

MyFitnessPal is a calorie tracking platform that aims to help users lead healthier lifestyles and lose weight.

GOAL

Create motivation to retain users and enable them to achieve their goals

PROCESS

- Research

I talked to short and long-term users to understand pain points and benefits of the platform
- Concepting

I wireframed and sketched out potential solutions to the problems found from conducting research
- Feedback

I showed my work to other designers to understand what could work, and what didn't
- Mockups

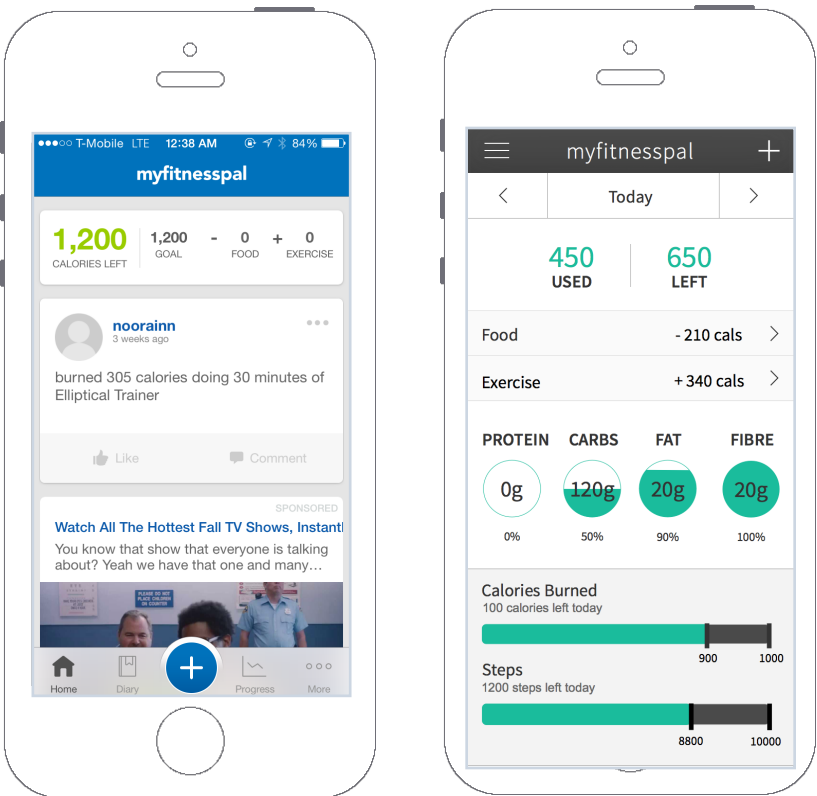
Once I'd reached a solution that was functional, I delved into designing the way it would look and feel.
- Prototyping

I created Keynote prototypes for quick demonstrations of the flow and experience. I iterated these as I evolved the design to show to my user testers.

FINDINGS FROM USER RESEARCH

1. Focus on logging calories, not exercise
2. Goals set during onboarding are lost within the core experience
3. Weight loss is personal, not social
4. The most common visits are to log an entry or check how many calories you have left.

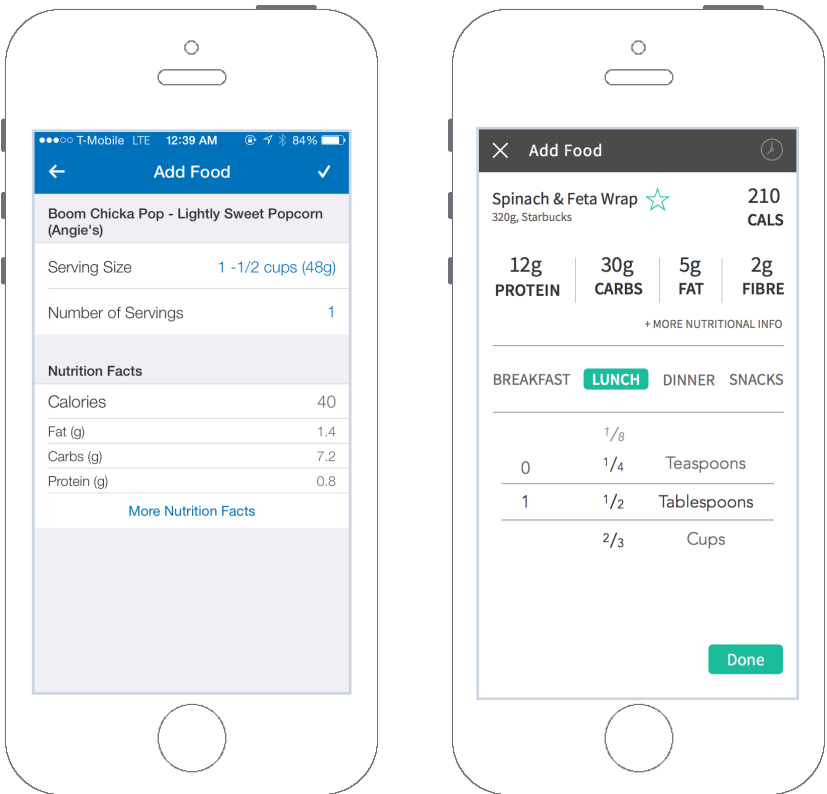
DESIGN SOLUTION



Home Dashboard

Allows users to know their day at a glance

Brings attention to goals beyond calorie consumption



Add A Food

Shows users the nutrition facts they need

Makes it easy to fix errors in decisions

LEARNINGS

Since I did this project, I've learned quite a bit. Here's what I've understood in hindsight and what I would do differently.

- Business Impact

My focus was on the users and neglected business reasoning and goals. I would strive to better understand **why** MyFitnessPal may have designed their interface in a certain way.
- Branding and Colours

My reasoning to alter the visual look and feel isn't as compelling as a user's familiarity to the product. This would be a much stronger consideration if I was to approach this problem again.
- InVision Prototyping

I made a prototype in Keynote, which was great to demonstrate functionality. Next time, I'd prototype using a tool such as InVision, to allow my test users to feel the interactions.