Tr'Active

Wellness App

IronHack Paris_Project 4
UX/UI Design Squad 286 - Summer 2021

IRON HACK

PARIS

Organization founded in 1977

Providing unparalleled resources and services to health promotion and wellness professionals

Wellness:

active process through which **people become aware** of, and **make choices toward**, a more successful existence

Reimagine a way to **help people adopt and maintain a routine** that enhances their well-being

Requirements

Tracks the user's progress

Pushes them to commit to a healthier lifestyle

UI: reflect a fresh & updated image

Profile set up to include important information relevant to their goals

Features to set goals and track progress

Share feature to send stats to wellness coaches

android

Native Android application for Physical activity tracking

UX DESIGN

Business Analysis
User Research, Surveys
User Persona & Journey Map
Problem Statement & HMWs
MVP
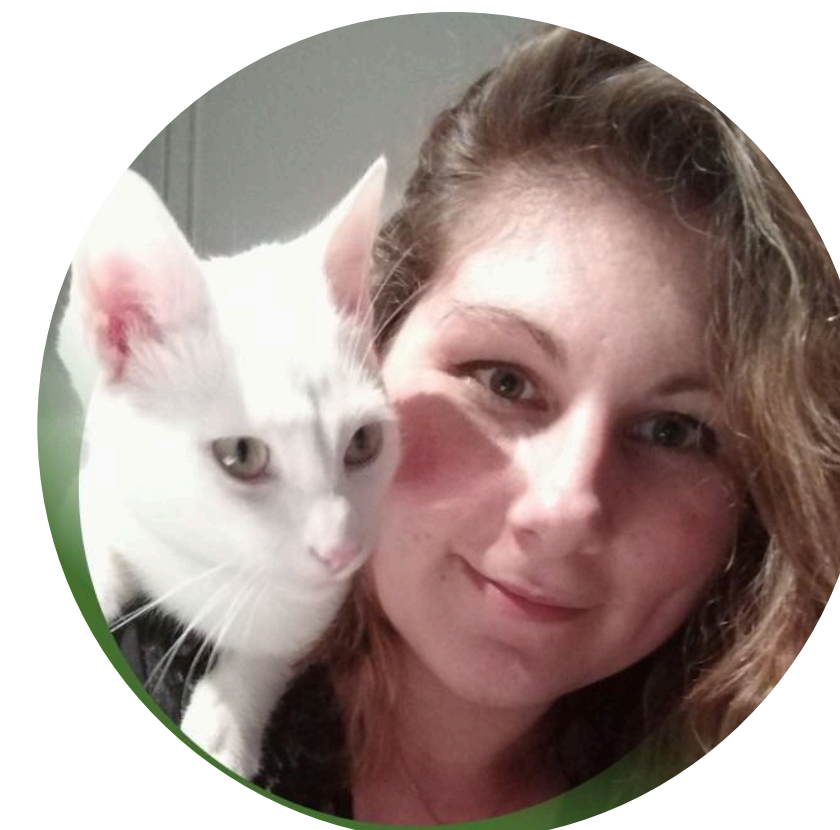User flow

VISUAL DESIGN

Visual Competors Analysis
Brand Attributes
Moodboard
Typography
Style Tiles

PROTOTYPING

Sketches, Low/Mid/Hi-Fidelity
Prototype

TEAM

Eléonore
ARBAUX

Ümmühan
KAHRAMAN

UX Design

Business Analysis

User Research
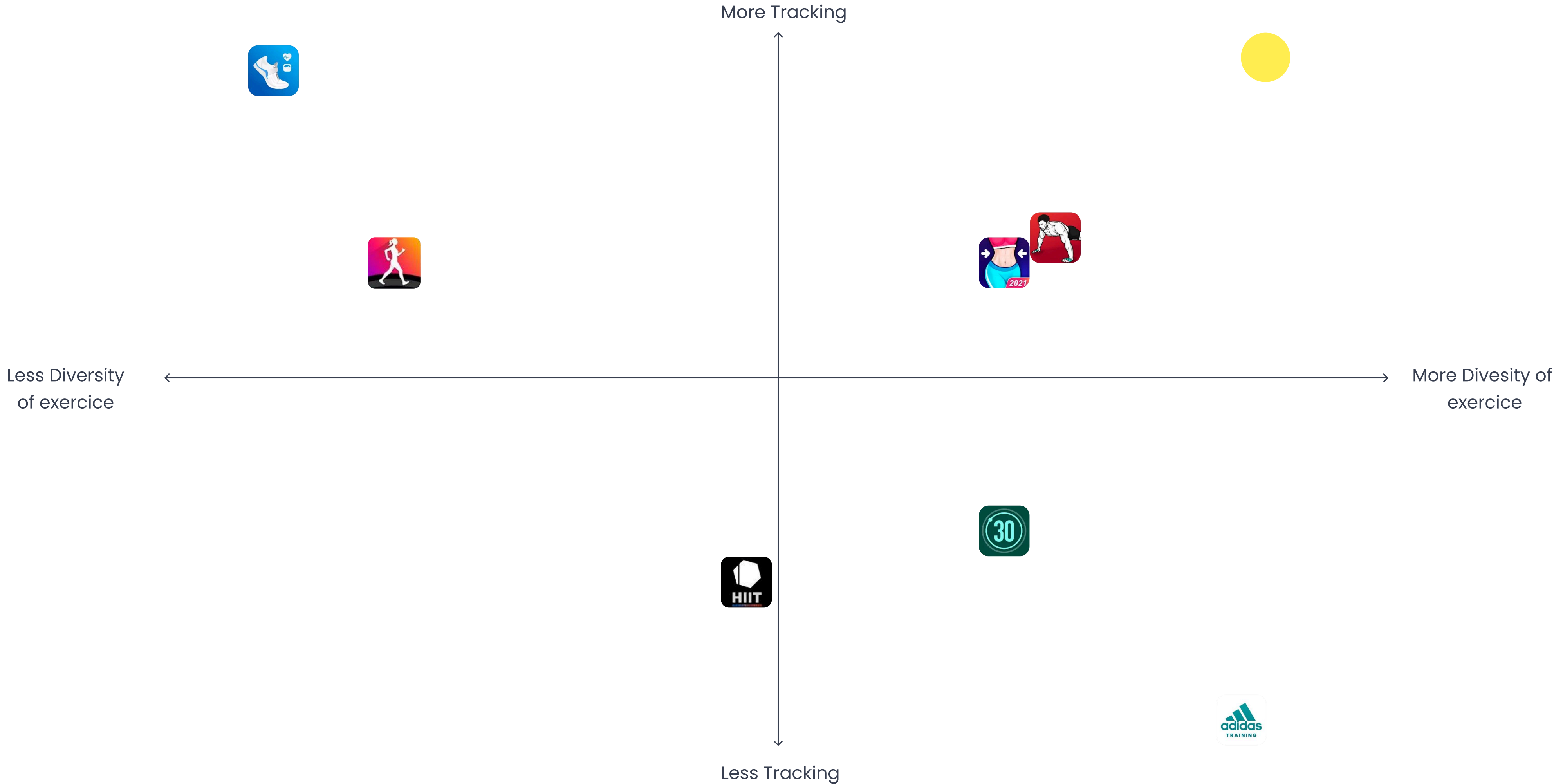
User Persona

User Journey Map

Problem Statement

HMWs

	Weight loss tracking	Calories burned tracking	Training progress tracking	Adaptative level	Diversity of excercices	Guide : vidéo, GIF	Sharing on social media	Workout notifications
	✔	✘	✔	✘	✔	✔	✔	✔
	✔	✔	✔	✘	✘	✘	✘	✘
	✔	✘	✘	✘	✔	✔	✔	✘
	✘	✔	✔	✔	✘	✘	✔	✔
	✘	✘	✔	✔	✔	✘	✔	✔
	✔	✔	✘	✔	✔	✔	✘	✔
	✘	✘	✘	✔	✔	✘	✔	✘

More Tracking

Less Diversity
of exercice

More Divesity of
exercice

Less Tracking

Ideal position

What do we need to learn?
Start here.

the WHY of their use of a fitness app

what features to develop for an app which aims to provide physical activity tracking

Post-it 28

the HOW use of a fitness app (tracking ? training diversity?)

the goal of using a fitness app

what users of fitness apps like in the apps they use

Post-it 34

the frequency of use PA apps

what users of fitness apps miss

Who do we need to learn from?

Post...

Everybody who wants to use a fitness app

people who regularly practice physical activity

Post...

people who would like to have a follow-up of their physical activity

Everybody who use a fitness app

Post-it 33

Post-it 32

people who do not practice regularly physical activity but would like to

people who are not interested in any tracking for their physical activity

people who don't want to use an app to working out

What information do we know already? Post...

Pos...

How do we reach these people?

Survey

Interview of specific users

The survey:

Invite / Intro

Age + situation + gender

Pos... *Screener?*

Pos...

Pos...

Type of workout doing

Pos...

Pos...

Time working app + why

Thank you / End

what want to track? (selection list)

want to track ?

Pos...

Pos...

Pos...

why using a fitness app

Pos...

71.2%
I feel mentaly better

60%
I practice to feel better in my head

61.8%
I want to be supported (friends, coach)

62
respondants

🚶 **43.1%**

81.1%
I use an app to see my progress through the trainings

🏃 **39.2%**

64.3%
Lack of motivation

84%
I practice to feel better in my body

41.9%
18–29 yo

79%
practice a physical activity

🏋 **35.3%**

64.4%
I'm feeling healthier

40%
Having a predefined programme and/or goal

61.3%
DON'T use a training app

"When we **see our progress**, it makes you want to continue"

Jorge

"I always have the impression that the challenge is very high, there are no instructions and **I know in advance that I will not succeed**"

Lucie

"I **never find** a good training app"

Ben

"I feel a real effect after a run : **soothing fatigue** "

Jorge

"I thinks it's good to have **long terms objectives**"

Bibin

Affinity Diagram

Physical activity practiced

- I recently started running.
- fitness, musculation, walking, cardio, crossfit, badbington, volleyball, crickett
- I mostly practice rockclimbing and running

Used app

- I use Nike Run Club application
- Use the app "Fitter" = find an online coach
- Apple Watch
- I used to use a tracking app in order to have data about my performance while I was preparing myself for a marathon

Feelings associated with physical activity

- I'm always happy to have done sport
- I like swimming beacause it is very relaxing
- I feel more toned, more energetic
- Physical activity helps me feel relaxed
- I feel better in my head and in my skin
- feels proud
- feels fresh after
- more energy
- morning work out =
  • after = feels proud, energetic, happy, pomped up, motivated to go the next day
  • during = adrenaline, proud, powerfull, motivated
- feels good to be the first one at the gym
- no one in the gym super good
- With physical activity, I feel that my muscles protect my bones and avoid back pain

Sources of Motivation

- objectif = mentally fit, healthy life, wellness, loose weight, ba active.
- "I motivate myself"
- little objectives are good but after there done = loose motivation => back to zero
- "I thinks it's good to have long terms objectives"
- coach = help on diet, track progress... = more motivated, guiding me
- Having a feedback on my race used to make me proud of myself and motivated
- Having a coach talking to me while I am running motivates me
- "Having the result of the run, it's feels good"
- I felt judged by the feedbacks of the app I used to use
- I used to use apps but I stopped because the feedbacks demotivated me
- "I'm happy to see the path on the map with all the color" [colors to see the difficulties of the road]
- I don't have a performance target. my objective is the maintenance of my body, aesthetic and especially functional.
- I can generally motivate myself when I feel stressed and need to clear my head
- Your improvement is your reward, it's good to be able to see your evolution, it's a virtuous circle

Reasons for practicing physical activity

- "I go [running] when I feel I need to clear my head"
- "I started running because I had too much stress and anxiety"
- I practice physical activity when I am stressed, anxious
- Rockclimbing is very nice to share moments with people / friends.

Difficulties in Physical Activity Practice

- I don't practice enough because of lack of time and motivation
- Challenges are too high for me and that demotivates me
- I set myself small daily goals but I find it hard to stick to them because I forget it
- "I always have the impression that the challenge is very high, there are no instructions and I know in advance that I will not succeed"
- "I don't have a lot of pleasure to run"
- I don't really know how to start to practice
- I run less than I would like to because I am lacking motivation

Preferences in Physical Activity Practice

- I rather practice alone because it's easier to organize myself
- I like to go at my own pace and listen to myself
- I'm trying to have a physical activity at least once a week
- I like to be autonomous in my physical activities
- going at gym with friends because I can
- had a coach, on an app (before covid)
- "I refuse that [loosing weight] to be a motivating factor"
- I rather go running alone beacause it is more simple to organize myself
- 6/week
- tried to do sport later = difficult
- 1h30 - 2h / day
- do work out at 6am
- I practice running once a week and climb twice a week

Great Features

- I need a progressive program
- it's good to be aware of your race
- In NRC I can enter my weight and height and age ; and also share with my friends
- Heart Beat feature is THE feature = everybody is different -> can tell to slow down
- can have an overview of my run with the route taken and the speed
- Apps have to be connected with Apple Watch
- Apple Watch = nb kcal, hours working out
- I don't car about number of calories so I don't get the point with this feature
- I am using NRC because I have a coach talking to me while I am running
- I used to like the app I was using because it was simple and provided me the little data I needed : speed, race overview, distance covered

Pain points with the use of apps

- it can be guilt-inducing not to have done the day's session
- I feel quickly overwhelmed if there are too many instructions
- I may need to be encouraged without making me feel guilty
- When you get the notification while you're busy having a drink with friends, it's guilt-inducing
- I don't really know how to start to practice
- It wish I could have some advice about what to eat before/after training
- I don't use tracking apps anymore because I don't want to carry my smartphone.
- Maybe I could have a smartwatch, but it's too expensive
- I don't like the fact of being very connected. I already think that I am too much
- I wish I could have suggestions of trainings regarding my progress in different physical activities
- I wish I could have a follow-up of my progress in climbing

Other Pain point

- I used to use a running app with my former smartphone. My new phone is bigger and I don't want to carry it with me so I don't use it anymore

When

I am stressed / anxious

I am using an app for physical activity

I am using an app for physical activity

I am using an app for physical activity

I am planning some physical activity

I'm working out

I am using an app for physical activity

I'm doing physical activity

I'm using an app

I want

to have some physical activity

to have some support and / or positive feedbacks

to have an overview of the run I have raced

to have some nutritionnal advice

to practice alone

to have professional advice

to see my improvement/ my evolution

to stay motivated

to have adptative / progressive exercice

So I can

feel better / relaxed

stay motivated

be proud of my achievments

know what to eat before and after training

organize myself easily

get better results

feel awarded and stay motivated, and then enter a virtuous circle

reach my objectives

stay motivated

When I'm doing physical activity, **I want to** stay motivated **so I can** reach my fitness objectives.

When I am using an app for physical activity, **I want to** see my improvement / my evolution **so I can** keep on being confident and motivated.

When I am using an app for physical activity **I want to** have some support and / or positive feedbacks **so I can** stay optimistic about my progress.

""I always feel that the challenge is very high, there are no instructions and I know in advance that I will not succeed""
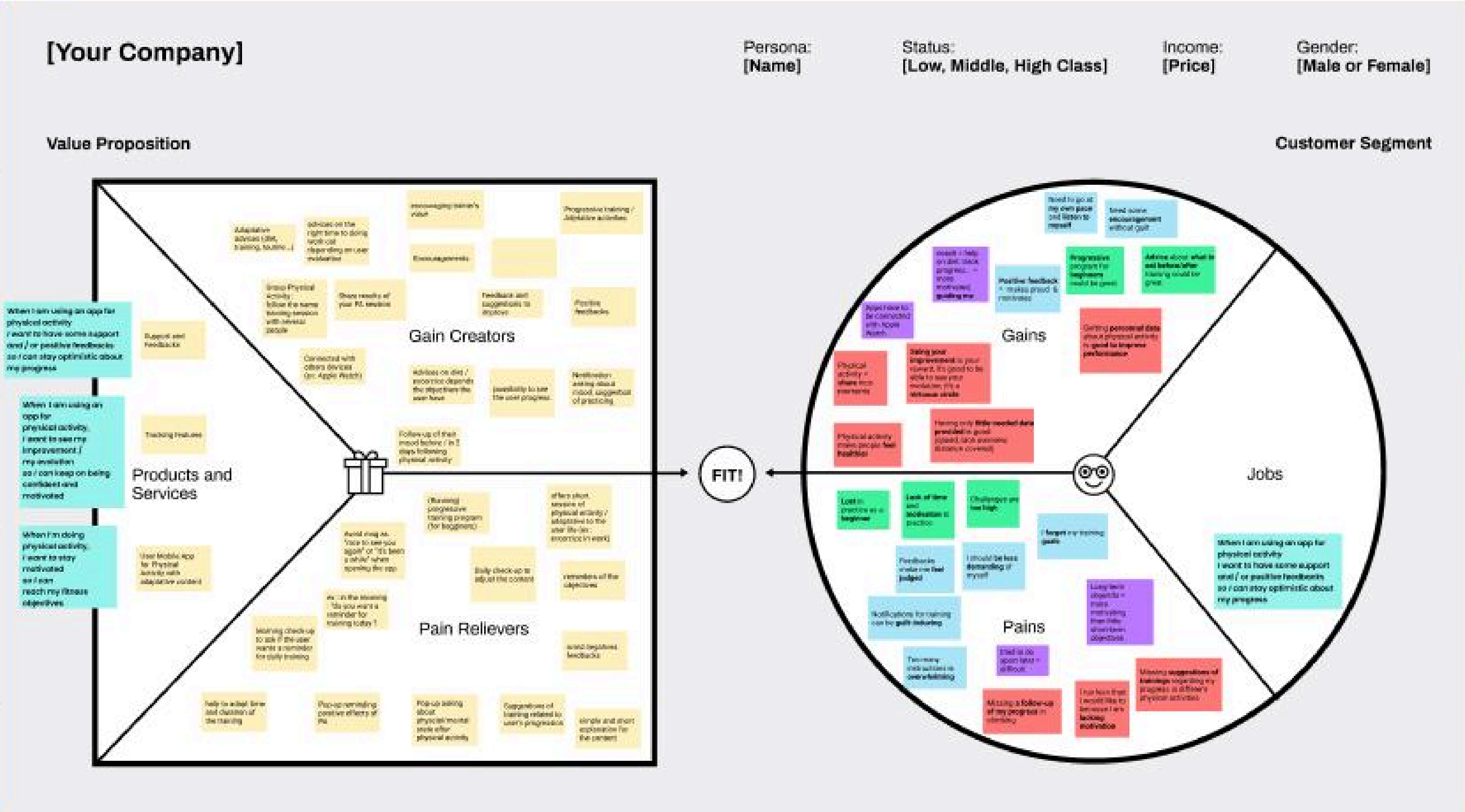
AGE 27
JOB TITLE Game Developer
STATUS Single
LOCATION Boulogne, France

#healthylife

#physicalactivity

#fitness

PRIMARY USER PERSONA

Lucy

ABOUT

Lucy is a young game developer who wants to take care of her health.
She doesn't have a lot of time to practice physical activity because of her job, and prefers to play video games or go out with her friends when she can.
Her motivation is low because she can't manage to exercise regularly. She knows that exercising is always good for her mentally and physically.
She tells herself that with support and encouragement she would be able to motivate herself.

GOALS

- To feel better in mind and body
- To practice a physical activity that can be done anywhere without a lot of materials, and that don't take too much time

MUST HAVE

- To set personal goals
- To have a predefined programme
- To get positive support

PAIN POINTS

- Feels lonely and lost when trying to practice physical activity
- Feels like she can't do it
- Lost her motivation really quickly

ALREADY USED APPS

adidas TRAINING

NRC

PREFERENCES

Yoga   Swimming

          Running

     Fitness   Walking
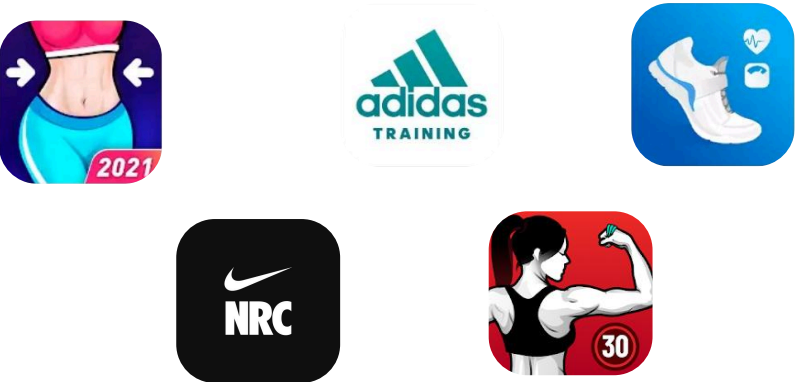
#supermuscle

#gotogym

#adrenaline

SECONDARY USER PERSONA

Benjamin

ABOUT

Benjamin is a student in medicine. He's doing a lot of sport because he wants to be healthy and to shape his body.
He's doing at least 2h of per day, 5 days per weeks. He prefers to do it alone, or just with a coach, to note be disturb during his session.
He cares of what his eating to don't lose any performances.

GOALS

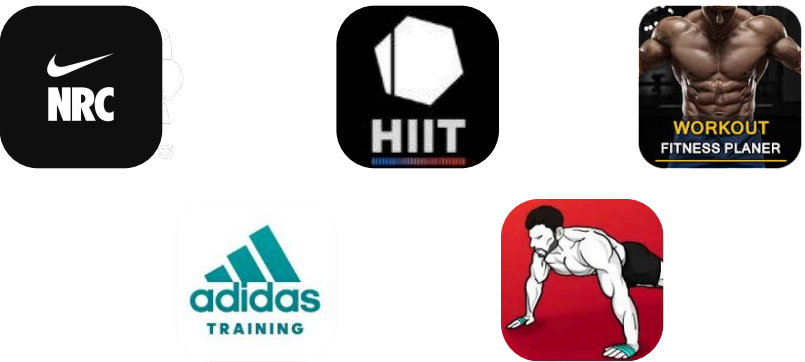- To feel better in mind and body
- To be in good shape
- To be proud of himself

MUST HAVE

- To see his progress
- To share his results
- To have data about his physical activity

PAIN POINTS

- Can't properly track his progress
- Can't find clear informations when he needs it

ALREADY USED APPS

PREFERENCES

Cycling

Fitness

Swimming

HIIT

Running

"No pain, no gain 💪"

AGE 31
JOB TITLE Student
STATUS In a relationship
LOCATION Paris, France

CLIENT

LUCY'S JOURNEY

Current State

Scenario

Lucy would like to get back into steady physical activity in order to feel better in body and mind. She would like to use an app on her smartphone, because she doesn't know how to do it and doesn't know where to start.

The motivation

1.1. Lucy wants to do some physical activities.

1.2. She doesn't know how to start, so she's downloading a fitness app

The application

2.1. She open the app

2.2. She can see that there is a lot of differents programs

2.3. She doesn't know which one to choose

The difficulties

3.1. She wants to begin with a program, but she finds that this is too difficult.

3.2. She is looking for a mode that can give her more easiest excercices, but can't find it

The result

4.1. She is giving up because the exercices are not adapted to her level

POSITIVE

NEGATIVE

💪 I want to do some sports !

😍 There is a lot of fitness apps !

🤔 I'm going to find an app on the PlayStore

🤔 I don't know which one is the best

🙂 I'm going to download the one with the best review

😀 There is so many programs

😄 I want to test one of the program

😐 I'm opening the app and test a little bit

🤔 Can we change the difficulty ?

😒 There is no beginner program...

😠 The exercices are too difficult !

😭 I'll never make it ! I'm giving up

Opportunity

• Define clear categories for the physical activities

• Propose differents difficulties for every level of physical activities

People who need to practice physical activity to take care of their mental and physical health **need to find a way to** have some support **because** they find it hard to stay motivated.

People who practice physical activity to take care of their mental and physical health **need to find a way to** have feedbacks and advices about their practices **because** they want to improve themselves and reach their goals.

We believe providing users a **mobile app for physical activity** with adaptative content for people who need to practice physical activity to take care of their mental and physical health will achieve **providing them the support they need**.
We will know we are right with the frequency of use of the app and the different features.

We believe providing **tracking features and support** for people who practice physical activity to take care of their mental and physical health will achieve **providing them the feedbacks and advices they need**.
We will know we are right with the frequency of use of the app and the different features.

How might we **provide users the support they need** so they remain motivated ?

How might we **provide users relevant feedbacks** about their practices so they can improve themselves?

How might we **offer users relevant advices** about their practices so they can reach their goals?

The goal of the Tr'Active app, at the bare minimum, is to **provide** users **adaptative content** for physical activities.
They will also be able to share their activity with a coach.
By providing them adaptative content and different kind of support, this application aims to **encourage them to practice physical activity**.

Therefore, we must do the following:
Create a menu with all the physical activities offered by level of practice.
Create a profil page for the users where they will be able to set-up important informations about themselves to get relevant advices in return. They will also be able to select the tracking features for which they want follow-up.
We will also implement a functionality to collect information on the mood of users in relation to their practices.

By ensuring these features are available for the users, we provide them the reliable support they need to stay motivated to keep on training. Thus, we help them to be steady in maintaining their health.

Key

PAGE

ACTION

POP-UP

Statistiques Page

Click on Statistics Page

Click on Yoga

Yoga Page

Yoga training Page

Stop page

Start

Homepage

Click on Profil

Profil page

Enter personal data

Click back to Homepage

Click on Running Category

Running Page : trainings for beginner by category : cardio challenge / daily smooth training

Select smooth training

Smooth training Page

Feedback on past trainings Page

Select training preferences : > duration

Select training preferences : > intensity : validate preselection, decrease intensity or challenge yourself

Select training preferences : >coach voice : Yes/No

Validate

Training in Progress PAGE

Lucy is training

Results & Feedback Collect Page

Encouraging Page

End

Visual Design

Visual Competors Analysis

Brand Attributes

Moodboard

Typography

Style Tiles

Fonts :

Roboto Regular 14px

Motivating

Gentle

Enthusiastic

Understanding

Empowering

Primary Colors
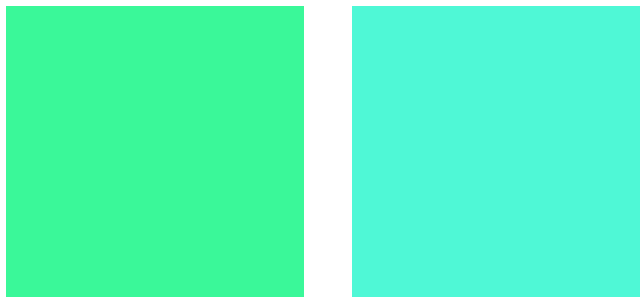
Accent Colors

Neutral Colors

Header - Poppins Regular 30

SubHeader - Poppins Regular 22

Subtitle - Poppins Medium 14

Body - Poppins Regular 14

Button - Poppins Medium 12
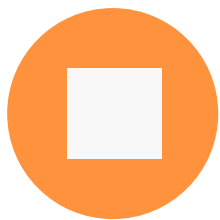
Prototyping

Sketches

Low-Fidelity Prototype

Mid-Fidelity Prototype

Hi-Fidelity Prototype

Welcome Lucy !

Your goal

| Loose 10kg | 76% |

This week

| 6:47 time | 304 kcal |

🕐 **Latest**

⭐ **Favorites**

---

05 : 50

- 04 : 10

1,2 km

☑ Hear my Coach

03:40/ 18:00

03 : 40

- 14 : 20

☑ Hear my Coach   **QUIT**

You did it !

How are you feeling ?

| Proud | Happy | Neutral | Disappointed | Desperate |

| Powerfull | Strong | Good | Tired | Exhausted |

How was the training ?

Select... ▾

- Add more physical activities
- More personnalized options

Always refer to previous steps when you get lost and need to focus on the goals of your project

Tr'Active

Thank you for listening