



FAST FIT

KAT ALDERMAN
PRODUCT DESIGNER



HELLO!

I'm Kat.

I'm here because I love UX.

You can find me at:
medium.com/@katalderman



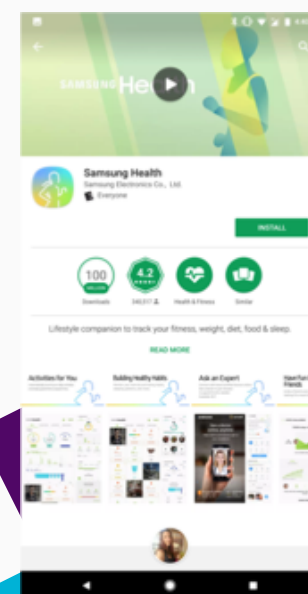
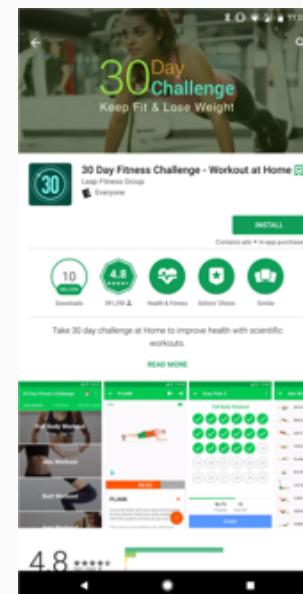
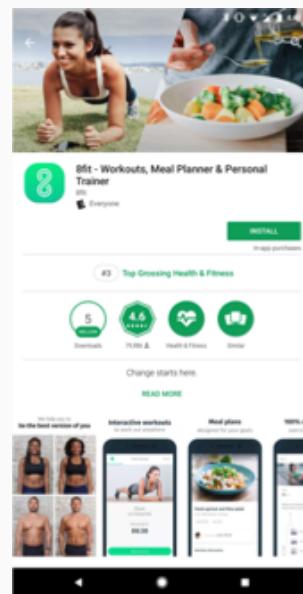
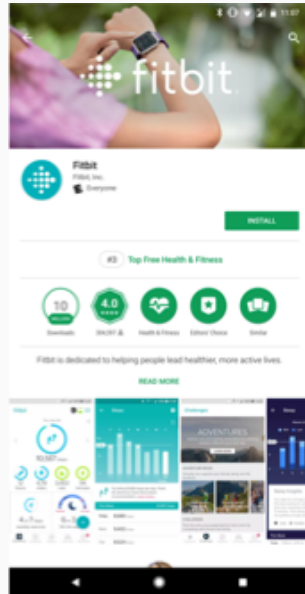
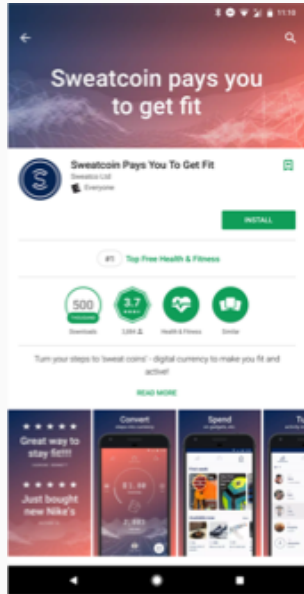
PROJECT BACKGROUND

The National Wellness Institute wants to reimagine how people can **adopt and maintain** a routine that **enhances their well-being**.

- » Focus on a category that relates to personal well-being
- » Provide a way to track the user's progress and push them to commit to a healthier lifestyle
- » UI should reflect a fresh, updated image



FITNESS APP LANDSCAPE





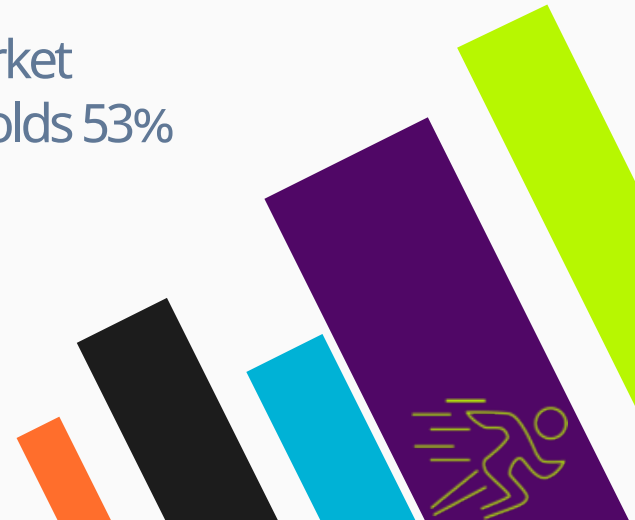
39,000,000

In the “Fitness Apps” segment, the number of users is expected to amount to 39.9M by 2021, an increase from 25.9M in 2017³.

87%

Android OS dominates the worldwide market with 87% market share¹, while iOS holds 12%. In the United States, Android holds 53% market share vs. 45% for iOS².

1. <https://www.statista.com/outlook/313/109/fitness/united-states#market-driver>
2. <https://www.statista.com/statistics/266572/market-share-held-by-smartphone-platforms-in-the-united-states/>
3. 2016 IDC Tracker, Gartner, August 2016






1.

RESEARCH

Quantitative user surveys, qualitative user interviews, affinity diagram, mind map, empathy map, personas, user stories, user journey, storyboard, hand sketches & concept validation





USER SURVEY: 44 RESPONDENTS



60%
HAVE
GYMPHOBIA




52%
ARE
SEDENTARY



44%
DON'T HAVE
TIME FOR
FITNESS



55%
DON'T
KNOW
WHAT TO
DO



47%
WANT
PLANNED
ROUTINES





USER INTERVIEWS: 3 PARTICIPANTS


"I follow
YouTube
videos
when I
work out"

"Music
motivates
me"

"I don't
know how
to target
specific
areas"

"I can
always
find an
excuse to
not work
out"

"Competing
with other
people would
keep me
accountable"





PROBLEM STATEMENT

- » **Busy, unsure** or **unmotivated** people need a way to **quickly work out** because they don't have the **time, expertise** or **motivation** to do so on their own.



FASFIT WILL MOTIVATE AND GUIDE USERS.

Pre-generated
Workout Routines



Visual and
Audio Guides



Achievement
Earning System



Encouraging
Notifications



BUSY BETH

USER PERSONA

AGE 32
OCCUPATION Marketing Specialist
STATUS Single
LOCATION Miami
TIER Competitive/Busy
ARCHETYPE White collar worker

Busy **Overwhelmed** **Perceptive**



*"Personal quotation"
I want to get fit and healthy for
my trip so that I don't look like
such a slob in the pictures,*

MOTIVATIONS



GOALS (The objectives this person hopes to achieve)

- Lose 10 pounds
- Build muscle, especially arms
- Stick with it and keep the weight off

FRUSTRATIONS (The pain points they'd like to avoid)

- Not enough time in the day
- Hard to self-motivate and stay on track
- Doesn't really know how to target areas of the body for fitness and what activities to do

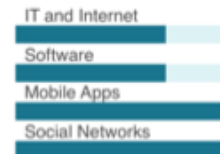
BIO

Beth is a busy, young professional who desires to lose around ten pounds to look great for her upcoming trip to Iceland. She works 9am to 6pm Monday through Friday, isn't a morning person and doesn't want to take 2 hours out of her evening time to go to a gym to work out. She wants to build cardiovascular health so she can go on the long hikes she's planned through a travel agency. She especially wants to target her upper arm area but doesn't really know what kind of exercises she should do. She likes various activities like yoga and weight machines.

PERSONALITY

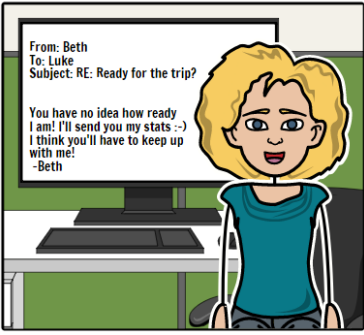
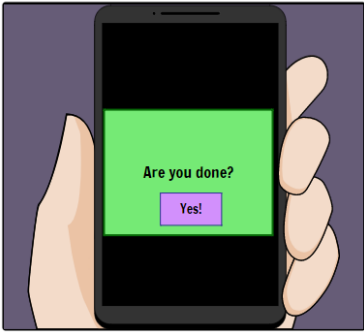
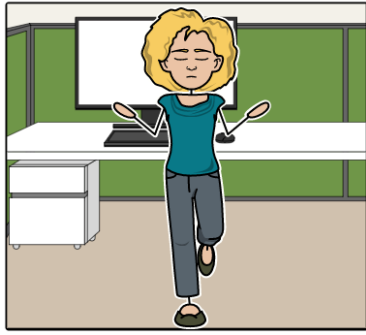
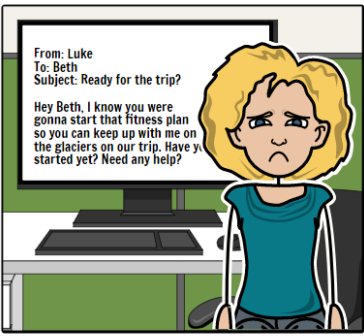
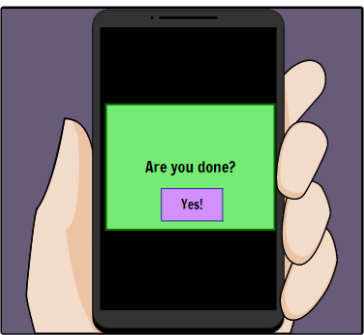
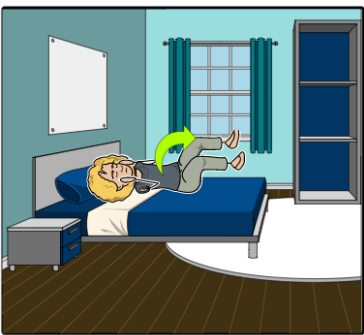
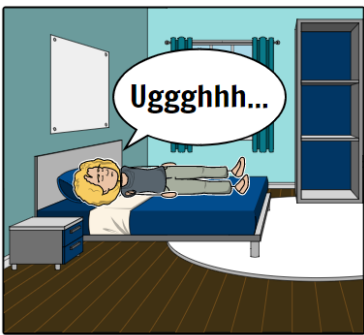
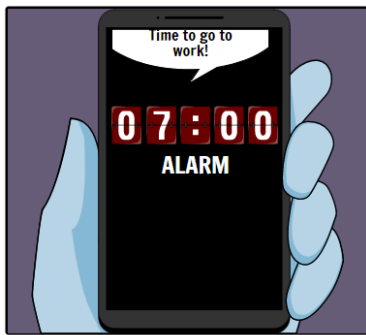


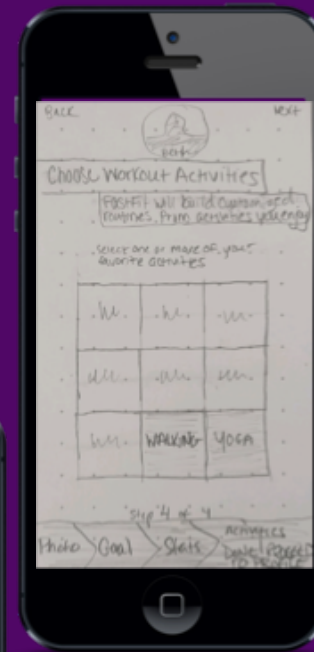
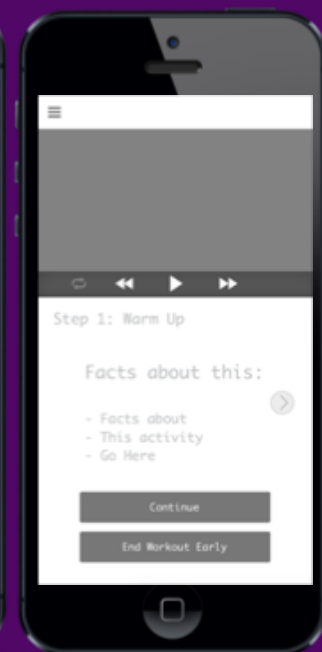
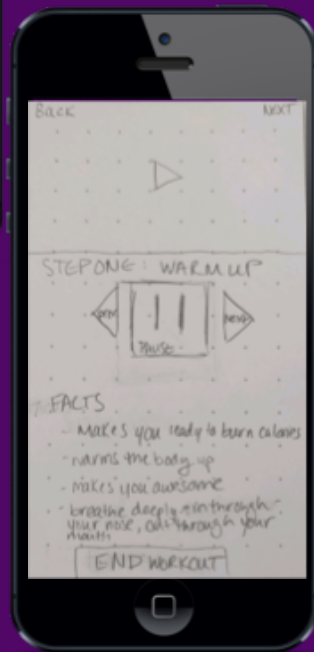
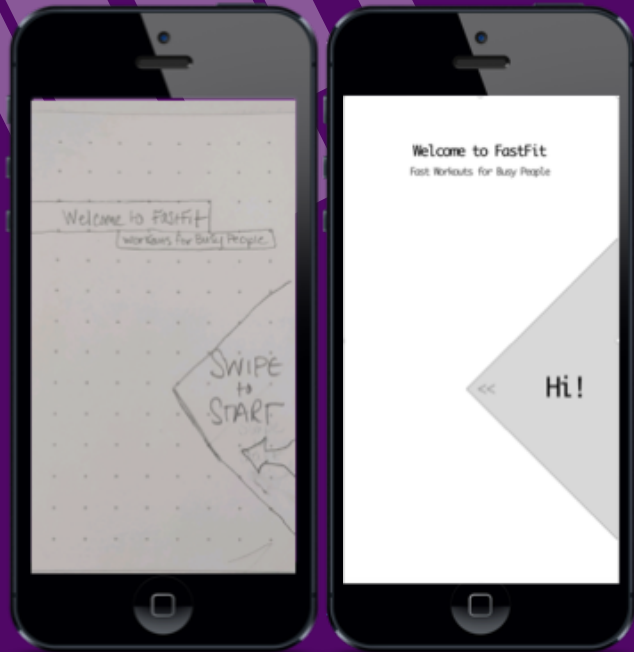
TECHNOLOGY



BRANDS







HAND SKETCHES & LOW-FIDELITY WIREFRAMES



USER TESTING

- » 4 Users
- » Users tested the onboarding process, started a workout and went through a workout routine.
- » Users mentioned needing to select more than one fitness goal and gave feedback on how much information to collect in the onboarding process

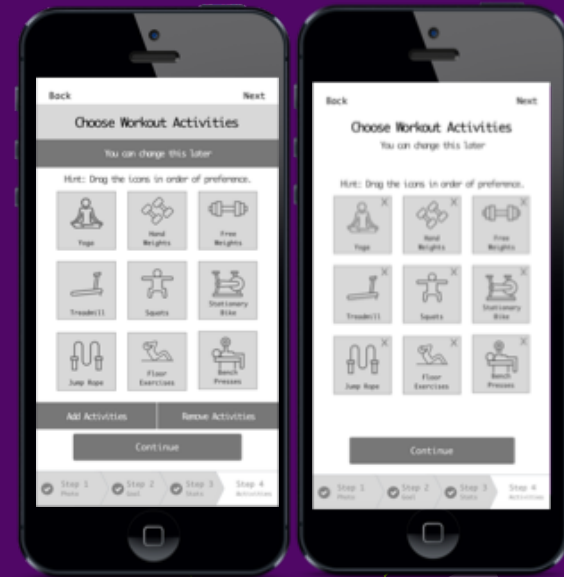
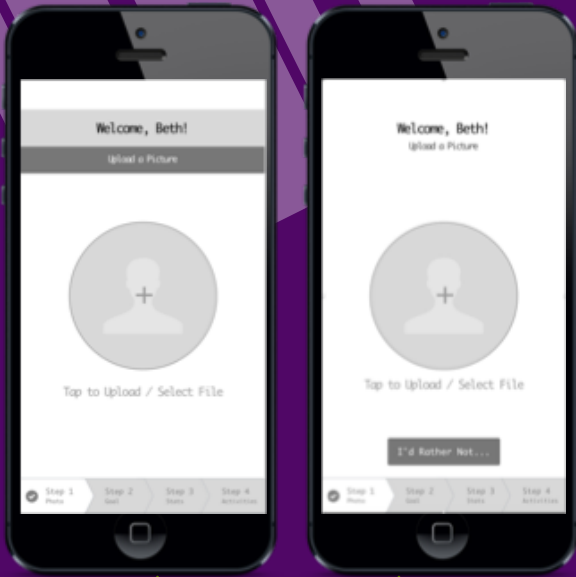


MODIFICATIONS

Improved onboarding prototype functionality & reorganized profile details input

Too many buttons!

Removed title bar backgrounds and added option to not upload image



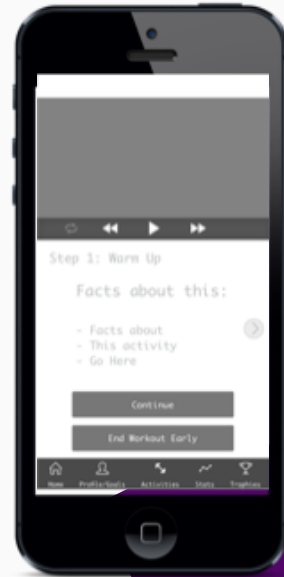


2.

INFORMATION ARCHITECTURE

User flows, site map



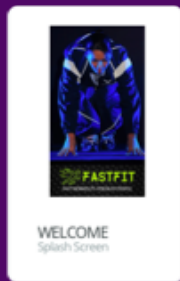


WIREFRAMES

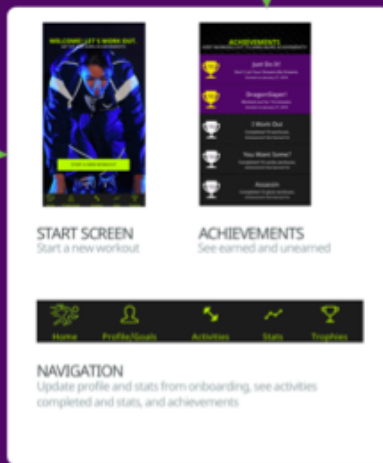


NEW USERS

START SCREEN



EXISTING USERS



USER FLOW





3.

INTERACTION DESIGN

Wireframes, mockups, annotations, flinto,
micro-interactions




WORK OUT FOR WEIGHT LOSS

LET'S GET STARTED

FILTER BY WORKOUT OR TARGET AREA

YOGA  

INTERVAL WALK/RUN 

STRENGTH TRAINING 


FLOOR EXERCISES 

STRETCHING 

CARDIO 

TARGET AREA: ABS 

TARGET AREA: GLUTES 

TARGET AREA: BICEPS 

TARGET AREA: THIGHS 

TARGET AREA: BACK 



EASY YOGA FOR WEIGHT LOSS

HERE'S YOUR CUSTOM ROUTINE!


How long do you have for this workout?

10


00

Minutes


Seconds

START ROUTINE 



UPWARD DOG TO
DOWNWARD DOG 01:40 



TRIANGLE TO HALF
MOON 01:40 




WARRIOR I TO
WARRIOR III 01:40 



SIDE ANGLE TO
WARRIOR II 01:40 



DOWNWARD DOG
TO LUNGE 01:40 



TREE POSE TO
WARRIOR III 01:40 



INTERACTIONS





4.

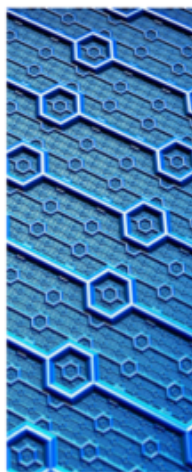
VISUAL DESIGN

Mood board, style tile, high fidelity mockup



FASTFIT MOOD BOARD

YES
YOU CAN



Style Tile

Colors:

Dark purple #500766

Lime Green #B7F700

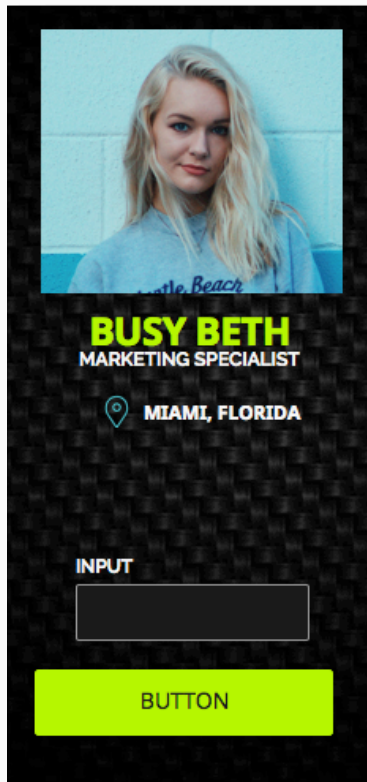
Cyan #00B2D6

Orange #FF6E2C

Text:

Dark #1C1C1C

Light #FAFAFA



Noto Sans

Noto Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!"\$%&/()=?



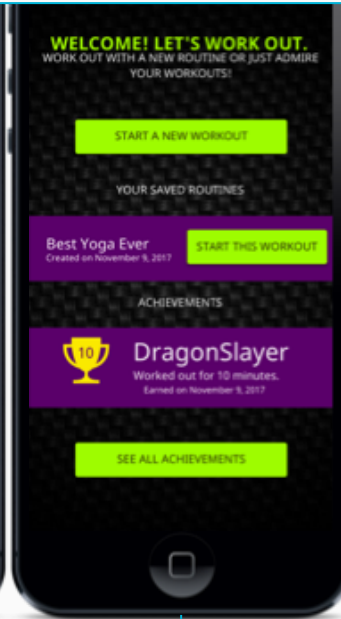
USER TESTING



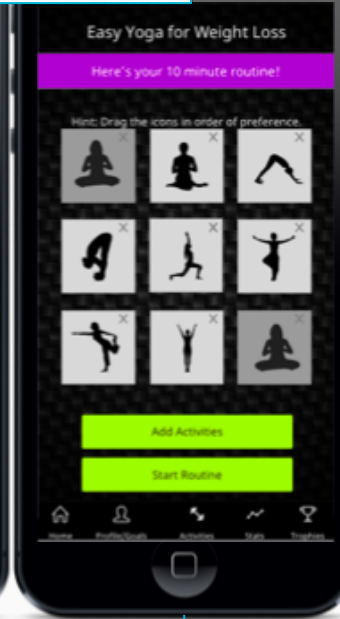
(Version A)
"I really don't like the layout of this page"



(Version B)
"Why do you need my birthday?"



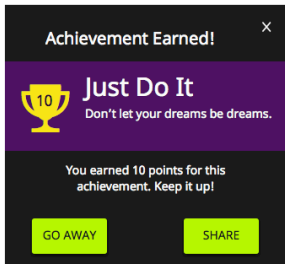
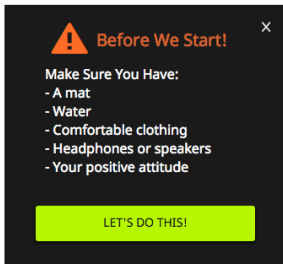
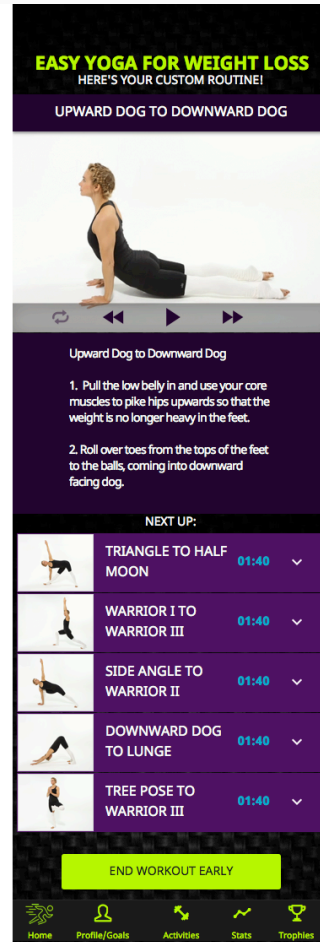
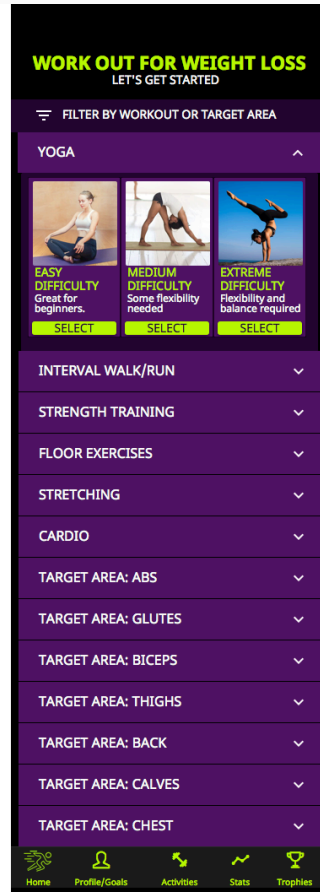
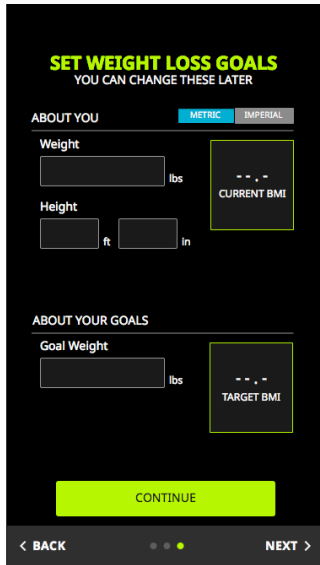
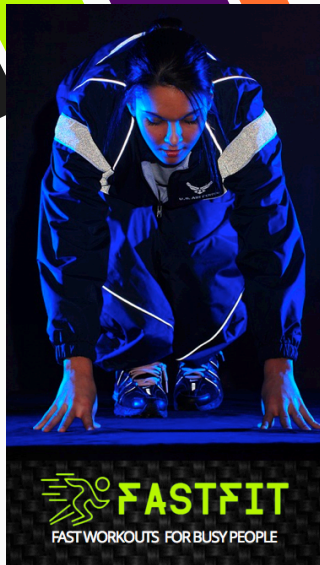
"There are too many buttons, I can't find how to start working out"



Users had a hard time moving the icons.

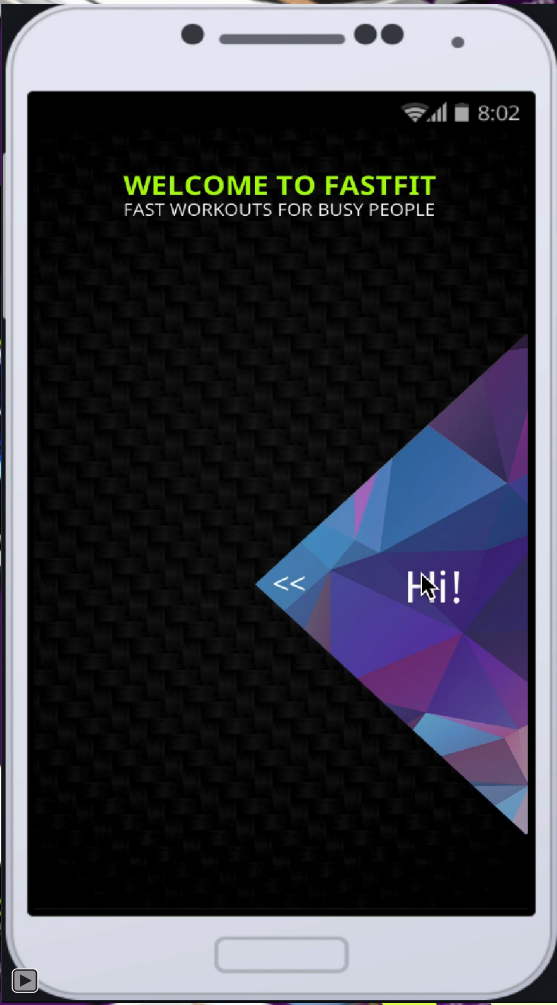


Users had a hard time moving the icons.



HIGH FIDELITY MOCKUPS

5.
PROTOTYPE





THANKS!

Any questions?





RESOURCES

- » Presentation template by [SlidesCarnival](#)
 - » Photographs by [Unsplash](#)
 - » Yoga animations from [Shape.com](#)
- 