

second part - 2/2

PERIOD

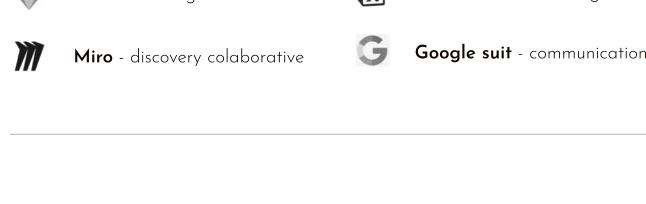


CLIENTE

Staying motivated in diet and training

The Challenge

Many peole find it difficult to do diet and excersice, because there are many reasons that prevent them from keeping motivated. This includes the constant research of how and when to do it since there are too many choices and the lack of time to see immediate results.



Ideate Implement Sketches Brainstorming Wireframes Feature Prioritization Mid-fi Prototype Mindmap - Sitemap User Flow Iteration Visual Design Final Screens Hi-fi Prototype second part 2/2



ROLE

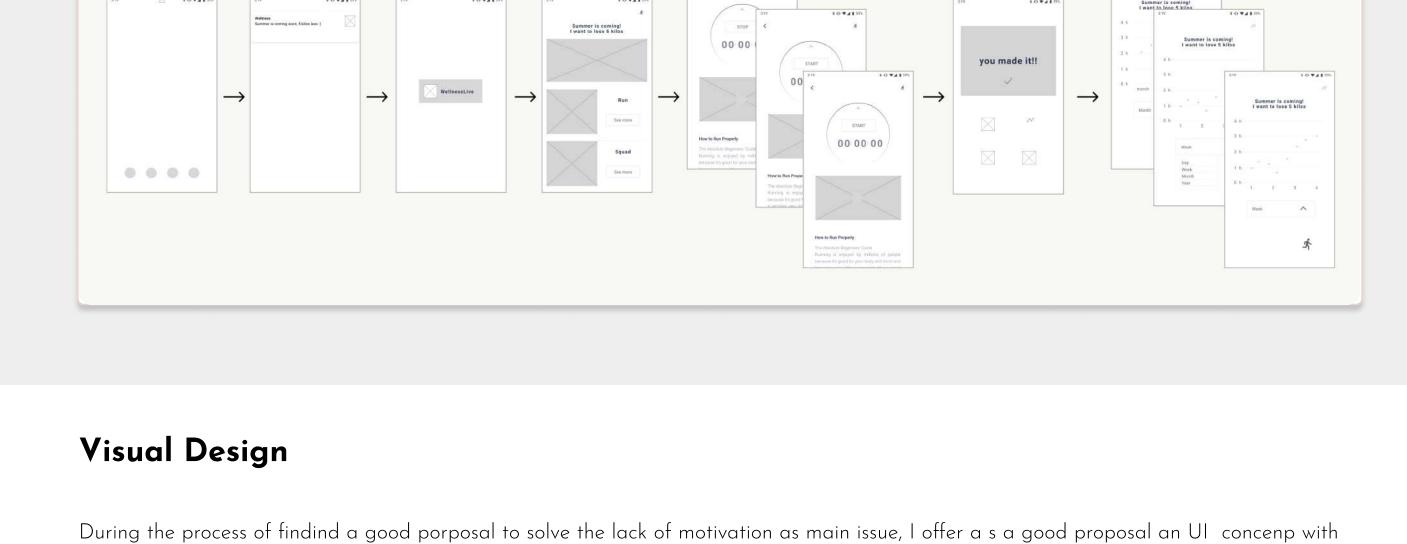
Define Market research Afinity Diagram Lean Survey Canvas Persona Problem Statement Survey Solution Interviews User Journey

Implement Designing the solution **Prototype**

Next, and using all I mentioned before, plus the power of schetching method, I defined the following user flow and represent it with wireframe in a mid-fi prototype.

activity. When the user finishes the activity, she will receive an encouraging message and she will be able to see the progress made so far.

The idea is that, at a key moment, the user will receive a notification reminding her of her goal, and encouraging her to do some physical



Moodboard

and atractive and powerfull colore visual.

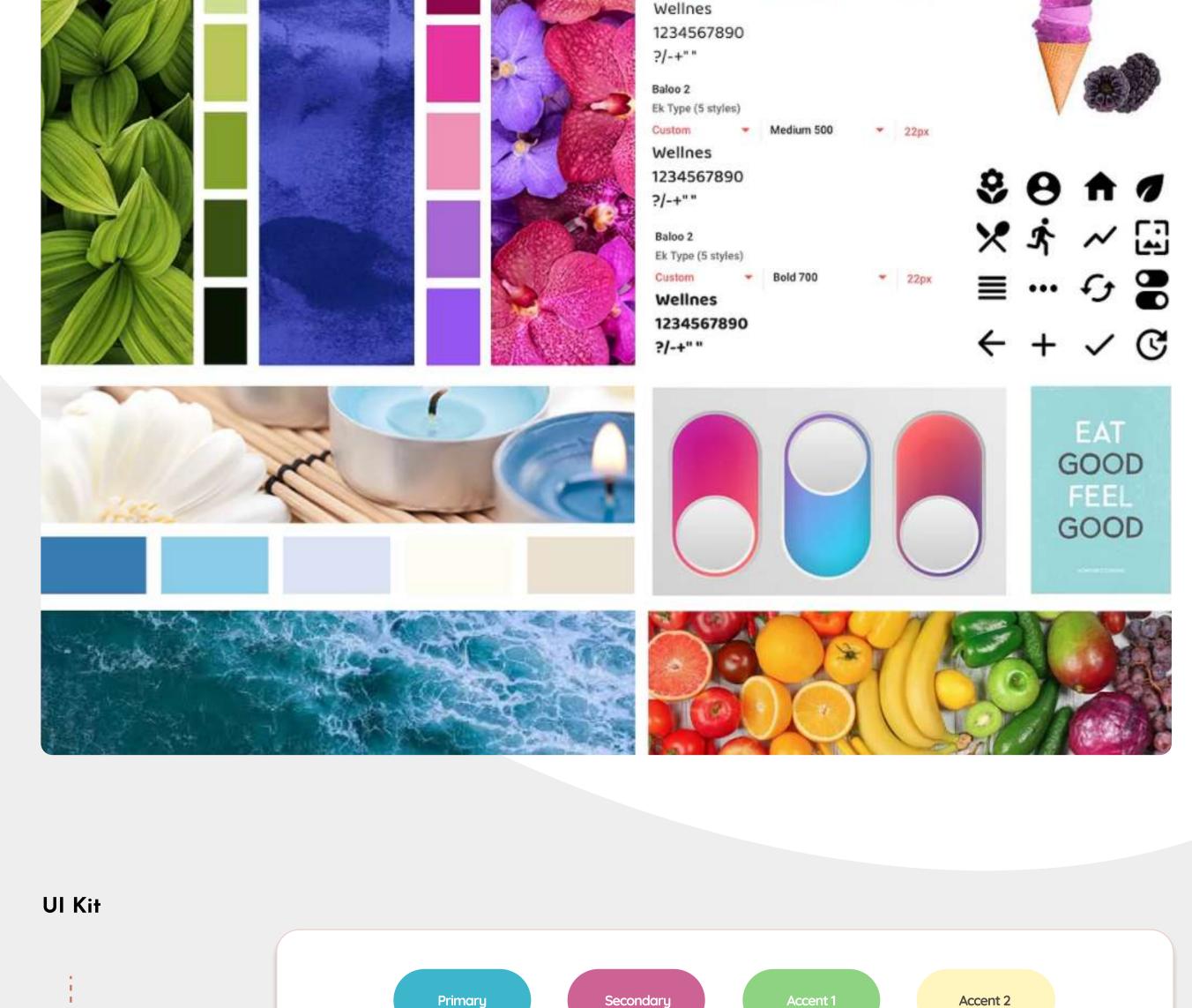
Since the main goal of this new app is to keep users motivated when they are doing diet and training, this moodboard was curated with pictures, colors and shapes that better represent this feeling: motivation.

Baloo 2

Ek Type (5 styles)

Regular 400

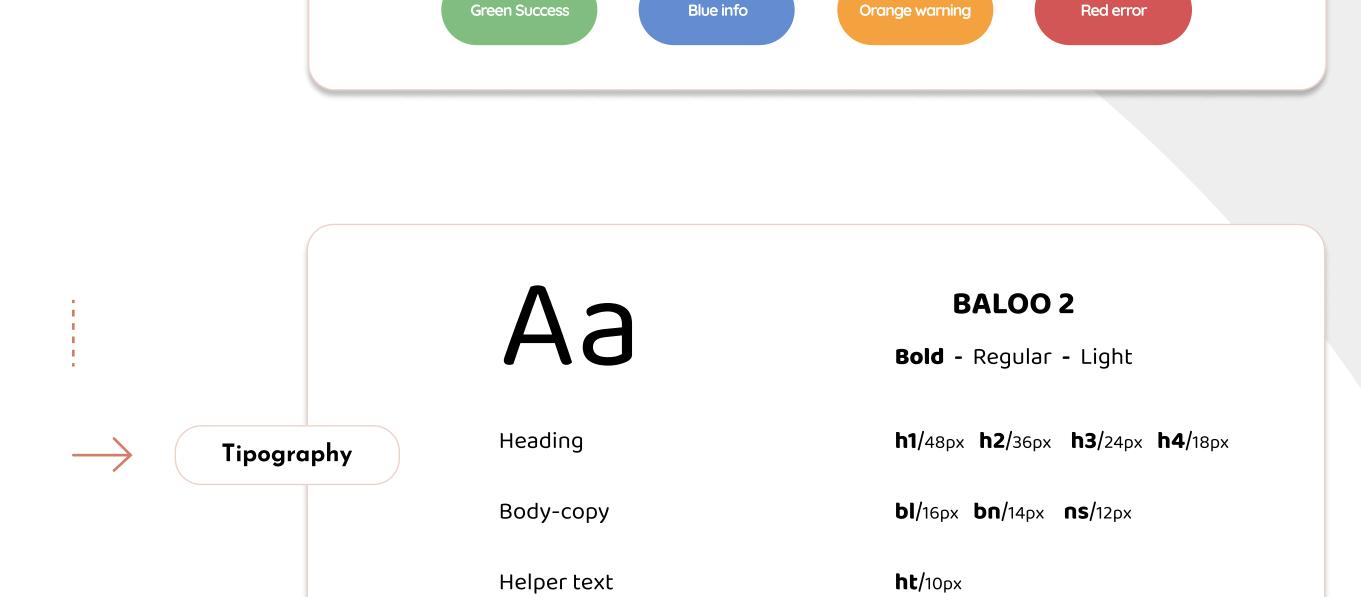
Key-words: healthy, strong, simple, happy, perseverant



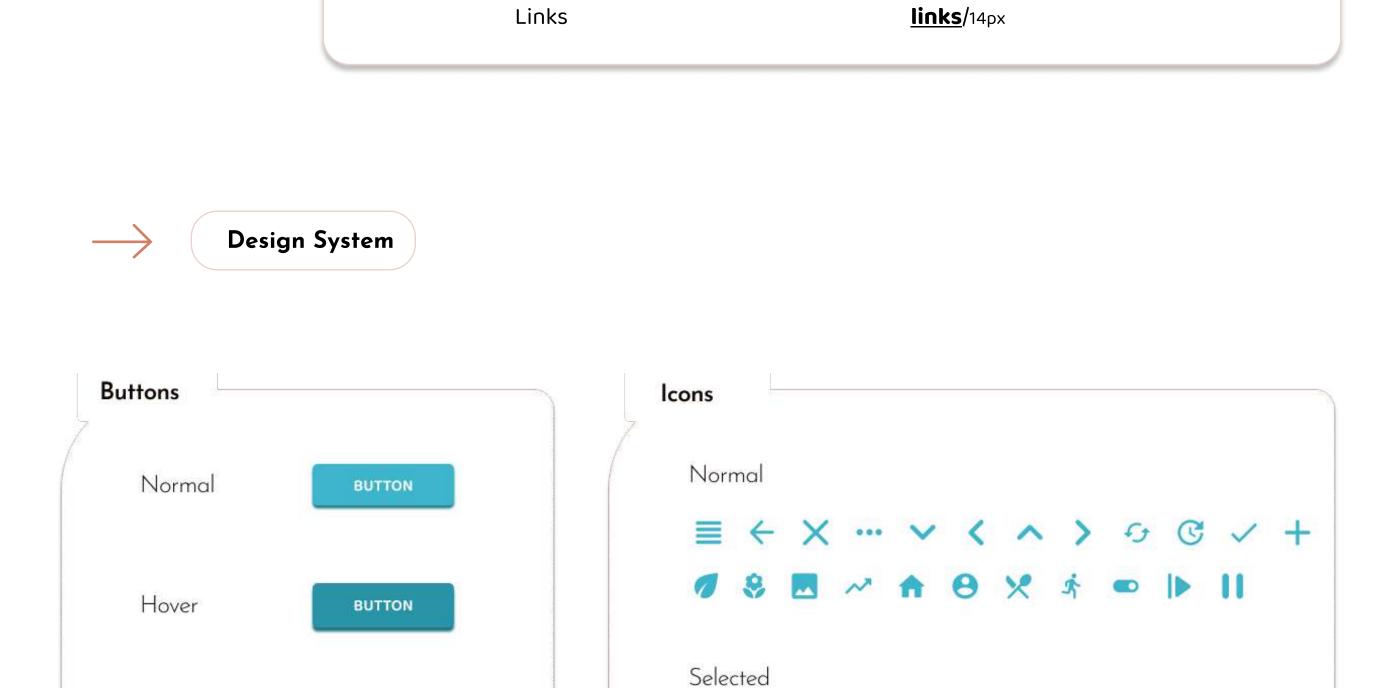


Colors

Neutrals light



Neutrals dark



Disabled

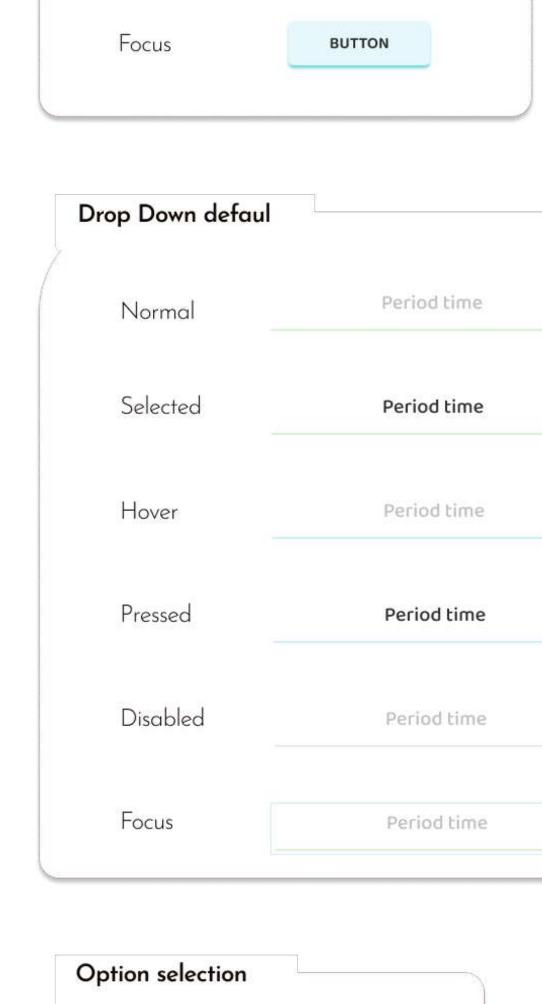
Graphic Card

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Normal

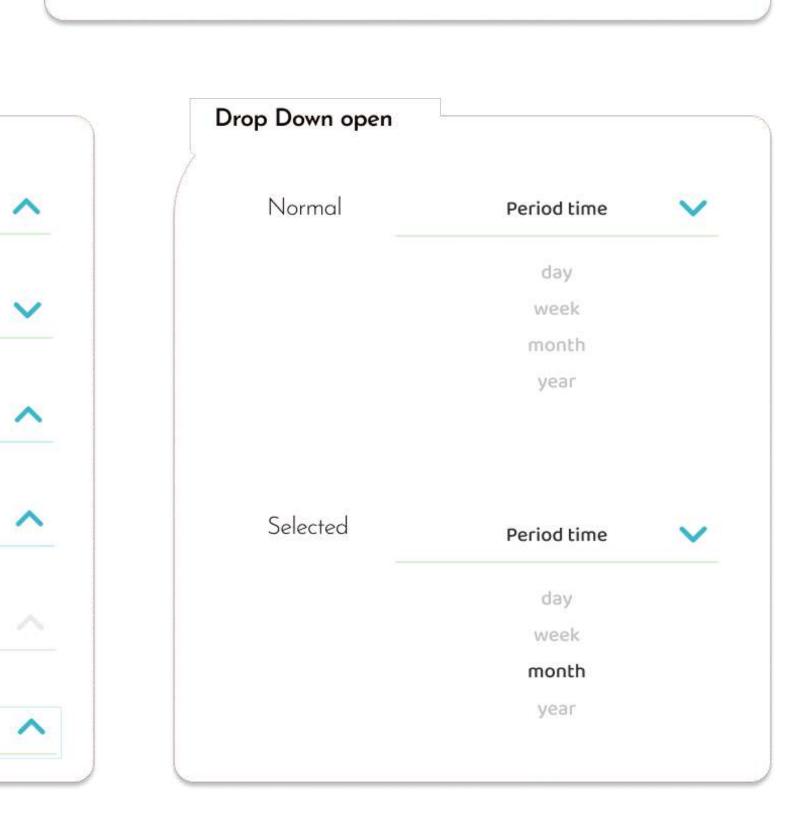
Selected

Pressed

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BUTTON



period

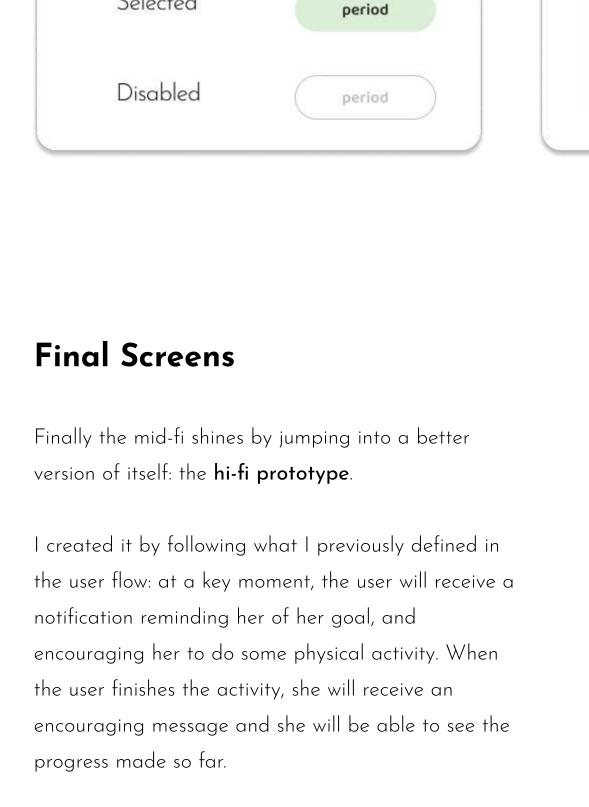
3:19 🔞

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Logo

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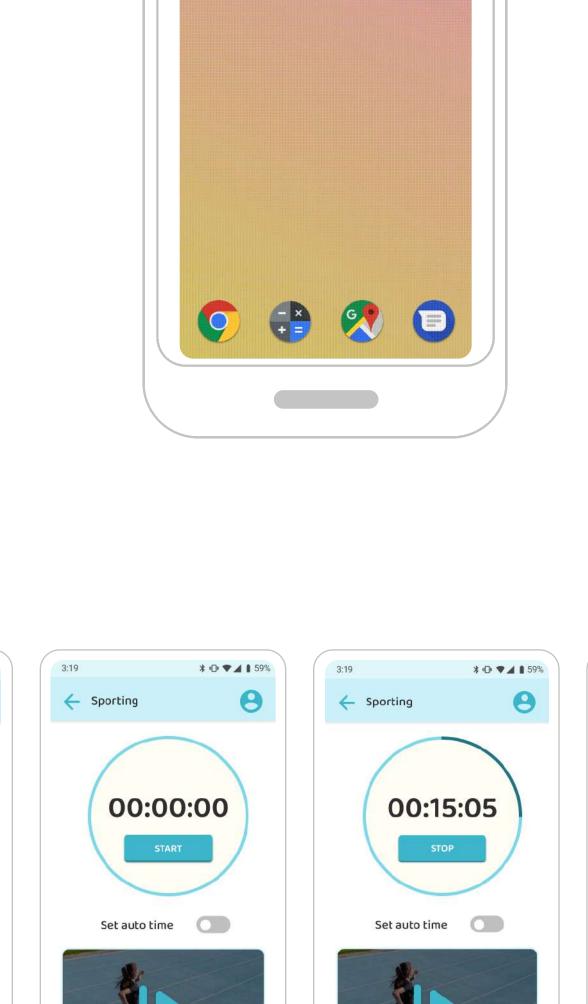
 $\underline{\mathsf{LINK}} \rightarrow$

Motivational Sports

I want to lose 5 kilos for summer

SQUAD

period



How to Run Properly

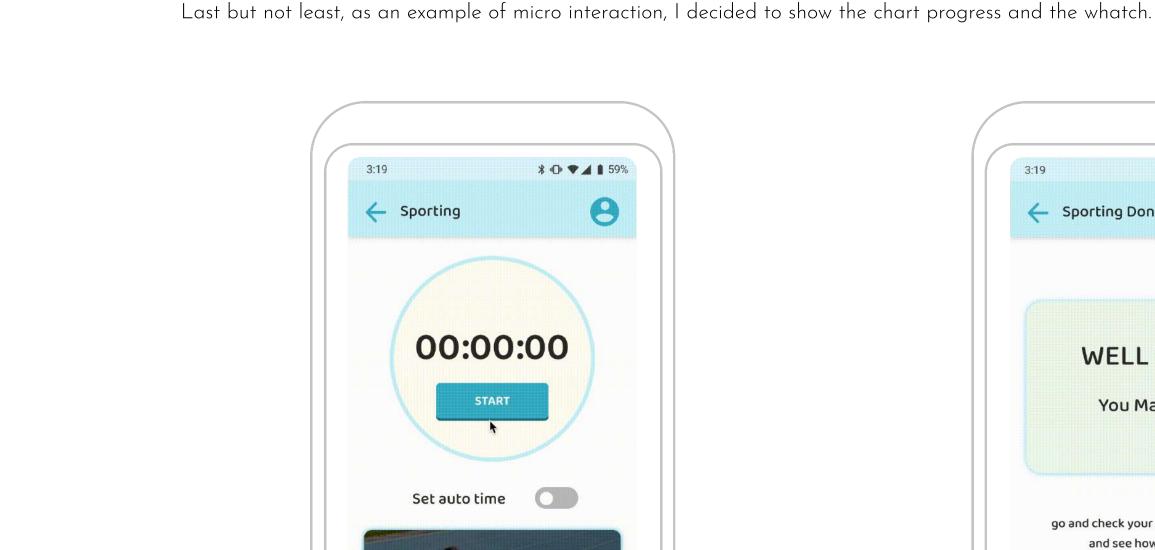
The Absolute Beginners' Guide

Sporting Done

WELL DONE

You Made It!!!

go and check your graphic progress and see how you did it

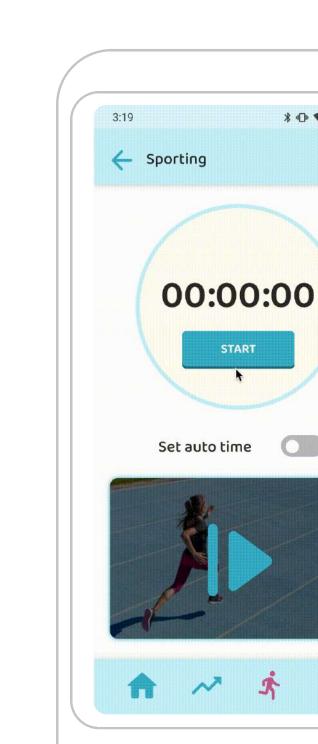


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Microinteractions

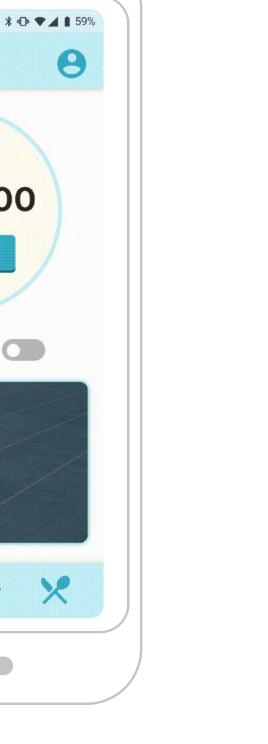
Keep going now
 ✓

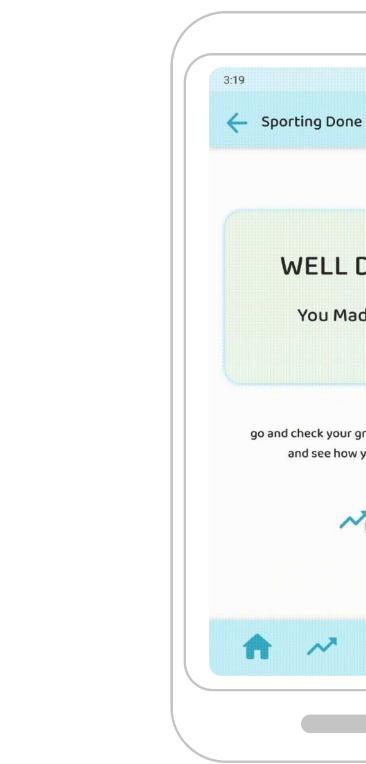
Summer is coming soon, 5 kilos less!!!



 $\underline{\mathsf{LINK}} \rightarrow$

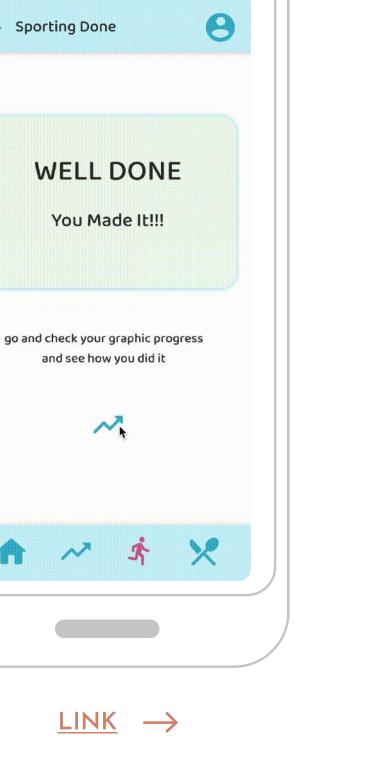
KEEP GOING





How to Run Properly

The Absolute Beginners' Guide



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Learning & Next steps I believe this app has the potential to keep people motivated in order to help them reach their training and

Reflection

colors could be appeal to me memory of the emotions: remember the reason why and nor the obligation to a nice quote, old and good picture o just the perfect melody song that keeps and maintaind the great souvenir as

a reason why when the time of doing excercises arrives from time to time as reminder text in the phone. Next, I would like to continue investigating by testing how people reacts at this emotional memories and the effects and results in long terms.

Get in touch for opportunities or just to say hi!

Fing a way of keeping user motivated is not simple to solve. Is the app is atractive in colors this could be an

insentive for them but it push away those ones how has bind color problems. So, the other option besides of the

dieting goals, which will in turn address what the data show are the main pain points..