Best fitness tool to get back in shape at your own pace!

FITTED

Context

Firstly, finding exercise routines for your level can be difficult, especially if you want to try something new. This responsive web app aims to help people get into an exercise of their choice by holding their hand a bit and providing routines, guides, interactive examples, and info.

Secondly, finding routines that fit into your schedule is not easy. The web app is designed to encourage people who want to exercise, get into an easy routine for physical activities. This means fitting in as little as a 5-minute routine.

Project Objective

Motivate people into an exercise routine that suits their level, schedule, and interests.

Problem

Despite a large number of fitness apps, finding exercise routines for your level can be difficult, especially if you want to try something new. People struggle with finding fitness routines that fit in their busy schedules.

Design Challenge

Create a tool that would help people stay motivated to get back to fitness and try new exercise routines where they can choose to exercise in as little as 5 min increments.

Project Timeline

ten weeks

Role

UX/UI Designer: User Research, User Flow, Wireframing, Prototyping, Visual Design

The 5 Ws of Fitted

Who: People who are new or returning to fitness, want to find activities they like, and get into a good routine will be interested in Fitted.

What: A responsive web app is best for Fitted, as users can search and view routines, guides, daily challenges, and other information on any device. They can also keep a schedule by adding sessions to their personal calendar.

When: As the web app aims to get users into a routine that suits them, the web app can be used whenever they like. They will use the web app while they are searching for, scheduling, and following routines.

Where: When on the go or when practicing exercise routines at home, in the park, on the street, etc. Users can stay fit anywhere, as long as they're logged in on a device.

Why:

•To become healthy and enjoy the associated benefits (better mood, weight management, reduce risks of illness, learning something new)

•Exercise should be fun and suited to each user

•To save time by fitting exercise into daily routines, such as walking or cycling to work or school

Rebecca

Occupation
Software Developer

Location
Copenhagen, Denmark
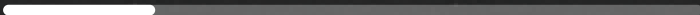
Age
26

Family
In a relationship

Tech

Internet

Social Media

Online Shopping

Goals

• Rebecca wants to lose weight and get in shape, as her sedentary job doesn't allow a lot of time for exercising.

• To help with this goal, Rebecca wants to find a tool that will help her fit exercise routines into her busy schedule.

• As a beginner to working out, Rebecca also wants something that will help her learn how to properly exercise.

Tasks

• Rebecca wants to be able to find exercises that match her goals of losing weight and getting in shape.

• In addition, she wants to find short exercises that she can do multiple times per day in between other activities.

• She wants the tool to keep her motivated as well, as her schedule can often be distracting.

" "I love the thought of having something that could really work with my schedule. Being as busy as I am makes it tough to exercise otherwise."
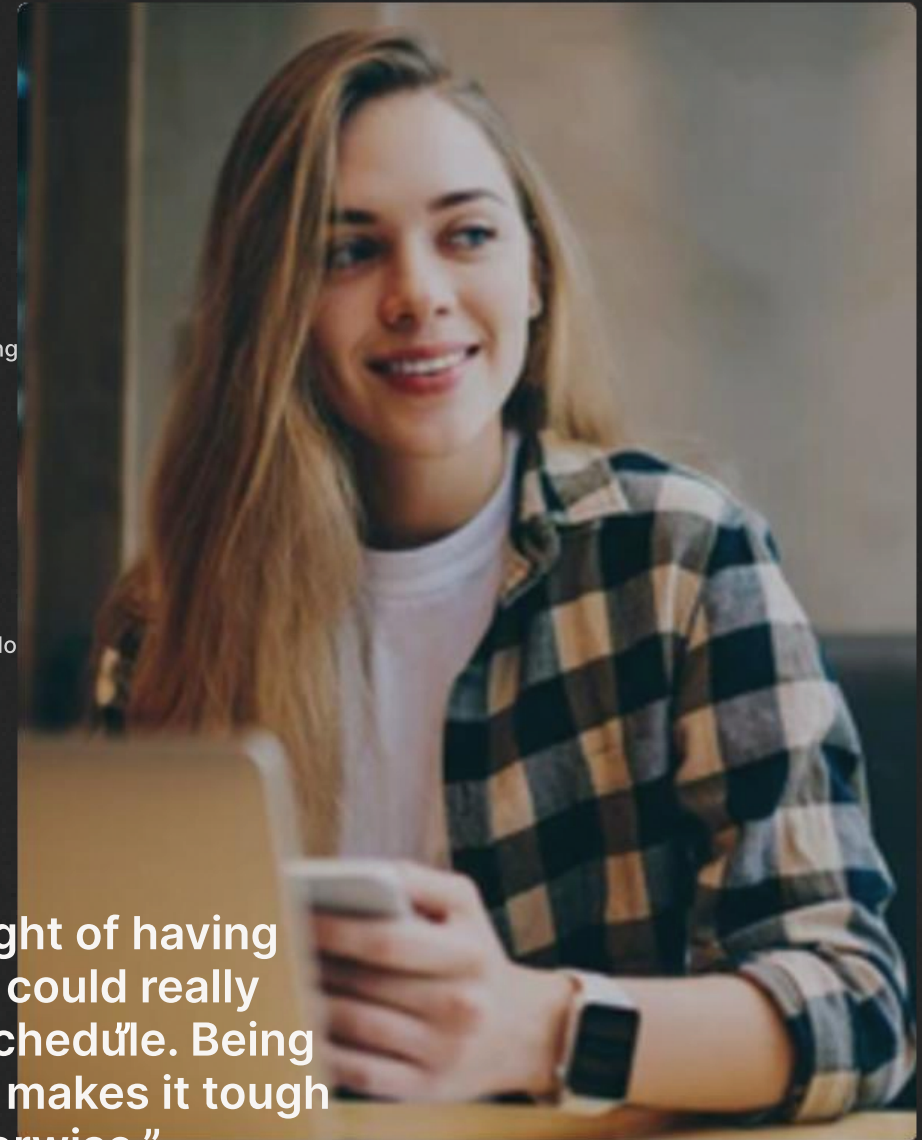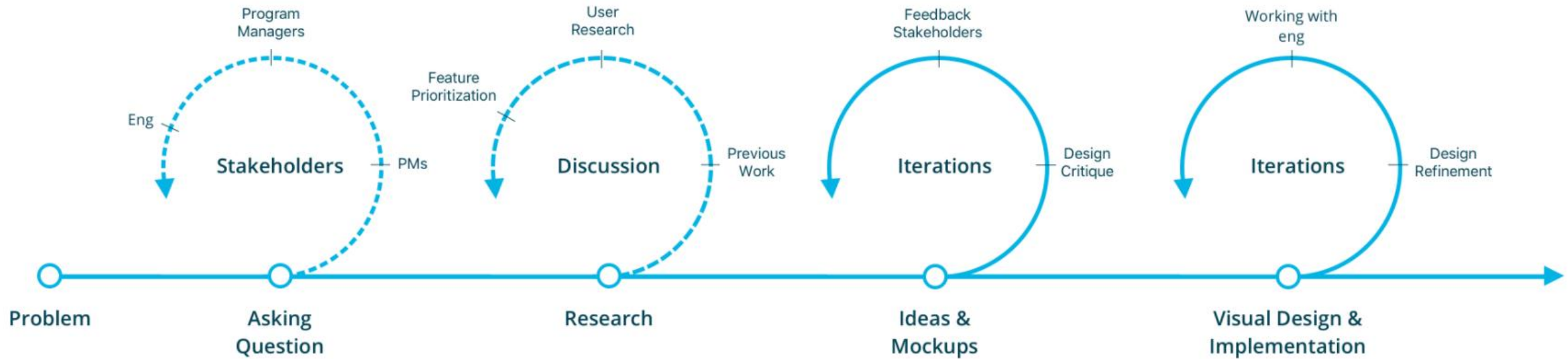
User Stories:

✓ As a new user, I want to learn about different exercises, so that I can figure out what is best for me.

✓ As a new user, I want to be shown how the exercises are done, so that I know I'm doing them correctly.

✓ As a frequent user, I want to be able to schedule exercises for working out, so that I build positive habits.

✓ As a frequent user, I want to complete daily challenges, so that I can have an additional way to stay motivated.

✓ As a frequent user, I want to track progression and record what I've done, so that I can see my progress over time.

Problem reframe: Some people who have busy schedules just cannot find time to go to the gym 2-3 times a week. However, they want to be fit and healthy, that's why they need to a tool that can help them find best routines that suits their level, and also keep them motivated, because exercising alone is not the same as attending a group class with an instructor.

Solution teaser: We are going to create a web app that is different than the ones are already on the market. The app will allow users to choose workouts as short as 5 min, keep track of their current parameters and goals, offer them challenges to stay motivated and just have fun. So that overtime they can create their personal workout routine and stick to it.
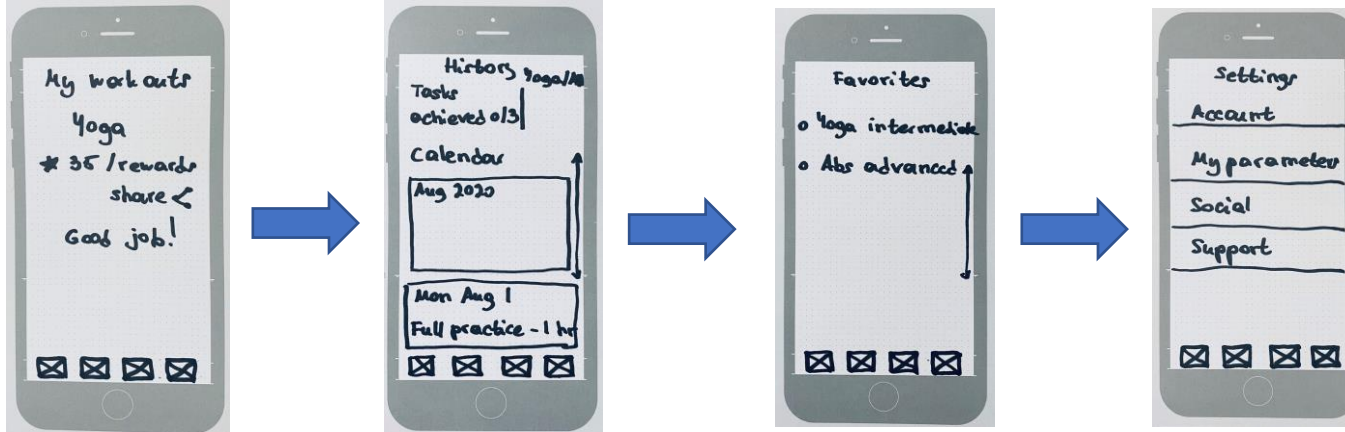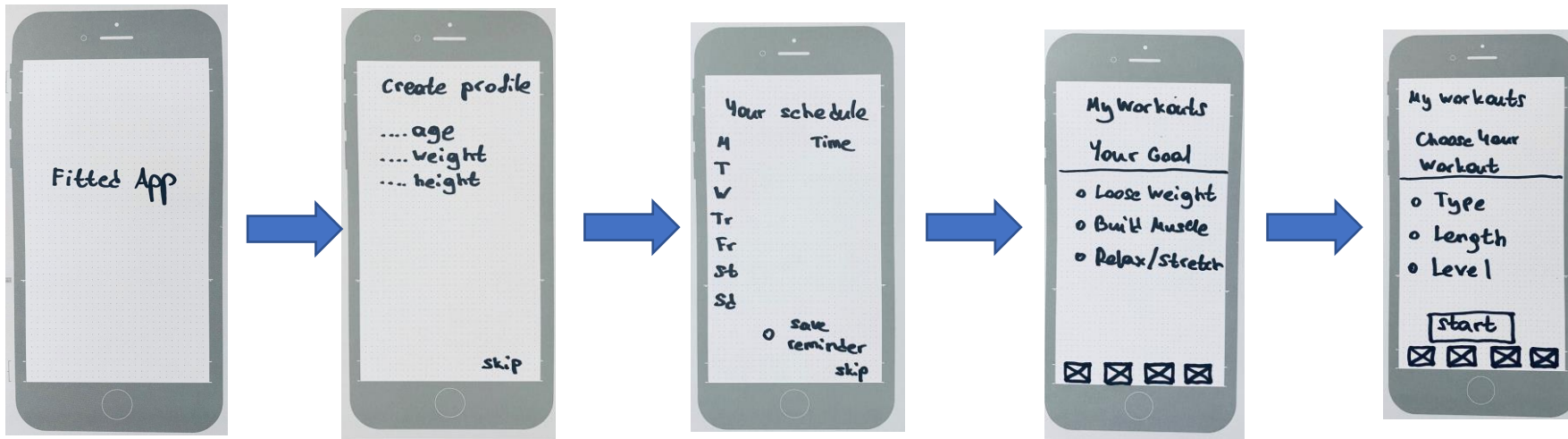
Design process

In this project the research part was done by my teammates, and my role was emphasis on UI design.

Log in Help → Forgot Username → Forgot Password

Start → Landing Page → Sign in / Register → Create Profile → Home

Home:
- My Workouts
- History
- Favorites
- Settings

My Workouts → Your Goal
- Loose Weight
- Build Muscles
- Relax/Stretch

Your Goal → Choose Your Workout
- Type
- Length
- Level

Choose Your Workout → Start

History → Calendar → By Month → By Date
History → Weekly goal/Tas...

Favorites → Saved Workouts

Settings → Account → My Parameters → Social → Support

The first step in the design process, I created user flows to define steps users would need to take while using the Fitted app. User flows were structured around the primary user stories. User signs up for the app, creates a profile, selects workout goals and type, completes the workout.

Users have access to the history of their workouts and can quickly go to favorites to repeat workouts they enjoyed and found useful.

Viewer does not support full SVG 1.1

Time to transform research (user stories, key features, user personas, etc.) into a tangible UI and flow. After user flows, the next step in the design process was to make wireframes. From paper to high fidelity wireframes, the design process was iterative and done with a mobile-first approach. A select number of screens with the key features highlighted below.

In the examples above, the process of creating the **onboarding screen** is displayed. I did A/B preference testing with peers. The results of testing Fitted with the users showed that having a background image with a logo improves user engagement.
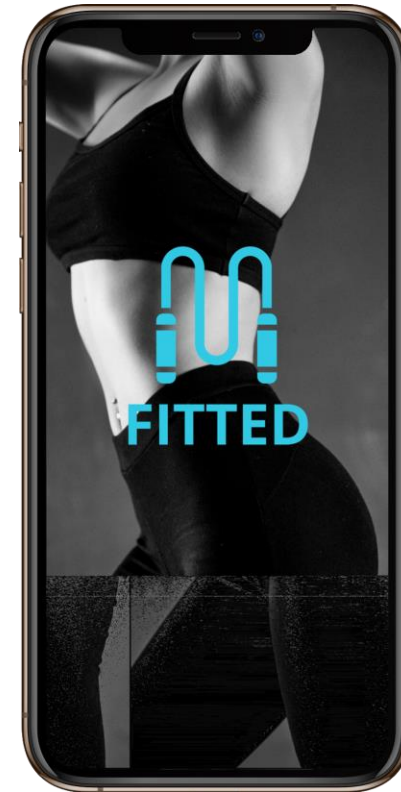
User persona Rebecca will stay motivated when she can always check her weight parameters since she started using the app. For that goal, Rebecca would be prompted to answer a short quiz (**create a profile**). This feature is important, as it will allow Rebecca to get access to the fitness routines that are perfect for her body type and schedule.
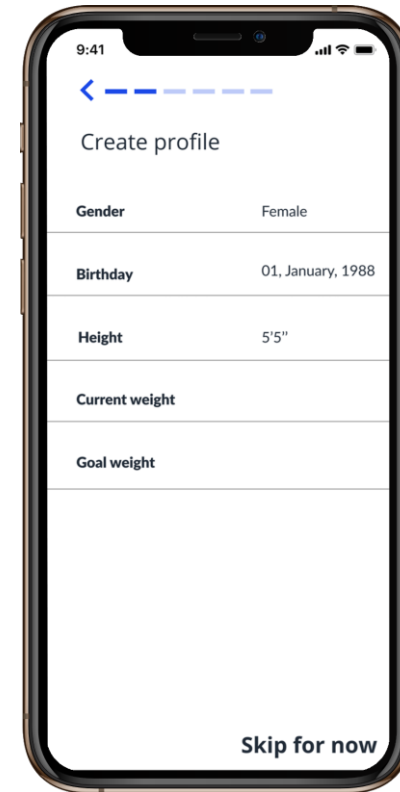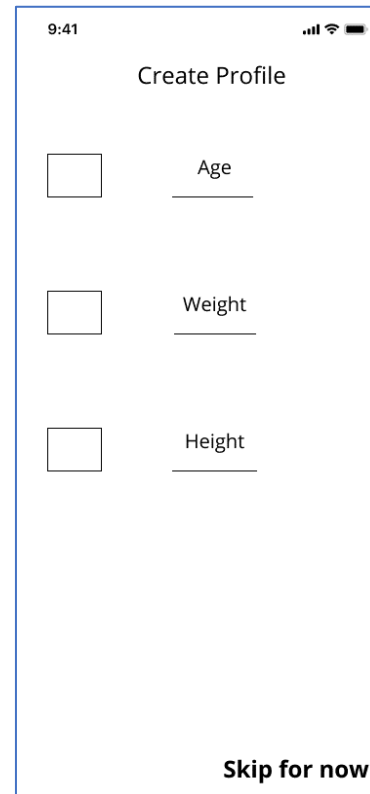
My workouts section will allow Rebecca to set up her goal before starting the workout. She can try various types of exercises to see which ones suit her the best.
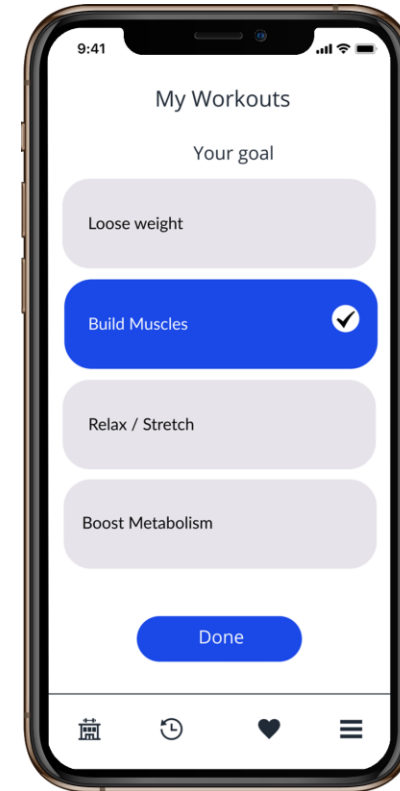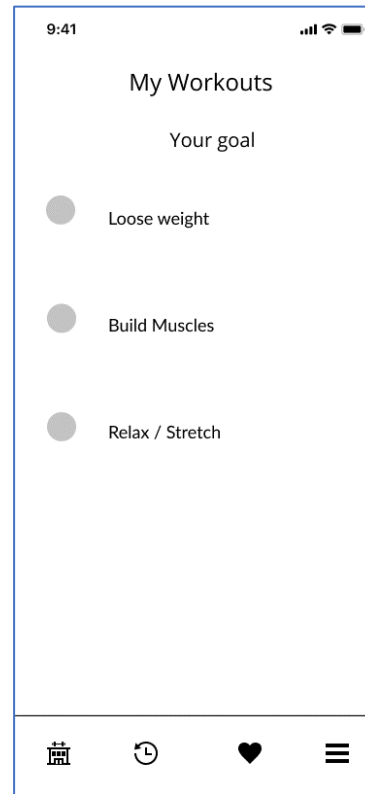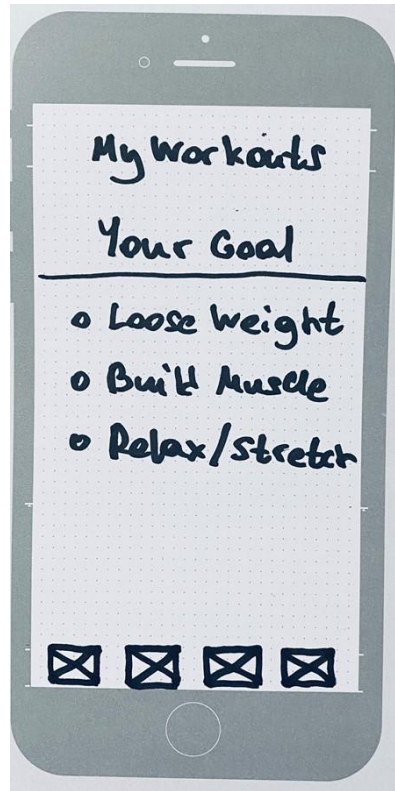
I did user testing with peers and discovered a mistake I had in my design. On the history tab users could only see their past workouts, they had to click on each date in the calendar to see if it was yoga workout or abs, for instance. To resolve this issue, I added a switch "yoga/all" so that users have an option to easily track what type of exercises they completed and how often.
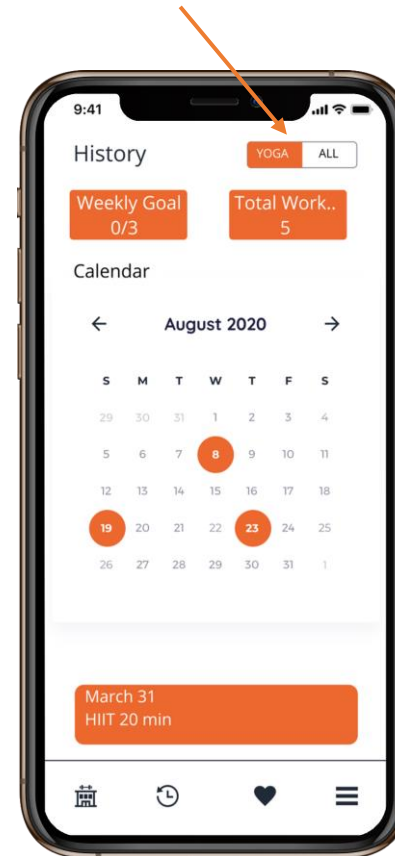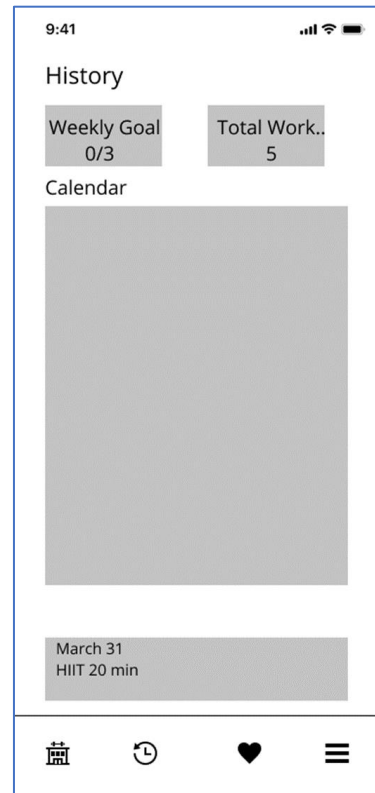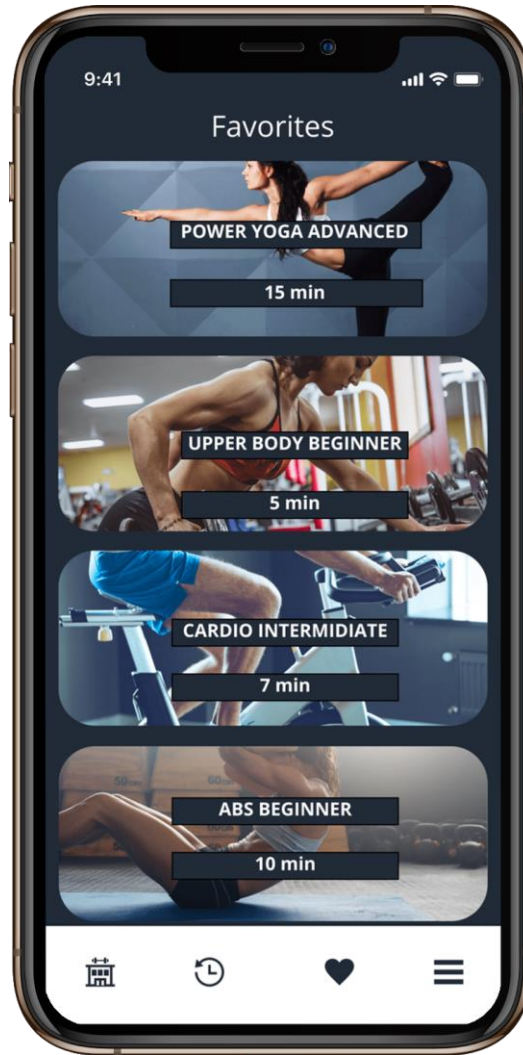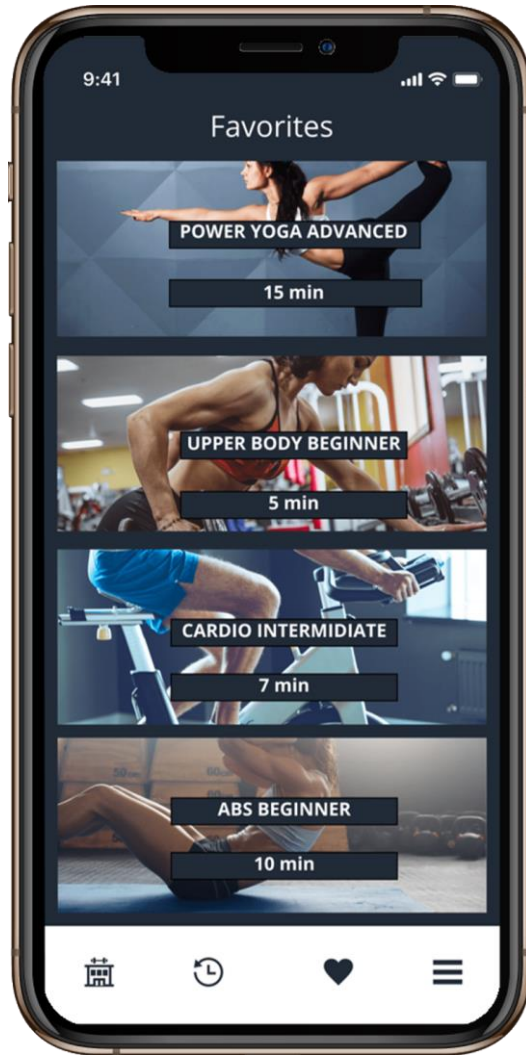
Now it's time to improve visuals. I got some constructive feedback from peers and my mentor, and it helped me improve the visuals of the favorites screen. At the beginning I had images where the text was placed on people's faces, oops. So, I picked better images. I was also told that my design looked cramped. I added more padding to the images, increased space margins and rounded corners. The new iteration received much better feedback.

PALETTE 1
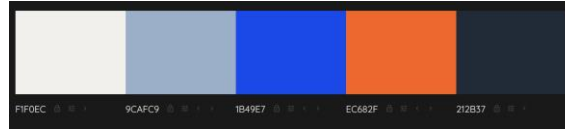
PALETTE 2
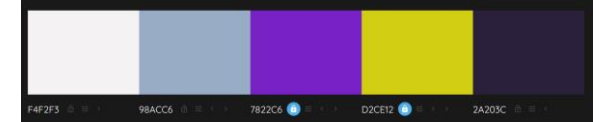
PALETTE 3

These are 3 palettes I put together for my UI Project. When I discussed the choices with stakeholders, we agreed on palette 2.

The main brand colors are DENIM and FLAMINGO.

Denim color is the bright blue, and it would help user build the feeling of trust and relaxation. The flamingo color calls to mind feelings of excitement, enthusiasm, and warmth. Even though out user persona is a female, I think the app should be designed for all genders. And this combination of colors will help get users attention, build trust and motivate them to workout.

I put up a mood board that served as my design inspiration for the project.

Its main color is blue. This color translates focus and concentration. It also adds a feeling of trust. Rebecca will be using the app for short time periods probably on a daily basis. She will need a tool that will be engaging and motivating. The pictures and/or reminders with motivating phrases will be great design components for the app. Some animation would also help the user to stay focused.
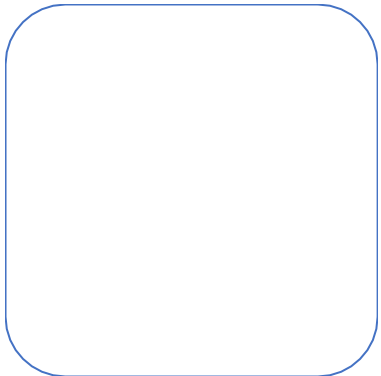
Style Guide

Logo

FITTED

Brand icon is displayed on the onboarding page when loading the app content.

Colors

Layout grid

375px x 812px

12 columns
Gutter: 8px
Column: 20px
Margins: 24 px

Iconography

I designed my own icons for the Fitted app.

Typography

Header 1 / Open Sans / Regular / 24 pt

Header 2 / Open Sans / Regular / 20 pt

Header 3 / Open Sans / Regular 18 pt

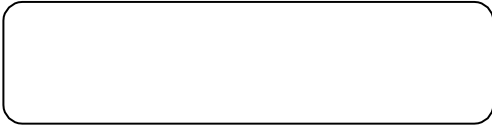Body 1 / Lato / Regular / 16 pt

Body 2 / Lato / Regular / 14 pt

BODY TEXT

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

TEXT EMPHASIS

Bold   Link
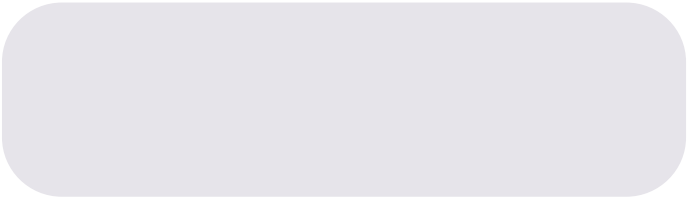
UI Elements

Input field

Done   Button

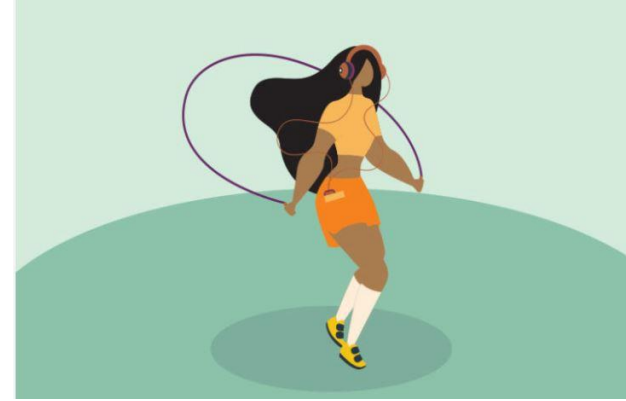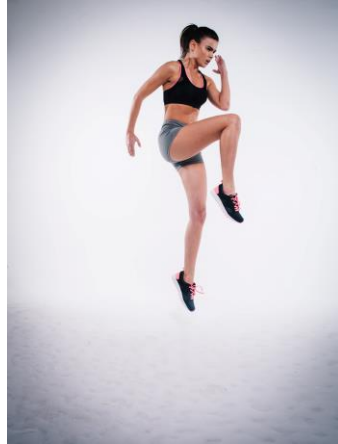Option Unselected

Option Selected

Imagery

- Real people

- No black & white images

- Mainly solo workouts

- High resolution
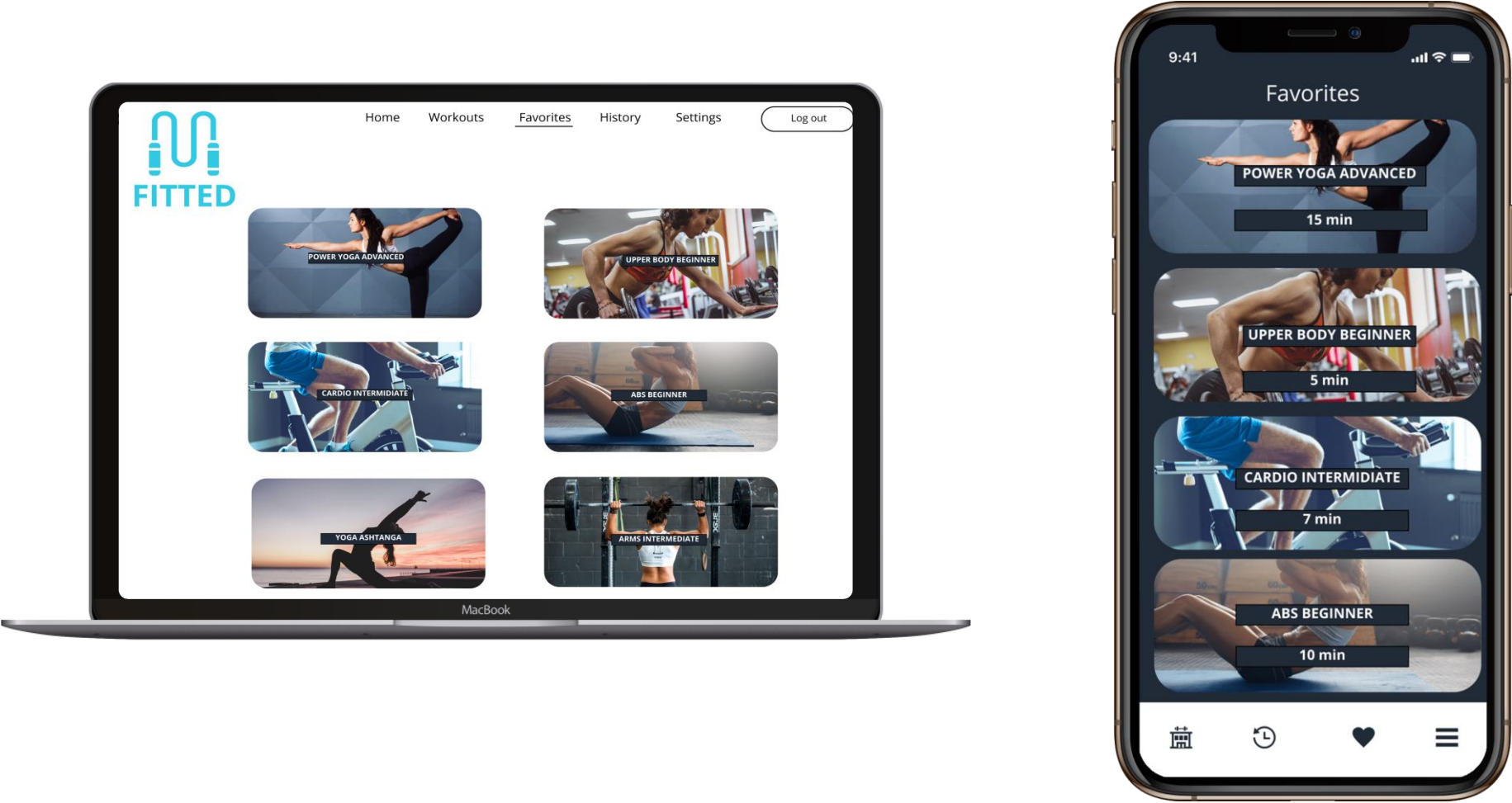
- Not stock images or staged looks

- Realistic body types

Imagery
Don'ts

- Staged pictures

- Black & white

- Unrealistic body type

- Cartoon image

Here you I showed how I designed the web app for different breakpoints.

Link to the clickable prototype and animation

https://www.figma.com/proto/D78ChiE5eyKCq1HfLH7l6H/UI-project-Fitted?node-id=16%3A0&scaling=scale-down&page-id=0%3A1

https://www.figma.com/proto/HtJuJu4wlonQdfpEFdeoN1/Untitled?node-id=1%3A4&scaling=min-zoom&page-id=0%3A1

Next steps would be to do another round of user testing and include elements of gamification to keep the user motivated. Everybody knows exercising has to be a routine, not just a one-time event.