

The background of the image shows three devices displaying a web application for 'SuperGym'. A laptop is in the foreground, with a tablet leaning against its screen and a smartphone leaning against the tablet. All three devices show the same website interface. The website has a dark theme with a blue accent color. The main heading on the website is 'Book an activity at our world class facilities'. Below this, there are several activity cards with images: a person swimming, a person playing football, and a person playing badminton. The text 'Fictional gym SuperGym' is written in white at the bottom of the image.

Designing a better sign up flow for a local gym

Fictional gym SuperGym

Overview

SuperGym is a fictional local gym that aims to allow ease of access to the users. The typical user will be from the surrounding community, so from families, students and professionals SuperGym aims to provide a safe and friendly inclusive facility for all.

The Problem

Users of the gyms all have different needs although the aim is the same, access the building, website or app so they can get things done. Users can find this process a frustrating and confusing process.

The Goal

Design a SuperGym website with a simple straight forward sign up and sign in process. Focusing on being user friendly with a clear navigation and quick process.

My Process

I used the design thinking process for this project, which helped me to prioritize the consumer's needs using: Empathize, Define, Ideate, Prototype and Testing.

My Role: UX designer responsible for creating the SuperGym responsive website.

Project Duration: 19th July to 4th August 2022

Design tools: Adobe XD & Figma

Empathize:

To understand users needs and how they think and feel.

Problem statement

Lloyd is a busy mechanic who needs simple website navigation and variable text and button sizes because sometimes his fingers are swollen from work.

"I struggle with the size of the buttons."

Bio
Lloyd likes to go to the gym after a hard day at work, it is a safe space where free from the pressures of work Lloyd get to unwind and focus on something simple and enjoyable.

Lloyd

35 • Mechanic • Health guru

Motivations

Lloyd likes the simplicity of lifting weights and the gains in strength seen after weeks and months of hard work and effort

Goals

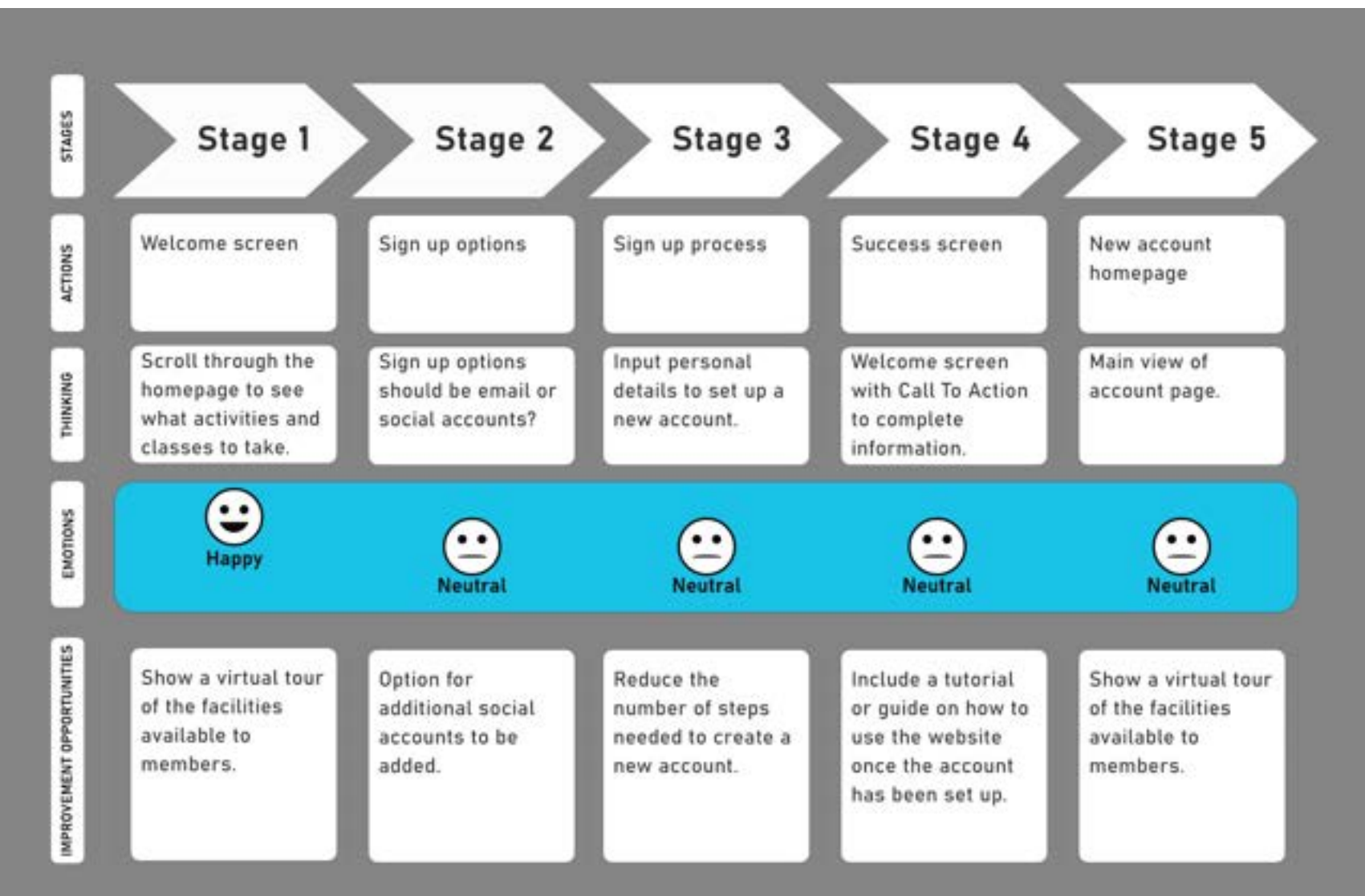
- To access the gym with ease
- Not have to think too hard
- Enjoy the time whilst at the gym

Frustrations

- I don't like having to think to get in the gym or the app."
- Overwhelmed by the access and login process
- Frustrated by the page layout and the size of the buttons

User journey map

I created this user journey map to highlight Lloyd’s experience when using an ideal gym website offering everything needed but still has areas for improvement.



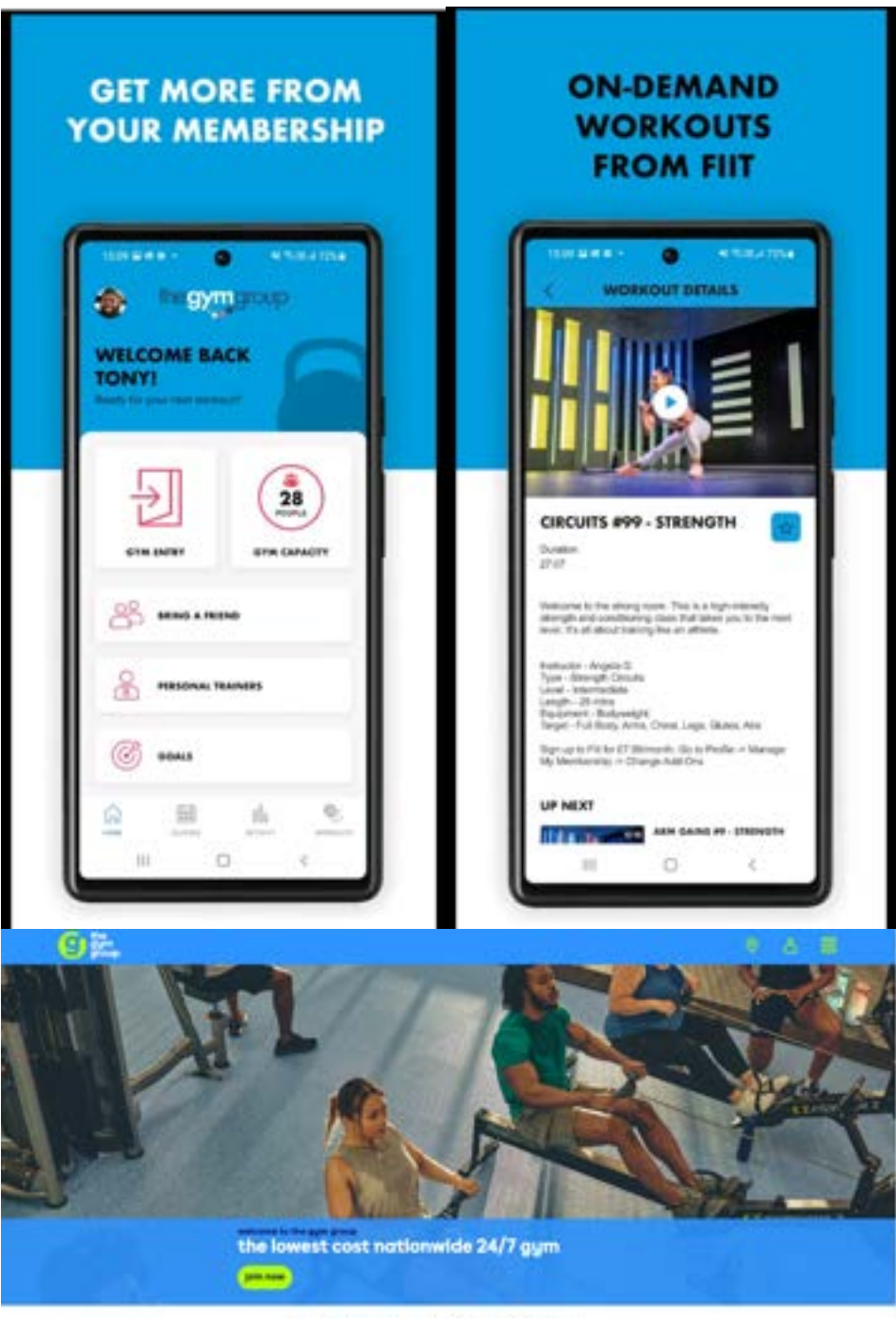
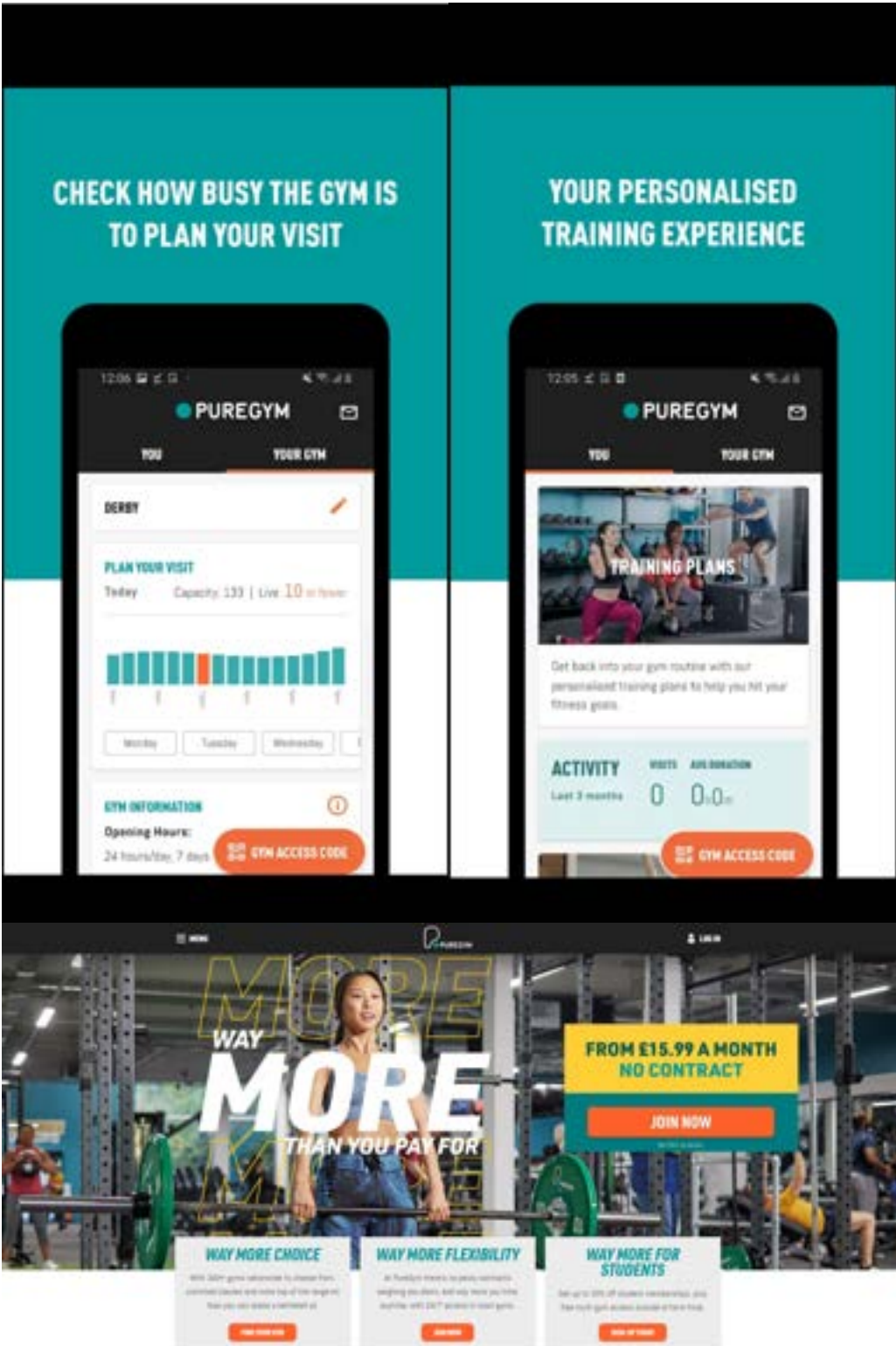
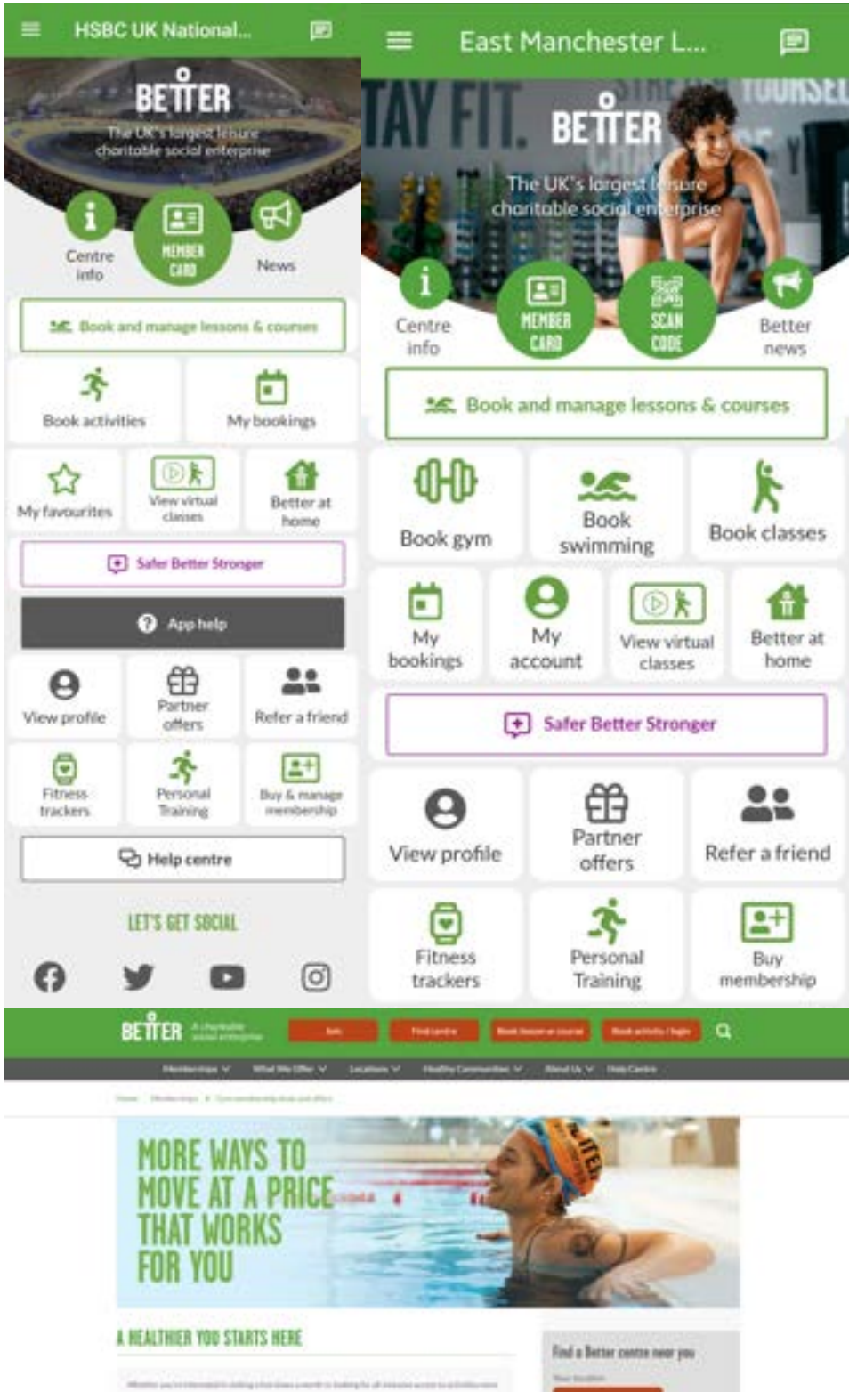
Competitive analysis

Before beginning to ideate a solution, I spent some time researching and analyzing the competition.

The purpose of the competitive analysis is to determine the strengths and weaknesses of competitor solutions on the market while comparing and seeking out areas for improvement.

Key findings:

- Supergym needs to compete with the functionality but can take advantage of UX principles.
- Supergym website should offer basic usability and functionality to users.
- Some competing solutions perform better and faster while displaying a smoother experience overall, while others overwhelm the user with information.



Competitor screenshots

Define:

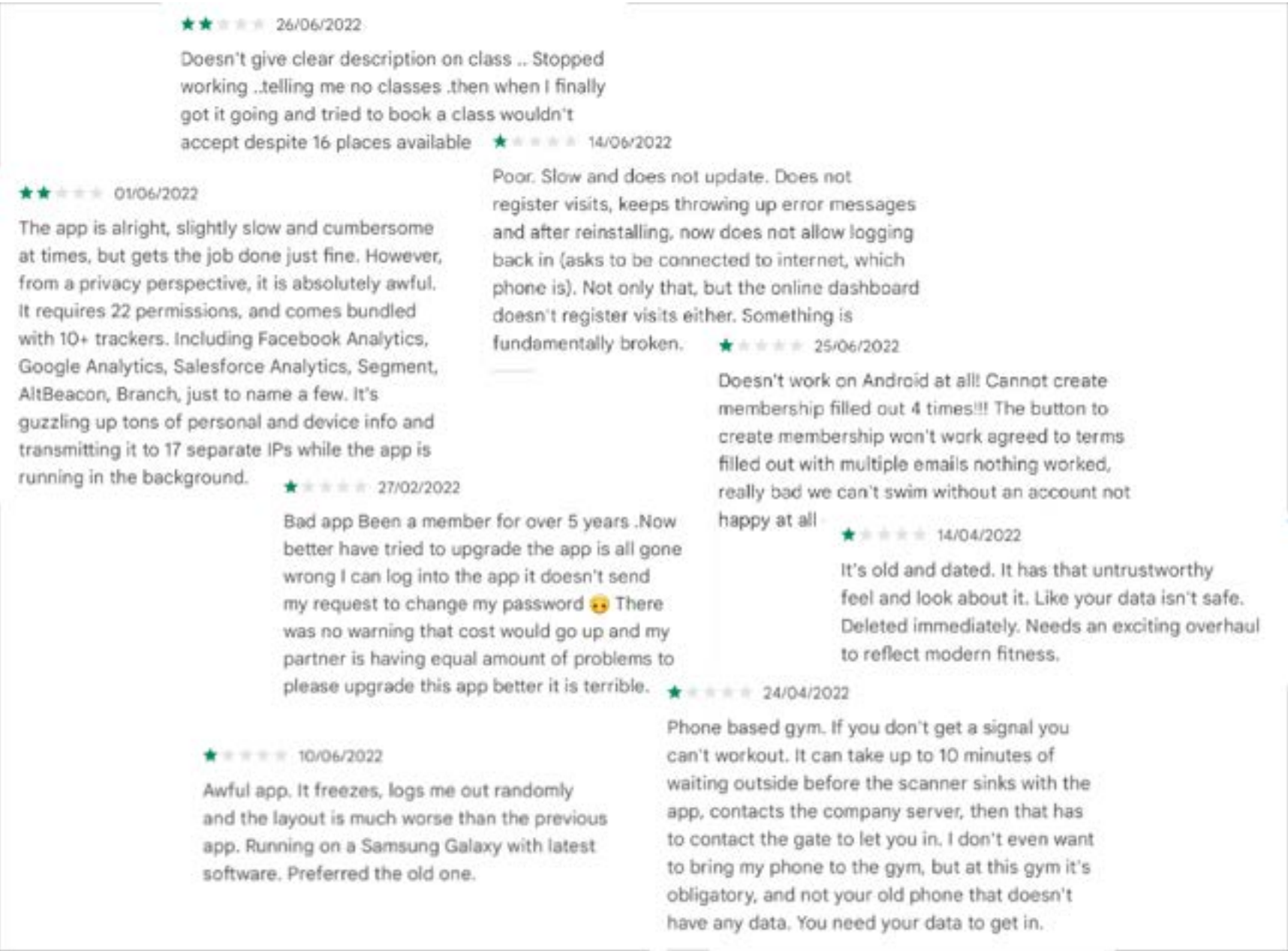
Create a clear problem statement or clear user needs the design will address based on research.

User Research

My research was solely quantitative secondary research of reviews left by users on the Google play store about the apps, gym services and facilities of the competition which led into the competitive analysis of those companies. I discovered quickly there were alot of users who expressed dissatisfaction with the apps and access to the respective gyms. With this information I was able to create an empathy map, I did keep in mind the limitations of secondary research as it is no substitute for actual user interviews.

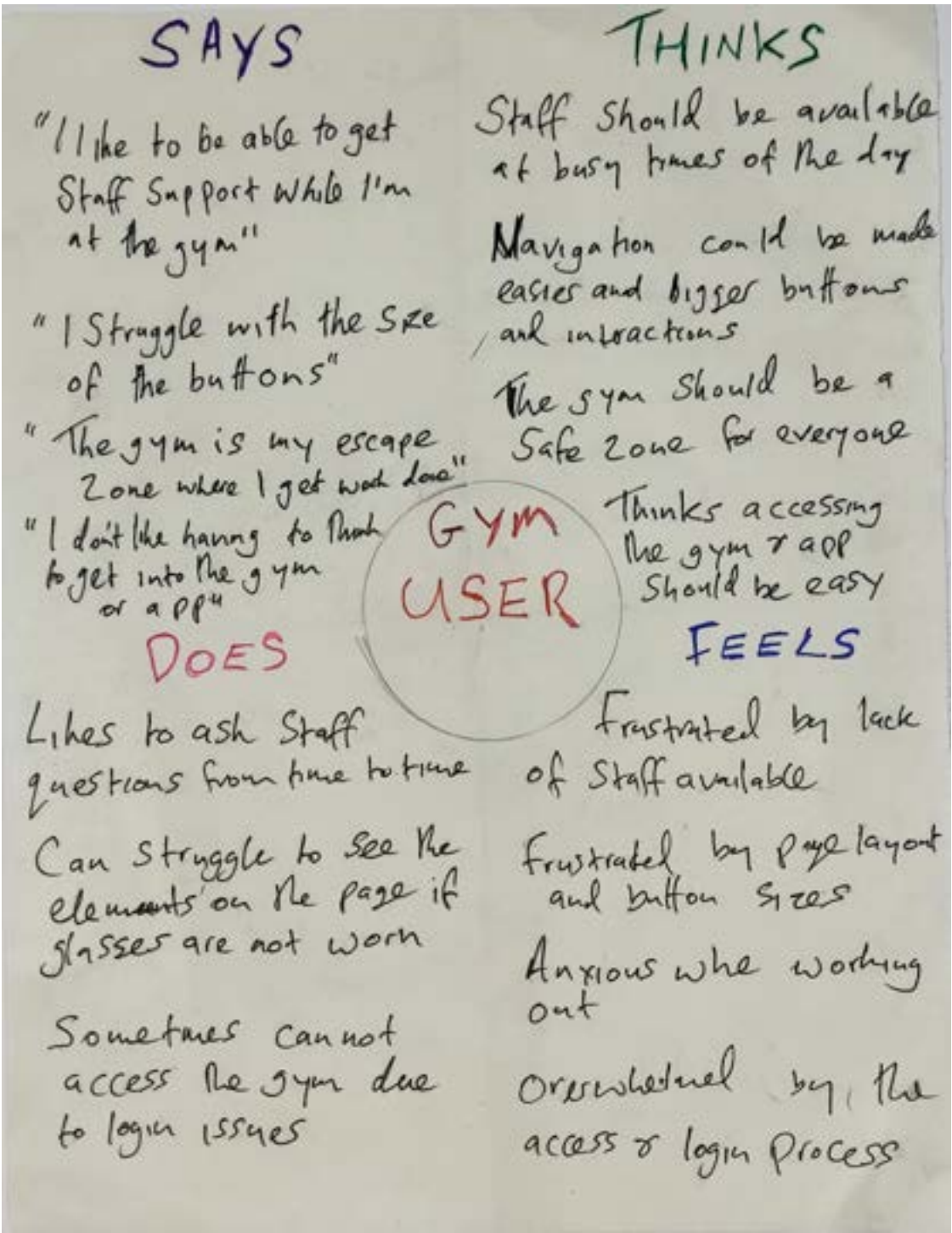
Secondary research examples

Here are a few reviews I gathered from the play store which gave examples from users of the pain point they have experienced when using the various gym app that are available.



Empathy map

I chose to do an aggregated empathy map (multiple-users empathy map) as I noticed from the gym app user reviews they expressed similar opinions about their experiences using the apps to do various task. In my opinion there are clear themes this early on where insights can be gained to improve the overall user experience.



Pain points:

- 1. Navigation** - Gym websites and apps can be seem complicated to users who want to access the facilities.
- 2. Interaction** - The button sizes on the app can make it difficult for some users to make selections, which can lead to users making mistakes and becoming frustrated.
- 3. Experience** - As a whole users find that using the app or website is not enjoyable or engaging experience.

Ideate :

Come up with design solutions once a user problem is identified.

Ideation

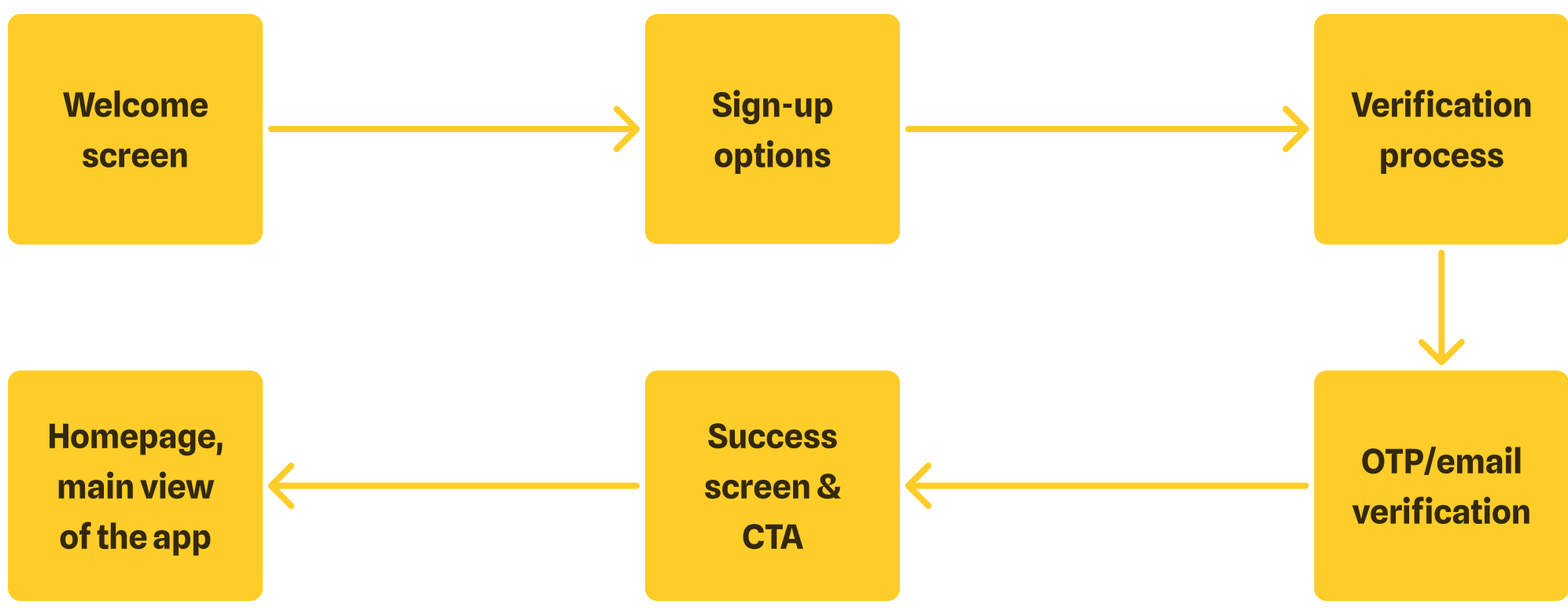
With a better understanding of the users’ needs, the competition and projects direction, I begin to Ideate on possible solutions.

- Task flow
- User flow
- Sitemap
- Digital wireframes

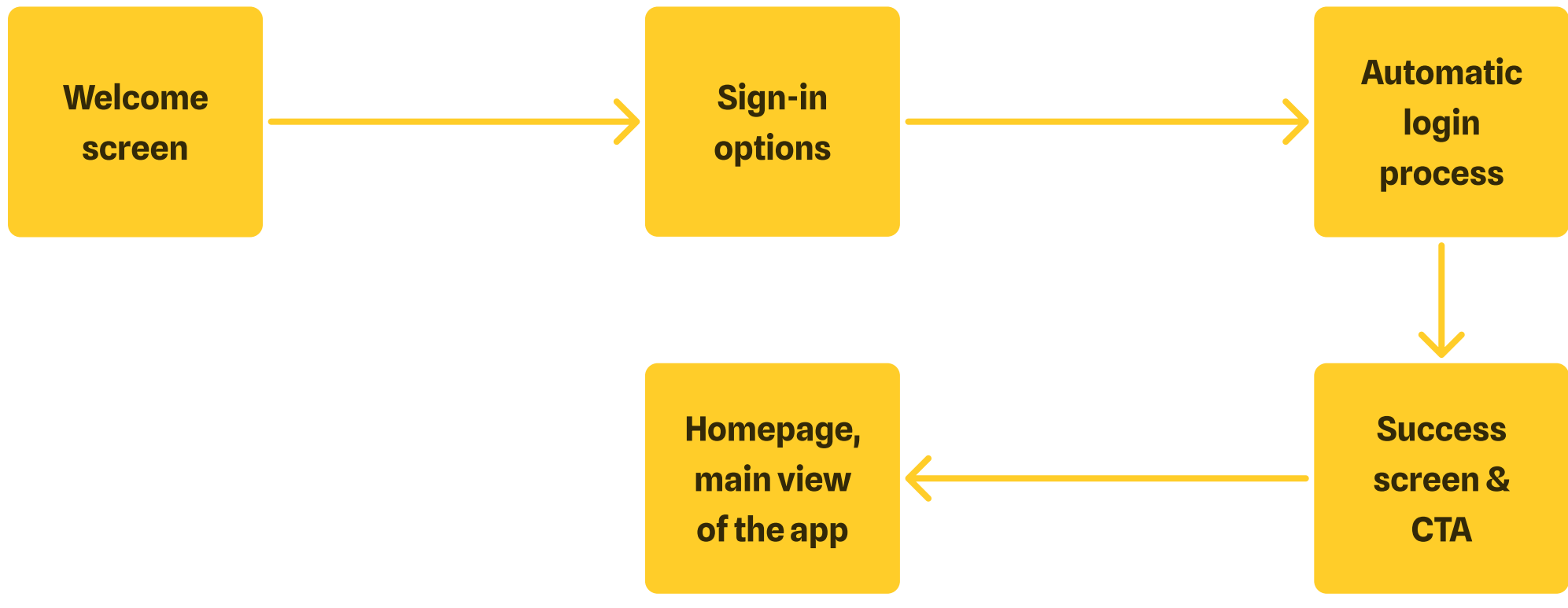
Task flows

I created a couple of task flows to help me breakdown the individual steps users’ take in order to sign-up/sign-in to a website or app.

Task flow for sign-up

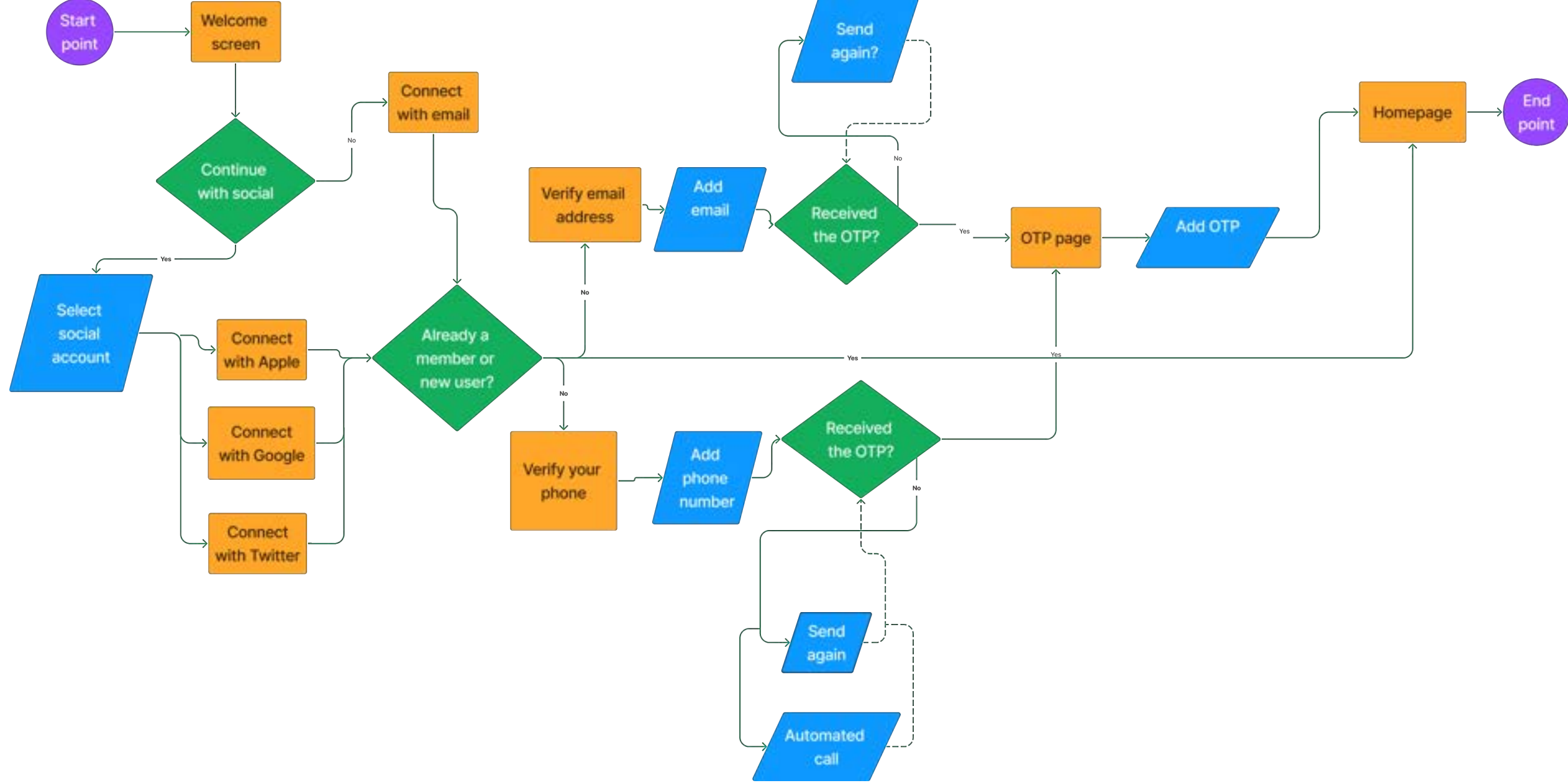


Task flow for sign-in



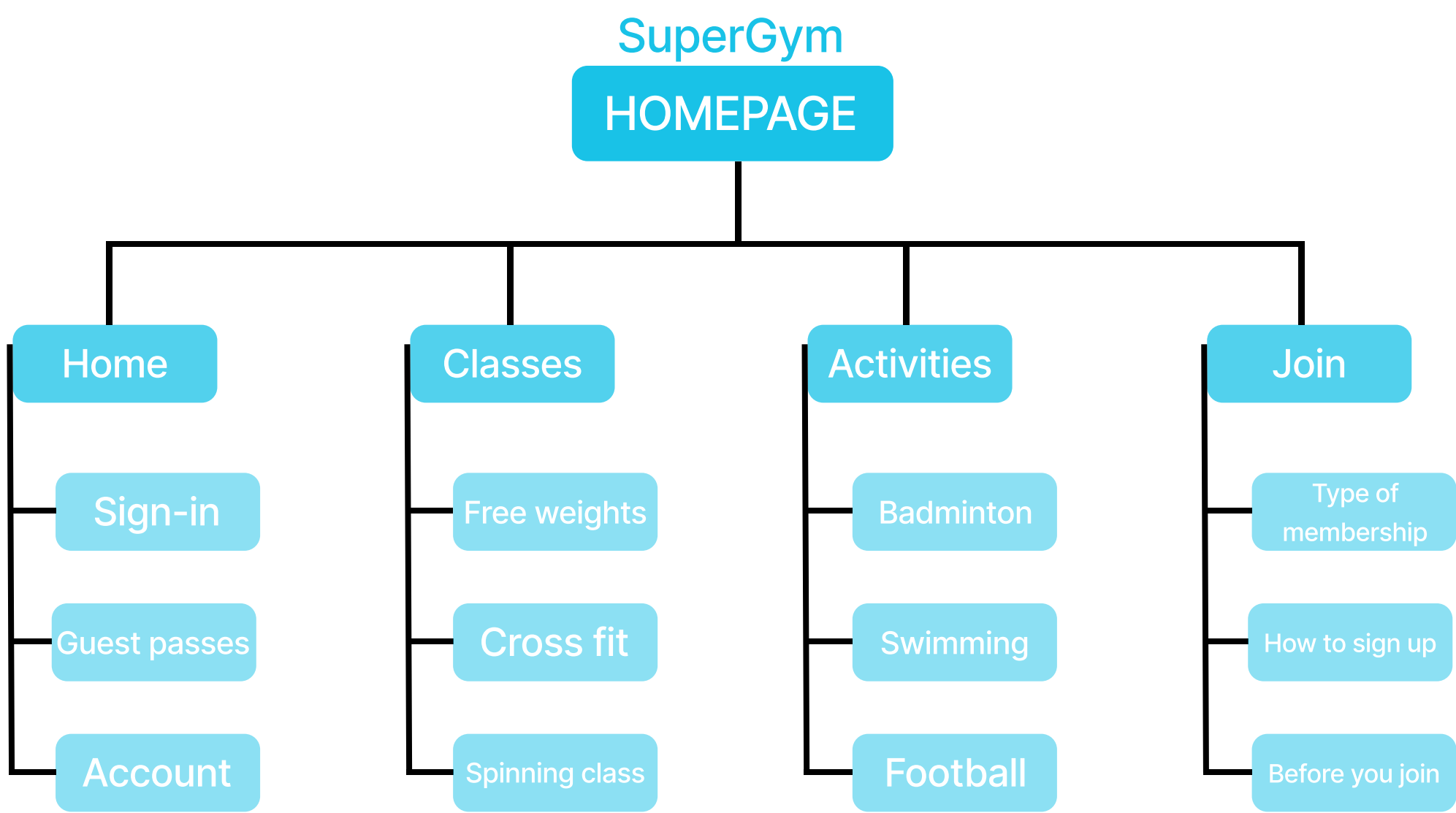
User flow

The reason for including the user flow was to help me visualize the path users’ must take in order to complete the sign-up/sign-in process.



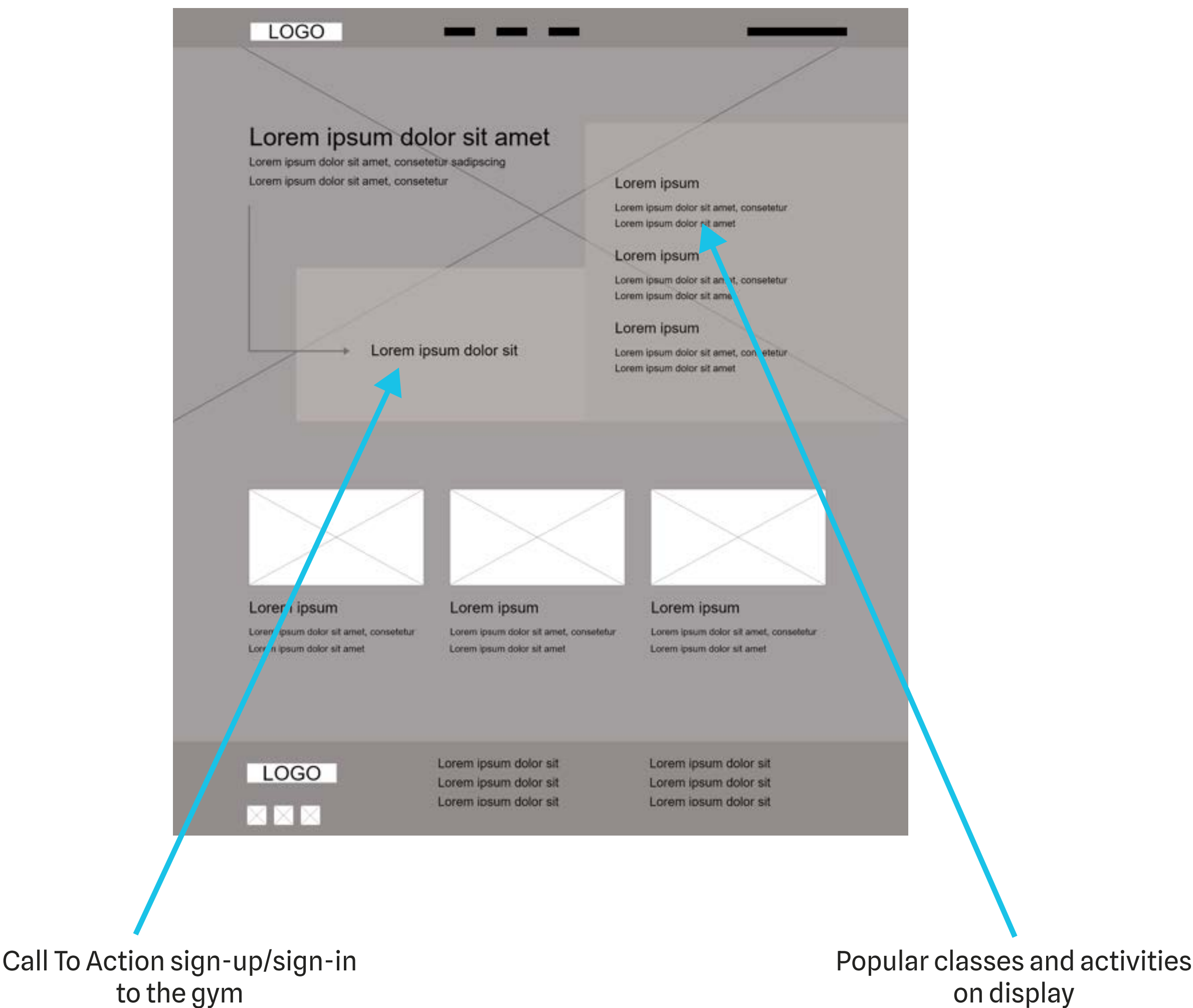
Sitemap

Keeping the website as clear and simple as possible was the main concern, so with that knowledge I created this site map. The goal was to make the information as easily accessible as possible without too many pages.



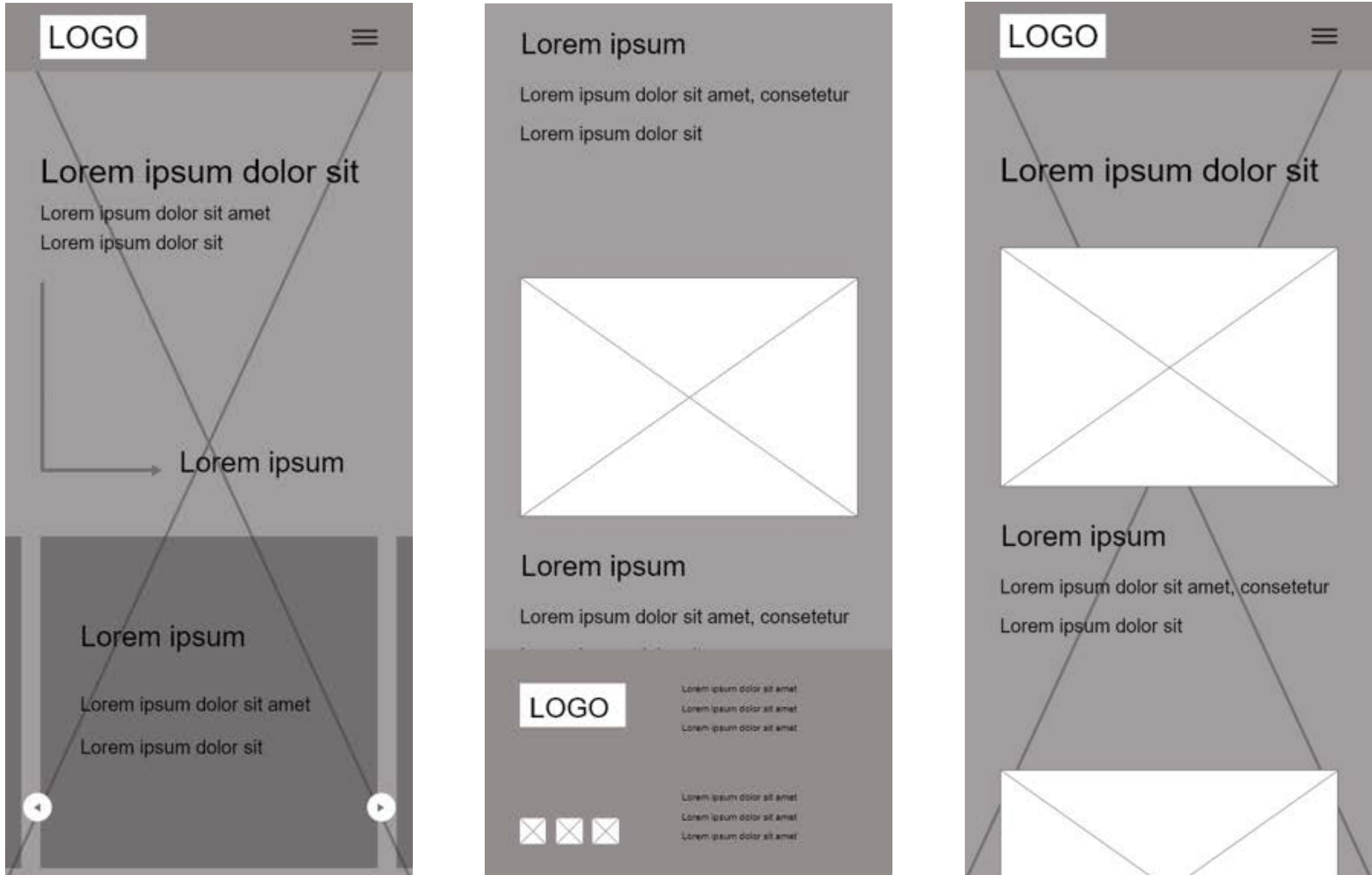
Digital wireframes

I didn’t create sketches or low-fidelity wireframes as I found a design I wanted to replicate through mood board and Adobe XD tutorial videos, I thought I would add a digital wireframe of what the high-fidelity prototype looks like.



Digital wireframe screen size variation(s)

The idea behind the mobile screens was to keep to the desktop version as much as possible, this was achieved by watching tutorial videos on best practices implemented when device agnostics (multi platforms) are incorporated in a website design.



Prototype :

Early model of the digital product showing functionality.

Usability study: Summary

I did not complete a low-fidelity prototype or usability study, the reason for this was based on the feedback I received in my last case study. I realised the participants who took part in the usability study for my first case study focused on the look of the prototype rather than the flow. I thoroughly researched the advantages and disadvantages of using a low fidelity prototype and decided not to complete them.

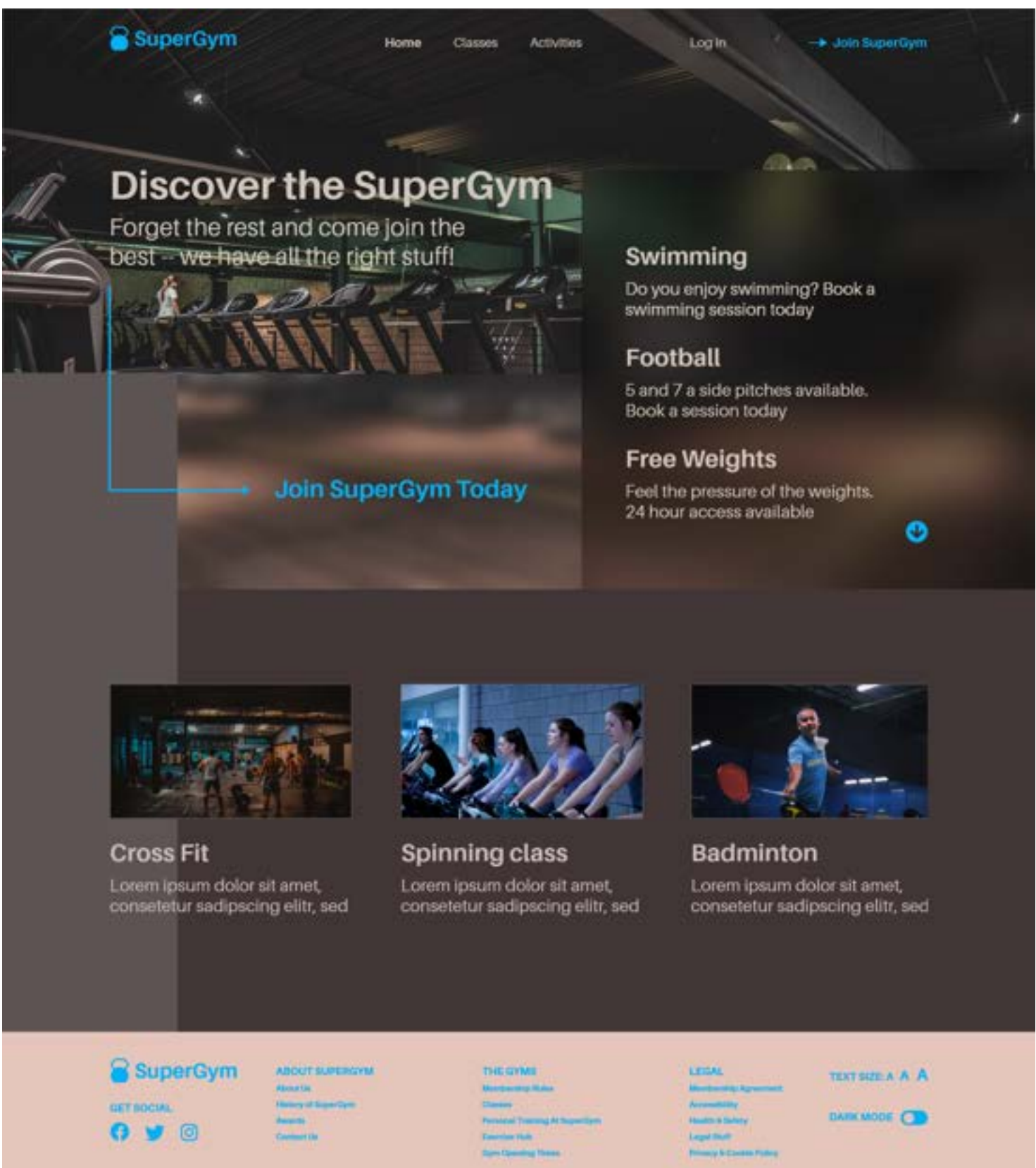
Another reason I did not do complete a low-fidelity prototype or usability study to save time on the final design. By only doing the high-fidelity prototype and then conducting several unmoderated usability studies I was able to capture insights quicker as the participants didn’t have to go outside their comfort zones by trying to imagine what each screen was trying to represent.

Usability study: findings

- **Footer text** - Users could not easily see the footer text
- **Call To Action Button** - CTA needs to be clearer to get the users' attention
- **Scroll bar** - Users were unaware of the information below the fold on desktop

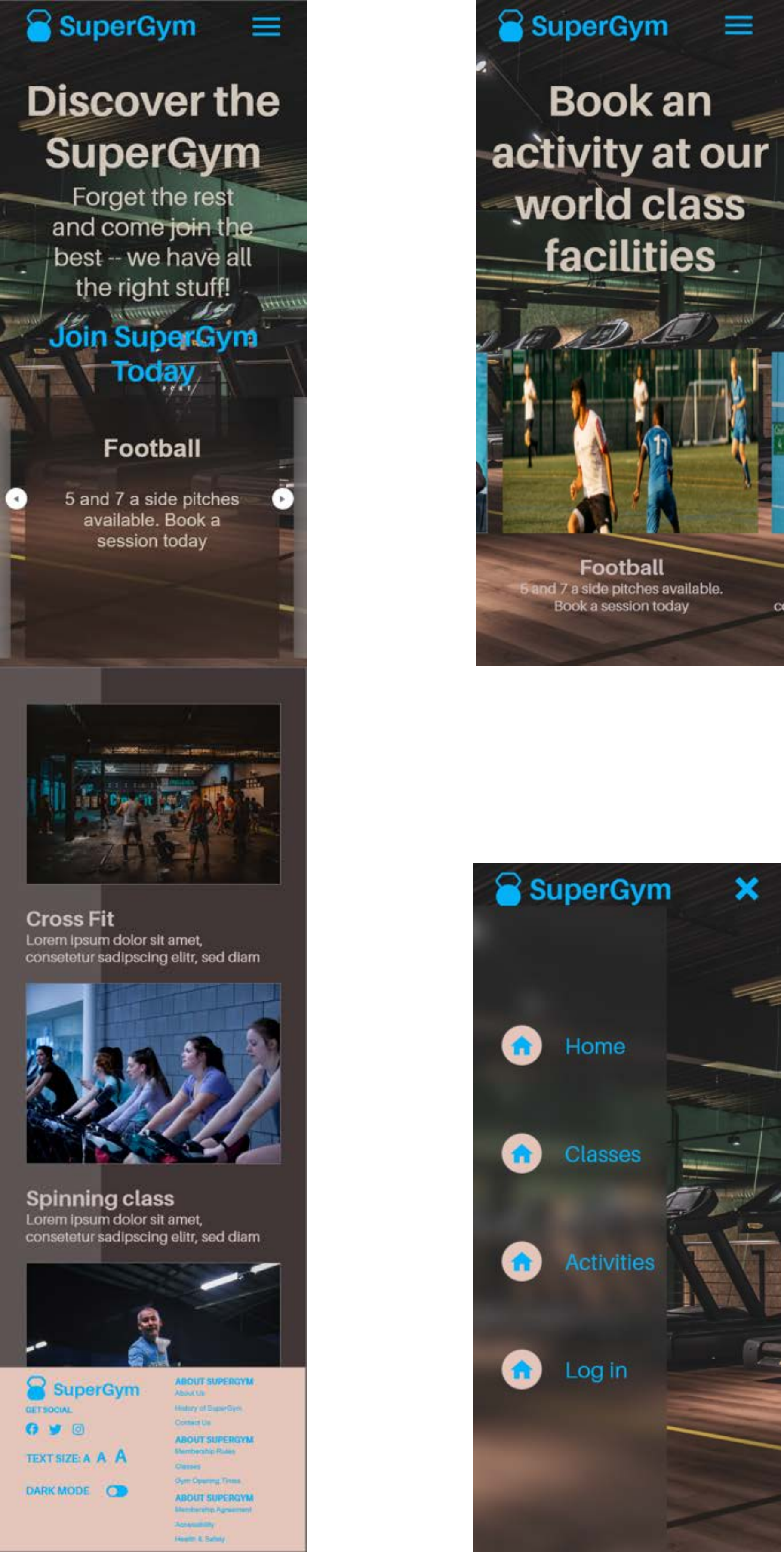
Mockups

Using the insights gained from the usability study of the high-fidelity prototype, I decided to include the option to resize the text. This change is part of the accessibility I want to include on this responsive website.



Screen size variations

I have presented mockups showing how the website would look on a mobile device. The challenge was to maintain the look and feel of the desktop version on a smaller screen, giving the user the same browsing experience.



Accessibility considerations

- I used a variable font size in the footer to offer this option for anyone who might struggle with the normal text size.
- Future iterations will include additional languages as an option such as Urdu and Somali to cater for the Pakistani and Somali communities.
- Future interactions would include ease of access using social platforms to sign up and log in.

High-fidelity prototype

As I did not complete a low-fidelity prototype it was important that the flow was clear and simple. I included the design changes made after the usability study.

Please view the SuperGym [high-fidelity prototype](#)

What next:

Takeaways, what was learned

What I learned:

I learned about the advantages and disadvantages of not completing a low-fidelity design and prototype. I may have missed some vital insights from not having completed the affinity map on the low-fidelity usability study.

This is something I will include in the next case study.

Next steps

- Go back and conduct the usability study with a low-fidelity prototype.
- Work on the user flow to assist the user getting the very best out of the app.
- Add additional language options to really expand the accessibility for users.