

A person is running on a dirt path during sunset. The sun is low on the horizon, creating a warm, golden glow and long shadows. The runner is wearing a dark athletic top and shorts, and their legs are in mid-stride. The background features a line of trees and a clear sky.

INSTAHEALTH

Fitness/Health App Prototype

Design Innovation 90-1
Scarlett Wu

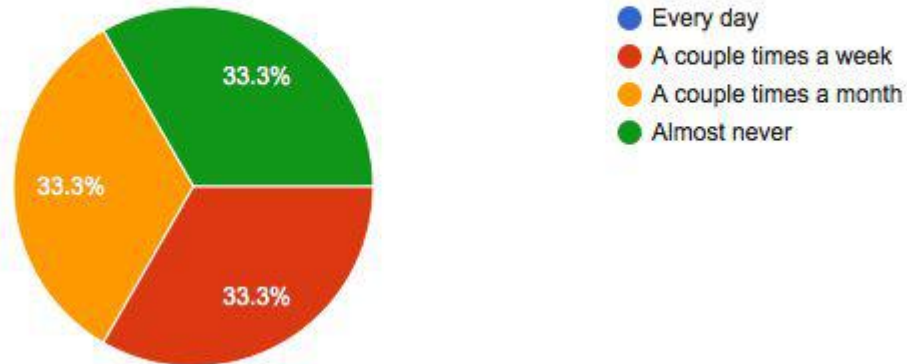
Initial Problem

- You, like many other people, have probably told yourself to live healthier and exercise more, but it can be hard to motivate yourself to do so.
- Can be hard to find the time to manage healthy meals due to hectic schedules and time-consuming work



Empathy Work

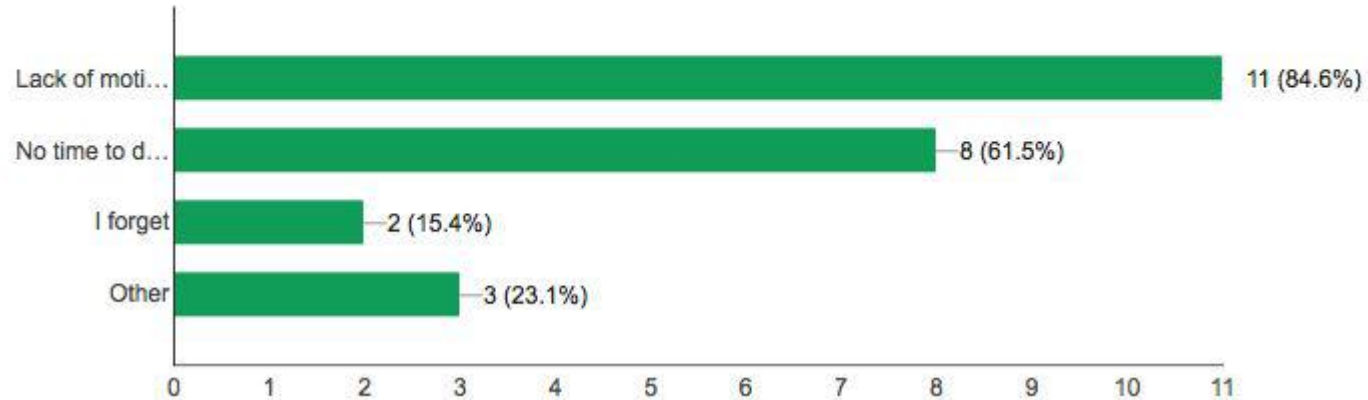
How often do you exercise (not including walking to class/work)? (15 responses)



Empathy Work

If you don't exercise regularly, why do you think you don't do so? (You may choose multiple and add a response)

(13 responses)



Empathy Map

Do

- Try to make workout schedule
- Try to cook own food
- Try to exercise with friends
- Tell self to lose weight
- Try to go to the gym

Say

- “I get too busy to go to the gym or run outside”
- “I want to eat healthier because my past eating habits have worsened my current physical health”
- “Healthy food is gross”
- “I wanted to look good but got lazy”

Feel

- Happier when motivated to work out
- Frustrated when lose motivation
- Discontent with body image
- Lazy
- Angry with self for lack of self-discipline

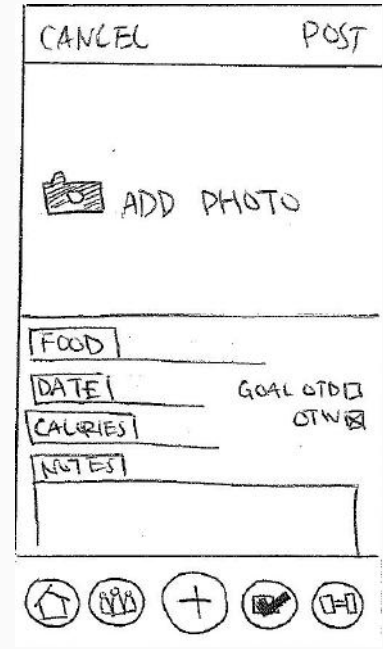
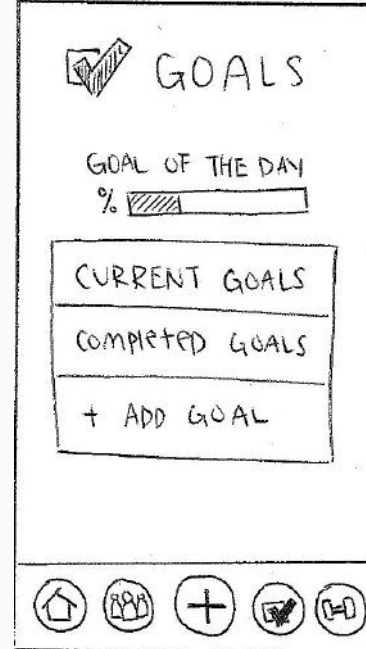
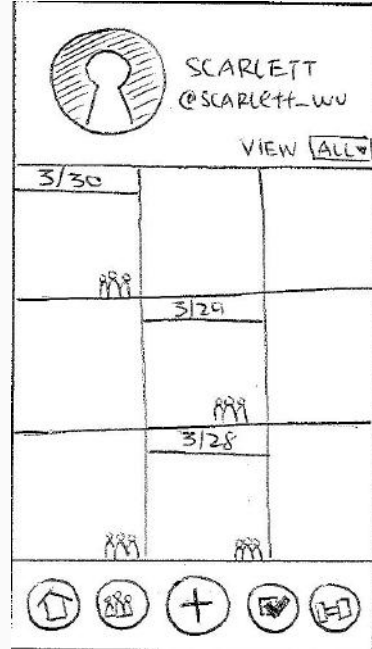
Think

- “Is it really this hard to exercise?”
- “I’m this tired after 10 minutes?”
- “Cooking takes too long. I don’t have time”
- “Too many dishes to wash if I have to cook”
- “I felt like I failed to stay healthy if I became worn out easily or gained weight”

Initial Work

- HOW MIGHT WE find a simple way to motivate college students to live and eat healthier while maintaining their busy schedules.
- POV Statement
 - College students NEED TO exercise and eat healthier on a regular basis BECAUSE their busy schedules can cause an unhealthy lifestyle and without a healthy lifestyle they could develop health issues in the future that may affect their daily lives.

Initial Prototype



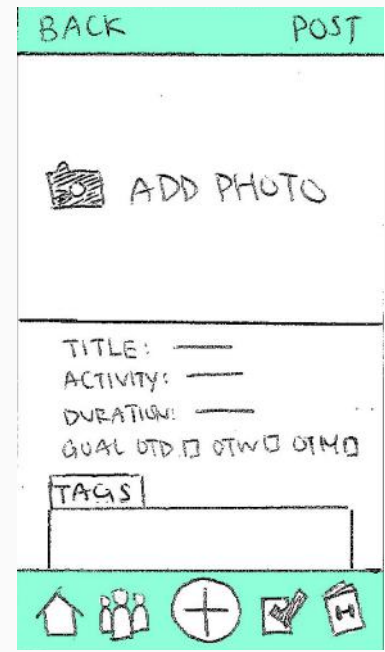
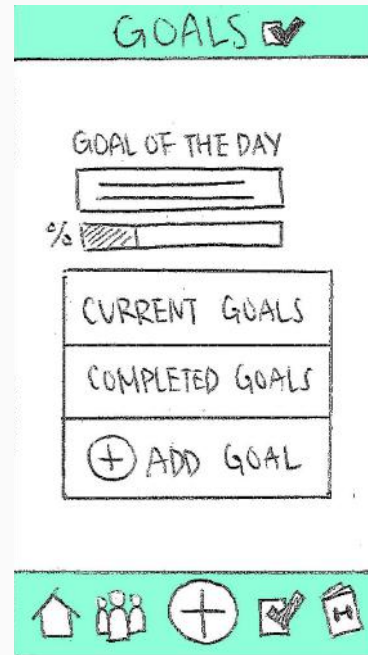
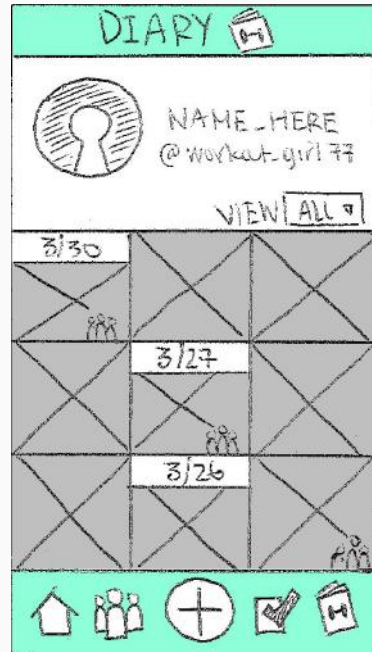
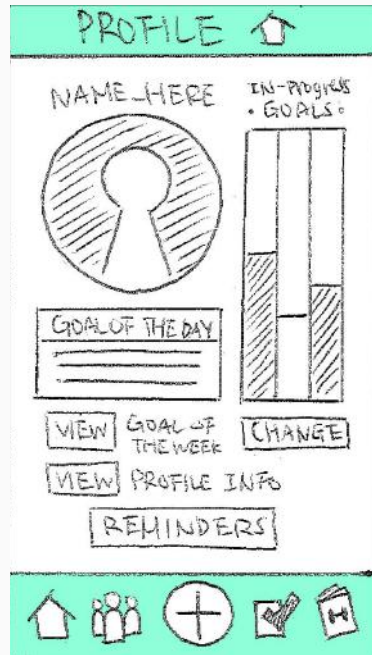
Initial Prototype

- <https://www.flinto.com/p/4656d110>
- Notifications on updating your workouts and/or healthy foods on either a daily or weekly basis, depending on how often you want to be reminded.
- Ideally after you upload a photo onto the app, it can somehow tell how many calories of the food from photo and serving size you indicate (not shown)

Initial Prototype Feedback

- I think the concept and design is okay, the next step to do is to think about the colors which can affect the overall design.
- I didn't like how it was black/white. Color will probably be added later on but being black/white affected the ease of navigation.
- I think some people may want to be able to have more than one goal a day, but if the current design covers that, I can't tell. Maybe there could be a search function so people can look up calories for certain foods? Also, the calorie thing is kinda hard to keep up with though, if you cook or eat out at places that don't list the number of calories for menu items, but I'm not sure how to solve this problem, so :/
- The 2nd button and the last button aren't very clear. I don't know what it does until I click on it. The other buttons are fine.
- The photo aspect could be expanded further to do more than just taking a photo as a mark of progress.
- I have been using a similar app named FitTime which has basically the same function. You may want to look it at.
- I'm not really sure what the last tab on the bottom right is for- is it like an instagram for the pictures that you take to keep track of fitness and healthy eating?
- I'm not entirely sure what the last button displays (to me, it seems to be a calendar but the boxes and their contents are somewhat confusing), but other than that, everything looks good! :))
- Users could share their progress with friends and comment on each other's photos. It should also have a settings button, where you can change how often you receive reminders and maybe alter privacy settings.

Revised Prototype



Revised Prototype

- <https://www.flinto.com/p/b4fe6928>
- Updates made:
 - Changed fitness diary navbar icon (bottom right) to a book rather than dumbbell (was confusing to some ppl)
 - Added headers to the main pages (Home, Community, Goals, Diary) so wouldn't be confusing as to where you were
 - Added reminders for notifications on phone when not using app
 - Added multiple goal status bars on home page
 - Attempted to add a little bit of color!

To add: (Feedback from class)

- Point system to motivate:
 - If go on every day, get a point
 - If complete more goals consistently, get more points for period of time
- Timeline of fitness progress to show the journey:
 - Option to look at images as a slideshow
- Potentially make it simpler / less complicated
- Customizable quotes/reminders
- Notifications on phone
- Incorporate existing calorie tracker into it to easily calculate calories?