Today's Session

Persona Activity

Card Sorting Activity

Functional Requirements Activity

CASE STUDY: Redesigning a Mobile Application "FitLife"

FitLife is a mobile app designed to help users track their fitness progress, set goals, and stay motivated.

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However, the app has been facing challenges, including a decline in user engagement and increased complaints from its user base.

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These issues have prompted the FitLife team to embark on a user-centred redesign project to improve the overall user experience.

CASE STUDY: Redesigning a Mobile Application "FitLife"

1. Last week interviews and questionnaires were designed
2. This week using the same case study we will develop
   a. Personas
   b. Card Sorting

CASE STUDY: Redesigning a Mobile Application "FitLife"

Activity One: Designing Personas

1. Form group with three to five person

2. Create Three Personas in Powerpoint

3. Groups will later present their Personas

4. Research Data Summary is provided

Create Three Personas With Data Below

Research Data Summary:

After conducting thorough user research and analysis for the "FitLife" mobile application redesign, the research team collected valuable data that provided insights into user behavior, preferences, and pain points. The research process included surveys, interviews, and usability testing. Here is a summary of the key findings:

Demographics of "FitLife" Users:

Age:
- 18-24 years: 28%
- 25-34 years: 42%
- 35-44 years: 20%
- 45+ years: 10%

Gender:
- Male: 48%
- Female: 52%

Location:
- Urban: 60%
- Suburban: 25%
- Rural: 15%

Education Level:
- High school or less: 18%
- Some college or vocational training: 30%
- Bachelor's degree: 35%
- Postgraduate degree: 17%

User Pain Points:

Complex User Interface:
- 45% of users found the app's interface confusing and cluttered.
- 62% mentioned difficulties in finding specific features or information.

Lack of Customization:
- 68% expressed a desire for more personalized workout plans and goals.
- 51% felt that the app didn't adapt well to individual fitness levels and needs.

Limited Social Interaction:
- 73% wanted more social features to connect with friends or fellow users.
- 40% indicated that social engagement would motivate them to use the app more consistently.

User Preferences and Goals:

Goal-Oriented Usage:
- 85% of users primarily used the app for tracking fitness and health goals.
- 60% wanted a more straightforward path to set and monitor their goals.

Motivation and Accountability:
- 72% expressed the need for motivational features, such as goal reminders and achievement rewards.
- 57% wanted to be held accountable by setting up challenges with friends.

Cross-Platform Accessibility:
- 80% desired seamless integration with wearable fitness devices and other fitness apps.
- 65% used both Android and iOS devices, underlining the need for cross-platform compatibility.

Present Your Personas

What i Created - Persona One

"Fitness Enthusiast Emily":
- Age: 29
- Goals: Seeking customized workout plans and tracking for weight loss.
- Pain Points: Complex interface and lack of personalized features.

What i Created - Persona Two

"Motivated Mike":
- **Age**: 35
- **Goals**: Staying motivated to achieve fitness goals with reminders and challenges.
- **Pain Points:** Lack of motivational features and social interaction.

What i Created - Persona Three

"Tech-Savvy Taylor":
- **Age:** 24
- **Goals:** Seeking seamless integration with smart fitness devices.
- **Pain Points:** Limited cross-platform accessibility.

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Card sorting exercise to organize and categorize the content, in the way users might expect to find these elements within the FitLife app.

CASE STUDY: Redesigning a Mobile Application "FitLife"

Open Card Sort: Organize topics from content within your website into groups that make sense and then name each created group in a way that accurately describes the content. Use an open card sort to learn how users group content and the terms or labels they give each category.

Conduct a card sorting exercise to categorize and organize the cards based on how users would expect to find these items in the FitLife app.

- Workout Tracker
- Nutrition Plans
- Community Forums
- Profile Page
- Fitness Challenges
- Wellness Articles
- Achievements
- Settings
- Search
- Notifications
- Home

- Workout History
- Weight Tracking
- Meal Planner
- Progress Photos
- Friends and Connections
- Personal Goals
- Daily Tips
- Privacy and Security
- Feedback and Support

Write Functional Requirements of only three features

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