02

Muscle & Strength

Project Brief

The creation concept and research for a mobile application and website for a fitness and health company. The application should have three functional parts.

For Year **Muscle & Strength** is a mobile application and website which aims to provide a fitness and health company with a new way of interacting with its customers. The application will have three functional parts, the first part will be a fitness tracker, the second part will be a fitness and health community and the third part will be a fitness and health shop.

Problem Statement

Muscle & Strength is a difficult for the people to find and follow workout or diet plans suitable for their needs. They also complain about the lack of motivation, the lack of a community to share and exchange information, and the lack of a fitness tracker to **keeping track of their fitness**.

Design Process

Discover
- Secondary Research
- Survey
- Primary Research

Define
- User Persona
- Information architecture

Dream
- Information Architecture
- Task Flow

Design
- Wireframes
- Visuals

Target Audience

Primary
Age
23-35
Professionals

Secondary
Age
16-22
Schools & 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

- 37% of the respondents **spend at least 3 hours** per week on their fitness
- 5 out of 10 people **use a Smart Watch or Fitness Tracker** with their workout routine, using it for other tasks
- Fitness trackers **motivate people to go to gyms to workout**
- Instagram is **perfect** for people **to share their workouts**
- A total of 50 fitness enthusiasts in Doha **follow 5 African gyms**
- Most people are now prioritizing their **fitness** in a lot more than before, **specially in the Lockdown**

Online Survey

We run surveys in which 51 users took part. This helped us in actually understanding what the users want, like, and more insights

Primary Research

Based on the target user defined earlier, we conducted interviews and questionnaires to understand the following:

- Their Lifestyle
- Their Fitness Goals/ Face
- Their applications
- Their motivations

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

Major Findings

- People **specially** expressing craving injuries during workouts
- People are unable to maintain their diet plan
- People find it difficult to find a workout plan that suits their needs, time and goals
- There is a lot of ignorance about what **healthy eating** means
- People think they can get motivated from friends and from **social media**
- People are not interested **gives** exercising in groups and communities

Persona & Customer Journey

Persona

Customer Journey

Information Architecture & Task Flow

Mobile Application

Information Architecture

Task Flow

Start
Get Started
Sign up
Sign in
Sign up
Sign in
Sign up
Sign in