A UX Case Study

Weight A Minute Fitness

The only bad workout is the one that didn't happen.

The Mission

To get swole and stay woke.

More specifically to develop a website that helps/assists Gen Z achieve their fitness goals by offering services tailored to their fitness needs.

> "If business leaders in the fitness sector are to appeal to the Gen Z demographic, then they shouldn't sell a product or a service—they should provide a lifestyle, create a narrative, and focus on immersion."
>
> – Stay Journal

Challenge

We are one lazy generation.

One of the biggest challenges for Gen Z is their sedentary lifestyle. With the rise of technology and social media, more young people spend more time sitting and using their electronic devices than engaging in physical activities.

Gen Z is a fairly young generation, meaning they are they are dealing with school, work, and extracurricular activities taking up a lot of their time. This can make it difficult to find time to exercise and stay fit and stay committed to reaching their fitness goals.

Reality is, Gen Z is ambitious and individualistic generation that needs a fitness platform that not only meets their needs but exceeds them.

The Design Process

The following design process will shape the project inspired by the design thinking methodology. Each phase follow and build upon the last.

Research

Intro

The primary goal is to gain insights into **what motivates this generation to pursue fitness goals and how they can stay consistent in meeting those objectives.**

By delving into the underlying drivers of Gen Z's fitness behaviors, **this section aims to identify key pain points and design opportunities that can be leveraged to create a more compelling and engaging fitness experience.**

Ultimately, the goal is to develop a user-centered solution that not only meets the needs and expectations of Gen Z but also drives meaningful and lasting behavior change.

Unfortunately wasn't the psychoanalyzing them (although that would be an interesting study), but we'll be trying to figure out what makes them tick when it comes to exercise.

Maybe we'll find out they're secretly motivated by the promise of free pizza at the gym or that they only work out to impress their crush.

General Research

Let's define what makes Gen Z unique – besides their undying love for sarcasmy and blaming everything on their mom sign.

Gen Z is a generation that grew up in the era of smartphones and social media, which has shaped their values, ideas, and motivations. **They value inclusivity, diversity, and social justice** and **they express their support for causes they believe in through the use of digital technologies.**

Individuality and self-expression are crucial to Gen Z, and they prioritize authenticity and transparency in the brands they support. **They are highly entrepreneurial and prefer to work for themselves or in companies that align with their values.**

In terms of motivations, Gen Z seeks purpose and fulfillment in their personal and professional lives, and they prioritize experiences over material possessions. **They have high expectations for technology and the user experience.**

Observe the Gen Z Natural Habitat

Where the phone screens are bright and the attention spans are short – it's like a digital jungle, but with more emojis

Gen Z Fitness Goals

Gen Z sees fitness as a **powerful tool for overcoming obstacles and improving their self-esteem.** Many members of this generation have grown up in a world where the pressure to conform to societal standards can be overwhelming, and fitness provides a way to take control of their bodies and their mental well-being.

GEN Z HEADLINE STATS

36% OF GEN Z WORKS REGULARLY TO IMPROVE THEIR HEALTH

30% OF GEN Z ARE STRUGGLING WITH MENTAL HEALTH ISSUES

92% OF GEN Z BELIEVE IT'S EASIER TO BE HEALTHY IN THE FUTURE THAN NOW

72% OF GEN Z ARE CONCERNED ABOUT THEIR MENTAL HEALTH

44% OF GEN Z ARE CONCERNED ABOUT THEIR FINANCIAL HEALTH

81% OF GEN Z CONSIDERS MORE THAN ONE HEALTH ISSUE

89%

Of online fitness based applications are made up of Gen Z and Millennials.

80%

Of all health club members are made up of Millennials and Gen Z

65%

Of virtual fitness participants were made up of Millennials and Gen Z

For Gen Z, **technology offers a way to monitor their fitness goals with precision and accuracy, allowing them to analyze their progress and make adjustments as needed.** By tracking their workouts, they can see improvements over time and gain a sense of achievement that motivates them to continue.

It's not enough to run a 5k or lift weights; you have to make sure everyone knows about it. And of course, tracking progress is essential, because if it's not on social media, did it really happen?

User Personas

Meet Chad, a 23 year old fitness fanatic. He's so obsessed with his workout routine that he once cancelled a date with his crush because it clashed with his gym time.

Behavior

- Spends more time on his phone tracking his workouts than he does actually working out.
- Takes gym selfies and post them on social media with inspirational hashtags like #NoPainNoGain and #FitnessLife.
- Tries to follow workout routines he finds on YouTube, but gets distracted by halfway through because he gets distracted by a new meme on Instagram.

Needs & Goals

- Wants to be able to share his workout progress and flex to his friends.
- Is looking to track his gym progress to maximize his results.
- Struggles with finding new and challenging workouts.

Product Interaction

- Featured recommendations and progress tracking to help him break through plateaus.
- Likes to use fitness apps to track his progress and performance.
- Wants to find new workout programs to improve his gym progress.

Meet Sarah, a 22 year old college student studying psychology. She enjoys outdoor activities such as hiking and running, but also likes to lift weights at the gym but struggles to stay consistent.

Behavior

- Has goal is to stay healthy and fit. She wants to maintain her weight, improve her overall health.
- Motivated by the desire to look and feel healthy, and also enjoys the social aspects of fitness, such as working out with friends and meeting new people.
- She struggles with staying motivated when she doesn't see results right away. She is easily bored with the same routine and likes to switch up her workouts often.

Needs & Goals

- Sarah's college schedule can be very demanding, leaving her with little free time for exercise.
- Sarah needs an app that provides encouragement and positive reinforcement.
- She needs an app that provides a comfortable and safe space for her to work out.

Product Interaction

- Is a digital native and feels comfortable using technology.
- Owns a smartphone and spends a lot of time on social media.
- Prefers using fitness apps to track progress, find new workouts, and connect with other like-minded individuals.

Define

Problem Statement

Gen Z wants to use technology to track their fitness progress and goals, connect and with their peers, have access to workouts from their phones and share their progress on social media.

However, many existing fitness applications do not offer these features in a user-friendly and engaging way.

Gen Z seeks a fitness application that reflects the values of their generation. The challenge is to design a website that meets the unique needs of Gen Z while also providing an enjoyable and effective fitness experience.

Ideate

Key Findings

From our research findings, we can now define the e website that needs to be mobile-responsive, intuitive, and personalized. The website needs to have several key features, including the following:

Progress Tracking

Users could set their fitness goals and track their progress over time. The website would provide personalized recommendations based on the user's fitness level and preferences.

Featured Programs

Showcases specific workout programs that cater to their interests and needs, such as HIIT, dance-based workouts, bodyweight exercises, and yoga and mindfulness practices.

Social Interaction

With this feature, users can join fitness groups, follow friends or influencers, and chat with other users about their fitness routines, progress, and goals.

Personal Library

Users can create workout albums and add multiple workouts back-to-back. Each album will be personalized and based on their goals certain albums will be recommended to them.

Information Architecture

The following information architecture determines how different pages and features are organized and connected to one another, in order to create a clear and intuitive user experience.

A well-designed information architecture can help to create a more intuitive and enjoyable user experience, which can in turn help users to stay motivated and engaged with their fitness goals.

Prototype