



# FITMATE

MUXD 5203 - Design Lab:  
The Industry Challenge

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# TONIGHT'S JOURNEY

## Overview

Meet the Team

Style Guide

Background & Opportunity

## The Story: Create Workout

User Need

Research Findings

Prototype Results

## The Story: Reminder/Alternative Plan

User Need

Research Findings

Prototype Results

## The Favorite

## The Watch List

## Wrap Up

## OVERVIEW

# MEET THE “MATES”



Style Guide  
Visual Design  
High Fidelity Wireframe  
Prototyping



User stories  
Wireflow  
Low Fidelity Wireframe  
Usability Study

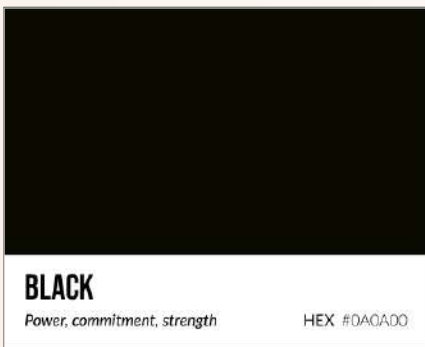


Planning & Scheduling  
Managing Deliverables  
Presentation Decks  
High Fidelity Wireframe



User stories  
Wireflow  
Low Fidelity Wireframe  
Usability Study

OVERVIEW  
**STYLE GUIDE**



## **BEBAS NEUE REGULAR**

AA BB CC DD EE FF GG HH LI JJ KK MM NN OO PP QQ RR SS

TT UU VV WW YY ZZ 0 1 2 3 4 5 6 7 8 9

## Lato Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Mm

Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Yy

Zz 0 1 2 3 4 5 6 7 8 9

## Lato Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Mm

Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Yy

Zz 0 1 2 3 4 5 6 7 8 9

## BACKGROUND & OPPORTUNITY


People are busy...

I only have 15 minutes a day, but I want to stay healthy! Is this possible?

**“Getting started is the hardest part. But, when you’re in the zone with the right vibe, energy and adrenaline, it’s not that bad.”**

Busy, working adults need an easy, informative way to create workout routines so that they can achieve their exercise goals in a timely manner, while knowing how to safely operate equipment.

How might we help users confidently meet their workout goals safely and efficiently?



The story

# CREATE WORKOUT

# CREATE WORKOUT

## USER NEED

Before



### Description

Albert has been wanting to swole up but does not know what high intensity exercise he would be able to fit in his busy lifestyle. Albert is at his corporate job and fortunately, has an accessible gym that he wants to utilize during his one-hour lunch break. He plans to work-out for about 15-20 minutes to give himself enough time to shower and continue on with his work day.

During



### Description

Albert open the app Fitmate on his phone and clicks on the work-out button. He was able to customize his work-out based on the intensity level he was looking for, the target area he wanted, and the time constraint he was under.

After



### Description

Albert proceeds to do a high-intensity workout for about 15-20 minutes following the work-out routine on the app.

## RESEARCH FINDINGS

Questions were useful when choosing a workout

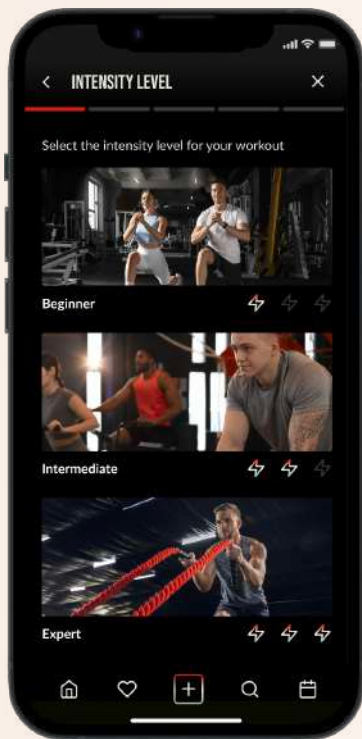
Navigation was user friendly

Progress bar at the top was a great way to indicate where users were during the questionnaire



# CREATE WORKOUT

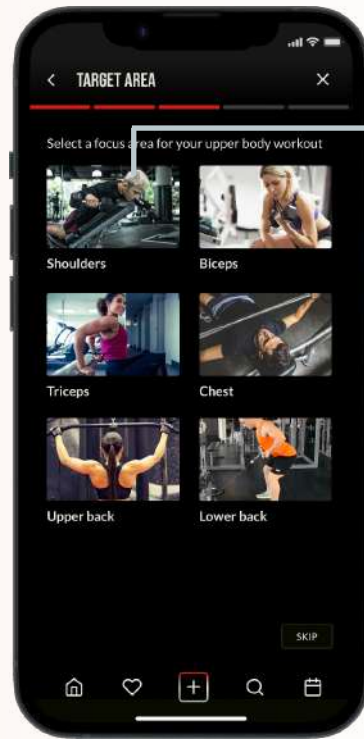
## PROTOTYPE RESULTS



Select intensity level

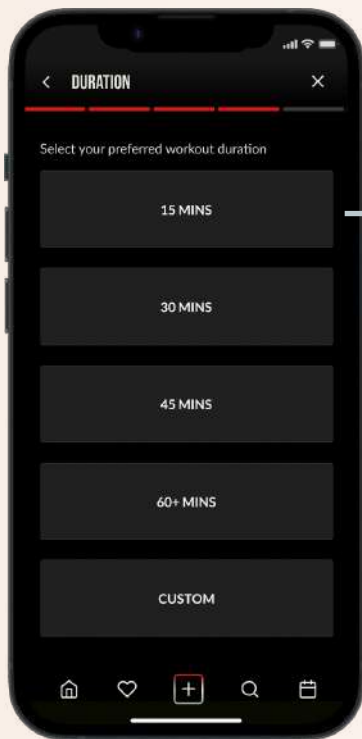


Select target area

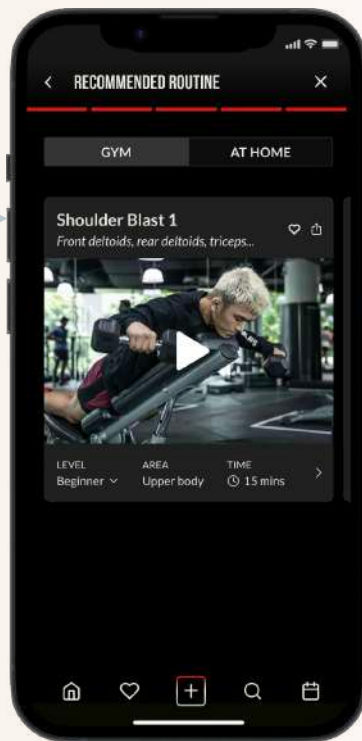


Select focus area

# CREATE WORKOUT PROTOTYPE RESULTS



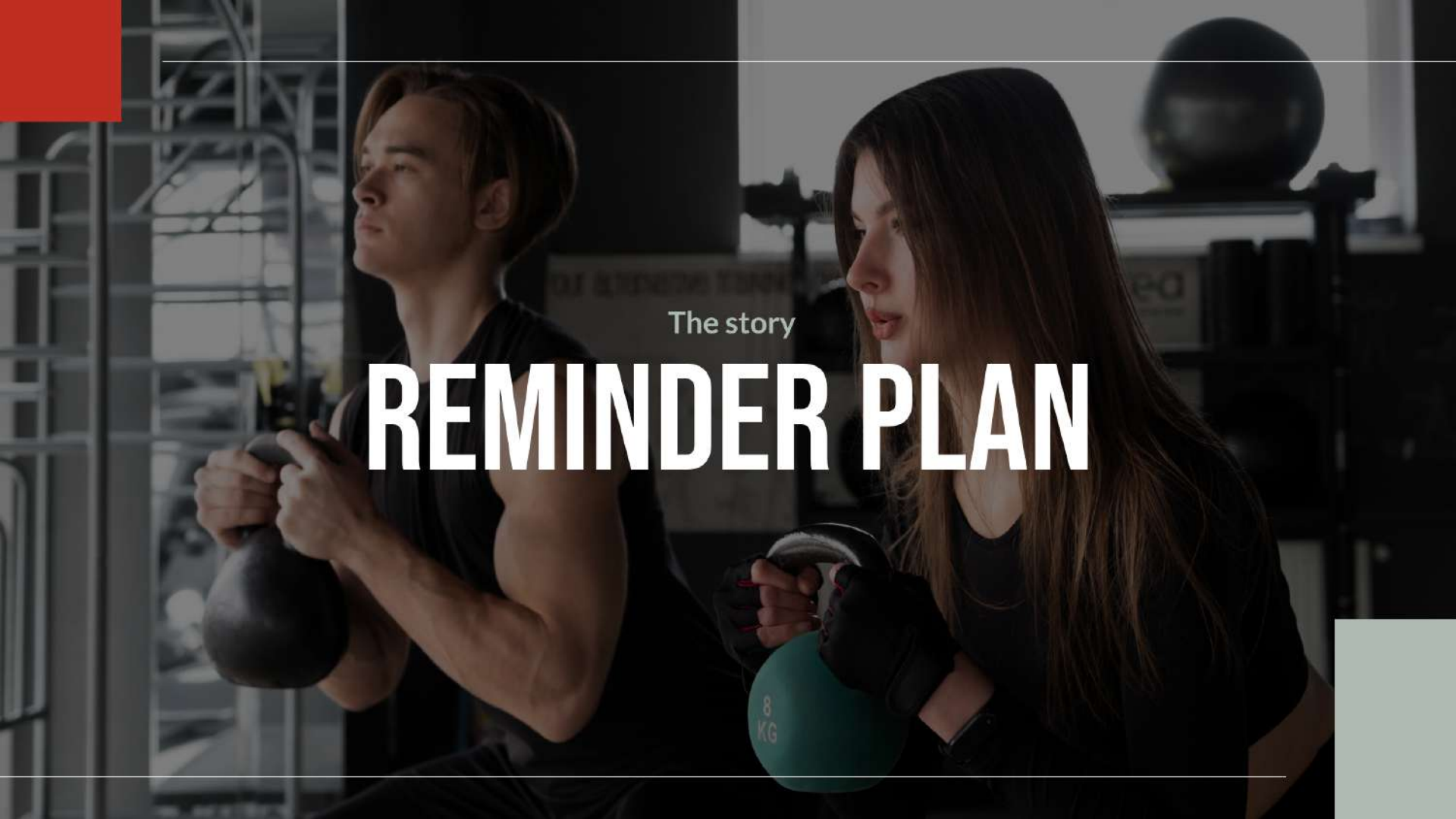
Select duration



Recommended routine



Routine details

A man and a woman are shown in profile, facing right, in a gym setting. The man on the left is holding a black kettlebell, and the woman on the right is holding a teal kettlebell. They are both looking forward with concentration. The background shows gym equipment like a rack and a ball. The image has a dark, moody aesthetic with a semi-transparent dark overlay.

The story

# REMINDER PLAN

# REMINDER / ALTERNATIVE PLAN

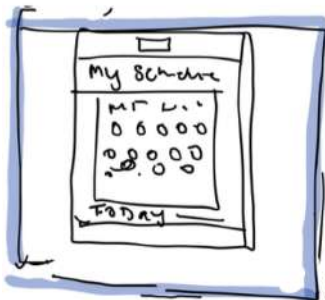
## Before



### Description

Miranda is getting up from bed and is thinking about all the errands she needs to do for the day. Her day is filled with activities with her three children. Although Miranda has a busy lifestyle, she has a set reminder from the Fitmate app, to notify her when it is time to work-out. That being the case, she is concerned she will be too busy to accept the work-out that she has planned for the day.

## During



### Description

Miranda thought of a great idea! She pulls out her phone and decides to utilize the alternative feature on her Fitmate app.

## After



### Description

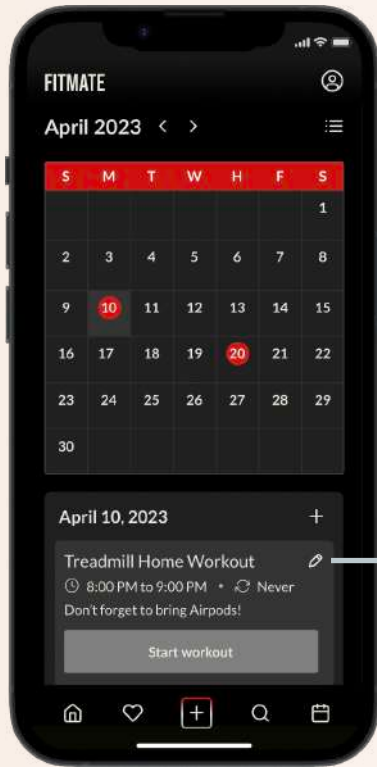
Miranda receives a reminder, and declines it. After sometime the app sends her a new notification with alternative work-out options she can choose from to still achieve her goal for the day. Miranda selects the alternative work-out, and goes for a walk with children for 20 minutes after dinner.

## RESEARCH FINDINGS

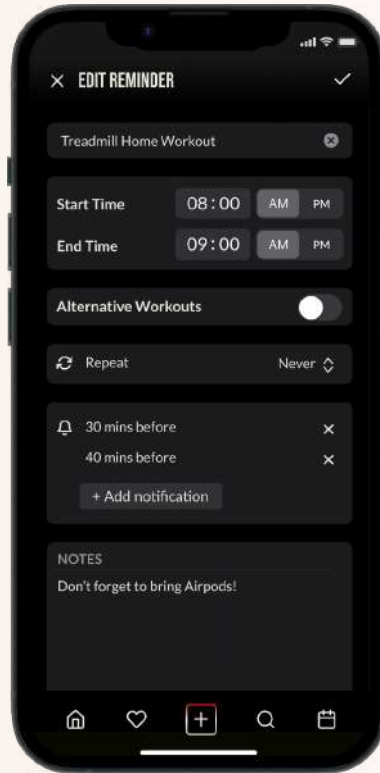
Unique feature to add to your planned reminders. Users may ignore reminders for their planned workout, this is a great way to suggest an alternative workout with minimum user interaction.

Having the ability to turn on or off the alternative workout reminder allows the user to opt out of using this feature.

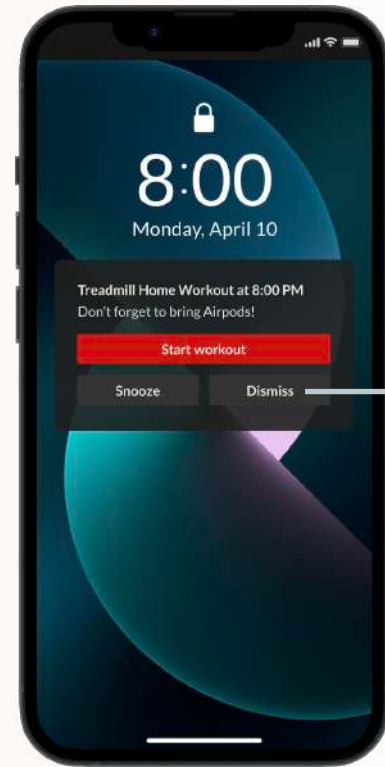
# REMINDER / ALTERNATIVE PLAN PROTOTYPE RESULTS



Workout calendar

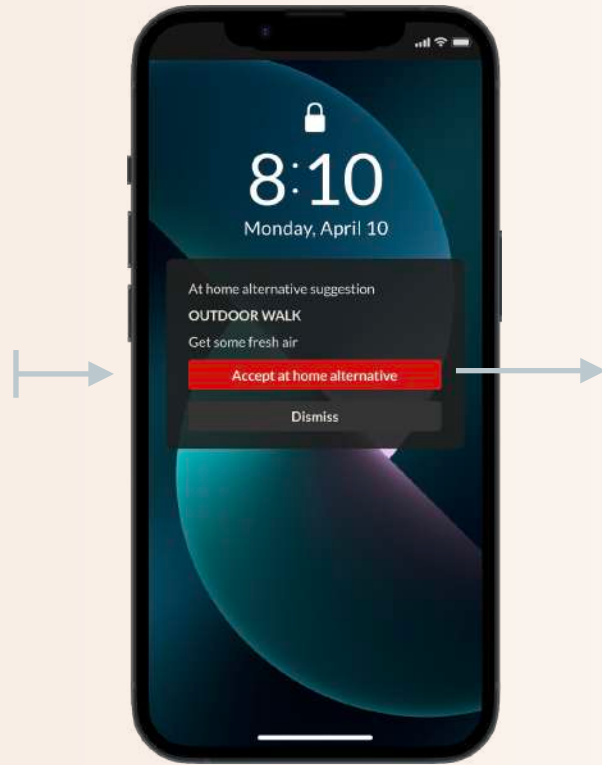


Set / edit reminder

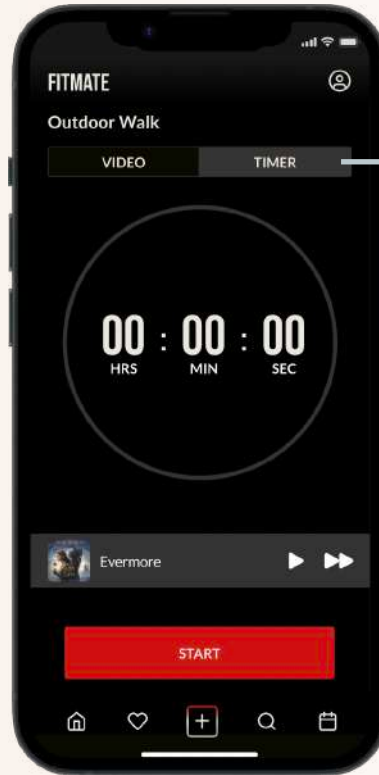


Notification

# REMINDER / ALTERNATIVE PLAN PROTOTYPE RESULTS



Alternative reminder



Workout: Timer



Workout: Video

THE FAVORITE

## SPECIAL CARE WORKOUTS

Interviewees liked the addition of the special care workout section in the second round of interviews.

Interviewees said that they had never really seen something like that. Our goal for this feature was to provide a greater sense of inclusivity and functionality.

This section would address special workout needs such as routines for pregnancy, scoliosis, rehabilitation from injuries, etc.



Future enhancement

# THE WATCH LIST

## NEXT STEPS

The ability to add a scrollable time selector when setting/editing a reminder in the app (Apple Calendar)

Click on the muscle groups in a given routine to see a 3D model with highlighted areas

Adding in time zones for reminders, in case of travel plans (Vacation gains!)

Apple Calendar Integration

App-wide search feature

Airdrop integration for sharing a workout (plus added visibility and interactions!)

The ability to forecast a finish date for one's goal (set via onboarding)

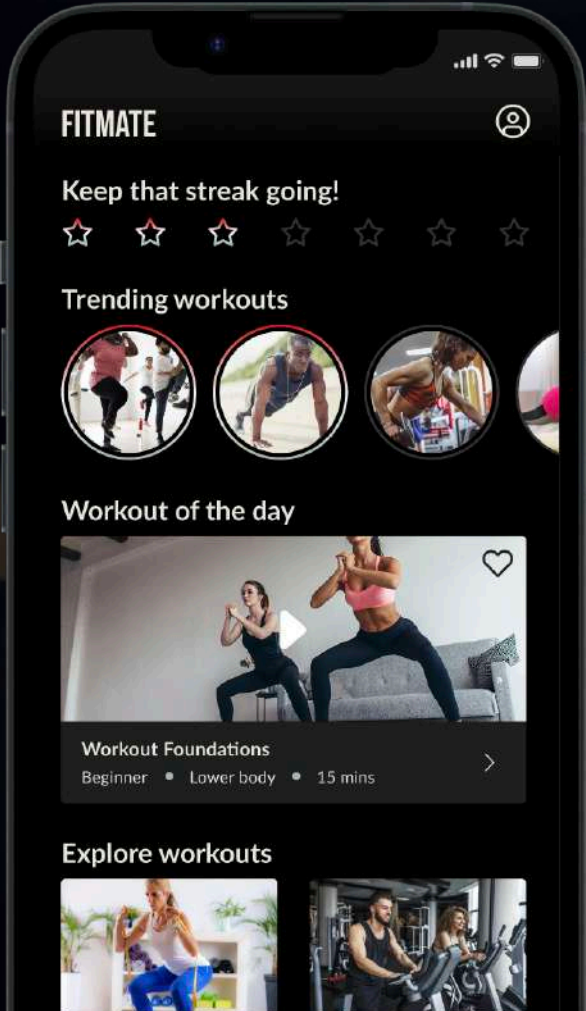
## PROJECT RESULTS

### The Problem:

Busy, working adults need an easy, informative way to create workout routines so that they can achieve their exercise goals in a timely manner, while knowing how to safely operate equipment.

### Our Solution:

- Ability to create customized workouts with variable durations and focus-areas
- Alternate workouts suggested to encourage exercise consistency, removing one of the most common obstacles that prevent people from working out
- Built-in educational material for every workout to reduce risk of injury
- Display target muscle groups for every workout to ensure relevancy and education



FITMATE



Keep that streak going!



Trending workouts



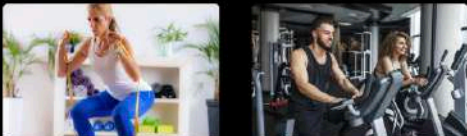
Workout of the day



Workout Foundations

Beginner • Lower body • 15 mins

Explore workouts





**LET'S GET FIT, MATES!**

THE WORK

## LINKS TO PROJECT ARTIFACTS

### User Research Interview Guide

[https://docs.google.com/document/d/1hDaY6GPSedd4I71Vn\\_D7tUokT3rWCODL/edit?usp=sharing&oid=114183920170162689411&rtpof=true&sd=true](https://docs.google.com/document/d/1hDaY6GPSedd4I71Vn_D7tUokT3rWCODL/edit?usp=sharing&oid=114183920170162689411&rtpof=true&sd=true)

### User Research Interview Notes

<https://www.notion.so/Interview-Notes-4d47553a112a4ae1bb7bbe2d51499f98?pvs=4>

### Usability Test Script

[https://docs.google.com/document/d/1iD\\_Ml2GCHeO8LVXXrDjiJ8x8dMm3l0njvPTTLF2F1qo/edit?usp=sharing](https://docs.google.com/document/d/1iD_Ml2GCHeO8LVXXrDjiJ8x8dMm3l0njvPTTLF2F1qo/edit?usp=sharing)

### Figma File

<https://www.figma.com/file/Mhz3BYrS69IV91nVnTO8Gm/Fitmate?node-id=938%3A4496&t=rEN3E4DiCndqhgph-1>

### Figma Prototype

<https://www.figma.com/proto/Mhz3BYrS69IV91nVnTO8Gm/Fitmate?node-id=938-6436&scaling=scale-down&page-id=938%3A4496&starting-point-node-id=938%3A6436&show-proto-sidebar=1>