Supporting fitness motivation among busy people struggling to exercise

A user-centered design process
During a four-week qualitative research study, we gave pedometers to six graduate students and collected data through:
- Initial interviews
- Group blog entries
- Design workshop
- Exit interviews
- Paper prototyping session

Serving a new fitness niche
Our user research revealed:
- Busy people exercise informally
- Casual exercise is hard to track
- Comparisons with peers are difficult

We designed a solution in which:
- Pedometers measure everyday activity
- People can visualize goals and progress
- People enjoy friendly competition and teamwork

Design concepts match users' mental models
Dashboard

Your fitness data
- View personal fitness trends at a glance
- Track personal activity trends
- Tag daily step counts

Competitions & games
- Check progress in competitions
- Tag step count highs and lows
- Compare progress with other users

Your social network
- Explore fitness activity in social network
- Identify other users with similar interests
- Create accountability with a group competition
- View individual contributions to the team total