

# Mobile App for Fitness Trainers

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Vishal

# Project overview



## The product:

Foundation (FNDTN) Fitness is a mobile app tailored for fitness trainers. It streamlines data collection and client management, making it easier for trainers to track progress and schedule meetings. This user-friendly tool enhances the trainer-client experience



## Project duration:

August 2023 – September 2023

## Your Clients

☰ Sort by Urgency



**Rishi Bhakta**



↻ 3d | 📊 9 | 🌙 4h | 🎯 53



**Jacob Cox**



↻ 6h | 📊 8 | 🌙 7h | 🎯 75



**Alice Barnaby**



↻ 2h | 📊 16 | 🌙 6h | 🎯 86



**Delfina Tocco**



↻ 2d | 📊 11 | 🌙 5h | 🎯 82

# Project overview



## The problem:

Fitness trainers face challenges when collecting and managing their clients' health data to monitor progress and provide guidance.



## The goal:

Create a user-friendly mobile app that simplifies the process of collecting client health data and managing client relationships for fitness trainers.

# Project Overview



## My role:

Lead UX Designer



## Responsibilities:

UX Research

Wireframing and prototyping

# Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

# User research: summary



The user research, consisting of interviews with fitness trainers and usability studies, revealed key pain points. Trainers expressed frustrations with the limitations of existing fitness apps, particularly in terms of customization options and communication with clients. Balancing work and personal obligations was a common challenge. Additionally, participants sought a more detailed and intuitive interface, highlighting the need for a streamlined, customisable, and informative platform to improve their client interactions and progress tracking.

# User research: pain points

1

## Communication

Trainers experience friction in their workflow when having to chase up information from clients (workout and health statistics), leading to potential delays in tracking progress and providing timely feedback.

2

## Data Availability

Participants expressed a desire for more detailed information on the client dashboard and workout review screens

# Problem Statement

## Meet Vickesh,

Vickesh is a fitness trainer who needs to improve his workflow and communication with clients because he is time-poor with multiple obligations.





# Persona: Vickesh

## Details

Age	23
Education	University Student
Hometown	London
Family	Single
Occupation	Fitness Trainer

## About

Vickesh is a young sport enthusiast and fitness trainer. Currently he trains people both in-person and online. He also has other obligations like looking after his siblings and growing his social media page.

## Goals

- Grow his client base by providing digital services to his clients.
- Improve communication and information transfer between him and his clients.

## Frustrations

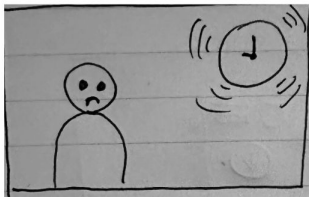
- Stress of balancing his work and personal obligations together.
- "I know I can use technology better, but not everything out there works for me"



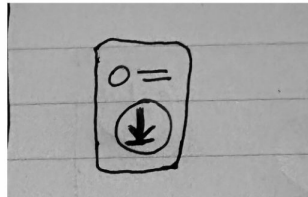
# User journey map: Vickesh

## UX Design Storyboard – Big Picture

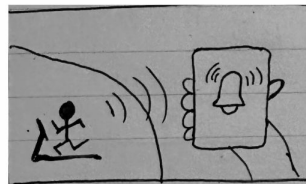
Scenario: App to help personal trainers gather information easily on client workouts.



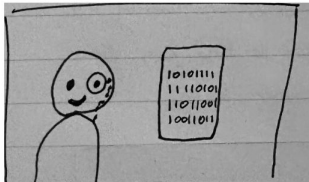
Vickesh is wasting time waiting for clients to send him their workout data.



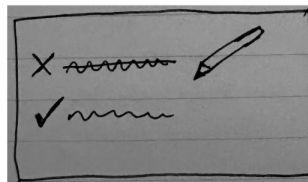
Vickesh downloads an app to hopefully make this automatic.



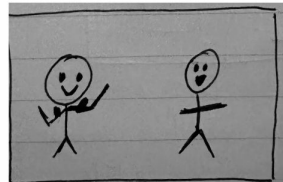
Once setup, data from clients workouts are automatically sent to Vickesh.



Vickesh can study data to see if clients are improving using his plan.



Vickesh can make changes to the plan to help his clients better.



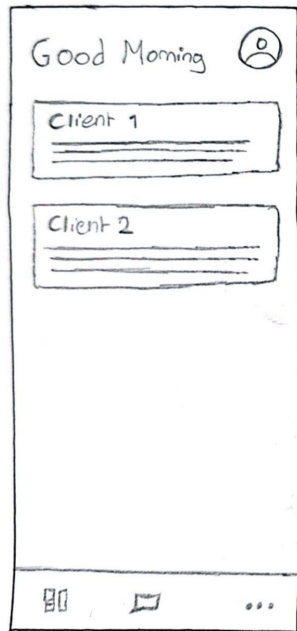
Clients get better results and Vickesh is able to do his job with less hassle.

# Starting the design

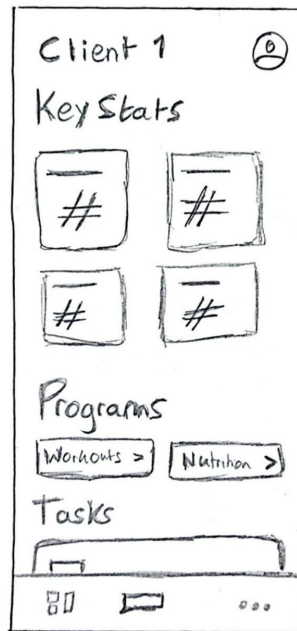
- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

# Paper wireframes

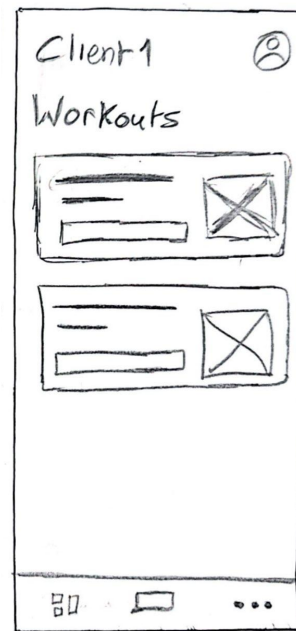
Dashboard



Client Dashboard



Client Workouts

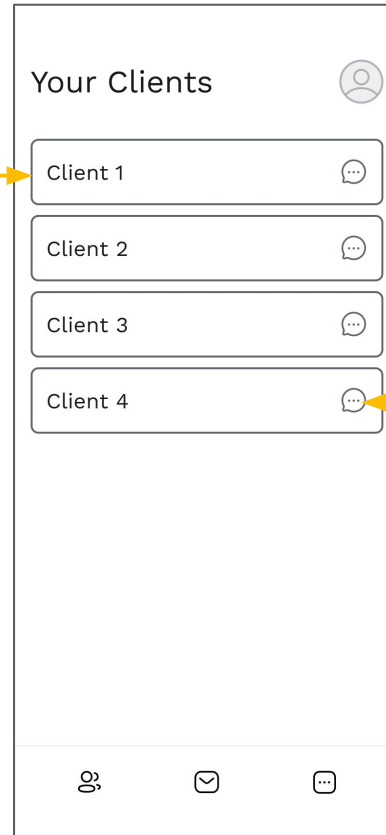


# Digital wireframes

## Trainer's Dashboard

This page aims to intelligently display all the clients of the fitness trainer.

Simplified list of each client



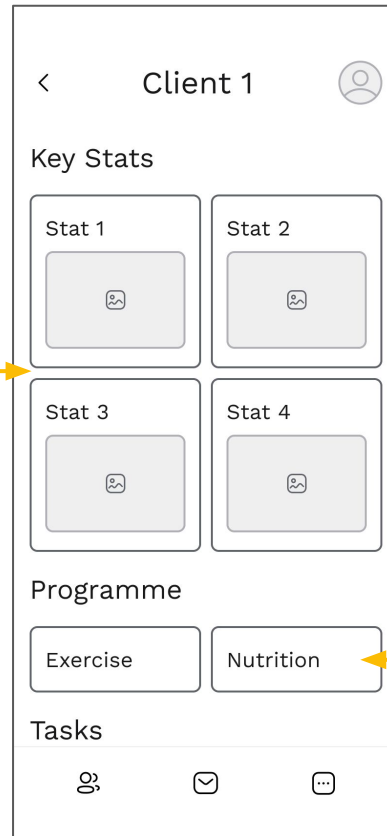
Quick action to direct message the respective client.

# Digital wireframes

## Client Overview

This page displays all the relevant information about the client in a simplified manner. It also has buttons to relevant pages and a view of trainer tasks.

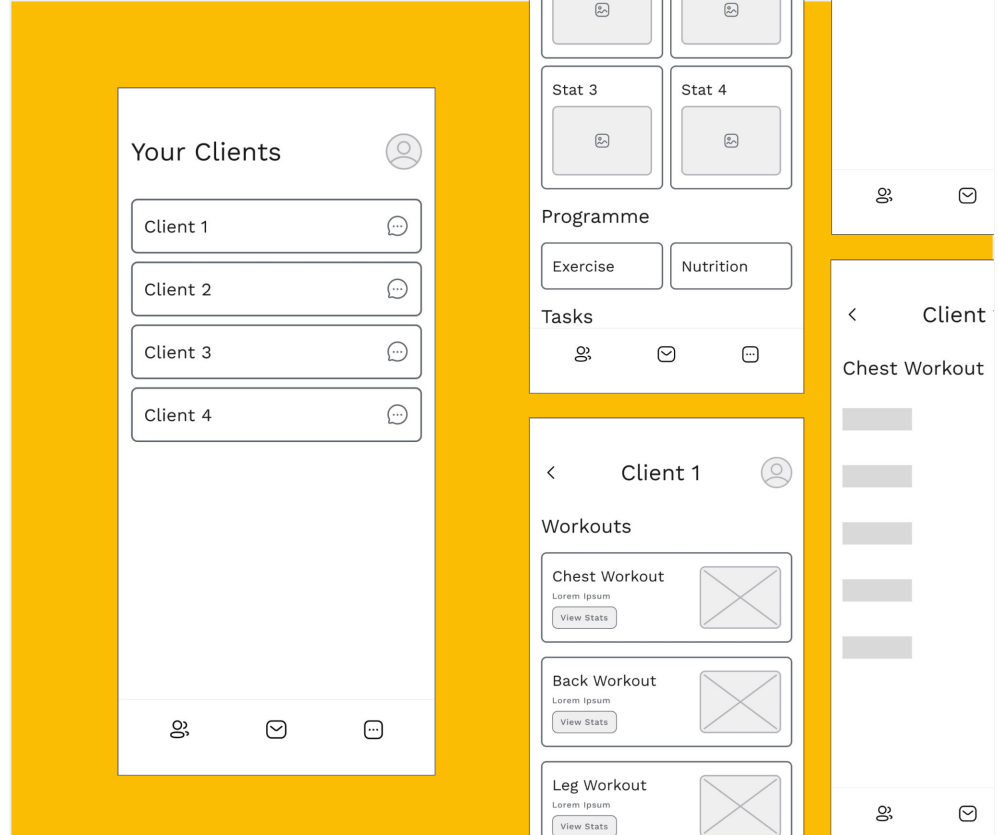
Simplified graphs displayed towards the top of the screen to view easily.



Accessible buttons (when one-handed) at the bottom of the screen to direct trainer to this client's workouts.

# Low-fidelity prototype

[Link to low-fidelity prototype](#)



# Usability study: findings

Write a short introduction to the usability studies you conducted and your findings.

## Round 1 findings

- 1 The wireframes were easy and intuitive to use.
- 2 Users want a customisable layout on the client dashboard.
- 3 Users need more detailed information on the client dashboard and workout review screens.

## Round 2 findings

- 1 Design was still easy to use and navigate. Key information was made clear.
- 2 Users need an expanded view of each statistic to view them in more depth.
- 3 Intelligent sorting of clients by urgency is a particularly helpful view for the trainers.



# Refining the design

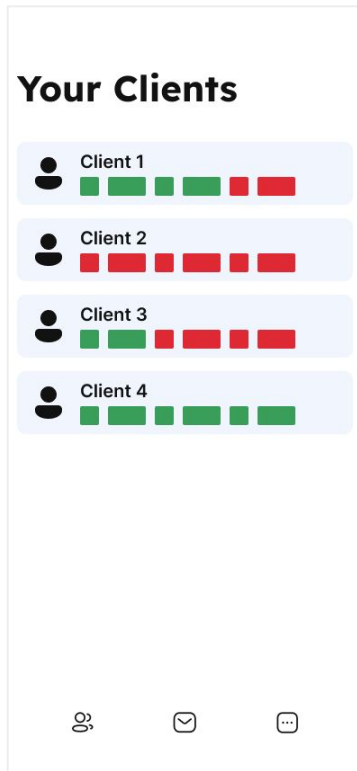
- Mockups
- High-fidelity prototype
- Accessibility

# Mockups

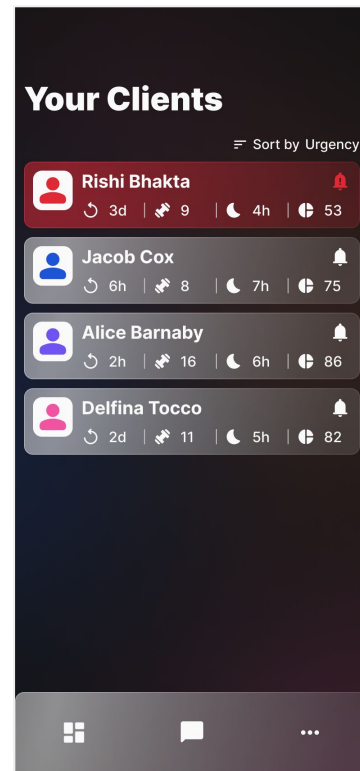
## Trainer's Dashboard

The trainer's was redesigned to show a simplified overview of information and intelligently sort clients (e.g. by urgency) so that trainers know where to focus their attention.

Before usability study



After usability study

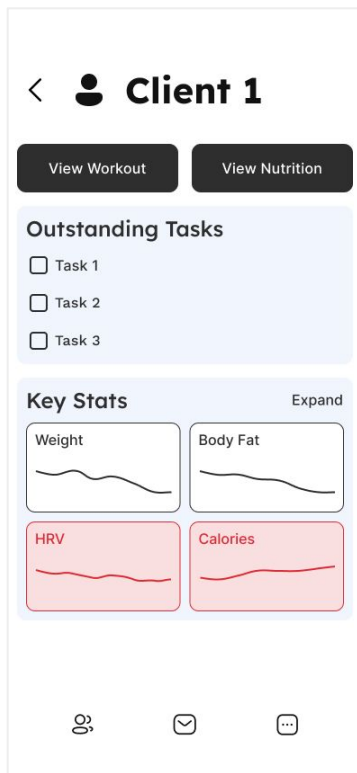


# Mockups

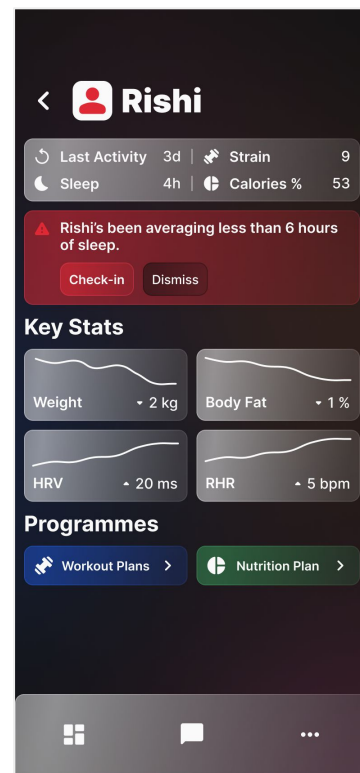
## Client Overview

This screen was redesigned to present information in a more sensible manner. The buttons were moved to the bottom so they're accessible when using one-handed and alerts are prioritised to display at the top with relevant action buttons.

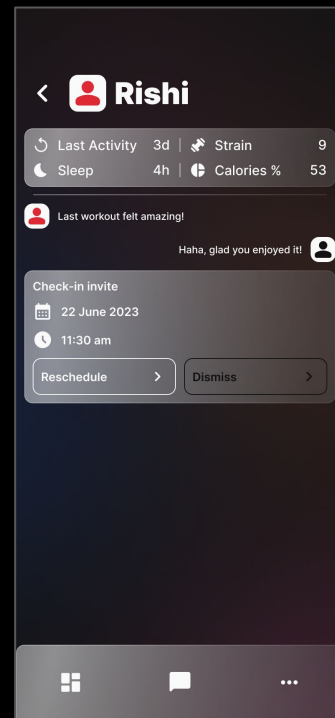
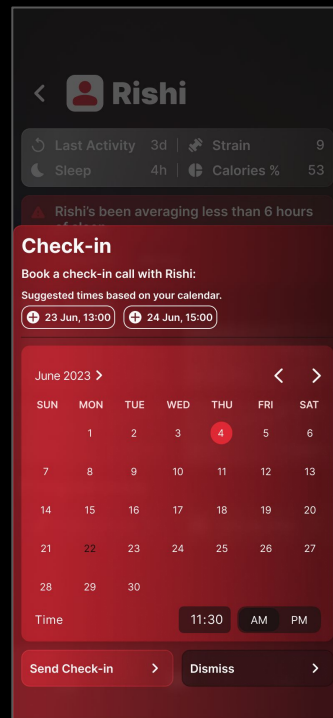
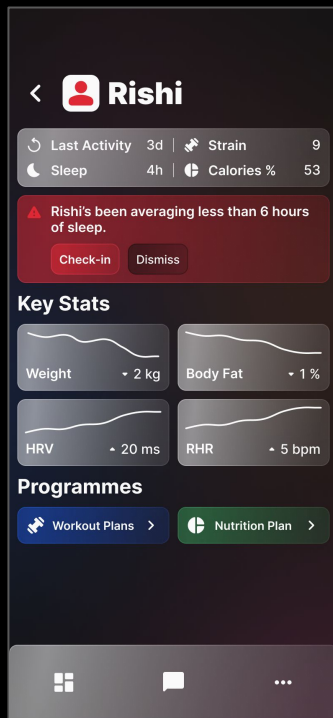
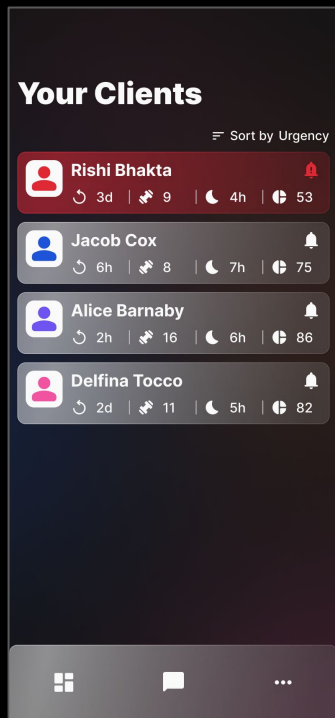
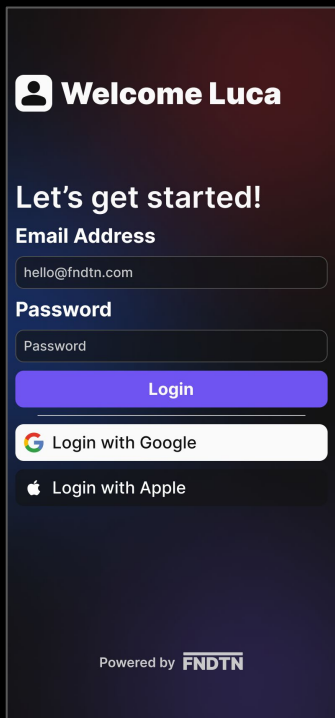
Before usability study



After usability study

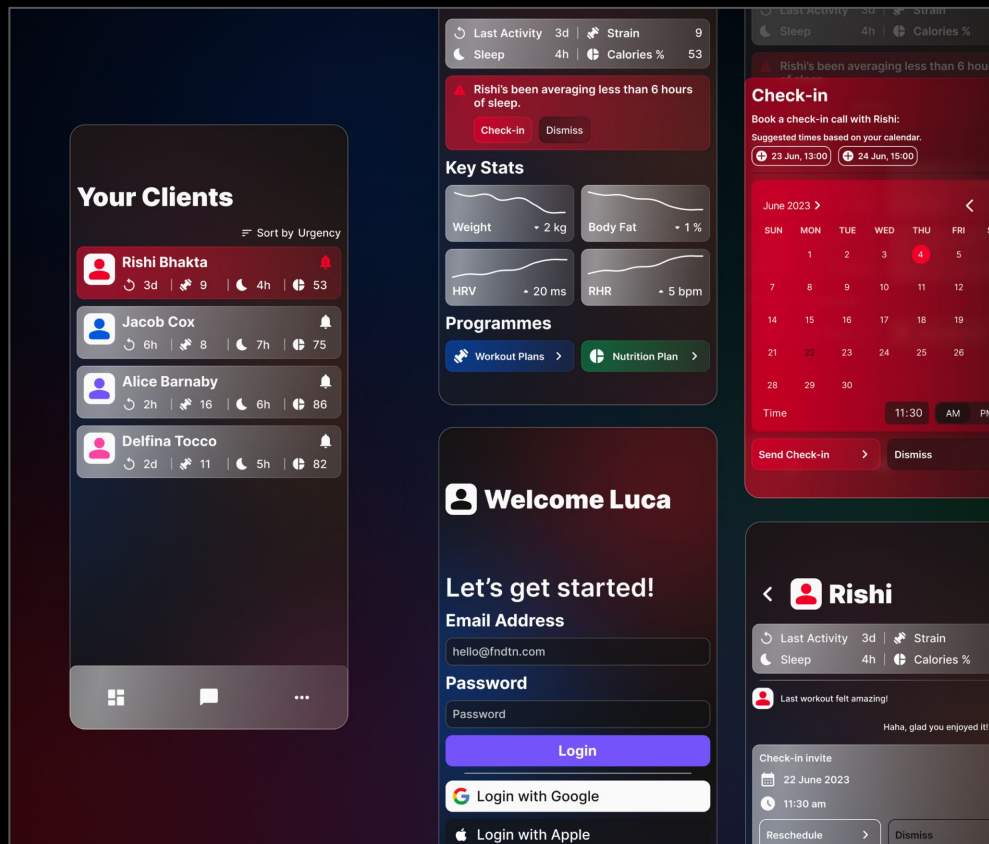


# Mockups



# High-fidelity prototype

[Link to high-fidelity prototype](#)



# Accessibility Considerations

1

Important buttons are placed towards the bottom of the screen to allow those users who are only able to use one hand to operate the application.

2

App is designed using high-contrast colours for warnings the main example being the bold red to highlight warnings.

# Going forward

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- Takeaways
- Next steps

# Takeaways



## Impact:

These designs combine a beautiful modern aesthetic with thoughtful information presentation to allow fitness trainers to manage and assist their clients effectively.



## What I learned:

When designing for users of a particular niche it's incredibly important to have those initial conversations to gain holistic knowledge of the field as well as relevant 'lingo' so you are able to communicate more effectively with other stakeholders.



# Next steps

1

Creating an expanded view of the statistics section so that the data can be analysed on mobile.

2

Designing a light-mode version of the app interface to suit users with poor visibility of their screens (e.g. during daytime or vision impairment)

3

Simplifying the colours and design so that the mobile does not need to render too much detail and preserve battery life longer.