



✕

# ✕ Diet & Exercise Trainer: Milestone 3



# Table of Contents



01

## Design Brief

Revised Brief, Product Vision & business model.

02

## Key Findings

Findings from affinity diagram.

03

## Goals & Personas

Primary & Secondary Persons and behavioural variables & reasons for primary persona.

04

## User Interface

Detailed user interface

05

## Design Evaluation

Methods, task, prototype, users and findings

06

## Reflections & Takeaways

Project reflections



# 01 Design Brief

Revised Brief & business model.



# Revised Design Brief

To make maintaining good health at home a **comfortable** and **efficient activity**. Address issues such as lack of equipment, lack of motivation, and fulfillment of professional instruction at home. Develop peer-to-peer networks independent of trainer management channels and sessions. The goal is to encourage users (including pro-users those who prefer outdoor activities) to engage in exercise activities at home by

- ✗ providing nutritional plans.



# 02

## Key Findings



# Important findings from affinity and users



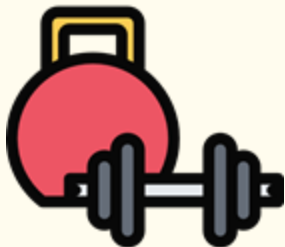
## Provide Motivation

Create peer to peer and trainer to trainee network to keep track and progress on goals so that no day is missed out in the session and there is a constant competition.



## Gamification System

Use of gamification system to attract users to use the app on a daily basis. Users will be given reward on the basis of their usage and performance.



## Problem of equipment

Recommending users to buy basic equipment but still the app should give out knowledge of workout without equipments. Equipment should not be a limiting factor.



## Cost effective

Find cost effective ways of working out at home, so it is easy for users to follow and generate interest in the process.



## Defining Goals

01

Make **home workout** as **fruitful** as outdoor workouts.

02

Give enhanced and similar UX as one sees in the gym or outdoor environment.

03

Build experience that gives that feeling of motivation.

03

# Personas

Key Persons







# Primary Persona



**Rohit Wagh**

Age : 30

Location : Pune

Occupation : Software Engineer

Salary : 10 LPA

Role : Developer

## Behavioral Variables

- Conscious about health and fitness
- Has a sedentary job
- Has gained weight during lockdown
- Socially active, so not able to follow strict diet
- Willing to explore new and fun workouts



## Life Goals

- Maintain fitness level
- Lose fat and gain muscle
- Follow healthy diet
- Good balance of social fun and healthy lifestyle

## Experience Goals

- Workout motivation at home
- Routines and recipes that are easy to access and follow
- Personal connection with online trainer



## End Goals

- Sessions as per his needs and timings
- System for motivation
- Nutritional information



# Secondary Persona



**Chaitali Sharma**

Age : 25

Location : Delhi

Occupation : Marketing Executive

Salary : 7 LPA

Role : Business Analyst

## Behavioral Variables

- Has not previously worked out alot
- Not used to going to gym or working out at home
- Has a busy work life
- Eats out multiple times a week
- Finds it difficult to change habits



## Life Goals

- Reduce weight
- Start working out
- Adapt to healthier lifestyle

## Experience Goals

- Easy workouts for beginners
- Wants to have fun while working out
- Wants easy solutions and tips for fitness



## End Goals

- Easy mode for workouts
- Set goals for fitness
- Keep track of fitness
- Find locations to workout



# 04 Key Scenario

Based on the persona





Rohit a software engineer, specialises in core development part. Being a core coder he spends his working hour only at a desk, but he is still conscious about his fitness due to sedentary work. Still it is difficult for him to take out time for himself to devote time toward physical activity.



Rohit tries to hit the gym either before working hours or after working hours, but as he lives in Pune it is difficult for him to maintain this due to large distances between his office, gym and his home (minimum 10kms distance between each plus traffic). According to him gym is fun place to go to but due to these limitations it's difficult for him to maintain, so he tries to find different substitutes.





Due to pandemic it became for Rohit to think of fitness, as he was aware of home workouts but was in constant doubt of doing things in right manner as one fault can lead to injury. He explored various different youtube videos and other online platform but its new for him to adjust and trust it.



With this dashboard product, he could get better guidance at his own pace and terms. With his job profile and manner of working, he still can take out time and get trained at home without hitting the gym frequently. The product may not change his thoughts about gym space but can open doors towards home workout and diet plan which gives him same or even better results without disturbing his daily routine.

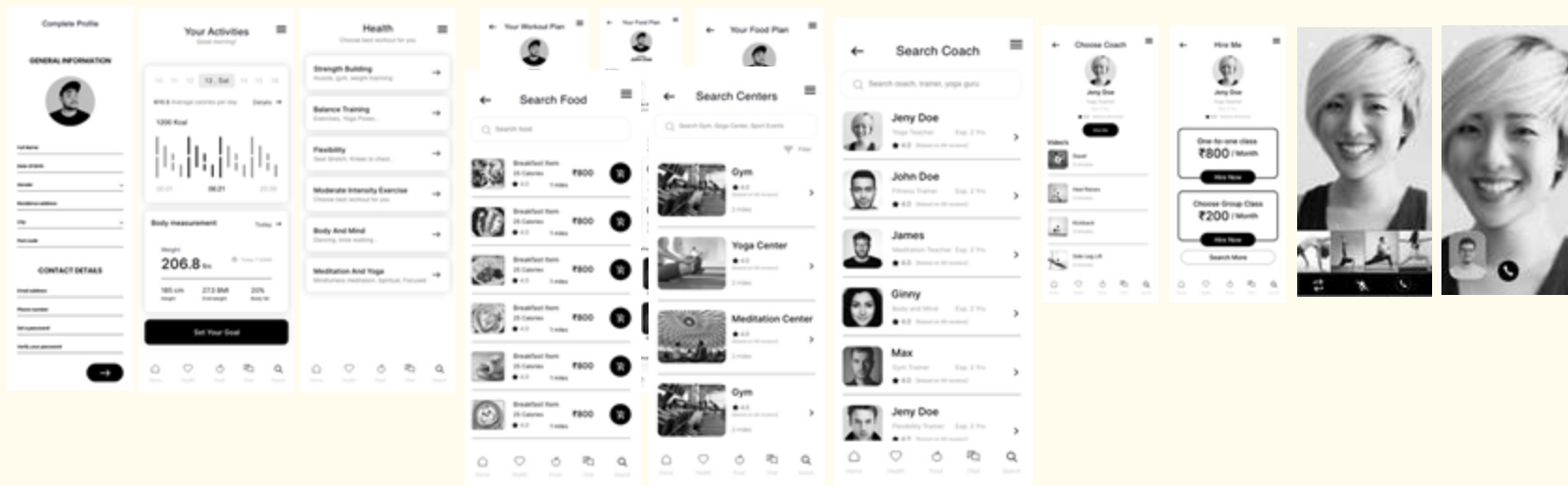
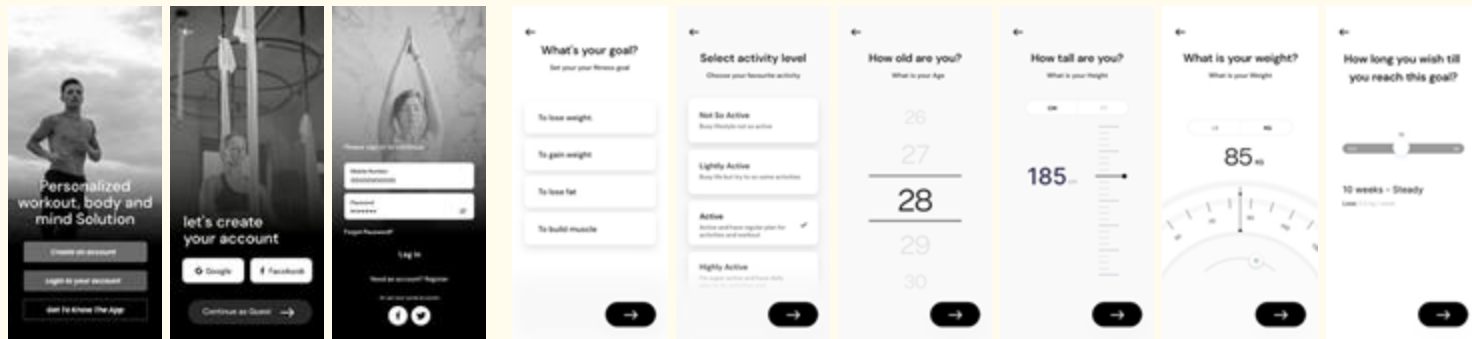
**\*How product fits in his life.**



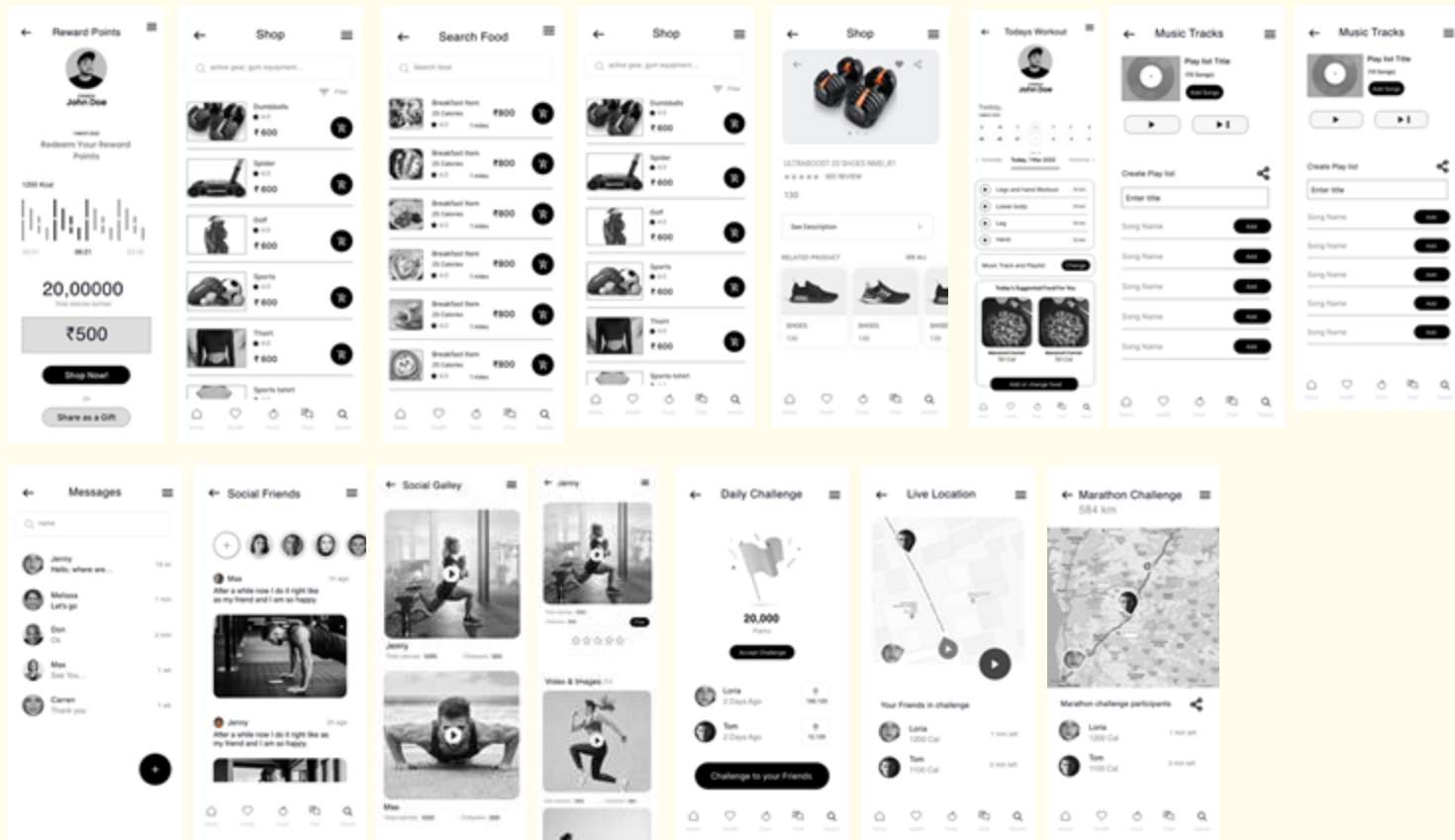
# 04 User Interface



# Wireframe

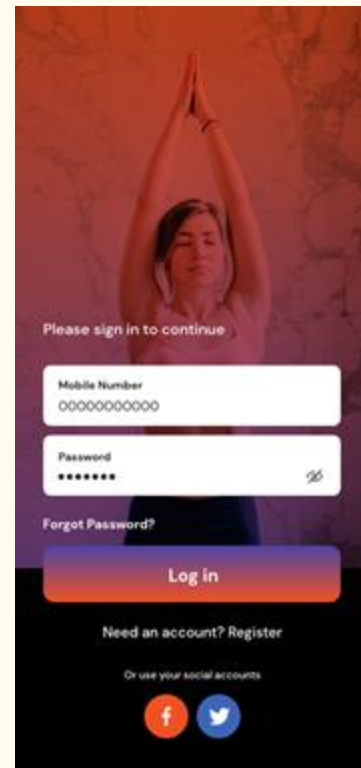
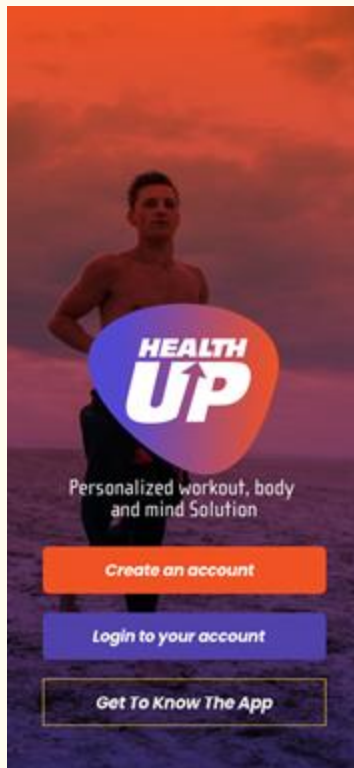


# Wireframe







# Login Screens



# Easy steps to provide your personal and health information for evaluation

←

What's your goal?  
Set your your fitness goal

To lose weight.

To gain weight

To lose fat

To build muscle

→

←

Select activity level  
Choose your favourite activity

Not So Active  
Bury lifestyle not so active

Lightly Active  
Bury life but try to do some activities

Active  
Active and have regular plan for activities and workout ✓

Highly Active  
I'm super active and have daily plan to do activities and

→

←

How old are you?  
What is your Age

26

27

28

29

30

→

←

How tall are you?  
What is your Height

CM FT

185 cm

→

←

What is your weight?  
What is your Weight

LB KG

85 kg

→

←

How long you wish till you reach this goal?

100 50 0 50 100

10 weeks - Steady

Lose: 0.5 kg / week

→

# Dashboard screen with complete profile screen

Complete Profile

GENERAL INFORMATION



Full Name

Date Of Birth

Gender

Residence address

City

Post code

CONTACT DETAILS

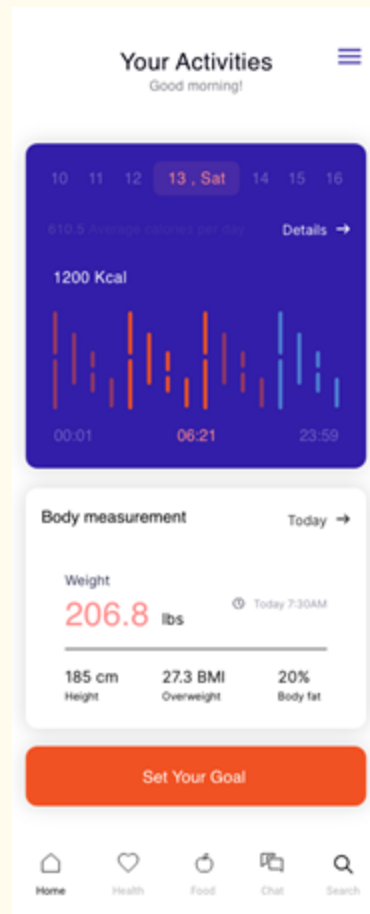
Email address

Phone number

Set a password

Verify your password

→



Health

Choose best workout for you

Strength Building

muscle, gym, weight training

→

Balance Training

Exercises, Yoga Poses...

→

Flexibility

Seat Stretch, Knees to chest...

→

Moderate Intensity Exercise

Choose best workout for you

→

Body And Mind

Dancing, brisk walking...

→

Meditation And Yoga

Mindfulness meditation, Spiritual, Focused

→

Home

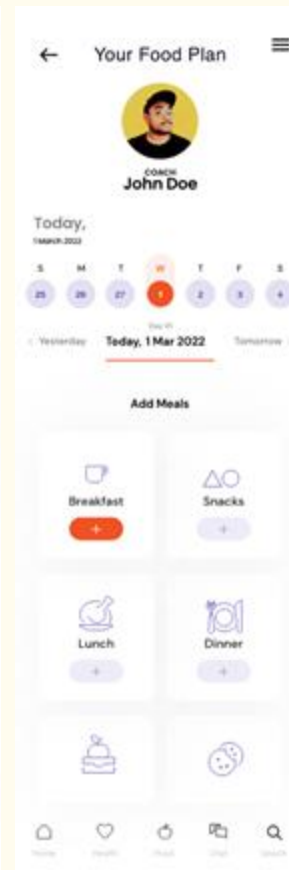
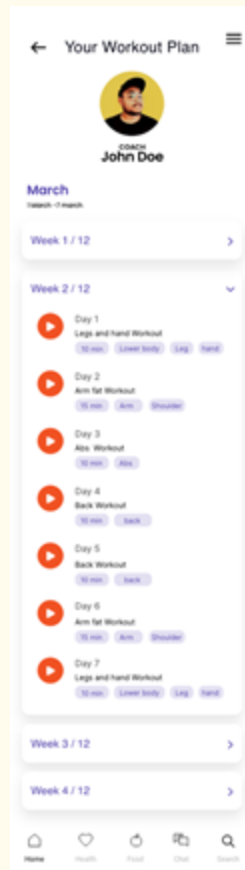
Health

Food

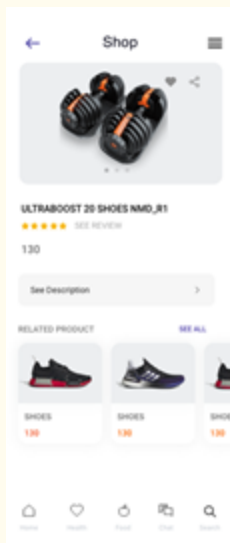
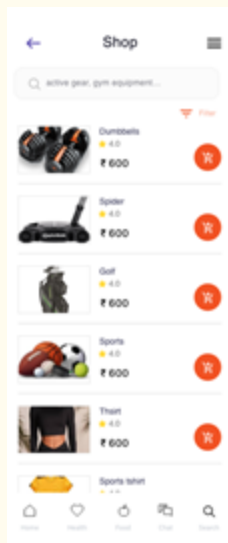
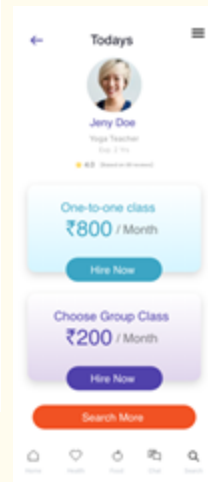
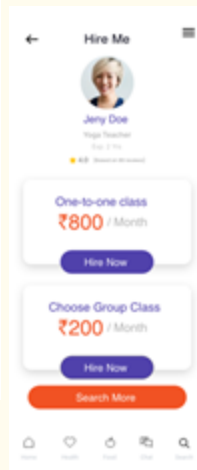
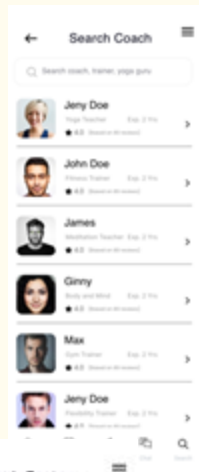
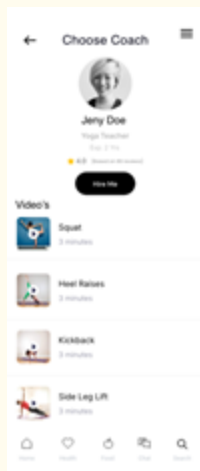
Chat

Search

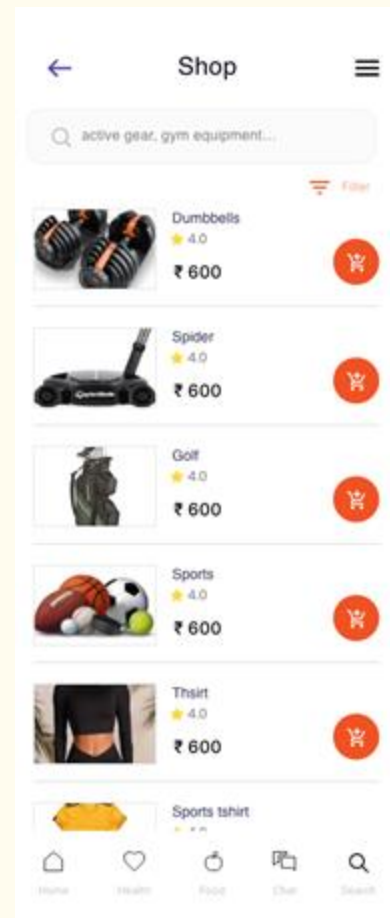
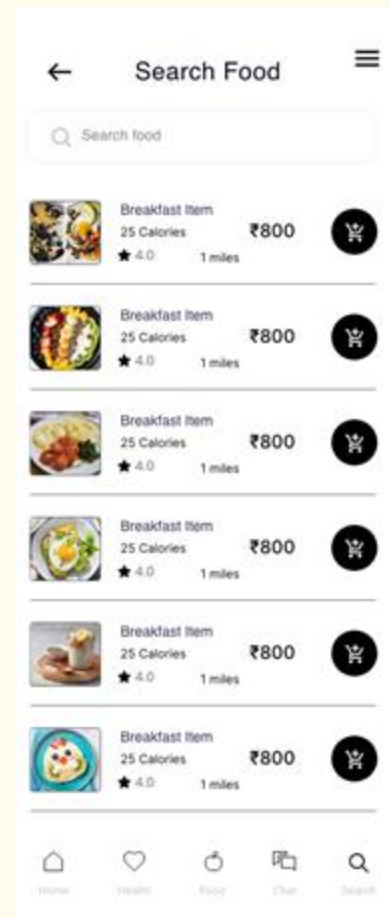
# Personalized workout and diet plan



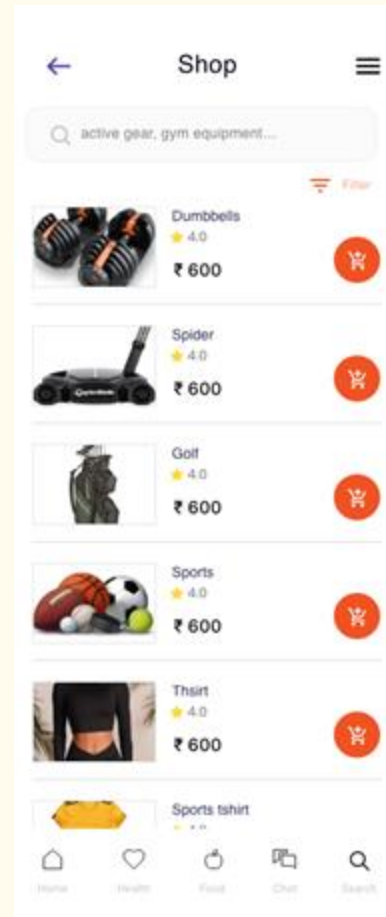
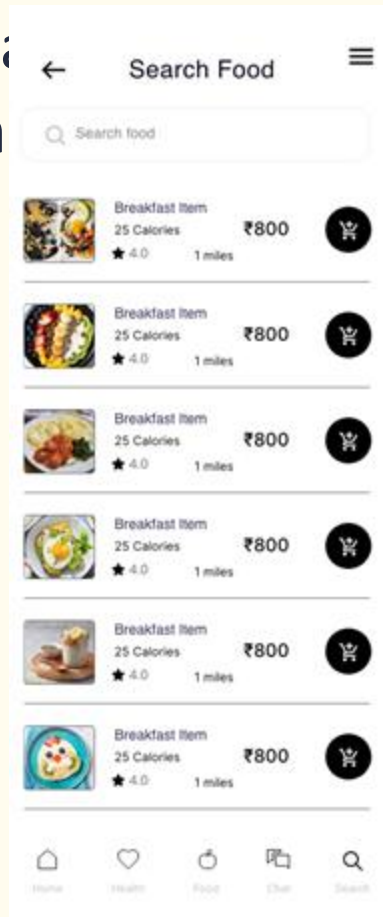
# Search for Food, Centers and Coach and Trainers



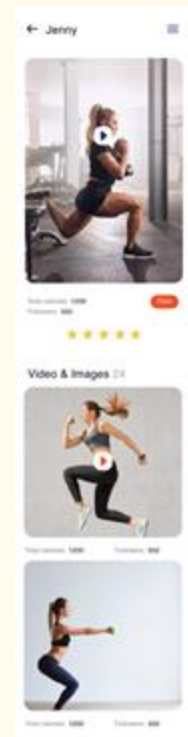
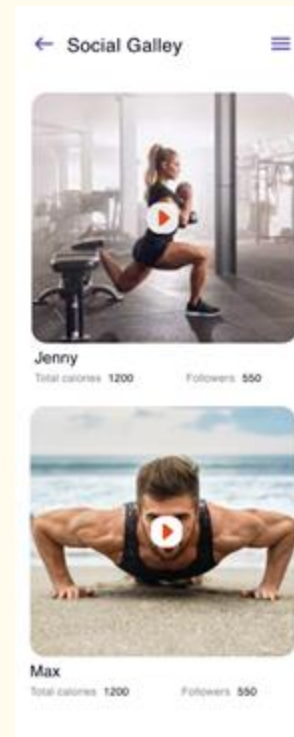
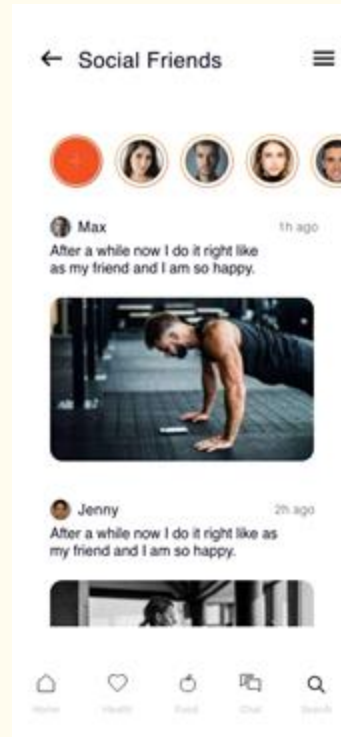
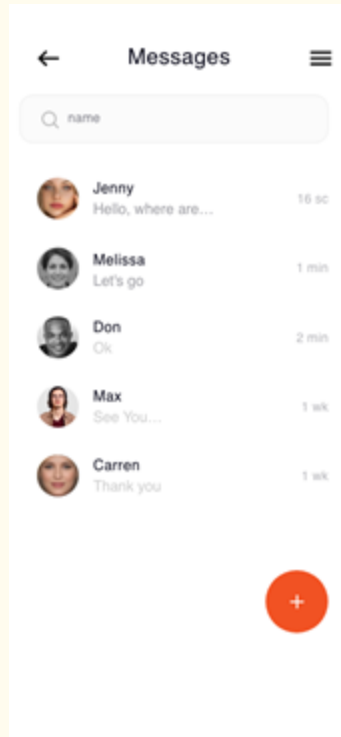
# Reward Points Screen



# Buy Sports gear and equipment



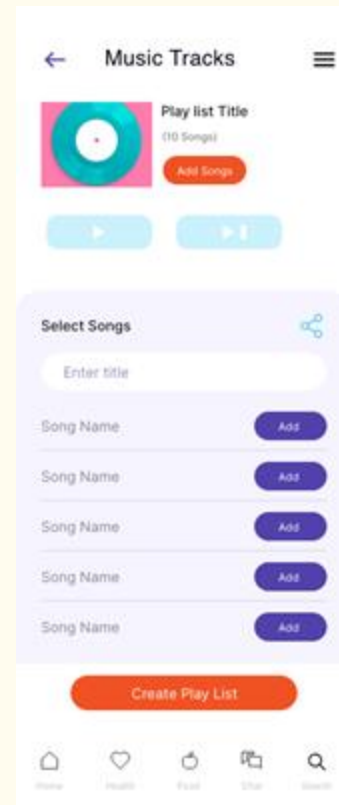
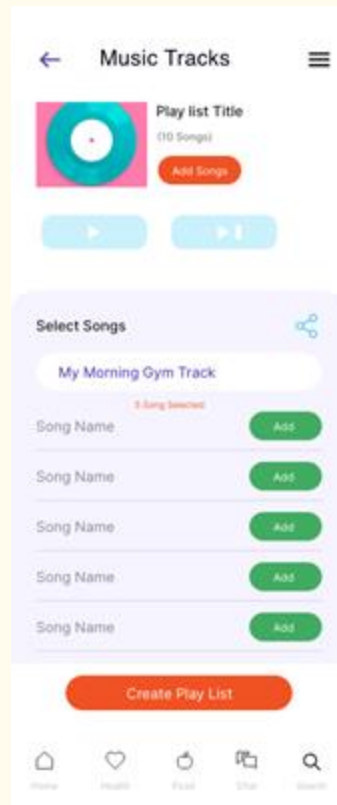
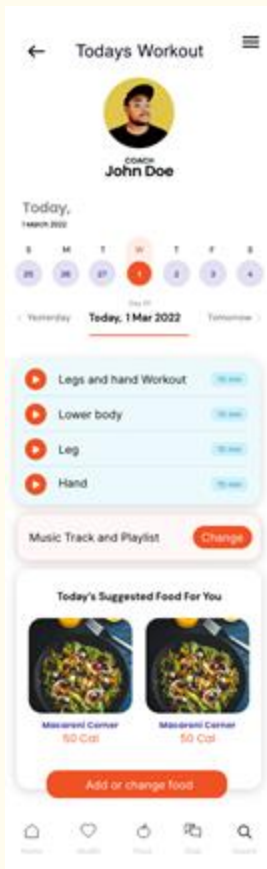
# Chat with Peers, Social health wall, and Fitness Galley



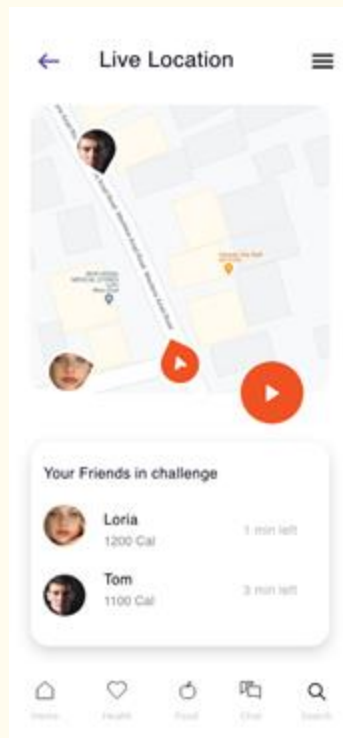
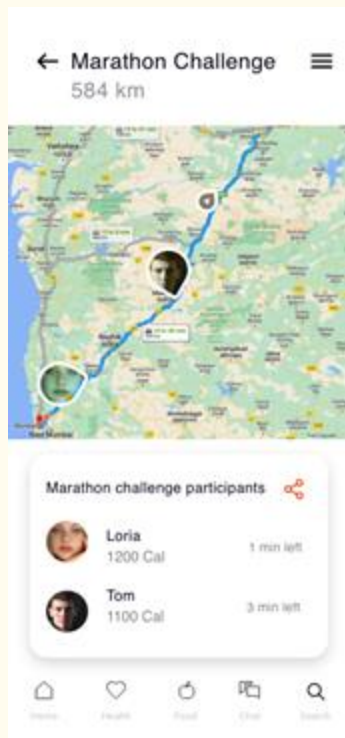
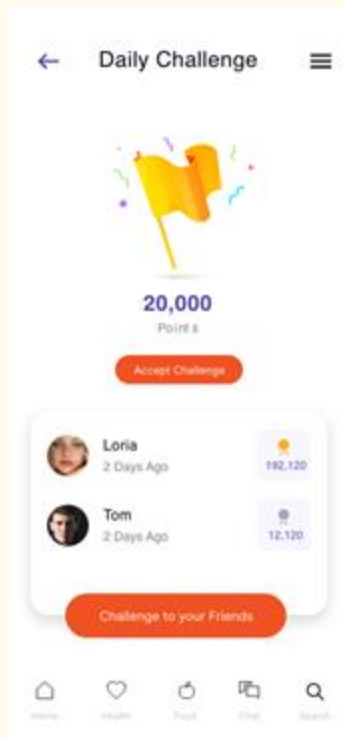


# Daily Schedule

# Choose and Create Playlist

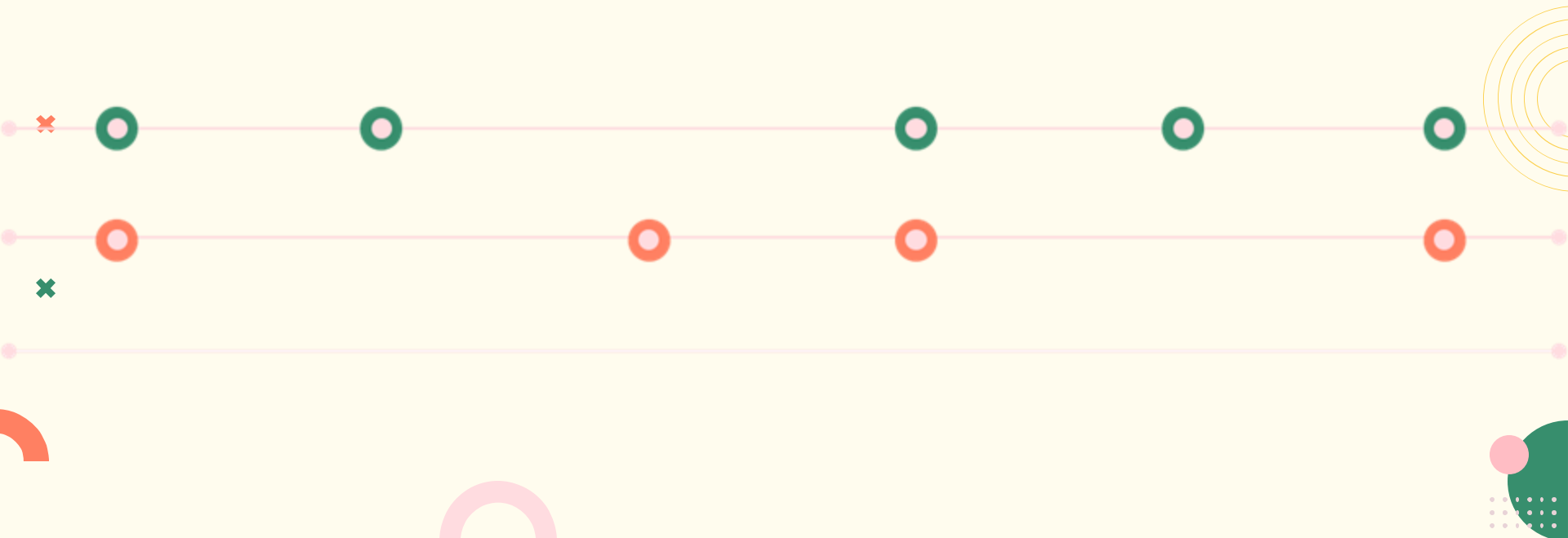


# Challenges and Gamification

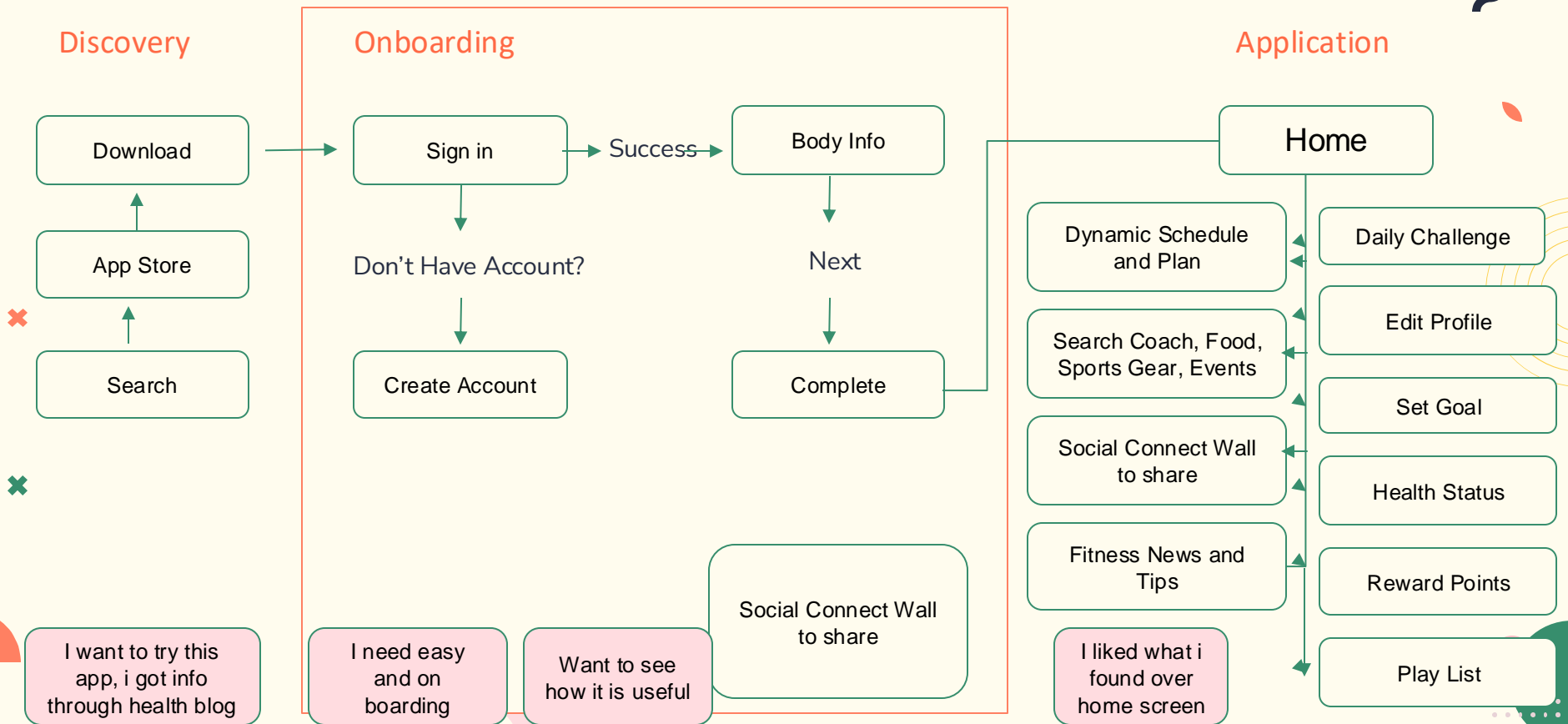


# 05 User Journey Map

How user is accessing the Application



# User Journey Map



# 06 Evaluations

Key Questions, Method, users & findings



# Usability Testing

We needed to evaluate our designs through usability testing on real potential users. We did our evaluation in two parts:

- 1) Recruited the **users** whom we had **interviewed initially** at the beginning of the project. With them we also **added few peers of the users**.
- ✗ 2) We used an **online platform** called **MAZE** to generate insights, get feedbacks and help flow of screens and design from worldwide users.

✗



**maze**



# ○ Insights and answers we were looking for.

Our main focus was on two kind of users **Trainers** and **Trainees**. The challenge was that, with situation **returning to normal status** the users are stepping away from the idea of home workouts as users **mainly Trainee category** wishes to move out of their home environment.

Key question we had:

- 1) Is user flexible enough to adapt to home workout?
- 2) Are trainers comfortable enough to guide users through screens and remotely?
- 3) Can the app and ux of the service design too can promise similar goals as trainee and trainer gets in a gym or outdoor environment?

- Maze report that helped generate findings



Have you used similar kind of product related to health and fitness before?

YES/NO

7

RESPONSES

YES/NO

57%

4 testers

43%

3 testers



## Maze report that helped generate findings



# App flow/design feedbacks

## Direct Success

Testers who completed the mission via the expected path(s).

66.7%

4 TESTERS

## Indirect Success

Testers who completed the mission via unexpected paths.

0%

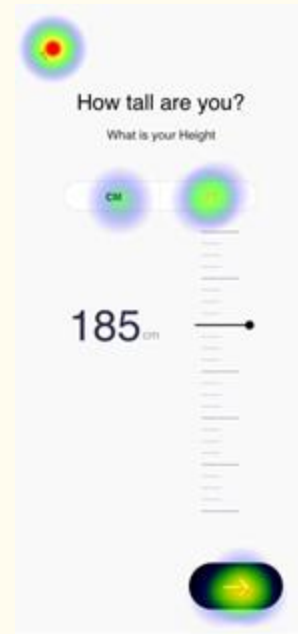
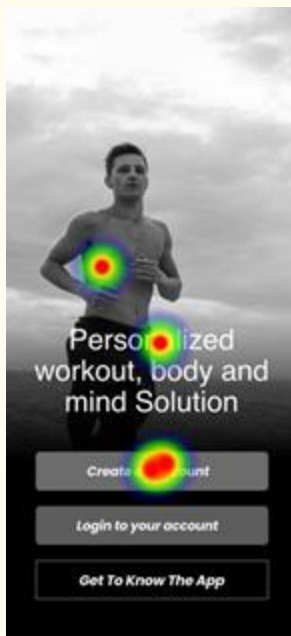
0 TESTERS

## Give-up / Bounce


Testers who left or gave up the mission.

33.3%

2 TESTERS



# App flow/design feedbacks

**What would you expect to happen once you've set goals and measurements and connected with trainers?**  
OPEN QUESTION

6  
RESPONSES

...

★	Quote	Tested
★	"It should show me diet chat, trainer and exercises"	
	Tester #89689024	
★	"Will get proper schedule "	
	Tester #89688516	
★	"App will customise to my measurements and I will see tabs or screens that will help me to be fit or help me get a food plan or diet. "	
	Tester #89687869	
★	"I am unsure about the result"	
	Tester #89685934	
★	"After the final screen i think there will be more featured related to fitness and health like water intake, more work outs, time tracking and some basic guide for food."	
	Tester #89685816	
★	"I feel i would have taken to a screen where everything would display according to my needs. I might be recommended some plans or fitness related stuff."	
	Tester #89685208	

# App flow/design feedbacks

Do you have any final thoughts on what you saw today? OPEN QUESTION			6 RESPONSES	...
★	Quote	Tested		
★	"Its simple and to the point process. I expected a login screen to first get my username or E-mail "			
	Tester #89689024			
★	"health tips"			
	Tester #89688516			
★	"The design is neat and nice screen design. The concept of app is also nice and might give a try."			
	Tester #89687869			
★	"Neat design work"			
	Tester #89685934			
★	"Overall it looks good and easy to use."			
	Tester #89685816			
★	"The screens looked well, some icons were a bit bit but i was able to navigate through the screens and got to know the content."			
	Tester #89685208			

# We Solved the Problem of Users

Now user will get all solutions over single platform for workout, meditation, sports gear, gym trainer, social connect with peers, diet and healthy food



Workout Tracking



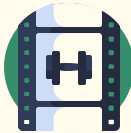
Yoga and Meditation Training



Gears & Equipments Shopping



Trainer Coordination



Social connect & Video Sharing



Well Scheduled Workout and Guidance



Health Blogs



Personalization of Healthy food



Certified Personal Coach



Goal based Packages



Burn Calories and earn reward points



Healthy Competition and Challenges

# 07

## Reflection & Takeaways



# Reflection & Takeaways

## Working in team with different backgrounds

On this project, I worked with folks from various backgrounds and skill sets. Some have prior experience in UX or similar industries, while others did not. Nonetheless, from illustration to project management, we were able to successfully harness everyone's skills.

## Users are the key

As designers we were able to generate insights but more inputs were received from users. They gave excellent ideas and thoughts that helped the team to work more on both interface and experience aspects of the design. It work in a unified direction.

## It's not always about design

We should not always act as a designer, we really need to understand users and needs, even their psychology and apply the same into practice. Collaboration helps to bring ideas into reality.



Thanks

