

WE-FIT

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Value proposition

WE FIT: “we connect people through sport activities”

Problem & Solution Overview

Although these days most people understand the importance of sports activity a lot of people lose motivation because they are training by themselves.

Group training increase motivation, reduce mental stress, higher persistence and gives a sense of belonging.

Here at WE-FIT we allow the users to create, join and sport activity and share them with other people.

tasks

SIMPLE

Search for a partner

MEDIUM

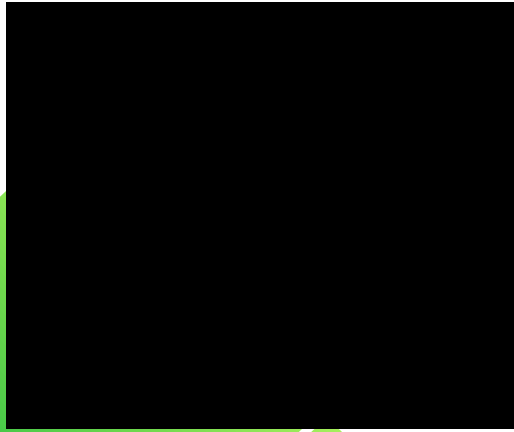
Join a public activity

COMPLEX

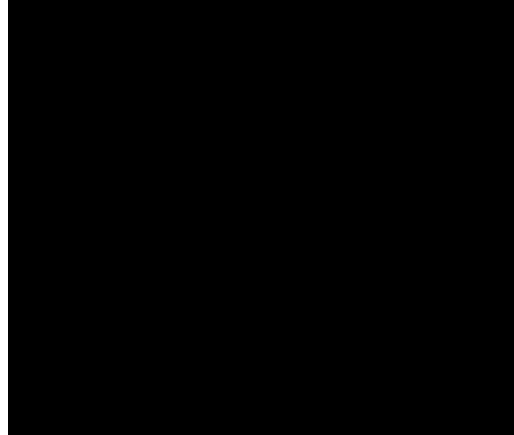
Create a public activity

Paper prototype

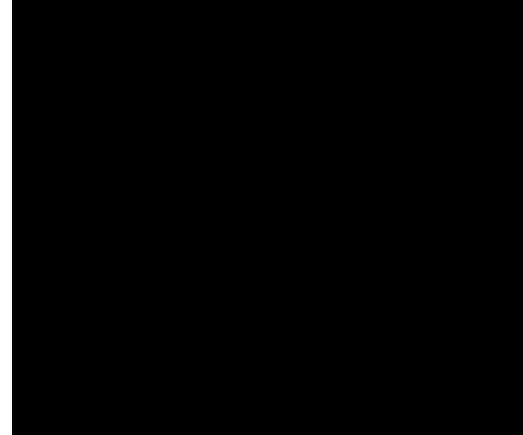
Search for a partner



Join a public activity



Create a public activity



Paper prototype testing- methodology

- All the participants are not related to the project in order to gain an unbiased opinion.
- The participants got a short brief on the application and were asked to complete all three tasks in a different order.
- We watched and noted if there were any problems and asked them once the test ended.

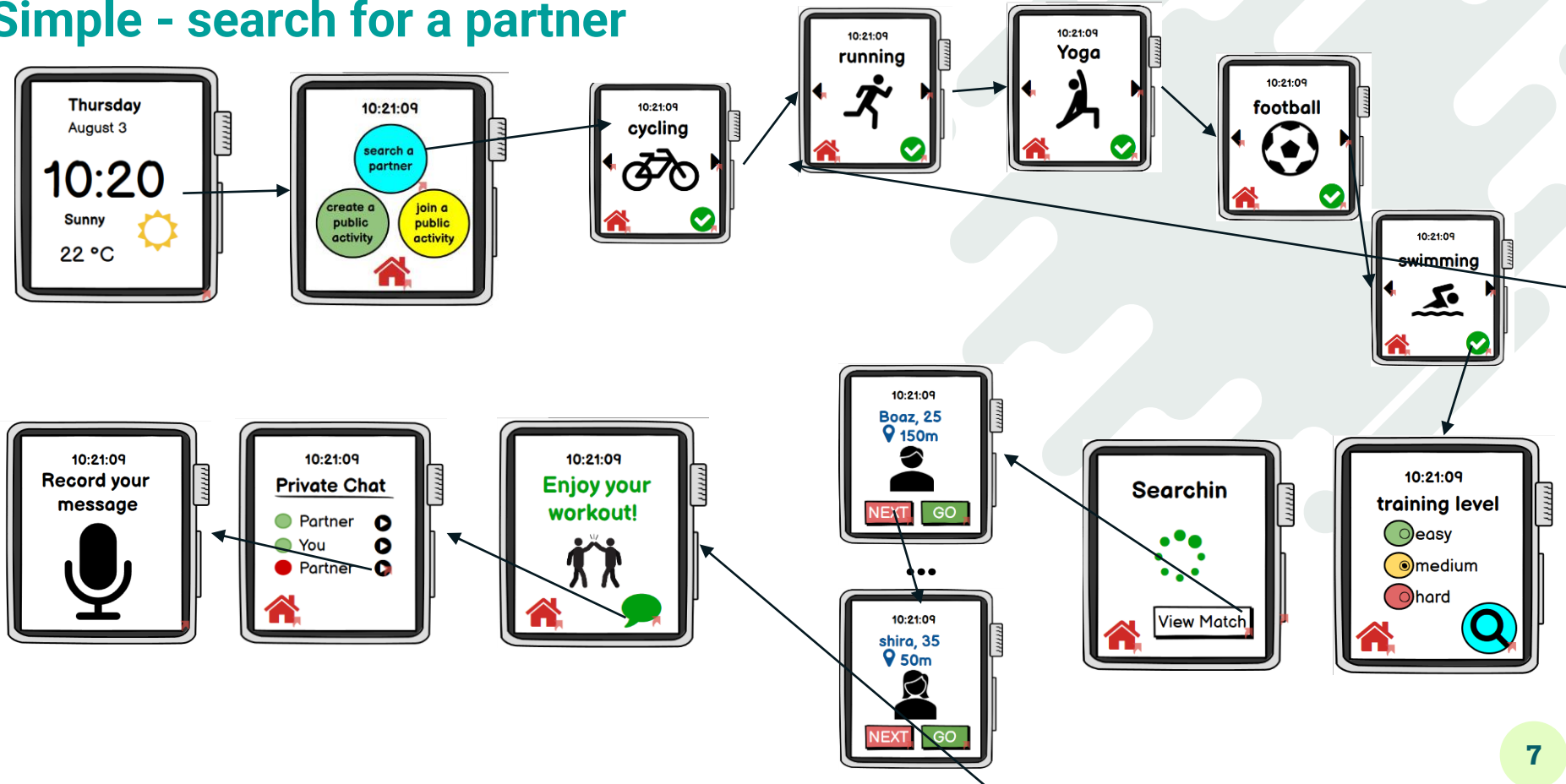
participant	A	B	C
age	23	14	30
Environment	At home	At home	At home
Tasks order	1,2,3	2,3,1	3,2,1

Paper prototype testing - improvements

- Minimal design using less content in each screen- Showing each of the different sports activity/partners in a singular screen.
- Bigger icons for the sports activity.
- Adding colors to distinguish the different elements from each other.
- Adding a home button to some of the screens.

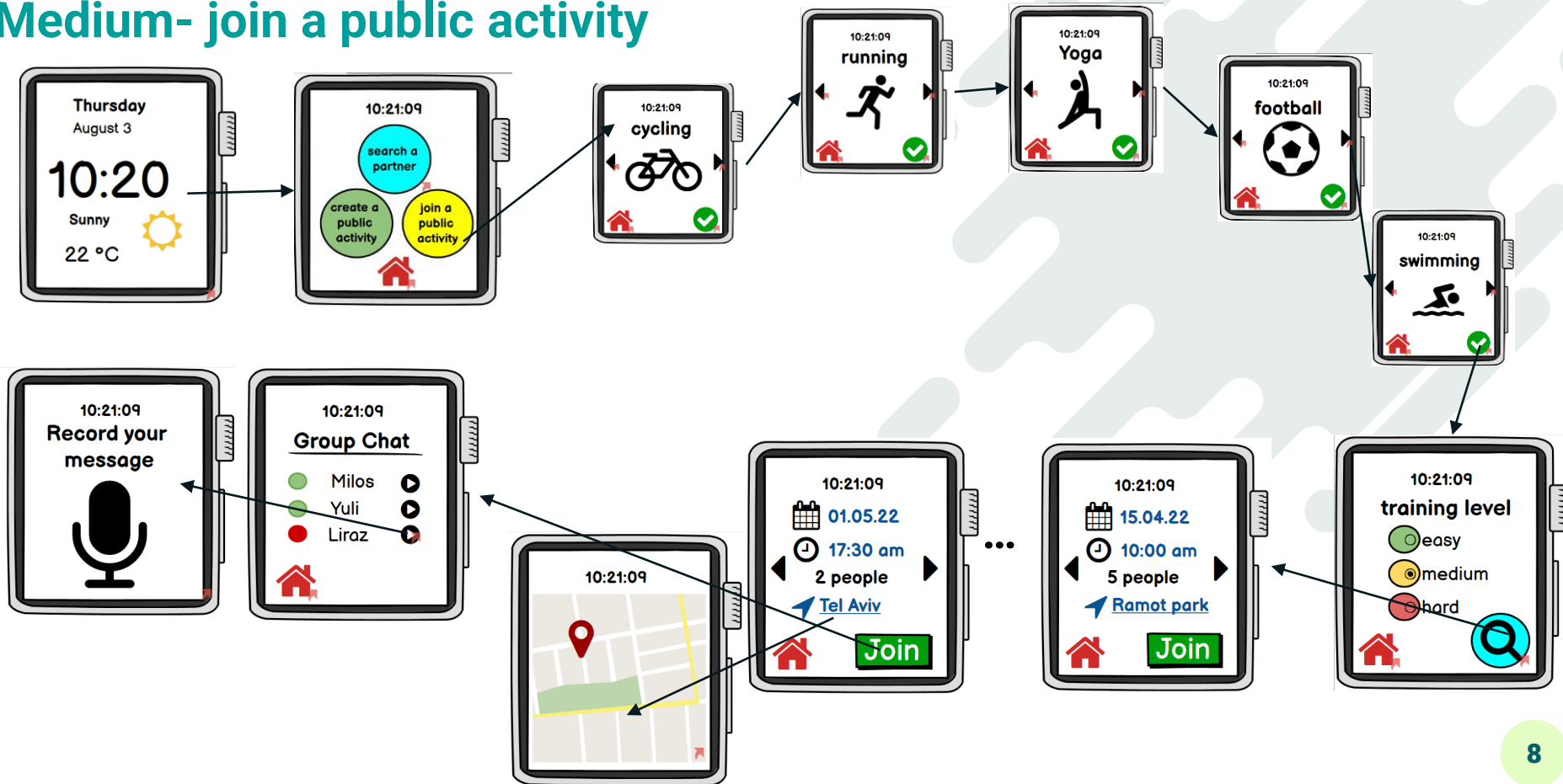
Medium-Fi Prototype Task Flows

Simple - search for a partner



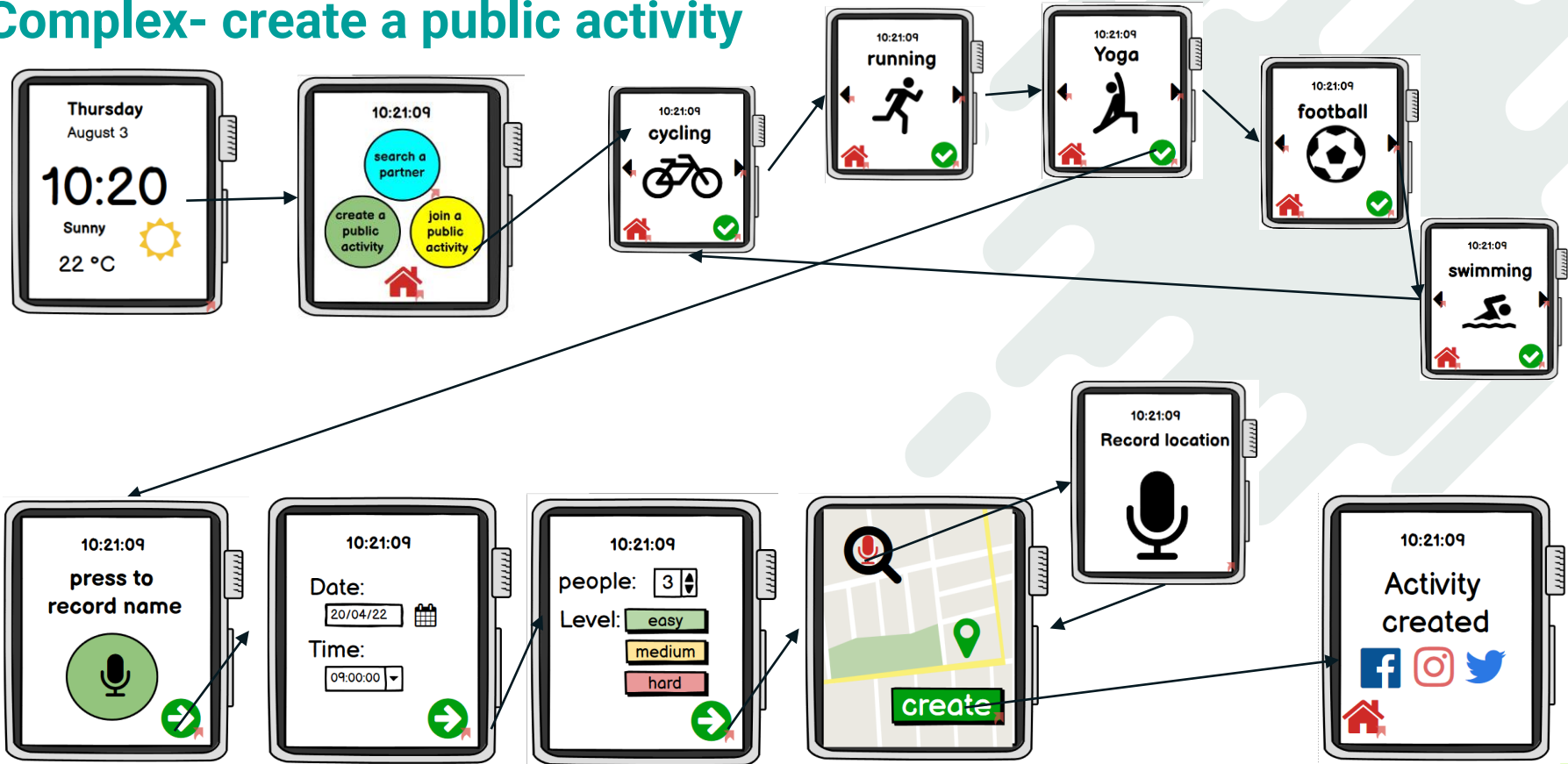
Medium-Fi Prototype Task Flows

Medium- join a public activity



Medium-Fi Prototype Task Flows

Complex- create a public activity



Prototype overview

- **Wizard of Oz** - the partner search and open activities search should be automatic but we added the results in the prototype.
- **Limitations** - the small size of the screen make it impossible to add a keyboard so we used a record function instead.
- **Hard-coded features** - the watch should have a GPS connection.

Thanks!

Any questions?

