

Group 7

Musical Sunset

Project 1 - Sports



THE TEAM



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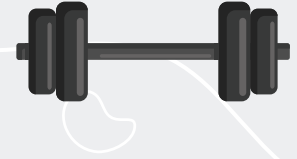


PROBLEM AND SOLUTION

Studies shows that physical inactivity is one of the leading risk factors for noncommunicable diseases and death worldwide.

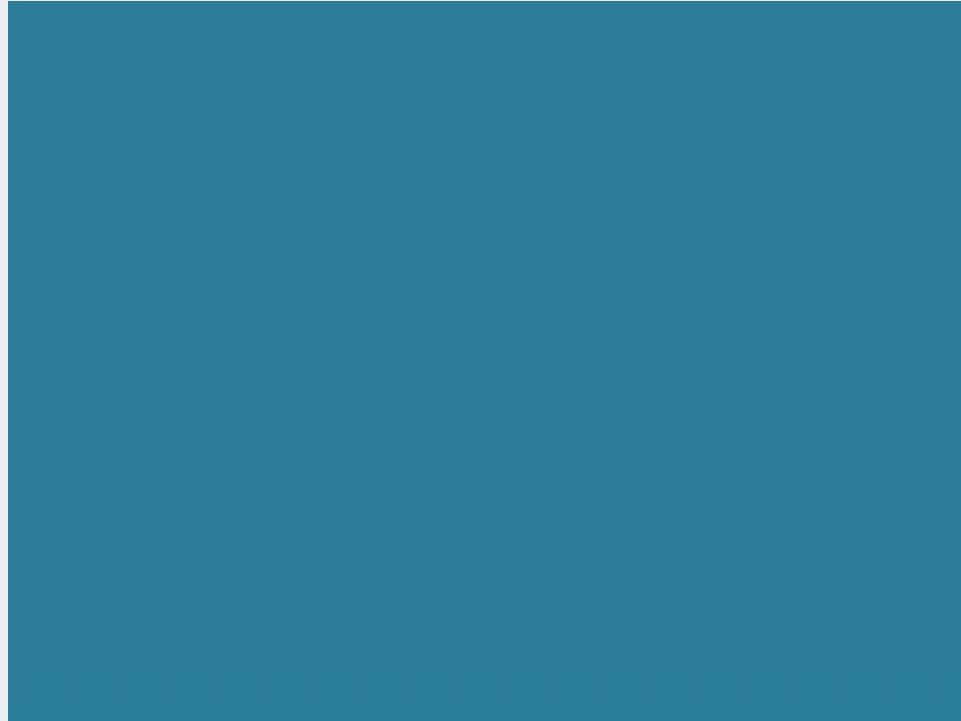
We believe that people need motivation and incentive. Our solution is Uplift, an app that rewards your effort to build your perfect body with points that you can convert into money.

CORE TASKS



- **Single activity (simple)** - the user will choose an activity (running, pushups, etc.). Then, the user will choose an amount or pick the suggested amount based on previous personal records. After the activity is completed, the user will earn points.
- **Workout activity (moderate)** - the user will choose a duration (30 min, 1 hour, etc.), a difficulty level (easy, intermediate, hard), and the app will produce a workout plan for the user accordingly. After the workout is over, the user will earn points.
- **Challenges (complex)** - the user will choose a friend or multiple friends and challenge them with an activity. The user will set a due time (1 day, 3 days, 1 week, etc.) and only after the challenge is over, all the participants will be able to see their rank and who won. The winner will earn all of the points, the 2nd place will earn 80% of the points (for example) and so on.

PAPER PROTOTYPE



PAPER PROTOTYPE TESTING METHODOLOGY



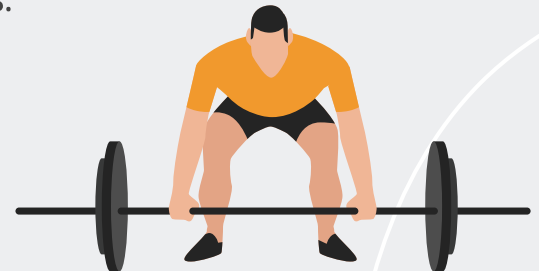
Target audience: young, fit, smartwatch owners, 15-35 years old.

Recruitment: 3 people from our product target audience that volunteered to participate in the prototype testing.

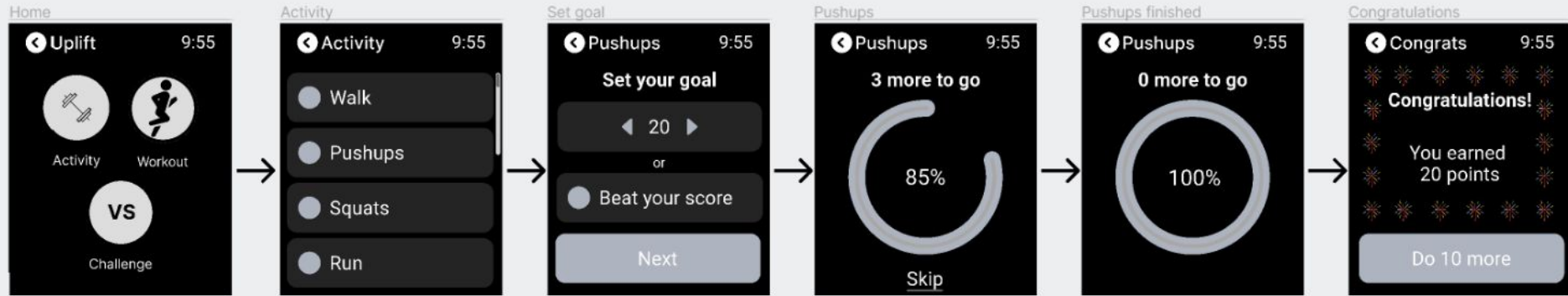
- At first, presenting the purpose and vision of application and showing the participant the main menus and features of app.
- Presenting the 3 main tasks and their meaning.
- Making notes about participants success while they perform a task. Also, writing down participants impression and critics.
- Asking participants to rate implementation and practical meaning of the tasks with a grade between 1 (very bad) to 5 (very good).
- Getting general impression of the participants.

PAPER PROTOTYPE TESTING FINDINGS

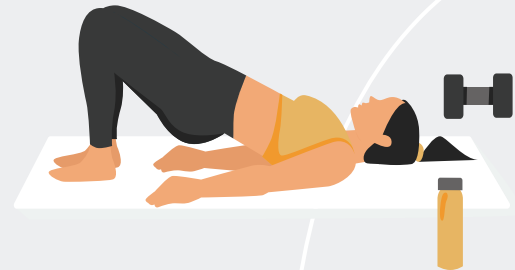
- The main screen is not clear - labels should be added to the buttons.
- If the user wants to do more pushups and exceed the goal, the app shouldn't limit that (maybe adding a vibration when it reaches the goal).
- The Workout task is missing resting times between the different exercises.
- Sometimes the tap action is "next page" and sometimes it means "back" and it confuses the users.
- The 'next' button is not relevant in some of the screens.
- A 'next' button is missing in the "firework" screens
- Titles at the upper side of the screen are missing.



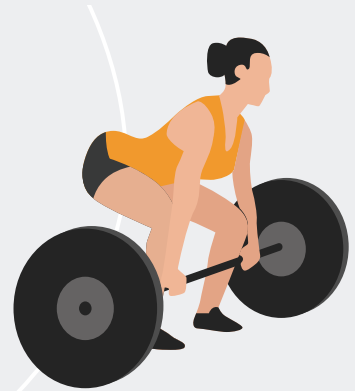
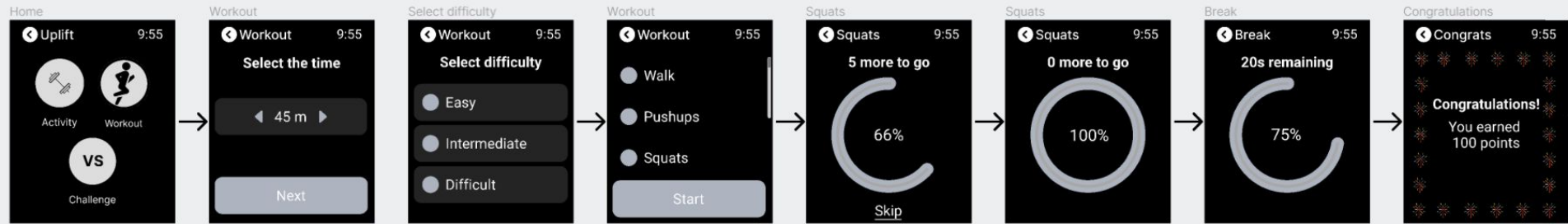
MEDIUM-FI PROTOTYPE: SOLO ACTIVITY



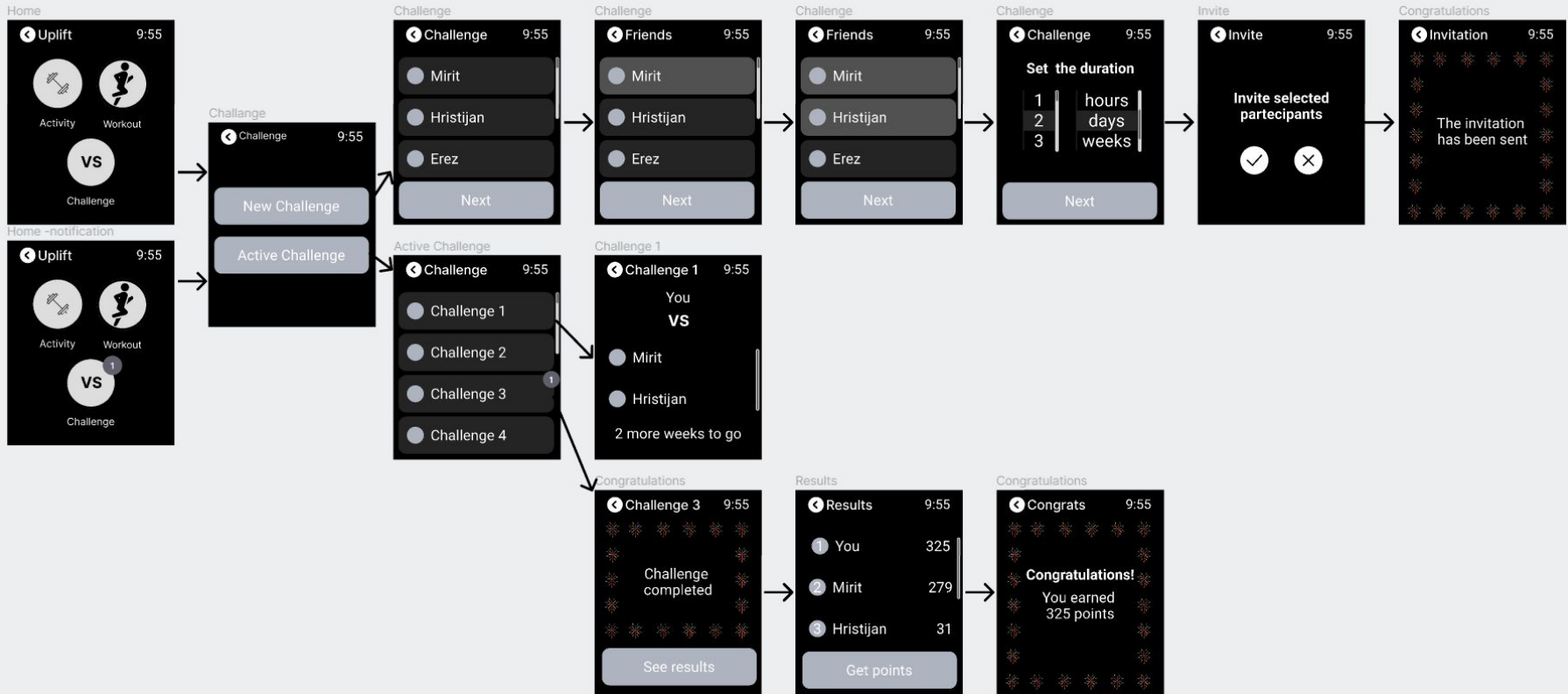
[Link to the mid-fidelity on Figma](#)



MEDIUM-FI PROTOTYPE: WORKOUT



MEDIUM-FI PROTOTYPE: CHALLENGE



PROTOTYPE OVERVIEW

- **Wizard of Oz techniques:** In the workout activity task the app should generate automatically a workout plan for the user, but for our prototype-testing phase we used a Wizard of Oz technique and manually generated a plan for the user.
- **Limitations:** There are more features to the app that we felt are more suitable for a smartphone (like redeem the points, seeing how many points you have, etc.). Also, the size of the screen limited us in putting everything we wanted to.
- **Hard Coded features:** We suppose that the device on which the app is running has the relevant sensors to differentiate between steps, push-ups etc.

THANK YOU

Do you have any questions?

