

# FITCOIN

Low-Fi Testing

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# OVERVIEW



**01** MISSION

**02** UI PROTOTYPE AND TASKS

**03** LOW-FI TESTING

**04** RESULTS AND SUMMARY



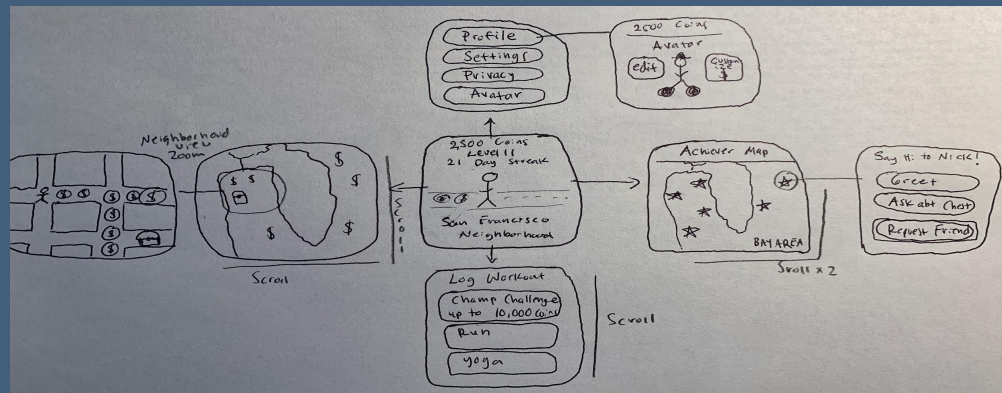
# MISSION STATEMENT

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.

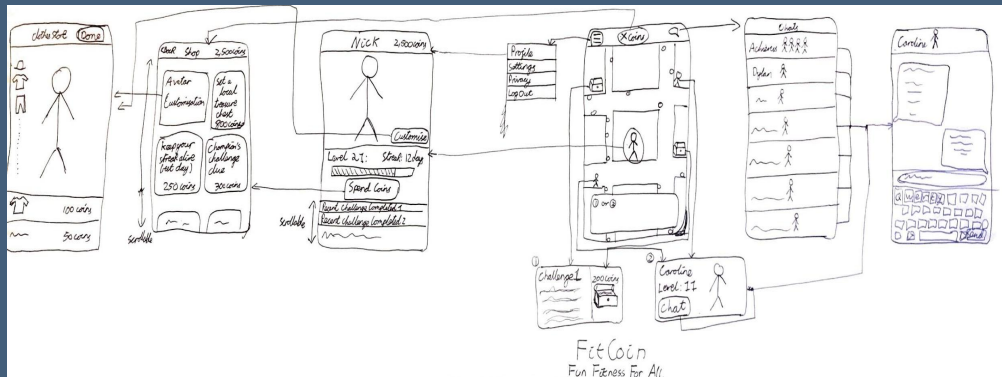
## FUN FITNESS FOR ALL!

# INTERFACE?

## Wearable



## Mobile



# SELECTED INTERFACE

## MOBILE

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

The wireframe illustrates the FitCoin app's interface with several key screens and features:

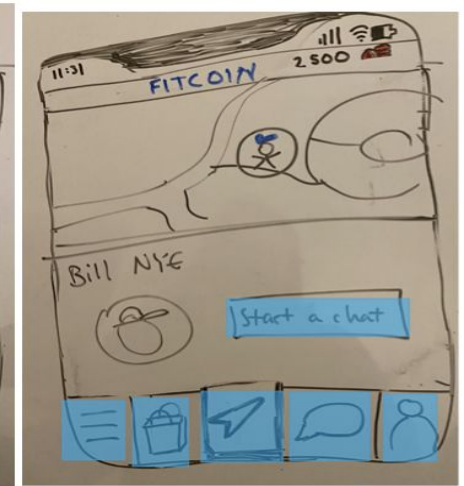
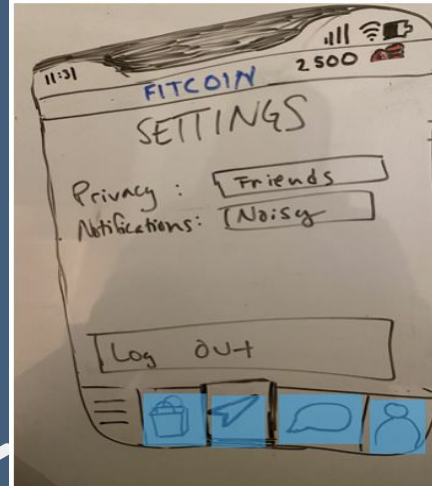
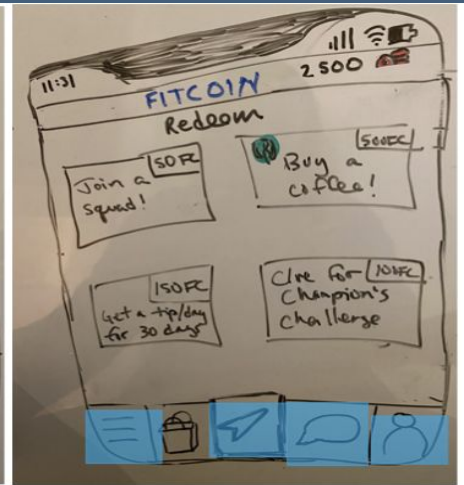
- Shop Screen:** Labeled "chub" in red. It includes a "Shop" header, a "2,500 coins" balance, and four items: "Avalor Customisation" (crossed out), "Set a local treasure chest 800 coins", "Keep your streak alive (next day) 250 coins", and "Champion's challenge clue 300 coins". A "scrollable" indicator is present at the bottom.
- Nick Screen:** Labeled "Nick 2,800 coins" and "Bibbidi". It shows "Level 21", "Streak: 12 day", and "Customise" (crossed out). Below are "Spent coins", "Board challenge completed 1", and "Recent challenge completed 2". A "scrollable" indicator is present.
- Stats Screen:** Labeled "Stats 215 coins". It includes a "Stats" header, a "215 coins" balance, and a list of stats: "Achievements", "Dylan", and "Wavy". A "scrollable" indicator is present.
- Caroline Screen:** Labeled "Caroline". It shows a "Caroline Level: 17" and a "Chat" button.
- Challenge Screen:** Labeled "Challenge". It shows a "Challenge" header, a "200 coins" balance, and a "Challenge" button.
- Settings Screen:** Labeled "Settings". It includes a "Settings" header and a list of settings: "Settings", "Privacy", and "Log Out".

Annotations and flow lines indicate interactions and features:

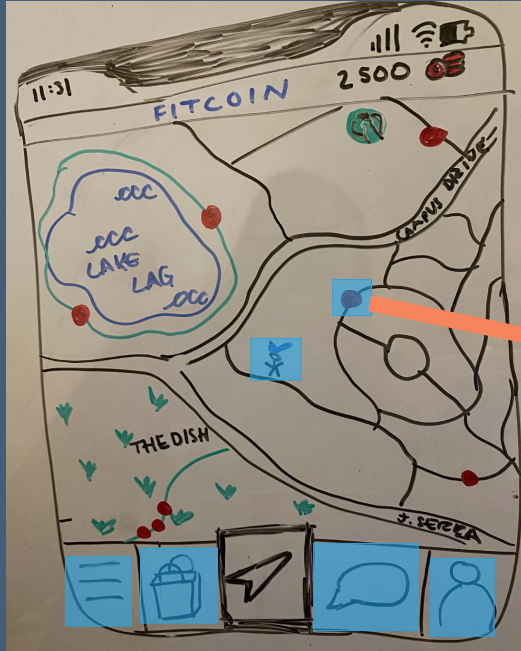
- A red "chub" label points to the Shop screen.
- A red "scrollable" label points to the Shop screen.
- A red "scrollable" label points to the Nick screen.
- A red "scrollable" label points to the Stats screen.
- A red "scrollable" label points to the Caroline screen.
- A red "scrollable" label points to the Challenge screen.
- A red "scrollable" label points to the Settings screen.
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# PROTOTYPE STRUCTURE

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



# SIMPLE TASK

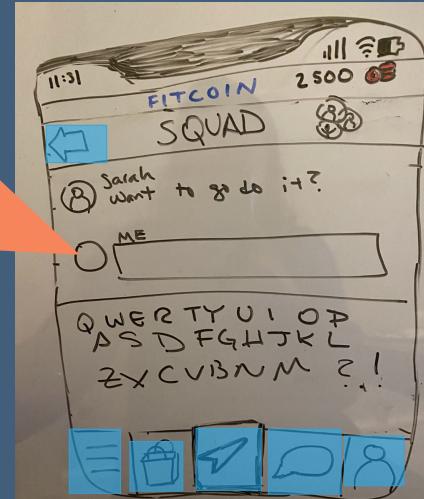
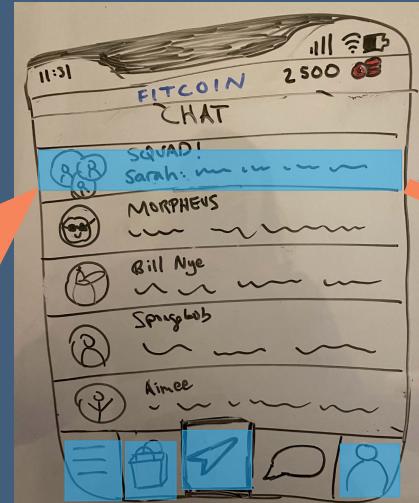


**TASK:**  
**FIND A FITCOIN**



# 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



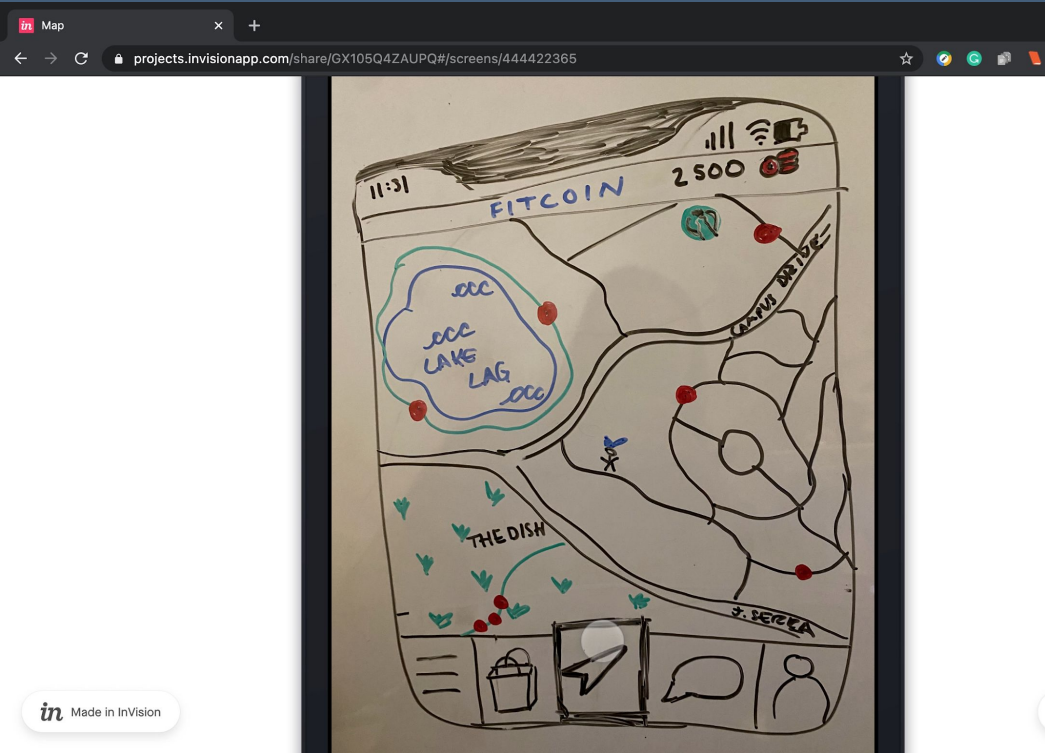
**DN**

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



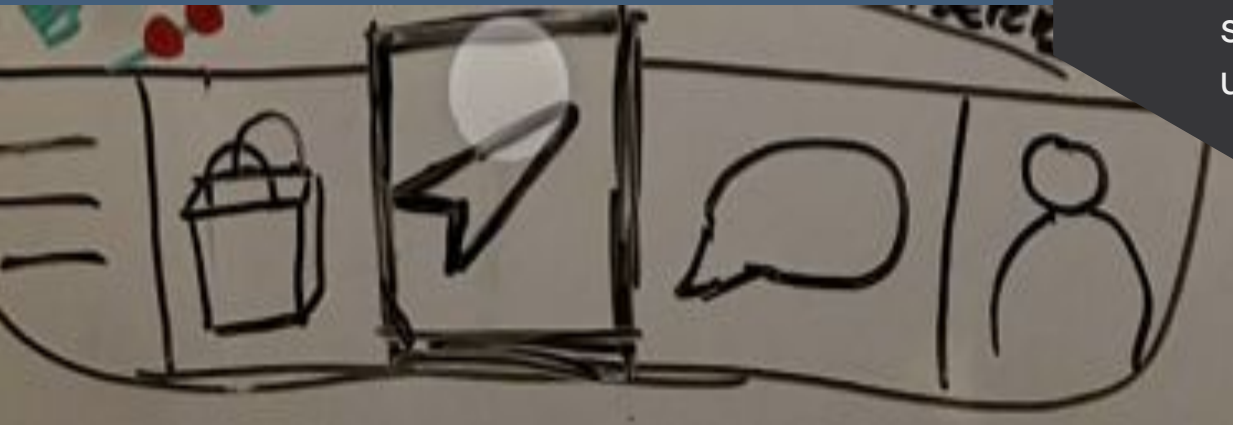
**THE TASK OF FINDING A COIN WAS  
SLOWEST FOR ALL USERS**

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?**