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**Topics GRPH 400**

**Due 05/21/19**

**Fitness App Wireframes**

1. Define the people

Listed below are eight different personas, or target people, that we’d be keeping in mind when designing the UI/UX of the fitness app. Our target demographic is going to be tech-savvy users between 18 and 25 who have developed bad habits in their youth and are actively working hard to get in shape. A secondary demographic is anyone between the age of 18 and 40 that use a phone and want to keep a log of their fitness routine to maintain their health. Listed below are eight sample personas:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| NAME | AGE | SAVVY? | RACE | GENDER | dEMOGRAPHIC |
| cARLA | 18 | YES | ASIAN | FEMALE | 1ST |
| tROY | 18 | NO | WHITE | MALE | 1ST |
| rUTH | 21 | YES | WHITE | FEMALE | 1ST |
| XAVIER | 23 | YES | LATINO | MALE | 1ST |
| NICK | 26 | NO | AFRICAN-AMERICAN | MALE | 2ND |
| ROB | 30 | YES | RUSSIAN | MALE | 2ND |
| CINDY | 31 | NO | WHITE | FEMALE | 2ND |
| GUY | 40 | YES | WHITE | MALE | 2ND |

Carla Bowers: Carla is fresh out of high school and looking to get in shape after a general pattern of unhealthy eating throughout high school. She participated in some sports there, so she knows the basics of exercise, but wants to know more in controlling her health. She is tech-savvy, but has a hard time with motivation, and doesn’t check her phone often to keep on track. The alert system on the app should help her with that.

Troy Baker: Troy didn’t do hardly any exercise during high school (also a high school graduate). He didn’t participate in sports, played video games, and didn’t eat healthy at all. He decided it was time to make a change. He has had a flip-phone throughout high school, so he isn’t familiar with smart phones, but received one as a graduation gift. He is highly committed to his fitness journey and wants as much control over his fitness as he can.

Ruth Webster: Ruth has been known throughout her early college years to be highly active. She works at a job that requires her to continuously move and plays volleyball in her spare time. While she is active, she doesn’t have complete control over what she eats, often eating too little or too much, and wants to keep track of her caloric intake.

Xavier Cumberbatch: Xavier does little to keep track of his exercise, and doesn’t exercise much, but he eats healthily, so his overall weight and health is alright. He wants to learn more about exercise through online tutorials and videos. He also is someone who likes to make lists to keep track of his life. Exercise logs would be perfect for him.

Nick Ruby: Nick is a runner who lives and dies by his marathons. He relatively abstains from technology, using the bare minimum on his smartphone. His marathons typically happen once a month, and he trains every day. Running is his escape. A fitness app to keep track of his exercise and learn new tips would have to be stellar to grab his attention.

Rob Law: Rob and his wife often go to the gym to workout together. They eat healthy together, study fitness together, and do everything health related together. It’s their own personal relationship goal to be in shape together. They both own smartphones and regularly use other fitness apps that help them keep track of their workouts, but are unsatisfied with the options out there due to their poor design and paywalls.

Cindy Luau: Cindy does not use her smartphone often, but she does marathons and exercises quite regularly. She is very social, usually exercising with her friends or family. Her ideal app is one that has social features that she can use to share her progress over the main social media apps.

Guy Pierce: Guy is a tech wizard. He’s the head of the Azure department at Microsoft, regularly uses power user functions in his apps, and almost exclusively judges an app based off its functionality. When he’s not at his computer, he’s outside tending to his garden, or exercising at high intensities.

2) Define the Problem

Fitness is a tough game to play. The next few paragraphs should be easy for me to write, as I struggle with the motivation to improve my own fitness all the time. I’ve found that people who want to improve their fitness fall into two groups. One, they don’t like the way they look, and haven’t had any previous exercise experience, so don’t know where to start or how to get the motivation to improve. Two, they do have experience, but lack the motivation or the specific knowledge.

For the first category, going about finding knowledge and learning about fitness is a tough game. Tabloids and websites try and provide the “ultimate workout” and give you “definitive knowledge” which is just their preferred workout, among a myriad of successful workouts (they don’t source their findings, either). Information overload is a real thing and can prevent people who have no knowledge from finding out the truth if they don’t have a mentor to work with.

The second category deals with motivation. Telling yourself every day, “I’m going to do it today” and then not doing it, can degrade at your confidence to start your fitness journey. Unfortunately, I don’t think an app can solve this, but it can sure help amplify that motivation if the user already has some motivation in place. All in all, the two main problems we face are information overload, and motivation.

3) Define the Function

Listed below are all the functions I’d like my app to have:

* + Creation of exercise habits. In this function, I’d like the user to be able to pre-define a workout template, and when they complete that workout, they can add it to their log with ease.
  + Incredibly in-depth statistics and progress. I’d like users to be able to see every single stat about their fitness, as it may clear up any confusion they have.
  + Caloric log. Most caloric tracking apps have some UX issues. I’d like the food tracking app to be fluent and easy to use so that users can eat, and then not have to deal with a complicated UX just to log said food.
  + Power mode. Power mode is for those who are tech-savvy and can deal with a lot of information and in-depth control. This page will include very advanced customization over the app and its workings.
  + An information feed. For those that are looking to learn more about fitness, I’d like to have a feed or a wiki where all the information they could need is stored.