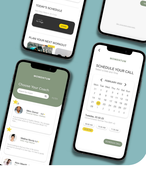
MOMENTUM

THE APP THAT ACTUALLY KEEPS YOU EXERCISING!



Role

Solo Bootcamp Project for Careerfoundry UX/UI
Mentored by L. Bricker

Tools Used

Figma, Xd, Miro, Zoom, Canva

Understanding The Problem

Project Brief

THE PROBLEM

"IT'S HARD TO KEEP UP AN EXERCISE ROUTINE!"

Users need an app that helps them to find a personalized exercise and me-time routine, which they actually can keep up. They finally want to create a healthy habit that stays in their life. Having group classes and access to a community of like-minded people will help the user with their personal motivation. Users are concerned about the possibility of injury so a personal coach will be available to provide a personalized routine.

COMPETITIVE ANALYSIS

WHAT CAN I LEARN FROM OTHER APPS? WHAT ARE THEY MISSING?

I identified two strong competitors and analyzed their business strategies to discover their strengths and weaknesses relative to MOMENTUM. ?

App Name	FREELETICS	FUTURE
Personalized Workouts	✓	✓
Real-Life Personal Trainer		✓
AI Powered	✓	
Free Subscription	✓	
Apple Watch Included		✓

SWOT & UX ANALYSIS

I digged a little deeper to explore what these two apps are really about and where our opportunities are.

Freeletics | Future

QUESTIONS I'VE ASKED MYSELF

-Can an AI powered personal trainer fulfill customers expectations?
-How important is community for an app? Is it necessary to include it?
-What motivates the user to exercise, what is holding them back?

INTERVIEWS

Because I want to build an app specifically for people which are having a hard time building an exercise routine, I decided to interview those which are already successfully in doing exactly that!

Participants

Everyone has pain points even people which are successful in keeping up their routine.

"MY PERSONAL TRAINER IS LIKE A FRIEND!"

KEY LEARNINGS:
-In person Personal Trainer is the key to longterm success for many
-Community & working-out together increases endurance & motivation

Solution - Visualization

THE SOLUTION STATEMENT

IT'S HARD TO KEEP UP AN EXERCISE ROUTINE!

With some input from the user the app will begin to interact and establish the right exercise program by tracking the user's actions. A real live personal trainer is assigned to the user. The app rewards users when they achieve goals with access to focused healthy lifestyle products.

USER PERSONAS | JOURNEY MAP | USER FLOW

I've decided to create three personas which reflect the possible key features of the app and created a uniq journey for each one of them. Check it out!

LAUREN
Safety / Coach Feature

NINA
Group / Community Feature

MARCO
Coach / Habit Feature

„INJURIES HOLD ME BACK FROM EXERCISING!"

KEY LEARNINGS:
Going into a mindset of really keeping these 3 people in my focus and create for them helped to keep it real and focused on the solution.

Execution

LOW-FIDELITY PROTOTYPE

HOW DO I MANIFEST WHAT I'VE LEARNED?

Here I pretty much fused together all the results of the research with the ideas that I had along the way.
Inputs from competitive research but also inspirations through the interviews shine through the momentary results.

MID-FIDELITY PROTOTYPE

WHAT DO I KNOW ALREADY?

I went straight into to the mid-fidelity wireframesing because the low-fidelity process made me question more and gave me already a deeper understanding of how to solve smaller problems.

At this point, I started to question decisions that I made up to this point. I included notes and additional ideas to keep track of the progress but also to be clear which questions I need clarifications for.

IN-PERSON USER TESTING

Participants seemed mostly very satisfied and expressed ease of use. However during the test some errors and observations were made which needed to be addressed and improved.

Testing Results

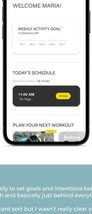
„WHAT DOES THE MY ACTIVITY SECTION REPRESENT?"

5 out of 6 participants weren't sure what the my activity section represents. Here I actually had to go back and do some more competitor research since I didn't gain enough clarity what information the user needs and wants.

PREFERENCE TESTING

After all the discoveries and changes I focused on the UI design. Users opinions were here also a key for success.

FINAL PROTODYPE



KEY LEARNINGS:
I've learned specifically to set goals and intentions behind user testing, user research and basically just behind everything that goes into this project.
At one point I did a card sort but I wasn't really clear on questions I wanted to have answered with it. The participants mirrored the unsure intentions right back at me.

Thanks for investing your valuable time on my portfolio.
Let's chat on a call!

LET'S TALK!

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