



IGNITE

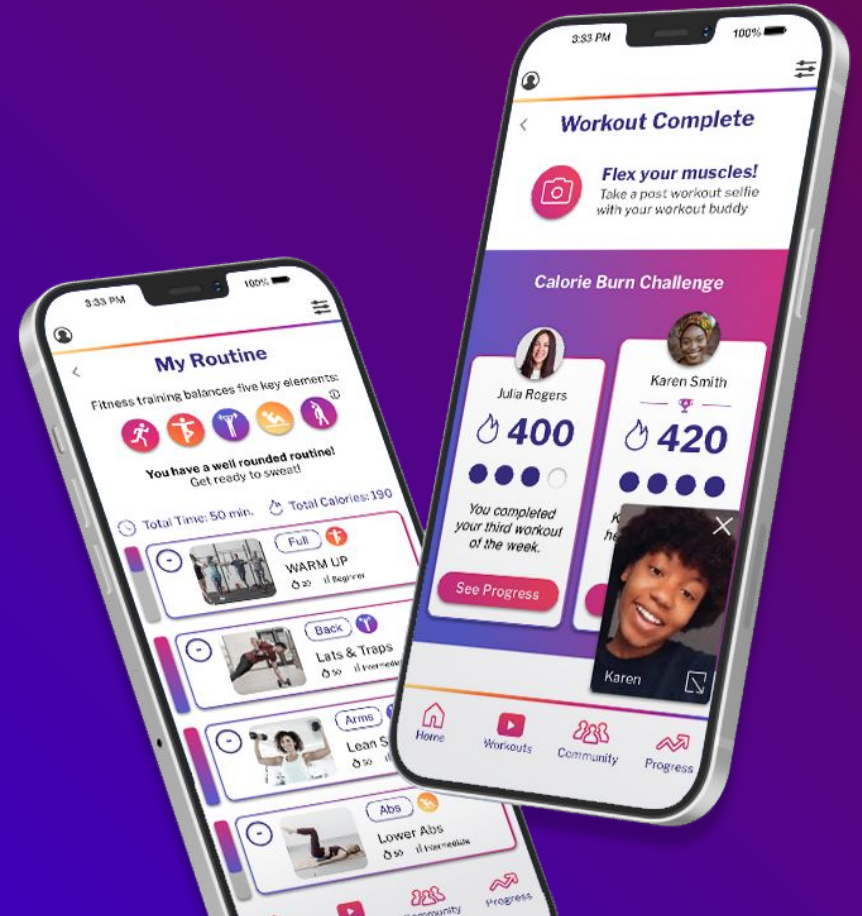
Powered by *Instagram*

Designed by Mariel Pérez

Project Background:

Conceptualize a mobile app that would be useful during the COVID-19 pandemic.

IGNITE is an Instagram integrated fitness app that offers users access to free at-home full body workouts, muscle group specific exercises and personalized fitness goal tracking. IGNITE allows users to workout with friends through live video calls and create their own workout routines with guided help for a well rounded workout.



Understanding how users exercise

Personal Goals

“It’s not about numbers, but I think personally, just knowing my body. There’s changes that I want to make.”
- Lauren

Key Takeaways



A lot of users want to lose weight and tone their bodies.

A lot of users are driven to look good.

Users who often exercise want to improve in certain areas or want to progress in their fitness

Some users like to test themselves with short term goals just for the challenge.

Weight loss/tone



Appearance



Improvement



Challenges



Understanding how users exercise

Group Fitness

If I'm able to build a community at the same time, even better, because then it makes it easy to go to the gym.

- Jason

Key Takeaways

Group Fitness:						
<i>Partner encouragement/recommendations</i>						
some of my colleagues were like, Oh, you should sign up for half marathon, you should do it. (D)	my friend Asuka told me about this app called Fiton. (J)	Then I met Stan, and he taught me how to lift weights which I really love. (KH)	climbing is collaborative and I really love that aspect. Stan's my climbing partner and he's a lot of fun to climb with. (KH)	users are more open to try new things if they are recommended by friends.		
<i>Accountability</i>						
I really like working out in a group, especially my friends that motivate me and keep me accountable. I'd much rather go to the gym with them. (S)	I really want us to succeed, want us to win, I want to do well, I don't want to be the one like dragging my team down. (KH)	I like the accountability of the group (JG)	I do think that I'm a better group person because it gives me an accountability (J)	I'm going to feel like garbage if I'm not getting my points for the day and contributing to the team. (KH)	Users are motivated by having someone push them and keep them accountable.	
<i>Building/ belonging to community</i>						
if I'm able to build a community at the same time, even better, because then it makes it easy for going to the gym. (G)	if it's something like yoga or a Piloxi or, you know, insanity! greater group setting with friends for sure. (KH)	Jabs by Gina cult, and I call it a cult because it is a really great community we really connect and I think that's awesome. (Y)	That became actually my social circle (JG)	Community aspect was what made me show up half the time, that was my motivator (G)	that was the thing that actually made me go there all the time. I'm gonna go see my friends (G)	Some users have developed friendships around fitness and they look forward to exercising to hang out with their new friends.
<i>Making stronger bonds</i>						
working out with my friends on Facebook which has been really awesome. So I think those have been the best ways (KH)	Nike app. I know people are depending on me and I can bond with them through that and we're going to share that experience. (KH)	I would go with my mom on Saturdays (J)	my sister and I were working out. I was motivated by that (J)	Users strengthen their existing friendships through fitness.		

users are more open to try new things if they are recommended by friends.

Users are motivated by having someone push them and keep them accountable.

Some users have developed friendships around fitness and they look forward to exercising to hang out with their new friends.

Users strengthen their existing friendships through fitness.

Group Fitness



Encouragement



Accountability



Bonding



Community



Identifying what motivated users

Drive/Internal Motivation

Key Takeaways



users find it the hardest to get back into working out after outside stressors stop their routine.

New Years resolutions are motivators for users to get back in a routine.

When users pay money for programs and memberships they are motivated to go because they don't want to waste their money

When working out is an inconvenience due to time, weather or distance, users are less likely to be motivated.

Users like to stick to regimes. If an event or class is scheduled on a certain day they feel an obligation to make it happen.

short term goals and smaller goals give users more motivation. The willingness to succeed, stay constant or improve keep them motivated internally.

“I just always want to try to remain where I am at or improve.”
- Katherine

Positive Motivators:

Commitments 

Money 

“Fresh Start” 

Self-driven 

Negative Motivators:

Starting Up 

Inconvenience 

Identifying what motivated users

Interests/Fears

Key Takeaways



Changing things up and having so many options keep users from getting bored.

New classes or devices spark users interest because they want to explore new things.

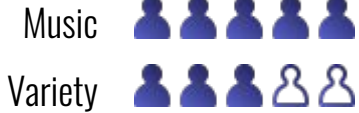
Music is a big factor in keeping users interested and motivated. Some find it a necessity to work out

When users don't know what they are doing and aren't educated on how to exercise they tend to not to continue exercising. Some users look for help online or through classes

Fear of getting injured or reinjured can affect a users motivation. They can be scared to push themselves.

“I don't think I was fully aware of what this machine was doing to my body or what muscles I was working.”
- Jenifer

Positive Motivators:



Negative Motivators:



Research Insights based on User Interviews

Three key factors to fitness motivation

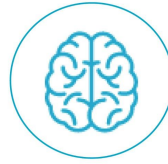


Community

Supportive friends

Accountability

Socialize/Bond



Knowledge

Basic knowledge of
physical fitness

Awareness of the
benefits of exercising



Personalization

Exercises that meet
personal fitness needs

Tracking progress

Accessing the Market

Direct Competitors:



Indirect Competitors:



→ Community

How does the app incorporate friends in it's mission?
How does the social network help to motivate the user?

→ Knowledge

How does the app educate or inform the user?
Does the user have a better understanding of the subject matter?

→ Personalization

How does the app customize the experience for the user?
Does the app make the mission clear for the user to achieve their goal?

Transforming the Fitness Experience

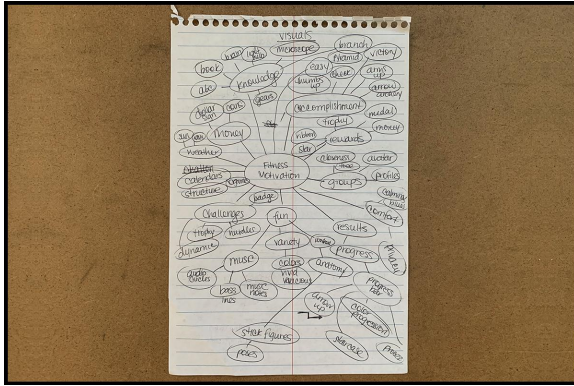
Features	 FitOn	 Beach Body on Demand	 My Fitness by Jillian Michaels	 Nike Training Club	 iGnite
Workout Video Calls	✓				✓
See Friend's Progress					✓
Social Interaction		✓	✓		✓
Progress Pictures	✓	✓	✓		✓
Workout Modifications		✓			✓
Muscle Specific Workout	✓	✓	✓	✓	✓
Tips/Articles	✓	✓	✓	✓	✓
Long Term Benefits	✓		✓	✓	✓
Personalized Programs	✓	✓	✓	✓	✓
Goal Tracking	✓	✓	✓	✓	✓
Customizeable Feed					✓
Create Own Workout	✓		✓		✓

Analysis Takeaways

- 1 out of 4 apps offered live workouts with a friend
- 2 out of 4 apps focused on weight loss rather than maintaining a healthy and active lifestyle
- 1 out of 4 apps offered modifications to exercises

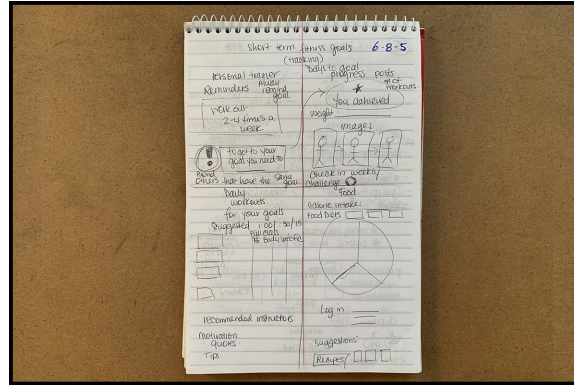
**How might we help users
who do not have access to a gym stay
on track with their fitness goals?**

Exploring Design Possibilities



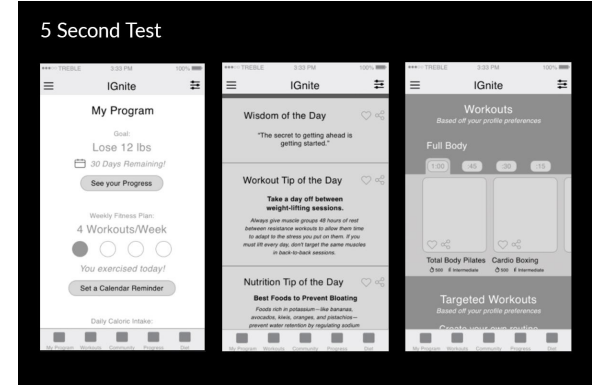
Mind Mapping

A means of note-taking that uses a natural organizational structure that radiates from a center idea and uses lines, symbols and words to "map out" concepts.



6-8-5 Brainstorming

Aims to explore complementary approaches rather than sticking to the first good idea. The goal is to generate between 6-8 ideas in 5 minutes.



Five Second Test

Method of user research that help you measure what information users take away and what impression they get within the first five seconds of viewing a design.

An Empathetic Approach



Julia Rogers

Age: 28 years old
Occupation: Accountant
Status: Engaged
Location: New York City

Likes



"I want to stay on track with my goal and work out with my friends again!"

Julia set the date for her wedding and found the wedding dress of her dreams but wants to tone and lose weight so she can look her best on the wedding day. Her bridesmaids and girlfriends have been supportive in her weight loss journey and have coordinated in attending workout classes together at Equinox gym. After a few weeks of consistent exercising, the coronavirus pandemic worsened in New York City. The city shutdown gyms for several months. With no idea of when gyms would reopen, Julia found it increasingly difficult to stay motivated and on track with her weight loss goal.

Goals

- Lose 15 lbs before the wedding
- Get toned arms

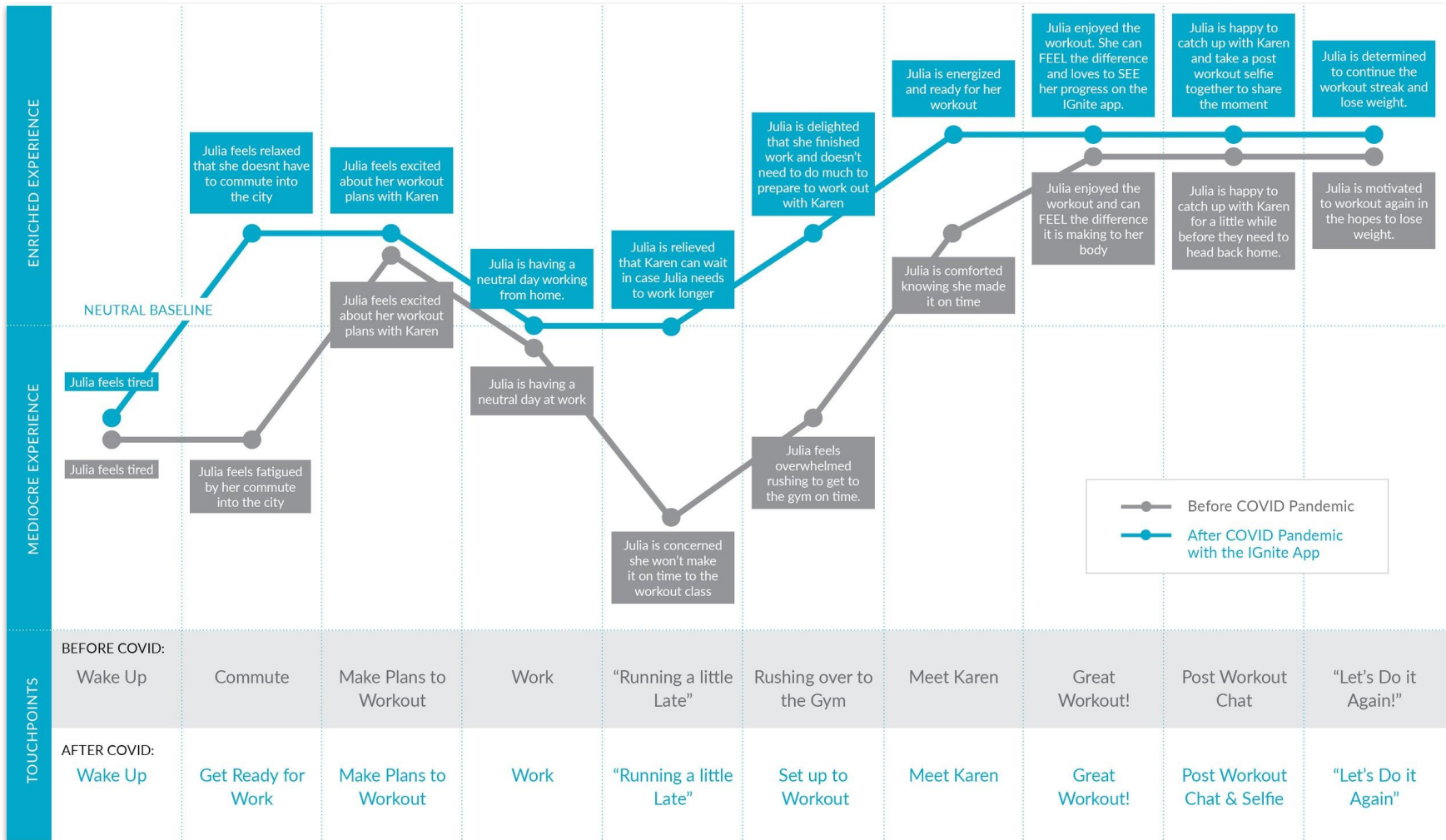
Frustrations

- Gyms are closed
- Needs guidance working out
- Misses working out with friends

In order to design for the user, I felt it was necessary to empathize and create a narrative of a potential user who is struggling to stay fit while facing gym closures.

From here, I could decide what actions and features were crucial & beneficial for my designs.

A bride-to-be who feels stressed about losing weight for her wedding needs to stick to an effective workout regimen but is unsure what to do after gyms are forced to close.



ENRICHED EXPERIENCE

MEDIOCRE EXPERIENCE

NEUTRAL BASELINE

Julia feels tired

Julia feels tired

Julia feels relaxed that she doesn't have to commute into the city

Julia feels fatigued by her commute into the city

Julia feels excited about her workout plans with Karen

Julia feels excited about her workout plans with Karen

Julia is having a neutral day working from home.

Julia is having a neutral day at work

Julia is relieved that Karen can wait in case Julia needs to work longer

Julia is concerned she won't make it on time to the workout class

Julia is delighted that she finished work and doesn't need to do much to prepare to work out with Karen

Julia feels overwhelmed rushing to get to the gym on time.

Julia is energized and ready for her workout

Julia is comforted knowing she made it on time

Julia enjoyed the workout. She can FEEL the difference and loves to SEE her progress on the IGnite app.

Julia enjoyed the workout and can FEEL the difference it is making to her body

Julia is happy to catch up with Karen and take a post workout selfie together to share the moment

Julia is happy to catch up with Karen for a little while before they need to head back home.

Julia is determined to continue the workout streak and lose weight.

Julia is motivated to workout again in the hopes to lose weight.

—●— Before COVID Pandemic
 —●— After COVID Pandemic with the IGnite App

Opportunities to emulate/enrich the Gym Experience

- 1 Physical accountability**
 - Convenience
- 2 A space set for exercise**
 - Limited equipment/small spaces
- 3 Access to helpful and knowledgeable trainers**
 - Effective and engaging trainers
- 4 Opportunity to socialize**
 - Buddy workouts

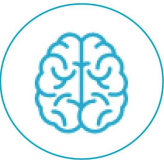


Personalizing Individual Programs & Developing Community Support



Community

How might we build a supportive community that encourages users and keeps them accountable?



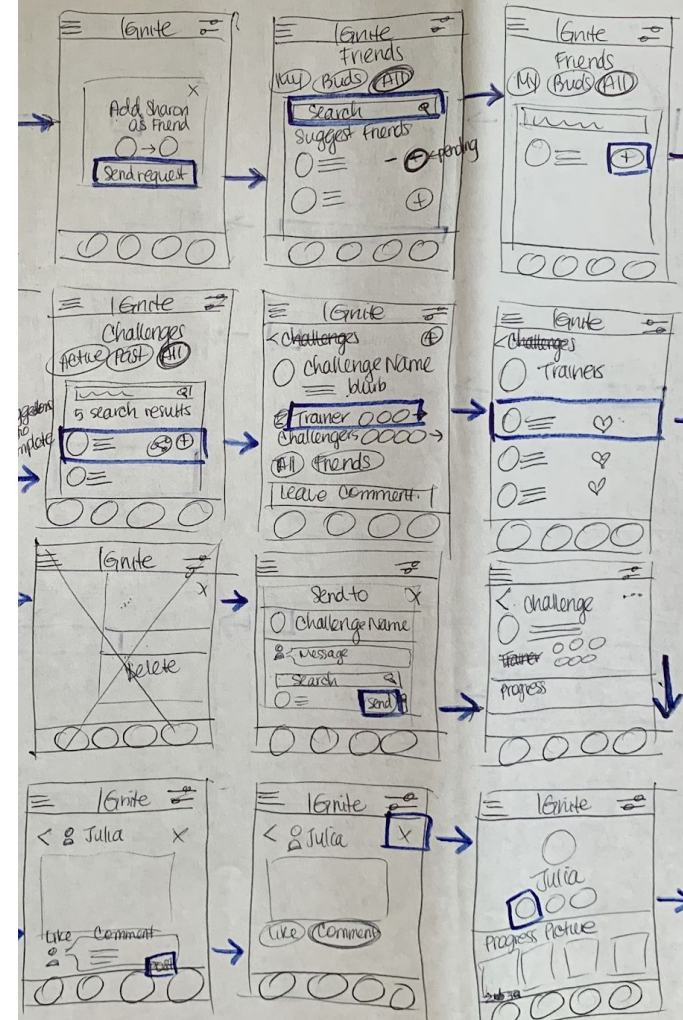
Knowledge

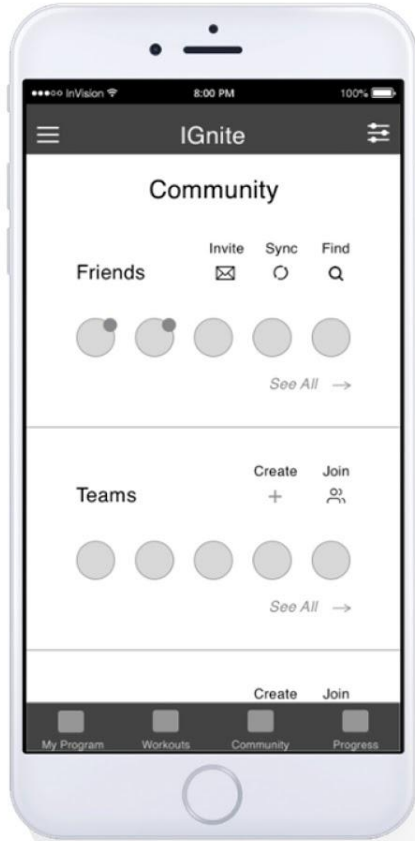
How might we educate the user about the benefits of exercising, so they can make it a part of their lifestyle?



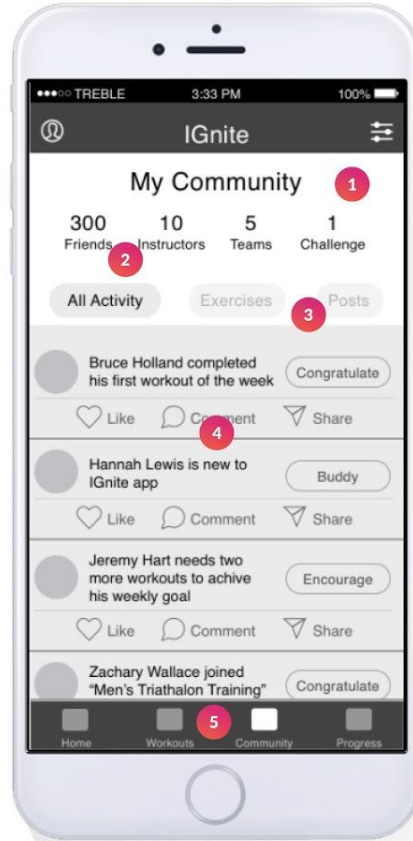
Personalization

How might we personalize an exercise program for specific fitness goals?





Version 1



Version 2

Building a Community

User Testing Takeaways

- 1 Lay out the 'Community' components upfront so the user knows what makes up their Community base
- 2 List components (friends, teams, instructors, etc.) on a separate page so the tab provides interactions on the 'Community' landing page
- 3 Sort newsfeed by types of activity
- 4 Make the 'Community' landing page a activity newsfeed where users can encourage, congratulate & take other actions to interact with the community
- 5 Highlight the tab icon to indicate to the user where they are in the app for easier navigation



Building a Community

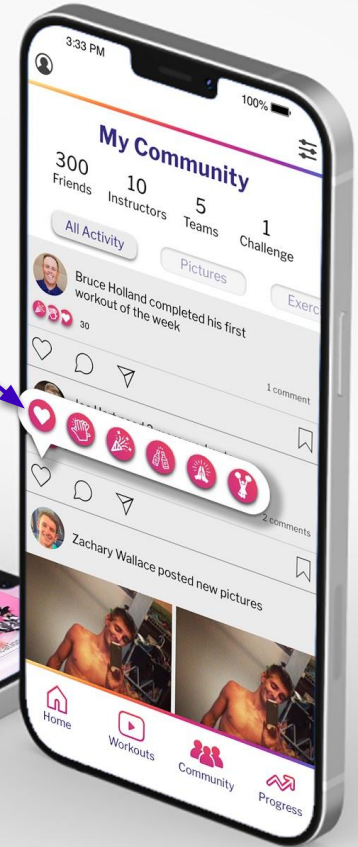
How might we build a supportive community that encourages users and keeps them accountable?

- Promote a positive social network
- Support friends while staying on track with your own fitness plans
- Workout with friends in real time

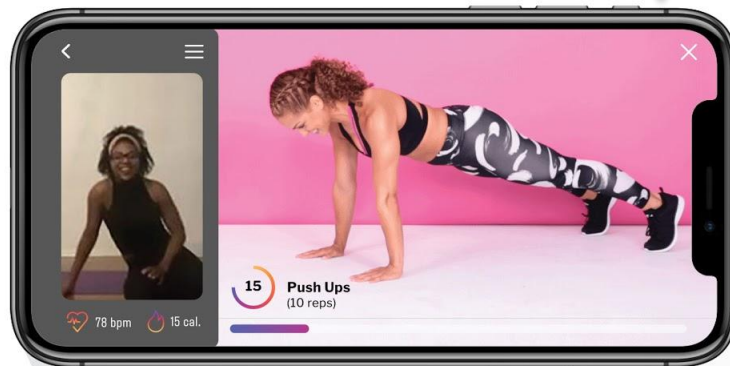
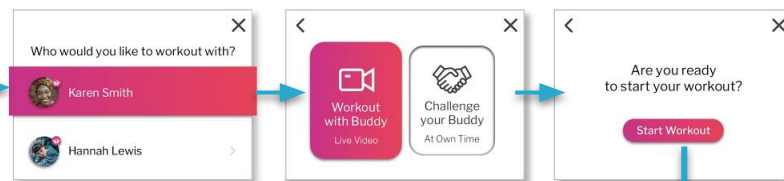
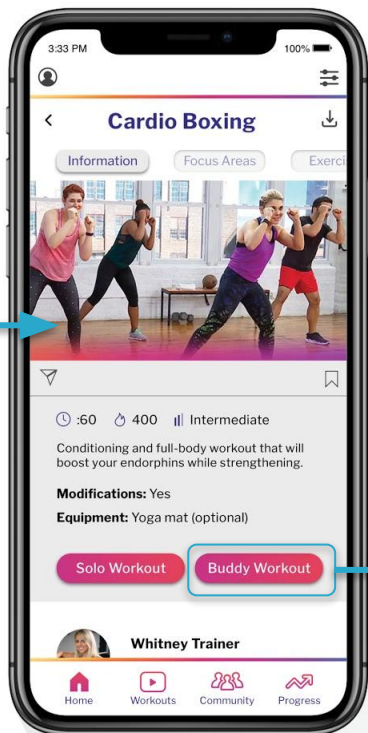
Julia can workout with her maid of honor, Karen in real time

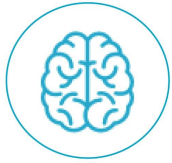


Julia congratulates Karen on finishing her weekly workouts



Buddy Workouts



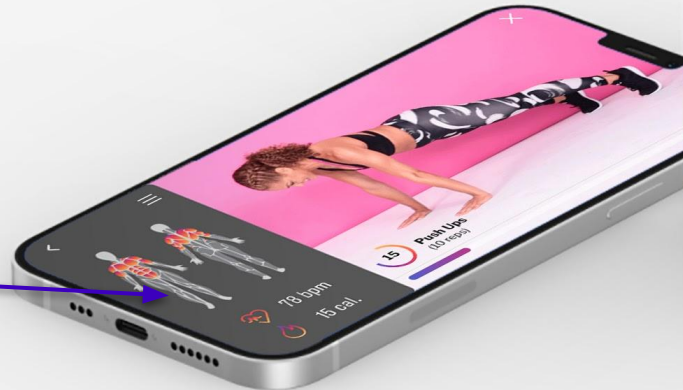


Providing Knowledge

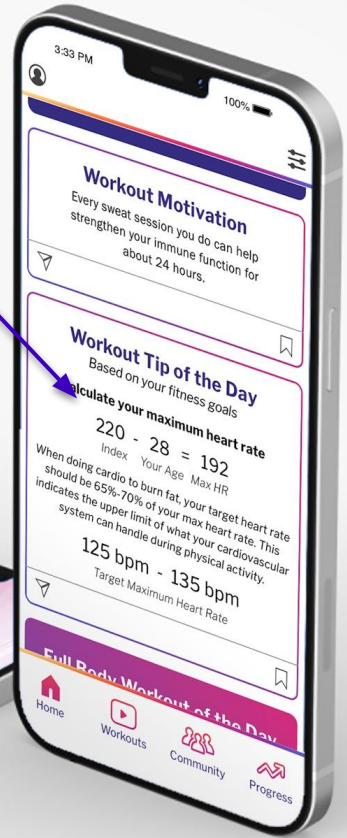
How might we educate the user about the benefits of exercising so they can make it a part of their lifestyle?

- Daily workout tips & health benefit facts
- Muscle anatomy display to show what muscles are being activated while exercising.
- Sync tracking device for more accurate information

Julia can see what muscles she is working as she exercises



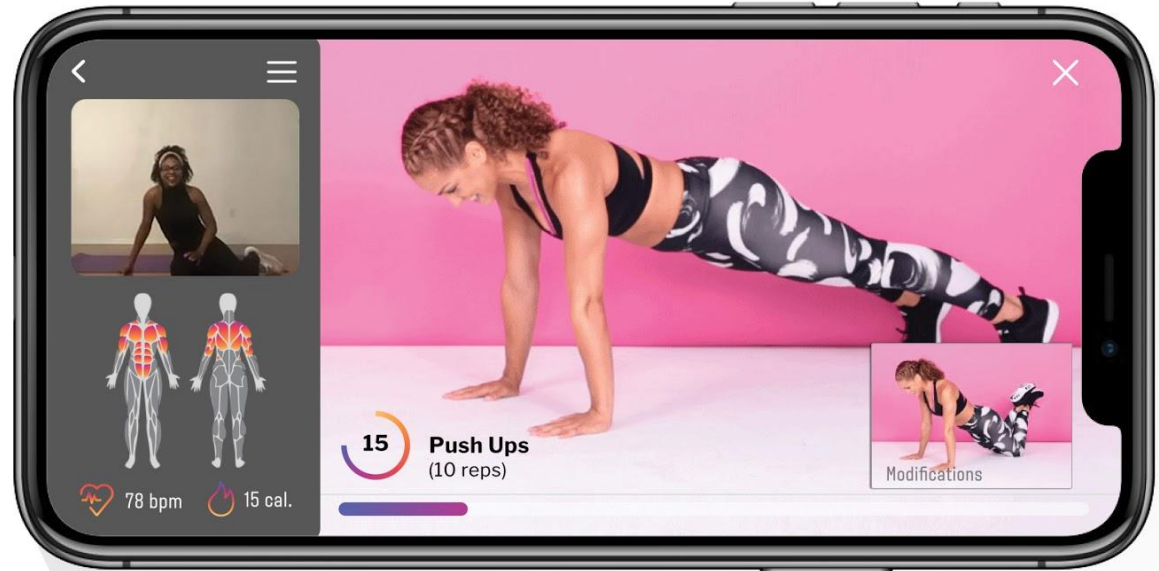
Julia's daily feed gives her workout tips and motivation to inspire her



Video Interaction

Manage video display

User has the ability to manage their video display. Video displays workout modifications, video chat, anatomy, heart rate and calories burned.



Video Interaction

Manage video display

The user can manage their display preferences on the video side panel, turning on and off display features.



Video Interaction

Manage video display

Modifications



Video Chat



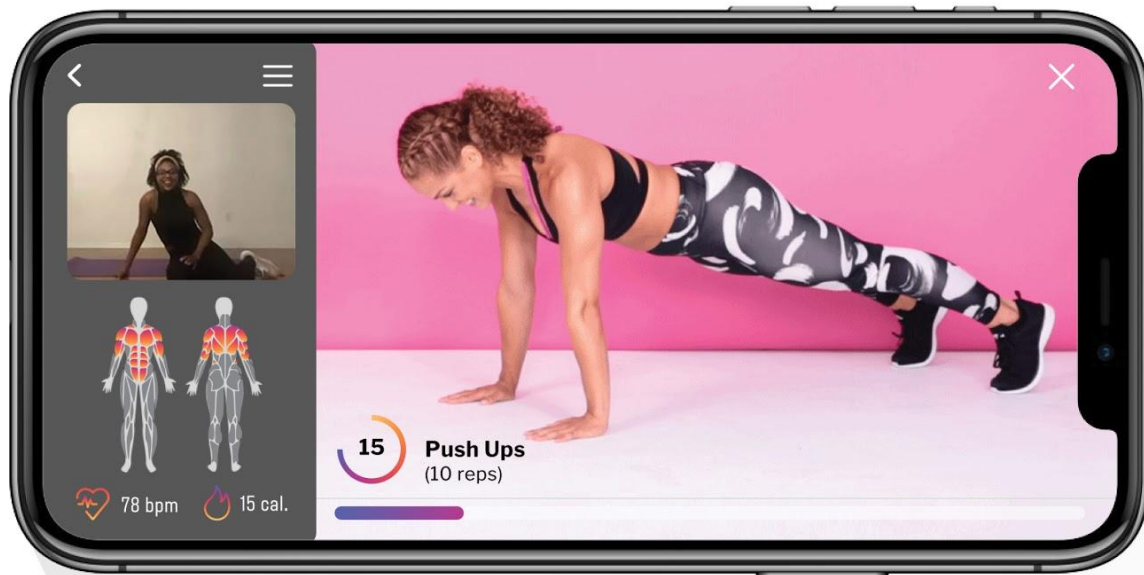
Targeted Areas



Heart Rate



Calories Burned



Video Interaction

Manage video display

Modifications



Video Chat



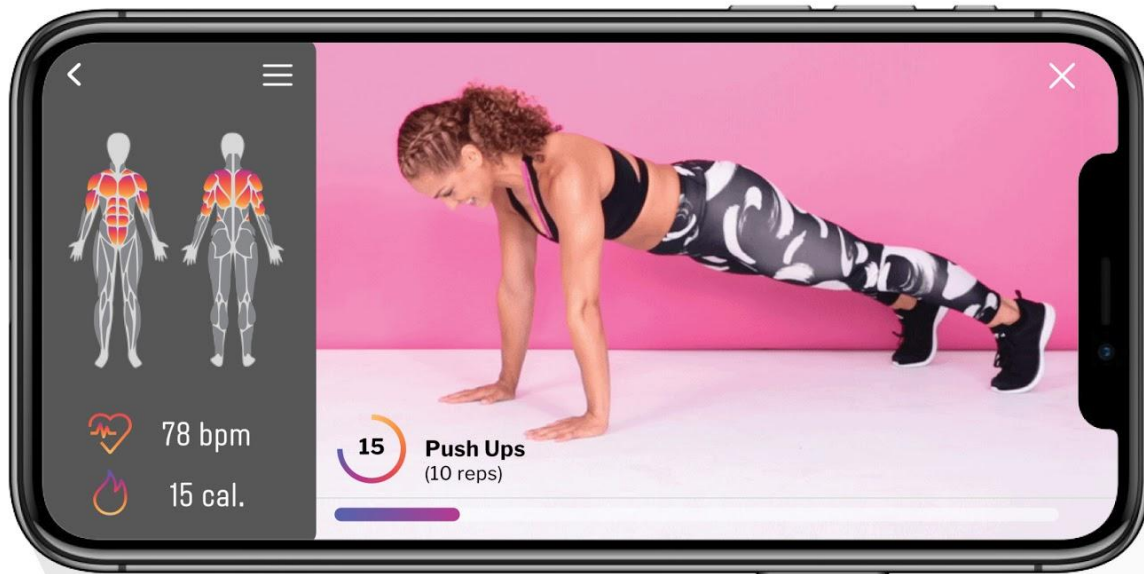
Targeted Areas



Heart Rate



Calories Burned



Video Interaction

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Modifications



Video Chat



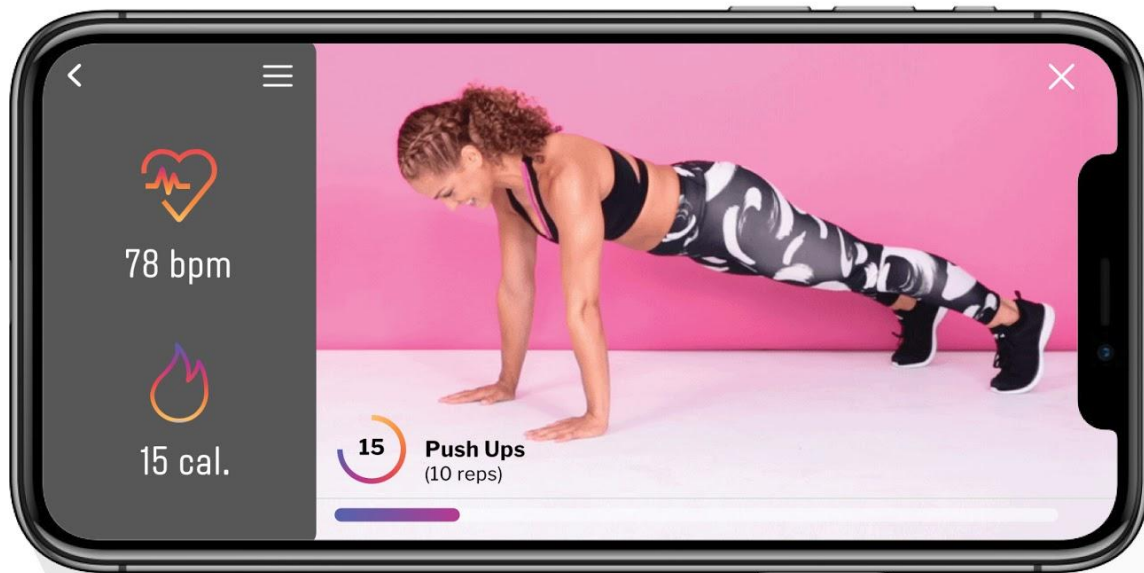
Targeted Areas



Heart Rate



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Video Chat



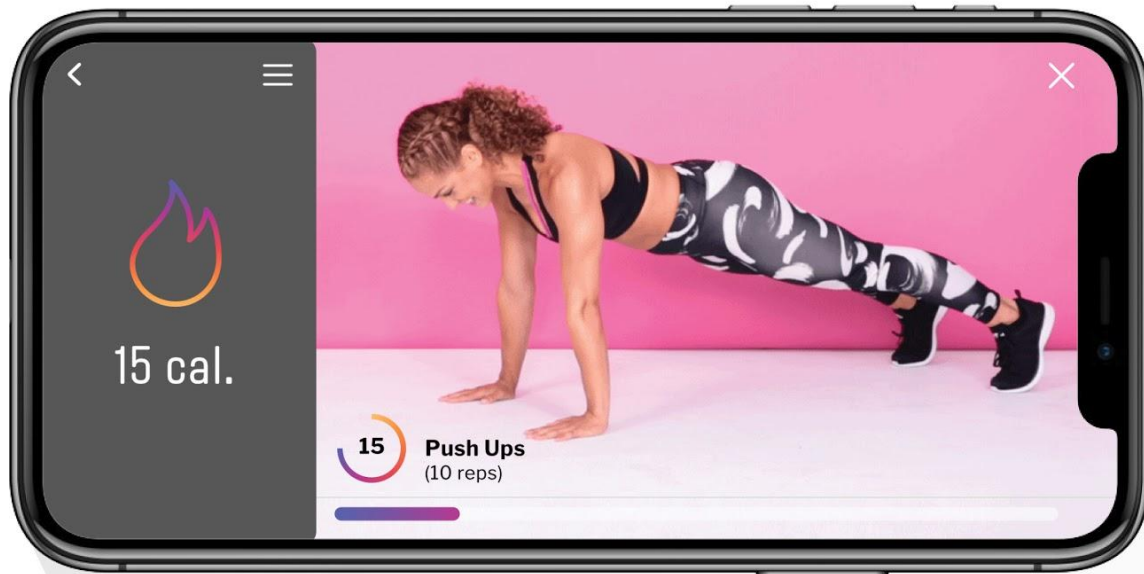
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Targeted Areas



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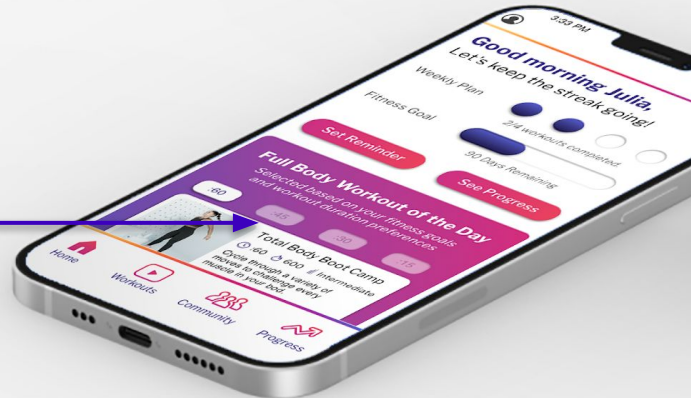
Personalizing the Fitness Experience

How might we personalize an exercise program for specific fitness goals?

- Suggested workouts keep the user focused on how they can achieve their goal.
- Track fitness progress
- Customizable home page and progress page
- Ability to create a workout routine

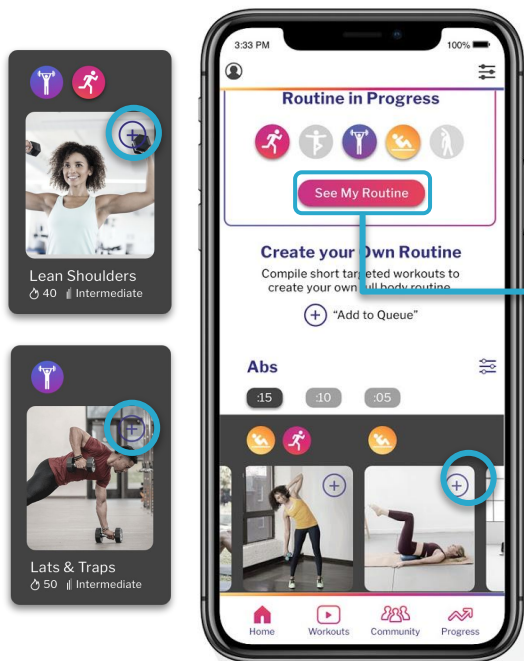
Julia has daily workout suggestions to meet her fitness goals.

Julia can personalize her home and progress page to her liking.

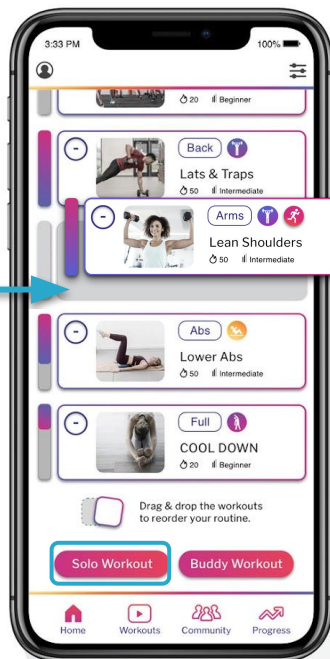


Create Your Own Workout Routine

Add workouts to your workout routine



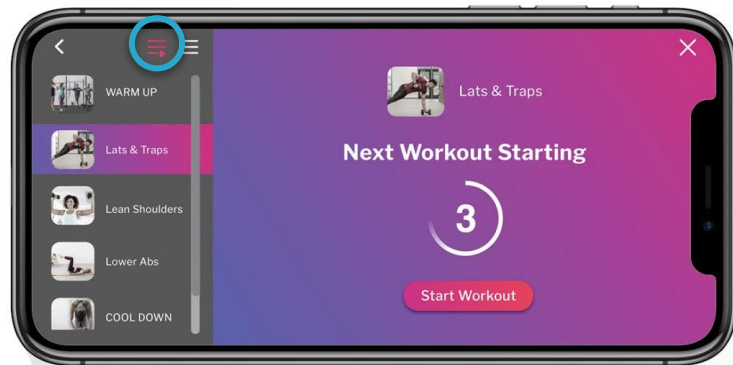
Reorder your routine



Create a full body workout with expert guidance



You have a well rounded routine!
Get ready to sweat!



Automatically transition to your next workout

Branding a Fitness App

Direct Competitors:



Indirect Competitors:



- **Icon**
Is the design unique and does it stand out?
- **Color**
Are colors consistent throughout the app's branding?
- **Typography**
Is the information clear?
- **Imagery**
How does the app treat their imagery?
- **Graphics**
What types of navigation elements does the app use and is it easy to navigate?

Branding Kit



Libre Franklin Regular
Libre Franklin Regular Italic
Libre Franklin Bold
Libre Franklin Bold Italic

Fonts



Text Color Scheme



Accent Gradient Color Scheme

Instagram Integration



IGTV

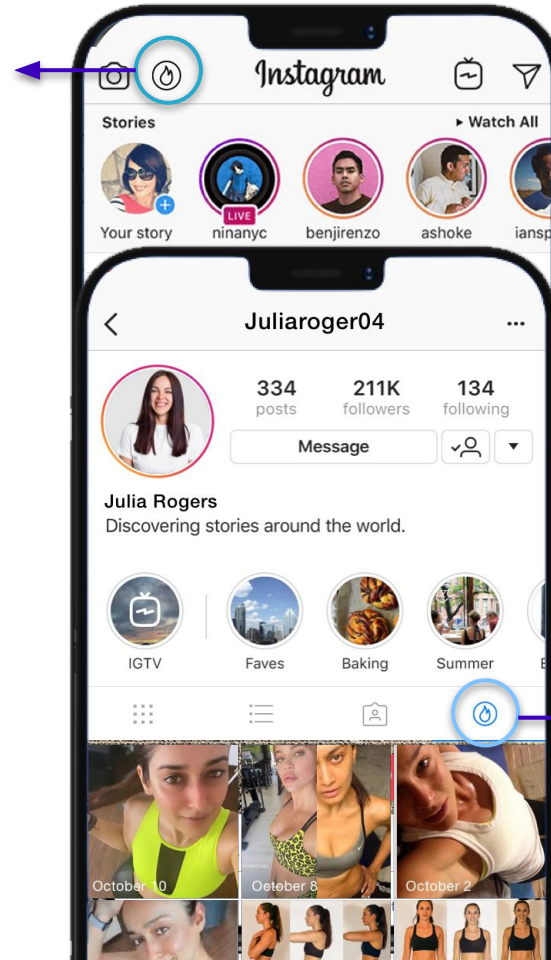


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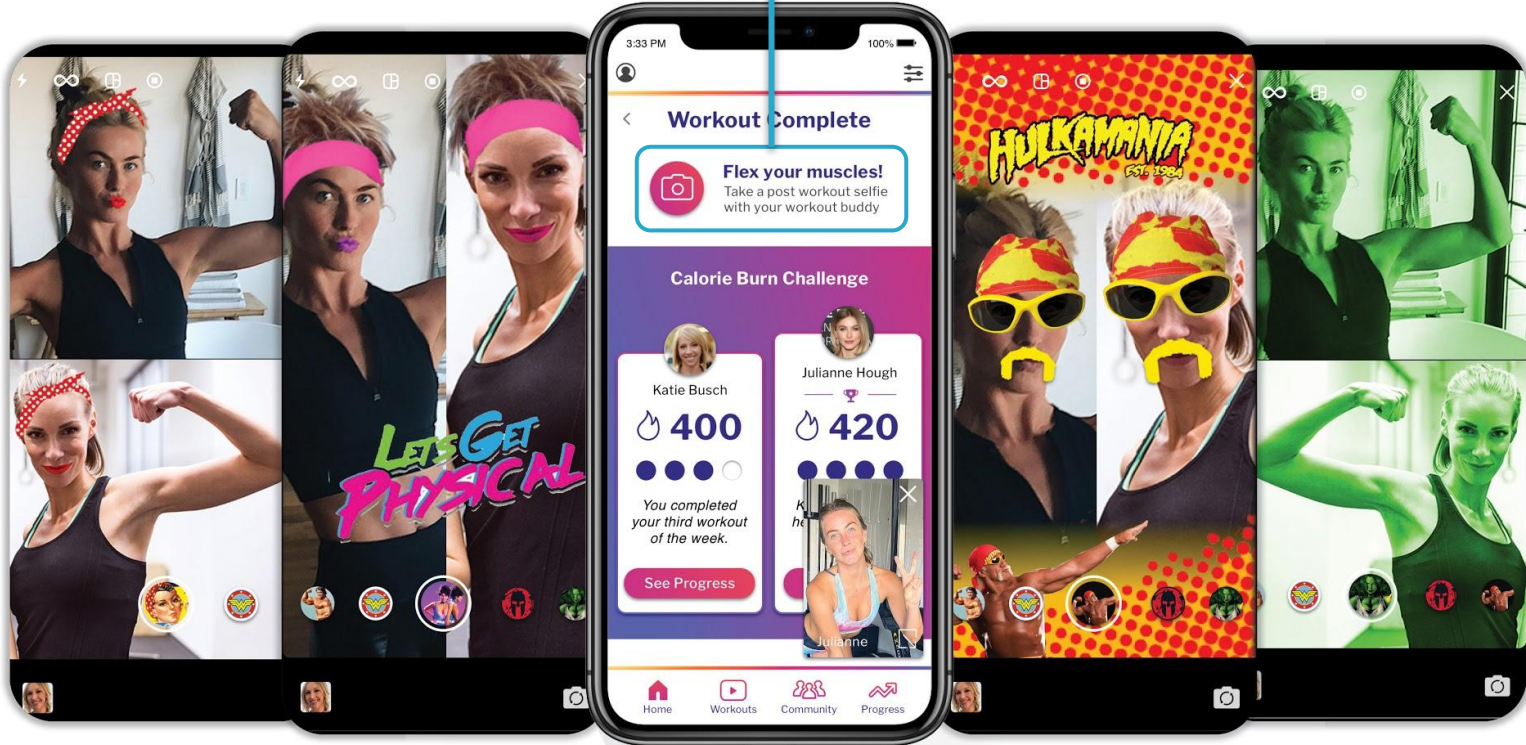
Instagram

Julia can access the IGnite app from her Instagram



Julia can see her posted progress picture on the Instagram platform

Post-Workout Selfies

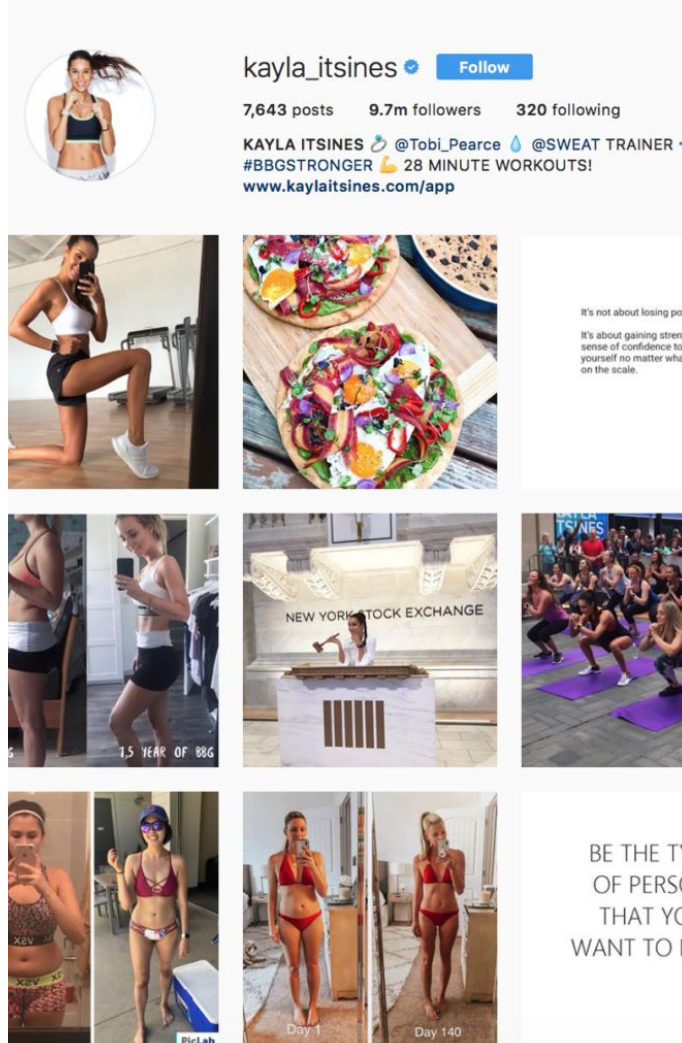


Reflections

- Interviews set a good base to the research
- User Testing greatly improved the process

Conclusion/Next Steps

- Another round of testing and iterating on features that resonated most with users
- User Interface Testing
- Design with trainers in mind



Thank You!

Special thanks to my mentors,
Maleesa, Lan and Sharae
for all your guidance and support!