Rogue.Fit

ITGM 715 Course Project

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Interactive Web Design-ITGM-715-OL ITGM-715-OL-40442.201740
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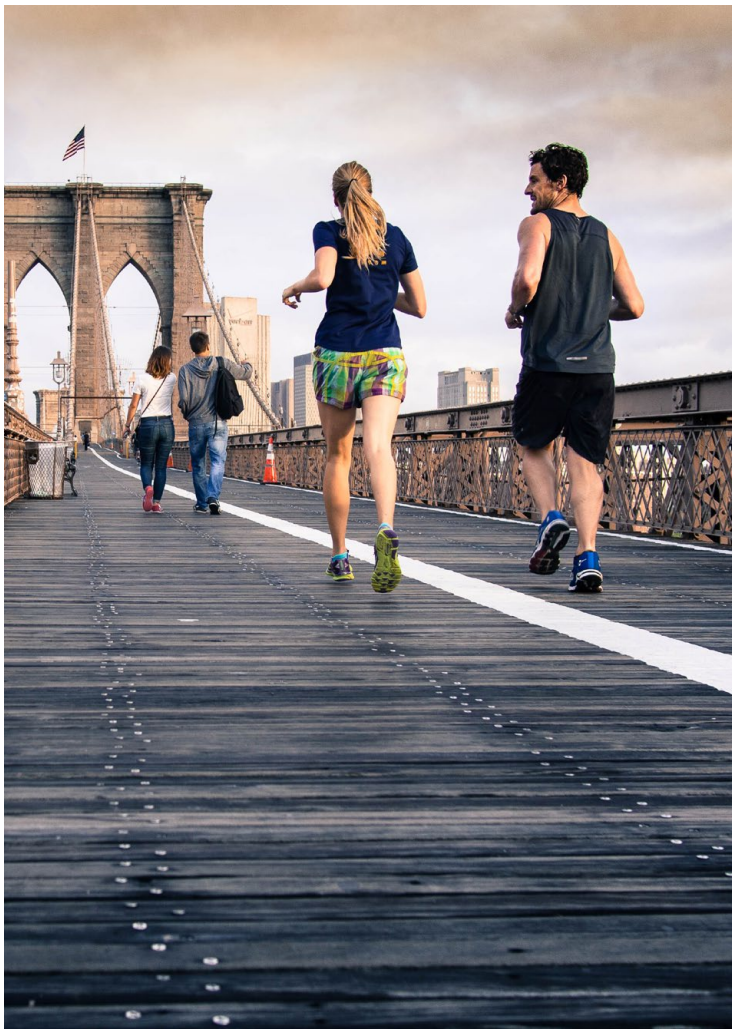
Part 1:

Design Document Proposal



Concept Statement: Rogue.Fit

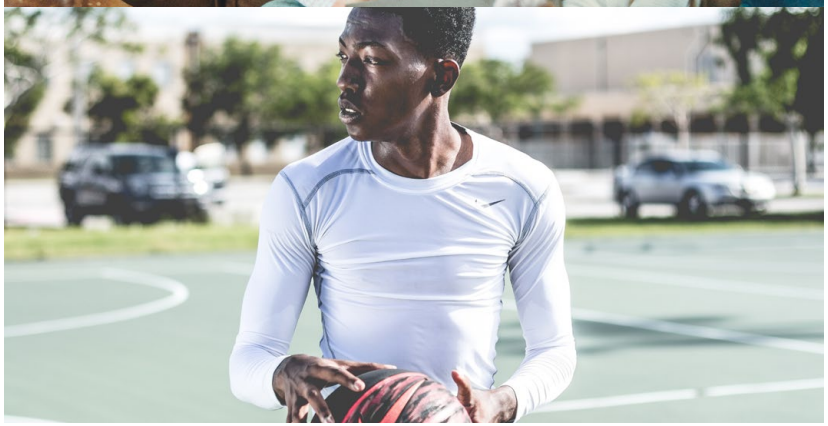
Rogue.Fit is a web/mobile app that connects local fitness mentors with clients who want get in shape in a non-traditional, fun way.

What is the story, idea, or the problem behind the proposed website?
What if an everyday fitness buff could “become” a personal Fitness Mentor in the same way that Uber Drivers can “become” a taxi driver? There are many passionate and talented individuals who already conduct fitness classes in their garage or local park... why not provide a social network to help them find new clients?

What is the problem that your clients might have?
Working out is the problem. Fitness classes, gym memberships and personal Fitness Mentors are expensive. Running a mile on a machine while staring at your reflection is lonely and boring. What if you could hire a fitness mentor to get you ready for a marathon. Or sign up for a five week Zumba class in your neighborhood? What if a Rogue.Fit Fitness Mentor held a Saturday morning cross-fit intensive in a local park? What if you could pay for these as you go, without contracts?

What is the key idea behind your solution?
Fitness “buffs” will enjoy extra income doing what they love while the rest of us “flabby ones” will benefit from the additional direction, encouragement, and motivation.

Project Summary: Target Audience



Fitness Mentor:

20-40 yrs., self-discipined, amatuer expert in fitness, nutrition, sport, and/or exercise.

Client Type 1:

25-40 yrs., overweight, unhealty or inactive folks (i.e. young mothers or busy professionals with desk jobs)

Client Type 2:

25-40 yrs., Fitness junkies who are always looking for a new adventure.

Project Summary: Personas

Mike Kimball
age: 32
profession: civil engineer
salary: 60k

"I want to teach others how and where to best experience nature. I wouldn't mind earning a little to help support my hiking addiction."

Persona Adjectives
Driven
Passionate
Extroverted
Generous

Background
In his 30's, Mike has a passion for hiking and exploring. He loves sharing his favorite trails with friends. He trains all year to stay fit enough for the most grueling of hikes.

User Narrative
Fitness Mentor status with Rogue.Fit would give him a chance to hike with new-found friends and give him a little money to support his hobby.

Attributes
Internet literate
Expert hiker

Task Analysis
Mike wants to add a new cross coutry skiing course to his portfolio.

HOME > LOG IN > (AUTOMATIC PUSH TO DASHBOARD/HOME PAGE) > ADD CLASS > NEW CLASS FORM > NEW CLASS PAGE > SOCIAL MEDIA ADVERTISEMENT ... complete

Project Summary: Personas

Jillian Smyth
age: 30
profession: stay at home mom
salary: —

"I overcame my postpartum obesity, I want to help others do the same. With small children, I'm excited to have an outlet outside the home."

Persona Adjectives
Empathic
Loving
Kind
Passionate

Background
Jillian. A mother of 2, Jillian overcame obesity after experiencing serious partpartum health complications.

User Narrative
With the help of her passion for nutrition and weight training, she's ready to help others conquer. She becomes a Rogue.Fit Mentor to start a training/support group in her area.

Attributes
Limited free time
Limited money
Motivated by opportunity to meet new friends and making a real difference in their lives.

Task Analysis
Jillian is expecting her third baby this September. She needs to delete her classes for a few months until she recovers.

HOME > LOG IN > (AUTOMATIC PUSH TO DASHBOARD/HOME PAGE) > CLASSES > CLICK ON "DELETE CLASS" > "ARE YOU SURE?" > CLICK "YES" ... complete

Project Summary: Personas

Ethan Roberts
age: 20
profession: full-time student
salary: —

"I can teach basketball skills to kids who want a play high-school ball. I could hold a workshop every Saturday morning."

Persona Adjectives
Studious
Outgoing
Entrepreneurial Spirit

Background
Ethan, a first generation college student from Detriot who needs to some earn extra money between classes.

User Narrative
He wants to use Rogue. Fit to start a local basketball workshop to teach advanced skills and help his students build strength and stamina.

Attributes
Limited free time
Limited money
Social media savvy

Task Analysis
Now that Ethan is "Pro Trainer" certified, he needs to update his profile information.

HOME > LOG IN > (AUTOMATIC PUSH TO DASHBOARD/HOME PAGE) > PROFILE > EDIT > CLICK ON "AWARDS/CERTIFICATIONS" TEXT BOX > ADD "Pro Trainer Certified" > CLICK "SAVE PROFILE" ... complete

Project Summary: Personas

Ashley Young
age: 25
profession: nutritionist
salary: 40k

"Women should be active during their pregnancy for their health, and the health of their baby."

Persona Adjectives
Creative
Dedicated

Background
Ashley studied nutrition and belonged to her university's dance troupe.

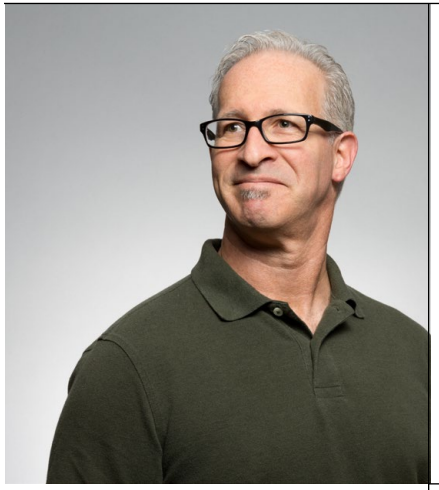
User Narrative
Pregnant with her first child she'd love to hold a bi-weekly dance class in a local rec center that helps women stay fit during their pregnancy.

Attributes
Style and art savvy
Time and money are scarce
Prefers mobile experience over desktop

Task Analysis
Ashley recently had some maternity photographs taken. She'd like to update her profile photo.

HOME > LOG IN > (AUTOMATIC PUSH TO DASHBOARD/HOME PAGE) > PROFILE > EDIT > CLICK NEW PHOTO > BROWSE FILES > ADD > CLICK "SAVE PROFILE" ... complete

Project Summary: Personas



Troy Kisinger
age: 40
profession: electrician
salary: 55k

"Yoga is more than a hobby, it's a protection against mental illness."

Persona Adjectives
Analytical
Shy
Passive

Background
Troy discovered yoga in the midst of a messy divorce. For him, yoga has become a lifeline through difficult times.

User Narrative
People have often encouraged him to start a yoga studio but it seemed too risky. Could becoming a Fitness Mentor be the first step towards that end?

Attributes
Skilled technician
Less web savvy

Task Analysis
Ashley recently had some maternity photographs taken. She'd like to update her profile photo.

HOME > LOG IN > (AUTOMATIC PUSH TO DASHBOARD/HOME PAGE) > PROFILE > EDIT > CLICK NEW PHOTO > BROWSE FILES > ADD > CLICK "SAVE PROFILE" ... complete

Project Summary: Personas

Michelle Netishiem
age: 38
profession: lawyer
salary: 80k

"I want to play soccer again!"

Persona Adjectives
Smart
Brave

Background
Once a college athlete, the demands of Michelle's profession have kept her from exercising. Without the team unity of her college days, it's been tough to find the motivation.

User Narrative
If she were to join Rogue.Fit, she'd want to find a fitness mentor who holds regular soccer practices and/or scrimmages.

Attributes
Feeling burned out
Needs more social experiences outside of the workplace

Task Analysis
Michelle would like to find a soccer club within 30 miles of her home.

HOME > LOG IN > (AUTOMATIC PUSH TO DASHBOARD/HOME PAGE) > CLASSES > TAKE A CLASS > ENTER "soccer" INTO SEARCH BOX > SELECT "within 50 miles" FROM THE SEARCH CRITIERIA > CLICK "search" > BROWSE RESULTS ...complete

Project Summary: Personas

Jovie McCann
age: 20
profession: student
salary: —

"I want to improve my self image and confidence."

Persona Adjectives
Thoughtful
Quiet
An "old soul"

Background
Although young and moderately active, Jovie has maintained an unhealthy weight for most of her life.

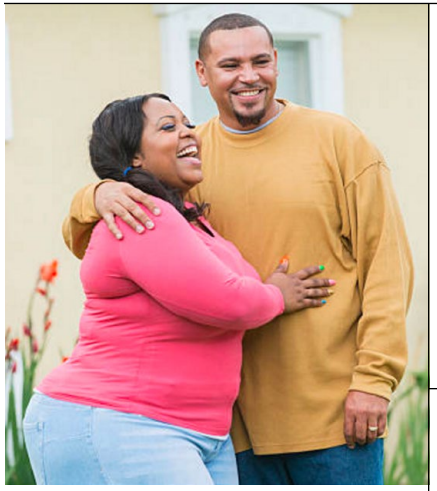
User Narrative
Anxious to help, her parents give her full access to any Fitness Mentor or class found on Rogue.Fit

Attributes
Discouraged about her weight and has an unhealthy body image

Task Analysis
Jovie searched for "weight loss" and found 5 local results. She would like to sign up for "Baby Steps Marathon Training" taught by Trevor Minkie.

...SEARCH RESULTS PAGE > SELECT "Baby Baby Steps Marathon Training" > CLASS PAGE APPEARS > AFTER REVIEWING THE PARTICULARS SHE > CLICKS "Sign Up" > DIALOG APPEARS "Before taking a course, you will need to become a legit ROGUE.FIT member." > SHE CHOOSES "Let's Get Started!" > SIGN UP > CONGRATULATION PAGE APPEARS & CONFIRMATION EMAIL IS SENT > AUTOMATICALLY TAKES HER TO THE CLASS SIGN UP PAGE > SHE FILLS OUT THE PURCHASE FORM > CONGRATULATIONS FOR CLASS SIGN UP & CLASS CONFIRMATION EMAIL IS SENT > CONFIRMATION EMAIL CAN BE PRINTED OR DISPLAYED ON A MOBILE DEVICE AS A "TICKET" FOR THE CLASS > SHE TAKES HER PHONE TO THE LOCAL HIGH SCHOOL TRACK WHERE SHE MEETS TREVOR AND THE REST OF THE CLASS > SHE SHOWS TREVOR THE EMAIL CONFIRMATION AND GETS STARTED... complete

Project Summary: Personas



Felicia Martin
age: 34
profession: stay-at-home mom
salary: —

"My husband and I have set a goal to loose 100 pounds between the two of us. When we do, we are going to Hawaii!"

Persona Adjectives
Jovial
Hard-working
Focused

Background
Stuck at the desk of his demanding job most of the day, Tony can't seem to find the time to exercise.

User Narrative
At the urging of his family he signs up for Rogue.Fit to look for something that fits his schedule. He finds an Fitness Mentor who exercises in a gym every morning from 6-7 am.

Attributes
Web savvy
Engages in social media in his downtime.

Task Analysis
Felicia is using Rogue.Fit to take wieght loss classes and other fun fitness activitites. However, she'd like to set and track her weight loss goal of losing 50 lbs by September, 2018.

To set goal:
HOME > LOG IN > (AUTOMATIC PUSH TO DASHBOARD/ HOME PAGE) > CLICK "goals" > USE CALENDAR FUNCTION TO SET DATE > CHOOSE "Weight Loss" > ADD "50lbs" > CALENDAR AUTOMATICALLY GENERATES WEEKLY MILESTONES AND ADDS THEM TO THE CALENDAR. EACH MILESTONE HAS AN EMAIL OR TEXT MESSAGE ALERT SYSTEM...complete

Track goal:
WHEN WEEKLY MILESTONE EMAILS ARE RECIEVED, FELICIA MUST REPORT
CLICK ON "Report Progress" LINK ON EMAIL OR TEXT MESSAGE > DEPENDING ON THE BROWSER PASSWORD MEMORY SHE MAY NEED TO AUTHENTICATE > AUTOMATICALLY TAKES HER TO THE CALENDAR AND THE MILESTONE DIALOG POPS UP > SHE ADDS HER CURRENT WEIGHT > IF HER WEIGHT GOES UP OR DOWN MORE THAN EXPECTED, THE COMPUTER ADJUSTS THE MILESTONES ACCORDINGLY... complete

Project Summary: Personas

Tony Nelson
age: 36
profession: sales manager
salary: 70k

"I want to get healthy for the sake of my wife and family."

Persona Adjectives
Jovial
Hard-working
Focused

Background
Stuck at the desk of his demanding job most of the day, Tony can't seem to find the time to exercise.

User Narrative
At the urging of his family he signs up for Rogue.Fit to look for something that fits his schedule. He finds an Fitness Mentor who exercises in a gym every morning from 6-7 am.

Attributes
Web savvy
Engages in social media in his downtime.

Task Analysis
After signing up for a class, Tony forgot what equipment was needed, if any.

HOME > LOG IN > (AUTOMATIC PUSH TO DASHBOARD/HOME PAGE) > CLASSES > CLICK ON CLASS IN QUESTION > READ UNDER "Required Gear."

Project Summary: Personas

Evelyn Ross
age: 33
profession: marketing
salary: 65k

"An ultimate goal of mine is to hike Mount Kilimanjaro... or swim the English Channel"

Persona Adjectives
Single-mined
Slightly anxious
Talkative

Background
A self proclaimed adrenaline junkie, Evelyn is always looking for a new adventure.

User Narrative
She'd love to learn how to box, or climb a mountain. Evelyn uses Rogue.Fit to discover new challenges. She's an Fitness Mentor too.

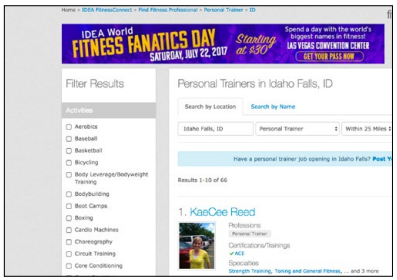
Attributes
Uber tech savvy

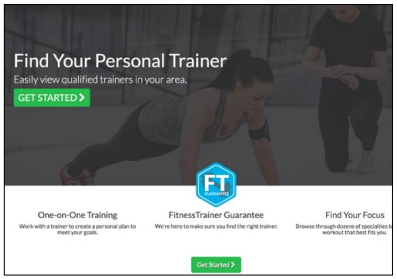
Task Analysis
Evelyn loves social media. She uses Rogue.Fit's built in messaging and sharing for two reasons. First she likes to report on what she's doing and why. Secondly, she likes to message her trainer or classmates with suggestions or questions.

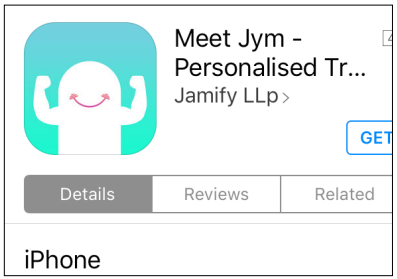
To share her progress with the Rogue.Fit community:
HOME > TYPE DESIRED MESSAGE INTO TEXT BOX > CLICK "share"...complete

To communicate with her trainer or classmate:
HOME > USE @ SYMBOL FOLLOWED BY NAME OF INDIVIDUAL > TYPE DESIRED MESSAGE INTO TEXT BOX > CLICK "share"... complete

Project Development: Competitive Research







At least two websites and two apps are in direct competition.

Websites

1. ideafit.com
   A directory helps users connect with certified personal Fitness Mentors in their area.

2. fitnesstrainer.com
   Similar to Rogue.Fit's model, both Fitness Mentors and clients can sign up for the service. FitnessFitness Mentor asks a few questions, and lets you choose a professional personal Fitness Mentor to work with. Their Fitness Mentors are expensive and mostly focus on formal fitness training. Rogue.Fit is looking to disrupt this industry by encouraging talented non-professionals to teach a wider variety of exercise options (from hiking to dance).

Apps

3. Fitin
   A brilliant idea of combining professional networking with exercise, Fitin connects with your LinkedIn account to help you connect with new work out partners. Rogue.Fit is different in that it doesn't focus on networking. Also, instead of simply finding a work-out buddy, Rogue.Fit is interested in fostering mentor-student relationships.

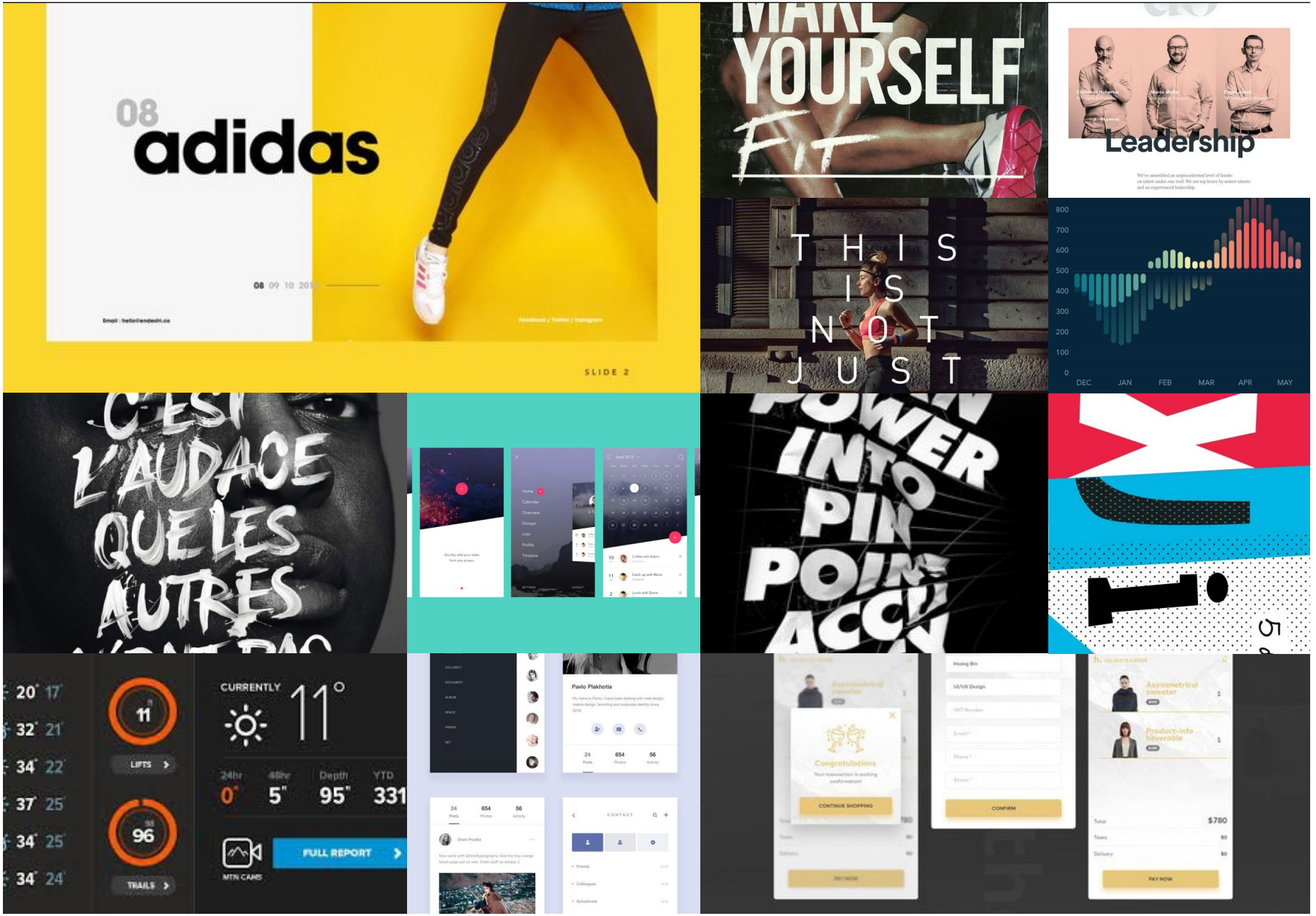
4. Meet Jym
   Jym is by far the closest competition. It allows users to pick a local or online personal Fitness Mentor. The app gives you a personalized workout and diet plan, let's you chat with your Fitness Mentor, and has built-in goal tracking functions. The only thing that Rogue.Fit might have to differentiate itself is the democratization of personal Fitness Mentors.

Other

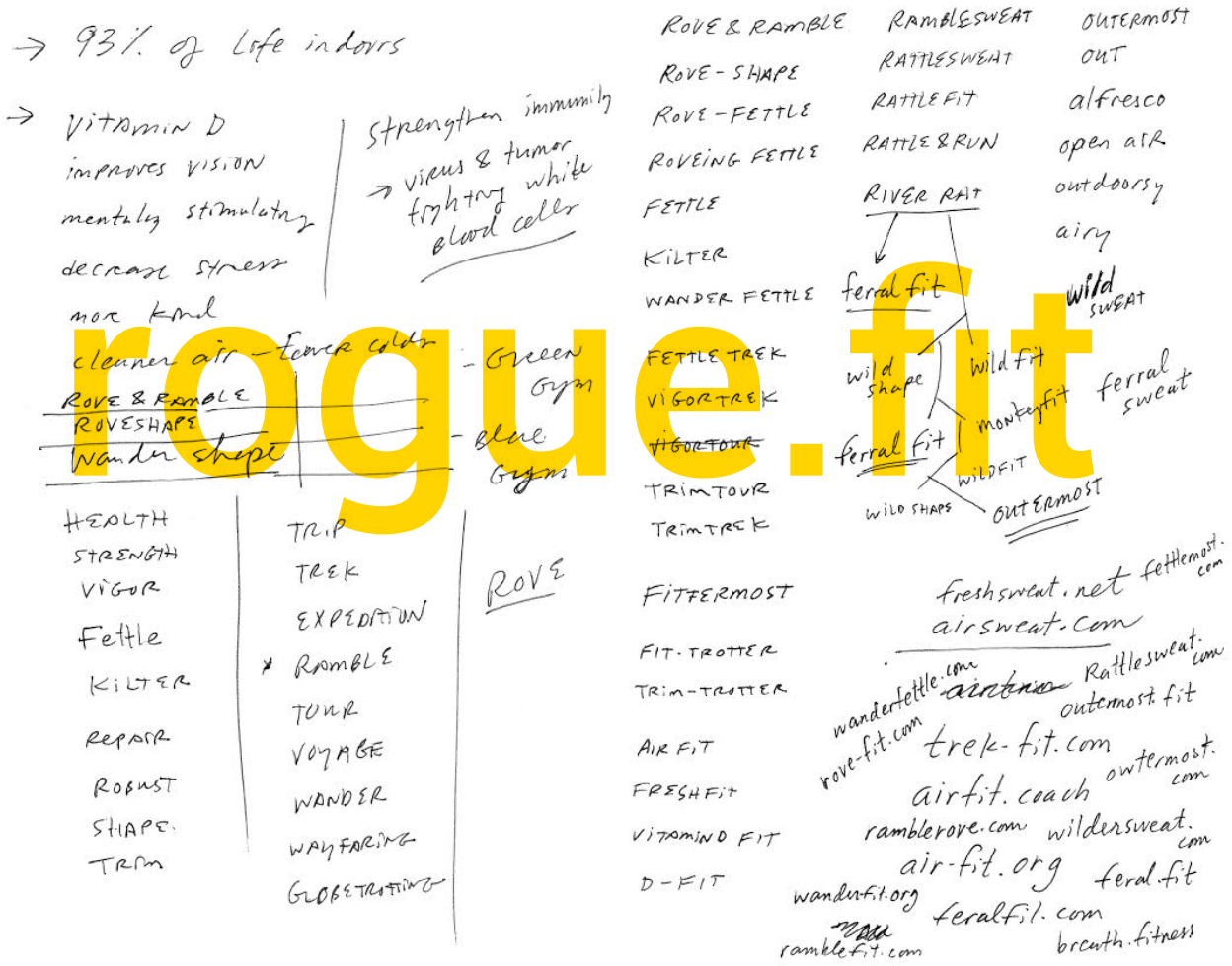
5. It might be important to note that many apps offer fitness training without the human element. Videos teach users how to exercise properly, and apps can automate workout or diet plans. This is the strongest competition of them all.

Project Development: Photo Moodboard

Project Development: Design Moodboard



Project Development: Business Name Wordlist



rogue.fit

Available Urls:

rove-fit.com

rogue.fit

outermost.fit

trek-fit.com

owtermost.com

airfit.coach

ramblerove.com

wildersweat.com

air-fit.org

feral.fit

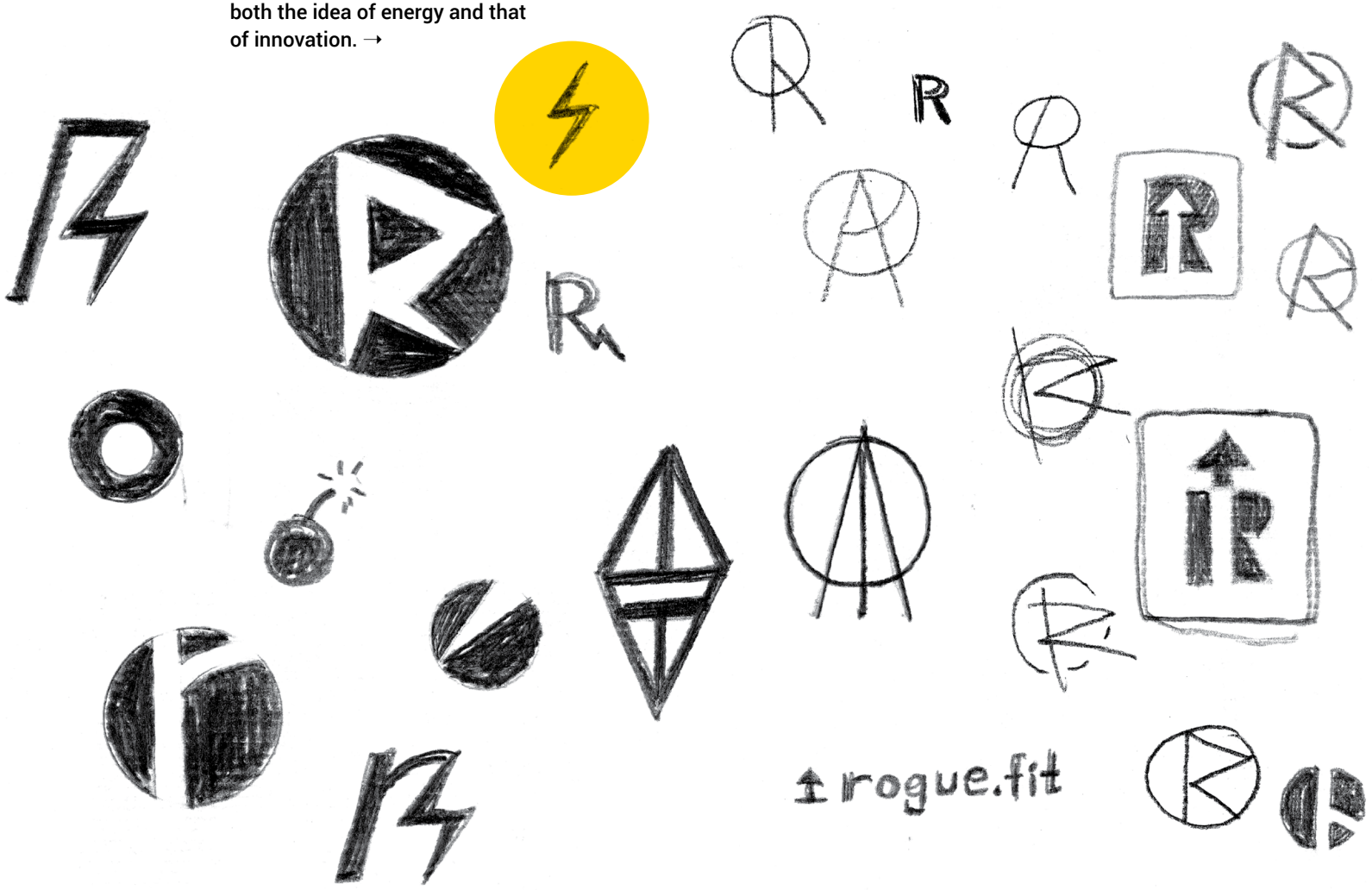
wanderfit.org

breath.fitness

ramblefit.com

Project Development: Logo Exploration Sketches for rogue.fit

The simple lightning bolt conveys both the idea of energy and that of innovation. →



Project Development: Logo + Brand

LOGO

rogue.fit

FONT

roboto black

roboto regular

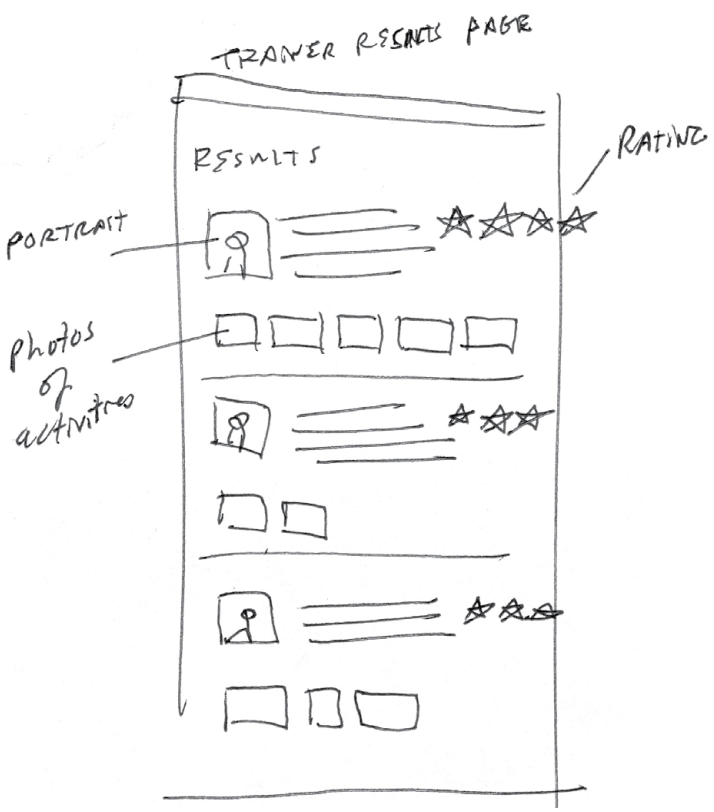
roboto light

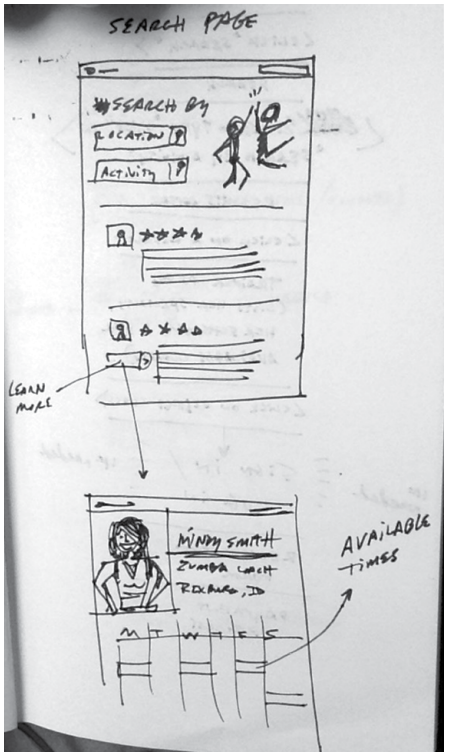
COLOR

#ffd400

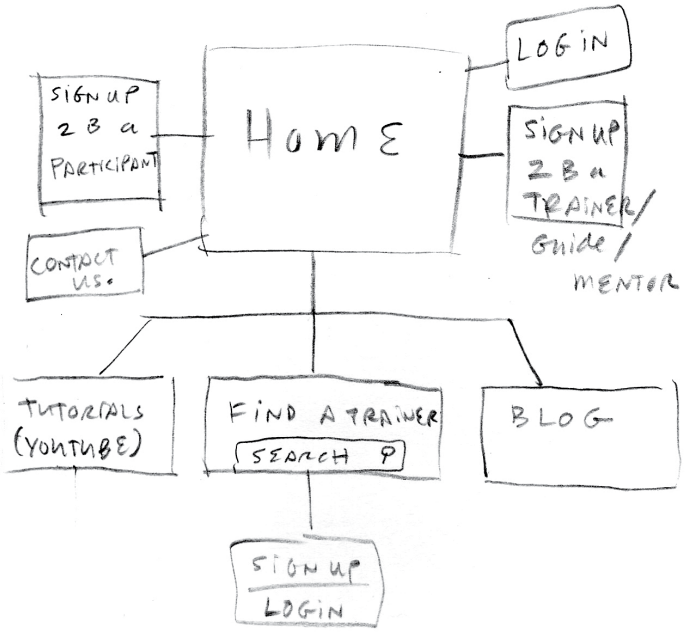
APP

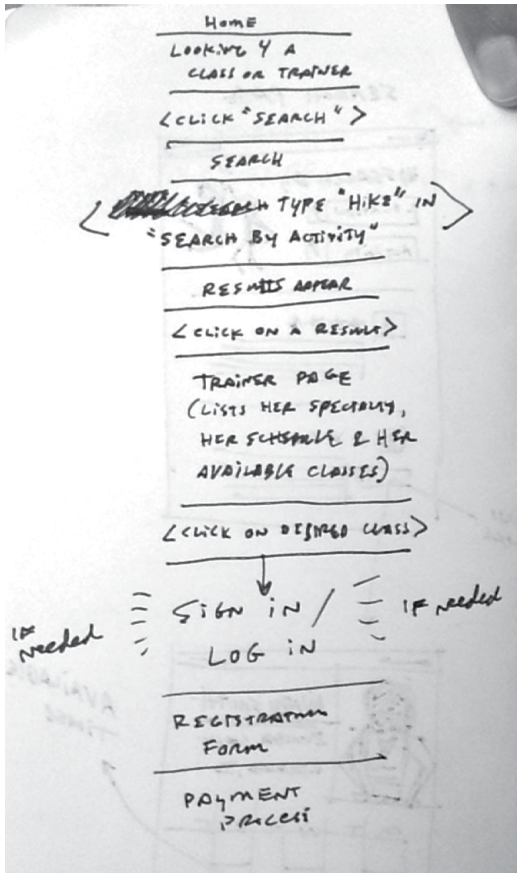
Project Summary: Rough Sketches

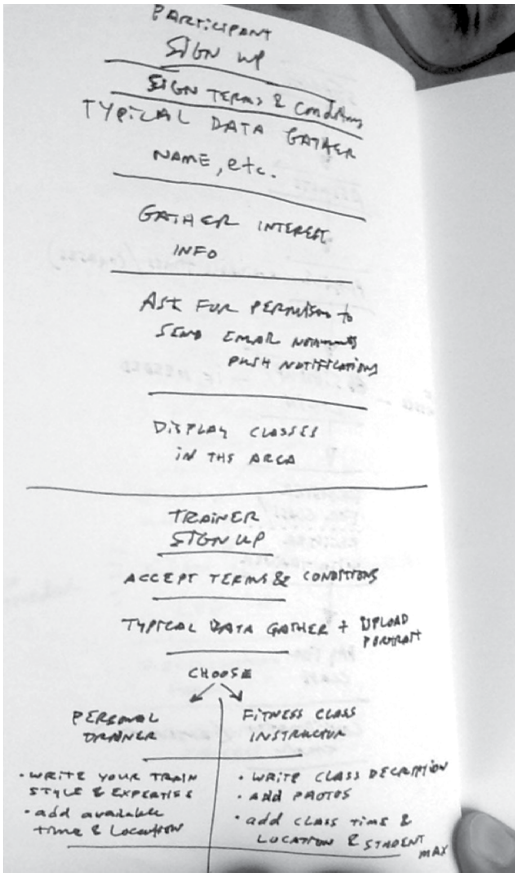




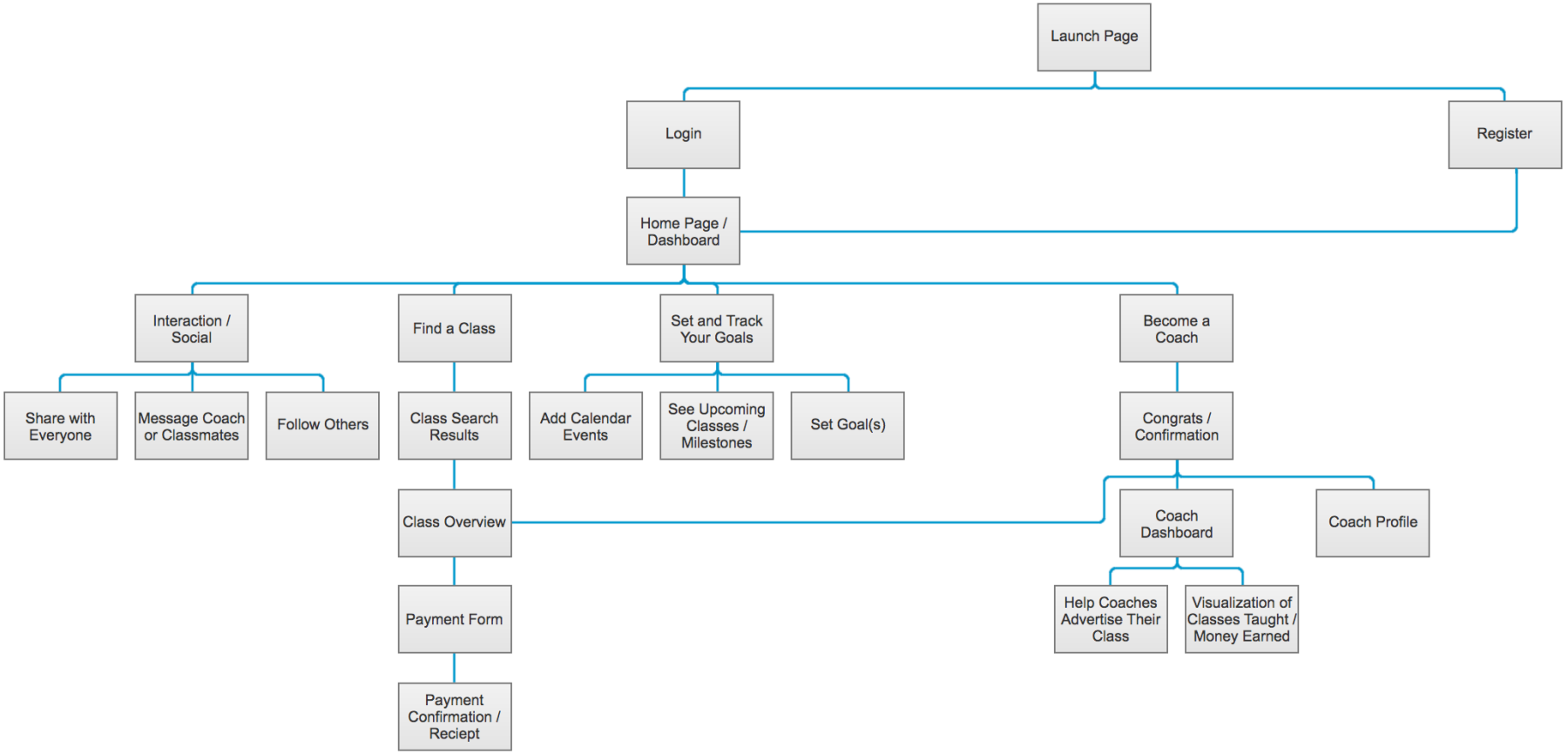
Project Summary: Map Sketch, User Paths



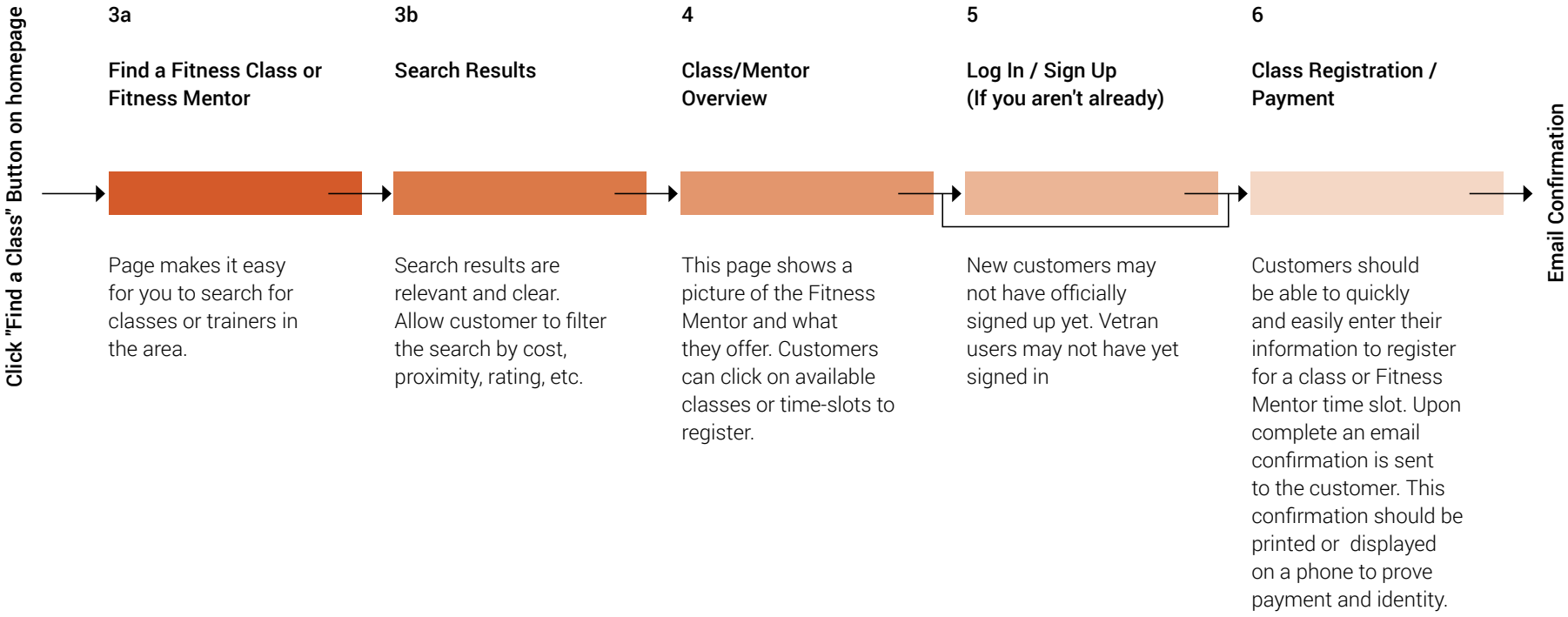




Project Summary: Axure Site Map



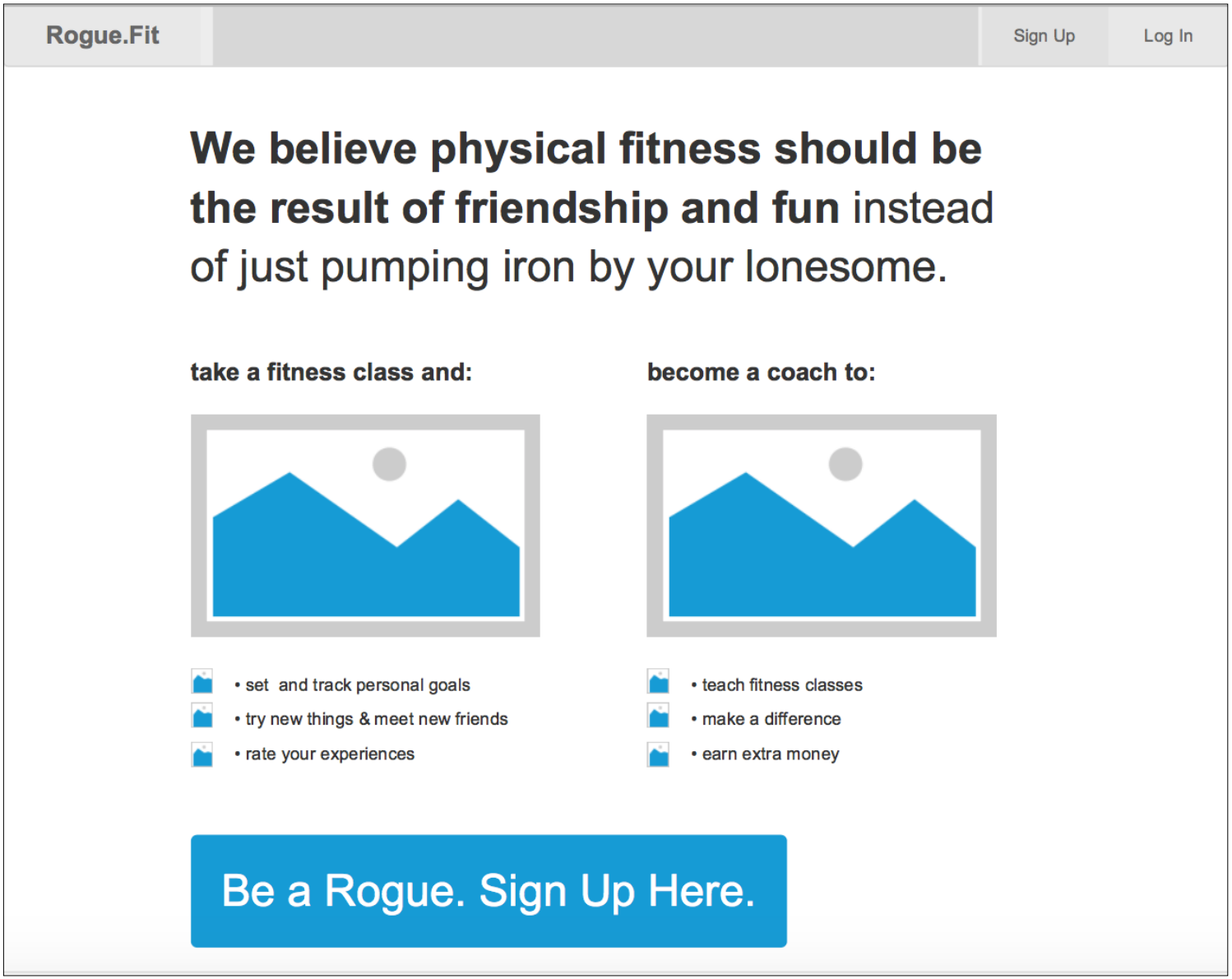
Project Summary: Find a Class Workflow



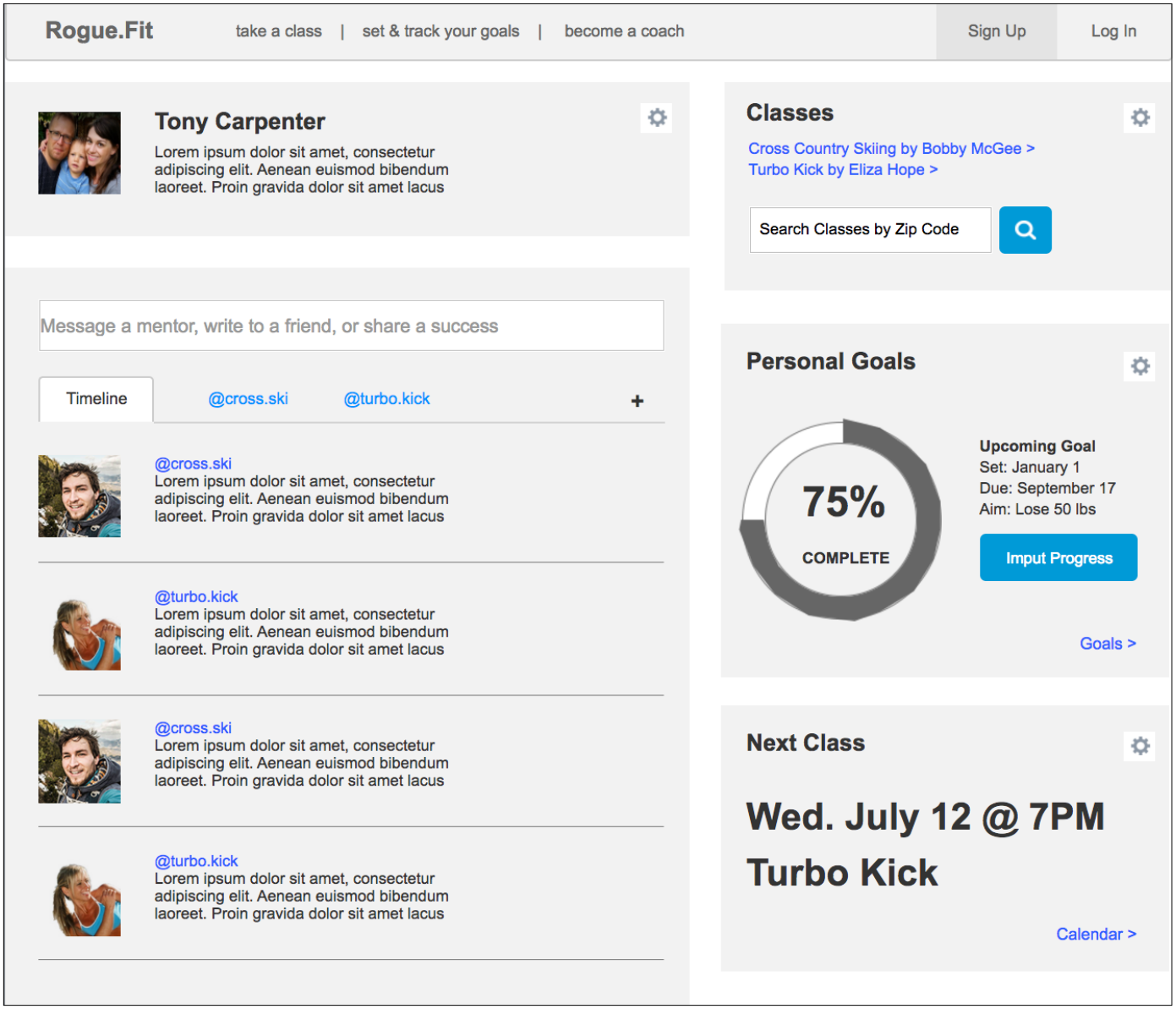
Part 2:

Wireframes Designing the Experience

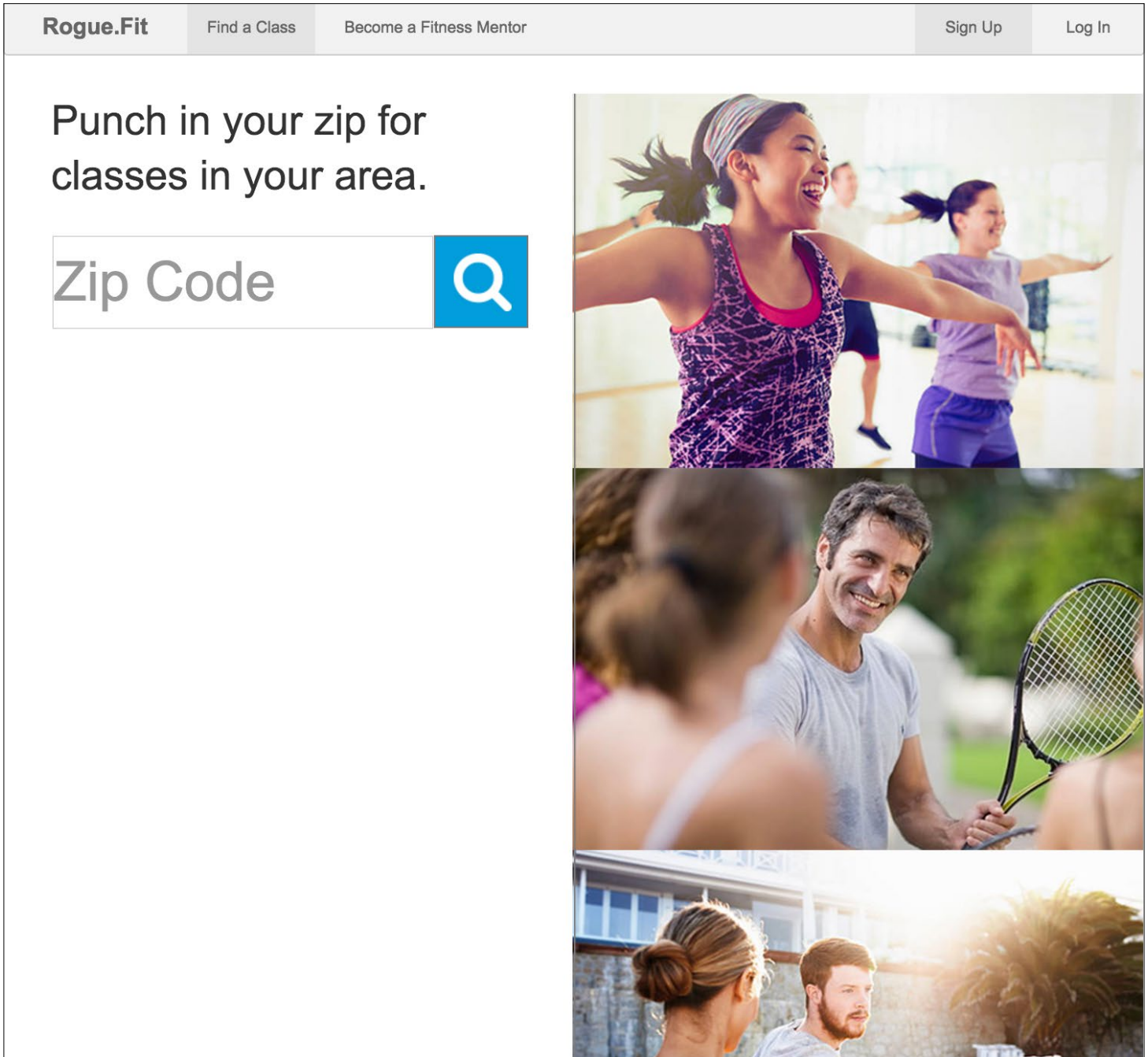
Digital-wireframe Prototypes: Launch Page



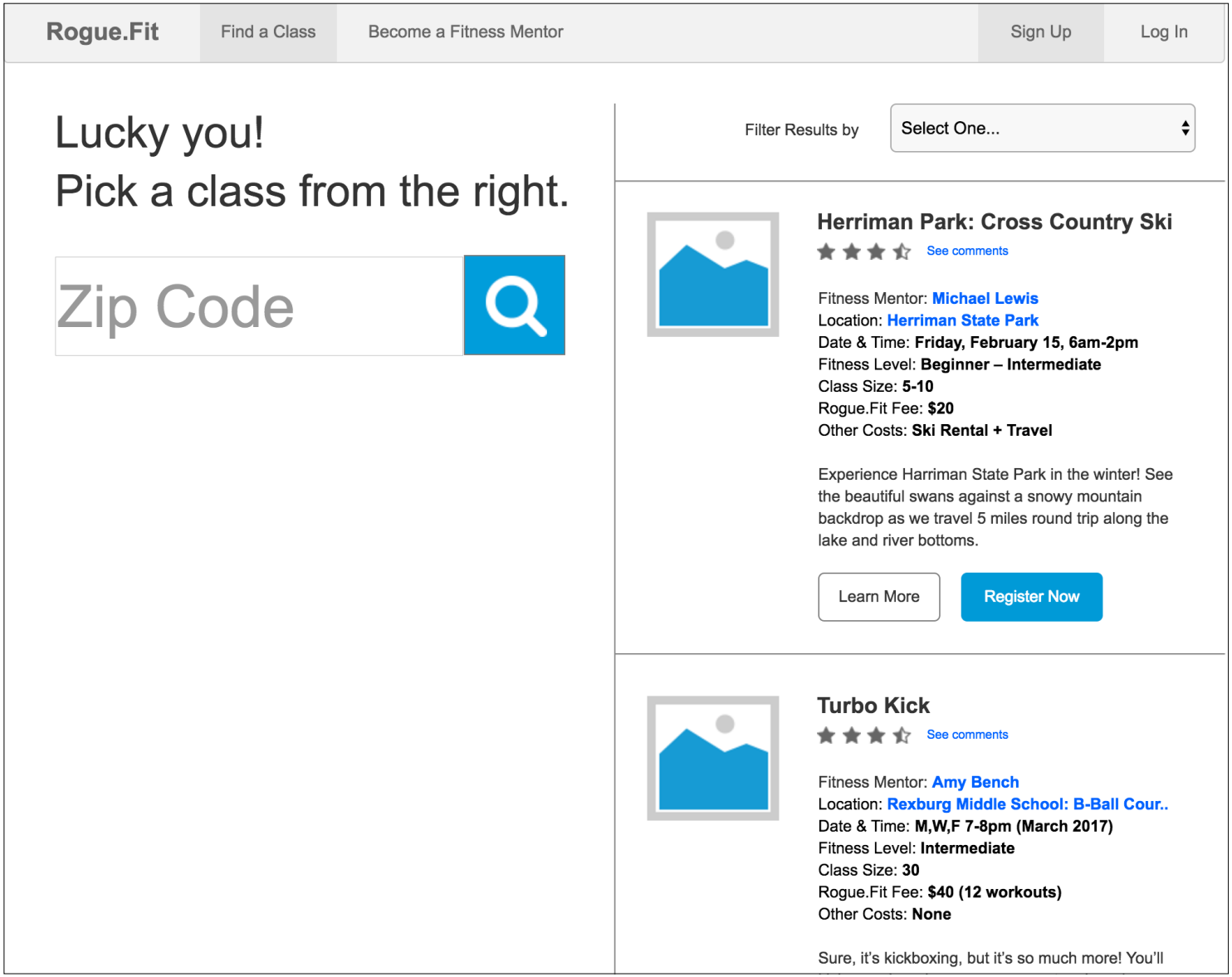
Digital-wireframe Prototypes: Home Page / Dashboard



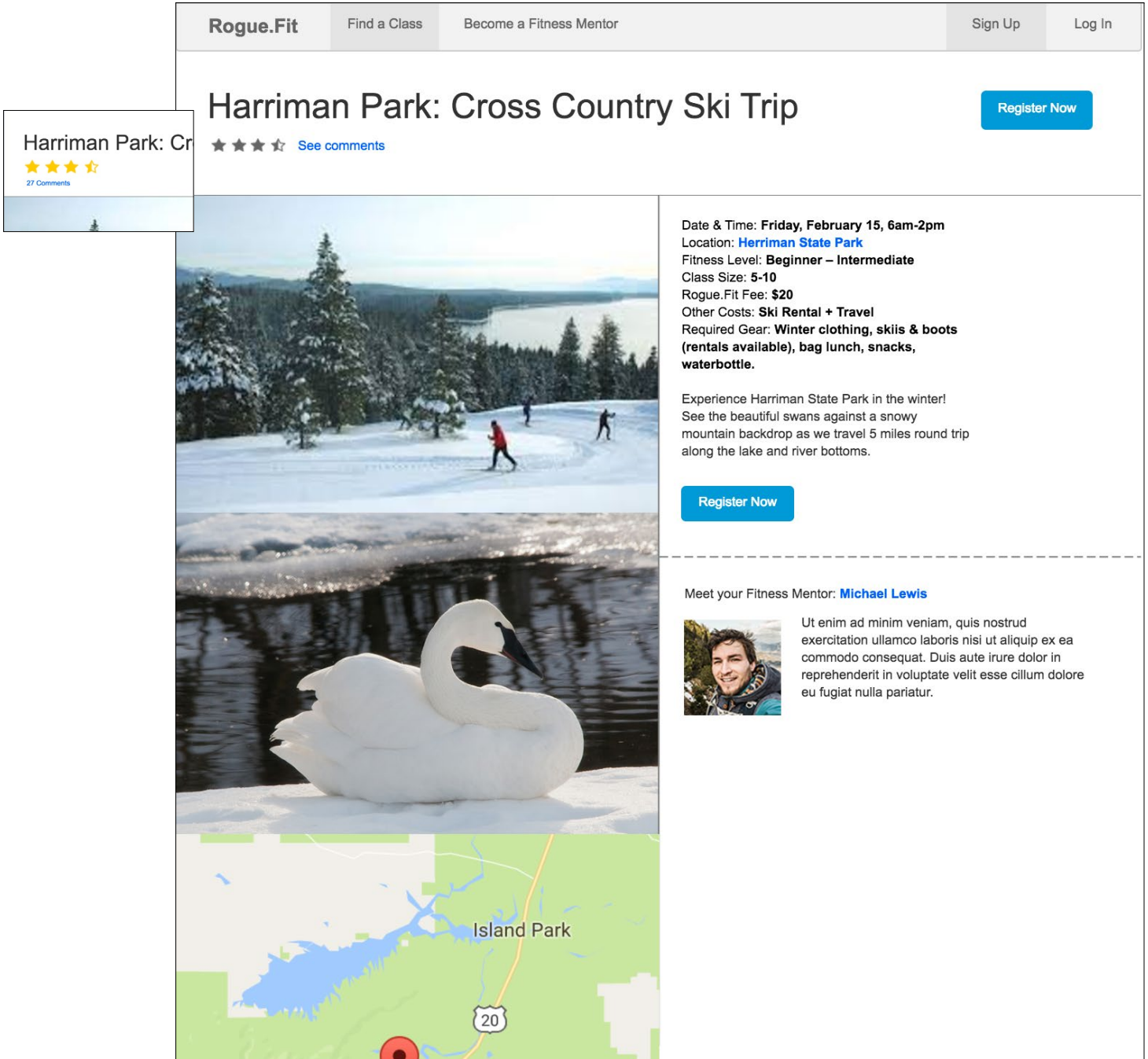
Digital-wireframe Prototypes: Search



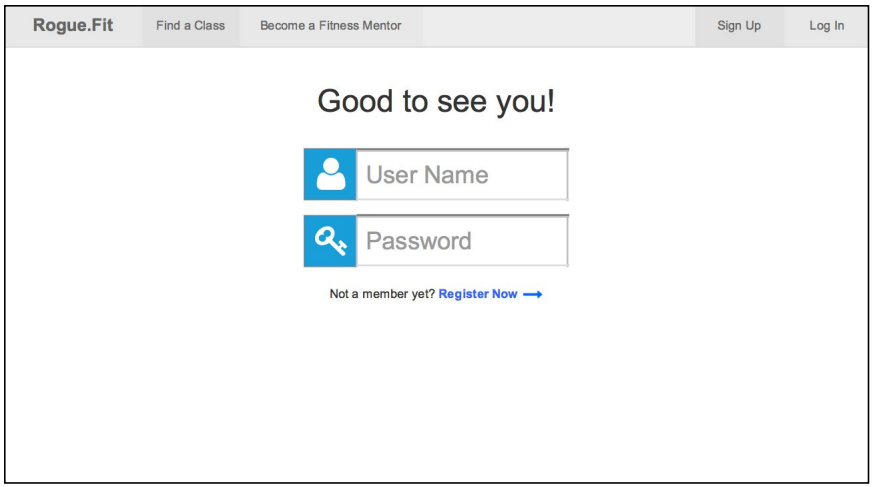
Digital-wireframe Prototypes: Search Results

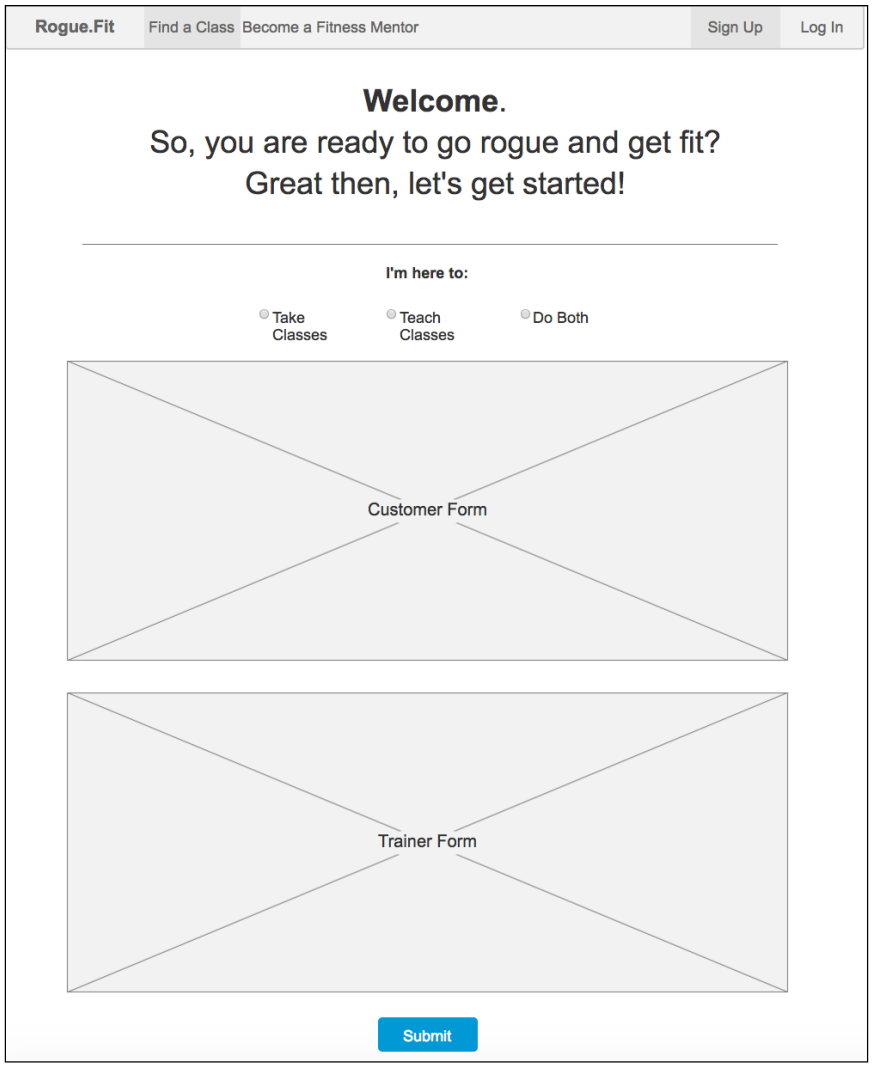


Digital-wireframe Prototypes: Class Overview

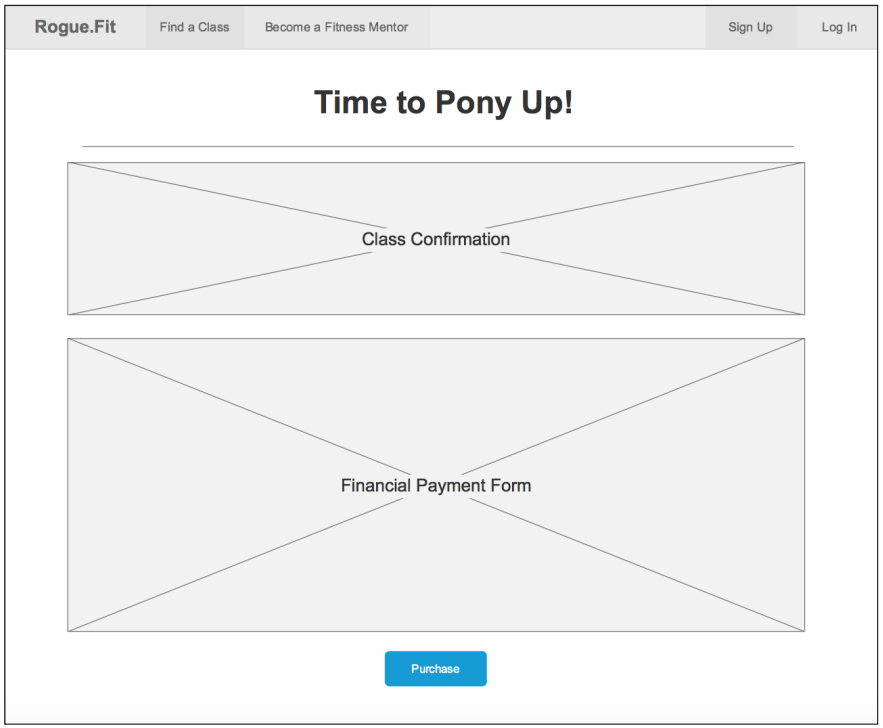


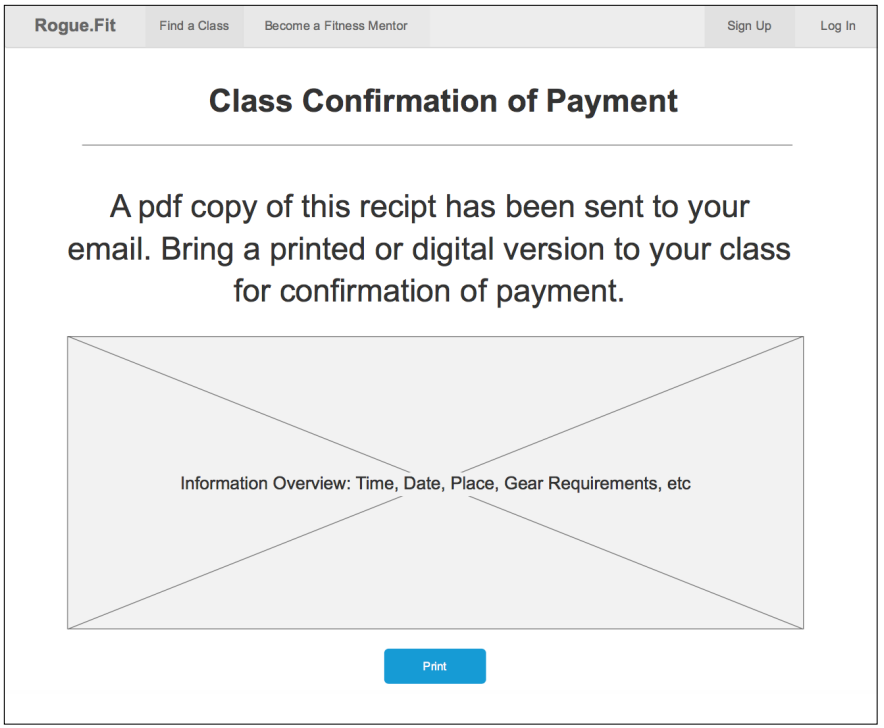
Digital-wireframe Prototypes: Login / Register Rogue.Fit



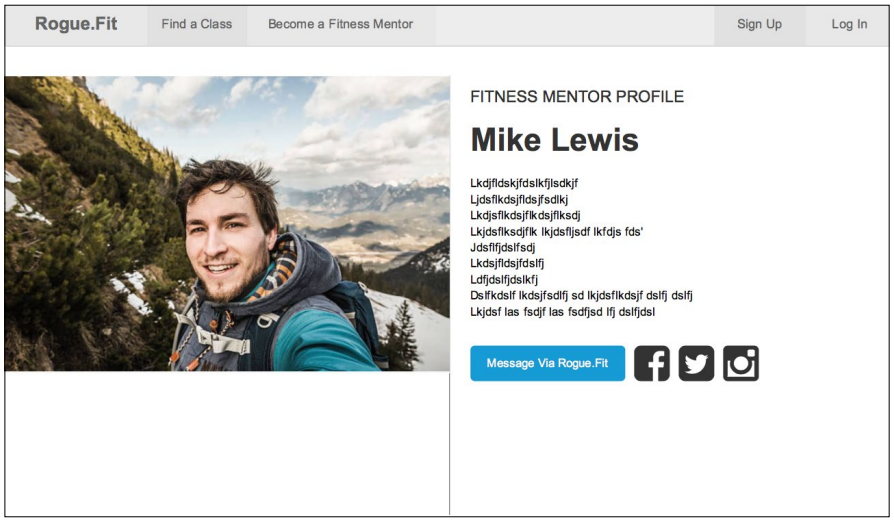


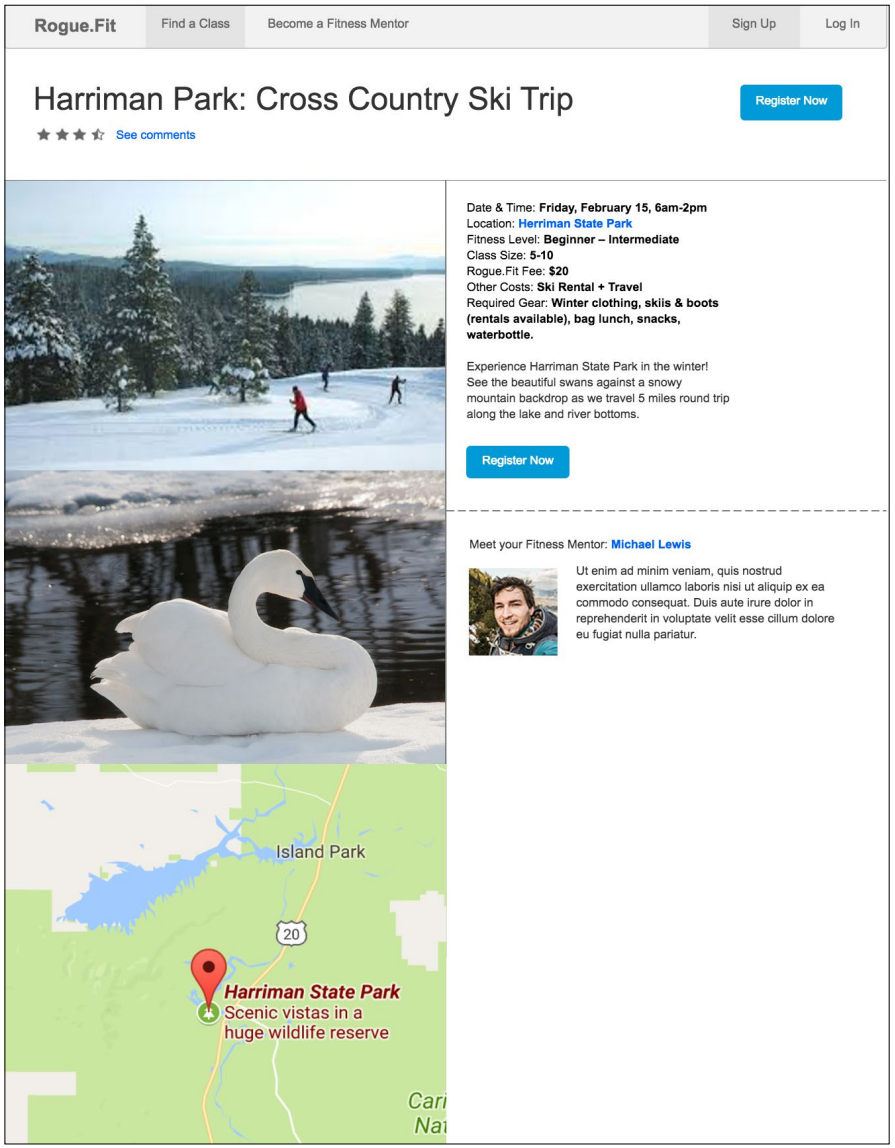
Digital-wireframe Prototypes: Register & Payment / Confirmation Page(s)



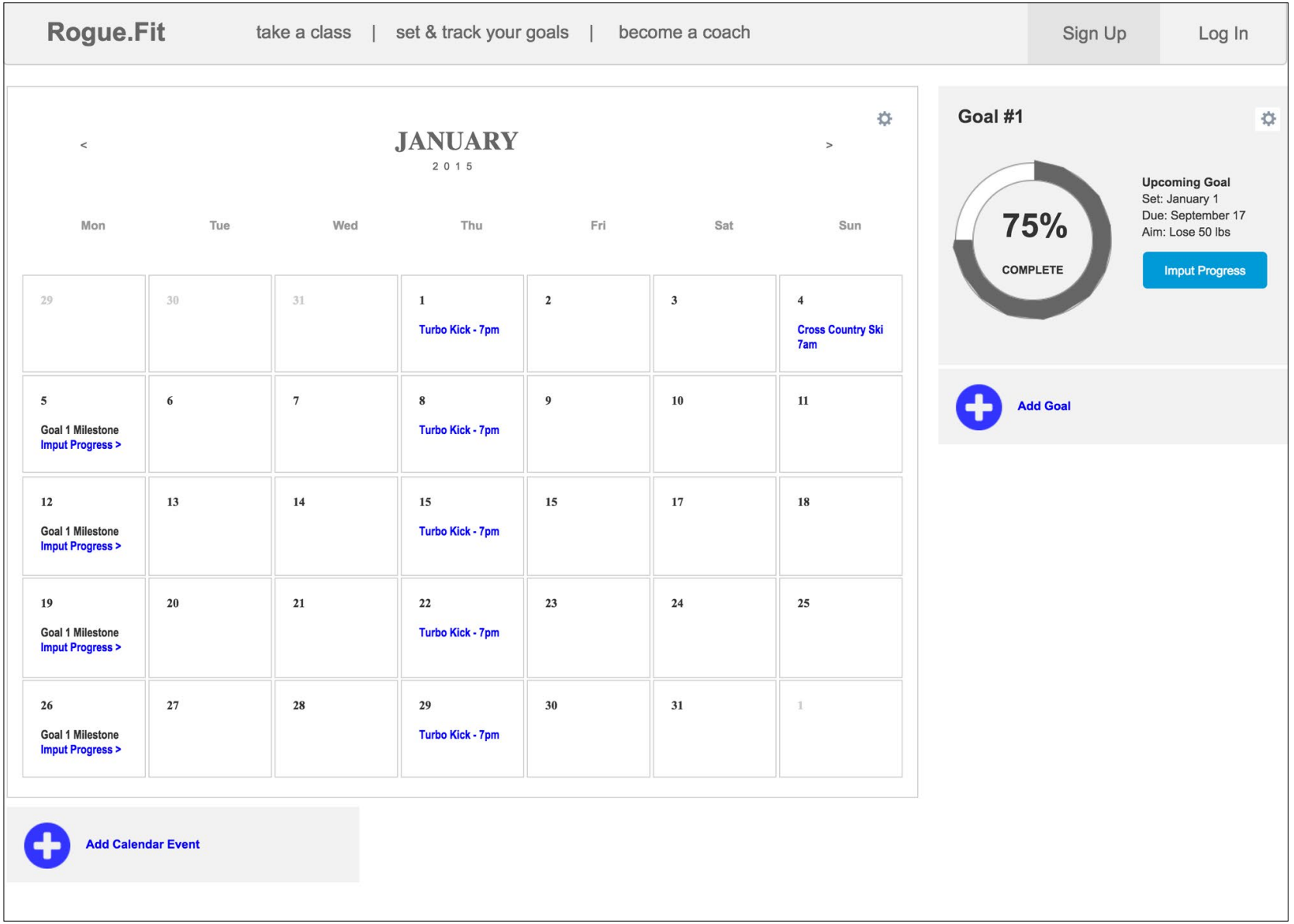


Digital-wireframe Prototypes: Mentor Profile / Class Overview

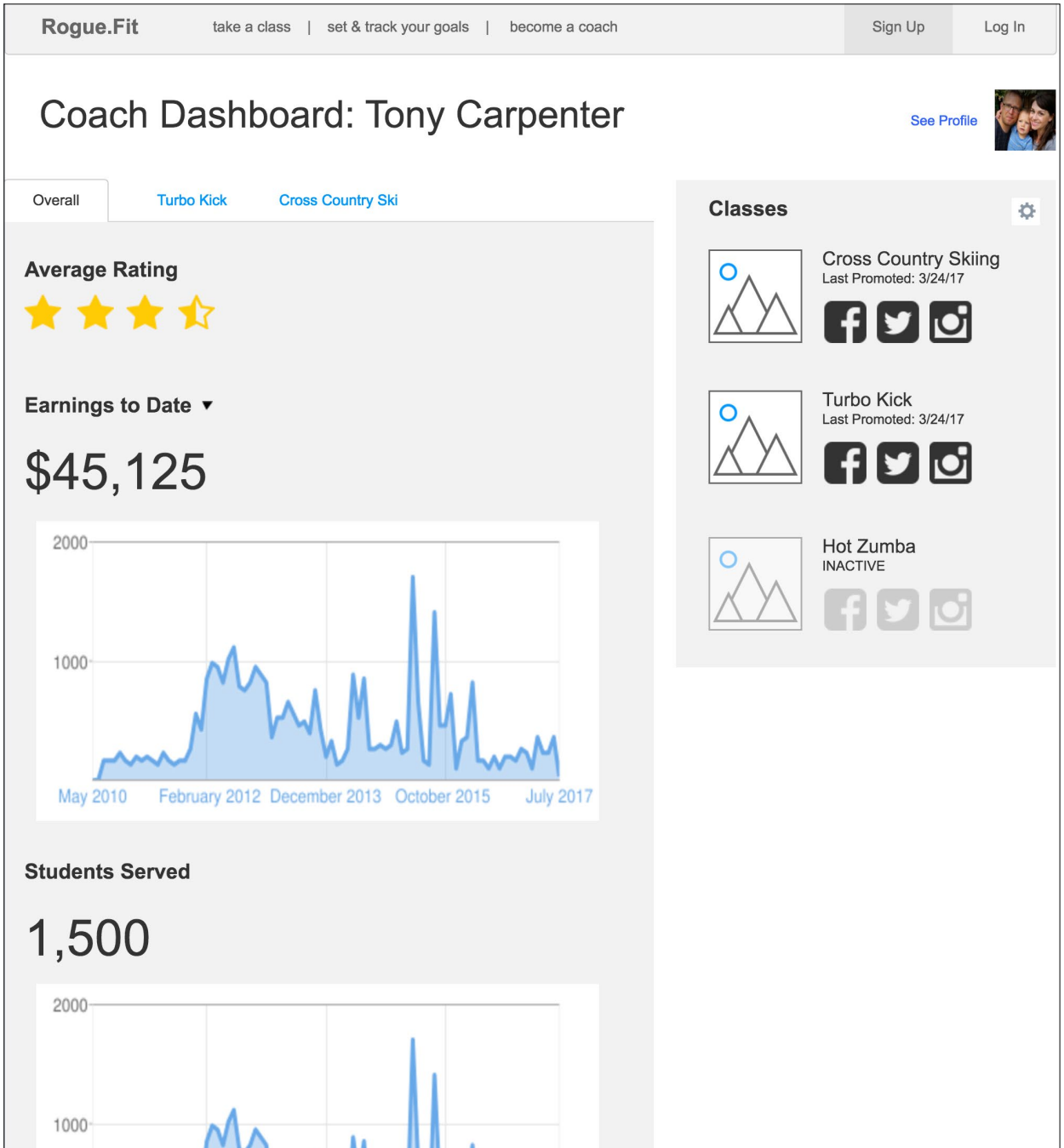




Digital-wireframe Prototypes: Set and Track Your Goals



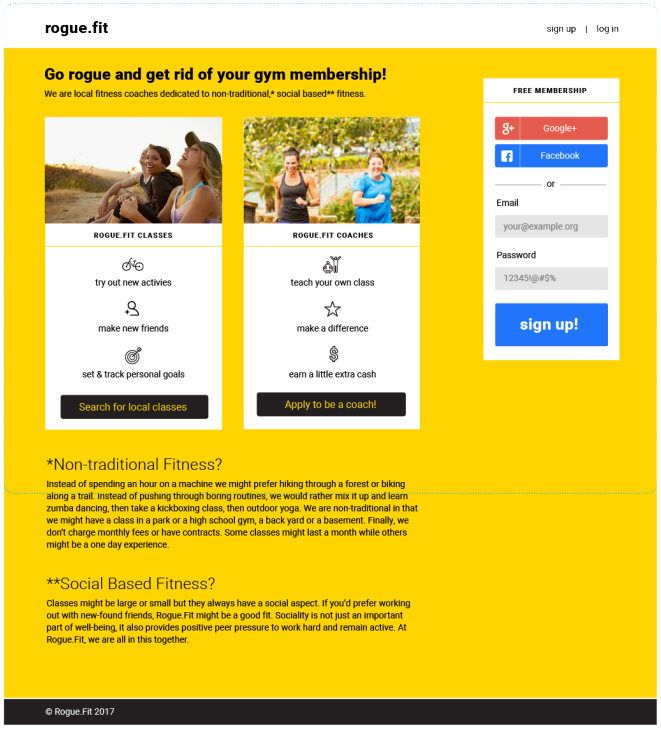
Digital-wireframe Prototypes: Coach Dashboard

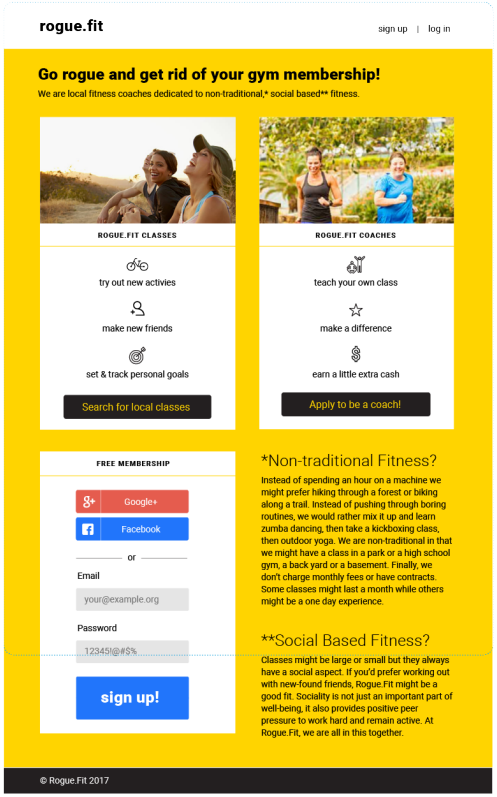


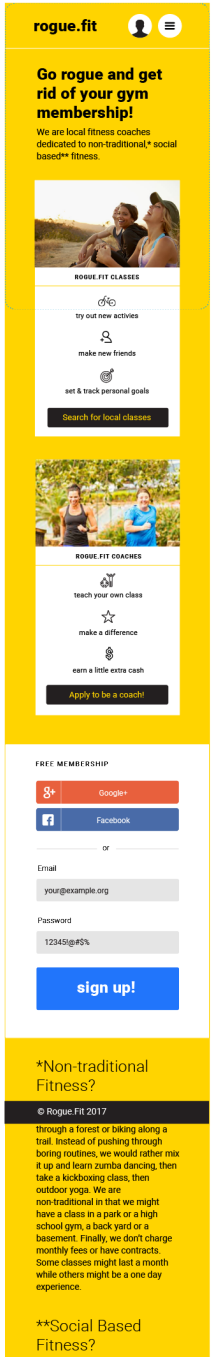
Part 3:

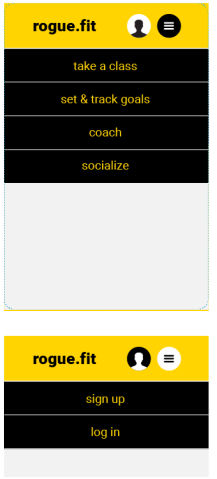
Visual Design

Visual Design: Launch Page

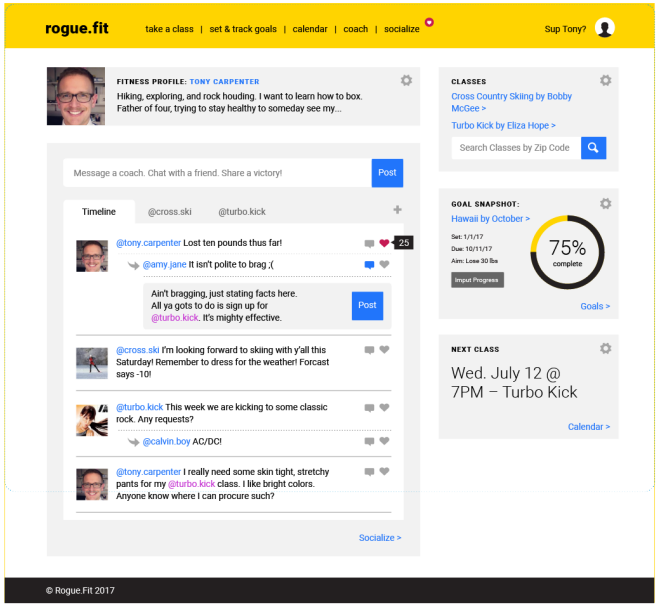




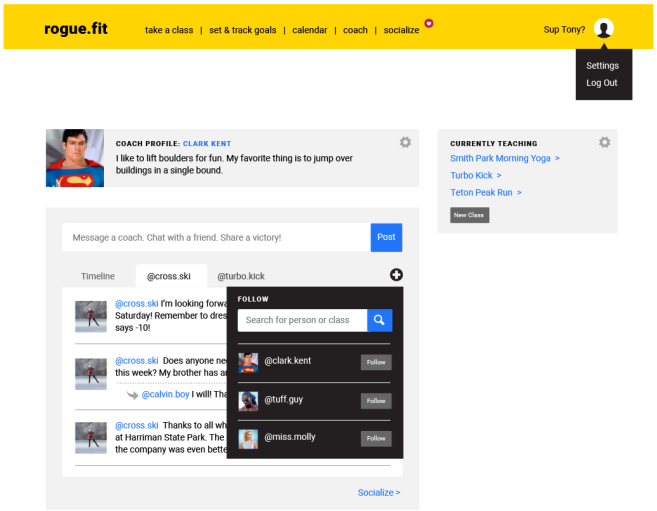


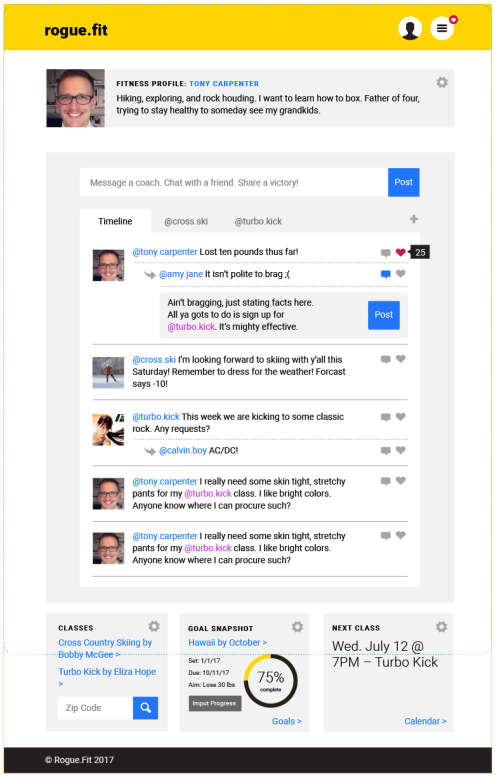


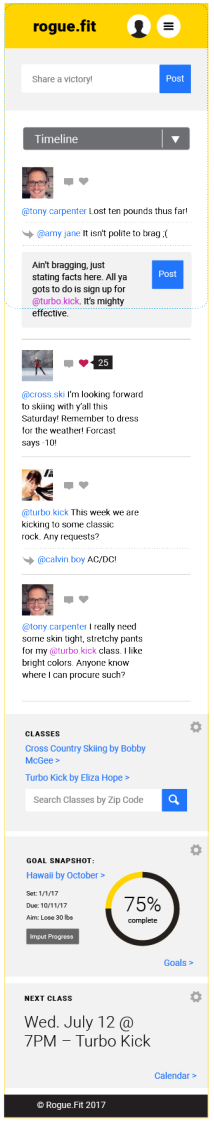
Visual Design: Homepage Dashboard

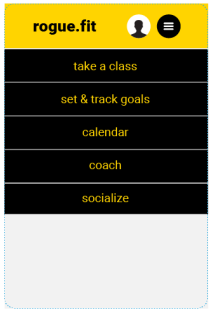


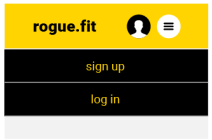
Extra functionality



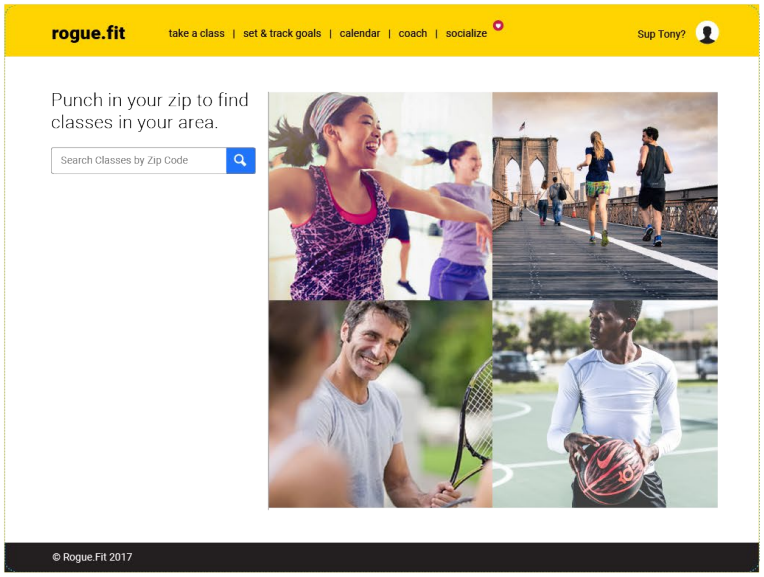


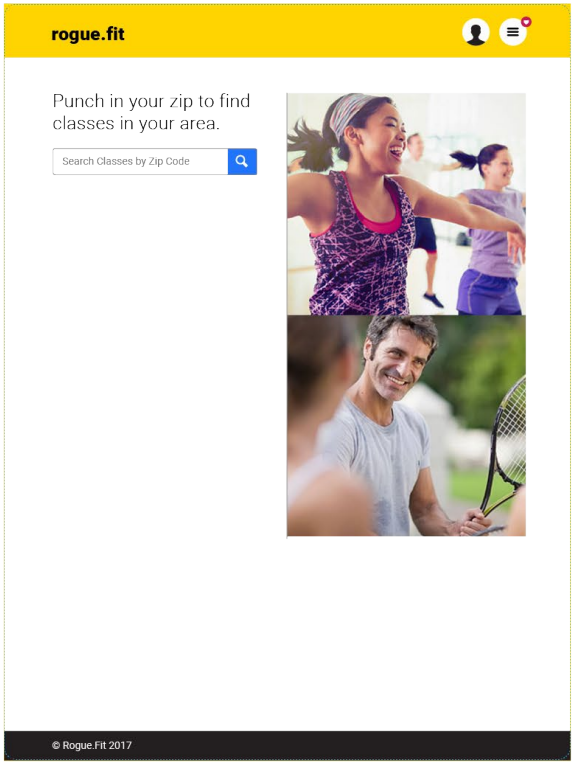


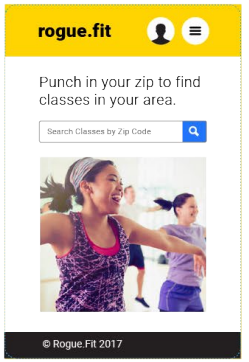




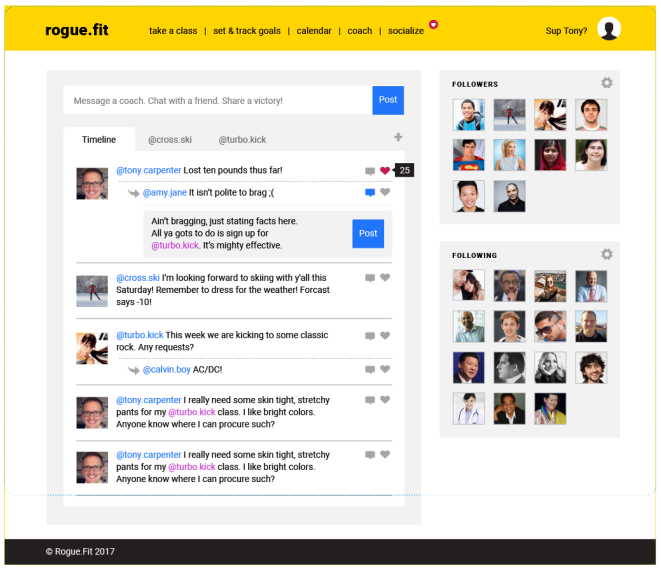
Visual Design: Search Page



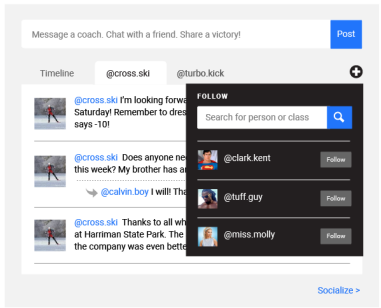


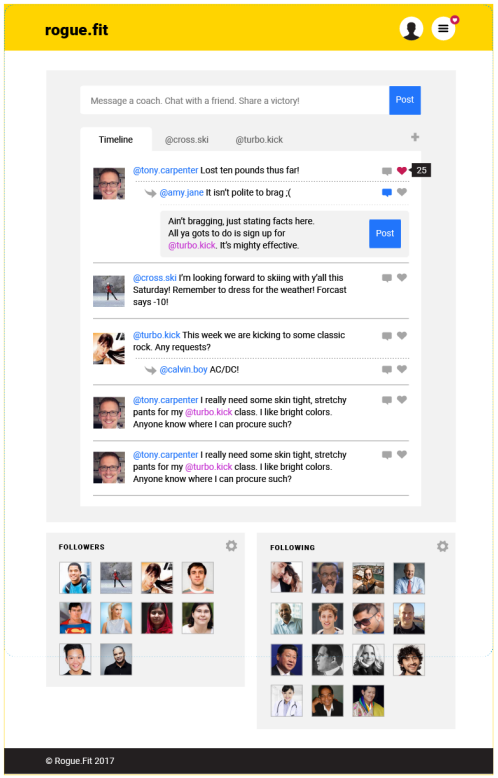


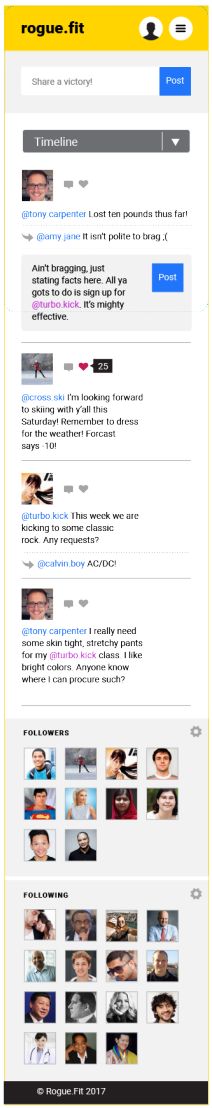
Visual Design: Socialize

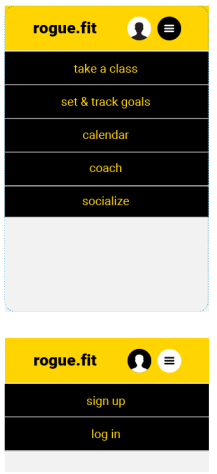


Extra functionality

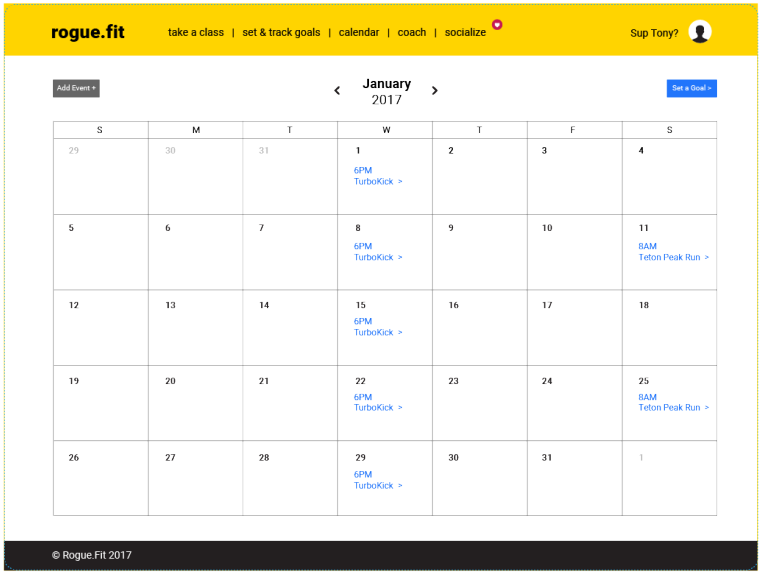


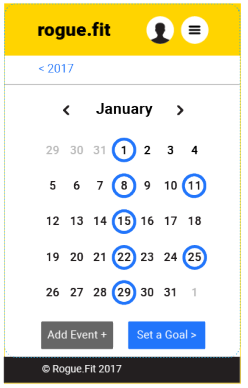


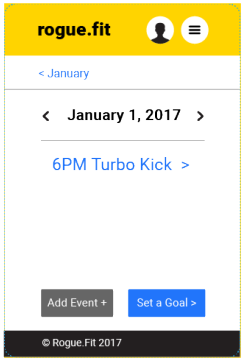




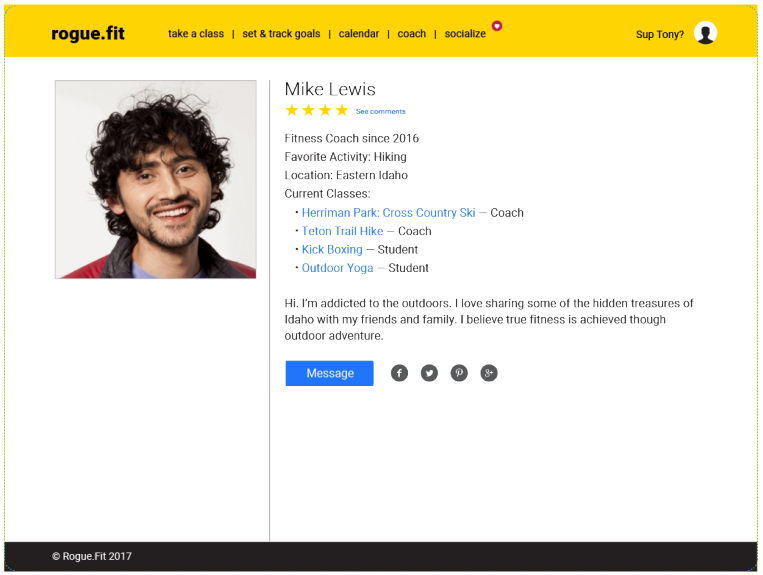
Visual Design: Calendar

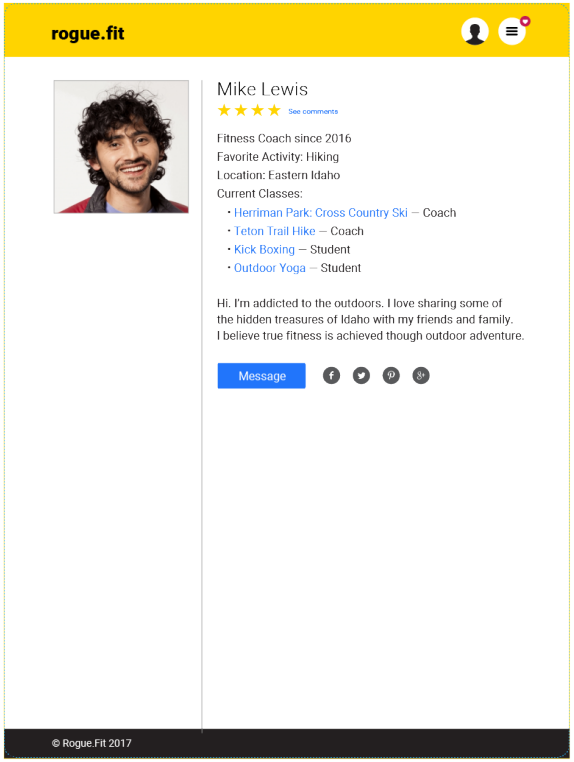




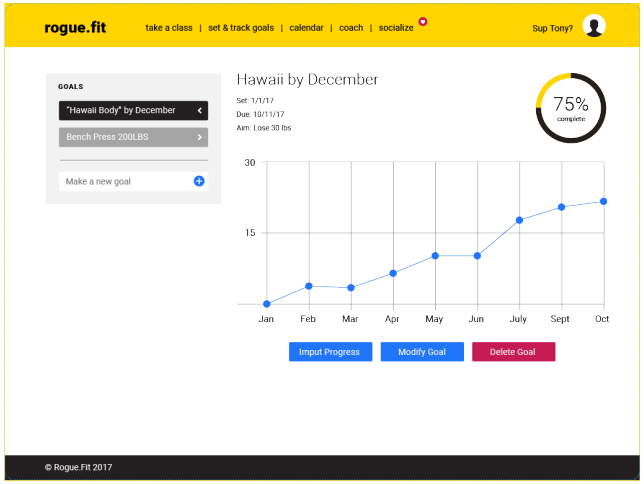


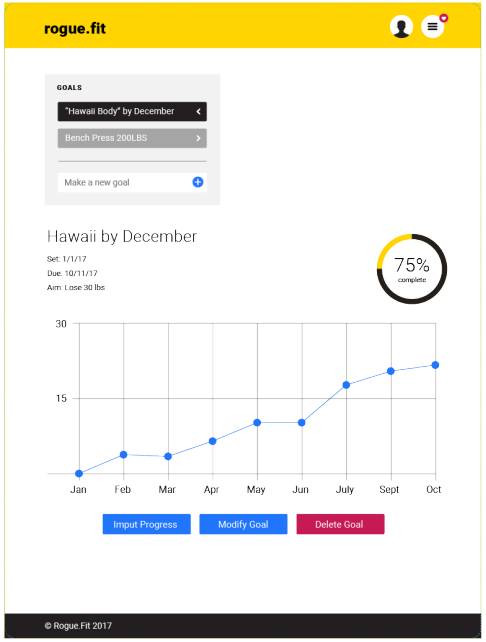
Visual Design: Profile

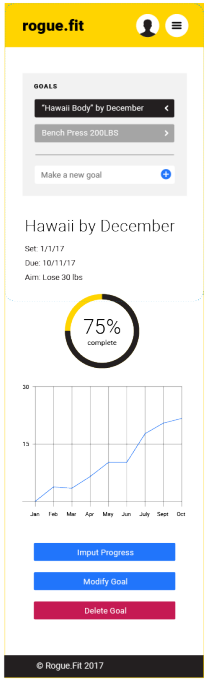




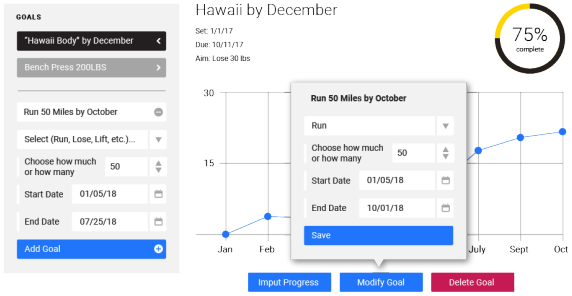
Visual Design: Goals

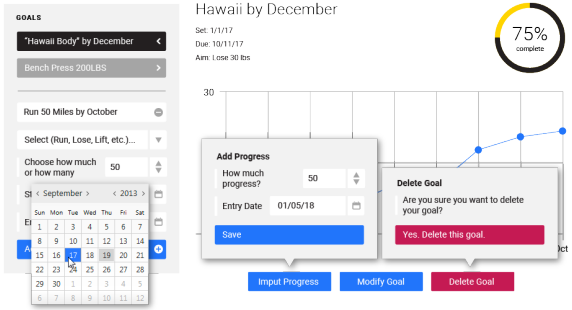




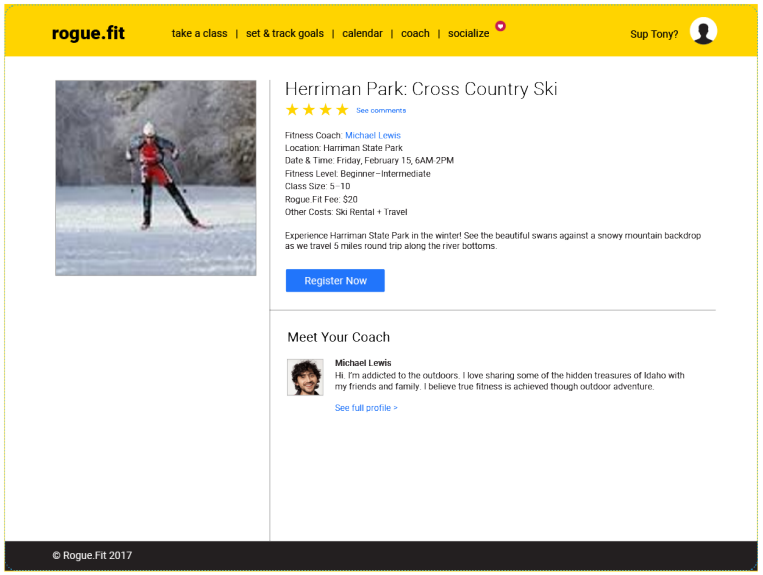


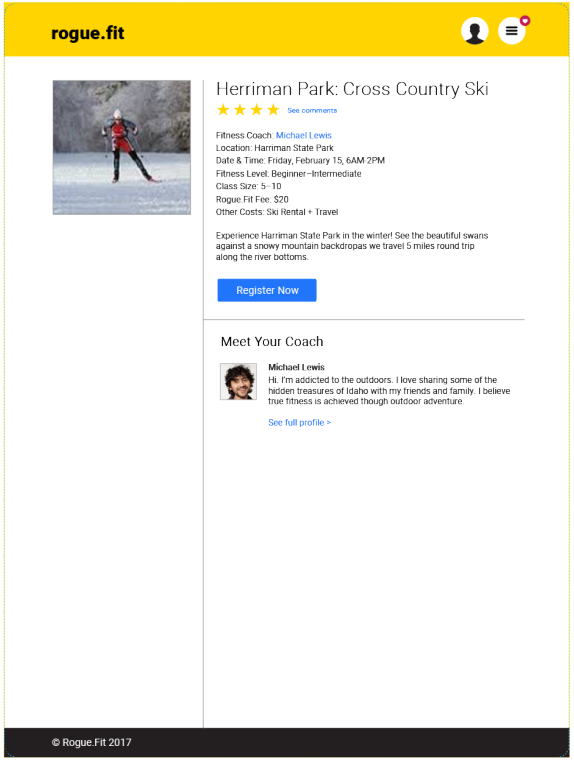
Extra functionality

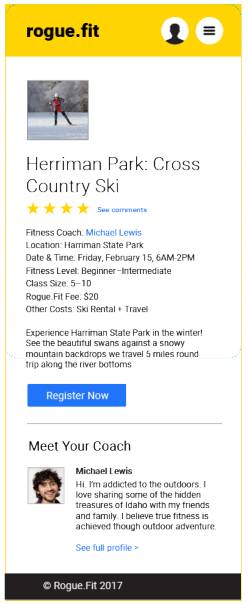




Visual Design: Class Page





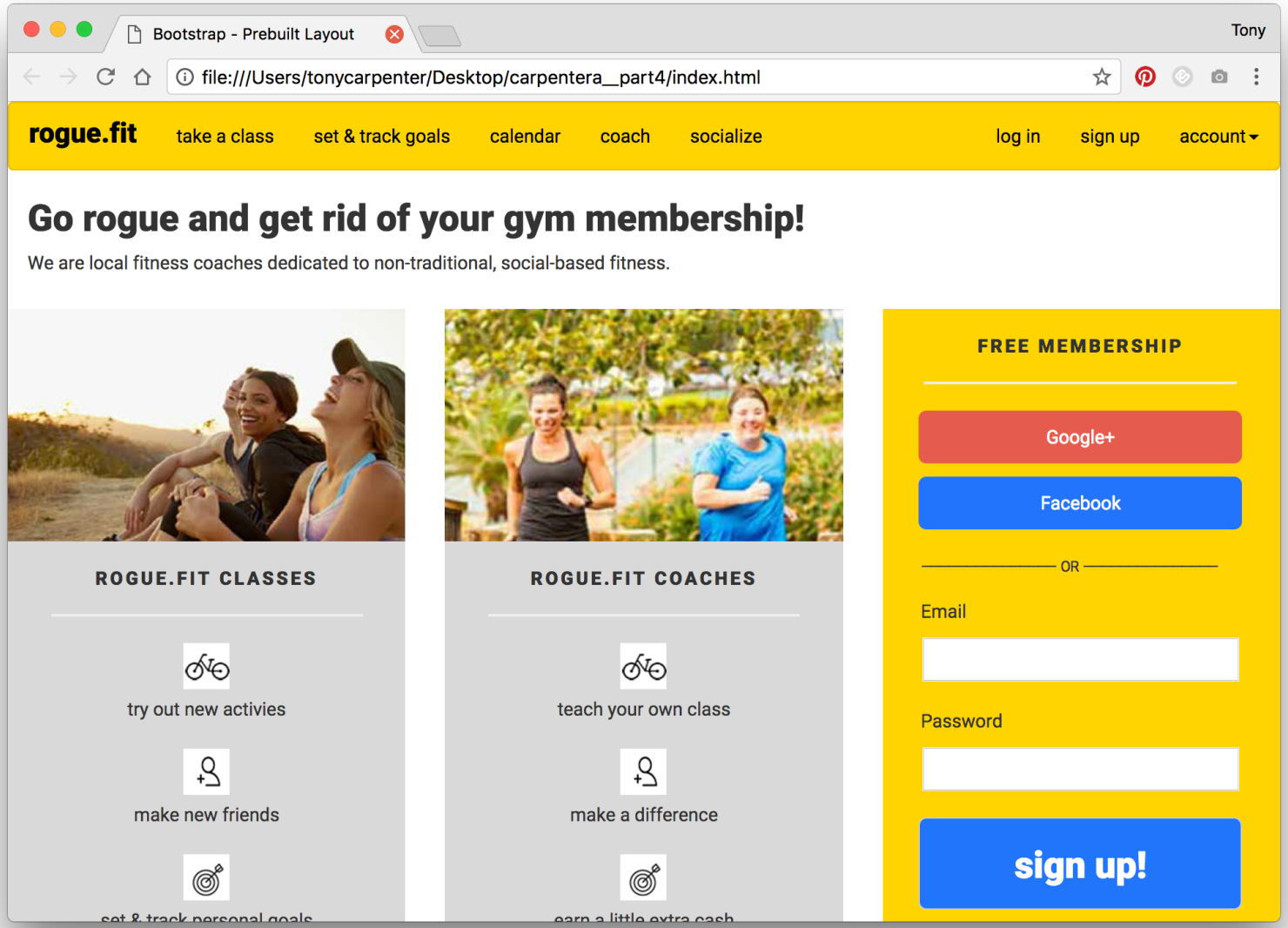


Part 4:

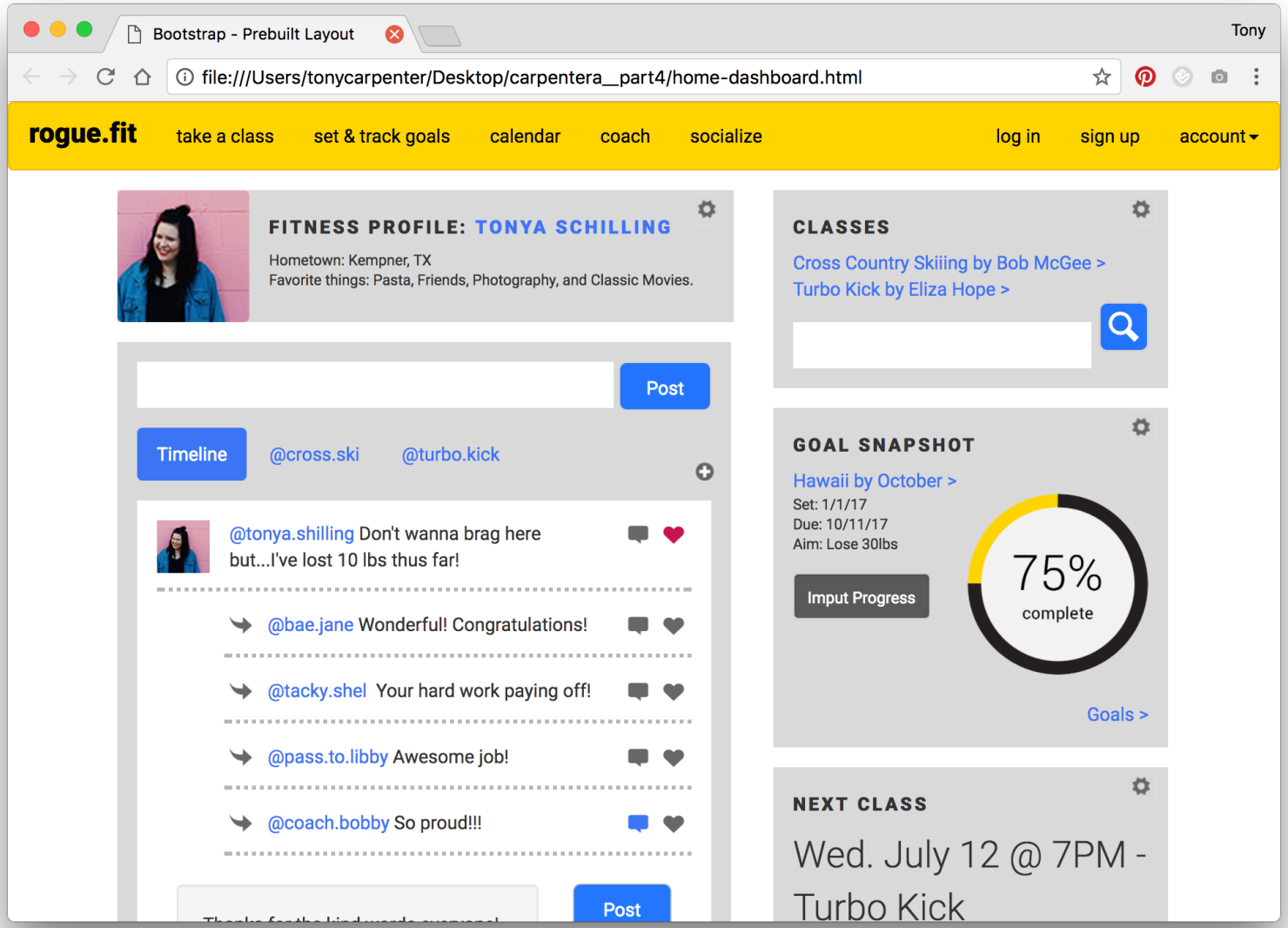
Responsive Site Development

(rough)

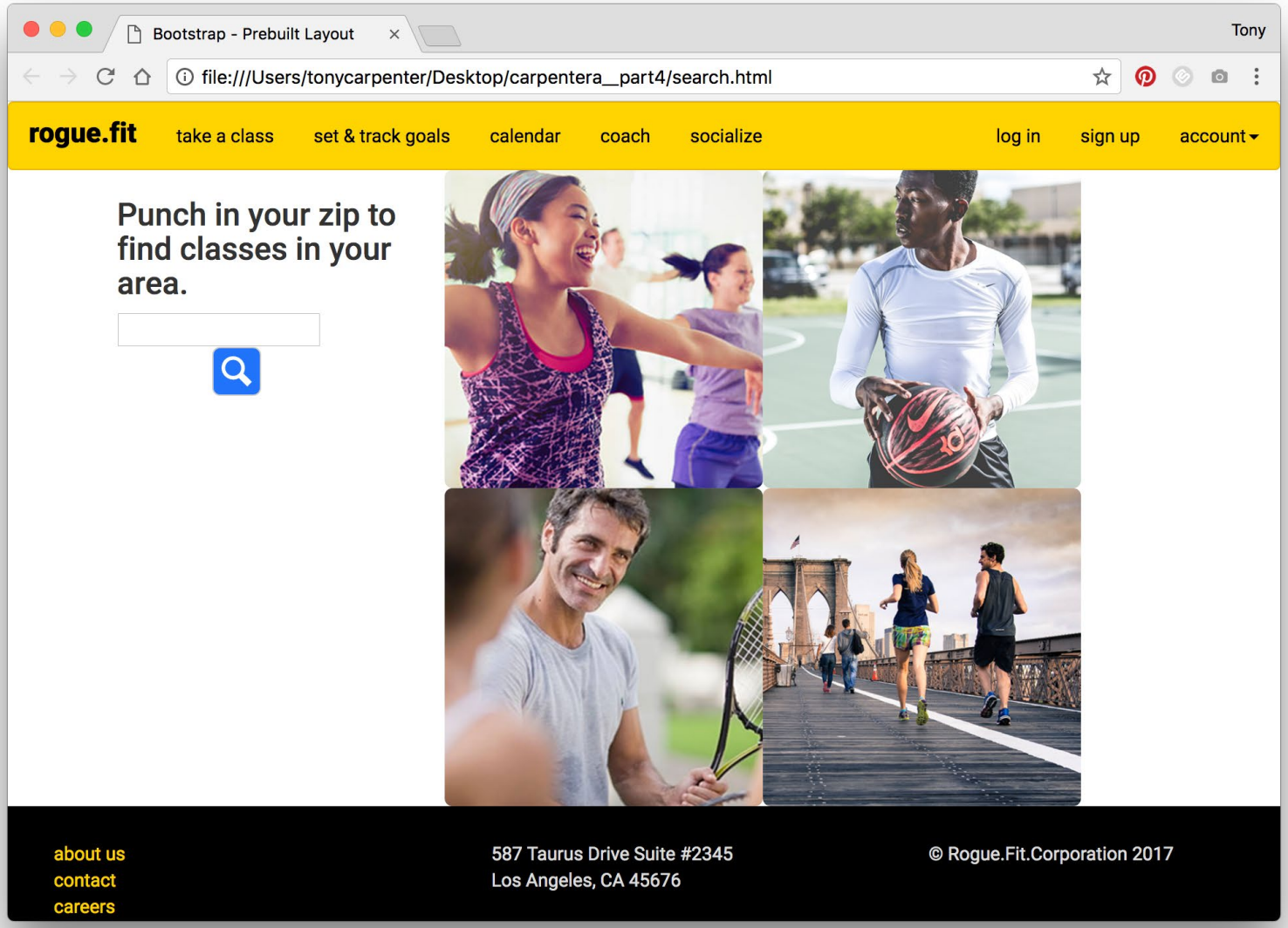
Responsive Design Development: Launch Page



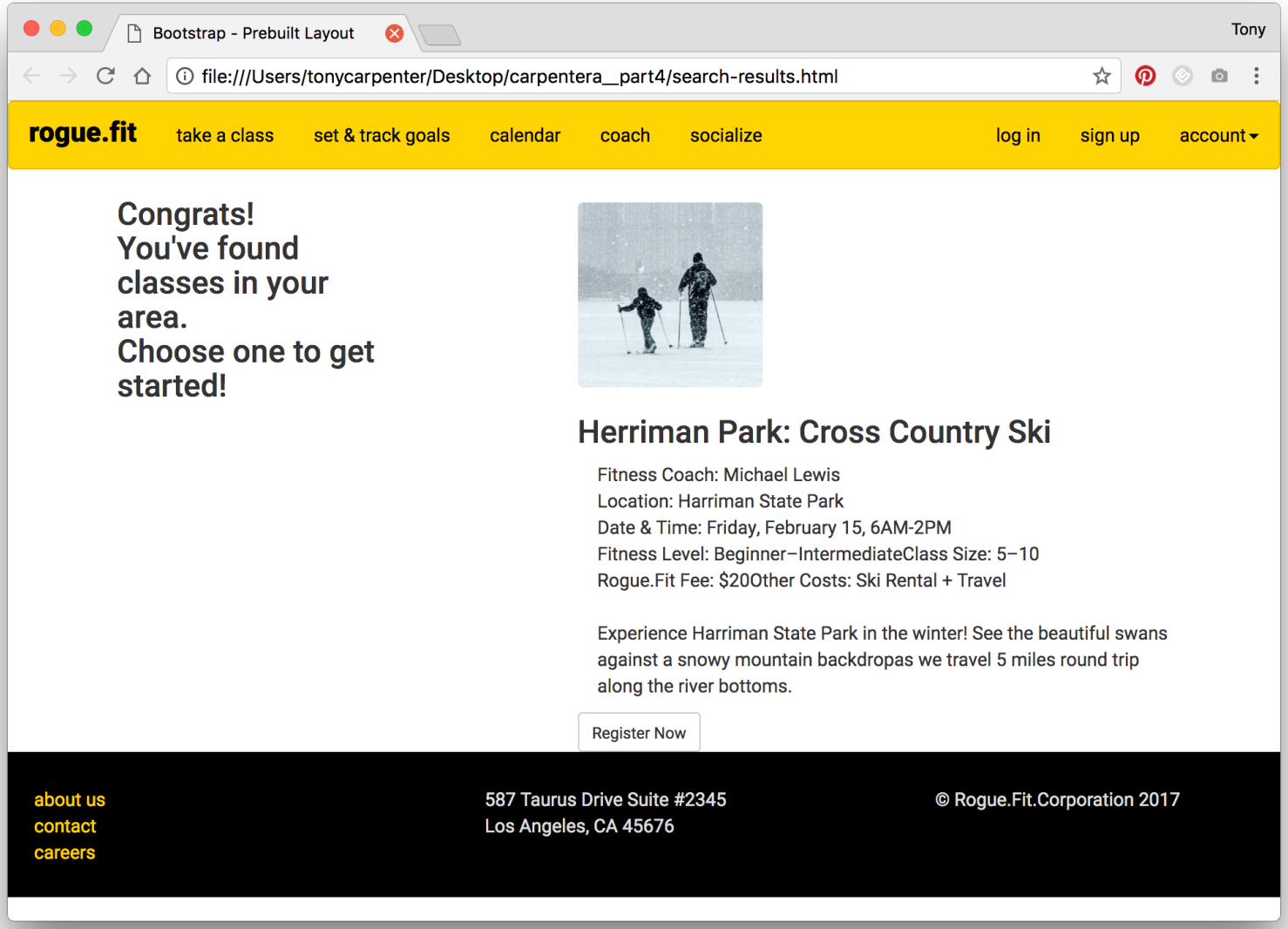
Responsive Design Development: Home Page Dashboard



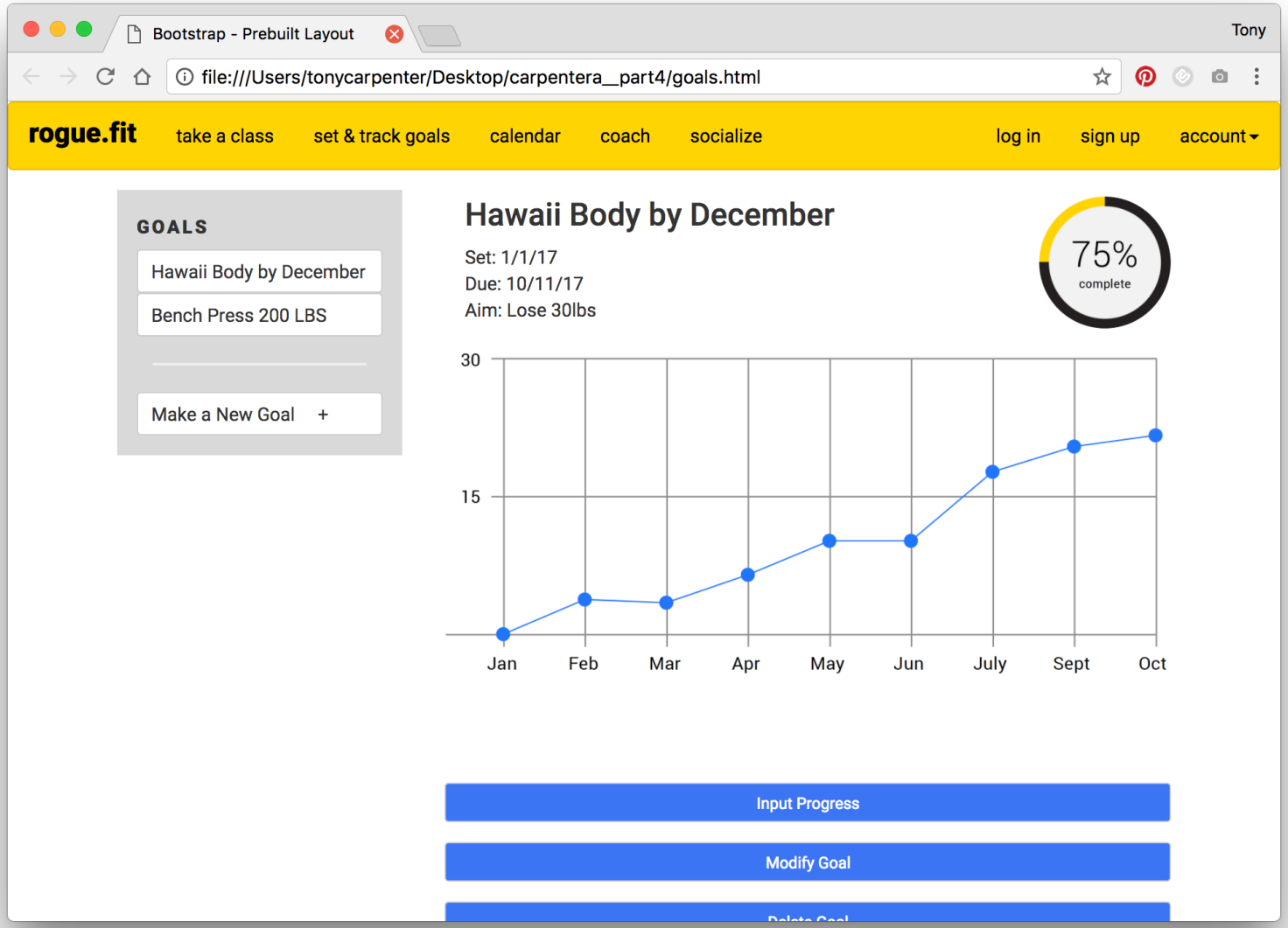
Responsive Design Development: Take a Class



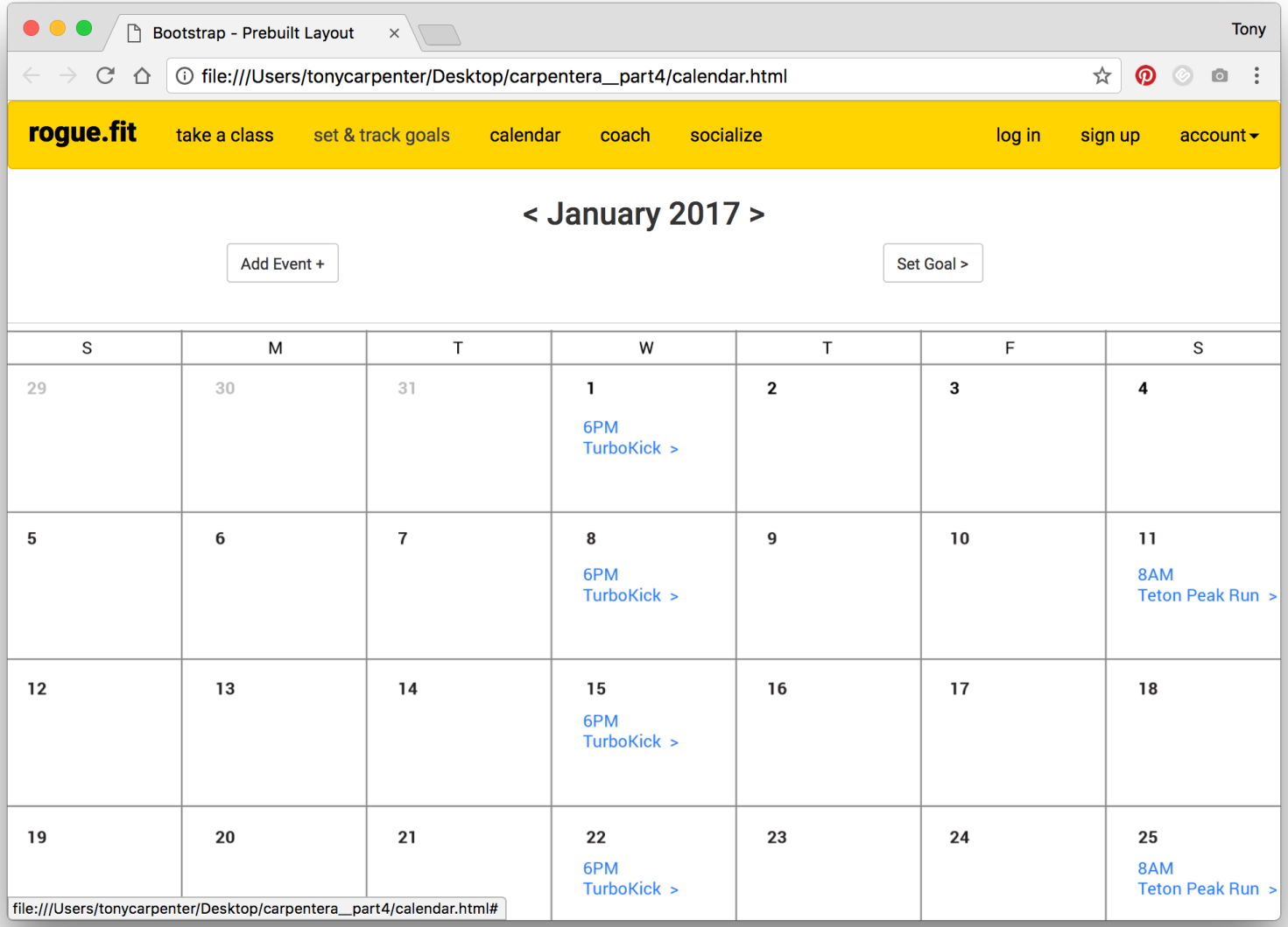
Responsive Design Development: Search Results



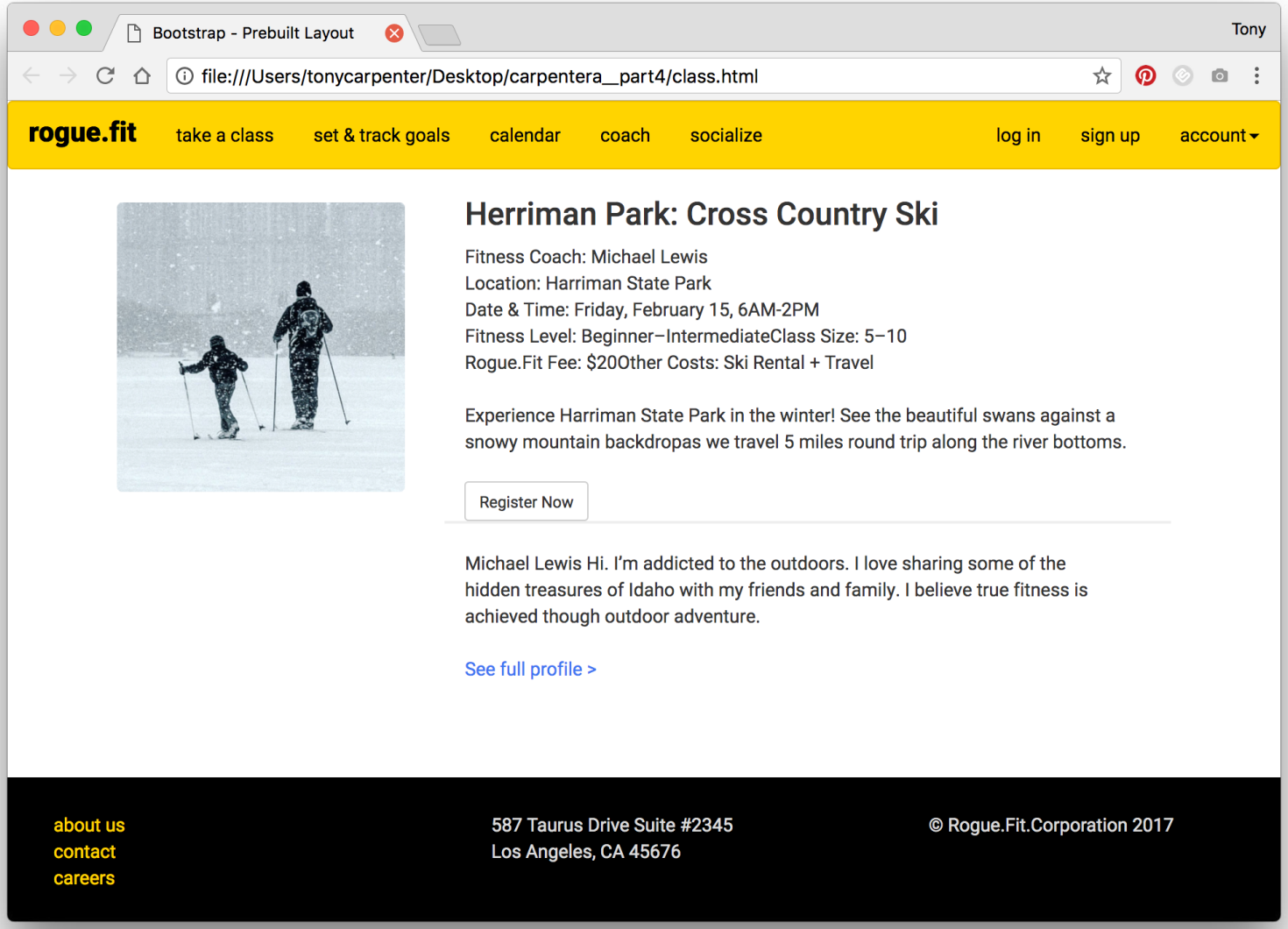
Responsive Design Development: Set & Track Goals



Responsive Design Development: Calendar



Responsive Design Development: Class Page

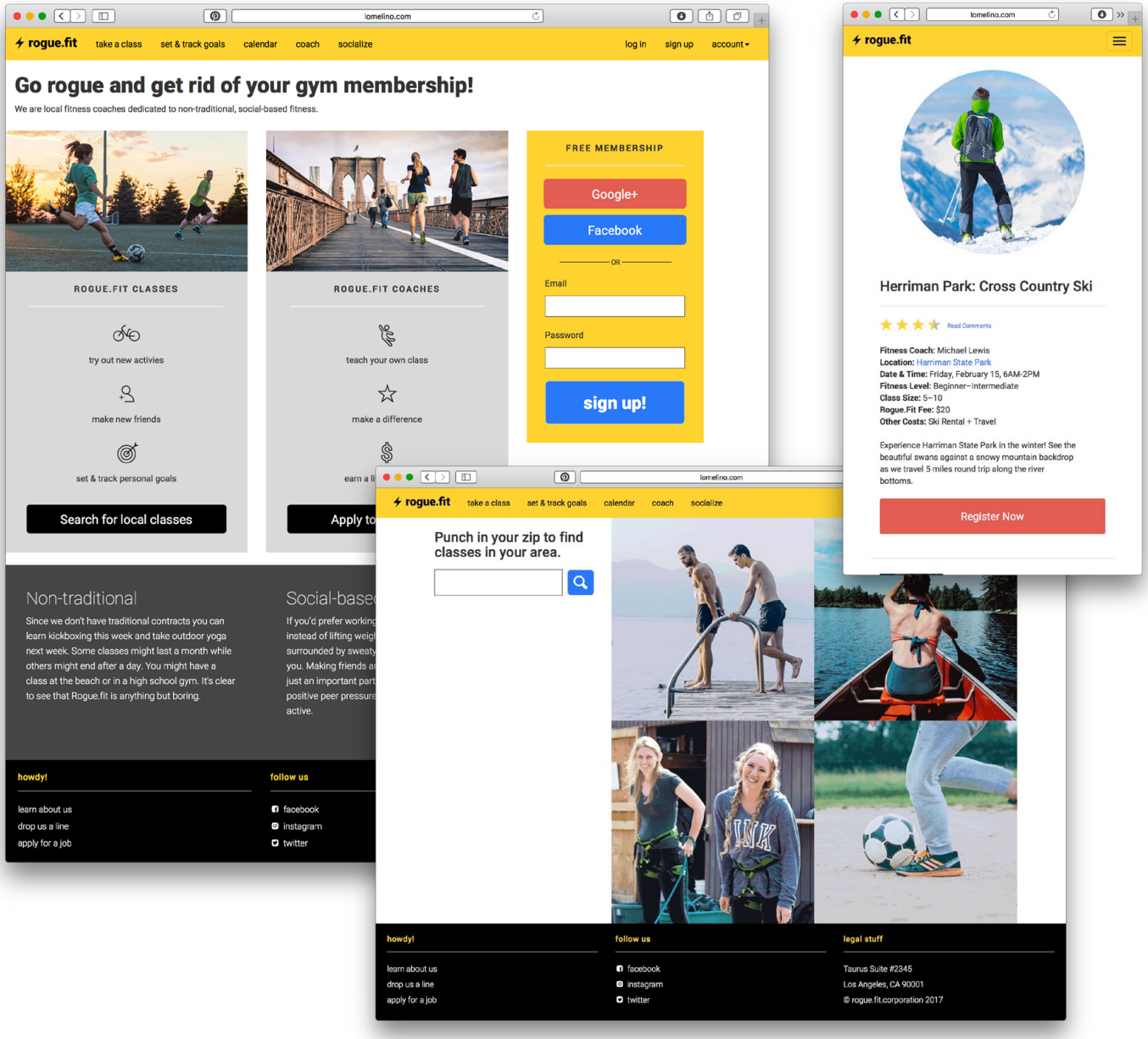


Part 5:

Responsive Site Development

(final)

Responsive Design Development: Highlights

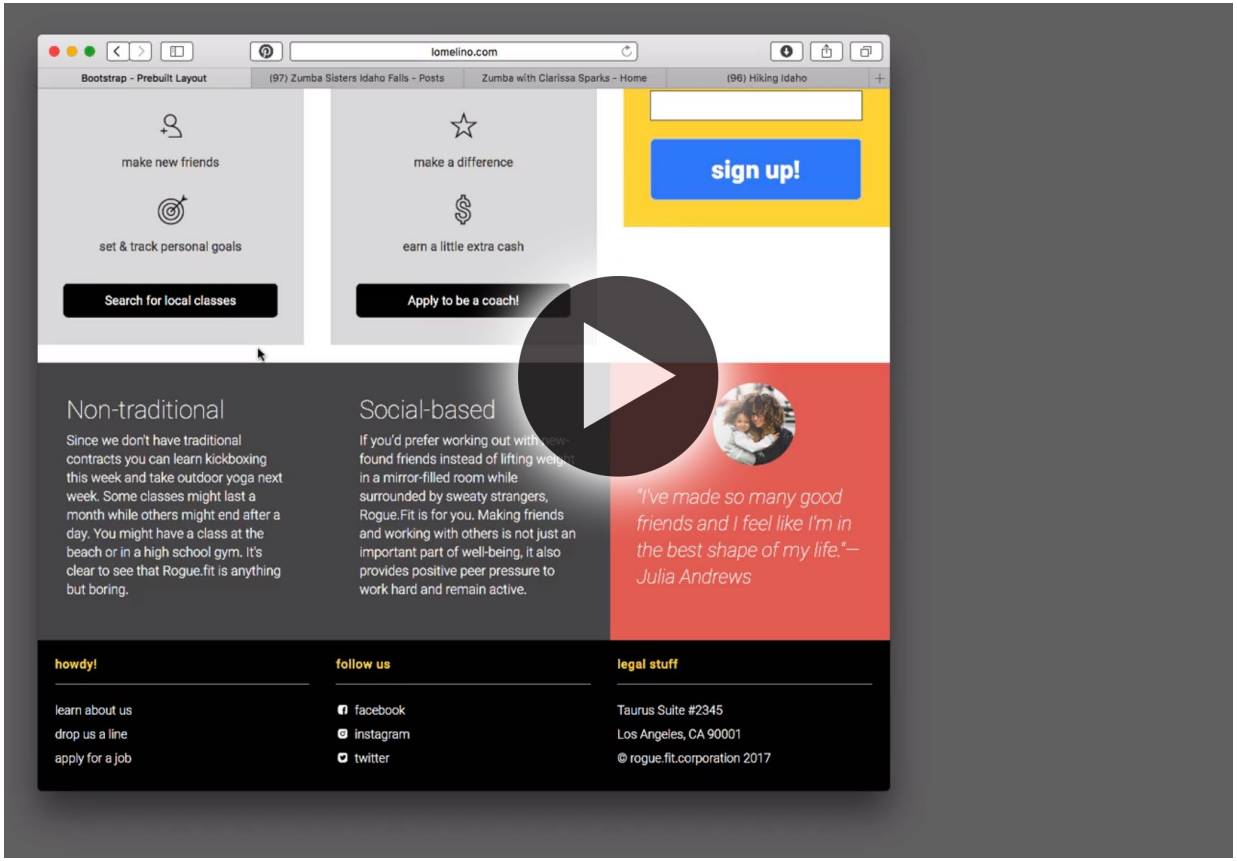


Responsive Design Development: Video + URL

VISIT THE LIVE SITE

http://lomelino.com/studentProjects/scad/itgm-715-summer-16/anthony-carpenter/index.html

WATCH A VIDEO OVERVIEW



fin