

S O M





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# Intro



## Thesis Statement

Creating a cohesive digital platform for managing fitness goals, tracking nutrition, connecting resources, and balancing wellness for athletes of all levels.

## Overview

Most fitness apps currently available on the market focus solely on diet and exercise, when in reality there is more to keep track of.

SUM provides the opportunity for users to track their **nutrition** and **workouts**, along with their **well being, sleep, supplements, and water intake**. In addition to being able to track all of their goals in one space, users are able to find **reputable videos** and resources from certified trainers and nutritionists in a **Social Media** platform built into the app.

# Research

## Methods

Survey

Interviews

Brainstorming Workshop

Competitor Analysis

# Hello!

Do you **Workout**?

Do you **Track** your fitness?

Are you looking for an **App** that can track **all of your fitness needs**?

My name is Mekayla and I am A 4th year Visual Communication Design Major at The Ohio State University. I am looking for survey participants to help assist me in my research for my Senior Thesis. I am designing an app that creates one cohesive space for you to track all of your fitness needs in one space!

**Scan Here To Take My Survey:**



Link: <https://forms.gle/xkuD7QHKz7LXP5hG9>

To begin my research I started with an online survey that I posted on multiple forms of Social Media. There were **35 participants** total.

- 34% of participants workout around 5 times a week.
- **50%** of participants use **2 apps** to track all of their fitness needs.
- 48.6% of participants use videos to guide their workouts.
  - Most of these videos are found on **Social Media** platforms such as TikTok and Instagram.
- Only **20%** of participants **currently track what they eat**.
  - Most feedback from participants stated that they would start tracking their nutrition intake if there was an **easier** way to do so.
- 65.7% of participants take at least one form of “supplement.”
- 74.3% of participants work out in order to gain muscle (over others who work out for other motivations such as weight loss and bodybuilding).

# Interview 1

Personal Trainer

## Key Points:

Q. What do you have your clients track?

A. "Sleep, steps, stress, mindset, night routine, workouts (in person or online), weights/ reps, nutrition."

Q. Do you think more people would start tracking their goals if it was easier or they had incentive?

A. "If there was an app that had everything in it, it would incentivise clients to track other things if it was very clear and in one place."

Q. What is the hardest thing for you to get your clients to keep track of?

A. "Managing stress/sleep/nighttime routine/wellness. If they don't see the value in it, they aren't going to track it."

Q. **As a trainer, do you think yourself, or other trainers would benefit from a platform to share instructional videos?**

A. "That would be really good if it was within the app, especially if the users know that it is educational and that the people posting are vetted."

# Interview 2

Nutritionist

## Key Points:

Q. Generally what do you have your clients track?

A. "Calories, macros, proteins, fat, and carbs."

Q. **What is something that most people get wrong when it comes to tracking their nutrition?**

A. "They tend to underestimate how much they are consuming, half tracking and measuring their food, forgetting to track the bites of food they are taking here and there. Myfitness pal is a pretty big database and people get overwhelmed with all of the options and track incorrectly."

Q. When looking at most tracking apps, is there anything they are lacking?

A. "Sleep, stress management, hydration, intuitive eating/ mindful eating- how you feel when you eat a certain food, how full or hungry are you. When are you feeling actual hunger/ how is it related to your mood?"

Q. Do you think more people would start tracking their goals if it was easier or they had incentive?

A. "Yes. convenience and ease, also time. They don't track because they think it takes too much time. As seamless of a process you can make it, the more people will use it."

# Interview 3

Olympic Powerlifter

## Key Points:

Q. How do you currently track your goals?

A. "I have a coach, all of my lifts are on a spreadsheet. He tracks my lifts and gives me percentages and reps. We also use an app called Coachnow where I record my lifts and send them to him."

Q. If you were able to track everything you need in one space what would you want to be able to track?

A. "My Lifts (main and missed lifts), what I ate, where I am in my cycle, how much water I drank. I would like to see everything in one place."

Q. If there was a social media dedicated to fitness and meeting others with similar goals would you use it?

A. "I think it would be cool, in olympic lifting you can tell who is at competitions is legit and knows what they are doing so that is currently who I follow."

Q. When you think of different fitness brands, what do you think is important for them to portray as a brand?

A. "Promoting strong people, instead of the 'stereotypical fit'."



# Workshop

## Personal Goal Hierarchy

**Participants:** 6 total, all moderately active in the gym. None consider themselves “professionals”.

**Summary:** For this activity I gave all 6 participants sticky notes and a blank chart and asked them to write down all of their personal fitness goals and then rank them from most to least important.

**Goal:** To learn what types of goals the average gym-goer has, in turn learning what they would like to track.

### Main Goals From all 6 Participants:

- Hitting a specific weight
- Being more consistent in tracking their eating habits
- Training harder
- Specific squat goals
- Being able to run a mile in a specific time frame
- Specific bench weight goals
- Being more consistent in tracking their water intake
- Overall having a more consistent routine
- Cardio
- Specific calorie and protein intake
- Weight loss
- Specific squat weight goals



# Workshop

## Group App Elements Brainstorming

**Participants:** Same 6 from previous activity

**Summary:** For this activity I provided the 6 participants with sticky notes and a blank chart, similar to the one they were given for the first activity. I prompted them to take on my role and brainstorm elements they would like to be included in a fitness tracking app. They then ranked them from the most to least important.

**Goal:** Discover new ideas for app elements from the primary user

Elements the participants came up with (ranked most-least important)

- Macro tracking
- Calorie to protein ratio for meals (LTP)
- Discounts to usable websites
- BMI chart
- Free barcode scanner
- Progress picture memories (similar to Snapchat)
- Water intake tracker
- Recommended workout videos
- Recommended proteins/ supplements for your specific goal
- Calories burned calculator
- PR tracker
- Workout music playlist recommended from friends
- Videos of how to stretch
- Recommended rest days for workouts
- Recommended recipes
- Leaderboard with friends

# Media Scan

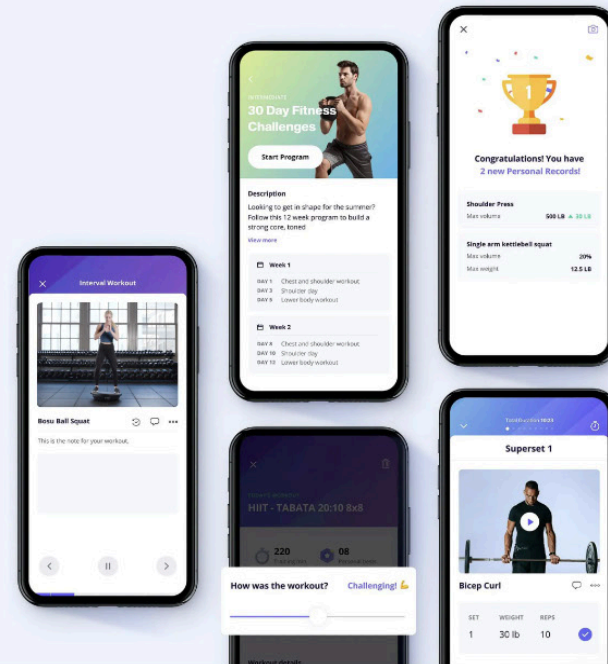
We provide a platform for people to discover the best version of themselves. Healthy bodies, healthy minds and healthy souls in perfect harmony. **FEATURES**

For the Media Scan I gathered competing apps currently on the market and evaluated them based off of different factors such as how many different **categories** they allow their users to **track**, if they provide **videos**, and how **reputable** those videos are. This process was beneficial because I was able to learn more about what is already on the market and what users need.

## All the Tools You Need to Coach Your Clients

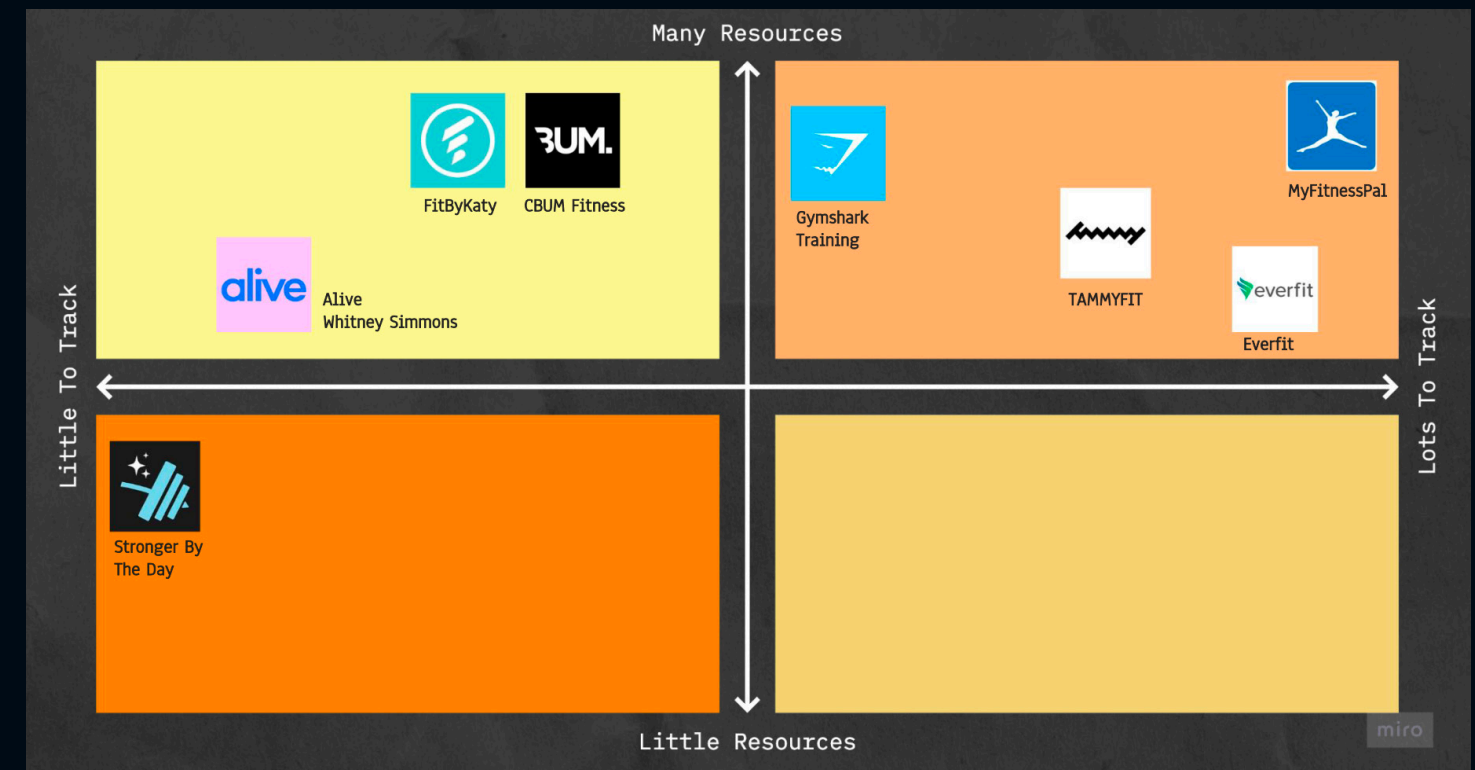
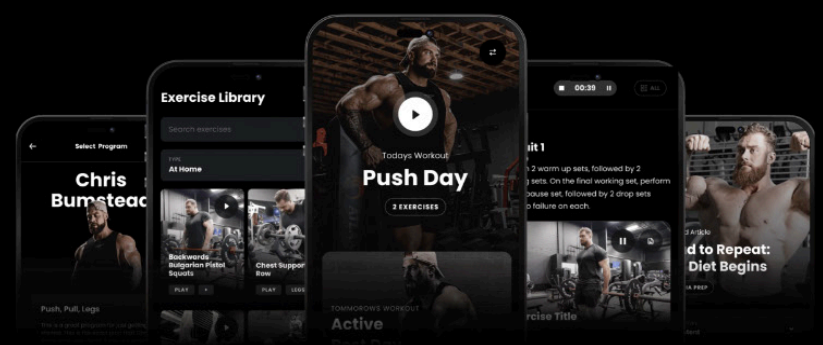
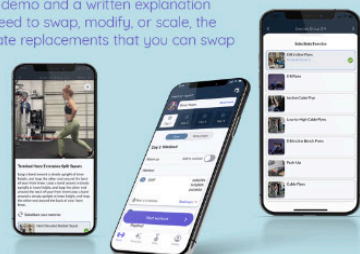
Train clients anywhere in the world with the most powerful coaching tools at your fingertips

- Training**  
Build a custom training program in minutes
- Habit Coaching**  
Keep clients engaged and accountable
- Nutrition**  
Macro Tracking and Food Journal
- Messaging**  
Send real-time messages with videos & photos
- Progress Tracking**  
Track exercise PRs and any biometric



## Clear Demos & Simple Substitutions

Each exercise has a video demo and a written explanation of the movement. If you need to swap, modify, or scale, the app will suggest appropriate replacements that you can swap into that day's training.



# Research Key Takeaways

Most people currently use **multiple apps** to track all of their fitness needs

Most people use apps such as **MyFitnessPal**, which can seem great for tracking their goals. According to the Personal Trainer and Nutritionist I interviewed, the information on these apps can be **misleading**.

Most participants stated they would track their goals if it was **easier**

A lot of my participants stated that they use **Social Media** for their workout inspiration. The influencers posting the “instructional” videos aren’t always professionals, leaving Personal Trainers frustrated that their clients aren’t getting the information they really need.

There is too much **false information** being spread

All of my workshop participants stated that they have **specific fitness goals** they would like to achieve, but aren’t currently using anything to track their progress.



# Phase 1



## UI Style Guide

### Color Pallet

<b>Text</b> Hex: #ffffff	<b>Buttons</b> Hex: #afb2b6	<b>Header Background</b> Hex: #00304a	<b>Background</b> Hex: #000b15
Hex: #8bc8e0	Hex: #81c781	Hex: #af8ad1	Hex: #cd7561
Hex: #8bc8e0 — Hex: #00553c	Hex: #81c781 — Hex: #003055	Hex: #af8ad1 — Hex: #18006a	Hex: #cd7561 — Hex: #71001c

### Buttons

### Font

**Font Family**  
 Forma DJR Text Regular  
 Forma DJR Text Medium  
 Forma DJR Text Bold

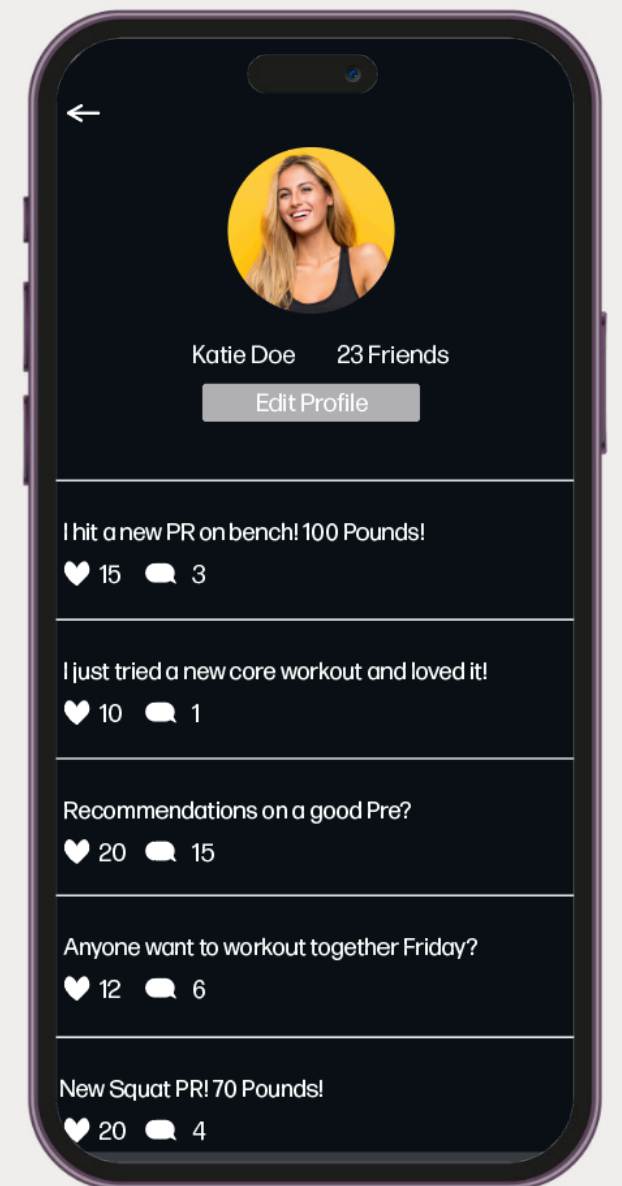
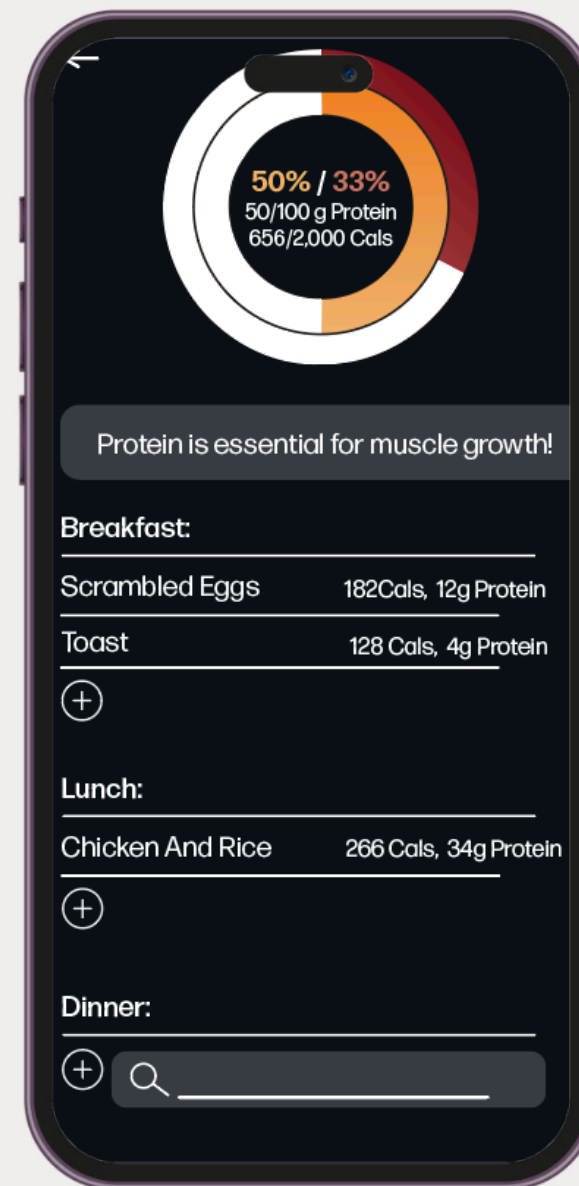
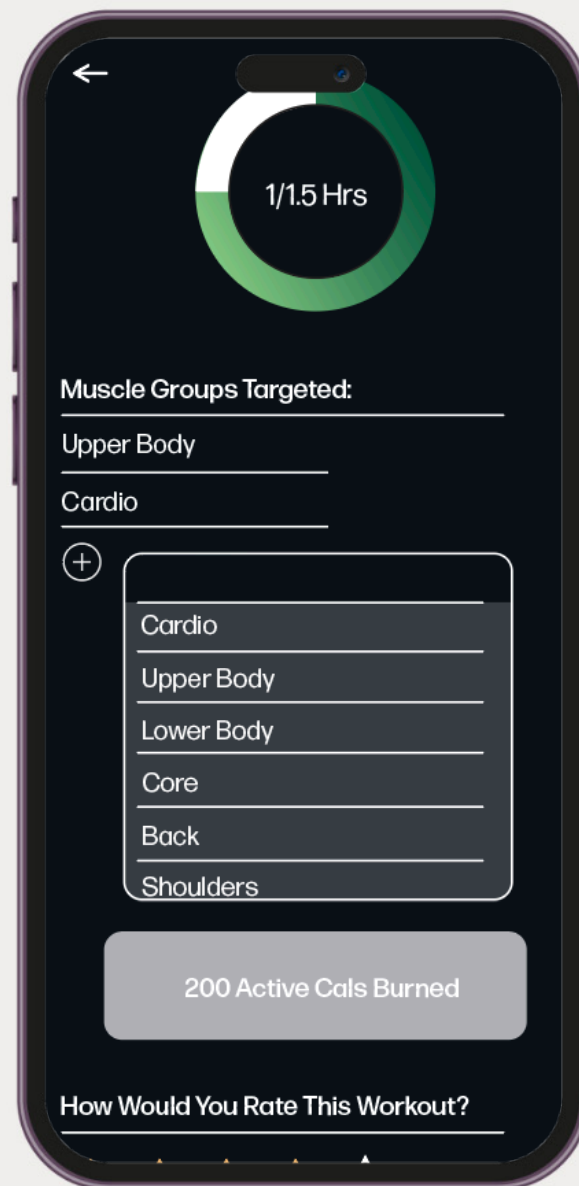
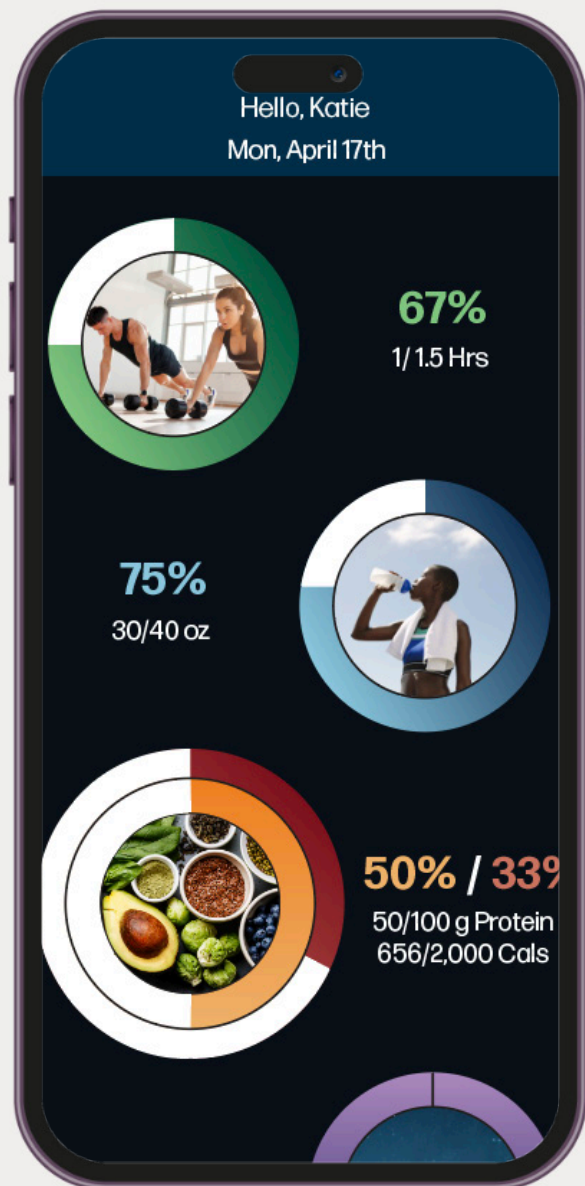
**Typography**  
 Headline 29 pt  
 Headline 2 20 pt  
 Medium 18 pt  
 Medium 2 17 pt  
 Regular 14pt

### Icons

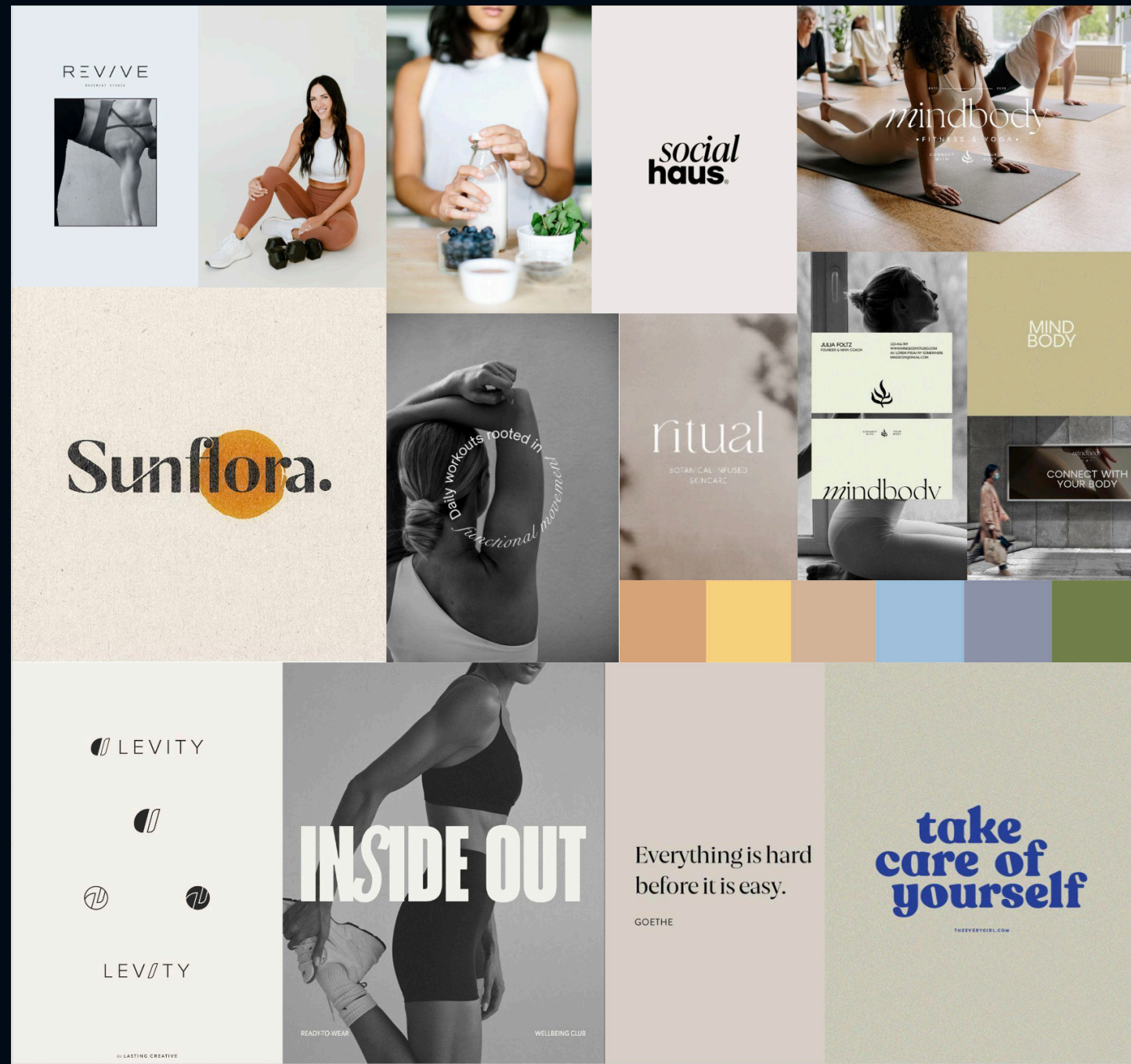
To begin this project I took a previous project that I had completed. I evaluated the branding I had done for this project and decided what was working and what wasn't.

# Early Concept Wireframes

I took the wireframes that I made for my first project and used them as a base for my project. These wireframes seemed too flat, but were a good start.

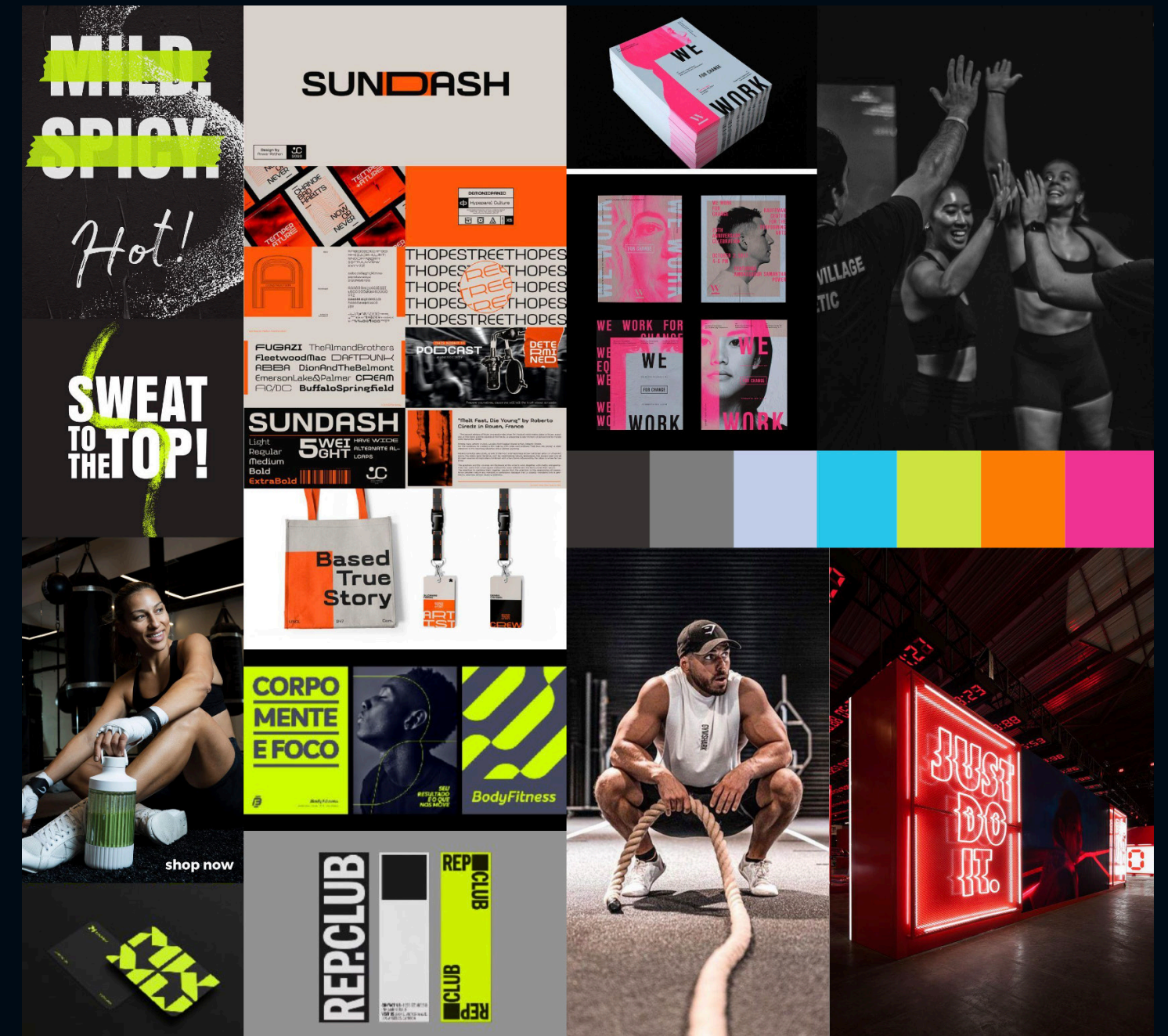


# Mood Boards



The first mood board I put together consisted of a neutral color pallet. The motivation for this board was to put together a theme that focused on self wellness and body positivity. I decided to focus my goal on creating a brand that was more motivational and this board did not accomplish that goal as well as the other.

This goal for this board was to focus on brighter colors and bring more energy to the brand. Participants felt more motivated and inspired by this board. I was inspired by the different textures and patterns, and subtly brought these into my branding.



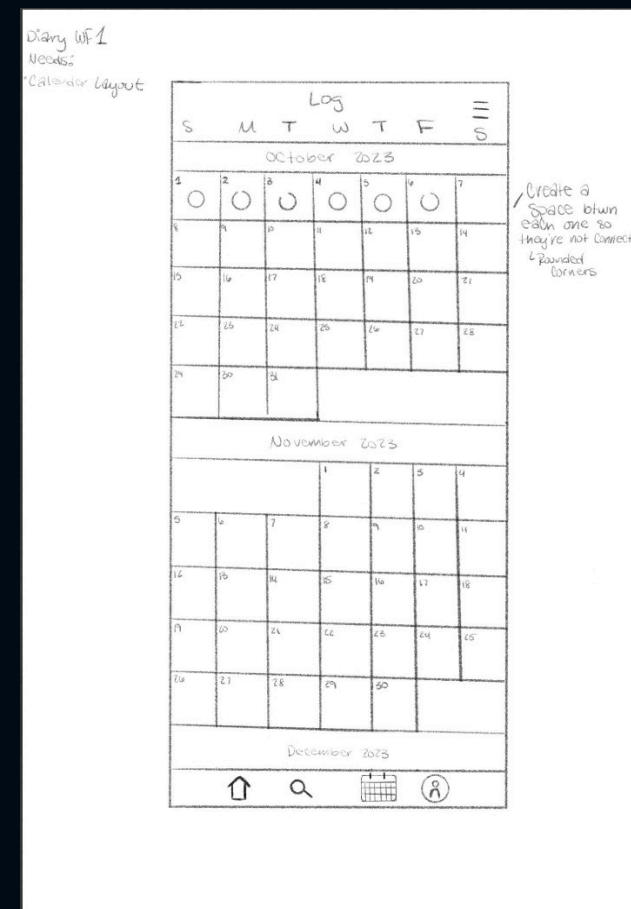
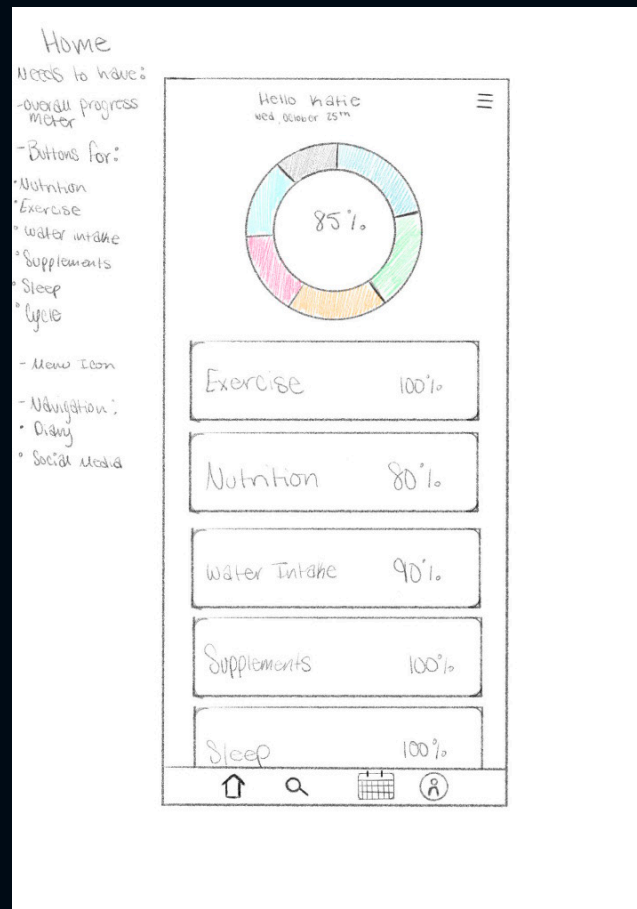


# Phase 2

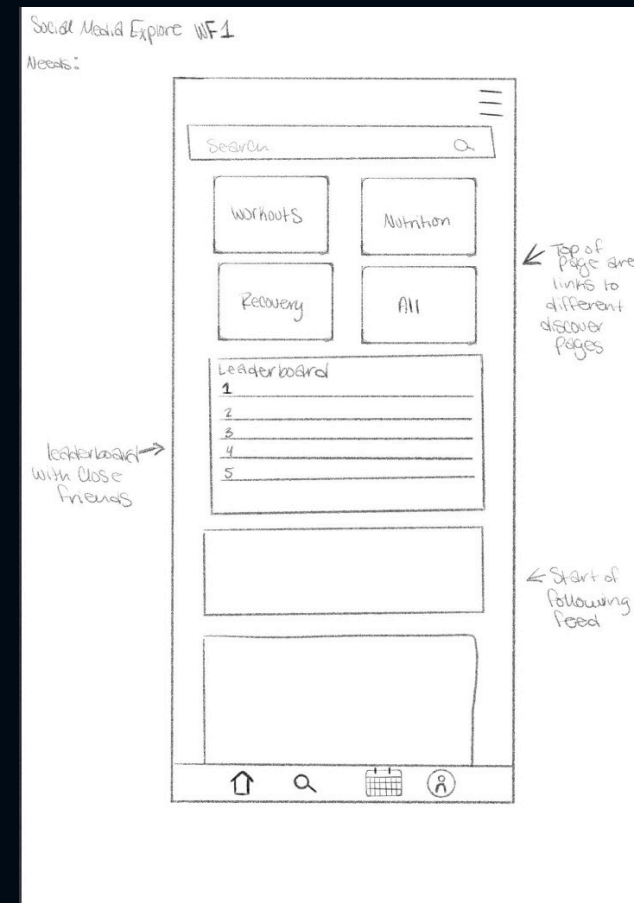
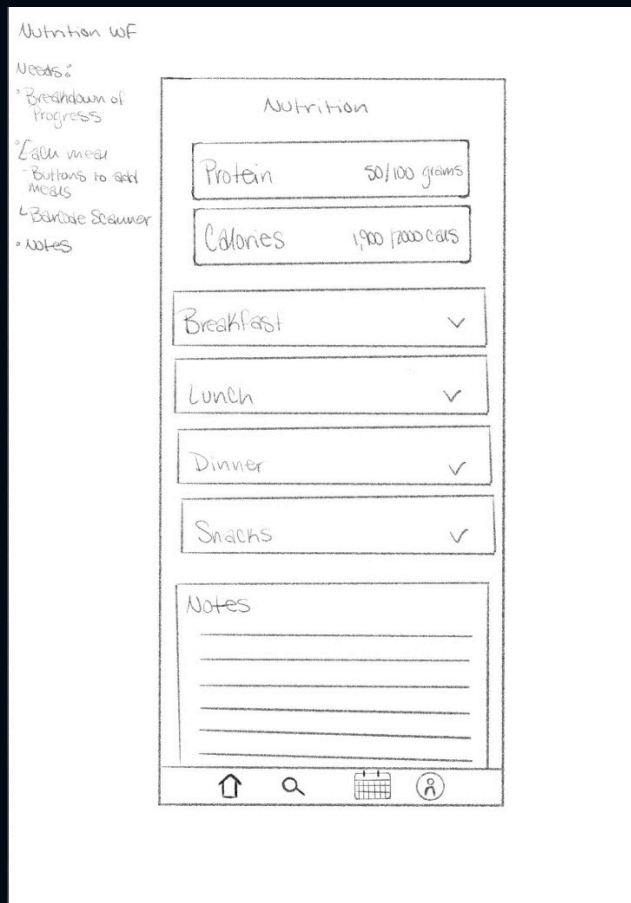
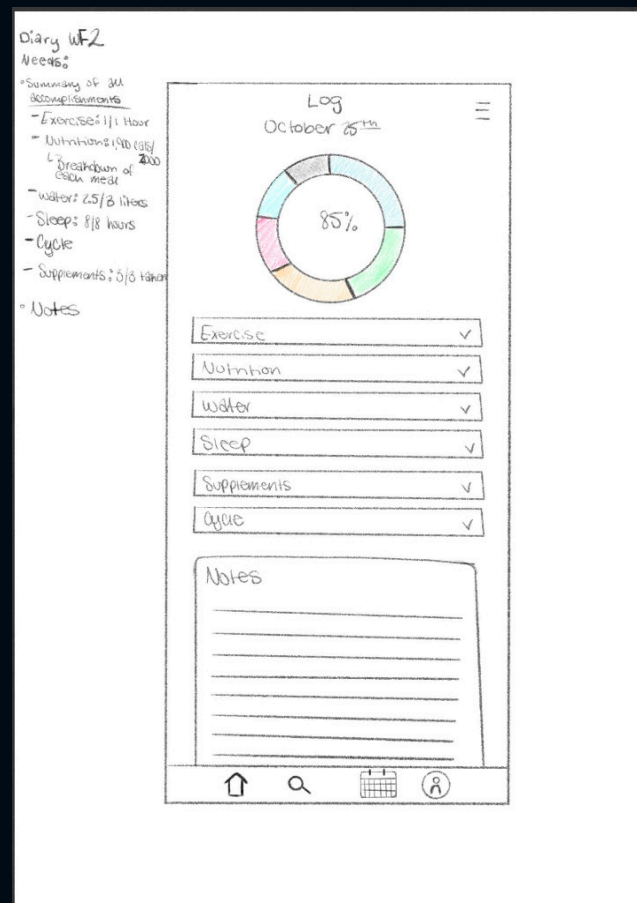


The motivation for the branding came from the previous mark that I used in the initial branding. Using the new mood board I came up with some brighter concepts that felt more lively and integrated.

# Early Sketches

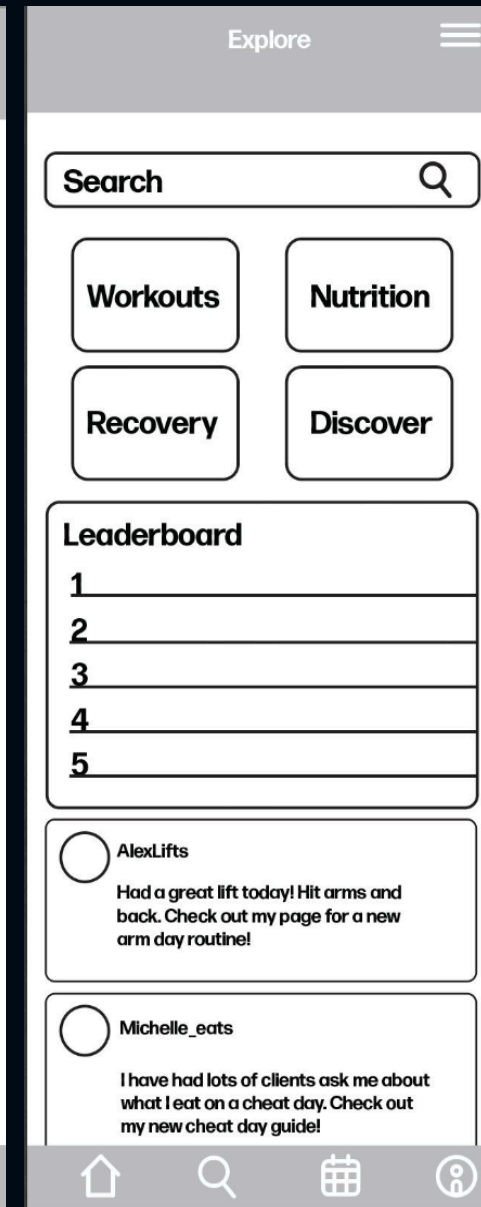
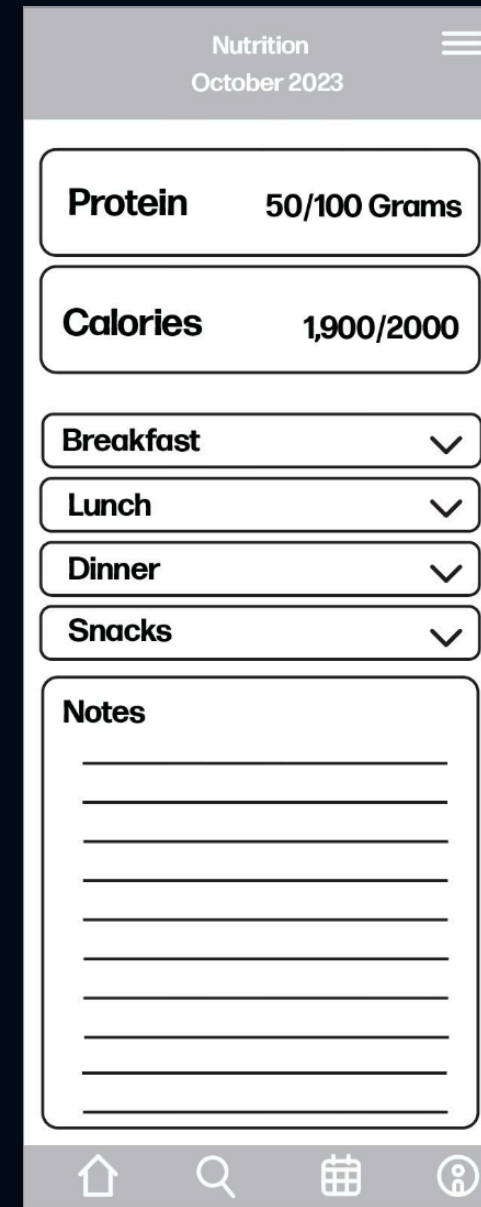
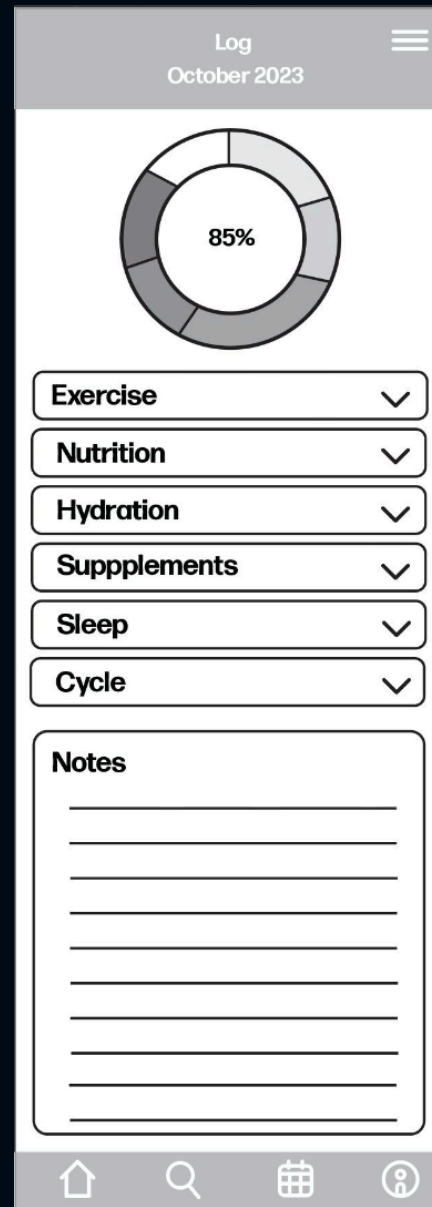
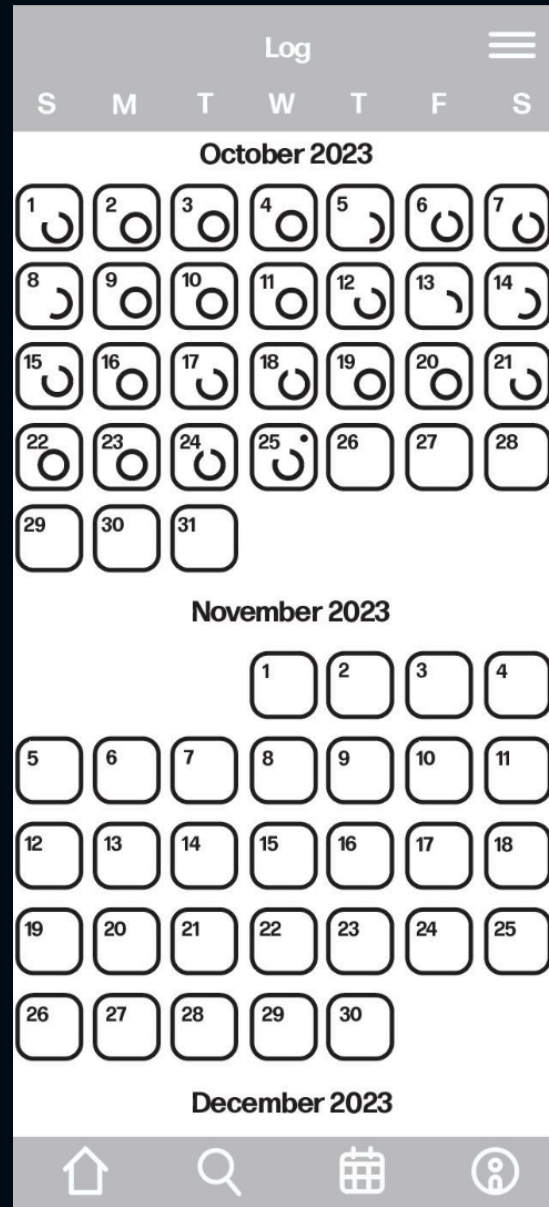
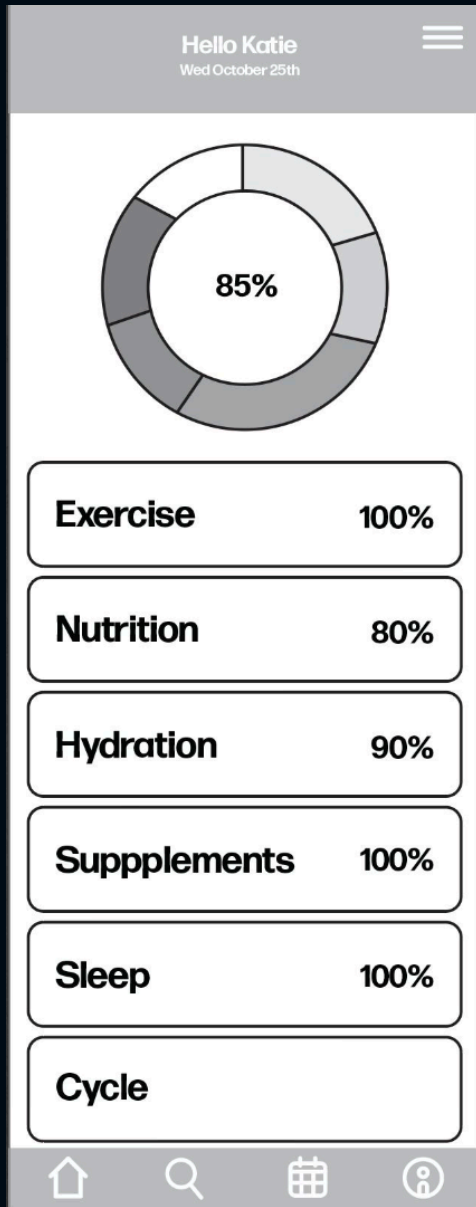


Once I had taken note of what I wanted to keep and toss from my previous project I went to the drawing board to sketch the new layout for the app. I wanted it to be as user friendly as possible. The easier to use the more the user will feel inclined to use it. The user should be able to see everything they need at a glance.





# B&W Wireframes



The early stage Wireframes focused solely on function and laying out the information.



# Final Deliverables

SUM

The final Brand Mark encompasses the brand by including the bright colors used within the app. The “U” is symbolic of the rings that the user is encouraged to close every day by completing their goals. The name “SUM” is symbolic of the sum of all of the individual goals the user needs to accomplish daily to close the main ring on the home page of the app.



### Secondary Marks



### Color Pallet

Text



Hex: #ffffff

Background



Hex: #000b15



Hex: #ee3b95



Hex: #f17d26



Hex: #21bac6



Hex: #8cc8df



Hex: #8ec742



Hex: #f15f61

### Font

# Ad

Font Family

Forma DJR Text Regular  
Forma DJR Text Medium  
Forma DJR Text Bold

## UI Style Guide

### Buttons



Menu



Like



Sleep Rating



Home



Comment



Go Back



Workout Rating



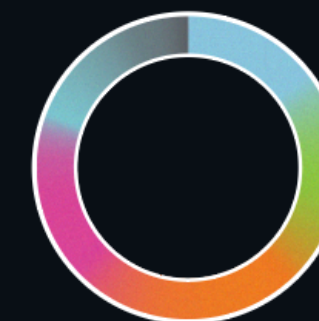
Search



Calendar



Profile

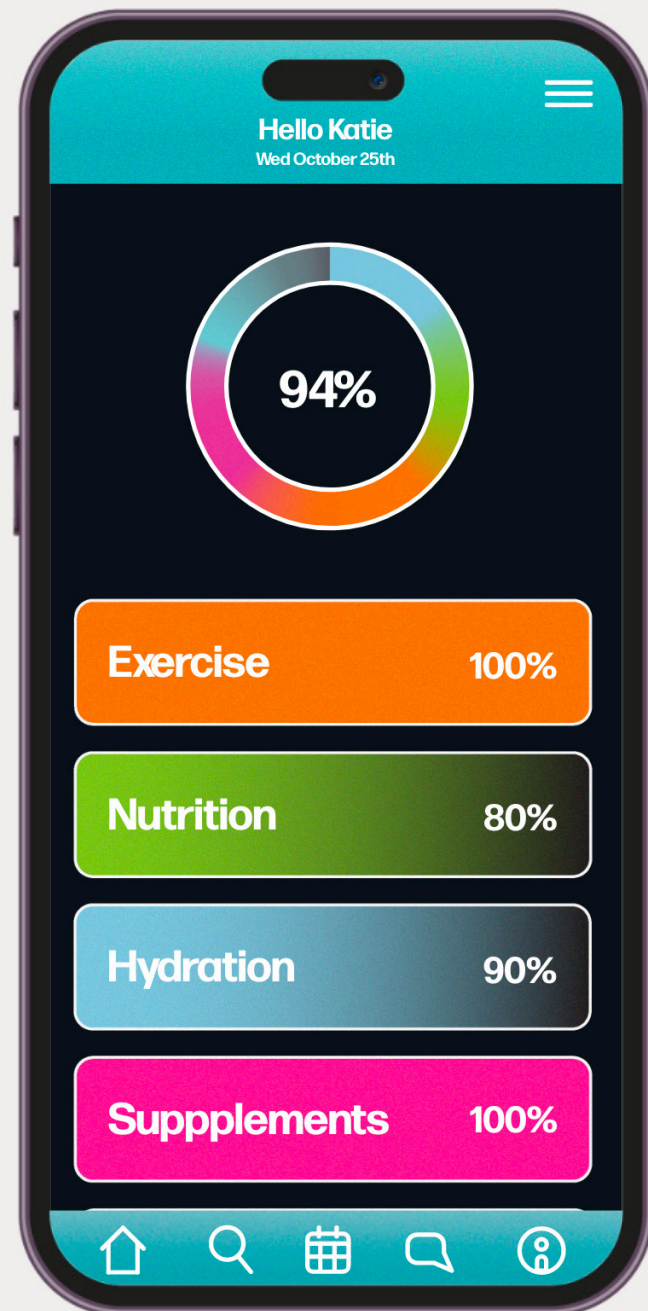


Progress Bar

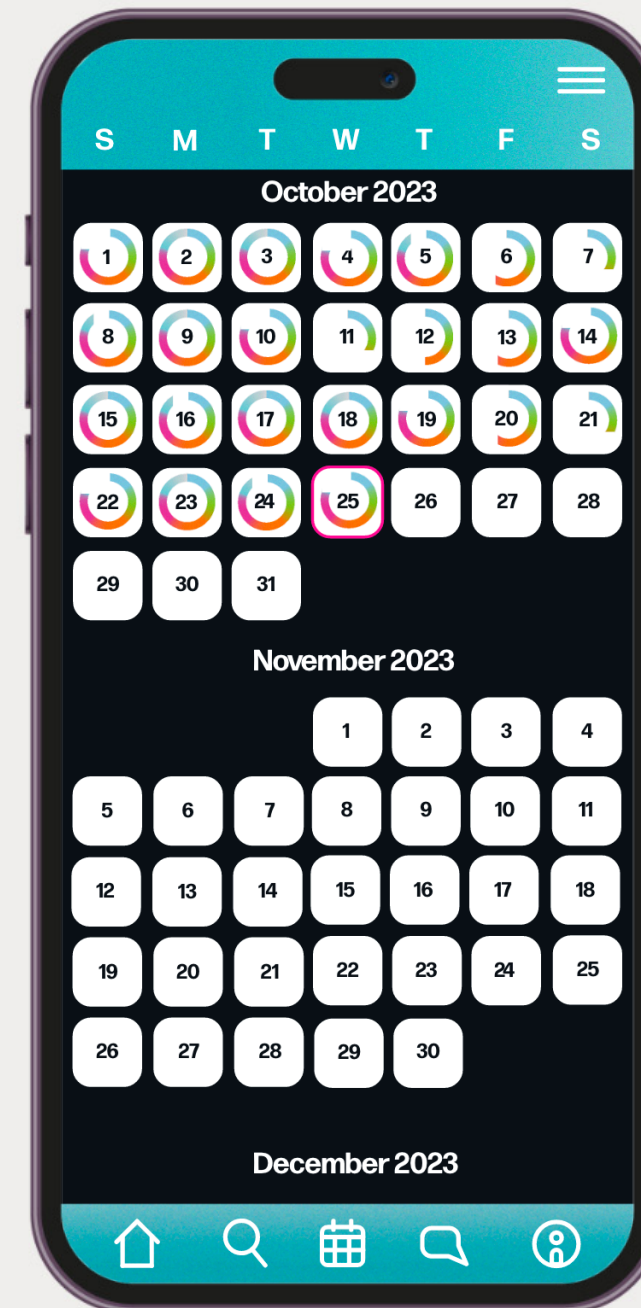
# Wireframes

## Home & Log

The home page of the app shows the users at a glance their progress for the day. By completing each individual category the ring at the top will close to reach 100%. Each category below the ring acts as a button where users can see more information about their goals and log information.



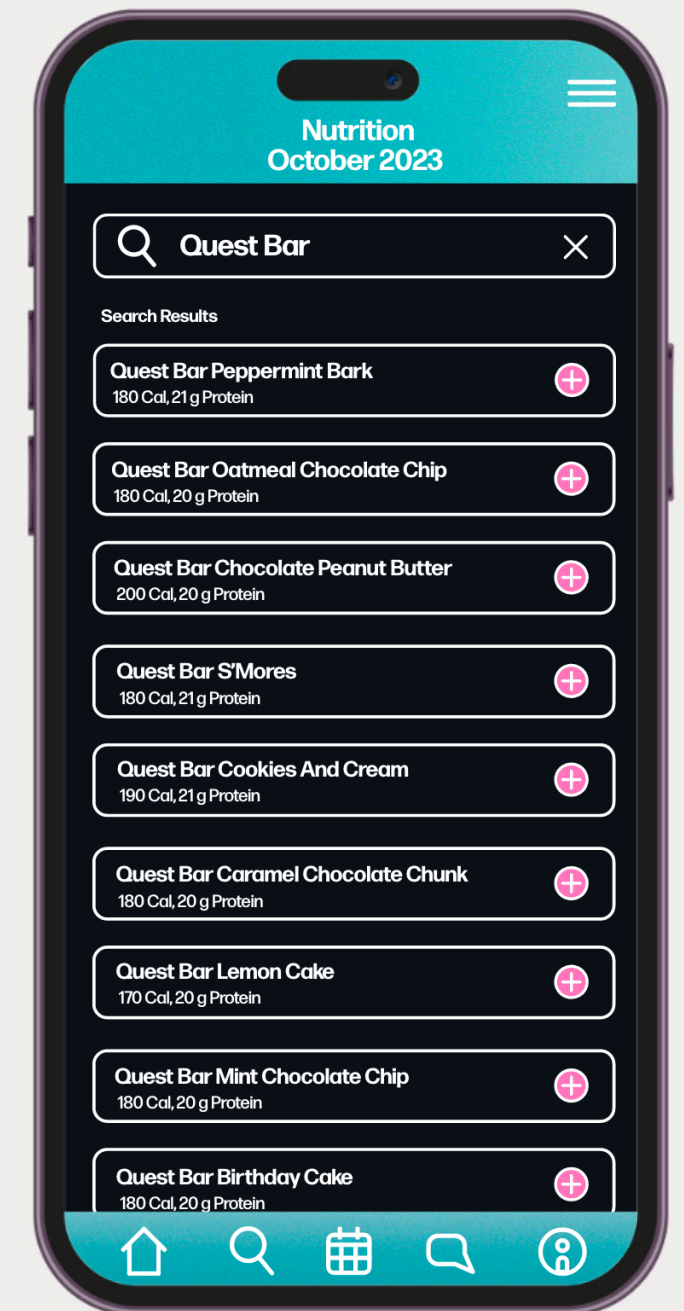
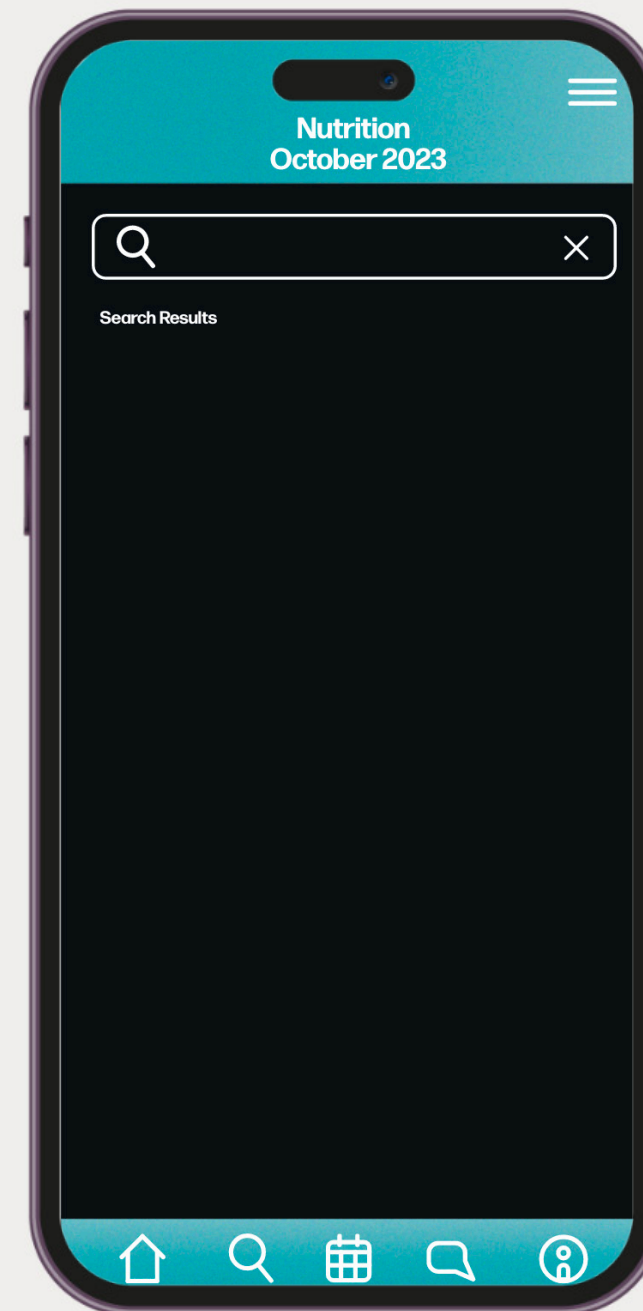
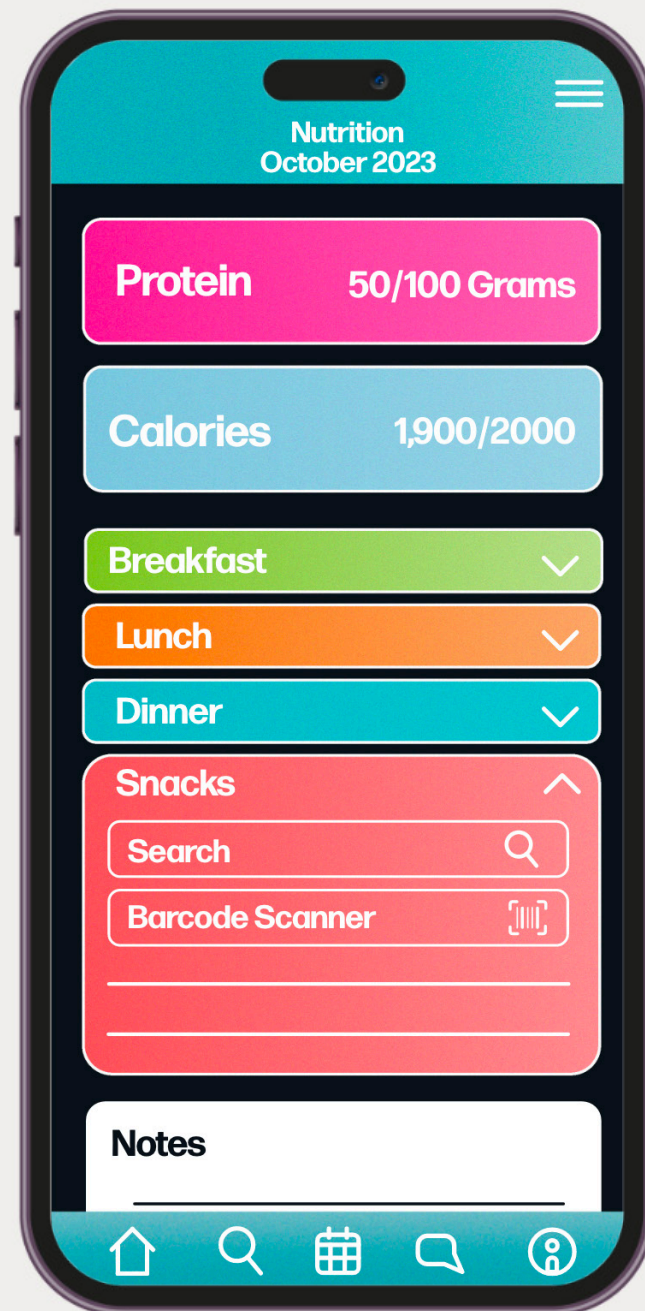
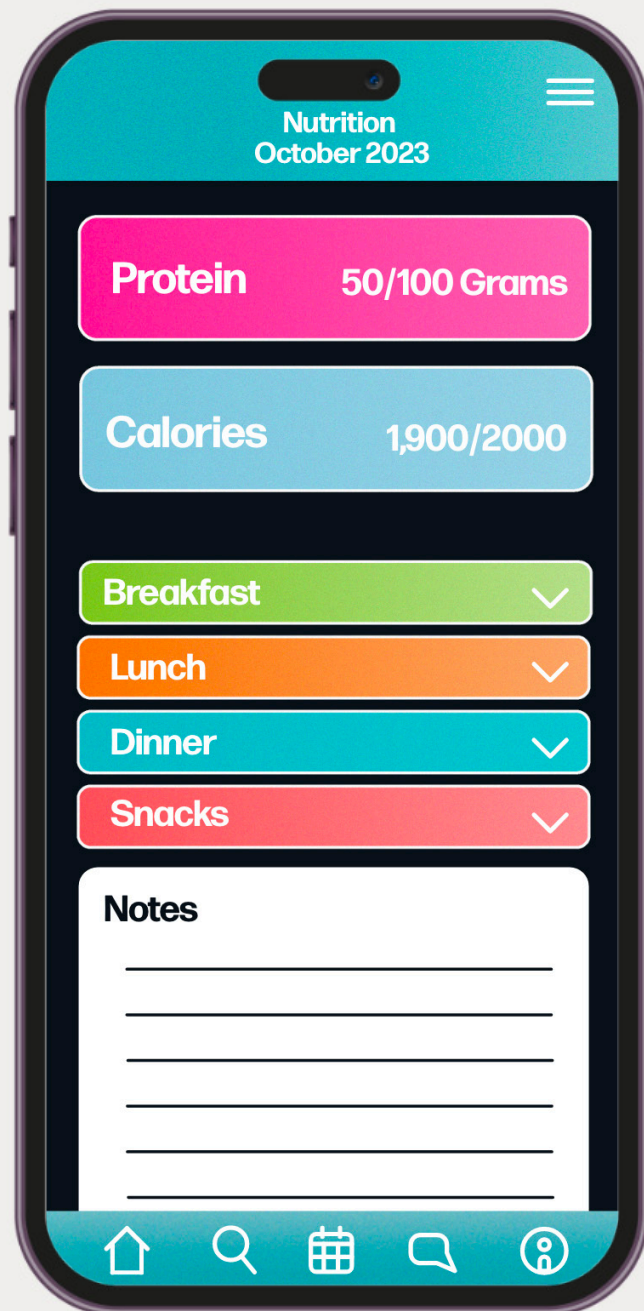
The Log page shows users their previous accomplishments with a representation of the main ring from that day shown on the calendar date. Users can click on a previous day to see what they logged, or click on the current day to log more information.



# Wireframes

## Adding a Snack

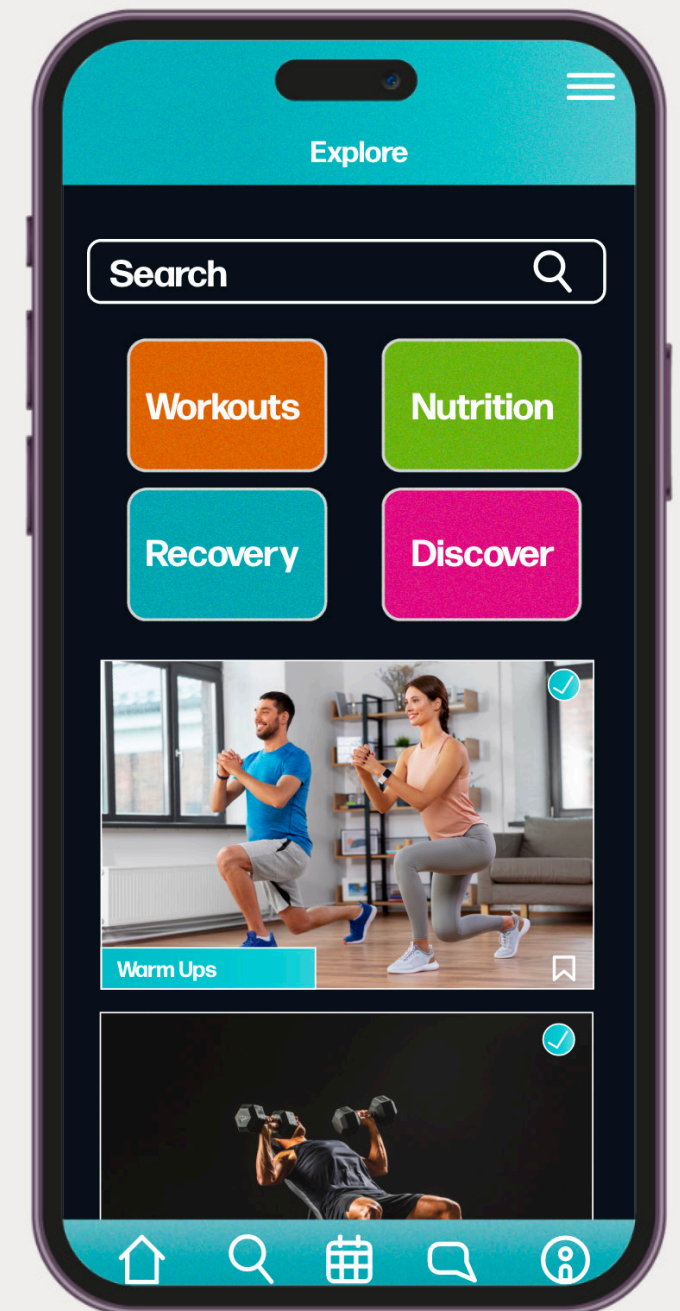
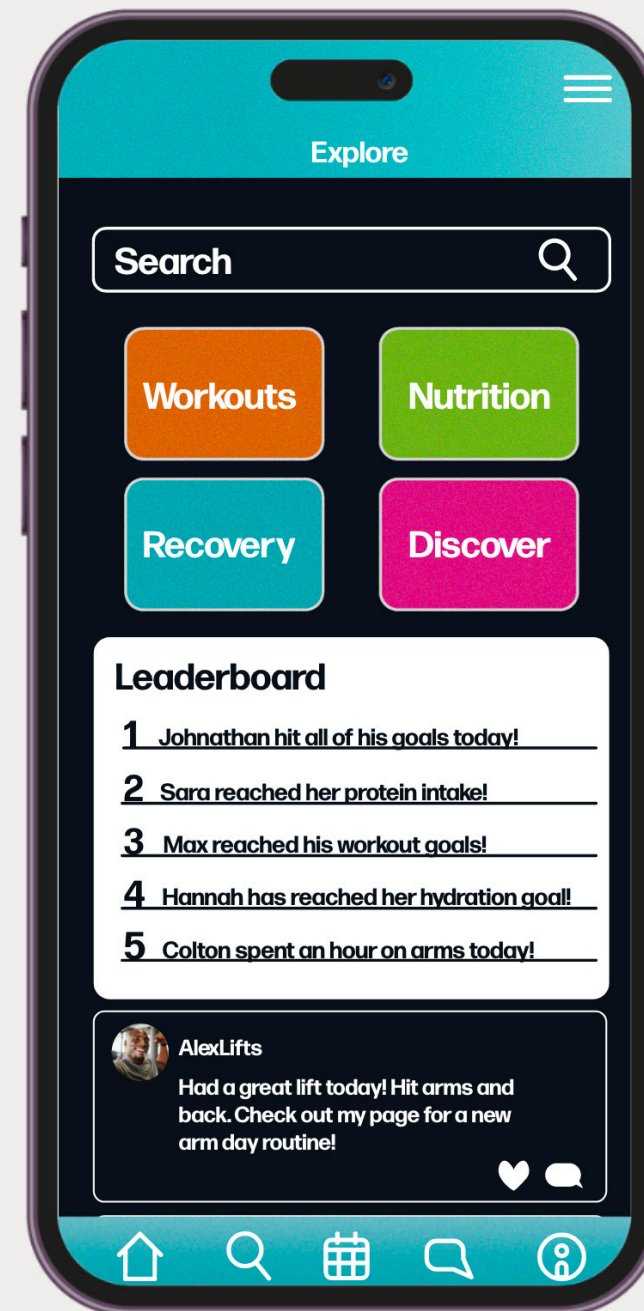
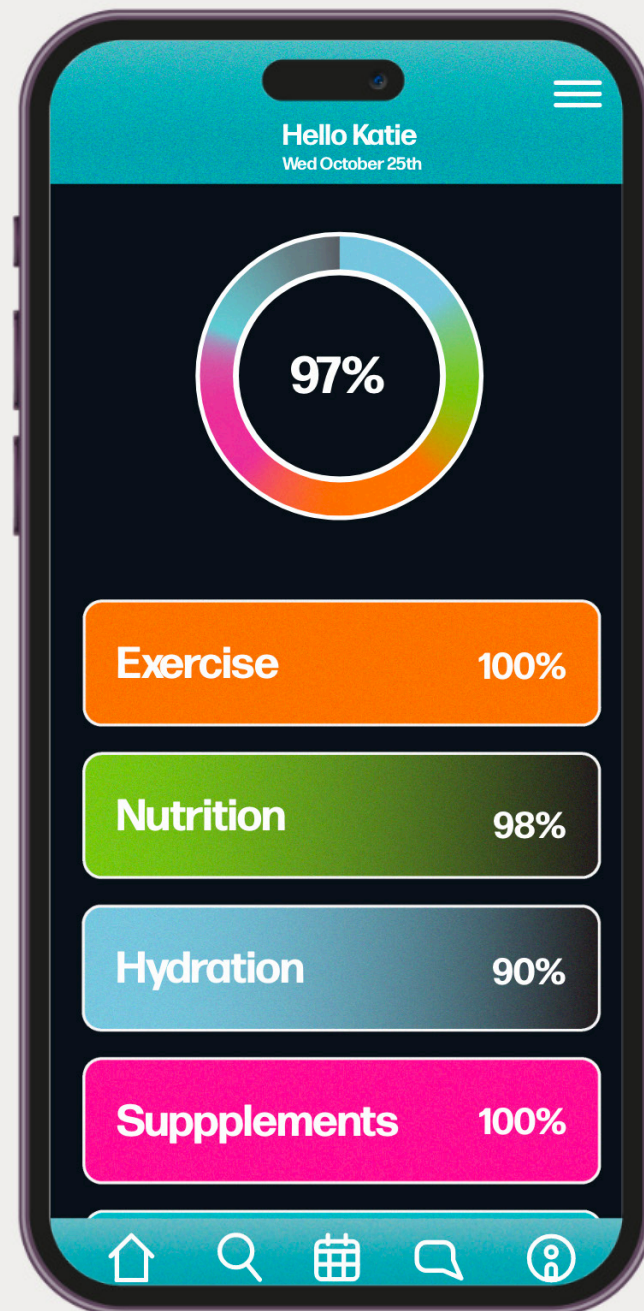
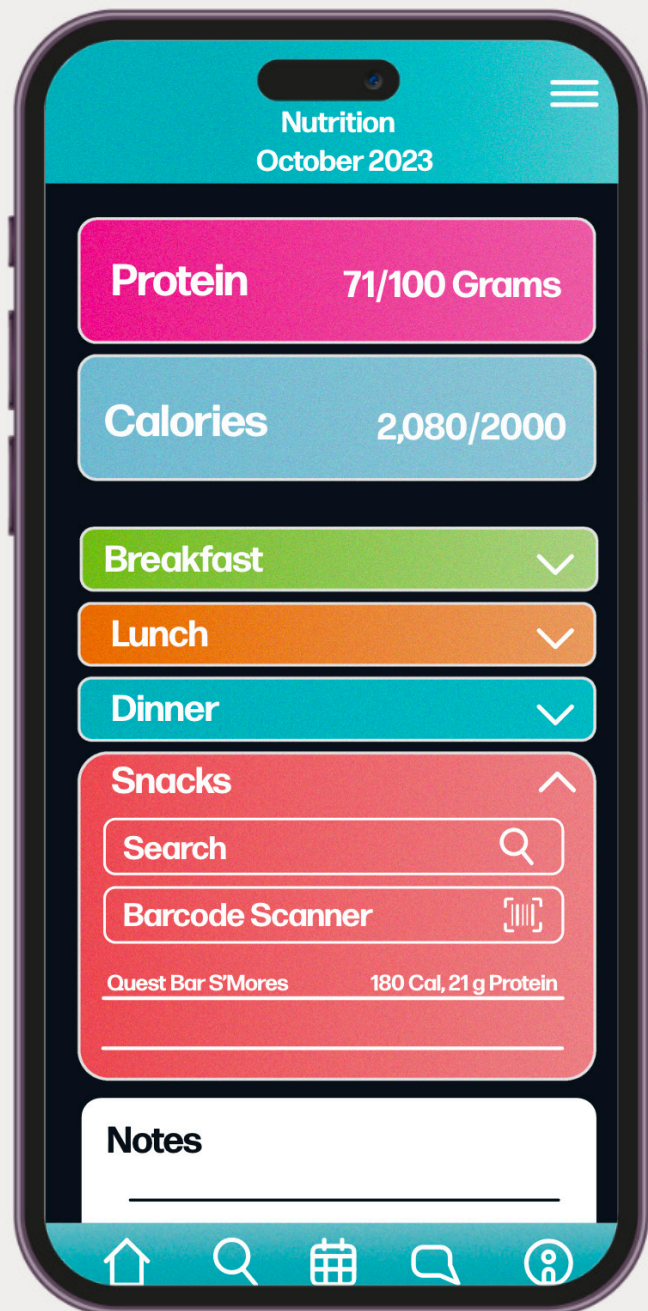
This sequence of Wireframes demonstrates how the user would log a snack on the current day. By going to the Nutrition page and clicking on “Snack” they are prompted to either use the Search feature or the Barcode Scanner. In this example the user searches for a Quest Bar and once it is added their information is automatically updated.



# Wireframes

## Adding a Snack & Social Media

This app is set apart from competing apps on the market with the inclusion of the Social Media platform built right into the app. Here users can find reputable videos posted by Certified Trainers and Nutritionists. They can also follow their friends to see posts, and participate in the Leaderboard to challenge their friends to reach their goals daily.



# Merch







# Video Storyboard



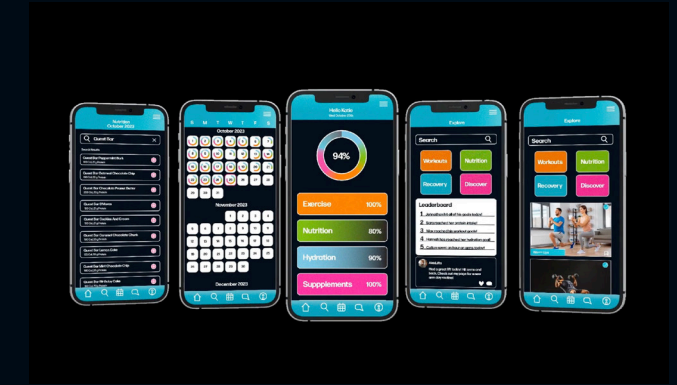
Opening Scene



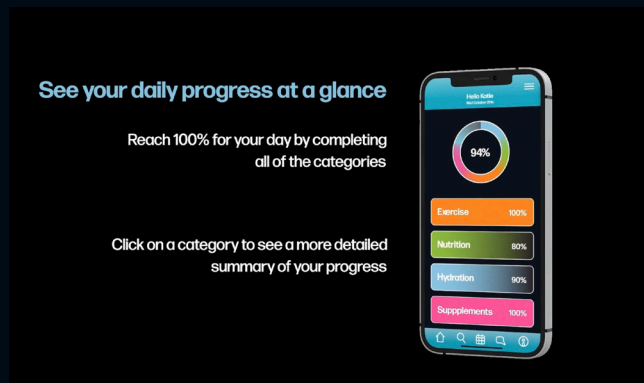
Introducing the Brand



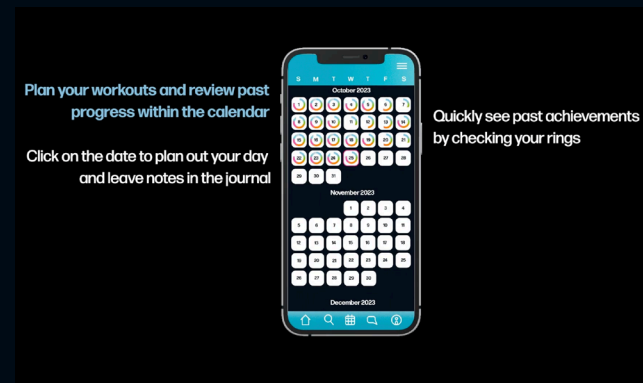
Opening the App Animation



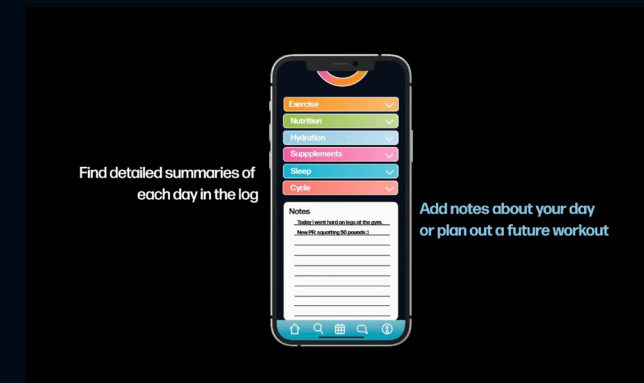
Preview of all of the Wireframes



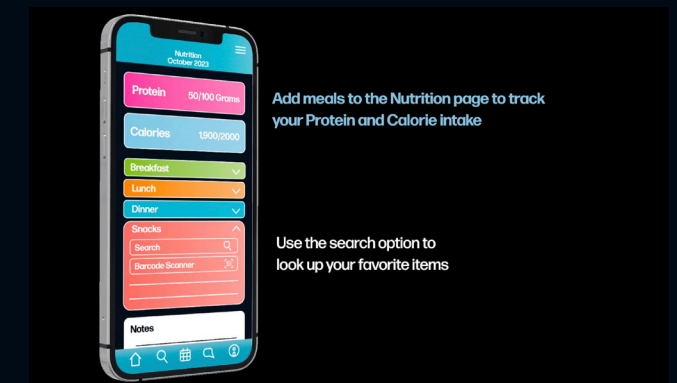
Overview of the Home Page



Overview of the Log Page

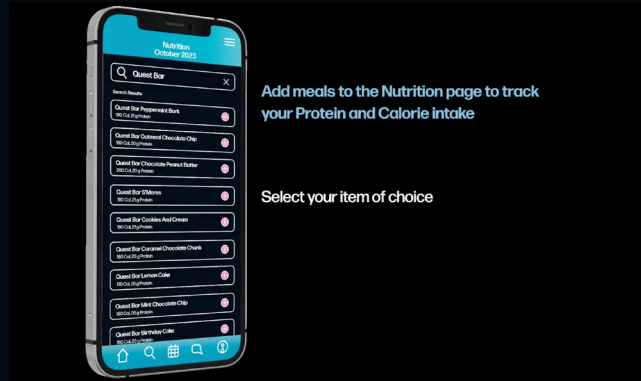


Overview of the Log Summary Page

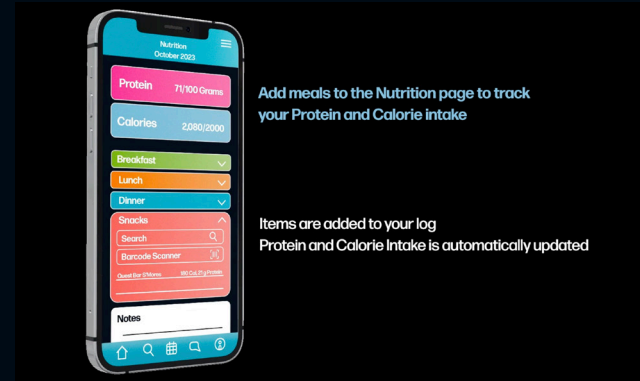


Start of Nutrition Page Overview

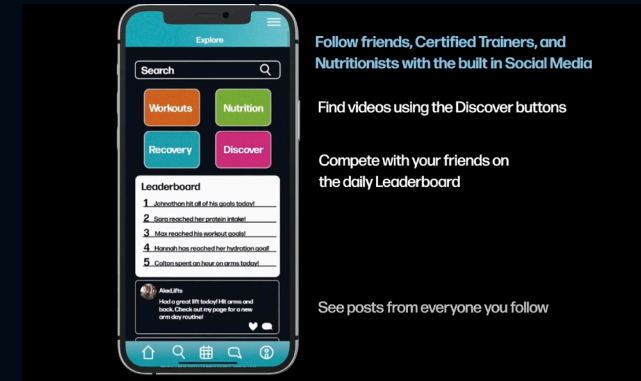
# Video Storyboard



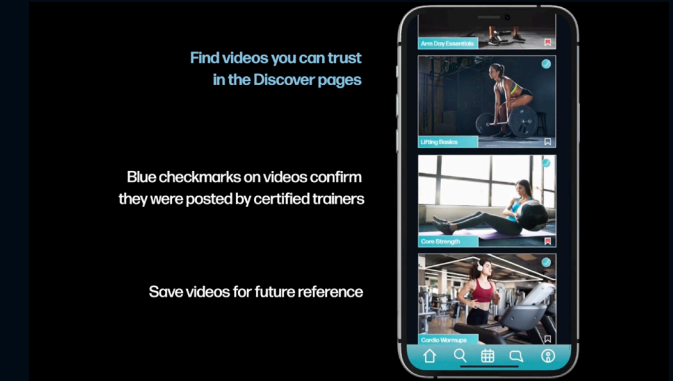
Overview of Searching for a Quest Bar



Demonstration of Info Being Updated



Overview of Social Media



Overview of Workouts Discovery Page



Outro



**Track**

**Achieve**

**Thrive Together**

