PART 1:
BRIEF BREAKDOWN AND ANALYSIS

BREAKDOWN:

GUGapp
CLIENT BRIEF

Background

Challenge

Design a fitness and health app for booking and scheduling appointments at the independent gym, Get Up Go.

The gym currently offers group fitness classes, yoga classes, and one-on-one personal training sessions available for booking in advance.

Our Audience

New and existing members of Get Up Go

Considerations

- How can you make the app appealing and accessible to potential users in the first instance?
- How can you encourage users to continue using the app on a regular basis?
- How can you convey a sense of healthy living through the design?
- Think modern, think clean layout, think visually appealing.

Requirements

- Must include a minimum of 6 user screens
- Must incorporate existing logo
- The app should include but is not limited to the following functions:
  ⇒ User profile with upcoming classes currently booked
  ⇒ Class schedule
  ⇒ Personal training schedule
  ⇒ Booking function (including canceling and editing booking)
  ⇒ Basic gym information such as location, opening hours

Colours
#01C8DC
#000000

Fonts
Gilligan Shutter
Avenir Next Condensed

Get Up Go
FITNESS CENTRE

ANALYSIS:

FITNESS AND HEALTH BOOKING APP: App has to emphases the booking feature of different classes, at different dates and times. Should include a schedule and calendar feature.

GROUP FITNESS, YOGA CLASSES AND PERSONAL TRAINING: Each of the types of classes should be separated. Group and Yoga classes should present user will an experience level scale. Personal training classes should have a consolation element (discussion between user and trainer).

NEW AND EXISTING MEMBERS: The app has to cater to new users, meaning there should be strong affordances, and the use of gym terminology should be limited. There needs to be an intensive for existing members to use the app.

APPEALING AND ACCESSIBLE: Has to be easy for users to navigate and use from the instance they open the app for the first time. So they should know how use and where the main features of the app is. The app has to be appealing, present a professional and on brand approach to the way in which the app looks.

ENCOURAGE USERS TO CONTINUE USING THE APP: Present users with an intensive or reason to keep using the app, for example the use of trophies or rewards.

CONVEY A SENSE OF HEALTHY LIVING: Use imagery and a color pallet which correlates to healthiness.

MODERN, CLEAN, VISUALLY APPEALING: Use modern design trends used in current mobile applications. Focus on quality over quantity, keep it simple, and keep its consistent. Use correct structure techniques in particular situations.

USER PROFILE: Have the users information, as well as the classes that they are currently scheduled to attend. Provide a way for users to make changes to their classes on that screen.

CLASS SCHEDULE: Use a calendar to present this information in a clean and visually appealing way.

BOOKING FUNCTION: When users want to make a cancellation present a confirmation. Editing the booking could include time, date or both.

BASIC GYM INFORMATION: An about us screen, opening hours presented as a table, location, who they are and what they provide. Take into consideration hierarchy of information.

PART 2:
RESEARCH AND ANALYSIS

A) CLIENT/TOPIC BACKGROUND:

Functionally, independent gyms aim to create a place in which is more focused and centered around achieving the goals of their clients through either, personalalised or group sessions. Compared to corporate gyms where D.I.Y is the leading functionality.

Following on from that, as gyms can feel like an intimidating place one thing that independent gyms also present and offer a higher sense of community between themselves and the clients and clients and other clients. The language that is used on their pages use words like "we" and "together". As a result creating a strong-business customer relationship, and making the business feel more inviting to the user.

One similar gym to Get up and Go fitness centre is BodytoSoul Fitness. This independent gym provides multiple different and unique classes in order to meet their users needs. The target audience for this gym that can be distilled based of the website are younger to middle age demographic, between 19-35 years old, that are both experienced and inexperience gym users.

One form of class they provide is private one on one sessions whereby allowing users to achieve their personal fitness and health goals.

Through the private sessions communication between the trainer and the user through the use of consolations are considered a key element in order to get a clear understanding of the user and what they are aiming to achieve in each of their sessions. Along with that consolations are also important through the process of getting a new client, as they want to create a genuine connection with their that individual.

Along with that another key element that BodytoSoul fitness has as well as many other independent gyms have is group training sessions. Each of the group sessions that they provide and focused around different fitness activities and regimes. In order to make these sessions more suited to each individual client they all presented different fitness and experience level classes, enabling a sense of security, comfort and enjoyment.

http://body2soulfitness.com

A) EXISTING DESIGN SOLUTIONS:

F45 TRAINING:

The F45 Training is an app centered around the booking of classes sessions. Therefore their home screen is a ongoing list of all their session, whereby they use uniform connectedness through the use of common regions to separate the classes based of the date of the session. Along with this a calendar icon is presented on the top right of the screen, this allows user to easily select a specific date in which they want to book a session compared to having to scroll through a large list of session. I feel like the use of uniform connectiveness is important to add into my site, however I feel that the use of the five hat racks, and hicks law could make searching for a session much easier. Therefore I will also be using those principles along with a search bar to make the process of choosing a session easier for the user, and thereby increasing their user experience.
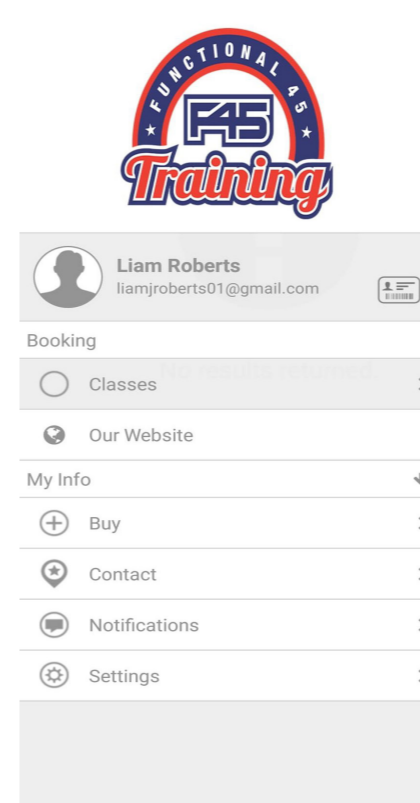
Unlike many other apps the F45 Training app doesn't use a footer menu, but instead only uses a hamburger menu. This hamburger menu is consistent with most other apps by having it in the top left. Along with this the layout of the hamburger is also constant with other applications. For example, by having the users profile at the top, and the setting/logout button at the bottom, with the rest of the main content features presented in between. As a result creating a less busy interface and allowing for a much cleaner design to be made. This use of consistancy in terms of icon locations and the presentation of information in my hamburger menu is something I will incorporate into my app. As I feel having a consistant layout will make the app easier for users to navigate.

Following on from this in the hamburger menu and throughout the app, they also use good accordances, this is typically in the form of arrows. For example, right facing arrows on elements showcases to the user that by clicking a certain element will take them to another section of the app, and down facing arrows showcasing that a drop down option will be presented. Finally each icon, which does not present an obvious accordances (calendar, and profile) is accompanied by a label, making the app design more user centered as it allows users to understand what each icon will allow the user to do. As my app is going to be for new users as well I feel that I have to use obvious affordances in my app, and where necessary accompany it with labels as a result making the app easier to understand and reducing the amount of errors that a user may make on my app.

On the users home page, it is broken down into 3 different headings, schedule, passes and wallet. The schedule showcases upcoming classes, or if no classes are booked users are able to use this screen to take them to the booking screen, making the user experience much easier. The wallet and passes sections, are for previously purchased classes or passes, and currently purchased passes respectively. The use of tabs on sections is also a feature I will utalise in my app as it makes it feel modern, clean and visually appealing as content is not clustered all in one screen. Hence achieving one of the key considerations from the brief.

A) EXISTING DESIGN SOLUTIONS:

JETTS FITNESS:

One other similar design solution is Jetts Fitness, which focuses mainly on the booking and organisation of fitness classes. When the user first opens the app it presents them with a visual queue to the hamburger menu. Therefore allowing the users to understand that this is the main form of navigation for the app.

Along with this when the user goes to the profile page it again provides them with visual queues to the different headings that users can choose from. They also provide them with a dialogue box to explain what is stored under each of the headings. This is something that I believe will be important to add into my app as I will be targeting both experienced and non experience gym users therefore some users may not know how to navigate through a gym based app, or more importantly may not be highly tech savvy

In order to make the process of selecting a session they provide the user with different categories and sub-categories to choose from. For example, group work outs, personal training sessions and J-series sessions. Thereby allowing user to easily choose what type of class they want to do, and only see the available times and dates for that said class. Following on from that the Jetts Fitness app also provides the user with the use of a calendar, to make the date selection process easier, and more efficient for the user. These are other feature which I feel will be useful to add to my app as it will make the booking process simple and easy for users to navigate through and complete.

Along with this they also use a good design in relation to error prevention. They grayed out days and times that have already passed, on the calendar as well as sessions that are booked out on the list of sessions screen. As a result, allowing the user to under stand that those sessions are no longer available to choose, and does not allow them to accidentally click on them. Again I feel this is something I need to utalise in my app as the use of error prevention increase the user experience greatly.

Finally, The app also has a contact screen, which provides a table of the opening hours for each day of the week. They also have information on the specific location that the user has selected, they provide a written address of that said location as well as a map of where the gym facility is. This is something I will also be including in my app as by doing this it allows a better depth of process in regards to where the location is.

However, one thing that the app lacks is flexibility, the only thing users are able to do on the app is book sessions. Therefore based of reviews I discovered is creates a much more negative user experience as they feel constraint to only being able to do one thing on the app. Therefore to increase my apps usability and user experience I will be including multiple feature which can be done on the app. As a result this will also lead to a higher chance in users returning to the app.
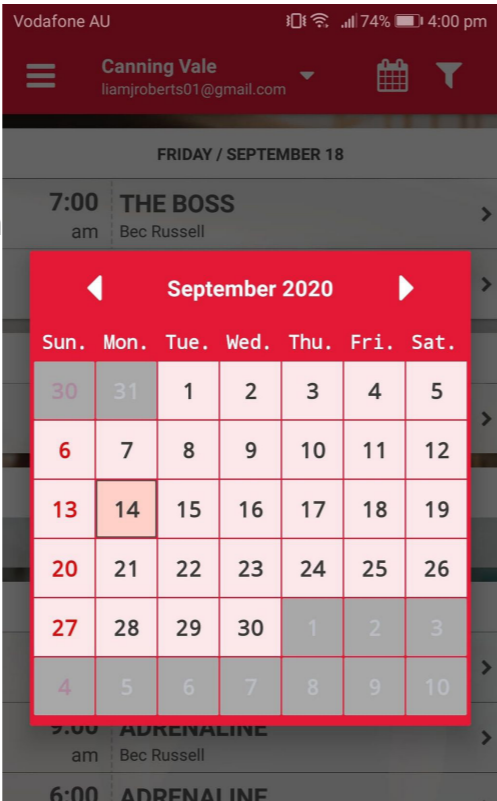
# A) EXISTING DESIGN SOLUTIONS:

Fitify: Workout Routines

Fitify: Workout routines is a fitness app that is more focused on teaching users different workout routines for different parts of the body. These include abs, upper and lower body, cardio and stretching. One of the key features of the app is the amount of control that it gives to the user, for example while they provide users with the basic routines (as seen in image 1) users are able do add different routines that focuses more around different tools they might have available to them, such as a pull up bar or a suspension system. This ability to give the users control is a feature and principle which I want to utalise throughout my app in different situations. As a result allowing both experienced and inexperienced users to use the app, as they can control the app based on their level of experience.

Along with this the app also uses hicks law well, in order for users to get specific routines that cater to their needs and goals. For example they can change it so they only see ab workouts you can do on the floor, and also can change the impact level. Again I feel including this type of feature will allow my app to cater to both new and experience users which is a key requirement presented in the design brief.

Following on from that when the user has selected the workout routine that they want to do, the app provides a great use of depth of processing. They give the user visual instructions on how to do the workout and also text based descriptions. By doing this it allows the user to better understand the information that is being presented to them. I feel that this is something that will be useful for my app, as some users may want to read about the workout before they go to the gym so they can do it while they are there with no distractions, while others may want to follow along with the video while they are at the gym.

However one this that I think is not great about the app is that the videos have no audio to them. So when I make my app I believe that it will be beneficial to include audio into the video, this is due to it increasing user experience and also accessibility. So by having a video that tells the user what they are doing while they are doing it, it not only allows users to do the workout at the same time without having to watch the video but it also allows visually impaired individuals to follow along and use the app.

Finally, one thing that I think the app could have again done better was with its use of affordances. This is inparticular in the footer menu. A few of the icons are not clear in terms of their feature, and only when the user clicks on the icon does a label appear. Therefore in my app if an icon is not 100% obvious then a label will be used to accompany it. Therefore making the icons affordance obvious to the user and increasing user experience.
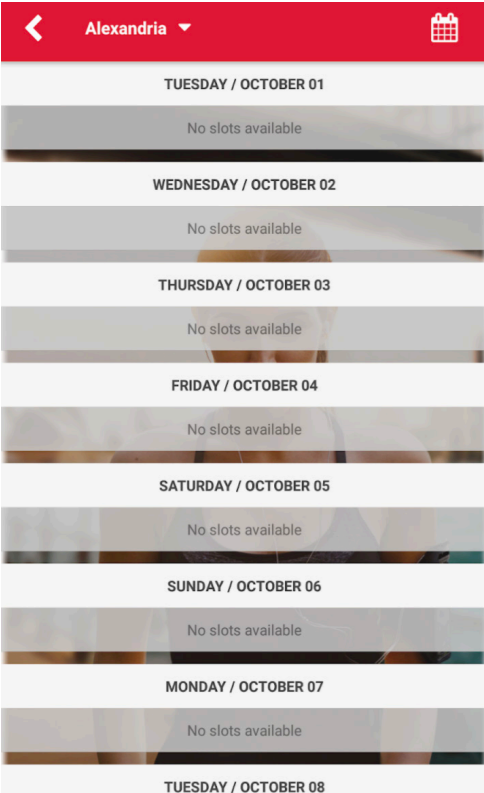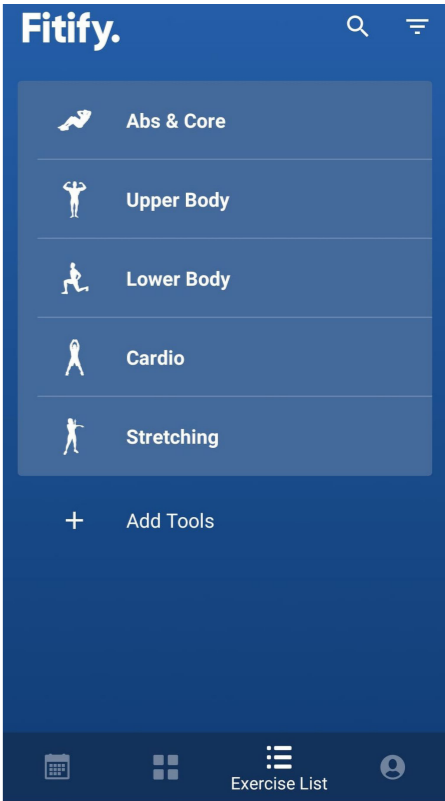
A) APP UX/INTERACTIVE DESIGN TRENDS:

From research I did on UX/Interactive app design trends on sites like 99 design, and Mind Inventory I found many different trends, these are a few I feel might be useful for my app:
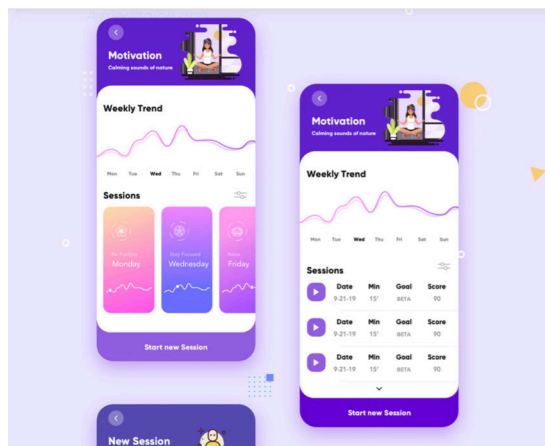

One of the main UI design trends of 2020 is the use of maxed-out and furturistic colors. According to 99 Designs (2020) purples and blues along with other neon colors seem to be the stand outs. Along with that they are also colors that really pop against both dark and light backgrounds, such as whites and blacks.

Another popular design trend in 2020 is the use of rounded organic shapes. These use of soft shapes are gaining traction due to them make stereotypically, sterile tech designed applications easier and more engaging to interact with. Along with this the use of rounded corners used in these shapes are considered nicer on the eyes and therefore helps process data easily. (Mind Inventory, 2020).
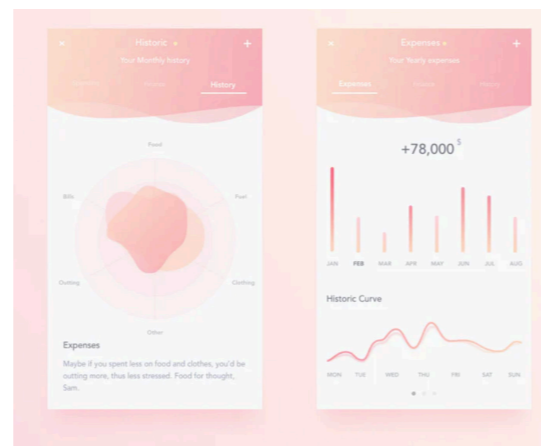
One other major up and coming design trend as according to 99 designs (2020) is the use of highly customisable features in an application. Therefore providing the user with the ability to customise and personalise the app it allows the experience of using the app to also be personalised. As a result making the user feel more in control when using the app, and therefore giving the user a better user experience overall.

As it becomes more difficult for users to reach the top of their mobile screen, due to the rise in larger screen sizes on mobile devices, more apps are starting according to Mind Inventory (2020) place key navigation objects at the bottom of the screen. However, along with this an additional trend feature is that the bottom navigation is developing into bottom sheets whereby users can swipe the navigation bar in order to reveal additional features.
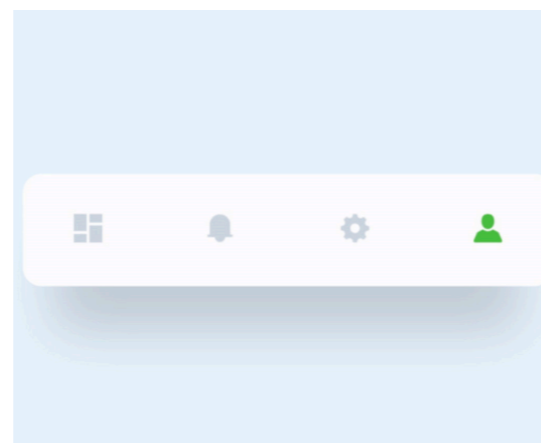
B) TARGET AUDIENCE:

Based of conducted research the main target audience for this app is going to be new and current members of the Get up and Go gym.

Therefore targeting both males and females, and an age range of between 19-40 years old. It will focus on individuals who are health and body concision, as well as those individuals whom are wanting to make a change to their lifestyle regime. Finally as the app will be for new and existing users, it will thereby target both users whom are gym savvy, and are confident in the gym and newer gym users, whom maybe less confident is a gym environment.

INTERVIEW QUESTIONS:

1. Do you go to the gym?

2. Why did you join the gym/ why do you not go to the gym?

3. What are your main goals when you go to the gym?

4. What motivates you to go to the gym?

5. What type of apps if any do you use while you are at the gym and why?

6. Do you use any fitness-based mobile applications and why/why not?

7. Do you use these applications often, why/why not?

8. What would motivate you to use these kinds of apps more frequently than you currently do/ start using these apps?

9. What is your experience using these types of apps?

10. What type of information do you typically seek out using these apps?

11. Is there any other information that you would like to see/ or would have liked to see when you started using these apps?

12. If you don't use fitness apps, what type of information would you expect to see in these types of apps?

13. Have you ever booked a session at the gym, such as a private session?

14. What was your experience like when booking the session, was it easier or more difficult than expected and why?

15. If you haven't booked a session before, what types of features would you expect to see when using a booking feature for a gym?

B) USER GROUP ANALYSIS REPORT:

Lack of Information on the Gym/Gym Environment

Quotes:

"For me some things would be what you were saying earlier, like a graph on what times are usually busy or not busy, and information on equipment would be cool." (Int. 3)

"I think if I had a better understanding of the equipment, that would make me more confident about going to the gym" (Int. 4)

Implications:
- Provide more information about the gym and different gym equipment.
- Make sure the information is easy to find.

Design Ideas:
- Use a bar graph on the about section to showcase the busyness of the gym
- Searchable/categorise gym equipment section
- Click on a piece of gym equipment on an exercises session description to showcase information on that said equipment.

Principles:
- Five Hat Racks, Highlighting & Signal to Noise Ratio

Interaction Point

User opens the app, navigates to the about us section, the app uses **signal to noise ratio** by including an appropriate graph to see when the gym is busy and when it isn't.

User opens app, and clicks on the equipment section and uses the **five hat racks** to categorise the equipment to learn about them. User goes onto a fitness routine, and an equipment icon is **highlighted** based on what is used for that routine, when the user clicks on it, the app provides a pop-up of information about that piece of gym equipment.

User wants more visuals

Quotes:

"I do get a bit bored of the app quite quickly as its just information about how to do the session, if they made the content more visual that would be nice" (Int. 3)

"The only thing I can really think of that reduces my experience with these apps is there use of lots of text, for a fitness app I think they should be more visual" (Int. 4).

Implications:
- Provide users with images and videos to accompany the text.
- Uses as little text as possible.

Design Ideas:
- Have video tutorials
- Have images to show the user what they should be doing in their routine.

Principles:
- Depth of Processing

Interactive Points:

User opens up the app, and clicks on a routine that they want to learn, the app uses **depth of processing** to illustrate to the user how to do the routine with the use of multiple ways of showing the same information. Users can click on a video at the top of the screen which they can watch and follow along with, or scroll through the screen to see step by step instructions of the routine with images to illustrate and accompany each of the steps.

Meal plans are difficult to construct

Quotes:

"If the app was to provide me with some suggested meal plans to use, that would be good, as that is something that I real struggle to understand." (Int. 2).

"So, if they were more generalised that would definitely make me want to start using them, such as having meal plans and stuff like that." (Int. 3)

Implications:
- Provide users with meal plans for breakfast, lunch, dinner and snacks
- Make the information easily accessible and easy to understand
- Present users with different meal plans for different goals

Design Ideas:
- Have categories of different meal plans based on dietary requirements
- Have an automatically generated timetable with suggestions of what users should eat on each day of the week.
- Users can customise their meal plans

Principles:
- Control, Uniform Connectiveness & Five Hat Racks

Interactive Points:

Users open up the app, and click on the meal plans section, the meal plans are categorised using the **five hat racks** based on diet and goals, user selects the appropriate plan and **uniform connectiveness** is used to group breakfast, lunch, dinner and snacks. User have the **control** to select and update their diary/timetable with different foods when they want.

Users want more physical progress reports

Quotes:

"I think that some form of progress system would be cool." (Int. 1)

"I think that if I was able to track my progress that would be cool, like how much faster I am getting or something like that" (Int. 4)

"I think what would motivate me to use the app more than what I am would be stuff like exercise-based tracking/progress reports." (Int. 5)

Implications:
- Give the users a progress bar of their exercises, and their weight loss/weight gain.
- Provide users with different graphs to illustrate different progress situations.

Design Ideas:
- Have a progress tab on the user's profile screen

Principle:
- The Zeigarnik Effect & Signal to Noise Ratio

Interactive Points:

Users open the app, and click on their profile. The screen uses **Signal to Noise Ratios** using the best graph for each progress report. Users can click onto each of the progress bars, to see a more detailed progress going from year, to month, to week, to day as they use a pinching gesture. As they see their progress reports this allows the **Zeigarnik Effect** to come into play.

QUICK FINDINGS REPORTS

Booking Sessions to be simple and easy to complete

Quotes:

"For me, I would want it to be a really simply process" (Int. 1)

"I found the booking process really easy, as I expected it to be." (Int. 2)

"I think it should be a simple process, with features such as the details of the trainer, a calendar to booking the time and date, and the ability to cancel the session or even rearrange the time or date" (Int. 4)

Implications:
- Provide users with warnings and error prevention features
- Create an easy to navigate process system
- Present users with a confirmation before finalising and after finalising the booking.

Design Ideas:
- Give users a breadcrumb menu, so if they need to change something that can easily do so.
- Provide users with a calendar to choose their date and time, but grey out options that are unavailable.
- Give users suggestions/Favouriting options of bookings based on previous sessions, to make the process easier.

Principles:
- Confirmation, forgiveness & errors.

Interactive Points:
User opens the app and clicks on the booking section; user selects their session; **error** prevention stops them from clicking an unavailable date/time on the calendar. They then select their trainer and other features, **forgiveness** is used through the breadcrumb menu, if the user wants to make changes. Once they have finished the process the user is given a **confirmation** screen, and they select finalise.

Hard to discover new routines.

Quotes:

"For me, I sometimes struggle when it comes to discovering new fitness routines" (Int.1)
"I also found it really hard to find different exercise routines when I started, so having a place which has lots of different routines for different experience levels would be a nice feature." (Int. 3)

Implications:
- Allow users to categorise different routines for different body parts.
- Ensure users can find new routines based on how experienced they feel that they are.

Design Ideas:
- Provide users with suggestions on new routines they might like based on the current routines they are doing
- Allow users to easy change the experience level of a routine that they are already doing without having to find a new one.
- Give a sort by option/search bar for users to find new routines easily and efficiently

Principles:
- Five Hat Racks, Hicks Law, Recognition rather than recall

Interactive Points:
Users open up the app, and click on the routines tab. They click on the filter option to categorise or filter the options using the **five hat racks or Hicks law.** Users could also search and click on recently searched options using **recognition rather than recall** to find new routines.

More Social Aspects

Quotes:

"Maybe some sort of leaderboard system for like who has lost the most weight in a week out of your friends or done the most steps or something would make me more motivated to use these kinds of apps more." (Int. 4)

"I also think because fitness apps can be boring for some people, having the ability to make it more social in a way would make them more motivating to use" (Int. 5).

Implications:
- Provide users with a leader board tab
- Allow users to follow each other on the app and see each other's progress

Design Ideas:
- Create a social tab on the user's profile, where they can see their friends progress and how they are doing compared to their friends in different situations.
- Users can message each other on the app motivational messages to help users reach their goals.
- A leader board is made available to give users more motivation, with trophies and awards given each week to the winner.

Principles:
- The Zeigarnik Effect

Interactive Points:
Users open the app, and click on the profile button, they then select the leader board tab. Users can see where they are on the board, and how many trophies and awards they have. Users can then click on a friend's name and send them a motivational message of they feel they are falling behind. Having this social gamification element adds to the Zeigarnik Effect.

USER GOALS

#1 – Finding Helpful and Insightful information about the gym:

Users, typically those who are new to the gym or wanting to start going to the gym feel anxious about beginning that process, as they believe that they will be embarrassed going or will annoy other gym users as they are not sure on how to use the gym equipment. They feel that because there is such a variety of different pieces of gym equipment, they said that they would find it difficult to find which ones to use in terms of being beneficial for the type of body part they are wanting to work on. Most of the users whom are in this situation stated that they would like to see rather similar bits of information to be present, they stated that they simply wanted a brief description of the equipment, what it is used for, and how to use it properly. Along with this, users also wanted more specific information about the gym itself, such as the times in which are most busy and least busy. They stated that this type of information would potentially make them feel more comfortable going to the gym, as their initial sessions could be during less busy times in order to grow their confidence in an environment which is rather new to them.

#2 – Book sessions to learn new exercises made easy and efficiently:

Some users who are currently going to the gym mentioned that they had a few private sessions when they first started going to the gym. They stated that this was to get used to the feel of the gym environment, but more importantly it was in order for them to learn how to use the equipment and to learn exercise routines. While some of the users who went to the gym stated that once they felt more confident and had an idea of how to do most routines that they feel they would be doing at the gym decided to stop, some however stated that they used them in order to learn newer routines once the ones that they knew became to easier for their current experience level, or to learn new routines for a new body part they wanted to start working out. However, some users found that the booking of the sessions could have been made more efficient for them. They felt that it took a lot longer for them to get through the booking session then they expected. They also expected there to be more information available to them, such as information on the trainer and what the session is going to include.

#3 – Progress Reports in Relation to Their Physical Activity:

Most users whom go to the gym stated that the main reason they are motivated to keep going to the gym is because of the progress that they see when they workout. However, they also mentioned that when working on a new body part, or attempting to lose weight for example they initially felt it was difficult to see any sort of progression being made, and caused a sense of disappointment and a decrease in motivation. As a result, many of those users mentioned that they would like to have a progress report in relation to their physical activities in a fitness/gym application, because it would allow them to visualise even the smallest amount of progress that they are making and thereby not only creating more motivation to go to the gym but to also you a fitness/gym app more regularly than they currently are. They also stated that this would allow them to stay on track in regards to achieving goals that they have set out for themselves. They said that they would like to have graphs and figures that expresses different exercise progresses that they are working on, for example; their time taken to run a certain distance, or the progress in the amount of weight that they are losing.

#4 – Get a Better Understanding of Food and Meal Plans:

Some of the users stated that one of the most difficult parts and main issues that they had about keeping fit was in regards to meal planning. Many users stated that they used apps to keep on track of their calorie intake and nutrients, which they said was really important but mentioned that they don't give any sort of suggestions in terms of what foods should be eaten in regards to the specific goal that they are attempting to achieve. This was also echoed by some users who were less experienced at the gym whom said that they had no idea really in regards to the types of foods that they should be eating in order to complement the exercises that they are doing at the gym. The type of information that they said they would like to see would be a category listing of suggested foods to eat for breakfast, lunch, dinner and snacks based of if they are trying to gain weight, lose weight or maintain their weight. So, users recognised the importance of food and meal planning in the fitness regime, but wished that more suggestions could be presented to them, so they could be more confident that what they were eating was good for them.

#5 – Finding New Exercise Routines for Their Level of Experience:

Some users, both experienced and non-experienced mentioned that one of the most difficult parts about going to the gym was finding new routines that were suitable for their experience level. Most of the experienced users stated that while they have been going to the gym, they still used exercise tutorials in order to teach them new routines as they felt no matter how long they have been going to the gym coming up with your own routine is quite difficult to do well. Whilst they stated this, they also mentioned that looking for new routines is not that easy to do, as most of the routines they found only don't seem to cater to their experience level, and don't teach them how they can make that routine harder. This same issue is also echoed by non-experienced gym users and the experience of users when they were starting of who stated that starting off can be difficult because finding the right routine to start with is important. They also mentioned that when they found routines that were supposed to be for beginners, they still felt that these routines were still too difficult for them. So, they felt that those routines were no catering to real beginners.

PERSONAS:
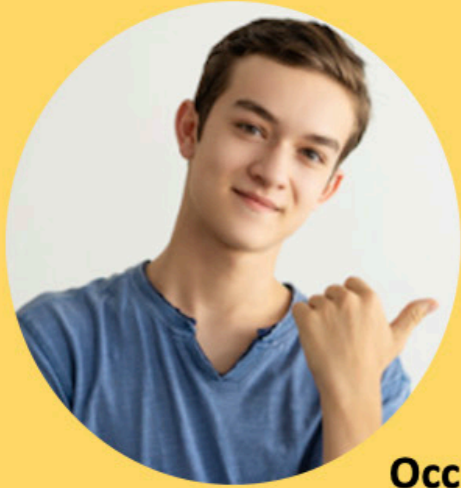
Tyler Freeman

Occupation:
University student and Retail Assistant

Demographic:
- 23 years old
- Lives in Perth, W.A
- Single
- Is an only child
- Has a middle-class income

Goals and Needs:
Wants to get into better physical shape and improve his fitness as he wants to start playing more sports, such as football.

He has never been to the gym before and he feels that he is underprepared or not experienced with the gym environment. So, he wants to learn more about the gym environment before he peruses his gym membership.

Pain Points:
Tyler's main pain point is that he currently feels anxious about getting a membership at the gym because he doesn't want to embarrassed about going to the gym with no real experience, in particular with the equipment.

He also would like to go to the gym when it is relatively quiet, so that he can gain more confidence in a new environment. However, Tyler has no idea of the day that would be, especially when having to revolve it around his university classes, and work shifts.

Relative Patterns of Behaviour:
He is not experienced when going to the gym, he has very little understanding of the gym equipment, what it is used for and how to use it. He is shy and doesn't like asking people questions, as he feels he will be a burden to those individual.

As a teenager, Tyler spends a lot of his time on his smartphone using social media, games and utility apps. He is able to comprehend apps rather quick even without the use of tutorials.

Personality:
"I feel intimidated in large groups, especially when it is in new environments with people I don't know – that's why I like to go to places when it is quieter"

PERSONAS:

Jessica Austin

Occupation:
Has just started working full time for a business in Perth.

Demographic:
- 24 years old
- Lives in Perth, W.A
- In a relationship
- Has a High-class income

Goals and Needs:
As Jessica feels she is getting older, she wants to start looking after herself more. She wants to become more physically active and start eating better.

She doesn't want to do serious gym workout sessions; she mainly wants to focus on cardio based exercises. However, she wants to know more about what foods she should be eating to complement the fitness she is doing.

Feels that she needs to have a proper meal plan schedule or guidance plan to help her out.

Pain Points:
Jessica's main pain point is that she is trying to eat more healthier to support her new lifestyle, but finds it difficult to find good and appropriate meal plans that are suitable to the type of goals that she is trying to achieve when going to the gym.

She feels that she does not have the guidance that she thinks she needs when it comes to what to eat each day.

Relative Patterns of Behaviour:
Jessica is rather confident when she goes to the gym, this is mainly because when she does go, she sticks to what she knows, and what she knows best works for her in order to improve her cardio fitness levels.

While Jessica works for a business, she does not see herself as the most app savvy person. She typically is more comfortable using websites on her laptop or desktop computer. However, when she does use apps, she relies on tutorials of some sort to help her navigate through the app on initial launch.

Personality:
"When trying to find information, I like for it to be set out nice and simple for me, that way it makes it much easier for me to understand it and process it"

PERSONAS:
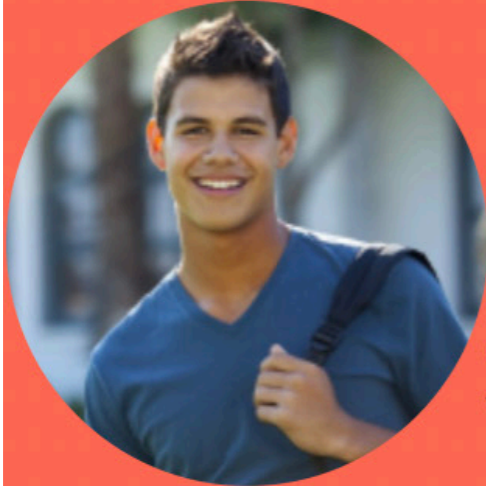
James Bullen

Occupation:
Working part time at his local fast food restaurant.

Demographic:
- 19 years old
- Lives in Perth, WA
- Single
- Has two older brothers.
- Has a middle-Income.

Goals and Needs:
The main goal that James has when he goes to the gym is to reduce his body fat percentage, and to get a much more shredded figure.

James is also wanting to improve how fast he is able to run 5km, while using the treadmill.

He wants to see the improvements that he is making, to make sure that he is on track to achieve his personally set out goals.

Pain Points:
James is able to track the food that he is intaking, and general information about his activeness, such as his heart rate and the number of steps that he is taking. However, he gets frustrated that he can't see the progress he is making with the specific exercises that he is doing.

While James is able to record the times, it takes him to run the 5km he does each week, he feels that it is hard to keep on track of, and also being able to visually see his progress on a graph would make it a lot easier for him.

Relative Patterns of Behaviour:
James is rather visual when it comes to information, so when wanting to check his progress he would like to see graphs and figures at it makes him process the information easier. James is also motivated by progression, so by seeing even the slightest of progress or loss in progress will push him further to achieve his goals.

James is really good with mobile applications, but sometimes feels that having some help will provide assurance to him if he is unable to find something.

Personality:
"I like to see the progress that I am making with my goals – it allows me to better motivate myself and achieve what I need to get done"

PERSONAS:

Melissa Grace

Occupation:
Mature age university student.

Demographic:
- 30 years old
- Lives in Perth, WA
- Married
- Has no kids
- Has a middle-class Income.

Goals and Needs:
Melissa wants a good personal trainer, who is able to help guide and teach her appropriate gym knowledge.

She also wants to learn how to do different exercise routines for different body parts.

She also feels that she needs a personal trainer in order to motivate her to keep going to the gym and to stay on track.

Pain Points:
Melissa is really looking forward to starting at the gym, however has no idea how to use any of the equipment, and feels that she needs someone to teach her.

Melissa is also struggles to self-motivate herself, and feels that if she goes to the gym by herself she will not stick to it an complete the goals she has set out for herself.

Relative Patterns of Behaviour:
Melissa struggles when it comes to self-motivating herself, and uses others to help keep her on track and to help her reach her goals. She is also someone that is not to experience at the gym, however believes that she is better at learning on the go, and by actually physically doing.

Melissa, is good at using mobile applications, she is pretty much always using her phone, she is on if for over 6 hours per day. So, she feels confident that she would be able to navigate through and use pretty much any application as soon as she has downloaded them.

Personality:
"I find it really hard to stay motivated, so I need people to help me keep on track with the goals that I have."

PERSONAS:
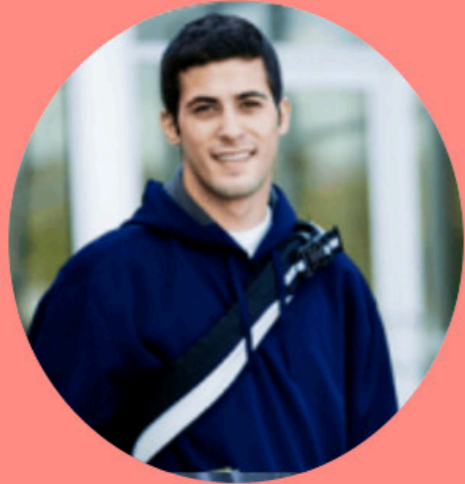
Kieran Anderson

Occupation:
Mature age university student.

Demographic:
- 21 years old
- Lives in Perth, WA
- Single
- Has a middle-class Income.

Goals and Needs:
Kieran's main goal while at the gym is to gain more muscle, getting fitter and to become stronger. He wants to focus on every part of his body while he is at the gym.

Kieran feels that as he has been going to the gym for a while now, that he is becoming a lot more experienced and needs new exercise routines as his current ones are becoming too easy for him.

Pain Points:
Kieran is a rather experienced user of the gym, and knows lots of different exercises. However, he believes these exercises are becoming too easy for him. However, he is finding it difficult to find any exercises which relate to his level of experience, with most of the routines being catered more towards new users.

Relative Patterns of Behaviour:
Kieran is really confident going to the gym, and knows how to use all of the equipment. However, Kieran is always looking to improve himself, and believes that once things begin to get too easy for him, he needs to make things harder or else he will not make any new improvements.

Kieran is really experienced using mobile applications, every app that he has used previously he has been able to get through them with no issues, and feels he can do the same with any new app that he downloads.

Personality:
"I am always looking to improve myself, so once things start becoming easier for me, I like looking for a new way to challenge myself."

USER SCENARIOS

User Scenario #1:

Tyler has just started his first semester at university and is currently working a part time job at a retail store. He thinks that now he is becoming more mature and older he wants to start getting into better physical shape, and to improve his fitness in terms of his cardio. This is because he would like to become more active in sporting activities such as Football with his mates. He thinks to himself that he should potentially consider getting himself a gym membership, and start going to his local gym. However, Tyler is a rather shy individual and is quite uncomfortable in new surroundings, especially when there is a lot of people around. He decides that if he is to start going to the gym the best, and most comfortable time for him to go would be when it is relatively less busy than usual. Before Tyler decides to make the commitment to buying a gym membership, he decides to do some research, to see if he can find the least busy times the gym is open which corresponds with his university timetable and working schedule. He goes onto the website of the gym that he is thinking of joining, and comes across an about page. He decides to click on this link, as he feels this is the perfect place for the information he is looking for. However, when he arrives on the about page, he is only presented with the location of the gym's facility and their opening hours. Tyler begins to feel more anxious, and second guesses he thoughts about joining up to the gym all together. Instead, Tyler sees a phone number to the gym, and decides to give them a call, unfortunately there was no answer. At this point Tyler begins to feel more frustrated, than anxious as he is unable to locate the information that he is looking for, and feels that there must be other people like him that would like to see this type of information.

User Scenario #2:

Jessica has just started a full-time job for a business in Perth. She feels that now is she is starting to get a bit older; she wants to start looking after her body more by being more physically active and to start eating better. She is not aiming to be seriously involved at the gym, she is only aiming to go once or twice a week and to mainly focus on cardio based exercises. However, while Jessica is rather confident in her ability to continue going to the gym and working on her cardio, she does feel rather worried about the food side of it, as she has heard it is one of the most difficult parts of fitness to get correct. Jessica has never focused on the foods that she eats, and due to her new work schedule, this is only getting worse, with her now eating more unhealth quick and easy meals. Jessica thinks that in order to achieve this aspect of her goals that she should have a meal plan schedule that she can use. She believes a meal plan will be the best solution for her due to her busy work schedule.In order to pre-pare herself, Jessica decides do some google searches relating to meal plans and meal plan schedules. However, after looking through heaps of websites, she notices that they all provide suggestions on basic foods that she should be eating, but no real meal plan schedule. Jessica feels disheartened by this, and decides to do some further research by downloading some fitness-based applications. She finds one called My Fitness Pal, and sees a food-based section, however she once again comes to discover that again there is nothing to do with meal planning, and what foods she should be eating for her breakfast, lunch, dinner and for her snacks. Instead it was more about calorie and nutrients intake, this frustrates Jessica even more. Jessica has been going to the gym now for a while, but after each of her sessions she feels guilty, and that because she still isn't sure what she is eating is correct for the workouts she is doing it is not allowing her to make as much progression as she feels she could be.

User Scenario #3:

Melissa is a mature age student, who has just started her course at university. She feels that she has a bit of time on her hands, and believes now is the perfect time to join up to the gym. However, she has never been to the gym before and doesn't really know how to use any of the equipment. While she is not experienced, she feels that the best way to learn and get more experience is to actually just take the leap and go. While Melissa is a more hands on type of person, one of her major flaws is her ability to stay motivated. So, she feels that the best way to deal with this is to get a personal trainer, as she thinks that will both give her the experience as well as the motivation that she needs.Melissa decides to go onto the gym's website that she is joining, and finds a book session tab. She found out that in order to book a session at the gym she needs to sign up first, which she does with no issues at all. She then goes through the process of booking a private session. She finds that the process is less efficient then she expected it to be as she found it hard to find the session that she wanted, as there were no good descriptions about the sessions. Once she had found the type of session she wanted, she found the rest of the process to be relatively straightforward, inputting the date and time that she wants the session to be. However, she finds that there could be more information available to her, such as some more information about the trainer, or the ability to pick her own trainer. Melissa then goes to her session, and feels that once it is finished that it was incredibly beneficial to her, she learnt a lot about particular routines, and felt really motivated to get through the session. Unfortunately, one thing that she found frustrated was how she had to talk about what was going to be happening in the session. So, she feels that she could have picked a particular private session, or when she gets more comfortable being able to let the trainer know what she wants to work on in that session, so that more time is spend working out

USER EXPERIENCE MAPS

STAGES	Joining the Gym/Creating an Account	Booking the Private Session	Arriving/Meeting the trainer	Doing the session	Finishing the session.
DOING	- Going on the gyms website and making an account.	- Clicking on the book session buttons. - Navigating through the booking process.	- Walking into the gym. - Talking to the receptionist - Meeting the personal trainer for the first time.	- Doing the exercise routine that the personal trainer has instructed them to do for the session.	- Finishes session. - Leaves the gym - Goes home.
THINKING	- How much does it cost? - Signing up was easy and straightforward to complete - I wonder what the gym is going to be like?	- Can I cancel/reschedule if I need to? - What is my trainer like? - What type of session should I do? - How do I find the session I wants	- Where do I go/Who do I talk to? - Why am I wasting time talking to my trainer about what we are doing? - Wish this conversation could have been done before I got here.	- I am learning a lot about the equipment and new exercises - I am glad I did the session - My trainer is really motivating	- How do I book another session? - Do I have to go through the whole booking session every time? - I want to have the same trainer again
FEELING	- Apprehensive – Don't want to waste my money - Clueless – Not sure about the gym's session details - Frustrated – Can't find any important information about the bookings.	- Anxious - will I lose my money if I can't go - Confused - what do some of these sessions consist of. - Hopeful - I hope I can get the time and date that I want - Relieved – that the session is booked.	- Annoyed - I am wasting my session time talking. - Anxious - this is my first time at the gym.	- Motivated - Trainer is really pushing me to get the best out of each exercise. - Relieved – glad the session was worth it. - hopeful – I hope I can learn these exercises more at home, after the session.	- Happy - the session is complete - Nervous – might not get the same trainer again - Worried – don't want to do the booking session every time.
CUSTOMER EXPERIENCE	- It was easy to sign up to the gym, very similar to all the other websites they have signed up for. - Found it hard to find any pricing and booking information.	- The process was easy to understand. - It was hard to find the right session to choose. - Wishes there was more information, such as an about the trainer section and session descriptions	- Talking to the trainer too up more time from the session then hoped for. - Wishes the introduction/discussion could have been done prior to the session starting.	- The session was really fun and enjoyable, but it's hard to remember the exercises, so wishes they could learn the exercises more by themselves.	- User enjoyed the session, as it motivated them to learn more, however they don't want to have to go through the booking process every time, and wants to keep the same trainer.
OPPERTUNITIES	- Important information provided to the use at the front of the booking screen (Before they start booking) such as price.	- Give more information about the trainer and sessions during the booking process - Give users a confirmation that rearrangements and cancelations are available up to 24 hrs before session	- Provide a consultation for users to tell the trainer what they want from the session before it starts - Messenger Feature between user and trainer.	- Provide users with tutorials of different exercises and routines they can learn at home or follow along with at the gym.	- Allow users to rebook the same session. - If booking a different session provide users with the choice of the same trainer - Give user a favourites option to make booking quicker

USER EXPERIENCE MAPS

STAGES	GOING TO WORK	RESEARCH	GOING TO THE GYM	EATING AFTER THE GYM
DOING	- Drives to work - Works on her computer - Eats quick and easy meals	- Google searches and scrolls through different websites. - Downloads apps and navigates through them.	- Arrives at the gym - Works out on the cardio equipment such as the treadmill.	- Gets home from the gym - Doesn't have time, to cook so has to have another quick meal.
THINKING	- Work is really stressful - I don't like these meals wish I could have something healthier. - Wish I knew quick meals to make that were good for me	- Why is it so hard to find meal plans? - I don't care about basic foods I should be eating; I want to know about actual meals I should be eating	- I am doing really well with my cardio exercises - Would be nice to learn some new cardio-based exercises	- Is this meal going to take the progress I just made at the gym away from me? - If I was having healthier meals, I would be able to achieve my goals quicker.
FEELING	- Sad – doesn't like eating the food she is eating as she knows it isn't good for her. - Annoyed – she doesn't know how to make food that is quick and healthy for her.	- Disheartened – not able to find the information that she feels she needs in order to progress with her fitness goals. - Annoyed – it should not be this difficult to find this type of information.	- Happy – doing well with the cardio side of her fitness - Hopeful – hopes to learn some new cardio-based exercises.	- Guilty - that she is losing the progress she just made. - Angry –taking longer for me to achieve my goals because I don't have a meal plan. - Frustrated – if I had a good meal schedule and timetable, I could be more proactive.
CUSTOMER EXPERIENCE	- Finds it really hard to make food that is good for me while I am on this really busy schedule. - Eats food that she knows is not good for her, but doesn't see any alternatives at the moment.	- Finds it really hard to find the information that she is looking for. - Is able to find other food related content, which she feels might be useful to use when she has her meal plans	- Session was really good, beat her personal best again. - She thinks this workout might be getting a bit easier for her so would like to learn how to make her cardio exercises more of a challenge.	- Does not have the time to cook anything after she gets home from work as she has to go to bed to get up earlier for work.
OPPERTUNITIES	- Provide users with different meal plans based on their goals, situations and dietary requirements.	- Make sure that the meal plan information is easy to find - The meal plan information should be organised so it's easy to navigate through. - Add other food-based features to complements the meal plans	- Provide users with tutorials of different exercises and routines they can learn at home or follow along with at the gym.	- Provide users with a timetable to schedule their meals, gym session and personal stuff.

SUMMARY/REFLECTION

Overall it is clear that there are many things that users find difficult when going to the gym or wanting to start going to the gym, and are viewed as difficulties in which can be improved on. Through the interviews conducted from different users based off my target audience it is clear that they have goals in which are not being met, which is leading to negative feelings, and wishes for improvement.

I believe by conducting interviews on a variety of different demographics which relate to my target audience it has allowed me to get a comprehensive overview of the issues that individuals are facing when they go to the gym. That being said I feel I could have done more interviews in order to spark more answers to my questions in order to get a better understand of the goals and needs of my target audience, but based off time constraints this was not possible to achieve.
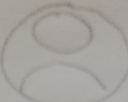
From my quick findings reports the main aspects that I found users wanted were more visuals, more physical progress reports, booking sessions to be simple and easy to complete, and more social elements. I also discovered that many users stated it was hard to discover new routines, construct meal plans and find information on the gym and the gym equipment.

As a result of these quick findings reports, goals and the interviews these will influence my app design as I need to focus my ideastions and concepts around these different features and make sure that the goals, needs, and painpoints that users have are catered for.

However, as there was so many different goals, needs and painpoints that were discovered creating an app in which is able to satisfy all of them seems realitively unpractical and will create a lower signal to noise ratio for the users. Therefore my three concepts in which will be developed further along in this assignment will focus on different areas of the goals, needs and painpoints in which have been discovered from my conducted research.
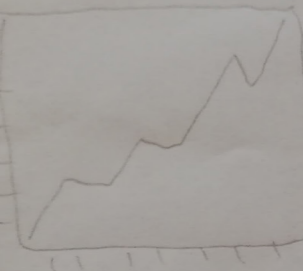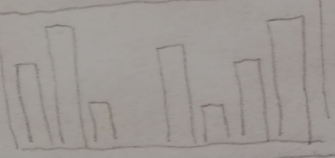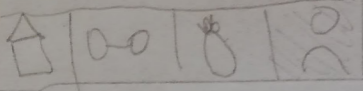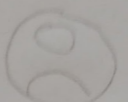
Along with this in each of the ideations and concepts that are developed need to have a heavy focus on visuals. As a result the inclusion of elements such as videos, images and graphs for example are going to be vitally important, in particualar, when being accompanyed by text.
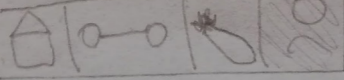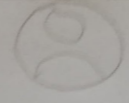
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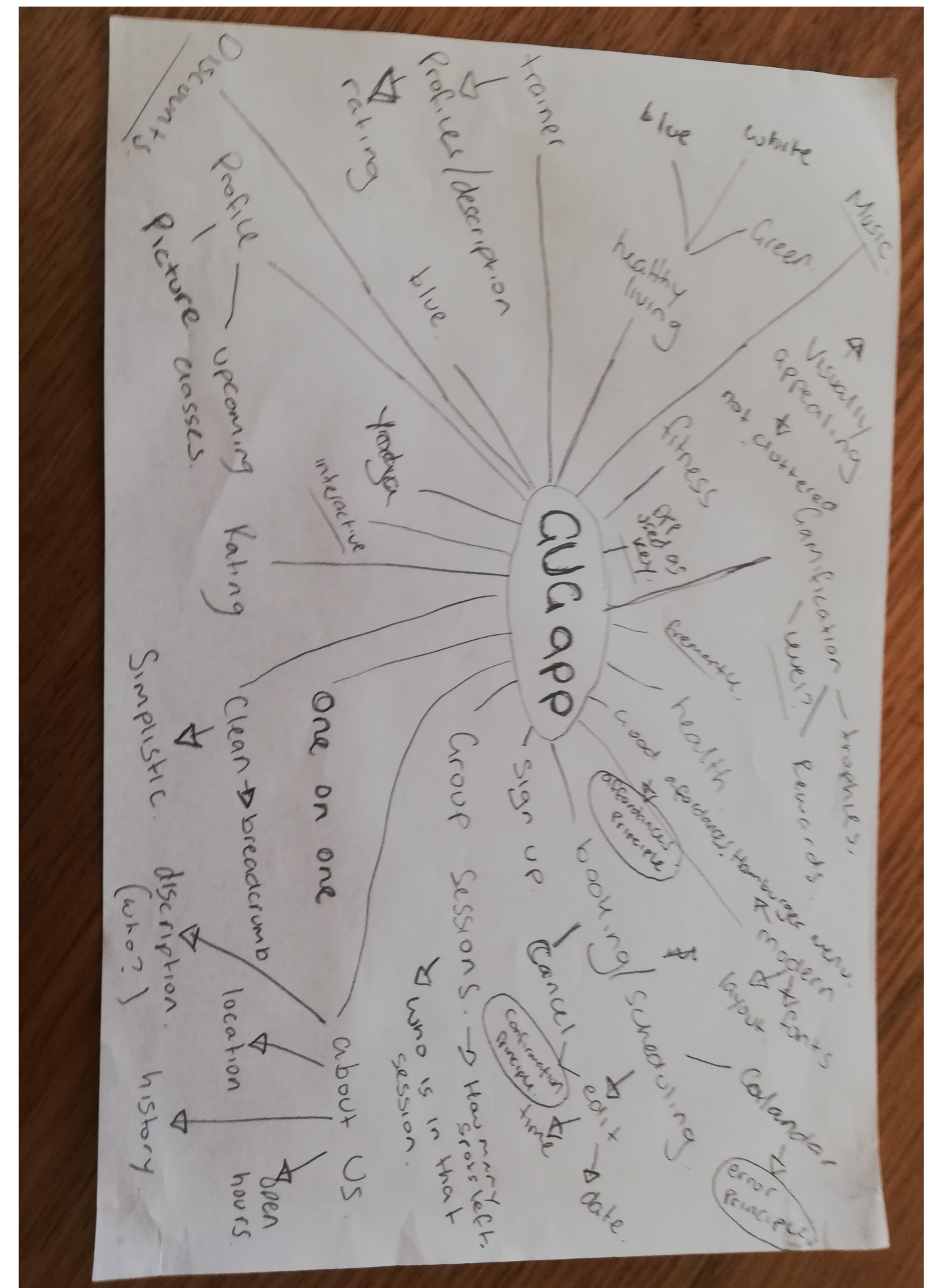
Screen 1 - Progress Report
Progress Report
TODAY WEEK MONTH

**Screen 2 - Leaderboard**
Leaderboard
1
2
3
4
5
6
7
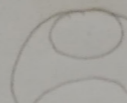
Screen 3 - Favourites
Favourites
Routine 1
Routine 2
Routine 3
Routine 4
Remove
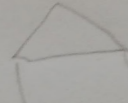
Screen 4 - Trainer Name
TRAINER NAME
DESCRIPTION
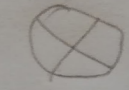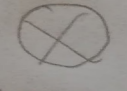
Screen 5 - Message Trainer
MESSAGE TRAINER
1 2 3 4 5 6
Q W E R T Y U O P
A S D F G H J K L
Z X C V B N M
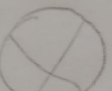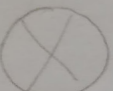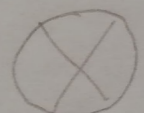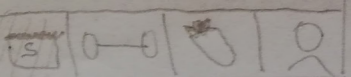
Screen 6 - Menu icons
BOOK   ROUTINE
PROFILE   MEAL PLAN
GYM EQUIP

Screen 7 - Choose a Session
Choose a Session
GROUP   YOGA
one-on-one

Screen 8 - Private Sessions
PRIVATE SESSIONS
M T W T F S S
1 2 3 4 5 6 7
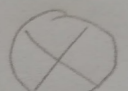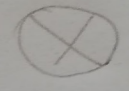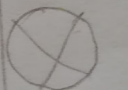9AM - 10.30AM
12PM - 1.00PM
2PM - 3.00PM
4PM - 5.00
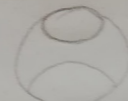
Screen 9 - Session Description
SESSION DESCRIPTION
TIME
TRAINER
DESCRIPTION
BOOK!
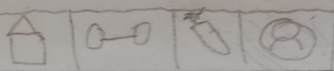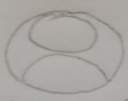
Screen 10 - Schedule Username
Schedule
UserName
DATE
DATE
DATE
DATE
DATE
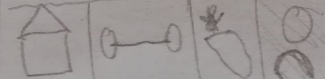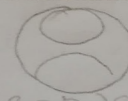
Screen 11 - Username Calendar
Username
S M T W T F S
1 2 3 4
5 6 7 8 9 10 11
12 13 14 15 16 17 18
19 20 21 22 23 24 25
26 27 28 29 30 31
23rd of MARCH
BOOKING   EDIT CANCEL
BOOKING
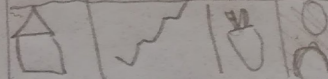
Screen 12 - Username February
UserName
< FEBUARY >
M T W T F S
13 14 15 16 17 18
NO CURRENT SESSION BOOKED!

MEAL PLANNER.

PANTRY STAPLES

QUICK & EASY

Post Work out

Pre-work outs

HIGH PROTEIN

MEAL PLANNER

Quick & Easy

BREAKFAST

QUICK EGG FRIED RICE

INGREDIENTS

DIRECTIONS

+ to Calander

Get UP & GO

Meal Scheduel

BREAKFAST

GYM EQUIPMENT.

GYM EQUIPMENT

TREDMILL

HOW TO USE IT.

GET UP & GO

tricep   Chest   Shoulder

Bicep   Core   back

forearm   upper legs   Glutes

full body

CHEST WORKOUTS

WORKOUT 1

WORKOUT 2

WORKOUT 3

WORKOUT 4

Barbell Bench Press

TUTORIAL VID.

Description

HINTS

CONCEPT 1:

The name of the client for this app concept is Get up and Go (GUG) fitness centre. The main design objectives for this concept are to provide users with informative information around the gym environment and exercises. Along with that to provide users with an efficient and easy method of booking different gym sessions. With a minimalistic aesthetic.

In terms of the particular features in which this concept will include in order to make it interesting, they will focus more on informative, education and customisable features. One such feature is the ability for users to create, generate and learn different routine exercises. For example, users are able to go onto the routines section of the app, and based on the type of body part they are aiming to work on, are able to have a workout routine generated for them based on their experience level.

Along with this users are also able to search and filter different exercises in order to find ones that suit them based on their different requirements and create their own customised routine. As a result giving the users more **control** over the app. This along with routines in which users enjoy will be displayed in a favourites tab on their profile page, giving users quicker access to these routines.

As their will be lots of users wanting to learn new exercises, users will be able to read about or watch tutorials in order to learn these new exercises. By giving users multiple levels of learning these exercises, it not only increases the **depth of process**, but also provides users with more **accessibility** in terms of learning.

In order to make this app concept catered to new users, along with experience users, information on the gym and in particular gym equipment will be presented. One way in which users are able to interact with this feature, is when they are looking at different routines. On these routine descriptions there will be an icon of the equipment that is used, which will be **highlighted**, to gain the users attention. Users will be able to click that icon and thereby are able to get information on that piece of equipment, what it is used for and how to use it.

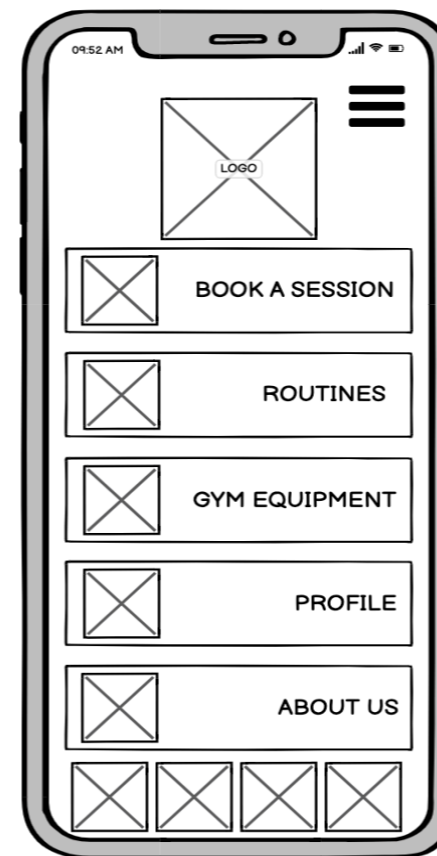Finally, on the users profile, they will be presented with a calendar in which they are able to click upcoming dates, **error prevention** will be used to stop them clicking dates that have already passed, to see what booked sessions they have coming up.

Home screen, users click on any of the options listed to go to their corresponding screens, or click the hamburger menu.
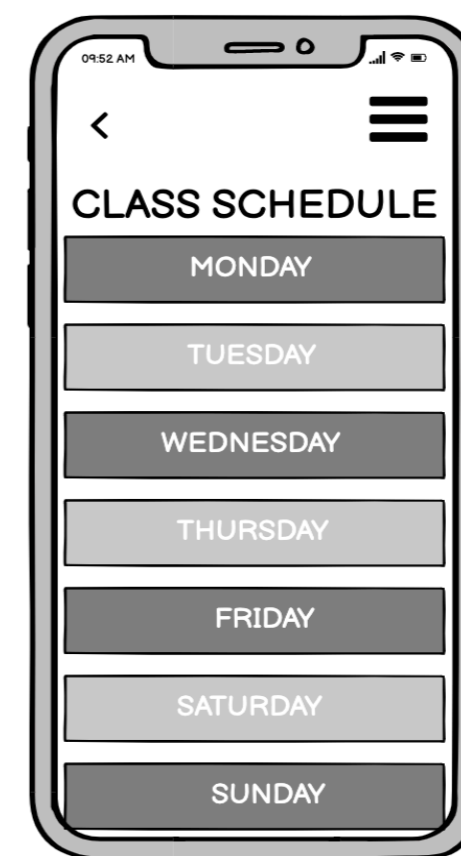
When users click on the book a session tab users can view the class schedules for yoga, and group classes and private session schedules. Clicking on the days will show the corresponding schedule for that day.
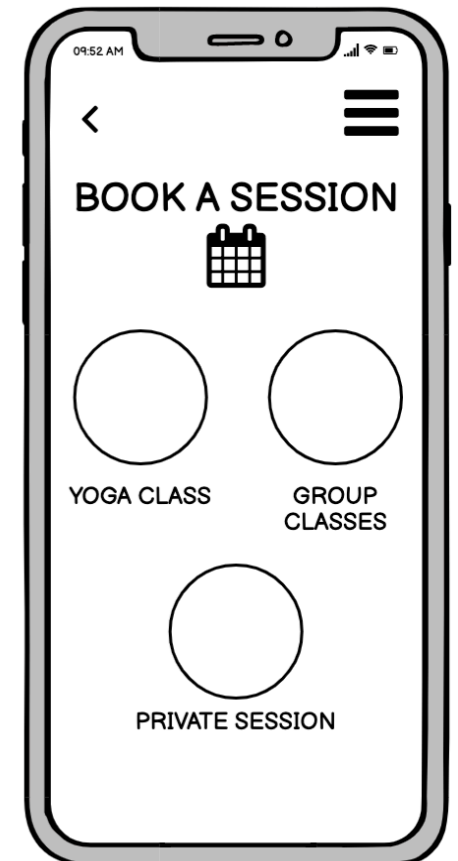
When users go to book a session, they will be presented with a choice of what type of class or session they want.
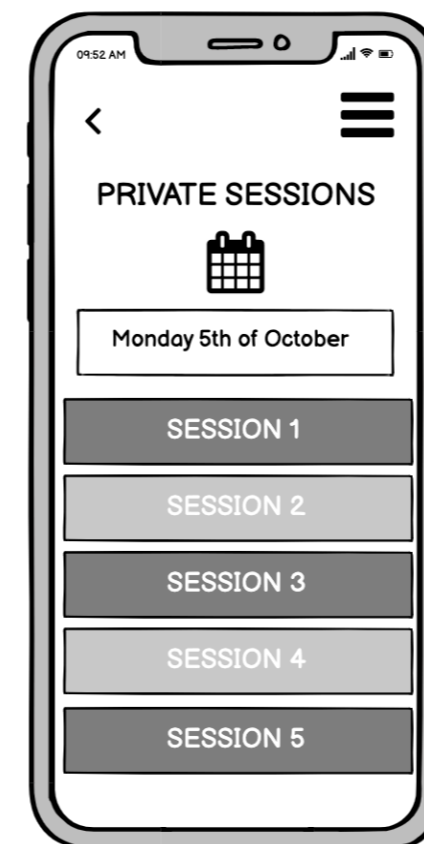
Users will be presented with a list of the sessions avaliable for the current day. Clicking the back button will take them back to the previous page of the booking process.
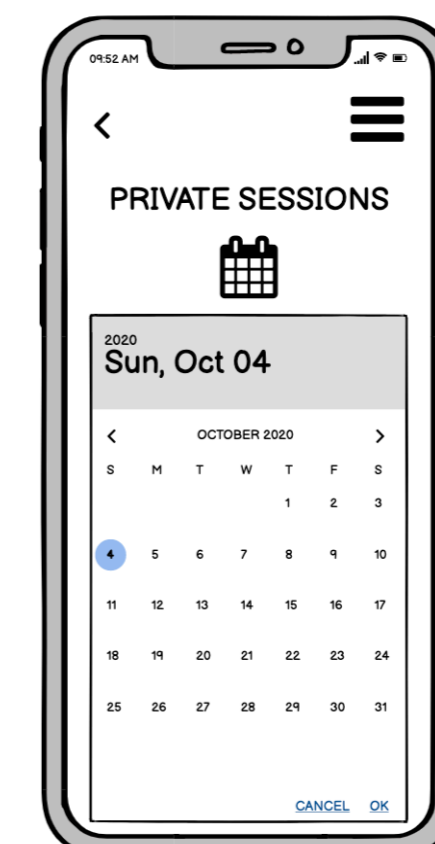
When uses click the calander button, they will be given a full screen calander to pick a date which they want to book the session for. (The previous screen will then show the sessions for the date selected.)
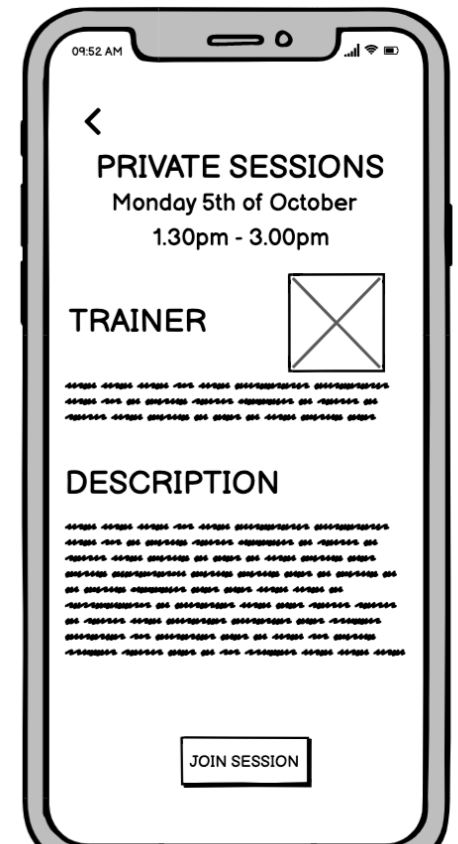
Clicking on a session, will show a discription of the session, as well as information on the trainer. Users can then choose to join that session.
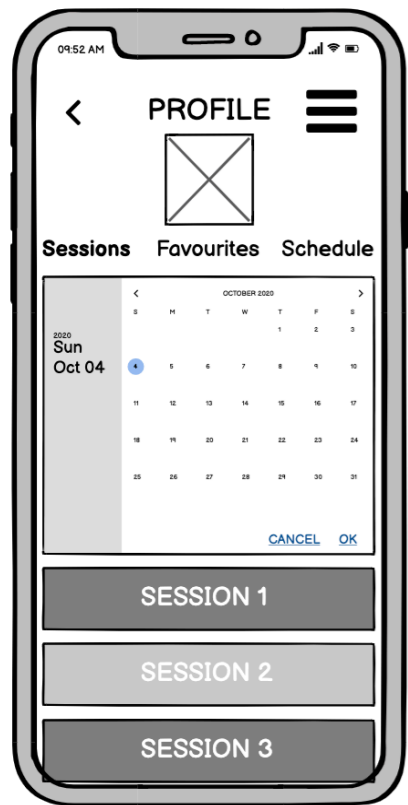
This is the users profile page, the session tab showcases the sessions the user has schedule for that day, and can click other days on the calander to see what schedule for then.
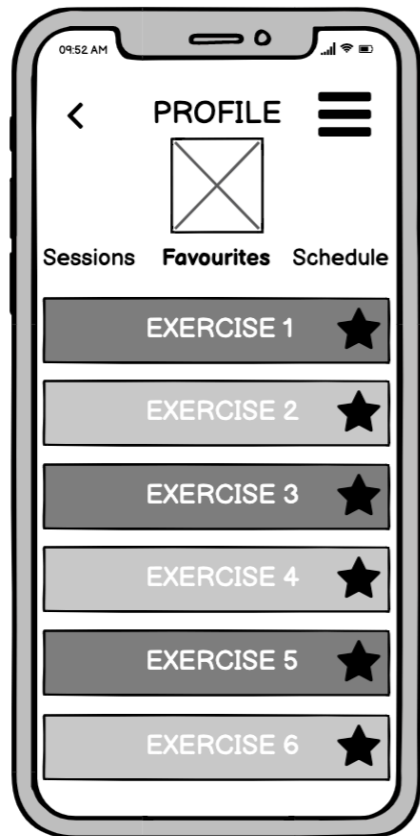
This is the favourites tab on the profile screen. This showcases user favourite routines. Clicking on the stars will remove it, and clicking on the exercises will show that routine.
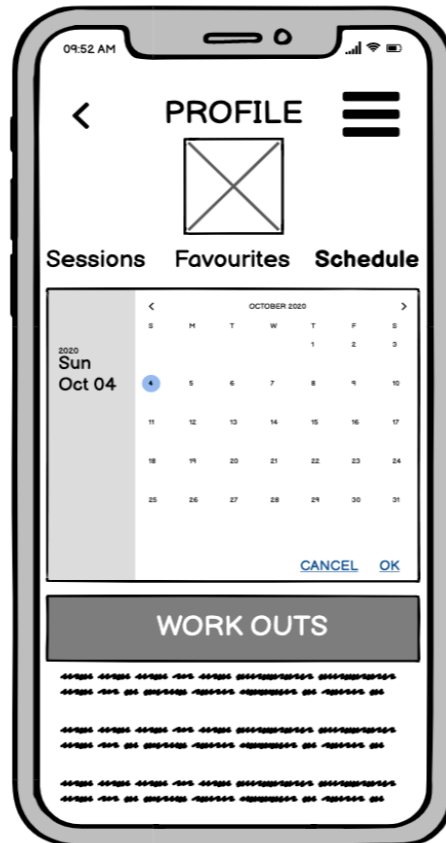
This is the schedule tab on the profile screen, clicking this will show the users workout schedule they have planned or has been generated for them, for when they go to the gym for that day.

This is the screen which users will use to generate a routine schedule. Users put in their information, and based of that information a routine will be created for them.
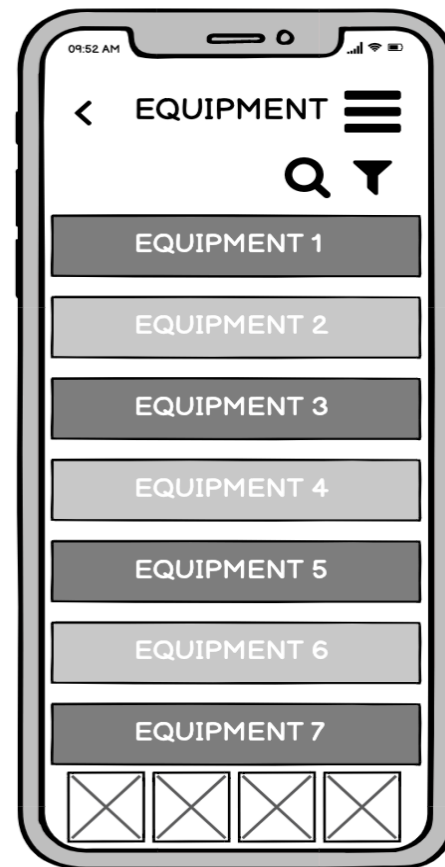
This is the screen users will be presented with when they click the equipment tab. Users can search and filter the equipment to find the ones that they want, or are intrested in.
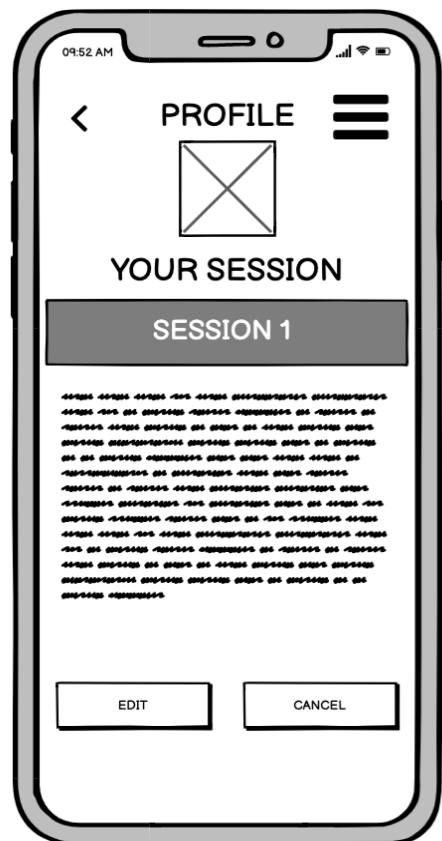
This is the screen that users are able to edit the date or time or cancel the session that they have clicked on.
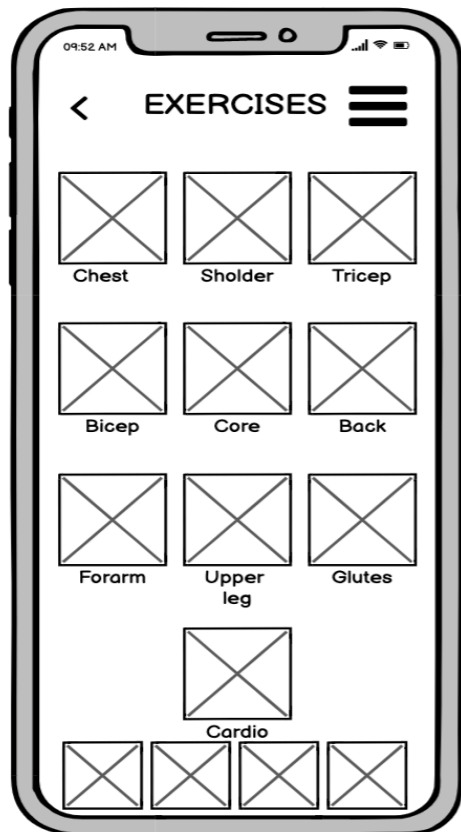
When users click on the routines tab on the home screen, they will be presented with a list of different body parts to choose from. Clicking one of these will presented all the exercises for that corresponding body part.

When uses choose a specific exercise they will be presented will a video of that exercises and a discription. They can also click on the gym equipment used for that routine, or add that routine to their schedule.

When users click on a piece of equipment they will be presented with a video about that piece of equipment. As well as information on how to use it, and what exercises it is used for.
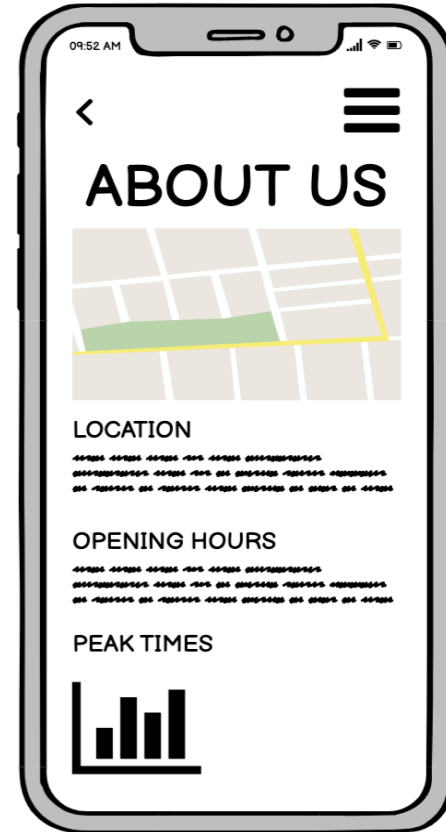
This is what users will see when they click on the aboutus tab. It provides them with location, opening ours and a graph on their most busy and least busy times each day of the week.W

CONCEPT 2:

The name of the client for this app concept is Get up and Go (GUG) fitness centre. The main design objectives for this concept are; to provide users with better access to their physical progress, as well as to help users learn and develop meal plans in order to gain better progress with the dietery side of fitness. Along with that to again provide users with an simple and effective way of booking different gym sessions. With a use of maxed-out colors, and rounded shape aesthetic.

One particular feature in which will be presented in this concept in order to make this concept interesting, is the use of a physical fitness process trackers. With the use of these reports users are able to see the progress that they are making with each of the exercises that they are doing at the gym, including their weight loss, weight gain, and their cardio improvement etc. This information will be presented to users through different graphs and figures making it easier for them to understand, and as a result increasing the **signal to noise ratio** on screen.

Along with this users will be presented with rewards and trophies when they complete the progress of a goal that they have set out for themself. So while the **Zeigarnik effect** will be put into place through the use of a progress system, the effect is expanded through the use of a rewards system.

Along with this another feature in which will be implemented in order to make this concept interesting is the use of a meal plan scheduler. Users are able to select the types of foods that they are wanting to eat, based off particular requirements, such as low calorie, or quick and easy, providing a sense of **uniform connectedness**. User are able to then select meals based of breakfast, lunch, dinner or snacks, and filter those options based of the **five hat racks.** Therefore users are able to find out information about the meals, instructions on how to make meals, but are also able to add these meals to a meal plan schedule in which they are able to create and customize as they feel fit giving them more **control**.

However, some users may struggle to create their own meal plans,therefore already constructed meal plans will be set out for them based off the requirements that they have provided. As a result users are able to have an organised schedule of what meals they are going to have each week, and keep on track of their food intake in order to complement their gym workouts, and goals.
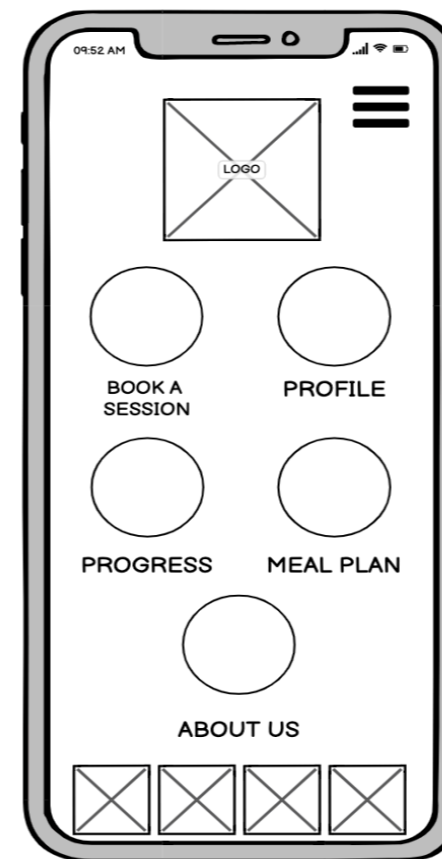

Home screen, users click on any of the options listed to go to their corresponding screens, or click the hamburger menu.

This is the information screen before users go to book a session, so they are aware of how it works and important information such as cancellations, and prices.

This is the class schedules for the yoga and group class as well as private sessions.
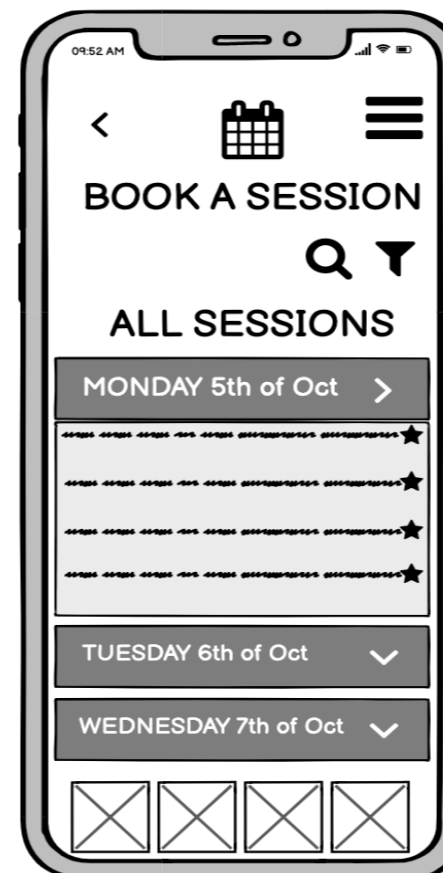
Users are presented with a drop down menu, for each date of the corresponding month. Users can scroll through them to find the sessions they want. They can also filter, search or use the calander.
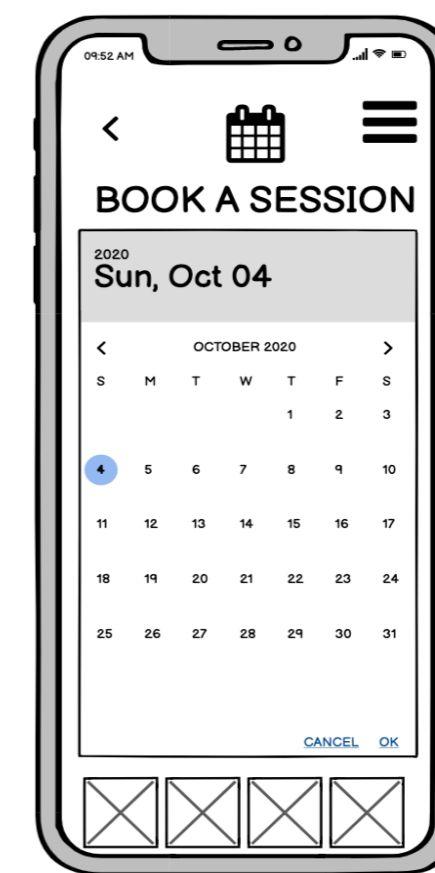
Clicking on the calander, users can find all the avaliable sessions, based on a specific date.

When users click on a session, they are able to find out information about said session, such as the trainer and what is going to happen in that particular session.

Screen 1 (PROFILE - Sessions):

09:52 AM

< PROFILE ☰

Sessions   Favourites   Meals

MONDAY 5th of Oct >
SESSION 1 ✏ 🗑
SESSION 2 ✏ 🗑
SESSION 3 ✏ 🗑
FRIDAY 9th of Oct >
SESSION 1 ✏ 🗑
SESSION 2 ✏ 🗑
SUNDAY 11th of Oct >
SESSION 1 ✏ 🗑
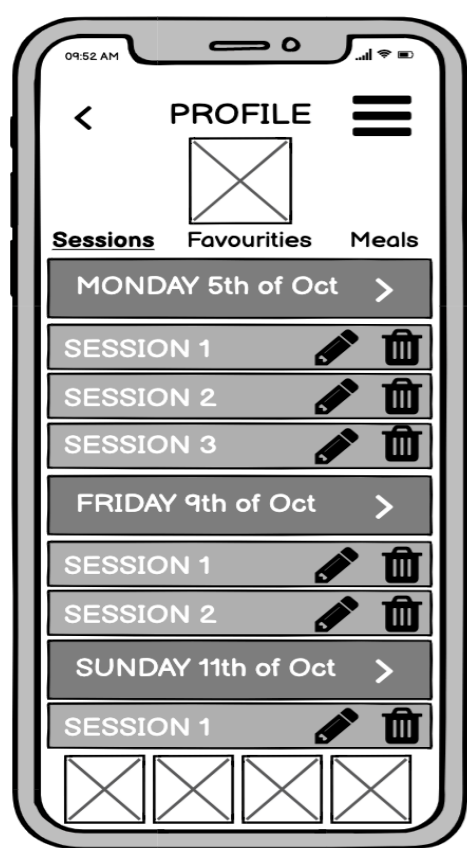
This is the users profile, it provides users with a list of all the sessions that they have booked. They can hide or open the date tabs to make it easier to navigate through. Also where they can edit or cancel sessions.

Screen 2 (PROFILE - Favourites):

09:52 AM

< PROFILE ☰

Sessions   **Favourites**   Meals

CLASS TYPE 1
CLASS TYPE 2
CLASS TYPE 3
CLASS TYPE 4
CLASS TYPE 5
CLASS TYPE 6
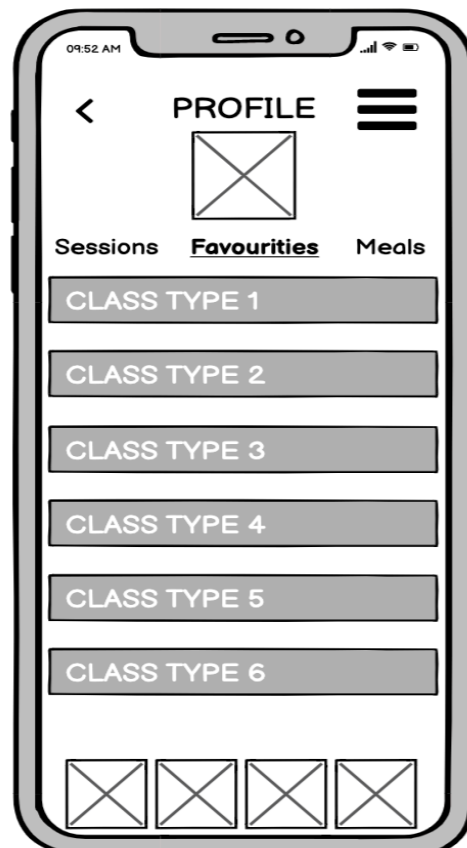
This is the favourites tab, on the profile, this is whereby users are able to easily book classes that they enjoy the most, quicker and easier.

Screen 3 (PROFILE - Meals):

09:52 AM

< PROFILE ☰

Sessions   Favourites   **Meals**

MEAL SCHEDULE

OCTOBER 2020
S M T W T F S
27 28 29 30 1 2 3
4 5 6 7 8 9 10
11 12 13 14 15 16 17
18 19 20 21 22 23 24
25 26 27 28 29 30 31

BREAKFAST

LUNCH

DINNER
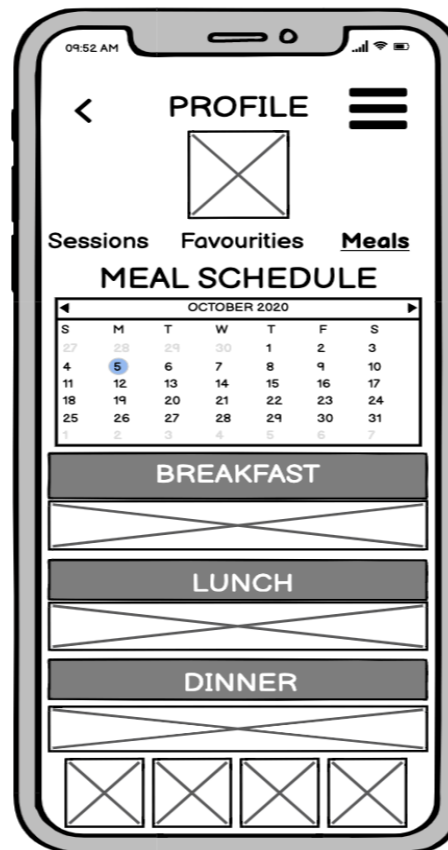
This is the users meal schedule, on the profile. Whereby when users click on a specific date, they will see the meals that they have generated or planned out for that day. Clicking on the meal will take them to thats meals information screen.

Screen 4 (MEAL PLANNER):

09:52 AM

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MEAL PLANNER

Pantry Staples   Quick and Easy   High Carbs

Vegeterian   High Protein   Low Protein

High Calories   Low Calories   Vegan
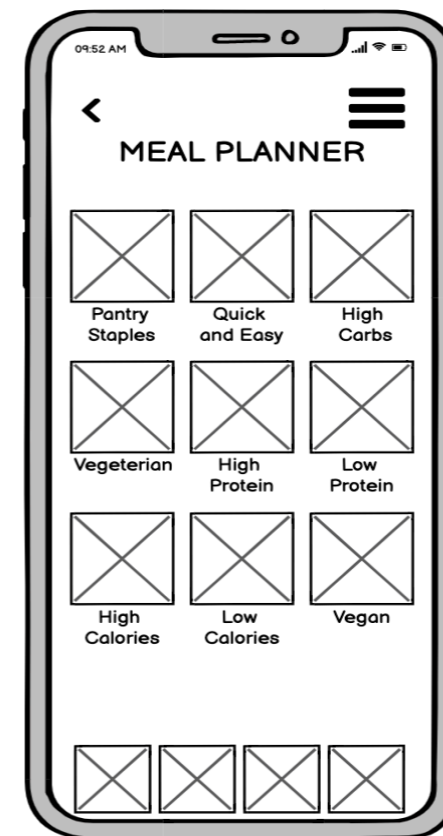
This is the screen, users will see when they click meal planner, from the meal plan tab.

Screen 5 (MEAL PLANNER):

09:52 AM

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MEAL PLANNER
🔍 ⌕

BREAKFAST   See all >

LUNCH   See all >

DINNER   See all >
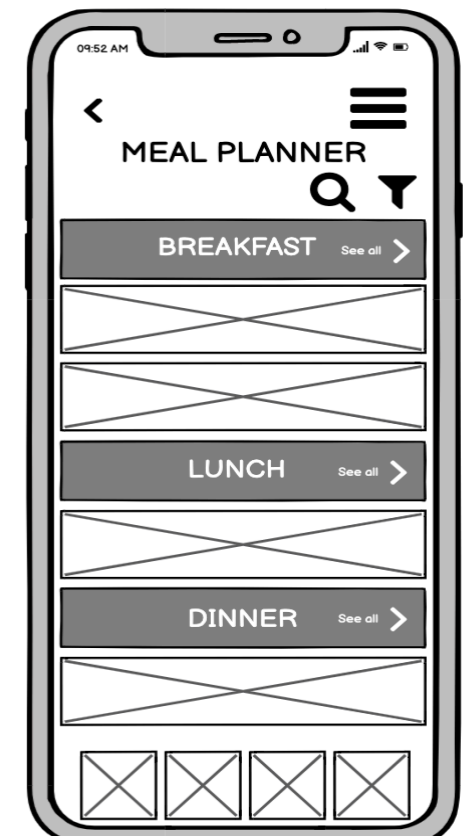
When users click on a specific requirement they are able to choose meals based of breakfast, lunch, dinner or a snack. Users are provided with popular options for each, but click see more will show all the options.

Screen 6 (YOUR PROGRESS - Sessions):

09:52 AM

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YOUR PROGRESS

Sessions   Rewards
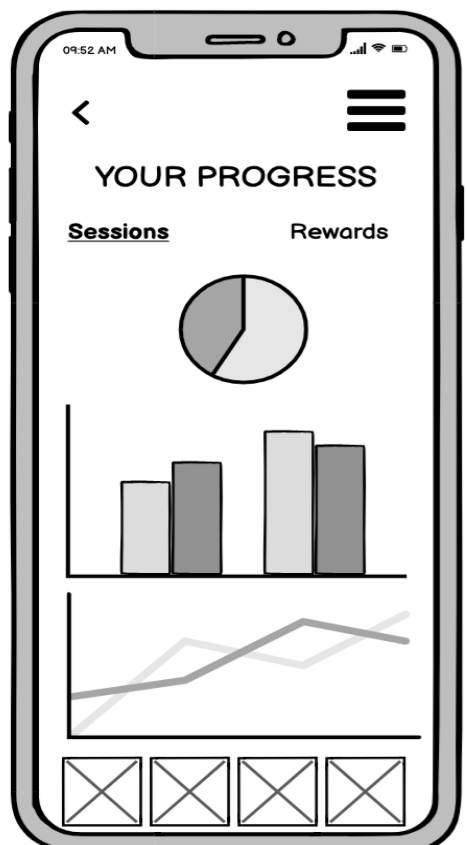
This is the users progress screen, this showcases all the progress bars and graphs that the user wants to see.

Screen 7 (YOUR PROGRESS - 5km Pace):

09:52 AM

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YOUR PROGRESS
5km Pace

Daily   Weekly   **Monthly**   Yearly
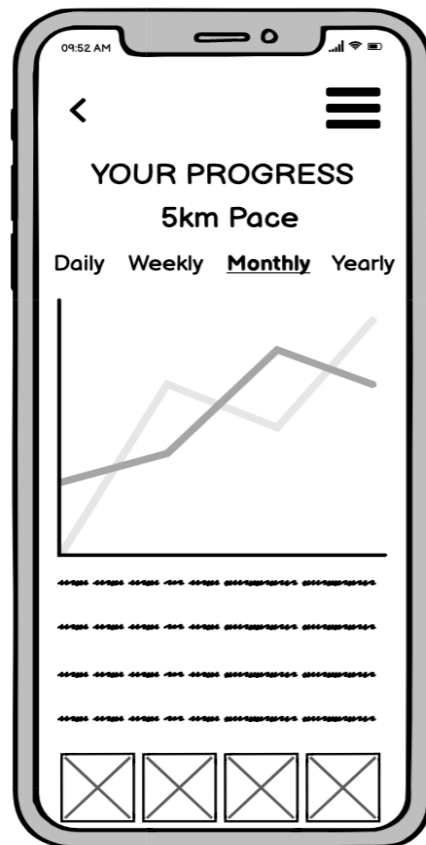
Clicking on one of the graphs will give the users more detail about that progress report. Along with that users can see their progress based of daily progress, weekly, monthly and yearly progress.

Screen 8 (YOUR PROGRESS - Rewards):

09:52 AM

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YOUR PROGRESS

Sessions   **Rewards**

YOUR REWARDS

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🏆 🏆 🏆 🏆
🏆 🏆 🏆 🏆
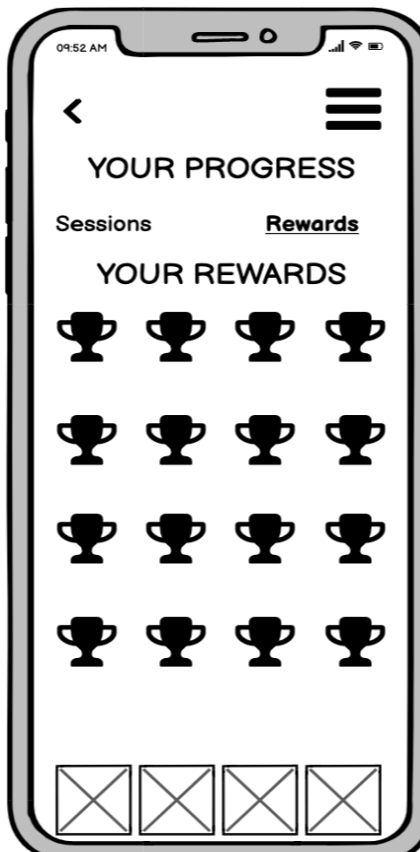
This is the users rewards tab. This is where all the users unlocked trophies appear. Clicking on them will provide them with what the trophies was for and information on the users achievement, such as date and score.

Screen 9 (MEAL PLANNER):

09:52 AM

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MEAL PLANNER

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INGREDIENTS:

DIRECTIONS:

Add to Meal Planner
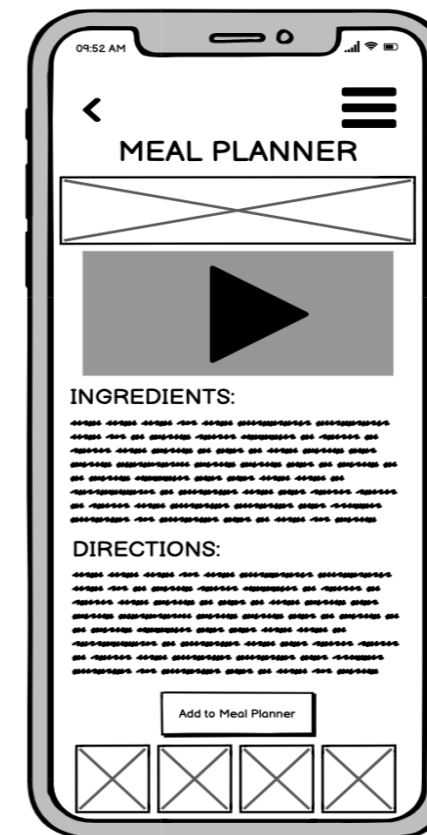
When users click on a specific meal, they will be provided with a tutorial on how to cook it, along with text based instructions such as the ingredients and directions. Users can then choose to add this to their meal schedule.
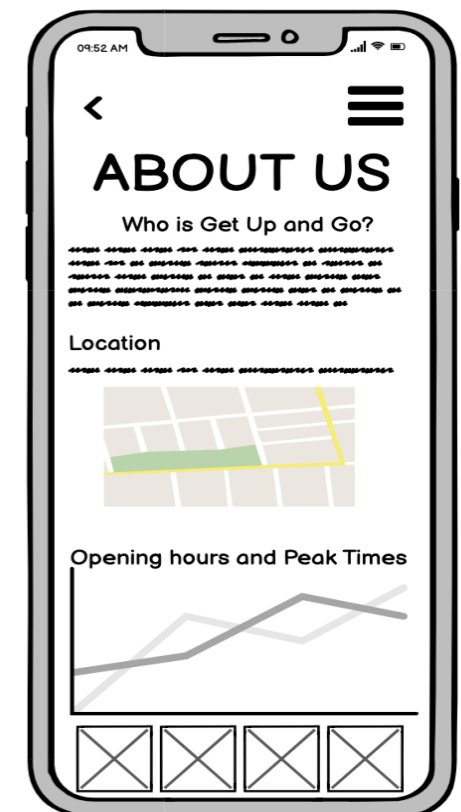
Screen 10 (ABOUT US):

09:52 AM

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ABOUT US

Who is Get Up and Go?

Location

Opening hours and Peak Times

This is the about screen, giving users information on who the company is, where they are located, their opening hours and how busy each hour is on each day.

CONCEPT 3:

The name of the client for this app concept is Get up and Go (GUG) fitness centre. The main design objectives for this concept are; to provide users with an enjoyable, social and competitive user experience, that encourages them to go to the gym more. Along with that this concept will once again provide users with ease of use when it comes to booking different gym sessions. The app will use rounded shapes to create a smooth aesthetic.

For this final concept, the main features in which will be utalised in order to make it interesting is social, gamification based features. For example, users are able to connect with their friends, by adding each other onto the app. Therefore users are able to join friendly competitions each week to compete against their friends. So based on the type of goals the user is aiming to achieve they are able to join those competitions in order to motivate themself. Users will be able to use **hicks law** in order to filter the different competitions to find the ones that best suit them. The app will also use the principle of **recognition rather than recall** for any searches the user makes.

Users will be presented with a leaderboard for each of the competitions they are apart of, which will be separated based of **uniform connectedness**. Users are then able to click on their friends names to see how their progress is going in those competition and their achievements on the app. The app will also make use of strong social based **affordance** to make the it easier for user to understand and naviage through. At the end of the week whoever is at the top of the leaderboard is rewarded with a trophy. Users will also be provided with an overall ranking system based on the amount of trophies they have accumulated. As a result providing a stickyness to the app due to the **Zeigarnik Effect**, and a motivation to continue returning.

While being competitive, the app will also be used for users to encourage, support and motivate each other. Users will have the ability send their friends motivational messages in order to encourage them to keep working out. Along with this users can also use this messaging feature to recommended them different workout routines in which they might be interested in, or one of the booking sessions that the app offers.
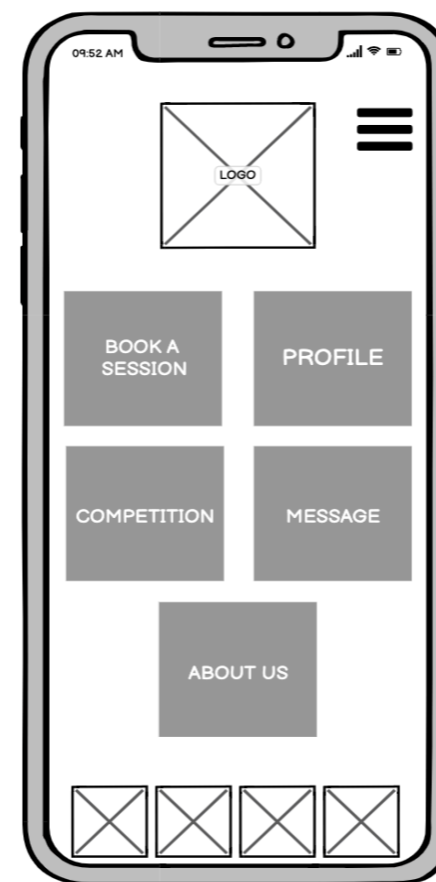

Home screen, users click on any of the options listed to go to their corresponding screens, or click the hamburger menu.
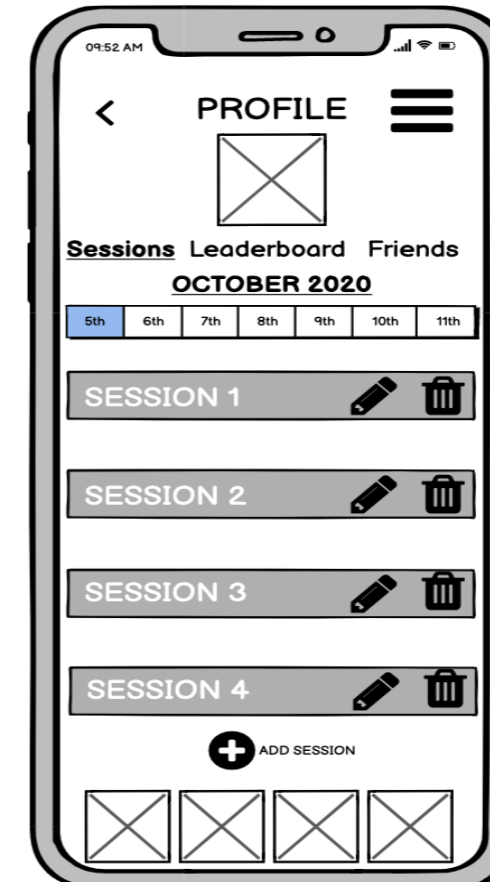

This is the sessions tab on the profile page. Users scroll through the dates and select one to see their sessions scheduled. Users can click the add a session button which will take them to the boooking screen

This is the leaderboard tab on the profile page, this is where users can see where they are on the board overall compared to their friends.
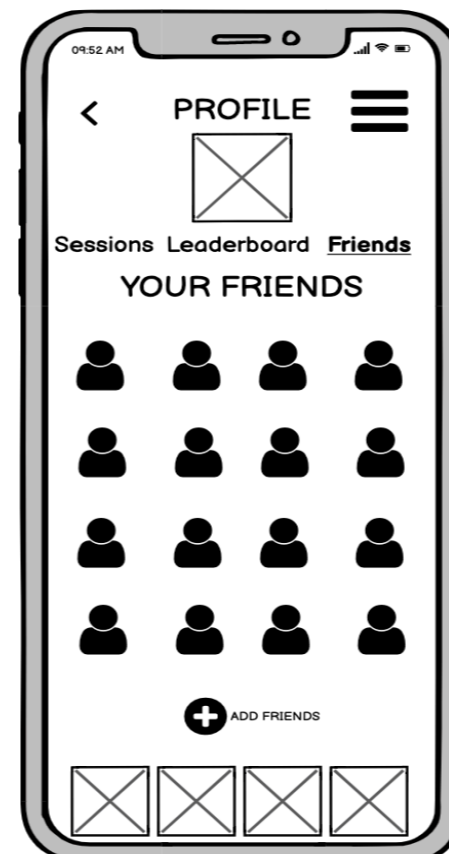
This is the friends tab on the profile screen. Users can see there friends, and clicking on their profile pic will take you to their profile. This is also where users can click the add friend button, to add a new friend to the app.
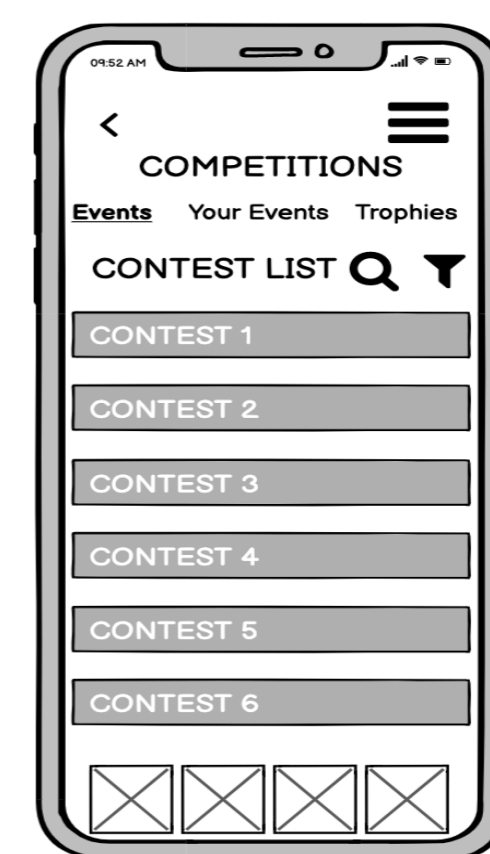
This is the events tab page, where users can see all the avaliable contests to compete in. Users can search or filter the contests to easily find ones they are interested in.
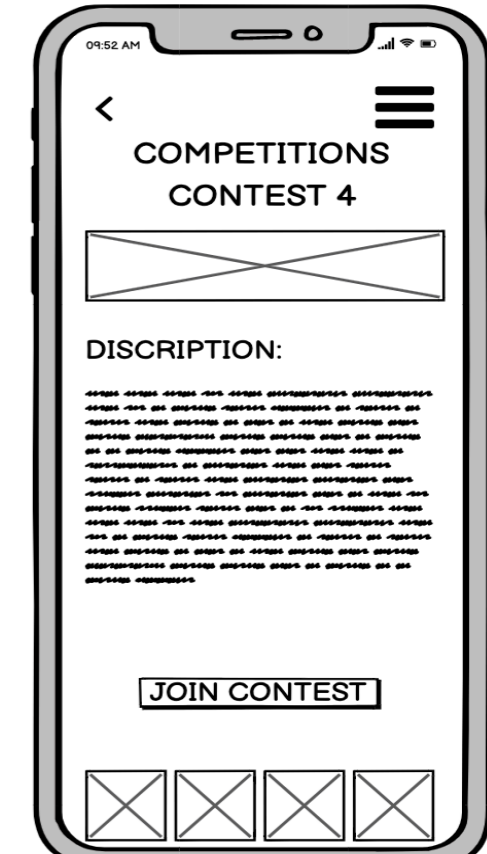
This is the screen users see, when they click on an contest. It gives them a discription and also a button where they can join that contest

Screen 1 — COMPETITIONS

Events   **Your Events**   Trophies

CONTEST LIST 🔍 ▽

CONTEST 1	Your Score
CONTEST 2	Your Score
CONTEST 3	Your Score
CONTEST 4	Your Score
CONTEST 5	Your Score
CONTEST 6	Your Score

This is the your events tab, where users are able to see all the contests they are currently involved in and the score that they are on in that contest.

Screen 2 — COMPETITIONS

Events   **Your Events**   Trophies

5km Pace

UserName #1 Score: 1000pts

UserName #2
UserName #3
UserName #4
UserName #5
UserName #6
UserName #7
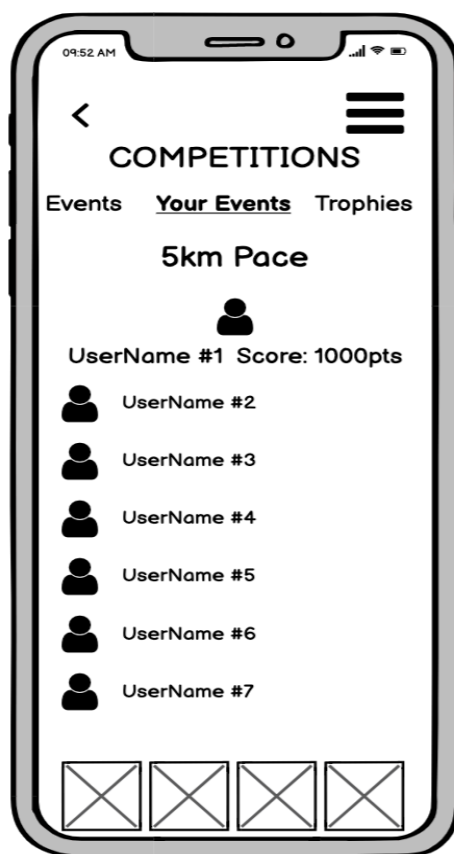
Clicking on one of the contest you are involved in gives the users a indepth run-down of the current leaderboard for that contest.

Screen 3 — COMPETITIONS

Events   Your Events   **Trophies**

YOUR TROPHIES

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🏆 🏆 🏆 🏆
🏆 🏆 🏆 🏆
🏆 🏆 🏆 🏆

This is the trophies tab, clicking on any of the trophies will give the users information about that trophie, and personal information such as the date and time they recieved that trophie and the score they got.

Screen 4 — BOOK A SESSION

📅 🔍 ▽

OCTOBER 2020

| 5th | 6th | 7th | 8th | 9th | 10th | 11th |

YOGA CLASSES

GROUP CLASSES
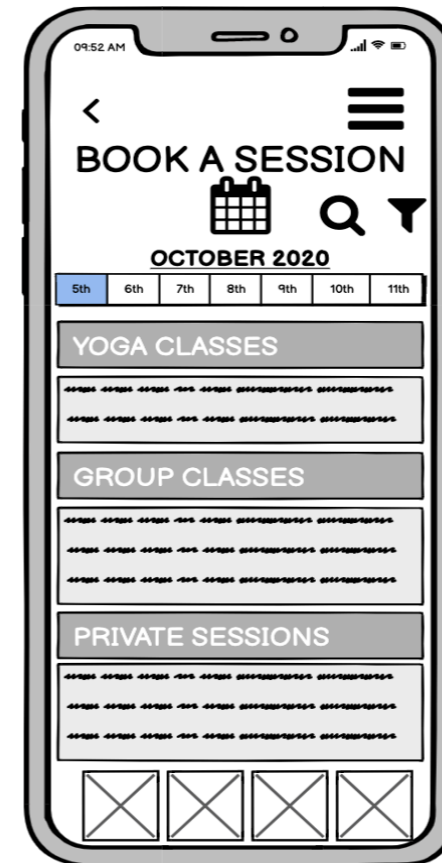
PRIVATE SESSIONS

This is the booking session screen. By clicking on a specific date users can see all the classes (Yoga and Group) and private sessions for that day. Users can also search and filter the to see specific options.

Screen 5 — BOOK A SESSION

📅

2020
Mon, Oct 05

< OCTOBER 2020 >

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

CANCEL   OK
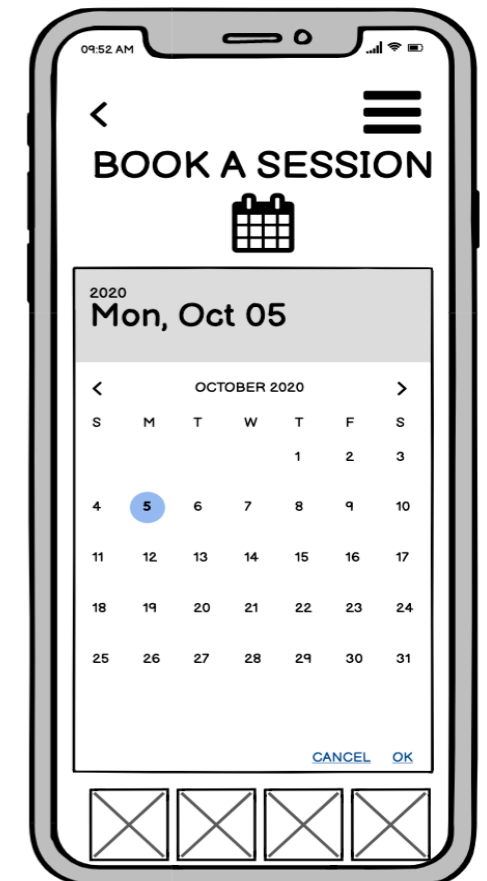
Users can also use the calander to see what sessions are avaliable on specific dates. Using the calander makes it easier to find dates that are further away.

Screen 6 — YOUR FRIEND
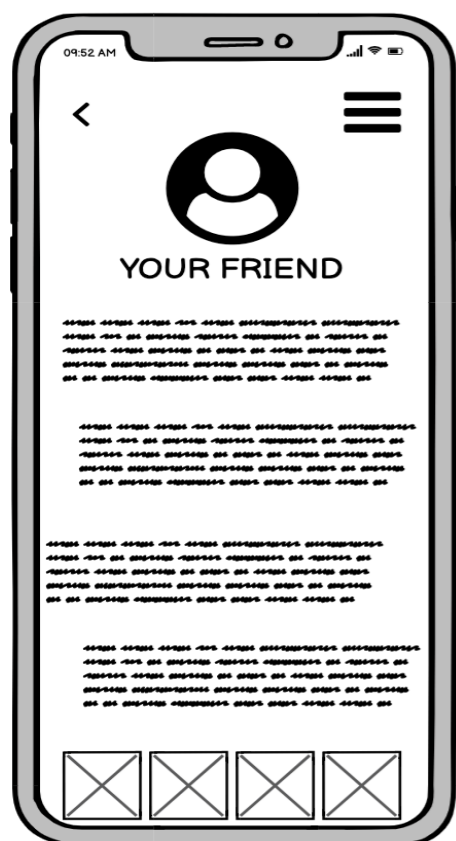
When users click on another frineds profile picture, they will be sent to their profile. This is where they will be able to see all their friends accomplishments on the app.

Screen 7 — YOUR FRIEND

This is part of the messaging section of the app. Users can message their friends to encourage and motivate them, as well as send them recommendations of routines to try, contest to join and classes to do.
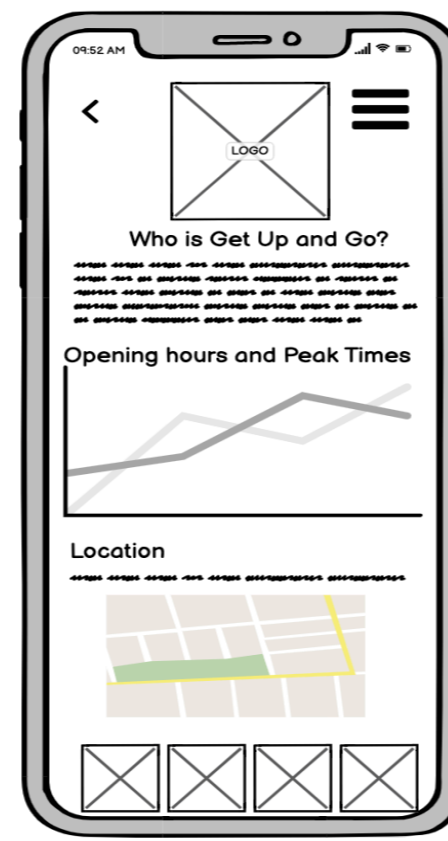
Screen 8 — Who is Get Up and Go?

LOGO

Who is Get Up and Go?

Opening hours and Peak Times

Location

This is the about screen, giving users information on who the company is, where they are located, their opening hours and how busy each hour is on each day.

Screen 9 — YOGA CLASS

YOGA CLASS
Monday 5th of October

TRAINER
★ ★ ★ ★ ★

DESCRIPTION
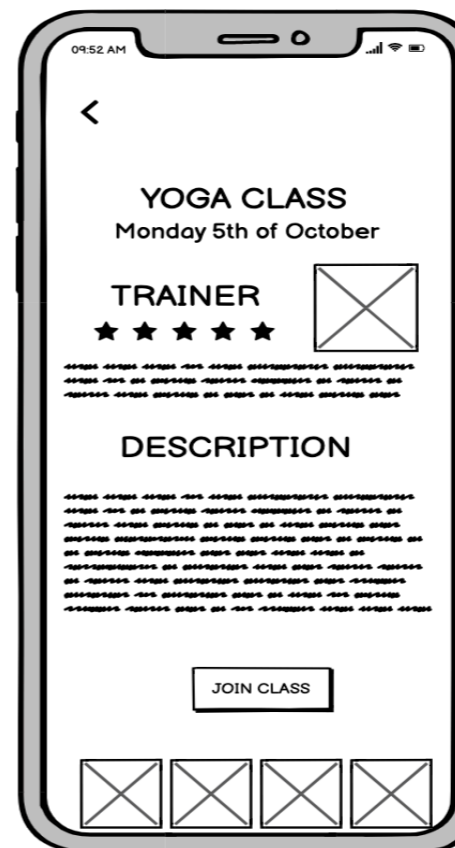
JOIN CLASS

This is the discription of the class. As well as information on the trainer taking the session including a rating system. This is also where users choose to join the session.

Screen 10 — SCHEDULE
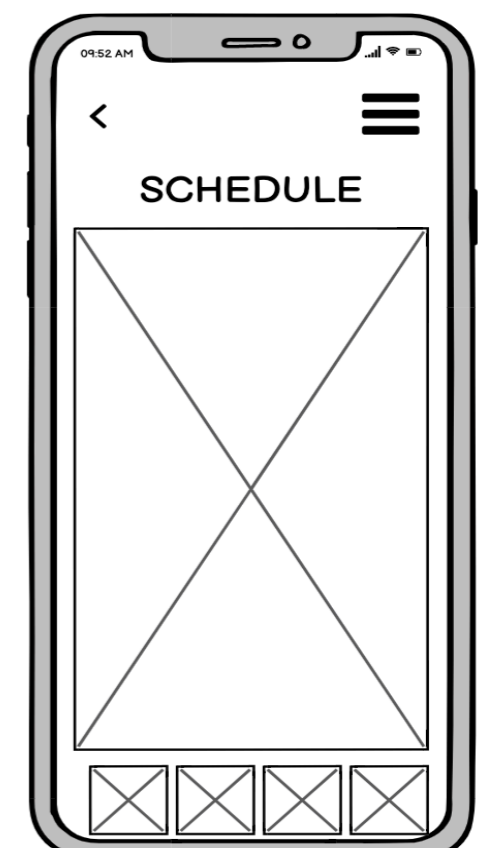
SCHEDULE

This is the schedule page. Users will be provided with a time table for the week, and all the sessions that are running on those days, for the yoga classes, group classes and private sessions

PART 3:
REFERENCE LIST

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INTERVIEW #1

Interviewer:
Thank you for participating in this interview. We really appreciate you taking the time to talk with me. Feel free to answer however you like—there are no right or wrong answers.

The interview should take no more than 20 minutes. Also, this interview is completely voluntary, so you can opt out at any time for any reason. Everything you say is anonymised as well. If I share any quotes from the interview with my colleagues, they will not know who said them. Finally, do I have your permission to record the audio from our interview? I will not share the recording with anyone, if you don't feel comfortable with that, I will only be using it to help me to focus on what you are saying so I don't have to take all my notes while we are talking. I will delete the recording when I have transcribed the interview.

Interviewee:
No worries.

Interviewer:
So, to start do you go to the gym?

Interviewee:
Yes I do, I have been going to the gym for a few years now.

Interviewer:
Why did you join the gym?

Interviewee:
For me, the main reason that I go to the gym is to make sure I stay healthy not just for now but for later on in life and to also improve self-esteem.

Interviewer:
What are your main goals when you go to the gym?

Interviewee:
The main goals that I have when I got to the gym are mainly to build better endurance, and to obviously loose more body fat, and gain more muscle. However, while I do go to the gym to better my body I also go because it is a place that allows me to relieve stress, and to just take my mind off anything that is currently going on in my personal life.

Interviewer:
What motivates you to go to the gym?

Interviewee:
That's an interesting question, for me what motivates me the most is seeing my progress, which I will admit is sometimes really difficult, as some times it may take weeks or even months to see some sort of progress. But when I do that really motivates me to keep going. I also find that by seeing what results I can achieve if I keep going is also a real motivator for me, so like ... seeing that if I do this type of exercise will give me these results, really pushes me to keep going back, to make sure I get those results, if you know what I mean?

Interviewer:
What type of apps if any do you use while you are at the gym and why?

Interviewee:
Umm, personally I try not to just that many apps while I am at the gym as I feel that would take away from my routine, so like social media apps or things like that which can distract me I try to stay away from. Oh, I do however use spotify at the gym, as the music they have there is terrible haha. And I think music is really important in helping me get through my workouts.

Interviewer:
Do you use any fitness-based mobile applications and why/why not?

Interviewee:
Yeah I do, I use My Fitness pal, I find it super useful for like calorie and nutrition tracking. And I think having that kind of stuff provided to me is super useful when trying to keep on track with achieving the goals that I have set out for myself.

Interviewer:
Do you use these applications often, why/why not?

Interviewee:
Yeah I do, I think that it is important if you are going to the gym to have an app that you use everyday, otherwise I feel that it can be really easy to fall off, in terms of loosing track of your goals and progress, if you know what I mean. So yeah I use it daily in order to make sure that my diet is in check.

Interviewer:
What would motivate you to use these kinds of apps more frequently than you currently do/ start using these apps?

Interviewee:
Personally, I think as I have previously said it is hard to see the process that you are achieving sometimes, especially when trying to loose body fat for example, it initially takes a while to see any sort of change. So I think maybe having a progress bar, or something like that so you can see all of the process that you are making. Even if it is the smallest processes each day, I think that is something now, and especially when I started that would make use a fitness app more. I also thing if the app knew where I was and was able to send notifications asking if I wanted to start a workout or add in a meal if they knew I was in a restaurant or something like that.

Interviewer:
What is your experience using these types of apps?

Interviewee:
Generally a good experience, however workout apps generally assume you have the gym to yourself rather than acknowledge even gyms have minimal equipment.

Interviewer:
What type of information do you typically seek out using these apps?

Interviewee:
Mainly what my body is doing in terms burning calories and heart rate.

Interviewer:
Is there any other information that you would like to see/ or would have liked to see when you started using these apps?

Interviewee:
For me, I sometimes struggle when it comes to discovering new fitness routines, so maybe what sort of exercises I should be doing, in order to improve different parts of my body, and like how those routines can be adjusted when you become more experienced. I also think it would be cool if the app could, based off my previous workouts give me some personal workout routines to try out. And again as I have already said some form of progress system would be cool.

Interviewer:
Have you ever booked a private session at the gym before, such as a yoga class or a private session? Why/Why not

Interviewee:
I haven't no, but I think that is mostly because I go with my mates to the gym.

Interviewer:
Because you haven't booked a session before, what types of features would you expect to see when using a booking feature for a gym?

Interviewee:
For me, I would want it to be a really simply process. I would expect that the user would simply choose an available date time, and the type of session that they want to do, categorised by experience level. I also think it would be important if you were doing a private session to discuss what type of session you want to do.

Interviewer:
Thank you for answering all my questions.

Please feel free to get in touch with me if you have anything else you want to say or you have any questions. Would you mind if I contact you again if I think of other questions or if something is unclear? Is that OK with you?

Interviewee:
Cheers.

INTERVIEW #2

Interviewer:
Thank you for participating in this interview. We really appreciate you taking the time to talk with me. Feel free to answer however you like—there are no right or wrong answers.

The interview should take no more than 20 minutes. Also, this interview is completely voluntary, so you can opt out at any time for any reason. Everything you say is anonymised as well. If I share any quotes from the interview with my colleagues, they will not know who said them. Finally, do I have your permission to record the audio from our interview? I will not share the recording with anyone, if you don't feel comfortable with that, I will only be using it to help me to focus on what you are saying so I don't have to take all my notes while we are talking. I will delete the recording when I have transcribed the interview.
Interviewee:
Okay, Sounds good.

Interviewer:
So, to start do you go to the gym?
Interviewee:
Yes I do.

Interviewer:
Why did you join the gym?
Interviewee:
I personally wanted to just get more fit, and work more on my physical appearance. I mainly wanted to loose weight and to get into much better shape.

Interviewer:
What are your main goals when you go to the gym?
Interviewee:
For me I mainly go to the gym in order to forget about my daily problems, and use it as a way to take time away from my university work. Some of the other goals that I have is to focus on self improvement, and to challenge myself physically.

Interviewer:
What motivates you to go to the gym?
Interviewee:
The main thing that motivates me is improving my physique, and seeing the progress that I am making with my body. But I am also motivated by reaching new goals that I set out for myself such as lifting heavier weights, or being able to run a certain distance in a shorter amount of time.

Interviewer:
What type of apps if any do you use while you are at the gym and why?
Interviewee:
For me I mainly just listen to Spotify, it really helps me to stay focused and not get distracted by my surroundings.

Interviewer:
Do you use any fitness-based mobile applications and why/why not?
Interviewee:
Yes, I use a few different ones, in order to get new exercise ideas, but I do get frustrated sometimes how I have to go to different apps to get different routines for different body parts. For example I have one that focuses on chest and another for getting a 6 pack.

Interviewer:
Do you use these applications often, why/why not?
Interviewee:
Not really, as it is only focused on one type of information, which for me seems rather pointless for a fitness app, because once I am able to remember the routine I don't feel I need to use it again, until I want to start a new routine.

Interviewer:
What would motivate you to use these kinds of apps more frequently than you currently do/ start using these apps?
Interviewee:
I think if they were to provide more options and information would make me use the app a lot more. For example, if the app was to provide me with some suggested meal plans to use, as that is something that I real struggle to understand, and I know it is something that is really important for losing weight and gaining muscle. I also think a progress system would motivate me more, as I would be able to keep on track with everything from my calorie count to my weight lose progress for example.

Interviewer:
What is your experience using these types of apps?
Interviewee:
They are rather good experiences, they are really easy to use and navigate through which I really like. I also like how easy they make it to find new exercises based off of you experience level. But as I have already said the apps that I use are a bit pointless, I just keep thinking that they should have more to them. Along with this the overall experience using multiple apps is frustrated I wish I could just have them all in the one app.

Interviewer:
What type of information do you typically seek out using these apps?
Interviewee:
Mainly on these apps, as there is not to much to them, the only things that I would really seek out using them is different exercises and different workout routines, and how to do them.

Interviewer:
Is there any other information that you would like to see/ or would have liked to see when you started using these apps?
Interviewee:
For me, as I have already said I find the meal planning the hardest part of losing weight or gaining muscle, so I think having recommended meal plans would be really helpful. I think I would also like to see a progress system of some type to showcase the improvements that I am making, or to make sure that I am on the right track.

Interviewer:
Have you ever booked a private session at the gym before, such as a yoga class or a private session? Why/Why not
Interviewee:
I have, I did one or two when I first started. I basically went in order to learn about the gym and the gym environment like the equipment and all of that kind of stuff. But after those few lessons I became confident to go alone, so didn't really see the point of doing anymore after that.

Interviewer:
What was your experience like when booking the session, was it easier or more difficult than expected and why?
Interviewee:
I found the booking process really easy, as I expected it to be. Mainly all I had to do was book a time and date, and essentially tell them what I wanted to do on the day, in terms of what body part I wanted to focus on. So as I said it was really easy to do.

Interviewer:
Thank you for answering all my questions.

Please feel free to get in touch with me if you have anything else you want to say or you have any questions. Would you mind if I contact you again if I think of other questions or if something is unclear? Is that OK with you?

Interviewee:
Not a problem. Thanks

INTERVIEW #3

Interviewer:
Thank you for participating in this interview. We really appreciate you taking the time to talk with me. Feel free to answer however you like—there are no right or wrong answers.

The interview should take no more than 20 minutes. Also, this interview is completely voluntary, so you can opt out at any time for any reason. Everything you say is anonymised as well. If I share any quotes from the interview with my colleagues, they will not know who said them. Finally, do I have your permission to record the audio from our interview? I will not share the recording with anyone, if you don't feel comfortable with that, I will only be using it to help me to focus on what you are saying so I don't have to take all my notes while we are talking. I will delete the recording when I have transcribed the interview.
Interviewee:
Sweet, no worries

Interviewer:
So, to start do you go to the gym?
Interviewee:
Yes I do, I only just started going a few weeks ago though.

Interviewer:
Why did you join the gym?
Interviewee:
I am really into sports, mainly football, so I wanted to improve my fitness. Also a lot of people that I know go to the gym so I though I might as well try it out.

Interviewer
As you mentioned you only just started, what was the reason why you hadn't started before now?
Interviewee:
Personally the main reason why I didn't start earlier was because none of my friends that do go to the gym live near me, so I would have to go by myself and I was really worried about that. Mainly because I had no idea how to use any of the equipment, and I felt like it would have been a really intimidating place to go, with lots of people around.

Interviewer:
Do you think if you had known how to use the equipment before going, or known about a time that was less busy at the gym, that this would have encouraged you to have started earlier than what you did.
Interviewee:
Absolutely, I personally think that is one of the main reasons that lots of people don't go to the gym, because they feel that if they don't know how to use the equipment they are going to annoy people, or feel super embarrassed. And the other point about the time, I think it would even be useful for me now even though I have been going for a few weeks now, as sometimes I would like to go when its less busy.

Interviewer:
What are your main goals when you go to the gym?
Interviewee:
For me most of my goals while going to the gym are now mainly focused around football. So I simply just want to become fitter, faster and stronger in order to improve my skill and ability while playing football matches.

Interviewer:
What motivates you to go to the gym?
Interviewee:
So one of my key goals when going to the gym is again to help me improve my football ability and to play at a much higher level. One thing that I love about the gym, and motivates me to keep coming back is the ability to see improvements, and progression. Seeing that I am become fitter, and stronger makes me really happy.

Interviewer:
What type of apps if any do you use while you are at the gym and why?
Interviewee:
I don't really use any social media apps or things like that, as I think they are just a distraction. As I am new to the gym I do use some exercise routine apps, I can't remember their names at the moment, in order to follow like workout routines or exercises that I haven't quite remembered yet. I also when doing cardo training will listen to a lot of Spotify.

Interviewer:
Do you use any fitness-based mobile applications and why/why not?
Interviewee:
I do, as I mentioned I use a few fitness routine apps, that are helping me to learn some new exercises, I know there are a lot more apps out there, but as I am not super serious about the gym at the moment I don't really use those super detailed and complex apps at all.

Interviewer:
Do you use these applications often, why/why not?
Interviewee:
At the moment I only use it either before I go to the gym or while I am at the gym, so I would say only a few times a week. I think that mainly comes down to the app not really having to many features on it.

Interviewer:
What would motivate you to use these kinds of apps more frequently than you currently do/ start using these apps?
Interviewee:
For me, most fitness based apps seem really complex and confusing at first glance, it seems like they try and put as much information as possible on one screen, and it just makes it really scary to use. So I think if the apps were slightly more easy to use it would motivate me to start using those types of fitness apps more. I also feel that most fitness apps are catered to experience gym users and that makes it harder for me to be motivated to use them, so if they were more generalised that would definitely make me want to start using them, such as having meal plans and stuff like that.

Interviewer:
What is your experience using these types of apps?
Interviewee:
Personally, I do get a bit bored of the app quite quickly as its just information about how to do the session, if they made the content more visual that would be nice. So my experience I would say is neither great nor terrible, just okay I guess.

Interviewer:
What type of information do you typically seek out using these apps?
Interviewee:
At the moment, mainly just different exercise routines, like I said I am not super into the gym at the moment, but I feel there are definitely some things I would like to see added to apps like this.

Interviewer:
Is there any other information that you would like to see/ or would have liked to see when you started using these apps?
Interviewee:
For me some things would be what you were saying earlier, like a graph on what times are usually busy or not busy, and information on equipment would be cool. I think it would also be cool to see things like stats such as heart rate, calories count and step count for example. I think something else I would like to see if I started using apps more would be a progress bar, as like I have said previous one of the things I like the most about the gym is seeing improvements. I also found it really hard to find different exercise routines when I started, so having a place which has lots of different routines for different experience levels would be a nice feature.

Interviewer:
Have you ever booked a private session at the gym before, such as a yoga class or a private session? Why/Why not
Interviewee:
I have not. I think that is many because I would be more comfortable doing my workouts alone haha.

Interviewer:
Because you haven't booked a session before, what would you expect to see when using a booking feature for a gym?
Interviewee:
I would expect it to be really simple to use. I think potentially a choice of the trainer and their details, so you can get in contact with them if you need to, suggestions for exercises or type of exercises stuff like that. Oh and obvious the type and date of the session , and the option to change or cancel the session I think would be important as well.

Interviewer:
Thank you for answering all my questions.

Please feel free to get in touch with me if you have anything else you want to say or you have any questions. Would you mind if I contact you again if I think of other questions or if something is unclear? Is that OK with you?

Interviewee:
Thankyou.

INTERVIEW #4

Interviewer:
Thank you for participating in this interview. We really appreciate you taking the time to talk with me. Feel free to answer however you like—there are no right or wrong answers.

The interview should take no more than 20 minutes. Also, this interview is completely voluntary, so you can opt out at any time for any reason. Everything you say is anonymised as well. If I share any quotes from the interview with my colleagues, they will not know who said them. Finally, do I have your permission to record the audio from our interview? I will not share the recording with anyone, if you don't feel comfortable with that, I will only be using it to help me to focus on what you are saying so I don't have to take all my notes while we are talking. I will delete the recording when I have transcribed the interview.
Interviewee:
Okay.

Interviewer:
So, to start do you go to the gym?
Interviewee:
I don't, I went for a while with my mate, but he stopped going so I kinda of stopped going as well.

Interviewer:
May I ask why did you stop the gym when your friend stopped?
Interviewee:
I think its more down to not being confident enough to go by myself, I feel that the gym when there is a lot of people around can be really nerve-racking, and intimidating. Also with my friend their he would teach me how to use all the equipment, and going alone I don't think I would be confident enough to ask someone else to help me out.

Interviewer:
Do you think if you knew how to use the equipment, or known about a time that was less busy at the gym, this would have encouraged you to go back to the gym.
Interviewee:
I think if I had a better understanding of the equipment, that would make me more confident about going to the gym for sure, and I think going at a less busy time would be helpful for my confidence. So I guess if I did have that type of information it could make me more prone to thinking about re-joining the gym, yes.

Interviewer:
What were your main goals when you went to the gym?
Interviewee:
I think that I just wanted to start gaining more muscle, and changing the way that my body looked you know? getting into better physical shape was really the main reason I went. I also wasn't the fittest so I wanted to try improve my cardio.

Interviewer:
What motivated you to go to the gym when you were going?
Interviewee:
Mostly it was my friend that motivated me, every that he went to the gym I just ended up going with him. It was also cool to see some progress in my cardio, so I thinking seeing that improvement, like being able to run a certain distance was cool, and made me want to keep beating that time.

Interviewer:
What type of apps if any do you use while you are at the gym and why?
Interviewee:
As I was always their with my mate, I didn't really use many apps while I was at the gym, as I was always watching and listening to him to get tips on how to use the equipment and all of that.

Interviewer:
Do you use any fitness-based mobile applications and why/why not?
Interviewee:
When I was going to the gym, I used to use the My Fitness pal app, which I really liked. At the moment I am using some at home fitness apps, so that I can still work on my physical appearance and cardio, even though I am not going to the gym anymore.

Interviewer:
Do you use these applications often, why/why not?
Interviewee:
I obviously don't use the My Fitness Pal app anymore as I was only using that when I was going to they gym. In terms of the at home fitness apps, I use that quite a bit, I would say around 5 times a week.

Interviewer:
What would motivate you to use these kinds of apps more frequently than you currently do/ start using these apps?
Interviewee:
I think that if I was able to track my progress that would be cool, like how much faster I am getting or something like that. I also think maybe a level progress type system would be kinda cool with like achievements or something, so when you run a certain distance is a certain time you get a reward. I am also quite competitive, so maybe some sort of leaderboard system for like who has lost the most weight in a week out of your friends or done the most steps or something would make me more motivated to use these kinds of apps more.

Interviewer:
What is your experience using these types of apps?

Interviewee:
Personally my experience with them are fine, nothing really stands out from them for them to be a really good experience or a really bad experience. The only thing I can really think of that reduces my experience with these apps is there use of lots of text, for a fitness app I think they should be more visual, I shouldn't have to read lots of text to do my exercises.

Interviewer:
What type of information do you typically seek out using these apps?

Interviewee:
The only things that I would really seek out using these types of apps is different exercises how to do them, as there isn't really to much else to these apps.

Interviewer:
Is there any other information that you would like to see/ or would have liked to see when you started using these apps?

Interviewee:
Like what has already been said, stuff like equipment instructions, and busyness times. I also think stuff like the leaderboard thing that I have already talked about, seeing how friends are doing and stuff like that.

Interviewer:
Have you ever booked a private session at the gym before, such as a yoga class or a private session? Why/Why not.

Interviewee:
I have not. Mainly because I think I would find it uncomfortable learning something, in a relatively new environment with someone that I don't know.

Interviewer:
Because you haven't booked a session before, what would you expect to see when using a booking feature for a gym?

Interviewee:
I think it should be a simple process, with features such as the details of the trainer, a calendar to booking the time and date, and the ability to cancel the session or even rearrange the time or date as some people might need to do that as well. But yeah, I think it should be really simple similar to other booking things.

Interviewer:
Thank you for answering all my questions.

Please feel free to get in touch with me if you have anything else you want to say or you have any questions. Would you mind if I contact you again if I think of other questions or if something is unclear? Is that OK with you?

Interviewee:
No problems, Thankyou.

INTERVIEW #5

Interviewer:
Thank you for participating in this interview. We really appreciate you taking the time to talk with me. Feel free to answer however you like—there are no right or wrong answers.

The interview should take no more than 20 minutes. Also, this interview is completely voluntary, so you can opt out at any time for any reason. Everything you say is anonymised as well. If I share any quotes from the interview with my colleagues, they will not know who said them. Finally, do I have your permission to record the audio from our interview? I will not share the recording with anyone, if you don't feel comfortable with that, I will only be using it to help me to focus on what you are saying so I don't have to take all my notes while we are talking. I will delete the recording when I have transcribed the interview.
Interviewee:
Okay, cool.

Interviewer:
So, to start do you go to the gym?
Interviewee:
I do yeah, I have been going for around a year or so now.

Interviewer:
Why did you join the gym?

Interviewee:
I simply just wanted to get fitter, and into better shape really. I am not really aiming to getting really strong or anything like that.

Interviewer:
What were your main goals when you went to the gym?
Interviewee:
My main goals at the gym are mostly around cardio, like improving my fitness, and how much I can run and stuff like that.

Interviewer:
What motivated you to go to the gym?
Interviewee:
I felt really unhappy with myself, I wasn't really looking after my body that much, so I though that I would start going to the gym so that I could change that. In terms of what motivates me to keep going to the gym it is mostly down to seeing improvements, which at first was hard, but I am now seeing more and more improvements which is great and it just keeps me motivated to keep going back and making more progress.

Interviewer:
What type of apps if any do you use while you are at the gym and why?
Interviewee:
Umm, I guess the only app that I really use while I am at the gym is spotify, this is especially when I am doing my cardio workouts. I find that music really helps me to perform better while at the gym.

Interviewer:
Do you use any fitness-based mobile applications and why/why not?
Interviewee:
I am currently using My Fitness Pal, as I heard that it was the most popular one to use. I think it really useful for stuff like eating. It allows me to keep on top of how many calories I should be eating per day, in order to keep on track with my set goals.

Interviewer:
Do you use these applications often, why/why not?
Interviewee:
Yeah I use the My Fitness Pal app quite a lot, as it allows me to stay motivated to achieve my goals, and see if I am on track to achieving those set goals, which I think is super useful for a fitness based app.

Interviewer:
What would motivate you to use these kinds of apps more frequently than you currently do/ start using these apps?
Interviewee:
I think that while the app that I currently use tracks things such as your food intake, I think what would motivate me to use the app more than what I am would be stuff like exercise based tracking/progress reports. So you have like a graph or something to show your progress in like how fast you can run a distance, or like how your progress in terms many reps of a certain exercise you are able to do is changing over time. I also think because fitness apps can be boring for some people, having the ability to make it more social in a way would make them more motivating to use. For example, seeing how well your friends are doing in similar exercises, and being able to see where you rank against them.

Interviewer:
What is your experience using these types of apps?
Interviewee:
Personally, as I already alluded to, them are quite boring to use in most cases. I wouldn't say it was a negative experience using the app, but I feel if the app was more social as I have already said I think my experience using these types of apps would be much higher.

Interviewer:
What type of information do you typically seek out using these apps?
Interviewee:
Mainly in terms of My Fitness Pal its mostly looking at food based information, such as what types of foods I should and should not be eating, as well as stuff like calorie and nutritional counts.

Interviewer:
Is there any other information that you would like to see/ or would have liked to see when you started using these apps?
Interviewee:
Umm, that's quite difficult. I think I would like to see more unique fitness routines, mainly because the more experience you become at the gym, the types of fitness routines that you find are not revolved around your experience level. I would also say, as I talked about it before, but progress information related to your actual exercises to be able to more visually see your progress, as there has been a few times while I have been going to the gym that I felt like I wasn't making progress, because I couldn't visually see it. So I think something like that can be useful, as it will put more confidence in people who are not seeing results straight away.

Interviewer:
Have you ever booked a private session at the gym before, such as a yoga class or a private session? and why/Why not
Interviewee:
I have a few times, mainly just to learn some new fitness routines around cardio, which I can then use when I go to the gym by myself.

Interviewer:
What was your experience like when booking the session, was it easier or more difficult than expected and why?
Interviewee:
I found the experience to be rather easy and straightforward to complete, as I expected it to be. I have done it both in person and online through the website. Both times I had any trouble with it. I will talk about more of the website version, as I think that will be more relevant. So basically I just used the calender to pick a date and time, that then showed me the sessions available and the details of the trainer. I picked a time, and we did like a consultation about what I wanted to work on in that particular session. So yeah I found it really simple to complete.

Interviewer:
Thank you for answering all my questions.

Please feel free to get in touch with me if you have anything else you want to say or you have any questions. Would you mind if I contact you again if I think of other questions or if something is unclear? Is that OK with you?

Interviewee:
No worries, Thankyou.