

# Peak Performance

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# Project overview



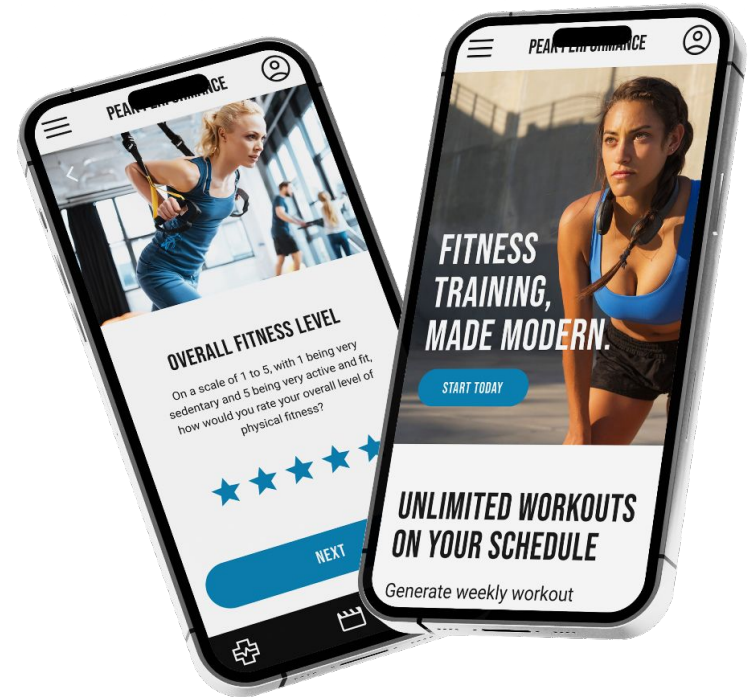
## The product:

Peak performance is a user-friendly fitness coaching tool designed for individuals who are new to technology. An easy to use platform where you can set personalized fitness goals, track progress, and receive expert guidance from certified trainers.



## Project duration:

March 10-20, 2023



# Project overview



## The problem:

Many people who are new to technology struggle to find a fitness coaching tool that is easy to use and understand.



## The goal:

The goal of peak performance solves this problem by providing a user-friendly interface that guides individuals through personalized workouts and tracks their progress. Our goal is to empower people on their fitness journey.

# Project overview



## My role:

Lead UX designer creating the app design and responsive website from conception to delivery.



## Responsibilities:

Conducting interviews, digital wireframing, low and high-fidelity prototyping, conducting usability studies, iterating on designs, determining information architecture, and responsive design.

# Understanding the user

- User research
- Personas
- Problem statements
- Competitive audit
- Ideation

# User research: summary



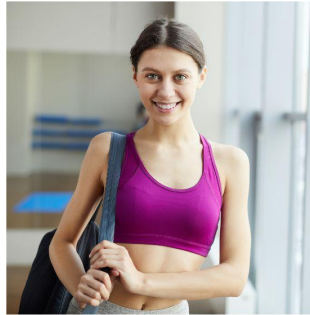
The user research conducted for Peak Performance revealed that the target user, who are new to technology, find it difficult to navigate through fitness apps. They also expressed frustration with complexity of workout plans and lack of personalized guidance. Additionally, users highlighted the importance of tracking progress and having a sense of accountability to stay motivated.

Based on findings the goal of the Peak Performance app is to provide simple, user-friendly interfaces for individuals who are new to technology.

# Persona 1: Corrine

## Problem statement:

Corrine is a single mother of two who leads a busy lifestyle and wants an app that will help her stay on track with her fitness goals while accommodating her busy schedule.



**Corrine**

**Age:** 42  
**Education:** Associates Degree  
**Hometown:** Los Angeles  
**Family:** Single  
**Occupation:** Yoga Instructor

“I want a fitness app with clear instructions and navigation. I want progress with my fitness goals”

### Goals:

- To stay fit and healthy
- Needs an app that is easy to use and understand, with clear instructions and navigation

### Frustrations:

- Finds it difficult to use technology and becomes overwhelmed by complicated interfaces and unclear instructions
- Struggles to stay motivated and on track with her fitness goals

Corrine is a single mother of two, who values health and wellness. She leads a busy life and teaches yoga classes in her community. She is committed to living a healthy lifestyle and wants an app that will help her stay on track with her fitness goals while accommodating her busy schedule and lack of technical expertise.

## Persona 2: Josh

### Problem statement:

Josh is a married 35 year old man with two kids. He struggles to find the time to go to the gym and stay motivated.



Josh

**Age:** 35

**Education:** Bachelors Degree

**Hometown:** Los Angeles

**Family:** Married, 2 kids

**Occupation:** Manager at company

“I want a fitness app that motivates me and a personal coach who can prevent me from getting injured when I workout”

### Goals:

- To get back in shape
- Improve overall health
- Structured workout plan with his busy lifestyle

### Frustrations:

- Struggles to find the time to go to the gym
- Often feels lost and unmotivated when he does go
- Does not feel confident in his ability to work out and avoid injuries

Josh a married 35 year old man with two kids. He struggles to find the time to go to the gym and when he does go he is often unmotivated and worried that he will work out incorrectly and injure himself. He is comfortable with using mobile apps but prefers simple and intuitive interfaces.



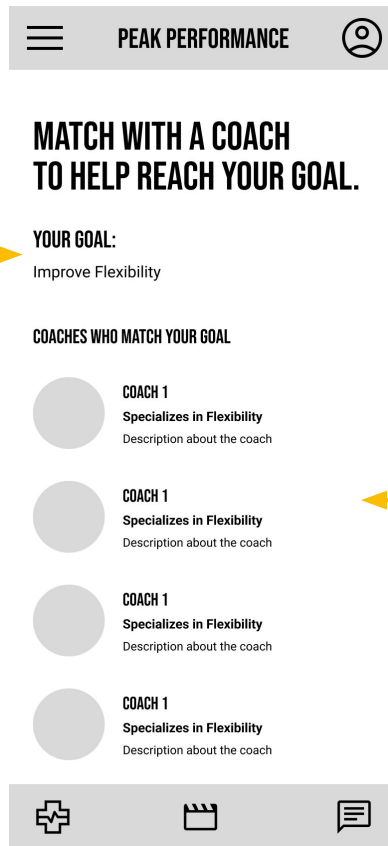


# Digital wireframes

Following ideation and initial drafts, I developed the preliminary designs for the peak performance app.

These designs emphasized personalized guidance, enabling users to select a personal goal and match with a coach who specializes in their specific area of focus.

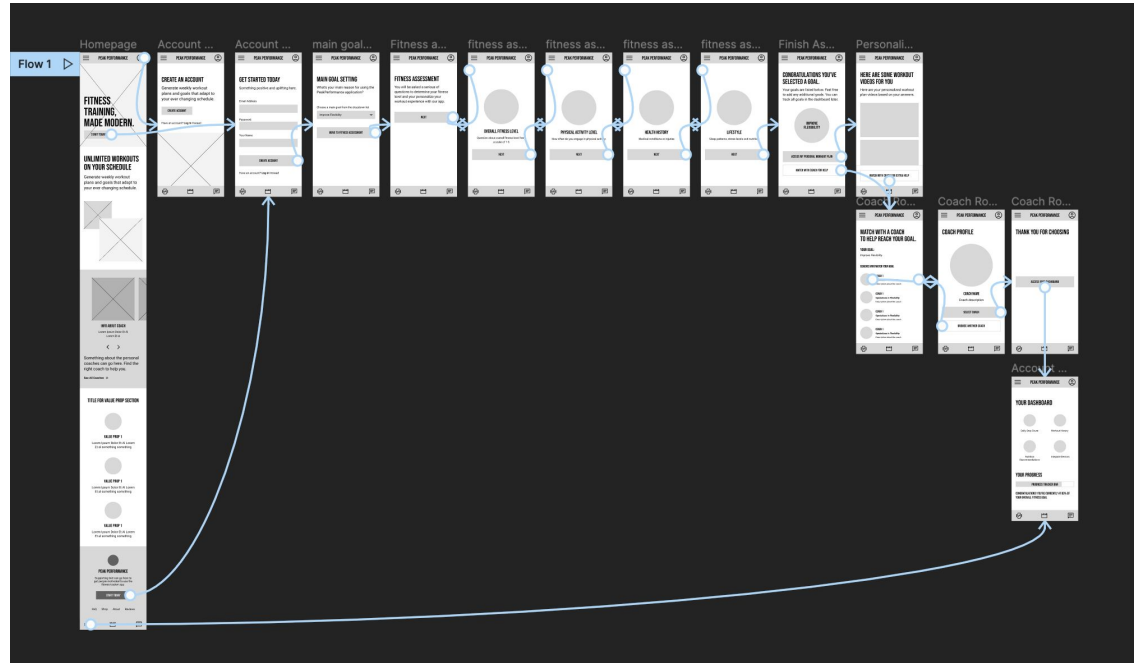
User chooses goal within the app on previous screen



Easy to browse coaches that can help you along in your fitness journey

# Low-fidelity prototype

To prepare for usability testing, I developed a low-fidelity prototype that mapped out the user flow for selecting a fitness goal, tracking progress independently, or opting to connect with a coach for additional support.



# Usability study: parameters



## Study type:

Unmoderated usability study



## Location:

USA, remote



## Participants:

3



## Length:

20 minutes

# Usability study: findings

Main findings from the usability test.

1

## Goal Setting

Users found the personalized goal-setting feature to be highly effective in motivating them to stay on track.

2

## Interface

The app's clean and intuitive interface made it easy for users to navigate and find the information they needed.

3

## Coaching Features

Users found the ability to match with a coach who specializes in their specific goal to be a valuable feature. Users wanted to know the rating of each coach.

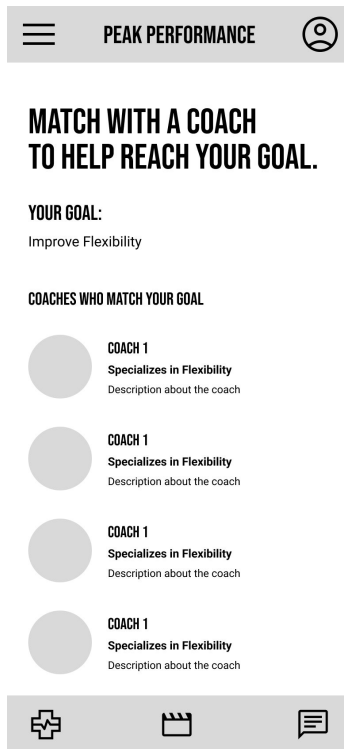
# Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

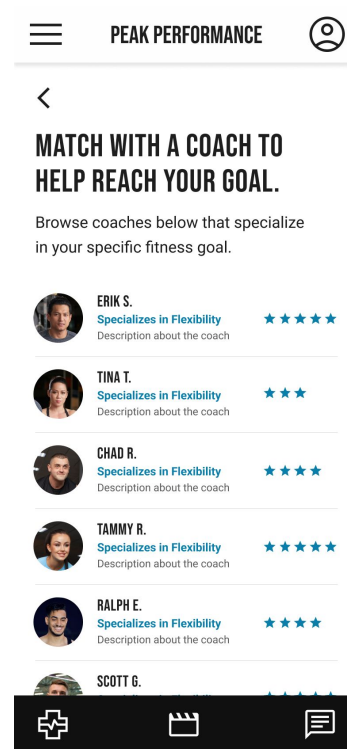
# Mockups

Based on insights from the usability studies, I applied some design changes. Users wanted a way to view the rating of coaches before selecting a coach to match their personalized goal.

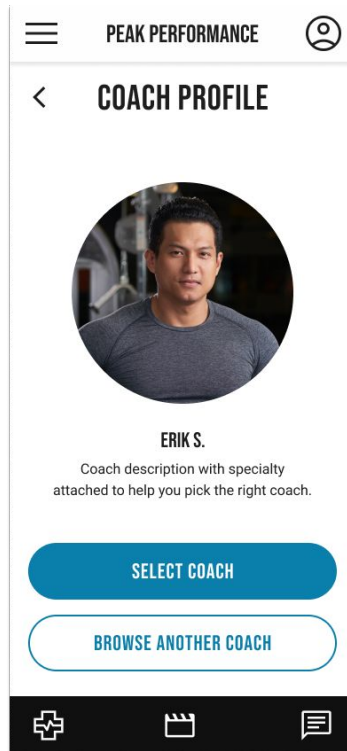
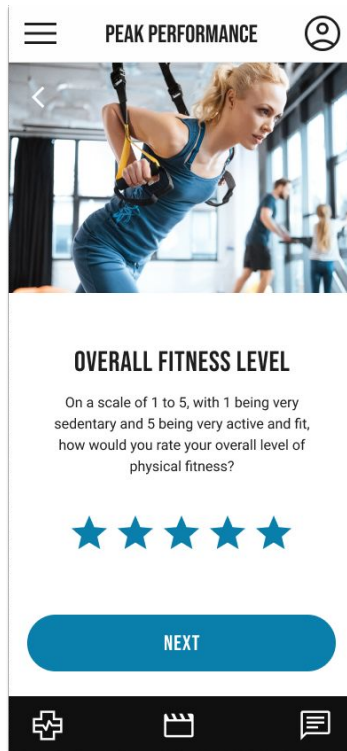
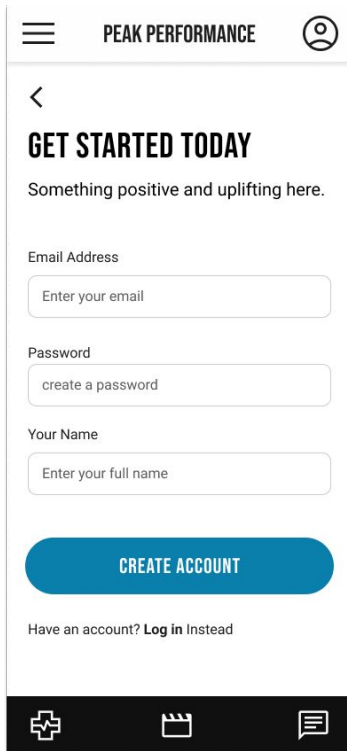
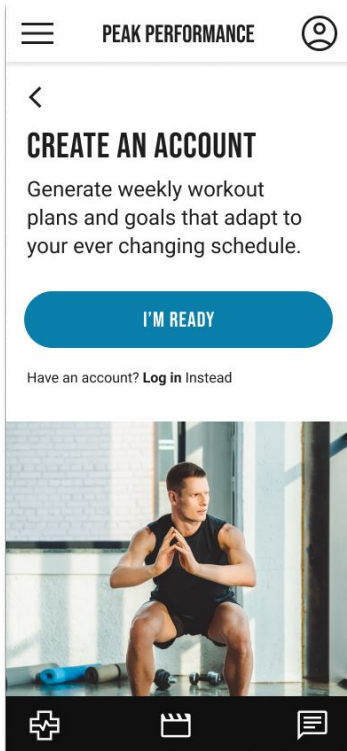
## Before usability study



## After usability study



# Mockups

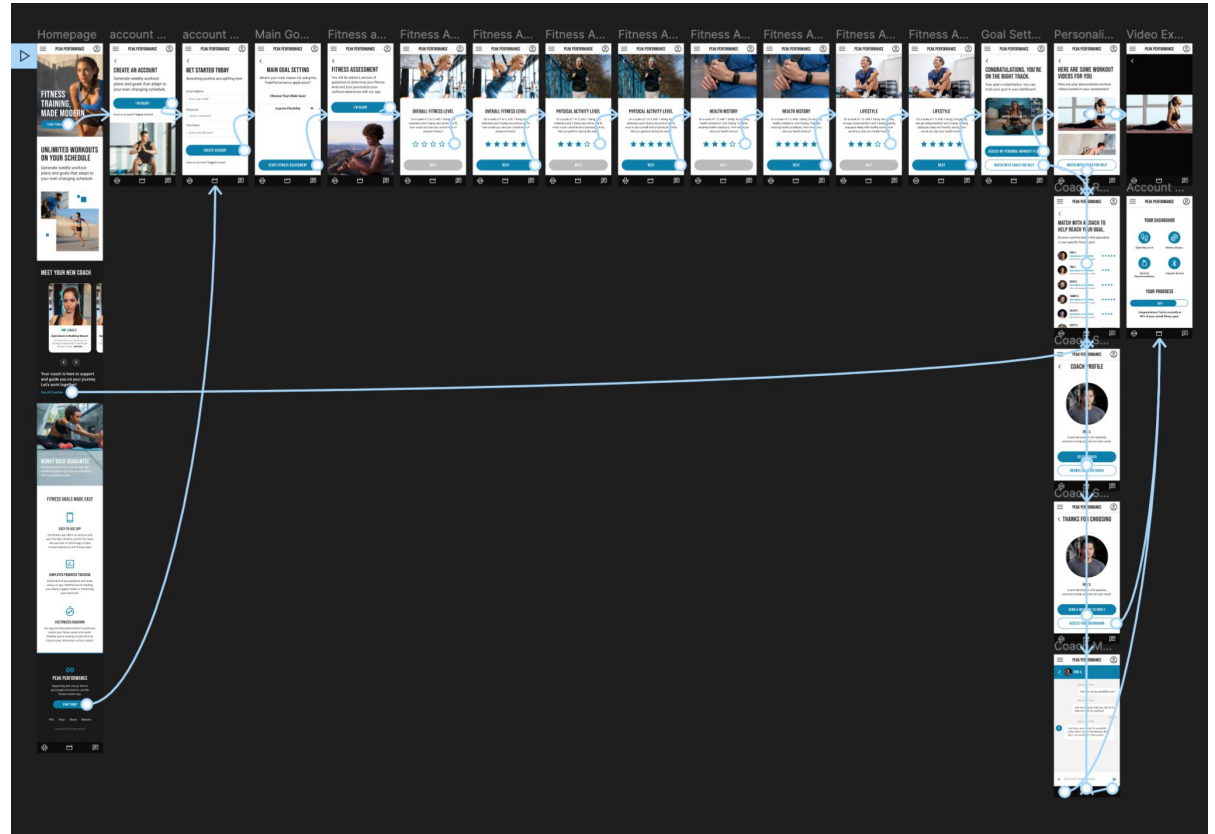




# High-fidelity prototype

High-fidelity prototype followed by the same user flow as the low-fidelity prototype, including small design changes made after the usability study.

## [High-Fidelity Prototype](#)



# Accessibility considerations

1

Used easy to read fonts and color contrast for users with visual impairments.

2

App is compatible with screen readers.

3

Options provided for users with physical disabilities. Park of the fitness assessment included in the app addresses this issue.

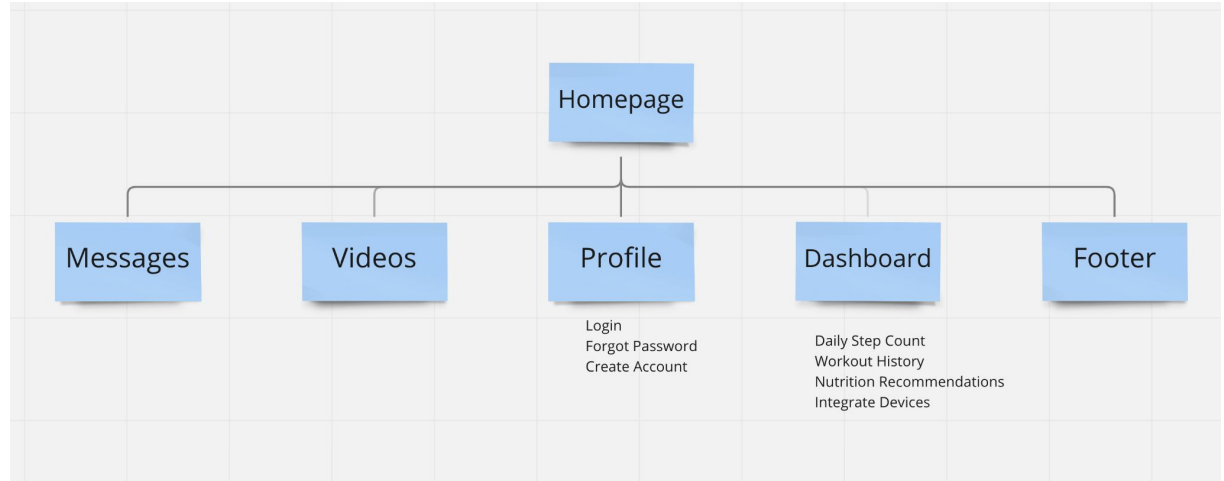
# Responsive Design

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- Information architecture
- Responsive design

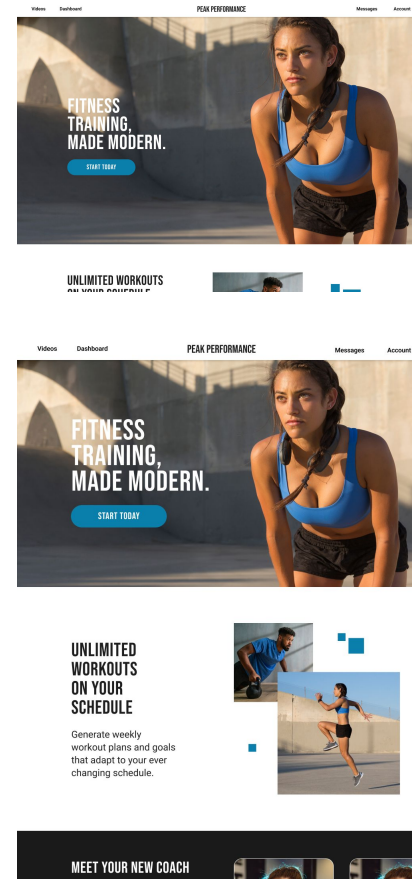
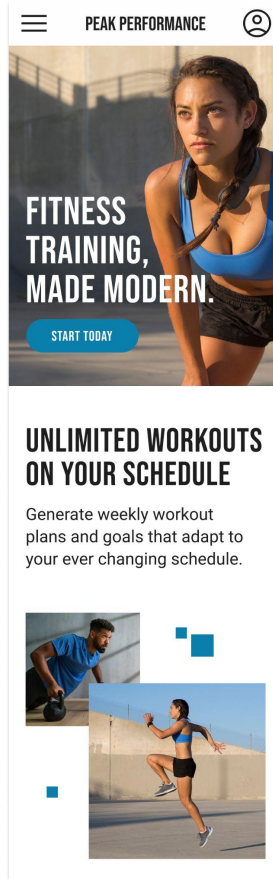
# Sitemap

With the mobile app designs completed, I started work on designing the responsive website. Here is the structure of the proposed website.



# Responsive designs

The designs for screen size variation included mobile, tablet, and desktop. I optimized the designs to fit specific user needs to each device and screen size.



# Going forward

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- Takeaways
- Next steps

# Takeaways



## Impact:

The design helped users track their fitness goals and provides personalized workout recommendations.



## What I learned:

I learned about the needs and preferences of the target audience through user research and feedback. Also learned about new design techniques that can further improve accessibility.

# Next steps

1

Gather user feedback to improve on areas of the app.

2

Continue to monitor user feedback and improve the user experience over time.

3

Analyze user behavior and engagement to identify patterns and areas for improvement.



# Let's connect!



Thanks for viewing!