

# **WIREFRAMES**

## **POSTNATAL FITNESS**

### **MOBILE APPLICATION**

NEXT

**BY THEA AND KAYA**

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# INTRODUCTION

Finally! We are ready to develop the app from RAI04 even further.

From previous assignments we have empathized with our targets, defined our findings, generated ideas based on user needs and created low-fidelity wireframes for our potential application.

For this assignment we are given the task to create a low-fidelity wire flow from 3-5 userflows.

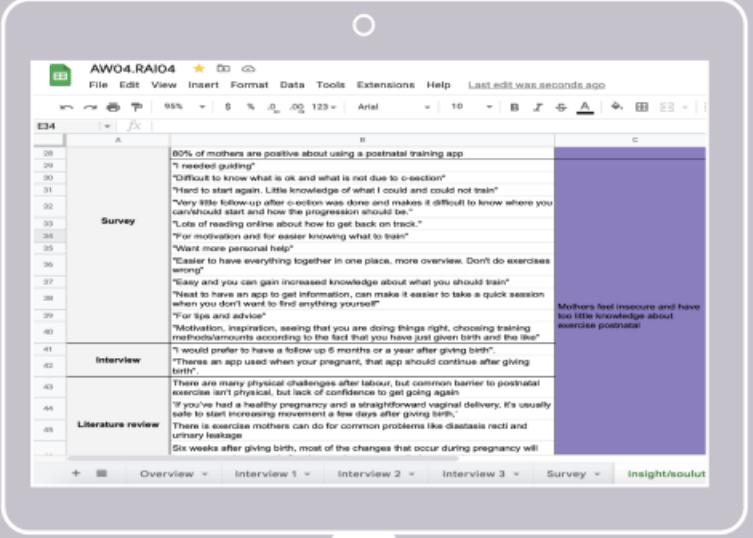
We have been two students who have collaborated this week, this is the first time we work together which means that we have merged main findings and content that was similar from our individually RAI04 assignments. We wanted to mix the groups and get some new inputs to learn from each other as there is still some uncertainty around how to do the process right.

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# RETROSPECT

## INSIGHT

**Insight**



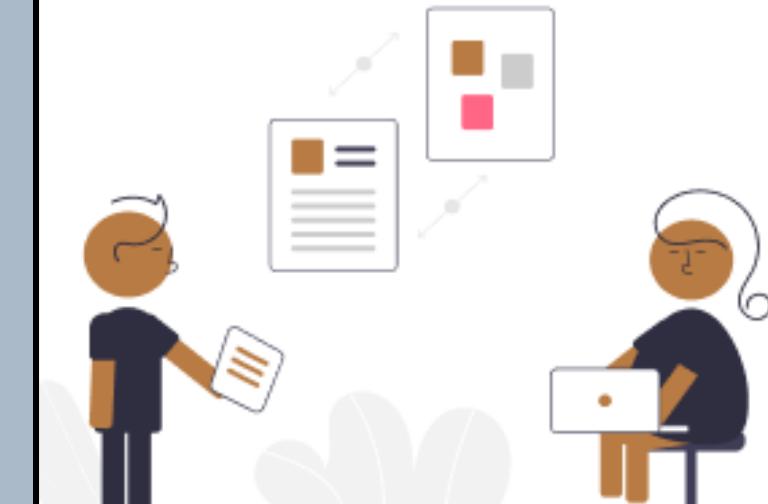
[Click to see spreadsheet](#)

- Mothers exercise postnatal to "get their bodies back", gain strength and good health  
Before pregnancy mothers are motivated for exercise to improve their health, however after pregnancy mothers wanted their body to recover to previous level and strengthening their body to meet the demands that come with being a parent.
- Mothers have difficulties prioritizing exercise due to lack of time, low energy and Individual health challenges after birth.  
During our interviews and result from survey the mothers told us about different health challenges like weak pelvic floor, diastasis recti, C-section, fatigue and not be able to prioritize themselves while taking care of a newborn.
- Mothers feel insecure and have too little knowledge about exercise postnatal  
Although physical challenges and lack of time was common barrier to exercise postnatal, the main barrier was lack of confidence to get going again regarding knowledge and health follow-ups post natal.
- Mothers are positive to an app because availability and spontaneity.  
Everyone was positive to a postnatal fitness app and the majority wanted the app to be personalized according to their own needs and with option of personal profile, receiving notifications, analyzing and showing their development

**Our key findings**

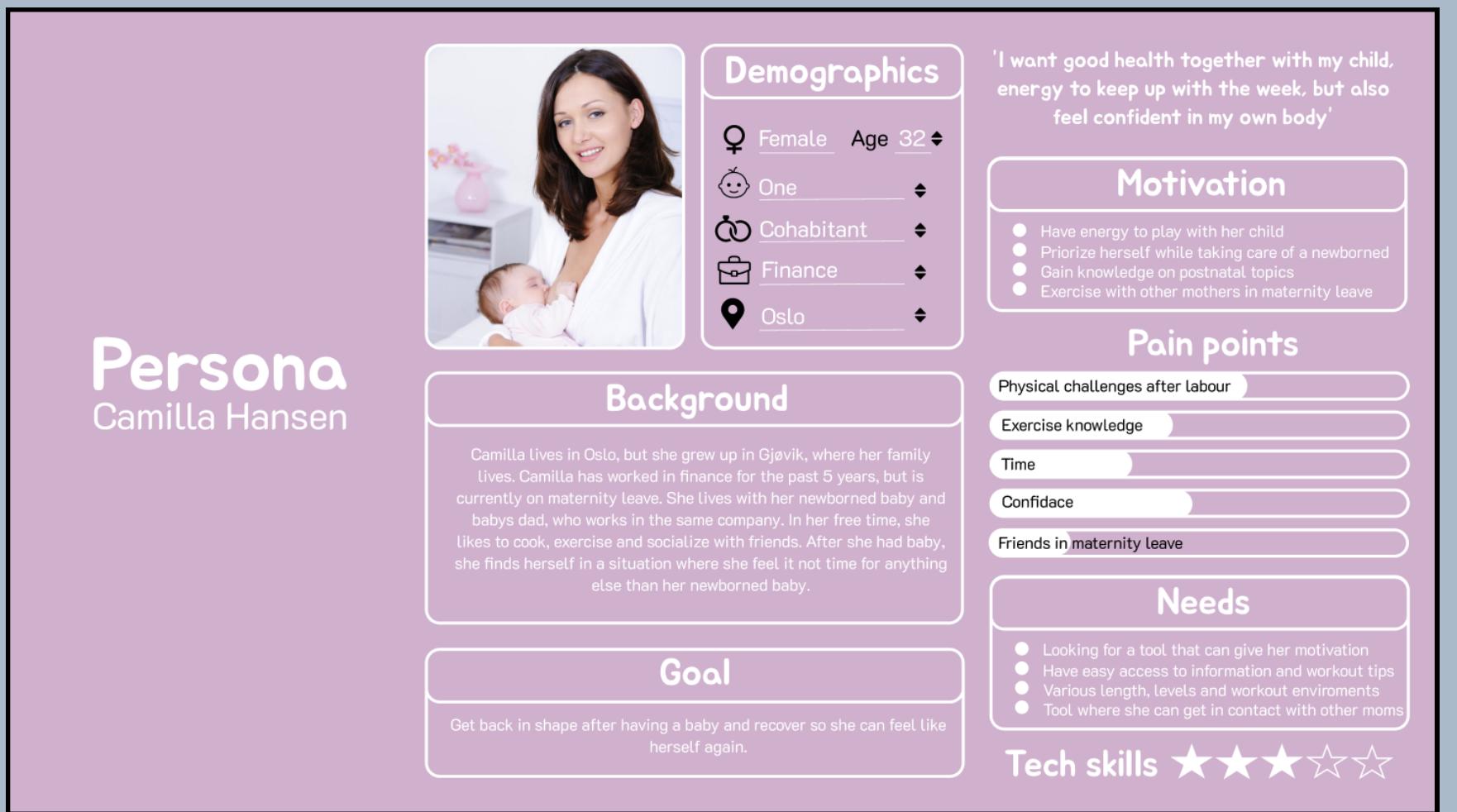
In order to help and motivate women to get back to their previous fitness level after giving birth, we recommend the following (from most important to least important)

- 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.



# PRIMARY PERSONA

**Persona**  
Camilla Hansen



**Demographics**

- Female Age 32
- One
- Cohabiting
- Finance
- Oslo

**Background**

Camilla lives in Oslo, but she grew up in Gjøvik, where her family lives. Camilla has worked in finance for the past 5 years, but is currently on maternity leave. She lives with her newborn baby and babys dad, who works in the same company. In her free time, she likes to cook, exercise and socialize with friends. After she had baby, she finds herself in a situation where she feel it not time for anything else than her newborn baby.

**Goal**

Get back in shape after having a baby and recover so she can feel like herself again.

**Motivation**

- Have energy to play with her child
- Priorize herself while taking care of a newborn
- Gain knowledge on postnatal topics
- Exercise with other mothers in maternity leave

**Pain points**

- Physical challenges after labour
- Exercise knowledge
- Time
- Confidence
- Friends in maternity leave

**Needs**

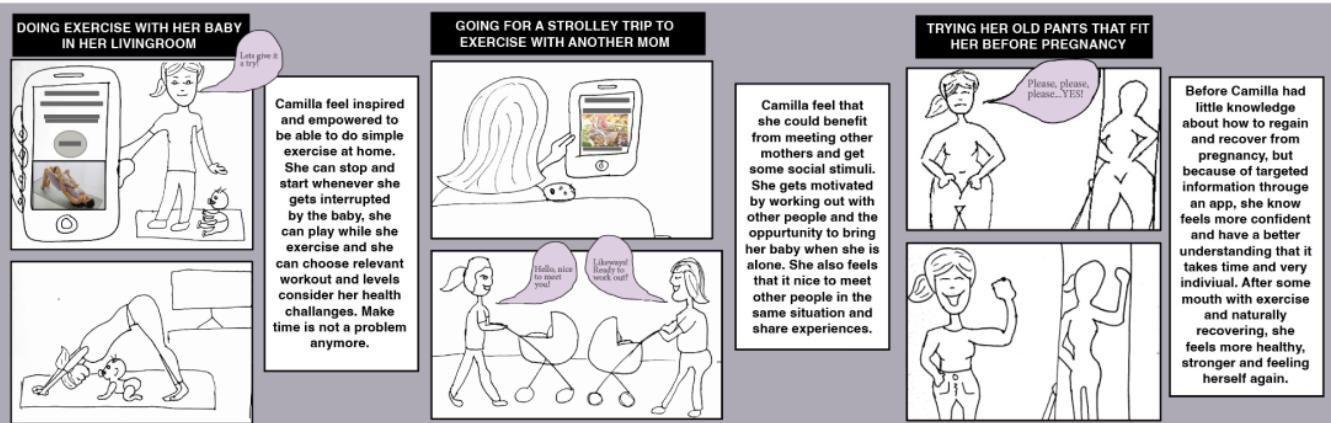
- Looking for a tool that can give her motivation
- Have easy access to information and workout tips
- Various length, levels and workout environments
- Tool where she can get in contact with other moms

Tech skills ★★★☆☆

## USER SCENARIO

**Camilla in a context with a solution**

After a few weeks on maternity leave, Camilla has been encouraged by a friend who has given birth several times, about an postnatal app that can help her get in shape at her own pace on her own terms. She is open to the idea and tries it out.



**DOING EXERCISE WITH HER BABY IN HER LIVINGROOM**

Camilla feels inspired and empowered to be able to do simple exercise at home. She can stop and start whenever she gets interrupted by the baby, she can play with her exercise and she can choose relevant workout and levels consider her health challenges. Make time is not a problem anymore.

**GOING FOR A STROLLEY TRIP TO EXERCISE WITH ANOTHER MOM**

Camilla feel that she could benefit from meeting other mothers and get some social stimuli. She is inspired by working out with other people and the opportunity to meet her baby when she is alone. She also feels that it nice to meet other people in the same situation and share experiences.

**TRYING HER OLD PANTS THAT FIT HER BEFORE PREGNANCY**

Before Camilla had little knowledge about how to regain and recover from pregnancy, but because of learned information through an app, she know feels more confident to have a better understanding of it. It takes time and very individual. After some mouth with exercise and slowly recovering, she feels more healthy, stronger and feeling herself again.

## PROBLEM STATEMENT

**Problem statement**

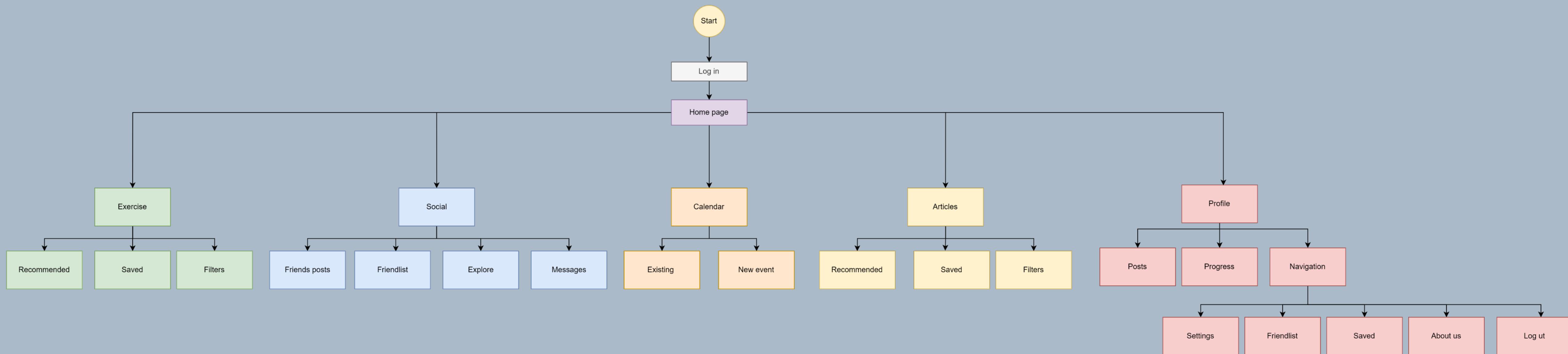
New mothers need to exercise postnatal because they feel frustrated, insecure and low self-esteem related to not be able to prioritize own health.

! A problemstatement is an important step in the Design thinking process as it gives a clear description of the problem and what we designers seeks to solve, focusing on the user. It will highlight the gap between the problem and the desired goal trough users point of view and guide us in the right direction (Noroff, 2022).

User  
Needs  
Insight

NEXT

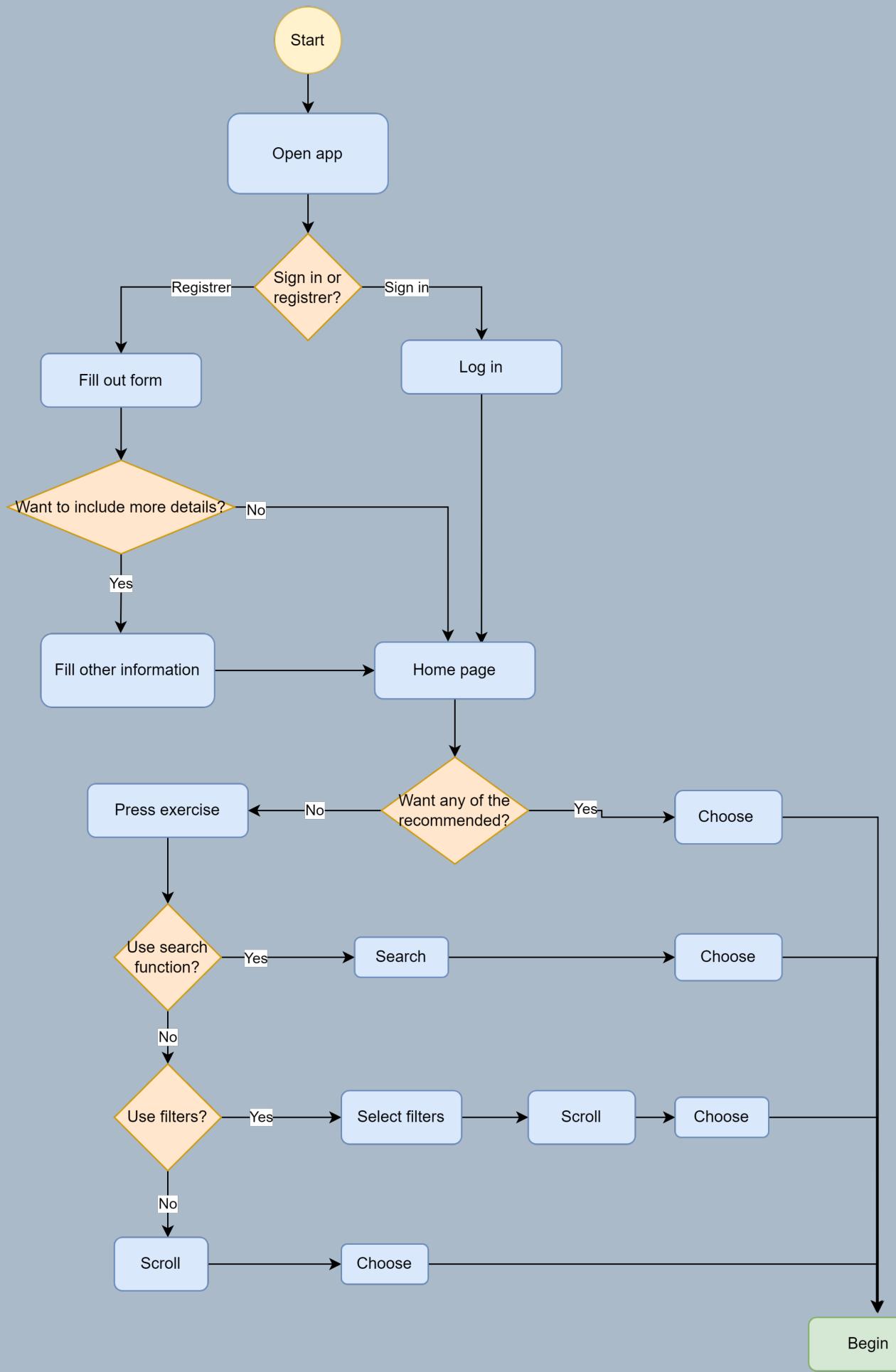
# INFORMATION ARCHITECTURE



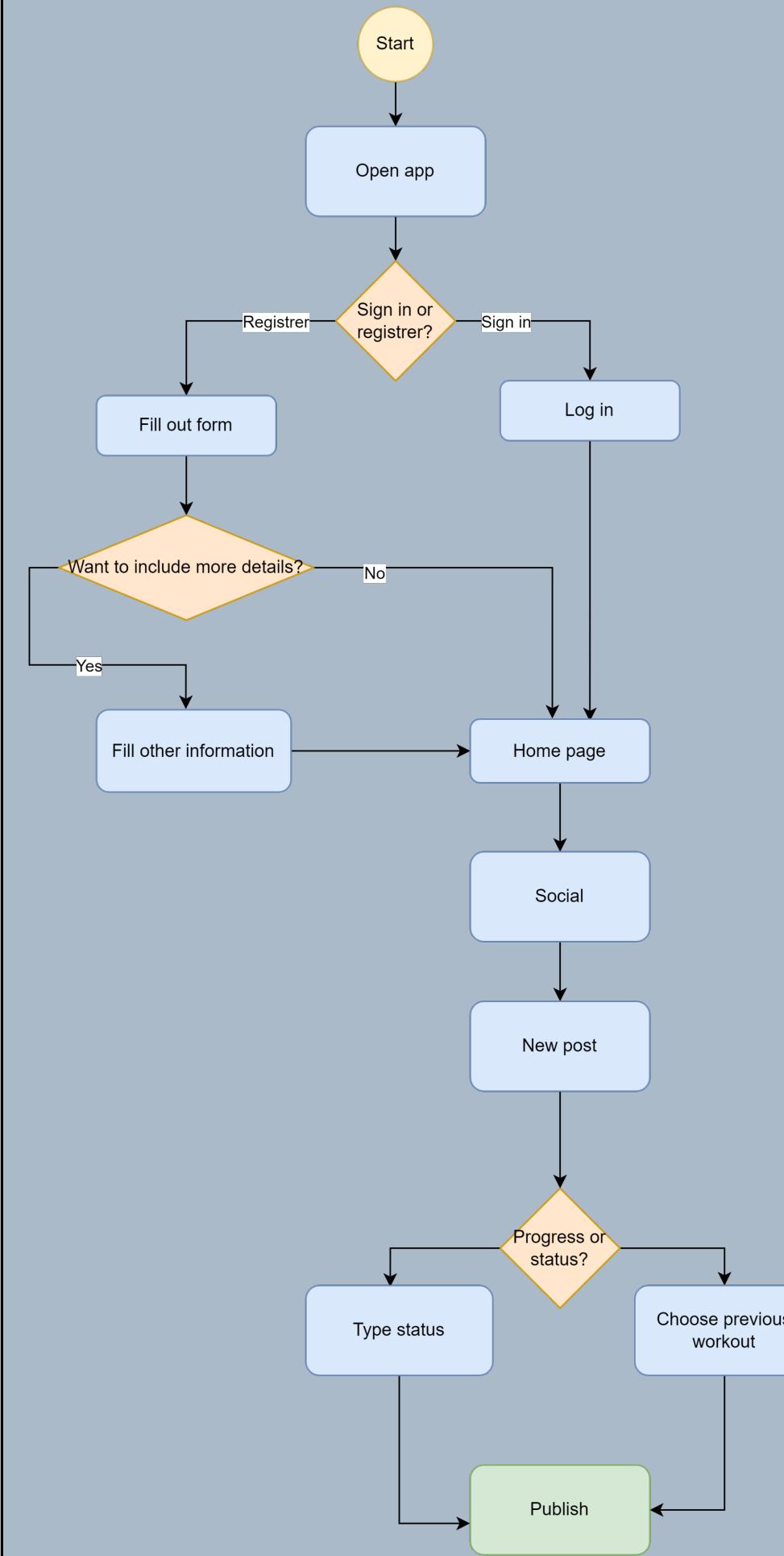
NEXT

# USER FLOW

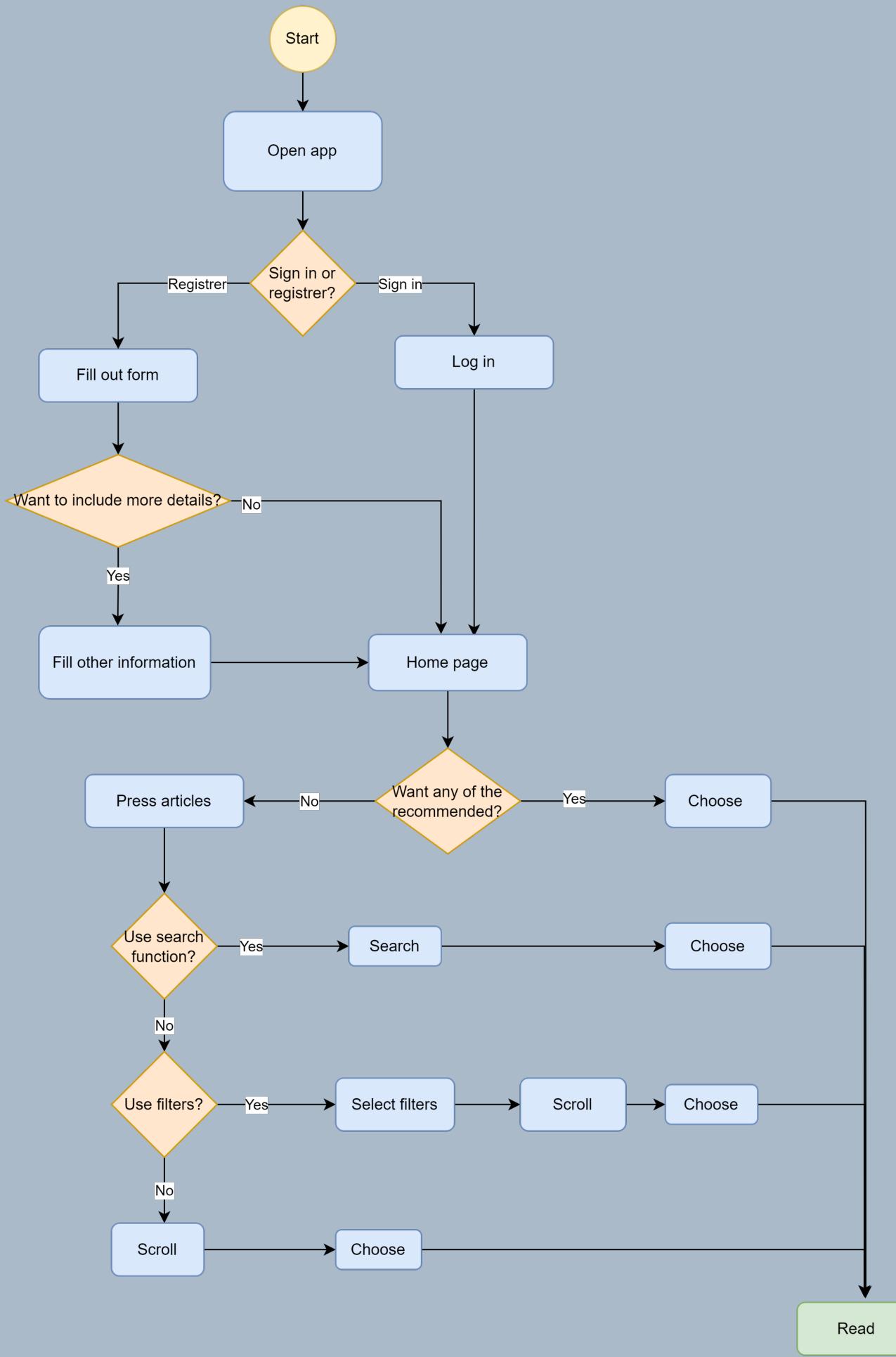
## Begin exercise



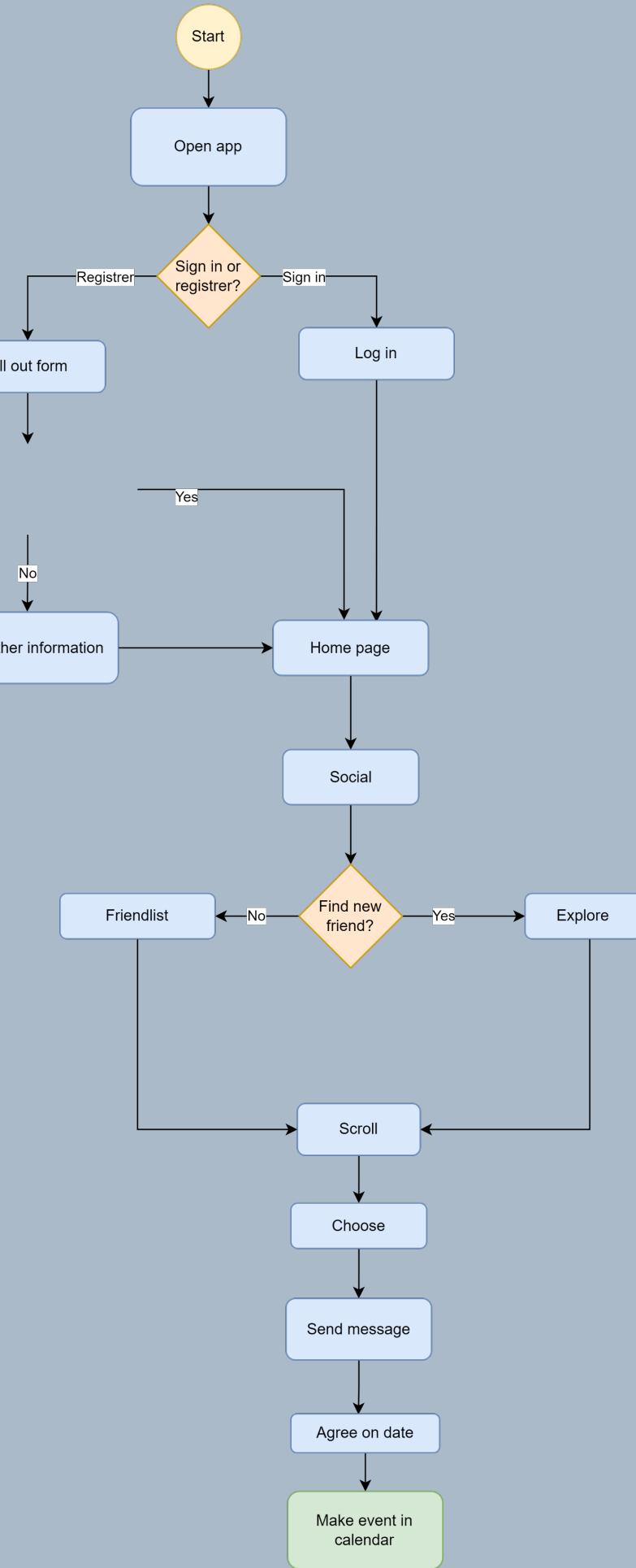
## Post on social



## Read article

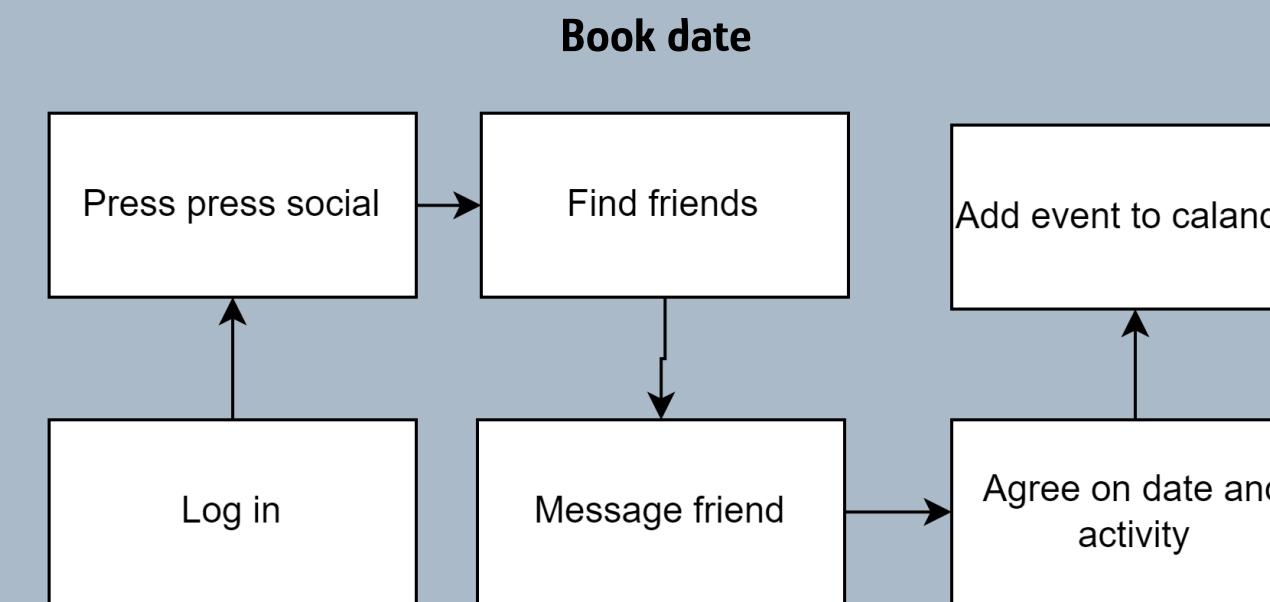
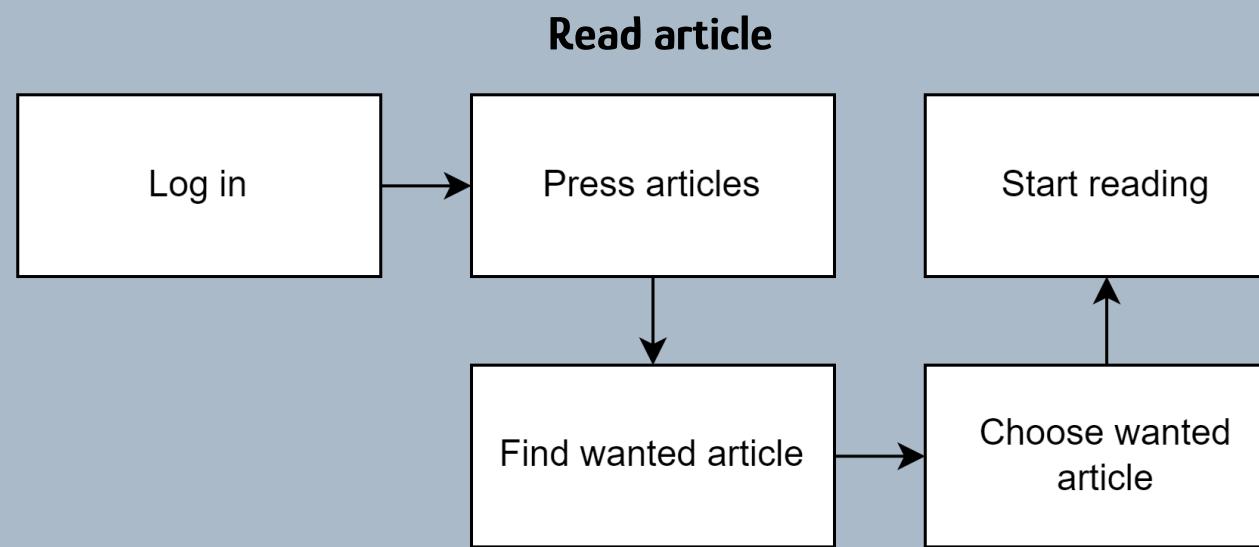
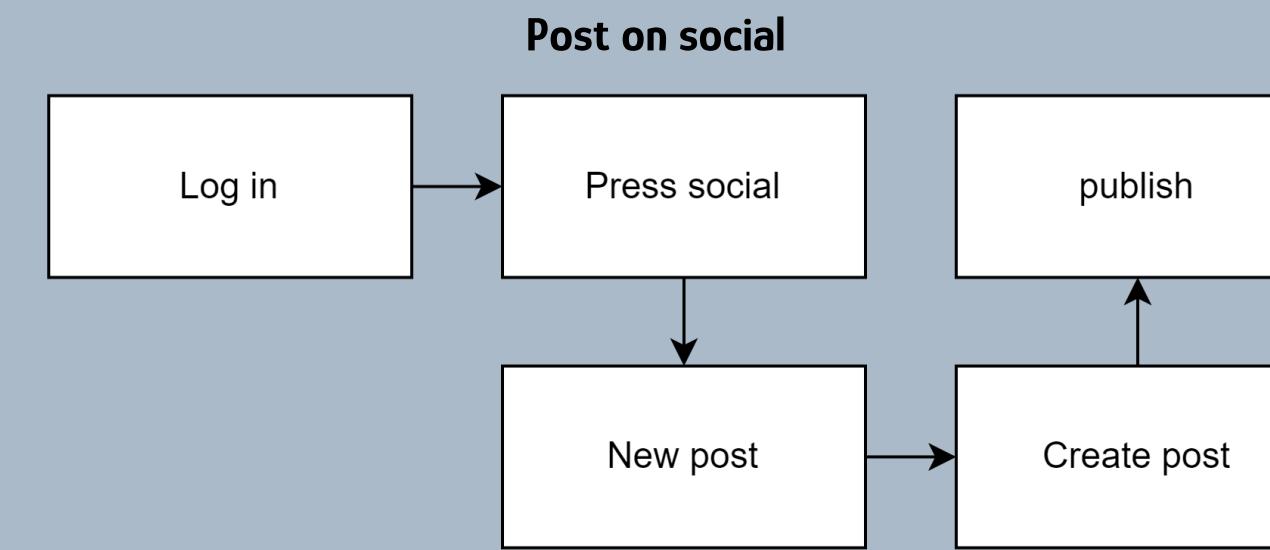
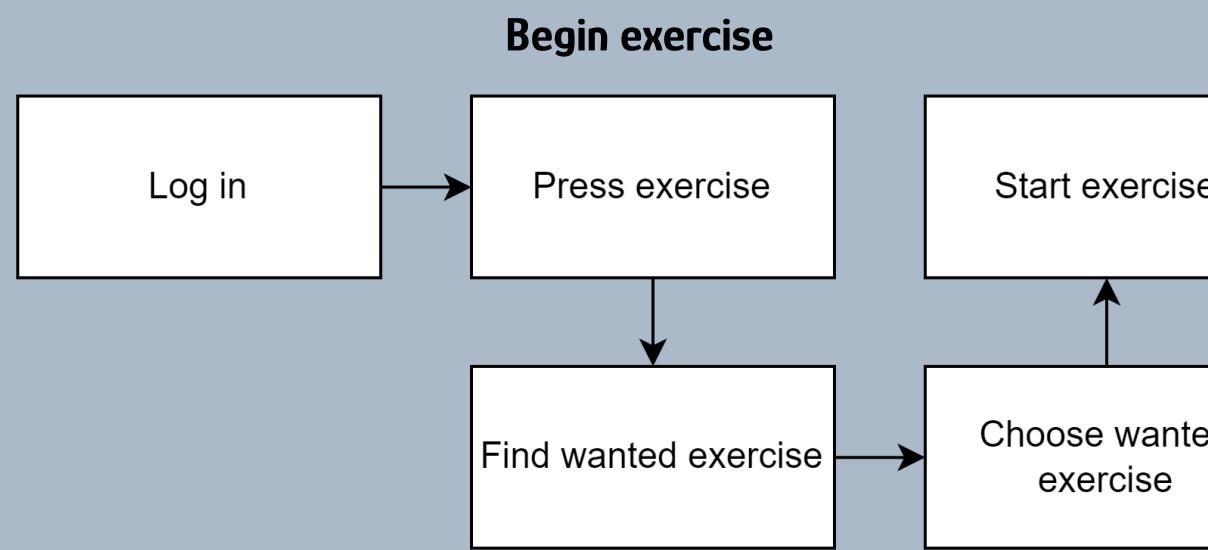


## Book date



NEXT

# USER TASK



NEXT

# REQUIREMENTS

Data	Technical	Functional	Contextual
Define what the persona needs in the form of information/data.	Define the technical aspects related to the app/website, the internal implementation of the program	Define what the persona needs the app/website to do, from the user's perspective	Define how the interface can communicate with the user in the best way.
<b>Sign in/ register</b>  Email Name Phone number Username Make password Sign up Button  Location Notification settings Questions around goals and health	<b>Sign in/ register</b>  iOS/Android compatibility Face ID, autofill passwords  Access to 4G/Wifi	<b>Sign in/ register</b>  Let the user log in to the app and save information for users.  They can also log in with their Facebook or gmail account for quick access.  In order to give more personalized tips, track exercise related to goals and give notification about nearby events and other moms.	<b>Sign in/ register</b>  Large form fields Buttons and icons that are easy recognizable Nice and clean visual screen. Leads directly to homepage  When creating account for the first time you will get questions so the app can get to know individuals. You can also skip and edit this later
<b>Log in</b>  Input fields: Email Password Forgotten password Sign in Button	<b>Log in</b>  iOS/Android compatibility Face ID, autofill passwords  Access both Wifi and mobile data  Verify user with password reset, email	<b>Log in</b>  Let the user log in to the app and save information for users.  They can also log in with their Facebook or gmail account for quick access.	<b>Log in</b>  Large form fields Buttons and icons that are easy recognizable Nice and clean visual screen. Leads directly to main screen
<b>Main screen</b>  Navigation bar: icons and buttons Tabs Text Headers Videos	<b>Main screen</b>  iOS/Android compatibility Face ID, autofill passwords  Access both Wifi and mobile data  Registered and verified user profile	<b>Main screen</b>  <b>Navigation bar</b> - Access to "My profile" - Access to "Calender" - Access to "Articles" - Access to "Exercise" - Access to "Social"  Tabs on main screen: - Exercise - Articles - Events - People behind the app	<b>Main screen</b>  The main feed works as the primary landing page where the user are provided with target information based on what the women seek. They can also access the tabs that will lead them direct to the subjects they want to explore. The navigation bar will be available the whole time so they can quickly navigate.
<b>Exercise</b>  Hamburger menu Pictures Text Buttons	<b>Exercise</b>  iOS/Android compatibility Face ID, autofill passwords  Access both Wifi and mobile data  Registered and verified user profile	<b>Exercise</b>  Lets the user choose category from the hamburger menu f. eks location, levels and time for their exercise. They can choose which muscle group and different type of exercise by watching videos where they explain how or read. They can choose videos that gives them a full exercise session with them. They can save the video in their "favorites"	<b>Exercise</b>  This lets the user choose in various exercises of what suit them best. Sometimes the need to have a short exercise at home when the baby is asleep. They can pause the video and take small breaks.

Article	Article	Article	Article
Hamburger menu Pictures Text Buttons	iOS/Android compatibility Face ID, autofill passwords  Access both Wifi and mobile data  Registered and verified user profile	Lets the user choose category from the hamburger menu f. eks nutrition, breastfeeding, postpartum challenges. They can then choose which one they want to read. They can save the article in their "favorites"	This lets the user choose in various articles of what suit them best.
<b>Notifications</b>  Icon Calender Workout progression Message	<b>Notifications</b>  iOS/Android compatibility Face ID, autofill passwords  Access both Wifi and mobile data  Registered and verified user profile	<b>Notifications</b>  Alert the user about upcoming activities in their calendar, events near by them, mother that wants to establish contact, workout progress	<b>Notifications</b>  All notifications are listed and ordered according to date in a sidebar. When pressing into the notification the user is redirected to the UI card that is relative to the notification.
<b>My profile</b>  Hamburger menu Picture Text Buttons Content switcher - post and progress	<b>My profile</b>  iOS/Android compatibility Face ID, autofill pass  Access both Wifi and mobile data  Registered and verified user profile	<b>My profile</b>  Gives the user access to manage their profile settings, notification preferences, view their workout progression, view their social posts and access to their favorite videos.	<b>My profile</b>  They enter their profile where they can upload a picture of themselves with a short bio. They can access sub-bars to see their workout progression and they can edit their notification preferences.
<b>Calender</b>  Form Buttons Text Input fields	<b>Calender</b>  iOS/Android compatibility Face ID, autofill passwords  Access both Wifi and mobile data  Registered and verified user profile	<b>Calender</b>  Let the user save events to their calendar or create notes or activity in upcoming dates	<b>Calender</b>  When clicking on the specific dates and the "plus" button, the user is given an input field where they can fill in information, time, location and if they want to get notification ahead.
<b>Social</b>  Buttons Text Content switcher - posts, explore, events	<b>Social</b>  iOS/Android compatibility Face ID, autofill passwords  Access both Wifi and mobile data  Registered and verified user profile	<b>Social</b>  Let the user look at upcoming events, see friend posts, explore other mom's profiles and get in contact with them.	<b>Social</b>  The social screen works as a page where mothers can explore other profiles or upcoming events. This is organized hierarchically scrolling down the page after choosing from the content switcher. Users can also view their friends' posts.

[LINK TO SPREAD SHEET](#)

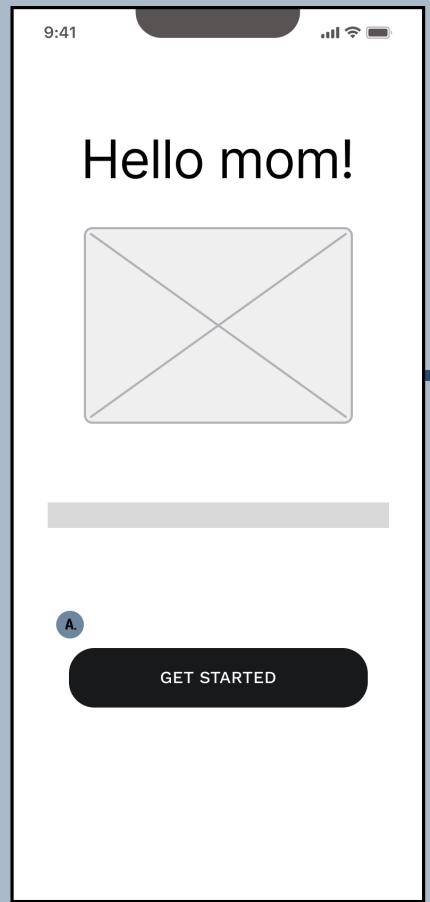
NEXT

# WIRE FLOW

## ONBOARDING

Homepage

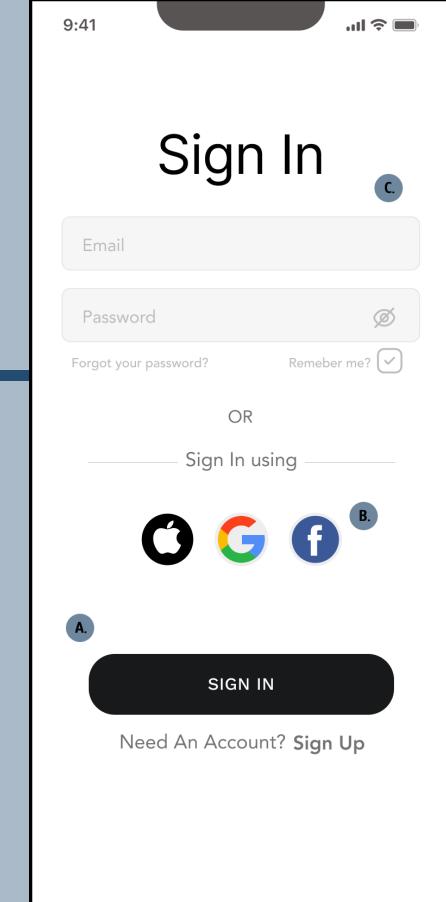
Welcome page



**A. PRIMARY BUTTON**

User have the control to progress to the next step.

#3: User control and freedom



**A. PRIMARY BUTTON**

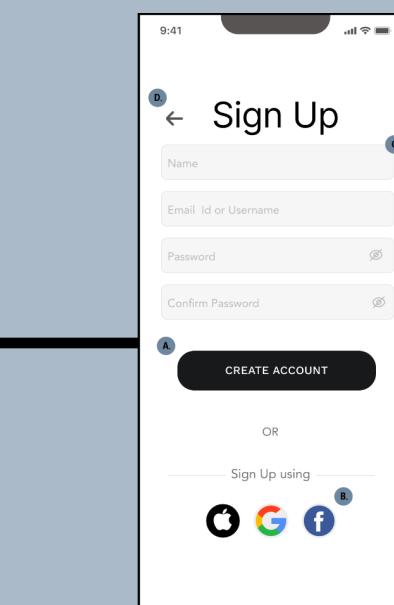
User have the control to progress to the next step.  
#3: User control and freedom

**B. HYPERLINK**

Lets the user login with several options  
#7: Flexibility and efficiency of use

**C. INPUT FIELD**

Helping so the user know what to insert  
#10: Help and documentations



**A. BUTTON**  
**D. PRIMARY BUTTON**

User have the control to go back or progress to the next steps  
#3: User control and freedom

**B. HYPERLINK**  
**C. INPUT FIELD**

Lets the user login with several options  
#7: Flexibility and efficiency of use  
Help so the user know what to insert  
#10: Help and documentations

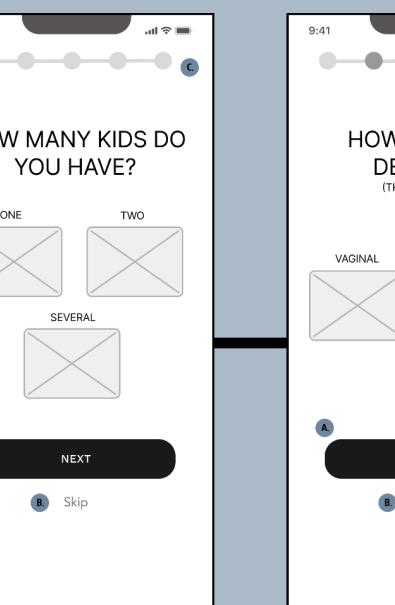


**A. PRIMARY BUTTON**  
**B. HYPERLINK**

User have the control to progress to the next step.  
#3: User control and freedom

**C. HYPERLINK**  
**D. STEPPER**

User don't feel forced to fill the form, but skip it and can do it later if they like  
#3: User control and freedom  
Introduced to show the user how many steps they have to complete, and let them navigate back and forth.  
#1: Visibility of system status

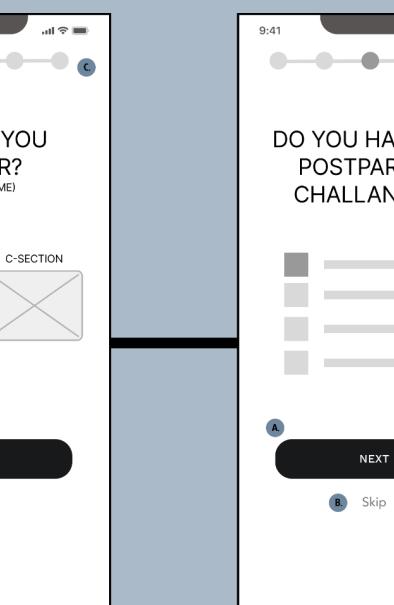


**A. PRIMARY BUTTON**  
**B. HYPERLINK**

User have the control to progress to the next step.  
#3: User control and freedom

**C. STEPPER**  
**D. ICONS**

User don't feel forced to fill the form, and are allowed to exit  
#3: User control and freedom  
Introduced to show the user how many steps they have to complete, and let them navigate back and forth.  
#1: Visibility of system status  
User can tap on the icon that fits to them.  
#1: Visibility of system status

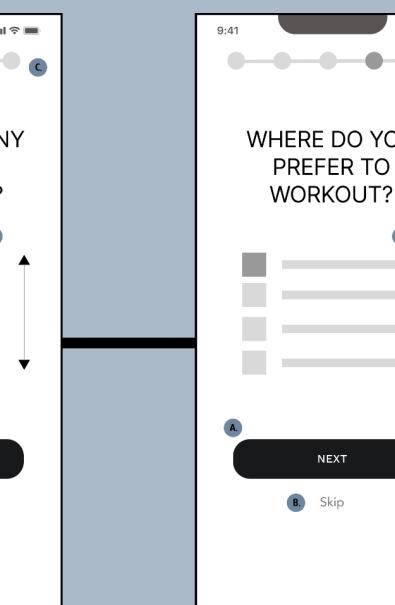


**A. PRIMARY BUTTON**  
**B. HYPERLINK**

User have the control to progress to the next step.  
#3: User control and freedom

**C. STEPPER**  
**D. ICONS**

User don't feel forced to fill the form, and are allowed to exit  
#3: User control and freedom  
Introduced to show the user how many steps they have to complete, and let them navigate back and forth.  
#1: Visibility of system status  
User can tap on the icon that fits to them.  
#1: Visibility of system status

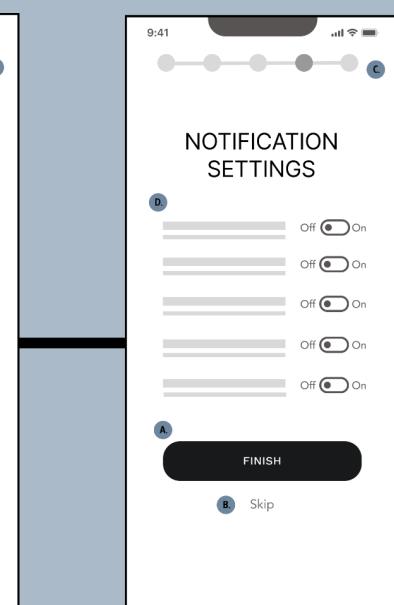


**A. PRIMARY BUTTON**  
**B. HYPERLINK**

User have the control to progress to the next step.  
#3: User control and freedom

**C. STEPPER**  
**D. CHECKBOX-LIST**

User don't feel forced to fill the form, and are allowed to exit  
#3: User control and freedom  
Introduced to show the user how many steps they have to complete, and let them navigate back and forth.  
#1: Visibility of system status  
User select one of more options from the list by tapping in the box. They can scroll down and up using a finger.  
#1: Visibility of system status

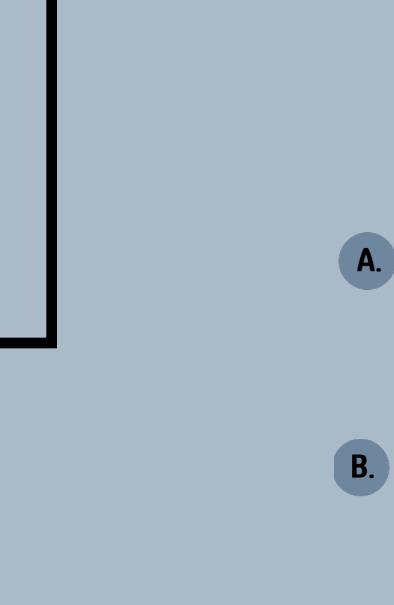


**A. PRIMARY BUTTON**  
**B. HYPERLINK**

User have the control to progress to the next step.  
#3: User control and freedom

**C. STEPPER**  
**D. CHECKBOX-LIST**

User don't feel forced to fill the form, and are allowed to exit  
#3: User control and freedom  
Introduced to show the user how many steps they have to complete, and let them navigate back and forth.  
#1: Visibility of system status  
User select one of more options from the list by tapping in the box. They can scroll down and up using a finger.  
#1: Visibility of system status

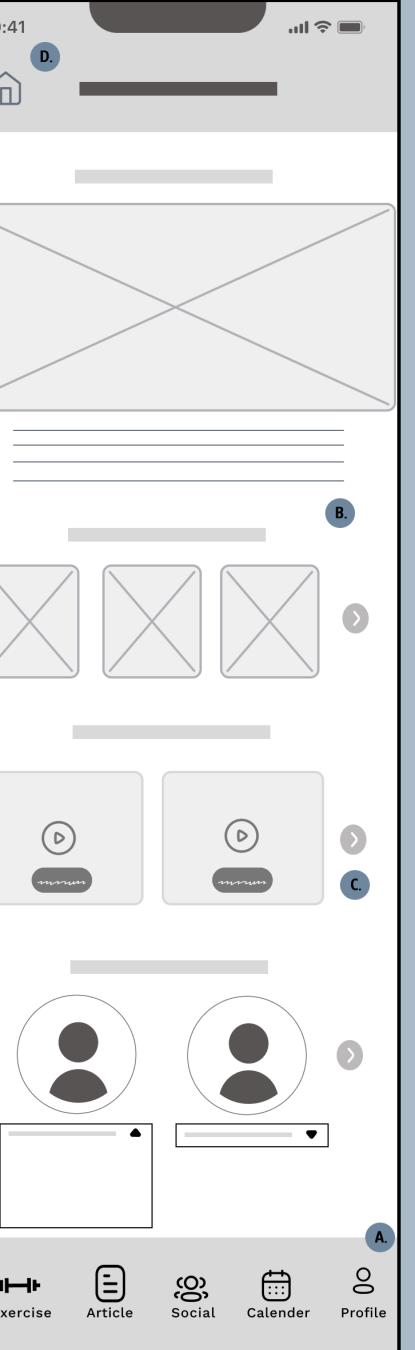


**A. PRIMARY BUTTON**  
**B. HYPERLINK**

User have the control to progress to the next step.  
#3: User control and freedom

**C. STEPPER**  
**D. TOGGLE LIST**

User don't feel forced to fill the form, and are allowed to exit  
#3: User control and freedom  
Introduced to show the user how many steps they have to complete, and let them navigate back and forth.  
#1: Visibility of system status  
Allow user to apply a change immediately by switching between two states.  
#1: Visibility of system status



**A. NAVIGATION TAB BAR**

A bar that host top nav/categories for quick access on the bottom of the screen. Present on mostly every screen. Use familiar icons

#7: Flexibility and efficiency of use

#4: Consistency and standards

**B. VISUAL HIERARCHY**

Breaking up and separating content and ordering it into a layout that is meaningful and digestible. Leads user to functionality and gives them the right visual cues.

#8: Aesthetic and minimalist design

**C. THE HUB AND SPOKE NAVIGATION**

Let the user see an overview of content that they can explore in more details and access from the homepage.

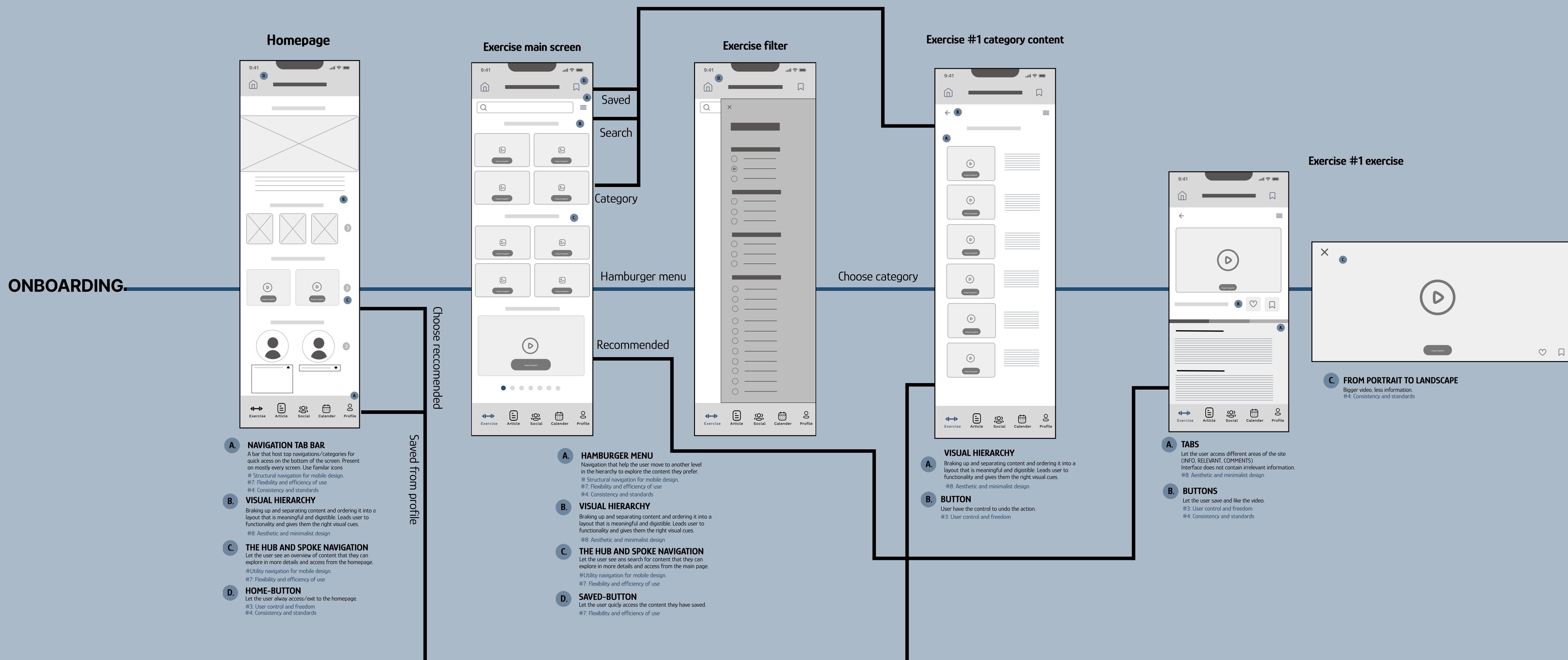
#7: Flexibility and efficiency of use

**D. HOME-BUTTON**

Let the user alway access/exit to the homepage.  
#3: User control and freedom  
#4: Consistency and standards

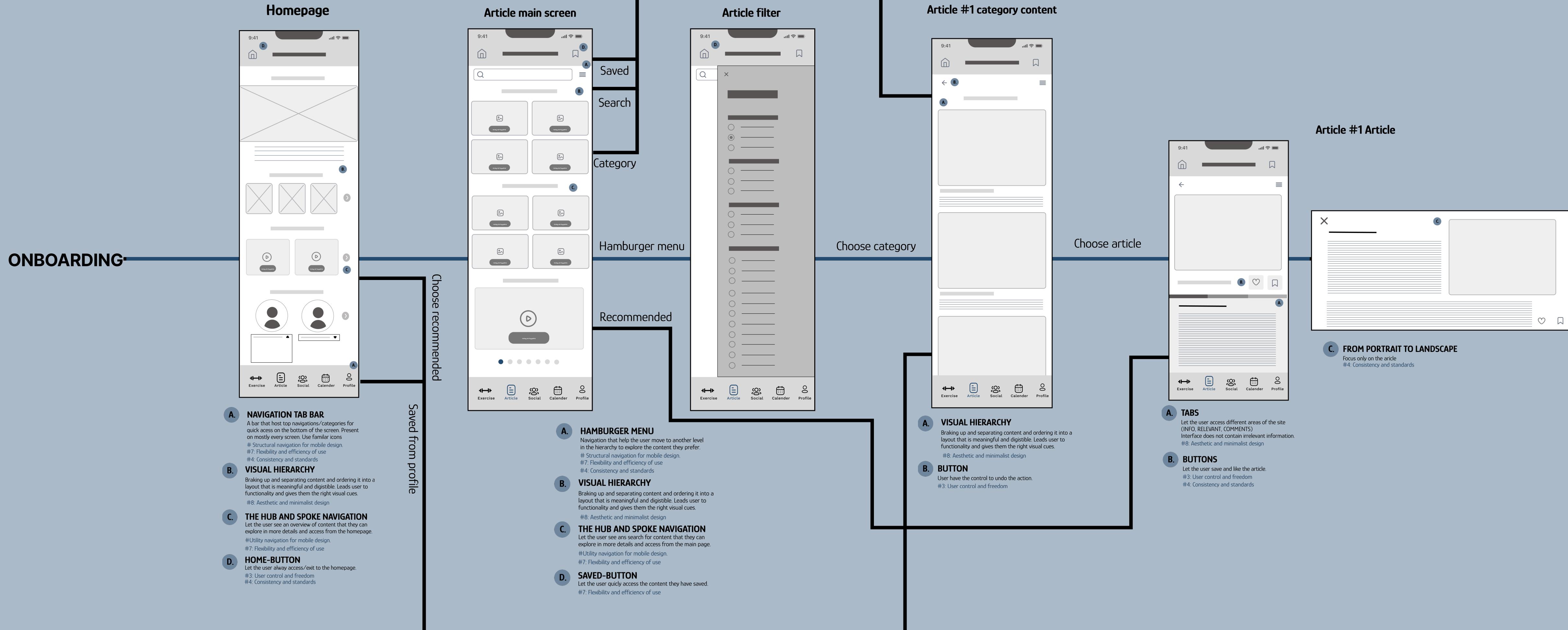
# WIRE FLOW

## BEGIN EXERCISE



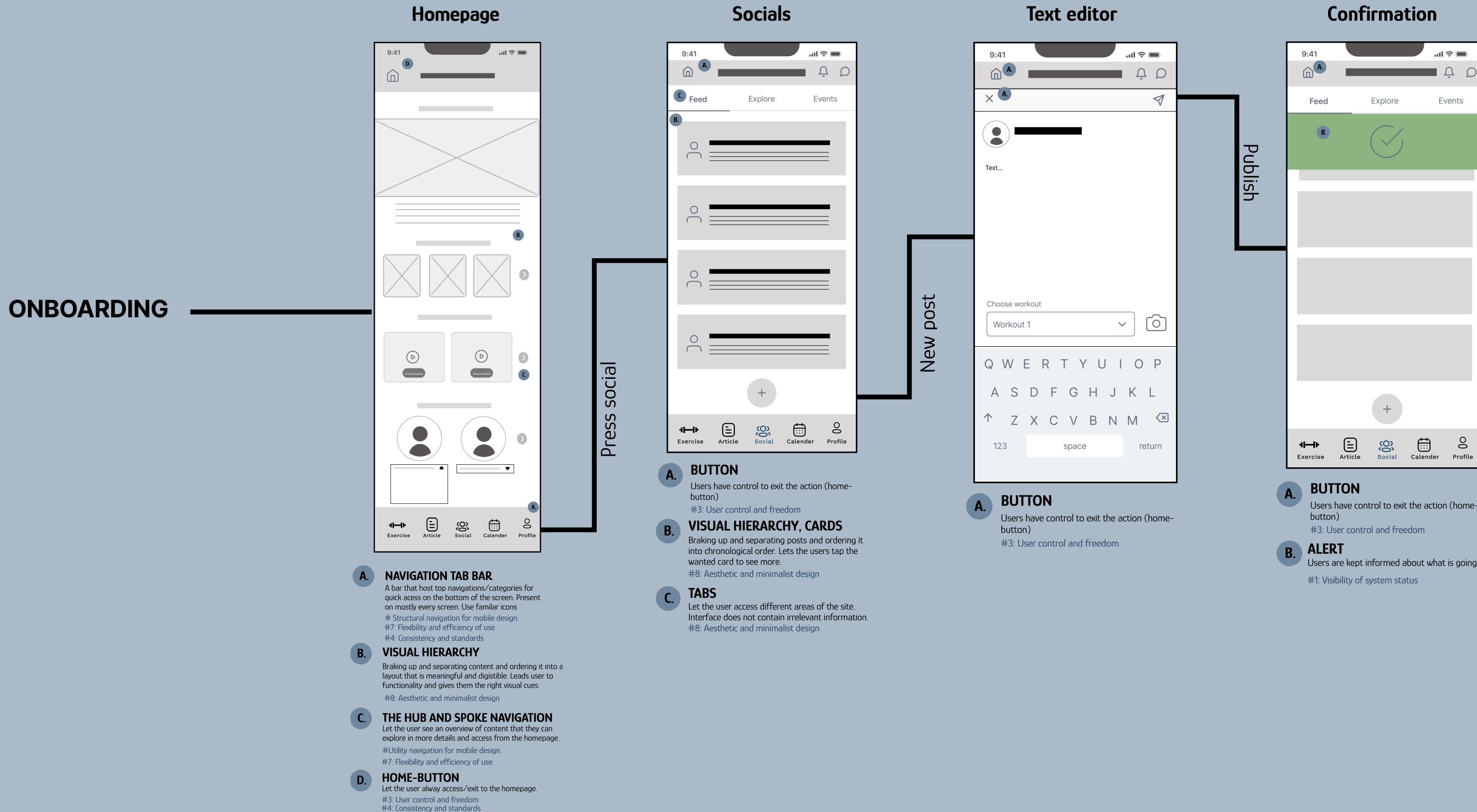
# WIRE FLOW

## GAIN KNOWLEDGE



# WIRE FLOW

## POST ON SOCIALS



# WIRE FLOW

## BOOK A DATE

Choose and message

**Homepage**

**Socials**

**Explore**

**Profile**

**Friendlist**

**Messages**

**Create event**

**Calendar**

**Events**

**Menu**

**Choose and message**

**Press social**

**Press profile**

**A. NAVIGATION TAB BAR**  
A bar that hosts top navigations/categories for quick access on the bottom of the screen. Present on mostly every screen. Use familiar icons.  
#7: Flexibility and efficiency of use  
#4: Consistency and standards

**B. THE HUB AND SPOKE NAVIGATION**  
Let the user see an overview of content that they can explore in more details and access from the homepage.  
#7: Flexibility and efficiency of use

**C. HOME-BUTTON**  
Let the user always access/exit to the homepage.  
#3: User control and freedom  
#4: Consistency and standards

**D. BUTTON**  
Users have control to exit the action (home-button)  
#3: User control and freedom

**E. VISUAL HIERARCHY, CARDS**  
Breaking up and separating posts and ordering it into chronological order. Lets the users tap the wanted card to see more.  
#8: Aesthetic and minimalist design

**F. TABS**  
Let the user access different areas of the site. Interface does not contain irrelevant information.  
#8: Aesthetic and minimalist design

**G. VISUAL HIERARCHY, CARDS**  
Breaking up and separating posts and ordering it into chronological order. Lets the users tap the wanted card to see more.  
#8: Aesthetic and minimalist design

**H. BUTTON**  
Users have control to undo the action.  
#3: User control and freedom

**I. NAVIGATION LIST, SEARCH BAR**  
User have the control to undo the action.  
#3: User control and freedom

**J. ACCORDION**  
Only the most important information is shown, the user can expand to see more details.  
#8: Aesthetic and minimalist design

**K. INPUT FIELD AND TEXT AREA**  
Helpline so the user know what to insert  
#10: Help and documentations

**L. DATE AND TIME PICKER**  
The user can pick desired data.  
#10: Help and documentations

**M. PRIMARY AND SECONDARY BUTTON**  
Let the persona submit or cancel if they regret the action so they don't feel trapped.  
#3: User control and freedom

**N. BUTTON**  
Users have control to exit the action (home-button)  
#3: User control and freedom

**O. VISUAL HIERARCHY, CARDS**  
Breaking up and separating posts and ordering it into chronological order. Lets the users tap the wanted card to see more.  
#8: Aesthetic and minimalist design

**P. TABS**  
Let the user access different areas of the site. Interface does not contain irrelevant information.  
#8: Aesthetic and minimalist design

# REFRENSES

WIREFREAMES: LINK TO SEE FIGMA FILE

**Noroff, School of technology and digital media. (n.d.). UXD Programme. Moodle.** <https://noroff.bravais.com/s/vUBiSFrmoHiBTusHJrKK>

**Jakob Nielsen (15/11-2020) 10 Usability Heuristics for User Interface Design**  
<https://www.nngroup.com/articles/ten-usability-heuristics/> (05/11-2022)

Finish