FITZONE MART

E-Commerce Sports Shopping App Design

BRAINSTORMING SESSION

User Persona
- Target Audience: Fitness enthusiasts, beginners, and professionals
- Pain Points: Lack of motivation, difficulty tracking progress, and confusing interfaces
- Goals: Easy tracking of workouts, personalized fitness plans, and engaging UI

Key Features
- Workout tracker with progress charts
- Personalized meal and exercise plans
- Gamification: Badges, levels, and challenges
- Integration with wearables (e.g., smartwatches)

Visual Design
- Color Palette: Energizing tones (greens, blues, and oranges)
- Typography: Clean and bold for easy readability
- Icons: Fitness-related visuals (weights, heartbeats, steps)
- Animations: Smooth transitions for interactive elements

Community Engagement
- Social platform for users to share progress and achievements
- Group challenges to foster teamwork and motivation
- Leaderboards for friendly competition
- In-app chat or forums for fitness advice and support

Flowchart:
Open App → Login or Register → Browse Categories → Select Category — NO → Browse Categories; YES → View Products → Add to Cart? — NO → Browse Categories; YES → Proceed to Checkout → Apply Discount Code? — YES → Enter Code → Review Order; NO → Review Order → Make Payment → Receive Confirmation