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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.