

**Hi.**

79.5

**AUX**

**userexperience**

01100001 01110101 01111000



# RESEARCH / STRATEGY / WIREFRAMES

# LET'S TALK ABOUT MY TYPICAL DESIGN PROCESS



# **FULL DESIGN ENGAGEMENT**

**STAKEHOLDER INTERVIEWS  
USER INTERVIEWS  
COMPETITIVE ANALYSIS  
DATA ANALYSIS  
CREATIVE BRAINSTORMING  
HEAVY SKETCHING  
RESEARCH  
REQUIREMENTS GATHERING  
UX DESIGN  
CREATIVE DESIGN  
PROTOTYPING  
USER TESTING  
TECHNICAL FEASIBILITY ANALYSIS  
LEGAL / CONTRACTUAL ANALYSIS  
COLLABORATION**

# THIS EXERCISE

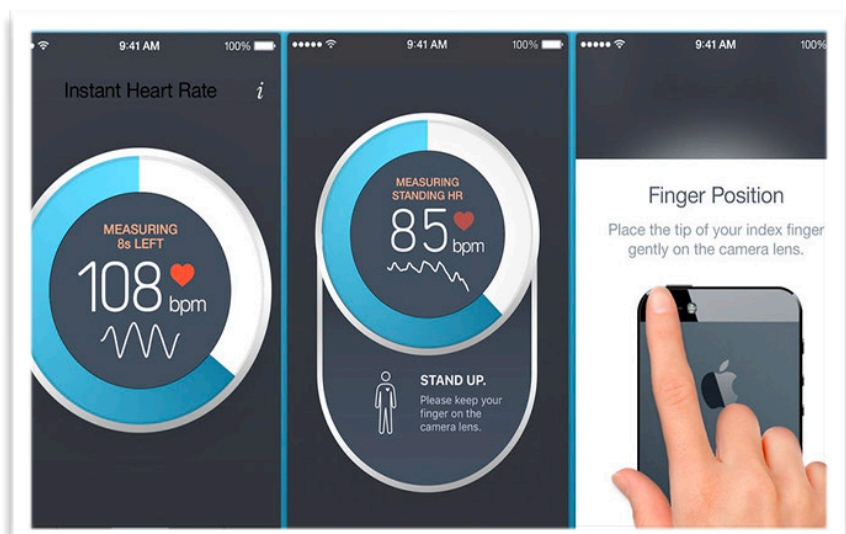
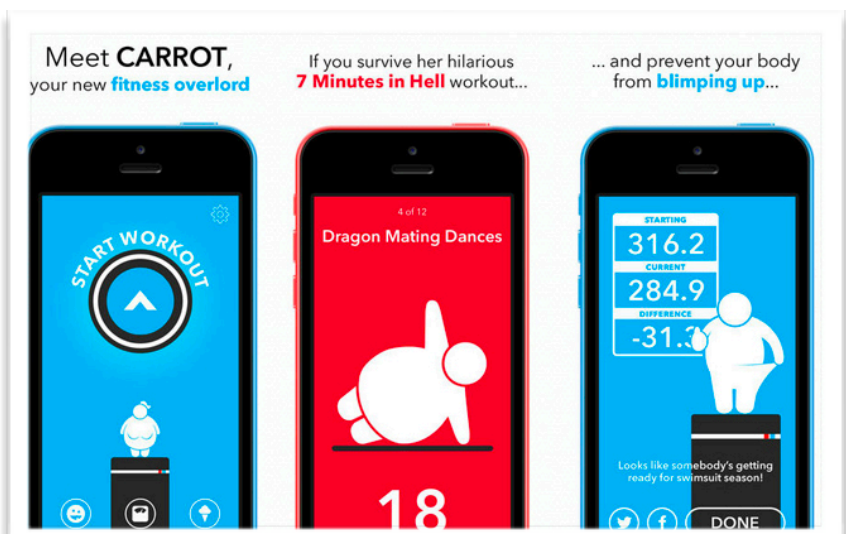
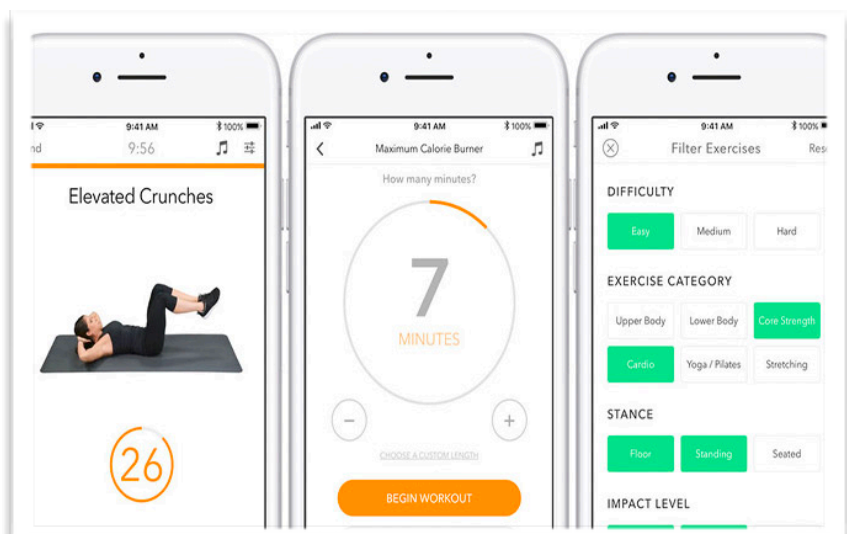
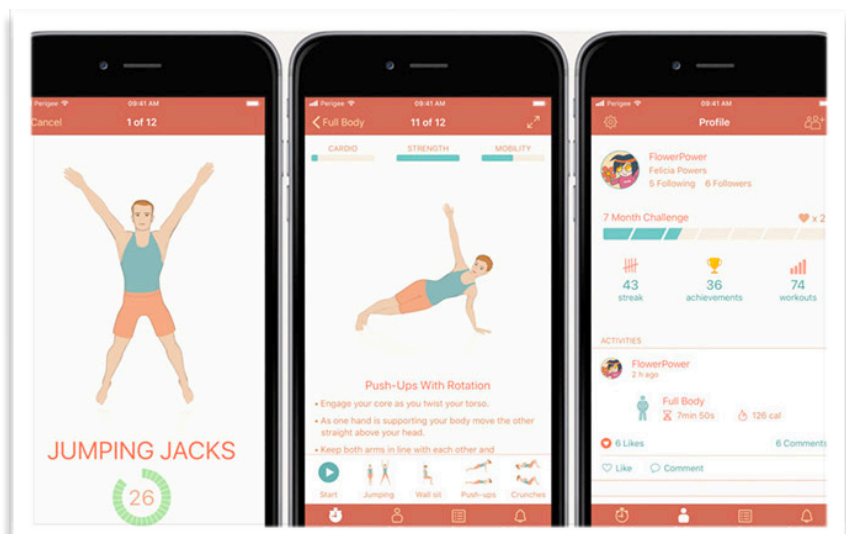
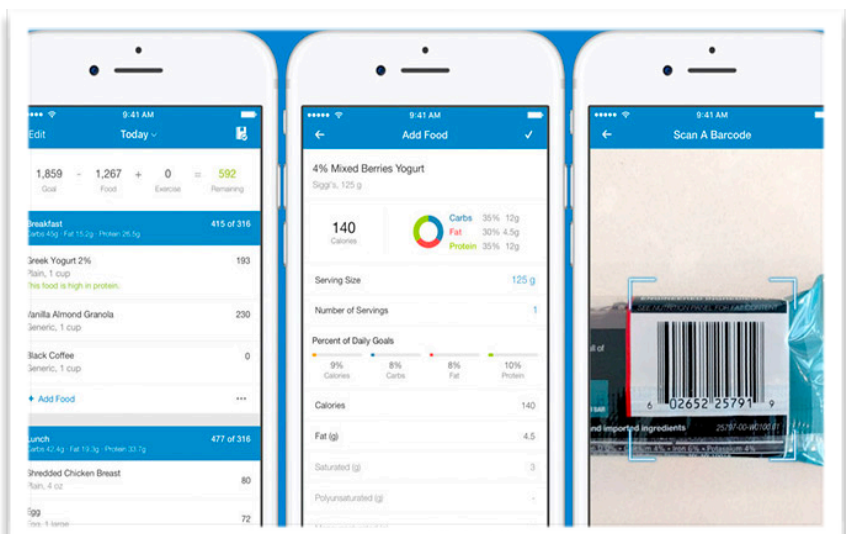
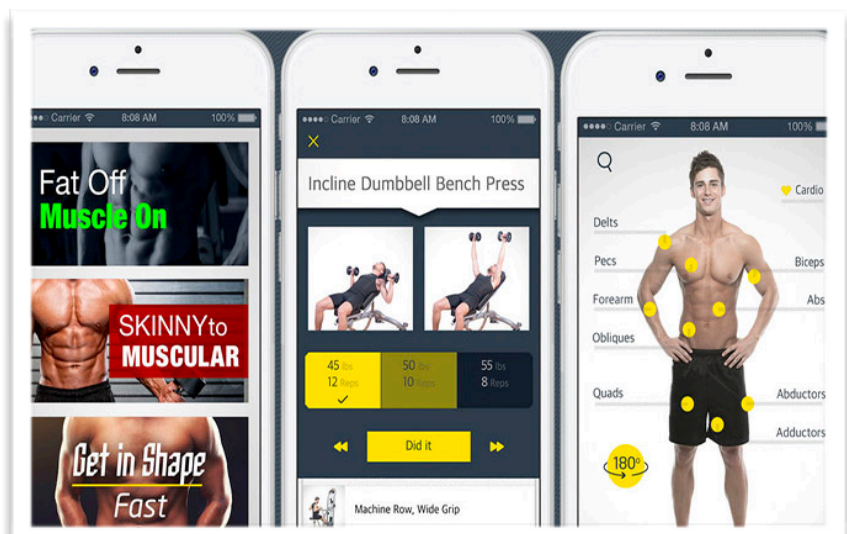
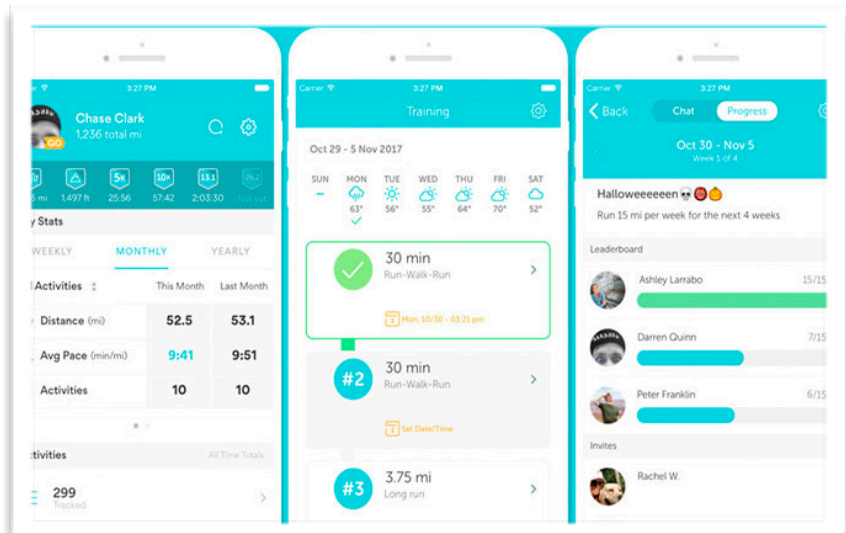
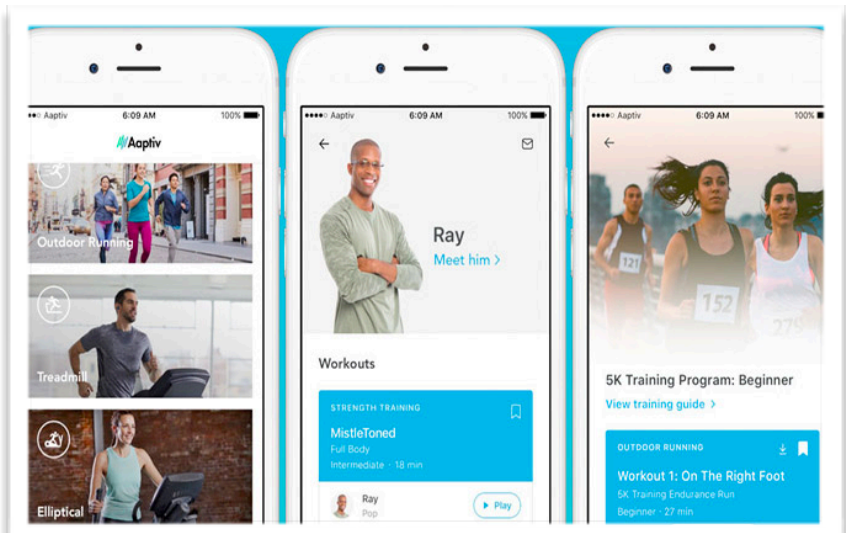
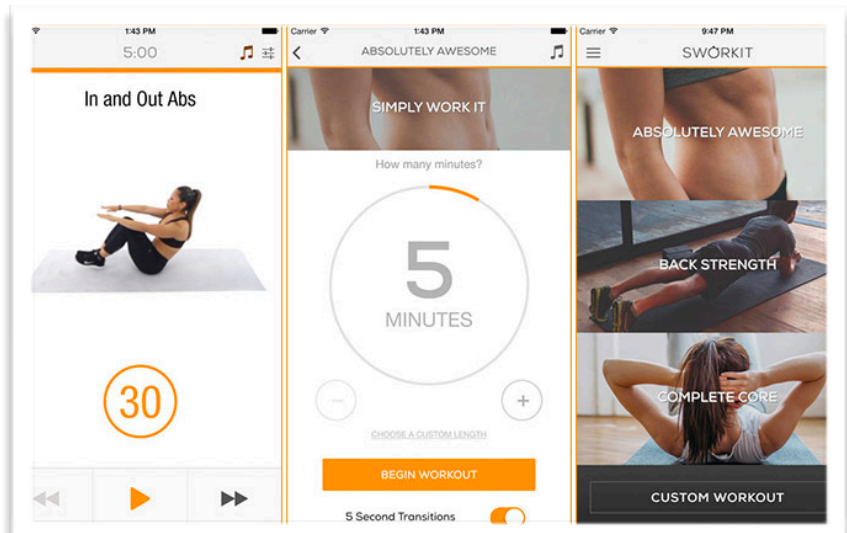
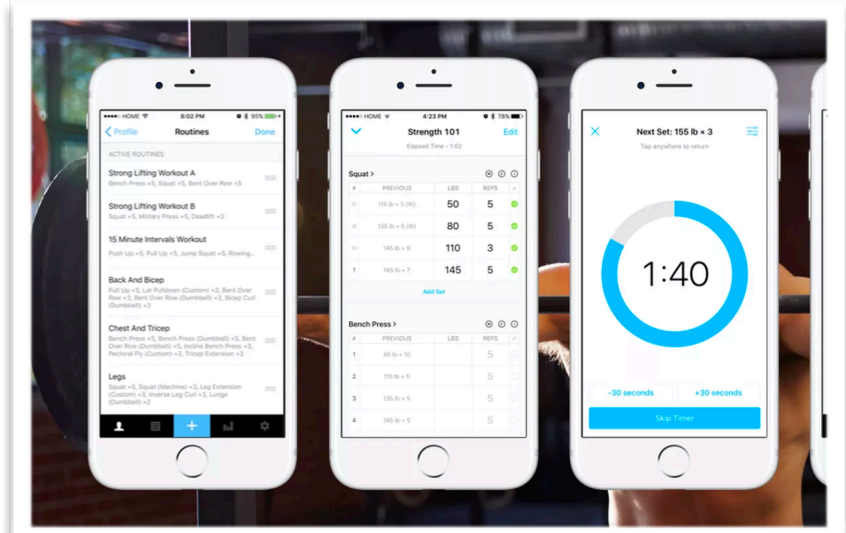
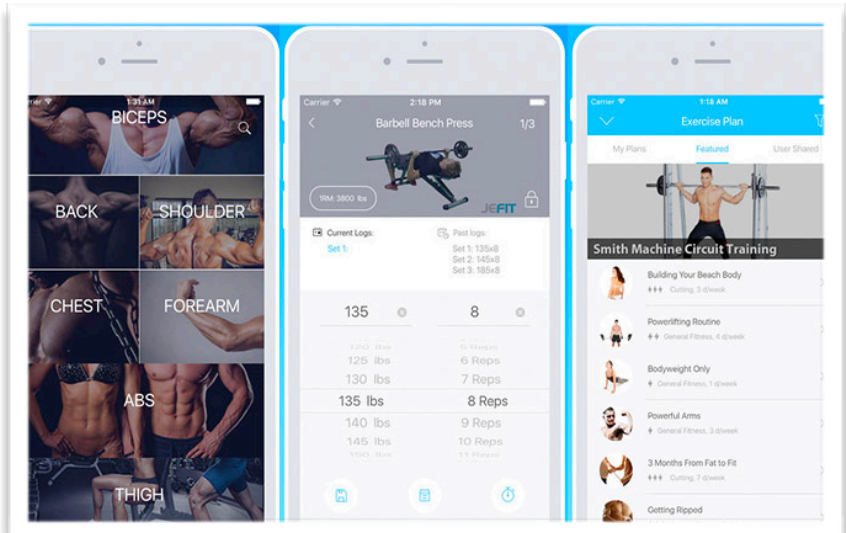
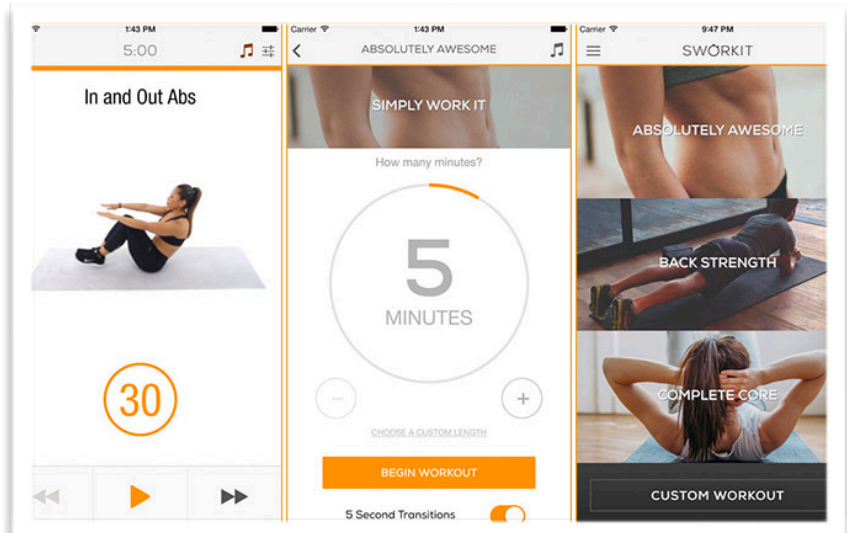
COMPETITIVE ANALYSIS  
DATA ANALYSIS  
CREATIVE BRAINSTORMING  
HEAVY SKETCHING  
RESEARCH

CREATIVE DESIGN

# THE COMPETITION







**UNDER ARMOUR RECORD IS THE WORLD'S FIRST CONNECTED  
HEALTH AND FITNESS SYSTEM**





# MYFITNESSPAL TRACKS DIET AND EXERCISE TO DETERMINE OPTIMAL CALORIC INTAKE



**NIKE TRAINING CLUB, HAS MILLIONS OF ATHLETES, BEEN IN  
FITNESS GAME SINCE THE 70'S**



**CREATE MAPS FOR YOUR RUN, SHARE, SOCIAL ASPECT, CALORIES  
AND UA BACKING**





**LARGEST FITNESS COMMUNITY, GOALS, AUTO EXERCISE, TRACK  
AND SHARE**



# KEY FINDINGS

- ❖ **DEMOGRAPHIC, GENETIC DATA AND LONGITUDINAL DATA ON EXERCISE, BODY WEIGHT COMPOSITION, AND SCHEDULE**
- ❖ **PARTICIPANTS WERE SUBJECTED TO INDULGE IN MODERATE TYPE OF AEROBIC EXERCISE IN THE FORM OF BRISK WALKING FOR 2.5 H SPREAD OVER A PERIOD OF 1 WEEK.**
- ❖ **5 HOURS A DAY, SPENT ON A MOBILE DEVICE PER US CONSUMER**
- ❖ **MOBILE USERS SPEND ALMOST EVERY FREE MOMENT THEY HAVE ON THEIR PHONE.**
- ❖ **THE FIRST TREND THAT CAME TO LIGHT IS SOMETHING WE CALL “COMMUNTAINMENT,” OR THE IDEA OF CONNECTING WITH FRIENDS (VIA MESSAGING AND SOCIAL MEDIA APPS) FOR THE SOLE PURPOSE OF ENTERTAINMENT.**
  - ❖ **THINK: SNAPCHAT, HOUSEPARTY, WHATSAPP, VIBER, ETC**
- ❖ **EMPLOYEES STARTED COMMUNICATING AND COLLABORATING VIA APPS AND THE TECH COMMUNITY RESPONDED.**
- ❖ **2016 SAW A SLEW OF BUSINESS MOVES FROM TECH GIANTS TO STARTUPS, TRYING TO WRANGLE THIS EMERGING WORKPLACE TREND.**

# KEY FINDINGS

- ❖ 10,000 PARTICIPANTS, 6,543 MALE, 3,457 FEMALE.
- ❖ CONSUMERS PURCHASING WEARABLES, THIS CATEGORY PROVES MOBILE USERS LOVE THEIR FITNESS APPS.
- ❖ OVER THE PAST YEAR, MOBILE HEALTH & FITNESS APPS HAVE GROWN 9%, WITH THE HIGHEST GROWTH COMING FROM STUDIO AND FITNESS CONTENT APPS (49%). COMPARABLY, NUTRITION APPS HAVE DECLINED IN USAGE BY 26%.
- ❖ WORKOUT AND WEIGHT LOSS APPS ARE HUGELY POPULAR, ACCOUNTING FOR NEARLY THREE-FOURTHS OF ALL HEALTH AND FITNESS APP SESSIONS. THIS TREND CAN BE ATTRIBUTED TO WEARABLES LIKE FITNESS BANDS, WHICH ENCOURAGE USERS TO TRACK THEIR WEIGHT OR EXERCISES DAILY.
- ❖ FITNESS APP USAGE CORRELATES WITH SEASONAL WORKOUT HABITS! THE HOLIDAY SEASON MARKS THE LOWEST ACTIVITY, FOLLOWED BY A PEAK IN JANUARY (AFTER PEOPLE HAVE MADE THEIR NEW YEAR'S RESOLUTIONS). NATURALLY, SUMMER IS ALSO A POPULAR TIME WHEN PEOPLE ARE ACCESSING HEALTH AND FITNESS APPS — APP USAGE IS ABOUT 24% HIGHER THAN THE YEARLY AVERAGE.

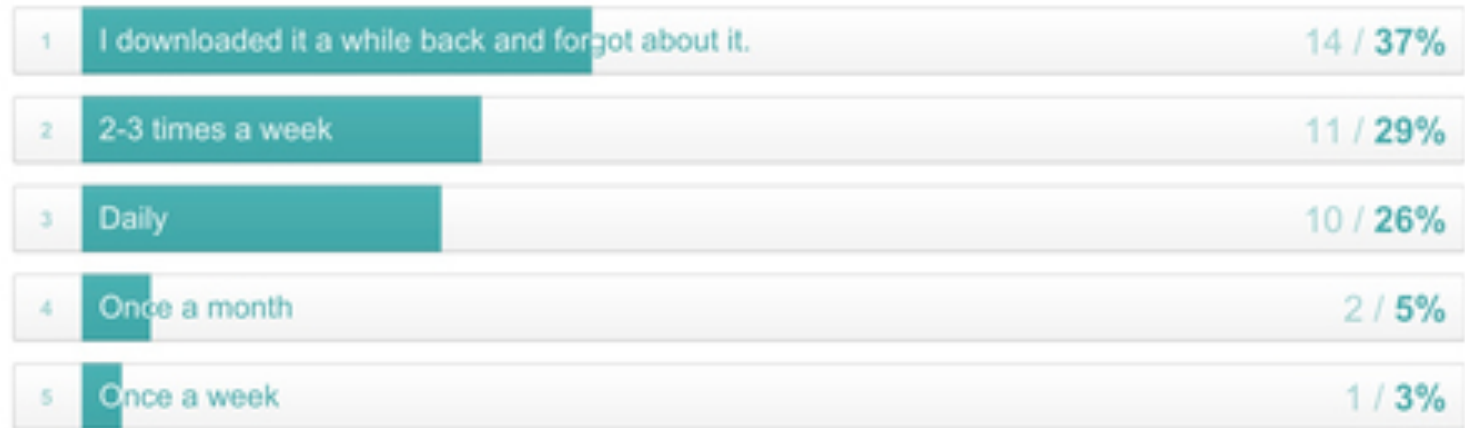
# RESEARCH

## USER SURVEYS

TO BEGIN, I CREATED AND SENT OUT A SURVEY TO LEARN ABOUT PEOPLE'S HEALTH AND FITNESS HABITS, THEIR USE OF WEARABLE DEVICES AND FITNESS APPS (IF ANY), AND THEIR NEED FOR REMINDERS AND/OR EXTERNAL MOTIVATION. THIS ALLOWED ME TO DETERMINE WHERE I SHOULD FOCUS THE COMPETITIVE ANALYSIS AND WHICH SPECIFIC AREAS I NEEDED TO RESEARCH MORE THOROUGHLY.

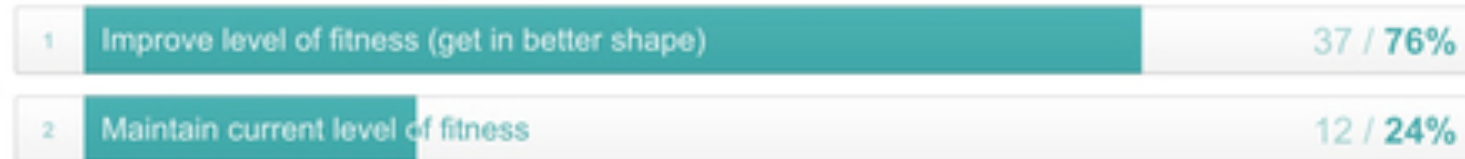
How often do you use your fitness apps/devices?

38 out of 50 people answered this question



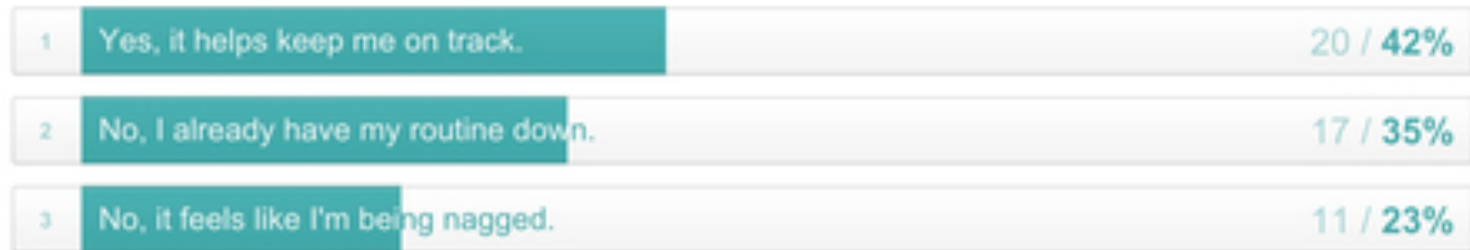
What is your overall goal when you exercise?

49 out of 50 people answered this question



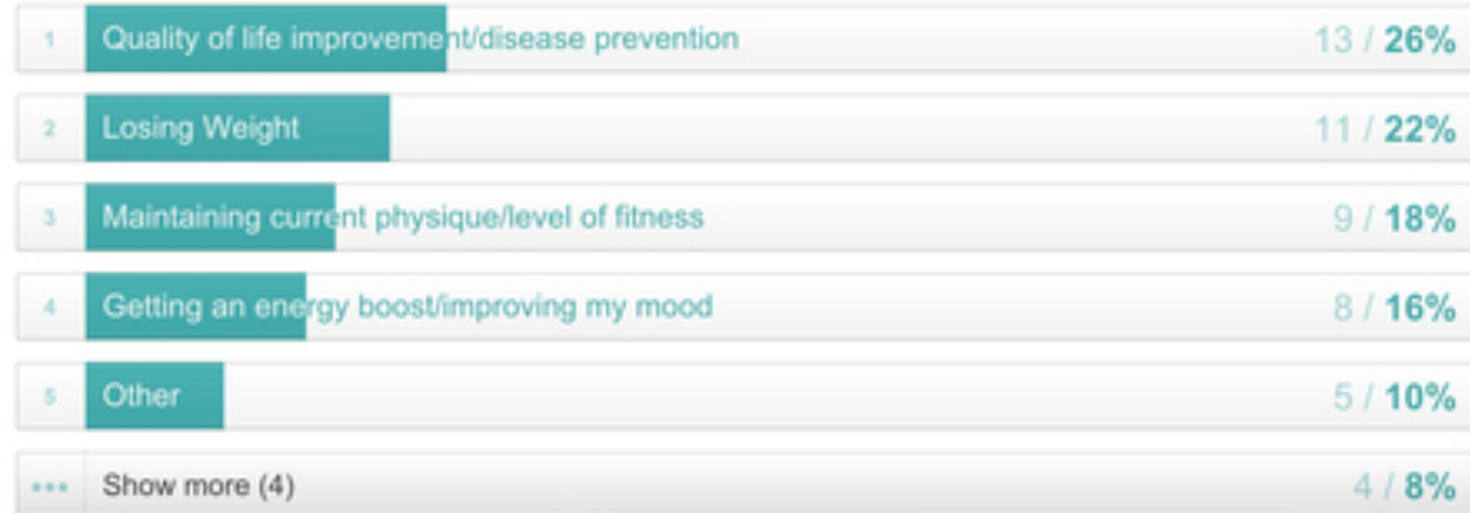
Do you like to be reminded to do a workout?

48 out of 50 people answered this question



In your opinion, what is the best part of maintaining or improving your health?






























50 out of 50 people answered this question



# COMPETITIVE ANALYSIS

I PERFORMED A COMPETITIVE ANALYSIS WITH THE APPS.

ACCORDING TO MY FINDINGS, THE TWO FEATURES THAT PEOPLE WANTED THE MOST IN A FITNESS APP WERE CUSTOMIZABLE PROGRAMS, REMINDERS AND INCENTIVES. NONE OF THE MOST POPULAR APPS I RESEARCHED ALL OF THESE FEATURES. WE DECIDED TO CAPITALIZE ON THIS OPPORTUNITY BY DEVELOPING AND HIGHLIGHTING THESE FEATURES.

	UNDER ARMOUR RECORD	MY FITNESS PAL	NIKE + TRAINING CLUB	MAP MY RUN	FITBIT
					
Record/Track Workout					
Customizable Program					
Reminders/ Calendar Integration					
Brand Companion Wearable Devices					
Compatibility with Multiple Brands Wearable Devices					
Food Log					
Weight Log					
Community					

# COMPETITIVE ANALYSIS

- ❖ DATA SHOWS THAT OF ACTIVE HEALTH & FITNESS APP USERS, 96% ARE USING ONLY ONE HEALTH & FITNESS APP. AS SEEN IN THE APP LOYALTY MATRIX, HEALTH & FITNESS APPS SHOW THE HIGHEST RETENTION RATES ACROSS ALL CATEGORIES. THIS INDICATES THAT USERS ARE DEDICATED TO THEIR FITNESS APPS ONCE THEY START USING THEM.
- ❖ OVER 75% OF ACTIVE USERS OPEN THEIR HEALTH & FITNESS APP AT LEAST TWO TIMES A WEEK. ALSO, THERE IS A REMARKABLY HIGH PERCENTAGE OF FITNESS APP ADDICTS: MORE THAN 25% OF USERS ACCESS THEIR FITNESS APPS MORE THAN 10 TIMES A WEEK.
- ❖ AS A RESULT, THIS FREQUENCY OF USAGE DRIVES UP OVERALL CATEGORY ENGAGEMENT. FOR APP DEVELOPERS, THIS PRESENTS AN ATTRACTIVE OPPORTUNITY TO CAPITALIZE ON USERS' FREQUENT ENGAGEMENT AND BOOST MONETIZATION.

# MEET AMY / STEVE





**PERSONA**  
**AMY**

**PROJECT MANAGER**

**\$110,000 SALARY**  
**5 YEARS OF EXPERIENCE, IVY EDUCATED**

**29 YEARS OLD**

**ACTIVE THROUGH COLLEGE, NOW IN THE WORKFORCE AND FINDS IT HARD TO MANAGE HER TIME AND WORKOUTS.**

**TECH AFFINITY: MEDIUM**

**USES SMARTPHONE APPS FOR EMAIL, WEB BROWSING, DIET APPS, REMINDERS, AND APPLE HEALTH KIT FOR RUNNING**

**BEHAVIOR**

**MODERATELY FAMILIARIZED WITH TECHNOLOGY THOUGH OFFICE WORK. USES IT DAILY. KNOWS AND USES APPS FOR INFORMATION AND STREAMING CONTENT LIKE SPORTS REPLAYS.**

**GOALS**

**TO GET BACK INTO COLLEGE SHAPE, MEET LIKE MINDED FITNESS PEOPLE (WORKOUT BUDDY).**

**CHALLENGES**

**HEAVY PROFESSIONAL RESPONSIBILITIES FORCE HER TO GET TO THE GYM 3 TIMES A WEEK, MAYBE.**

**WANTS A BETTER MOBILE SOLUTION FOR TRACKING AND INFORMATION.**

**WANTS IMMEDIATE UPDATES ON EXERCISE NEWS.**





## **PERSONA** **STEVE**

### **PUBLIC RELATIONS**

**\$105,000 SALARY**  
**3 YEARS OF EXPERIENCE, COLLEGE EDUCATED**

### **24 YEARS OLD**

**CROSS COUNTRY TEAM IN HIGH SCHOOL, RAN IN COLLEGE, AND INCORPORATES CROSS TRAINING INTO SCHEDULE.**

### **TECH AFFINITY: MEDIUM**

**HAS A FITBIT, WEARS IT DAILY AND ALWAYS ON THE LOOKOUT FOR BETTER OPTION.**

### **BEHAVIOR**

**ACTIVE, 3 DAYS A WEEK, KNOW TECHNOLOGY, SELF MOTIVATED, HEALTHY, RISK TAKER, THINKS HE IS THE LIFE OF THE PARTY.**

### **GOALS**

**LEARN MORE, A BETTER WAY TO COMPETE WITH OTHERS (SEE HOW OTHERS ARE DOING COMPARED TO HIM).**

### **CHALLENGES**

**JUST STARTING A NEW JOB**

**WANTS A BETTER MOBILE SOLUTION FOR TRACKING AND INFORMATION.**

**WANTS LONG-TERM FITNESS CHALLENGES.**

# USER FLOW

AMY USED TO BE ACTIVE SHE HASN'T MADE WORKING OUT A PRIORITY FOR SOME TIME.

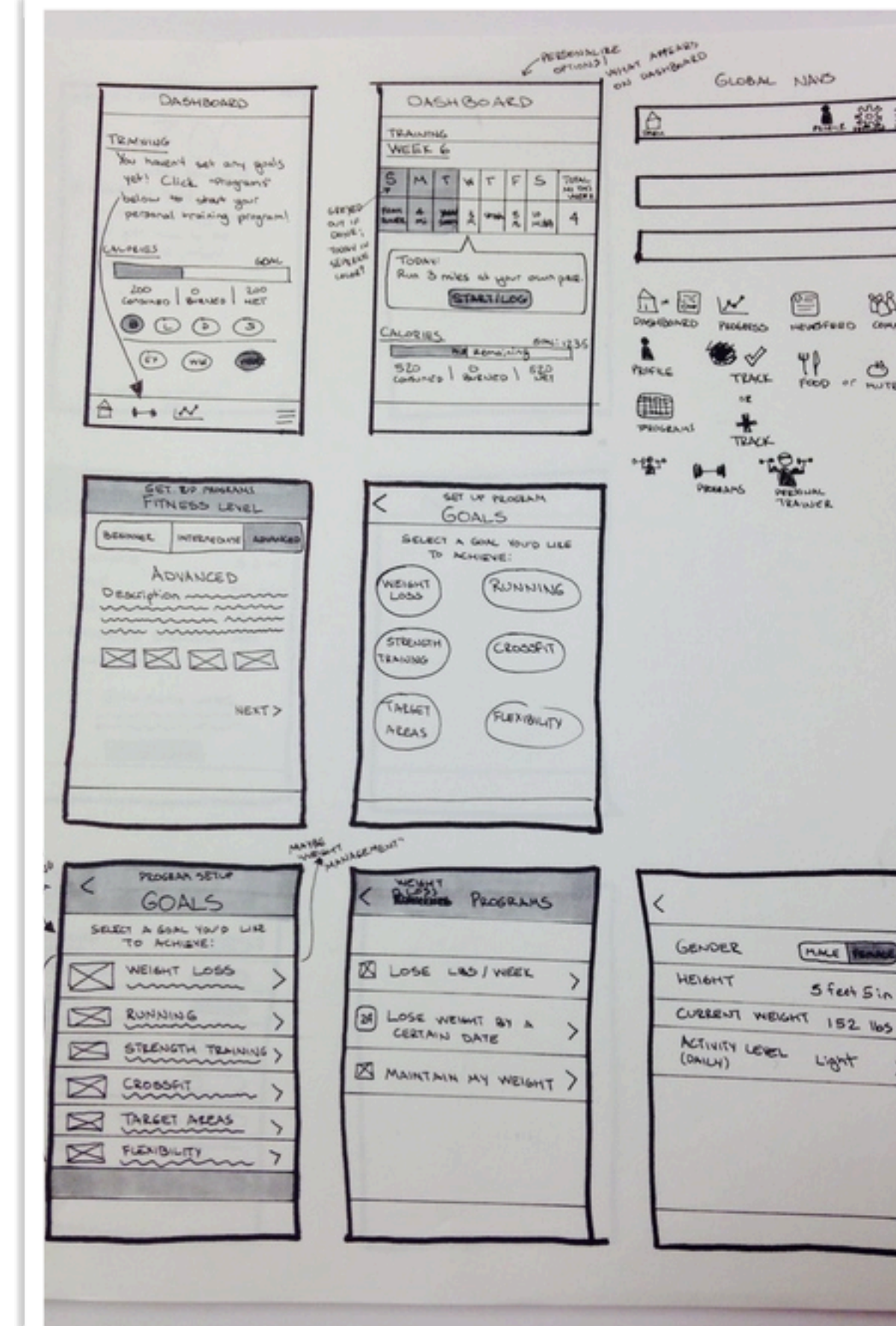
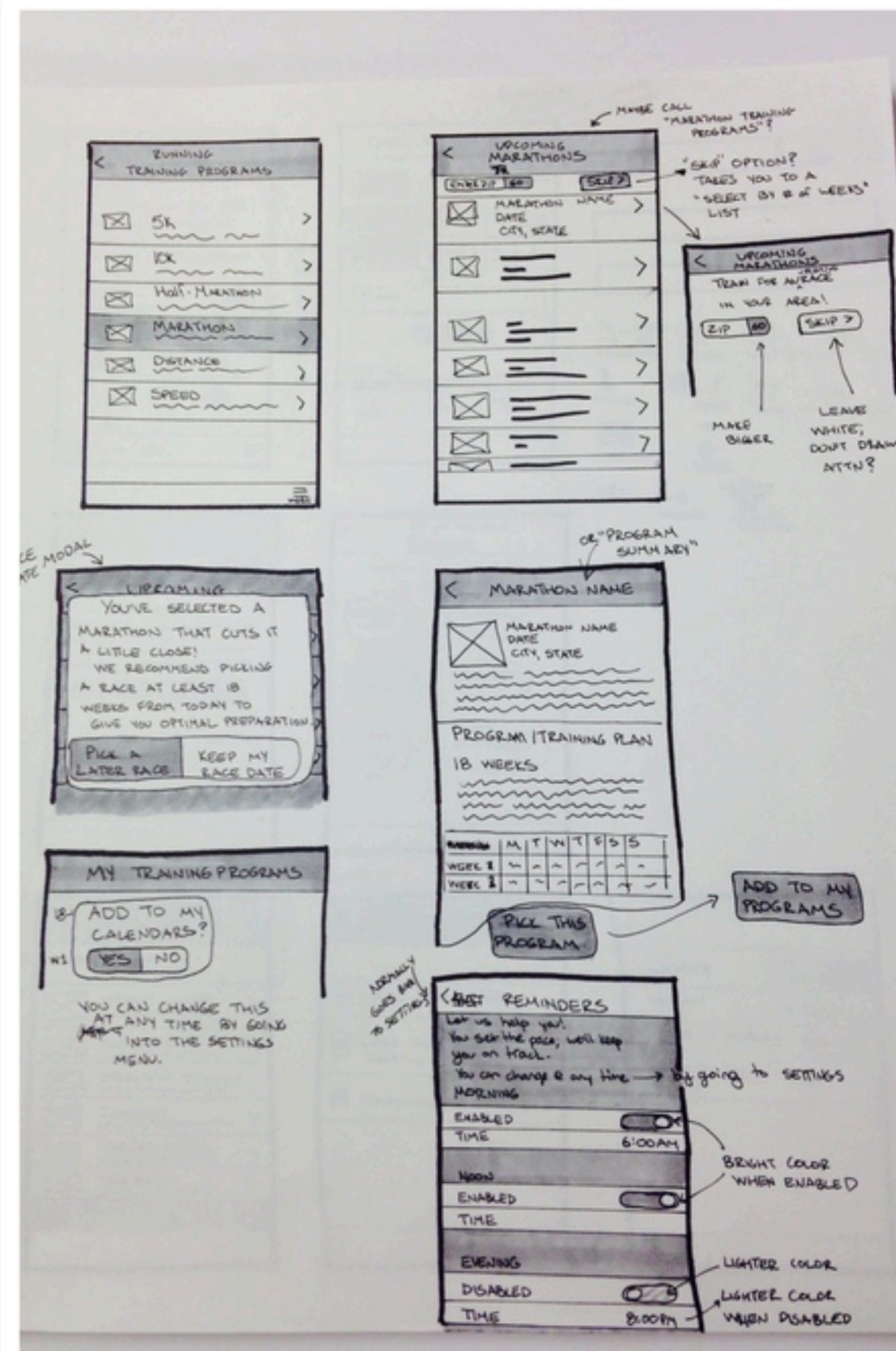


STEVE WANTS TO CHALLENGE HIMSELF AND SEE HOW OTHERS STACK UP AGAINST HIM.



# SKETCHES

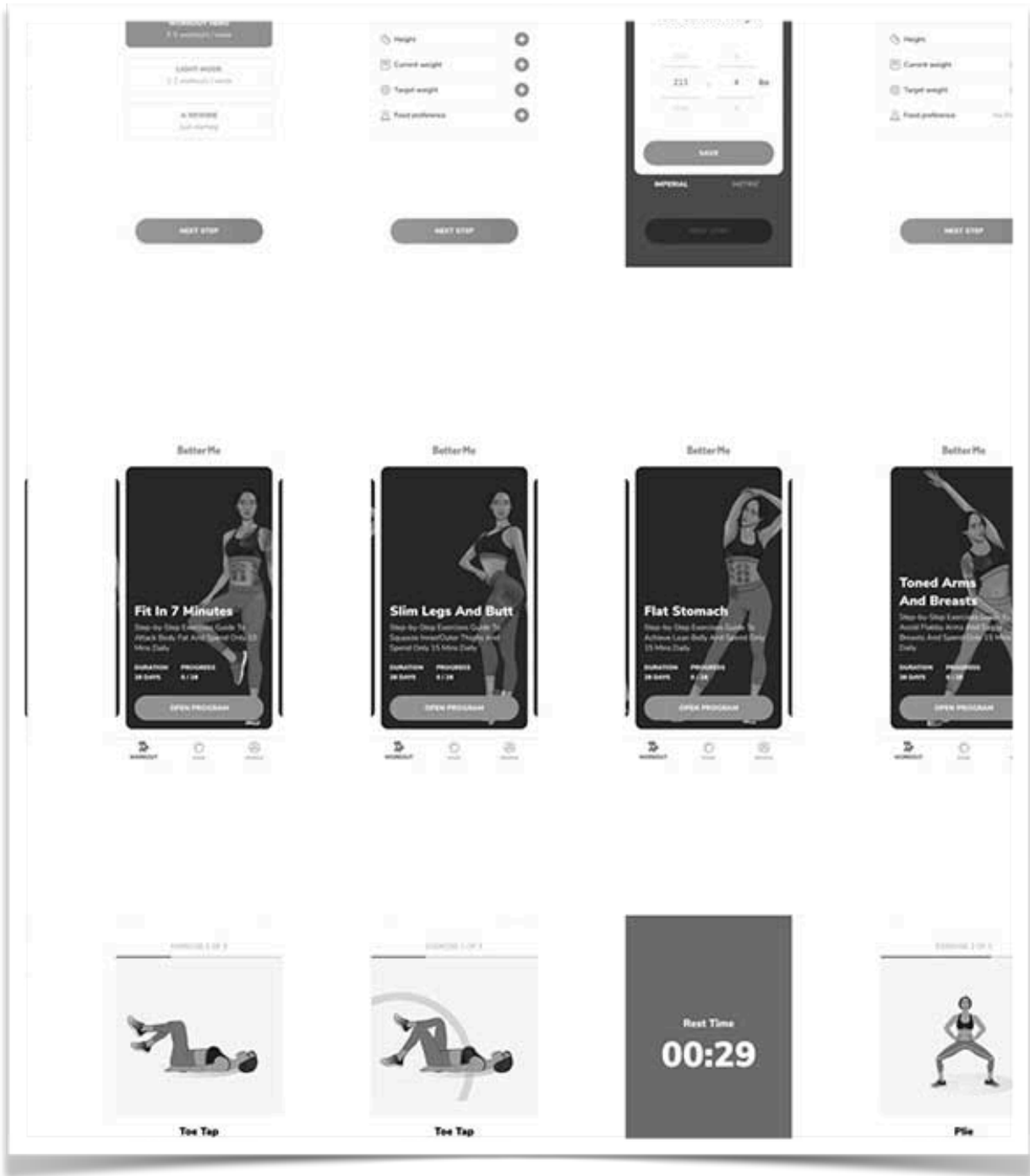
I SKETCHED THE SCREENS FOR USER FLOWS SEPARATELY TO VISUALIZE THE DIFFERENT PERSONA NEEDS BASED ON OUR EARLIER RESEARCH. I THEN COMPARED AND DISCUSSED THE SKETCHES TOGETHER TO DETERMINE SCREEN LAYOUTS AND FUNCTIONALITY AND ENSURE THE COHESIVE INTEGRATION OF OUR IDEAS.

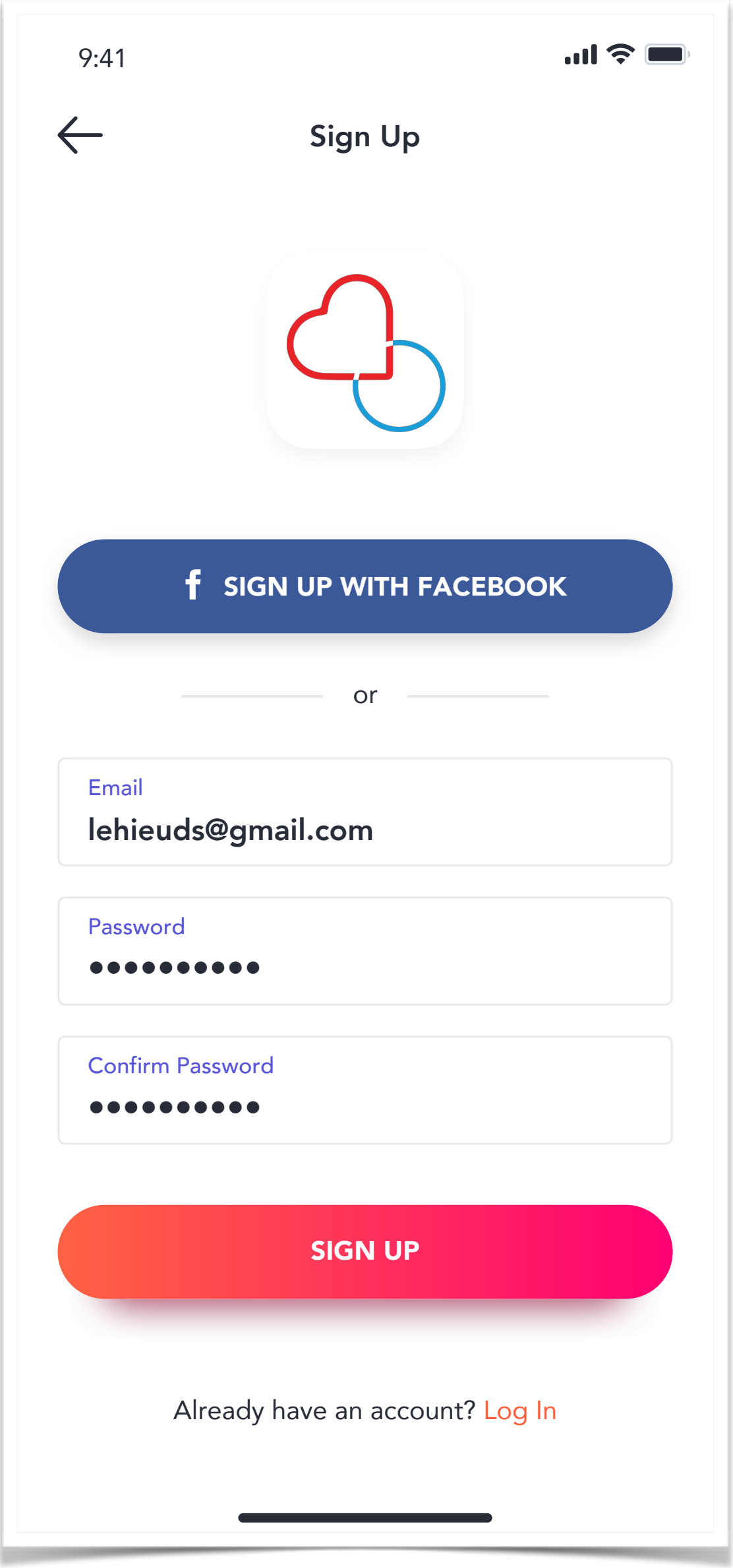


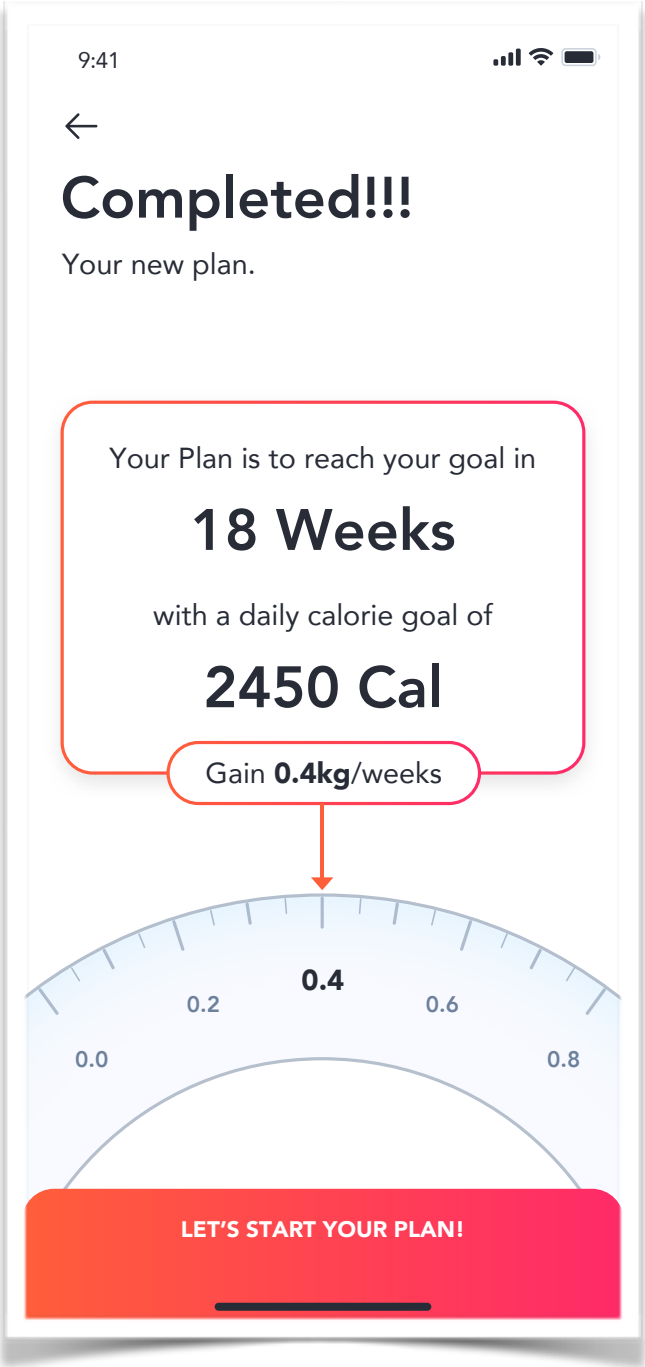
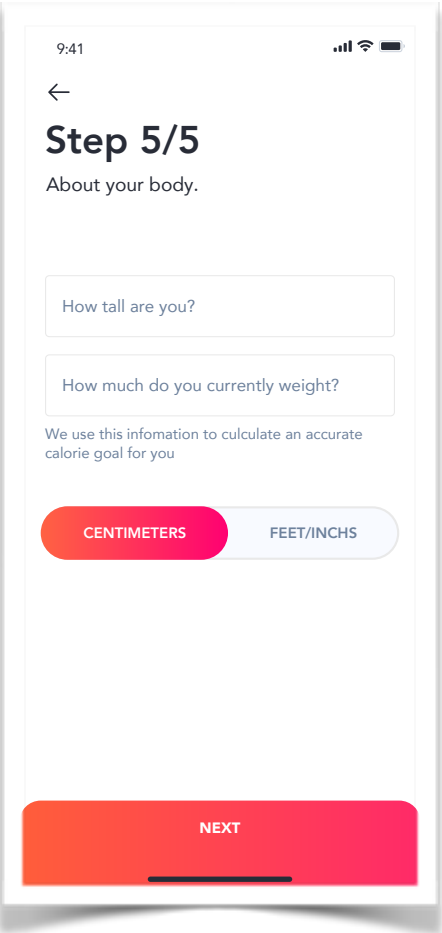
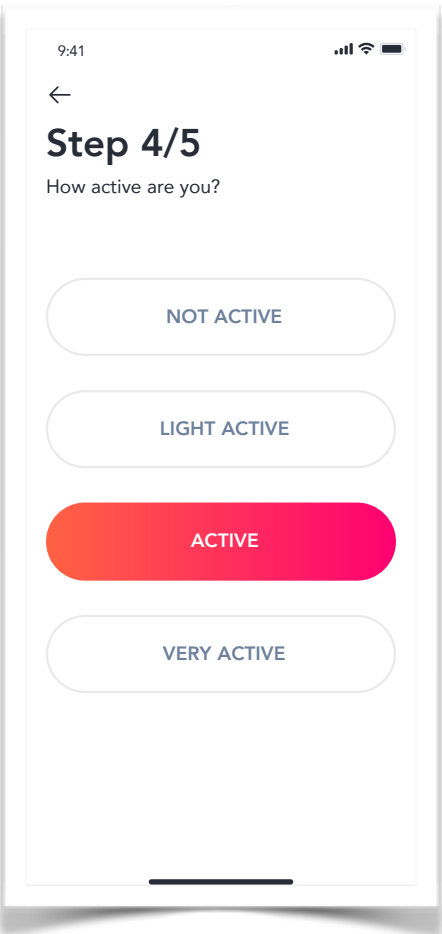
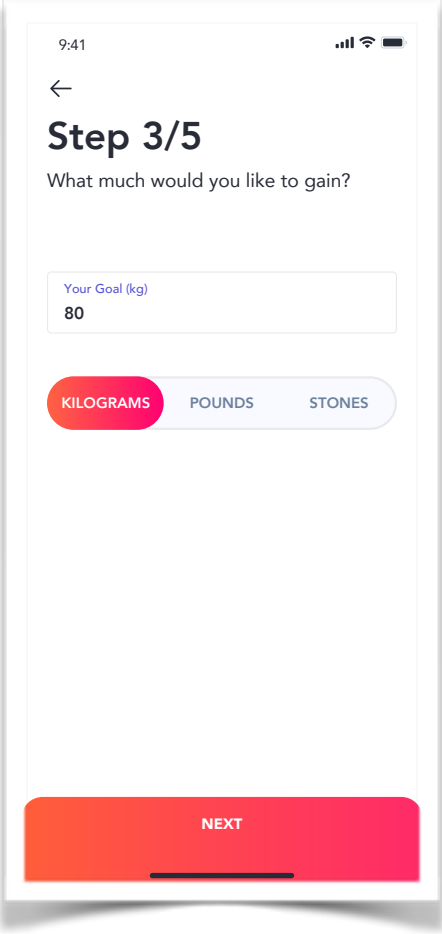
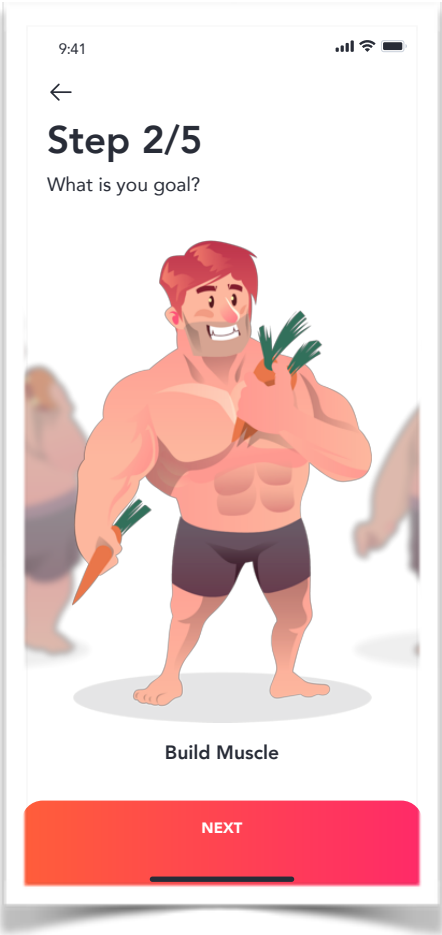
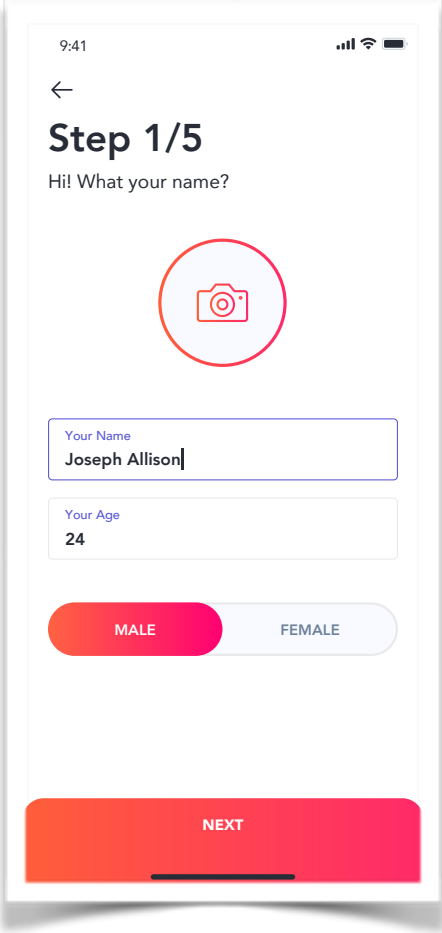


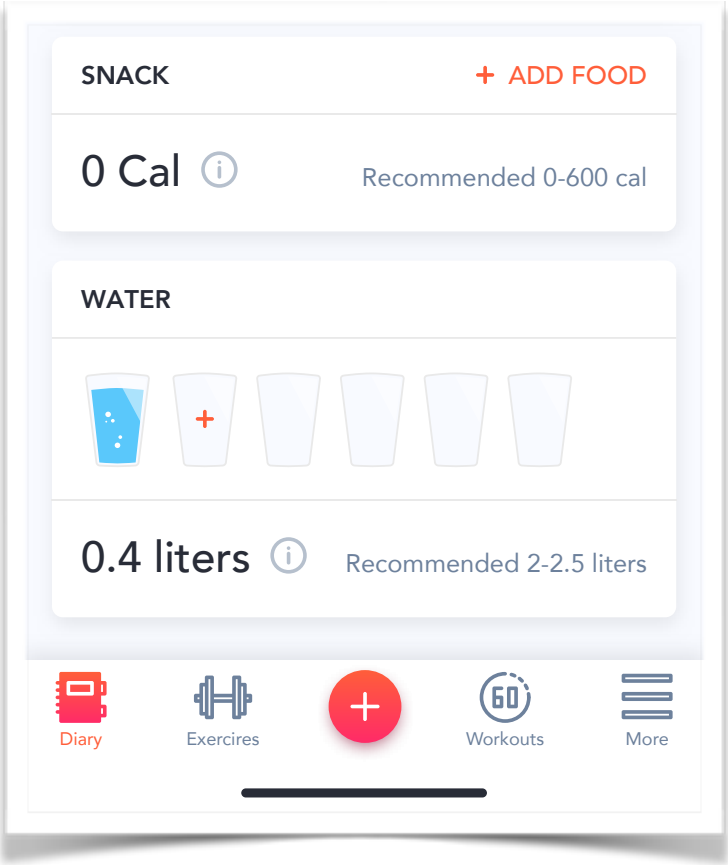
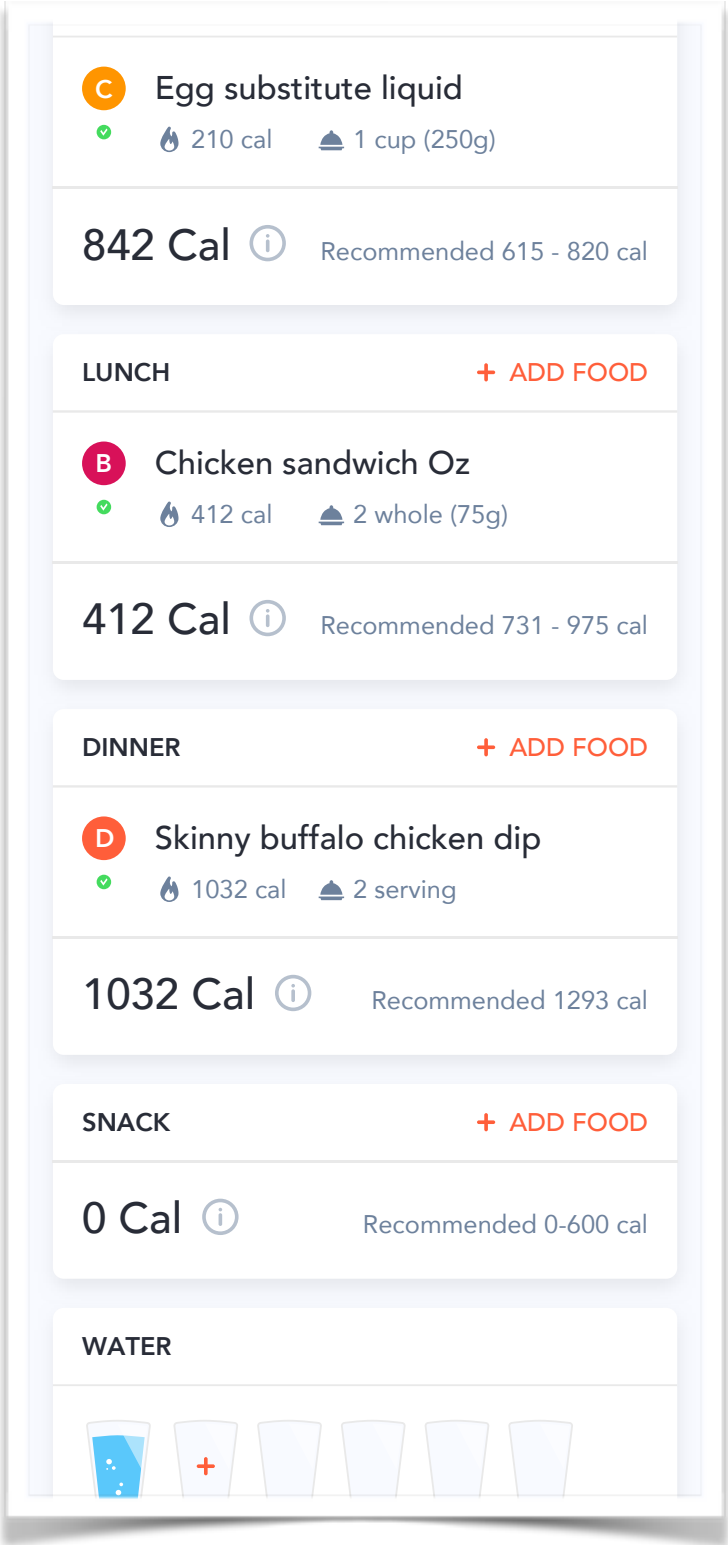
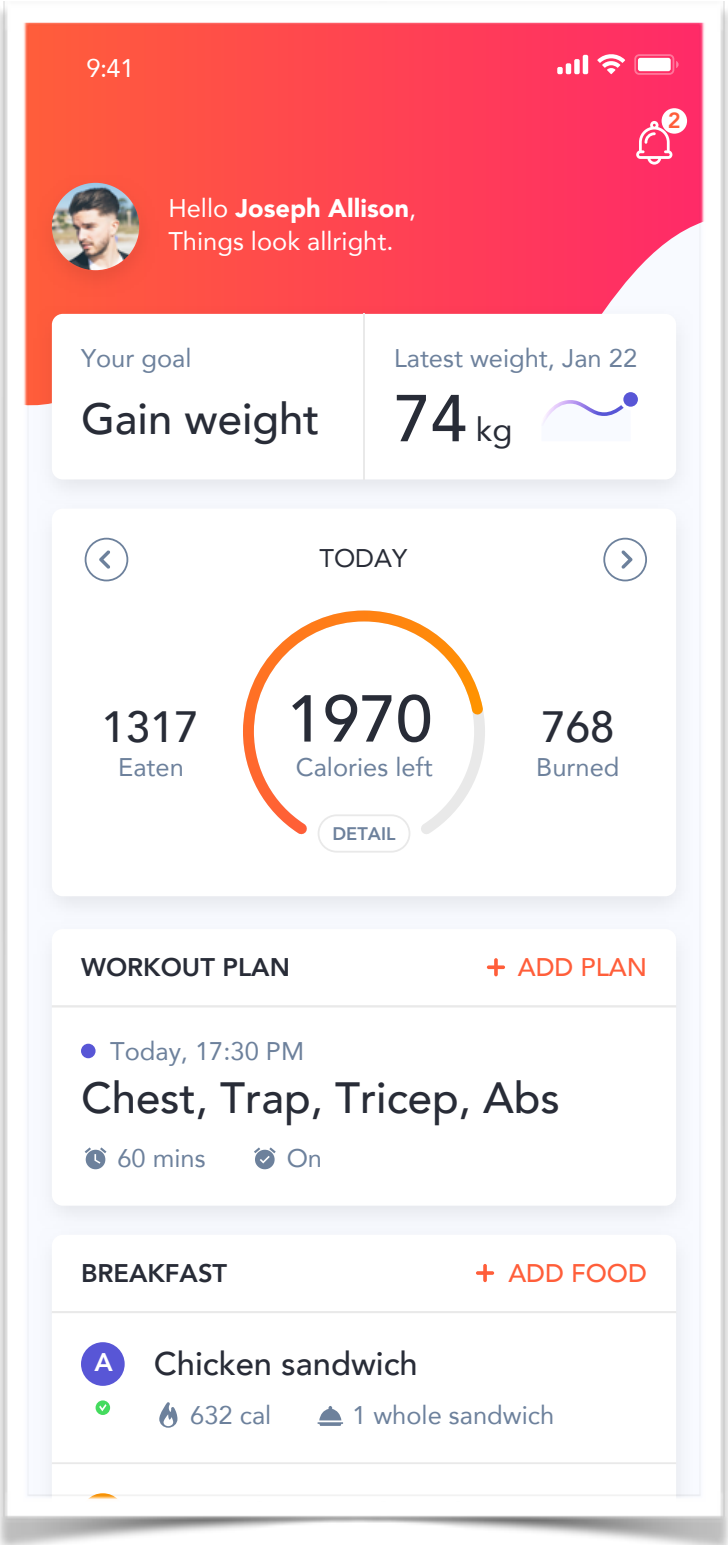
# WIREFRAMES

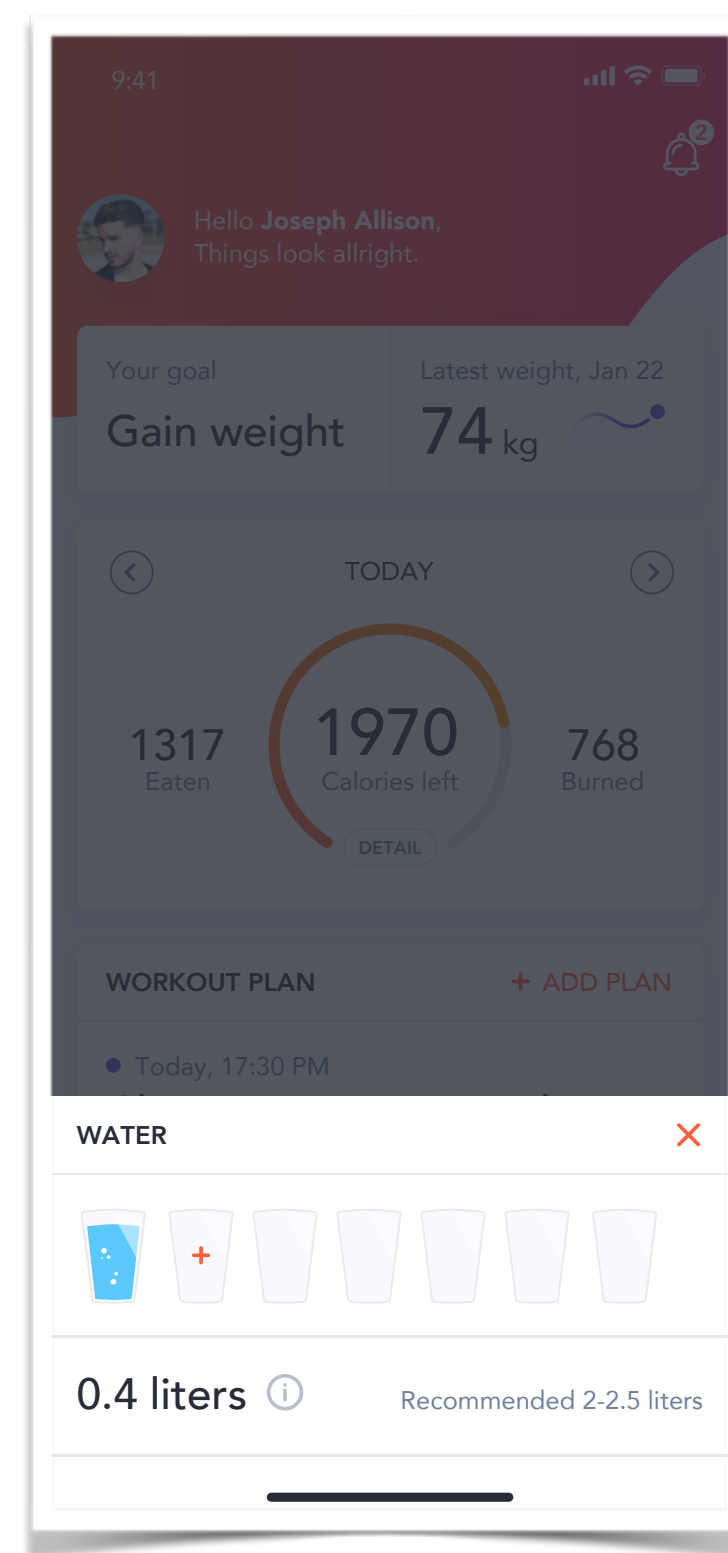
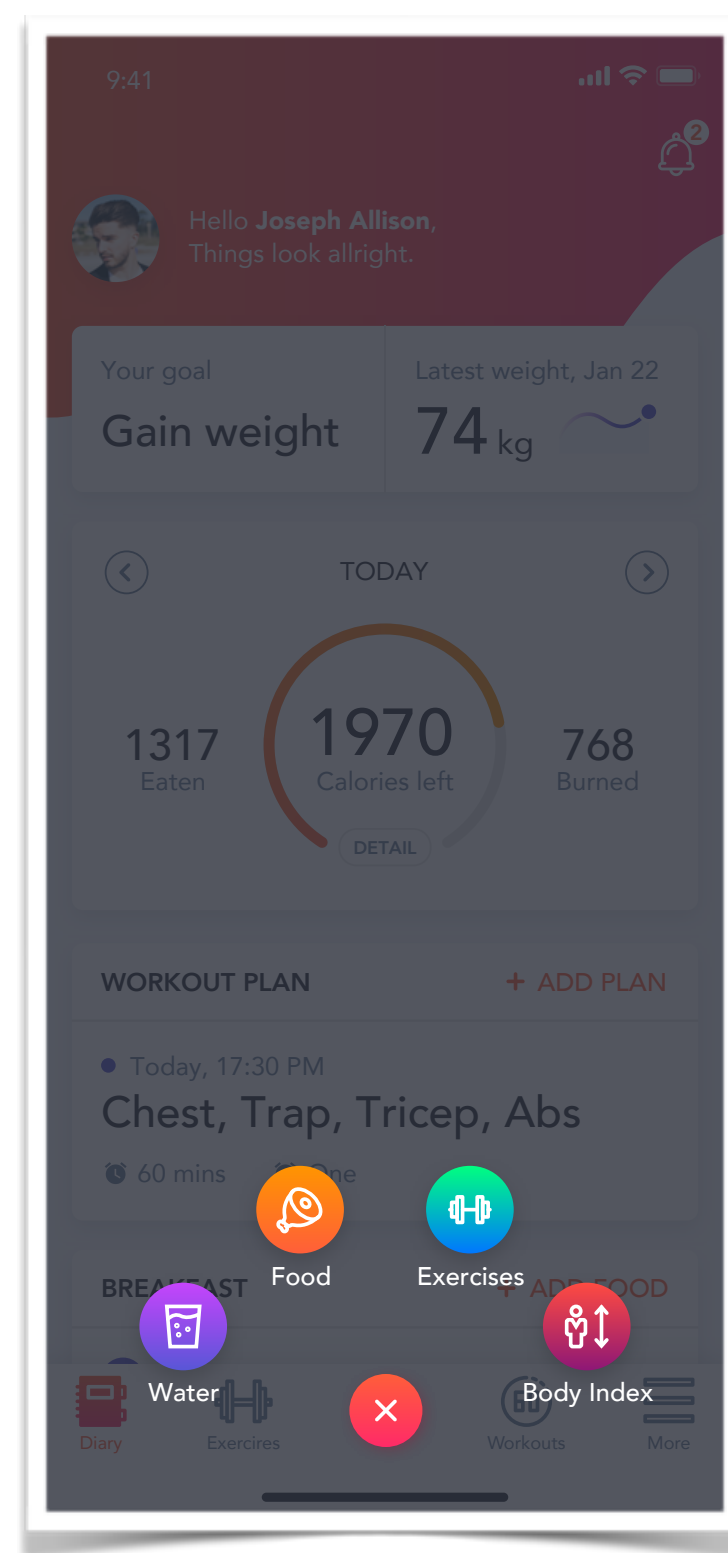
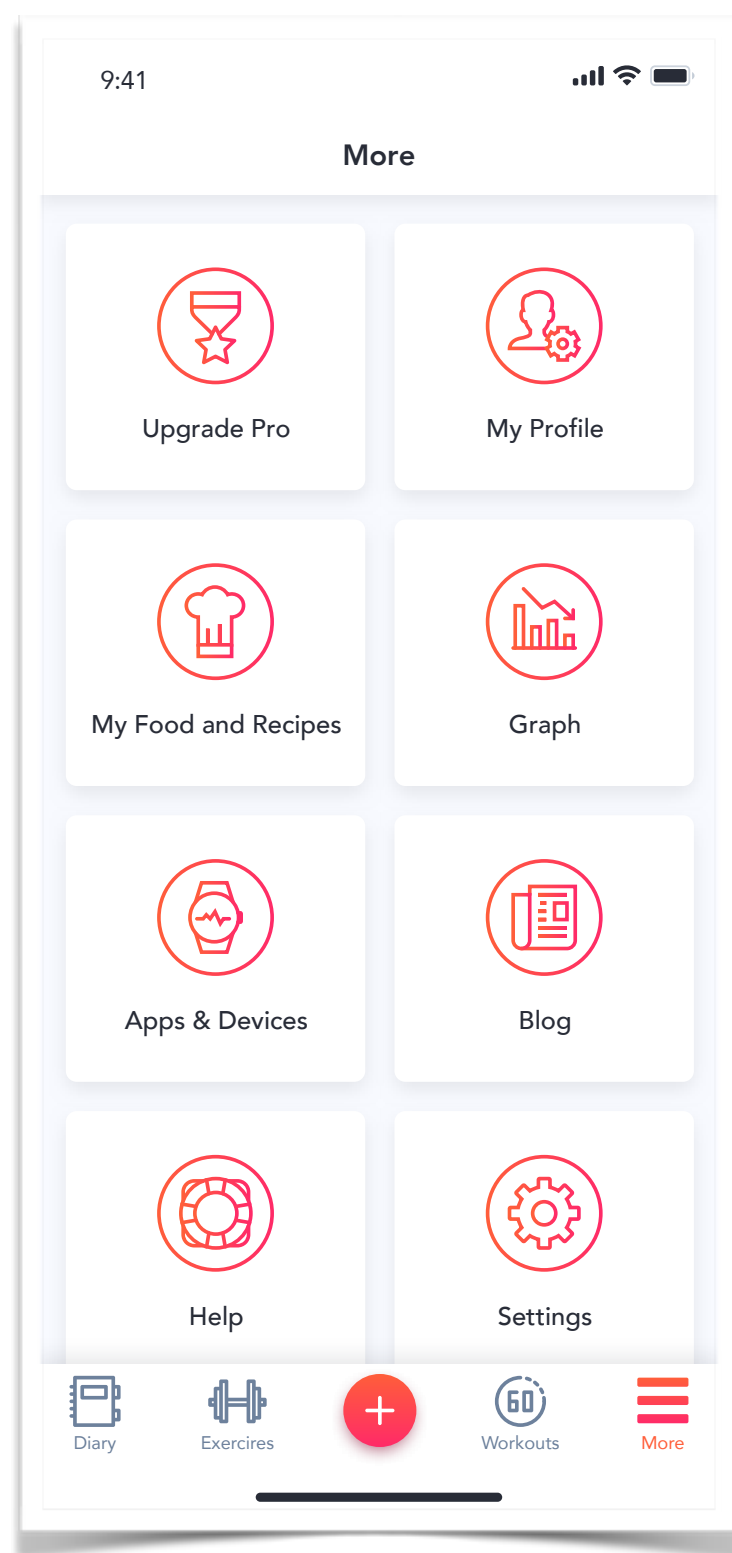
I COMBINED THE SKETCHES TO BUILD HIGH-FIDELITY WIREFRAMES AND PROTOTYPES IN SKETCH.



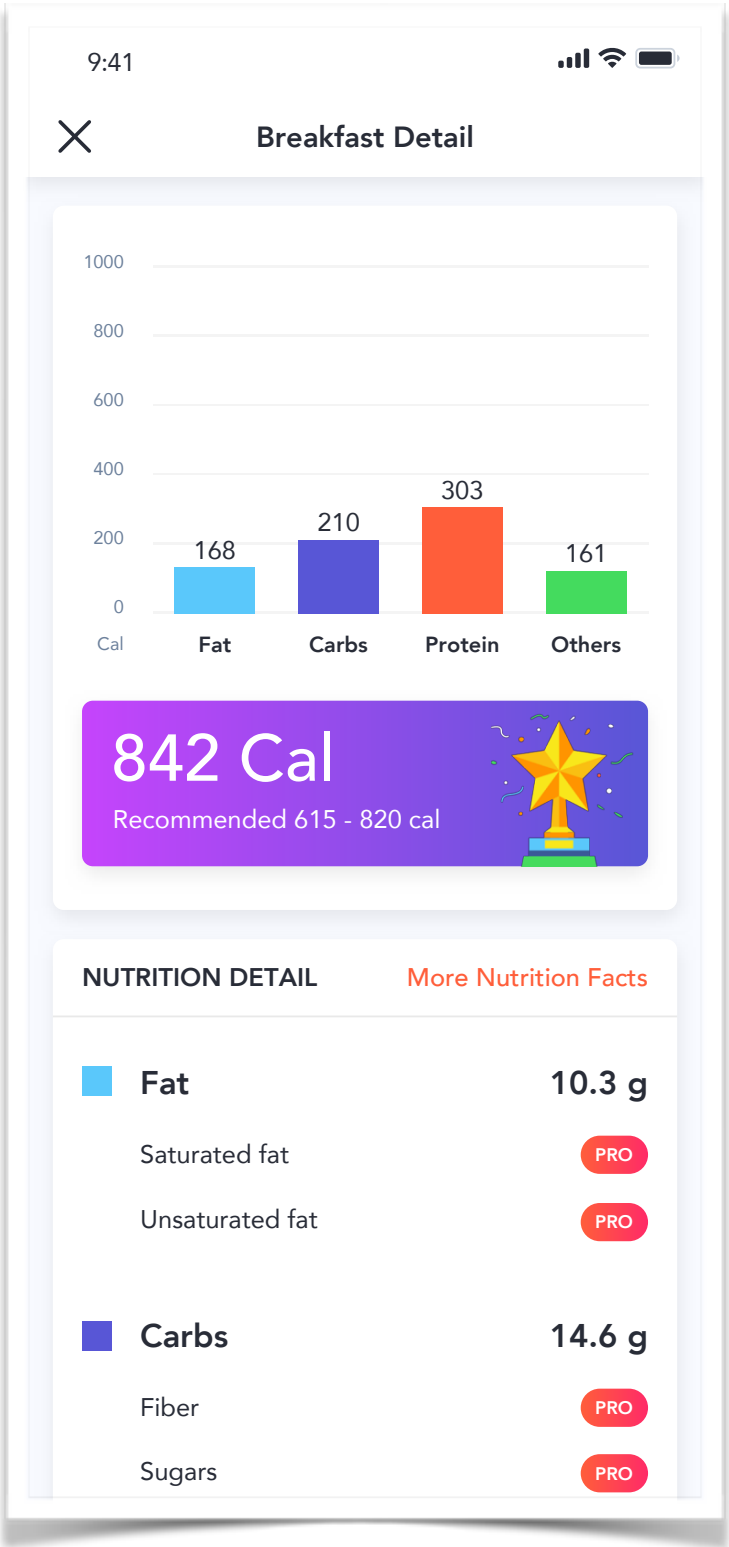
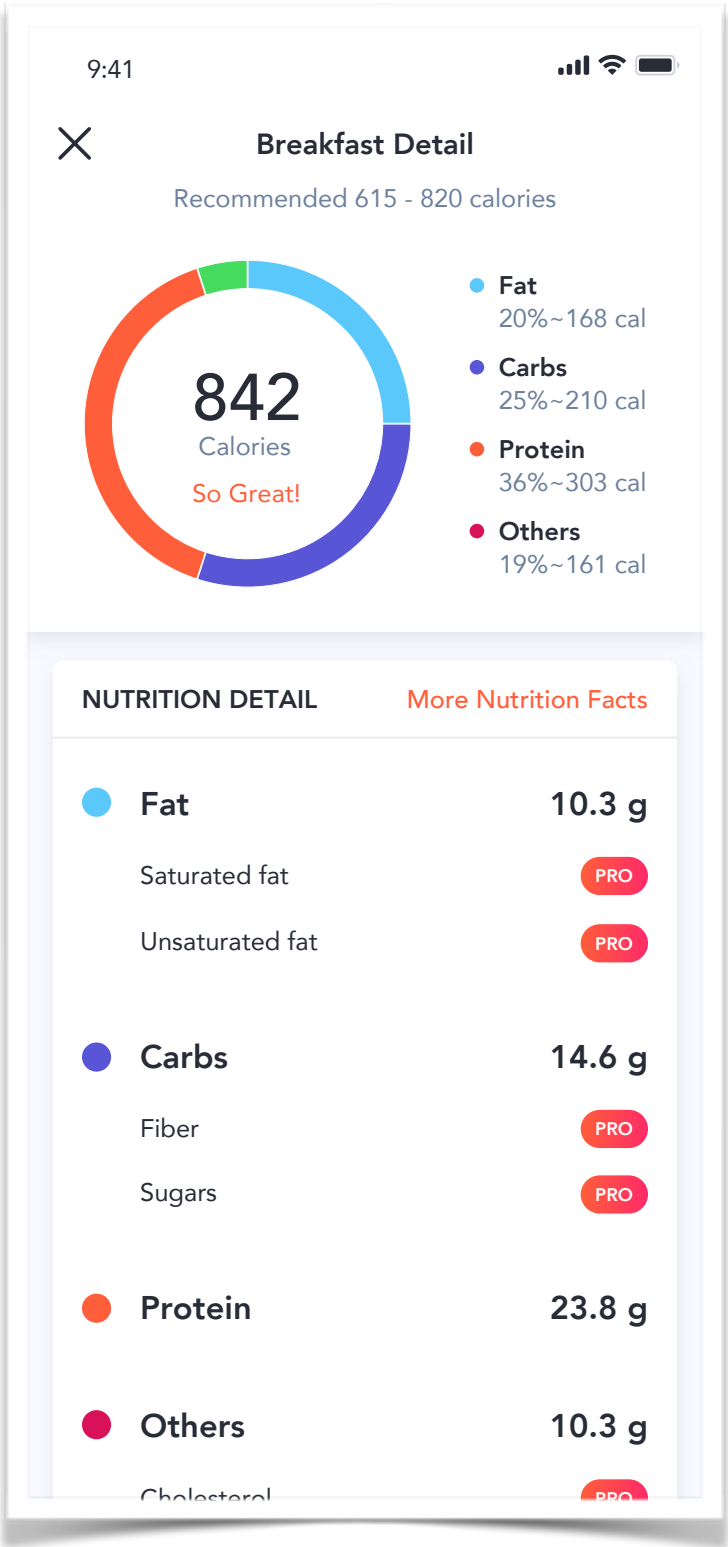
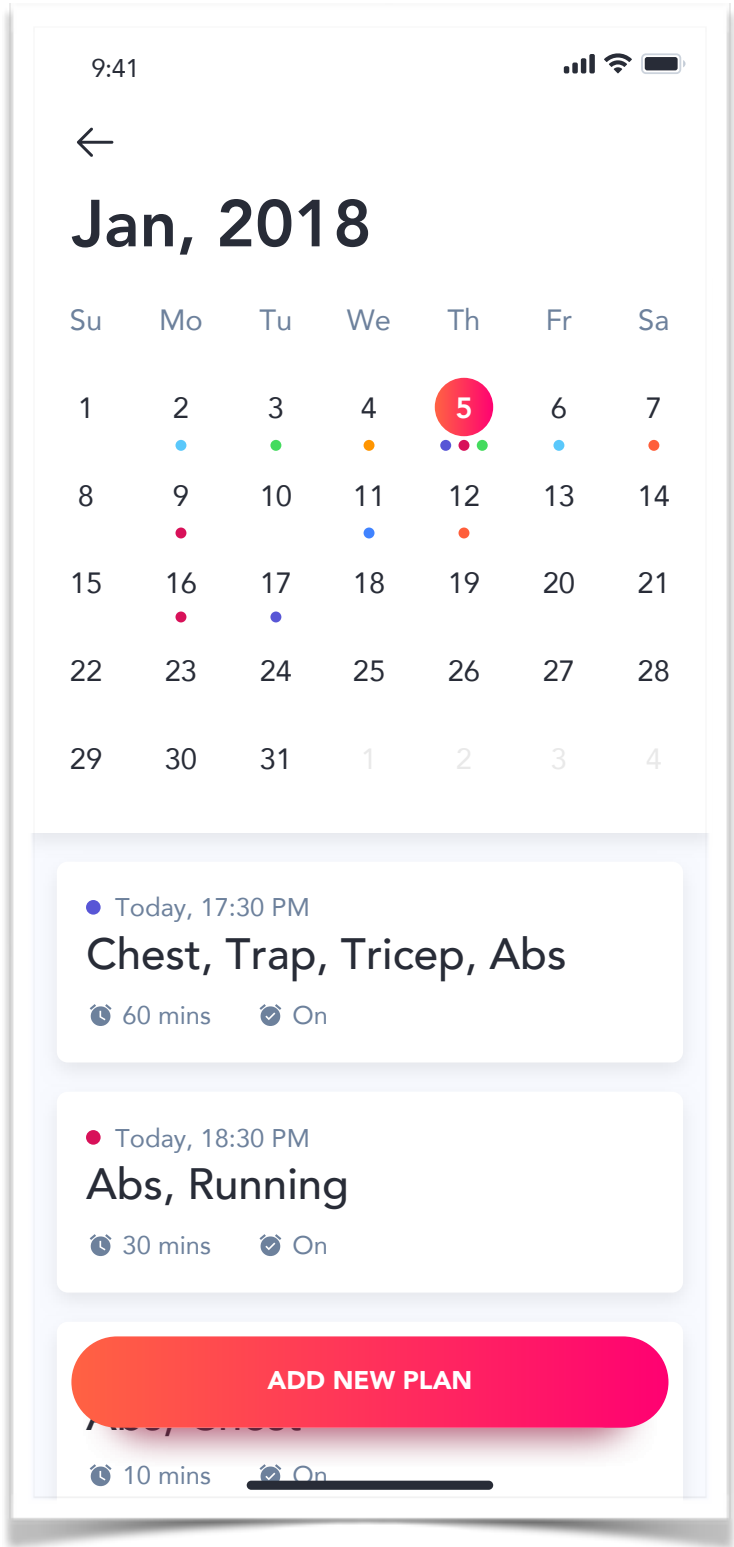


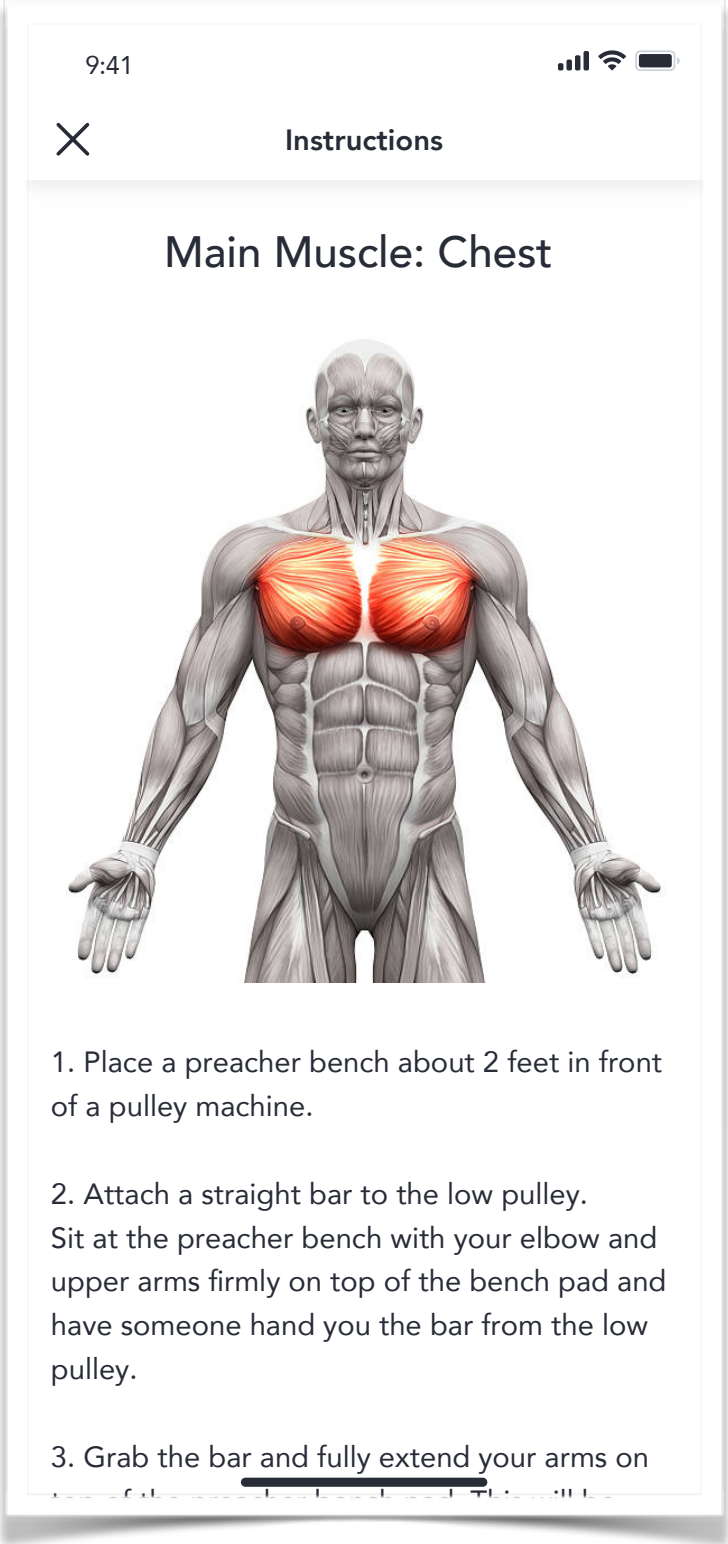
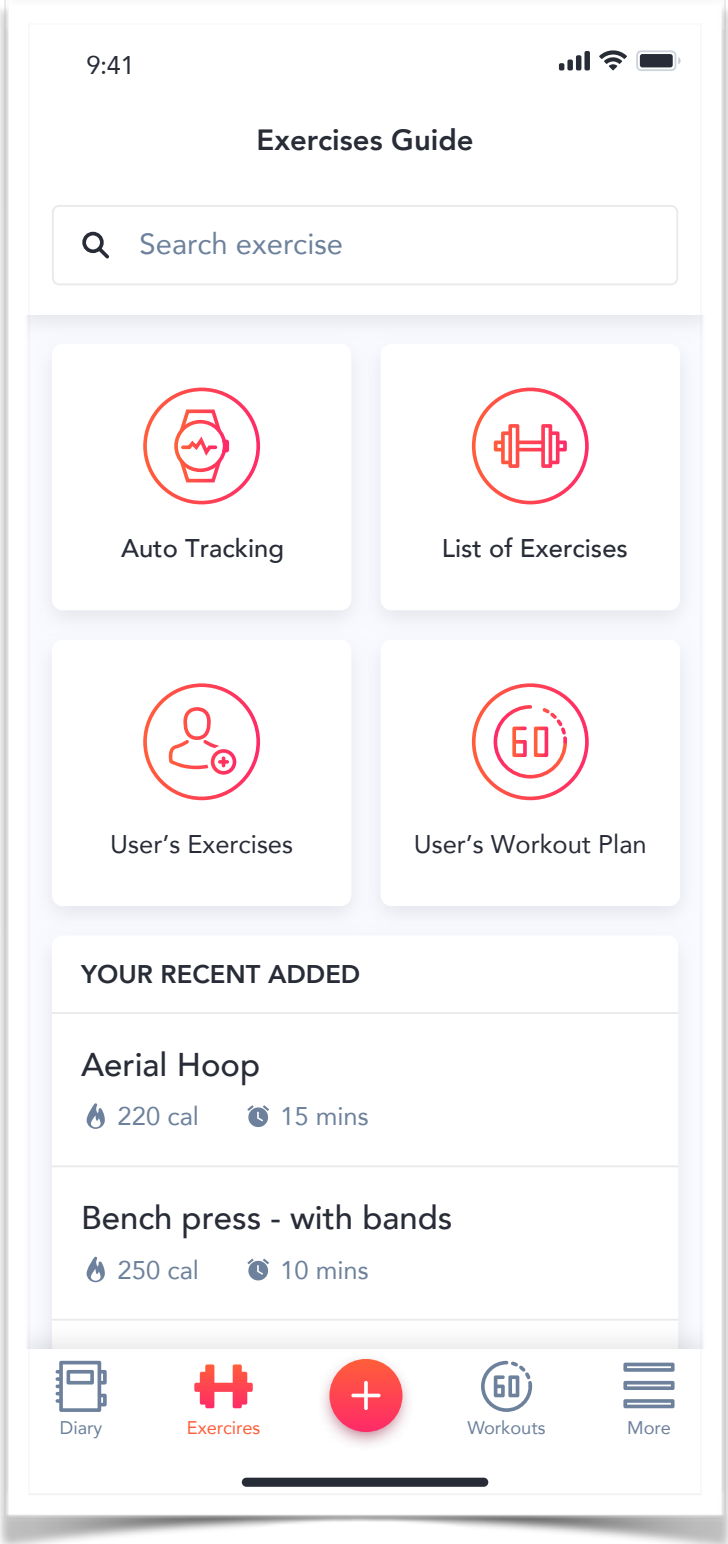
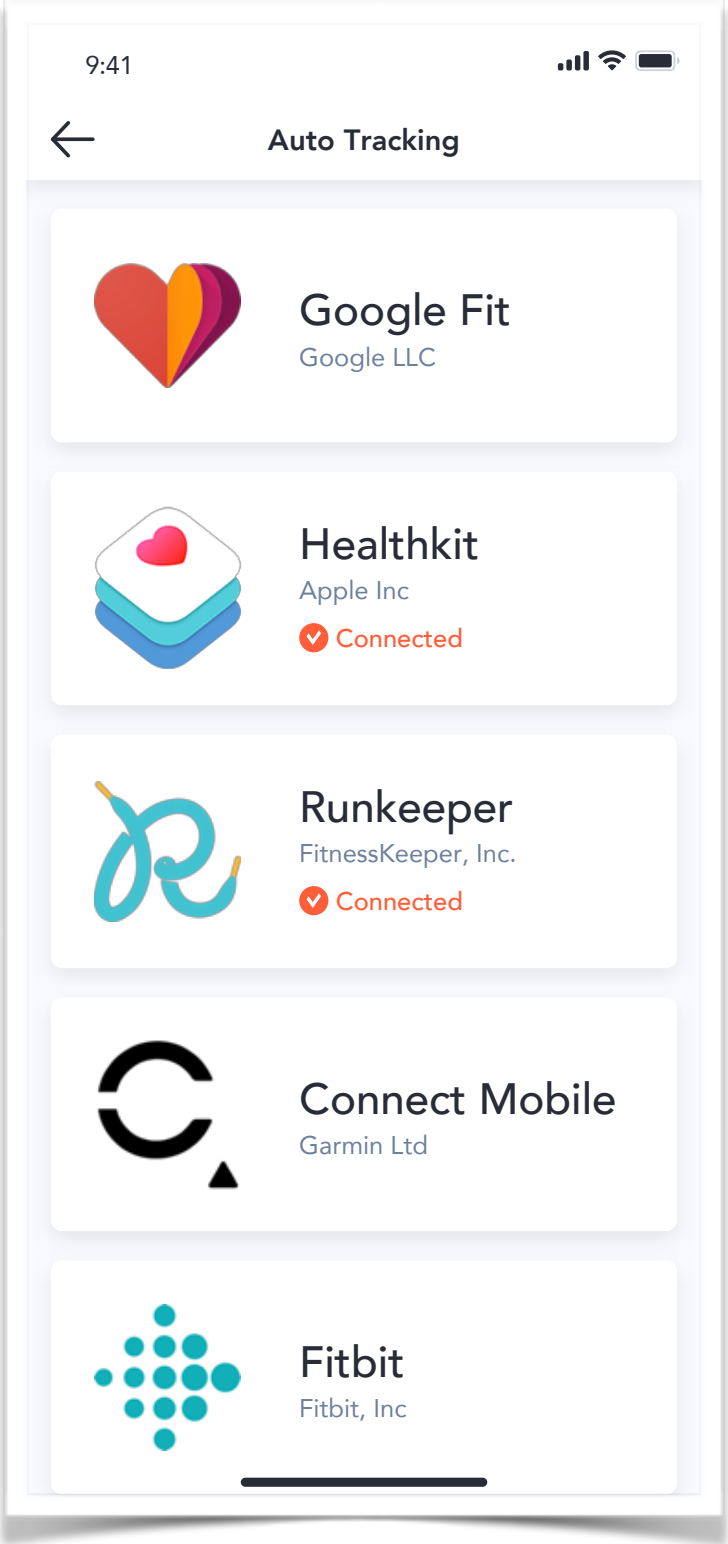


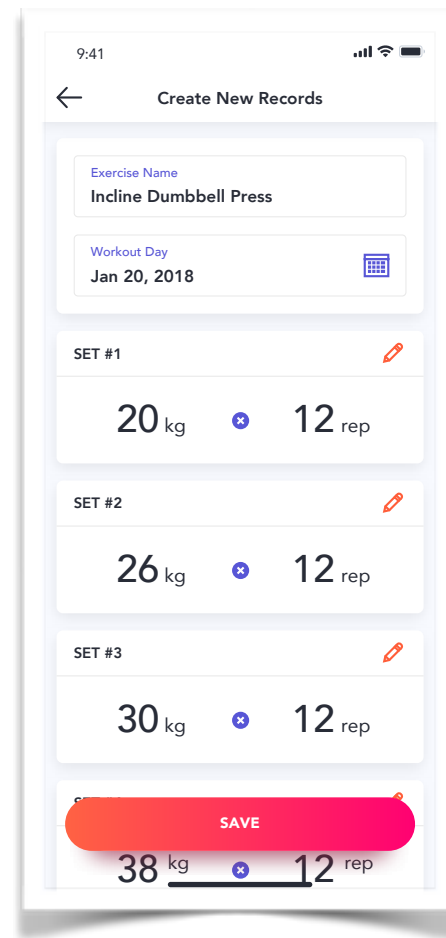
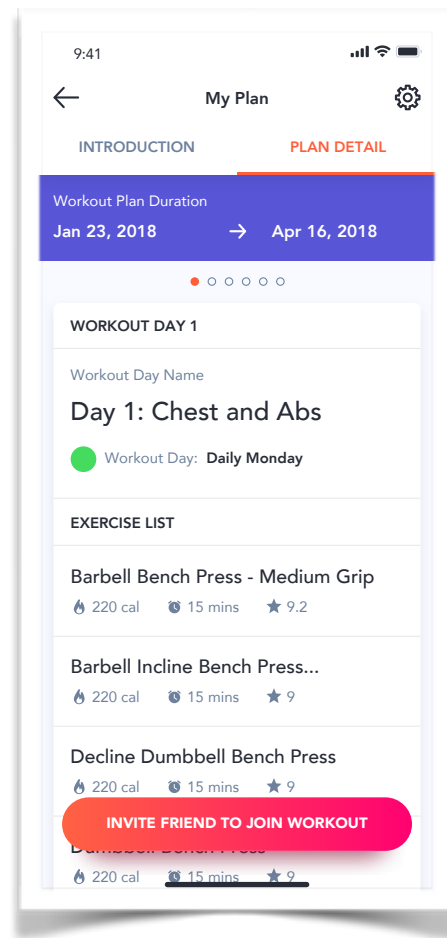
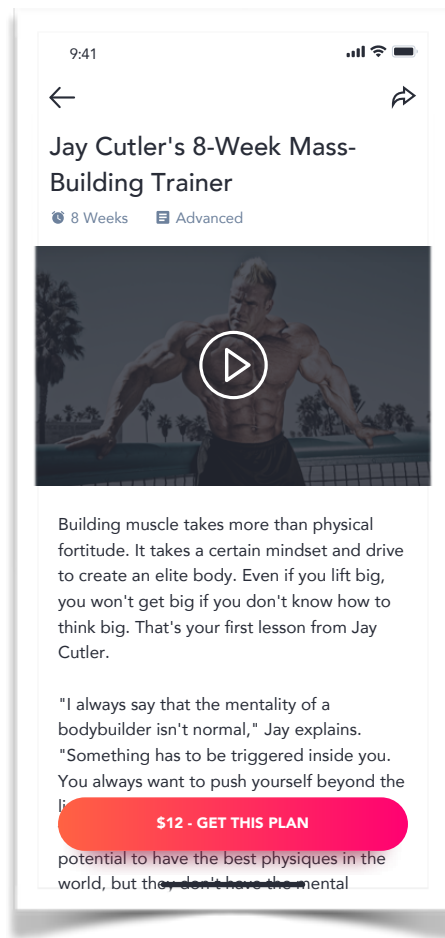
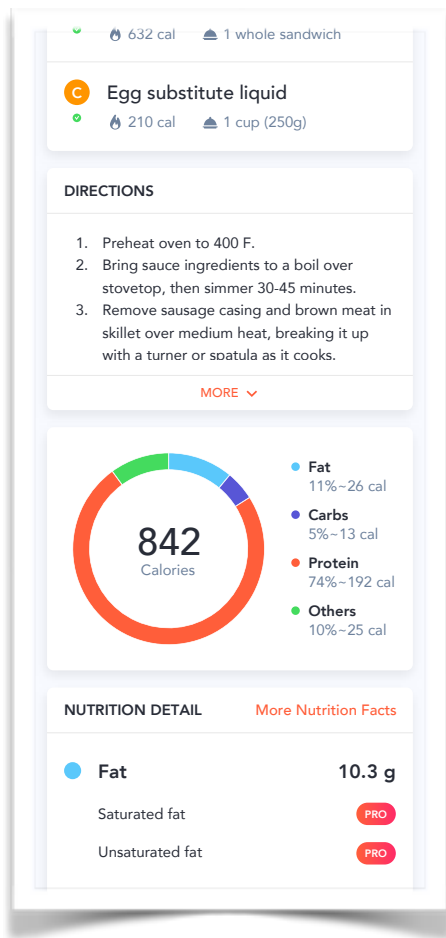
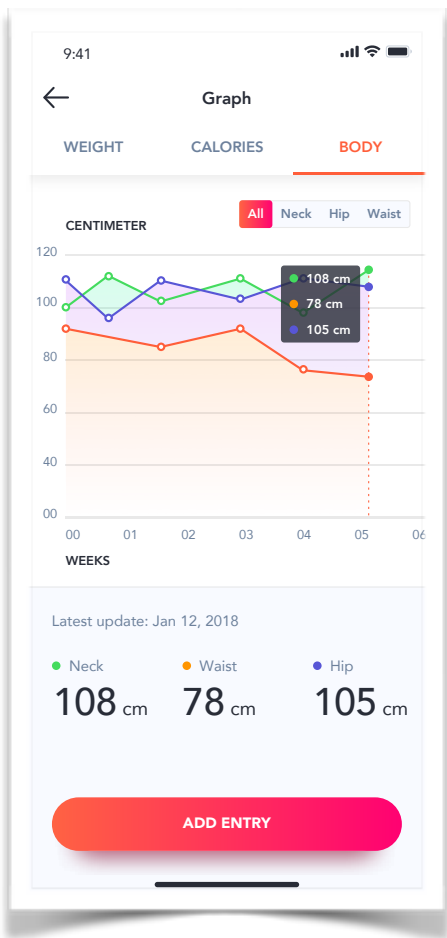
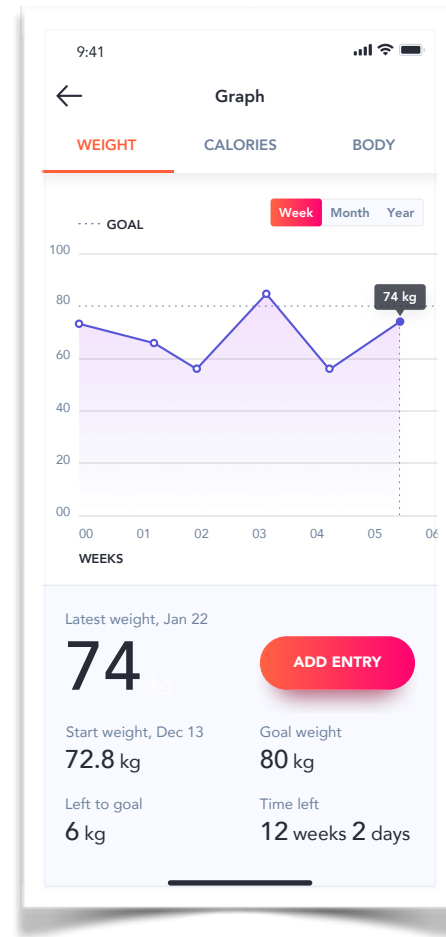
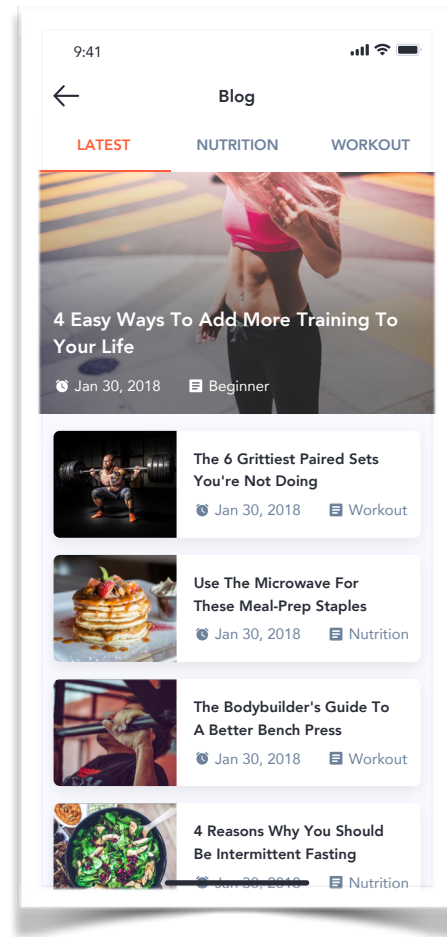
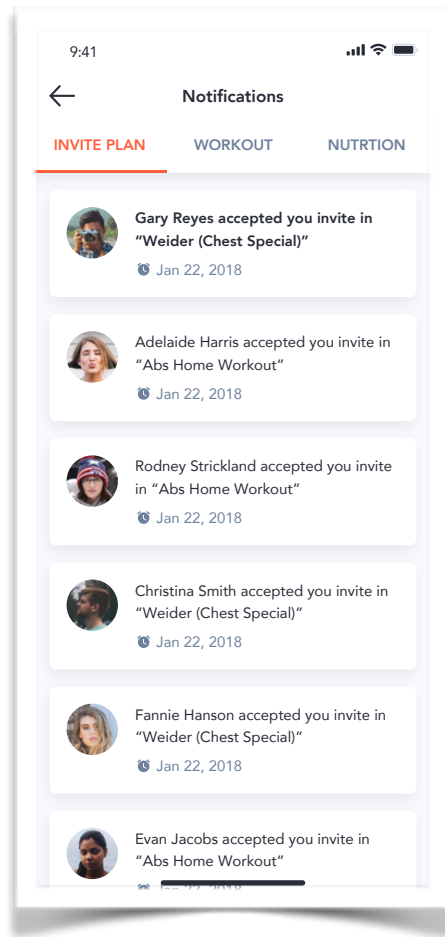
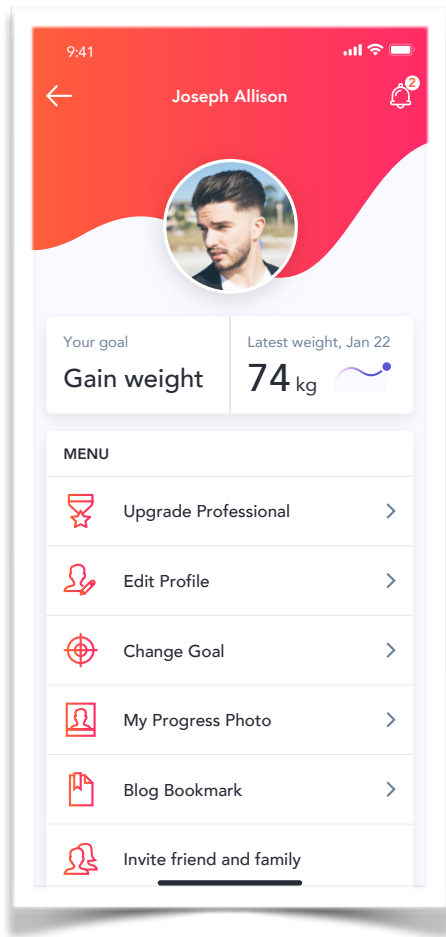
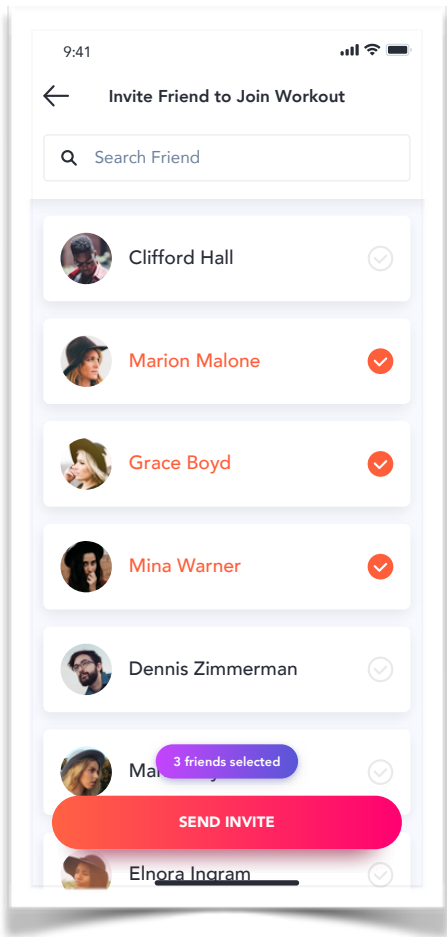












**THANKS.**