





## Overview

Fitted is a highly personalized approach to a user's fitness journey and is an app designed for all levels. Fun, easy to use and highly interactive, Fitted covers all a user's work out needs.

## Tools



## Role

Wireframes, Prototypes, Web Design, Interaction & Motion Design.

## Timeline

January 2020 - April 2020

[View Prototype](#)

## Context

Fitted was created as a requirement for Careerfoundry's UI for UX Specialization course. Some of the specs detailed in the project brief were a mobile first approach to a fitness app that caters to fitness beginners and all levels of tech savvy.

## Objective

### Primary Goal

Motivate people into an exercise routine that suits their level, schedule, and interests.

### Questions to be answered

- ◆ What features do users really want in a fitness app ?
- ◆ What are proven design patterns that keep users motivated ? What patterns annoy users ?
- ◆ What causes users to stop exercising ?
- ◆ What are the most effective search criteria to keep the app personalized ?



Settings



Achievements

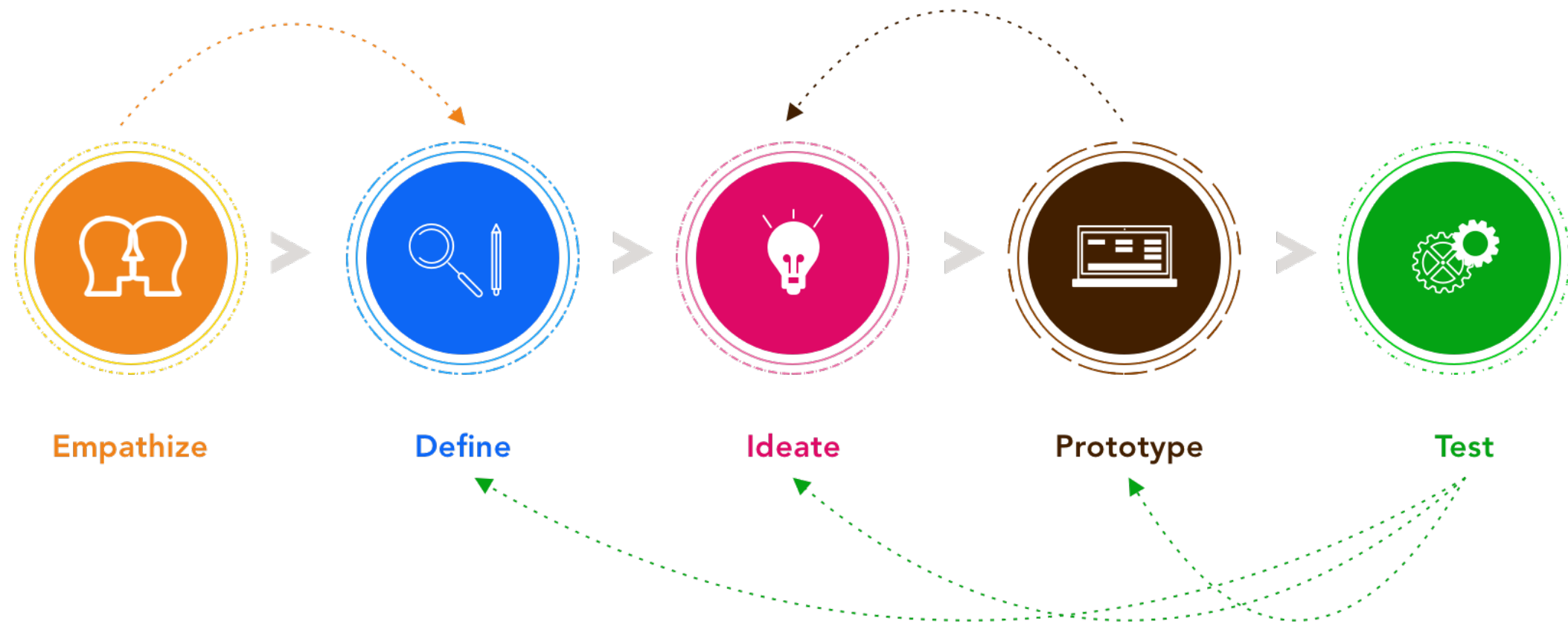


My Plan



Profile

# Approach



## Methodologies & Processes

- ◆ User Flows
- ◆ Interviews
- ◆ Wireframes
- ◆ Prototypes
- ◆ Responsive layouts
- ◆ Branding

- ◆ Animation
- ◆ Style Guides
- ◆ Illustrations
- ◆ Interactions & Gestures
- ◆ Accessibility Reviews for Contrast



# What worked well

## Research

There are tons of fitness apps on the market. I spent a considerable amount of time researching them. I found patterns that worked well and some that did not. The onboarding on Fitted is an example of a good feature that follows proven patterns while being unique as a result of the research. It is detailed, asks extremely relevant questions for a truly customized app experience while being optional.

- ◆ **Skills** - Research, creative thinking, understanding the market.
- ◆ **Process** - Competitive analysis.
- ◆ **Solution** - Spend time in the research phase finding patterns that work well and apply it appropriately. Continue refining till project delivery.

[View Demo](#)

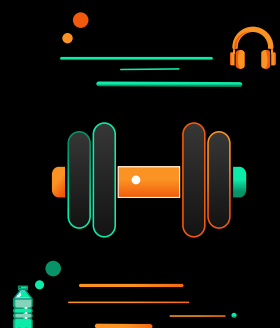
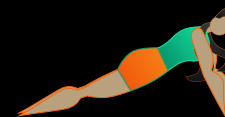
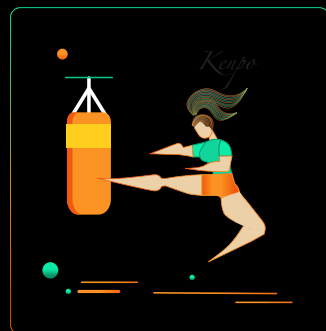
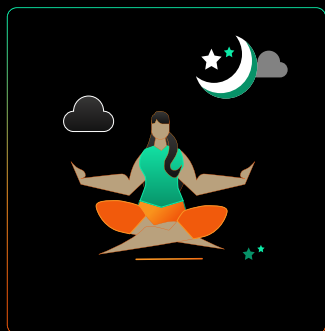
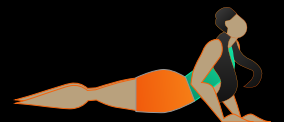
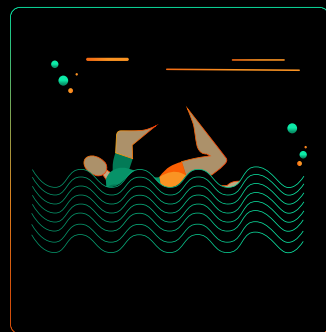


# What worked well

## Illustrations & Animation

I was particular about showcasing my illustration and animation skills during this project. I was very organized with time in that sense and was able to achieve the goals that I had set. The illustrations are stylized, the animation smooth and most importantly, works with the vibe of the app.

- ◆ **Skills** - Illustrations, Animation.
- ◆ **Process** - Creative thinking, Visualization.
- ◆ **Solution** - Organize time efficiently to make the visuals really stand out and understand where to apply them.

[View Demo](#)

# What didn't work well

## Typography

Being new to mobile first design, I took a bit of a risk with **Futura** as the font family for titles & headers. I spent too much time trying to find the perfect font(s) and ended up second guessing myself a lot. While I am happy with **Avenir** as the secondary font choice, I am not sure **Futura** was the correct choice for Fitted and if a second font was required at all.

- ◆ **Skills** - Visual Design patterns.
- ◆ **Process** - Trying different typography patterns in design.
- ◆ **Skill Gap** - Applying good typography patterns in mobile design.
- ◆ **Solution** - Spend time on gaining knowledge of typography patterns for mobile rather than spending time with trial and error in the prototyping phase.

## Accessibility

Accessibility was an afterthought for Fitted. While I was lucky that my choice of colors did not require major changes to fit AA contrast guidelines, I was not able to implement other WCAG guidelines like the perceivable, operable and other sections.

- ◆ **Skills** - Accessibility feature design.
- ◆ **Process** - Implementing accessibility after build of high fidelity prototype.
- ◆ **Skill Gap** - Applying good accessibility patterns in mobile design.
- ◆ **Solution** - Spend time on gaining knowledge of accessibility guidelines rather than implementing partially at the end of the project.

# Potential improvements

## Rapid prototyping

I jumped to digital prototyping quickly as I was concerned about how refined I wanted the initial wireframes to look. I did some sketches initially. It would be helpful to nail down details in quick sketches versus spending much longer doing the same in the digital realm.

- ◆ **Skills** - Wireframes.
- ◆ **Skills Gap** - Undue attention to details in the initial stages.
- ◆ **Process** - Creative thinking, Visualization.
- ◆ **Solution** - Spend a little more time with paper and pen(cil).

## Design Feedback

I spent a lot of time trying to finalize my colors and typography without feedback. I received constructive feedback when I asked for it. I am very happy with the theme that I chose, but it would have been more efficient to reach out earlier in the design process.

- ◆ **Skills** - Visual design.
- ◆ **Skills Gap** - Time management.
- ◆ **Process** - Creative thinking, Visualization.
- ◆ **Solution** - Ask for design feedback, early and often.

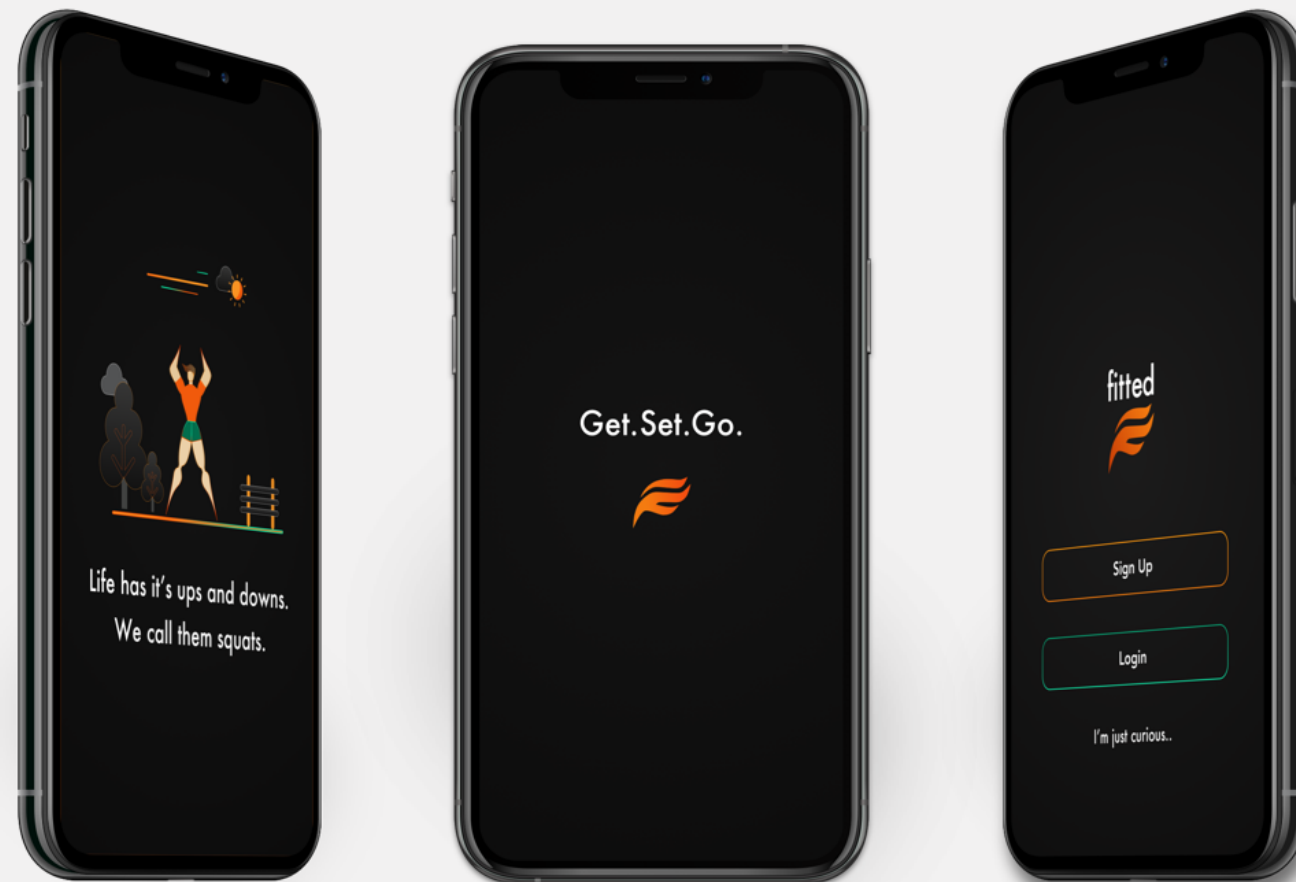
## Design Patterns on multiple OS

While I did refer to Material Design and iOS design patterns during the design process, I was not able to fully implement them for both.

- ◆ **Skills** - Knowledge of iOS and Material Design Guidelines.
- ◆ **Skills Gap** - Adhering to multiple standards in design patterns.
- ◆ **Process** - Design Patterns.
- ◆ **Solution** - Gain more knowledge about guidelines for iOS and Android.

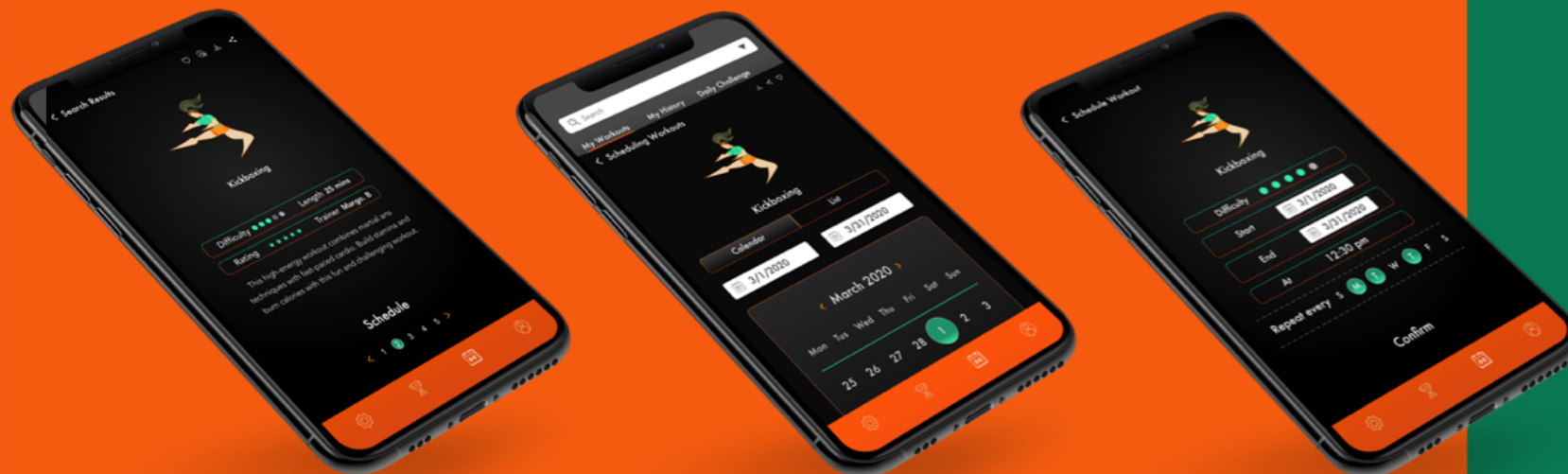
## Result

Find *your* workout and have fun with **Fitted**.



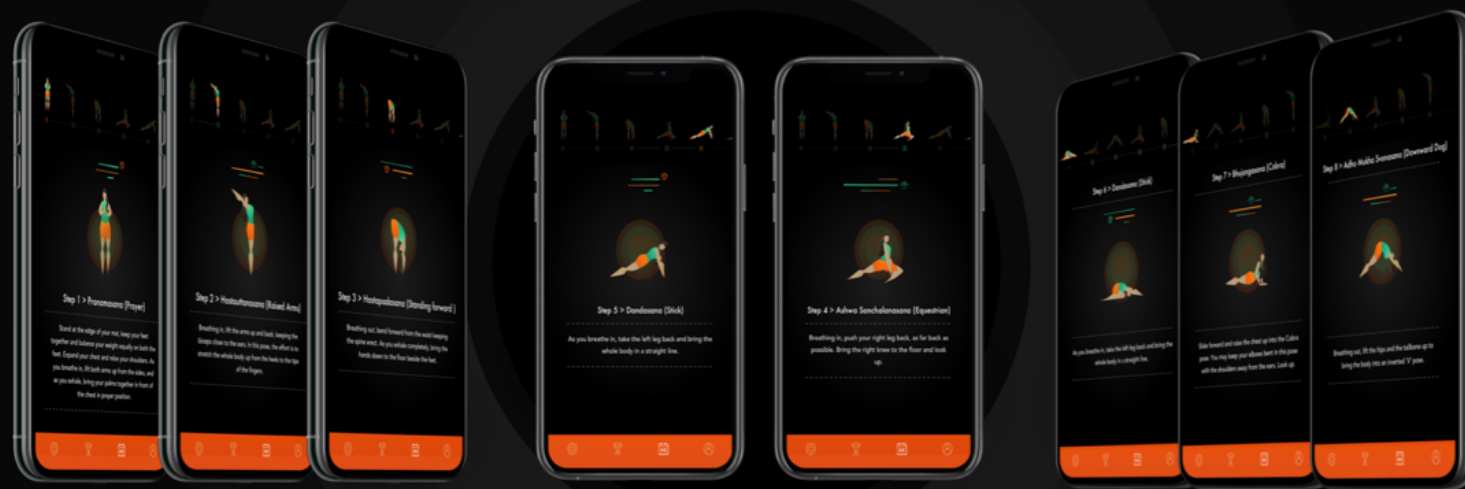
# Search

Filters to fit any criteria.



# Schedule

Easy addition to your calendar.



# Learn

Step by Step instructions.



## Adapting lessons learnt

**Early user feedback** - The best way to start incorporating user feedback is early on through testing. A/B Preference Testing will help in finalizing design choices early and usability testing with a mid fidelity prototype will offer a MVP for constructive feedback.

**Efficient time management** - A couple of ways to incorporate better time management is through 1) testing early to get constructive feedback before going into a detailed prototyping phase 2) setting sprints (to use Agile methodology) or phases of project execution on a calendar so that project execution runs smoothly.

**Iterative improvement** - Set aside some buffer time during the appropriate sprint(or phase of project execution) to make improvement as the project proceeds. This will give enough time to add improvements that come with feedback or inclusions like accessibility features and multiple OS considerations.

## Final Thoughts

As a mobile first design based project, I was very happy with the final prototype of Fitted that was delivered for the UI for UX course. I was able to actualize most of the ideas I had when I began the project. I will strive to make improvements to be made as my experience and education in the UX field increases.

[View detailed Case Study here.](#)

[Check out the final prototype of Fitted here.](#)