

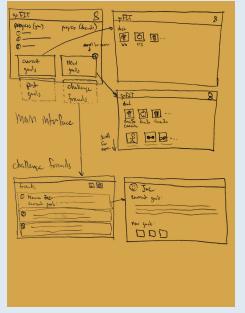
# Mission Statement

"Providing inspiration to maintain a healthy lifestyle"

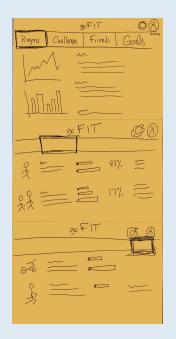




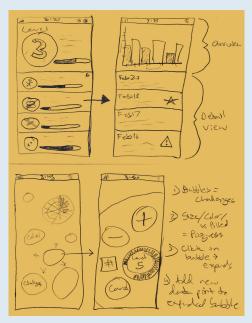
#### Interface?



Web



**Tablet** 



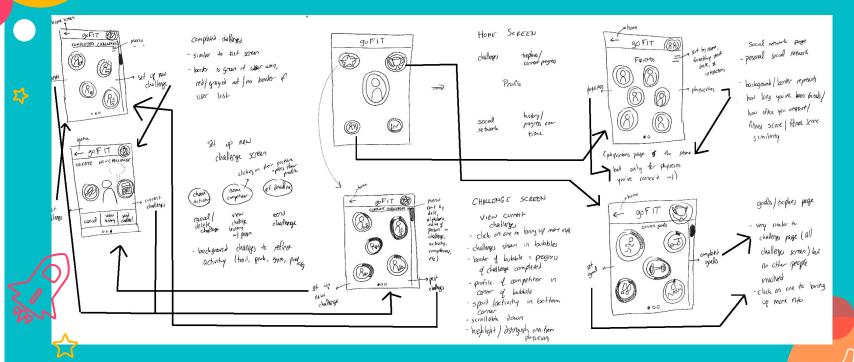
Mobile





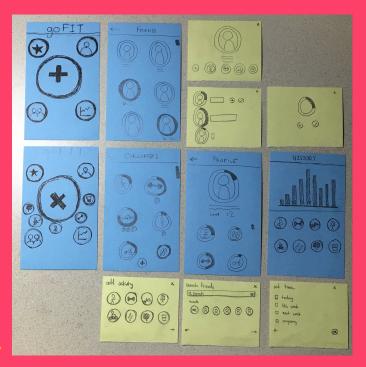
## Bubble Mobile!







# Prototype Structure



- Mimics mobile interaction
- Focus on simplicity and ease of use

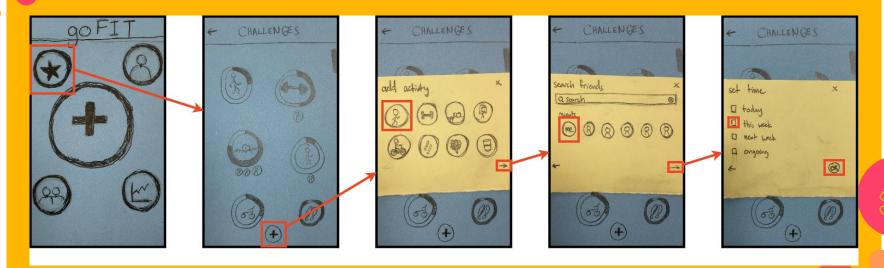








#### Task #1 Flow

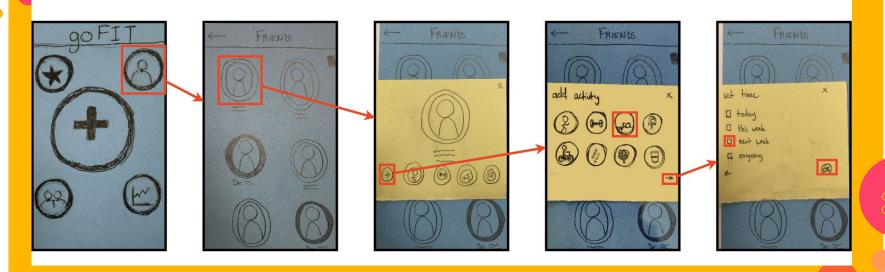


Easily create a goal, add options if desired





## Task #2 FLow



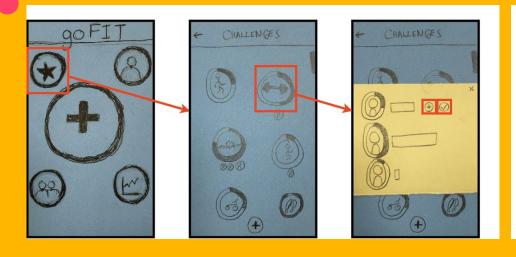
Making fitness social is key

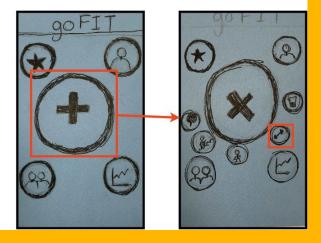






#### Task #3 Flow





Detailed log

Quick log

# Testing

A mother who exercises regularly in fitness classes

Physicist who encourages family to exercise... but doesn't himself

- All tests carried on in a quiet indoor environment
- Analyze interactions to improve user experience

A young mechanical engineer





#### Results

- Simple means when it works, it works really well... when it doesn't, it's confusing
- Multiple paths for single tasks may be key to an intuitive app
- Very little friction once users got past the home page
- Long-term potential is essentially impossible to evaluate at this stage







# Changes for next iteration

- Either add labels to home screen buttons, or design icons that make functionality crystal clear
- Large + button didn't make logging activities quite a easy as we wanted... is there a way we could make it easier/more natural?
- Will keep the storyboards in general, users were pleased with the flow of the tasks





