

## NEEDFINDING

### Observe:

My partner Jasper reviewed an app I had on my I-pad that was related to my Fit Fifteen app project. The app has calendars and instructional videos, so I watched him navigate through the app, working along with instructional workout videos. The app seemed really engaging for him and I felt like he really wanted to see more videos and try out other workouts, but the paid parts of the app that prevented him from further navigating seemed to upset him. The goal of the app seemed to be achieved in the layout and the content.



### Brainstorm: (user needs for my project)

- content for all buttons
- use of full page
- making the page look more roomy
- labels for pages to be clear about content
- use of color
- animation
- interactive touch
- fast loading app

\*user needs to have a clear understanding of how to get the workout content and be engaged.