

Anywhere gym

"Online Fitness Customer Service App"

Research Plan

By Prateek Saini

prateeksaini2802@gmail.com

+91-9599332404

Online Fitness Customer Service App

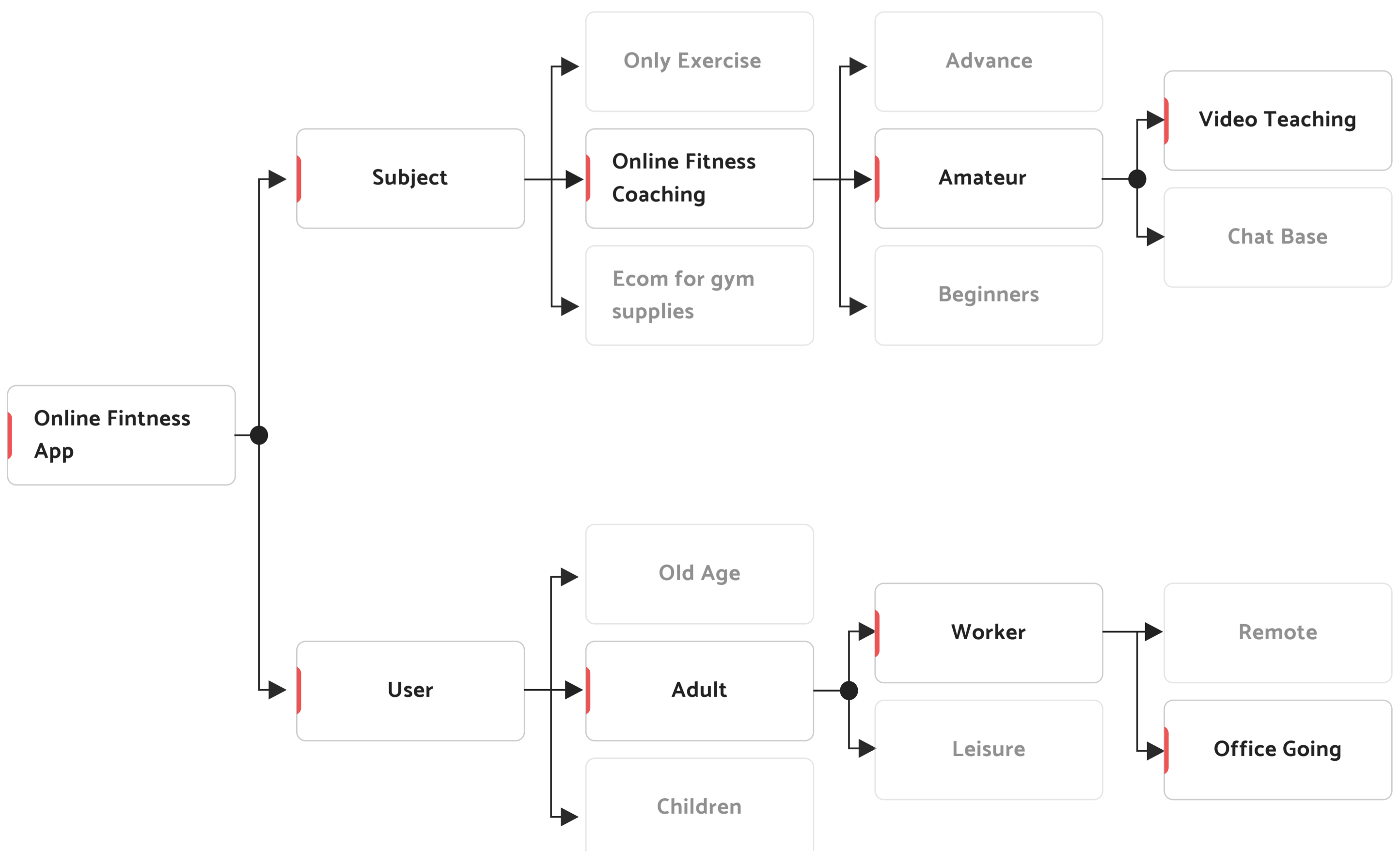
Level 1: Define the background, purpose and process.

Background

Nowadays everyone wants to become fit but the problem is no one has time to go to the gym or any other fitness centre. Neither they have any fitness diet which they can follow. So we have come up with the solution to it. We are creating an app where people can contact qualified trainers who can help them with the exercise and diet plan chart.

Purpose

The first step in research is selecting a purpose which solves the user pain points that they face in their day to day activities.

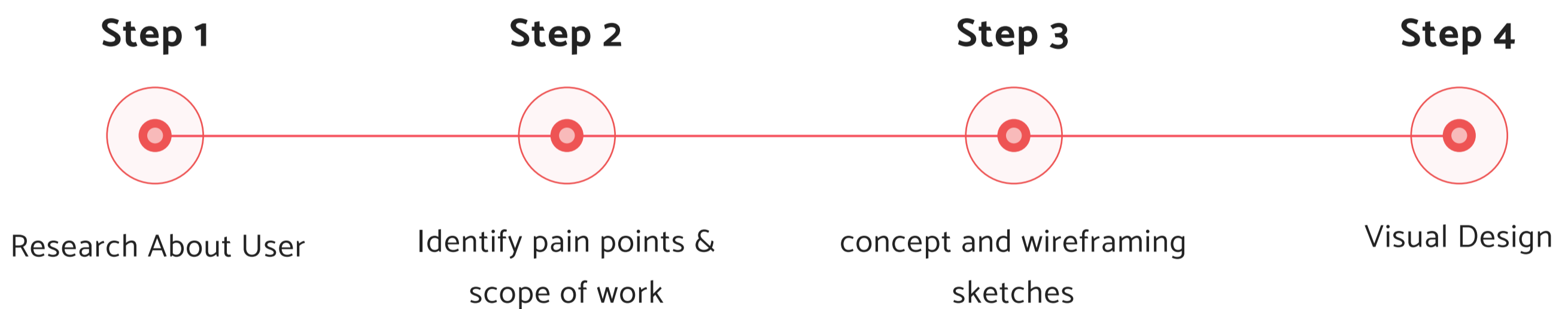


Research Goal

We believe customer satisfaction is the key to success. Your Gym is dedicated to provide people with the best online fitness centre where they can communicate with the gym trainers, check their proper diet plan and watch and do the exercise. After trying some brainstorming activities, our team is keen to know the hurdles that people are facing who really want to go to the gym but due to time shortage, they aren't able. Keeping this in mind, we can shape the design and make it visually rich.

Process we follow

There is a 4-step process that we follow where we start with user research and then understand their pain points. After collecting all the data from user, we will move towards wireframing and then redesign some real visuals.



Level 2: Define the research question, recruiting people, and user personas.


Research Questions

- [Need] What are the users' current pain points?
 - Why is it essential for our user to use our app?
- [Behaviours] Which app user are using for the fitness purpose?
 - How do they interact with current app they are using and what categories they love?

Method

- 30 minute interview either in person or video, to gather in-depth qualitative data with 5 core target audience.
- The researcher will use the interview script as a guide and ask follow-up questions based on answers from the users.

User Personas



Personal Details		Bio Data
Name	Daisy Rogers	Daisy Rogers is a gym freak girl. She has a very busy schedule because she has to manage her family and her own professional life. Nearest Gym is up to 7 KM from her home which took 20 mins of driving one-sided.
Age	26	
Location	New York	
Profession	Developer	
Gym Freak	Yes	
Wants and Needs		Pain Points
<ul style="list-style-type: none">• Want a coach who guides with proper knowledge.• Need a proper daily routine time table for the exercise and diet chart.• Even when I am in the office, do some exercise while sitting on chair.• Remind me when i forget to do exercise.		<ul style="list-style-type: none">• I didn't find time for the exercise. and don't have a proper diet chart to follow.• My schedule is very tight so sometimes I forget to do exercise.• The gym is too far from my home when is very time-consuming.• The gym instructor is not regular on time.
<p>“ I am a working mother, So i hardly find time for travelling to the gym. I wish it's in my home.</p>		

Level 3: Users likes and dislikes, customer journey map

After refining the data of user personas and likes and dislikes regarding the current app they are using and what they expect from us, we concluded:

Likes

- Qualified trainer who can guide in the proper hierarchical way.
- Customise a fitness and diet routine that works .
- The user enjoys his/her freedom to choose the time that suits them to do exercise.
- The fees should be pocket-friendly.

Dislikes

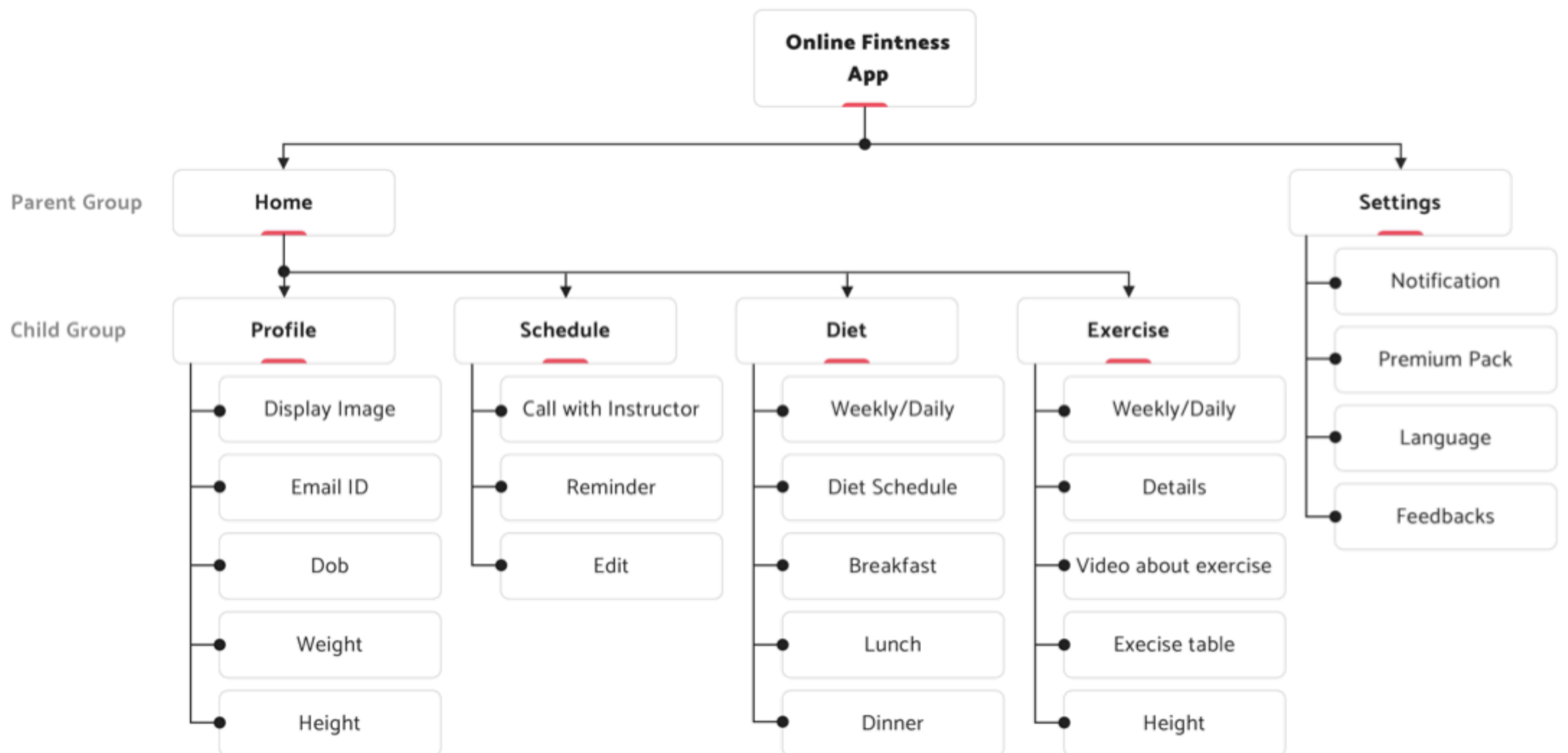
- Fix time of exercise.
- Hard to follow the diet chat.
- Very expensive package rates and charges differ from trainer to trainer.
- All the apps look similar to each other, don't feel pleasing while using it.

Our product's features depends upon our customers. So what users expects from us, we have to deliver the same, otherwise the user will never be satisfied and an unsatisfied person will never come back again.

Level 4: Information architecture & customer journey mapping

After understanding the user likes and dislikes, we came up with the feature which we want to put inside our app.

Information Architecture



Customer Journey Mapping

This Journey is based on one customer. We noted down all of her journey and reaction/emotions regarding the current app she is using.



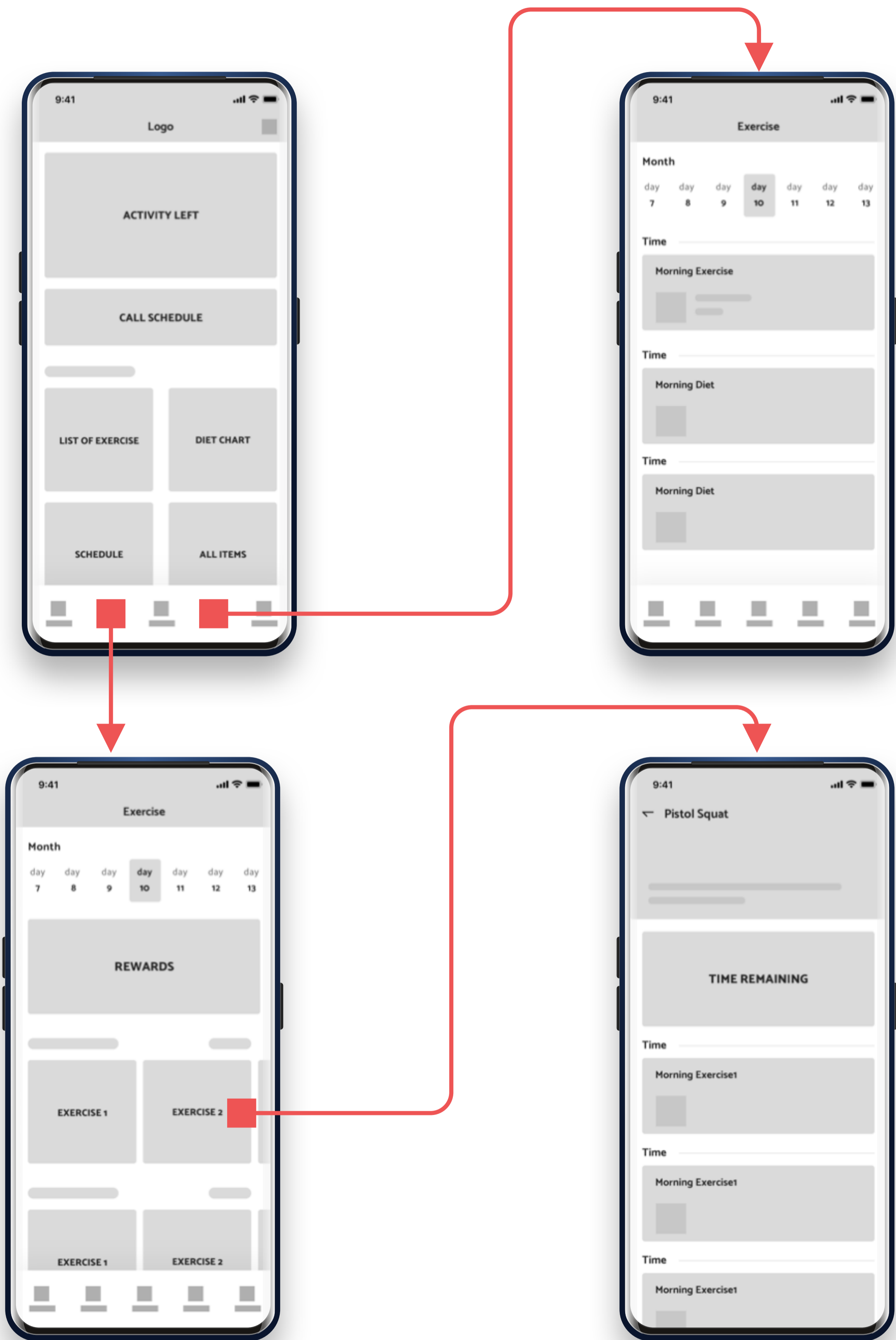
This Daisy Rogers, 26 year old and live in New York and she is our one of the ideal customer.

Scenario: Within half an hour, she has to reach the office. So when she will do the exercise.

Expectation: She can do her exercise and take proper diet and don't late for office.

	Awareness	Engagement	Convert	Advocacy
User Action	<ul style="list-style-type: none"> Search for "Home Gym" on play store or app store. Click on ads By word of mouth 	<ul style="list-style-type: none"> Watching exercise videos Follow the diet chart 	<ul style="list-style-type: none"> No schedule of coach Do payments only by debit cards 	<ul style="list-style-type: none"> Recommendation to friends By user stories
Touchpoints	<ul style="list-style-type: none"> Banner ads 	<ul style="list-style-type: none"> Homepage Schedule Time table Diet chart 	<ul style="list-style-type: none"> Card confirmation Payment page Login/sign-up Checkour page 	<ul style="list-style-type: none"> Customer review page
Current Emotions				
Pain Points		<ul style="list-style-type: none"> No coach is not qualified Not a proper diet chart 	<ul style="list-style-type: none"> only accept debit cards Package prices are so high 	
Possible Solution		<ul style="list-style-type: none"> Appoint good quality of coaches who create the diet chart as well 	<ul style="list-style-type: none"> Open all the payment gateways Set Call with coach Make pocket-friendly pack 	

Level 5: Create the wireframing, define the Styleguide & Visuals



UI Style guide

We have to set the design document before implementing the designs. So we have to select the font, iconography, color which suits our branding and many more.

Typography

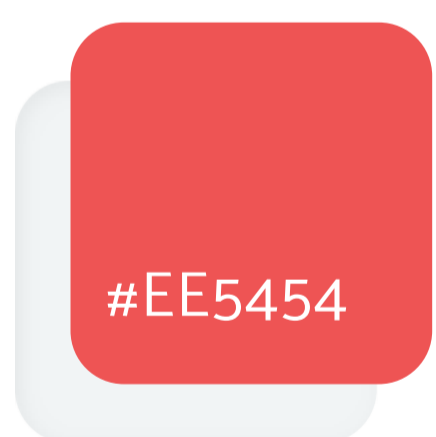
Catamaran

The Catamaran is the font that shows the power, strength, focus, and sharpness. It's a google font which means it is totally free of cost, fit to the client's budget.

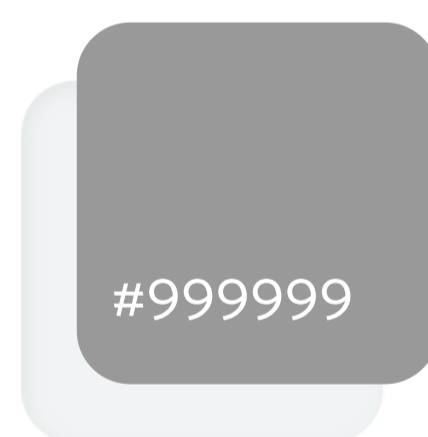
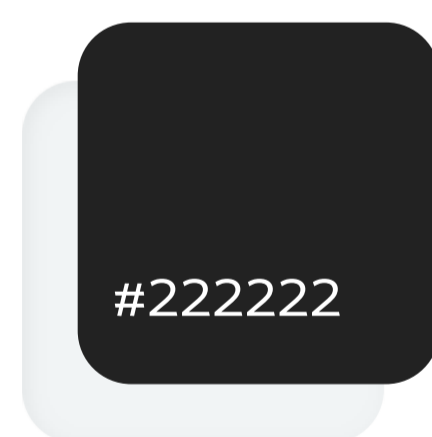
Color Palette

We choose our brand color red because it's a symbol of Energy, Strength, Power, Passion, Desire etc. So we feel we can move with red as our primary color.

Primary Color

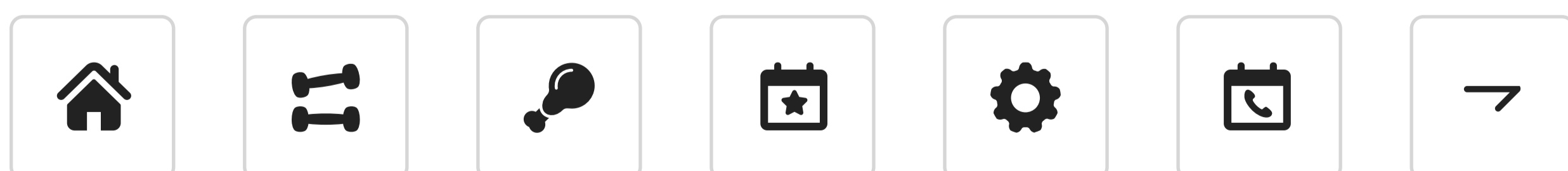


Secondary color

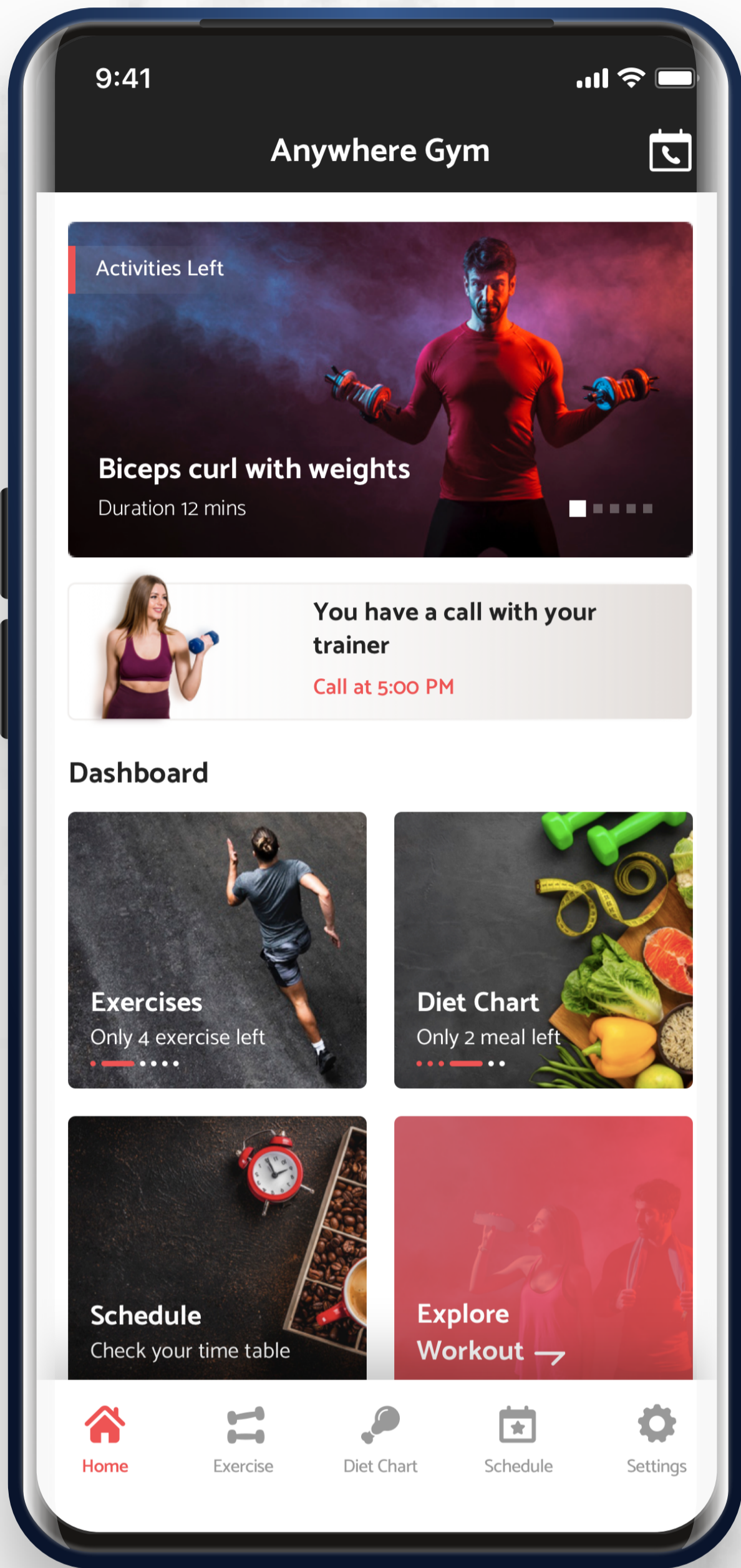


Iconography

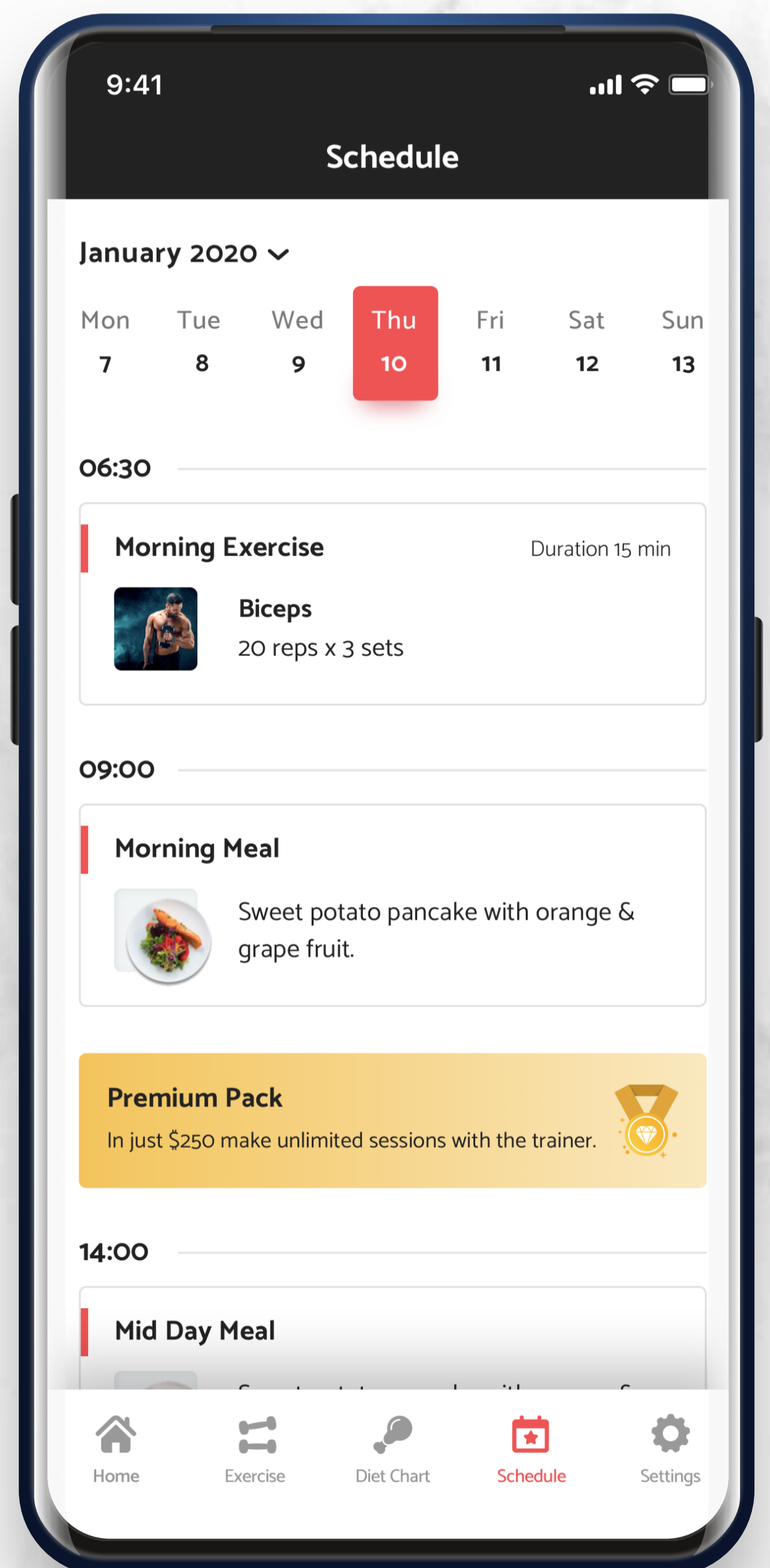
We want to make it simple and clean as possible.



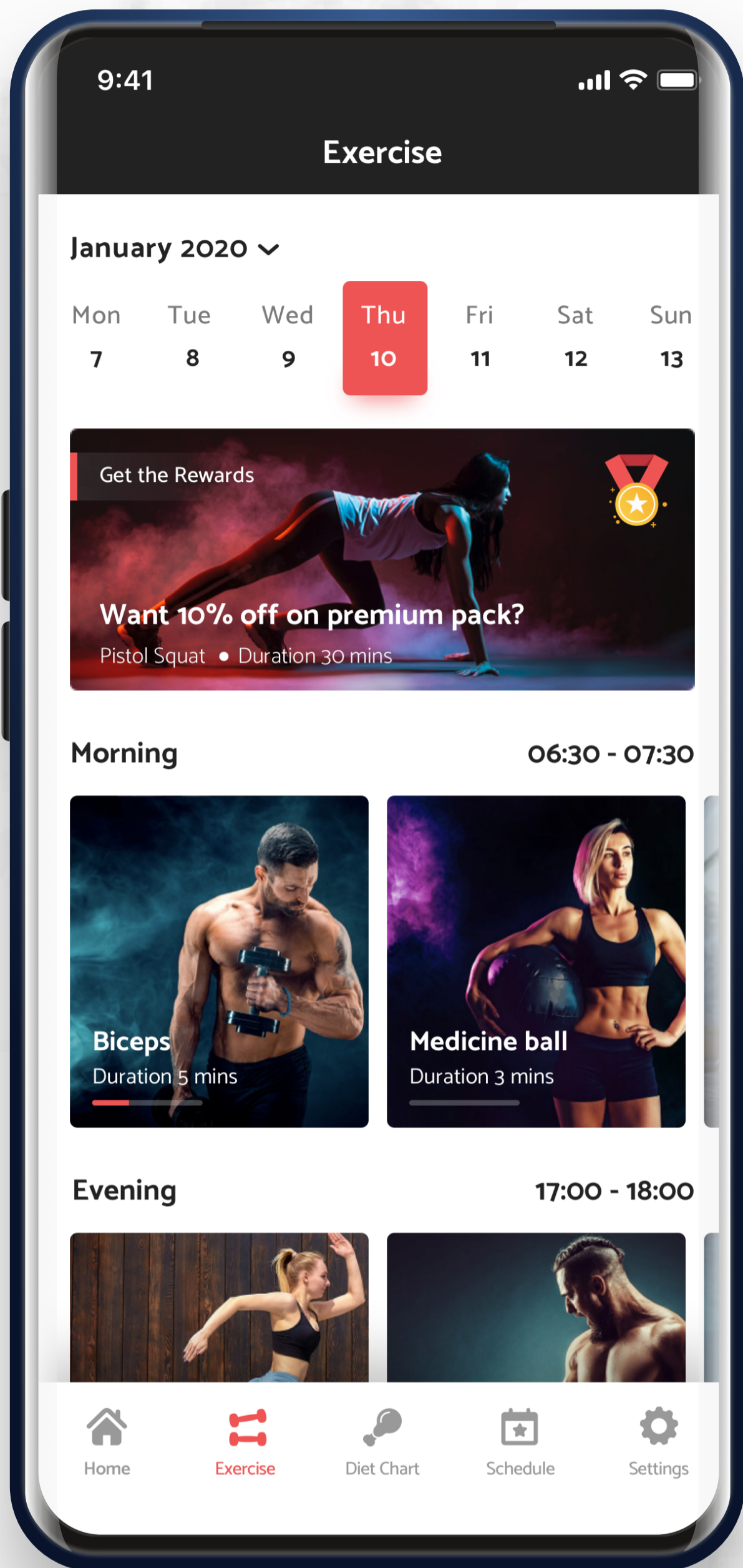
Home



Schedule



Exercise



Exercise Details

