



## UX DETAILED REPORT

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## Table of Contents

|  |           |
|--|-----------|
| <b>OVERVIEW</b>  | <b>3</b>  |
| <b>ANALYSIS</b>  | <b>3</b>  |
| HEURISTIC EVALUATION   | 3         |
| COMPETITIVE ANALYSIS   | 4         |
| <b>SECONDARY RESEARCH</b>  | <b>9</b>  |
| MAIN TAKE AWAYS  | 9         |
| <b>USER RESEARCH- INTERVIEW</b>  | <b>10</b> |
| BARRIER AND MOTIVATION   | 10        |
| SOCIAL MEDIA AND CONTENT SHARING   | 11        |
| REWARDS  | 11        |
| CONCLUSION FROM USER RESEARCH  | 11        |
| CIRCLES/GROUPS   | 11        |
| REWARD SYSTEM  | 12        |
| COMMUNITY  | 12        |
| CONTENT  | 12        |
| DASHBOARD  | 12        |
| <b>USABILITY TESTING - LIFEIQ</b>  | <b>13</b> |
| TESTING  | 13        |
| USER RESPONSE  | 14        |
| <b>CONCLUSION</b>  | <b>14</b> |
| CONCEPTS WE ARE DEMONSTRATING  | 14        |
| FEATURES AND FUNCTIONS ADDED   | 15        |
| OUR SUGGESTION FOR REVISION AND MOVING FORWARD WITH THE FOLLOWING KEY POINTS | 15        |
| APPENDIX   | 17        |

## OVERVIEW

LifeAlly's goal is to guide the average couch potato, not to turn them into Captain America, but to an energised, happy individual who aspires to live a healthy long life.

LifeAlly is in the process of revising its offering. In the past they have been working mostly with life insurance companies who white label the LifeAlly product as their wellness program. This is LifeAlly's main business model. However, with the new version, they are aiming to have a direct consumer model in addition to providing a better product for their white label customers.

LifeAlly came to us to get a fresh set of eyes towards the site's layout and structure. They also wanted to focus on fine-tuning their community-social media aspect and gamification of the website.

Our approach to this task started with a quick view of the website, followed by a more in-depth heuristic evaluation. From this, we conducted a competitive analysis and came up with some initial hypotheses about potential opportunities for improvement. Then we looked to secondary research to inform the focus of our user research. We then conducted user research interviews with 18 people. From the results, we compiled a list of features and functions that would increase engagement with the users, and maximise the product value. We then prioritised these to those that we believe would provide the most benefit.

Given limited time we had on this project, we felt that the most useful output (in addition to the findings from our evaluation and research) would be a few wireframes that conceptually demonstrate our vision, and a list of suggestions for moving forward.

The remainder of this report summarises our learnings.

## ANALYSIS

Our initial analysis included a heuristic evaluation to get an understanding of the current offering and opportunities for improvement from the user experience perspective. Then we looked at the competitors to understand what is on the market and what they provide, and to consider what LifeAlly can draw from.

### Heuristic evaluation

We did evaluation of the landing page, LifelQ, sign up process and the dashboard. The full heuristic evaluation report is attached as a separate PDF.

- On boarding process is confusing
- The sign-in process is unconventional, sending user back and forth from the page to their email (ie. users cannot set their password upon signing in, yet on the

same page it asks you to reset your password, which we found was deeply confusing)

- The inconsistency of visual cues undermines the site's credibility
- Visual style does not seem professional and authoritative
- Use of stock photo that lacks direct correlation with content undermines the site's credibility
- Information is hard to find and not accessible due to the website's information architecture
- Tone and voice of the site does is not consistent and does not seem to fit the brand, grammar mistakes and typos also jeopardise the credibility of the site

## Competitive analysis

There is no shortage of online communities and websites that promote healthy living. Particularly since the quantified-self movement, the phenomenon has really exploded along with the wide array of wearable devices that has sudden flooded the market. With the debut of Apple health kit and Google fit, we can ever so easily gather, record, and transfer our health data amongst different device and platform, motivation us to live a healthier lifestyle.

What sets LifeAlly apart is that it targets people with little motivation and willpower – people who are not actively participating in a healthy lifestyle and find it hard to maintain. LifeAlly does not align themselves with fitness or weight loss websites that focus on short-term programs, but rather is intended to promote a healthier balanced lifestyle that is sustainable and forever.

With this in mind, when we were looking at competitive analysis, we took a few different angles. One is looking at health website structures, especially the ones with a strong social aspect and a strong supportive active community. We focused on how their communities were constructed and which features were available. Second is how the reward and gamification features that health and fitness websites and apps offer, as an inspiration for LifeAlly.

### *Carrot*

Carrot is a 7min workout app that also integrates your food intake and other actives by syncing with the Apple Health Kit.

It is a highly stylised app with a lot of personality. Carrot is a robot who plans to take over the world, it yells at you when you don't do your workouts, shames you when you gain weight, and also gives you an insight of her world domination plan via the app's 7min workout.

### **Social:**

You can share your achievements to Facebook or Twitter.

### **Rewards:**

As you complete your assigned exercise you are given points, you also get points for sharing on social media and tracking your weight. With these points you can level up and gain access to features that were priorly locked up before, such as BMI calculator, pedometer, Klingon Units...etc.

### **Gamification:**

- As you get more points you can unlock levels, which gives you access to games.
- When you do not complete your assigned exercise “carrot” gets angry. When Carrot is angry you get less points, and it sends you loads of notifications.
- You can purchase (with real money) an outfit for your avatar. You can also purchase point boosts and extra exercises.

### Inspiration for LifeAlly

- As you complete your assigned exercise you are given points. With these points you can access rewards.
- Unlocking levels/features as you go as a reward
- AI trainer/mentor to guide you.
- Avatar - shows how happy/sad you are, how fit/unfit you are.

### *Fitocracy*

Fitocracy is created by two guys who were gamers but found it hard to be motivated to go to the gym. The essentially turned the workout experience into a game where you gain experience points for every workout you do, you can unlock achievements and earn badges, complete quests to earn extra points.

### **Social:**

Fitocracy apparently has one of the most lively online communities (it has more engagement than Twitter), with a very wide range of groups to choose from, most groups are created by users but there is also groups created by Fitocracy which you are encourage to join. The groups works quiet similar to conventional forums, any member can post and comment, there are leaders mediates the groups. There are group-wide challenges that one can participate in.

- You can invite people to use Fitocracy by email, text, Facebook and Twitter.
- On the blog page you can pin pictures to Pintrest.
- You can share peoples status via Facebook or Twitter.
- You can follow people and they can follow you- there is also a ‘recommended’ to follow category.

- You can see what programs your friends are doing and join.
- There is a leader board, and you can filter this board by time.
- Notifications – you get notified when people “prop” your status (when you complete a workout, this becomes your status message).
- You can comment on people’s statuses

### Reward:

- They have a leveling up system, and their reward feature is directly tied to the gamification of the website.

### Gamification:

- They have essentially built their whole product as a game. Taking a lot of elements from RPG (role playing games), the leveling up element, unlocking achievements, completing quests....etc. You can also challenge your friend to a duel or participate in site wide challenges.

### Inspiration for LifeAlly

- Get badges as you complete workouts
- Transform goals as (story) missions better to visualize the meaning of the goal and your progress
- You can see what programs your friends are doing and join.
- Leader board
- Picture-based community (Instagram)
- You can comment on peoples statuses
- You can share people’s status via Facebook or Twitter

### *Nike Training Club*

Nike Training Club is a fitness app that is imitating the experience of having a fitness coach. It focuses on providing workout routines for different user needs. The workouts are finely curated, and users can also set up a 4 week program according to their goals. There are not many social features to the Nike Training Club, but it can be paired with the Nike Running app which has a much stronger social aspect to it. You can add friends on the app, and contribute and comment to “Sport Feed” which is an Instagram like in app platform. As a side note, Nike Training Club runs a lot of real life events from their stores, but it is not part of the app.

### **Social media:**

- On the newsfeed page you can comment on Nike's status post
- Training playlist on Spotify

### **Gamification:**

- You can track your progress with NikeFuel points, it also shows number of minutes you've worked out in total and get milestone badges from these workout minutes

### Inspiration for LifeAlly

- Milestone badges
- Training playlist on Spotify
- Challenges - race to the finish line

### *Livestrong*

Livestrong is the closest to LifeAlly in comparison to other competitors. Their core value of helping people feel empowered through food, fitness, and inspiration to pursue their best life, and their approach by starting with education and commitment to small, daily choices is similar to those of LifeAlly. Livestrong.com is hand-in-hand with the Livestrong foundation a charity dedicated to cancer prevention and support. There is not much gamification on the site since the website mainly serves as a information website, almost like an online magazine. It does have a social platform that provides forum for users to contribute.

### **Social media:**

- Constant news feed on home page of all users on the website - you can give people a "high five" on their status update on the news feed
- They have a 'community' category where you can create and talk about topics with other members.

### **Gamification:**

- There was no gamification elements on their website.

### Inspiration for LifeAlly

- Constant news feed on home page

- A specific 'community' category

### *RunKeeper*

RunKeeper is a run tracker app geared towards running, hiking, and fitness walking. It has curated programs for that will train you to achieve specific goals like starting your first 5K run.

#### **Gamification:**

- Leader-board
- Personal records

#### **Social media:**

- You can share topics on the news feed via LinkedIn, Facebook, Twitter, mail, messages, tumblr.
- You can add friends to runkeeper

### Inspiration for LifeAlly

- Personal records
- Ability to share topics on the news feed via other channels
- Challenges with actual physical rewards, runs throughout the community, can see how many people joined and their progress (virtual marathon?)

### *Argus*

Argus is a life tracking app, you can track your daily steps, water intake, food diary, workout status, weight...etc. It is based on a timeline and you can add goals that you track (ie. drink 8 cups of water a day, walk 10,000 steps) and the app will remind you your progress and notify you when you achieve your goal.

#### **Gamification:**

- Make goals for yourself
- As you achieve your goals the tile fills in. Goals that you have not completed are not filled in- compelling you to achieve your goals to 'fill in the blanks'

#### **Social media:**

- You can invite people to the app
- There is a news feed that you can share your current activity, people can like your current activity and comment on it within the app



## Inspiration for LifeAlly

- Visual motivation to achieve your goals

## SECONDARY RESEARCH

### Behavioral science and the theory of intervention

Dr. Roy Sugarman's research

### Research articles on the gamification and online community health apps

Dennison L, Morrison L, Conway G, Yardley L

Opportunities and Challenges for Smartphone Applications in Supporting Health Behavior Change: Qualitative Study

J Med Internet Res 2013;15(4):e86

The paper is the qualitative study with 19 students on smartphone apps as means of delivering behavioural interventions for health.

### **Main takeaways:**

- Simplicity, efficiency, and pleasure influences continued use
- Participants lacked commitment to using any particular app and seemed likely to engage in only transient, casual use.
- This study suggested that although these features were attractive to users in principle, they might prove to be overly burdensome. People were keen for their behaviour to be recorded accurately and in detail, yet did not want to enter this information manually on a regular basis.
- They predicted that they were likely to forget to monitor and track, yet would be irritated by prompts and reminders and would ignore them.
- Participants described becoming annoyed with alerts, reminders, and messages. They described irritation or disappointment as a consequence of inaccurate, untimely, or irrelevant notifications or advice.
- Demotivated by viewing logs or records that showed they were not succeeding in meeting a goal, and by feedback with a punitive or didactic tone.
- Disinclination to use health apps that linked to online social networks. People expressed strong dislike when involving existing online social contacts in their efforts to change behavior and considered doing so to be socially unacceptable,

except under certain circumscribed conditions. (For example sharing workout status on Facebook)

- Users of an app to reduce sitting time were not interested in sharing their progress with their social networks, and users of apps to increase physical activity enjoyed sharing with social networks when they were being active but were uncomfortable doing so when they were not achieving high levels
- Obtaining real time social support from digital networks was a key benefit of mobile interventions cited by overweight participants.

We have strong evidence from behavioural studies implying social support is key element towards behaviour change but this study, as well as our own user research both indicates that it is frowned upon to share workout results on existing internet social networks unless it is a targeted community with similar goal and purpose.

Our goal is to understand the condition where in which is the most acceptable and effective ways to facilitate and encourage support from these networks. We took inspiration from this paper as the basis of our subsequent interviews

## USER RESEARCH- INTERVIEW

We conducted interviews to get a clearer sense of what people already doing and not doing, what motivates them, what is preventing them from having a healthier lifestyle, as well as their experience with existing health and wellness apps. We talked to 18 people who might be LifeAlly's potential customers, some of whom are already quite health conscious, many of which do not maintain an active lifestyle. Our interview questions are included in the Appendix.

### Barrier and motivation

What we found was that the key goal to maintaining a healthy lifestyle is definitely turning these actions into habits. The main barrier seems to be being time poor and having other social engagements. Also people found that they are not motivated enough because they don't see the immediate consequences of not keeping up a healthy lifestyle.

Motivation comes from a few different places, including the competitive nature with people from their social group. People also found seeing their partner and friends who are changing their lifestyle for the better is inspiring.

For those who already developed a habit of the healthy lifestyle, they expressed that seeing progress of themselves, feeling difference in their energy and strength level, or comparing themselves with their previous self and seeing improvement is the most motivating, but when not seeing obvious improvement can be very demotivating at the same time.

## Social media and content sharing

Many people expressed negative or indifferent reactions toward sharing workout and fitness status updates on existing social media platforms like Facebook and Twitter. They don't actively update and dislike seeing other people's updates. Some have had experience in sharing such status but felt demotivated when not getting any response or negative responses. People did note that it was considered socially acceptable to share on related forums or online communities; few reported that they would only post on Facebook if it was a huge achievement.

When it comes to research information online, what concerned people the most of the credibility of the information, people trust guidance from people more if they have real interaction with them. They are also concerned about the information online not being credible or have alternative motives.

Interviewees that already have a good knowledge and successfully maintain a healthy lifestyle said that they would be happy to share articles and information they found online on Facebook if their friends asked them for guidance directly, and would usually use private messaging instead of on their wall.

## Rewards

After talking to our interviewees, we found that tangible rewards were not especially motivating. Most do not care for it and would not feel especially motivated if it was a provided feature. One of the interviewees who participate in a point reward system with his credit card states he is only taking part of the point reward system because he is using his credit card anyway and this does not affect his spending behavior in any way.

## Conclusion from user research

Concluding the insight we gained from our research, we compared what LifeAlly already have and what we think would fit the users need and came up with a few features that would be beneficial.

### **Circles/Groups**

- Set your interest preferences as part of the sign-up process, you get suggestions of circles fit for your interests and articles that match your needs.
- Circles can host events and challenges for its members.
- Suggestions for circles that is based on your location
- Push events on dashboard according to interest preferences and location
- Suggestions for featured quality circles and circles that friends joined
- Invite friends to circles and share circles
- Official circles be pushed on top

- Official circle dedicated to music and playlists

### Reward system

- Removing tangible point reward system, instead integrating a leveling up system within the website
- Badges visual design needs improving, only get badges for real improvements / milestones and not mundane task that correlates to pure website functions.
- Challenge a friend
- Group-wide or site wide challenges, like a virtual marathon

### Community

- Setting up a mentor program where more knowledgeable members can coach less experienced members, providing moral support and give helpful tips.

### Content

- Integrate Youtube channels
- Production of content, unification of appropriate tone and voice
- LifelQ structure and possibility of developing new quizzes for different stages
- Lifestyle videos move to somewhere else
- Food Diaries

## REVISED DASHBOARD

The revised Dashboard would include features and information such as:

- Your status- current life action goals-completion state, steps taken, weight log, food diary ....etc
- Badges
- Points status bar (how much till levelling up)
- Integrate your apps (sync up now)
- News feed
  - friend activities
  - circle activities(+upcoming events)
  - circle suggestions (circles friends are joining)
- Mentor program
- Suggested articles/videos according to interests & preferences i.e. workout routines, new recipes, mindfulness instruction
- Challenges- you can challenge a friend or join community and site wide challenges

- Leaderboard amongst friends
- Member discounts, ie:
  - fitbits
  - organic stores
  - sportswear etc

## USABILITY TESTING - LIFEIQ

The users are encouraged to take the LifeIQ quiz to get an assessment of their current life style. LifeAlly then gives suggestions of small simple goals based on the outcomes, encouraging users to lead a healthier life. Acknowledging their life needing improvement, they are incentivised to join LifeAlly, and then they get guided to the registration process.

### Testing

In doing so we need the users to feel that the LifeIQ quiz and honestly reflect their lifestyle, we got 5 users to go through the existing LifeIQ quiz with us and document their experience with answering the quiz and receiving the results.

The structure of the LifeIQ quiz is ten questions, covering three themes (Mindset, Movement, Nutrition), three options for each question, single choice, paired with stock photo representing each option.

We came back with following conclusion:

- Answers were not mutually exclusive- they had a hard time finding the option that reflecting their lifestyle, had to compromise their answer to fit the quiz.
- The stock photos was distracting- the reading of the stock photo conflicted with the description
- The nature of some questions were hard to answer with single choice questions
- LifeIQ outcome was ambiguous- the users did not understand what the number meant and how it compares.

The LifeIQ quiz is less about acting as a survey and extracting complicated data. It does not matter if there is a complicated algorithm behind the assessment, but it is more about the user reflecting on their lifestyle. In order for them to trust the assessment, they need to feel that they have answered these questions with precision and honesty.

Therefore, we propose redesigning the structure of the quiz slightly while honoring the original content in these few ways:

- Questions regarding how well you feel is answered with a scale.

- Questions regarding choices and frequency is answered by ordering given options
- Added a few options, widening the selection to seem more conclusive.
- Removed stock photos to convey a direct message
- Put all questions on one page, progress by scrolling down, reduces fatigue
- Removing the LifelQ score number, replacing with graphic indication
- Providing a breakdown of LifelQ outcome by each category and comparison to the outcome of the average user

## User response

We took the revised version back to users for testing, users responded well, claiming they feel comfortable answering all the questions and honestly.

## CONCLUSION

LifeAlly is an ambitious project with a fresh angle, attempting to tackle the health issue with technology. Its biggest advantage is the creators' professional insight towards human behavior. The challenge is how to translate these insights into digital features that coincides with our internet behaviors. Because LifeAlly is a provider of health and wellness, credibility is the users biggest concern. Credibility is dependent on a number of different aspects, aside from actual content provided by real professions. The trustworthiness of the information and service provided is dictated by how it's presented, including the voice of tone and visual presentation of the site, which we found is one of the core problem with the current version of LifeAlly. The structure and presentation the website at the moment undermines the great professional insight that LifeAlly carries.

To approach such a big and ambitious project, given our limited time on the project, the best approach we could take was to address conceptual design of the visitor landing page and their onboarding process up to landing on the dashboard. The sample dashboard we show is for an average user to showcase our vision for LifeAlly. Furthermore, we have reorganised the user flow to include showcasing the LifelQ quiz forward as an incentive to sign up.

## Concepts we are demonstrating

- Increasing understanding of the value proposition
- Maximising credibility
- Streamlining the sign-up process streamlined
- Clarifying the LifelQ quiz

## Features and functions added

- A mentorship program
- Gamification features, instead of tangible rewards
- Promoting community
- Improving how goals are presented

## Our suggestion for revision and moving forward with the following key points

- Content management- Having a content strategy for what kind of article is being published when, where the article are locate.
- A style guide for easy and quick publishing of the article, regulating format and article structure.
- Unifying tone of voice throughout the websites copywriting, this ties together with the branding of the website.
- Hiring a high value production company for video contents might be worth the investment, elevating the credibility of the video content greatly.
- Information architecture- where which piece of information is found and how. At the moment the placement of information is not intuitive and relevant for the users need at each point of contact, but before we can restructure the information, a proper content strategy needs to be in place, we need to understand breadth of content that will be provided.
- Visual design and branding- What does the LifeAlly brand values want to convey, how does this translate into stylistic choice, color scheme, voice and tone. Implementation and consistent of styling throughout the site?
- Structure of the community forums- to construct an alive and bustling online community requires a few elements:
  - people, a variety of active contributors
  - environment, an intuitive system with that supports freedom of expression
  - category, people can find what they need and what they want easily
  - regulation, freedom of speech is good but with no laws will attract misdemeanors and drive away quality content.
- Alignment of the LiferQ score, the resulting levels (eg, blue, silver, bronze, gold), the subsequent recommendations (LifeActions) and the point system
- Implementation of the mentorship program and how it works- according to our research, people responds well to people who are more knowledgeable and with whom they can have personal interaction. People also feel more motivated when they have the chance to give back to the community and help people who are

less proficient. We suggest looking in to how a mentorship program could be implemented, the selection process of mentors, the pairing of mentor and mentee, how they interact and features to support their relationship.

We thank LifeAlly for this great opportunity to work together, and hope our suggestions are helpful for moving forward in the future.



# APPENDIX

## Interview Questions

- What is your past experience with using technology for fitness/ healthy lifestyle
- Do you find a healthy lifestyle hard to maintain?
- Can you walk us through your normal experience?
- How do you track your progress?
- Do you set goals for yourself when you workout?
- How do you reward yourself when you achieve your goal that you've set for yourself?
- Do you share your workout status with people online or any social media?
- What is your experience with sharing a fitness/healthy lifestyle
- Do you follow any health related website/blogs/Instagram?
- Do you actively seek out advice or guidance regarding your workouts? Where and how?
- Have you ever been actively engaged with any online community? do you actively contribute?
- How do you reward yourself when you achieve your goal that you've set for yourself?
- What are the major barriers you've encountered to sustain a healthy lifestyle
- Do you enjoy challenges with friends? Do you find these challenges motivating?
- Would you like to join a "community" wide challenge?
- Have you ever used a site that has rewards?
- Do you like to view yourself against others publicly? Does this motivate you get better?
- Do you like listening to other people's music playlists? Do you share playlists?