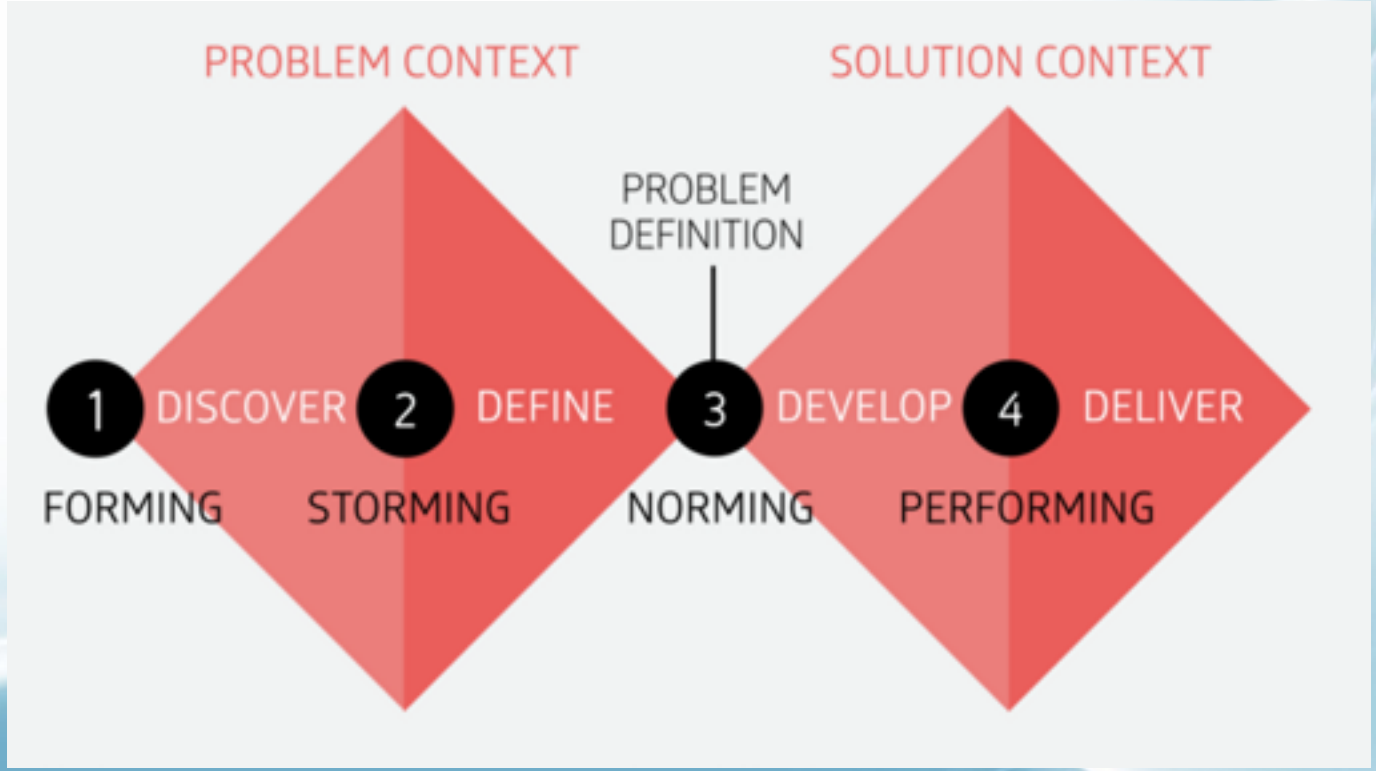
Lose It

The First Three Questions

- Users
- Expectations
- Context

Double Diamond Model

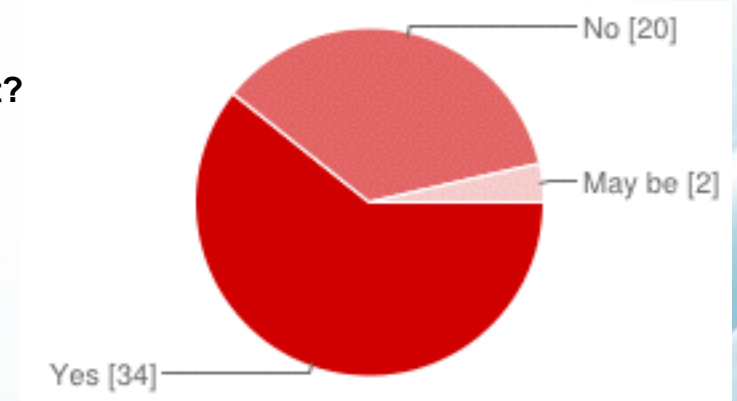


Discover Phase

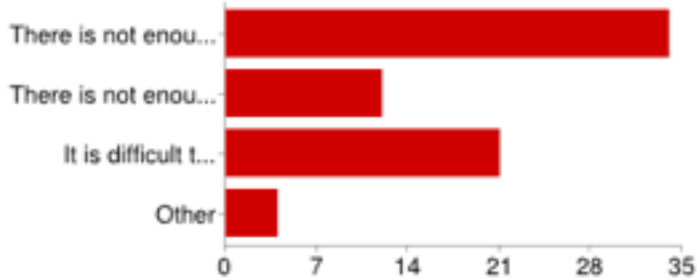
- Questionnaire
- Concept Map

Questionnaire

Do you consider yourself overweight?

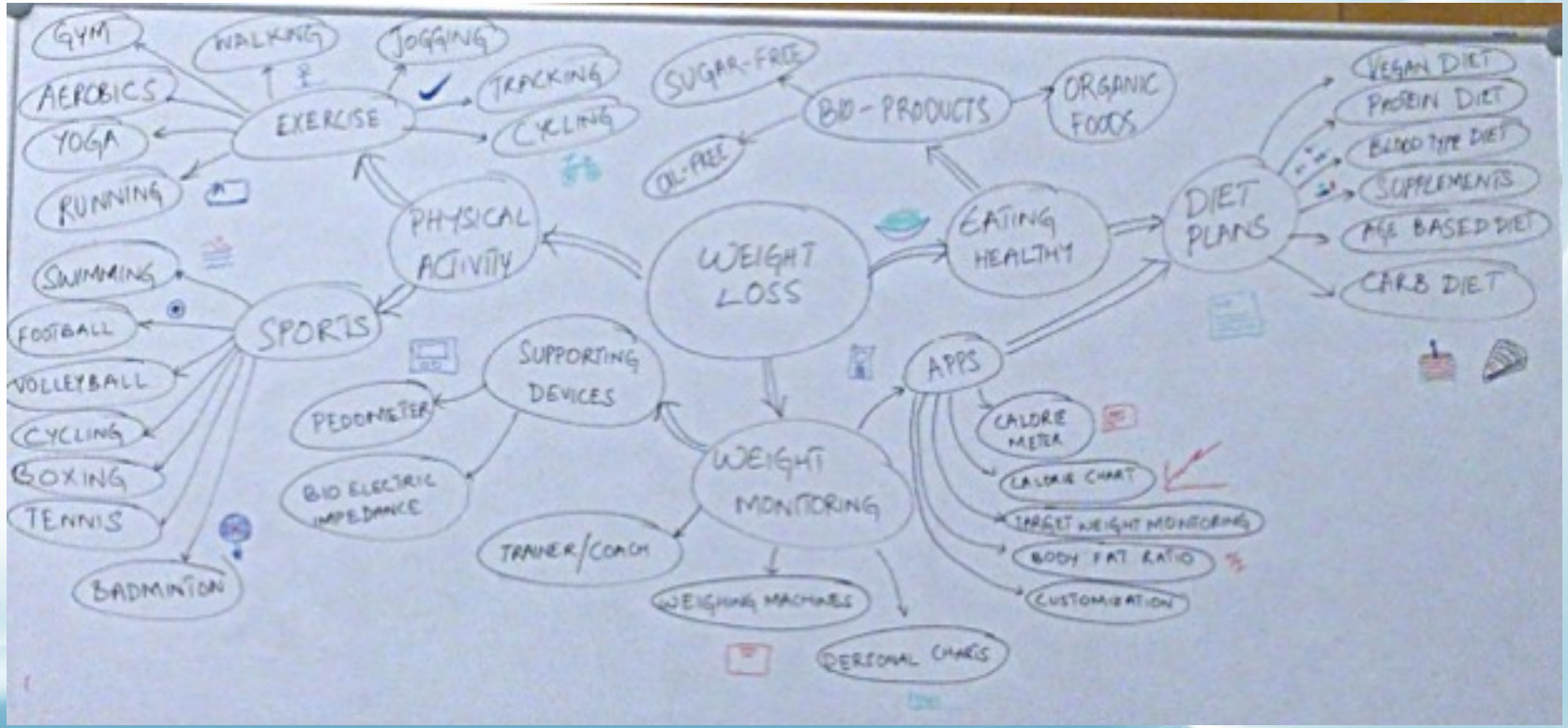


According to you, what are the challenges in losing weight?



There is not enough time to go to Fitness Center	**34**	61%
There is not enough information about weight loss planning	**12**	21%
It is difficult to track the progress of the weight loss planning	**21**	38%
Other	**4**	7%

Conceptual Map



Define Phase

“Difficulty in losing weight is due to the lack of awareness of current body statistics and lack of motivation to take action”

Develop Phase

Low Fidelity Prototype

- Watch Case Back
  - Hardware Prototype
- Mobile Application
  - Paper Prototype

Product Functionality

- Watch CaseBack
  - Steps Count
  - Heartbeat
  - Calorie Count
  - Body Fat Ratio
  - Voice commands
  - Digital on-screen display

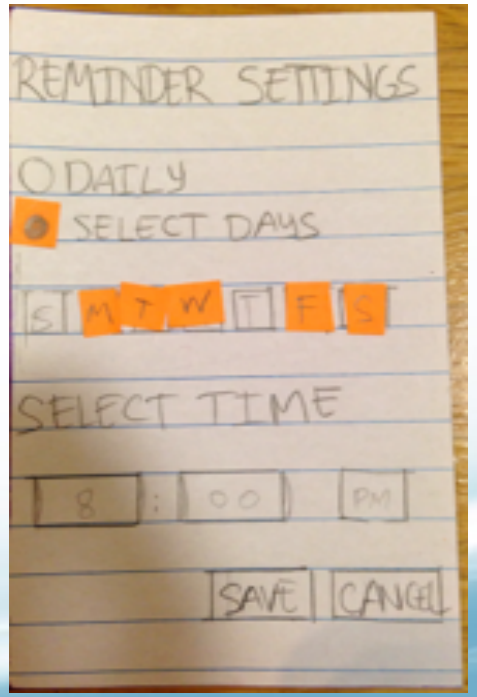
- Mobile App
  - Initial Configuration
  - Shows daily/weekly stats
  - Reminder
  - Bluetooth / NFC connectivity mode

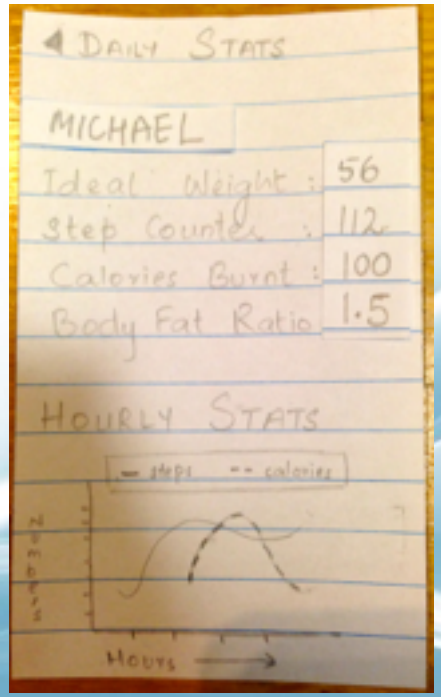
Low Fidelity Prototype : Watch Case Back

Front Screen

Case Back

Low Fidelity Prototype : Mobile App





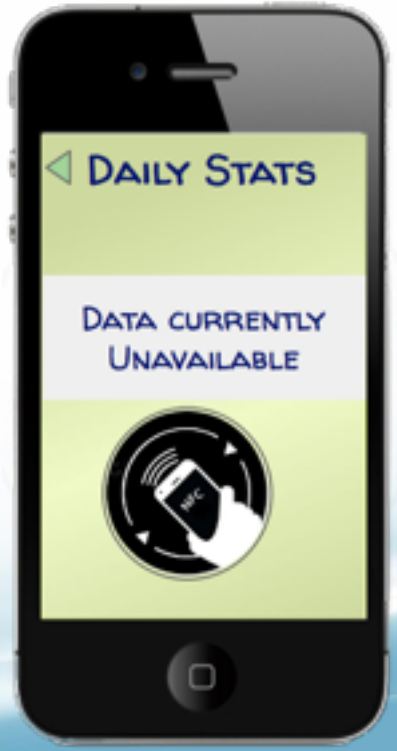
Develop Phase

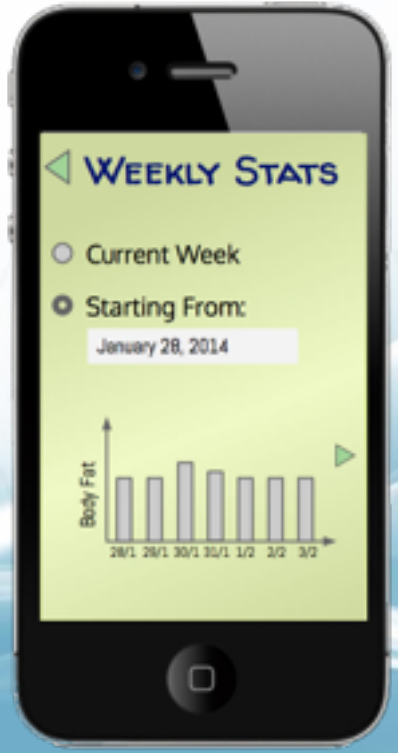
Medium Fidelity Prototype

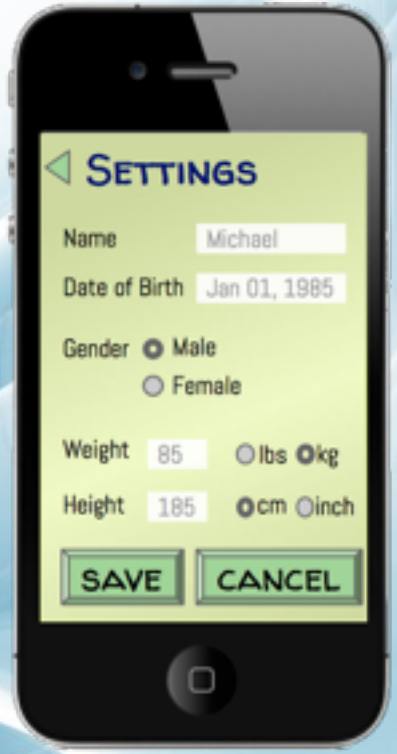
- Watch Case Back
  - Hardware Prototype
- Mobile Application
  - Software Prototype (Power Point)

Mid Fidelity Prototype : Watch Case Back

Mid Fidelity Prototype : Mobile App







Development Phase

Evaluation

- Evaluation without user
  - Heuristic Evaluation
    - Gestalt Laws, Affordances
    - Signifiers for front screen
- Evaluation with user
  - Thinking out loud
    - Video recorded
    - Alternative Design Evaluation
    - Usability Evaluation

DAILY STATS
Kate
Ideal Weight : 52
Step Counter : 112
Calories Burnt : 253
Body Fat Ratio : 1.5
Hourly Stats
Steps
Calories
Numbers
Hours
lose It

Questions