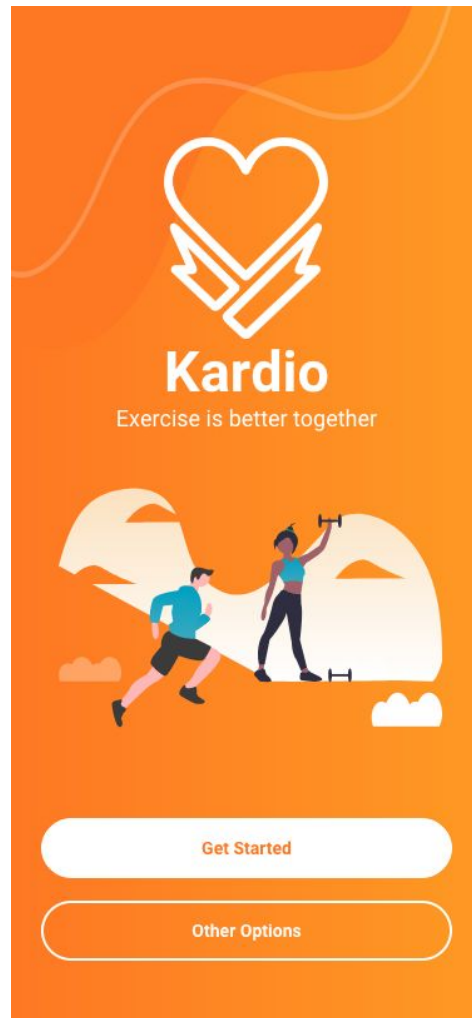




MOCKUP UX/UI AUDIT

Thank you very much for your order,
let's have a look!





1) WELCOME SCREEN

- Use Orange as the main color theme
- Use gradients from #FE9923 to #FE7723
- Change “Other Options” for “Sign-in”

Strategic objectives:

- Avoid greenwashing tendency
- Green is used for organic food, diets, it has a more peaceful and relax approach (passive attitude)
- Orange is more dynamic, active, this color works better with CTA buttons (more clicks) because it's more related to energy and action, it will also fit better on the landing page and is generally more associated with sports

2) SIGN-UP

- Try to avoid to ask phone number for privacy reasons
- Below the email add “You will receive your weekly/monthly performances” to justify why you are asking the email address
- Make a 3-step signing-up process with possibility to skip it. Step 2 would be: add a photo / import contact and Step 3 would be: choose activities / sport interests

Strategic objectives:

- Ask to validate all app authorizations from the beginning: Enable HealthKit / Allow the App to access Photo Gallery / Allow the App to access Contacts
- Use the email in the beta-test phase to create a survey and validate the future development of the app but also ask for feedbacks (from 1 to 5 stars), then ask 5-star contestants to add a review on Google Reviews for beta-test phase / on Apple Store - Google Store after launching the app. Encourage to leave reviews by offering exclusive advantages or simply a 1-month free premium plan for instance.

←

Welcome to Kardio!

What's your name?

Jason Hale

What's your phone number?
(Don't worry we won't call you)

213-123-8321

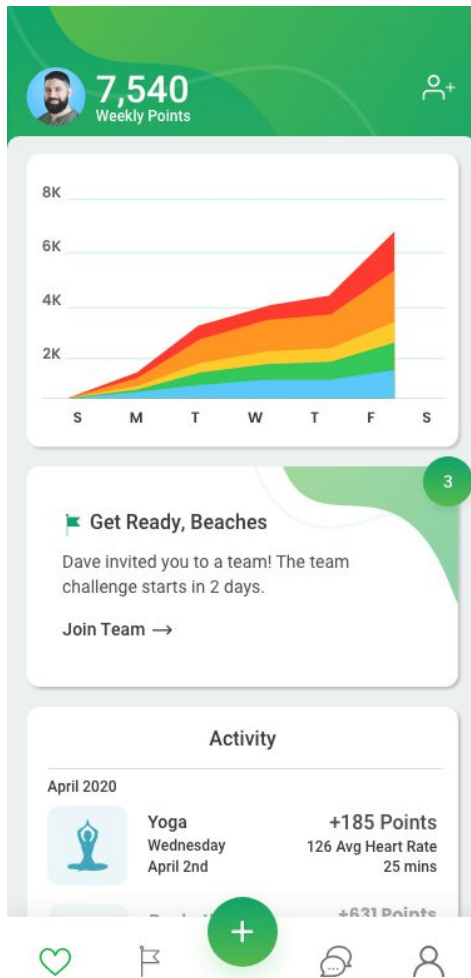
What's your email?

Jason@kardioactive.com

Kardio uses your wearable
and Apple HealthKit

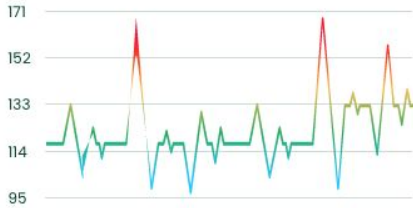
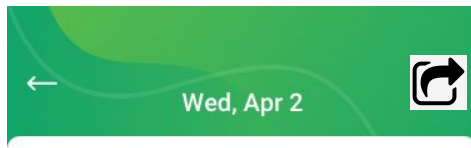
Enable HealthKit

Let's Go!



3) HOMEPAGE

- Change upper right button for “settings” (gear icon) or probably better “notifications” (bell icon). Indeed, add or import contacts should be done in the “Teams/Feed/Activities” (name to be confirmed) menu (3rd icon of the footer menu)
- The “+” button on the footer menu could probably allow to manually start a new activity / add manually an activity for non-apple-watch owners in the future development of the app
- The homepage icon could probably be a more standard home icon instead of a heart, we will use the heart shape for the activity icons anyway



25m 52s
Duration



185
Points Earned



100 Cal
Active Calories

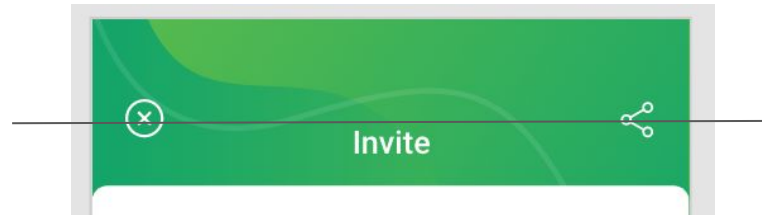


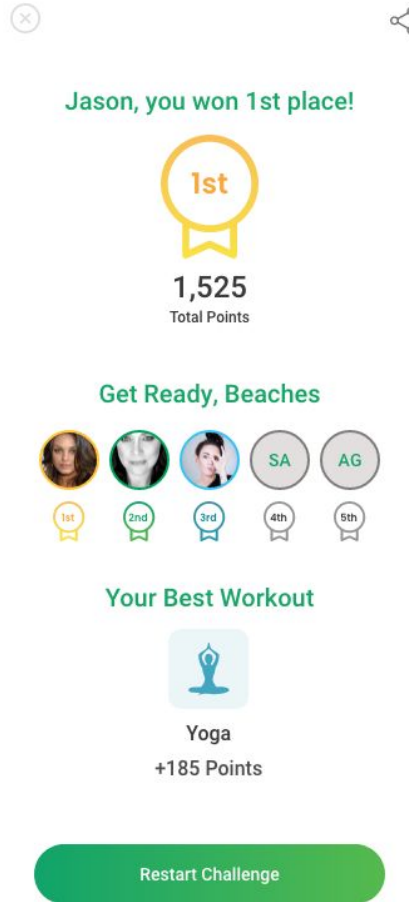
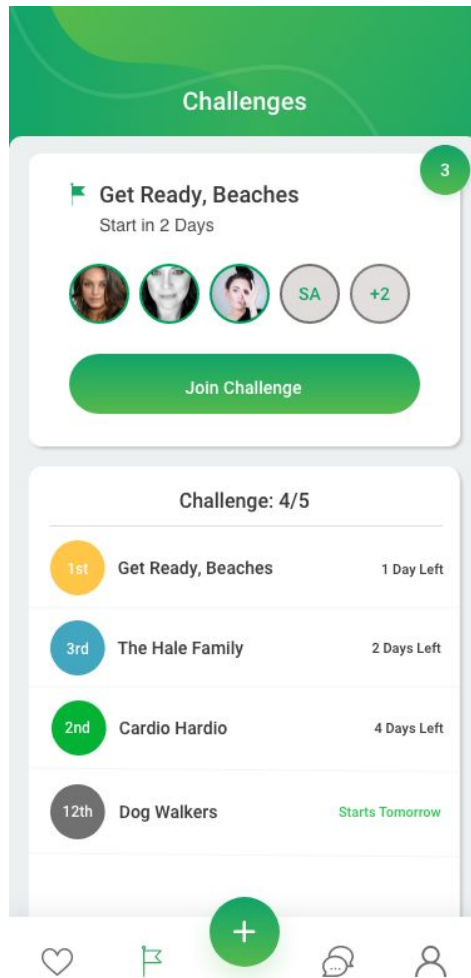
94 bpm
Avg Heart Rate



4) WORKOUT DRILL DOWN

- Use a heart shape around the activity icon instead of a square
- Add an edit button on location **(1) or (2)** to rename the session or adjust a possible issue due to the API (activity was considered “walking” when it was “running”, considered “swimming pool” when it was “aquagym” etc.)
- Add a share button on the upper right, by the way, better to use the style of the button you see here on the left with an arrow to share something than the one below with 3 circles and 2 lines
- Design consideration for all pages: align vertically icons and titles (see below)






5) CHALLENGES

- Add a (+) icon on the upper right to create a new challenge on the first screen
- On the second screen, change the share icon on the upper right for the style of icon with an arrow like the previous slide
- Change the CTA button on the second screen for “Share” instead of “restart challenge”



Create Challenge

 Name your Challenge

 Challengers

2-5

 Duration

7 Days

Invite Challengers

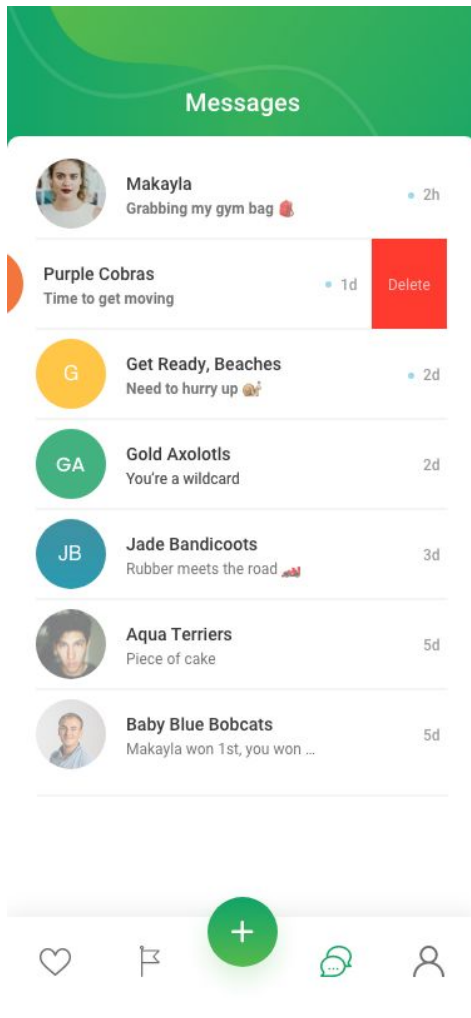
6) CREATE CHALLENGE

- Don't ask for the number of challengers: what happens if some people don't answer my request? what happens if I want to add more people?
- Instead, ask for the type of challenge: private or public

Strategic objectives:

- A private challenge will allow to invite challengers and create a private group. I could also share the private challenge into private custom groups I have created myself.
- A public challenge will allow to share the challenge into different groups depending on the type of sport activity I want to integrate into the challenge. Ideally, I will be able to select the activities I want and the challenge will be automatically shared. I can also select "all of them" and share the challenge to everyone.

⇒ All of these considerations make me think that the CTA button should be "share the challenge" instead of "invite challengers" so that it can apply to any type of situation, private or public, limited to some contacts or shared to anyone



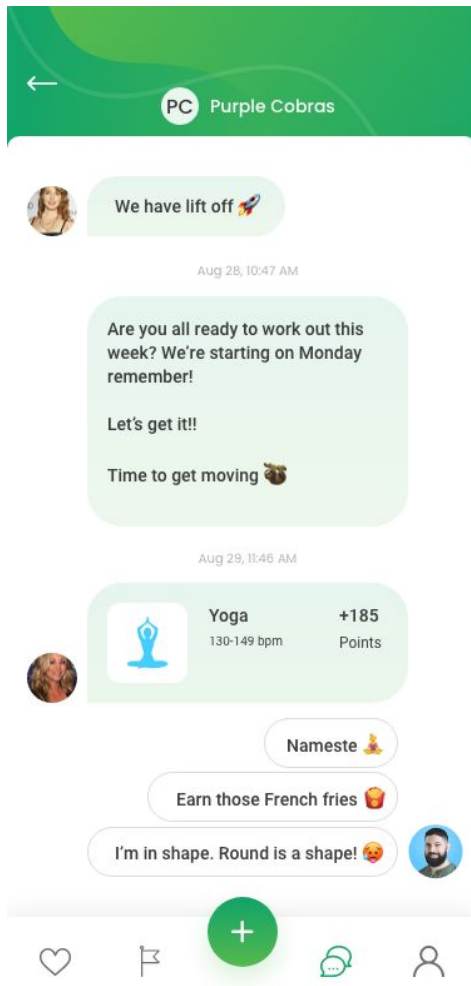
7) MESSAGES

- Add a (+) button on the upper right to create a new custom group (premium feature?) or enter a new group based on the sport activity (free)
- Change people photos on the left for the heart icons. **OR** I can enter a predefined group, for instance the cardio group which already has a heart logo with abs illustration **OR** I can create a custom group and choose the group illustration/icon and custom the heart color from a list of choices

Strategic objectives:

- Shift from a messaging feature to a “Team/Feed/Sport Activity/Group” page where I can enter or create groups depending on the type of activity I want to track on the app
- Have only one group available for beta testing
- Allow people who don’t have sportive friends with an Apple Watch to find a community and find the motivation you are promising. *Exercise is better together.* The point is that you will provide a community to get motivated.

Note: Would it be interesting to enter a group by flags or countries once the app is available internationally? Not only have groups based on the sport activity?



8) MESSAGE ROOM

Should be now “Group Room” or “Activity Room”.

If it's a group room I have created:

- Add two buttons on the upper right : (+) button to invite friends or contacts and Gear button to manage the group (name/group photo/members)

If it's an activity room:

- have a (?) button on the upper right to get more information about the activity: number of contacts inside, names/photos of each contacts (study the possibility for each member to contact other members individually from other groups, or not)
- possibility to quit the activity and/or discover and join related activities

New activities I might join will automatically appear in what we call today “Messages”, I will receive new challenges and will be able to share my own challenges with these activity-related groups.

9) PAID SUBSCRIPTION

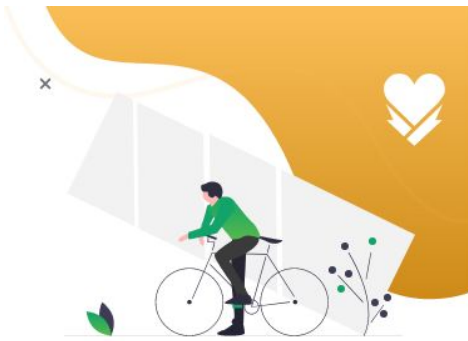
The premium plan should allow you to (to be confirmed by survey):

- Create private groups
- Contact individuals from other groups (one-to-one conversation)
- Create private challenges with specific groups or contacts
- Create +7 days or +15 days or +30 days challenges (limit free plan on the duration of the challenge)

The premium plan will be interesting for a team manager for instance in order to create challenges and rank performances inside his team. It's also interesting for a gym director to rank the best athlete/client of the month. And so on.

Regarding the current version on the left:

- I would change "join unlimited teams" for "join unlimited challenges"
- Watch out "workout insights" > will you provide insights about specific workouts?
- Unlock heart zone: would I have like a 3D representation of my heart depending on my training? Will I see my heart health evolution during time?



Try Kardio Gold

- ✓ Invite more than 5 team members
- ✓ Join unlimited teams
- ✓ Longer duration
- ✓ Unlock heart zone & workout insights
- ✓ Additional data to help achieve goals

Best Value

\$69.99 Annual (\$5.99/month)
First 14 days free

\$12.99 Monthly
First 7 days free

[Restore Purchase](#) • [Terms & Conditions](#)

Try free and subscribe

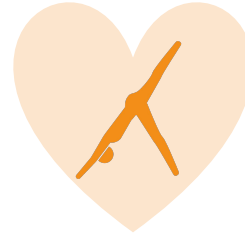
10) ACTIVITY ICONS (1/3)



>> The difference between both is not clear



>> Not clear neither, **could you use a stretching person instead?**



>> Party, use something more like :



10) ACTIVITY ICONS (2/3)



>> Use the icon on the right for body building which is more explicit



>> **Select one between these 3** for “Cardio”



>> Use something more like:



10) ACTIVITY ICONS (3/3)



>> Define other activities instead of using an “other” button

You could be missing:

- 1) Collective activities: Football ? Rugby ? Basketball ? Hockey ? Volleyball ? Tennis ?
- 2) Combat activities: Boxing / Martial Arts ? Capoeira ? Fencing ?

Also consider :

Horse riding / Climbing / Canoe Kayak / Golf

THANK YOU & GOOD LUCK!