

ELEVATE

UX Design Project by Omar Dissouki

This UX design project explores the potential benefits of developing a mobile app for Elevate, a company recognized for its innovative approaches in the fitness industry. This project is a conceptual study and is not officially affiliated with or sponsored by Elevate. All trademarks and registered trademarks mentioned are the property of their respective owners.

Project overview



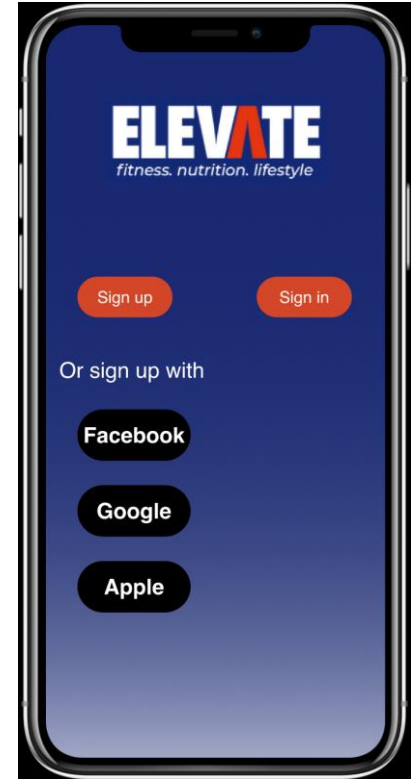
The product:

The Elevate app design is based on the fitness training brand ELEVATE based in Giza, Egypt



Project duration:

May 2022 - July 2022



Project overview



The problem:

Elevate faces the challenge of requiring customers to physically visit the arena for session bookings, purchases, and membership sign-ups.



The goal:

Simplify fitness management for customers by offering an app for easy session management, purchases, and membership sign-ups, eliminating the need for in-person transactions at the arena.

Project overview



My role:

UX designer and UX researcher



Responsibilities:

- Creating user personas
- Designing wireframes
- Building prototypes
- Conducting usability studies

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



Primary user groups identified through research includes:

- Parents with responsibilities
- Adults and teenagers aspiring to stay fit
- Individuals interested in participating in group workouts

My research indicates that developing a mobile application can significantly boost sales providing a consistent and convenient solution for individuals struggling to fit workouts in their schedule.

Additionally, it will enhance user motivation by:

- Sending workout notifications in addition to Elevate's Instagram posts/stories.
- Having a friends list, fostering a sense of community and encouraging engagement.

User research: pain points

1

Scheduling

Manually adding sessions to calendar is challenging. Integrating this feature into the app simplifies the process and encourages regular attendance.

2

Buying and managing sessions

Purchasing sessions online or through the app makes it easier for users to commit without hesitation.

3

Motivation

Consistent exercise motivation is challenging. An app with timely session reminders can greatly enhance motivation and commitment to workout routines.

4

Socializing

Incorporating a feature to connect with friends can foster community and mutual motivation in fitness endeavors, potentially driving engagement and sales.

Persona: Mona Aziz

Problem statement:

Mona, a dedicated mom and wife, seeks a solution to seamlessly transition from purchasing fitness sessions to attending them as a family. She aims to uphold a healthy lifestyle for herself and her loved ones.



Mona Aziz

Age: 42
Education: Master's degree
Hometown: Giza, Egypt
Family: A wife, mom of 3, and a dog
Occupation: An accountant

"I want a healthy fitness lifestyle for myself and my family"

Goals

- Maintain a healthy work-life balance.
- Be able to manage and buy session through an app.
- Be able to workout without thinking of having to pickup her kids or taking care of her dog.
- Wants an app that helps her find workout sessions that suits her and her husband's busy schedule
- Wanted her kids to join her with a family package for a reduced price.
- Would like to be able to spend her sessions for home workouts, with online guidance.

Frustrations

- "It is hard to manage and buy fitness sessions"
- "I don't know what the workout would be and how many people would be there"
- "I need more guidance through workouts because I am not an athlete"
- "I sometimes am not able to go to the arena because I have to take care of my kids and dog."
- "The sessions are expensive"

Mona is a mom of 3 kids and a dog, working as an accountant at a firm close to her house. She thinks she needs more guidance through workouts because she's not confident in her fitness skills. She finds the sessions quite expensive and would like to buy more for her kids to join her without paying a fortune so she thinks a family package would be helpful. She also wants a way to make it easy to find sessions for both herself and her husband. She sometimes doesn't feel like going to the arena to train and she wants to spend her sessions for home workouts instead with an online trainer.

User journey map

Mapping Mona's user journey revealed how helpful it would be for users to have access to a dedicated Elevate app

Persona: Mona

Goal: Buy and enjoy working out with her family

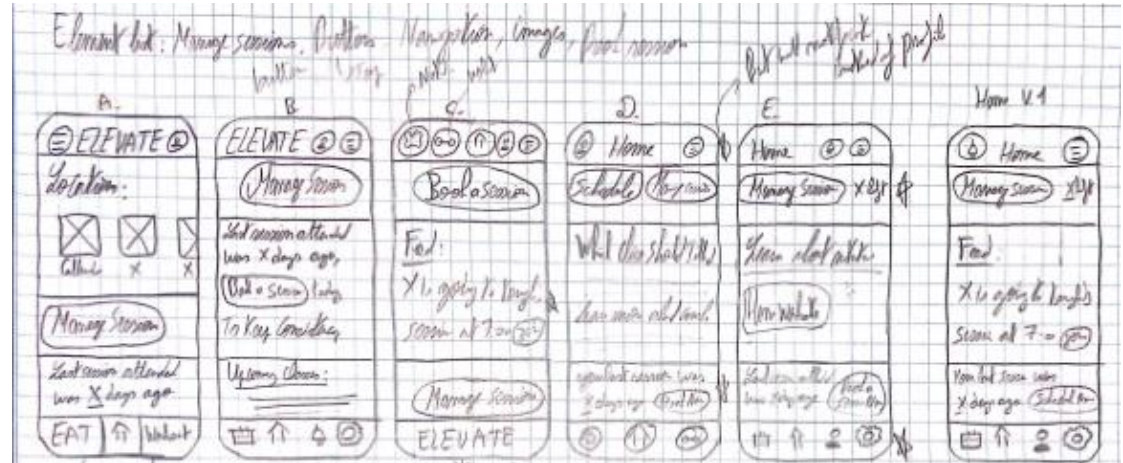
ACTION	Download the app	Purchase sessions	Schedule the session	Invite company	Attend the session
TASK LIST	Tasks A. Find the app. B. Download the app. C. Sign up for an account.	Tasks A. Input if she is already a member to input sessions. B. Find packages. C. Purchase session.	Tasks A. Find upcoming week schedule. B. Filter class for her level. C. Find sessions available that fit her free time.	Tasks A. See attendees of the session. B. Invite friends to session. C. Add friends she knows.	Tasks A. Attend session at the right time. B. Prove her identity. C. Enjoy the workout.
FEELING ADJECTIVE	User emotions Excited to start her new healthy lifestyle but confused.	User emotions Motivated to start working out. Lost because new to the app.	User emotions Stressed to find a session for her.	User emotions Glad that she found a spot in the session. Wants to tell people to join her.	User emotions Motivated to workout. Wants to socialize and make friends.
IMPROVEMENT OPPORTUNITIES	Area to improve Make easy sign up process and ability to input already member.	Area to improve Variety of packages. Online training sessions. Sessions that can accommodate people with disabilities.	Area to improve Accurate schedule with skill needed details. List of attendees.	Area to improve Invite a friend feature. Add family members to family packages. Friends list.	Area to improve Checking in using the app; QR code or Apple wallet.

Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

Paper wireframes

Carefully drafting multiple designs for the home screen ensured that only essential elements made it to the digital wireframe. Prioritizing simplicity on the home screen facilitates user navigation and saves valuable time.

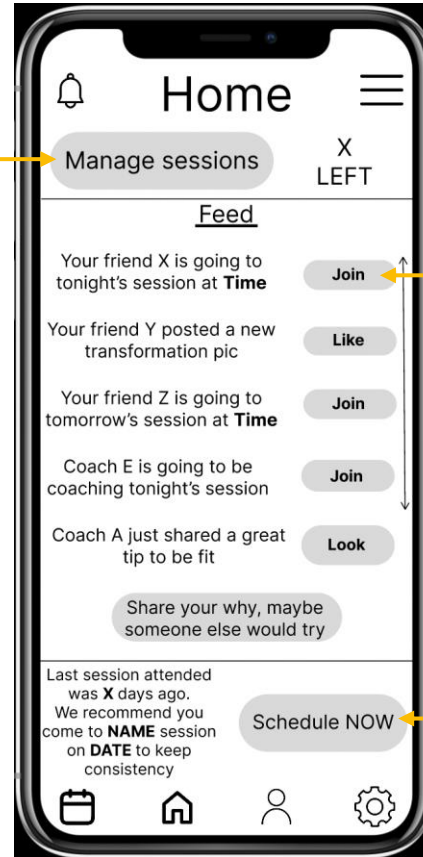


Stars next to some elements are to show which element would make it to the initial digital wireframe

Digital wireframes

After identifying essential elements for a successful customer journey, I created the initial digital wireframe. The next steps will be based on feedback and insights gathered from user research and usability testing.

Allow the user to track their sessions, buy, share sessions



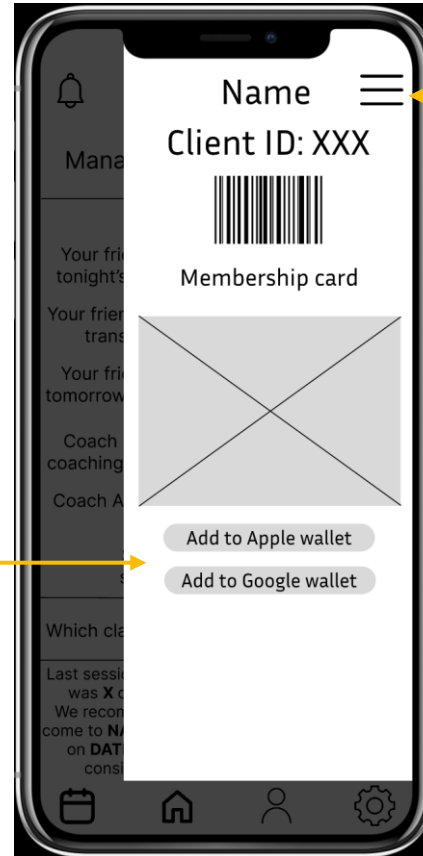
Allows user to join a session their friend are going to

Make the user able to book session and see last session attended

Digital wireframes

Easy navigation was a key user pain point, as users often needed to find their wallets to enter. This issue is now addressed with wallet accessibility through the app, Apple/Google wallet on the phone, wearable devices.

Option to add the membership card to Apple/Google wallet to allow an even easier/quicker option

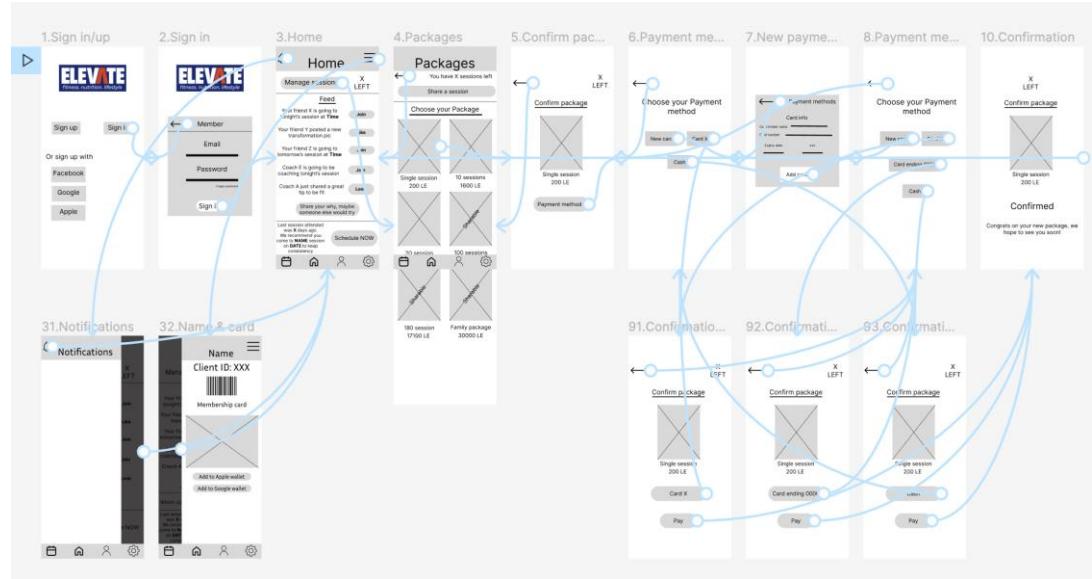


Easy access to navigation that includes easy scan options for client's ID needed for Arena entrance

Low-fidelity prototype

The low-fidelity prototype connected the primary user flow of signing in and purchasing a session, making it suitable for a usability study with users.

View the Elevate app
[Low-fidelity prototype](#)



Usability study: findings

The initial usability study aimed to identify what users find effective and areas needing improvement. I discovered several potential enhancements to improve the user experience.

Round 1 findings

- 1 Users felt confused because of the feed section
- 2 Some users found the button locations to be inefficient.
- 3 Some users found the schedule to be confusing

Round 2 findings

- 1 Users felt the app was satisfactory as a starting point
- 2 Users desired additional features in the app

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

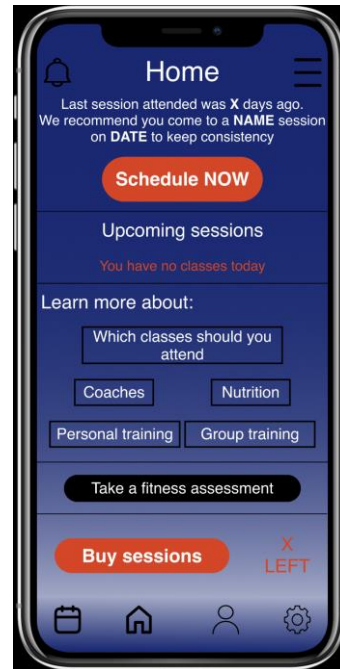
Mockups

Early designs included customization options, which were highlighted during the usability study. For example, it was found that users preferred not to have the feed occupy the entire home screen. Additionally, the position of some buttons was found to be inefficient. Based on this feedback, I also added new sections to help new users learn more about the brand.

Before usability study



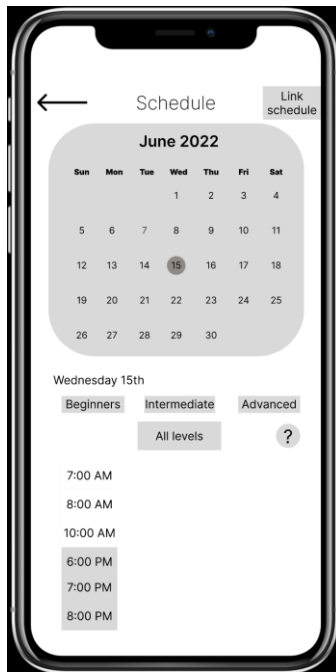
After usability study



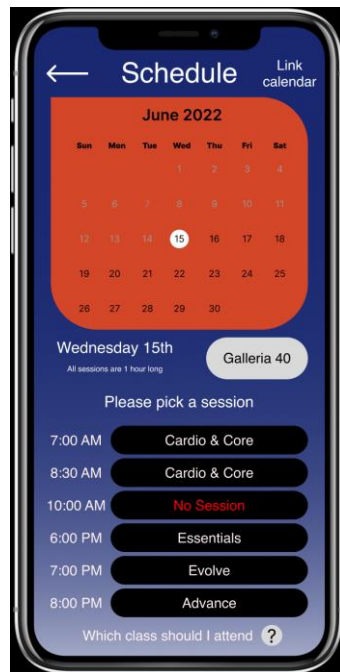
Mockups

The usability study revealed scheduling challenges. To address this, we improved session visibility and descriptions, and added the ability to choose preferred locations, optimizing usability based on user feedback.

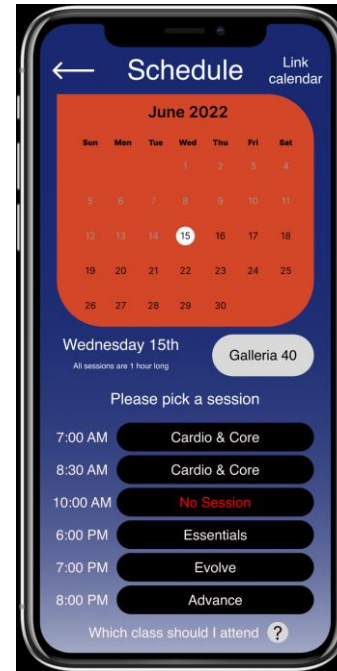
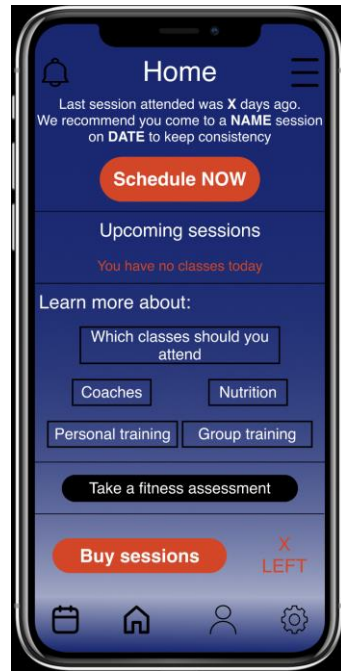
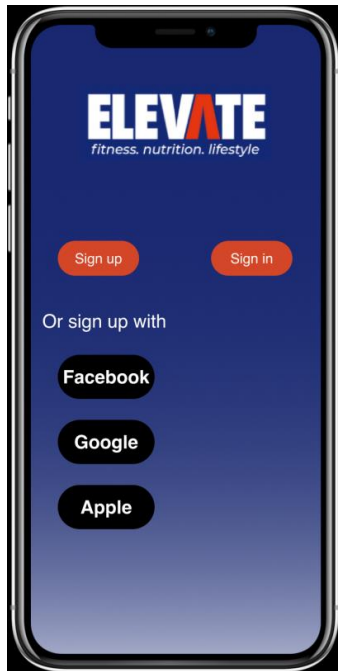
Before usability study



After usability study



Mockups

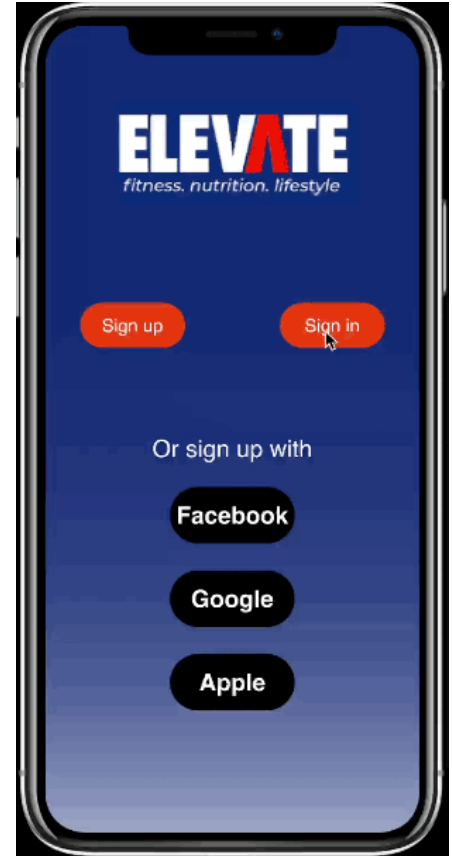


High-fidelity prototype

The final high-fidelity prototype presented refined user flows for purchasing, scheduling sessions and accessing comprehensive brand information. It also highlighted the potential for future feature expansions within the Elevate app.

View the Elevate app

[High-fidelity prototype](#)



Accessibility considerations

1

Icons were strategically implemented to enhance navigational clarity, ensuring an intuitive user experience in the prototype.

2

Detailed images were systematically incorporated throughout the entire app to provide users with comprehensive insights into each section's content and purpose.

3

A passing contrast of colors adhering to Web Content Accessibility Guidelines (WCAG) standards was employed to assist users with vision impairments, enhancing usability and inclusivity within the app.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The app significantly boosts user motivation to visit Elevate's fitness facilities and achieve fitness goals.



What I learned:

During the Elevate app design process, I noticed initial wireframes were less polished than expected. Despite initial doubts, iterative refinement and extensive adjustments led to a final product I am deeply proud of.

Next steps

1

Another round of usability studies will provide valuable insights to determine if user pain points have been effectively addressed, ensuring the app meets user needs and expectations.

2

Conducting more user research will help identify new areas of need. Gathering feedback through surveys, interviews, or usability testing will provide insights into current user preferences, challenges, and expectations.

3

Enhancing the app with features like notifications for new branch openings can boost user engagement and utility, keeping Elevate's members informed and connected to evolving fitness offerings.

Let's connect!



Thank you for your time reviewing my work on the Elevate app! If you'd like to get in touch, my contact information is provided below.

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[linkedin.com/in/omardissouki](https://www.linkedin.com/in/omardissouki)

Thank you!

This project was conducted as a speculative exercise to explore how a mobile app could enhance user engagement for Elevate. It is not affiliated with or sponsored by Elevate. The insights and recommendations are based on public information and educational research.