

# Fitcoin



Medium-Fi Prototype

# People



Nick M.



Dylan P.



Caroline F.

# **Value Proposition:**

Fun Fitness for All!

# **Problem:**

People can't sustain their healthy exercise habits. Unmotivated by arbitrary health goals, people find exercise monotonous and chore-like.

# **Solution:**

Our solution is to gamify fitness so it's accessible and sustainable for all people by providing communities and fun activities.

# Tasks

**Simple Task: Find a Fitcoin**

**Medium Task: Connect with your Community**

**Complex Task: Spend Coins on a Reward**

# **Design Changes**

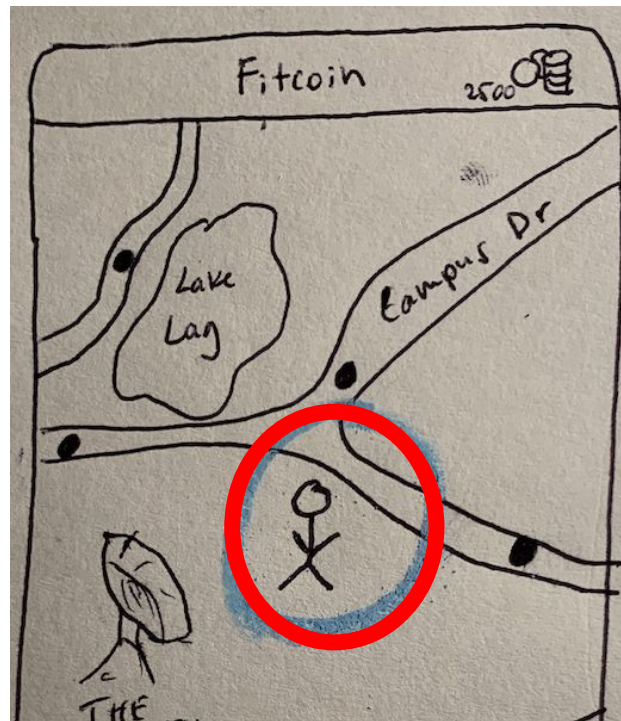
# Centering the User on the Map

In the past, the characters on the map were only other people, and the user itself wasn't shown on the map. Now the user is centered on the map.

Rationale: We wanted to emphasize the importance of the user's location on the map and make clear who is the user and who are other characters.



OLD (Random Person Circled)



New (User Circled)

# Home/Map Icon

The center icon that navigates to the home map was changed from a location arrow to a world icon.

Rationale: Previous users had assumed the icon was for directions, leading to confusion over the purpose of the page. The world represents the map without the implied direction function.

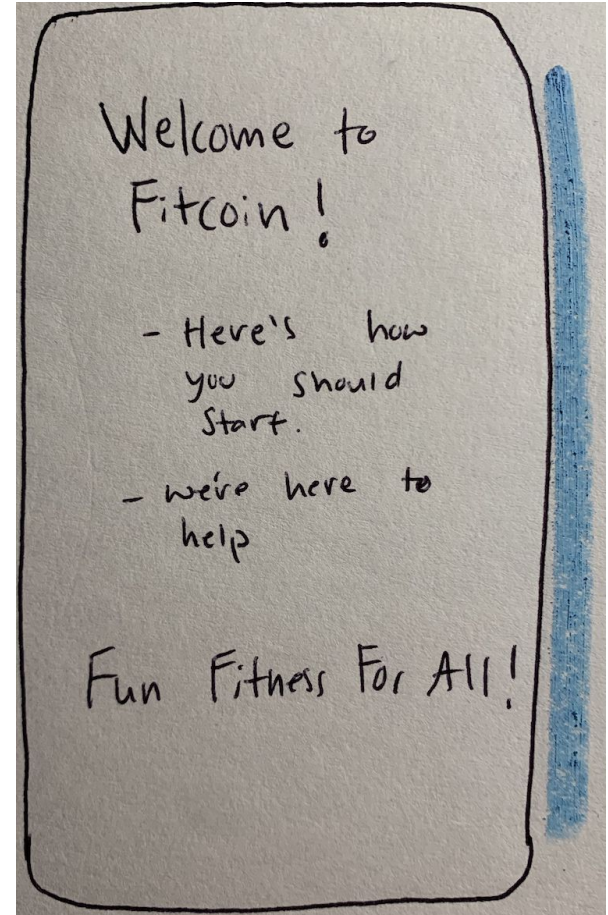


# Onboarding

We added a completely new onboarding screen when the user first downloads the app to explain the functionality and some of the complex parts of the app, like augmented reality and rewards.

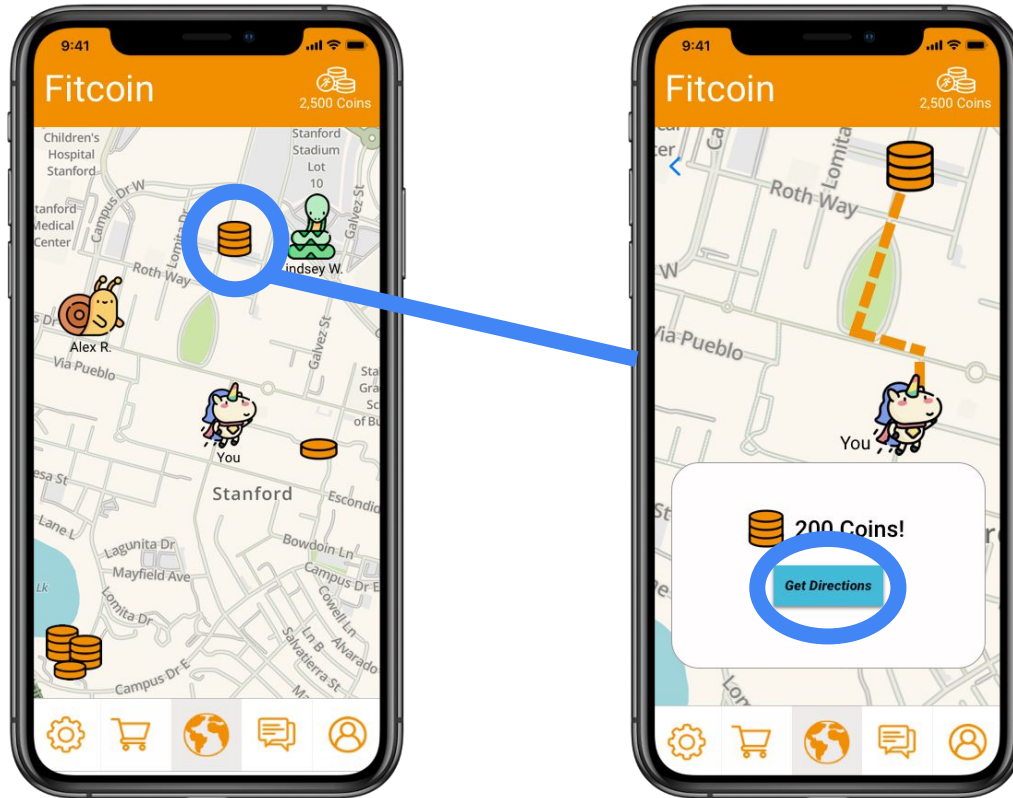
We didn't have an old interface to compare - we just would've opened to the map in the past.

Rationale: The conceptual basis of our app was confusing to some users, so by walking through onboarding we remove this barrier to entry.

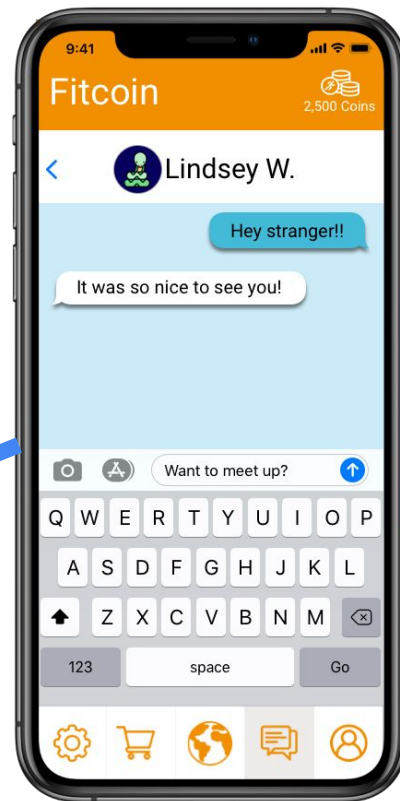
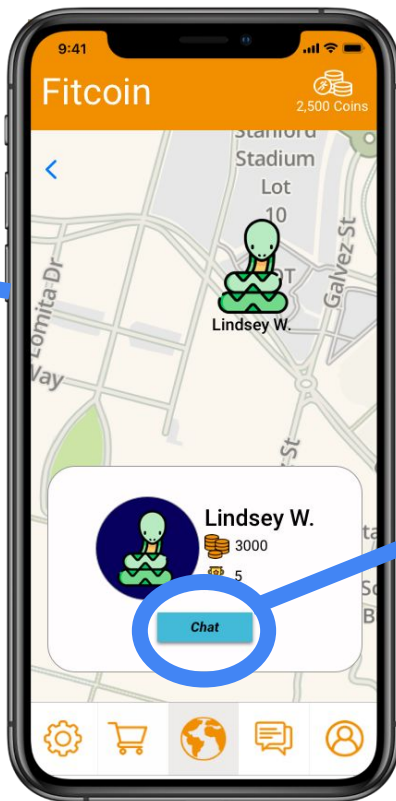
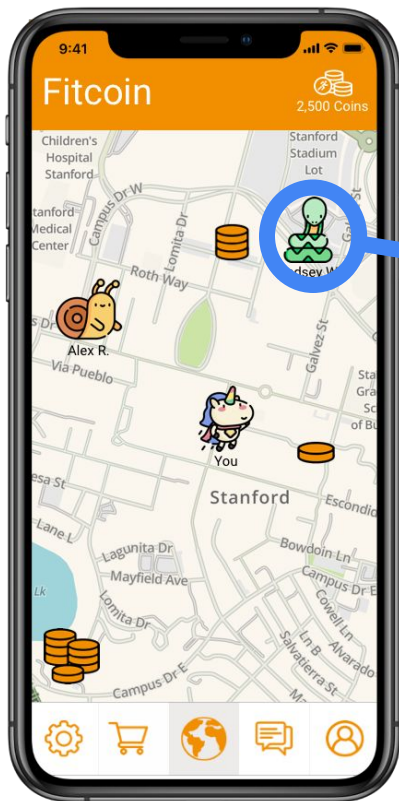


# Medium-Fi Task Flows

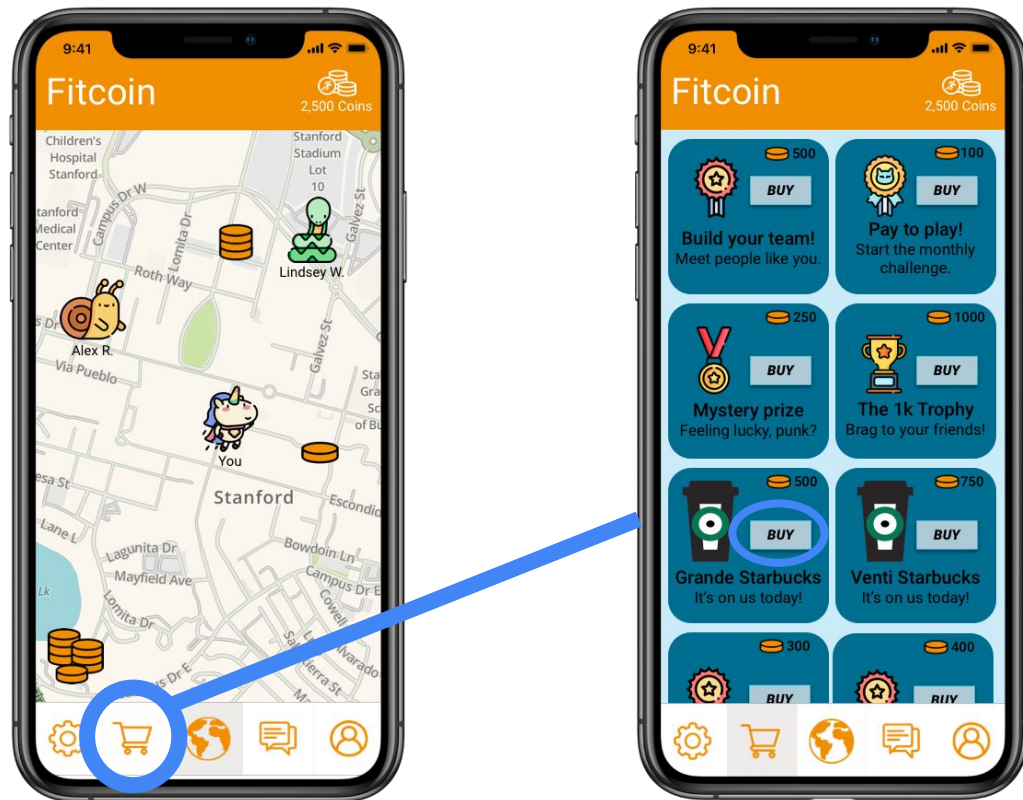
# Simple Task: Find a Fitcoin



# Moderate Task: Connect With Community



# Complex Task: Spend Coins on a Reward



# Prototype Overview

# Tools

- Sketch to iterate on designs of symbols, icons and pages
- Figma to present the linked prototype
- Slack to share and critique designs

## Pros

- Sketch was easy to download and install
- Sketch responds quickly to moving around large pieces of media
- Sketch is relatively intuitive
- Previously used Sketch
- Figma was intuitive and more flexible than Invision

## Cons

- Sketch is difficult to share and get feedback on different designs since it is desktop based
- If previously tested Sketch, difficult to test it out again due to 30 day policy
- Invision's presentation was more impressive-looking than Figma's

# Limitations & Tradeoffs

We don't know where our tester is, so we had to hardcode the map and location. We believe this could be a potential place for confusion, since we rely heavily on the user understanding it is an augmented reality game. We pretend the user knows to walk to the coins, without our map depicting that they are walking to the coins.

Hitting the back button doesn't always go back to the page the user was previously on, since we don't really know where the user is coming from. For example, using the back button in a chat with an individual will always bring you back to the Messages screen.

Some parts of the application, like the Rewards or Messages, may look scrollable; although we didn't implement scrolling, we think the tester can imagine the continuation of the list on the page.

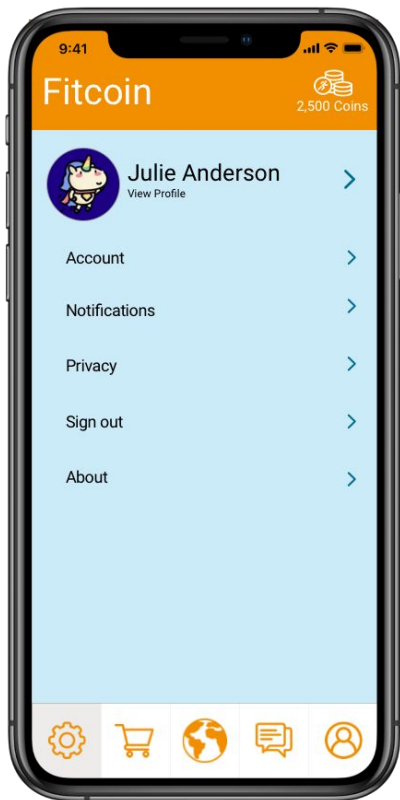
# Wizard of Oz Techniques & Hardcoding

The only Wizard of Oz techniques we used involved hardcoding the Map/Location features and Messages.

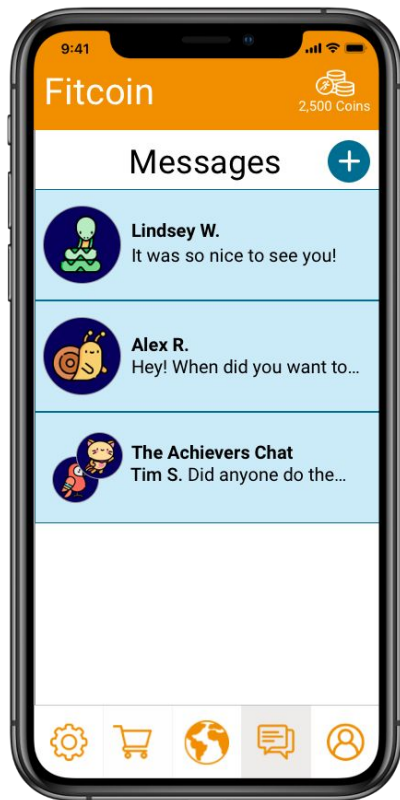
Hardcoding: The user location and map were hardcoded to replicate our tracking functionality. Messages were hardcoded in to show design and function.



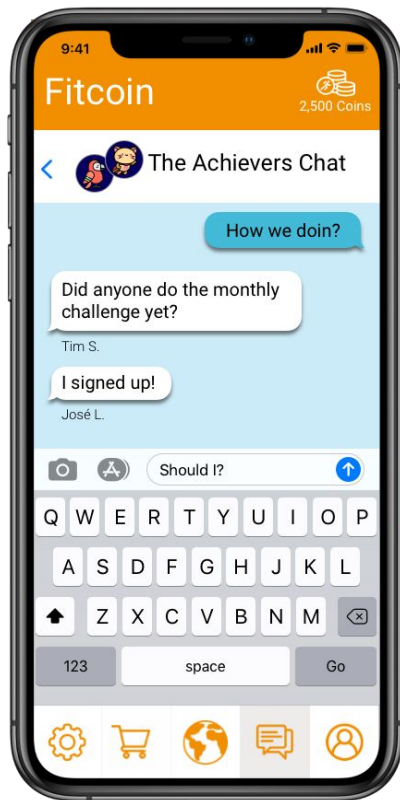
# Appendix: Other Prototype Screenshots



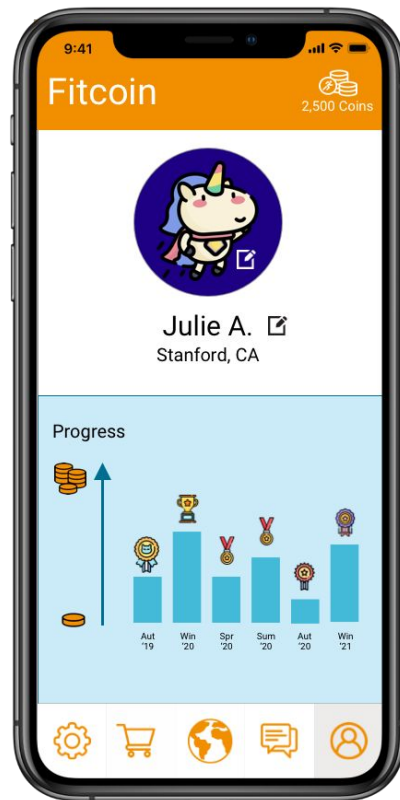
Settings



Messages



Group Chat



Profile & Progress

# Appendix

## Medium-fi prototype link

Figma in application presentation mode:

<https://www.figma.com/proto/3clRPZwJQ9btqxjFdXltL/Fitcoin%3A-Medium-Fi-Prototype?node-id=1%3A9&scaling=min-zoom>

Figma in map mode: <https://www.figma.com/file/3clRPZwJQ9btqxjFdXltL/Fitcoin-Medium-Fi-Prototype?node-id=0%3A1>