

Course
assignment

Movelt: Mobile and smartwatch app

Fitness app ecosystem for mobile and smartwatch

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Introduction & background

This report covers the design process for Movelt, a fitness app created for both mobile phones and smartwatches. Movelt is designed to help the persona «Jarno Fischer», a busy design manager, stay consistent with his workouts and health tracking.

The app focuses on simplicity and convenience, allowing users to do quick workouts and monitor progress effortlessly. The smartwatch app provides quick,

glanceable updates, while the mobile app has features like workout instructions and heart rate tracking over time.

Following, you will find the process to design the app, including Jarno's persona, research, ideation and prototypes of certain screens in the app. Movelt is designed to make staying active simple, even for someone with a busy schedule.



Research

I conducted a litterature review to understand the current trends in fitness technology, user expectations, and challenges in the market. I did a SWOT analysis of leading fitness apps to identify their strengths, weaknesses, opportunities, and threats.

[View full literature review spreadsheet](#)

[View SWOT analysis](#)

Facts	Experience	Research Method	Researcher	Date Captured	Source
What are the current trends in wearable technology?					
By the end of 2024, the global market for fitness apps is expected to generate US\$6.86 billion in sales	Neutral	Literature review	Rebekka	2024/11/27	https://www.techaheadcorp.com/blog/integrating-fitness-apps-to-smartwatches
In the wearables category, the smartwatches segment is projected to reach the maximum value of 62.46 billion US dollars by 2028	Neutral	Literature review	Rebekka	2024/11/27	https://www.techaheadcorp.com/blog/integrating-fitness-apps-to-smartwatches
we continually expect more from the tech, with demand for devices that are thinner, smaller, softer, and more stretchable	Neutral	Literature review	Rebekka	2024/11/27	https://axial.acs.org/materials-science/wearable-technology
smart contact lenses are transforming ocular health management and disease monitoring.	Positive	Literature review	Rebekka	2024/11/27	https://axial.acs.org/materials-science/wearable-technology
smartwatches are wearable devices that marry the functionality of traditional wristwatches with advanced features like health monitoring, fitness tracking, and communication	Neutral	Literature review	Rebekka	2024/11/27	https://act-light.com/what-will-shape-the-future-development-of-smartwatches
Smartwatches offer a compact and convenient way to stay connected and track various aspects of our lives	Positive	Literature review	Rebekka	2024/11/27	https://act-light.com/what-will-shape-the-future-development-of-smartwatches
Modern smartwatches increasingly focus on health and fitness features, including heart rate monitoring, sleep tracking, and activity monitoring	Positive	Literature review	Rebekka	2024/11/27	https://act-light.com/what-will-shape-the-future-development-of-smartwatches
They will play a significant role in managing personal health, from early disease detection to medication reminders.	Positive	Literature review	Rebekka	2024/11/27	https://act-light.com/what-will-shape-the-future-development-of-smartwatches
Smartwatches will enhance productivity with instant access to notifications, calendars, and task management.	Positive	Literature review	Rebekka	2024/11/27	https://act-light.com/what-will-shape-the-future-development-of-smartwatches
Health Monitoring: Heart rate monitoring, ECG, blood oxygen (SpO2) measurements, and sleep tracking	Neutral	Literature review	Rebekka	2024/11/27	https://www.missionrepair.com/post/current-trends-in-smartwatches
As smartwatches evolve, they're becoming more embedded in larger tech ecosystems.	Neutral	Literature review	Rebekka	2024/11/27	https://www.missionrepair.com/post/current-trends-in-smartwatches
Brands like Garmin and Polar are specializing in advanced fitness metrics like VO2 Max, recovery time, and training load	Neutral	Literature review	Rebekka	2024/11/27	https://www.missionrepair.com/post/current-trends-in-smartwatches
Smartwatches are gaining better, more fluid interfaces.	Positive	Literature review	Rebekka	2024/11/27	https://www.missionrepair.com/post/current-trends-in-smartwatches
Swipe gestures, voice commands, and haptic feedback are becoming smoother and more intuitive	Positive	Literature review	Rebekka	2024/11/27	https://www.missionrepair.com/post/current-trends-in-smartwatches
Users are encouraged to maintain their activity levels and meet their fitness goals by real-time feedback and performance tracking	Positive	Literature review	Rebekka	2024/11/27	https://www.verifiedmarketreports.com/blog/top-trends-in-smartwatches
Now, smartwatches boast features like ECG, blood oxygen monitoring, and advanced sleep tracking	Positive	Literature review	Rebekka	2024/11/27	https://www.techaheadcorp.com/blog/integrating-fitness-apps-to-smartwatches
How do users interact with fitness apps on smartwatches?					
Receiving: Asking for the user's attention to present information	Neutral	Literature review	Rebekka	2024/11/27	https://www.nngroup.com/articles/smartwatch-interaction
Referencing: Checking information that is constantly available	Neutral	Literature review	Rebekka	2024/11/27	https://www.nngroup.com/articles/smartwatch-interaction
Recording: Capturing data as it is generated in the world	Neutral	Literature review	Rebekka	2024/11/27	https://www.nngroup.com/articles/smartwatch-interaction
Controlling: Manipulating an ongoing process or separate technology	Neutral	Literature review	Rebekka	2024/11/27	https://www.nngroup.com/articles/smartwatch-interaction
Communicating: Connecting with other people via calls or messages	Neutral	Literature review	Rebekka	2024/11/27	https://www.nngroup.com/articles/smartwatch-interaction
Guiding: Providing in-the-moment direction during an activity	Neutral	Literature review	Rebekka	2024/11/27	https://www.nngroup.com/articles/smartwatch-interaction
A smartwatch is a multi-functional device that can perform various tasks and replace basic smartphone functions.	Neutral	Literature review	Rebekka	2024/11/27	https://perpet.io/blog/the-future-of-health-and-fitness-a-glimpse-through-smartwatches
With wearable apps, users can easily interact with digital content and services from any location.	Positive	Literature review	Rebekka	2024/11/27	https://perpet.io/blog/the-future-of-health-and-fitness-a-glimpse-through-smartwatches
receiving notifications and messages without needing to look at one's phone.	Positive	Literature review	Rebekka	2024/11/27	https://perpet.io/blog/the-future-of-health-and-fitness-a-glimpse-through-smartwatches
A great user experience requires seamless integration of fitness apps and wearables, focusing on compatibility, data accuracy, and ease of use	Neutral	Literature review	Rebekka	2024/11/27	https://perpet.io/blog/the-future-of-health-and-fitness-a-glimpse-through-smartwatches
Fitness wearable technology is the foundation of this dynamic combo of apps and user experiences.	Neutral	Literature review	Rebekka	2024/11/28	https://www.techaheadcorp.com/blog/integrating-fitness-apps-to-smartwatches
What are users' main frustrations with current fitness apps on smart watches?					
A wearable device has less processing power, memory, battery life, and input methods.	Negative	Literature review	Rebekka	2024/11/27	https://perpet.io/blog/the-future-of-health-and-fitness-a-glimpse-through-smartwatches
Navigation and interface design can be cumbersome in some apps.	Negative	Literature review	Rebekka	2024/11/27	https://www.quora.com/What-is-lacking-in-online-fitness-apps
the compatibility and synchronization can be inconsistent.	Negative	Literature review	Rebekka	2024/11/27	https://www.quora.com/What-is-lacking-in-online-fitness-apps

Research goals

- 1) What are the current trends in wearable technology?
- 2) How do users interact with fitness apps on smartwatches?
- 3) What are users' main frustrations with current fitness apps?
- 4) What are the best practices for creating simple, intuitive user interfaces for users with limited time?

Affinity mapping

To organize and analyze the information gathered from the research, I created an affinity map. This process helped group related insights and identify key patterns in user needs and challenges. The affinity mapping highlighted trends like the increasing reliance on smartwatches for health tracking, the demand for simple and intuitive interfaces, and the importance of personalized and diverse content. You can learn more about the insights on the next page.

[View affinity map in Miro](#)



Insights

The research shows that fitness apps and smartwatches are becoming more popular, with smartwatches playing a big role in tracking health and fitness. These devices now offer advanced features like heart rate monitoring, sleep tracking, and workout guidance, making them helpful tools for improving health. Users want apps that are easy to use, work well with other devices, and give accurate data.

There are some challenges. Many apps have issues with syncing, boring workouts, lack of personalization, and concerns about data privacy. Small smartwatch screens also make it difficult to design clear and simple interfaces.

To succeed, a fitness app needs to be easy to use, provide a variety of workouts, and work smoothly with other devices.



Recommendations

To create a good user experience for Movelt, here are some recommendations:

Seamless integration

Ensure the mobile app and smartwatch work smoothly together, with easy data syncing and complementary designs.

Simple and accessible design

Use a clean interface for the smartwatch, with large fonts, high-contrast colors, and simple gestures like taps and swipes.

Personalized features

Add options like favorite workouts, heart rate zone tracking, and workout suggestions based on available time.

Health Tracking

Focus on health metrics like heart rate trends, with more details available on the mobile app.

Solve user pain points

Make onboarding easy, ensure reliable syncing, and keep the design simple to avoid frustration.





Jarno Fischer

Age: 42
Profession: Design Manager
Status: Single
Location: Berlin, Germany

Bio:
Jarno is a driven and focused, and has a busy schedule as a design manager. He frequently uses his smartphone and smartwatch to stay organized and track his health. Jarno is committed to maintaining a healthy lifestyle despite his demanding work life and frequent travel. He is self-motivated and enjoys fitness, but his hectic everyday life often causes him to forget workouts or skip tracking his health metrics.

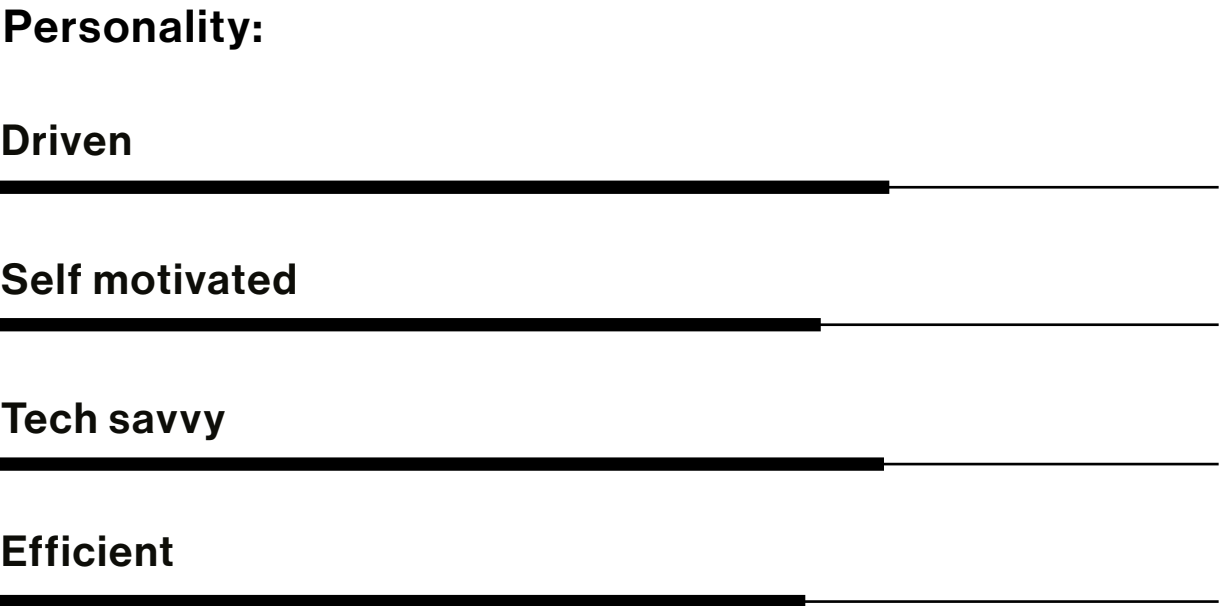
Interests:


Fitness


Technology


Nutrition


Outdoor activities



” *I just want to stay fit, without it feeling like another task.*

- Frustrations/pain points:**
- Forgetting to exercise due to his busy schedule
 - Current apps lack detailed insights into long-term heart health
 - Overly complicated workout apps with unnecessary features
 - Finds it hard fitting workouts into busy travel days

- Goals and needs:**
- Exercise consistently, even when traveling or at home.
 - Improve overall strength and heart health.
 - Track progress over time, especially heart rate trends.
 - A simple, equipment-free workout plan that adapts to his schedule.

- Motivations:**
- To stay healthy and active
 - To make the most of his limited time for better fitness results.
 - Use technology to simplify fitness and health tracking.

Favorite brands:





1

Jarno Fischer, a 42-year-old design manager in Berlin, has a packed day managing client meetings, project deadlines, and preparing for an upcoming trip. His schedule don't have room for personal time, but he's committed to maintaining his fitness goals.



2

In his busy day, Jarno notices it's late, and he hasn't exercised yet. He wants to stay consistent with his routine but doesn't have much time or energy for a long workout.



3

Jarno opens the Movelt mobile app on his phone. He quickly browses for a workout and selects "Chest workout – 15 minutes," a no-equipment session that suits his limited time.



4

After starting the workout from the phone, it syncs with his smartwatch. The smartwatch displays the workout name, a countdown timer, and estimated calories burned, allowing Jarno to follow along without distractions.



5

Jarno finishes his workout in 15 minutes, guided by his watch. Afterwards, the smartwatch displays a summary and average heart rate. Jarno saves the workout, and the data syncs automatically to his phone.



6

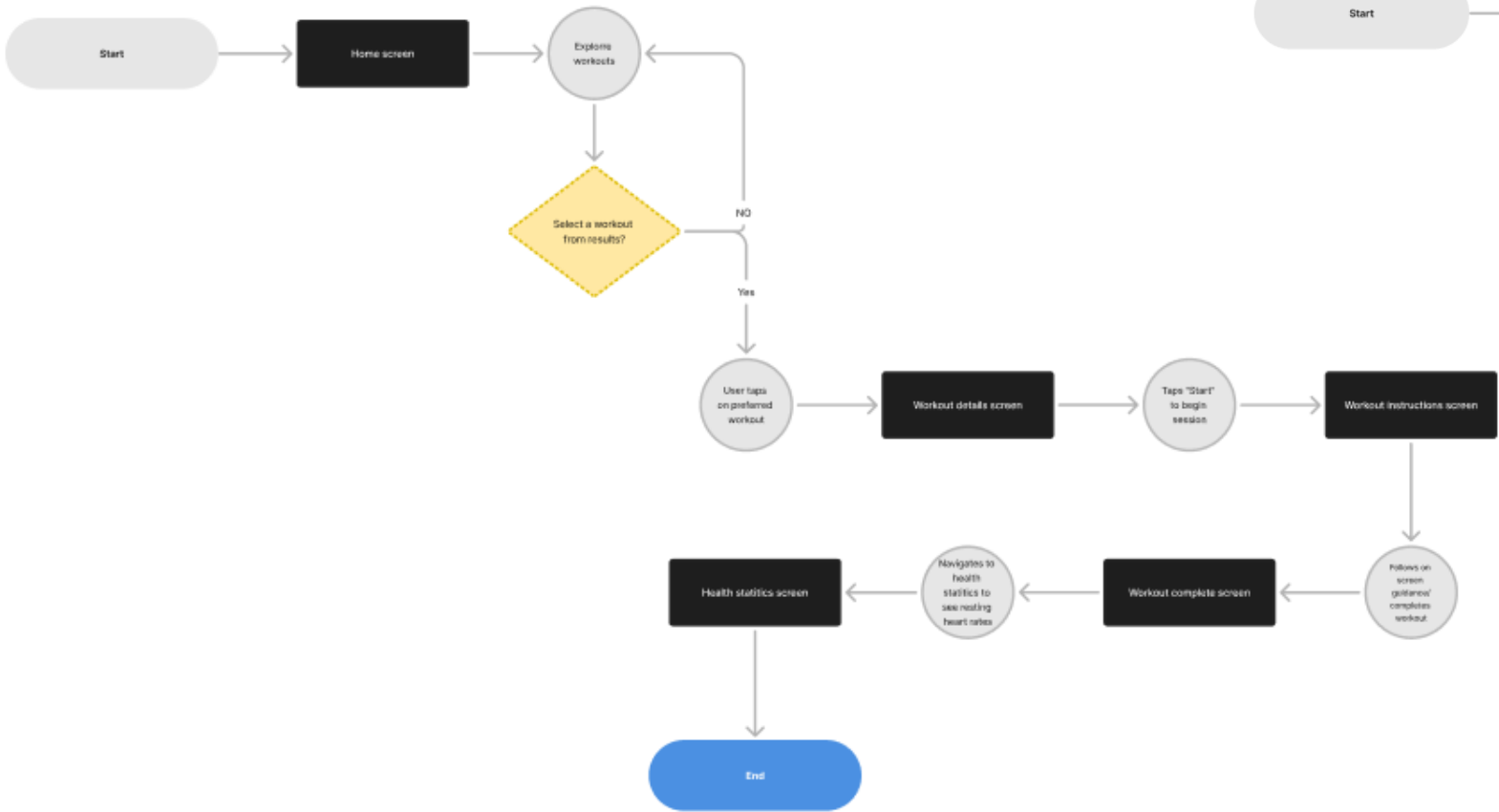
Later in the evening, Jarno relaxes and opens the Movelt app to check his progress. He reviews statitics from the workout and his heart rate trends over the week. He feels accomplished and motivated to stay consistent.

User flow

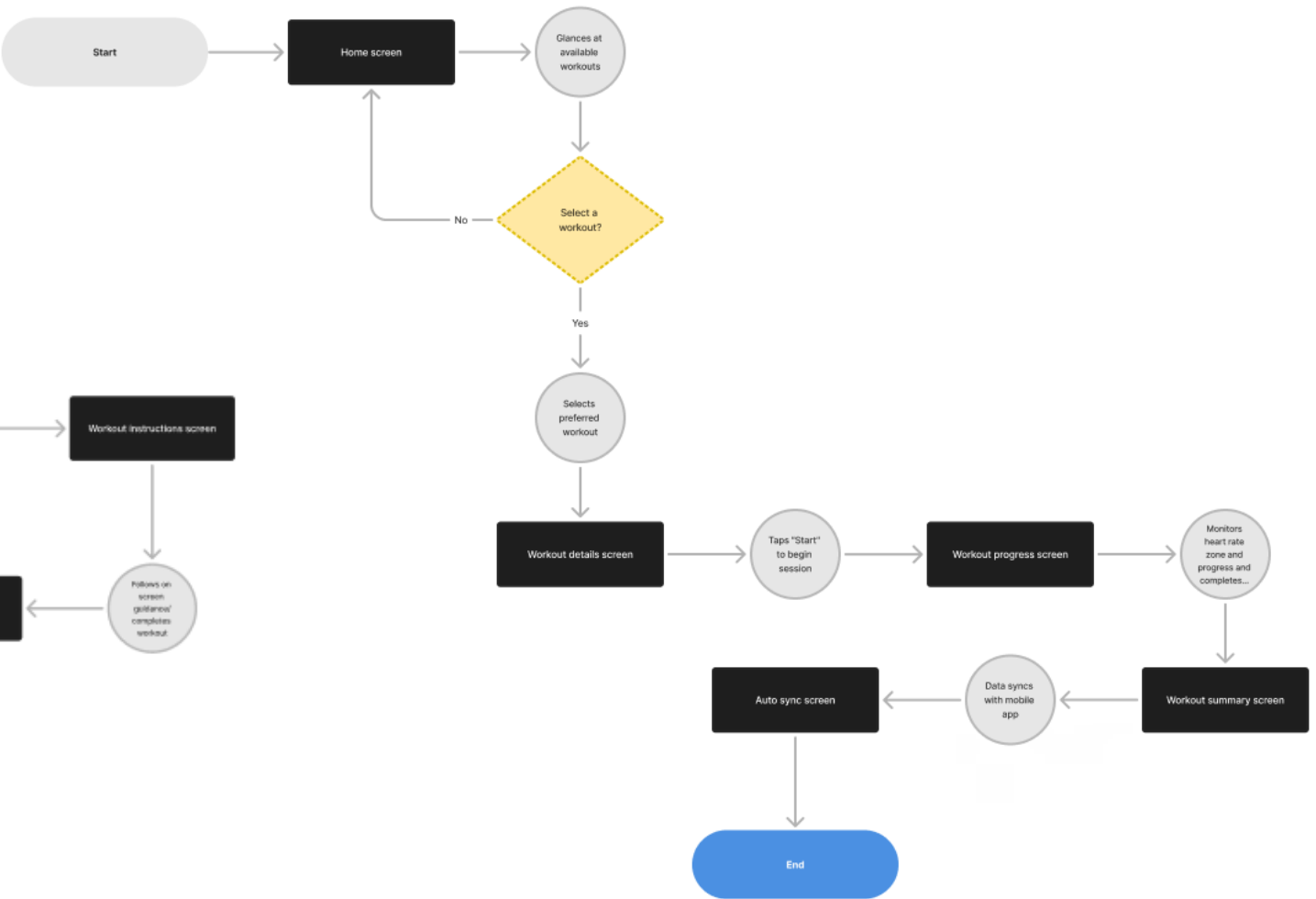
The user flow shows Jarno's experience using the app on both his mobile phone and smartwatch. It begins on the mobile app, where Jarno selects a workout from a categorized list. After starting the session, the smart-watch syncs automatically, providing glanceable info like time remaining, heart rate, and estimated calories burned during the workout.

[View user flow in Figma](#)

User flow mobile app



User flow smartwatch app

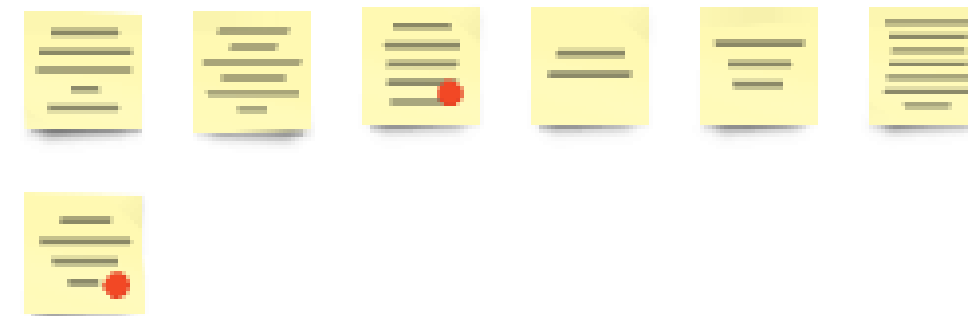


Ideation

I did a brainstorming session to generate ideas for the app's features and design. I used the NUF test to evaluate the top ideas. This process helped me select the best ideas to move forward with in the design phase.

[View board in Miro](#)

How might we make it easy to find a suitable workout quickly?



How might we design the smartwatch app to show workout information in a glanceable and simple way?



How might we ensure smooth synchronization between the mobile and smartwatch apps for a seamless user experience?



How might we make the mobile app's workout instructions clear and motivating, even for busy users?



HMW-questions

1) How might we make it easy to find a suitable workout quickly?

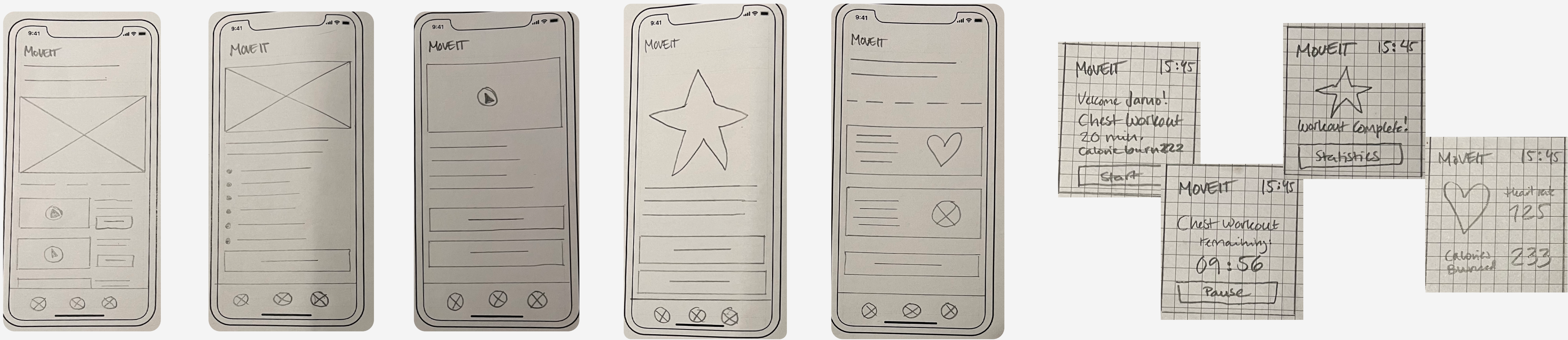
2) How might we design the smartwatch app to show key workout information in a glanceable and simple way?

3) How might we ensure smooth synchronization between the mobile and smartwatch apps for a seamless user experience?

4) How might we make the mobile app's workout instructions clear and motivating, even for busy users?

Sketches

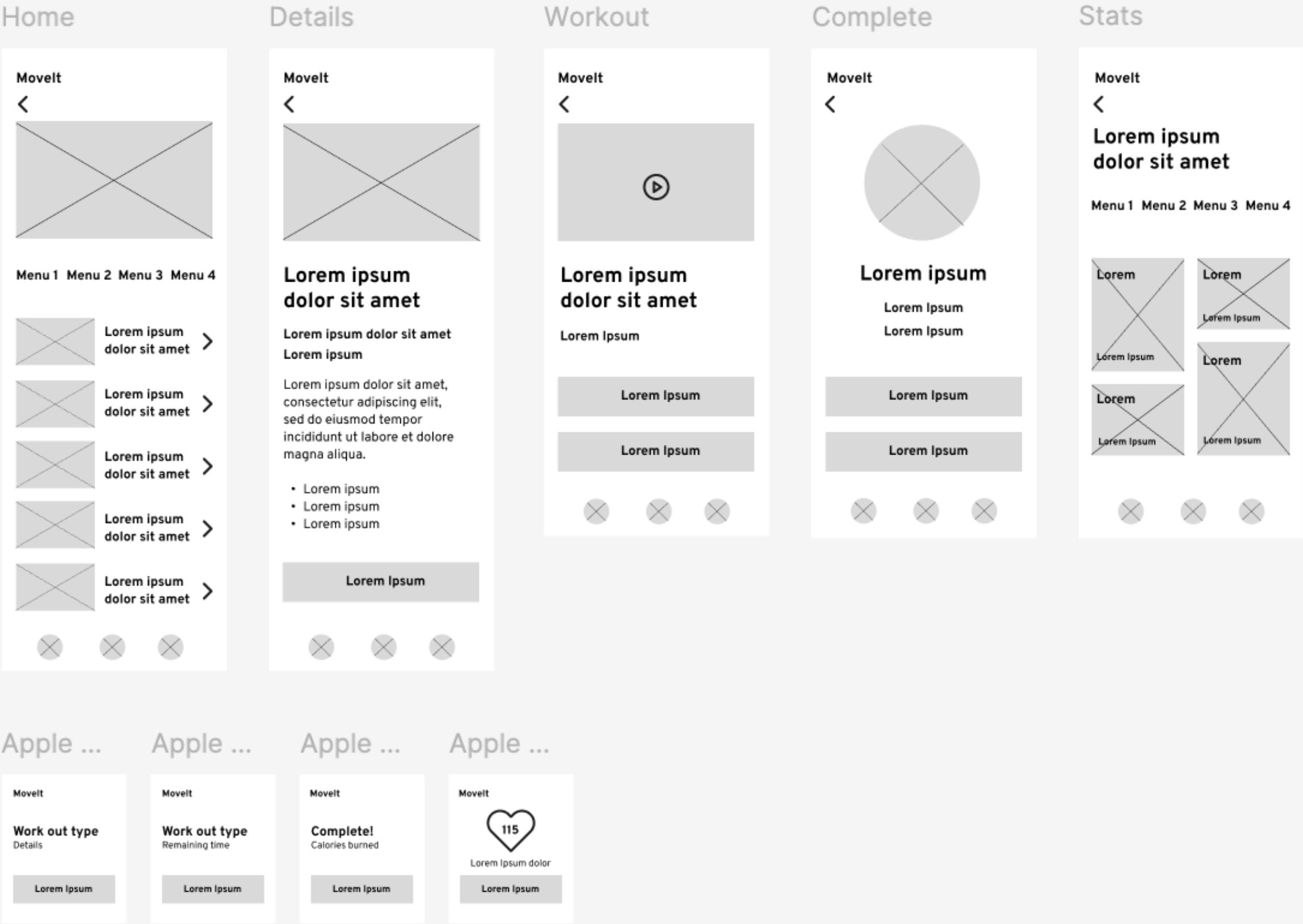
I started with a few hand drawn sketches to help visualize ideas for layout. These works as a foundation, but changes and improvements happened as the process evolved.



Low-fidelity prototypes

I created low-fidelity wireframes for the MoveIt app using Figma. These wireframes focus on the basic layout, structure, and functionality of both the mobile app and smartwatch interface.

[View wireframes in Figma](#)

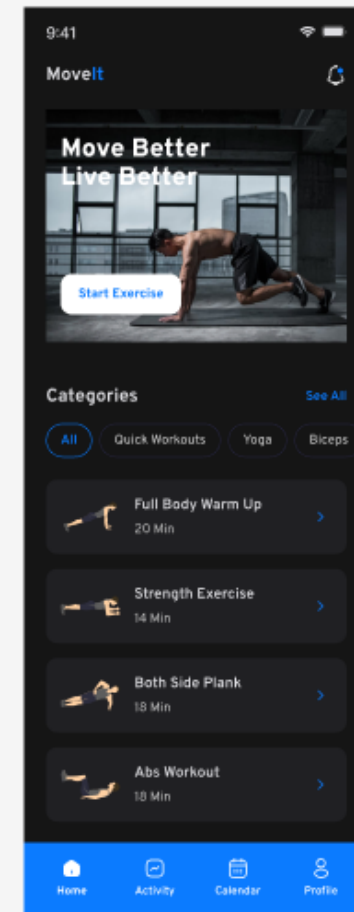


High-fidelity prototypes

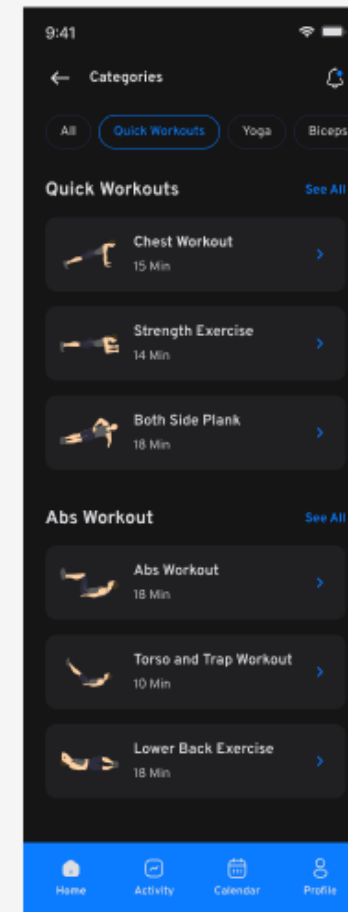
High fidelity wireframes were also built in Figma with the help of existing UI kits due to limited time. The high-fidelity wireframes shows a realistic look, incorporating features like vibrant colors, illustrations and intuitive navigation.

[View wireframes in Figma](#)

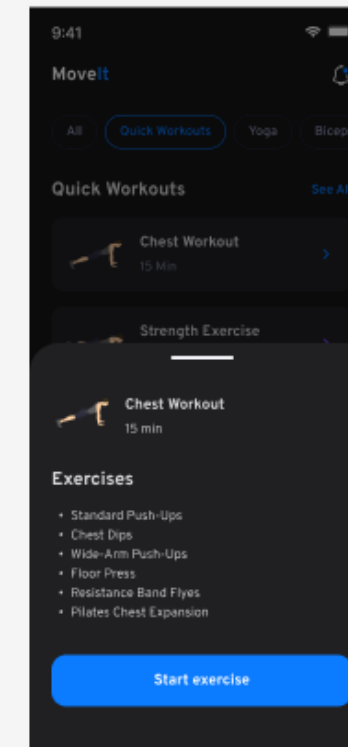
Home



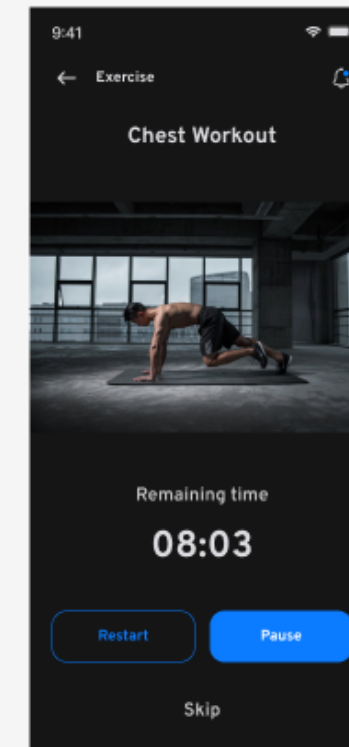
Categories



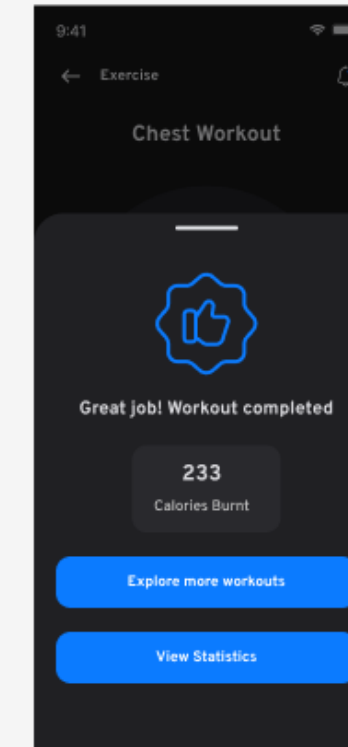
Workout details



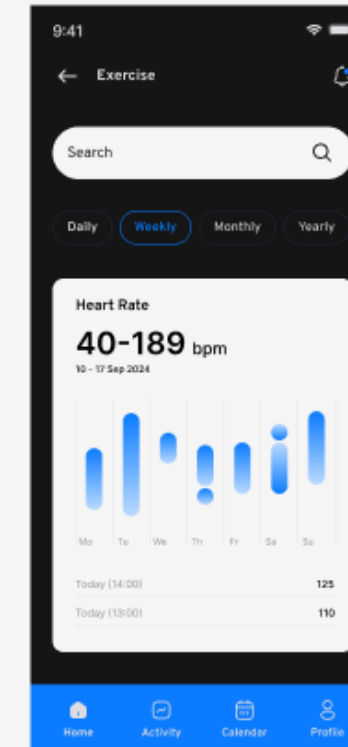
Exercise



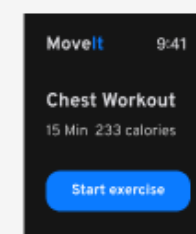
Exercise compl...



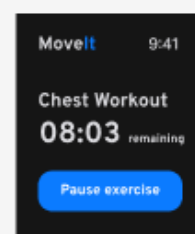
Statitics



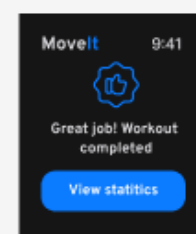
Apple ...



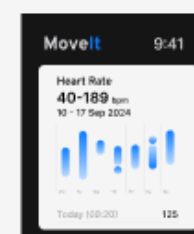
Apple ...



Apple ...



Apple ...





Conclusion

This assignment has been both insightful and challenging, especially given the limited time to balance research, ideation, and design. Exploring user needs, generating ideas, and creating both mobile and smartwatch interfaces has been a valuable learning experience

References & sources

Educational

<https://noroff.bravais.com/s/CuoFD18h8l7XyT08rEL3>

<https://noroff.bravais.com/s/M2RSvAN2rfMZln2PLvPD>

<https://lms.noroff.no/mod/url/view.php?id=70271>

Images

<https://www.pexels.com/photo/a-white-smartwatch-on-black-surface-12955888/>

<https://www.pexels.com/photo/close-up-view-of-a-person-wearing-black-smartwatch-7671475/>

<https://www.pexels.com/photo/serious-ethnic-guy-reading-sticky-notes-attached-to-pinboard-5745179/>

<https://www.pexels.com/photo/concentrated-young-black-businessman-messaging-on-smartphone-5745184/>

<https://www.pexels.com/photo/a-man-talking-on-the-phone-while-taking-notes-5749154/>

<https://www.pexels.com/photo/man-in-dress-shirt-sitting-at-the-table-using-laptop-computer-5749818/>

<https://www.pexels.com/photo/man-sitting-beside-a-dog-5749817/>

<https://www.pexels.com/photo/anonymous-guy-walking-at-home-with-loyal-akita-inu-dog-5749114/>

Online tools

https://miro.com/app/board/uXjVL-Zrll8=/?share_link_id=470569108831

<https://www.figma.com/design/tGlo9Nbt4mSWUx1alM0UzA/Untitled?node-id=4-822&t=m4wtrMVwstSJgLlv-1>

Icons

<https://www.flaticon.com>