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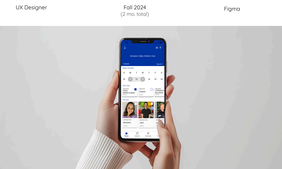
Case Study #01

AVAC App

ROLE	DURATION	TOOLS
UX Designer	Fall 2024 (2 mo. total)	Figma



01. Overview

Almaden Valley Athletic Club (AVAC) is a premier family fitness club that offers more than 50 different group fitness classes, with 35 instructors and 10 personal trainers.

Members use the App to search and sign up for group classes plus personal training, small group classes and pilates. **For my college project I had to identify user needs and pain points in the current user flow and design solutions to improve the user journey.**

02. Problem

The App needs improvement of the User "Searching Experience" **to facilitate the ability to favorite, search and sig up for classes.**

Three **pain points** were identified.

Pain Points:

01 It is **not possible** to **search for specific classes/instructors** simultaneously on **several days**

02 Classes are listed **without showing categories**. e.g. Yoga, Cardio, Strength etc.

03 It is **not possible** to **favorite instructors** and access his/her classes quickly

03.Goal

Improving the user journey addressing the identified pain points will result in an **increase of member engagement and participation** in fitness classes, it will **increase awareness and access to more paid** classes and lastly it will result in an **increase of referral** to new members and therefore **higher revenue** for the club.

04.Design Process

To determine how to improve the identified pain points two UXR were conducted in this study.

Users were interviewed and a user testing with 2 design mocks was created to test advantages and user preferences.

Key insight:

Search Functionality
Users are able to search for daily classes but it would be useful to have the option to select more than one day a week to have a better understanding of what is offered during the week.

Exploration Ability
Users are able to search for classes but it may be hard to understand the type of class and if they are included in the membership or they have an extra cost.

Capacity to choose
Users often have preferred classes and instructors. It would also be useful to have the ability to favorite not only classes but also instructors and access their classes from the main page.

User Persona:

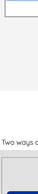
CURIOUS
ORGANIZED
HEALTH FOCUSED

Meet **Emily, 44 years old, Social Media Manager**
Beginner to Intermediate Fitness Level

Bio:
Emily, is committed to improving her fitness and maintaining a consistent workout routine. She aims to lose weight and build a healthier lifestyle while balancing her busy schedule. She uses the AVAC app daily to sign up for classes, check schedules, and book childcare, making it an essential tool in her fitness journey. Emily enjoys a mix of familiar classes with her favorite instructors and exploring new options, often searching for classes within a specific time range to fit her routine.

Goals:
- Find and sign up for classes that fit her schedule
- Discover new options
- Get clear information about each class.

Frustrations:
- Class names are unclear, making it hard to understand what each class offers
- The instructor search is not intuitive, and there's no way to save instructor preferences or get notifications.



CONSISTENT
PRACTICAL
STRESS-RELIEF FOCUSED

Meet **Mark, 50 years old, Engineer**
Intermediate Fitness Level

Bio
Mark relies on his fitness routine to manage work stress and stay healthy. He uses the AVAC app 2-3 times a week to check schedules and sign up for his regular yoga and swimming classes. He finds it frustrating to search for classes day by day and often struggles to quickly find sessions led by his favorite instructor. He would benefit from a more efficient way to view instructor schedules and compare class options across the week.

Goals:
- Stick to his established workout routine while exploring similar class options that fit his schedule.

Frustrations:
- Checking for classes and instructors is tedious since he has to go day by day. He wants an easier way to see different class times and instructor availability.

Usability Testing:

Two ways of searching for specific classes for single or several days were tested

Option A
Users can **first select the day** they are interested in, **then return to the menu** to **select a class type** or **instructor** to check the schedule.

Option B
Users can **select their preferred days** and **class type** or **instructor simultaneously** to check the schedule.

Users prefer option B because it allows combined choices in less clicks

05. Final Solution

Users can now search **simultaneously on several days of the week for classes** grouped by **type** and for classes taught by **specific instructors**.
If users have **favorite classes and/or instructors**, they can now **access them from main page** and quickly check schedule and/or sign up.

01 Users can **search for specific classes** for **single or several days**

02 Users can **select specific categories of classes** or **specific instructors** for **single or several days**

03 Users can **favorite specific classes and instructors** and access them from the Main Page