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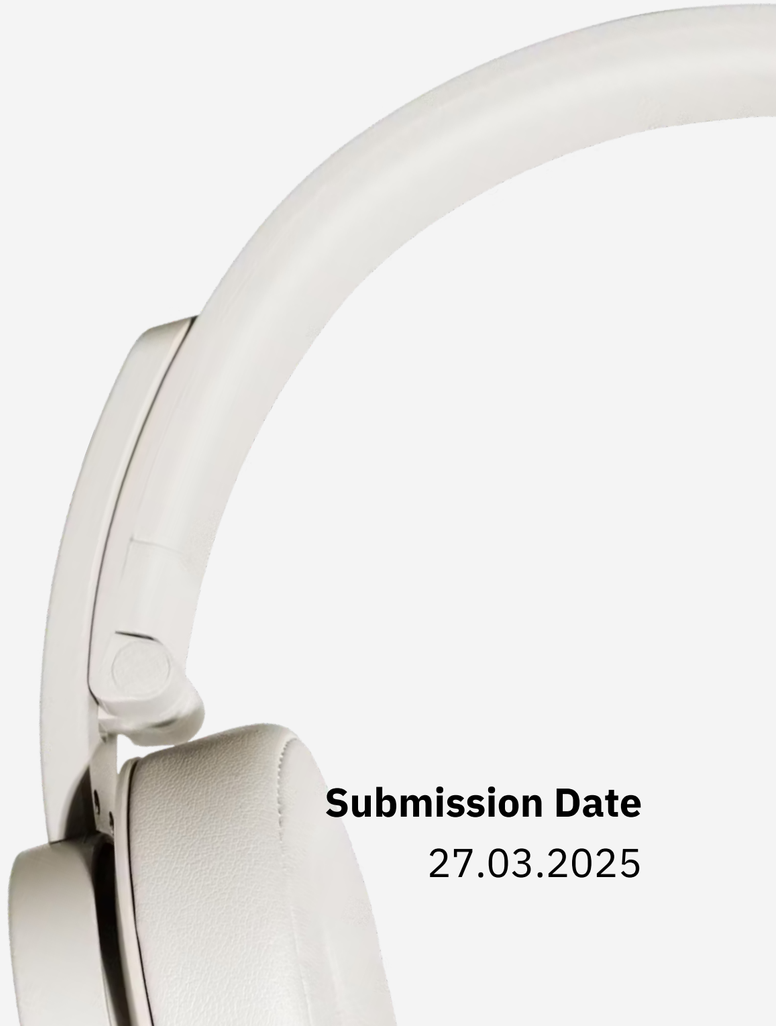
Assignment
W27.UXM03

Course Assignment



Submission Date
27.03.2025

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Introduction

Introduction

For this assignment, we designed a fitness app for both mobile and smartwatch—tailored to the needs of Jarno, a busy, tech-savvy design manager. The app helps him stay consistent with simple, no-equipment workouts and track his heart health over time.

The mobile app offers detailed features like workout search and progress tracking, while the smartwatch provides quick access to key stats and reminders. Our goal was to create a seamless, user-friendly experience across both devices, supporting Jarno’s active lifestyle.

Persona

Persona

Jarno

Jarno is independent and motivated, but he needs help staying consistent. He cares about his health but doesn’t want complicated solutions. He wants technology that supports him without disrupting his daily life.

Age: 43
Work: Head of digital design
Family: Married
Location: Oslo, Norway

Goals

- Exercise regularly and easily – preferably without equipment
- Improve heart health over time
- Gain better insights into health data and progress
- Stay active, even with a busy schedule
- Be able to work out at home, while traveling, or at the office.

Frustrations

- Often forgets to exercise on busy days
- Time pressure and many meetings
- Hard to find simple workouts that fit into daily life
- Too many apps create noise or provide irrelevant information
- Watch apps often offer too little insight

Contextual scenario

15 minutes before the next meeting

Jarno is sitting at his desk after an intense video meeting. His calendar shows only 15 minutes until the next call. He feels a bit stiff and stressed, but he knows that small movements help with focus. Instead of picking up his phone, he flicks his wrist and opens MoveIt on his smartwatch. A suggestion pops up:

“2-minute desk stretch – improve posture and circulation.”

He taps “Start,” and the watch guides him through simple movements he can do while seated. Afterwards, he feels more clear-headed – and proud that he managed to do something for his health, even on a busy day.

“That was just right. Not too much, not too little.”

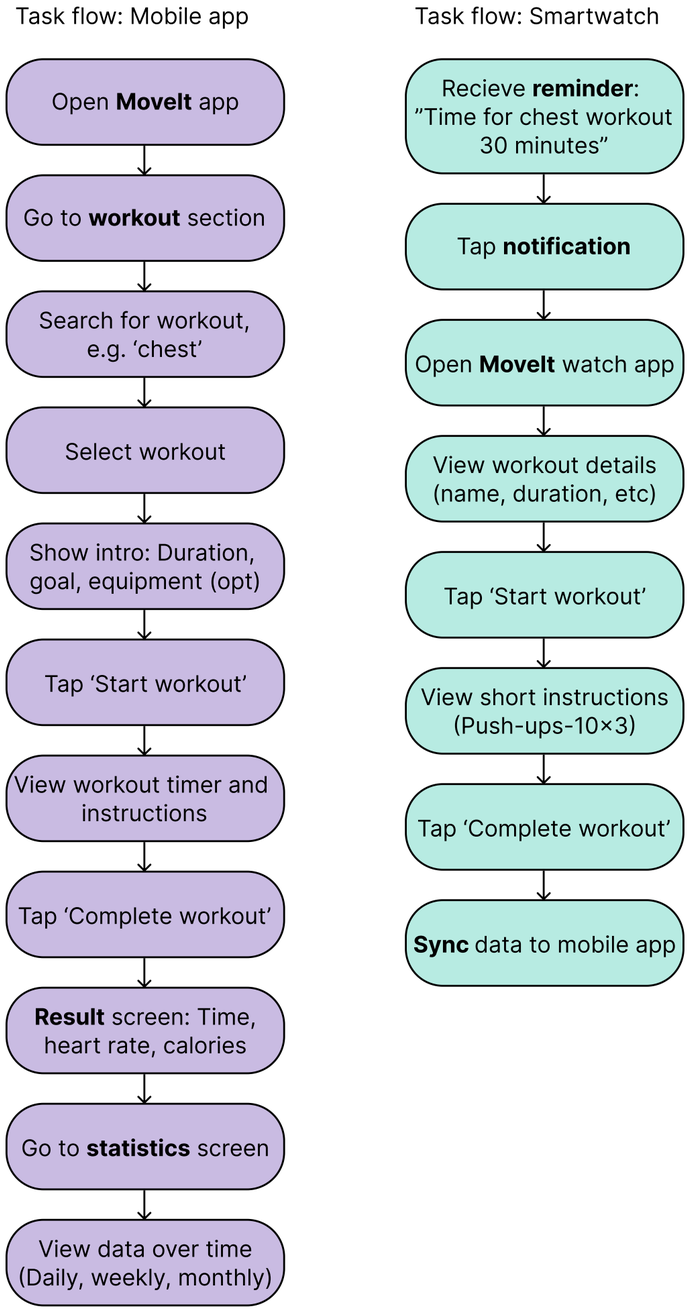
User flow

Task flow

The task flow illustrates the step-by-step process Jarno takes to complete a specific goal in the app: starting and completing a workout session.

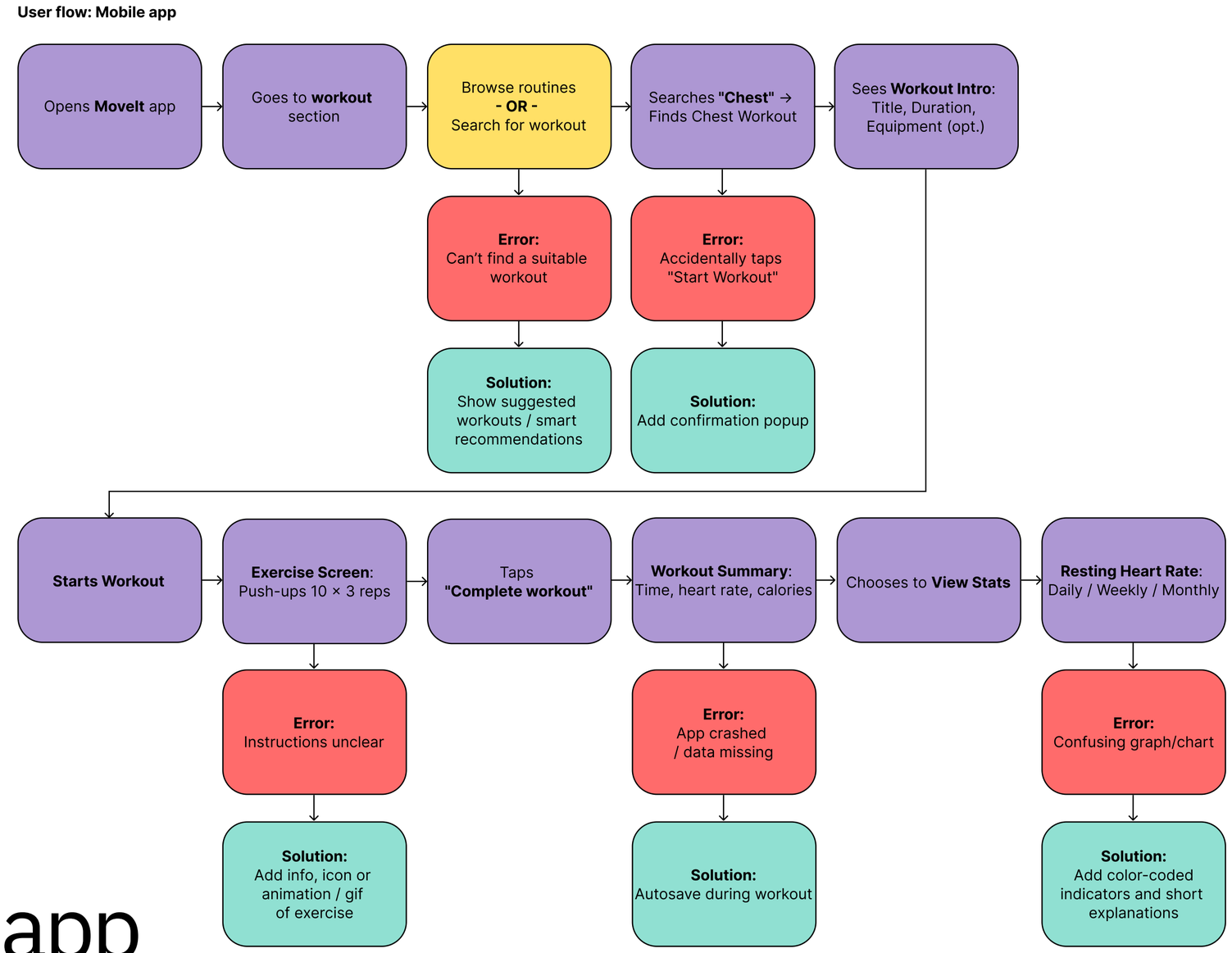
This linear flow focuses on the core task and assumes that Jarno knows what he wants to do. It highlights the key screens and actions needed to accomplish one specific task with minimal distraction.

Note: The user will have the option to tap **start** & **complete** workout from both devices, but it’s only necessary to do it from one as the other will synchronize in real time.

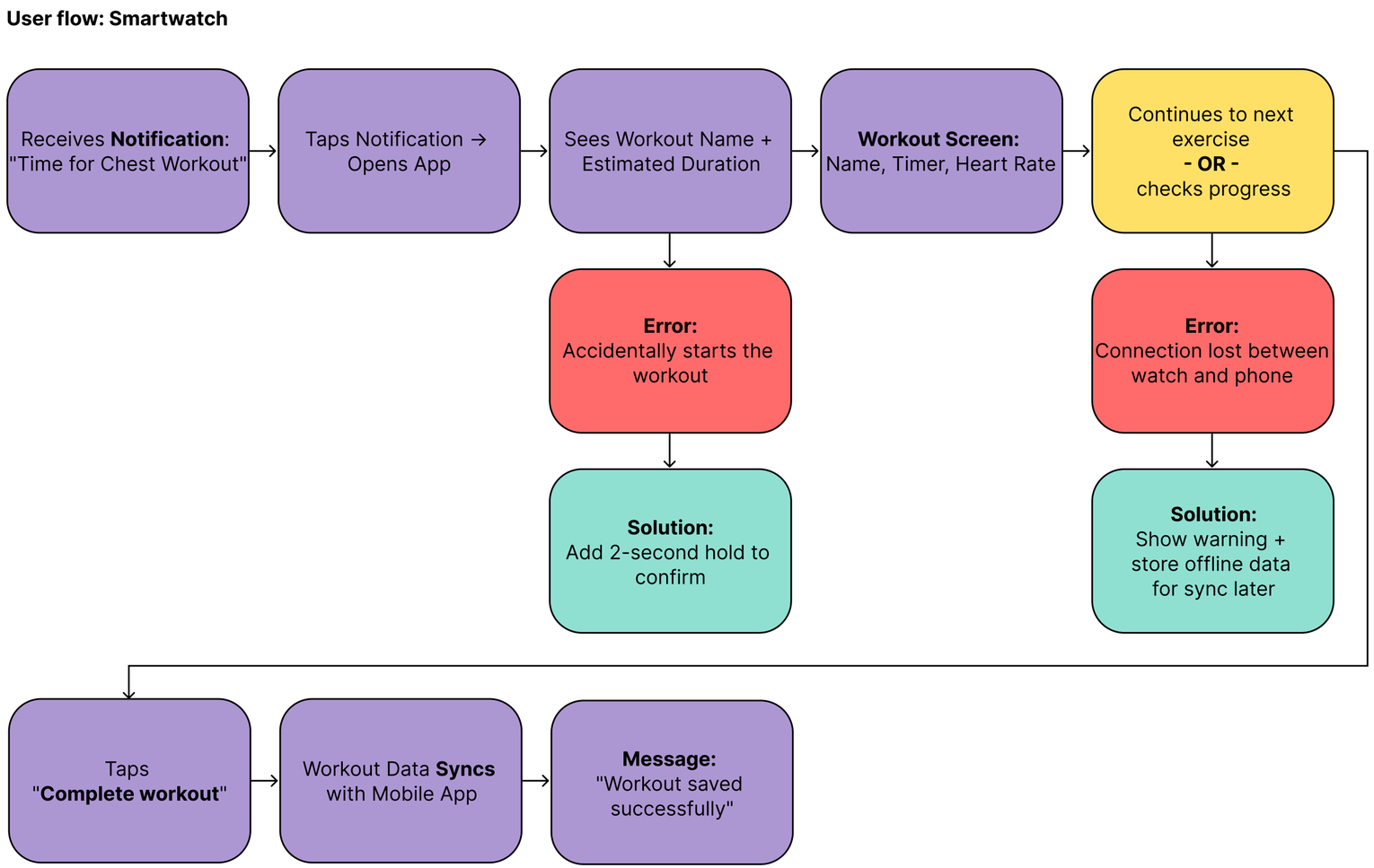


The user flow outlines the various paths Jarno can take within the MoveIt app based on his decisions, needs, and possible errors.

Unlike the task flow, this includes alternate routes, potential user errors, and system responses. It provides a more holistic view of the experience and shows how the app adapts to Jarno’s behavior—helping him stay consistent with his workouts, even with a busy schedule.



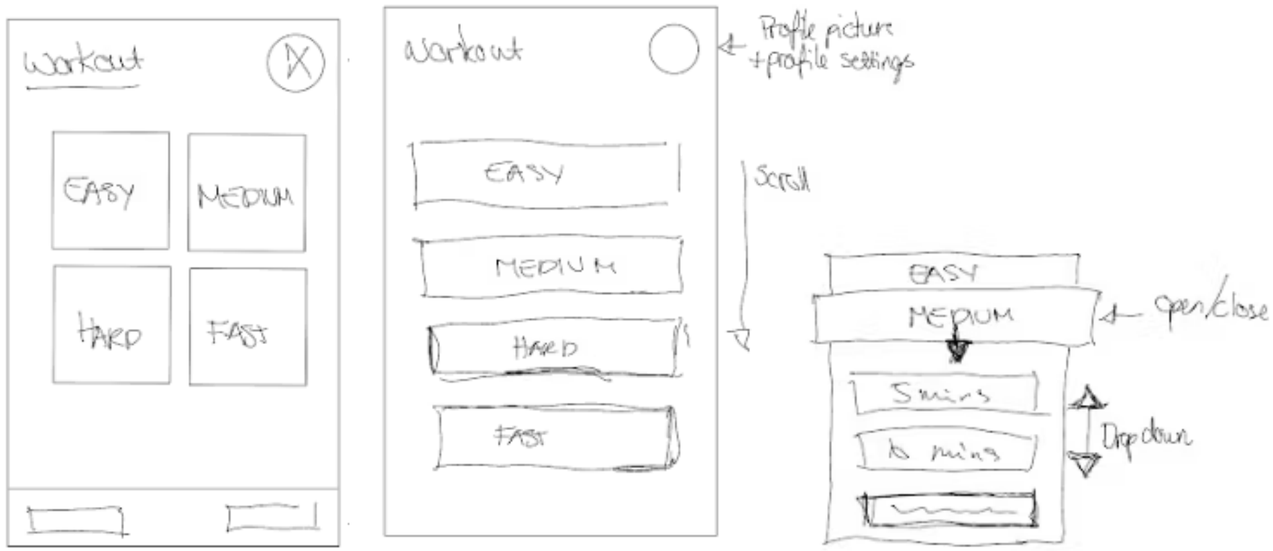
User flow: Mobile app



User flow: SmartWatch

Evidence of ideation

Mobile

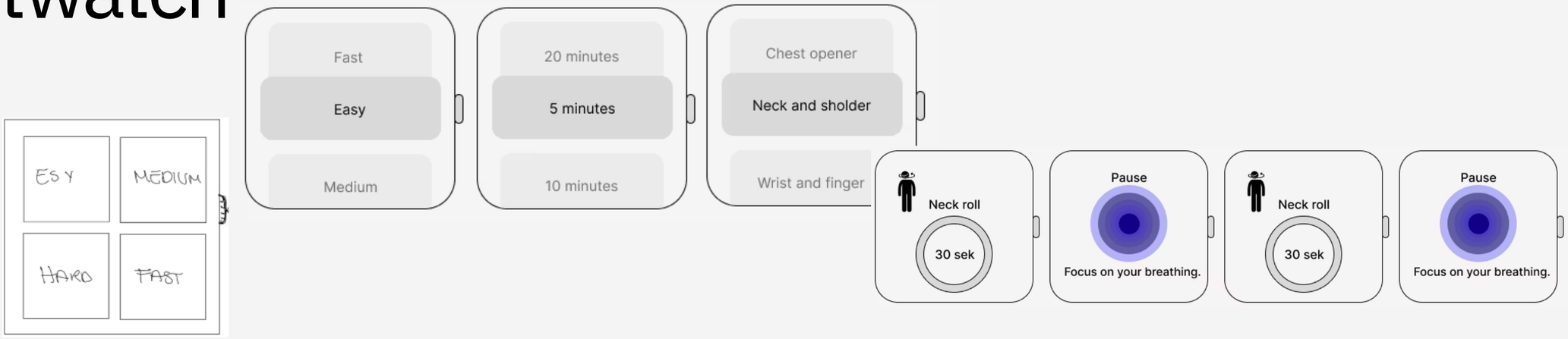


Our first step is to explore the best possible layout that works effectively on both mobile phones and smartwatches. We begin by focusing on usability and identifying which elements are essential and functional across both platforms.

In the initial sketching phase, we use simple boxes to map out content areas. This helps create a clear overview and keeps the design minimal and focused. All interface elements must be large enough to be easily tapped or read, ensuring accessibility and ease of use—whether on a larger mobile screen or a much smaller smartwatch display.

We are also aware of the functional limitations of smartwatches. Due to the restricted screen size and reduced interaction options, only the most important content and actions should be included in that version. Features need to be prioritized, and the design must remain clean, lightweight, and intuitive.
By starting simple, we can quickly test structure, hierarchy, and core interactions before moving into more detailed or visual design stages.

Smartwatch

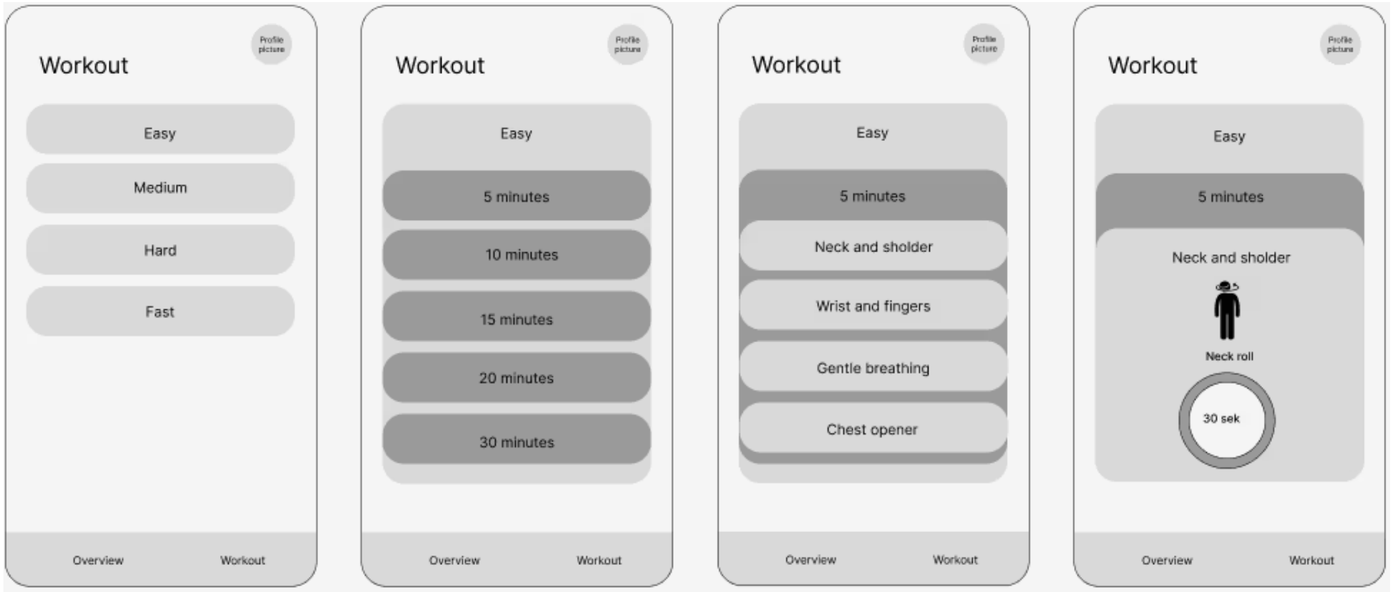


When adapting the same design for a smartwatch in low-fidelity wireframes, we quickly realize that the original elements are not user-friendly—buttons and content areas become too small and difficult to tap.

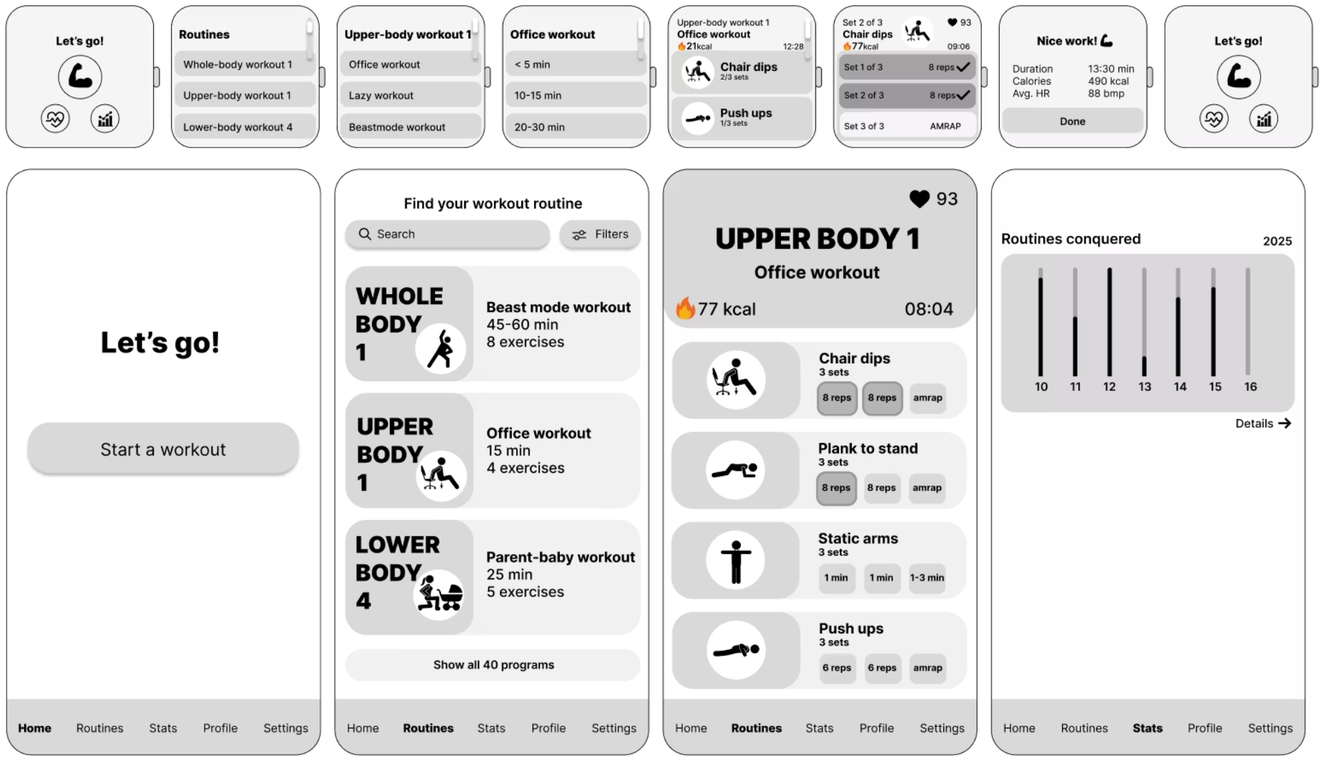
To improve usability, we revise the layout into a scroll-based design. By allowing users to scroll through larger elements, we ensure better readability and tap targets that are easier to interact with. This also gives meaningful functionality to the watch's side button or crown, which can now be used to scroll smoothly through the interface.

This design shift enhances the user experience by prioritizing accessibility and ensuring that each interaction feels natural and comfortable on a small screen.

Mobile



After identifying the most user-friendly layout for the smartwatch, we adapted the mobile version to match in both structure and interaction. This ensures a consistent design experience across platforms, making the app easier to recognize and use. Consistency reduces cognitive load and improves usability. By mirroring key elements and scroll-based navigation, we create a seamless, intuitive experience



We are diving deeper into the design to explore opportunities for further simplification while maintaining optimal usability. This process applies to both the smartwatch and mobile versions.

On the smartwatch, we aim to simplify the interface to improve touchpoint usability (optimized for fingertip interaction). Corresponding adjustments are made on the mobile version to ensure a consistent and recognizable design across devices.

When designing the focus was on clarity and motivation, aiming to guide the user smoothly through their workout. The layout is clean supporting quick decision-making and keeping the experience focused and engaging.

NUF technique

NUF technique

To evaluate and refine our design ideas for the MoveIt app, we used the NUF technique.

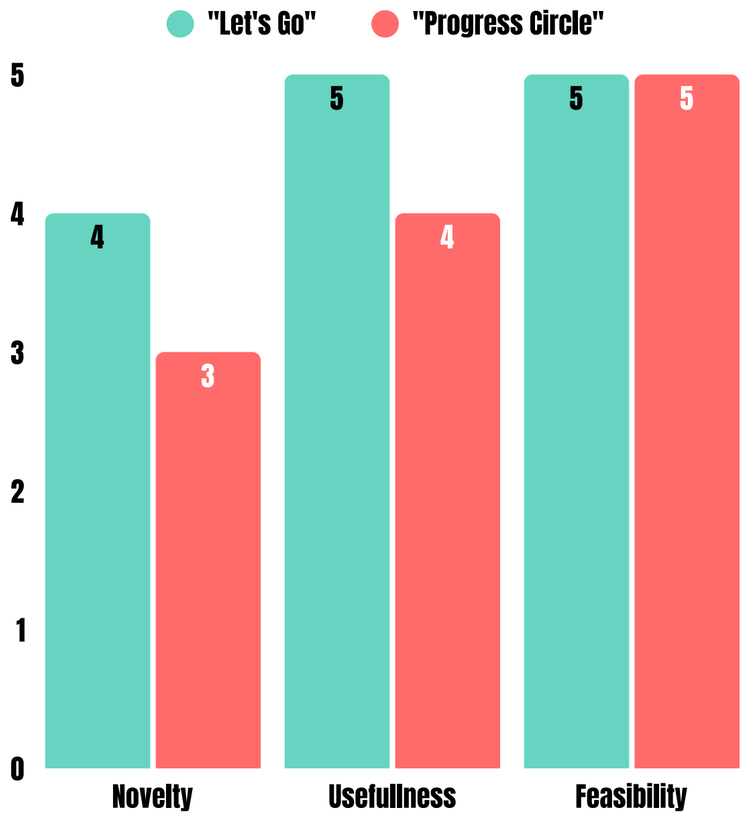
By scoring each idea on a scale from 1 to 5 in each category, we were able to compare options objectively and select the strongest solutions for both the mobile and smartwatch apps. This approach helped ensure our final designs are not only creative but also practical and aligned with Jarno’s needs.

IDEA	NOVELTY	USEFULNESS	FEASIBILITY	TOTAL
“LETS GO” VERSION	4	5	5	14
“PROGRESS CIRCLE” VERSION	3	4	5	12

NUF technique - Insights

- The **“Let’s go”** version wins due to its clear progression, well-structured, and guides users smoothly through choices and workouts. It strikes the best balance between novelty, usefulness, and feasibility. It tracks performance while maintaining smartwatch and mobile feasibility.

- The **"Progress Circle"** offers good potential, especially with modular exercises and a clear user flow. It has clean flow, low cognitive load, and is quick to learn for the user. However, it is less novel and slightly less useful for some users, as it may feel too basic for regular exercisers seeking a more dynamic experience.

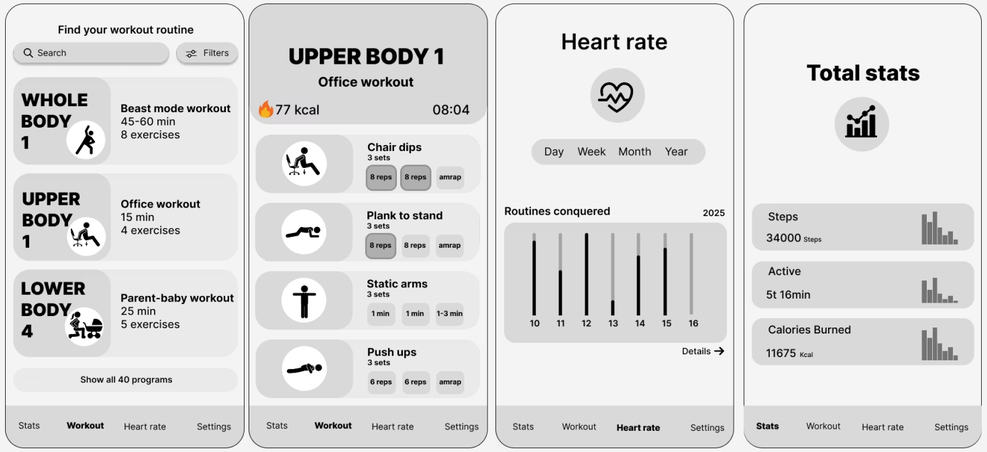


The “Let’s Go” version stands out as the most balanced choice, offering high usefulness and feasibility. While “Progress Circle” excels in feasibility with its practical, minimalist design and easy navigation, “Let’s Go” proves to be the more practical and user-friendly option overall.

Low-fi prototypes

Click to visit our Low-fi prototypes

Smartwatch



Mobile

Hi-fi prototypes

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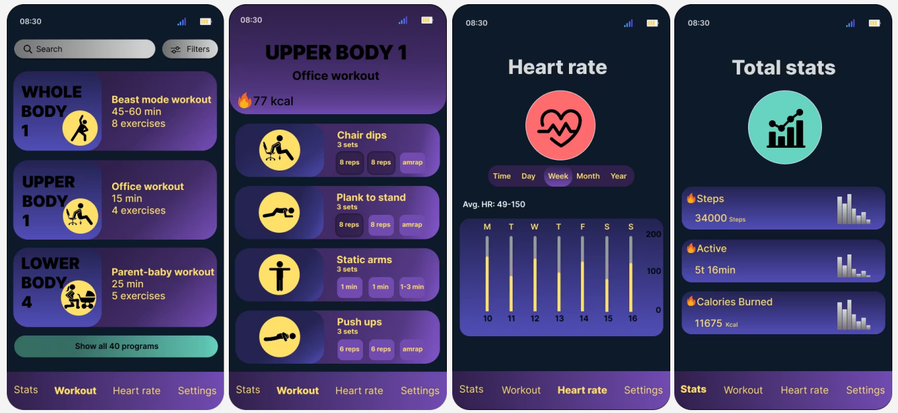
Smartwatch



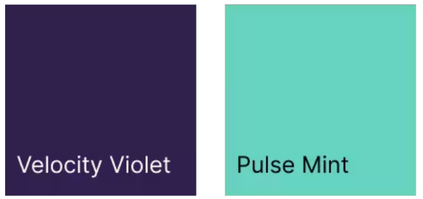
Mobile

Design choices

In designing for the smartwatch screen, we prioritized high-contrast, glanceable colours on dark backgrounds. Clearly differentiated colours help users instantly identify interactive elements, reducing cognitive load during quick interactions.

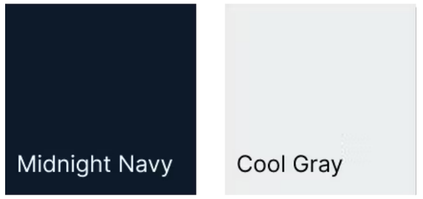
Wearable interfaces often use slightly muted colours to ensure that text and icons remain readable in different lighting conditions, meeting accessibility standards for contrast. These best practices shaped our choice of vibrant highlights and neutral backgrounds, ensuring Jarno can effortlessly track his workouts and health data at a glance.

Primary colors:



Velocity Violet: A clear, sporty purple that gives a sense of energy and reliability. Works well for buttons, logo and main accents
Pulse Mint: A fresh green color for accent, progress indicators, ‘go’ signals and completed workouts

Secondary colors:



Midnight Navy: A deep, dark blue for background or dark mode.
Cool Gray: A light, neutral gray that works well in light mode and provides good contrast

Accent colors

Power Coral: A warm coral-orange that is eye-catching and warms up the palette. Can be used for CTA buttons and reminders.
Focus yellow: A great contrast and energetic color that gives impression of activity and progress. Works well for enhancing data such as calories and pulse, as well as notifications in app.

Conclusion

Conclusion

The MoveIt app successfully meets the needs of our tech-savvy persona, Jarno Lindeman, by delivering a focused and accessible fitness experience across mobile and smartwatch devices. After comparing two design directions, the “Let’s Go” version emerged as the strongest concept, thanks to its clear visual hierarchy, guided progression, and consistent structure—supporting Jarno’s fast-paced lifestyle.

Our design choices emphasized simplicity, clarity, and continuity, ensuring seamless interaction between phone and watch. While the “Progress Circle” offered a clean and minimal experience, it lacked the same level of user engagement and support. Ultimately, “Let’s Go” provides a well-balanced, intuitive design that encourages consistent workouts and real-time health tracking, making it the most practical and user-centered solution.

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