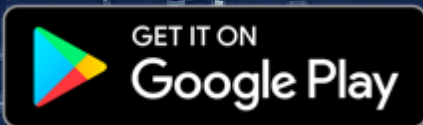
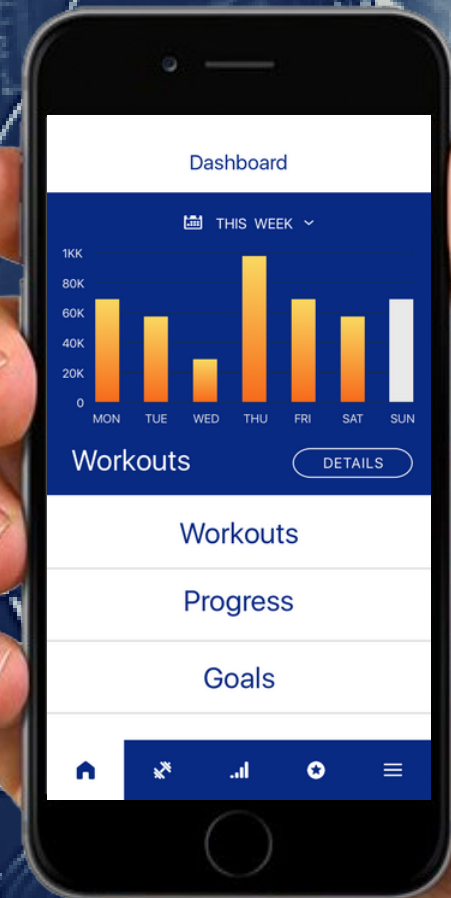


# Ript

FIT. SIMPLE.

LOG YOUR WORKOUT  
TRACK PROGRESS  
REACH GOALS  
...GET RIPT!



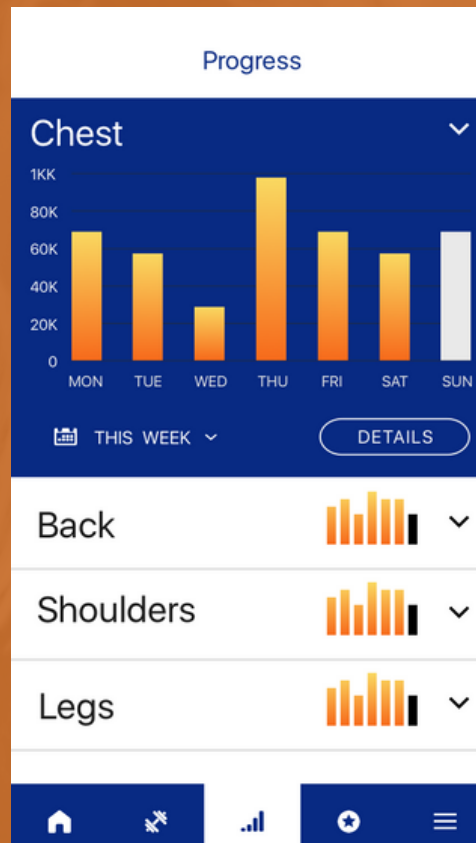
Bench Press		
Previous	Lbs	Reps
95 lbs x 10 reps	95	12
115 lbs x 8 reps	115	10
95lb x 6 reps	135	<input type="text"/>

+/- sets	Next	Finish
1	2	3
4	5	6
7	8	9
←	0	ENTER




## Log Your Workout

Easily rearrange exercises, add sets, input reps, and move through your workout with a few taps and swipes.



## Track Progress

Your workout history - in the palm of your hand!

Goals	
	<p><b>NEW ACHIEVEMENT!</b></p> <p><b>BENCH PRESS</b></p> <p>135 lbs x 15 reps</p> <p>Way to go!</p>
NOTES	
<input type="text"/>	
 UPDATE ROUTINE	 REVISE GOALS

## Reach Goals

See achievements, add notes about today's workout, and quickly edit routines and goals based on recent progress.

# THE USERS

**This didn't just happen by accident**

Who are our users?  
What works for them? What doesn't?

We interviewed real weightlifters BEFORE we started our design. Some were casual fitness enthusiasts, others were competitive bodybuilders. They had tried other apps, used pen and paper...none of these methods worked well.

**"I can't tell you how many times I had to flip through pages to find out what I deadlifted a month ago!" - Mark, 37**

**"The phone is something I have on me all the time. I love the convenience of the notebook, but I can't easily see total monthly volume and things like that." - Jen, 29**

## Here are their obstacles:

### TIME

Successful people give everything 100%.

They are way too busy!

### ORGANIZATION

Notebooks are easy to forget.

We always have our phones!

### COMPLEXITY

Less buttons, less clicking...less is more!

Enter your sets,  
View your results -  
Simple!



# WHERE'S THE WEIGHTS?

Other apps track fitness data, but not the right kind.

We looked at tons of apps, including Fitbit, Garmin Connect, My Fitness Pal, UA Connect, WeightGurus, and others in our Competitor Analysis



## CARDIO

Fitness trackers abound, and their apps are great for tracking movement, heart rate, and sleep, **but not strength training.**



## CALORIC INTAKE

Multiple apps make it easy to log your meals with large libraries of food. They calculate your calories and compare them with your cardio app. **None include weight training.**



## BODY WEIGHT

Connected scales provide another metric. If calories burned are greater than calories consumed, weight loss should occur. **Strength training is never accounted for.**

**Weight lifters need an app built for them!**



KNOWLEDGE...

COMPREHENSION...

APPLICATION...

ANALYSIS...

EVALUATION...

SYNTHESIS!

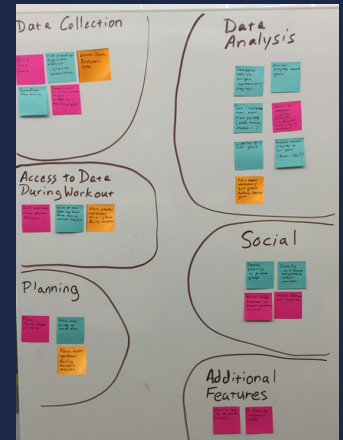


We looked at our research and came to some conclusions...

# MAPS

## AFFINITY MAPPING

Our users' needs were transferred to sticky notes and arranged into groups of similar ideas. These groups helped us to identify trends in the needs of our users.



# DREAMIN'

## DREAM LIST OF FEATURES

We sat down and brainstormed every possible feature that could solve our users' problems...at least the ones they have in the gym.

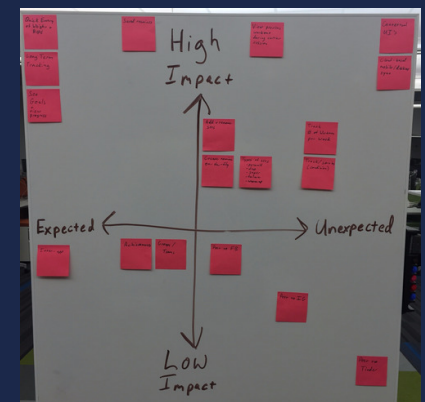
Wouldn't it be cool if we could...

It would be great if...

# PRIORITIES

## FEATURE PRIORITIZATION

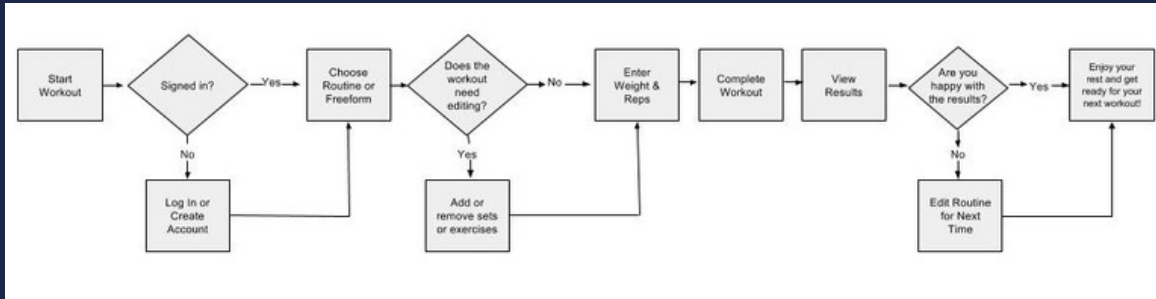
Features were transferred to sticky notes and mapped out by level of impact and expectation. Those with the highest impact and level of expectation were obvious choices, while unexpected high-impact features would add an extra level of functionality and enjoyment.



# FLOW

## USER FLOW

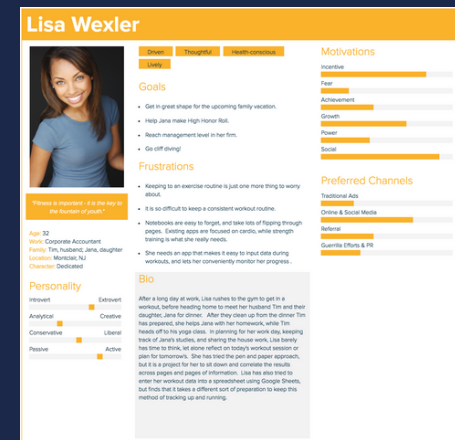
All of the steps our user would need to complete in order to log a workout.



# PERSONAS

## MASHUP TIME

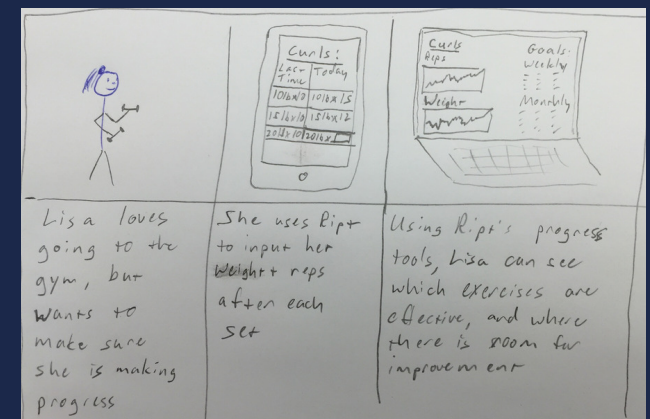
Who are we designing for? A variety of people with a variety of needs, wants, goals, and obstacles. We took a cross section of this information and made our ideal user, "Lisa".



# BOARDIN'

## STORYBOARDING

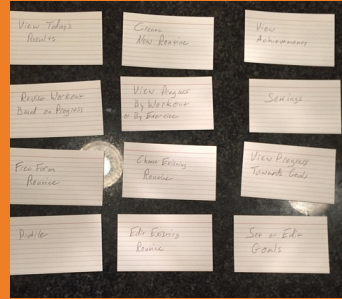
An initial storyboard combining our persona and our user flow. The story sees Lisa working out, logging her exercises at the gym, then checking progress at home.



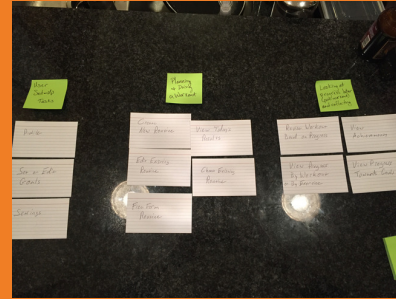
# ALL SORTS

## CARD SORTING

We sketched out a Site Map using our Feature Prioritization. Users were provided with index cards of our features, and asked to group the cards in the most logical way for them.



Before



After

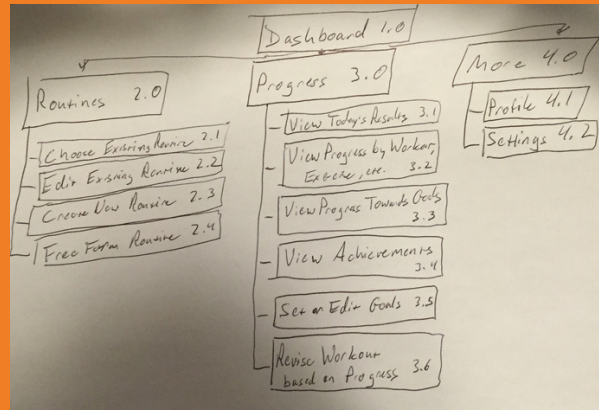
Where does this thing go?

That was easy to find!

# MAP IT OUT

## SITE MAP

We took the results of our Card Sort and compared them to our initial Site Map. Based on those results, we made some revisions, and ended up with this:



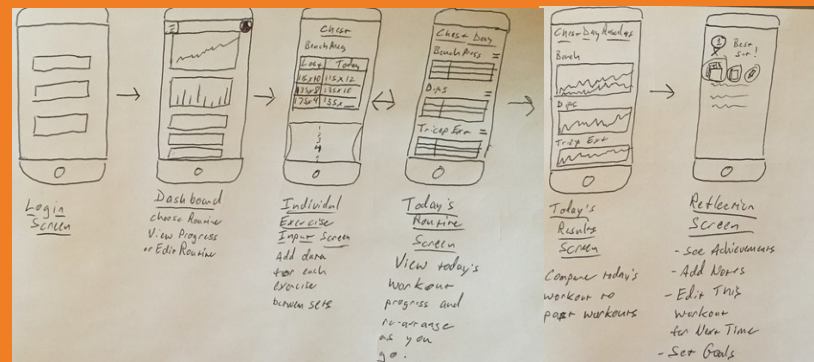
# PLACEMENT



# SCREENS

## SCREEN FLOW

Next, we sketched it all out, combining our Site Map and User Flows.



How do I post my workout photo to Instagram?

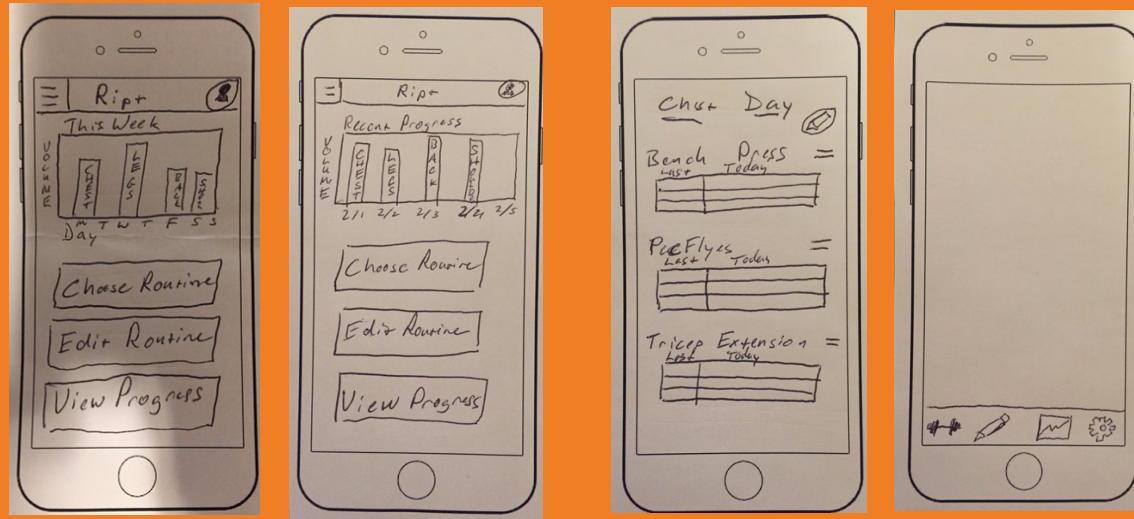
I just want to log out!



# ' TYPES

## PAPER PROTOTYPE TESTING

All of the screens were transferred to index cards, and we got to see how our product would work in action, both through our own heuristic analysis, and through usability testing. More revisions were made, and more testing was done.



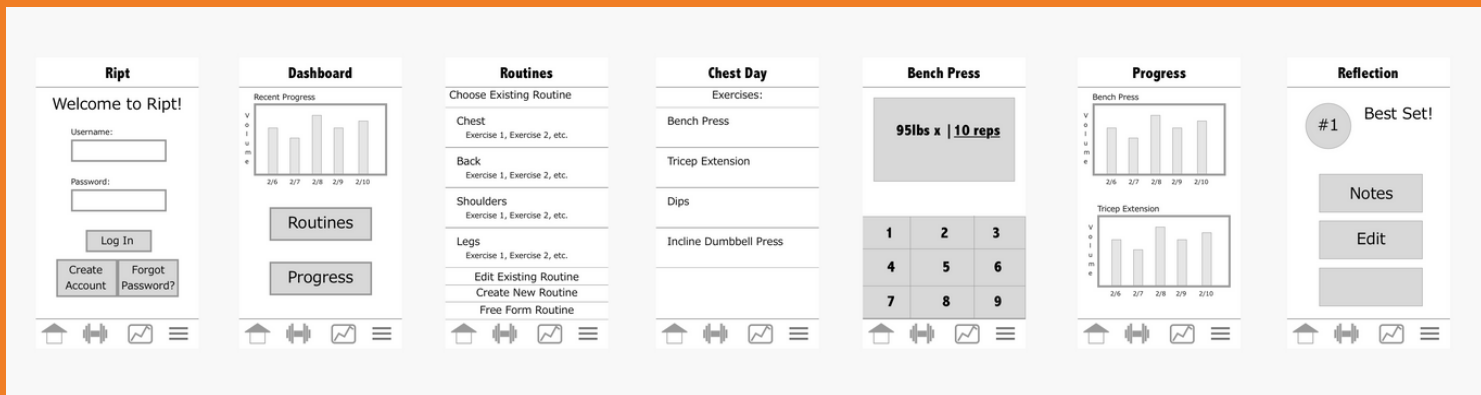
Users were confused by the graph on this progress screen. It was re-labeled "Recent Progress" and the confusion ceased.

Through testing, it became apparent that users would want a global navigation bar. The second screen shows that ideation.

# FEEDBACK

## MEDIUM FIDELITY

We took our findings from the Paper Prototype Testing and incorporated the appropriate revisions in our first set of Medium Fidelity Wireframes.



Medium - Fidelity User Flow

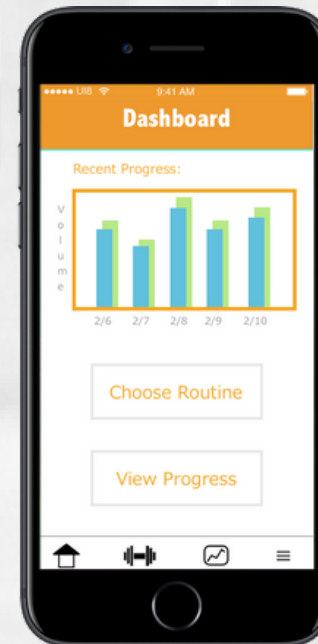


# FIDELITY

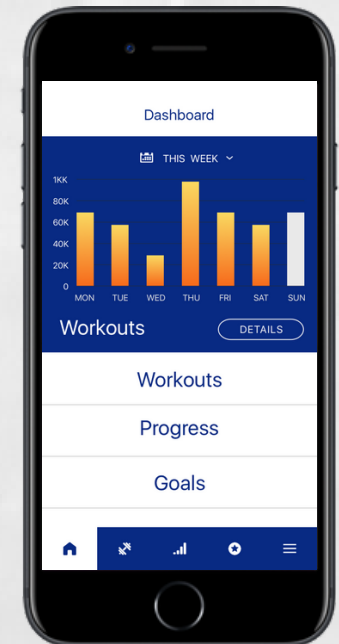
Our designs progressed in the digital realm, and a variety of prototypes were created, ranging from Medium to High Fidelity. Users completed task scenarios, testing each stage of our product. We excitedly refined usability and design elements as our ideas came to life.



Round One



Round Two



Round Three

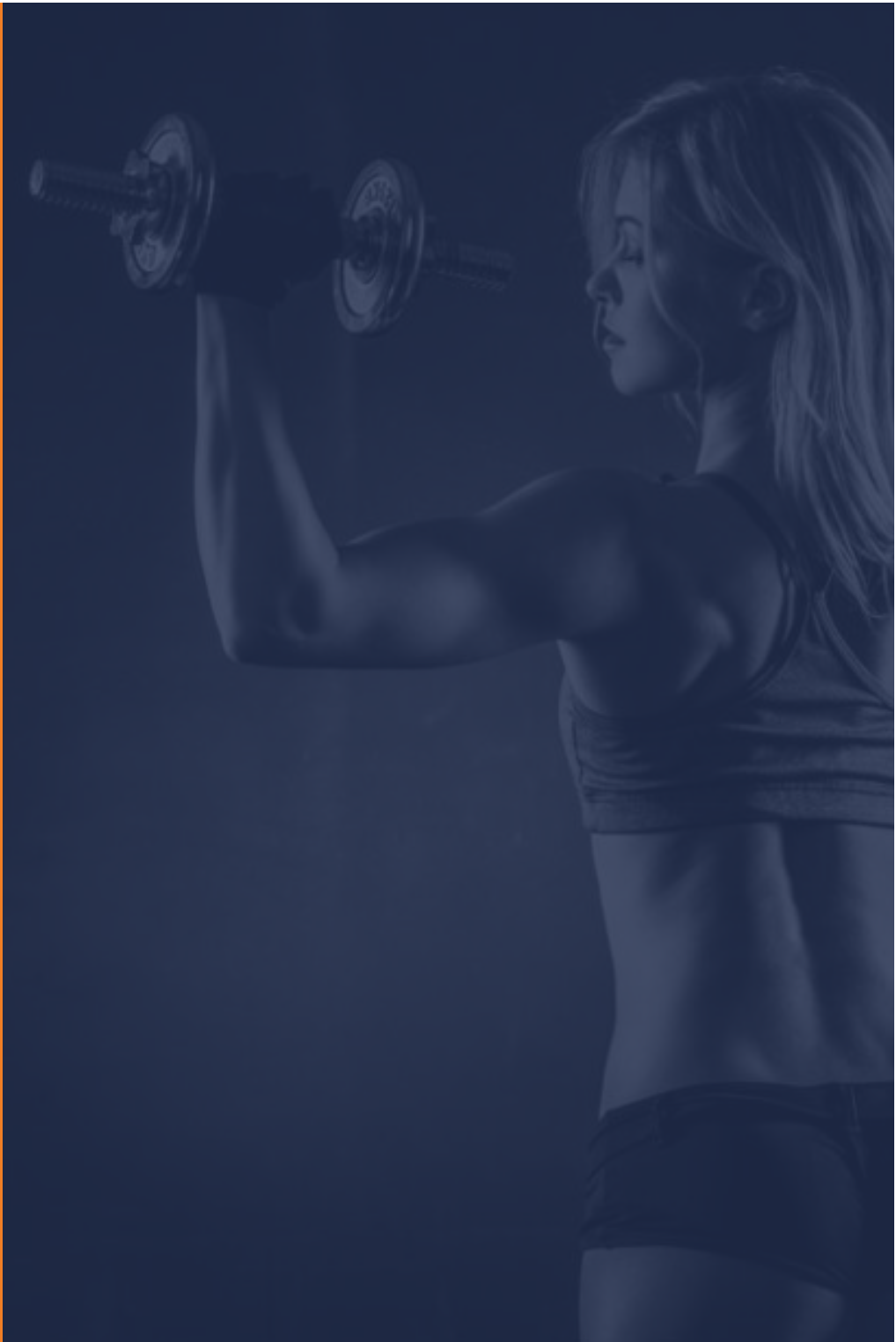
# TESTING

**Each version of our prototype was tested by users.**

Task Scenarios included:

- Open the app and view The Dashboard
- Begin a Chest Workout and enter information for Bench Press
- Finish your workout and add some notes
- Compare this workout's results to previous sessions
- Log out of your account

Each round of testing revealed pain points and areas to refine. Revisions were incorporated in each new design.



# THANK YOU!



**Dan O'Dea**

UX Designer  
Educator - 20 yrs. Iterative Lesson Design  
Musician Extraordinaire - 30 yrs., 10 instruments



**Stormy Weather**

Executive Vice President  
of Walks, Kibble, and Dropped Food