

FITAYE x  **Xccelerate**

Service Report

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FTUX June 2022 Cohort

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Executive Summary

FITAYE is a client to coach matching application that replaces the traditional gym packages and memberships. It is a one stop searching, booking and payment app without the need of third party communication methods. Newer coaches are able to market themselves to a wider audience while clients are able to find more affordable fitness options.

This project focuses on researching user behavior and developing key features to provide a better user experience for both parties.

UX Design Process:

- Observation and Assumptions
- Interviews
- Personas
- User stories
- User flow
- Site map
- Service blueprint

With the data collected from our research, the following features were designed to keep in line with both FITAYE's vision and user experience.

- Global search function, currency exchange
- Company set up
- Crypto wallet
- Profile page, verification
- Referral
- Website creation

Finally, a service blueprint was created to help facilitate future steps and plans to take in order to elevate FITAYE's service to the next level.

Research Plan

1. Define the Project Objective & Scope
2. Identify the Discovery Points
3. Identify the Target Users
4. Determine the Assumptions & Hypothesis
5. Designate research methods & determine participants criteria

Project Objective

Conduct UX Research and understand FITAYE's Target Users, in order to provide UX/ UI solutions and service recommendations.

Identify and develop key features from the Product Roadmap, to provide an enhanced client to coach booking experience and service.

& Scope

The 2 week project required an agile approach, with the goal of creating a working prototype and providing actionable solutions. Therefore the cohort identified the objective to improve the beta app and provide UX/ UI recommendations. The research plan focuses on affirming and identifying the Target User's needs and wants for a coach to client matching app, in order to reach the aforementioned objective.

At the end of week one, the project scope shifted. Thus a second objective, focussing on the product roadmap features, was identified and included into our design process and this report. Consequently, the research plan and interview questions do not reflect the product roadmap features. To support the product roadmap features, the cohort has provided a list of next steps and service recommendations, in this report.

Discovery Points spotlights what needs to be researched to learn about the Users and understand the problem space. It can identify the initial direction of the research and frame the problem(s) that need to be solved, for the ideation and design phase. The Discovery Points listed below, detail the project's research goals.

App

- Are there any competitor apps, how do they compare, and what can we learn?
- What works well in terms of UX Design on the beta app, and what could be improved?

Coaches

- What are the difficulties that freelance coaches/ small business owners face, currently?
- What do coaches need in a one-stop coach to client matching app?

Clients

- How do Clients (people who book, or wish to book freelance coaches/ classes) currently find freelance coaches or small studio classes?
- What are their difficulties in finding coaches? How can we provide an easy experience?
- What do people who participate in fitness and sports think about freelance coaches versus gym employed coaches?

Target Users

Target Users are based on the information provided by FITAYE and the cohort's initial assumptions, based on an analysis of FITAYE's beta app.

Coach

Any kind of freelance fitness coach or small gym/ studio owner, in any kind of sport or discipline, who wants to expand their clientele and advance their business; New, experienced, committed to a gym but the gym allows them to take on freelance work.

Client:

- People who want to find a fitness/ sports coach, for a 1 on 1 experience.
- People who want to exercise but don't want to join an expensive corporate gym.
- People who are looking for a new fitness experience/ sport to try - either for themselves or their kids/ family/ friends.

Assumptions & Hypothesis

The assumptions list below was produced based on the cohort's existing understanding of the freelance fitness coach environment in Hong Kong (it can be noted that some of the student's fall under the Client Target User), the information provided by FITAYE, and the cohort's analysis of the beta app. The assumptions detail our opinion on what needs to be validated (or invalidated) by research, and the hypothesis provides a proposed starting point or suggested solution.

We believe (assume) that...

- Coaches need a one-stop place to manage their clients, bookings, and payments, because their current method is inconvenient.
- Coaches need a strong cancellation policy to protect their services and time.
- Clients (people who exercise) prefer 1-1 coaching, for a personalised fitness experience.
- Clients have trouble finding freelance coaches on their own.

Therefore we believe (aim to create) a user-friendly one-stop app that allows Coaches and Clients to find each other and manage the freelance coaching experience, in a convenient way.

This will result in growth in the freelance coaching industry, beginner coaches will have a strong network of clients, and more Hong Kongers will be involved in fitness and sports

We will have confidence to proceed when we reach FITAYE's target number of Coach & Client sign-ups for the first 6 months of the app launching.

Research Methods

For this 2 week project, the cohort decided to conduct current app testing and analysis, current website analysis, competitors analysis, and target user interviews. Surveys were considered, however it was reserved for a future phase of the project.

Interviewee Criteria:

- People who used to coach, or currently coach.
- Coaches who are currently freelance.
- have had, or currently have a freelance fitness/ sports coach.
- People who want to exercise but don't want to join an expensive corporate gym.
- People who are looking for a new fitness experience/ sport to try - either for themselves or their kids/ family/ friends.

The cohort split into a Coach and Client team, and proceeded with the secondary research (current app testing and analysis, current website analysis, competitors analysis) and primary research (target user interviews).

Research Synthesis

Once the interviews were completed, Research Artefacts were created so we could synthesize and analyze the qualitative data. The following artefacts were created:

Affinity Map – this allowed us to analyse findings from the research and find out the key user pain points that needs to be addressed (refer to the Appendix).

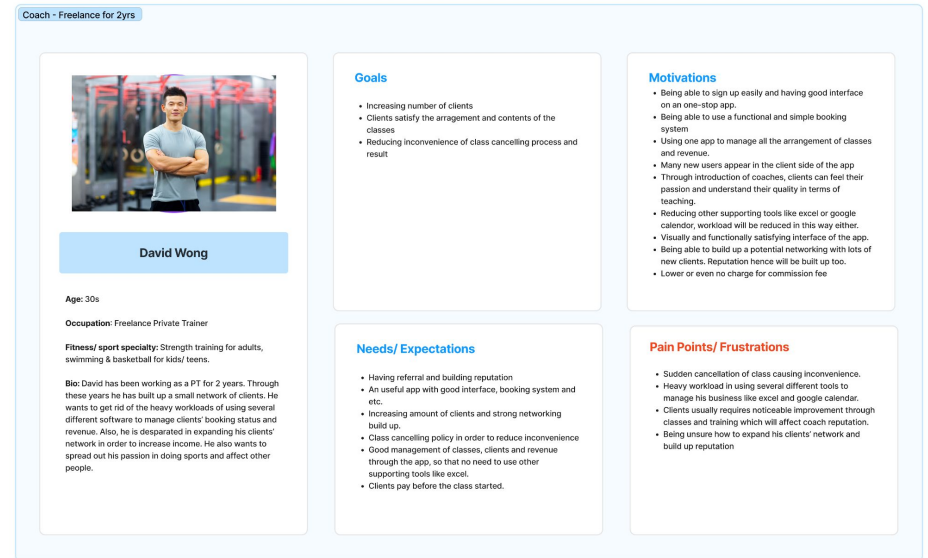
Personas – this helped us to understand the user's needs, experiences, behaviors and goals. 3 Personas were created based on our User interviews (4 Coaches, 6 Clients).

Persona – Coach

The information from Persona, summarizes the information taken from the Affinity Map. It consolidates the customer motivations and behaviours, and provides a visualization of a group of people to create solutions for each problem.

Below is the Persona for the Coach:

- “What really keeps me being within this industry for 2 years, is **passion**. Of course **I want to have more and more clients**, but besides the fact that it is not easy to do so, I need quite a lot of efforts to manage the class situation, such as **class cancellation from students and fees tracking**.”
- “So, it would be great if there is an one-stop app allowing me to **build up reputation and networks between clients**. And it will be even better if I can **arrange all the small issues like time and venue booking, revenue** and etc.”
- “I won’t reject a popular app with all these managing functions I have mentioned above, because a lot of people are using it, and hence I can spread my passion out to the world and affect others, in terms of doing sports and being healthy.”




[Click here for artefact PDF](#)

Persona – Client 1

From the Client's Affinity map, we extracted the following data, for the Persona:

- **"I started training because of my back pain.** I need some exercise to maintain a fit lifestyle. I choose pilates and I fell in love with it."
- **"I want a coach who has good qualifications, and better to have some existing knowledge or be an expert in their field. And will create a programme that protects my back."**
- **"To maintain my health, I try different sports like boxing. I find boxing really fun, and want to continue learning it. However, my previous gym membership is too expensive for me and not flexible."**
- **"Since I left the my old gym, I don't know how to find a coach by myself.** I don't want to spend too much time looking a coach or trying out bad coaches. I would prefer a freelance coach, and female is better, because she will understand about bad period days".

Client - Pilates lover & Boxing beginner



Emma Smith

Age: 30s
Occupation: Sustainability manager
Fitness/ sport aim: Experienced in Pilates and Boxing beginner

Bio: As an environmentalist and sustainability expert, Emma has always been interested in fitness. She started working out because of a back issue, so Emma started with Yoga and then moved onto Pilates. Falling in love with Pilates, it is important for Emma to maintain her fitness to look after her bad back. Emma started learning boxing at a large gym company, but has left that gym because it became too expensive. She wants to continue learning boxing, but needs to find a freelance boxing coach.

Goals

- Maintain a healthy, sustainable, and fit lifestyle.
- Used to exercise 3 times a week, but wants to move up to 4-5 times a week.
- Because of her back issues, Emma is aiming for a healthier back - more flexibility and less pain.
- Started boxing and really loved it, so she wants to carry on the sport and improve.
- Wants to specifically find a female boxing trainer, as they might be more understanding on bad period days.

Motivations

- Motivated by her sustainability values. Wants to stay in good health, and live a sustainable life.
- Motivated by the bad back pain.
- Emma finds boxing really fun, so wants to continue learning it.

Needs/ Expectations

- A coach with good qualifications is necessary.
- Has some existing knowledge on fitness, so needs a coach that is an expert in their field, and will create a programme that protects her back.
- Has a busy work life, so wants to stay organised with her fitness schedule.
- Would prefer it if the one stop-app can link to her google calendar, which Emma uses to schedule everything.
- Expects a freelance coach to have more flexibility and a tailored programme, compared to gym coaches.
- Expects to search and find coaches easily through a one-stop app.

Pain Points/ Frustrations

- Gym memberships have not been flexible in her experience.
- Her previous boxing trainer works at the large company gym, so she cannot join his classes anymore, since leaving the large gym.
- All of her previous coach contacts have been through a large company gym, or through friends/ word-of-mouth. So she doesn't know how to find someone in a new sport.
- Emma has a busy worklife, so doesn't want to spend a lot of time searching for coaches, or trying out bad coaches.


[Click here for artefact PDF](#)

Persona – Client 2

The second Client Persona is based on 2 interviewees that are the average salaryman:

- When it comes to hiring freelance coaches, clients' concerns are mostly about whether the coach is **knowledgeable, experienced, qualified and trustworthy**. In our interviews, we found out that our interviewees met their coaches through the recommendation of their friends, or referred to them by their current or previous exercise coach.
- On motivations, we found out that their primary reason for finding a suitable coach is to learn, to have someone motivate them, and to guide them.
- **“Desire to do something new”, “Because I need someone to push, lecture, and motivate me”** are two quotes that best sum up our interviewees' thoughts behind their motivations. Simply put, they wanted to **learn new sports and needed someone to guide them**.

Client - Exercise beginner, hobbyist



James Chan

Age: 20s
Occupation: Salary worker

Fitness/ sport aim: General exercise to stay healthy

Bio: James is a salary worker. James began exercising a couple of weeks ago, hoping to strike a balance between work and health. Hoping to go further and someone to motivate him, James hired a coach to help guide him through various exercise and provide him with a schedule, diet suggestion that would suit and benefits him the most. For a salary worker, OT is not an uncommon occurrence. As such, he prefers a freelance coach who allow a much more flexible training sessions, but finding a reputable coach could be time consuming. So he hired his coach through the recommendation of his friends.

Goals

- Finding knowledgeable, helpful and experienced freelance coach with qualifications. Freelance coach would provide much greater flexibility when it comes to booking sessions, so freelance coach is mandatory.
- Hiring a freelance coach to help provide guidance, provide safety tips, come up with plans etc., as well as to teach various new sports and how to play them.

Motivations

- Wants to strike a balance between work and health
- Wants to learn various new exciting sports
- Want some sort of new hobby to do in spare time

Needs/ Expectations

- Having a rating system would greatly help with finding a reputable, experienced coach
- Search result has option to filter/sort by location and price would be helpful.
- Option to search classes and sessions by needs, sports or class types.
- An app with built-in calendar would help with scheduling without the need of using third-party app, which might be mildly annoying when there a lot of things to reconsider. Preferably it would also add sessions, times to the Google Calendar automatically.
- Able to watch videos by or recommended by coaches.
- Easy way to communicate with the coach.
- Accept credit card or through other app as payment would be preferable.

Pain Points/ Frustrations

- Whatsapp booking is difficult, not synced to Google Calendar, need to add manually, not convenient.
- Inflexibility or lack of range of options on cancellation policy is frustrating
- Finding specific exercise video tutorials or classes on Google can be difficult, since there's too many.

[Click here for artefact PDF](#)

Translating Findings into Insights

- Insights
- Problem Statement
- Jobs to be Done
- User Stories

Insights - Coach

- Coaches need referrals in order to build their reputation and network, so that they can secure their income with a stable client base. Coaches want a stable source of clients and hope that they will be referred to by their existing clients. Coaches also need to work on marketing on their own in order to attract new customers. It's even more important to Coaches with less experience.
- Coaches usually use different tools to handle different administrative tasks. For example, recording client's progress with Apple Notes, tracking income with Excel, Google Calendar for setting up their class time table and promote their class on social media. It is a heavy workload to use different tools to manage their business. Also, uncertainty is caused by unfamiliarity with these tools.
- Coaches want to avoid inconvenience caused by sudden cancellation of classes because it can affect their schedule unexpectedly and may also affect their income.

Coaches want (*Desire, need*) to organise their administrative work well

Because (*Aim, need, outcome*) it can get messy, having so many client's information and transaction records

But (*Restriction, challenge*) the heavy workload from using different tools (whatsapp, excel) makes it difficult to stay organised.

So, it would be better for coaches to have a one-stop place to manage their clients, bookings, and payments.

Coaches want (*Desire, need*) to avoid inconvenience caused by sudden cancellation of class from clients

Because (*Aim, need, outcome*) it affects their schedule and even income

But (*Restriction, challenge*) Clients usually change location/ time or cancel the class in short notice.

So, the cancellation policy should protect the rights of coach, or even both sides.

Insights - Client

An exercise beginner...

Wants (*Desire, need*) to learn more about fitness

Because (*Aim, need, outcome*) as a beginner, they want to go further in their workouts

But (*Restriction, challenge*) they lack the knowledge to push themselves further and searching specific exercise videos can be confusing, as there is too many.

So, they need a coach to teach new exercises, and motivate them to go further in their fitness journey.

A busy office worker...

Wants (*Desire, need*) a freelance coach rather than a gym employed coach

Because (*Aim, need, outcome*) gym employed coaches are linked to a gym membership, which is not worth it for them, because they work a lot of OT

But (*Restriction, challenge*) they do not know where to start to find a fitness coach that is qualified and flexible.

So, a platform that allows searching for fitness coaches for beginners, would help them.

A organised Pilates lover...

Want (*Desire, need*) a efficient way to book their Pilates class

Because (*Aim, need, outcome*) they find communicating with coaches through Whatsapp to be inefficient, as it is not linked to her Google Calendar.

But (*Restriction, challenge*) there is no alternative method or platform to organise their classes

So, a communication method that links to Google Calendar, would be ideal.

A boxer with back issues

Want (*Desire, need*) a boxing coach that will be careful of their back issues

Because (*Aim, need, outcome*) the gym coach is too expensive and less personal

But (*Restriction, challenge*) their network does not personally know any boxing coaches. It is difficult to find a good coach.

So, a reliable and reputable coach database/ search platform, would help them find a coach

Insights - Client

From our interview synthesis, we obtained the following insights.

Firstly, many of the target Clients have the motivation and goal to start exercising, in order to achieve a healthy lifestyle. However as beginners, they lack the knowledge in how to start, or how to push themselves further if they have started to exercise. Finding resources online can be difficult and overwhelming, if they have a specific exercise or movement in mind - due to the plethora of information available. Therefore Clients would prefer a one on one coach, who can guide them through new exercises, teach them proper techniques, so that they can start their fitness journey correctly.

Freelance coaches tend to be preferred in the aforementioned situation. As there is more flexibility involved in most aspects - from scheduling, to location, and pricing. Majority of our interviewees expressed they enjoyed the personalised workouts that a freelance coach provides. For Clients who work a lot of overtime hours, booking a coach that is employed by a large gym can be a struggle, as their availability may not align.

Finally, Clients would like a centralised and organised method to book and schedule their existing freelance or studio classes. Currently, most Target Users communicate with their coaches using Whatsapp. This can become inefficient, as Whatsapp is not linked to any third party scheduling calendar/ platforms, such as Google Calendar. The Clients have to manually enter their classes into their own calendar app, which can be frustrating when they have a busy work life.

Problem Statement - Coach

Being a freelance coach seems like you have everything under control and can be more flexible, however there are still different kinds of difficulties reflected from our research, and interviews with freelance coaches..

A freelancer's job usually means no fixed income. **So a stable and reliable customer base is what a freelance coach can rely on.** There is a difficulty reflected from the research, where they are **unsure about how to expand and maintain their clients' network and build up a reputation.** However it is shown from the research that coaches get their job opportunities through referral from existing clients.

It is even harder for a fresh freelance coach. They do not have a network of clients at the start of their career. They need to put even more effort than experienced coaches to promote themselves, and stand out in the market.

Reputations are developed through quality of service. Clients usually expect noticeable improvement from sessions. **Maintaining good quality of classes require a lot of preparations.** Setting up a customised lesson plan, recording each client's progress, managing class time-table and income, all these works are important and cannot be missed. It can be tedious and will definitely aggravate the workload of a coach.

Imagine after all the preparation and the coach is so ready to start the class, and client calls 2 hours before the class and wants to change the location or time or even cancel. **Most of the coaches from the interviews revealed, that sudden cancellation of class is the biggest frustration** among all and it causes inconvenience, because there is extra follow up work, such as rescheduling the class, rearrange the venue and so on.

Problem Statement - Client

From our insights synthesis, we have identified the following problem statements, to guide our ideation and designing:

Fitness beginners need careful guidance and quality expertise, because they want to learn slowly and properly, and may be intimidated by large gym companies.

People who have a busy work life, need an efficient and flexible method to schedule their workouts and classes, because they have to work a lot of over-time and might need to reschedule often.

People who have health concerns but still want to exercise, need freelance coaches, because they can provide a personalised program based on the Client's health situation

Jobs To Be Done

The goal of JTBD is to understand the outcomes the users are trying to reach.

It is a presentation of users needs born out of qualitative user research, such as field studies, interviews.

It can provide a useful way to articulate specific user needs.



Jobs To Be Done - Coach

Based on the our research findings and insights, our team discovered some features as below:

- First, coach desires to deepen the customer relationship management via efficient of managing the lesson by one-stop app.
- Second, Coach wants to join community in order to widen their client based which can help on exploring the potential customer
- Third, coach hopes to see is there any policy can be protected their rights, which can ensure revenue will not be affected by clients' unreasonable request.
- Fourth, coach is wondering what kind of bonus system with gain way that can motivate their clients actively on sport and health training.

<p>When (situation) I am looking at my busy schedule</p> <p>I want to (motivation, forces) see what product or app could manage my lessons effectively</p> <p>So that I can (expected outcome) deepen my relationship with my clients while keeping them delightful.</p>	<p>When (situation) I am worrying about the amount of students</p> <p>I want to (motivation, forces) see what community can widen my client base</p> <p>So that I can (expected outcome) explore the potential customers.</p>	<p>When (situation) I am noticing some unintelligible requests by clients</p> <p>I want to (motivation, forces) know what policy can protect my rights</p> <p>So that I can (expected outcome) guarantee my profit and time won't be affected by uncertainty situation.</p>	<p>When (situation) I am having the intention to show my passion on teaching</p> <p>I want to (motivation, forces) see any bonus system could reward to clients</p> <p>So that I can (expected outcome) keep encouraging them towards the training habit.</p>
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Jobs To Be Done - Client

On the Client's side, we discovered two themes from the interviews; the need for expert guidance, and the need for flexibility.

Need expert guidance

When (situation)
learning to exercise properly,

I want to (motivation, forces)
find a knowledgeable, helpful
and experienced freelance
coach

**So that I can (expected
outcome)** be provided a
workout plan, and receive
proper guidance and safety
tips.

When (situation)
working out and continuing
my fitness journey,

I want to (motivation, forces)
follow a programme that
protects my back,

**So that I can (expected
outcome)** keep working out,
while still looking after my
back

Need flexibility

When (situation)
looking for the freelance
coach,

I want to (motivation, forces)
conveniently see information
on their qualifications,
location, and class types,

**So that I can (expected
outcome)** find a coach quickly
and easily, within my busy
work schedule.

When (situation)
learning to box,

I want to (motivation, forces)
be able to take it easy
sometimes, and reschedule or
move classes when necessary

**So that I can (expected
outcome)** look after my health
(bad back, period pain) while
continuing my fitness journey.

User Story

When we come to user story, we can focus on what specific features that the users would like to have from their perspective.

Knowing why they want a certain functionality or feature, could give us a better understanding of how they will use the app and what value they get from it.

According to the user stories, we can have a more solid and comprehensive understanding of what the important features are in our design.



User Story – Coach

Based on the 4-user stories, we can highlight some features as below:

- First, coaches need to increase their revenue based on getting referral by other client. Therefore, a good networking platform is essential.
- Second, coaches need to build up their reputation which can attract more clients to purchase classes.
- Third, coaches require a clear cancellation policy which can ease their frustrations and secure their income.
- Fourth, coaches prefer an easy to use one-stop app, because it can manage classes and payments effectively.

As a/ an (type of user) freelance coach	As a/ an (type of user) freelance coach	As a/ an (type of user) freelance coach	As a/ an (type of user) freelance coach
I want to (action) get referral by another clients	I want to (action) reduce inconveniences due to sudden class cancellation and rescheduling	I want to (action) build up my reputation	I want to (action) organize my classes and payment easily in one place
So that (benefit) I can increase my revenue.	So that (benefit) I can have a stable income and organize my schedule well with my students	So that (benefit) I can market myself easily to attract more new students to buy my classes.	So that (benefit) I can avoid using so many extra tools for management.

User Story - Client

For the Clients, we identified these overarching wants and potential features that could provide a solution to their needs.

Seeking convenience and efficiency		Seeking expert guidance	Seeking new experiences
<p>As a/ an (type of user) busy salary worker (Client)</p> <p>I want to (action) exercise close to my work or home</p> <p>So that (benefit) have a balanced lifestyle, even with my busy work schedule.</p> <p>Feature idea: Search by location</p>	<p>As a/ an (type of user) busy and active person (Client)</p> <p>I want to (action) schedule all of my activities in one place (currently using Google Calendar)</p> <p>So that (benefit) stay organised and not miss any appointments.</p> <p>Feature idea: Link to third party calendars that people use frequently, e.g. Google/ Apple Calendar</p>	<p>As a/ an (type of user) beginner in exercise (Client)</p> <p>I want to (action) learn properly from the beginning</p> <p>So that (benefit) I won't make any mistake or hurt myself during working out.</p> <p>Feature idea: Search Coaches by qualifications</p>	<p>As a/ an (type of user) curious and sometimes spontaneous person (Client)</p> <p>I want to (action) have some flexibility in booking classes, or try a lot of demo classes,</p> <p>So that (benefit) try different sports and classes whenever I want.</p> <p>Feature idea: Option to book demo classes. Have a variety of sports and classes.</p>

Ideation Mapping

Taking the Insights, actionable ideation maps were created, to structure our ideas for the design phase.

User Flows or flowcharts, are diagrams that display the complete path a user takes when using a product. The user flow lays out the user's movement through the product, mapping out each and every step the user takes—from entry point, right through to the final interaction.

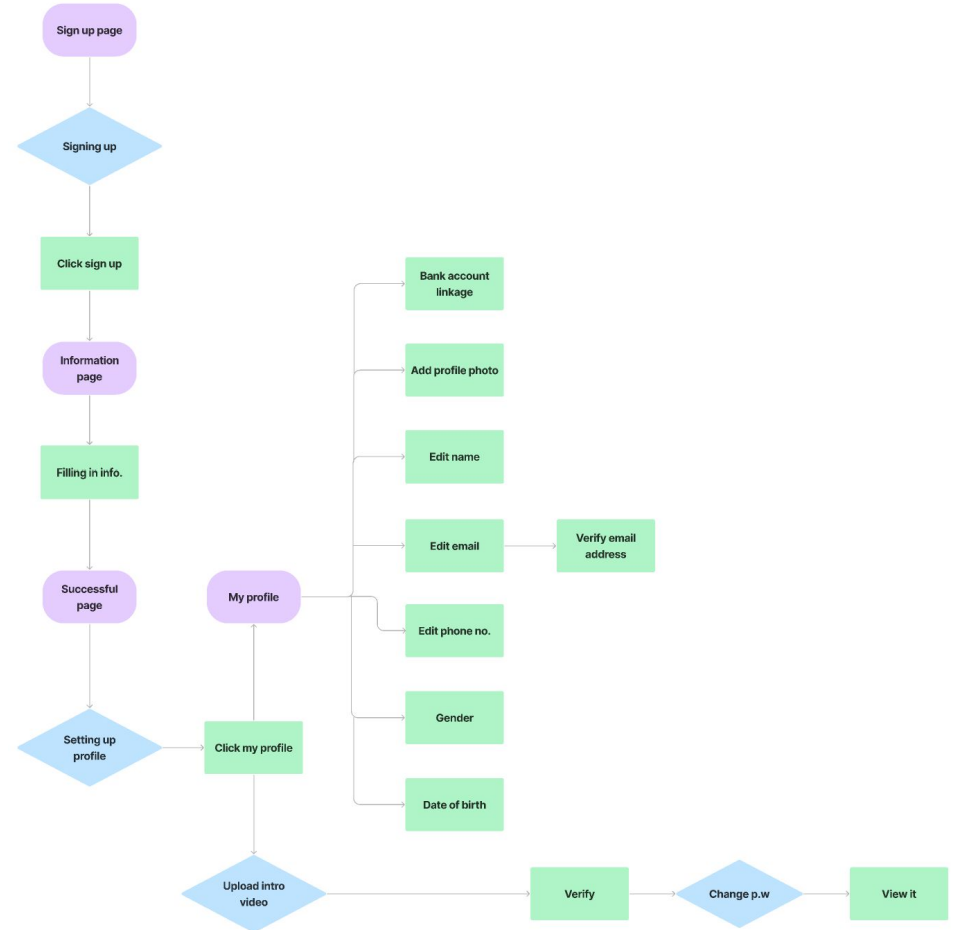
Information Architecture (Sitemap) - a hierarchical diagram that shows the information architecture of the app. It gives us a visual representation of the site's organization and how different sections are linked together. It helps determine the number of pages and identify the contents of each features in new screens. [Please click here](#) or check the appendix for the artefact PDF.

Service Blueprint - provides a comprehensive understanding of the services the app will offer and the underlying resources and processes. Through the services blueprint, we consolidated the customer's actions (the client), frontstage actions (the coach and FITAYE system), backstage actions (the admin) and the support process (third party/external support). [Please click here](#) or check the appendix for the artefact PDF.

User Flow - Coach

Sign-up and set up profile

- This is the first step of using the app as a coach. Users will be directed to the sign up page. Then they will have to fill in information like names and gender.
- Once it is done, a successful page will appear and users can set up their profile(as a coach) in the “My profile” page. Several things will need to do done such as adding bank account, profile photo, edit email and verify it, etc.
- For editing my profile, there is one more function users can use, which is upload an introduction video. Again, it has to go through the verification process.

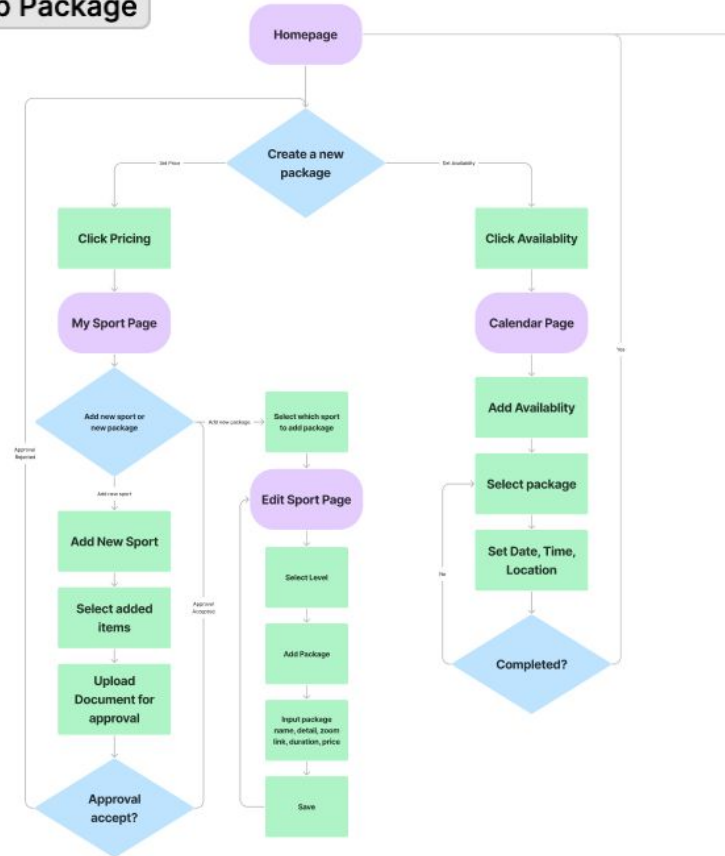


User Flow - Coach

Set up package

- The Set up Packages flow is where coaches set up their classes.
- The first action is to set up the package with “add” or “edit” on their sport. Such as class type, duration, or price.
- Once users finish the set up, users also need to set up their availability schedule on their calendar. Users need to select what package they want to teach at what period of time.

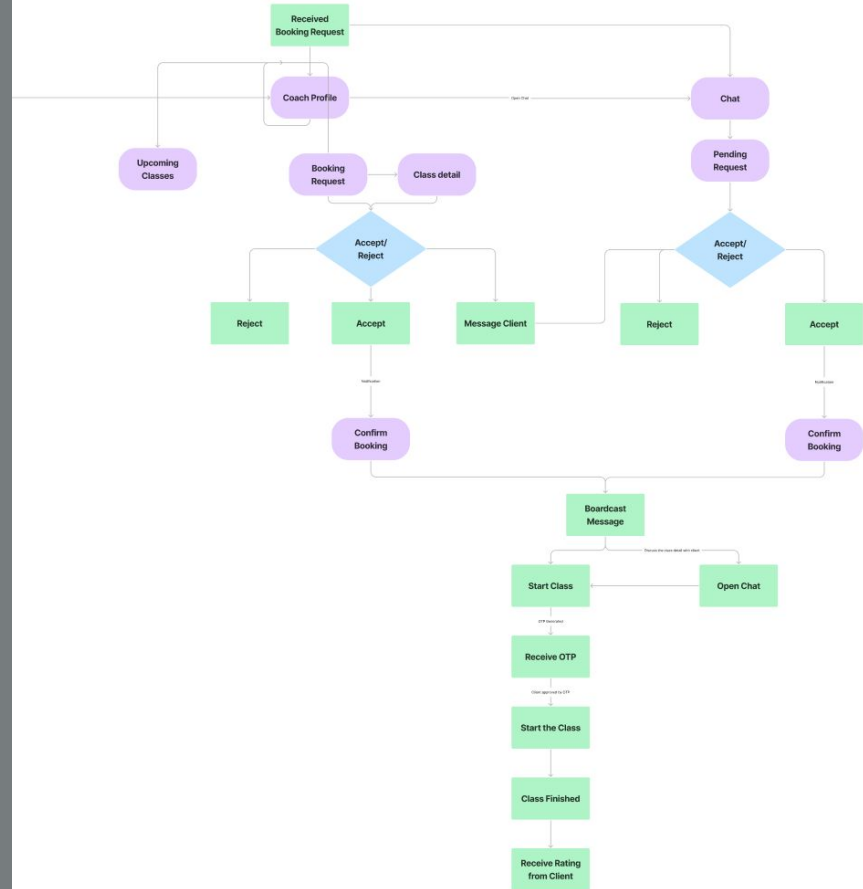
Set up Package



User Flow - Coach

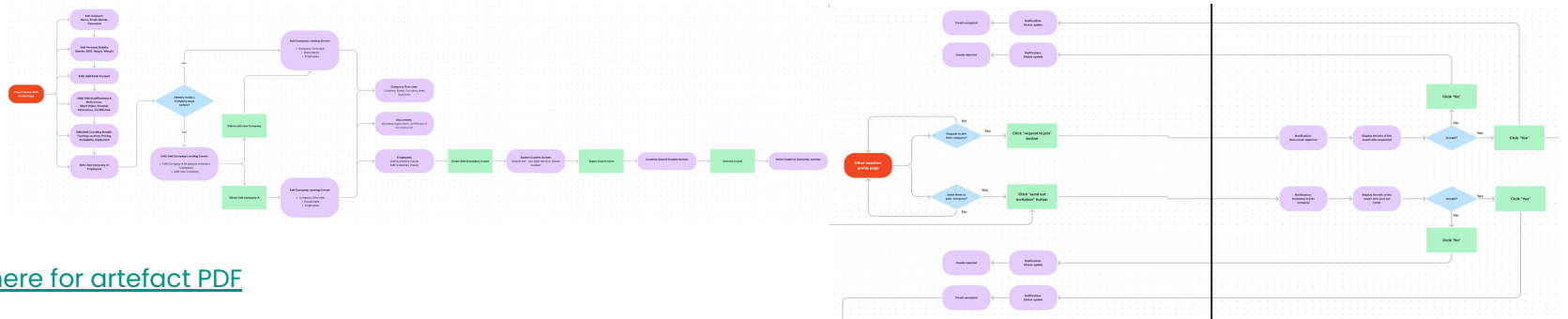
Provide Service (accept bookings)

- Once coaches have set up their profile and packages, then clients can see their classes, and will make a booking.
- When coaches receive a booking request, coaches can directly click “accept the booking” or “decline the booking”. Or they can message the client to discuss the booking.
- When coaches confirm the booking with clients, it will generate an OTP for the client and start the class. When the class finishes, the client will be asked to rate the coach on the app.



Set up Company Profile

- If coaches own a small gym or studio, they can set up a company profile page. Then their company can be found by clients. It is another way to market themselves, build trust, and foster a community.
- Coaches can set up their company profile during account sign-up/ registration, following the coach profile set up. Or, they can access “create company” from their account page.
- To create company profile, coaches must submit their company details, their expertise/ speciality, and upload their business registration and certificate of incorporation, for approval.
- Invitations to join your company profile can be sent to employees/ subsidiary coaches. If accepted, the employee coach will be listed on the company profile, and clients can directly book with them. Employee coaches must have an account on the app, to be added to company profile. The coach owner also has the ability to remove employees from the company profile.



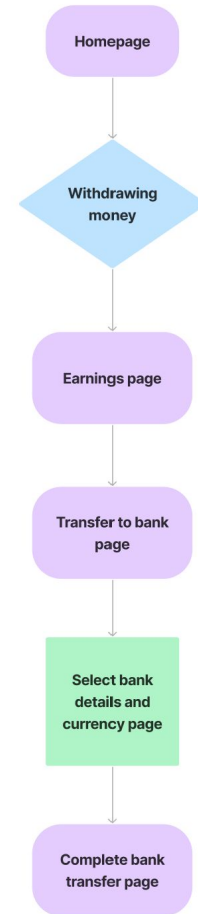
[Click here for artefact PDF](#)

User Flow - Coach

Withdraw earnings

If coaches want to withdraw money, they can access the earnings page via home, or account. Once they entered the earnings page, go to transfer to bank.

Next, coaches are required to select bank details and currency in the “select bank details and currency”. And finally, select “complete bank transfer” and finish the process.



User Flow - Client

Sign-up and set up profile

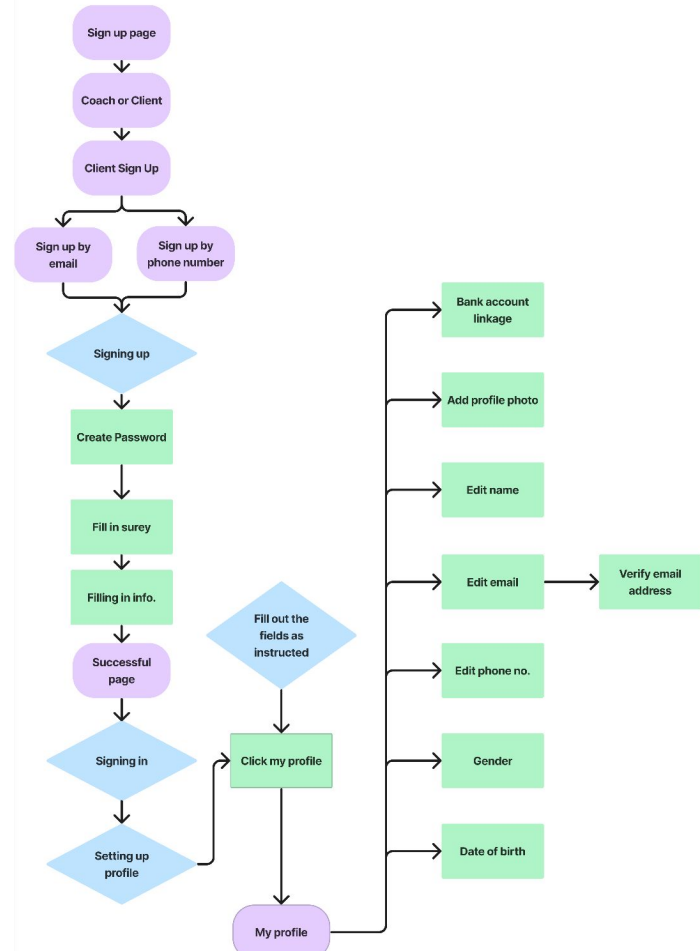
When client first uses the app, they have to sign up (register), and set up their profile.

The process consists of:

1. Answering a short survey composed of 3 questions.
2. Filling in your name, email and password etc.
3. Add profile picture and link bank account.

After the above is done, clients can start using the app, and search for coaches or small gyms/ studios.

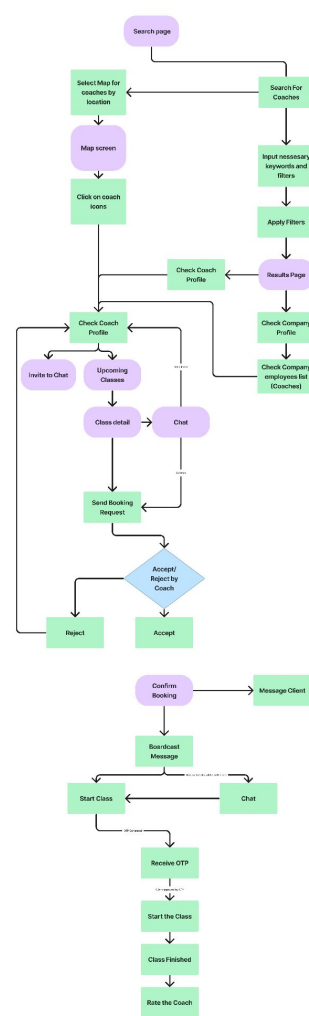
Sign Up and Profile



User Flow - Client

Search & book Coaches globally

- Users can either start with “search by location” and click on the map, or search by typing keywords of using the filters.
- When the results come up, clients can choose to chat with the coaches or company, before sending a booking request.
- Once the coach accepts, the client will have to choose billing country, preferred currency and confirm the payment details.
- Once both sides have confirmed the payment is made, the client can proceed to attend the session as discussed.
- An OTP will be sent to client via SMS beforehand, which will be used to verify the class/session that the attendee has paid for the session. Users only have to enter the OTP right before the class and wait for the coach’s approval.



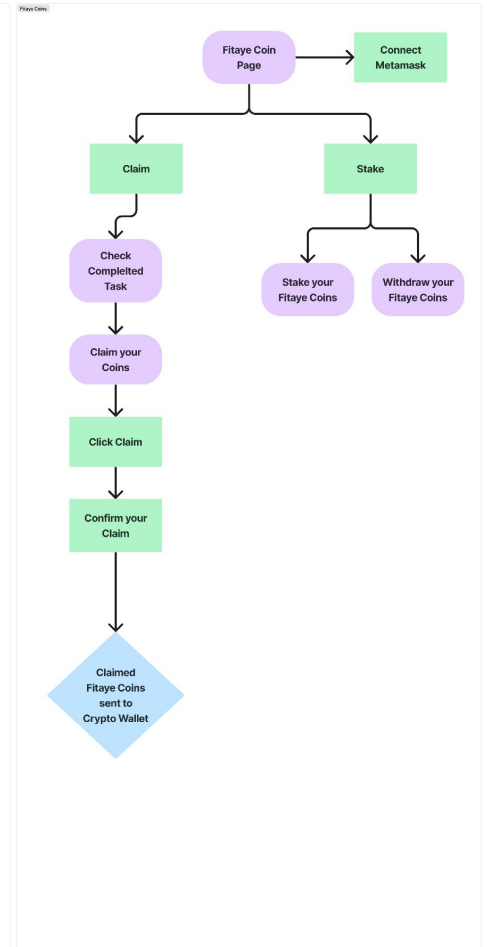
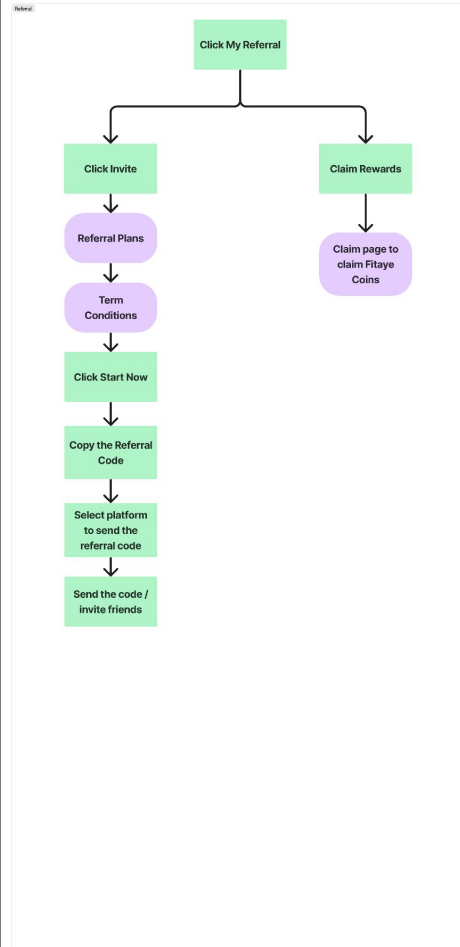
User Flow - Coach & Client

Referral and FITAYE Coin

In order to help grow the user base, the app will have an referral program to incentivize customers to recommend this app to their family and friends. For each person the user successfully referred, the user will be rewarded with a FITAYE Coin.

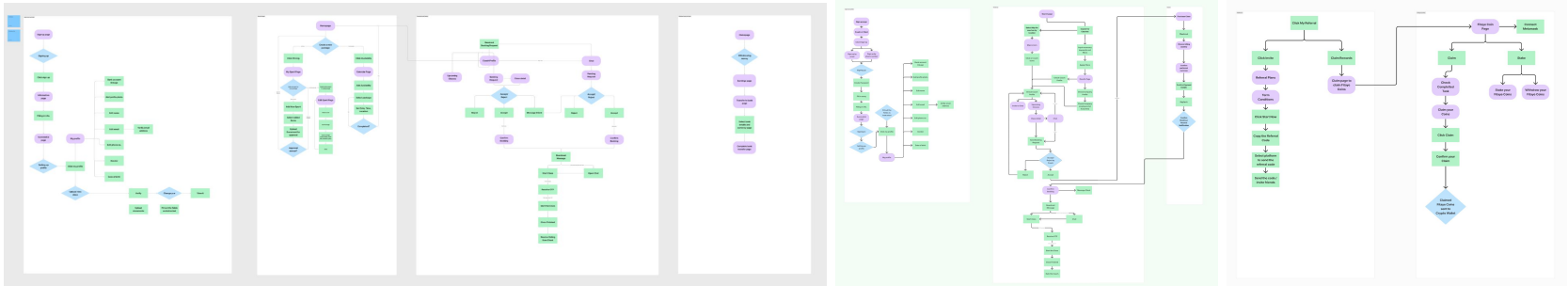
The whole process is very straight forward - when user refers a friend or family for the first time, they will be presented with a 'Terms and Conditions'. After reading the T&C and agreeing, users will only have copy the code and send it to their friends. Their friends only have to input the code when signing up for the service, and the referrer can claim reward via the same 'My referral" page.

On the FITAYE Coin page, users can click "claim" to check their completed task and follow through to claim the coins. Claimed coins will be sent to their Crypto wallet, which users can choose to stake.



User flow – Summary

These User Flows helped us to find out whether there are some useful features we left out, and highlighted any additional areas for improvement. We can also make sure the structure is smooth and the layout is intuitive enough to actually help the user to accomplish their task in the fewest steps as possible.



[Click here for coach flow PDF](#)

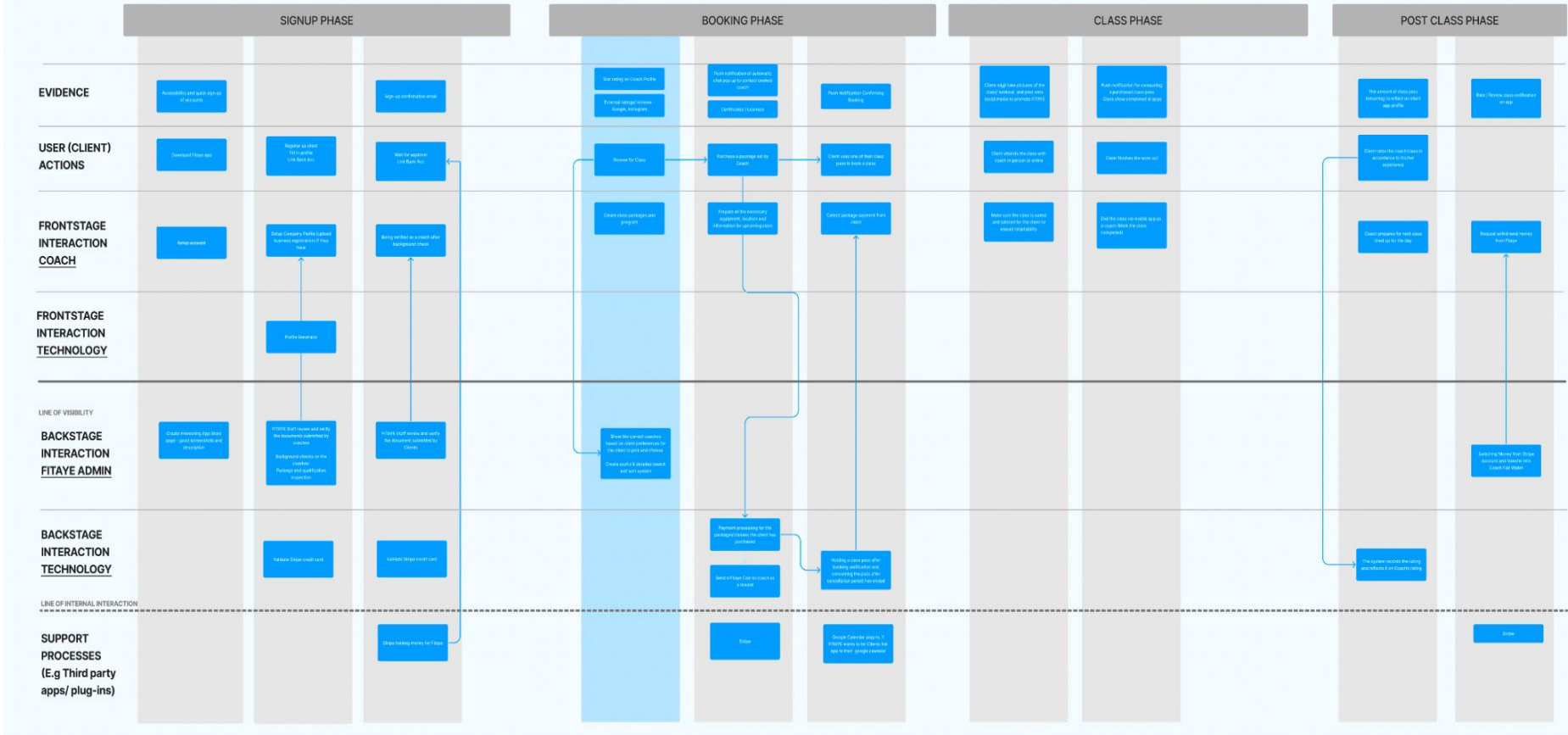
[Click here for client flow PDF](#)

[Click here for mutual flow PDF](#)

Service Blueprint

This service blueprint visualizes the relationship between clients, coaches and backend staff of FITAYE. With this data, we are able to focus on the specific customer journey from sign up to completing a class. It follows a four step process while taking into account the actions of clients, coaches, automated systems and back-end staff. The steps were categorized as Signing phase, Booking phase, Class phase and Post class phase.

By cross checking and comparing between the blueprint and what the current state of operations are, we are able to pinpoint areas of improvement, focus and weaknesses. We are able to more clearly visualize tangible goals in meeting user needs and improving user experience.



[Click here for artefact Figma link](#)

[Click here for artefact PDF](#)

Prototype

A prototype is “A simulation or sample version of a final product, which we use for testing and finalizing.”

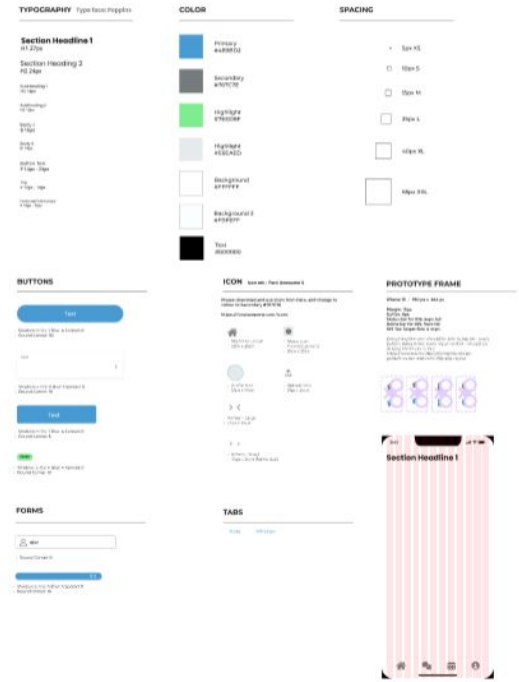
By showing our prototypes to clients, it helps facilitate the design process by improving based on feedback received, while keeping clients up to date on the project’s progress.

[Click here for Prototype \(Open in new window\)](#)

Prototype - Design System

Before we moved onto designing the UI for the app, we needed something to refer to when we add in texts, images and setting the layout, hence we built a 'Design system'. A Design system is a set of standards to manage design at scale by reducing redundancy while creating a visual consistency across all pages.

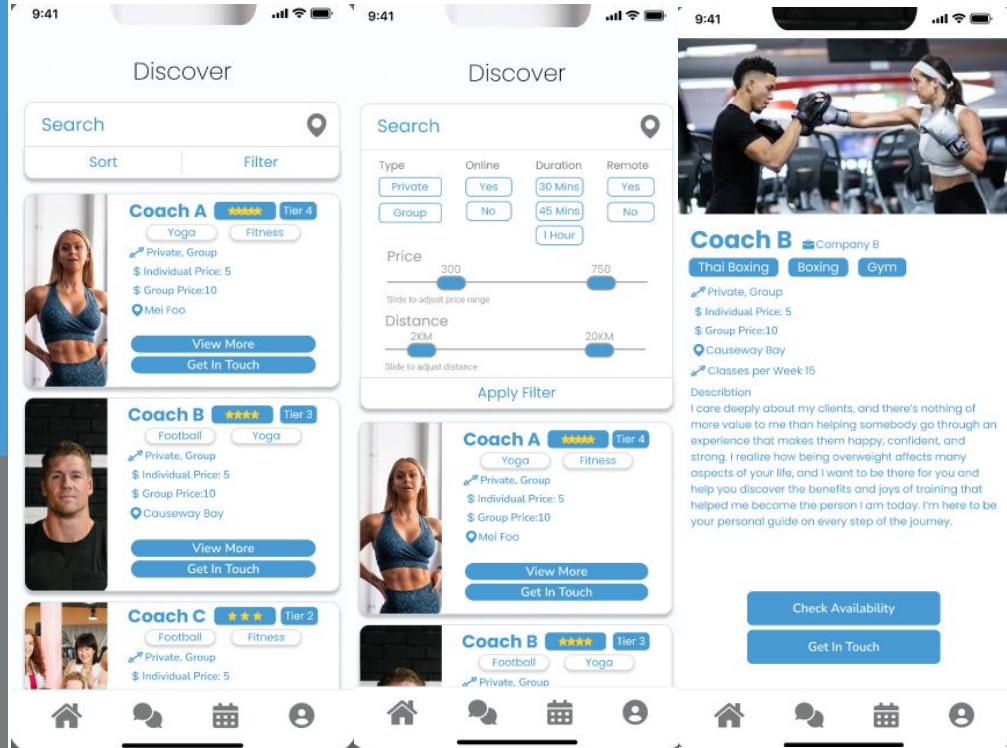
With Design system as reference, we can **minimize inconsistent issue we might create during the design process.**



Prototype- Search, sort and filter

The new search and filter function offers and more detailed view of coaches, a way to sort them by preference and a way to filter them to the needs of the client.

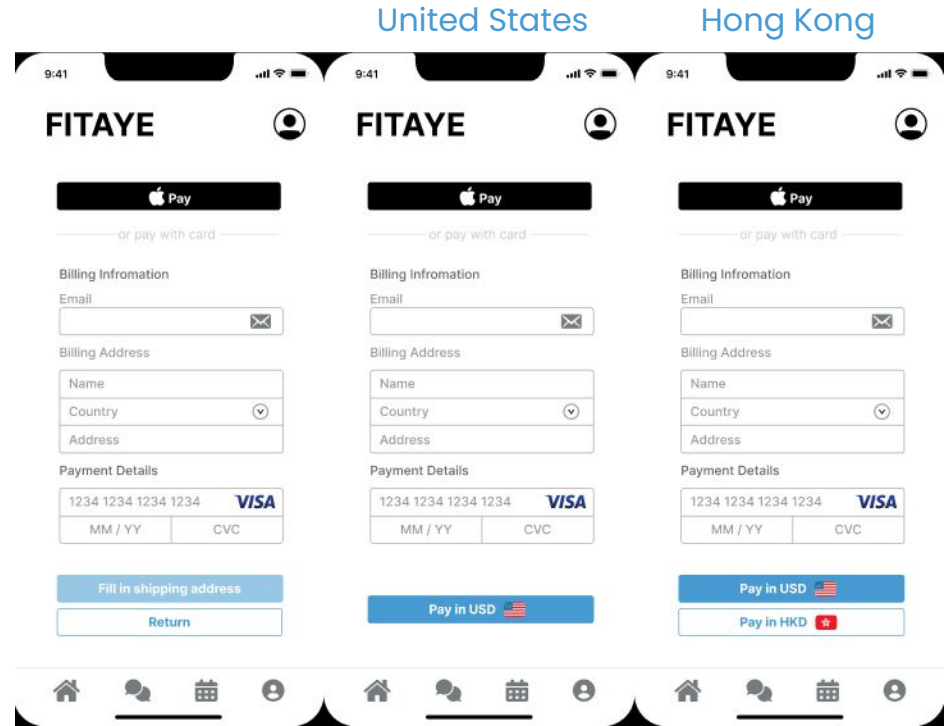
The layout was designed to be more aesthetically pleasing, and elements incorporated were based on user research.



Prototype – Product Globalization

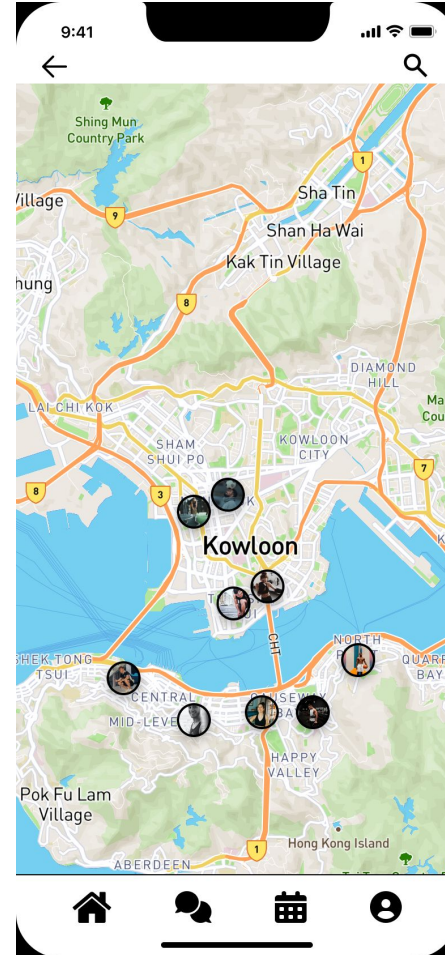
The Globalization features implemented were a currency changer and a location filter.

This currency changer utilizes stripe's easily recognizable payment system to facilitate a smooth and quality check out. It also allows the user to pay in a currency of their choosing depending on their billing address location.



Prototype – Product Globalization

A map system was also designed and implemented to provide clients with more information on available coaches near them. A picture is worth a thousand words and is better when it comes to locations.



Sport Type: HIIT

Price: HKD 350 per session

Description:

Hi, I'm Bob, I am sure if a person want to loss weight fast,HIIT is a best sport for you.



Sport Type: Swimming

Price: HKD 400 per session

Description:

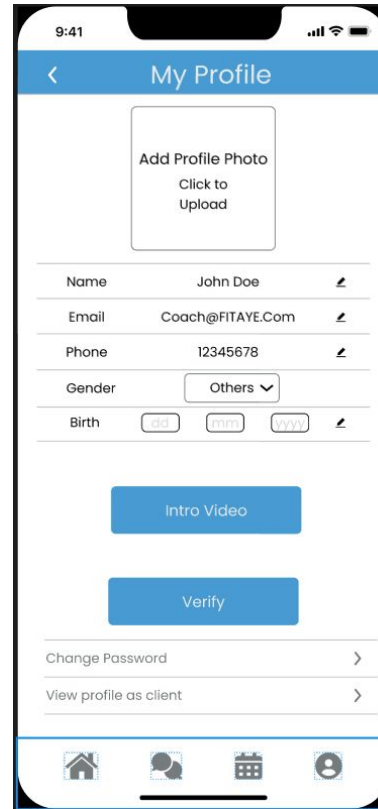
Hi, I'm Dave, love swimming. I will focus on teaching right posture and technique to beginner.

Prototype - Profile (Coach)

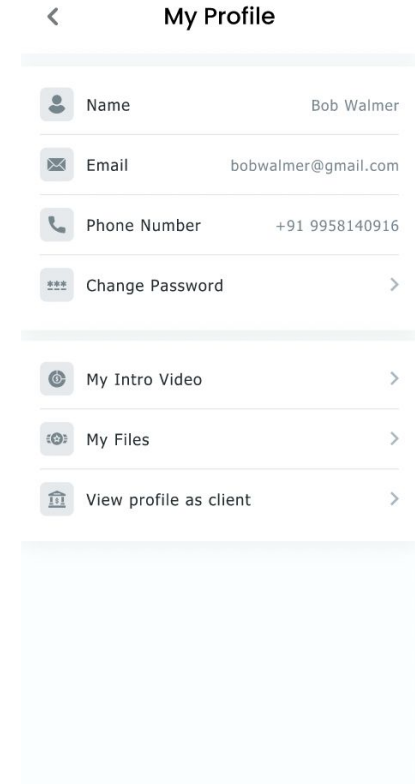
We came up with a redesign for the profile page. In the original design, to edit an item, users would navigate to a new page with only a single field for respective item, or 3 for passwords.

In the redesign, except for **'Intro video'**, **'Verify'** and **'Change Password'**, all will be done on the same page. We also renamed **'My Files'** to **Verify** as that's where coach would upload document for the verification purpose.

Redesign



Original

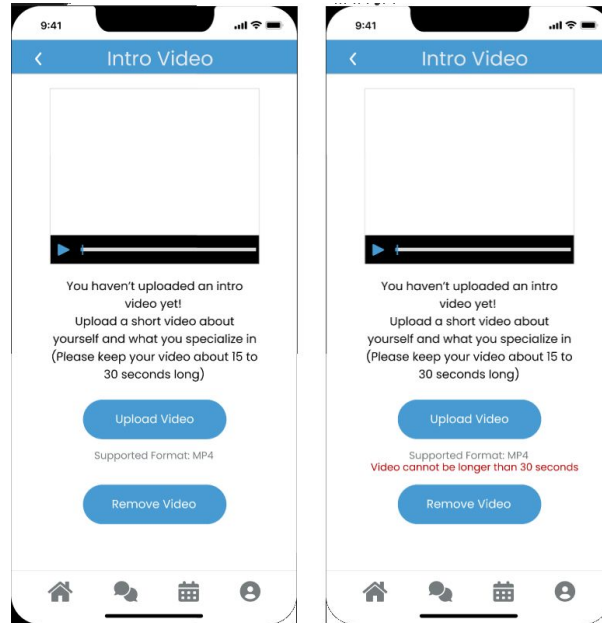


Prototype - Profile (Intro Video)

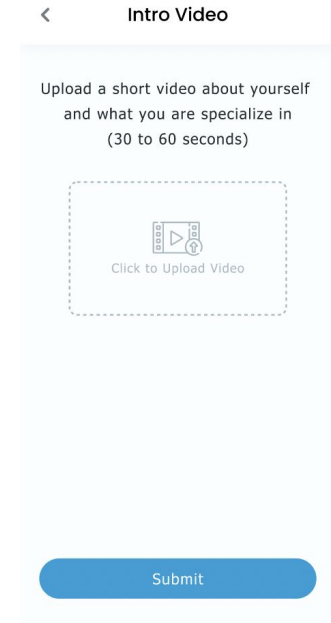
On this page, coaches can **upload a short video about themselves**, the video will be shown on their profile page.

A player is added to the page to allow coaches to review their video.

Redesign



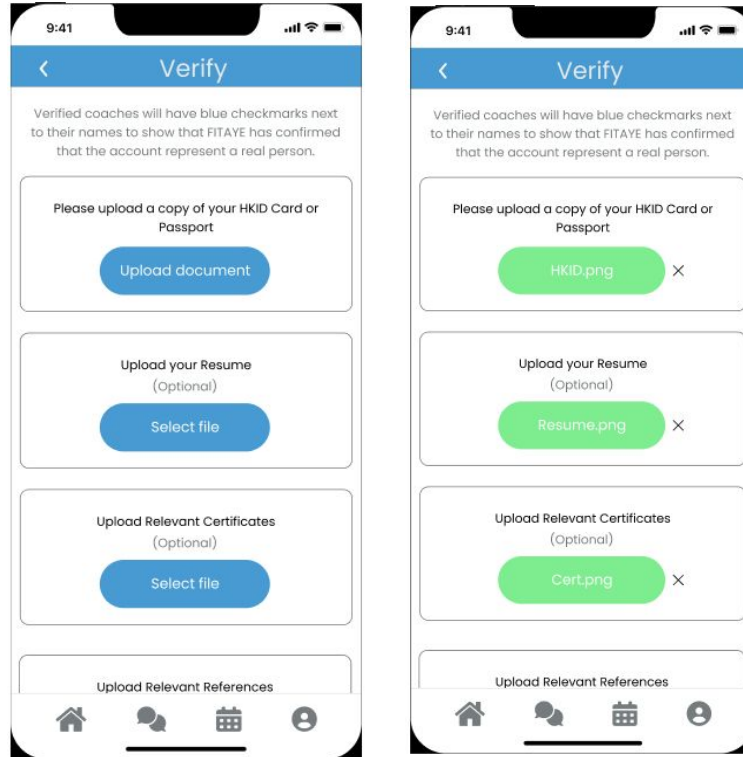
Original



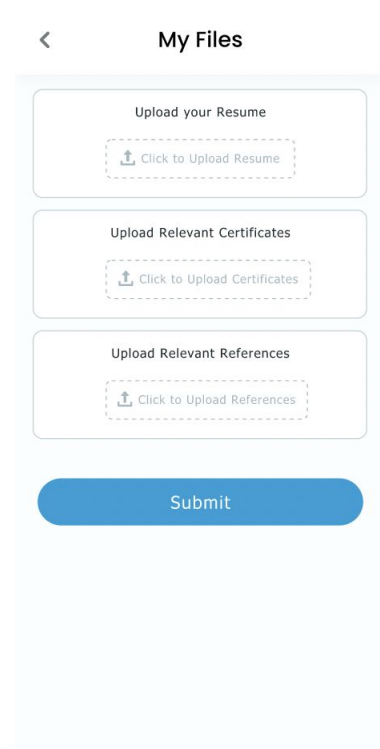
Prototype - Profile (Cont.)

The items on 'My Files' page (Renamed to 'Verify') remains mostly the same, with some adjustment in terms of aesthetic, **to be more consistent with the scheme.**

Redesign



Original



Prototype - Profile (Change Password)

Redesign

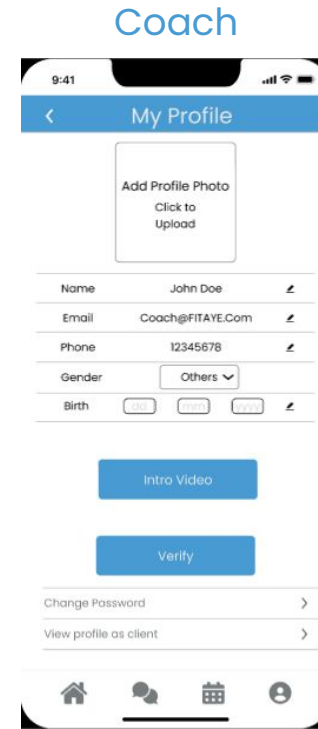
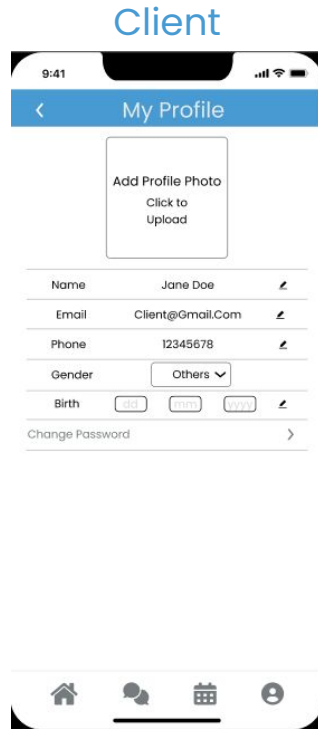
The redesign consists of three sequential screens for the 'Change Password' process. Each screen features a blue header with a back arrow and the title 'Change Password'. The instructions are: 'Please enter your current password, a new password and re-enter your password.' Below this are three bullet points: 'Your new password cannot be same as your current password.', 'Password must be at least 8 character long.', and 'Passwords are case-sensitive.' The form has three input fields: 'Enter current Password', 'Enter New Password', and 'Re-enter new password', each with a blue 'Save' button at the bottom. The first screen shows the form with no errors. The second screen shows red error messages: 'You must enter your current password' under the first field, 'You must enter a new password' under the second, and 'You must re-enter your password' under the third. The third screen shows red error messages: 'Password must be at least 8 characters long' under the second field, 'New password cannot be same as your current password' under the third, and 'Please make sure it's the same as your new password' under the third.

Original

The original design is a single screen titled 'Change Password' with a back arrow. It contains three input fields: 'Enter Current Password', 'Enter New Password', and 'Enter Confirm Password', each with a lock icon on the left. The fields are stacked vertically with a light blue background.

Redesign (With Error varieties) (Left) and the Original design (Right)
Instruction added and some minor aesthetic changes were made in the redesign.

Prototype - Profile (Client and Coach)



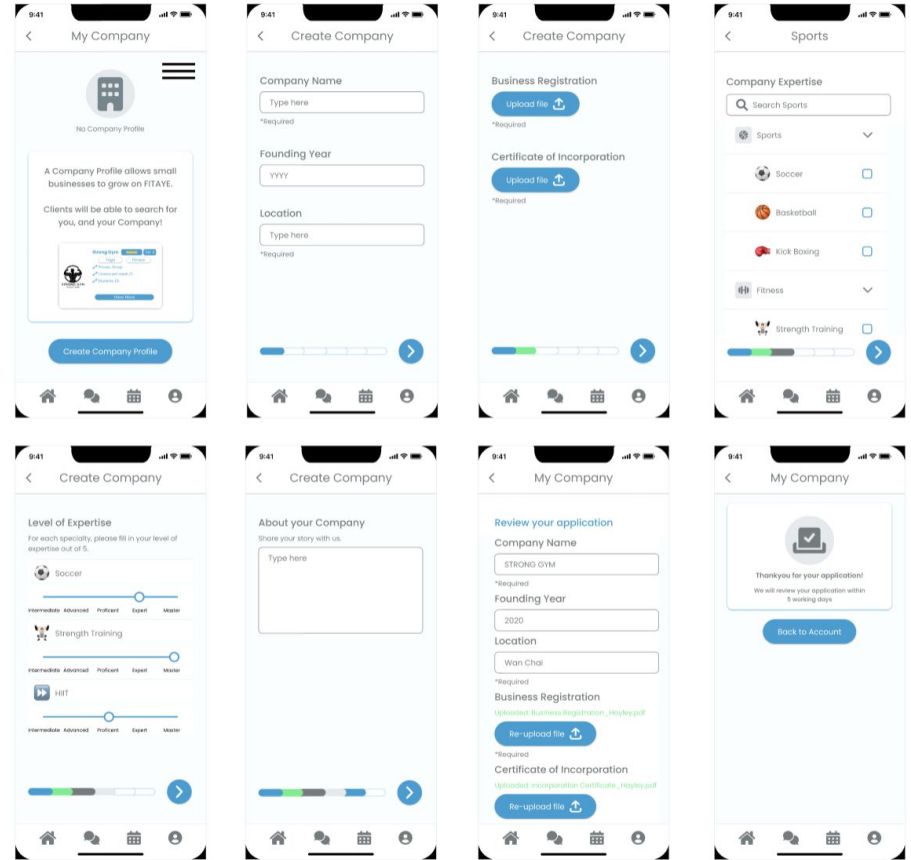
Redesigned profile - Client (Left) and Coach (Right)
Noticeably, some features only available for coach.

Prototype – Company Set-Up

These are the interface designs for the company Set-Up process.

Small business owners can set up their company profile and grow on FITAYE.

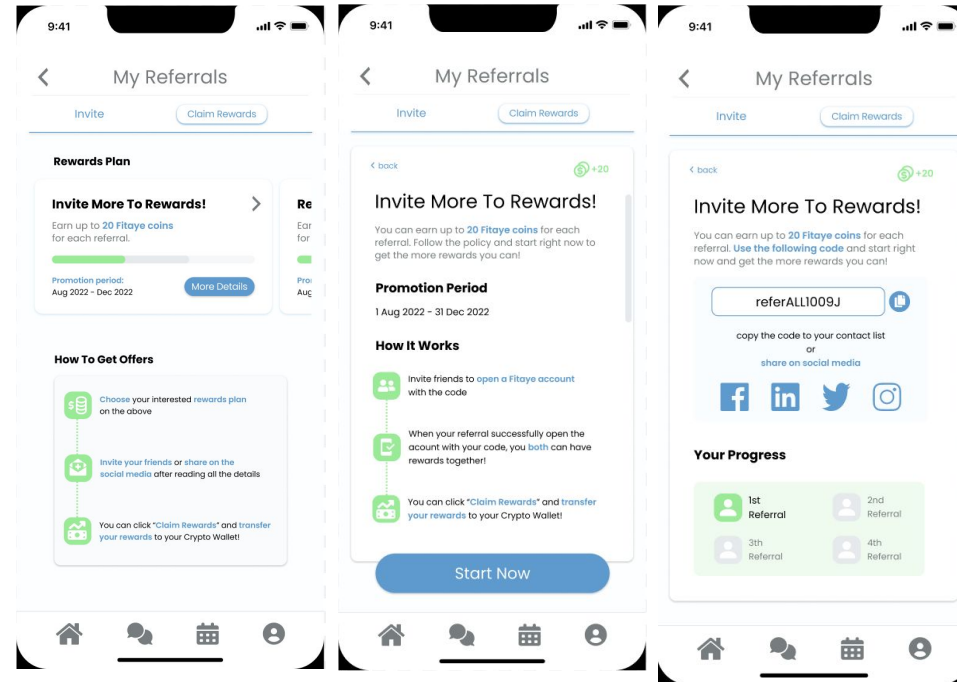
Coaches who currently are employee of company **can send their earning to the owner of the company** provided the owner has also **set up a company on FITAYE.**



Prototype – Referral

Coaches and clients can invite their family and friends to join FITAYE, and earn reward by doing so through the FITAYE referral program.

On this page, users will be able to choose different kinds of rewarding tasks, see their progress until next rewards, read instructions and **generate invitation codes**.

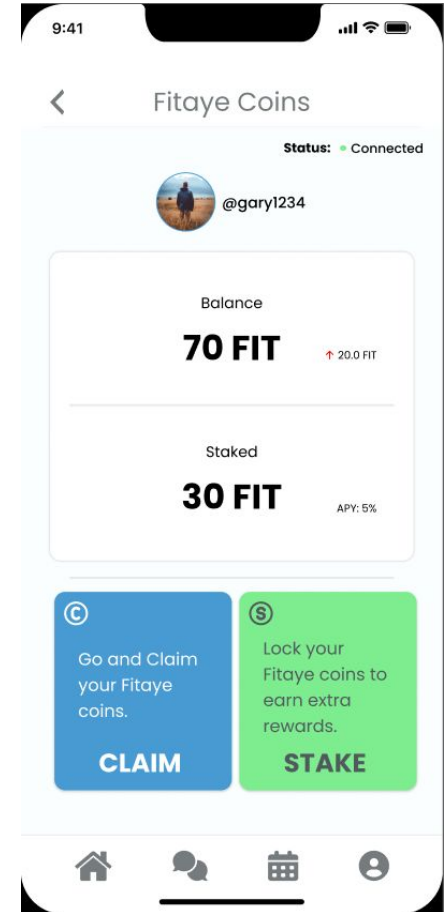
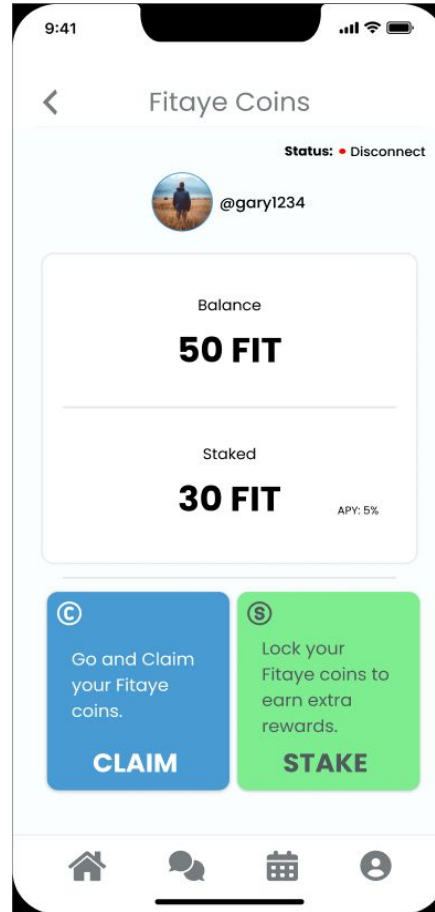


Prototype – Fitaye Coins

Introducing...Fitaye Coins.

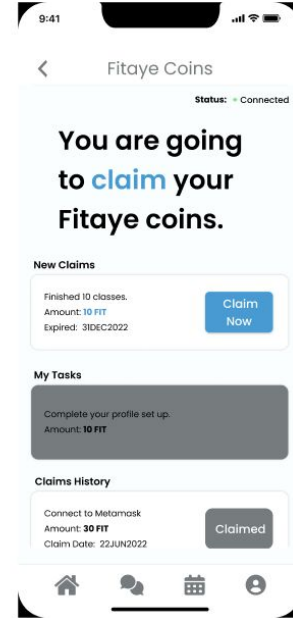
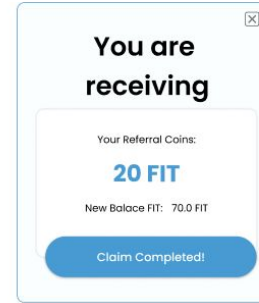
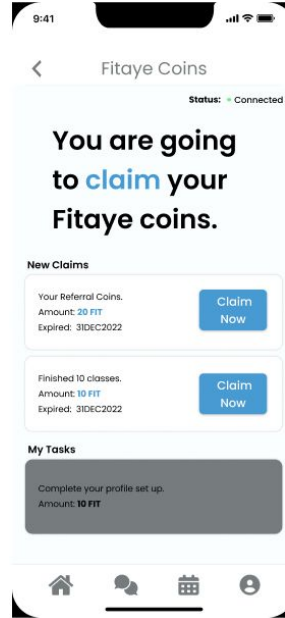
We designed the Fitaye coins interface to be **as intuitive as possible to help users easily get acquainted** with this exciting feature.

On the Fitaye Coins homepage, users can **see what their balance is**, and **how many coins they have staked**.



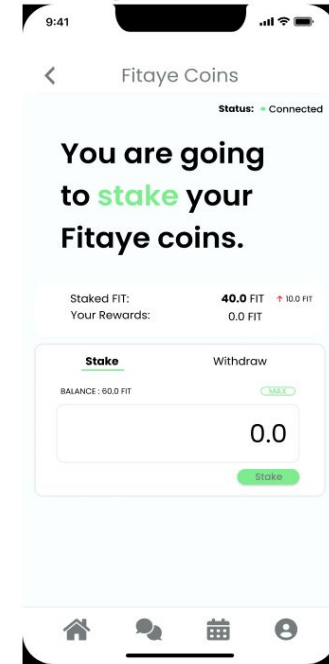
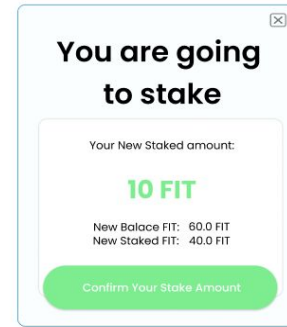
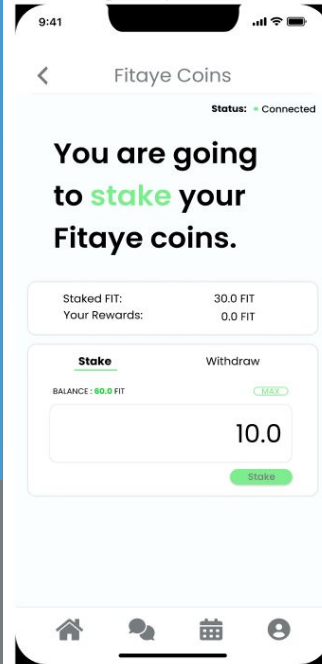
Prototype – Fitaye Coins – Claim

On the 'Claim' page, users can see **what they are currently eligible to claim**, and **what tasks are available** for users to complete.



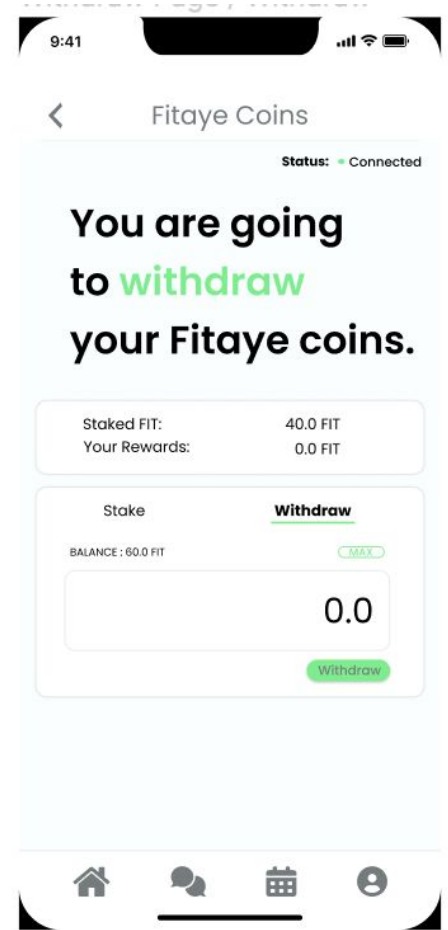
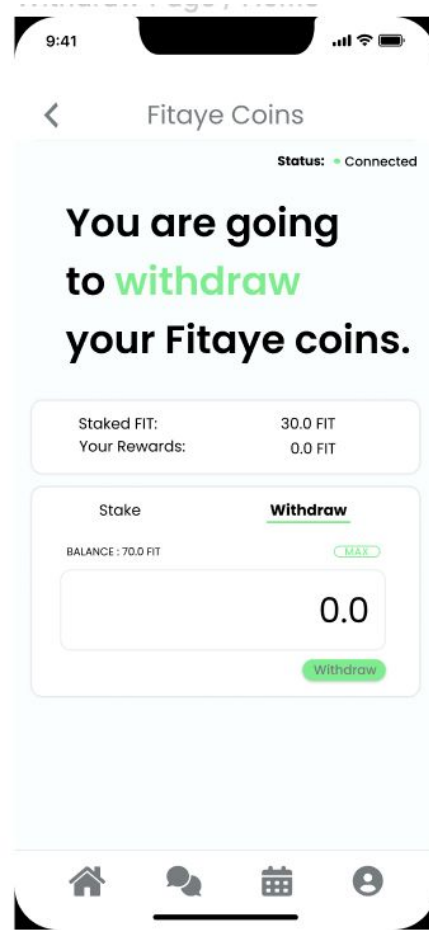
Prototype – Fitaye Coins – Stake

On the 'Stake' page, users can **either Stake their Fitaye coins, or withdraw the coins** they have staked from the the system.

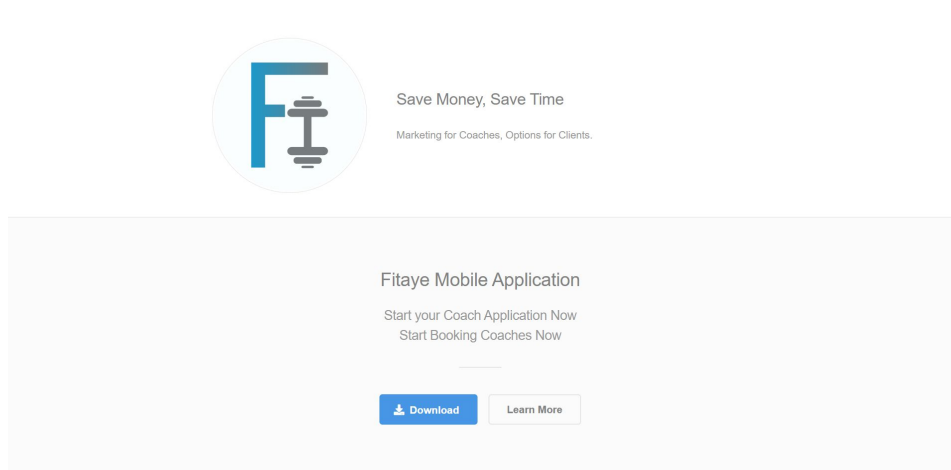
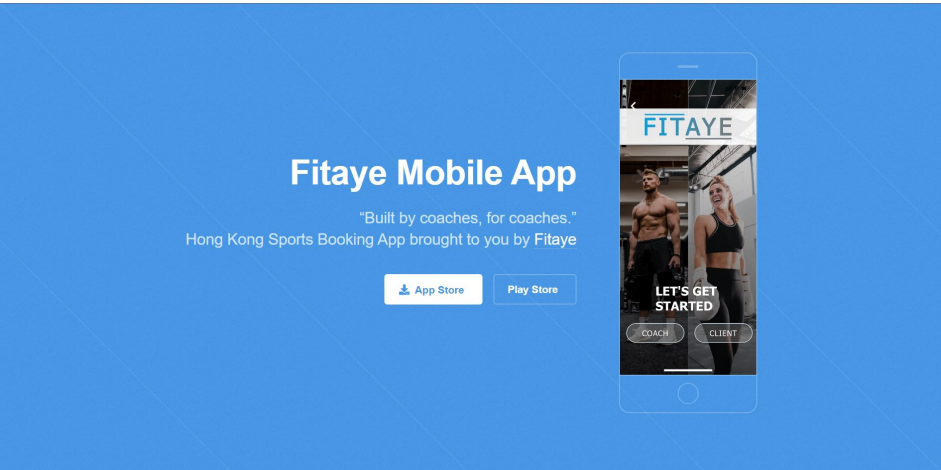


Prototype – Fitaye Coins – Stake (Cont)

Withdrawing Fitaye Coins from the system.

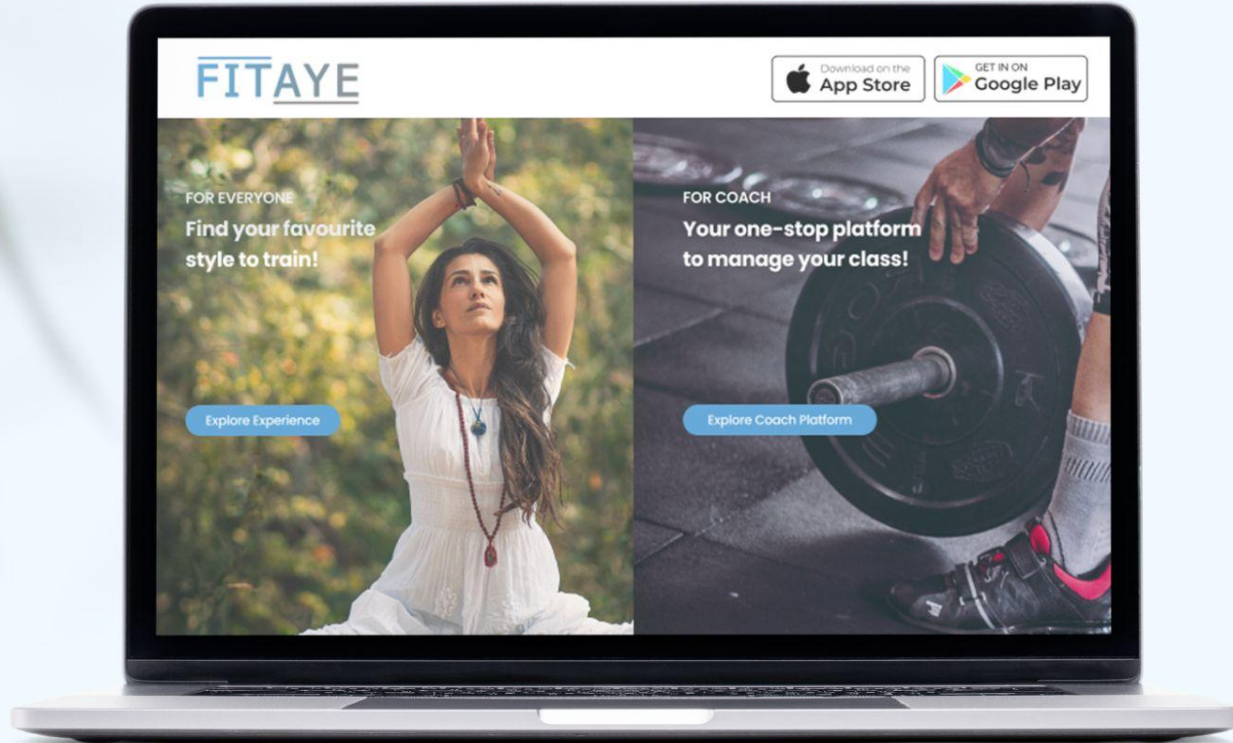


Prototype - Website

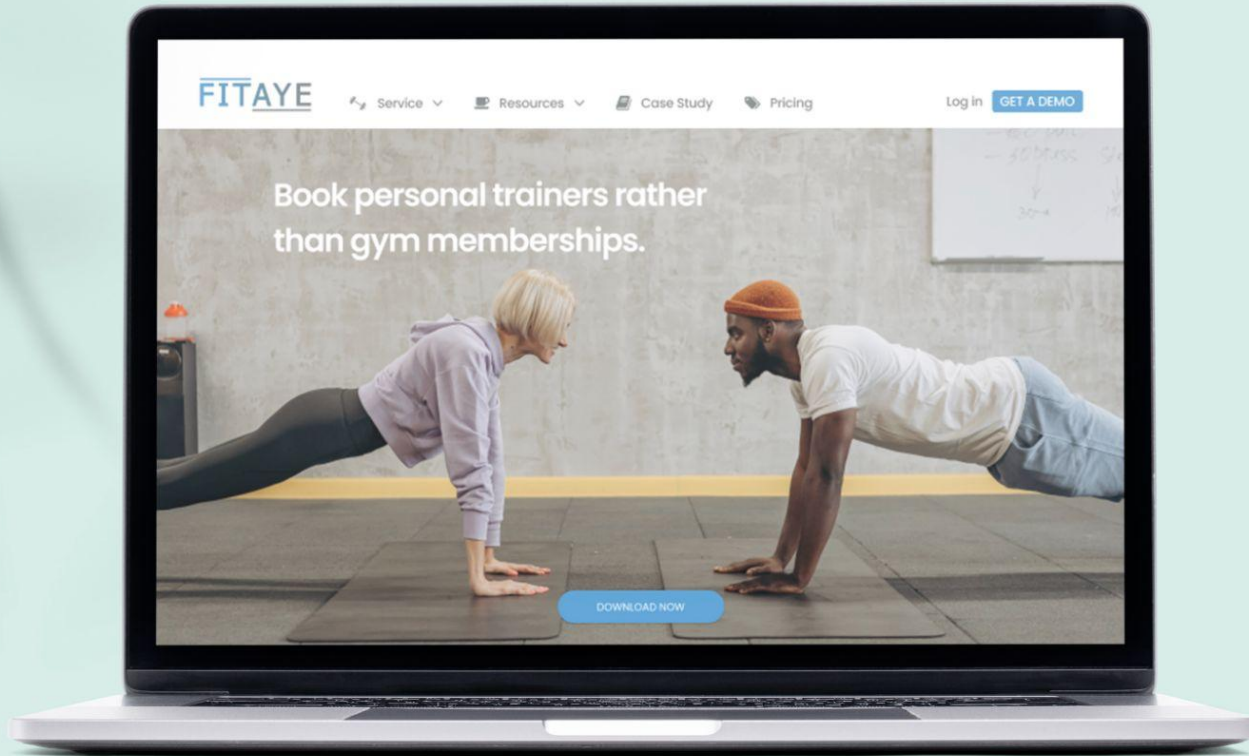


We were also tasked with creating a website accompanying the mobile App. The website needs to **contain information telling potential new customers the benefits** of using the app, and be able to **answer most doubt new potential users might have** about downloading new product, completed with **pricing comparison to further encourage visitors** to try out the app.

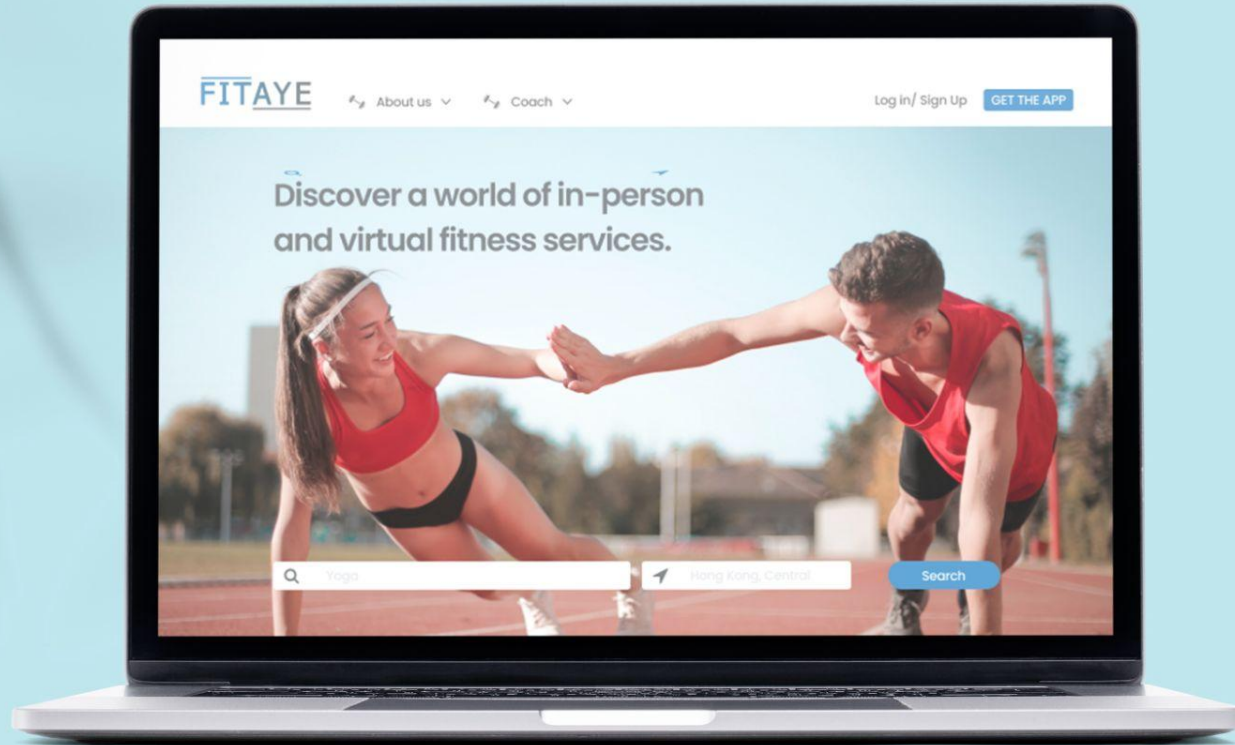
Current official FITAYE website (Original design)



Prototype - Website (Landing Page)



Prototype - Website (Coach)



Prototype - Website (Client)

Next step - Web App (Coach Side)

1. **Rearranging the user flow of both coaches and clients to enhance the attraction and engagement of the features.** Shortening the sign-up process and emphasizing the guidelines of the app in the beginning.

2. **Simplifying the whole sign up process.** According to our coach interview results, the interviewees mentioned that a super simple and easy sign-up process is a must when using a new app.

3. **Setting up a reward hierarchy for crypto and implementing guidelines** detailing how FITAYE coins function, and how coins are distributed in both the app and the website for internal use.

4. **Creating a reward system for planning, referrals and promotion of the app.** Informing coaches on how they can benefit from the plans would help expand the FITAYE community and increase its potential clientbase.

Next step - Web App (Coach Side)

5. **Automatic Notifications reminding coaches about their upcoming classes.**

6. **Google Calendar plug-in in the app** can help coaches organise their schedule while retaining their engagement of using FITAYE.

7. **Classes created to show a client's progression**, including completed exercises or a brief introduction to their next lesson. It can help newer clients understand the structure of the class and style of the coach.

8. **Adding a class rating system** can aid clients in their decision on which classes to book, while also promoting popular classes.

9. **Implementing more coach flexibility when setting up cancelation policies**, as some client interviewees have expressed concerns about unforeseeable emergent cancellation of classes.

Next step - Web App (Client side)

1. **Set up competency levels for the clients, classified into Beginner, Intermediate and Advanced**, so coaches can prepare their classes accordingly.

2. **Provide a guided tour of the app after the sign-up process in the website and the app.** FITAYE's system to match suitable coaches for clients tailored to their specific needs.

3. **Adding booking history, completed classes and appointed coaches pages** can aid clients in tracking their overall fitness progress.

5. **Implementation of Ratings and Review pages for coaches** can assist clients in choosing the most suitable coach for themselves.

4. **More payment diversity.**

Next step - Both sides

1. **Designing a guest mode of the app before signing up**, so that new users can demo the app and figure out what functions the app provides without the needing to wait for approval.

2. **Possible rephrasing keywords in a more clear and common way.** More attractive tagline can motivate users to stay.

3. **Reviewing terms and wordings of the app in a more straight forward direction.** Provide basic instructions and examples to help beginners better understand unfamiliar sport vernacular.

4. **Highlighting and promoting key app features**, such as its cancelation policy benefiting both coaches and clients; the new referral system providing rewarding incentives; and most importantly, promoting potential or popular coaches.

Appendix

Affinity Map PDFs:

[Coach Affinity Map](#)

[Client Affinity Map](#)

Persona PDFs:

[Coach Persona](#)

[Client 1 Persona](#)

[Client 2 Persona](#)

Sitemap PDFs:

[Coach Sitemap](#)

[Client Sitemap](#)

User Flow PDFs:

[Coach User Flow](#)

[Client User Flow](#)

[Mutual User Flows](#)

Service Blueprint PDF:

[Coach & Client Service Blueprint](#)

Q&A

Thank you!

FTUX June 2022 Cohort

Andrew Au
Caleb Leung
David Fung
Gary Wong
Jenn Chan

Kason Chan
Michael Ching
Polly Sin
Rex Choi
Simon Wong
Sonia Wan