



EmmaHealth is a coaching and well being website which offers fitness and nutrition guidance to both individuals and groups of people. I designed a website to promote and sell products and services with a turn around time of 4 weeks.

Project Details

Client EmmaHealth

Platform Web App

Skills UX Research

UX Design

Software Sketch

Keynote

Timeframe 4 week sprint

Design Team 1 Designer

Project Overview

I developed a simple and easy to use web platform which would allow people to get exactly what they need for both their health and fitness requirements with as little fuss as possible.

The Process

I started by researching the limiting factors to eating and behaving healthily. and then looked at similar current offerings in the world today and completed a SWOT analysis.

Competitive Analysis



	Strengths	Weaknesses	Opportunities	Threats
One performance UK	<ul style="list-style-type: none"> Videos for motivation FAQs (Blog) re health and training Inspirational photos Consistent info on all pages Testimonials Blog having available 	<ul style="list-style-type: none"> Log in for booking class is a put off - longwinded/complicated Lots of text on some pages Very bland 	<ul style="list-style-type: none"> Frequently searched for section Testimonials with photos 	<ul style="list-style-type: none"> Complicated log in to book classes direct people away
Protein Haus UK	<ul style="list-style-type: none"> Picture focused - easy to use and understand Clear instructions of how to order & pick up etc Motivational quotes 	<ul style="list-style-type: none"> More focused on food than fitness 	<ul style="list-style-type: none"> Testimonials with photos Include photos of bootcamp Blog 	<ul style="list-style-type: none"> Lose customers to others who focus more on fitness
Healthful Method	<ul style="list-style-type: none"> Female focused Books for sale (inc plans, nutritional photos and sample pages) Eating with not doing much (smoothies) Appeals to wide audience 	<ul style="list-style-type: none"> Too much text Landing page not inspiring Landing page is blog page 	<ul style="list-style-type: none"> Testimonials need photo 	<ul style="list-style-type: none"> Female focused No online ordering available for smoothies etc
EN3 Perform	<ul style="list-style-type: none"> Inspirational photos Find out more info straight away Member area Supplement advice Clean look 	<ul style="list-style-type: none"> No food advice No supplement advice despite selling Pointless photos > 5000 > packages does not work 	<ul style="list-style-type: none"> Testimonials missing Food plans 	<ul style="list-style-type: none"> No link back to website from shop could force people to move on
Healthy Lean Living	<ul style="list-style-type: none"> Free recipes Personal/background story Refresh Client results 	<ul style="list-style-type: none"> Not obvious what's being sold No smoothies 	<ul style="list-style-type: none"> Testimonials missing Could be more sales oriented Could be oriented more to 'normal' people 	<ul style="list-style-type: none"> Informational but doesn't lead you to buy

Key Research Insights

I need easy ways to prepare the fresh ingredients I buy

I prefer to make things myself - they contain more nutrients

Cost is a real problem

Key Takeaways From Research

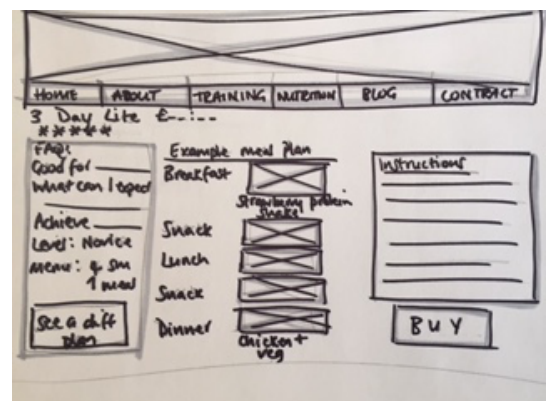


People prefer to make their own smoothies/meals at home



The cost of buying preprepared health foods is off putting

So with the idea of providing low cost healthy meals/smoothies at home validated I set about sketching.



User Testing

Users said that:

- Liked that it was simple to use and achieve the objective of buying a plan (3 or 5 day)
- Liked that there were options for ingredients included in package
- The option to personalise was not in an optimum place and the user had to search for the button.
- They wanted to know specifically what the benefits would be.



With all of the points given by users, in mind, the prototype was iterated and further validated.

Personal Training



Providing personal training sessions tailored to your needs, current fitness level and age. We work together to establish a customised training programme with goals that are achievable within a realistic timeframe, and that provide long-lasting, sustainable results.

[More](#)

Nutrition



If you struggle with maintaining a healthy regimen whilst on the go, my quick and easy EmmaHealthCleanse® can help you to detox, improve your energy levels, skin, sleep and vitality, whilst giving your digestive system the break and reboot that it needs. Encompassing fruit and vegetables, they are easy to make, nutritious and tasty.

3-Day Lite

£9.99

Blog: Emma's Healthy Habits



I blog about healthy habits, fitness, nutrition and all things health.
You can subscribe to my blog at the bottom of each page.

EmmaHealthCleanse® Smoothies

When I started putting these plans together, one of my priorities was to ensure that they were nutritionally done many juice and smoothie plans in the past, and one of the biggest issues I have had, is that there is no nutrient balance: a lot of them are simply blended fruit, blended nuts, they are high in fat, sugar and they have little to no protein, and can leave people wondering why they have put weight on after 5 days or feel too energized, or suffer from cravings. An excess of carb and sugar consumption can create a hormonal imbalance. Doing a juice detox also means that you will have less energy to move around, therefore, if you have in your system that you don't burn during the day, this will turn to fat.

3 Day Lite

A 3 day smoothie cleanse, comprised of 4 smoothies and 1 evening meal. Recommended for the novice detoxer.

[More](#)

3 Day Full

A 3 day smoothie cleanse, comprised of 5 smoothies and no solid food. Recommended for the fairly novice detoxer, who doesn't mind only liquid meals.

[More](#)

5 Day Lite

A 5 day smoothie cleanse, comprised of 4 smoothies and 1 evening meal. Recommended for the intermediate detoxer who is no longer challenged by a 3 day detox.

[More](#)

5 Day Full

A 5 day smoothie cleanse, comprised of 5 smoothies and no solid foods. Recommended for the advanced detoxer, who is looking for a deep detox.

[More](#)

Good To

- Kick-start a diet.
- Decrease appetite.
- Eliminate toxins.
- Rest the liver and stomach.
- After possible initial caffeine withdrawal headaches, expect to have more energy and lose some weight.
- Level: Novice.
- Meals: 4 Smoothies, 1 Meal.

[See a different plan](#)

Example Meal Plan *



Instructions

- Equipment needed: Blender.
- Weigh all ingredients.
- Add to blender.
- Add ice cold water.
- Blend for 30 seconds.
- If no ice water is available, add 2-3 ice cubes instead.
- Drink within 20 minutes to prevent psyllium husks expanding in glass instead of stomach.

[BUY](#)