Fitness Coaching app for non-tech users

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Project overview

The product:

Featness is an application where people get personalized trainings based on their needs by the virtual coaches of the application. The community involves many professionals, and they create for users personalized sessions with multiple drills, also it comes with a recommended diet.

Project duration:

September 2022 to August 2022

Google
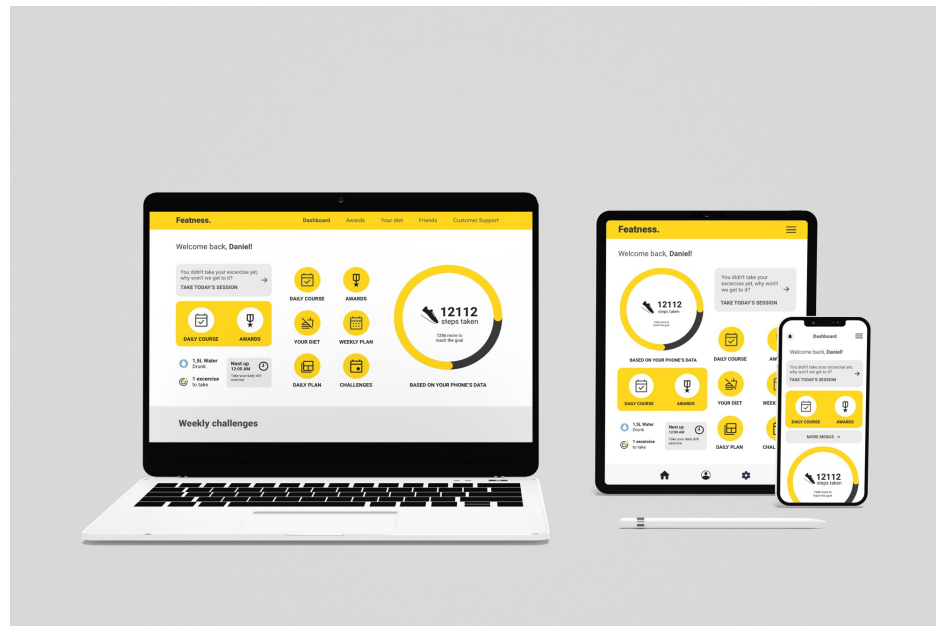
Project overview

The problem:
A lot of people don't have the time to speak with a personal trainer, and go to the gym daily. Also a lot of people is non-tech user, and afraid to use a complex application.

The goal:
To represent a super easy application and provide opportunities for people to have daily or weekly exercises made by professional trainers for their daily routine combined with promotions and discounts on fitness products.

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Project overview

My role:

UX designer leading the app and responsive website design from conception to delivery

Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, iterating on designs, determining information architecture, and responsive design.

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Understanding the user

- User research
- Personas
- Problem statements
- Competitive audit
- Ideation

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User research: summary

I made a research on people's daily habits about exercises and gym trends. Made interviews about how often they are going to the gym, and how much time they spend on creating their diet or making an own plan on exercise. The feedback received through research made it very clear that users would be open and willing to have personal exercises made for their daily routines accorded to their goals.

Persona 1: **John**

Problem statement:

John is an employed person who is not really a tech user, also likes the challenges and the hard work. Also doesn't have a lot of time, and afraid to use complex applications.

John Brians

Age: 32
Education: High School
Hometown: Baden, AT
Family: Wife
Occupation: Co-Worker

"Don't give up on your dreams"

Goals
- To reach higher on the ladder
- Get a higher paying job
- Open a company one day

Frustrations
- "I don't feel myself really close to the tech stuff"
- „In a restaurant, I'm waiting for the waiter to take my order without me taking any acts"
- „I don't like when things take too long, I'm kind of unpatient"

John really likes to spend his time with her wife, but he is a bit of a stubborn person. He likes his job, but he wants to move forward in life, he can work hard, but only when he sees his goals, and sees the reward. He is not really into tech, it causes sometimes frustration using apps, and getting along with the newest trends.

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Persona 2: **Patricia**

Problem statement:

Patricia is a hard working, motivated lady in the business life. She doesn't have a lot of time, and she isn't much into technology, she feels frustrated to use new interfaces with much complexity.

Patricia Pykes

Age: 26
Education: High School
Hometown: Hungary
Family: Husband
Occupation: Office Assistant

"If you don't see shining, you haven't reach the skies yet"

Goals
- To learn new skills, read, and educate
- To be equal
- Likes to workout

Frustrations
- "I like when I have to make decisions, but I don't really like when I'm under too much stress"
- „I feel myself comfortable most of the time, but not when I'm in a crowd"
- „I don't like it when someone treat me as just a woman"

Patricia is a 26 years old woman, and she really likes the challenges. She wants to climb higher on the ladder, she is a really hard working type, and doesn't like to give up. Also she likes when she gets rewarded when she proved something. She gets well along with technology, but sometimes she has difficulties with more complex systems.
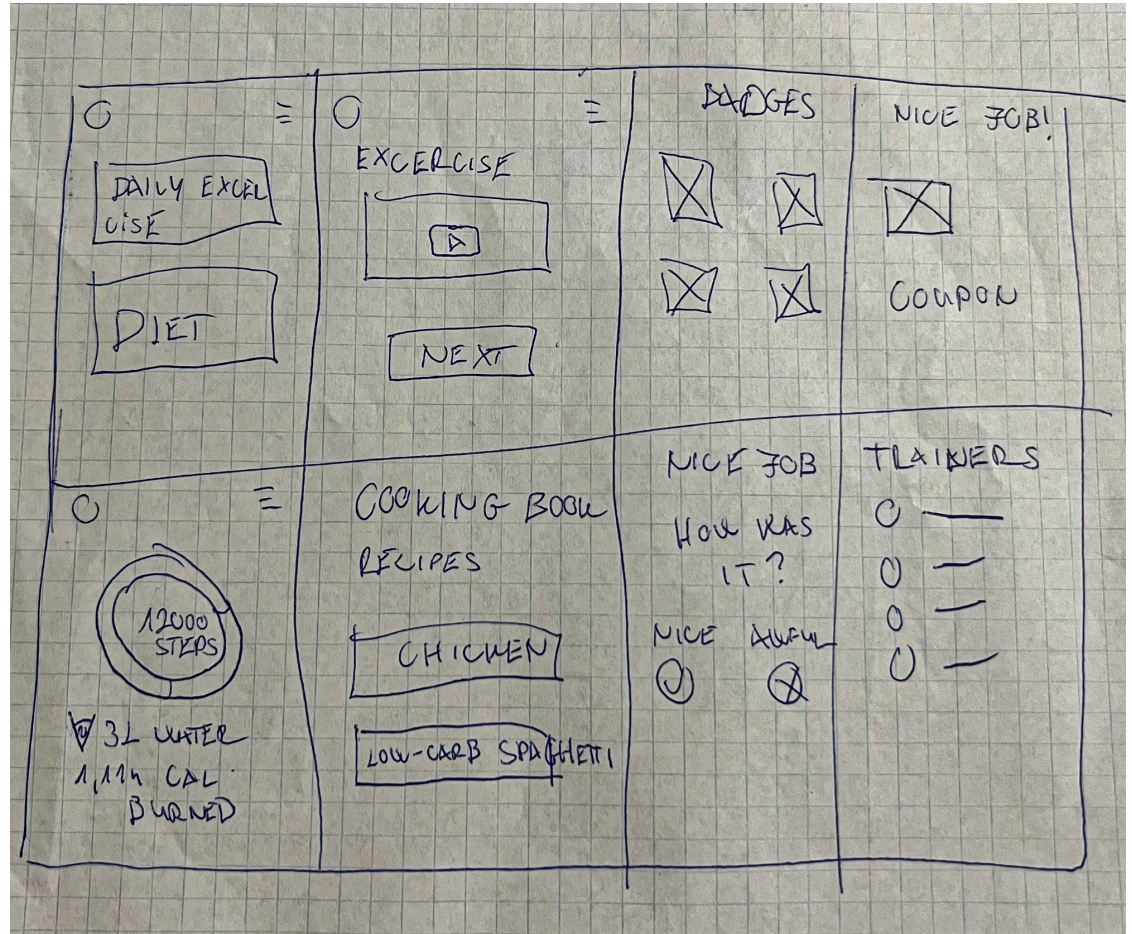
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Competitive audit

An audit of a few competitor's products provided direction on gaps and opportunities to address with the Featness app.
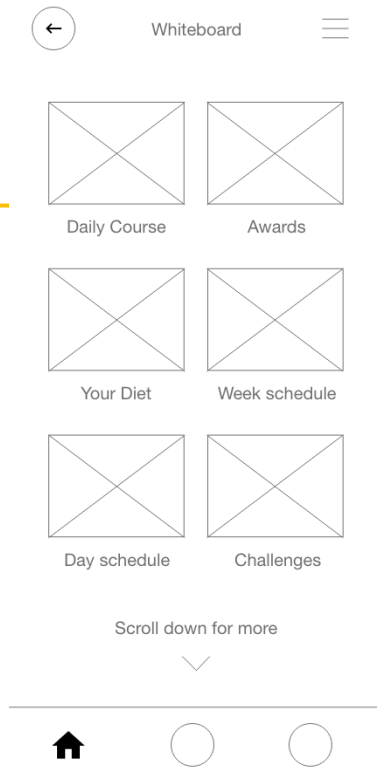
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Ideation

I did a quick ideation exercise to come up with ideas for how to address gaps identified in the competitive audit. My focus was specifically on **what function would users be needed on a workout and lifestyle app.**

Starting the design

- Digital wireframes
- Low-fidelity prototype
- Usability studies

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Digital wireframes

After ideating and drafting some paper wireframes, I created the initial designs for the Featness app. These designs focused on delivering personalized guidance to users to help manage their daily exercises.

Big and clear menu elements since the app was specially made for non-tech users.

← Whiteboard ☰

Daily Course

Awards

Your Diet

Week schedule

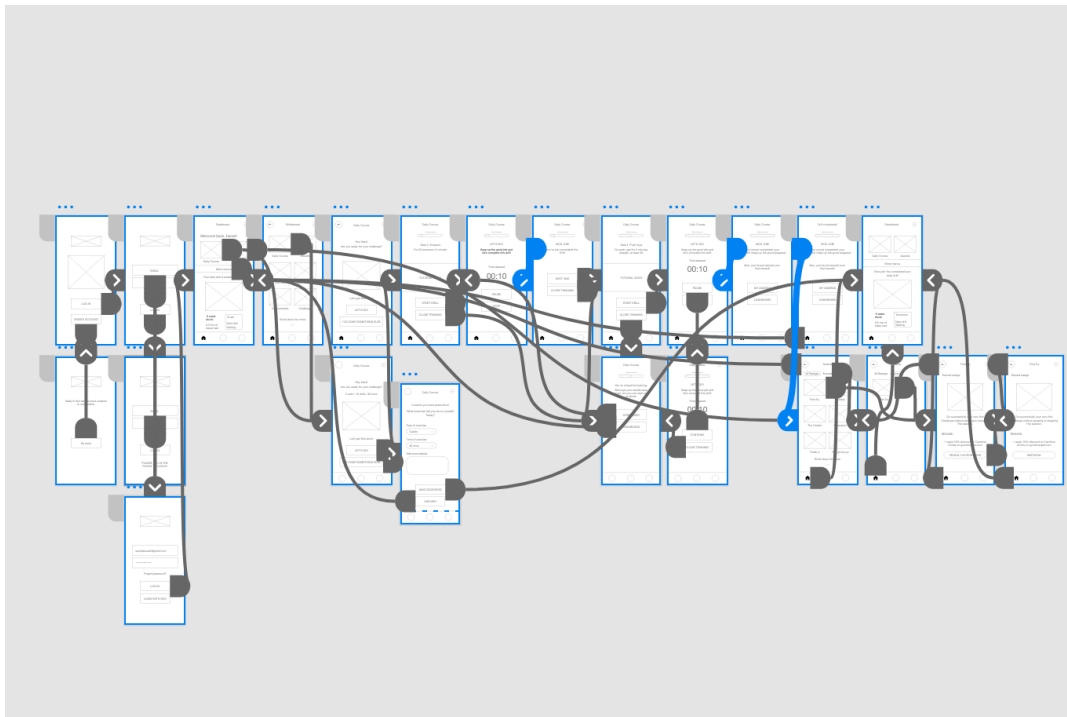Day schedule

Challenges

Scroll down for more
⌄

Easy access to app features from global navigation

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Low-fidelity prototype

To prepare for usability testing, I created a low-fidelity prototype that connected the user flow of viewing an item about to expire and using it in a recipe.

View Featness app low-fidelity prototype.

Usability study: parameters

Study type:

Unmoderated usability study

Location:

remote

Participants:

5 participants

Length:

30-60 minutes

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Usability study: findings

These were the main findings uncovered by the usability study:

1

Exercises

Exercises needed to be more clear, how many sets it has, how long it takes, also the ability to add different exercise in case you did something on your own.

2

Menu

The menu was too complex, I needed to make it easier to see through

3

Awards

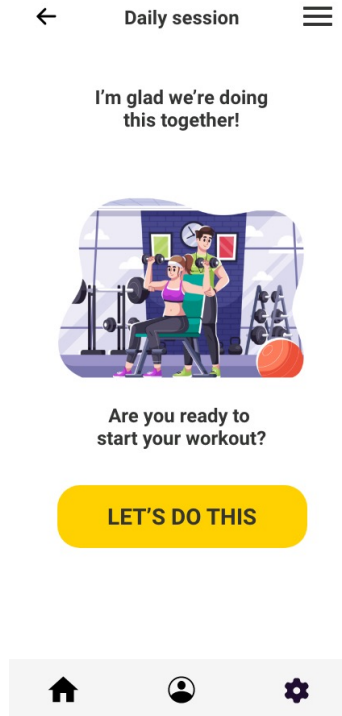The award system didn't seem to rewardable, so I made it visually more appealing using badges.

Google

Refining the design

- Mockups
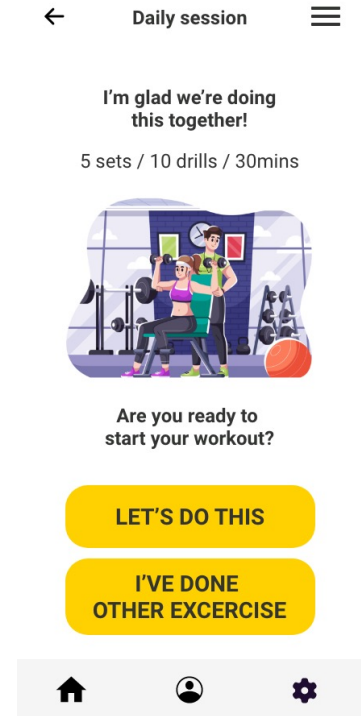- High-fidelity prototype
- Accessibility

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Mockups

Based on the insights from the usability studies, I applied design changes like providing a clear section from the home screen to browse recipes that specifically use items available in "My Food".

← Daily session ☰

I'm glad we're doing this together!

Are you ready to start your workout?

LET'S DO THIS

← Daily session ☰

I'm glad we're doing this together!

5 sets / 10 drills / 30mins

Are you ready to start your workout?

LET'S DO THIS

I'VE DONE OTHER EXCERCISE

Google
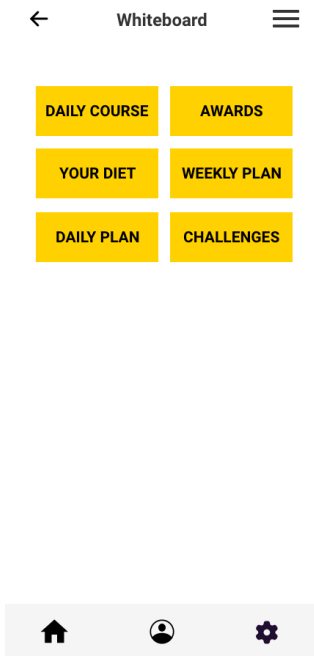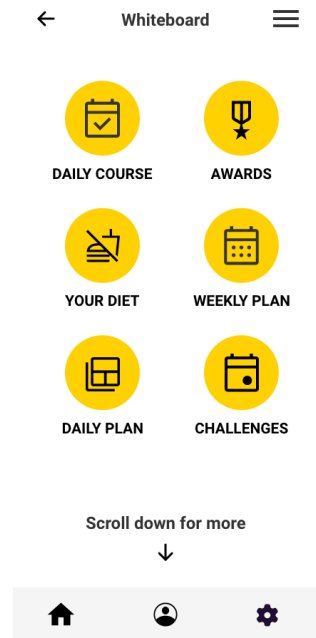
Mockups

The additional menus
seemed way too flat, and
boring, also hard to see
through. I implemented
icons, and a better
alignment for a more
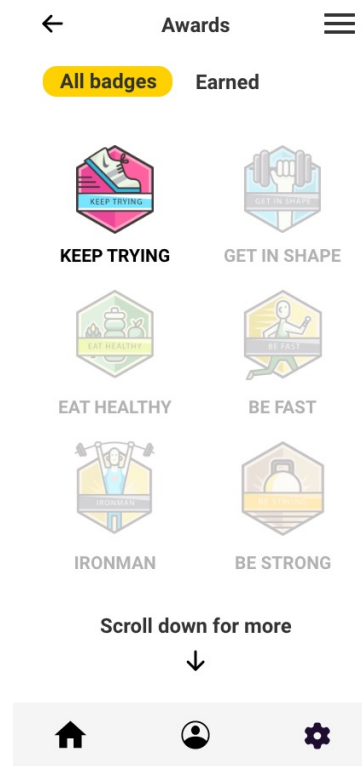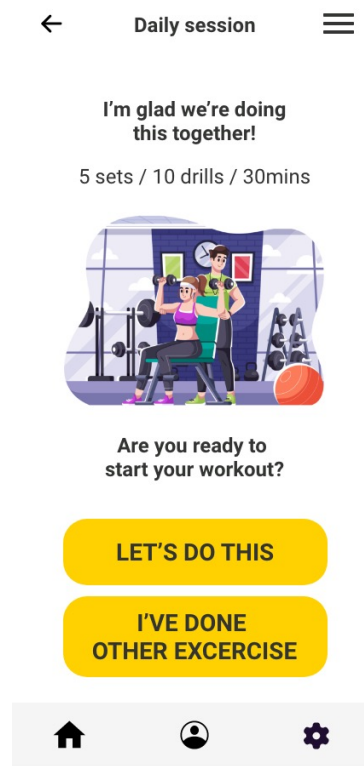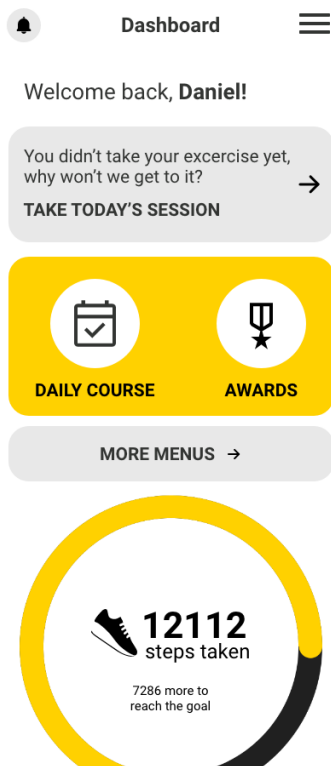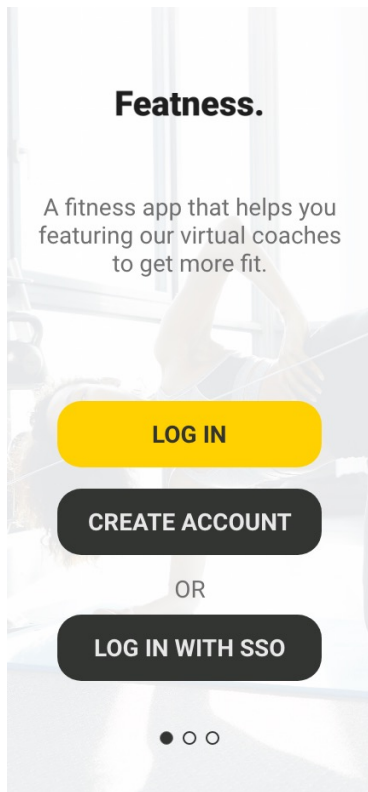efficient user experience

Whiteboard

DAILY COURSE	AWARDS
YOUR DIET	WEEKLY PLAN
DAILY PLAN	CHALLENGES

Whiteboard

DAILY COURSE   AWARDS

YOUR DIET   WEEKLY PLAN

DAILY PLAN   CHALLENGES

Scroll down for more
↓

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Mockups

Featness.

A fitness app that helps you featuring our virtual coaches to get more fit.

LOG IN

CREATE ACCOUNT

OR

LOG IN WITH SSO

Dashboard

Welcome back, **Daniel!**

You didn't take your excercise yet, why won't we get to it?
TAKE TODAY'S SESSION →

DAILY COURSE   **AWARDS**

MORE MENUS →

12112 steps taken

7286 more to reach the goal

← Daily session

I'm glad we're doing this together!

5 sets / 10 drills / 30mins

Are you ready to start your workout?

LET'S DO THIS

I'VE DONE OTHER EXCERCISE

← Awards

All badges   Earned

KEEP TRYING   GET IN SHAPE

EAT HEALTHY   BE FAST
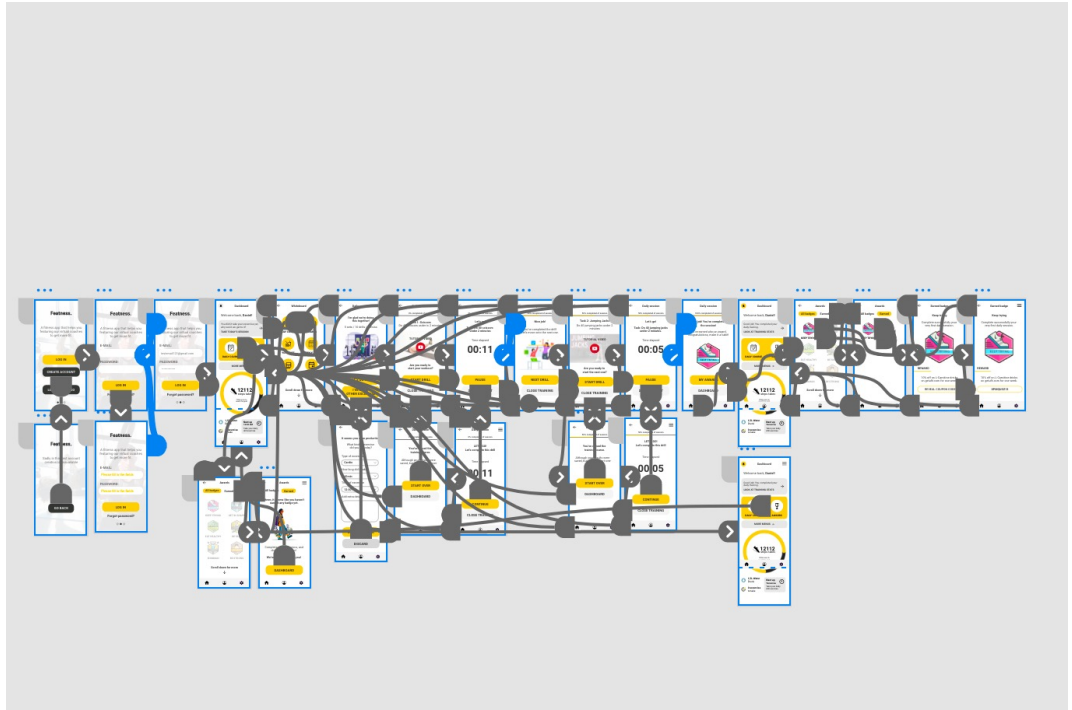
IRONMAN   BE STRONG

Scroll down for more
↓

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High-fidelity prototype

The high-fidelity prototype followed an enhanced userflow than the low-fidelity prototype, including also the design changes made after the usability study. View the Featness app high-fidelity prototype.

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Accessibility considerations

1

Clear labels for interactive elements that can be read by screen readers. Non-tech users would be capable of easier navigations through the enlarged icons and easy interface.
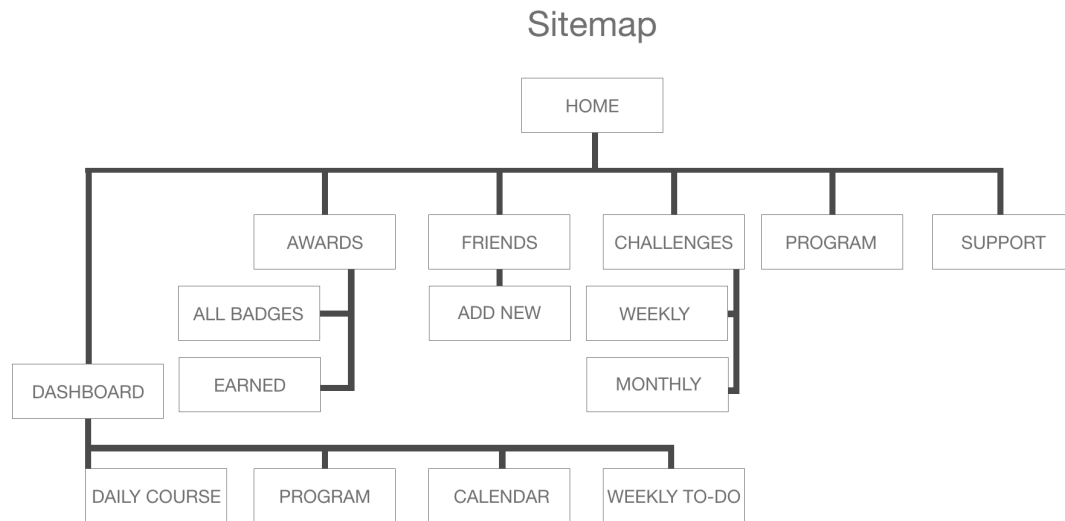
2

Initial focus of the dashboard and the exercises screen, also on the flow how the workout should be done, with implemented videos for tutorial.

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Responsive Design

- Information architecture
- Responsive design

Google

Sitemap

With the app designs completed, I started work on designing the responsive website. I've created the sitemap for the website, and made a clear navigation system, so it would be easy to access everything from more ends.

Sitemap

HOME

AWARDS | FRIENDS | CHALLENGES | PROGRAM | SUPPORT

ALL BADGES | ADD NEW | WEEKLY

DASHBOARD | EARNED | MONTHLY

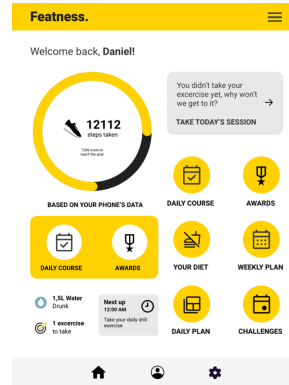DAILY COURSE | PROGRAM | CALENDAR | WEEKLY TO-DO

Google

Responsive designs

The designs for screen size variation included mobile, tablet, and desktop. I optimized the designs to fit specific user needs of each device and screen size.
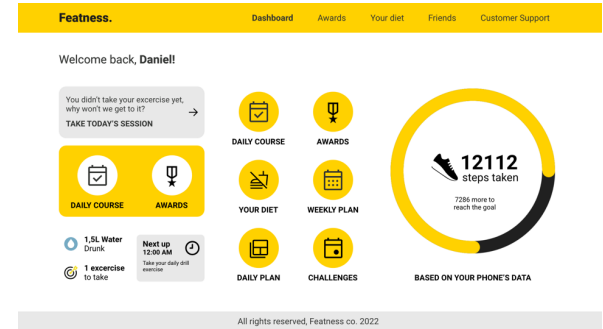
Mobile website
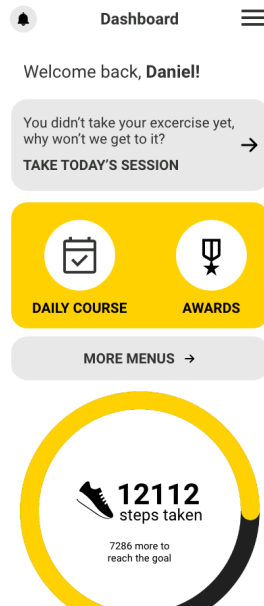
Tablet

Desktop

Going forward

- Takeaways
- Next steps

Google

Takeaways

Impact:

Users shared it looked like a user-friendly system for non-tech users also. Easy to follow, and see through, extra benefit that users can earn discounts via the badges doing great progress. So there is one plus that motivates the user to exercise.

What I learned:

I've learned even if there is a lot of competitives, you can always find some new perspective to break out, and solve problems that other applications didn't solve.

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Next steps

1

Create more depth interfaces about the exercises and the reward system.

2

Add more educational resources for users to learn about daily habits and motivations.

3

Provide real rewards after doing a great work, like Nike, Adidas discounts on shoes, or L-Carnitine products, anything related to workouts.

Thank you for your attention!