

Fitster

Social Fitness Information Visualizer

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Supporting fitness motivation among busy people struggling to exercise



A user-centered design process

During a four-week qualitative research study, we gave pedometers to six graduate students and collected data through:

- Initial interviews
- Group blog entries
- Design workshop
- Exit interviews
- Paper prototyping session



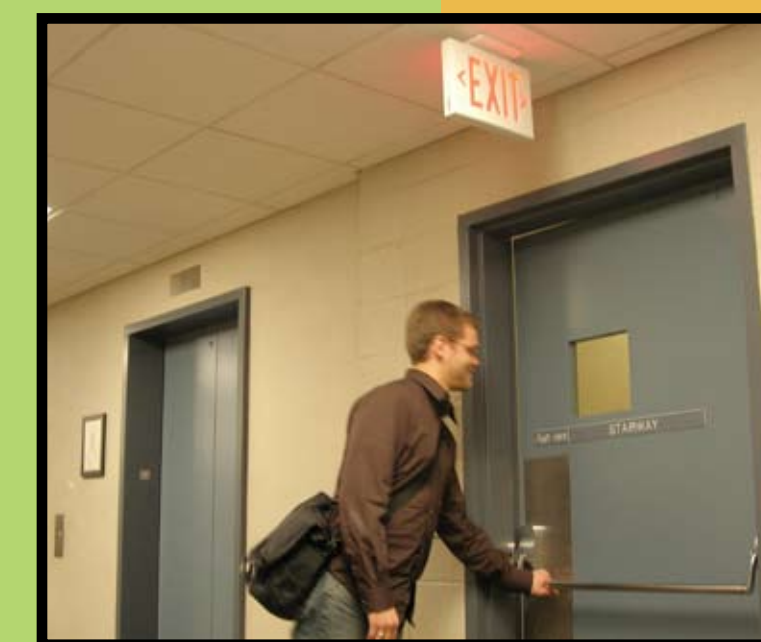
Serving a new fitness niche

Our user research revealed:

- Busy people exercise informally
- Casual exercise is hard to track
- Comparisons with peers are difficult

We designed a solution in which:

- Pedometers measure everyday activity
- People can visualize goals and progress
- People enjoy friendly competition and teamwork

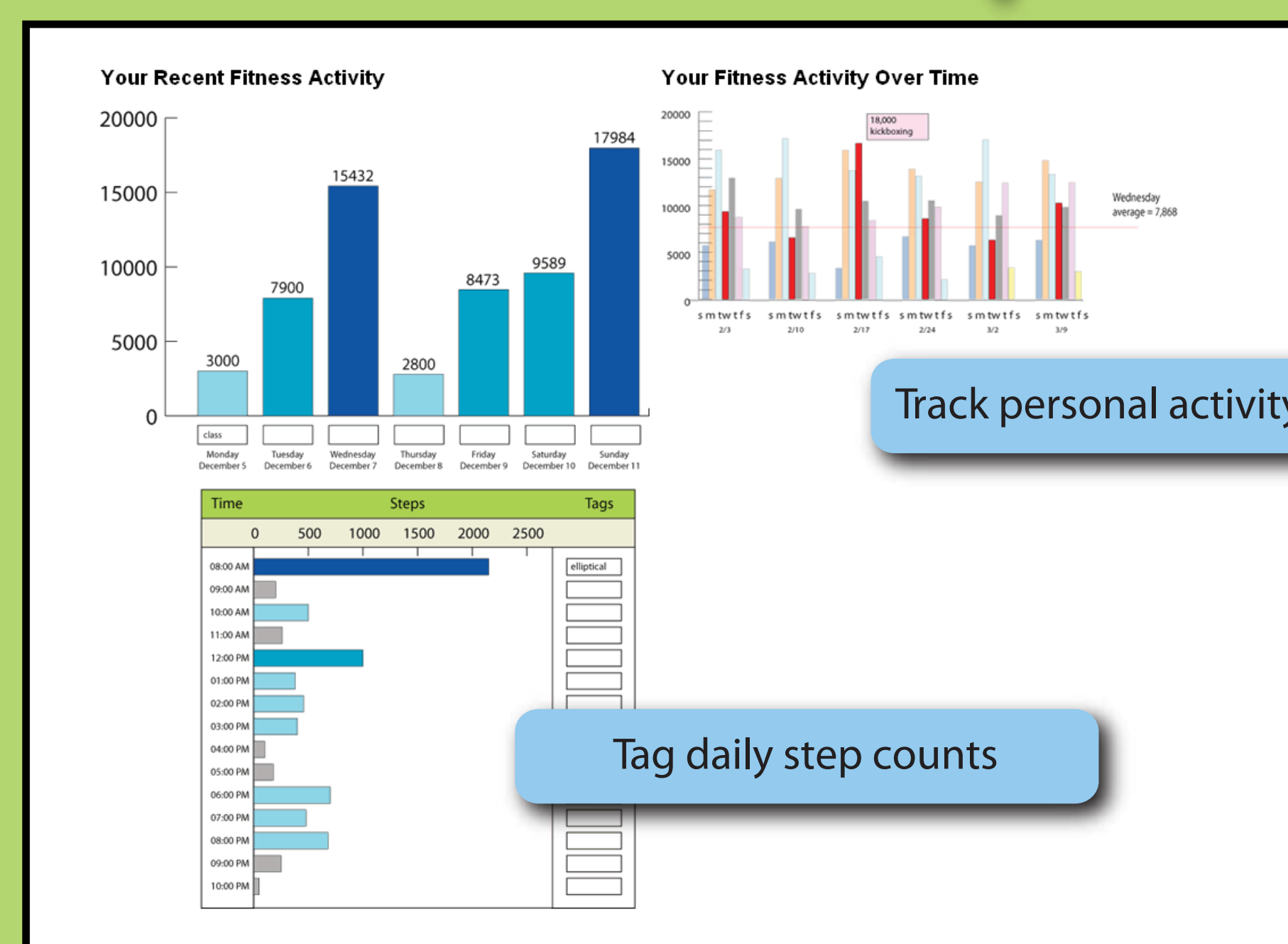


Design concepts match users' mental models

Dashboard



Your fitness data



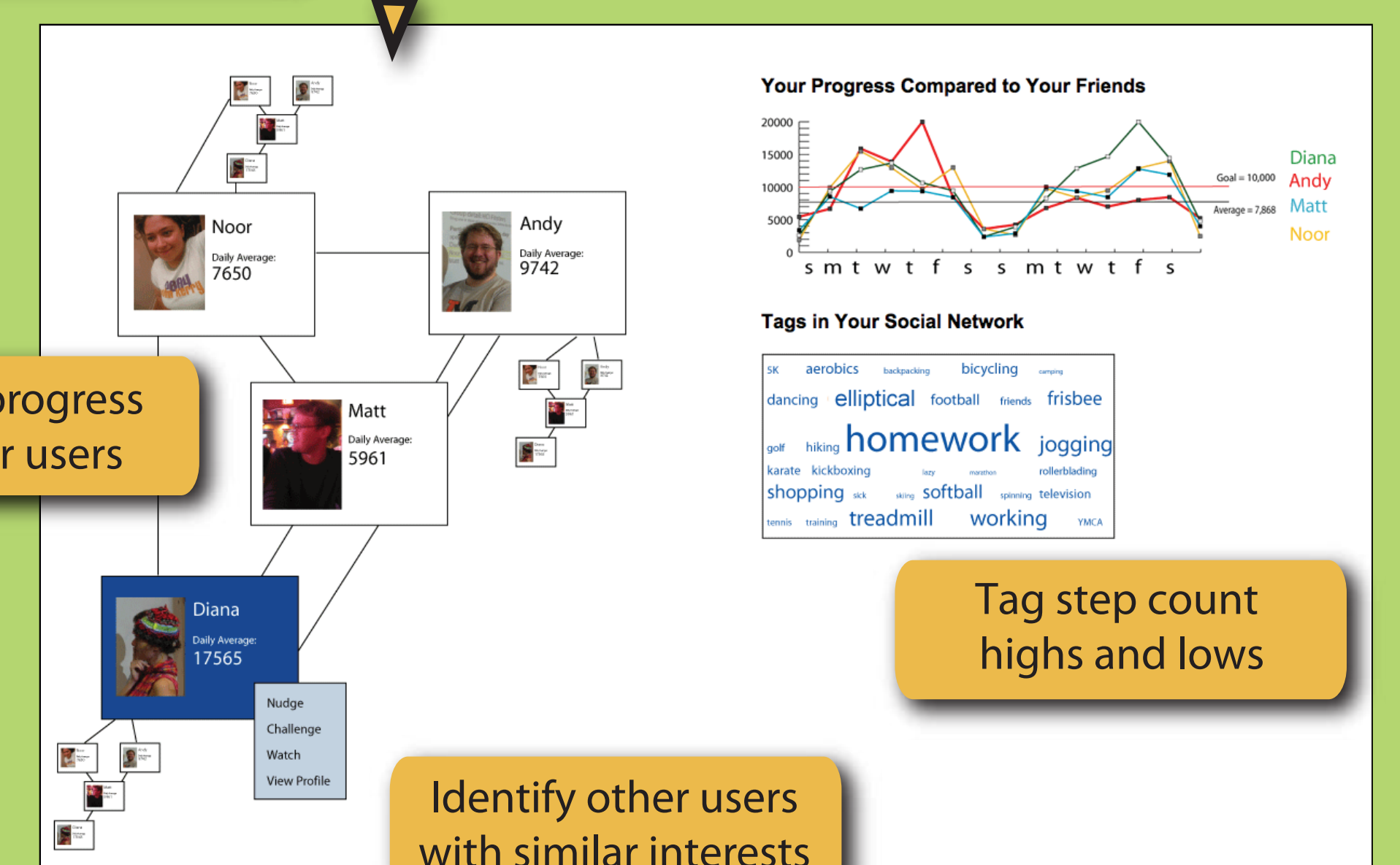
View personal fitness trends at a glance

Track personal activity trends

Tag daily step counts

Explore fitness activity in social network

Your social network

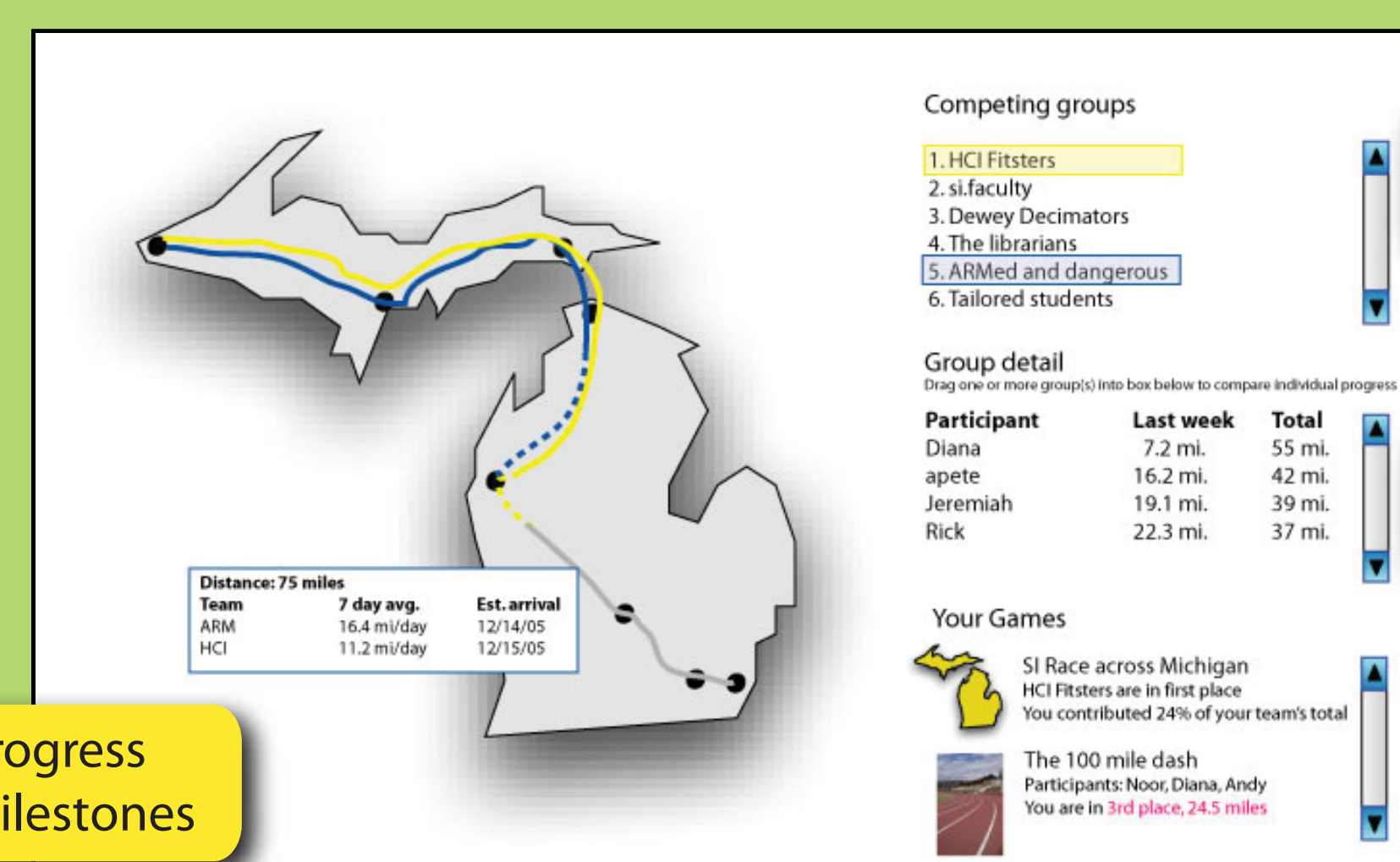


Compare progress with other users

Tag step count highs and lows

Identify other users with similar interests

Competitions & games



Forecast team progress and set distance milestones

Create accountability with a group competition

View individual contributions to the team total