

Assignment 3: Mood Board & Story Map

Task 1 - Screenshots of best competitors and analogs

<https://www.figma.com/board/fQ3r9AwCw56IrR7CrvaLLB/Competitors-and-Analogs?node-id=0-1&t=eARb30p0Xszn2izN-1>

Universal across most of these apps is the use of a bottom tab to navigate between main screens. Of the apps shown, I think Hevy's concept for what those tabs should be makes the most sense. It touches on the idea of such an app touching on three main concepts - community, coaching, and tracking. With that said, having five across the bottom, as is the case for Nike Training Club, resonates the most with us. It is probably the most you could have without it being overly crowded, and allows clear differentiation between main screens.

In terms of layout and coloring, I like the simplicity of Hevy and Strong. The general format is black text on a white background, with colors used as eye-catching highlights. Furthermore, I like the use of blue as the dominant accent color as it is fairly neutral and stands out. Important buttons have a blue background, and other clickable text is blue. Then, green is used to show progress, which makes sense as it is a universal color for positive feedback. I also think Apple Health's color use is very appealing to the eyes, but I think it wouldn't work quite as well for our app. Our app will need a lot more text on certain main screens than Apple Health, particularly on the active workout screen. Nike Training Club is the only one of the three that I don't think we'll take much inspiration from. Though I think their use of videos and photos works well for that service, I find it redirects where the user's eyes travel in a manner that wouldn't be particularly beneficial for us. In general, we're aiming for the progression to be from the top of the screen downward. The only place we'd use our visuals, however, is in the middle of the screen, and we'd want them to be smaller and less dominant.

I think Hevy succeeds in its use of visuals. Graphs are colored simply, with light blue for the shapes and black for the text. In the case of both profile pictures and exercise visuals, they are small by default. This makes it so that when there are multiple on the screen at the same time, as is almost always the case, it never feels too cluttered. When you want to look at one more in depth, however, all you have to do is click it, and you will be taken to a screen where it is the focal point. One thing I wish Hevy had, however, is the simple weekly recap that Apple Health has. I don't think our app needs it to reflect any actual statistics, as is the case for Apple Health with the concentric circles. Still, it could simply be that dates where a workout was completed can be highlighted with a green circle.

The final, and perhaps most important observation from these examples is the actual workout screens from Hevy and Strong. Notably, Hevy has a start workout button, either from simply logging a workout off the cuff, or following a routine that the user can create in the app. When creating a routine, users can set target weights and reps, implement warmup sets, and set a

rest timer. During the workout, of course, these can be modified depending on what the user actually does. The workout screen can be minimized temporarily, but also has a finish button for when the workout is completed, which will stop the workout timer. Strong seems to follow a very similar design, with some added complexity. Sets can be labeled as “Warm-up,” “Drop-set,” or “Failure” and the rest timer is a lot more involved. My reservation about this is that it risks being too time consuming to handle, and the screens having too much going on. They did make efforts to rectify this, however, by including a skip button for the timer, making the pause button for the timer large, and making it so that you have to click on the set number to modify its label.

Overall, there is a lot of inspiration to be taken from each of these apps. Hevy and Strong, however, stand out more than the other two because they seek to provide a similar service to users as us. Though they are visually simple, they have a clear hierarchy established and have a natural flow for users to follow.

Task 2: Frames for visual design references

Colour and Mood

Calm palettes: Colors that can be used to convey calming and harmonious mood:

<https://www.figma.com/board/tiqmmQbi1pSqPVKhmsX5w3/Untitled?node-id=4-284&t=eZPCM5QD7jPzSFnR-4>

Vibrant palettes: Colors that convey vibrant and bright mood to the user:

<https://www.figma.com/board/tiqmmQbi1pSqPVKhmsX5w3/Untitled?node-id=3-283&t=eZPCM5QD7jPzSFnR-4>

Aggressive palette: Colors that convey more aggressive and drivemood:

<https://www.figma.com/board/tiqmmQbi1pSqPVKhmsX5w3/Untitled?node-id=4-314&t=eZPCM5QD7jPzSFnR-4>

Typography

Fonts that can be used in the App to portray different kinds of data:

<https://www.figma.com/board/tiqmmQbi1pSqPVKhmsX5w3/Untitled?node-id=4-326&t=eZPCM5QD7jPzSFnR-4>

Layouts and screen flow

<https://www.figma.com/board/tiqmmQbi1pSqPVKhmsX5w3/Untitled?node-id=4-383&t=eZPCM5QD7jPzSFnR-4>

Functional elements

Tracking charts, calendar layouts, profile screens, etc:

<https://www.figma.com/board/tiqmmQbi1pSqPVKhmSx5w3/Untitled?node-id=5-26&t=eZPCM5QD7jPzSFnR-4>

Task 3 - Visual style and Aesthetics Profiles

Since our app is a workout tracker app, we should consider a broad variety of users from different backgrounds and with different goals in mind. For this, we have come up with 3 different style profiles.

1. Bold and Motivational

References

<https://www.figma.com/board/tiqmmQbi1pSqPVKhmSx5w3/Untitled?node-id=5-27&t=QOZzKEzTRh2mU5oa-4>

Adjectives

Energetic, empowering, dynamic

Description

This style is designed to energize users and keep them motivated to reach their fitness goals. It's visually impactful, using bold colors and strong typography to inspire action and create a sense of achievement.

Visual Elements

- Color Palette: Vibrant and high-contrast colors like reds, oranges, and dark blues or black. Red and orange tones are often associated with energy, urgency, and motivation, suitable for fitness goals
 - Primary Colors: Bright red and orange (for primary actions, buttons, and progress indicators).
 - Secondary Colors: Darker shades of blue or black to add depth and contrast, grounding the design so it doesn't feel too overwhelming.
- Typography: Strong, modern fonts like Montserrat Bold or Roboto Black that make headings and key metrics stand out.
 - Headers: Large, bold fonts with high contrast against the background.
 - Body Text: Clear, readable sans-serif fonts that aren't too decorative, ensuring quick readability during workouts.
- Iconography: Simple, bold icons that are instantly recognizable (e.g., a strong check mark for "Completed" or a high-energy flame icon for "Calories Burned").
 - Icons could have a shadow or outline for a 3D effect, making them pop against the background, especially for actionable items.

- UI Animations: Subtle but energetic animations, like a “pulse” effect on buttons to indicate action or a “wave” effect on progress bars to visualize completion.

Emotional Connection

This style makes users feel powerful and strong. The design reflects the energy of an intense workout, motivating users to push their limits and celebrate their progress.

User Experience

- Target Users: Individuals who are fitness-driven and goal-oriented, often looking for a tool that pushes them to achieve more.
- Design Impact: High-energy prompts and dynamic visuals create a sense of accomplishment, motivating users to open the app daily and engage with their goals. Motivational prompts and real-time progress tracking provide the sense of empowerment.

2. Calm and Centered

References

<https://www.figma.com/board/tiqmmObi1pSqPVKhmsx5w3/Untitled?node-id=8-1099&t=OOZzKEzTRh2mU5oa-4>

Adjectives

Relaxing, supportive, focused

Description

This style creates a relaxing, supportive environment that helps users focus on wellness and personal growth rather than intense competition. The interface feels calming and easy to navigate, which is ideal for users interested in well-being, mindfulness, or gradual progress.

Visual Elements

- Color Palette: Soft, muted colors like light blues, greens, beige, white, gray and neutrals. These colors convey calmness and relaxation, making the app feel welcoming.
 - Primary Colors: Pastel blue and green tones (for buttons, backgrounds, and visual accents).
 - Secondary Colors: Off-white or light gray for backgrounds, creating a gentle contrast that doesn't overwhelm the eye.
- Typography: Light and elegant fonts, such as Lato Light or Source Sans Pro.
 - Headers: Slightly larger, but not overly bold, because it should feel supportive rather than demanding.
 - Body Text: Clear, readable, but soft on the eye. The font weight is light to maintain a calm aesthetic.

- Iconography: Minimalist and soft icons, using rounded edges instead of sharp lines to make the interface feel friendlier.

- Icons may have a transparent or gradient overlay, so they can blend with the background rather than stand out sharply.

- UI Animations: Smooth and subtle transitions, like fading in elements instead of bouncing or pulsing.

Emotional Connection:

Users feel at ease, since the design creates a comforting experience, supporting those who may be new to fitness or seeking a tool to track wellness without feeling pressured. Soft color choices and clean layouts provide a sense of clarity and ease.

User Experience

- Target Users: People focused on wellness, mindfulness, and personal health, rather than intense fitness goals. They may be casual exercisers or those interested in gradual lifestyle changes.

- Design Impact: Encourages users to return to the app regularly without feeling pressure to achieve instant results.

3. Sharp and Analytical

References

<https://www.figma.com/board/tiqmmQbi1pSqPVKhmSx5w3/Untitled?node-id=8-1121&t=QQZzKEzTRh2mU5oa-4>

Adjectives

Sleek, precise, professional

Description

This style is for users who are data-driven and appreciate precision and detail in tracking their performance. The design feels high-tech, with dark tones and bright neon accents, creating a sleek and sophisticated appearance. This can be used by serious athletes or those who want an in-depth analysis of their fitness progress.

Visual Elements

- Color Palette: A dark theme with neon accents (like electric blue, green, or purple) to give it a high-tech feel.

- Primary Colors: Dark gray or black for backgrounds to highlight data, making the screen look sleek and modern.

- Accent Colors: Neon blue, green, or purple for highlights, such as active buttons, progress bars, and icons. These accents create a “dashboard” feel and highlight important data points.
- Typography: Clean, sans-serif fonts like Roboto Mono or Futura for a futuristic feel.
 - Headers: Mid-sized, with a modern look, using a neon glow to make them look technical and precise.
 - Body Text: Small and structured for data-heavy screens, where users want all information to be in a compact, and readable format.
- Iconography: Thin-line icons that are minimalist and precise. Icons should be simple but detailed enough to fit the “analytical” vibe, like a line graph for progress, a clock for time tracking, etc.
 - Icons may use a subtle neon glow to stand out against the dark background to match the design.
- UI Animations: Sleek and professional animations like progress bars with smooth, controlled fills, and loading indicators that appear in clean, circular patterns.

Emotional Connection

This design gives users a sense of focus, control, and precision. The dark theme and glowing buttons make users feel like they’re interacting with a professional, data-rich platform that values accuracy and detailed tracking.

User Experience

- Target Users: Performance-oriented users, athletes, or anyone who values detailed insights and precision in their workouts. They may be interested in measuring all metrics like heart rate, pace, calories, and time.
- Design Impact: The style encourages users to directly interact with data and provides a clean experience that makes them feel in control of their progress. This layout is ideal for users who track specific metrics and want a complete analysis of each session or activity.

Task 4 - Redefining Product Strategy

Why: Our interview questions reveal users’ need for a centralized, dependable, and ergonomic tool to aid with exercise planning and tracking. Regardless of the user’s level of experience, there is a common need for the product to be able to produce insights and analyses to help users stay consistent, monitor progress, and reach goals while avoiding problems like lack of motivation and inconsistent tracking. Our product’s features are chosen and designed with those common pain points in mind to provide the most streamlined experience possible, enabling all users to make more sense of their workouts and remain adequately motivated for virtually unlimited periods of time.

What: Our draft product will implement personalized exercise planning, precise workout and progress tracking, wearable device (e.g. smartwatch) integration, and example videos.

AWB Framework

Aspirations

Any given user's (both beginner and advanced) fitness goals include staying active, losing weight, increasing muscle mass, etc. They seek to use a dynamic product that adapts to their lifestyle and enables them to track their accomplishments.

Worries

Beginner users' worries are centered around learning exercises properly—demonstrating the need for a good feedback system that lets them know if they're on track. Furthermore, it is important that this feedback system continuously adapts to the user's growing experience, which is a worry for advanced users.

It is important that our interface design remains intuitive, non-cluttered, and user-friendly; failing to do so could cause users to develop more worries or become discouraged, which would severely hinder their aspirations and beliefs. Reassuring the user of the accuracy and adaptability of progress tracking is important, while simultaneously keeping it from becoming unnecessarily complex.

Beliefs

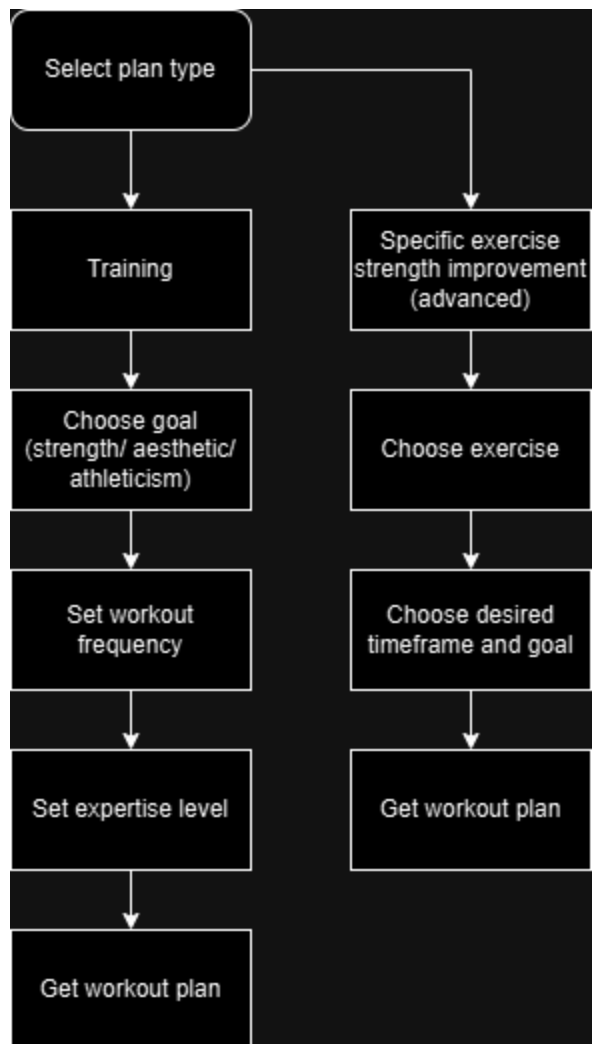
Our users clearly believe in the importance of physical activity in maintaining a healthy lifestyle, and are either looking to maintain this habit or incorporate it into their routines. Users care about motivation, which is a key element of discipline and in turn consistency in their exercise. Yet again, the belief in the importance of intuitiveness and ease of use is highlighted. A straightforward yet flexible interface is key to satisfying these beliefs.

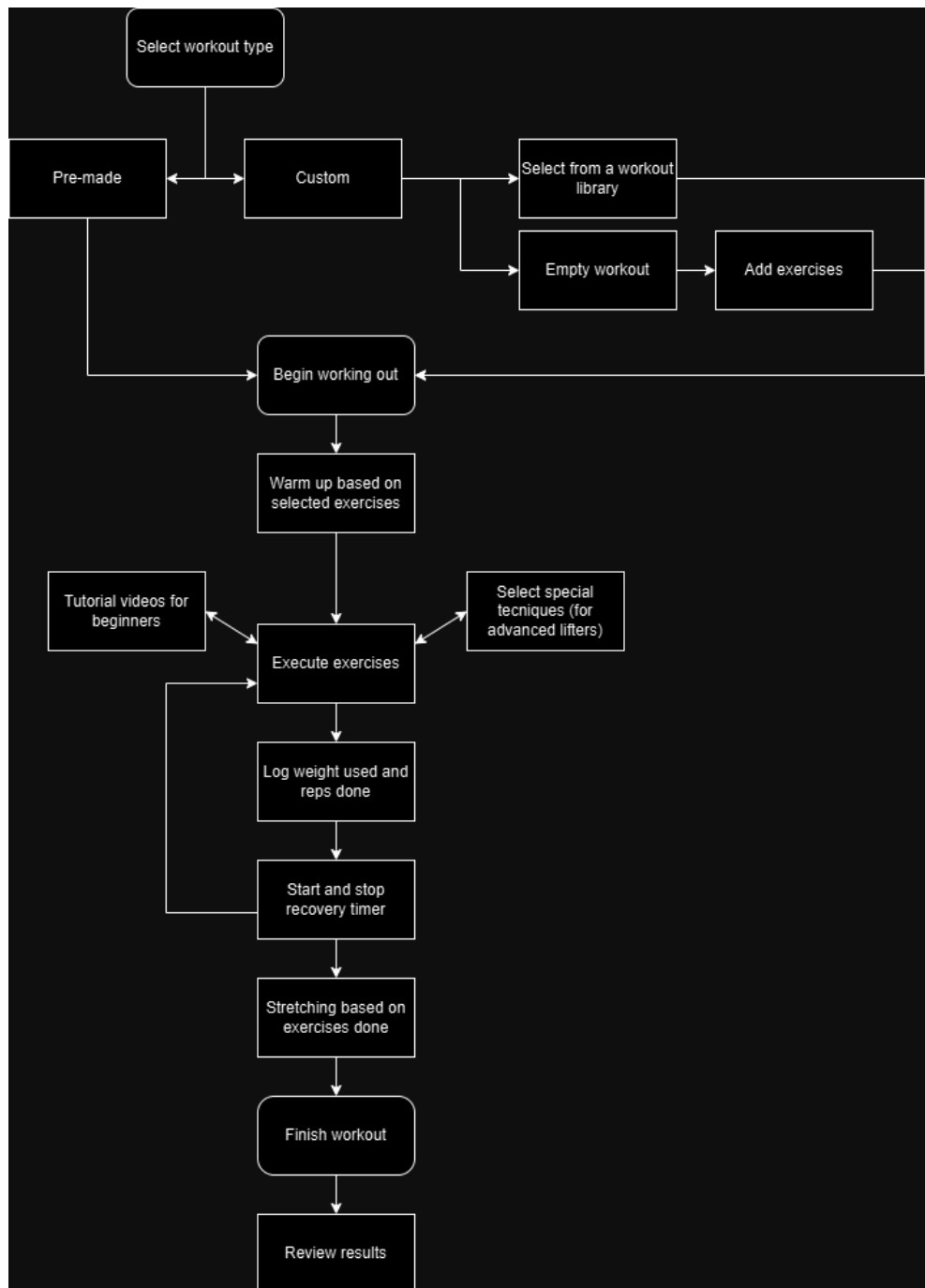
Task 5: Functional Requirements and Job Stories

Main jobs:

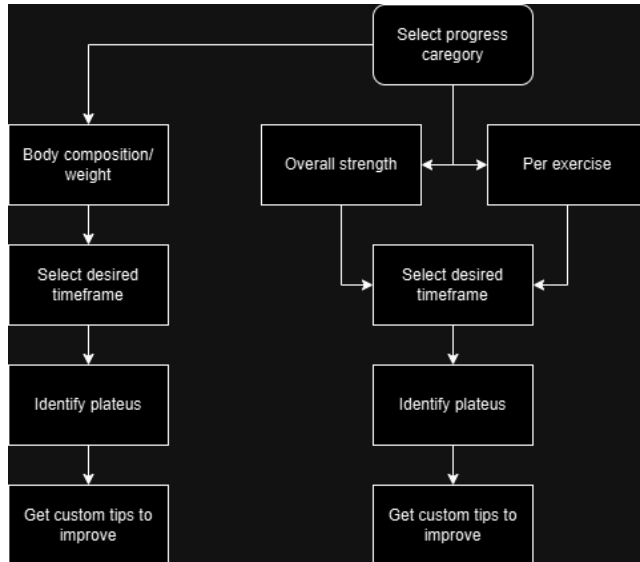
- Track a workout
- Set goals and plans
- Visualize past progress
- When a new user wants to sign up he wants to have many options(such as google account, apple account) and a fast process
- When a beginner user is beginning a workout he wants to see the recommended one and have explanation of the exercises
- When an experienced user is beginning a workout he wants to see a detailed breakdown of it

- When an experienced user is creating a workout he wants to search in a big database of exercises and special techniques in a smooth way
- When a beginner user is logging a workout he wants to log information in a simplified way
- When an experienced user is logging a workout he wants to log information in a detailed way and be able to use custom techniques
- When a beginner user is creating a training plan he wants to have much assistance and a guided approach
- When an experienced user is creating a training plan, they want to have a lot of room for customization and have a large choice of techniques and exercises
- When a beginner user is looking at his progress he wants to have a simple and intuitive interface and explanations if needed
- When an experienced user is looking at his progress he wants to see detailed information in different timeframes and specific areas
- When I want to vary my workouts, I want to be able to look at alternatives, so I can do new exercises.
- When I'm using the app, I don't want to spend more than "thirty seconds or one minute" so I can keep my workout moving.
- When I review previous workouts, I want to see how I was feeling, so I can understand what I did.
- When I am unsure of what weight to use, I want to look at previous times I've done it, so I can inform my decision.





Jobs trees



Task 6 - Persona Groupings, MVP, and Story Map

Persona Groupings

Leah - A beginner user, new to both fitness apps and working out in general. She is looking for guidance and structure and is looking forward to trying out our product's pre-made workouts and example videos.

Sebastian - An intermediate user with previous workout experience but new to fitness apps. He is looking to experiment with our product's customization features.

Madeline - An advanced user, with plenty of experience with other fitness apps. She is looking for a product whose tracking features provide detailed metrics of use to professional athletes.

High Priority Features (MVP)

Our Minimum Viable Product consists of only the general, high-priority, essential features, including:

- Workout type selection
- Commencing and ending a workout
- Logging workout data
- Reviewing results

Features to be Implemented in Future Iterations

Features with medium priority are grouped here, including:

- Specialized, custom exercises
- Complex goals involving multiple parameters and metrics
- Detailed progress visualization

Long-Term Features

These are the low-priority features. These features are not essential to our product, or are features that will realistically only be accessed by users that have been using our product for a long time:

- Highly personalized tips based on plateaus from your own data
- Advanced progress tracking by exercise type
- Extremely specific and customized workout plans for the aforementioned complex goals

Story Map

<https://www.figma.com/board/bI94OoIlGO1wzfNq2047o9/Welcome-to-FigJam?node-id=0-1&t=EEprlg9TLaQmjubO-1>