BYIT Prototype Design

Experience Design Project

Created by:
Karina Kozarova - 3783529,
Nour Khatib - 3962881,
Martin Kiryakov - 3780090

Fontys University of Applied Sciences
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Main idea behind the project

        This idea is one born not out of necessity, but rather convenience and streamlining. It has been proven that music does indeed improve the quality of your workout, through relieving boredom and tiredness and helping with synchronization of movement (see References - 1). We believe that this app will help people who are motivated but struggle to form habits. By alleviating the monotony and repetition of the gym through a carefully selected playlist of appropriate music, we believe that we can vastly improve the efficacy of people's workout regimes.

Persona

Who am I?

CHARLOTTE BAKER

I'm an extremely active person. My body is top priority for me. My second priority is music, the fuel for my workouts. I am always open to learn new ways to exercise and to improve my health.

The persona we have chosen for this app is Charlotte Baker - a young female bodybuilder that focuses a lot of her energy and time on improving her body.

User requirements

RESPONSIVE APP

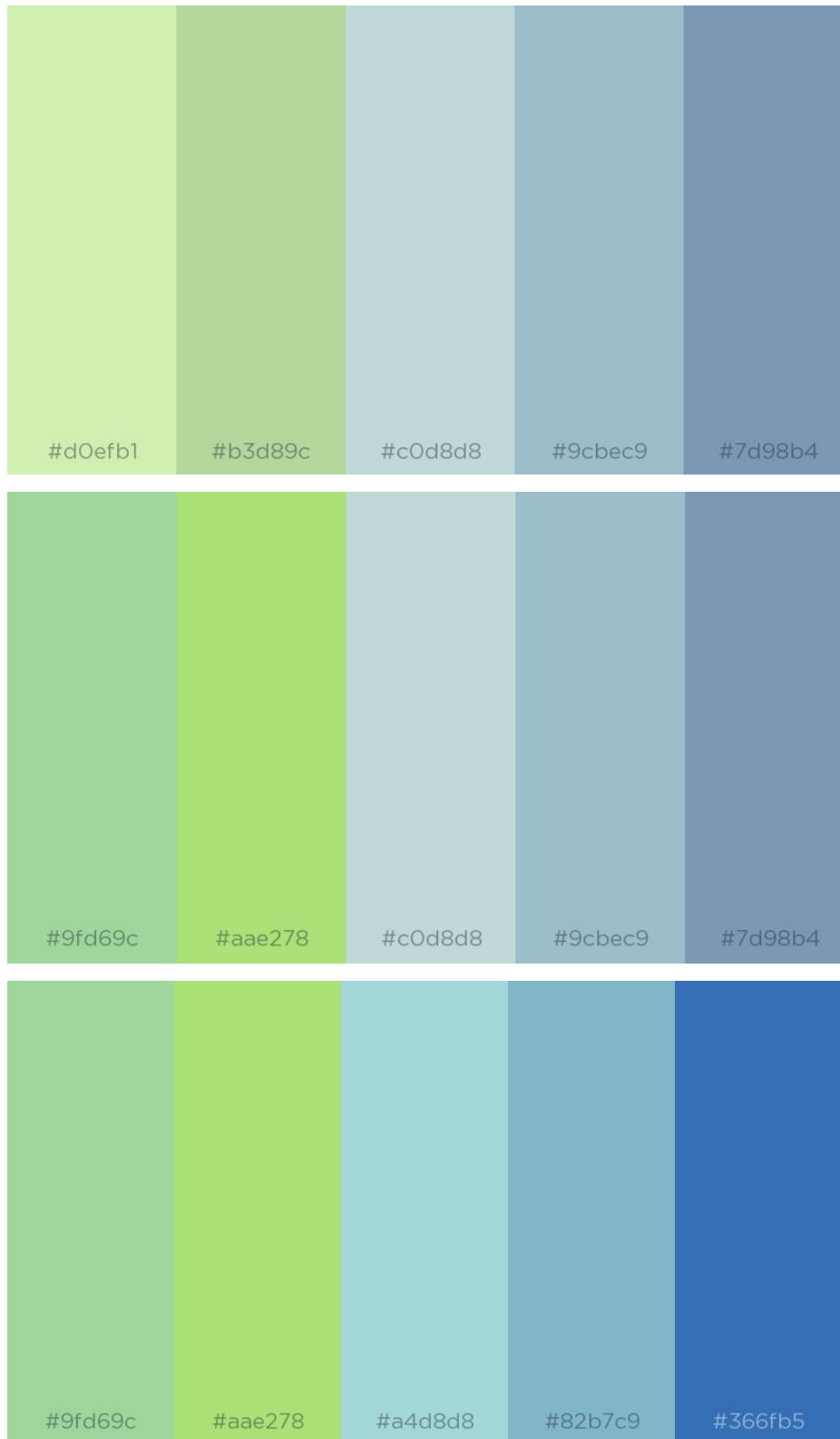ABILITY TO CHANGE BETWEEN SONGS

ACCURATE WORKOUT SUGGESTIONS

SOCIAL MEDIA CONNECTIVITY

EASE OF USE

Chosen color scheme

As we believe in color psychology, we decided to focus mainly on green and blue colors in our app. To do so, we had to decide between a few palettes. In the process of working we had most trouble choosing between the following color schemes:

#d0efb1	#b3d89c	#c0d8d8	#9cbec9	#7d98b4

#9fd69c	#aae278	#c0d8d8	#9cbec9	#7d98b4

#9fd69c	#aae278	#a4d8d8	#82b7c9	#366fb5

In the end, after many discussions, we decided that we should go with the last one because it feels the most energizing and we are building an app that's main focus is energizing people so that they are able to focus on their workout.

Typography

Something we realized was quite important after we got feedback from our users is that our original font did not resemble enough with the user. After some research on how fonts make people feel we ended up choosing the font for our app - Montserrat. The Montserrat typeface is geometric but at the same time outspoken, practical and scalable. It is a functional and contemporary typeface but it does not neglect design aspects and is able to combine this with happy and open character that gives it appeal and attractiveness.
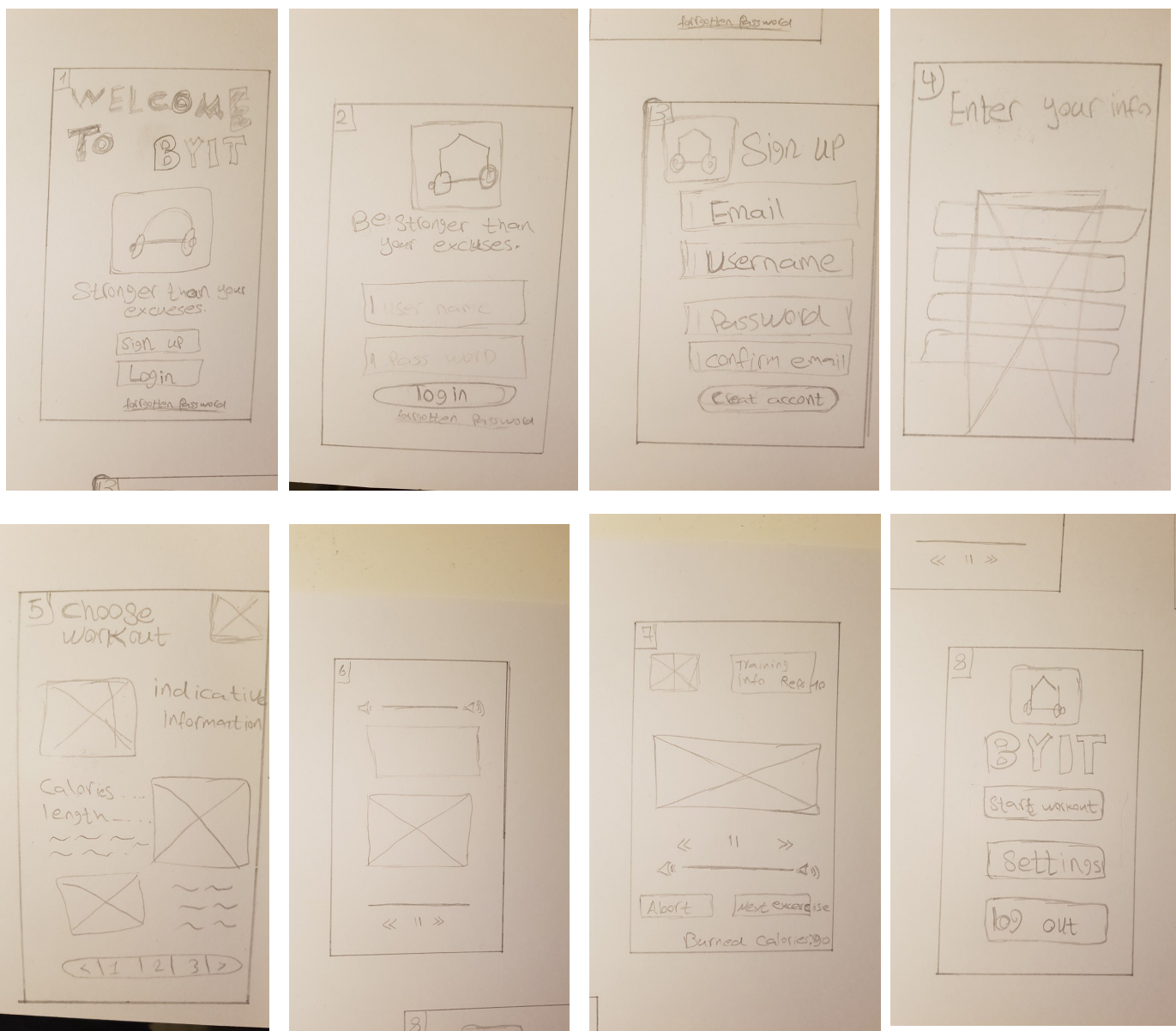
Design Sketch

The main goal of the design was to find a design as straightforward as it can be,as the main users for the App are sporters who are in a hurry and in an active mode while using the App. Finding the simple design without jeopardising its quality was an important factor for those sketches.

We used minimum amount of buttons on each screen combined with illustrative images so the user can spot the content with a glince.

Starting from the sketches offered for us an overview about what we are working on and was much easier to alternate our choices with high time efficiency and flexibility to try multi design scenarios.

At the end we landed in choosing those sketches to work on as blueprint for the design and we have been able to achieve a prototype as close as it can be from the plan, with some changes according to the user feedback.

Logo sketch - Martin
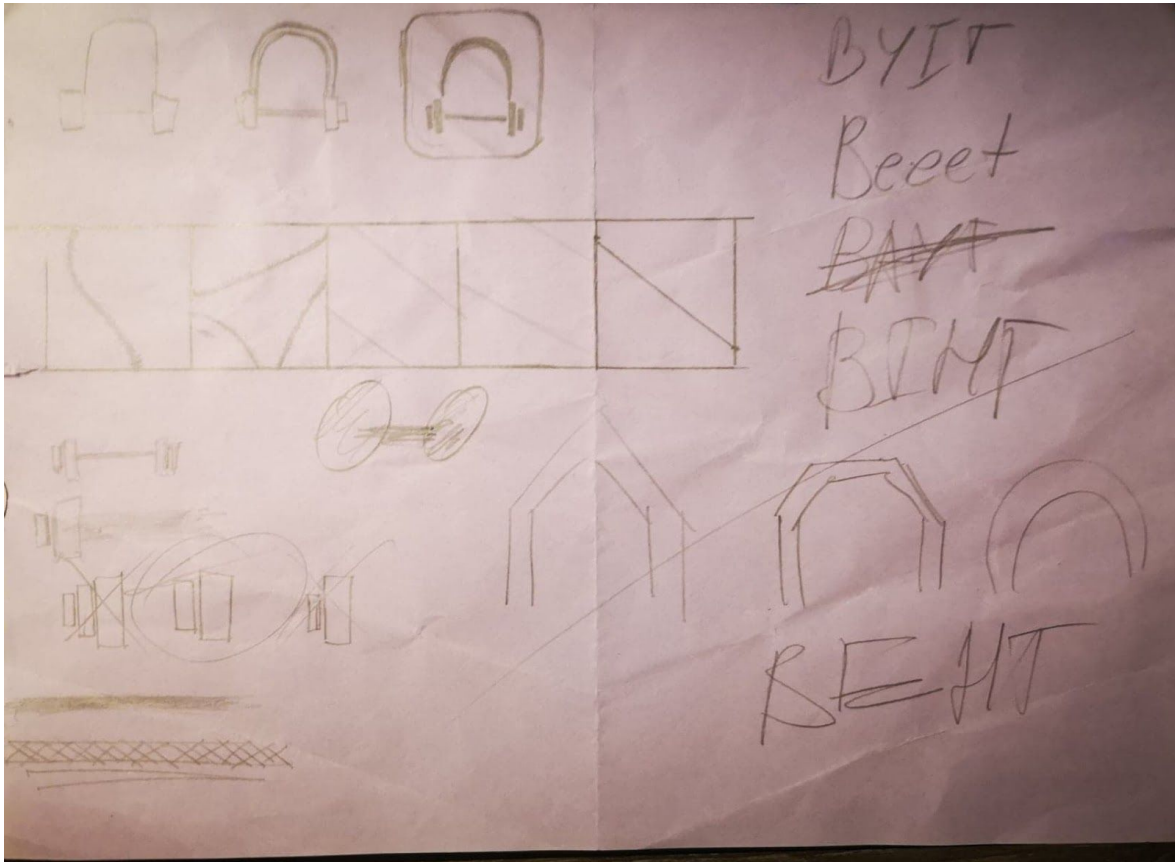
     We went through a lengthy process when it came to designing the logo for our app. After all, the logo is the sigil, the first and last thing you see when you interact with the software. Thus, we wanted to do it justice and make it as close to perfection as possible. We first started with a brainstorming session, throwing a bunch of ideas at the wall and seeing what sticks. When we had an image of what we wanted, we got to work. We started an iterative design process, exploring different variations on the main design. We tested different simplicity levels, different gradient patterns, different textures, and color schemes, eventually settling on a simple linear gradient with a white logo overlay.
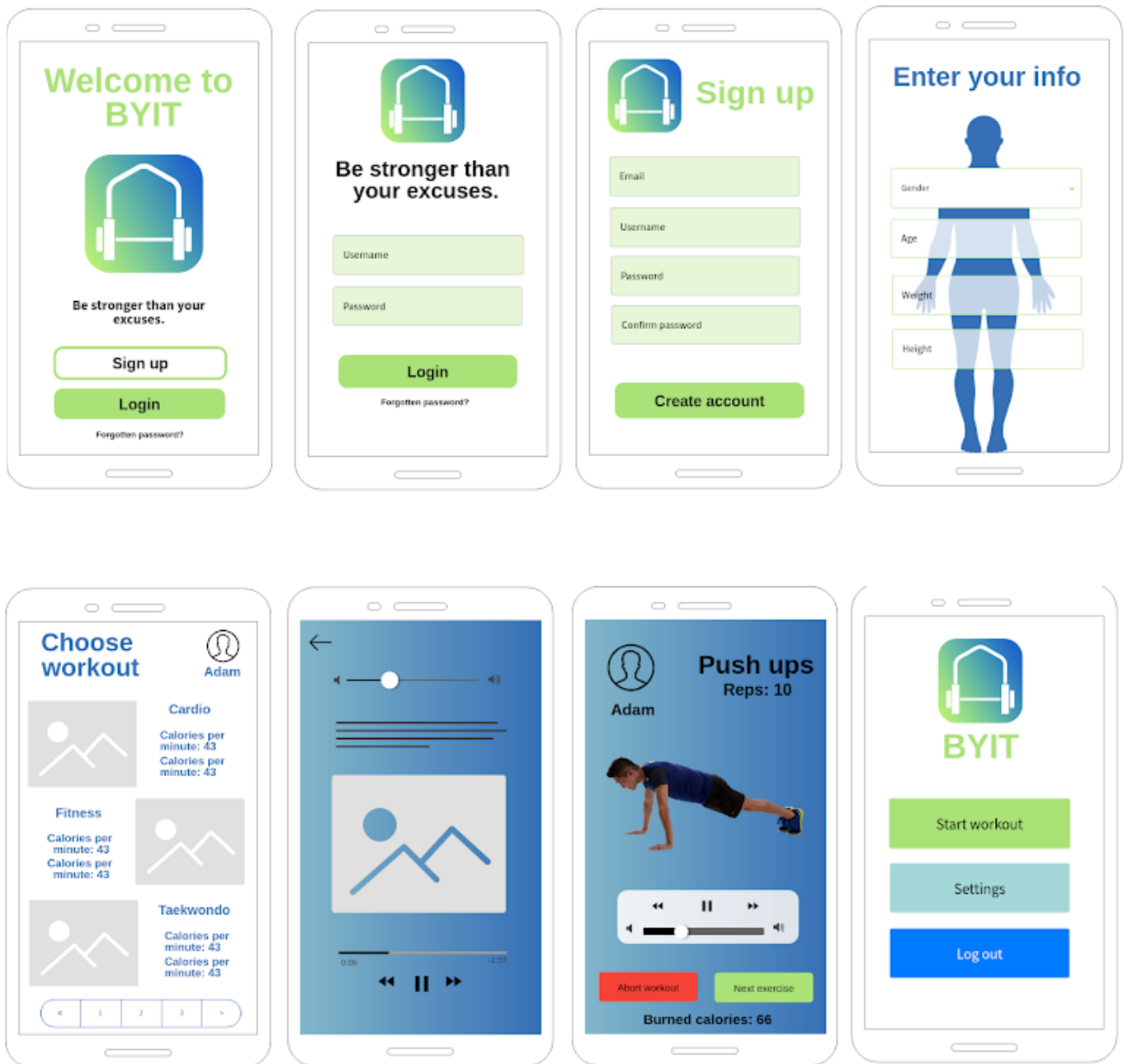
Wireframe - Nour
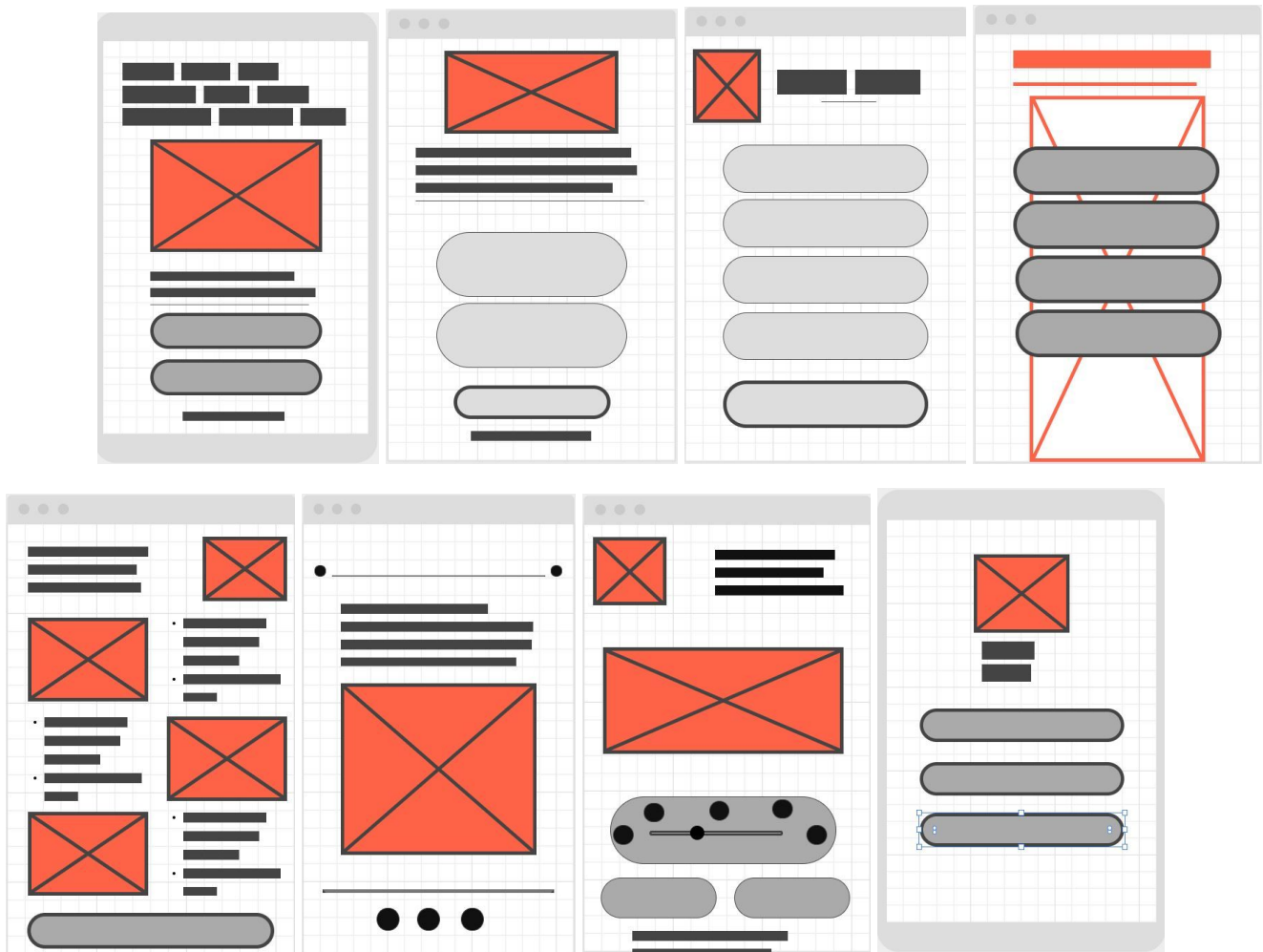
Mockups

After the wireframes, we had to create the mockups. We used the structure of the wireframe and of the design sketches and applied the colors from our chosen color scheme

For all the mockups, go to the mockups folder in our submission.

Prototype

To convert our mockups to a real prototype, we used InVision. For the first working version of our prototype, you can go to this link. The current version is 1.1 and can be found here.

How we tested the prototype

The prototype was tested on a carefully picked subject. She went through all the pages while giving active audio-based feedback. The interview was recorded with a screen recorder that allows to show the interaction between the user and the

prototype and record the audio comments from the user as well. The recording can be found on [Youtube](). This feedback was transcribed, noted and re-formatted into a digestible list of key points. This streamlined the process of improvement of the application and moving on with the design.

After the interaction, we followed up with the user and asked for more feedback to get a clearer picture of what she thinks about it. After a discussion with the team and taking into consideration what our first user said, we decided that we should also do guerrilla testing. This way we gathered even more information on what areas we can improve and what was not really clear for the end-user. The feedback we received is described in the next section of this document.
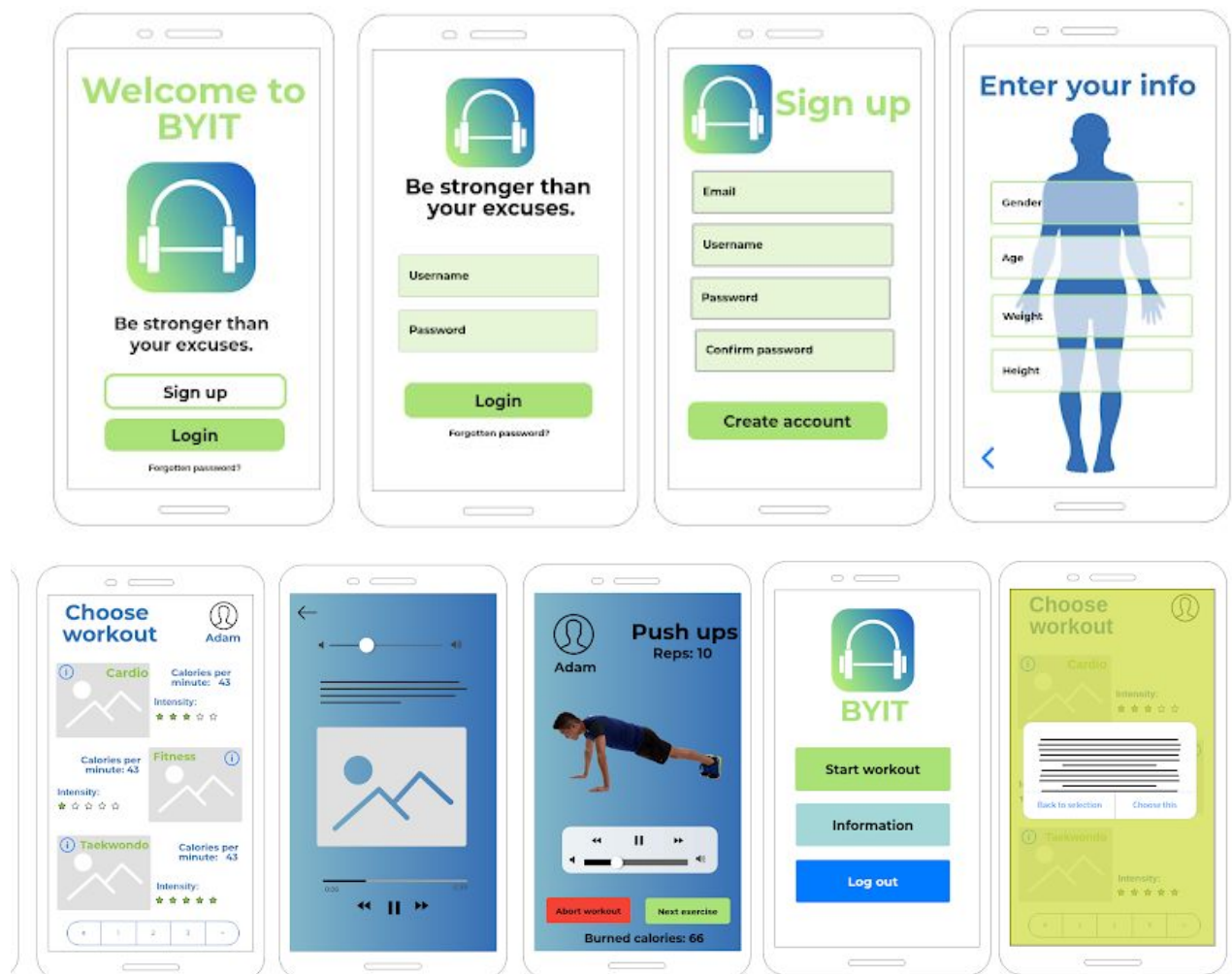
User feedback - Nour

From the first carefully picked subject we tested our design on, we got quite some useful feedback. To start with, the user asked for a different logo for the app. She didn't get a clear enough idea about what our idea represents in its current form. The user also indicated that the settings button is inconvenient where it is positioned right now and it wasn't common sense to her why we called it settings when it was more about the user information. She also did not like the select workout page.

Overall, the user seemed very satisfied and motivated for the idea of the App in general, with positive feedback on the design as a whole and the coherence of the functionalities. The user indicated different preferences for the App colors, and we acted accordingly by considering the feedback in the colores choosing process mentioned above.

Something we heard from both the picked user and our "guerillas" is that the font was not bold enough. At first, we taught that this was an advantage because we wanted to keep our design as simple as possible. However, from the feedback we gathered we realized that we want our app to be bold, to be energetic, to communicate with the user with a lot of power. That's why we even had discussions on which font to use but one thing was sure - the font we were going to use was going to be **bold**.

Because of all the feedback we received, we created new mockups and a new prototype.

The new prototype can be found on this Invision URL.

References

1. https://www.scientificamerican.com/article/psychology-workout-music/
2. https://pubtechgator.bmj.com/tag/montserrat-typeface/