

INTERACTIVE DESIGN

Designing the Experience of Personal Training

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RIT

The Problem

- ▶ People go to the Gym with their friends or colleagues who already have some knowledge about the training.
- ▶ It gives them motivation to go and a feeling of trust and confidence.
- ▶ But it makes them more dependent on others.

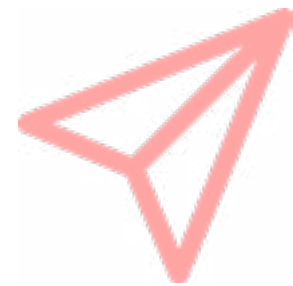
Goals

Motivation & Confidence



To help gain confidence to the beginners and motivation to the active users.

Navigating the Gym



Guide the beginners in the Gym so that they feel comfortable.

Personalized Training



To provide personalized training considering the requirements and needs of an individual.

Feedback on Body Forms



To provide a feedback on the body forms so that the beginners don't hurt themselves while working out.

Track Workout, Food Intake



Track the workout and food intake of the individuals to help them follow up on their progress.

Advanced Training



Advanced training options for the expert users.

Initial Research

Observations:

- ▶ First I noted down **my own experience as a beginner** at the Gym and then I observed the people there
- ▶ Some of the things I focused on are: Are they working out **alone or in groups**? Are they **using any gadgets**? How often people are **asking questions at the information desk**?

Content Analysis:

- ▶ After talking to some people there, I came to know about a YouTube channel **“Athlean X”**
- ▶ I checked out their **YouTube channel** and the **website**
- ▶ They have an option called **“Let us help you choose a program”** on the website
- ▶ I answered **11 questions related to experience, location and equipments** and then a plan was suggested which was “starting from \$77”



Interview Insights

"It's good if you have partner because they can motivate you and help you reach the next stage"

"When you are new, you need to know how your form is, how do you exactly work on the machine. Once you know how to do it, it doesn't matter if the trainer is there"

"Watched Youtube videos but I haven't used any application"

"I have to wait sometimes because it is crowded"

Some of the Interview Questions were as follows:

1. Do you workout alone/with a friend/trainer/group of friends?
2. What is your goal?
3. How do you keep a track of your workout in gym?
4. Do you use any mobile application as a guide/trainer for your workout?
5. Do you think an application can fulfill the position of a trainer?
6. How do you make sure that you are in the right form?
7. How was your first experience at the gym?

Beginner

"Gym is an intimidating place"

Goals

Body Fitness | Gain/Reduce Weight

Pain Points

Lack of Confidence

Feelings

Conscious | Impatient | Embarrassed

As a **beginner** to the gym, I'm **conscious** about myself and I **get intimidated** when I see a lot of people. I also **need guidance** on correct **body form** so that **I don't hurt myself** while working out.



Active User

"I workout with my friends for competition and motivation"

Goals

Stay Fit | Gain/Reduce weight | Run a Marathon

Pain Points

Lack of Motivation

Feelings

Confident | Motivated by the progress

As an **active user**, I know what I am doing but I want some **motivation** and **competition** while working out.



Expert User

"I write down my workout plan"

Goals

Gain muscle weight | Stay fit

Pain Points

Lack of resources

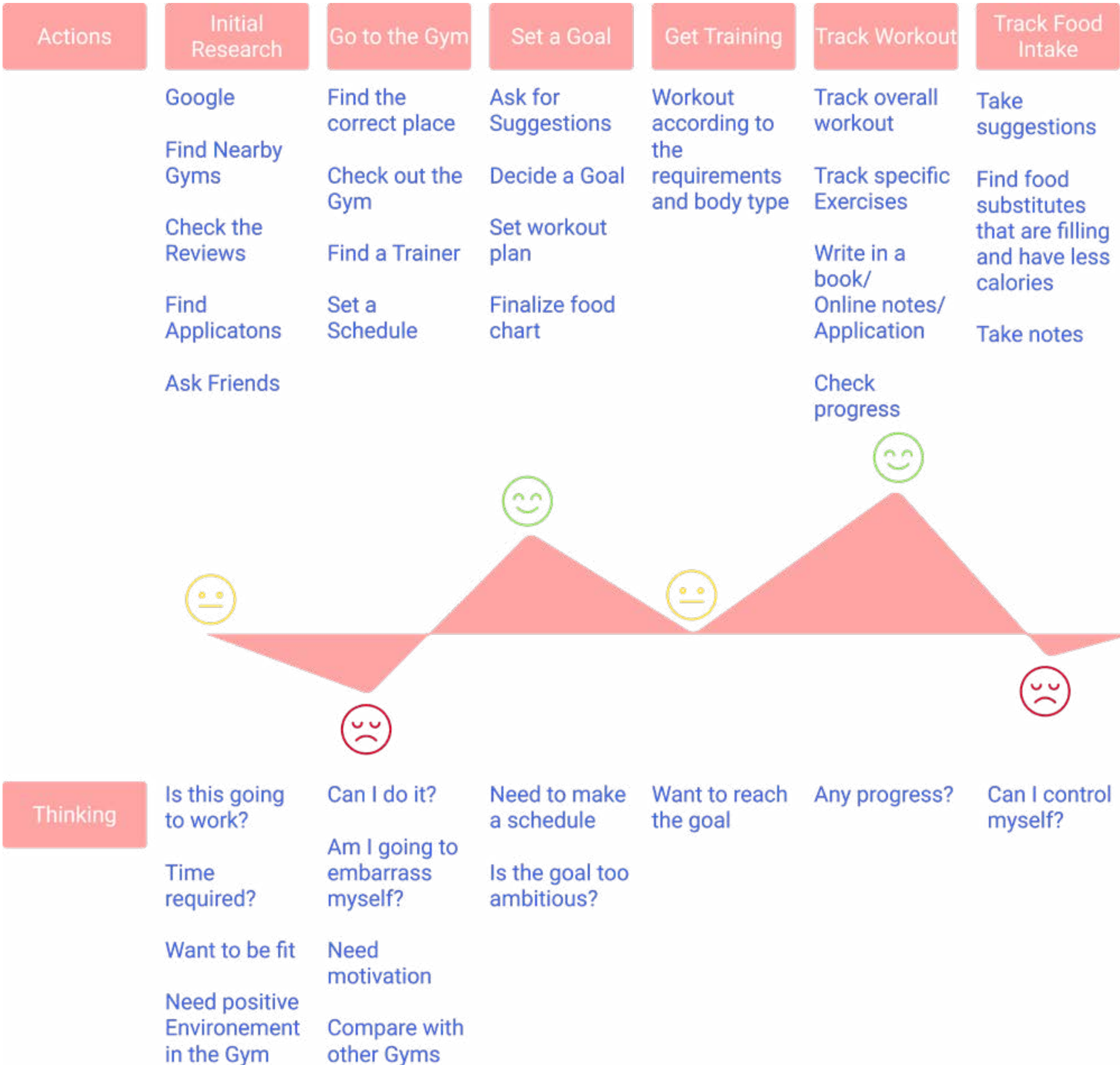
Feelings

Proud | Confident

As an **expert user**, I need an **advanced level training**, something new, something that I don't know, so that **I can be interested** in using the app.



Journey Map



Interaction Flow

- ▶ A **beginner** goes to the nearby gym and **opens the mobile app**.
- ▶ He/She goes through the **Onboarding process** which helps the user to get **personalized results**.
- ▶ The user checks out the **available training options** and finalizes the one which has “**Beginner**” tag on it.
- ▶ At the beginning of every workout, there is a **motivational speech** video or podcast that helps the beginner **gain confidence**.
- ▶ The individual starts working out by **watching the videos**.

