

Fit with friends

CI301 Individual Project

BSC HONS DIGITAL MEDIA DEVELOPMENT

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YouTube Presentation Link

https://www.youtube.com/watch?v=x_bQ3tvkq3s&t=5s

Abstract

In a world where both depression and obesity are reaching ever higher numbers combined with an online behaviour that caters to everyone's needs and an around the clock need of comparing ourselves to each other, a platform combining wellbeing, social interactions and fitness aims to solve these problems in one solution. This web page product will allow users to sign up, compete against each other in weekly fitness activities, see their place on a leaderboard and be able to get together for social meetings. Goals are to improve mental health, fitness levels, and maintain and create new friendships in a fun and interactive way using a well-devised web page.

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Introduction

With the rapid rise in obesity and depression combined with increasing amounts of time spent online, the aim was to create an easily accessible and usable platform that would combat obesity, depression and social isolation. It became even more apparent during the Covid-19 outbreak that a web page like this was very necessary. Most people would say that they want to have a healthy lifestyle with a healthy-looking body instead of the opposite. When exercising together with someone else, fitness and exercise levels increase in quantity as well as in quality.¹ The social aspect is also of huge importance since today connecting with friends can always be done in virtual settings.

This project is trying to mix and match things that already seem to work, but also tries to involve a more social aspect than that of already existing applications. Competing with friends in the form of exercise can either be done from the users' own homes, but they can also meet up and exercise together and upload their data simultaneously. Maintaining established social connections can sometimes be tricky as people's lives change, they start families or move abroad. This application is a good tool "to have a reason" to contact each other. This also creates an opportunity to start new relationships either with colleagues at a new job or with friends of friends. These types of situations are more clearly explained and displayed in the personas, user journeys and scenarios section in **Appendix 1**.

Goals

A summary of goals includes building a brand (design and create a logo including a name), creating a web page application where the user has the option to sign up using a sign-up form, log in using data submitted during the sign up, with either username or email address plus password, also to be able to access the profile page while logged in, with the profile page including a display of the username, current score and a leaderboard in some form. An option should also be added for the user to update their current score and they should be able to log out using a sign out button.

¹ Betterhealth.vic.gov.au. 2020. *Exercise With A Friend*. [online] Available at: <https://www.betterhealth.vic.gov.au/health/healthyliving/Exercise-with-a-friend> [Accessed 11 January 2020].

The data will be accessible through an own created database, as in previous years hosted on the university server together with the web page for easy access. The web page itself will include fitness related content, motivational sports quotes, fitness pictures, photos of a real person going through a losing weight phase to make the product feel more genuine, as in “this works for normal people too, not just professional athletes”. Other content will include a food/fitness blog and explanations of different weekly challenges and how to carry them out using good form to prevent injuries. Lastly a winner section will be added, showing different types of prizes for the weekly winner. This could be anything from a pub night out to a picnic at the beach paid for by the “loser”.

Achievements

A logo has been created and branded as Fit With Friends, a playful name with a sporty touch and suitable colours. Users are able to sign up using a sign-up form, the data will be submitted and stored in a database. With the data stored, the user is then able to log in, access a profile page, a page which welcomes the user by name, shows their current score, together with a leader board using Gold-Silver-Bronze for the top three. The user is also able to sign out using the sign out button. It would have been a preferable option to host both the database and web page online using the university server, but due to last’s year change limiting the back and forth file transfer to the university host and the onsite facilities being closed, this was all set up using a local database. This should not cause any trouble moving forward, instead of connecting to a local host and root not needing a password, this should later be changed to an online server, with a new host and password.

The web page contains related fitness content and paid for stock photos including own photos. It has a professional, but also genuine feel to it. Other planned content has also been set up, a blog including fitness news, healthy food and general advice. A weekly challenge tab has also been added displaying the different exercises well using a gallery with photos and short explanations of each exercise and how to carry them out with proper form. An update to the user score has not yet been added, and it is something that needs to be added in the future for the web application to function without any frustrations. At the moment the score can only be changed by the admin of the database. This will need to be added using a SQL query UPDATE with an assigned button that updates the current data in the database.

Choice of project and how it fits in with the modules you have studied

This project has been carefully planned to include a good mixture of modules studied during the time at the university. Introduction to Web Development (CI135), Website Design and Development (CI264) and Interactive Multimedia Development (CI240) are mainly responsible for the technical aspects of planning and building a website with different types of coding languages (HTML, CSS and JavaScript). The pre-planning and work leading up to the actual web page consists of Competitive analysis, Personas, Scenarios, UX design, Wireframes and Prototypes taught in modules: Human Computer Interaction (CI141) Game Design Principles (CI176) and Website Design and Development (Proto typing portfolio, CI264). Setting up different user accounts/tables using a local database, connecting to it, and being able to receive and display the data (using Php) has all been made possible because of the knowledge obtained from the modules: A Practical Introduction to Databases (CI112) and Web Technologies (CI227). The presentation is also a display of learning objectives gathered from the modules: Time-based media (Storyboard and production plan, CI221), Digital Post Production (CI314) with inspirational ideas and creativity gained in 3D Compositing (CI263) by mainly working using Adobe Premiere, Adobe After Effects and Adobe Photoshop. The

last piece which ties it all together is how to manage and plan a project (Project Planning Control (CI222). This module has helped with time management, planning and opened up a discussion on which specific parts are needed and which ones are not. All of the modules stated above are small parts in a larger puzzle without which a project like this would not be possible.

Background research and the way it has influenced your project.

Competitor research was done on three main similar applications: Strava, Apple Health and Samsung Health app. **See Appendix 2 for images, features and pros and cons list.**

Strava – The #1 app for runners and cyclists

Strava is a social network for athletes. Providing a fun and competitive environment Strava collects data from users' phones, smart watches and other fitness trackers and displays it in the Strava social feed. As a user you are able to post articles, share links, upload photos or follow other users by being able to see the content they have posted. Customised run segments can be created using the web application and targeted by other users, seeing who can accomplish the best time.

Apple health app

A free and well-rounded application which gathers health data from the user's iPhone, Apple Watch and other applications the user already uses, tracks and displays all data in one convenient place. It can track everything from sleeping pattern, daily steps and calorie intake/loss. The user can challenge up to 40 other people in weekly challenges.

Samsung health app

A free and well-rounded application which tracks the user's activity, nutrition, and sleep and delivers valuable insight based on the user's progress. Samsung health may sync the user's wearables, smart devices and other health-related apps always making sure the information is up to date. There is also a premium function to book live video doctor appointments and access a symptom checker. Option to challenge friends to a 1v1 competition.

Evaluation of competitors

All of these three apps have a few things in common. Firstly, they all access and use a record fitness API. The developers' google page have guides on how to set that up. For this project purpose, it is something that could be implemented later on for an easier way of tracking distance type competitions like steps, walking or running. Secondly, Fit With Friends will mainly focus on user typed in information which leaves more room for other types of exercises like sit-ups, pushups, burpees or squats. From a convenience standpoint this might cause some frustration for users always having to type in their achieved stats, but it also removes worries about forgetting to turn off the step tracker while on transport and unexpectedly winning a weekly step contest. Applications have been better during recent years activating a "speed set limit", preventing some steps from being recorded while in a car or on public transportation. Thirdly, something to recognise here is that using either Strava, Samsung or Apple leaves the user without much control over their own lives because the technical device will track everything for them, while Fit With Friends will allow full control using user typed in and stored data. The Samsung app touches on the things Fit With Friends will try to accomplish creating a prize for the winner. Fit With Friends takes it one step further in its aims to have social get-togethers as a prize to also increase social and offline interaction.

Methodology

The project management began in the form of a Gantt chart, with detailed weekly planning for the following main tasks: User Research, Web application requirements, Conceptual design/IA, Visual design, Application creation, Prototyping and Technical documentation.

Initially everything went according to plan. Completing the primary research, gathering the content needed and sorting out relevant data had the project off to a great start. As the project moved forward with competitor analysis, partial content audit of a competitor web app/page a deeper understanding of what is needed started to take form as personas/scenarios and user journeys. With all that concluded, a requirements catalogue started to come to life. Next came design work, and it was here along with the application creation where most time was spent, but more on application creation later on. For project work, planning is key, especially if you have a creative mindset. With that said, the plan transformed into a mind-mapping session (it is good to get creative ideas on paper, so there is less risk of coming up with something that changes everything later on).

The next step was to create an application structure map and one was made of the database setup along with wireframes for the actual web page. Some changes were later made to the web page, but generally the wireframes turned out as planned and provided a clear guide when coding the web page accordingly. Not all design work came together early. Especially the work on the logo was a work in progress throughout most of the project period, and the design was not finalised until about a month before the hand in date. It was mainly a few colour corrections that were missing along with the two circles that were later added to the logo. Due to the start of the covid-19 situation, the planning was not accurate anymore but that did not matter too much because the coding process had already started. The project lagged a few weeks behind at this stage, but there was time to catch up.

The coding process mostly went smoothly, connecting the database to the web page and setting up a frame for the ongoing development. In previous years, it has been possible to host both a database and web page using the university server, but the university IT service desk informed that the limitations of moving files between home and the university had been restricted because of previous security issues, filezilla (the programme previously used) was no longer an option. Then due to the pandemic, the university facilities closed so the decision was made to host it locally and work from there. This will of course make it trickier for an examiner to get it to work during the examination process, so the read me file, which was previously planned, had to be very informative on how to open and execute the files being handed in. Along with the exported database and a presentation video this hopefully will not cause any issues. Besides the hosting online issues, coding is always about collecting the small pieces to get the larger puzzle to work. Eventually it did but it took a lot of time and effort and involved plenty of research and testing. Lastly it was agreed that clickable prototypes were a part of the deliverable and not only was one created for the webpage, but one for further development in the form of a mobile prototype was also added as an example of what this project could look like in the future, if it was decided to move over to mobile.

No additional versions or major changes were made to the original project plan but the current life situation of lockdown and covid-19 have definitely increased the use of web applications from home having to work using either a desktop computer or a laptop. Easily accessible physical sources in the form of libraries and opportunities to work on site at the university (using high quality technical tools) of course had a huge impact on the planning as a whole. The project never changed direction though and the end goal was always the same.

Testing - Heuristic design and usability review of Fit With Friends

Home Page

A catchy name “Fit With Friends” pops up and stands out to the user when entering the site. However, it is not clear if “Fit With Friends” is the actual logo or just a phrase of motivation. Based on the name gathered from the URL the conclusion is that it is their real logo being used on the Home page. Besides that, the home page looks interesting and engaging. The user will understand the basics of how the web page works and where to start. By just looking at the web page it is clear what kind of web page it is and who the targeted audience is, the functionalities are not clear without doing further reading. The moving picture used on the home page together with the moving bars displaying calories make the home page feel more alive.

Task Orientation

The information on the web page is well presented in a logical order, especially for the blog posts showing the most recent stories at the top. It seems like the webpage is clearly thought out and well planned. The site requires minimal clicking and scrolling because of the “To top” buttons and the animated arrow at the bottom of every page which takes the user to the top of the page.

Fit With Friends is designed with great looking galleries, some that work like links, and some that open up the picture in a new window maximising it. The big text blocks below the articles/pictures in the weekly challenges section also provides good extra content and explanation from other sources by clicking on them.

Not everything is great, however. The footer provides social media icons, they are intended to work as links, but nothing happens when the user clicks on them. The same goes for the Newsletter insert tab with clickable letter icon, it could be a great function if it worked but nothing happens.

Navigation

The navigation field is well presented at the top of the screen and for the mobile version the responsiveness comes together nicely. Changes to the mobile version could include borders or background colours for the different nav tabs, it feels like something is currently missing and that the tabs are a bit crammed together. The hover effects are of a minimalist design using a top border, and the currently active link uses a red colour. An addition to the hover effect could include either changes in the opacity levels or a darker greyish looking colour to make it stand out more.

The web page would benefit from having the logo included in the navigation menu. As a user this is something that is normally included and would be expected coming into a new web page. The tabs loading speed is fast which is a huge plus.

Forms & Data Entry

As touched on earlier, there are few forms and data entries included on the webpage.

Newsletter in footer

It is well presented and in a good spot, where the user expects it to be. As of now the usage of this function does not seem to have been implemented yet.

Contact form

The contact form is well presented and clear, it works well for smaller screens too. As mentioned regarding the newsletter function, the function has not been created yet. So, the contact form does not do anything. Being able to drag the message window is a great function, being able to see the whole message that has been written leaves no option for user frustration.

One thing to note here is that as good as the red colour works with the black and white, for a sporty and competitive web page, the colour red for a button is not optimal. Red is often used in displaying error-messages, and to have red for a user clickable button is definitely not recommended, preferably instead changing the red to an orange colour would create better usability.

Sign up form

The signup form is well presented and clear, using the same style as the contact form. It works and the function is well implemented. For better usability change colour and maybe increase the font size for the “signup successful message” that follows when a user signs up to the web page.

Log in form

It is well-presented and clear. No option for forgotten password seems to have been implemented yet. However, the log in page works great and one additional improvement would be to direct the logged in user straight to their profile page instead of the home page.

Trust & Credibility

Content seems trustworthy and well up to date. Some information is included about the web page, goals and promises. Adding to trust & credibility, the company name, location and email could be added to the footer making the page even more trustworthy. The social media icons, if set up, would also make it more trustworthy.

Writing & Content Quality

The site uses relevant and targeted content towards their users. Focusing on fitness, the best sports to burn calories, a blog showing real user progress, when to eat before exercising and fitness tips about the different weekly challenges and how to perfect them. No major inaccuracies or spelling mistakes can be seen.

Search

This is not applicable since there is no search function added to the webpage. When the blog articles start to stack up, a function like this should definitely be added.

Help, Feedback & Error Tolerance

The webpage responds almost instantly which makes navigating the webpage a positive user experience. No help section or FAQ have been included. An error message shows up in the URL if the sign-up credentials do not match which is very helpful, but it can be hard for the user to spot.

Page Layout & Visual Design

Both the page layout and the visual design are appealing to the user and they fit their purpose. The design itself is minimalist in form of a wrapper design, using a great amount of whitespace and the colour scheme seems to be red, black, grey and white. Red screams passion, energy, love, desire and determination. All in line with the purpose of promoting fitness and its competitiveness. Using wrapper can be beneficial in going forward, mainly for the desktop version but also for the mobile version making it fully responsive. All content besides the wrapper is currently used as background but can later on be used as placement for ads which provide important income.

Accessibility

Fonts, colours, sizes of pictures and text are all clear and easy for the user to see. The site provides a great navigation system which helps even the inexperienced user to move around the site without any problems. **See Appendix 3 for further user testing.**

Product Description

The database has been created using localhost, phpMyAdmin.

Database name: Fit With Friends.

Tables: challenges, currentchallenge and users.

Table challenges – Created using SQL query

```
CREATE TABLE challenges (
    challengesId int(11) AUTO_INCREMENT PRIMARY KEY NOT NULL,
    challengesScore int(11) NOT NULL,
    challengesName TEXT NOT NULL,
    challengesUserId int(11) NOT NULL,
    FOREIGN KEY (challengesUserId) REFERENCES users(usersId)
);
```

Table currentchallenge – Created using SQL query

```
CREATE TABLE currentchallenge(
    currentchallengeId int(11) AUTO_INCREMENT PRIMARY KEY NOT NULL,
    currentchallengeNumber int(11) NOT NULL,
    currentchallengeName varchar(256) NOT NULL
);
```

Table users – Created using SQL query

```
CREATE TABLE users (
    usersId int(11) AUTO_INCREMENT PRIMARY KEY NOT NULL,
```

```

usersUid TEXT NOT NULL,
usersEmail TEXT NOT NULL,
usersPwd TEXT NOT NULL,
usersNI TEXT NOT NULL
);

```

Additional data added into the currentchallenge table – Created using SQL query

```

INSERT INTO currentchallenge (currentchallengeNumber, currentchallengeName) VALUES
(1,"Pushups")

```

The screenshot shows the phpMyAdmin interface for the 'fitwithfriends' database. The 'Structure' tab is selected. The 'currentchallenge' table is highlighted. The table structure is as follows:

Table	Action	Rows	Type	Collation	Size	Overhead
challenges	Browse Structure Search Insert Empty Drop	3	InnoDB	latin1_swedish_ci	32 Kib	-
currentchallenge	Browse Structure Search Insert Empty Drop	1	InnoDB	latin1_swedish_ci	16 Kib	-
users	Browse Structure Search Insert Empty Drop	7	InnoDB	latin1_swedish_ci	54 Kib	-
Sum						0 B

A 'Create table' form is open on the right, with 'Name:' set to an empty field and 'Number of columns:' set to 4.

Requirements discussion

Most of the requirements have been included in this project. Examples included are easy navigation, welcoming and engaging content using strong colour schemes, ability to sign up, log in and log out as users. **See Appendix 4 for requirements catalogue and radar chart.**

Complete product

Some key requirements are missing, these are necessary for this project to move along and hopefully end up being a complete product which the users have full access to and are able to use without any issues. These requirements include the ability for the user to update their current score using SQL UPDATE Statements syntax. Other technical issues involve the users forgetting their passwords, which will need a forgotten password button, with added security, either a security question or a change password link sent to the user's email. The social aspect of this product is one of the main reasons it was started in the first place, for that to completely fulfil its goal a reward/prize tab has to be added.

Enhancements

Quality of life changes or enhancements to make the web application even better, includes a calendar showing upcoming weekly competitions, a search function, mainly for the blog section

where this could be relevant, a way for the user to add more profile specific data, information about themselves including a profile picture of their choice.

Other quality of life changes are for example a way for users to message each other straight away using Fit With Friends will add to the convenience and usability factor. More user freedom is also an important factor, giving the users full control and the ability to invite each other, creating their own challenge and set their own prize.

Discussion regarding the design of the logo and colour choices

Fit With Friends feels like a catchy statement and it is hopefully something people will be able to remember and the FWF example seems more forgettable. In order to make the logo stand out from surrounding content, having a colour mixed into the logo to break the words up seems like a really good idea. The red and vertical lines at the end look great but the dots in-between the words have a more symbolic meaning of “three friends” (because of the three dots) and also help with readability since it spaces the words out. The vertical lines also “squeeze” the words together which makes it harder to read. About the colouration, red really breaks it, as in it stands out where “blue/cyan” is too bright. **See Appendix 5 for logo options and colour schemes.**

According to several different sources: justcreative, empower-yourself-with-color and smashingmagazine the colour red is the warmest of all colour schemes. “Intense as fire, warm as blood, red screams passion, energy, love, desire and determination”². It also represents effects in the human body; it increases the respiration rate and raises blood pressure. All in line with the project promoting fitness competition as the colour red enhances the user experience.

After sending out pictures with colour schemes requesting feedback, mainly to friends, but also to a personal trainer asking about the colour choice, this narrowed down to the main point being said as criticism: The “cyan” colour was described as a cool and calm colour with a “spa” feeling to it and maybe a bit too bright. The blue colour was always a frontrunner before this, but after taking the feedback into consideration, the decision to look into more powerful colours seemed obvious. As a friend said: “If you want to give off a “FITNESS WITH FRIENDS! HECK YEAH LET’S DO THIS” feeling then bold is the way to go. With both professional colour guiding from several sources, and some feedback, valuable points were made.

Additional research looked at two different gym chains in the UK, with one chain using the blue/orange more and the other red/grey colour schemes on their websites. The blue/orange theme has a more “creative and fun establishment” vibe to it which targets beginners more who want to work out in a safe and controlled environment without being pushed too hard. The red/grey theme gives off a more serious crossfit vibe for people who already feel comfortable in a gym and want to

² Corey, L. 2018. *Color Psychology In Logo Design & Branding Explained - JUST™ Creative* 2018-02-19 [online]. Available at: <https://justcreative.com/2018/02/19/color-psychology-in-logo-design-branding-explained> [Accessed 10 January 2020].

compete. This project is mainly about getting stronger together in a fun way, but also who beats who, showing friends and colleagues that you can outdo them. That is also the main reason a red/grey theme was chosen in the end, for the competitiveness. And after each challenge, the prize is doing something fun together to celebrate the success and recharge the batteries for the next week's challenge. It is all inclusive, for the "winner" and the "losers", it is a win win situation – get exercise and be sociable.

Critical Review

The project has been a success overall and the experience in general has been above expectations.

Success Review

The web page gives off a sporty and competitive feel, with a modern look, high quality pictures and a great looking photo gallery in the challenges tab with interesting css effects. The page is also fully responsive using media queries which makes it easy to use on smaller screens and prevents the user from experiencing any sort of frustration. Fonts and colours look great with a consistent colour scheme all throughout. Text for posts and articles are of good size and easy to read against the white background. Some animations have been added which add to a futuristic and more modern look, especially for the footer with the animate arrow to top. The clip with the "zooming in on a picture" at the welcome page adds to the page and makes it feel more alive.

It is clear on how to use the navigation, using the nav menu for tabs, go to top button, and the end arrow at the footer section. The page has also been created using a wrapper which makes the experience itself less cluttered as it is easier for the user to know where to look, having the page set into a couple of frames. An additional pleasant design is the google maps picture in the sign up and contact page, along with the text blocks in the articles really popping out and creating a good variety of content.

An assessment of the progress you made, problems encountered, their solutions and the lessons learned

The old classic designer vs developer dilemma/problem.



Step 1: Design



Step 3: Completed product

Step 2: Implementation



Fully responsive

Here is an example of a classic problem that happened many times during the product creation process. Sometimes the mind wanders and in that moment all previous experiences do not mean much anymore. During the making of this typical design, the following question was never asked - is this something that can be done, or more importantly, is this something that can be achieved within the set timeframe and with the possessed experience and knowledge?

Step 1 Design

Included lots of thought processes, thinking about the best way to show the top 3 results. The first thing that popped into mind was the standard usage of a podium. Podiums are constantly used in lots of sports, especially during events like the Olympics. This design would certainly make the top 3 users feel extra special and increase the motivation for the others to get their spotlight on the podium.

Step 2 Implementation

The implementation started off with great progress making the desired design work fully functioning in normal web mode. But when scaling down, the problem with the podium design became apparent as it is one entire image. The names on the screen (which are not images) then were un-aligning themselves from the image causing them move off the podium to the side of the screen. Since this project is supposed to be fully responsive for mobile screens as well, this had to be changed.

Step 3 Completed product

Spending a lot of time trying to get the implementation living up to the design requirements, the decision was to go back to basics. The completed product displays the data in a text block instead, justifying the content to centre and for smaller screens the added media queries fulfil the requirement of full responsiveness.

Future solution

Working on a solution the best way would have been to centre the rankings, instead of aligning them to the left side of the browser (which it was previously doing). Moving on, the text implementations should be set to “vw” instead of “px” because it scales with the viewport of the browser. As a final note, the text padding should have been “vw” as well, otherwise the padding gets really big on the mobile version too because the text is the only thing that will scale.

Evaluation

The lesson learned here is that whenever any type of design for a web page comes up, the question to ask is always: "Is this doable in mobile format as well?" If the answer is no, or maybe, then a way should be found where the likelihood of it working is very high. It is about learning about one's own capabilities and limits, this mindset is sure to help with future projects.

Aspects of your work you are particularly proud of

Presentation: The presentation has been such a fun and new experience to previous work.

Tonnes of work have been put into this presentation. It was carefully planned using storyboarding, hours and hours put into the editing, communicating with a local personal trainer in Brighton&Hove for work out videos in cooperation with her clients promoting this project, along with friends and family helping out as well. An own purchased green screen with holder and paid for assets used from Adobe stock have also been used to enhance the project presentation as a whole. Feedback was also given by the project supervisor and has been sorted accordingly. The presentation is informative with a personal and a happy feel to it. This is one of the greatest achievements accomplished during this project period and will be used as a portfolio for future work applications.

Web page: Coding has always been difficult so to be able to produce this type of technical artifact is a very proud moment during the time at the university. Not only is the webpage fully responsive, mainly to reach a broader audience but also makes the process easier in case this project will be transferred to mobile in the future. A few web animations have been added, together with an own created logo and a signup form which connects to a local database. There is also a fully functional log in system which is the most technically advanced aspect of the project and an achievement highlight. It not only welcomes the signed in user by name, it also shows data connected to other people who have signed up for the web page and sorting the data from the database from highest to lowest, in this case the score.

Areas for improvement

If this was to be further developed into being a sellable/purchasable product a few areas would need to be investigated into more detail and enhanced. The biggest area would be how to advertise the application as effectively as possible using Search Engine Optimisation. In practice that would mean to make changes where relevant to make the website more SEO-friendly, an example is to have internal links, one that points to another page on the same website. Another example is to define the anchor text of targeted links.

Besides the log in system combined with the database being the proudest achievement it is also missing out on a functionality that was originally planned. Due to unfortunate worldwide circumstances and the amount of time required to research, understand, and prosecute, this functionality was put aside late in the project making process. As in its current state the logged in users are not able to manually add to their weekly score, this unfortunately has to be done by the database admin. To accomplish this, an update sql query needs to be added in php together with a submit button for the actual score. In addition, a separate start page, in line with the MoSCoW

method for prioritising of requirements “Could have” which means that a separate start page is not necessary but could indeed improve the user experience and customer satisfaction for a recently small development cost. This is definitely something to further investigate moving forward with the application.

For future development

[Clickable mobile prototype in Adobe xd](#): A fully functional and clickable prototype has been created in Adobe xd for future progress of this project. The prototype includes examples of sign up, log in, log out and displays more or less the same amount of data as the already created product. The main difference here is the button to be able to submit the user's current score signed in to their profile. Lots of work has gone into designing this prototype, following the same colour scheme as the web page which gives it a sporty/fitness kind of look. Another difference is the first log in page showing the top 1-3 as circles with the scores inserted. This is added as a way for the user to quickly log in, check the score, log out and hopefully that will improve the user experience immensely. Spare design artwork is also displayed in this file, showing a few design attempts that did not turn out that well. An example of this is the round profile image which includes the name of the user inside of it. During the development progress, it was decided that this will be tricky to implement with longer names. So the user name will instead be displayed below the picture and the welcome text.

[Clickable web page prototype in Adobe xd](#): A clickable example version of the web page trying out basic navigation and user experience. In this example the main focus was on a more “full web page looking prototype with included burger menu”. Later on reworking this page using wireframes as well, the main decision was to start by designing it for mobile, instead of the other way around. This ended up as a fully responsive product. The reasoning for not including the burger menu, opening/closing option is that the page itself does not have enough navigation menu tabs for it to be a necessity.

Conclusion

The world's population is not only putting on more weight, it is also becoming more and more depressed. Exercise has proven to be an effective cure for both issues. And to reach the goal of building confidence and improving our wellbeing, one way of doing so is to get Fit with a Friend. This project was a challenge, to both deliver on a high level of design and technical ability. The end result was a success with a responsive site, many lessons learned along the way, and the confidence to tackle new projects in the future.

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LIST OF APPENDICES

Appendix 1 – Personas, user journey and scenarios

Personas

Martin

Martin

Age: 34
Location: Stockholm
Education: Degree in regional planning
Job: City Planner
Family: Lives with Bella (Brown Labrador)

GOALS

- *Exercise more*
- *Travel to see the football world cup*
- *Design my own building*
- *To get one more Labrador*

FRUSTRATIONS

- *Working out alone*
- *Long working days*
- *Traffic jams*

STRENGTHS

- *Push ups*
- *Sit ups*
- *The plank*
- *Running*

TECH

- *Internet*
- *Fitness forums*
- *Social Networks*
- *Messaging*
- *Gaming*

SWEDEN

FIT.WITH.FRIENDS.

Haffe



Haffe

Age: 32
Location: Copenhagen
Education: Degree in sports coaching
Job: Climbing wall instructor
Family: Engaged, soon to be married

GOALS

- Inspire and motivate
- Be the best I can be
- Start a family
- Run a 10k race

FRUSTRATIONS

- Slippery climbing walls
- Friends living abroad
- Not enough time
- Covid-19

TECH

- Internet
- Social Networks
- Messaging
- Video editing
- Photo editing

STRENGTHS

- Push ups 🌻🌻🌻🌻
- Sit ups 🌻🌻🌻🌻
- The plank 🌻🌻🌻
- Running 🌻🌻

DENMARK

FIT.WITH.FRIENDS.

Jonathan



Jonathan

Age: 30
Location: Stockholm
Education: Degree in criminology
Job: Intelligence researcher
Family: Single

GOALS

- Publish a book
- Stop smoking
- Be more healthy
- Find someone
- Become a detective

FRUSTRATIONS

- Slow computers
- Rain
- Long working days

TECH

- Internet
- Social Networks
- Messaging
- Programming
- Gaming

STRENGTHS

- Push ups 🌻🌻🌻🌻
- Sit ups 🌻🌻
- The plank 🌻🌻
- Running 🌻

SWEDEN

FIT.WITH.FRIENDS.

Anne



Anne

GOALS

- To always be there for my children
- Try Triathlon
- To get my eyesight fixed someday
- Overcome fear of flying

FRUSTRATIONS

- Corona virus
- My glasses
- Bad loser

STRENGTHS

- Push ups
- Sit ups
- The plank
- Running

TECH

- Internet
- Social Networks
- Messaging

UNITED KINGDOM

FIT. WITH. FRIENDS.

Greg



Greg

GOALS

- Be a great dad
- Renovate the house
- Eat less junk food
- Try bungee jumping
- Stay honest

FRUSTRATIONS

- Sweeteners
- Seagulls
- People being late

STRENGTHS

- Push ups
- Sit ups
- The plank
- Running

TECH

- Internet
- Social Networks
- Messaging

UNITED KINGDOM

FIT. WITH. FRIENDS.

User journeys

Anne signs up to the webpage



Jonathan navigates the webpage for information regarding the different challenges



Martin navigates the webpage to find out who the current leader is



Scenario of use:

Scenario 1 – Haffe

It is Tuesday morning and Haffe starts the day by having his morning coffee by his desktop computer checking his email. Due to the current covid situation he does not leave his house that often. He starts to feel isolated and a bit lonely even though his fiancee keep his spirits up and is great company. Recently an advert was brought to his attention, Fit with Friends, and thinking about his old high school friends living abroad he decides to challenge them using the web application.

Not only does the app help with maintaining a good friendship, it also gives Haffe the opportunity to get some exercise from inside of his own home.

Fredrik and Thomas currently studying abroad accept Haffe's challenge, which this week turns out to be push ups. They will compete against each other, improve their mental health during the difficult time but will also get them in good shape and provide some great banter and good laughs.

Haffe feels good about himself taking the initiative contacting his friends and hopefully they will have contact more frequently by doing this challenge.

He finishes his coffee, grabs the workout mat, and prepares himself for some push ups.

Scenario 2 – Greg

It is Friday lunch and Greg has had his first week at his new job working as a Fitness nutritionist. He has had some difficulties bonding with his new colleagues due to the after work activities mainly being focused on drinking. Greg has never been into that and he does not plan to start now.

Carol who understands where Greg is coming from tells him about their weekly office event. Their office team is using a web application called Fit with Friends, each week they compete against each other in different fitness exercises, and the person who ends up last has to bring baked goods for the Monday morning meeting.

Greg joins in and after his first exercise he ends up last. However, this does not matter to him at all. Because of it he is now much closer to his colleagues, being "ONE" in the team.

For the Monday morning meeting Greg brings croissants for everyone and it is much appreciated.

He decides to keep doing these challenges, he may not win the challenge, but for the price of friendship it is totally worth it.

Scenario 3 – Jonathan

It is Saturday night and Jonathan just arrived to a newly opened bar meeting a couple of friends. Already within the first hour his friends keep nagging him about relationships, marriage and kids. Jonathan finds this discussion rather exhausting since this is not the first time they are having it.

He goes outside for a smoke to calm his nerves and a beautiful bubbly girl called Sarah approaches him. She tells him that smoking is bad for his health, as if he didn't already know that. She then asks him to join her in focusing on a healthier lifestyle showing him a web application called Fit with Friends. They agree on competing against each other pushing themselves to their limits.

After a few weeks of doing push ups, sit ups, the plank and even some running, they decide to meet up for a coffee to enjoy each other's company even more.

If all goes well Jonathan might not stay single for long, and his smoking habits have definitely been reduced, thanks to Sarah and Fit with Friends.

Scenario 4 – Martin

It is Sunday morning and Martin just woke up. He gets out of bed getting dressed in front of the large wardrobe mirror. In doing so he realises that he gained some weight during his last relationship which ended a couple of months ago.

After taking care of last night's take out boxes, he grabs his laptop and lays down on to the couch. Spending 30 minutes searching for the quickest and easiest way to lose weight he stumbles across a web page called Fit with Friends.

They seem to have their own web application, Martin feeling pumped and excited decides to sign up. The application itself targets a group of people competing against each other in weekly challenges. One of Martin's biggest frustration in life is that he gives up easily, and thereby working out alone has never really worked for him.

He sends a text message to his two younger brothers asking them to participate, and by doing so helping Martin to lose weight and feeling better about himself. They accept.

Four weeks later Martin can already see huge progress, and competing against his younger brothers is a big boost of motivation to show them that big brother always wins. He feels stronger, less tired and he looks forward to waking up every morning to check his current progress in the mirror he once hated. Martin has yet to lose against his brothers who also benefited immensely by doing this challenge. Their bond as brothers has never been stronger either.

Scenario 5 – Anne

When Anne wakes up Tuesday morning, it is a day completely out of the ordinary.

Yesterday Prime minister Boris Johnson announced lockdown. Government rules state that Anne is allowed to exercise outside once a day with a member from her own household. As a self-employed personal trainer, emails and text messages have been stacking up from worried clients.

Some of her clients lack the self-motivation to exercise hence her services are of great importance to improve on people's wellbeing and fitness in general.

Anne needs to come up with something fast, a way for her clients to keep on exercising while the country is being quarantined.

She decides to email a couple of her friends who work in the same business as her, to see what arrangement they have made for their clients.

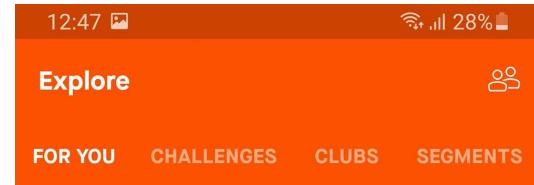
From several sources Fit with Friends gets mentioned and she decides to check it out whilst she is on the computer. Weekly challenges, compete with friends, different exercises. Anne believes this could work. She decides to sort her clients into groups of three with the same fitness level. Doing this will create a motivation to beat the others, Anne will also award the winner with something special and losers get something as well just for participating.

A few weeks later Anne receives an email from one of her clients saying that without Fit with Friends she would have gotten completely mad being stuck in insolation and thanks Anne for pushing her to the best she can be.

After lockdown Anne decides to stick with Fit with Friends as a side project for her more competitive clients.

Appendix 2 – Competitor Research

Strava



Routes: New and Improved

Get personalized route suggestions – powered by the community. Check out this early release, tell us what you think, and help us make it better.

[Explore Routes](#)

The main content area of the Strava app features three main sections: 'Challenges', 'Clubs', and 'Segments'. Each section has an icon, a title, and a brief description. There is also a large image of cyclists on a road with a yellow 'Challenge' box overlaid.

- Challenges**
Stay motivated with a new goal and get rewarded
- Clubs**
Build and join communities of like-minded athletes
- Segments**
Compete with yourself and friends wherever you go

Below the main content is a navigation bar with five icons: 'Feed' (house), 'Explore' (orange circle with arrow), 'Record' (camera), 'Profile' (person), and 'Training' (bar chart). At the bottom is a grey footer bar with three icons: a menu icon (three horizontal lines), a square icon, and a back arrow icon.



Features

- Easy to sign up, using either Facebook, Google, Apple or by email.

- Standard profile creation, First name, Last name, Birthday and Gender.
- Option to receive monthly stats, tips, information regarding updates and new challenges.
- Able to access stories from the Strava community.
- Option to turn on and off notifications.
- Long list of customisation options for the premium version, Leaderboards, Segment efforts and analysing, Set custom goals, Life performance data with Live segments.
- Join local clubs for the sport you prefer to do.
- Post articles, videos, and photos that do not have to be sport related.
- Profile customisation, set up profile picture, see weekly and yearly goal progress.
- Create customised routes.
- Change distance data, kilometres, or miles.
- Able to add the type of gear you are using.
- Able to access professional athletes' tracks trying to attack and beat their time.
- Explore clubs, sports, and leaderboards.
- Challenge yourself in upcoming events collecting badges.
- Send invites to friends who do not already have Strava installed.
- Help option with support, FAQ etc.
- Siri enabled.



Strava Support > Help & Support > Subscription & Billing

Search

Articles in this section

- [How to Cancel your Subscription](#)
- [Important Changes to Strava Packs](#)
- [Changing Subscription Length](#)
- [Strava subscription not showing on your account?](#)
- [Gifting a Subscription](#)
- [Strava Subscription Trial with Device Purchase](#)
- [Updating your Subscription status with Strava Support](#)
- [Managing your Billing Information](#)
- [Strava Subscription Features](#)

Strava Subscription Features



Meg

Updated Friday at 21:00

Follow

- Subscribe to Strava to get the most out of Strava segments with these features:
 - Overall segment leaderboards.
 - **Your segment results:** Comparing, filtering, and analyzing segment efforts.
 - **Filtered Leaderboards:** Filter segment leaderboards by over certain periods of time, by just your followers or clubs you've joined and by your age and weight.
 - **Segment Efforts:** Compare performances with other athletes on your favorite segments.
 - **Live Segments:** Your segment performance in real-time, plus comparisons to your PR and the current KOM/QOM/CR. Live Segments are available on, [the Strava mobile app](#), and select [compatible devices](#).
 - **Training Log:** View all your training in one place, visualized to show your progress, and highlight important stats.
 - **Cumulative Stats:** View monthly stats for all sport types and compare to previous months.
 - **Matched Activities:** Benchmark yourself against past performances on your most common routes.
 - **Race Analysis:** Detailed post-race breakdowns of your pace fluctuation and splits.
 - **Custom Goals:** Set goals for segments, cycling power, personal time or distance. Weekly and Yearly Progress Goals help you stay motivated and keep your training on track.
 - **Training Plans:** For running and cycling to help you achieve your fitness goals.
 - **Live Performance Data:** Speed, distance, and location, in real-time, on your mobile device.
 - **Pace Analysis:** Visualize your pace zones and lap data for all your running workouts.
 - **Custom Heart Rate Zones:** Train smarter with a heart rate monitor.
 - **Relative Effort:** Strava analyzes your heart rate data to quantify how hard you're working and help you train smarter.
 - **Beacon:** Live location tracking for safer activities for athletes, and peace of mind for their friends and family. Beacon is available on the iOS and [Android](#) app, as well as selected [Garmin](#) devices.
 - **Routes:** Create routes from scratch on the [Strava website](#) or automatically generate routes from the [mobile app](#).
 - **Personal Heatmaps:** Unique visualizations of all of the places you've run or ridden.
 - **Workout Analysis:** Visualize your pace zones and lap data for all your workouts.
 - **Power Analysis:** Utilize your power meter to analyze your activity and view training load, intensity, and more.
 - **Fitness & Freshness:** Track levels of fitness, freshness, and fatigue over time.
 - **Custom Heart Rate Zones:** Train smarter with a heart rate monitor.
 - **Perks:** Exclusive deals from brands, retailers, and more.
 - Expedited Support for our subscribers.

Pros

First month is free.

Primarily used for walking, running, cycling, and swimming in a competitive environment.

GPS location access.

Quick to set up and start to run right away.

Using own created routes, the app will tell the user when to turn etc.

Able to sync with phone contacts and social media contacts.

Able to search for username.

Able to set up smartwatch, no need to bring the phone.

Cons

The free option of Strava does not provide anything special that does not already come with the pre-installed applications on a smartphone (as in Samsung's health app which is more diverse).

Costs 60 dollars a year after the first free month.

Only able to create customised routes using a desktop. Can be implemented to phones.

Only able to add the type of gear you are using through the desktop app.

Have to set up a security profile/private to be able to decline follows.

Only tracks walking/running and distance as the main data plus calorie loss.

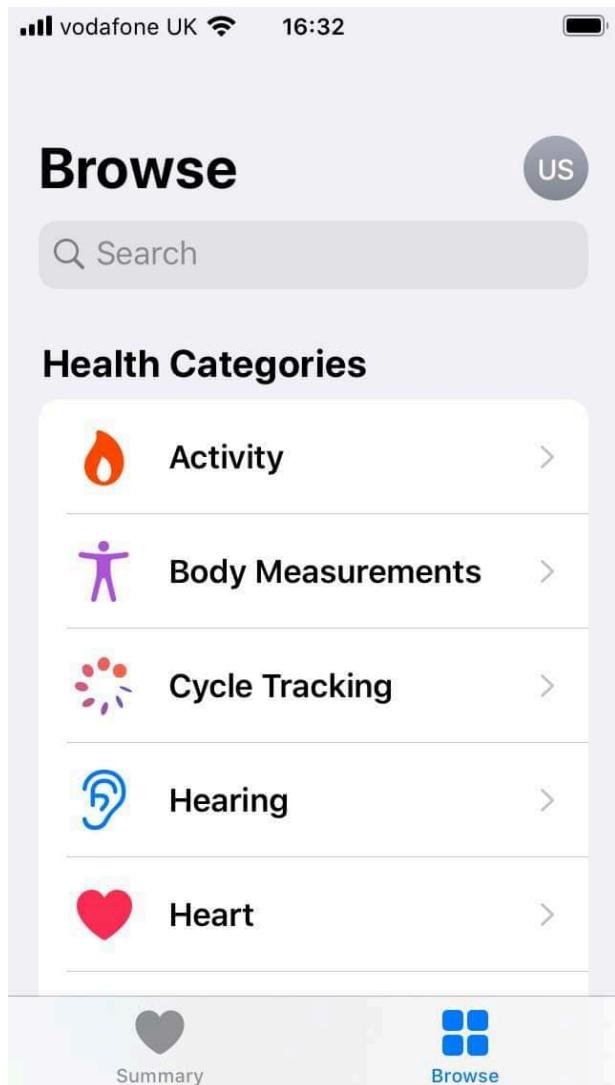
Main stats of improvements/training only available in Strava Premium.

Apple Health



Features

- Challenges.
- Profile customisation.
- Privacy and notification controls.
- Summary page – personalised overview.
- Favourites data tab.
- Automatic generated data saved as highlights during time – a recent run the user took for example and how many calories that were burnt.
- Able to see general important notifications at the top depending on the use of your smart product, example if the user experiences a high decibel environment for a long time the app will come with health advice regarding the high decibels and danger of hearing loss.
- Around the clock tracking, walking/running distance, heart rate, blood pressure over time and sleep analysis.
- Deeper analysis provided through either the health categories or by using the browse button.
- Track daily, weekly, monthly and year to date caffeine intake if that is something that interests the user and how much total that is in mg.



Pros

Free for all Apple users.

Able to challenge up to 40 friends in weekly competitions.

Earn rewards like exclusive badges and animated stickers for use in both messages and face time.

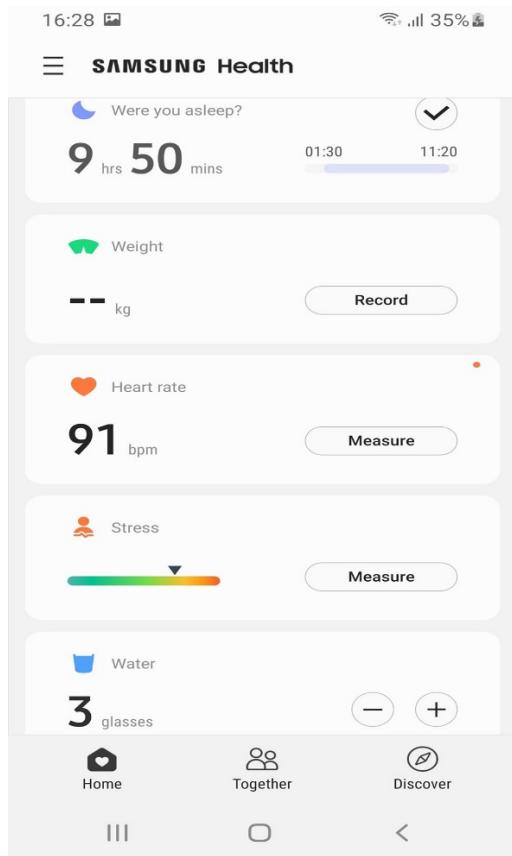
Cons

Depending on the user's topics of interest, the app may display too much data than what is necessary for the user.

Only tracks walking/running and distance as the main data plus calorie loss.

Forgetting to turn the tracker off when using public transport can sometimes add to the daily steps, which is not desirable - especially in a competitive environment.

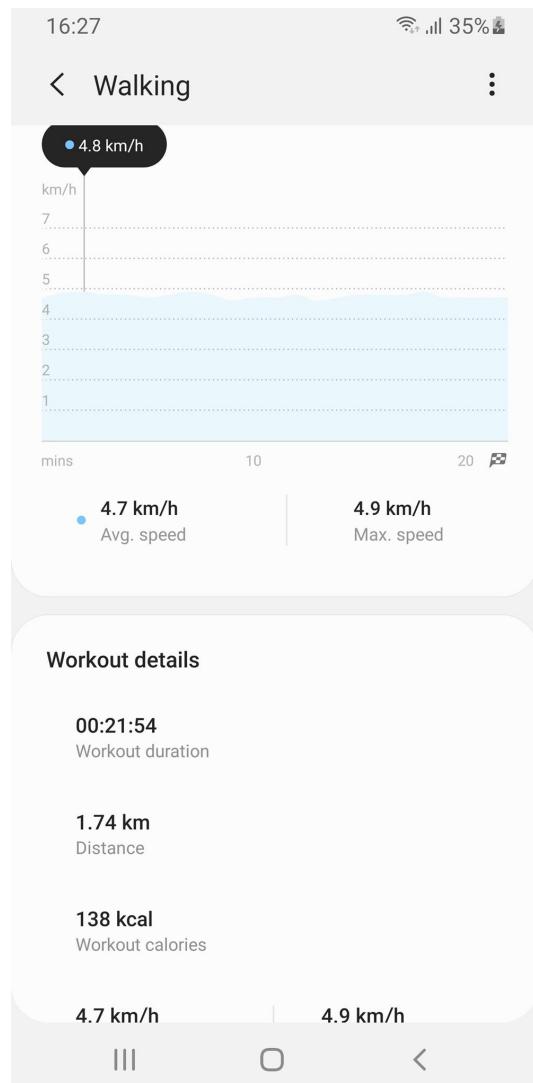
Samsung Health



Features

- Challenges.
- Profile customisation.
- Weekly summary and achievements tab.
- Around the clock tracking, walking/running distance, heart rate, stress levels over time and sleep analysis.
- Stored, analysed trend displaying data of weekly, monthly, and yearly progress.

- A fully developed and implemented nutrition plan having access to thousands of different products from several big brands of grocery stores. Calculation of nutritional values and calories provides an excellent choice for a user who wants to take charge of their diet habits.



Pros

Free for Samsung users.

Able to challenge friends to a 1v1 competition choosing a prize of their own, could be that the loser pays for coffee.

Water tracker to help people stay hydrated, with notifications telling the user to “Don’t forget to have another glass of water”.

Cons

Forgetting to turn the tracker off when using public transport can sometimes add to the daily steps, which is not desirable - especially in a competitive environment.

[Appendix 3 - User testing](#)

User experience issues – A “Heuristic Evaluation” by Daniel Nielsen

Home page:

First detail that draws my eyes to it on page load, is a horizontal grey bar with a welcome message in it which I think breaks the aesthetics of the page. Personally, I am very picky in terms of consistency in design, which makes me notice that the text varies in font size and line-height. I should also point out that I am on a higher resolution monitor (2560x1440px), which makes the background image of the website repeat itself instead of adjusting itself to the browser size. Last detail I notice is that the “Best way to burn calories” information on the front page, seems to belong on another page.

Weekly Challenges:

The different sections on the page could save a lot of space on this page if the image and text for each section were placed next to each other instead of below each other. So, text on the left, and image on the right. This problem could also create an additional issue with the “Additional Advice” section getting hidden away at the bottom because it is so far down the page, and personally I think it seems like important information that “new athletes” needs to read. Maybe place it further up the top of the page? The only other notable “bad” is the font sizes and line-heights.

Blog:

Blog looks really good, and only suffers from the same “font size and line-height” issue.

Contact:

The input fields for the form should be aligned vertically. There are 3 separate sections to the form which are split using a surrounding bordered line, it confuses a bit whether all 3 sections are part of 1 form. Fixed by just placing 1 border around the whole form?

Sign up:

Same issues as on “Contact” page.

Log in:

Same issues as on “Contact” page.

Profile:

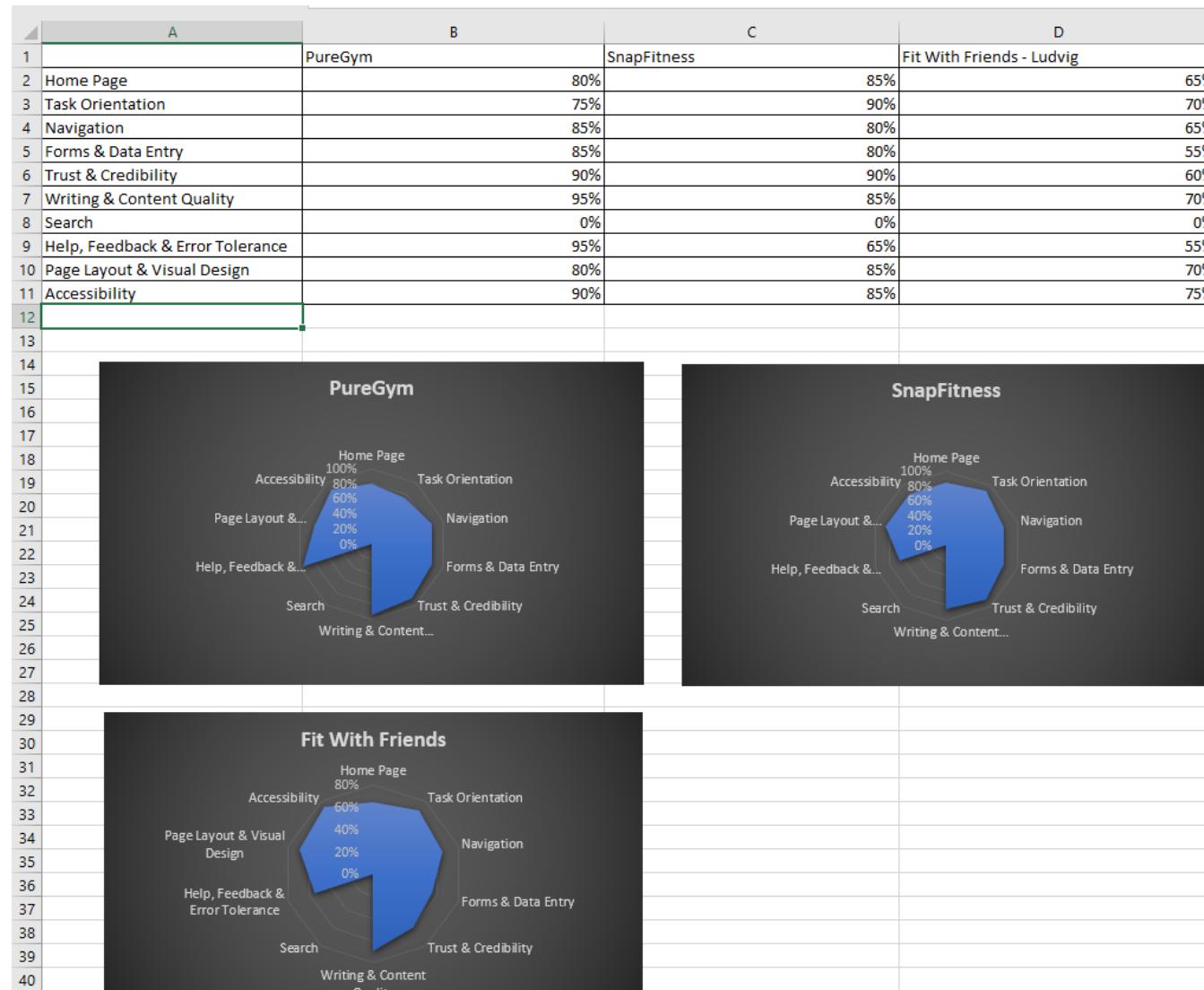
The “this week’s challenge” section image is a bit large and takes up more space than needed. The “ratings” section could maybe be cropped in height to not take up as much vertical space on the page? The “Pushups” section at the bottom should maybe be placed next to the “this week’s challenge” section at the top, since they seem to belong together. Lastly the font size and line-height need to be consistent.

Appendix 4 – Requirements and charts

Requirements Catalogue

		Requirements Catalogue MOSCOW		
1	ID	User Story / Task / Deliverable	Priority	Planned For
2	1	As a user I want the web page to be welcoming and engaging	Must have	General
4	1	As a user I want to be able to navigate the webpage	Must have	General
5	1	As a user I want to have a wide variety of subjects and articles to choose from	Must have	General
6	1	As a user I want to have the option to search the webpage using keywords	Could have	General
7	1	As a user I want to receive search results based on my input divided into different pages	Could have	General
8	1	As a user I want the webpage to provide me with suggestions in regards to my search word	Could have	General
9	1	As a user I want Fitness challenges and how to execute them to be a topic included on the webpage	Must have	General
10	1	As a user I want to be able to create a account using email/username and password	Must have	General
11	1	As a user I want to be able to log in	Must have	General
12	1	As a user I want to be able to log out	Must have	General
13	1	As a user I want the option to save my searches	Could have	General
14	1	As a user I want to be able to receive notifications when relevant content/news to my liking has been uploaded, by email	Must have	General
15	1	As a user I want to be able to access my profile page	Must have	General
16	1	As a user I want to be able to update my score manually	Must have	General
17	1	As a user I want to be able to read about other competitors progress	Should have	General
18	1	As a user I want to be able to access the leaderboard and see my current standing	Must have	General
19	1	As a user I want to be able to see promotional content for the web application	Must have	General
20	1	As a user I want to be able to see upcoming weekly challenges/events	Won't have	General
21	1	As a user I want to be able to share my progress with competitors, either by uploading images or messaging them	Won't have	General
22	1	As a user I want to be able to receive notifications when competitors updates their score	Won't have	General
23	1	As a user I want to be able to access a calendar	Could have	General
24	1	As a user I want to be able to find contact information	Must have	General
25	1	As a user I want to be able to access a prize section, showing social activities options	Must have	General
26	2	As an administrator I want to be able to store all account information in a database	Must have	General
27	2	As an administrator I want to be able to access all account information in a database	Must have	General
28	2	As an administrator I want to be able to log in to the database	Must have	General
29	2	As an administrator I want to be able to log out from the database	Must have	General
30	2	As an administrator I want to be able to access current scores for weekly challengers	Must have	General

Radar Chart



Appendix 5 - Logo design and options and colour schemes



Final choice of Logo



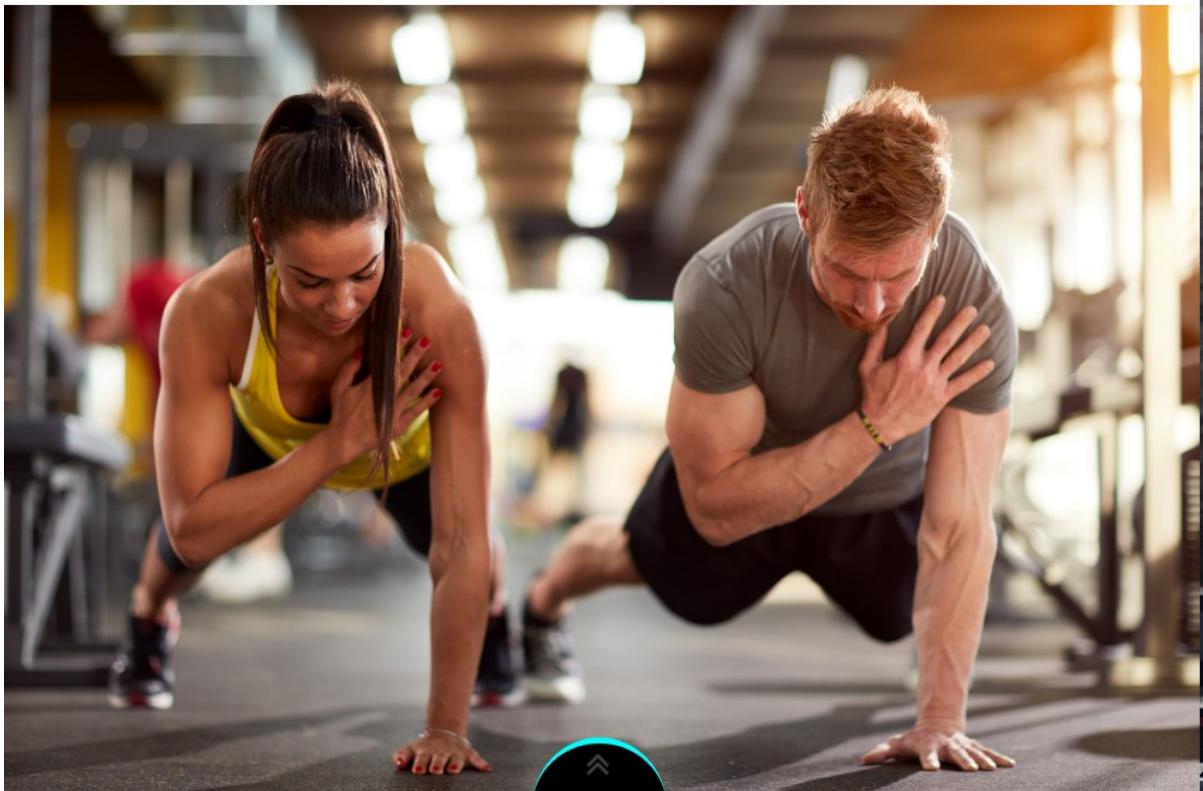
Initial colour scheme for the web page

LOG IN

USERNAME/EMAIL:

PASSWORD:

LOG IN **FORGOT YOUR PASSWORD?**



FIT WITH FRIENDS

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An example of the finished product using a Red/Grey colour scheme.

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WELCOME MARTIN

THIS WEEKS CHALLENGE

PUSHUPS

YOUR SCORE : 130

Looking at colour schemes from different gym websites:

Pure gym using blue/orange theme

Snap fitness using red/grey theme

“I had a successful liver transplant in January 2016 and upon returning home, I was an eating machine. I joined Snap Fitness in 2017 but by October had fallen off the wagon. On New Year's day, I decided to get serious. I have been at the gym almost every day since, shedding away the extra weight and my goal and I am not alone! The staff at Snap Fitness are encouraging and friendly and it is an inexpensive and comfortable atmosphere in which to reach my goal and stay fit.

— KAREN

MY SNAP STORY

THE LIFE-CHANGER