

Fittogether

Michaela Ronyak
Capstone 2 Case Study

Fittogether an idea that if we hold each other accountable we can achieve our goals easier. Message, meet, motivate; the tagline for Fittogether, an app. This app allows you to join a community in activities of your choice, communicate in the app's messaging feature with easy prompted "quick responses", times to meet up based on your schedule, and join groups that are focussed on the sports you love.

The problem at hand:

There isn't an easy way to communicate with others in fitness apps. We have text messaging, yes, and fitness tracking apps, okay, but there aren't fitness apps that have both. Having the ability to set your own schedule in a fitness app, join the groups you desire, and add the friends you want can be a huge game changer.

Research

In my research for Fitness apps on iPhone I didn't run into too many that fit my specific desires. I found "Fitbod", which helps you create a workout plan for your goal but did not have a messaging feature and had a big payment after the free trial. I tried "GymLife". They also had a big payment with the app, you could set your skill level which is nice but again didn't have a messaging feature. The "La Fitness" app is gym specific, shows you what classes you can take at what location, gym hours, and you can receive messages (promotions, gym updates) but you still could not message peers.

After searching on my own, I reached out to others around me through text and social media. I asked what fitness apps they use and why they use them.

Findings

Apparently a lot of my friends love cardio... There was an outstanding number of people that like to use "Strava". They enjoy this app because they can hook the movement of their body right to their phone so they don't have to physically track the workout. Strava is an app mainly for things like running, rowing, and cross country skiing. People can post their workouts and people can comment on the workout they did but it's not necessarily a messaging feature. Another big workout app people use is the features of the Apple Watch or other smart watch. With the Apple Watch you can start and stop a specific workout such as lifting, it will track your heart rate, time elapsed, and calcs burned. Other friends that you have added can see that specific workouts progress and send you quick prompted responses from their smart watch.

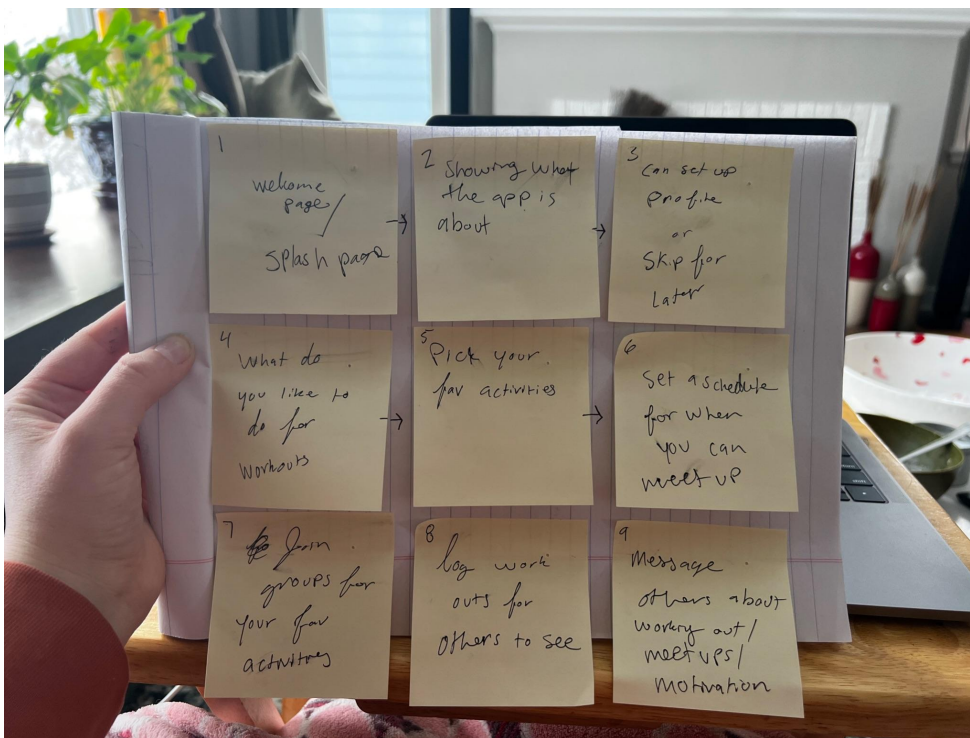
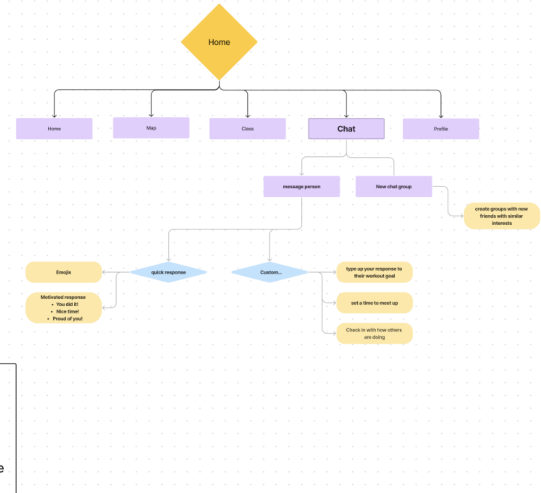
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Visuals from my journey:

User Flows:

I started out by visualizing the very basics of how a user could get through the app and after some searching realized this wasn't enough to get back to the pen and paper it was.



Starting out the flow with a **welcome splash page**, shows the user what they are about to get into and get things started.

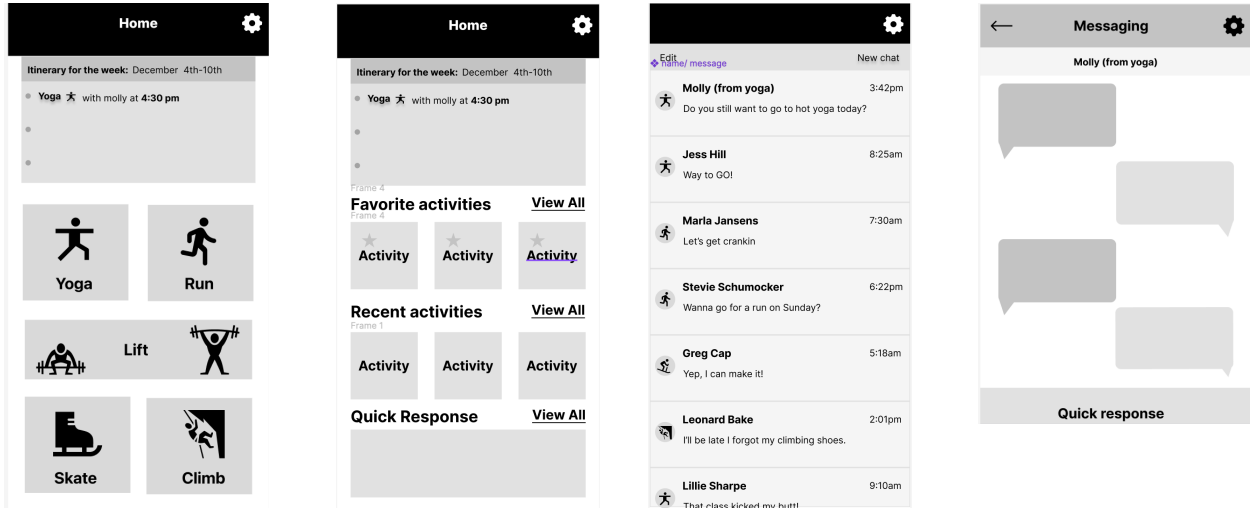
Walk through the app. Set up a profile. Choose your interests. Create your schedule.

Join groups. Message others. Log workouts.

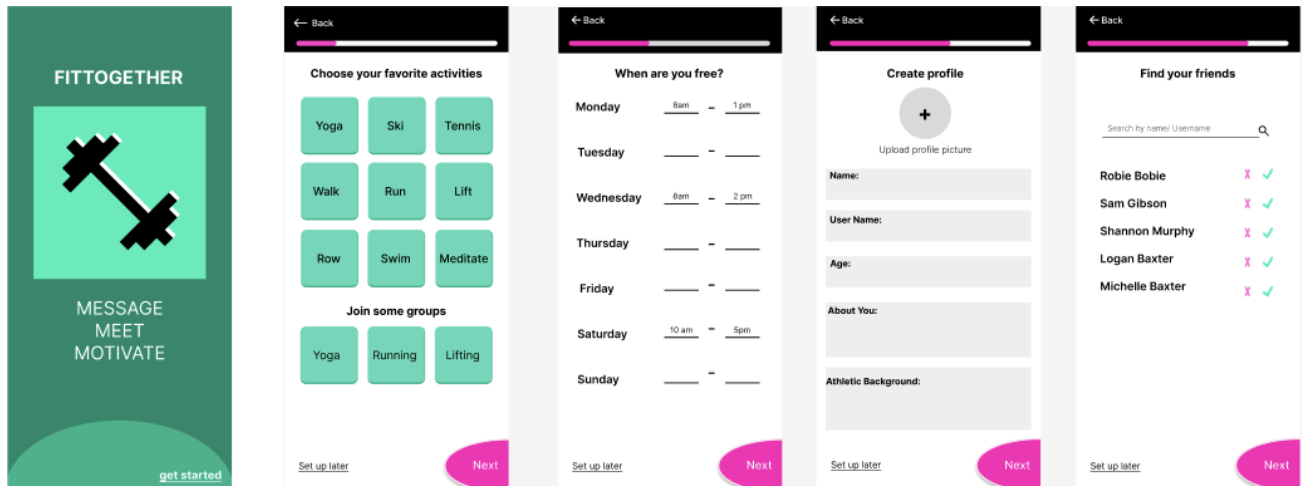
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First Shot



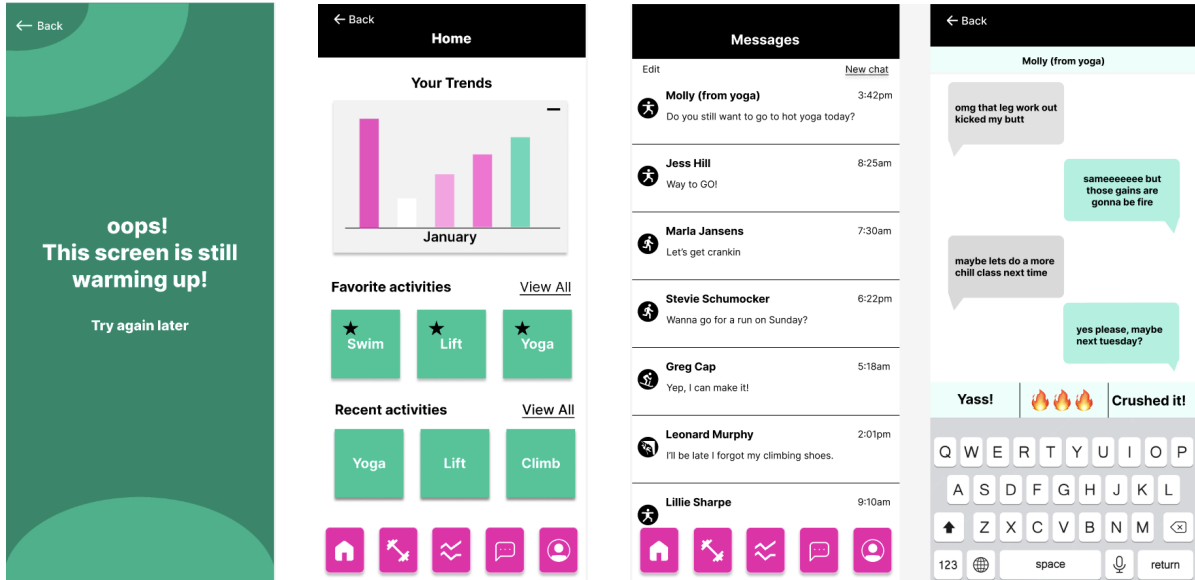
After some fixing



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My Favorite screens



Why I chose these things:

The colors: I wanted colors that pop, a lot of the apps that I looked at were heavy in the black and pop of color. I liked it so I tried to follow along with my own spin. I wanted the app to feel softer but make you motivated to move and that's why I chose green and pink.

Design: The buttons on the home bar are symbols, I did this because to me and the people I interviewed we could tell what each button meant; home, workout, tracking, messaging, profile. I rounded the buttons to make them more unique and made the chart colors different so you could tell what each of the workouts were. After meeting with a mentor we discussed that my colors were a little off and this is what I ended up going with.

Conclusion:

Working out is a passion of mine and it is a great thing for everyone to do. If there is an easy way to get people connected with one another on an exercise platform then I am here for it. I enjoyed my process of designing this prototype and look forward to continuing my redesign of it to make it top tier.