

User Experiences Studies and the Designing of StepOut Mobile Application

Minh Anh Vu Dang
Degree Programme in Information Technology
Bachelor's Thesis, 15 credits

The need for a fitness platform that is targeting independent trainers

The subject of this thesis was to conduct deep researches into User Experiences Designing as well as industries and competitors' studies. The research results were then used into planning, designing and coordinating with the development of StepOut mobile application.

The main purpose of the thesis was to create a platform for independent trainers to host their fitness sessions and get customers reserve for it.

The thesis also briefly covered the designing of StepOut homepage, as well as a live fitness platform called Net-Fit N' Chill, created in response to people being quarantined because of COVID-19 situation. (Figure 1.)

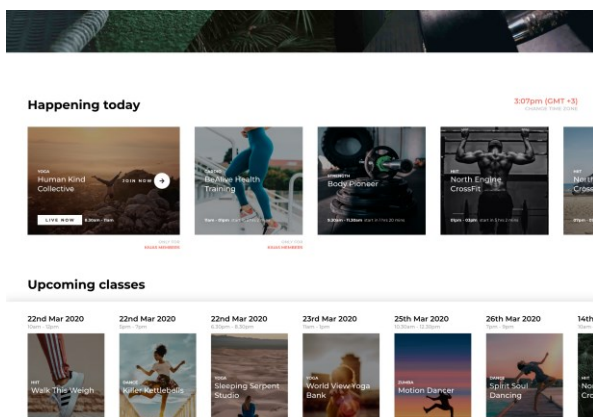


FIGURE 1. StepOut Live Fitness

User Experiences Studies & Designs

User Experiences designing covers a wide range of tasks in the development of a product.

Date of Publication: 29.5.2020
Instructor: Lasse Haverinen

For a product design to be considered great and to deliver an intuitive, welcoming experiences to users, business goals and users' needs have to be declared, and neatly overlapping each others. Then scopes need to be carefully defined for a smooth product development process. Industries studies, competitors studies need to be done properly. Information architectures, interaction designs, customer journey, interface and visual designs can therefore be done with great qualities (Figure 2.). Usability tests and feedbacks help fine-tuning the final results, as well as identify and solve hidden issues.

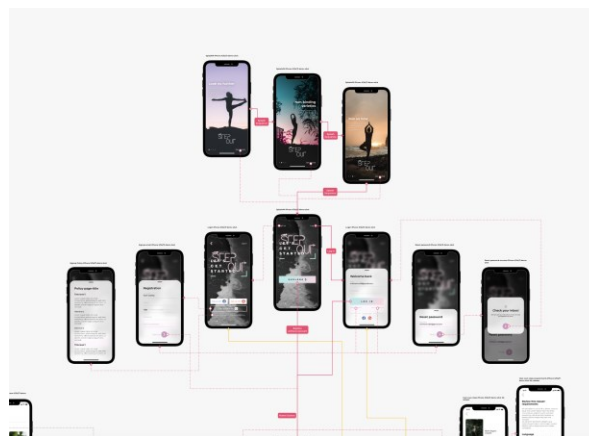


FIGURE 2. StepOut Login and Signup userflow

Evaluation of the results

The results from extensive researches of User experiences designing as well as industries and competitors provide a solid ground to design greatly intuitive user experience designs for the first version of StepOut mobile application. (Figure 3.)

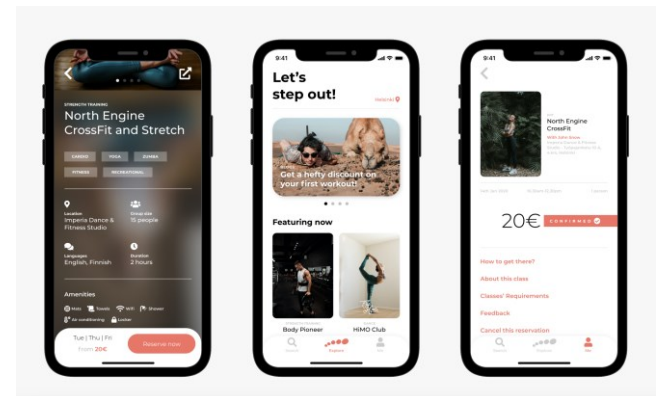


FIGURE 3. StepOut homescreen UI, session's screen UI & reservation UI

At the time of ending the thesis, the app planning and designing phases were fully accomplished, with the implementation phase at the final fine-tuning stage. Initial usability tests and users' feedbacks were good, in favors of aesthetic, visual looks, simplistic but intuitive user experiences. The Net-Fit N' Chill live fitness platform was designed, developed and successfully launched within only 2 weeks of work, and it has since served over 80 sessions and hundreds of paying customers.

Applicability of the results

The researching and designing results of this thesis will be used as fundamental guidelines in planning, building strategies and designing works of future functionalities that are coming to the StepOut platform. The thesis works also helps the author to improve his skills and significantly expands his knowledge in User Experiences Designing.