



FitTravel
InVision

Introduction **Assignment**

In this assignment we have to create an app called Travel Fit that provides the users information of gyms and trainers nearby when they are traveling. In this assignment we will be using InVision to create the prototypes

The assignment follows this steps:

Define: To start the assignment we created a moodboard with pinterest to define the mood and the tone of our product.

Empathize: Before we start to design solutions we defined the users and business needs, to be able to have an aim during all the creative process.

Ideate: In the ideation we created a Information Architecture and a User Flow chart to be able to know what is the information, features and elements that the user needs to have a good user experience and reach their goals.

Prototyping: Firstly we created 5 screen low-fidelity wireframes with paper. When this was successfully done I choose one 3 screens to create a High-Fidelity wireframes with InVision. Also you can try the interactive prototype in this stage.

Empathize Solving the design challenge

Before we start with the ideation stage, we thought how to solve the design challenge setting up a table asking What the users want and What the business wants.

Asking these questions and taking a moment to think about them will help us to establish features, functions, and any other elements that will help us to find the best solution for our users.



What our user wants?

Our personas are travelers that loves sport and they don't want to stop their training while they are traveling.

- ★ The user wants to find the nearby gym, see the day/price and the activities they can join in the gym (also apply/reserve) and see reviews.
- ★ The user wants to find a personal training where they can successfully train while they are traveling, see the prices, reviews and book.
- ★ The user who doesn't have time to go to gym would like to have access to easy exercises they can do everywhere. They also might like to set up a daily training during they are traveling.



What our business wants?

Our personas are travelers that loves sport and they don't want to stop their training while they are traveling.

- ★ Get good agreements with gyms and personal travels around the world.
- ★ In exchange, the app will give to the local gyms and trainers the opportunity to have sporadic clients.
- ★ The business wants to get a monthly price for users who want good deals/special offers for the gyms they have around.

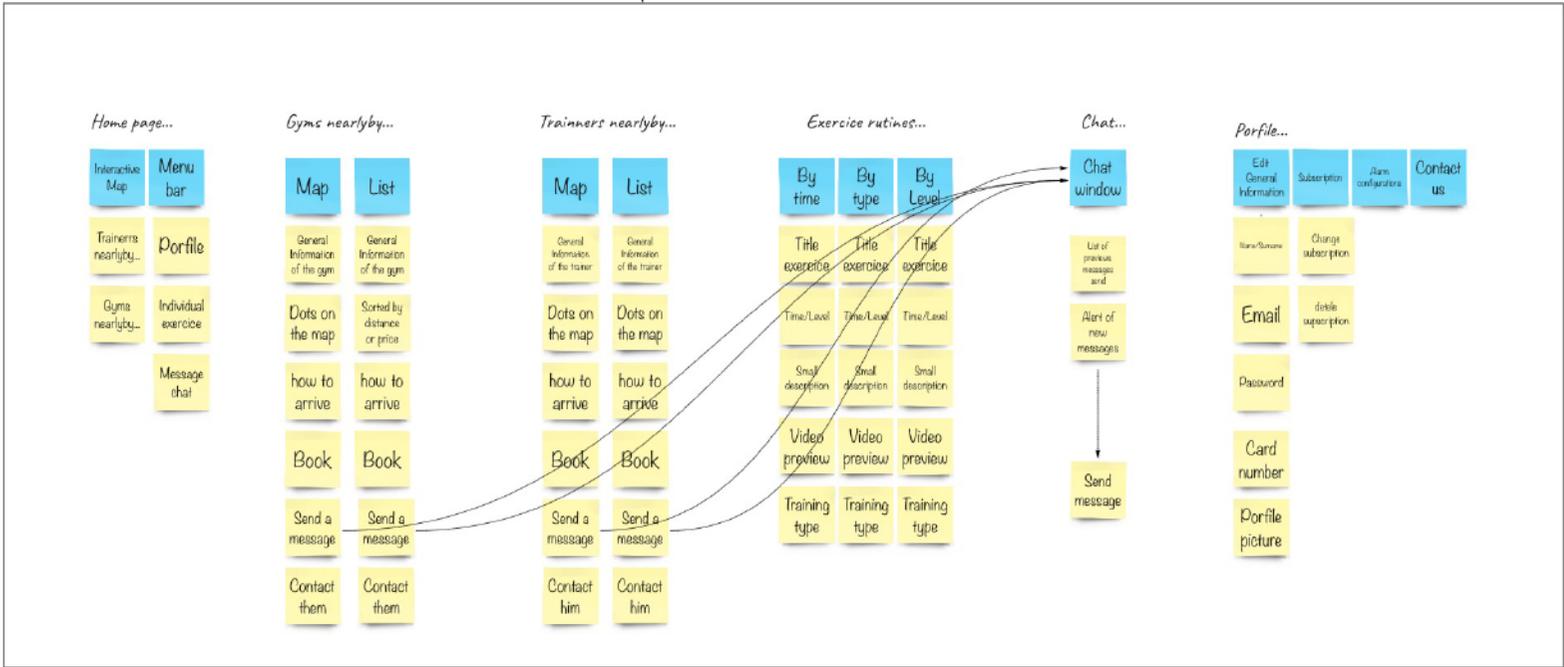
Ideate Information Architecture I

Now that we have define our users and business needs we find out that for our users it was important to know where it was the nearby gyms and trainers.

Knowing by fact that they will be traveling, we know that they will need a map where they can help them to orient themselves knowing what is the nearby place and how far they can to move. That's why we thought that a map it should be the main feature of the app.

On the right you will see how the tablet and mobile information structure will be.

Tablet Mobile



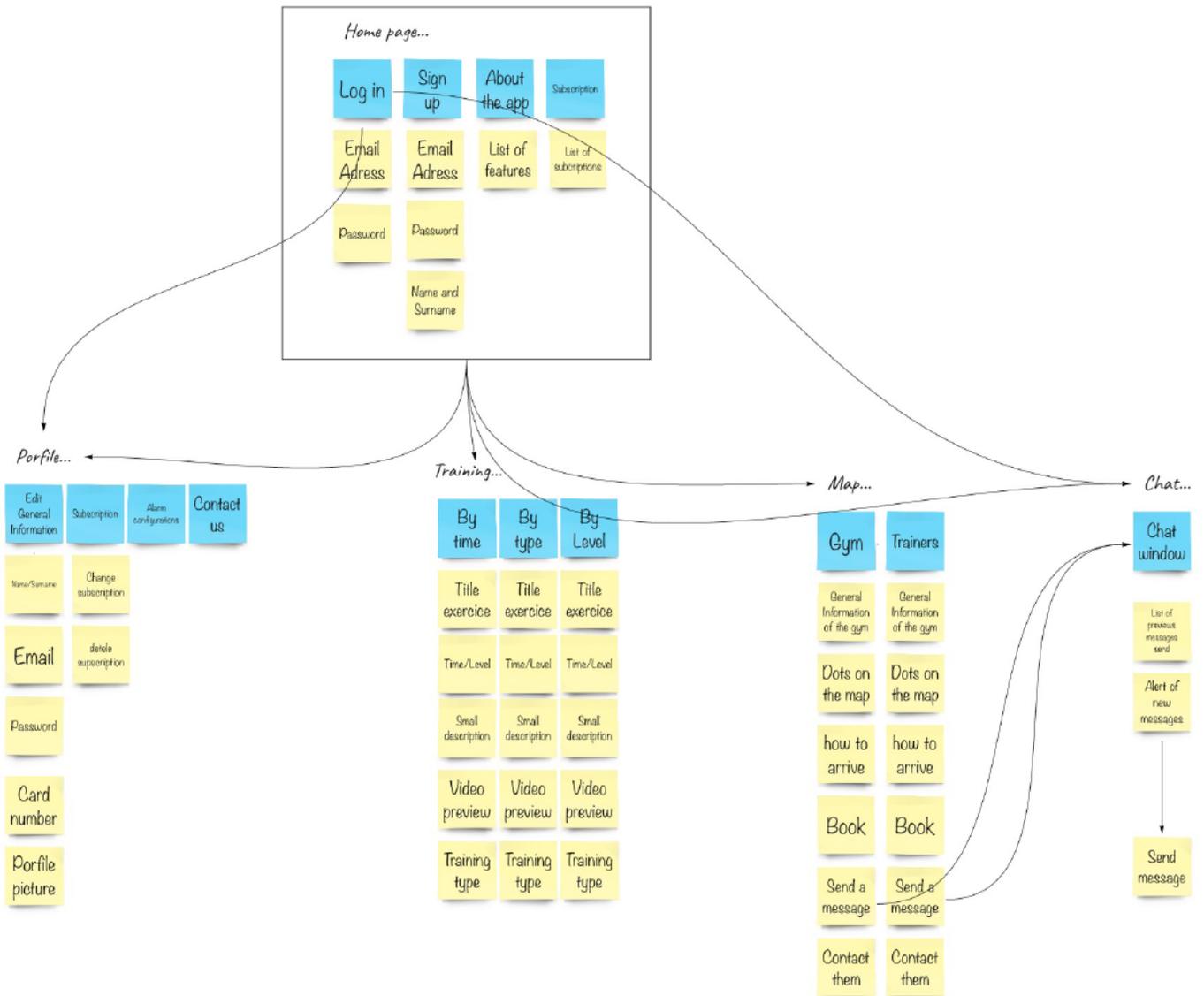
Ideate Information Architecture II

Desktop
website

For the website we thought it should be an extra content: a landing page.

The landing page will work as a product information, where the user and the possible future client can see why they need this product and what are the features they can find.

They user can also access to their profile, as in the app and have the same functions: see the map, contact with gyms and book appointments.

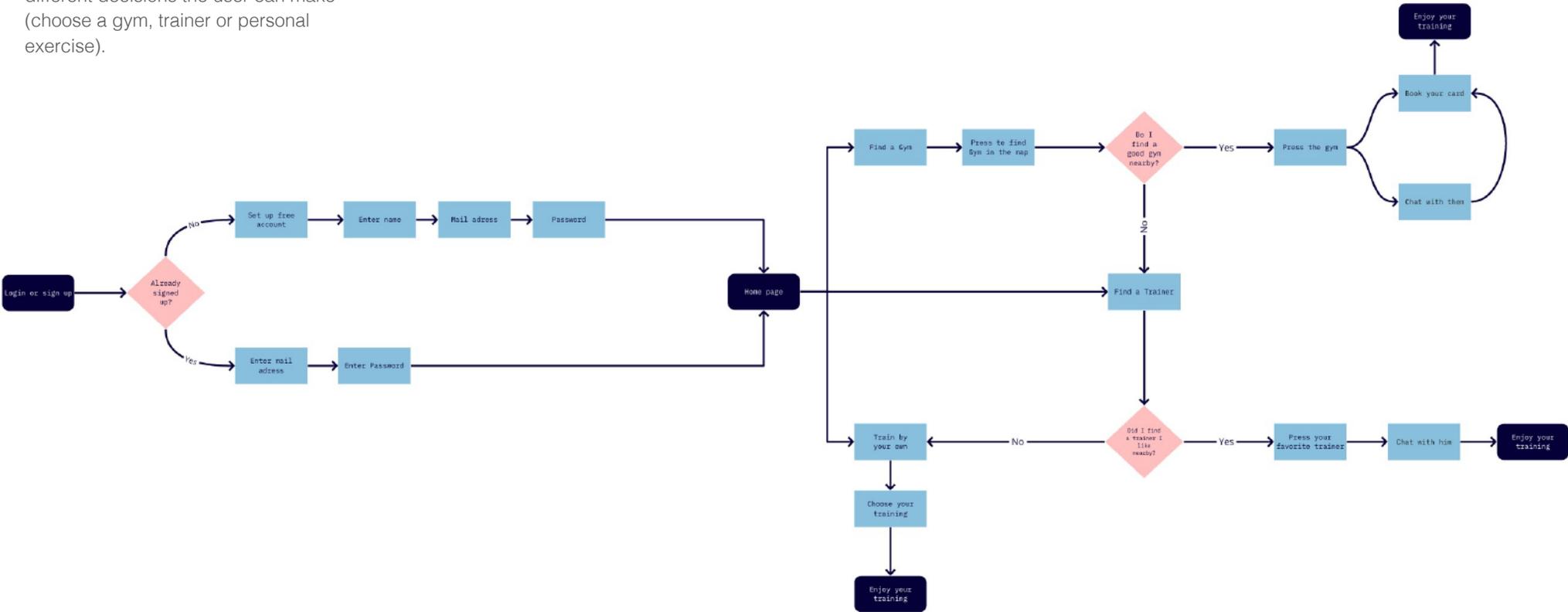


Ideate User Flow

After the architecture it's defined we created a user flow

By working with User flows the focus is on the experience and needs of the user. A flow presents an overall picture and gives an opportunity to create a more seamless user experience.

In this user flow we defined the different decisions that user can do using the app from the sign up / Log in until the different decisions the user can make (choose a gym, trainer or personal exercise).



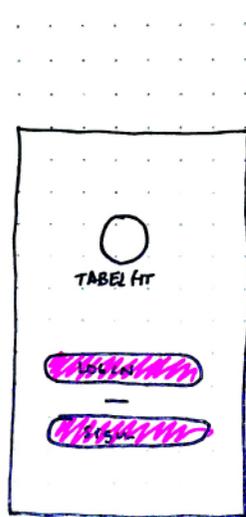
Prototype Paper Wireframes

When all the information and the flow was setup and defined I started to create the low-fidelity wireframes.

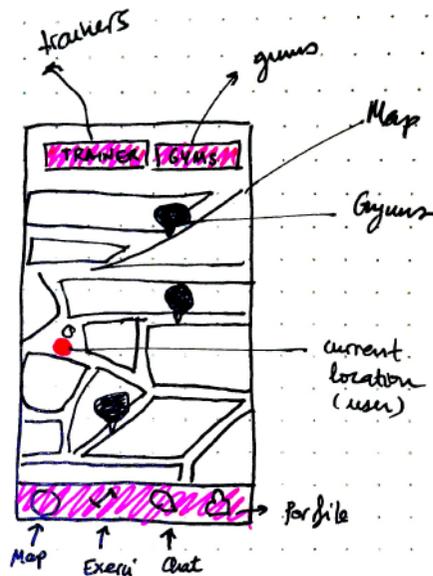
I choose to create 5 screens of the mobile version because that's the screens I would start if I was supposed to create all the project. As the mobile screens are the smallest ones, that provides to set up the most important information.

As you can see in the wireframes, the "Home" screen (2) is a map where the user can see where are the gyms and the trainers.

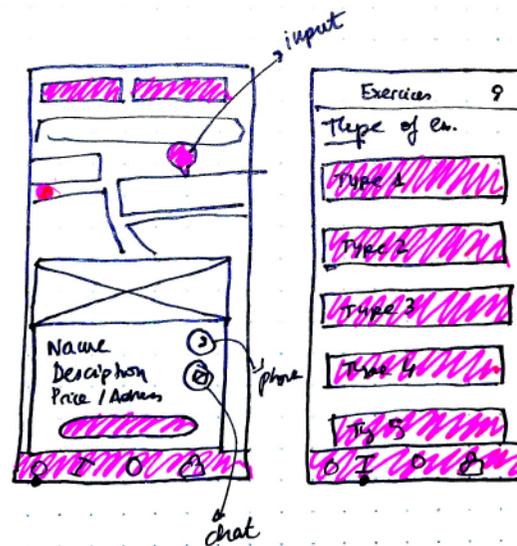
The user can read all the necessary information of the gyms he select. As we thought it was important for the user to contact the gyms or trainers there is a direct way they can write to them directly or call (3).



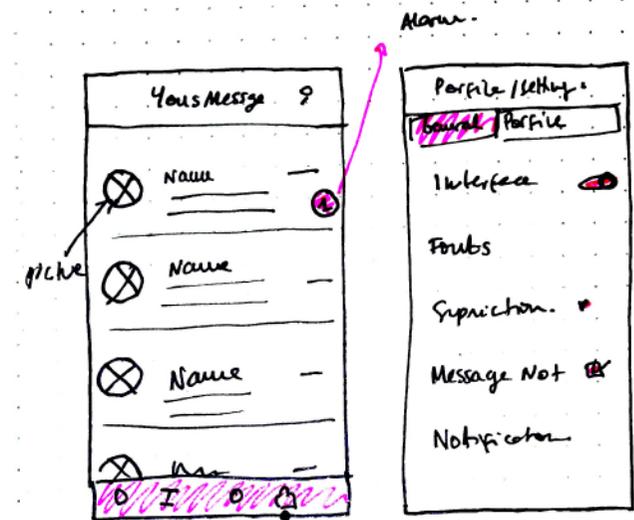
1. Sign in



2. Home page



3. Gym information 4. Exercises list



5. Chat

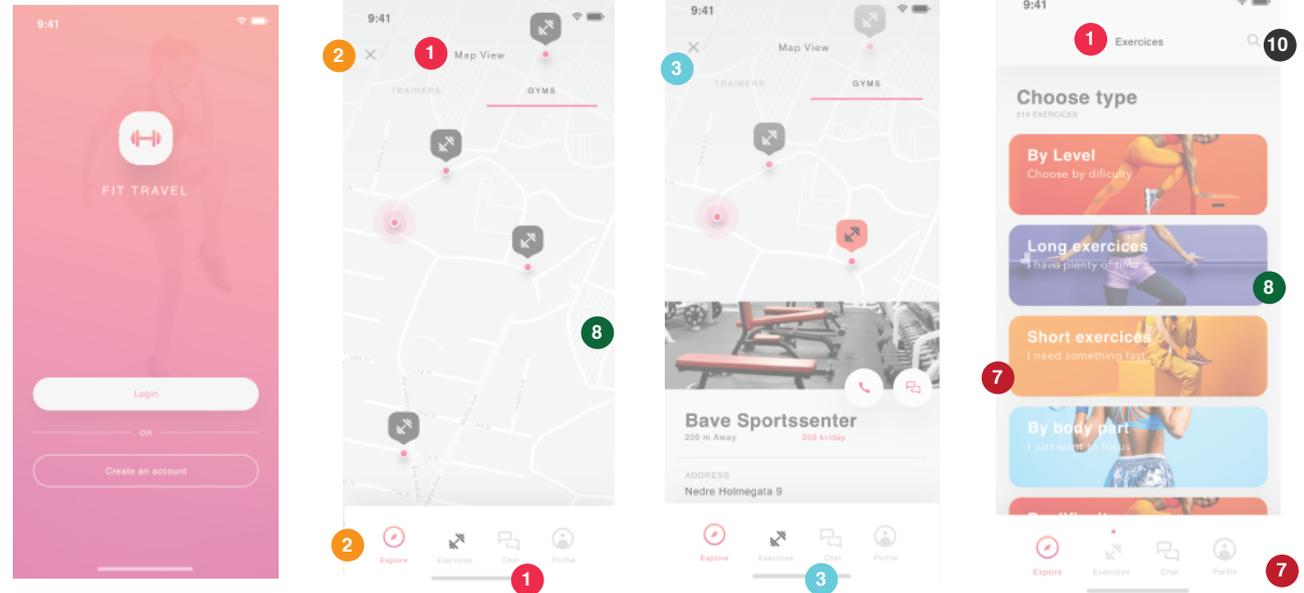


6. Profile settings

Prototype High-Fidelity Wireframes with InVision

To design the High-Fidelity Wireframes we used InVision using a UI Kit. To designs good experience we followed the Universal Principles of Design¹. Next to the screens you can read the decisions I made during the process an why.

You can also visit the interactive prototype clicking on the bottom.



Usability kingpin Jakob Nielsen identified ten "commandments":¹

- 1 Keep users informed of system status** with constant feedback.
- 2 Set information in a logical, natural order.**
- 3 Ensure users can easily undo/redo actions.**
- 4 Maintain consistent standards** so users know what to do next without having to learn new toolsets.
- 5 Prevent errors if possible;** wherever you can't do this, warn users before they commit to actions.
- 6 Don't make users remember information** – keep options, etc. visible.
- 7 Make systems flexible** so novices and experts can choose to do more or less on them.
- 8 Design with aesthetics and minimalism in mind** – don't clutter with unnecessary items.
- 9 Provide plain-language error messages** to pinpoint problems and likely solutions.
- 10 Offer easy-to-search troubleshooting** resources, if needed.

1: Spillers, F., 2020. What Are Design Principles?. [online] The Interaction Design Foundation. Available at: <<https://www.interaction-design.org/literature/topics/design-principles>> [Accessed 4 October 2020].

| References

(WAI), W., 2020. Accessibility Fundamentals Overview. [online] Web Accessibility Initiative (WAI). Available at: <<https://www.w3.org/WAI/fundamentals/>> [Accessed 17 September 2020].

Spillers, F., 2020. What Are Design Principles?. [online] The Interaction Design Foundation. Available at: <<https://www.interaction-design.org/literature/topics/design-principles>> [Accessed 4 October 2020].