Fiternity

UX Case Study

Problem

1 in 5

Adult Americans meet Federal minimum
requirements for physical activity and
muscle strengthening
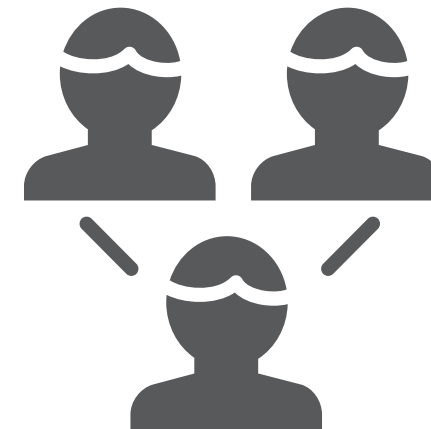
- Health, United States, 2013, U.S. (Table 68), U.S. Department of Health and Human Services, http://www.cdc.gov/nchs/data/hus/hus13.pdf#068

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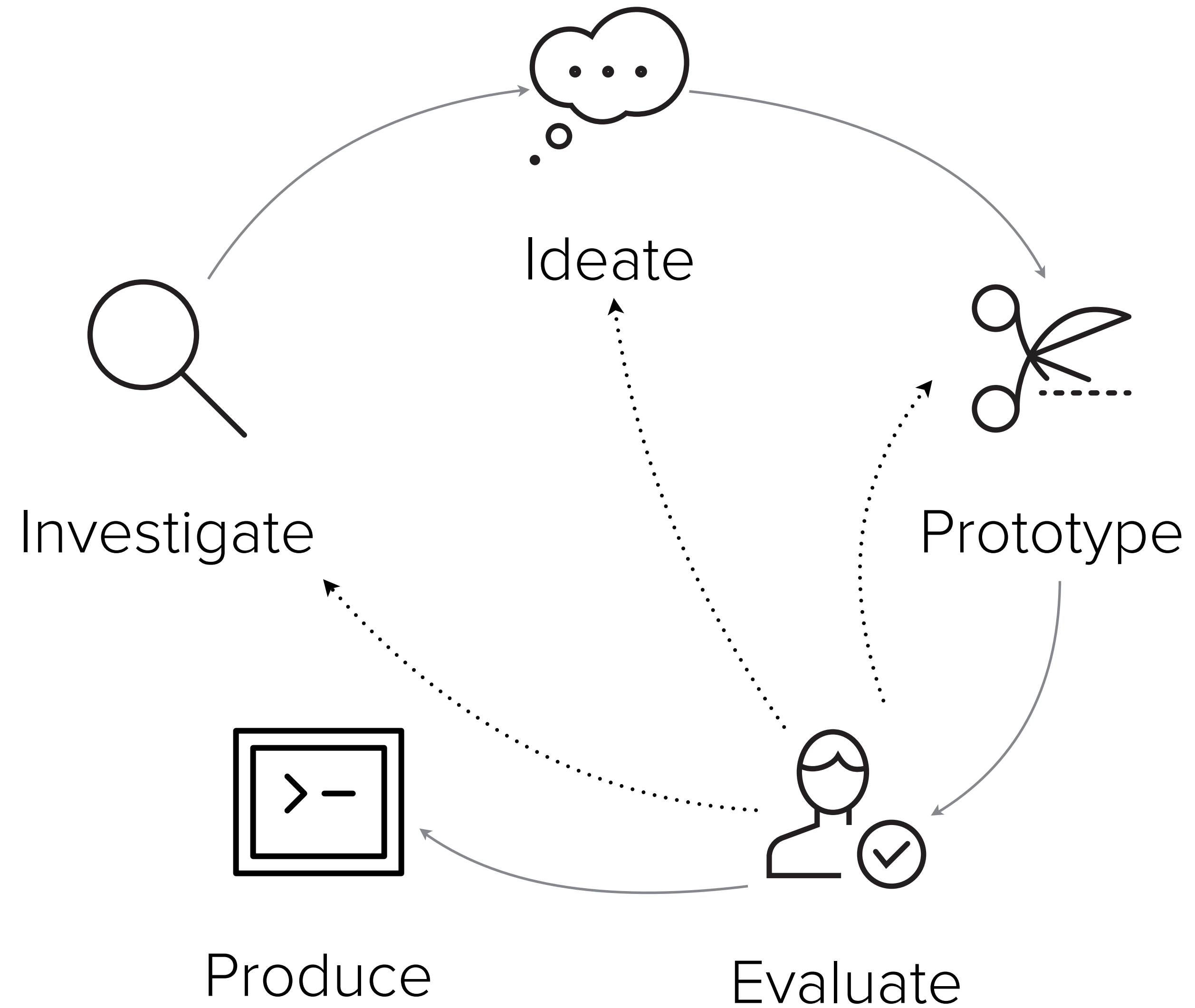often?

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

Ideate

Investigate

Prototype

Produce

Evaluate

Investigate

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
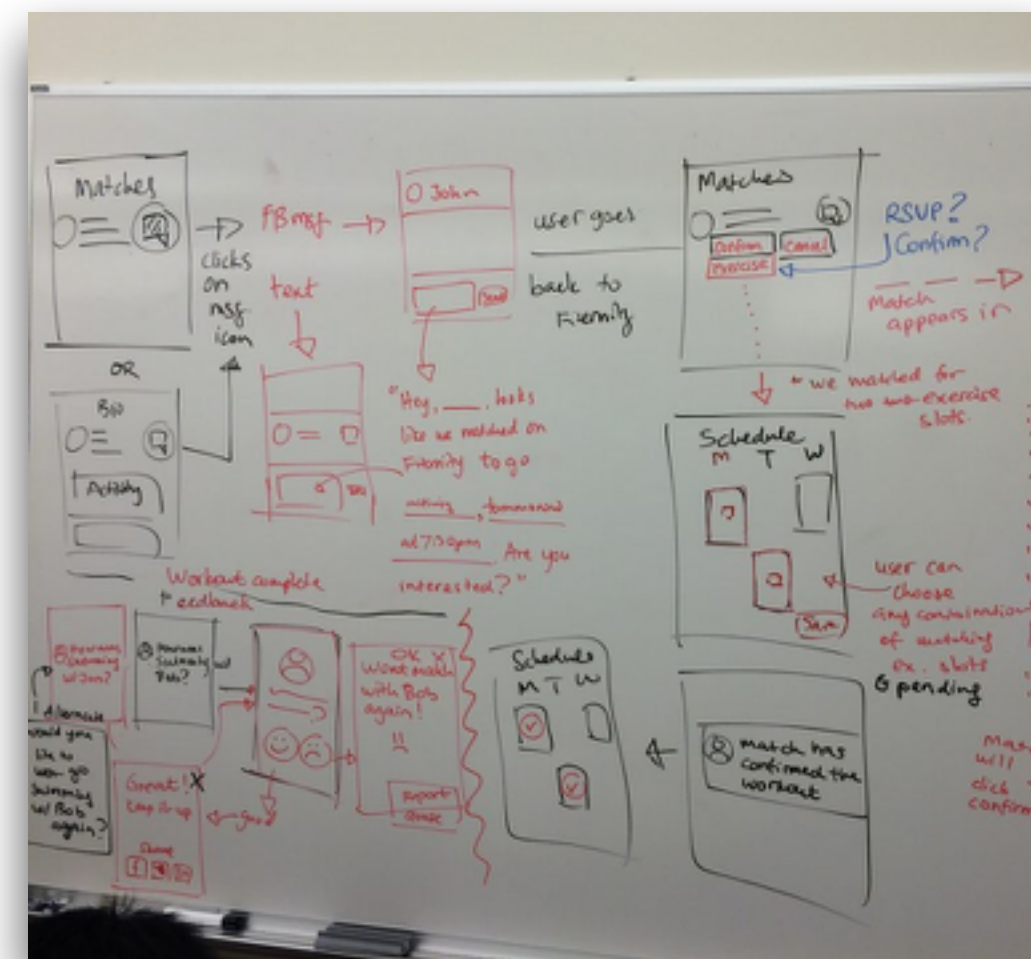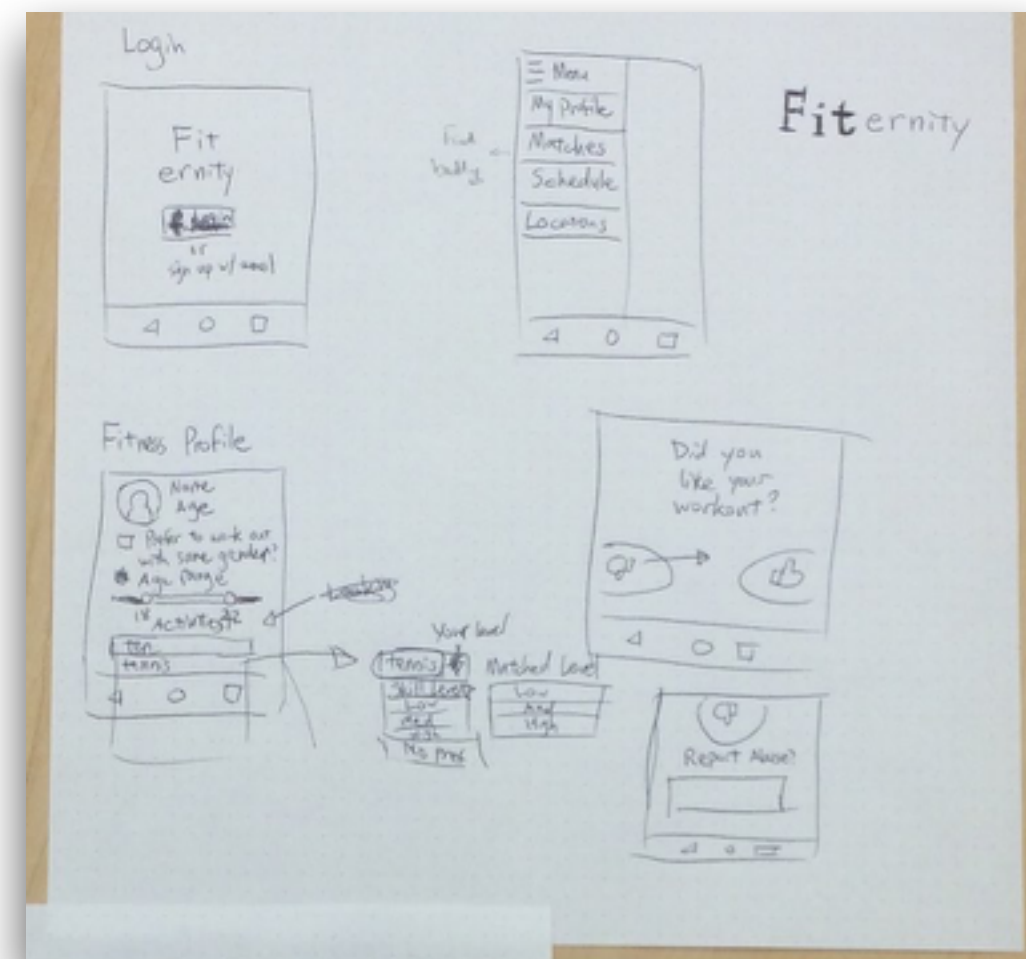
Ideation Techniques
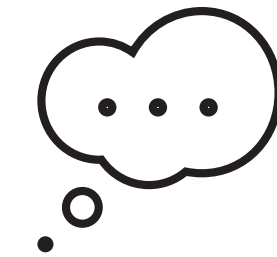
- **Brainstorming** session with the team allowed for early sketches of app concept

- 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

Prototype

Prototyping Techniques
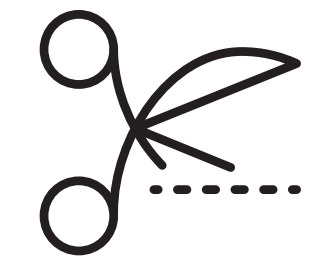
- In-depth **user flows** help define all screens needed for the main use cases

- 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
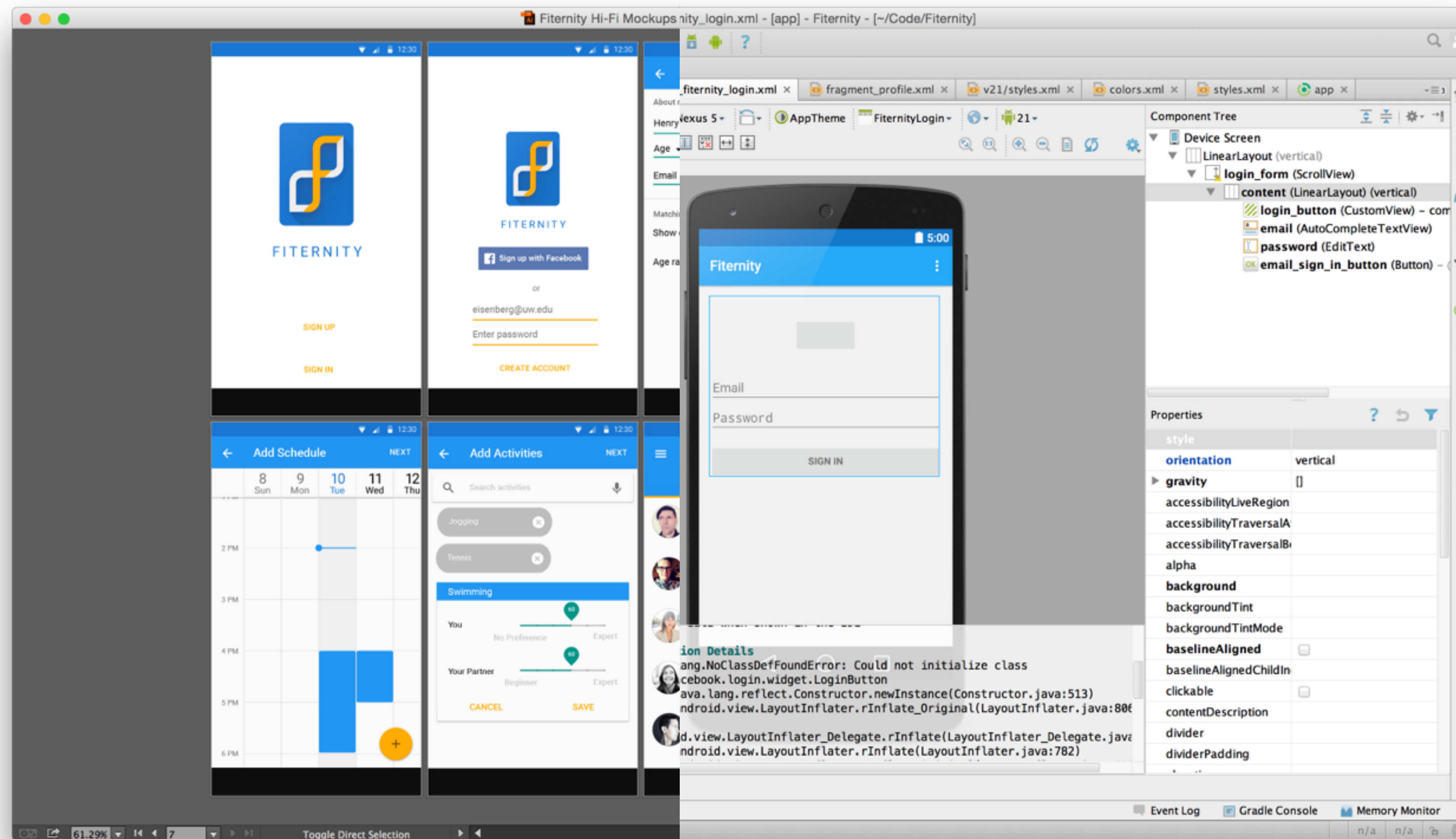
- Most participants suggested syncing exercise schedule with Google Calendar and/or Outlook

- 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