FIT IN
Stay Fit & On Track

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IDS 401: User Centered Design
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Agenda

Appendix

Introduction

Mission, Vision
Situation
Designing a Solution
User-Centered Criteria

FIT IN provides business executives quick fitness and dietary solutions exclusive to the Chicago area.

MISSION

To empower business executives to be in control of their fitness and nutrition.

VISION

Pave the way for all business executive to live healthier by incorporating fitness and nutrition as a part of your everyday life.

Situation

Since their founding in 2014, FIT IN continues to be a leader in providing Chicago area business executives quick fitness and dietary solutions. They now see an opportunity to expand beyond the existing model (centered around website interaction), with text notifications and the development of the FIT IN App.

The FIT IN App aims to be the go-to solution for executive business professionals by highlighting Chicago as "the place" that supports their health and fitness needs by seamlessly integrating into their lifestyle.

The FIT IN App allows users to access fitness classes, find accessible exercise routes, and locate healthy food locations — within easy reach, scheduled, or last minute.

Designing a Solution

OBJECTIVE

To provide a seamless, intuitive app that provides real-time results regarding nearby fitness and dietary options within the Chicago metro and surrounding areas with a focus on the business executive commuter and traveler.

GOALS

- Provide easily accessible information to guide user to selections
- Utilize geo-location services to provide dedicated content within the Chicago metro and surrounding areas
- Incorporate cohesive implementation with native apps (Calendar) and operating systems (iOS, etc.)
- Available across mobile platforms (Apple, Android) and devices

User-Centered Criteria

1. Attends and adjusts to the users preferences.
2. Integrates with user's existing schedule.
3. Delivers real-time "FIT IN" connection by introducing options noted as available times within user's existing schedule.

Targeted selections incorporate into the user's existing itinerary and notifications ensure users stay on track. No matter how busy users are, the App enables users to… *Stay Fit & On Track*.

Proof of Concept

Research Overview & Goals
Competitive Analysis
Current App Options
Secondary Research
Survey Findings
Interview Findings
Conclusive Research

Research Overview & Goals

Many people put a tremendous amount of time, effort, and energy into being the healthiest versions of themselves. This is achieved by following **a specific diet, keeping their bodies active through yoga, running or cycling, or mentally via meditation or a spa service.** They do it because they tend to feel better when they take care of their mind, body and soul. Yet many find themselves letting their healthy habits slip when they travel, or during special projects where their routine and schedules need to adjust.

After initial research, FIT IN decided to dive deeper into understanding why many health-conscious business professionals struggle to maintain their fitness and wellness routines while traveling. We understand that routines and lives are put on hold as they travel for business or pleasure so we are seeking to address the following question:

How might we help business professionals keep their wellness routines seamless?

Competitive Analysis

To better understand the competition, we explored existing products on the market that targeted travel and well-being. After our analysis, we discovered there are no existing apps that focus on maintaining travelers' lives via fitness and health goals.

Current App Options

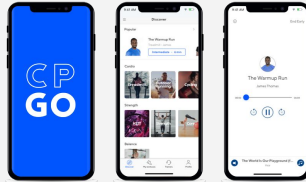Below are apps that focus on travel planning, fitness and healthy food options.

Zeamo
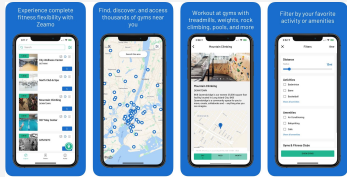
"Your Fitness Passport"

Employer offering to allow employees to have access to fitness classes and gyms on as need basis.
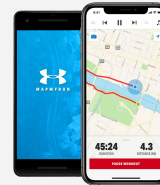
ClassPass

"Every Class with One Fitness Pass"

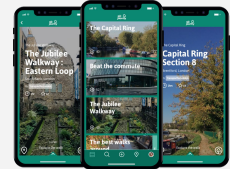Flat rate monthly subscription for fitness classes in your area.

Map My Fitness

"Own every workout."

Workout tracker collects health data to provide feedback on performance. This app keeps athletes inspired by offering trail suggestions and a community of 40M users.

Go Jauntly

"A walking app just for you"

Discover new walking paths to connect with nature wherever you are.

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Information Access Options

FIT IN Competitor Analysis	DIETARY		SEARCH	FITNESS	
	HealthyOut	**Food Tripping**	**Yelp**	**Class Pass**	**MobiPT**
User Rating	n / a	3.5 ★	4.2 ★	4.9 ★	4.4 ★
Strengths	Search specific dishes from local restaurants, meet dietary needs	Find local healthy alternatives to fast food	Find reviews on restaurants, etc. or add your own	Find and book activities at local gyms, studios, etc.	Find and book local personal trainers, instructors, etc.
Weaknesses	Limited to availability of info online	US locations only	Potential for bias, false reviews	Limited to participating locations	N/A
Free, Premium, or Subscription	Free	N/A	Free	Free to download, paid membership required	Free
Availability	500 cities	Connected with SHFT app	N/A	21+ countries	N/A
Device Compatibility	N/A	Android	Apple & Android	Apple & Android	Android

Secondary Research

41% of business travelers
from the Americas
exercise while on trips.
Business Travel News

54% say they are
less likely to exercise
on a work trip than when
they're not traveling.
Forbes

An unhealthy diet and
a lack of regular exercise
can have adverse consequences
on a business traveler's wellbeing,
often leading to, or worsening,
serious health problems.
W. Siegart, On Call's Chief Medical Officer

54% of people who take
business trips are less likely
to work out when travelling.
Forbes

People who travel
frequently for work have
more challenges
maintaining a healthy lifestyle
than those who don't.
Skift

44% of professionals
are more likely to indulge
in unhealthy foods
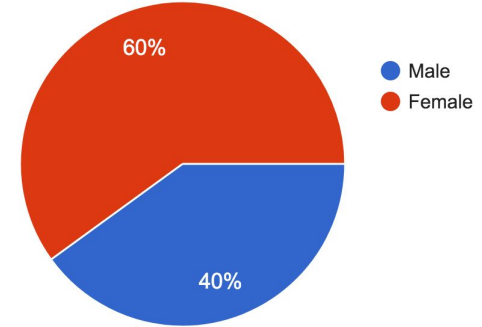while on business trips.
Business Travel News

Survey Findings

The survey was created to help the team:
- Understand the audience's priorities and motivations
- Identify barriers and obstacles experienced by the target group
- Identify practices that users currently employ
- Narrow the focus on features in the app
- Answer questions about the audience's technology use
- Gain insight into how the audience plans for travel

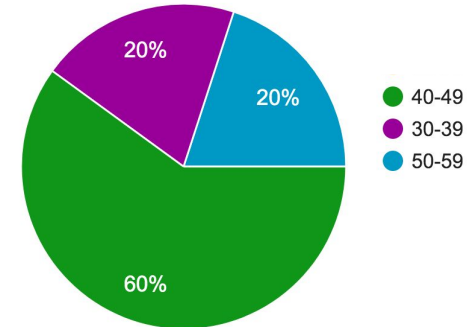While the sample size was small, responders matched our target audience: males and females across age groups in an executive role who frequently travel for work.

Job titles include: Executive Director, Non-profit Executive, Communications professional, Executive Management, Director
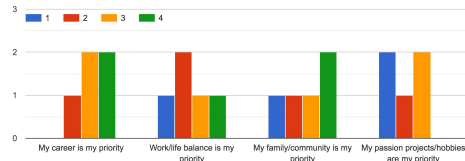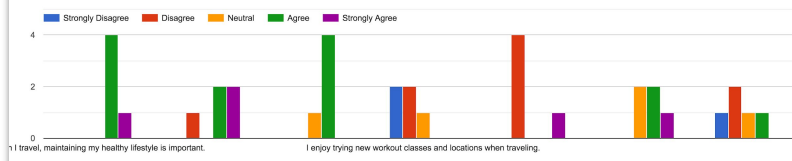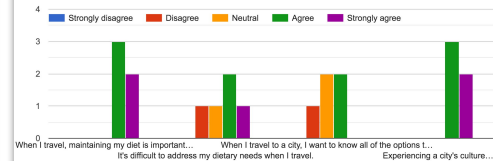
GENDER

60% Female
40% Male

- Male
- Female

AGE

20% 30-39
20% 50-59
60% 40-49

- 40-49
- 30-39
- 50-59

Survey (continued)

Rank the following priorities:

Legend: 1, 2, 3, 4

Categories: My career is my priority; Work/life balance is my priority; My family/community is my priority; My passion projects/hobbies are my priority

- Priorities showed commitment to health and fitness

Physical Fitness

Legend: Strongly Disagree, Disagree, Neutral, Agree, Strongly Agree

Categories: When I travel, maintaining my healthy lifestyle is important. ; I enjoy trying new workout classes and locations when traveling.

- Trying new or unique fitness opportunities while traveling for business was not important. This showed we could narrow the scope to guiding people to convenient options that fit their current routine.

Dietary Restrictions

Legend: Strongly disagree, Disagree, Neutral, Agree, Strongly agree

Categories: When I travel, maintaining my diet is important… ; It's difficult to address my dietary needs when I travel. ; When I travel to a city, I want to know all of the options t… ; Experiencing a city's culture…

- Responders wanted to maintain their dietary needs, while experiencing a city's culture through food.

Technology Preferences

Legend: Strongly disagree, Disagree, Neutral, Agree, Strongly agree
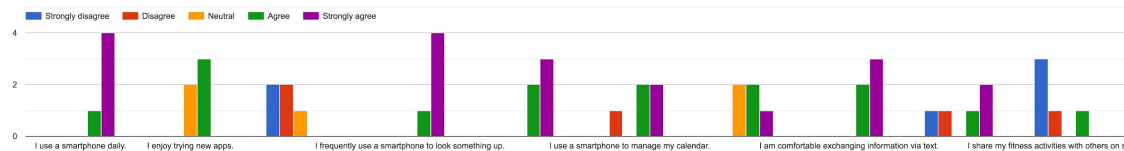
Categories: I use a smartphone daily. ; I enjoy trying new apps. ; I frequently use a smartphone to look something up. ; I use a smartphone to manage my calendar. ; I am comfortable exchanging information via text. ; I share my fitness activities with others on s…
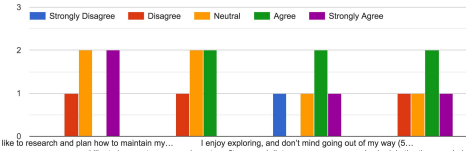
- The audience had the habits and skills to use an app like the one we were conceptualizing
- Gamification and sharing on social media were features we could eliminate
- Integration with a wearable device / health tracker could be added later

Traveling Preferences

Legend: Strongly Disagree, Disagree, Neutral, Agree, Strongly Agree

Categories: I like to research and plan how to maintain my… ; I like to be spontaneous and meet my fitness and dietary… ; I enjoy exploring, and don't mind going out of my way (5… ; I schedule the time needed…

- Travelers want the flexibility to plan before and during travel.
- People generally schedule the time needed for fitness and diet.

Refer to the Appendix for details.

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Interview Findings

One-on-one, in-depth interviews were conducted with two users that fit the target demographic of health-conscious business travelers. Several common themes emerged from the interviews:

> "*I either integrate [working out] into my travel schedule or I accelerate my workout dates and/or intensity right before I travel.*"

45, Business Professional

- Business travel significantly disrupts both diet and fitness routines

- Number one challenge is finding the time with packed conference schedules

- Users are tech savvy and enjoy using apps to maintain their lifestyles

- Tend to take advantage of hotel gyms, parks, and fitness options that are nearby and most convenient

- Would prefer to stick to fitness routines and diets as they are practiced at home, as long as it is convenient

- Suggestions for nearby dining and fitness options that match their lifestyles would be welcome

Conclusive Research

1. No existing apps that target maintaining travelers' lives via fitness and health goals.

2. While fitness and diet are well-developed skills with our audience, traveling is very disruptive to their regular routine.

3. Users are not interested in trying new workouts while traveling, but they are interested in experiencing the city's culture through food.

4. A flexible solution that helps users align their calendars with curated options nearby would help put them back on track, and *fit* it *in* to their schedule.

The User

Target Audience
Personas
User Findings

Target Audience

On-the-go, fitness-dedicated business traveler staying/doing business within the Chicago area.

Target Users
Health-minded
Business Travelers

Locations
Chicago metro
and surrounding areas

Demographics
Professionals of all ages,
genders, nationalities

Needs / Wants
Locate and book nearby
fitness activities;
find restaurant options
that meet dietary needs;
ability to track progress,
expenses, etc.

Challenges
Find time in busy
schedule to maintain
fitness regime and / or
adhere to dietary
restrictions

Jenny Lively

Career: Business Professional
Age: 45
Marital Status: Married
Family: Husband, 2 children
Residence: 4 bedroom house
Income: $150,000 year
Location: Raleigh, NC

"A big part of my identity is wrapped up in being someone who works out a lot. It's part of my lifestyle."

GOALS

Maintaining physical fitness while traveling.

ATTITUDE

She is a self-described smart phone junky and busy director at a utilities company. She is also a 41-year-old mother of two, and makes an effort to always balance work, time with her partner and children, and self-care. She feels strongly that she is taking care of her family by taking care of herself and her health through physical fitness and eating a nutritional diet.

BEHAVIOR

- Typically does an early morning walk / short workout on workdays plus classes on weekends
- Uses the nearest options to maintain fitness
- Schedules the time needed to take care of dietary needs while traveling

Sean Taylor

Career: VP Sales & Marketing
Age: 52
Marital Status: Single / Divorced
Family: 3 children, ages 18+
Residence: Condominium owner
Income: $250k+ year
Interests: Sports, Music, Good food
Location: Cleveland, OH

"Make it a great day!"

GOALS

Maintaining a healthy lifestyle by keeping active.

ATTITUDE

Sean is positive, outgoing and social. He travels weekly for business and has been traveling most of his career. It is not uncommon for him to know someone in the airport no matter the destination. He golfs, runs, and uses his club gym facility regularly. He maintains a 5-6 day workout routine. Sean lives just outside the city within running distance to area museums, gardens, and parks. His age and family history does play a role in his commitment to healthy living.

BEHAVIOR

- He manages his schedule closely
- He adjusts his workout dates / times according to his schedule
- He's disciplined and organized, efficient with his time

User Findings

The target user for the FIT IN App:

1. Strives for a healthy balance
2. Self-motivated
3. Disciplined
4. Efficiently manages work and travel
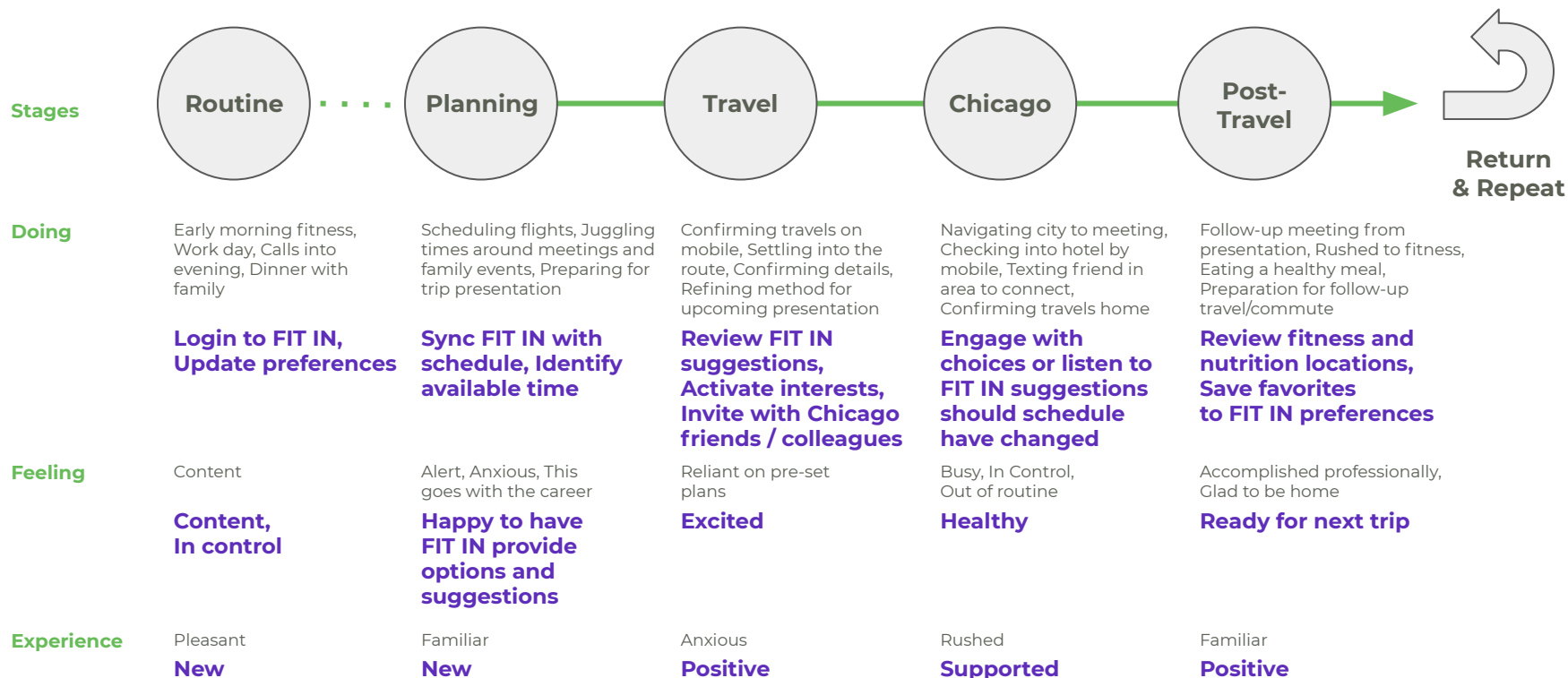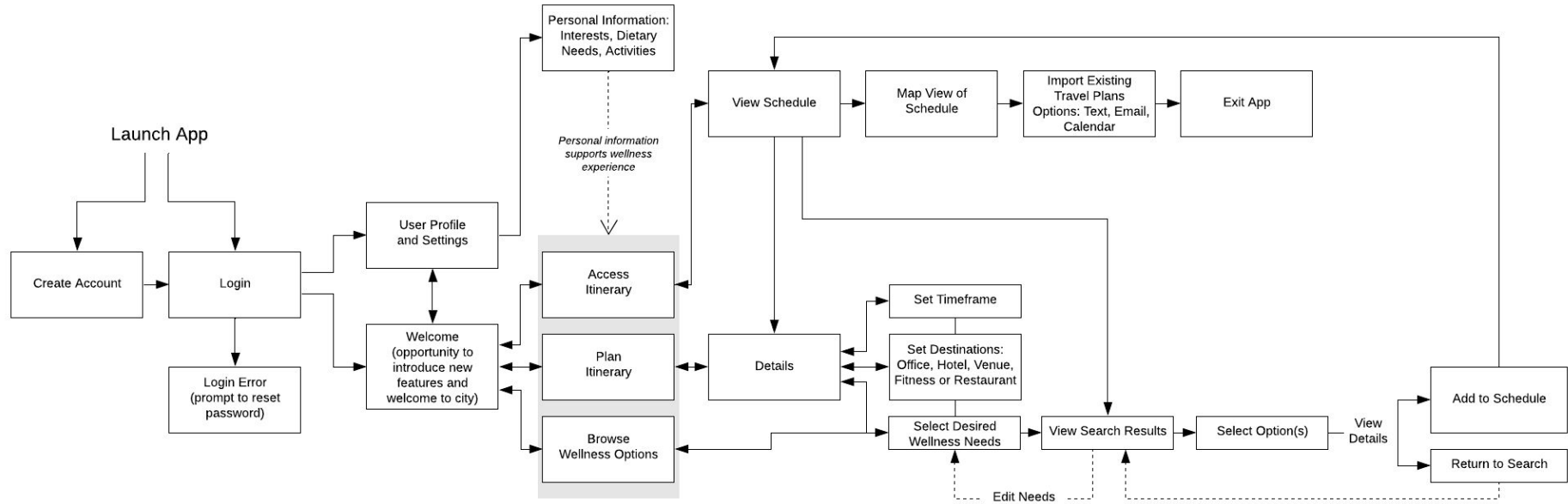
Mapping the Experience
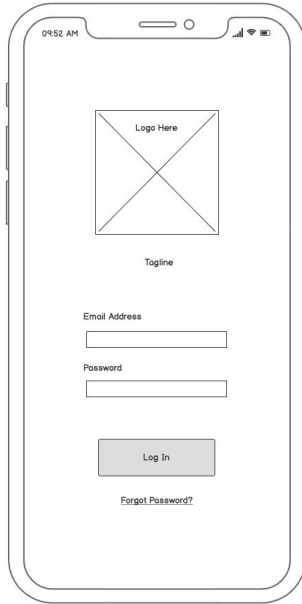
Customer Journey
User Flow
Wireframing

Customer Journey

Stages	Routine	Planning	Travel	Chicago	Post-Travel	Return & Repeat
Doing	Early morning fitness, Work day, Calls into evening, Dinner with family	Scheduling flights, Juggling times around meetings and family events, Preparing for trip presentation	Confirming travels on mobile, Settling into the route, Confirming details, Refining method for upcoming presentation	Navigating city to meeting, Checking into hotel by mobile, Texting friend in area to connect, Confirming travels home	Follow-up meeting from presentation, Rushed to fitness, Eating a healthy meal, Preparation for follow-up travel / commute	
Feeling	Content	Alert, Anxious, This goes with the career	Reliant on pre-set plans	Busy, In Control, Out of routine	Accomplished professionally, Glad to be home	
Experience	Pleasant	Familiar	Anxious	Rushed	Familiar	

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Customer Journey Incorporating FIT IN

Stages	Routine	Planning	Travel	Chicago	Post-Travel	Return & Repeat
Doing	Early morning fitness, Work day, Calls into evening, Dinner with family	Scheduling flights, Juggling times around meetings and family events, Preparing for trip presentation	Confirming travels on mobile, Settling into the route, Confirming details, Refining method for upcoming presentation	Navigating city to meeting, Checking into hotel by mobile, Texting friend in area to connect, Confirming travels home	Follow-up meeting from presentation, Rushed to fitness, Eating a healthy meal, Preparation for follow-up travel/commute	
	Login to FIT IN, Update preferences	**Sync FIT IN with schedule, Identify available time**	**Review FIT IN suggestions, Activate interests, Invite with Chicago friends / colleagues**	**Engage with choices or listen to FIT IN suggestions should schedule have changed**	**Review fitness and nutrition locations, Save favorites to FIT IN preferences**	
Feeling	Content	Alert, Anxious, This goes with the career	Reliant on pre-set plans	Busy, In Control, Out of routine	Accomplished professionally, Glad to be home	
	Content, In control	**Happy to have FIT IN provide options and suggestions**	**Excited**	**Healthy**	**Ready for next trip**	
Experience	Pleasant	Familiar	Anxious	Rushed	Familiar	
	New	**New**	**Positive**	**Supported**	**Positive**	

User Flow

Wireframes

Log In / Sign Up

Logo Here

Tagline

Email Address

Password

Log In

Forgot Password?

Welcome Screen

Welcome Image

Account Setup

Plan New Trip

Preferences Input

Account Setup Preferences

Search for activity keywords or use checklist below.

search

Search Results

Fitness Category

☐ Checkbox ☐ Checkbox
☐ Checkbox ☐ Checkbox
☐ Checkbox ☐ Checkbox
☐ Checkbox ☐ Checkbox
☐ Checkbox ☐ Checkbox
☐ Checkbox ☐ Checkbox

Diet Category

☐ Checkbox ☐ Checkbox
☐ Checkbox ☐ Checkbox
☐ Checkbox ☐ Checkbox

‹ Back   Continue ›

Acccount Information

Account

Name   Jane Doe

Activities

Dietary Needs

Add Social Media

Plan New Trip

Search   My Itinerary   Map   Profile

Wireframes

Trips View

Itinerary

Add Activity or Restaurant

Suggestion Detail

Discover / Search

Visual Design

Brand Identity
Important Brand Elements
Final Application Design
Prototype

Brand Identity

COLORS

Primary

#94D24E	#68BB59	#6AA84F
#5B6055	#D4D4D4	#000000

Secondary

#5E2EBA

FONTS

Montserrat SemiBold
PRIMARY

Roboto
SECONDARY

LOGO

FULL COLOR

GRAYSCALE

ONE COLOR
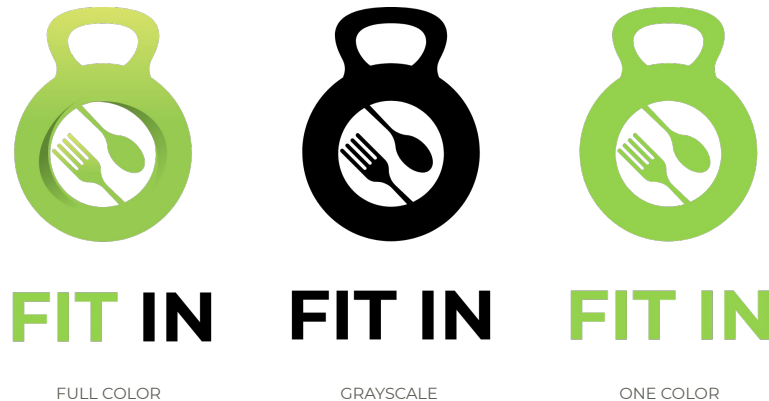
TAGLINE

Stay Fit & On Track

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Important Brand Elements

IMAGERY STYLE
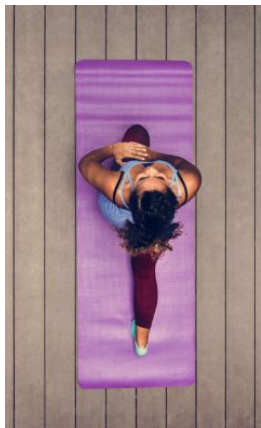
NAVIGATION

Map

SCHEDULE

S	M	T	W	T	F	S
14	15	16	17	18	19	20

ICONOGRAPHY

Home   Settings   Profile   Itinerary   Search   Location   On/Off   Add   Like   Rate

Final Application Design

Key Features
The final design includes the following features:

Personalization: Account setup provides an opportunity for our users to input their dietary and fitness preferences to create a curated list of suggestions.

Customization: As your fitness and dietary goals change, so does FIT IN. Enabling customization allows our suggestions to tailor specifically to our users' preferences and needs.

Geolocation: FIT IN harnesses a user's fitness and dietary preferences along with location and itinerary to construct suggestions that fit into their busy schedules.

Itinerary: No matter how busy users are, our app enables them to maintain their healthy lifestyle while on the go. Selections can be seamlessly incorporated into the user's existing itinerary and notifications ensure users stay on track.
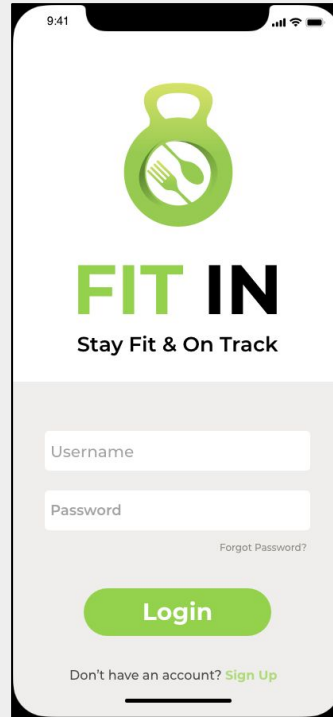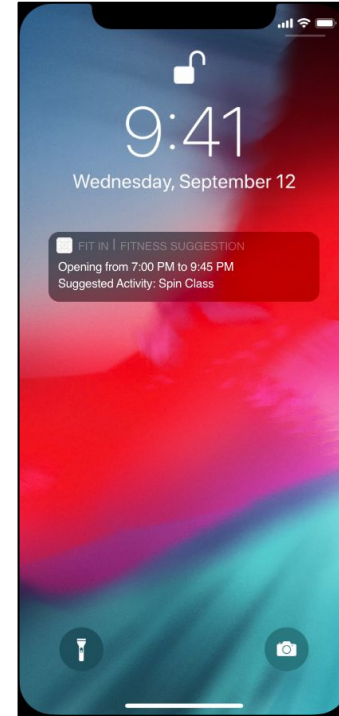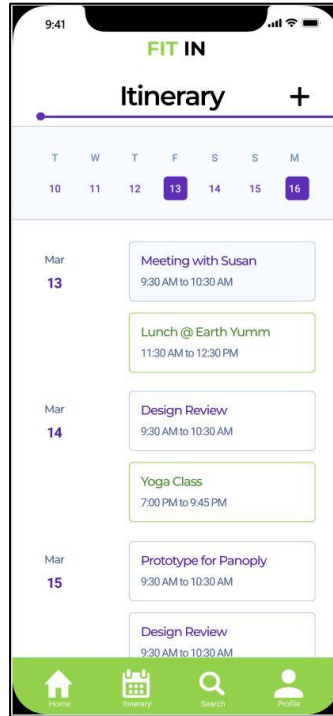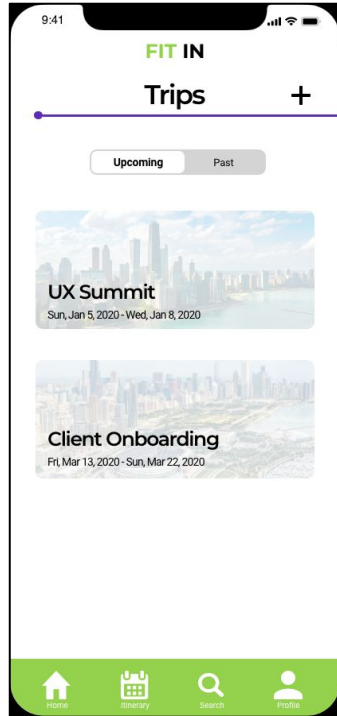
Click to view the working FIT IN App at:
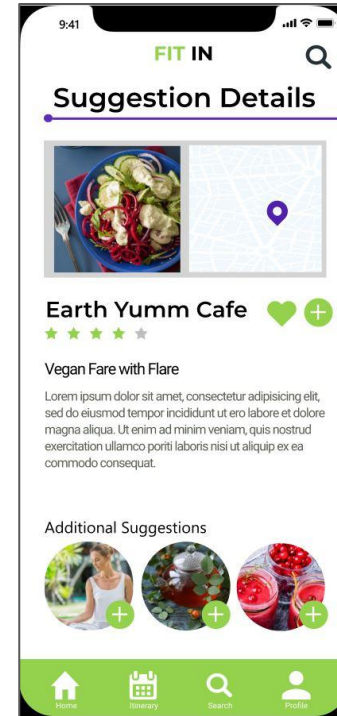https://xd.adobe.com/view/80c1e3f1-44c0-439f-6753-5d443b998f8e-f6f0/
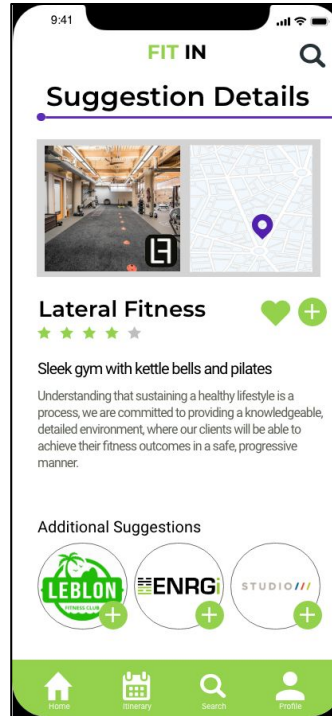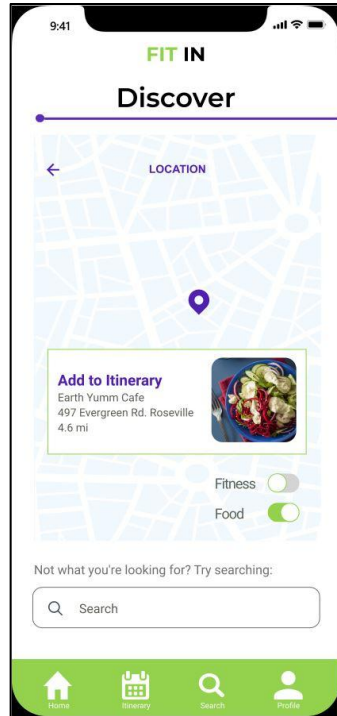
Prototype: Login, Sign-up, Profile
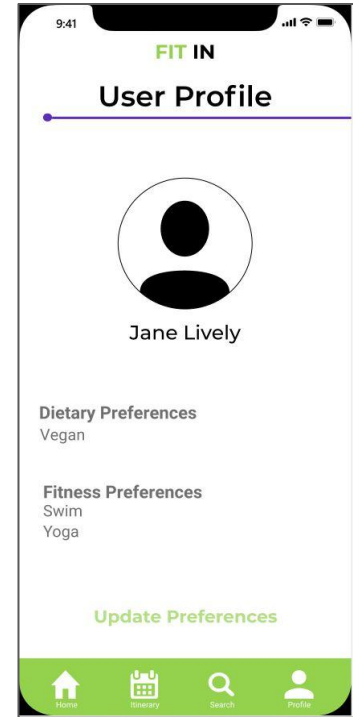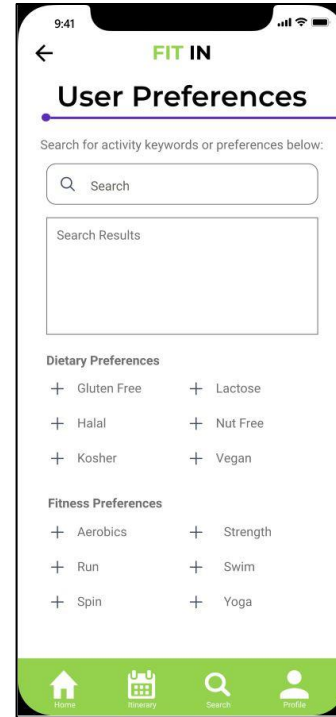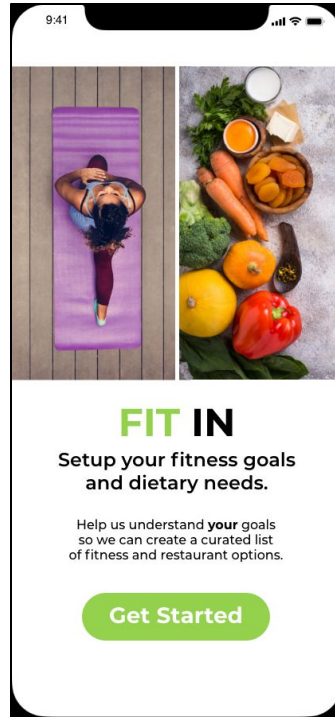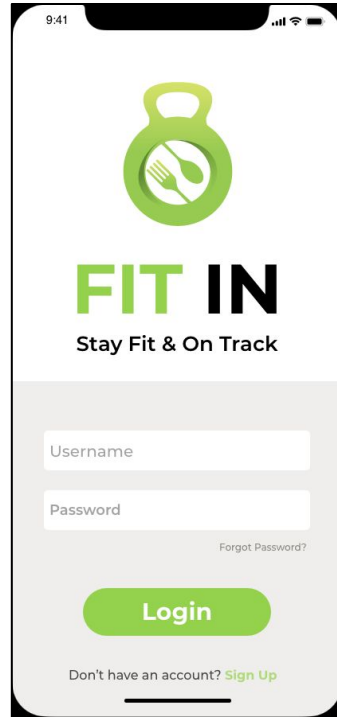
Prototype: Trip Home Screen, Itinerary

Prototype: Suggestions

FIT IN Summary

FIT IN: Going live
Key Takeaways

FIT IN: Going live

To deliver FIT IN in to our audience, we would need to address the following obstacles:

- Integration with the many calendar and time management tools in the market
- Funding
- An established user base to provide feedback and testing
- Marketing and revenue plans

Key Takeaways

Collaboration using an iterative process, working sessions in Blue Jeans, and messaging over Slack was critical in rapid development. We are busy women juggling many priorities and commitments, and we made the most of the time we could find together. This was made possible because of respect, trust, and belief in one another.

Adhering to and engaging in **all steps in the design process** was critical in reaching a final product. It's easy to think that skipping a step will make things go faster. This project affirmed the importance of taking the time for each step; putting in the time and work at the beginning saves time in the end product. This was especially effective in a collaborative environment.

Refining our audience in the inspiration phase allowed us to narrow our focus as we surveyed the viability of our ideas. For example, we could ask questions about features the audience uses and would be interested in.

Interviews and research provided the information needed
to create personas that fleshed out—and debunked—our assumptions about the audience, providing a base for rich scenarios and user flows.

Wireframes and user flows, informed by personas and research, made prototyping go quickly.

A **hi-fidelity prototype** that used our style guide and custom logo was incredibly rewarding. What seemed like an impossible task at the beginning became real because of great teamwork and a steady progression of work via class assignments.

Appendix

Brainstorming
Secondary Research
Quantitative research

Brainstorming

Mandatory features: data, location, context

CONCEPT #1
Chicago History: Tour of historical sites and landmarks
Similar to Boston's Freedom Trail

Features:
- Traditional lines or markers can wear with time
- Navigation
- Active use such as places to stop and see including restaurants, shows, entertainment, incentives (able to turn on and off)

The Wellness/Fitness can also be a tour or a program that helps the user meet their goals during a set and realistic timeframe.

CONCEPT #2
Gardens in Chicago: Horticulture, Arboretum, Botanic Garden, Parks

Features:
- Plants, Trees, Shrubs, Flower (what's where)
- Snap photo for Identification
- Information presents such as species, suitable climate, etc.
- Age of current + map of others in the area and their age
- Programs and events, birding, biking, photography, garden walks, and tours

CONCEPT #3
Health/Wellness During Travel

Features:
- Paths, parks, fitness centers, fitness/wellness-focused hotels, spas, gardens as an oasis
- Identify activity or service
- Distance and schedules appear
- Hours, Scheduling, the best time to travel to the destination, Availability
- Healthy restaurants

Secondary Research

Page 13

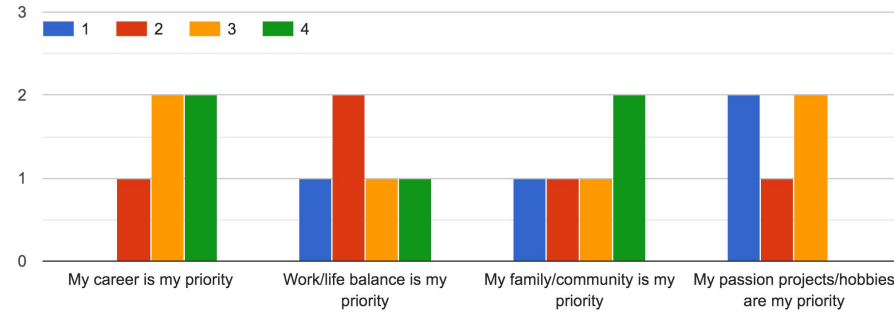https://www.learnhowtobecome.org/career-resource-center/healthy-business-travel/

https://www.forbes.com/sites/danielreed/2017/12/07/business-travel-wearing-you-down-physically-or-emotionally-eat-better-drink-less-exercise-more/#42aa166a48bd

https://www.webmd.com/fitness-exercise/features/work-out-while-traveling#1

https://www.mayoclinic.org/healthy-lifestyle/adult-health/in-depth/exercise/art-20044177

Survey: Priorities
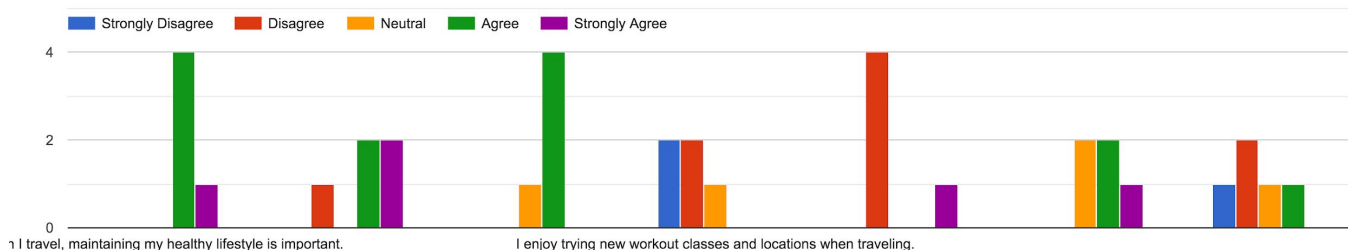
Rank the following priorities:

Rank the following priorities:
- My career is my priority
- Work/life balance is my priority
- My family/community is my priority
- My passion projects/hobbies are my priority

These questions allowed us to gain insight into priorities for the audience and to ensure that the purpose of our app was aligned.

Survey: Physical Fitness

Physical Fitness

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

When I travel, maintaining my healthy lifestyle is important.   I enjoy trying new workout classes and locations when traveling.

- ■ When I travel, maintaining my healthy lifestyle is important.
- ■ It's difficult to keep up my workout routine when I travel.
- ■ I use whatever option is nearest (i.e. hotel fitness room) to workout.
- ■ I enjoy trying new workout classes and locations when traveling.
- ■ When I travel to a city, I want to see all of the physical fitness options available to me.
- ■ I use parks and trails to maintain my fitness when I travel.
- ■ Attending the fitness classes I usually go to (Orange Theory, CrossFit, etc.) is very important to me when I travel.

These questions were helpful in narrowing the scope of the app. It showed that trying new workout classes wasn't something people wanted to do and that they weren't really interested in seeing every fitness option available, suggesting a desire to stick to their regular routine instead of trying something new. It also showed that convenience is key; people were flexible with using whatever options were nearby--especially parks and trails--in their fitness. It also confirmed that the audience definitely wants to maintain a healthy lifestyle while traveling, confirming alignment with priorities.

People may have answered negatively on the importance of fitness classes because of previous difficulty in finding such a class. A better question would have been, "I currently attend classes/have a membership at (select all locations that apply):" or fill in the blank.

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Survey: Physical Fitness, continued

Please briefly describe some of the fitness practices and habits that have worked well for you while traveling. 4 responses

Waking early and walking with a friend.

I always workout in the morning, otherwise it doesn't happen. The workouts that I want to do can vary depending on my focus at the time. My preferred workout is a morning run, if I feel the area near the hotel is safe. If I knew about a running club that meets I might pursue that while I'm in a city. Otherwise, the treadmill at the hotel works well too.

Running -- it is easy because doesn't require special gear or schedule, can do it anywhere. Finding a colleague to run with me is key so I am not alone in a strange city.

Running. Hotel Gym machines

Survey: Dietary Restrictions

Dietary Restrictions
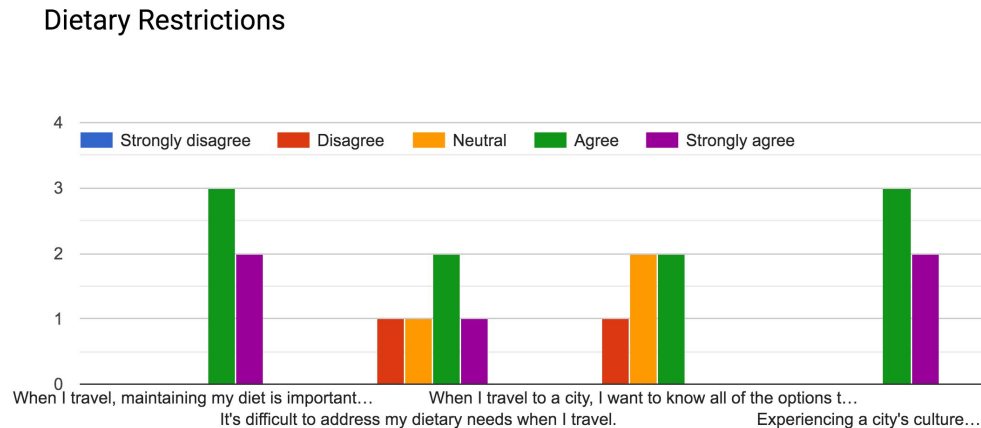
- When I travel, maintaining my diet is important to me.
- It's difficult to address my dietary needs when I travel.
- When I travel to a city, I want to know all of the options that cater to my dietary restrictions.
- Experiencing a city's culture through its local food is important.

A key takeaway from these questions was that while we expected this audience to be very disciplined in their food choices, responders wanted to experience a city's culture through its local food. This helped us understand that it was important to set up the app so that people could meet their dietary restrictions and goals while still experiencing the city's foodie culture, or at least help them make informed choices about those unique foods.

Survey: Dietary Restrictions, continued

Please briefly describe some of the dietary practices and habits that have worked well for you while traveling. 4 responses

Actually order healthier options than at home.

Breakfast is most important. If I feel like the day starts off well eating-wise, then the rest seems to go well too. Ideally, I buy a few breakfast items and snacks that will get me through my stay, that I can keep and easily access in my room fridge.

Pack healthy snacks like protein bars in my backpack.

Preview menus in advance

Survey: Technology Preferences

Technology Preferences
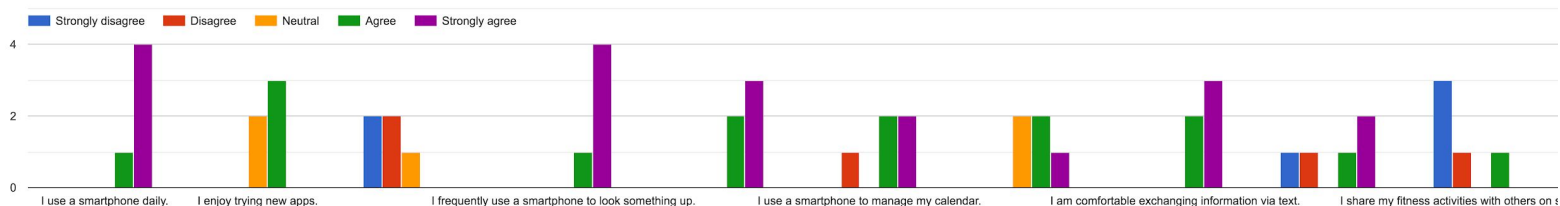
- ■ I use a smartphone daily.
- ■ I enjoy trying new apps.
- ■ I enjoy playing games and activities that allow me to level up.
- ■ I frequently use a smartphone to look something up.
- ■ I frequently use a smartphone to find my location and get directions.
- ■ I frequently use a smartphone to manage my calendar.
- ■ I am comfortable using an automated voice system to do certain tasks (i.e. refill RX, pay bills, etc.).
- ■ I am comfortable exchanging information via text.
- ■ I use a wearable device/health tracker (i.e. Fitbit, Apple Watch) to log my activity and track progress.
- ■ I share my fitness activities with others on social media.

The audience had the habits and skills to use an app like the one we were conceptualizing (calendars managed on smartphones, smartphones were leveraged for everyday tasks)
Gamification and sharing on social media were features we could eliminate
Integration with a wearable device/health tracker could be added later

Survey: Traveling Preferences

Traveling Preferences
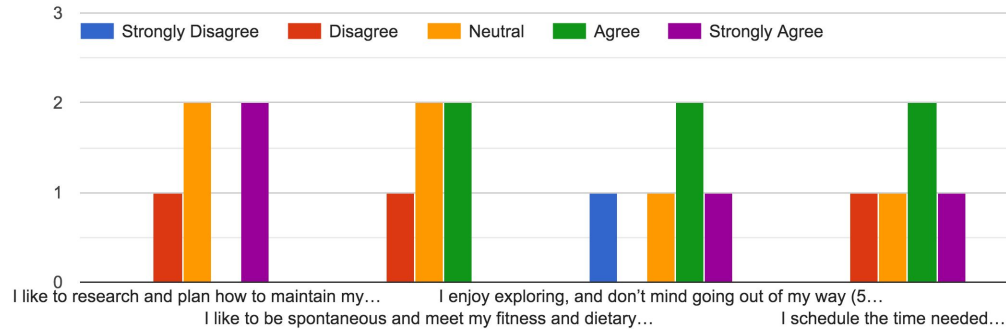
- ■ I like to research and plan how to maintain my healthy lifestyle before arriving at my destination.
- ■ I like to be spontaneous and meet my fitness and dietary needs when I arrive at my destination.
- ■ I enjoy exploring, and don't mind going out of my way (5 miles or more) to maintain my fitness and dietary goals while traveling.
- ■ I schedule the time needed to take care of my physical fitness and dietary needs when I travel.

This set of questions was designed to get a sense of when people needed information. Were they looking things up online before they traveled? Were they figuring things out once they arrived and got a sense of their surroundings?
Responses showed variety in when people want to access information from this type of app. Some access before traveling, others during. People generally schedule the time needed for fitness and diet.