

UWAFTSubmission_TASK4_GROUP_LETTER_SCHOOL_2024

During the process of creating our fitness app we asked ourselves many questions. We had to put ourselves into the shoes of consumers that would be using our app. The main question we had been thinking about is why would consumers choose our app (what would convince them to download our app compared to other competitor apps), and how consumers would believe that this app will benefit them, physically and mentally. Those questions can mostly be answered by design and function. If our app had too much of a complex design, people that are newer to technology could easily get frustrated and quit our app before they could even try out any of the actual features and functions that are provided. The app provides simplicity and functionality. The app provides different functions and acts as your own personal trainer.

Creating a personalized routine depending on the user's body type and the user's personal goal that they prefer to focus on (for example, some consumers would prefer to focus on losing belly fat, while others could have goals of building body muscles/ body mass). With the app being able to customize itself to the user's personal goal, they can have a proper trained workout that will also be fun for the user. This app has many different functions. Those functions are having a diet tracking button, workout plan, a personal streak, and a personal calendar. With our many functions but keeping a simple design the users can understand the information that they are processing and are able to find certain functions. Each function has a different basic symbol that each function represents, making it easier if a consumer wants to reach just a certain part of the app. Everything that the user puts on the app is personal to them, no information will be shared to other users therefore they can workout, have fun and be completely safe from the other people on the internet.

Overtime as the day went along person after person coming over and reviewing our app we made short notes on separate google docs, recording the experiences, thoughts, opinions, observations and feedback. But to gather information from others we had to go through a process. We have people who would be our investors or just a consumer that is trying the app out for the first time. They would sit down as our product is being displayed to their will. We show the users different functions of each button as they do most of the work. If we were leading our consumers the whole way through the process, there wouldn't be any feedback if our team was carrying them on our backs. We explained different functions as they tried to find the different functions. If the consumer can successfully manage to press the correct button to the function that is being explained it shows that our symbols can portray a basic example of how a certain symbol can be useful for others to presume what the feature does. All of our consumers that had arrived to view our product had all agreed that it was an organized platform. Providing simple but necessary tasks. Because of the simplicity of the platform it was easy to use causing no confusion nor did it create a complex design where the consumer couldn't understand anything.

One improvement our teams need to make is with the thoughts and ideas from all of our consumers. Our consumers believe that our icon for the calendar should be changed to look like a date instead of an actual calendar. Users would miss press the workout functions date as the calendar that our app is supposed to have, but it has its own separate page. We knew that our team had to change symbols for our calendar functions. From there our team is improving the symbol for the calendar. Our consumer believes that for accessibility features for dates the symbol should look like a date or the date of the day they went on the

app. Many consumers were surprised by the many different options and accessibility functions that our app has to offer. Consumers believe apps that have different options/opportunities are extremely helpful, allowing users to have the freedom of different possibilities but not feeling overwhelmed. Our app is making all kinds of different users feel comfortable, friendly, and motivated when it comes to our product. Considering everything that our product and team went through, we believe that our app can change users' thoughts and opinions on themselves for the better.