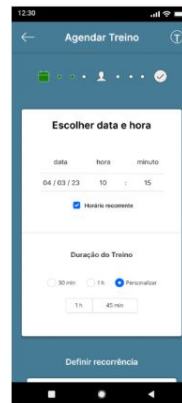


Case Study



Thiago Olivier
UX Designer



Project overview



The product:

A solution to connect fitness professionals and people.



Project duration:

10/2022 - 03/2023



Project overview



The problem:

Distance between people's and fitness professional's reality.



The goal:

Link fitness professionals to people in general.

Project overview



My role:

Leader UX Designer



Responsibilities:

- User research and interviews
- Product testing throughout the whole project
- Wireframing
- Prototyping
- Iterate the project

Understanding the user

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

User research: summary



Multiple interviews were conducted with individuals from diverse social backgrounds.

The insights gained from these interviews illuminated effective ways to positively impact users' lives through the app.

User research: pain points

1

Accessibility

It is very relevant to include people from diverse social and physical conditions in the design details.

2

Quality

Ensure the service maintains high quality by validating the professional credentials of the instructors.

3

Connection

Project solutions to create good relation between the client and the instructor.

4

Practicity

Ensure practicality throughout the user flow in the app.

Persona: Maria Silva

Problem Statement:

Maria is a mother, student and worker who needs convenience on working out for free due to her financial situation and short amount of time during the day.



Maria Silva

Age: 27

Education: Economics Student

Hometown: Porto Velho, Brazil

Family: Married, one child

Occupation: Financial Assistant

"People may think i'm frustrated because of life's difficulties, but i get stronger and happier every day."

Goals

- To have a healthier life through sports practicing.
- To learn more about all sports she practices.

Frustrations

- "It's difficult do find a reliable sports professional"
- "I think the lack of competitiveness in this area creates a bubble and closes the market for newcomers"
- "The service must be affordable for every person"

Maria is a student, wife and worker that have a short amount of time for sports. Although, she's realizing the importance of sports practice to mental and body health. She thinks it's suitable investing on good professionals if it enhances her evolution, even though she can't afford a very expensive professional.

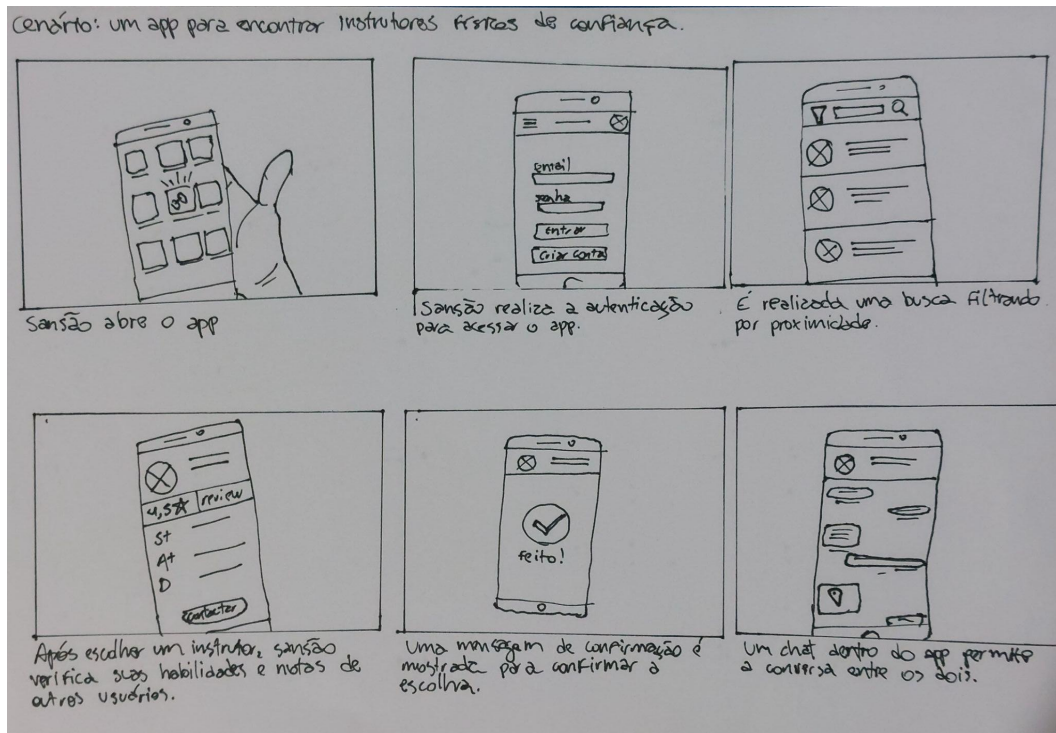
User journey map

During the user journey maps analysis, it was possible to see in details and in a individual way how each person's experience using the app could vary.

ACTION	Search for coffee shops on the internet	Reserve a table on the coffee shop	Find the best route to the coffee shop	Take a seat in the establishment
TASK LIST	Tasks A. Open Google B. Search for coffee shops on the surroundings C. Choose the best rated	Tasks A. Find the number to call or make reservation through the app if possible B. Make the call C. Be sure to have the necessary time	Tasks A. Open the map app B. Search for the coffee shop address and define the best route	Tasks A. Get inside the coffee shop and show reservation made in the front desk B. Take seat in the reserved sit
FEELING ADJECTIVE	<ul style="list-style-type: none">• Doubt• Attention	<ul style="list-style-type: none">• Stress• Hurry	<ul style="list-style-type: none">• Apprehension• Attention	<ul style="list-style-type: none">• Confusion• Intimidated
IMPROVEMENT OPPORTUNITIES	Make the best to get well rated on search engines	Provide good attendance on calls; Make the reservation be possible on app; Provide a map of the available tables	Include a map function on the platform	Provide a good reception and direct the customer to the reserved table

Paper wireframes

Before even crafting the paper wireframes, i took into account the potential pain points. As i developed the wireframes, i identified new pain points in the user experience.



Digital Wireframes

The main goal was to provide visually accessible and user-friendly designs, at the same time, taking to account better ways to label the actions throughout the user-flow.

Informative banners.



Hierarchically organized components

Digital Wireframes

Considerations were made to make the main usage flow more predictable, practical, and flexible.

The wireframe shows a mobile app interface for scheduling a workout. At the top, there's a header bar with a back arrow, the title 'Agendar Treino', and a circular icon with a 'T'. Below the header is a progress indicator with five steps: a calendar, a person, a clock, a checkmark, and a checkmark. The main content area is divided into three sections. The first section, 'Escolher data e hora', has fields for 'data' (04 / 03 / 23), 'hora' (10), and 'minuto' (15). It also has a checkbox for 'Horário recorrente' which is checked. The second section, 'Duração do Treino', has radio buttons for '30 min', '1 h', and 'Personalizar' (which is selected). Below these are input fields for '1 h' and '45 min'. The third section, 'Definir recorrência', shows a calendar for 'Março de 2023' with the 4th of March selected. At the bottom is a green button labeled 'Próximo'.

Clearly identify the user flow

Consider multiple use possibilities from the user

Low Fidelity Prototype

Main user flow: schedule a session with an instructor:

<https://www.figma.com/file/2f4PuiR3YOv9aUShlhPC9k/TFitness?node-id=0-1>



Usability Studies: findings

We uncovered crucial details that significantly impact the overall user experience, with a primary focus on accessibility.

Round 1 discoveries

- 1 Provide predictability to main features
- 2 Possibility to choose multiple dates
- 3 Add user flow predictability on the top of the screen

Round 2 discoveries

- 1 Colors accessibility
- 2 Create checkout screen for the schedule
- 3 Side menu shortcut to user details

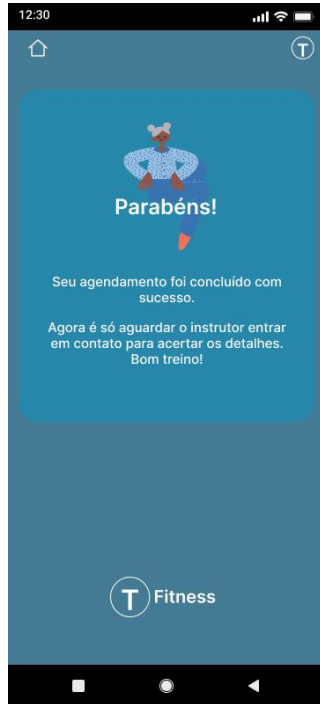
Refining the designs

- Mockups
- High fidelity prototypes
- Accessibility

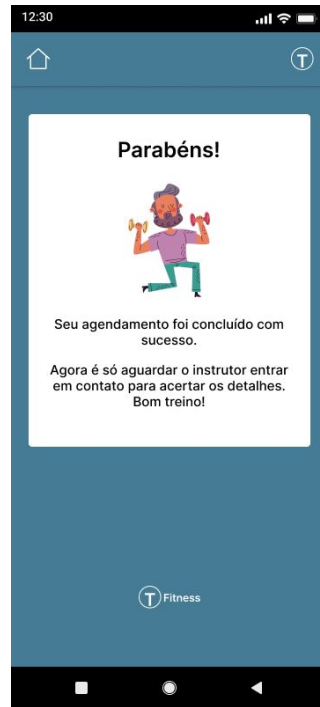
Mockups

The most significant change is associated with visual accessibility. The use of white cards for key information has proven to be effective.

Before the usability study



After the usability study



Mockups

This example demonstrates how the information architecture was influenced by the usability study.

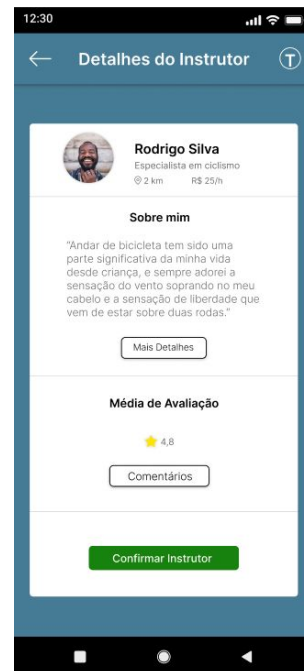
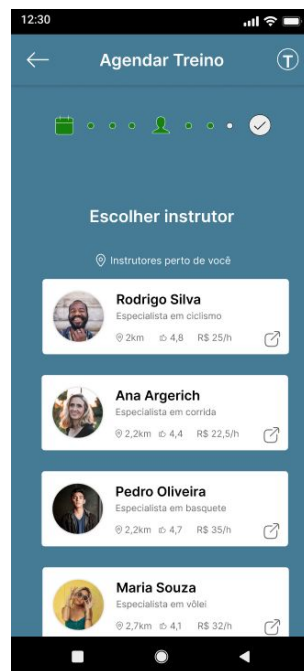
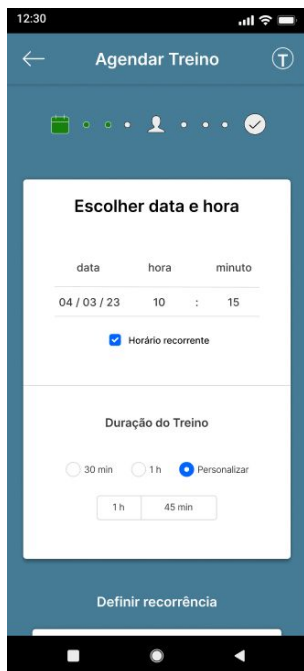
Before the usability study



After the usability study



Mockups



High Fidelity Prototype

Link to the prototype:

<https://www.figma.com/file/2f4PuiR3YOv9aUShlhPC9k/TFitness?node-id=201%3A233&t=38bdawvgIMJgZM6X-1>



Accessibility Concepts Considered

1

Contrast

At first, tests on the relationship between the colors of the design and how they could influence the experience were not conducted. After usability studies, it became extremely important to carry out procedures to address this.

2

Typography

The font size and consistency through the designs were considered after researches conducted in the usability studies.

3

Alternative Text

A theme that came out since the first usability tests, and also in the final version of the project.

Following up

- Learnings
- Next steps

Learnings



Impact:

The process of creating this project involved the participation and was also used by other students from the Google UX Design course. Together, we will become great UX designers.



What i learned:

All steps, from starting with the interviews and at the end of the project building mockups and usability studies, were developed by me for the first time. There are no words to describe how grateful i am for the opportunity to learn all this.

Next Steps

1

Improve accessibility
concepts of the project

2

Apply all knowledge
learned from the course

3

Introduce new and
improved features in the
design.

Let's go together!



Let's connect!

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