My Journey

Emma Connelly and Kamryn Haran

SMAD 317

Professor Chen Guo

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Table of Contents:

Chapter 1: Executive Summary

This project which now holds the name "MyJourney" came out of the idea that there are many platforms with fitness content, but there are no social media apps that primarily focus on fitness while also providing a community for those on their fitness journey. Originally, we geared the app towards college students, but when creating it, we realized fitness is for any age which lead our target users to be anyone with the interest of fitness. We were inspired by a combination of apps, including Instagram, TikTok, MyFitnessPal, and MapMyRun. All four apps have features that we wanted to include into MyJourney, so that users will have an application that benefit all of their fitness needs in one place.

Chapter 2: Problem Statement

Someone that is invested in fitness or wanting to get more into health and wellness needs an online community that will help motivate and guide them through their fitness journey. It can be overwhelming going to the gym or finding workouts that are effective, while also struggling to find motivation. There are a bunch of apps that have small workout communities and workouts to follow, but there is no apps that include both. Using multiple apps at once can cause people to get overwhelmed and not know where to start.

Chapter 3: Related Works

Instagram

https://www.instagram.com/

Instagram is a big competitor to us because it has a huge fitness community; however, it has a lot of other communities. With our app, it will just focus on the health and wellness community, creating a positive environment for everyone. The app will include similar features to Instagram, such as having your own profile, being able to follow friends, and post progress pictures. On Instagram, fitness influencers may be hard to find, or you don't know where to look. Our app will have a page dedicated to sections of different exercises, recipes, food, and workouts where you can watch videos, follow through step by step pictures, etc. Users can create posts under these sections and can follow the sections so that the posts will show on their homepage feed. This is similar to instagram's feature of following hashtags. "Following a hashtag is just like following a friend…You'll begin seeing top posts from that hashtag in your feed and some of the latest stories in your stories bar" (Instagram). We believe this can be a feature that helps with our frustrations of wanting our app to be different from other social media apps. The features we will be adding to our application will make it stand out compared to other social media apps like Instagram.

MyFitnessPal

https://www.myfitnesspal.com/

Myfitnesspal is a competitor to our app because it includes features like tracking steps and a food log. Myfitnesspal gives users a space to log their own fitness goals; however, it doesn't include posts from your friends, workout listings, recipes, etc. In Myfitnesspal, "the exercise section is a bit spare, showing your cardio and strength training workouts for the day. Adding exercises works the same way as in the food section. You click on the link, search the exercise database, enter the minutes you exercised and the activity is added to your list along with estimated calories burned" (Waehner, P). Like Myfitnesspal, our app will include some of their features, like logging your food intake, recipes, and tracking your steps. We believe our app will be different because it will include these features, along with a lifestyle side, where you can share pictures, comments, videos, etc.

Chapter 3: Related Works

TikToK

https://www.tiktok.com/

TikTok is an application where users can watch videos made by fitness gurus where they can learn how to workout like them and learn what kind of foods/recipes they make. At first a user may not be able to find many fitness gurus if they are new to TikTok or if they typically don't watch health and wellness videos. TikTok addresses this problem with their algorithm system. It knows what you like and is responsible for what pops up on your feed. "TikTok, through its recommendation algorithm, is not only able to accurately recommend videos that users are interested in, but also allows them to expand into new topics that they may be interested in, thereby appealing to user demand for novelty and serendipity." (Zhang, & Liu, Y.). If you watch fitness related videos a lot, they will be all over your "for you page", so you will be able to easily find a variety of fitness creators on the app. For users who don't typically watch fitness related videos, but are interested in it, the algorithm will help bring those videos to their feed. TikTok inspired us to have the same type of algorithm that will match up to what the user is most interested in. For instance, if you like running, a lot of endurance and cardio based workout posts will show up on your feed. We also want to implement a social aspect to our app similar to TikTok where users will have their own profile that they can share their own workouts, recipes, and food with the people that follow them. Frustrations we have is being able to make sure our app's social features are similar to TikTok, but in a way that will give more to the user so that our app will stand out.

MapMyRun

https://www.mapmyrun.com/us/

MapMyRun is an app where you can track your runs or walks. You can post an update to your profile of how you felt after the run and your overall experience. They also charge users a premium fee to use more of the app. Our free app will include this same feature, but have a much larger community. MapMyRun "offers route direction, pace keeping, and tips and tricks. They can verbally tell you your current pace and split paces while tracking and storing the physical location of your run" (Heather, K). We like how this app keeps track of your route that you took, and your times. It allows you to post them and comment on how you felt about it. There's many great features to this app that we hope to include in ours so that our users are motivated by their progress and want to come back to the app. The user can also track their walks, hikes, or other workouts.

Chapter 3: Related Works

Apple Health

https://www.apple.com/ios/health/

Apple Health is an application that allows the user to track health data such as how many calories you burned, how long you have exercised, how many steps you take, your heart rate, and how long you sleep. It is an easy application that can be used to track the progress of your health and wellness journey. The user can also share their data to friends in their contacts. "Whether it's with a family member or a caregiver, health sharing lets you share any information stored in the Health app. So it's easy for them to see things like mobility, activity data, and trends" (Apple). We like how this app allows you to feel as though you are on this health and wellness journey with your friends due to its social aspect. It also makes the user motivated when they see how well their friends are doing. Another good principle in the design of this app are the notifications you receive. This app sends you reminders to get up and stand, as well as alerting you with possible health risks due to your data. There are so many great features to this app that keeps you on track with your health and we want to create an app similar that helps motivate fitness lovers or new fitness journeys. Since Apple Health has many features, we want to have an app that also has a great amount of features for the user. As mentioned in the Instagram analysis, we want an app that will stand out and want people to use it everyday.

Chapter 4: Design Process

User Research

Defining Our Users

The users we chose for our research are a wide range of people that have different fitness and health experiences, workout preferences and ages because fitness and health is for anyone. Our main focus on our app is fitness and health which applies to any human being no matter their age, background or gender. This is what caused us to interview 10 people that ranged from the ages of 17 to 50 years old. Our target users who we believe would actually use our app are the ages of 15 to 30 years old.

When recruiting our users we wanted to interview people that we knew had an interest in fitness whether they workout everyday or on occasion. These interviews took place over the phone, on FaceTime and in person when our interviewees were available. Our interviewees all had basic knowledge of fitness while others had more, which were our target extreme users. This range of knowledge from our interviewees gave us insight of how potential users that are new to fitness would use our app as well as those who are not new to fitness. We knew picking these users would allow us to collect data to help us gain an understanding of how we should design our app to accommodate all interests, preferences and needs into a fitness app. We want all people to feel included when using our app no matter how little or large their knowledge is on fitness.

The Interview Process

When conducting our interviews, we wanted to interview people we knew who had an interest in fitness as well as people of different ages because fitness is for anyone. This resulted with our interviews being in person, over the phone, and FaceTime. While conducting our interviews, we recorded our findings on voice recording apps when interviewing in person. When interviewing over the phone, we had our laptops and typed out our interviewees answers as they answered our questions. We also audio recorded interviews on our laptops for any quotes or answers we might have missed.

Chapter 4: Design Process

User Research

Interview Questions

1. Do you workout?
2. If yes, how often do you work out?
3. What kinds of workouts do you do?
4. Do you like at home workouts, going to the gym, or workouts outside?
   a. Why do you workout at (home, the gym, or outside)?
5. Do you workout with a friend or alone?
   a. Why?
6. What is the reason behind why you workout?
7. What is your idea of a perfect workout?
8. Do you use any existing workout apps or food tracking apps?
   a. If so, can you describe more about the app?
9. Can you describe your most recent workout experience?
10. Did you go alone or with someone?
11. Did you use a workout video or app?
    a. If yes, which ones?
12. How did you feel after your workout?
13. Do use Instagram, TikTok, or other social media apps to find workout and recipe ideas?
    a. Have you been successful with finding workouts or recipes that you like?
       i. If yes, what were they?
       ii. If not, what do you wish the apps had?
14. Do you follow any fitness/ healthy lifestyle influencers?
    a. If so, who and why?
    b. Where do you follow them?
15. Do you struggle with finding motivation to workout?
    a. If you're not motivated, why?
16. Is there a social media app that you prefer over the other for fitness/health inspiration?
    a. Why?
17. If you're following a recipe, where do you normally find them? Social media? Google?
18. Do you keep up with a diet while also working out?
    a. If yes or no, why?
    b. Do you meal prep?
       i. If so, why?
       ii. If not, why?

Chapter 4: Design Process

User Research

Interview Findings

Most participants interviewed worked out daily, while some worked out either on occasion or not at all. Therefore, our primary persona is someone who works out and is into health and wellness. A lot of users had the same responses behind why they work out and we saw a trend of the same responses that stated, "to stay in shape" and "to feel good." There were also very positive responses regarding goals for working out which were to lose weight and achieve their dream bodies.

Most interviewees were into health and wellness and we found that the majority of them did use fitness apps. We found that the most common app used amongst our interviewees was MyFitnessPal. However, not all interviewees were into using fitness apps. Interviewee, Colton, said that "it's more just out of laziness rather than the general principle of the app," when asked why he doesn't use any pre-existing fitness apps.

When asked "Do you use Instagram, TikTok or other social media apps to find workout and recipe ideas?" all of our interviewees said they did. The most common social media apps used were TikTok, Pinterest, and Instagram. All participants were positive about using social media for either recipe or workout ideas. They've all found workout videos or recipes they have tried or enjoyed. This showed that social media plays a major role in every user's life. It didn't matter what age or gender they were, social media is helpful for anyone's fitness or health journeys.

Lastly, in our findings it was also heavily agreed that none of our users meal plan because they either don't have time or don't care to.

Our full interview affinity diagram can be found here:
https://miro.com/app/board/uXjVOKH-LhA=/

Chapter 4: Design Process

User Journey Maps

Primary User Journey

Scenario: Nicole is an active person, going to the gym 5-6 days a week. Although she works out a lot, she isn't seeing results and wants to change her workouts, but doesn't know what to do. She thinks she needs to change her workouts and figure out a meal plan.

Goals & Expectations:
- Find workouts she loves and sees results with
- Figure out a healthy meal plan or diet that she enjoys and is not restrictive in any way.
- Stay motivated

Wonder	Search	Find	Interact	Share
Action: Nicole wants to find better workouts that will make a difference.	**Action:** Nicole looks up fitness and healthy lifestyle apps	**Action:** Nicole finds an app called MyFitnesspal	**Action:** Nicole creates her account on MyFitnesspal and inputs her fitness goals.	**Action:** Nicole adds her friends through her contacts on her phone.
Feeling: Confused	**Touchpoint:** Nicole looks up her favorite influencers on Instagram and sees if she can find what app they use	**Touchpoint:** Nicole downloads the app on her phone.	**Touchpoint:** Nicole hits the '+' button to enter her exercise.	**Touchpoint:** Nicole taps the friends button and can add her friends.
	Feeling: Interested	**Feeling:** Relieved	**Feeling:** Motivated	**Feeling:** Happy

"Ugh how I can I figure out which workouts to do and how I should be eating."

"There has to be an app they all use to stay fit."

This is the perfect app to track my food intake and workouts.

"I love that I can workout and then enter what I did to track my progress and calories burned"

"Yay I can share my workouts and food intake with my friends now! I also can see what they are up to!

Opportunities
- Tracks steps during the day while holding phone
- Friends feature
- Can enter food and track calories
- Has a homepage of recipes and workout news

Secondary User Journey

Ian Miller

Scenario:
Ian is a sophomore in high school who spends 5 days a week dedicated to practice and games for his school's soccer team. When the season is over he doesn't know how to workout besides playing soccer to stay in shape. Ian wants to find new ways to workout, but doesn't know where to begin. He wants to increase his athletic abilities to not only stay in shape, but to be better for the next soccer season.

Goals & Expectations:
- Find workouts to improve his strength, speed, and endurance
- Find workouts that keep him in shape during his off season
- Find a community that he can share similar interests and goals with

Wonder	Search	Find	Interact	Share

Action:
Ian wants to find workouts to improve his strength and stamina.

Feeling: Lost

Action:
Ian goes to TikTok to find recommended workout apps

Touchpoint:
Ian searches "best workout apps" in the TikTok search bar.

Feeling: Curious

Action:
Ian finds an app called MapMyRun that is perfect to improve and track his fitness goals.

Touchpoint:
He downloads the app on his phone from the appstore.

Feeling: Excited

Action:
Ian creates his account on MapMyRun and inputs information about his physical body such as height and weight.

Touchpoint:
Ian presses the start workout button and begins his run

Feeling: Motivated

Action:
Ian invites his friends via text message to join the app so he can add them as friends within the app.

Touchpoint:
Ian shares his results from his run on the community tab in the app. He creates a post that shows his distance, pace and duration.

Feeling: Accomplished

"How can I workout to have better stamina and endurance when I only know how to do that by playing soccer?"

"There has to be a workout app that will show me workouts that I can track my progress on."

"This is the app I was looking for! I can track my progress while I workout and improve my physical abilities!"

"I love that I can go for a run and use this app to track how many calories I am burning and how many miles I have ran!"

"I can't wait to share this app with my friends so I can add them and share my progress with them! "

Opportunities
- Records distance, pace, and duration of workouts
- Community tab to see other users progress and posts
- Adding friends feature
- Create weekly workout goals feature

Personas

Primary Persona

"Exploring new workouts and recipes are some of my favorite things to do."

Hardworking | Curious | Motivated

Nicole Davis

Demographics

Age: 21
Race: African American
Gender: Female
Education: University of Pittsburgh
Major: Dietetics
Family: Parents and 1 younger sibling
Location: Pittsburgh, PA

Profile

Nicole is a junior at JMU who works out 5-6 times a week. She mainly works out alone, and enjoys running and weightlifting.
She's very passionate about eating healthy and staying in shape. She plans on doing something health and wellness related when out of college.

Goals

- To have a community that is also interested in health and wellness and keep her motivated
- Staying in shape
- To gain confidence in the gym

Frustrations

Nicole goes to the gym almost everyday, but isn't seeing a difference. She wishes she had friends who were interested in health and wellness so they could help her. Going on social media overwhelms her because there's so many different things to look at.

Needs

Nicole needs to find a workout buddy or step by step videos on how to workout and weightlift the right way. She's been lifting, but doesn't know how to and what type of foods she should be eating. She needs someone or something that will motivate her and give her examples on what she should be eating to gain muscle.

Tech Behaviors

- Uses her iPhone for music and social media to follow her favorite influencers
- Uses a laptop for school and homework
- Uses MapmyRun and MyFitnessPal

Primary persona: represents 85% of users

Personas

Secondary Persona

"I love being a part of my school's soccer team, but I don't know how I can improve my stamina and strength."

Athlete | Competitive | Dedicated

Ian Miller

Demographics

Age: 16
Race: White
Gender: Male
Education: High school
Family: Parents and 2 older siblings
Location: West Port, Connecticut

Profile

Ian is a sophomore in high school who spends 5 days a week playing soccer for his high school's team.

He's very passionate about soccer and hopes to play for a D1 college in the future. He plans on joining a gym to increase his physical abilities during off season.

Goals

- Find workouts that will help increase his endurance, strength, and speed
- Get into a routine with going to the gym during off season
- Staying in shape

Frustrations

Ian has spent all of his time focusing on his school's soccer team he doesn't know how to maintain and increase his athleticism without playing soccer. He wants to join a gym, but he doesn't know where to start and what to do at the gym.

Needs

Ian needs to find his ideal workout for the gym so he can improve his athletic skills. Being a beginner at the gym can be intimidating and he needs to find people his age that could help him become more comfortable and familiar with the gym. Therefore, he needs an app that can connect him to people who can help him on his new fitness journey.

Tech Behaviors

- Uses his iPhone for texting and social media to follow his favorite teams and friends
- Uses a laptop for school and homework
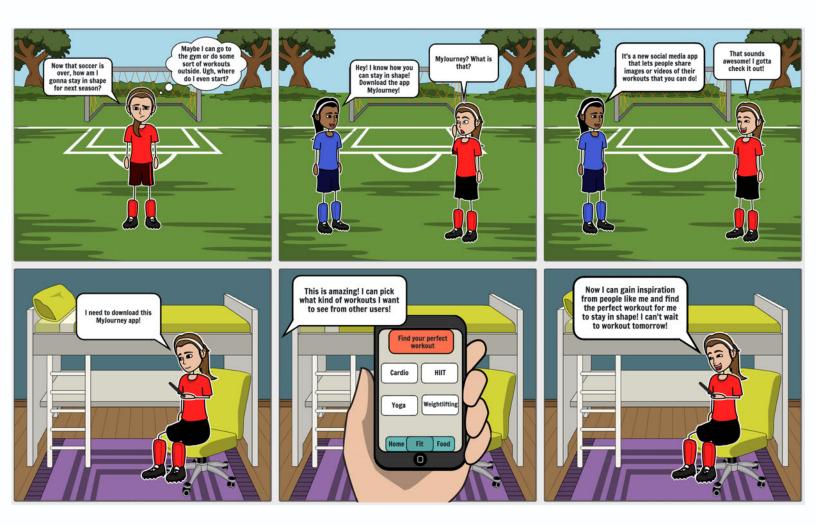- Can easily use any form of technology

Secondary persona: represents 15% of users

Chapter 4: Design Process

Storyboards

Primary Storyboard

Chapter 4: Design Process

Storyboards

Secondary Storyboard

Chapter 4: Design Process
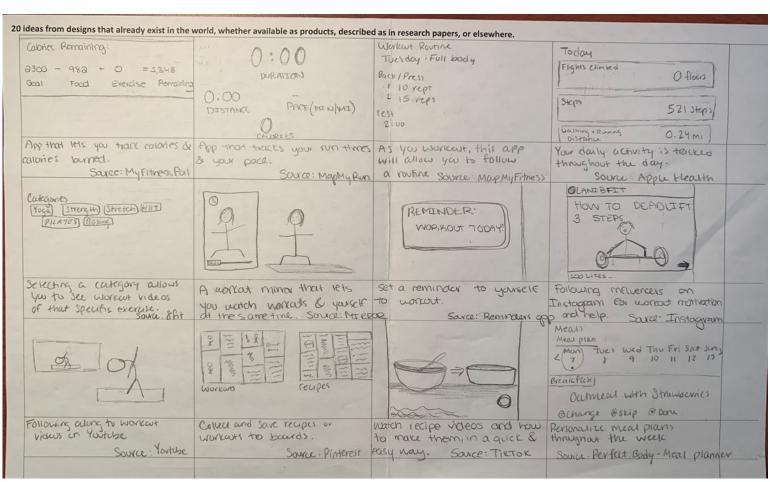
Design Requirements

- Primarily social media based app
- Allows users to create profiles
- Ability to post images and/or videos of workouts and recipes
- Users can follow friends as well as other users they are interested in
- An explore page that will provide various workouts in categories
- Category pages will lead to posts relating to that topic
- Before posting images and videos, users will be able to select the category their post relates to
- Direct messaging
- Send posts to other users
- Find workout buddy feature
- Completely free app with no in app purchases
- Track your run feature and share your progress
- Users can post comments under posts

Chapter 5: Design Solutions

Idea Generation

Brainstorming & Sketches

Ideas that already exist in the world

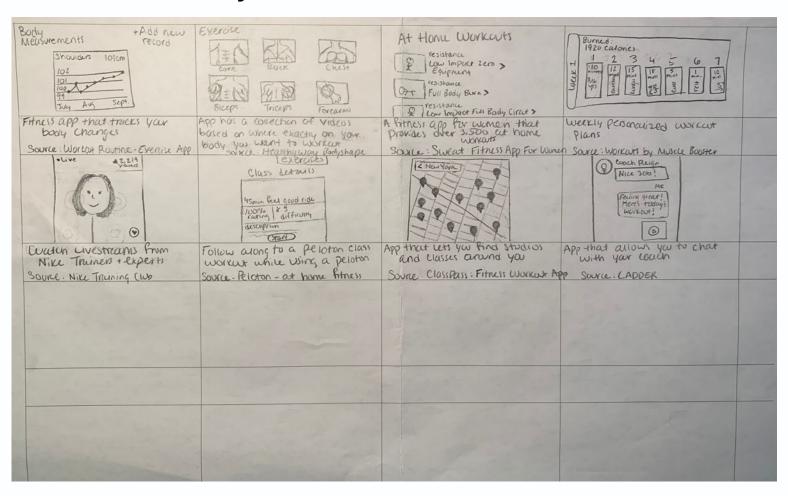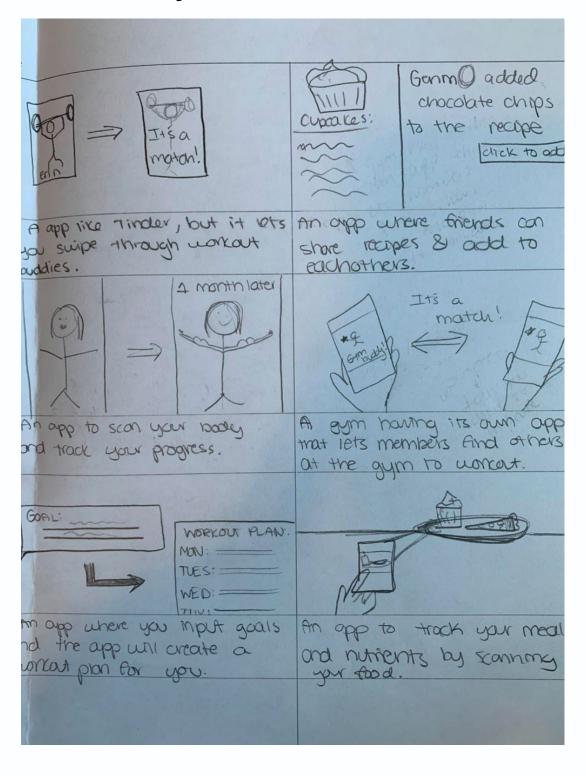20 ideas from designs that already exist in the world, whether available as products, described as in research papers, or elsewhere.

Chapter 5: Design Solutions

Idea Generation

Ideas that already exist in the world (cont.)

Body Measurements +Add new record — Shoulders 101cm / 102 101 100 99 / July Aug Sept. Fitness app that tracks your body changes **Source**: Workout Routine - Exercise App	**Exercise** — Core, Back, Chest, Biceps, Triceps, Forearm App has a collection of videos based on where exactly on your body you want to workout **Source**: HealthyWay Bodyshape	**At Home Workouts** — resistance / Low Impact Zero Equipment > resistance / Full Body Burn > resistance / Low Impact Full Body Circut > A fitness app for women that provides over 3,500 at home workouts **Source**: Sweat: Fitness App For Women	Burned: 1920 calories Week 1 / 1 2 3 4 5 6 7 Weekly personalized workout plans **Source**: Workouts by Muscle Booster
•Live ⚡2,219 viewers — Coach Livestreams from Nike Trainers + experts **Source**: Nike Training Club	Class details — 45min feel good ride / 100% rating / 8.3 difficulty / description (Start) Follow along to a Peloton class workout while using a peloton **Source**: Peloton - at home fitness	‹ New York — App that lets you find studios and classes around you **Source**: ClassPass: Fitness Workout App	Coach Reign / Nice Job! / Me / Feeling great! Here's today's workout! ▶ App that allows you to chat with your coach **Source**: LADDER

Idea Generation

Ideas that don't already exist in the world

0 ideas you think does not yet exist in the world; these should be ideas you thought of yours...

Sarah — 10:05 mile pace

Evan — 10:02 mile pace

new running buddies

Connect people in the same area with a running buddy who has a similar running pace

Sports Training | Cardio | Yoga | Ab Circuits | Weights | Strength

Video sharing app that you select the exercise you want your video listed under.

An workout app that is free and doesn't need payment for upgrades.

DO THIS 4 TIMES

An app that has a personal/online coach.

Find a workout buddy with location.

MON: 5am run | TUES. | WEDS. 6am Run
THURS. | FRI 10 am workout | SAT. 8pm run

Schedule app that finds when you're available based on your calendar.

Ideas that don't already exist in the world (cont.)

A app like Tinder, but it lets you swipe through workout buddies.

An app where friends can share recipes & add to eachothers.

An app to scan your body and track your progress.

A gym having its own app that lets members find others at the gym to workout.

An app where you input goals and the app will create a workout plan for you.

An app to track your meal and nutrients by scanning your food.

Idea Generation

Ideas that don't already exist in the world (cont.)

20 ideas you think does not yet exist in the world; these should be ideas you thought of yourself

cupcakes → flour $1.00 at Kroger choc. chips	university: JMU → EMMA JANE	WANT: Beach run 5K → TRAILS NEAR 3.2 miles away	5AM →
An app to upload your recipes & get links to the cheapest items at grocery store nearby.	connect w/ people at your university nearby to workout	An app that gives you safe running trails or personalized for the scenery you want.	An app that tracks your water intake.
chicken pasta 1 hr ⊕ ⇒	ALERT! FIX knees.	DUMBELLS yoga mat	Classes nearby: ○ YOGA @ 5 pm. ○ BURN BOOT CAMP @ 8 am
An app that knows what food you have & creates recipes for you.	An app that scans your workout form & corrects it if needed.	An app that lets you find workout equipment nearby or to order it.	An app that gives workout classes nearby & fits them into your schedule.

NUF Test

Idea **20 ideas that already exist**	New	Useful	Feasible	Total
Track calories and calories burned	1	7	8	16
Track your run times and pace.	1	10	8	19
Follow along to a workout routine	1	8	10	19
Daily activity is tracked throughout the day	1	10	3	14
Select a category for the workout you want to see videos fo	1	9	10	20
A mirror that you can watch workouts and yourself at the same time	3	8	1	12
A reminder telling you to workout	1	6	10	17
Follow influencers on Instagram for workout and motivation help	1	6	10	20
Following along to workout videos on Youtube	1	9	10	20
Collect and Save recipes to workout boards on Pinterest	1	7	10	18

Idea Generation

Watch recipe videos on TikTok	1	9	10	20
Personalize meal plans throughout the week	1	8	7	16
Tracking your body changes	1	7	2	10
Videos based on specific body parts you want to workout	1	9	9	19
At home workouts for women on one app	1	8	8	17
Personalized workout plans every week	1	8	10	19
Watch live streams of NIke trainers	1	7	5	13
Follow along peloton classes while using your peloton	1	10	7	18
App lets you locate gym studios and classes around you	4	10	10	24
App allows you to chat with your coach	1	7	6	14

Chapter 5: Design Solutions

Idea Generation

Idea **20 ideas that don't already exist**	New	Useful	Feasible	Total
Connect people in same area with a running buddy who has the same pace	6	6	9	21
Video sharing app that you select the exercise you want your video listed under	1	5	10	16
App like Tinder but for workout buddies	9	9	10	28
App that friends can share recipes and add to each other's recipes	7	2	3	12
App to upload your recipes and get links to the cheapest items from the grocery store	1	2	6	9
Connect with people at your university nearby to workout through the app	6	6	6	18
An app that gives you running trails for your preferences	9	6	9	24
App that tracks your water intake	1	2	10	13

Idea Generation

App that knows what food you have and creates recipes for you	8	4	2	14
An app that scans your workout form and corrects it if needed	9	9	8	26
App that lets you find workout equipment nearby or order it	4	4	3	10
An app that gives workout classes nearby and fits them into your schedule	2	5	5	12
Workout app that is free and doesn't need any payment for upgrades	5	10	10	25
An app with a personal online coach	6	9	8	23
An app that scans your body and tracks your progress	8	7	4	19
A gym having its own app that let's members find others at the gym to workout	8	5	9	22
Find a workout buddy with location	4	3	8	15

Idea Generation

Schedule app that finds when you're available based on your calendar	4	7	10	21
An app where you input goals and the app will create a workout plan for you	7	10	10	27
App to track your meals and nutrients by scanning your food	10	2	1	13

Idea Generation

3 Best Concepts

According to our NUF test results, these are our 3 best concepts:

1. **App like Tinder but for workout buddies**

2. **An app that scans your workout form and corrects it if needed**

3. **An app where you input goals and the app will create a workout plan for you**

NUF test:
New: Has it been tried before?
Useful: Does the idea provide a solution?
Feasible: Can it be done?

Chapter 5: Design Solutions
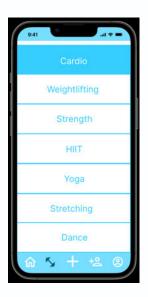
Low-Fidelity Prototype

For our low-fidelity prototype we created four tasks. We asked three participants to test out our prototype to gain feedback on what they liked, what we should approve, and the overall flow of the design.

Task 1: Select a cardio video in which you want to view.

Chapter 5: Design Solutions
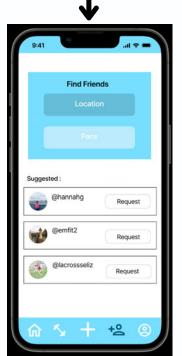
Low-Fidelity Prototype

Task 2: Find a new friend and message them to meet up to workout.
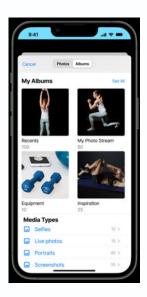
Low-Fidelity Prototype

Task 3: Access your photos from your camera roll to post on your MyJourney profile.

Chapter 5: Design Solutions
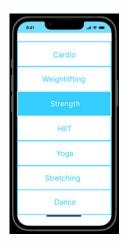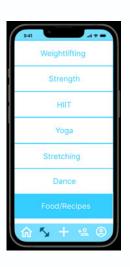
Low-Fidelity Prototype

Task 4: Find an easy lunch idea to add to your favorites folder. Once you add it to your favorites folder, you can find it on your profile page.
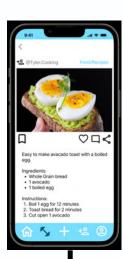
Low-Fidelity Prototype Feedback

Participant 1: Chen Guo

Chen Guo has some experience with social media, but not so much with workout apps. Chen could complete all the tasks decently quickly, but overall had confusion. The main problem throughout all tasks was that she could not go back to the previous screen if she wanted to. Therefore, when redesigning, we will focus on implementing a back button, specifically in the top left corner of the screen, and/or putting the bottom navigation on all pages. In addition, Chen mentioned that keeping the buttons the same color, such as in picking a workout category, would be beneficial so that the user is not confused on "whether or not the button has been clicked on already." Going off of that, Chen also said that we could get rid of the 'pace' and 'location' options and just put them to the top of the screen as filters. She said "they don't need to be that big." Overall, Chen rated the simplicity of our overall design to be a 7 out of 10.

Participant 2: Maddie

Maddie, is a big social media user and has used workout apps before. Maddie could complete all the tasks very quickly, typically around 15-20 seconds each. For the first task she rated the simplicity to be a 2 out of 10. She had confusion with task 2 when trying to pick a video, and suggested we add icons that show that they are videos, and show differentiation between picture tutorials and video tutorials. She also pointed out how she couldn't get to previous screens so that is the biggest thing we need to fix. This task was a little more confusing for her and she rated it a 4 out of 10 for simplicity. Task 3 was very easy for Maddie to complete. She was similar to the flow of the task because she stated, "It's similar to Instagram." This task was rated a 3 out of 10 for simplicity. As for task 4, it was confusing to Maddie which lunch idea she had to select, assuming she could choose any. She mentioned the pop-up alert for adding the image to your favorites folder was very small and should be bigger. The simplicity for this task was rated 4 out of 10 due to some confusion, but she was still able to complete it.

Low-Fidelity Prototype Feedback

Participant 3: Maya

Our 3rd participant, Maya, has experience in using social media and has accounts for all of the main social media apps (Instagram, Facebook, Twitter, TikTok, etc.). Her only experience using a fitness app is the Apple Health app to track her steps. Her experience using that app was not the best. She mentioned that the app is hard to work because you really have to look for stuff on the app. It also offers a lot of other apps from the Apple appstore that you have to pay for. As for the tasks, the 3rd participant completed the first task in just 22 seconds. She found exactly where to go and didn't have any trouble. She scored the simplicity of the task as a 2 out of 10. For task 2, she was also able to complete it quickly, taking her 27 seconds to complete. She did however get confused on the friend page. The tabs were confusing and she didn't know what tab she was on. The simplicity of this task was a 2.5. Task 3, the participant had a more difficult time. She automatically went to add a caption and was confused about the category button. This task too her 47 seconds to complete and score the simplicity as a 3 out of 10. For the last task, the participant went to the tabs instead of the search button to find easy lunch ideas. The flow to add the post to her favorites was very easy for her. This took 51 seconds to complete and she scored the simplicity as a 2 out of 10.

Conclusion:

After these three participants interacted with our prototype we came to the conclusion to fix the layout of the friends page to make it easier for the user to understand. All three participants were confused on the 'Add a Friends Page' in task 2. They were confused about who Landon was and didn't know what to do once they got there. They didn't know whether or not they should message Landon, or someone new. In addition, all participants were very confused on where to find food/recipes in task 4. When redesigning, we plan on creating a whole new category page so that our users will be able to find each category easily and each category will be shown on one page.

Chapter 5: Design Solutions

High-Fidelity Prototype

Our high-fidelity prototype consists of five tasks. We have tested the usability of our prototype with 5 participants. Some changes we have added to the high-fidelity prototype are, a new category page layout, back buttons, a new design to the friends page, and a whole new task dedicated to signing up with MyJourney.
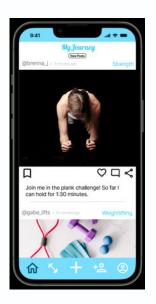
Task 1: Create an account for MyJourney

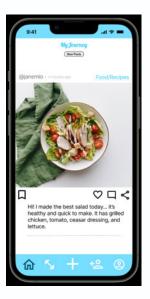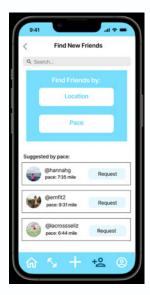## High-Fidelity Prototype

Task 2: Select a cardio video that you want to follow along to.

High-Fidelity Prototype

Task 3: Find a new friend and message them to meet up to workout.
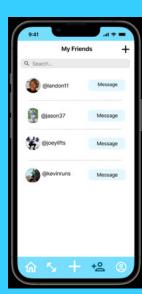
New interaction added: accepting friend requests

Chapter 5: Design Solutions

High-Fidelity Prototype

Task 4: Post your most recent image from your camera roll to your MyJourney profile.

Chapter 5: Design Solutions

High-Fidelity Prototype

Task 5: Find an easy lunch idea to add to your favorites folder. Once you add it to your folder, you can find it under the favorites icon on your profile.

Access to our interactive prototype:
https://www.figma.com/proto/ZRVJzK5ZaLrY0u8klzPnyf/High-Fidelity-Prototype?node-id=32%3A3&scaling=scale-down&page-id=0%3A1&starting-point-node-id=20%3A126&show-proto-sidebar=1

Chapter 5: Design Solutions

Usability Testing: Participants

Participant 1: **Colton Shovlin**

- Age: 21
- Gender: Male
- Major: Computer Science
- Works out occasionally

Participant 2: **Emma Irvin**

- Age: 21
- Gender: Female
- Major: Nursing
- Works out 5x a week

Participant 3: **Caroline Davis**

- Age: 20
- Gender: Female
- Major: Marketing
- Works out occasionally, but feels like she doesn't know what she's doing

Participant 4: **Reagan Fields**

- Age: 20
- Gender: Female
- Major: Early Education
- Works out 4x a week

Usability Testing: Participants (Cont.)

Participant 5: **Jordan Young**

- Age: 23
- Gender: Male
- Major: Currently in Vet School
- Works out when he can, but wants to work out more

Testing Methods

Participant Briefing:

The first step in our testing procedure was to explain the purpose of the test and how it will be conducted. MyJourney is a social media-based app that was made for users to find workouts, recipes, and create a community of people that have the same fitness goals. The goal of the app is right in the title. We wanted to create an app for those on their fitness journey or for those who don't know where to start. MyJourney contains everything a fitness guru or newbie would need. Using our app, you will be able to explore images and videos under specific categories as well as post your own images/videos under those categories. There is also a find a workout buddy feature where you can request to be friends with others who have the same running pace as you or if they live in the same area. Direct messaging is also offered for users to text new workout buddies or send posts to friends. No matter your skill level in fitness, there will always be something for you on our app, plus it is completely free with no in app purchases! The tasks you will be completing today are used to test our high-fidelity prototype so that we can see how well the usability of our app is. We will be able to gain insight where we were successful in our prototype and where we can improve.

Testing Methods (Cont.)

Pre-session Questionnaire:

1. Before we get into the testing, we will need to gather some preliminary data. Are you ok with that? Can you tell me your name, age, major, gender, and how often you workout?
2. Do you have experience in using social media and workout apps?
3. Is there any frustrations you experience when using those apps?
4. What would be an ideal fitness app that you would use?
5. Lastly, what are you expecting out of testing our app, MyJourney?

Tasks Required During Testing:

- Create an account
- Select a cardio video that you want to follow along to.
- Find a new friend and message them to meet up to workout.
- Post your most recent image from your camera roll to your MyJourney profile.
- Find an easy lunch idea to add to your favorites folder. Once you add it to your folder, you can find it under the favorites icon on your profile.

Post-session Questionnaire:

1. How easy was the usability of our app?
2. Could you rate the simplicity of each task from 1 to 10?
3. Did our app provide good user experience?
4. What kind of errors do you believe should be fixed for better usability?
5. Are there any features you would like to see on our app?

Testing Methods (Cont.)

Testing environment/equipment:

Participants were put into a quiet and calm environment when asked to do the testing.

We recorded the participants voices using our phones during testing as well as screen recording on our laptops.
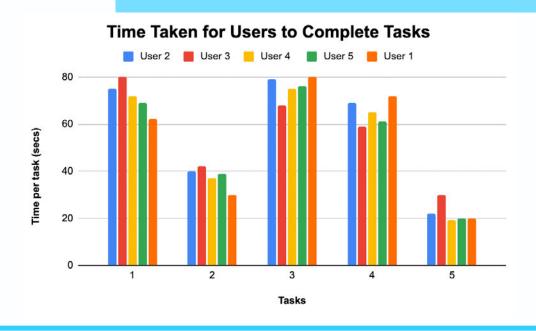
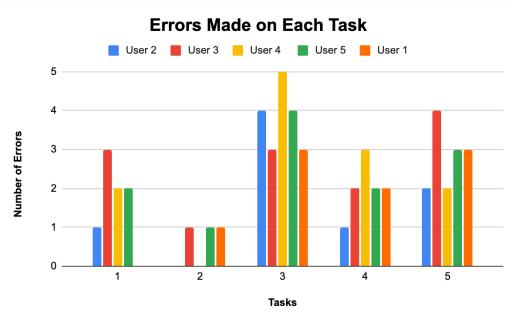## Usability Testing: Evaluation Methods

Quantitative Data:

- How long did it take for the user to complete each task?
- How did the users rate each task on a scale from 1-10?

Qualitative Data:

- A lot of the users had to press a button multiple times to get to where they were trying to go. It showed how there are still some improvements that need to be made for interactions to be cleaner and more accessible.
- Errors caused by keyboard interactions
- How well the usability of our app is from each user's experience

Findings & Recommendations

Time Taken for Users to Complete Tasks
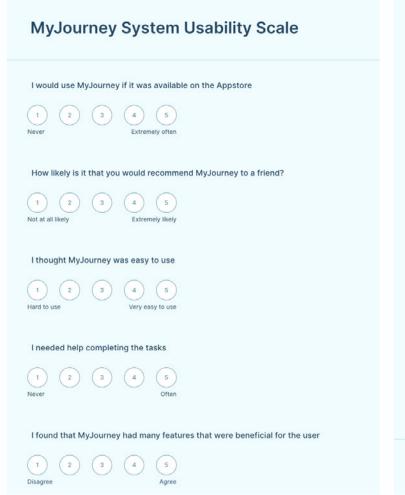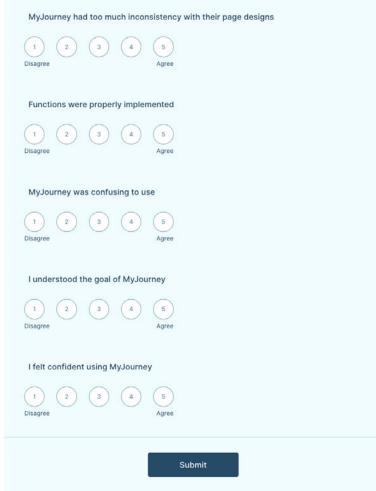

Errors Made on Each Task

Results:

When doing our final testing, we realized some tasks that we thought would be self explanatory, ended up taking the most time for users and caused them to have some errors. With that said, when re-designing in the future, we plan to fix up some of the buttons and interactions, so users will still be directed to another page, even if they hit the wrong button for the certain task asked of them.

Findings & Recommendations (Cont.)

SUS Scale

After each test was completed we asked our users to complete our system usability scale questionnaire.

SUS Scale Score: 75

Chapter 6: Conclusion

Looking back on this semester, it is rewarding to see our app turn from an idea into the real thing. We are very glad we took this class as it's been an awesome learning experience. We improved our knowledge in how to use Figma and Adobe XD, and especially how to create prototypes within them. We were also introduced to Miro where we created our affinity diagram and user journey maps. The knowledge we gained from the softwares that we used has prepared us and gave us experience for future job opportunities.

During our process of making MyJourney, our vision for the app kept growing and we came up with new ideas as time went on. The research we collected from potential users inspired us to make sure this app can be used by all different kinds of people. We learned more about the problems users faced that helped us continue to work on the app to make sure users wouldn't face frustrations like they do with competing apps. Creating the prototypes was challenging but our creative minds and user insight guided us to make sure it came out to be the app we envisioned from day 1.

There were many times when we thought it wasn't possible to go any further with the app or that it just wouldn't work; however, we surprised ourselves every time. When one partner was out of ideas, the other had a solution, and vice versa. Nonetheless, we had a great experience building MyJourney, and hope that maybe one day it can become a reality.

Final Video:

https://youtube.com/shorts/h-p_3tnUZxA?feature=share

Chapter 6: Conclusion

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