

Milestone 2 Report

Peng Mushu

The background research of our projected user base revealed that consumers express high interest in the social, rewards, and health components of fitness applications. As a result, our design mock-ups explore three potential layouts that highlights each theme. Our overall motivation for crafting our designs in such a manner is to allow users to see and engage with the content that matters the most to them in the most efficient and elegant ways possible. Additionally, it is essential to mention that functionality remains consistent regardless of any specific layout.

Health Management Focused:

This design is more focused on the fitness aspect of the app. The user will open the app to the home screen that will let them navigate to their food diary or exercise diary. There is also a menu they can click on to lead them to the rewards page and the fitness summary page. An user would hop on to the app and fill out their food and exercise diary, then once they have accumulated points they can head over to the rewards page to redeem their points for cool items. At any time they can be checking in on the summary page to see how well they have been doing as well as being able to check up on how they're doing compared to their friends.

Pros:

- Allows users to quickly update their food and exercise diary from the home page
- The user is also able to easily see how many calories they have eaten throughout the day
- Visually appealing and simple to navigate through

Cons:

- Much less focused on social media
- May feel more like your traditional health app due to main focus on health management

Our health design transforms the home screen into an easy to interpret snapshot of your current fitness metrics, specifically with breakdowns of your caloric intake counter and exercise tracker being presented in pie charts. Also, this screen makes it convenient for users to update those statistics by displaying prominent menu options that grant users the ability to enter new information into the appropriate calorie or exercise "diaries".

The rewards screen performs it main function of accurately informing users with the total number of points they have accumulated, but also provides subtle urges to utilize points in ways that can continue this healthy lifestyle. The images were our tools to promote this theme. For this mock-up we intentionally selected running shoes and a woman utilizing an exercise ball to demonstrate this message, and in future designs we would strive for similar imagery.

The fitness summary screen provides a more in-depth look into the users exercise history. The screen displays exercise metrics consistent with those of the home screen, a calendar, and a side-bar of friends. This design was selected because it allows the user's health

metrics to remain the focal point of the screen, but grant access to other important features with the tap of an icon, like the friend competition component.

Social Media Focused Design:

This design was directed toward the social media aspect of the app. The social aspect to the app is the user adding their friends and being able to compete with them and check in on them. The home screen would show the user their friends and they will be able to endorse the friends or challenge them to a fitness challenge. Using tabs the user can then travel to the rewards page and see what rewards their friends have gotten so they can pick out similar things if they want. The user can also still navigate to the fitness summary page but there will be options to see how they are performing compared to their friends with visuals. The summary page is also where the user will access their food and exercise diary.

Pros:

- Main focus is social media so the app will be appealing to young adults who are looking for a fun way to workout
- The design is clear and easy to follow
- Even though the main focus is social media, the user can still easily view rewards, check their fitness summary and update their food and exercise diary

Cons:

- The color scheme and buttons of the design look a little feminine so it may steer some male users away
- Users may worry more about adding friends and updating their profile over working out

The social theme converts the home screen into a social media hub. Upon opening of the app, the user is greeted with real-time updates of their friends activity. Additionally, the user can interact with their friends by selecting emotes to display their reaction to their friends' progress, or by privately messaging them. This alternative design was crafted to address the common problem many users face that results in the abandonment of their fitness goals – lack of motivation. We believe by allowing users the ability to easily view their friends progress that they will be motivated to keep striving towards their goals, and have the resources to communicate with those closest when encouragement is necessary.

Constant awareness of friends behavior, is also evident on the rewards. Besides the mandatory functionality to browse and select items to redeem points on, we wanted users to see the items that their friends were able to attain, with the goal of inspiring the user to work hard to achieve similar, if not better, products.

The fitness summary screen details the same metric information as the other design alternatives, but places a unique emphasis on competition standing alerts. As demonstrated in the mock-up, yellow notification clouds are cleverly arranged to draw the user's attention to their friends, and their own, ranks. This design strives to provide another stimulus to prevent the user from losing track of their goals, and the ability to compare their relative progress to that of those who are engaging in similar activity.

Rewards Focused Design:

This design was intended to focus on the rewards aspect of the app. The home screen would display that week's hottest deals. Again there will be a menu where the user can navigate to other pages. The rewards page would display how many points they have to redeem and cater which rewards seem best fit for the user. The fitness summary page would again show the users their friends, and access to the food and exercise diary. There will also be visuals to show how close the user is to unlocking new rewards and how many points they have saved up.

Pros:

- Clean modern design that is appealing to all users
- Having the main focus be around rewards will motivate users to keep using the app and keep working out
- Users can still easily update their diaries and connect to friends while being able to easily track rewards they are eligible for

Cons:

- Users may not be as active in updating their food and exercise diary since it isn't located on the main page
- Not as competitive with friends since it isn't the main focus

This alternative design home screen highlights the many possibilities that sustaining a healthy lifestyle alongside utilization our app can provide. The home screen is a platform to showcase valuable items offered that will only be available for a limited time. The motivation behind this design is to encourage self motivation in our users. This design came as a response to the same problem highlighted in the social design, but strives to place less emphasis on your friends impact on your fitness goals.

The reward screen extends beyond the baseline browsing and selecting functionality to display a point counter that informs the user when they have reached a new tier in the rewards system. This system visually translates the user's hard-work into a well-deserved reward.

The fitness summary screen is devoted solely to the health components of the application. Due this design heavily placing emphasis on rewards on the other screens, we wanted to concentrate user's focus on one area regarding their health. As health is the central focus of this application, we would like for it to be clearly defined with minimal intrusions.