

# SARAH HARTMAN FITNESS APP



# USER PERSONA IDENTIFICATION

Fitness Application Users



## — JESSICA



**Jessica is a 30 year old mother of two young children. She is a business woman who has a very busy lifestyle. She would like a fitness app that connects to her fitness tracking device and wants to be able to see her steps, calories burned, exercise duration, and encouragement to help with accountability. She uses a tracking app to track her calories consumed and to view her daily fitness and eating data.**

### GOALS

- Jessica aims to maintain her weight loss in a simple to use tracking app. She would like accountability and motivation with social networking features. She cannot afford a personal trainer and would like access to workouts within the app while she is at the gym.

### DESIRES

- Easy to set up fitness and diet goals such as macros or a calorie focused tracking system.
- Ability to set up or participate in challenges with peers to motivate her and have daily accountability.
- Ease of linking fitness device data to reduce what needs to be tracked daily.
- Social media presence within the app to support peers
- Workout routine suggestions .

### MOTIVATIONS

- Jessica has a very busy lifestyle balancing two children and a career. She wants an easy and efficient tracking system to keep her on track with her fitness and weight loss goals.

### PAIN POINTS

- No workout database
- Connection to tracking app is not always consistent and must be refreshed occasionally.
- Macros must be calculated outside of the app to be input into her profile manually.
- Not able to track measurements as well as or in lieu of weight.

## — DONTE



**Donte is a 38 year old personal trainer and nutritionist with over 15 years of experience. He trains a wide range of women from clients who want to lose weight to those that want to sculpt and show. He has a large client base and offers in person and online only training and coaching. He uses several apps to tailor content to each client.**

### GOALS

- Donte would like to streamline his workflow with one application that will work with his in person and online clients. He would like the ability to upload personal content and view his clients progress through their data input.

### DESIRES

- Easy to assign fitness and diet goals to clients and created groups.
- Ability to upload personalized workout routines and meal plans to each of his clients based on their goals.
- Ability to view client's progress real time based on their input.
- Ability to schedule and host video calls for online coaching clients.
- Assign and track habits for clients and groups.

### MOTIVATIONS

- Donte manages many clients both online and in person. He has a wife and children and would like to be able to spend more time with his family while still accomplishing his training goals.

### PAIN POINTS

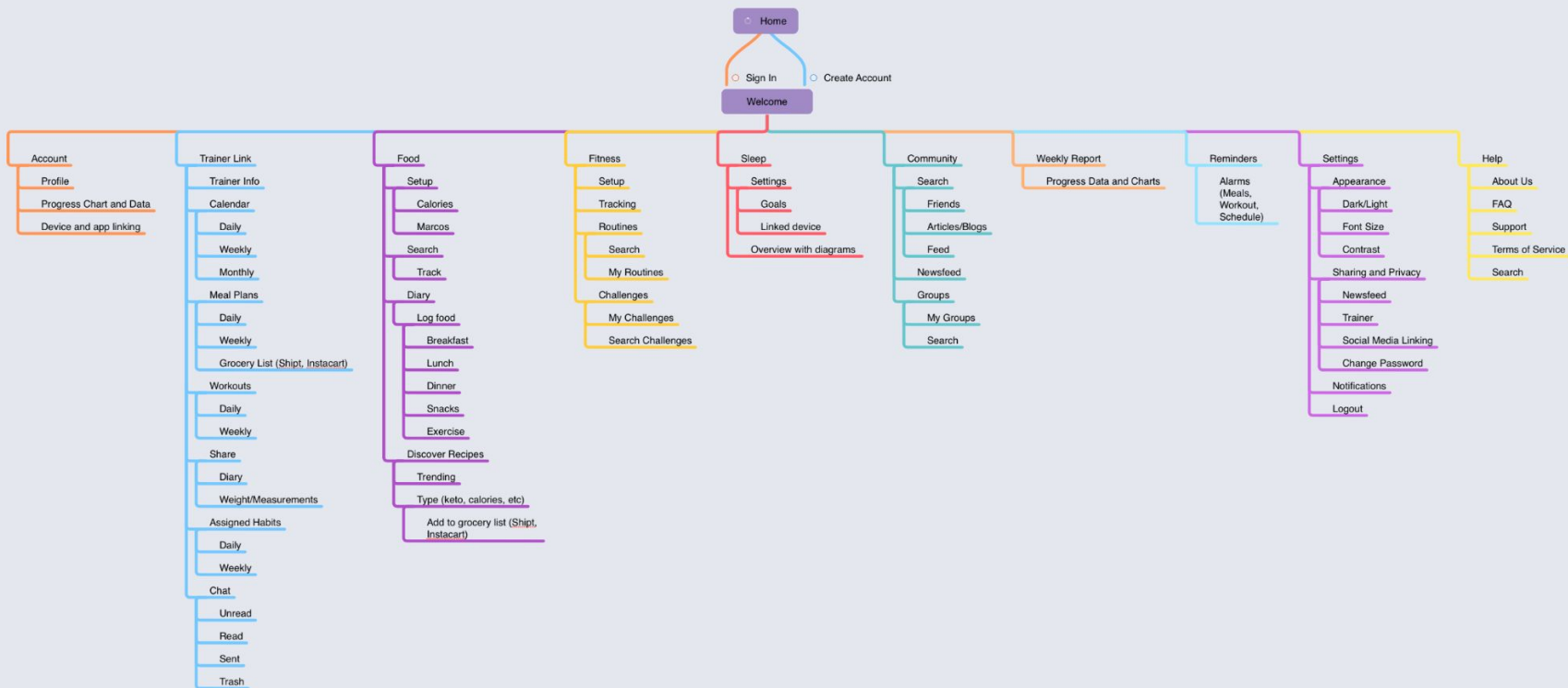
- No way to assign created content to clients.
- Has to use several apps to achieve a holistic approach to training.
- Has to use separate apps for his online vs in person clients.

# INFORMATION ARCHITECTURE MAP

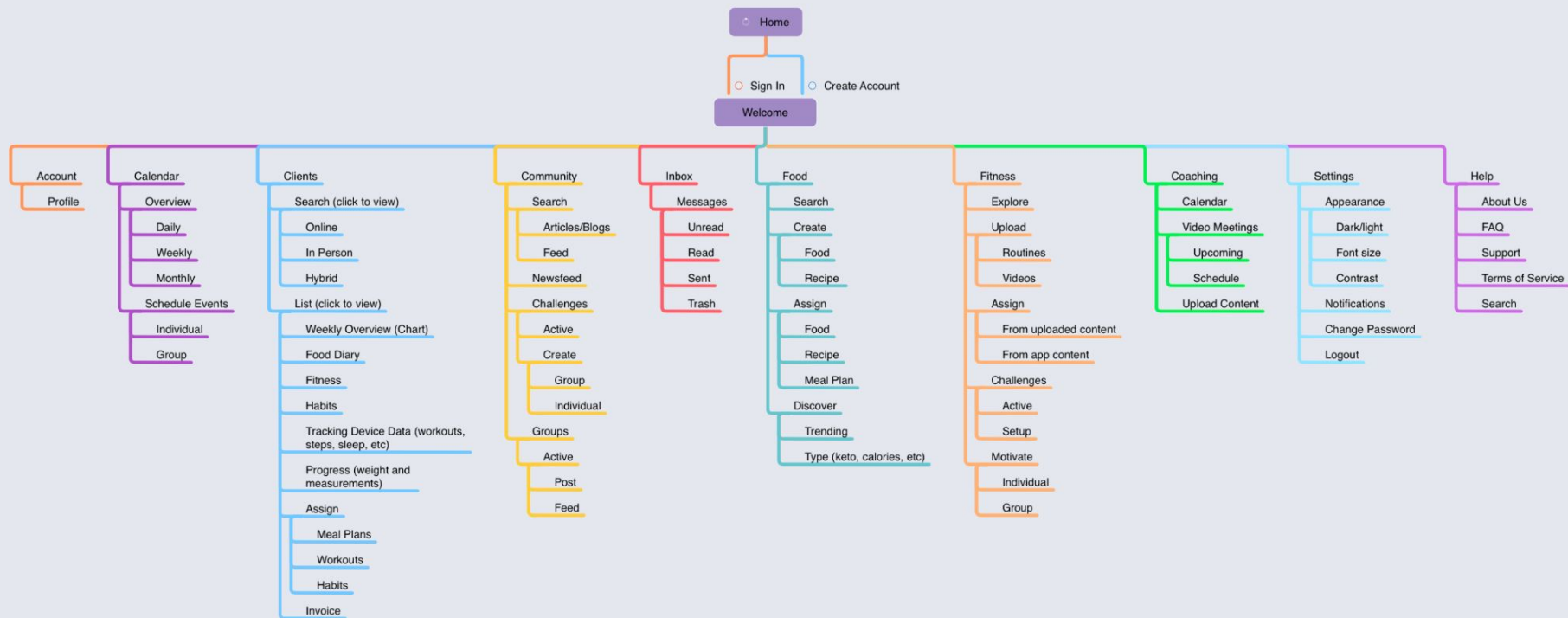
Mobile Application



# USER/CLIENT VIEW



# — TRAINER VIEW



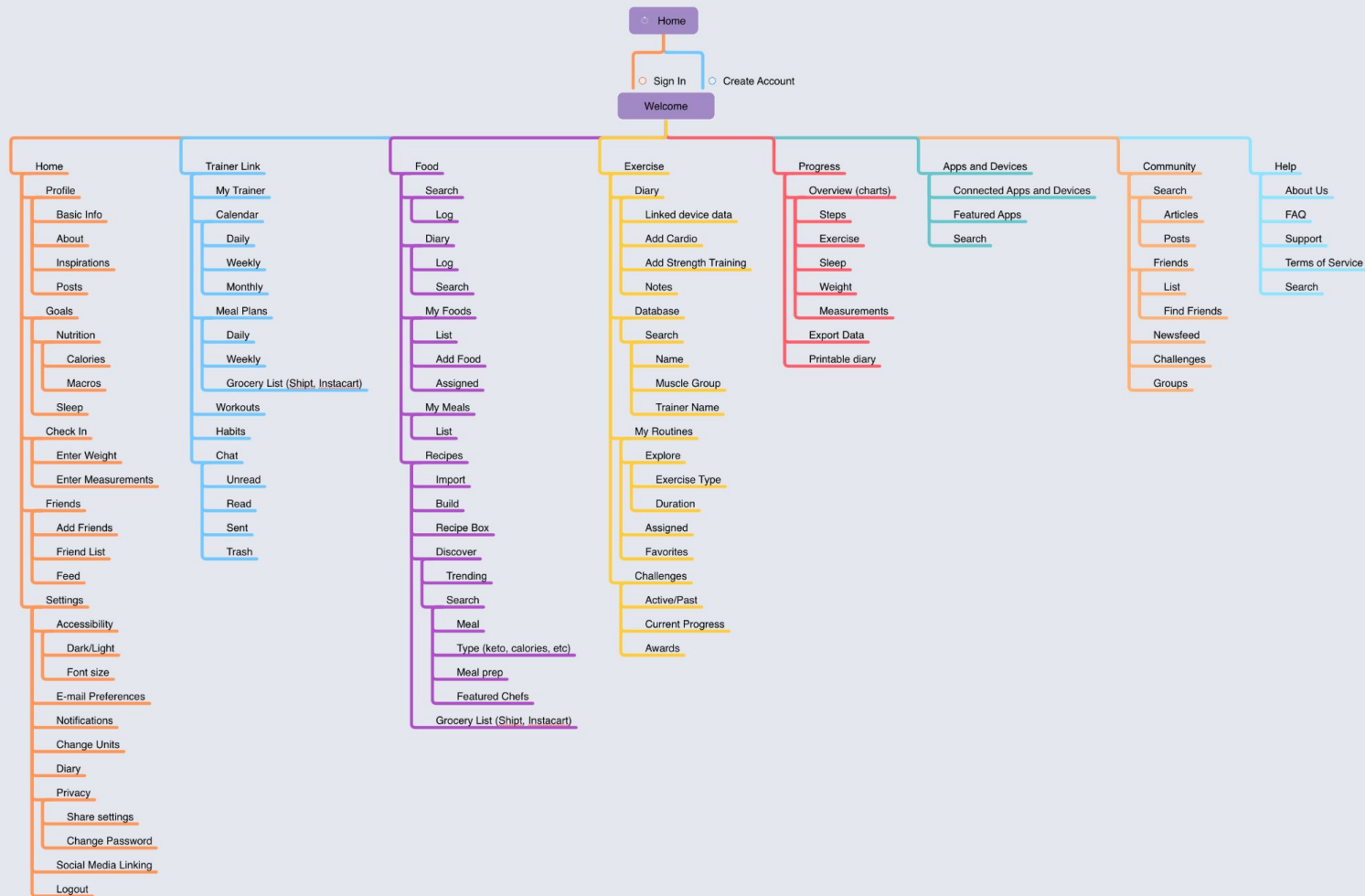
# INFORMATION ARCHITECTURE MAP

Web Application

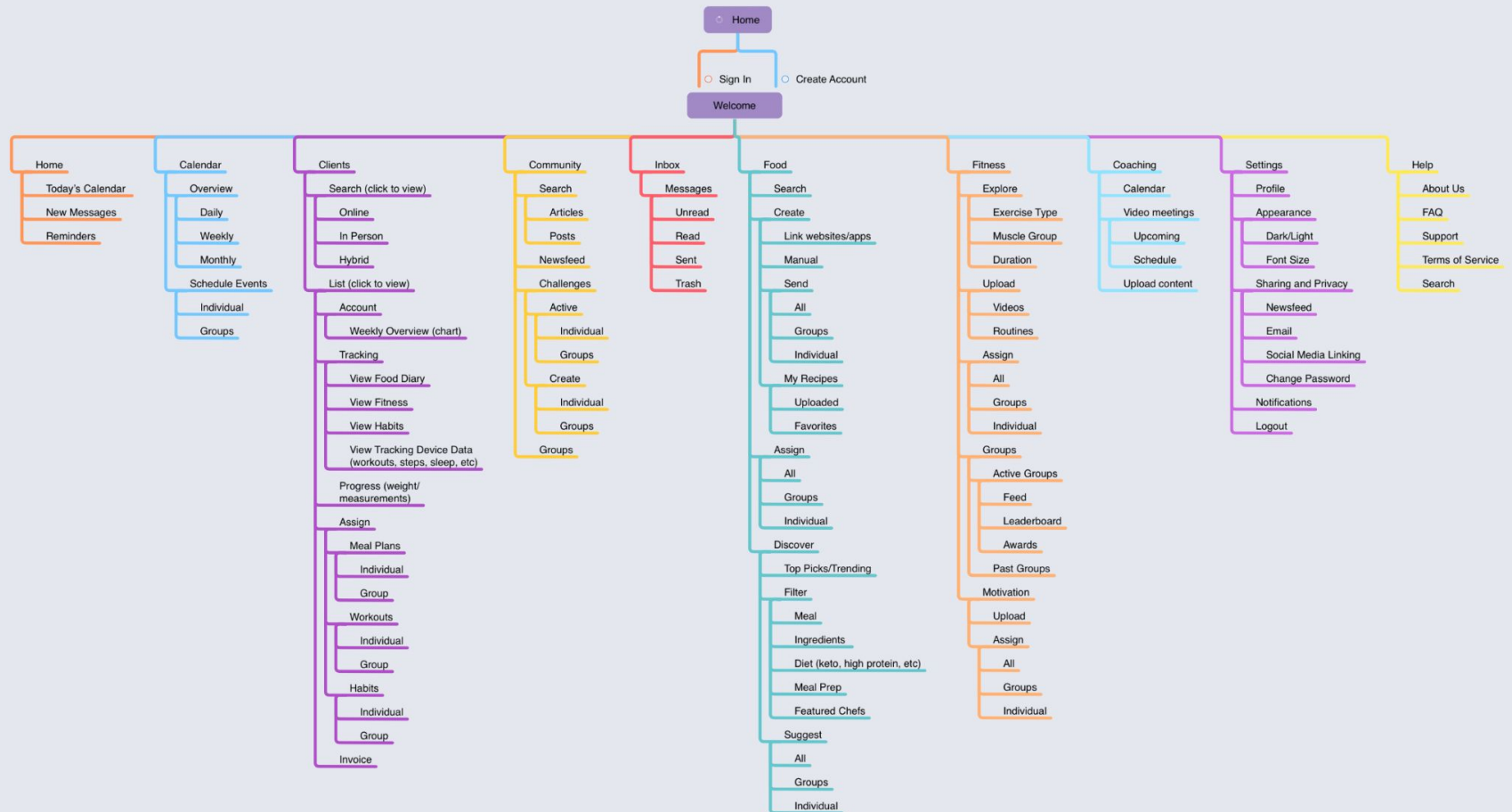




# USER/ CLIENT VIEW



# TRAINER VIEW





## USER FLOW AND WIREFRAMING

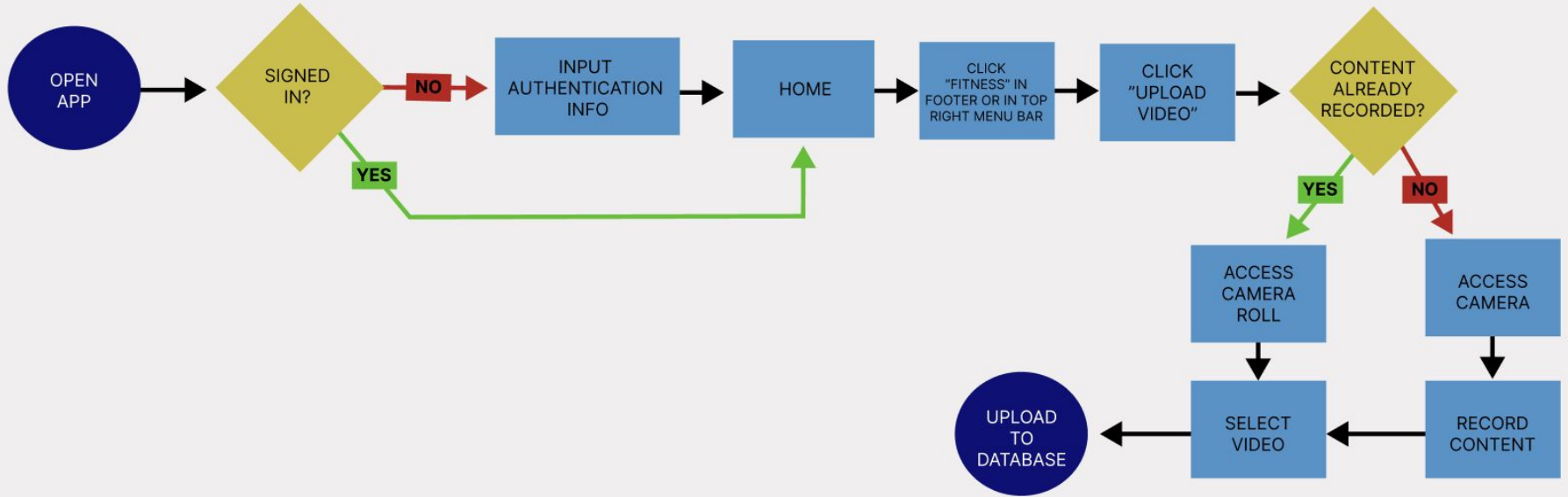
# USER FLOW

Trainer: Upload Fitness Video

Mobile Application



## — Trainer: Upload Fitness Video



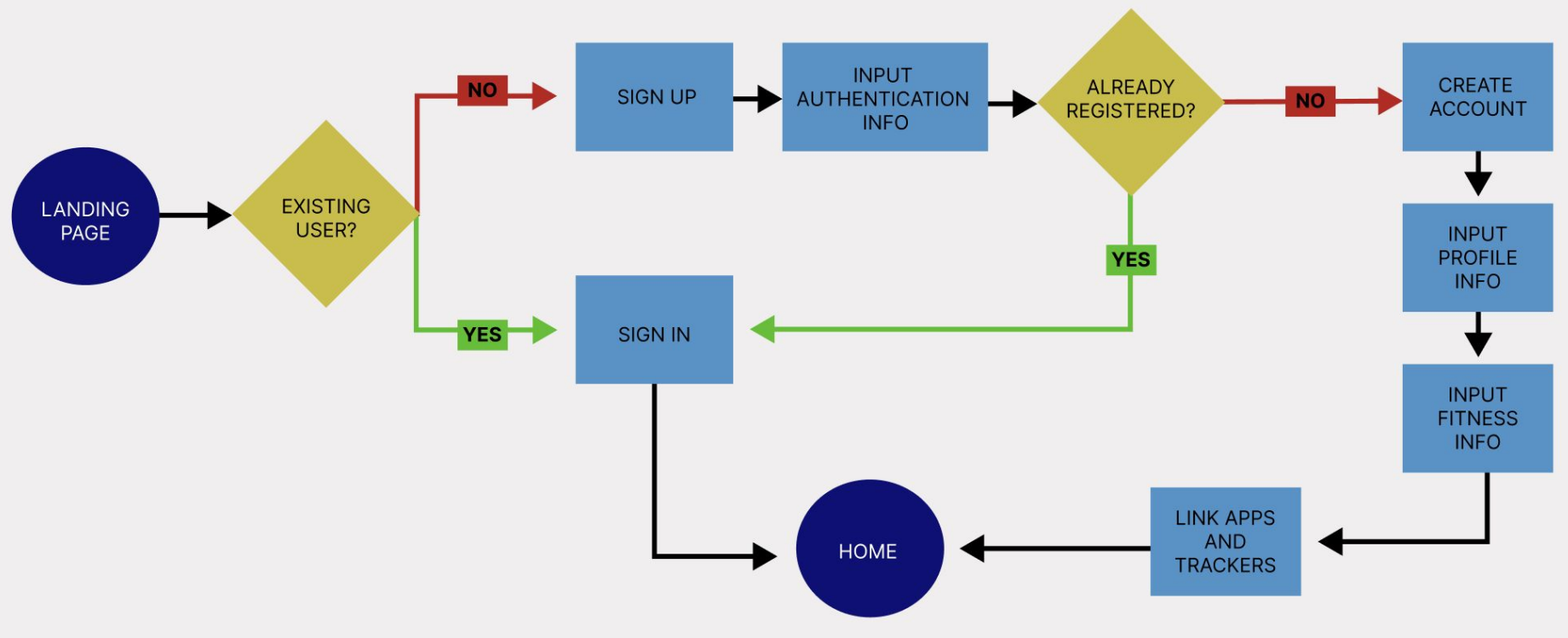
# USER FLOW

User: Sign-up Process

Web Application



## — Sign Up Process (Website)

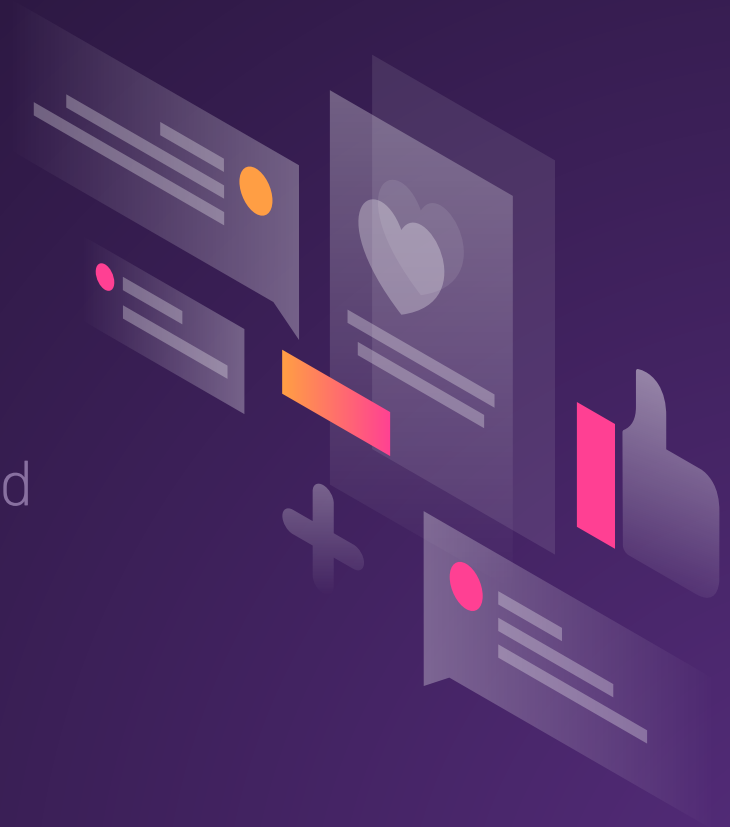


— For a closer look at the user flows in Figma click [here.](#)



# LOW-FIDELITY WIREFRAME

Mobile App: Trainer Video Upload



LOGO

SIGN UP FOR FREE

SIGN IN

[Terms and Conditions](#)

Sign In (for  
this flow we  
are to assume  
the trainer  
already has an  
account)

LOGO

SIGN IN

OR

CONTINUE WITH GOOGLE

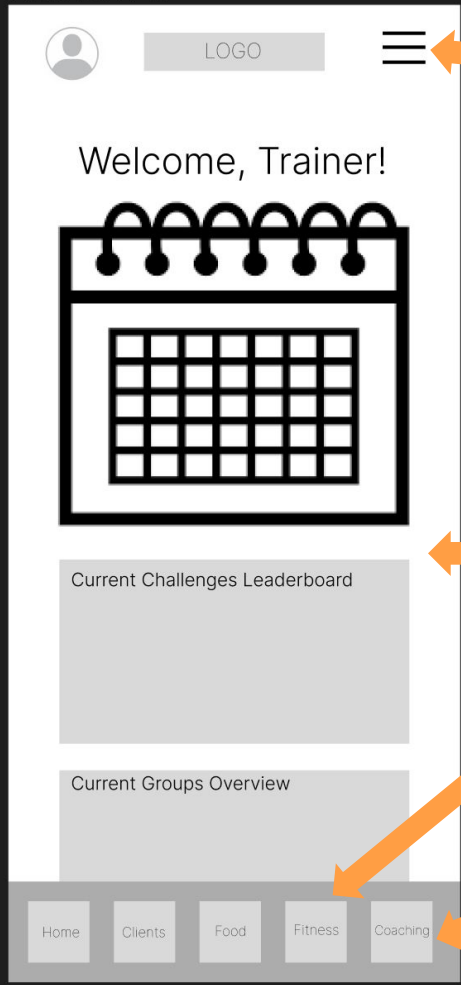
CONTINUE WITH APPLE

Input  
authentication  
information

*(keyboard popup on click)\**

Or sign in with  
Google/Apple\*

\*based on  
customer  
preference



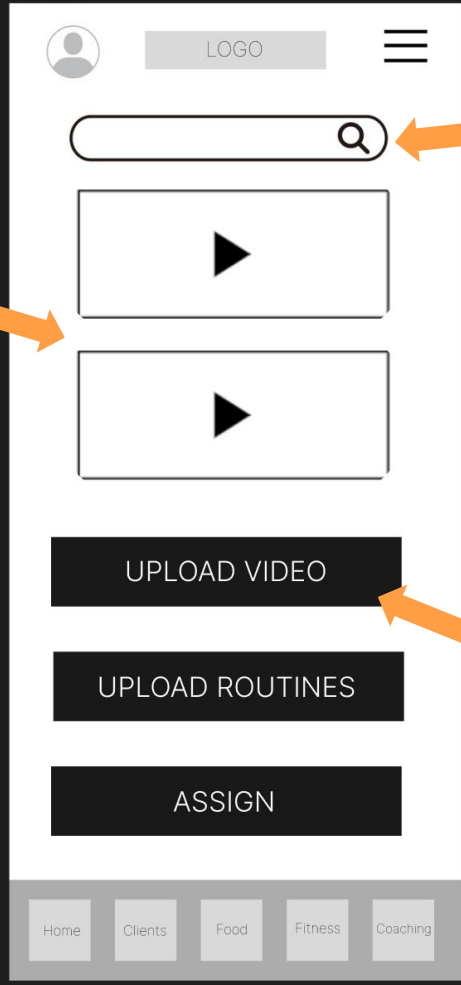
Click to find fitness  
in drop down...

Trending  
videos

**Swipe up to see  
more of the  
dashboard**

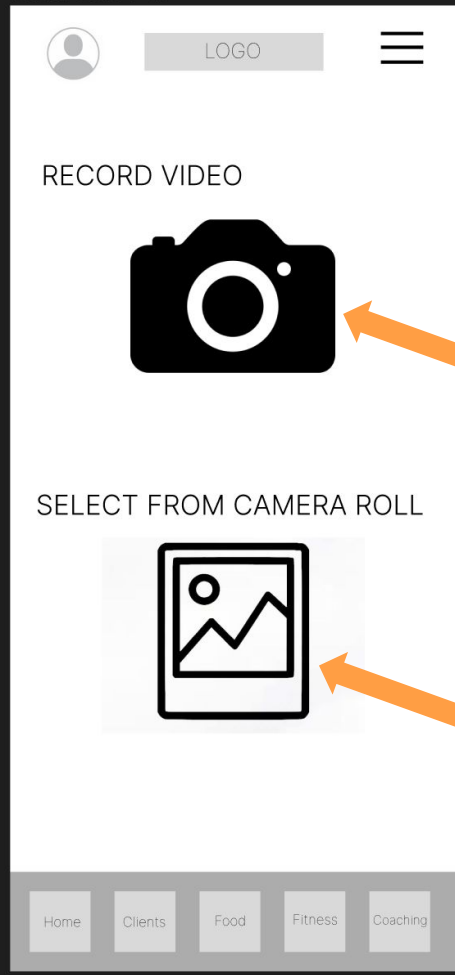
or click fitness  
to begin upload  
process

Static footer  
with most  
frequent pages



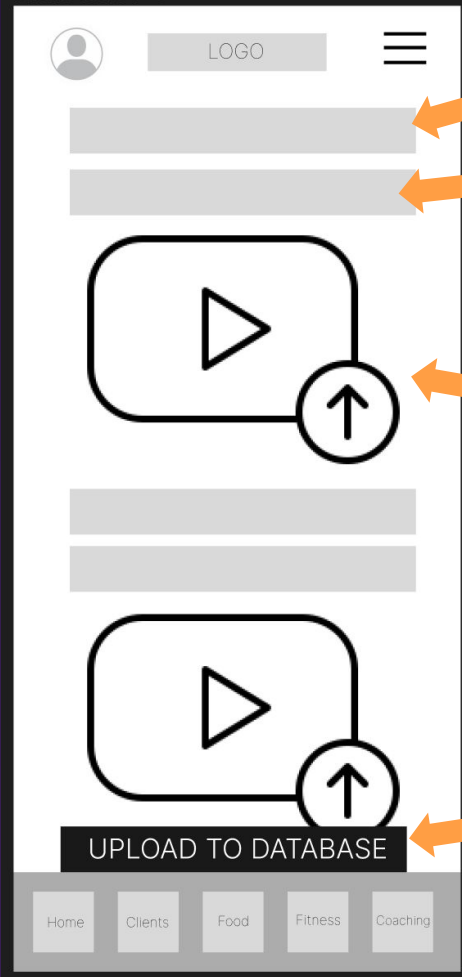
Search app and  
personal  
database of  
videos (filter by  
muscle group,  
equipment, etc)  
(Keyboard popup on click)

Click here to  
upload trainer  
created video  
(can create routines  
and assign videos and  
routines as well with  
buttons below)



Click camera icon to create content to upload

Click camera roll icon to select content already created



Add title (*keyboard popup on click*)

Select categories (muscle group, equipment, private, public, etc) - *Drop down menu on click*

Click video to begin upload from device

**Can scroll down to select more videos**

Click to upload to private and/or public database

# LOW-FIDELITY WIREFRAME

Website: User Sign-up Process



# Landing Page

MacBook Pro 14" - 1

LOGO

## TITLE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Leo vel orci porta non pulvinar neque.

SIGN UP FOR FREE

SIGN IN

[Terms and Conditions](#)

Site  
Information

# Sign-up Page

Authentication  
info (user name,  
password, etc)



MacBook Pro 14" - 2

LOGO

CREATE ACCOUNT

OR

CONTINUE WITH GOOGLE

CONTINUE WITH APPLE

# Sign-up Page

Enter profile  
info (name, age,  
weight, goal  
weight, etc)



MacBook Pro 14" - 3

LOGO

ABOUT ME

NEXT



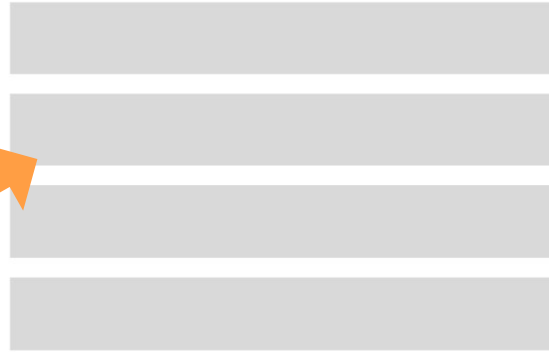
# Fitness Info

MacBook Pro 14" - 4

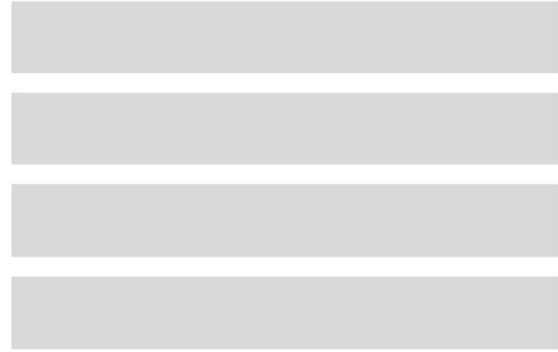
LOGO

## FITNESS INFORMATION

Taking user input



Taking user input



NEXT

Gathering  
current  
fitness info  
like steps,  
activity level,  
etc.



# App and Tracker Linking

Socials and apps like MyFitnessPal for tracking and Facebook and Instagram for community sharing

Linking Apple Watch, FitBit, etc. to track steps, exercise, sleep, etc.



# Home Page

Drop down menu with all pages

Ads seen in free account

Monthly progress chart

Daily trackers to the right

Trending/suggested workout videos

Scroll to see all of dashboard

MacBook Pro 14" - 8

LOGO

Welcome, User!



LOGOUT



Navigation Bar

AD BANNER



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. In ornare quam viverra orci.

Calorie Tracker

Steps

Exercise

Sleep

Workouts:



For a closer look at the wireframes in Figma click [here.](#)

 \*More detailed annotations in Figma