# 02

# MUSCLE & STRENGTH

## Project Brief

The mission of muscle and strength is to build a **platform that provides people with the knowledge, tools and products to reach their fitness & physique goals.**

We have **designed a mobile application and smart watch** for the audiences who want to stay updated through the charts and routines of their workout. The app will **help the people to lose weight, gain muscle, maintain fitness** and also to achieve the body shape that they desire.

## Problem Statement

It is **difficult** for the people **to find and follow workout & diet charts** suitable for them. They use multiple applications to track their fitness activities, workouts and meal planning's. As a result they **lose interest in keeping track of their fitness**

## Design Process

**Discover**
- Secondary Research
- Survey
- Primary Resrarch

**Define**
- User Persona
- Customer journey

**Dream**
- Information Architecture
- Task Flow

**Design**
- Wireframes
- Visuals

## Target Audience

| Primary | Secondary | Tertiary |
|---|---|---|
| Age<br>23-35 | Age<br>16-22 | Age<br>36-45 |
| Professionals | School & College Students | Fitness Conscious Group |

## Research

## Secondary Research

We run surveys, and one to one interviews to better understand the user

The findings were as follows:

37% of the Indians **spend at least 4 hours every week** on their fitness.
Source: India Today

Indians mostly **prefer** to go to **gyms to workout**.
Source: pravto.com

There has been a huge **emphasis on fitness and immunity** during the last few months due to the **COVID-19** pandemic.
Source: financialexpress.com

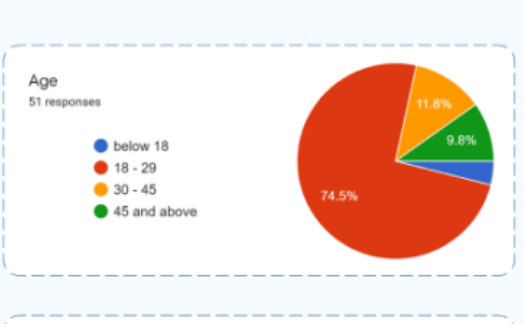
1-in-5 Indian adults **use a Smart Watch or Fitness Tracker** with College Students adopting then at higher rates.
Source: statista.com

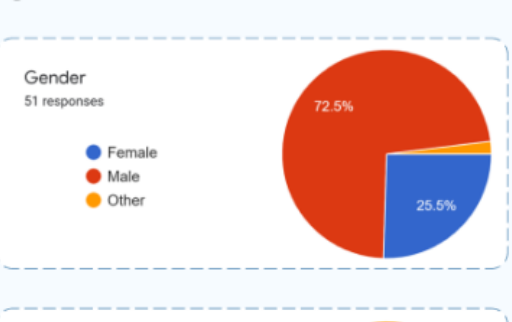
3 out of 10 fitness enthusiasts in India **follow** a diet plan
Source: decathlon.in

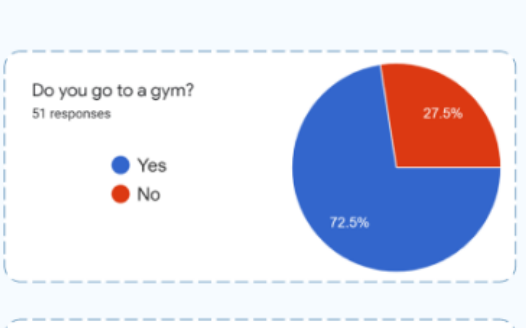
Indian people are now understanding that **fitness** is not just about going to the gym. It **is** a lifestyle.
Source: livemint.com

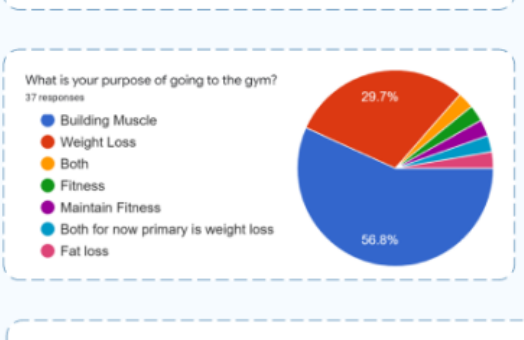
## Online Survey

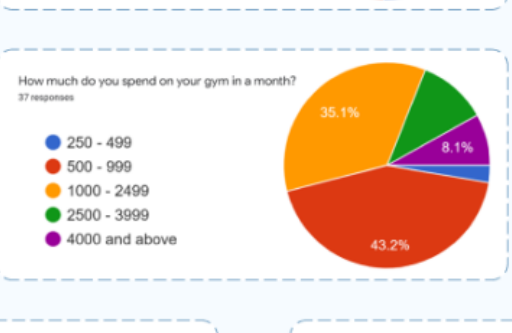
We run surveys in which 51 users took part. This helped us in actually understanding what the user needs are. Here are some Insights:

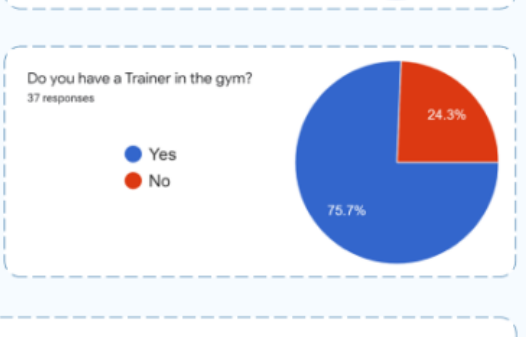


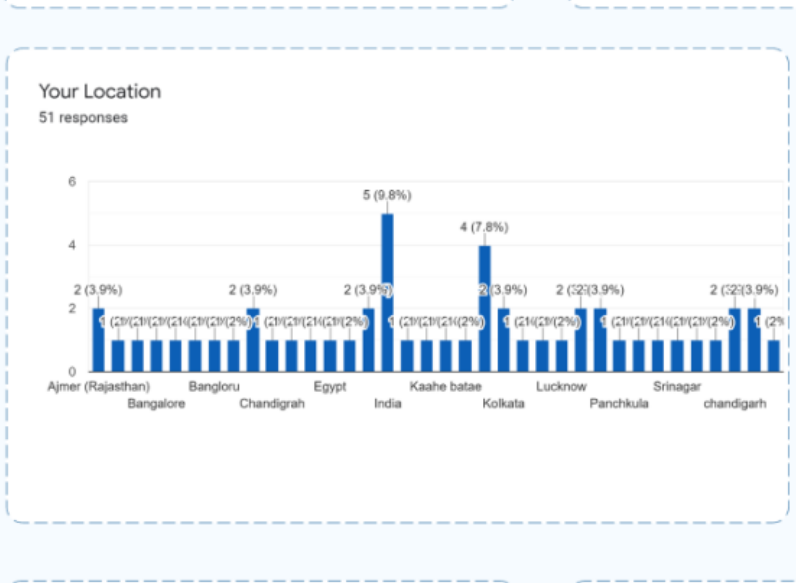


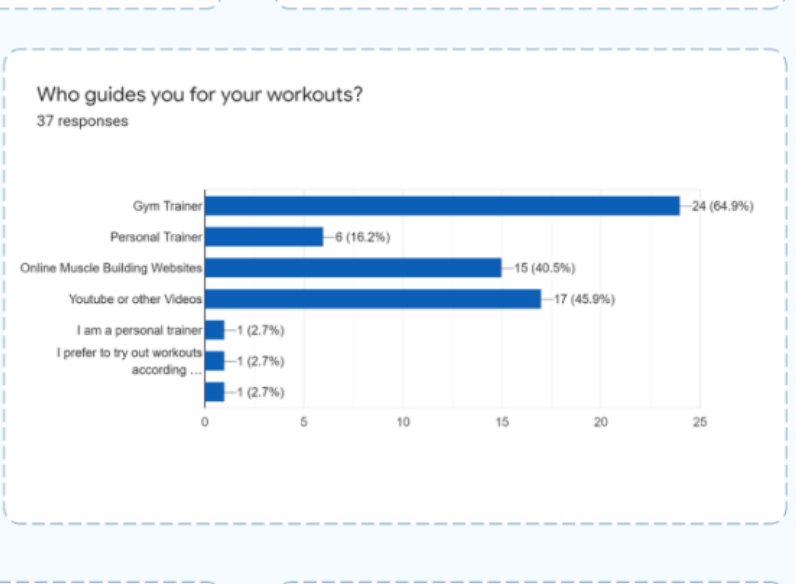


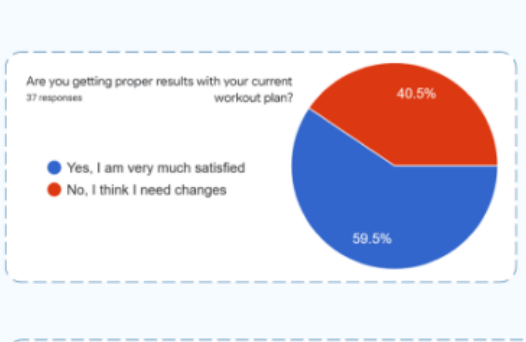


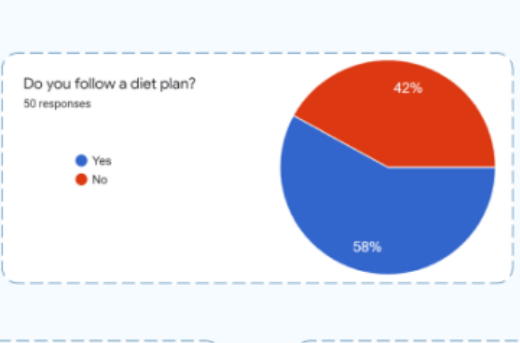


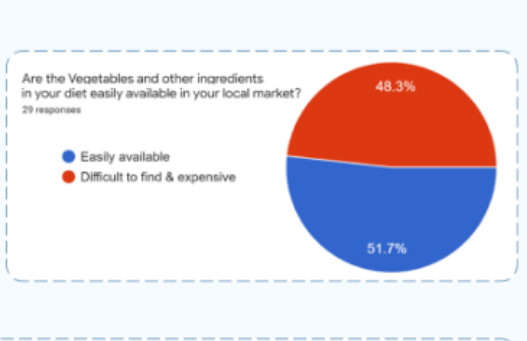


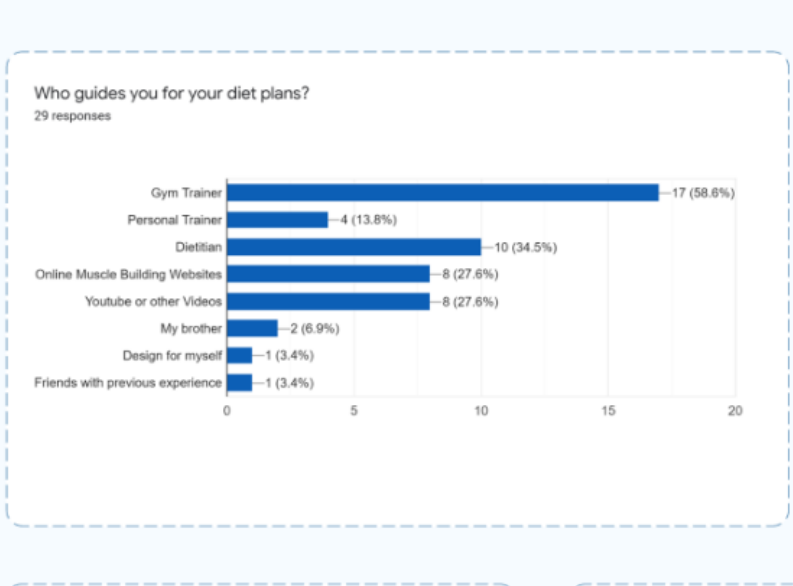


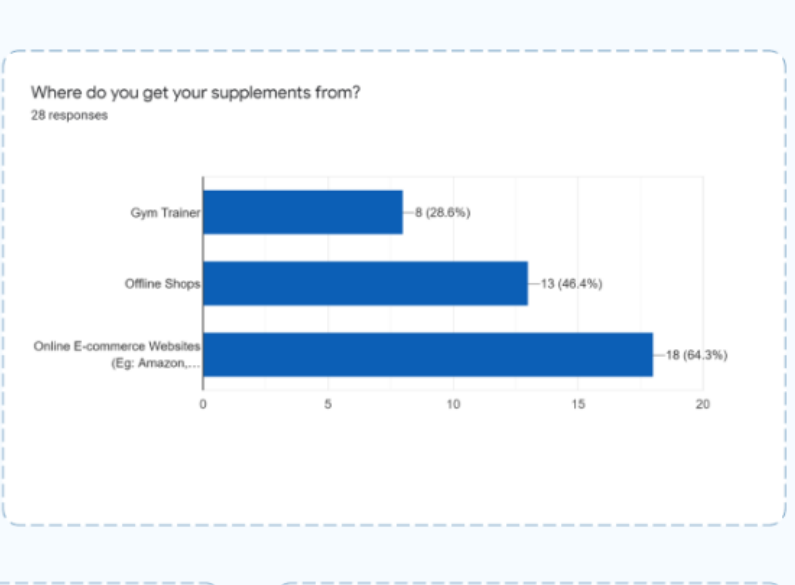


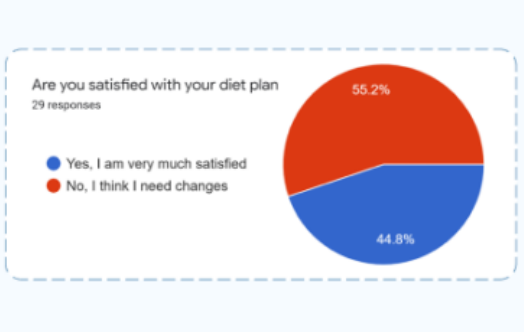


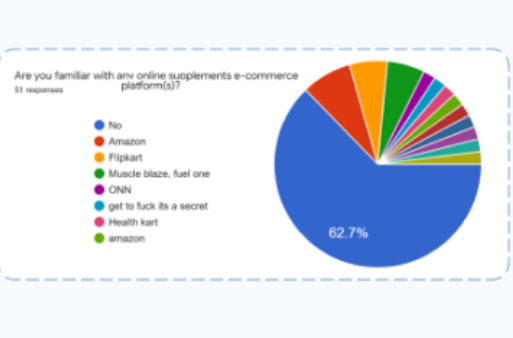


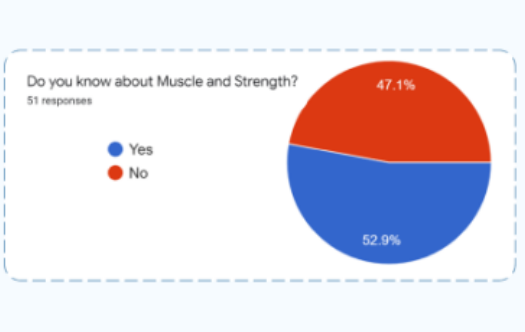












## Primary Research

Based on the target user defined earlier, we conducted interview sessions to understand the following:

- Their Lifestyle
- The difficulties they face
- Their aspirations
- Their motivations

Our questions were based on needs, time and expectations of the user

### Major Findings

- People exercise incorrectly causing injuries and health problems
- People are unable to maintain their diet plan
- At times they feel the workout they are following does not compliment their goals
- There is a lot of ignorance about what workout plan to follow
- People think things will change overnight
- People do not set personal goals resulting in a lack of self-management skills

## Persona & Customer Journey

## Persona

Rashi Arora
27 | Pune

**Bio**

Rashi Arora is a 27 year old woman who is working in an office. Usually she has a lot of work, so she does not have enough time to go to the gym. Her phone is full of apps to do workout at home but she is confused about which app she should follow

**Goals and Needs**
- She wants to bring her workout pattern on track
- Due to health issues she can not do all types of exercises, so, she needs a suitable personally customized program
- She wants to track her progress related to fitness
- She wants to distinguish between programs depending on their quality

**Difficulties**
- Can not find the perfect training programs
- Lack of information about what she needs to improve
- Lack of motivation results in her giving up on working out

**Social Media Activity**

**Personality**
- Extrovert
- Dedicated
- Emotional

**Devices Used**
- Mobile
- Apple Watch

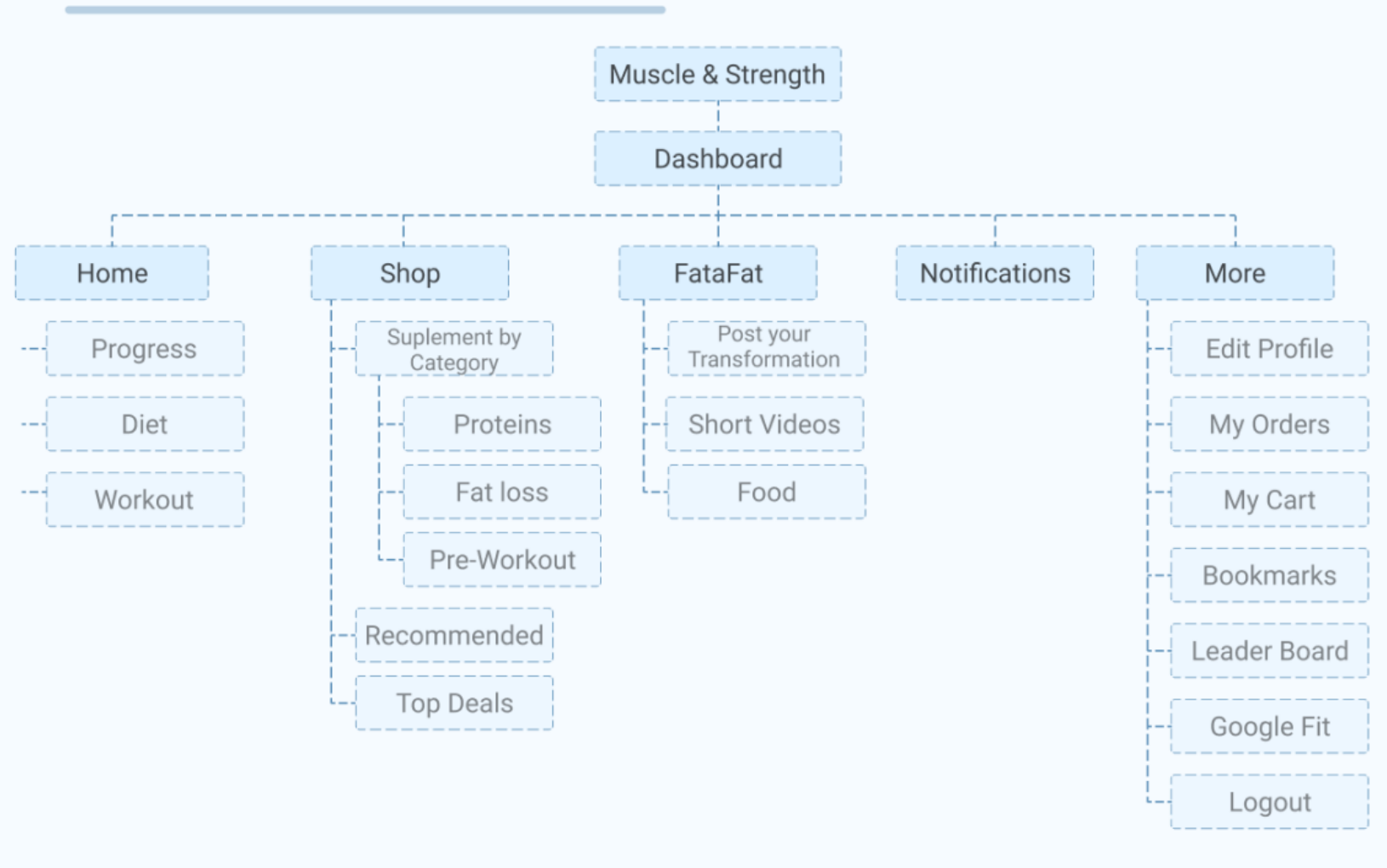
## Customer Journey

Scenario : Rashi is planning to start workout as she is gaining fat from daily sitting at office. She read some online articles about exercises and how to improve on strength. She has a deadline at work, so she is not sure when to workout next

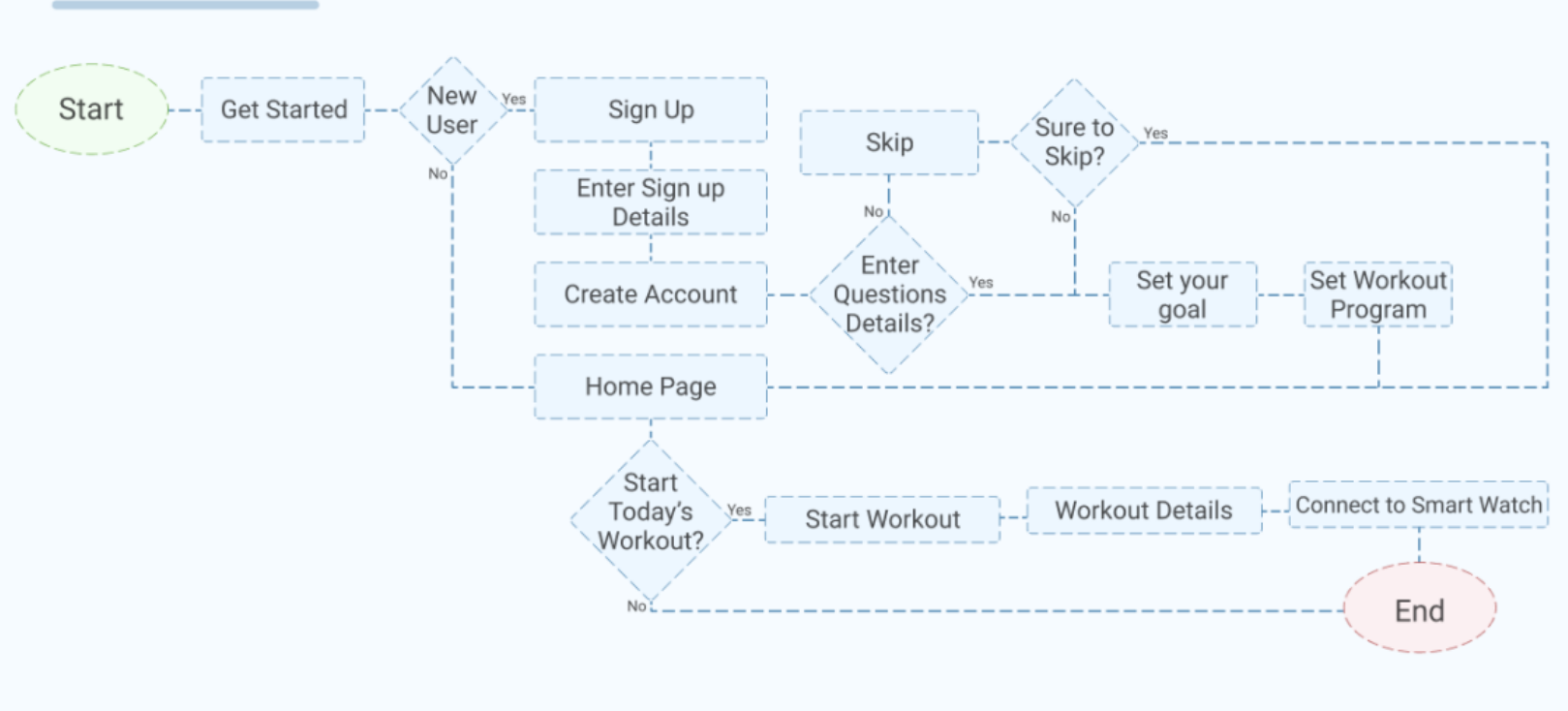
| PHASES | WANT TO IMPROVE HER STRENGTH | PREPARE FITNESS SESSIONS | START WORKOUT | FINISH FIRST WEEK |
|---|---|---|---|---|
| DOING | Look for a gym<br>Select goals : Improve strength<br>Look for information online<br>To achieve her goals | Schedule days of training<br>Decide which exercise to perform each day<br>Look online for diet plan | Select playlist for the session<br>Start Session<br>Warm up<br>Perform exercise | Finish workout of first week<br>Review her progress this week<br>Check body fat and calories burn<br>Ask friend for advice |
| THINKING | Finally, I finished my work, I have some time to go to gym | I am really busy this week, I am not sure which days I will go gym, should I ask coach for some help to prepare my plan | It was a nice exercise, it is really helpful but I am not sure I was doing exercise in a right way or not | I want to lose my fat and built strength. I am not sure which exercise plan are best to build muscle strength |
| FEELING | | | | |
| OPPORTUNITIES | Offering user to set their own personal goals | Offering personalised fitness plans<br>Schedule workout per day<br>Offering user to personalised diet plan | Guiding user to do exercise properly<br>Offering coach experience to encourage user to exercise | Showing progress statistically mapped out to motivate at the end of the week |

## Information Architecture & Task Flow
Mobile Application

## Information Architecture

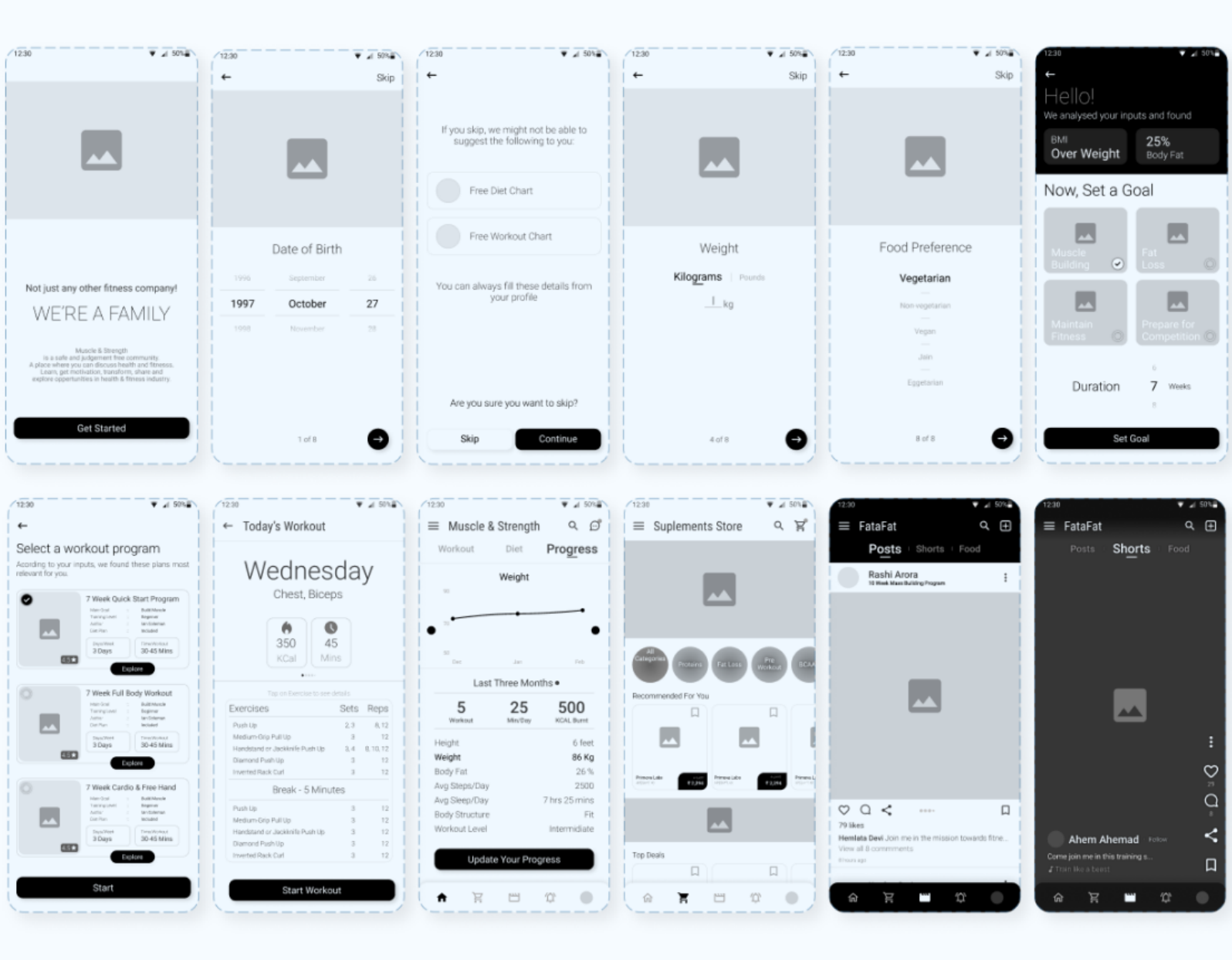

Muscle & Strength
Dashboard
Home
Progress
Diet
Workout
Shop
Suplement by Category
Proteins
Fat loss
Pre-Workout
Recommended
Top Deals
FataFat
Post your Transformation
Short Videos
Food
Notifications
More
Edit Profile
My Orders
My Cart
Bookmarks
Leader Board
Google Fit
Logout

## Task Flow

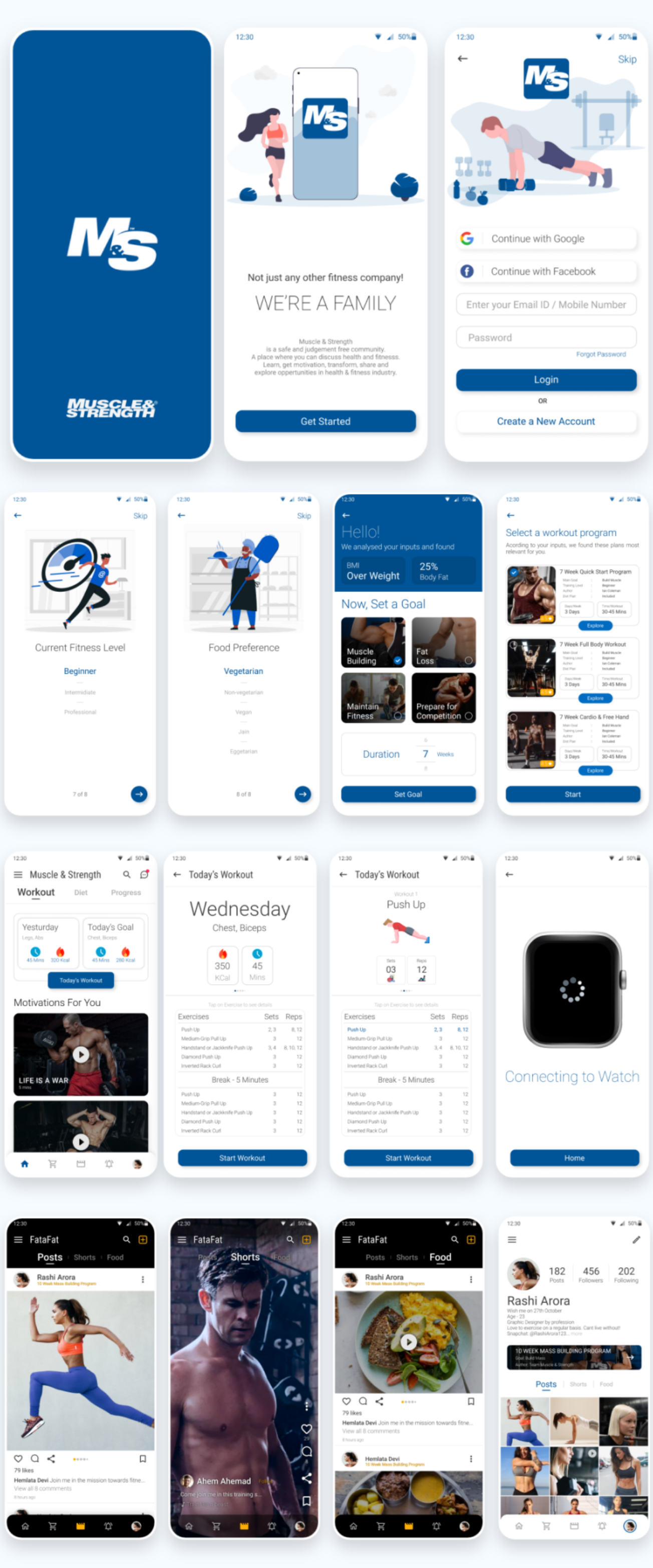

Start
Get Started
New User
Yes
No
Sign Up
Enter Sign up Details
Create Account
Home Page
Skip
Sure to Skip?
Yes
No
Enter Questions Details?
Yes
No
Set your goal
Set Workout Program
Start Today's Workout?
Yes
No
Start Workout
Workout Details
Connect to Smart Watch
End

## Wireframes
Mobile Application

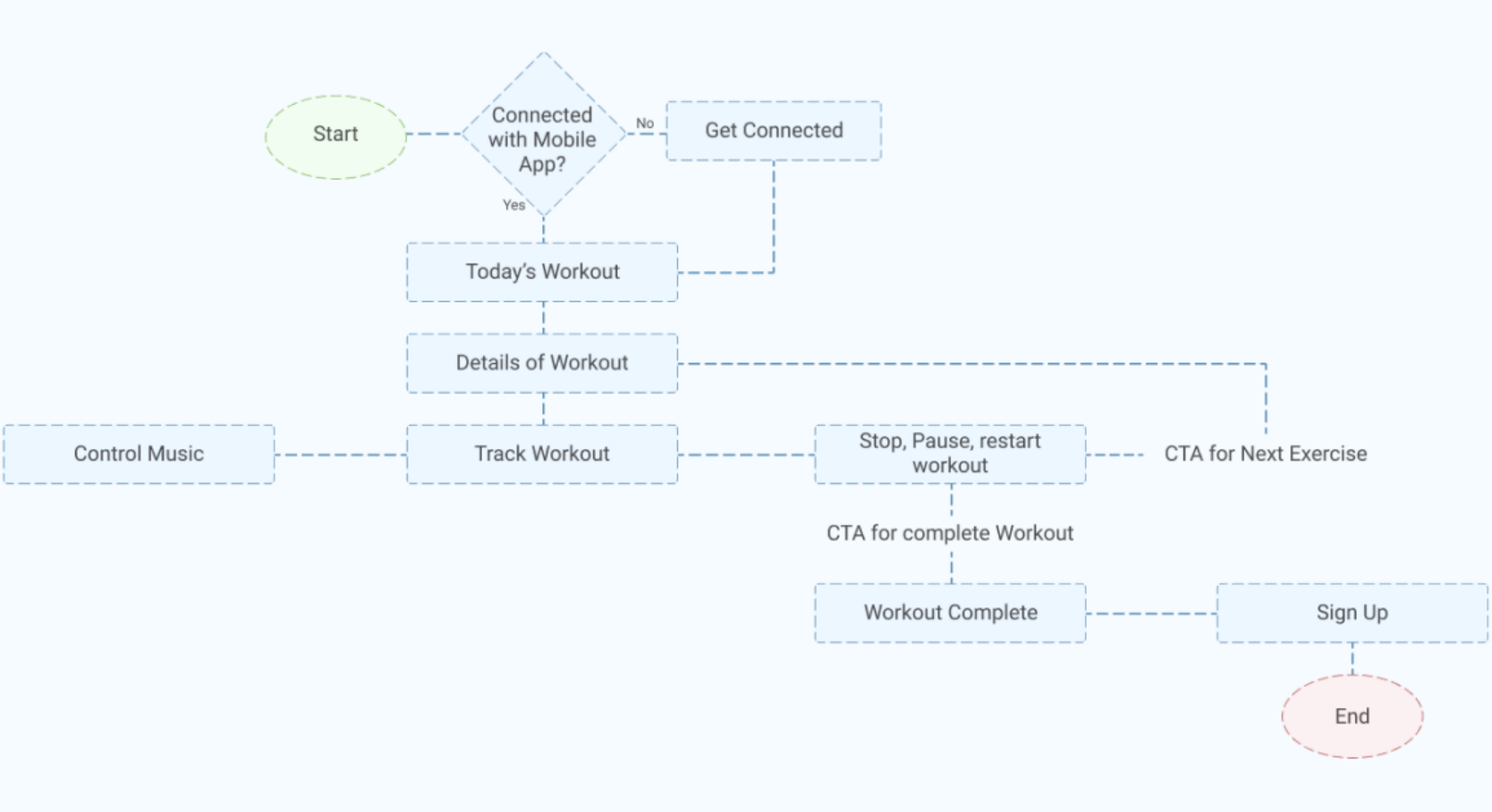
More than 30 wireframe screens were made.


WE'RE A FAMILY
Get Started
Date of Birth
Weight
Food Preference
Hello!
Now, Set a Goal
Select a workout program
Today's Workout
Wednesday
Muscle & Strength
Progress
Suplements Store
FataFat

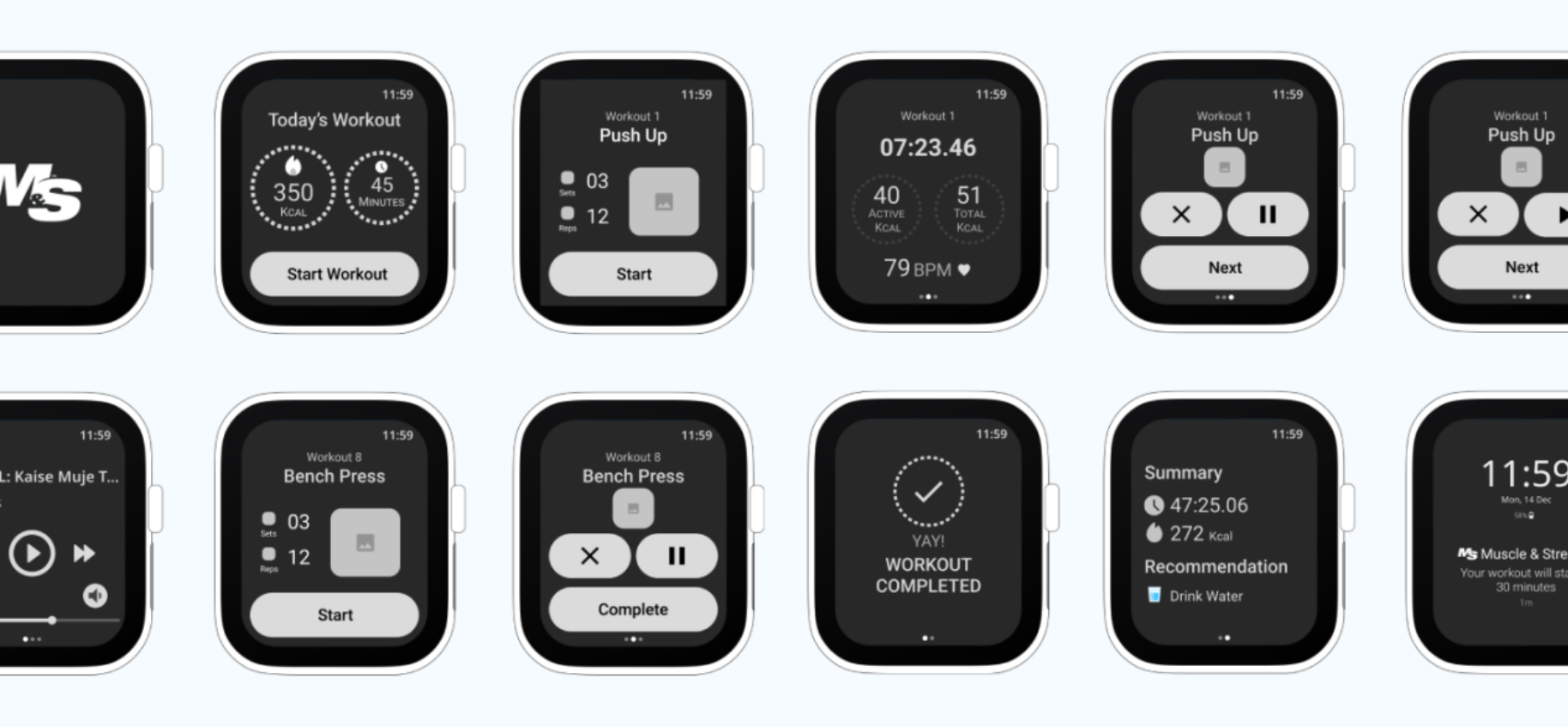
## Visuals
Mobile Application


MUSCLE& STRENGTH
Not just any other fitness company!
WE'RE A FAMILY
Get Started
Continue with Google
Continue with Facebook
Enter your Email ID / Mobile Number
Password
Login
Create a New Account
Current Fitness Level
Beginner
Food Preference
Vegetarian
Hello!
Over Weight
Now, Set a Goal
Muscle Building
Fat Loss
Maintain Fitness
Prepare for Competition
Duration
Set Goal
Select a workout program
Start
Muscle & Strength
Workout
Motivations For You
Today's Workout
Wednesday
Chest, Biceps
Start Workout
Push Up
Connecting to Watch
Home
FataFat
Posts
Shorts
Food
Rashi Arora

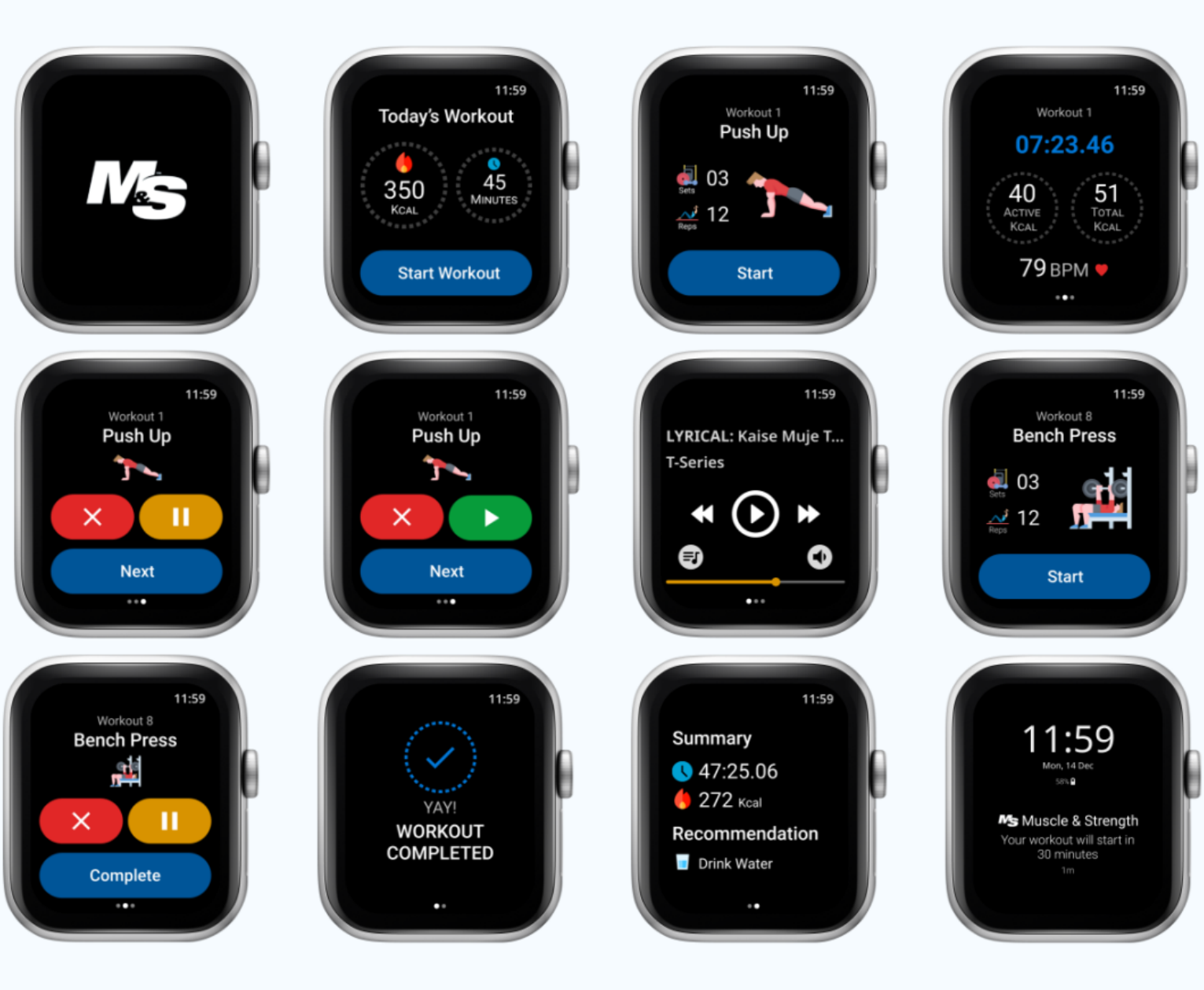
## Task Flow
Smart Watch


Start
Connected with Mobile App?
No
Yes
Get Connected
Today's Workout
Details of Workout
Control Music
Track Workout
Stop, Pause, restart workout
CTA for Next Exercise
CTA for complete Workout
Workout Complete
Sign Up
End

## Wireframes
Smart Watch


Today's Workout
350
45
Start Workout
Push Up
Start
07:23.46
79 BPM
Next
Bench Press
Complete
YAY! WORKOUT COMPLETED
Summary
47:25.06
272 Kcal
Recommendation
Drink Water
11:59

## Visuals
Smart Watch


11:59
Today's Workout
350 KCAL
45 MINUTES
Start Workout
Workout 1
Push Up
03
12
Start
07:23.46
40 ACTIVE KCAL
51 TOTAL KCAL
79 BPM
Next
LYRICAL: Kaise Muje T...
T-Series
Workout 8
Bench Press
Complete
YAY!
WORKOUT COMPLETED
Summary
47:25.06
272 Kcal
Recommendation
Drink Water
11:59
Mon, 14 Dec
Muscle & Strength
Your workout will start in 30 minutes

## Prototype

We have also created a running prototype of the UI that you can open and use like a real mobile application.

Click Here

## Thank You for Scrolling...

## Contact Me

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