



# Fitenity

UX Case Study

# Problem

**1 in 5**

Adult Americans meet Federal minimum  
requirements for physical activity and  
muscle strengthening

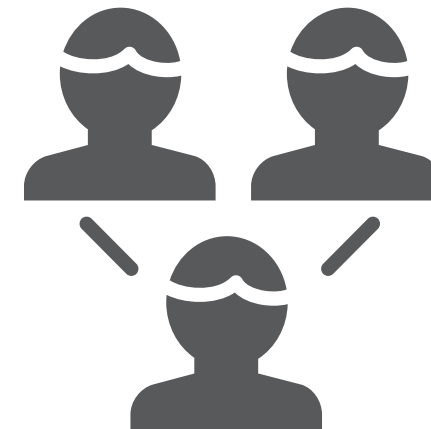
- Health, United States, 2013, U.S. (Table 68), U.S. Department of Health and Human Services, <http://www.cdc.gov/nchs/data/abus/abus13.pdf#068>

How do we motivate people with busy schedules to exercise more often?

# Solution



Match exercise  
schedules with  
friends

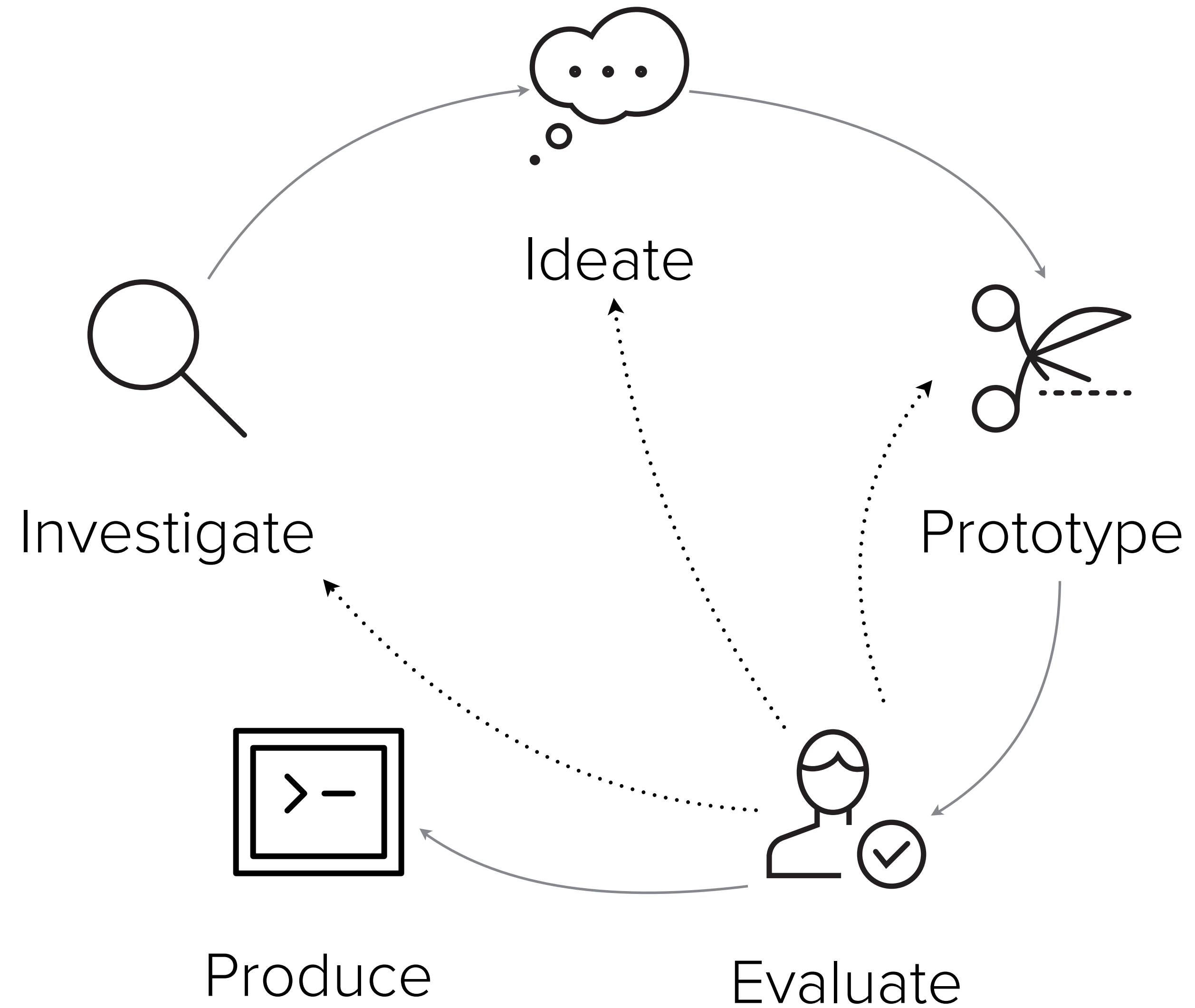


Create a trusted  
environment for  
beginners of a new  
sport



Incorporate feedback to  
ensure successful and  
safe meetups

# Process



# Investigate

| A                                       | B                          | C   | D   | E   |
|---|----------------------------|---|---|---|
| Name                                    | Platform                   | Description   | Unique Features   | Overlap   |
| <a href="#">FindGymBuddies.com</a>      | Web                        | Broken site - search returns no results   | Messaging   | Skill-based matching                              |
| <a href="#">ExerciseFriends.com</a>     | Web                        | Broken site - account sign-up returns server error, last update over a year ago   | Messaging   | Location-based matching, activity-based matching  |
| <a href="#">Throwdown.us</a>            | iOS                        | Instagram for workout   | Supporting others via comments on their workout pictures. Allows sharing of photos and video with comments and likes. | Emphasis on positive feedback, social connection. |
| <a href="#">Fitness 'N Friends</a>      | iOS, Andriod               | Create competitive circles to race towards fitness goals and share achievements.  | Circles, gamification-style measures of success.  | Social connection                                 |
| <a href="#">Workout Plan</a>            | iOS                        | Create a workout, add exercises, and schedule how often. No social aspect   | Notes, rest timers, track weight  | Add schedule and type of exercise                 |
| <a href="#">Haymaker</a>                | iOS                        | Create sport dates with friends-of-friends via Facebook to do 9 different sports. Competitive Not available in the US iTunes Store  | Wall of Facebook friends, and friends-of-friends.   | FB Integration, social graph                      |
| <a href="#">VirtuaGym</a>               | Web, iOS, Android          | VirtuaGym is a Facebook app that allows people to connect with their Facebook friends, share activities they have done and goals, as well as track calories and recommending exercises. | Track calories, recommending features, setting fitness goals  | FB integration                                    |
| <a href="#">Fitness Against Friends</a> | Android                    | Competitive focus on beating your friends   | Side-by-side comparison of your progress versus your friends  | FB integration, social connection                 |
| Sweat With Me                           | iOS                        | Easy way to connect with people around you. You can create or join activities like running or biking.   | Create and join existing groups, Location based   | Scheduling an activity based on location          |
| <a href="#">Meetup.com</a>              | Web, iOS, Android, Windows | Join local groups and attend scheduled meetups for activities of interest   | Community leadership, scheduled events  | Activity and location based matching, messaging   |

Comparative Analysis of fitness apps on the market, including *Reddit* sources

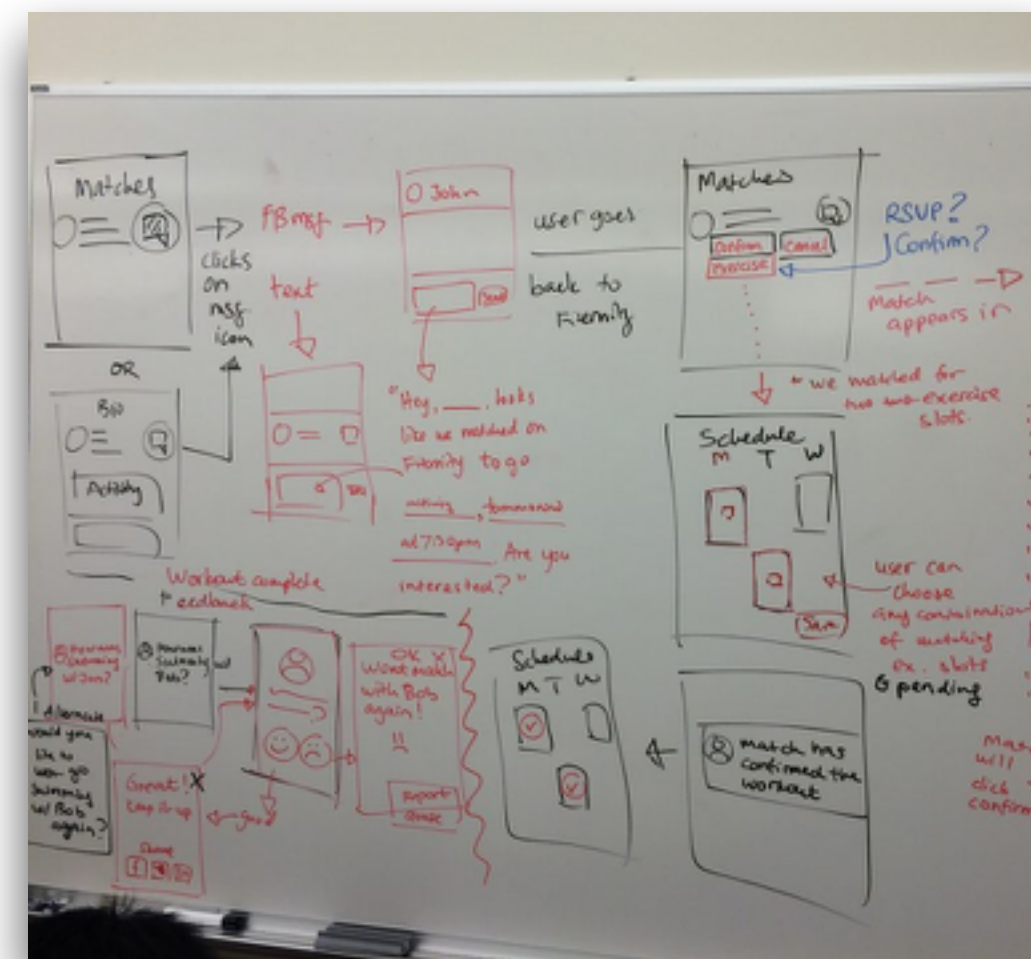
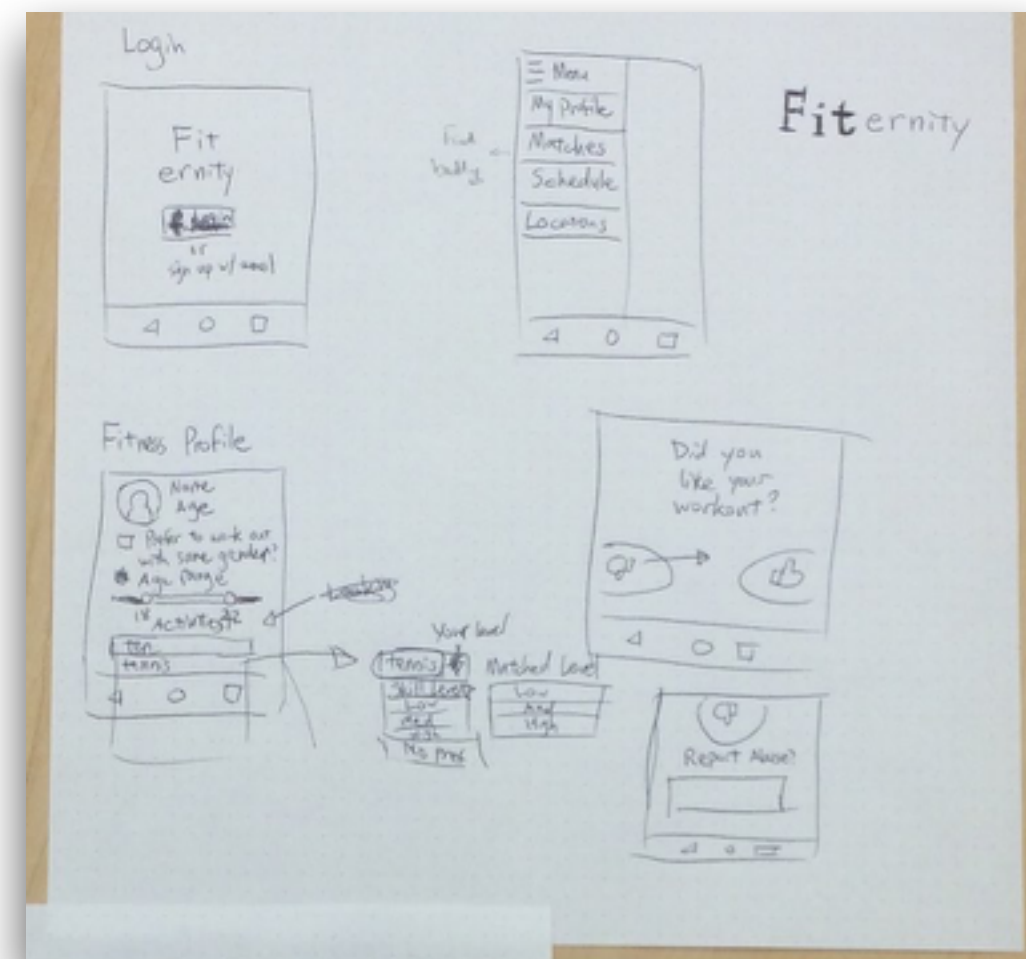
## User Interview Findings



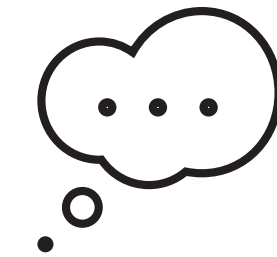
- Fitness trainers, an initial secondary target audience have very different requirements and needs that our app can support
- Participants were extremely concerned about privacy issues so we had to limit matching scope to friends and mutual friends
- Participants were fairly interested in seeing the app developed



# Ideate



## Ideation Techniques



- **Brainstorming** session with the team allowed for early sketches of app concept
- As a team, we developed **wire-flows** to show both flow and important screens needed to be designed
- 2 **personas**, Mike and Amy were created to constantly remind us of who we are designing for

### Mike

24 from Reno, Nevada  
Research Biologist @ Fred Hutch Research, Seattle

"It's tough to build a social circle when you're new in the area."

|   |   |
|---|---|
| <b>GOALS</b><br>To stay busy, engaged, and happy outside of work<br>To establish a new community of friends | <b>MOTIVATIONS</b><br>Looking for a recreational basketball team to join<br>Stress relief<br>Having good long term health |
| <b>LIKES</b><br>Competition<br>Socializing in person  | <b>DISLIKES</b><br>Constant notifications from technology<br>Holding back when working out in a group                     |

**DAILY ROUTINES**

| Weekdays                   | Weekdays  |
|----------------------------|---|
| Lab work<br>Plays with dog | Watch sports<br>Jogs to park<br>Chats with family in Nevada |

### Amy

22 from Seattle  
Senior @ UW, Industrial Engineering

"I enjoy trying new activities with friends."

|  |   |
|--|---|
| <b>GOALS</b><br>To balance a healthy lifestyle in the midst of studies<br>To meet new people | <b>MOTIVATIONS</b><br>Seeing her improvement over time<br>Group exercise activities<br>New experiences or challenges  |
| <b>LIKES</b><br>Working out with same gender<br>Socializing in person                        | <b>DISLIKES</b><br>Not surrounded by friends in general. Doesn't like being alone<br>Meeting new people online before meeting in-person, but is fine with them being from a community |

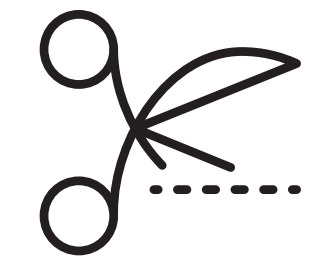
**DAILY ROUTINES**

| Weekdays  | Weekdays  |
|---|---|
| Socialize with different groups of friends<br>Takes school courses throughout her day<br>Participates in student groups such as rock climbing | Touring new neighborhoods with a friend or two<br>Attend social events with her friends |

# Prototype



## Prototyping Techniques



- In-depth **user flows** help define all screens needed for the main use cases
- I created **wireframe** sets to pair with the user flows to communicate ideas better to our stakeholders
- We conducted usability tests with the **paper prototypes** made from the wireframes



# Evaluate



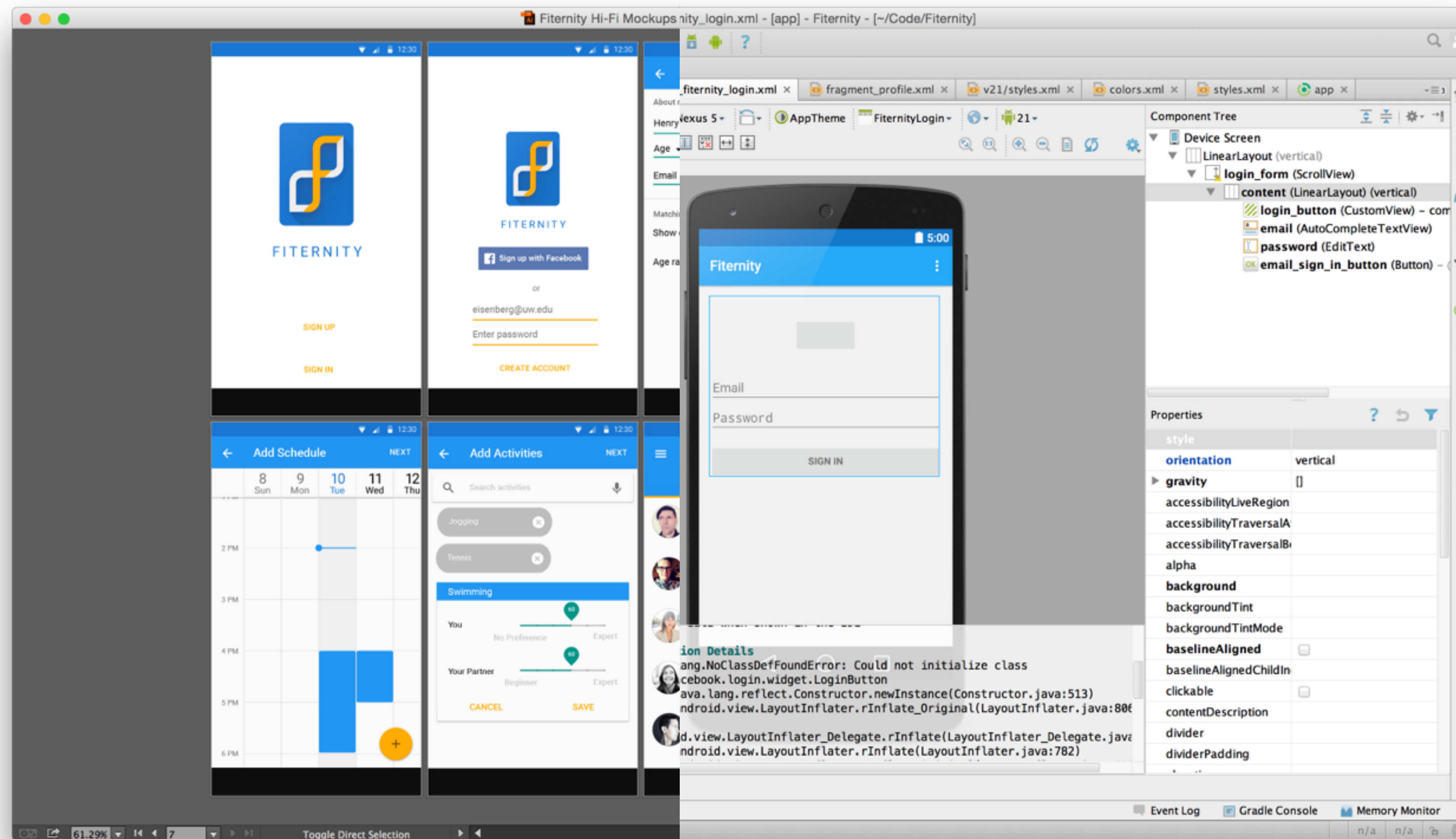
## Usability Findings



- Some participants found **specifying skill levels for activities confusing**
- Most participants suggested **syncing exercise schedule** with Google Calendar and/or Outlook
- High demand for **internal messaging system**
- All participants said they would use the app if their friends were using it



# Produce



## Results

- Hi-Fi Mockups for development
- Google Material design specs and redlines
- Positive feedback from testers and stakeholders