Personas & Customer Journey Maps

Alexandra Turner

26, Software Engineer
Sydney, NSW

Archetype: Seated Sloth
Job: Full-time, mostly sitting
Marital Status: Single
Tech Proficiency: High

UNMOTIVATED

BUSY

ABOUT

Alexandra works a full-time job that involves sitting at her desk for most of the day. Whilst she wishes to be more active, she struggles to find time and is caught up in the busyness of her daily routines.

Alexandra's typical and busy work week often leads her feeling exhausted at the end of the day. She prefers to spend her spare time sitting on the couch watching Netflix or scrolling through social media on her phone.

Alexandra wants to gradually incorporate more physical activity into her day. For the time being, she is willing to spare 5-10 minutes until she is used to incorporating it into her schedule. Alexandra does not own any fitness devices besides her phone and enjoys taking walks near her home. She lacks motivation and needs guidance on simple ways to incorporate activity into her day.

ACTIVE GOALS

- Feel more motivated to be active
- Exercise at least once a day (quick workout
- Set up easy and achievable goals
- Take more walks around the neighbourhood
- Find a friend to be active with

DELIGHT POINTS

- Quick and easy workouts
- Reminders to stand up and move
- Walking for exercise
- Ability to share activities with friends

PAIN POINTS

- Not having enough motivation or energy to be active
- Long and complicated workouts
- Workouts that require equipment
- Lack of accountability

DEVICES

Customer Journey Map

Alexandra Turner	Routine	Breaking Habits	Activity	Accountability	Pace
Goals	Wants to incorporate more physical activity into her workday	Wants to move more in her day by taking standing/walking breaks during work hours	Wants to take more active breaks during work hours and do simple and quick exercises	Would like a friend to be active with or hold her accountable	Wants to make movement in her daily life a habit and to stay motivated. Prefers to have a small achievable goal and focus on moving daily.
Actions	Tries using a timer on her phone but often forgets to restart it or ignores it	Searches for work break timer on app store and finds app	Sets up work schedule and reminders. Looks at the library of activities and selects quick workouts	Shares app with friend. They encourage each other to be more active.	Regularly uses the app until it becomes a long-term habit
Empathy Map	Can be **focused** on work and finds it hard to step away	**Curious** about how the app can help her to be more active throughout the day	Feeling more **motivated** to get up with timed reminders from the app	Enjoys having a friend to **share** activities with and hold each other accountable	Feels more **satisfied** with physical health and less sluggish during work
Opportunities	App is described as a work break reminder and a fitness app	Encourage users to take active breaks by reminding them about the benefits of movement	Allow users to input work schedule and how often they want to be reminded to stand up. Suggest quick 5-minute workouts during breaks and count down	Social aspect of app includes connecting with friends and reading community discussion board	Simple interface that encourages a new habit through timed reminders and resources

ABOUT

Felix works a part-time job and normally walks around whilst working. However, he still wants to increase his activity outside of work and enjoys going to the gym several days a week. Felix is also a full-time student and hopes to decrease sitting time.

He is in search of an app that can be used to track his progress and is open to trying new workouts. He mainly enjoys weightlifting and participates in workouts that target specific areas.

Felix likes to work out with a friend at least once a week and wants a way to organise workout sessions that fit into both schedules. He owns a watch that can track his movement and wants to be able to connect it to the app.

Felix Nguyen

21, Business Student
Sydney, NSW

Archetype: Fit Fellow
Job: Part-time, standing
Marital Status: Single
Tech Proficiency: High

ACTIVE

BALANCED

DELIGHT POINTS

- Workout filters: wants to target specific areas
- Ability to choose length of workouts
- Ability to choose difficulty of workouts (wants a challenge)

PAIN POINTS

- Prefers automation over manually inputting active time (needs an app that can connect to fitness device)
- Basic workouts
- Paid apps (on a budget)

ACTIVE GOALS

- Keep track of progress
- Work out with friends
- Stay motivated
- Increase active time in free time and whilst studying

DEVICES

Customer Journey Map

Felix Nguyen	Work & Study	Goal Setting	Progress	Collaborative	Challenge	Balance
Goals	Wants to balance active time with his studies and work. Wants to increase active time whilst studying.	Wants to receive reminders to take an active break whilst studying.	Attends the gym a few times a week and wants to start tracking progress	Enjoys working out and wants to share progress with friends	Wants to challenge himself to new workouts or activities	Wants to feel motivated to continue to improve his physical health and keep track of progres, even with his busy schedule
Actions	Finds productivity apps for studying but none are fitness related.	Downloads app and inputs active reminder for the day whilst studying	Connects smart watch to app to track movement	Encourages friends to download app so they can motivate each other and compete for most active minutes.	Browses through library of exercises and sets difficulty of workouts to intermediate.	Uses the app every day to track active times whilst studying and at the gym/outside of home.
Empathy Map	**Unsure** if there is an app that can help him balance activities and studies.	**Curious** about whether the reminder will work but likes that it breaks up study times.	Wants to be able to **reflect** on how much time has been spent being active and how he has improved.	Feeling **competitive** about being more active than friends	Keen to **try something new** in gym routine	**Satisfied** with improvement in overall physical health
Opportunities	Time in between active breaks can be called focus times. This can also help increase users' productivity.	Users can easily change the timing of reminders so that it fits different schedules.	Allow users to connect their fitness devices to the app to help keep track of progress. If users do not own a fitness watch, enable the app to access location and movement on phone.	As part of the social aspect of the app, enable a ranking amongst friends for most active minutes	Allow users to choose difficulty of workouts to encourage novice users to grow and experienced users to stay challenged.	The app serves as a work break timer and a fitness tracker

Liana Perez

30, Marketing Coordinator

Sydney, NSW

Archetype: Novice
Job: Full-time, mostly sitting
Marital Status: Single
Tech Proficiency: High

CURIOUS

OPEN

ABOUT

Liana works a full-time job that she completes while mostly sitting. She doesn't exercise and enjoys watching movies in her spare time. However, she is motivated to become more active to improve her physical health and wants to break up her sitting time whilst working.

Liana can become engrossed in her work and wants a reminder to stand up. She wants to try working out after work but is unsure how to start. She has no knowledge of various work outs or activities that she can participate in and wants to find something she enjoys.

Liana is open to trying different things and would prefer a friend or resources to assist her in getting a head start.

ACTIVE GOALS

- Work out at least 2-3 times a week and gradually build up
- Try different workouts
- Take standing/walking breaks at work

DELIGHT POINTS

- Clear workout instructions and demonstrations
- Suggested workouts
- Ability to view progress
- Reminders to get up
- Community support

PAIN POINTS

- Intimidated by workouts due to lack of knowledge
- Forgetting to take work breaks
- Too much information

DEVICES

Customer Journey Map

Liana Perez	Awareness	App Consideration	Set Goals	Work Reminders	Activities	Progress
Goals	Wants to be more active but does not know where to start	Beginner friendly fitness app that can suggest workouts and encourage a new habit	Wants to work out 2-3 times in a week and try different workouts	Wants to receive reminders whilst working to get up	Prefers to be suggested workouts and clear instructions due to lack of knowledge	Wants to view progress and feel more satisfied with physical health
Actions	Googles workouts and sees a variety of information	Searches up beginner friendly fitness apps and finds this app	Sets goal of working out 3 times a week in the app	Set up work schedule and when/how often to receive reminders	Selects beginner workout and follows along with animations	Checks profile on app to see how active they have been in the past week
Empathy Map	Feels **overwhelmed** by large amounts of information and does not understand some jargon.	**Intimidated** by most fitness apps and wants something beginner friendly	Feels **motivated** to make a change and start an active habit	**Sore muscles** from sitting at a desk all day	**Relieved** that exercising is easier than originally thought	Feels **happy** with progress made so far and feels motivated to keep going
Opportunities	Ensure app can be found on Google and phone application stores	Users can select level of workouts: beginner, intermediate and advanced Use animations, diagrams, or video demonstrations to enable novice users to understand exercises	Users can set goals and receive reminders and encouragement to exercise	Users are able to set active reminders whilst working to ensure that they stretch and walk more during the day	Provide a variety of activities such as running, walking, weightlifting and HIIT workouts	Display progress statistics including active breaks and minutes

Do Go Mapping & Open Card Sorting

Open Card Sorting

Results

From the open card sort, users sorted the cards into 4-5 categories.

Activities (walk, run, HIIT, weightlifting and quick workout) were mostly sorted together amongst participants. They were labelled into similar groups called "Workout", "Activities" and "Types of Exercises".

Cards that tracked activity progress were also mostly grouped together. However, features such as demonstrations, favourite workouts and tips were scattered amongst groups.

Do Go Mapping (App) Pt. 1

1

Sign In/Sign Up
First screen that encourages users to register an account to keep track of progress.

Input fields
- Display welcome message

Sign In
- Username/email address
- Password
- Forget password

Sign Up
- First name
- Last name
- Email address
- Password
- Username

Do
- Sign in
- Sign up

Go
2 Dashboard

2

Dashboard
Default landing page and main home page. Displays the main timer until user is to be reminded to stand up.

Input fields
- Display welcome message
- Display workday
- Display move reminder
- Pause move reminder
- View move minutes (how many minutes have been spent being active)
- View how many active breaks have been taken
- View active break goal

Do
- Set workday
- Set move reminder (be reminded to get up every 30 minutes or 1 hour or custom)
- Input activity

Go
3 Profile
6 Move
4 Resources
5 Social

3

Profile
A page that displays the user's profile, including their goals and their progress.

Input fields
- Username
- Name
- Last name
- Reset password
- View move minutes (this week & all-time)
- View distance travelled
- View goal set
- View favourite activities
- Settings
- Privacy
- Support

Do
- Register/Log In
- Edit profile (name/profile picture) and personal details
- Set/edit goals
- View friend list
- View achievements

Go
2 Dashboard
6 Move
4 Resources
5 Social

4

Resources
A page that contains educational information about preventing sedentary lifestyles.

Input fields
- View variety of information about the importance of living an active life

Do
- Read fitness tips
- Read information about the dangers of sedentary lifestyles
- Read about the benefits of active lifestyles
- Read about importance of breaking up sitting times and moving
- Share with friends

Go
2 Dashboard
5 Social
6 Move
3 Profile
5 Community discussion board (Social)

Link to Do Go Mapping:
https://miro.com/app/board/uXjVOsDgLPM=/?share_link_id=156013477448

5

Social
A page that enables users to interact with friends or other users.

Input fields
- Friend list
- Friend Move Ranking (display who has moved the most)
- Community discussion board
- Search friends

Do
- View friend list
- Add friends
- Send a friend a message
- Read community discussion board
- Add to community discussion board

Go
2 Dashboard
3 Profile
6 Move
4 Resources

6

Move
A tab that contains a list of top activities that users can do to be more active.

Input fields
- View Quick Workouts
- View Walking
- View Running
- View Weightlifting
- View HIIT
- View Dance

Do
- Select activity to view workout resources and tips, within activities display diagrams/instructional videos demonstrating how to do workouts
- View favourite workouts
- Set workout intensity

Go
3 Profile
2 Dashboard
4 Resources
5 Social
6 Quick Workouts (Move tab)
8 Walk (Move tab)
9 Run (Move tab)
10 Weightlifting (Move tab)
11 Dance (Move tab)
12 HIIT (Move tab)

Do Go Mapping (App) Pt. 2

7

Quick Workouts (Move tab)
A tab that contains a series of 5-10 minute workouts that can easily be incorporated into users' lives.

Input fields
- View favourite quick workouts
- Select quick workout
- Display how long a workout will take
- View diagrams/instructional videos demonstrating how to do exercises
- Display countdown

Do
- Set workout intensity
- Start workout
- Mark as completed
- Share workout with friend

Go
- 2 Dashboard
- 3 Profile
- 4 Resources
- 6 Move
- 5 Social

8

Walk (Move tab)
A tab that suggests a walking route near the user or allows the user to set a timer.

Input fields
- View suggested walking routes
- Display timer
- Display distance walked
- Display number of walks taken

Do
- Set a timer for length of walk
- Start walk
- View distance walked

Go
- 2 Dashboard
- 3 Profile
- 4 Resources
- 6 Move
- 5 Social
- 9 Run (Move tab)

9

Run (Move tab)
A tab that suggests a running route near the user.

Input fields
- View suggested running routes
- Display timer
- Display distance walked
- Display speed
- Display number of runs taken

Do
- Set timer for length of run
- Run with a guide (audio guide that instructs user when to run and when to walk)
- Set intensity of run

Go
- 2 Dashboard
- 3 Profile
- 4 Resources
- 6 Move
- 5 Social
- 8 Walk (Move tab)

10

Weightlifting (Move tab)
A tab that contains a series of workouts with weights.

Input fields
- View target areas
- View diagrams/instructional videos to understand correct forms when lifting

Do
- View favourite workouts
- Set workout intensity
- Start workout
- Countdown sets

Go
- 2 Dashboard
- 3 Profile
- 4 Resources
- 6 Move
- 5 Social
- 12 HIIT (Move tab)

11

Dance (Move tab)
A tab that contains a series of dance workouts.

Input fields
- View favourite workouts
- View length of workout
- View intensity of workout
- View equipment needed (some workouts may require weights)

Do
- View instructional videos that can be followed along
- Share workout with friend

Go
- 2 Dashboard
- 3 Profile
- 4 Resources
- 6 Move
- 5 Social
- 7 Quick Workouts (Move tab)

12

HIIT (Move tab)
A tab that contains a series of high intensity interval training workouts.

Input fields
- View HIIT workout with video to follow along with
- View HIIT workout with a list of sets, along with diagrams
- View target areas
- View length of workouts

Do
- View favourite workouts
- Set workout intensity
- Mark as completed
- Set countdown timer

Go
- 2 Dashboard
- 3 Profile
- 4 Resources
- 6 Move
- 5 Social
- 10 Weightlifting (Move tab)

Do Go Mapping (Desktop) Pt. 1

1

Home
The home screen serves as the main hub for users to understand the goal of the platform and to introduce to users the variety of resources on offer.

Input fields
- Display logo and slogan
- Create an account
- Login

Do
- Sign in
- Sign up
- Read resources

Go
- 5 Sign Up/Sign In
- 2 About
- 3 Resources
- 4 Contact Us
- 9 Move

2

About
A page detailing the platform's goal of helping individuals increase their activity and improve their physical health.

Input fields
- Create an account

Do
- Read about company
- Read about benefits of signing up

Go
- 1 Home
- 5 Sign Up/Sign In
- 3 Resources
- 4 Contact Us
- 9 Move

3

Resources
A page that contains educational information about preventing sedentary lifestyles.

Input fields
- View variety of information about the importance of living an active life

Do
- Read fitness tips
- Read information about the dangers of sedentary lifestyles
- Read about the benefits of active lifestyles
- Read about importance of breaking up sitting times and moving
- Read about the Australian Government's physical activity guidelines for adults

Go
- 1 Home (if user is not signed in)
- 5 Sign Up/Sign In
- 2 About
- 4 Contact Us
- 6 Dashboard (if user is signed in)
- 7 Profile (if user is signed in)
- 8 Social (if user is signed in)
- 9 Move

4

Contact Us
A page with details on ways to contact the company.

Input fields
- First Name
- Last Name
- Email
- Phone Number
- Message

Do
- Send message through the website
- Send email

Go
- 1 Home
- 5 Sign Up/Sign In
- 2 About
- 3 Resources
- 9 Move

10

Weightlifting (Move tab)
A tab that contains a series of workouts with weights.

Input fields
- View target areas
- View diagrams/instructional videos to understand correct forms when lifting

Do
- View favourite workouts
- Set workout intensity
- Start workout
- Countdown sets

Go
- 6 Dashboard
- 7 Profile
- 3 Resources
- 9 Move
- 8 Social
- 12 Quick Workouts (Move tab)
- 11 Dance (Move tab)
- 13 HIIT (Move tab)

11

Dance (Move tab)
A tab that contains a series of dance workouts.

Input fields
- View favourite workouts
- View length of workout
- View intensity of workout
- View equipment needed (some workouts may require weights)

Do
- View instructional videos that can be followed along
- Share workout with friend

Go
- 6 Dashboard
- 7 Profile
- 3 Resources
- 9 Move
- 8 Social
- 12 Quick Workouts (Move tab)
- 10 Weightlifting (Move tab)
- 13 HIIT (Move tab)

Do Go Mapping (Desktop) Pt. 1

5

Sign Up/Sign In
A page that allows users to create an account or log back into an existing one.

Input fields
Create an account
- First name
- Last name
- Username
- Email
- Password
- Verification

Sign in
- Email/username
- Password
- Reset password

Do
- Sign in
- Sign up

Go
- 1 Home

6

Dashboard (user signed in)
The dashboard is the default landing screen for users when they sign in. It will display the workday active break timer.

Input fields
- Display welcome message
- Display workday
- Display move reminder
- Pause move reminder
- View move minutes (how many minutes have been spent being active)
- View how many active breaks have been taken
- View active break goal

Do
- Set workday
- Set move reminder (be reminded to get up every 30 minutes or 1 hour or custom)
- Start activity

Go
- 7 Profile
- 3 Resources
- 9 Move
- 8 Social

7

Profile (user signed in)
A page that displays the user's profile, including their goals and their progress.

Input fields
- Username
- Reset password
- View move minutes (this week & all-time)
- View distance travelled
- View goal set
- View favourite activities
- Settings
- Privacy
- Support

Do
- Register/Log In
- Edit profile (name/profile picture)
- Edit personal details
- Set/edit goals
- View friend list
- View achievements

Go
- 6 Dashboard
- 9 Move
- 3 Resources
- 8 Social

8

Social (user signed in)
A page that enables users to interact with friends or other users.

Input fields
- Friend list
- Friend Move Ranking (display who has moved the most)
- Community discussion board
- Search friends

Do
- View friend list
- Add friends
- Send a friend a message
- Read community discussion board
- Add to community discussion board

Go
- 6 Dashboard
- 7 Profile
- 9 Move
- 3 Resources

9

Move
A page that contains a list of top activities that users can do to be more active. This list excludes walking and running that will be available on the app. It will be available for all users but have limited features.

Input fields
- View Quick Workouts
- View Weightlifting
- View HIIT
- View Dance

Do
- Select activity to view workout resources and tips, within activities display diagrams/instructional videos demonstrating how to do workouts
- View favourite workouts
- Set workout intensity

Go
- 7 Profile
- 6 Dashboard
- 3 Resources
- 8 Social
- 12 Quick Workouts (Move tab)
- 10 Weightlifting (Move tab)
- 11 Dance (Move tab)
- 13 HIIT (Move tab)

12

Quick Workouts (Move tab)
A tab that contains a series of 5-10 minute workouts that can easily be incorporated into users' lives.

Input fields
- View favourite quick workouts
- Select quick workout
- Display how long a workout will take
- View diagrams/instructional videos demonstrating how to do exercises
- Display countdown

Do
- Set workout intensity
- Start workout
- Mark as completed
- Share workout with friend

Go
- 6 Dashboard
- 7 Profile
- 3 Resources
- 9 Move
- 8 Social
- 13 Weightlifting (Move tab)
- 11 Dance (Move tab)
- 13 HIIT (Move tab)

13

HIIT (Move tab)
A tab that contains a series of high intensity interval training workouts.

Input fields
- View HIIT workout with video to follow along with
- View HIIT workout with a list of sets, along with diagrams
- View target areas
- View length of workouts

Do
- View favourite workouts
- Set workout intensity
- Mark as completed
- Set countdown timer

Go
- 6 Dashboard
- 7 Profile
- 3 Resources
- 9 Move
- 8 Social
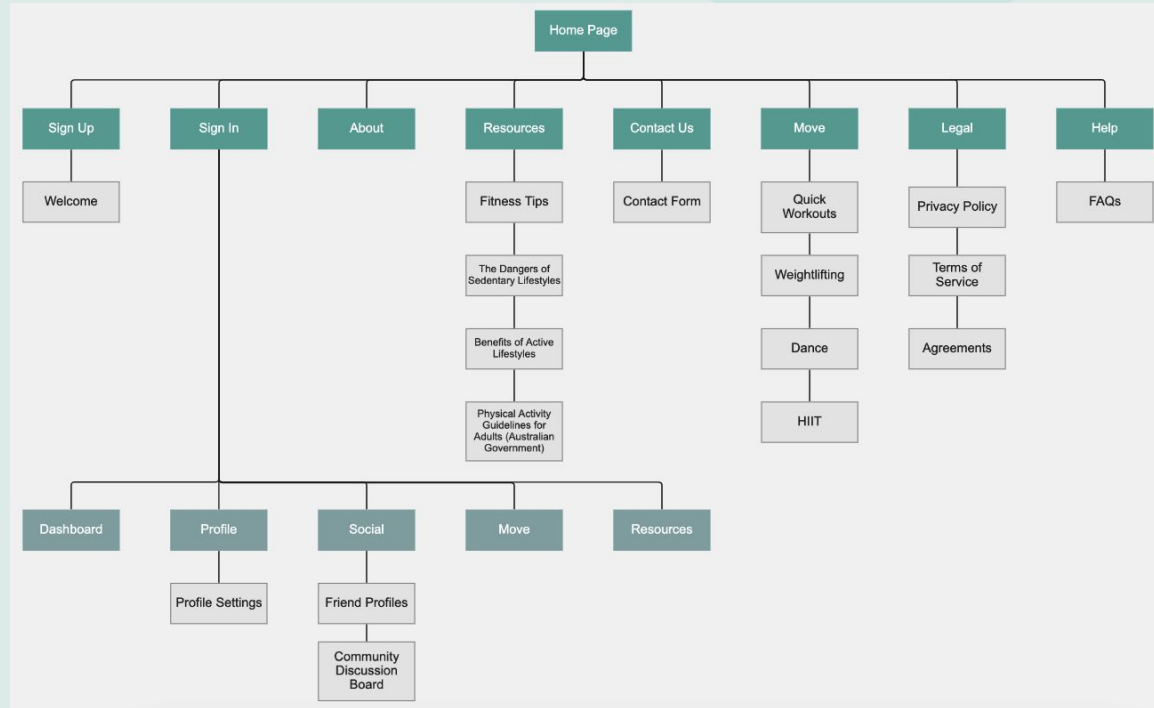- 12 Quick Workouts (Move tab)
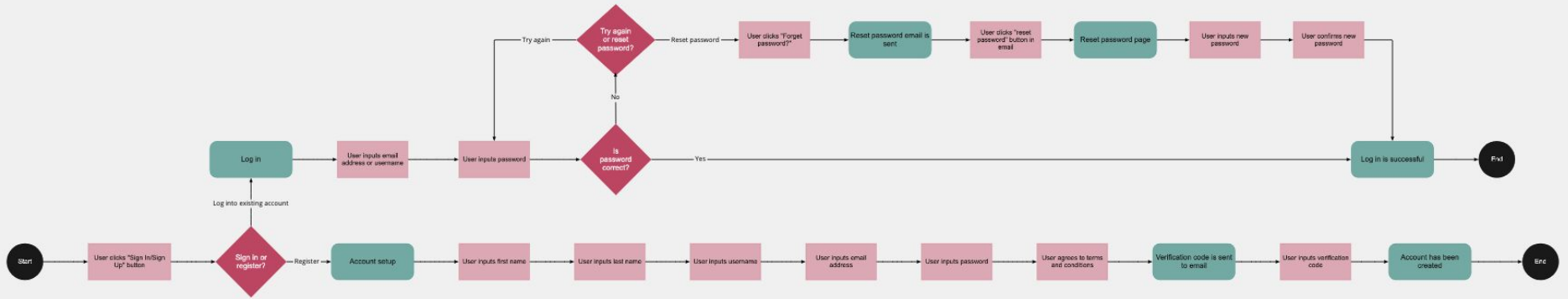- 10 Weightlifting (Move tab)
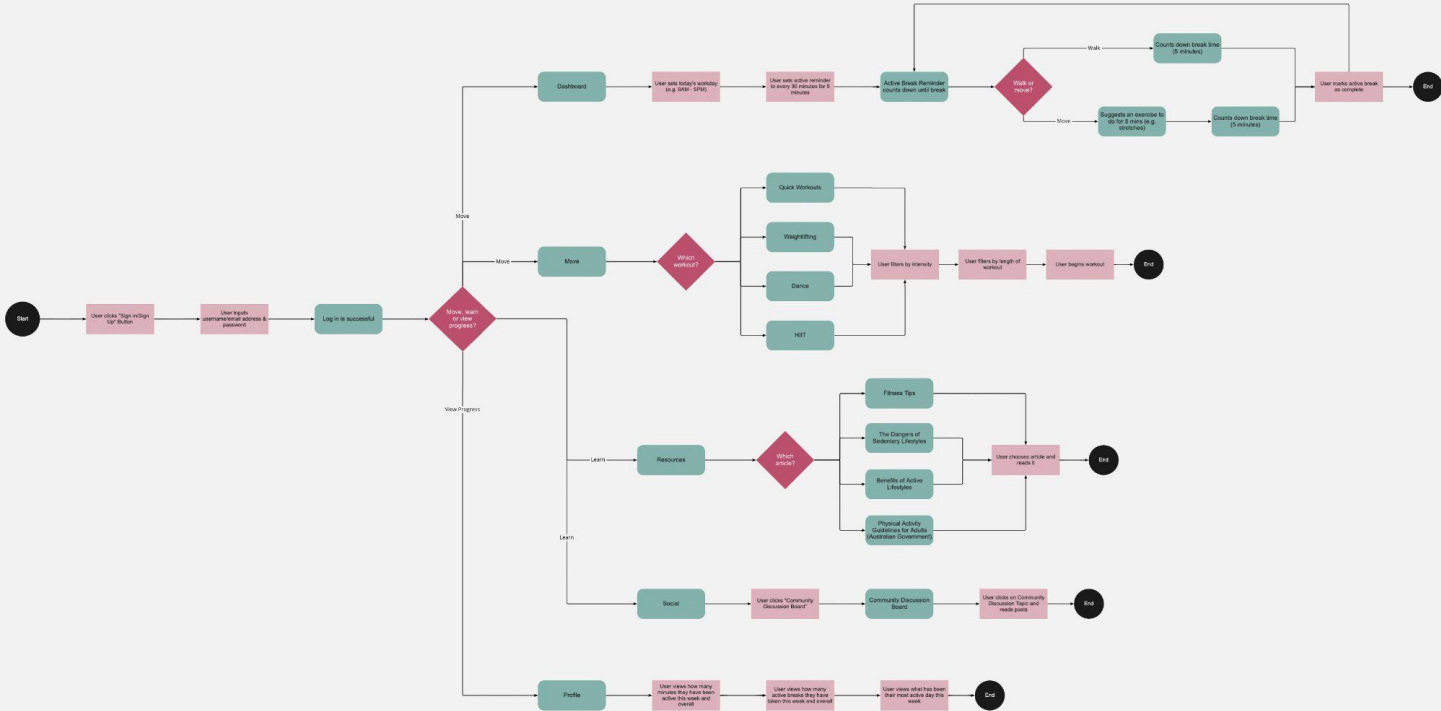- 11 Dance

Information Architecture

Site Map

User Flow - Sign In/Sign Up
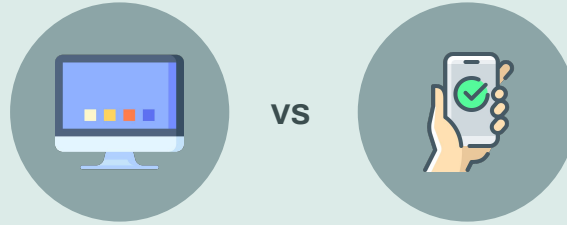

Link to User Flows:
https://miro.com/app/board/uXjVOsDgLPM=/?share_link_id=156013477448

User Flow - Site

Comparing Desktop & App Experiences

VS

From Do Go Mapping and creating user flows, it was discovered that desktop and app experiences will be slightly different. Users will be able to switch between different devices using the same account.

On desktop, the platform has potential to greatly assist users that work at their desks during work or throughout the week because users are already using their desktops. Registered users' dashboard will include the main work break timer and they will be able to adjust their work schedule and the frequency of stand up reminders. Furthermore, users will be able to follow along to workout videos more easily as it will be on a bigger screen. However, the desktop version will not include activities such as Walking and Running because these activities rely on motion tracking through phones.

In comparison to the desktop, the app serves as a portable timer and a fitness tracker. Users will be able to track their movements using motion tracking on phones. This greatly supports activities such as Running and Walking. The app can suggest walking/running routes nearby and use GPS to track how far users run and their speed.
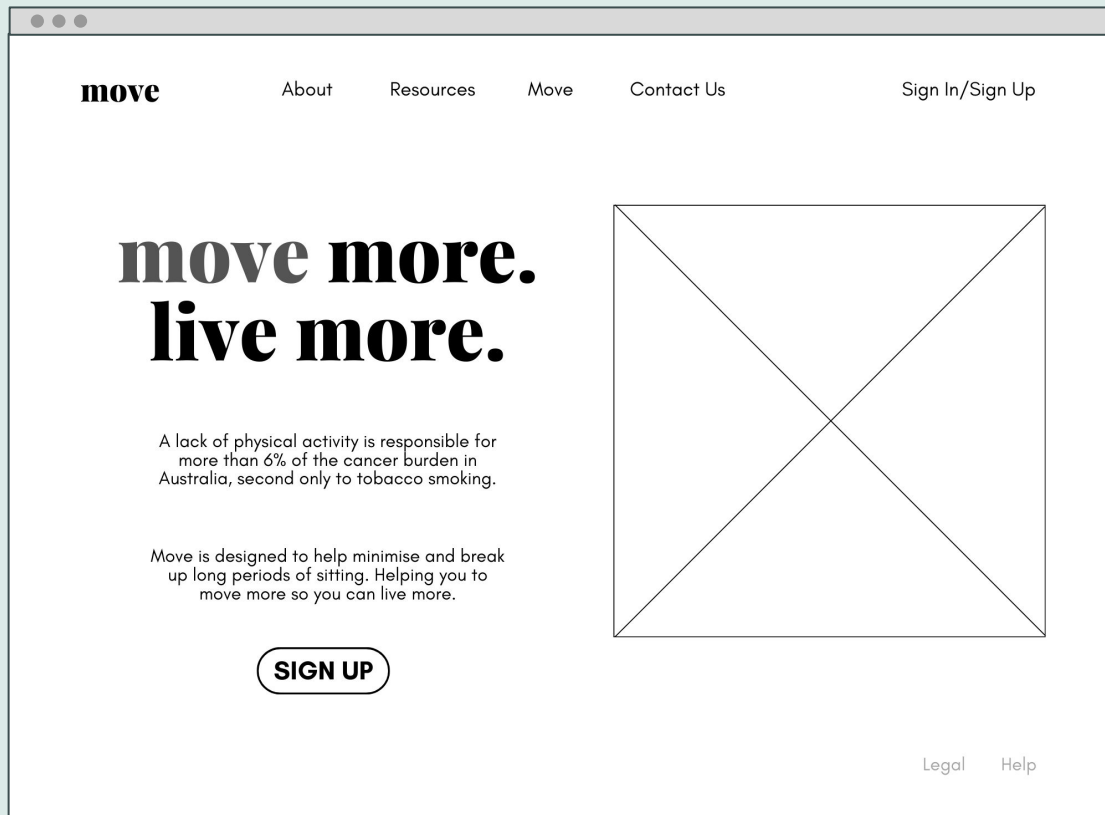
Desktop Home Page Wireframe

The home page serves as an information hub for users. It invites users to use the platform by introducing them to the main motivation of the company; to increase individuals' physical activity and decrease sitting times.

The main menu seen at the top of the page includes the main segments of information on the site.

A button at the bottom left of the page encourages users to register an account to use the platform to its full potential.

move

About   Resources   Move   Contact Us   Sign In/Sign Up

move more.
live more.

A lack of physical activity is responsible for more than 6% of the cancer burden in Australia, second only to tobacco smoking.

Move is designed to help minimise and break up long periods of sitting. Helping you to move more so you can live more.
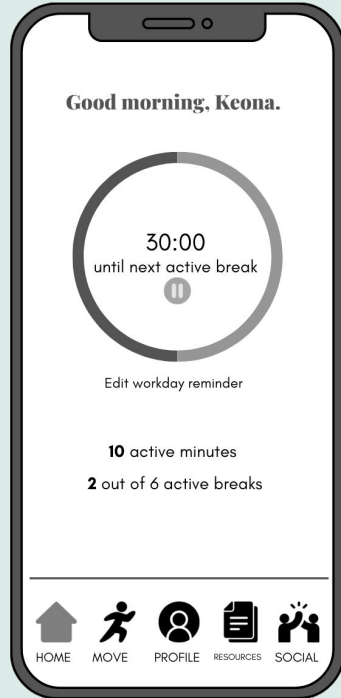
SIGN UP

Legal   Help

Phone Wireframe

The app's home/dashboard includes a timer that can be easily adjusted to suit users' work schedule. It counts down until it is time for users to take a standing break.

Users can also see progress made that day with statistics such as how many minutes they have been active and how many breaks they have taken.

The "Move" tab offers a variety of activities and are based off popular activities found from user research. "Quick Workouts" assist users with busy lifestyles to fit exercise in short sessions. The app will aim to expand variety of activities offered.

Big buttons are used for better user experience and allows users to select activities easily.

Good morning, Keona.

30:00
until next active break

Edit workday reminder

10 active minutes
2 out of 6 active breaks

HOME MOVE PROFILE RESOURCES SOCIAL

move to live longer

Quick Workouts	Walk
Run	Weightlifting
HIIT	Dance

HOME MOVE PROFILE RESOURCES SOCIAL