Fitness + Nutrition App Design

Process

Goals & Objectives

The goal for making the fitness + nutrition app is to make health and fitness attainable, affordable and approachable.

User Questionnaire & Results

How often do you workout?

Rarely workout	10%
1-2 times a week	10%
2-3 times a week	50%
3-4 times a week	20%
Almost everyday	10%

Do you use fitness/nutrition apps?

Never	30%
Used it before	40%
Still using it	30%

What's your initial reason(s) for using fitness/nutrition apps?

To motivate myself to workout	50%
To keep track of my calorie intake	30%
To discover new workout techniques	30%
To stay fit	70%
Never used it	30%

What is your fitness/nutrition goal?

Decrease body fat	90%
Build muscles	100%
Increase strength & power	100%
Improve endurance/conditioning	70%
Learn to eat a balanced diet	60%
Reduce stress	90%
Improve overall health	100%
Maintain a healthy weight	100%

What is keeping you from achieving your Fitness & Nutrition goals?

Lack of motivation	70%
Time	80%
Hitting a plateau	30%
Not knowing where/how to begin	30%
Lack of result	30%

What's the main functions that you look for in a fitness/nutrition app?

Step tracker	30%
Workout video lessons	100%
Weight management	30%
Calorie tracker	80%
Meal plans	40%
Healthy recipes	20%
Progress chart	70%

Sketches

Web and User Interface Design
GRDE 302 FALL 2018

Yudan Gong

Site Map

```
                                    ┌─────────────────────────┐
                                    │      Step Tracker        │
                                    └─────────────────────────┘

                                    ┌─────────────────────────┐
                                    │     Workout Lessons      │
                                    └─────────────────────────┘

                                    ┌─────────────────────────┐
                                    │ Workout Calorie Calculator│
                                    └─────────────────────────┘
                  ┌──────────┐      ┌─────────────────────────┐
                  │  Fitness │      │     Workout Records      │
                  └──────────┘      └─────────────────────────┘

                                    ┌─────────────────────────┐
                                    │     Weight Tracker       │
                                    └─────────────────────────┘

                                    ┌─────────────────────────┐
                                    │      Health Report       │
                                    └─────────────────────────┘

    ┌──────────┐                    ┌─────────────────────────┐
    │  Sign In │                    │      Healthy Habit       │
    └──────────┘                    └─────────────────────────┘

                                    ┌─────────────────────────┐
                                    │       Meal Plans         │
                                    └─────────────────────────┘
                  ┌──────────┐
                  │   Diet   │      ┌─────────────────────────┐
                  └──────────┘      │  Calorie Intake Records  │
                                    └─────────────────────────┘

                                    ┌─────────────────────────┐
                                    │  Food Calorie Calculator │
                                    └─────────────────────────┘
                  ┌──────────┐
                  │ Community│
                  └──────────┘

                  ┌─────────────────┐
                  │ Account Setting  │
                  └─────────────────┘
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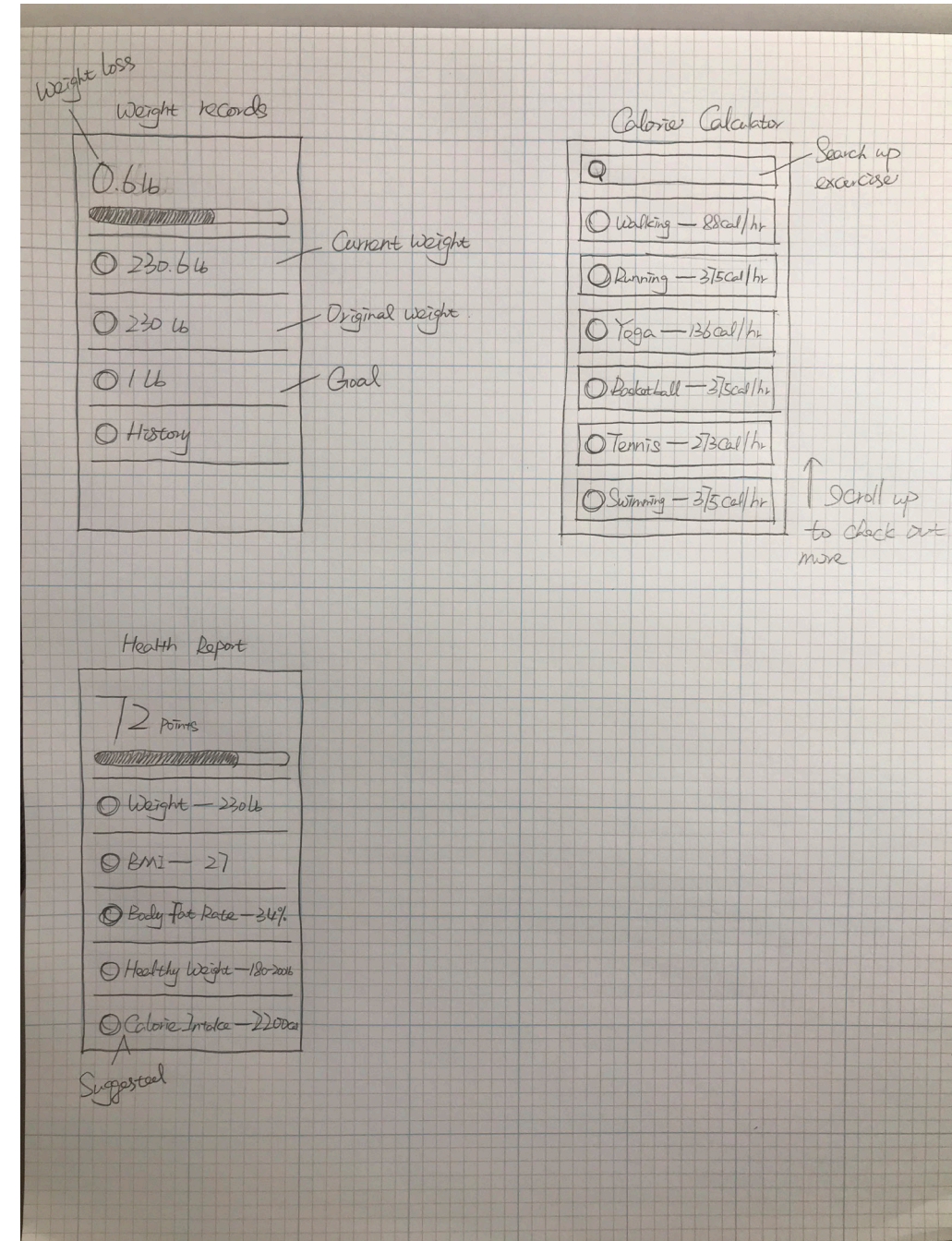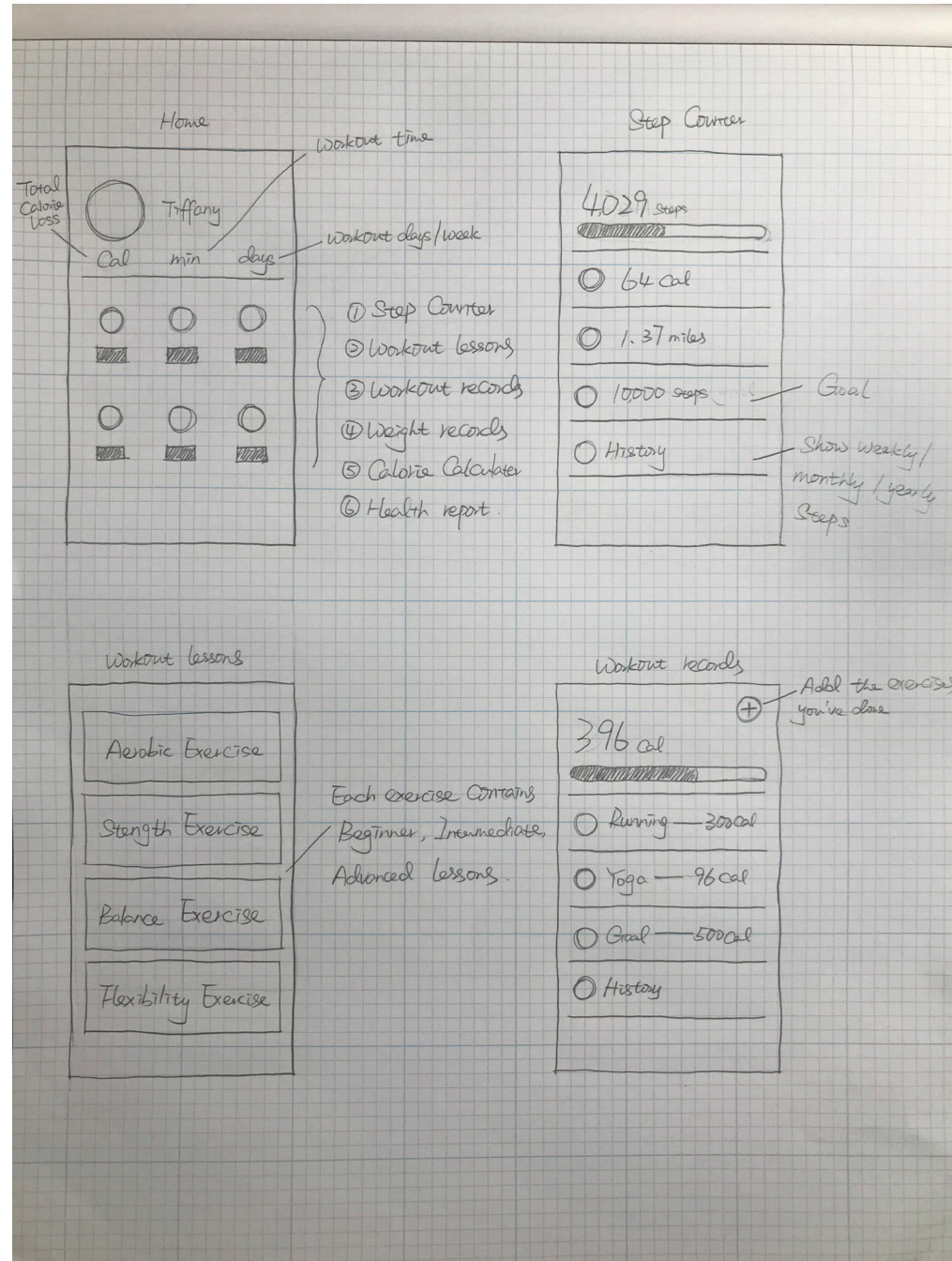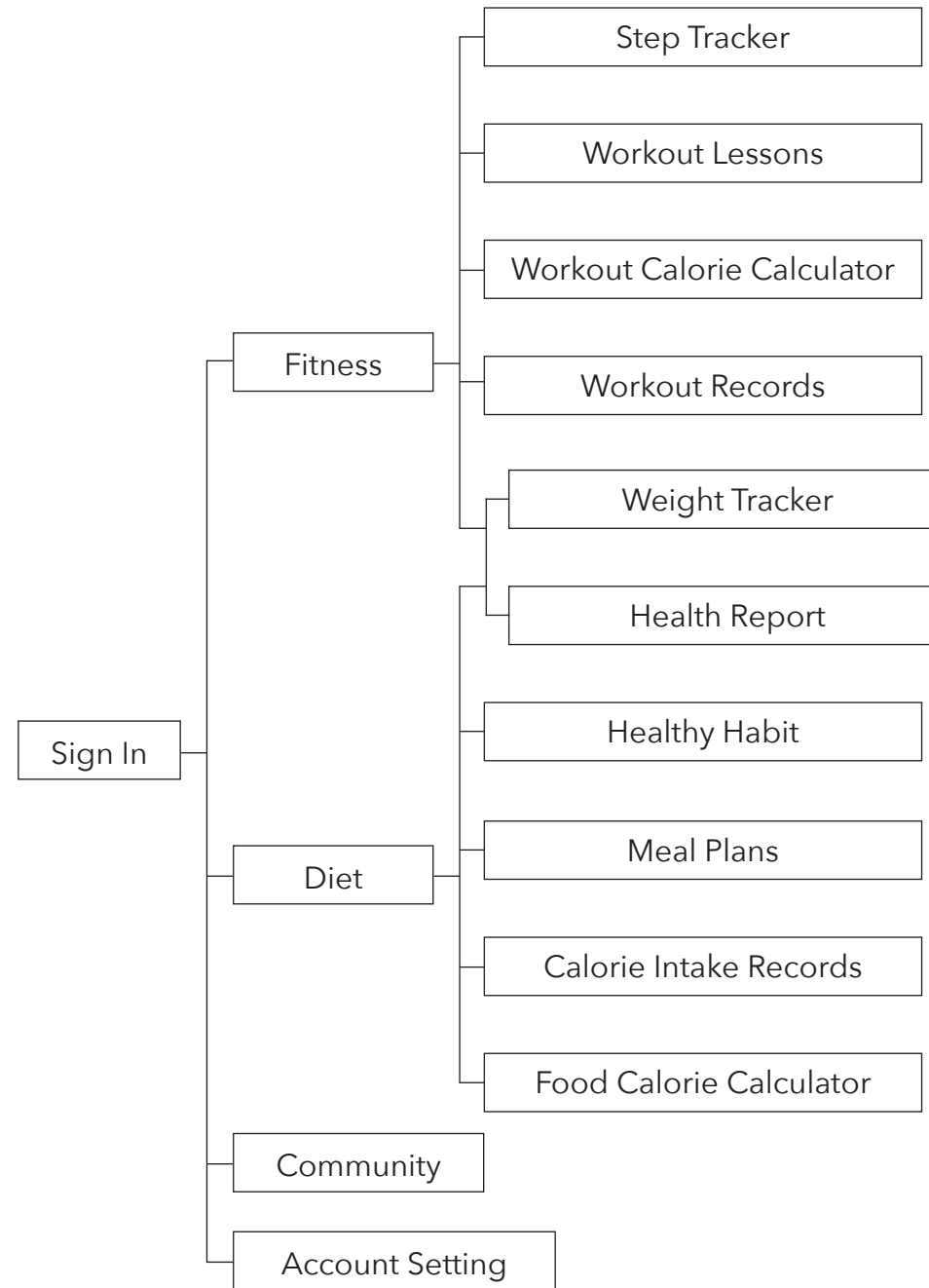
Kayla Carter

"I want to build workout routine and eat more healthy to be able to have more energy to handle my school and work."

About

Age: 20
Ethnicity: African American
Education: Associate Degree
Occupation: Student
Status: Single
Location: New York, NY

Bio

Kayla is a college student. Her school projects and part time job keep her very busy. She is been feeling tired and stressed. Also, she eats fast food frequently because she always feels too tired to cook after working. She tried to eat healthy and go to gym a few times but soon she ends up doing it due to lack of motivation.

Fustrations

• Always feels tired and stressed from school projects and work.
• Not eating healthy.
• Wants to go to the gym and eats healthy but feels unmotivated.

Goals

• Goes to gym at least 3 times a week.
• Eat healthy.
• Live healthy.
• Reduce stress.

Statistics

Fitness Level

Workout Expertise

Nutrition Level

Nutrition Expertise

Need for Motivation

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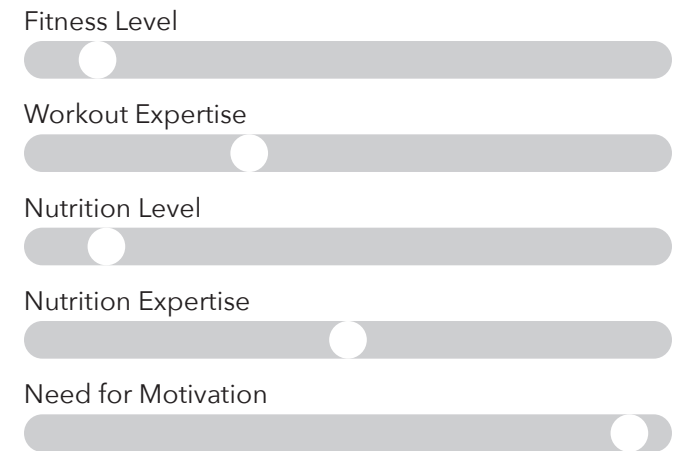
Oliver Bailey

"I want to find an effective way to build muscles."

About

Age: 31
Ethnicity: Caucasian
Education: Master's Degree
Occupation: Engineer
Status: Dating
Location: Los Angeles, CA

Bio

Oliver has always been skinny. He really wants to gain muscle. He tried to go to gym a few times before but the result turned out unsatisfying. In fact he doesn't really have much knowledge about how to build muscles in an effective way.

Fustrations

• Always been too skinny.
• Feels weak.
• Doesn't know how to build muscles in an effective way.

Goals

• Goes to gym 3-5 times a week.
• Build muscles.
• Increase strength & power.

Statistics

Fitness Level

Workout Expertise
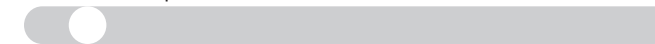
Nutrition Level

Nutrition Expertise

Need for Motivation

Amy Horton

"I've been meaning to get in shape, but life gets in the way."

About

Age: 51
Ethnicity: Latino
Education: Bachelor's Degree
Occupation: Lawyer
Status: Married
Location: Chicago, IL

Bio

Amy has been overweighted for years. She wanted to get in shape but she's always been busy with her job. She started to get other health issues caused by obesity. She's planning to quit her job recently and start diet and workout to help to lose weight and improve her overall health.

Fustrations

• Been overweighted for years.
• Started to get other diseases caused by obesity.

Goals

• Build workout routine.
• Decrease body fat.
• Learn to eat a balanced diet.
• Improve overall health.

Statistics

Fitness Level

Workout Expertise

Nutrition Level

Nutrition Expertise

Need for Motivation
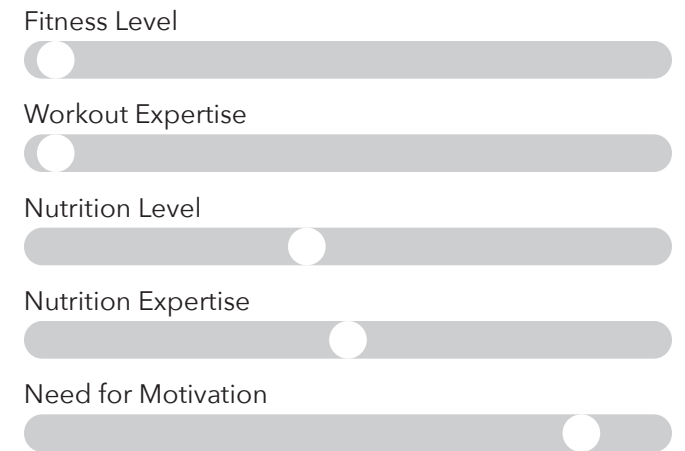
Empathy Map

Kayla Carter

THINK & FEEL

- Feels tired and stressed from school and work.
- Wants to eat more healthy.
- Wants to build workout routine.
- Wants to have more energy to handle school projects and work.

HEAR

- Her friends suggested her to go to the gym because workout can help to reduce stress and increase strength so that she would have more energy to handle school projects and work.

SEE

- Her friend who goes to gym often always look energetic.

SAY & DO

- She wants to try fitness app to build workout & diet routine and keep track on them.

PAIN

- Feeling tired and stressed from school and work.
- Been not eating healthy.
- Tried to workout and diet but failed due to lack of motivation.

GAIN

- Found solutions. Using fitness app to build workout & diet routine and keep track on them.

Empathy Map

Oliver Bailey

THINK & FEEL
- Feels weak and not strong enough.
- Wants to build muscle.
- Doesn't really have much knowledge about how to build muscles.
- Feels not confident for being too skinny.

HEAR
- People around him are saying he's too skinny.

SEE
- His brother has been keeping workout & diet for a year and he's a lot stronger than before.

SAY & DO
- He wants to try to use fitness app to learn how to workout and diet in an effective way that can help him to build muscles.

PAIN
- People around him are saying he's too skinny.
- Feels not confident for being too skinny.
- Tried to go to gym a few times but the result turned out unsatisfying.
- Doesn't know how to build muscle in an effective way.

GAIN
- Found solutions. Using fitness app to learn how to build muscle in an effective way.

Empathy Map

Amy Horton

- Wants to lose weight.
- Wants to learn to eat a balanced diet.
- Wants to improve overall health.

THINK & FEEL

HEAR

- Doctor tells her that she really needs to lose weight.

SEE

- Friends who go to gym and diet have good shapes and less health problems.

SAY & DO

- Wants to quit the job so she'll have time to focus on keep on track with workout and diet.

PAIN

- She's been overweighted for years and recently started to have other health issues due to obesity.

GAIN

- Found solutions. Using fitness app to learn how to better workout and diet thus to help to lose weight and improve overall health.

Moodboard

Type & Color

Typaface:

| **Balance** | **Avenir Next (Bold)** |
Balance	Avenir Next (Medium)
Balance	Avenir Next (Regular)
Balance	Avenir Next (Ultra Light)

Color:

FF244E

23214A

balance.

b.

User Scenarios

Kayla is a college student. Her school projects and part time job has been keeping her very busy. She's been feeling tired and stressed. Also, she eats fast food frequently because she always feels too tired to cook after working. She realized that she's been living very unhealthy so she decided to change her lifestyle by start using fitness & nutrition app. She downloaded the app called "balance" and noticed the app offers different types of workout videos and meal plans to guide her to live a healthier lifestyle. Also, the app helps to keep on track of her calories, weight, and even has a simple health report that tells her the basic body index based on her current records.She can also interact with the people in "balance community" and share workout experiences, healthy recipes, or lifestyles together.

Paper Prototype

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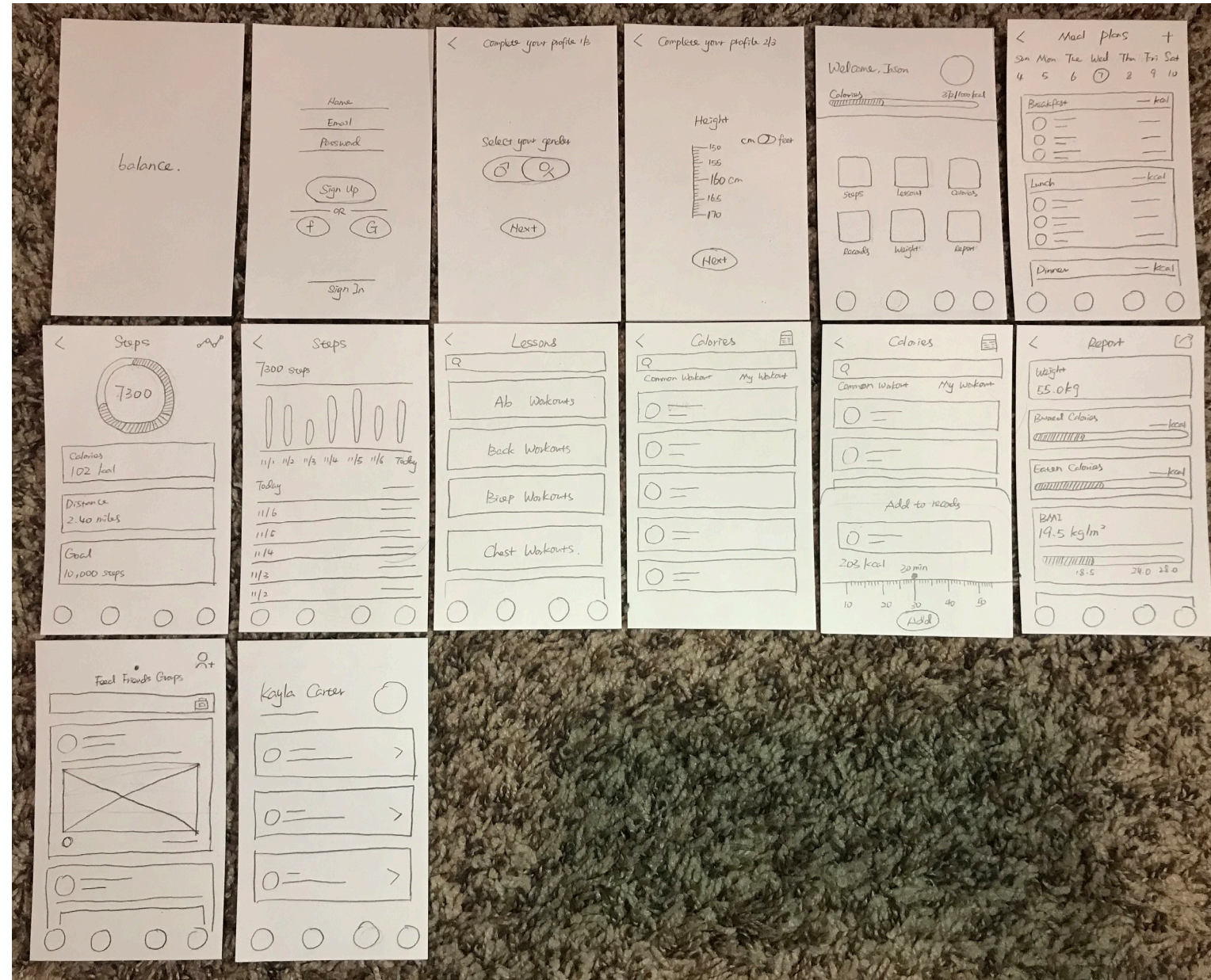
User Testing Questions & Results

Do you understand how the app works by testing the paper prototypes?

Yes   100%
No   0%
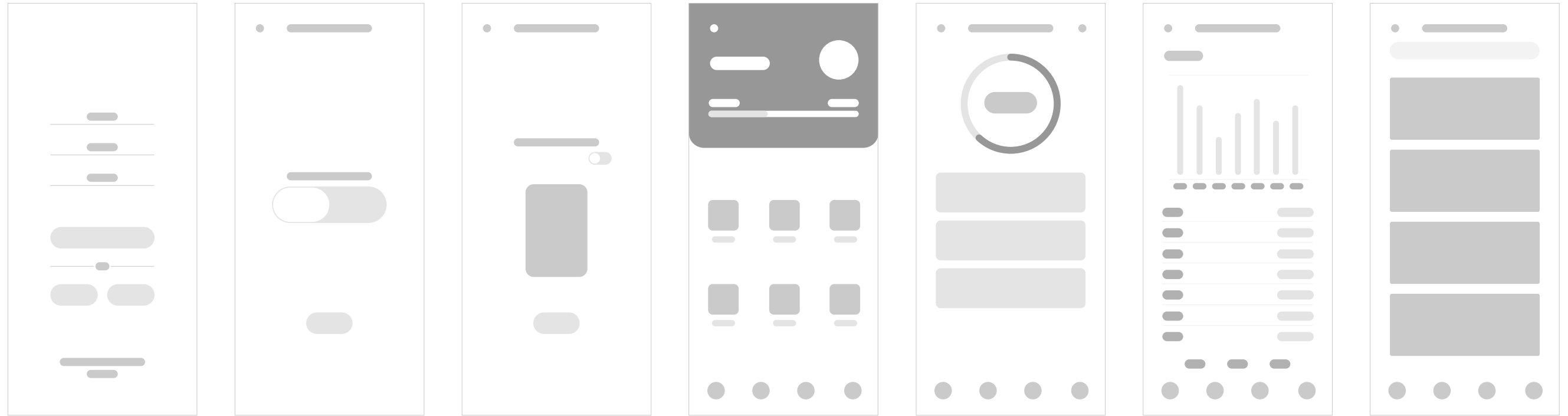Not sure   0%

Do you have any frustrations with current interface?

Note male/famale below "select your gender" icons. Other than that, all the screens seem clear to understand.
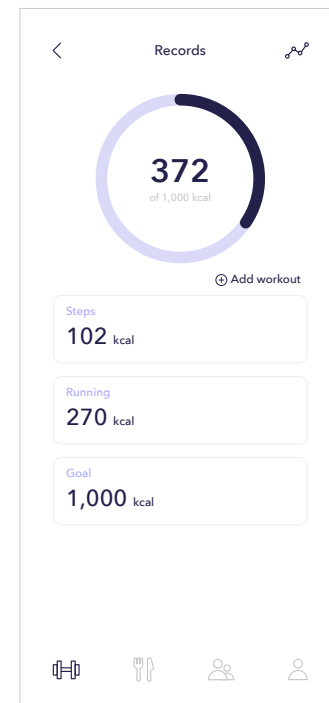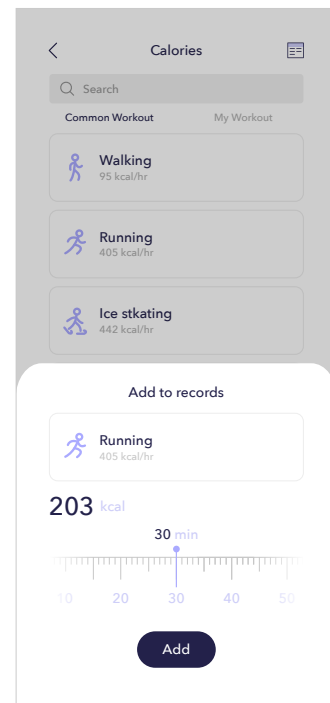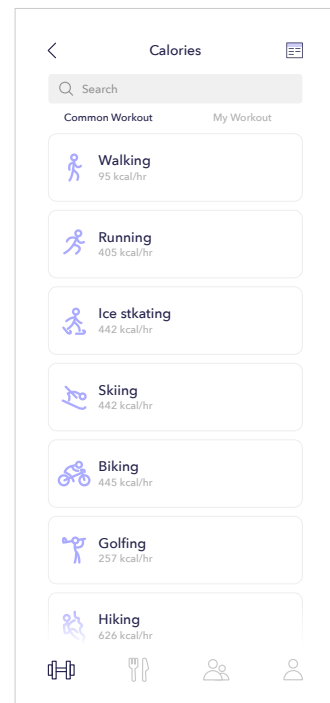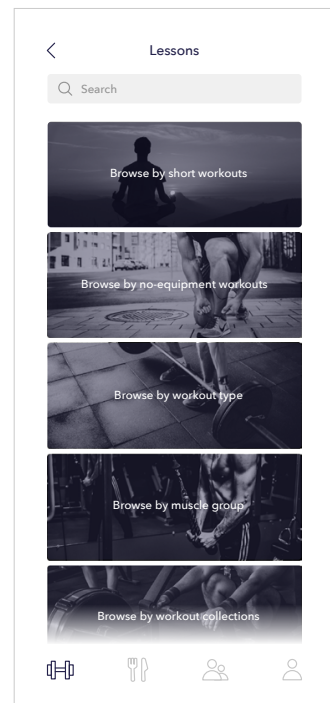
Is there anything need to be added/changed?

It would be better if the users can refresh the meal plan for the day if they don't like the current one.

Low-fidelity Wireframe

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High-fidelity Wireframe

balance.

Name

Email

Password

Sign Up

OR

Already have an account?
Sign In

< Complete your profile 2/3

Height

cm ⚪ feet

150
155
• **160** cm
165
170

Next

< Complete your profile 3/3

Weight

kg ⚪ lb

75
80
• **85** kg
90
95

Get started

Welcome, Kayla

Burned Calories   372/1000 kcal

Steps   Lessons   Calories

Records   Weight   Report

< Steps

7,029
of 10,000 steps

Calories
102 kcal

Distance
2.40 miles

Goal
10,000 steps

< Steps

7,029
steps

11/1 11/2 11/3 11/4 11/5 11/6 Today

Today	7,029 steps
11/6	6,046 steps
11/5	7,678 steps
11/4	6,875 steps
11/3	3,747 steps
11/2	7,031 steps
11/1	9,864 steps

day   week   month

< Lessons

🔍 Search

Browse by short workouts

Browse by no-equipment workouts

Browse by workout type

Browse by muscle group

Browse by workout collections

< Calories

🔍 Search

Common Workout   My Workout

🚶 **Walking**
95 kcal/hr

🏃 **Running**
405 kcal/hr

⛸ **Ice stkating**
442 kcal/hr

⛷ **Skiing**
442 kcal/hr

🚴 **Biking**
445 kcal/hr

🏌 **Golfing**
257 kcal/hr

🥾 **Hiking**
626 kcal/hr

< Calories

🔍 Search

Common Workout   My Workout

🚶 **Walking**
95 kcal/hr

🏃 **Running**
405 kcal/hr

⛸ **Ice stkating**
442 kcal/hr

Add to records

🏃 **Running**
405 kcal/hr

203 kcal

30 min

10   20   30   40   50

Add

< Records

372
of 1,000 kcal

⊕ Add workout

Steps
102 kcal

Running
270 kcal

Goal
1,000 kcal

< Weight   +

Current weight
55.0 kg   kg ⚪ lb

56

55

54

11/1 11/2 11/3 11/4 11/5 11/6 Today

Today	55.0 kg
11/6	55.2 kg
11/5	55.1 kg
11/4	54.7 kg
11/3	55.2 kg
11/2	54.9 kg
11/1	54.8 kg

day   week   month

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High-fidelity Wireframe

Screen 1 - Report

Report
11/07/18

Weight
55.0 kg

Burned Calories
372/1000 kcal

Eaten Calories
545/1500 kcal

BMI
19.5 kg/m²

Underweight | Normal | Overweight | Obesity
18.5 | 24.0 | 28.0

Body Fat Rate
23.8 %

Underfat | Healthy | Overfat | Obese

Screen 2 - Welcome

Welcome, Kayla

Eaten Calories
545/1500 kcal

Meal Plan | Calories | Records
Habit | Weight | Report

Screen 3 - Meal Plan

Meal Plan

Sun | Mon | Tue | Wed | Thu | Fri | Sat
4 | 5 | 6 | 7 | 8 | 9 | 10

Breakfast — 563 kcal
Oatmeal — 75g — 263 kcal
Yogurt — 250g — 180 kcal
Grapes — 200g — 120 kcal

Lunch — 402 kcal
Beef steak — 170g — 238 kcal
Salad — 160g — 94 kcal
Kiwi — 160g — 70 kcal

Dinner — 497 kcal
Rice

Screen 4 - Feed

Feed | Friends | Groups

What are you up to?

Oliver Bailey
Yesterday at 9:20 AM
Keep it up #workout #lifestyle
19 | 8 Comment
Like | Comment

Amy Horton
Saturday at 8:16 AM
Starting off the day with coconut butter oatmeal!
27 | 14 Comment
Like | Comment

Screen 5 - Profile

Kayla Carter
View and edit profile

Notification
Modify notification settings

Setting
Manage app settings

Invite friends
Invite friends to use the app

Web and User Interface Design
GRDE 302 FALL 2018

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