



CASE STUDY

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PROJECT OVERVIEW

The Product

The HUNDO^P 1-on-1 Fitness Coaching for Teens website and app, is a platform that will enable users to connect with specialized fitness and life coaches, who provide the foundation for teenagers to find solutions to improving their overall health through customized fitness programs, mindset and the day-to-day challenges they face, while providing an outlet for stress, improved energy and positive mindset.

Project Background

September 15, 2023 to September 29, 2023

PROJECT OVERVIEW

THE PROBLEM

Although there is a saturation of fitness and health apps, none are specifically geared towards fitness teen coaching. In addition, there are no apps that combine both overall wellbeing and focus on the entire body, inside-out, and help teenagers develop a healthy body, mind and spirit.

THE GOAL

The HUNDO® 1-on-1 Fitness Coaching for Teens website and app is geared towards teens, between the ages of 13 – 18. The goal is to offer guidance, advice, skill development, clarity, encouragement and so much more, through an assigned and chosen 1-on-1 coach. A user centric design, with clear navigation, will be first and foremost, so user can accomplish their goal with ease.

PROJECT OVERVIEW

MY ROLE

UX Designer designing an app for HUNDO[®] 1-on-1 Fitness Coaching for Teens 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. Created all copy and design components.

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 website and app for, and their needs. Through the research I identified the targeted user as being between the ages of 13-18, and new to technology.

The main goal of the target audience varied between wanting to lose weight, school sports, reduce stress, learn healthier habits, and to feel better.

USER RESEARCH : PAIN POINTS

1

CUSTOMIZATION

Users have been unable to find a coaching program that is dedicated to teenagers, that is customized for them.

2

ASSESSIBILITY

There are currently no coaching programs that are equipped with assistive technology.

3

USABILITY

Users are seeking straightforward navigation and simplicity.

PERSONA : ANDREW

Andrew, just turned 13, and received an iPhone for his birthday: He wants to find a fitness coaching service that will help him get in shape for the upcoming lacrosse season.

"Amped about my new iPhone. My parents said they'd pay for a fitness coaching app if I find one I like."

GOALS

- Wants to build body and put on muscle
- Learn how to lift weights
- Wants a cool coach

FRUSTRATIONS

- Not confident using apps yet
- Too much talking
- Not sure a coach will get me



ANDREW

Age: 13

Education: 8th Grade

Hometown: Syracuse, NY

Family: Lives with his family.
Middle of three boys.

Occupation: Student

Andrew, or drew, as he likes to be called, has never participated in school sports. His older brother plays Lacrosse and he wants to learn. Drew knows he'll need to start working out and improve his stamina. He wants to find a fitness coaching app that he can use alone and with his buddies. He has a little over 2-months before the season starts and is super motivated.

PERSONA : GRACE

Grace is 15 and since her parents divorced, has gained weight. She is not comfortable in a gym environment and wants to find a fitness coaching Service that will enable her to workout at home.

"I've never used an app before. I don't feel comfortable working out in front of people, and want to find a service that I can do in my home."

GOALS

- Wants to feel more confident
- Learn healthier eating habits
- Wants to lose weight
- Wants a program that works for her

FRUSTRATIONS

- Would like to see exercise videos, not a bunch of reading
- Too much equipment
- Want 1-on-1 not group

When her parents divorced, both her and her sister were given iPhones, so both parents could communicate more easily when at different households. Grace admits she is rather shy and found the divorce difficult. Her parents have agreed that she can research fitness coaching services, but want to be able to monitor her use of her iPhone. They are very encouraging of her desire to loose weight and feel better about herself.

GRACE

Age: 15

Education: 10th Grade

Hometown: Syracuse, NY

Family: Her parents are divorced and have shared custody of both her and her older sister.

Occupation: Student

COMPETITIVE AUDIT

Prior to proceeding with the project, I performed an audit, and conducted research, in order to learn about potential competitors.

Features	Interaction			Visual design		Content	
	Accessibility	User flow	Navigation	Brand identity	Tone	Descriptiveness	
Good but not teen specific + Future offers a one-on-one coaching + Workouts are designed and created specific to users needs, goals and more. + Membership includes accountability and personalized coaching requirements + Tons of customer testimonials and reviews	Needs work - Was unable to locate info regarding assistive technology offerings	Very good + Makes sense + Clear and concise	Excellent + Clear and easy to use	Excellent + Well done and cohesive from website to app	Excellent Confident, clear and obvious	Excellent + Spot on with clear, succinct language. + Well balanced. + Offerings are center stage	
Good but not teen specific + Co-pilot offers a 1-on-1 coaching and accountability + Workouts are designed and created specific to users needs, goals and more. + Membership includes accountability and personalized coaching requirements + Tons of customer testimonials and reviews	Needs work - Was unable to locate info regarding assistive technology offerings	Very good + Clear objective and nice placement of CTAs - Unusual navigation order	Okay - Unusual, flow doesn't feel natural.	Okay + Well done and cohesive from website to app - Kind of childish in design, almost too much white space	Okay Dull, no real personality	Okay + Clear, succinct language + Good use of videos in top slider + Well placed CTAs	
Good + Per reviews, teens are providing feedback that app works and they are getting taller. + Users report they like that app is free, other than the \$5.99 to remove ads.	Needs work + Does have TTS Voice - Per reviews, app is glitchy and in need of an update - Only available on iPhone	Not enough info to make determination	Not enough info to make determination	Not enough info to make determination	Not enough info to make determination	Not enough info to make determination - No mention of app having assistive technology	
Since GymGuyz does not an actual website or app that enables users to workout from their platform, unable to assess features.	Needs work - No info available regarding assistive technology offerings on their website or app.	Since GymGuyz does not an actual website or app that enables users to workout from their platform, unable to assess features.	Since GymGuyz does not an actual website or app that enables users to workout from their platform, unable to assess features.	Gym Guyz is consistent with their brand through-out and carries it through the website, app, the v,ans, and trainers representing the company.	Tone is strong, to the point and spot on.	Very Good + Their offerings are clear and concise + CTAs are well placed	
Excellent but not teen specific + Tons of unique workouts to choose from. + Teens might be more swayed to workout if they recognize an athlete - Workouts are not geared towards teens and their specific requirements - Language might be too advance for teens with limited fitness understanding.	Needs work - No info available regarding assistive technology offerings - No real direct coaching or way to customize workouts based on age and ability	Needs work + Makes sense + Offers whole body workouts - Per user feedback, complaints about bugs not being fixed. - App states for ages 4+ but that's not the case - App doesn't capture information properly per user feedback	Good + Pretty standard for mobile app	Excellent + Puma has spent a lot of money and it shows. Great graphics and videos. - Overall design very adult... not necessary for younger teens.	Excellent. Inspiring but might be overwhelming and or intimidating to young teens.	Excellent + Gamers trust + The Puma brand does not disappoint. + Wide range of offerings, even monthly challenges. - Downloaded app to see and learn more but kept getting bounced out when signing in. Error message "your session expired," even though no time had lapsed. Obviously there is a glitch	
Excellent but not teen specific + Tons of unique workouts to choose from. + Teens might be more swayed to workout if they recognize an athlete - Workouts are not geared towards teens and their specific requirements - Language might be too advance for teens with limited fitness understanding.	Needs work - No info available regarding assistive technology offerings - No real direct coaching or way to customize workouts based on age and ability	Needs work + Makes sense. + Offers whole body workouts - Per user feedback, complaints about bugs not being fixed. - App states for ages 4+ but that's not the case - App doesn't capture information properly per user feedback	Excellent + Clear and easy to use	Excellent + Nike has spent a lot of money and it shows. Great graphics and videos. + Can see this appealing to teens but might be overwhelming.	Excellent. Inspiring but might be overwhelming and or intimidating to young teens.	Excellent + Gamers trust + The Nike brand does not disappoint. + Movements are shown in short video clips + Tons of routines that require no equipment + Although no 1-on-1 coaching there are nutrition tips, recipes and meditation/mindfulness coaching clips	

DESIGN PROCESS : STEPS

1

**PAPER
WIREFRAMES**

2

**DIGITAL
WIREFRAMES**

3

**LOW-FIDELITY
PROTOTYPE**

**USER TESTING
ITERATIONS+**

4

**HIGH-FIDELITY
PROTOTYPE**

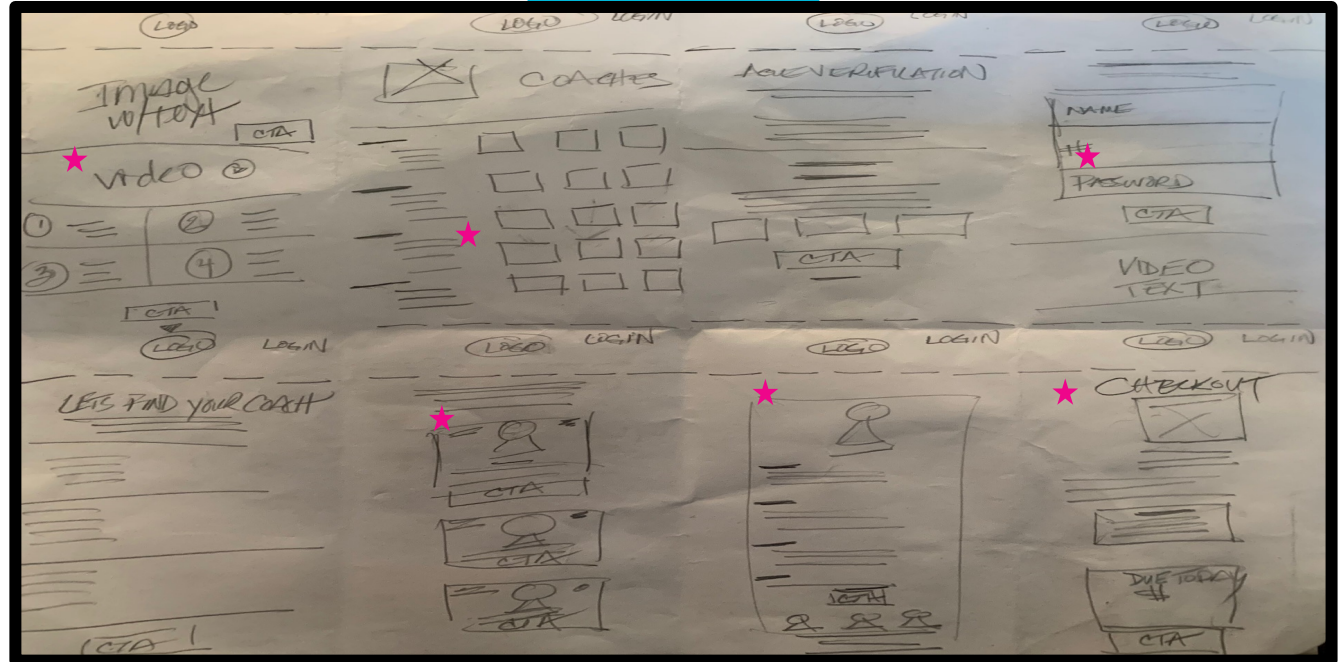
**USER TESTING
ITERATIONS+**

ORIGINAL IDEATION : PAPER SKETCHES

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. As the project developed, iterations were done and additional screens were incorporated to address all the user needs.

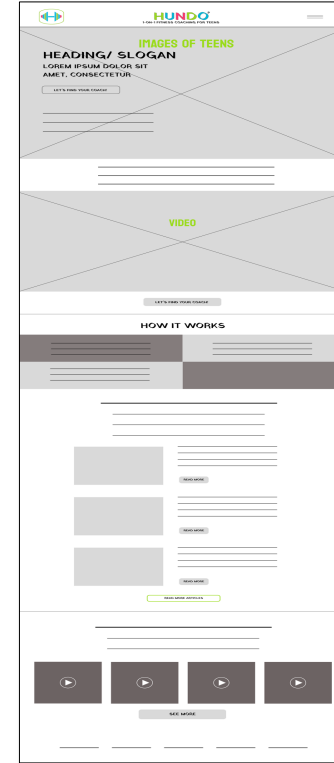
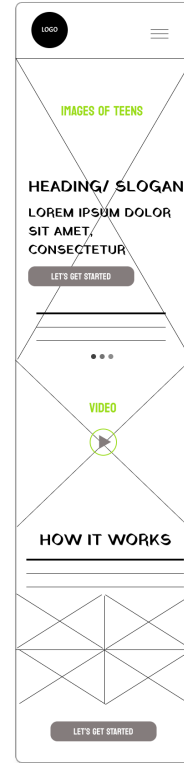
SKETCHES



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

WIREFRAMES : SCREEN SIZE VARIATIONS

From research I learned that a large majority of users will access HUNDO^P 1-on-1 Fitness Coaching for Teens from their mobile device. I created cleaner iterations of the Homepage to demonstrate how it would look on various screens and/or device sizes.

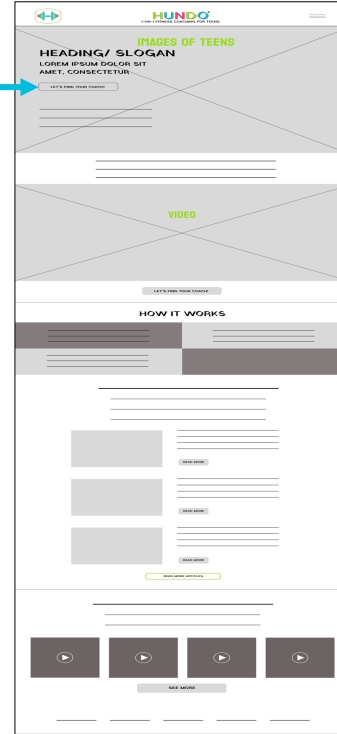


DIGITAL WIREFRAMES

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.

Bearing in mind, the primary user will be between the ages of 13 to 18, wanted to ensure ease of use, goal could be accomplished with a minimum of steps and any-and-all information was appealing to audience and uncluttered. Primary CTA button was placed below the initial greeting, where it's easy to locate and user knows to take action.



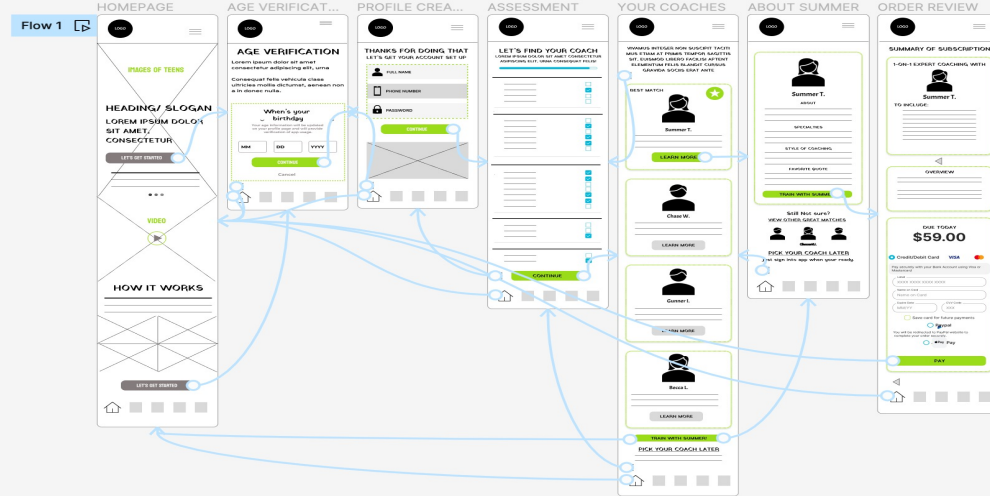
Kept the Homepage clean and relevant to users goal, in order to avoid distraction and make it clear on what user should do.

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 coach.

PROTOTYPES



Hundo 1-on-1 Fitness Coaching For Teens Low-Fidelity Prototype

USABILITY STUDY : PARAMETERS

STUDY TYPE

**UNMODERATED
AND
MODERATED**

LOCATION

**UNITED STATES
REMOTE**

PARTICIPANTS

5

LENGTH

10-15 MINUTES

USABILITY STUDY : FINDINGS

1

Users seeking confirmation after subscription payment.

2

Users wanted an option to video chat with coach prior to selection and subscription payment.

3

Users liked the simplicity of finding a coach and found the process simple.

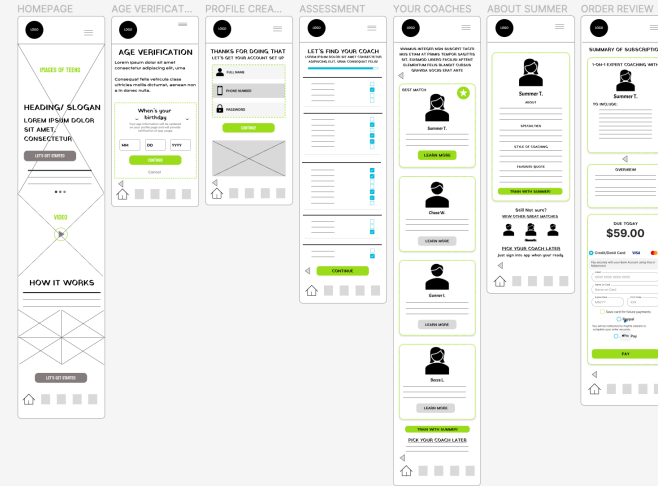
4

Users had questions about connecting with assistive technology and other questions.

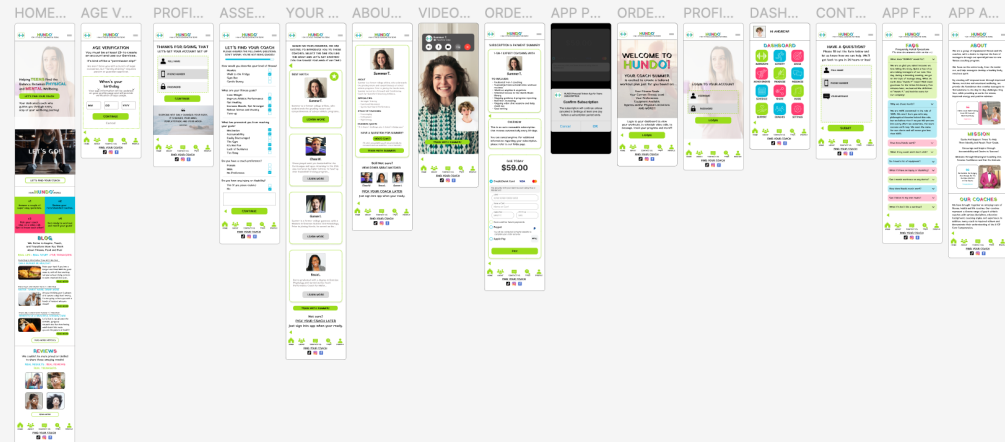
MOCK-UPS

Bringing the knowledge I gained from previous UX course projects, took more time creating my initial wireframe design. The feedback I received from test users and study participants, provided valuable insight into improving the user journey even more and involved incorporating quite a few updates pertaining to navigation through site and developing additional pages.

BEFORE USABILITY STUDIES



AFTER USABILITY STUDIES



MOCK-UPS

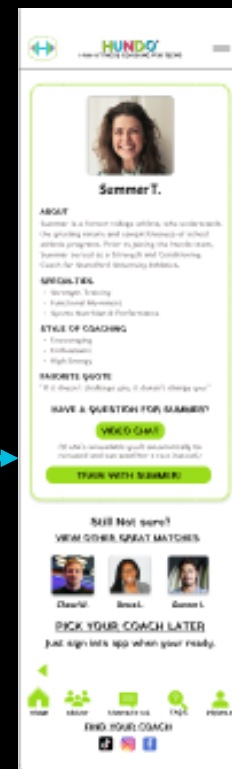
Early mock-up designs had limited customization and visual appeal. After conducting usability studies and reviewing feedback, I implemented improvements to the process.

Based on feedback, users wanted an option to video chat with coach prior to selection and subscription payment. Incorporated a CTA video chat option to address user concern.

BEFORE USABILITY STUDIES



AFTER USABILITY STUDIES



MOCK-UPS

Based on feedback, users were seeking confirmation, after subscription payment.

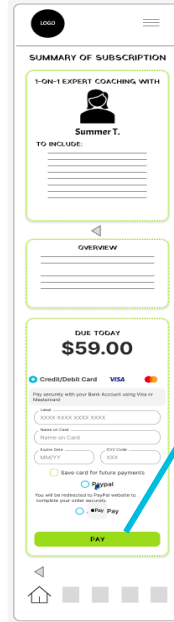
In addition, users were seeking direction upon approval of subscription payment.

For the new iterations, created a confirmation page that included an account login option.

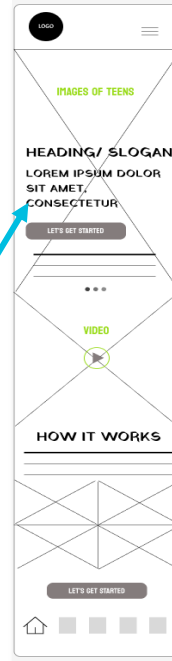
In addition, to improve user navigation, incorporated a footer to allow users to quickly move around and find secondary content related to the site.

BEFORE USABILITY STUDIES

Subscription payment page



Original Homepage



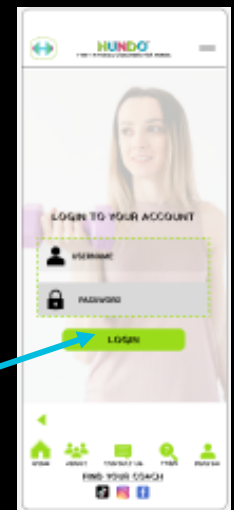
Original interaction of the subscription payment page took the user directly to Homepage after submission.

AFTER USABILITY STUDIES

Subscription payment page

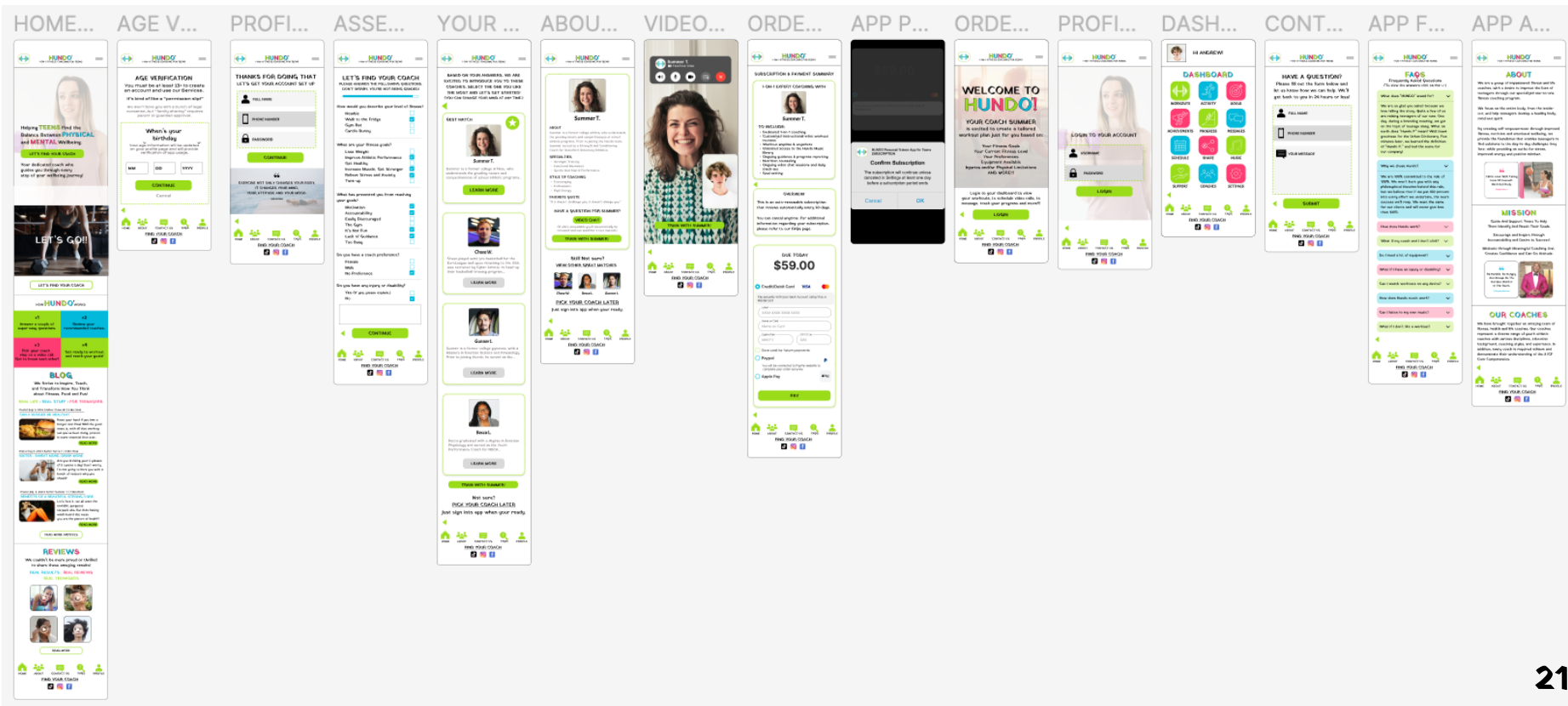


Original Homepage



New interactions now include a confirmation and summary, along with direction for user, a login option and footer elements, combining both icons and verbiage.

MOCK-UPS : ORIGINAL SCREEN SIZE



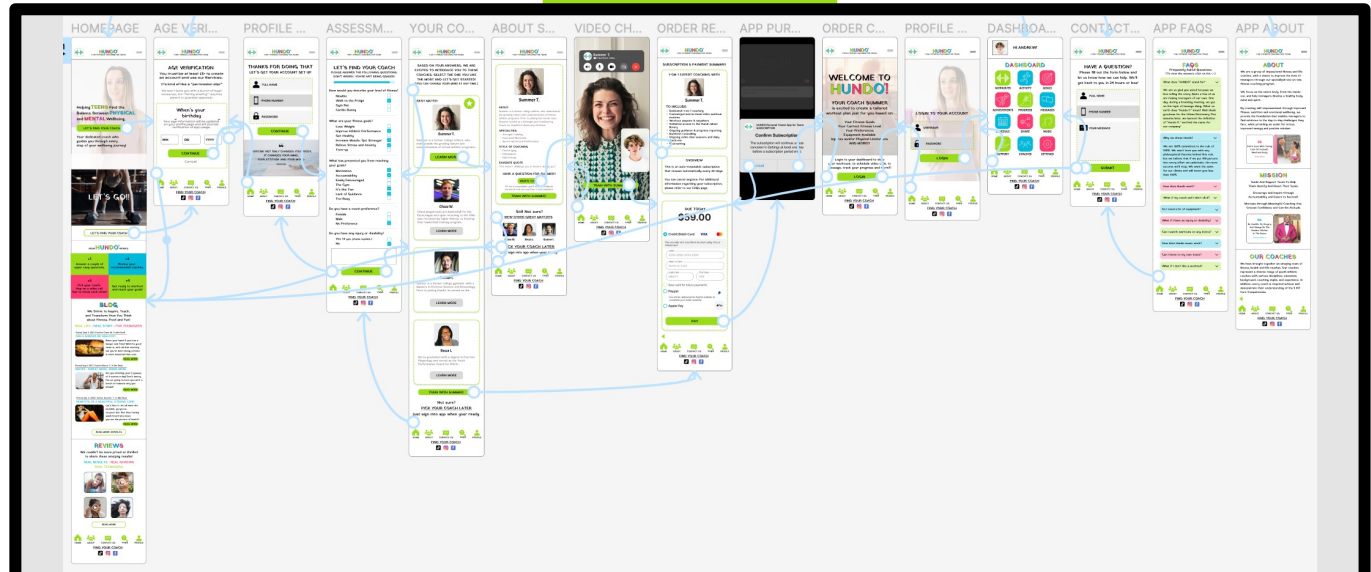
HIGH-FIDELITY PROTOTYPES

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.

PROTOTYPES



High-Fidelity Prototype - HUNDO 1-on-1 Fitness Coaching For Teens Website

ACCESSIBILITY CONSIDERATIONS

1

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

2

Incorporated descriptive and explicit link labels, with clear and concise language in order to make navigation easier and more fluid

3

Organized content using headlines with different text to indicate visual hierarchy and obvious titles to improve user experience.

4

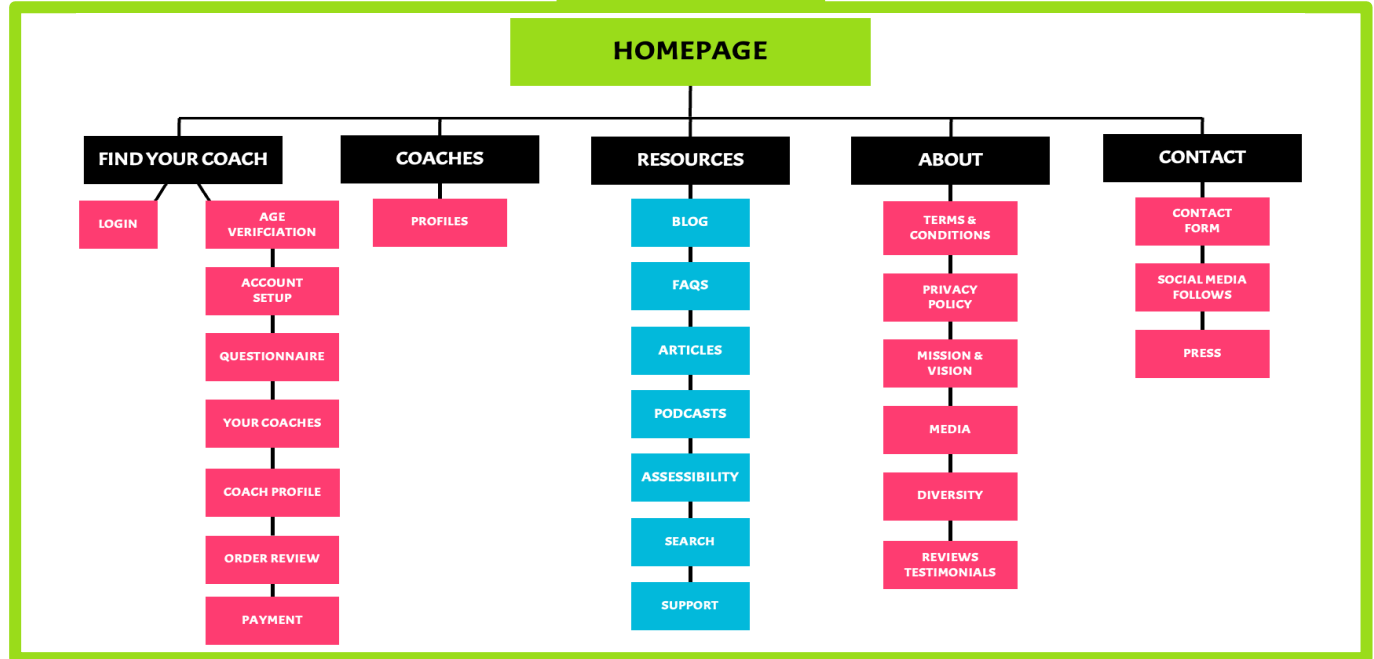
Utilized color contrast to insure readability.

SITEMAP

PURPOSE

Primary reason for creating the Sitemap was to ensure consistency across all screen sizes and help organize the user flow. The sitemap helped categorize the pages, allowing for more responsive design and an enhanced user journey.

LAYOUT



RESPONSIVE DESIGNS

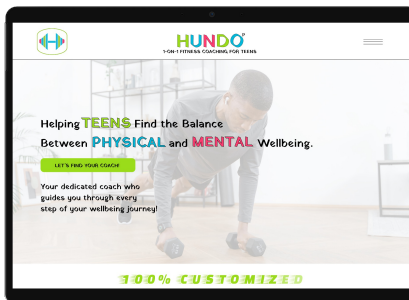
PROCESS

Adapted my original mobile design to include additional screen sizes for tablet and desktop/laptop. The responsive design allows for an optimized user experience, regardless, of the user's environment.

MOBILE



TABLET



DESKTOP/LAPTOP



GOING FORWARD : TAKEAWAYS

IMPACT

The Hundop 1-on-1 Fitness Coaching for Teens website and app is being well received and user feedback has been excellent.

Users like the latest updates (iterations).

WHAT I LEARNED

Prior to proceeding with the project, I did a deep dive into the industry and conducted research in order to gather information about the user, their behavior and preferences, in addition to gathering information about competitors. 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.



CASE STUDY

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

I look forward to your feedback.

**Amanda Graff
UXD, Graphic Designer, Writer**