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Team Builders: Fitness + Health App
Usability Study

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Introduction / Background

Team Builders is a versatile fitness app designed for personalized workout scheduling, group events, and comprehensive progress tracking. This research aims to elevate the user experience, with a specific focus on team dynamics and efficient progress monitoring.

Research Focus:

1. **Understanding User Preferences:** Explore the fitness app industry to identify user needs and preferences.
2. **Team Progress Tracking:** Optimize the user experience for teams, emphasizing efficient progress monitoring.
3. **New User Onboarding:** Facilitate a seamless entry for newcomers to the fitness lifestyle with accessible features.

Research Questions:

1. **Factors Influencing Aversion to Workouts:** Investigate reasons behind individuals' reluctance to engage in exercise.
2. **Community vs. Individual Workouts:** Determine user preferences regarding community workouts versus individual sessions.
3. **App Features for Commitment and Growth:** Identify features that encourage commitment, facilitate growth, and support learning.
4. **Motivations for Exercise:** Understand the intrinsic and extrinsic factors that motivate people to work out.
5. **Optimizing User Experience:** Develop insights to optimize user experience for both power users and newcomers.

Script

Intro and Background

Hi! My name is [YOUR NAME] and I am [STUDENT INFO] at NMT.
Nice to meet you! Before we begin, I would like to do an audio/sound recording for this interview. Is this okay? I would also like to ask you for your written consent.

[BEGIN RECORDING]

My name is [YOUR NAME] and I am a [STUDENT INFO] at NMT. This semester I am taking a User Experience Research and Design course. I am conducting this interview to answer some questions I had regarding fitness apps.

Our goals for this research are to learn:

- What will help people keep track of their fitness
- Learn how people like to communicate with trainers or friends when it comes to working out
- Get a grasp of what will help people that are just getting started with lifting; staying committed, see growth, and learn new motions

There are no wrong answers, feel free to express your thoughts.
Any questions before we begin?

Questions (Regular Person):

- Would you consider yourself an organized person or freelancer?
- If organized, what helps you be organized? Apps? Journey?
- What does fitness mean to you?
- Do you go to the gym, currently? If so, how long have you been going?
- Is it a regular scheduled activity or something you just do whenever you have time?
- Why do you go to the gym?
- What do you like about it? What's your motivation, the best thing about the gym?
- Was it hard for you to find your way around the gym?
- When you first started was it overwhelming, exciting, confusing?
- Did you use any outside resources to teach you how to use equipment or learn new workouts? If so, what resources did you use?
- What did you like about it?
- What did you dislike about it? / Can you tell me about a time/negative experience?
- Do you prefer working out by yourself or with others? Why?
- Would you have liked to have a community to reach out to or do you have a community now?
- If you could design the perfect workout app, what would it look like? What features and services would you include to make it perfect for you?

Thank you for participating in this interview!

Interview Results + Insights

Lizeth:

- **Independent Gym Experiences:** Users value the freedom to work out independently.
- **Scientific Backing:** Credible and scientifically-backed advice is crucial.
- **Efficient Progress Tracking:** Video-based learning is preferred for efficient progress tracking.

Elijah:

- **Visual Learning Importance:** Visual learning, with highlighted exercises on diagrams, is crucial.
- **Flexibility in App Usage:** Users appreciate flexibility, with pre-set workouts for streamlined usage.
- **Community Engagement Motivation:** Community engagement is a motivating factor for progress sharing.

Milaan:

- **Team-Oriented Power User:** A power user seeks a team-oriented app for sport-specific workouts.
- **Electronic Tracking Systems:** Electronic tracking systems for progress are essential.
- **Visual Components:** Visual components, such as correct form videos, play a vital role.

Michael:

- **Notification for Scheduling:** Inconsistent gym-goer desires notifications for scheduled workouts.
- **Preference for Solo/Small Groups:** Prefers solo or small group workouts.
- **Emphasis on Progress Tracking:** Emphasizes the importance of progress tracking and comparison.

Research Goals

1. **Streamline Fitness Tracking:** Develop features for easy and efficient fitness tracking.
2. **Enhance Team Bonding:** Improve team dynamics and progress tracking for power users.
3. **Facilitate New User Entry:** Introduce features that make the fitness lifestyle accessible and convenient for newcomers


Methodology

1. **Data Analysis:** In-depth study of existing fitness apps to identify strengths and weaknesses.
2. **Personas:** Develop user personas for targeted design based on research insights.
3. **Storyboards:** Visual representation of user interactions through scenarios for better understanding.
4. **Prototypes:** Iterative design process with user feedback loops to refine and improve.
5. **Usability Testing:** Rigorous evaluation of the app's usability through carefully crafted scenarios.

Data Analysis

Personas

Mason Led



Key Attributes

- Extrovert
- Independent
- Science oriented

Background

- Age: 23
- Occupation: Nuclear Engineer
- Location: Austin, TX
- Status: Married
- Character: Grad Student

Goals + Desires

- Maintain a consistent workout routine
- Prioritize health in his life
- Learn healthy habits
- Improve mental health
- Increased back support


Motivations

- Stress relief
- Simplicity
- Effective - Science-based workout routines

Frustrations

- Content Creators who lie to profit off beginners
- Lack of time
- Apps that require manual entry of information every single time.
- Unclear instructions
- Long workouts
- Unattractive branding

Dexter Jester



Key Attributes

- Hard Working
- Easily Distracted
- Poor with time management

Background

- Age: 27
- Occupation: Office Worker
- Location: Santa Fe, NM
- Status: Single
- Character: Gym novice

Goals + Desires

- To develop a routine of going to the gym constantly
- To feel confident in his look and not be self conscious
- Wants a way to track his progress and keep him motivated
- Would like a way to coordinate workouts with friends

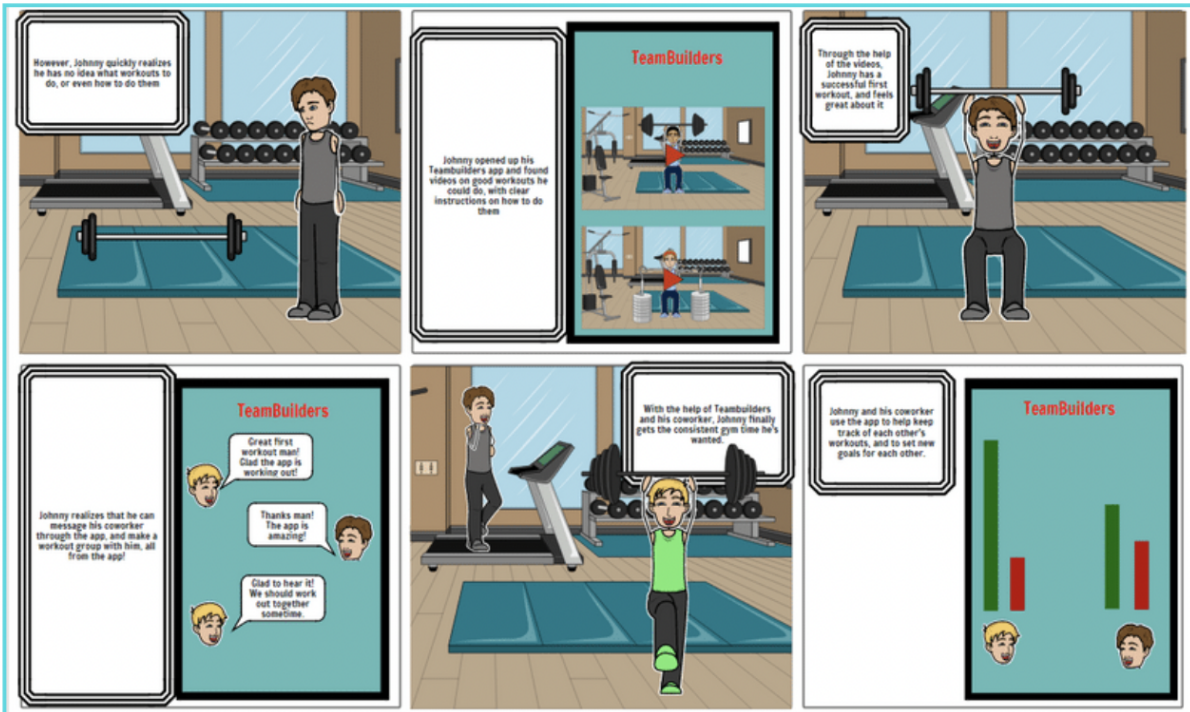
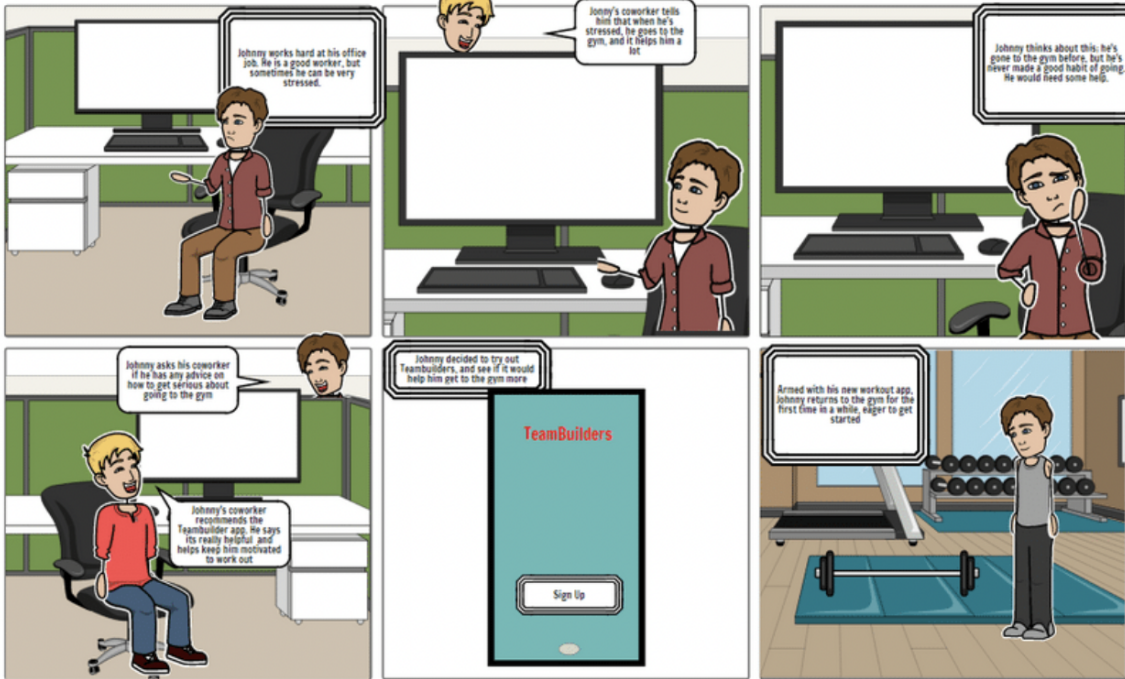
Motivations

- Stress relief
- Health
- Fitness
- Looks

Frustrations

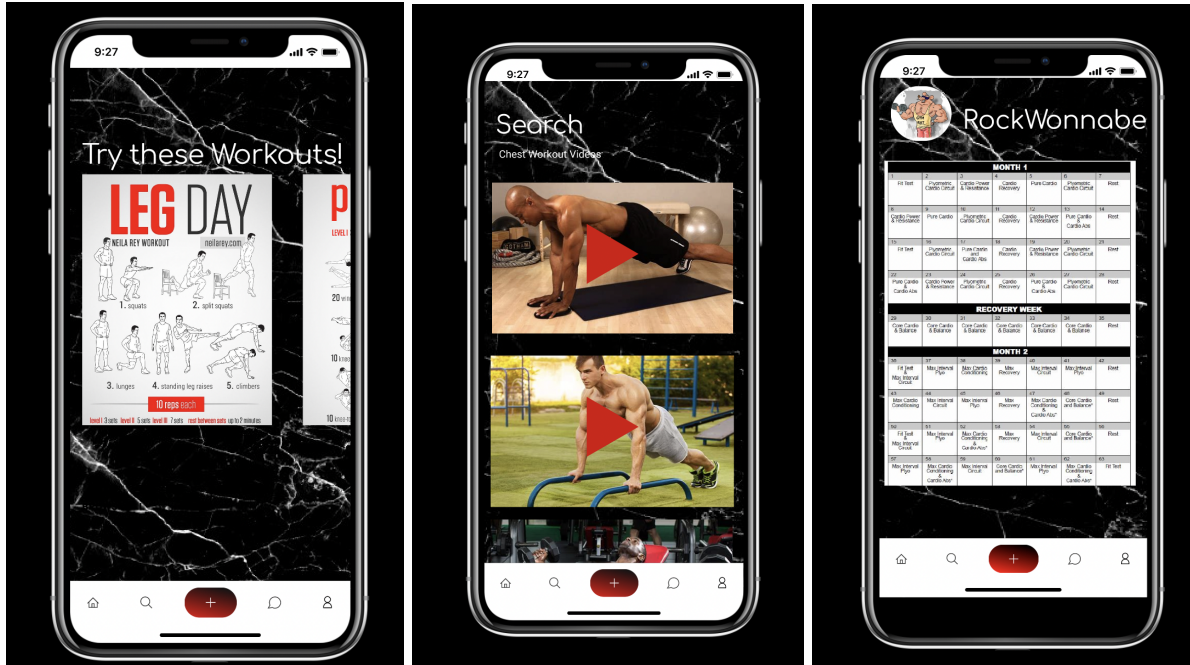
- No good apps on the market
- Feels unmotivated to work out
- Doesn't want to work out alone
- Can't seem to find a time in his busy work schedule to consistently work out
- Doesn't know where to begin to start seriously working out
- Trainers either cost too much or put him up to workouts that he feels are beyond his ability

Storyboards

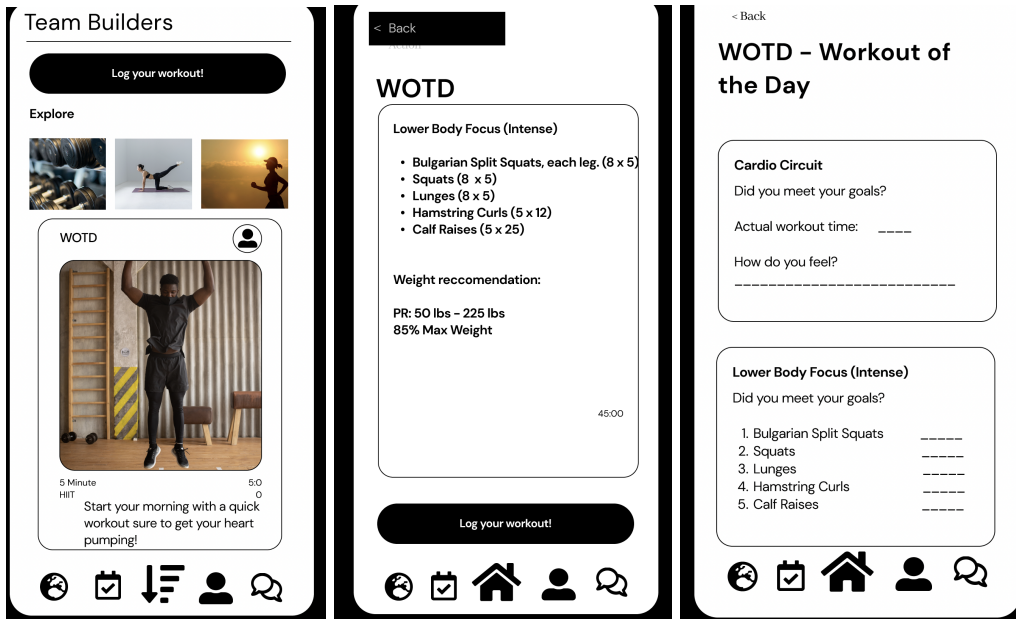


Prototypes

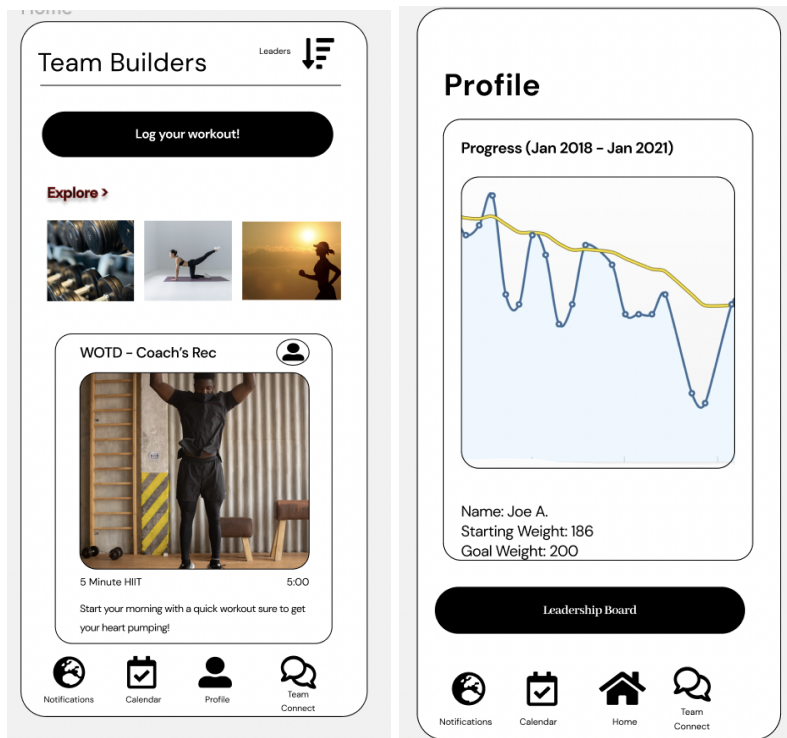
Iteration 1: [LINK](#)



Iteration 2: [LINK](#)



Iteration 3: [LINK](#)



Usability Testing

Interview Script , Tasks, and Scenarios

Intro and Background

Hi! My name is [YOUR NAME] and I am [STUDENT INFO] at NMT.
Nice to meet you! Before we begin, I would like to do an audio/sound recording for this interview. Is this okay? I would also like to ask you for your written consent.

[BEGIN RECORDING]

My name is [YOUR NAME] and I am a [STUDENT INFO] at NMT. This semester I am taking a User Experience Research and Design course. I am conducting this interview to answer some questions I had regarding fitness apps.

Our goals for this research are to learn:

- Analyze the usability of a workout app, Team Builders.
- Note any difficulties you encountered during this observation.
- Make adjustments to the second iteration of this app based on your feedback.

There are no wrong answers, feel free to express your thoughts. Say your thoughts aloud like what you like, don't like, play-by-play. Take screenshots of whatever you are having trouble with and I can blur out your personal information.

Any questions before we begin?

Scenarios:

Power User

Scenario: You are preparing for an important game and need to meet your workout goals for the week before. You are behind on your workouts so you increase the intensity for the day. However, you come across *Bulgarian Split Squats* and have no idea how to complete the workout so you look for the tutorial provided by the app. As you're working out you log your data in the and notice that you reached a new pr and would like to share with your community. You head on over to *Team Connect* and share with your peers. This makes you feel inspired and so you check your progress on the *Calendar* feature to look back on your progress. Before you leave the gym, make sure you check *Team Connect* for messages from your coach/community trainer.

Tasks:

1. Login into your account (assume they have one already)
2. Check the workout for today
3. Change workout to desired fitness goal for today
4. Identify exercises that you aren't familiar with and use app to learn how to do it
5. Go through workout and log your data
6. At the end of your workout post a comment about your workout for the community
7. Check your progress charts
8. Check your message from your community trainer

New User

Scenario: Your friend just told you about the *Team Builder* app because you wanted to get back into fitness, so you downloaded it. You go to the app and realize you have to create an account. After your account is created you are taken to the home page, you explore the workouts listed and choose a light cardio workout to get back into it. After your workout you want to log your progress for the day and share it with your peers on *Team Connect*. You want to look forward to the upcoming week so you check out the *Calendar* feature.

Tasks:

1. Create account (select template that best fits your desired fitness goal)
2. Check workout for today
3. Identify exercises that you aren't familiar with and use app to learn how to do it

4. Go through workout and log your data
5. At the end of your workout post a comment about your workout for the community
6. Check your progress charts
7. Check your message from your community trainer

Thank you for participating in this interview! Do you have any questions for me?

[END RECORDING]

Results

- **User Challenges:** Power Users faced difficulties with icon familiarity and leaderboard navigation.
- **New User Struggles:** New Users encountered issues with app intro, icon meanings, and locating the leaderboard.
- **Homepage Layout Concerns:** Some users found the homepage layout overwhelming.

Next Steps:

- **Iteration 1:** Address icon familiarity, streamline app intro, and improve homepage layout for enhanced user experience.
- **Iteration 2:** Refine design based on user feedback, focusing on intuitive navigation.
- **Iteration 3:** Finalize design improvements for a seamless and motivating user experience.

Conclusion:

Team Builders aims to redefine fitness app experiences by understanding user needs, optimizing team dynamics, and ensuring accessibility for all users. The iterative design process prioritizes user feedback, aiming to create a user-friendly platform that fosters a community committed to fitness and well-being.