

User research plan for the Health and fitness Application

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Study 1: Semi-Structured Interview

BACKGROUND:

I am a person who is much interested in health and fitness and also a tech person. I have noticed that Even we are living in 20th century and we know a lot about health and fitness ,a lot of us are still out of shape and unhealthy too. So I have noticed there is a need of technical support for peoples so I decided to take look over this and make people something useful. So I am here to design an app which benefits people by keeping themselves fit and healthy. I have an idea of implementing an app which helps the user to perform multitasking which benefits them to keep them fit and healthy. The future of the app will have many functionalities like Consulting a doctor,Weight loss Dietician option,Meditation,Healthy receipes,Relaxation Section,Daily sleep tracking etc. Health like love or happiness,,is a quality of life that is difficult to define and virtually impossible to measure. So In this study I am going focus and learn on health and fitness of the people and make them benefitable by my research.

Research Goal

Here I want to learn how people are expecting to keep their body fit and health .I need find the easiest and simplest ways in my application to people to keep them fit and healthy. Make a simple diet plan so they can be more fit and healthy. And make people stressless by meditation . And give them daily healthy receipes which keeps them healthier. Learn more about keeping peoples healthy and fit. And ore options to them to keep them fit and free from diseases. I want to learn how people think about exercising and different types of excercises to make them more fitter. And my

research includes HMW(How might we) In my case its How might I because I am working alone in this project .

I need to learn:

- o How might I make exercising appealing for young adult females?
- o How might I make young adults to adopt a healthier life routine?
- o How might I offer Physical experience through the mobile app?

Research Questions

[NEEDS]-

- 1.What is the need of Health and fitness application ?
- 2.Do really people like exercising?
- 3.What is their current physical activity level and way of exercising?
- 4.What stops some people from exercising?
- 5.How much percentage of daily routine you would categorise as active?
6. Have you ever wondered about keeping a note about your health regime? How would you approach about it?

[BEHAVIOURS]-

- 1.Have you ever used a Mobile Application to monitor/track your health ?
- 2.What do you think an ideal application supposed to do?
- 3.Which platform you normally use?Android?iOS?
- 4.How would this application help you and benefits through thi application?
- 5.How can the app motivate them?

Method & Recruiting

I have conducted a 30-45 minutes telephone semi-structured interview to collect-in-depth about qualitative data from atleast 5 people who are intrested n health and fitness.

- 1.Athletic trainer(supervised position)
- 2.Community health worker.
- 3.Gym Assistant.
- 4.Gym goers

5.Young adults.

To recruit participants I have send emails to physicians and my former colleagues to ask for a telephone interview.

Script

Introduction

Hi there myself Navya R a tech person interested in UX research and design. I really thankyou people for participating in the study. The research here is to design a mobile application for health and fitness which would help people to be healthier in this pandemic days. So I would love you to have in a interview of 30 minutes. During interview you can feel free and open up to ask questions you need to know. You can give me the feedback and views. Do you mind if I recorded the session of your interview which will be helpful to me in future? The sessions will be only used by me to complete the app development.

Warm-up Questions

1.Can you tell me your daily routine on exercise?

2. Do you like to exercise?

3. What is your current physical activity level?

4. Where do you exercise?

5. Do you use any app/ videos/ personal trainer for help?

6. What's stopping you from exercising?

Following is a summary of responses from participants:

- 60% said they prefer to do indoor exercise as they are worried about being judged in the gym.

- 53% of women said they wanted to work out, but due to time constraints, they couldn't reach their daily goals and lost motivation.

- 43% said they don't know where to start.

- 27% said they exercise 3 days a week and feel good after their workout.

- 20% said they exercise because they want to take care of their physical and mental health.

- 6% said they relate exercise with weights & masculinity (identified as EXTREME USERS)

7. How often do you record your food intake during the day? When do you do it?

While I was interviewing, I also noticed several unspoken trends. **Three of the people described using their apps sporadically or having slowly stopped using an app over time.** I noticed that these people would eventually stop using an app unless these three main features were present:

- The app made it *extremely* easy to record food and exercise in as few steps as possible.
- The app made them feel socially engaged.
- The app used positive reinforcement.

8. How many hours do you use your smartphones a day?

9. What type of smartphone do you have? [Rationale: want to know about the platform the users using]

- iOS
- Android
- Other

10. These are crazy times right now. How is the situation at your work during the Corona- Virus pandemic? [Rationale: want to know about the participants work]

11. Can you give a rough estimate about how long you spent time for health and fitness (e.g. 10 min- utes, 30 minutes)? [Rationale: Want to know the users timings and information or work they do]

12. Do you remember the last activity on health and fitness?

- no
- yes --> can you tell me more about it?

13. How do you decide what to do? Why? [Do participant build their own health plan or follow the app?]

- Do you set up health goals? [Do participants set up health goals in the app?]

14. How do you store/document after completing daily tasks tasks?

- if not stored digitally --> Have you ever thought about storing this information digitally?

15. Additional things expecting from the application.

Wrap-up

Thank you so much for sharing your experience and insights. Your answers will help me to build an app to support you people. If you have any additional thoughts and

comments, I would love to hear about them at any time. You can share your thoughts at navyachandran2925@gmail.com

@. [HYPERLINK "navya:chandran@me.com"](mailto:navya:chandran@me.com) Have a good day people!

Timeline

Design proposal: Start of June, 2020

Recruiting: : Start of June, 2020

Sessions: June 7-9, 2020

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Study 2: Survey

Healthcare, fitness and App acceptance

Background

In the previous study I found out that all people use their smartphone daily.

Surprisingly even after acknowledging these great benefits of regular exercise, a large group of the population, especially females, are significantly less physically active than males. So I decided to take upon this challenging task and apply my newly learned UI/UX knowledge into practice by creating a Health and fitness app .

Research Goal

see Research Goals in Study

Research Questions

see Research Questions in
Study 1

Survey Questions

1.How much time can you spend in this application daily?

2.Are you Trying to improve your sports performance?

A-yes B-No C- Maybe.

3.Do you Consume Athletic food supplements?

4.Did it ever happen that one of your colleagues did not finish his/her health task and your had to finish it?

- no, never

- yes --> how many times in the last 30 days

5. Can you give a rough estimate about how long your daily tasks take (e.g. 10 minutes, 30 minutes)? [How much time need for finishing the task]

- <5 min % of all tasks

- 5-10 min % of all tasks

- 10-30 min % of all tasks

- 30-60 min % of all tasks

USAGE OF SMARTPHONE:

1.For What purpose you use your smartphone often daily?

a. For tracking your health records

b. other purpose.

2.What type of smart phone do you use?

- iOS

- Android

- Other

3.What is daily diet plan other than given in the application?

App Acceptance

Let's imagine you have an app on your iPhone which assists you with your daily health and fitness tasks. For example, it let you document the results or suggests what tasks you need to do one after other can give you tips for completing the daily tasks, etc. It also helps to connect with more more users

- What is your general feeling about using such an app? (Check all that applies.)
 - "this sound like an useful app"
 - "I don't like to be monitored in this way"
 - "such an app would lead to more fairness when it comes to Health and fitness"
 - "it's unfair: person who are more experienced and are quicker in completing tasks"
 - I'm not confident that such an app will work properly
 - Stupid! An app for health and fitness is totally useless.
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- The app will let you document your result by taking a picture of what you worked out . How useful do you think this idea is?
 - useful
 - not useful --> why not?

- One possible functionality of this app would be to evaluate the picture of your activities with a "perfect-result" and gives the user an evaluation

How do like this idea?

- "I strongly dislike it" - "I dislike it" - "I don't care" - " I like it" - "I very like it"
- If you disliked or strongly disliked it, can you tell my why?
- If you disliked or strongly disliked it, can you tell my why?
- Tell me do you like the options in the application?
- The thing you prefer to add in this application?
- Based on your experience with the health and fitness app(s) you are using, how essential were the following features? [What types of achievements/milestones do users care about?]

	NOT NECESSARY	NICE TO HAVE	MUST HAVE	DOES NOT APPLY
Track the weight you have lost for past week				
The benefits you have gained through the healthy receipes				
Is your body improved through this application?				

Demographics

1.How many days you are interested in health and fitness?

2.What is your profession?

- Physician
- Gym trainer
- Formal profession

3. What is your age? [Assumption: People in different age groups might have different smartphone usage pattern.]

- Under 18
- Between 18-25
- Between 25-40
- Between 40-50
- Above 50

Method & Recruiting ?

- Screening:
 - Users who are very intrested in healthcare and fitness.
 - Daily routine to maintain the health and fitness.
 - Collect data from at least 20 peoples according to this quota plan (
 - left-handed: 1-2-3-4-5
 - female: 1-2-3-4-5-6-7-8
 - older than 50:
1-2-3-4-5
 - Test survey questions with 5 volunteers recruited among my former colleagues