



FITNESS PARTNERS

A Fitness App Geared towards
everyone!



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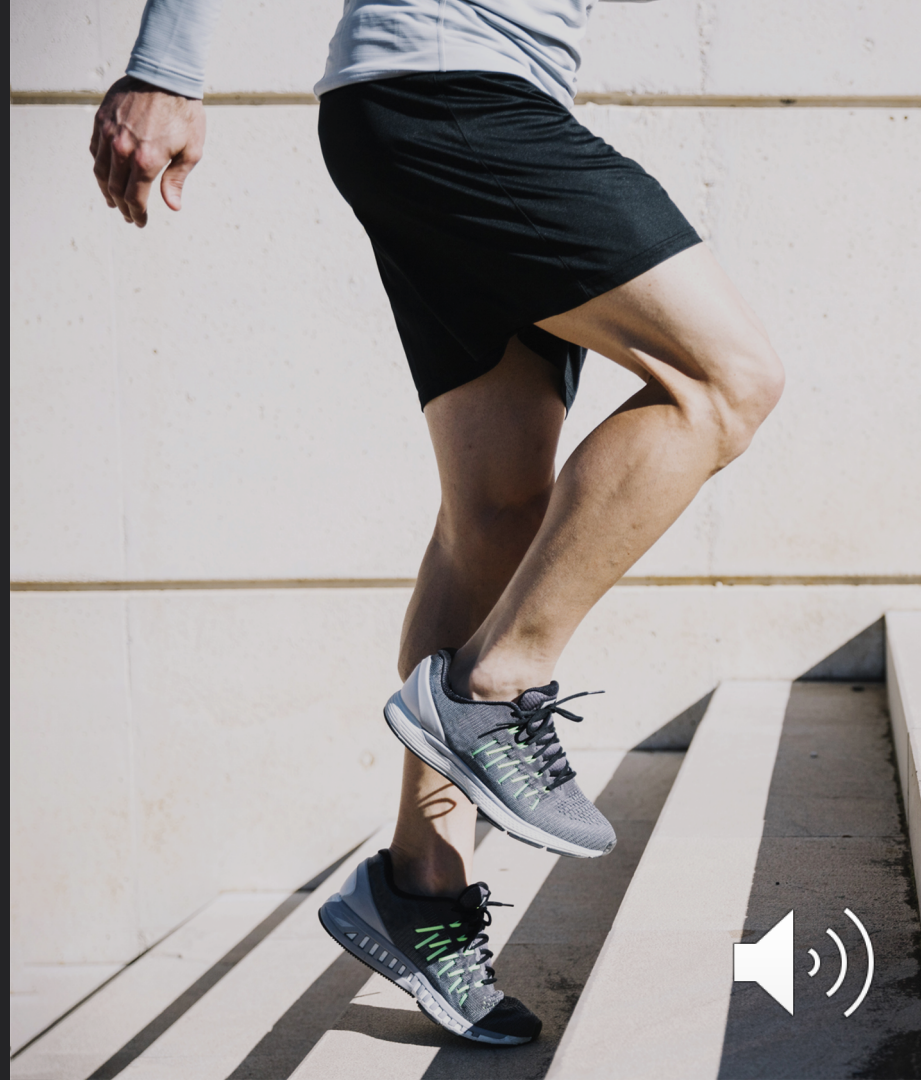
01

BACKGROUND



BACKGROUND

Fitness Partners is a social network app created to help individuals meet others with similar interests in the fitness industry.





FITNESS PARTNERS

Background:

Fitness Partners will allow individuals to...

- Connect
- Create Events
- Meetup & find partners near their area





02

PROJECT STAGE: PERSONAS



Goals

- Find a fitness partner new to the fitness industry
- Work out
- Go to the gym

FRUSTRATIONS

- Not able to find anyone near her area to go to the gym with
- Does not like going to the gym alone

- Extrovert
- Creative
- Funny
- Empathetic



Rosy Lynn
27, Los Austin, TX

Rosy currently resides in Austin, TX. She works as a sales rep for any insurance company and on her free time she usually meets with friends and family to socialize. Rosy would like to start working out but doesn't feel confident enough to start because she doesn't want to do this on her own; she would feel more comfortable with a partner. The Fitness Partners app would help her meet her needs.

Behavior Towards other Social Apps Interactions

Instant Gratification



Satisfying



Interesting

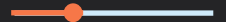


Usefulness



MOTIVATION

WORKING OUT



MEETUPS



COMMUNITY



FRIENDSHIPS

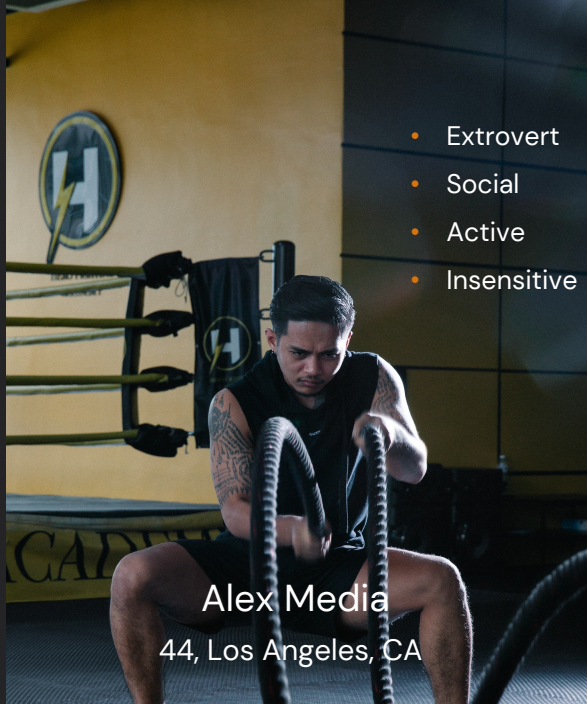


Goals

- Meet up with others in the same area
- Have conversations with others using the app
- Provide suggestions on Fitness events, etc.

FRUSTRATIONS

- Not able to find a community with the same or similar interests
- His schedule interferes with other people's schedule, there for he is having a hard time meeting up with others



Alex Media
44, Los Angeles, CA

- Extrovert
- Social
- Active
- Insensitive

Alex is a manager at an LA Fitness gym in Los Angeles, CA. When he is not working, he spends most of his time training at the gym. Whenever he invites people to join him in his training sessions, he uses the Bumble app.

Alex would like to use a platform that is more specific in the Fitness Industry when it comes to meeting people with similar interests .

Behavior Towards other Social Apps Interactions

Instant Gratification



Satisfying



Interesting



Usefulness



MOTIVATION

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MEETUPS



COMMUNITY



FRIENDSHIPS



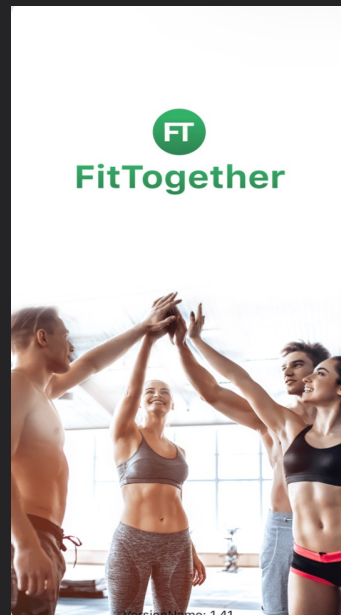
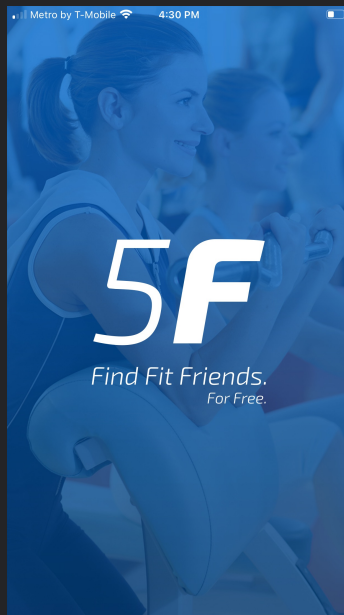
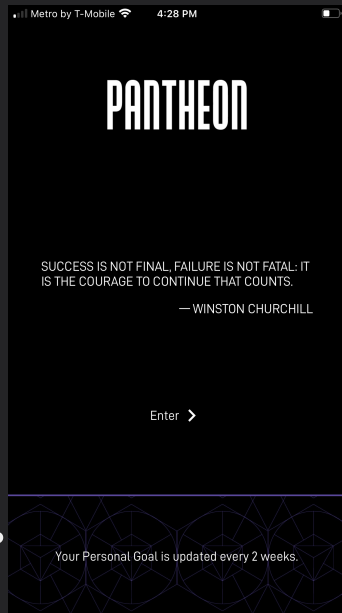


02

PROJECT STAGE: Competitor Analysis



Competitors



List of Competitors

Competitor List	Competitor URL	Installs	Active Since	Cost	Feature
Pantheon	https://pnthn.com/	1,000+	2020	- Free limited -Family Subscription \$11.00/month -Pantheon premium \$6.00/month	Fitness tracking, Create Teams, Categorized as a game by completing workout challenges
Fitness Friends	http://app5f.com/	N/A	2018	FREE	Over 100 activities to choose from, Four different skill levers, Discover new people based on age, gender, sport and location3
Strava	https://fittogether.com /	10,000+	2019	FREE	For social users, managers, and trainers, ability to set goals, create groups, bookings, post photos & pictures, recieve notifications using location, accept challenges
FitTogether	https://www.strava.com/	10,000,000+	2012	\$2.99 - \$60.00	Record routes, join clubs, connect with others



COMPARISON OF FUNCTIONALITY WITHIN COMPETITORS

Feature	Pantheon	Fitness Friends	FitTogether	Strava
User Health	Excellent	Excellent	Good	Excellent
Privacy	Good	Excellent	Excellent	Excellent
Security	Good	Excellent	Excellent	Excellent
Connect with people	Poor	Good	Excellent	Excellent
Search bar & feed	-- --	-- --	Excellent	-- --
Profile	Ok	Excellent	Excellent	Excellent
Maps/ location tracking	-- --	Good	Excellent	Excellent
Event creation, notification & Chat features	Ok	Ok	Excellent	Good
Sign up/ Registration	Good	Excellent	Excellent	Excellent



ANALYSIS



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STRENGTHS



W

WEAKNESSES



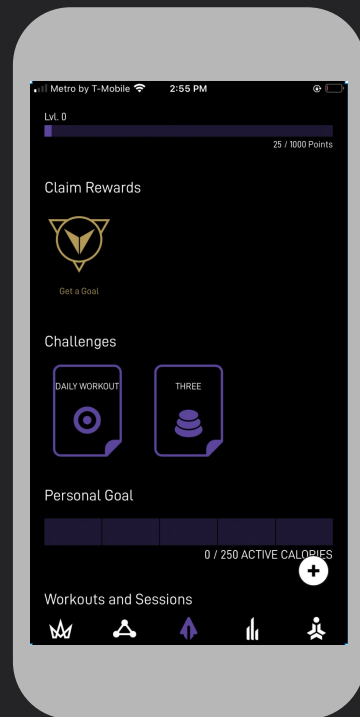
Pantheon

Strengths

- Gamified Fitness Application
- Premium subscribers can earn rewards
- Pantheon offers users the ability to connect with friends and family.
- Pantheon offers a wellness feature that can be integrated in the workplace (this would be geared for businesses at a paid subscription)

Weaknesses

- Difficult to add teams or connect with people in general.
- No option to add an avatar photo on user's profile
- Multiple subscriptions offered
- Very minimal features for a social network
- Very abstract iconagraphy; its hard to know what they represent
- No use of location tracking



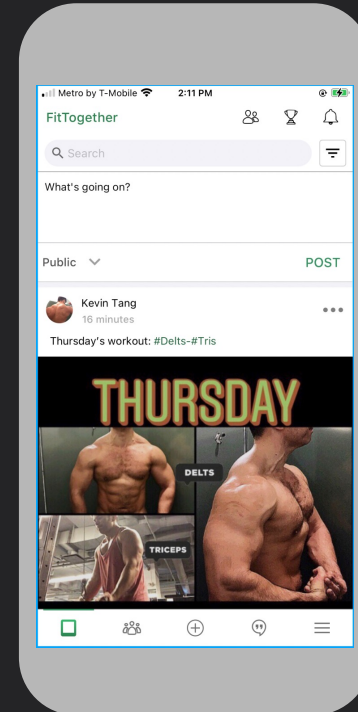
Fitness Friends

Strengths

- Fitness Friends uses your location to find people near you with your permission.
- The app doesn't give the location of the user, the app only shows profiles of people that are near the user's location.
- Fitness Friends is catered for all skill levels.
- Focuses on the user's wellbeing by providing features such as flagging content and blocking people.
- The app uses your age to find people in your age group.
- The app provides the option to message people

Weaknesses

- Only available on apple products
- The app doesn't provide the option to create events
- The design for the app layout can be improved
- Instead of offering over 100 sports activities to choose from, the user should have the option to input in the sport they are interested in.
- No option to add a group/create a group



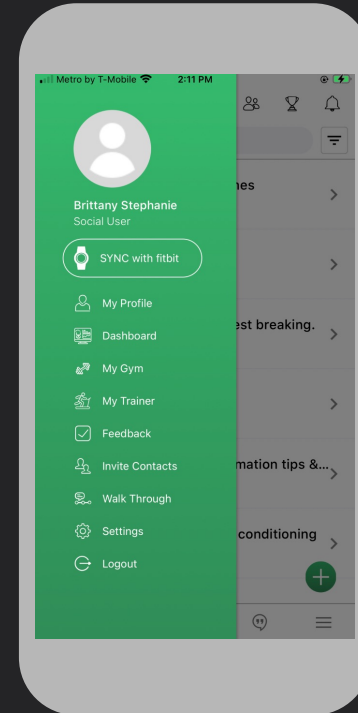
FitTogether

Strengths

- The user has the option to post a variety of options such as pictures, album, video, events, etc.
- Comes with the ability to add friends, create groups as well as invite people to your profile.
- Comes with a notification feature, a challenge feature (where you can include up to 10 people to your challenge) as well as a hamburger menu that would help the user navigate to their dashboard, profile, settings , logout, etc.

Weaknesses

- Too many features that can potentially overwhelm the user.
- Same features offered multiple times
- Resembles Facebook
- Can be negatively impactful on the user's health depending on the content that will be shared on their feed



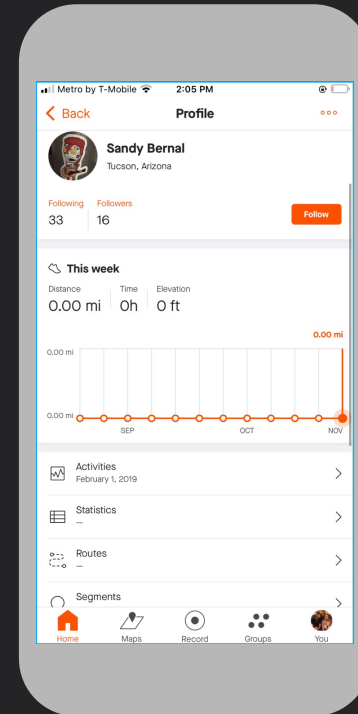
Strava

Strengths

- Geared for athletes.
- Offers an annual subscription and an option for a free trial.
- Designed around user's privacy, security and overall well being. The app offers filters that cater specifically to the privacy of the user, especially when it comes to their map visibility.
- Strava also makes sure to keep the users data secure by informing the user of how their data will be used.
- The app offers other alternatives for a feed, such as the ability to record a route, register for upcoming events, create a group or even join a club!
- The navigation bar at the bottom of the screen has a home button where they can view their steps on how to get the most from Strava. If the user wants to unlock group challenges, they can start their free trial.

Weaknesses

- Offers the ability to connect with people and even view their profile, but there is no option to chat or message anyone on the app.
- Strava can be intimidating to some users because it seems to be catered to athletes only.



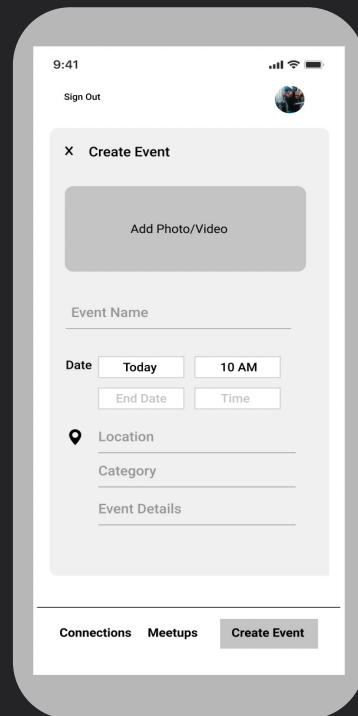
Fitness Partners

Strengths

- Designed to be used for people that want to start working out and would like to find fitness partners/events to make their workout experiences matter.
- The services of the app are free.
- Offers the ability to connect with people near your area
- Offers the ability to message and invite people to meet up or attend an event.
- Offers a user profile with the option to add an avatar photo

Weaknesses

- Provides a feed (which can have a negative impact on the user's health depending on the type of content viewed in their feed.)
- Lacks privacy & security features when it comes to Location Tracking
- Lacks privacy filters



Results

Each of the four competitors all provide similar features when it comes to the user's privacy and security. Only one out of the four competitors (Fitness Friends) actually utilized a feed where the user can post a wide variety of things. Also, with over 10,000,000+ installs, Strava seems to be the application that is being downloaded more frequently. Strava seems to offer more features in user privacy, security and the user's overall well being .

After carefully analyzing each competitor I decided to make a few changes to the lo-fi prototype for Fitness Partners. I focused on adding privacy and security features through out each of the four main navigation points of the lo-fi prototype. I also expanded on the wireframes for the onboarding process by adding a terms of service page, and a questionnaire.



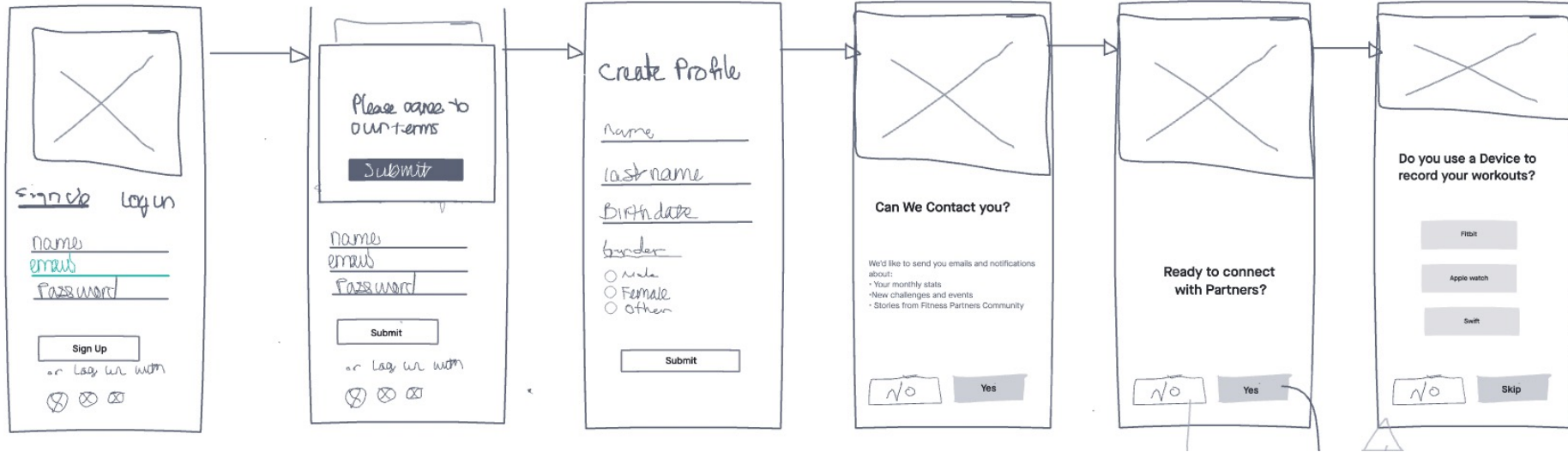


02

PROJECT STAGE: Low Fidelity Prototype



1. On Boarding Process: Sign Up & Questionnaire



Iterations:

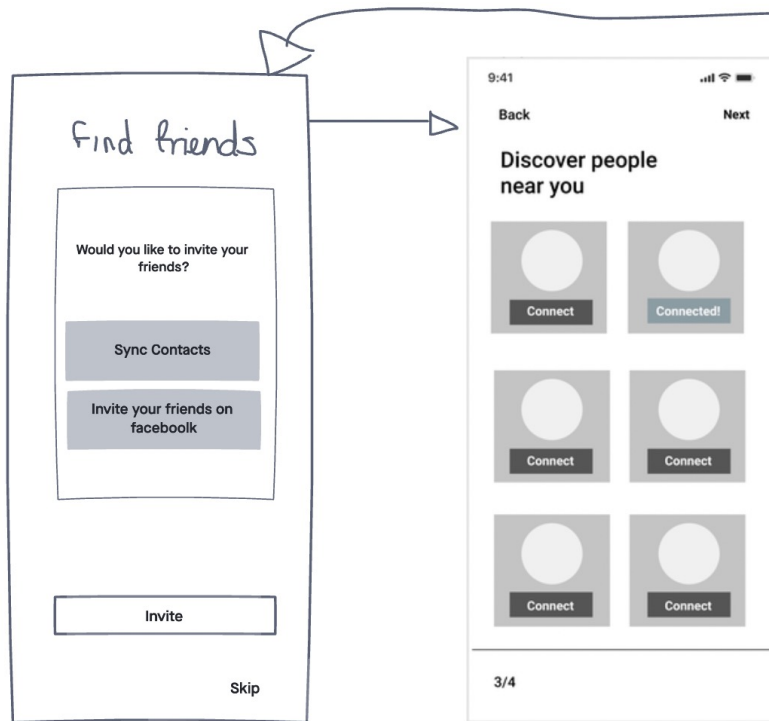
- A Terms of service page
- Security questions for onboarding process
- Create a profile



2. Connect with people

Iterations:

- Added the option to sync contacts, and invite friends before connecting with people near their area.

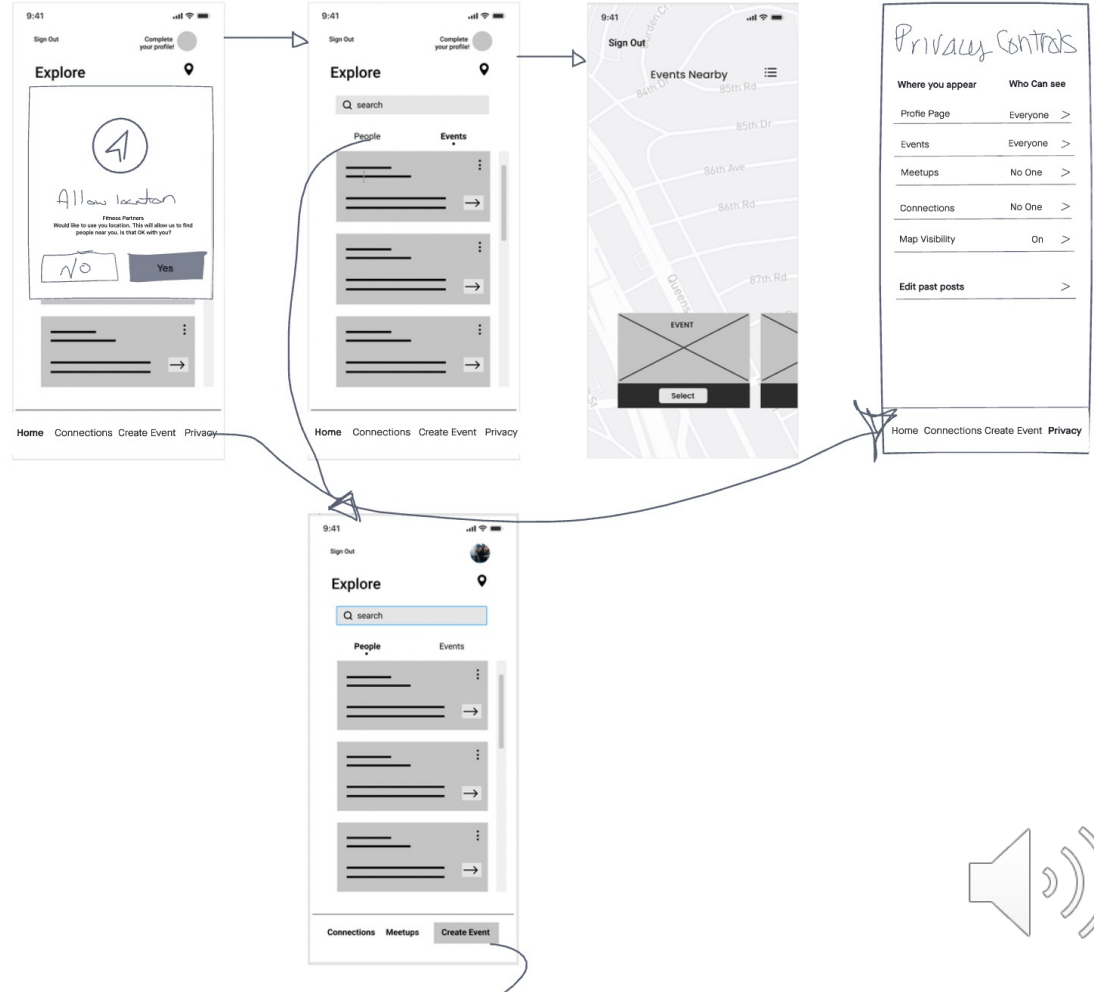


3. Newsfeed and Maps

Designed around privacy, security and overall user health.

Iterations:

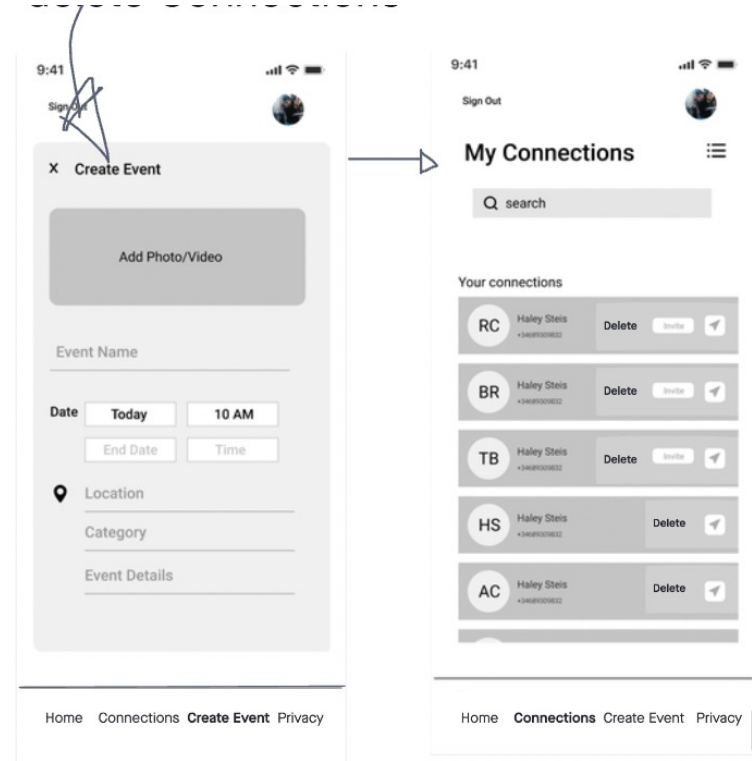
- Updated menu bar by adding a privacy feature
- Added a screen where the user can control their Privacy Features
- Provided the option for users to share their location with the app.



4. Create events, view connections, and invite people to attend events

Iterations:

- Create a screen for connections
- Option to delete connections





03

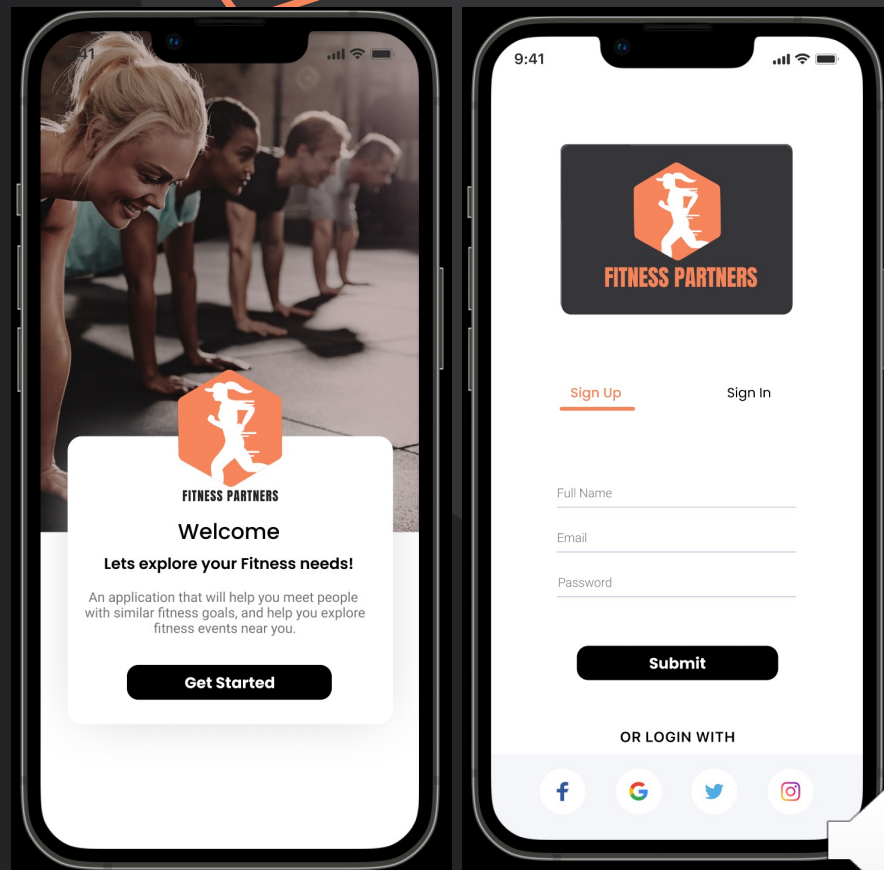
SNEAK PEAK: Project Goals



The App Design

Project goals

- Finish high-fidelity prototype
- More user research:
 - Usability Testing
 - Iterations



THANKS!

