HealthForAll App and Responsive Website
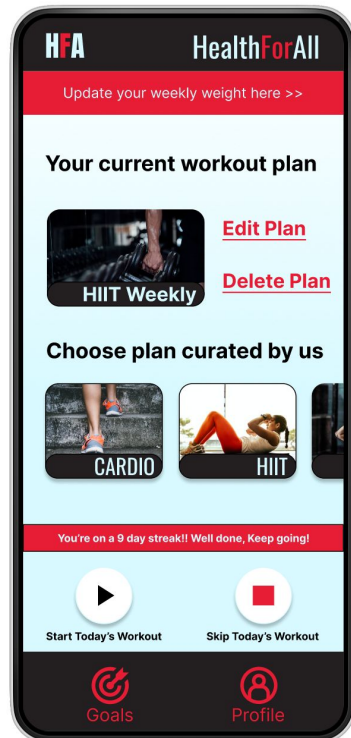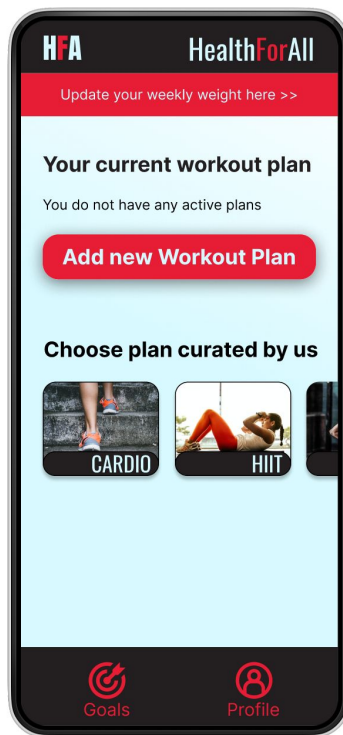
Sridatt Kamath

Project overview

The product:

HealthForAll is a platform for all fitness enthusiasts and people who are looking to get into fitness and healthy lifestyle.

Project duration:

July 2021 to December 2021

Project overview

The problem:

People want an application or software that helps them stay on track and be motivated to stay healthy.

The goal:

- Design a website that helps people by providing informational blogs that would increase their interest in healthy lifestyle.
- Design an app that makes it easier for people to create a workout plan for themselves and help them keep track of it.

Google

Project overview

My role:

UX designer leading the HealthForAll's website and app design

Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, iterating on designs, determining information architecture, and responsive design.

Google

Understanding the user

- User research
- Personas
- Problem statements
- Competitive audit
- Ideation

Google

User research: summary

I defined research goals and conducted interview of people who were placed in the preferred target audience for my app. The primary user group was mostly young office workers who mostly worked from home.

As I continued the research by creating crafting personas and plotting journey maps, I realised the major problem was a lack of simplicity in other fitness and lifestyle apps.

Google

Persona 1: **Abhinav**

Problem statement:

Abhinav is a young office worker who has recently gained weight due to working online without much exercise. He wants a simple way to be able to start and keep track of a healthy lifestyle.
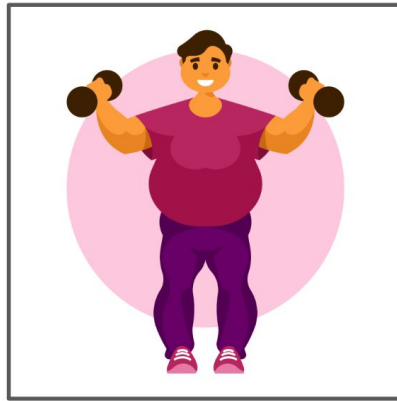
Abhinav

Age: 25
Education: Bach. in Engg.
Hometown: Goa
Family: Lives with parents
Occupation: Software developer

"I like to do things in a routine and in order"

Goals
- Wants to get healthy and fit.
- Wants to lose belly fat.
- Wants a easy way to track nutrition and workout.

Frustrations
- "I have protanomaly, I am unable to see the colour red"
- "Knowing how much calories I should consume would probably help me diet better"

Abhinav is a software developer who works from home. He has gained considerable weight in the past year and he is looking to lose it. He has tried it before but everytime he ends up stopping in a month or two. This time he wants to track everything and do things in order such that it feels sustainable for him to workout and track his calories preferably using just one app/website.

Google

Persona 2: **Lily**

Problem statement:

Lily is a professor who suffers from paraplegia. Lily wants an app or website that suggests her exercises based on her condition.

Lily

Age: 33
Education: Bach. in AHS
Hometown: Mumbai
Family: Husband and In-laws
Occupation: Professor

"I would never let my condition stop me from being the best me"

Goals
- Wants to be healthy and fit.
- Wants an app to track proper nutrition and exercise for her body as she is mostly sedentary as she has been working from home.

Frustrations
- "It is difficult to find an proper exercise routine for a paraplegic like me"
- "I would love one app to provide me a routine based on my condition and help me keep track of my exercise and nutrition"

Lily was born paraplegic, she always has been using wheelchair to get around. She very early on got into Health sciences and she had a goal to make life easier for people with disabilities. She then got into teaching about accessibility to help make world a better place. While she is hard work she also wishes to keep in shape and be healthy and wants an app that would meet her needs.
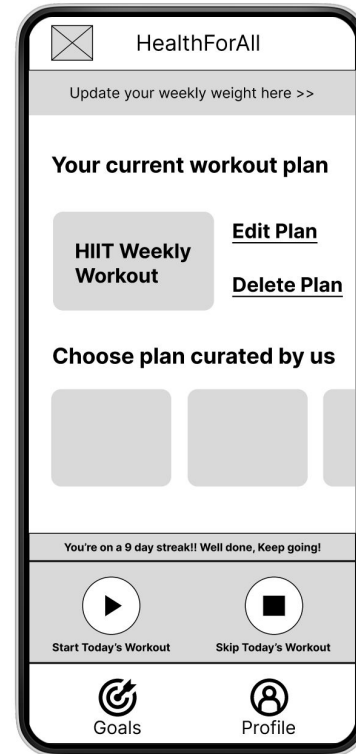
Google

Ideation

I did a quick ideation exercise to come up with ideas for how to address the design for an app and website. I brainstormed and came up with ideas for design. My focus was specifically on **simple design with easy way to access blogs, and an exercise app.**

Google

Starting the design

- Digital wireframes
- Low-fidelity prototype
- Usability studies

Google

Digital wireframes

After ideating and sketching some designs, I created the initial designs for the HealthForAll app. These designs focused on creating an simple design for people to create their workout routine.

Top half of home screen provides information of the current active plan being used by the user and allows them to edit or delete them.

Easy access to other app features from global navigation

HealthForAll

Update your weekly weight here >>

Your current workout plan

HIIT Weekly Workout

Edit Plan

Delete Plan

Choose plan curated by us

You're on a 9 day streak!! Well done, Keep going!

Start Today's Workout

Skip Today's Workout

Goals

Profile

Google

Low-fidelity prototype

To prepare for usability testing, I created a low-fidelity prototype that connected the user flow of creating and editing a new workout routine

View HealthForAll's low-fidelity prototype

Google

Usability study: parameters

Study type:

Unmoderated usability study

Location:

India, remote

Participants:

5 participants

Length:

15 minutes

Google

Usability study: findings

These were the main findings uncovered by the usability study:

1

Goals

People wanted to be able to update their goal while creating workout plan instead of leaving the previous flow in order to update the goals.

2

Adding a workout

People had difficulty adding new exercises to their plan.

3

Moving Exercises

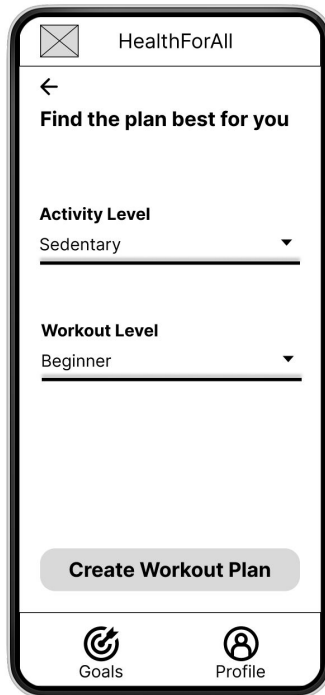People needed better cues on moving workouts around within the same plan.

Google

Refining the design

- Mockups
- High-fidelity prototype
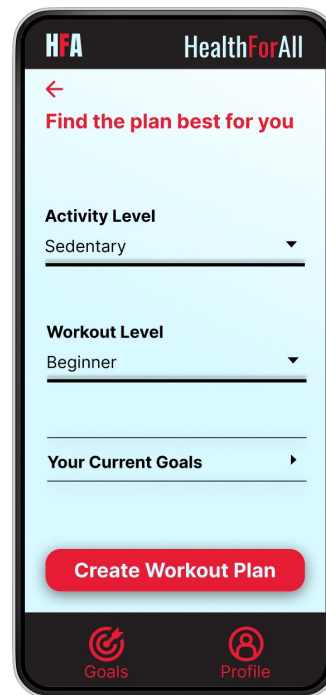- Accessibility

Google

Mockups

Based on the insights from the usability studies, I applied design changes like providing a button to check and update goals in the same flow while creating a workout routine.
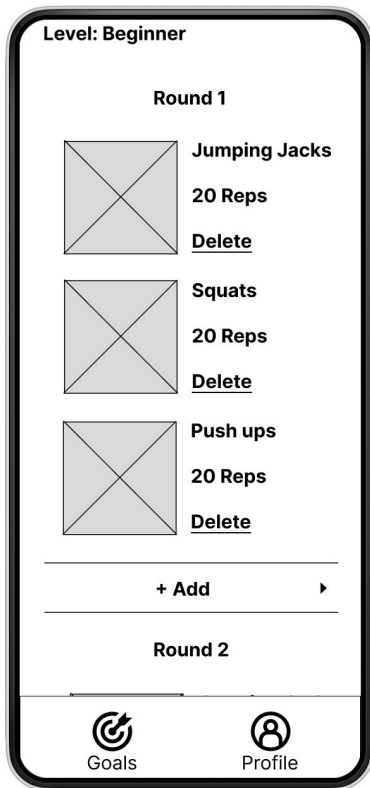
Before usability study

After usability study

HealthForAll

← Find the plan best for you

Activity Level
Sedentary ▼

Workout Level
Beginner ▼

Create Workout Plan

Goals   Profile

HFA   HealthForAll

← Find the plan best for you

Activity Level
Sedentary ▼

Workout Level
Beginner ▼

Your Current Goals   ▶

Create Workout Plan
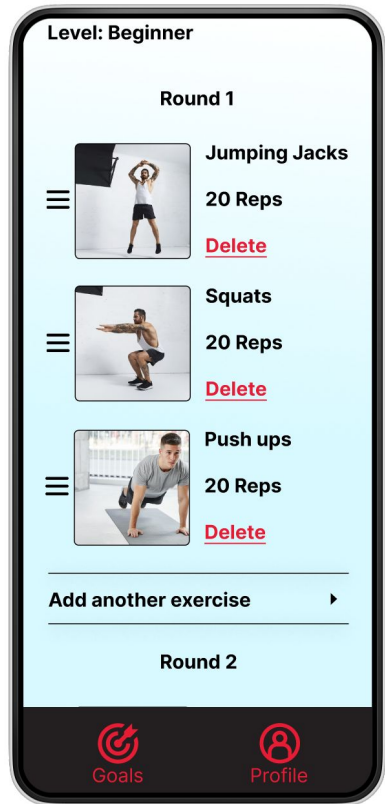
Goals   Profile

Mockups

Additional design changes included a clear button for adding new exercises to a workout plan and better cue on letting users know that they move the exercises around while editing the routine.
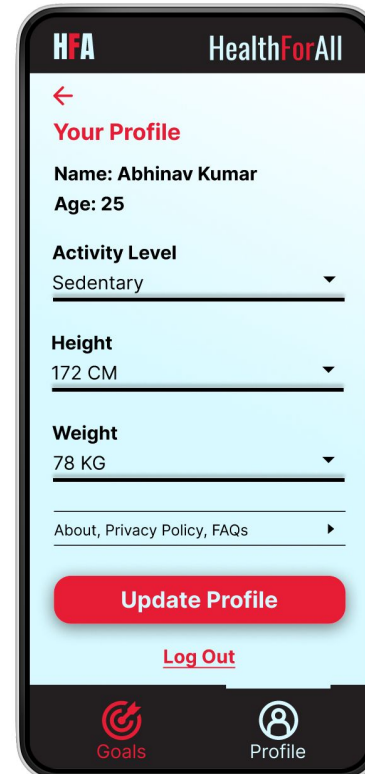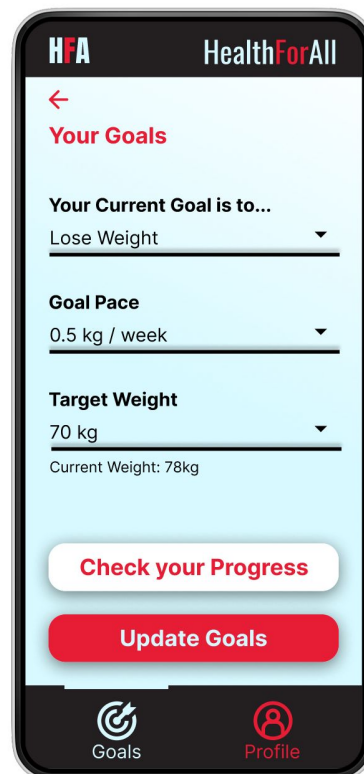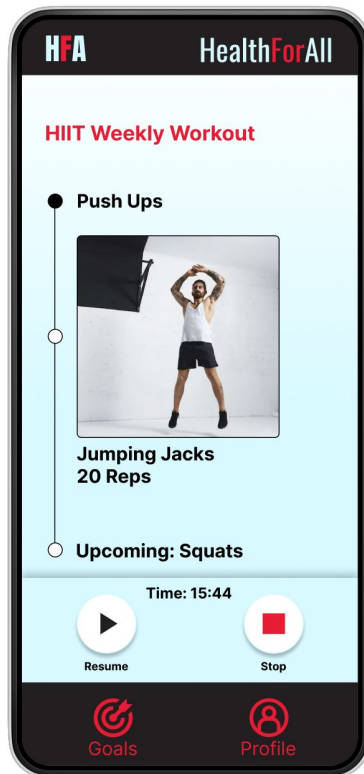
Before usability study

After usability study

Level: Beginner

Round 1

Jumping Jacks
20 Reps
Delete

Squats
20 Reps
Delete

Push ups
20 Reps
Delete

+ Add ▶

Round 2

Goals   Profile

Level: Beginner

Round 1

Jumping Jacks
20 Reps
Delete

Squats
20 Reps
Delete

Push ups
20 Reps
Delete

Add another exercise ▶

Round 2

Goals   Profile

ogle

Mockups

Screen 1 — Workout Plan:

HFA HealthForAll

Update your weekly weight here >>

Your current workout plan

HIIT Weekly

Edit Plan

Delete Plan

Choose plan curated by us

CARDIO

HIIT

You're on a 9 day streak!! Well done, Keep going!

Start Today's Workout   Skip Today's Workout

Goals   Profile

Screen 2 — HIIT Weekly Workout:

HFA HealthForAll

HIIT Weekly Workout

● Push Ups

**Jumping Jacks
20 Reps**

○ Upcoming: Squats

Time: 15:44

Resume   Stop

Goals   Profile

Screen 3 — Your Goals:

HFA HealthForAll

Your Goals

Your Current Goal is to...
Lose Weight

Goal Pace
0.5 kg / week

Target Weight
70 kg
Current Weight: 78kg

Check your Progress

Update Goals

Goals   Profile

Screen 4 — Your Profile:

HFA HealthForAll

Your Profile

Name: Abhinav Kumar
Age: 25

Activity Level
Sedentary

Height
172 CM

Weight
78 KG

About, Privacy Policy, FAQs

Update Profile

Log Out

Goals   Profile
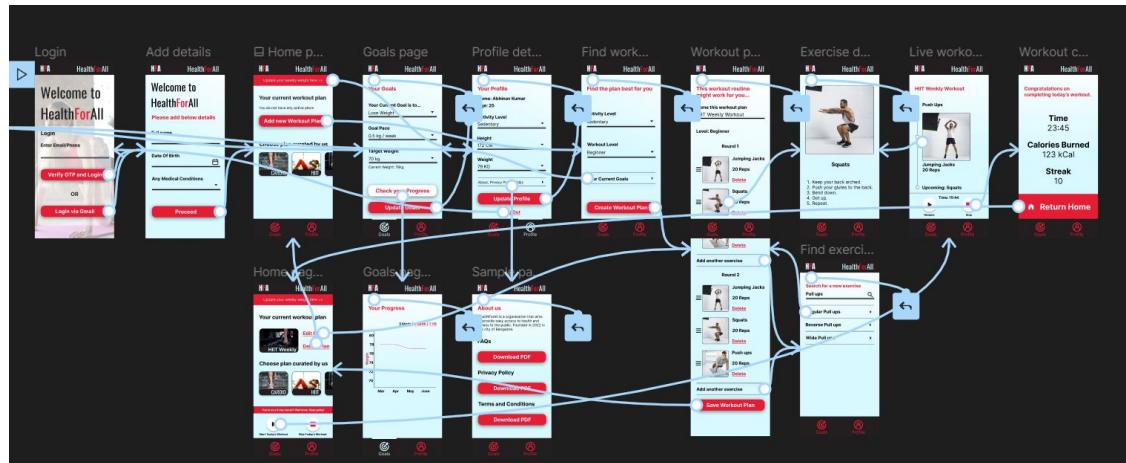
Google

High-fidelity prototype

The high-fidelity prototype followed the same user flow as the low-fidelity prototype, including design changes made after the usability study.

View the HealthForAll high-fidelity prototype

Accessibility considerations

1

Clear labels for interactive elements that can be read by screen readers.

2

All texts are checked are contrast and are atleast Level AA.

Google

Responsive Design

- Information architecture
- Responsive design

Google

Sitemap

With the app designs completed, I started work on designing the responsive website. I used the HealthForAll sitemap to guide the organizational structure of each screen's design to ensure a cohesive and consistent experience across devices.
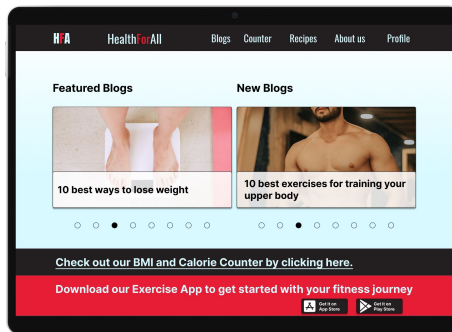

Google
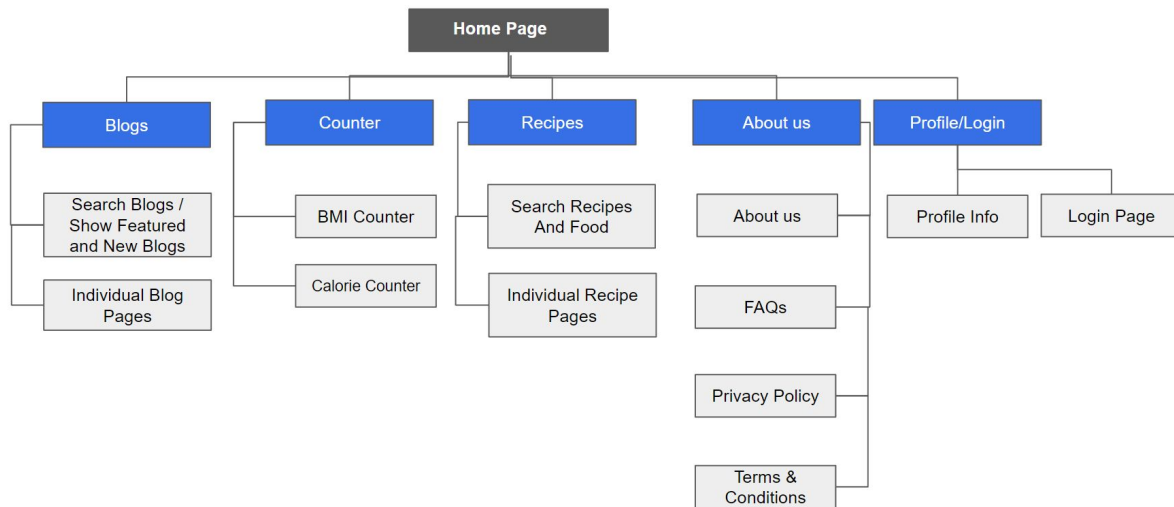
Responsive designs

The designs for screen size variation included mobile, tablet, and desktop. I optimized the designs to fit specific user needs of each device and screen size.
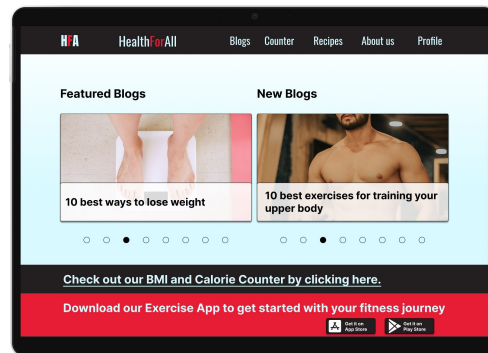

Mobile website

Tablet

Desktop

Google
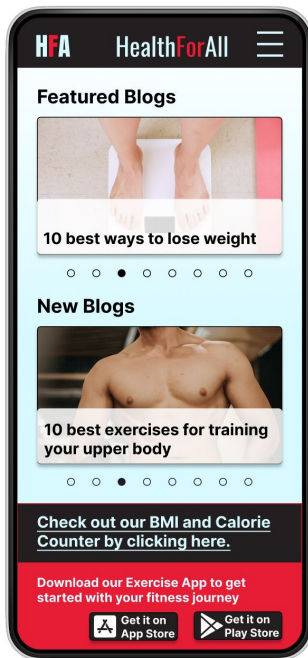
Going forward

- Takeaways
- Next steps

Google

Takeaways

Impact:

Users shared that the app made it simple for users to just create a workout plan and just start with it . One quote from peer feedback was that "the HealthForAll app makes it so easy for me to just start with a workout plan instead of trying to figure out a whole plan by myself"

What I learned:

I learned that even though the problem I was trying to solve was a big one, diligently going through each step of the design process and aligning with specific user needs helped me come up with solutions that were both feasible and useful.

Google

Next steps

1

Conduct research on how successful the app is in reaching the goal of helping people get into a healthy lifestyle.

2

Add more exercises and recipes, and informational blogs to the website and app.

3

Provide incentives and rewards to users for successfully completing streaks of exercise

Google

Let's connect!

Thank you for your time reviewing my work on the HealthForAll app! If you'd like to see more or would like to get in touch, my contact information is provided below.

Email: jmartinez@email.com
Website: jmartinezdesign.uxportfolio.com

Google