goFIT: Medium-Fi Prototyping

Value Proposition

Inspiration to maintain a healthier lifestyle

Problem
Overview

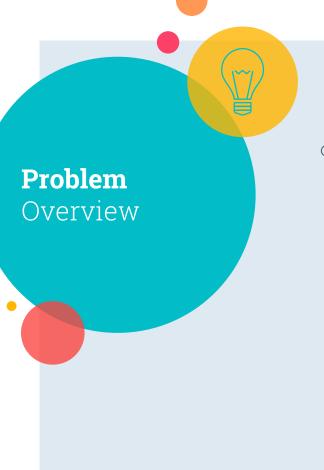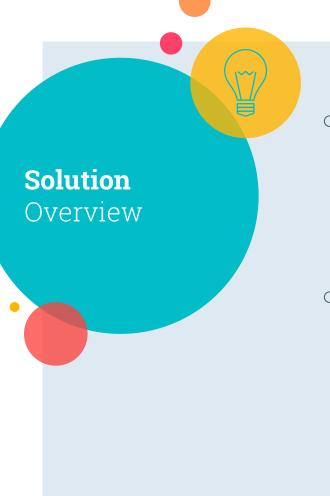○ Although many people want to stay healthy, they **rarely prioritize their health**, saying they don't have time, don't want to wait for the long-term benefits, or prefer to do other, more social, activities.

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.**

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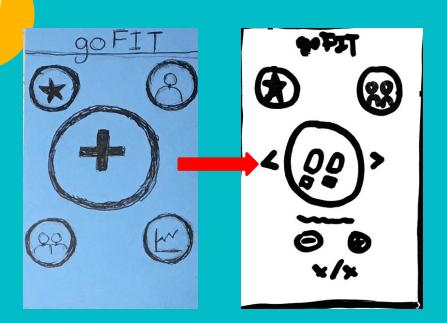
- "Log that you went for a walk today!"

Revised Interface Design

3 major sketched UI revisions
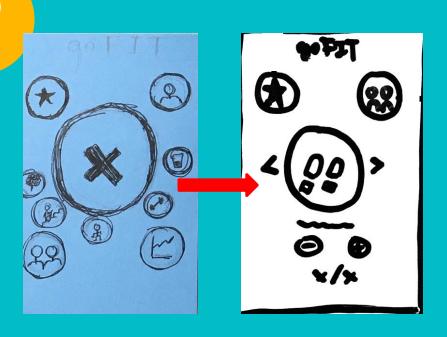
Old/New UI comparisons

The "+" button on the original home screen confused every single one of our testers.

We fixed this by removing the button entirely.
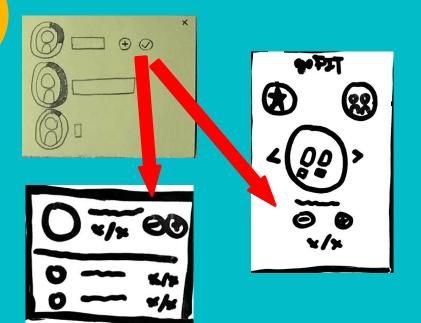
Remove primary "+" button

Testers didn't understand that they could access challenges by hitting the plus button.

We got rid of that button, but still wanted users to be able to quickly log progress.

We fixed this by adding scrollable challenges directly to the home screen.

Add challenges to dashboard

Users wanted a way to detract from progress, in case they accidentally logged progress or wanted to erase something that had been automatically logged.

We fixed this by changing the progress log buttons from *plus* and *check* to *minus* and *plus*.

Add "-" button in progress tracking

Medium-Fi Prototype

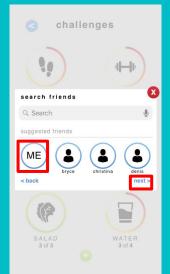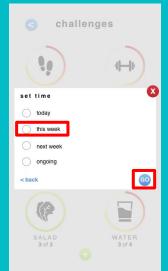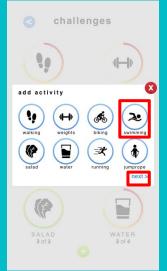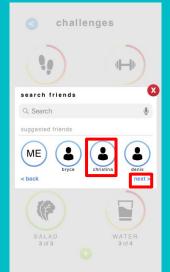Medium-Fi Storyboards

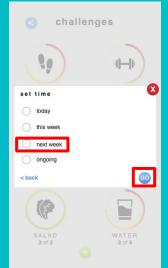Interface and target platform

Prototype

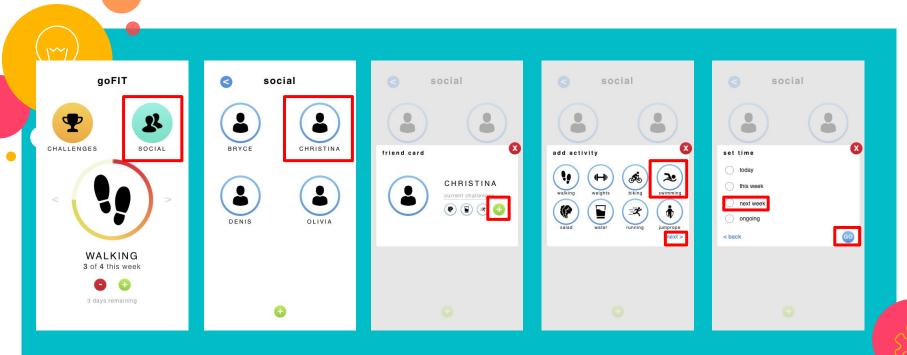1. Create a personal **running** challenge for this week

2a. Invite Christina to a
swimming challenge next week

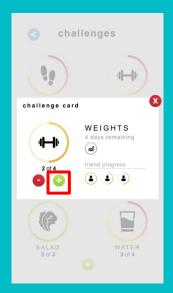2b. Invite Christina to a **swimming** challenge next week

3a. Log progress on your current **walking** challenge

3b. Log progress on your current **weightlifting** challenge

Interface and Target Platform

goFIT
go first. go forth. go fit.

Mobile App

Because **everyone carries their phone**, even when they work out or go to the gym, a mobile app would be the simplest way of logging activities.

The phone's sensors (primarily GPS) and input from other fitness apps can feed our data, meaning that goFIT can **access other apps' workout data** and use that to **populate users' progress** on challenges.
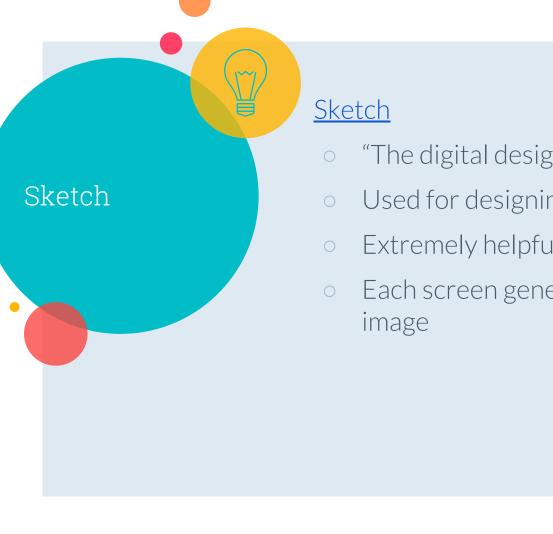
Prototype

Tools

Tools used

Limitations/Tradeoffs

Wizard of Oz techniques

Sketch

Sketch

- "The digital design toolkit"
- Used for designing the screens themselves
- Extremely helpful, worked very well
- Each screen generated became a static image

InVision

InVision

- "Design better products, faster"
- Used for putting the screens into an interface that mimics a mobile app
- Doesn't allow the full range of motions a user would have with their phone (swiping)
- No information stored in memory: each screen transition is hard coded, so an update in part of the app doesn't update other pages

Tradeoffs: Limitations of Current Prototype

Due to time constraints, full functionality was not implemented.

- Not every button has a transition/screen
- We implemented enough screens to demonstrate functionality, as most of our screen flows are representative of what is missing

Because we focused primarily on tasks/uses, we:

- Did not create a full user profile
- Did not create a screen for personal progress and history

Wizard of Oz/ Hard Coding

We currently have no users, so we hard coded the following information:

- Challenges
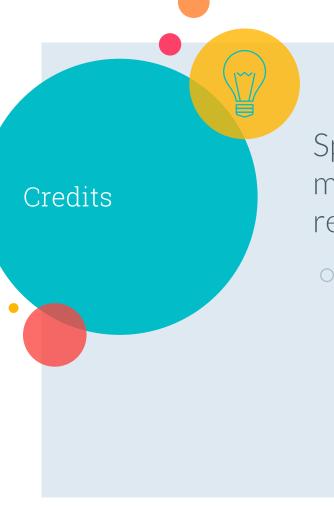- Challenge progress
- Friends
- Friend profiles

Specific screen transitions have taken the place of storing actual data and memory

- For example, if a progress bar changes, it is because we have taken the tester to a new screen instead of updating the information behind the screen

Thanks!

Credits

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

- ○ Presentation template by SlidesCarnival