

move

Designing to help individuals combat sedentary habits and encourage movement

DID603A Assessment 2
Keona Romero

The Australian Government has revealed that

- More than half (55%) of adults **did not meet the physical activity guidelines** in 2017-18.
- Almost half (49.4%) of people aged 18-64 years who were employed described their day at work as **mostly sitting**.

Summary of User Research

From user research conducted, it was found that whilst most individuals exercise multiple times a week, at least **30% did little to no exercise** at all.

However, most users recognise their need for activity and expressed a **desire to be more active**. Supporting this, 30% of participants rated their physical health to be only fair.

Major contributors to a lack of exercise include **lack of motivation and time**. Users may feel reluctant to exercise because they lack energy and accountability.

Finding someone to be active with may encourage users to be more active. Popular activities include walking, weightlifting, swimming and running.

Personas Recap

Liana Perez

Archetype: Novice

Job: Full-time, mostly sitting

Marital Status: Single

Tech Proficiency: High

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
- Too much information

Alexandra Turner

Archetype: Seated sloth

Job: Full-time, mostly sitting

Marital Status: Single

Tech Proficiency: High

Active Goals

- Feel more motivated to be active
- Exercise at least once a day (quick workout)
- Set up easy and achievable goals

Delight Points

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

Pain Points

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

Felix Nguyen

Archetype: Fit fellow

Job: Part-time, standing

Marital Status: Single

Tech Proficiency: High

Active Goals

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

Delight Points

- Workout filters
- Ability to choose length of workouts
- Ability to choose difficulty of workouts (wants a challenge)

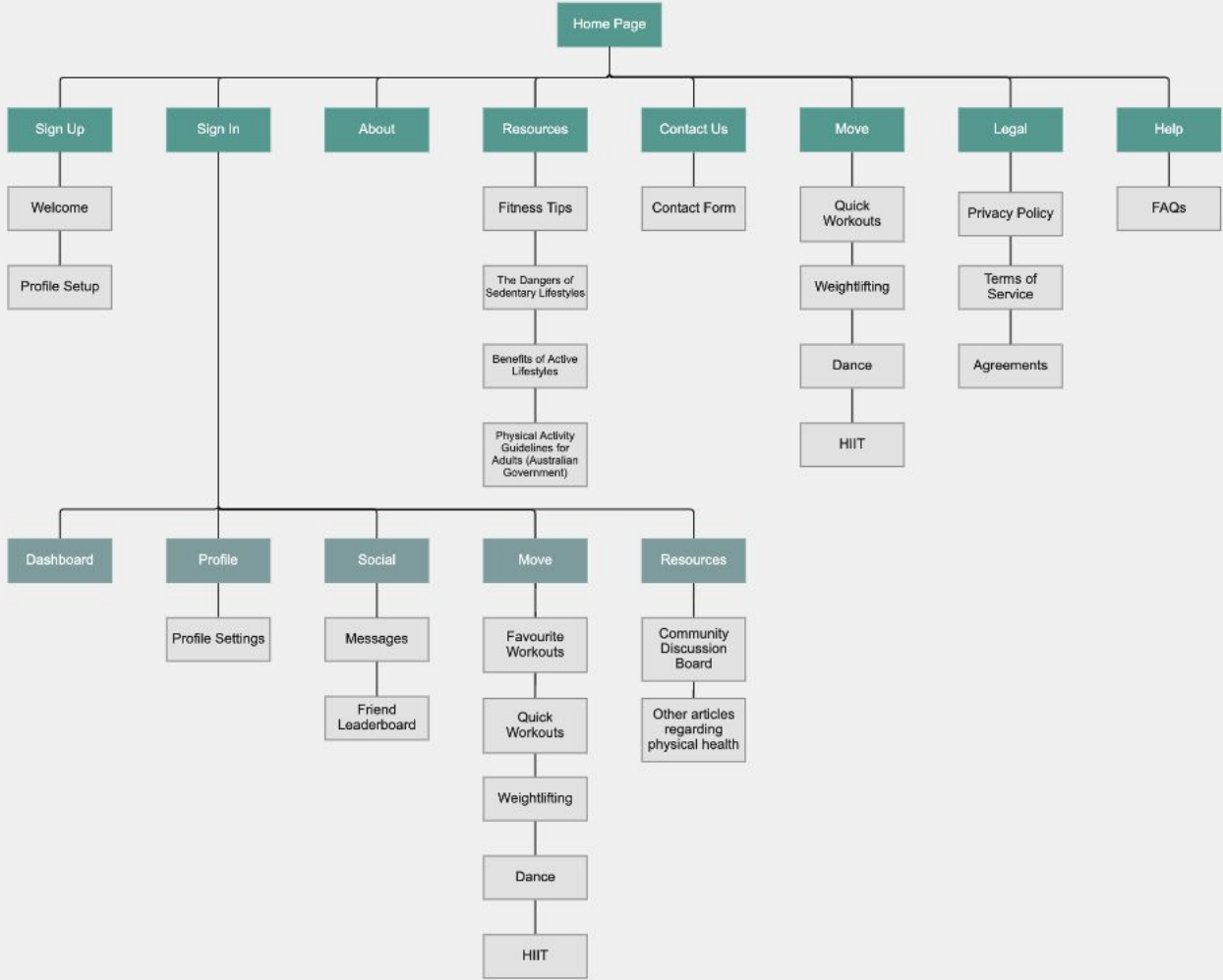
Pain Points

- Prefers automation over manual input of active time (needs an app that can connect to fitness device)
- Paid apps (on a budget)

Hypotheses

Insights	Needs	HMW	Hypothesis
Users want to start being active but are unsure how.	Easy to understand information with clear instructions to enable novice users to start.	How might we make content the most understandable?	<p>I believe that providing step by step instructions with diagrams will assist all users to understand exercises.</p> <p>I believe that providing information on what exercises help with (target areas) improving users' physical health.</p>
Users forget to take standing breaks often enough whilst working.	Users forget to take standing breaks often enough whilst working.	How might we make reminders personal and appealing?	<p>I believe that allowing users to set their work schedule and how often they would like to be reminded make being active more personal and appealing.</p> <p>I believe that the use of pop up messages and light sounds will push users to stop and get up.</p>
Users will feel more motivated by exercising with friends.	Social aspect of the app that enables users to connect with friends.	How might we encourage active relationships between users?	<p>I believe that allowing users to share and schedule workouts with friends encourage active relationships.</p> <p>I believe that leaderboards encourage friendly competition and accountability between users.</p>
Users are unaware about the dangers of sedentary habits or the benefits of active lifestyles.	Easy access to resources that educate users on the dangers of sedentary lifestyles and tips to combat it.	How might we make information more engaging?	<p>I believe that providing a community discussion board will enable users to hear other people's experiences and learn from others.</p> <p>I believe that by providing well written articles about the motivation behind the platform, users will learn and be more motivated to be active.</p>

Site Map

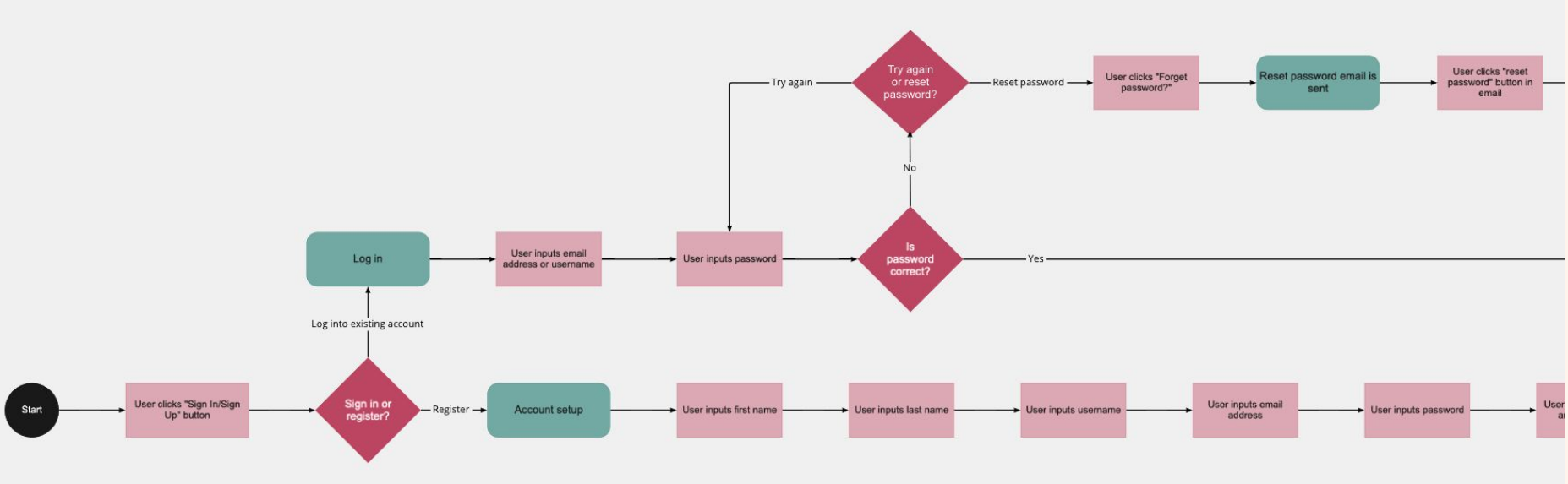


User Flows

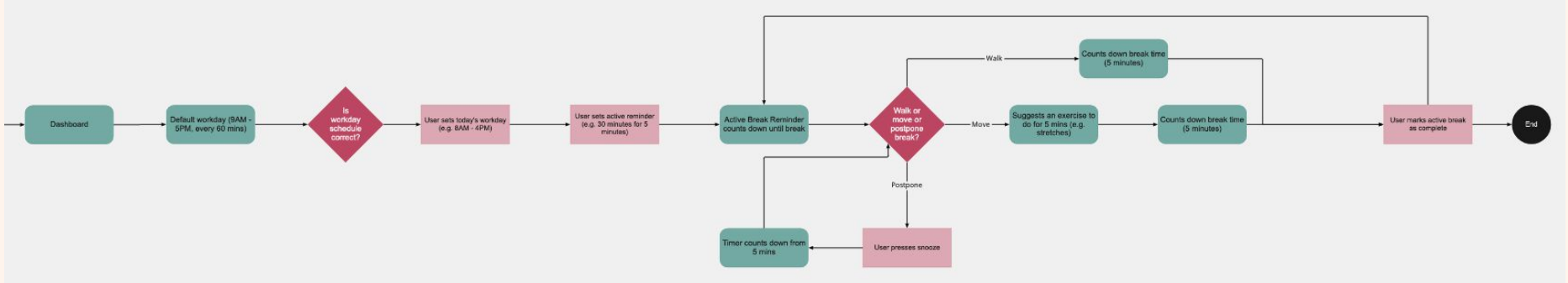
To view full Site Map & User Flows, please visit Miro Board:

https://miro.com/app/board/uXjVOiKRfv0=/?share_link_id=212951397844

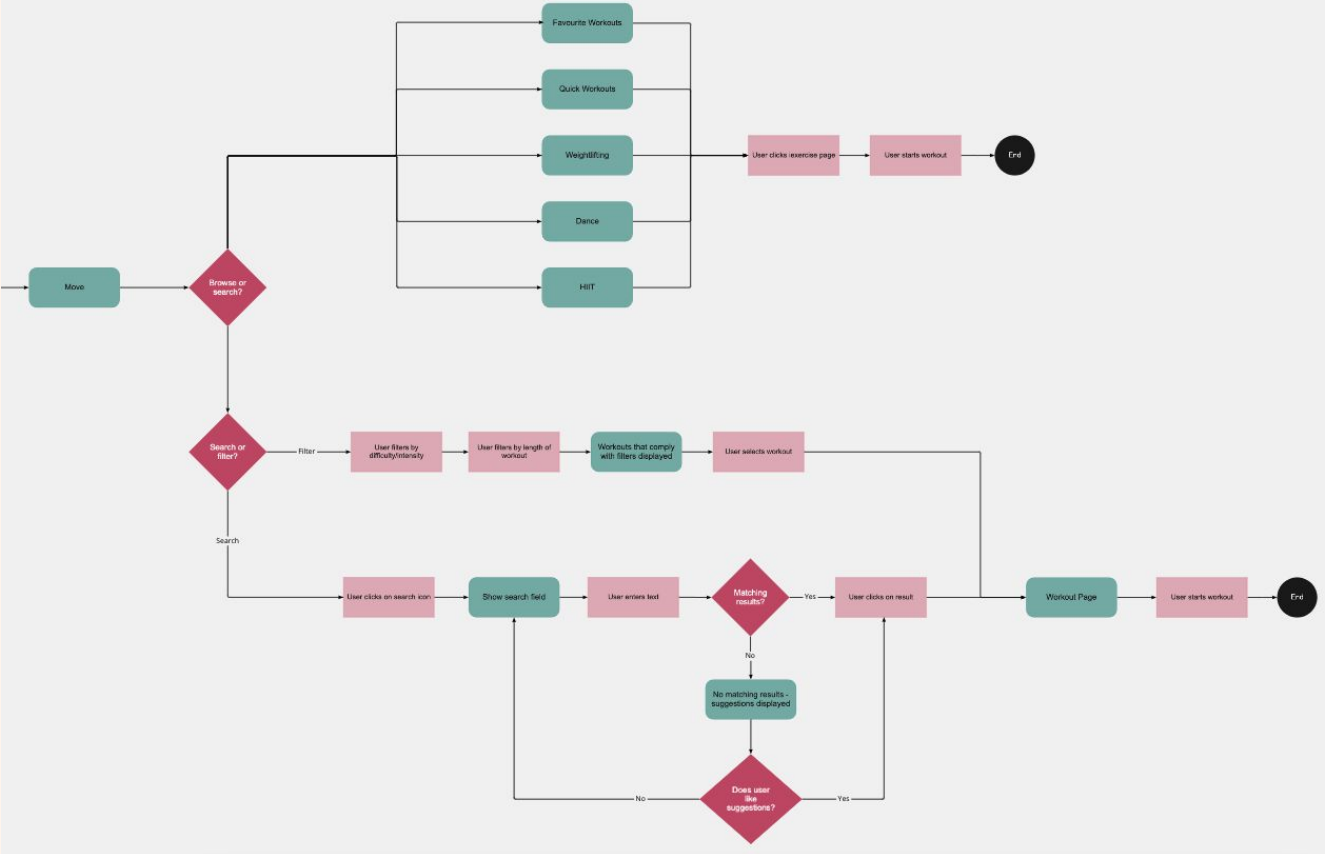
Flow 1 User Sign In/Registration



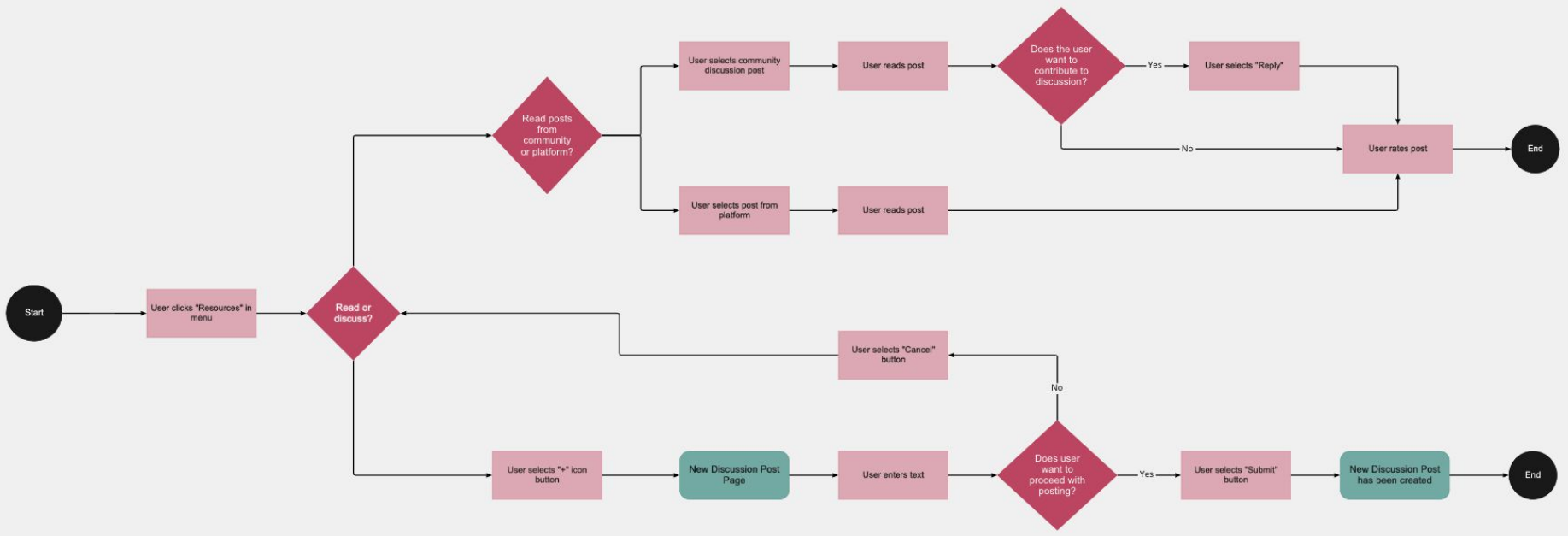
Flow 2A Move Reminder



Flow 2B Move Exercises Browse/Search



Flow 3 Resources (includes Community Discussion Board)



Designing Move

Colour Palette



The platform makes use of warm colours including reds, oranges and yellow. **Red** conveys energy, **orange** conveys health and vitality, and **yellow** conveys hope.

Prototypes

Desktop Prototype Video Screen Recording

<https://vimeo.com/735138902>

Mobile Prototype Video Screen Recording

<https://vimeo.com/735139744>

Move Desktop Prototype

<https://www.figma.com/file/EbCqTTQ15Wtv64C7v6kvZU/Move?node-id=0%3A1>

Move Mobile Prototype

<https://www.figma.com/file/EbCqTTQ15Wtv64C7v6kvZU/Move?node-id=28%3A1468>