UI/UX Case Study

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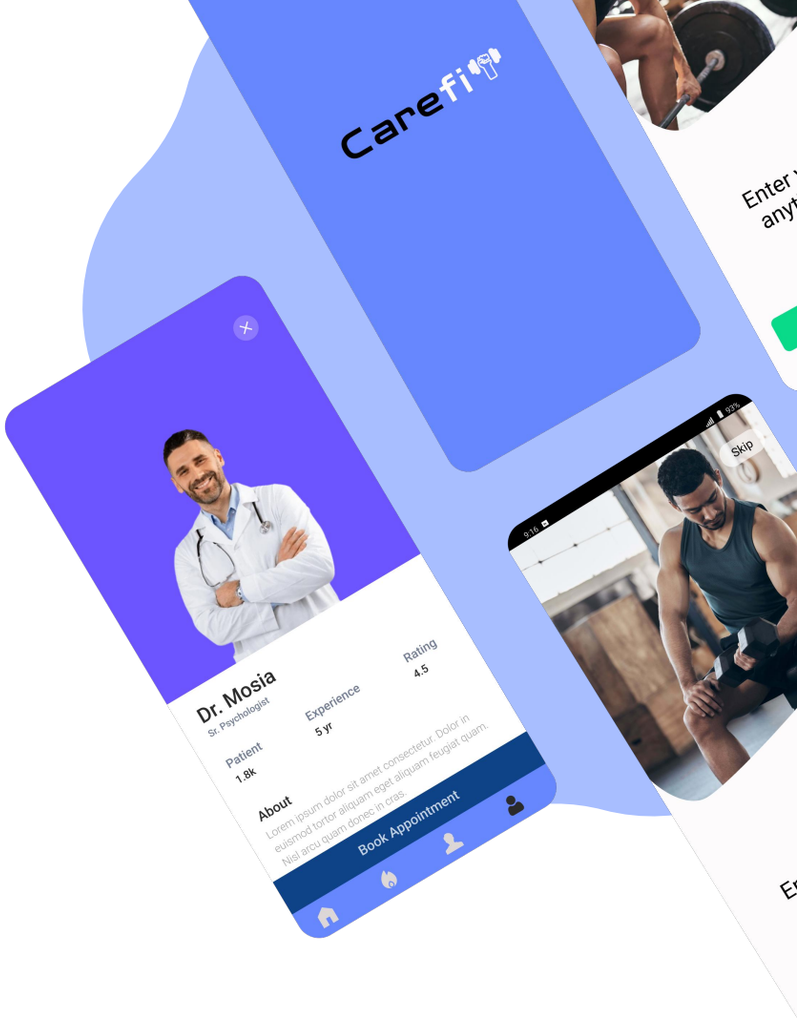
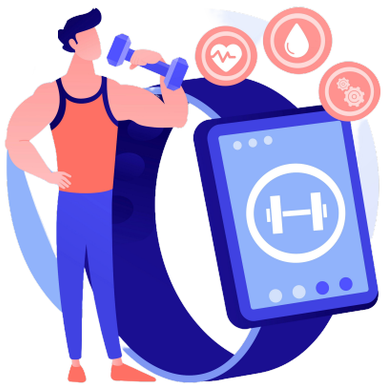


Project Overview

Carefit is a fitness tracking and social networking app designed to help users achieve their fitness goals by providing an intuitive and engaging platform for tracking workouts, setting goals, and connecting with a community of fitness enthusiasts.



Industry	Target Audience	Purpose
Fitness	18 or above	Goal Set

Design Thinking Process

Design thinking is a methodology which provides a solution-based approach to solving problems. It's extremely useful when used to tackle complex problems that are ill-defined or unknown—because it serves to understand the human needs involved, reframe the problem in human-centric ways, create numerous ideas in brainstorming sessions and adopt a hands-on approach to prototyping and testing.

Empathize

Research
User Interview
Survey

Define

User Persona
User Journey Map
Empathy Map

Ideate

Brainstorming
Card Sorting
User Flow

Design

Wireframes
Visual Design
Prototype

Test

Usability Check
Survey Insight
Improvements

Mission & Vision

Mission Statement:

1. Empowering Healthy Lifestyles:

- Care Fit is dedicated to empowering individuals to lead healthier and more active lives by providing accessible and personalized fitness solutions.

2. Holistic Well-being:

- Our mission is to promote holistic well-being, focusing on physical fitness, mental wellness, and nutritional balance to enhance the overall quality of life for our users.

3. Personalized Fitness Journeys:

- We aim to inspire and support users on their unique fitness journeys, offering personalized plans, expert guidance, and innovative tools tailored to individual goals and preferences.

Vision Statement:

1. Global Health Revolution:

- Care Fit envisions a global health revolution where people worldwide prioritize and enjoy the benefits of a healthy and active lifestyle, supported by the Care Fit platform.

2. Community-Driven Impact:

- Care Fit aspires to build a thriving community of individuals supporting each other, fostering positive habits, and collectively making a significant impact on global health and well-being.

3. Inspiring a Culture of Wellness:

- Care Fit seeks to inspire a culture of wellness by promoting the idea that fitness is not just a routine but a lifestyle, influencing individuals, families, and communities to prioritize their health.

Problem and Solution

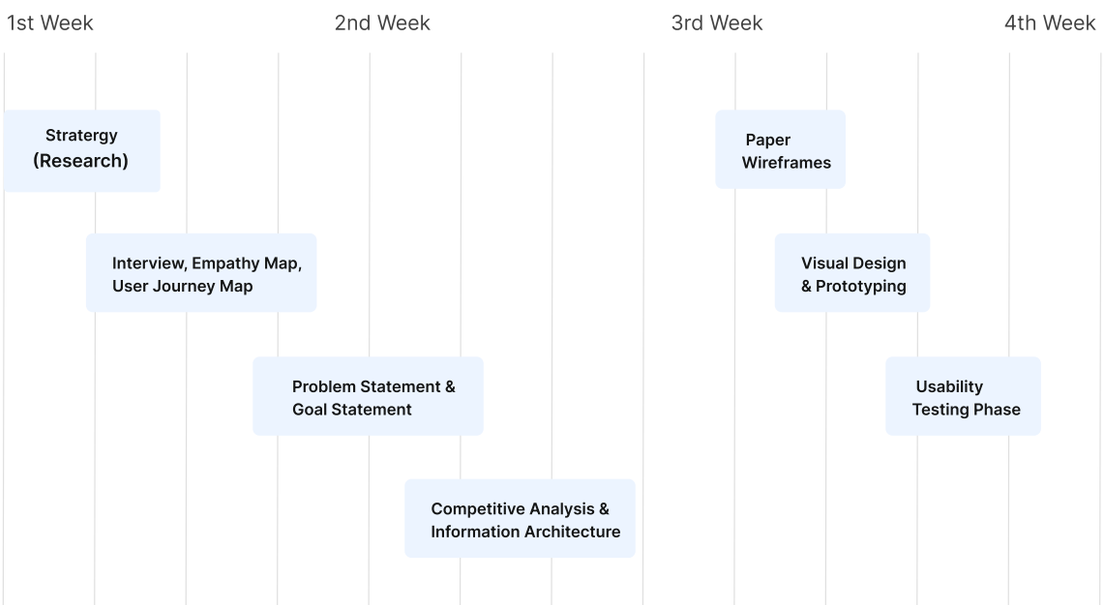
Problem Statement

- An app doesn't consist a doctor feature.
- Their is no one platform where user can connect with different people and have all the feature

Possible Solution

- An app that separately has that doctor feature available for the fitness enthusiasts.
- I have given community feature which help the user to connect with different fitness people

Project Timeline



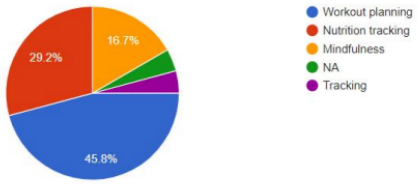
User Research

I have interviewed with 24 people to realize the struggle they are facing in choosing a fitness app. summarization of our research is presented below.

QUANTITATIVE RESEARCH

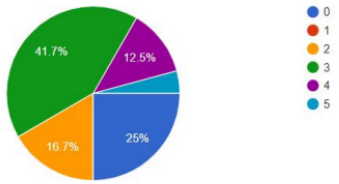
What categories of fitness apps do you use? (e.g., workout planning, nutrition tracking, mindfulness)

24 responses



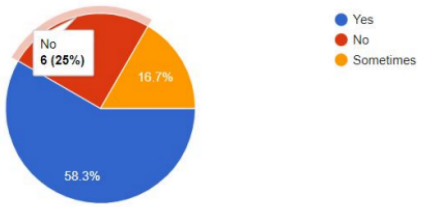
How effective do you find technology in helping you stay motivated and accountable for your fitness routine? (Scale 1-5)

24 responses



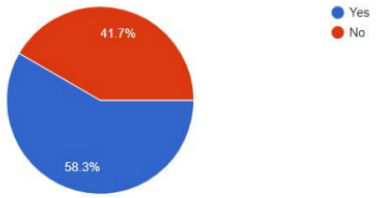
Do you exercise?

24 responses



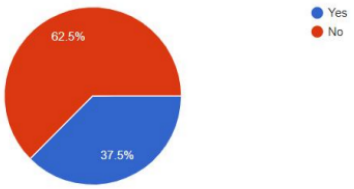
Do you receive timely and relevant feedback and notifications from the app? (e.g., achievements, reminders)?

24 responses



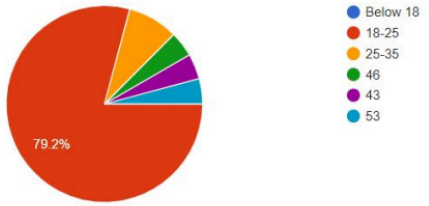
Do you use social features within fitness apps (e.g., sharing workouts, challenges with friends)?

24 responses



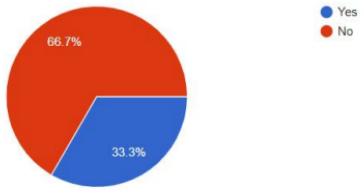
what is your age?

24 responses



Do you currently use any fitness apps to support your exercise routine?

24 responses



Competitor Analysis

Competitors	Paid	Personalized workout plans	Log in a meal	Doctor feature
	✗	✗	✓	✗
	✓	✓	✗	✗
	✗	✓	✓	✓

User Persona

Sarah

Age: **28**
Job: **Marketing Professional**
Location: **New York**
Education: **Graduate**
Marital Status: **New York**

"Sara is juggling a demanding job and personal life, and she strives to find a balance between her career and personal well-being".

Background:

Sarah is a young professional who leads a busy life in the bus
of maintaining physical and mental well-being in her high-pac

Goals:

Sarah is committed to maintain fit and a healthy lifestyle .

She sees fitness as a holistic approach to well-being, focuses on both physical and mental health.

She aims to stay active, boost her energy levels,and manage stress effectively..

Motivation:

- Be flexible
- Stay accountable
- Reward yourself
- Focus on form

Frustations:

Location at distance.

Noiseful environment offline.

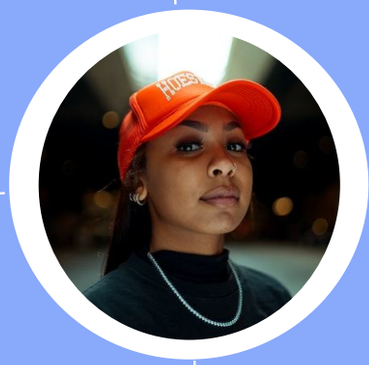
Charges very high.

Consult doctor option is not available in case of emergency or consultancy.

Personality:

- Impulsive
- Introvert
- Short temper
- Overthinker

Empathy Map



1. What does she SEE?

Busy city life with a fast-paced environment.

Fitness studios and gyms around her location.

Ads for athleisure brands and fitness apps.

Colleagues engaging in various fitness activities.

2. What does she HEAR?

The constant hustle and bustle of city life.

Marketing pitches promoting the latest fitness trends / stuff related to it.

Conversations among peers about work challenges and stress.

Podcasts or audiobooks related to health and wellness during her commute.

3. What does she SAY and DO?

Expresses the importance of work-life balance and well-being to her peers.

Engages in fitness classes at home and uses apps for convenient workout solutions.

Seeks recommendations for healthy meal options from nutritionist.

Discusses fitness achievements and challenges on social media.

4. What does she THINK and FEEL?

Thinks about ways to incorporate fitness into her busy schedule.

Feels a sense of accomplishment when managing to prioritize her health.

Concerns about the high costs associated with fitness services.

Need for a doctor consultation option in the app in case of any emergencies or to start before a fitness regime.

Customer Journey Map

Sarah

Goal- Improve overall fitness and well-being, integrate workouts seamlessly into a busy schedule.

Challenges- Sarah has a hectic work schedule, making it challenging to consistently follow a workout routine.

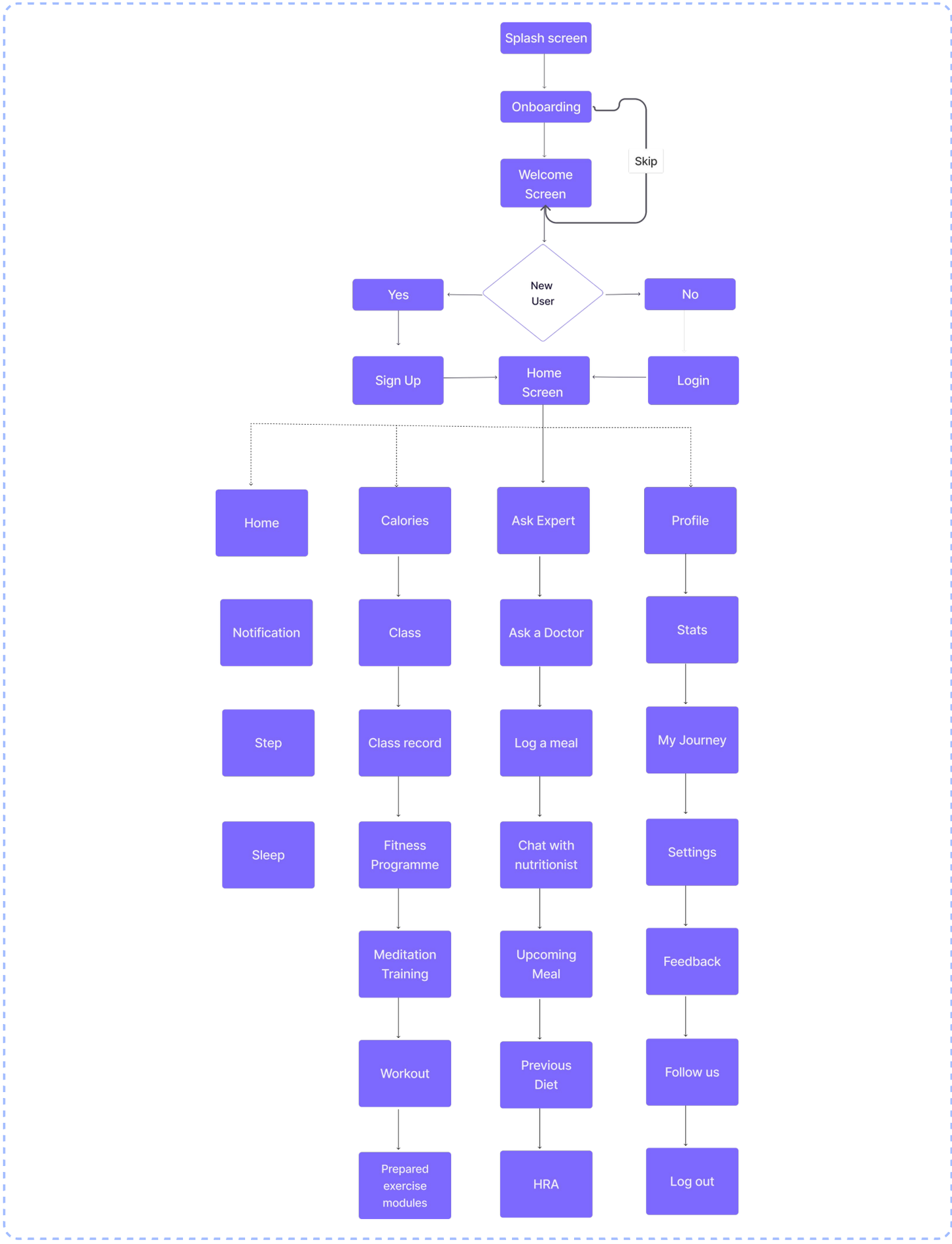
Stages	Awareness	Consideration	Onboarding	Verfication	Decision
Thinking	Sarah becomes aware of the need for a fitness solution due to her day to day workload stress and anxiety issues.	Sarah's friends suggested her to start doing yoga.	An app which completes a quick onboarding process, setting fitness goals.	During this stage, where she seeks reassurance and confirmation before fully committing to the fitness app.	She will compare the app with other apps and see if the other app is giving the same functionality or something that fits her taste.
Doing	Sees targeted ads for fitness apps on social media platforms, sparking curiosity.	Consider or finds an app useful which fulfills all her needs and visually appealing.	Sarah downloads and opens the app.	Sarah reached to the verification stage and hope that verification completes quickly and easily.	The app quickly completes verification process and given a short demo of app and their functionality.

Feeling	🤔	😀	😒	😀	😀
Pain Points	Sarah may feel overwhelmed by the abundance of information from various sources, such as ads, reviews, and recommendations.	Complicated subscription plans with unclear pricing structures can confuse and frustrate Sarah.	A time-consuming and complicated registration process may deter Sarah from completing the onboarding.	Limited access to authentic and transparent user reviews may make Sarah hesitant about the app's effectiveness.	Unclear or complex subscription plans can create confusion and hesitation during the final decision-making stage.
Oppurtunity/ Solution	Provide clear and concise messaging in ads, focusing on key benefits. Ensure that the app's website and promotional materials offer easily digestible information.	Simplify subscription options, clearly outline features for each plan, and provide transparent pricing information. Avoid hidden fees or complex terms.	Streamline the registration process by minimizing required fields and offering social media sign-in options for added convenience.	Encourage and showcase genuine user reviews. Provide a platform for users to share their experiences openly, addressing both positive and constructive feedback.	Provide transparent and easily understandable subscription plans, including pricing details, features, and any potential discounts or promotions.

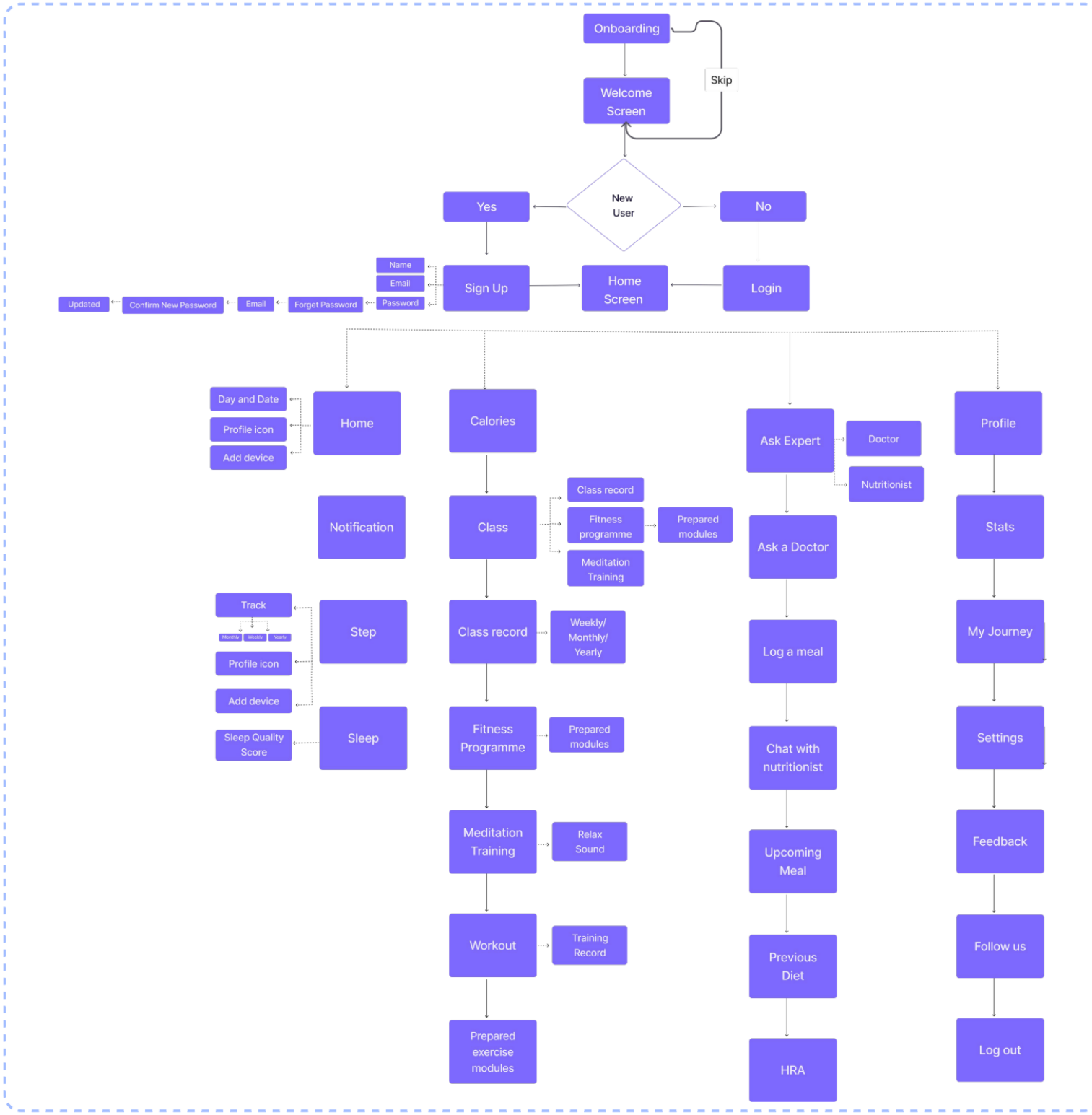
Card Sorting

Category 1: Onboarding	Category 2: Home	Category 3: Calories	Category 4: Doctor	Category 5: Profile
Splash screen	Steps	Class Workout	Personalised Diet Plan	Settings
Ask their fitness goals	Water Intake	Meditation	Available Doctors	Reminders
Notification	Sleep Intake	Video Course Modules	Previous Diets	Progress Analytics

User Flow

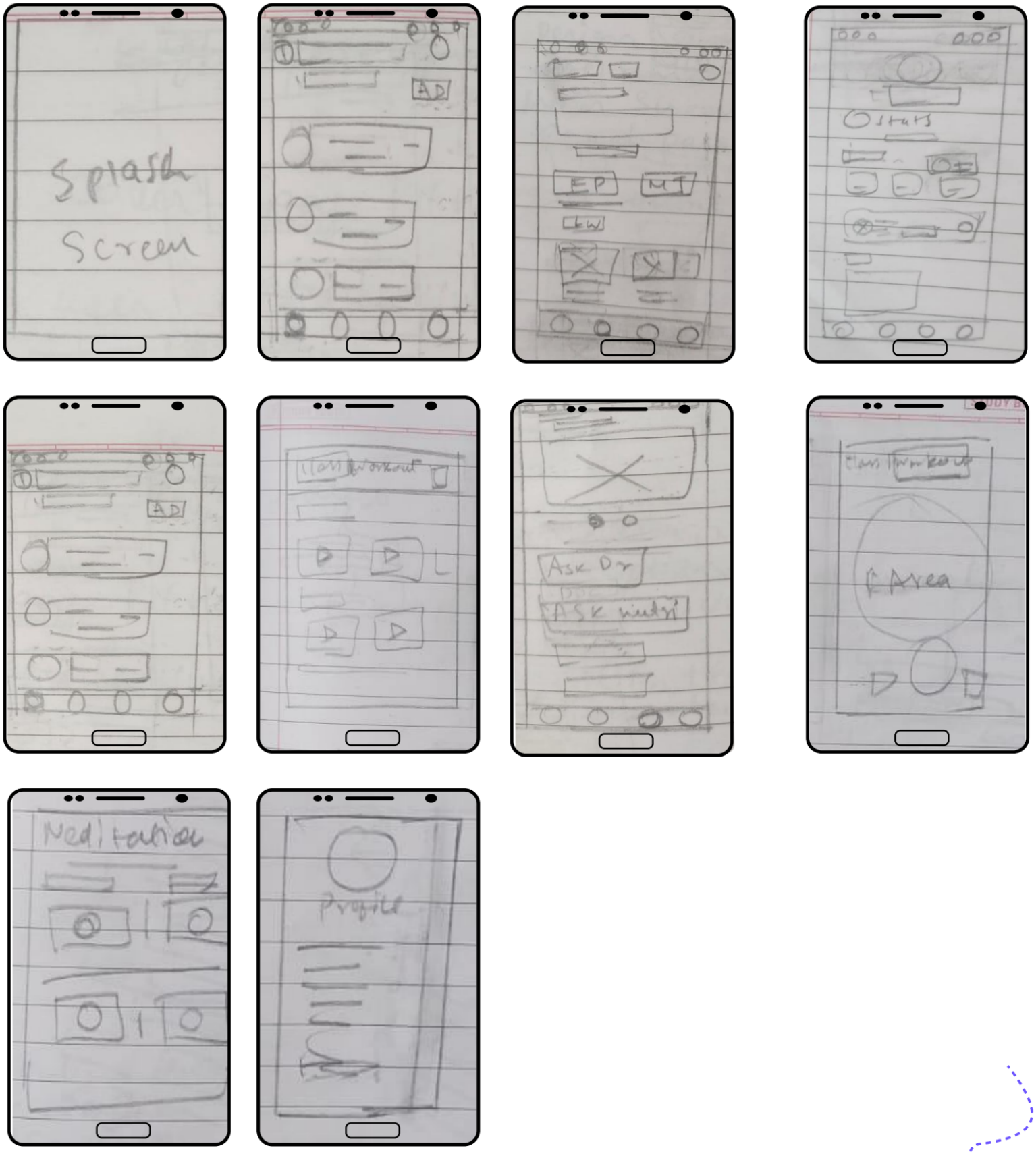


Information Architecture



Wireframes

Low-fidelity



Medium-fidelity

Style Guide

Typography

Aa Regular

Aa Medium

Aa Semi-Bold

Roboto

Color palette

Primary

#6787FE

Secondary

#08DA8A

#FFFFFF

#000000

Accent color

#FFC44E

Gray Scale

#D9D9D9

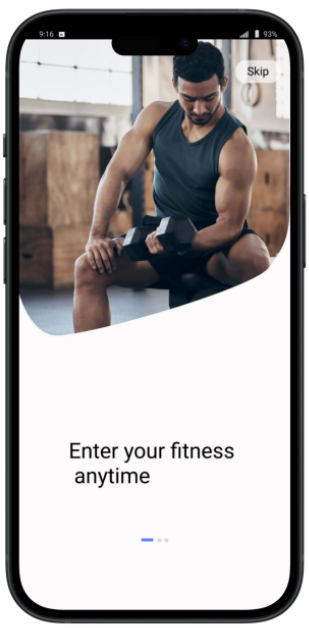
#CBCBCB

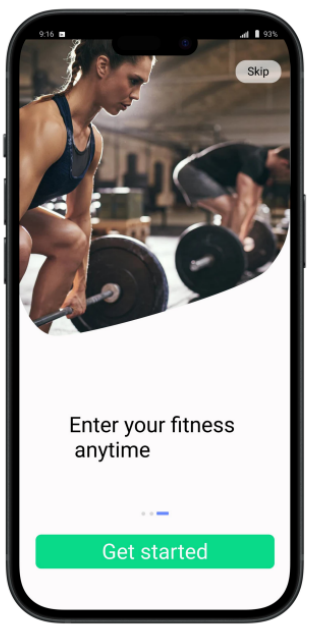
#DDD7D7

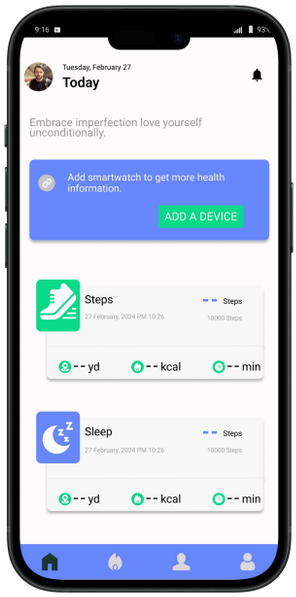
Iconography

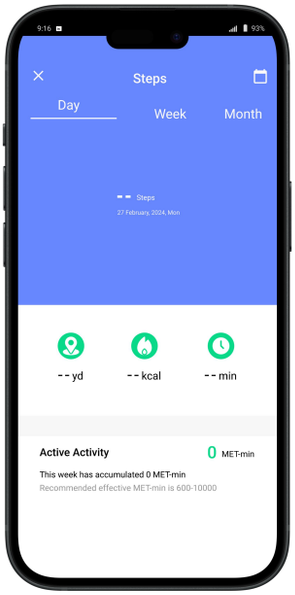
Logo representation

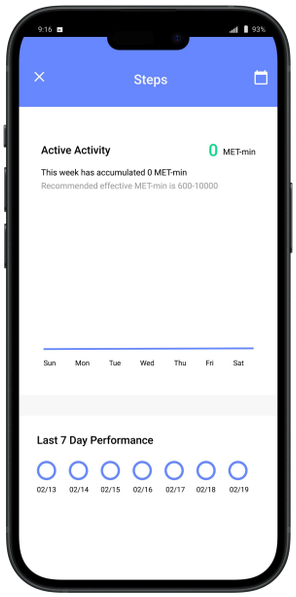
UI Screens

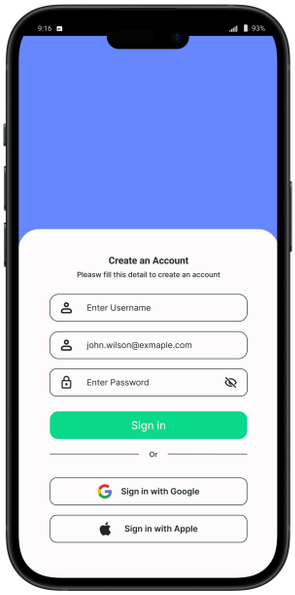


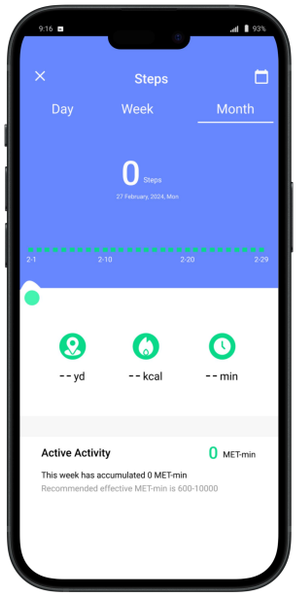


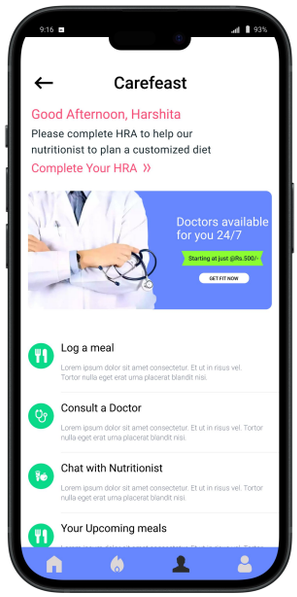


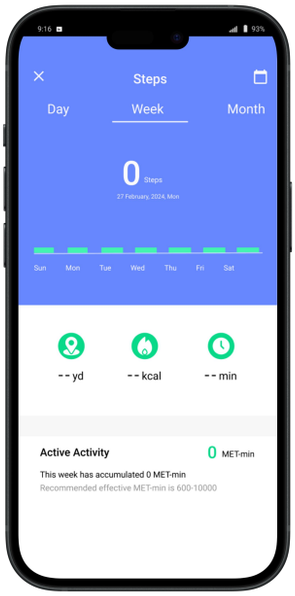


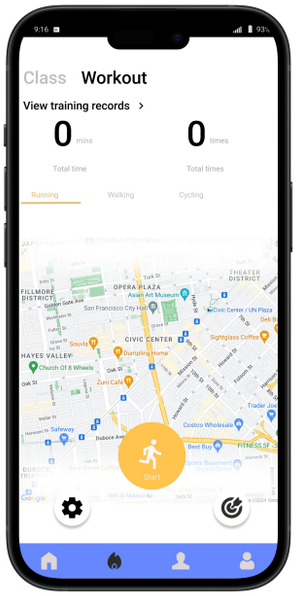


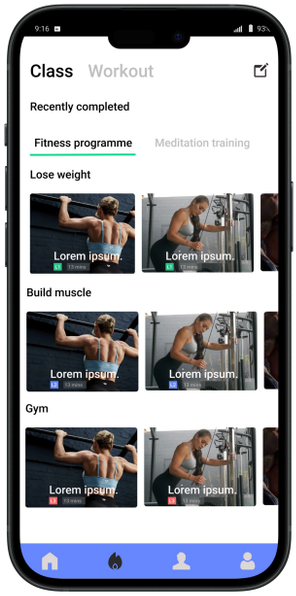


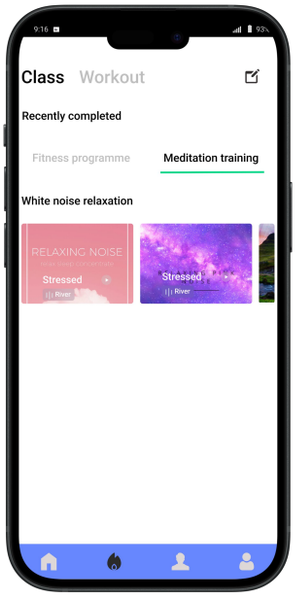


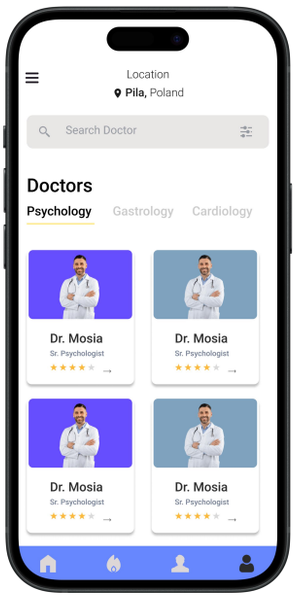


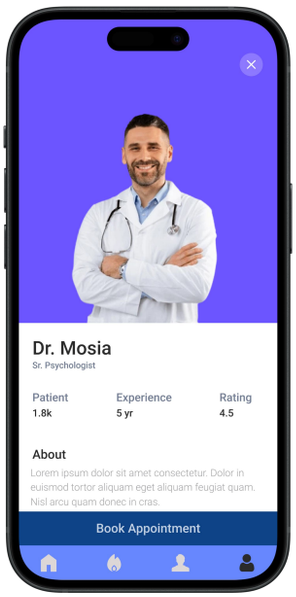












Thankyou for Watching