UI/UX case study: Designing a weight loss Mobile App

Aiming to help people to lose weight easily

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Designed with Figma, Miro, Zeplin, lookback

The Challenge

Nowadays, people are either busy or lack the knowledge to care about their meals' nutrition. It is essential to be aware of what you eat daily.

Weight loss and a healthy lifestyle have been a hot topic; there are always so many websites and applications, so many bloggers and influencers introducing and advertising diet plans, weight loss applications, and nutritionists in social media.

The question is, how many people are confident with the result and how many people spent lots of money and got disappointed in the middle of the way.
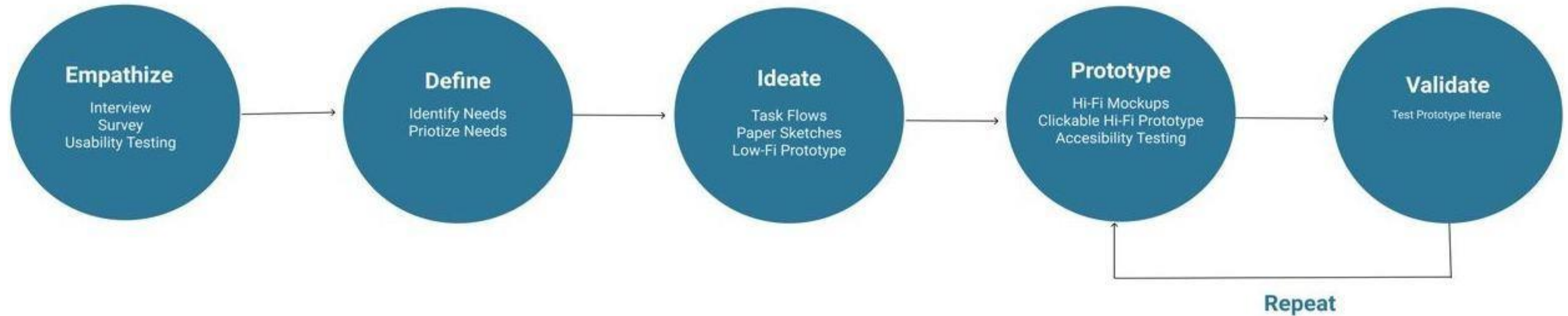
Therefore, We have decided to help them by creating a mobile app for those who desire to lose weight by calorie counting diet method and need a bit of motivation and ease.

Current Solutions

Before starting my solution, I found some weight loss applications related to my project. One app that my users also mentioned the nameand added in my research plan (MyFittnessPal) almost answers the problem. But most apps either non-user-friendly or challenging to bring the user's needs.

My design Process

I have followed this process to make sure my design decisions were supported by user research and feedback.

Empathize
Interview
Survey
Usability Testing

Define
Identify Needs
Priotize Needs

Ideate
Task Flows
Paper Sketches
Low-Fi Prototype

Prototype
Hi-Fi Mockups
Clickable Hi-Fi Prototype
Accesibility Testing

Validate
Test Prototype Iterate

Repeat

Research Methods and Findings

Before starting the process, I created Interview questions which gave me an idea of users need. I gathered information about the concept, end-users,problems my product is trying to solve, current solutions, competitors.

Then I found five women for interview. They were of different ages, but they were all employed and had similar time management problems to havea healthy lifestyle.

Based on key findings, I realized that the users are willing to track their daily calories; however, the current solutions are not motivating enough, andstop inspired after a while. So they need something user friendly and comfortable enough to interact with which covering their needs, including
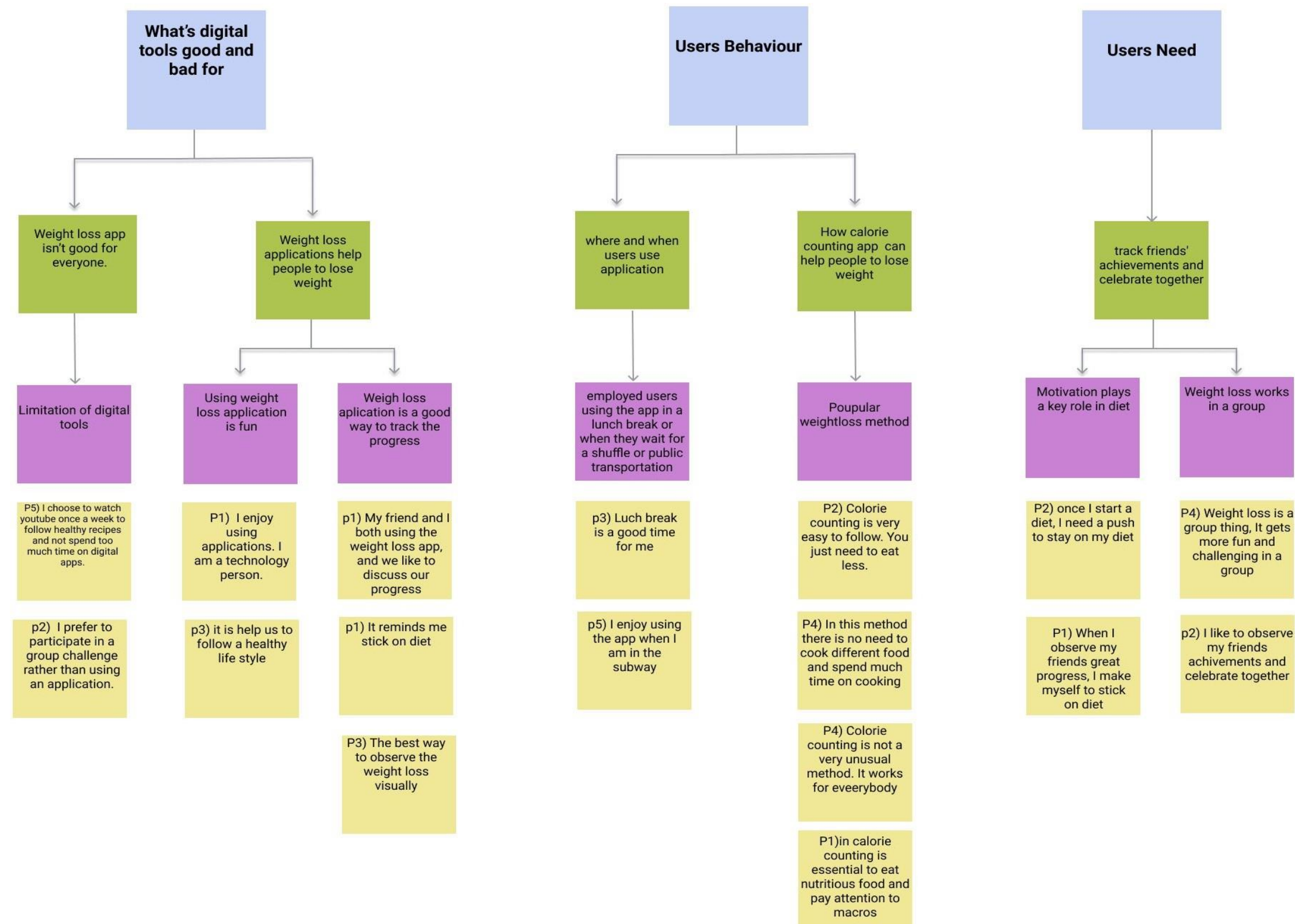
- Information regarding nutrition and macro counting
- Track weight loss excels chart.
- Invite and follow friends to stay motivated.

While these are small numbers of data, it was more than enough for me and my little personal project.

Digital Affinity Diagram

This diagram is my digital affinity map. I summarized and scripted all the notes and created an affinity Diagram using Miro which helped me to get full picture of my design and product features.

What's digital tools good and bad for

- **Weight loss app isn't good for everyone.**
  - **Limitation of digital tools**
    - P5) I choose to watch youtube once a week to follow healthy recipes and not spend too much time on digital apps.
    - p2) I prefer to participate in a group challenge rather than using an application.
- **Weight loss applications help people to lose weight**
  - **Using weight loss application is fun**
    - P1) I enjoy using applications. I am a technology person.
    - p3) it is help us to follow a healthy life style
  - **Weigh loss aplication is a good way to track the progress**
    - p1) My friend and I both using the weight loss app, and we like to discuss our progress
    - p1) It reminds me stick on diet
    - P3) The best way to observe the weight loss visually

Users Behaviour

- **where and when users use application**
  - **employed users using the app in a lunch break or when they wait for a shuffle or public transportation**
    - p3) Luch break is a good time for me
    - p5) I enjoy using the app when I am in the subway
- **How calorie counting app can help people to lose weight**
  - **Poupular weightloss method**
    - P2) Colorie counting is very easy to follow. You just need to eat less.
    - P4) In this method there is no need to cook different food and spend much time on cooking
    - P4) Colorie counting is not a very unusual method. It works for eveerybody
    - P1)in calorie counting is essential to eat nutritious food and pay attention to macros

Users Need

- **track friends' achievements and celebrate together**
  - **Motivation plays a key role in diet**
    - P2) once I start a diet, I need a push to stay on my diet
    - P1) When I observe my friends great progress, I make myself to stick on diet
  - **Weight loss works in a group**
    - P4) Weight loss is a group thing, It gets more fun and challenging in a group
    - p2) I like to observe my friends achivements and celebrate together

Research synthesis

I summarized all the notes from users' pain points and the needs into similar categories and created a single board contains all the information from users.
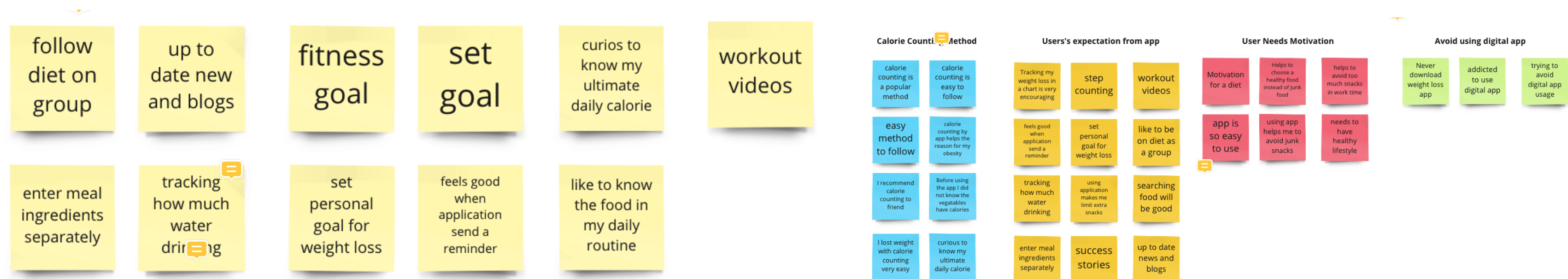
I selected and prioritized the most and least essential features for users and the application after that.

For the next step, I formed the principal **features** of my app, including:

- Pain Point 1 : Registration and login
- Pain Point 2: Set initial goal
- Pain Point 3 : Database of ingredients calorie
- Pain Point 4 : Set nutritional goal
- Pain Point 5 :Observe the process

Identifying Pain Points

I summarized all the notes from users' pain points and the needs into similar categories and created a single board contains all the information from users.I selected and prioritized the most and least essential features for users and the application after that.

General Thoughts	Needs to have a healthy life style	No motivation for a diet	Never download a weight loss app	Trying to avoid digital app usage	Motivation to stick on a diet	weight loss failed experiences	trying to avoid digital app usage	helps to avoid too much snacks in work time	I lost my motivation after a while
Dite Plan	calorie counting is a popular method	calorie counting is easy to follow	feels good when application send a reminder	easy method to follow	helps to choose a healthy food instead of junk food	using weight loss application is so motivating	I recommend calorie counting to friend	I lost weight with calorie counting very easy	using app doesn't take much time	calorie counting to friend
Calorie Counting application	using app helps me to avoid junk snacks	calorie counting by app helps the reason for my obesity	tracking my weight loss in a chart is very encouraging	searching food in database	before using the app I did not know the vegetables have calorie	using application is helpful for begineers	enter meal ingredients separately	using application is useful for begineers	set personal goal for weight loss
Healthy Life style	like to add plans food in my routine	curious to know my ultimate daily calorie	like to be on diet as a group	setp counting	be on diet as a group	workout videos	up to data news and blogs	tracking how much water drinking	fitness goal	importance of meals plan in my routine

follow diet on group

up to date new and blogs

fitness goal

set goal

curios to know my ultimate daily calorie

workout videos

enter meal ingredients separately

tracking how much water drinking

set personal goal for weight loss

feels good when application send a reminder

like to know the food in my daily routine

Calorie Counting Method

calorie counting is a popular method	calorie counting is easy to follow
easy method to follow	calorie counting by app helps the reason for my obesity
I recommend calorie counting to friend	Before using the app I did not know the vegetables have calories
I lost weight with calorie counting very easy	curious to know my ultimate daily calorie

Users's expectation from app

Tracking my weight loss in a chart is very encouraging	step counting	workout videos
feels good when application send a reminder	set personal goal for weight loss	like to be on diet as a group
tracking how much water drinking	using application makes me limit extra snacks	searching food will be good
enter meal ingredients separately	success stories	up to date news and blogs

User Needs Motivation

Motivation for a diet	Helps to choose a healthy food instead of junk food	helps to avoid too much snacks in work time
app is so easy to use	using app helps me to avoid junk snacks	needs to have healthy lifestyle

Avoid using digital app

Never download weight loss app	addicted to use digital app	trying to avoid digital app usage

Prioritizing Pain Points

For the next step, I created a Prioritization Matrix, which is a table that lets you rank ideas in order of importance of features for development.

I have weighted each feature's in this project, and as a result, I formed the principal **focus** of my app, including:

- Pain Point 1 : Registration and login
- Pain Point 2: Set initial goal
- Pain Point 3 : Database of ingredients calorie
- Pain Point 4 : Set nutritional goal
- Pain Point 5 : Observe the process

Task Flow (Based on Usability Study)

Next, I created a usability test; this helped me understand what and how users can interact with the product interface, find the difficulties, and develop the second iteration of the low-fi sketch.

After defining user goals, I started with existing tasks, gave my users one task at a time, and followed the design flow. I analyzed their problem in a test.

Based on my usability test, I figured out most users had no problem creating an account, 3 out of 5 users had difficulty setting the initial and nutrition. Almost no one could pass the surfing the database step in the first iteration.
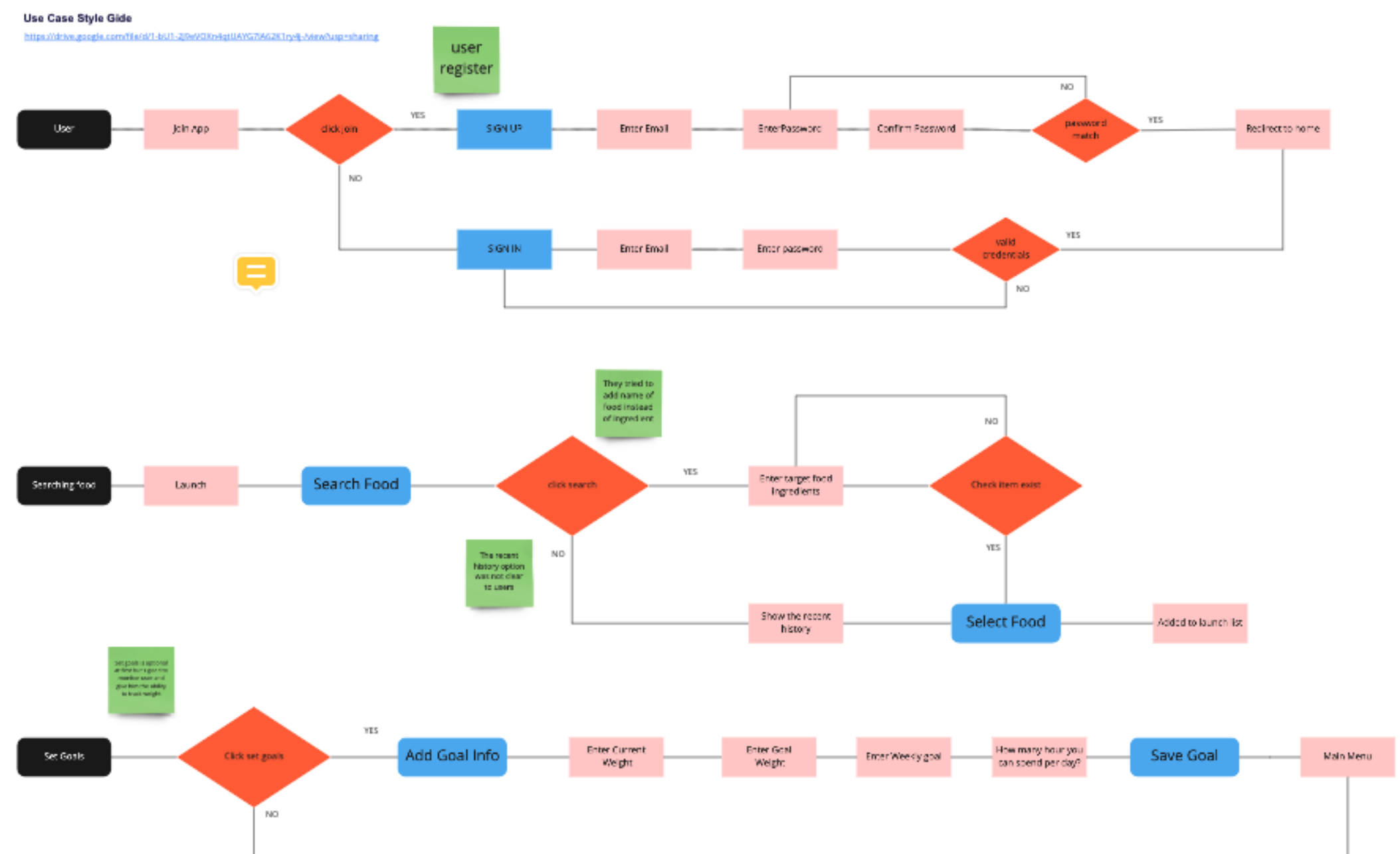
Ideate & Sketch

After conducting validation tests, I started rapid sketching for the first sketch of interface design for the ideation process. This helped me with quick experimentation. In my case was a crazy-8s method paper sketch, which means it needs an A4 sheet of paper draw eight boxes on it in a timer set for eight minutes. In a paper sketch, I mapped out the journey to find the best specific way and narrowed down to two realistic ideas.

Along with that, I started a low-fi design using Figma. I personally enjoy working on low-fi as much as possible it takes because I believe that low-fi prototypes are the design's skeleton view. It is very important to get it done correctly before starting on the central part of the design.

For this project, the low-fi prototype comes in two iterations. The first iteration was made before the usability test, and the second iteration came up after the usability test. It got fixed based on users' needs.

Paper Sketch & Low-Fi Design

Paper Sketch

Iteration 1
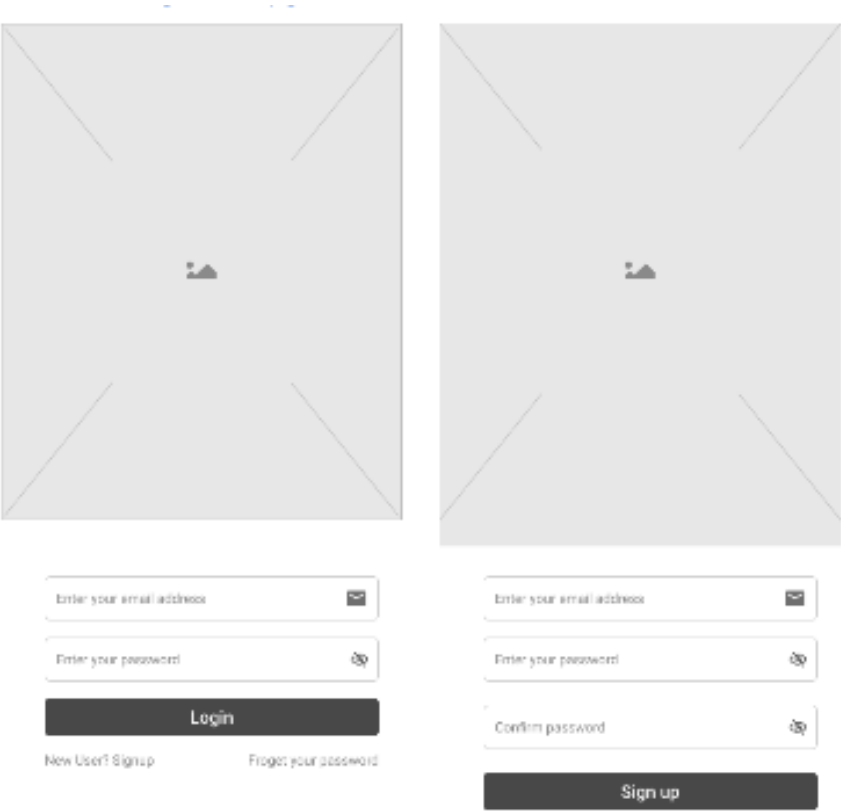
Iteration 2
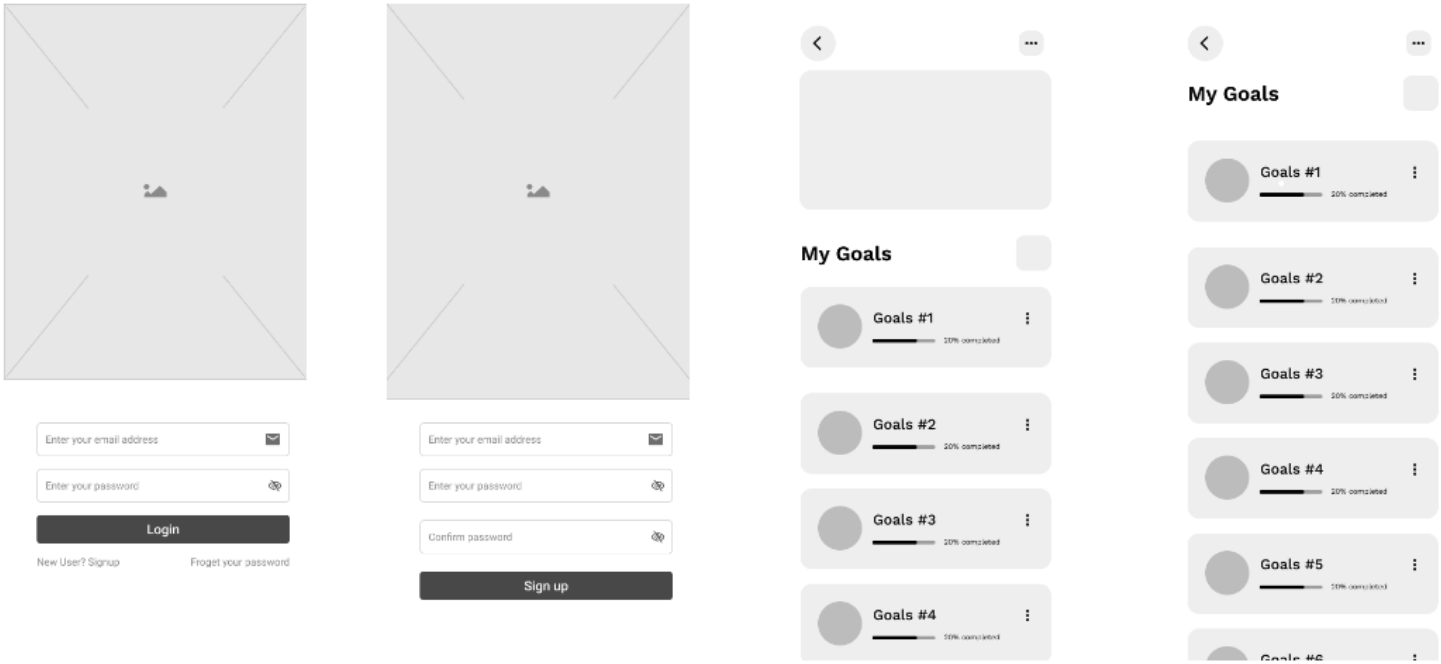
Color Palette

The color blue is the ocean's color and the sky; it symbolizes serenity, stability, inspiration, or wisdom. It can be a calming color and represent reliability.

So I decided to use a blue color pallet with some highlights in green,and I used black and white for text and complementary and clean appearance.

COLORS

400
#F5F5F5

300
#F8F8F8

light blue
#007AFF

blue
#007AFF

dark blue
#2E384E

grey
#909BA8

Typography & Icons

As typography, I have used which is Montserrat is a free google font.

It is part of the sans serif typeface superfamily. As a pairing font, I

have chosen Roboto.
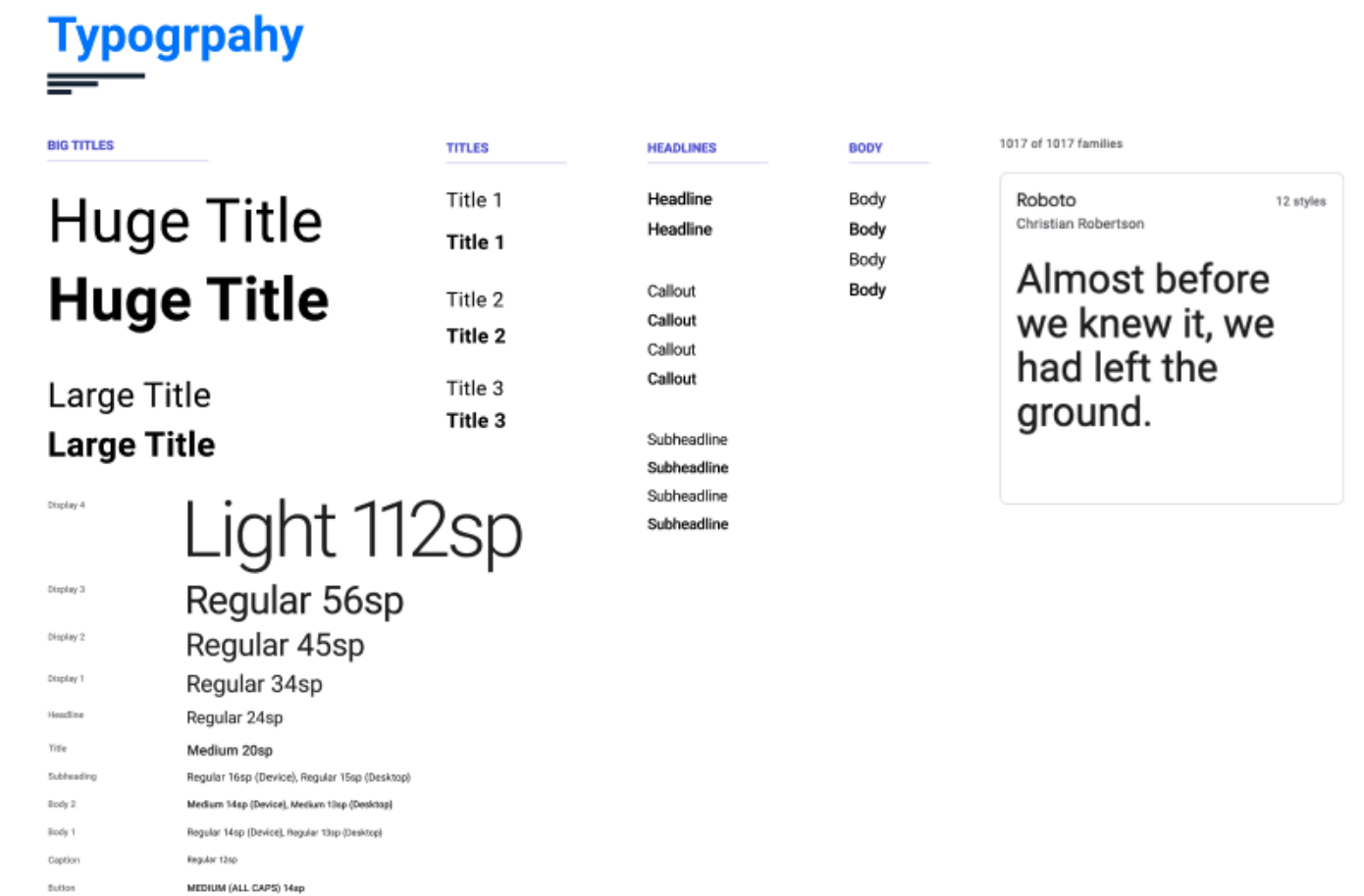
Icons and illustrations always are an essential part of UI
design. Icons should be meaningful, characteristic, and consistent; it
should be compatible with the concept.
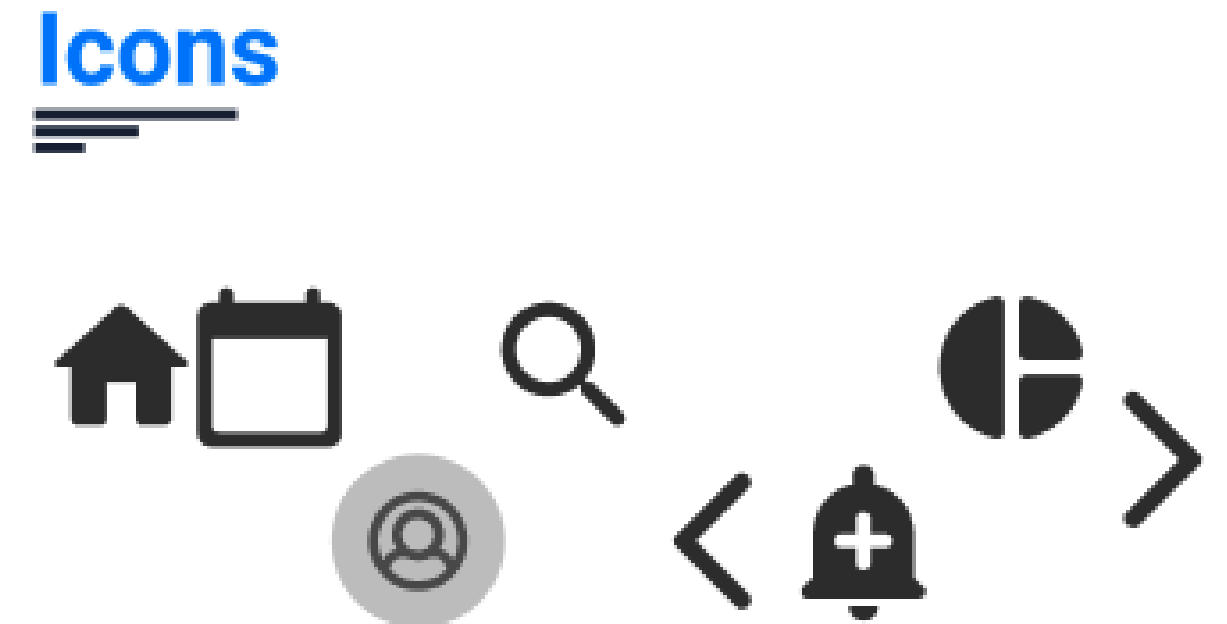
Prototyping

After finished up paper sketches and Low-Fi prototype, I started to create a High-Fi prototype of my proposed solution to illustrate my ideas and represent the concept for getting quick feedback and improving the product.

My Hi-Fi prototype was created with Figma and consists of 15 frames and focused on users' pain points.

Also, I have used Zeplin to export my prototype file to generate development resources.

Validation

After creating the clickable Hi-Fi prototype, I conducted a user testing to validate my ideas and the user interface usability. It was testedon 10 users through lookback platform.

Chosen tasks for the test:

- Create an account /Login with your account
- Set up goal state for the first time after registration.
- Diary page to enter food ingredients in the database.
- Search for food in the database page.
- Set a goal page.
- Observe progress.

Guided Questions for users:

1- What do you think about color combination? Is it visually pleasing?

2- What do you think about the size and shape of buttons?

3- How easy can you interact in the app?4- What is one thing to improve the app?

5- What is one thing you like the most about the app?6- What is one thing you don't like about the app?

Usability Feedback

After conducting a validation test, this result came up:

Things have done well:

- Color combination, icons, buttons shape are good.
- The app sounds neat to users and they like the design.
- The registration seems easy to them.
- Most of the features are understandable.
- Cool to have set up a goal in the first place.

Things need to have improvement:

- The iphone frame is disturbing on mobile devices.
- The homepage needs extra information.
- Search for food in the database page needs more improvement,It needs to be clear enough for everyone.

All the points mentioned by users which needed to have improvement already improved in the current version.

About Me

I am Mohammed Elzanaty, A Software Engineer who is passionate about UI/UX Design. I have M.Sc. in Computer Engineering from the University of Ottawa. Along with a minor degree in User experience and User Interface Design, I believe that my research understanding will help me further understand user needs to create a user experience design.