



MENTOR::MENTEE
PERSONAL TRAINER APP

CASE STUDY



Amanda Graff

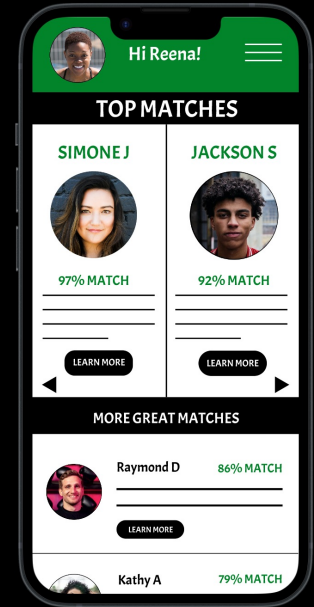
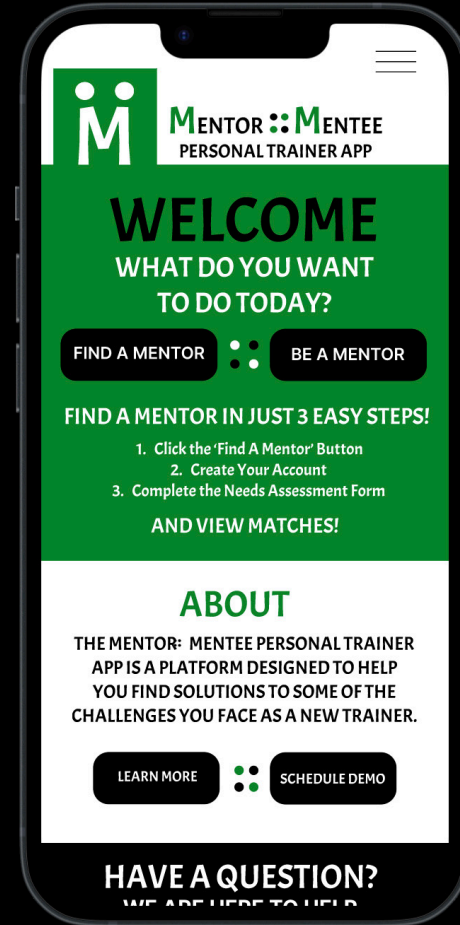


TABLE OF CONTENTS

Section 1	Project Overview / Background	Page 3–4
Section 2	Understanding the User : User Research	Page 5
Section 3	User Research : Pain Points	Page 6
Section 4	Persona : Reena	Page 7
Section 5	User Journey Map : Reena	Page 8
Section 6	Starting the Design	Page 9
Section 7	Paper Wireframes	Page 10
Section 8	Digital Wireframes	Page 11–12
Section 9	Low-Fidelity Prototypes	Page 13
Section 10	Usability Study Findings : First Round	Page 14
Section 11	Usability Study Findings : Second Round	Page 15
Section 12	Mock-Ups	Page 16–18
Section 13	Key Mock-Ups	Page 19
Section 14	High-Fidelity Prototypes	Page 20
Section 15	Accessibility Considerations	Page 21
Section 16	Going Forward : Takeaways	Page 22
Section 17	Going Forward : Next Steps	Page 23

PROJECT OVERVIEW

The Product

The **Mentor::Mentee Personal Trainer App** will allow users to connect and pair with mentors and mentees across the country and engage with fellow personal trainers, share relevant knowledge and insights, collaborate with fellow trainers, network and offer continued education; in order to aid in the growth, success and confidence of less seasoned trainers. App will feature assistive technology.

Project Background

March 21, 2023 to July 22, 2023

PROJECT OVERVIEW

MY ROLE

**UX Designer designing an app for Mentor : Mentee
Personal Trainer from conception to delivery.**

RESPONSIBILITIES

Conducting of interviews, creating paper and digital wireframes, and low and high-fidelity prototypes. Also responsible for managing usability studies, accounting for accessibility and inclusivity, and iterating of all design phases and processes.

UNDERSTANDING THE USER : USER RESEARCH

DESIGN PROCESS

- User research
- Personas
- Problem statements
- User journey maps

SUMMARY

Research included conducting interviews and creating empathy maps in order to develop understanding about the users I'm designing the app for, and their needs. Through the research I identified the targeted user as newly certified personal trainers, looking for mentoring support and advice in order to feel confident training their clients.

My research also revealed that it was important to the user group that: 1) the process to connect to mentors was easy; 2) that the app design have assistive technology, and 3) that users are provided with access to tools enabling them to increase their knowledge base, e.g., networking, articles, blogs, eLearning, listening to podcasts and by viewing videos.

USER RESEARCH : PAIN POINTS

1

EASE

Users don't want to spend a ton of time and/or take a bunch of additional steps to connect with a mentor.

2

ASSESSIBILITY

Unable to find mentoring apps, especially ones dedicated to personal trainers, that are equipped with assistive technolog.

3

USABILITY

Confusing navigation and a tedious onboarding process is aggravating. Why can't mentoring apps be more straightforward?

PERSONA : REENA

PROBLEM STATEMENT

Reena is a former paramedic, turned personal trainer, who needs to find an app that offers mentoring support and advise because she wants to feel confident training her clients.



Age: 37
Education: Two-year degree – Paramedic Training
Hometown: Lakewood, Colorado
Family: Lives mostly alone, has a teenage daughter
Occupation: Former paramedic turned personal trainer with a studio in her home

*Image by Tima Miroshnichenko, Pexels.com

GOALS

- To learn how to best train clients with special needs, like injuries, disabilities or imbalances.
- To have an opportunity to connect with a mentor for when she has questions or concerns.
- To know she is providing safe and effective training to all of her clients.

FRUSTRATIONS

- "I have dyslexia and sometimes have difficulty interrupting material and understanding how to apply it."
- "Due to my dyslexia, it's stressful reading so sometimes I give up."
- "I've had to turn away clients due to my lack of experience and not knowing how to find the answers I need."

Reena is a former paramedic turned personal trainer who lives in Lakewood, Colorado. She lives alone but shares custody of her daughter with her ex-partner. Reena works long days in order to work around client schedules. Her schedule changes week to week. She loves to rock climb and tries to squeeze in time at the locate climbing gym a few mornings a week. She also drives her daughter to soccer practice on nights she's not working. Reena has dyslexia, which makes it difficult to read text quickly and process information in fast-paced settings. Reena is very passionate about health and wellness. She is health-conscious as well as budget-conscious.

USER JOURNEY MAP : REENA

Mapping Reena's user journey revealed how helpful it would be for users to have an app that offers mentoring and support, that is equipped with assistance technology.

ACTION	Research what's currently available	Determine if options fit her specific needs since she has dyslexia	Narrow down and decide which option might work for her	Test drive the option & get familiar with app	Start using the My Mentor/Mentee Personal Trainer App!
TASK LIST	Tasks A. Research solutions for individuals with dyslexia B. Identify possible options C. Reach out to other trainers	Tasks A. Chat with a reps B. Learn about apps features, benefits & costs C. Ask what assistive technology features are available D. Discuss affordability	Tasks A. Confirm functionality and accessibility, e.g. reading mode, speak selection, customizable text, screen reader... B. Confirm ease of use C. Ask for demo or trial of app	Tasks A. Play around with app B. Explore options C. Determine if app fulfills her needs & addresses her concerns	Tasks A. Engage with app B. Connect with mentors C. Learn all about how app can provide support and growth for me as a personal trainer
FEELING ADJECTIVE	- Intimidated - Excluded	- Discouraged - Frustrated - Uncertain	- Anxious - Overloaded	- Hopeful - Engaged	- Relieved - Grateful - Excited - Supported
IMPROVEMENT OPPORTUNITIES	- Better FAQ page - An easier way to determine what accessibility options are available - More assistive technology for simple tasks like research	- Easier chat options vs. having to sign up to speak with rep live - Better FAQ page - An easier way to determine what accessibility options are available	- Better explanations - Easy to find details & easy to understand information on features & benefits for individuals with dyslexia	- Easier way for app to work with other assistive technology - Different tone for when Mentor responds or is calling	- Improved mind mapping and note-taking options - More options to change physical appearance of text - More demonstrative PT videos

STARTING THE DESIGN

1

**PAPER
WIREFRAMES**

2

**DIGITAL
WIREFRAMES**

3

**LOW-FIDELITY
PROTOTYPE**

4

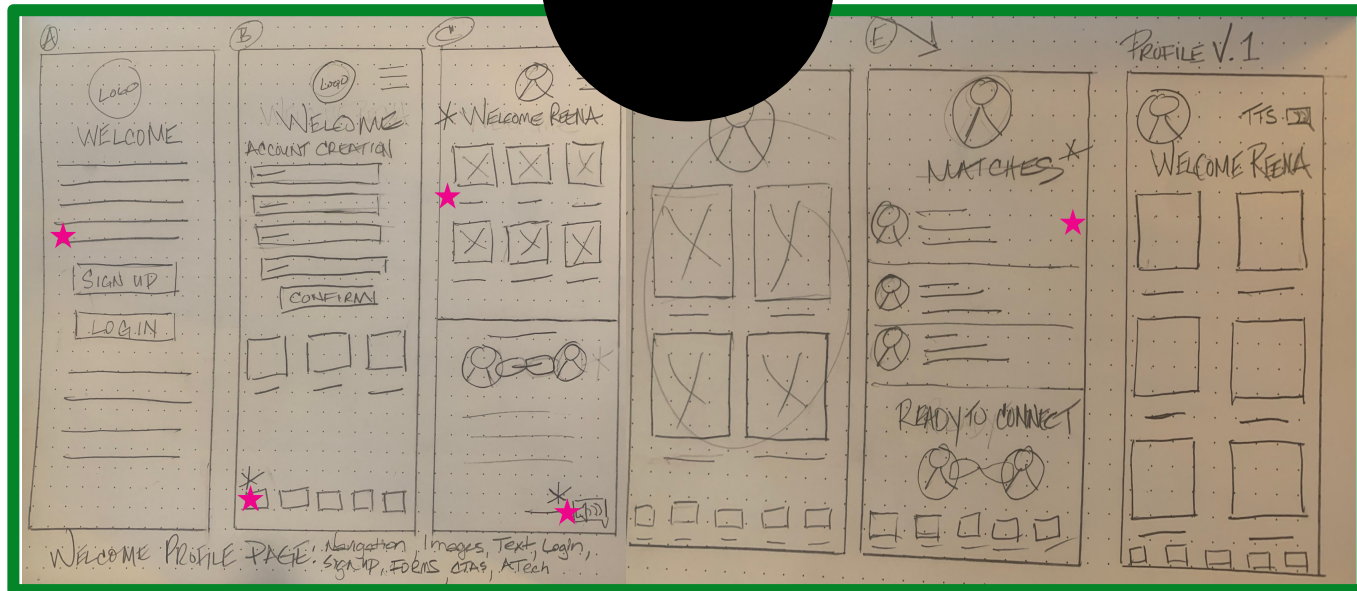
**USABILITY
STUDIES**

PAPER WIREFRAMES

SKETCHING

Sketching out the wireframes allowed me to visualize the various screens and elements that would carry over to the digital wireframes and how they would interact and address user pain points.

SKETCHES



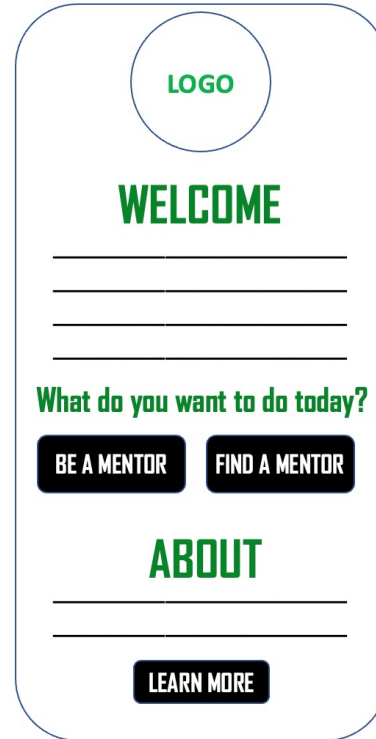
*Stars mark the elements of each sketch that would potentially be used in the initial digital wireframes.

DIGITAL WIREFRAMES

INITIAL DESIGN

Taking the wireframe sketches from paper to the initial design phase, was based on user research and feedback. The sketches helped serve as a guide to focus on the core content and structure best to serve the users.

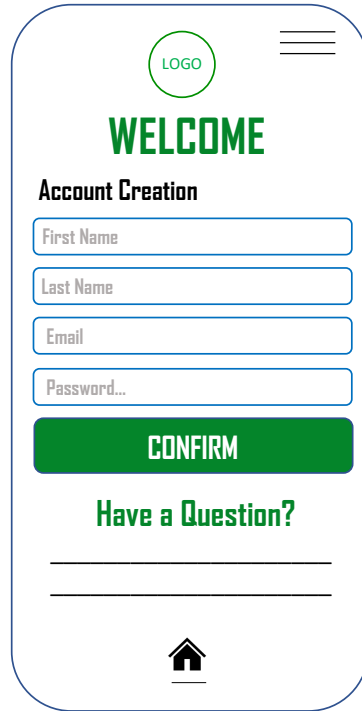
Placed the “What Do You Want To Do Today” and CTA buttons below the Welcome where they are easy to locate and user knows to take action. →



Kept the Homepage clean and relevant to avoid distraction and make it clear on what user should do.

DIGITAL WIREFRAMES

An easy and straightforward onboarding process was created to make it simple for users to create an account and complete process in as few steps as possible, so user can accomplish their primary goal, get matched with a mentor.



WELCOME

Account Creation

First Name

Last Name

Email

Password...

CONFIRM

Have a Question?

Home icon

This wireframe shows the 'Welcome' screen. At the top, there is a circular logo placeholder and a hamburger menu icon. The main heading is 'WELCOME' in large green letters. Below it is the 'Account Creation' section, which includes five input fields for 'First Name', 'Last Name', 'Email', and 'Password...'. A green 'CONFIRM' button is positioned below the password field. Underneath the button is the text 'Have a Question?' followed by two horizontal lines for a link. At the bottom center is a home icon.



Needs Assessment Form

First Name

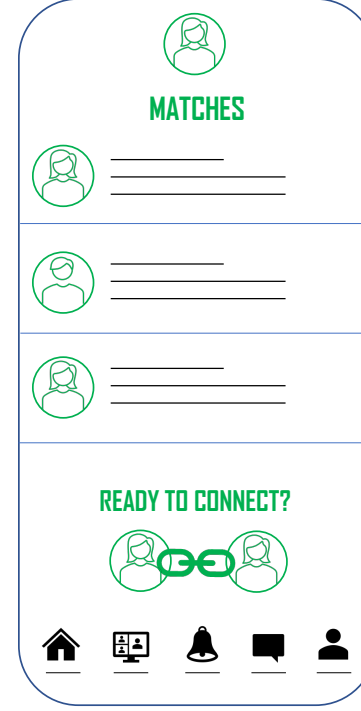
Last Name

Needs

SEE MATCHES

Home icon

This wireframe shows the 'Needs Assessment Form' screen. It features a user profile icon and a hamburger menu at the top. The title 'Needs Assessment Form' is in bold. Below the title are six input fields: 'First Name', 'Last Name', 'Needs', and three additional unlabeled fields. A green 'SEE MATCHES' button is at the bottom. A home icon is centered at the very bottom.



MATCHES

READY TO CONNECT?

Home icon, Profile icon, Bell icon, Chat icon, User icon

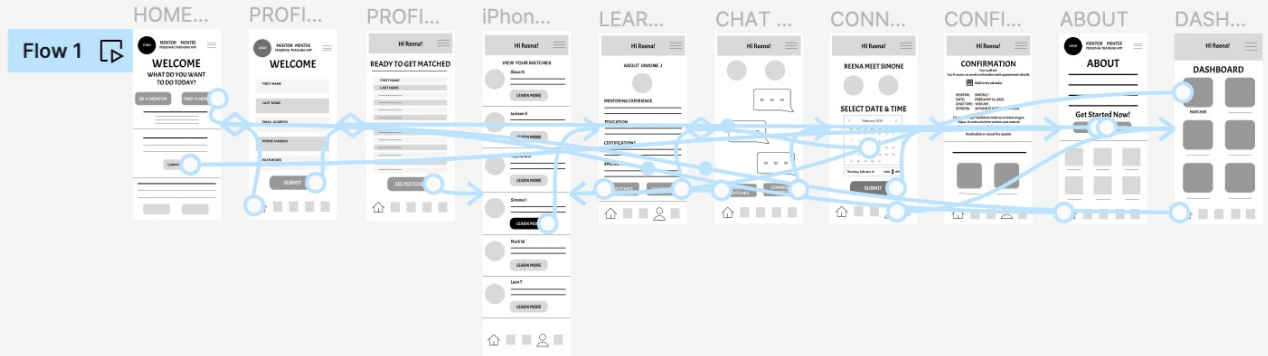
This wireframe shows the 'Matches' screen. It has a user profile icon and a hamburger menu at the top. The title 'MATCHES' is in green. Below the title are three rows, each with a profile icon and two horizontal lines for text. At the bottom, there is a section titled 'READY TO CONNECT?' with two profile icons connected by a green double-headed arrow. The bottom navigation bar contains five icons: a home icon, a profile icon, a bell icon, a chat icon, and a user icon.

LOW-FIDELITY PROTOTYPES

PROTOTYPING

Using the set of digital wireframes, I created a low-fidelity prototype to demonstrate the primary user flow. I connected the step-by-step process user would typically take from landing on the Homepage to completing their goal of finding a mentor.

PROTOYPES



[Low-Fidelity Prototype - Mentor Mentee Personal Trainer App](#)

USABILITY STUDY FINDINGS : FIRST ROUND

1

Users want button language on the “About the Mentor” page to be clearer and more obvious, so they know how to make initial contact with a Mentor.

2

Users seeking a quick and easy onboarding process with a minimum number of steps to accomplish their goal of connecting with a Mentor.

3

Users liked the simplicity of the navigation.

4

Users were pleased with the options for being able to connect with assistive technology.

USABILITY STUDY FINDINGS : SECOND ROUND

AFTER HIGH-FIDELITY PROTOTYPE REFINEMENT

1

Users liked the button hover feature but would like to see more animation.

2

Users found the additional 3-step explanation helpful.

3

Users found the onboarding process simple and direct.

4

Users would like more filter options when looking through mentor matches, in order to find the best match for them.

5

Users would like more clarity on how to schedule sessions and have the date and time based on their current time zone.

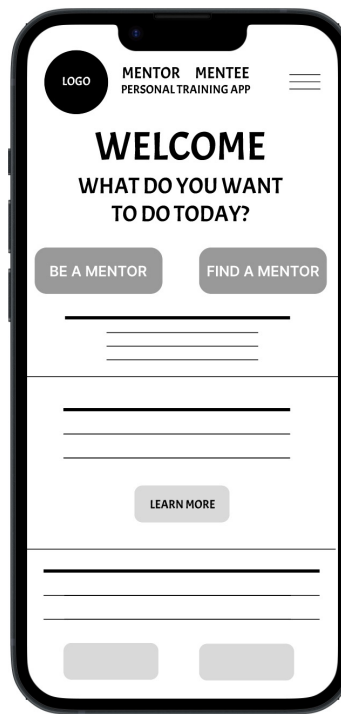
MOCK-UPS

Early mock-up designs had limited customization and visual appeal. After conducting the usability studies and reviewing the feedback, I **incorporated additional direction** for the Mentee, **with limited steps**, on how to “Find a Mentor,” **in order for them to accomplish their goal with ease**.

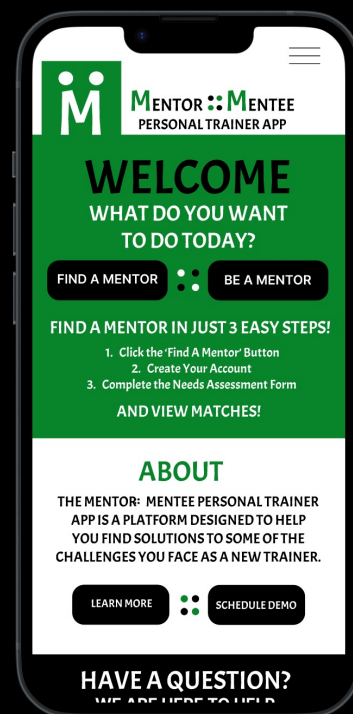
In addition, switched the buttons around, and placed the “Find a Mentor,” button on the left based on research revealing that the top-left **gets attention first**.

Lastly, **for better usability**, insured the important content stayed above the fold and big headlines, the primary call-to-action, **organization of content and hierarchy was clear and clean**.

BEFORE USABILITY STUDIES



AFTER USABILITY STUDIES

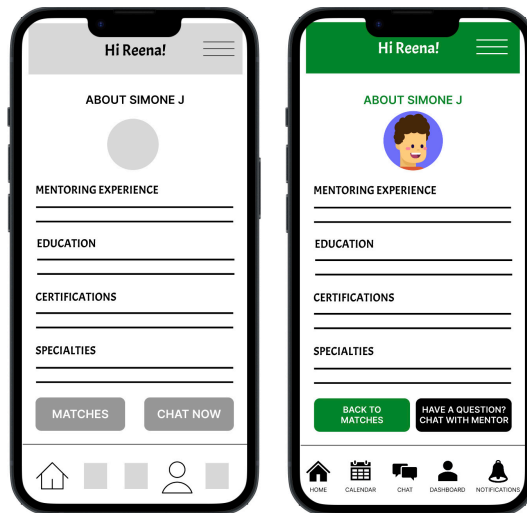


MOCK-UPS

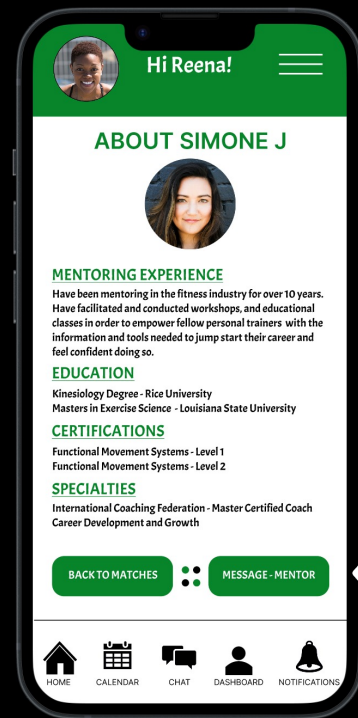
The second round of usability studies, based on additional iterations, provided more insight and valuable feedback. This initiated more overall revisions **to improve the user experience and to provide clearer direction** on the development process. Adjustments were made to various screens in order to meet the needs of the user.

Based on feedback, there was still some confusion on how to connect with the mentor from the Mentor Profile page, relating to the button language. In the latest revision, adjusted the button language to “Message Mentor,” and users found this clearer.

BEFORE USABILITY STUDIES 2



AFTER USABILITY STUDIES 2

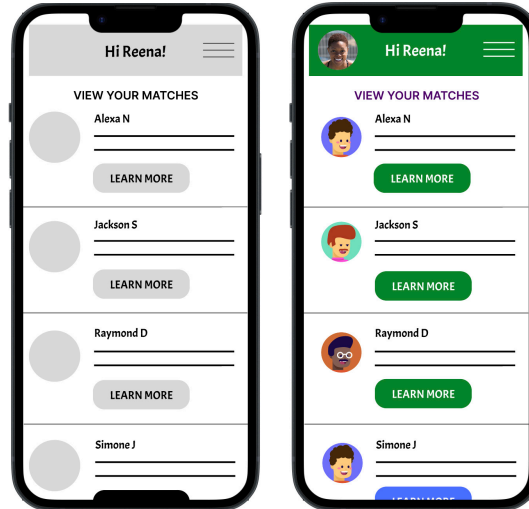


MOCK-UPS

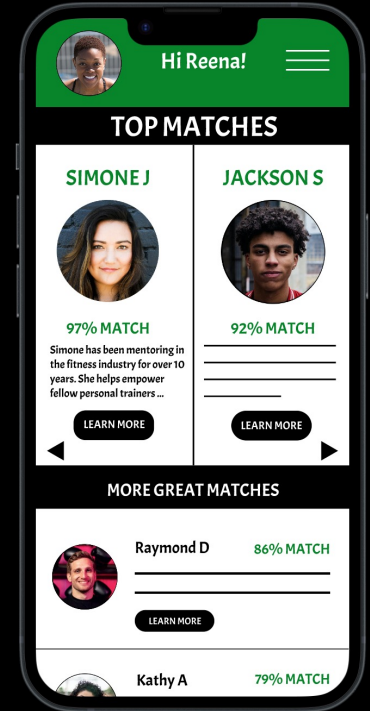
Another revision related to the “View Matches,” page, with the understanding that the user’s primary goal for utilizing the **Mentor:Mentee Personal Trainer App**, is to connect to a mentor. In the latest revision, **highlighted the Top Matches by increasing their size and placing them in a hierarchical position based on match ranking.**

In addition, rearranged the page by Top Matches, followed by More Great Matches, **to indicate to the user what mentors matched the users requirements, skills and desired set of goals.**

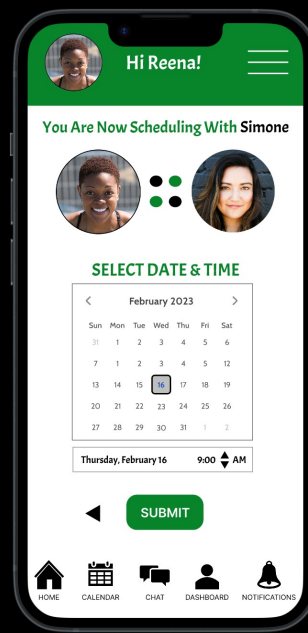
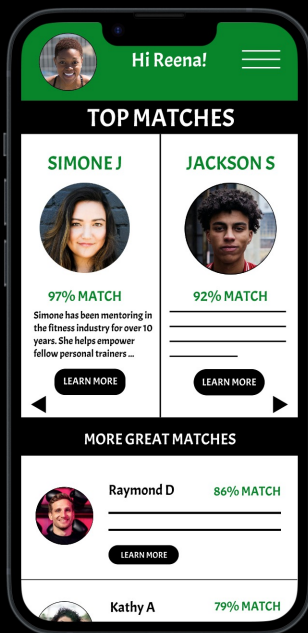
BEFORE USABILITY STUDIES 2



AFTER USABILITY STUDIES 2



KEY MOCK-UPS



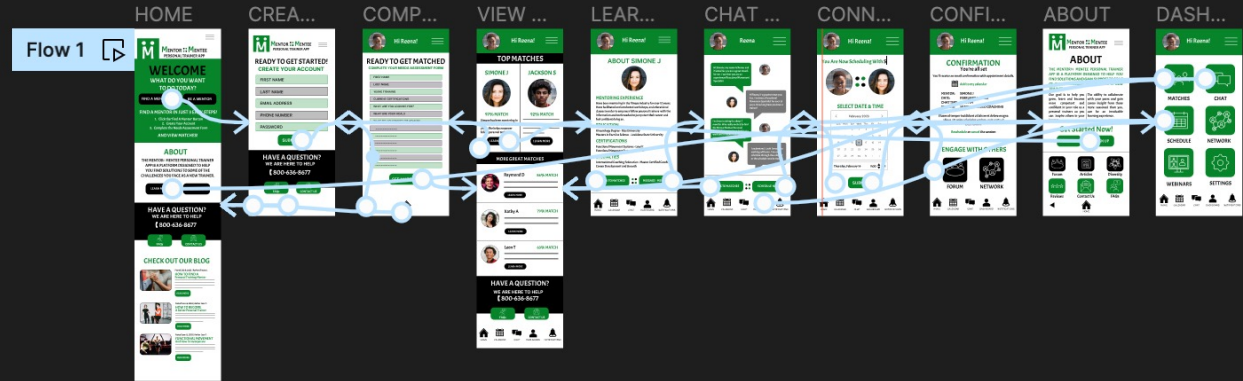
HIGH-FIDELITY PROTOTYPES

PROTOTYPING

The final high-fidelity prototype now includes functionality that will be present in the finished design.

This version features all the necessary functions, e.g buttons, interactions, and other elements that are clickable, interactive and improve the overall experience for the user.

PROTOYPES



[High-Fidelity Prototype - Mentor Mentee Personal Trainer App](#)

ACCESSIBILITY CONSIDERATIONS

1

Created access and inclusivity to users who are vision impaired by incorporating alt text to images for screen readers.

2

Incorporated icons to help make navigation easier and more fluid

3

Organized content using headlines and obvious titles to improve user experience.

4

Utilized color contrast to insure readability.

GOING FORWARD : TAKEAWAYS

IMPACT

The Mentor : Mentee Personal Trainer App has received rave feedback and users see value and benefit in the app.

Users stated the app could be a **game changer** and are **excited** for the official launch.

WHAT I LEARNED

When the idea for this app was initially presented, **I was instantly excited**. Having worked with a mentor in the past, **I know the value first-hand**. As the app developed, I kept going back to how this could benefit the user. Keeping this in mind, enabled me to design an experience **that kept the user front and center in every phase of development**. Feedback provided guidance and direction **in order to ensure that the users needs were being met through each and every iteration**.

GOING FORWARD : NEXT STEPS

1

Conduct another round of usability studies to validate and ensure user pain points have been effectively addressed.

2

Continue conducting user research in order to identify additional areas of improvement and ensure users needs are consistently being met.



Thank you for allowing me the opportunity to present my case study.

I look forward to your feedback.

Amanda Graff, UXD