Tectonic Fitness

Case Study

Research, methodology, and execution of UX and UI design for mobile-first guided fitness application

Christophe Alise | Cadence Brand Development

Contents

Introduction ——

Tectonic Fitness is a mobile-first at-home fitness application start up designed to engage both users and trainers with an elegant user experience and a broad range of exercise tools for all skill levels.

Perspective ——

The app-based fitness market is led by established brands who dominate market share and augmented by start up brands seeking to separate themselves from the competition. Users seek intuitive, motivational fitness apps to assist with their fitness and wellness goals.

Overview

Goal

Develop a native app that engages users and creates new revenue opportunities for fitness professionals.

Project Scope

iOS and Android App, Responsive Website

Timeline

6 months

Tools

Adobe Creative Suite
Figma
Visio
Trello

Target Audience

Users from 15-60 years old with varied levels of fitness and wellness goals.
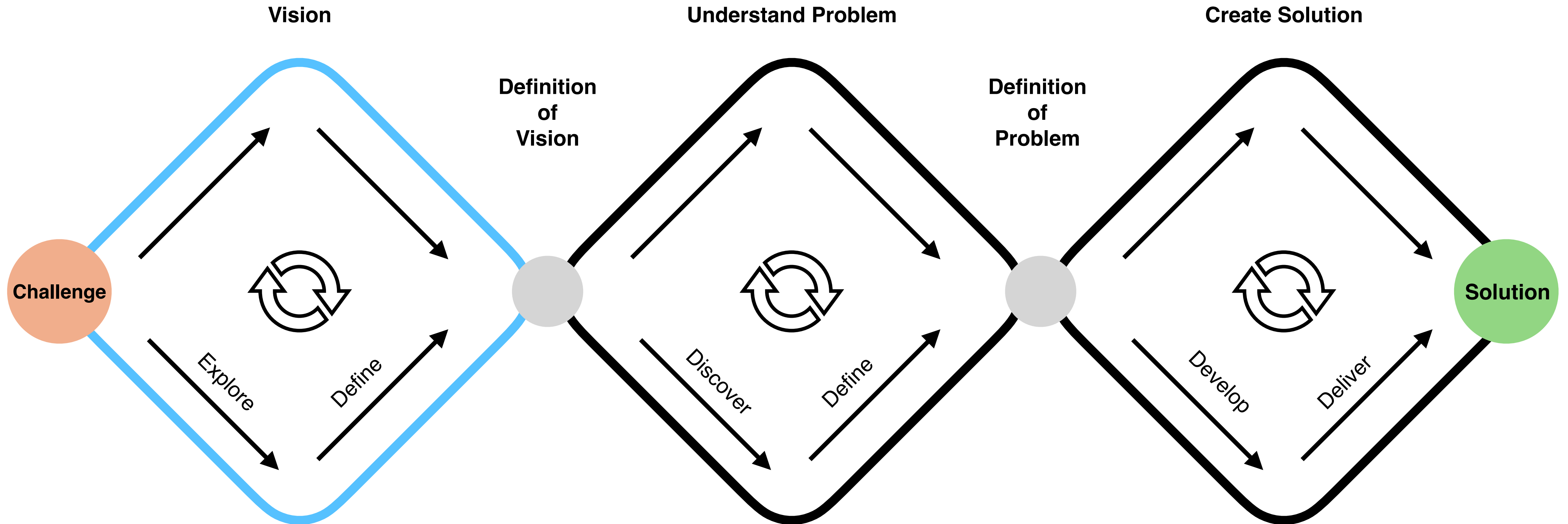
Role

UX/UI Product Designer

Responsibilities

Strategy   Competitive Analysis
User Interviews   User Surveys
Personas   Journey Mapping
Affinity Mapping   Empathy Mapping
User Flows   Card Sorting
Wireframes   Information Architecture
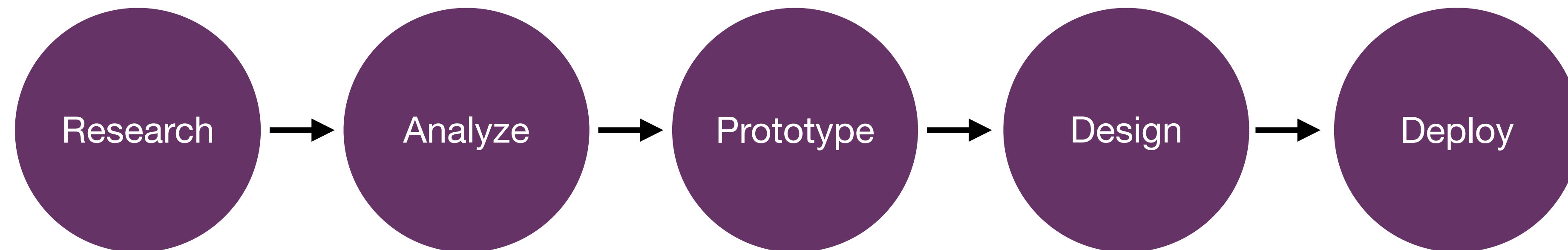Visual Design   Usability Testing

UX Design Process

We embraced the expanded diamond process in order to take into account Vision at the outset of the project. This variation on the traditional model yielded valuable alignment across departments and ensured the product vision was unified and supported from the outset.

Vision

Understand Problem

Create Solution

Definition of Vision

Definition of Problem

Challenge

Solution

Explore

Define

Discover

Define

Develop

Deliver

UX Design Process

We launched the process focusing on an empathic user-centered perspective. Throughout development, I continued to assess the holistic user experience, while progressing through appropriate research techniques. Resulting data was incorporated into the app design iterations and supported by user testing.

Research → **Analyze** → **Prototype** → **Design** → **Deploy**

Research	Analyze	Prototype	Design	Deploy
• User Interviews	• User Personas	• Ideation	• High Fidelity Design	• Developer Handoff
• Stakeholder Workshops	• User Journeys	• Concept Sketches	• Interactive Prototypes	• Design Reviews
• Expert Interviews	• User Stories	• Mid-Fidelity Mockups	• Style Guide	• User Testing
• Empathy Maps	• Task Flows	• Interactive Prototypes	• Annotated Wireframes	• Iterations
• Contextual Inquiries	• Low-Fi Wireframes	• User Testing		• Measure and Refine
• Competitive Analysis	• Screen Flows	• Concept Validation		
• Data Analysis	• Information Architecture			

Project Timeline

Month 1	Month 2	Month 3	Month 4	Month 5	Month 6

Research
Observe, Stakeholder Interviews

Strategy
Challenges and Goals

User Experience
Interviews, Competitive Analysis, Personas, Wireframes

User Interface
Mood Boards, Inspiration

User Interface
Visual Design, Prototyping

User Testing
Testing, Implementation

Design Strategy

Guided by target audience metrics, design process was executed. Ongoing interaction with end users informed workflows, visual identity, and features offered.

Business Strategy Alignment

Ensured strategic outcomes were clear and unified in order to inform the UX process.

Value Innovation

Rationale for app development based on providing users and the marketplace with a compelling product alternative.

Validated User Research

Detailed user research and testing employed to guide UX decisions at every phase to uphold usability.

Empathic UX

User-centered design methodologies inform the entire process where functionality recedes and experience shines.

Cross-Device Integration

Native OS development with web-based responsiveness necessary to deliver unified, quality experience to all users on all devices.

Intuitive UI

User flow and presentation of information achieved in a fluid, reductive manner to encourage interaction with app and reduce decision fatigue.
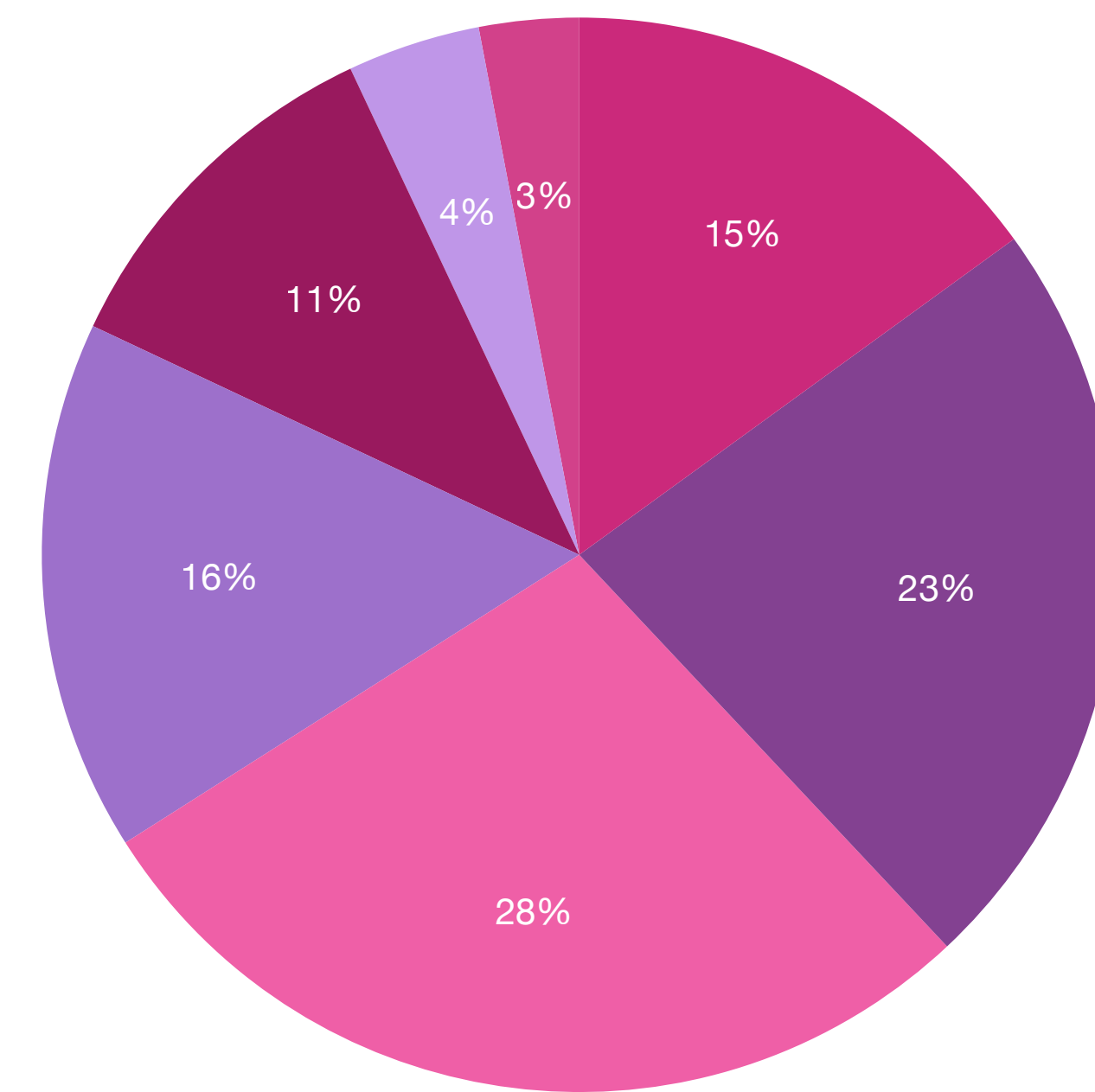
User Research

Designed detailed study of target users and requirements by framing engagement with realistic contexts and insights to design processes. Multiple methods were employed to identify problems and seek associated design opportunities.

Average User Age (Years)

- 11%
- 24%
- 26%
- 21%
- 10%
- 8%
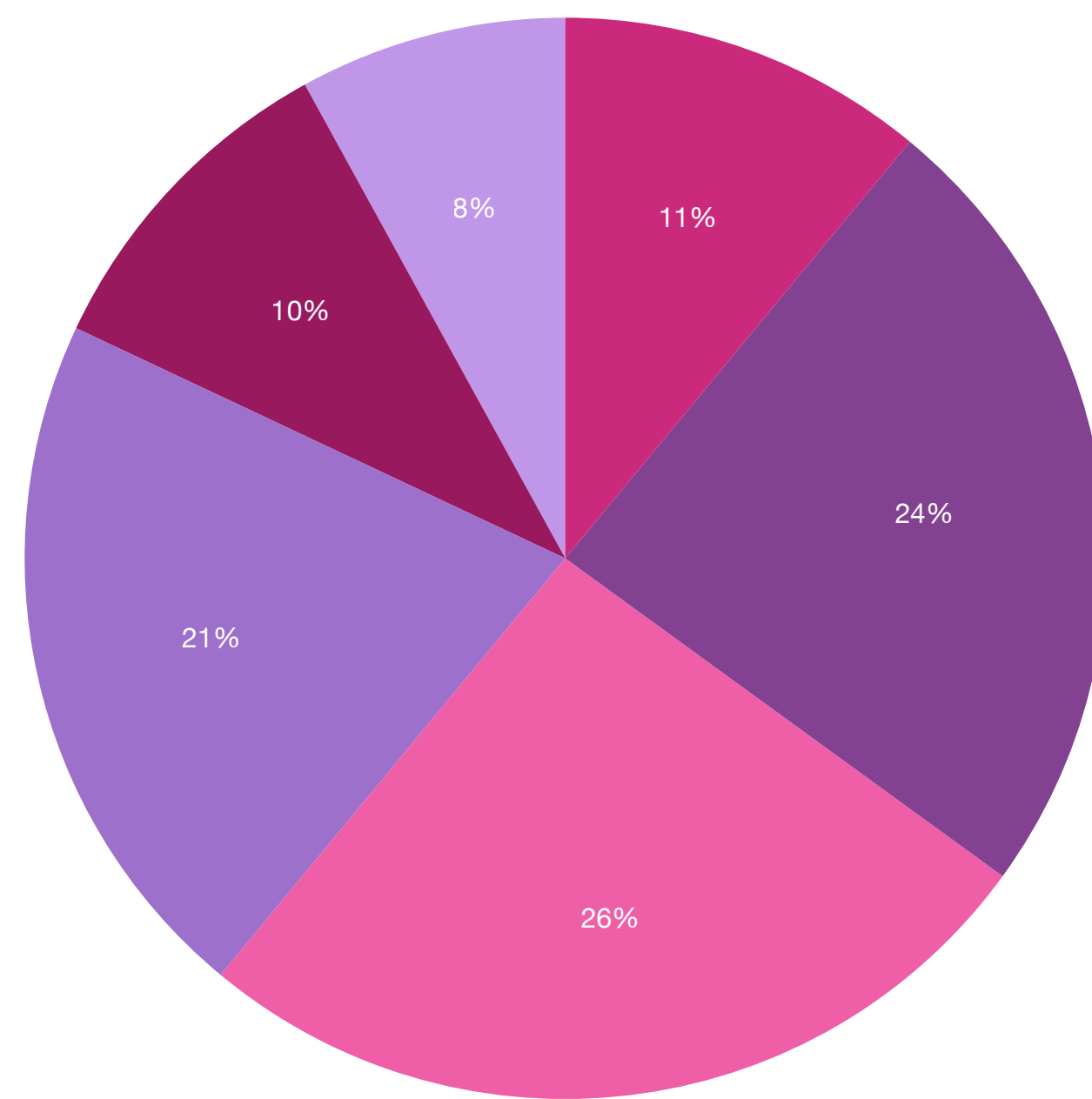
Legend:
- 15-20
- 20-30
- 30-40
- 40-50
- 50-60
- 60-70

Exercise Frequency (Per Week)
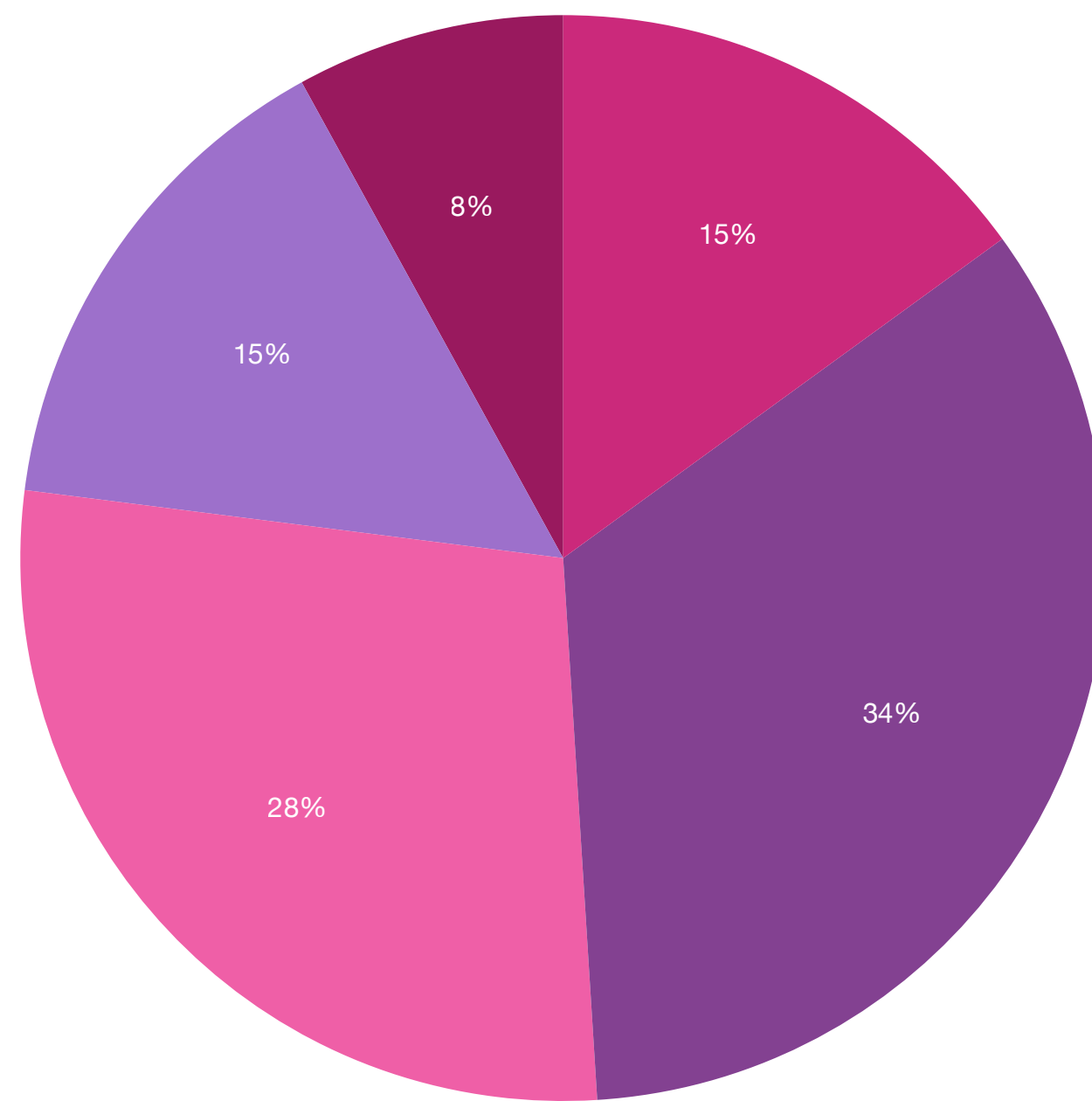

- 15%
- 23%
- 28%
- 16%
- 11%
- 4%
- 3%

Legend:
- 1 Day
- 2 Days
- 3 Days
- 4 Days
- 5 Days
- 6 Days
- 7 Days

User Research

Designed detailed study of target users and requirements by framing engagement with realistic contexts and insights to design processes. Multiple methods were employed to identify problems and seek associated design opportunities.
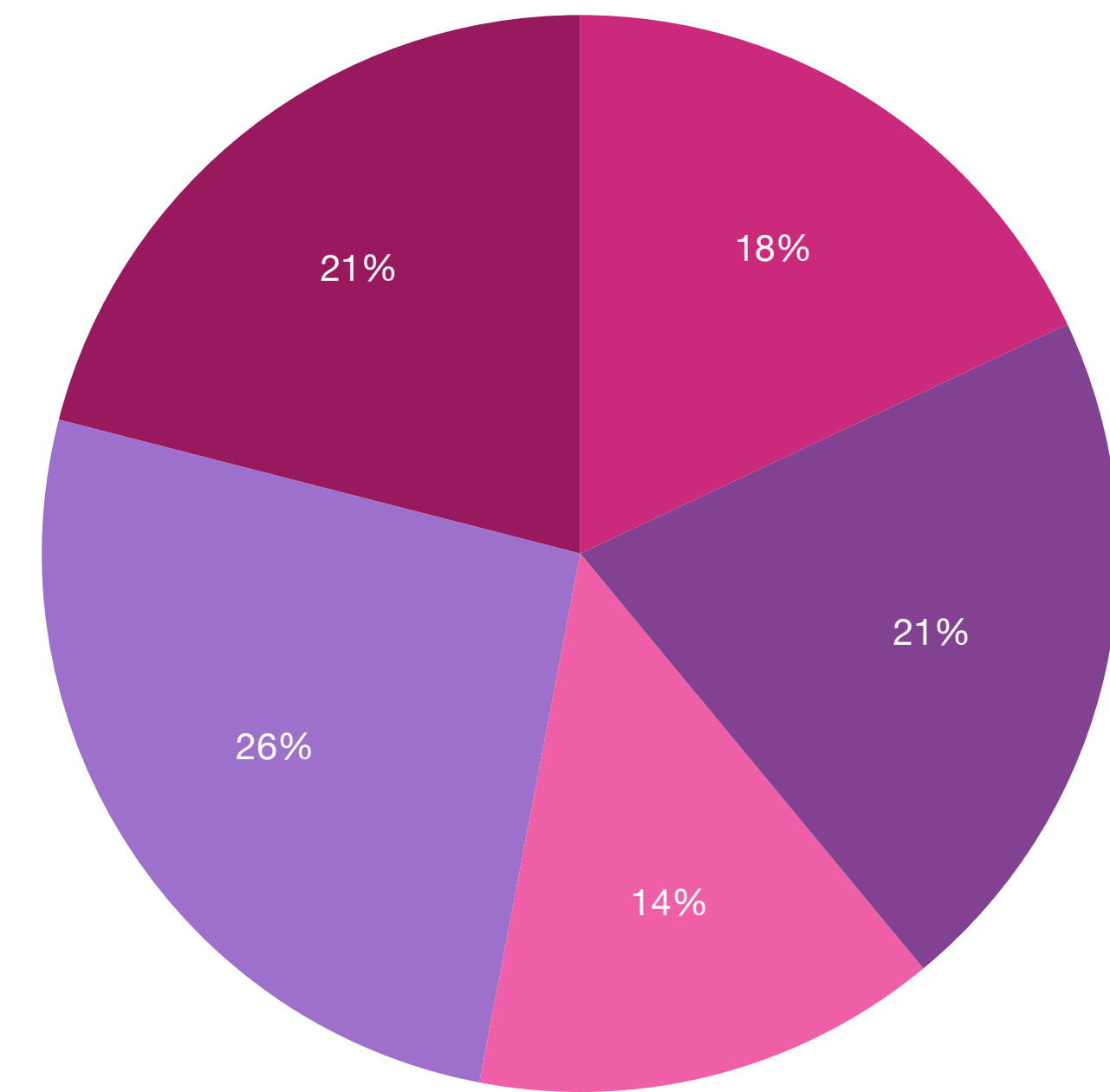
Exercise Intensity (Per Workout)
Scale of 1 to 5

- 15%
- 8%
- 15%
- 34%
- 28%

Legend:
- 1
- 2
- 3
- 4
- 5

## Preferred Exercise Equipment

- 18%
- 21%
- 21%
- 14%
- 26%

Legend:
- Isometric
- Bike
- Treadmill
- Free Weights
- Weight Machines

User Research

Designed detailed study of target users and requirements by framing engagement with realistic contexts and insights to design processes. Multiple methods were employed to identify problems and seek associated design opportunities.

Impediments to Exercising
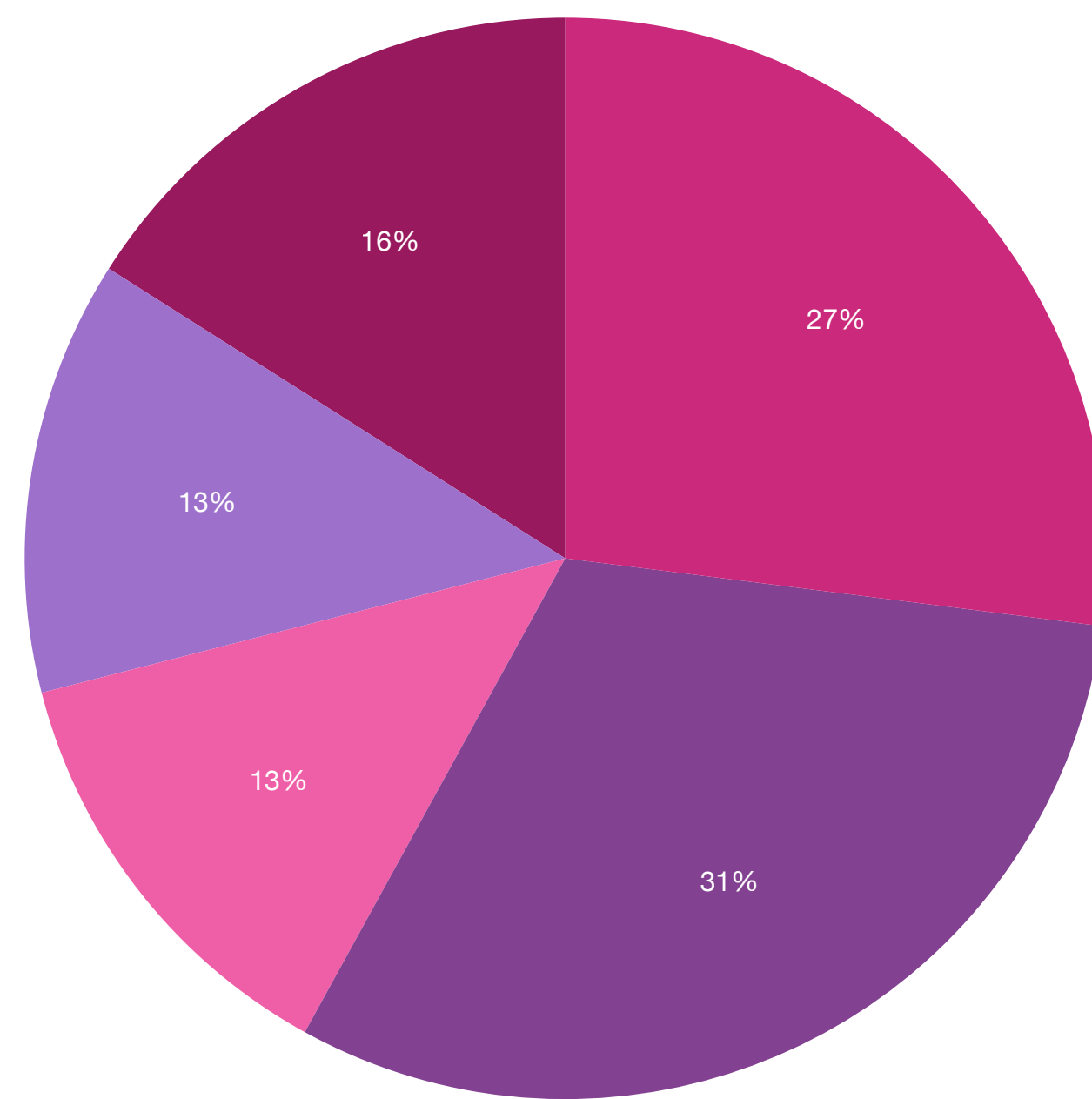
- Lack of Knowledge
- Lack of Time
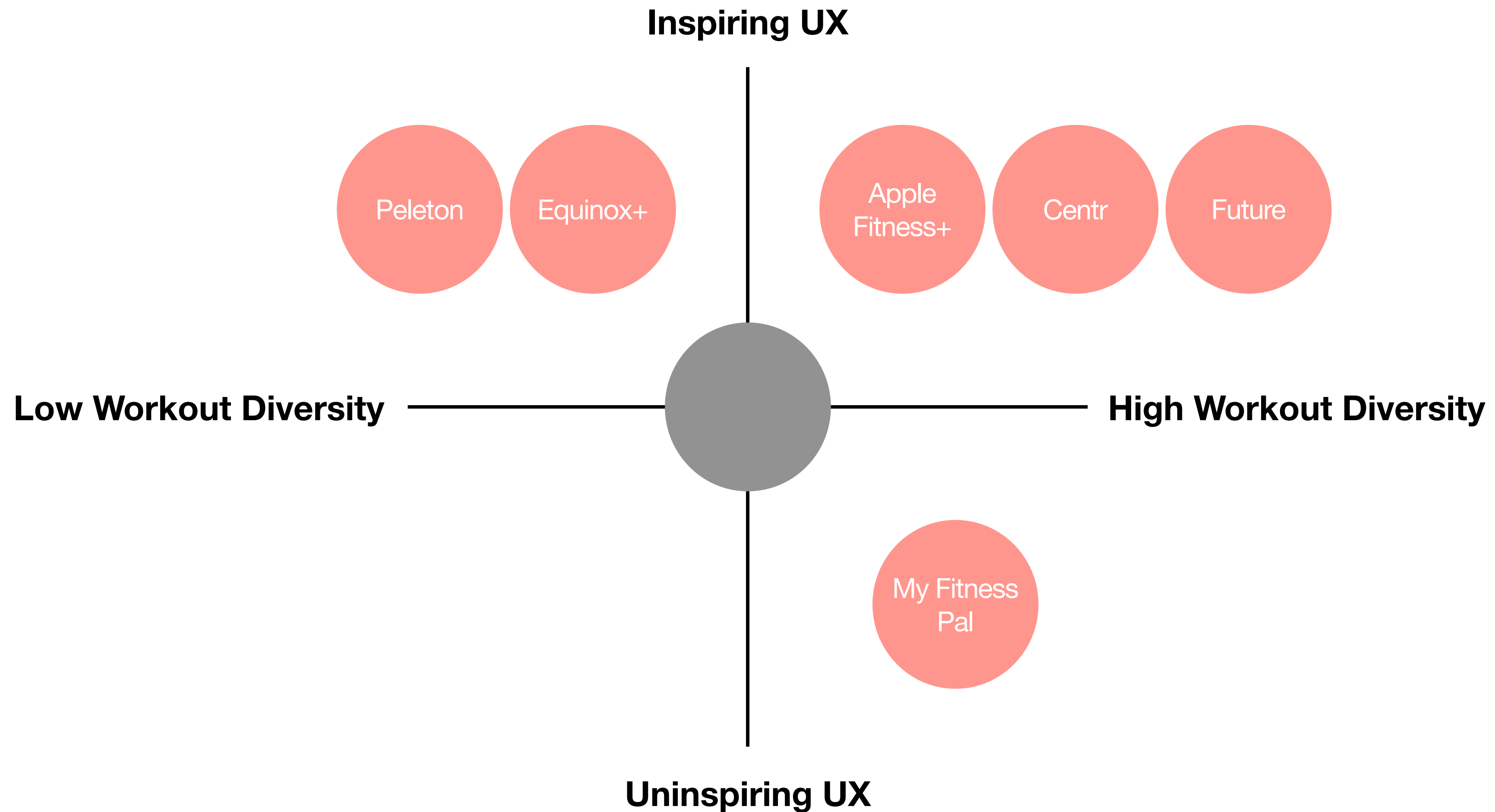- Lack of Equipment
- Physical Condition
- Mental State

Catalysts to Exercising
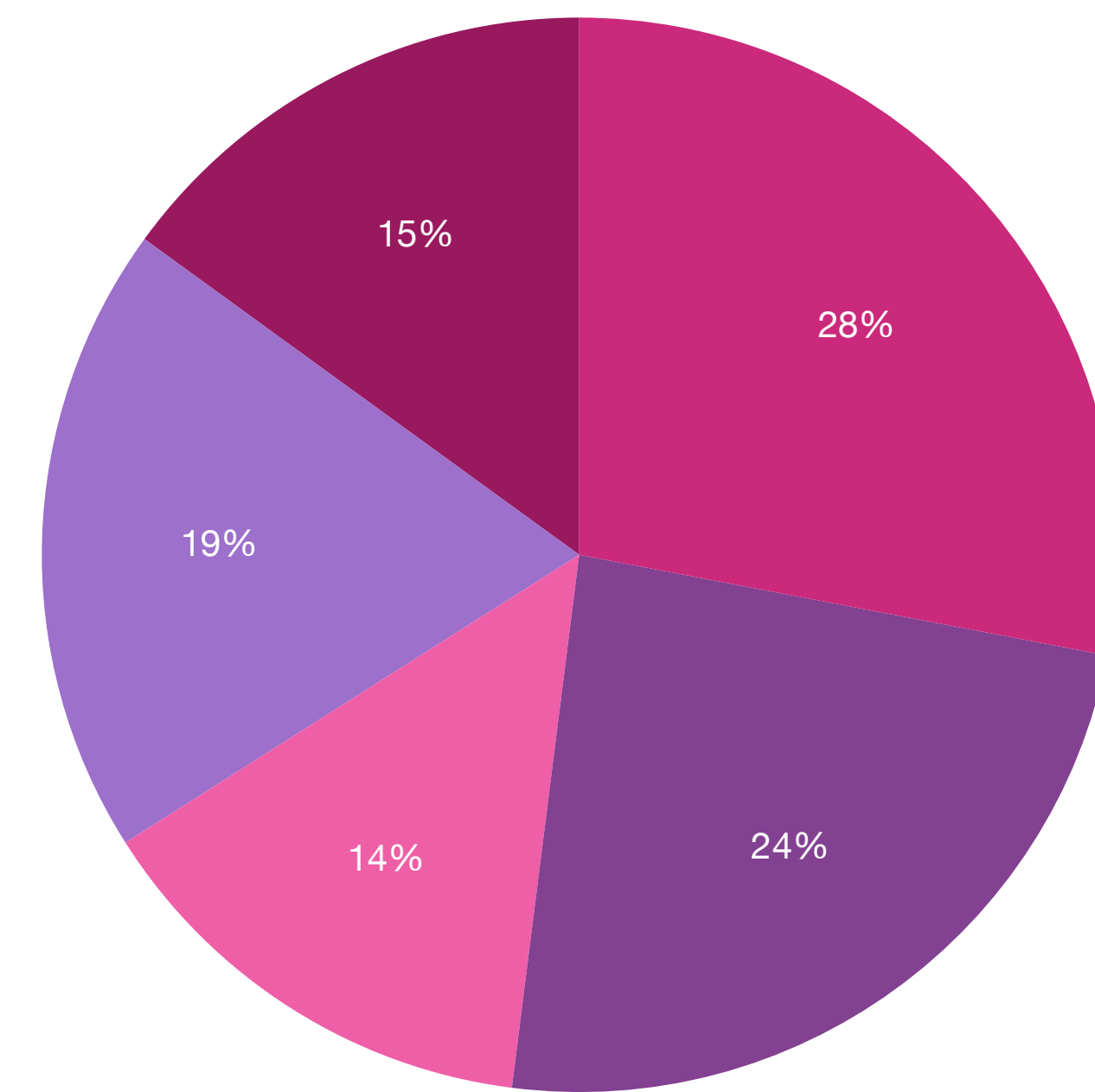
- Knowledge
- External Motivation
- Expert Guidance
- MD Insistence
- Mental State

Competitive Analysis

Reviewed free and premium options of top-rated fitness apps from the perspective of varied user personas. Sought to identify impact of UX Design and Workout Diversity alongside standard navigation, sign up, billing components.
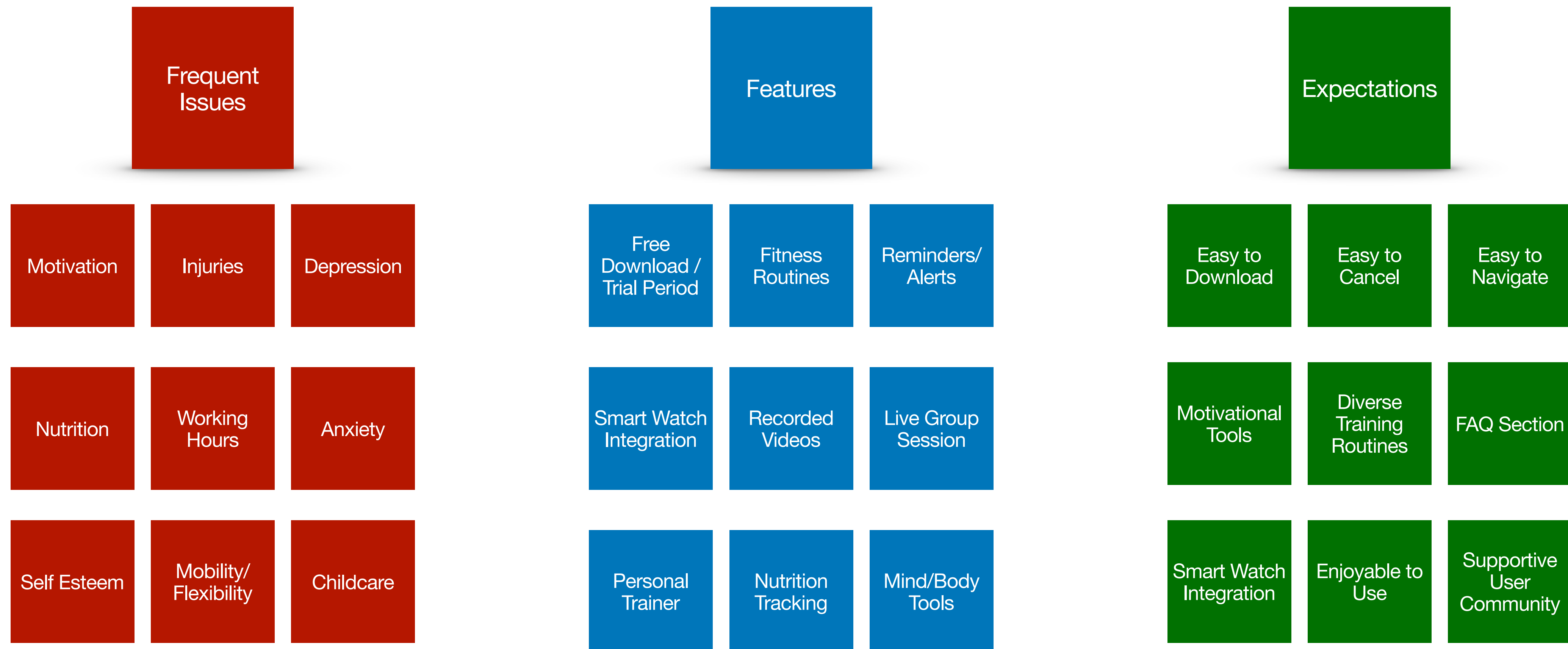
Inspiring UX

Peleton

Equinox+

Apple Fitness+

Centr

Future

Low Workout Diversity

High Workout Diversity

My Fitness Pal

Uninspiring UX

Competitive Analysis

	Apple Fitness+	Centr	Equinox+	Future	My Fitness Pal	Nike Training Club	Peleton
iOS + Android Native	✅	✅	✅	✅	✅	✅	✅
Free + Premium	❌	❌	❌	❌	✅	✅	❌
Recorded Videos	✅	✅	✅	✅	✅	✅	✅
Live Group Session	✅	✅	✅	✅	❌	✅	✅
Personal Trainer	❌	❌	❌	✅	❌	❌	❌
Progress Tracking	✅	✅	✅	✅	✅	✅	✅
Nutrition Tracking	✅	✅	✅	✅	✅	✅	✅
Mind/Body Tools	✅	✅	✅	✅	✅	✅	✅
eCommerce	✅	✅	✅	❌	❌	✅	✅
Wearable Integration	✅	✅	✅	✅	✅	✅	✅

Market Insights

✓ Rapidly Growing Market

✓ Subscription Model Viable, but Challenging

✓ Wide Range of Design Language

✓ Strong Product Innovation

✓ Fragmented User-Centered Methodologies

✓ Simplicity of User Journey vs. Decision Fatigue

✓ High Attrition Rate Post-Download

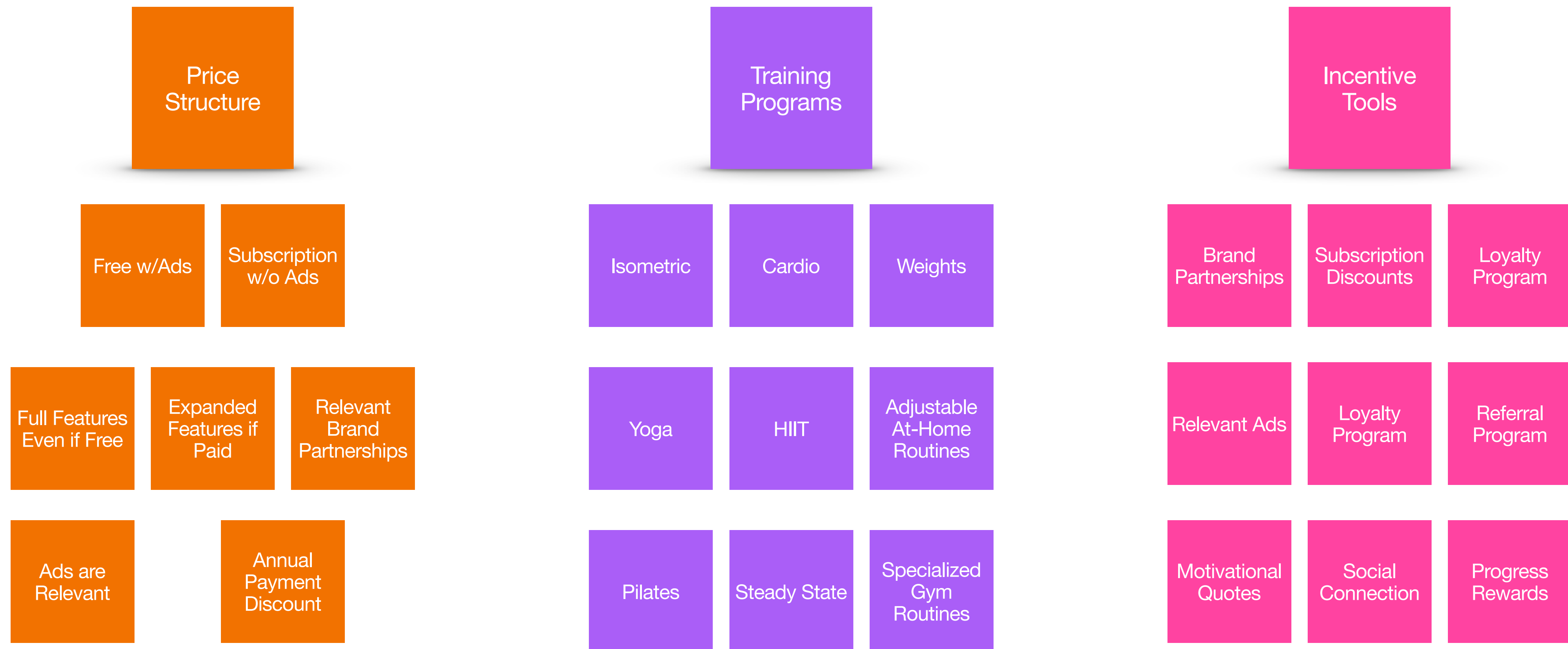✓ High Profile Industry Entrants Yet to Dominate

---

Affinity Mapping

Utilized Affinity Diagram to stratify user preferences, opinions, and pain points. Established groupings based upon relationships supporting logical connection.

Frequent Issues

Motivation	Injuries	Depression
Nutrition	Working Hours	Anxiety
Self Esteem	Mobility/ Flexibility	Childcare

Features

Free Download / Trial Period	Fitness Routines	Reminders/ Alerts
Smart Watch Integration	Recorded Videos	Live Group Session
Personal Trainer	Nutrition Tracking	Mind/Body Tools

Expectations

Easy to Download	Easy to Cancel	Easy to Navigate
Motivational Tools	Diverse Training Routines	FAQ Section
Smart Watch Integration	Enjoyable to Use	Supportive User Community

Affinity Mapping

Utilized Affinity Diagram to stratify user preferences, opinions, and pain points. Established groupings based upon relationships supporting logical connection.
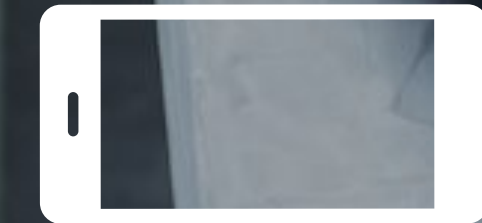
Price Structure

Free w/Ads	Subscription w/o Ads
Full Features Even if Free	Expanded Features if Paid	Relevant Brand Partnerships
Ads are Relevant		Annual Payment Discount

Training Programs

Isometric	Cardio	Weights
Yoga	HIIT	Adjustable At-Home Routines
Pilates	Steady State	Specialized Gym Routines

Incentive Tools

Brand Partnerships	Subscription Discounts	Loyalty Program
Relevant Ads	Loyalty Program	Referral Program
Motivational Quotes	Social Connection	Progress Rewards

User Persona

Name: Aaron J.
Role: User - High Consistency

Quote:

My fitness ambition is very high and I work out 5-6 days per week at my local Equinox.
I need fitness options when the club isn't accessible due to time of day or my travel schedule for work.

Needs

- Supplemental fitness tool to augment times when full gym access is not available.
- Ability to adjust intensity level, including HIIT options.
- Something stylish and sexy that makes using it a pleasure.

Frustrations

- Fitness apps tried in the past are either not advanced enough or don't take into account HIIT needs.
- Fitness apps that cost more than what they offer or are free, but so cluttered with ads that I'm distracted.
- Apps that aren't user friendly and seem to be designed by someone that doesn't actively work out.

Goals

- Maintain my current strength level, BMI, and resting heart rate goal.
- Ability to push boundaries and achieve a satisfying workout even without access to the gym equipment.
- Track activity within the app or in conjunction with Apple Watch.

Environment

- High frequency workouts at full service health club.
- Home workout in living room or office.
- Hotel room workout while traveling.

User Persona

Name: Marina S.
Role: User - Medium Consistency

Primary Devices

Quote: *I try to work out consistently and eat right, but I struggle with periods of solid work followed by periods of low activity. I'm always looking for a new training guide that I can use from home since I don't enjoy going to the gym.*

Needs
- A tool that can be used consistently and helps assist in motivation to work out.
- Simple to use app where workouts can be saved and progress tracked.
- A workout system that is actually enjoyable to use.

Frustrations
- Fitness classes that negatively impact self confidence.
- Apps that are too advanced for current fitness level.
- Apps for purchase that don't meet needs.
- Free apps whose ad-based model interrupts workout focus.

Goals
- Build momentum to consistently workout 3-5x per week.
- See measurable results in terms of weight loss, clothing fit, and blood pressure.
- Enjoy working out from home and feel confident with improved fitness level and health.

Environment
- Inconsistent workouts at full service health club.
- Home workout in living room or office.
- Hotel room workout while traveling.

User Persona

Name: Jessica B.
Role: User - Low Consistency

Primary Devices

Quote: *Since college, my fitness level has been steadily declining. It negatively impacts my self confidence and I need a motivational tool to start slowly and privately. Also, since I don't really know what to do, some guidance is essential.*

Needs
- A fitness tool that will help motivate to consistent activity.
- Multiple skill levels that are not overly challenging.
- Ability to track progress and identify areas of improvement, which supports motivation and thus consistency.

Frustrations
- Fitness classes that are too intimidating to attend.
- Apps that are too complex for current fitness level.
- Apps for purchase that don't meet current needs.
- Free apps whose ad-based model interrupts workout focus.

Goals
- Lose weight.
- Look better in clothing.
- Improve health (blood pressure, blood sugar concerns)
- Improve self confidence.

Environment
- Not comfortable at gym or in group fitness classes.
- At home in living room or WFH office.
- Hotel room when traveling for work or leisure.

Empathy Mapping

Utilized Empathy Mapping tools to understand users' needs and prioritize accordingly. These insights are invaluable and necessary early in the process to avoid false starts with product development.

Says

I want to feel better

I want to improve my health

I need a simple routine

I need some motivation

Thinks

I want to look better

I want to improve my health

I don't know where to start

The right person or tool will help me

Does

Searches/ Downloads App(s)

Tries for Free / Purchases Subscription

Starts Using App

Stops Using App

Feels

Decision Anxiety

Relieved

Motivated

Frustrated

10

Customer Journey Mapping

Persona: 20-40 years old. Fitness enthusiast with strong ambition and consistent fitness regimen.

Objective: Find new fitness tool to supplement traditional health club environment when needed.

| Stage	Awareness	Consideration	Decision	Service	Loyalty
Customer Action	Receive marketing email, view ad on social media, watch review YouTube.	Review similar products, compare relative benefits and costs	Download app	Completes profile, uses guided sessions	Recommends app to friends, family, colleagues
Touchpoints	Marketing email, social media (post, ad, influencer)	Marketing email, social media (post, ad, influencer), web search	Website, phone, tablet	Website, phone, tablet	Word of mouth, online reviews
Customer Experience	Interested, frustrated	Curious, optimistic	Optimistic	Satisfied, motivated	Enthusiastic
KPIs	Number of downloads, in-app purchases, daily active users	Trial versions download, test product	Conversion rates, total installs	Customer feedback, reviews, referrals	Retention rate, return users, testimonials, referrals
Business Goals	Increase awareness, acquire users	Increase user base, daily active users	Increase active users	Establish customer trust, organic and inorganic referrals	Increase recurring revenue, increase active users
Team(s) Involved	Marketing, sales	Marketing, sales	Sales, technical support	Sales, technical support	Marketing, technical support

Customer Journey Mapping

Persona: 25-50 years old. Moderately active and in good health

Objective: Find convenient technology tool to improve fitness level and increase self confidence

Stage	Awareness	Consideration	Decision	Service	Loyalty
Customer Action	Receive marketing email, view ad on social media, watch review YouTube.	Review similar products, compare relative benefits and costs	Download app	Completes profile, uses guided sessions	Recommends app to friends, family, colleagues
Touchpoints	Marketing email, social media (post, ad, influencer)	Marketing email, social media (post, ad, influencer), web search	Website, phone, tablet	Website, phone, tablet	Word of mouth, online reviews
Customer Experience	Interested, frustrated	Curious, optimistic	Optimistic	Satisfied, motivated	Satisfied
KPIs	Number of downloads, in-app purchases, daily active users	Trial versions download, test product	Conversion rates, total installs	Customer feedback, reviews, referrals	Retention rate, return users, testimonials, referrals
Business Goals	Increase awareness, acquire users	Increase user base, daily active users	Increase active users	Establish customer trust, organic and inorganic referrals	Increase recurring revenue, increase active users
Team(s) Involved	Marketing, sales	Marketing, sales	Sales, technical support	Sales, technical support	Marketing, technical support

10

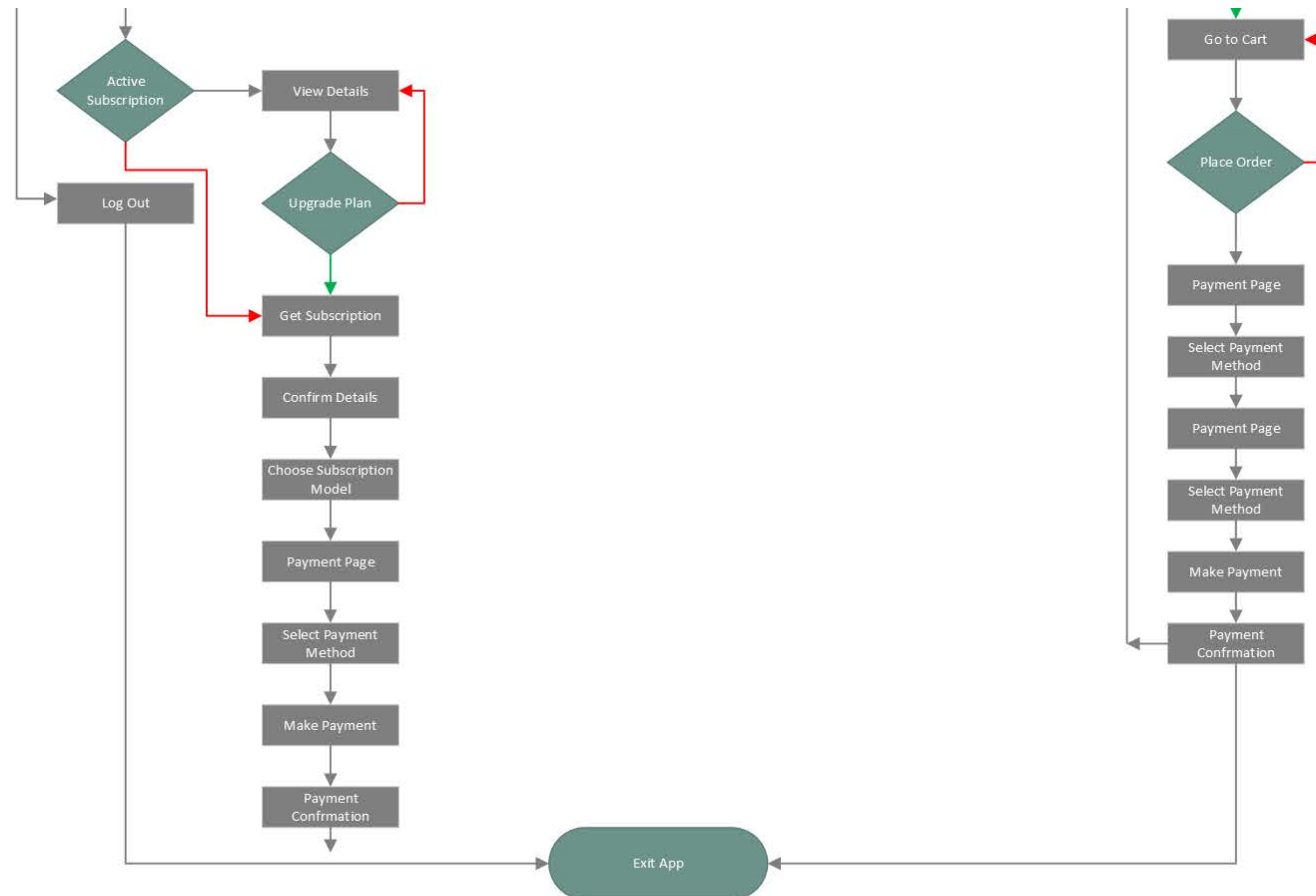**Customer Journey Mapping**

Persona: 30-50 years old. Low activity to non-active. Various health issues that could be alleviated with improved fitness and nutrition.

Objective: Find motivational tool to improve health and self-confidence within a private setting.

Stage	Awareness	Consideration	Decision	Service	Loyalty
Customer Action	Receive marketing email, view ad on social media, watch review YouTube.	Review similar products, compare relative benefits and costs	Download app	Completes profile, uses guided sessions	Recommends app to friends, family, colleagues
Touchpoints	Marketing email, social media (post, ad, influencer)	Marketing email, social media (post, ad, influencer), web search	Website, phone, tablet	Website, phone, tablet	Word of mouth, online reviews
Customer Experience	Interested, depressed	Curious, pessimistic	Mildly Optimistic	Relieved, optimistic	Enthusiastic
KPIs	Number of downloads, in-app purchases, daily active users	Trial versions download, test product	Conversion rates, total installs	Customer feedback, reviews, referrals	Retention rate, return users, testimonials, referrals
Business Goals	Increase awareness, acquire users	Increase user base, daily active users	Increase active users	Establish customer trust, organic and inorganic referrals	Increase recurring revenue, increase active users
Team(s) Involved	Marketing, sales	Marketing, sales	Sales, technical support	Sales, technical support	Marketing, technical support

Task Flow & User Flow

Established broad variables to guide users through app in the most seamless manner possible. Based on feedback to testing, flows were adjusted and presented for further review, and iteration prior to high fidelity prototyping.
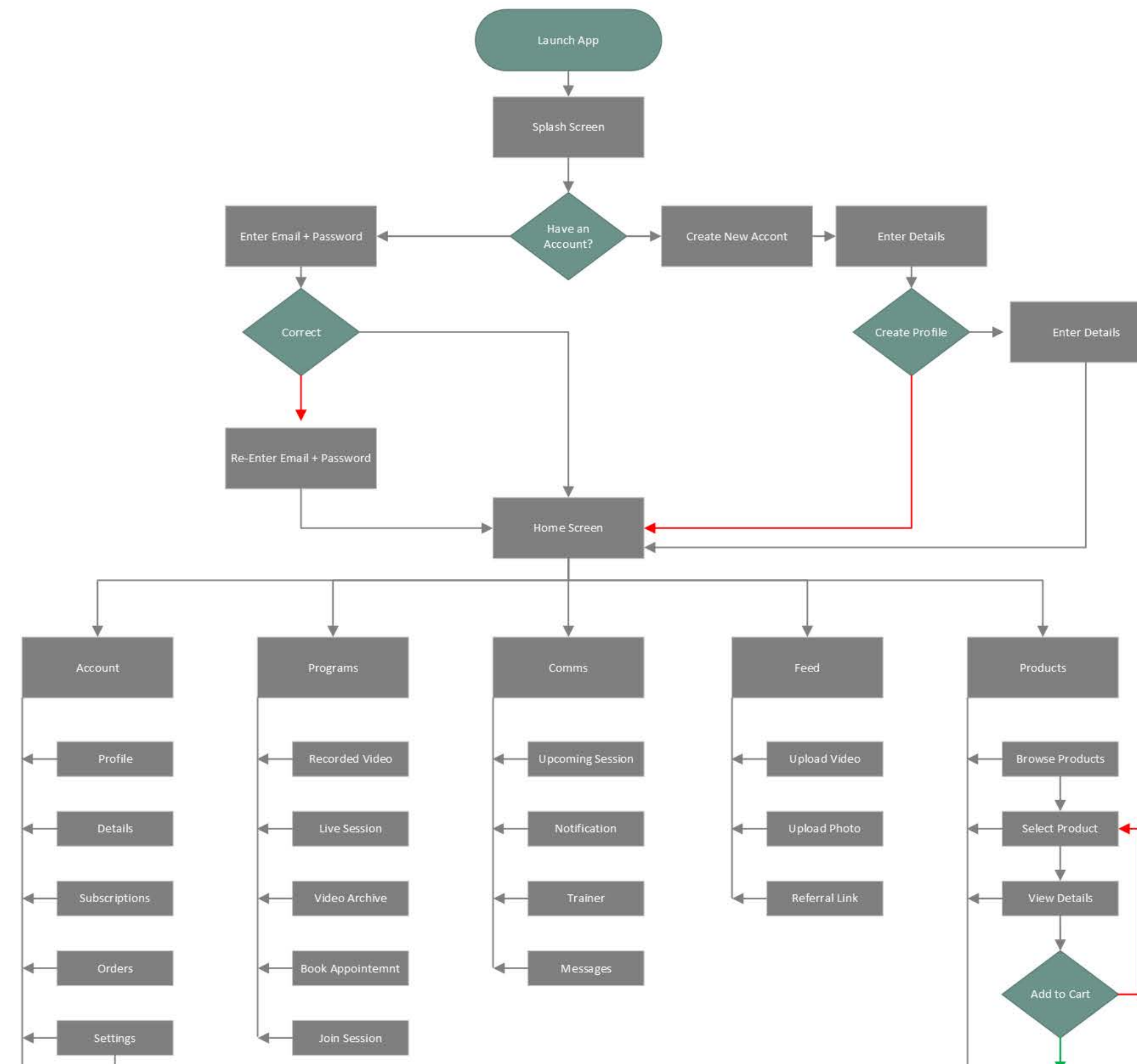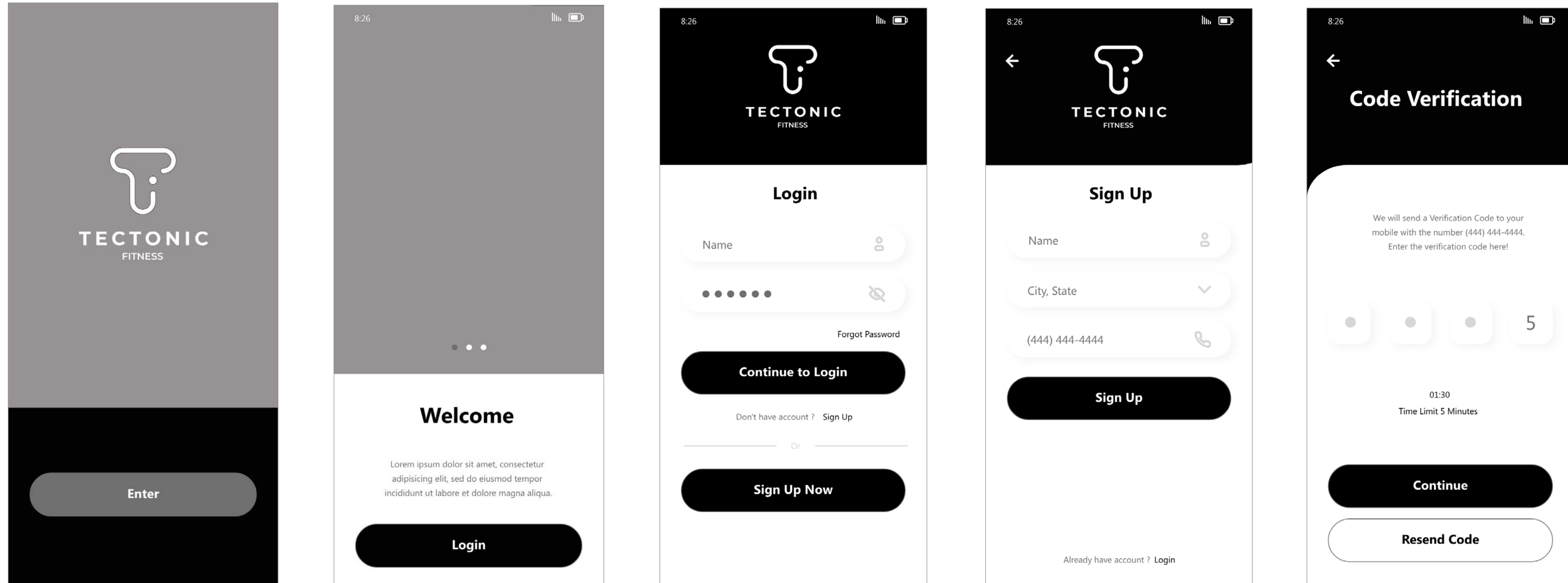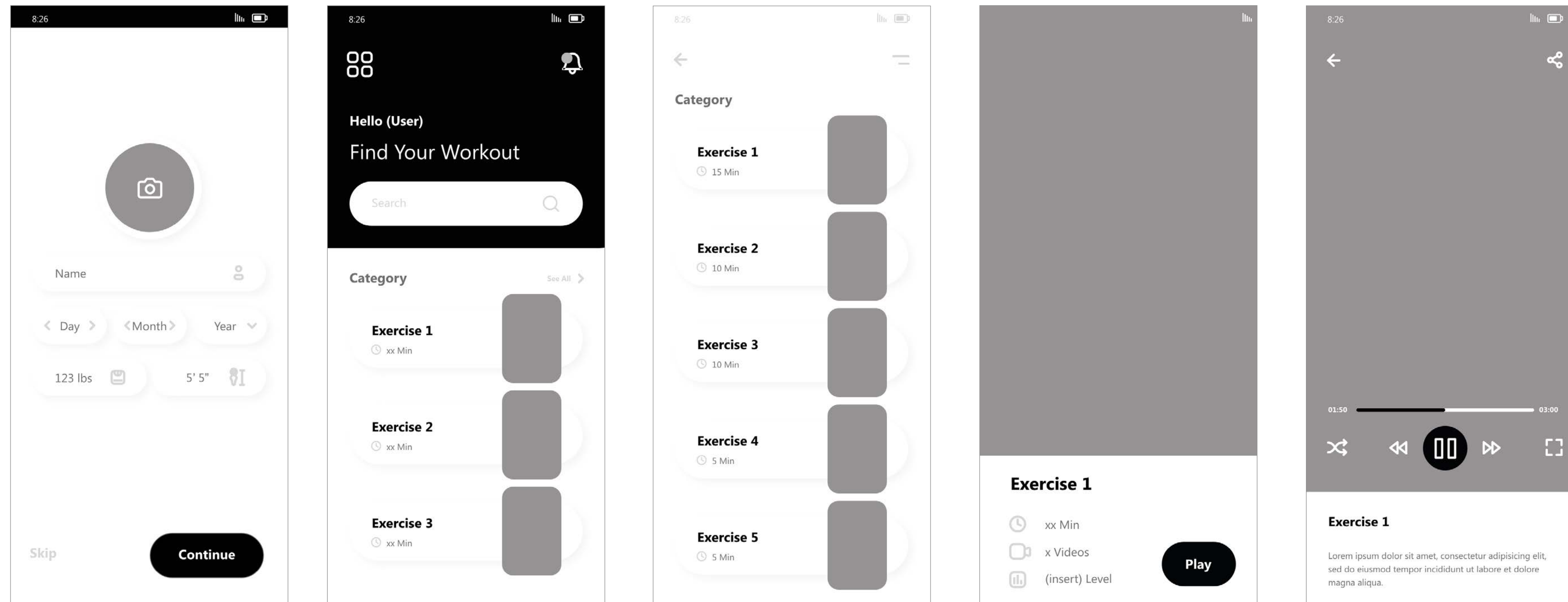
Task Flow & User Flow

Established broad variables to guide users through app in the most seamless manner possible. Based on feedback to testing, flows were adjusted and presented for further review, and iteration prior to high fidelity prototyping.

Wireframes

To validate design strategy and reinforce workflow patterns, wireframe prototypes serve as a valuable visual communication tool between UX and development teams throughout the design process.
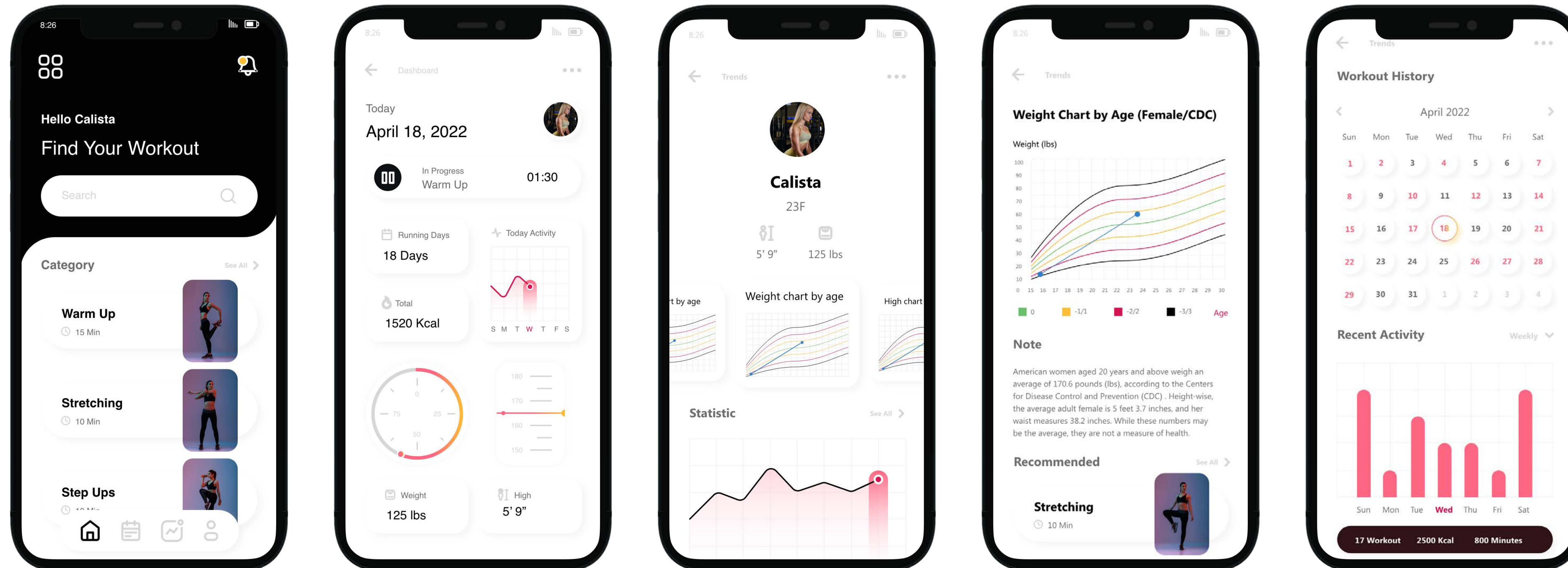
Wireframes

To validate design strategy and reinforce workflow patterns, wireframe prototypes serve as a valuable visual communication tool between UX and development teams throughout the design process.

Wireframes

To validate design strategy and reinforce workflow patterns, wireframe prototypes serve as a valuable visual communication tool between UX and development teams throughout the design process.

Prototyping

Engaging UI design is supported by intuitive UX methodology, resulting in a user experience that is engaging and motivational. By removing as many technological and psychology impediments to consistent fitness routines, the resulting design achieves its primary objective.
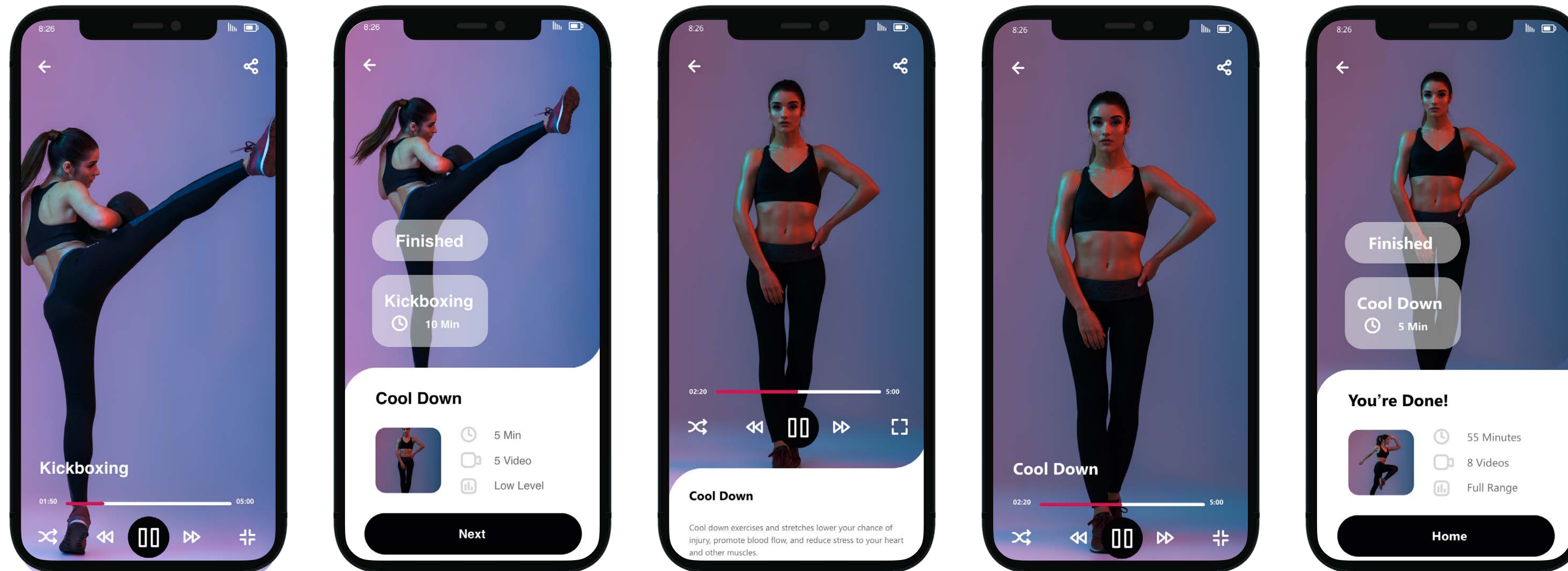
Prototyping

Engaging UI design is supported by intuitive UX methodology, resulting in a user experience that is engaging and motivational. By removing as many technological and psychology impediments to consistent fitness routines, the resulting design achieves its primary objective.
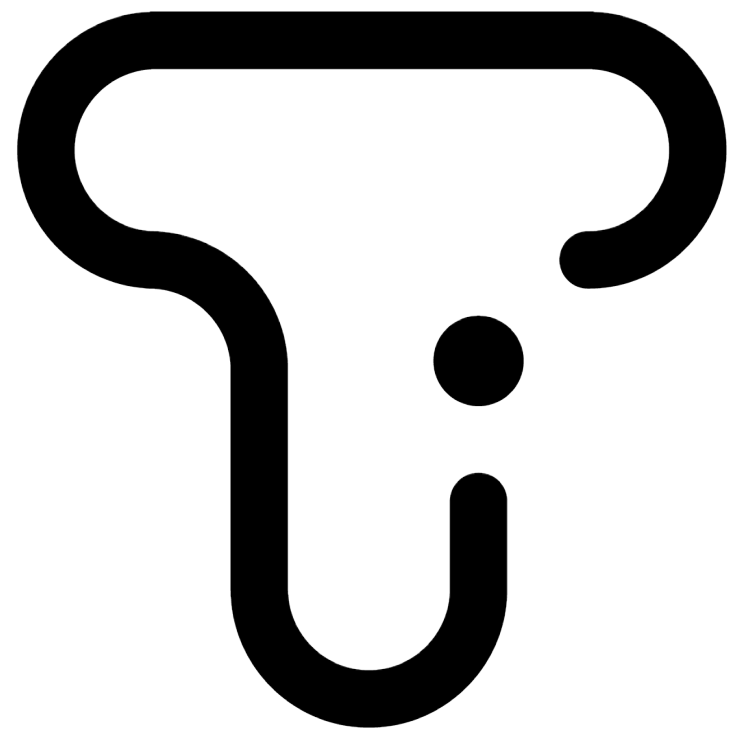
Prototyping

Engaging UI design is supported by intuitive UX methodology, resulting in a user experience that is engaging and motivational. By removing as many technological and psychology impediments to consistent fitness routines, the resulting design achieves its primary objective.

Prototyping

Engaging UI design is supported by intuitive UX methodology, resulting in a user experience that is engaging and motivational. By removing as many technological and psychology impediments to consistent fitness routines, the resulting design achieves its primary objective.

Prototyping

Engaging UI design is supported by intuitive UX methodology, resulting in a user experience that is engaging and motivational. By removing as many technological and psychology impediments to consistent fitness routines, the resulting design achieves its primary objective.
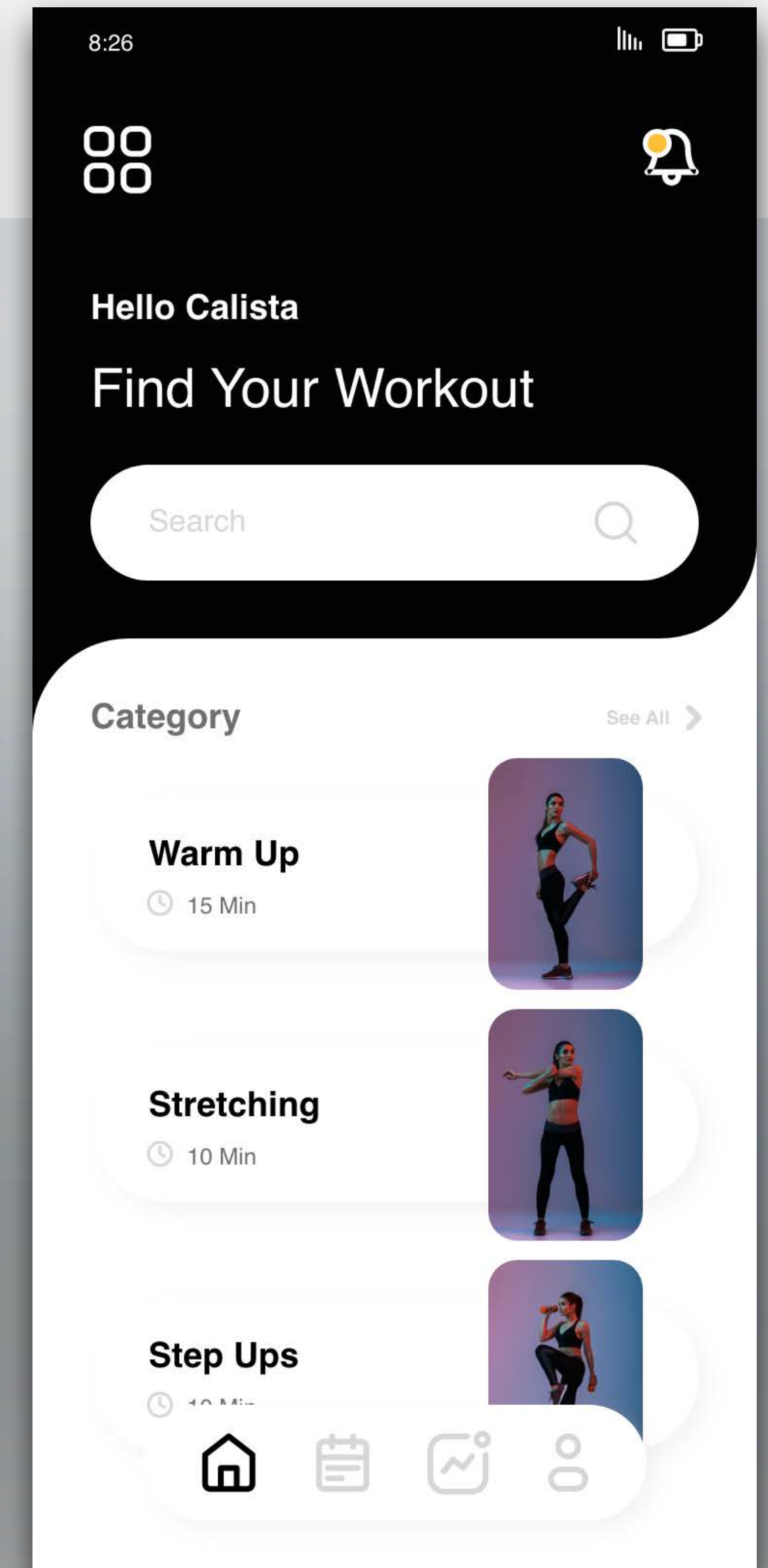
TECTONIC
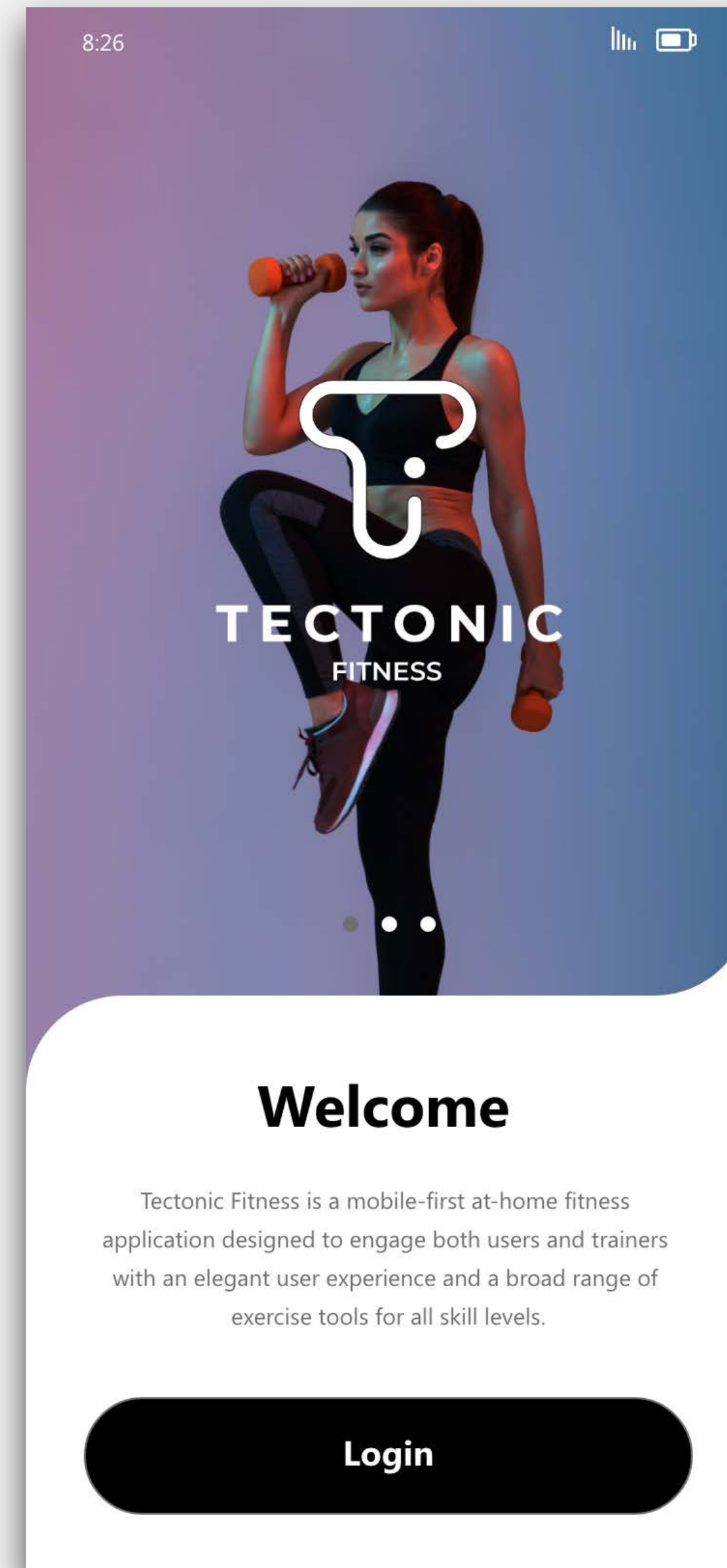
FITNESS

Launch XD Demo

Tectonic Fitness

15 | Tectonic Fitness

Tectonic Fitness

Tectonic Fitness Is a Mobile-First at-Home Fitness Application Start Up Designed To Engage Both Users and Trainers With an Elegant User Experience and a Broad Range of Exercise Tools for all Skill Levels.

8:26

TECTONIC
FITNESS

Welcome

Tectonic Fitness is a mobile-first at-home fitness application designed to engage both users and trainers with an elegant user experience and a broad range of exercise tools for all skill levels.

Login

8:26

Hello Calista

Find Your Workout

Search

Category   See All ❯

Warm Up
🕐 15 Min

Stretching
🕐 10 Min

Step Ups
🕐 10 Min

Onboarding

Tectonic users enjoy a streamlined onboarding process on first use and daily interaction. As with most fitness goals, ease of access is a crucial step to consistency.

8:26

TECTONIC
FITNESS

Login

Calista

••••••

Forgot Password

Continue to Login

Don't have account ? Sign Up

Or

Continue with Phone

8:26

TECTONIC
FITNESS

Sign Up

Calista

Miami, FL

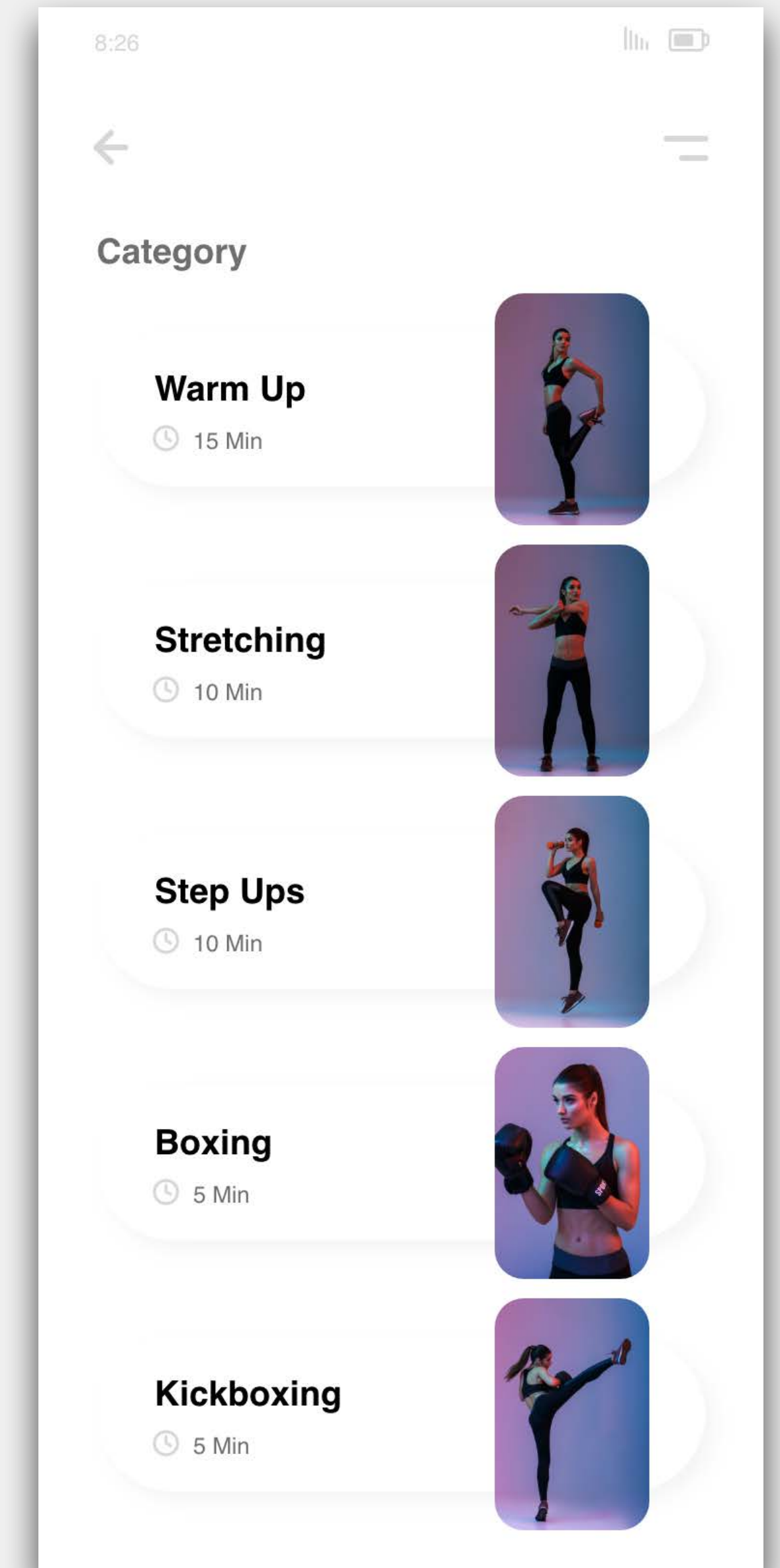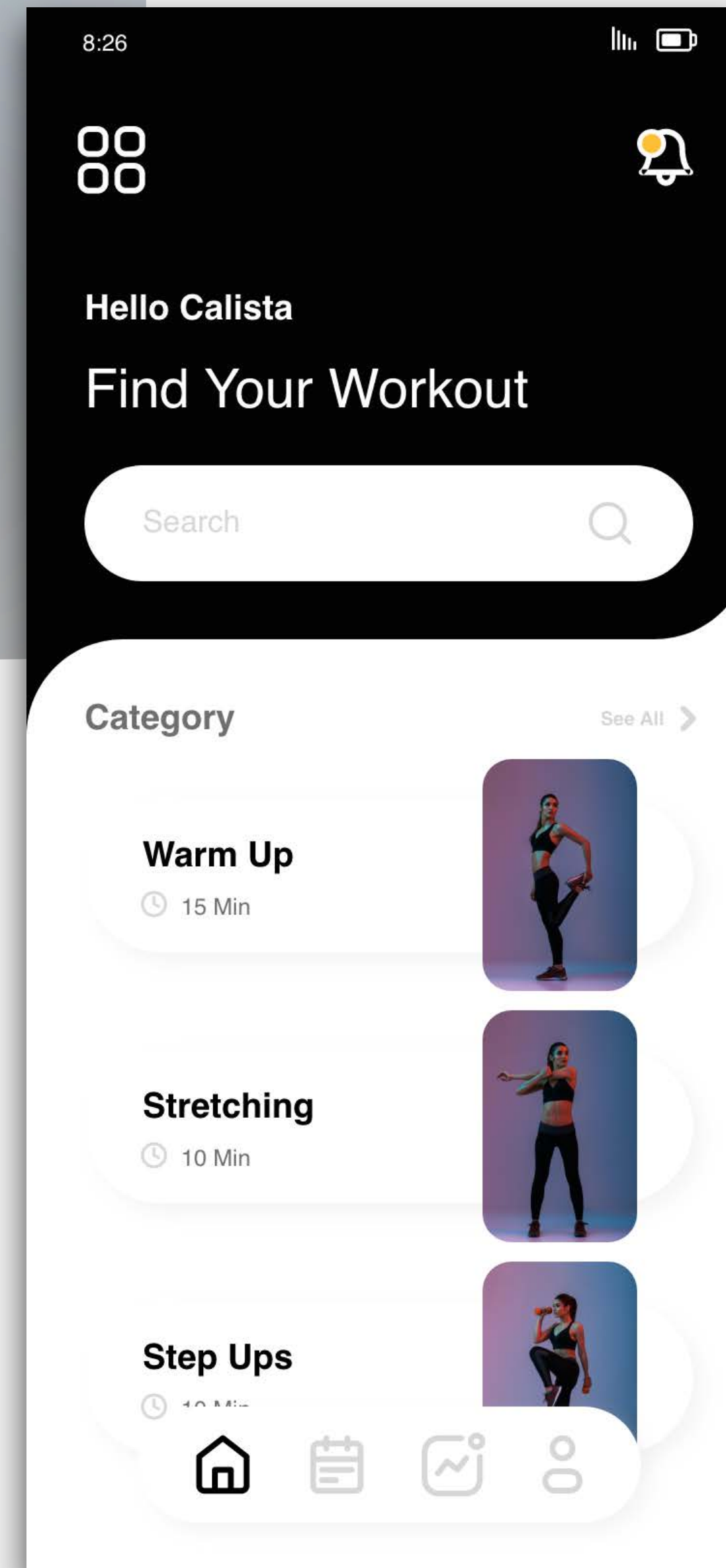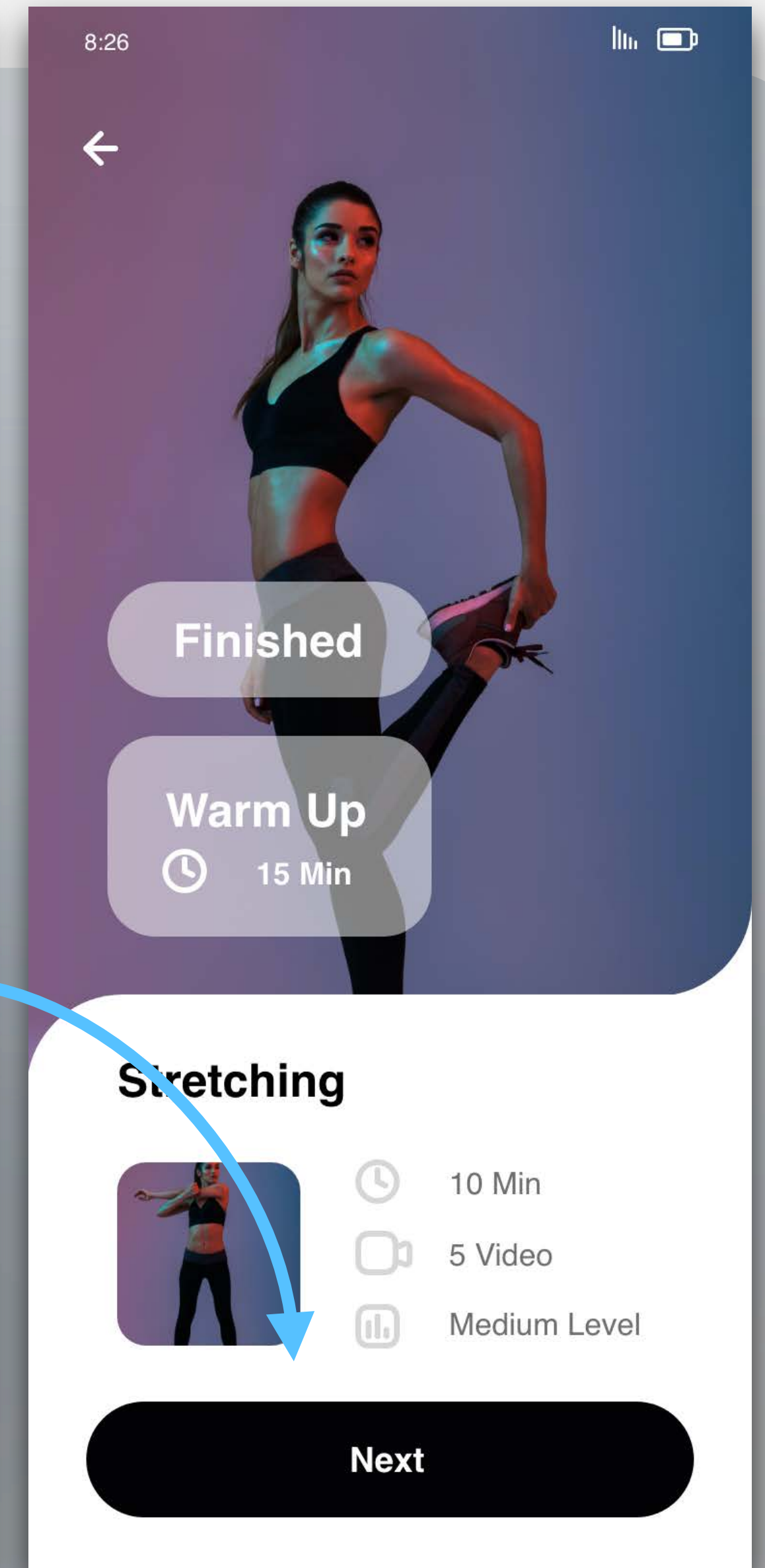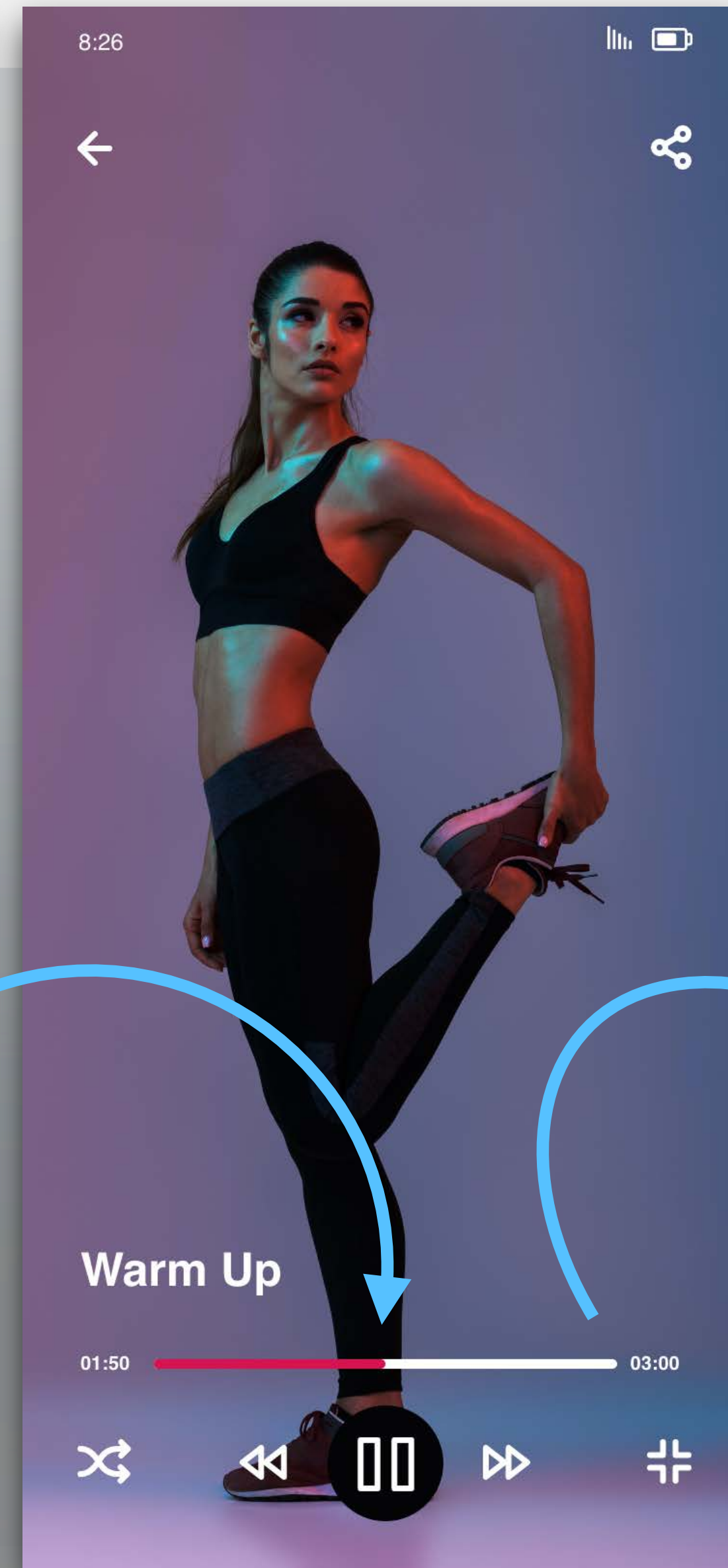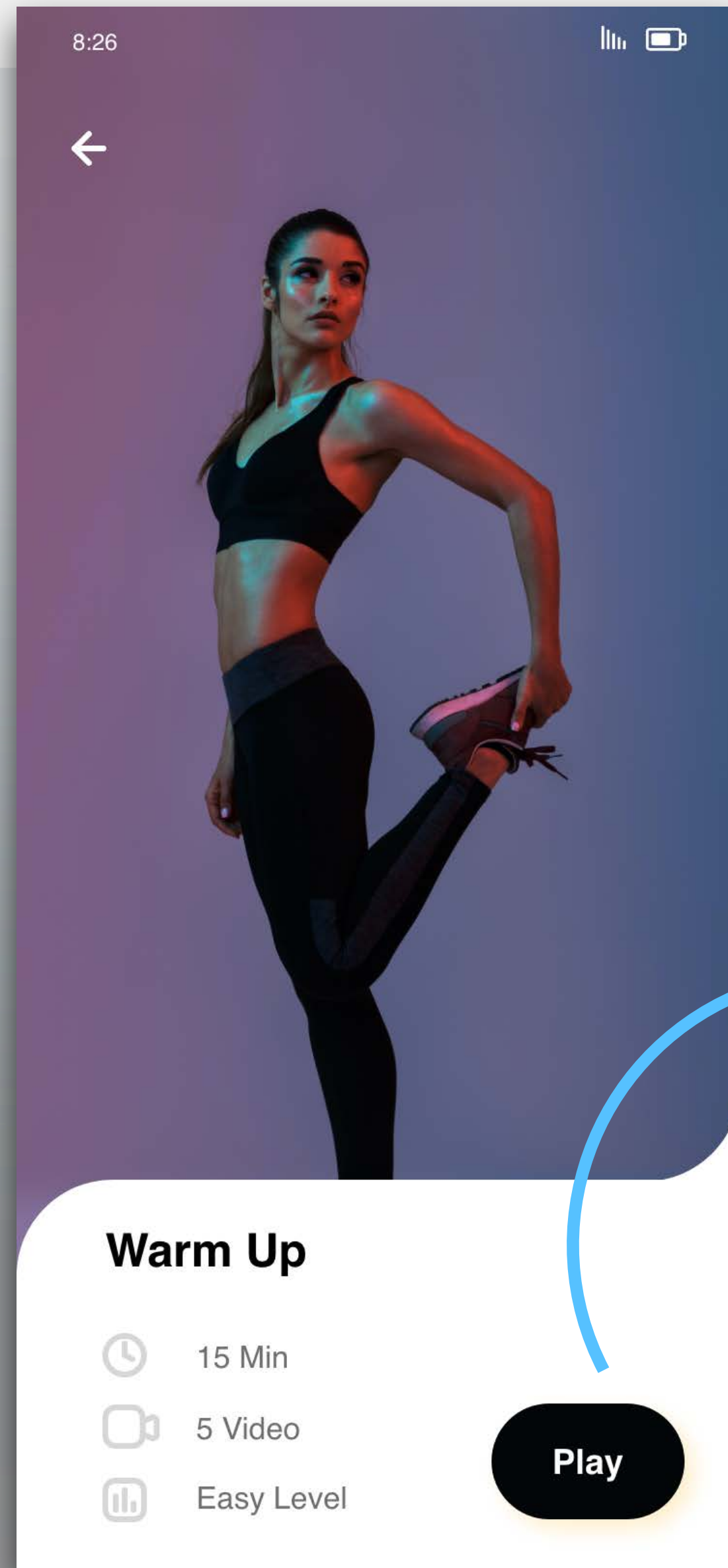(305) 526-6555

Sign Up

Already have account ? Login

Personalized Choices

Tectonic users can choose from a constantly evolving range of fitness routines based on their desired level of intensity, range of movement, and team available in their daily schedule.

8:26

Hello Calista

Find Your Workout

Search

Category   See All

Warm Up
🕐 15 Min

Stretching
🕐 10 Min

Step Ups
🕐 10 Min

8:26

Category

Warm Up
🕐 15 Min

Stretching
🕐 10 Min

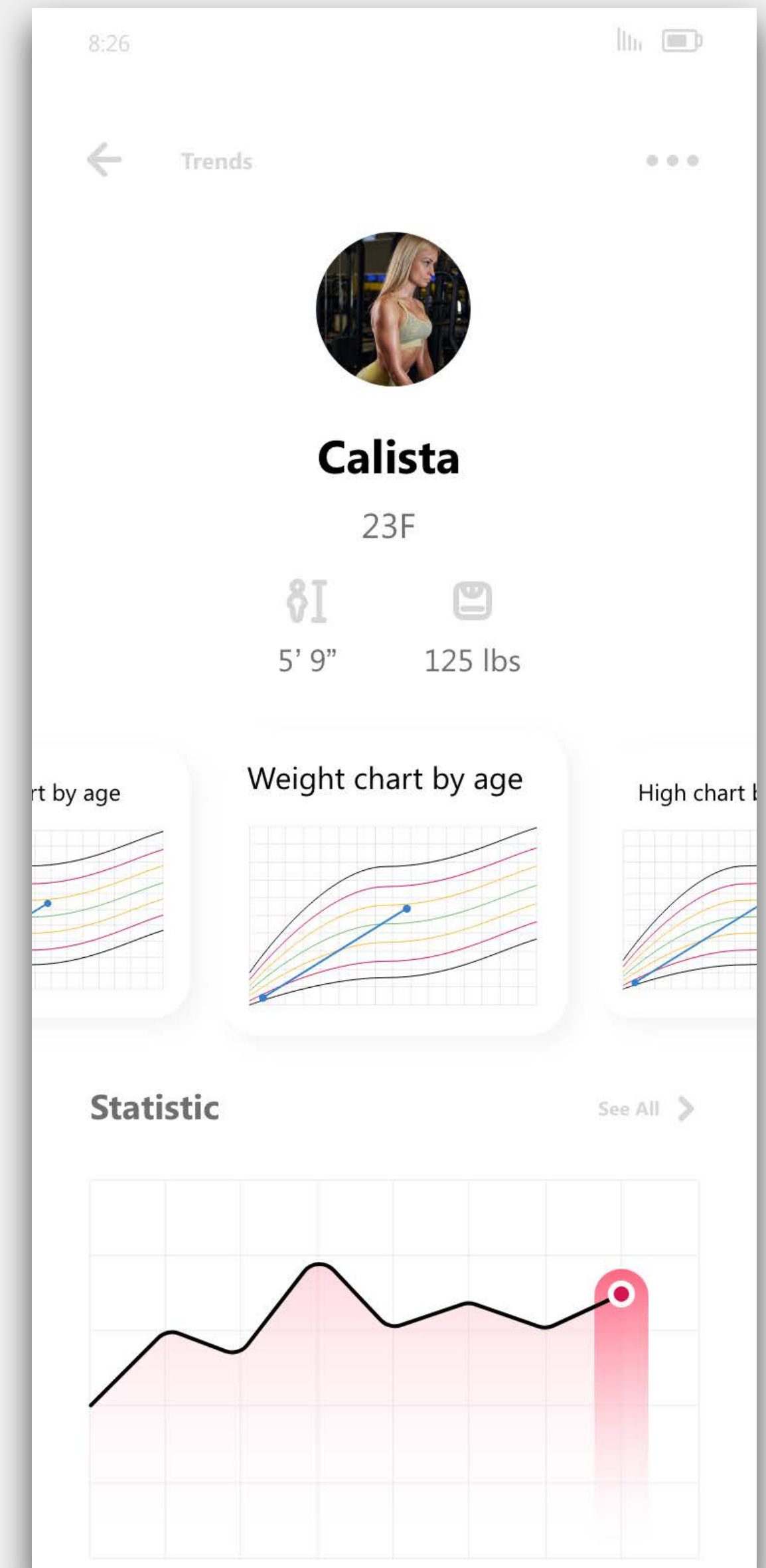Step Ups
🕐 10 Min
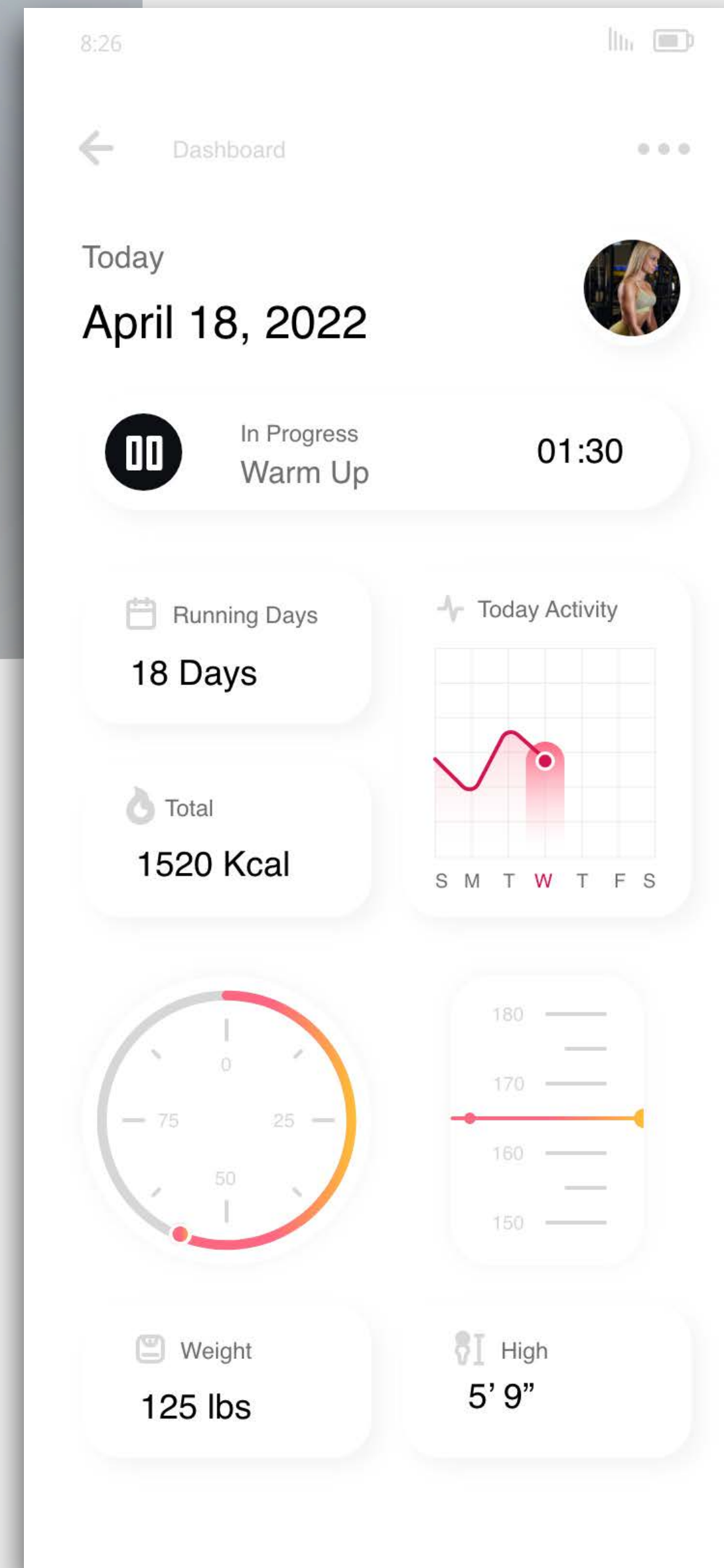
Boxing
🕐 5 Min

Kickboxing
🕐 5 Min

Intuitive User Journey

Users progress through timed exercises with logical evolutions of intensity. Clear navigation and elegant full screen video creates an engaging focus for users throughout their exercise session.

Warm Up
- 15 Min
- 5 Video
- Easy Level

Play

Warm Up
01:50 03:00

Finished

Warm Up
15 Min

Stretching
- 10 Min
- 5 Video
- Medium Level

Next

8:26

Analytics

Tectonic users can track multiple data points to see progress in real-time. By seeing Running Days, users gain confidence and momentum. By tracking calories, weight, and daily activity, users can ensure they hit their caloric deficit/surplus goals and monitor macros the support appropriate nutrition.

8:26

← Dashboard ⋯

Today

April 18, 2022

In Progress
Warm Up   01:30

Running Days
18 Days

Today Activity
S M T W T F S

Total
1520 Kcal

0
75   25
50

180
170
160
150

Weight
125 lbs

High
5' 9"

8:26

← Trends ⋯

Calista

23F

5' 9"   125 lbs

rt by age   Weight chart by age   High chart
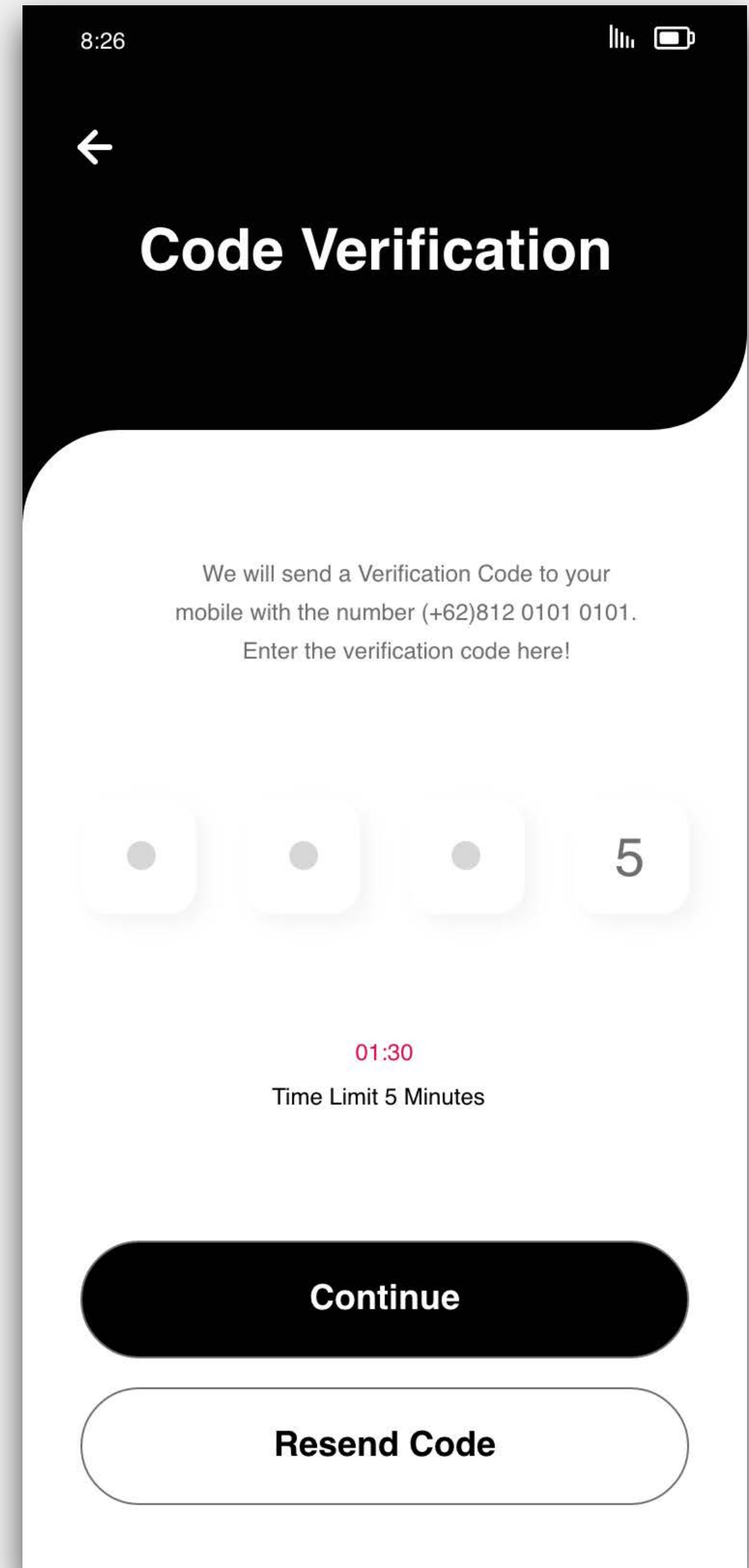
Statistic   See All ›

Connected Fitness

Tectonic integrates its functionality for parallel use with Phone and Smart Watch to create a seamless interaction of connected fitness.

Security + Privacy

Tectonic employee secure 2FA tools to ensure user data remains secure and discrete communication occurs with personal trainers and product support teams.

8:26

←

Code Verification

We will send a Verification Code to your mobile with the number (+62)812 0101 0101. Enter the verification code here!

● ● ● 5

01:30
Time Limit 5 Minutes

Continue

Resend Code

Tech Stack

Tectonic leverages the integration options and communication platforms available to iOS and Android users. Prototyping is executed in Adobe XD with direct collaboration with development teams for final design and deployment.
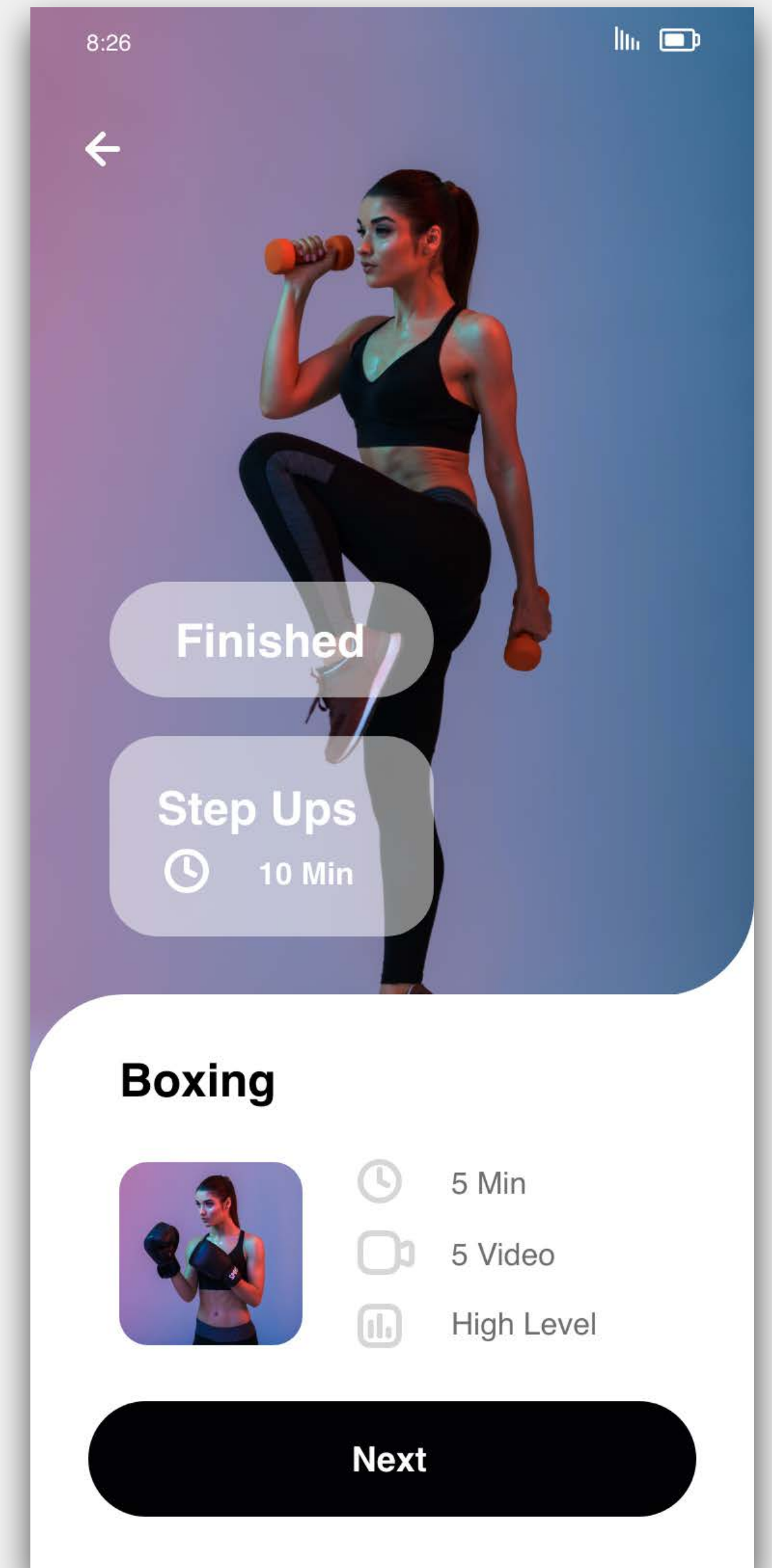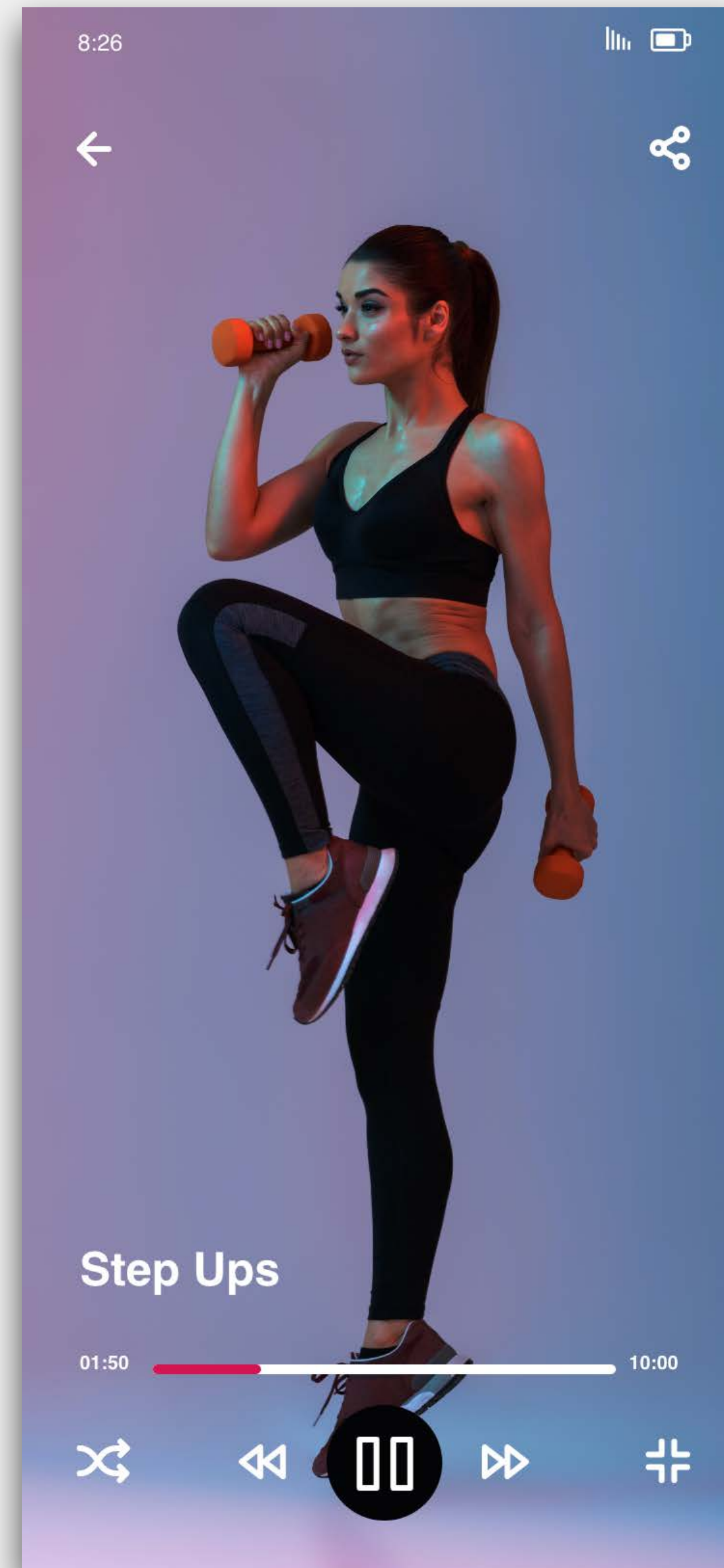
Brand Guidelines

✓   Visceral Identity of the Brand

✓   Editorial Voice

✓   Differentiation from Competitors

✓   Consistent Across Channels

✓   Color Profile

✓   Evolve in Sync with UX Updates

✓   Typography

✓   Respond to User Interaction

Brand Personality

Active

Aspirational

Elegant

Attractive

Inclusive

Supportive

Tectonic Fitness is a mobile-first at-home guided fitness application start-up designed to engage both users and trainers with an elegant user experience and a broad range of exercise tools for all skill levels.

Logo

The logo concept is derived from the visceral meaning of the brand name as being foundational, structural, and natural. The logotype shape is intended to show strength and balance with a subtle human element.

TECTONIC
FITNESS

TECTONIC
FITNESS

Color Guide

The color identity is designed to focus on the subdued purple, deep blue, and varying depths of grey. While many fitness firms opt for proven color palettes, Tectonic was open to a more fashion-forward approach.

R204 G204 B204
WEB #CCCCCC

R51 G51 B102
HEX #333366

Main

R102 G51 B102
HEX #663366

Sec.

R89 G87 B125
WEB #000000

Typography

Montserrat serves as an elegant primary heading typeface, often used in all caps. The flexibility of Segoe UI serves as an ideal supporting typeface to communicate the majority of information.

AaBc

Montserrat   Variable

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 0 1 2 3 4 5 6 7 8 9

AaBc

Segoe UI   Variable

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 0 1 2 3 4 5 6 7 8 9
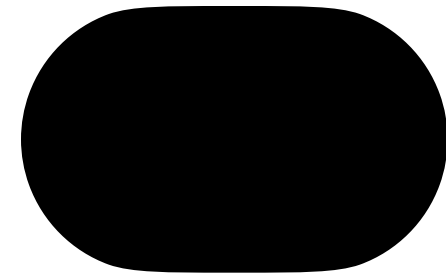
Tectonic aims to become an industry leader in high-growth personal fitness tech industry.

Tectonic plans to scale the initial product offering into new fitness verticals based upon market success.

Contact

Christophe Alise
Principal

✓ alise@cadencedev.com

✓ (305) 766-3245

✓ cadencedev.com