FITSHARE

HCD Techniques Portfolio

By Group 21: Kazuya, Alex, Max, George

Target Audience

Intermediate Exercisers

- Someone who knows how to exercise therefore does not require a platform to gain knowledge about exercises

- Exercise less than they would like to

This target audience was selected as we found more advanced exercisers to not really require further motivation to exercise, and more novice exercisers may require further knowledge/ instructions on how to exercise, which is beyond the scope of the problem we are tackling.

We used these individuals that fell under our proposed target audience throughout the app development process to not only gain an understanding into the current needs of each individual, but also as the basis of our user centered development.

Juliette Lalyman

Jack Wu
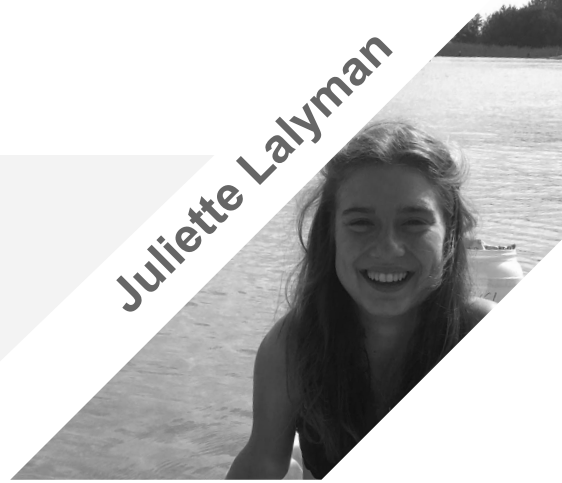
Csoban Balogh

Josh Jones

"I lack motivation sometimes because of the **lack of time**, which I use as an excuse."
- Juliette

"...like with the Instagram 5k challenge, I'm **more likely do the exercise with friends supporting me.**" - Jack

"(if lack motivation to exercise) it's usually because I don't have anyone to exercise with; I'm doing these exercises mostly **by myself**..." - Csoban

Interview clip here.

Normally I do a lot of exercising **with my friends**, but because of the whole coronavirus and social distancing measures ... I can't, and it's making it a lot harder to get the effort to exercise." - Josh

Interview clip here.

The Needs of our Target Audience

In order to understand the needs our our target audience, we used the following methods:
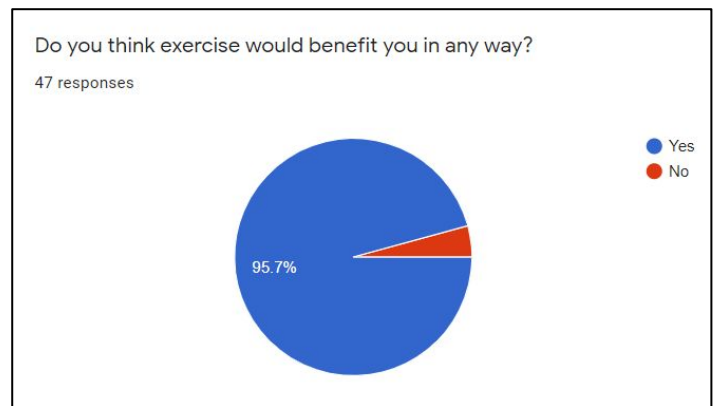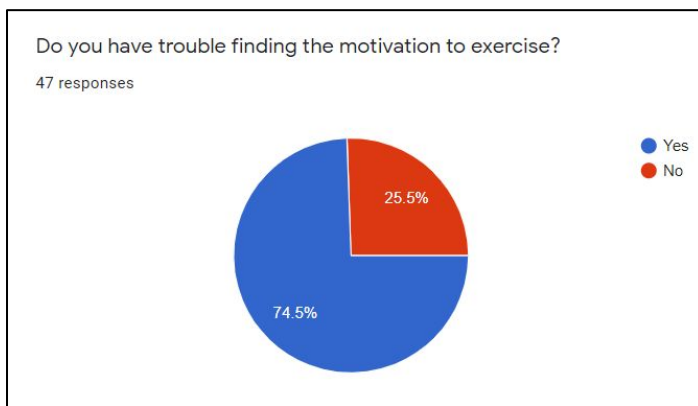
Primary Research
- General Surveys
- Interviews over Discord

Click <u>here</u> for the survey results.

Secondary Research
- Scientific Studies

Do you have trouble finding the motivation to exercise?
47 responses
- Yes
- No
25.5%
74.5%

Do you think exercise would benefit you in any way?
47 responses
- Yes
- No
95.7%

"...tangible improvements and seeing my fitness and performance gains is very rewarding so this keeps me motivated..."
- Jack Wu

"...I find more motivation to workout when I workout with friends."
- Tetsuya

Interview clip <u>here</u>.

Additional Interview Quotes can be found <u>here</u>

'**Four in five** 11 to 17 year olds are not doing enough physical exercise'

- The Lancet Child & Adolescent Health, 2019

'Globally, in 2016, more than **80% of school-going adolescents** aged 11–17 years **did not meet current recommendations for daily physical activity**, compromising their current and future health.'

- WHO Report

50%

Of people starting an exercise program will drop out in the first 6 months.

Wilson and Brookfield, 2019.

Our Proposition

Problem Statement

Many people know/believe that exercising is good for them but they struggle to find the motivation to start and continue. So how might we enable individuals to gain/retain motivation to exercise and stay healthy, while also enabling those geographically separated to exercise together remotely.

The Proposition

Faced with this problem statement, we came up with the idea of Fitshare, an app that lets you send or receive workout challenges to or from your peers accompanied with video proof.

Our quantitative analysis of surveys and personal interviews with various individual found that one of the major reasons people may lack the motivation to work out is that they do not have anyone to work out with.

We found Juliette was unable to workout with anyone due to the unalign schedules of her and her usual workout peers, and this discouraged her from working out on many occasions as she enjoyed sharing the sense of accomplishment of the workout with her peers; with Fitshare she would be able to do just that by sending video proof of her exercise to her peers.

Talking to Josh, we learned that he used to workout with his best friend, but due to the COVID-19 global pandemic his best friend has left the country, and because of this Josh has stopped working out. Josh could use Fitshare to start working out again on the same workout routine with his geographically separated best friend.

Prototype

Firstly we created an interactive mockup of our initial idea in order to test it with real people in the hopes of validating our idea. We made the mockup screens on Lunacy which allowed us to accurately create a realistic iOS app look so that testers could have a better look of our idea. Then we used Figma to make the experience interactive so that the test audience could click around the UI and gain a better understanding for the feel of our app.

Reflecting back on how we collected feedback we believe we could have been more thorough. Since we would just ask people what do you think of this, instead we could have asked "Do you like the colour scheme", "Is the UI intuitive". Maybe in asking these questions we would have reach our final product in fewer iterations. Here are some examples of how the feedback we received affected our prototype.
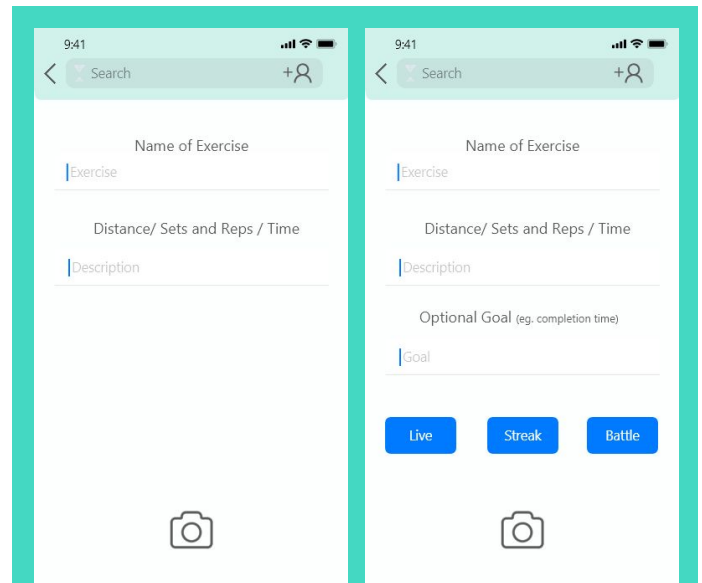

"As much of a meme it sounds gamifying stuff is really effective. You only have to look at how many people have started walking because of pokemon go, it works amazingly." - After interviewing Josh to see his thoughts on our mockup he expressed that he would like to see a goal option as well as live workouts, gamification of the challenges.
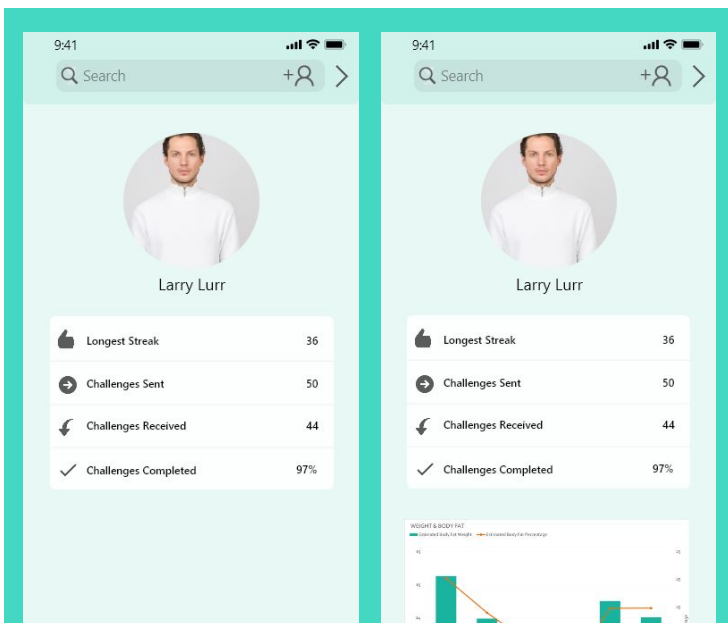

"Will be cool to keep statistics of challenges" - Based on survey feedback we added a graph to track the amount of challenges sent/received/completed, to the profile page.

Although it was suggested for us to design weekly workouts for our users to follow we decided not to implement this since the majority of users we interviewed did not see themselves using this feature. However we did intend to create a live video call workout feature.
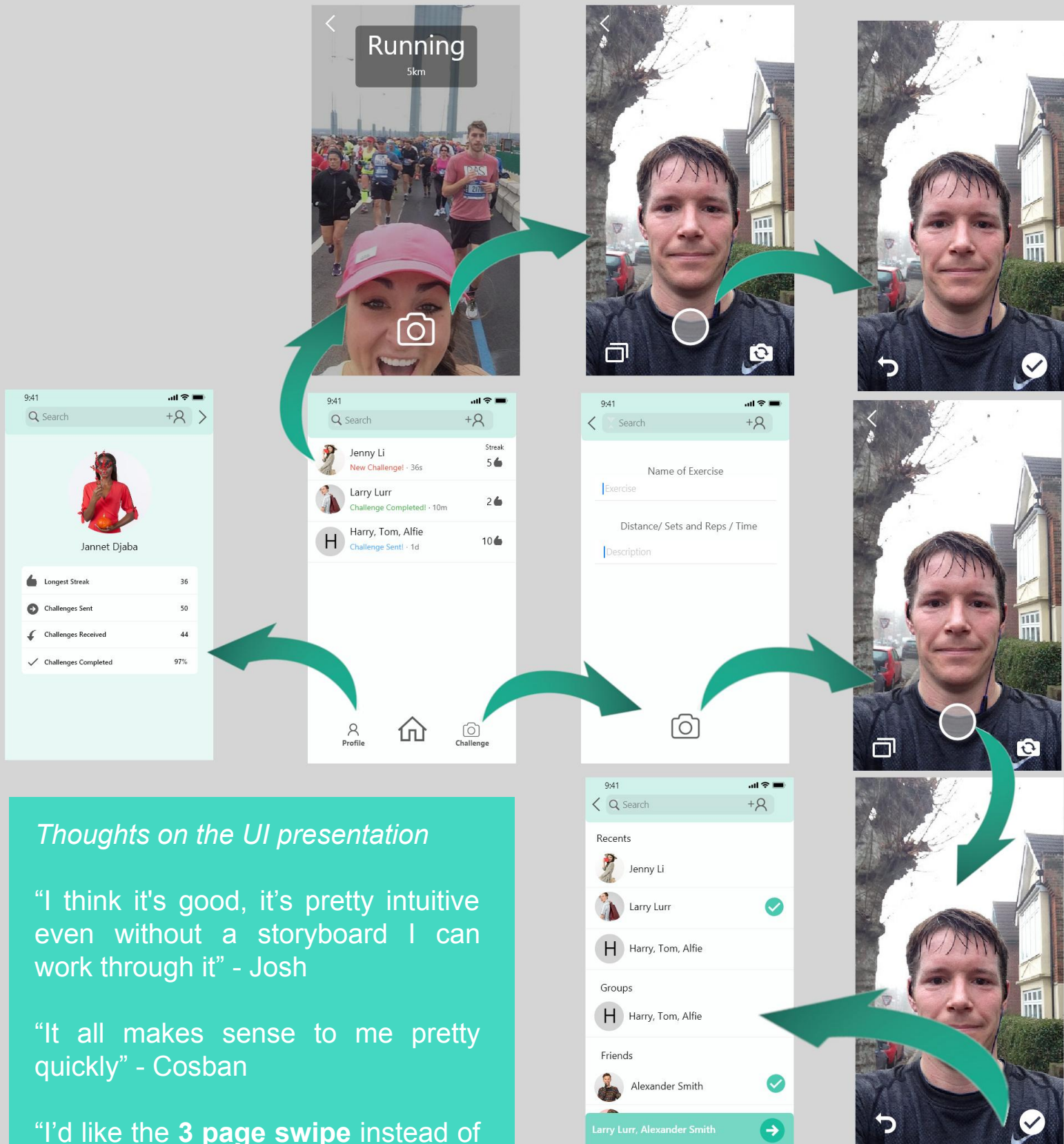
"Design workouts for people to complete"
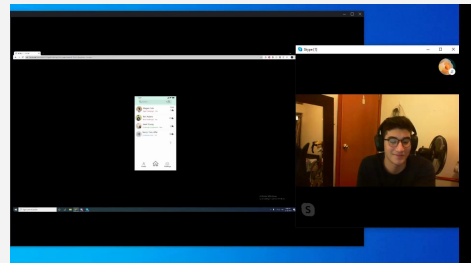
"Live video call while working out"
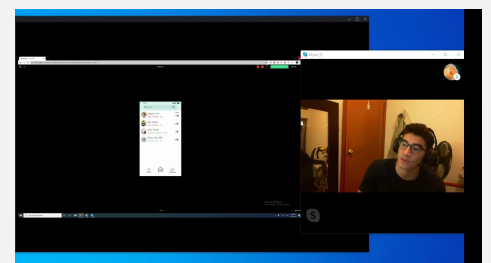
Suggestions from Tetsuya

Prototype

Flow diagram of our figma prototype, illustrating how the different screens would navigate to each other.

Running
5km

9:41
Q Search

Jenny Li
New Challenge! · 36s — Streak 5 👍

Larry Lurr
Challenge Completed! · 10m — 2 👍

Harry, Tom, Alfie
Challenge Sent! · 1d — 10 👍

Profile Home Challenge

9:41
Q Search

Name of Exercise
Exercise

Distance/ Sets and Reps / Time
Description

9:41
Jannet Djaba

Longest Streak — 36
Challenges Sent — 50
Challenges Received — 44
Challenges Completed — 97%

9:41
Q Search

Recents
Jenny Li
Larry Lurr ✓
Harry, Tom, Alfie

Groups
Harry, Tom, Alfie

Friends
Alexander Smith ✓

Larry Lurr, Alexander Smith →

Thoughts on the UI presentation

"I think it's good, it's pretty intuitive even without a storyboard I can work through it" - Josh

"It all makes sense to me pretty quickly" - Cosban

"I'd like the **3 page swipe** instead of buttons on the homepage" - Jack

Developing the Home Page

The home page is the first screen displayed after signing in, therefore we thought it was important that we iterated through several designs. We reached out to receive user feedback from those in our target audience on each iteration of the home page.

"Is it possible to add friends?"

"I'd like to swipe from the home page to the other pages."

"I feel like the colour scheme needs to be more visually appealing."

"How do I know if my challenge has been **sent**?"

"Doing challenges in a row motivates me. I am more likely to exercise if my challenge streak is about to expire"

"It is hard to differentiate between friends with the same profile. Also, how can I see if the challenge has been sent?"

Developing the Profile Page

The profile page was developed when many users suggested that having a section where they can view their statistics would benefit them in many ways. Particularly, it was mentioned that having a profile page with challenges data would motivate people to send challenges more often, and therefore exercise more.
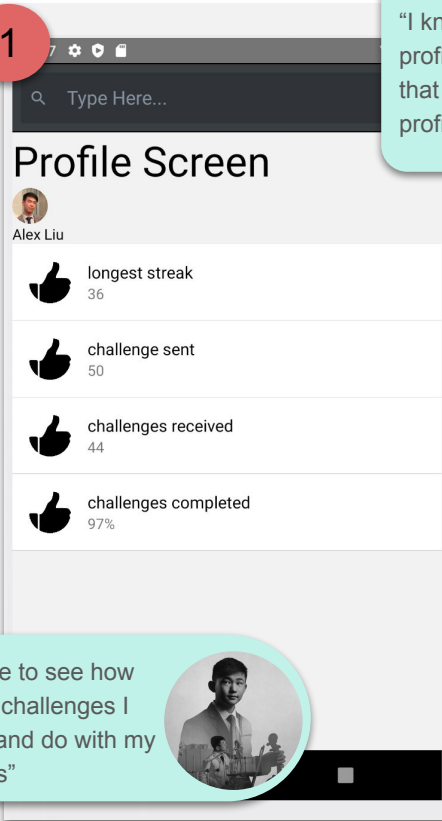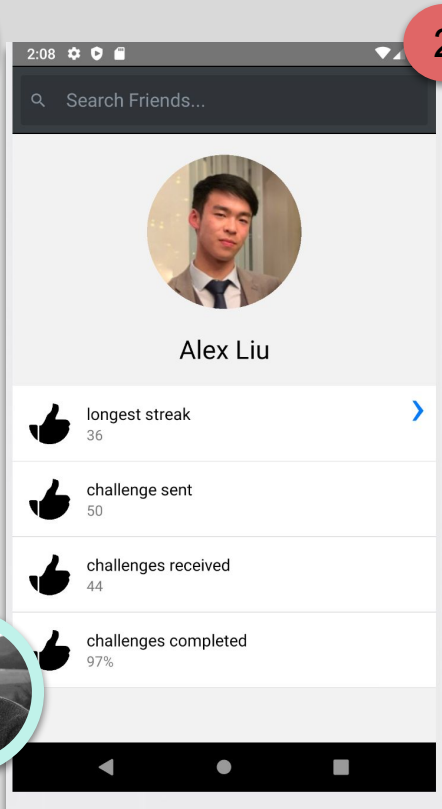

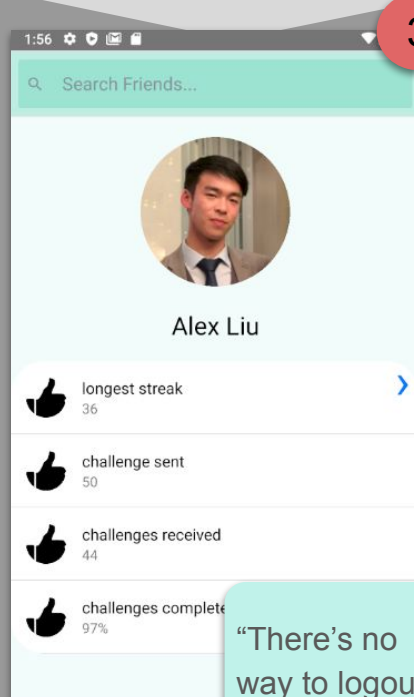"I know it's just a plan but the profile section doesn't look that nice. I can barely see the profile picture"

"I'd like to see how many challenges I send and do with my friends"
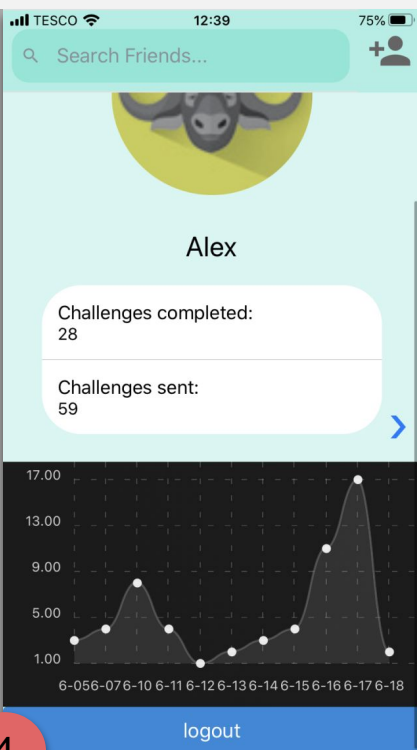
"Will be cool to keep statistics of challenges."

"Avatars help me to differentiate between friends quickly"

"There's no way to logout!"

Filming and sending challenges

The main feature of our application is filming and sending the challenges. Based on user requests, we were constantly developing Fitshare. This includes new functionality, as channels, or UI changes for more intuitive use of the application.
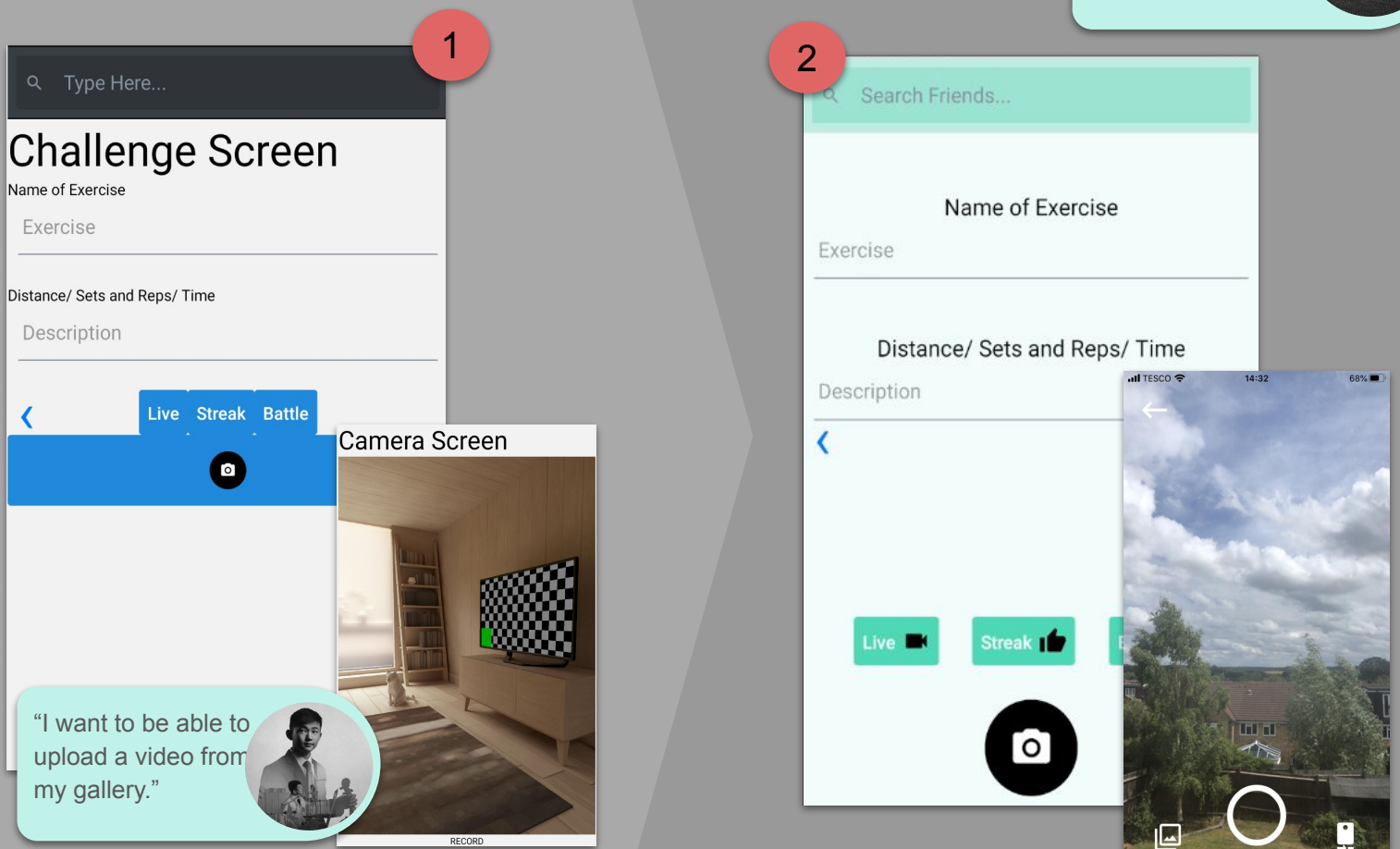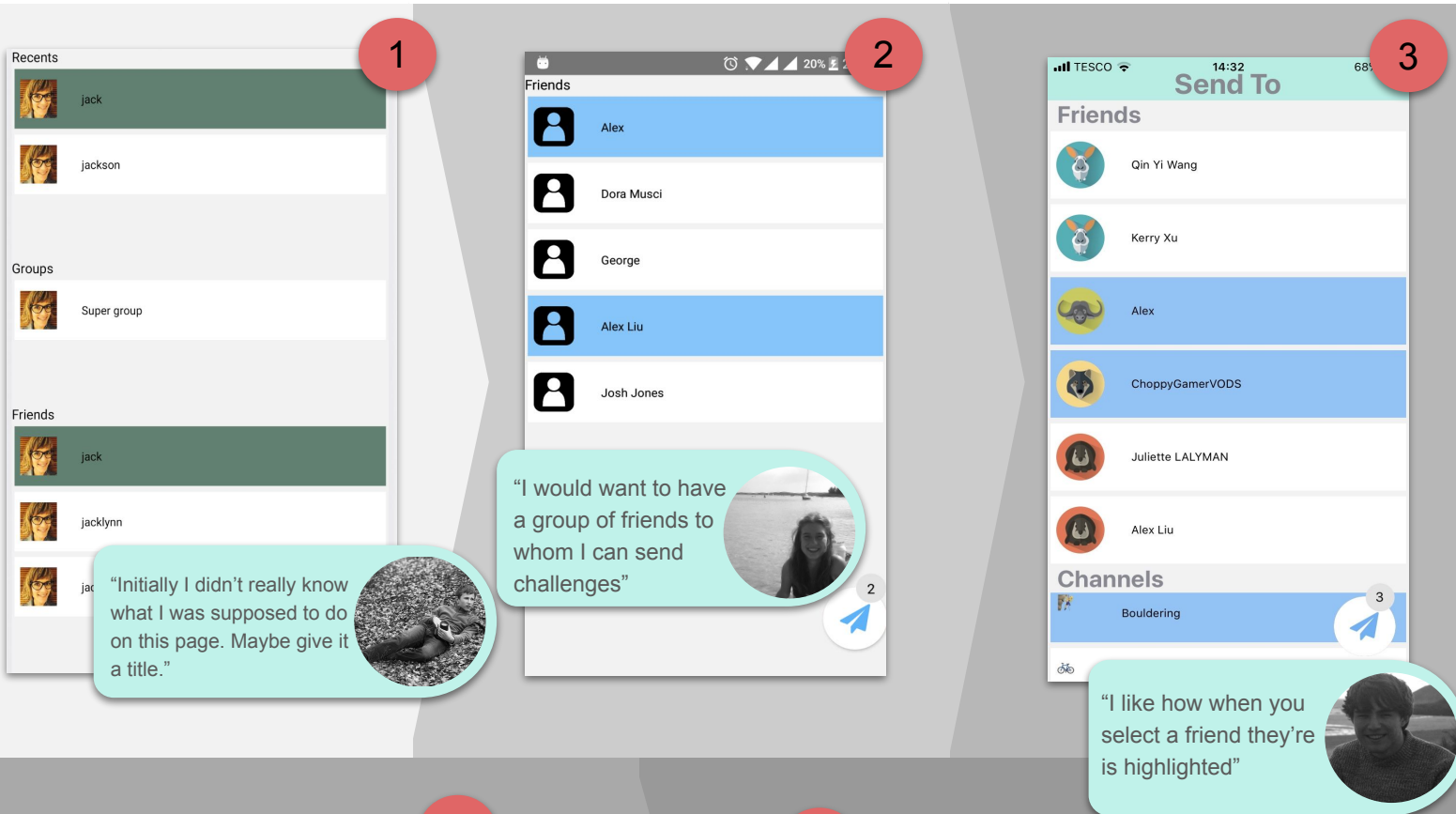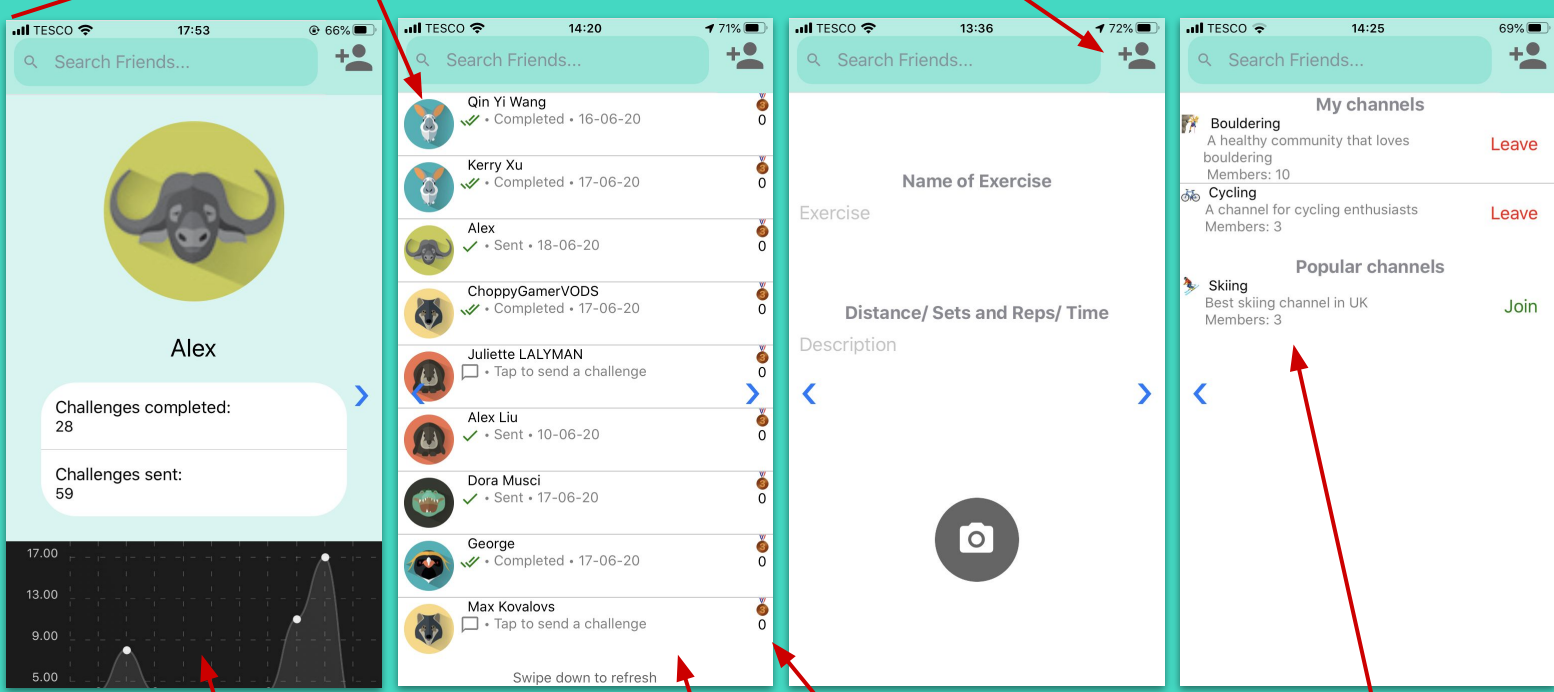
Final Product

4 page swipe menu

Unique avatars

Add friends

Monthly stats

Refresh pull down

Streak

Public channels

Back buttons

Instant video playback

Highlights selected friends
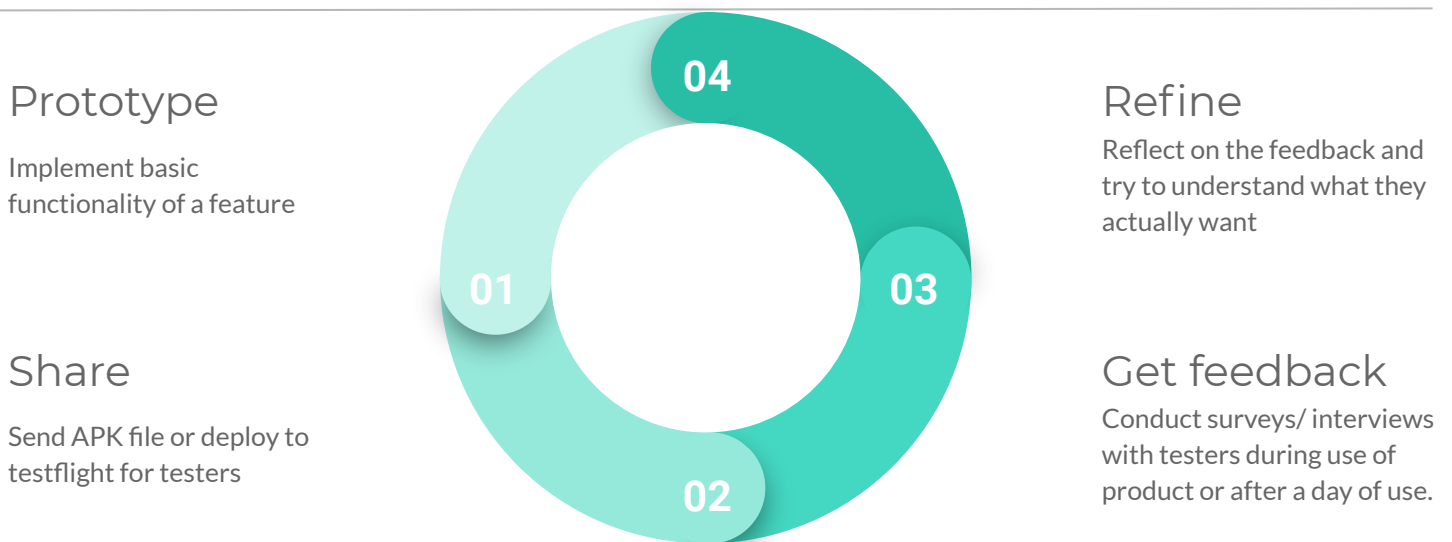

Gallery upload

Flip camera

Recording indicator

Redo and send buttons

Evaluating our Design Approach

In developing Fitshare, we took a user-centered development approach, where we would develop new iterations based on user feedback from the previous iteration.

Our Design Philosophy

Prototype
Implement basic functionality of a feature

Share
Send APK file or deploy to testflight for testers

Refine
Reflect on the feedback and try to understand what they actually want

Get feedback
Conduct surveys/ interviews with testers during use of product or after a day of use.

04

01

03

02

Potential Improvements

This approach meant the app would be developed with the interests of real users in mind, but has one potential major flaw, being a lack sufficient sample size. There's no way be absolutely sure that the four users we chose to closely follow along the development journey represent the best interests of the intermediate exerciser target audience as a whole.

In developing the app, we would ask users what the app is missing, but on second thought, it may have beneficial to also ask what the app could potentially remove. A problem with our approach is that if we continued to use this approach, the app may end up clogged with too many features which may degrade the user experience.

From the very beginning we had a closed mind set on age range. We mostly surveyed teenagers and people in their 20's. Reflecting back on this approach we think we should have approached the problem with an open mindset on age.

Impact

Fitshare Advertisement
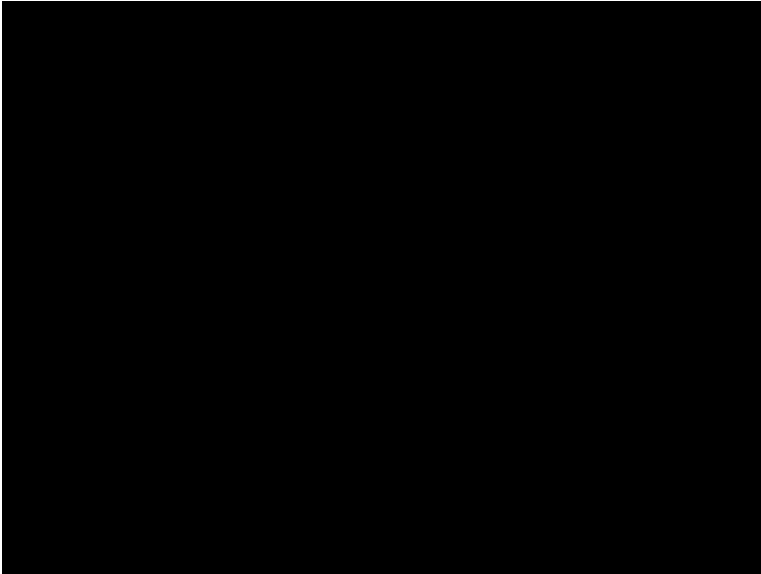
Social Impact of Fitshare

Fitshare motivates people to exercise through social interaction, thus has the positive impact of improving the general health of the individuals using the app, which as mentioned earlier, has a myriad of social benefits. Fitshare also has the incidental impact of being able to bring people together, whether they are friends or strangers, even in times that this may not be possible physically; and this on it's own is more important now more than ever in the current global social-political climate.

We let users use the app for a few days and here was the result:

"A mate of mine I used to gym with quite a lot before the whole lock down and coronavirus and everything, he had to go home to his home country. I got him to install the app as well so we can try match the level of motivation that we would get from each other at the gym in person. Obviously it's not a perfect replacement for being in person together, but it definitely has helped, I mean there have been a few time I definitely wouldn't have finished these sets without having that extra motivational challenge from my mate." - Josh

Interview clip here.

"I haven't used this app for very long but I can say for sure that I will be continuing (to be) using it especially when I can't gym with my friends or because my friends are all around the world.." - Juliette

Interview clip here.

"The channel feature helped inspire and motivate me to go on a bike ride this morning. It's amazing to be connected to so many like minded people." - Csoban

Interview clip here.