



BANANA COACH

a project by

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# OUR USERS

GENDER



AGE

older than 30

MOTIVATIONS

life healthier  
loose weight

CONTEXT

business people with stressful life  
use throughout the day

## Wolfgang



### Background

36, male  
married for 5 years, 2 children: a boy and a girl  
studied economy at Berlin University  
has a well-paid job

### Motivation

earn enough money to provide his children the best future possible

### Frustration

doesn't spend much time with his family

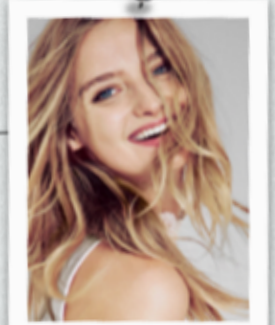
Wolfgang works as a junior executive in a medium sized international company.

Forced by his job he travels a lot and stops at highway diners to eat.

He is a Sky subscriber to follow his favourite tv show (Game of Thrones) and German soccer.

He is not very talented with technology and overstrained to...

## Eva



### Background

23, female  
dropped out of college after three semesters  
had one lesbian experience in college  
works as barista at starbucks

### Motivation

wants to shape up  
open to new technologies (curious)  
uses instagram to follow current trends

### Frustration

arrogant and unfriendly customers  
gaining weight

Eva works five days a week at Starbucks as a barista and tries to save every penny she makes to get herself a car.

As she is interested in both - cooking and style - she is a subscriber to Martha Stewart Living and looks for inspiration on Instagram.

In her free time she likes to catch up on "Sons of Anarchy" on TV and gets fed up with the frequent interrupting ads.

She uses her smartphone quite a lot but hates all the apps that just want her to do an In-App Purchase.

She likes to listen to current charts (if they are danceable) and to the Hollister playlist.



current solutions

manual input

spreadsheets

none

Facebook



CAPTURING DATA

EVALUATION

MOTIVATION

USERS

automatically

easy to understand

competition with friends

personal coach



our product

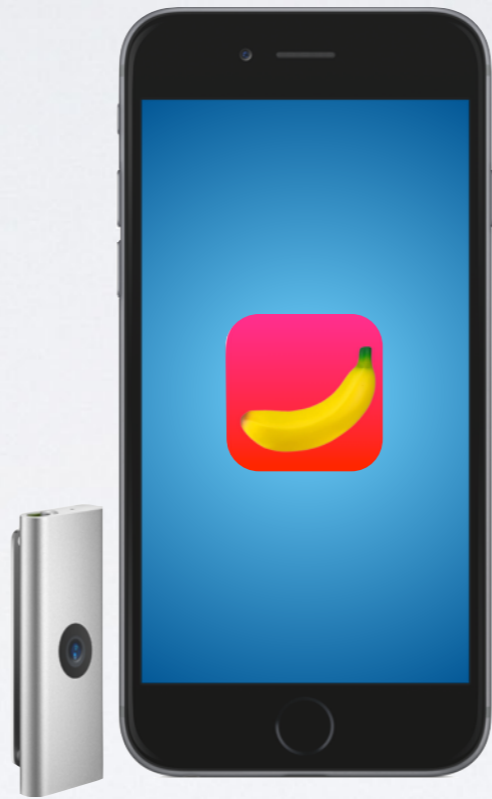
time

duration

color

fruit  
vegetables

location



noise

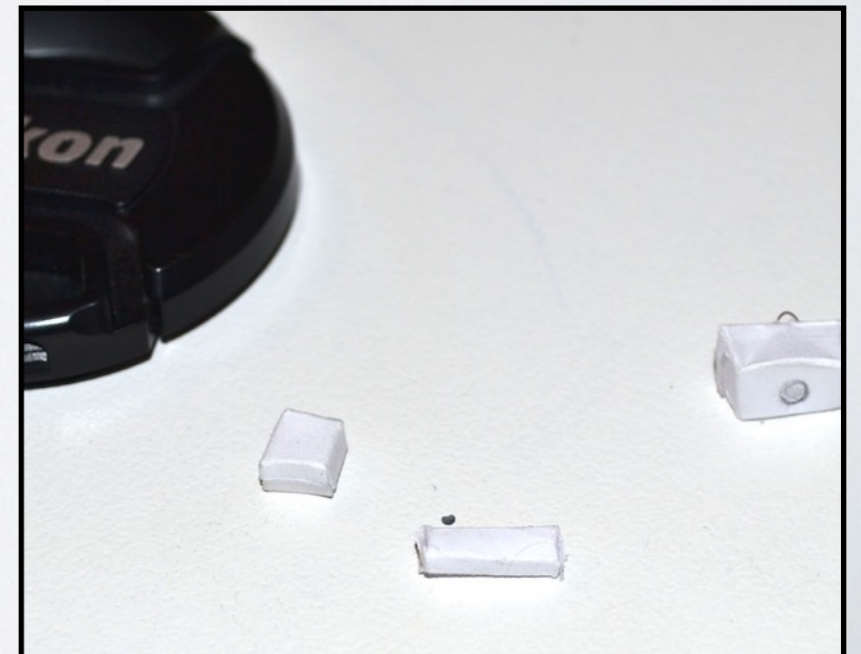
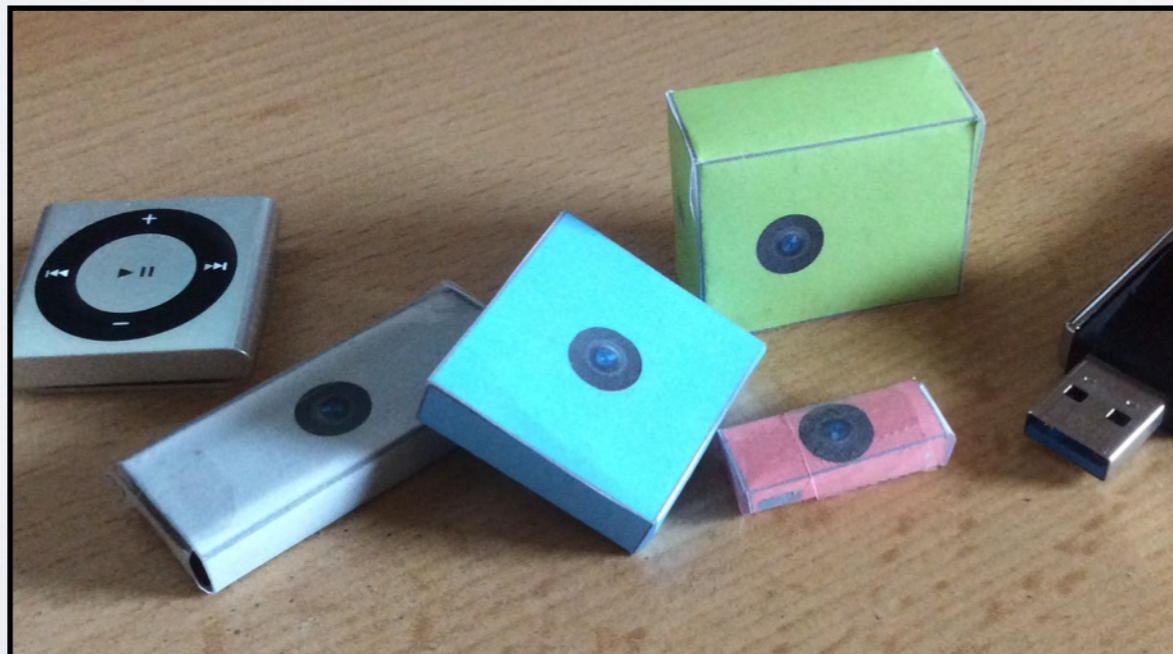
movement

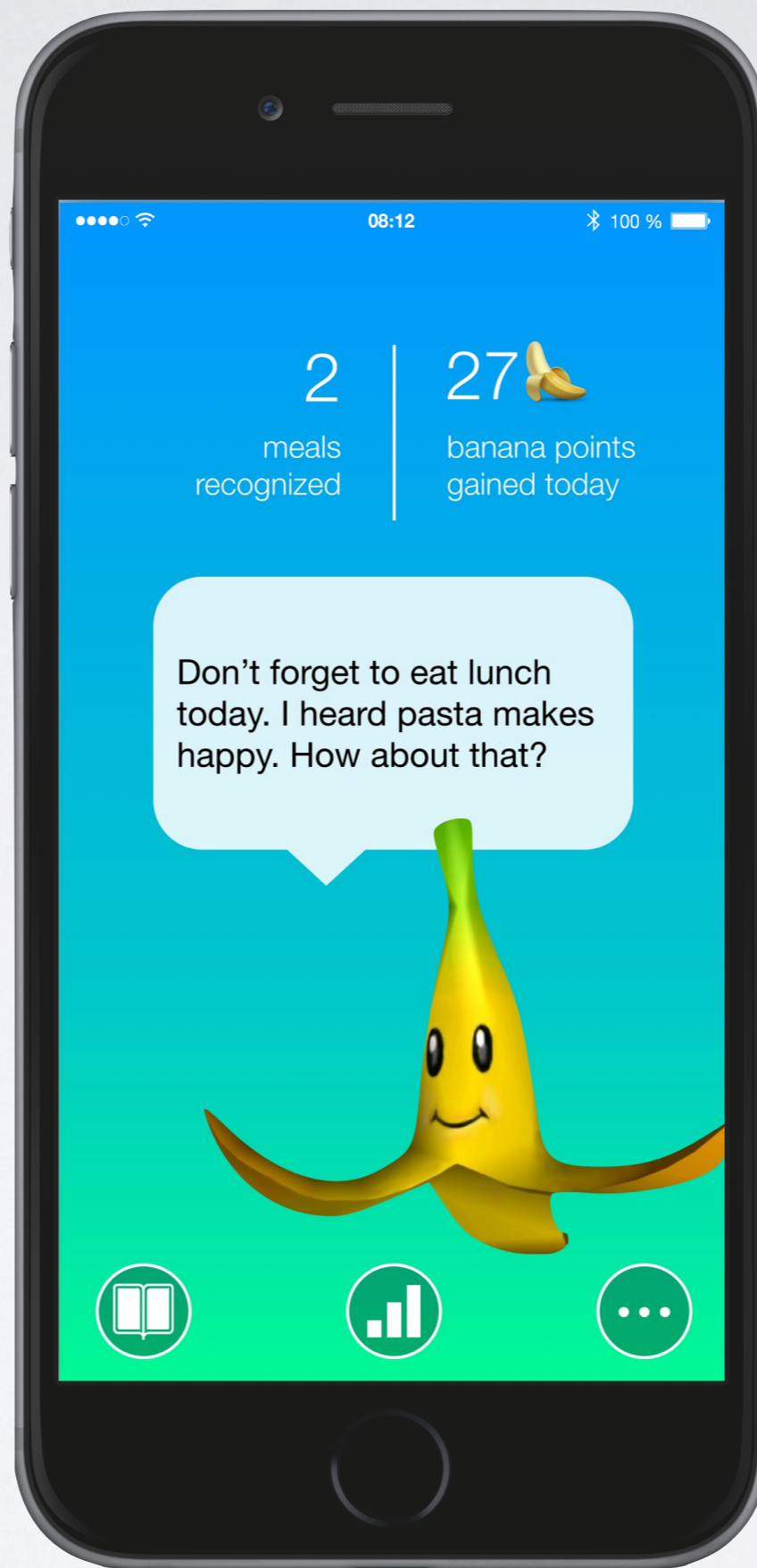
distraction



# THE CLIP

- small device that captures all data needed
- passive: no interaction needed
- subtle and unobtrusive

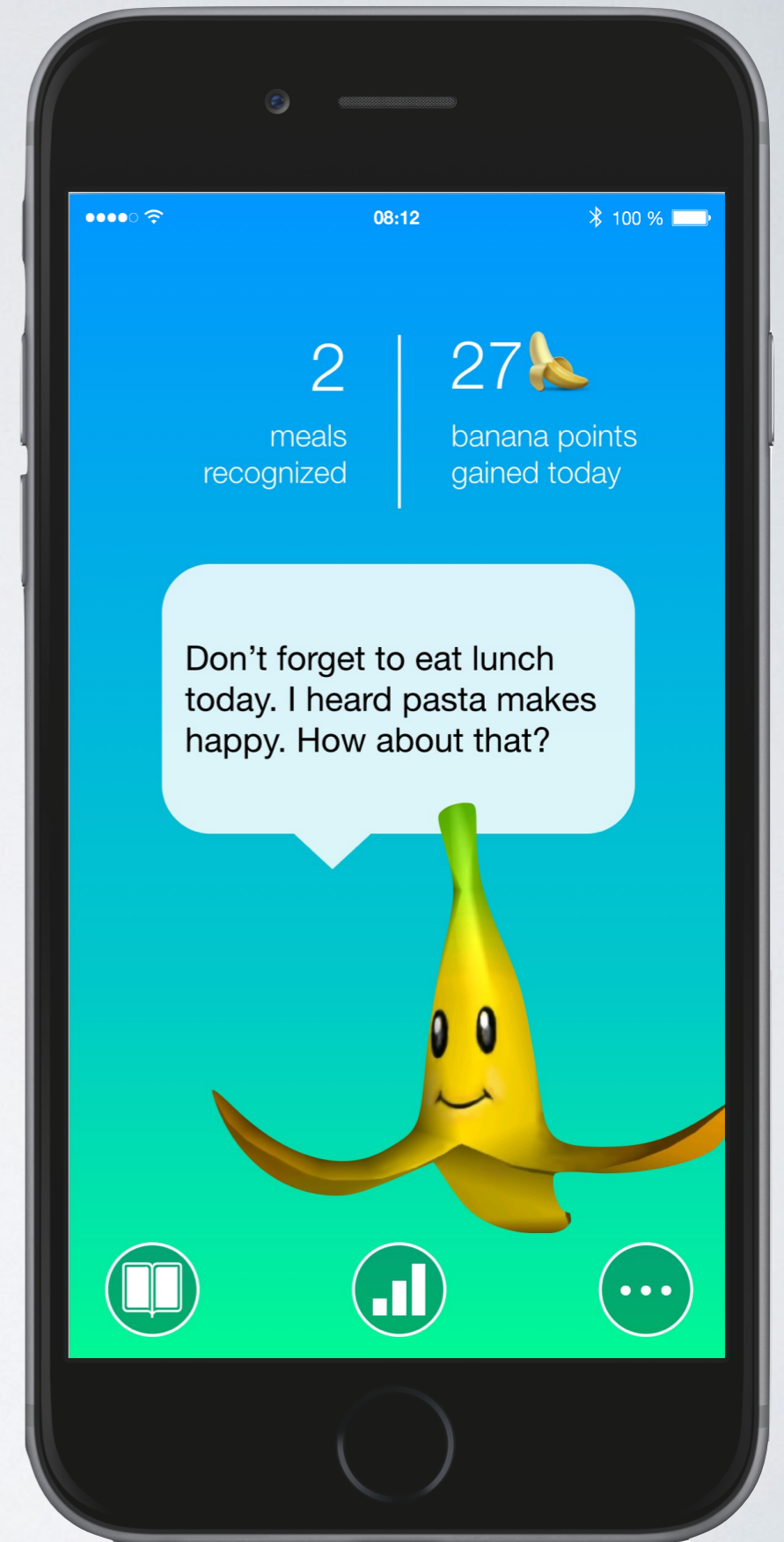






# BANANA APP

- tasks users do most are accessible right from the start screen



# BANANA APP

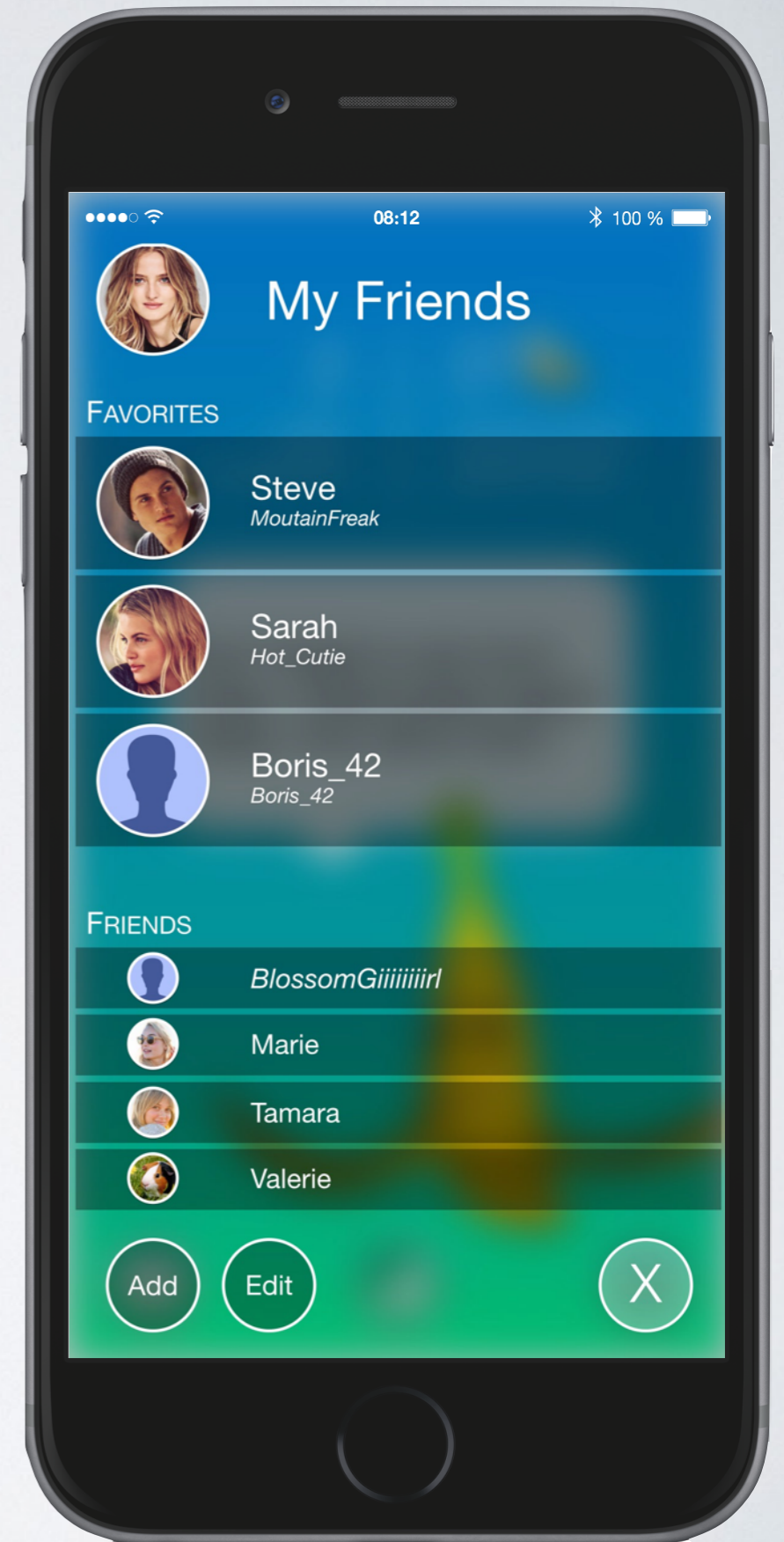
- tasks users do most are accessible right from the start screen
- coherency and consistency





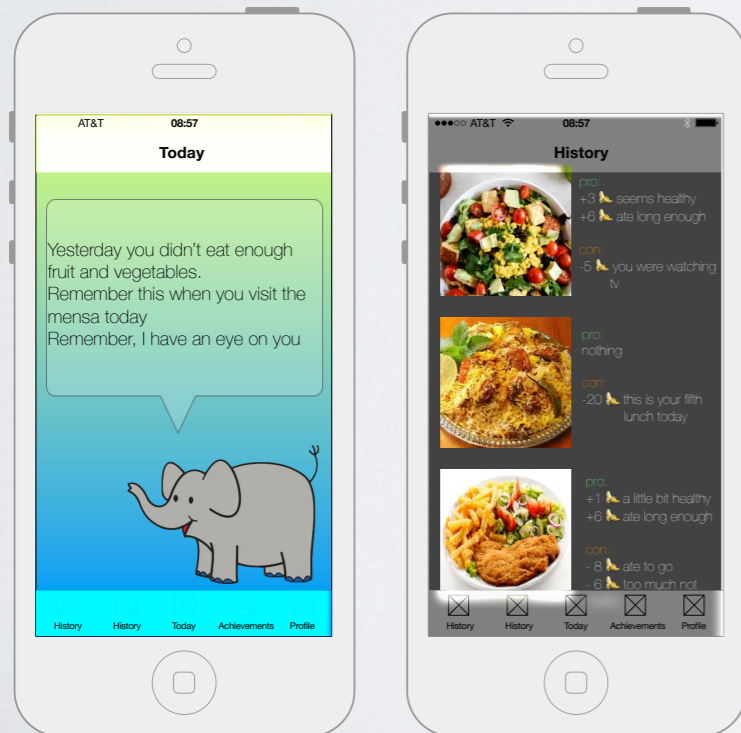
# BANANA APP

- tasks users do most are accessible right from the start screen
- coherency and consistency
- translucency brings coach's mood through the whole app



## DESIGN

create personal experience  
coach as start screen  
use iOS standard elements



## IMPLEMENTATION

paper prototypes  
printed wireframes



## ANALYSIS

heuristic evaluation:  
no problems

evaluation with users:  
think aloud

conceptual models didn't  
match

tabbed navigation unfitting

hierarchical structured  
menu needed



## 2ND DESIGN

redesign menu structure  
extend coach's personality  
and mood

## 2ND IMPLEMENTATION

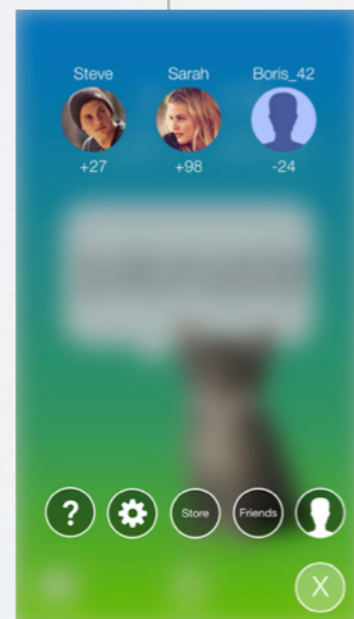
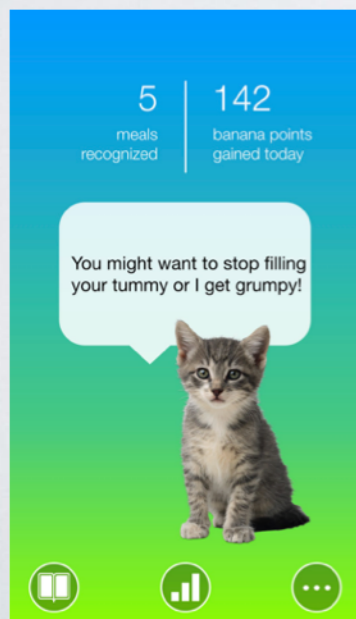
interactive Keynote

## 2ND ANALYSIS

evaluation with users:  
think aloud, iPhone given

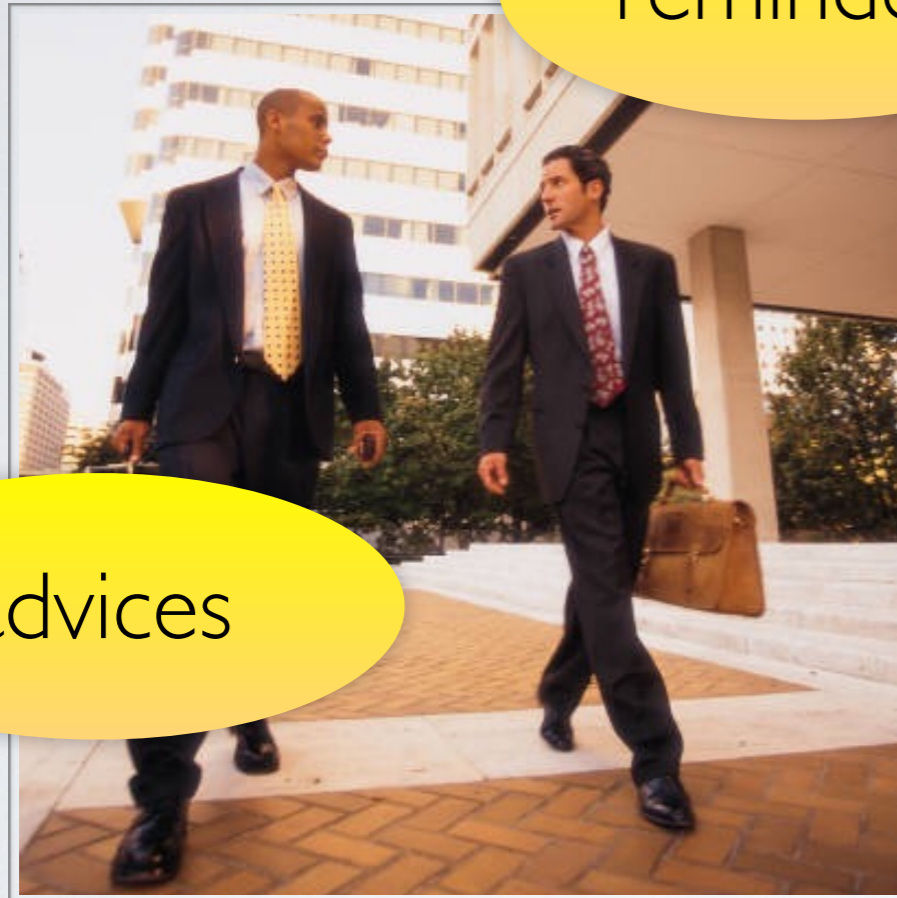
users liked  
structure  
easy understandable icons  
bold colors

enhancement requests  
sometimes text not legible  
well, lines too thin



# COACHING

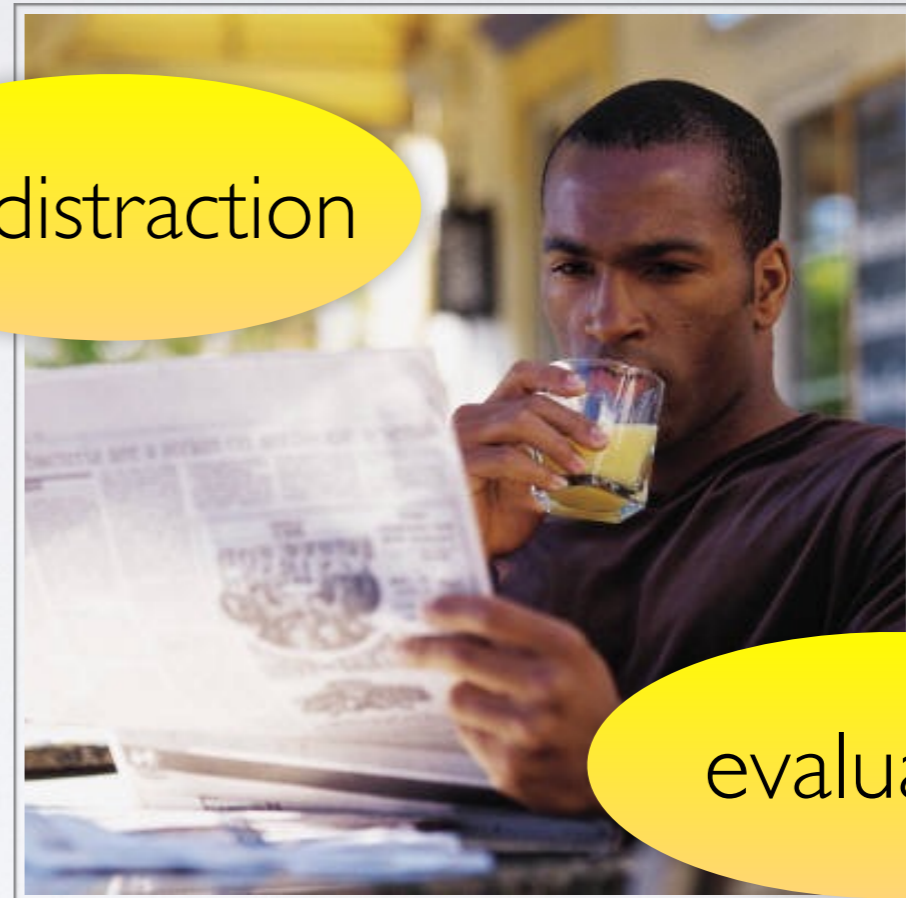
reminders



advices

all day

no distraction



evaluation

at dining time



