

# **CASE STUDY: Redesigning a Mobile Application “FitLife”**

## **Background:**

FitLife is a mobile app designed to help users track their fitness progress, set goals, and stay motivated. However, the app has been facing challenges, including a decline in user engagement and increased complaints from its user base. These issues have prompted the FitLife team to embark on a user-centered redesign project to enhance the overall user experience.

## **Objective:**

The primary objective of this project is to create a more user-friendly and engaging fitness-tracking app. By conducting user research through interviews and focus groups, the goal is to understand user needs, pain points, and preferences thoroughly. The insights gained will inform the redesign process, improving usability, user engagement, and overall user satisfaction.

## **User Research:**

### **Interviews:**

- Conduct one-on-one interviews with FitLife app users, covering various demographics, fitness levels, and usage patterns.
- Explore users' fitness goals, workout routines, tracking habits, and experiences with the app.
- Collect qualitative data to uncover specific challenges users face, such as difficulties in logging workouts, setting goals, or understanding their progress.
- Ask open-ended questions to encourage participants to share their fitness journeys and app-related stories.