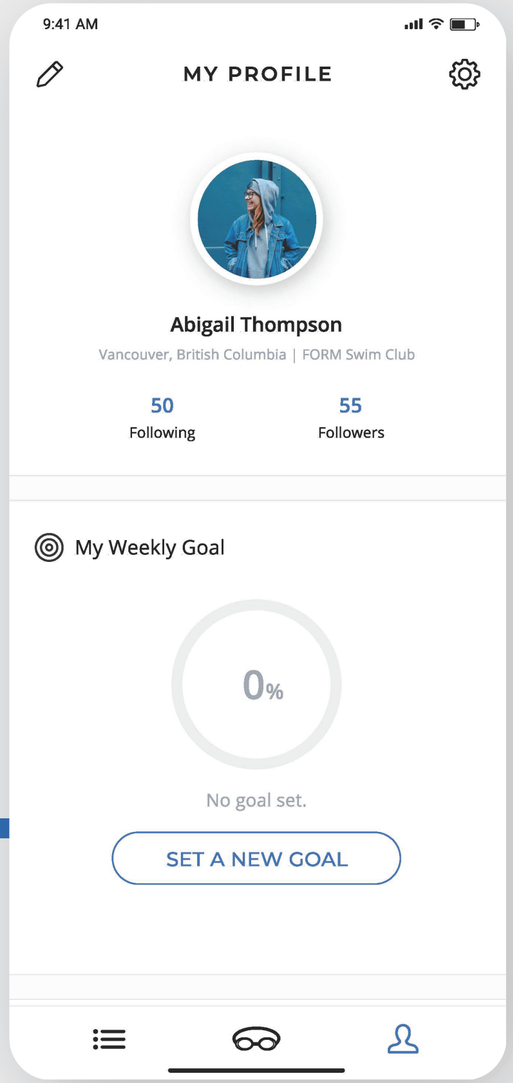
FITNESS APP
UX/UI DESIGN

JANET BRANDON



ABOUT

SWIM STATS APPLICATION

FORM is a Canadian tech company specializing in smart swimming technology. Their current application allows users to track their swim statistics and improve their overall performance over time.

For this application, we used user experience methods to update the design of the Goals feature in the FORM application.

PROBLEMS

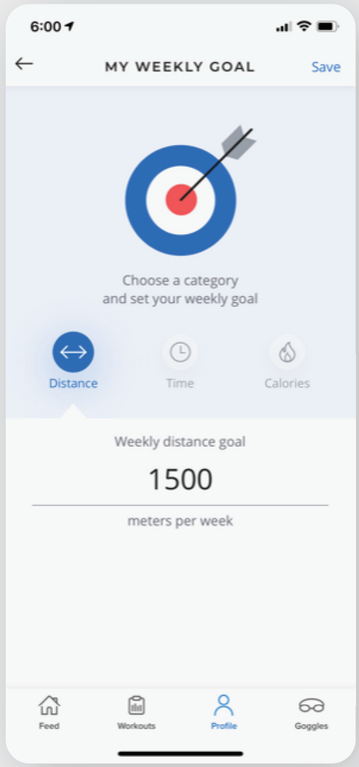
User engagement with the Goals feature is low

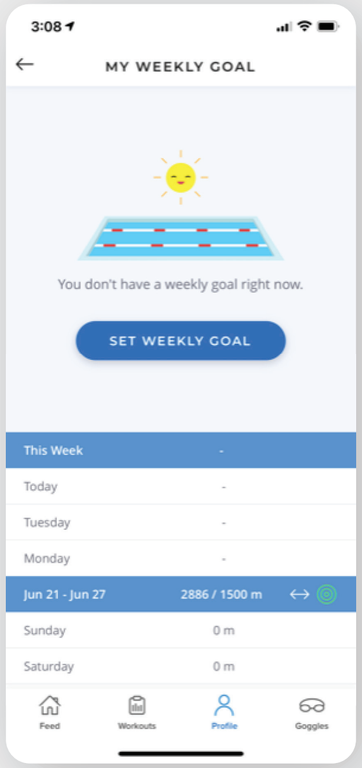
The Goals feature is limited in terms of types of goals users can set

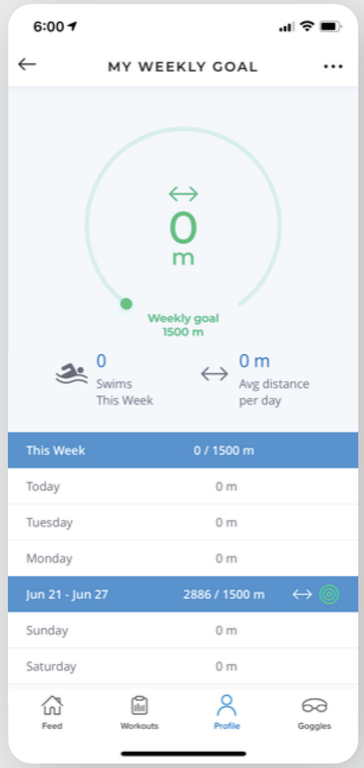
The Goals feature is visually inconsistent with the rest of the app

Profile screen is out of date and lacking in visual interest

ORIGINAL DESIGN







MOOD

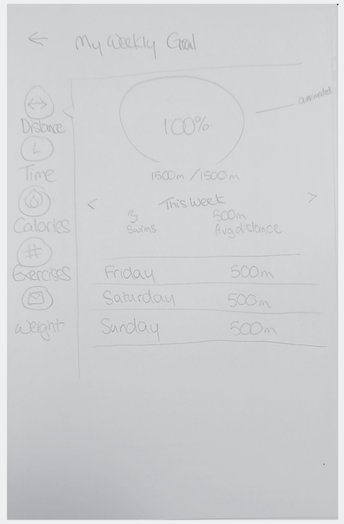
MONTSERRAT SEMIBOLD

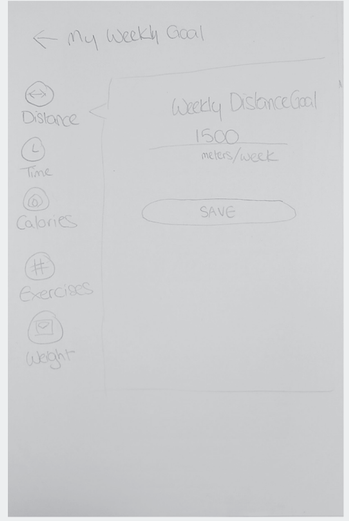
Open Sans SemiBold

Open Sans Regular - Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad et minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent nostid luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut.

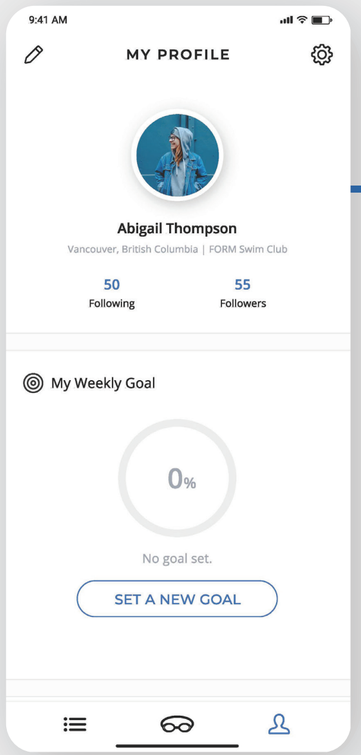
APPROACH

To apply user research and testing to determine the best design for the optimal user experience. Some initial rapid wireframing is applied to the design process to determine new possibilities for the end product.

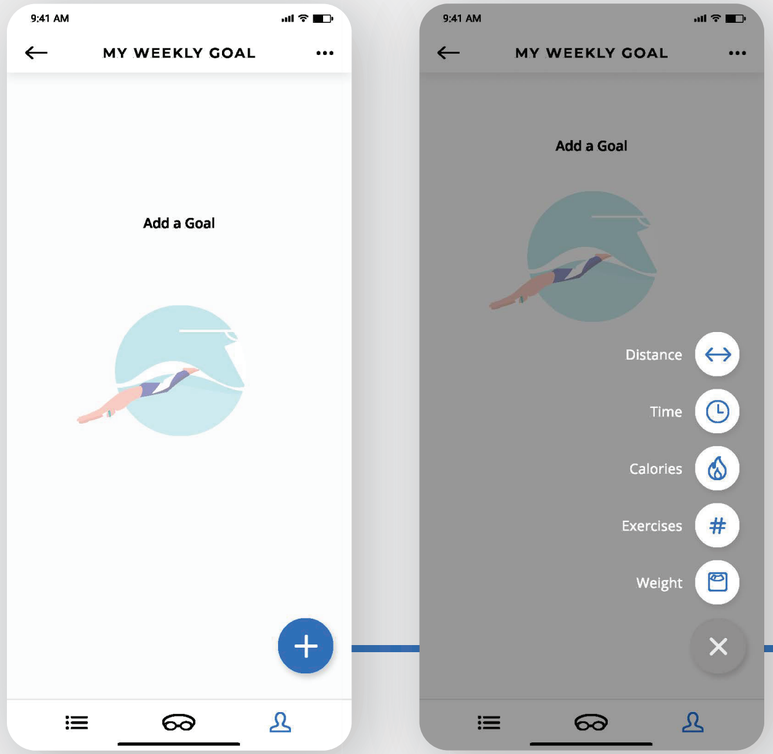




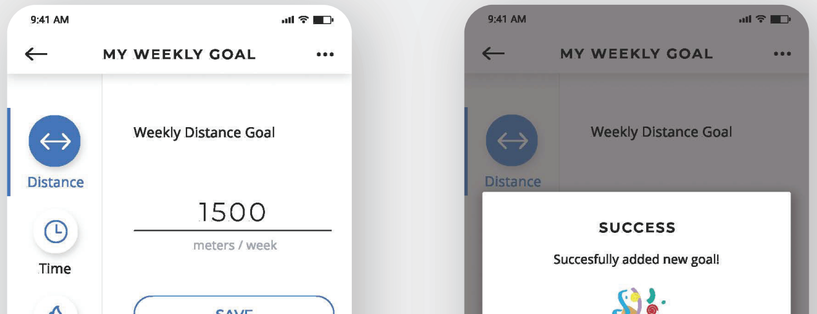
SOLUTION



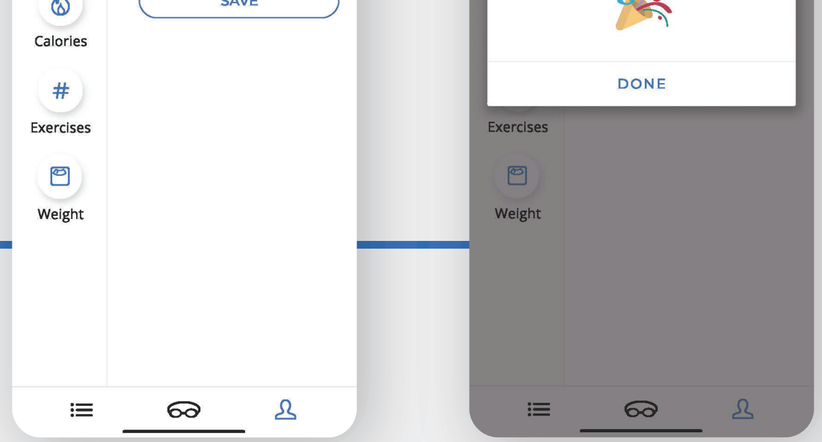
Profile page brings new trends and simplification to the overall layout, to garner new interest for the user.

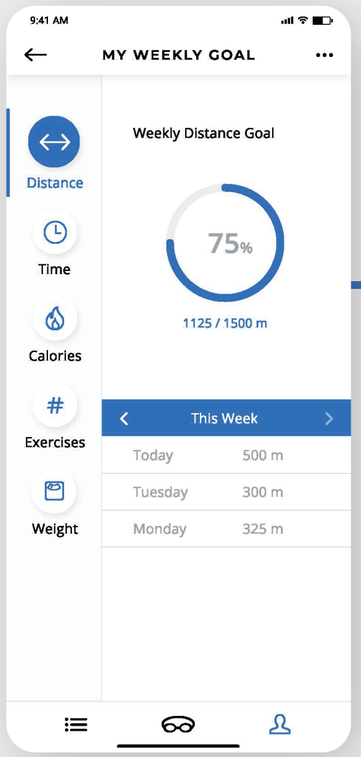


Visual interests on the page and animated interactions bring a newly enhanced engagement to the user experience.



More fitness goal types are added, and new success interaction features bring satisfaction to the user.





Assets are more cohesive and modern, while the page animations encourage user engagement and add value for users to continue adding their fitness statistics daily into the app.

9:41 AM
MY WEEKLY GOAL
Add a Goal
Distance
Time
Calories
Exercises
Weight
Weekly Distance Goal
1500
meters / week
SAVE
75%
1125 / 1500 m
This Week
Today 500 m
Tuesday 300 m
Monday 325 m
MY PROFILE
Abigail Thompson
Vancouver, British Columbia | FORM Swim Club
50
Following
55
Followers
My Weekly Goal
0%
No goal set.
SET A NEW GOAL