

Hola!



ABOUT ME

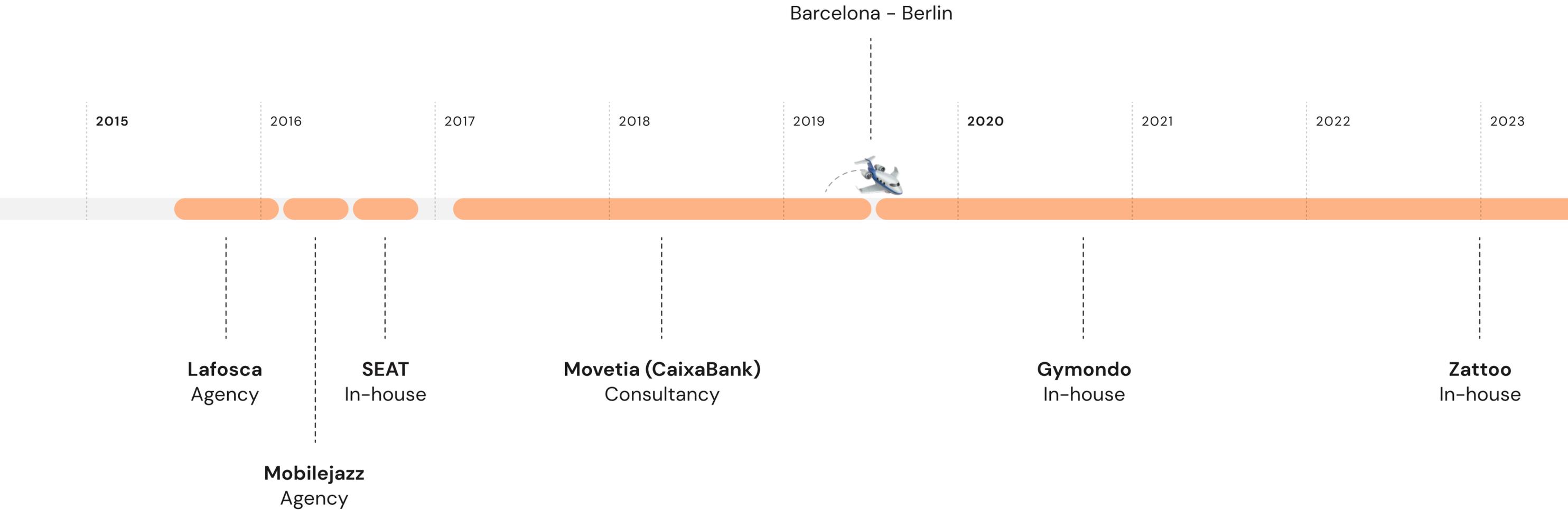
Intro

I am a digital designer from Barcelona, currently based in Berlin. During my experience, I've worked for different sorts of companies and products, from small agencies to big companies, mostly focused on mobile apps projects.

I'm also a Young Jury member at Awwwards since December 2018.

ABOUT ME

The journey

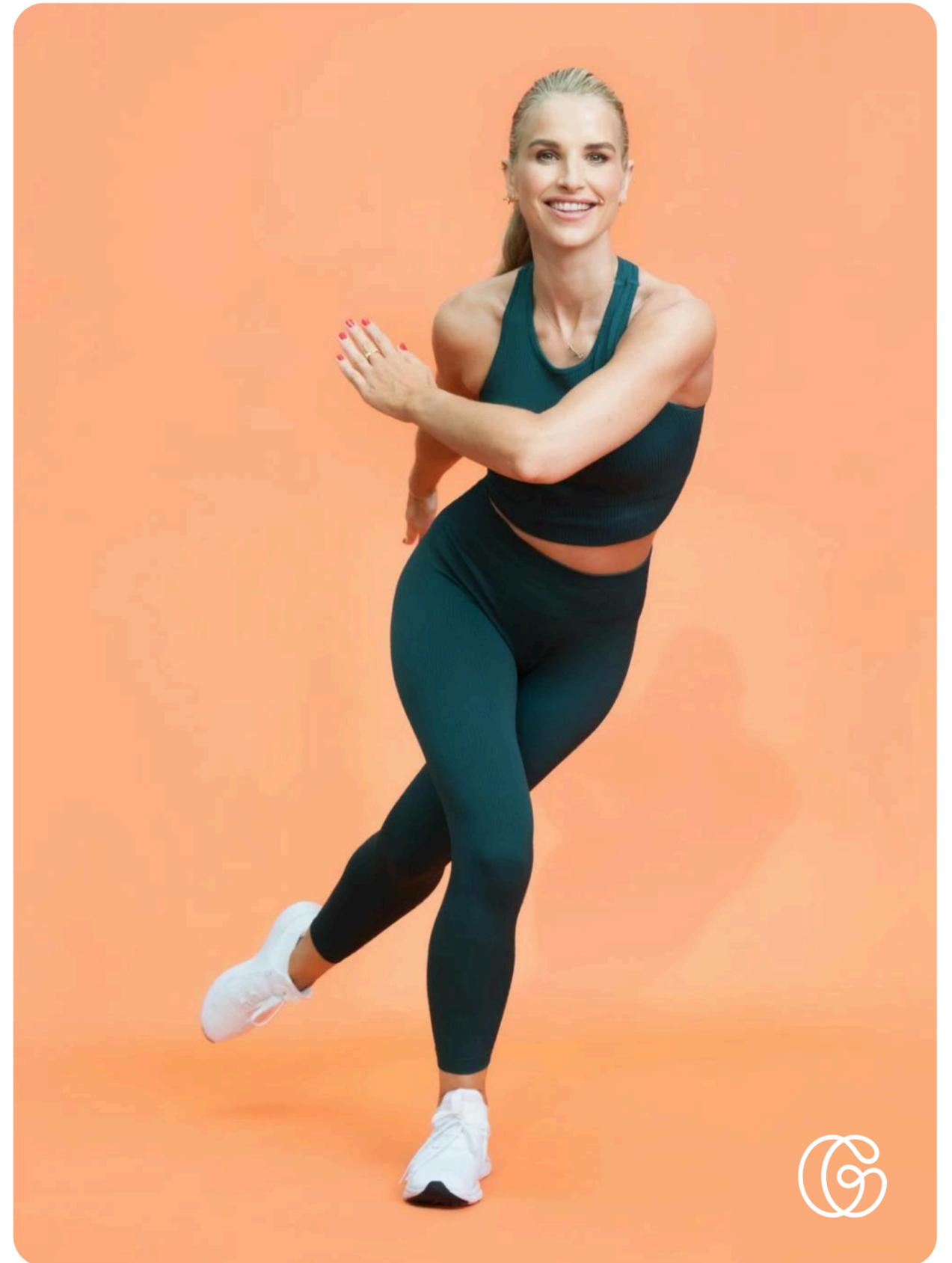


GYMONDO

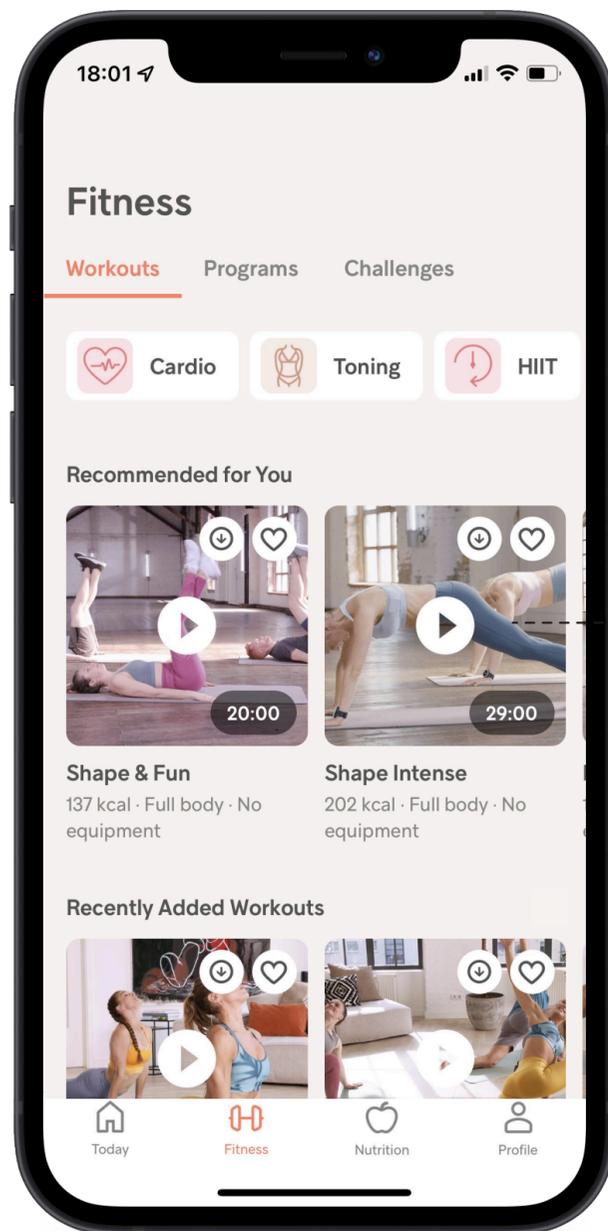
About

Gymondo provides a way to bring the fitness studio at home with workouts tailored by expert trainers.

The goal is to make the users feel comfortable training at their own pace, so they can feel happy and healthier while training, also keeping track of their progress.

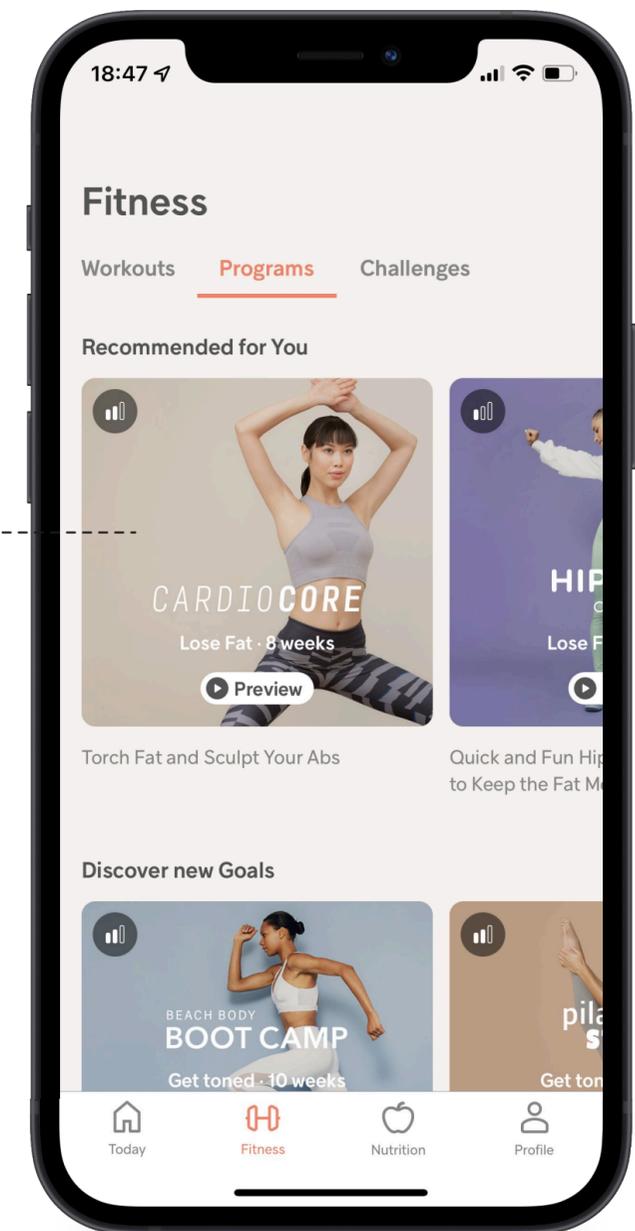


Two ways of training

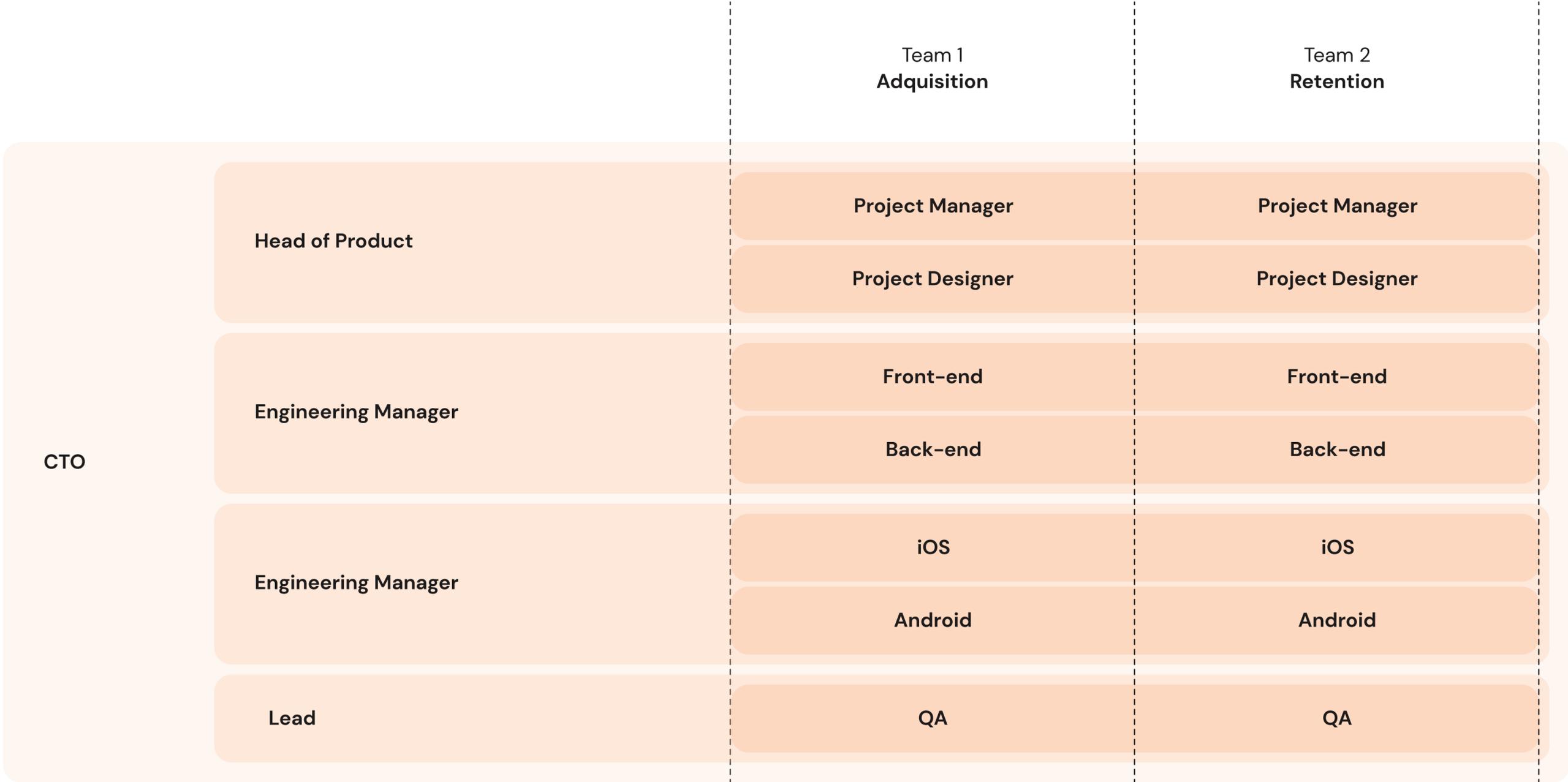


Workouts
List of videos detached from any program that the users can simply play whenever they want

Programs
Group of workouts tailored by Gymondo with a specific schedule and duration

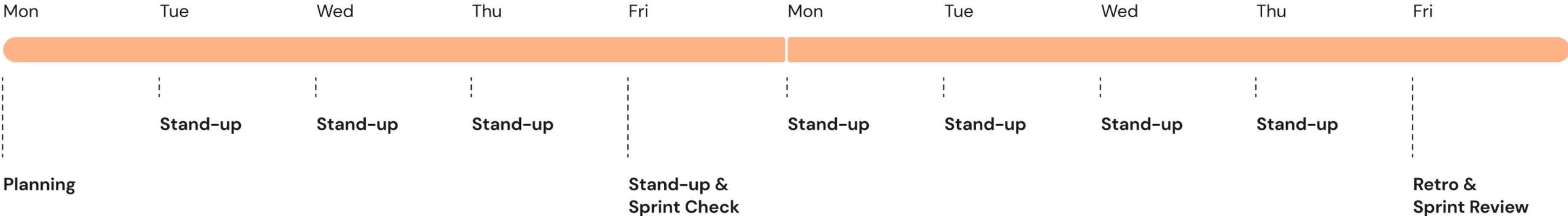


Team Structure



Workflow

We have sprints of two weeks. We plan the scope in the Planning the first Monday and we have stand-ups every morning to keep track of what's going on till the Retro on the last Friday.



'Go Premium' Screen

Case Study 01

CONTEXT

Problem identification

Low CR for new international markets

After opening up the product to the English speaking countries, where the product was totally unknown, we realised the conversion rate was quite low.

Update the subscription model

The subscription model was also outdated based on other competitors and wasn't giving the users a chance to test the product before actually paying for it.

The screen seems to be a blocker

After checking the data of the onboarding funnel, we detected that in the Go Premium screen we had a huge drop of users.

RESEARCH

Benchmark

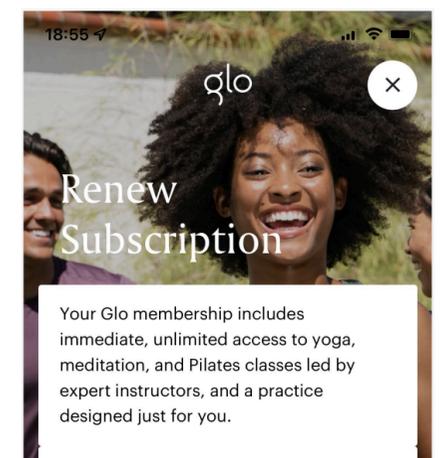
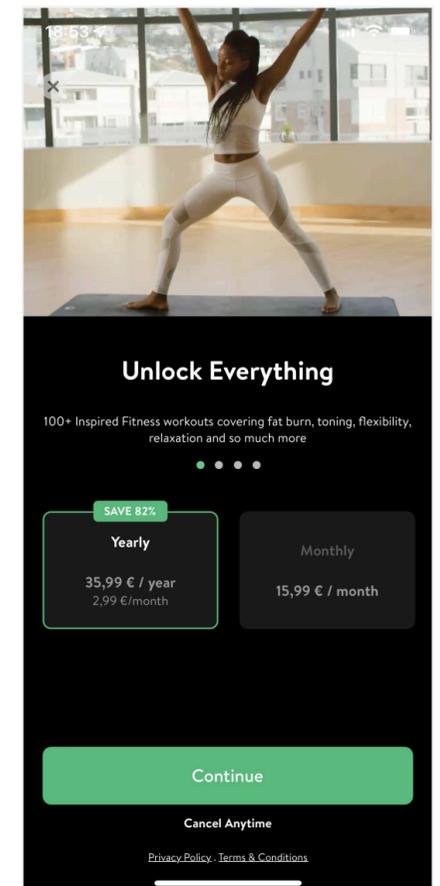
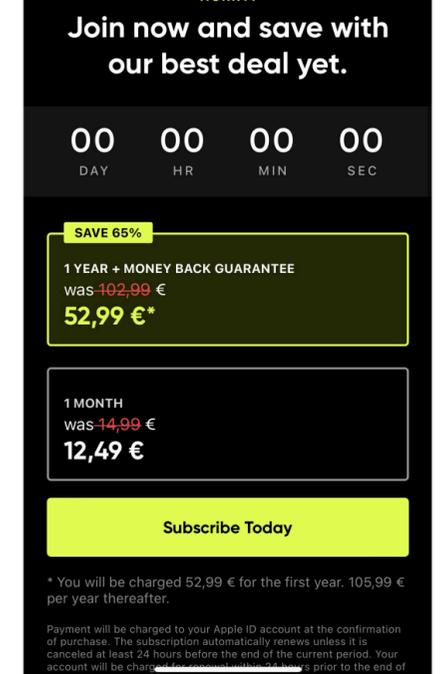
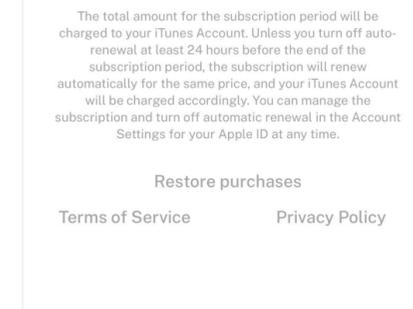
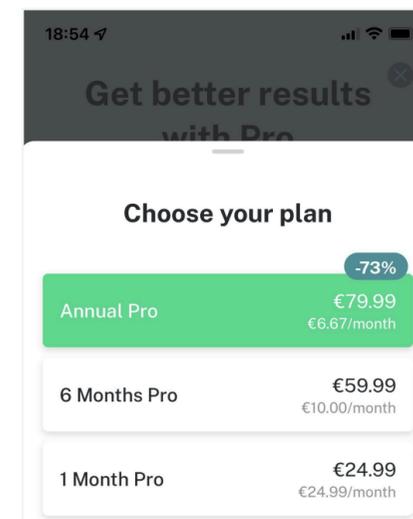
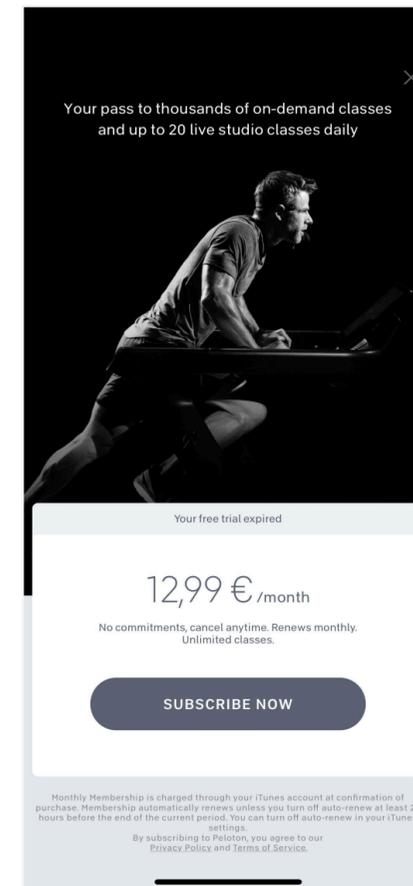
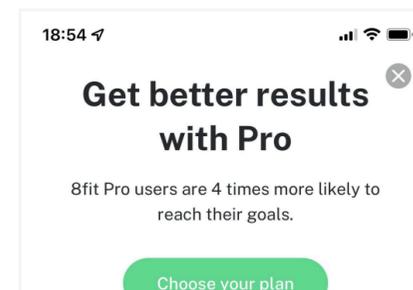
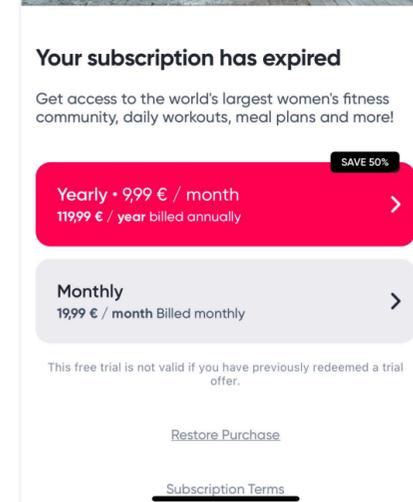
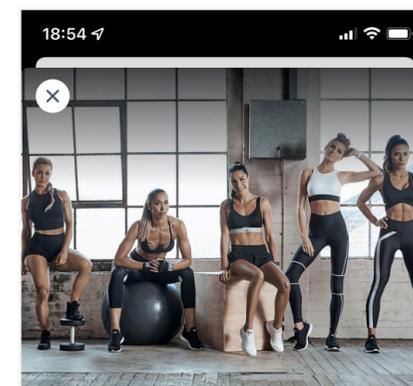
We looked at multiple apps with a similar subscription model. These were mostly fitness competitors, but we looked other apps to explore layout options as well. These are the main findings:

Rethink the place of the screen

Giving the user the possibility to explore the app a bit before paying would allow us to potentially remove that screen from the onboarding flow.

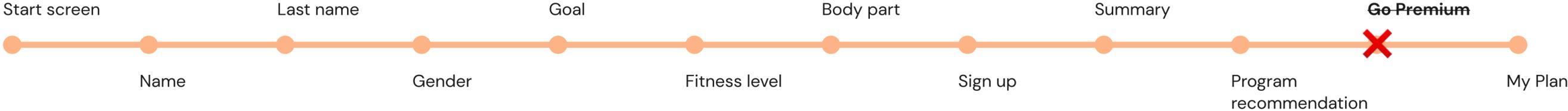
Rework visually the Go Premium screen

The idea would be to simplify the amount of information displayed and give more importance to Gymondo's value proposition, so it can be better understood in new markets.



User Flow

Onboarding



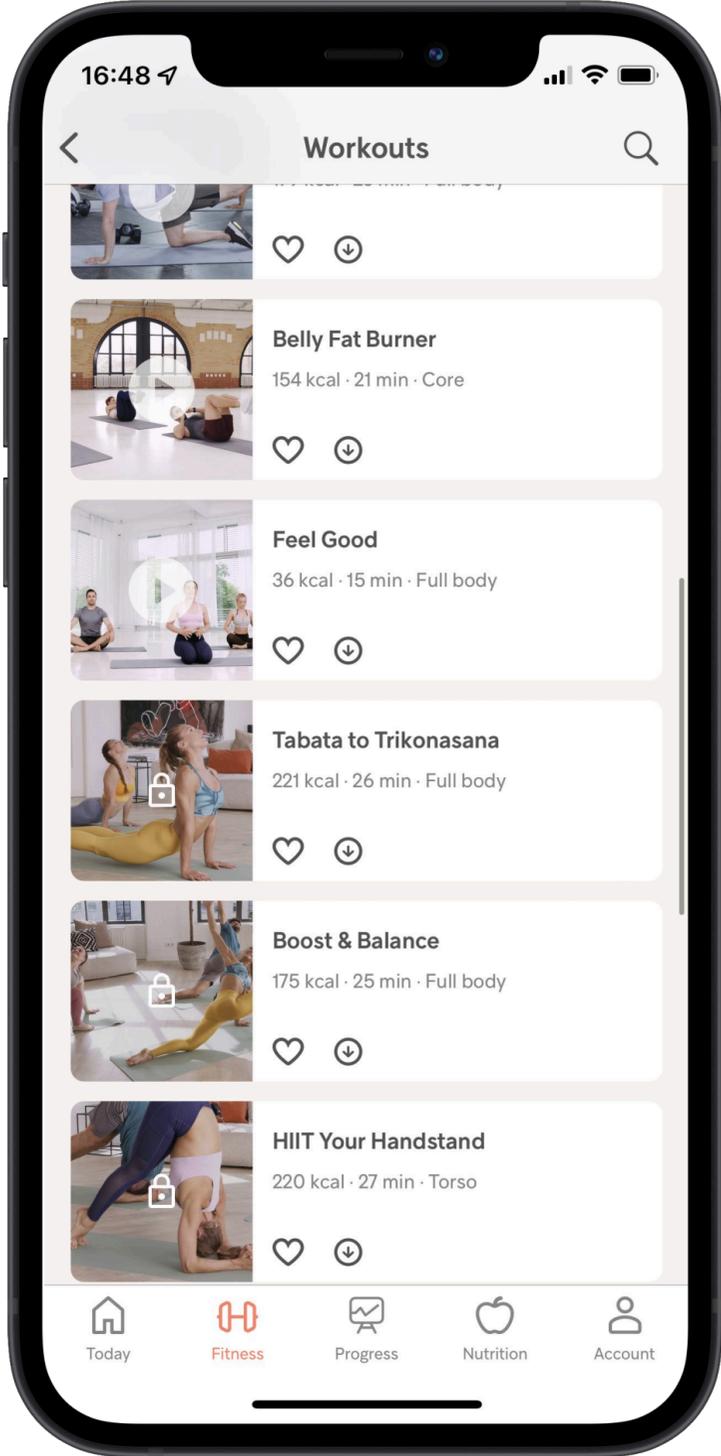
Simplified Onboarding flow

Removing the Go Premium screen from the onboarding allowed us to shorten the flow which is already quite long and simplify user's path to get into the product main screen.

Smarter usage of the screen

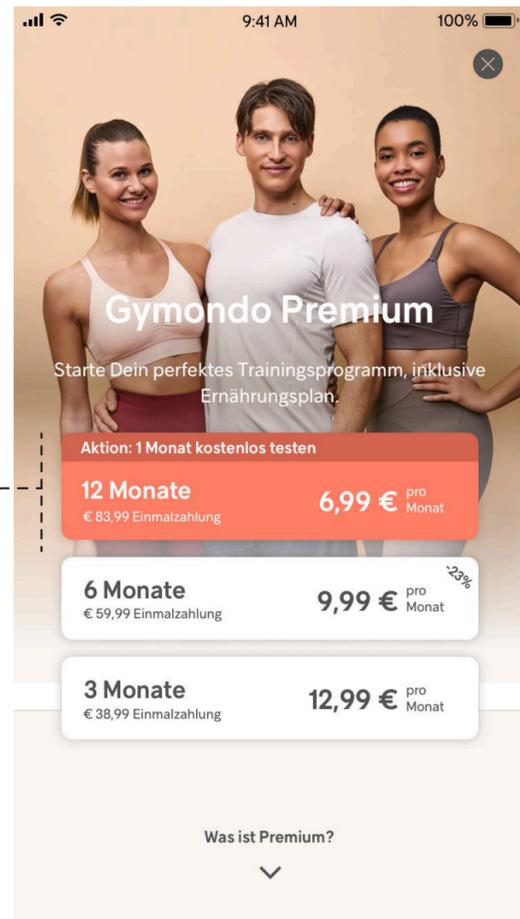
With the new subscription model, we were giving some free content strategically, so the user would be able to try the product first. Then in case they feel engaged they would be able to become Premium when trying to unlock the rest of the content.

User Flow (New Logic)



RESEARCH

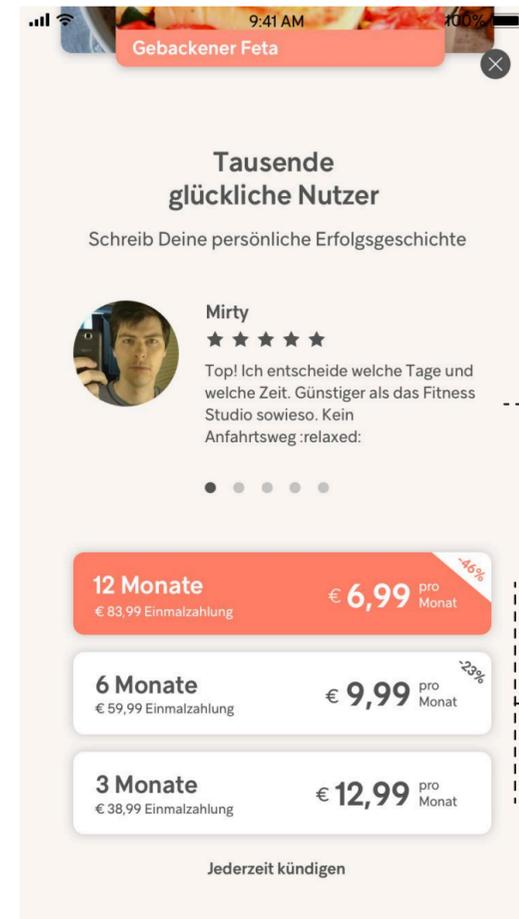
UX Audit



Confusion in highlighted state vs selected state



Too much scroll to explain users which is Gymondo's value proposal



Fake reviews

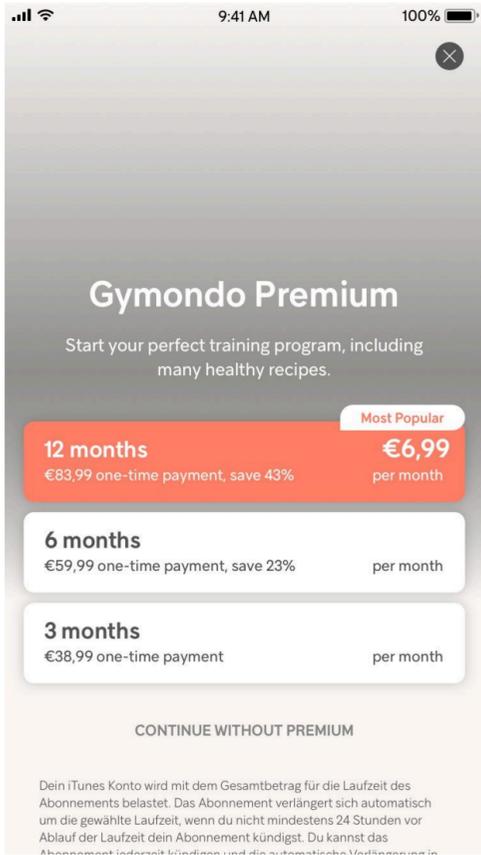
Packages appearing again at the bottom of the screen

WIREFRAMING

Design Exploration

We explored different solutions trying to meet business and product requirements while sticking to a layout that is not getting confusing for the user.

Chosen option



TESTING

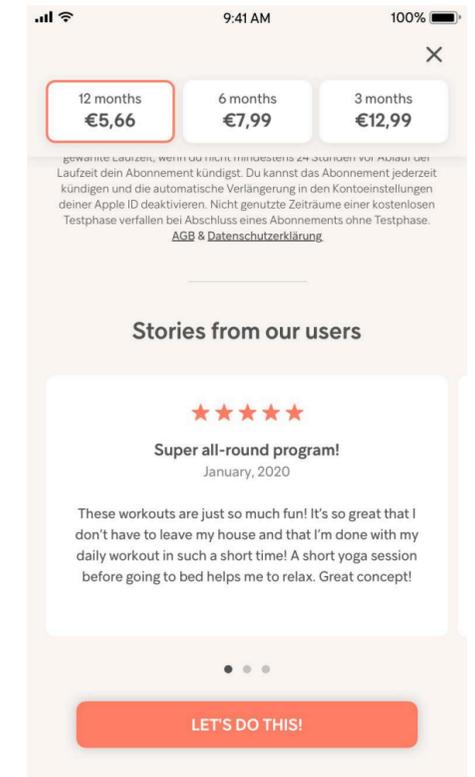
A/B Test

Two versions of the same screen were tested against the current implementation for a period of two weeks until we got a winner.

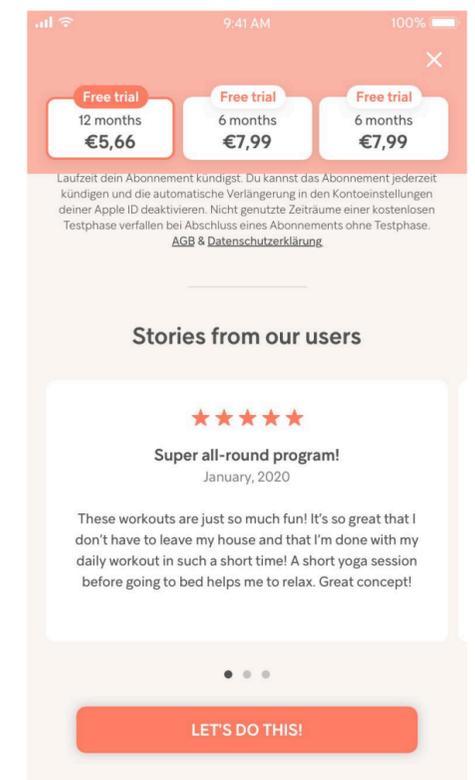
Why 2 proposals?

The reason for testing two proposals was to check if users would show more interest in an option with a video and a bit less information instead of a more static option with more explanation about Gymondo's value proposition.

Variant A



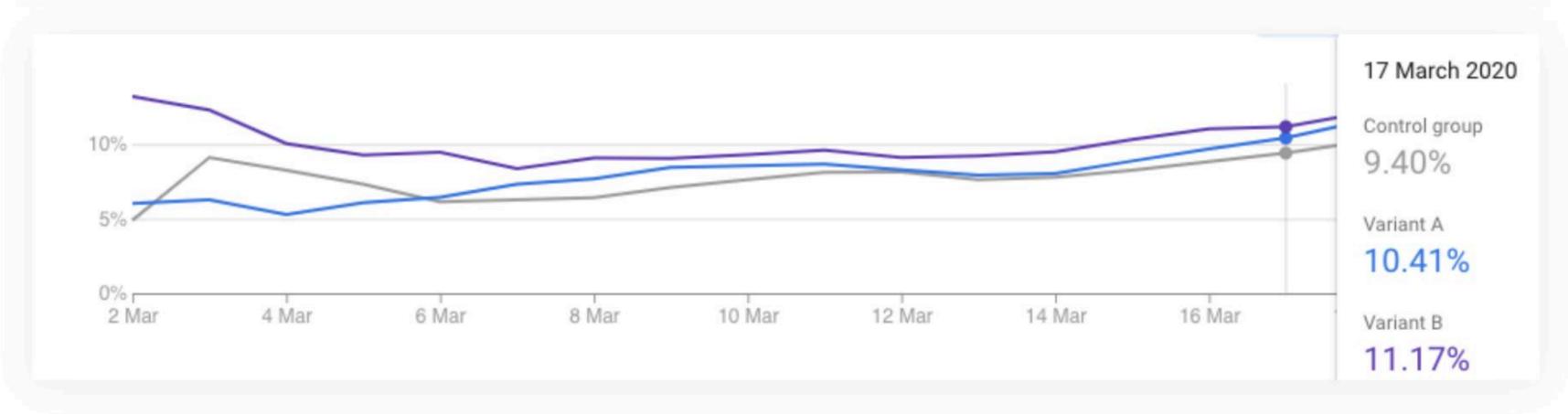
Variant B



TESTING

Test Results

Variant B ended up performing better than Variant A and the current screen. Even though at the end of the test Variant A was getting closer, Variant B was always converting better during the time the test was running.



Dein Leben. Dein Training. Dein Erfolg.

- ✓ Hilfe deinem Selbstbewusstsein auf die Sprünge
- ✓ Programme, so vielfältig wie dein Leben
- ✓ Quis autem vel eum iure velit. Nemo enim ipsam voluptatem quia voluptas

20% OFF 12 months €5,66 €6,99 per month

20% OFF 12 months €5,66 €6,99 per month

20% OFF 12 months €5,66 €6,99 per month

Fit in Fall: 20% OFF
€67,29 for the first year, then €83,99

Your Membership Includes
Unlimited access to custom workouts, personalized fitness programs and delicious recipes.

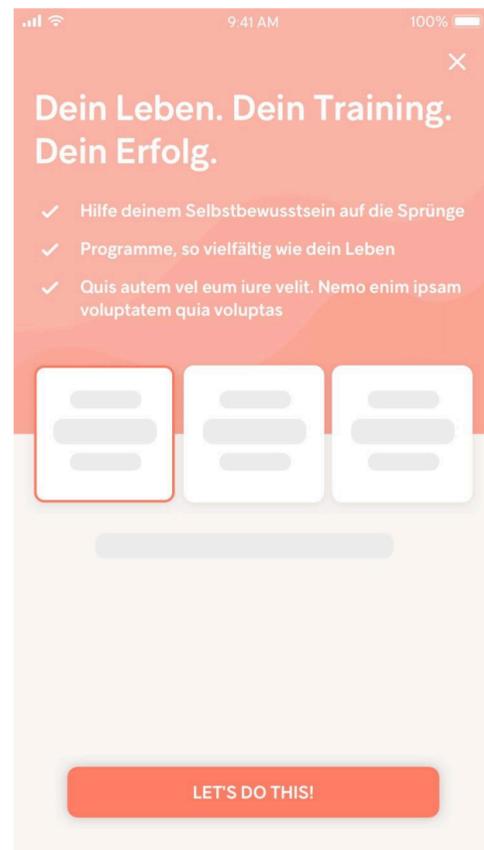
LET'S DO THIS!

Dein iTunes Konto wird mit dem Gesamtbetrag für die Laufzeit des Abonnements belastet. Das Abonnement verlängert sich automatisch um die

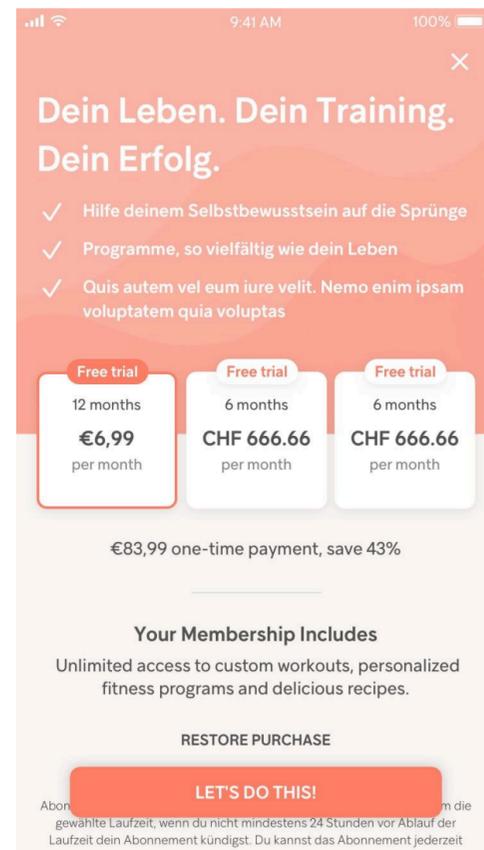
FINAL DESIGN

Handoff Preparation

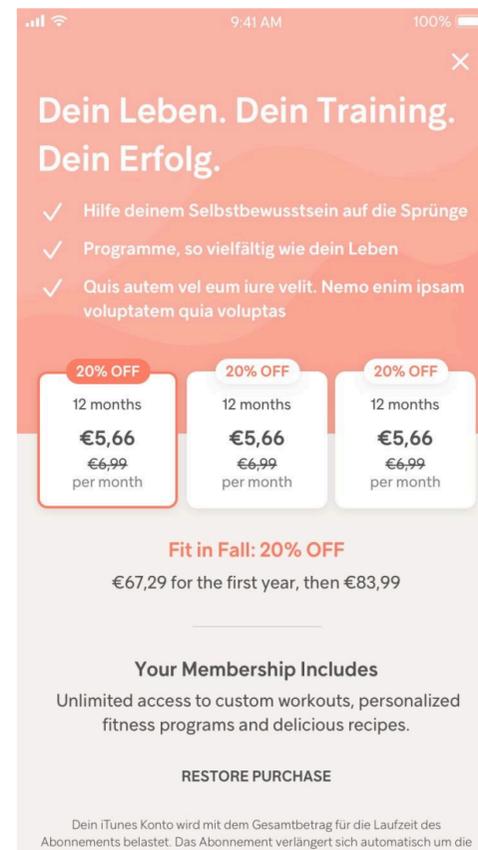
Skeleton (Loading)



Default



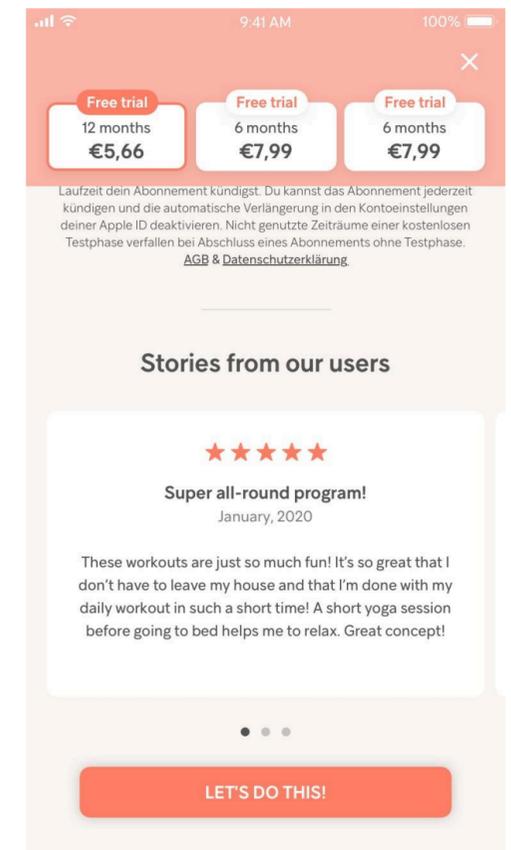
Promotion Running



Testsieger (only in DE)



Scroll



More Details

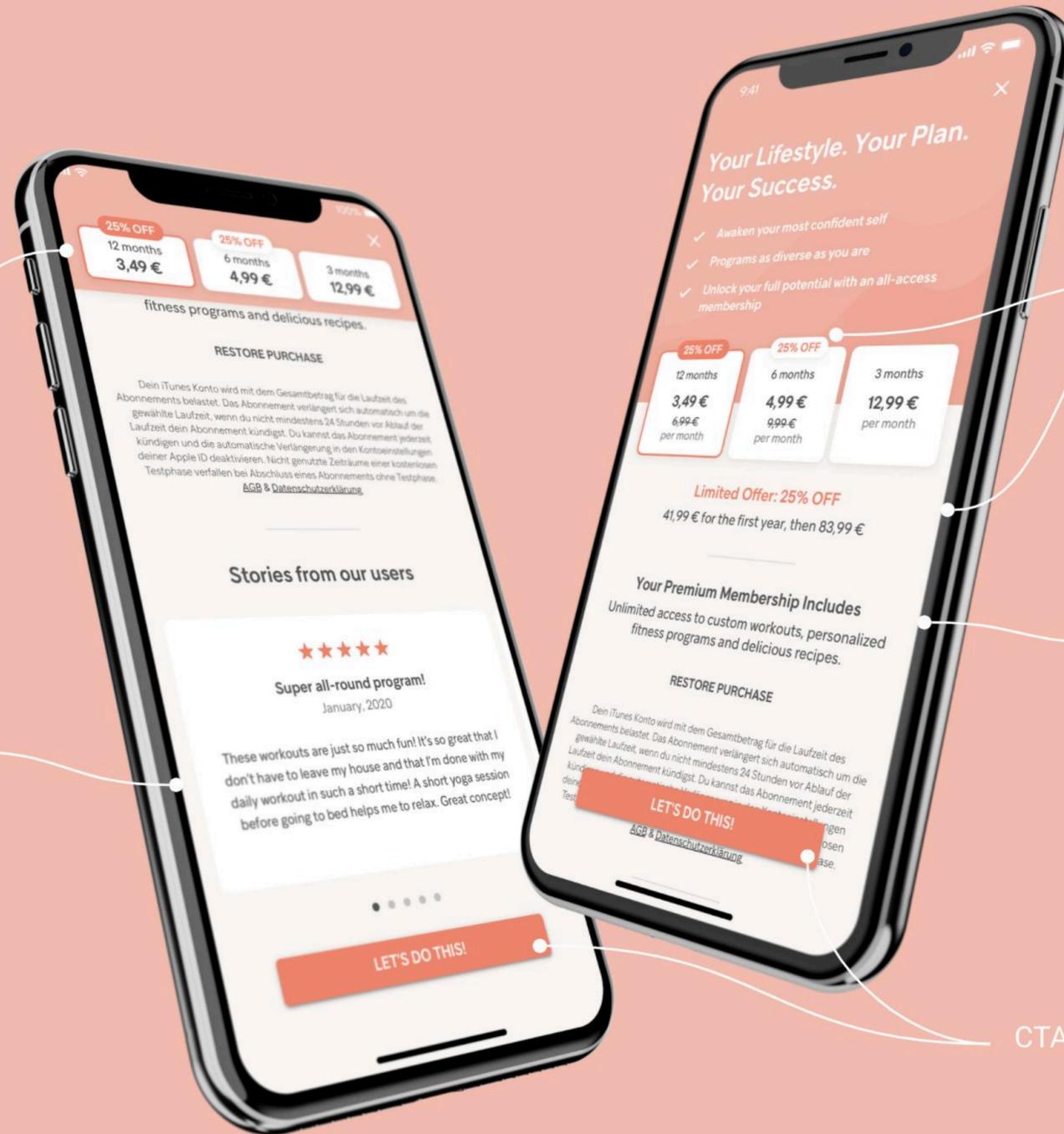
Fixed position when scroll

Real app reviews

If promotion running

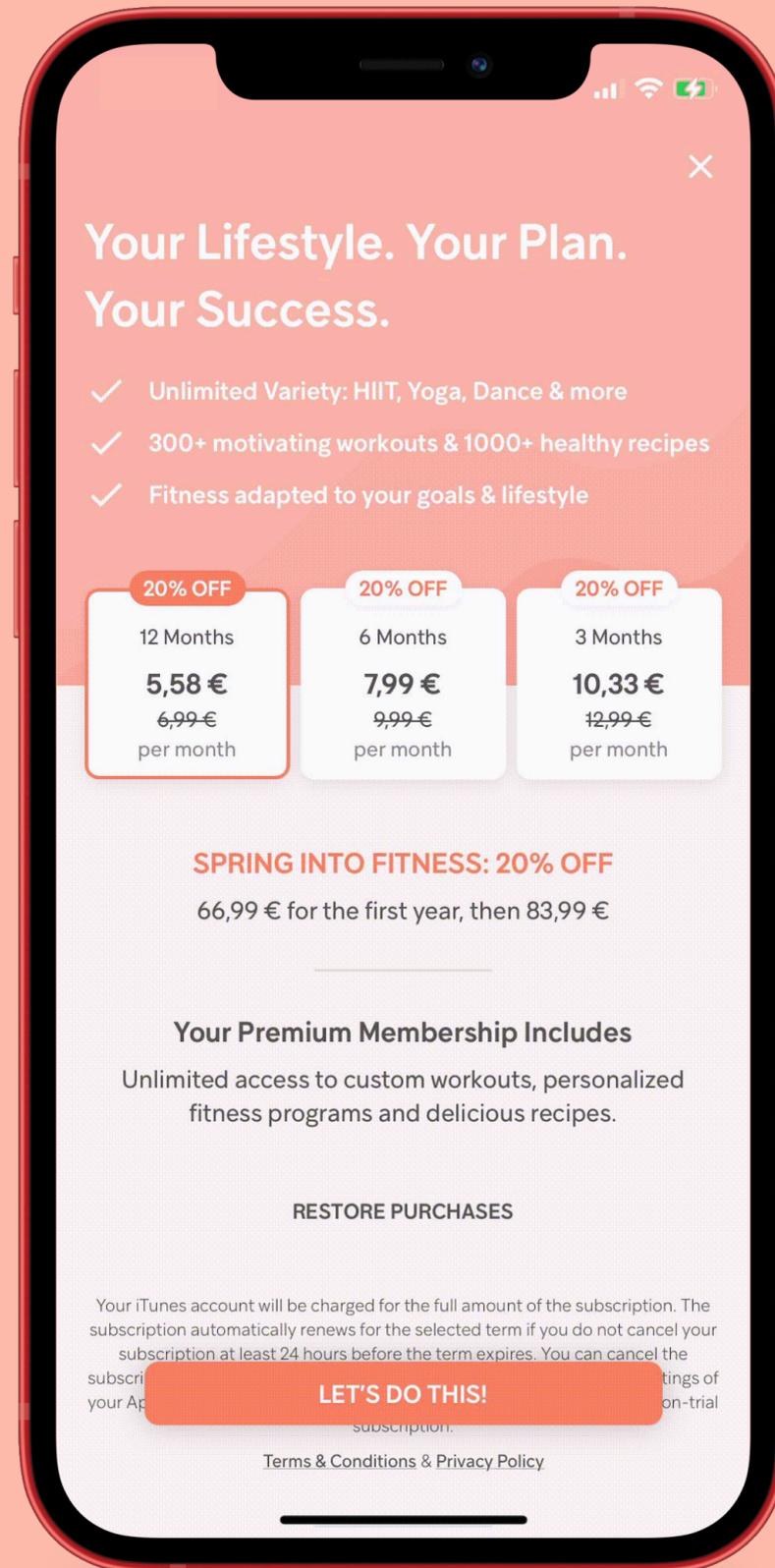
Premium Membership info

CTA always visible



FINAL DESIGN

Interaction



PROJECT RECAP

Metrics & Next Steps

Conversion
rate increased

17%

Drop-off reduced
in Onboarding

52%

What's next?

The new screen was built modularly, so the idea behind this was to iterate it faster if needed adding new sections or testing new copy. This can be done directly in the app with a constant A/B test to keep improving the screen with small updates.

The idea is to evolve the screen into different variants that are adapting the content depending where the user comes from. So they would get different information if they come from a workout funnel vs a recipe or nutrition plan one.

Introducing Challenges

Case Study 03

CONTEXT

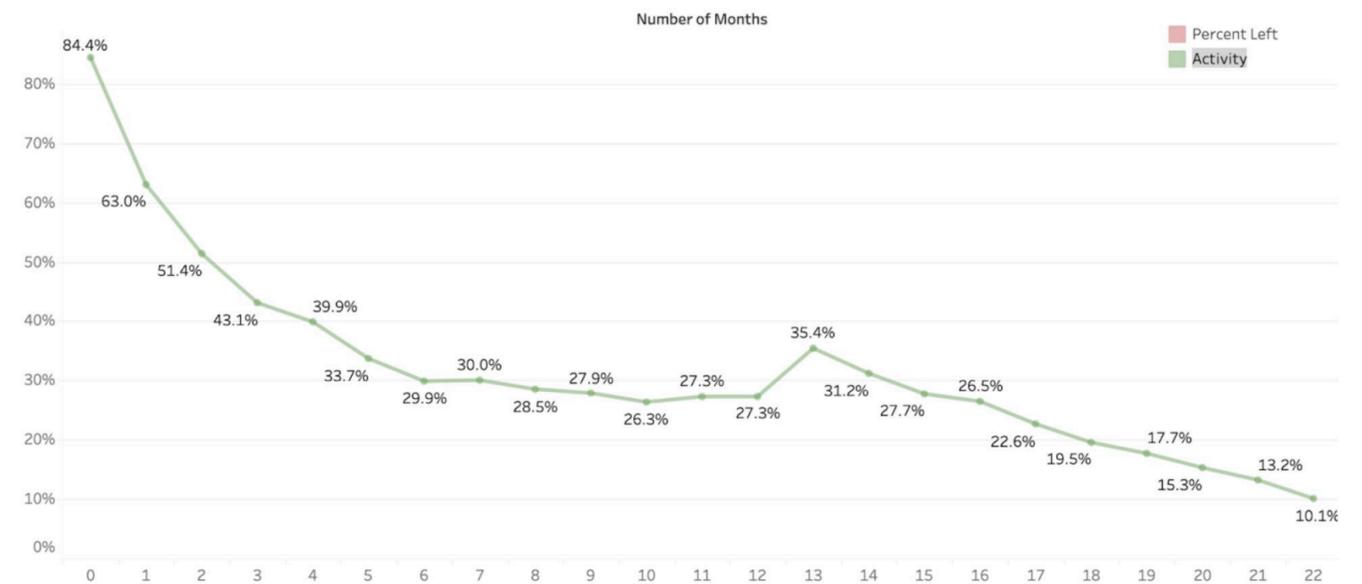
Problem identification

Big drop after short usage

Users activity is currently dropping to almost 50% after only 3 months. Only 10% keeps using it after 22 months. The program completion is also quite low, so we can assume our programs are either too long or they lack some elements of motivation or guidance to keep users engaged with the product.

Too much focus on beginners

62% of Gymondo's user base are beginners and we spend most of the time bringing new content or features for them. On the other side we have 33% of users in a medium level that feel either bored or unmotivated with our content because doesn't help them keep progressing, so they end up looking for other companies.



RESEARCH

Finding the way

We run a survey to find out which potential features that Gymondo still didn't have could be of more interest for our users.

Challenges?

The top option for Beginners and Medium level users was clearly 'Challenges to build lifestyle'. We assumed this feature could be a nice way to add motivation to both groups, so we could potentially flatten that curve a bit.

We needed to find out the way how to bring this new feature to the product and we knew that most of our competitors already had some sort of Challenges section implemented.

All Groups (n=1114)	
1	Challenges to build lifestyle
2	Meal plan based on preferences
3	Relaxation/ meditation + workout
4	Fitness recipes
5	Workout adapting to mood
6	Audio trainer for sports outside app
7	Meal plan adapted to goals
8	Track sport activities (outside app)
9	Personal music (not spotify)
10	Motivational reminder

RESEARCH

Benchmark

We checked how other competitors implemented challenges or similar features and we classified them by different types (create your own challenge, activity-based and workouts for goals).

Main findings

After meeting with the team we decided to focus on the curated workouts challenge and the activity-based ones. We were leaving out the custom one because we wanted to bring a challenge that could be easier to implement as an mvp in order to test if the new feature was performing well.

Competitors

Free form challenges

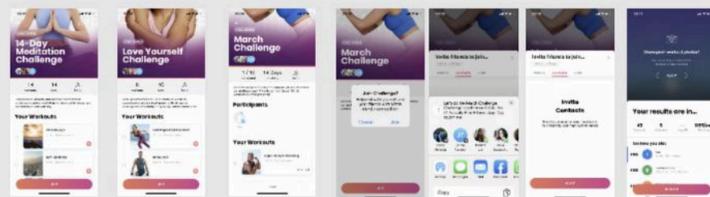


Runtastic

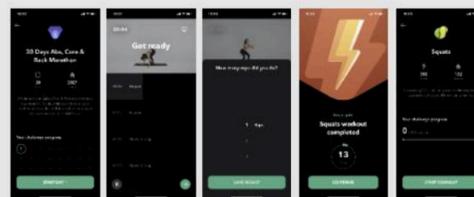


Nike Running Club

X workouts for goals based



Fit on



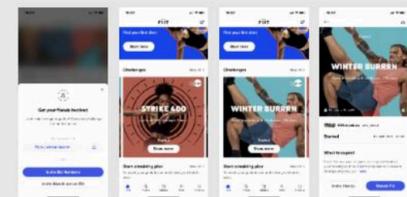
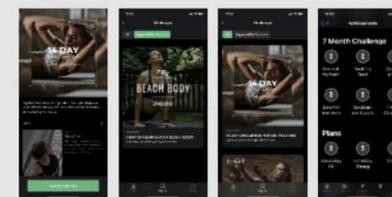
GetFit



8Fit



Sweat



Fiit



Zero

Cumulative activity (passive data)



Peloton



Adidas running

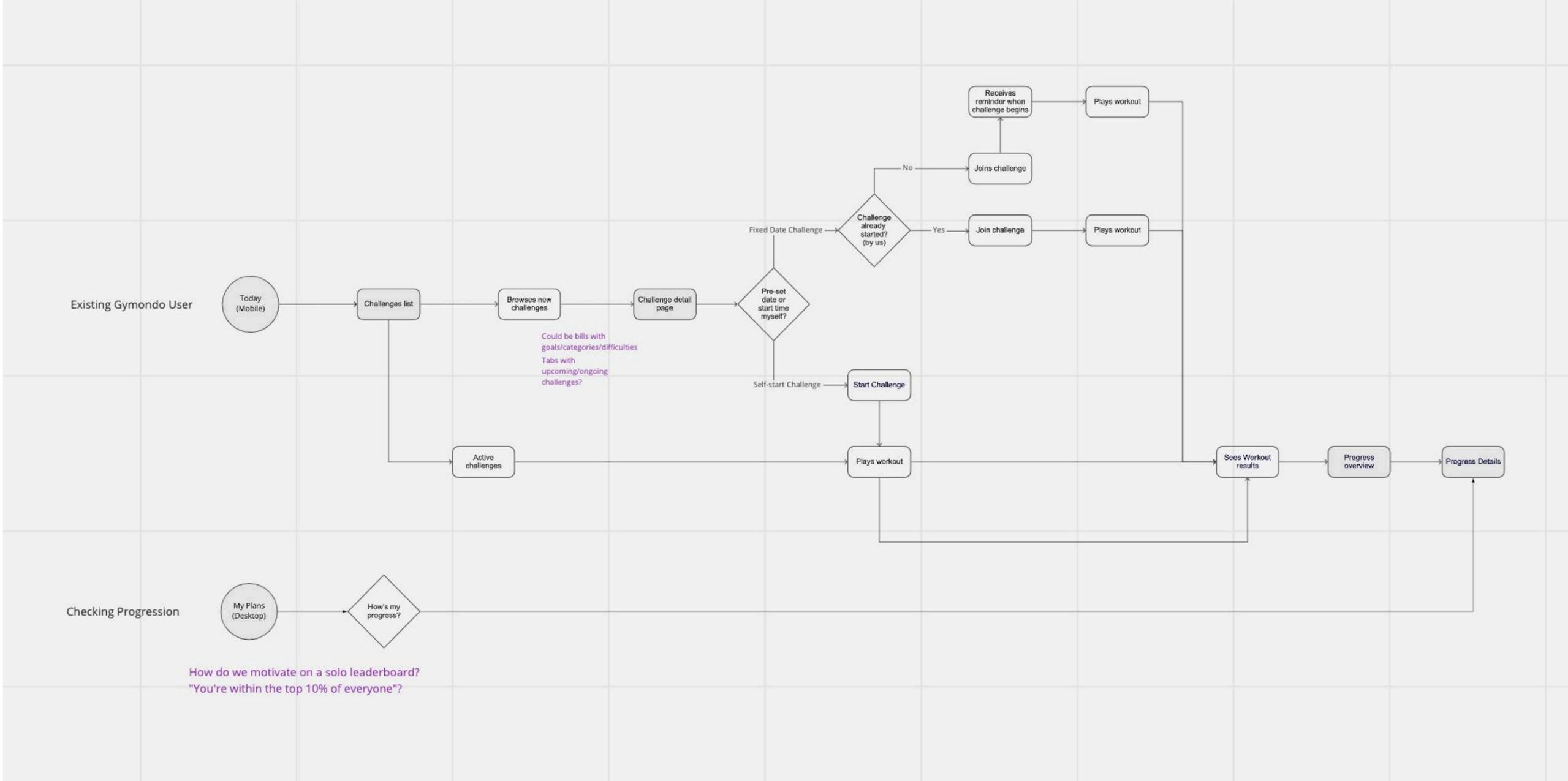


Strava



Nike Running Club

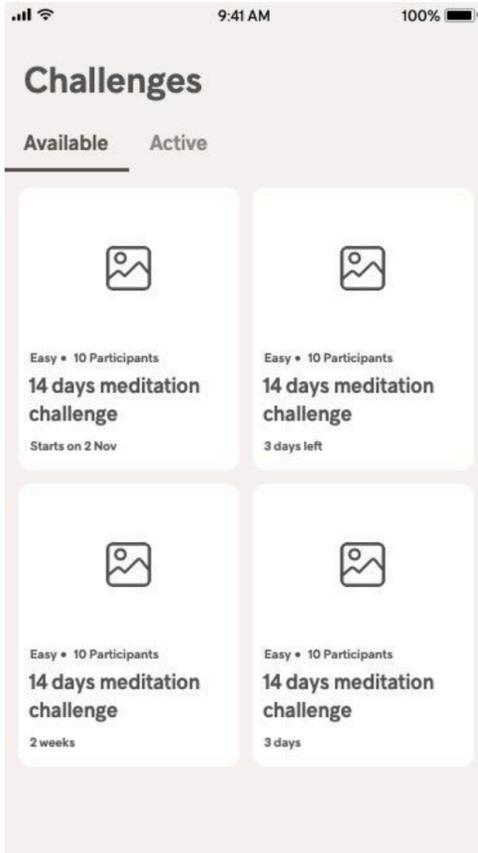
User Flow



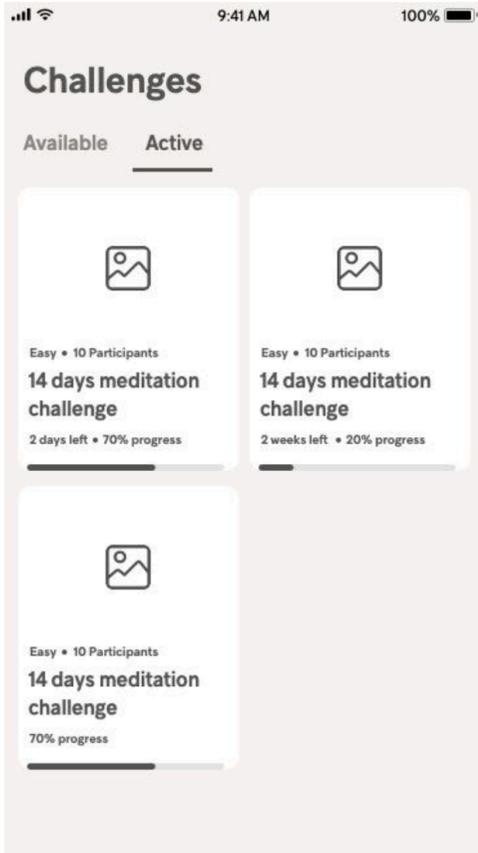
WIREFRAMING

First Concepts

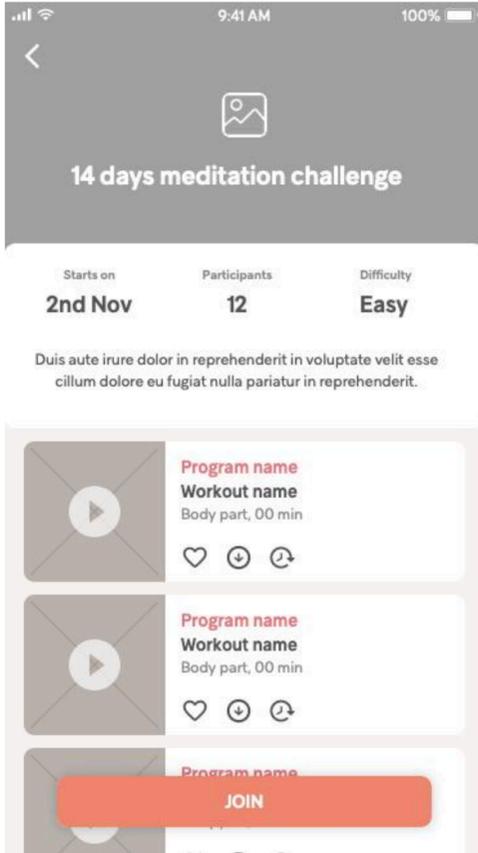
Fast layout exploration. The idea was to build something fast that we could test internally to get some first feedback from different colleagues.



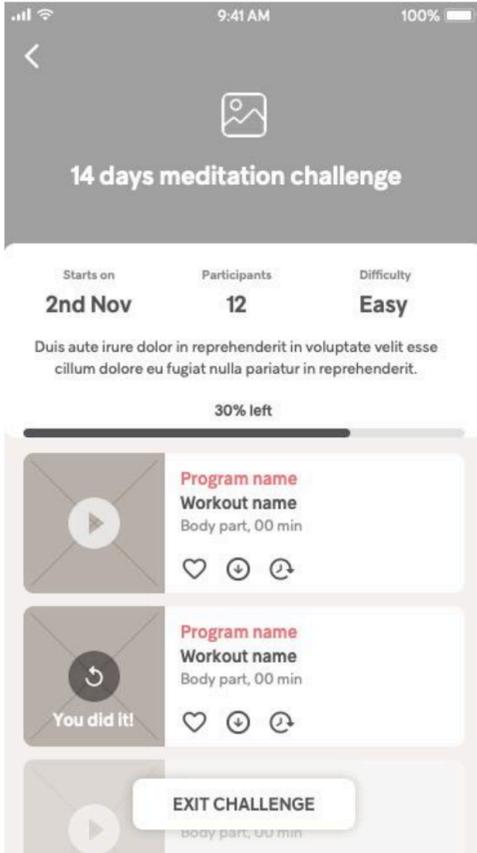
Home - Available



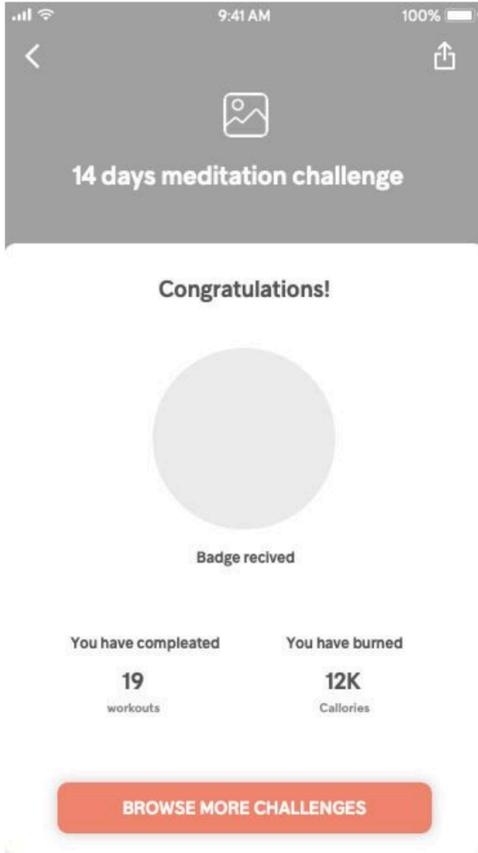
Home - Active



Not joined



Joined + Activity

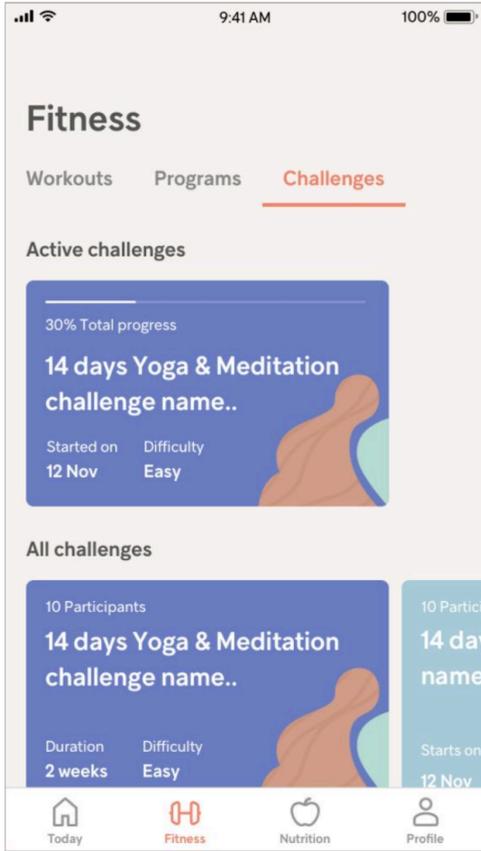


Completed

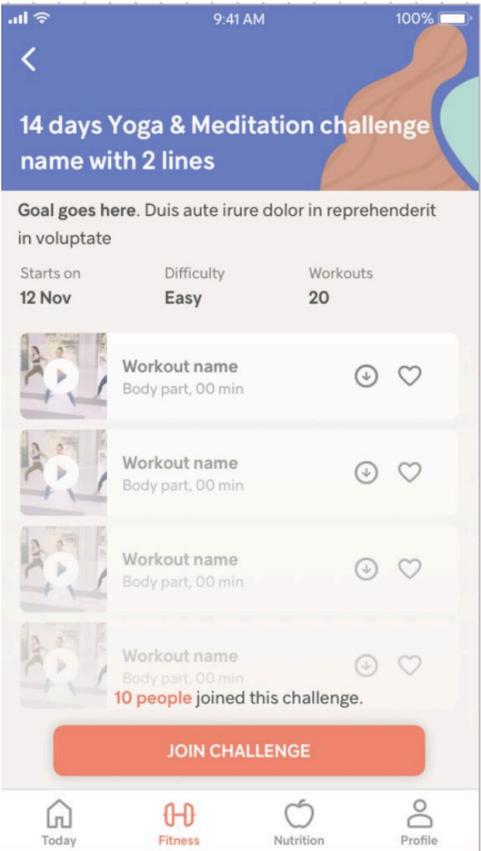
WIREFRAMING

Design Iteration

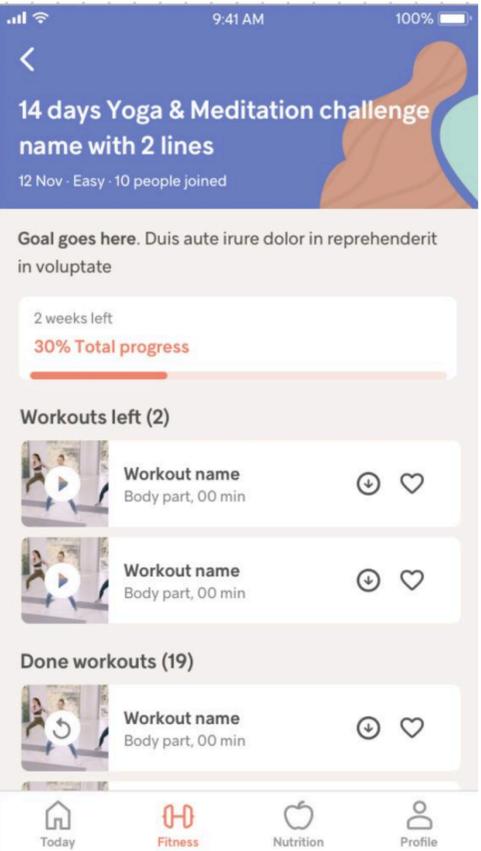
First UI iteration. Preparation for testing the new feature with the introduction of 2 different challenges.



Home



Curated workouts



Activity based



TESTING

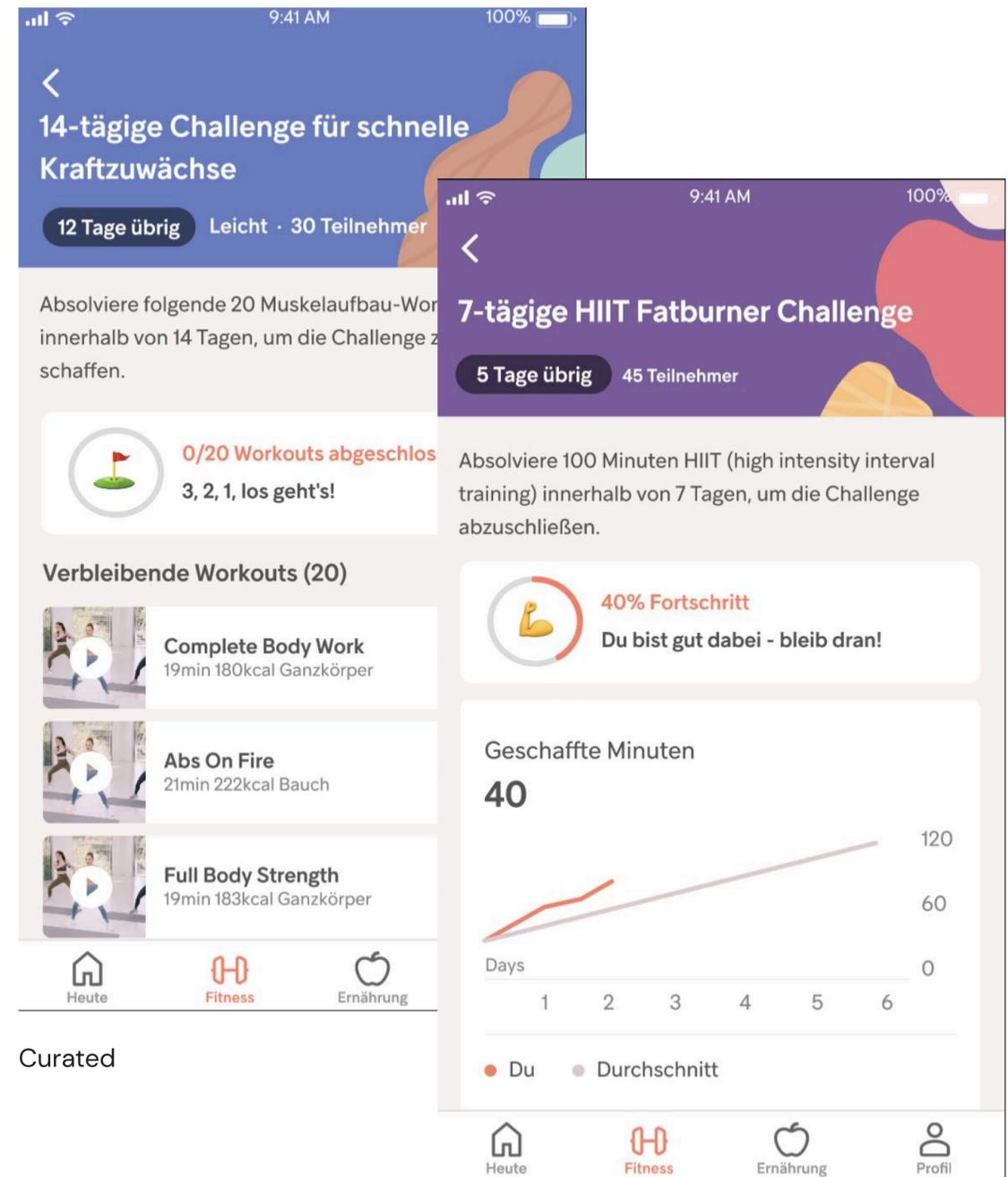
Prototype

We wanted to gather an insight into user understanding of our initial Challenges concept before releasing. We tested a prototype with 5 users running them through 4 different scenarios.

Test scenarios

- Initial discovery and understanding (both challenge types)
- Partial completion and expectation validation (Curated)
- Completion and post-challenge expectations (Curated)
- Alternative challenge type understanding (Activity)

[Check the prototype](#)



Activity based

TESTING

Results

Curated Challenge was understood

They have apparently all the information needed to be able to join the challenge and the concept was easily understood, probably because of its similarity with the Program concept.

Workouts order not important

Some users would follow the given order, performing the workouts from top to bottom while others prefer to look for specific workouts first. E.g. doing the easiest ones first and then the more difficult ones at the end. Some found it hard to navigate vertically.

Activity based Challenge was confusing

Users felt confused when joining this type of challenge because they saw a graph, but they didn't receive enough guidance about what they need to do to fill it up. The fact of having just the graph but no any other option on the screen makes them feel lost / in a dead end street.

More celebration in the completed screen

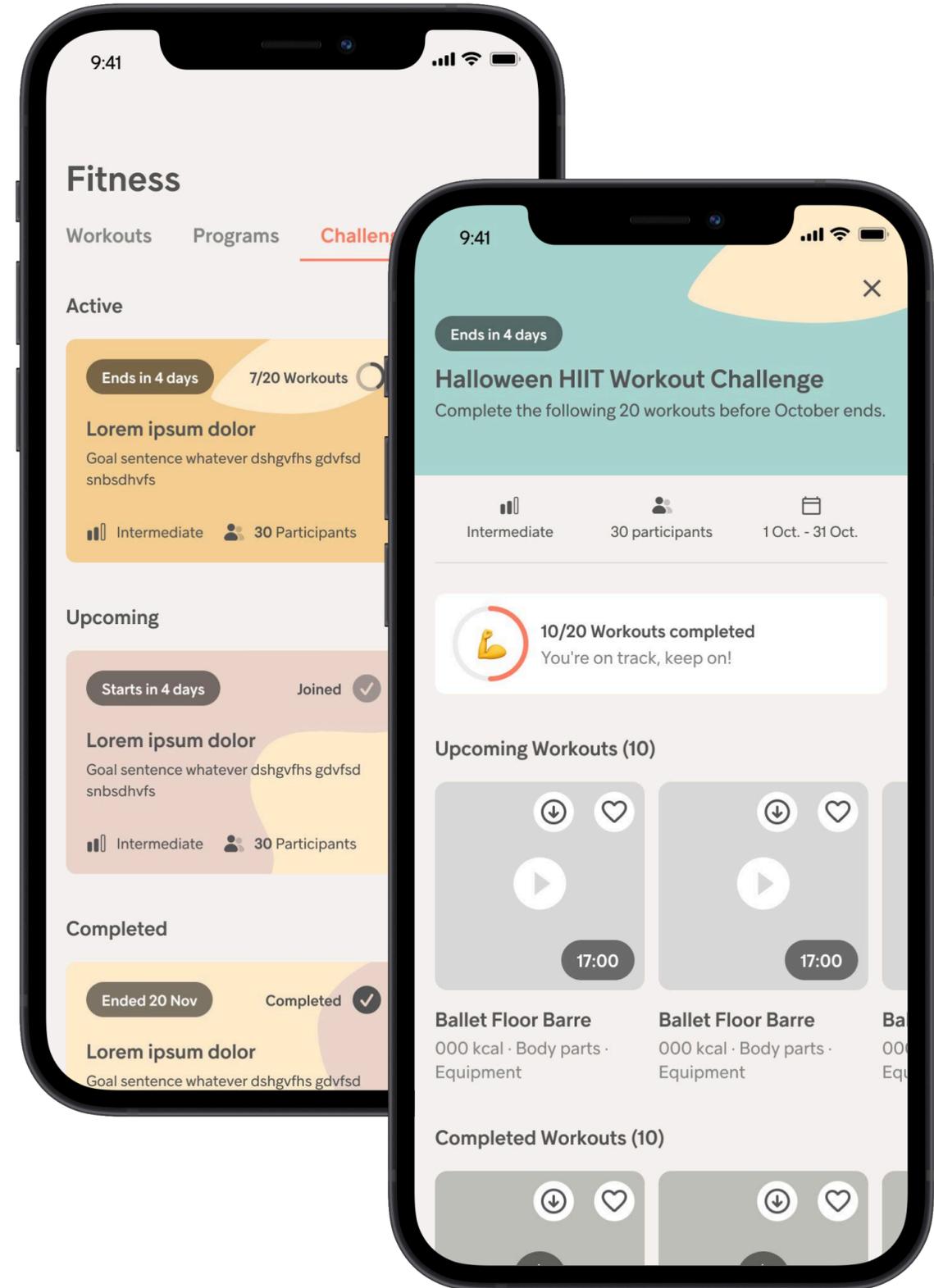
The feeling users had after completing a challenge wasn't as motivating or rewarding as they would've expected. This might be linked to the fact of being just a prototype with not a lot of animation, but give us insights about how to approach that screen.

FINAL DESIGN

UI Evolution

Once we knew we would only introduce one type of Challenge we did a final design iteration applying also some of the feedback we got from the tests.

We defined all the different states for the new Challenges cards as well as the 'progress card', and came up with a whole new set of backgrounds and badges in collaboration with the graphic designers.



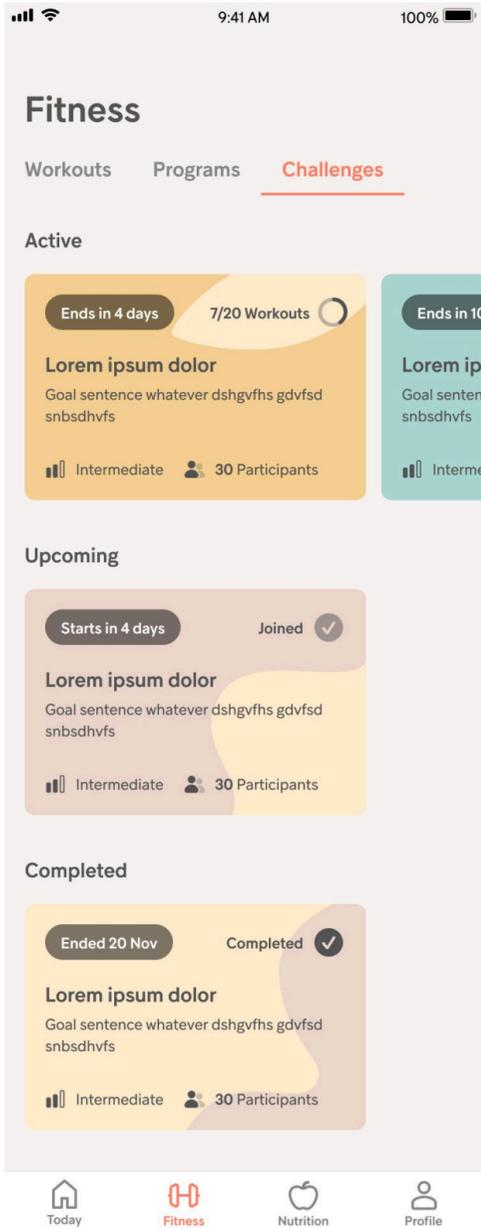
FINAL DESIGN

Handoff Preparation I

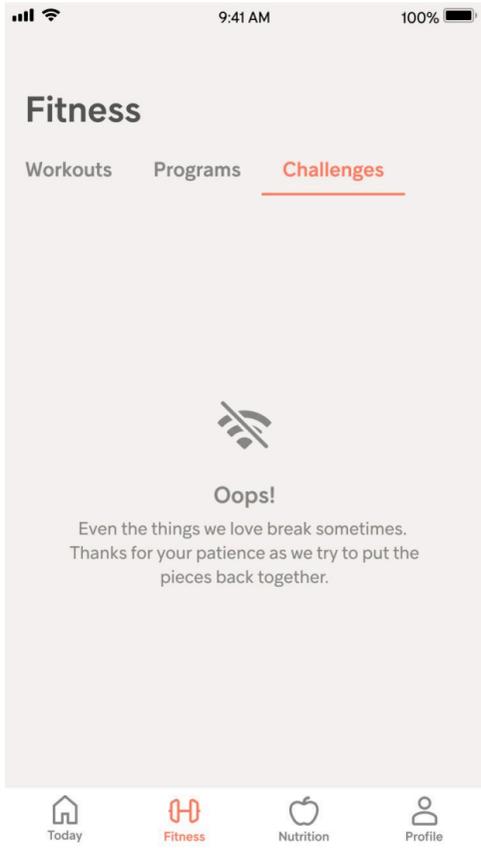
What's new (Intro)



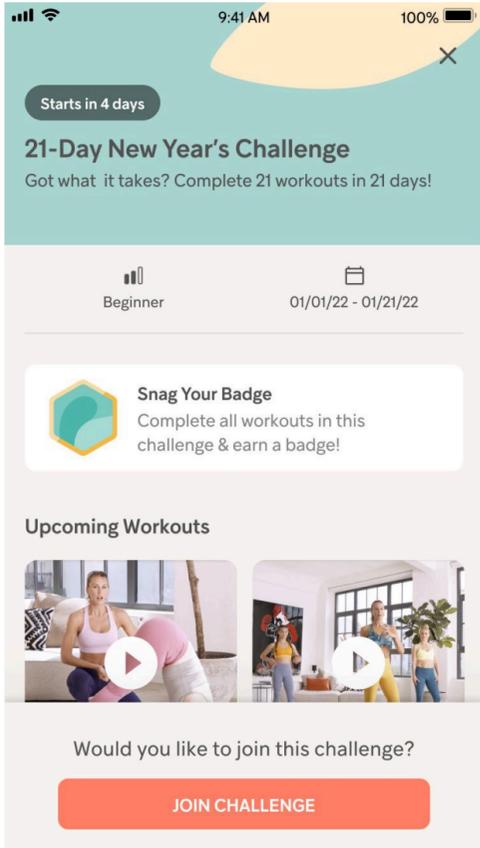
Challenges Home



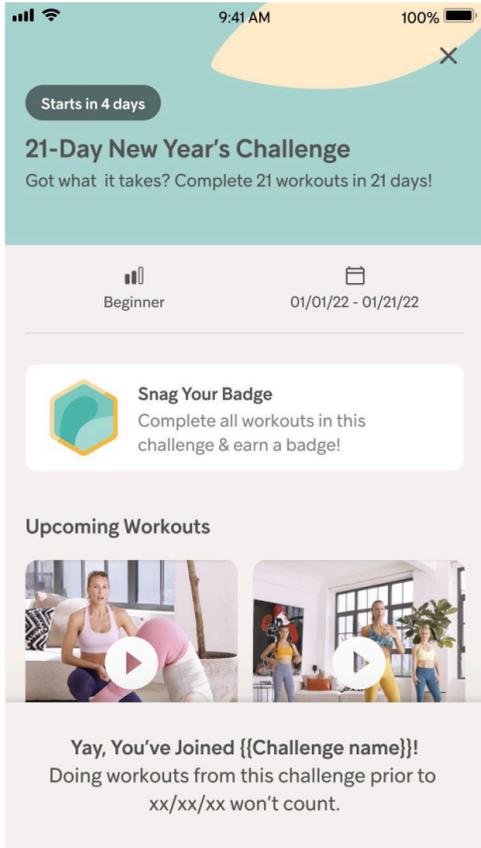
No connection



Not joined



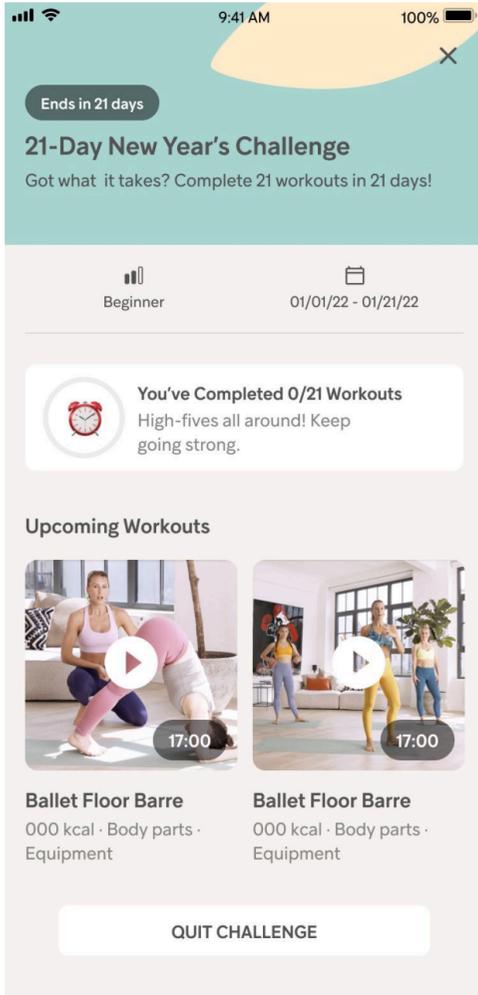
Joined not started



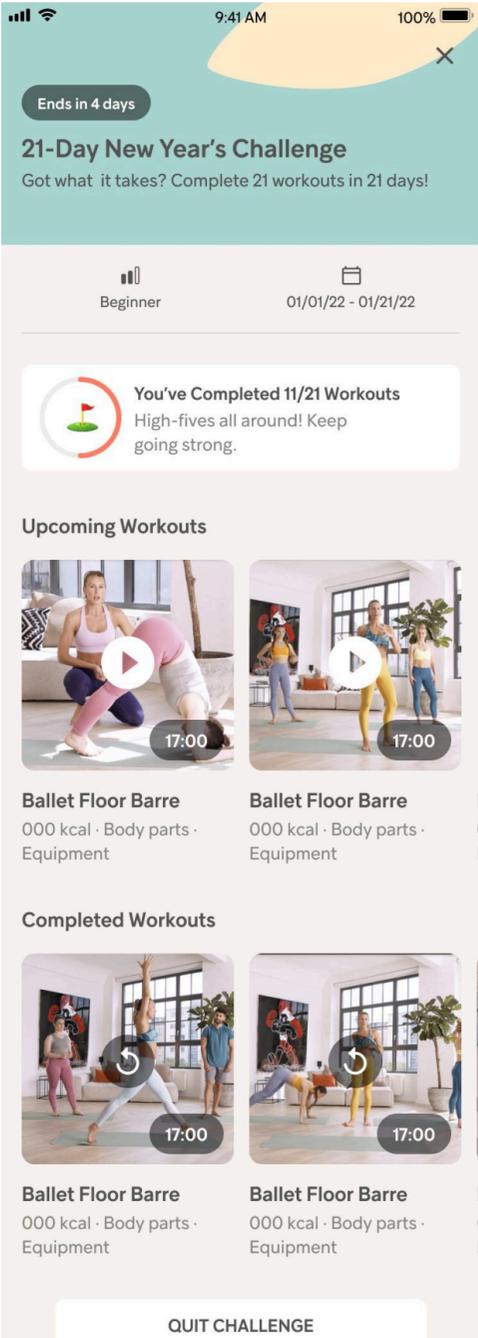
FINAL DESIGN

Handoff Preparation II

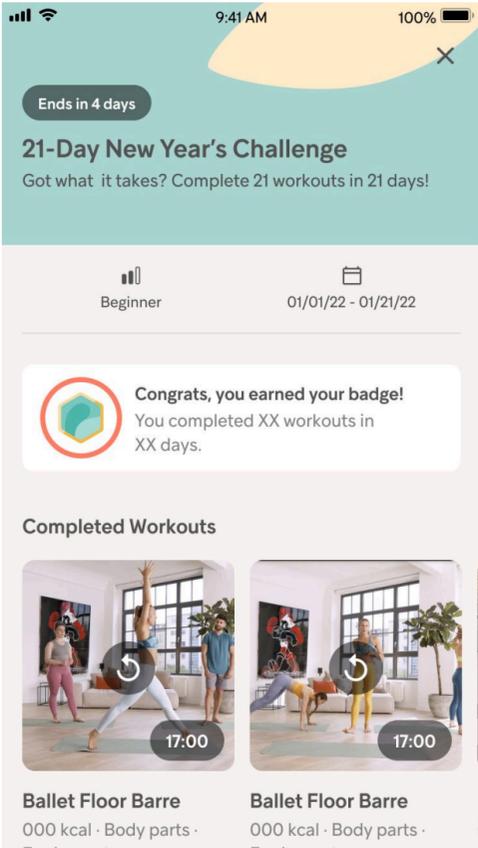
Joined + started



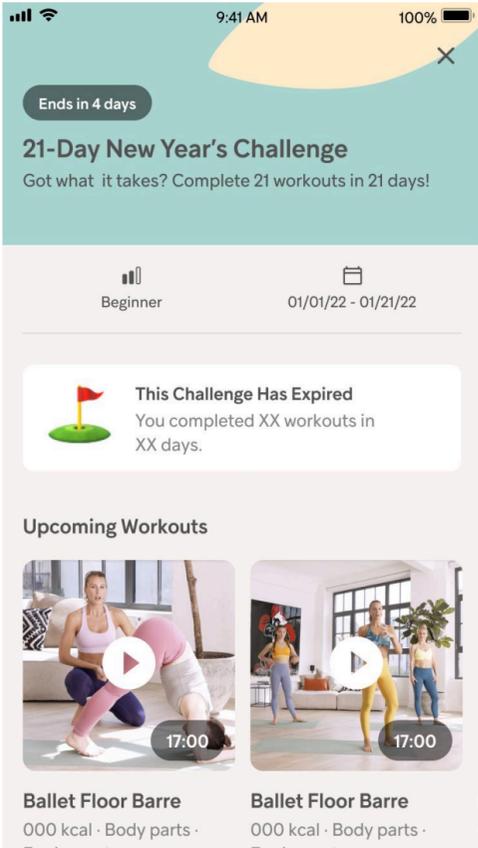
Joined + progress



Completed



Expired



Badge earned



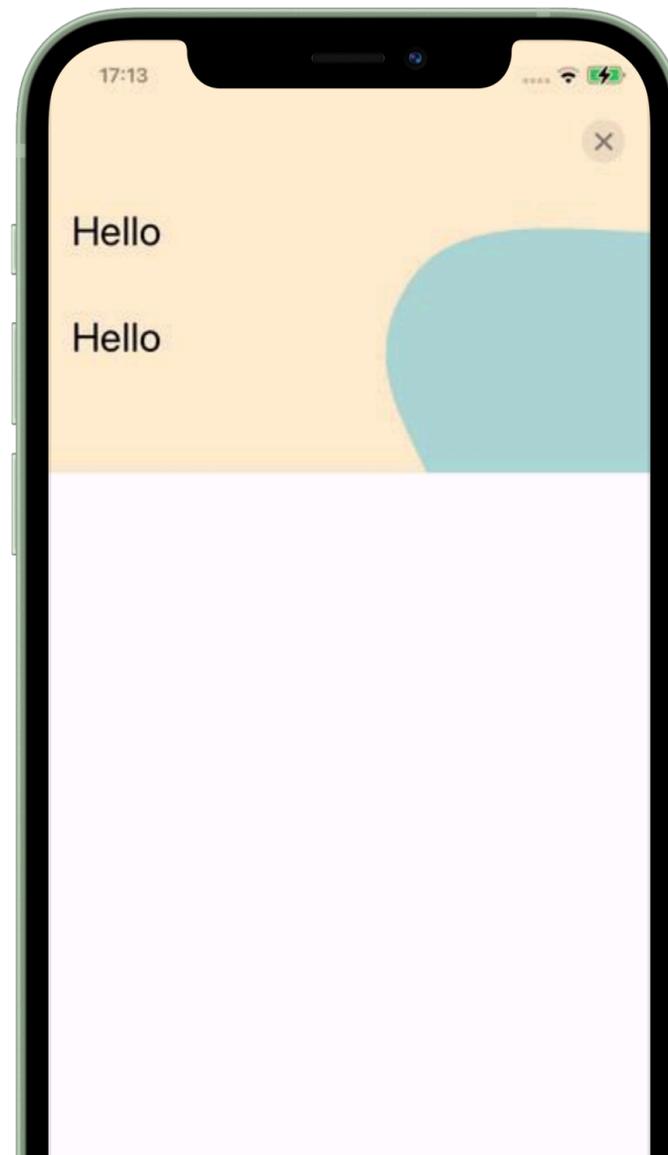
FINAL DESIGN

Handoff Preparation III

Working closely with devs

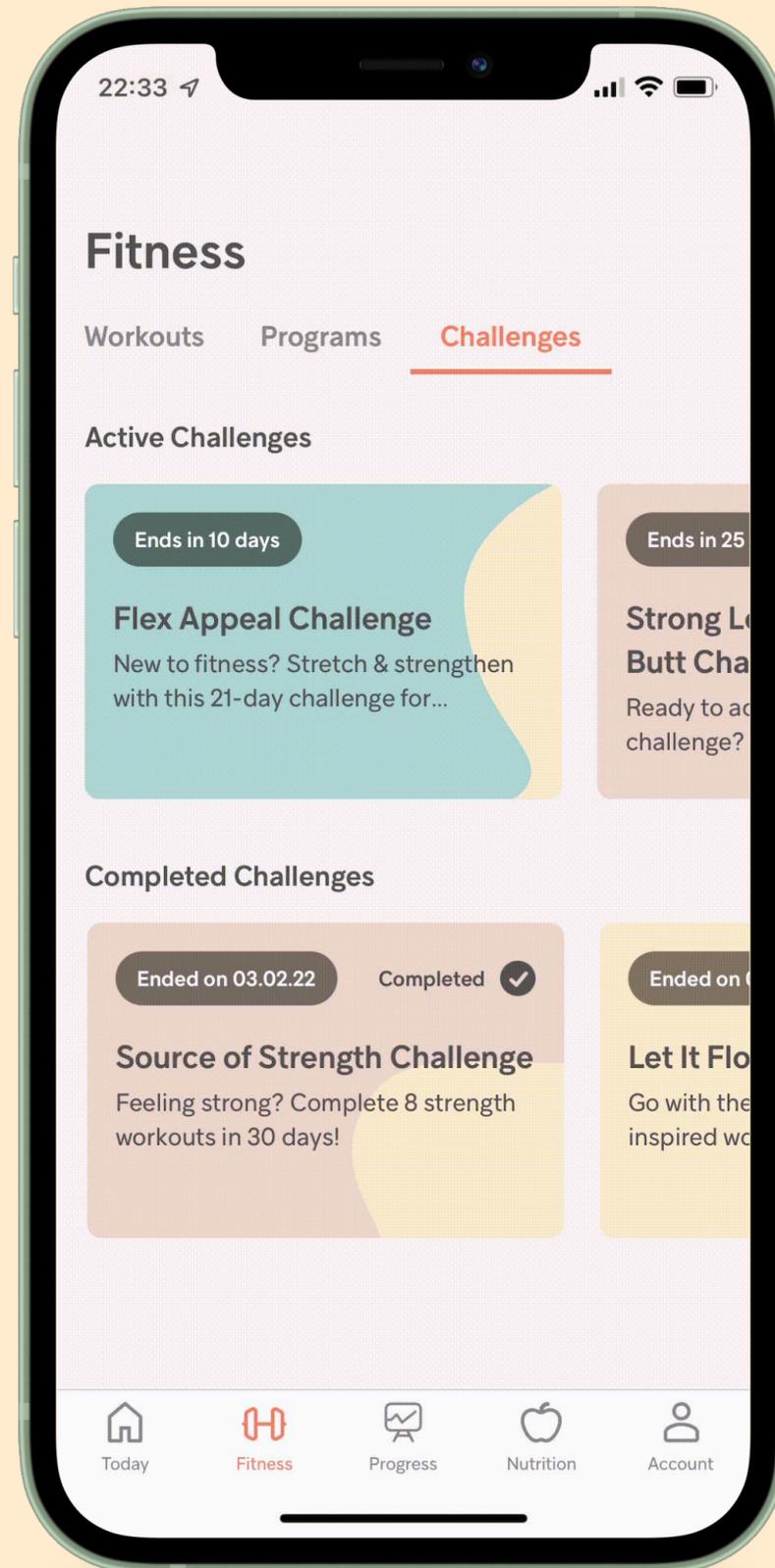
Collaboration between designers and devs is key when working in any feature. We try to avoid just giving them the link to a 'final' document and forget about it. We aim instead to share doubts and ideas in a collaborative way, so the final product behaves as expected on each different platform.

On the right you can find an example of a discussion about how the header and navigation should behave in the new Challenge detail while scrolling.



FINAL DESIGN

Interaction



PROJECT RECAP

Metrics & Next Steps

Drop-off reduced
after 3 months

21%

No. programs
started decreased

8%

What's next?

After the implementation of the first type of challenge and seeing the good acceptance it had we are already thinking about other types of challenges we could bring. For instance, reworking the concept of the activity-based or researching new features like inviting friends or competing with other Gymondo users.

On the other side, we noticed a slight drop in the number of programs users start. We will need to take a look and maybe even refine our current Programs concept, so we can make this two ways of training work together in a smoother way.

Thanks!

