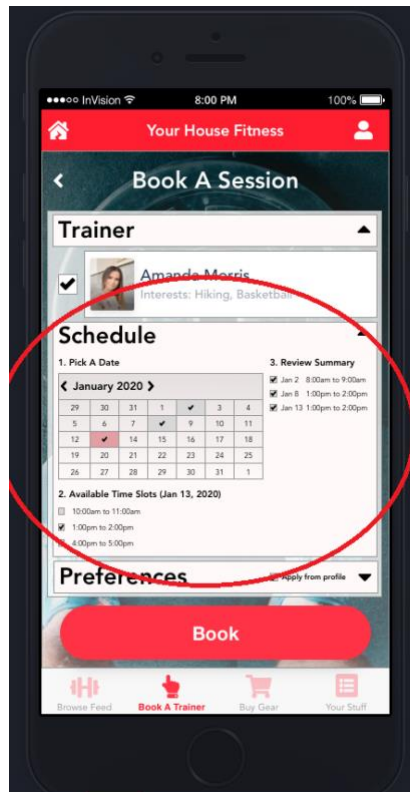


Figure: Scheduling section of the "Book A Session" page (circled in red)

Usability Participant 2: Jihane

Blog Feed Navigation:

The user was asked to book a training session within the YHF app starting from the login page. Once logged in, the user indicated that it wasn't immediately clear where she was currently located within the application and it took her a few minutes to realize that she was actually in the blog's "Browse Feed" section rather than the "Book A Trainer" section of the app. The user recommended that the researcher add a banner along the top of the homepage to give the user a sense of place within the application and to let them know what they're currently looking at as they first log into the application (see figure below).

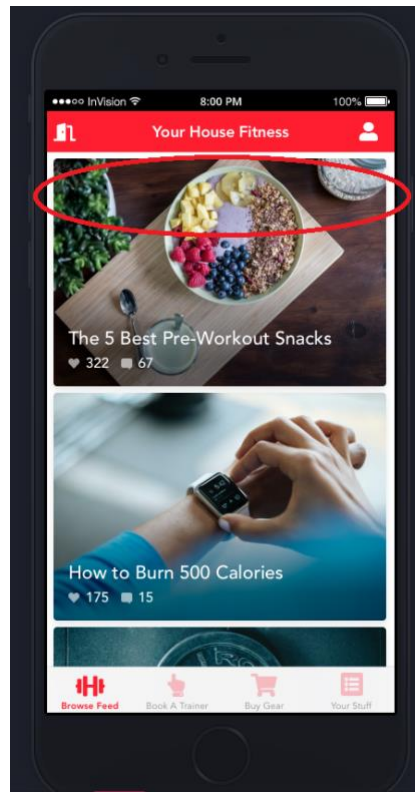


Figure: Missing title banner on "Browse Feed" section of the application (circled in red)

Existing Member Login:

The user was asked to start from the welcome page of the application and log into an existing member account. After being asked to perform the task, the user indicated that it was strange that the size of the “Already a Member? Log in” call to action was so small that she felt insignificant as an existing member whereas the new user “Let’s Get Started!” call to action was much bigger and obvious (see figure below). As a result, the user recommended that the welcome navigation be reorganized to place the new and existing member sign-in options at the same level in the visual hierarchy. Similarly, the user also recommended that a “remember me” checkbox be added to the existing user sign-in so that she wouldn’t need to remember any credentials when signing in.

Quote:

- “Now that I’m a member, this tiny little (login) button here is too small for me and I feel less important.”

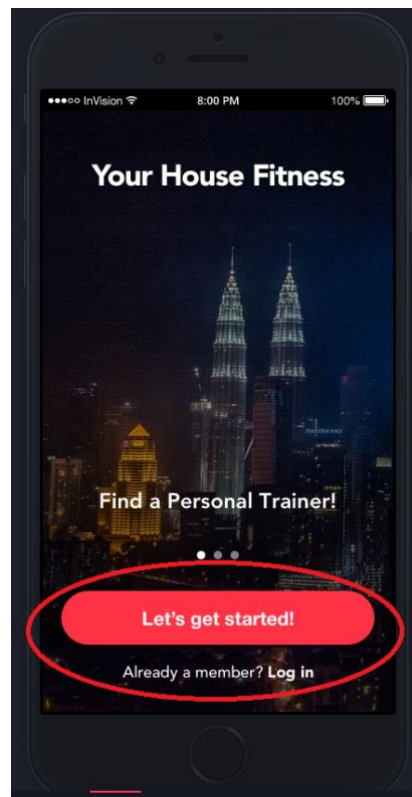


Figure: Visual hierarchy of new and existing user sign in buttons (circled in red)

Finding A Trainer:

The user was asked to find a personal trainer using the “Find A Personal Trainer” flow in the YHF application. Once the user began the task, she noticed that the “Find A Personal Trainer” flow required that she put in several details in order to narrow her search (i.e. location, schedule, fitness goals, training preferences, and interests). The user went on to explain that she would prefer to be able to browse through all of the trainers first before going through the exercise of filling in a detailed search query (see figure below). As a result, she recommended that a list of all trainers be made available to the user initially before providing them with the option to filter the list and narrow down on a trainer that fits their preferences.

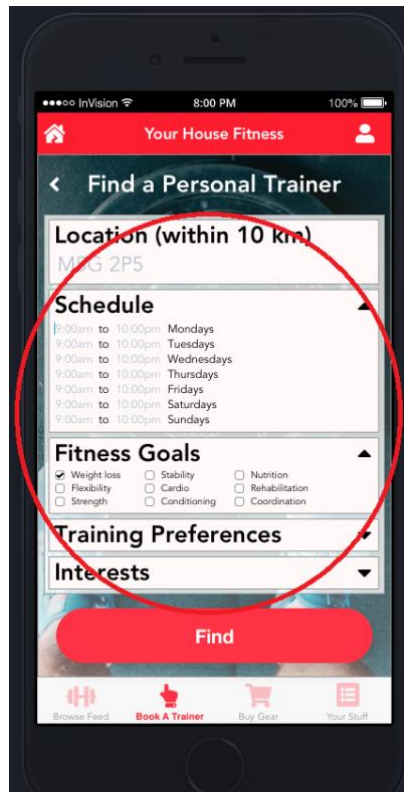


Figure: Detailed search form in “Find A Personal Trainer” flow (circled in red)

Usability Participant 3: Ashleigh

Adding Guest Sign-in:

After being tasked with creating a new account in the YHF app, the user clicked the “Let’s get started!” button and immediately asked the researcher if there was an option to sign-in as a guest user. After the researcher replied that the role of the YHF app was to triage visitors coming from the YHF main site who have already browsed and decided to begin using their services and allow them to set up their profile and begin booking personal training sessions, the user disagreed. The user indicated that she often performs research within an application before she performs the step of building an account and prefers to use the “guest” sign in option whenever available before she becomes comfortable enough with the service to make a commitment.

Quote:

- “I’m not going to be giving anyone my personal information until I’ve looked into their services”

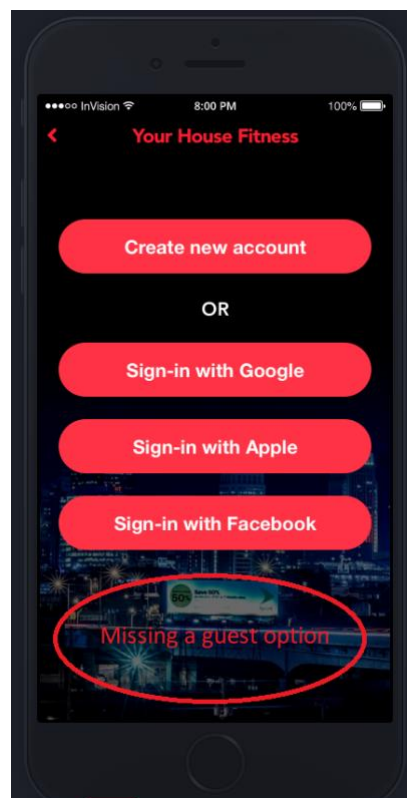


Figure: Missing guest sign-in option on new user page (circled in red)

Adding an “About Our Services” tab

The user was tasked with browsing the home page of the application and navigating to the “Book A Trainer” section. After looking at the blog article feed, the user indicated that she would prefer to audit the application and browse their services descriptions before taking any actions towards booking a trainer. After weighing the cost and benefits of each of the services, she would then make the decision to create an account, and set up an initial trial session with the trainer of her choice. The user went on to describe her preference for the landing page of the application to be an “About our services” section rather than a news feed so that she would immediately know what her options were within the application and where to look next before making big decisions (see figure below). Additionally, she also indicated that having the newsfeed on the main page distracts her from her goal of learning about their services and booking a personal training session.

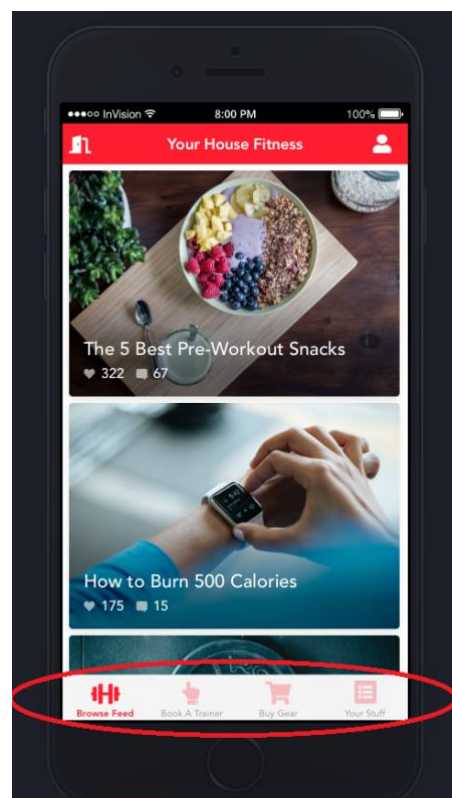


Figure: Missing “About Our Services” tab in the app (circled in red)

Usability Participant 4: Steve

Improving the Welcome Page Navigation:

After being given the task by the user researcher to sign into an existing account with the YHF app, the user clicked into the “Already a member? Log in” button and asked if there was an option to sign-in using his Google account and the researcher informed him that that option was available after the user clicks the “Let’s get started!” button on the welcome page (see figure below). After hearing this feedback, the user was confused as to why an existing account would be behind a “create account” flow. After backtracking through the existing account user flow, the user found the “Sign-in with Google” option, however, seemed annoyed that this option wasn’t immediately obvious and available from the existing account user flow.

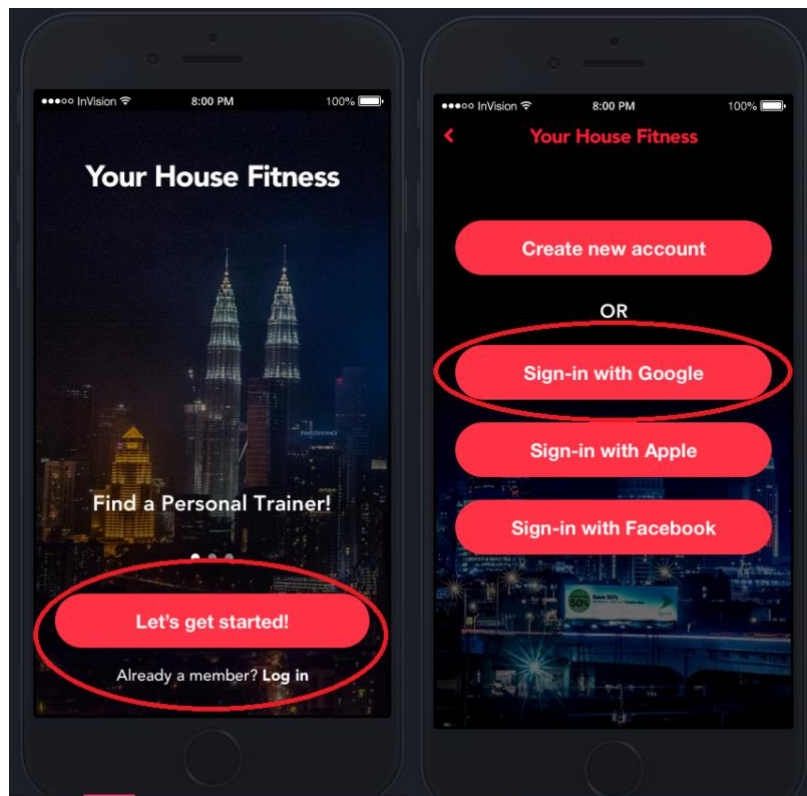


Figure: Welcome page (left) and new user sign in options (right)

Usability Testing | Proposed Solutions

Observation #1: Booking A Session

Users got stuck at the schedule section of the “Book A Session” form and mentioned that it wasn’t clear which action needed to be completed first in the booking process (i.e. date, time, or summary).

Insight #1:

Steps in the scheduling section lacked visual hierarchy and a clear linear flow. As a result, the users were unable to easily determine next steps or where to direct their attention which halted their momentum.

Proposed Solution #1:

The steps in the scheduling flow should be redesigned so that the users are able to proceed one step/page at a time by first booking their dates in the calendar, then booking their times, and finally reviewing their order summary. Additionally, an indicator of system status should also be added so that users know where they currently stand in the scheduling process (see figures below)

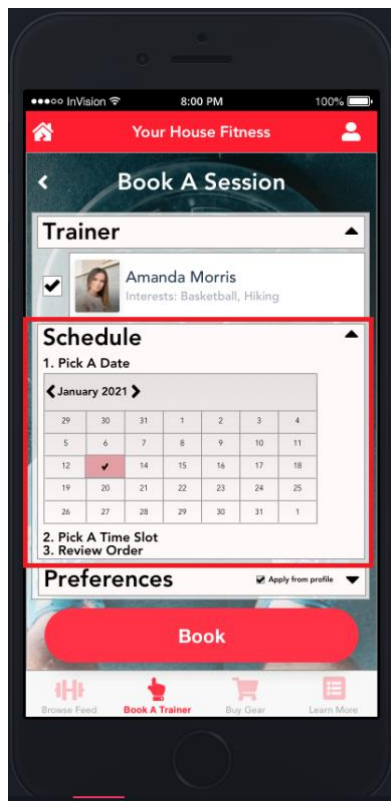


Figure: “Pick A Date” section added to the form as its own page (outlined in red)

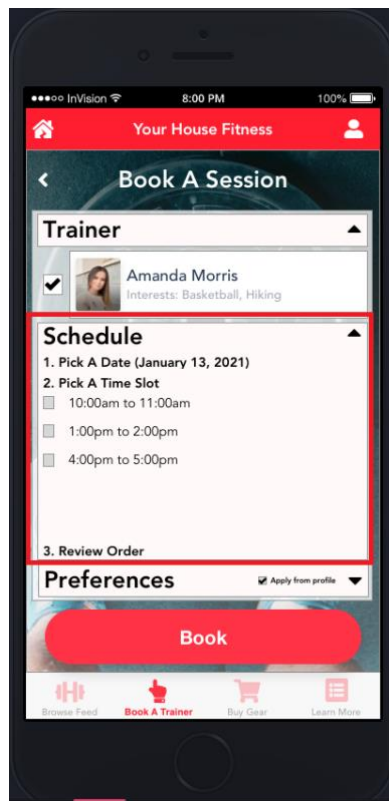


Figure: “Pick A Time Slot” section added to the form as its own page (outlined in red)



Figure: “Review Order” added to the form as its own page (outlined in red)

Observation #2: Find A Trainer

Users hesitated on the “Find A Trainer” page because on their first runthrough they wanted to browse the full trainer list before filtering for the right trainer based on their preferences.

Insight #2:

Steps in the “Find A Trainer” flow lacked user flexibility to bypass the query and browse all of the results if they wanted to proceed without performing a detailed search. Users expected a funneling structure that allowed them to narrow down their search if necessary before finally reaching a shortlist of potential personal training candidates to review and research in subsequent sections.

Proposed Solution #2:

A full list of all trainers should be displayed in the “Find A Trainer” flow initially and present the users with the option to narrow their search if they deem it necessary. This solution is particularly useful for people who are browsing the application as a guest user and want to get an idea for how many personal trainers are registered with YHF before deciding to make an account and find their perfect match (see figures below).

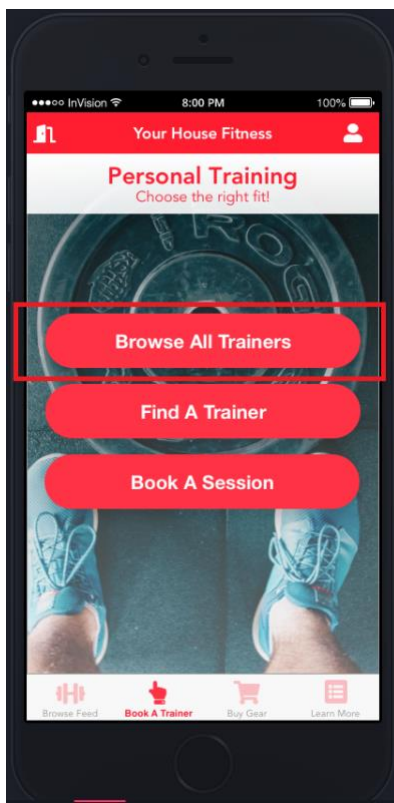


Figure: “Browse All Trainers” button added to the personal training page (outlined in red)

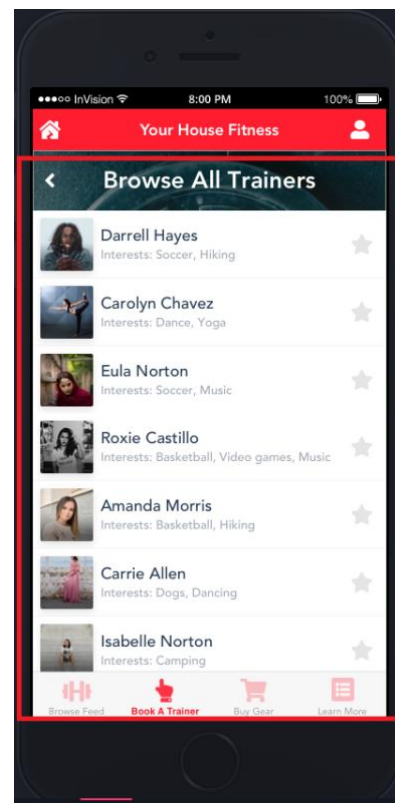


Figure: “Browse All Trainers” page displays a full list of all trainers at YHF (outlined in red)

Observation #3: The Wellness Vault banner

Users got stuck and paused at the “Home/Feed” screen after logging into the application.

Insight #3:

On the homepage (blog article feed) of the application there was no title banner indicating what the user was looking at or why it was relevant to them if they’re planning on using the application to book a personal trainer. For this reason, the users were initially lost in where to go before noticing that the “Browse Feed” icon at the bottom of the screen was highlighted, giving them a sense of place within the YHF app.

Proposed Solution #3:

Add a visual title banner to the blog article feed so that users know immediately what they’re looking at and whether they should stay there to get what they’re looking for, or go somewhere else within the application (see figure above).

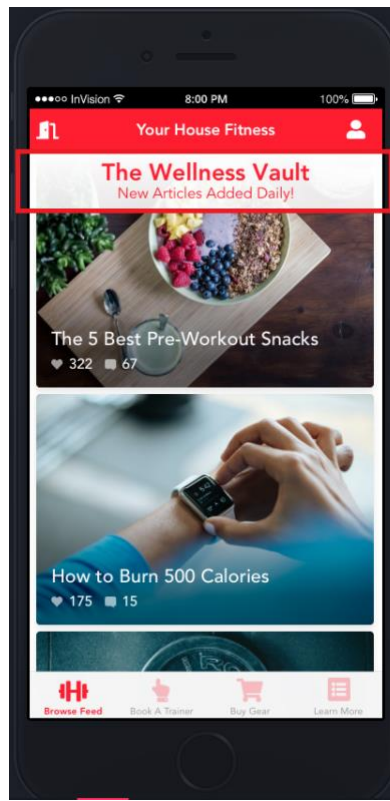


Figure: “Wellness Vault” title banner added to the browse feed tab (outlined in red above)

Observation #4: The “Learn More” tab

Users preferred to browse and learn more about the services offered by YHF before committing to registering for an account or booking their first personal training session.

Insight #4:

More context should be offered to users who are entering the application for the first time and make clear to them what they can do within the application and where to go next to achieve their goal. Similarly, this section should show a breakdown of the services offered, prices, and logistic details so that users can assess whether the service is right for them before committing to any actions.

Proposed Solution #4:

Reorganize the bottom navigation icons so that the user initially lands on the “About our Services” page after logging in so that they can learn more about the services and offerings before deciding to browse their blog feed, book sessions, or buy merchandise.

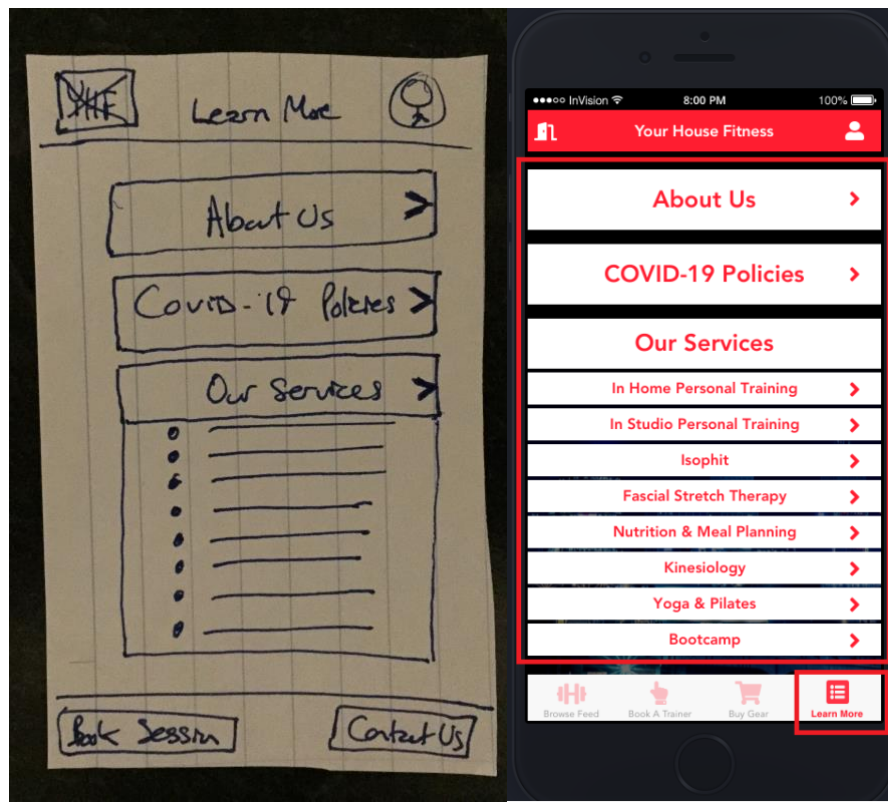


Figure: “Learn More” tab (left - low fidelity sketch, right - high fidelity sketch)

Observation #5: Guest Sign-in

Users preferred having the ability to browse and audit the elements within the YHF application before creating an account or signing-in with their existing social accounts (i.e. Google, Facebook, Apple).

Insight #5:

In order to build trust with the user, they need to be able to perform low-commitment research on the features built-into the YHF application in order to justify taking the time to get an account set up in order to save their preferences, and book sessions.

Proposed Solution #5:

Add a “Sign in as guest” option to the welcome page so that users can opt to browse the YHF app without facing any barriers to accessing their content. Ultimately, once the user is satisfied with the content and sees the value in the services, they would take the next step in their user journey and commit to linking/building their profile to create a more personalized and streamlined experience for the user.

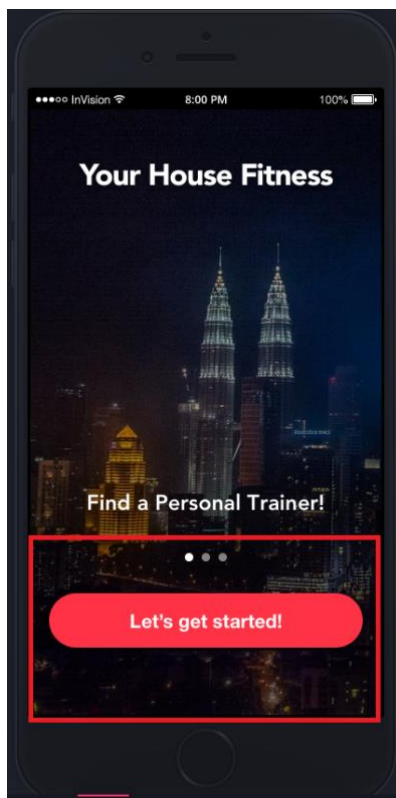


Figure: Removed the “Already a member? Log in” button and simplified the user interface on the main welcome page (outlined in red)

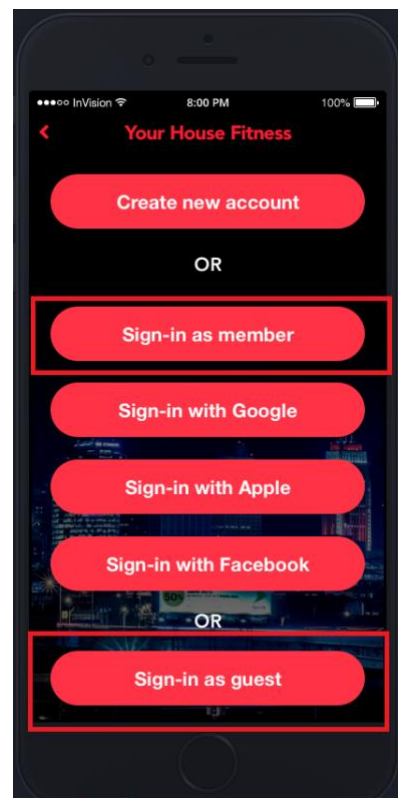


Figure: Created a “Sign-in as guest” button and moved the “Sign-in as member” button to be on the same page with the other sign-in options

(outlined in red)

Evolution of Ideas | High Fidelity Sketches (Revised)

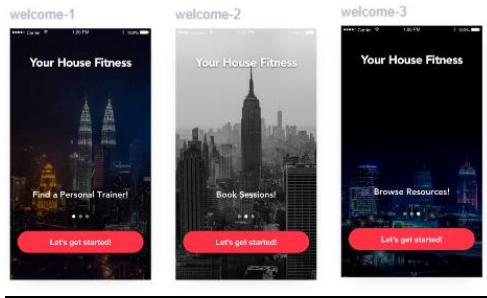


Figure: Welcome page background image carousel pages (left to right)

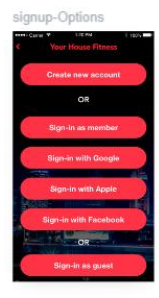


Figure: Sign-up options page

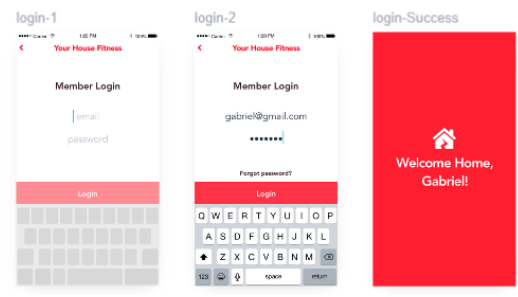


Figure: Member login flow and login success screen (left to right)

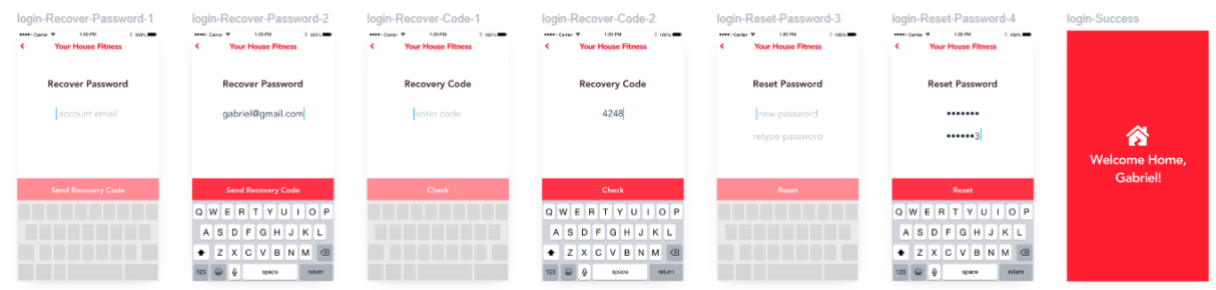


Figure: Password recovery flow and login success screen (left to right)

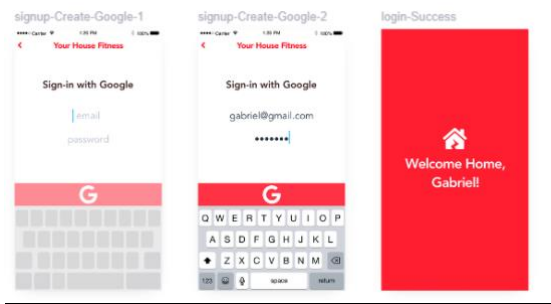


Figure: Sign-in with Google flow and login success screen (left to right)

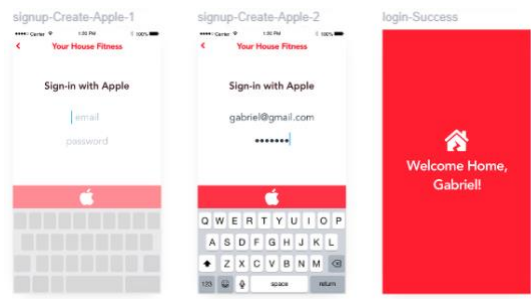


Figure: Sign-in with Apple flow and login success screen (left to right)

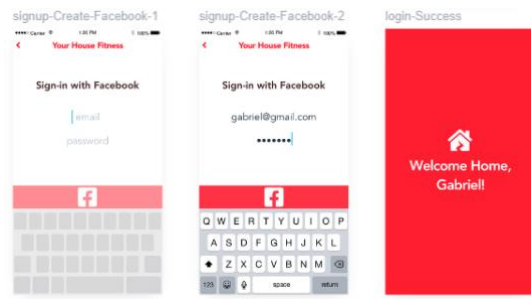


Figure: Sign-in with Facebook flow and login success screen (left to right)

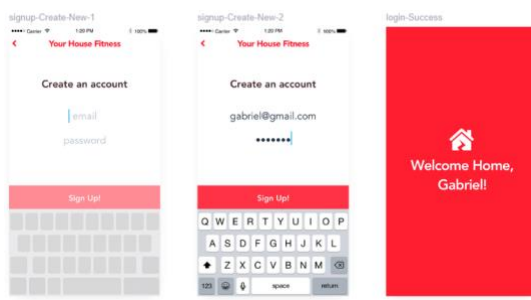


Figure: New account creation flow and login success screen (left to right)

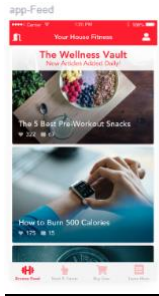


Figure: News feed tab

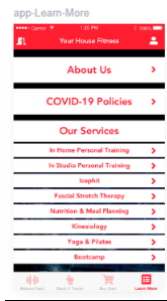


Figure: Learn more tab

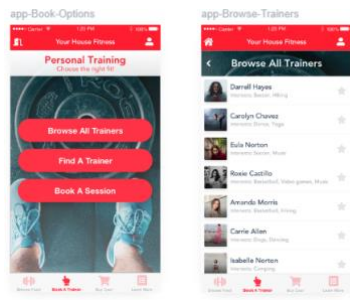


Figure: Book a trainer tab and browse all trainers page (left to right)



Figure: Find a trainer flow (left to right)



Figure: Book a session flow and booking success endscreen (left to right)

Lessons Learned

Stop Solutioning:

Oftentimes when faced with a problem statement or an objective I immediately begin designing a solution without first asking the questions and doing research in order to frame the problem in context. This approach leads to a lot of assumptions and I usually end up feeling frustrated having to make so many judgement calls. Instead, a better approach is to use the double diamond methodology of UX design in order to make sure that you're asking the right questions and getting all of the upfront context out of the way before coming up with solutions.

Build A Research Plan:

One of the topics that I found most challenging in this activity was the idea of interviewing users in order to gather data to build our insights. Although it makes perfect sense, I am often biased towards coming up with mental models before asking users what they think in order to guide the discussion. Reflecting upon this tendency, has allowed me to realize that this is imposing my own biases on the best possible solution to a given problem. By being forced to sit down and write up a research plan, objectives, and interview script as well as set up sessions with real users opened my eyes to the benefits of building accurate models of each user in order to understand their preferences/dislikes. Further, in talking to users upfront it made it easier to make the first prototype more accurate to what the final product would end up being.

Test, Test, & Test:

In the past, whenever I would host usability testing for one of my applications I would be testing for errors and edge cases rather than general sentiment for the user flow. By laying out the test scripts beforehand with users and recording their feedback, it made it a lot easier to articulate their feedback into proposed solutions. Further, by using a quick-prototyping tool like Sketch/InVision, it allowed me to be less precious with my designs and completely re-organize my flows without feeling like I was undoing hours of programming work. Overall, I'll incorporate this method of minimum viable prototyping into my professional workflow.

Conclusion

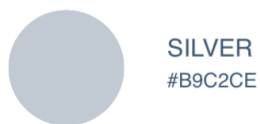
The goal of this user experience design exercise was to improve the flow of researching, selecting, signing-up for a fitness service. To do this, a research plan was developed in order to gather quantitative survey data to narrow the scope of which registration medium to focus on, and to gather qualitative data to develop an understanding for which factors made up a preferable user experience.

From the preliminary research study, it was determined that the method of registration that was most popular with users was online registration, and that the key factors that were taken into consideration when a user registers for a fitness service were: 1. Reviews, Trust, & Personal Training, 2. Workout Preferences, and 3. Research, Registration, & Confirmation.

Narrowing the scope further, it was determined by the researcher that three branches of user flows emerged as potential candidates for a redesign: 1. Picking a Trainer, 2. Browsing Fitness Resources, and 3. Booking a Session. Using these user flows, a series of test scripts were created in order to test the effectiveness of the user flows and to identify any opportunities for improvement. After gathering feedback from several usability testing participants, each piece of critical feedback was analyzed and solutions were proposed by the user researcher. Finally, a comprehensive report was created to show the evolution of ideas from low-fidelity to high-fidelity prototyping, whilst documenting lessons learned throughout the user experience design journey.

Style Guide

COLOUR PALETTE



TYPOGRAPHY

Header 3

Avenir Heavy, 25px

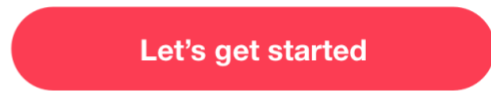
Header 4

Avenir Medium, 20px

Lorem Ipsum

Avenir Book, 13px

BUTTONS



ICONOGRAPHY



Figure: Style Guide including colour palette, typography, icons, and buttons.

References

1. Byrne, P., & Harrison, B. (2020, October 14). U.S. Fitness Industry 2020 and Beyond: Safety, Streaming and Reinvention Are the New World Order. Retrieved December 21, 2020, from <https://harrisonco.com/insight/u-s-fitness-industry-2020-and-beyond/>