

# FITBUD

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GRDS-387

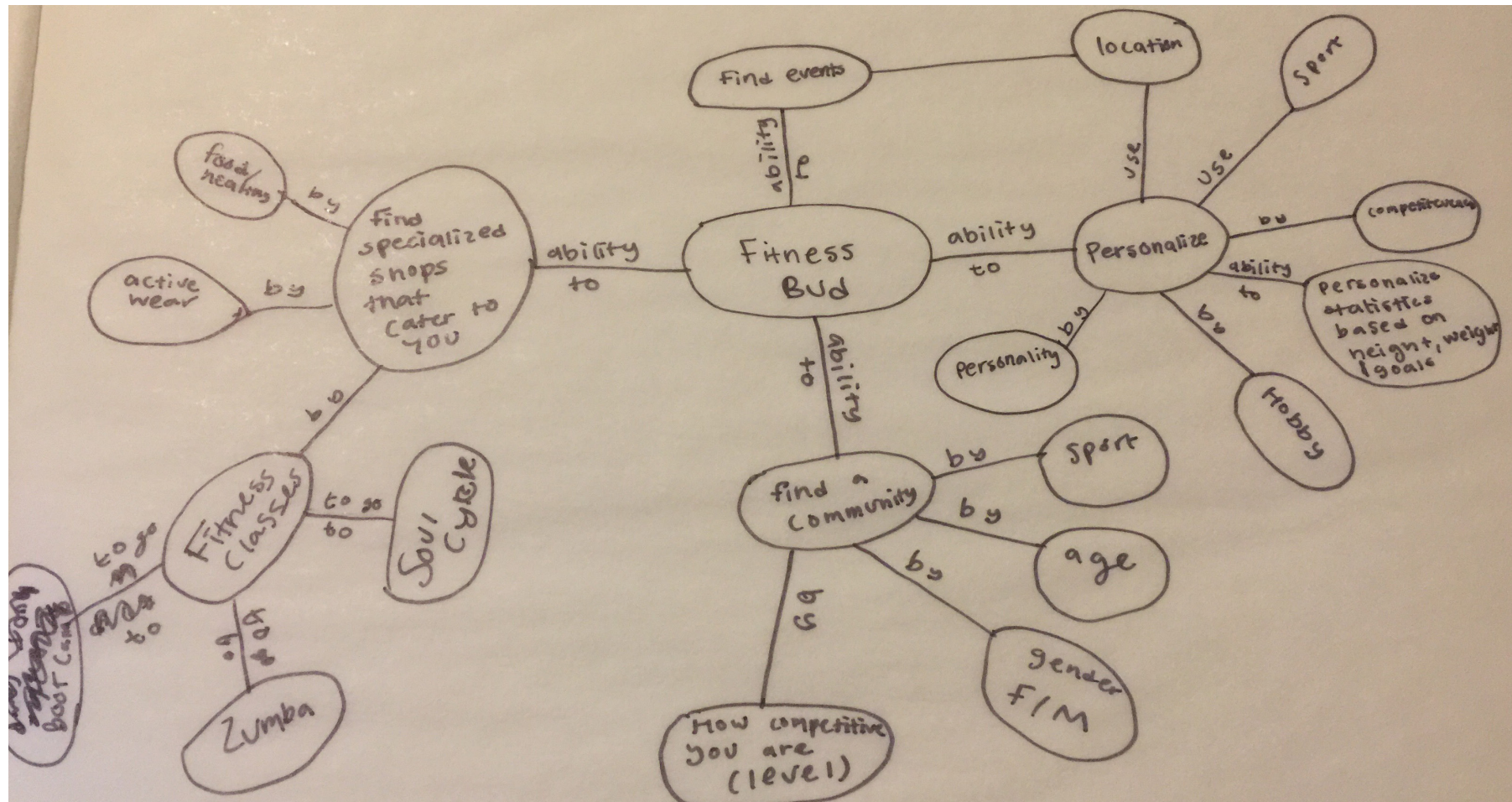
Winter 2019 / Checkpoint 4

Professor Patrick Hogan

# INTRODUCTION

Looking for a fitness buddy? or events or sports to participate in? FitBud will be an app that will be very helpful for anyone looking for a fitness buddy or looking for events or classes to participate in. This app will be based on each person's statics so they get matched with a fitness buddy with the same goals.

# CONCEPT MAP



## PROBLEM STATEMENT

Not having the ability to find a workout buddy with the same goals to workout with and not being able to know when there are events or classes to join.

## VISION STATEMENT

Currently, there aren't any resources that anyone can use to help personalize their goals and about themselves to help them find a workout buddy. The solution will be an app that you can customize and personalize what type of person would you match with based on your goals and profile (age, weight, height and level). This app will also help users find certain events whether outdoors or indoors and classes and activities to join. This will help users be more active and motivated when need to workout.



# COMPETITIVE REVIEW



According to their website, "BetterMe is the fastest-growing family of Health&Fitness apps on the US market. With over 10 million installs and Social media community of over 6 million. BetterMe is moving toward helping as many people as possible to create their happiness and promote their own healthy lifestyle choices."



According to their app, "30 Day Fitness Challenge integrates with Health App, allowing users to automatically export exercise data from 30 Day Fitness Challenge to Health App, and to import body measurements data from Health App to 30 Day Fitness Challenge."



According to their website, "8fit helps you become healthier and happier by putting fitness and nutrition experts in your pocket. get customized workout and meal plans to help you reach your wellness goals."

## Findings:

There weren't apps that had similar visions to mine. Most apps I found were your typical workout and diet plan apps. With FitBud users will be able to engage and get what they are looking for through having a motivated fitness buddy with the same goals, access to events and activities they can join, and find specialized shops that are catered to them.

# JULIE

## Personal Details

Name: Julie Reynolds

Age: 23 years old

Occupation: Marketing Specialist

Sex: Female

## Personality Traits

- Extremely Outgoing
- Highly Organized
- Loves meeting new people and trying new things(food, activities, places).
- Career focused and passionate
- Healthy lifestyle and staying active.

## Values

- Having a social life
- Communication
- Time Mangement
- Dedicated and motivated

## Worries and Fears

- Career taking most of her time.
- Reaching her full potential within her career
- Suceeding on her own after fully moving away from her family

## End Goals

- To reach to a point in her career where she is financially and location wise stable.

## Life Goals

- To always learn new things and to stay positive.

## Business and organizational goals

- To eventually open her own marketing agency after getting more experience.

## Technical goals

- Constantly learn any new technological techniques that come out.

Julie is 23 years old and from Los Angeles. Since graduating from USC, she has made her mark by landing a job at a marketing agency in Los Angeles. With Julie's busy schedule she wants to try to maintain a healthy lifestyle and to make time to workout and find a fitness buddy that could motivate her. She wants to also get the chance to do a yoga class once a week.



## What could Julie use this App for?

- With Julie having a busy schedule, FitBud will help motivate her to stay active and with the help of this app she will be able to find a fitness buddy that will motivate her. Also when she is looking to take a yoga class during the week, FitBud will help her find a yoga class near her or any other activity she wants to participate in.

# JOHN

## Personal Details

Name: John Daniels

Age: 30 years old

Occupation: Lawyer

Sex: Male

## Personality Traits

- Loves being outdoors
- Highly Organized
- Loves meeting new people and Soccer
- Career focused and passionate
- Healthy lifestyle and staying active.

## Values

- Having a social life
- Communication
- Time Management
- Dedicated and motivated

## Worries and Fears

- Career taking most of his time.
- Reaching his full potential with in her career.

## End Goals

- To reach to a point in her career where he is financially and location wise stable.

## Life Goals

- To constantly strive for more and to be positive.

## Business and organizational goals

- To eventually open his own Law firm and to be able to help people.

## Technical goals

- Able to get around applications.

John is 30 years old and from Atlanta, Georgia. Since graduating from Emory University, John landed his first job at a big firm in Atlanta. With John's schedule being always busy he always tries to play soccer pick up games every Saturday afternoon. He is also trying to stay active and maintain a healthy lifestyle since his job takes most of his time.



## What could Julie use this App for?

- With John having a busy schedule, FitBud will help him find pick up games every Saturday and meet new people. Also Fitbud will help John be more active and if looking to workout with someone that has the same schedule as him.

# ANNA

## Personal Details

Name: Anna Maynard

Age: 50 years old

Occupation: Restaurant Owner

Sex: Female

## Personality Traits

- Outgoing
- Highly Organized
- Loves meeting new people and cooking good food.
- Passionate and driven
- Trying to get in shape and stay healthy.

## Values

- Having a social life
- Communication
- Time Management
- Dedicated

## Worries and Fears

- Restaurant taking most of her time and not having a social life.
- Restaurant not remaining successful.

## End Goals

- To reach to a point in her career with her restaurant becoming very known.

## Life Goals

- To always learn new things and to stay positive and healthy.

## Business and organizational goals

- To eventually be able to expand more locations to her restaurant.

## Technical goals

- Uses social media to advertise her restaurant and share her life with family and friends.

Anna is 50 years old from New York. Since graduating from NYU for business school, Anna got some experience working for a large company. After Anna gained some experience at the age 30 she opened her own restaurant. 20 years later her restaurant business has bloomed and is one of the top restaurants. With Anna owning her own restaurant, she isn't consistent with staying in shape and healthy and with being consistent she feels like she needs a workout buddy that will motivate her and will have the same goals. She also loves whenever she has the time to take yoga classes to help her destress from the restaurant.

## What could Julie use this App for?

- With Anna being a restaurant owner, FitBud will help motivate her to stay in shape and to maintain a healthy body whether it's through a fitness buddy or yoga classes.

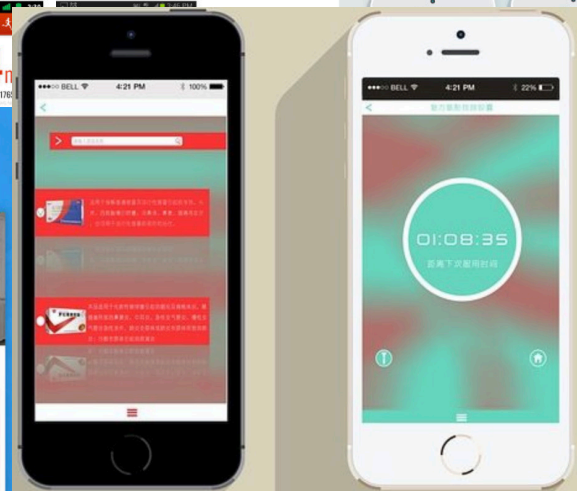
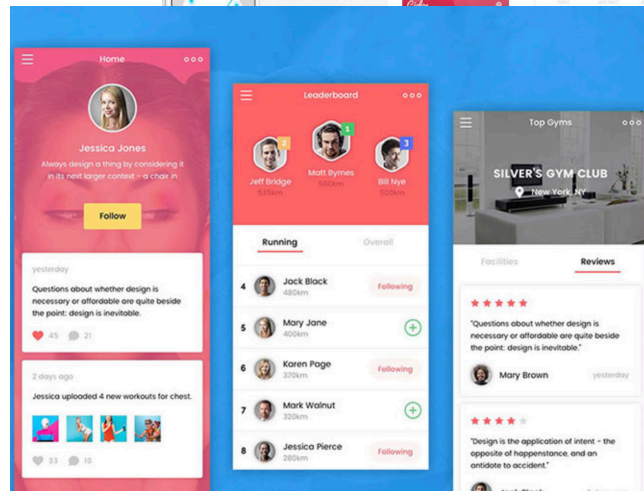
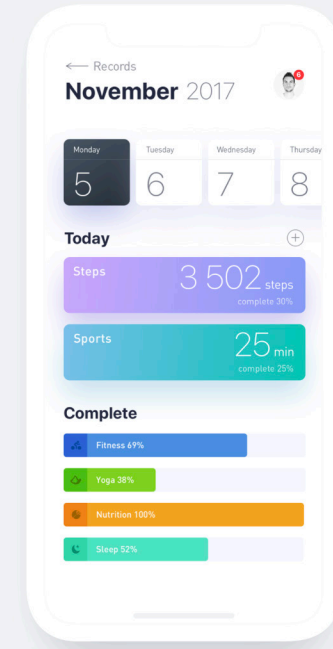
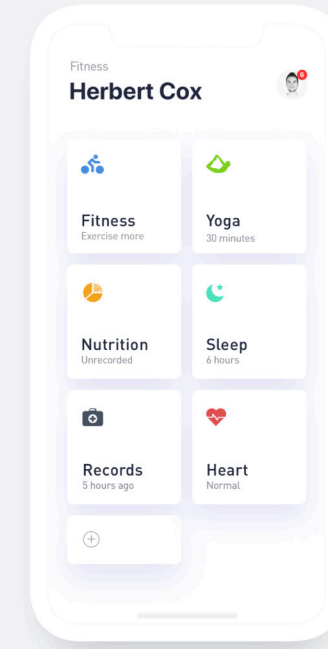




# MoodBOARD



# MoodBoard





# TYPE STUDIES

## OPTION 1

FitBud( Logotype) - Museo Sans 500  
Body Copy(text) - Museo Slab 100

## OPTION 2

FitBud( Logotype) - Comfortaa Bold  
Body Copy(text) - Roboto Light

## OPTION 3( Top 2 choice)

**FITBUD( LOGOTYPE) - BLAIRMDITC**  
Body Copy(text) - Neutra text

## OPTION 4

**FitBud( Logotype) - Gill Sans**  
Body Copy(text) - Perpetua Regular

## OPTION 5

**FitBud( Logotype) - Mitr Regular**  
Body Copy(text) - Museo Slab 100

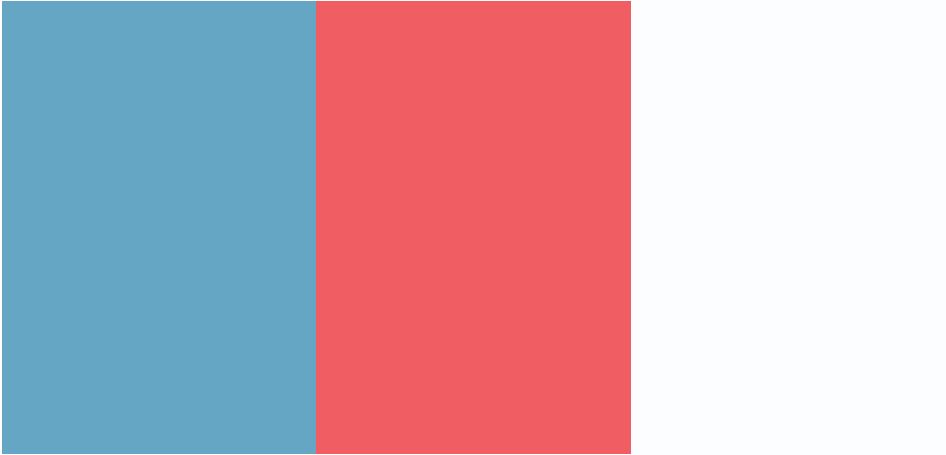
## OPTION 6(Top 1 choice)

FitBud( Logotype) - SF New Republic Bold  
Body Copy(text) - Neutra text

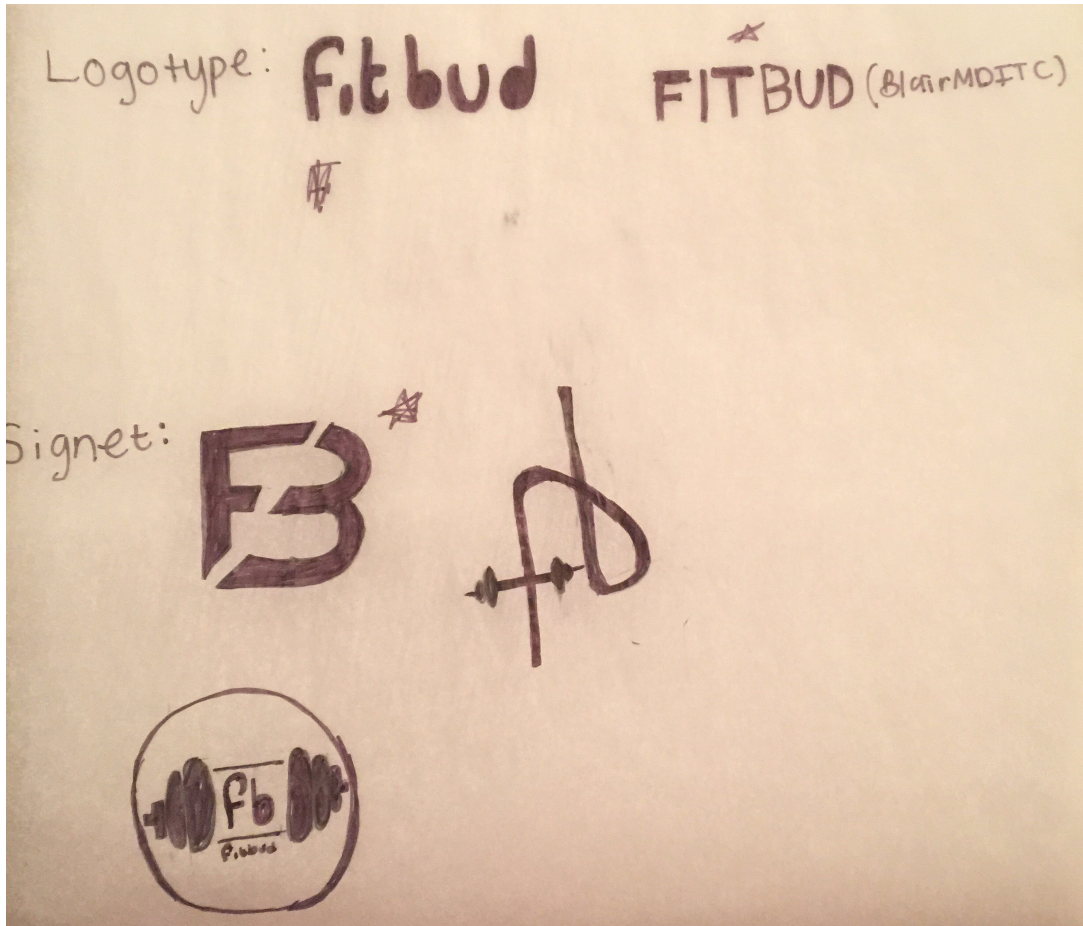
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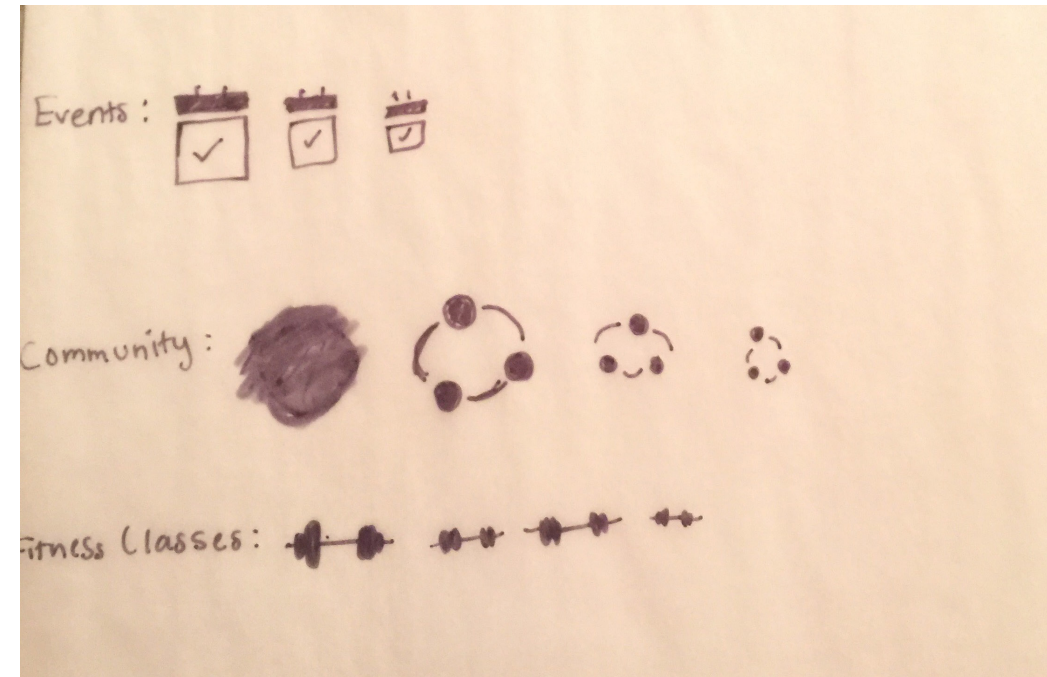
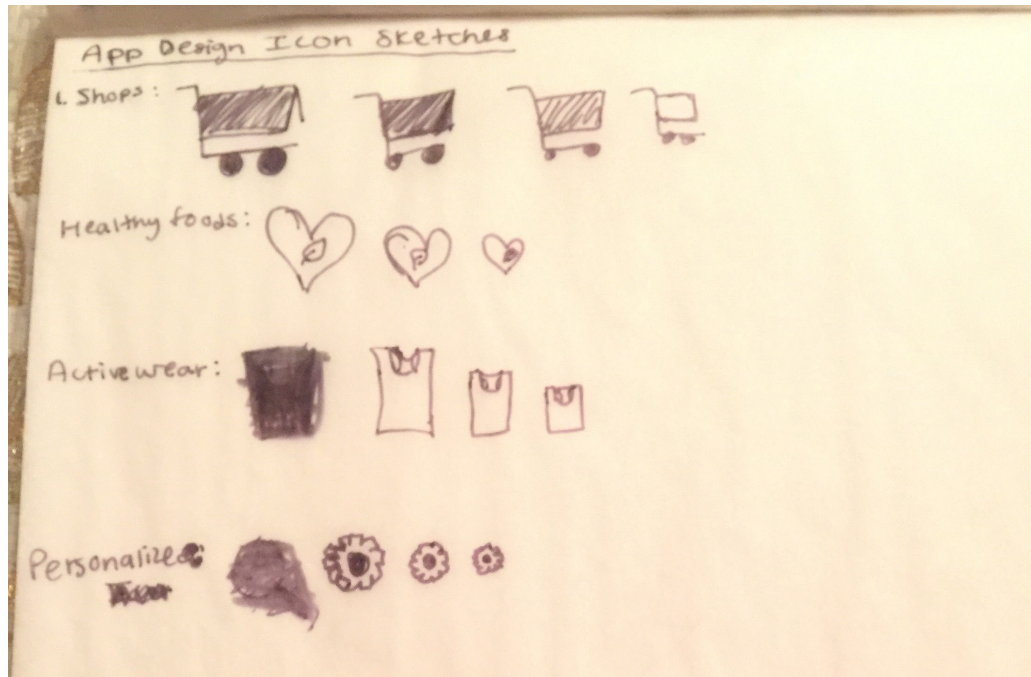
# COLOR PALETTE OPTION 2(FINALIZED)



# LOGO SKETCHES



# ICONS

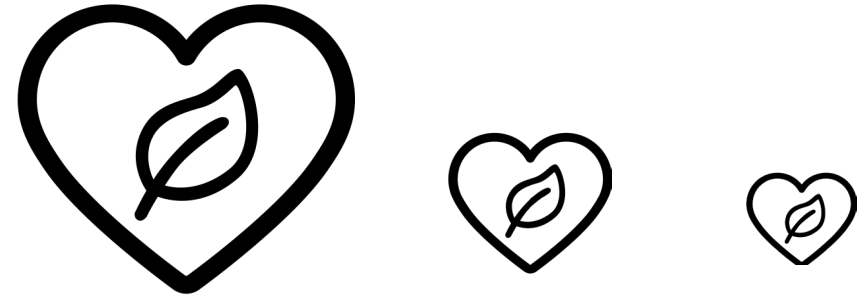


# ICONS

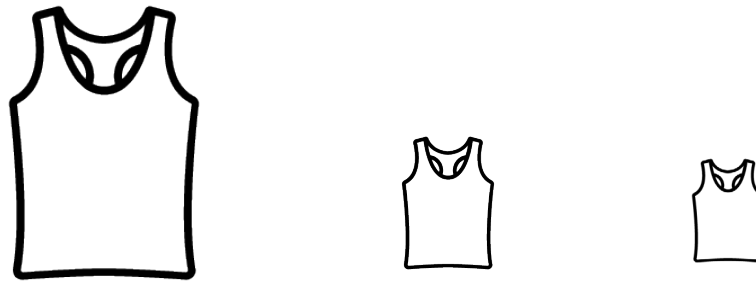
Shop Icon



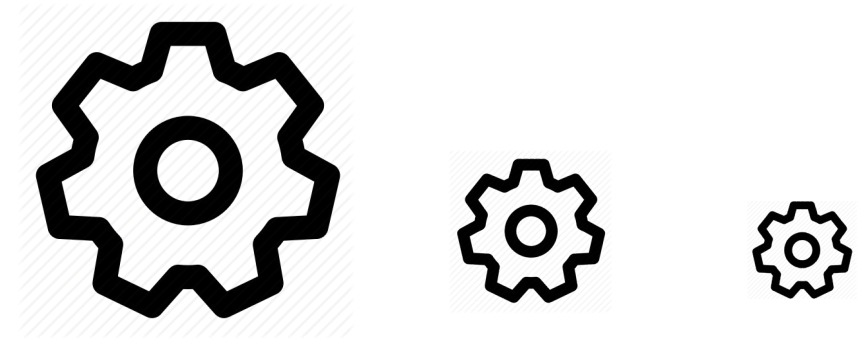
Healthy food Icon



Activewear Icon



Personalize Icon



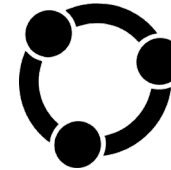
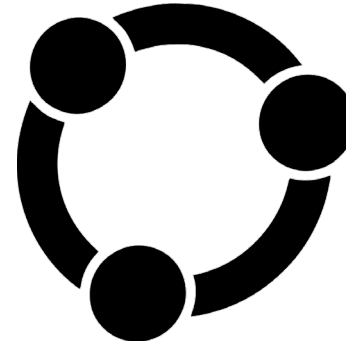


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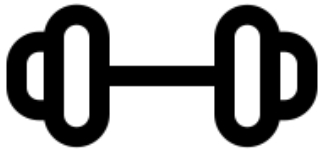
Events Icon



Community Icon



Fitness Classes and workout Icon



Profile and Back Icon



# FINALIZED SIGNET AND LOGOTYPE

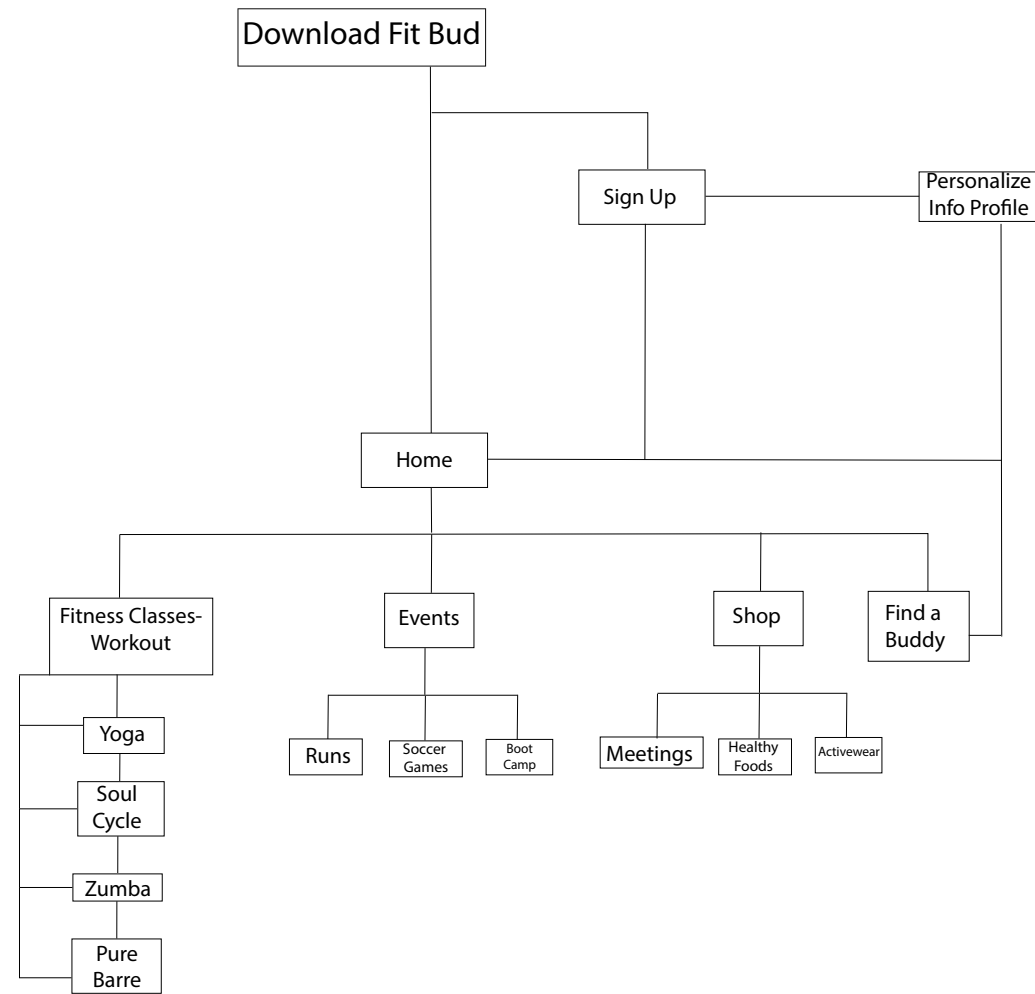


Finalized Signet(option 2)  
Blair MDITC

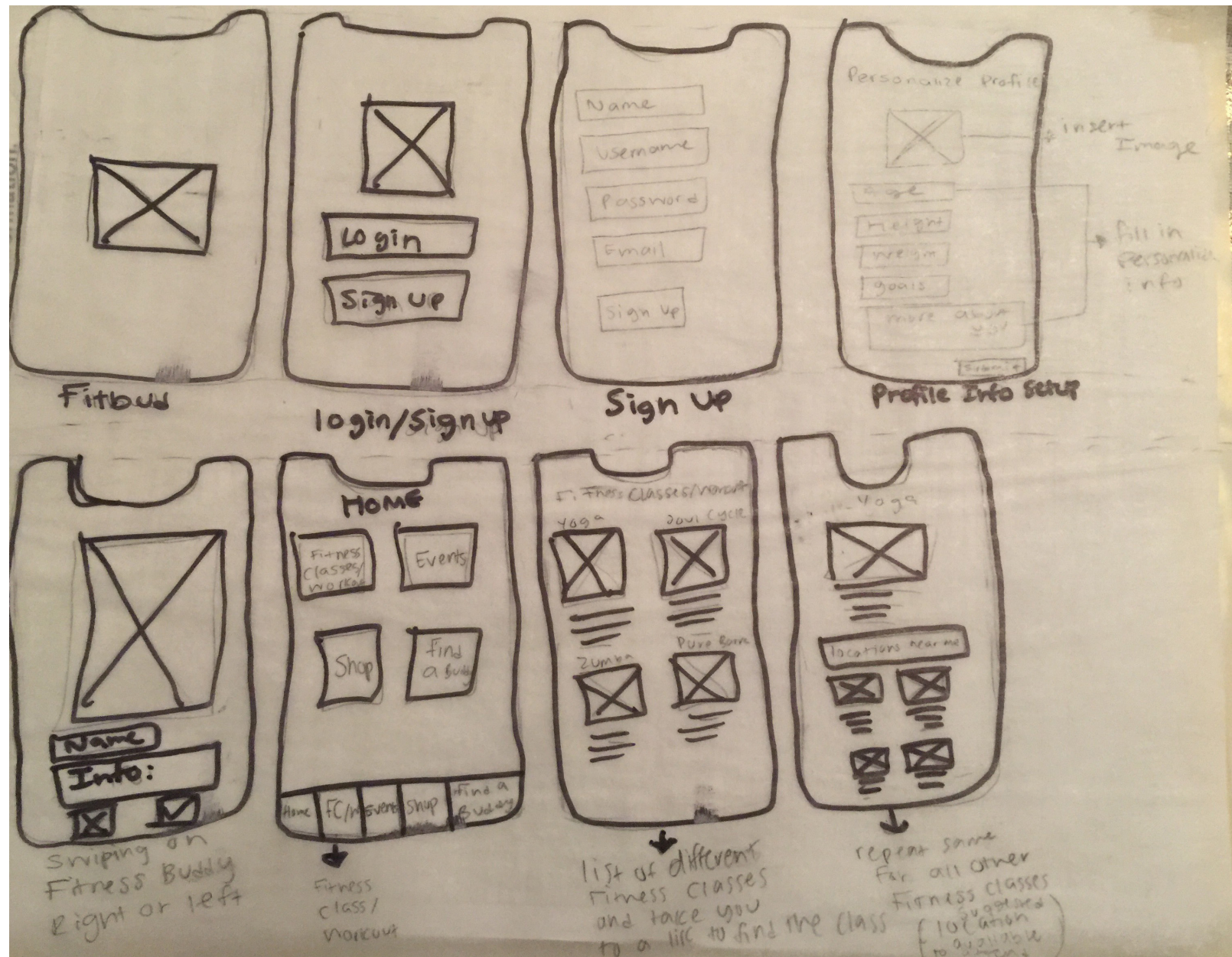
FITBUD

Logotype

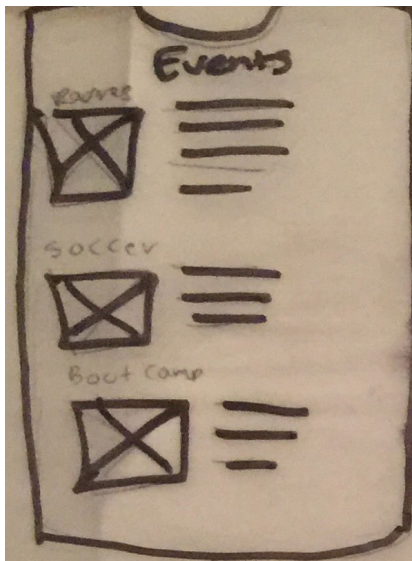
# INFORMATION ARCHITECTURE SKETCH



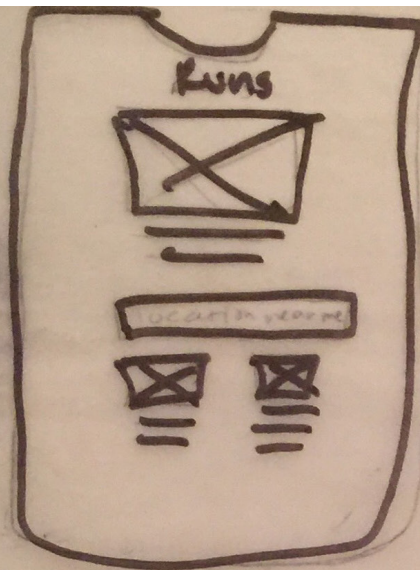
# WIREFRAMES



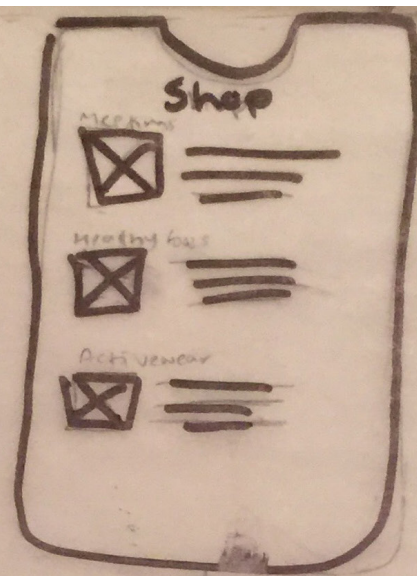




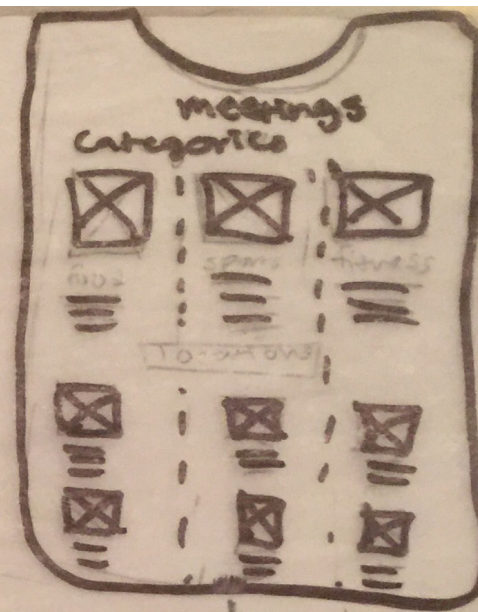
list of  
examples  
of events  
and short  
description



a bit of info  
on runs and  
the locations  
near you  
to join!  
(will do the  
same for  
all other  
Events)

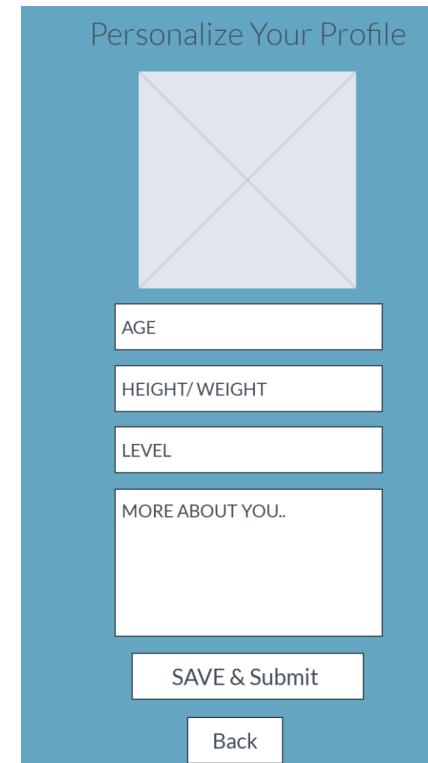
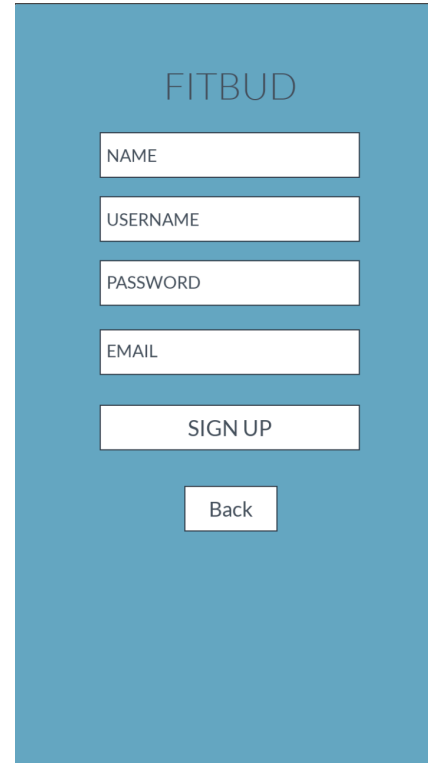
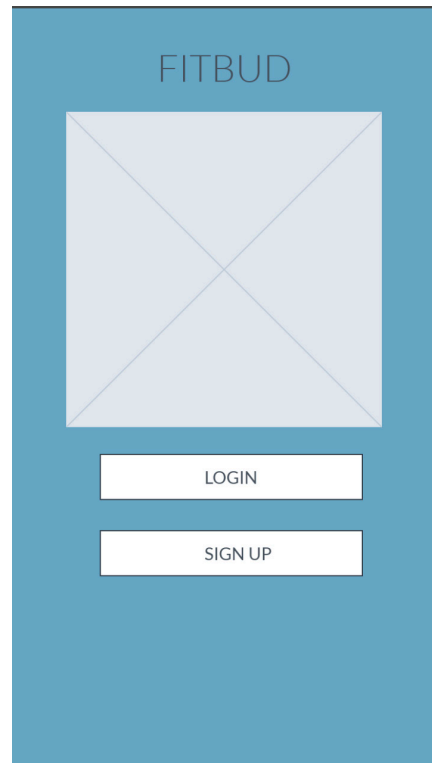
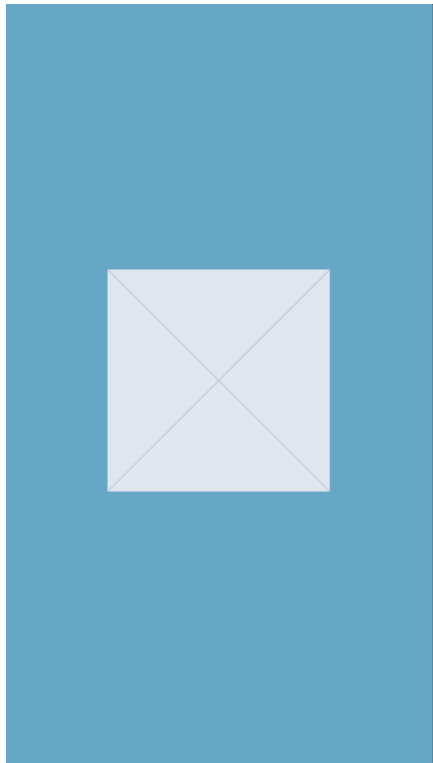


list of  
different  
examples  
of shops/  
meetings



categories of meetings  
with list of locations  
near the person based  
on their location in  
each section  
(will be done to  
the other sections  
from shop)

# REVISIONS AFTER PUTTING WIREFRAMES INTO POP





FITBUD Matches

FITBUD Matches

List of Matches

BRIEF

BRIEF

BRIEF

BRIEF

Continue

Back

Home

Fitness/  
Workout  
Classes

Events

Shop

Find a  
Fitness  
Buddy

Back

HOME

FWC

EVENTS

SHOP

FIND A BUD

Fitness / Workout Classes

YOGA

SOUL CYCLE

ZUMBA

PUREBARRE

Back

HOME

FWC

EVENTS

SHOP

FIND A BUD

Home

Fitness/  
Workout  
Classes

Events

Shop

Find a  
Fitness  
Buddy

Back

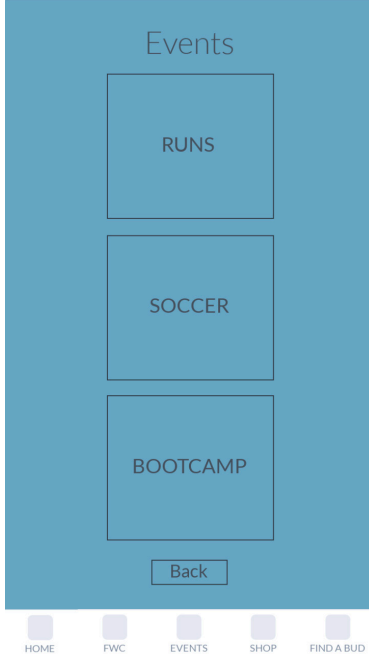
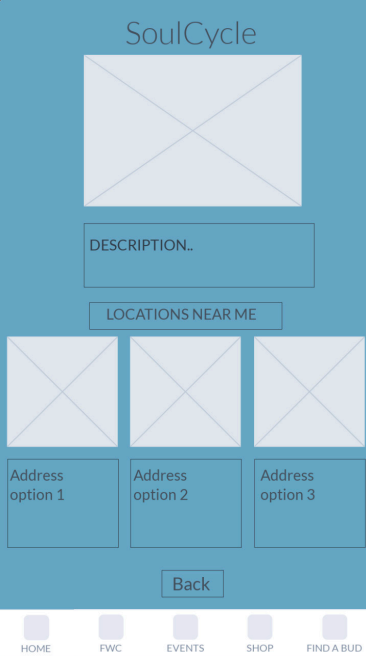
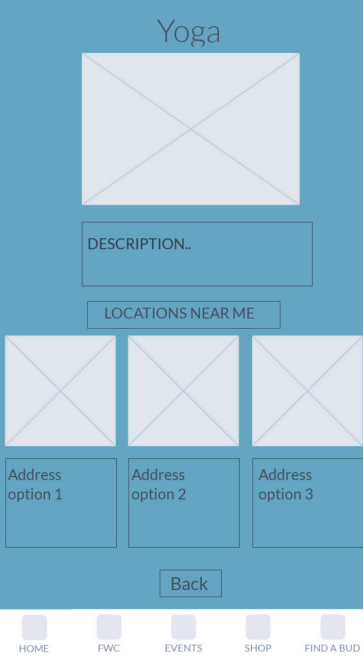
HOME

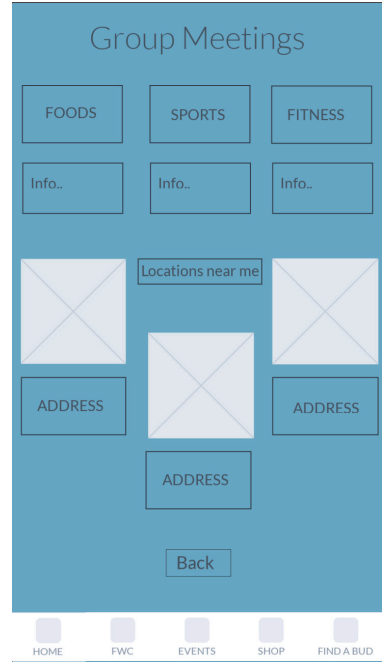
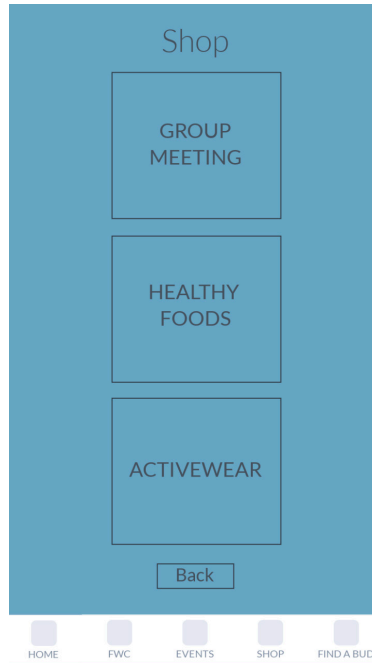
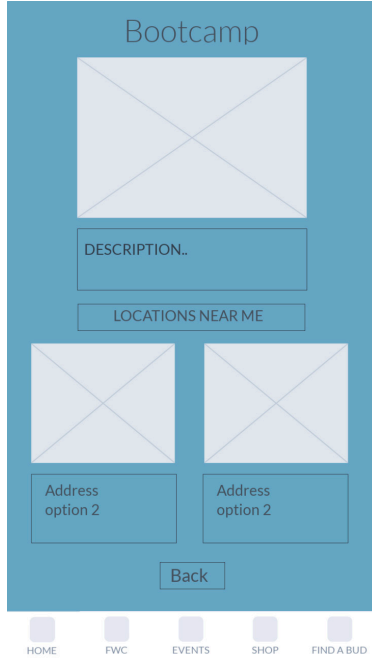
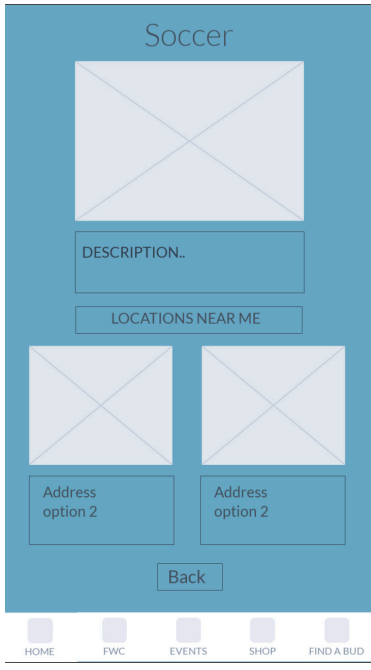
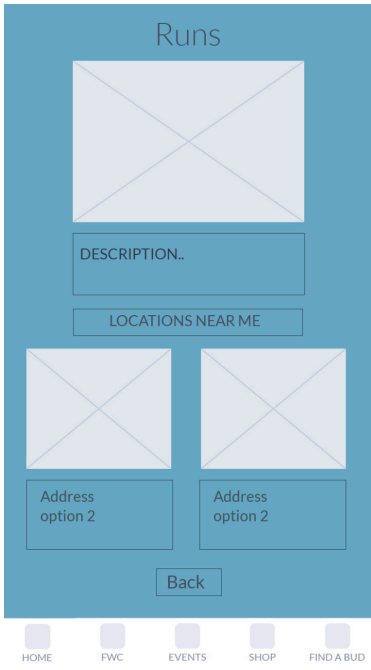
FWC

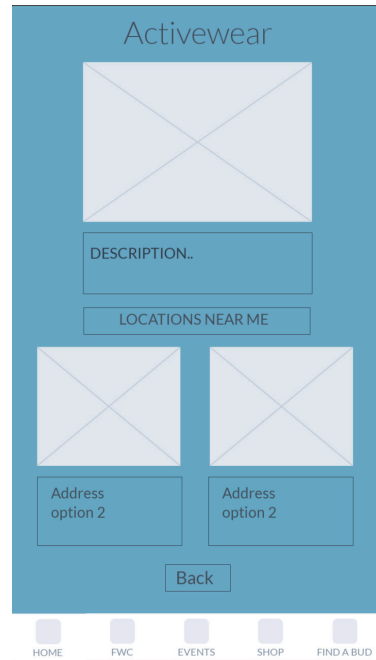
EVENTS

SHOP

FIND A BUD







## Notes

- Changes were made based on feedback from classmates( Instead of having everything centering moved things up so info and pictures can be at a bigger scale).
- Added an extension page to the Find a Fit-Bud(matches and list of matches).
- Added a back button to help users have a user friendly experience.

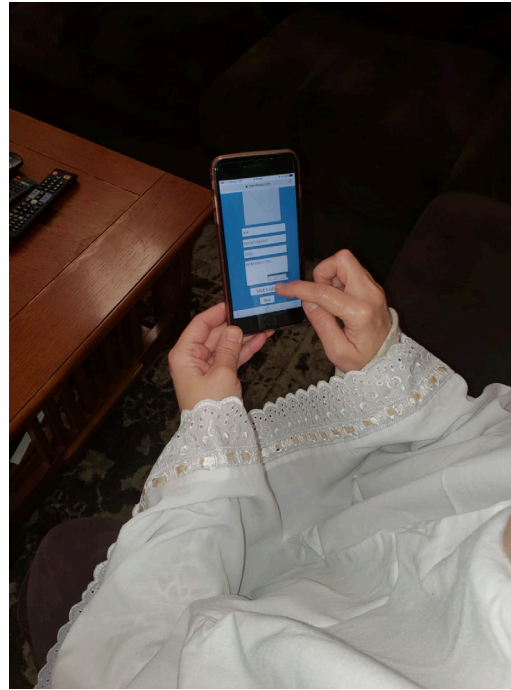
# TESTING WITH PEOPLE



Name: Alyssa  
Age: 20 years old  
Occupation: Exercise Science Student  
Sex: Female

## User's Overall Observation:

- Make it back to home page for all the sections( it got a little confusing for her when she was going through each section).
- Healthy foods page doesn't necessarily need an image.
- Change to group meetings so the user knows you are talking about group meetings.
- The check on FitBud match should link to the list of matches.



Name: Rowaida (didn't feel comfortable with her face showing in the picture)  
Age: 45 years old  
Occupation: Stay at home Mom.  
Sex: Female

## User's Overall Observation:

- Make it back to home page for all the sections( it got confusing for her).
- Some of the back buttons didn't link back to the home page( Told me to make sure to go back and fix those so they can be working for users).
- She liked the idea behind the app( she said she would use this since she is active).

# TESTING WITH PEOPLE



Name: Zak

Age: 30 years old

Occupation: Masters in Engineer

Sex: male

## **User's Overall Observation:**

- Make it back to home page for all the sections( it got a little confusing for her when she was going through each section).
- The check on FitBud match should link to the list of matches.
- Color palette needs to be more fun( explained to him that this is not the final yet and showed him the color palette I am gonna go for and he liked it).

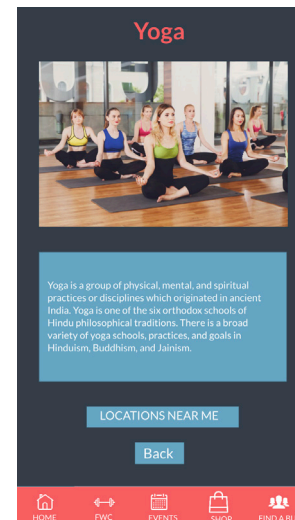
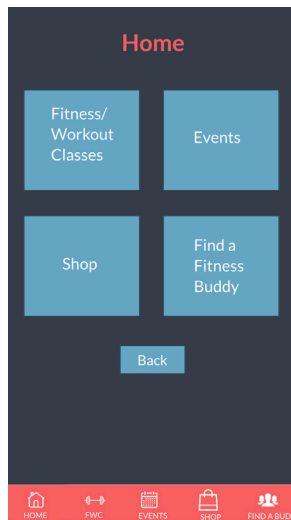
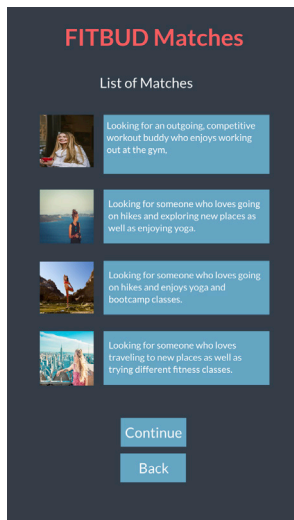
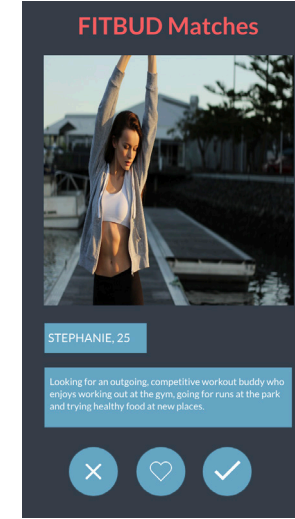
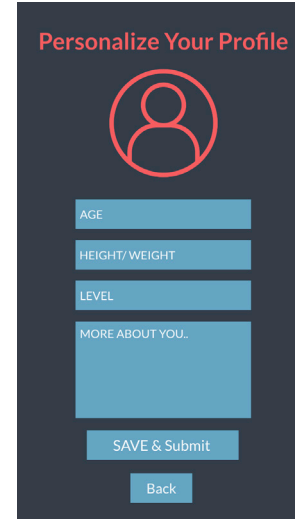
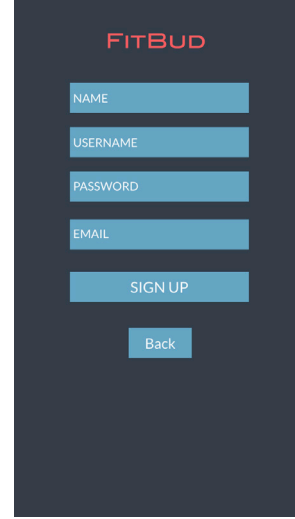
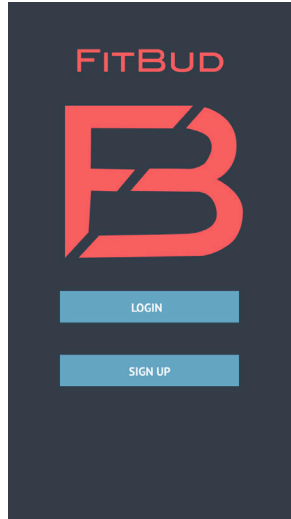
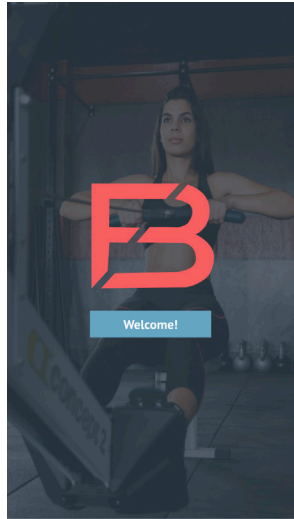


# EXPERIENCE WITH TESTING

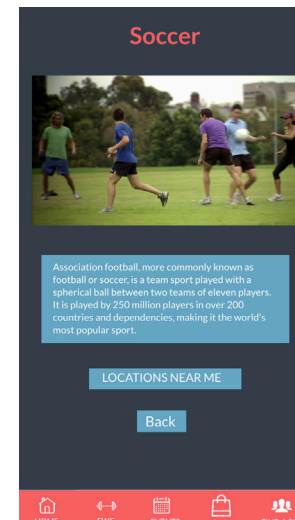
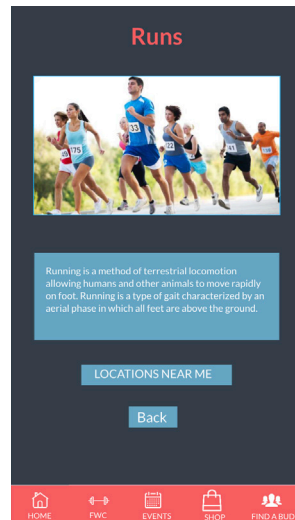
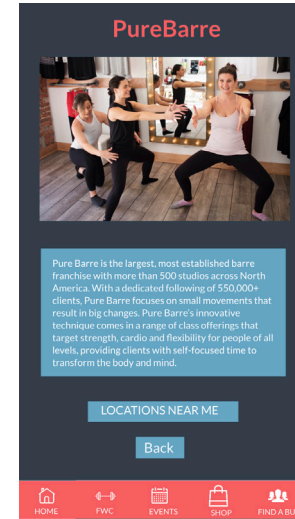
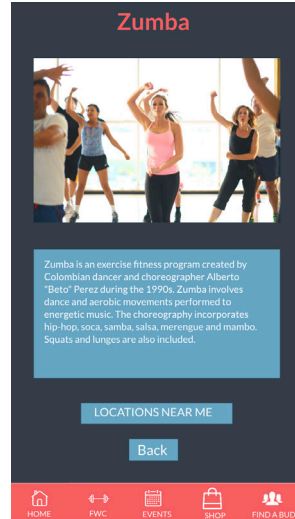
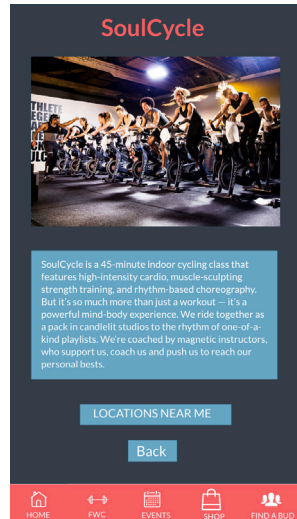
## Learning experience from Testing:

- With testing I was able to see all the users testing the app's perspective and also was able to get a better understanding of sizing, and placement after using sketches as a reference. I think overall, in terms of experience so far with designing an app I have loved the process and the creativity and thought that goes behind it. I am looking forward to my finalized high resolution of my app.

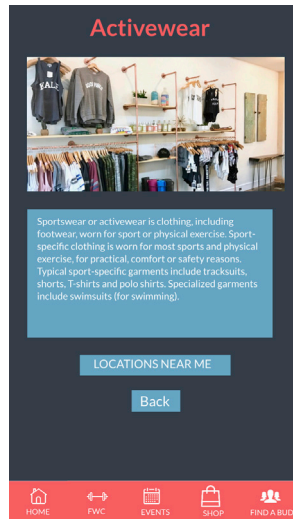
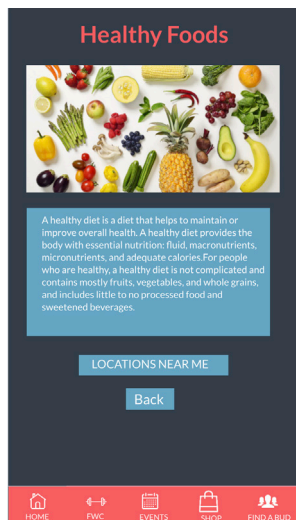
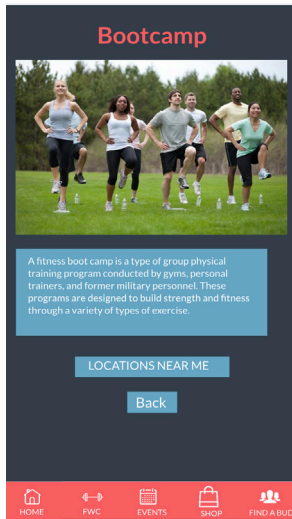
# INITIAL SKINNED DESIGNS



# INITIAL SKINNED DESIGNS



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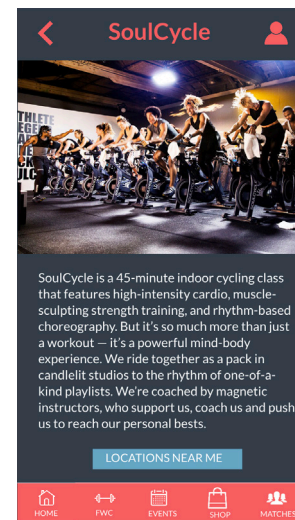
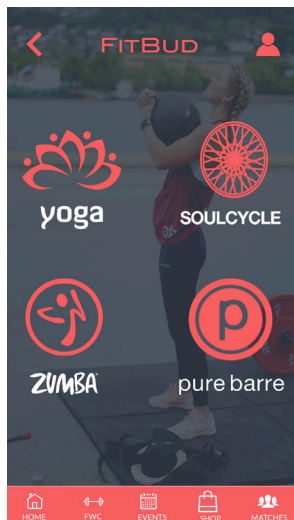
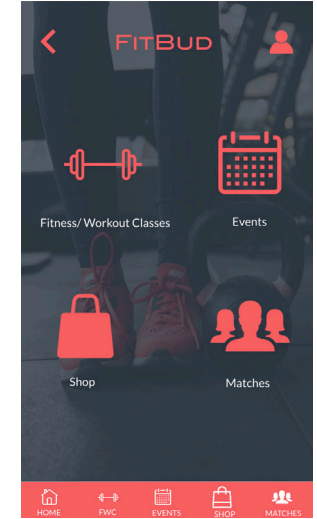
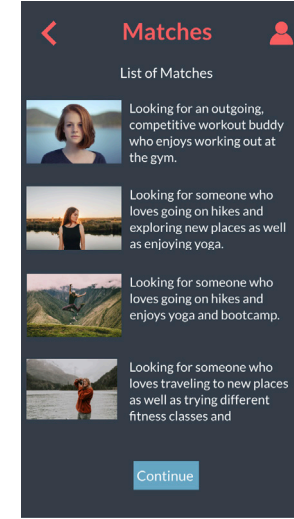
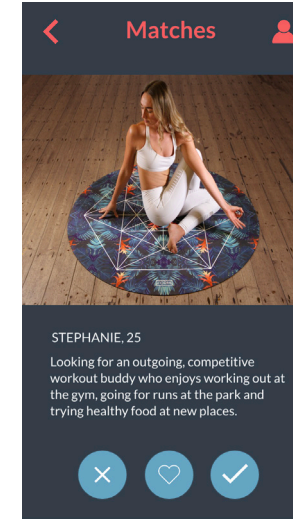
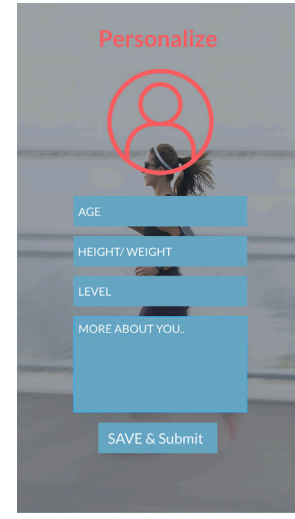
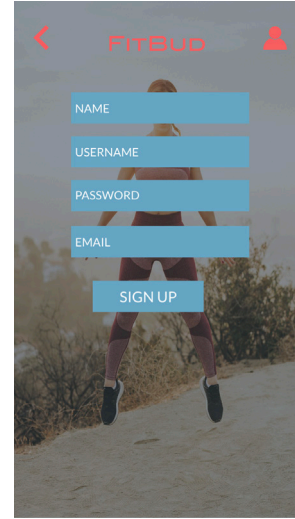
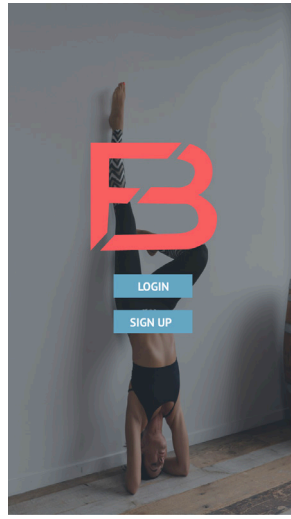
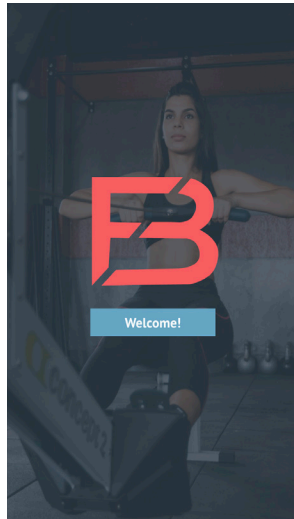


## Notes:

- Initial Skin designs for prototype
- Logotype color was changed due to changes with color palette.
- Color palette was changed based on making it more fun and lively as well as changing it for purpose of contrast.
- Some changes were made to pages by adding location as a separate page for each section( with the different locations for each activity and healthy foods.

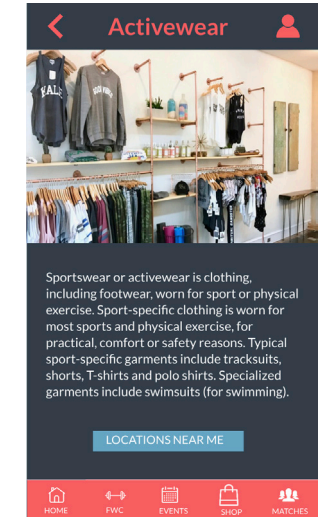
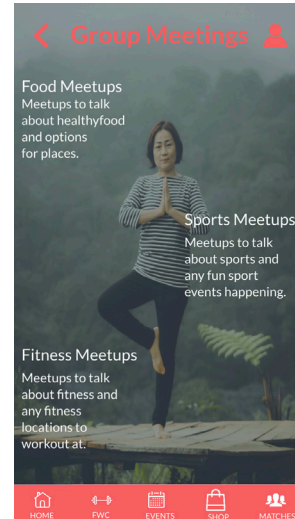
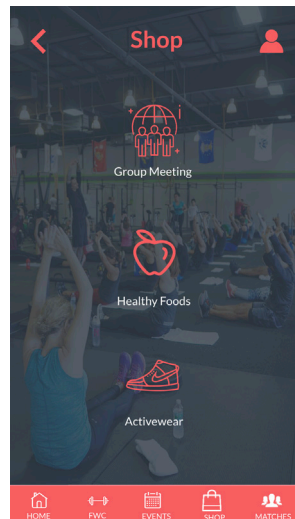
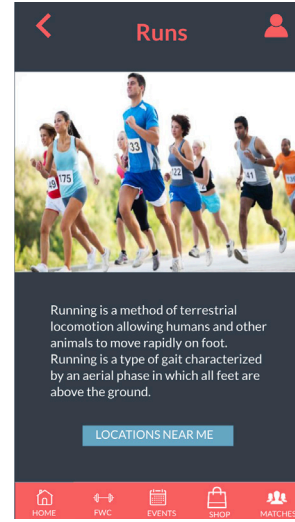
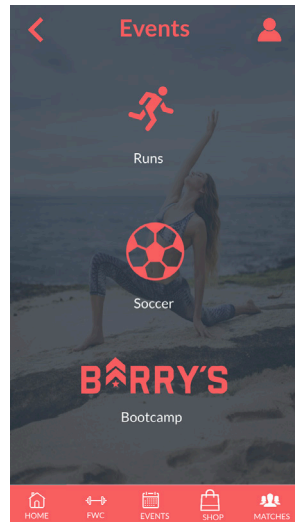
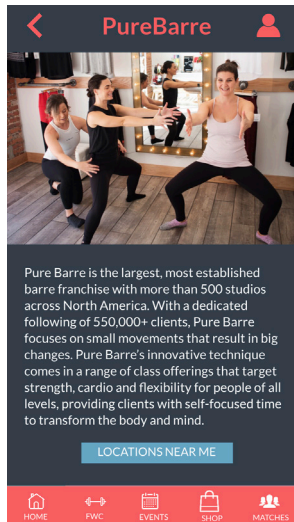


# REFINED FINAL DESIGNS





# REFINED DESIGNS



# REFINED DESIGNS

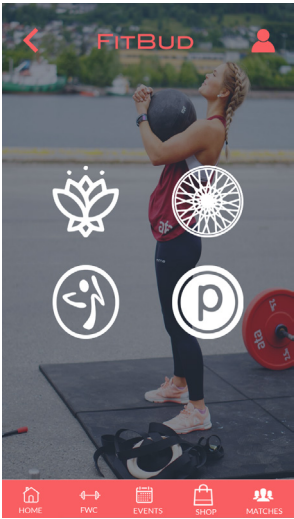
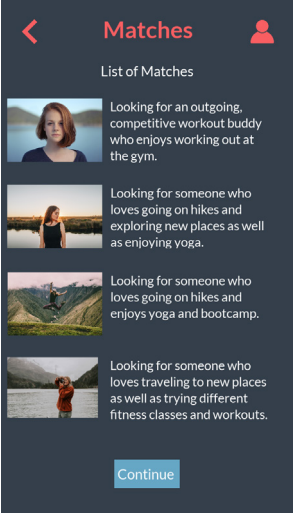
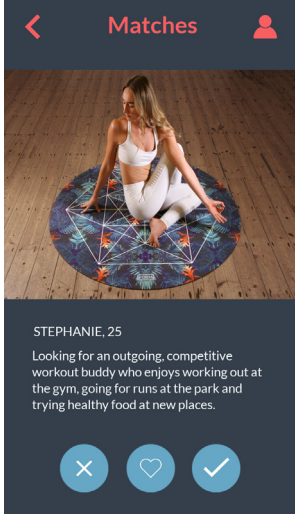
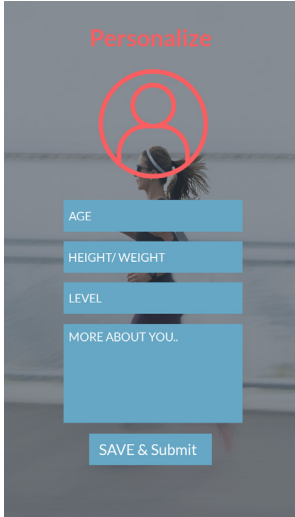
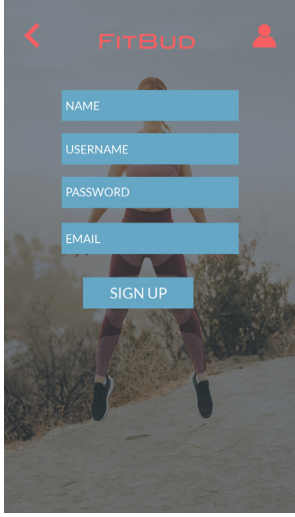
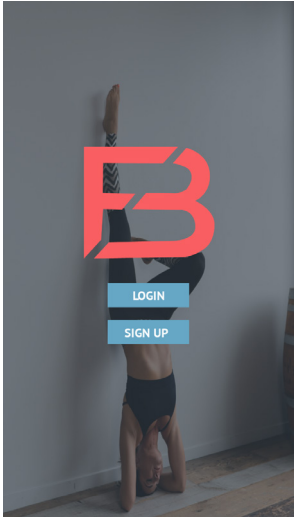
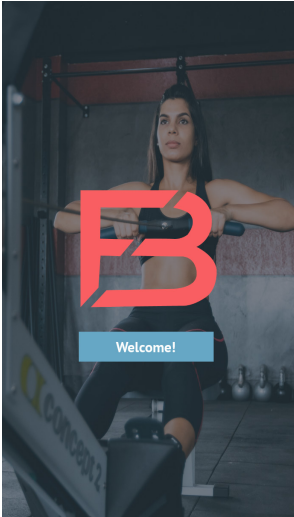


## Notes:

- Initial Skin designs for prototype
- Logotype color was changed due to changes with color palette.
- Color palette was changed based on making it more fun and lively as well as changing it for purpose of contrast.
- Some changes were made to pages by adding location as a separate page for each section( with the different locations for each activity and healthy foods.
- Added Icon and chevron button at the top to help make the user's experience easier in terms of navigation and usability.



# FINAL DESIGNS





# FINAL DESIGNS

