Fitabulous

Mobile application for home workout

Product

Fitabulous is a mobile application and responsive website that is created for a social good. The application is for users who would like to keep them fit through this online fitness coaching during the pandemic where they have much restrictions in hitting a gym.

Project duration

Started working from December 2020 and completed the final Hi-Fi prototype by March 2021

The problem

Currently, under this pandemic situation it is quite difficult to visit a gym for working out. Users prefer an application that can help them work out from home.

The goal

A mobile application and a responsive website for a social good to focus on fitness of the user.



Understanding the user

Persona



"I am a fitness freak. Skipping gym can make me feel off for a day!"

Goals

- An application that can suggest her with a coach
- Very effective workout plans
- Mainly focused on Zumba

Frustrations

- "The pandemic has made me sit at home and I am unable to do work outs."
- "Working out without a personal coach does not give me a satisfaction."

Natasha

Age: 35
Education: Graduate
Hometown: Mumbai, India
Family: Spouse and 2 kids
Occupation: IT Professional

Natasha is a 35-year-old busy IT professional who lives with her husband and 2 kids. She is a fitness lover and goes to gym everyday.

She is current situation of pandemic which makes her unsafe to visit. They also feel that working out without a personal coach do not have much effects on their workout plans.

User Story

As a/an busy working mother *type of user*

I want to get a proper work out plan assigned by a coach *action*

so that they can have an effective work out *benefit*

User Journey map

Persona: Natasha

Goal: Shop for clothing online quickly and easily buy items in a specific size

Action	Browse for coaches	Choose a coach	Request a work out plan	Receiving a Workout plan
Task List	• Browse for coaches who fits their goal such as weight loss, weight gain, weight reduction, etc	• Select the appropriate coach for the user • Go through the detail and rating of the coaches	• Tap "Ask for work out plan" button	• Getting notified in notification bar • Visit the notification to view their weekly workout plan
Feeling Adjective	Excited	Focused	Anticipation	Impatient
Improvement opportunities	• Sort gender, type of work out, charges	• Display charges, ratings and their specialization which makes it easier for the user to choose among many	• Confirmation screen once they select a coach	• A completion button to notify the coach that they a are done with the current weeks work out plan

Problem Statement

Natasha is a busy working mother who needs a perfect weekly work out plan because she will not be able to visit a personal coach at gym during this pandemic.

Starting the design

Digital Wireframes for Mobile Application

In this simple version, you can see how the designer approaches solving the user's needs. Selection of a coach from multiple options and the process of getting a work out plan from the coach has been clearly shown as a journey.



Low-fidelity prototype



Usability Study

Research Questions

- How long does it take for a user to select and confirm a coach?
- Are users able to successfully select a coach that they want?
- What can we learn from the steps users took to select a coach?
- Are there any parts of process where user gets stuck?

Participants

5 Participants

Participants were Working Middle aged Mother, young adults with access only to mobile phones. Working professionals. Age groups between 22-45

Participants are new users who plan for fitness coach and also regular gym goers.

Methodology

15-20 mins

Remote

Unmoderated usability study

Users were asked to select a coach and avail a work out plan for the week

Observations	User 1	User 2	User 3	User 4	User 5
Sees uses for labels	1	1		1	1
Doesn't see uses for labels			1		
Knows how to find a coach	1	1	1		1
Confused how to find a coach				1	
Feels frustrated on how to find a coach					
Having trouble in color usage			1		
Has trouble in finding the notifications			1		
Speaks in a positive tone		1		1	1
Speaks in indifferent tone			1		
Speaks in frustrated tone					
Speaks in annoyed / impatient tone					
Speaks in confident tone	1				

Research Insights

Quick Selection of Coach

Users need a way to quickly select a coach without having to go through all entire list of coaches

Clear Notification of Coach selection

Users need a quick confirmation that they have selected a coach

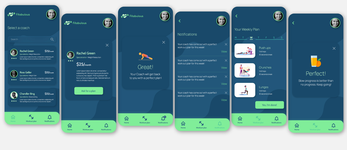
Completion Notification

Users need a notification menu that they have completed with their workout plan.

Research Recommendations

- Add a separate option for searching the coaches with categories.
- Add a separate confirmation screen to confirm user that they have selected a coach
- Notifications to the coach once the user completes their work out plan.

High-fidelity prototype



High-fidelity Website prototype



Impact

The application makes user feel that they do not miss their work out during the pandemic and they get a proper personal coach's work out plans just in their mobile phones.

Learning

The idea of this application was only the beginning. I also understood that not everyone uses mobile applications and this application can also be a web application with responsiveness so that it is accessible for all devices.