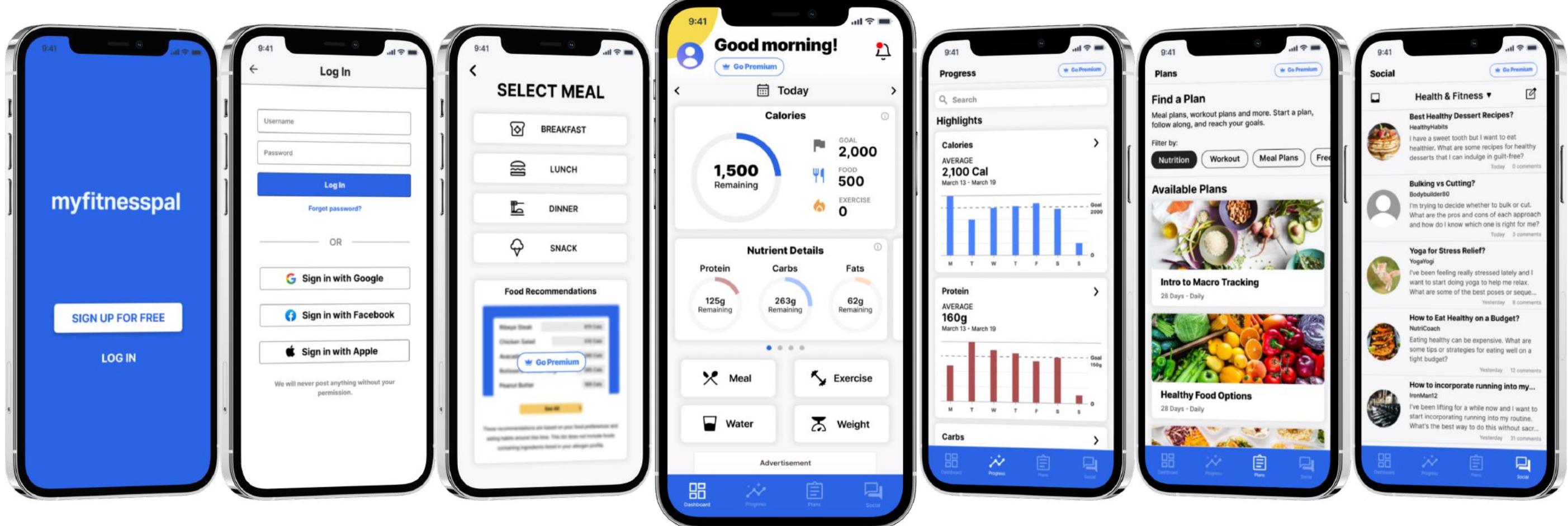


MyFitnessPal Redesign



Timeline

January 2023 -
March 2023

Scope

UX Designer
UX Researcher

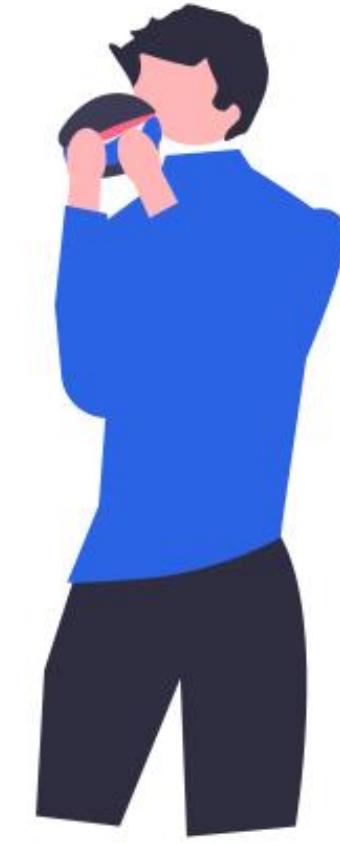
Tools

Figma
Photoshop

OVERVIEW

BACKGROUND

Creating a Better Experience for Health Conscious Individuals



My main focus was to redesign the MyFitnessPal app, a popular mobile application that tracks nutrition information and daily caloric intake. The target users were individuals looking to **manage their diet and improve their overall health and wellness**, including those who wanted to **lose weight, build muscle, and monitor nutrient intake**. The motivation behind this idea was to help people manage their diet and improve their overall health by creating a **cleaner, more minimal UI/UX** that displayed crucial health information more easily while retaining the app's monetization through advertisements and Premium features.

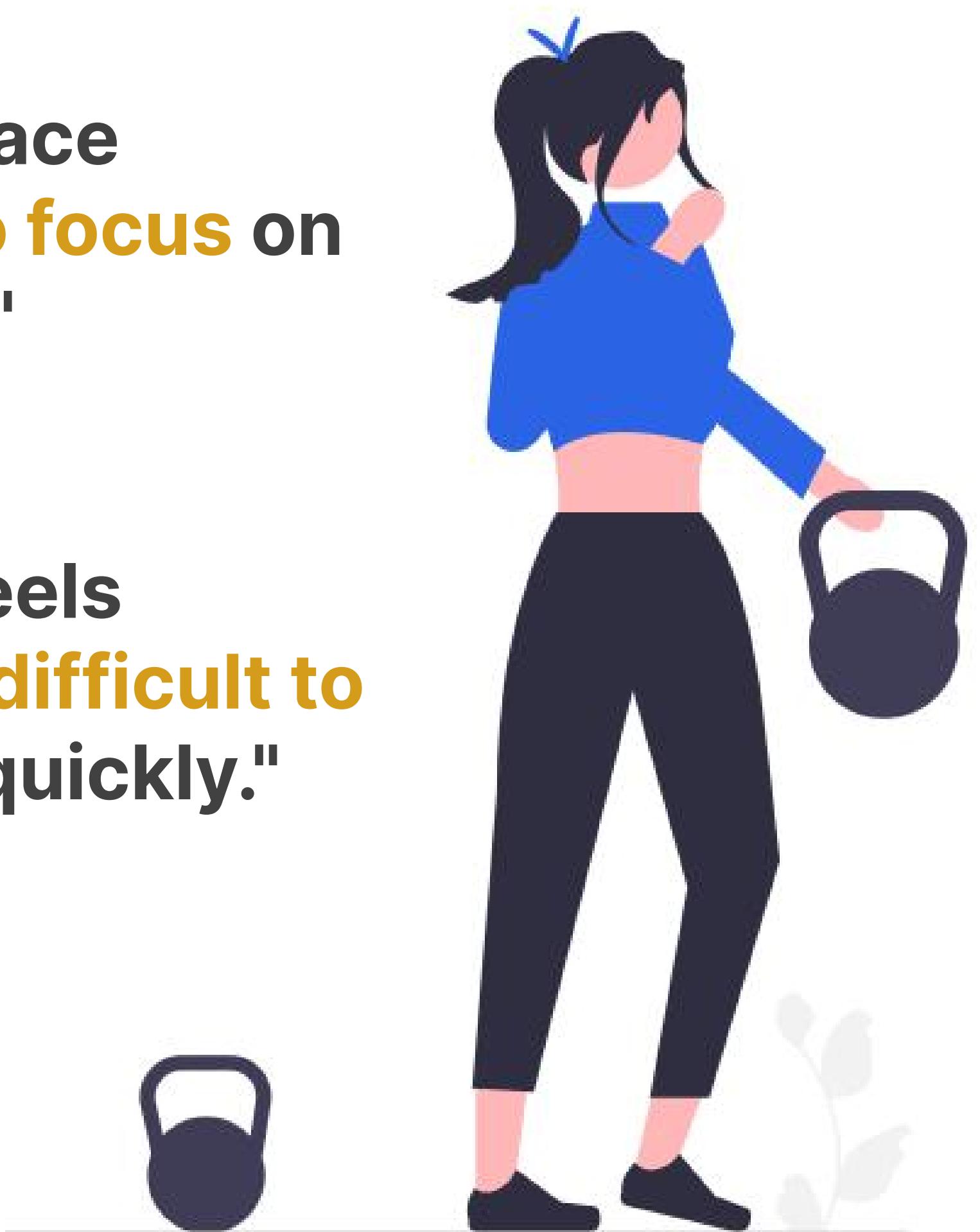
PROBLEM

Cluttered User Interface and Difficult User Experience

The MyFitnessPal app often had a cluttered interface, making it difficult for users to stick to their diets. Users prioritized **ease of use** and an **accessible user interface** when tracking their nutrition, and many stopped using the app due to time constraints and forgetfulness. My goal was to understand the user interface issues and redesign MyFitnessPal to **enhance user engagement, improve app navigation, and create a more personalized experience.**

"I find MyFitnessPal's interface confusing, making it hard to focus on tracking my nutrition goals."

"Navigating MyFitnessPal feels unintuitive, which makes it difficult to find the information I need quickly."



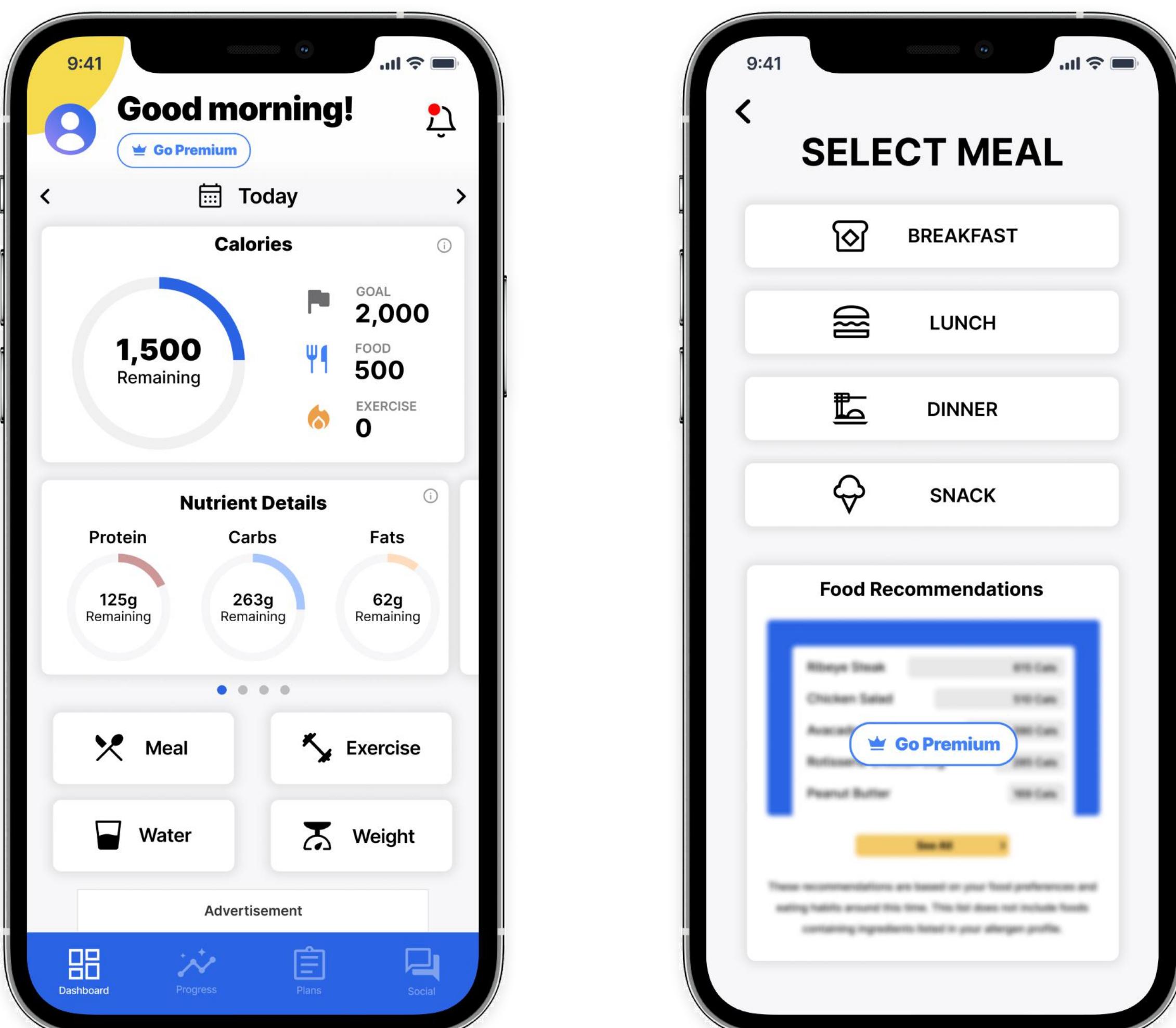
SOLUTION

Creating a Streamlined and Intuitive Nutrition Tracking Experience in MyFitnessPal

My plan involved revising the primary landing pages when using the bottom navigation bar, making **nutrition details and goal progress more easily visible** while strategically **retaining advertisements and Premium features** for monetization.

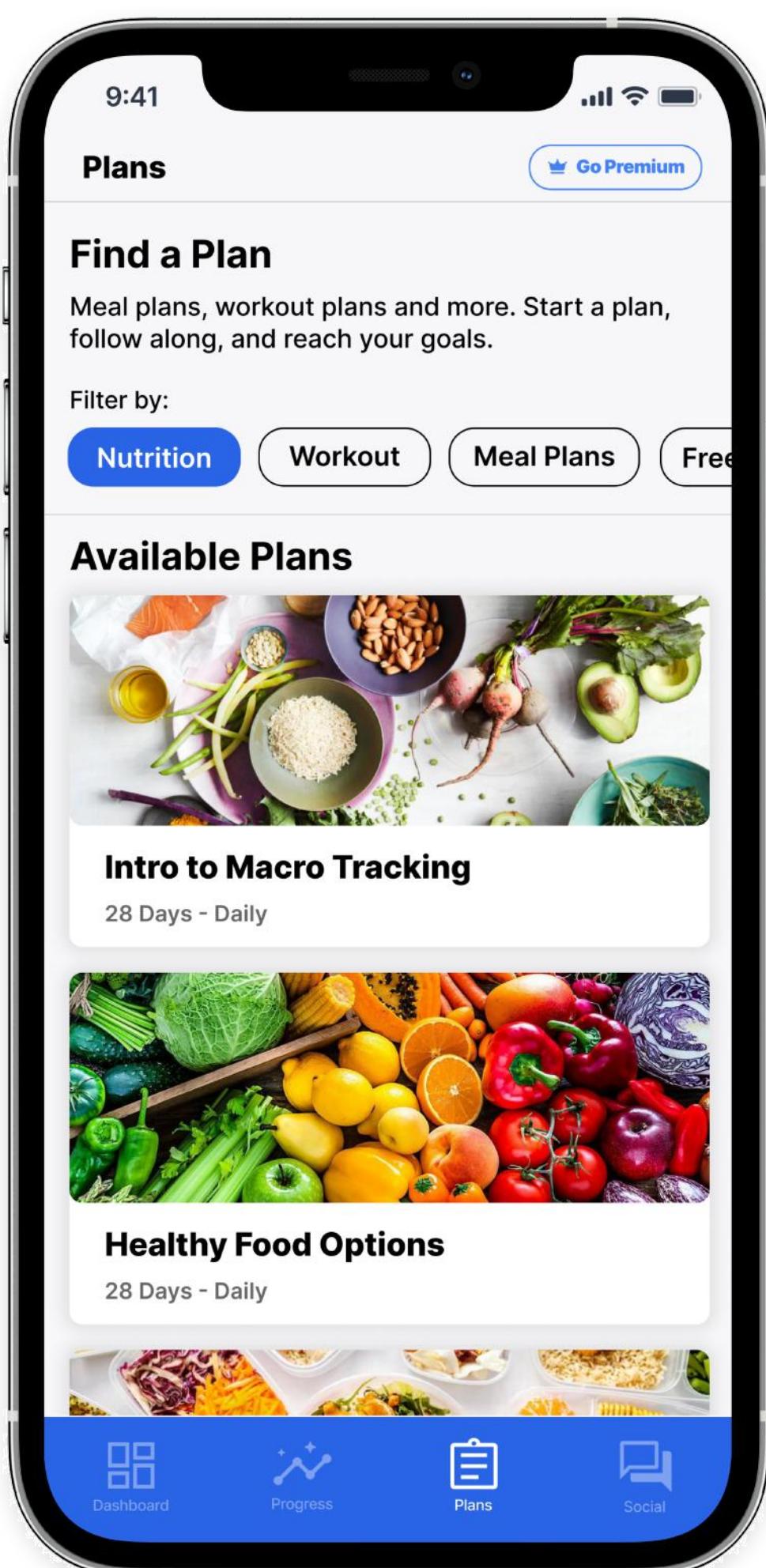
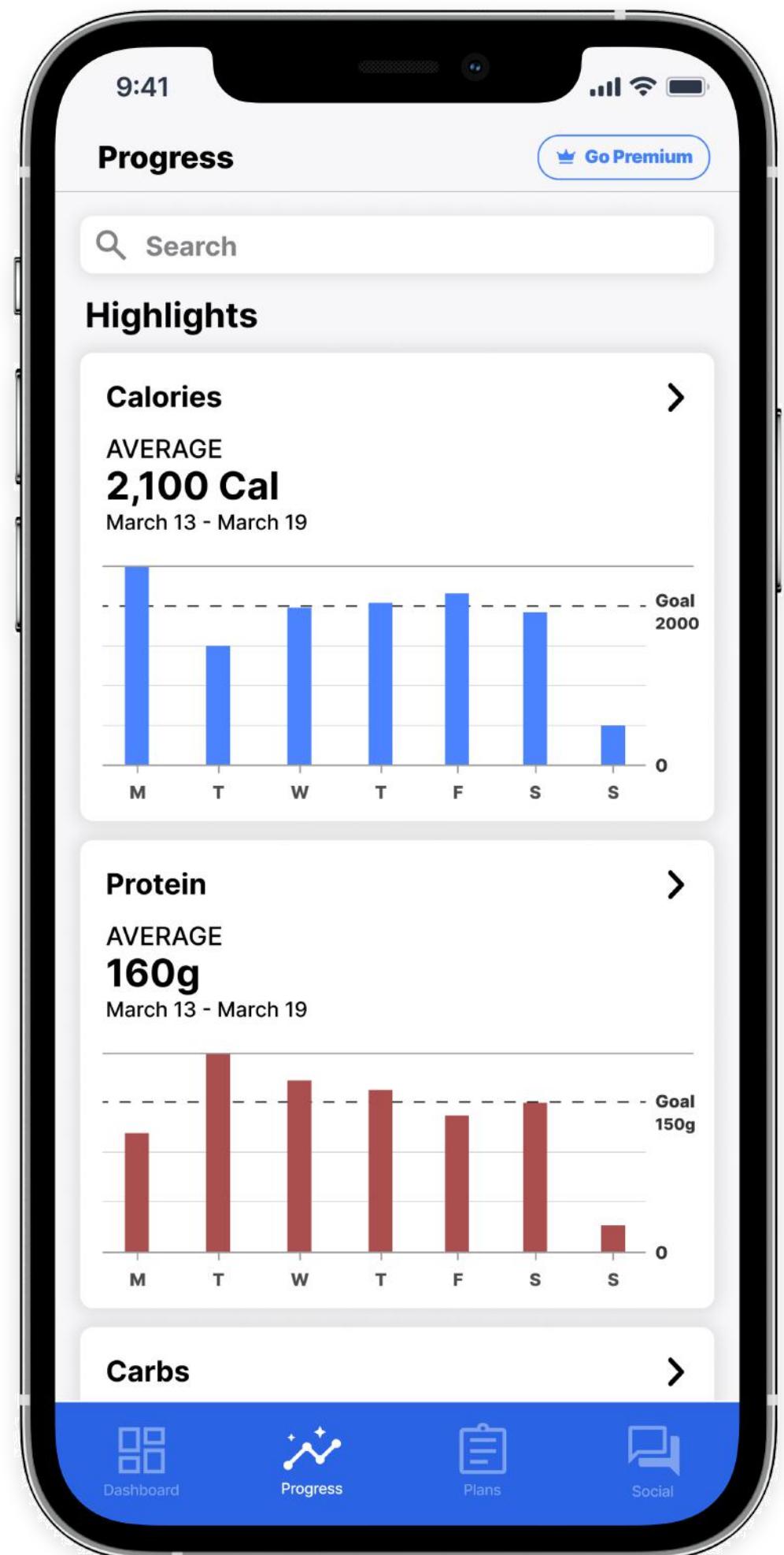
See More Information at a Glance

View crucial nutrition information and quickly perform logging action. Both screens retained advertisements and premium features to maintain monetization.



Track Progress Effortlessly

Easily access and visualize your habits beyond just calorie intake with a dedicated progress tracking navigation page, displaying crucial information such as calories and macros.

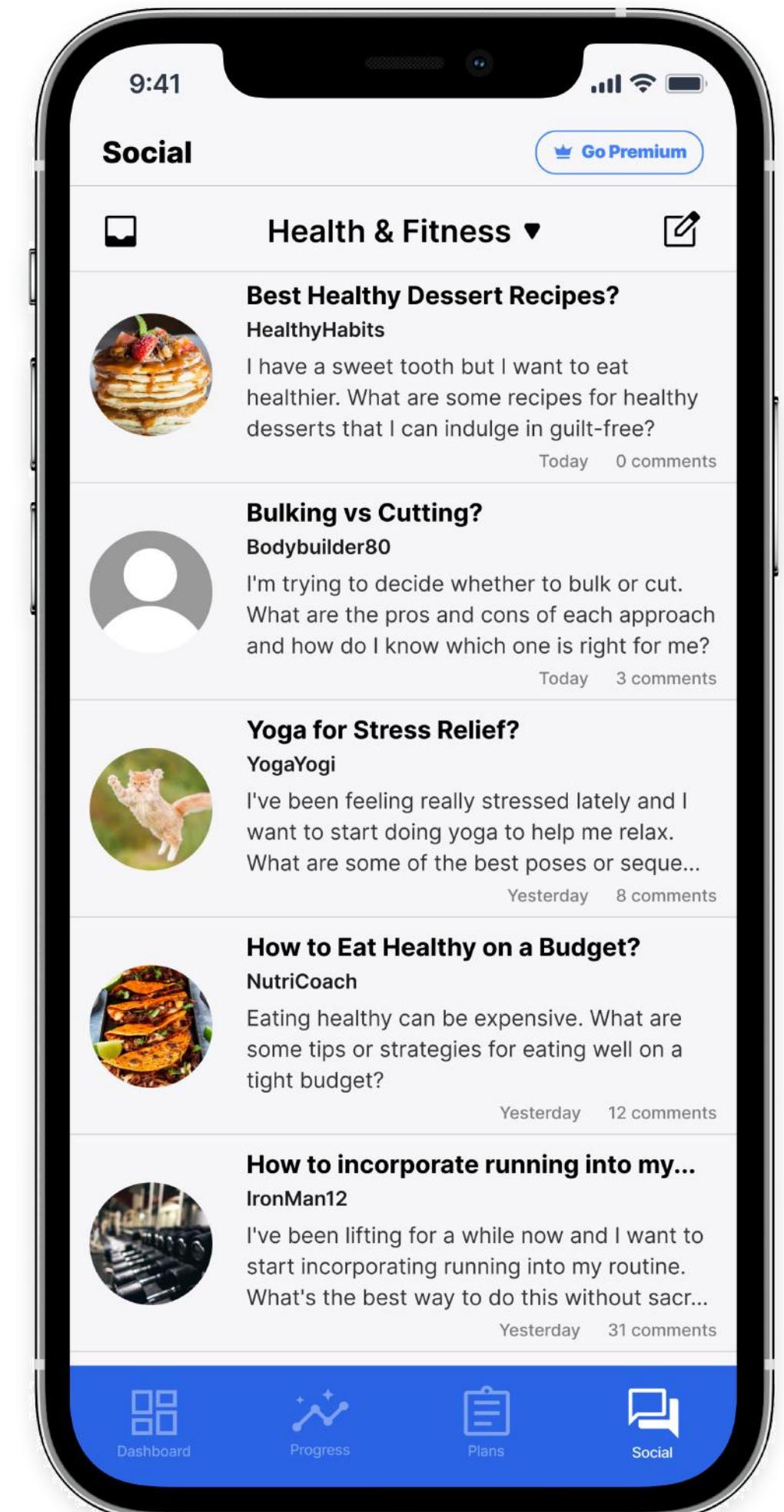


Preserving a Well-Designed Plan Page

No changes were made to the already effective Plan page

Connect and Share with Social Integration

Engage with others on various topics, write posts, and comment through the integrated Social feature, similar to forums, helping users connect with like-minded individuals for support and inspiration.



PERFORMANCE

Measuring the Impact on User Engagement and Satisfaction

After implementing the redesign, I conducted a study to evaluate users' perceptions of the changes. Participants found the redesigned app to be **more intuitive (80% agreed)**, **easier to use (75% agreed)**, and **simpler to understand (90% agreed)**. These positive results suggested that my redesign successfully addressed user pain points and improved the overall user experience.



BEHIND THE SCENES

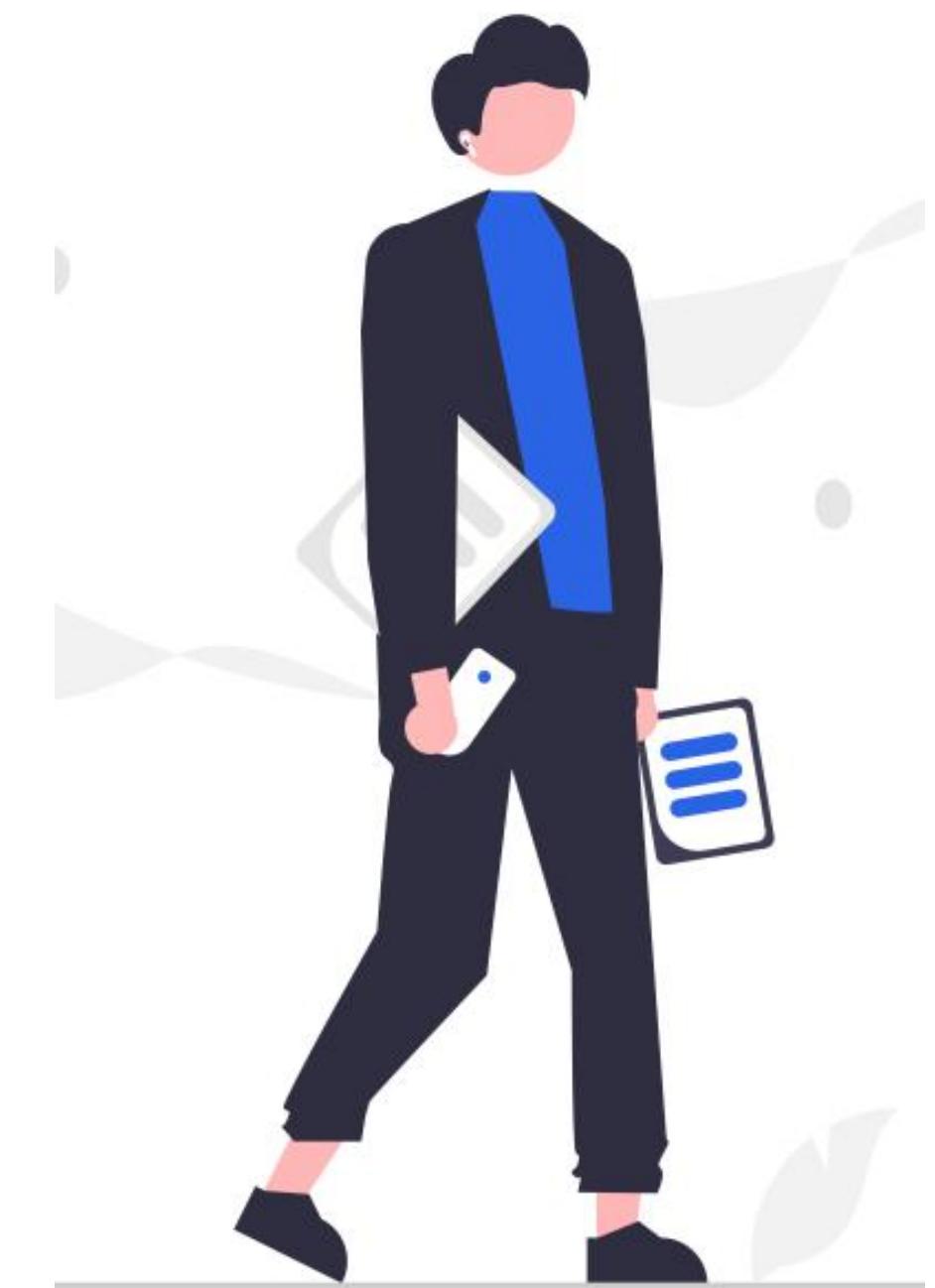
MY ROLE

UX Designer & UX Researcher

Created low to high fidelity prototyping, identified user flows, wireframed screens. Conducted interviews, audited competition, and iterated on designs.

USER RESEARCH & PROTOTYPING PROCESS

Conducting Interviews, Competitive Audits, and Iterating on Design



Our user research and prototyping process involved performing competitive audits, conducting interviews, and implementing feedback. We identified the strengths and weaknesses of each app and iterated on our design to create a solution that combined the best features and addressed user pain points.

Feedback from Peers

M 11:08 AM Mar 8
I agree with your peers in that your prototypes look a little crowded right now. You use a lot of black thin strokes, but maybe you can try filling in these boxes or changing the black to a gray color. Making all the strokes black tend to give off a mid-fi look and can make everything look overwhelming. Using more light and dark grays can make your UI elements more subtle, and users can digest the information easier.

You can try to introduce more color too - try using more of the fitness pal blue, for example in your Calories pie chart, or the color of the pressed icon (e.g. Dashboard).

Also, make sure everything is aligned. Right now, "Food" and "Exercise" aren't left aligned with their respective numbers, so it makes it look less polished than it can be.

M 11:12 AM Mar 8
Try putting Username next by the subject line - think about how Instagram comments look (and other app patterns). Usually, the username is next by another line of text, so it makes the layout look more cohesive and cleaner. This also leads the eye down rather than zigging to the left and right too much. You also want to try making your text left aligned rather than centered because with large amounts of text, left alignment is usually easier to read.

Z 8:49 PM Mar 5
Not sure if drop shadows are the most ideal way to increase UI clarity—I would explore simplifying the content displayed on your pages, making thoughtful choices about icons, and even adding brief one-word descriptions underneath icons for functionality that is less obvious. I think consistency (in branding, font sizes, icons, etc.) across your design will be helpful for this! Maybe use the grids in Figma to help with spacing as well.

J 12:55 AM Mar 6
I feel like there's still a lot to be done with this prototype. One suggestion I have for this is to maybe make the overall interface more colorful. Right now it looks less polished and is more of a midfi than a hifi.

J 9:36 PM Mar 13
I agree with this comment that more can be still done with this hifi. One suggestion is to maybe create more of a visual theme. For example have different colors and fonts that fit the theme be spread across the pages, so that it shows more of the visual brand of this app.

Z 12:53 PM Feb 20
drop shadow on your screens might help to distinguish where the screen and background ends

S 7:35 PM Feb 26
Also, looking at different fonts and sizes could help distinguish different icons. When navigating to your dashboard, I felt overwhelmed by the big buttons. Maybe icons in place could help it feel less cluttered?

Z 12:36 AM Mar 6
The Dashboard and Plans screen are kind of crowded. Consider removing the strokes and adding more margins for the Dashboard, and reducing the text for the Plans.

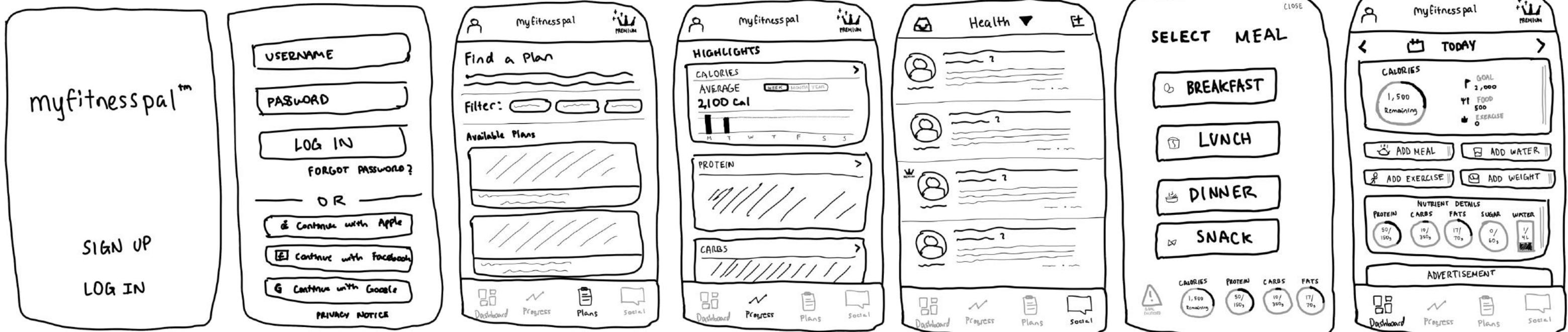
M 5:29 PM Feb 20
Maybe instead of an exit icon in the top right, you can put a back arrow icon on the top left. This is because this page fills up the whole screen & you want users to take additional action on it (selecting the meal), so it would make more sense to reflect that sequential action through the motion of pages sliding in from the right. Also, this select meal page is a subpage within the Dashboard page, so putting the back arrow makes sense since the user is going back to the main page.

C 7:48 PM Today
I agree with [redacted] for the progress circles. It looks weird that it is full when there is xg "remaining". Additionally, the spacing of the "select meal" buttons can be condensed to leave room for "calories" so it looks more cohesive as an app page. Same thing with the protein, carbs, fats labels since it looks close to the pie chart.

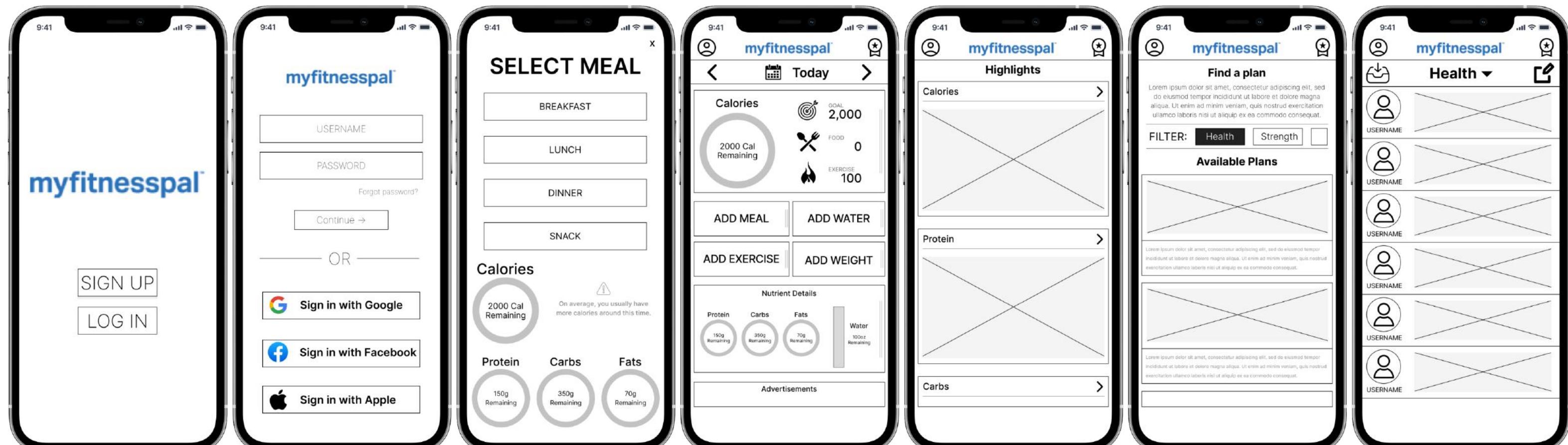
S 2:30 AM Feb 26
The highlighted icon color for the Plans is a little difficult to see since the lines aren't as dark/thick as the others. Also, keeping the heading sizes the same across the pages may be something to consider for consistency.

Z 7:23 PM Feb 26
I agree! It's a small detail, but I also think keeping the same capitalization for headers and buttons is another thing you could consider for consistency ("SELECT MEAL" vs the headers on the other screens; "ADD []" buttons on the dashboard vs "Health" button or "Strength" button on the "Progress" tab)

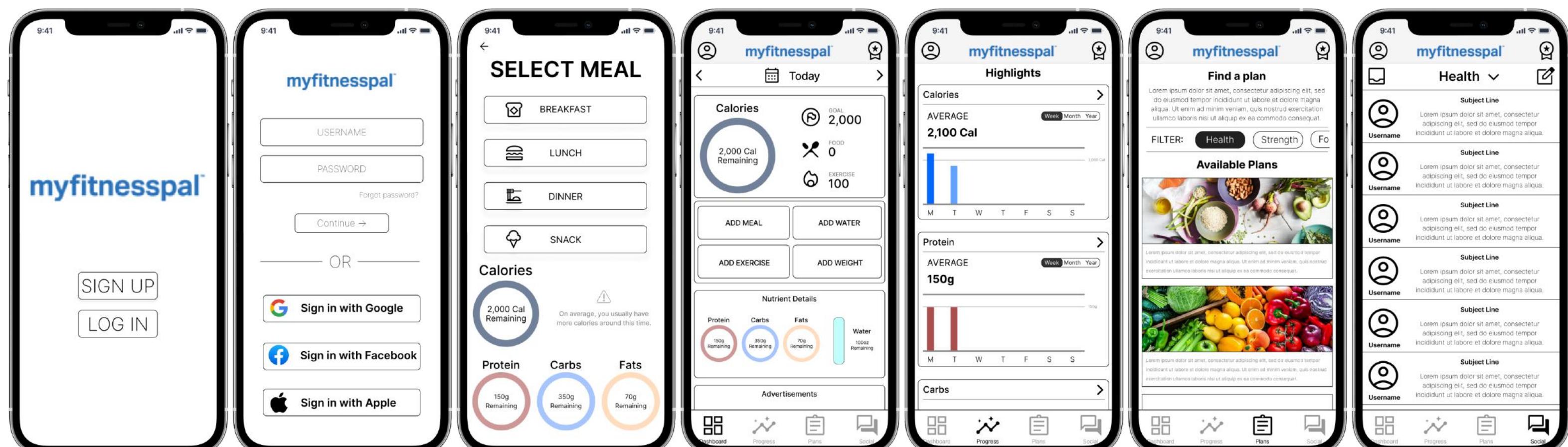
Sketched Prototype



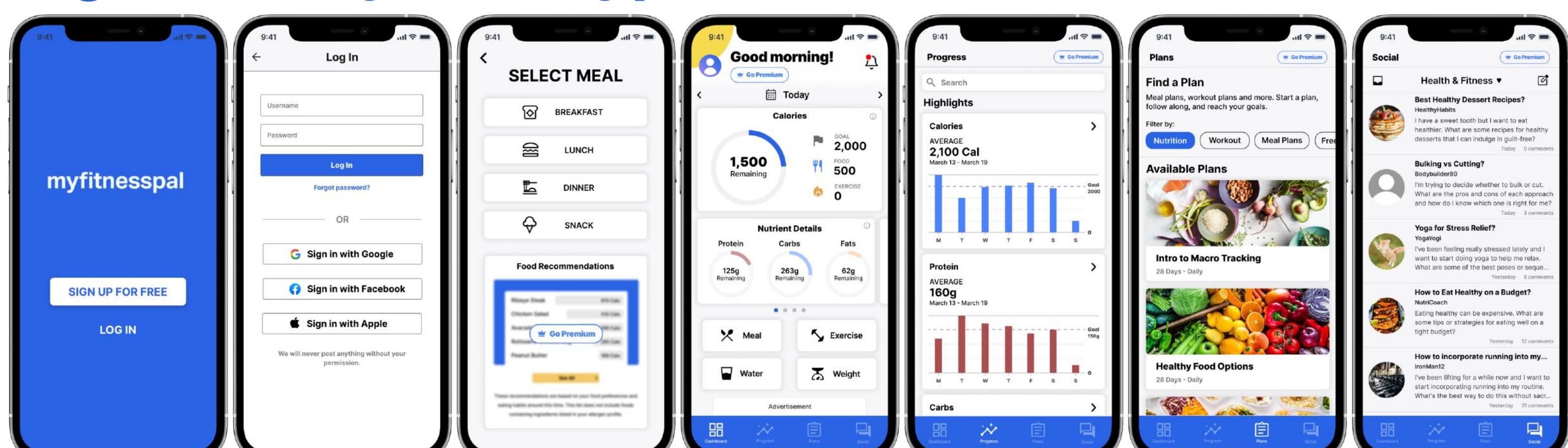
Low-Fidelity Prototype



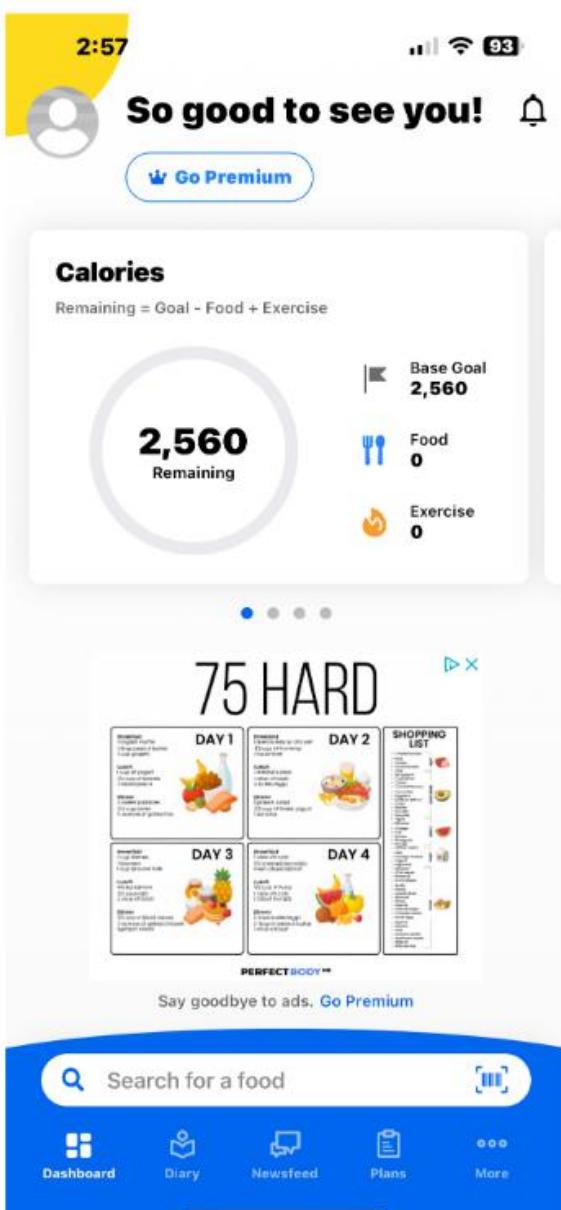
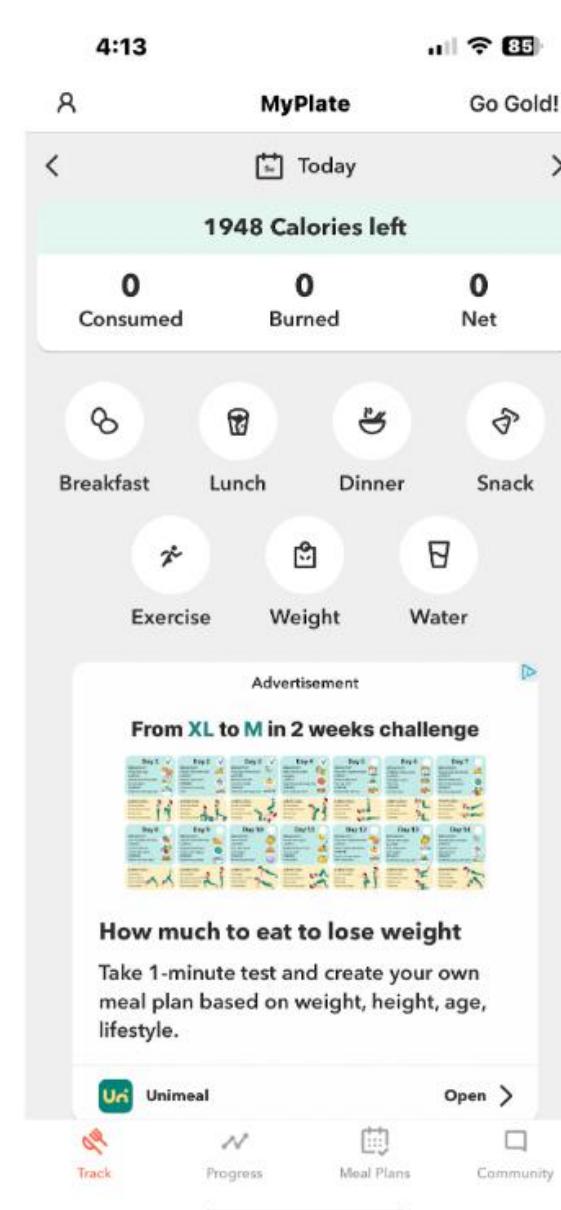
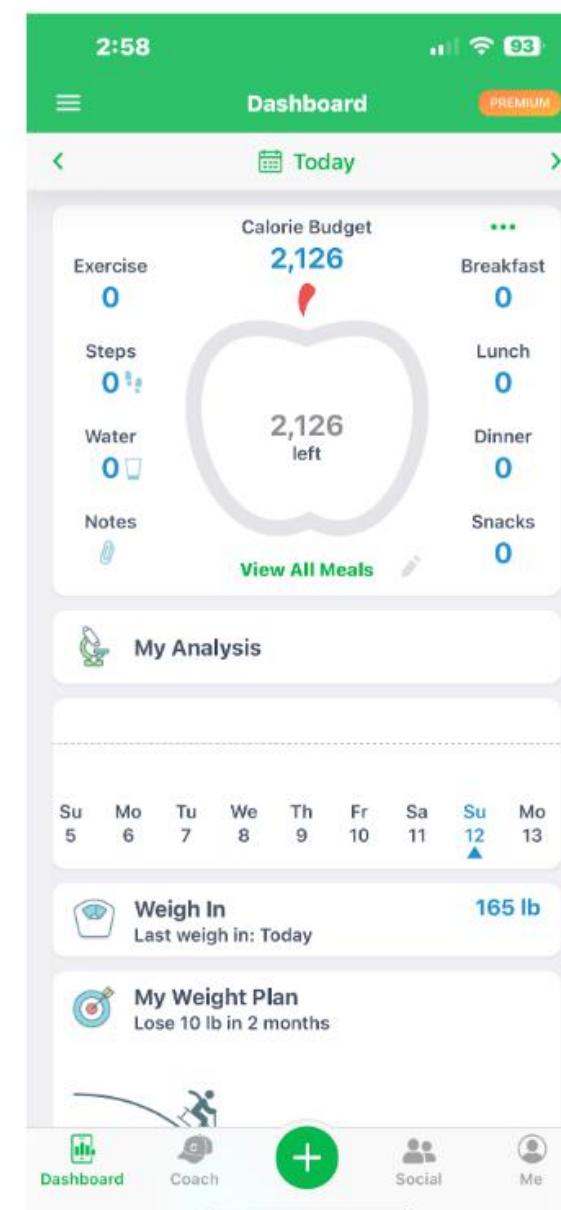
Mid-Fidelity Prototype



High-Fidelity Prototype



Competitive Audit

 myfitnesspal	 MyPlate	 MyNetDiary	FOODILITY
<p>Strengths:</p> <ul style="list-style-type: none"> • Largest library of foods for easy meal logging • Has the most built-in features • Many meal and workout plans <p>Weaknesses:</p> <ul style="list-style-type: none"> • Extremely packed user interface • Daunting to new users • Advertisements throughout the app • Many great features are behind a paywall (e.g. detailed nutrition analysis is only available to premium users) 	<p>Strengths:</p> <ul style="list-style-type: none"> • UI has good balance between minimalism and clutter • Minimal landing page • Simple progress tracking • Lots of information in free app • Community feature is very easy to use <p>Weaknesses:</p> <ul style="list-style-type: none"> • Has advertisements but not extremely intrusive • Tracked data is not well-represented (e.g. micros are easily not viewable as a graph) 	<p>Strengths:</p> <ul style="list-style-type: none"> • UI also has a good balance between minimalism and clutter • Easy to add meals with (+) button at the bottom • Very user-friendly in home screen <p>Weaknesses:</p> <ul style="list-style-type: none"> • When the day gets expanded, the UI becomes very cluttered • Somewhat difficult to track macros, extremely difficult to track micros • Social features are difficult to use 	<p>Strengths:</p> <ul style="list-style-type: none"> • Extremely minimalist • No advertisements • Landing page is a calendar • Adding meals are very straightforward <p>Weaknesses:</p> <ul style="list-style-type: none"> • No food library, all tracking is done through user inputs • Least informative app; does not track anything beyond calories for meals • Cannot be connected to external Health applications 

 myfitnesspal	Yes	Yes	Yes	Yes	Yes
 MyPlate	Yes	Yes	Yes	Yes	Yes
 MyNetDiary	Yes	No	Yes	Yes	Yes
FOODILITY	No	No	No	No	Yes

REFLECTION

PERSONAL GROWTH

Emphasizing the Importance of User-Centric Design

Through this project, I learned the importance of a user-centric design approach and the value of understanding user needs and preferences. I realized that a successful redesign must focus on simplifying app navigation, enhancing the user experience, and providing customization options to cater to individual user requirements. By incorporating these insights, I created a MyFitnessPal redesign that truly met the expectations of its users and provided a more streamlined and efficient way for them to manage their health and wellness goals.

FUTURE IMPROVEMENTS

Adapting to User Testing Feedback and Evolving Needs

While the redesigned MyFitnessPal app has been well-received by users, there is always room for improvement. As a designer, I understand that user needs and preferences can change over time. To ensure the continued success of the app, it is crucial to remain open to user feedback, monitor app usage trends, and adapt the design as needed. This iterative approach will enable the MyFitnessPal app to remain a valuable tool for users who are striving to improve their health and well-being.

Expanding Skillset

During this project, I had the opportunity to learn Figma, a powerful UI/UX design tool, which was a new experience for me, as I was more familiar with Adobe Photoshop. Gaining experience in Figma has provided me with additional skills that will be valuable in my future design projects. As a designer, it is important to stay updated with the latest design tools and technologies, and learning Figma was a significant step in that direction. In the future, I plan to further expand my skillset by exploring other design software and platforms, which will enable me to create even more engaging and effective user experiences.

Thank you for reading!

Want to know more about this project?

Feel free to contact me on LinkedIn or email me at **mingson@ucsd.edu**. To see more of my work, please visit my website at **mingson.dev**.