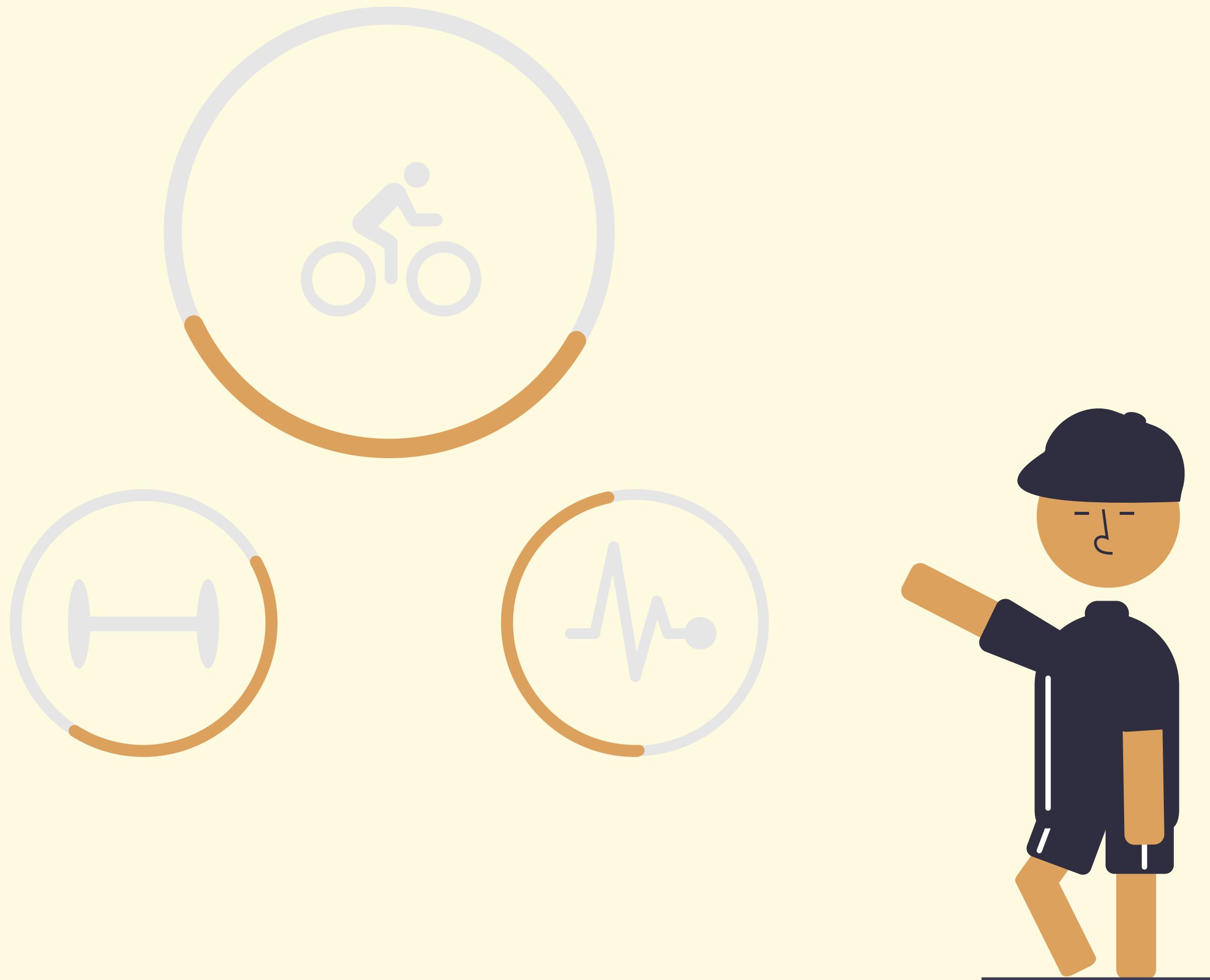


MOVEIT

W27.UXM03



INTRODUCTION

In this assignment I will be designing a workout app called Movelt, that can be used in an ecosystem, i.e a phone app and a smartwatch. When it comes to designing across devices, there are a few things to keep in mind to make the product feel similar even though it's made for different screens and usage. I have decided to design for the smartwatch from Apple in this presentation.

At first I started to empathise with the user given in the assignment, Jarno. I made a persona, scenario and userflow based in this. This will help me maintain a user-centric design process.

In the ideation process, I made some hand-drawn sketches to get the process going. Then I made digital, low-fidelity wireframes based off my sketches.

I then iterated on the low-fidelity wireframes until I was happy with the result, which ended up being three iterations. I then made the last iteration into mid-fidelity wireframes.

To end the presentation, I will show the mid-fidelity wireframes and link the prototypes that I have made.

DESIGN

When designing a product, there are some guidelines and principles to follow.
In this assignment, I have mainly focused on these:

Visual design principles inform us how design elements such as *lines, shape, color, grid, or space* go together to create well-rounded and thoughtful visuals. (Gordon, K. 2020)

1. Scale
2. Visual hierarchy
3. Balance
4. Contrast
5. Gestalt
 - Mainly similarity, continuation, proximity, symmetry, and order.

As always, I have Jakob Nielsen's 10 Usability Heuristics in the back of my mind when creating designs and wireframes.

In order to get some inspiration for my design, I did a quick look on Dribble. I also drew inspiration from the Fitbit mobile app that I often use in my everyday life.

STRUCTURE

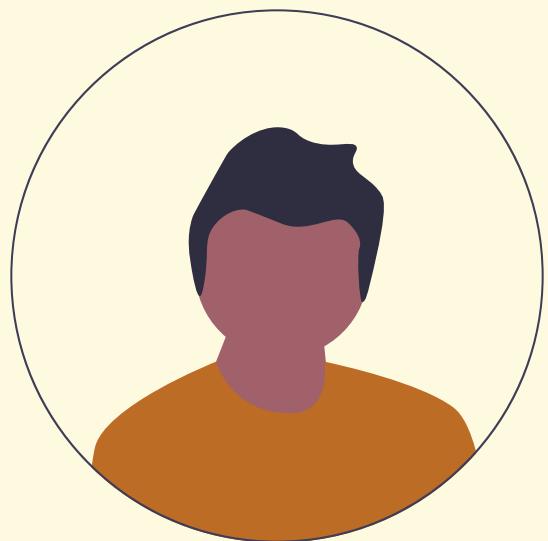
I decided to go with a hierarchical structure for the mobile app, and a page-based structure on the smartwatch. This is because of the additional features on the mobile app that makes it more complex. There are a few additional features on the smartwatch, which makes it easy to use a page-based structure.

When designing for smartwatches, there are a few common practices to keep in mind in order to be suitable with a smartwatch. One example is the battery life of the smartwatch; users expect long lasting batteries. A common practice to maintain the battery life is by making the watch products dark mode by default, preferable true black background. Another issue with designing for smartwatches is the limited screen sizes, so icons and small animation are used much more than on standard phone apps.

Due to the limited buttons and screen sizes on smartwatches, there is a need to use gestures more than on a standard app. Gestures will be used to switch between different screens, wake up the screen or dismiss e.g. notifications. Gestures like swipe has been implemented to the smartwatch prototypes.

There is always a question between making product native or hybrid. Native product are made specifically for certain devices and/or ecosystems, while hybrid is made for several devices across ecosystems and brands. In this assignment, I have a phone app that is usable on different devices, but the smartwatch design has been made for the Apple watch (40mm screen).

JARNO LINDEMAN



Age: 42 years

Occupation: Design manager

Location: Berlin, Germany

Devices: Smartphone,
smarthwatch

I rarely have access to a
gym or equipment

Jarno Lindeman is a 42 year old design manager located in Berlin, Germany. His everyday life is busy, he has a partner and 2 kids next to his job as a manager. He has to travel a lot for work, so his daily routine is very inconsistent.

Jarno wants

- ... simple at-home workouts without the need for equipment.
- ... simple workout that he can do on the go, like airports.
- ... an easy way to track his activity and heart rate over time.

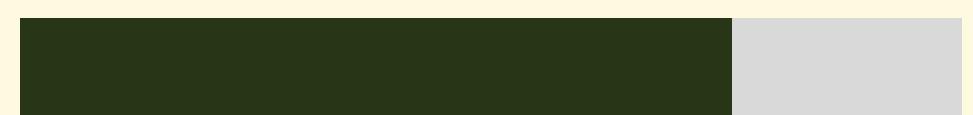
Goals

- To exercise consistently.
- To exercise target areas.
- To increase heart health.

Tech



Motivation



Drive



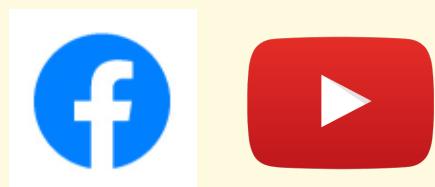
Focus



Devices



Platforms



SCENARIO

Jarno is a 42 year old design manager. He lives a busy lifestyle with a lot of travelling and long hours in front of the computer. At home he has a partner and 2 kids, so there is not much time for him to go to the gym when he's at home either. This affects Jarno's overall health.

Jarno does not work out as much as he wants, due to his busy lifestyle. He often forgets to workout, so his routine is inconsistent and unstructured. He does, however, use his smartphone and watch to track his steps and heart-rate.

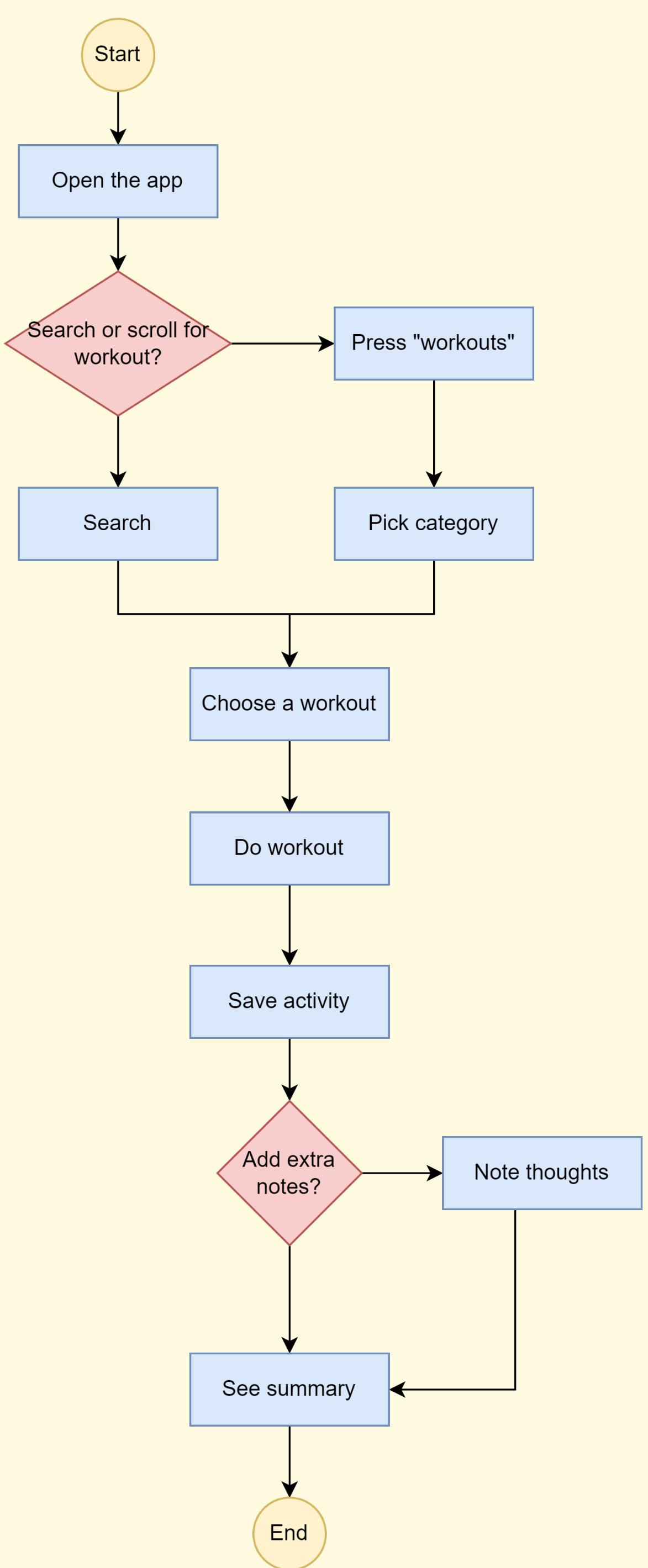
He would like to have a more consistent workout plan, as well as the ability to see his progress over time. His main goals is to gain strength and improve his heart health through simple at-home friendly workouts. This will hopefully improve his health and give him extra energy after sitting in front of the computer all day.

In order to make Jarno exercise consistently, his devices have to remind him to workout at times when it suits him. The workout need to be easy and without equipment, since he rarely has access to it nor the time to get somewhere. Workout you can do during work or travels is a big plus and would benefit Jarno in several ways.

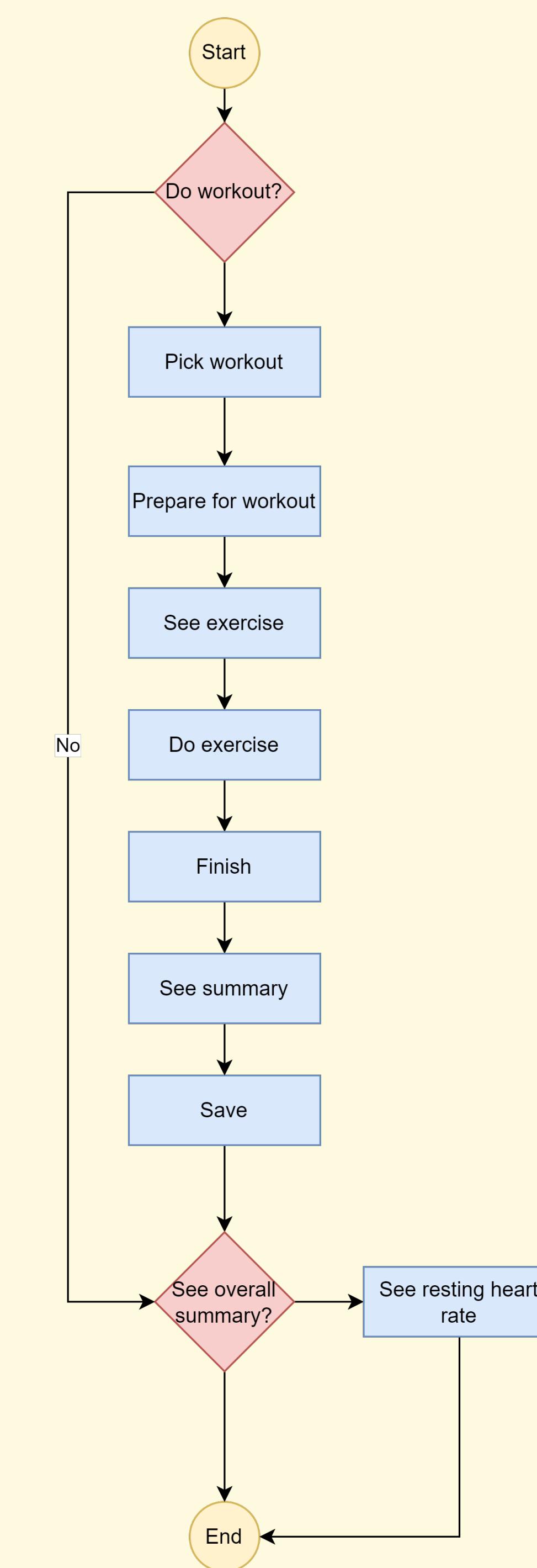
Jarno is a tech-savy person and quickly adapts to new technology. He still needs it to fit his needs and everyday life. If it doesn't, he still risks forgetting or not making the time for workout.



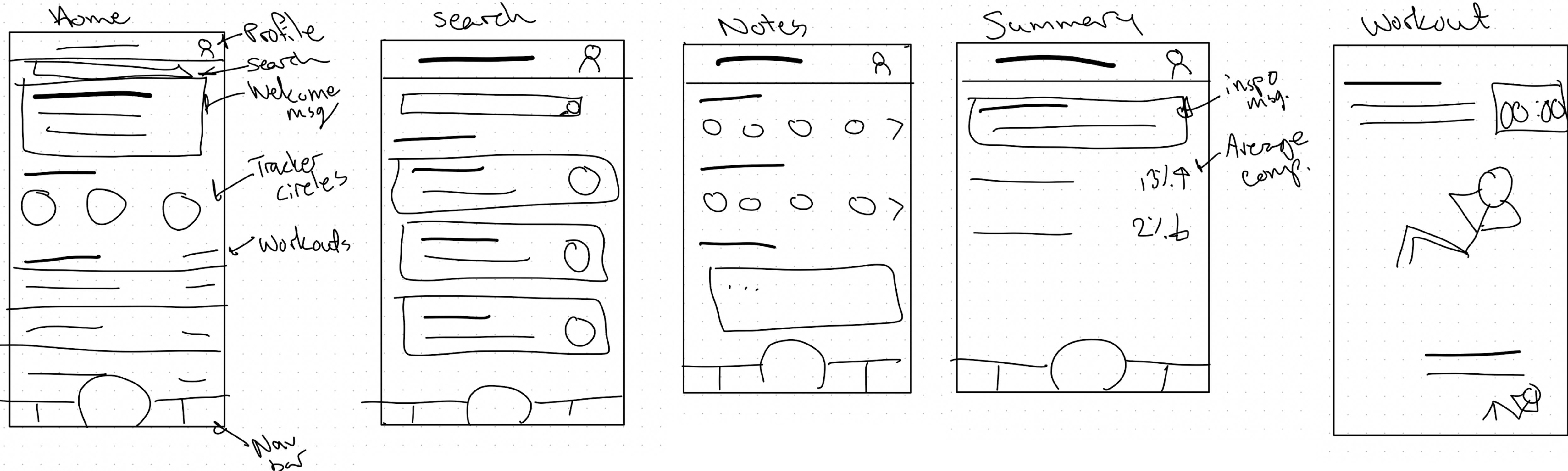
Mobile



Watch

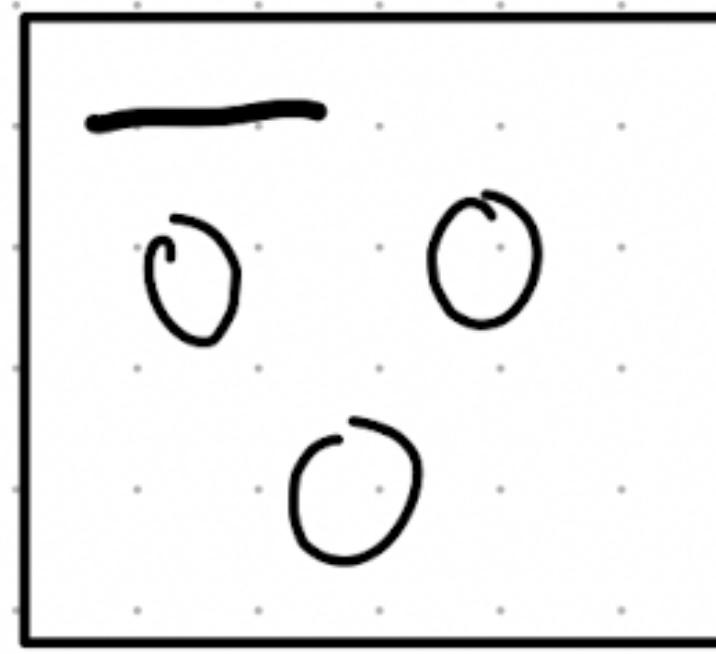


Sketches - App

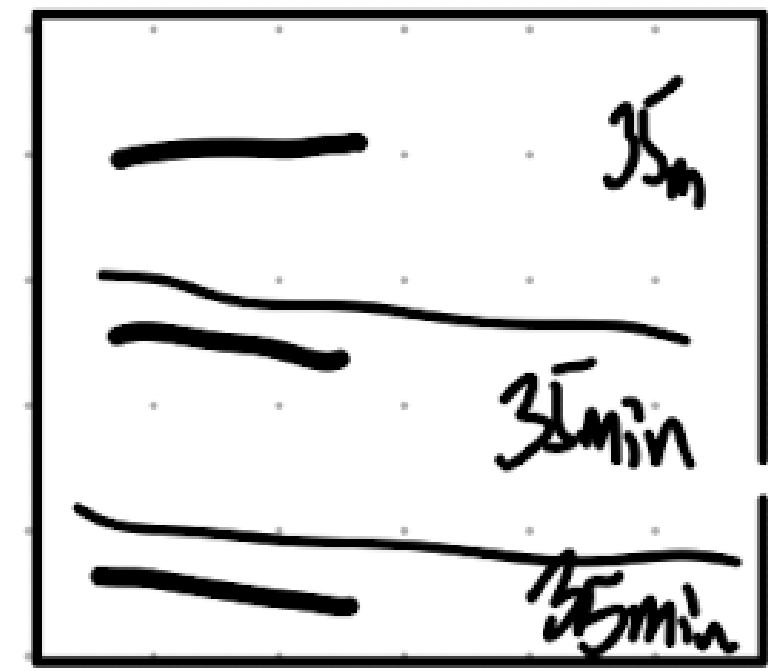


Sketches - Smartwatch

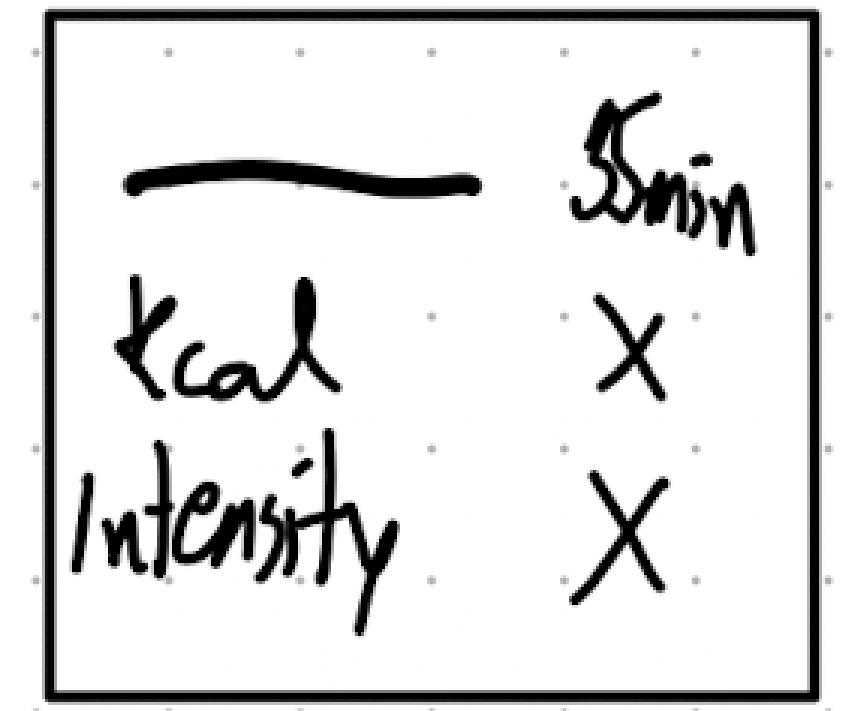
Front page



Workouts saved



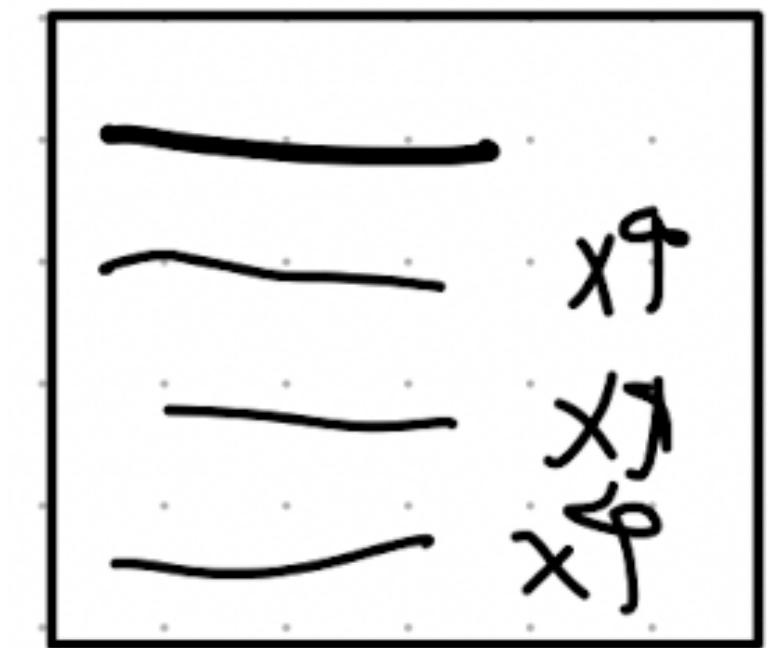
Workout overview



Workout

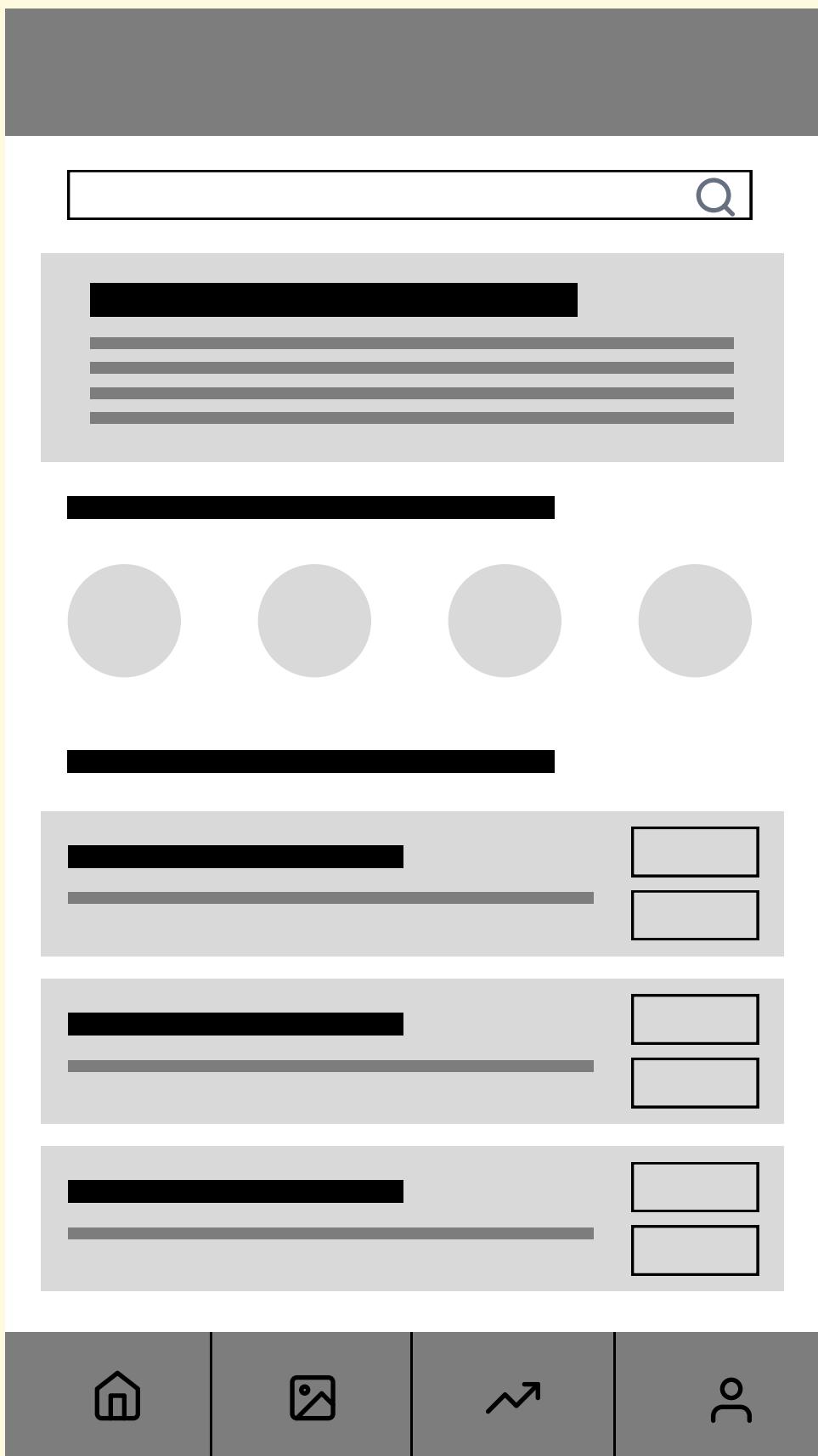


Summary

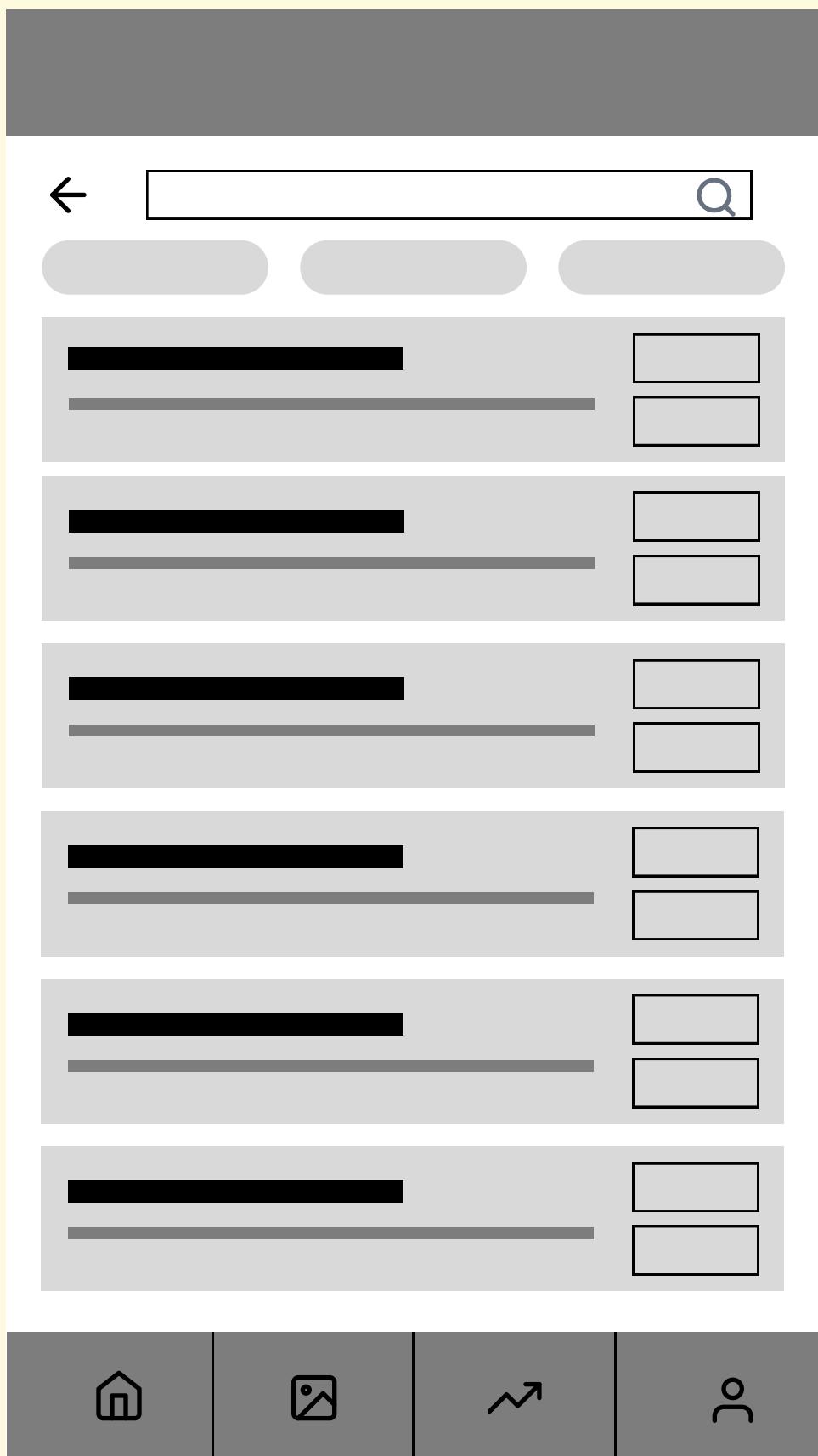


Low-fidelity wireframes - App

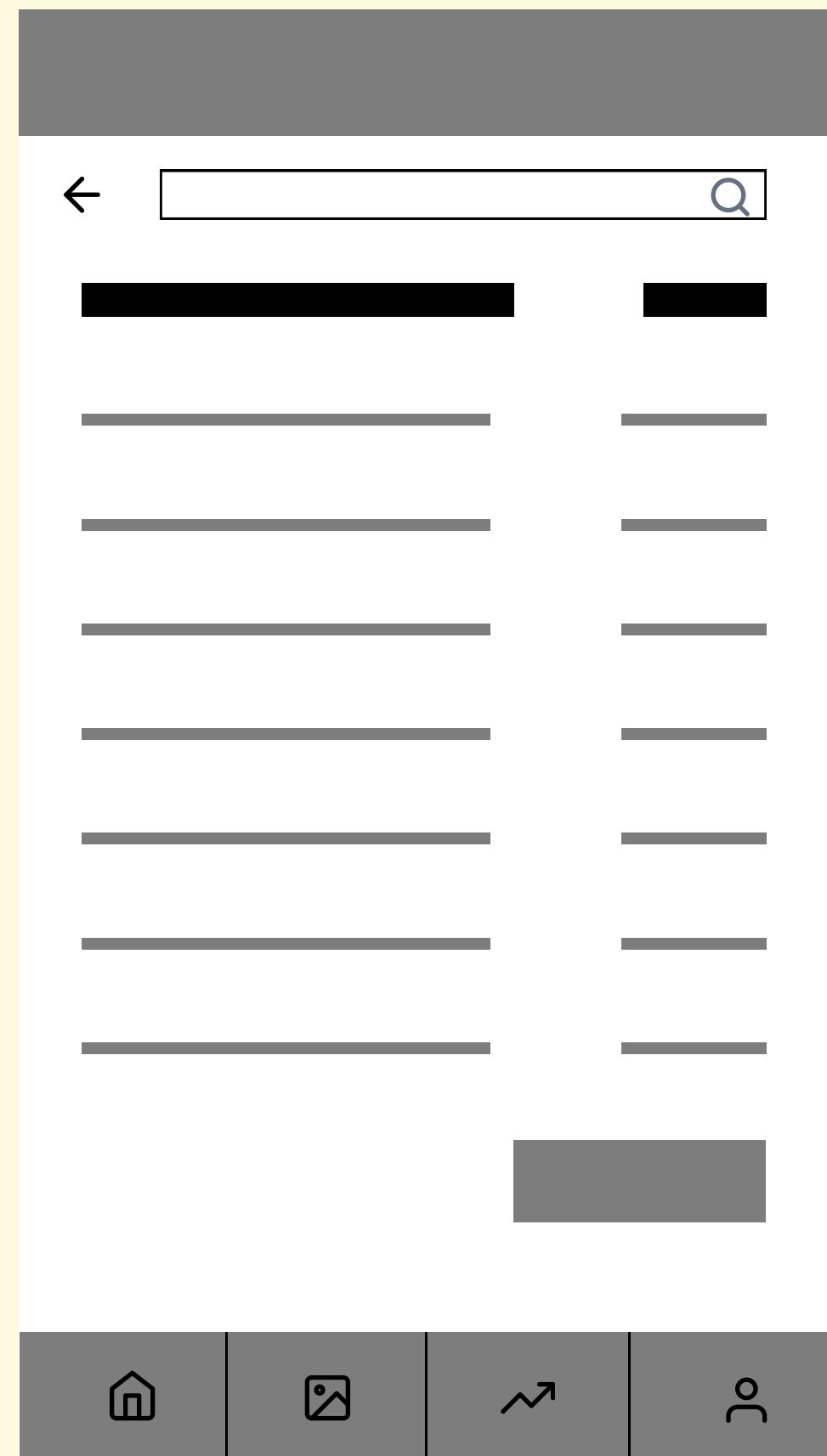
Home page



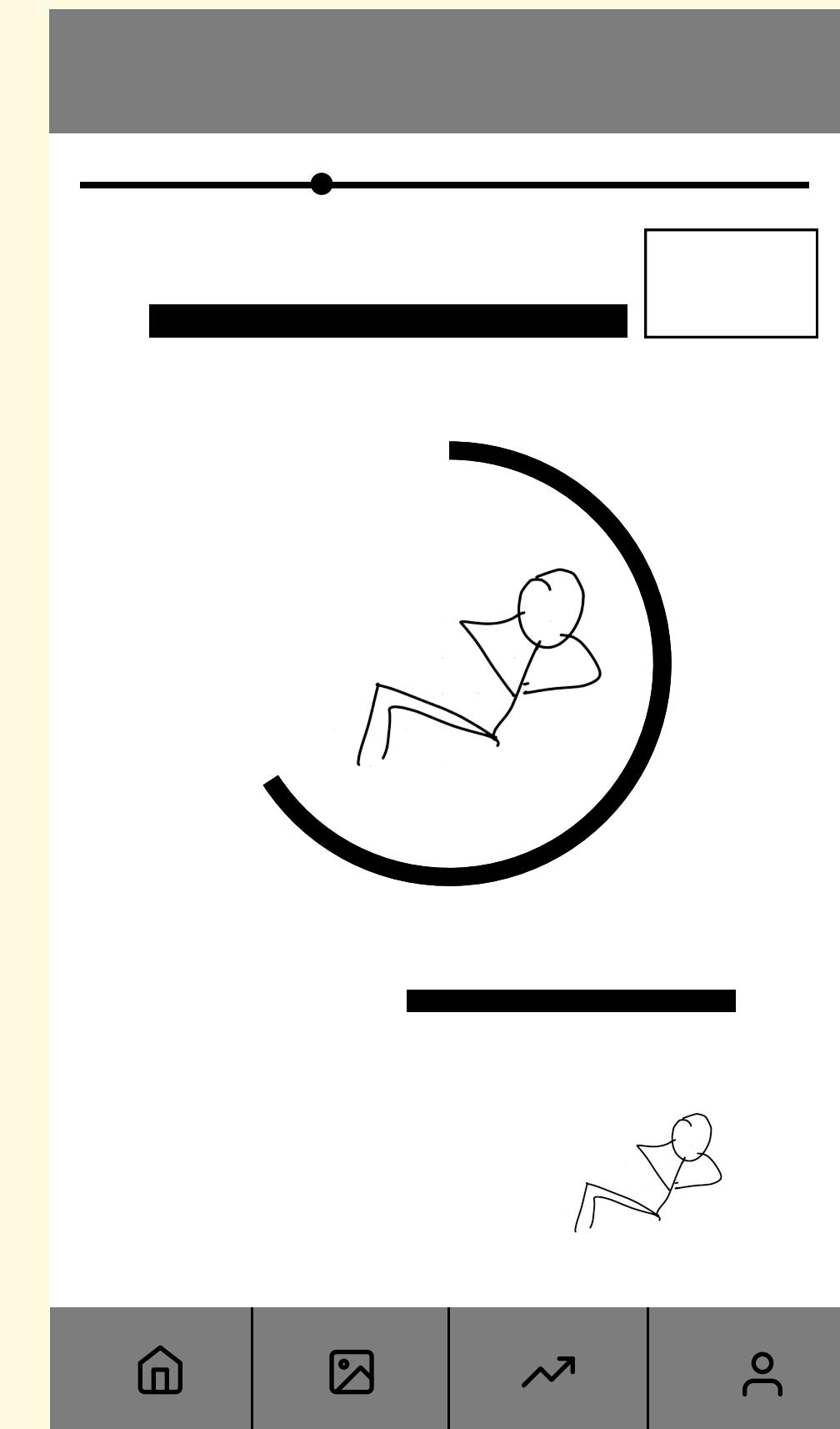
Workout search



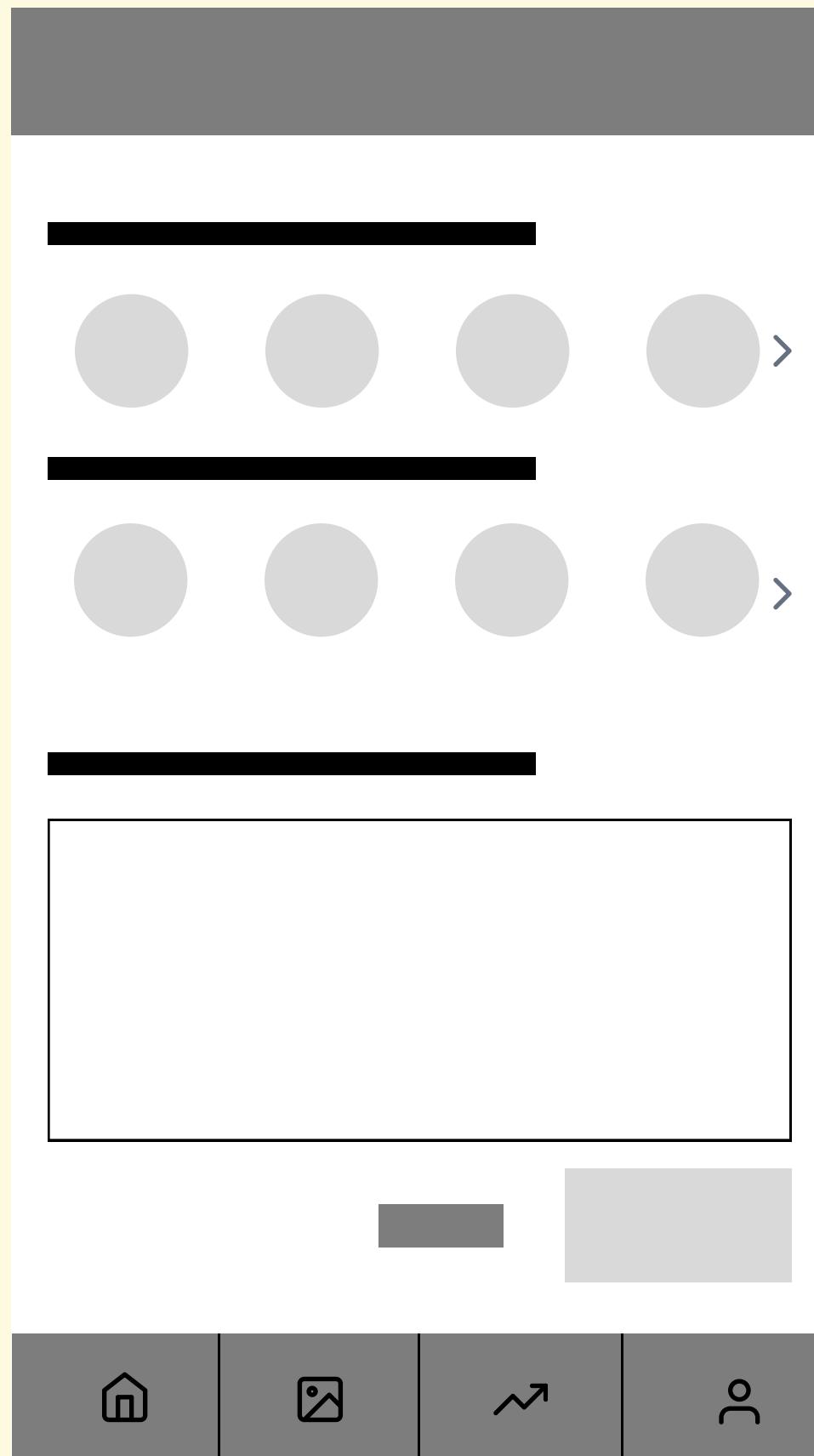
Workout overview



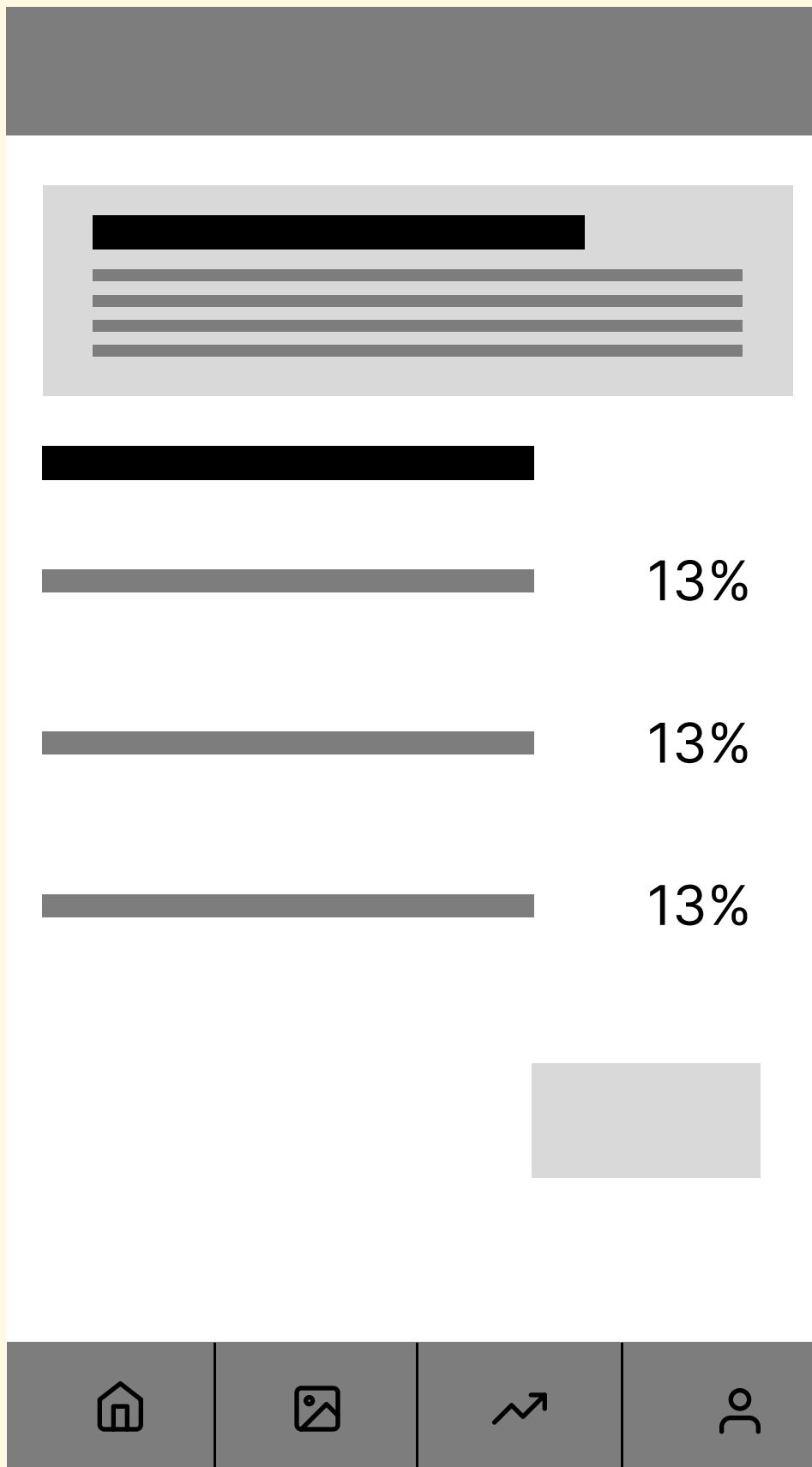
Workout



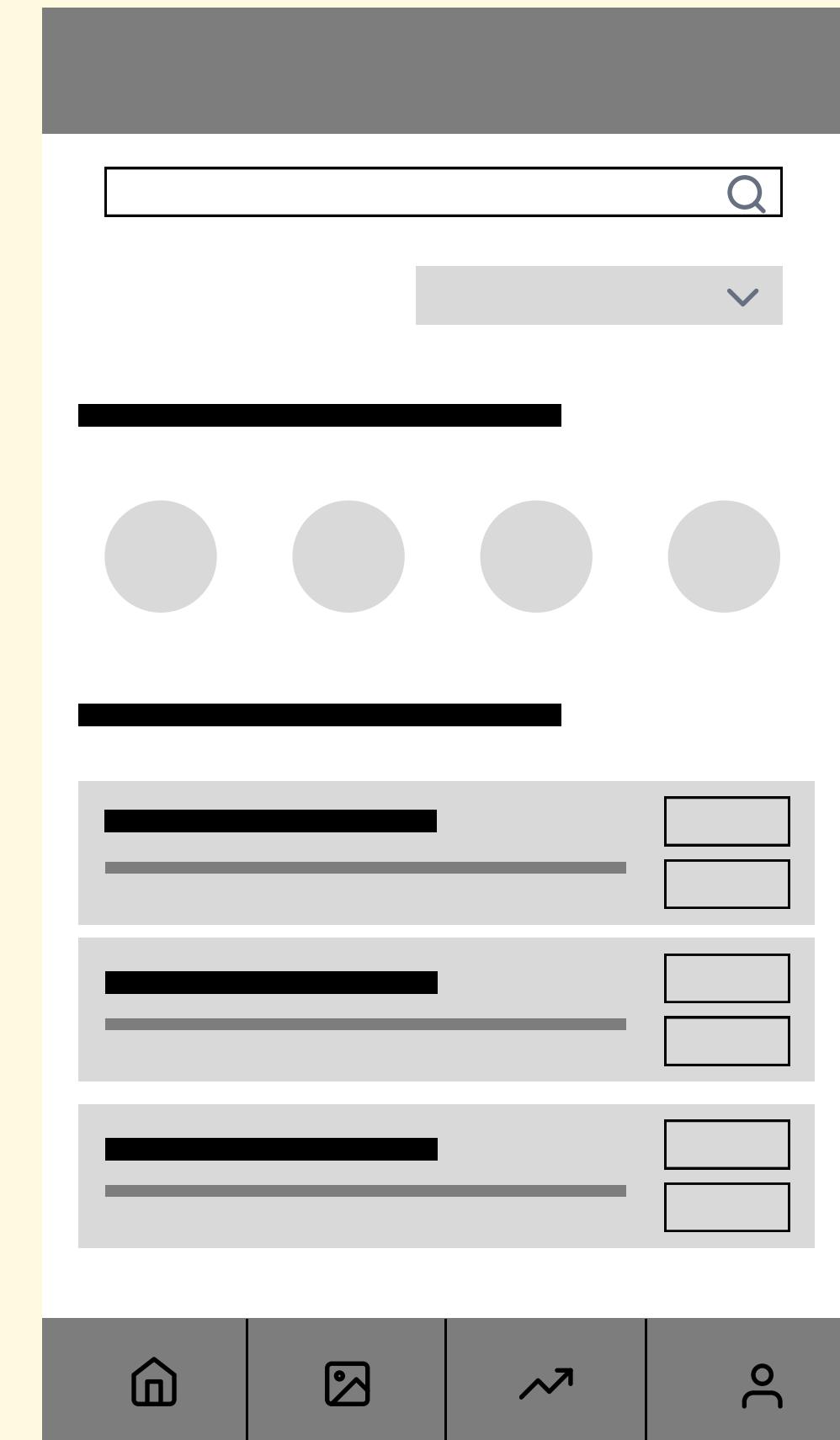
Notes



Summary

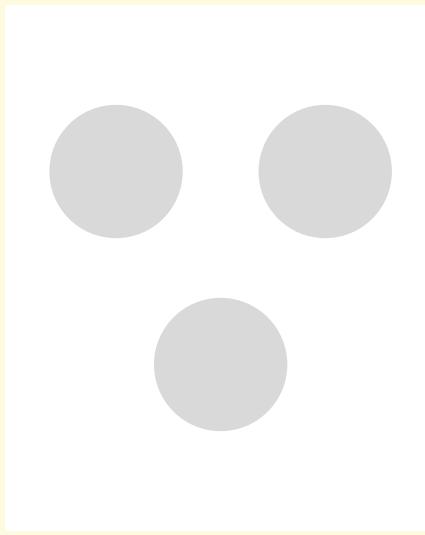


Overview

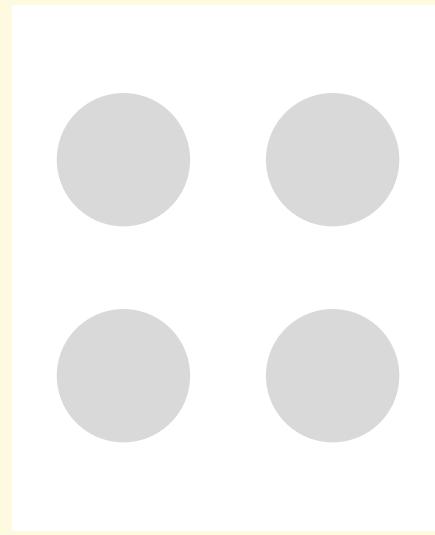


Low-fidelity wireframes - Smartwatch

Hearrate



Front page



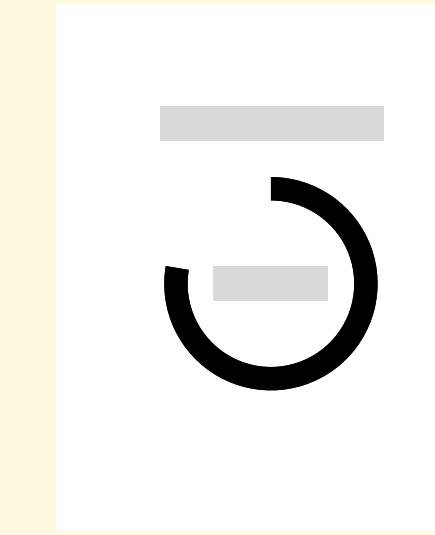
Workouts saved



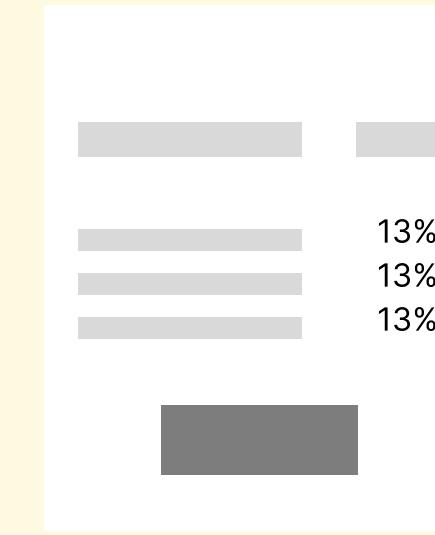
Workout overview



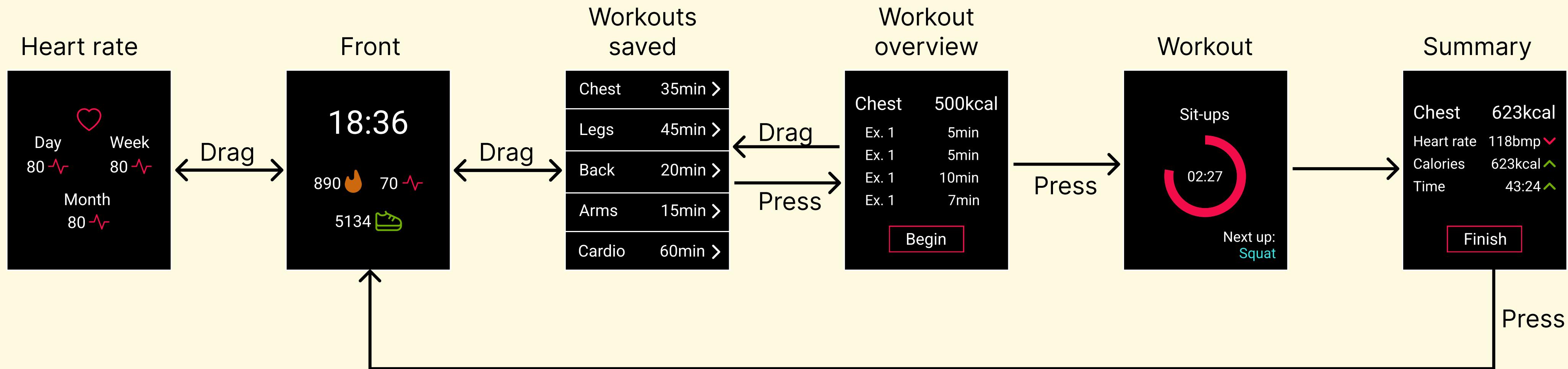
Workout



Summary

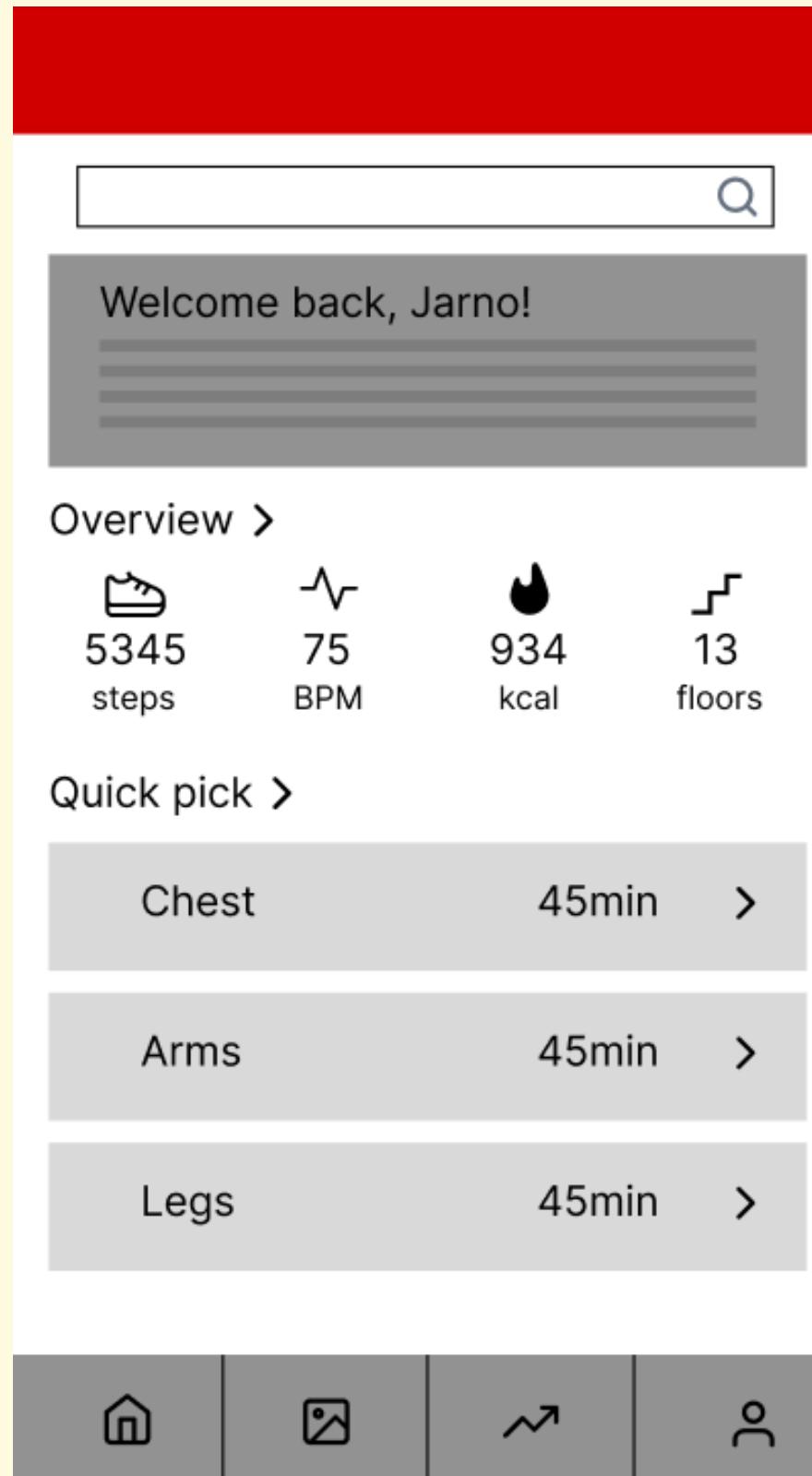


Mid-fidelity wireframes - Smartwatch

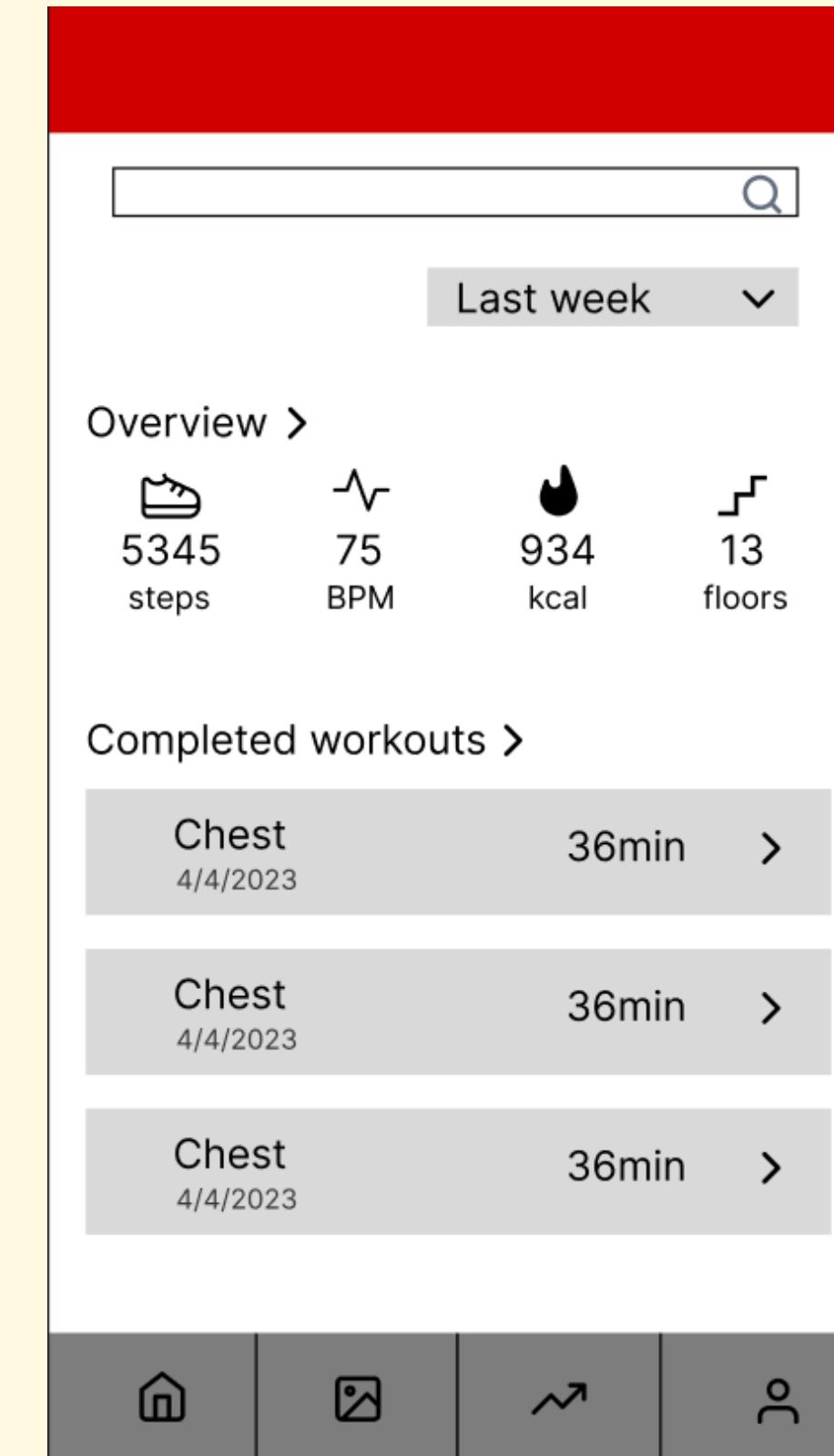


Mid-fidelity wireframes - App

Home page



Overview



Workout search

← Q

Chest Legs Arms >

Workouts

Chest 45min >
Arms 45min >
Legs 45min >
Chest 45min >
Arms 45min >
Legs 45min >

Home Camera Map Profile

Workout overview

← Q

Chest **345kcal**

Exercise 1 5min
Exercise 2 5min
Exercise 3 5min
Exercise 4 5min
Exercise 5 5min

Begin

Home Camera Map Profile

Workout

Sit-ups 4:33



Next up:
Squats



Home Camera Map Profile

Notes

Energy



Mood



Personal notes

Skip Save

Home Camera Map Profile

Summary

Great work!

Summary

Heart rate 118bpm ↘
Calories 623kcal ↑
Time 43:24 ↑

Finish

Home Camera Map Profile

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APPENDIX

Iterations

Prototypes