

FITCOIN

Low-Fi Testing

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OVERVIEW

01 MISSION

02 UI PROTOTYPE AND TASKS

03 LOW-FI TESTING

04 RESULTS AND SUMMARY

MISSION STATEMENT

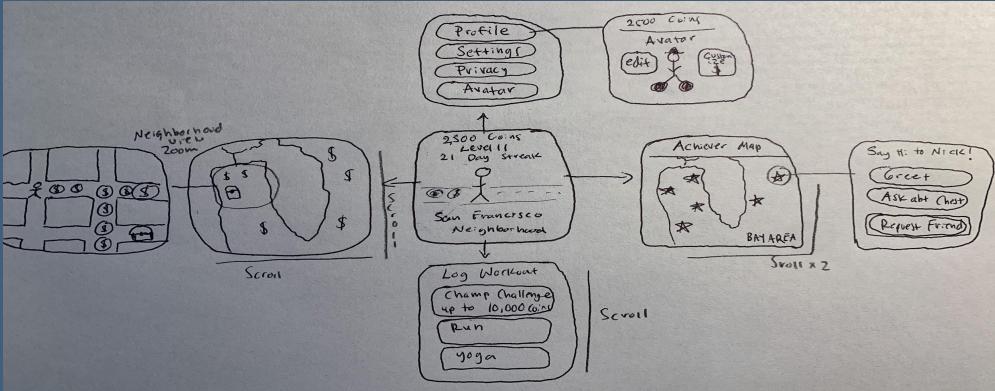


Provide a fun alternative for those who feel alienated and intimidated by fitness. Helping adults who are short on time and motivation to reach their long-term health goals through social gaming.

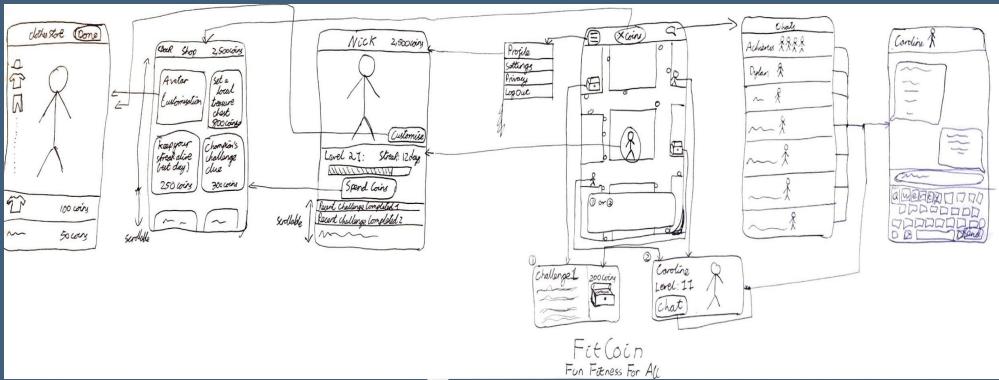
FUN FITNESS FOR ALL!

INTERFACE?

Wearable



Mobile

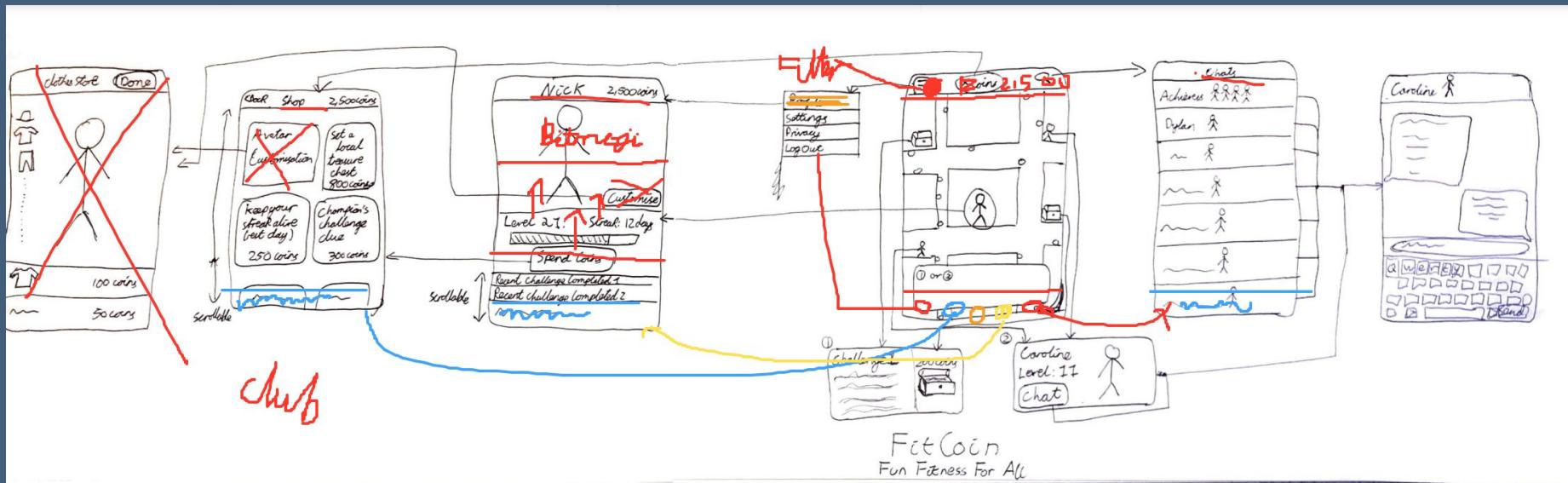


SELECTED INTERFACE

MOBILE

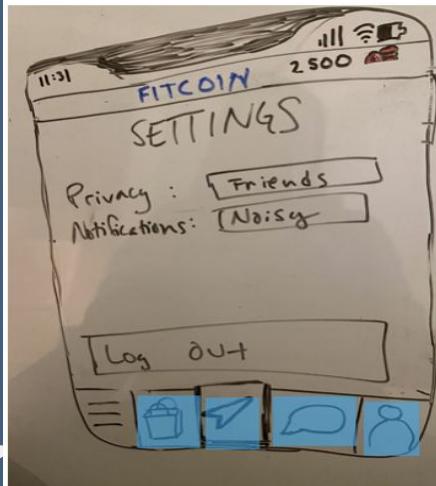
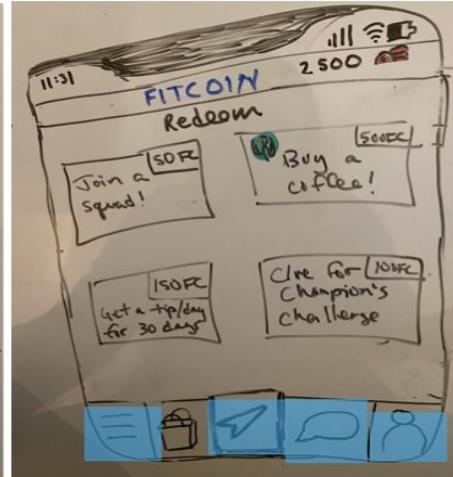
- More flexible interface
- Better for complicated functions like chat, map, and rewards.
- Mobile tech is the most accessible

MOBILE UI ITERATION

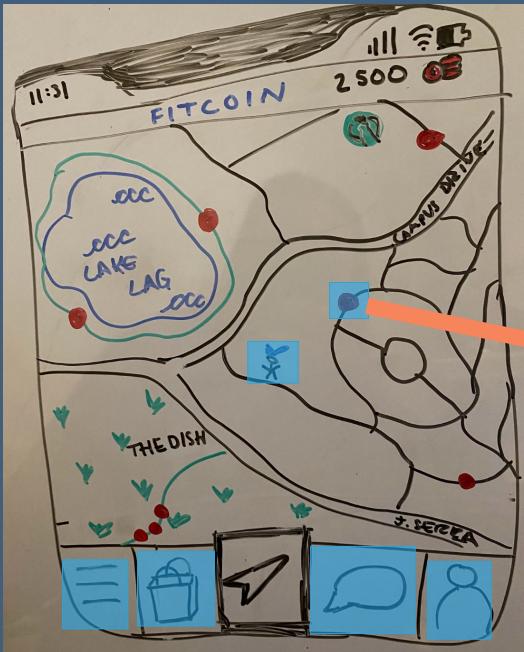


PROTOTYPE STRUCTURE

- Uses InVision to mimic user interaction
- The blue highlighted portions are interactive, modeling basic tasks



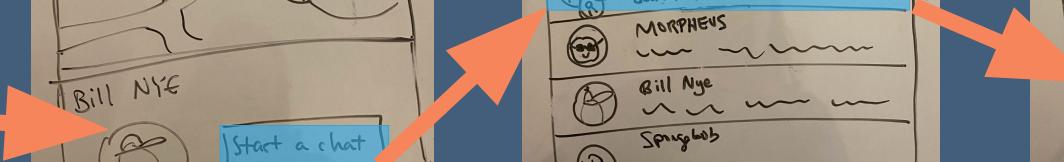
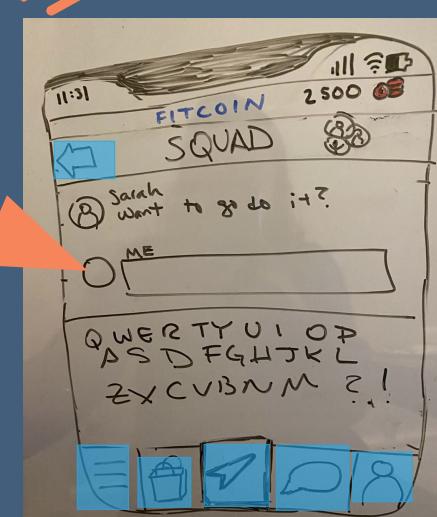
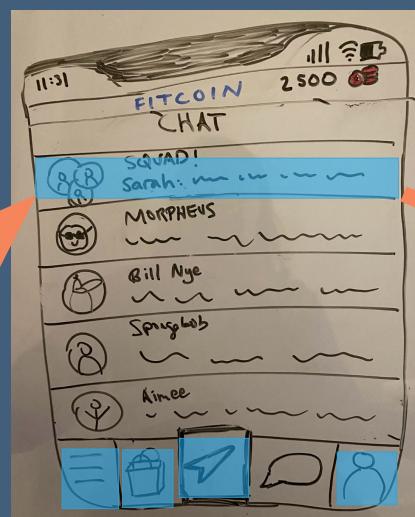
SIMPLE TASK



**TASK:
FIND A FITCOIN**

MODERATE TASK

TASK: CONNECT WITH YOUR COMMUNITY



COMPLEX TASK

**TASK:
SPEND COINS
ON A REWARD**



PARTICIPANTS AND METHODS



HN

23 year old small business owner



JM

Middle-aged woman, involved in her neighborhood community



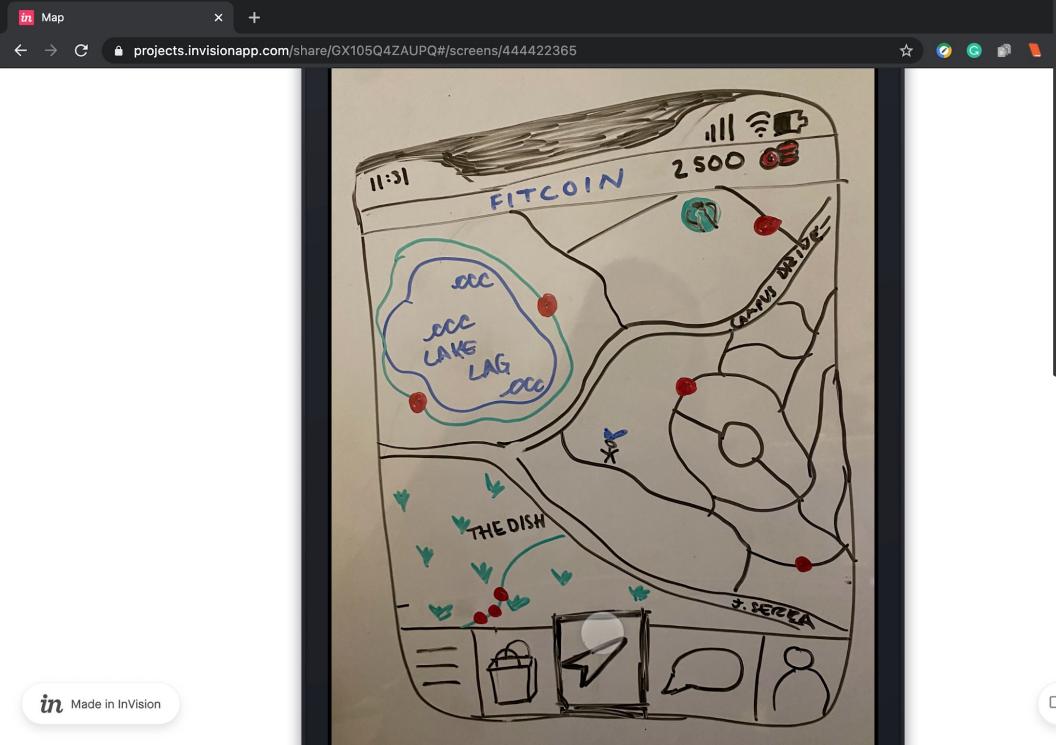
DN

Middle-aged man, former athlete trying to get back into fitness

Each test was conducted virtually with audio and screen recording.

Each user attempted three basic tasks, as we noted **positives**, **problems** and **mistakes**.

RESULTS



THE TASK OF FINDING A COIN WAS SLOWEST FOR ALL USERS

Determining how to find a coin took multiple tries.

RESULTS



COMMON ICONS LIKE CHAT WERE INTUITIVE - BUT OTHERS WEREN'T

Familiar icons made task two and three easy, but, our home/map icon slowed down some users.

RESULTS



USERS NEEDED HELP UNDERSTANDING THE AR ASPECT OF THE APP

They weren't sure how to interpret the map of Stanford or their own location.

SUGGESTED UI CHANGES

ONBOARDING AND HELP

Add onboarding and have help options to explain the features

NAVIGATION ICONS

The home/map icon needs to be altered to make it intuitive

COINS SHOULD BE EMPHASIZED

Our simple task needs to be the easiest to complete and should be one of the first reads for the user.

SUMMARY

- Fitcoin strives to make **fitness fun for all**, combining gamification, fitness and community.
- The app can be confusing for some, so a help feature and an **onboarding sequence** should be included.
- The function of finding coins needs to be simpler and more intuitive by being **emphasized in design**.
- Users were **excited** by the product, despite the conceptual barriers.



QUESTIONS?