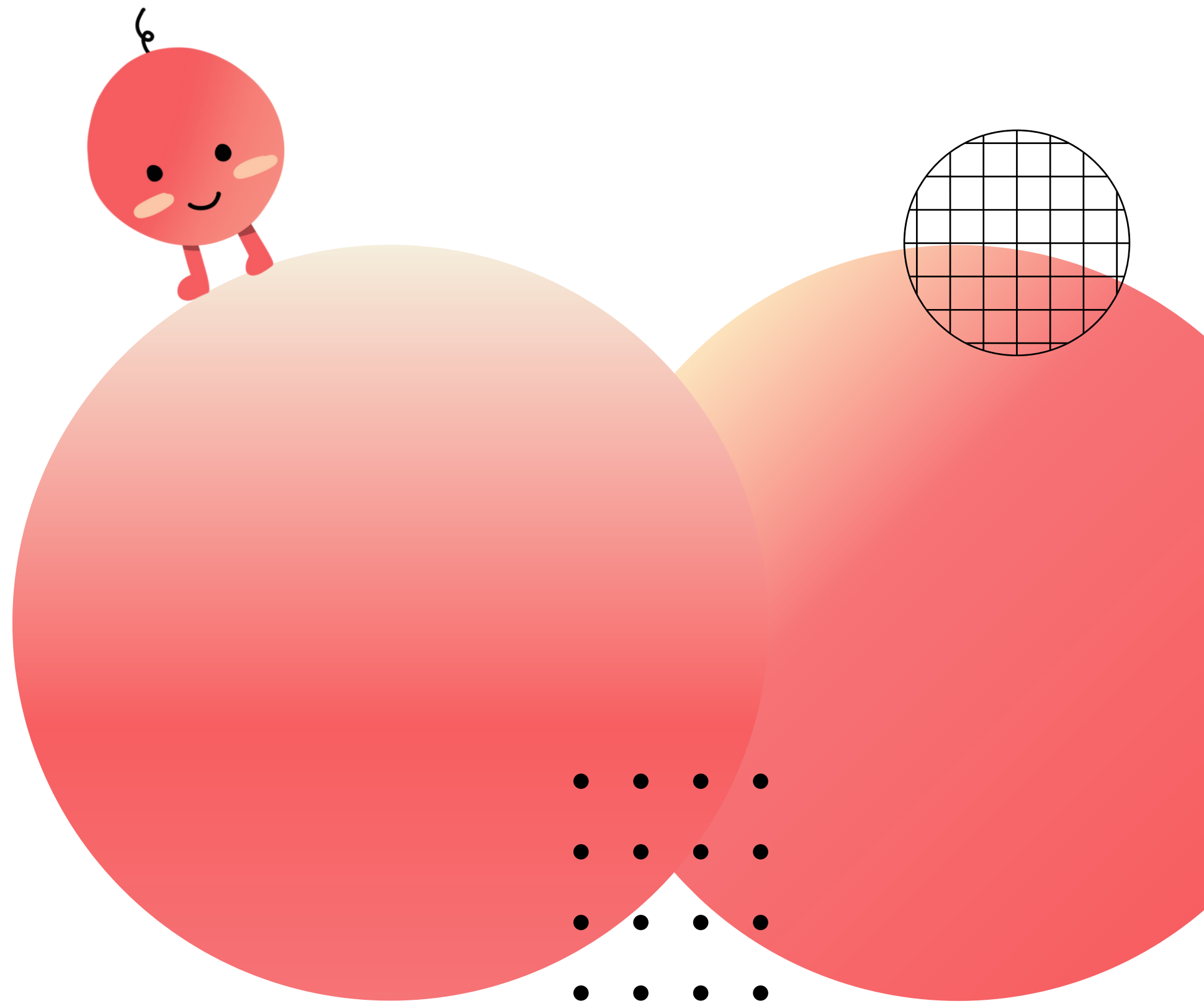


Let's go for a walk!

teku

A health & wellness app

Kate Goldkamp



Background

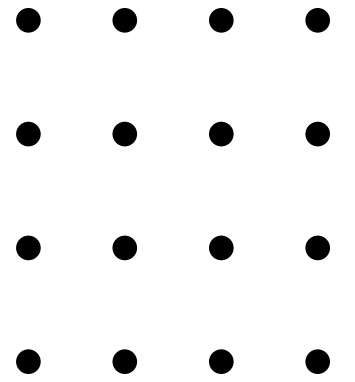
About

Problem

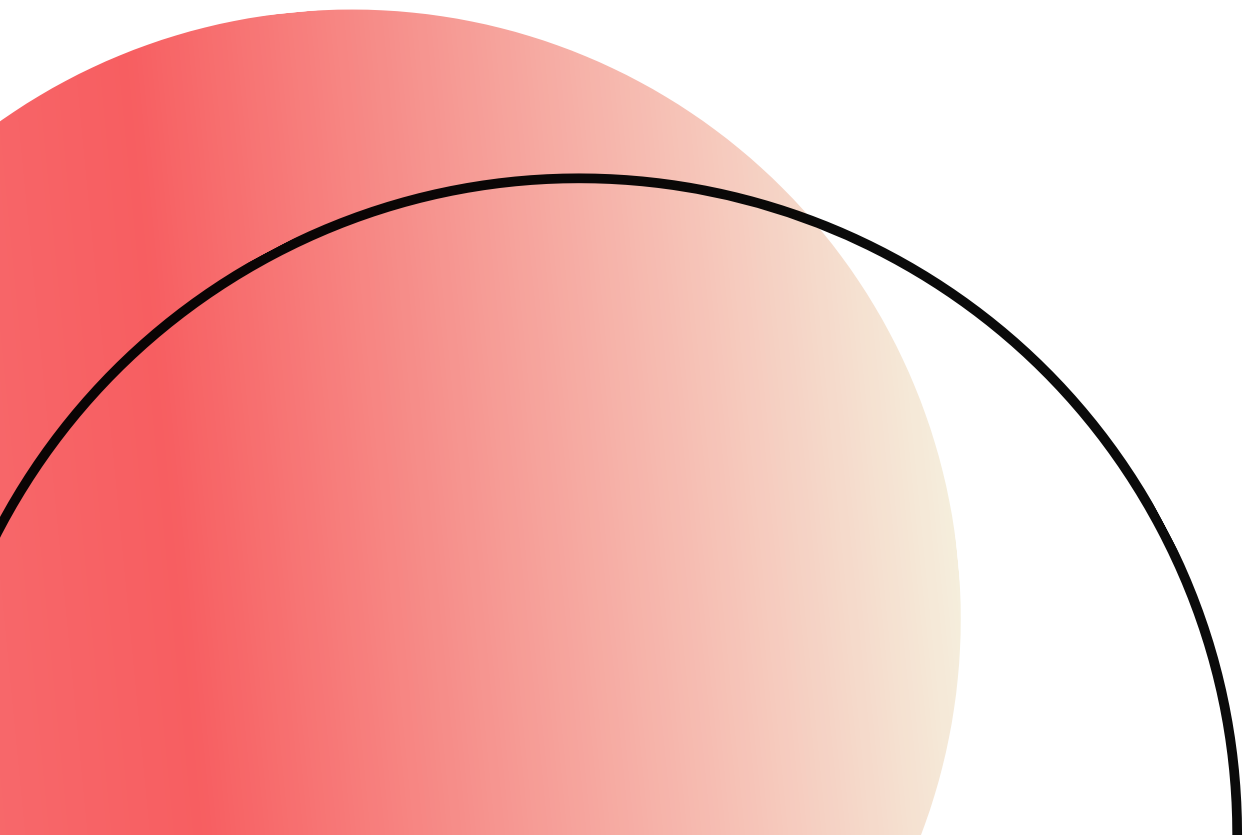
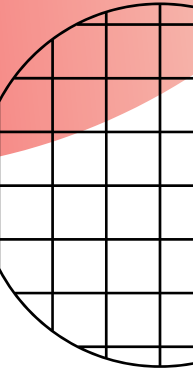
Target Audience

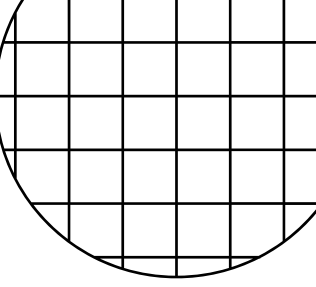
Key Stakeholders

Concept solution

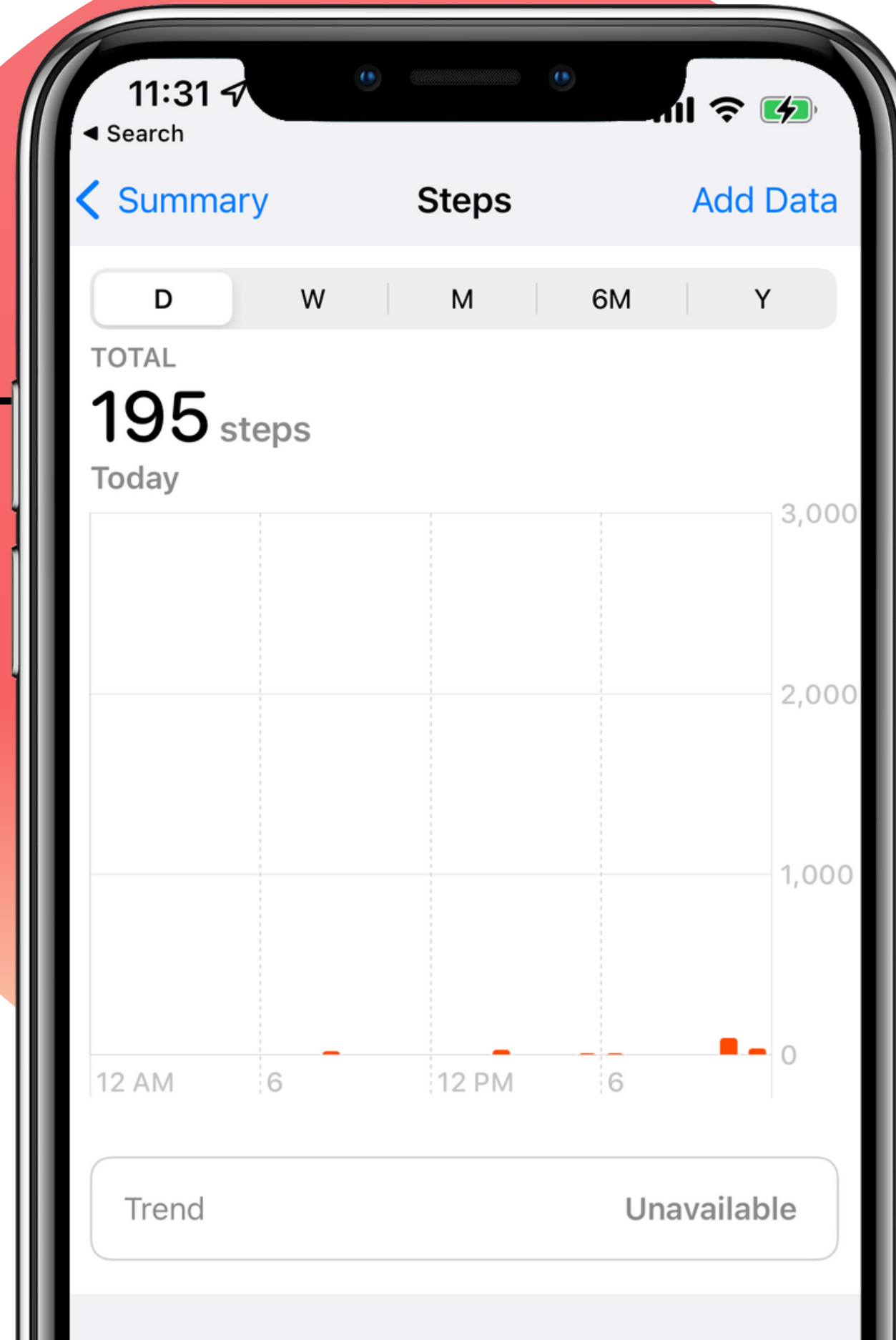


About & Problem



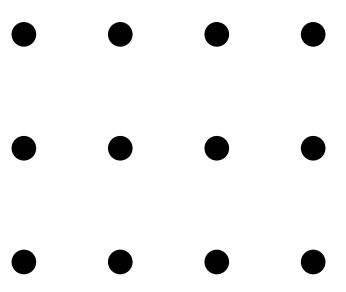


A real screenshot of the health app on my phone from January 31st @ 11:31pm



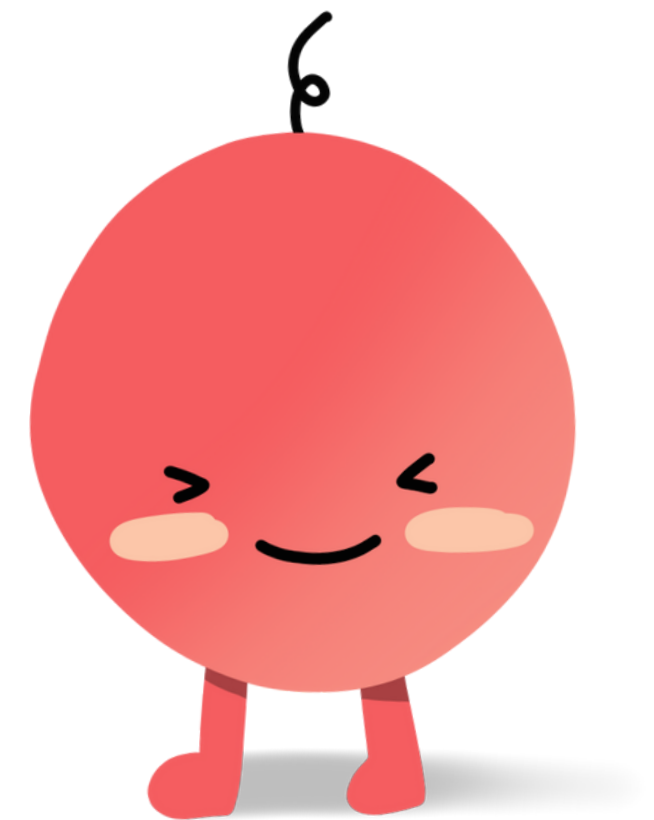
I recently moved from Michigan to New York City and work 100% remotely.

My daily routine pretty much consists of me rolling out of bed to my desk then rolling back to bed at the end of the day.

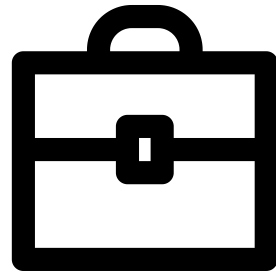


I want to build...

a mobile app to encourage walking



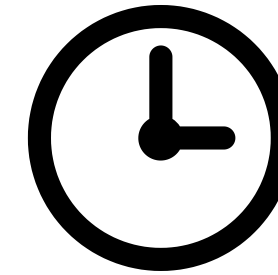
Assumptions



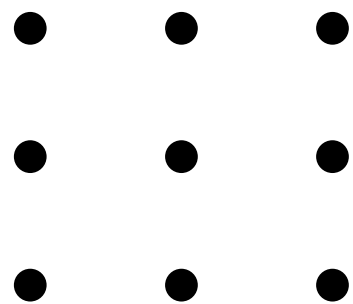
Since many offices have gone remote, many remote workers may find it difficult to leave their homes



It can be hard for some people to try new things based on their comfort level



People are busy, there's a million things going on and not enough time in the day



The Problem Statement

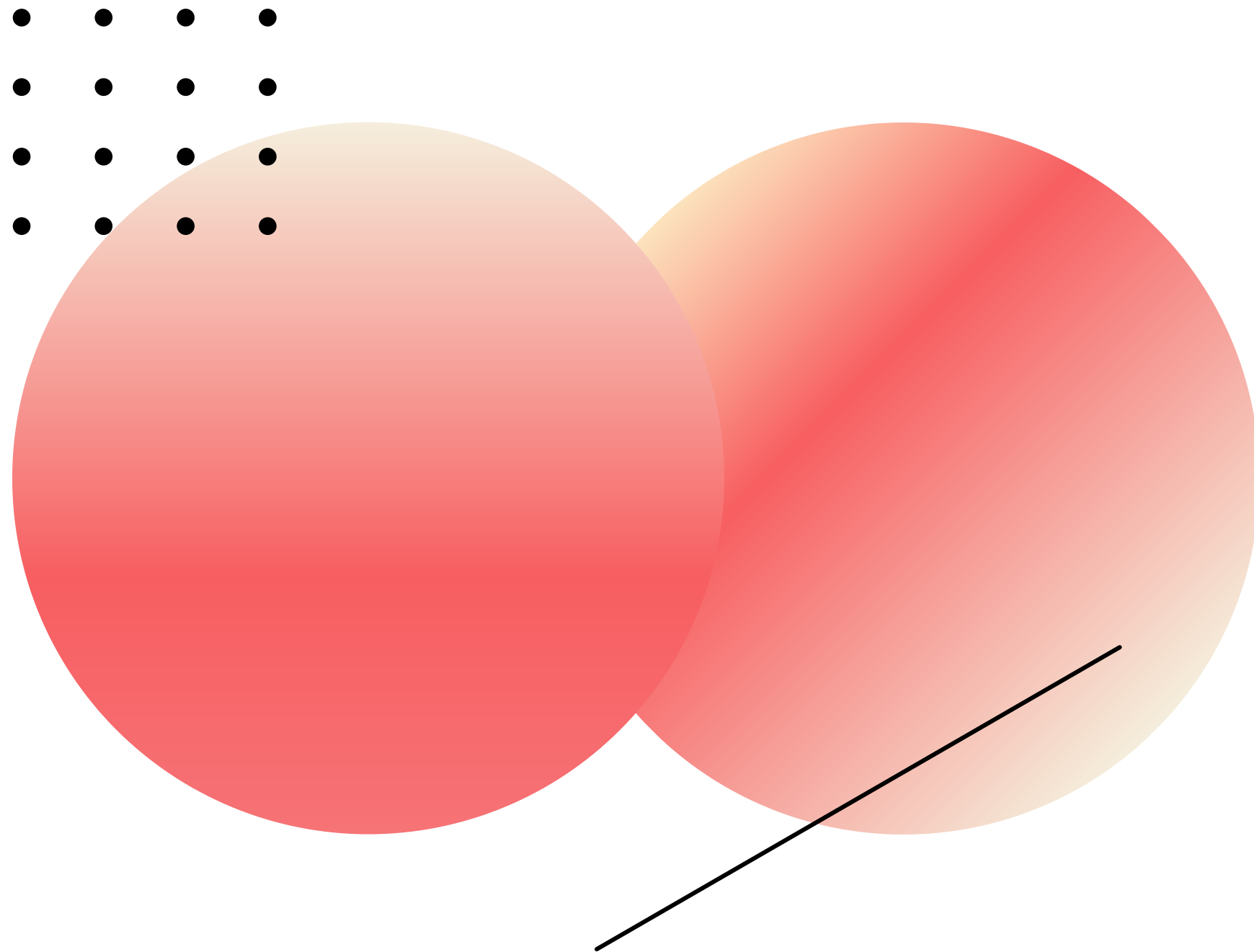
In this post-pandemic world, where people are cooped up in their homes, they are no longer moving around as often. This has resulted in many users not knowing their general surroundings or not knowing where to start because of how overwhelming it can be. Current walk route planning apps do not have pre-made routes users can take and don't encourage users to go and explore right outside their front door - they're mainly marketed to the regular walker/hiker who already have a destination. User's may have the motivation already but don't know where to get started.

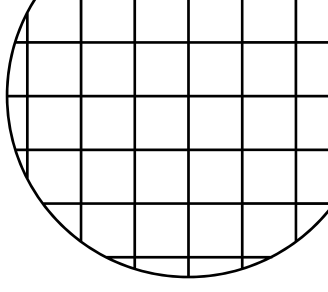


Target Audience & Key Stakeholders

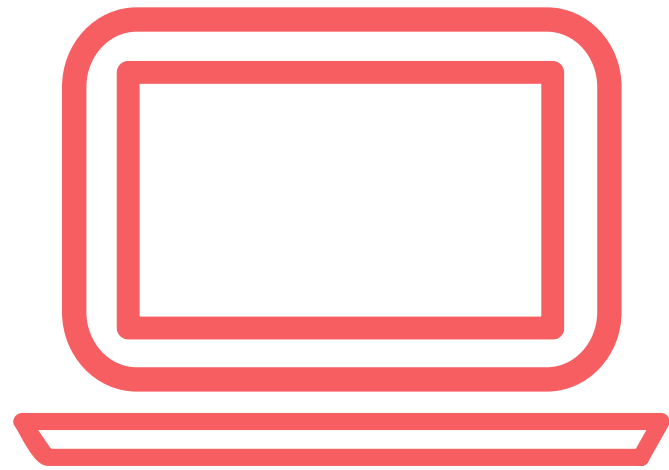
Target Audience Assumptions

- 1** People aren't hitting their daily step goal
- 2** People want to explore their neighborhood but they're too nervous to venture past what they already know
- 3** People have little time on their hands





Target Audience



Remote Worker

The average 9-5 remote worker who probably rolls out of bed at 8:59am and rolls back into bed at 5:01pm

- • • •
- • • •



New Comers

The fresh meat in their neighborhood, eager to explore but not knowing where to start



Busy Bees

The never-ending to-list and packed calendar who is always on the go

The value teku will provide to users

A healthy lifestyle

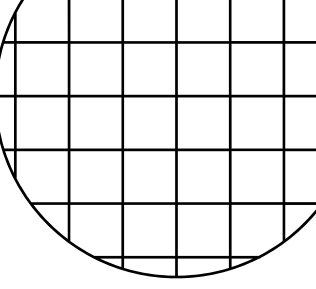
Users will be encouraged and feel excited to step outside and get their steps in everyday

Love for community

By users exploring new routes in their neighborhood, they will have a well rounded view of their community and knowledge of local businesses in the area

Daily routine integration

Users are able to run errands and tick off their to-do lists all while using this platform to stay active



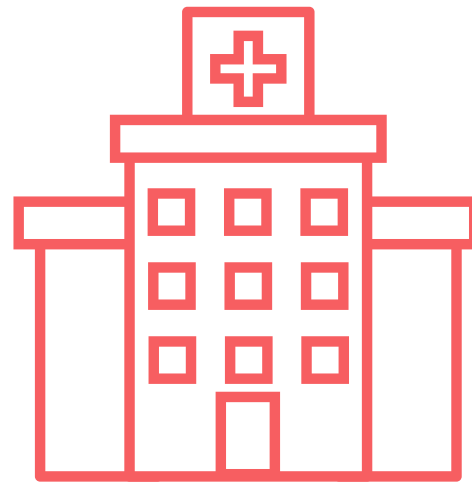
Key Stakeholders



Sports / Wellness brands

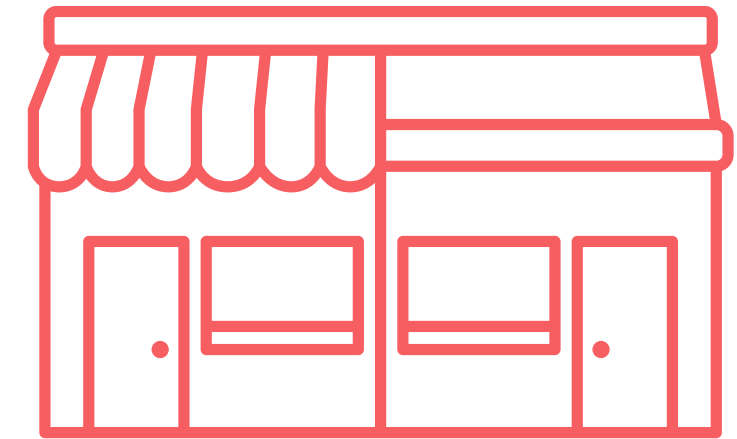
Brands such as: Outdoor voices, Set Active, Girlfriend Collective, Aerie

- • • •
- • • •



Healthcare Professionals / Offices

Local doctor's offices to major healthcare brands or hospitals



Local Businesses

The little knick-knack store across the street or mom& & pop diner in your area!

The value teku will provide to Stakeholders

Brand reach

Similar to the Nike Run app or the Underarmer Map My Walk app, a sports/wellness brand can partner with this app to push their brand further than just an athletic brand

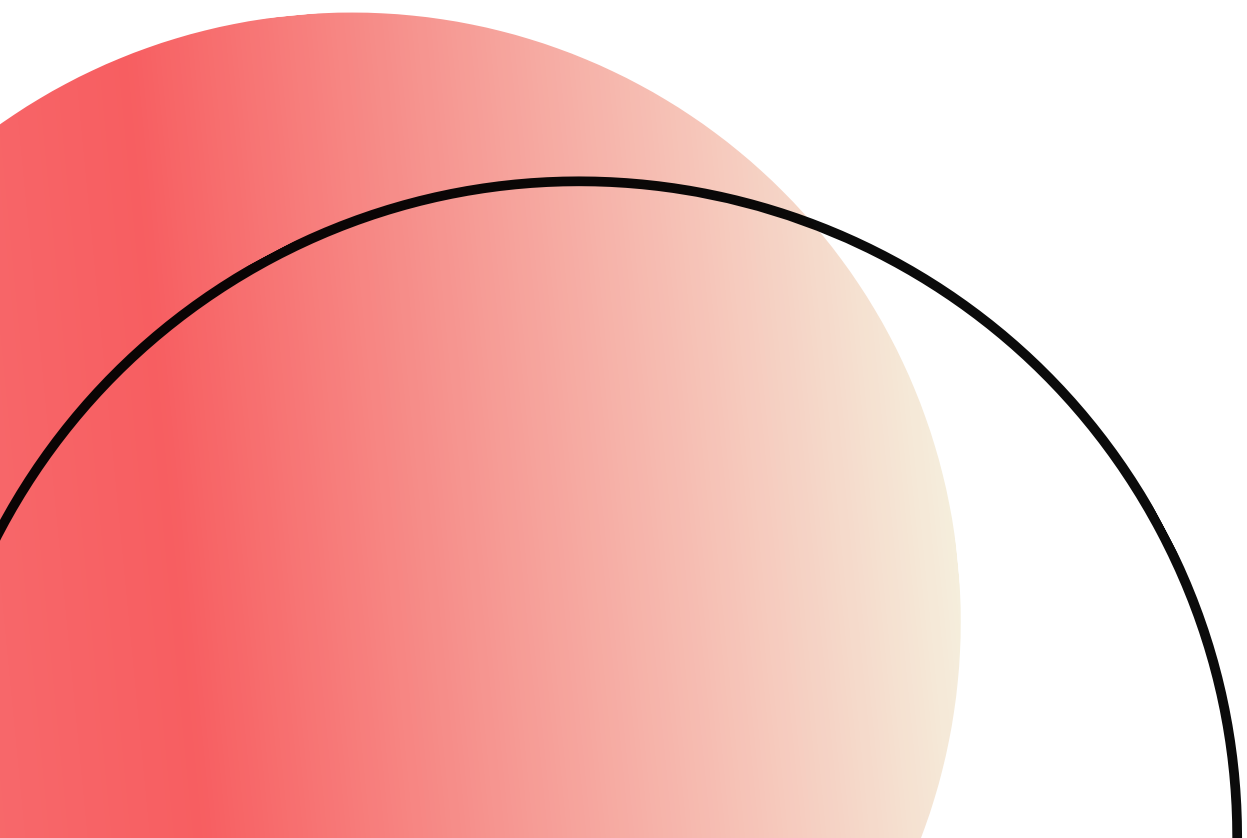
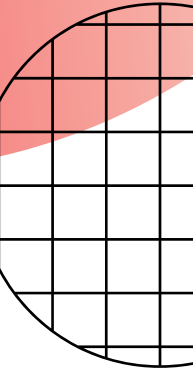
Encourage health

Doctor's and their offices or major hospitals/healthcare brands can stand by their values and encourage healthy living of their patients and audience

Word of mouth

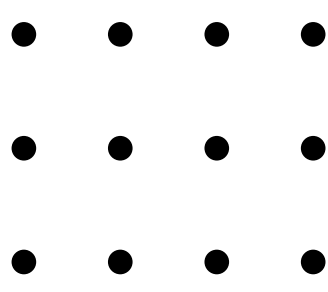
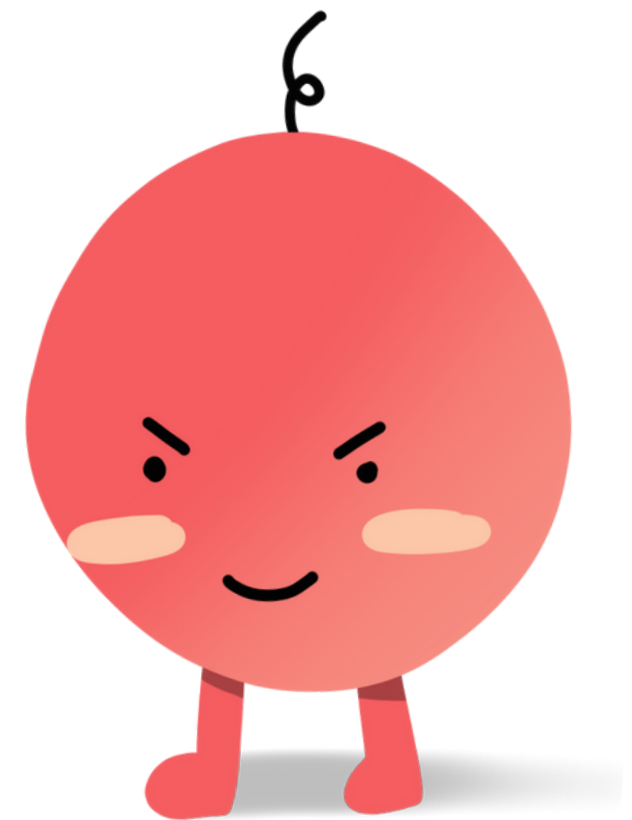
Local businesses will be able to use the app to create routes that will lead users to their business

The Concept Solution



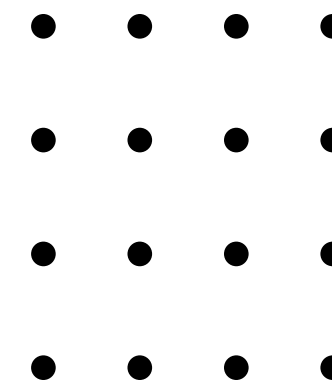
I am going to build...

a mobile app that will encourage users to go outside to move their body while exploring their neighborhood. The app will be a community of individuals who will be able to map out walks, explore existing walk routes & review them, and complete milestones/goals.

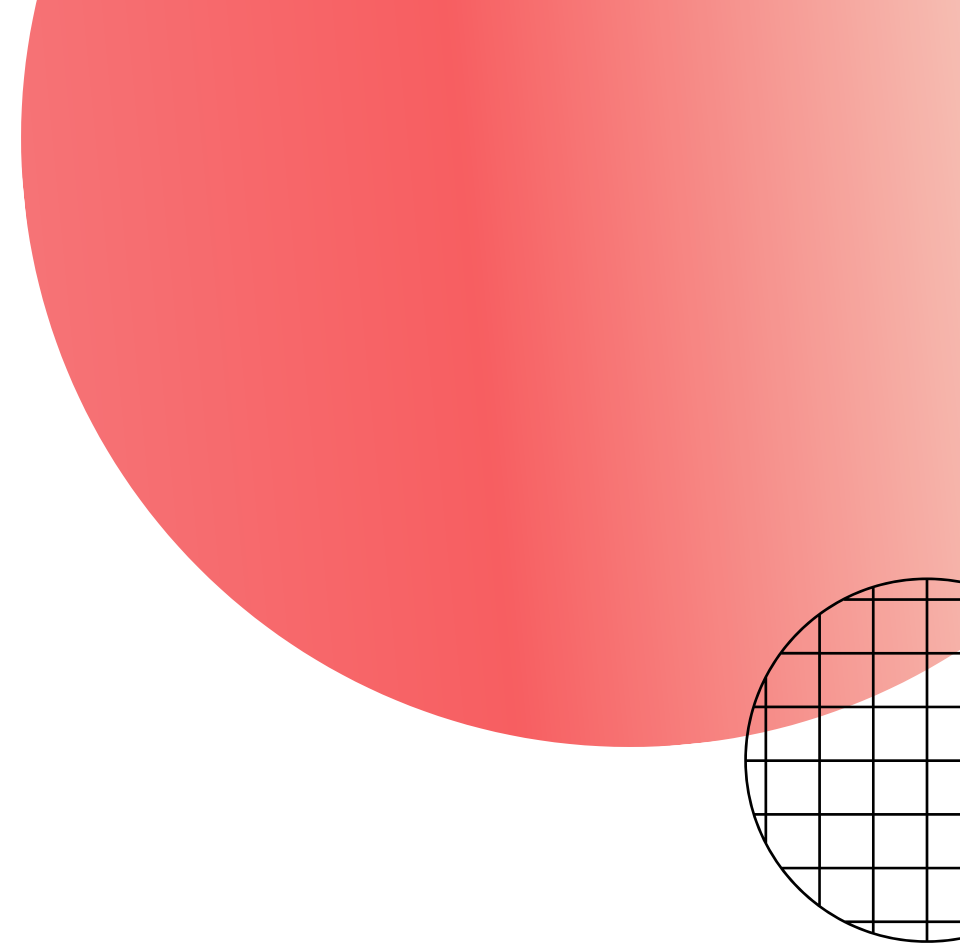
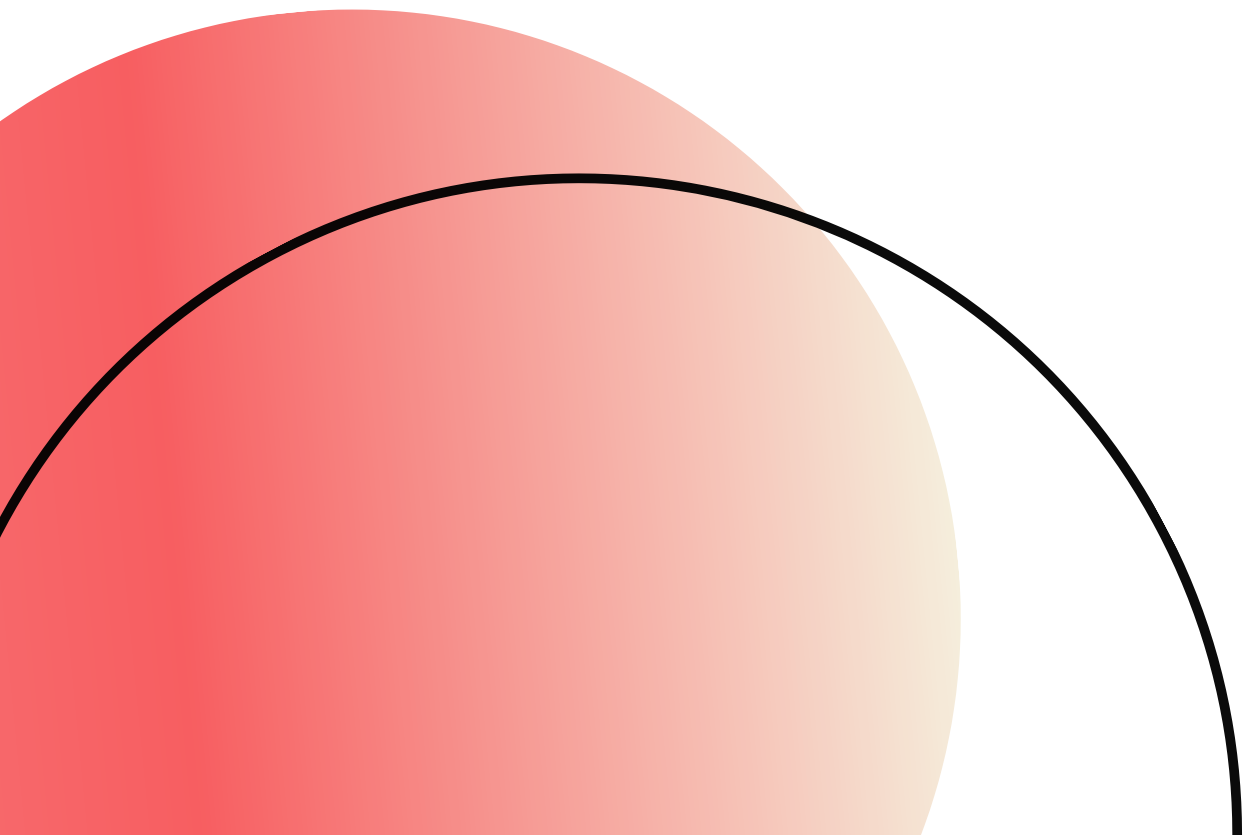


Process

Research
Ideation
Concept Evolution
Visual Design



Research



Survey

To begin the initial ideation of the app, I conducted a survey to gain potential interest and any suggestions from future users. The survey was done via Google forms and was sent out to participants via social media.

[Data]

23 total participants

16 participants believe that it's easy to integrate moving in their daily life but they lack the motivation

14 participants do not use walking apps currently and believe this would be a useful tool

"Interview"

I also had a casual conversation with 2 of my peers to pick their brain on my concept -- we dove further into their lifestyle and need/want for this app concept.

The 2 participants were female, in their mid 20s, and have been working from home since the pandemic.

both

Participants felt that with work from home, they spend all most all day on their computers with little to breaks -- leading to a lack of work life balance

both

Participants agreed that an app like this would help encourage them to go outside but noted that it may be challenging to find the time during the work day

Direct Competitors

Strava

UA Map My Walk

Walk Meter

Indirect Competitors




Charity Miles

Nike Run

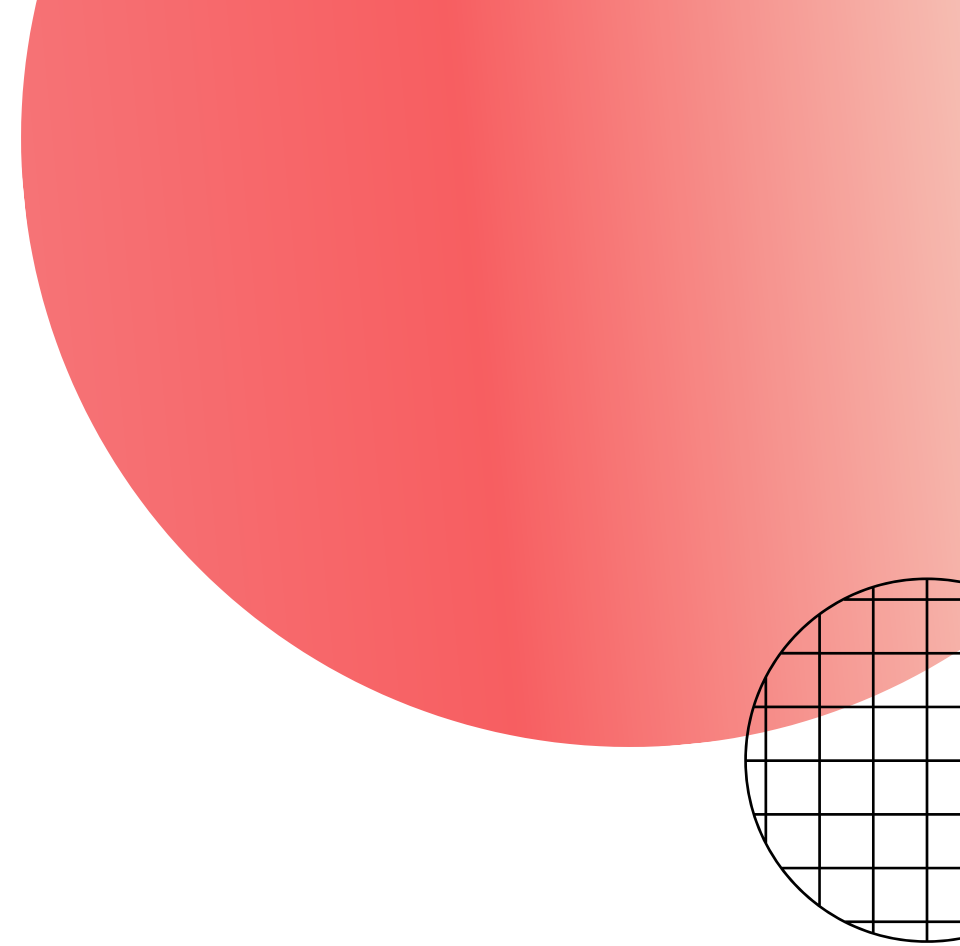
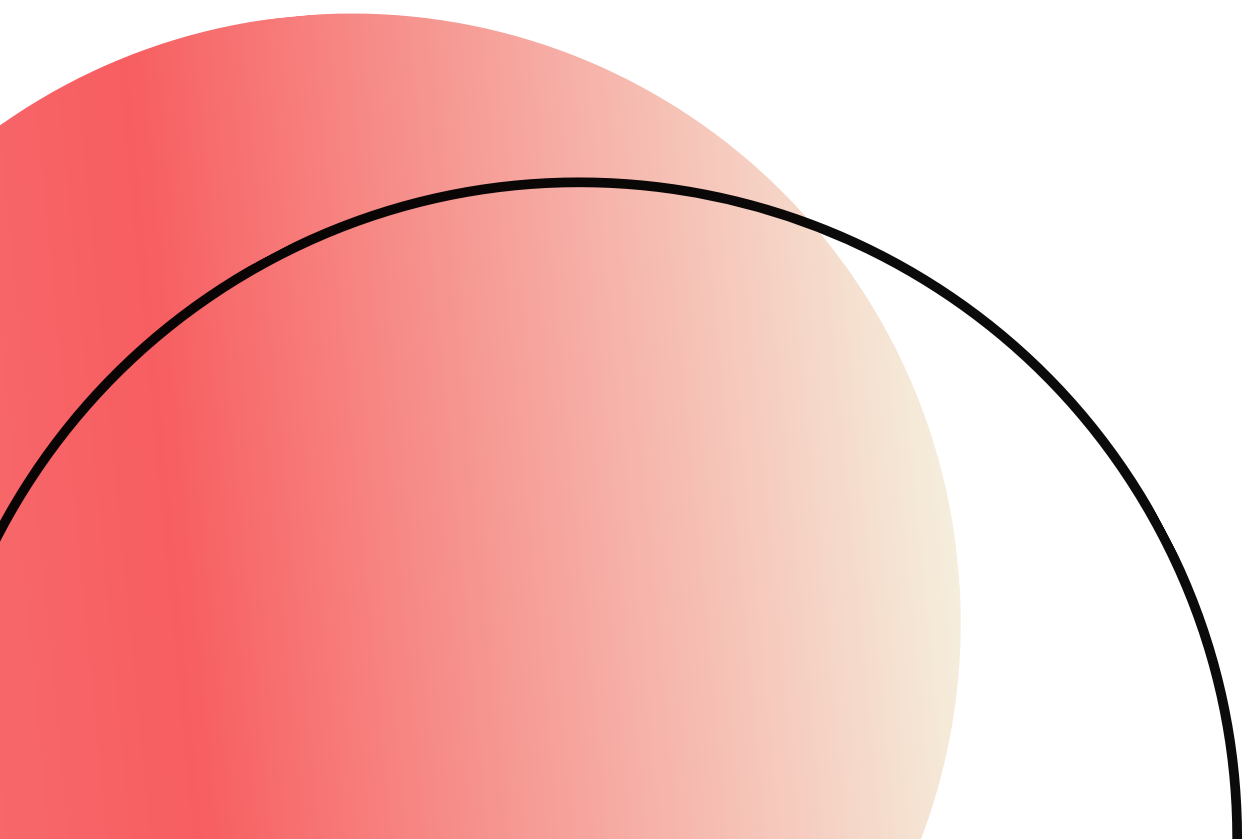
Competitive Analysis

[Data]

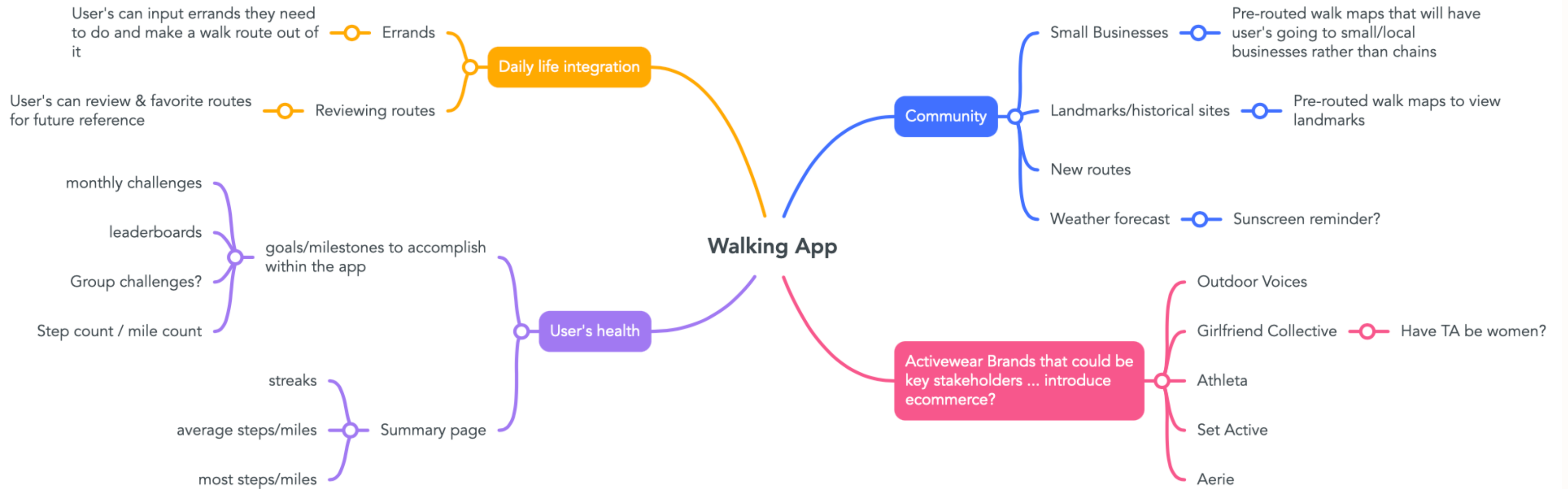


	MAP OUT ROUTES	COMMUNITY ASPECT	SHARE ROUTES IN APP	TAKE ROUTES FROM APP	ENCOURAGING THE USER
 STRAVA	✓	✓	✗	✗	✓
 UA MAP MY WALK	✗	✗	✗	✓	✓
 WALK METER	✗	✗	✓	✗	✗
 CHARITY MILES	✗	✓	✗	✗	✓
 NIKE RUN CLUB	✗	✓	✗	✗	✓

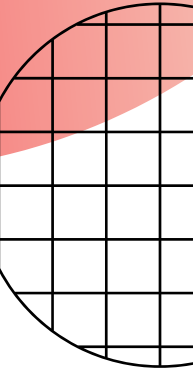
Ideation



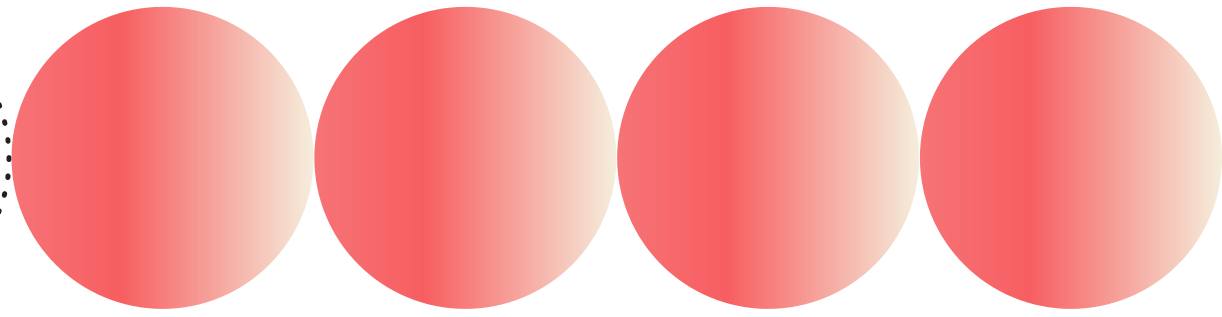
Mindmap



Concept Evolution & Visual Design

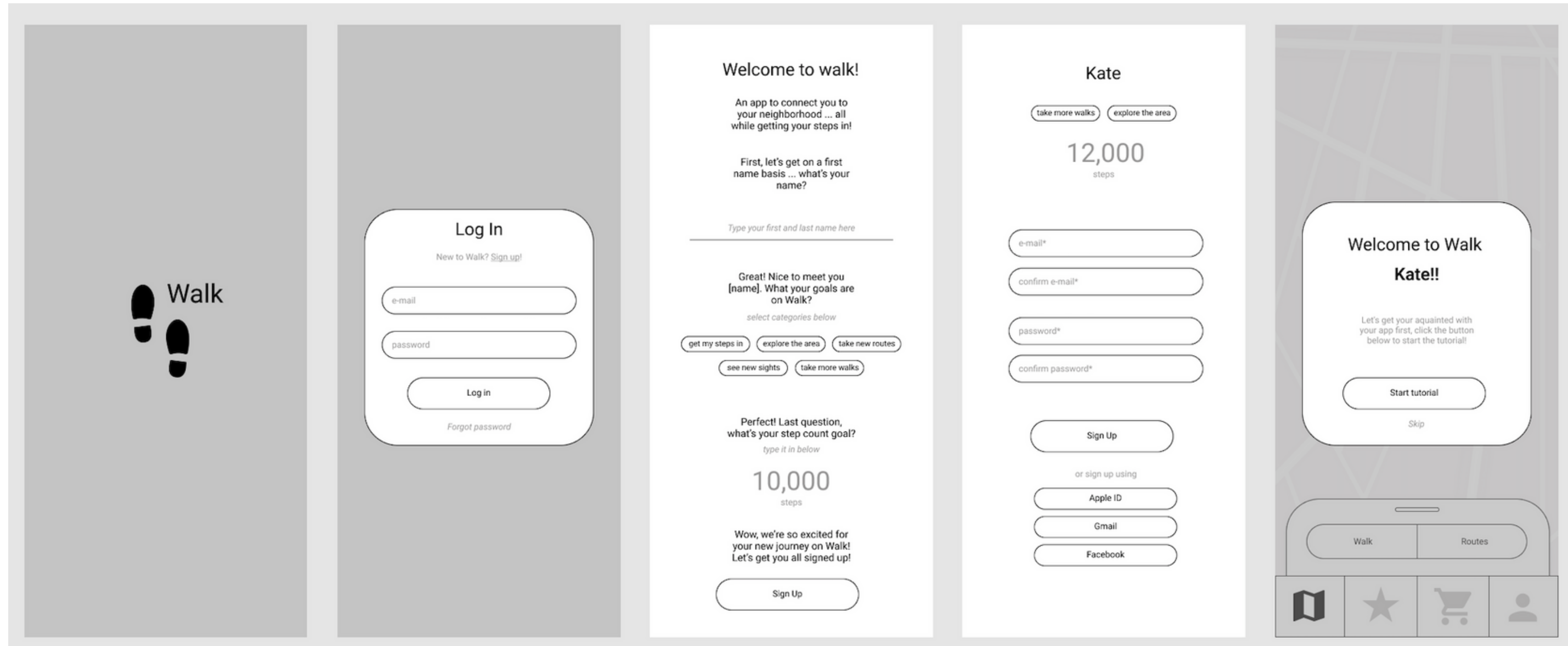


Flow 1



Log in/onboarding

Low



Flow 1

Log in/onboarding

Low - Usability Test Results

2/3

Participants found this screen to be too overwhelming -- too much text on one screen



board - 3

Welcome to walk!

An app to connect you to your neighborhood ... all while getting your steps in!

First, let's get on a first name basis ... what's your name?

Type your first and last name here

Great! Nice to meet you [name]. What your goals are on Walk?

select categories below

get my steps in explore the area take new routes

see new sights take more walks

Perfect! Last question, what's your step count goal?

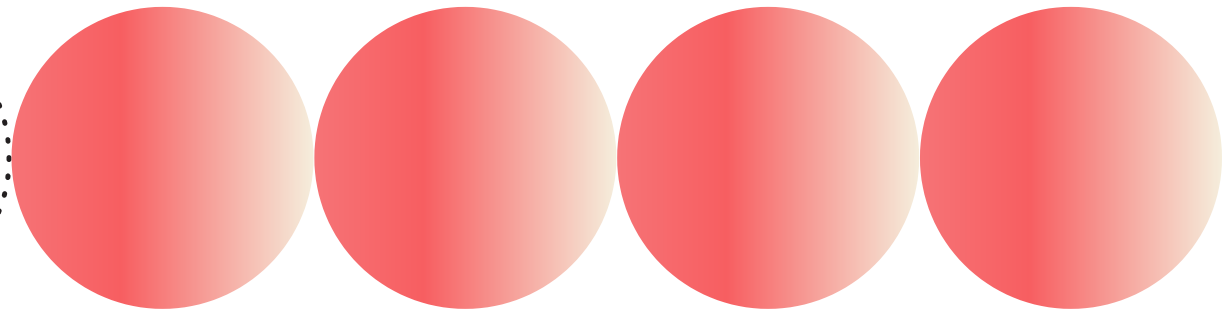
type it in below

10,000 steps

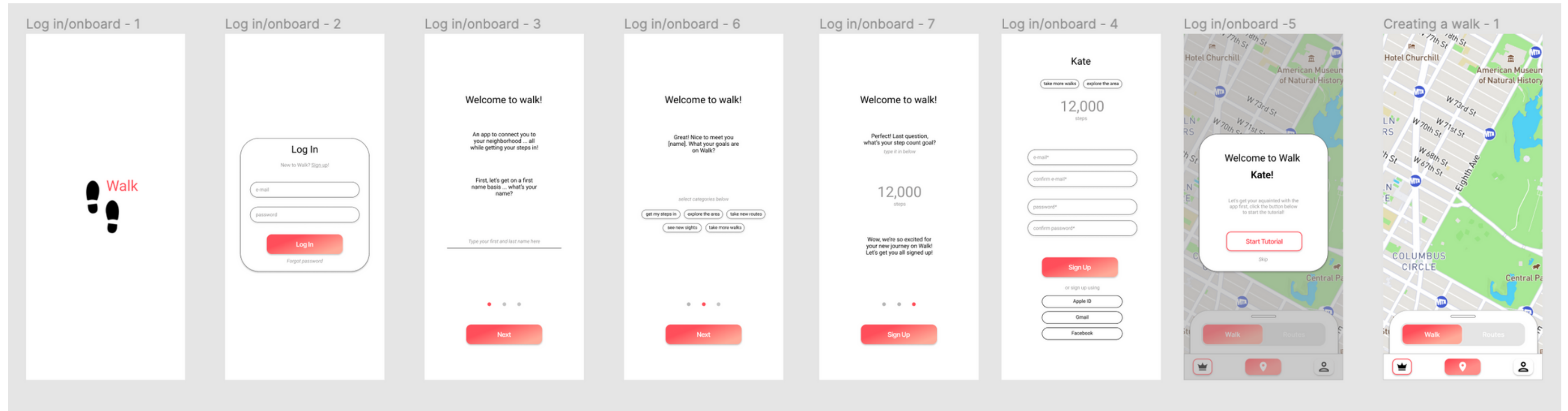
Wow, we're so excited for your new journey on Walk! Let's get you all signed up!

Sign Up

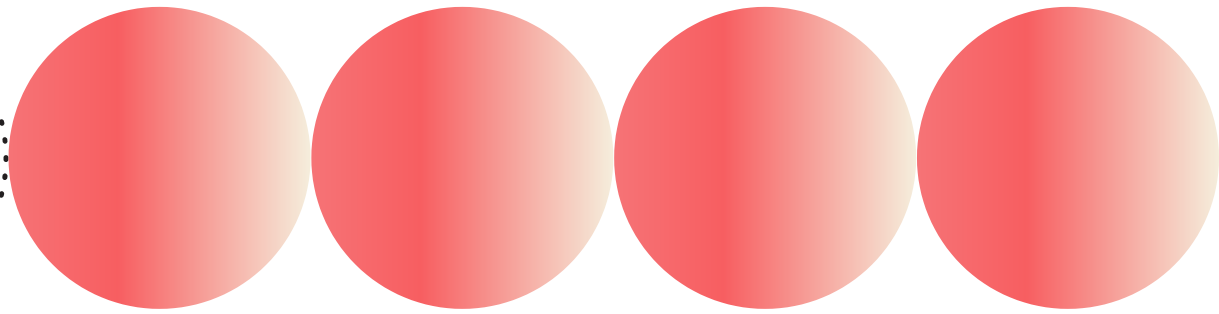
Flow 1



Log in/onboarding Mid



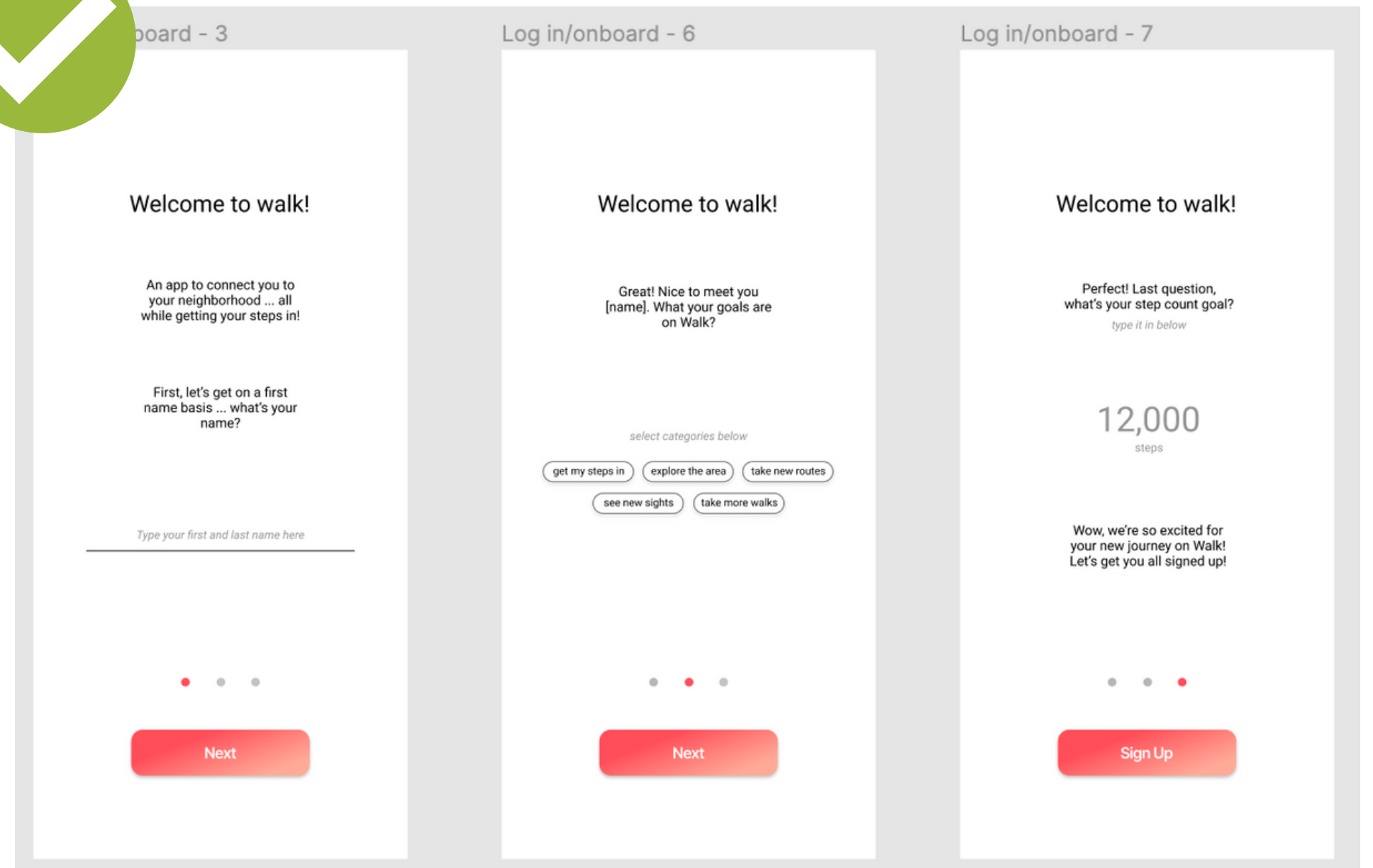
Flow 1



Log in/onboarding Mid - Usability Test Results

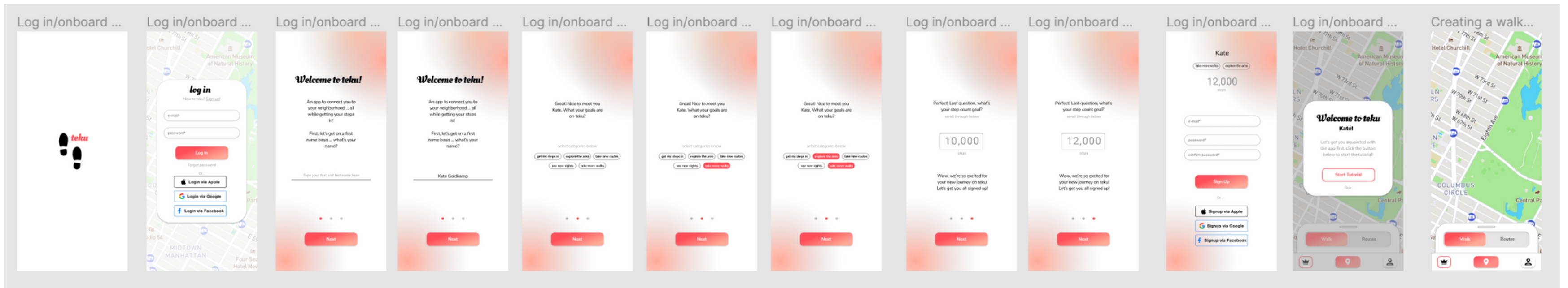
4/4

Participants found the onboarding screen being broken up to separate screens much more helpful



Flow 1

Log in/onboarding High



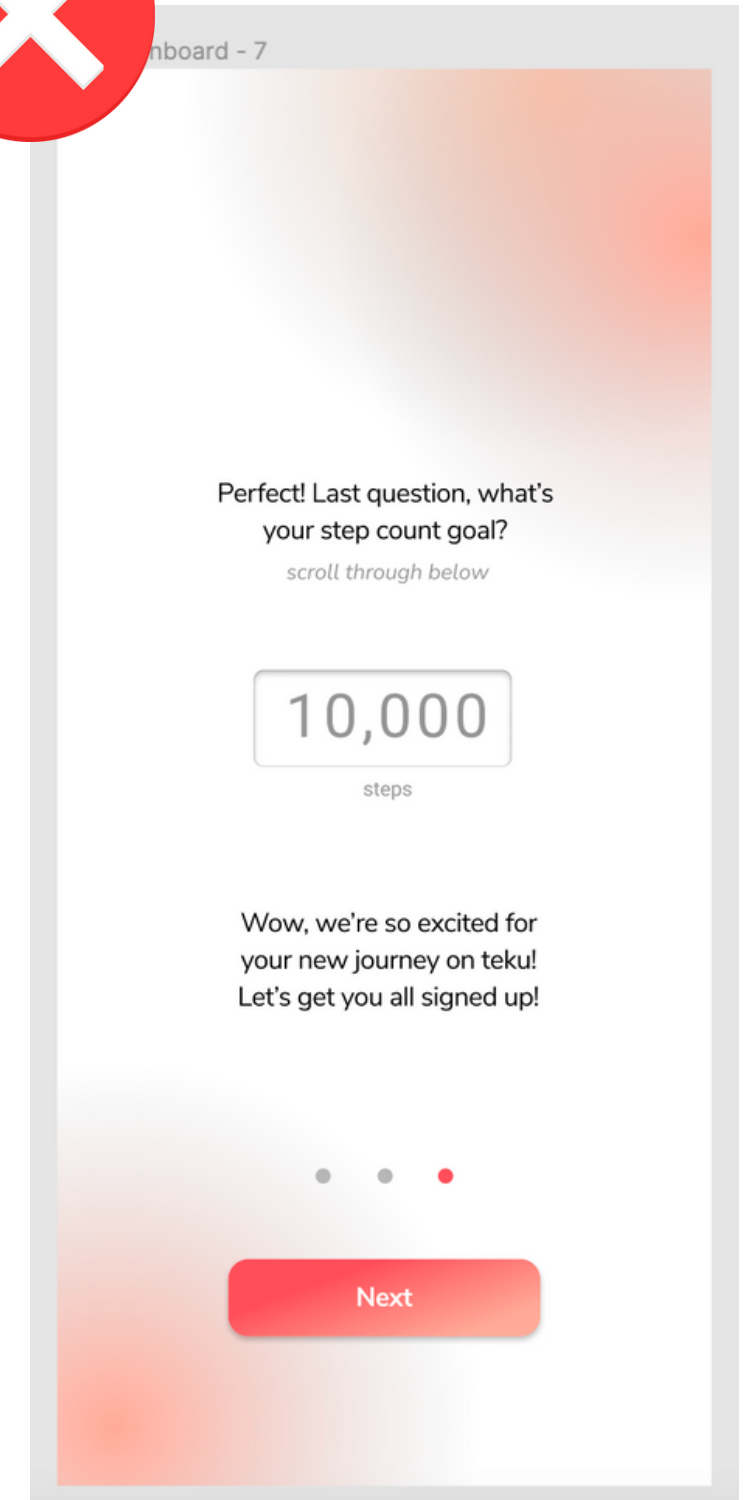
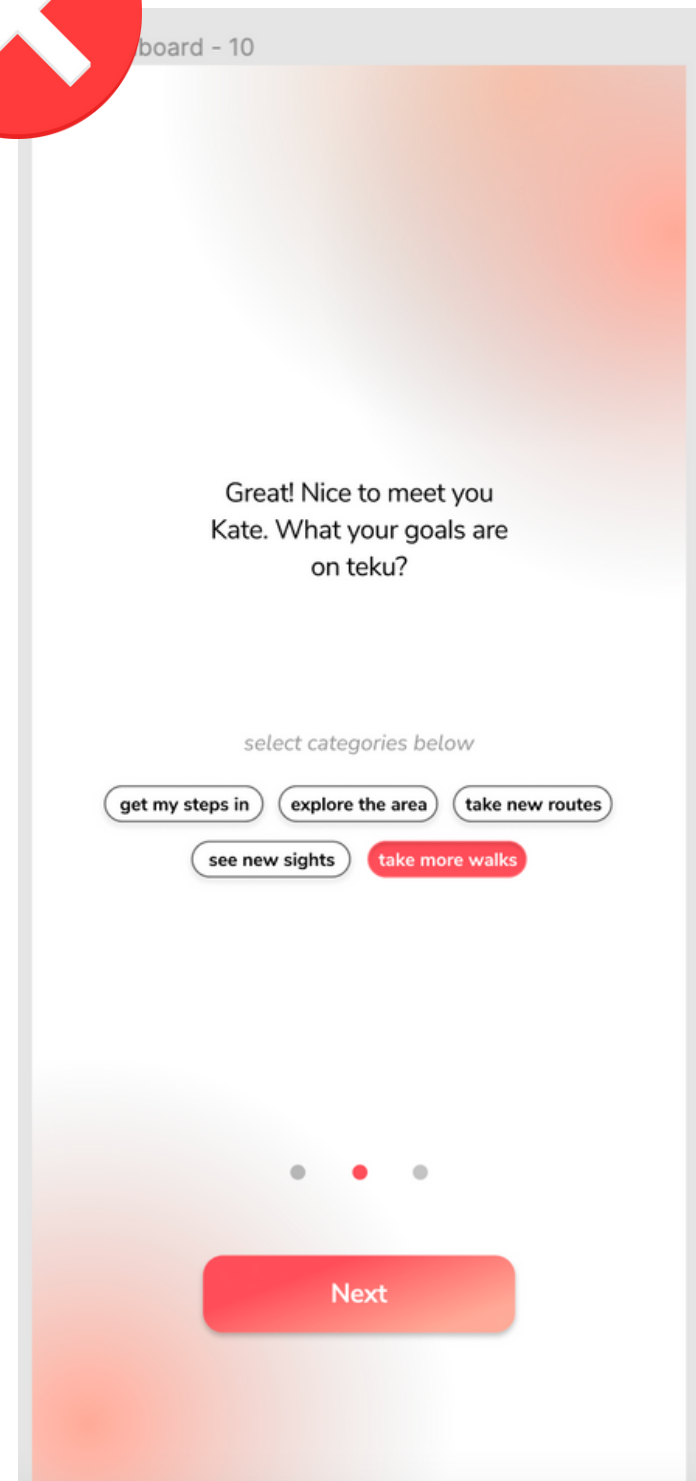
Flow 1

Log in/onboarding

High - Usability Test Results

4/4

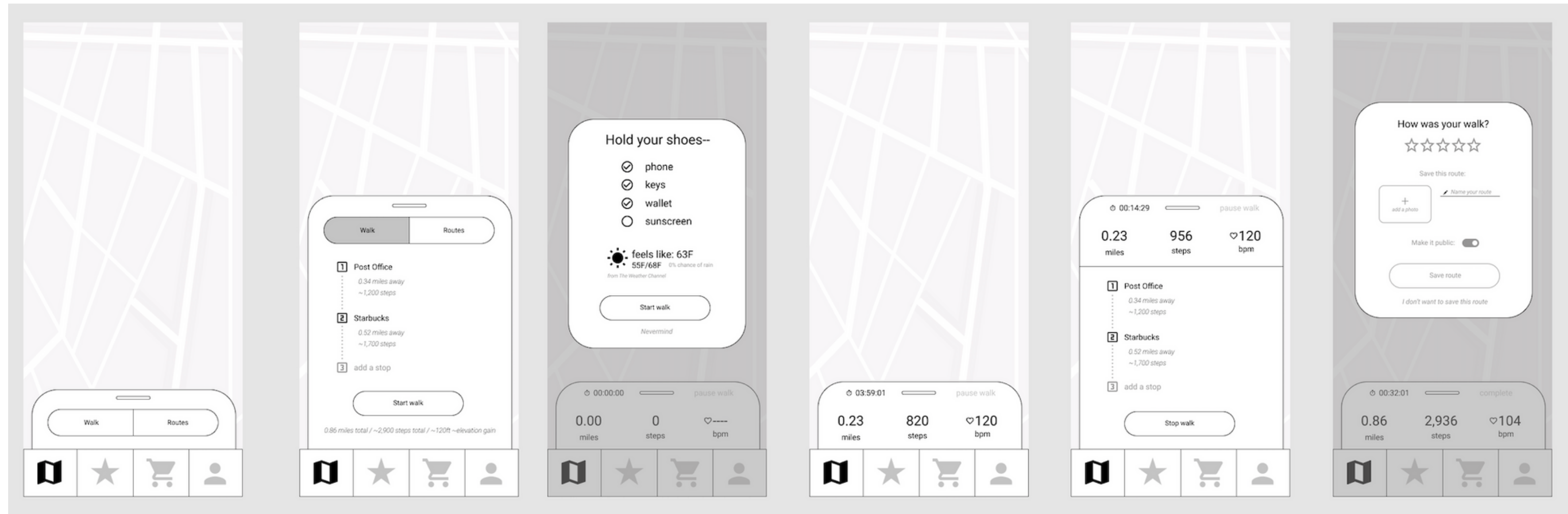
Participants noted accessibility concerns for the small text inside the bubbles & light gray text against white background

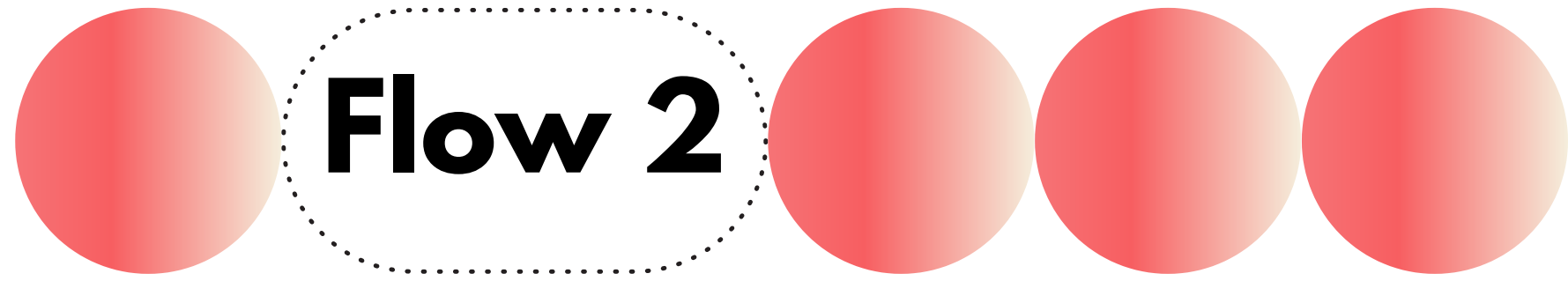


Flow 2

Creating a walk

Low



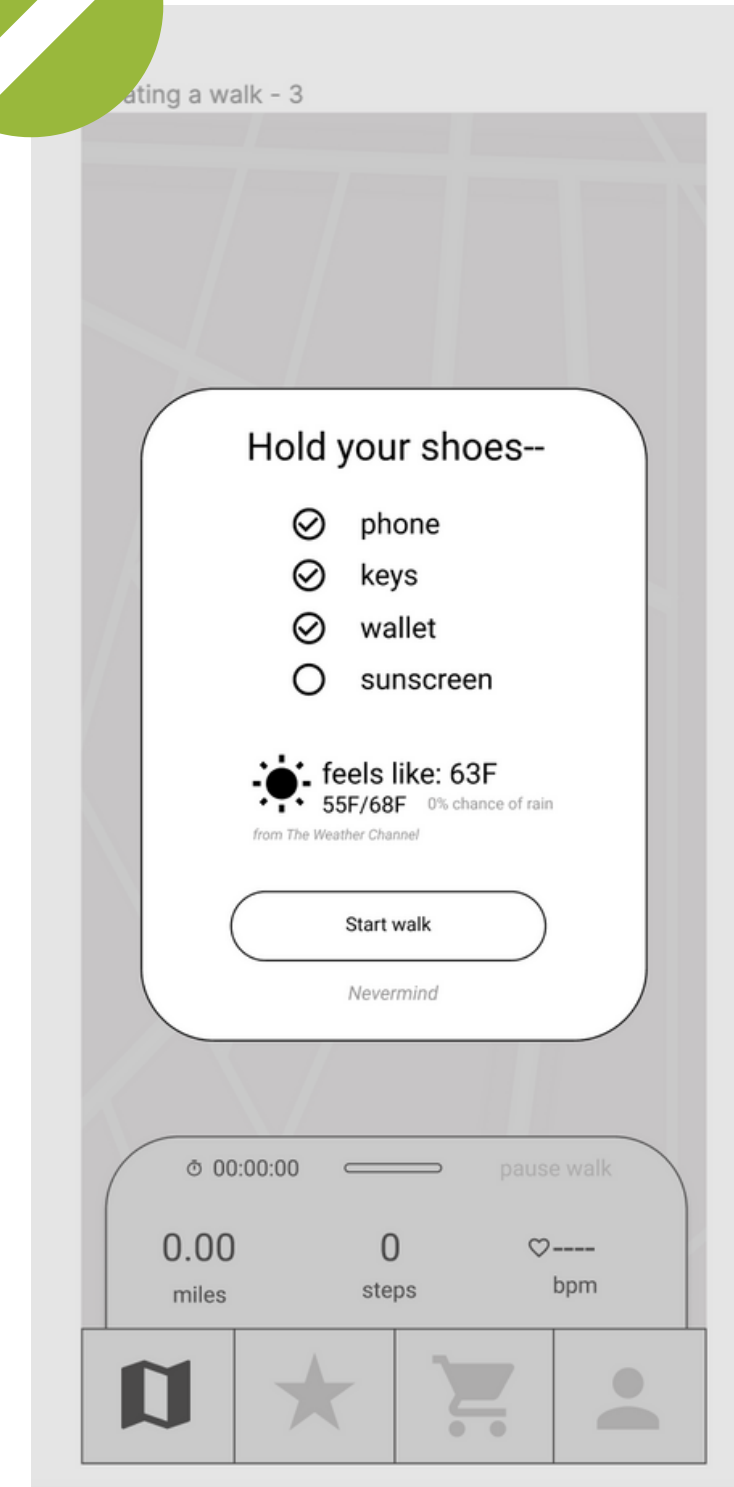


Creating a walk

Low - Usability Test Results

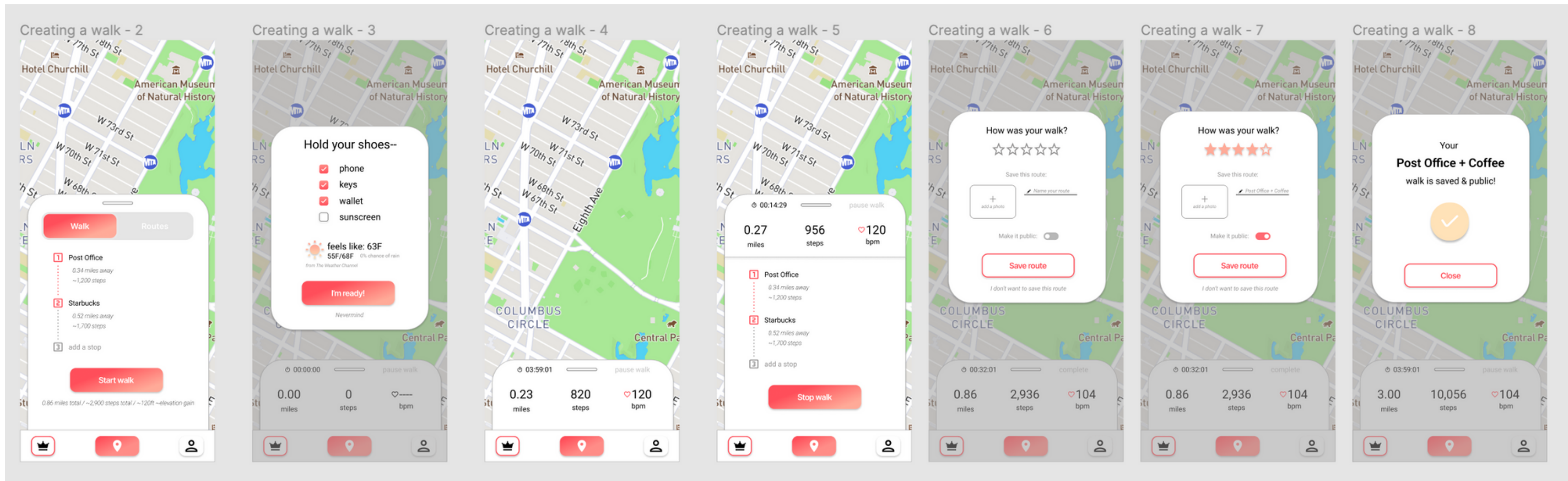
3 / 3

Participants enjoyed seeing this reminder feature



Flow 2

Creating a walk Mid



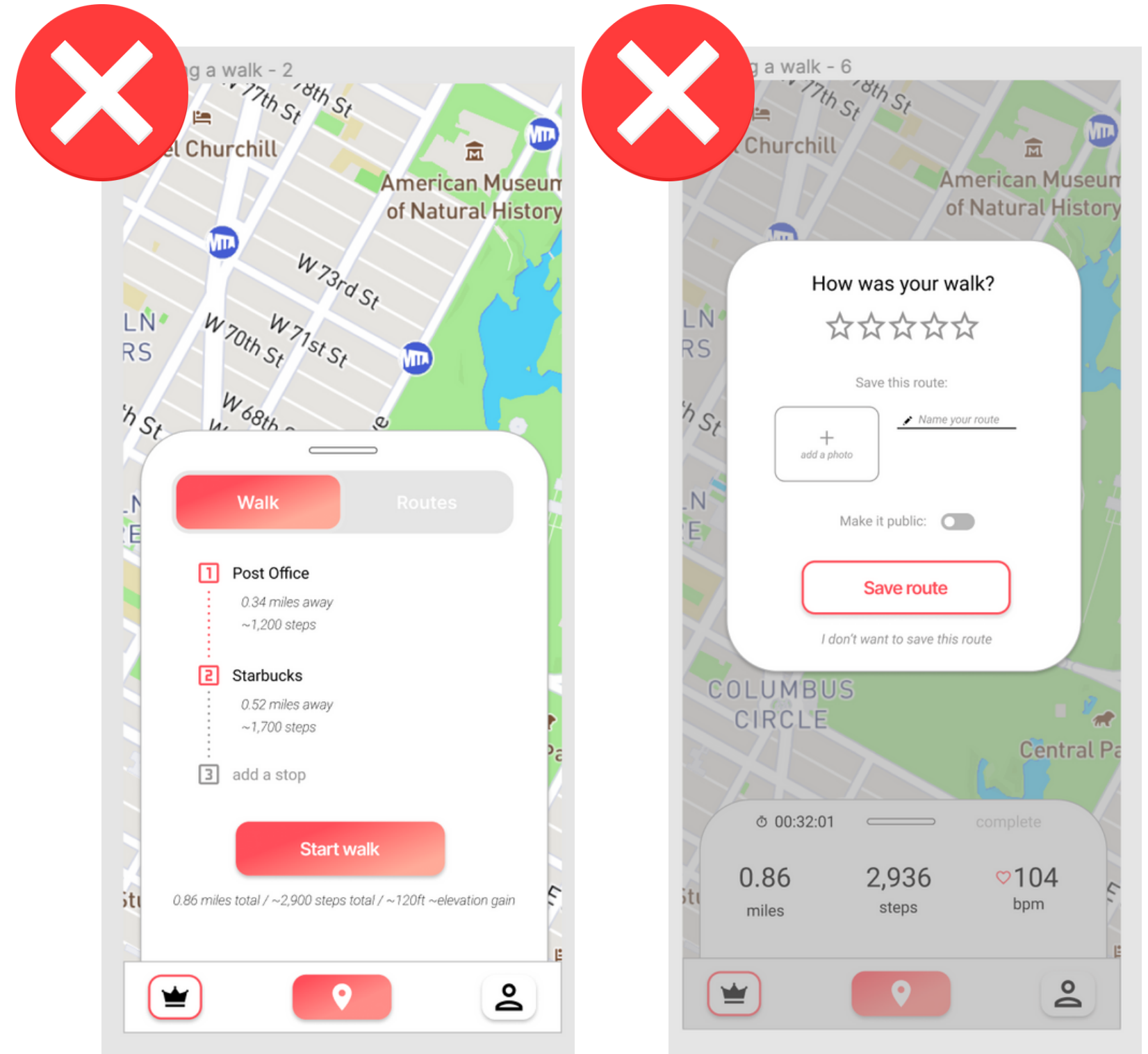
Flow 2

Creating a walk

Mid - Usability Test Results

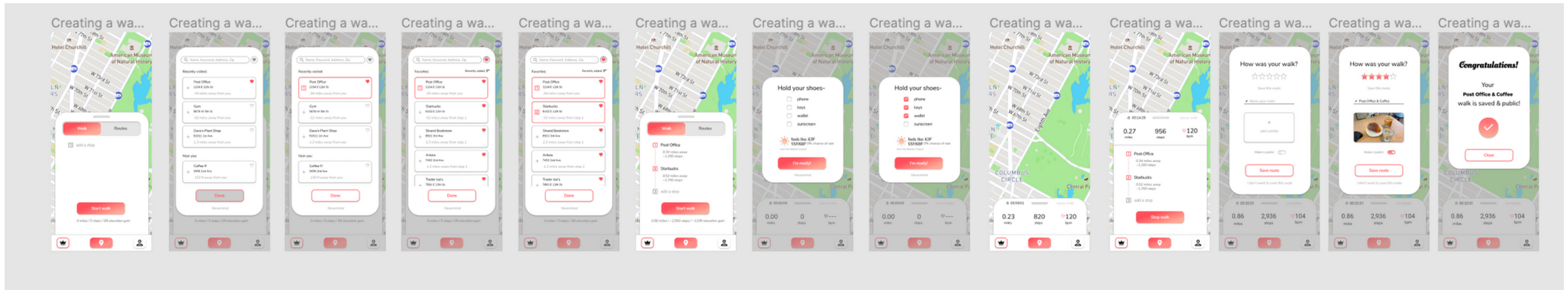
4/4

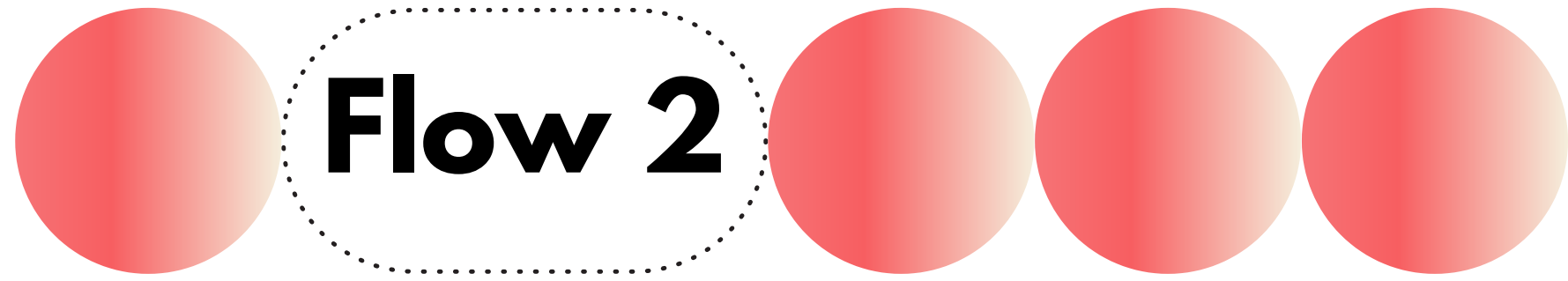
Participants noted accessibility concerns with the white text against the light gray & the review modal being crammed in a tiny window



Flow 2

Creating a walk High





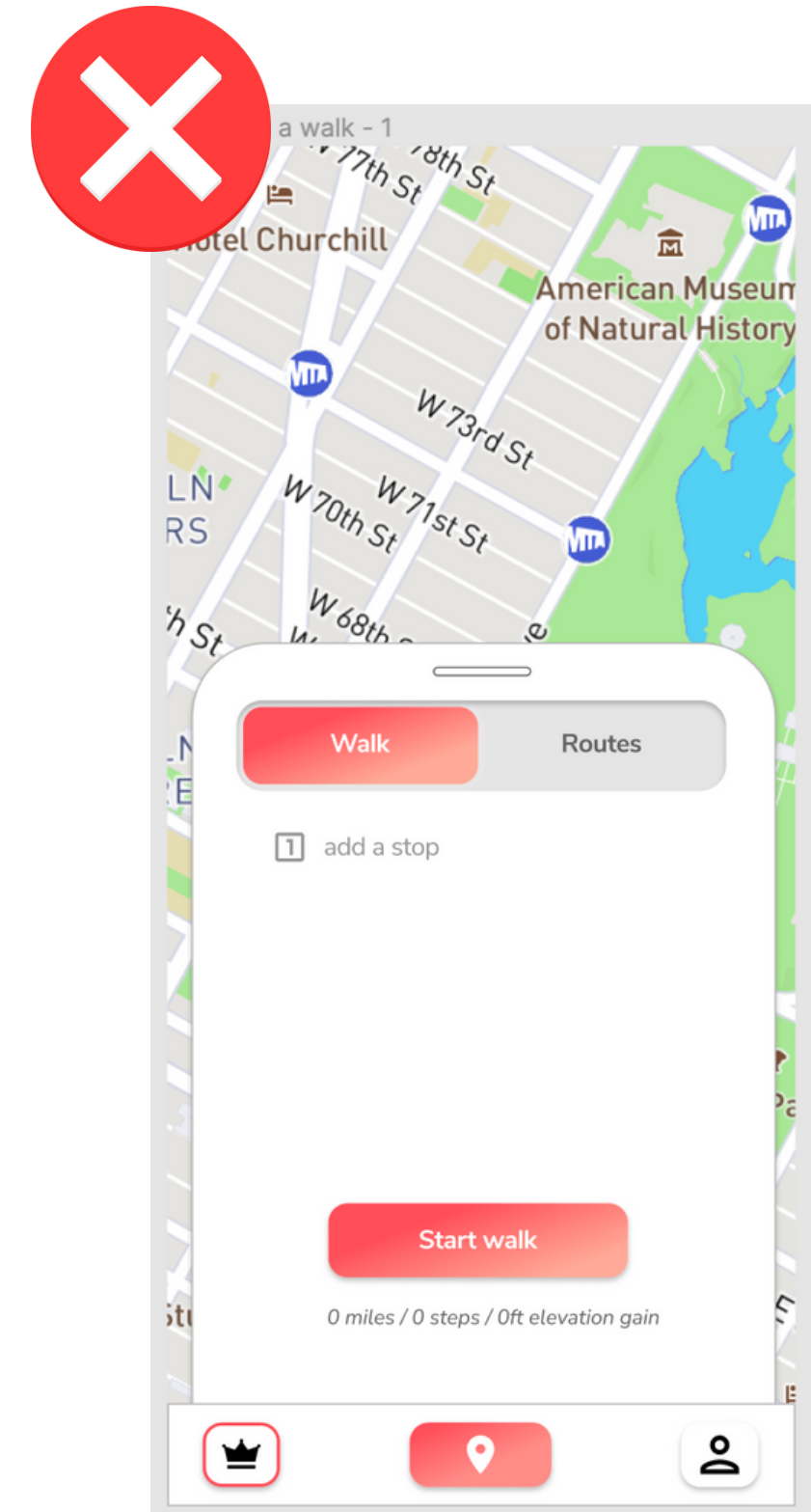
Flow 2

Creating a walk

High - Usability Test Results

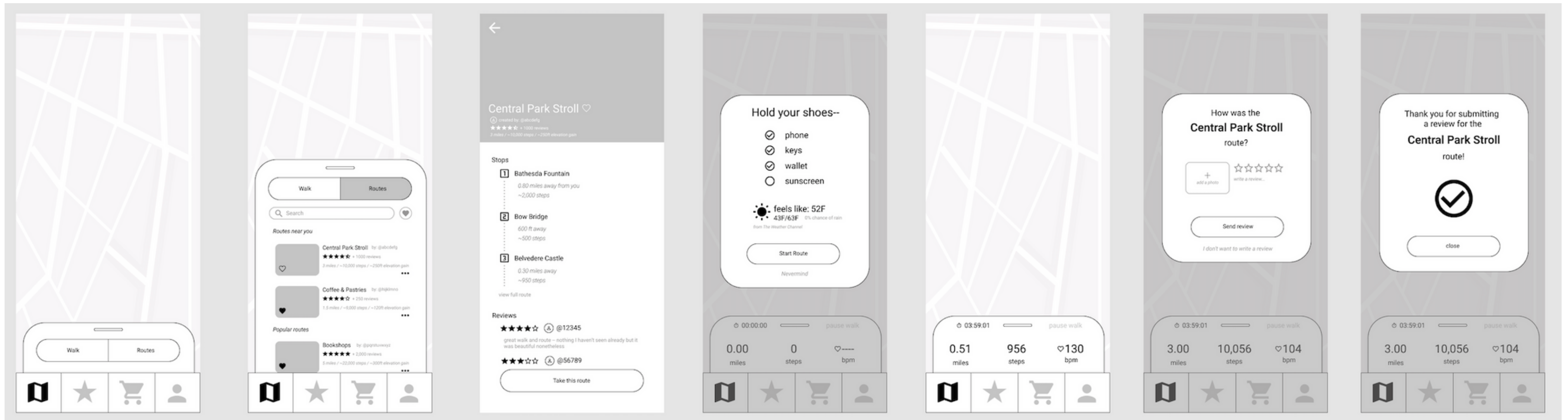
4/4

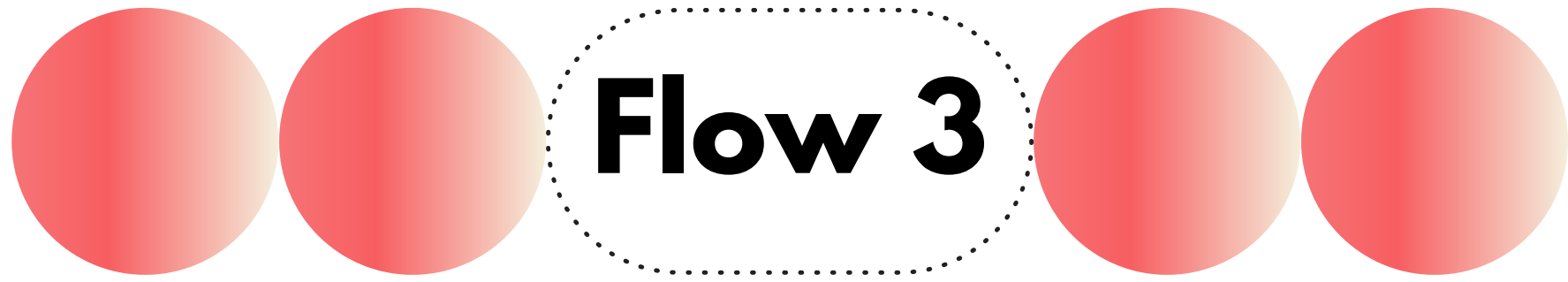
Participants noted accessibility concerns with the light gray text against the white background



Flow 3

Taking a route Low



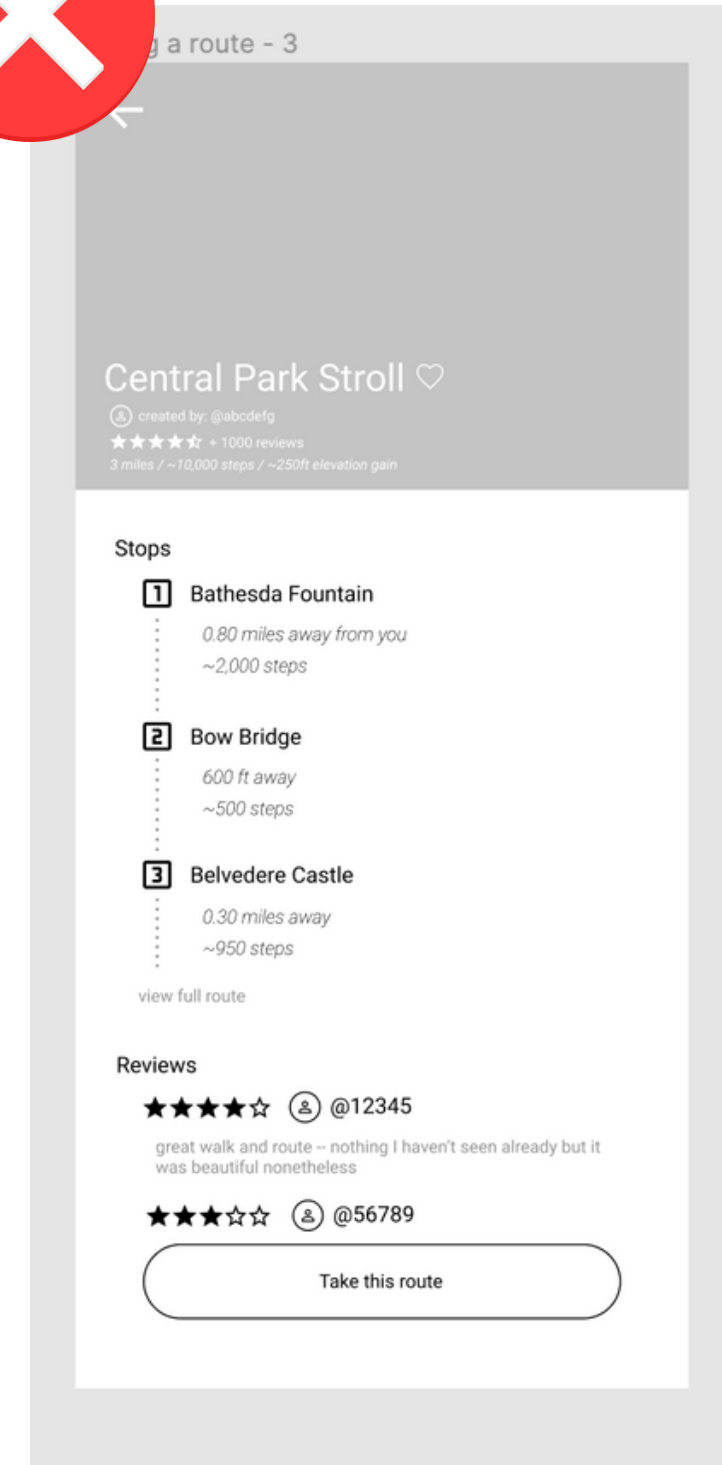


Taking a route

Low - Usability Test Results

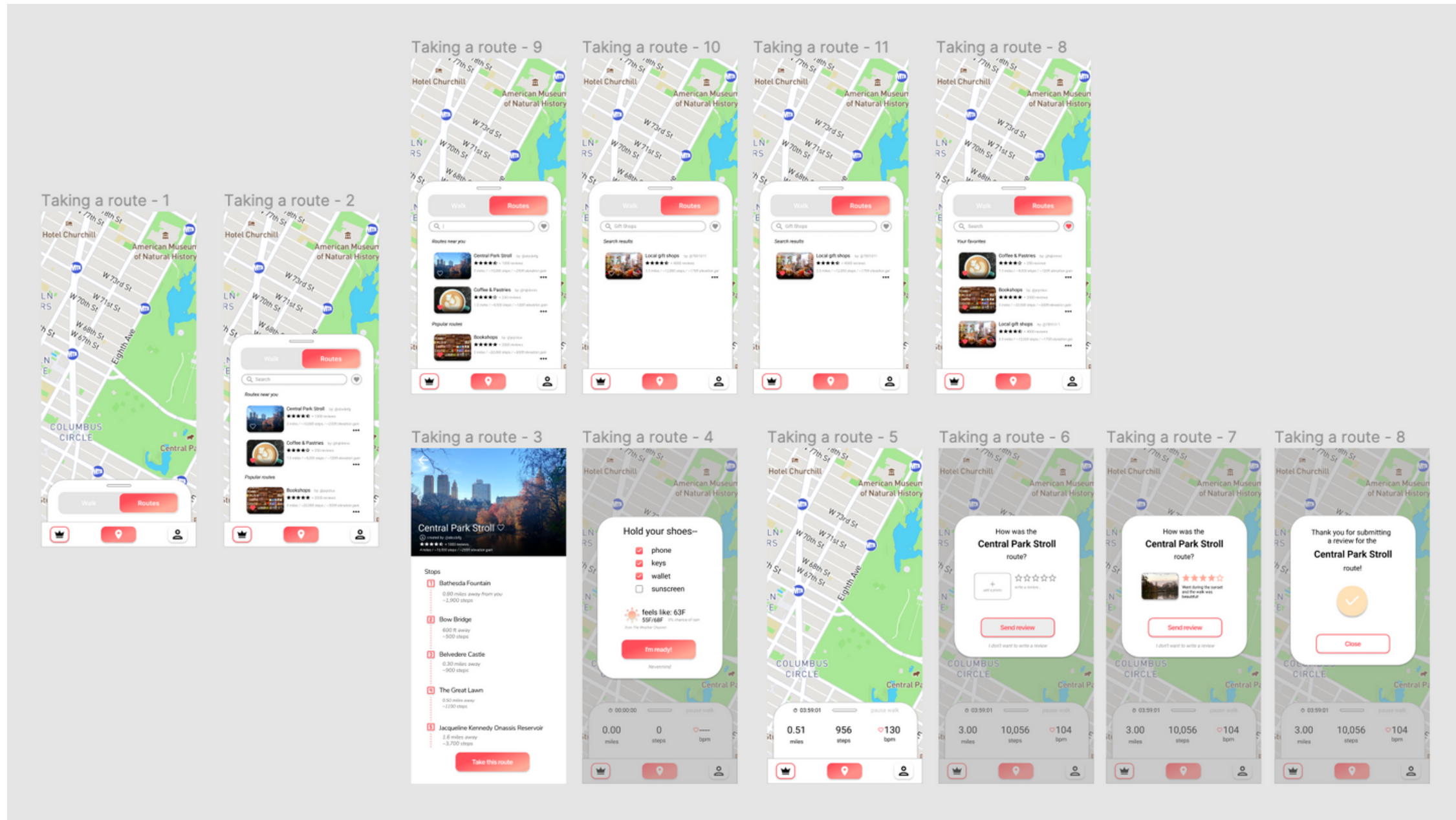
2/3

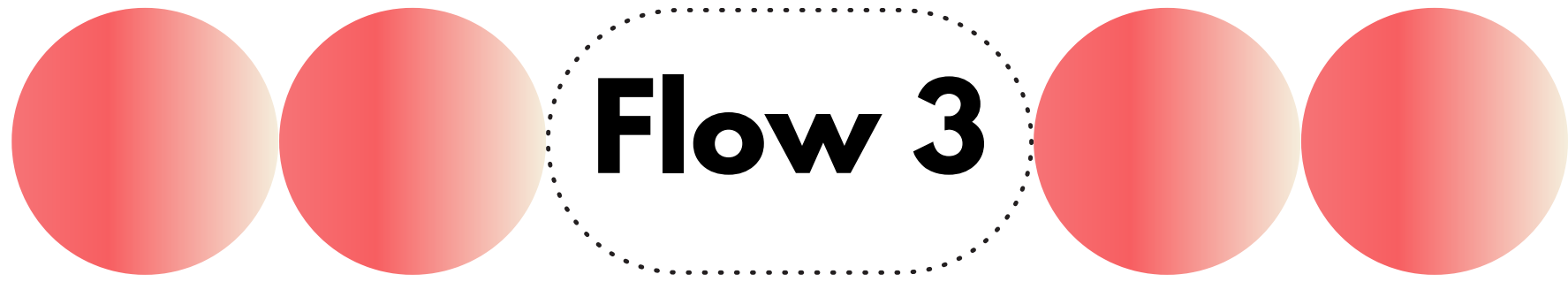
Participants noted that they'd like to be able to view the full route when opening the detail page



Flow 3

Taking a route Mid



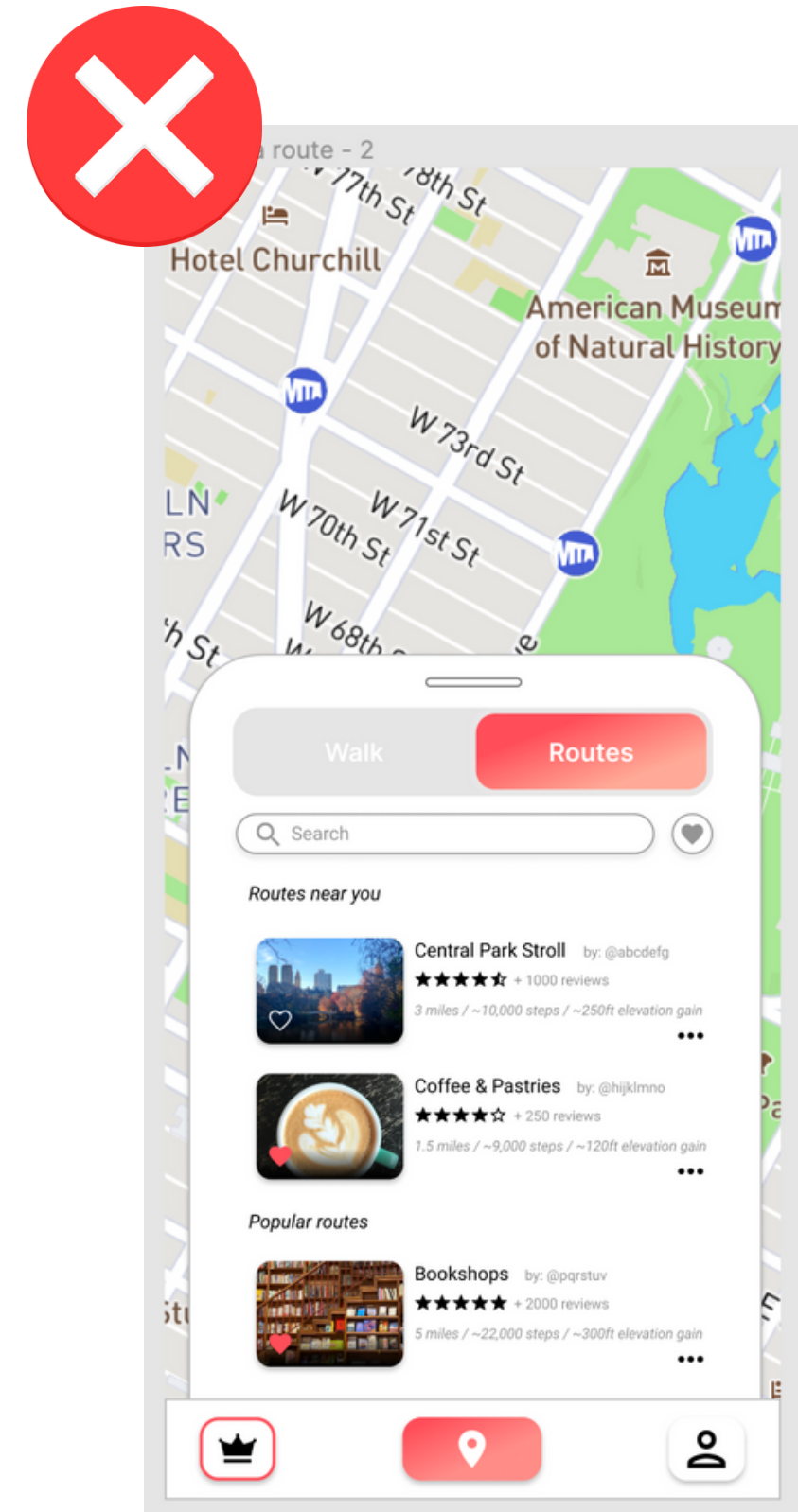


Taking a route

Mid - Usability Test Results

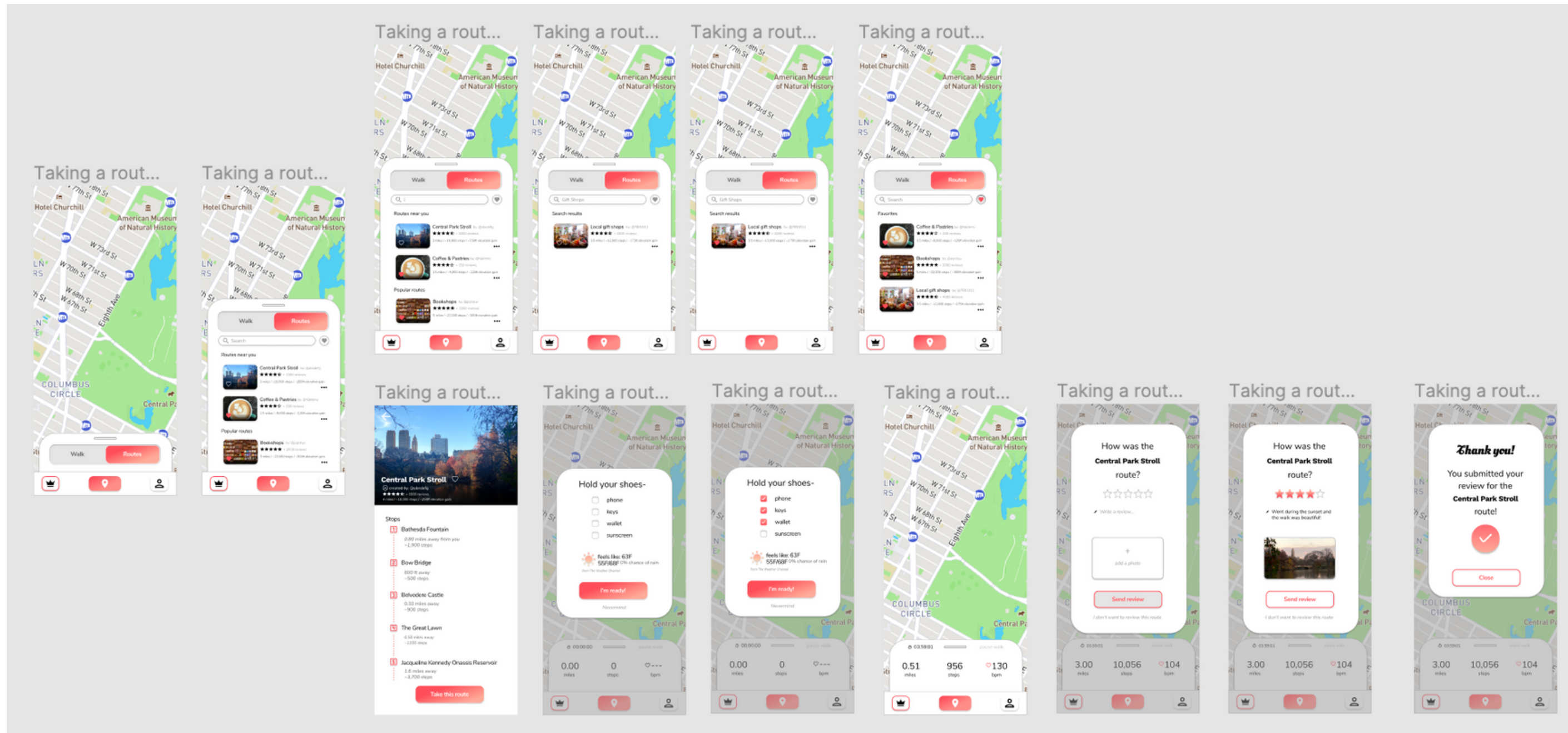
4/4

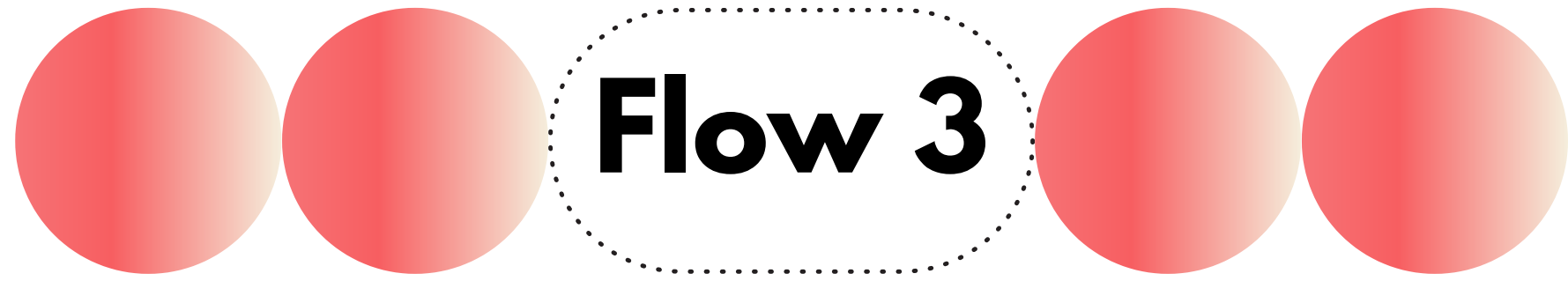
Participants noted accessibility concerns with the white text against the light gray background



Flow 3

Taking a route High





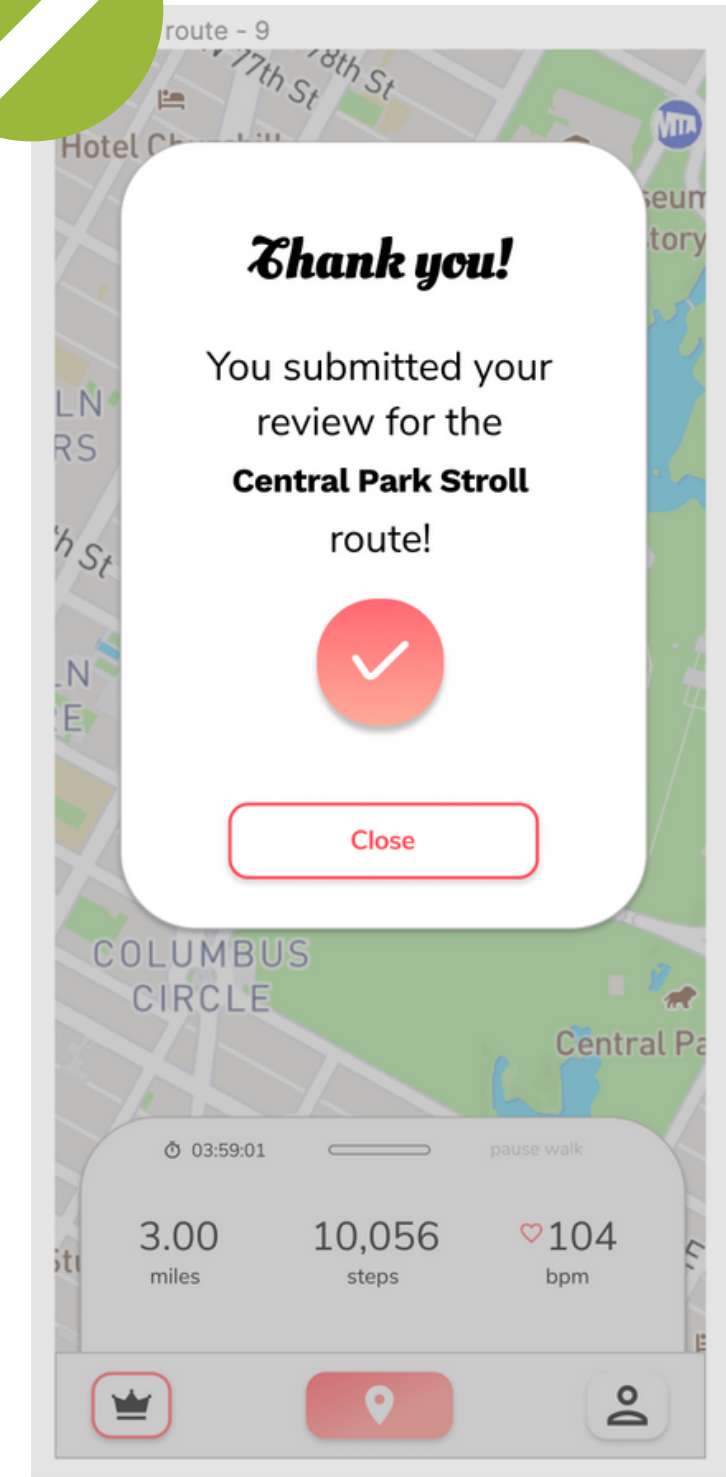
Flow 3

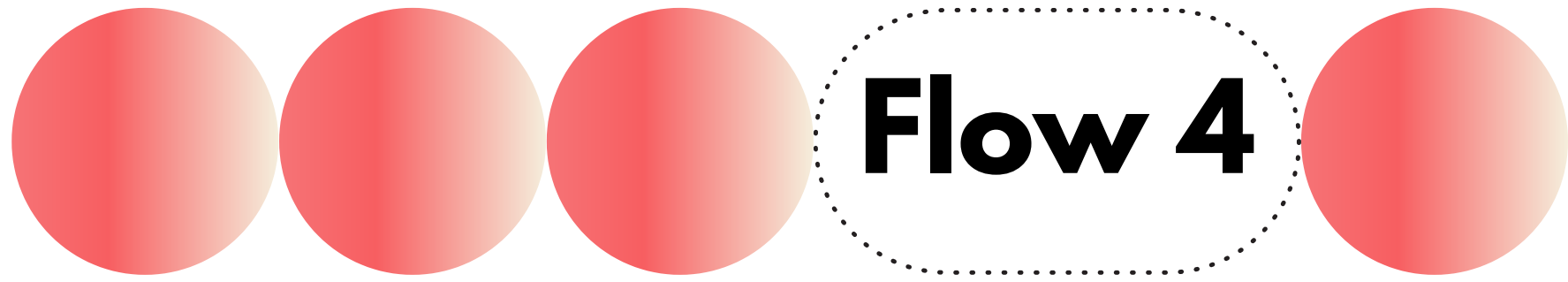
Taking a route

High - Usability Test Results

4/4

Participants passed this flow with no/minimal guidance





Flow 4

Goals/Leaderboard

Low

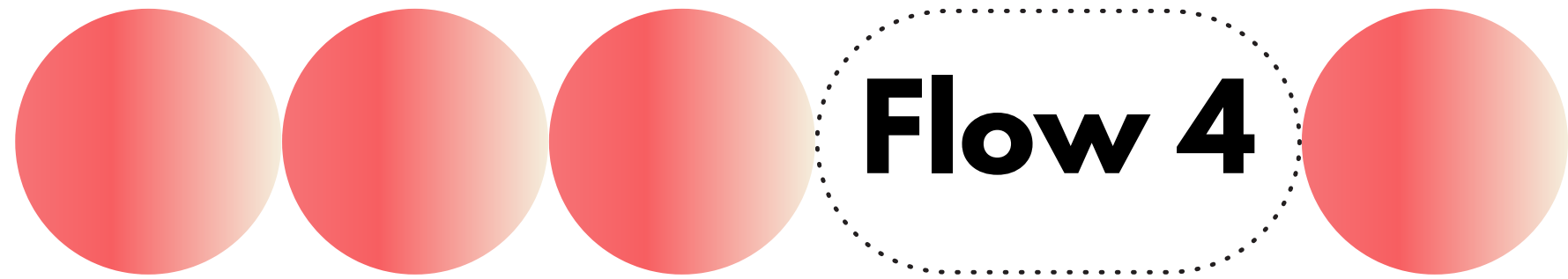
The wireframe displays a mobile application interface for tracking goals and leaderboards. It features a map view on the left and four columns of progress and leaderboard data. Each column shows a 'Today' progress ring for March 1, 2022, with 8,500 steps, and a 'Leaderboard' section with three entries. The bottom navigation bar includes icons for home, star, shopping cart, and profile.

User	Steps
You	8,500 steps
Mom	8,000 steps
Dad	700 steps

User	Steps
James	11,500 steps
Katy	10,020 steps
Maria	10,000 steps

User	Steps
Brian	32,500 steps
Dave	32,300 steps
Christy	31,000 steps

User	Steps
Amy	1.2 million steps
Julie	1.1 million steps
Patty	1.15 million steps



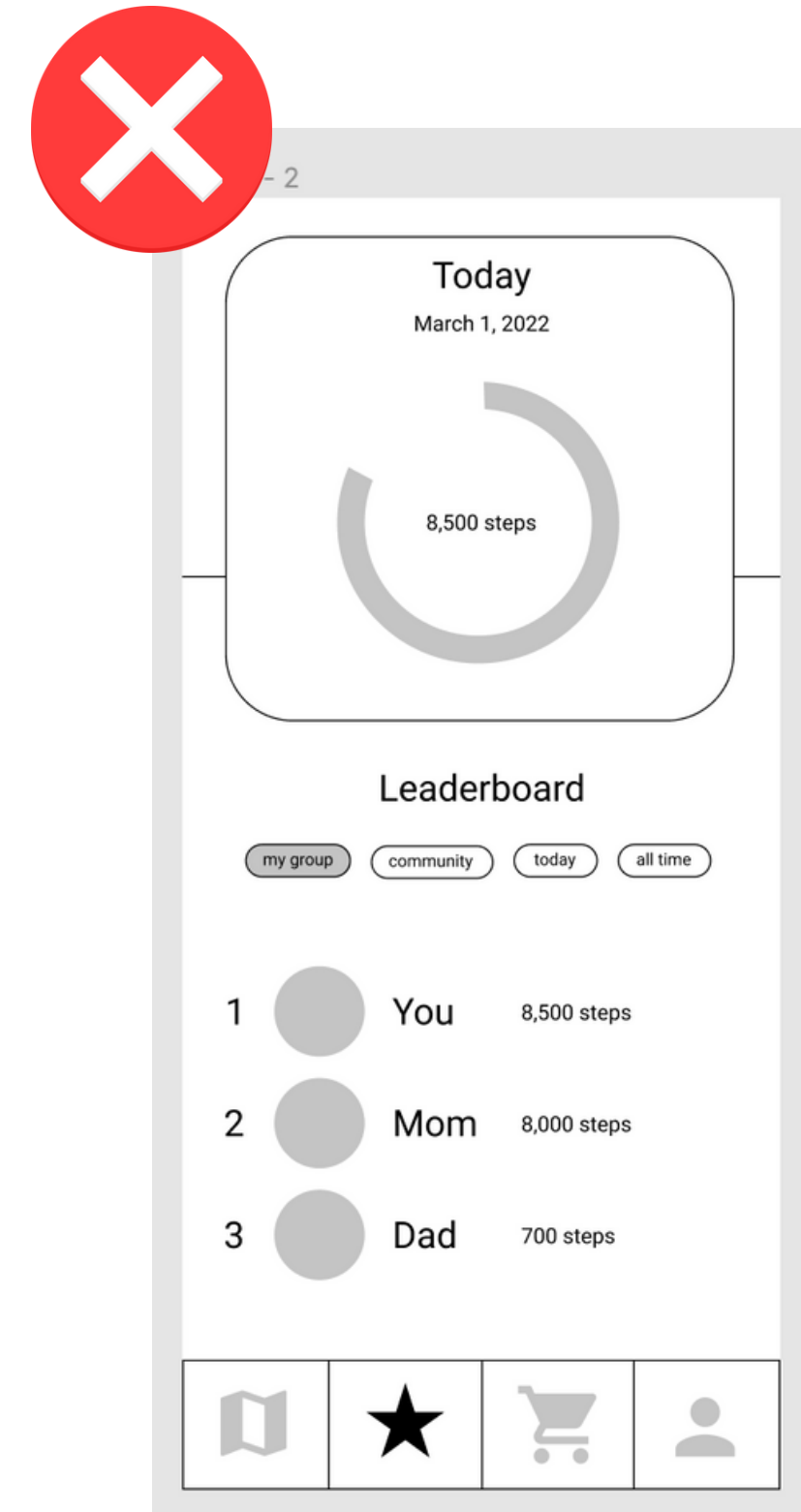
Flow 4

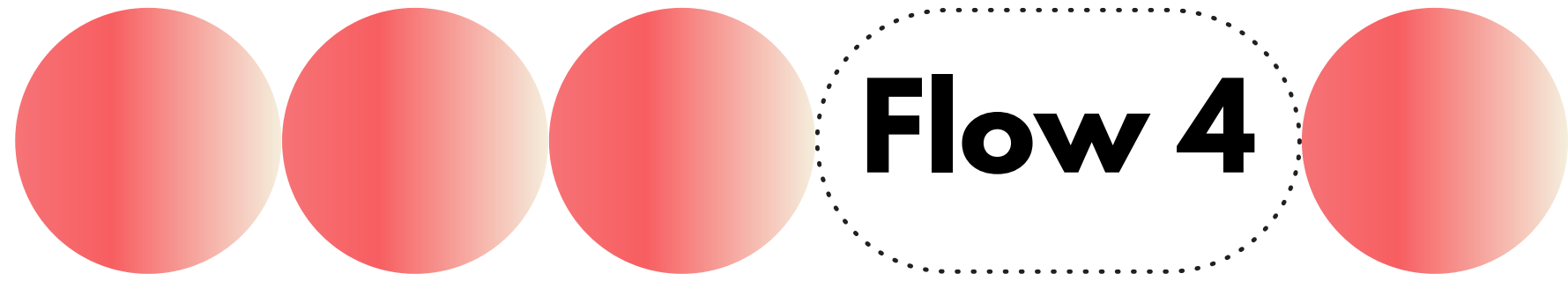
Goals/Leaderboard

Low - Usability Test Results

2/3

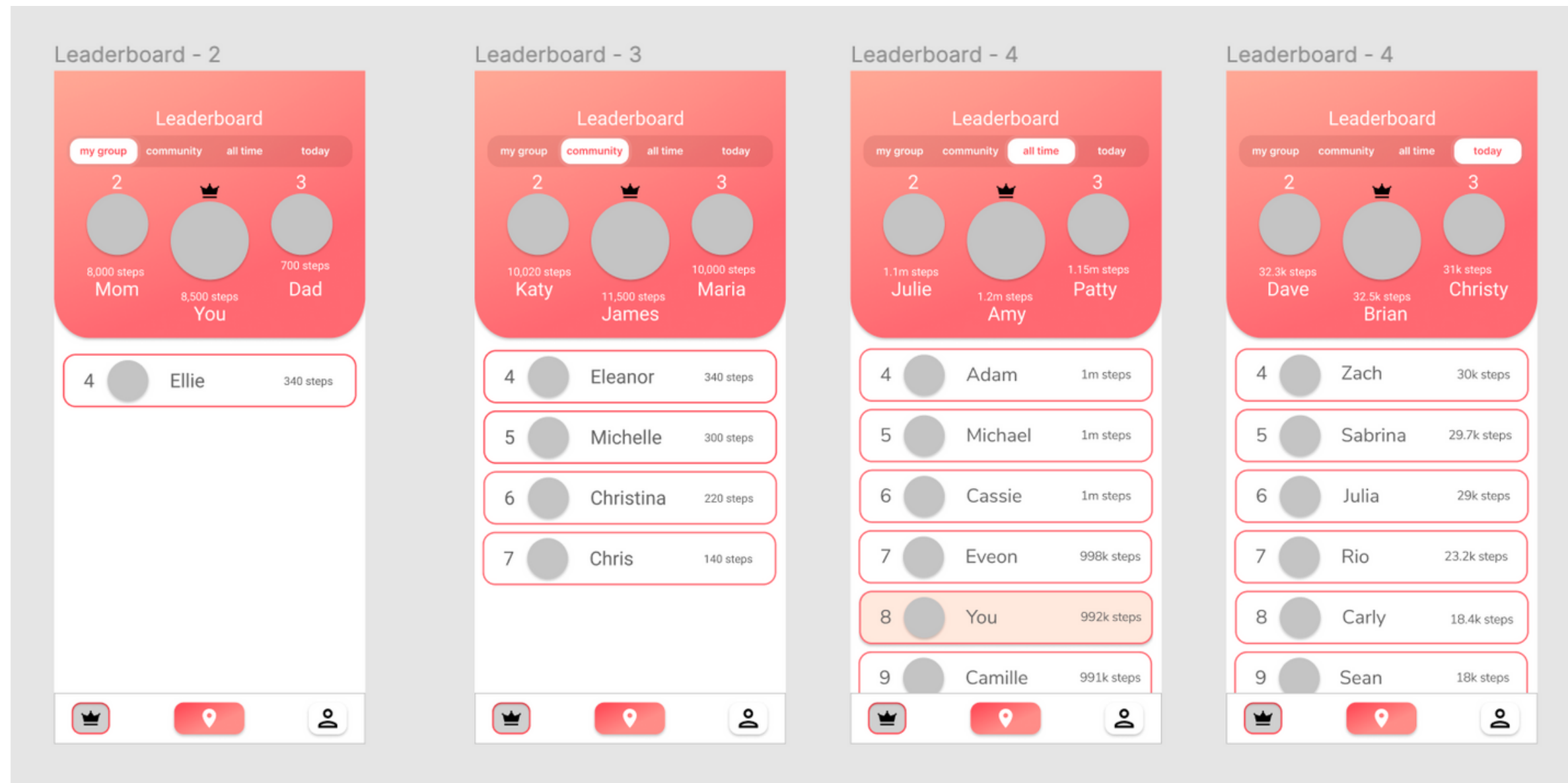
Participants did not click the correct icon -- 3/3 participants also noted that the organization of this page was confusing with the step count at the top with the leaderboard on the bottom

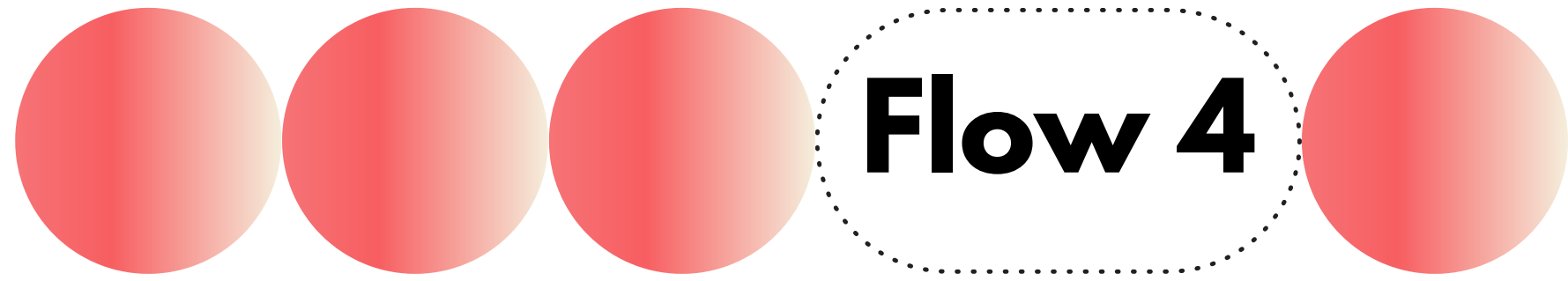




Leaderboard

Mid





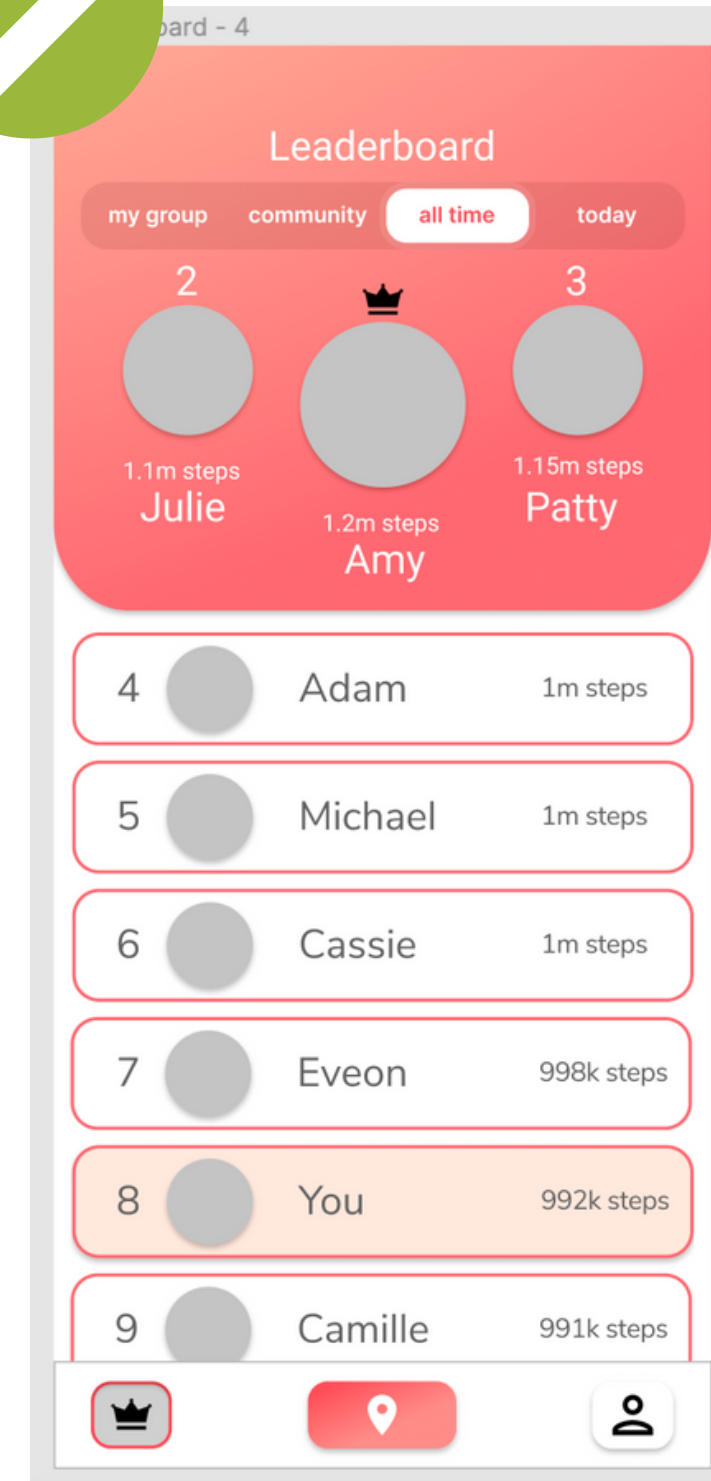
Flow 4

Leaderboard

Mid - Usability Test Results

2/4

Participants noted that this looks more like a leaderboard screen compared to what they saw last

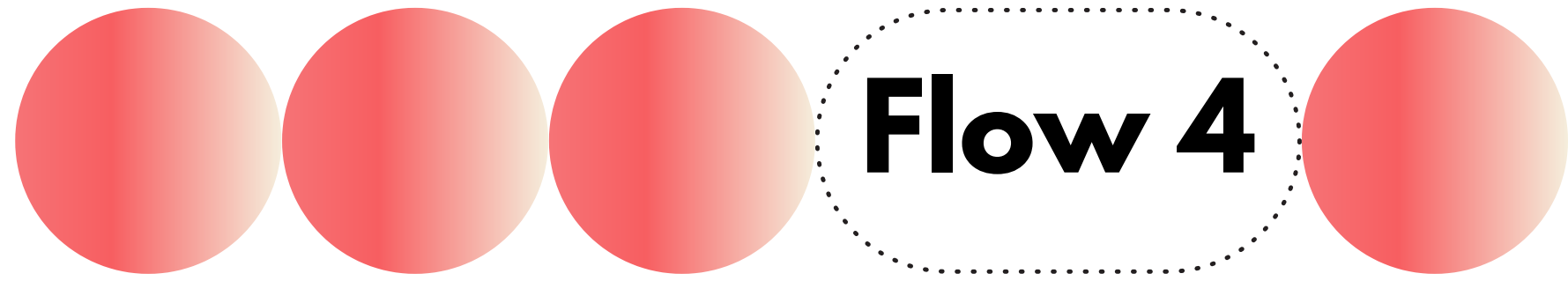


Flow 4

Leaderboard High

The image displays four mobile app mockups of a leaderboard, each with a different filter selected. Each mockup has a red header with the title 'Leaderboard' and a navigation bar with four tabs: 'my group', 'community', 'all time', and 'today'. The top three positions are highlighted with circular avatars, step counts, and names. The leader is marked with a crown icon. Below the top three, a list of other participants is shown with their rank, name, and step count. A bottom navigation bar with three icons (crown, location pin, person) is shared across all mockups.

Mockup	Filter	Rank	Name	Steps
Leaderboard - 2	my group	1	You	8,500
		2	Mom	8,000
		3	Dad	700
		4	Ellie	340
Leaderboard - 3	community	1	James	11,500
		2	Katy	10,020
		3	Maria	10,000
		4	You	8,500
		4	Eleanor	340
		5	Michelle	300
		6	Christina	220
Leaderboard - 4	all time	1	Amy	1.2m
		2	Julie	1.1m
		3	Patty	1.15m
		4	Adam	1m
		5	Michael	1m
		6	Cassie	1m
		7	Eveon	998k
		8	You	992k
		9	Camille	991k
Leaderboard - 4	today	1	Brian	32.5k
		2	Dave	32.3k
		3	Christy	31k
		4	Zach	30k
		5	Sabrina	29.7k
		6	Julia	29k
		7	Rio	23.2k
		8	Carly	18.4k
		9	Sean	18k

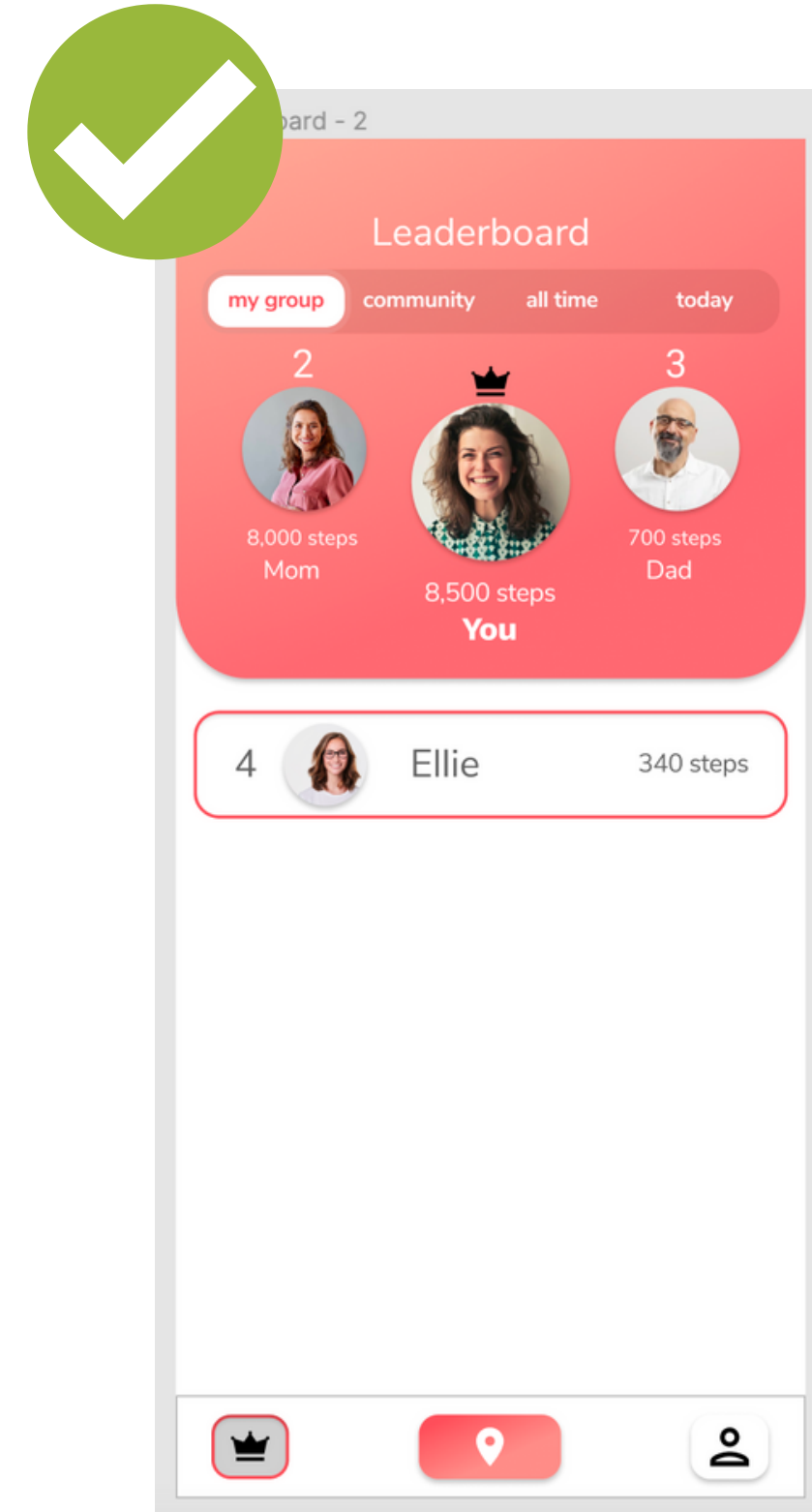


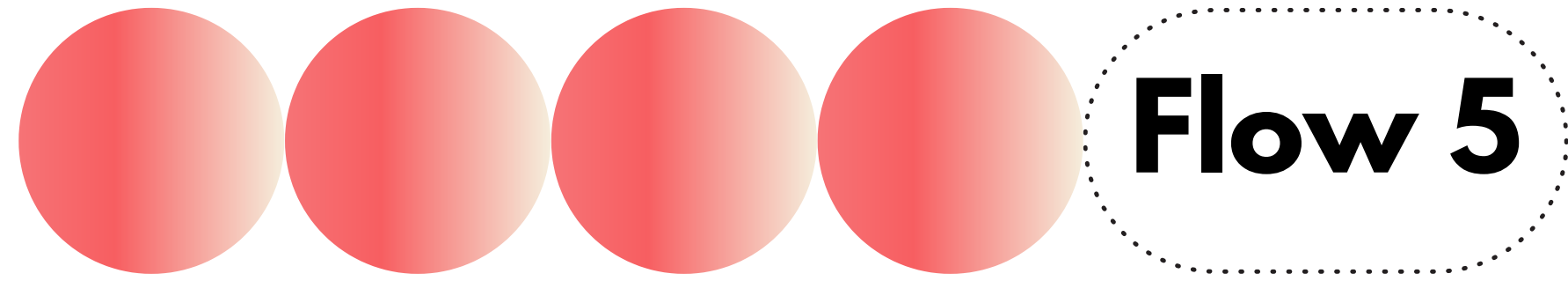
Leaderboard

High - Usability Test Results

4/4

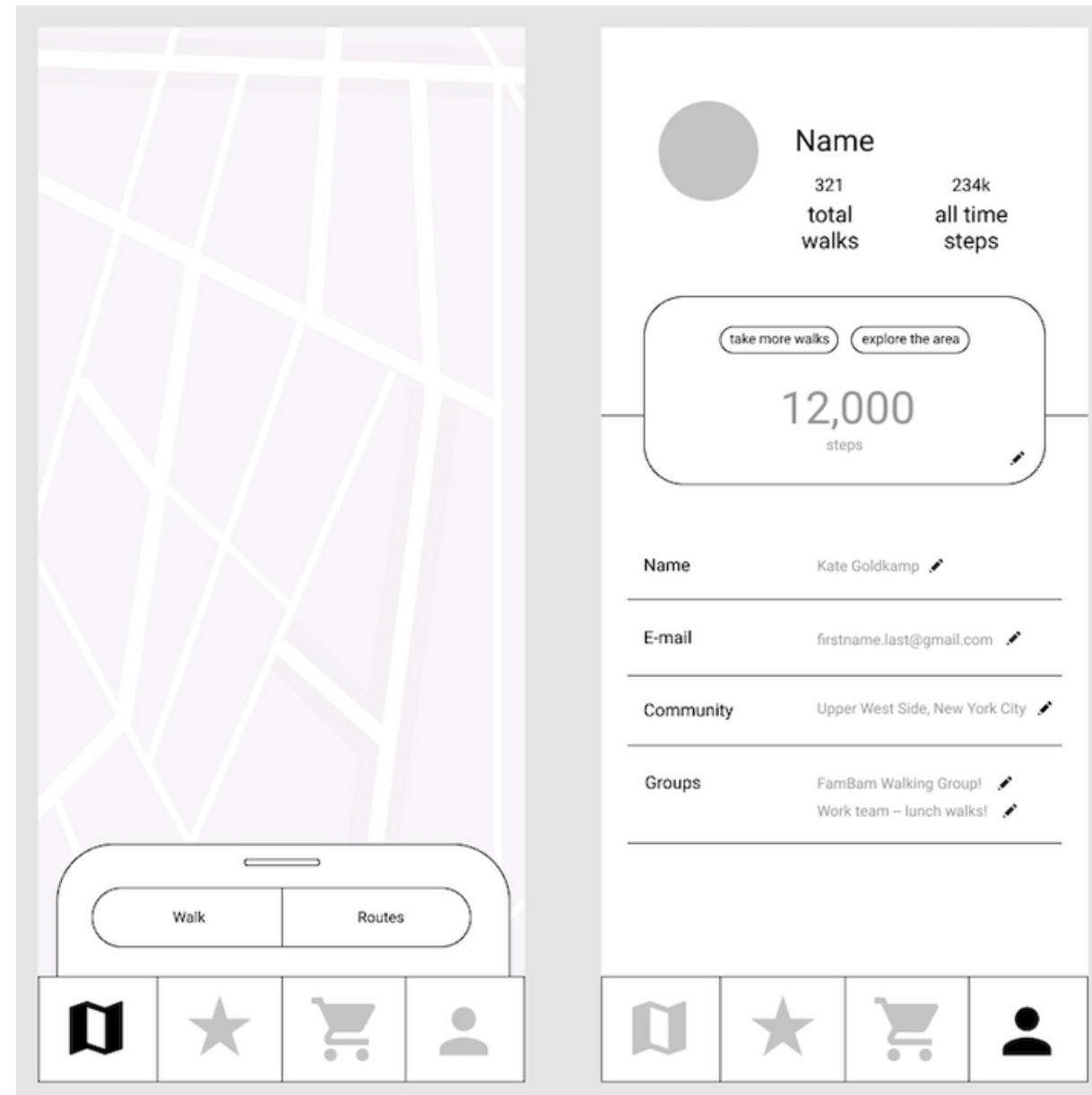
Participants passed this flow with no guidance

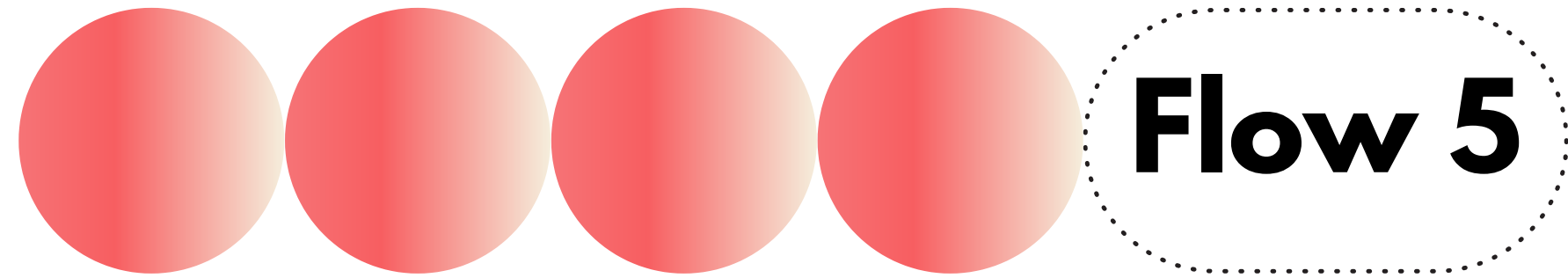




Profile/Settings

Low



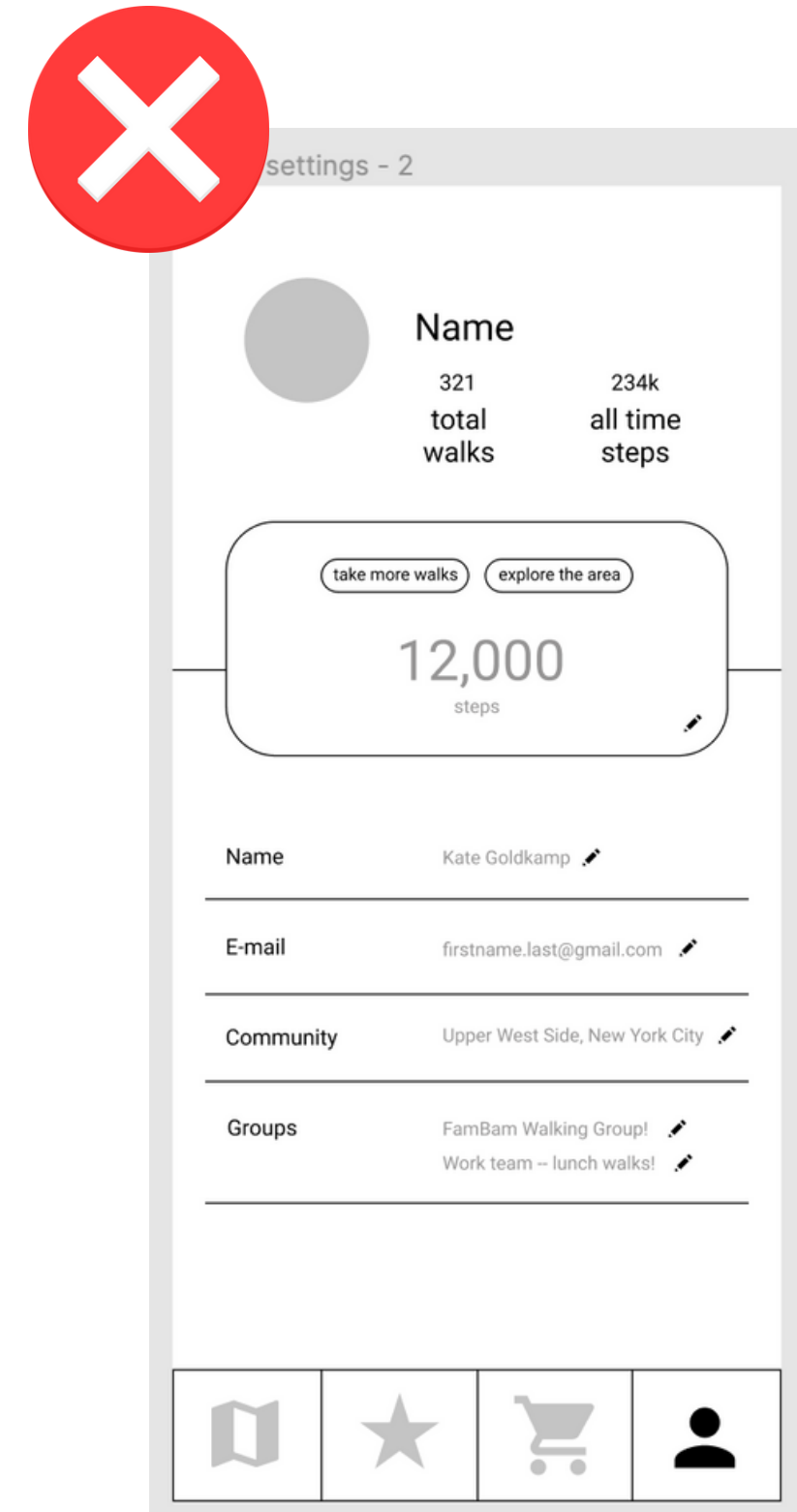


Profile/Settings

Low - Usability Test Results

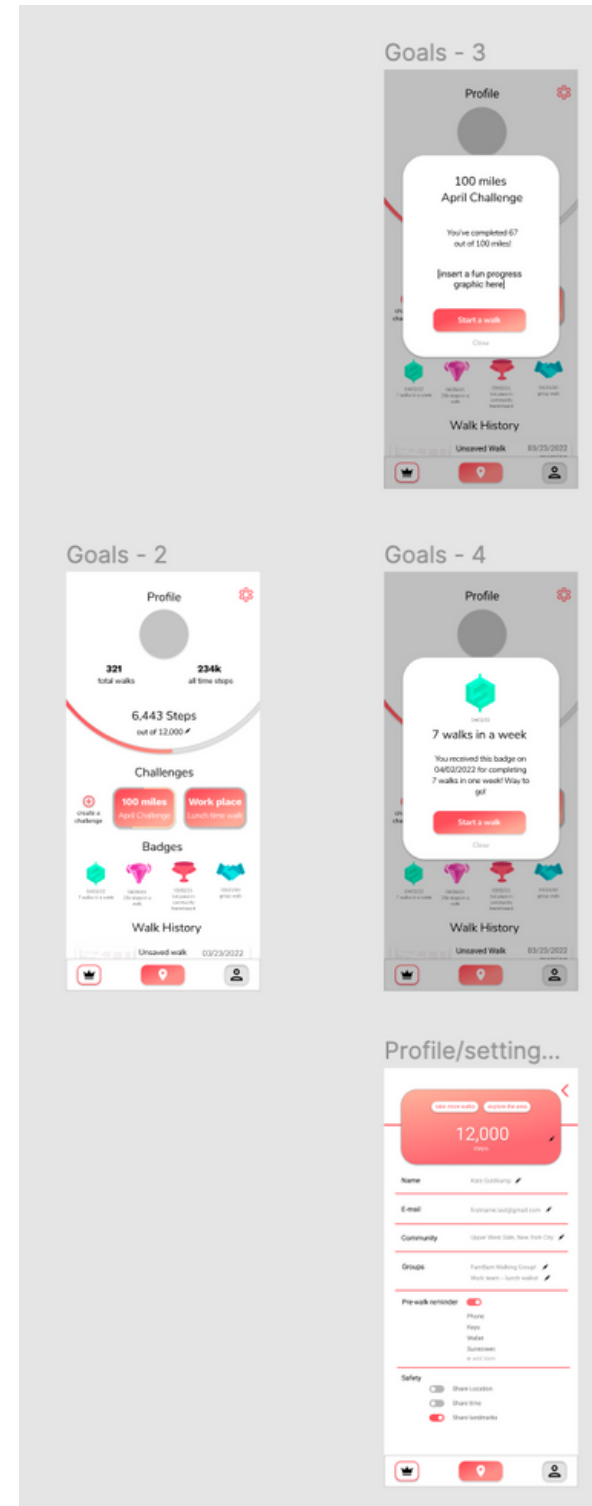
2/3

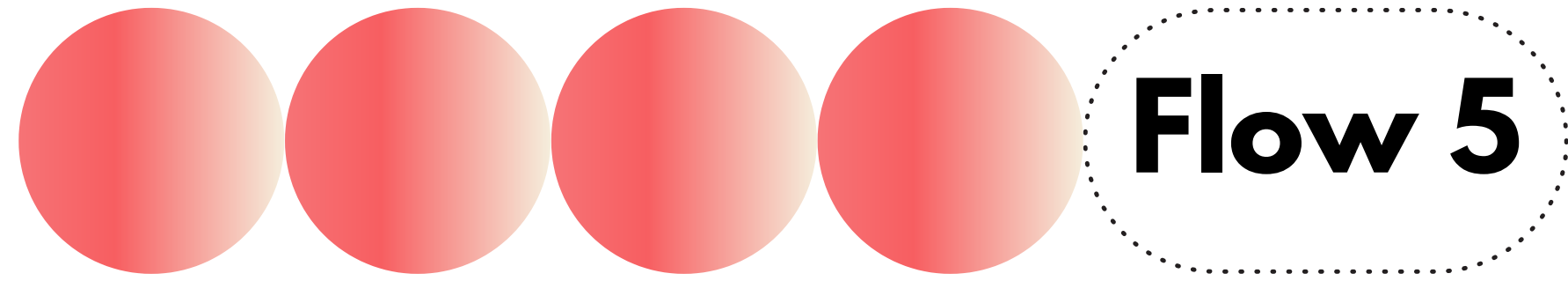
Participants clicked into this page for flow 4 test



Flow 5

Goals/Profile/Settings Mid



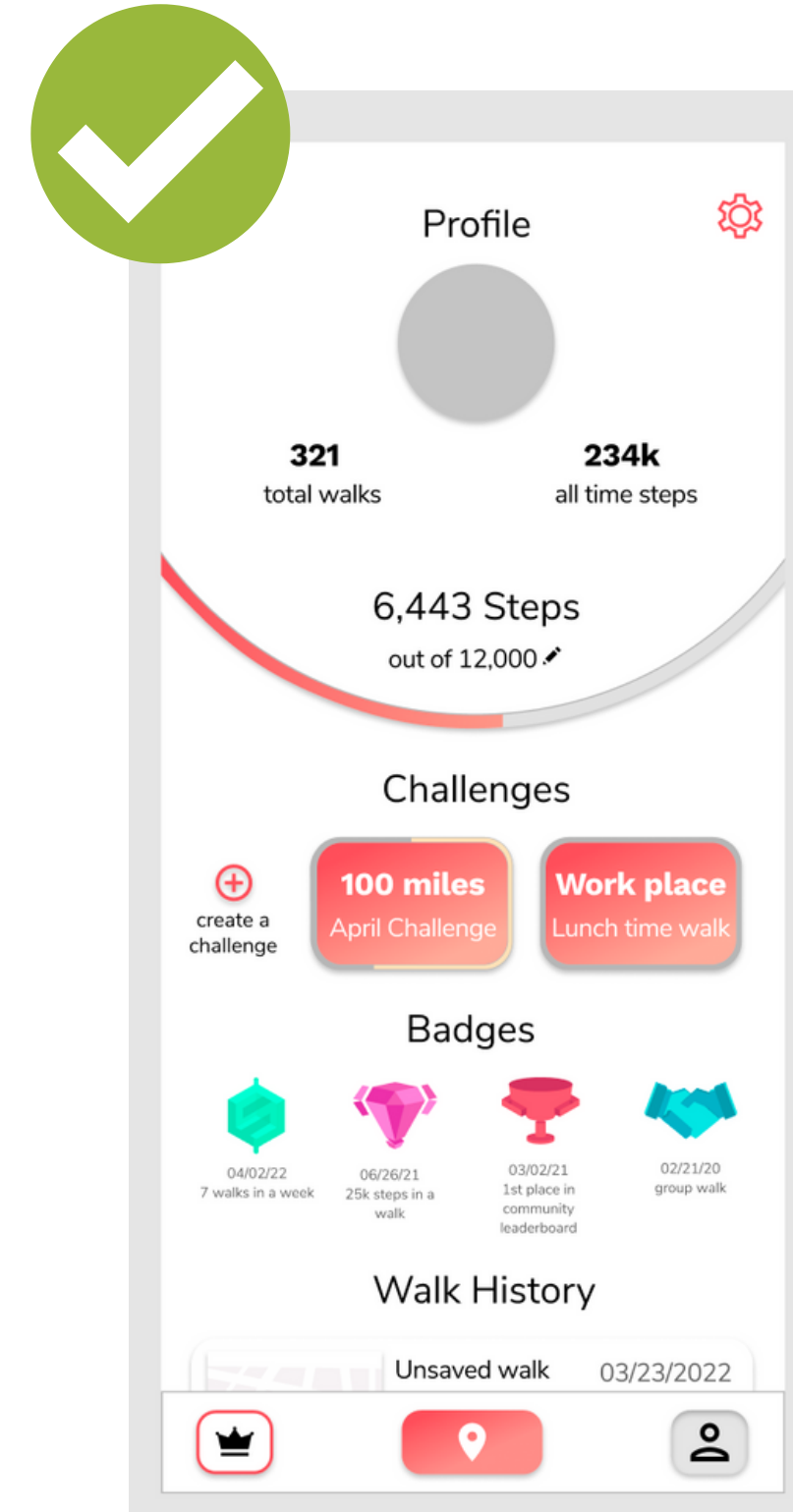


Goals/Profile/Settings

Mid - Usability Test Results

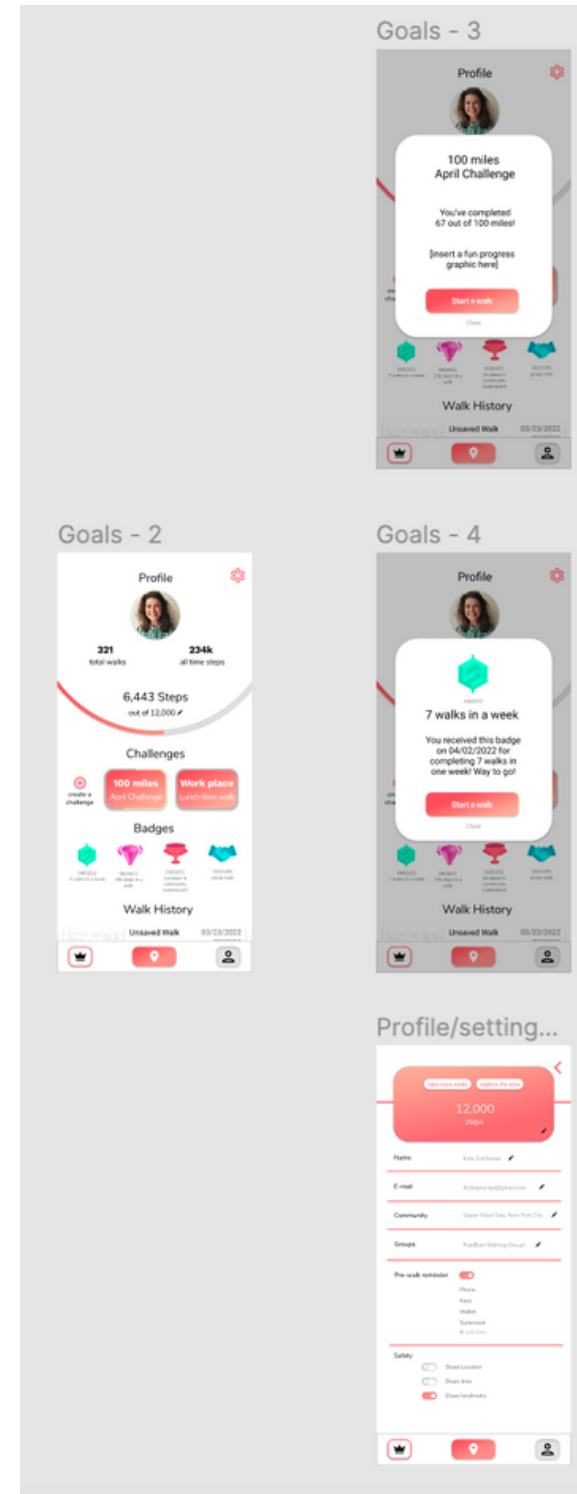
4/4

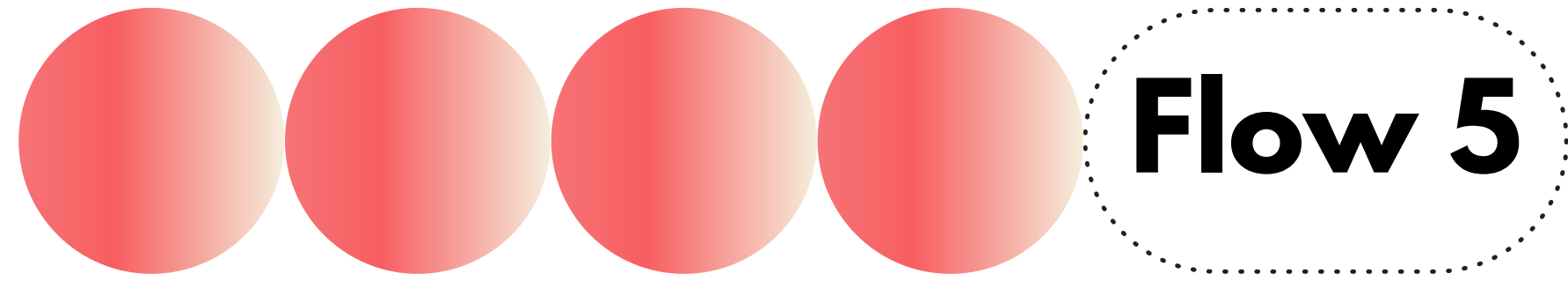
Participants clicked into each detail pointed out during the test (steps, challenges, badges)



Flow 5

Profile/Settings High



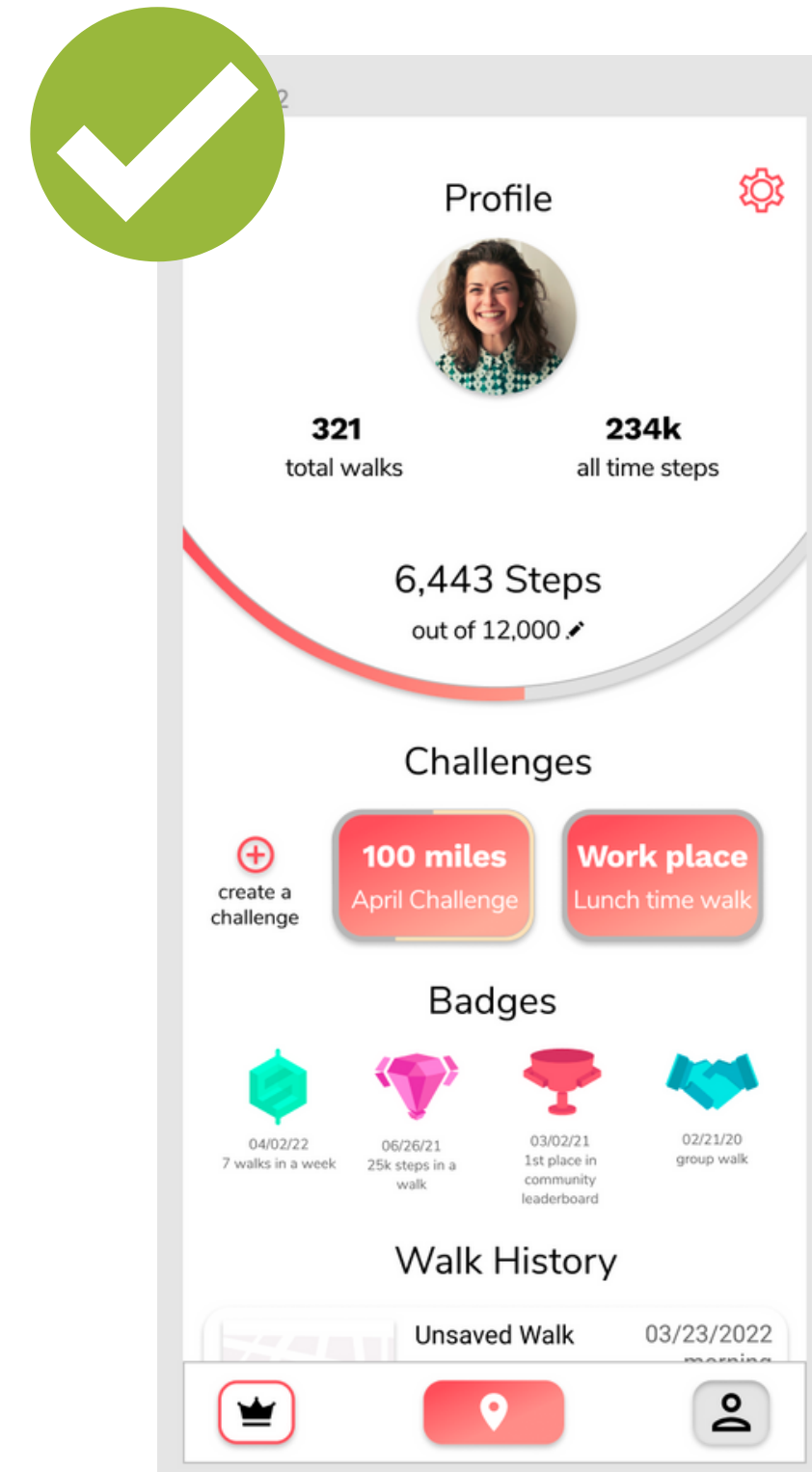


Profile/Settings

High - Usability Test Results

4/4

Participants passed this flow with no guidance



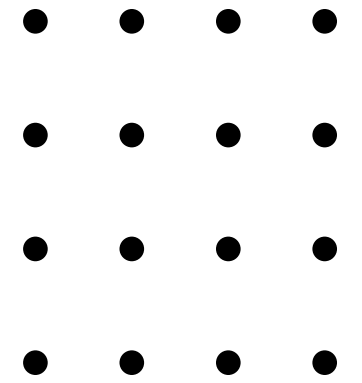


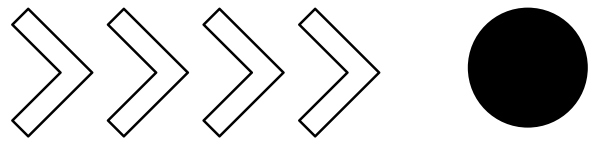
Link to full usability test data

Link to updated high fidelity.
prototype

Outcome

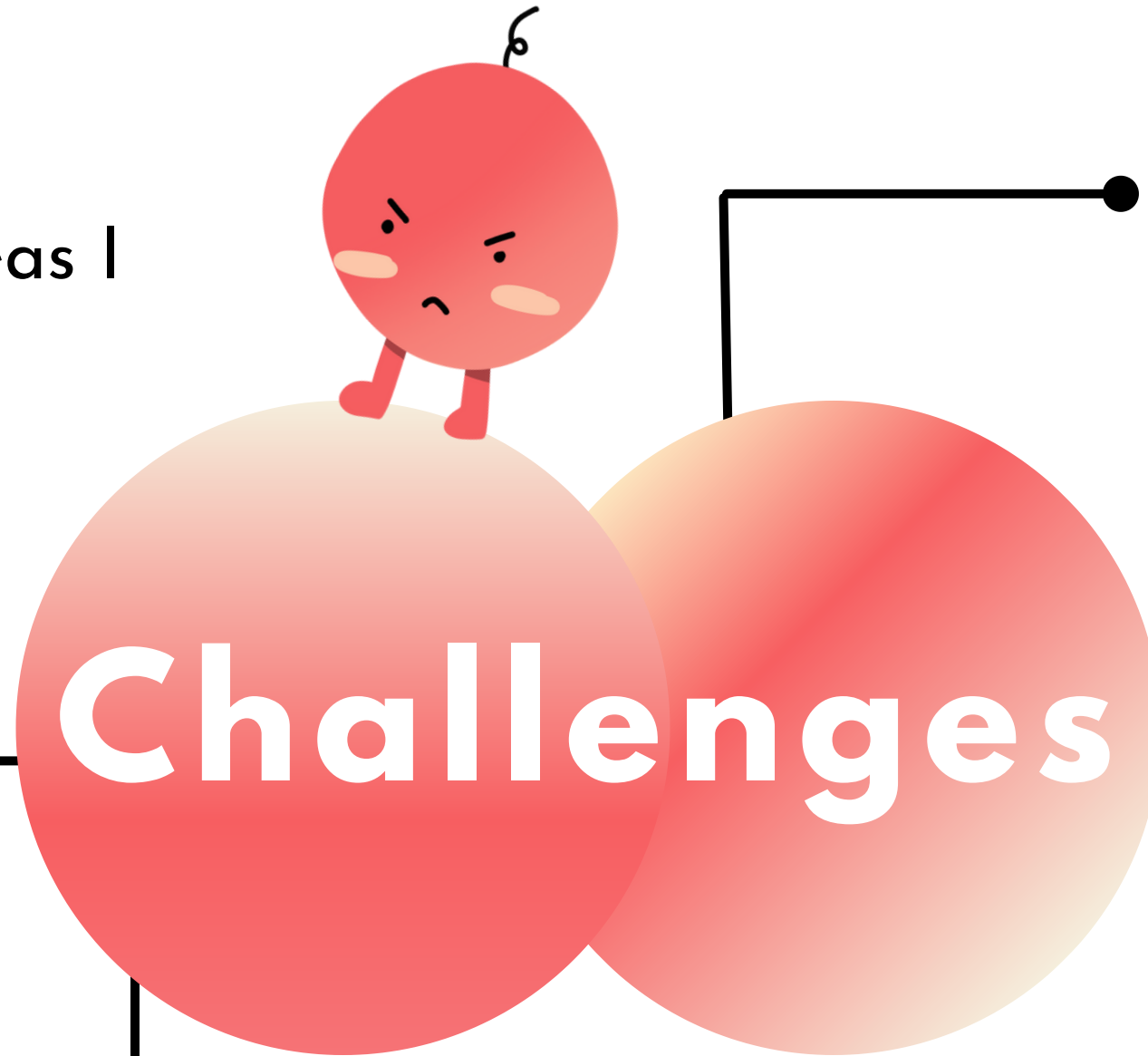
Challenges
Risk Management Plan
Reflection
Next Steps





Short timeline

Not enough time to implement all of the ideas I originally had

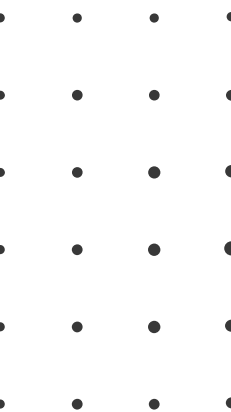


Solo project

There's only so many hands you can put on deck to get everything done

Time management

Juggling work & life's curve balls



Risk Management Plan

Outcome	Risk	Risk Category	Risk Trigger	Mitigation Strategy	Owner	Impact	Timeline
User friendly platform	User's don't find the product easy to use	Financial/Physical	UX/UI Design & flow structure	Conduct usability tests frequently between each design iteration/process	UX Designer (me)	All users are effected as the app is not user friendly -- this will also result in less users of the app which will eventually lead to a bad reputation of the app	Immediate
Trust the product for privacy	User's fail to trust the product's privacy and deactivates their account and deletes the app	Legal/Emotional	Ongoing privacy law scandals among social media platforms & failure of the researcher not staying current of the news	Transparency on how the app handle's the user's private information since Walk would be tracking their location/starting routes from their location (which most often could be their home)	UX Researcher (me)	The user's who are skeptical of privacy laws are effected	Gradual

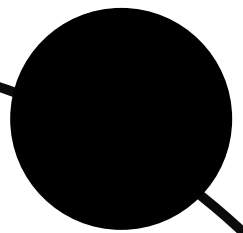
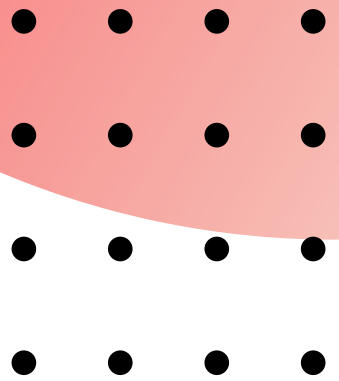
Risk Management Plan (cont.)

Outcome	Risk	Risk Category	Risk Trigger	Mitigation Strategy	Owner	Impact	Timeline
Easy to create walk routes & make them public	User's find it difficult to create routes and save them to make them public -- thus are not creating any routes for the public	Physical/Reputational	UX/UI Design -- The user fails to use the app or it's hard to use	Conduct further usability tests especially with local businesses utilizing the app to create walk routes for their area to lead customers to them	UX Designer (me) & Local Businesses (Stakeholder - for not making routes to lead user's to)	The user's who are not familiar with the function of the app/confused are effected	Gradual
Encourages user's to explore their area / the walks lead them to new places	User's regularly take the same walk route due to their comfort zone despite having pre-populated routes -- thus they're not exploring their neighborhood and local businesses aren't able to reach them	Physical/Emotional	UX/UI Design -- The app fails to encourage users to try new routes & failure to study the field and the target audience's need	Better user research and more frequent high fidelity usability testing to build a product that will meet the needs of the users and stakeholders	UX Designer & UX Researcher	The local businesses who want to reach user's on the app are effected because people aren't reaching them	Gradual

Reflection

With the last 2 class projects and the residency being group work, I forgot what it was like to own something from beginning to end again. It was very rewarding to see something that was only just an idea in my head come to fruition within the past few weeks!

I learned once again just how valuable peer & user feedback is when it comes to design -- I believe that I was only able to get my app this far with the feedback I've received! Many things were pointed out to me that I either missed or didn't even think about and resulted in transforming my designs.





Next steps:

1. Finish designing any incomplete flows & test
 2. Design & test micro interactions
 3. Design a smartwatch interface
- 

End walk

Thank you!

Do you have any questions?

