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	Define	Dream	Design
Secondary Research Survey Primary Resrarch	User Persona Customer journey	Information Architecture Task Flow	Wireframes Visuals

Target Audience

Primary	Secondary	Tertiary
Age 23-35 Professionals	Age 16-22 School & College Students	Age 36-45 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: practo.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**

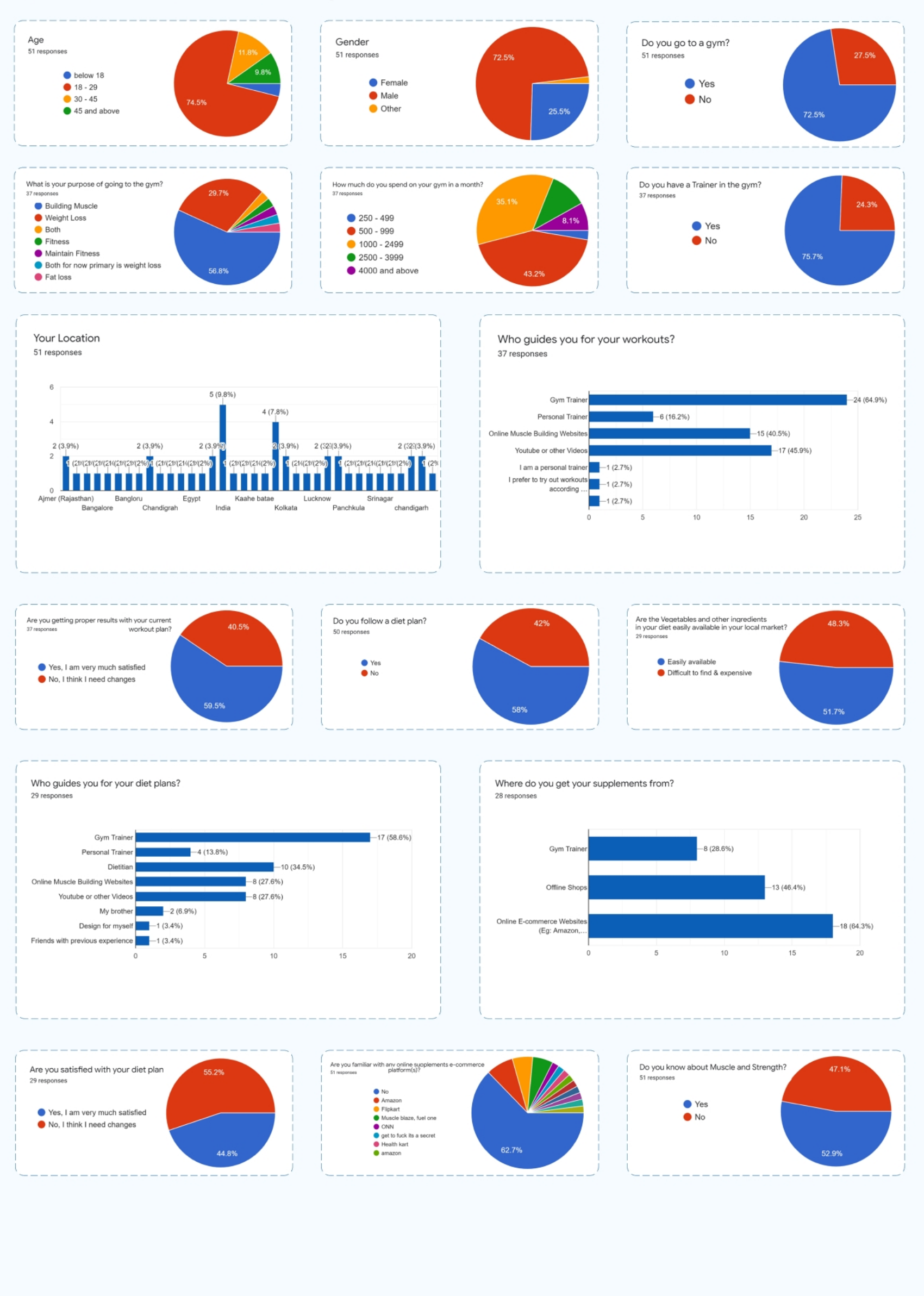
Source: decathlon.in

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

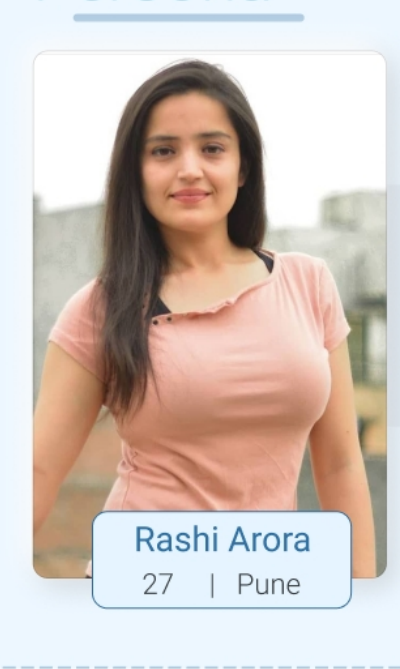
Our questions were based on needs, time and expectations of the user

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

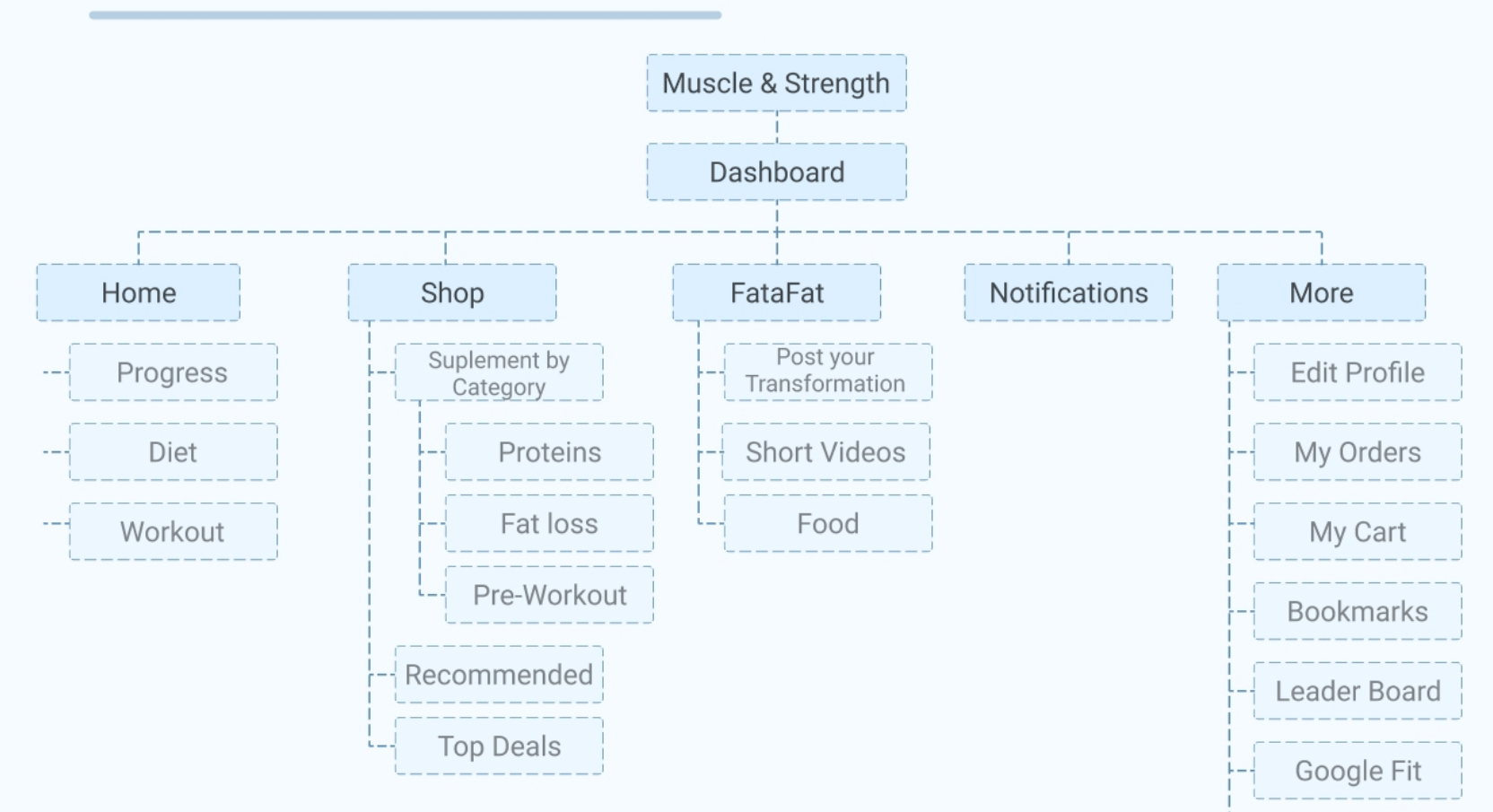
Scenario : Rashi is planning to start workout as she is gaining fat from daily sitting at office. She read some online articles about exercises and how to improve on strength. She has a deadline at work, so she is not sure when to workout next

PHASES	WANT TO IMPROVE HER STRENGTH	PREPARE FITNESS SESSIONS	START WORKOUT	FINISH FIRST WEEK
DOING	Look for a gym Select goals : Improve strength Look for information online To achieve her goals	Schedule days of training Decide which exercise to perform each day Look online for diet plan	Select playlist for the session Start Session Warm up Perform exercise	Finish workout of first week Review her progress this week Check body fat and calories burn 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 Schedule workout per day Offering user to personalised diet plan	Guiding user to do exercise properly 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

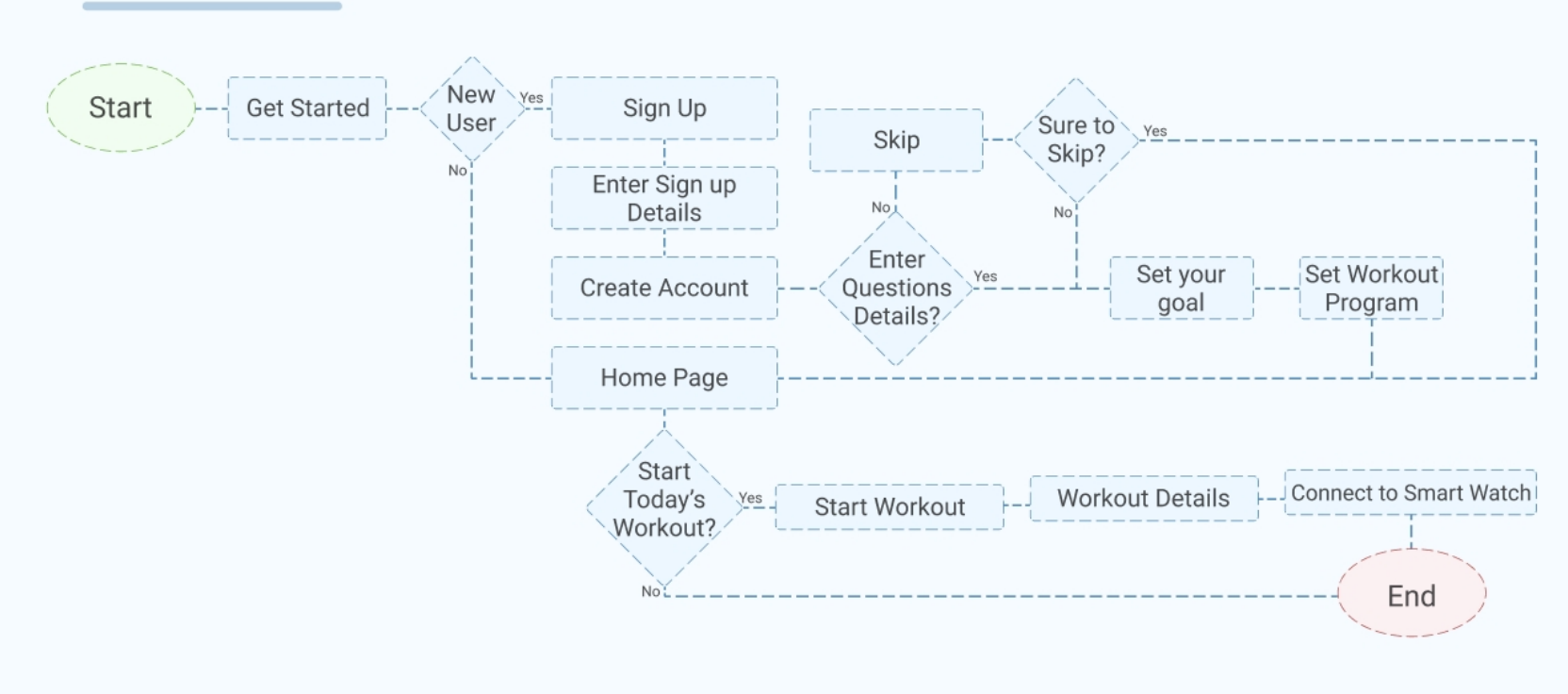
Mobile Application

Information Architecture



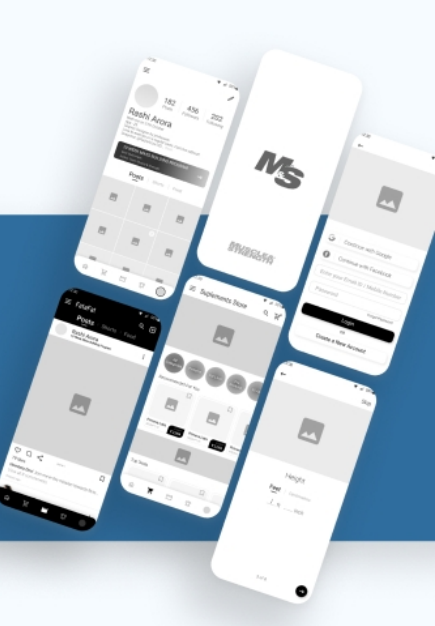
Muscle & Strength
- Dashboard
  - Home
    - Progress
    - Diet
    - Workout
  - Shop
    - Suplement by Category
      - Proteins
      - Fat loss
      - Pre-Workout
    - Recommended
    - Top Deals
  - FataFat
    - Post your Transformation
    - Short Videos
    - Food
  - Notifications
  - More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

Task Flow

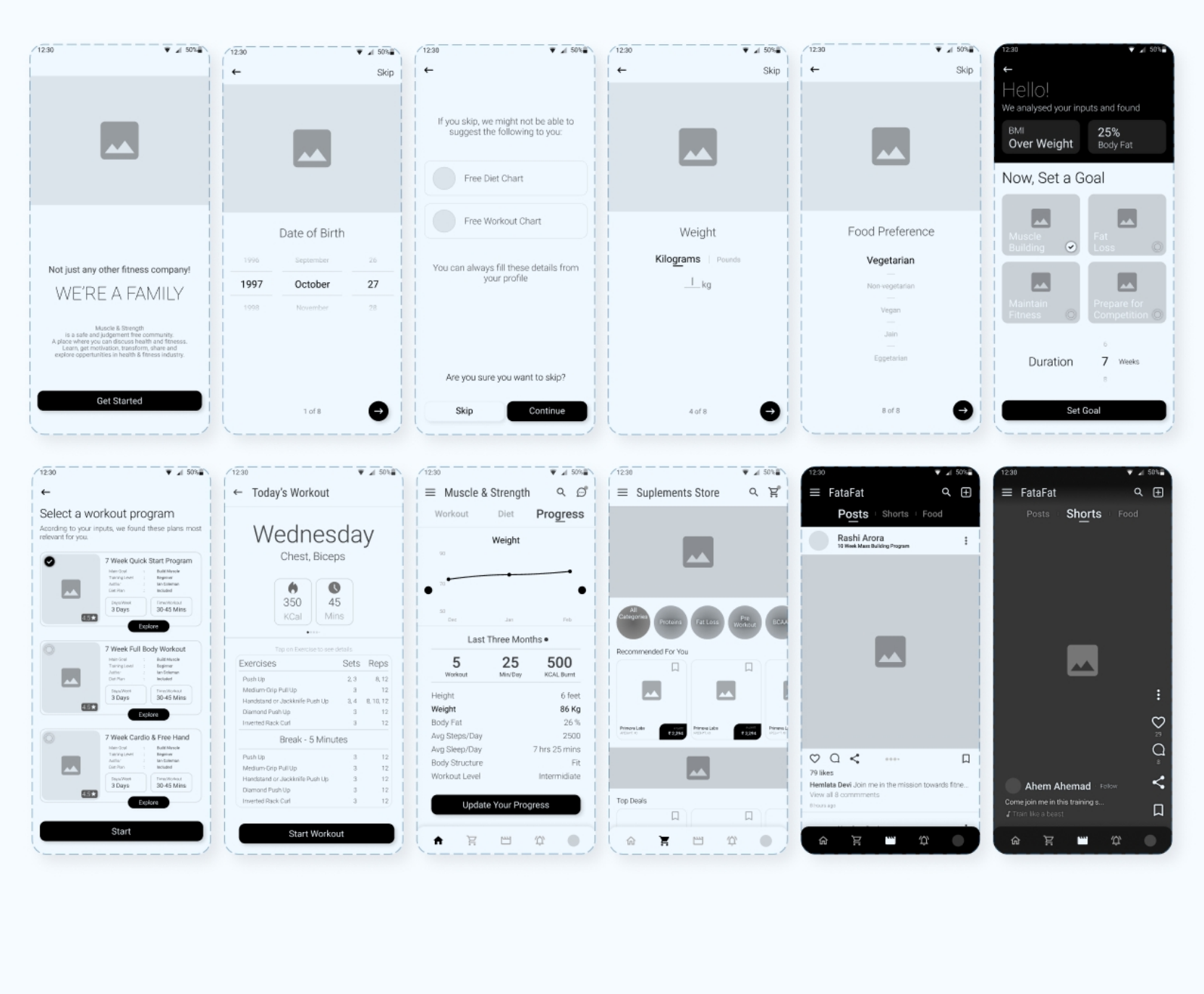

Start
Get Started
New User
Yes
No
Sign Up
Enter Sign up Details
Create Account
Home Page
Skip
No
Enter Questions Details?
Yes
Sure to Skip?
Yes
No
Set your goal
Set Workout Program
Start Today's Workout?
Yes
No
Start Workout
Workout Details
Connect to Smart Watch
End

Wireframes

Mobile Application

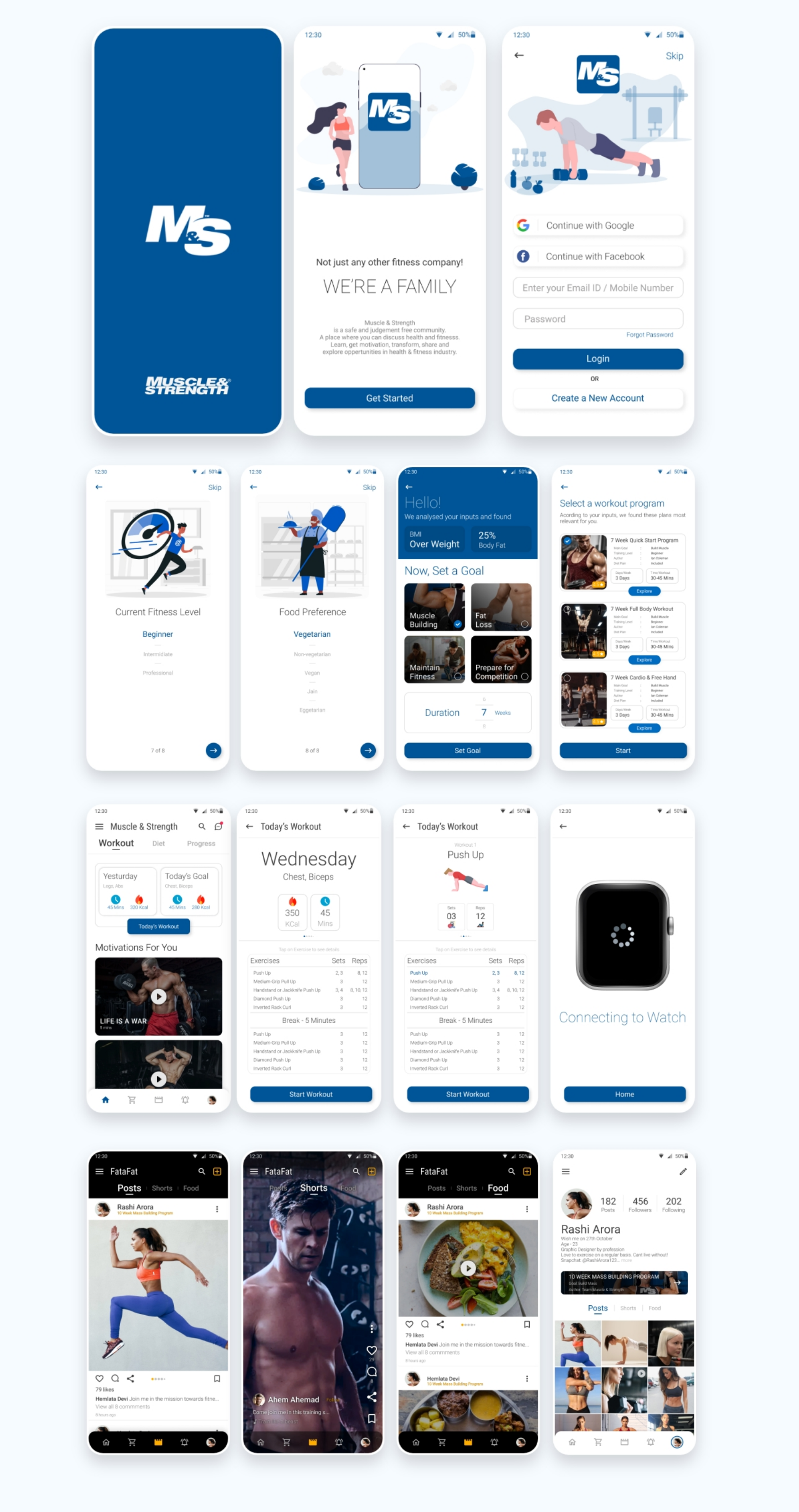


More than 30 wireframe screens were made.


WE'RE A FAMILY
Date of Birth
1997
October
27
Weight
Kilograms
Food Preference
Vegetarian
Hello!
Over Weight
25%
Now, Set a Goal
Today's Workout
Wednesday
Chest, Biceps
Start Workout

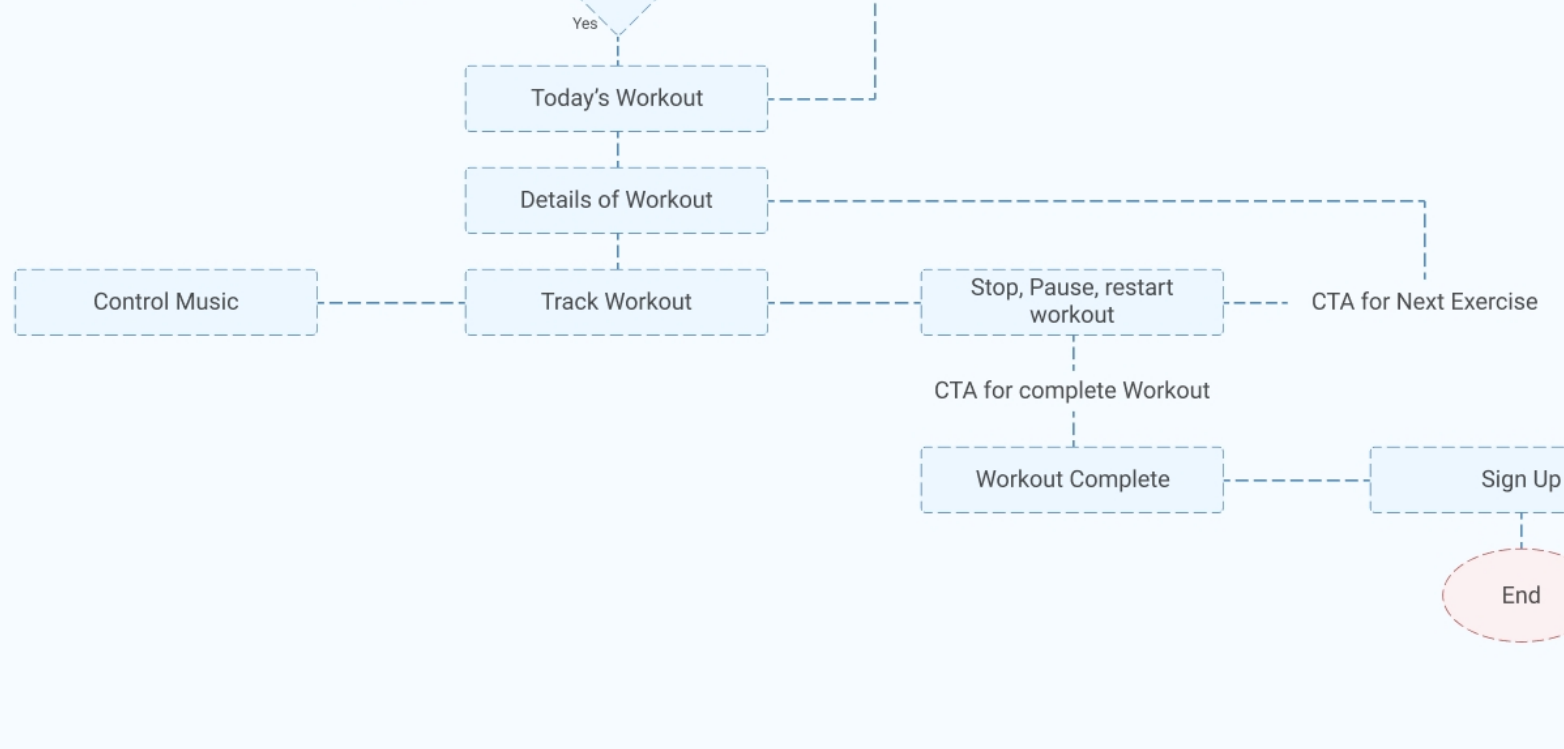
Visuals

Mobile Application


MUSCLE&STRENGTH
Skip
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
or
Create a New Account
Current Fitness Level
Beginner
Food Preference
Vegetarian
Hello!
We analysed your inputs and found
BMI
Over Weight
25%
Body Fat
Now, Set a Goal
Muscle Building
Fat Loss
Maintain Fitness
Prepare for Competition
Duration
Set Goal
Select a workout program
Start
Muscle & Strength
Workout
Diet
Progress
Yesterday
Today's Goal
Today's Workout
Motivations For You
LIFE IS A WAR
Today's Workout
Wednesday
Chest, Biceps
350
KCal
45
Mins
Exercises
Sets
Reps
Push Up
Medium-Grip Pull Up
Handstand or Jackknife Push Up
Diamond Push Up
Inverted Rack Curl
Break - 5 Minutes
Start Workout
Workout 1
Push Up
03
12
Connecting to Watch
Home
FataFat
Posts
Shorts
Food
Rashi Arora
79 likes
Hemlata Devi
Ahem Ahemad
182
Posts
456
Followers
202
Following
Rashi Arora
10 WEEK MASS BUILDING PROGRAM

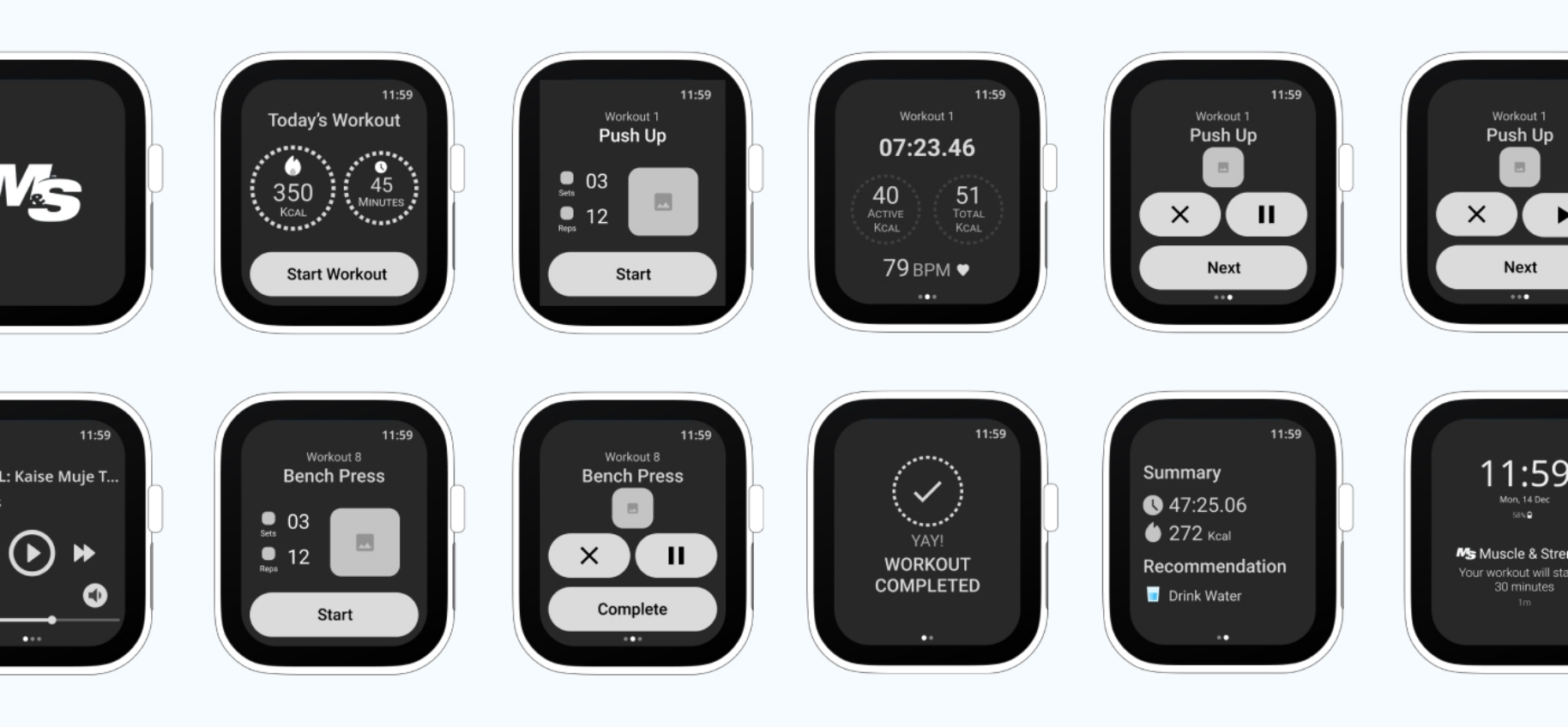
Task Flow

Smart Watch


Start
Connected with Mobile App?
No
Get Connected
Yes
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

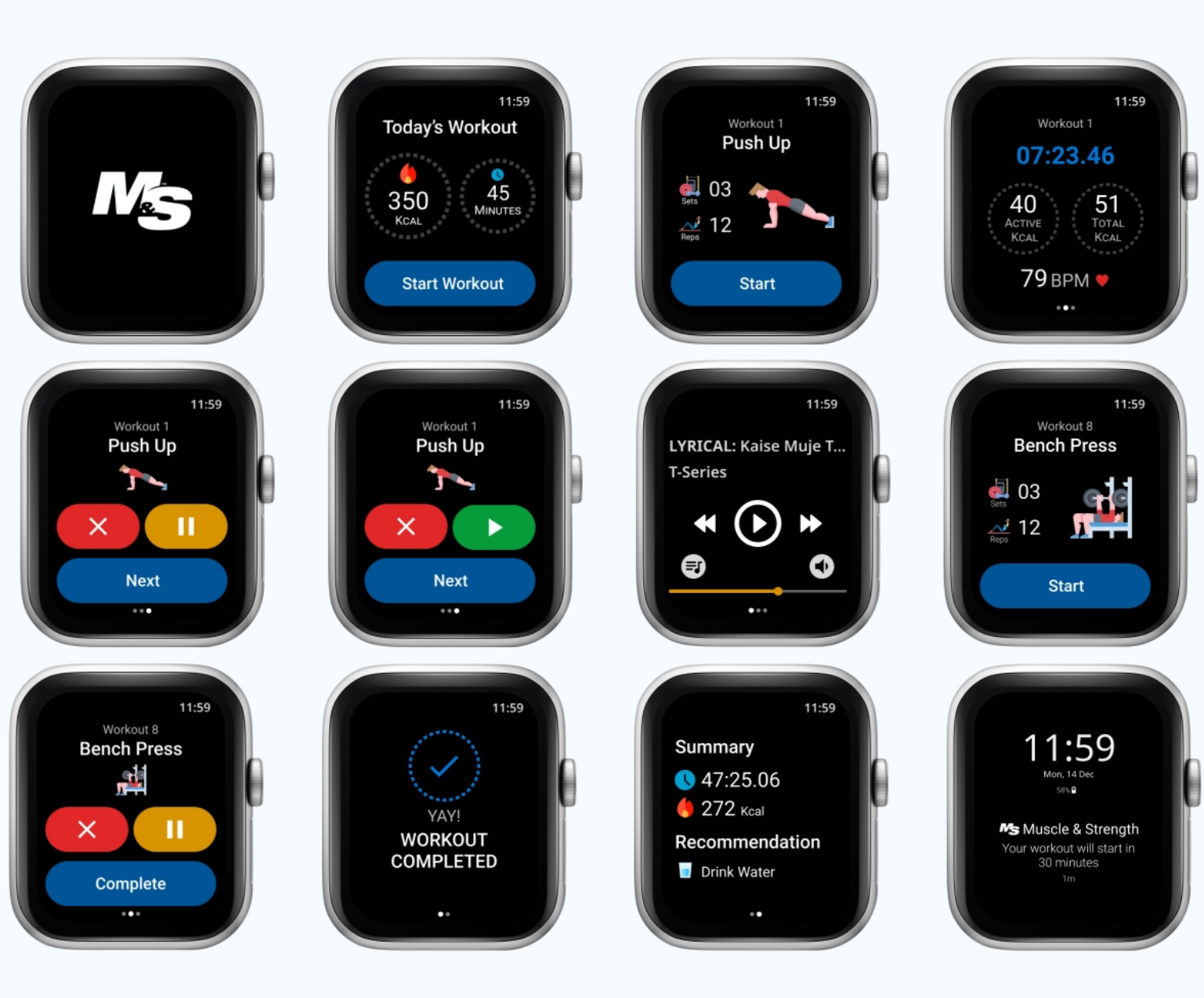
Wireframes

Smart Watch


Today's Workout
350
45
Start Workout
Workout 1
Push Up
Start
07:23.46
40
51
79 BPM
Next
Kaise Mujhe T...
Workout 3
Bench Press
03
12
Complete
WORKOUT COMPLETED
Summary
47:25.06
272
Recommendation
11:59

Visuals

Smart Watch


11:59
Today's Workout
350
45
Start Workout
Workout 1
Push Up
Next
03
12
Start
07:23.46
40
51
79 BPM
LYRICAL: Kaise Mujhe T...
T-Series
Workout 3
Bench Press
Complete
WORKOUT COMPLETED
Summary
47:25.06
272
Recommendation
Drink Water
Muscle & Strength

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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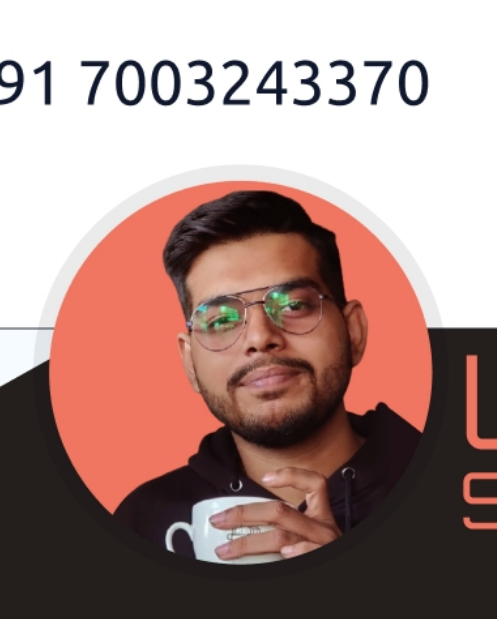

UMANG SINGH