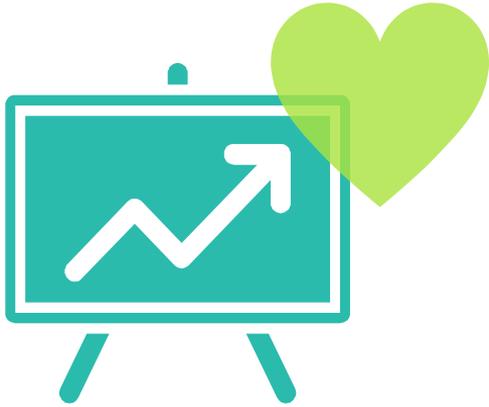


# goFIT: Lab Usability Study

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CS 194H: User Experience Design Project



# Team FITLIT

- **Olivia Gregory**
- **Bryce Tham**
- **Christian Valadez**
- **CJ Keller**

# Outline of Talk

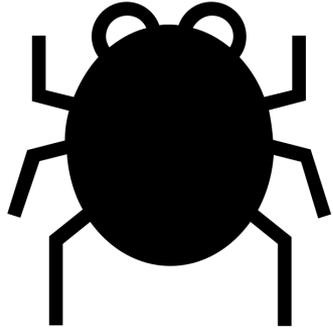
1. Prototype Changes
2. Method
3. Test Measures
4. Results
5. Discussion
6. Summary



# Prototype Changes

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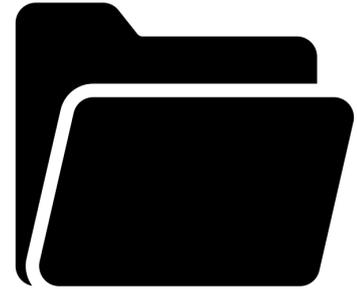
# Prototype Changes



Fixed **existing bugs** in the interface



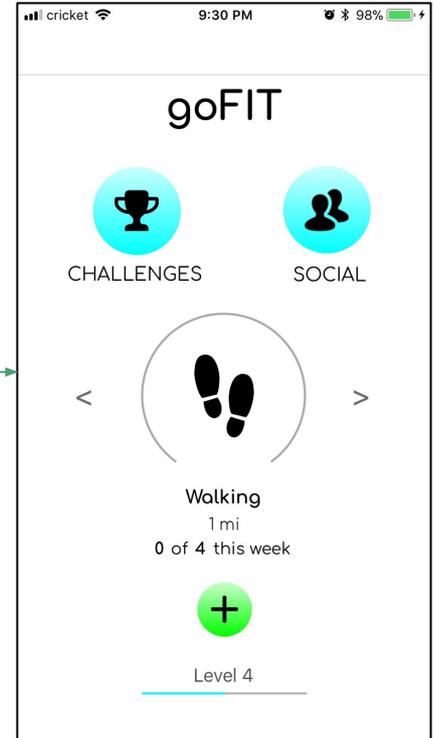
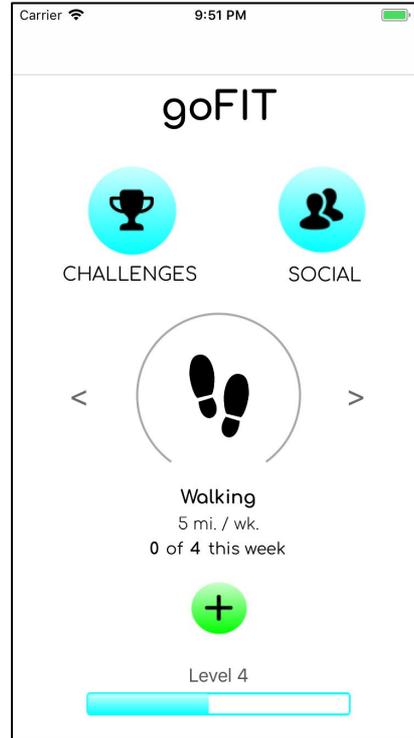
Updated **images** with higher quality ones



Cleaned up **fake user data** to make demo more realistic

# Prototype Changes

Changes were mostly minor but resulted in a polished interface for testing.



# Method

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# Participant Demographics

**Recruiting:** We wanted a spectrum of power users and casual users

**Compensation:** Candy bar 🍬

## Alex

Competitive powerlifter

Goes to the gym ~5x a week

Uses pen + paper to lock specific workouts

A 20 year old male

“Power-User” (needs the app to complete his goals)

## Cherry

Self-identified “couch potato”

Used to work out pretty regularly, still watches what she eats

A 19-year-old female

“Novice user”

## Chris

Engineering graduate student

Exercises 1-2 hours per day

A 22-year-old male

Describes himself as “moderately active”

Looking into mass-gaining/bulking

## Jamie

Casual gym-goer

Goes to the gym ~2x per week

Uses Apple Health, Apple Watch, and FitBit to track challenges and calories burned

A 21-year-old female

“Proficient User” (tracking health is important to her, and she’s already invested in doing so)

# Apparatus

- Ran the app on **Xcode simulator** or on **iPhone**.
- Used **timers** to time tasks.
  - Made screen recording to go back on later.
- Took notes on **laptop** and in **notebooks**.
- Tested in quiet locations around campus.



# Tasks

1. Set a personal goal
  - a. Medium task, should be easy for users to do.
2. Challenge a friend
  - a. Complex task, should also be easy, requires connecting with friends.
3. Log progress on a challenge
  - a. Easy task, should be incredibly simple or people won't do it.



# Procedure

## 1. Introduction

- Brief **explanation** of goFIT.
- Short interface **demo**.

## 2. Pre-Survey

- Obtain **demographic information**.
  - Age, sex, occupation, etc.
- Understand participant's **current fitness level**.
  - Novice? Expert?  
Power-user?

# Procedure

## 3. Usability Test

- Tell participant to **think aloud**.
- Ask participant to **complete 3 tasks**.
  - Create a challenge.
  - Log progress.
  - Challenge friends.
- 5 minutes to let them **play around** with the app on their own.

## 4. Post-Survey

- General **feedback** on interface.
  - “I wish” and “I like”
- How **valuable** was each task?
- How **often** do they see themselves using the app?
- **Thank you** and **compensation**.

# Test Measures

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# Test Measures



Ability to **complete tasks easily** (time it took, number of presses)



Value Proposition:  
how **useful** is our app  
in providing **real value** to the user?



How many **questions**  
did the user have to  
ask when they got  
confused?

# Test Insights

- App needs to be **easy to use** so completion time should be low.
- App needs to **provide significant value** so people use it over other methods.
- App needs to be **straightforward** or else people will not use it at all.

# Results

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# Major Results

- Overall, all **4 participants succeeded** in accomplishing their tasks.
  - Create a challenge (14 sec. avg.)
  - Log progress (20 sec. avg.)
  - Challenge friend (15 sec. avg.)
- However, we were more interested in whether the app generated **real value** for them, and **how often** they would consider using the app on a weekly basis.

(right: trimmed video recording of usability test)



# Results & Insights



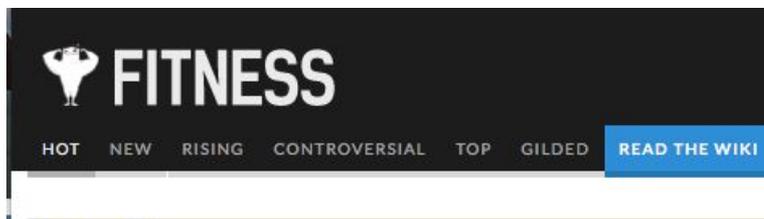
“When I lift, I keep an exercise journal and log workouts using pen and paper.”

“Or, I use a Google Sheet to progress over time.”

**Insight: Although apps for exercise logging exist, the UI is cumbersome, convoluted and takes too much time away from the gym.**

“Get in and out of the gym.”

# Results & Insights



“I go to Reddit for the social aspect of staying motivated and encouraging other to meet their goals.”

### Recurring Threads

Daily	Simple Questions
Mon	Moronic Mondays
Tue	Training Tuesdays
Wed	Rant Wednesdays
Fri	Physique Phridays
Sat	Self-Promotion Saturdays
Sat	Gym Story Saturdays
Sun	Victory Sundays
Meg	Megathreads

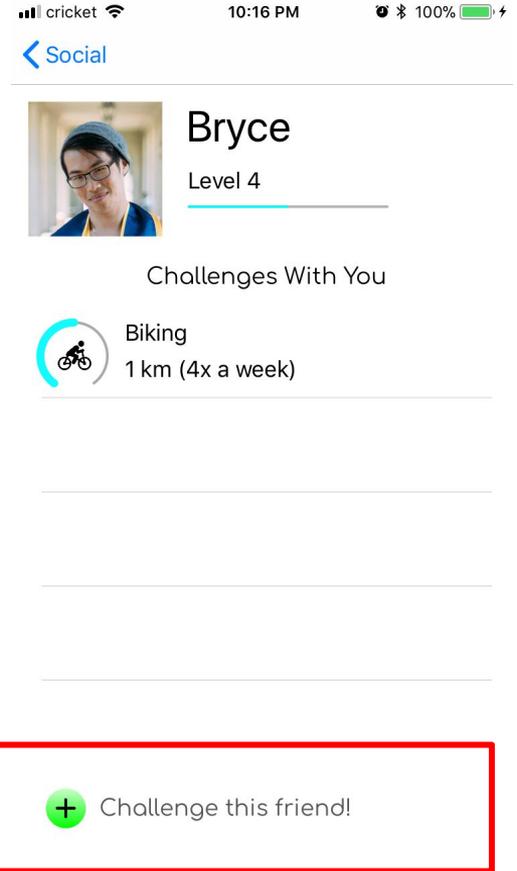
- ↑ 2527 ↓  
 F 5'9" (175, 176, 177 cm) F/32/5'9 [290lbs > 23 still in progress, but I'm pretty happy wi  
(l.redd.it)  
submitted 14 hours ago by sarabearbear  
48 comments share save hide report
- ↑ 402 ↓  
 F 5'3" (160, 161, 162 cm) F/27/5'3" [148lbs > 1: don't always end badly. (l.redd.it)  
submitted 4 hours ago by strongowl  
8 comments share save hide report
- ↑ 140 ↓  
 F 5'6" (168, 169 cm) F/23/5'6 [210>169=41lb: recently, but I've lost another 15lbs! 7 n 25lbs to go. (l.redd.it)  
submitted 2 hours ago by Emily\_HD  
2 comments share save hide report
- ↑ 174 ↓  
 M 5'10" (178, 179 cm) M/25/5'10 [260lbs > 18: brought home for the holidays weighed  
(imgur.com)  
submitted 5 hours ago by doopydoodoo  
17 comments share save hide report
- ↑ 136 ↓  
 F 5'6" (168, 169 cm) F/23/5'6 [178>164=14] f decreased salty/processed foods. Water some of that bloating gone. Now, on to f  
submitted 3 hours ago by dntwrrybhappe  
4 comments share save hide report
- ↑  
 F/22/5'7 [209 > 170 = 39lbs] 5 months

**Insight: People love the social aspect of fitness, because it incentivizes them to achieve their goals.**

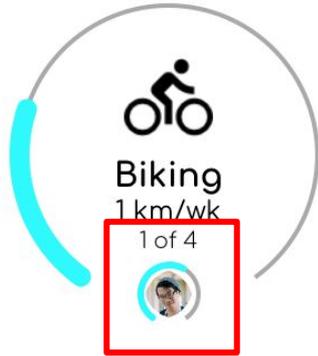
# Results & Insights

Although creating a challenge from the challenge screen was intuitive, our second flow of challenging a friend directly from their profile was unintuitive

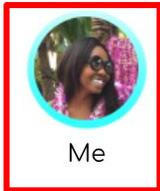
**Insight: Make this button more clear, and more clearly clickable**



# Results & Insights



Select Participants



Bryce



Christina



Denis

Difficult to see friends' progress on challenges from the challenges screen

**Insight: Make this image bigger? Or find another way to display progress**

It feels unintuitive to have to select yourself to set a personal goal -- "a challenge being against yourself should be the default"

**Insight: Different flows for personal goals and social challenges**

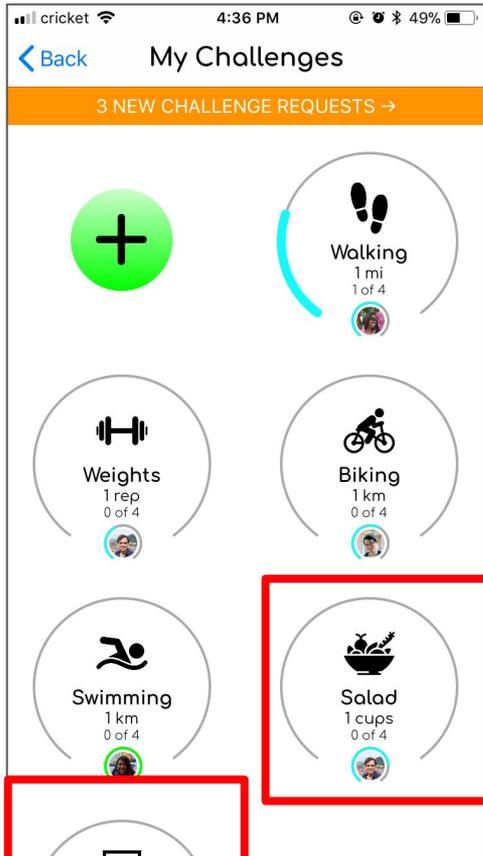
# Other Results

- Participants liked the visual design of current prototype.
- Participants wanted more flexibility in creating challenges.
- Some lingering bugs hindered testing, but overall went smoothly.
- Overall, participants seemed to be interested in using the app in the future.

# Discussion

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# Separate logging food / water from activities



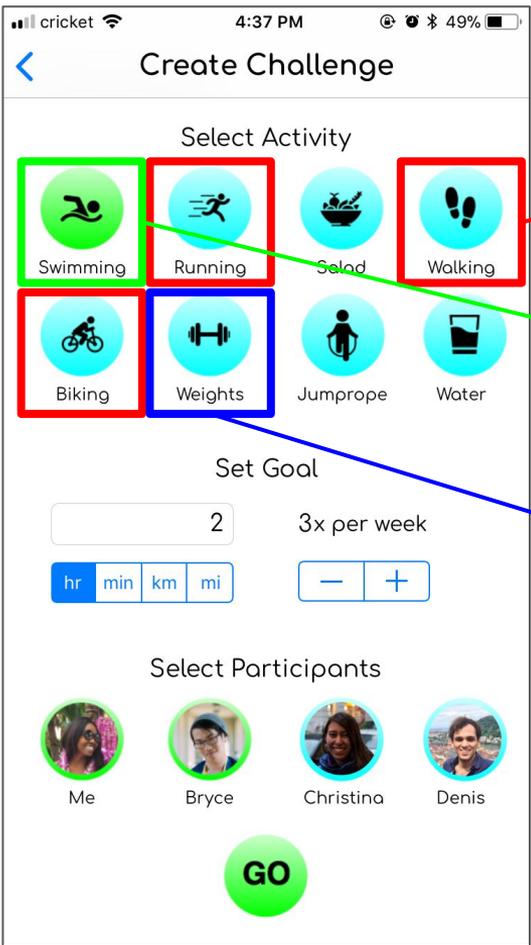
## Insights

From a user standpoint, logging “Salad” and “Water” are much different than logging an activity

## Insights

MyFitnessPal already exists for this purpose

# Hone in on what requires manual logging



**Tracked automatically by Apple Health / Google Fit**

**Tracked automatically by Apple Watch / FitBit**

**Some apps do this, but not well**

**Opportunity for us to implement logging for specific workouts**

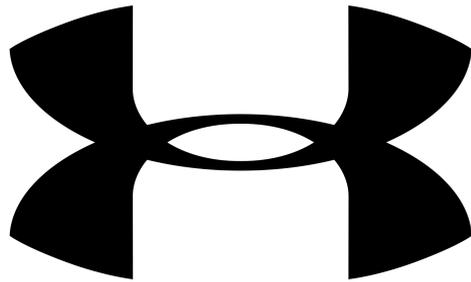
“(Features) are too general to be useful”

“My iPhone already tracks all of this”

# Design Revamp



- Sleek
- Powerful
- Evocative
- Aspirational
- Ads, colors, design implore you to **achieve something**



**UNDER ARMOUR**



# UI Fixes

- Introduce **Tabs** because current layout is confusing to navigate
- **Swipe** left and right on activities instead of using arrows to click through
- Make progress more **dynamic** with animations so users can feel more excitement
- Show **breaks** in progress circle to make it easier to see how much more is left to complete a goal
- Use **bold fonts** to differentiate between app sections

# Recommendations for Future Testing

- Current test had relatively small sample size (4 people).
  - Test with more people to gain **additional insights** and **different perspectives**.
- Current test environment was indoors, but app is likely to be used outdoors.
  - Test app in **multiple contexts** (e.g. outside, gym, etc.)
- Potential for longitudinal study to explore long-term behavior.

# Important Questions

- How can we improve the **logging capabilities** for more general users?
- How can we change the **logging/point system/accountability** to be less of a binary?

# Summary

- Recruited 4 participants from a variety of different backgrounds
- Performed usability tests focusing on how useful our app is in accomplishing our goals/tasks.
- Key insights: UI needs to be simple and the social aspect must be incentivizing.
- Next step: redesign some interface elements to improve the look and feel of the app while adding new, useful features.