

# Annotated Iteration based on Iteration

**KPI:** Increase task success rate

**FLOW:** Skip the “Set Initial Goal” step

## Reason of choice: -

According to the usability testing experiment, some users refused the setting up an initial goal and decided to skip the steps. They were looking for a skip button in the first place.

## Hypothesis: -

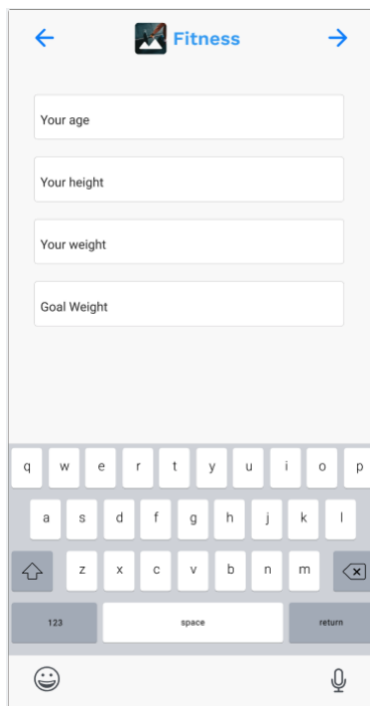
70% of users wanted to skip the set up initial goal step and do it later if needed.

## Alternate Solution: -

In the first iteration, there is no skip option for the users for initial setup. So I have decided to add an option to skip the step and go straight to the main menu for those who refuse to do the task. I have also added a tab in the bottom navbar for setting up personal and nutrition goals on the same page.

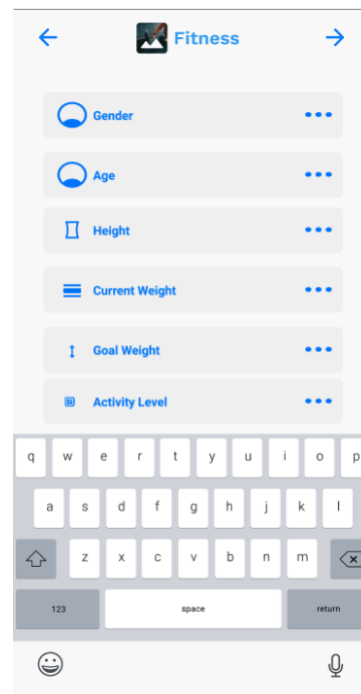
## Design: -

Before



The 'Before' screen shows a mobile app interface with a header bar containing a back arrow, a 'Fitness' title with a mountain icon, and a forward arrow. Below the header are four text input fields labeled 'Your age', 'Your height', 'Your weight', and 'Goal Weight'. At the bottom, there is a standard QWERTY keyboard with a numeric keypad on the left, a spacebar, and a return key on the right. A bottom navigation bar contains a smiley face icon and a microphone icon.

After



The 'After' screen shows the updated mobile app interface. The header bar remains the same. Below the header, there are six rows of settings, each with a blue icon, a label, and a three-dot menu icon: 'Gender' (person icon), 'Age' (calendar icon), 'Height' (ruler icon), 'Current Weight' (scales icon), 'Goal Weight' (up/down arrow icon), and 'Activity Level' (person with checkmark icon). Below these settings is the same QWERTY keyboard as in the 'Before' screen. The bottom navigation bar remains the same.