

Workout App

Usability Goals:

- 1. Learnability:** As this is an application that is intended to make all people feel comfortable in the fitness industry, it is necessary that the UI is extremely simple to learn and understand. Fitness is extremely intimidating, and if a user does not understand how to accomplish a simple task on an application, they will be inclined to give up. Learnability will help users adopt the system and allow for tasks to be completed faster.
 - a. Measurable Criteria**
 - i. New users should be able to complete core actions (Logging in, Making a post, Searching something) within one minute of first use without external help
 - ii. 90% of users should be able to complete tasks without documentation or help. and have there be no errors when using the app.
- 2. Utility:** This needs to be a core goal for our application. It needs to be able to inspire people to continue their fitness journey. The goals for this app are for people to connect with other people and share their fitness goals. Utility means ensuring that users can successfully complete these key actions without confusion or difficulty, and to make all actions natural. If users struggle to share progress or interact with others, the app fails to meet its purpose.
 - a. Measurable Criteria**
 - i. At least 90% of users should be able to successfully post a fitness goal or update within their first session without needing assistance.
 - ii. At least 75% of users should be able to search and find a desired person the first time they are using the application
- 3. Safety:** Our application will prevent users from accidentally posting, submitting, or performing irreversible actions without confirmation. This will be achieved through confirmation pop-ups and warning notices. Since posting progress and goals is a core

feature of our app, we want to ensure users feel confident in their submissions. Additionally, if a user mistakenly posts something, we will provide a simple way to remove or correct it.

a. Measurable Criteria

- i. 100% of actions where the user posts something will have a confirmation pop-up or warning message before submission.
- ii. All users will be able to undo or delete a post within three clicks or less, ensuring easy recovery from mistakes.

User Experience Goals:

1. Motivating

- a. Users should feel motivated when using this app by seeing other people's fitness goals, progress, and journey. The app should encourage engagement through success stories, workout updates, and community support. Features like trackers, social interaction, and seeing other people's goals can help users stay consistent and driven.

2. Rewarding

- a. Users should feel accomplished when they complete goals they have been working towards. This app can reward people with likes from other users, and badges that they earn from completing specific goals. There can also be challenges that are given to users by the application, and they will receive rewards when they complete the challenge.

User Profiles:

1.

Name: Jane Glover

Age: 42

Occupation: Nurse

Fitness Level: Beginner-Moderate

Tech Literacy: Low

Sarah is an average person who isn't too big on health or fitness. She takes the occasional hike or too and enjoys running when the weather is nice but nothing intense. She would use our app as a way to motivate others, keep track of her own little goals, and motivate her friends and family. Occasionally, she would love to participate in community challenges, but as aforementioned she would use it as a way to stay informed about her family, and friends, progress.

2.

Name: Owen Young

Age: 35

Occupation: School Teacher

Fitness Level: Beginner

Tech Literacy: Moderate

Owen wants to become an active individual however he struggles with consistency especially with his career. He often enjoys fitness classes and short runs, however gets extremely overwhelmed with the amount of conflicting fitness information there is online. Owen will use our app as a way to get inspired, and keep track of where he's at having the option of checking his goals daily. He would appreciate the simplicity, and straightforward UI without feeling pressure.

3.

Name: Victoria Grant

Age: 29

Occupation: Marketing Manager


Fitness Level: Advanced

Tech Literacy: High






Victoria is a full time employee however she stays super active and dedicates a significant portion of her time to fitness. She loves running, going to the gym, and participating in various fitness classes actively tracking her performance and sharing it to her fitness social media. Victoria will use our app as a way to showcase her progress, keep track of her records and engage with others in the fitness community. She aims to receive feedback and become a voice in the space using our app.


Personas (2):

Primary Persona:

 Primary Persona

About

-  Victoria Grant, Fitness Enthusiast
-  29 years old
-  Female
-  Marketing Specialist
-  Canada



Bio

Victoria is a marketing specialist who stays super active and dedicates a significant portion of her time to fitness. She loves running, going to the gym, and participating in various fitness classes. She actively tracks her performance and shares her progress on her fitness-focused social media accounts. Victoria will use our app to showcase her progress, keep track of her records, and engage with others in the fitness community. She aims to receive feedback and become a prominent voice in the fitness space using our app.

Goals

- Showcase her fitness progress to a broader audience.
- Keep detailed records of workouts and personal bests.
- Engage with the fitness community and receive feedback.

Target Product/Category

- Fitness tracking tools for running, gym workouts, and classes.
- Social sharing features to post achievements and updates.
- Community engagement tools like forums/comments

Pain Points

- Limited customization options for tracking diverse fitness activities.
- Lack of community engagement or feedback features.
- Complicated user interfaces
- Inaccurate performance tracking

Motivations & Limits

- Budget
- Subjective Impression
- Branding
- Artwork storytelling

Technology

- Internet
- Social Media
- Online Shopping
- Mobile Apps

Secondary Persona:

User Persona 2

About

- Jedd Slakmon
- 25 Years Old
- Male
- Bank Teller
- Canada

Bio

Jedd is a 25-year-old bank teller who prioritizes staying active and maintaining a healthy lifestyle. His job requires focus and precision, but outside of work, he finds balance through fitness. Whether he's lifting weights, running, or trying out new workout routines, Jedd is always looking for ways to challenge himself physically. He enjoys tracking his progress, setting personal goals, and using gym apps to monitor his workouts and nutrition.

Goals

- Track Strength Gains – Monitor progress with workout logs and performance insights.
- Stay Motivated – Use reminders, challenges, and community engagement for consistency.

Motivations & Limits

- Budget
- Subjective Impression
- Branding
- Artwork storytelling

Target Product/Category

- Workout Tracking – Logs exercises, reps, sets, and progress charts for strength gains.
- Community Support – Challenges, social sharing, and feedback to keep him motivated.

Pain Points

- Inconsistent Progress Tracking – Difficulty tracking strength gains without clear workout history.
- Lack of Motivation – Needs challenges and social features to stay engaged.
- Time Constraints – Busy work schedule makes it hard to plan and stick to workouts.
- No Personalized Guidance – Struggles to optimize workouts without tailored recommendations.

Technology

- Internet
- Social Media
- Online Shopping
- Mobile Apps

