CAREERFOUNDRY

UI for UX Designers Project Brief: Fitted

Objective

Motivate people into an exercise routine that suits their level, schedule, and interests.

Context

Firstly, finding exercise routines for your level can be difficult, especially if you want to try something new. This responsive web app aims to help people get into an exercise of their choice by holding their hand a bit and providing routines, guides, interactive examples, and info.

Secondly, finding routines that fit into your schedule is not easy. The web app is designed to encourage people who want to exercise get into an easy routine for physical activities. This means fitting in as little as a 5-minute routine.

The 5 Ws

Who: People who are new or returning to fitness, want to find activities they like, and get into a good routine will be interested in Fitted.

What: A responsive web app is best for Fitted, as users can search and view routines, guides, daily challenges, and other information on any device. They can also keep a schedule by adding sessions to their personal calendar.

When: As the web app aims to get users into a routine that suits them, the web app can be used whenever they like. They will use the web app while they are searching for, scheduling, and following routines.

Where: When on the go or when practicing exercise routines at home, in the park, on the street, etc. Users can stay fit anywhere, as long as they're logged in on a device.

Why:
- To become healthy and enjoy the associated benefits (better mood, weight management, reduce risks of illness, learning something new)
- Exercise should be fun and suited to each user
- To save time by fitting exercise into daily routines, such as walking or cycling to work or school

Persona

Name: Rebecca

Job Title and Experience: Software Developer

Demographics:
- Age: 26
- Gender: Female
- Education: Master's in Software Development
- Marital Status: In a relationship

Goals:
- Rebecca wants to lose weight and get in shape, as her sedentary job doesn't allow a lot of time for exercising.
- To help with this goal, Rebecca wants to find a tool that will help her fit exercise routines into her busy schedule.
- As a beginner to working out, Rebecca also wants something that will help her learn how to properly exercise.
- Rebecca wants help finding routines she can enjoy.

Tasks:
- Rebecca wants to be able to find exercises that match her goals of losing weight and getting in shape.
- In addition, she wants to find short exercises that she can do multiple times per day in between other activities.
- She wants the tool to keep her motivated as well, as her schedule can often be distracting.

Environment:
- **Physical:** Rebecca lives in an apartment with her boyfriend and 3-year old daughter.
- **Social:** She has several friends from her software development job, and one of them recommended this tool as something she should check out to help her reach her goals.
- **Technological:** Rebecca is very tech savvy, as she works on computers every day.

Quote:
"I love the thought of having something that could really work with my schedule. Being as busy as I am makes it tough to exercise otherwise."

Design Criteria

User Stories:

- As a new user, I want to learn about different exercises, so that I can figure out what is best for me.
- As a new user, I want to be shown how the exercises are done, so that I know I'm doing them correctly.
- As a frequent user, I want to be able to schedule exercises for working out, so that I build positive habits.
- As a frequent user, I want to be able to earn achievements or rewards, so that I can stay motivated.
- As a frequent user, I want to complete daily challenges, so that I can have an additional way to stay motivated.
- As a frequent user, I want to track progression and record what I've done, so that I can see my progress over time.
- As a frequent user, I want to be able to share routines with my friends who may also be interested, so that I can encourage them to become healthier.

Feature Requirements:

- Search and filter exercise videos (based on type, difficulty level, length, etc.)
- Exercise scheduler (based on exercise interests and actual daily routine: commute, sit at desk, etc.)
- Option to add sessions to calendar
- Create user accounts
- Tracking and charting of users' progression over time
- A game layer with individual daily challenges, achievements, and/or rewards
- Social sharing for routines or favorite exercises

Partial Branding Guidelines

Key Messaging:
- "Exercise is something anyone can pick up, find something they love, and fit it into their daily schedule"
- "Getting back into exercise doesn't have to be an ordeal"
- "Track your progress to see how a little effort goes a long way"

Style:
- Easy, informative, fun
- Orange, black

Icon Inspiration

Important: These icons have been shared for inspiration. For copyright reasons, you'll have to redesign the icon for your own project, or go for something entirely different!

- [Fitify](#)
- [Daily Workouts](#)
- [Asics Runkeeper](#)

Resources:
- [Workout Apps for Women, Marie Claire](#)
- [Best Health and Fitness Apps, Forbes](#)

Deliverables

Throughout the course, you will be working on this project. For each Task, you will submit a deliverable that will contribute toward the final product.

As much of the UX research for the project is already complete, you will primarily focus on the UI design of your project as you work through your Achievements.

Below is a breakdown of what you will be working on in each Achievement, all contributing toward your project.

Achievement 1: Composition & Visual Design

- User flow diagram
- Paper wireframes (mobile)
- Paper prototype (mobile)
- Mid-fidelity wireframes (digital, mobile)
- Mood board
- High-fidelity mobile UI mockups

Achievement 2: Advanced UI & the Design Handoff

- Final UI mobile mockups
- Brand icon and icon set
- Interactive prototype
- Animated interaction
- Style guide
- Mid-fidelity wireframes (tablet and desktop)
- Final UI mockups for 2+ more breakpoints (tablet, desktop)
- Presentation mockups for responsive design
- Handoff package
- Video demo of project
- Project case study added to online design portfolio