02

Muscle & Strength

Project Brief

The creation concept and mobile app design is a platform for people who want to lose weight, build muscle, and improve overall health and fitness. Accessible goal.

The app **designed** a mobile application and smart watch for people who want to lose weight, build muscle, and improve overall health and fitness. The app is called "Muscle & Strength" and is designed for iOS and Android. The app is aimed at people who are beginners in fitness.

Problem Statement

It is difficult for people to find and follow workout or diet plans suitable for them. They are confused about what to do, how to do it, how long it will take, and most importantly, is it worth it. They have interest in keeping track of their fitness.

Design Process

Discover	Define	Dream	Design
• Secondary Research • Surveys • Survey Analysis • Primary Research	• User Personas • Customer journeys	• Information Architecture • Task Flows • Site Maps	• Wireframes • Visuals

Target Audience

Primary
Age
23-35
Professionals

Secondary
Age
16-22
Students & College Students

Tertiary
Age
36-45
Fitness Enthusiasts Group

Research

Secondary Research

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

57% of the respondents spend at least 1 hour a week on their fitness.
Fitness is mostly prefer to go to gyms to workout.
Most people are not understanding that fitness is not only about gym, it is lifestyle.
1 in 4 of them adults use a Smart Watch or Fitness Tracker with the purpose of tracking their physical data.
A total of 50 fitness enthusiasts in Doha follow a diet plan.
Fitness has been a huge emphasis on people's lifestyle, and it has not only been the reasons why, but it has been a trend for years.
Gender
Age
Do you have a fitness tracker?
Do you follow a diet plan?
Do you follow a workout plan?
Do you follow a workout plan?
Do you follow a workout