

## Executive Summary

For this user research part of the project, I selected the research methodologies of survey and interview. I created a Google Form that eight people filled out, and I also conducted a 15-minute interview using the same questions from the survey for a more in-depth understanding of the task of working out.

From the results of the two research methods, I learned quite a bit about the participants' routines and habits related to working out. One thing surprising that I learned was that around half of the participants do not change up their routine at all or do not change it up regularly. This could suggest the need of a functionality to suggest changing up routine (in terms of exercises) entirely, and it also reinforces the original idea in the project proposal of recommending to increase weights and or reps/sets, especially since one participant did mention their goals are related to do heavier and heavier weights and it is hard to reach those goals. If data were tracked regularly, the app could use historical data and data from other users to suggest appropriate times to increase weight and suggest decreasing if the user is going too heavy. The results of the research aligned with my knowledge that most people do indeed keep track of their reps, sets, and weights, and many of them do struggle to remember and/or stick with the habit of logging that information. In addition, almost all the participants have tried out some kind of app related to fitness, but those apps do not get used regularly. These findings further support the need of an app/device like BuffWeights.

One thing that surprised me was that over half of the participants do not have defined goals related to working out. This has made me question the need of a goal-setting functionality; however, a helpful functionality would be to suggest possible goals if there were to be a goal-setting function for those who would like to keep track of their progress on the app. Another finding that surprised me was the number of participants that were more hesitant toward the idea of friendly competition; it seems that some of them would rather focus more on themselves than progress through comparison and competition. This will definitely affect the features of the leaderboard and reinforce the importance of data protection. Since both goal-setting and

competition are not common for the participants, maybe these features could be eliminated or be completely separate, unlike the original idea in the project proposal.

One last finding that surprised me was the range of frequency at which the participants used their phones during their workouts. There were three out of five participants who only used their phones when needed. For this, I would have to take into consideration of perhaps a version of the app that does not require the user to be on it very often, and also a summary page that would display information about the user's entire workout very clearly and can be easily understood.

## Personas

### 1. Persona 1 Name: Eric

a) Description: A graduate student in the Leeds School of Business who works out during his free time. He is balancing master's level school-work along with full-time job hunting, social life, and extracurriculars. He has worked out for many years since high school and already has lots of experience in terms of weightlifting and has a muscular build, but has lost some muscle mass in the past year due to COVID. He also used to be an athlete.

#### b) Attributes:

- i) He is very spontaneous and makes a lot of decisions on the fly while working out.
- ii) He does not use his phone often while working out.
- iii) He depends a lot of his workouts on "feeling"- whether he feels he should do more/less, what exercises/body parts he "feels" like doing that day.
- iv) He is quite lax about sticking to a particular routine and might even like more variety and flexibility.
- v) He enjoys friendly competition to motivate himself.

### 2. Persona 2 Name: Wei-Tung

a) Description: He is a full-time graduate student who spends a lot of time practicing coding questions and applying to summer internships while balancing schoolwork and social life. He began working out before coming to the US and has continued for about a year. He is very active; he also plays volleyball, ping-pong, and tennis when he has time.

#### b) Attributes:

- i) He actively records the weight he uses for the exercises on Notion.
- ii) He enjoys working out in the early morning when there's fewer people.
- iii) He also rarely uses his phone when working out.

### 3. Persona 3 Name: Elise

a) Description: A full-time employee as a data analyst who recently graduated from grad school and is working remotely. She started weightlifting during COVID and has continued for around a year so she is relatively new to bodybuilding. She is quite tall and lean to begin with. She plays tennis during her free time.

b) Attributes:

- i) Since she has a stable job and income and a set schedule everyday, she is able to workout more regularly.
- ii) She is strict with her progress and keeps track of bodily measurements such as body fat percentage.
- iii) She sticks to a set routine and adheres to it strictly.

#### 4. Persona 4 Name: Sally

a) Description: A full-time undergraduate student in her senior year juggling school-work, trying to find a full-time job, extracurricular activities, and trying to enjoy her last year of college. She also started weightlifting during COVID and has continued for about one and a half years. She started out with a personal trainer. She does not do much other physical activity in her free time.

b) Attributes:

- i) She uses her phone relatively often.
- ii) She is quite busy trying to balance everything so she only works out once a week, which could make it harder to remember sets/reps.
- iii) She is more lax about the number of reps but she does always count the number of sets.

