

Ideation and Planning

W08.IAP04



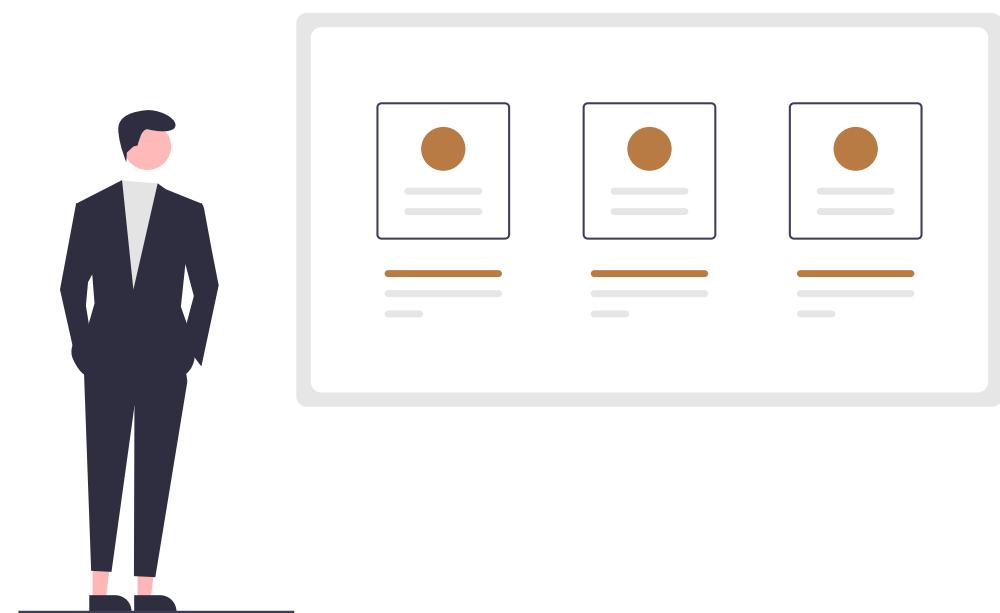
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Introduction

In this presentation we will continue on the research done regarding a fitness app for postnatal women. The research that have been done will be presented and provided throughout this presentation.

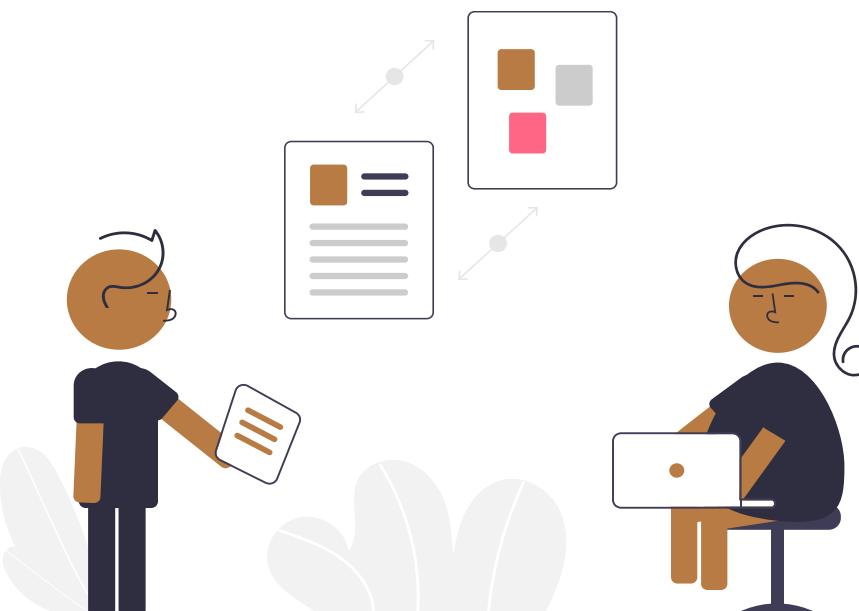
We will create a primary persona, in order to create a product that focuses on its users. Through brainstorming sessions we will create ideas, solutions, structure maps and flow maps from the user's point of view. This will create the base for the sketches of the app, which will wrap up this presentation.



Our key findings

In order to help and motivate women to get back to their previous fitness level after giving birth, we recommend the following (from most important to least important)

- Workouts need to be adaptable in terms of fitness level, as well as time and place for the workout.
- The workouts need to be informative. The users needs to know why they are doing certain exercises and what it is good for, so they can adjust the workouts to their preferences.
- Workouts need to be social in some ways, like a way to track and share progress, or to just get in touch with others friends to plan workouts together.
- The product should include information concerning mental health, such as postpartum depression and anxiety.



[Link to research 1](#)

[Link to research 2](#)



Our persona

I don't know anything about exercise, so I'd rather not do it.

Name: Johanne

Age: 28

Occupation: Teacher

Salary: 550k-600k NOK

Family: Partner and newborn

Location: Oslo, Norway

Goals

- To get back to her pre-pregnancy fitness level.
- To have more energy leftover for her child.
- To be physically strong enough to work eventually.

Frustrations

- Afraid to do something wrong or hurt herself.
- Doesn't like to spend time away from the baby.
- Can't find exercises at post-natal level.

Wants and needs

- Information about exercises.
- Short and effective workouts.
- Ability to track progress.
- Social workouts.

Biography

Johanne is a new mother of 10 weeks. She had a normal birth without any complications. She has a partner and parents offering to babysit when needed.

Johanne, like most women, experienced a dip in her overall health and fitness after having the baby. She would love to exercise when her baby is sleeping or in someone else's care, but she doesn't have much knowledge about exercise and is afraid to hurt herself. Johanne also feels like she is spending too much time indoors with her baby and wants to be social with her friends outside.

Motivations

Physical health

Mental health

Energy

Strength

Socializing

Personality

Introvert

Extrovert

Thinking

Feeling

Sensing

Intuition

Judging

Perceiving

Platforms



Devices



Scenario

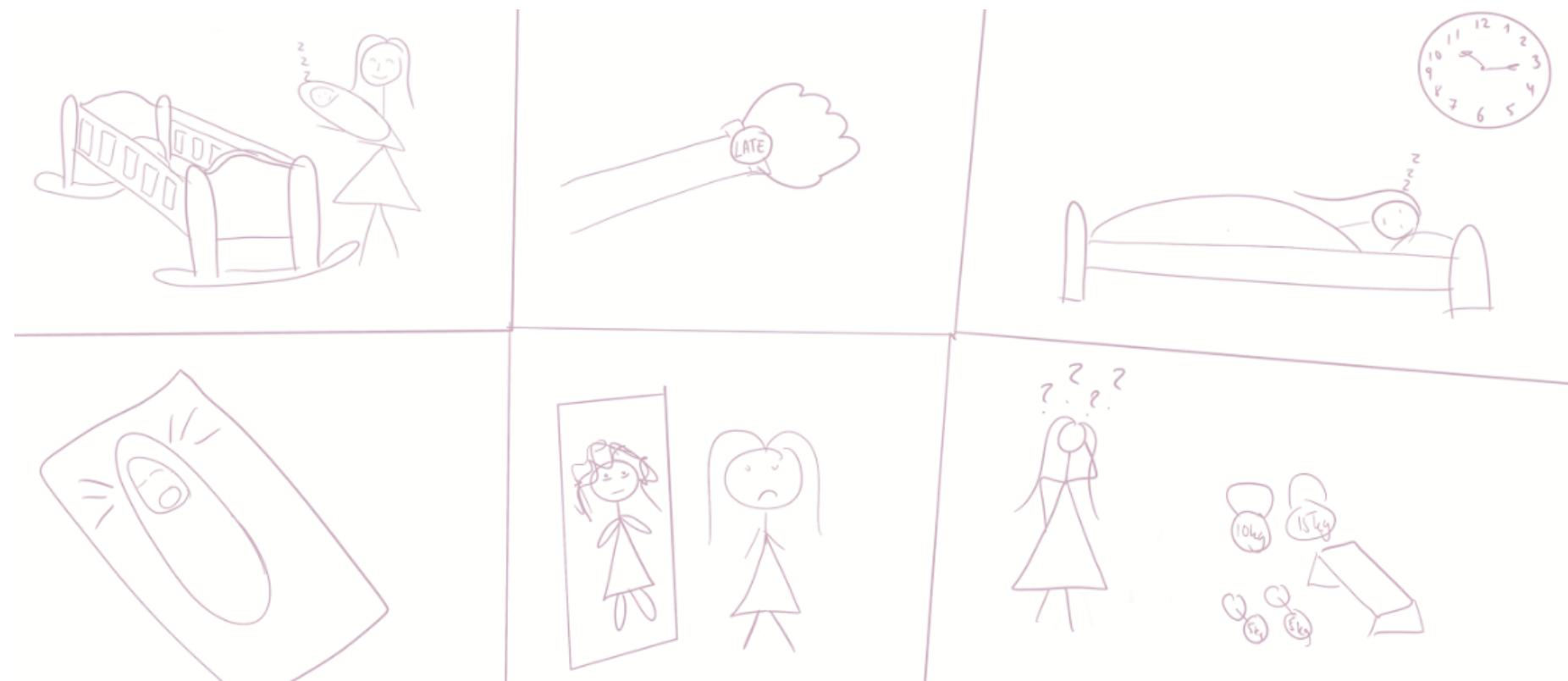
Johanne is a 28 year old mother of a 10 week old baby. She usually works as a school teacher, but is currently on maternity leave. She has an inconsistent and unpredictable daily schedule due to the baby's inconsistent sleep pattern. Johanne had a normal birth without any complications, and got cleared for exercise at 6 week postpartum.

Johanne noticed that her body has changed a lot after giving birth. Her strength, fitness and mental health went down by quite a lot, and she hasn't gotten fully used to it yet. Having a newborn means there won't be much extra time, so Johanne has spent the last 10 weeks mostly inside.

Johanne would like to regain her strength and fitness to the way it were pre-pregnancy. She has heard that this not only helps for the physical health, but also the mental health. Through exercising, Johanne also hopes she will gain extra energy and be able to socialize more.

In order to get Johanne to exercise, the workouts need to be short and effective. This will make it possible to work out while the baby is napping. She doesn't have time to plan her exercise in advance, they need to be pre-planned, explained and recommended to her and her fitness level. Johanne still needs something to motivate her to keep going, like sharing her progress with her friends on the app when the exercise is done.

Johanne is a reluctant to use the internet when it comes to exercises. She doesn't know who is posting it and if they are even qualified trainers with a relevant education. What if the exercises isn't adjusted to her situation and she ends up hurting herself?



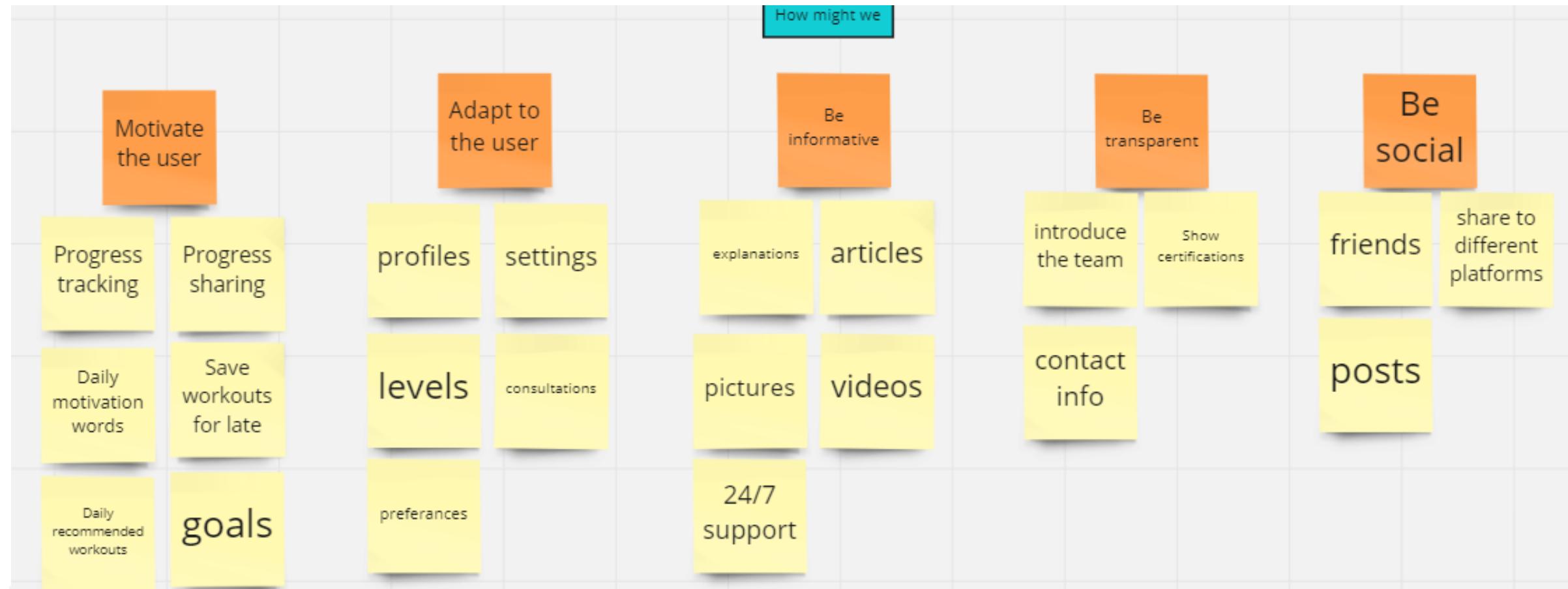
Problem statement

New mothers need an informative and time-efficient way to increase their overall health, both physical and mental health. If we can solve this problem, it would impact our users positively because they will experience a boost in their overall life experience. It could also economically benefit our business if some of this content is paid for by the user.



Ideation

[Link to miro](#)



Solution 1

The idea is to make a product that will allow new moms to have easy access to informative fitness materials. In order to make the users motivated to use the product, it should have an element of social media - to be able to have friends, and track/share the progress being made. Our users will mainly be new moms with a dip in their overall health, so the product will need to adapt to each users through consultations, preferences, and levels in the user's profile. The moms experience a lack of information in the material online, as well as not trusting most sources, so the product will need to be as informative and transparent as possible. By presenting the people behind the content and clearly showing the licenses of the staff, the users will be able to trust the product - and maybe even be willing to pay. In order to make it as informative as possible, the product should include articles on different fitness topics.

Solution 2

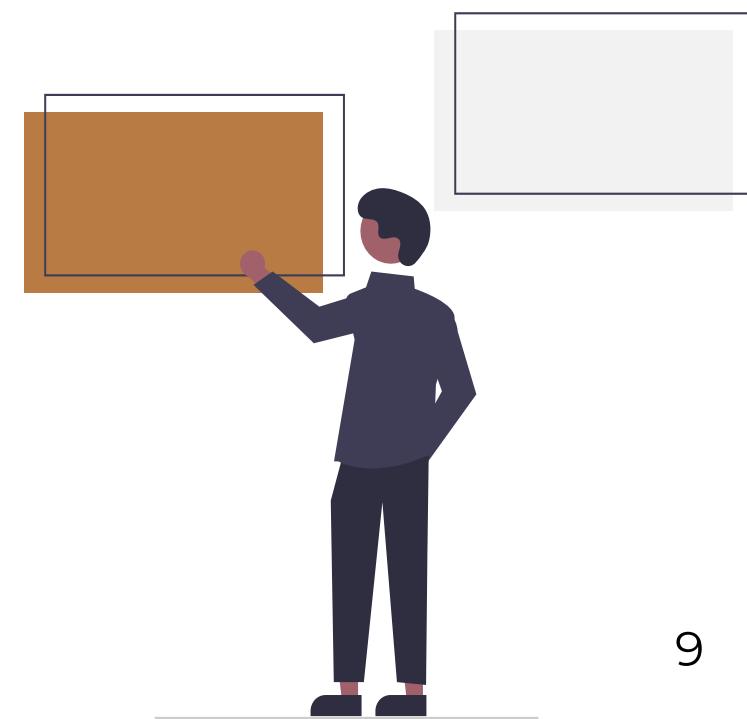
I believe that our solution should focus on making the user trust it. It should be easy to use with a simple log in access. The features should be categorised in a way that will be easy for them to find the preferred video/article quickly , as we should not forget that here time matters. The solution should also track the progress of the user and give them feedback. The product should be able to connect with many social media platforms and also have a separate section that new moms from the same area can chat with each other and organise meet ups. The solution may have bank payment options for access to more advanced features. I also believe that we should include a positivity prompt with great quotes and message to the new moms so their confidence gets boosted every time they use our product. The product should include who the instructors are and their experience , it should also combine instructors from different ethnicities and body types and shapes. Our solution needs to have a great customer support so i suggest a 24/7 support helping on our users needs. Our users shall be able to work out on their own path , saving the exercise for later if they are not able to do it at that moment.

Top Solution

We made each our solutions, after we conducted a brainstorming session. Our solutions were very similar, so we decided to go for solution nr 2. This is because it covered most of what solution 1 included, but with a couple more additions. This solution will mostly focus on being time-efficient and motivating for the users.

Solution 2

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Requirements

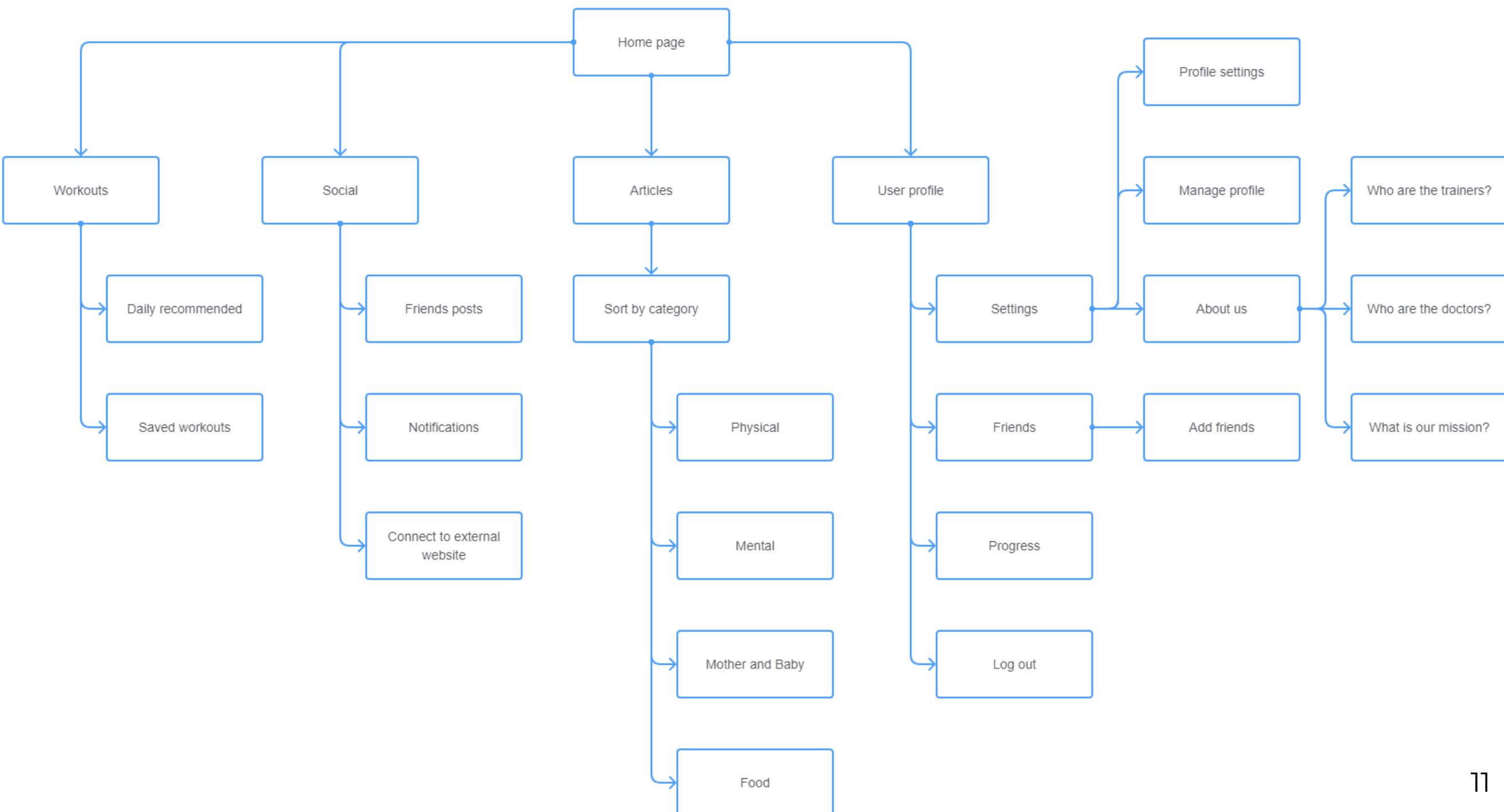
In order to get a clear overview of what the product is and what it needs, it is important to make a requirement definition. This has been done in a spreadsheet, linked below.

Link to spreadsheet

Data	Technical	Function	Contextual
LOG IN /SIGN UP	LOG IN /SIGN UP	LOG IN /SIGN UP	LOG IN /SIGN UP
Buttons	IOS / Android Compatibility	Easy register options , both manually and using Social Media Accounts or Gmail.	Social Media buttons will have their brands logo and color
Input Fields	Social Media Platforms Access	Create a profile from scratch with own email and password	Inputs will be labeled
Email, name, location, age, password	Access to Wifi/4G		
HOME	HOME	HOME	HOME
Buttons: Log out, settings	IOS / Android Compatibility	Access to navigation bar	The main feed is the primary page pf the app.
Icons	Social Media Platforms Access	Acces to user profile	The main feed allows the user to decide the tab/feature that the user will use
Tab bars	Access to Wifi/4G	Allows user to see , search ,engage and save topics within the app	The main feed contains the users profile and informations regarding it.
Scroll	Network Location Access	Allows user to know what is included in the tabs	
UI Cards			
NAVIGATION BAR	NAVIGATION BAR	NAVIGATION BAR	NAVIGATION BAR
Icons	IOS / Android Compatibility	Gives user access to all sections	User has access to all app features
Tab bars: Home, workouts, social, articles, user profile, about us	Social Media Platforms Access	Allows user to navigate through the app	Gives the user access to their profile
	Access to Wifi/4G	User can move forwards or backwards in the navigation bar	Labels are easy to understand
USER PROFILE	USER PROFILE	USER PROFILE	USER PROFILE
Sidebar	IOS / Android Compatibility	Gives the user access to information , settings , privacy policies and more.	Using the user profile, users are able to see, save or change features in the app so it suits them.The user profile is one the side of the app and contains many information about the user ,their location ,age , preferences and settings.
Text	Social Media Platforms Access	Users can see their history	
Pagination	Access to Wifi/4G	Users can save videos or artciles to see or read later.	
Email	Network Location Access		
WORKOUTS	WORKOUTS	WORKOUTS	WORKOUTS
Filters (types of workouts)	Access to Wifi/4G	Gives the user an overview of the available workouts	Workouts are thoroughly explained.
Recommended workouts	IOS / Android Compatibility	The user can see their recommended and saved workouts	Workouts are show with pictures or videos.
Saved workouts		The user can click on workouts to give more information	Workouts are easily saved with a click of a button.
SOCIAL	SOCIAL	SOCIAL	SOCIAL
Text	Access to Wifi/4G	The user can see posts	The posts will have clear buttons for like, share, comments
Tabs	Location	The user can add friends	Users can plan workouts together
Icons	IOS / Android Compatibility	The users can share progression	
ARTICLES	ARTICLES	ARTICLES	ARTICLES
Filters (types of articles)	IOS / Android Compatibility	Gives the user an overview of articles in different genre	The articles are organized with groups and filters, with logical names
Recommended articles	Access to Wifi/4G		
Saved articles			
ABOUT US	ABOUT US	ABOUT US	ABOUT US
Side Bar / List	IOS / Android Compatibility	Allows the use to learn more about the app.	Page is formed in categories so the user
Contact form	Social Media Platforms Access	User can contact the customer service and suport for inquires.	can easily choose the desired category/page.
	Access to Wifi/4G	The page has a Q&A side bar with important information about the app.	Q&A is listed on the page together with a contact form so the user can easily access the customer service by sending a form or call them.

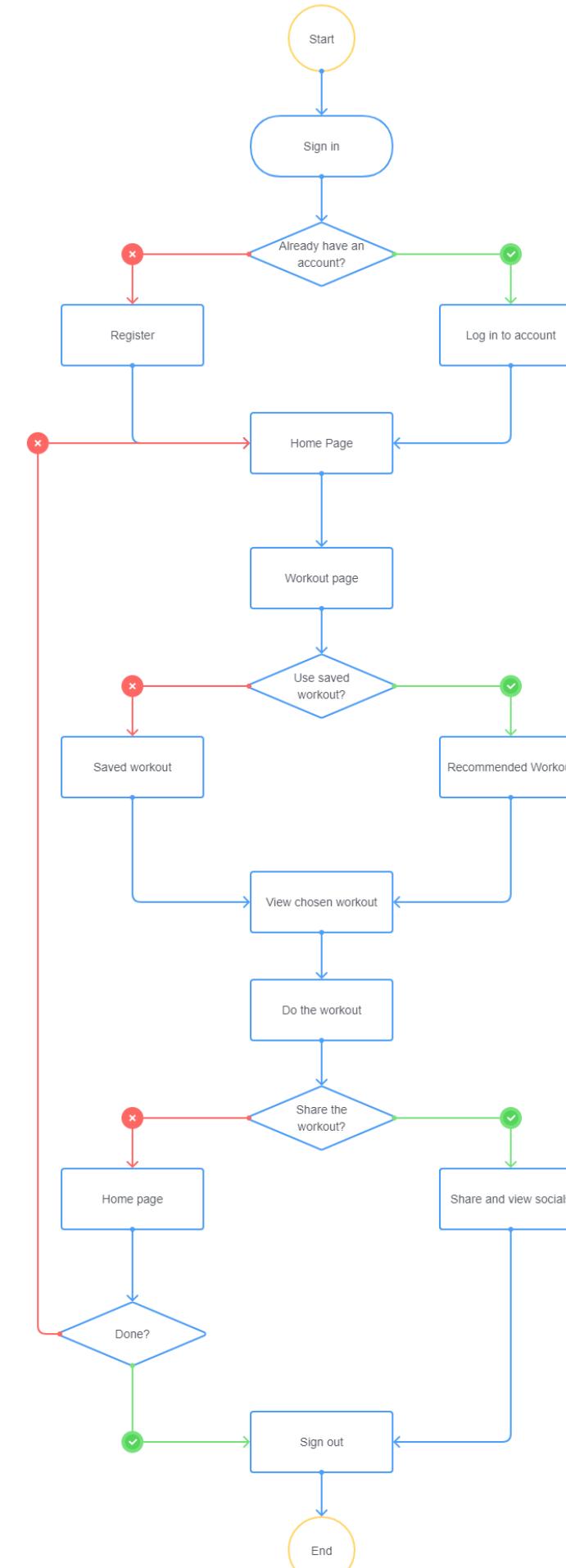
Information architecture

It is extremely important that the app is not overwhelming for the user. By having no organization nor structure will make it hard for the user to use our product effectively and seamlessly. To get a clear overview of the structure of the product, we have made an information architecture on flowmap that is linked later in the presentation.



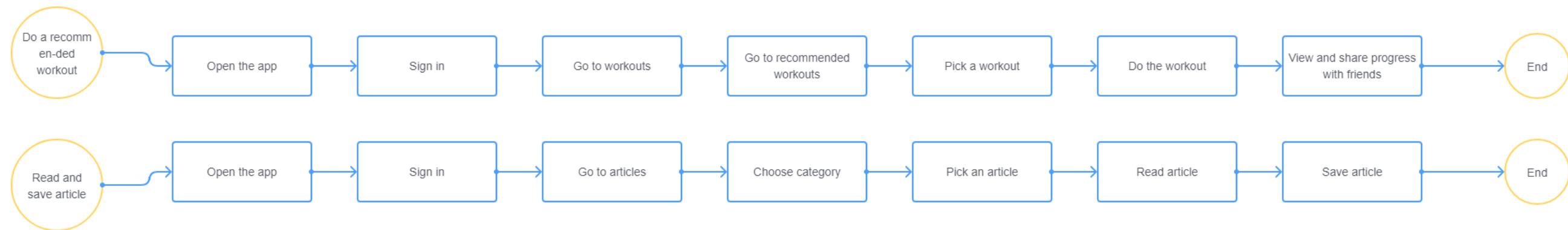
User flow

It is also important that we view the website from the perspective of our persona, Johanne, while trying to accomplish a specific goal. To do this, we have made a user flow with our most common goal - to find and do a workout.



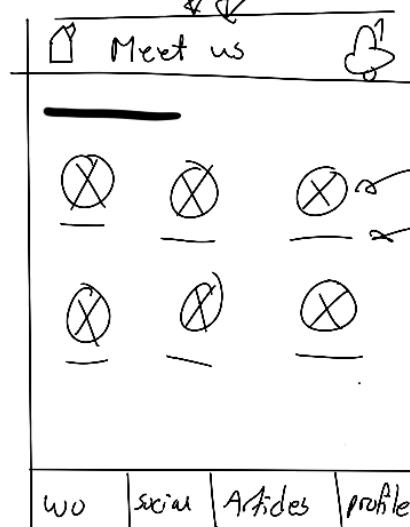
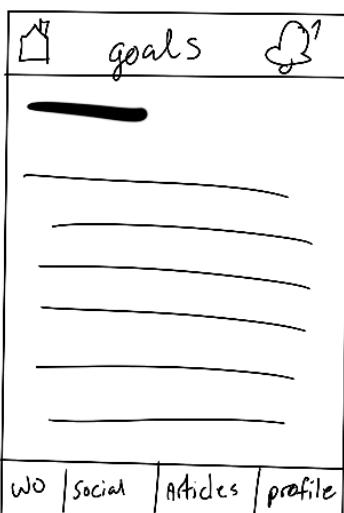
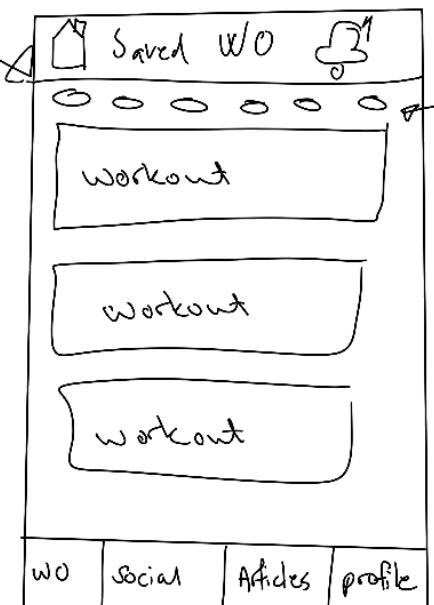
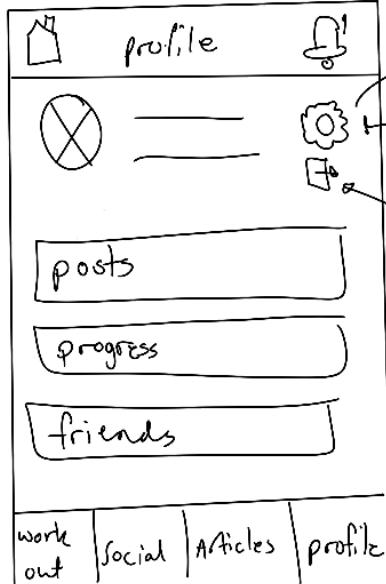
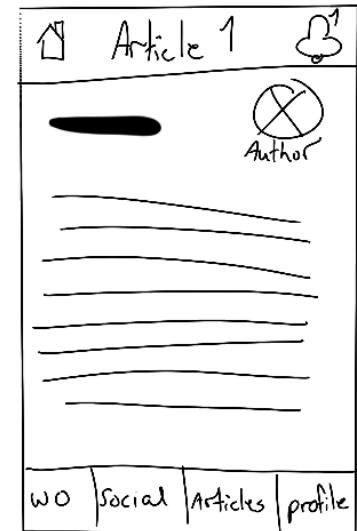
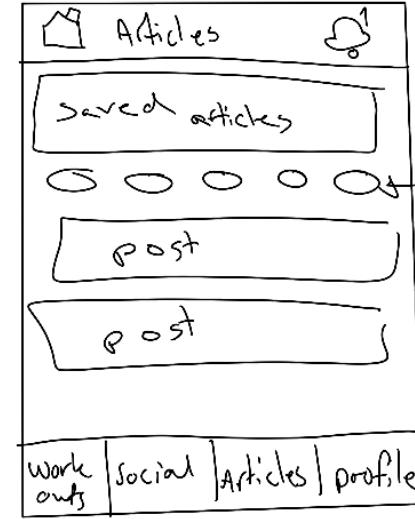
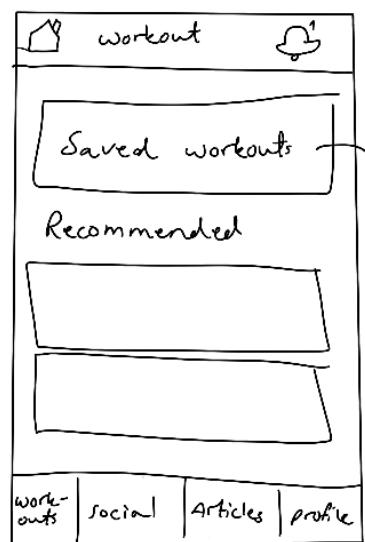
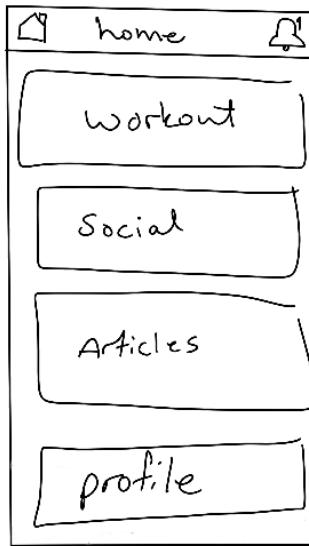
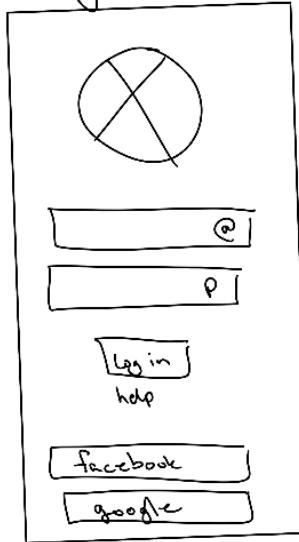
Task flow

Task flows are very similar to user flows, although it does not necessarily have to be from a specific persona's view. A task flow shows a much more high-level overview of the steps in order to achieve a goal. In this case we have made two tasks flow - one for doing a workout and one for reading articles.



[Link to flowmapp with IA, user flow and task flow](#)

Log in



Sketches

Persuasive design

In order to implement persuasive design into our product, we have to take the six universal rules of persuasive design and the three levels of design into consideration. If these rules and levels are implemented correctly, the users will both start and continue using the product.

The six universal rules of persuasive design: **Reciprocity, scarcity, authority, consistency, liking, and consensus**. (Noroff, School of technology and digital media, n.d.a)

According to Don Norman, users have an emotional system that consists of three different yet interconnected levels. Each of the levels influences the users' experience of the world in a certain way (Noroff, School of technology and digital media, n.d.b). These levels are **viceral**, **behavioural**, **reflective**.

Viceral:

First impressions of the product

To make the user comfortable using the product, and to not feel overwhelmed, we want to have a clean and predictable UI, i.e having somewhat the same layout on most pages, with calming colours and organized navigation.

Behavioural:

Experience of the product

To improve the usability of the product we want to implement a good structure of the content by breaking the product into smaller pieces and make it easy to navigate with logical and explanatory names on the buttons. The home-button will always be available (upper left corner) in case the user accesses somewhere they did not intend to and needs to go back.

Reflective:

Afterthought of the product

The reflective level is where most of the new users becomes regular users. If we give free samples of the content we would enforce **reciprocity**, by making the users pay for content we would enforce **scarcity**, by showing the professionals behind the content we would enforce **authority**, by having the users sign up to access the content we would enforce **consistency**, by having a progress sharing between friends we would enforce **consensus** and **liking**. This will give the users several reasons to come back to and reuse this product over time.

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