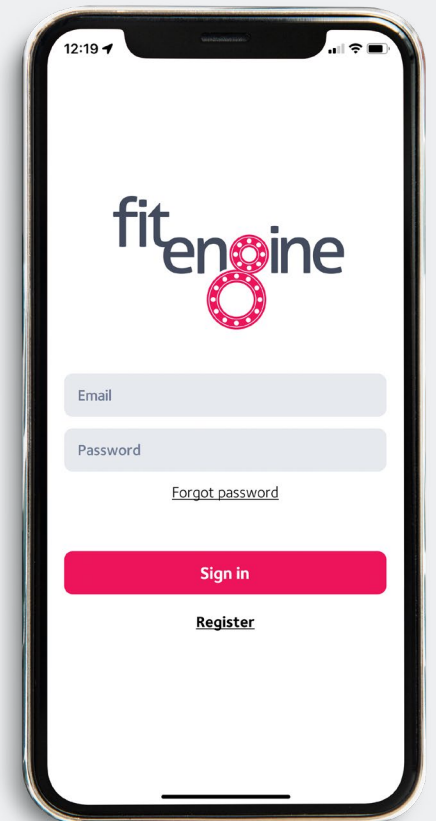# fit engine

CASE STUDY

TENNILLE GRANT 2022

PROJECT OVERVIEW

PROJECT OVERVIEW

Fit Engine is an easy-to-use app for personal trainers to store their client info, progress, photos, programs and exercises all in one place at one low cost.

PROJECT DURATION

March – July 2022

PROJECT OVERVIEW

PROBLEM

Busy personal trainers are annoyed with having Excel spreadsheets, cutting and pasting, and having separate files; and want one, uncomplicated place do to everything without spending a fortune, especially when they're starting out.

GOAL

Design an app that makes it easy for personal trainers to input their clients' information, a central repository for exercises and programs, and a way to track progress at one low price point.
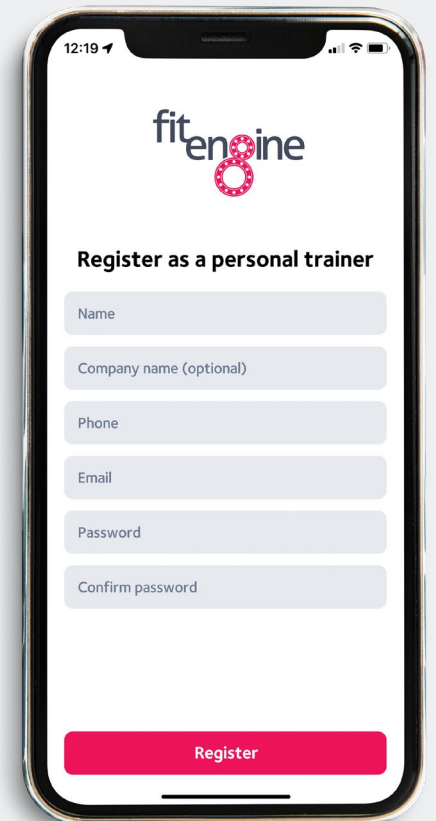
PROJECT OVERVIEW

ROLE

UX designer from concept to delivery.

RESPONSIBILITIES

- Initial research, including interviews

- Paper and digital wireframing

- Low fidelity and high fidelity prototyping

- Usability studies

- Updates and accessibility functions

UNDERSTANDING THE USER

- User research

- Personas

- Problem statements

- User journey maps

USER RESEARCH – SUMMARY

To start, I carried out user interviews and created empathy maps to understand the needs of personal trainers and their current way of working. My initial research indicated that most personal trainers have a number of Excel spreadsheets to create exercise programs and track client progress, plus client information in their phone or in a Word document.

The personal trainers were frustrated with the fact that they so many documents, had to cut and paste, print out programs and keep track of photos. Additionally, they found that current offerings for apps were quite expensive.

USER RESEARCH – PAIN POINTS

1

TIME

Personal trainers spend too much time creating new programs, cutting and pasting and generally juggling information.

2

TOO MANY DOCUMENTS

Most trainers have too many documents floating around, making them hard to manage.

3

PRICE

Other app offerings are too expensive, especially when starting out.

PERSONA
DAVID

PROBLEM STATEMENT

David is a busy personal trainer who needs a simple central repository for exercise programs because it is currently too complicated.

"I want to have a simple app where my clients can see their programs for the next week, showing videos or pictures of the exercises that I prescribe."

GOALS

- To maintain a successful small personal training business, and work on making it bigger in the future.
- Provide a service that helps clients achieve their weight loss and muscle gain goals.

FRUSTRATIONS

- Currently using Excel and Word to build programs and emailing to customers. It looks unprofessional and is time consuming to cut and paste exercises and images.
- Current apps are quite expensive and he doesn't need all the features.

DAVID HOOPER

Age	28
Location	Wellington, NZ
Family	Single
Occupation	Personal trainer

Bio David has been a personal trainer for a few years, and now works out of a small studio that he shares with other trainers. He already has a client base that is fairly well established, with his clients set up on a weekly schedule. He would like to set up new programs and set up a database of images or videos of exercises that he can access for easy use for each program.

USER JOURNEY MAP

Mapping David's user journey demonstrates how useful the app would be.

Goal: to have a simple app in which my clients can see their programs for the next week, showing videos or pics of the exercises.

| ACTION	Meet new client	Record details	Build training program	First training session with new client	Follow up
TASK LIST	Take client details, including weight, writing down on notepad.	Transcribe personal details from notepad into contacts.	Set out a training program according to days wanting to train.	Show client workout program.	Check in with client to see how they went with program.
	Speak to client about injuries, limitations and goals, and take progress photos.	Put client goals into Excel template and put photos into separate folder.	Write program in Excel.	Demonstrate exercises and take client through PT session.	Make notes of progress and update Excel spreadsheet.
	Arrange dates and times to train.	Put days and times into calendar.	Print out and/or email program to client.	Finish session, make sure the client understands program when not training with David.	Copy and paste exercises from program and add new exercises.
FEELING ADJECTIVE/S	Happy that he has a new client. Curious as to how he will help achieve goals.	Frustrated that he has to put details in so many places. Pleased that everything is set up and he can start work.	Annoyed that there are so many steps. Satisfied that the first program is put together.	Excited to go through the first program with the new client.	Glad that the client is happy and making progress. Disappointed that making programs is so time-consuming.
IMPROVEMENT OPPORTUNITIES	Build an app that can be accessed via laptop, phone or iPad. Online calendar.	Have a centralised place to keep all details, goals progress and photos.	Have a place where exercises can be pulled from and put into a program easily.	Client may not remember exercises - a repository to record and upload exercise demos.	Ability to drag and drop exercises. Ability to change weight and reps easily.

STARTING THE DESIGN

- Paper wireframes

- Digital wireframes

- Low-fidelity prototype

- Usability studies
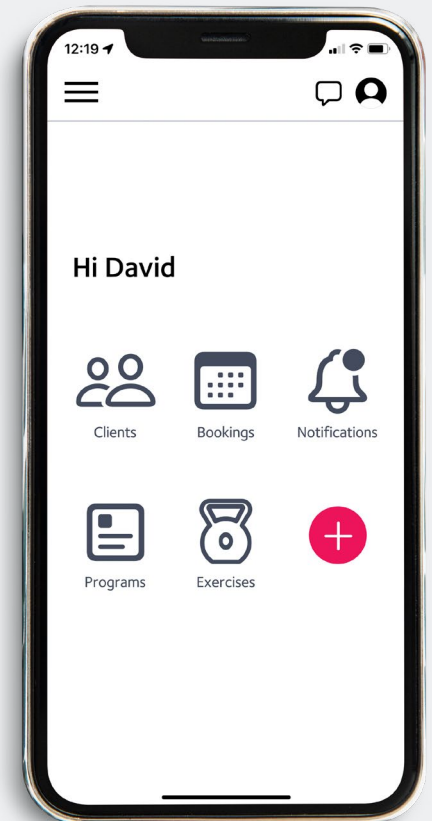
PAPER WIREFRAMES

A number of sketches were drawn out on paper for each of the wireframes, so that I could quickly assemble the pages as I thought they should appear.

Here, the iterations of the home screen are laid out. I decided (with some feedback from an interviewee) on a simple layout without too much clutter.
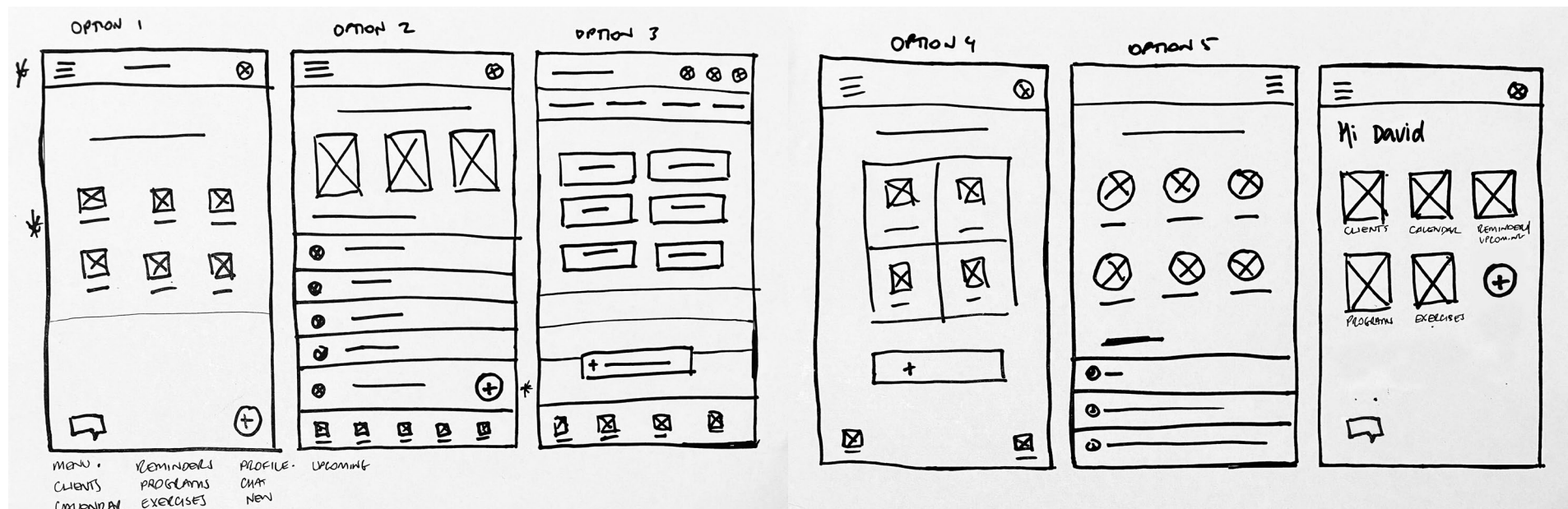
DIGITAL WIREFRAMES

From the paper wireframes created, digital wireframes were completed for the process of creating a new program in the fitness app.

1. Home screen

2. New program

3. Add the program name and image, if desired

4. Enter an exercise for the program, save and repeat as necessary

5. Current program – add notes, plus client and date if required

6. Confirmation screen
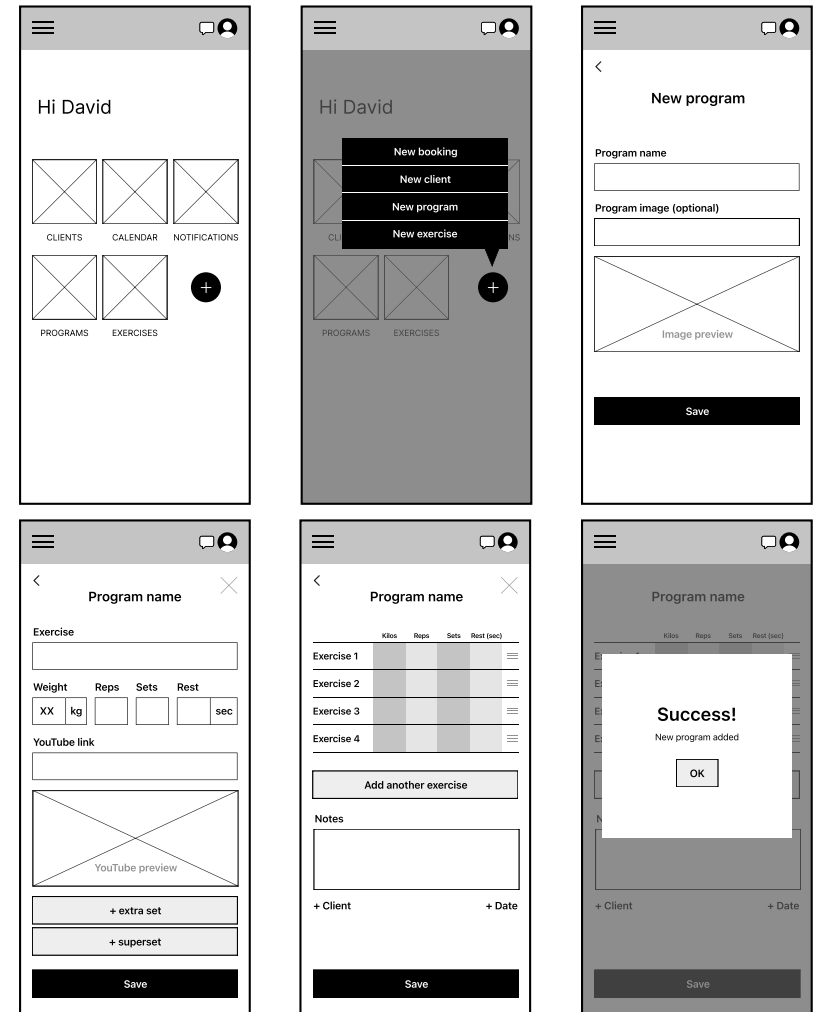
LOW-FIDELITY PROTOTYPE

Once the digital wireframes were complete, they were used for a low-fidelity prototype.

The primary user flow presented was for creating the program, however I also linked the other sections to get an idea of how the entire app would flow.

View the low-fidelity Figma prototype here.
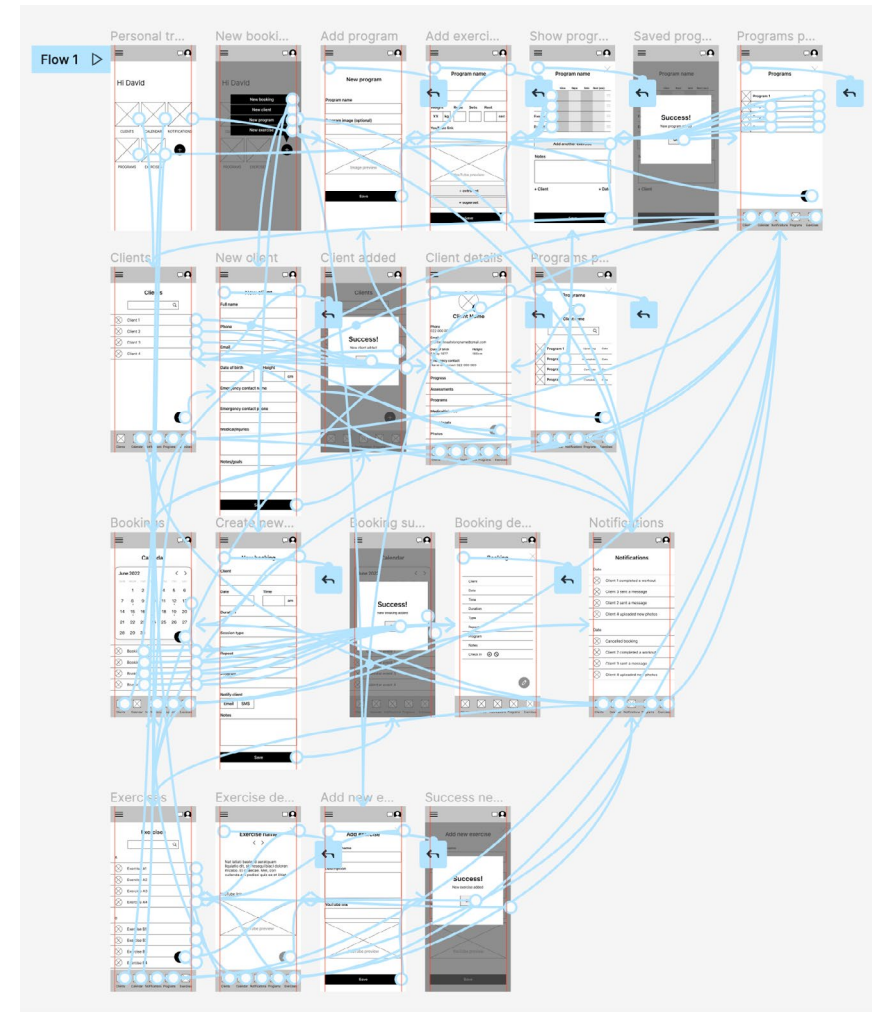
USABILITY STUDIES – FINDINGS

Carrying out the first of two usability studies helped refine the low-fidelity prototype so that the full colour mockups could be created. From here, a high-fidelity prototype was produced for the second study, to which users responded very positively.

FINDINGS

- The use of 'calendar' was not clear to view or make bookings, so it was changed to 'bookings'

- There were some inconsistencies on page design, which were fixed

- Participants suggested that there be a pop up confirmation instead of a confirmation page with an 'ok' prompt to continue, which was incorporated into the design

- Positive feedback on high-fidelity mockups

REFINING THE DESIGN

- Mockups

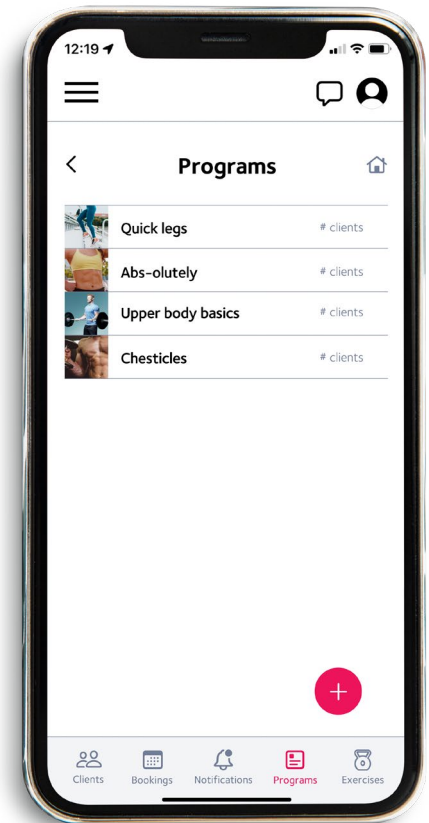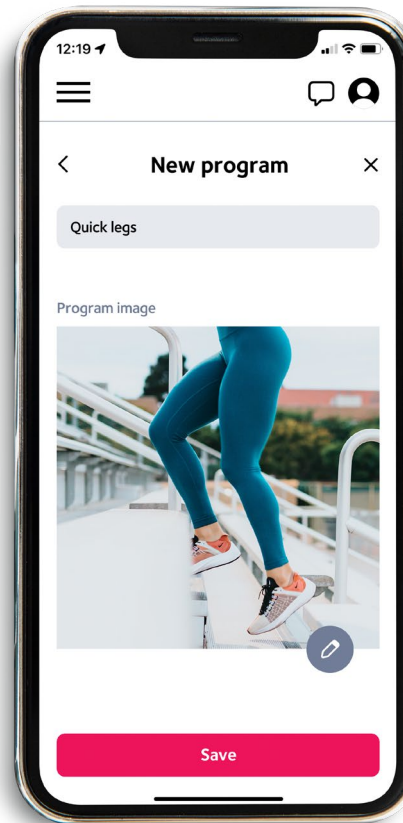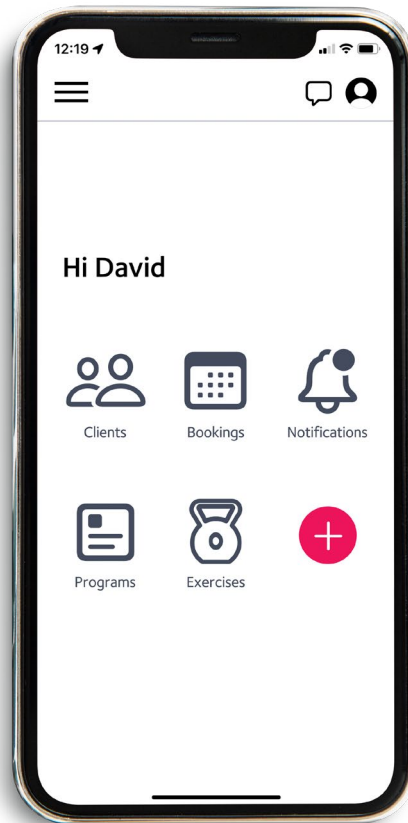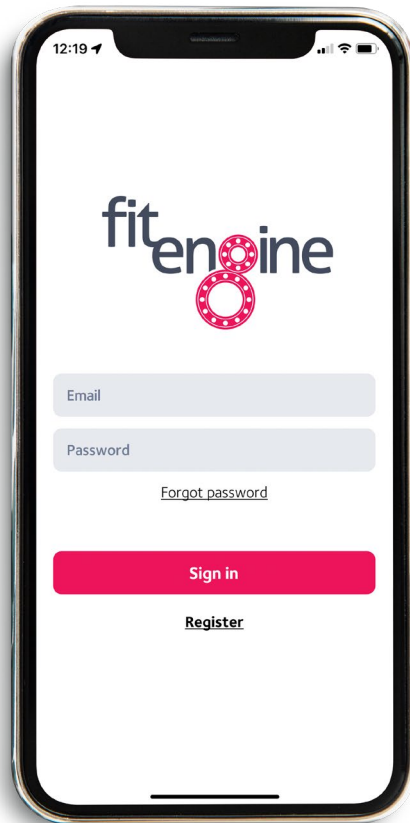- High-fidelity prototype

- Accessibility
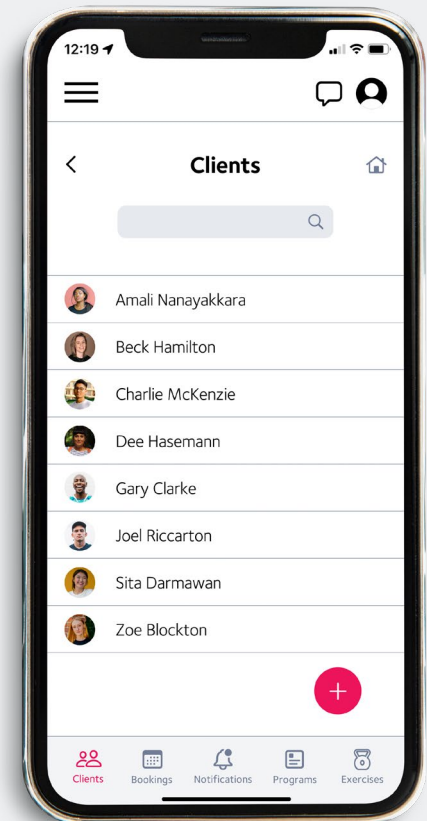
MOCKUPS

From the usability studies, it was ascertained that it was not clear that bookings could be viewed and made through 'calendar', so this was changed to 'bookings'.

It was also found that the users didn't like to click 'OK' to get to the next screen, so the 'success' overlay has now been set to disappear instead of having to click 'OK' to progress.
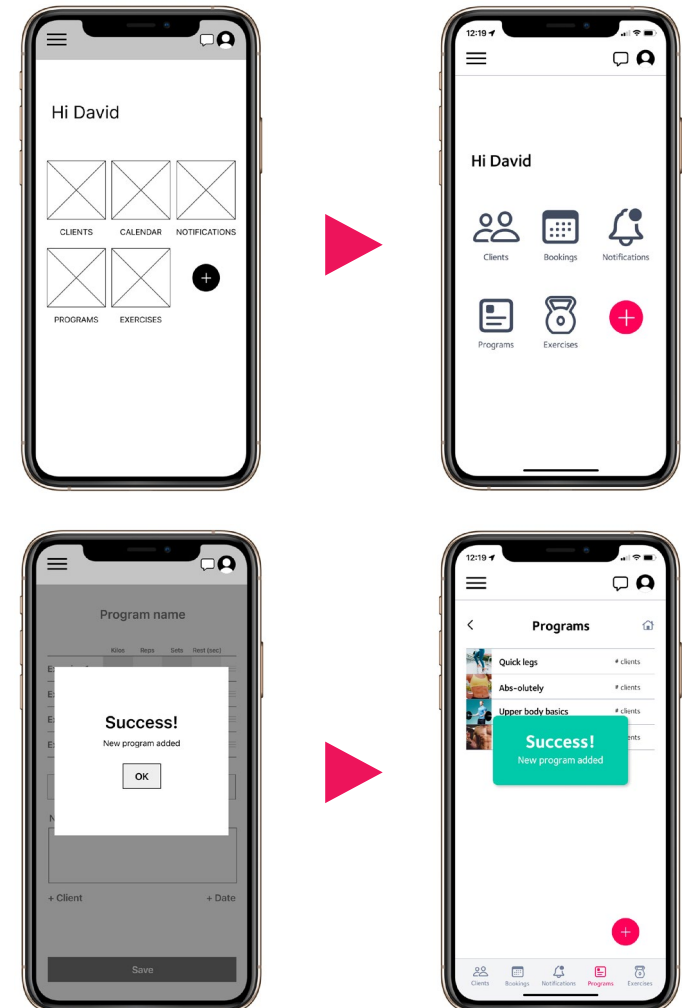
KEY MOCKUPS

HIGH-FIDELITY PROTOTYPE

The final high-fidelity prototype for adding a new program is simple, elegant and easy to use. In the example below, I added a pop out for the menu and the profile.

View the Fit Engine high-fidelity prototype for adding a new program here.

In addition to this flow, I have gone a few steps further and created a prototype for majority of the Fit Engine app, which can be found here (still under construction).
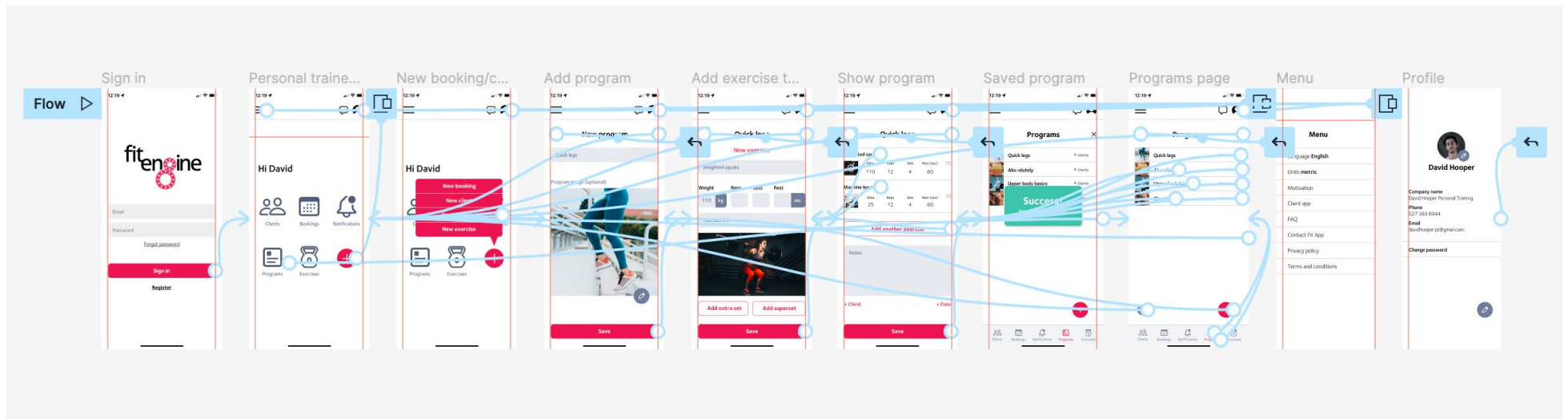
ACCESSIBILITY CONSIDERATIONS

ICONS

I have included the use of icons to assist in navigation throughout the app.
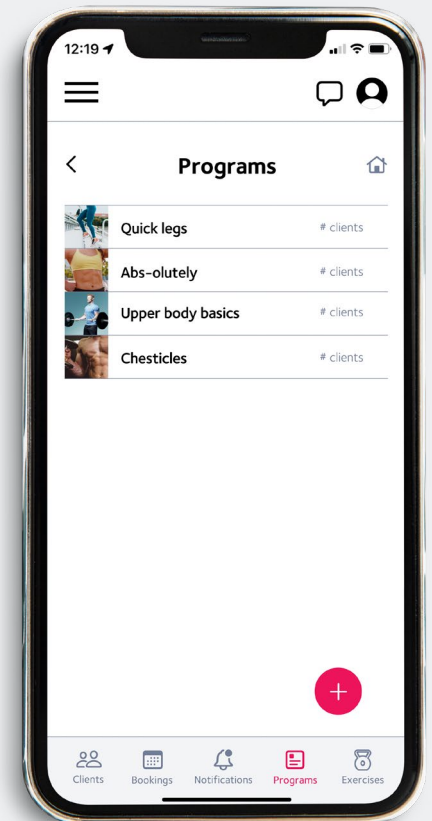
SCREEN READER

Alt text has been added for use with screen readers for users with vision impairments.

IMAGES & VIDEO

Images and videos are encouraged for use throughout the app to assist both the personal trainer and their clients.

GOING FORWARD

- Takeaways

- Next steps

TAKEAWAYS

IMPACT

The app is easy to use and helps personal trainers keep their client contact info, client progress, bookings, programs and exercises all in one place. It's simple to create new programs and add exercises, as well as adding extra information and tracking progress. Additionally, there is functionality to message clients and view when workouts are completed.

LEARNINGS

Not only is it important to interview subjects to determine initial pain points before designing apps and websites, it is crucial to conduct usability studies and include accessibility considerations.

NEXT STEPS

USABILITY STUDIES

Now that I have designed majority of the Fit Engine app, it's important to carry out further usability studies to confirm that the user's needs are met.

USER RESEARCH

To ensure Fit Engine evolves with its users, additional research will be conducted periodically, prompting adjustments to the design of the app, as well as extra functionality, where required.

THANK YOU

Thanks for taking the time to review
my case study.

Please contact me to find
out more.

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