

# BeFit Fitness Trainer App

---

Girish Dunga

# Project overview



## The product:

BEFIT is a mobile and web-based app that's ideal for anyone who struggles to stay on track during their fitness journey. It lets you create custom weight-training sessions and track your workouts with training tips from experts. User can do fitness exercise at own place without visiting direct gym centers. User can register and choose package with in his budget



## Project duration:

April 2021 to May 2021.

# Project overview



## The problem:

Busy workers and frequent traveller on his job.  
Unable to find time to go for gym on his fitness goals to keep himself active and health.



## The goal:

Design an app for Fitness Trainer app that  
allows users to easily schedule and do regular  
workout at his own place without visiting gym.

# Project overview



## My role:

UX designer designing an app for BeFit Fitness trainer app from conception to delivery.



## Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

# Understanding the user

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

# User research: summary



I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research was working adults who don't have time to do regular workout.

This user group confirmed initial assumptions about User were asked to schedule, challenge a friend & Manage exercise to do a quick 1hr workout at home. Please show me how you would select your workout goal and complete it.

# User research: pain points

1

## Time

Working adults are too busy to spend flexible time on workout

2

## Fast Schedule

Platforms to schedule & edit exercise as they want

3

## Find Trainer

Users need a option to find trainer to guide

# Persona: Ganesh

## Problem statement:

Ganesh is a busy working adult who needs to do regular workout at his own place without visiting gym directly under some professional trainer.



**Ganesh**

**Age:** 31  
**Education:** Bachelor's Degree  
**Hometown:** Vizag  
**Family:** Single, Lives with friends  
**Occupation:** Asst Director

*"There is so much going on, it's hard to take out time for myself and go to the expensive gym"*

## Goals

- Daily Exercise
- Maintain Good diet
- Schedule regular day with proper fitness
- Increase Stamina
- Regular Health condition checkup

## Frustrations

- Schedule fluctuations
- Less Sleeping hours
- Shooting trips
- Different Cities food
- Can't afford expensive gym

Ganesh is an assistant director who travels frequently on his job purpose. Want to maintain fitness with daily exercise and control food habits to maintain proper healthy life. Want to be more active on his day. Need self motivation to be in healthy track.



# User journey map

Mapping Ganesh user journey revealed how helpful it would be for users to have access to a dedicated BeFit Fitness Trainer app.

## Persona: Ganesh

Goal: : Maintain fitness & regular exercise where ever, Also maintain good food which keeps healthy fitness record

ACTION	Get App (or) Enter Website URL	Select Fitness Level	Select Category	Follow fitness instructions	Record daily activity
<b>TASK LIST</b>	Tasks A. Download app (or) enter website URL (Mobile & Web) B. Setup account C. Fill current health information as per the given fields (Mandatory)	Tasks A. Select fitness level B. Setup goal	Tasks A. Select category as per the need B. Select sub category as per parent category selection	Tasks A. Follow and perform fitness instructions B. Select feature as flexible (video with audio, Reading, Only Audio) C. Select personal & professional trainer available in the list if needed	Tasks A. Record daily activities B. Analyze the report for health improvements

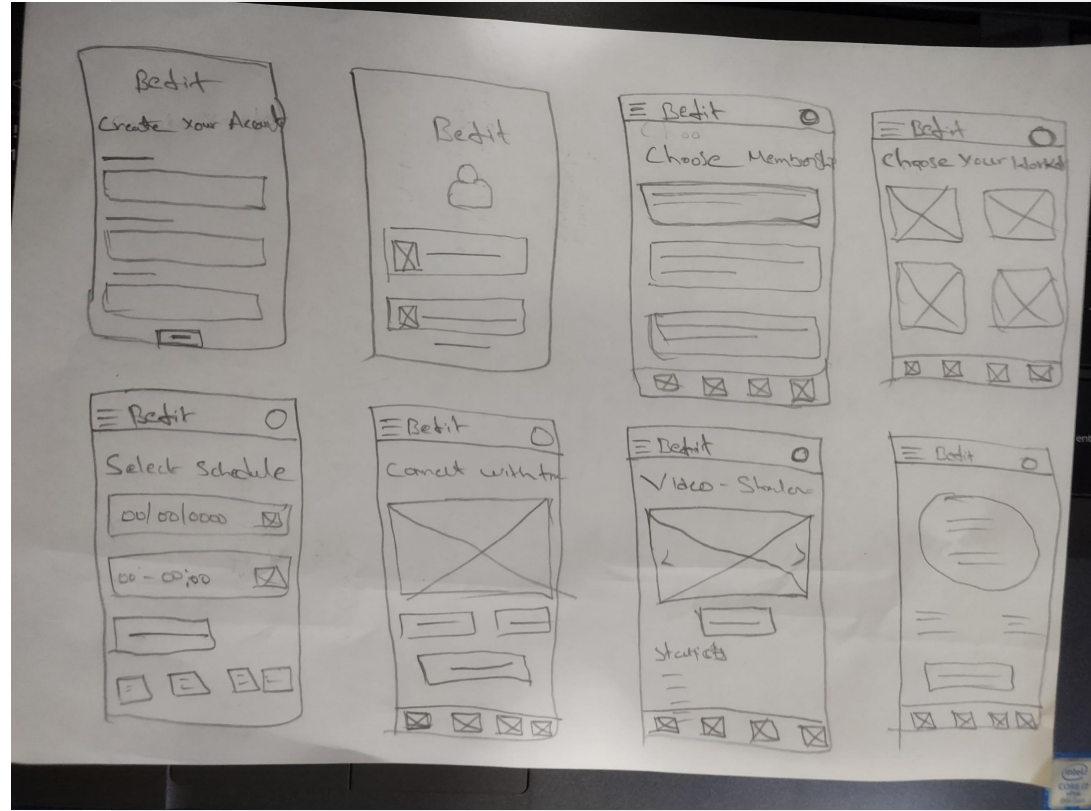
<b>FEELING ADJECTIVE</b>	Happy to get workout trainer tips without visiting outside gyms directly	Flexible goal setup Comfortable time management	Can switch between different category	Fitness tips as per user health conditions  Professional & Personal Virtual trainer available to keep motivate and train	Aware of health conditions in busy life
<b>IMPROVEMENT OPPORTUNITIES</b>	Provide discounts coupon / reward points on gym/food/ and other health equipments items to keep motivate	Health tip notification both audio & message format  Knowing about healthy & quality food recipe in particular locations when user visits different place	Multi Language & geographic considerations  Alert food habit notifications to avoid diversion or lazy skips	Able to save fitness instructions and update with latest gym / food benefits available in market  Experts tips & articles.	Master health checkup record and suggestions to improvement areas as per the user health condition.



# Paper wireframes

From Landing screen, Create a workout Goal.

How easy and difficult was it to create a workout goal, schedule workout & find trainers?



# Digital wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.

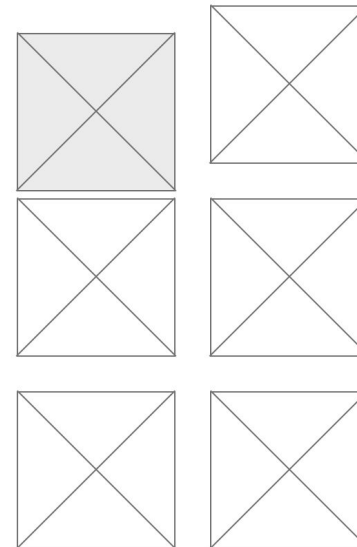
This button at the bottom of the screen makes it fast and easy for Schedule



≡ BEFIT



CHOOSE YOUR WORKOUTS



SCHEDULE WORKOUT



# Digital wireframes

Easy scheduling was a key user need to address in the designs in addition to choose fitness trainer.

Description of the element and its benefit to the user



**BEFIT**

**SELECT SCHEDULES**

DD/MM/YYYY

HH:MM:SS

Mon 20 Tue 21 Wed 22

HH:MM:SS

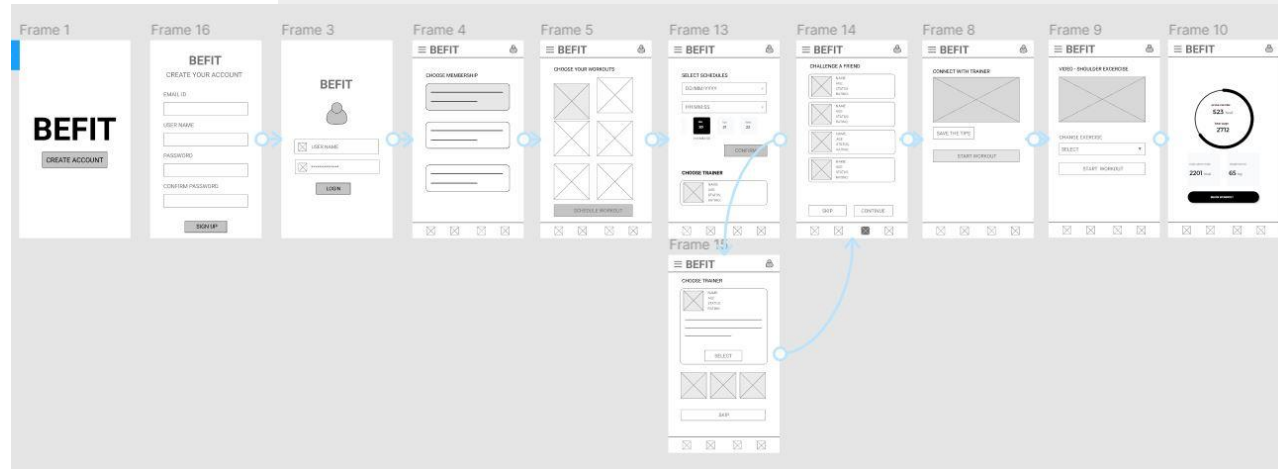
CONFIRM

**CHOOSE TRAINER**

NAME:  
AGE:  
STATUS:  
RATING:

# Low-fidelity prototype

The low-fidelity prototype connected the primary user flow of scheduling & find trainer, so the prototype could be used in a usability study with users.



# Usability study: parameters



## **Study type:**

Unmoderated usability study



## **Location:**

India, Hyderabad



## **Participants:**

7 Participants



## **Length:**

25-30 minutes

# Usability study: findings

Insert a one to two sentence introduction to the findings shared below.

1

## Efficiency

People want to  
Schedule workout time

2

## Customization

People want edit schedule  
time as per his availability

3

## Convenience

People want a  
Choose Professional  
Trainer



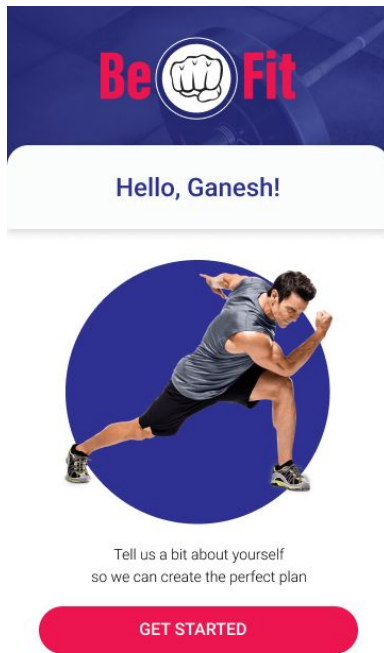
## Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

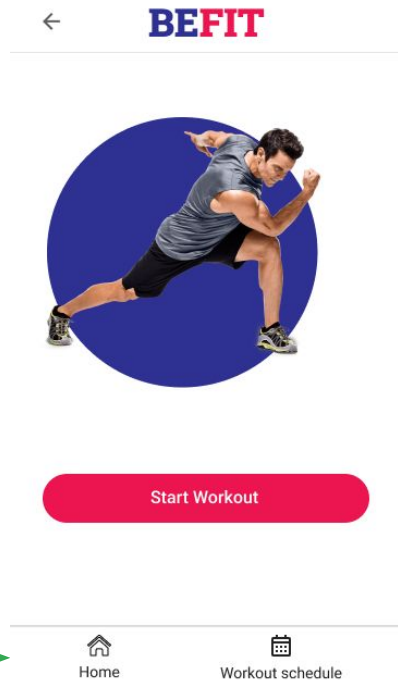
# Mockups

There were a few actionable insights I came up with from the usability studies. One of these was **adding a Schedule option** within the app process to help users to do regular workout

Before usability study



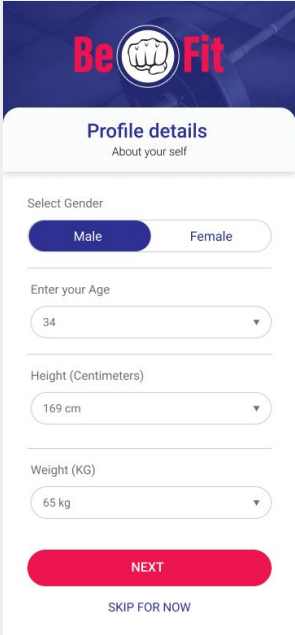
After usability study



# Mockups

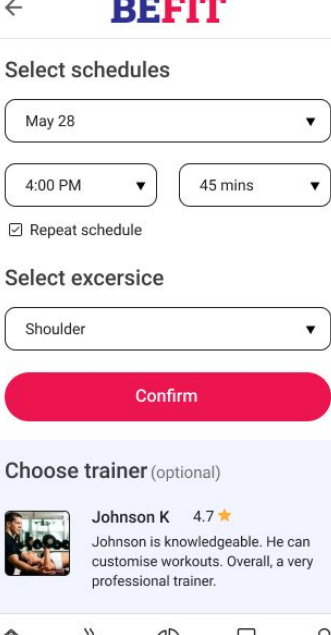
The early designs allowed for some direct mapping , but after the usability study, I added the options to also **choose schedule with edit customization along with the trainer finding.** This gives users flexibility.

Before usability study



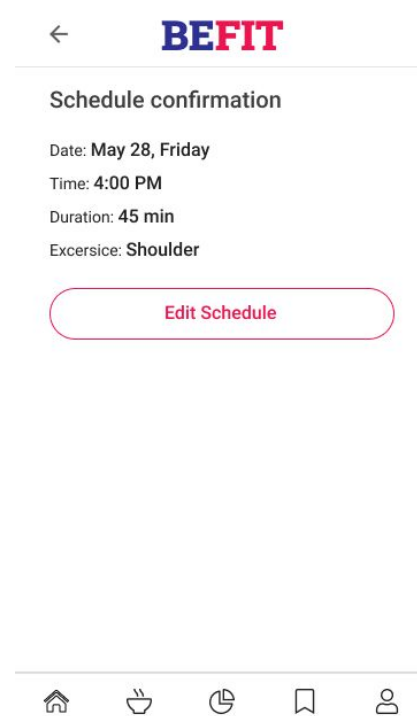
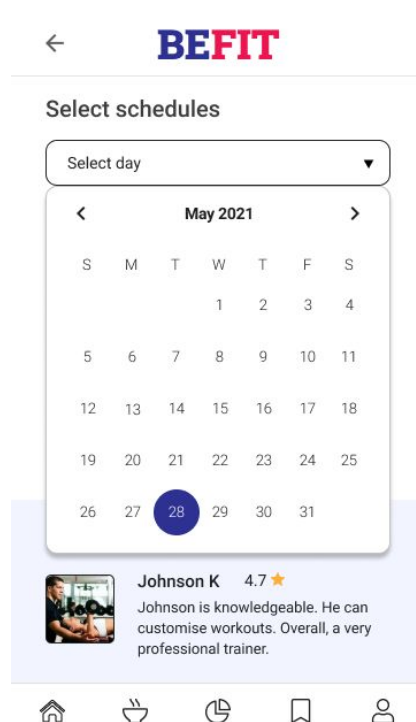
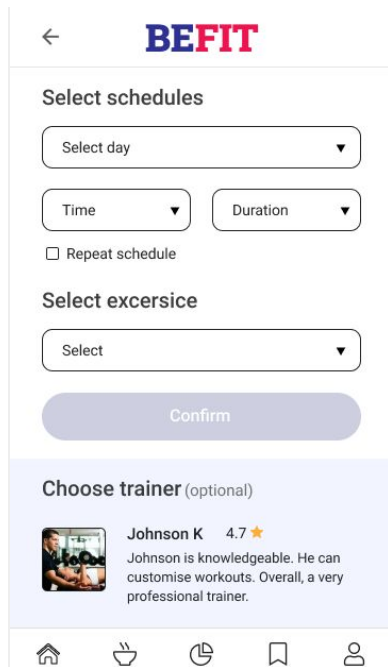
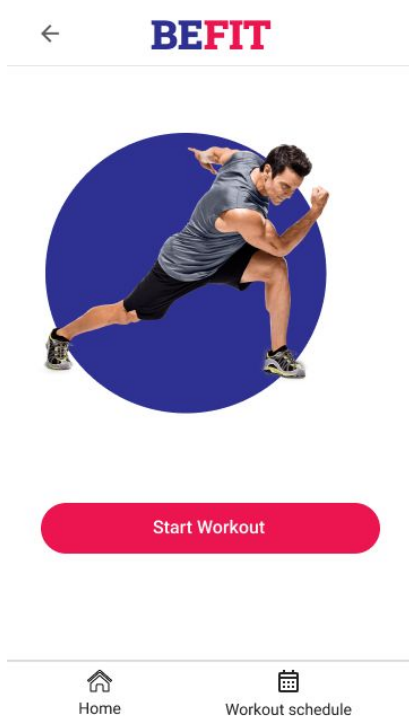
The mockup shows a 'Profile details' screen with a blue header containing the 'BeFit' logo. Below the header, the title 'Profile details' is followed by the subtitle 'About your self'. The form includes a 'Select Gender' section with 'Male' and 'Female' buttons, an 'Enter your Age' dropdown set to '34', a 'Height (Centimeters)' dropdown set to '169 cm', and a 'Weight (KG)' dropdown set to '65 kg'. At the bottom, there is a red 'NEXT' button and a 'SKIP FOR NOW' link.

After usability study



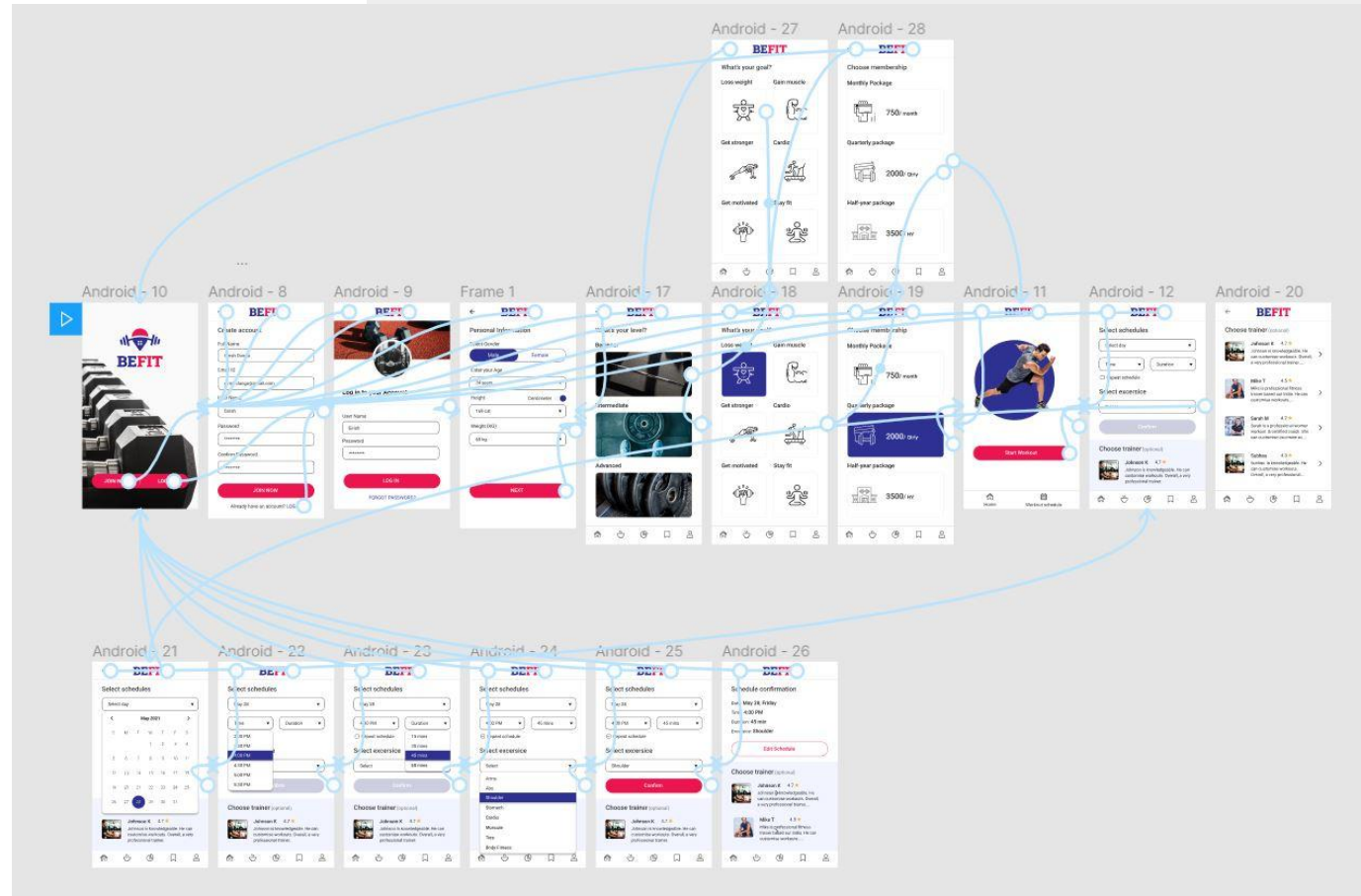
The mockup shows a 'Select schedules' screen with a blue header containing a back arrow and the 'BEFIT' logo. Below the header, the title 'Select schedules' is followed by a 'May 28' dropdown, a '4:00 PM' dropdown, and a '45 mins' dropdown. There is a checkbox for 'Repeat schedule'. Below this is a 'Select exercise' dropdown set to 'Shoulder' and a red 'Confirm' button. The bottom section is titled 'Choose trainer (optional)' and features a trainer card for 'Johnson K' with a 4.7 star rating and a description: 'Johnson is knowledgeable. He can customise workouts. Overall, a very professional trainer.' The bottom navigation bar includes icons for home, search, analytics, bookmarks, and profile.

# Mockups



# High-fidelity prototype

The hi-fi prototype followed the same “build and Schedule workout” user flow as the lo-fi prototype, and included the design changes made after the usability study.



# Accessibility considerations

1

Provided access to users who are vision impaired through adding alt text to images for screen readers.

2

Used icons to help make navigation easier.

3

Used detailed imagery for fitness and toppings to help all users better understand the designs.

## Going forward

---

- Takeaways
- Next steps

# Takeaways



## Impact:

The app makes users feel like BeFit really thinks about how to meet their goals.



## What I learned:

While designing the BeFit app, I learned that the first ideas for the app are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the app's designs.



## Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of need.

# Let's connect!



Thanks to my peers for your time reviewing my work on the Befit app! If you'd like to see more or get in touch, my contact information is provided below.

[girish.dunga@gmail.com](mailto:girish.dunga@gmail.com)

Thank you!