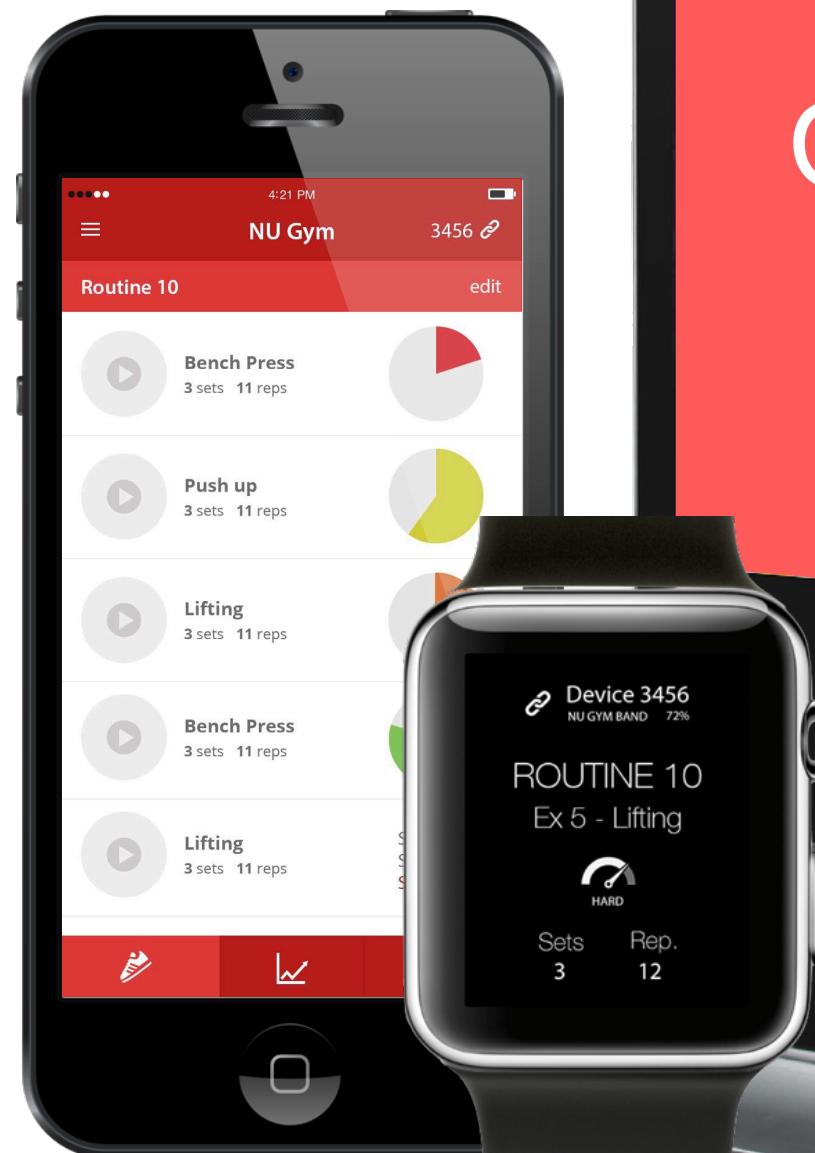


NU GYM

A digital environment concept design



Designed for
3 Devices





ABOUT

ABOUT

The NU Gym is a concept design for improving the experience for the gym visitor at Northeastern University. The cross platform solution is designed according to the digital environment of the gym. The concept was designed to operate on 3 Devices including mobile, smartwear, and kiosk.

PROBLEMS

Goals are defined, but don't know how to achieve it!

- Newbies at gym doesn't know how to exercise and utilize their time at gym.
- Irregular visitors doesn't know how to improve or how are they doing with their changing routines.

TRIGGER

Finding a breakthrough for ideation



There are **3 factors** that influences the behavior of the visitor at the Gym!



PERSONA & DESIGN

NU
Gym

James Howlett



"I am new to gym thing and have no clue how I will lose my weight."

Age: 23

Work: Student

University: Northeastern University

Location: Boston

Fitness level: Beginner

Student

Newbie in Gym

Running

Lose weight

Goals

- Get familiar with gym schedules and trainers.
- Get fitness training without investing much money.
- Ability to track personal fitness levels.

Frustrations

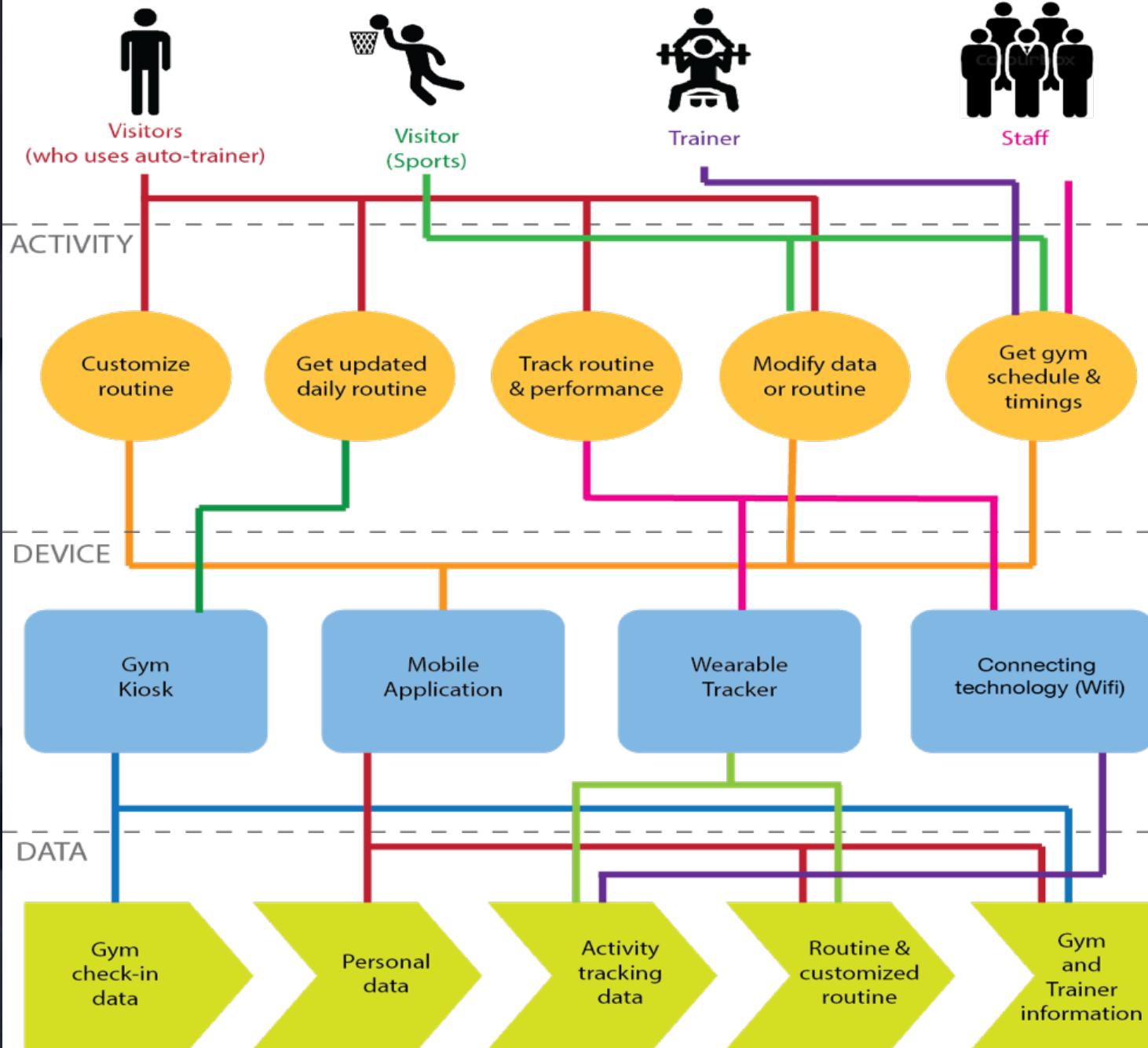
- Not familiar with anything about gym or exercise.
- Don't know how to lose weight.
- Doesn't like to do rigid exercise routines.
- Don't want to pay huge amount to personal trainers.
- Often don't know what's going on at gym.

Brands

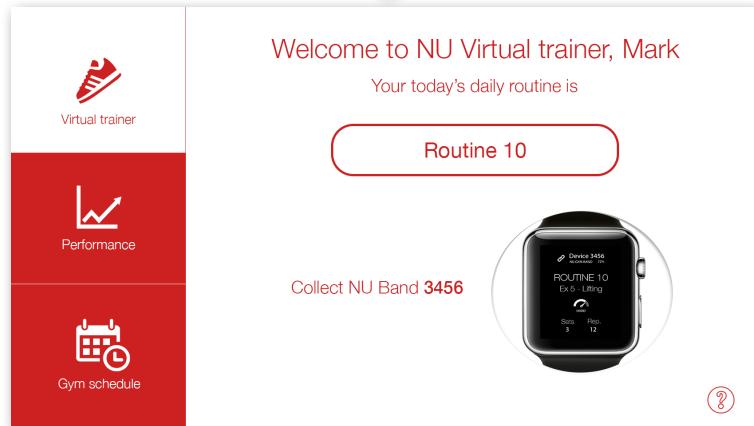
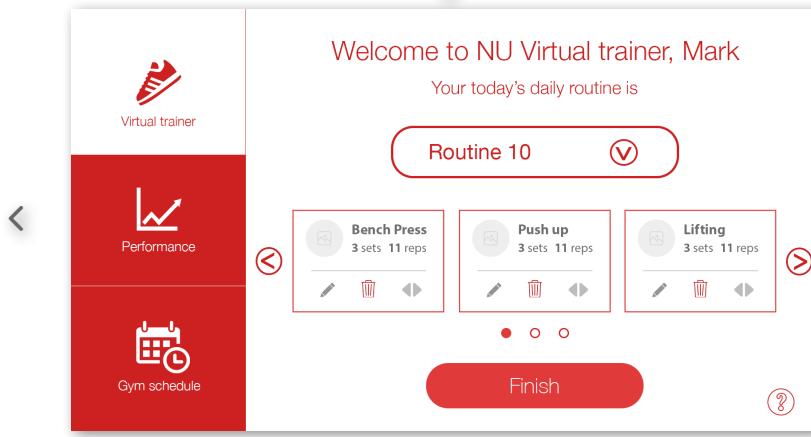
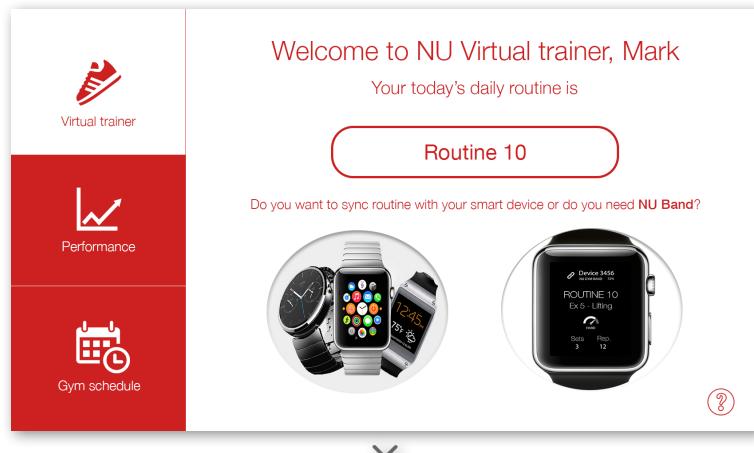
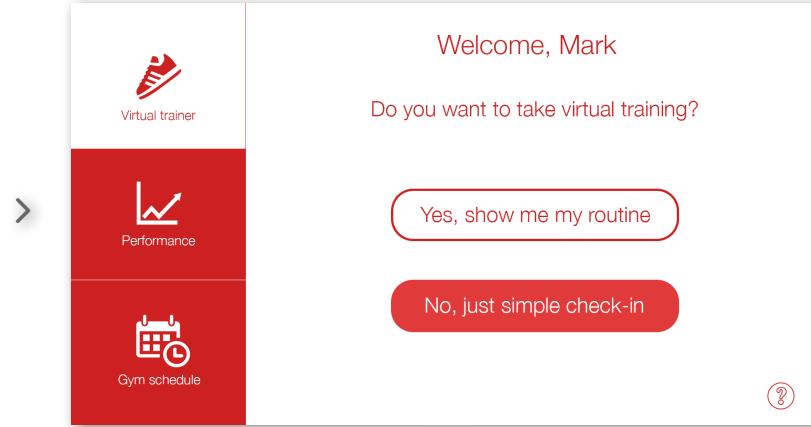
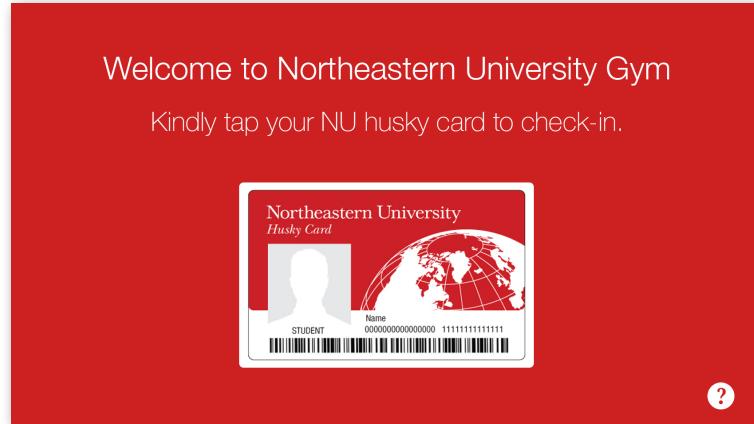


CONCEPT

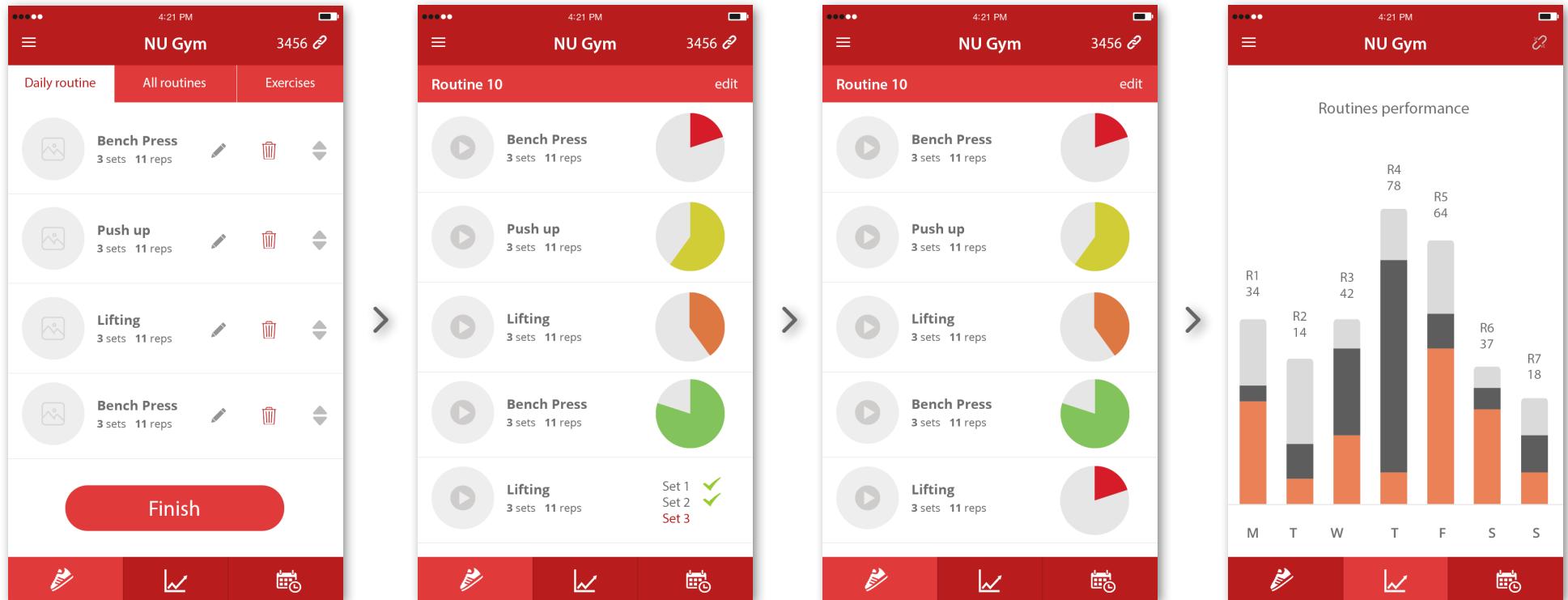
USERS



Kiosk Design for check-in, getting wearable device, & updated routines...



Mobile and Smartwear Design for checking routines and performance...



PROJECT SUMMARY & PROCESS

PROJECT TYPE	METHODS	DELIVERABLES	TOOLS
Individual Project	User Research Wireframes Persona and Scenarios Prototype	Research documentation Wireframes UX Design Video Demo	Adobe After Effects Sketch InVision Adobe Photoshop
ROLE			
Designer			

