Hannah's Online Gym Reservation - Website
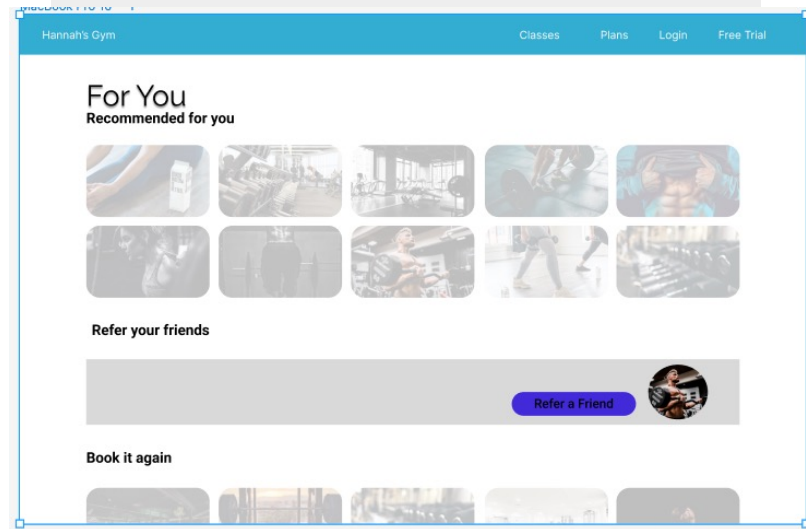
Hannah Hall Brown

Project overview

The product: Hannah's Gym

Hannah's Gym is a mobile and web app which allows users to reserve gym and personal training appointments at nearby studios.

Project duration: 3 months

I started on this project at the beginning of July, and have worked on it part-time (8 hour/week) for 3 months.

Google

Project overview

The problem:

Busy members of the workforce spend a lot of time finding the right gym and instructors that meet their scheduling and training needs.

The goal:

Hannah's Gym makes scheduling gym/instructor appointments easy.

Project overview

My role:

My role in this project was Product Owner, UX Researcher, UX Designer, and UX Tester.

Responsibilities:

- Ideation
- User Research
- Features List
- Wireframing
- Lo-Fidelity Mockup
- Hi-Fidelity Mockup
- Hi-Fidelity Prototype

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary

The target demographic for Hannah's Gym are members of the workforce. I did my research by going to Whole Foods after work hours and interviewing shoppers and asked them questions about their interests in Physical Fitness and specifically gyms and personal training in the area.

User research: pain points

1

Availability of Gyms

There was no easy way to discover all available gyms, workouts, and instructors.

2

Scheduling

Once a potential gym was identified, there was no easy way to determine their schedules and reserve a slot.

3

Compatibility of Instructor

Even when a gym/slot was identified it was difficult to determine whether the instructor was compatible with the user.

4

Recurrent Reservation

Once the user had found the perfect gym, workout, and instructor combo, there was no easy way to make it recurring.

Persona: Anna

Problem statement:

Anna is a Product Manager at a Tech Company who needs personalized training after work hours because she is busy 8am-7pm during weekdays , and occasionally on weekends.

"I'm too busy to find the perfect gym, workout and instructor."

Goals:
Find the perfect gym, workout, and instructor.

Frustrations:
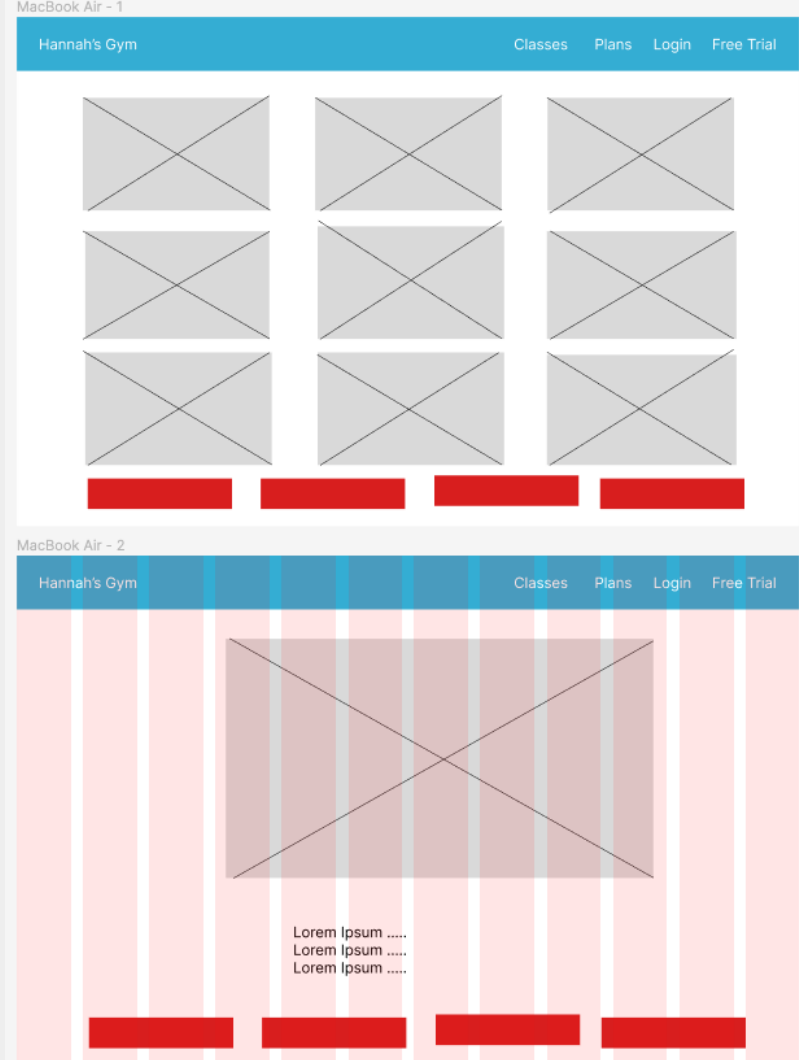Other online apps do not give me the right information.

User journey map

Anna is very tech savvy Asian business professional in San Francisco. She wants a way to efficiently find the perfect gym that meets her schedule and quality needs. She can do all of that on Hannah's Gym.

Starting the design

- Digital wireframes
- Low-fidelity prototype
- Usability studies

Digital wireframes

Quick Wireframe of

Hannah's Gym

Low-fidelity prototype

https://www.figma.com/file/QeNz
UZkaDijvSe4PYy53Wr/C6-W4-LoFi-
Prototype
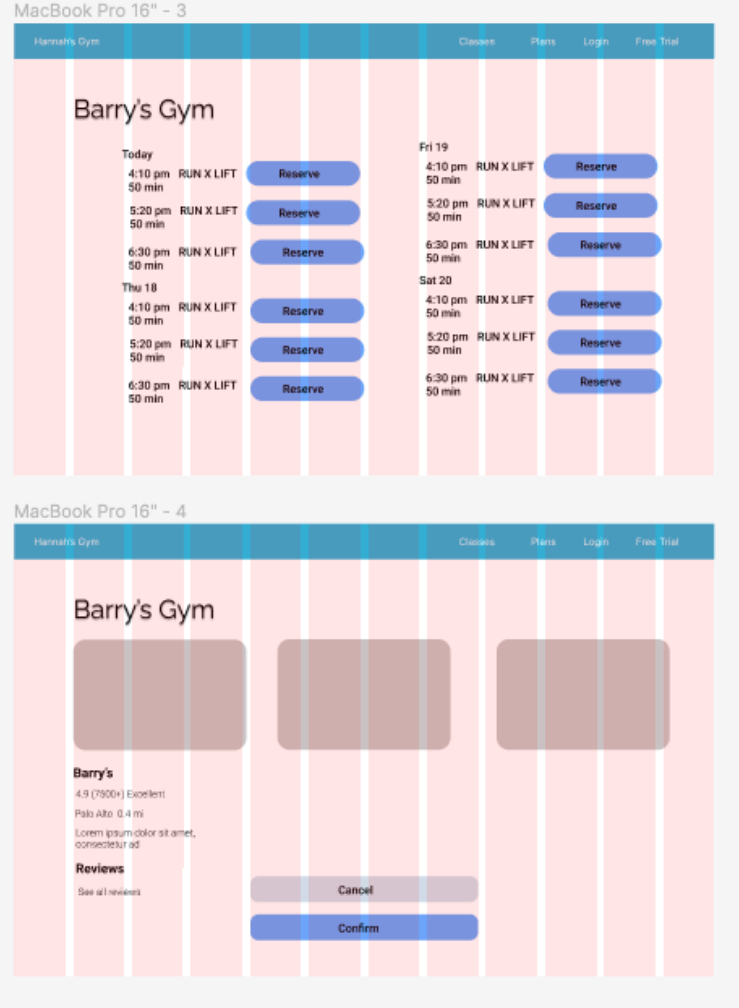
Low-fidelity prototype
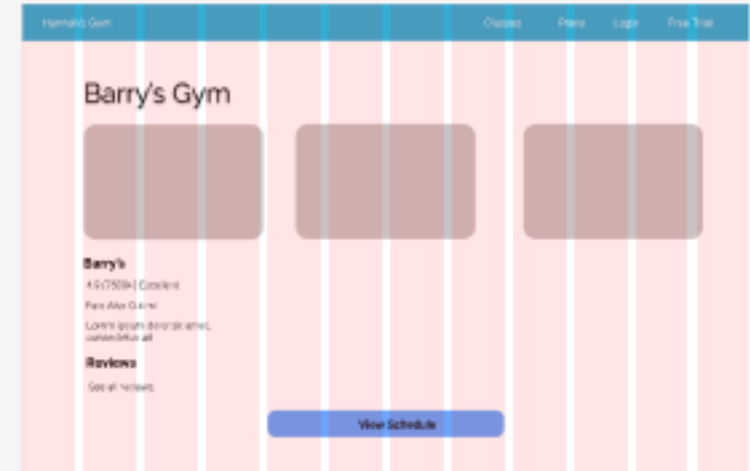
https://www.figma.com/file/QeNz
UZkaDijvSe4PYy53Wr/C6-W4-LoFi-
Prototype

Usability study: findings

Write a short introduction to the usability studies you conducted and your findings.

Round 1 findings

1. Users liked the basic functionality.

2. Users liked the selection of gyms.

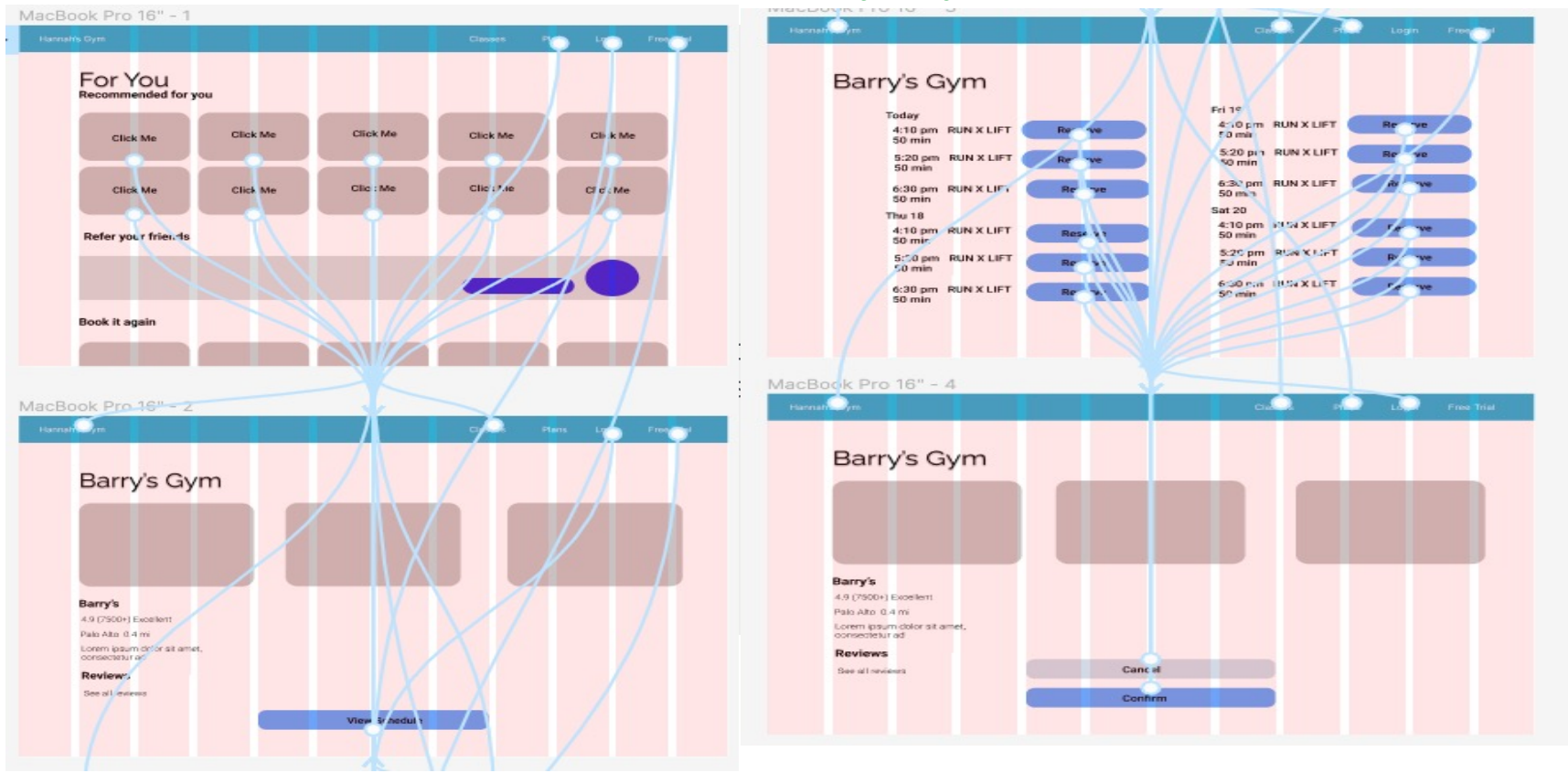3. Users had a hard time making recurring appointments.

Round 2 findings

1. Added more pictures.

2. Made recurring reservations simpler.

3. Expanded payment types.

Refining the design

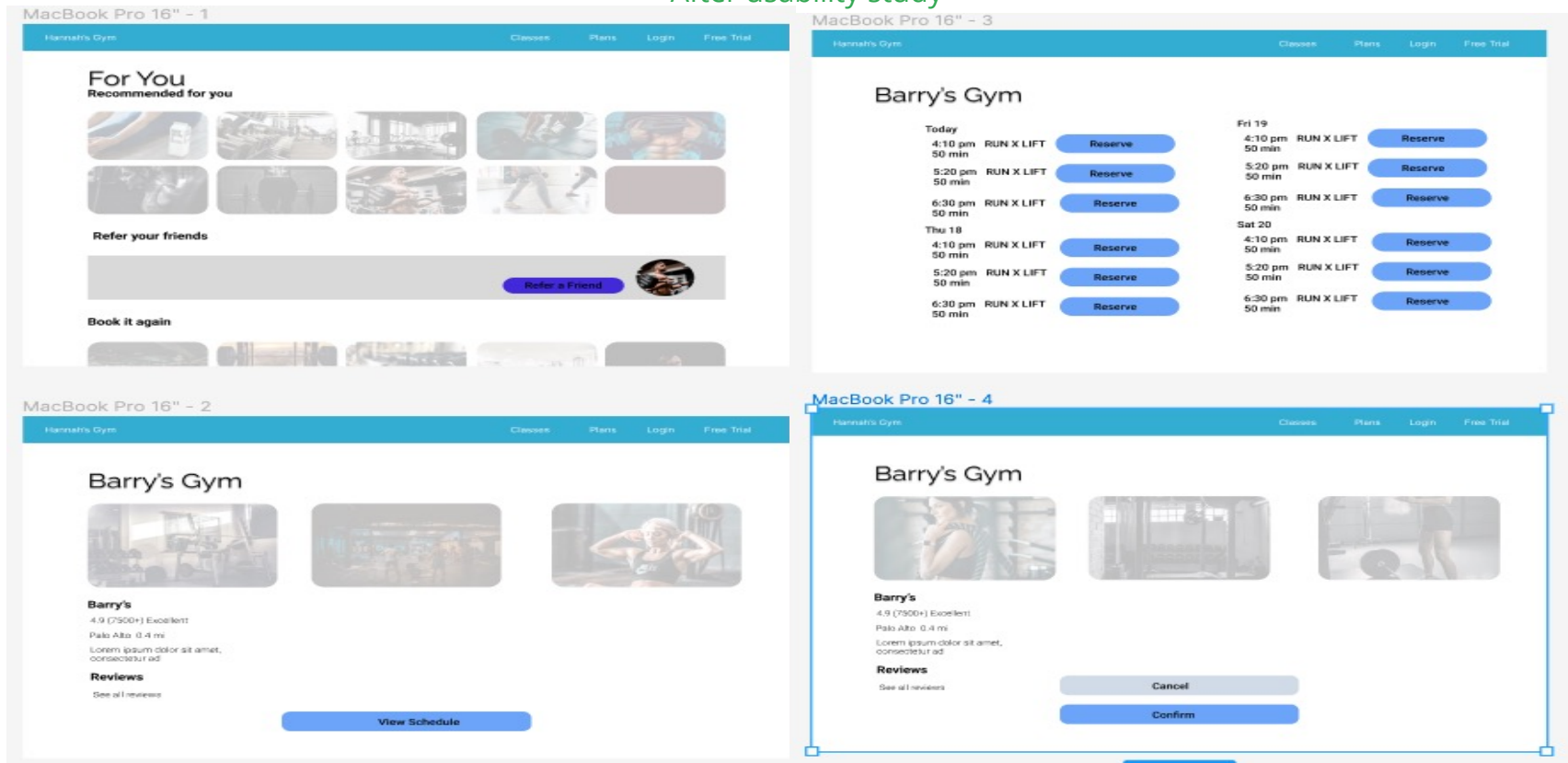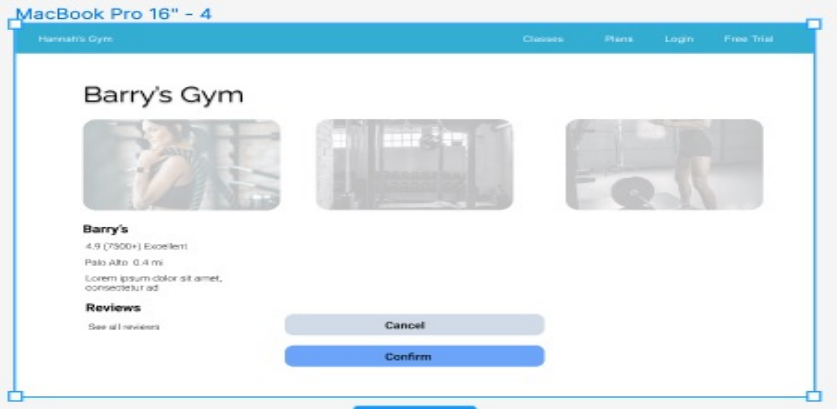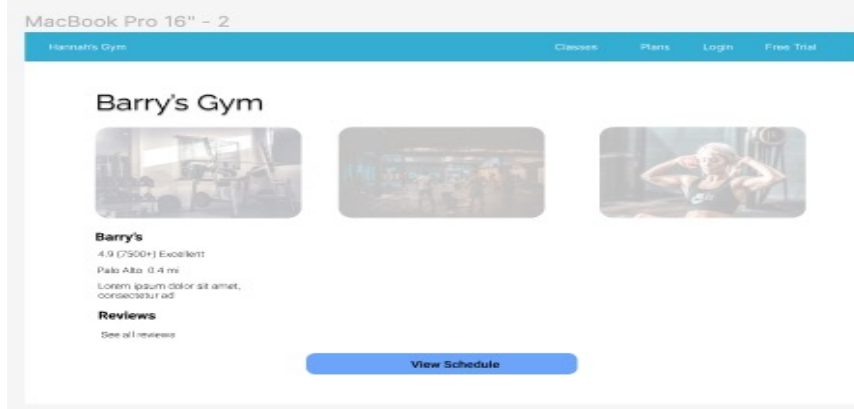- Mockups
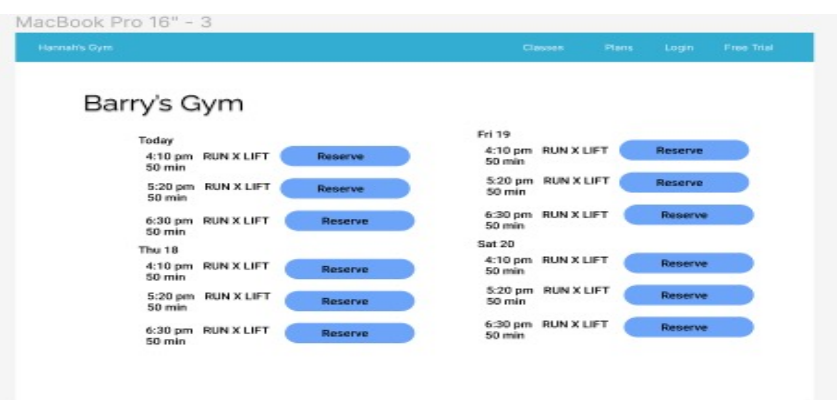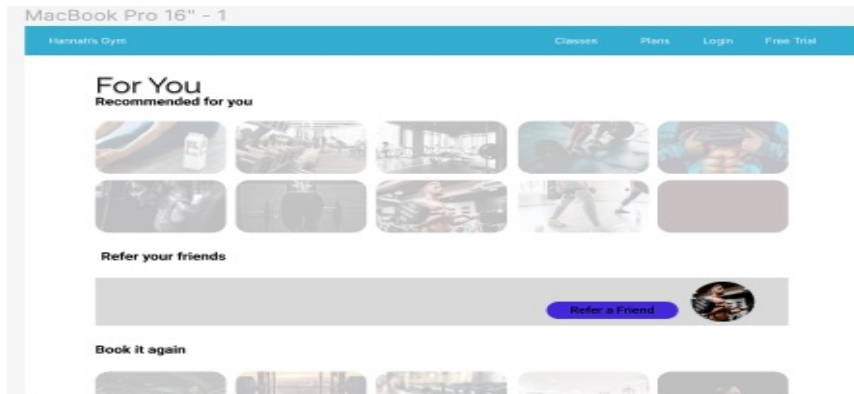- High-fidelity prototype
- Accessibility

Mockups

Mockups

After usability study

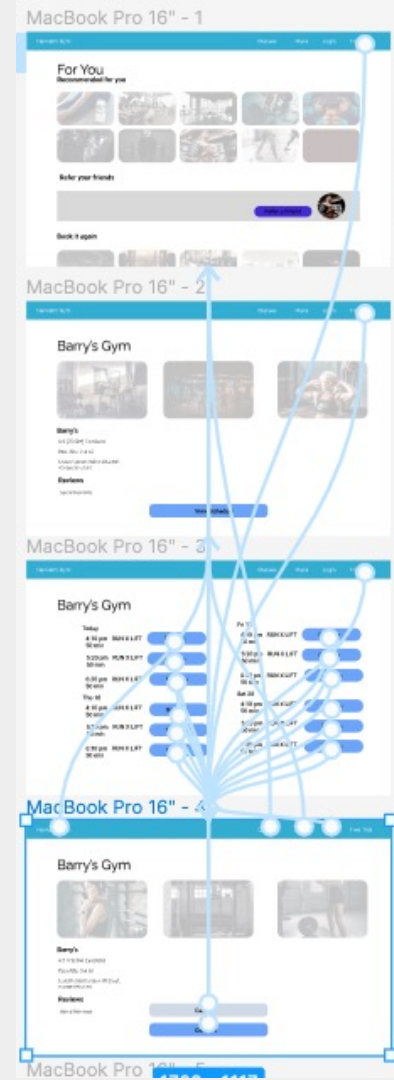# Mockups

High-fidelity prototype

https://www.figma.com/file/mwiebiaJljnRP99qEh5KS7/C6-W5-HiFi-Prototype?node-id=1403%3A178

Accessibility considerations

1

Color Scheme was designed to be accessible. Typeface was designed to be accessible.

2

Hannah's Gym App supports screen readers.

3

Hannah's Gym App support Gestures as well as Buttons to Navigate.

Going forward

- Takeaways
- Next steps

Takeaways

Impact:
We did a limited test of 100 users on the AWS CloudFront, and got a 4.5 star average. People liked the simple design and intuitive interface. "This was a well designed, functional Website that does exactly what I want".

What I learned:
I learned to pay attention to what potential users wanted as well as to take nothing for granted and run usability tests. I learned that I love UI/UX and look forward to a career in it.

Next steps

1

I plan to make additional enhancements to this Website, based on feedback from actual users.

2

I plan to systematically gather and respond to user reviews.

3

I plan to directly reach out to users who have either very high or very low reviews in order to understand the user better.

Let's connect!

Please send me feedback on my designs. Below is my LinkedIn Profile.

https://www.linkedin.com/in/hannahhallbrown/

Thank you!