

The background of the slide is a light blue color. It is populated with numerous stylized, flat-design illustrations of people of various ethnicities, ages, and genders. These figures are shown in various dynamic poses, such as walking, running, jumping, and dancing. They are wearing a wide variety of colorful clothing, including t-shirts, blouses, jackets, dresses, and athletic wear. The central text is contained within a white, rounded rectangular shape.

FitPal

Final Presentation

By Kara Rondinelli

What is **FitPal** and what is it for?

- **FitPal** is a workout tracking, logging, and social media app that fosters community engagement through a public forum and connects users together. By doing so, this helps users gain exercise advice and guidance from other users and gain motivation and support from others in the community.



Needs

- Improve physical health
- Find motivation to be active
- Track workout progress
- Get guidance from others on how to navigate working out
- Find new connections
- Strengthen already existing connections to gain support and motivation



Pain Points

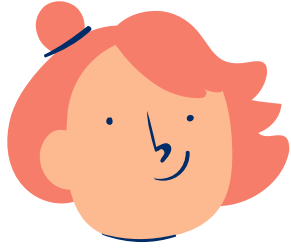
- Lack of exercise knowledge
- May not have time to work out with other people
- It's too expensive to get advice from a personal trainer
- Can be difficult to find new connections with other gym goers as a working adult
- Going to the gym can be intimidating and anxiety-inducing
- Lack of outside support/motivation



The image features a central light blue speech bubble containing the text 'User Research: User Personas'. This bubble is surrounded by a variety of colorful, stylized illustrations of people in different poses and outfits, representing a diverse group of users. The people are depicted in various activities, such as walking, dancing, and posing, and are dressed in a wide range of clothing styles, from casual to formal. The overall composition is vibrant and emphasizes the diversity of user personas.

User Research:
**User
Personas**

"I've never worked out before, but I want to start!"



Name: Lisa

Influences: Friends

Occupation: Student

Location: Northeastern U.S.

Age: 18

Socials: Instagram, TikTok

Goals:

- Start working out
- Get workout support
- Improve overall fitness

Approach/Attitude:

- Nervous
- Open to trying something new

Biography:

Lisa is a freshman in college and her school has a nice gym. She used to do sports in high school but quit once she started college because she didn't want to pursue her sport seriously and focus on school. However, she's been looking for a way to still stay active and her friends have been asking her to join them at the gym.

Questions/Concerns:

- Not sure how to start or what to do at the gym
- The gym is intimidating

Our Goals:

- Become a frequent user who uses app for workout guidance and find support

"I've been working out at home, but want to try the gym."



Name: Cassie

Influences: Spouse & Family

Occupation: Teacher

Location: Western Coast U.S.

Age: 32

Socials: Facebook, Instagram

Goals:

- Challenge herself
- Learn how to use gym equipment to get stronger

Approach/Attitude:

- Positive
- Open-minded
- Wanting to learn

Biography:

Cassie is a busy teacher who usually works out at home. Recently, she decided to purchase a gym membership because she wants access to more equipment. She already works out 3 to 4 days a week and usually watches no/minimal equipment workout videos, but they aren't challenging enough for achieving her goals. She wants to challenge herself but doesn't want to pay for a personal trainer.

Questions/Concerns:

- Not sure how to translate her minimal equipment to the gym with more equipment
- Time constraints

Our Goals:

- Become short-term user to get some bearings on workouts and track workouts

"I work out a lot, but I want to try new things."



Name: Matt

Influences: Friends

Occupation: Engineer

Location: Canada

Age: 25

Socials: Youtube, Facebook

Goals:

- Find new workouts
- Change up routine
- Find motivation through connections

Approach/Attitude:

- Bored
- Trying multiple apps to find some workouts that interest him

Biography:

Matt goes to the gym every morning before work but has been a bit bored by his workouts. He does the same routine and wants to try some new workouts. He used to go to the gym with his friends, but their schedules differ so he can't learn new workouts from them and misses the motivation they provided him. Matt is already experienced but want to change things up.

Questions/Concerns:

- Not sure how to change his routine
- Concerned about motivation

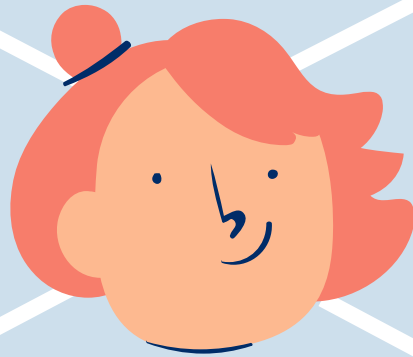
Our Goals:

- One or two time user that can gain some new info and workout ideas

The image features a central light blue speech bubble containing the text 'User Research: Empathy Maps'. This bubble is surrounded by a variety of colorful, stylized illustrations of people in different poses and outfits, representing a diverse group of users. The people are depicted in various activities, such as walking, dancing, and interacting, set against a plain white background.

User Research:

Empathy Maps



Says

Where do I start?

I want to try working out

I'm not very experienced

Thinks

Do I look stupid?

Am I doing this right?

What is best for me?

Does

Ask friends about working out

Research

Compares apps

Feels

Inadequate

Overwhelmed

Determined

Open-minded



Says

What can I change

I want to switch things up

I'm bored with my workout routine

I want to find joy in working out again

This isn't working for me

I don't want to pay for a personal trainer

Thinks

I miss working out with friends

Does

Look at websites

Observe other people at the gym

Compares apps

Feels

Open-minded

Unmotivated

Bored

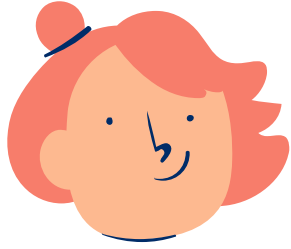
Lonely

A vibrant illustration featuring a diverse group of stylized human figures in various poses and outfits, including overalls, patterned leggings, and formal wear. The figures are arranged around a central light blue speech bubble. The overall style is flat and colorful, with a focus on representing a wide range of people.

User Research:

User Stories

"I've never worked out before, but I want to start!"



Name: Lisa

Influences: Friends

Occupation: Student

Location: Northeastern U.S.

Age: 18

Socials: Instagram, TikTok

Goals:

- Start working out
- Get workout support
- Improve overall fitness

Approach/Attitude:

- Nervous
- Open to trying something new

Biography:

Lisa is a freshman in college and her school has a nice gym. She used to do sports in high school but quit once she started college because she didn't want to pursue her sport seriously and focus on school. However, she's been looking for a way to still stay active and her friends have been asking her to join them at the gym.

Questions/Concerns:

- Not sure how to start or what to do at the gym
- The gym is intimidating

Our Goals:

- Become a frequent user who uses app for support from users

User Story

As a person starting to work out,



I want to learn new exercises and feel less intimidated by the gym

So that I can approach working out with confidence and improve my overall fitness.



Acceptance Criteria

Given that I get helpful advice from other users and successfully implement their recommendations

when using the community forum on the app

then I will improve my overall fitness and feel confident working out



"I work out a lot, but I want to try new things."



Name: Matt

Influences: Friends

Occupation: Engineer

Location: Canada

Age: 25

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Goals:

- Find new workouts
- Change up routine
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Approach/Attitude:

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Biography:

Matt goes to the gym every morning before work but has been a bit bored by his workouts. He does the same routine and wants to try some new workouts. He used to go to the gym with his friends, but their schedules differ so he can't learn new workouts from them and misses the motivation they provided him. Matt is already experienced but want to change things up.

Questions/Concerns:

- Not sure how to change his routine
- Concerned about motivation

Our Goals:

- One or two time user that can gain some new info and workout ideas

User Story

As a person looking to change his routine and get external motivation,



I want to find new workouts and connections with other gym-goers

So that I can find joy in working out again
continue to improve myself!



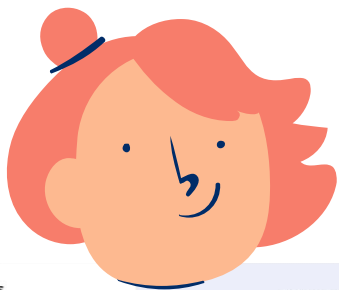
Acceptance Criteria

Given that I find new workouts and connections with other users











































when I browse and add friends on the app's community forum

then I can be inspired and motivated by other users and vary my exercise routine.





Newbie Journey Map

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?
Actions What does the customer do? What information do they look for? What is their context?	  	  	   	  
Needs and Pains What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i>	  	  	   	 
Touchpoint What part of the service do they interact with?	  	  	   	  
Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>				




Uninspired Joe Journey Map

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?
Actions What does the customer do? What information do they look for? What is their context?	<div data-bbox="305 441 394 532">Search online</div> <div data-bbox="417 441 506 532">Look at reviews</div> <div data-bbox="529 441 618 532">Asking friends</div>	<div data-bbox="683 441 772 532">Look for good reviews</div> <div data-bbox="795 441 884 532">Look for app ratings</div> <div data-bbox="908 441 996 532">Download app</div>	<div data-bbox="1066 441 1155 532">Add friends</div> <div data-bbox="1178 441 1267 532">Post a question on the community forum</div> <div data-bbox="1290 441 1379 532">Tracking and sharing progress</div> <div data-bbox="1402 441 1491 532">Join a challenge</div>	<div data-bbox="1568 441 1657 532">Have a positive experience so they write a positive review</div> <div data-bbox="1680 441 1769 532">Tell friends about how great the app is</div> <div data-bbox="1792 441 1881 532">Post about the app on other social medias</div>
Needs and Pains What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i>	<div data-bbox="305 619 394 710">Find new workouts</div> <div data-bbox="417 619 506 710">Find new connections for motivation</div> <div data-bbox="529 619 618 710">A boring routine</div>	<div data-bbox="683 619 772 710">Interesting user suggestions</div> <div data-bbox="795 619 884 710">Wants to find new exercises</div> <div data-bbox="908 619 996 710">Doesn't want to be bored</div>	<div data-bbox="1066 619 1155 710">Valuable recommendations from other users</div> <div data-bbox="1178 619 1267 710">Easy to use app</div> <div data-bbox="1290 619 1379 710">Guidance through the app</div> <div data-bbox="1402 619 1491 710">Can I trust user advice</div>	<div data-bbox="1568 619 1657 710">Expand network of friends on app</div> <div data-bbox="1680 619 1769 710">Workout buddies/ friends</div>
Touchpoint What part of the service do they interact with?	<div data-bbox="305 779 394 871">The App Store</div> <div data-bbox="417 779 506 871">Online reviews</div> <div data-bbox="529 779 618 871">Social media</div>	<div data-bbox="683 779 772 871">Positive user testimonials</div> <div data-bbox="795 779 884 871">High app ratings</div> <div data-bbox="908 779 996 871">Friend recommendations</div>	<div data-bbox="1066 779 1155 871">Community forum</div> <div data-bbox="1178 779 1267 871">Sharing progress with friends</div> <div data-bbox="1290 779 1379 871">Rewards/ badges for consistency</div> <div data-bbox="1402 779 1491 871">Tracking workout progress</div>	<div data-bbox="1568 779 1657 871">Connect with contacts feature</div> <div data-bbox="1680 779 1769 871">Extended use of app</div> <div data-bbox="1792 779 1881 871">Fill out survey</div>
Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>	<div data-bbox="440 947 479 991">😞</div>	<div data-bbox="819 947 857 991">🤖</div>	<div data-bbox="1259 947 1298 991">😊</div>	<div data-bbox="1707 947 1746 991">👤</div>

The image features a central light blue speech bubble containing the text 'User Research: Problem Statements'. This bubble is surrounded by numerous colorful, stylized illustrations of diverse people in various poses, such as walking, dancing, and standing, representing a wide range of users. The background is white.

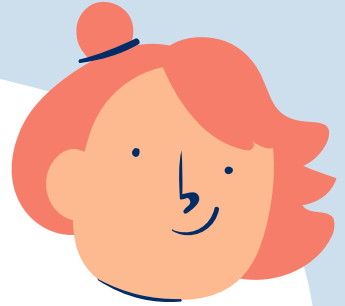
User Research:
**Problem
Statements**


The background features a collection of stylized, flat-design illustrations of diverse individuals in various poses and outfits. The people are scattered around the central text, some appearing to be in motion or striking different poses. The color palette is bright and varied, including shades of orange, red, yellow, blue, and brown. The overall style is modern and inclusive, representing a wide range of people who might be interested in fitness.

**Workout rookies who
want to start exercising
lack guidance and support
when going to the gym.**

Solutions:

- Ask for advice through users in the community forum
- Add friends on the app
- Participate in challenges



The background of the image is a light blue color. It is populated with numerous stylized, flat-design illustrations of people of various ethnicities, ages, and genders. The figures are scattered around the central text, some appearing to be in motion or dancing. Their clothing is diverse, including casual wear like t-shirts, jeans, and hoodies, as well as more formal or festive attire like dresses and blouses. The overall composition is vibrant and represents a multicultural and active community.

People are bored of their routines, lack social connections to motivate them, and don't find joy in working out anymore.

Solutions:

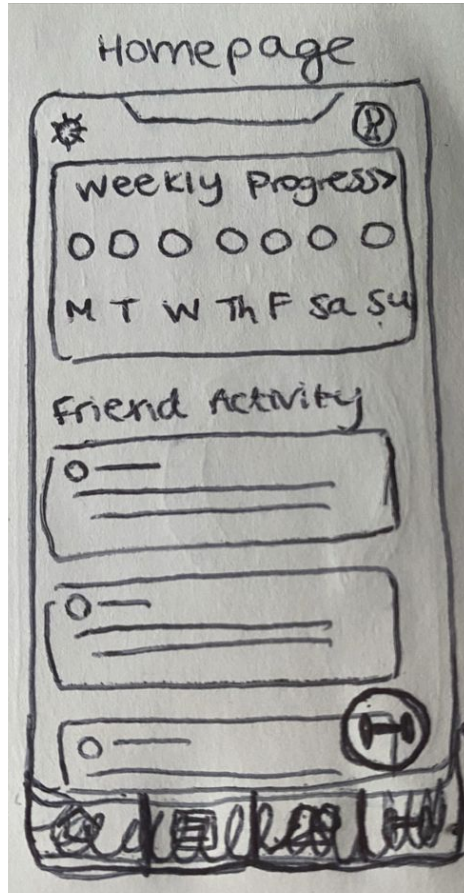
- Find friends on the app
- Ask about new and interesting workouts from people on the community forum
- Exchange progress with friends





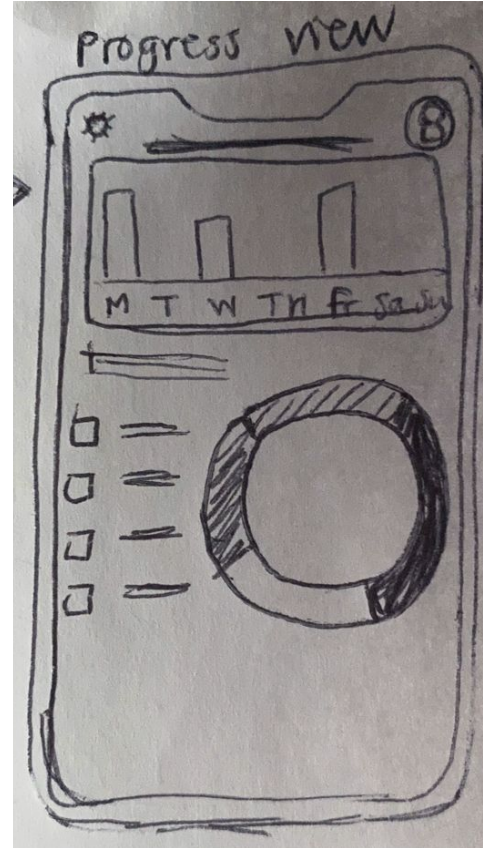
App Design:

Wireframes

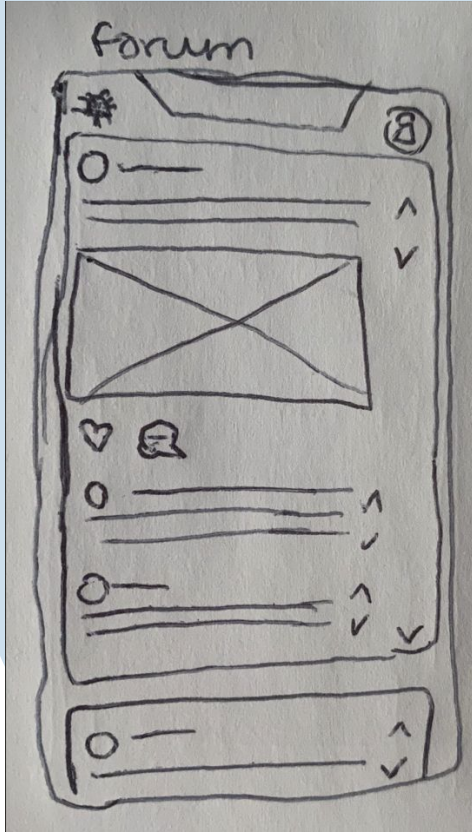


Home Page

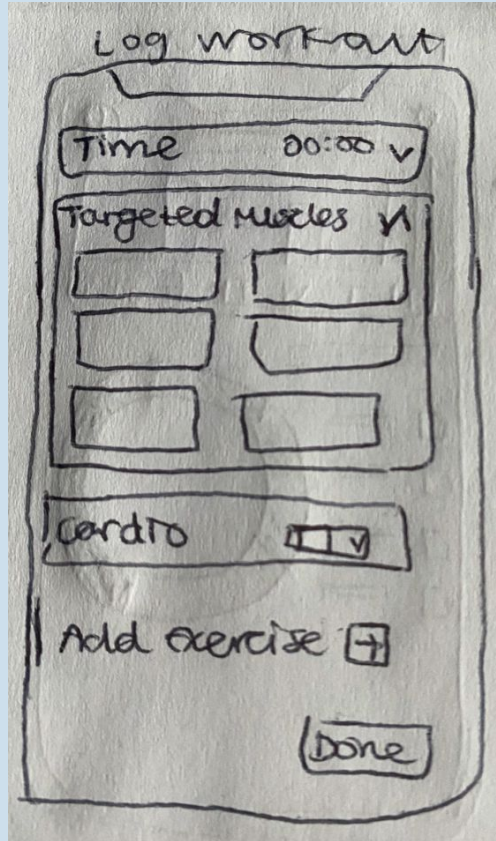
Expanded Weekly Progress Page



Forum Page

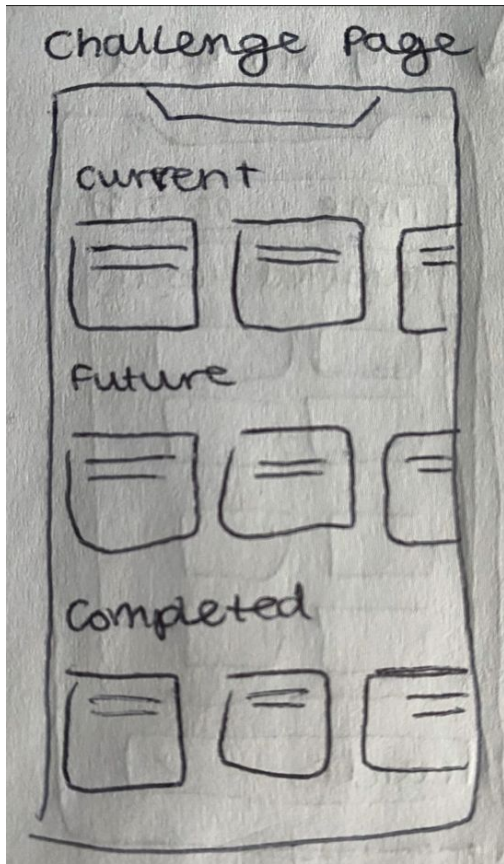


Log Workout Page



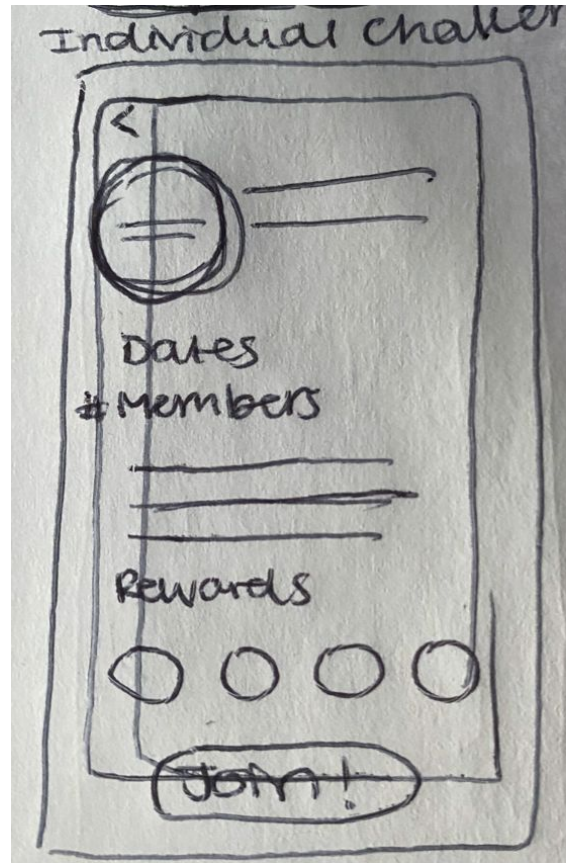
Add Workout Details



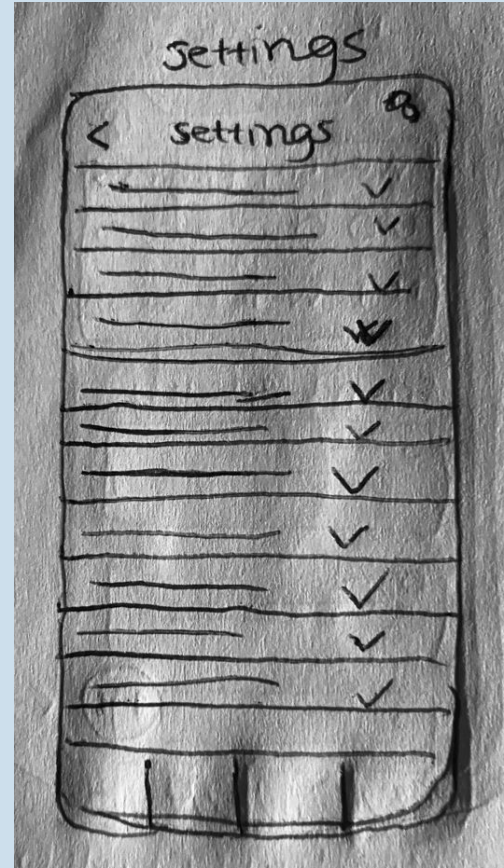


Challenge Page

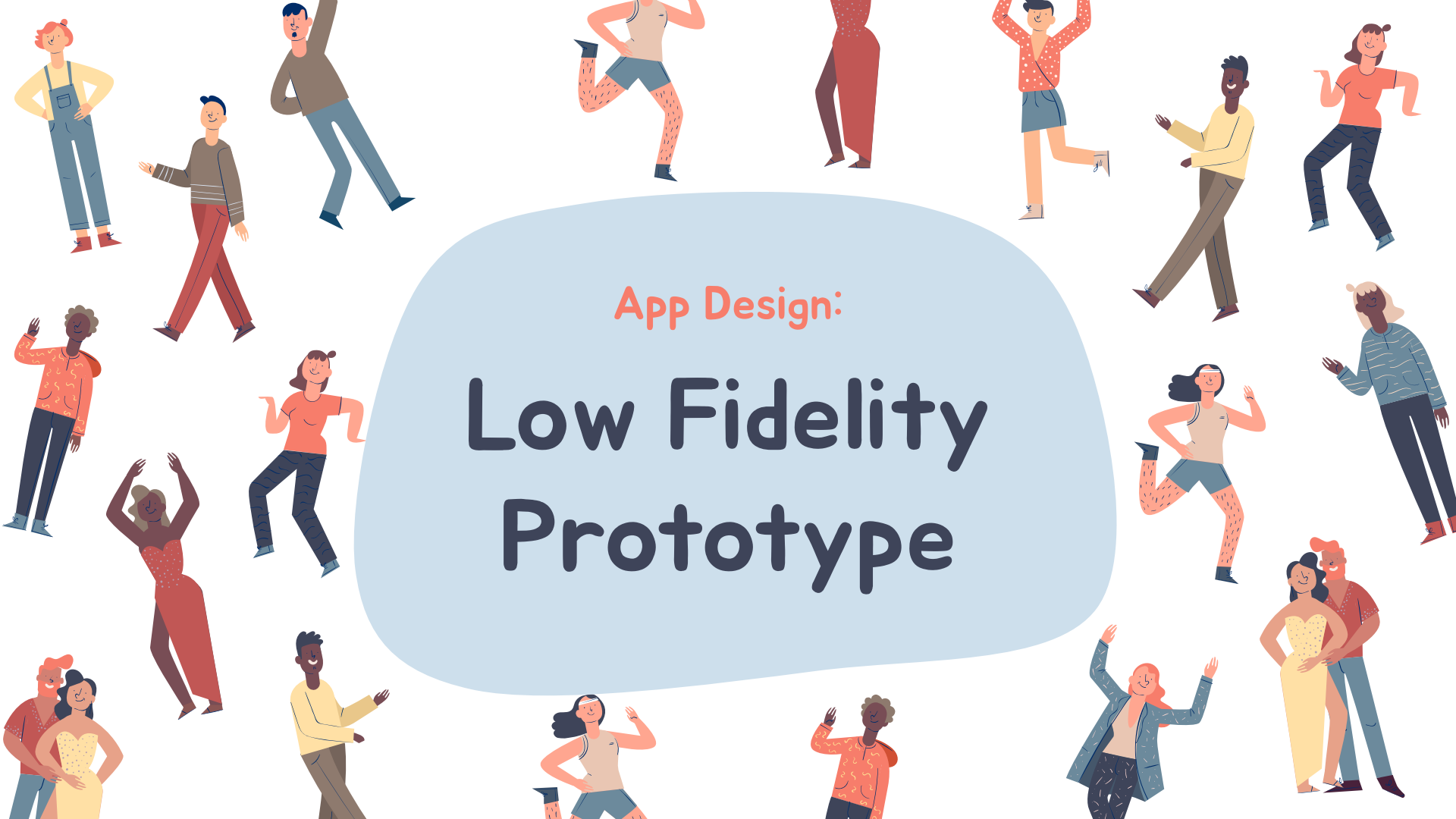
Individual Challenge Page



Profile Page



Settings Page



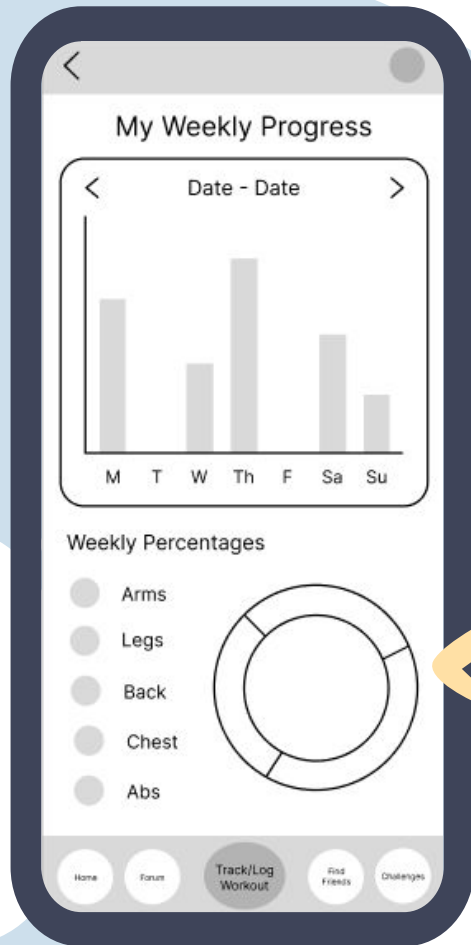
App Design:

Low Fidelity Prototype

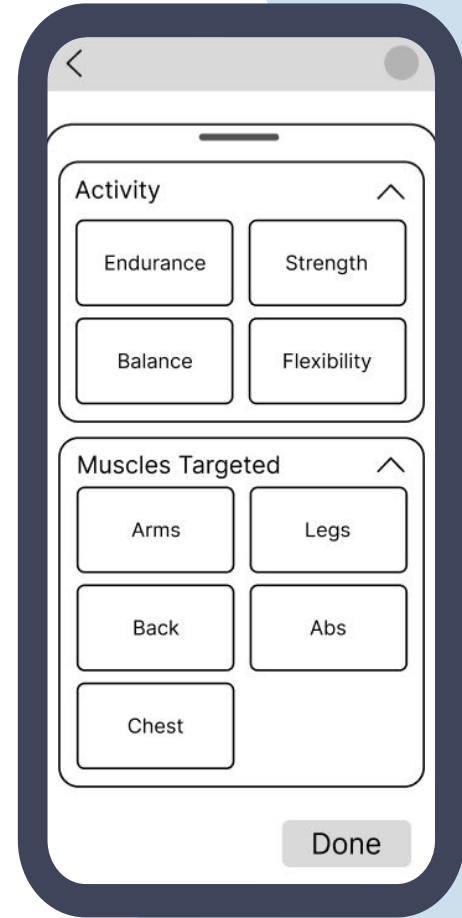
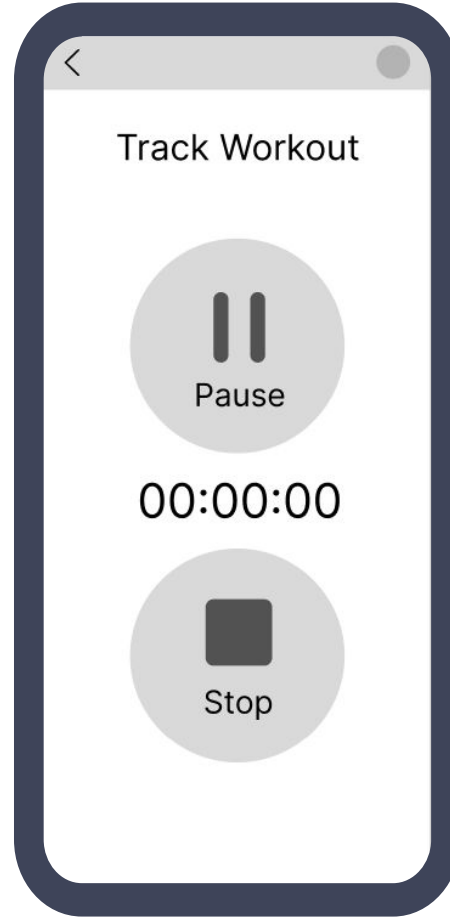
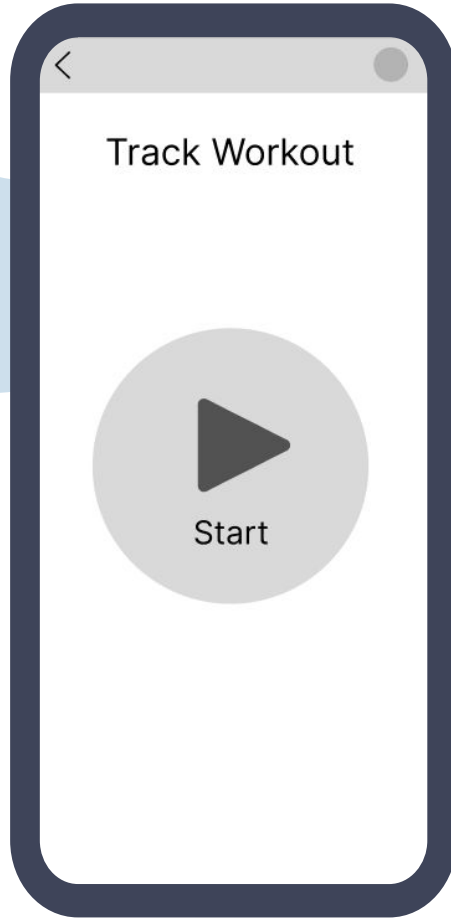
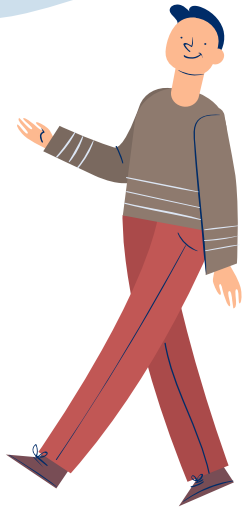
Homepage

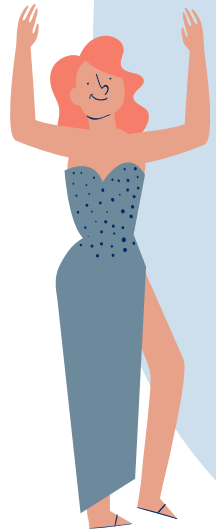


Weekly Progress



Track Workout





Log Workout

Time Started 00:00

Time Ended 00:00

Activity ▾

Muscles Targeted ▾

Done

Log Workout

Log Workout

Time Started 00:00

Time Ended 00:00

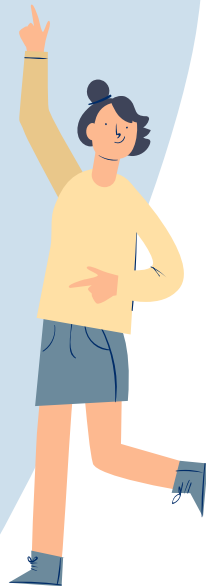
Activity ^

Endurance	Strength
Balance	Flexibility

Muscles Targeted ^

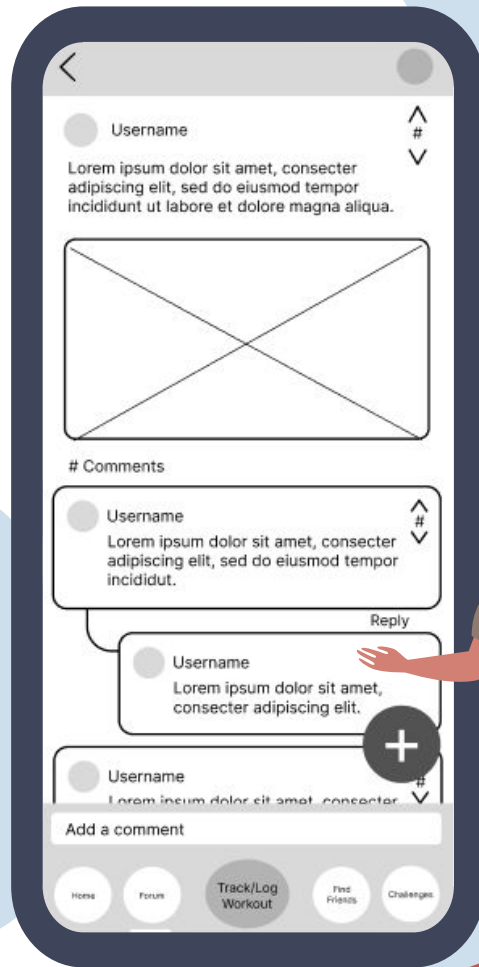
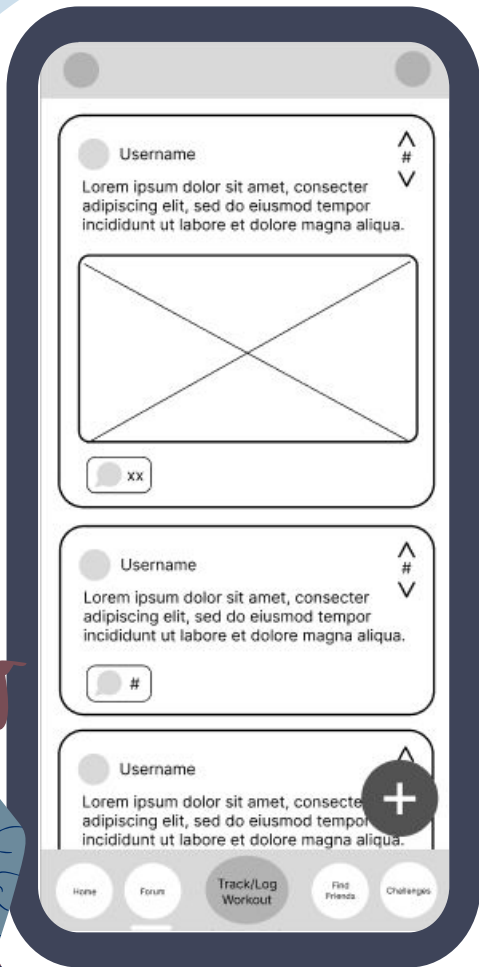
Arms	Legs
Back	Abs
Chest	

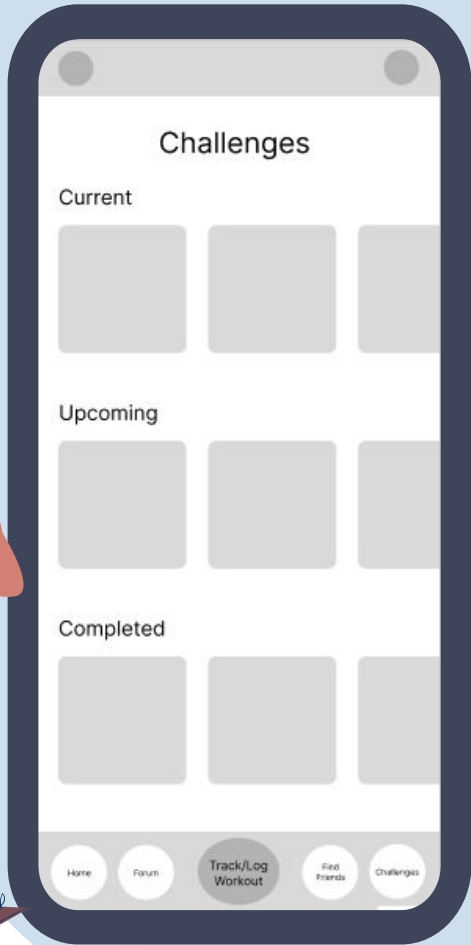
Done



Forum

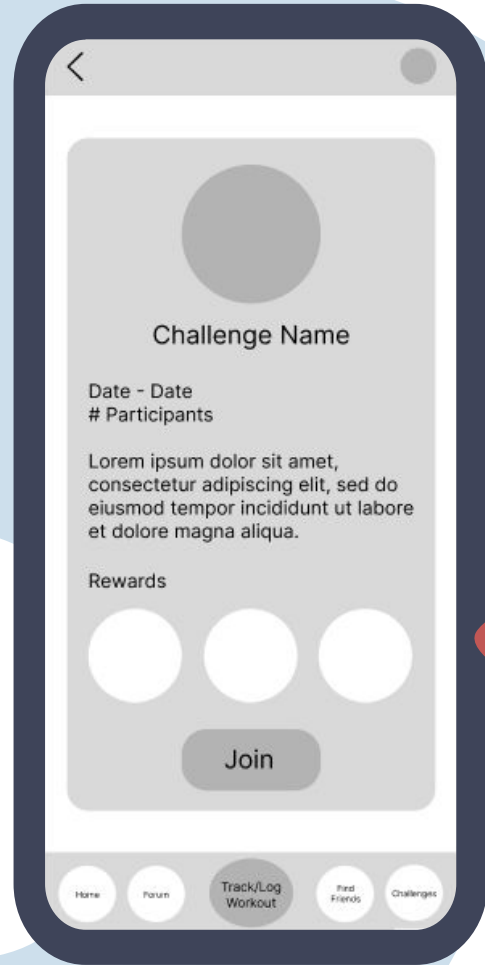
Open Forum Post



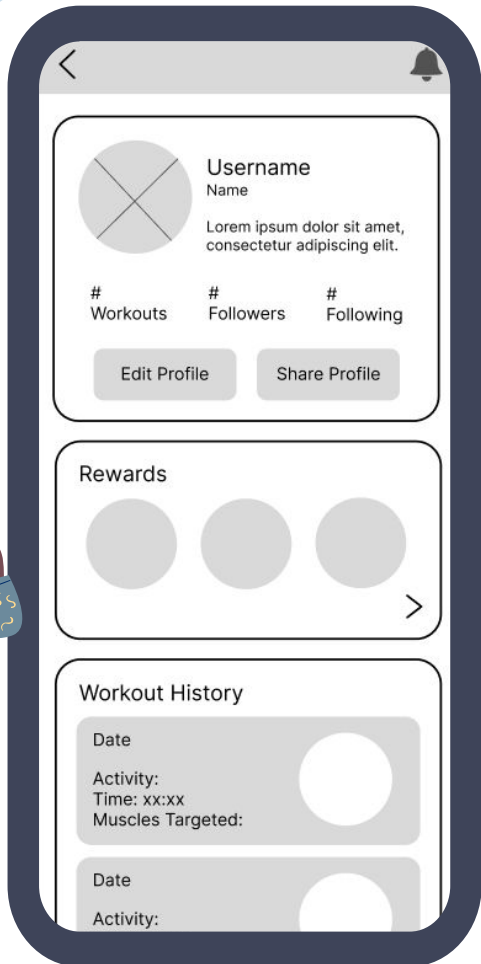


Challenge Page

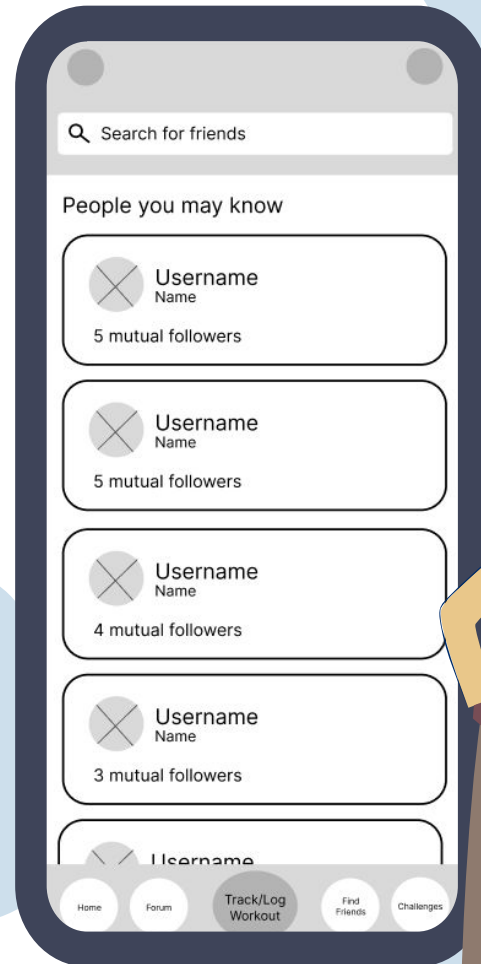
Individual Challenge



Profile Page



Find Friends





App Design:

Logo

Primary



FitPal

Secondary





App Design:

Asset Design

Color Palette



Icons



* All icons sourced from Icons8

Typeface

Header: Nunito Bold (24 pt)

Subheader: Nunito Bold (20 pt)

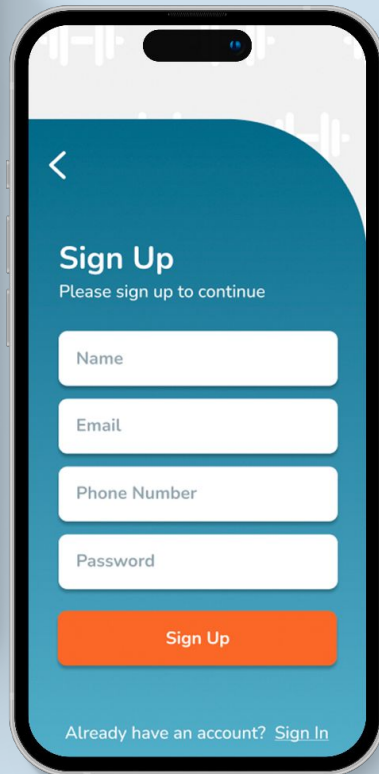
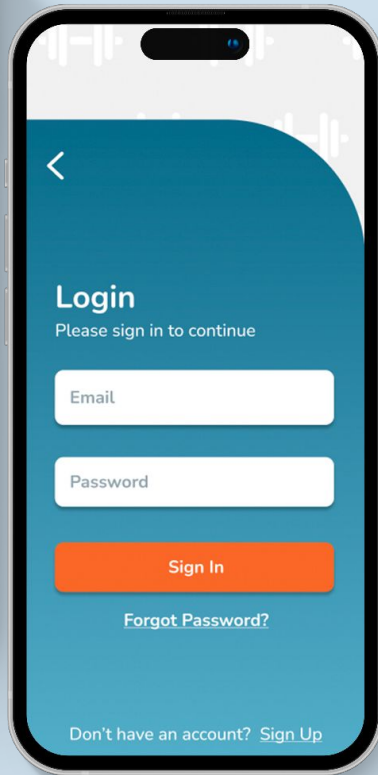
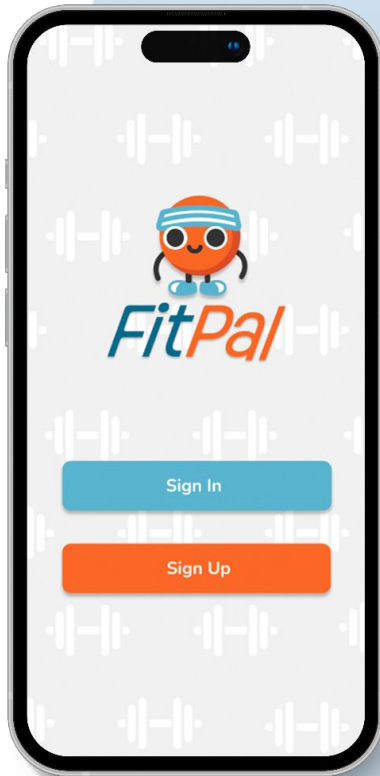
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App Design:

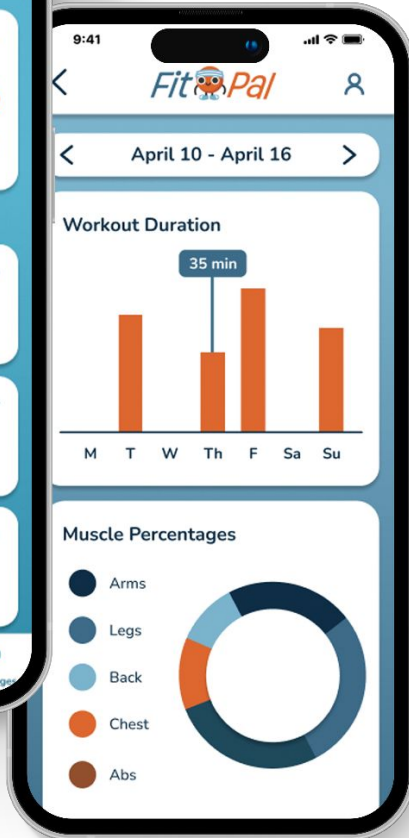
High Fidelity Prototype



Login

&

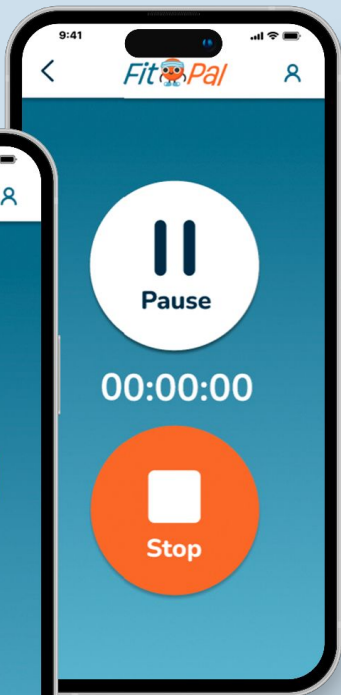
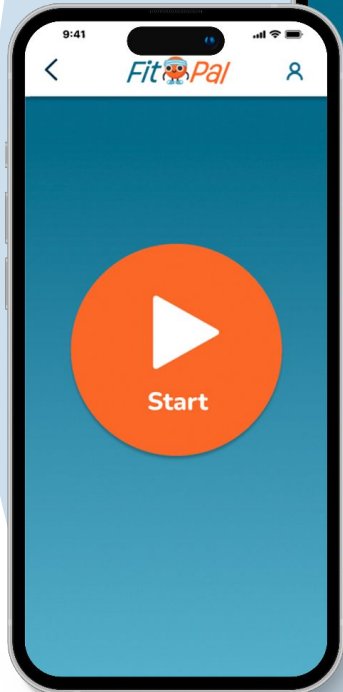
Sign Up



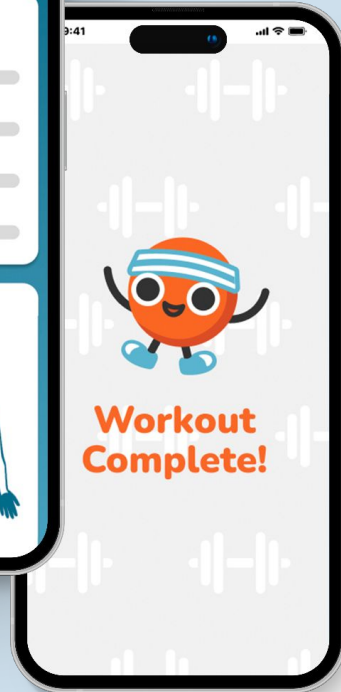
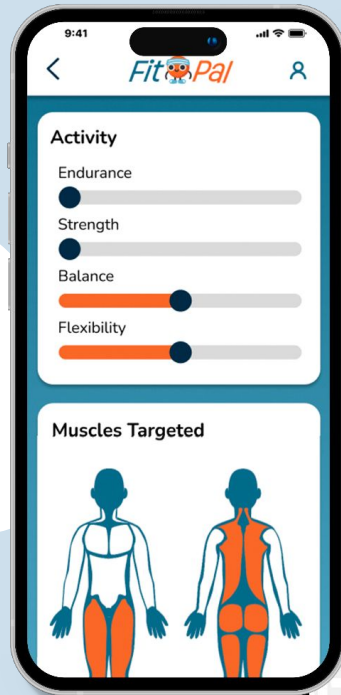
Homepage

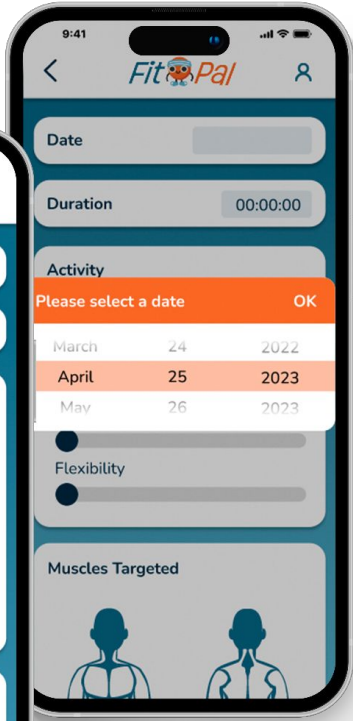
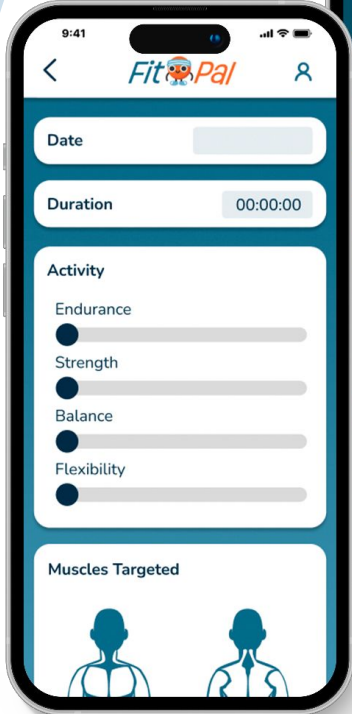
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Weekly Progress

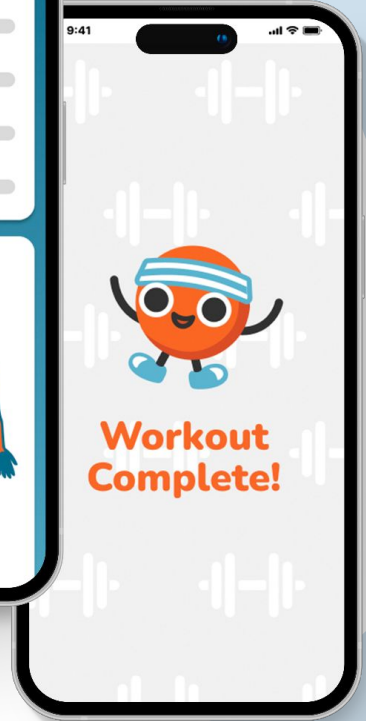
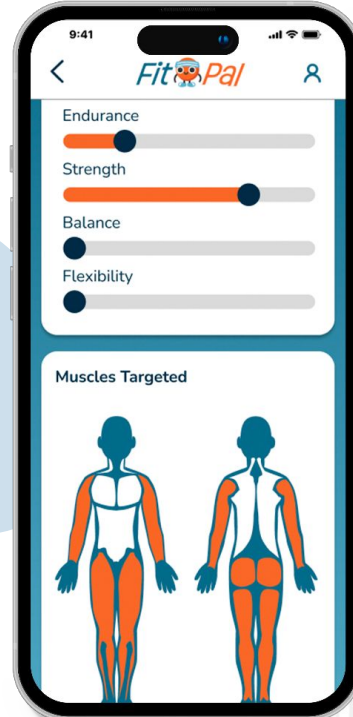


Track Workout



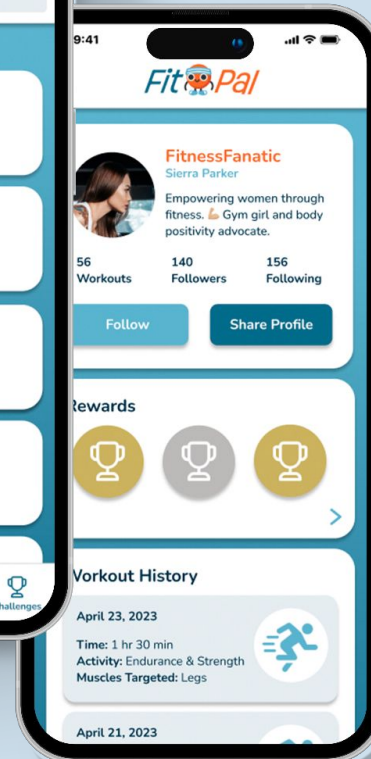
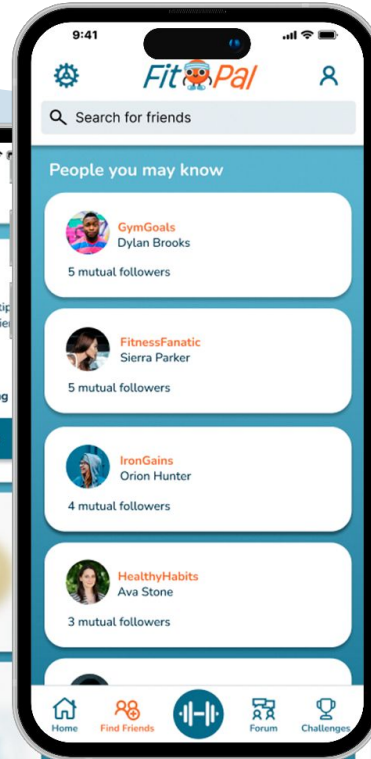
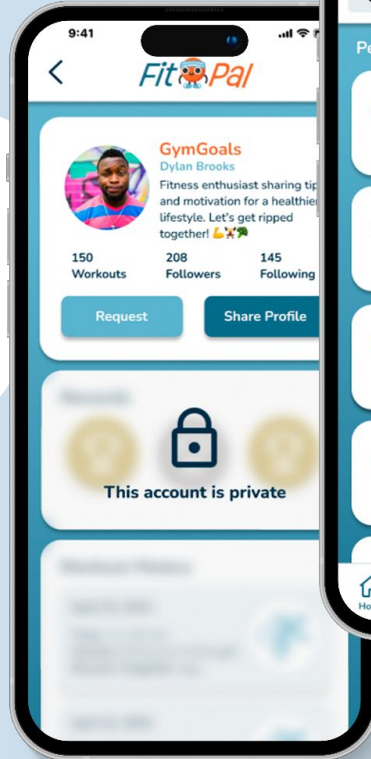


Log Workout



Find Friends

Display of
Private
Account

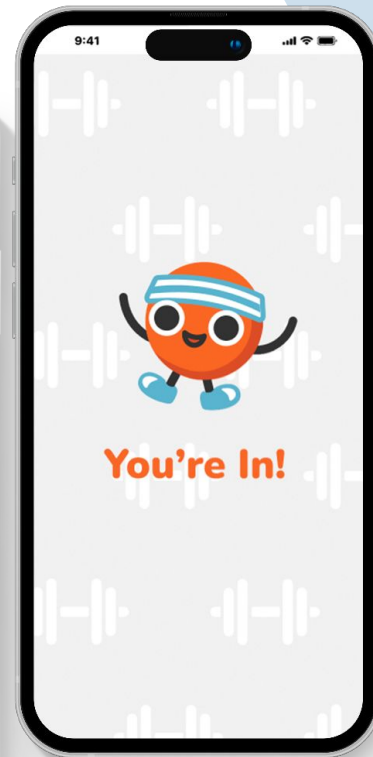
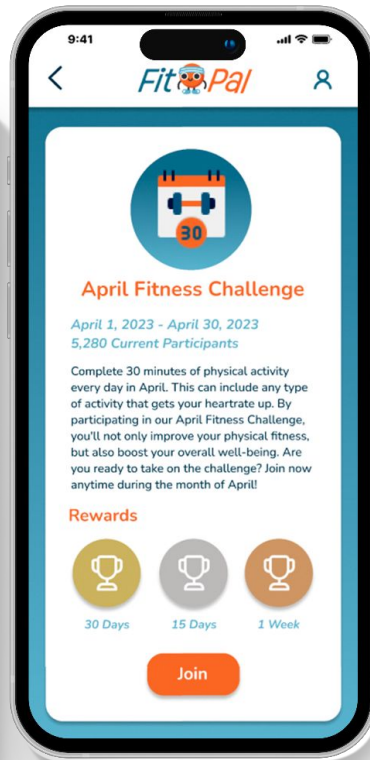
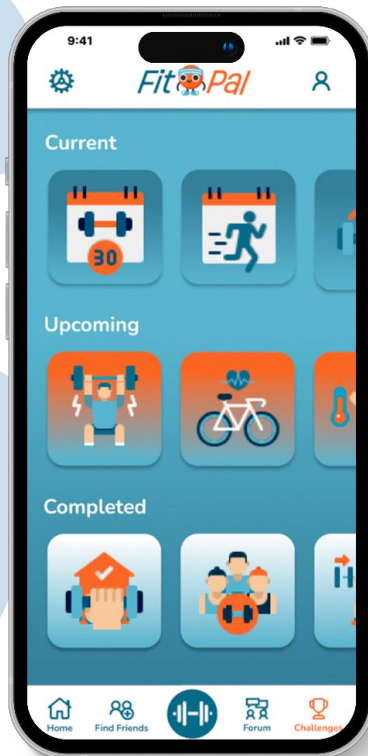


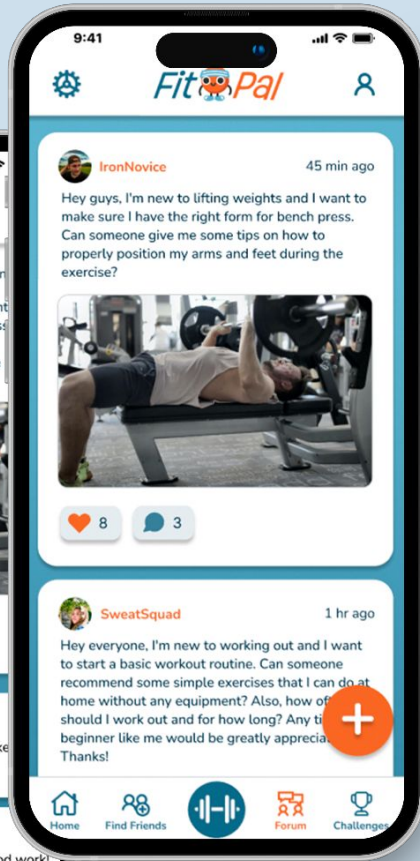
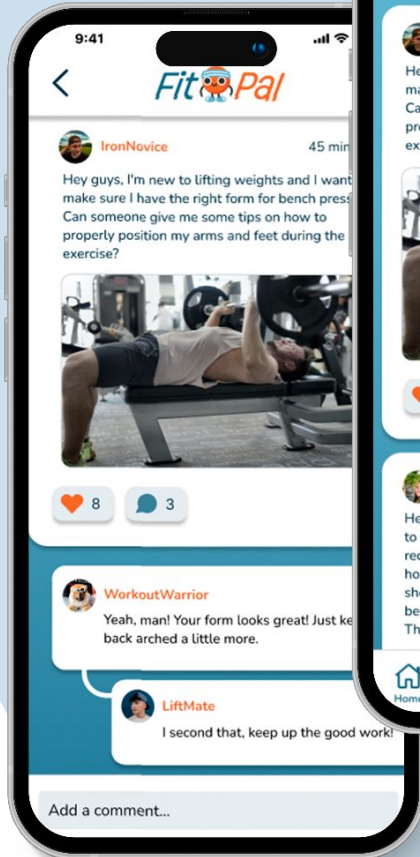
Display of
Public
Account

Challenges

&

Individual Challenge





Forum

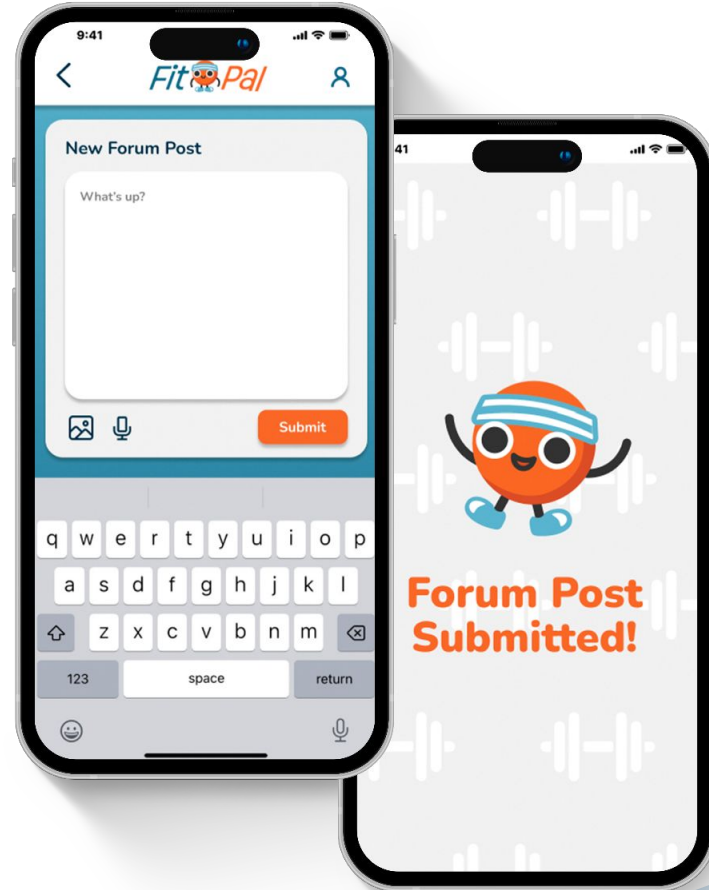
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Individual Forum Post

New Forum
Post Entry

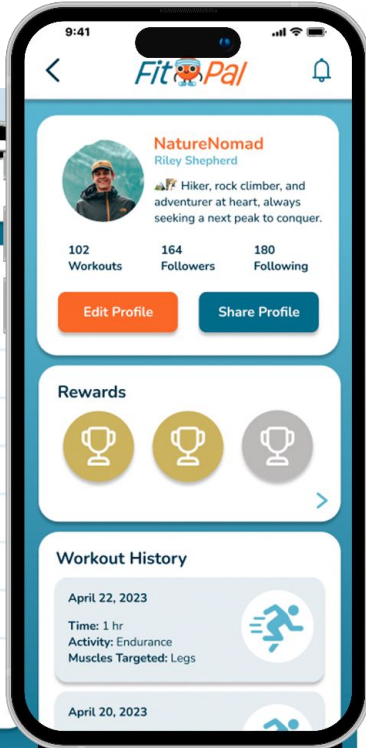
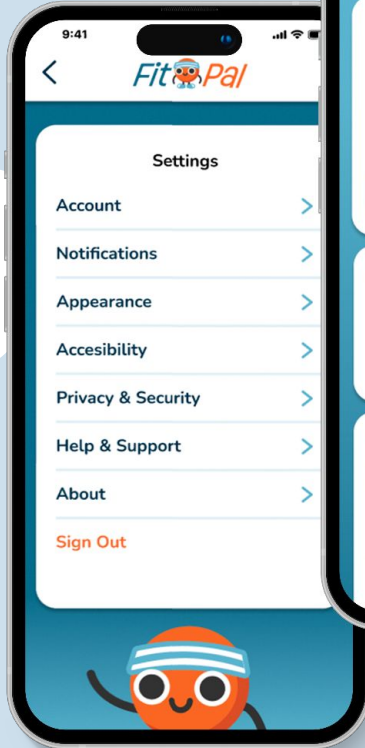
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Submission
Screen

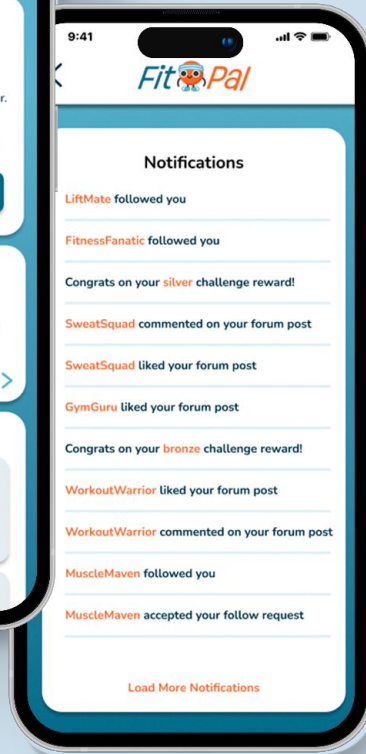


Personal Profile Page

Settings

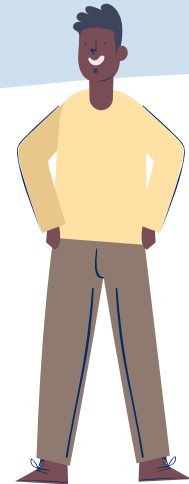
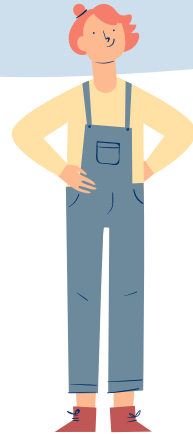


Notifications



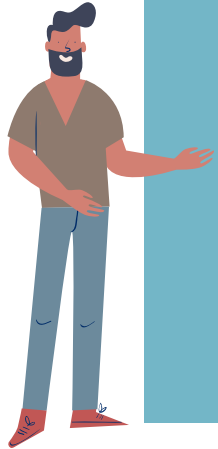


FitPal Full App Walkthrough Video



Music: Think About You by Ryan Green

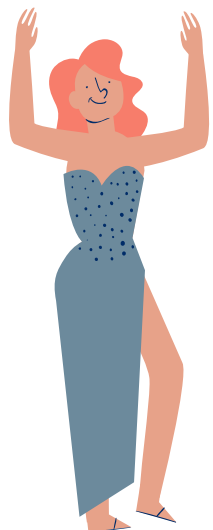
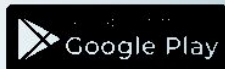
Promotional App Video





FitPal

A workout tracking, logging, and social media app made simple.



Thank You!



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