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CASE STUDY

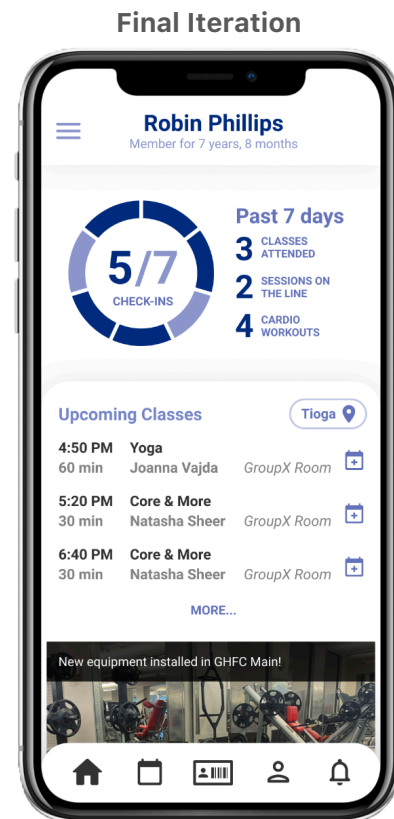
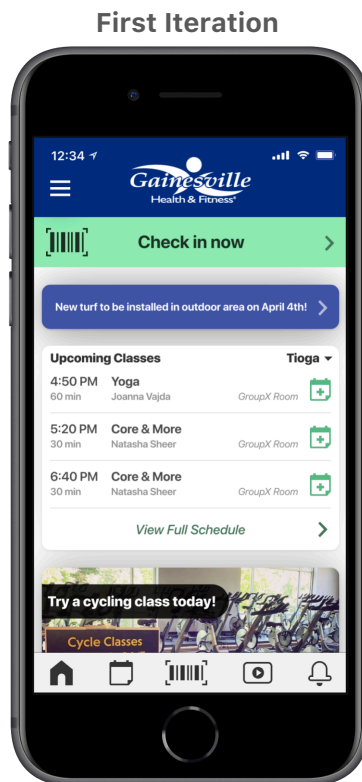
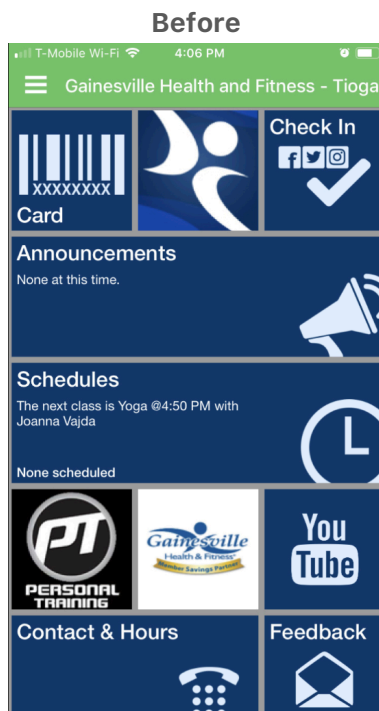
Gainesville Health & Fitness App

Project Summary

Redesign of the Gainesville Health & Fitness mobile app (For portfolio, not commissioned).

Overview

Gainesville Health and Fitness is a world-class health club in Gainesville Florida. Their current app design fails to live up to the level of excellence one would expect with such an amazing establishment.



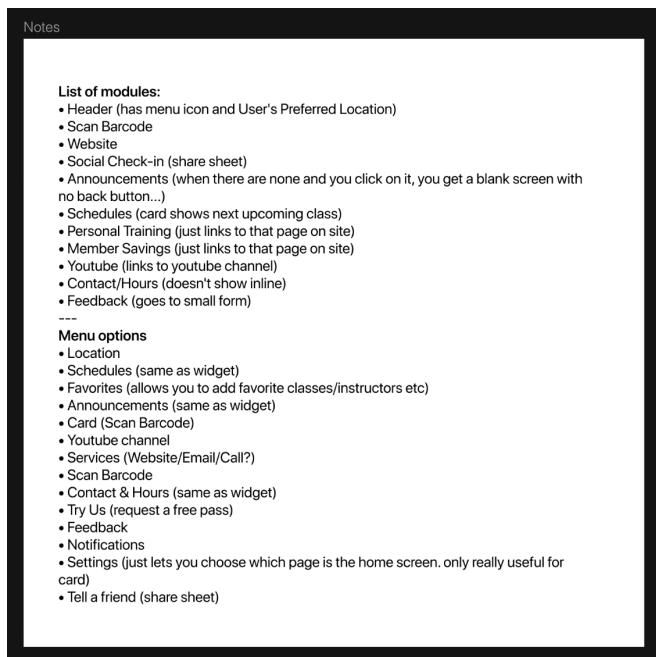
Project Analysis

When I began looking at the current app design, I quickly identified several key issues:

- Contrast issues in the header
- The app body is almost entirely navigational and does not provide the user with much useful information
- Most of the navigation cards simply load a page from the GHFC website
- Once you navigate away from the home screen, the only way to get back home is to use the hamburger menu

First Steps

One of the first things I did when approaching the redesign was to map out all existing pages/features. I did this in an artboard in InVision Studio:



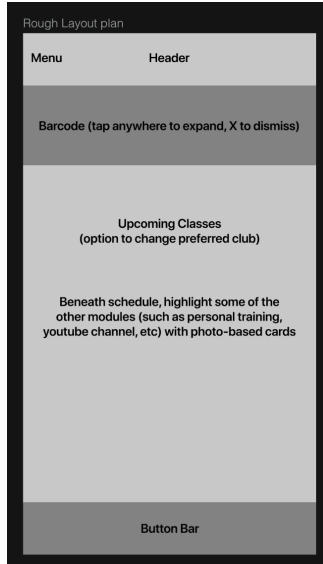
Then, I thought through what would be most useful for a gym member to see when using the app. Normally, this is where some user interviews would be helpful. As this was just a portfolio project, I did not conduct any actual user research, but as a former GHFC member myself, I thought through my own frustrations with the current app and thought about what I would like to see.

When I was a GHFC member, the main thing I used the app for was to check in at the gym. This involved navigating to a screen with a barcode so that the GHFC employee can scan it as you enter. Thus, in the redesign, I wanted the barcode scan to be prominent.

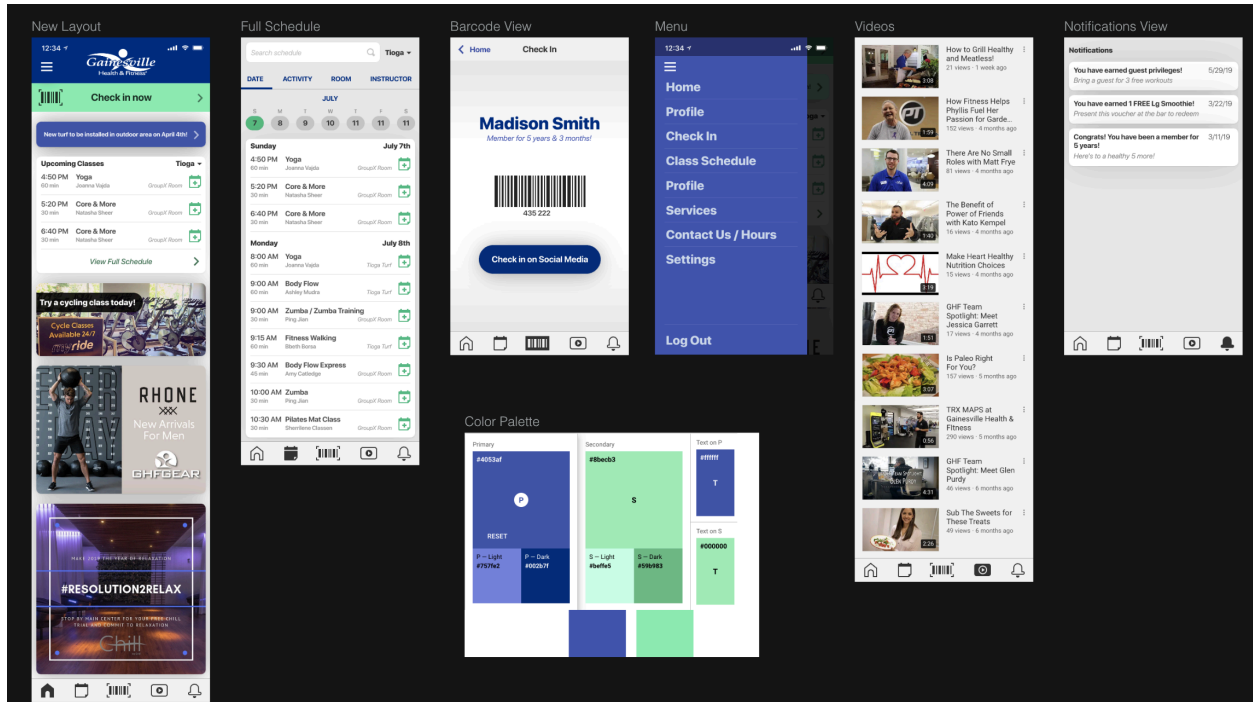
I also thought it would be great to show a few of the upcoming classes so members would be encouraged to participate.

Then, I thought it would be good to show other informational content – GHFC announcements/ads, Instagram posts, member shout-outs, etc.

With this in mind, I mocked up a rough layout:



I then worked on mocking up several of the screens:



View this as an interactive prototype:

<https://projects.invisionapp.com/prototype/cjy7osati0068pn01q1h2rwzx/play>

Evaluation

After this initial prototype was complete, I took a step back to evaluate how effective it was. I showed it to two other members and got some initial feedback. Here's what I determined:

- The app looked nicer than the original, but not quite up to the modern material UI standards I wanted to go for
- The banner for scanning your member ID is at the top, which means on a mobile device it's harder to reach.
- The scan icon almost implies that you will be scanning something with your phone, rather than the reality that you will be pulling up a barcode that can be scanned in by the gym front desk employee
- The informational banner was too heavy and could be better handled with inline content
- It would be nice to have some data presented to the user that encouraged the user to continue coming to the gym more often

Iteration

To solve these problems, I began building a new prototype. This time, I used Figma. Here's my final version of the home screen:



Here's a breakdown of the changes I made:

- I went for a lighter, less UI intensive look and feel, heavily inspired by Google's Material Design
- I added the user's name and membership info right at the top
- I added some data/visualizations to the top area to encourage the user to continue trying to reach their goals
- Rather than having a banner at the top to allow the user to go to the barcode page, I made a better icon on the button bar that implies that it's a membership card, and gave that icon a little added width for visual weight since it's a very common action