

Mobile Application | RecoZone

Academic Senior Project

Role: UX/UI Designer

Tasks: Research, Persona, Journey Mapping, User Flow, UX Theme, Sitemap, Prototype, User testing, Project Management

Tools: Figma, Adobe XD, Photoshop, Illustrator, Miro

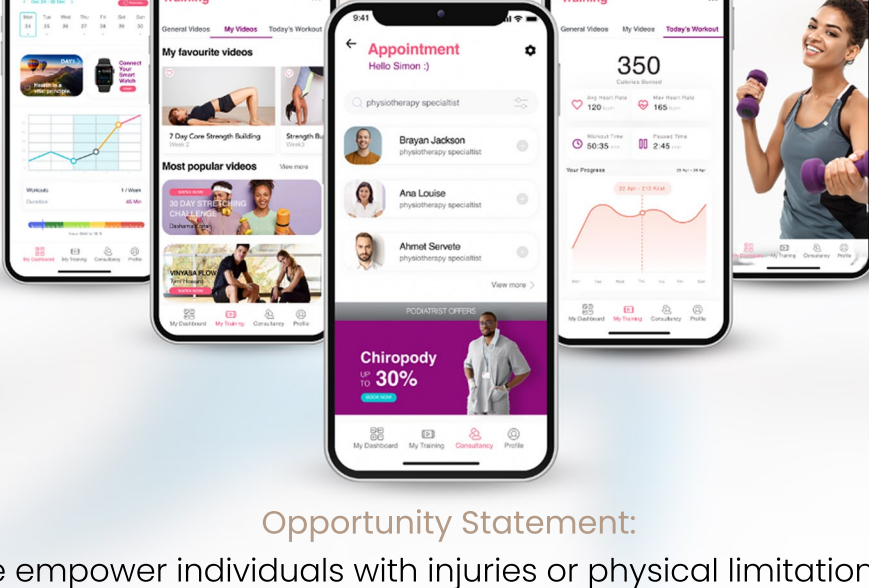
Team Size: Individual Project



Project Overview

YOUR POCKET-SIZED WELLNESS PARTNER!

The concept of a mobile application targeting disabled or injured individuals to provide them with personalized training videos and general health-related content has been in the early stages of development since June. This application aims to help these individuals maintain physical fitness, accelerate their healing process, and motivate them to recover by offering safe and customized exercise routines. Additionally, the app will integrate with Spotify, track user progress, provide in-app consultations, and generate revenue through subscription and in-app ads.



Opportunity Statement:

How might we empower individuals with injuries or physical limitations to create and stick to personalized workout plans that are safe, effective, and tailored to their specific needs while also addressing the challenges they face regarding access to resources and support?

Project Design Process

1. Emphasis:

During the initial phase, I conducted extensive market research and user surveys to gain deep insights into the needs and challenges faced by individuals with injuries or physical limitations. Through these efforts, I gathered valuable feedback and an understanding of user preferences, goals, and expectations. The users also provided some creative ideas, which augmented the ideation.

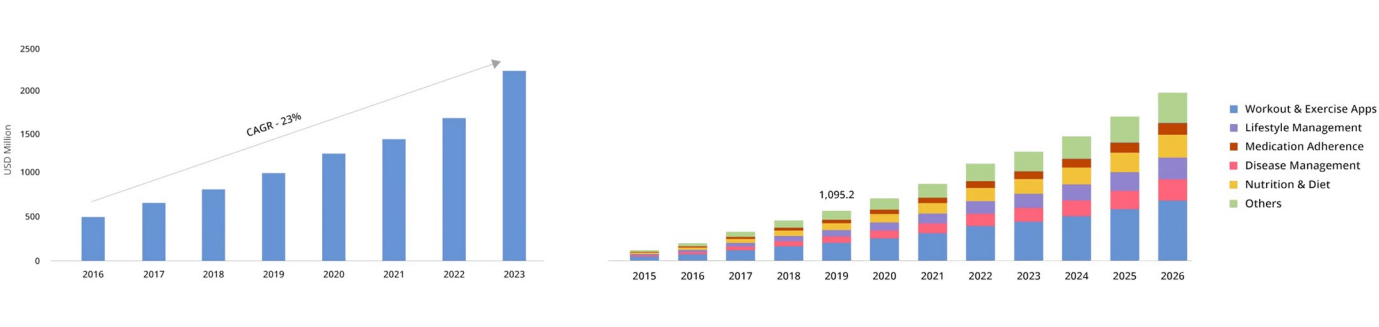
The survey was conducted among a sample of potential target users.

85% of respondents were thrilled to find a solution to help them stay healthy and motivated and live a normal daily life.

None of the respondents knew a similar product currently available in the market

75% of respondents were determined to use such an application, if available

60% believed that the app could be an affordable substitute for visiting PTs and physiotherapists



2. Define:

Using design thinking principles, I embarked on a journey of brainstorming and concept development for the RECOZONE app. Through this process, I created user personas and user stories that helped define the target audience and their specific requirements. The goal was to tailor the app to the unique needs of disabled individuals, promoting inclusivity and accessibility.

Simon Bernard
Construction Worker
• 52 years old
• Toronto, ON, Canada
• Construction Management Certificate
• Father of two kids

About: Simon is a dedicated construction worker with a passion for his trade. He takes great pride in his work and enjoys the physical demands of his job. In his free time, Simon enjoys training to stay fit and improve his skills. He loves the sense of accomplishment that comes with building something from the ground up.

Pain Points

- Keep on training on seek days.
- Periodic pain because of herniation.
- Low savings because of low income leads to a long time waiting to buy his desired house.

Goals:

- Be an efficient worker to improve his position in his career.
- The ability to work for more years.
- Making two trips per year.

Motivations:

- Training and exercising.
- Hanging out with friends.
- Maintaining his health condition.

Location and Context of use:
He is using the app on his smartphone at home and work.

Technology Literacy: ★★★★★

"The body Achieves what the mind believes."

Helen Simpson
Retired Teacher
• 60 years old
• Thornhill, ON, Canada
• Bachelor's degree in education
• Lives with her cats

About: Helen is a 60-year-old retiree who spent most of her life as a dedicated teacher. Now in her golden years, she enjoys spending time with her beloved grandchildren, nurturing her creative side, and keeping up with her social life through her tight-knit community of retired teachers. Helen is passionate about making the most of her retirement and cherishes each moment spent with those she loves.

Pain Points

- Lack of trustworthy resources for physical activities tailored specifically for elders.
- Spending much time visiting physiotherapists and personal trainers.

Goals:

- Maintaining physical and mental health.
- Reducing the visits with her GP.

Motivations:

- Playing with grandchildren outdoors.
- Being independent in her daily activity.
- Hang out with her community in their weekly gathering.

Location and Context of use:
She is using the app on her smartphone and tablet with the ability to be cast on TV at home.

Technology Literacy: ★★★★★

"Every day is a chance to change your life"

USER JOURNEY 1
As someone who has a hernia problem, I want to know how this product works.

USER JOURNEY 2
As a user, I want to sync my Apple watch with the app, enable notifications, and track my progress.

USER JOURNEY 3
As a user, I want to check my daily/weekly/monthly workout plan and track my daily progress. Also, I like to be notified of upcoming exercises.

USER JOURNEY 4
As a user, I want to book an appointment with the consultant and speak about my current program to get some advice about damage prevention and workout modification.

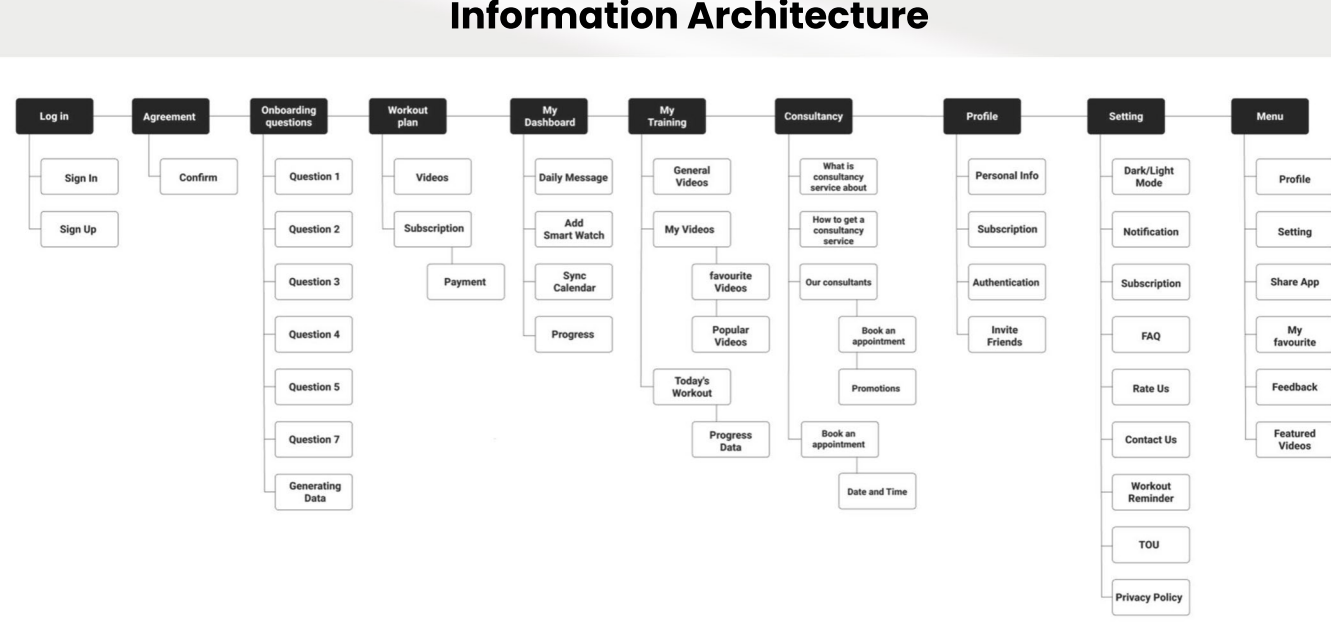
3. Ideation:

Applying user-centred design principles, I crafted a visually appealing and intuitive interface for the target audience. A consistent design language and incorporating of a carefully selected colour scheme and typography enhanced the overall user experience. I conducted usability testing throughout the design process and incorporated user feedback to continuously refine and improve the designs.

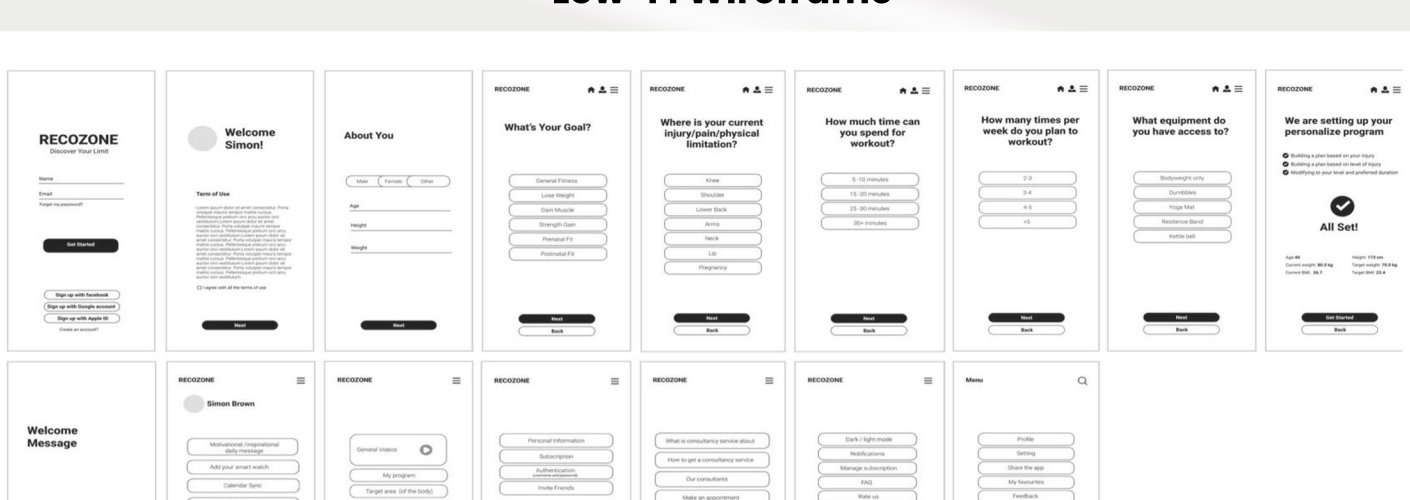
4. Wireframing and Prototyping:

To bring the ideas to life, I utilized wireframing and prototyping techniques. I created interactive prototypes to visualize the app's structure, user flow, and key features. These prototypes underwent iterative refinement based on user feedback, ensuring a seamless and intuitive navigation experience.

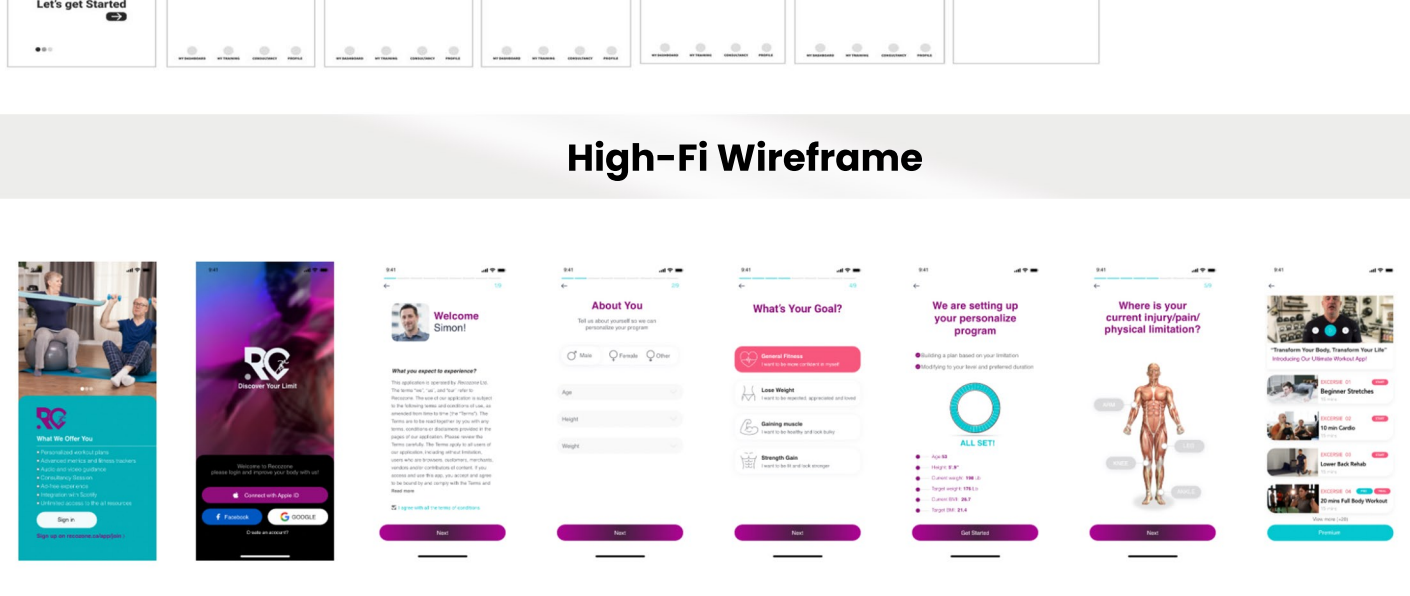
Information Architecture



Low-Fi Wireframe

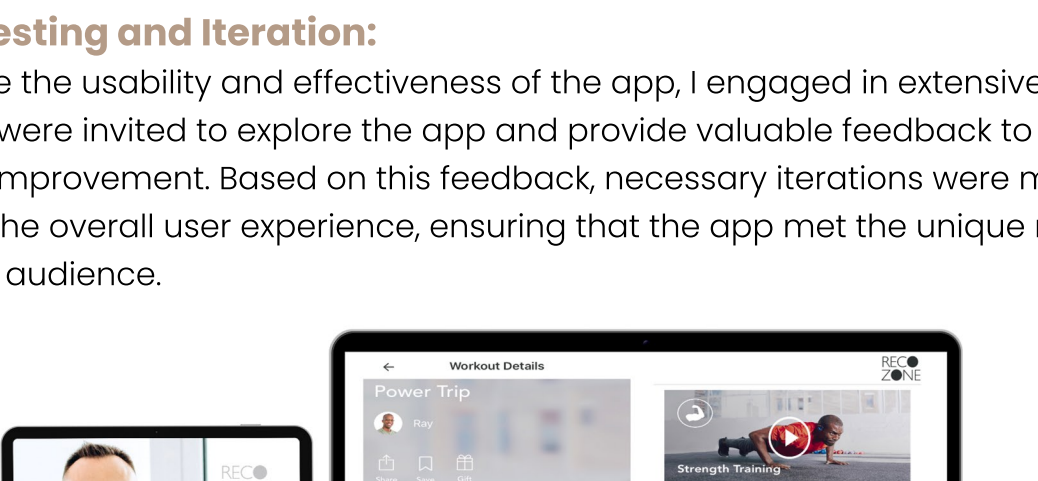


High-Fi Wireframe



5. User Testing and Iteration:

To validate the usability and effectiveness of the app, I engaged in extensive user testing. Users were invited to explore the app and provide valuable feedback to identify areas for improvement. Based on this feedback, necessary iterations were made to enhance the overall user experience, ensuring that the app met the unique needs of our target audience.



Test Script:
Thank you for agreeing to participate in this user testing of the consultancy feature of our fitness app. This user testing will focus on your experience of booking a virtual appointment with a physiotherapist through the consultancy feature of the app. Please note that your feedback is valuable and will be used to improve the app.

Task:
Your task is to find and book an appointment with a physiotherapist through the consultancy feature of the app. Please follow the steps below:

- Login into the app and navigate to the "Consultancy" feature
- Search for physiotherapists by using the search bar
- Browse the list of physiotherapists and select one that meets your needs
- View the availability calendar for the chosen physiotherapist
- Select a time slot that is convenient for you
- Confirm the appointment and provide any additional information required
- Verify that the appointment has been successfully booked

Please think aloud as you complete each step, and provide any feedback on your experience with the app.
Thank you for your participation, and please let me know if you have any questions before we begin.

Who are my users?

- 67 years old, Retired teacher
- 28 years old, Junior hospital worker
- 32 years old, Housewife
- 52 years old, Construction worker
- 48 years old, Entrepreneur

Introduction:
I conducted user testing to evaluate the experience of booking a virtual appointment with the physiotherapist through the consultancy feature on the fitness app. This test aimed to identify any usability issues and gather user feedback to improve the booking process. This test evaluated how easily the user could navigate and successfully book an appointment with the trainer/physiotherapist.

Methodology:
I conducted this user test with five participants, who were asked to book an appointment with a physiotherapist through the consultancy feature of the fitness app. They were given a task to find a suitable physiotherapist, select a time slot, and book an appointment while we observed and recorded their actions and feedback.

Results:
Overall, the participants found the booking process to be straightforward to navigate. The process of finding a suitable physiotherapist was particularly easy, with participants being able to filter their search based on specific criteria such as location, price, and expertise. The participants also found it easy to select a time slot that was convenient for them, with the app providing a clear calendar view of available times. However, one participant mentioned that they would have liked the option to see the availability of multiple physiotherapists simultaneously so that they could compare and choose the best option. All participants successfully booked an appointment with a physiotherapist, with the process taking an average of three minutes. The feedback from the participants was generally positive, with all of them finding the app to be user-friendly and intuitive.

Conclusion:
Overall, the user testing revealed that the booking process through the consultancy feature of the fitness app was easy to navigate and successful in helping users book appointments with a physiotherapist. The positive feedback suggests that the app is user-friendly and meets their needs, with only minor improvement suggestions.



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