



# goFIT Project Recap



# Team FITLIT

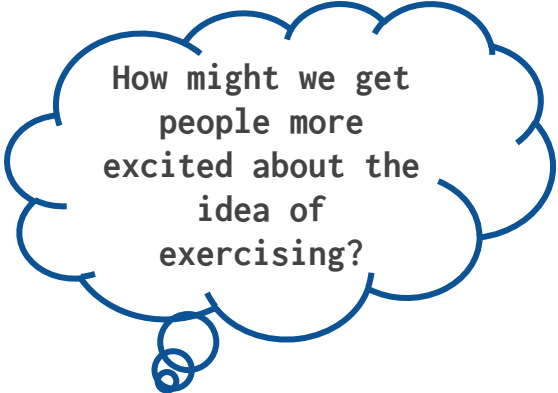
- Olivia Gregory
- Bryce Tham
- Christian Valadez
- CJ Keller

Previous members: Christina Ramsey & Denis Russu

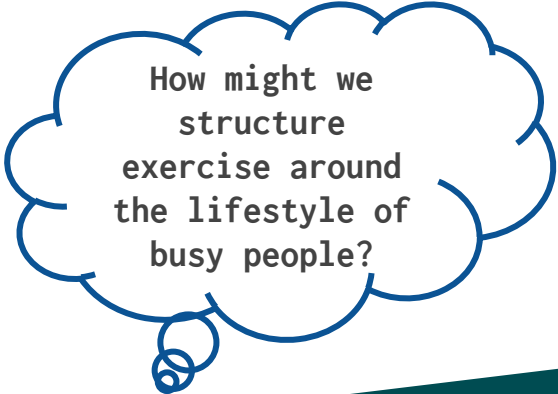
A series of overlapping teal and green geometric shapes located in the bottom right corner of the slide.

# Problem Overview


Although many people want to stay healthy, **they rarely prioritize their health**, saying they don't have time, don't want to wait for the long-term benefits, didn't find regular exercise exciting/enjoyable, or were mainly motivated through social connection.



How might we get people more excited about the idea of exercising?



How might we structure exercise around the lifestyle of busy people?



How might we make exercise more social?

## Solution Overview

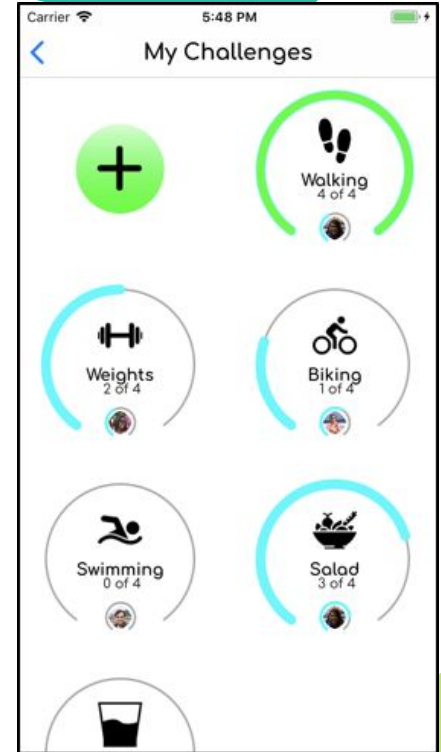
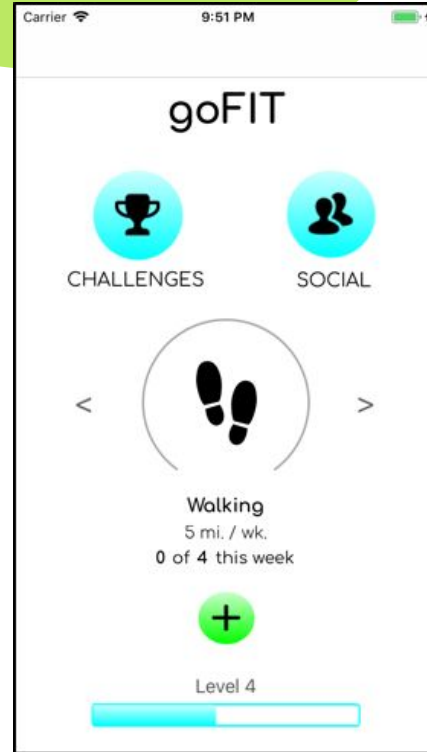
We want a product that offers **meaningful social connection** and **immediate rewards** when users meet fitness and nutrition goals.

This should motivate people to be more excited about maintaining a healthy lifestyle, demonstrating that **the act itself - not the incentives - is worth prioritizing.**

# Introducing goFIT

goFIT is a new way to stay healthy, be social, and accomplish goals.

- ◆ Set goals
- ◆ Log progress
- ◆ Challenge friends



# Outline

1. Concept Video
2. Design Evolution
3. Representative Tasks
4. Live Demonstration
5. Future Enhancements
6. Summary





# Design Evolution



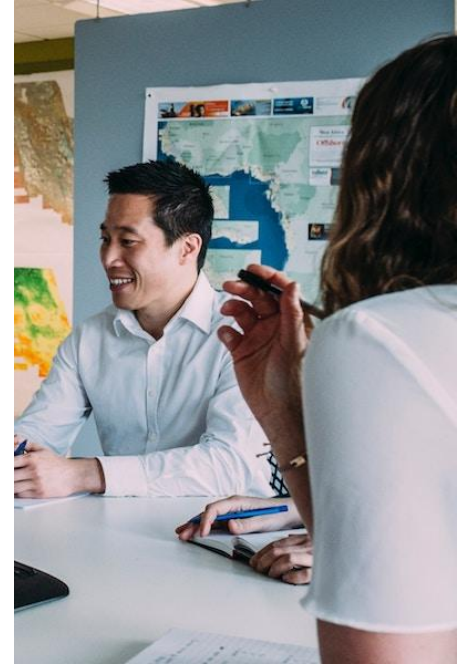
# Needfinding



College Students &  
Recent Graduates



Recreational Fitness  
Hobbyists



Healthcare Workers &  
Professionals

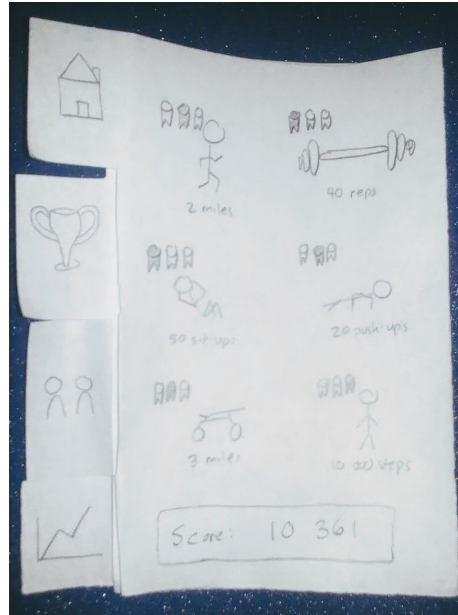
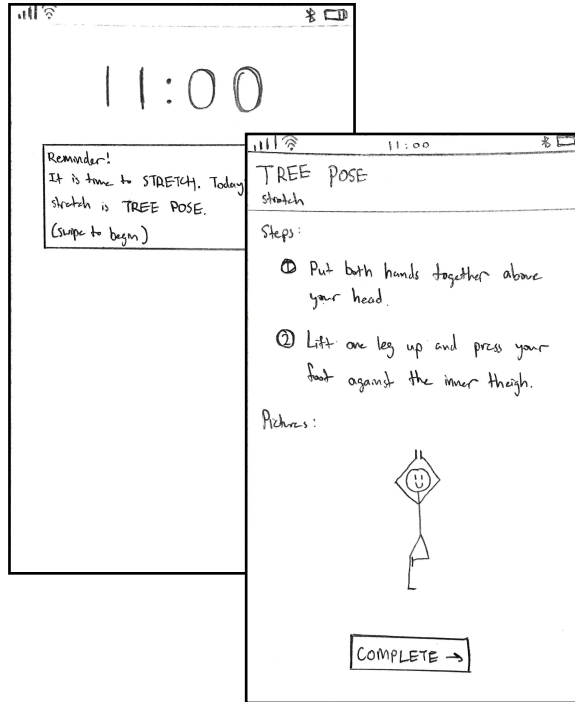
# Empathy Map



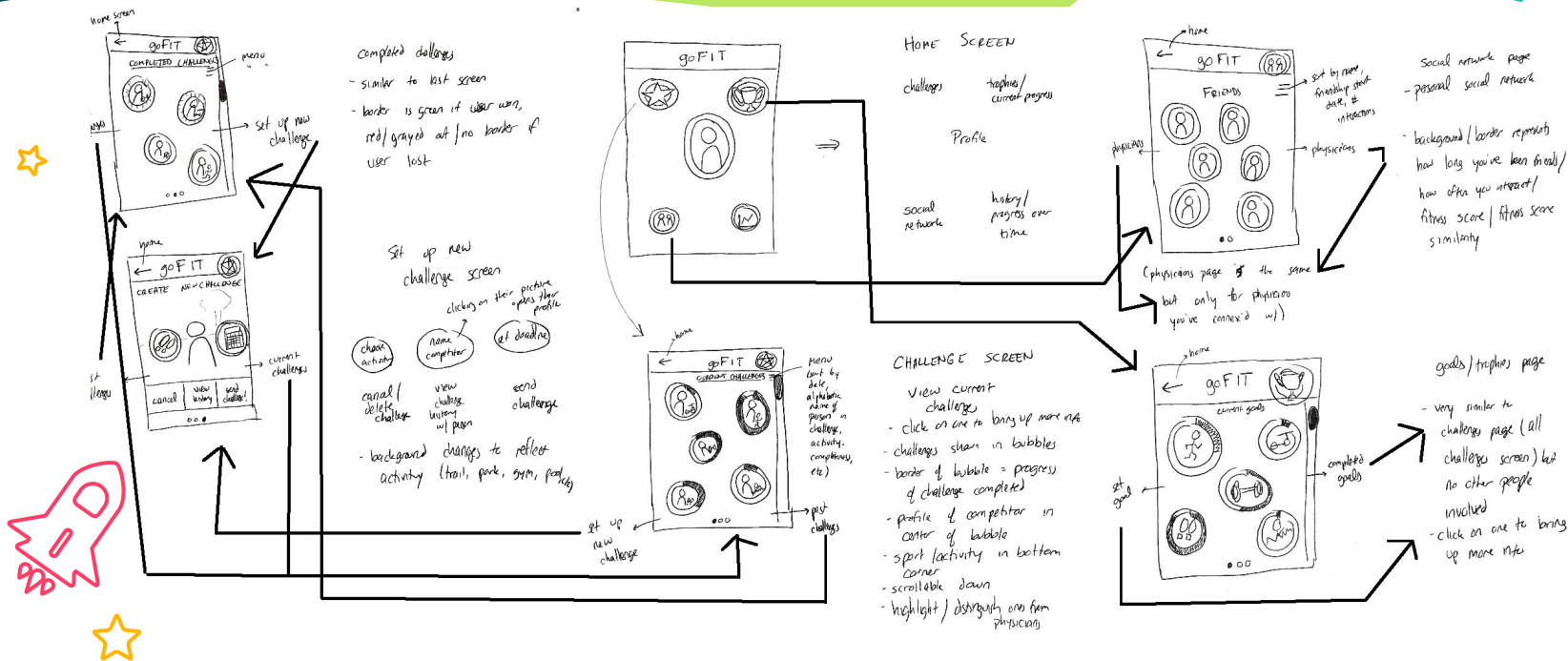
## Interesting Quotes

- ◆ “My life is important to me and I want to stick around for as long as possible.”
- ◆ “The more we help people understand health and treatment, the less they’ll have to rely on [emergency services].”
- ◆ “I get more out of exercising knowing that I’m doing it with other people.”
- ◆ “I feel like I don’t have enough time to do all the work it takes to reach my goals.”

# Experience Prototypes



# Low-Fi Sketch



# Low-Fi Prototype

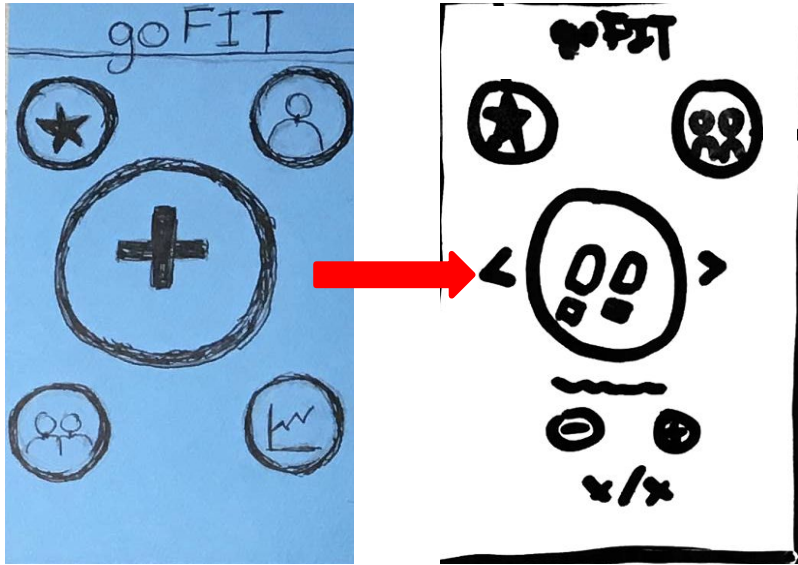


## Low-Fi Test Results

- ◆ Testers didn't understand that they could access challenges by hitting the "+" button on the main screen.
- ◆ Users wanted a way to subtract from progress, in case they accidentally logged progress.



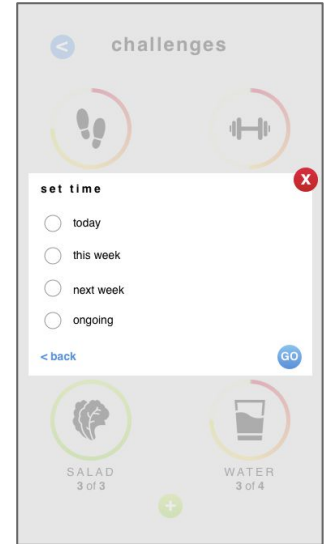
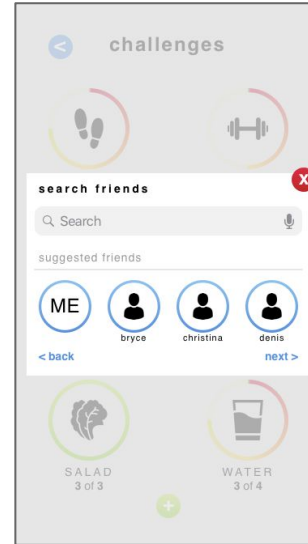
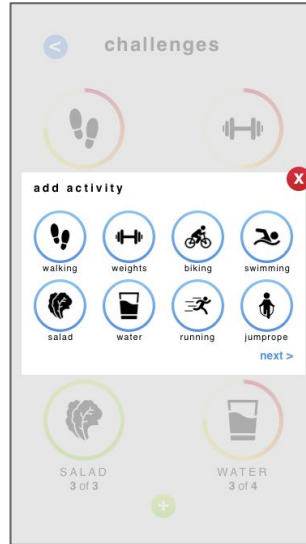
# Medium-Fi Changes



Complete redesign of our main screen.

- ◆ Removing the “+” button entirely.
- ◆ Adding scrollable challenges directly to the main screen.
- ◆ Adding a “minus” button.

# Medium-Fi Prototype





# Heuristic Evaluation

**At the time setting page, what time we are setting should be clearly notified.**

- Is this time the due date?
- Is it the time we are supposed to start the activity?

**Additionally, the deadlines of challenges are unclear.**

- Does the user have to complete a week after they accept it or a week after they receive it?

**What the challenges are supposed to involve is a bit unclear.**

- On the homescreen, for instance, there's a symbol representing a challenge to walk 4 times this week, but there is no information about how far the user is expected to walk.

# Heuristic Evaluation

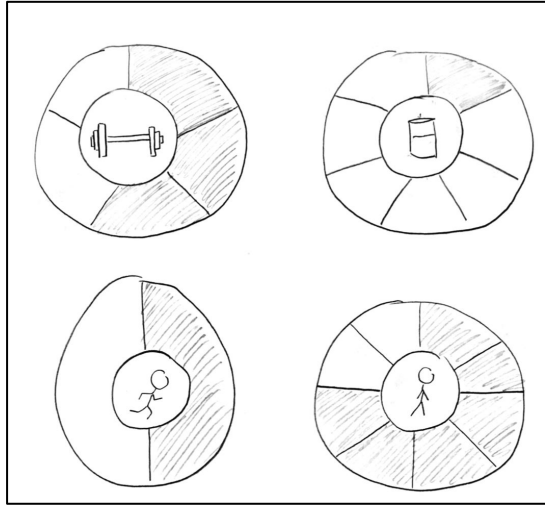
- ◆ How do you receive, accept, or reject challenges/friends?
  - ◆ Visibility of System Status
- ◆ What is the green button for on the social page?
  - ◆ Consistency and Standards
- ◆ How do you incentivize health without a defined rewards system?
  - ◆ Aesthetic and Minimalist Design
- ◆ What happens if a challenge is failed?
  - ◆ Help and Documentation
- ◆ Why isn't there a way to see what options a user has chosen while creating a new challenge?
  - ◆ Visibility of System Status

# High-Fi Changes

The sketch illustrates a two-step process for adding a running challenge. On the left, a small screen titled 'add running challenge' contains a numeric input field with '1', a unit dropdown menu with 'mi.' selected, a frequency input field with '5', and a 'times this week' label. Below these are labels for 'distance' and 'time'. An arrow points from this screen to a larger, more detailed screen on the right. The larger screen also has the title 'add running challenge' and shows the input fields with the values '0.5' and 'mi.' for distance, and '5' and 'times this week' for frequency. Below the frequency input, it calculates '(2.5 mi. total this week)'. At the bottom of the larger screen is a row of three buttons: 'distance', 'time', and 'GO'.

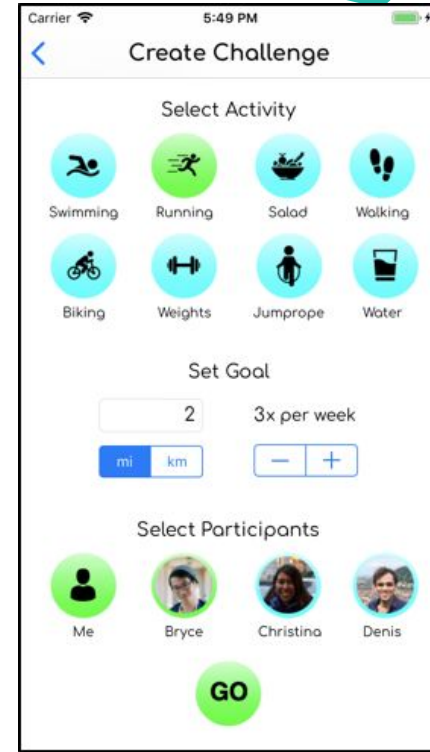
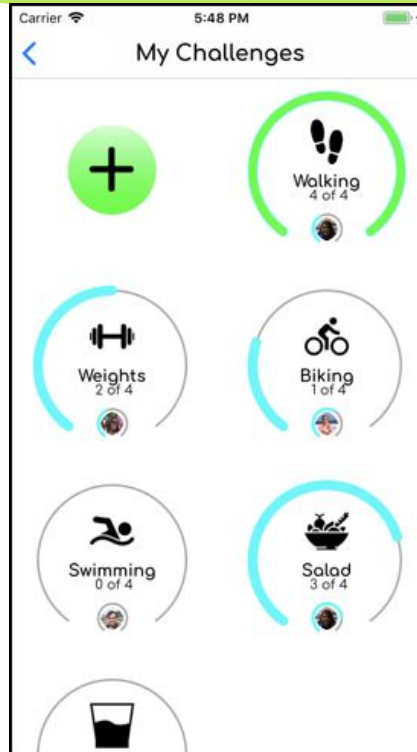
- ◆ Remove “set time” screen
- ◆ Make all challenges weekly
- ◆ Define challenges in terms of distance (if applicable) or time

# High-Fi Changes



- ◆ Track progress in terms of what you do
- ◆ Standardize challenge deadlines
- ◆ Better way of displaying progress
  - ◆ Easier for scheduling
  - ◆ Easier for understanding
  - ◆ Easier for keeping track

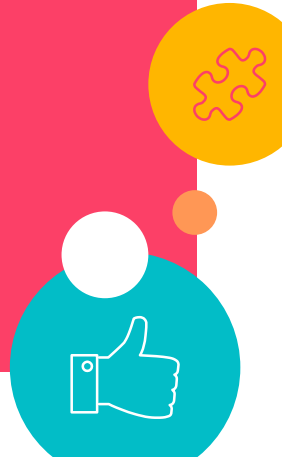
# High-Fi Prototype





# Representative Tasks

1. Create personal challenges
2. Invite friends to complete challenges with you
3. Log progress on fitness and nutrition goals



# Create Personal Challenges



## Medium

- Easy for the user to create
- Requires personal accountability

## Important for our design

- Creates personal motivation
- Allows for goal tracking
- Provides reward - sense of accomplishment - when completed

## Specified for testing purposes:

- “Create a personal walking challenge for this week!”





## Invite Friends to Complete Challenges

### Complex

- Should also be easy for the user to create
- Comes with personal and social accountability/pressure to finish
- Requires connecting with network of friends/physicians

### Important for our design

- Creates personal motivation - want to win
- Tangible reward with real people when completed
- Having a network allows physicians to check in with you and friends to keep you working towards your goals

### Specified for testing purposes:

- “Invite Christina to complete a swimming challenge for next week!”
- 





# Log Progress on Fitness and Nutrition Goals

## Easy

- Interviews say people hate doing this
- Should be incredibly easy to complete or people won't do it

## Important for our design

- Allows users to see long term benefits via personal history
- Seeing short-term progress motivates regular activities and accomplishments
- Good way for users to stay healthy - incremental progress doesn't drastically change their lifestyles

## Specified for testing purposes:

- "Log that you went for a walk today!"
- 



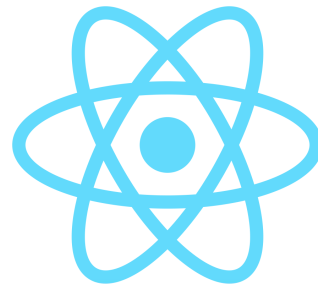
# Live Demonstration

## Possible Future Enhancements

- ◆ Scale backend to include real data of people and activities.
- ◆ Finish implementing incomplete features such as notifications and friend requests.
- ◆ Flesh out activity creation process.
- ◆ Update the chart screen to better visualize historical data.

# Possible Future Enhancements

- ◆ Port to React Native
  - ◆ Cross compatibility with iOS and Android
- ◆ Expand ability to add different kinds of exercises to “Weights” feature



# Summary

- ◆ goFIT makes it easy to create goals, log progress, and challenge friends.
- ◆ Needfinding found a desire to stay healthy but lack of motivation to do so.
- ◆ Design iterations resulted in simplification of features and narrowing of audience.
- ◆ Final design shows an easy-to-use interface that accomplishes our 3 representative tasks.



# Thanks!

Any questions?