goFIT: Midway Milestone

Brought to you by Team FITLIT

Team FITLIT

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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.**

Value Proposition

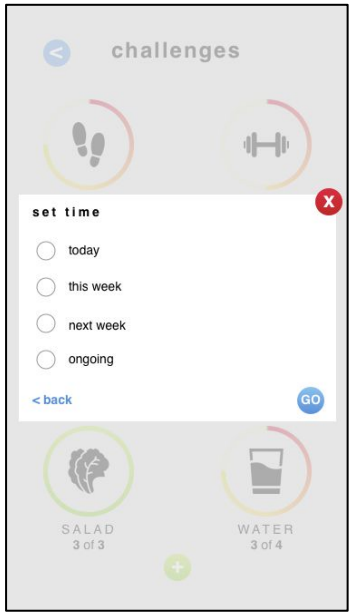
Inspiration to maintain a healthy lifestyle.

Talk Overview

Heuristic Evaluation and Revised Design

Violations, fixes, and takeaways

4- Visibility of System Status



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.

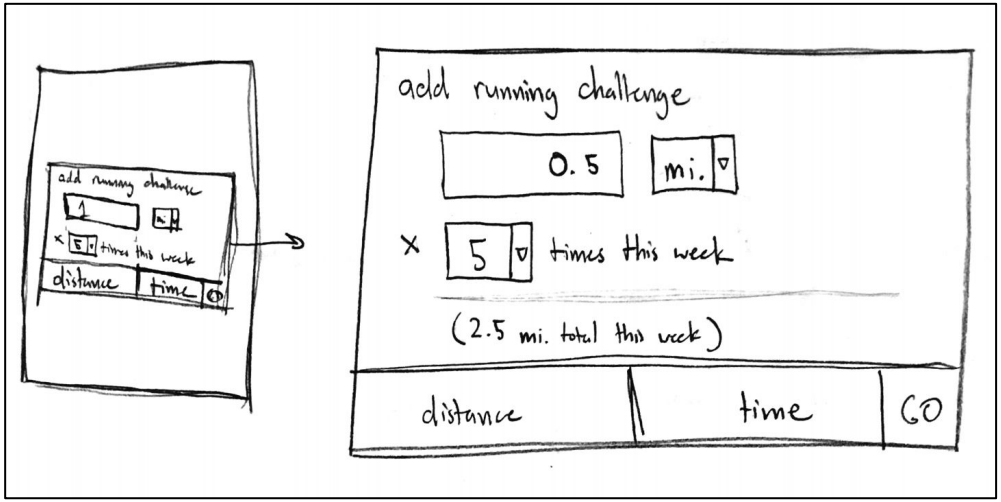
- Does the user have to complete a week after they accept it or a week after they receive it?

4- Match Between System and Real World

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.

Fixing Severity 4s



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

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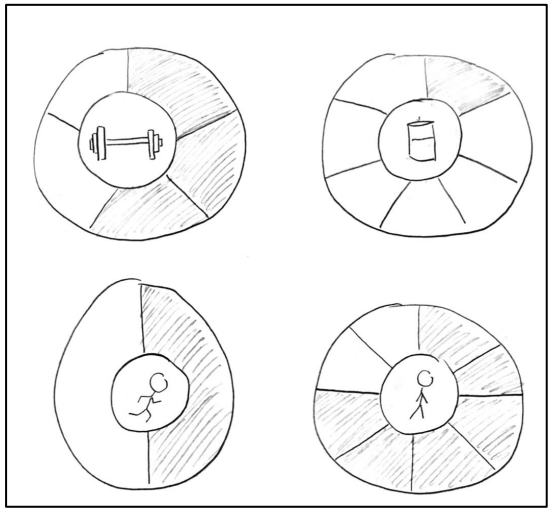


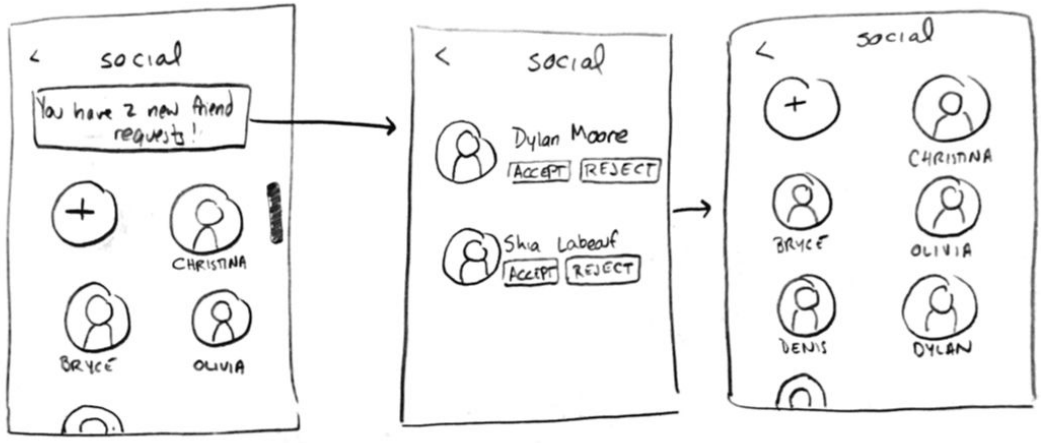
- Track progress in terms of what you do
- Standardize challenge deadlines
- Better way of displaying progress
  - Easier for scheduling
  - Easier for understanding
  - Easier for keeping track

Severity 3

- 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

Severity 3

- **How do you receive, accept, or reject challenges/friends?**
- **What is the green button for on the social page?**
- How do you incentivize health without a defined rewards system?
- What happens if a challenge is failed?
- Why isn't there a way to see what opens a user has chosen while creating a new challenge?



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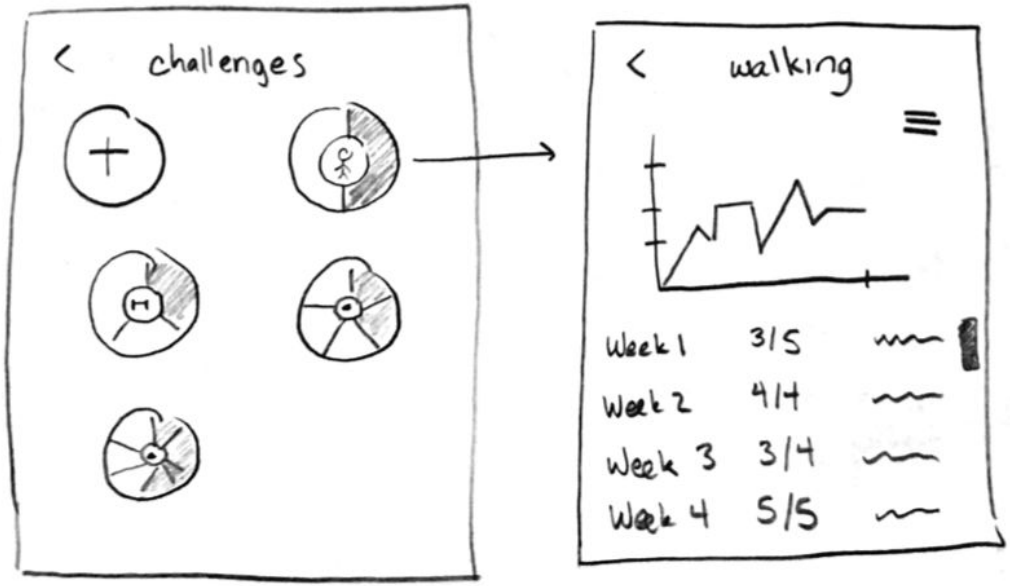

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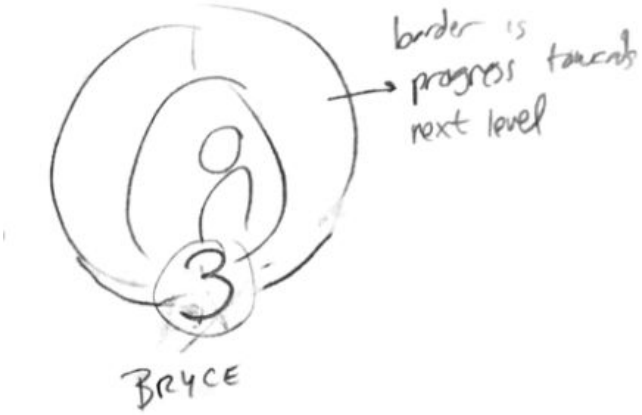

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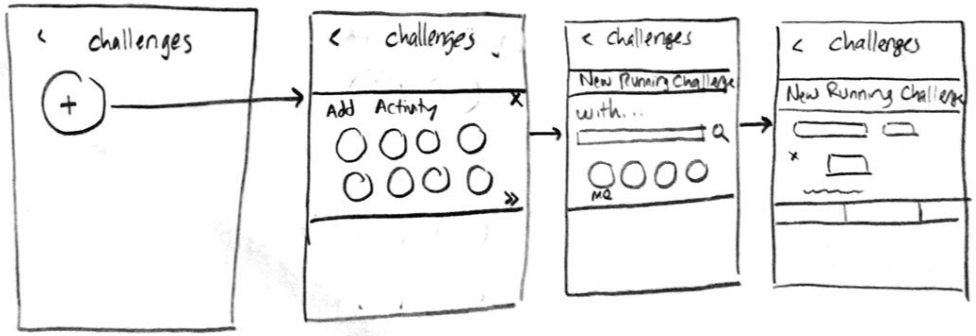


Takeaways

- Simplify many features
  - Give users more visual information
  - Make tasks even simpler and more intuitive
- Narrow target audience
  - Focus on audience that wants to get into exercising
  - Cater less to experienced user

Prototype Status

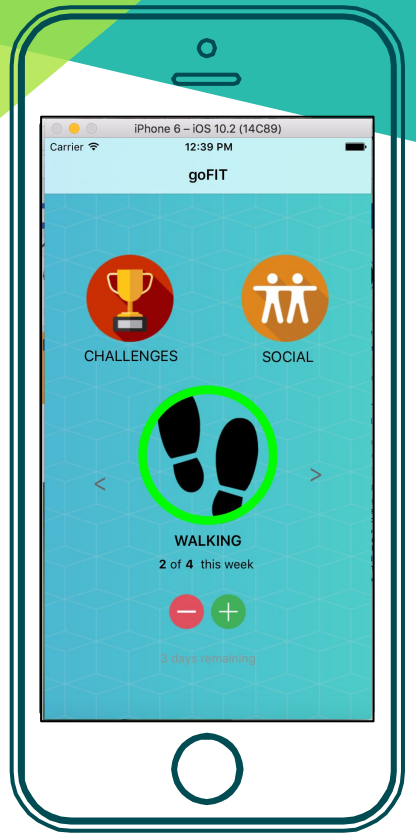
Progress and planning

Tools

- Xcode to build the prototype
- All additional Xcode features
  - iOS simulator
  - Apple’s libraries for building UI’s
  - Swift

Progress towards completion

- Current features
  - Main structure/skeleton
  - Task: Create a challenge
- Plan going forward
  - Task: Log progress
  - Task: Challenge friends
  - Focus more on UI
  - Incorporate changes made from feedback
  - Fine tune details and aesthetic

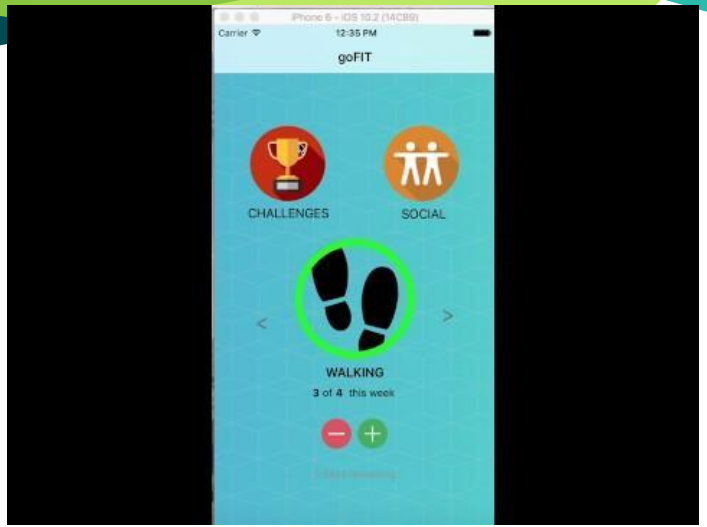


Wizard of Oz and Hard-Coded Elements

- Current friends list
- Challenges available to add
- Cannot scroll through users
- Database (history and stats) will likely be hardcoded

Demonstration

Featuring our current prototype



Recorded Demo

- Definitely a prototype
- Haven’t fully incorporated all the design changes I’ve mentioned just now

The results of our heuristic evaluation allowed us to make ***design changes*** *that focus on a* ***more specific target audience****.*

We're on our way towards ***implementing*** *our final design and crafting an* ***aesthetic*** *that falls in line with our* ***overall vision****.*

Thanks!

Any questions?

Credits

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

- Presentation template by SlidesCarnival
- Photographs by Unsplash