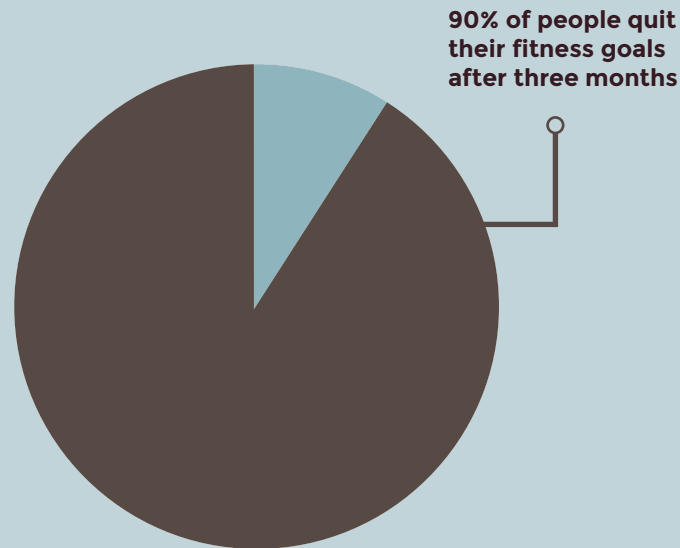
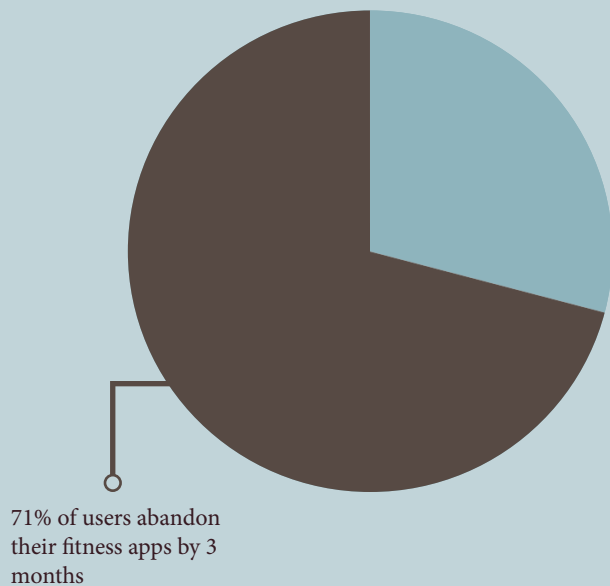


Unleash Your Inner Bull, Your Habit-Building Fitness Partner

HabitaBull Lifting



Introduction

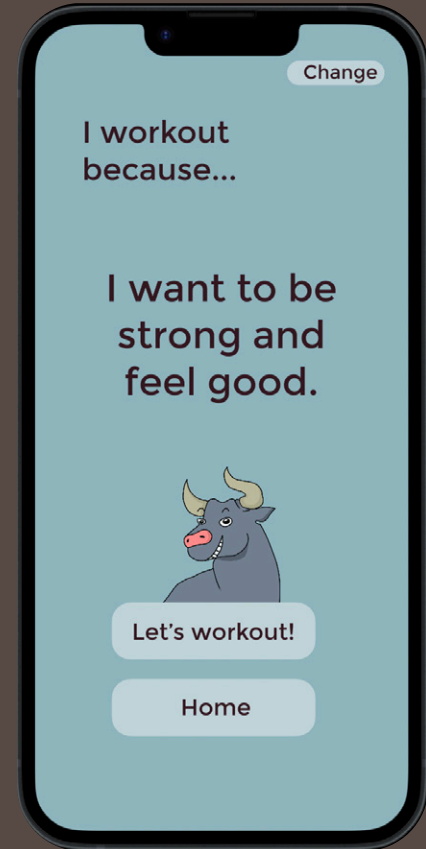


Project Brief

Welcome to Habitabull Lifting, where your goals become your habits!

This fitness app focuses on creating long-term habits for users and helping weightlifters establish motivation and self-discipline. With user-friendly interfaces, community support, and consistent reminders of the user's goals, our users have a noticeable increase in their engagement and user retention while using the app.

Tools used in this project

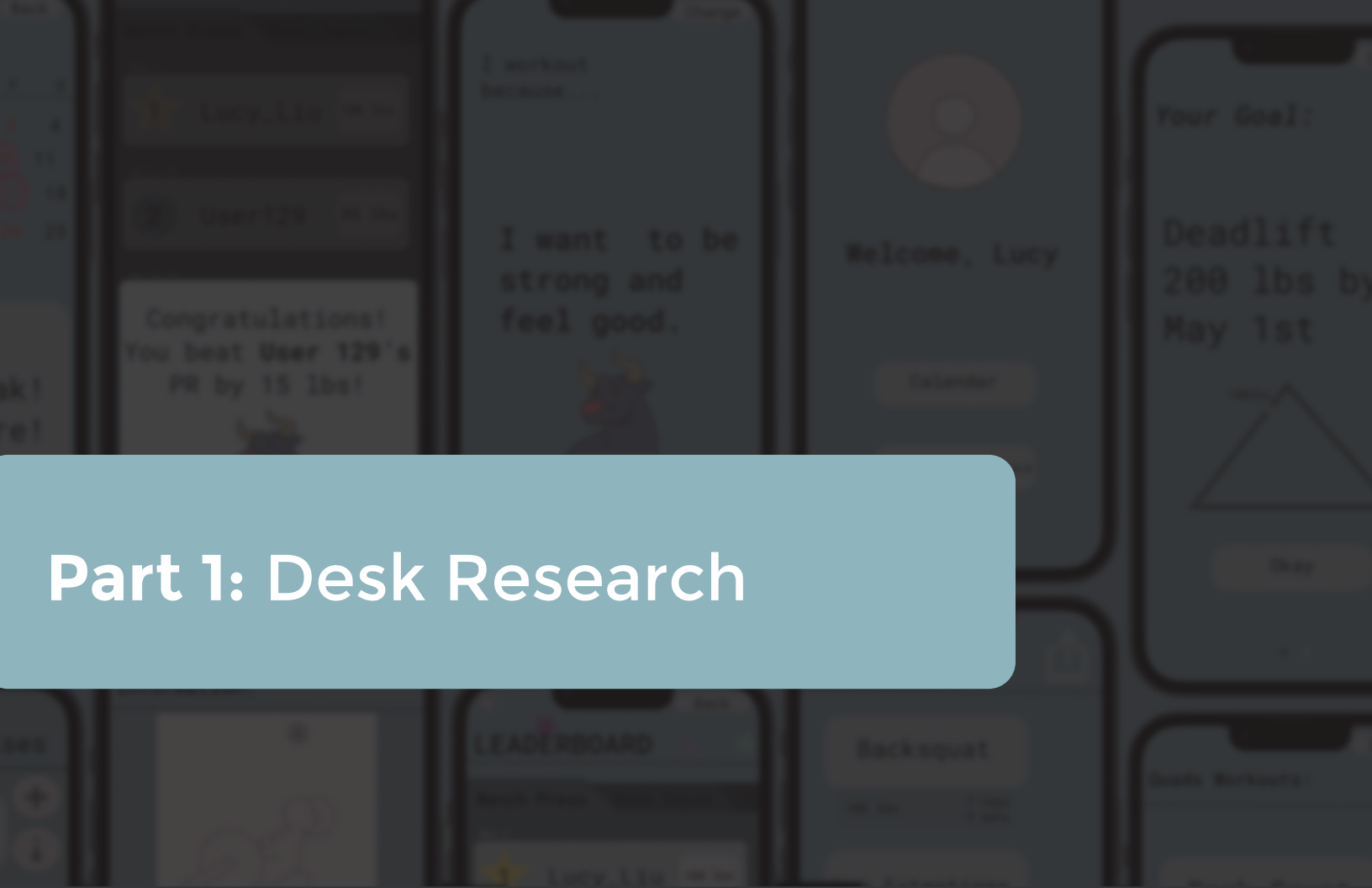


Problem Statement

Many people begin a workout regimen **but lose focus and motivation after a short amount of time.**

Conventional gym apps frequently lack elements for goal-setting and habit-building, which are essential for continuous motivation and long term involvement. In the absence of functional tools for establishing goals and forming habits, users will encounter difficulties in establishing their exercise routines. This undermines the possible advantages of regular exercise due to high drop-off rates and decreased retention.





Part 1: Desk Research

Introduction

To identify other aspects that may effect user retention rates, I decided to conduct app critiques on 6 popular fitness apps. By analyzing these apps, I aim to uncover various factors that contribute to their success or shortcomings in retaining users. Conducting thorough critiques in these areas aim to identify **both the strengths and weaknesses** of each app, providing insights into what drives user retention rates and identify design areas where improvements can be made.



Desk Research

App Critique



Complex User Interface: Some users find the interface of apps like Nike Training Club or Workout Trainer by Skimble to be overly complex, with nested menus and unclear navigation paths, making it challenging to quickly access desired workouts or features.

Motivation Issues: Users might struggle with self-motivation when using an app compared to attending a class or working with a personal trainer. The gamification features in apps like Zombies, Run! may not be enough to keep all users consistently motivated, especially if the novelty wears off.

Lack of Customization: Apps like 7 Minute Workout and Sworx offer pre-set workout routines but don't provide adequate options for users to customize exercises based on individual fitness levels, preferences, or specific goals.

Inadequate Instruction or Guidance: Apps like Workout Trainer by Skimble or Freeletics may offer workout routines without sufficient instructional videos or guidance on proper exercise form, potentially increasing the risk of injury for users performing unfamiliar exercises.



Desk Research

I Am Sober

Why sobriety apps?

I researched into I Am Sober, a sobriety app, to identify how **apps reinforce motivation within an interface**. Sobriety apps implement well-researched behavioral change models, such as Cognitive Behavioral Therapy. These models can be adapted to weightlifting apps to help users build and sustain healthy habits over time. By learning their successful strategies, these techniques could be applied to a fitness app.



Desk Research

I Am Sober



How do sobriety apps motivate users?

Support

- Provide support through **coping tips and motivational quotes**
- Offer positive reinforcement with **daily encouragement** including affirmations

Milestones

- Let users **celebrate their success** and achievements
- **Track their sobriety progress** down to the second.

Autonomy Theory

- **Helps Distinguish** different types of motivation (**Intrinsic vs Extrinsic**) by asking **why they want to get sober**
- Doing something because **you want to** rather than doing it for a separate consequence

Takeaways:

Supportive communities are extremely important for people that don't have internal motivation

Goal setting and milestones help users see their progress from an objective perspective

The need to feel in control of one's own behavior and goals is important. Autonomy involves having a sense of volition and willingness in one's actions.



Incorporating habit-building into workout apps is crucial for fostering **consistent exercise routines**, enhancing **user engagement**, and supporting both physical and mental well-being. It helps users stay **motivated, accountable, and committed** to their fitness goals over the **long run**.



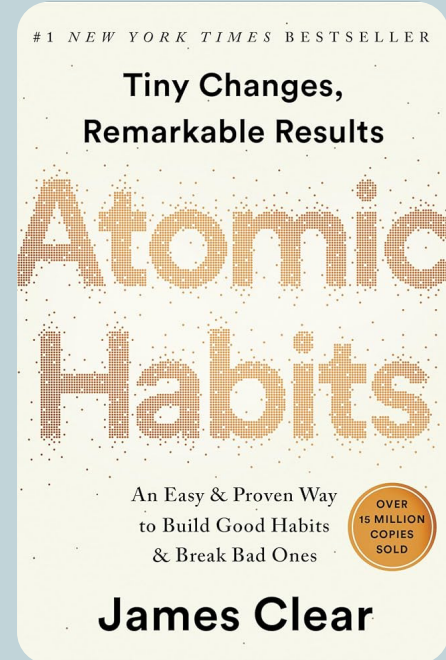
Habit Building

Define

What is a habit?

"A routine or behavior that is performed regularly—and, in many cases, **automatically.**"

Clear, J. (2018). *Atomic habits: An easy & proven way to build good habits & break bad ones.* Avery.



Habit Building

Applying research to interface

What are some effective features for habit building within an app?

1. Identify behavior you want to establish

Create a consistent workout routine that leads to better health.

2. Establish time when you will do it

App feature: logging in dates you want to workout every week

3. Be flexible

Offer customizable features to workout routines, in case of injury, to adapt to user's

4. Set a goal

Goal setting feature that gets displayed when app is opened

5. Repeat consistently

Notification reminders to workout

6. Reward system

Gamify experience





Part 2: Qualitative Research

Interview

Introduction

Target Audience

15-35
year
olds

Weightlifters
who struggle
with
discipline

People who
want to
improve in the
gym long term

Why Weightlifting?

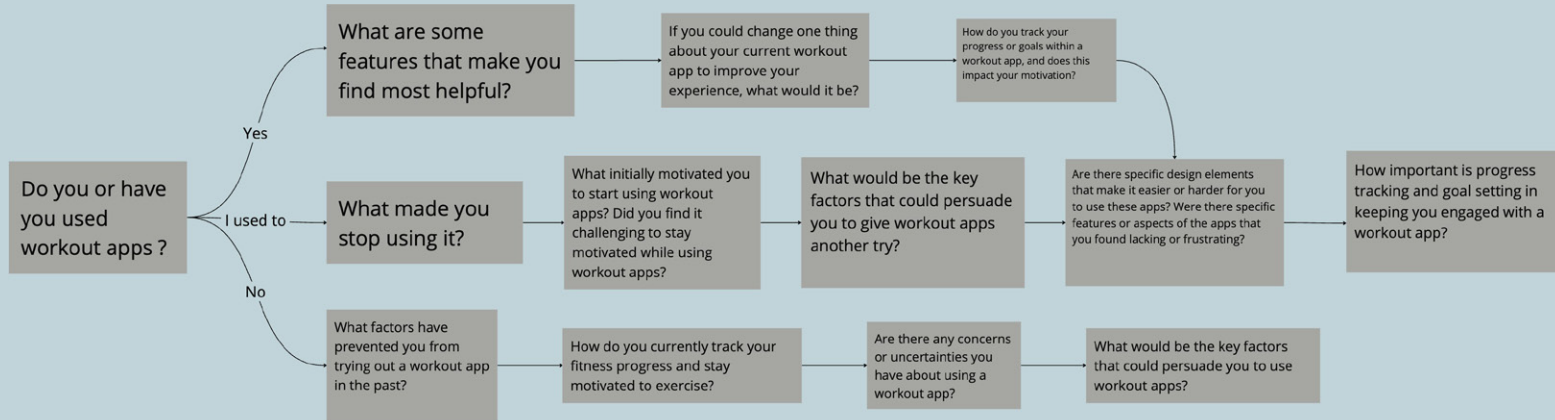
General apps tend to offer one-size-fits-all solutions, which may not address the unique needs of weightlifters.

I believe it's crucial to focus on weightlifting because many people in my community struggle to get started due to the intimidating nature of beginners' weightlifting at a gym. My app is designed to help individuals succeed and boost their self-confidence as they embark on their fitness journey.



Interview

Questions



Interview

Purpose

The purpose of these questions is to gain an understanding of the **user experiences and challenges** regarding meeting their physical/health goals with workout apps that are currently on the market.

By gathering information about their **preferences, motivations, and (app-specific) critiques**, I am aiming to inform the design and user interface of the app. Our objective is to make a user-friendly app that helps people develop long-term habits. This is met by addressing common frustrations and promoting long term user engagement and satisfaction.

Interview

Participants

For my interviews, I selected participants from my community in Vancouver, Canada, incorporating a variety of age ranges to **capture perspectives from people of the ages of my target audience**. Conducting these interviews in person ensured that the interviewees felt comfortable sharing their personal habits and allowed me to understand their genuine feelings. Questions are **different** based on if users have used a workout app before.

Interviewees

Used to use gym apps

Ryder

Cathy

Sofia

Uses gym apps

Marklin

Miles

Has never used a gym app

Erin



Interview

Insight Clustering

Used to use gym apps

Ryder

Cathy

Sofia

Uses gym apps

Marklin

Miles

Has never used a gym app

Erin

Things they find important in an app:

option to write notes after each workout that saves into the app

photo album to track progress after every month

tracking progress and having easy set up when first starting the app is important

community influence is important

app needs to be simple and easy to navigate, nobody wants to struggle through an app on their rest

Copy and paste workouts from past starting weight in beginning of the month, and every week it goes up a certain amount.

can then go back and see past exercises

Smooth user interface and design

Habits:

You need discipline to start working out, because you won't see progress in the beginning

tracks her workout information in her head

doesn't like going on phone while working out

didn't used to track weights and set, never could build from his past

Currently tracking using a to-do list and Apple Watch and electronic body scale to track weekly fitness progress. -

Info:

didn't know there were workout apps

getting new personal records and comparing photos motivate her

he likes working out, doesn't have other motivation

his app wasn't accommodating to his personal situations; if he injured his back... etc

leaderboard with people in same program hes in motivates him to go back and beat the top of the leaderboard

Thoughts About Apps:

thinks workout apps are hard to use because it takes a long time to log in info when she can just remember it

want it to have more features besides tracking routine

too many features that might not cater towards my personal needs

Too many ads and other distractions such as irrelevant features and poor user interface.

programs are unrealistic and won't have motivation to do them

didn't like to work out at gym, gym apps weren't tailored to her

lots of apps didn't have goal tracking features



Interview

Selected User Profiles

RYDER ILICH



Gender: Male

Age: 17

Years working out: 2 years

Perfered method of progress tracking: Journal

Used to use gym apps

Weightlifting out 3 times a week

MILES WILLIAMS



Gender: Male

Age: 35

Years working out: 20

Perfered method of progress tracking: Gym App

Uses a gym app

Weightlifting 6 times a week

CATHY LIU



Gender: Female

Age: 28

Years working out: 4

Perfered method of progress tracking: To-do list

Used to use a gym app

Weightlifting 2 times a week



Insights to Common Pain Points

During the interviews, three common aspects emerged that the selected users displayed:

They prefer simple and easy-to-navigate interfaces.

Doesn't want to be distracted by their screen

Too complex, lacking customizable workouts, or not focusing on individual needs

Hates app clutter, payment requirements, and intrusive ads.

Value progress tracking and goal setting as essential aspects for staying engaged with a workout app

Want to see their improvements over time

Wish app offered something new, all the apps were the same

They are motivated by competition

This suggests that features like leaderboards or customizable goal setting are attractive to them.

Wants to see their improvement



Behavioural Archetypes

The Competitor: Miles Williams

Key traits:

Motivated by competition and leaderboard rankings

Requires progress tracking and goal setting to see personal development

Motivation:

Thrives on surpassing others in the same program

Values clear goal setting to drive performance

Needs:

A simple and intuitive app interface for seamless workout

Community influence and support

Challenges:

Doesn't like interacting with phone while working

The Organizer: Cathy Liu

Key traits:

Minimalism and simple interface is needed

Highly organized

Motivation:

Taking progress pictures

Needs:

User-friendly design with minimal clutter and distractions

Wants a simple interface; values

Challenges:

Avoids apps with overwhelming features or complex interfaces.

Hates ads and other distractions such as irrelevant features

Prioritizes streamlined and easy to understand

The Self-Disciplinarian: Ryder Ilich

Key traits:

Values apps with unique features

Doesn't like going on phone while working out

Motivation:

Taking progress pictures

Desires community engagement for accountability and support

Needs:

A new innovative workout app that isn't the same as all the other ones on the market

Wants an adaptable app that will adapt to his fitness journey over time

Challenges:

Finds standard apps lacking in personalization and goal-oriented features

Uses his journal because he can write anything he wants

He likes working out, doesn't have other motivation

His app wasn't accommodable to personal situations; if he injured his back

Doesn't like interacting with phone while working out

Top Findings

Based on insights clustering

1

Clustered
and complex
interfaces

"Nobody wants to struggling through an app on their rest."

Complex and clustered interfaces that interfere with the user's workout 'flow.' This highlights the importance of putting the user's needs and preferences in the app's design.

2

Lack of
personalized
goal tracking

"I didn't used to track my weights and set, so I could never build from the past."

Goal setting is important to enhance motivation, **helping users track their progress and celebrate achievements.**

3

All have the same
feature- tracking
routine

"Workout apps seem hard to use because it takes a long time to log in info when I can just remember it."

The limited features of many workout apps **restrict users from accessing the full potential** of their fitness journey, hindering their ability to receive personalized guidance.

4

Lacks community
support

"I got this app because my friend uses it."

Having a **group of like-minded individuals** to share progress and challenges with can significantly boost motivation and accountability.

5

Inadequate
instructions for
new users

"Programs are unrealistic and won't have motivation to do them."

Beginners might find themselves struggling with **fast-paced routines without enough instruction on pacing, rest periods, or modifications** for different fitness levels.

6

Too many features
unrelated to
personal needs

"Programs weren't tailored to what I wanted."

Fitness apps often overwhelm users with too many unrelated features, leading to cluttered interfaces and **distractions from core fitness goals.**



Based on the top findings pulled from the interviews, I created six “**How Might We**” questions to further explore potential opportunities:



How Might We...

1. Make it easy for new users to navigate through the app?

2. Ensure that new users feel confident and informed when starting their fitness journey?

3. Incorporate community support within the interface?

4. Motivate youth to be disciplined to create healthy habits?

5. Incorporating additional features and ensure a more engaging and supportive platform for users to achieve their fitness goals?

6. Cater specifically to individual's fitness goals and needs?

1

Clustered
and complex
interfaces

2

Lack of
personalized goal
tracking

3

All have the same
feature- tracking
routine

4

Lacks community
support

5

Inadequate
instructions for new
users

6

Too many features
unrelated to personal
needs

OPPORTUNITIES:

Conduct **usability testing** to identify pain points in the current interface and redesign it to prioritize **simplicity, clarity, and ease of navigation.**

Develop **customizable goal-setting functionalities** that allow users to **set specific objectives** and receive personalized recommendations based on their fitness level and preferences.

Create **clear and easy-to-follow instructions** and better assist **new users** with quickly and efficiently creating the perfect routine

Integrate **social features** such as group challenges, forums, or progress sharing to **foster a sense of community** among users

opportunities to integrate additional features such as **workout recommendations, nutrition tracking, progress analysis, or virtual coaching** to provide users with a **holistic** fitness solution.

Conduct user research to **identify the most relevant features** and prioritize them in the app's design to ensure a more **tailored and user-centric** experience

Ideas and Features:

* Green notes are actively implemented within Figma

Favorite
exercises
list

option to upload **pictures** and notes after each workout and **compare pictures** after each month

Users can type **their "reason I want to workout"** and that displays on interface to remind and motivate users

can change temporarily the pre-set routine you made (to help if you had any injuries)

Animated
instruction
for each
workout

guided onboarding experience that offers step-by-step tutorials, tips, or interactive walkthroughs to help users familiarize themselves with the app's features and functionalities.

Make your
workout
shareable
with friends

Leaderboard amongst friends and community, different challenge every month (AI generated)

Goal setting and personalized created routine (using AI) based on past preferences

AI that helps generate new workouts based on personal preferences

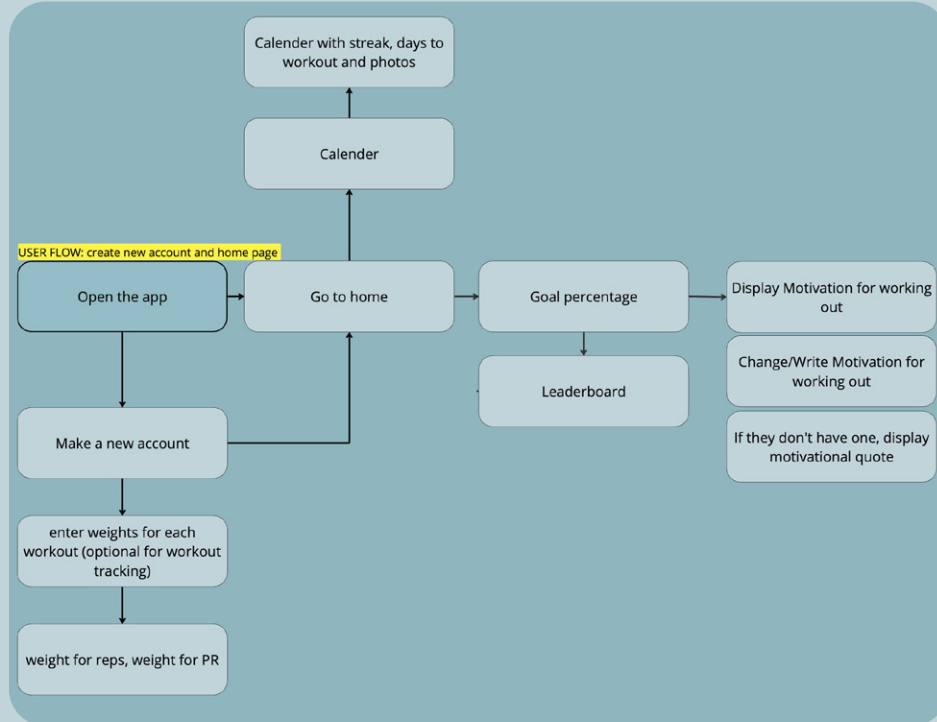
Give suggested exercises based on user's favorite exercises.

Implement a personalized onboarding process where users can specify their fitness goals and preferences. Can create routine based on what goal you want and what your stats are now

Part 3: Implementation

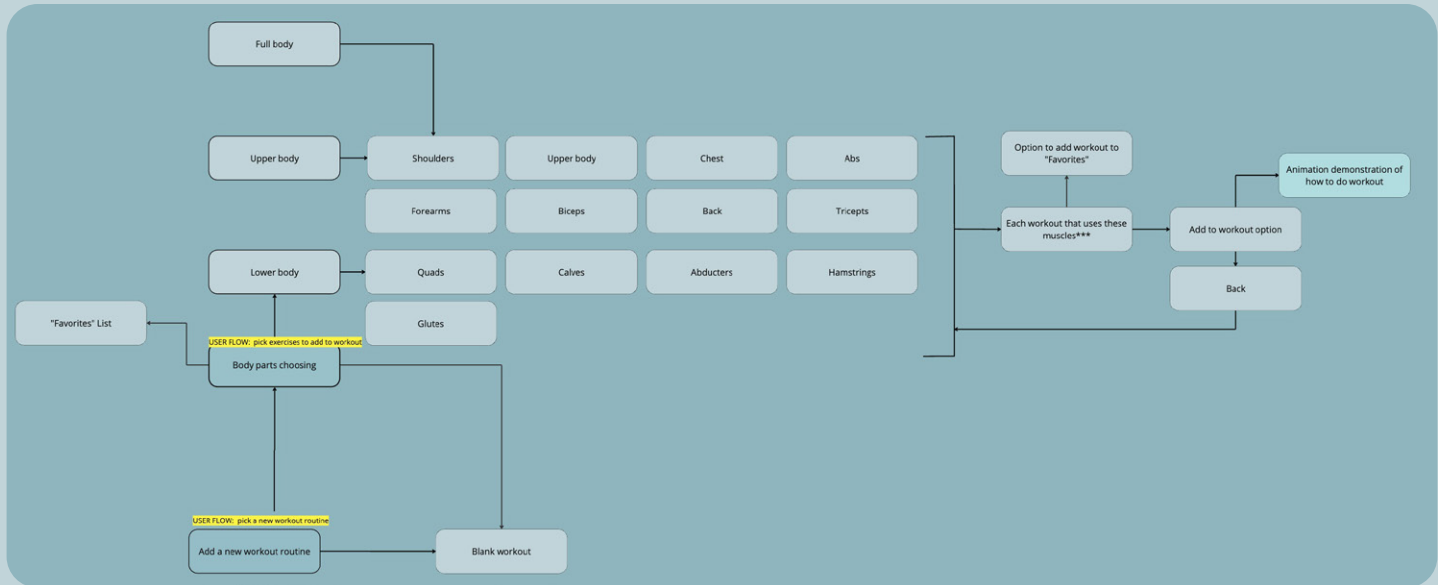
User Flow

Creating new account and Home



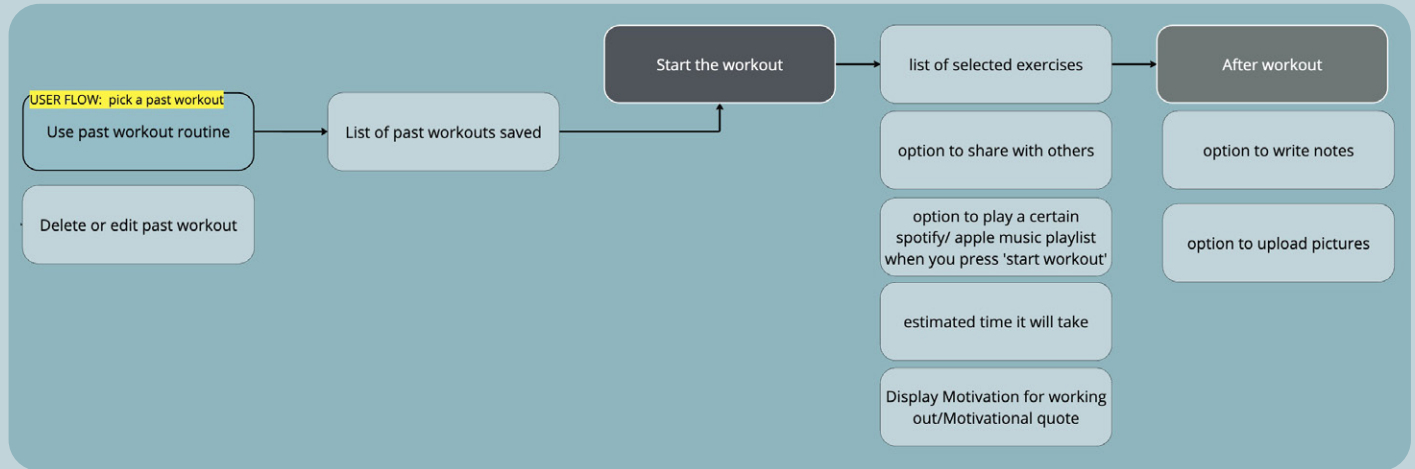
User Flow

Creating a new workout routine



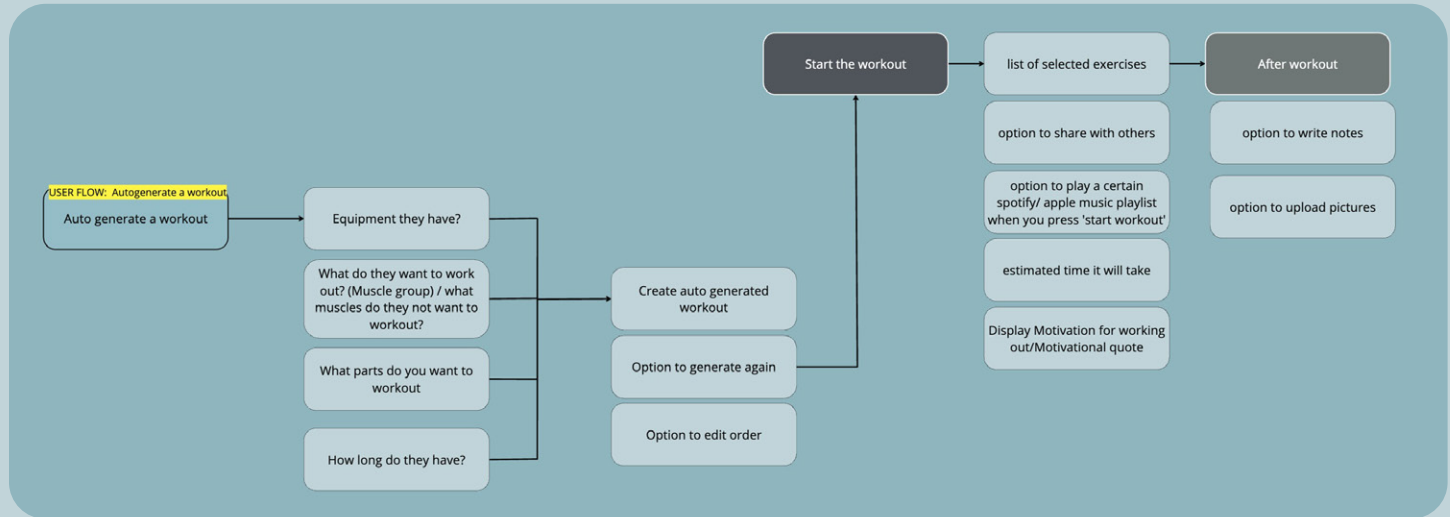
User Flow

Picking a past workout routine

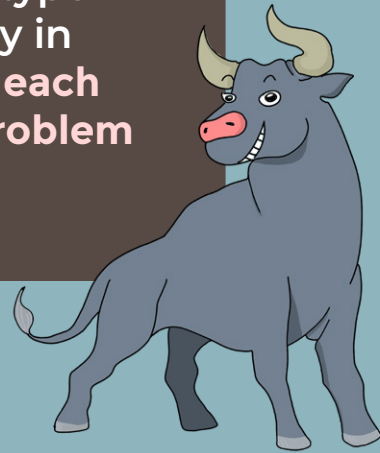


User Flow

Using the Auto-generate feature



In my low-fidelity prototypes, I included the “How Might We” (HMW) questions on the side to illustrate which user flow each prototype addresses. This approach ensures clarity in the design process and highlights **how each feature is intended to solve a specific problem identified through user research.**



Task- Set up a new account

The image displays four hand-drawn mobile app screens for a fitness application, illustrating the steps to set up a new account. Each screen is enclosed in a rounded rectangle with a black border, mimicking a smartphone. The first screen shows a welcome message and a drawing of a bull's face. The second screen has a 'Skip' button and input fields for 'Back Squat' and 'Bench Press' weights, reps, and sets, with a 'DONE' button. The third screen has a 'Skip' button and a list of favorite exercises with heart icons. The fourth screen has a 'Skip' button and a list of days of the week with radio buttons.

Screen 1: Welcome to Habitabull!  What's your name? _____

Screen 2: ☐ Skip Enter your weights
 Back Squat
 weight: ☐
 reps: ☐
 set: ☐
 Bench Press
 weight: ☐
 reps: ☐
 set: ☐
 ☒ DONE
 weight: ☐
 reps: ☐

Screen 3: ☐ Skip Favorite exercise
 ♥ Bench
 ♥ Back Squat
 ♥ Bicep curls
 ♥ ~~new~~
 ☒ DONE

Screen 4: ☐ Skip What days do you want to workout?
 ☐ Monday
 ☐ Tuesday
 ☐ Wednesday
 ☐ Thursday
 ☐ Friday
 ☐ Saturday

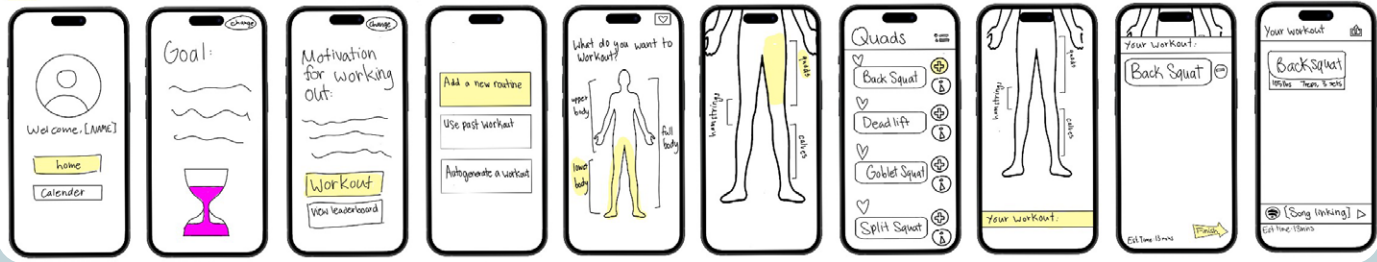
Low Fidelity Prototype

Setting up a new account



HMW make it easy for new users to navigate through the app?

Task: Create a new lower body workout routine



Low Fidelity Prototype

Create a new workout routine



Task- Choose a past workout routine



Low Fidelity Prototype

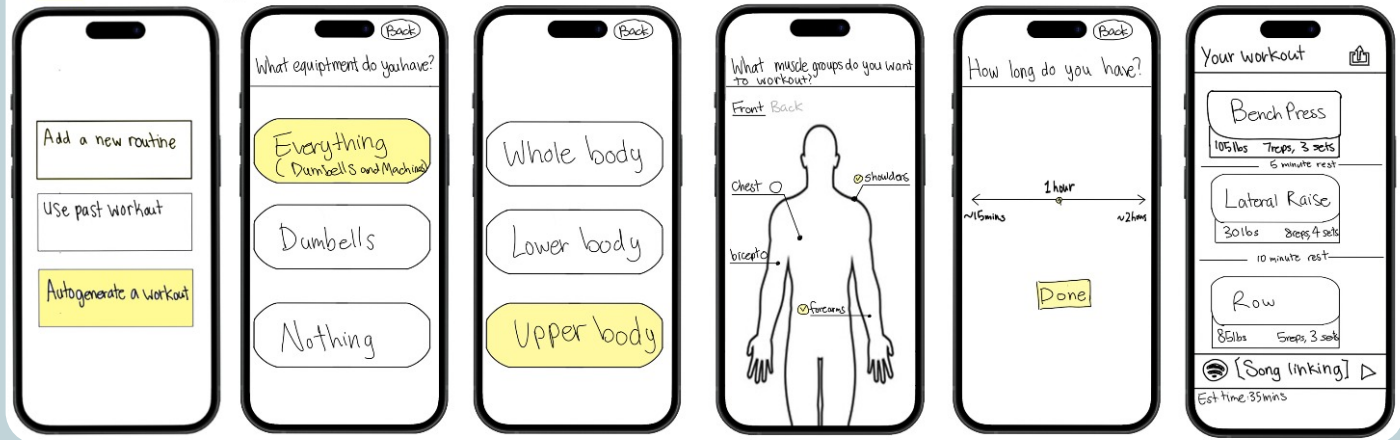
Choose a past workout routine



HMW cater specifically to individual fitness goals and needs?

HMW Incorporating additional features and ensure a more engaging and supportive platform for users to achieve their fitness goals?

Task- Use the 'autogenerate' feature to create a workout routine

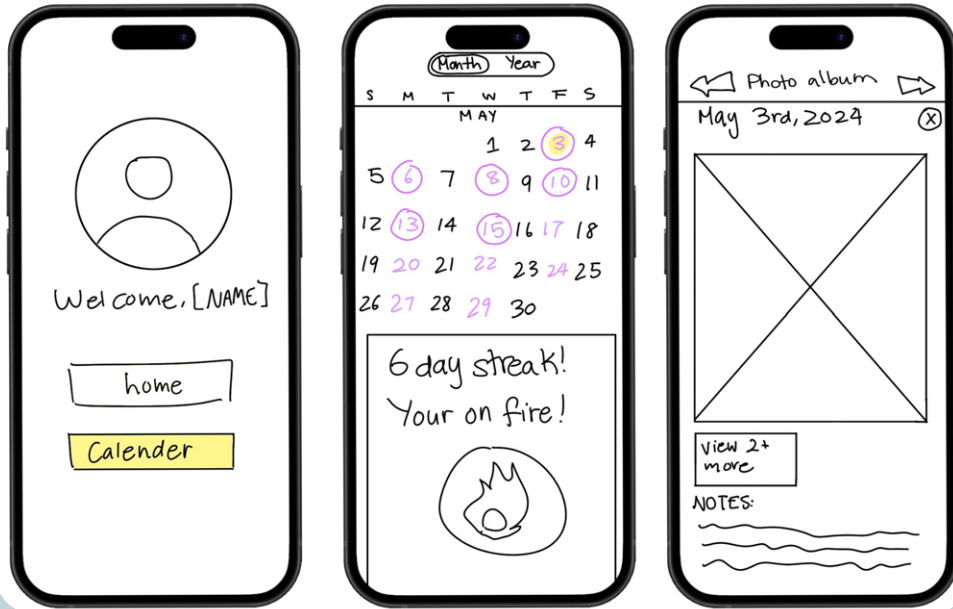


Low Fidelity Prototype

Auto-generate a new workout routine



Task- Look at your past photos within the app

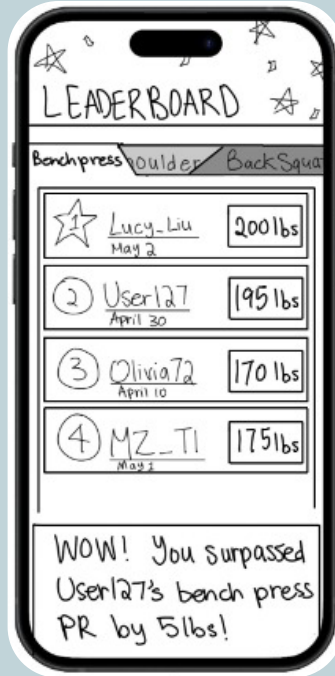


HMW motivate youth
to be disaplined/
create healthy habit?

Low Fidelity Prototype

Look at past photos on calendar



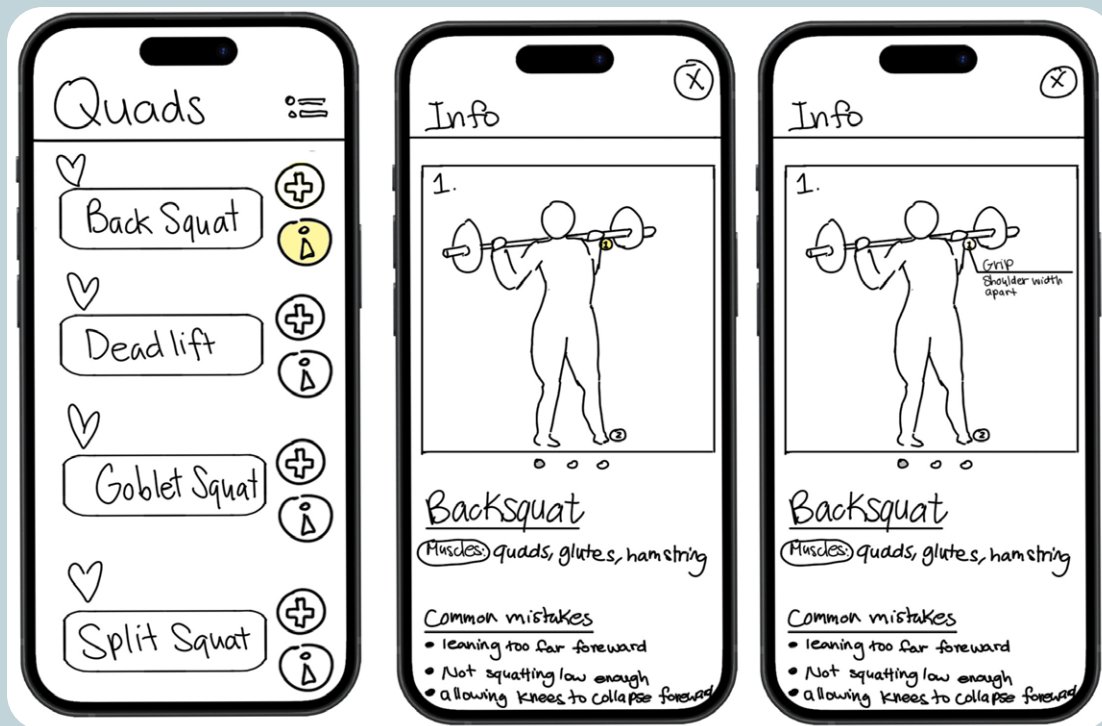


HMW incorporate community support within the app?

Low Fidelity Prototype

Leaderboard



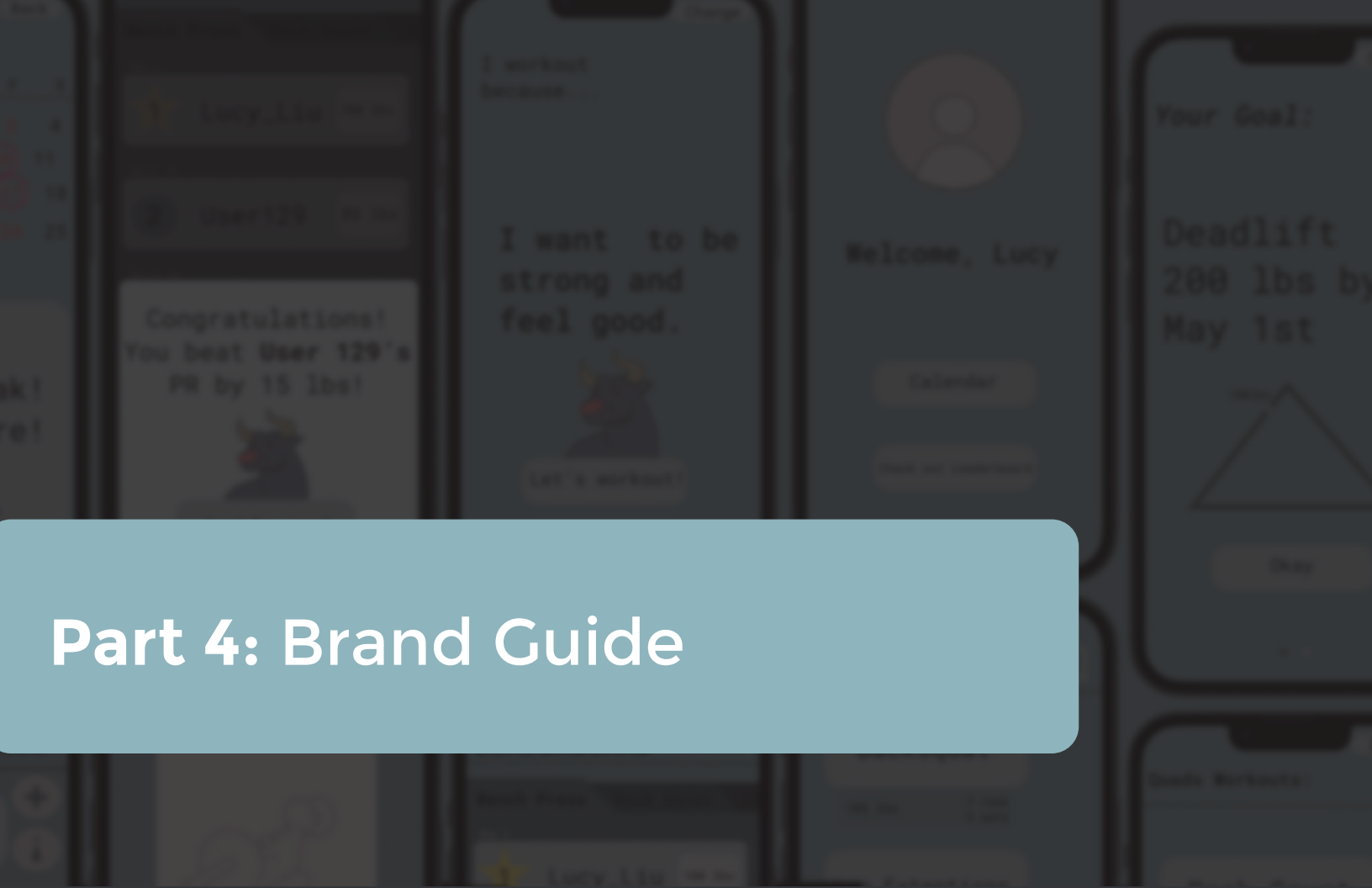


HMW ensure new users feel confident and well-informed when starting their fitness journey?

Low Fidelity Prototype

Workout tutorial





Part 4: Brand Guide

Title Font

Header 2 has a 8:3 ratio with the title

Header 3 is Montserrat Regular

The font Adelle Sans Devanagari is a good body font, with **bold being used occasionally for emphasis**. This font has designed with clear and distinguishable characters, which helps in maintaining readability even at smaller sizes. This is crucial for body text where clarity is essential for prolonged reading. The leading (distance between the lines) is 11pt, this separation helps in distinguishing between lines, especially in long paragraphs, making the text less dense and more inviting to read.

These are the two app icons that can be changed according to user preferences. Both of these icons feature a soft, muted cyan. The gentle tone of these two blues also a sense of tranquility and peace, which helps in creating a calming effect on the viewer. Darker, earthy tones color provides a strong contrast to the lighter colors in the scheme, adding depth and visual interest.

