

# Fitness Motivator

WNM 606 OL2 User Experience Design

Karen Chang

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## **2.2 Research Plan**

# **Background**

For many, exercise is boring and tedious. It'll be interesting to find out if there is a need for constant motivation to exercise and where people are currently getting them from.

# **Goals**

To determine whether stronger motivators for fitness are needed and whether phone apps have the potential to provide them.

# **Research Questions**

- Demographics of the participants
- Workout habits of the participants
- Motivators for the participants to exercise
- Current products made to influence people's workout habits.
- Participants' experiences of using health and motivation related apps.

# **Methodology**

- User Interviews: Conduct interviews with 3 potential customers for 15-30 minutes each to get insights into their workout habits and incentives.
- User survey: Build an online survey to collect user information.

# **Participants**

People aged 18+ who are interested in workout motivation apps and products.

# Interview Questionnaire

1. Your age, gender, and occupation.
2. Do you exercise regularly? Why or why not?
3. Are there any changes you would like to make to your workout routine?
4. What motivates you to exercise?
5. Do you think you need stronger motivation to meet your ideal exercise routine?
6. Are you happy when exercising? Do you consider it tedious?
7. Have you ever used apps related to health and motivation? How do they function and what were your experiences?
8. Do you know anyone else who had used similar apps before and how did he/she like them?
9. What are your thoughts on getting motivation from apps?

# Survey Questions

1. Your age and occupation.
2. How much time do you spend on exercising daily?
3. Do you wish to spend more time exercising?
4. What are some things that motivate you to exercise?
5. What health-related apps have you used before (ex: Pokémon Go, Nike Run Club)?  
What are your experiences with them?
6. Do you wish to have stronger motivation to exercise regularly?

# **3.1 Empathy Research**

# User Interview

Participant \ Question	Paul	Helen	Jones
Question	Male, 36 Software Engineer	Female, 59 Housewife	Male, 62 Businessman
Do you exercise regularly? Why or why not?	I exercise once a week to keep fit.	No, because I am lazy and I am not used to exercising.	No, because I am too busy to exercise.
Are there any changes you would like to make to your workout routine?	Yes, I would like to exercise more.	I wish I could start doing a 30 minute walk each morning.	I wish to take a stroll after lunch every day.
What motivates you to exercise?	I want to lose weight.	Lose weight, keep fit, keep healthy.	To have some quiet time alone and to lose weight.
Do you think you need stronger motivation to meet your ideal exercise routine?	Yes.	Yes.	Yes.
Are you happy when exercising? Do you consider it tedious?	I find exercising boring.	I feel relaxed when taking my walks.	No, I consider it tiring.
Have you ever used apps related to health or motivation? How do they function and what were your experiences?	Yes, I use Keep. It is a sport training app like a personal trainer. It provides guidance to a variety of exercises. There are videos for you to follow and do the exercise together with the app, and there are various strength levels for you to choose. I like it a lot. It gives	No.	I used Pillow to track my sleep cycle. I thought it would be interesting to observe my sleep cycle, but the app was too complicated to use, and it wasn't a free app.

	you badges when you complete a certain number of tasks or challenges.		
Do you know anyone who had used similar apps before and how did he/she like them?	Yes, I know a lot of people who use Keep and they also like it.	No.	No.
What are your thoughts on getting motivation from phone apps?	It feels great getting badges from the app and comparing my workout records to other users online.	Yes, especially when the app gives its users practical rewards.	It could potentially be effective.

## **3.2 Persona**



# Nina

*"A positive mindset brings positive things"*

## ABOUT

Nina is a front-end engineer working at a small tech startup in San Francisco. She is trying to improve her skillset and apply for a front-end position at a bigger company in the Bay Area. She struggles to find time to workout and take care of her health condition, and she hopes to cram these things into her busy schedule.

## NEEDS

- Balance work and life while staying competitive
- Finding occasional distractions from a busy and pressured life
- Staying fit and energetic despite sitting in the office for 8 hours a day

## SOCIAL MEDIA ACTIVITY

FACEBOOK

INSTAGRAM

TWITTER

## AGE

27

## OCCUPATION

Front-end Engineer

## INCOME

70K

## STATUS

Single

## LOCATION

San Francisco, CA

## FRUSTRATIONS

- Work takes away most of her time and energy
- After her work and study, she is not motivated to workout or develop hobbies
- She is concerned about her worsening shape and health condition

## CURRENT FEELINGS

Stressed

Concerned

Demotivated

## PERSONALITY

Passionate

Competitive

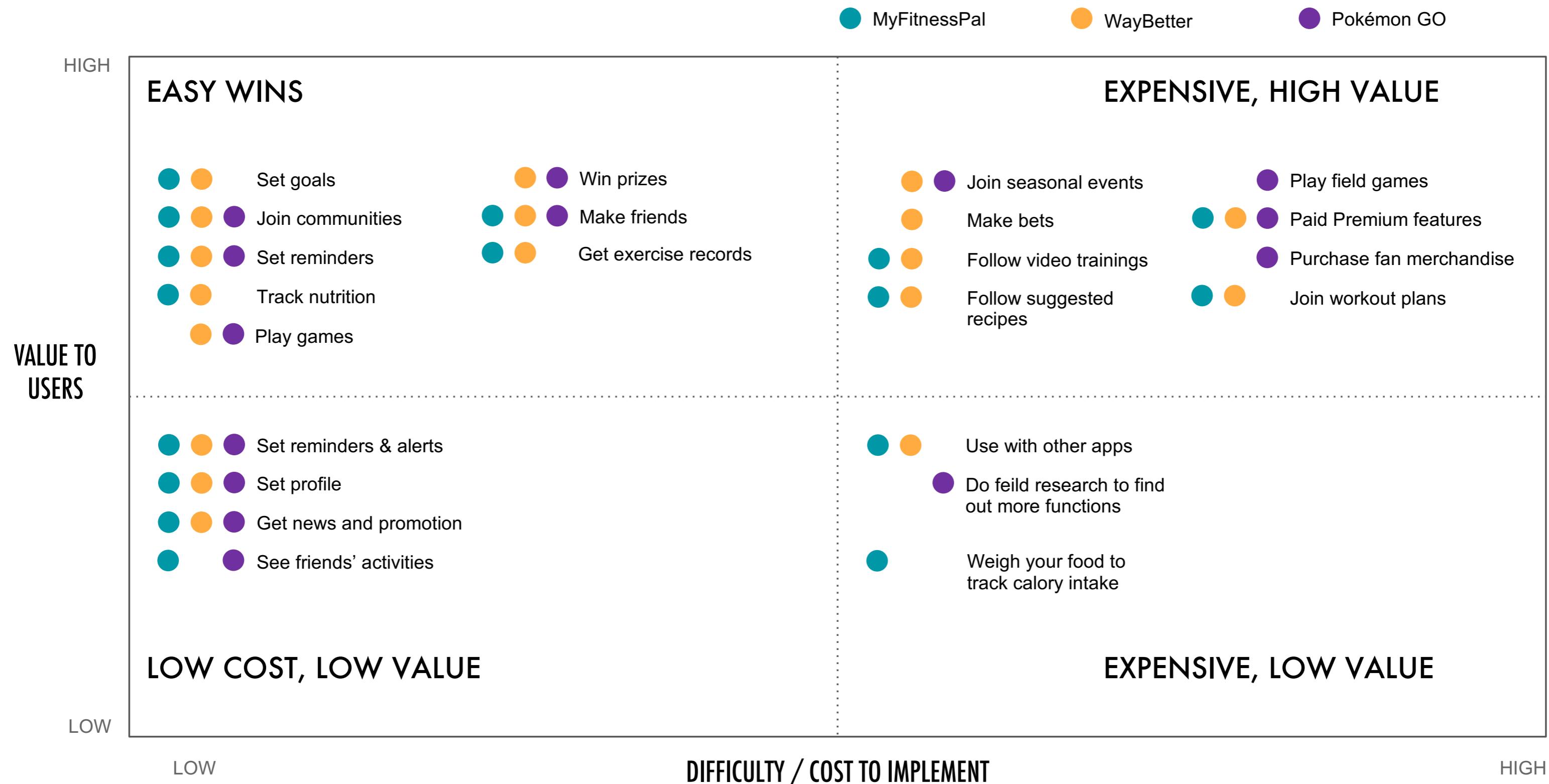
Hard-working

Friendly

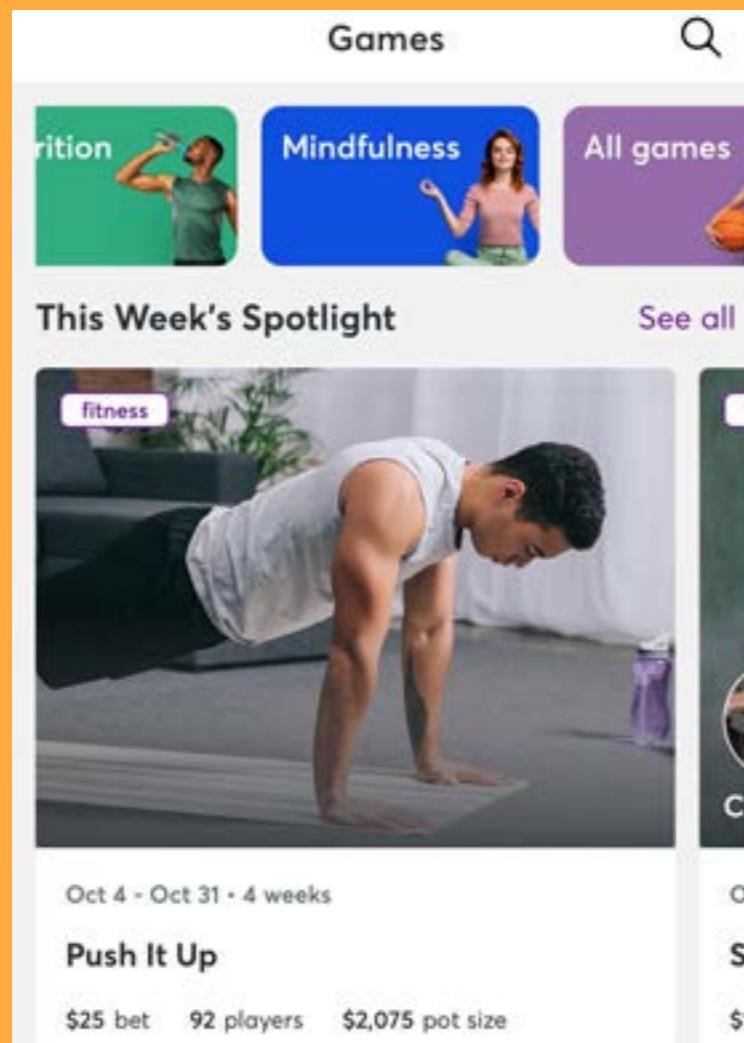
Ambitious

# **4.1 Feature Matrix & Heuristic Review**

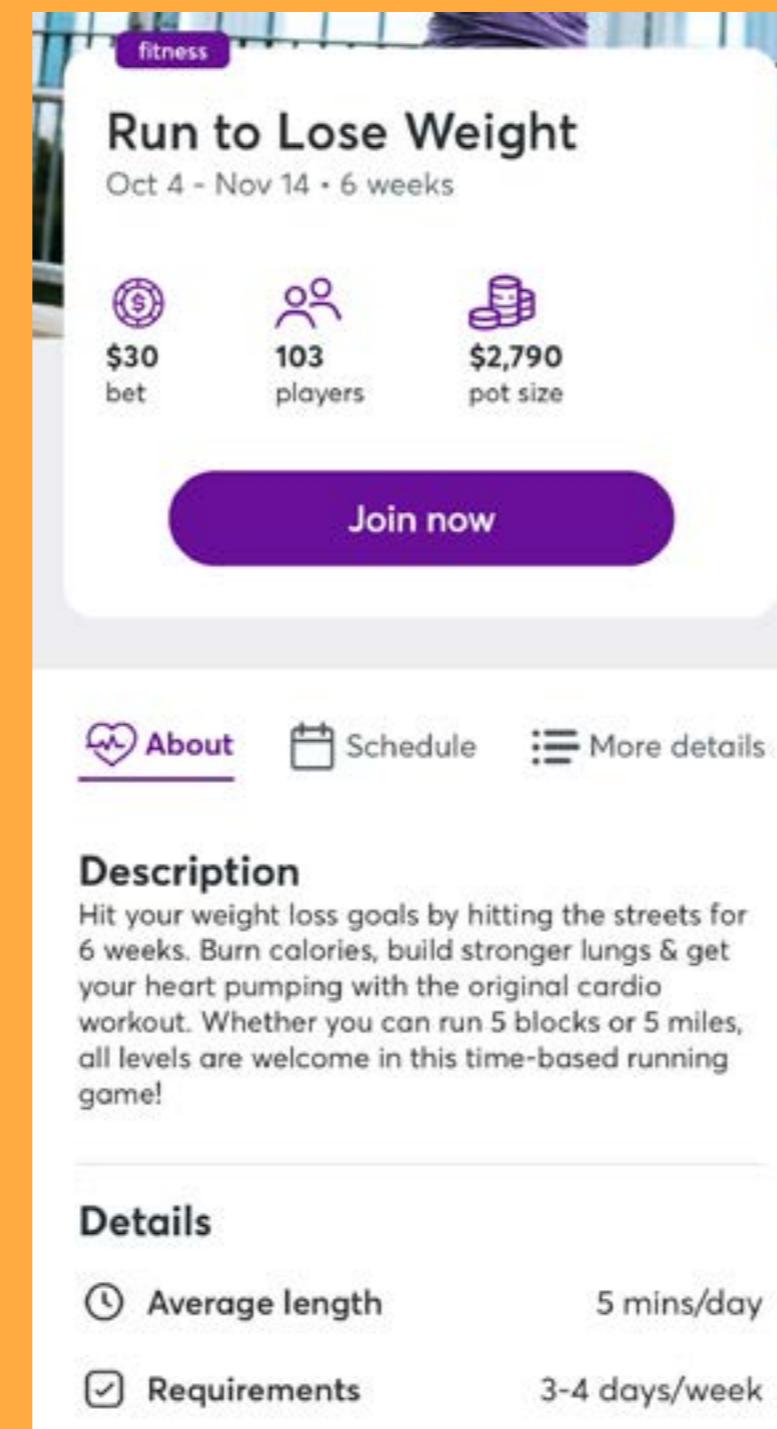
# FEATURE MATRIX



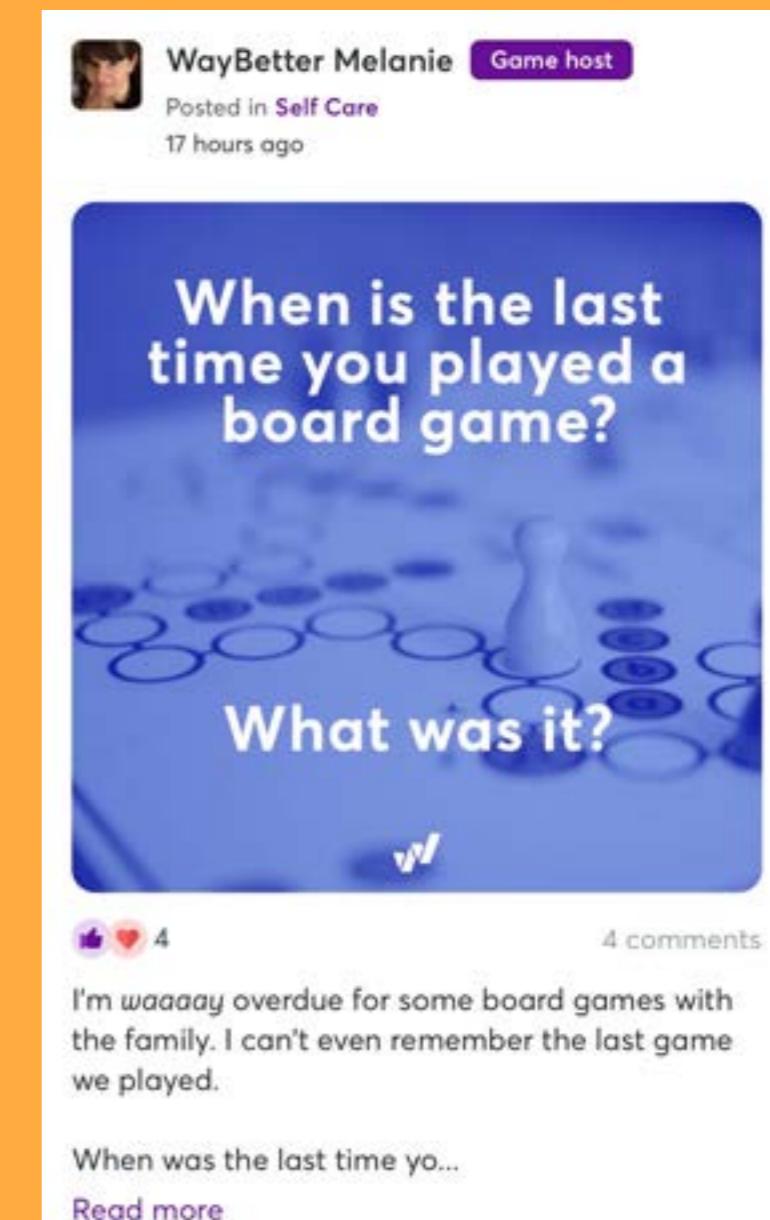
# Heuristic Evaluation – WayBetter



Game search page is clean and easy to use. The games are well categorized and displayed.



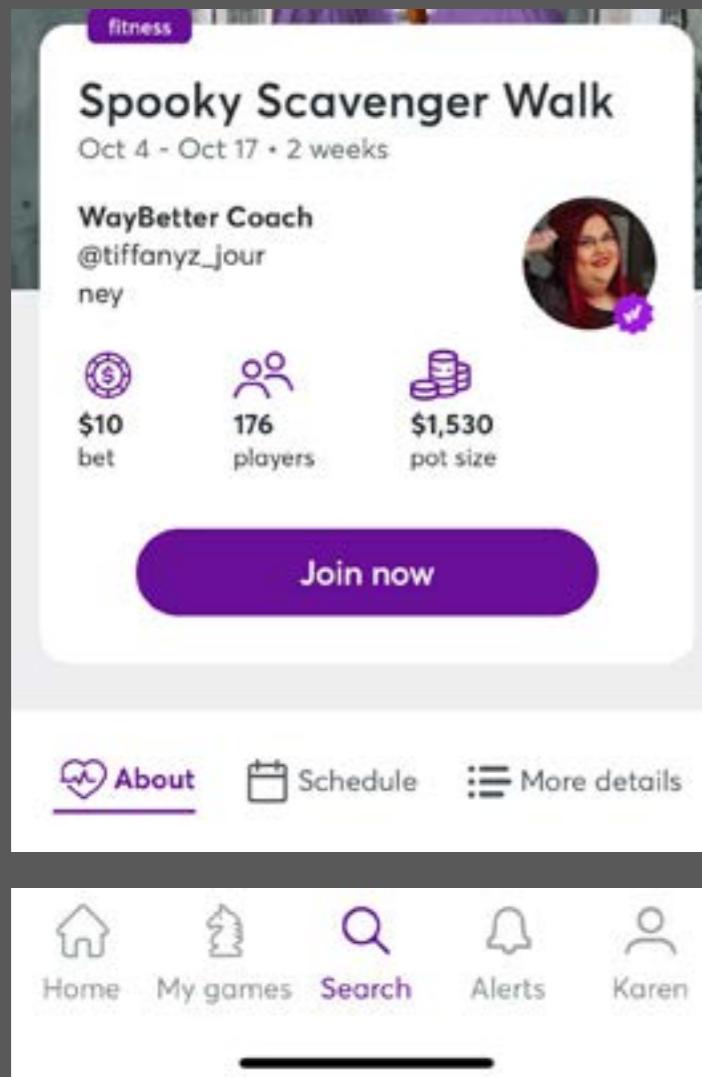
Game information page clearly shows the bet, number of players, and pot size with distinctive icons.



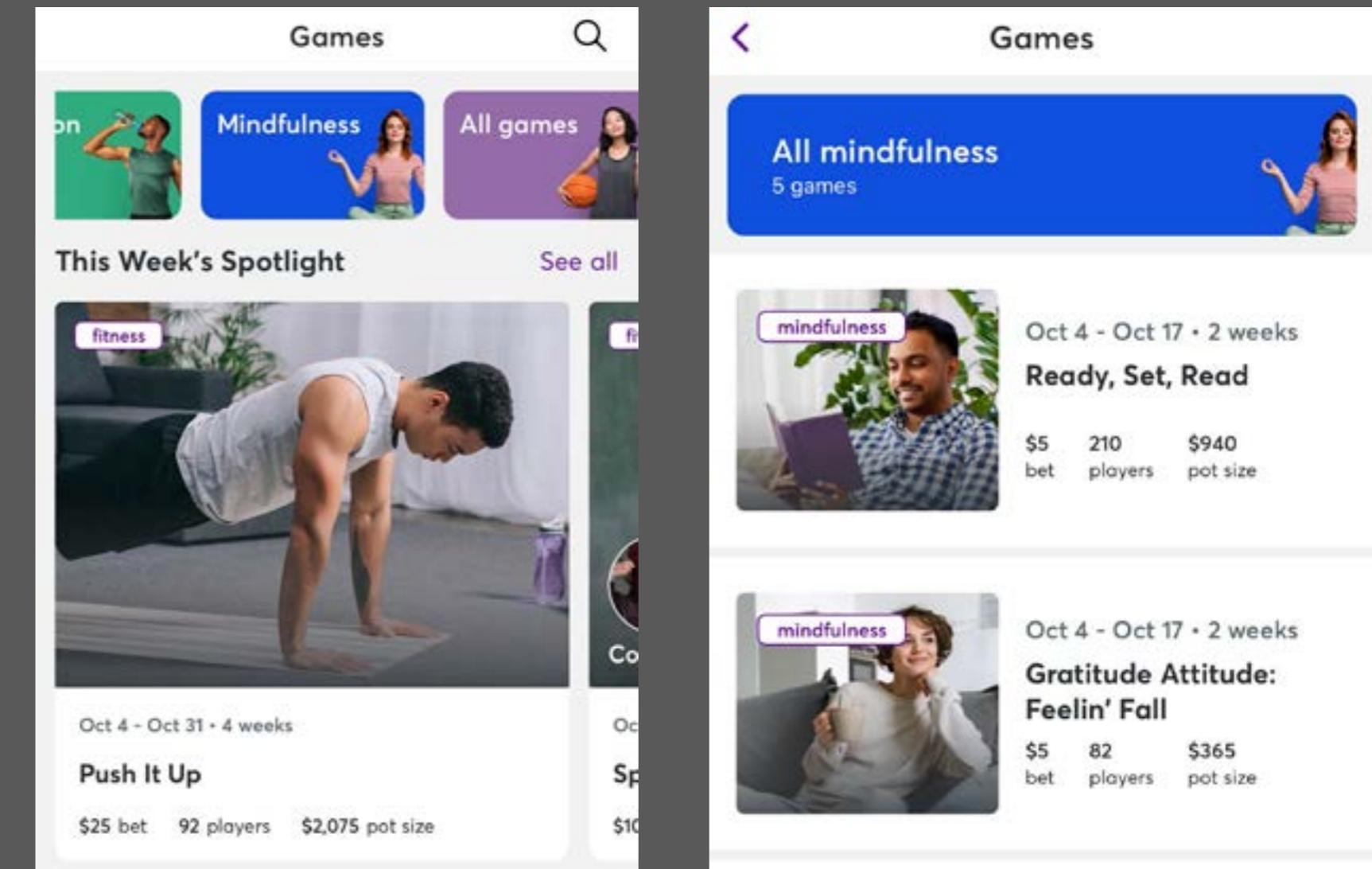
Home page displays posts from game hosts and allows players to comment and make interactions.

# Heuristic Evaluation – WayBetter

## 1. Visibility of system status



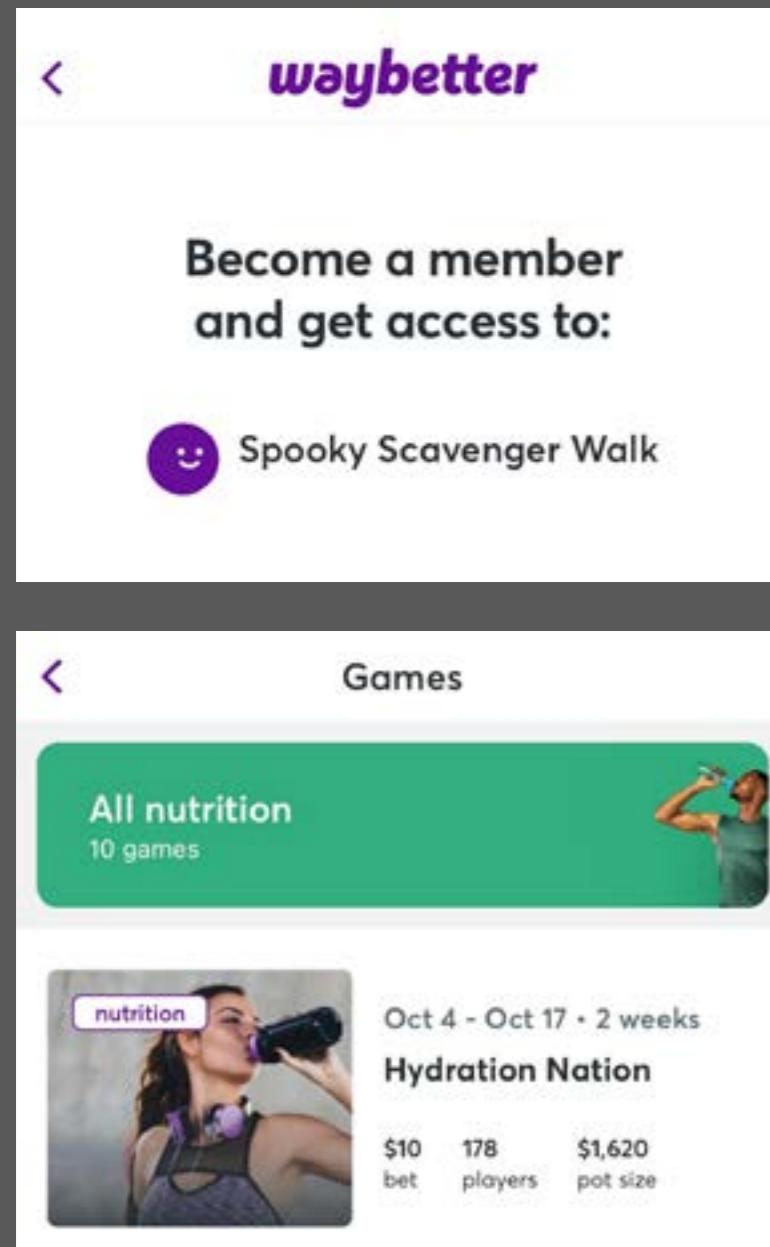
## 2. Recognition rather than recall



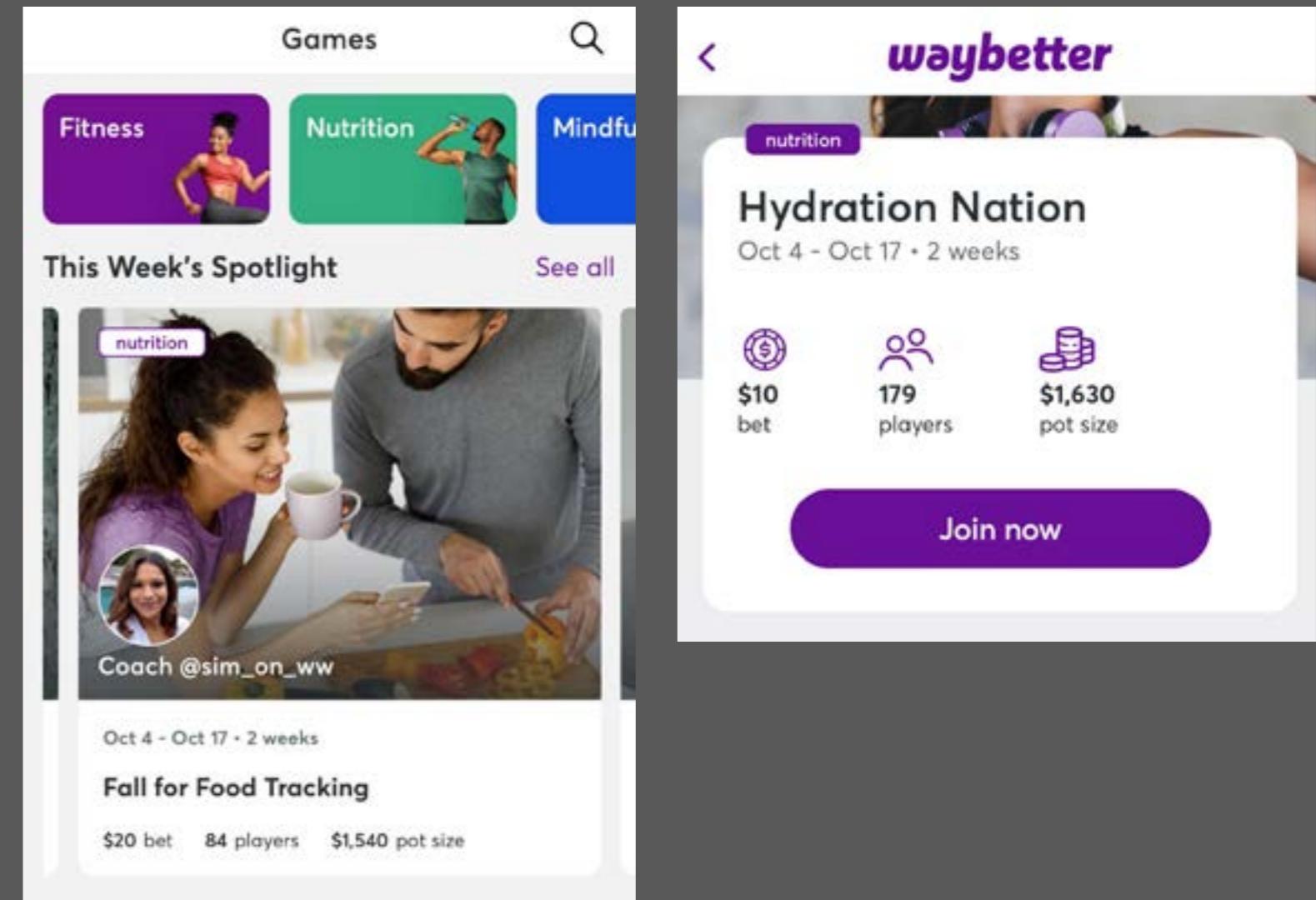
Easy-to-read icons allow the users to find information/functions quickly.

Title of the category stays on the same spot while the user is scrolling through the posted content.

### 3. User control and freedom



### 4. Aesthetic and minimalist design



Information is limited in each area to reduce confusion.

Exit icons are located on the top-left corner on every page, and close icons are easy to find as well.

## 5. Error prevention

Details	
	Average length 5 mins/day
	Requirements 2-5 days/week
	Pace Minimum 18 min/mi
	Difficulty All levels
	Verification type Tracker

Crucial information and reminders appear whenever there are choices for the users to make.

## 6. Help and documentation

The WayBetter app includes a comprehensive help center and FAQ area. The screenshots show the app's logo at the top, followed by a search bar and a section titled "Articles in this section". Below this, there are two main sections: "WayBetter Membership" and "WayBetter Game Rules". Each section has a timestamp indicating when it was last updated. To the right of these sections, there is a sidebar with a "Sign in" button, a "Help" link, and a "Return to top" link. At the bottom of the screen, there is a "Related articles" section with links to "Membership", "Can I play in more than one game at once?", "WayBetter Game Rules", "How do you prevent cheating?", and "DietBet Fees". Additionally, there is a rating section asking "Was this article helpful?" with "Yes" and "No" buttons, and a statistic stating "133 out of 718 found this helpful".

The app includes a help center and an FAQ area. It also asks the users to rate the answers or ask more questions.

## 7. Match between system and real world

The screenshot shows a mobile application interface. At the top, there is a white header bar with a purple "Share with us 😊" button and a red "+" button. Below the header, the text "What keeps you going strong?" is displayed. Underneath, there are two tabs: "Trending" (underlined in purple) and "New".  
  
The main content area features two cards:

- Lace up, go go**: A card for a fitness challenge starting on Oct 4 - Nov 14, lasting 6 weeks. It features a photo of a woman running, a "fitness" tag, and the title "Get Running". It shows statistics: \$30 bet, 62 players, and a pot size of \$1,710.
- Push reset**: A card for a nutrition challenge starting on Oct 4 - Oct 17, lasting 2 weeks. It features a photo of a woman drinking water, a "nutrition" tag, and the title "Hydration Nation". It shows statistics: \$10 bet, 179 players, and a pot size of \$1,630.

At the bottom of the screen is a large purple button with the text "See all games" in white.

**Titles and instructions are engaging and easy to understand.**

## 8. Flexibility and efficiency of use

The screenshot shows a mobile application interface titled "DISCONNECTED". It lists five external devices with their respective icons and "CONNECT" buttons:

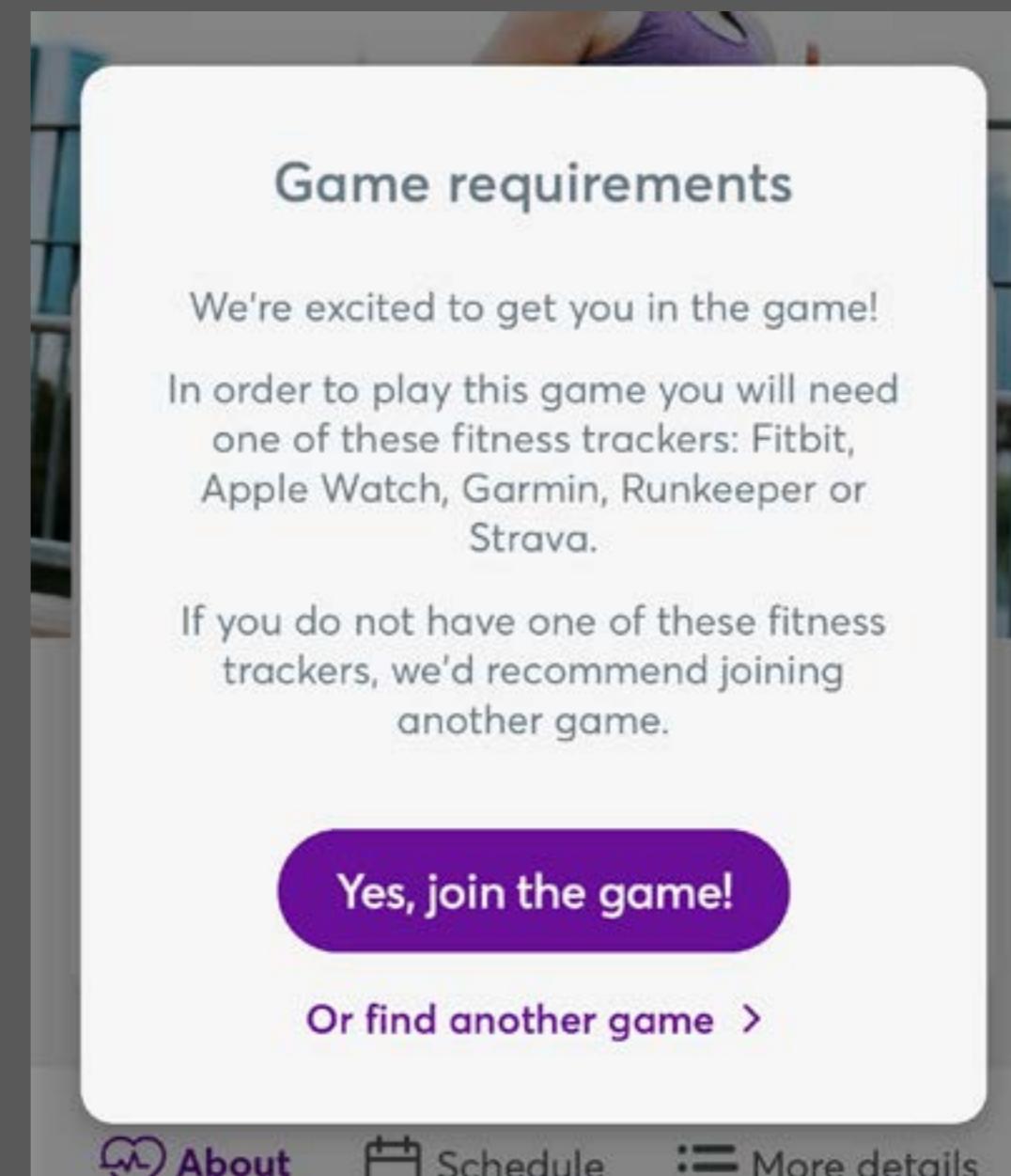
- Fitbit
- Garmin
- Runkeeper
- Strava
- Apple Watch

**System remembers external connections the users had made before and connects them automatically upon logging in.**

## 9. Consistency and standards



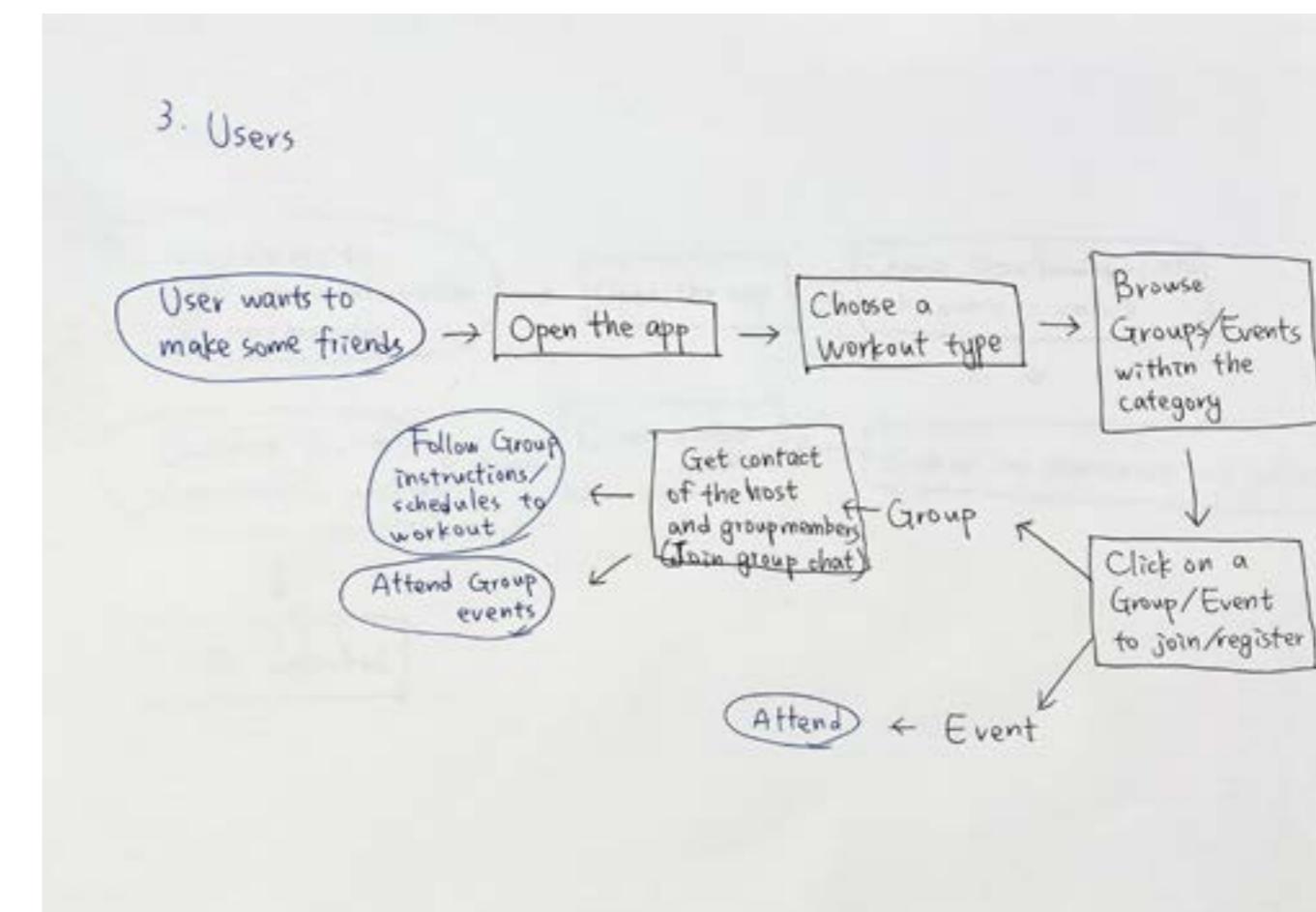
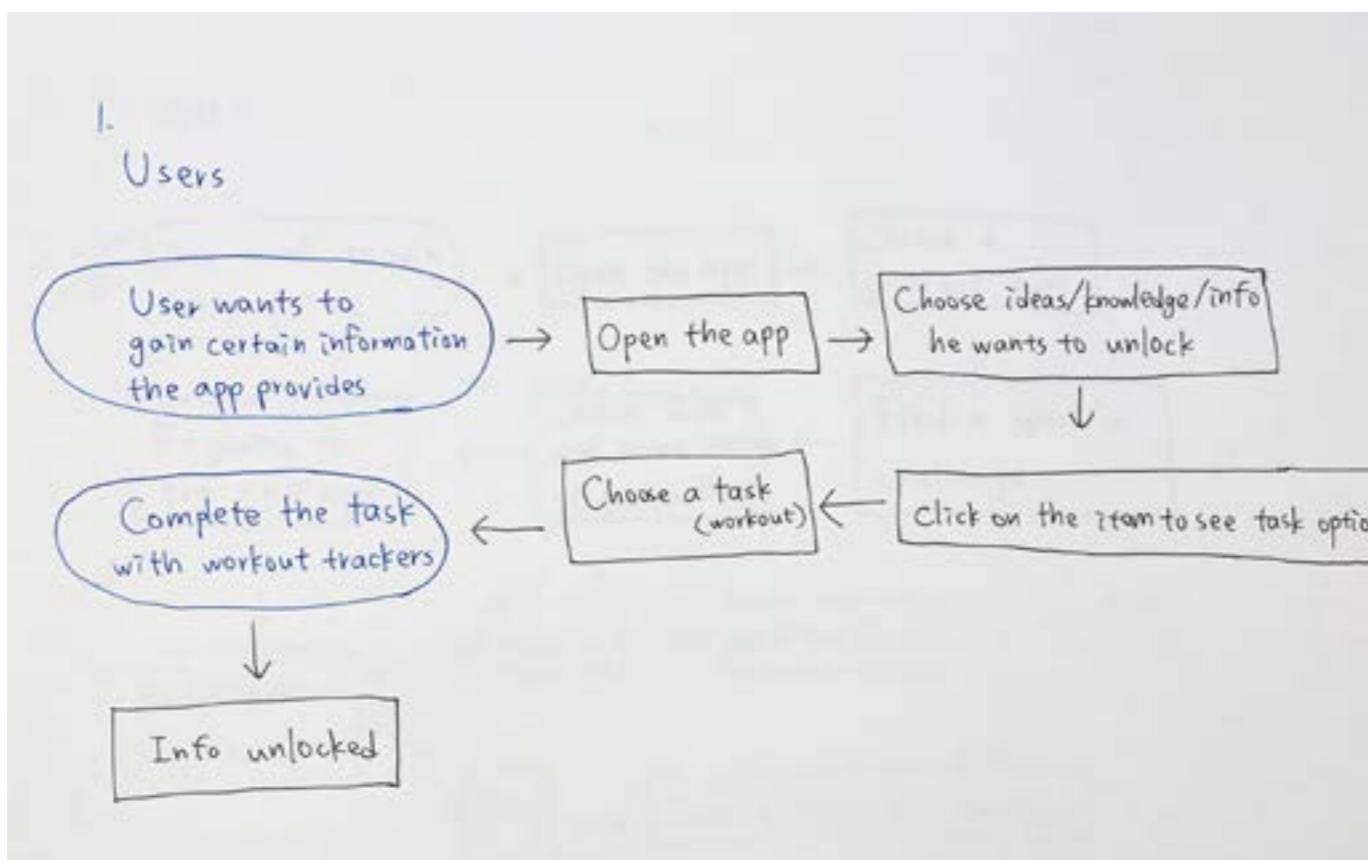
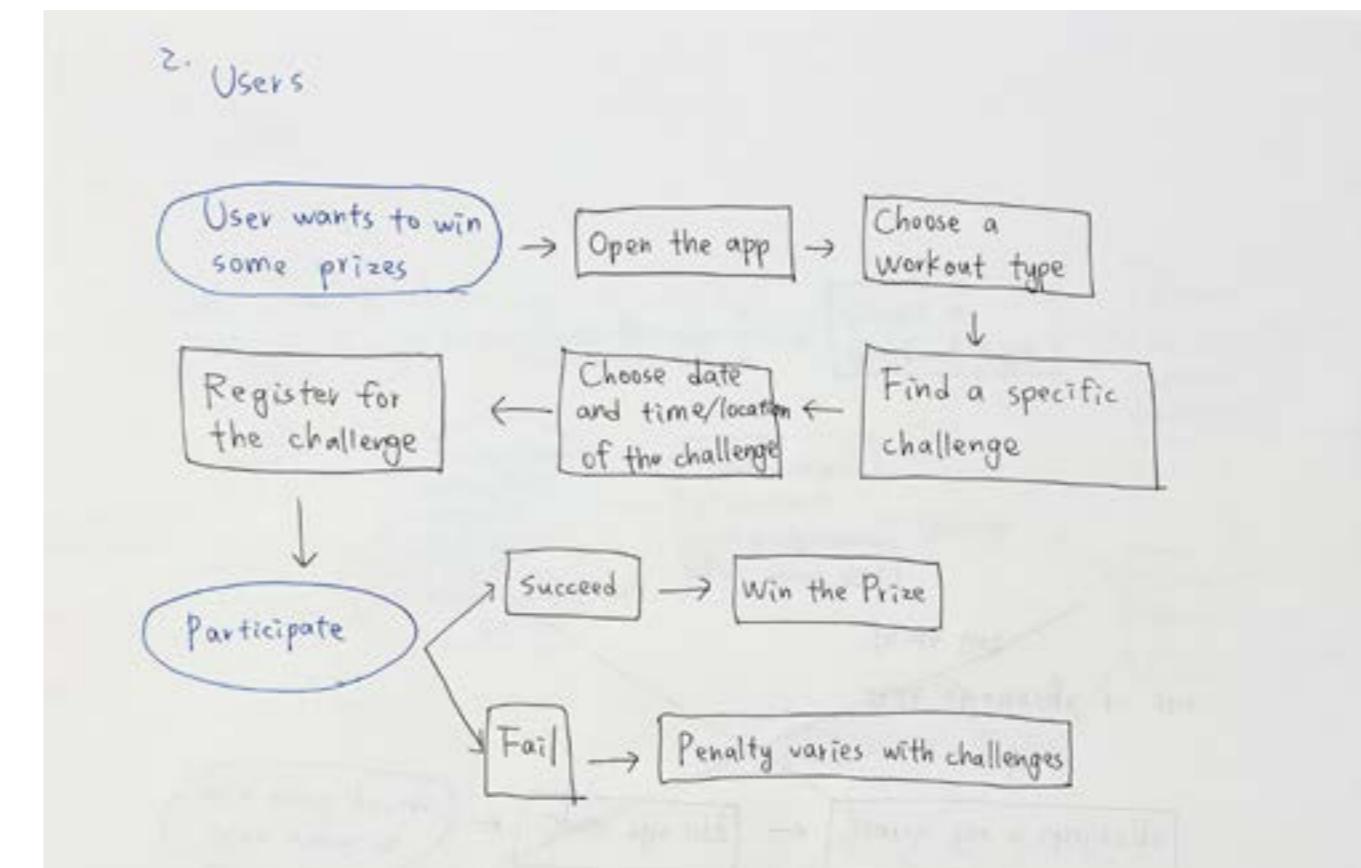
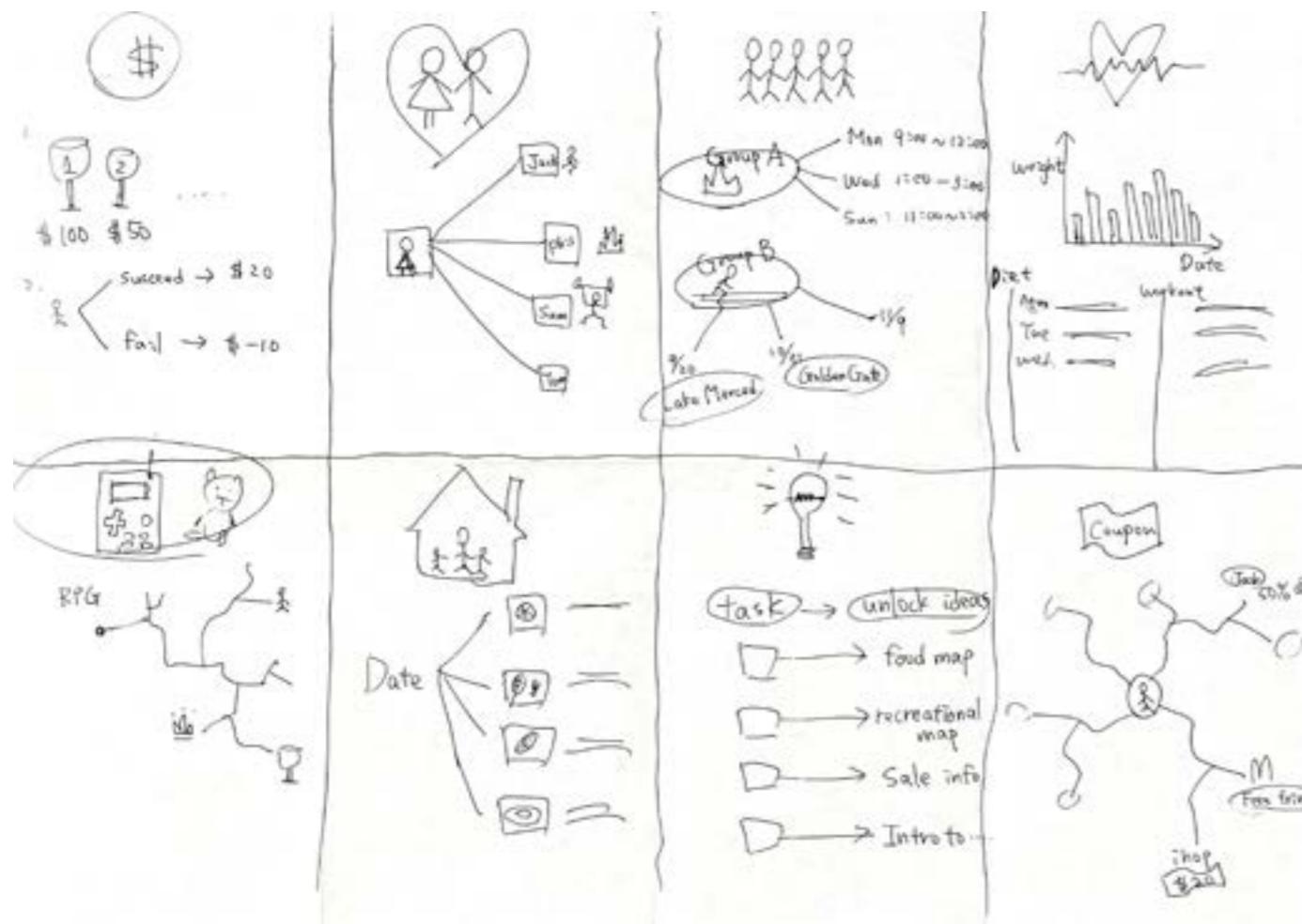
## 10. Help users recognize, diagnose, and recover from errors



The news and media posts are formatted and displayed the way most social media platforms do.

The app double checks the user's decision before entering the next step.

# **5.1 Brainstorming**



# **6.1 Finalized Task Flows**

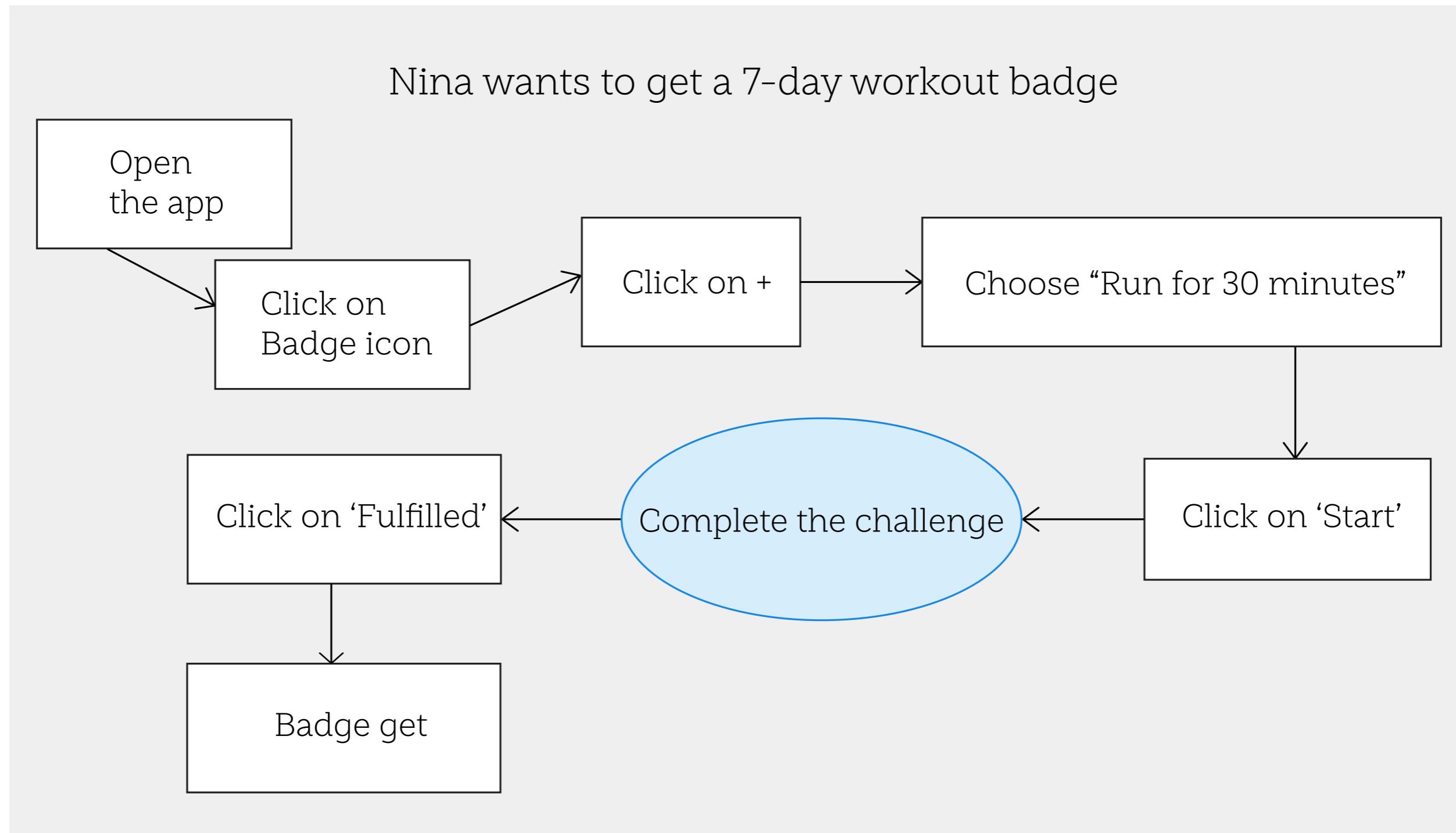


**Nina**

27

Front End Engineer  
San Francisco

## Task Flow 1



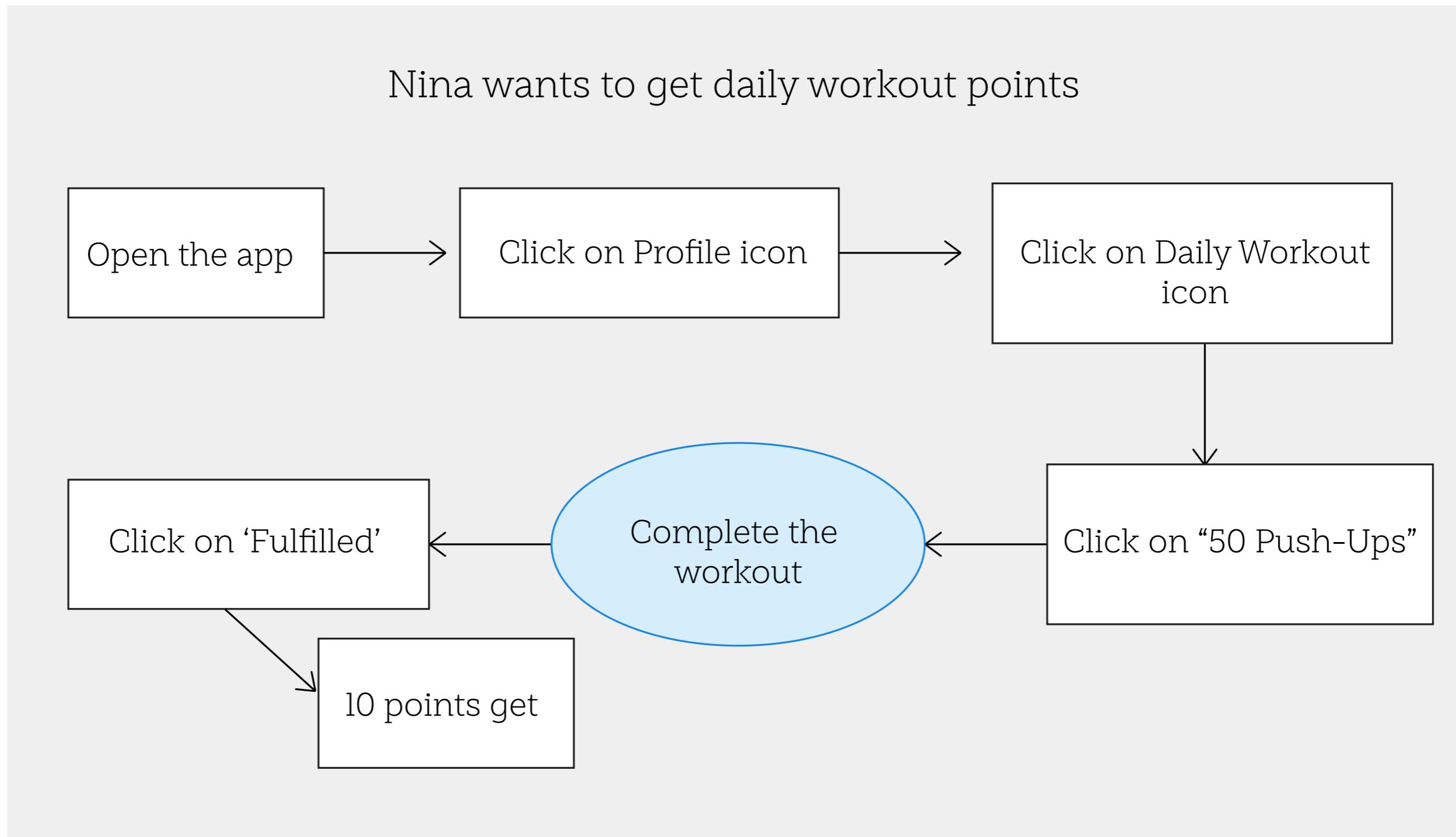


**Nina**

27

Front End Engineer  
San Francisco

## Task Flow 2





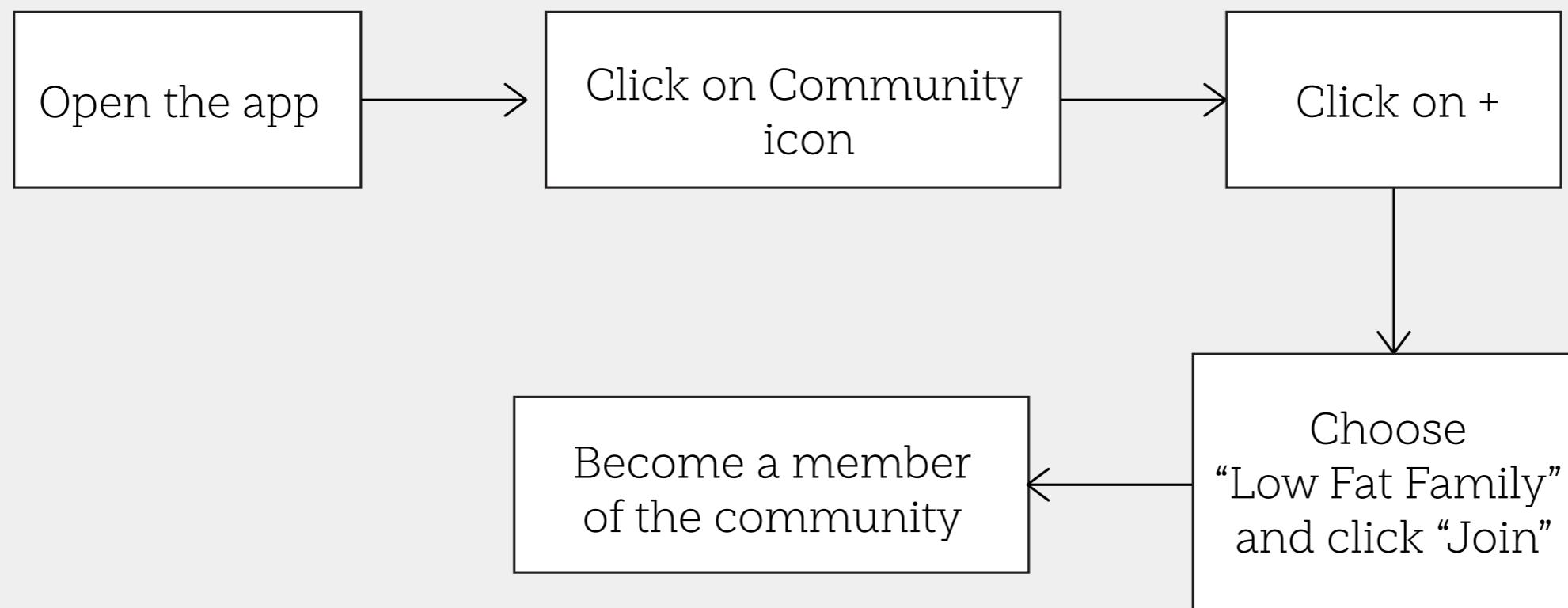
**Nina**

27

Front End Engineer  
San Francisco

## Task Flow 3

Nina wants to join a low-fat diet community



# **7.1 Wireframe Sketches**

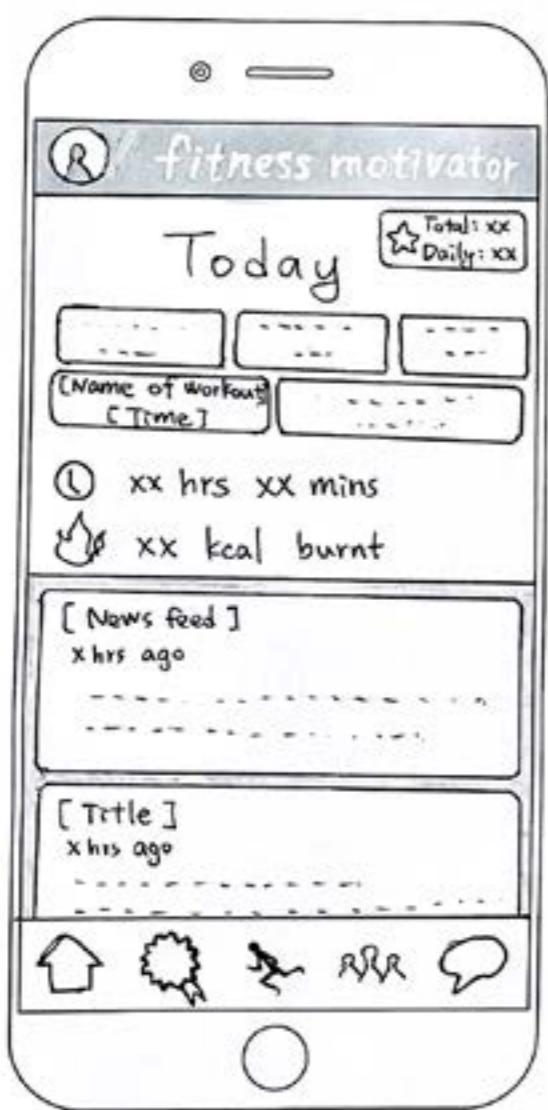
# #1 - Get a workout badge

TASK # & DESCRIPTION

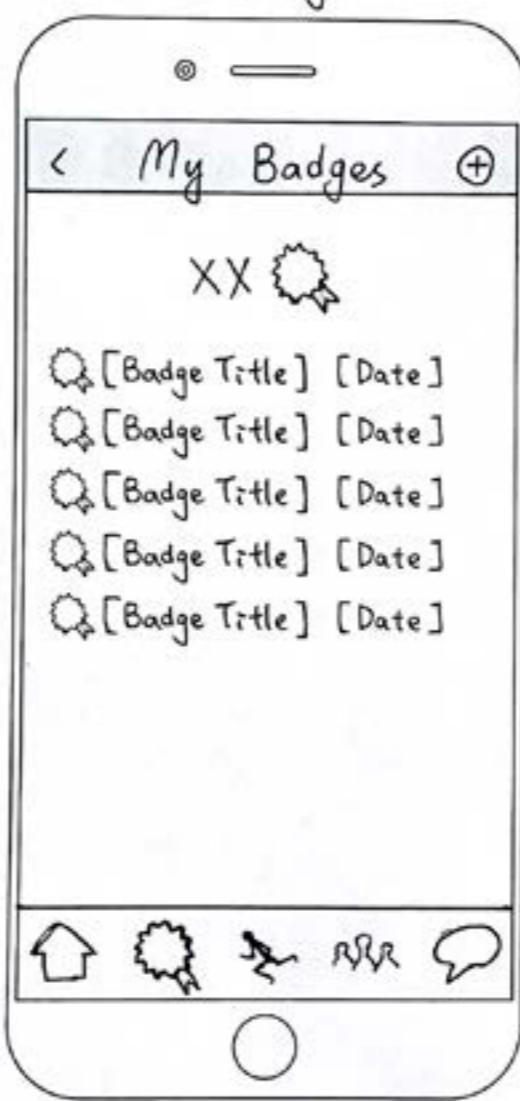
Fitness Motivator

PROJECT

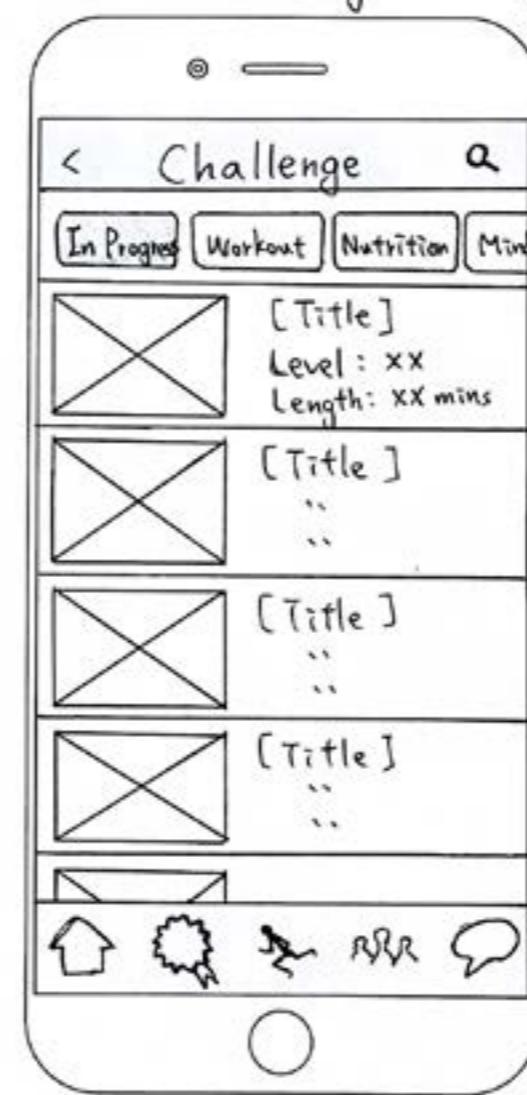
STEP # 1 Home



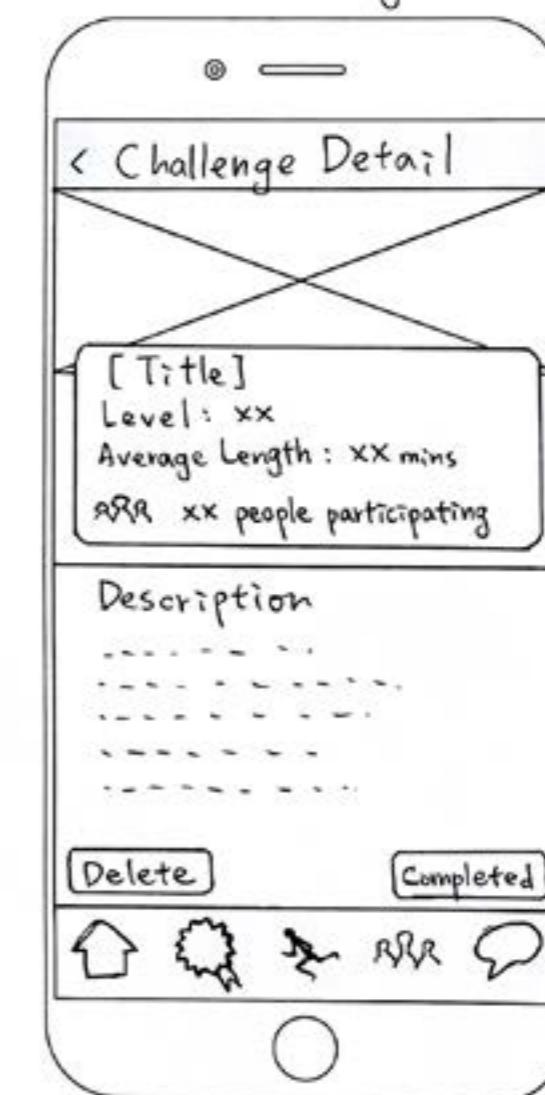
STEP # 2 Badge



STEP # 3 Challenge Browser



STEP # 4 Challenge Detail



NOTES

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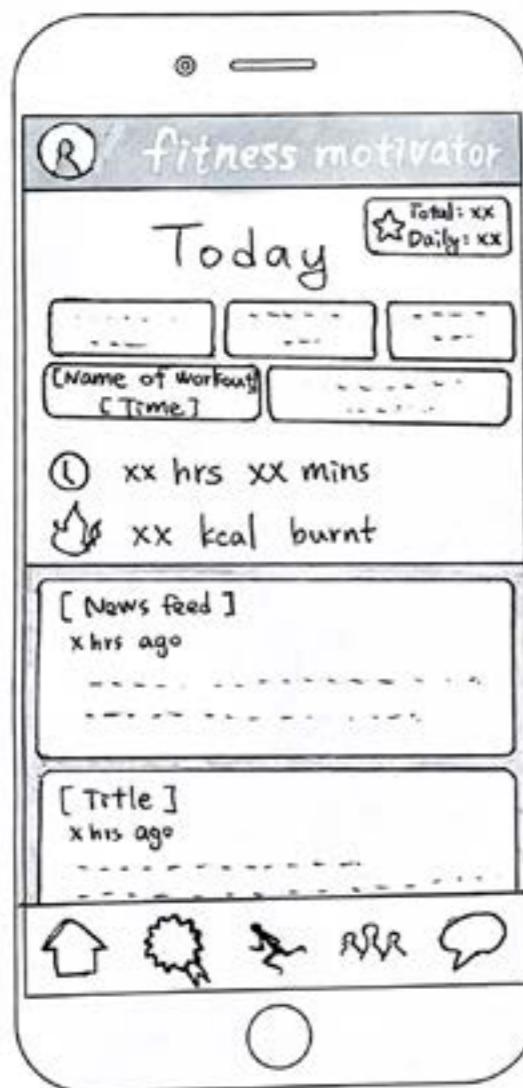
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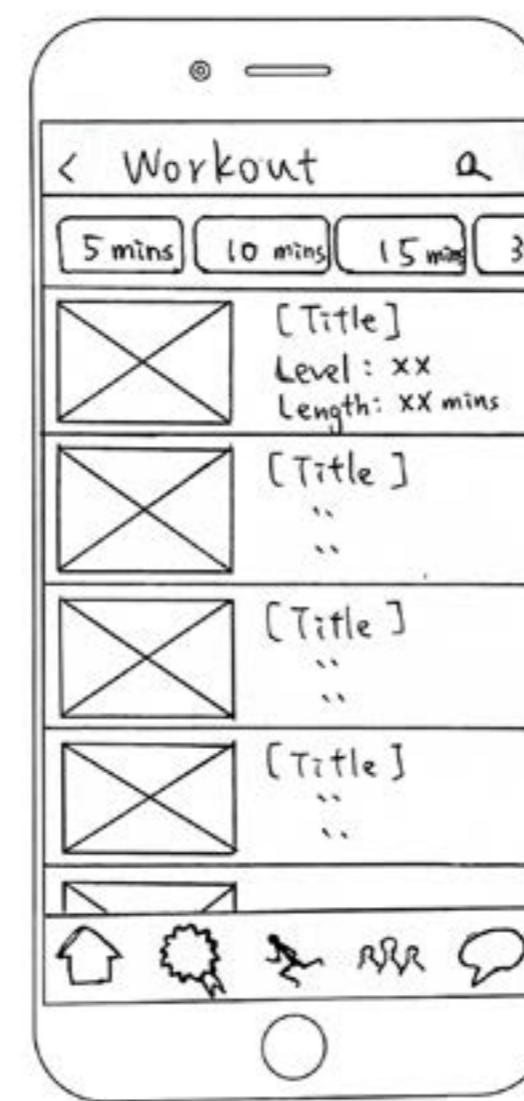
## #2 - Get Daily Workout Points

TASK # & DESCRIPTION

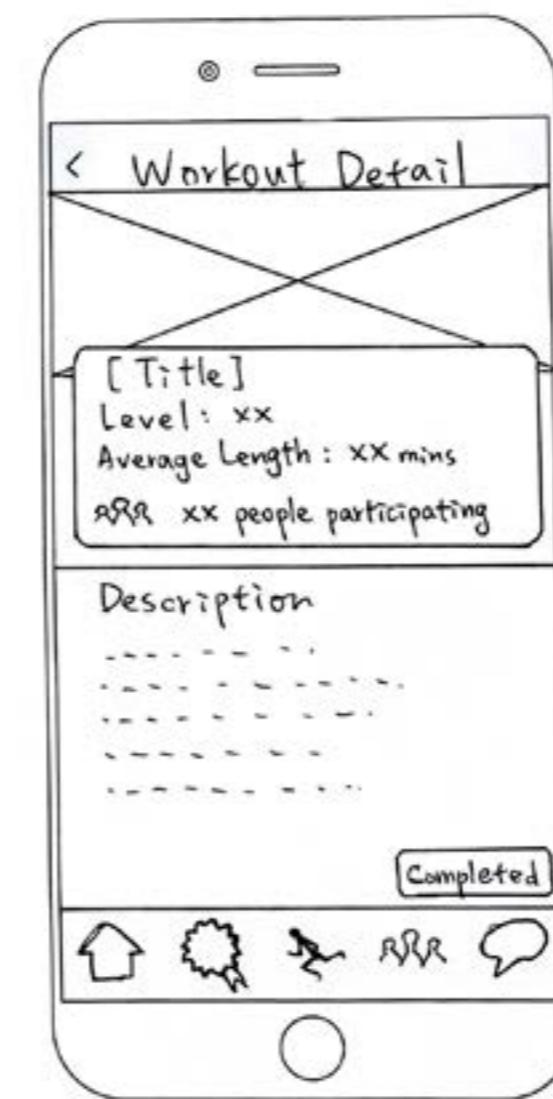
STEP # 1 Home



STEP # 2. Workout Browser



STEP # 3. Workout Detail



NOTES

Click on the star icon  
on the top right corner  
to goto Workout Browser

NOTES

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Fitness Motivator

PROJECT

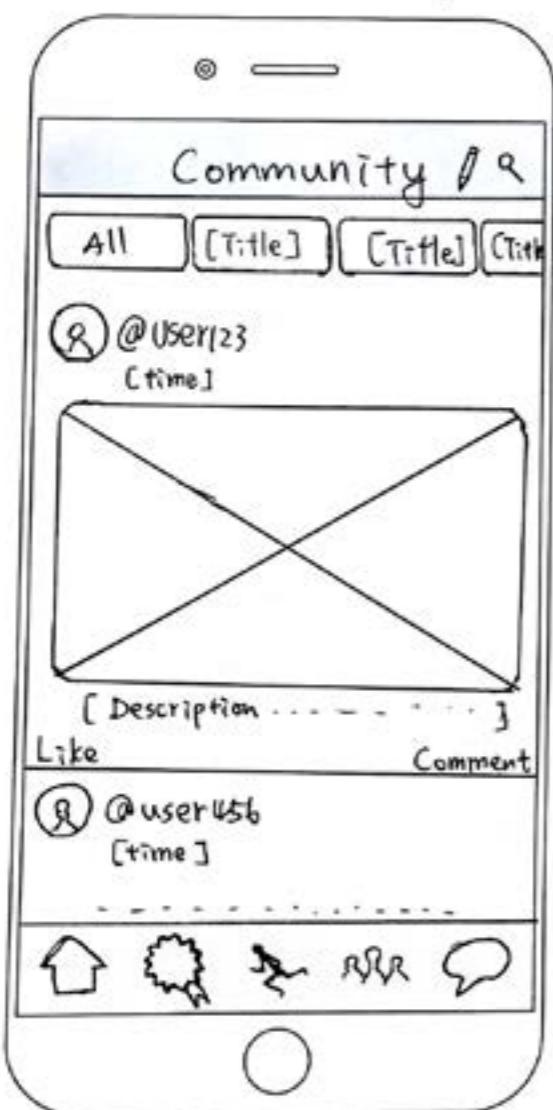
## #3 - Join a Community

TASK # & DESCRIPTION

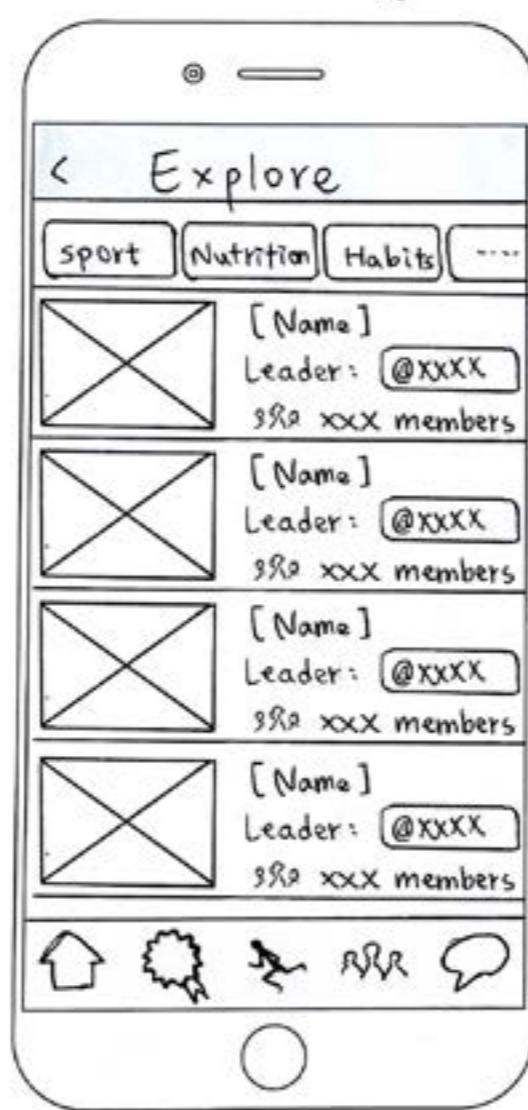
Fitness Motivator

PROJECT

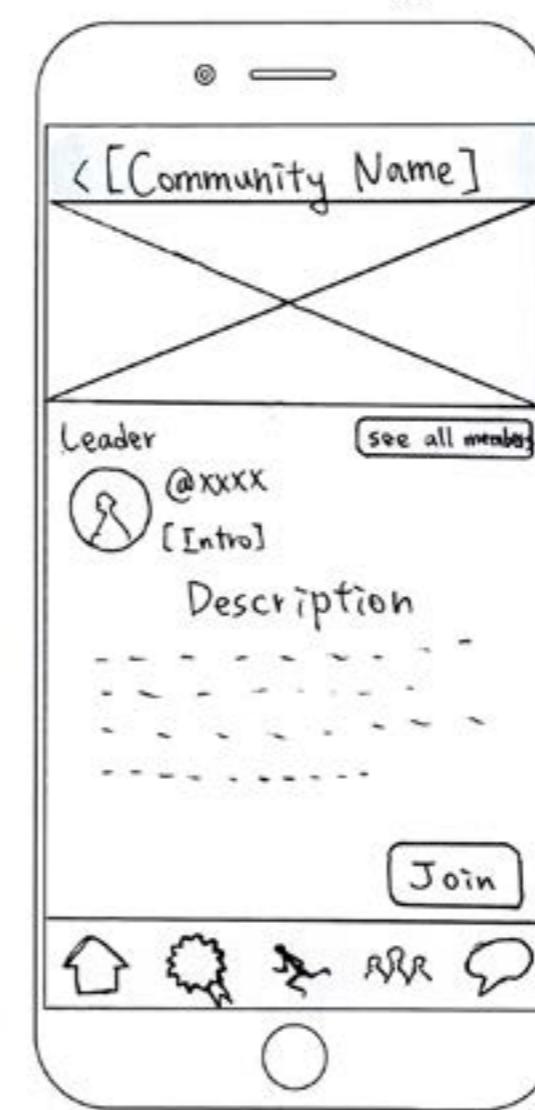
STEP # 1. Community



STEP # 2. Community Browser



STEP # 3. Community Detail



NOTES

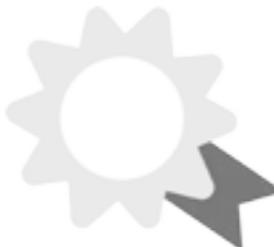
(Posts and activities)

NOTES

NOTES

# **8.1 Digital Wireframes**

# Task-1: Get a Badge



Note: Badges are trophies that show the user's accomplishments.

## Step #1

Open the app and go to Challenge Browser

- On Home page, go to the bottom navigation bar and click the Challenge icon.

## Home



## Step #2

Choose a challenge

- Click on any challenge to go to the Challenge Detail page.

## Challenge Browser



### Note:

Click on the badge icon on the top-right corner to view earned badges.

## Step #3

Complete the challenge

- Hit 'Completed' and a badge will be added to the Badge page.

or

- Hit 'Save' and the challenge will appear in the Challenge Browser under "In Progress".

## Challenge Detail

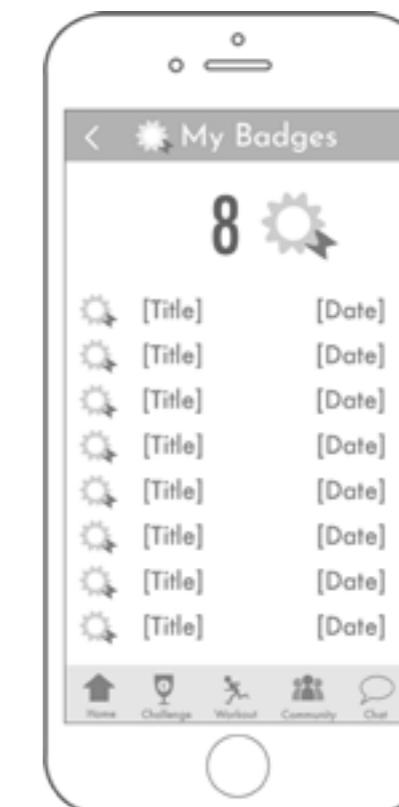


## Step #4

View earned Badges

- On Challenge Browser page, click the badge icon on the top-right corner to go to the Badge page.

## Badge



## Task-2: Get Workout Points



Note: Points are used to increase the user's Level. Some of the communities and workouts in this app have level requirements.

### Step #1

#### Open the app

- On Home page, go to the bottom navigation bar and click on the **Workout icon**.

### Home



### Workout Detail

### Step #3

#### Complete the workout

- Hit 'Completed' and the points will be added to the user's total points.

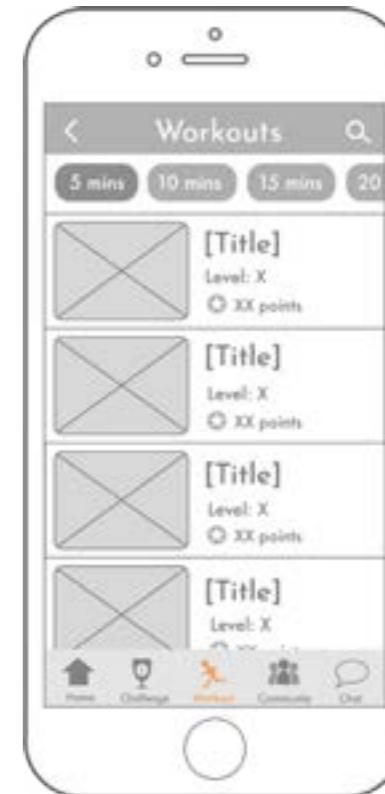
Note: The total points are shown on the top-right corner of Home page.

### Step #2

#### Choose a workout

- Click on any workout to go to the **Workout Detail page**.

### Workout Browser



# Task-3: Join a Community

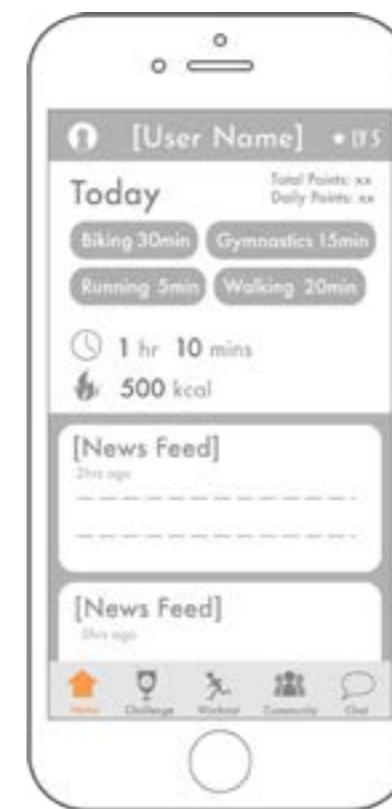


## Step #1

Open the app and go to Community page

- On Home page, go to the bottom navigation bar and click the Community icon.

## Home



## Step #2

Click +

- Click + on the top-right corner to go to the Community Browser page.

Note: The Community page shows posts and activities of the members of the communities the user has joined.

## Community

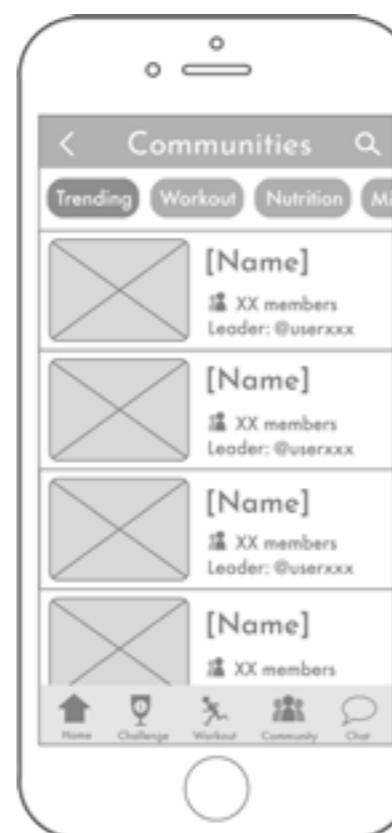


## Step #3

Choose a community

- Click any community to go to Community Detail.

## Community Browser



## Step #4

Join the community

- Click 'Join' to join the community.

Note: After joining a community, the user will be able to see on the Community page the posts and activities of its members. The name of the community will also show on the filter bar.

## Community Detail



# **9.1 Preparing for Testing**

## Persona Attributes

- Contexts
  - 1. Wanting to be more motivated to exercise
  - 2. Pursuing a healthier lifestyle
  - 3. Leading a busy life
- Behaviors
  - 1. Staying indoors most of the time
  - 2. Staying inactive most of the time
- 3. Paying no attention to diet
- Motivations
  - 1. Weight loss
  - 2. Health improvement
  - 3. Feeling better about oneself
- Attitudes
  - 1. Passionate
  - 2. Desperate
  - 3. Self-doubting

## **Screening questions**

From 1 to 5, rate how accurate each scenario describes you.

1. I want to be more motivated to work out daily.
2. I am pursuing a healthier lifestyle.
3. I am leading a busy life
4. I stay indoors most of the time
5. I think I should pay more attention to my diet
6. I want to lose some weight
7. I want to improve my health condition.
8. I wish to feel better about myself
9. I am a passionate person
10. I often doubt myself

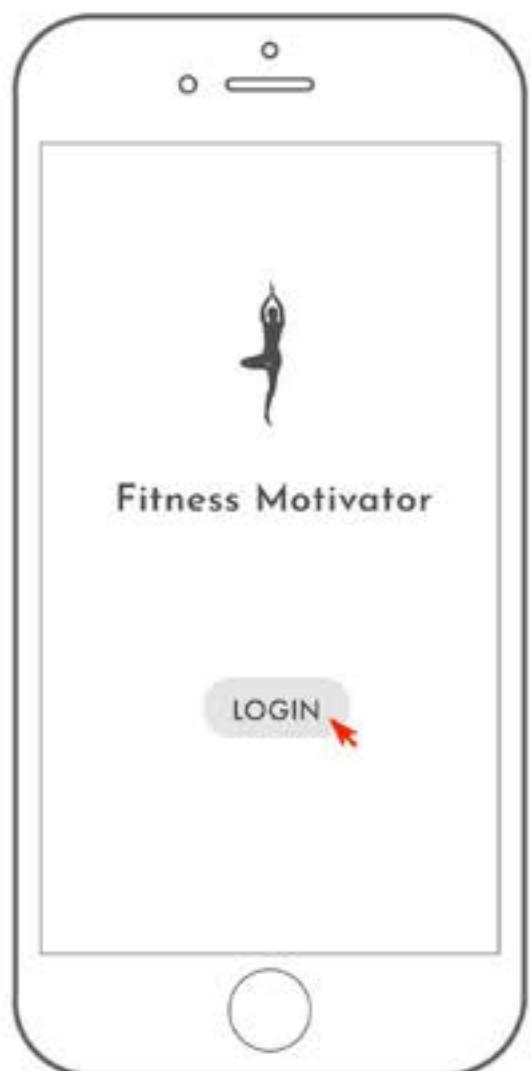
(Note: Eliminate people who rate lower than 3 on more than 5 questions.)

## **Prototype Testing Schedule**

1. Paul - Wednesday November 10
2. Elu - Monday November 8
3. May - Thursday November 11

# Task-1: Get a Badge

1. Log In



2. Home



3. Challenge Browser



4. Challenge Detail

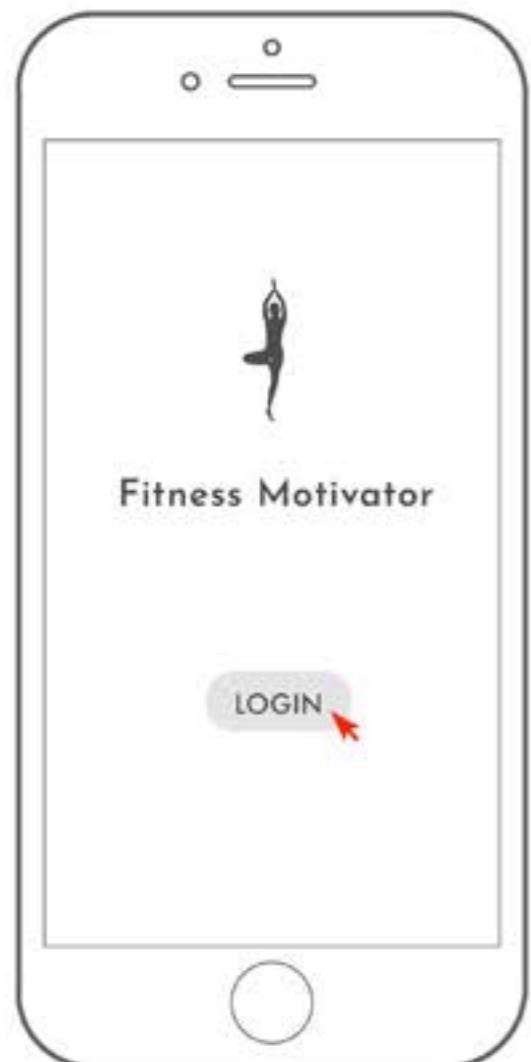


5. Badge



## Task-2: Get Workout Points

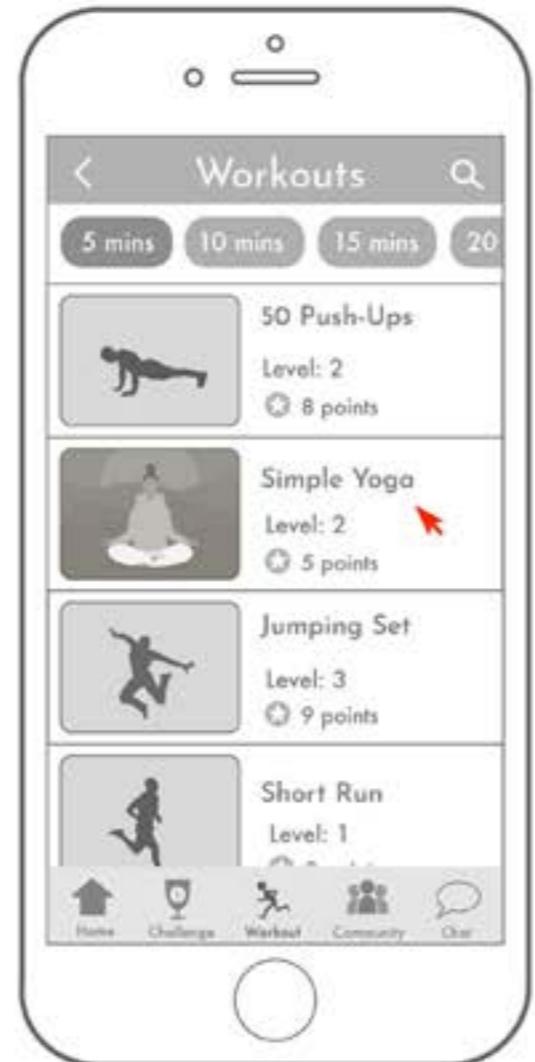
1. Log In



2. Home



3. Workout Browser



4. Workout Detail



# Task-3: Join a Community

1. Log In



2. Home



3. Community



4. Community Browser



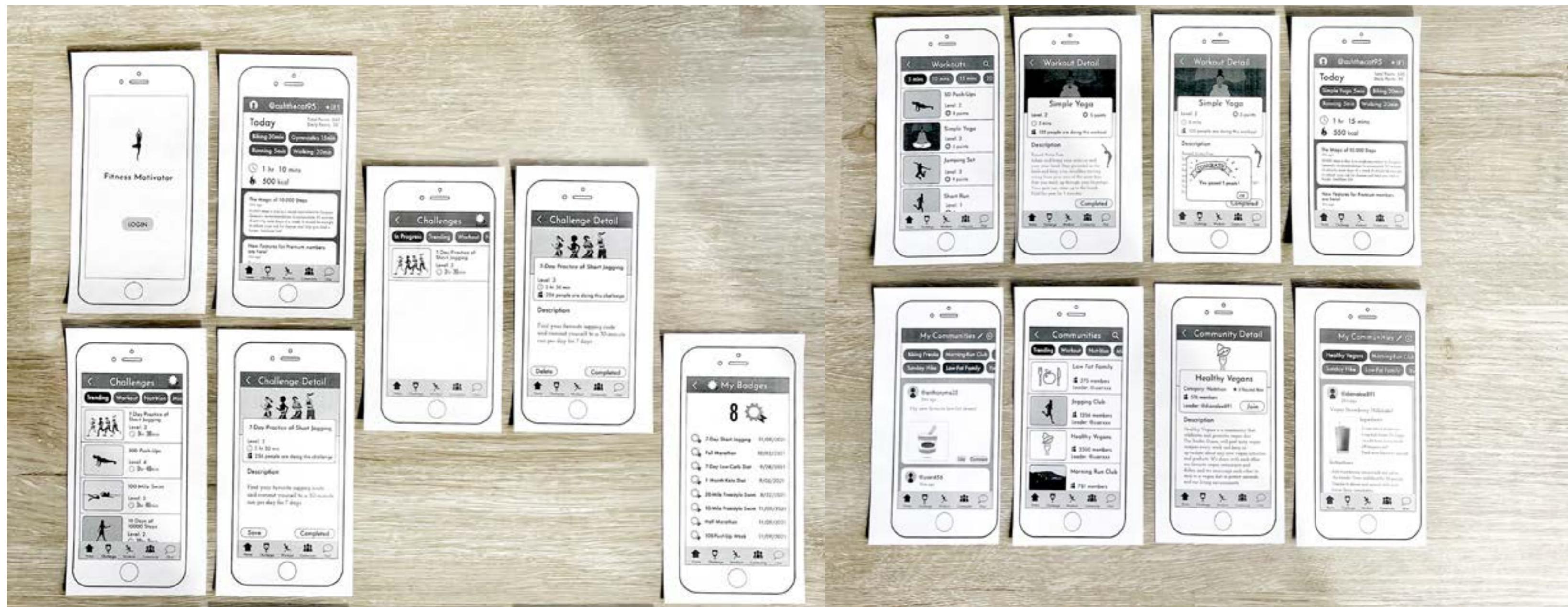
5. Community Detail



6. Community



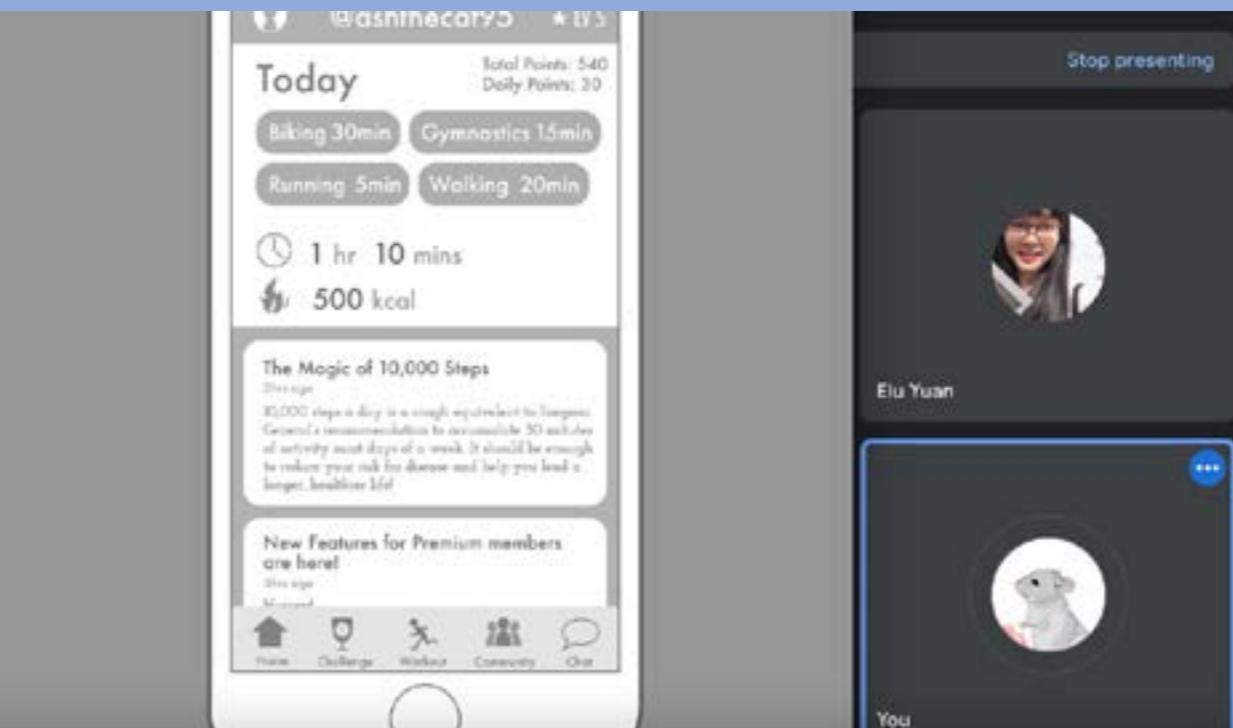
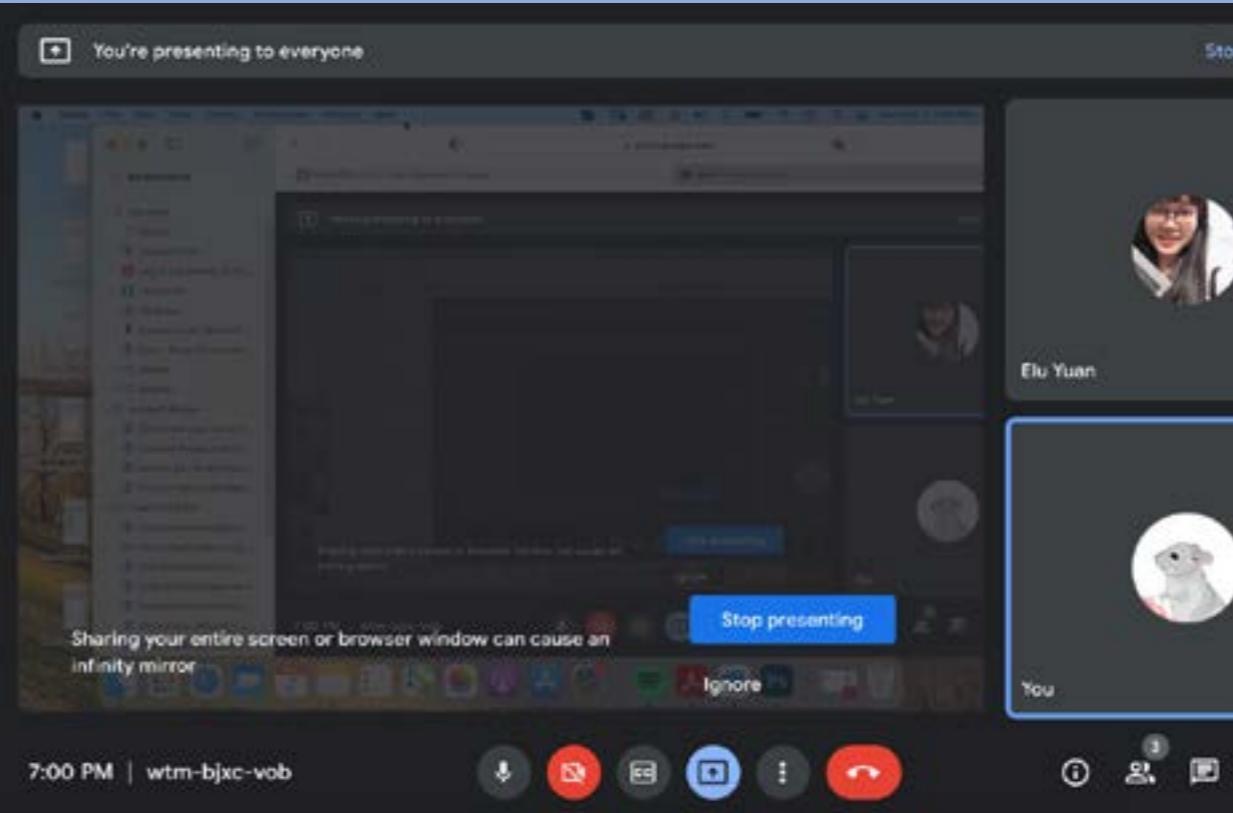
# Paper Cut-outs



# **10.1 Paper Prototype Testing**

# Test 1

Moderator: Karen  
Tester: Elu



Task-1:

- Step 5: I assume the badge I get most recently would be highlighted or stood out from the badges I got previously.

Task-2:

- Step 2: I would prefer seeing the workouts I did today be listed instead of stacked.

Task-3:

- Step 3: I want to see the empty state of the browser when I login for the first time.

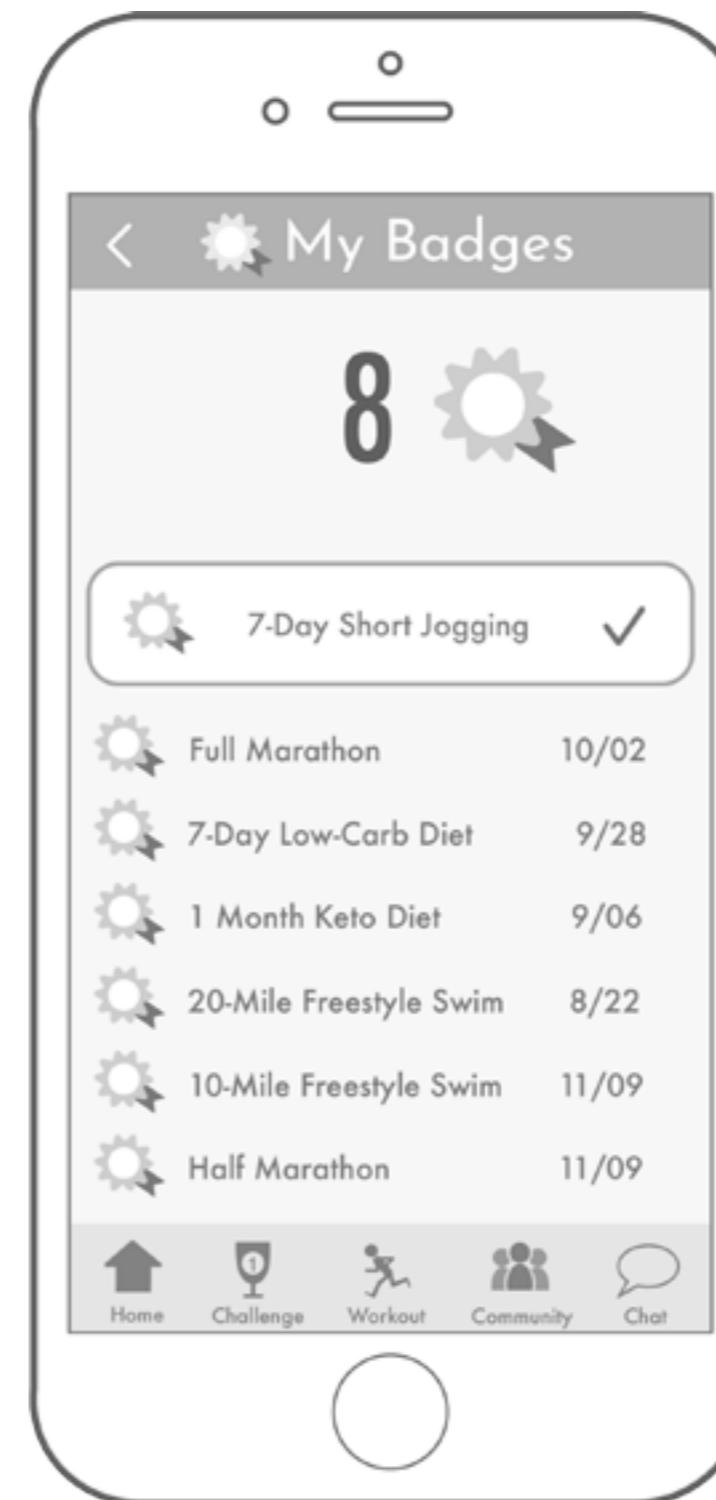
Conclusion:

- Elu had no problem using the app and completing the tasks, yet she wishes to see the empty state of the whole app as a new user.

Before



After



# Test 2

Moderator: Karen  
Tester: Paul



Task-1:

- Step 4: I wish there's a pop-up window telling me that I have completed the challenge.

Task-2:

- Step 4: I wish the pop-up is larger and positioned in the middle of the interface.
- Step 4: When I complete the workout, I assume I would be directed back to the browser instead of the home page.

Task-3:

- Step 3: It's a bit hard to tell what the pencil icon does here. Maybe change it to a feather pen if it was supposed to mean "creating a post".

Conclusion:

- Paul had no problem understanding how the app works, yet he thinks that subtle changes could be made to the actions after completing the tasks to enhance the user experience.

Before

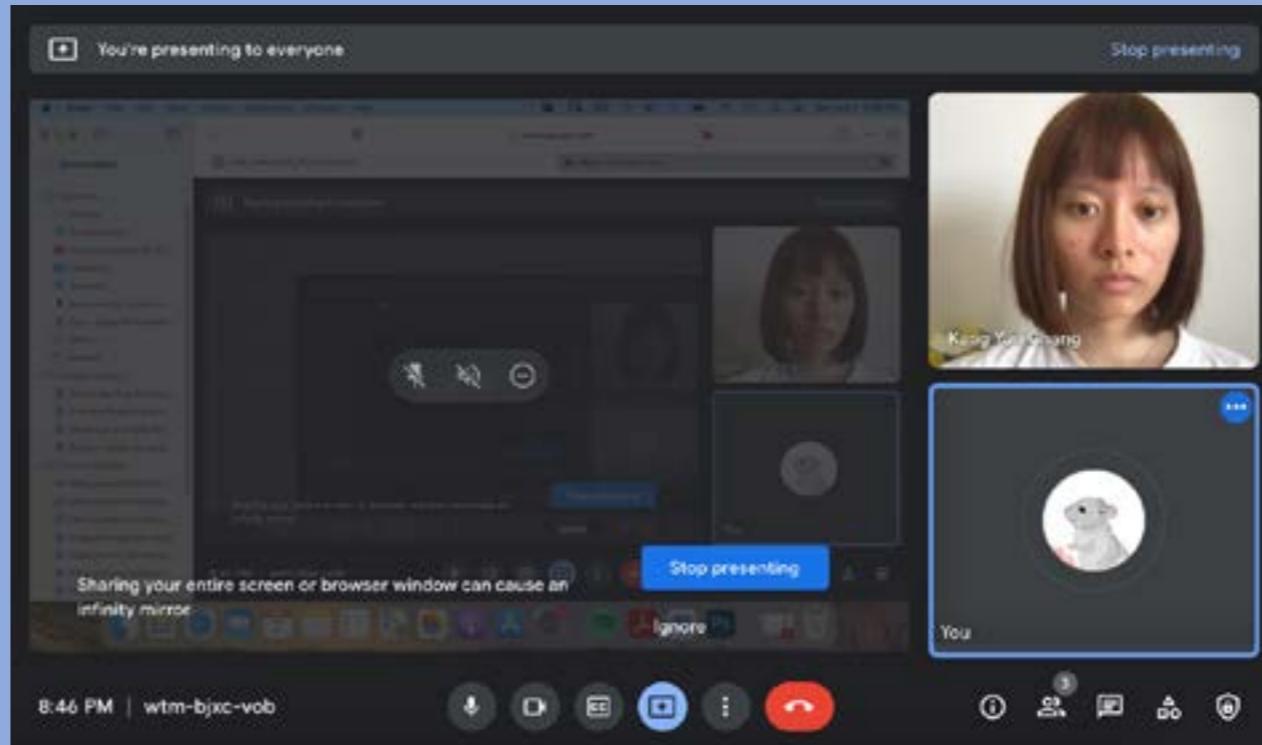


After



# Test 3

Moderator: Karen  
Tester: May



Task-1:

- Step 4: I wish to be able to record and edit my progress after saving a challenge to the "In Progress" list.

Conclusion:

- May could easily understand the interfaces and how they function. She wishes to see more features and functions be developed.

# **11.1 Develop a Grid System**

## Home

**@ashthecat95 ★ LV 5**

**Today**

Total Points: 540  
Daily Points: 30

Biking 30min | Gymnastics 15min

Running 5min | Walking 20min

⌚ 1 hr 10 mins | 🔥 500 kcal

**The Magic of 10,000 Steps**  
2hrs ago  
10,000 steps a day is a rough equivalent to Surgeon General's recommendation to accumulate 30 minutes of activity most days of a week. It should be enough to reduce your risk for disease and help you lead a longer, healthier life!

New Features for Premium members are here!  
See sign-up details

**Home** | **Challenge** | **Workout** | **Community** | **Chat**

## Challenge Browser

**Challenges**

Trending | Workout | Nutrition | Mi

**7-Day Practice of Short Jogging**  
Level: 3 | 3hr 30min

**300 Push-Ups**  
Level: 4 | 0hr 40min

**100-Mile Swim**  
Level: 5 | 3hr 40min

**10 Days of 10000 Steps**  
Level: 2 | 70 live reviews

**Home** | **Challenge** | **Workout** | **Community** | **Chat**

## Challenge Detail

**Challenge Detail**

**7-Day Practice of Short Jogging**

Level: 3 | 3 hr 30 min | 256 people are doing this challenge

**Description**

Find your favorite jogging route and commit yourself to a 30-minute run per day for 7 days.

**Save** | **Completed**

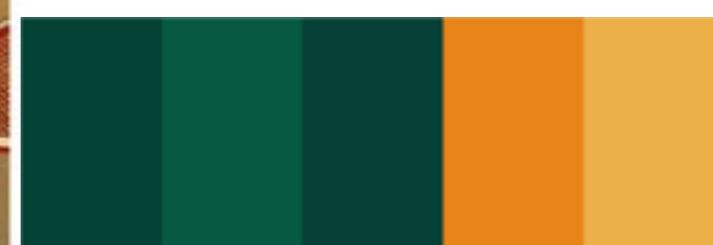
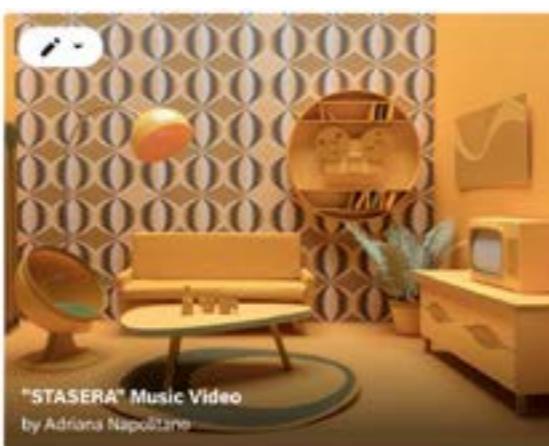
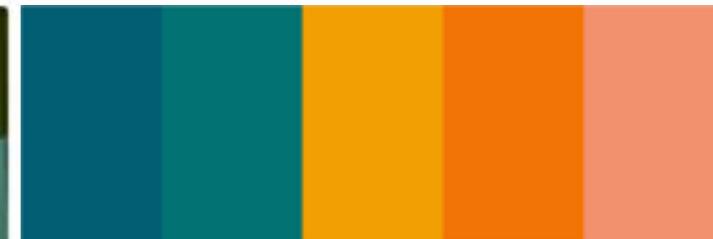
**Home** | **Challenge** | **Workout** | **Community** | **Chat**

Gutter: 9

Column Width: 60

Margin: 19

## **11.2 Mood Board**



# **12.1 Medium Fidelity Wireframes**

# Task-1: Get a Badge

1. Log In



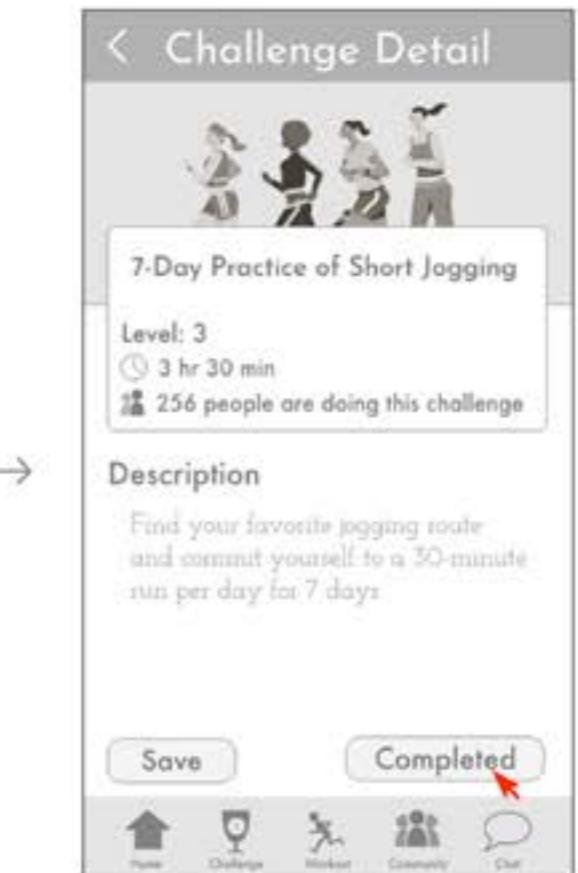
2. Home



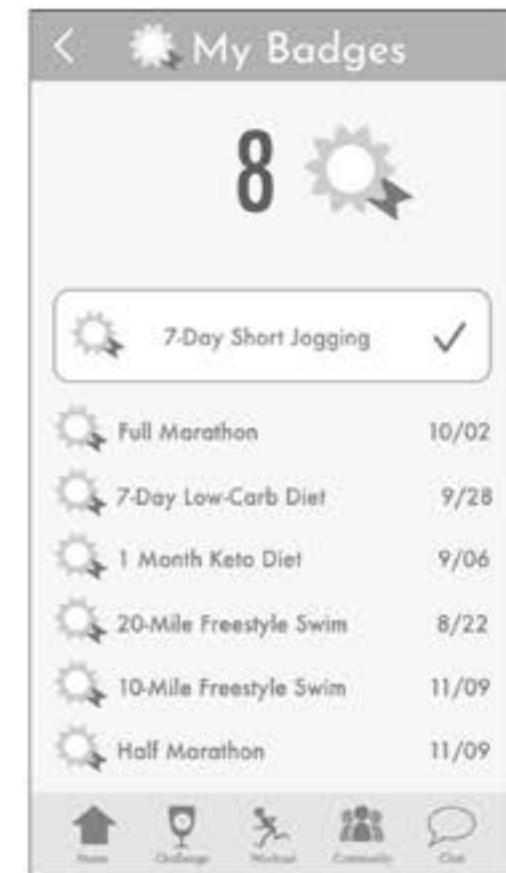
3. Challenge Browser



4. Challenge Detail

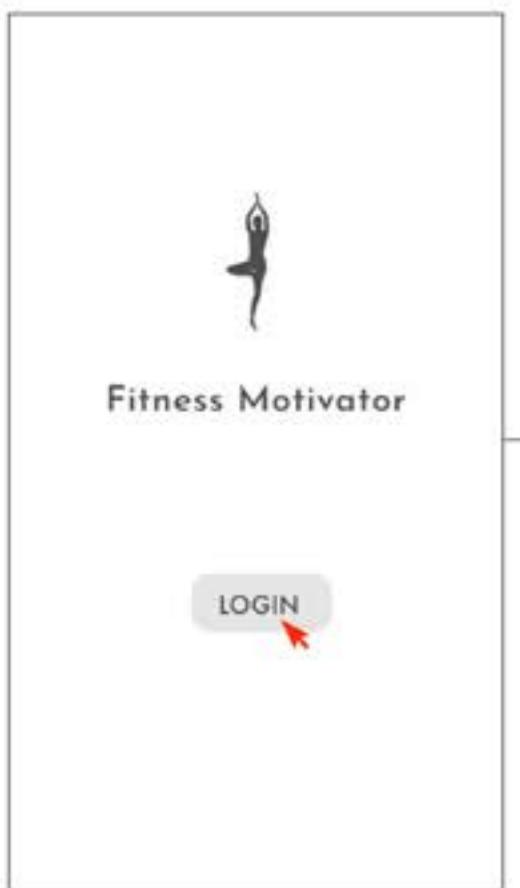


5. Badge



## Task-2: Get Workout Points

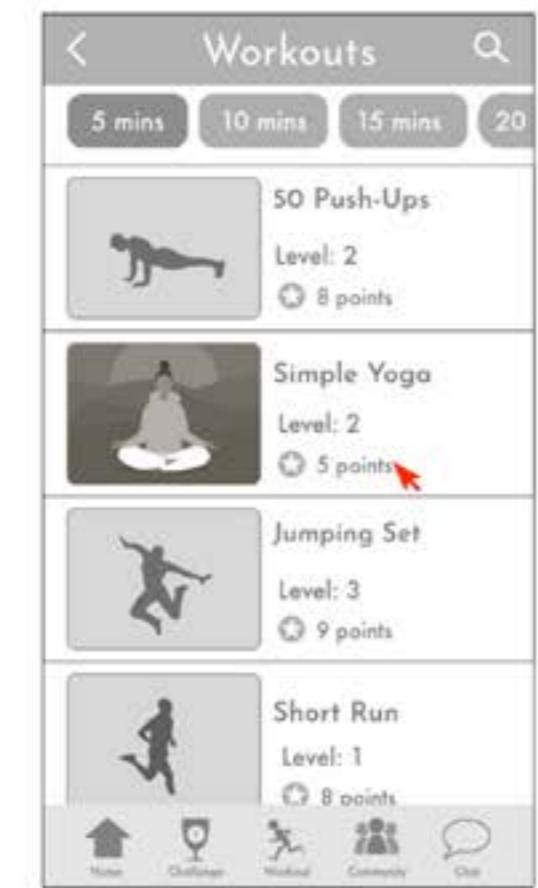
1. Log In



2. Home



3. Workout Browser



4. Workout Detail

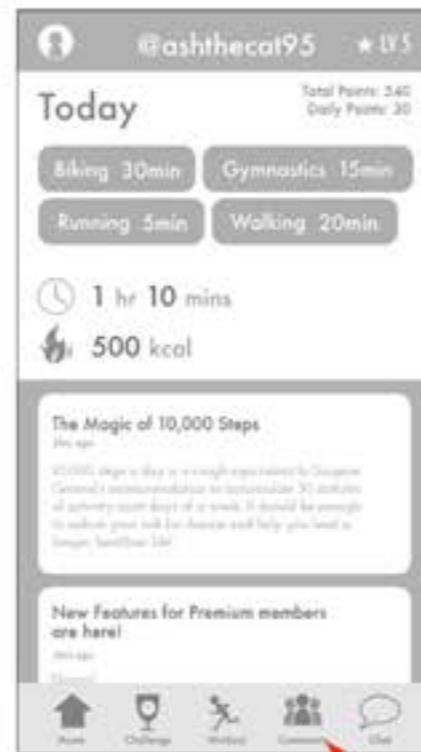


## Task-3: Join a Community

### 1. Log In



### 2. Home



### 3. Community



### 4. Community Browser



### 5. Community Detail



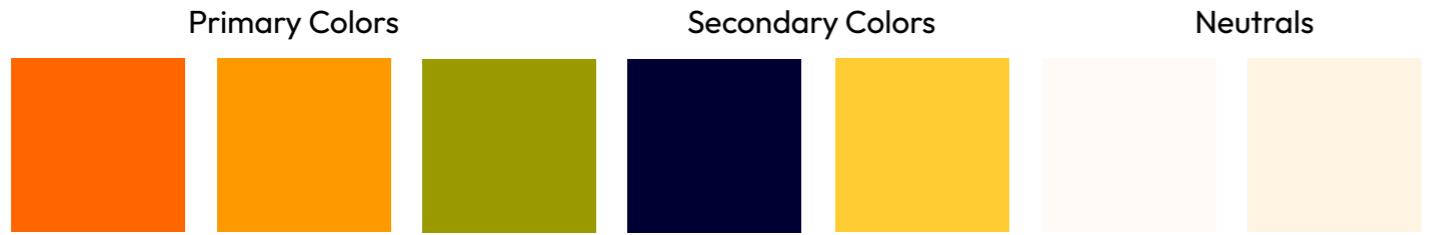
### 6. Community



## **12.2 UI Style Guide**



## Color Palette



Name: Grapefruit  
Hex: #ff6600  
RGB: 255,102,0  
CMYK:0,60,100,0

Name: Orange  
Hex: #ff9900  
RGB:255,153,0  
CMYK:0,40,80,0

Name: Grass  
Hex: #999900  
RGB:153,153,0  
CMYK:0,0,100,40

Name: Dark Navy  
Hex: #000033  
RGB:0,0,51  
CMYK:100,100,0,80

Name: Sunlight  
Hex: #ffcc33  
RGB:255, 204, 51  
CMYK:0,20,80,0

Name: Ivory  
Hex: #fffbf7  
RGB:255,251,247  
CMYK:0,2,3,0

Name: Skintone  
Hex: #fff3e1  
RGB:255,243,225  
CMYK:1,5,12,0

## Typography

### Josefin Sans (Logo font)

Heading 1 Regular 28pt  
Heading 2 SemiBold 19pt  
Navigation Regular 9pt

### Outfit

Heading 3 Medium 25pt  
Body Text Light 13pt

### Futura

Subhead Medium 23pt  
Button Text Medium 20pt  
Button Text 2 Medium 18pt

## Components

### Buttons

LOGIN

Button

Button

Button



### Icons



### Navigation



## Light on Dark

That is how paragraphs will look like that is how paragraphs will look like that is how paragraphs will look like.

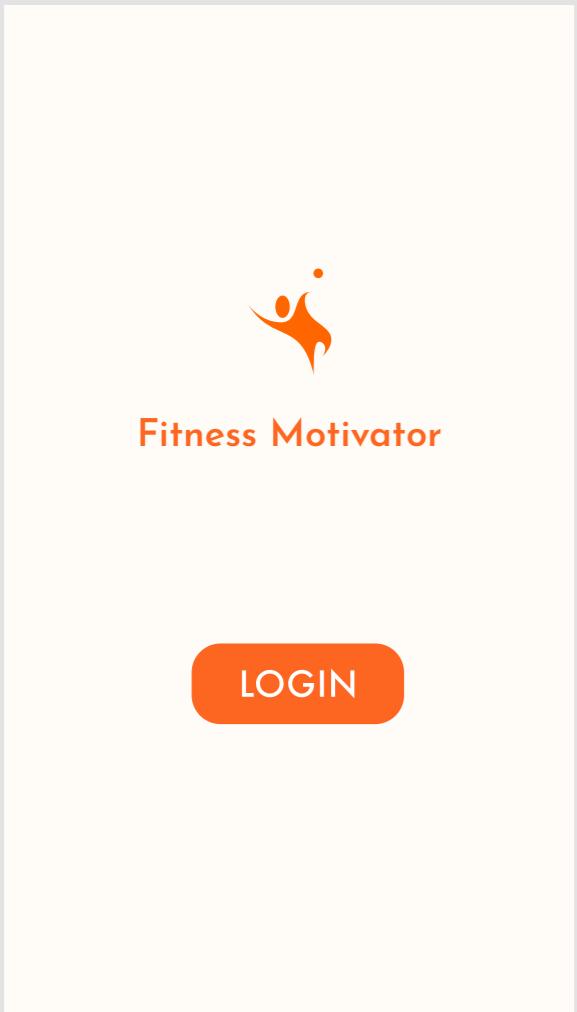
## Dark on Light

That is how paragraphs will look like that is how paragraphs will look like that is how paragraphs will look like.

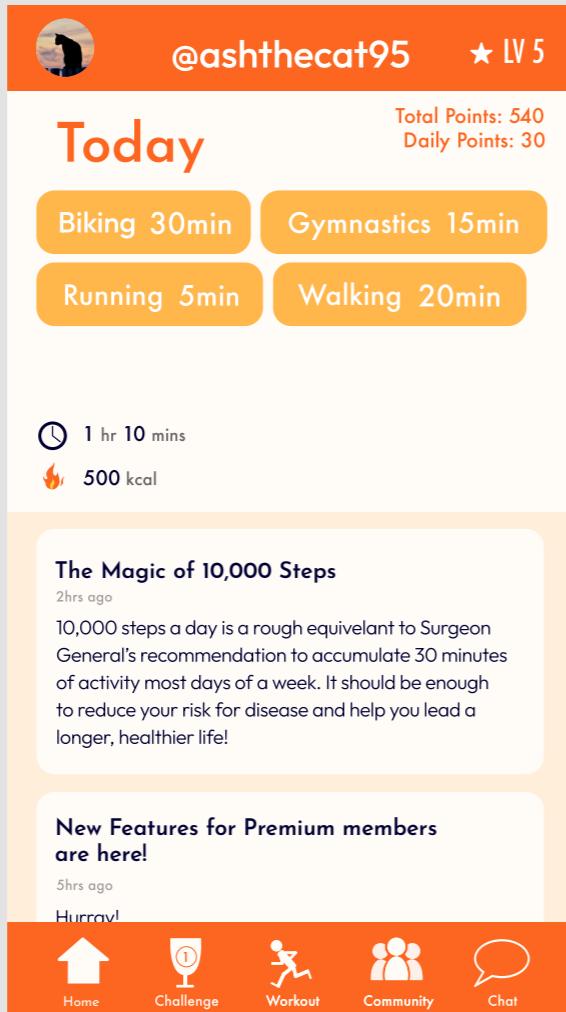
# **13.1 High Fidelity Wireframes**

# Task-1: Get a Badge

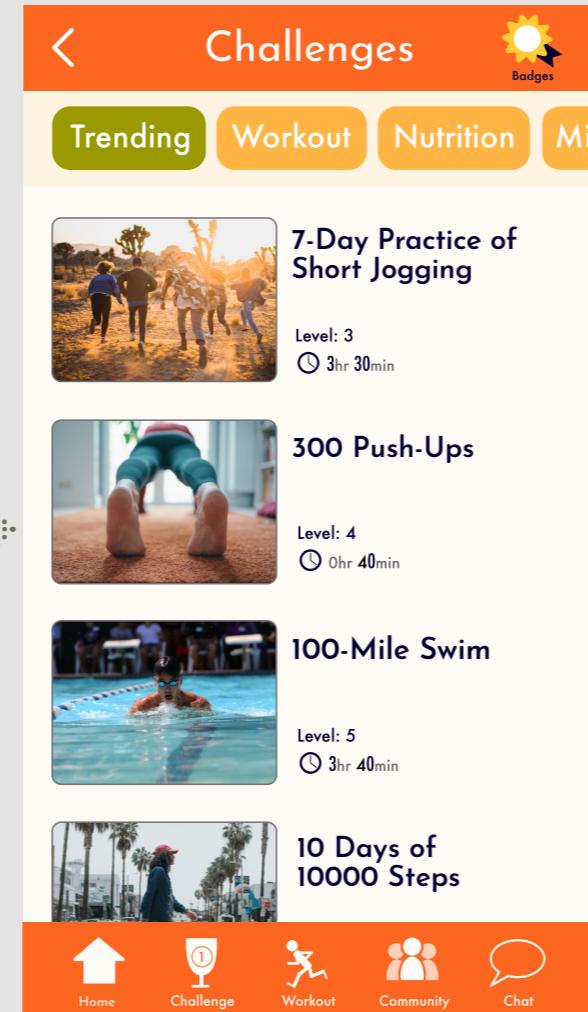
1. Login



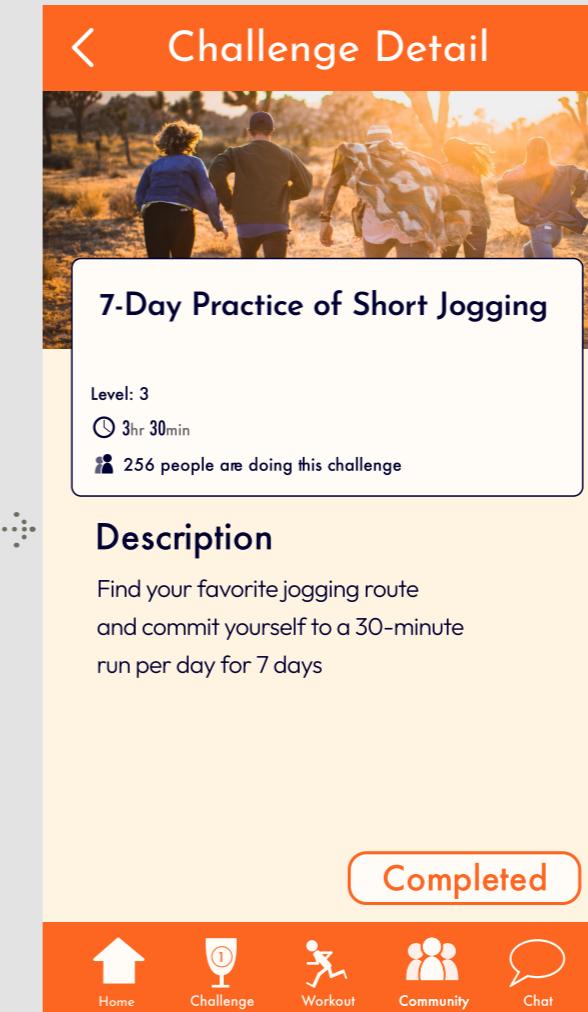
2. Home



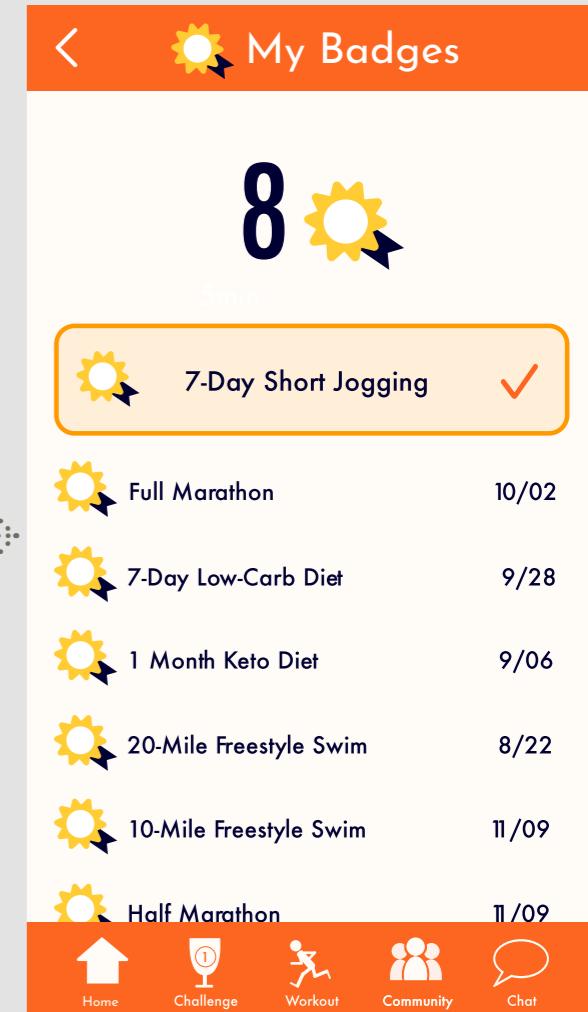
3. Challenge Browser



4. Challenge Detail

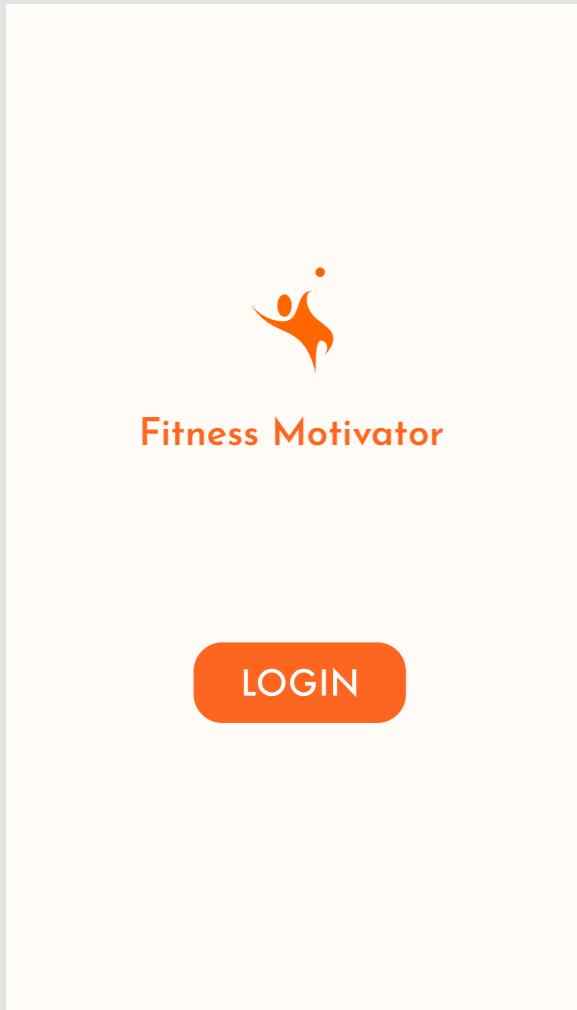


5. Badge

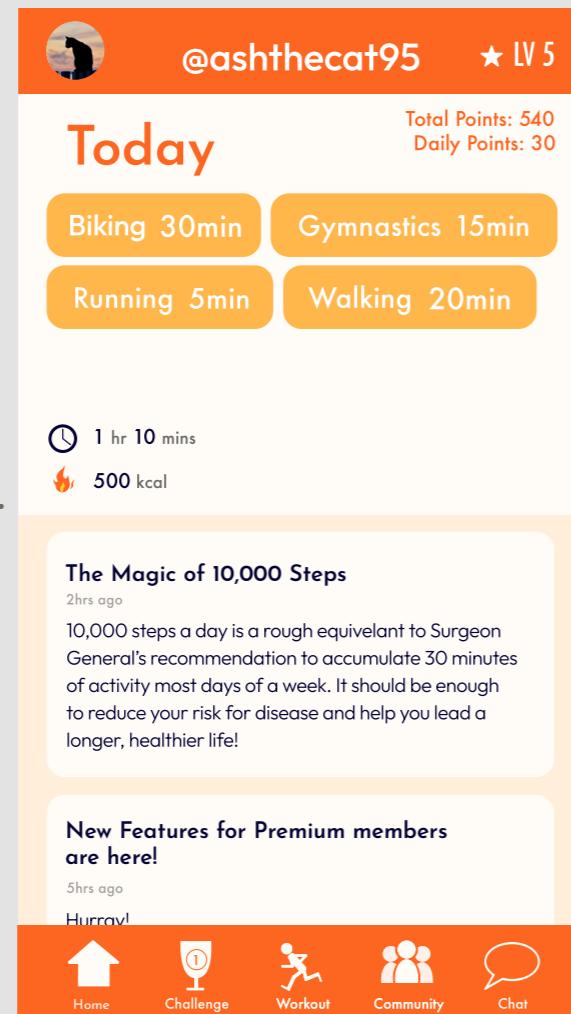


# Task-2: Get Workout Points

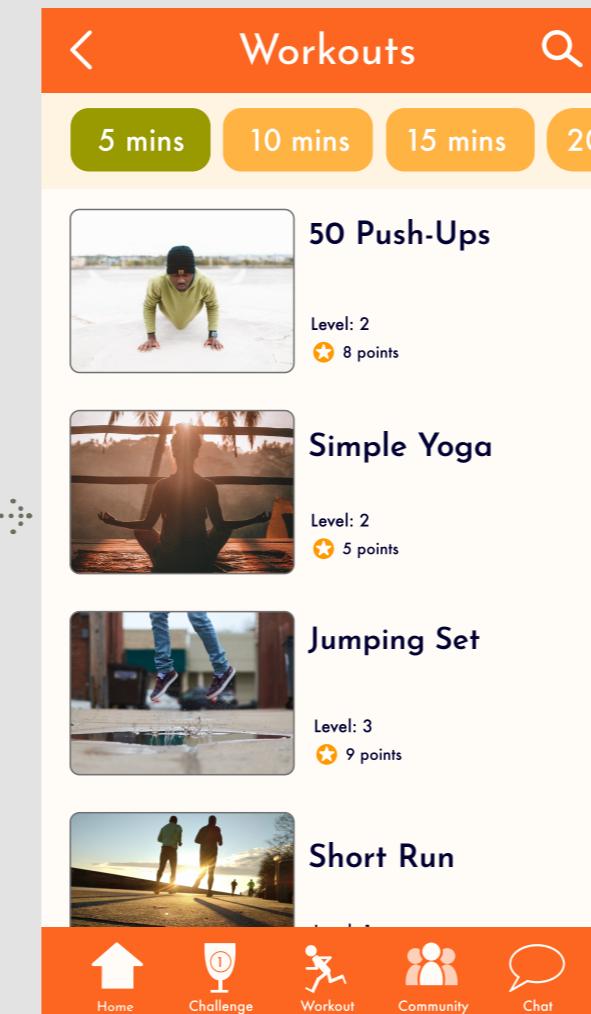
1. Login



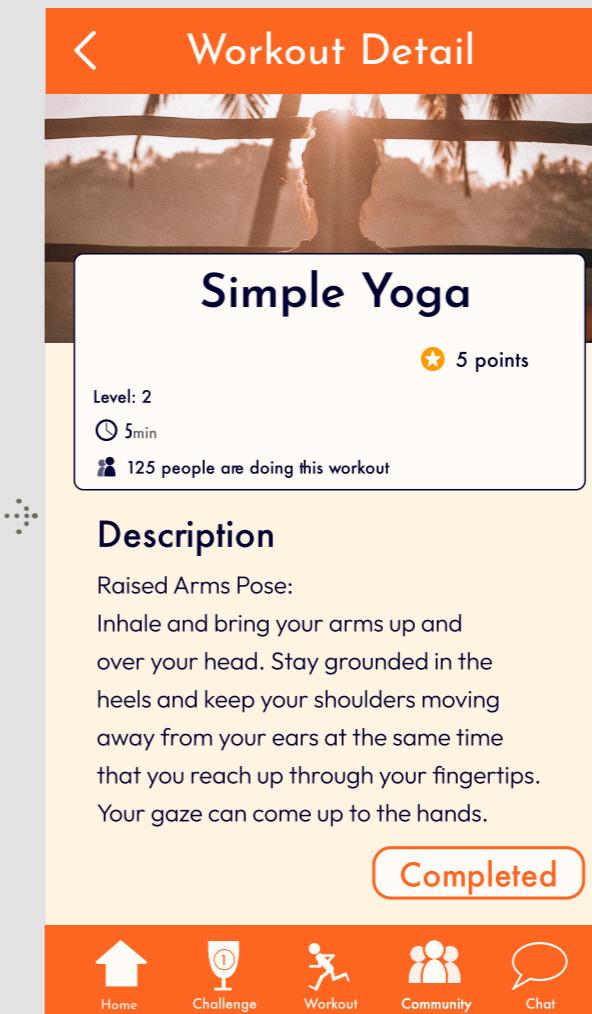
2. Home



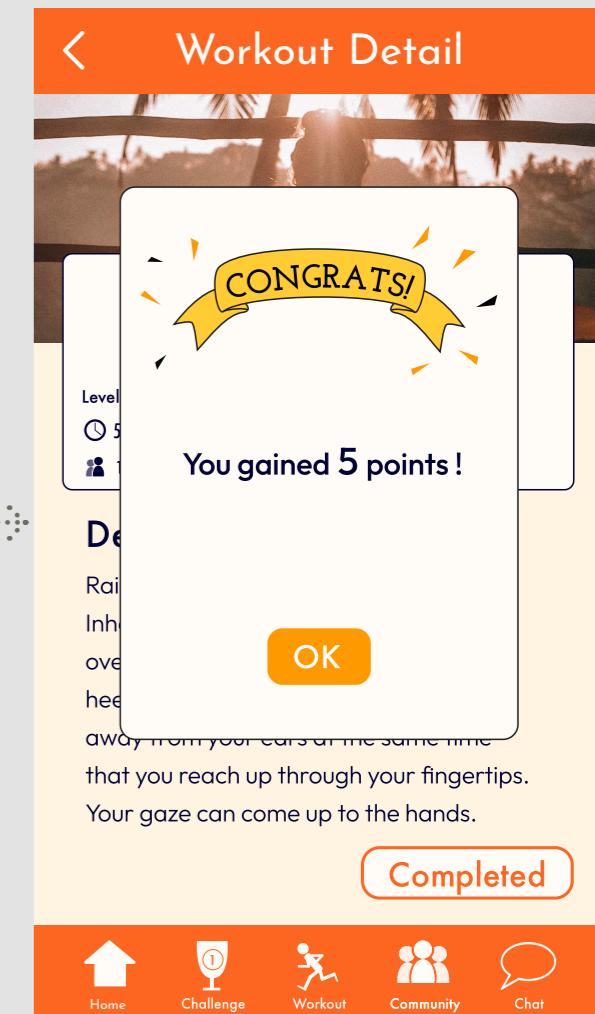
3. Workout Browser



4. Workout Detail

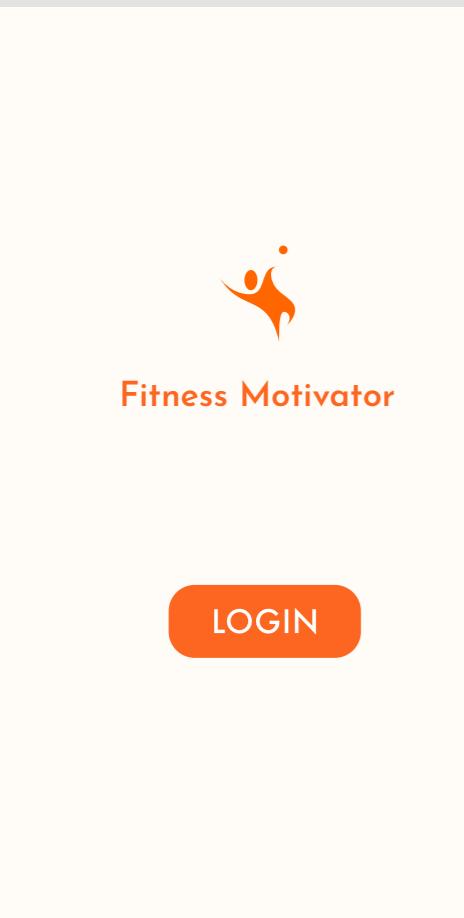


5. Workout Complete

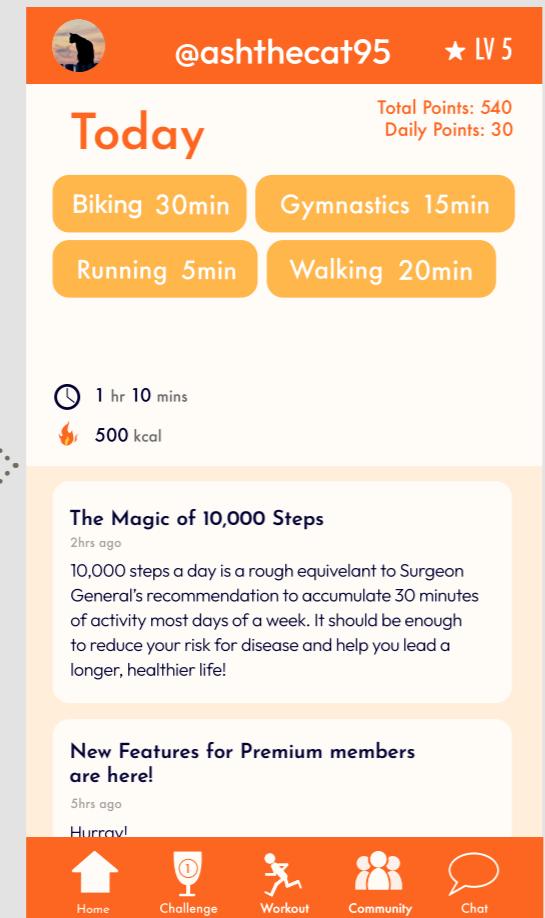


# Task-3: Join a Community

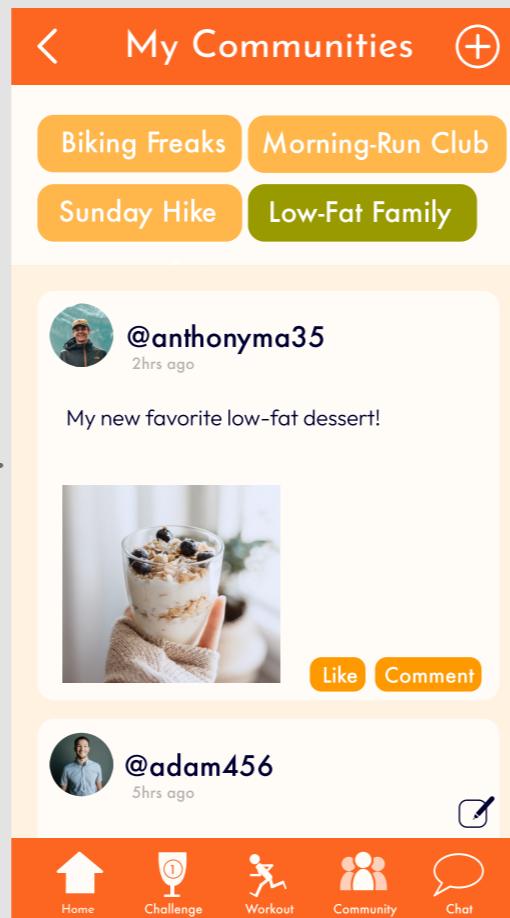
1. Login



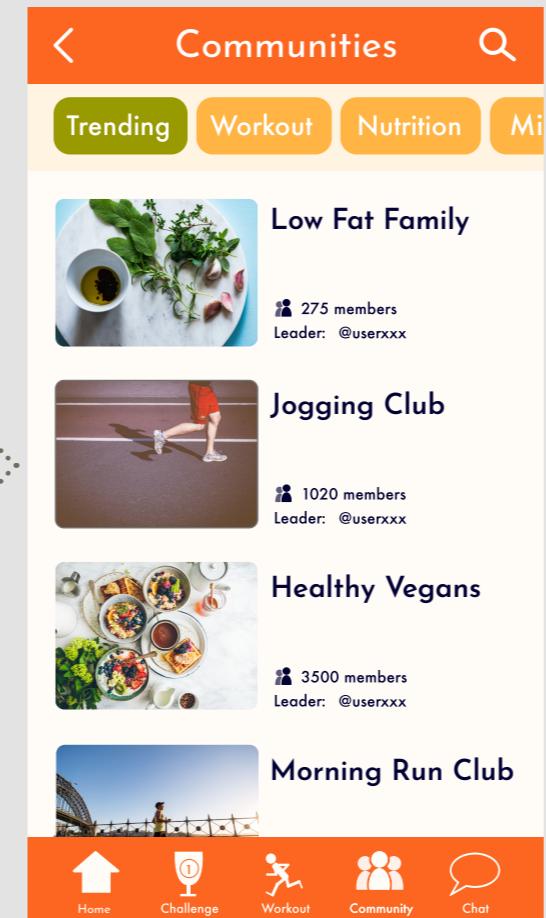
2. Home



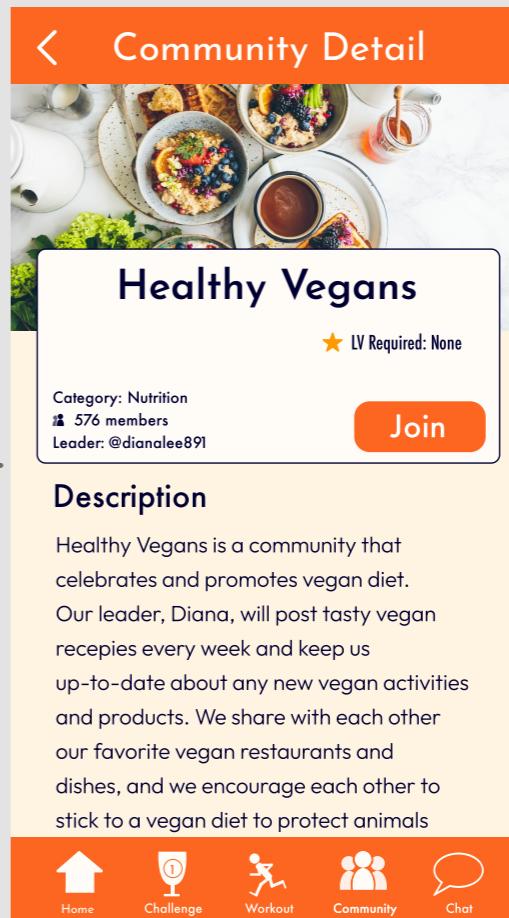
3. Community



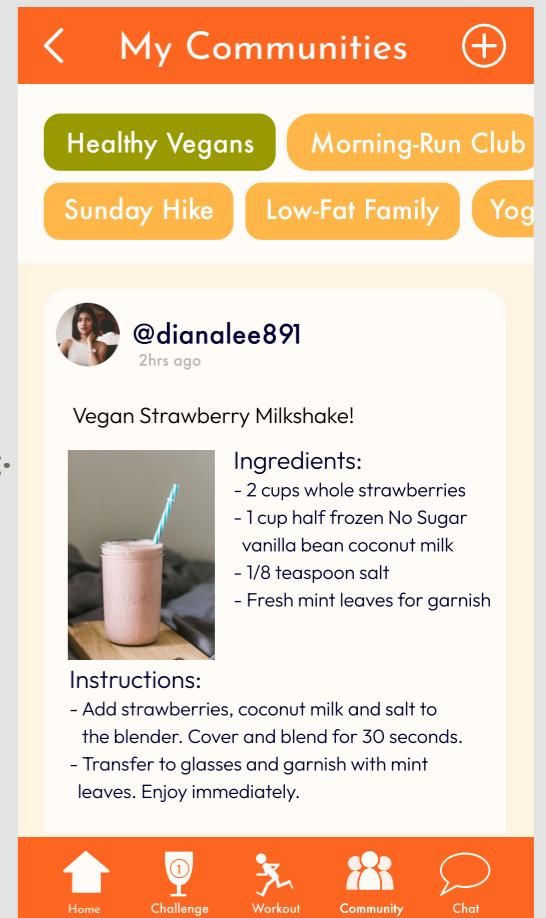
4. Community Browser



5. Community Detail



6. Community



# 14.1 Clickable Prototype



# Fitness Motivator

<https://xd.adobe.com/view/d8158247-6aac-41b2-a920-4bcfcfd32800-8d46/?fullscreen>

# **Resources**

# Photo Credits

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Anthony - Photo by [Ben den Engelsen](#) on [Unsplash](#)

Diana - Photo by [Allef Vinicius](#) on [Unsplash](#)

Group run - Photo by [Jed Villejo](#) on [Unsplash](#)

Hike - Photo by [Anders Nielsen](#) on [Unsplash](#)

Jogging - Photo by [Clem Onojeghuo](#) on [Unsplash](#)

Jump - Photo by [dan carlson](#) on [Unsplash](#)

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Yoga -- Photo by [Jared Rice](#) on [Unsplash](#)

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