

SCULPTING GOALS

UX/UI DESIGN FOR MOTIVATIONAL
APPROACHES IN FITNESS APPS

I declare on my honor that the dissertation submitted for the purpose of obtaining of the master's degree is my exclusive authorship, it is based on research entirely my own and constitutes an original text that was not previously written by me used for academic or any other purposes. I also declare that I have correctly identified and used the sources.

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September, 2024

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This report was submitted to the Faculty of Fine Arts at the University of Porto as part of the requirements for completing a Master's degree in Graphic Design and Editorial Projects. It was supervised by Professor Fabrício Fava.

BEATRIZ MOURA

SEPTEMBER.2024

“One of the most powerful tools designers offer is empathy: the ability to feel what others are feeling”

Acknowledgements

(IN PORTUGUESE)

Obrigada a todas as pessoas que passaram por mim, mesmo sem eu as conhecer e que me mostraram que ser creativo é uma forma mais bonita de estar no mundo.

Obrigada a todos os professores que confiaram em mim, principalmente ao professor Luís da Universidade de Aveiro, que mesmo sem saber marcou muito o meu caminho enquanto designer.

Obrigada aos meus pais, à minha irmã e a toda a minha família que sempre tornaram a minha educação possível.

Obrigada às minhas estrelinhas, às minhas ladies e às minhas foodies, que acompanharam todo o meu percurso dentro e fora da faculdade. E a todos os restantes amigos.

Ao meu treinador, aos meus colegas de atletismo, a toda a minha equipa e a todo o grupo do Miles porque fazer um desporto durante a faculdade torna tudo mais fácil.

Não podia deixar de fazer um agradecimento especial ao professor Fabrício que acompanhou todo o meu percurso de estágio e escrita do relatório e ao Joel por me ter acolhido tão bem na Escolha Digital.

Obrigada,

Abstract

KEYWORDS

Interface Development

Motivation

Escolha Digital Internship

User-Centered Design

This internship report aims to describe my 3-month internship period that took place between 18 September and 22 December 2023 at Escolha Digital, a design and development company based in Porto, specializing in software development for web and mobile. Joel Rocha, CEO of the company, was my mentor during this project, and I was guided by Professor Fabrício Fava. During this period, I assumed the role of a user experience and interface designer, conceptualizing and designing the mobile app “CoachSync.” The app aims to facilitate the connection between personal trainers and students, optimizing communication between them. This report details all my responsibilities and processes for app development using the agile methodology implemented by the company.

Upon completing the internship, I was left with some questions and reflections on aspects that could be improved, many of them through closer contact with the user, meeting their goals. I noticed that a considerable gap in fitness apps was the degree of user engagement and retention. Thus, I decided to delve deeper into the study of UX/UI design for engaging and motivating users in fitness and well-being apps, exploring the intersection between Motivational Psychology and User Experience Design.

There are some motivational design patterns that describe common aspects of software that fulfill basic needs within all of us. We are intrinsically motivated to seek out things that we find interesting. With this document, I strive to share some patterns that can be used in this type of context and to explore and understand the need to design with a greater focus on the user while being closer to them. Based on literature review and interviews with fitness app users, I understood how we can make these apps an added value in people’s lives and reflect on some changes I could make to the developed app so it works like a trigger for everyday motivation.

By engaging in this reflective analysis, we expect this report to contribute to ongoing discussions regarding the human-centered application of technology in contemporary society, particularly in the health and wellness world.

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INTRODUCTION

Introduction

During my degree at the University of Aveiro I worked on projects that involved various fields such as: product design, web design and graphic design. Through this period, I realized that one of my biggest interests lay in user experience and graphic design. This interest led me to continue my studies in the area by integrating a master's degree at the Faculty of Fine Arts at the University of Porto, and to obtain my master's degree I chose to study the area I was interested in and undertake an academic internship in Escolha Digital.

We live in a time where we are in contact with our cell phones every day, and despite being a device that often leads us to procrastination, there are tools that can motivate us to lead a healthier lifestyle. Throughout the internship I developed an app, CoachSync, with the aim of creating a bridge between personal trainers and students, making this connection easier and faster. In addition to the app itself, a presentation landing page for the application was also developed. This project was executed with a high degree of freedom in terms of workflow, functionalities, and design, while always keeping in mind the commercial and practical aspects necessary for its success. I worked under the company methodology, agile, despite not being 100% used because I was working mostly independently on this project. The internship took place from September 18, 2023, to December 22, 2023, with a workload of 4 days per week and 6 hours per day, totalling approximately 336 hours.

During the research to create the app I noticed some gaps in other apps from the same sector (mainly in terms of user motivation) and regarding the company's design process, which in this project did not involve the users, I wasn't able to get feedback from them. As a design student with a strong connection to sports "motivational design" has always been a topic of great interest and something that fascinates me about design is its ability to promote change in perceptions and make people take action. In the course of my internship there wasn't much emphasis on design research, which highlighted the importance of staying close to the user to better understand their emotions and needs, designing solutions that are closely connected to their goals. This prompted me to question: "What factors contribute to promoting and sustaining engagement on fitness applications related to gym?".

The intention with this report is to comprehend the aspects that induce engagement and motivation in using the application, as well as how it can potentially alter the individual's lifestyle.

Chris Lewis (2014), in his book "Irresistible Apps" studied the crossover between Motivational Psychology, using Reiss Motivation Profile studies, and User Experience Design, realizing that there are some motivational patterns that fulfil basic needs within all of us. Based on this book, reviewing these patterns, conducting case studies and interviews with fitness app users and personal trainers I realized what types of patterns could be effectively used in this type of context.

With this I reflected on how we can make these apps an added value in people's lives and reflect about some changes I could make to the developed app (CoachSync) so that it works like a trigger for everyday motivation, making final interviews with a counterpoint between the initial design and a redesign with a focus on integrating these motivational patterns more effectively.

My aim with this project is to reinforce how design can be a trigger for action and motivation. Exploring the motivational principles that we could bring to the app, which were understood through interviews, this report demonstrates how app features can affect the behaviour change in fitness and wellbeing apps.

Motivation

My main motivation largely involves being an athlete, a gym user and someone who is really connected to this world of fitness and well-being. Throughout the period I attended gyms, something that always caught my attention was the fact that personal trainers use sheets of paper to keep records and notes regarding their students and the fact that a simple notepad on the phone is easier to use for students to track training than an application intended for this purpose. Of course, I also felt motivated by the idea of having a more professional experience.

I feel that although there are very well-developed applications at this level, especially in the world of running as it is easier to create a sense of community, there is a flaw in this type of fitness applications more related to the gym when it comes to motivation and engagement. How many of us have had an app on our cell phone to count calories and ended up uninstalling it, or to track our training and ended up using the notepad? My motivation largely involves testing some motivational patterns linked to design that can be used in this sector.

FRAMING OF THE ISSUE

Often, when we first starting using an app, both for training (mainly gym) and for nutrition (monitoring macros, protein intake, calories...) we get very excited and put all the required information very accurately into the app. However, over time we lose interest and become less and less motivated to use the app, and consequently we often lose interest in monitoring our training or nutrition, which can even lead to the loss of these healthy habits.

In this specific work, as the important thing was to explore how we could improve the application designed during my internship by involving relevant users and implementing motivation patterns more effectively. It was also crucial to understand the role of a designer and the implementation of goal-directed design strategies in a digital development company.

KNOWLEDGE GAP

There are several strategies designers could employ to make an application more useful in this aspect and to keep people more engaged in the app. The knowledge gap lies in the inadequate application of user-centered design techniques to sustain continuous engagement, these strategies are often not used in the most effective way and end up leading us to a loss of motivation. For example, receiving too many notifications can be annoying while receiving too few might not be enough to remind the users to use the app. There is also often a forced use of gamification that, instead of creating the feeling of achieving the goal or continuing to unlock steps in the app, ends up not being used because it does not fit well into the app's context.

Goals

The goal of the project, at Escolha Digital, was to address a common issue experienced by multiple clients, specially personal trainers, who looked for an application to make easier the communication between them, their student and a possible nutritionist, incorporating some “most needed” functionalities like workout scheduling and planning, session logging, and the capacity to integrate nutritional plans so on. This app was intended to work like a service that personal trainers could acquire as a tool for their work instead of a project to a specific person.

Therefore, as a designer, I was expected to develop an app that could satisfy all the personal trainer’s needs, to know their students and communicate with them, being able to feel more present in their day to day life, knowing how they feel, their goals and ambitions. The project was developed until the design prototype phase but during the time I was in the company it wasn’t possible to see the project become something real, so some questions started to appear when I was thinking about all the work done:

- What factors contribute to promoting and sustaining engagement on fitness applications related to gym?
- What’s the Importance of Goal-Directed Design in Digital Product Development Companies?

Methodology

NATURE - mixed

APPROACH - investigation-action

The current research is splited in two phases:

- 1 The Internship
- 2 Post-Internship Research

Participants:

- Me
- CEO Joel Rocha
- Interviewees (11)

Indicators:

- Motivational Patterns
- Goal-Directed Design Techniques
- Observation as a gym user
- Interview analysis
- UX/UI knowledge

For this internship report, some approaches were used to really arrive at something more conclusive and practical. The nature of the investigation was then mixed, and I used an investigation-action approach in a practice-led way - the work developed in the internship being the motto for all my further investigation.

My report and specifically my research are divided into two distinct phases:

→ The Internship, which included briefing; planning and research - in this phase case study and benchmark investigation were carried out; prototyping and design - these last two steps involved research and action; The company Escolha Digital used an agile methodology to work with, which I had some contact with.

→ The post-internship, which involved the literature research, the review of Goal-Directed Design Techniques, based on About Faces Book (Cooper et al., 2014), and motivational patterns cited in the book Irresistible Apps by Chris Lewis (Lewis, 2014), an interview phase - to eleven fitness app users, the understanding of some principles, the redesign of the app based on that research, final questionnaires and the final conclusions/reflections.

PHASE	METHOD	PARTICIPANTS
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INTERNSHIP

BRIEFING	Kickoff meeting	Me, C.E.O Joel Rocha
PLANNING AND RE- SEARCH	Observation, Case Studies, Benchmark Research	
WIREFRAMES	Research, Action	
DESIGN	Research, Action	

POST INTERNSHIP

REFLECTION	Observation	Personal Experience
------------	-------------	---------------------

THEORY	Literature Review	"Irresistible Apps" Chris Lewis "About Faces" Alan Cooper et. al. Articles, Research
PATTERN REVIEW	Research, Action	Reiss "The 16 basic desires that motivate our behavior and define our personalities."
REFLECTION	Interviews, Reflection	Interviews or Audio Interviews to personal trainers, students and fitness app users (11)
APP RE-DESIGN	Research Application, Action	Personal Experience

Table 1 - Methodology

Structure

This internship report is divided into three parts:

1 PROJECT REPORT

2 REFLECTIONS ON DESIGN RESEARCH AND MOTIVATION

3 ACTION AND ANALYSIS

The first part will be a report on the project developed during the internship, specifying all the stages and making reflections throughout them. It will be divided in three subchapters: the first one talking about the company, Escolha Digital, the second one more focused on the project development and the third on my post internship reflections.

The second part, based on my reflections post-internship, will focus on the importance of goal directed design and the issue of motivation in wellbeing apps, the study carried out to understand what the best ways would be to implement motivational patterns in apps from this sector.

The third part will focus putting into action the studies about goal-directed design and motivation, analysing interviews and inquiries, and presenting the redesign of some app pages.

THE INTERNSHIP

1.1 Escolha Digital

1.1.1 The Company

1.1.2 Workplace

1.1.3 Methodology

1.2 Project

1.2.1 Research/Background

a. Briefing

b. Problem Identification and Analysis

c. Benchmark

d. Goal

e. Persona

1.2.2 Prototyping and Design

a. Workflow

b. Wireframes

c. Design Decisions and Development

d. Landing Page

1.3 Reflections



1.1 *Escolha Digital*

1.1.1 THE COMPANY

Escolha Digital is a company based in Porto that has been developing applications and websites for over 10 years. They're a small team with 9 people, with Joel Rocha as CEO and they work on design and programming areas.

1.1.2 WORKPLACE

Before the pandemic, Escolha Digital operated in a traditional office setting, although it had a considerable openness to remote work. However, during the pandemic, they transitioned to remote work as many other companies but realized it worked very well and made the strategic decision to continue with this approach. At present, the company operates exclusively in a remote format.

1.1.3 METHODOLOGY

Traditionally, companies have employed the waterfall method as a project management approach. This methodology involves a sequential arrangement of tasks, delineating the work that needs to be accomplished in a chronological schedule with designated time intervals for each stage or phase of a project. Once a particular phase is completed, there is no revisiting or review; it is considered finished, and the transition to the subsequent step is made.

Escolha Digital operates using agile methodologies to optimize project management. These methodologies emphasize iterative development, collaboration, and customer feedback (which was not implemented in this project). By these methodologies, and a lean development, the team works with React for web apps and React Native for mobile apps, ensuring a consistent and efficient approach in both scenarios. The agile framework allows the organization of work into short, focused sprints, facilitating adaptation to ever-evolving requirements. This practice is complemented by two weekly meetings, with the goal of planning and reviewing the results from the last days.

What is Agile?

In the pre-project phase, my first question arose regarding working for a company. Joel told me that we would work in Agile mode, I asked myself what this work methodology would be as I had never been in contact with it. I used the book "Agile Methodologies In-Depth" by Sudipta Malakar (2021) and realized that this methodology has several principles and values that could really be useful in smaller companies, as was the case with Escolha Digital. The biggest difference between this methodology and the waterfall, which is the most used, is that nothing is closed, there are frequent adaptations throughout the process.

Agile operates with the following principles: Focus on the customer and business value; Iterative and fast development; Flexible, adaptive and continuously improving; collaboration and teamwork; empowered and self-directed teams (Malakar, 2021)



What is Scrum?

One of the central agile methodologies used at Escolha Digital is Scrum. In scrum teams there are no sub-teams or hierarchies, all the team is focused on one goal.

“The Scrum Team is small enough to remain nimble and large enough to complete significant work within a Sprint¹, typically 10 or fewer people. In general, we have found that smaller teams communicate better and are more productive. If Scrum Teams become too large, they should consider reorganizing into multiple cohesive Scrum Teams, each focused on the same product. Therefore, they should share the same Product Goal, Product Backlog, and Product Owner.” (Schwaber & Sutherland, 2020).

Escolha Digital follows the principles of scrum as: they work with a small team, currently involving 6 members, they work with sprint planning, at the weekly meetings that occur twice a week, the team determine which backlog items to tackle during the sprint selecting items based on priority, estimating effort and creating a plan, there was also discussions on various ongoing projects, feedback exchange, and planning for upcoming tasks.

The company operates on a flexible schedule, despite the majority of individuals working from 10 am to 7 pm. This flexibility has afforded me significant freedom in my work arrangements. I predominantly worked remotely, often from my home, cafes, or libraries. The 100% remote nature of the work brought several advantages, such as enhanced control over my schedule, enabling better coordination with other activities. Additionally, it allowed me to maintain a different focus on the project I had in hand, promoting a sense of trust as the emphasis was on delivering results rather than monitoring the precise hours worked. On the other side of the coin the remote work setting did contribute to a somewhat solitary experience during this period. Perhaps, had I been physically present, I could have engaged with other departments, gaining insights into areas like programming and fostering a more collaborative learning environment.

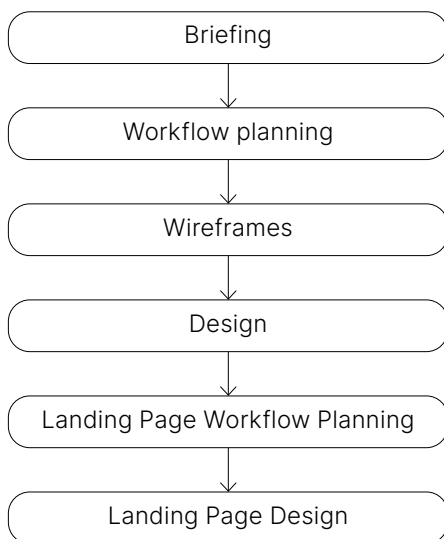
I took charge of the entire project, overseeing it from the initial study to its final phase. Throughout this process, I received guidance from Joel, who consistently provided valuable feedback on my work. Throughout this period, I took notes and conducted thorough research to address all the gaps in knowledge that I needed to build the project, given that this field was relatively new to me, there were aspects I did not fully comprehend, requiring me to proactively learn unfamiliar topics.

¹ A Sprint is a time-boxed period, during which a Scrum Team works to complete a set of tasks/work. The goal of each Sprint is to produce a usable and potentially shippable increment of the product that meets the Sprint Goal. This method provides regular opportunities for inspection and adaptation, enabling the team to continuously improve and respond to change. Each Sprint includes Sprint Planning, Daily Scrums, the development work, Sprint Review, and Sprint Retrospective (Rehkopf, n.d.).

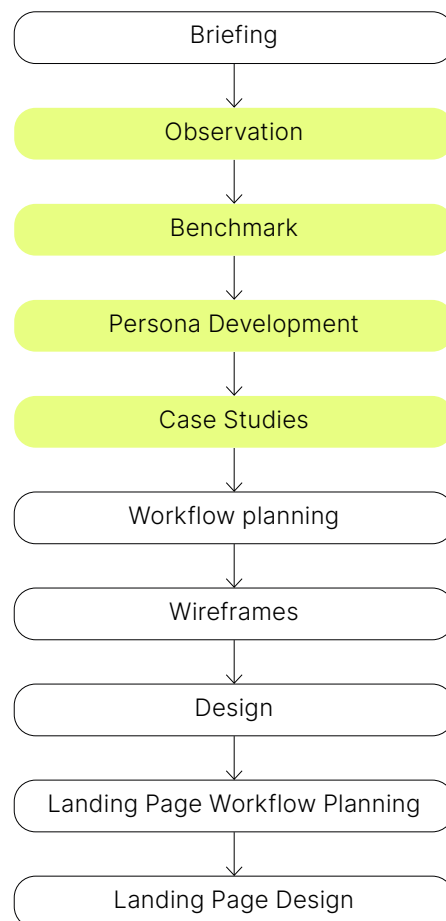


In email exchanges with Joel (CEO of Escolha digital) I realized that the method for developing the app would go through these steps: briefing, workflow planning, wireframe development, visual design and possibly a landing page flow planning and design. However, in the initial phase I realized that I didn't have much information about the user and that I needed to do this research, despite it not being planned by the company, ending up going through the following steps: briefing, observation, benchmark, persona development, case studies, workflow planning, wireframe development, design, landing page flow planning and design.

Company's methodology



My methodology while in company



○ Company's methodology

● My methodology contribution while in company



1.2 *Project*

1.2.1 RESEARCH/BACKGROUND

Briefing

I initiated the process by engaging in email correspondence with my supervisor at the company, Joel, in order to comprehensively understand the project, he intended to assign to me. I received a detailed description of the project, which entailed the development of an application designed to facilitate communication and interaction among personal trainers, students, and nutritionists. It was emphasized that this application would not be tailored for a specific client; rather, its purpose would be to function as a service that personal trainers could acquire to elevate the overall experience for their students. In the initial phase, the requirements that Joel gave me for the app were:

	NECESSARY FEATURES	MAYBE
FOR PERSONAL TRAINERS	Manage students' schedules Add explanatory videos Share recipes Share workout plans Share nutrition plans	Blog with reccomendations
FOR STUDENTS	Book workouts Have nutrition plans Have workout plans See availability Watch workout videos	A place where students can see their progress

Table 2 - App Requirements based on Escolha Digital Briefing



Since the beginning of the project I had the freedom to explore and ideate on the potential functionalities and workflow of the application, considering the features that could be the biggest needs of users within the target audience. This constituted the primary goal.

Since the app was meant to work like a service and the goal was to develop as much as I could during the internship, I wasn't given much time to really think about all the experience. The app was meant to be practical and that was the focus from the beginning. I kept thinking about the main problem on the other apps in the market and about how we could motivate people through a phone, so when I finished the internship, I decided to search about that.

Problem Identification and Analysis

The company "Escolha Digital" has been inundated with requests from personal trainers, all expressing a common need for an application that would facilitate direct and daily communication with their clients with some specific tools that would allow them to monitor and engage with their clients on a more intimate level, enabling them to track workouts, assess well-being and monitor progress.

This demand was particularly evident to me as a frequent gym user, where I observed numerous personal trainers utilizing manually prepared printed Excel sheets to plan their classes and monitor the progress of their clients.

Given the impracticality of developing a different application for each individual personal trainer, a strategic resolution was conceived: the development of an application in as a service. This decision was motivated by several key advantages like allowing the application to support a growing user base without significant modification and the cost-effectiveness. During this phase I asked my-self some questions:

- Is the goal of this app to retain clients or get more clients?
- Are we building an app that merely serves to connect students with personal trainers, not to find personal trainers online, or would it make sense to also have a part where that would happen?
- Is our goal to optimize time, serve more people at the same time or simply have a more practical space to store information related to training?

All these questions would probably be answered if the company dedicated a little time to an interview with the target audience, which in this case, as the app would work as a service, did not happen. Here I felt the importance of connecting more closely with personal trainers and gym users.



Benchmark

As the developed app seeks to find a better way for fitness professionals to engage with their students, I started looking into other apps that have similar goals to our project, checking their features, how they work, and any areas where they might be lacking. This is the first step in our benchmark analysis. In this sector I highlight these 4 as they are most similar to our goal:

- 1 MY PT HUB
- 2 PT DISTINCTION
- 3 TRAINERIZE
- 4 TRUECOACH

These apps were quite complete, they had a lot of equivalent functionalities and almost all of them work the same way, each one having its own problems and qualities. One of the biggest problems was the fact that they had “too many” features which can make everything too confusing for the user. This made me question: “Why don’t the Portuguese personal trainers use these apps instead of asking for a new one?”.

This analysis was quick, we didn’t go too deep into all the functions of each app, it only served to have a broader view of what exists on the market, at this stage I made a summary table of the most important things I took away from each app.

APP	STRENGTHS	WEAKNESSES	PRICING	KEY INSIGHTS
1 MY PT HUB 	Extensive support for workout and nutrition plan customization Integration with other platforms All In One App Connects with watch	Sometimes the app is hard to follow Can be expensive, especially for individual trainers or small businesses. Menu has too many features You can't see the notification icon if you're not in a specific page of the app	55€/month	The main page and the menu must be straightforward and intuitive
2 PT DISTINCTION 	The main page is really clean Highly customizable Robust features for training and nutrition Automation tools for time savings	When we install the app there's no option to register a new account, and there's no annotation that we should do that on the computer	Basic: \$19.90/month (up to 3 clients) Pro: \$59.90 per month (up to 25 clients) Master: \$89.90 (up to 50 clients)	Soft colours work
3 TRAINERIZE 	Video and call features for remote coaching Active user community Achievement feedback	Some limitations in plan customization	Free (1 client) Grow, Pro 5 and Studio Puls: \$10 - \$350/month (depending on the number of clients)	Achievement feedback Group challenges
4 TRUECOACH 	Easy communication between trainers and clients Simple and straightforward interface The clients can leave photos and videos for analysis	Limited features compared to other apps Less robust workout and nutrition plan customization	The Starter Plan: \$19.99/month (up to 5 clients) The Standard Plan: \$52.99 per month (up to 20 clients) The Pro Plan: \$106.99 (up to 50 clients)	Progress photos page is amazing for motivation

Figure 1 - My PT Hub Logo

Figure 2 - PT Distinction Logo

Figure 3 - Trainerize Logo

Figure 4 - Truecoach Logo

Table 3 - Comparison between fitness apps widely used worldwide with the function of connecting personal trainers



Persona

After this analysis, I set out to build personas, that is, a fictional character that would be representative of the application's target audience, "we can develop an understanding of our users' goals in specific contexts." (Cooper et al., 2014) This persona delimitation phase helped me in the decision-making process through out the project, clarifying some doubts I was eventually having.

I drawn two personas: a personal trainer, a young person who is used to technology and who seeks to make his work more efficient and have more contact with his clients and a student who looks for more motivation to train and a more easy way to see his personal trainer availability and plans.

Persona 1 Description:

Tiago is a 30-year-old Personal Trainer who lives in Lisbon, he worked in a gym for 2 years and is now ready to start working as a freelancer in the personal trainer field and maybe open his own studio, has a degree in sports and is a collaborative person. He records all student data in an Excel sheet printed on paper and stores all these records in a file. This method works, but Tiago is looking for something simpler and more practical, making it easy to cancel appointments and book new classes, keep up to date with the evolution of his clients and, in addition, progress in his career. Tiago also wants to understand whether his client's nutrition is in line with their goals, so he works in collaboration with a nutritionist and also wants to facilitate this connection between the three of them. He seeks the best results for his students and wants to do it in a more efficient way.



DEMOGRAPHICS

NAME	Tiago
AGE	30
LOCATION	Lisbon
EDUCATION	Bachelor in Sports
JOB	Personal Trainer

ATTRIBUTES

Tech-Savvy
Result-Driven
Collaborative

PAIN POINTS

Communication Challenges
Tracking Progress
Scheduling Conflicts

PERSONALITY

Motivational Leader
Adaptable
Empathetic

LIKES

Fitness Trends
Positive Community
Efficient Tools

GOALS

Client Success
Efficiency
Professional Growth
Work as a Freelancer

"I want to assign more value to my work and to what I offer"

Figure 5 - Personal Trainer Persona (Unsplash, n.d.)

Figure 6 - Student Persona (Unsplash, n.d.)



Persona 2 Description:

Ana is a 28-year-old graphic designer who lives in Lisbon, she works all day in a chair in front of a computer so she is willing to invest in a professional that can help her maintaining the health and activeness she wants. Although she has a flexible schedule, she works a lot on a freelance basis, which often requires her to adapt her training times according to the tasks she needs to complete throughout the day. Therefore, she needs someone who can provide her with training plans that she can follow either at home or at the gym, depending on her availability. She tried training at home with some youtube videos, but the lack of a plan and commitment causes her to lose motivation and stop after a week. Therefore, she needs some form of external motivation to stay focused.



DEMOGRAPHICS

NAME	Ana
AGE	28
LOCATION	Lisbon
EDUCATION	Master in Design
JOB	Graphis Design

ATTRIBUTES

Flexible
Creative
Dynamic

PAIN POINTS

Lack of routine
Challenges in maintaining motivation and consistency
Lack of a plan

PERSONALITY

Calm
A little bit workaholic
Determined

LIKES

New fitness clothes
Receiving feedback
Flexible options

GOALS

Stay healthy
Clear her mind
Commitment with a healthy routine

"I need a structured plan to keep me motivated and someone I can turn to for guidance and answers about the exercises"



1.2.2 PROTOTYPING AND DESIGN

The design process progressed to the development of sketches and wireframes while looking for applications in the same sector. I also developed a handmade flowchart for the application to help me understand its narrative. While we were developing the project, we also thought about and discussed, based on a review of applications in the same sector, some design solutions, such as the colours we would use, the typography, etc.

Workflow

I started by understanding the relevant data: what information personal trainers need from students, what were the most important metrics, what are the questions they need to ask. Based on my experience as a federated athlete, on conversations with personal trainers, and by collecting some documents personal trainers use to record student's data, I understood some of their needs.

Here on the next page are two examples of personal trainer sheets, the one at the top was made by a male personal trainer and the one at the bottom by a female personal trainer. Ângela (the personal trainer) has a slightly different view, she prefers to see photos and measurements rather than weight and is very careful with the phase of her clients' menstrual cycle.

The training personalization was the most predominant, and I realized that the part of understanding how the student feels today is also very important for the personal trainer to understand if any type of change in the plan is necessary. The nutritional part combined with training would be an added value.



After this initial research phase, I reviewed the requirements table I had before based on benchmark, personas and case studies and added some features and important data based on this research:

	NECESSARY FEATURES	MAYBE
FOR PERSONAL TRAINERS	Manage students' schedules Add explanatory videos Share recipes Share workout plans Share nutrition plans ◆ Calendar ◆ Metrics ◆ Daily update on how students feel	Blog with recommendations A place where students can see their progress
FOR STUDENTS	Book workouts Have nutrition plans (◆ with pictures of the product) Have workout plans See availability Watch workout videos ◆ Progress ◆ Goals	◆ Visual Progress

◆ Added features and important data based on the initial research

Table 4 – App Requirements based on Escolha Digital Briefing and initial research



After many twists and turns and changes in decisions, addition of pages and discussion, we arrived at the final flow we wanted to give to the app. This app would have two modes, one for personal trainers and one for students. The application starts with user registration and after gathering basic information it immediately asks whether the user is a PT or a student.

➔ HOW IT WORKS IF YOU ARE A PERSONAL TRAINER:

It asks for a brief description about it, what its specialties are and the professional's availability to automatically create a calendar with slots. After the profile is created, login is done automatically. In the menu bar we have 5 sectors: the calendar, clients, nutrition, training and feed.

The app directs us to the main page: the calendar page, where it shows all upcoming student assignments or classes and plans that are finishing and need an update.

When the Pt is booking a class with a specific student, he can automatically see what that student's objective is (which he enters during the login phase), which facilitates the personal trainer's pre-preparation to teach the class. Within the customers tab, a list similar to a contact page appears with an indication of the plans that need updating.

Inside each client slot we can find 4 domains: training, nutrition, daily update and progress. Here the personal trainer can create a training plan for each specific client or use a template and modify it, the nutrition part can connect the app to a nutritionist or prescribe a nutritional plan, in the daily update section you can receive information from how the client is feeling that day and can also adapt the training to it. And in progress, the client and the personal trainer can see the student's progress based on more technical information. Here we use a method to provoke motivation: a bar that demonstrates how close the student is to their goal, both in terms of muscle mass, such as body fat and weight.

In the menu, the nutrition and training tabs are very important because in the nutrition section we can get pre-defined templates based on specific objectives, for example a diet rich in protein or carbohydrates. A filter menu with very specific questions is also included, for example the ingredients people have at home.

In the training part, templates are also used based on the type of training and the personal trainer can adapt to each student and make the necessary changes.

Within the app we can access a chat with students that also notifies them of class appointments and aims to answer questions, send photos...

A feed was also added to create a sense of community in which we can see the progress and achievements of the people we have associated with, functioning almost like a social network too.

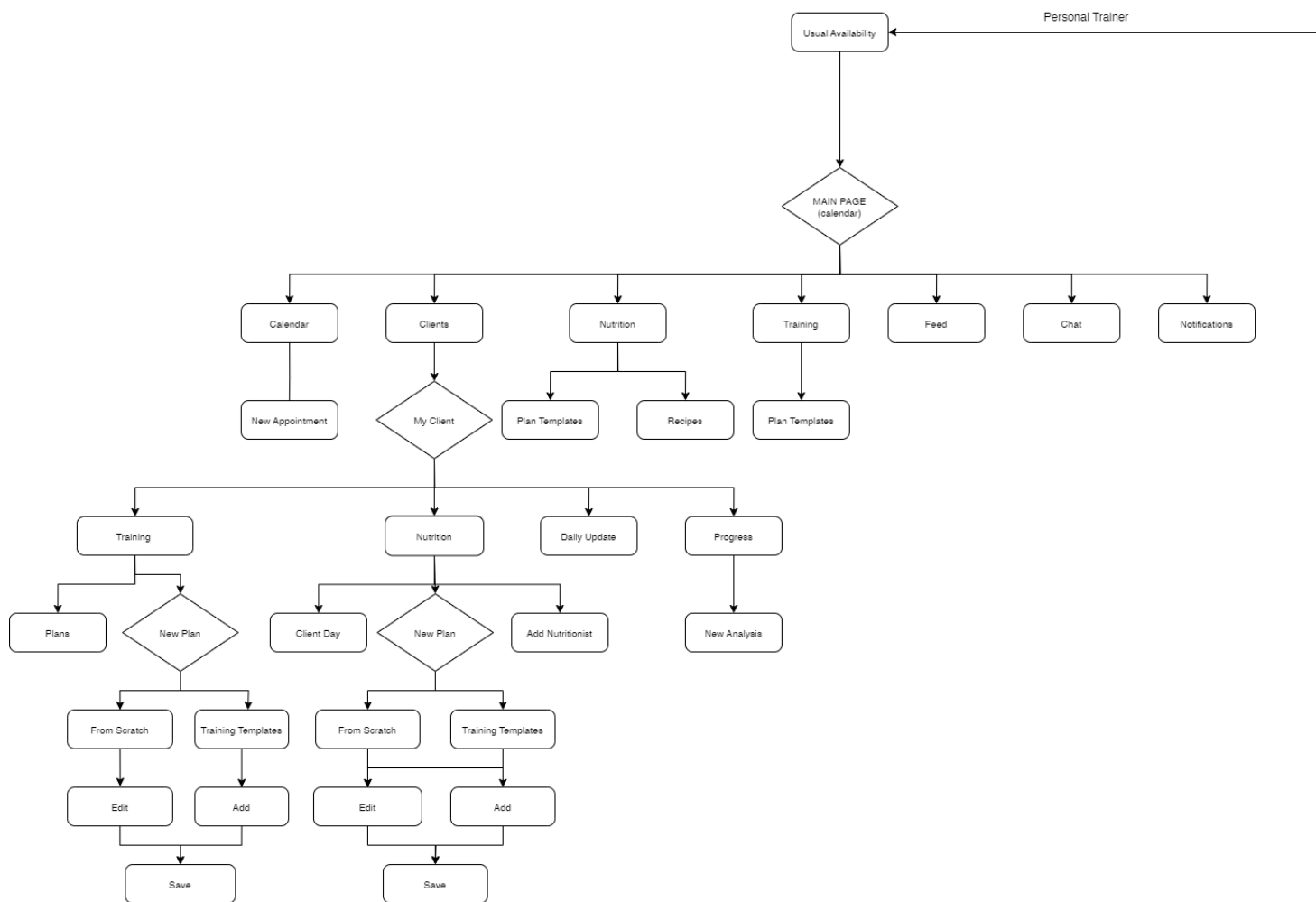
➔ HOW IT WORKS IF YOU ARE A STUDENT:

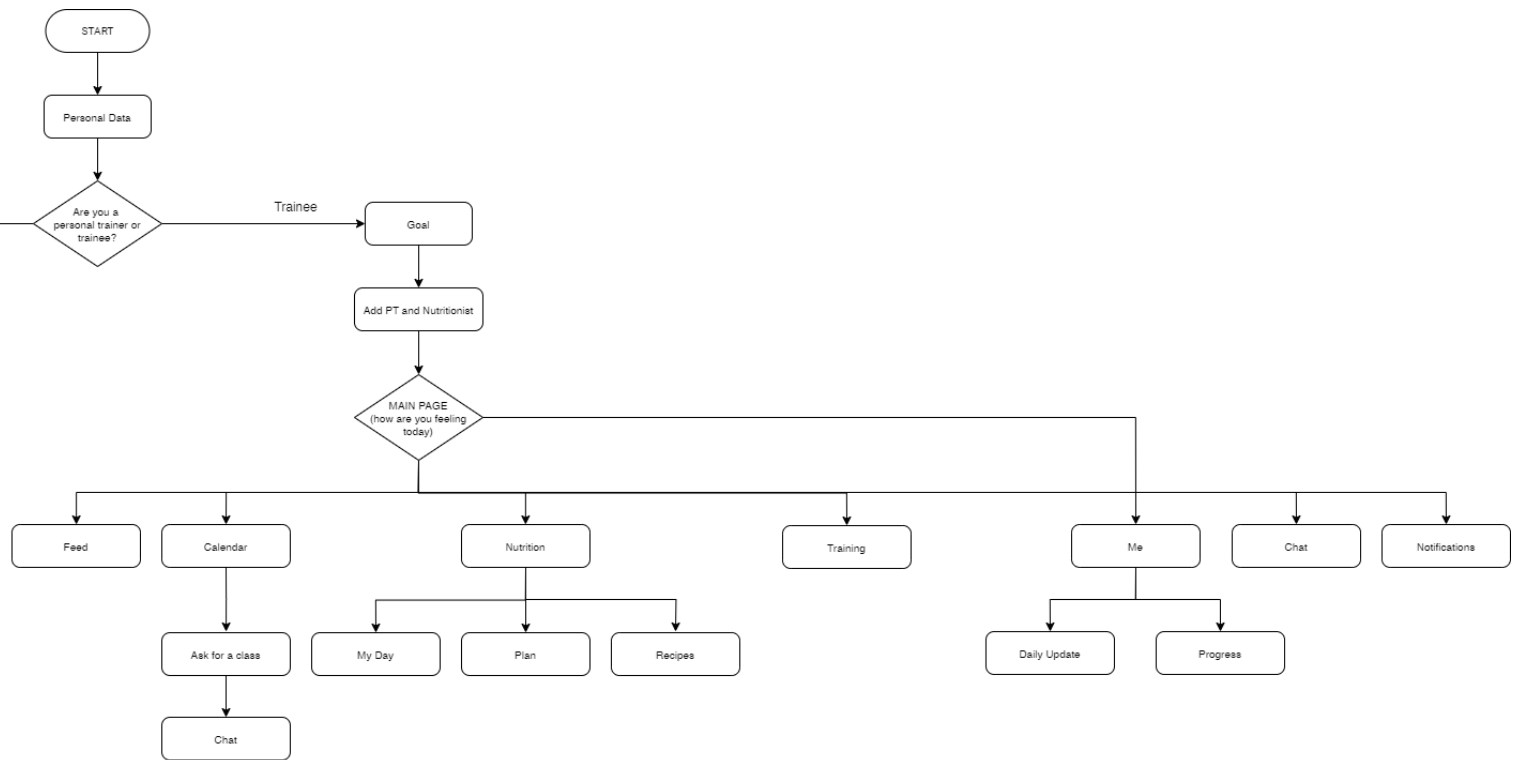
If we are talking about a student, the application immediately asks for their goal. When the application is opened every day, it asks the student to check up on their daily update, then steps to the calendar page. Here the student can see the slots that their personal trainer has available and request a class, it is up to the personal trainer to accept or refuse.

The rest of the app works in a similar way, but here, the menu starts (from left to right): feed, calendar, nutrition, training and personal area.

When the student is doing a workout, the app changes mode to a focus mode in which the design darkens a little and shows the entire training plan as if it were a recipe, here the student can enter which loads they took in this training session. training to be able to see your progress at that level and also keep your personal trainer up to date.

Figure 9 - Workflow Graphic CoachSync





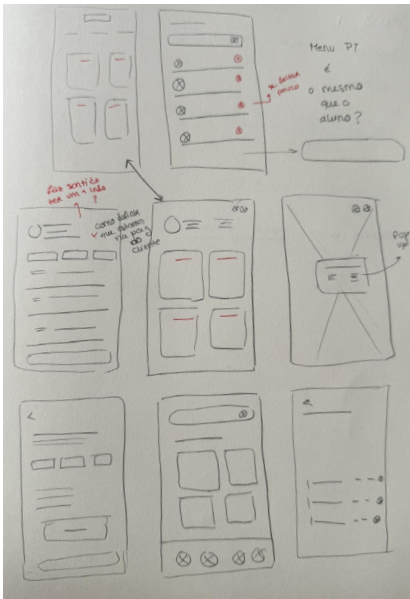


Figure 10 - Wireframe Sketches

Wireframes

This part underwent numerous changes throughout the process as I realized that there were things we would have to implement that would be important for the project: how the students were feeling in that day, the option to add videos and notes to the exercises, a place where personal trainers could see updated and changes and others that were more irrelevant that would change all the layout and flow.

We started with the outlines of the most important pages such as training and nutrition, which would be the heaviest and involved the most thought about the narrative, hierarchy and flow. Here I realized the difficulty present in creating hierarchy in digital products with “infinite pages” and immense functionalities.

In a meeting with Joel we realized that most apps in the sector had exactly the same menu for personal trainers and students, which made them apps with a lot more information than it really needed and quite confusing. We decided that “CoachSync” would have two views, one for the personal trainer and one for the student, like two modes! making menus simpler, more effective and dedicated to the person who was using them!

The wireframe Design, benchmark and investigation phase took place between 18 september and 18 october.

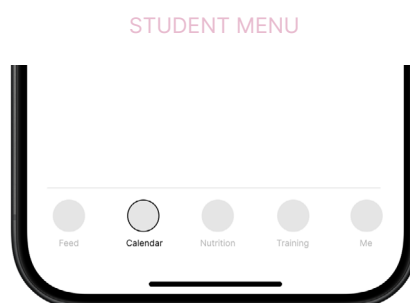
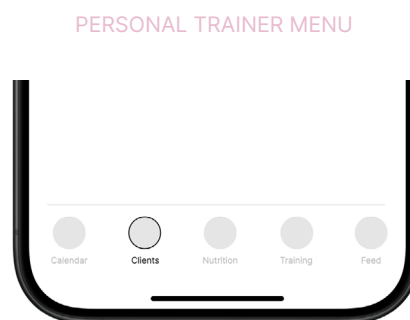
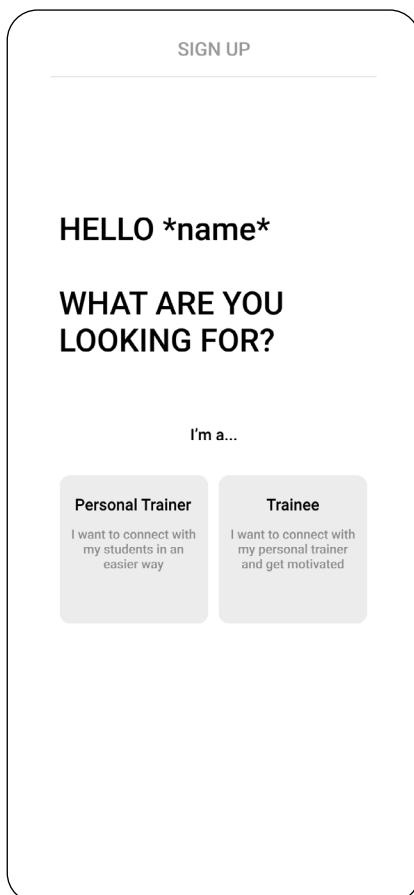
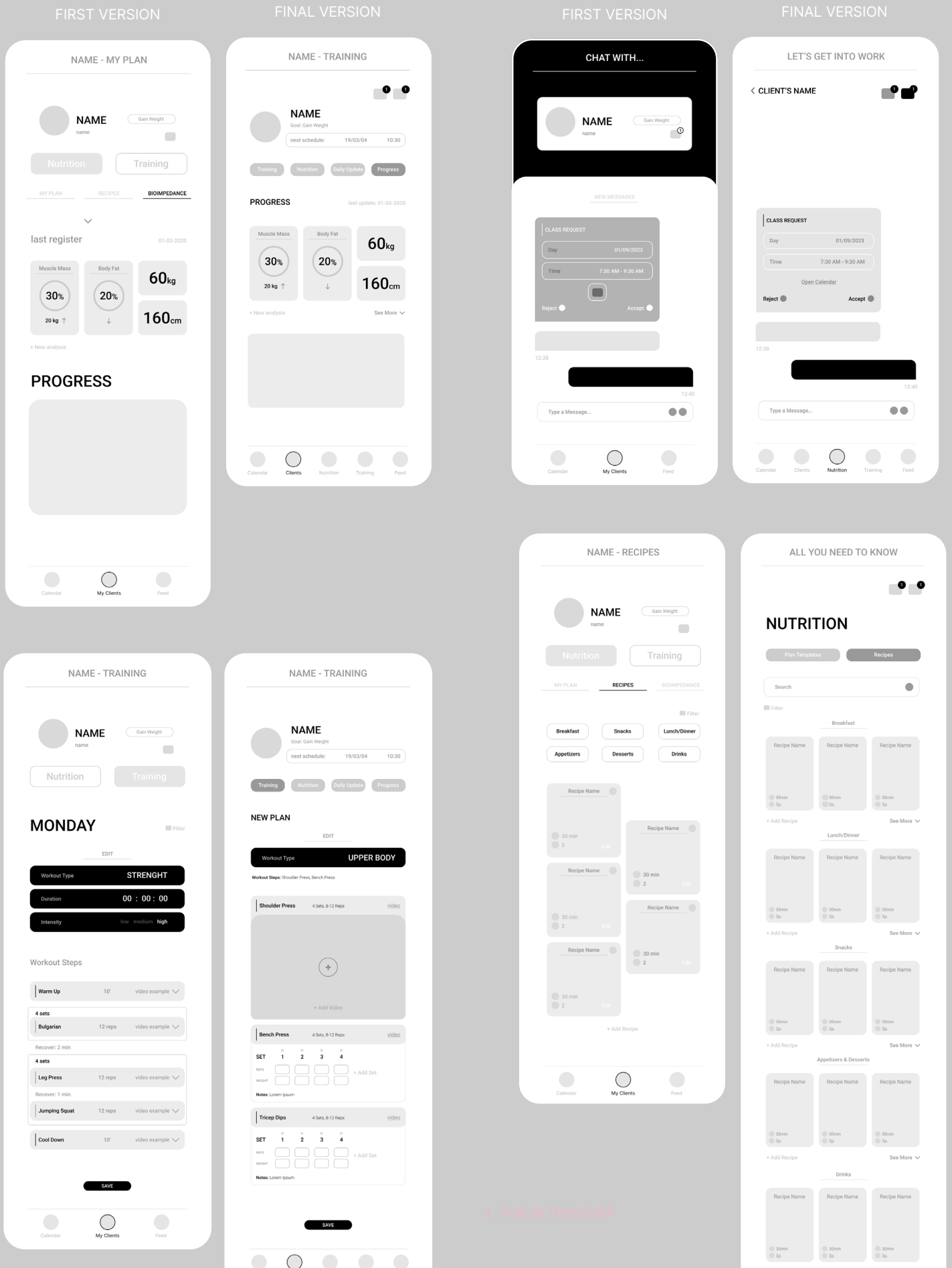


Figure 11 - App Wireframe - Mood choice

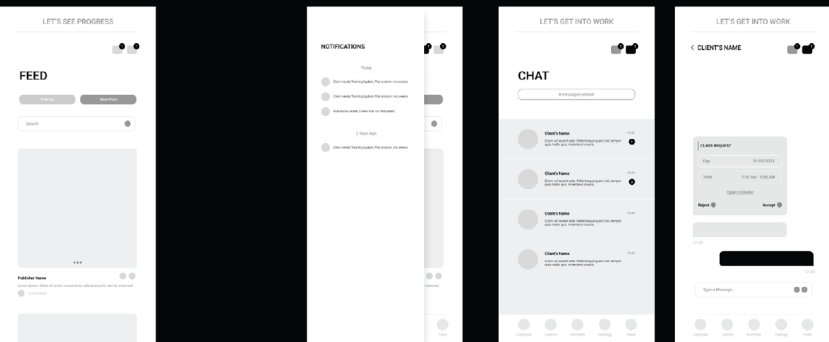
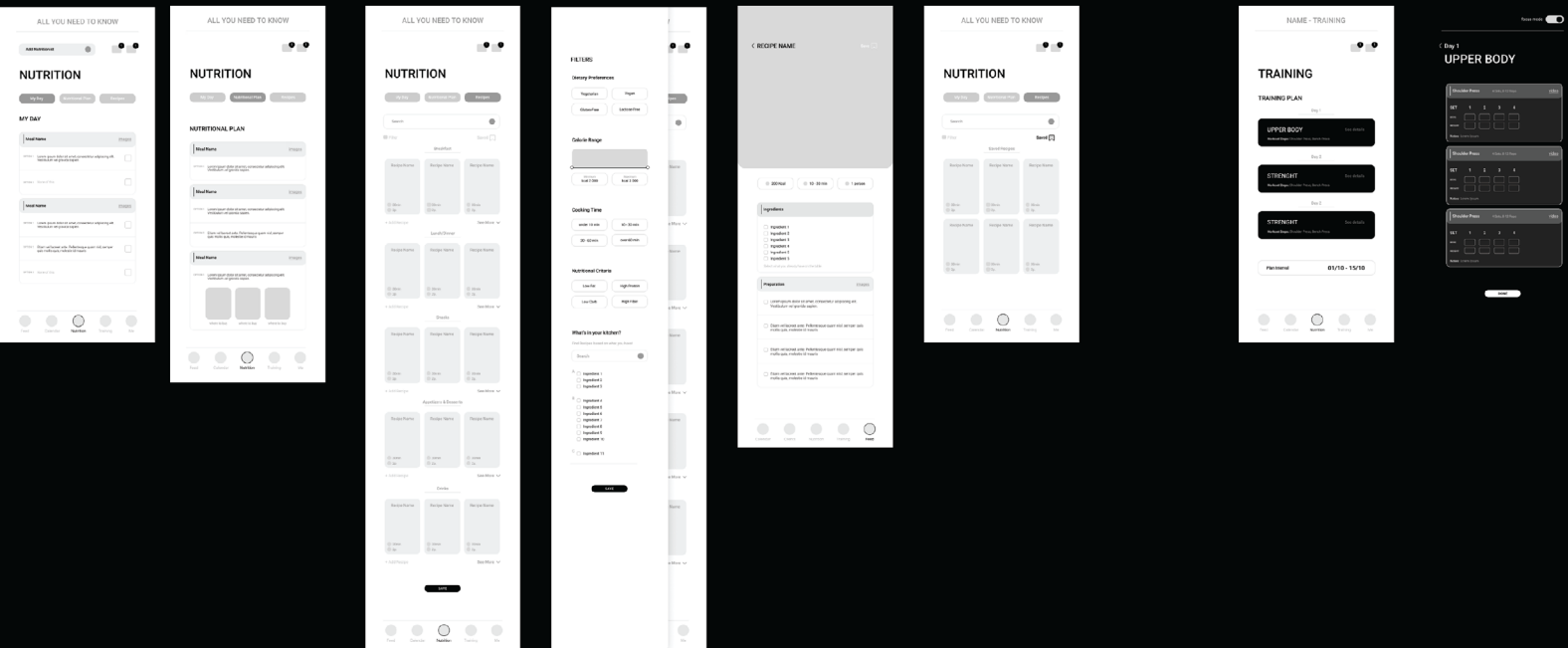
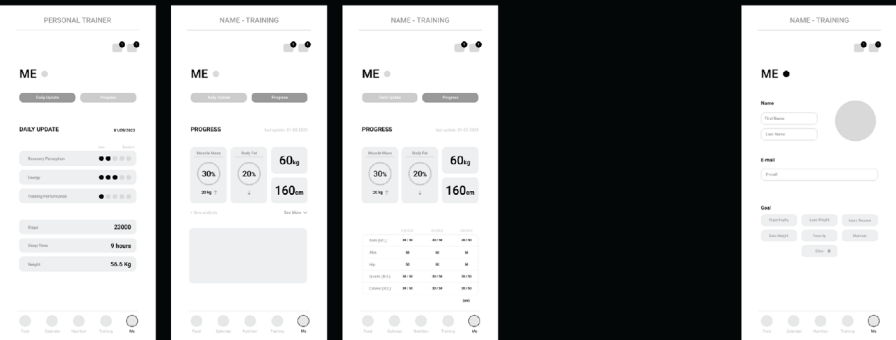
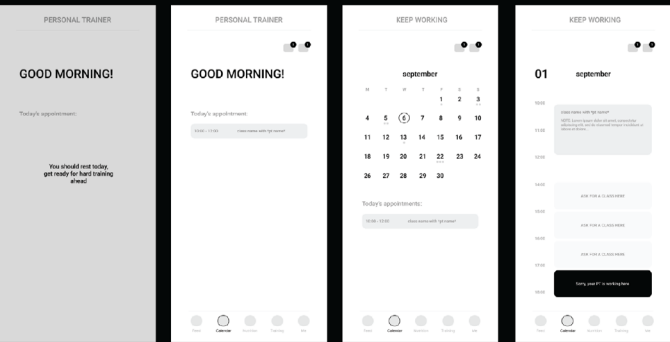
Figure 12 - Differences between PTs menu and Students menu on CoachSync



Figure 13 - Wireframe studies, initial and final versions









Design Decisions and Development

Color:

"Humans experience the world largely through vision. Seventy percent of our bodies' sense receptors reside in our eyes. As a result, there is an intimate connection between seeing and thinking." (Few, 2005)

When I started designing the app, and realizing which colours would work best, I started using very bright and vibrant colours. In conversation with Joel I realized that in this type of apps with a very complex nature and sharing information goal, that is, in apps that are not "concept apps" it would not make sense to use this type of colours, but rather more pastel tones. "The color theory with web UI design consists of contrast, complementary, and vibrancy which each color evokes specific moods" (Swasty & Adriyanto, 2017). Using pastel colors we would achieve a more harmonious and user-friendly approach. Being able to give colour highlights to important information, or when something was selected.

My question at that moment was, so what colours should I use? I want to give the feeling of strength, because my work talks about the gym, however the best thing is to use pastel colours, how would I be able to convey strength through these colours?

At CommIT (Communication & Information Technology) Journal 11(1), Wirania Swasty and Andreas Rio Adriyanto shared a very interesting table about the connection we establish with each colour and the feeling it provokes in us. (2017).

TABLE I
COLOR EMOTION ON WEB UI DESIGN.

Color	Promotes
Red	Importance, power, youth
Orange	Uniqueness, friendliness, arise energy and a sensation of movement
Yellow	Happiness, enthusiasm, antiquity (darker shades)
Green	Growth, stability, financial themes, and environmental themes
Blue	Safety, calm, openness (lighter shades), strength and reliability (darker shades)
Purple	Luxury, romance (lighter shades), mystery (darker shades)
Black	Power, edginess, sophisticated and timeless
White	Simplicity, cleanliness, virtue,
Gray	Formality, neutrality, melancholy
Ivory	Elegance, simplicity, comfort
Beige	Traits of surrounding colors, humility, a secondary or background color

Based on the table, I used a blue background, with a small gradient, almost imperceptible, just to create some sensation of depth, and we used shades of that tone for all the elements, the blue then represents something reliable, which is the perception we want to have when we choose a personal trainer, someone we can trust. We used a second tone, red to emphasize information and actions, as red often represents power and strength, it made perfect sense in this type of app linked to fitness.

In one part of the app, I used some graphs that show progress in a more visual way, through a line graph and with a bar in which we can see how far we or the student are from the goal. In this part I used other colours than the base colours of the app. Not only because it is the most important part of the application, the one that would motivate, but also because this way we can differentiate this data from the rest of the app. Red will be associated with something "less good" which is body fat, green with something good: muscle mass, and pastel yellow with target weight. All change indications are also given through colour.

Figure 15 - Color emotion on web UI Design
at CommIT (Communication & Information
Technology) Journal 11(1)

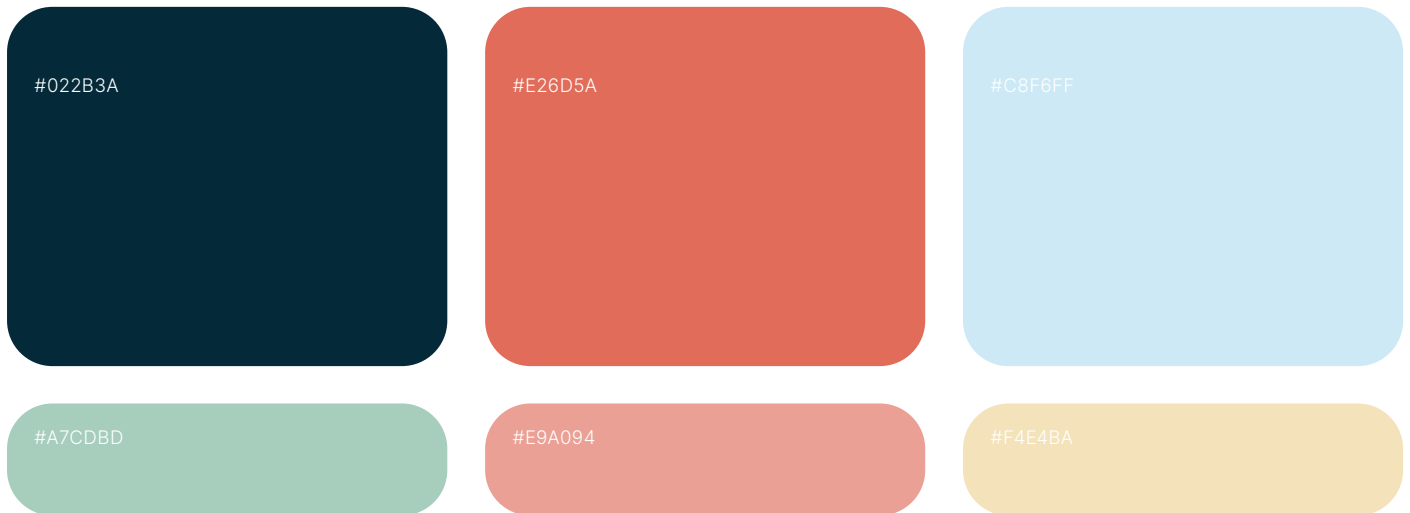


Figure 16 - CoachSync colour palette

When the student is in training page, it is possible to change the mode to “focus mode” in which the background becomes a little darker and the idea (in terms of programming) is for the notifications to go silent. All change indications are also given through colour.

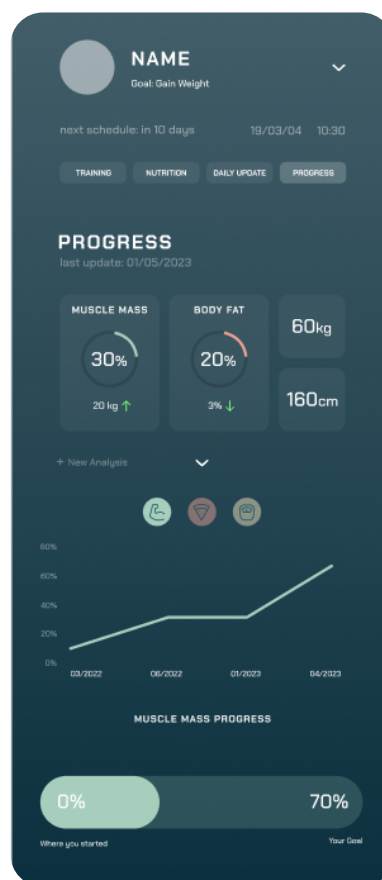


Figure 17 - Colour palette application

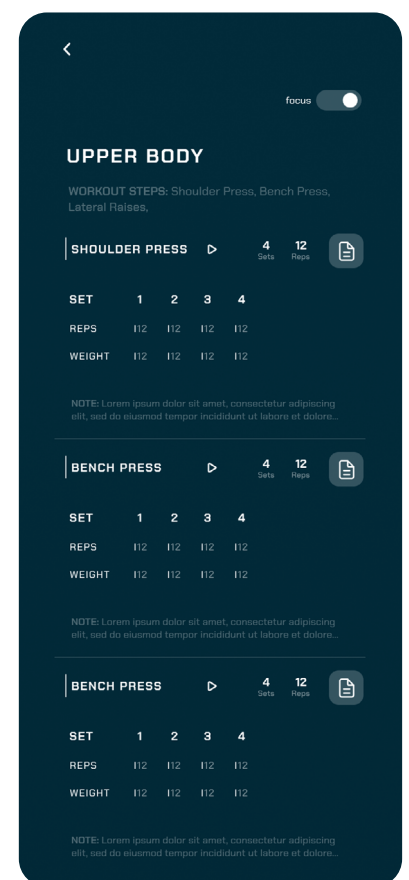


Figure 18 - Focus Mode



Dark Mode:

In October I started doing some research regarding colour. Dark mode as the main mode was a choice based on the benefits it has in terms of eye fatigue, as gyms are generally dark environments. Furthermore, dark mode has been increasingly adopted, as it pleases many users, according to Alan Cooper in "About Faces" (2014) and also reduces visual distractions, such as reflections and glare, which improves usability and efficiency, according to Don Norman in "The Design of Everyday Things" (Norman, 2014).

Font:

The chosen font was a dilemma at first, we needed a font that was quickly readable, that wouldn't tire the user's eyes too much, but that at the same time had personality. "Chakra Petch" ended up being the chosen font, it was made to function well in digital format, both in text and on display, it has different cuts which also reminded us of something more rigid and with well-defined goals, like a gym environment would be like.

Once decisions were made, we started designing all the pages of the app, maintaining the design line and reasoning on all pages, which resulted in something minimalist and without many changes.

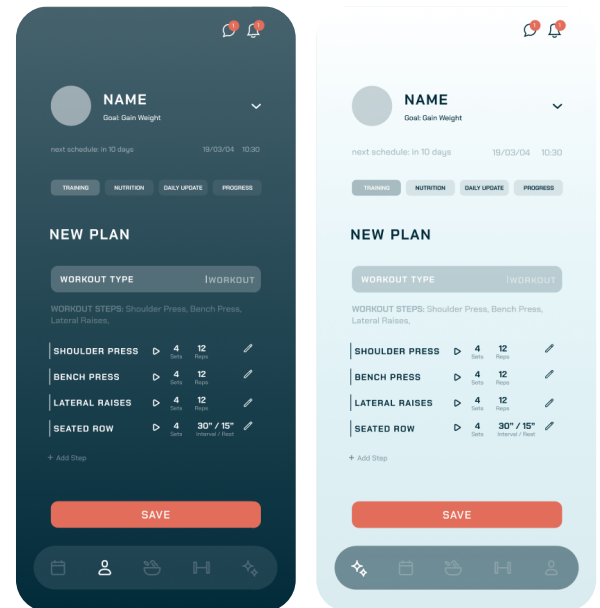


Figure 19 - Dark VS Light Mode

Chakra Petch

The quick brown fox jumps over the lazy dog

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890 [.,!/?#\$%&*^/\@:;]

Penultimate

The spirit is willing but the flesh is weak

SCHADENFREUDE

3964 Elm Street and 1370 Rt. 21

Figure 20 - Chakra Petch Font

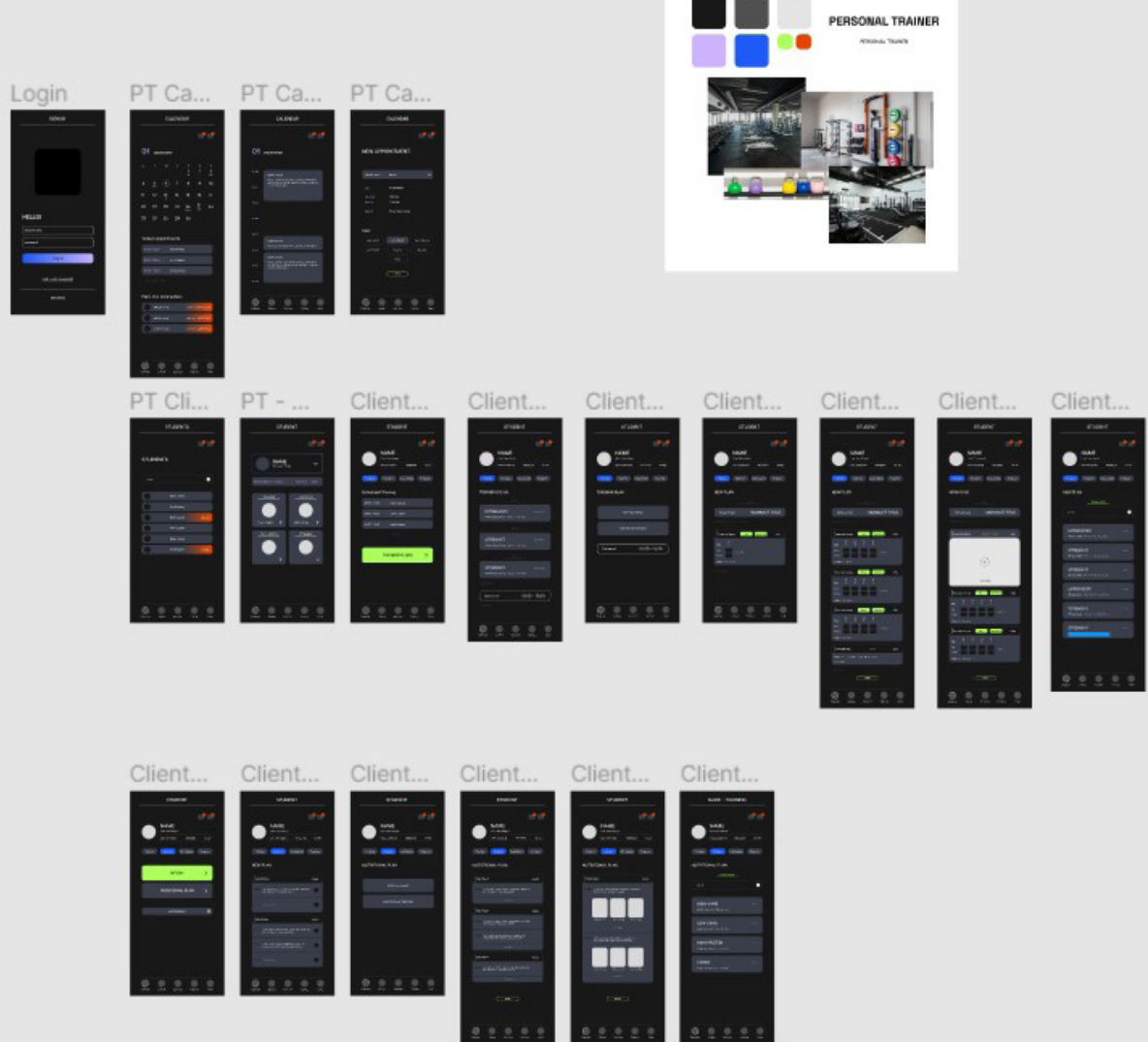


Figure 21 - First Colour Study

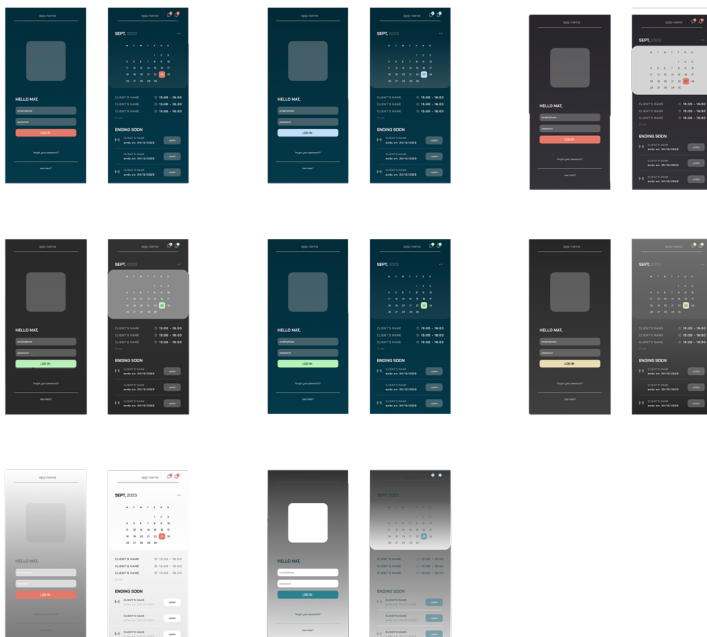


Figure 22 - Colour Tests

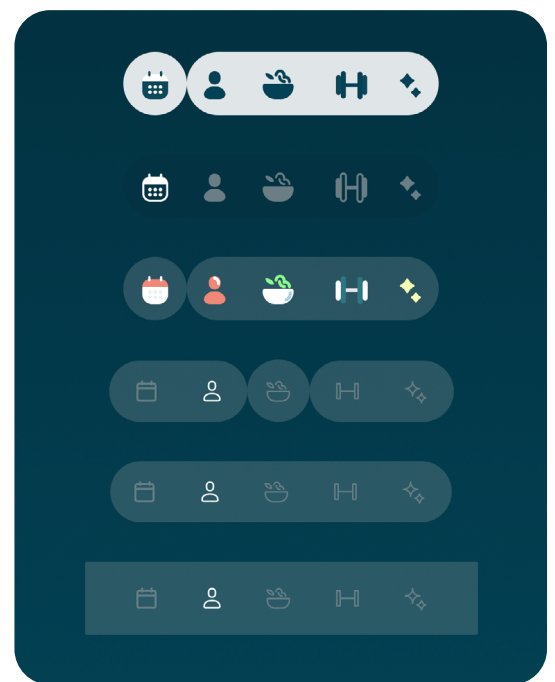
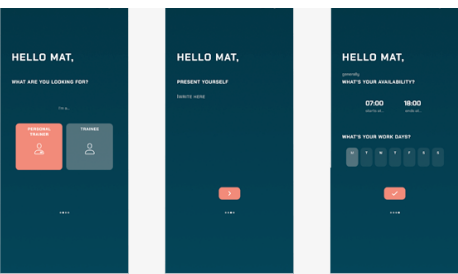
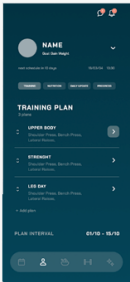


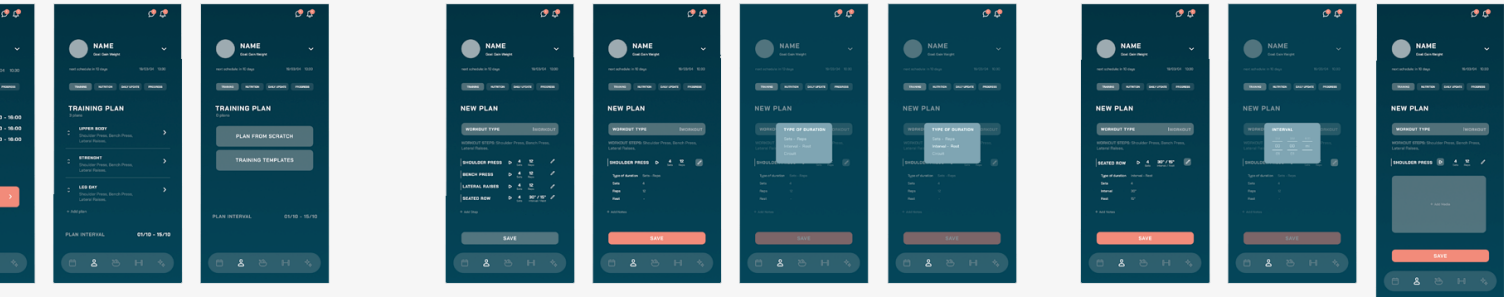
Figure 23 - Menu Tests



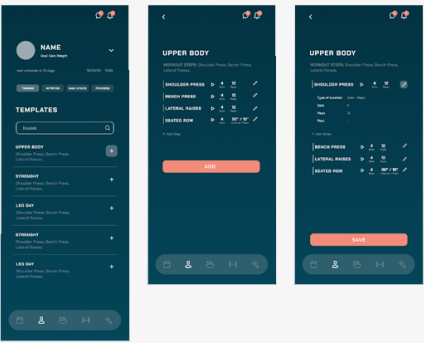
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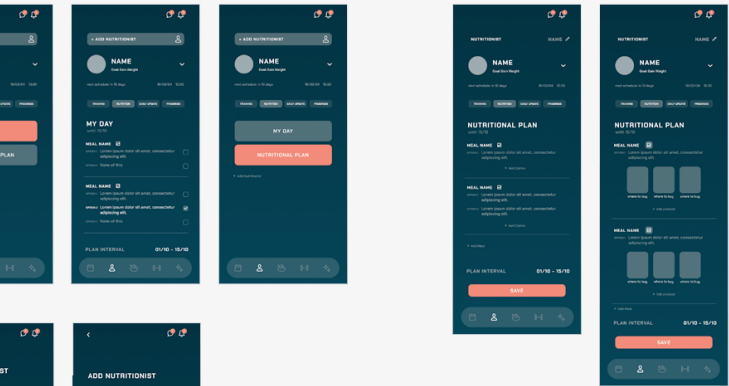
PLAN FROM SCRATCH



PLAN TEMPLATES

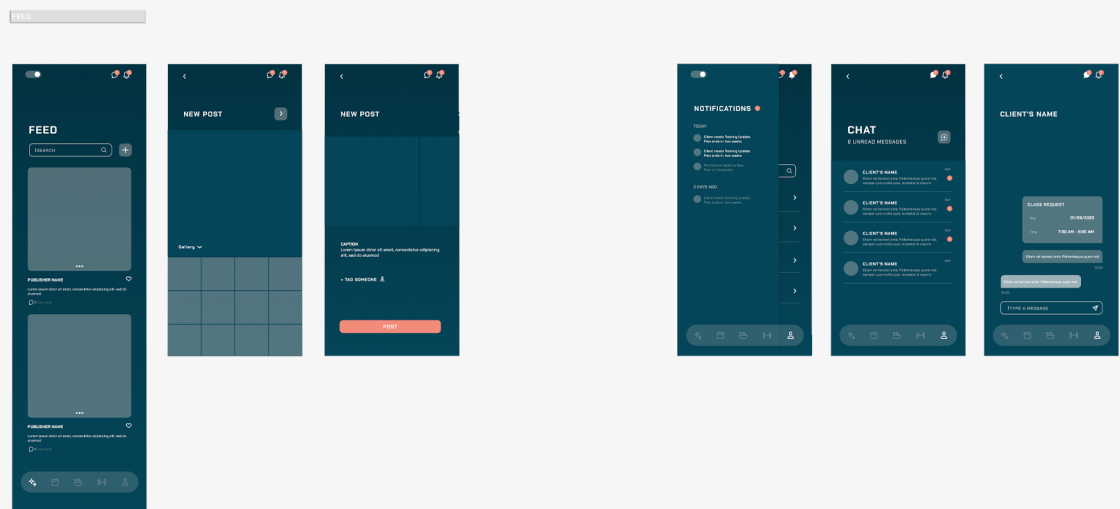
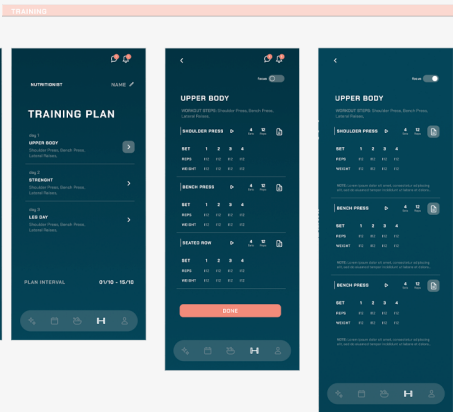
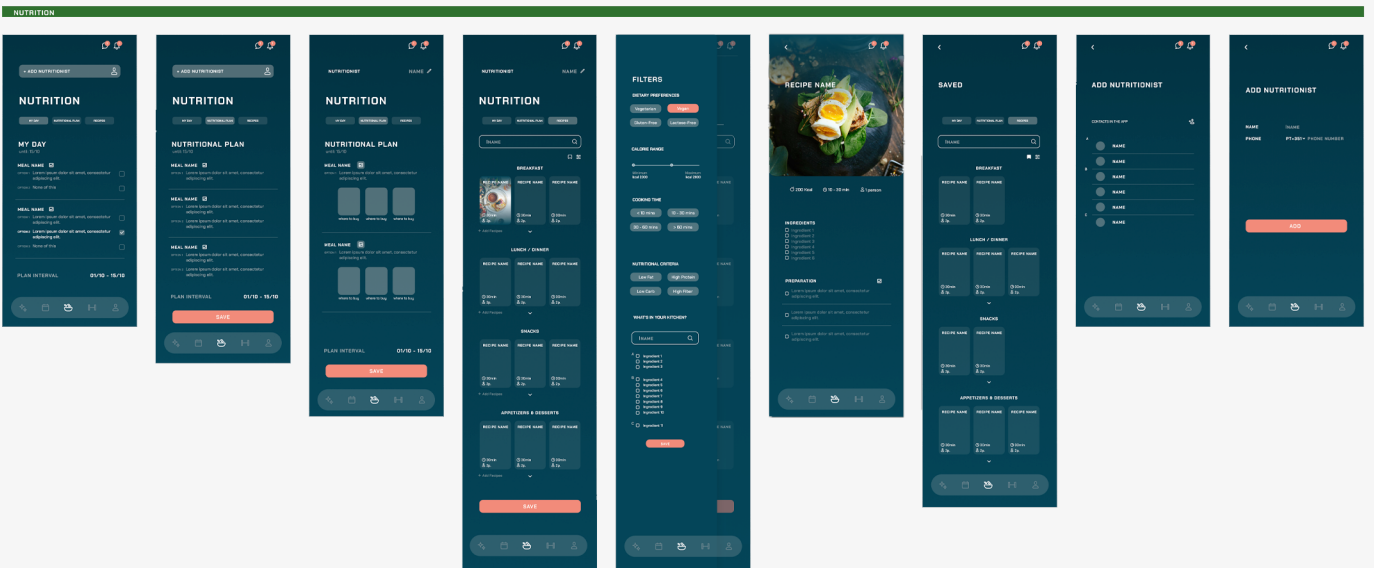


PLAN FROM SCRATCH



PLAN TEMPLATES







Landing Page

While we were finalizing the app's design, we also produced a study of a landing page that would serve to present the app, which would contain all the information about it and download links. At this phase of the internship, I had more space to explore since the landing page wouldn't have as much information and would just be something to demonstrate how a product works, I implemented some ideas with animation and promoted a slightly different experience that engaged the user more and made them want to scroll all the way to the end, I used more immersive experience design.

We started by determining the best way to organize the landing page through a flow study, understanding how we could create an engaging narrative. This initial flow ended up undergoing some changes and improvements as we developed the design.

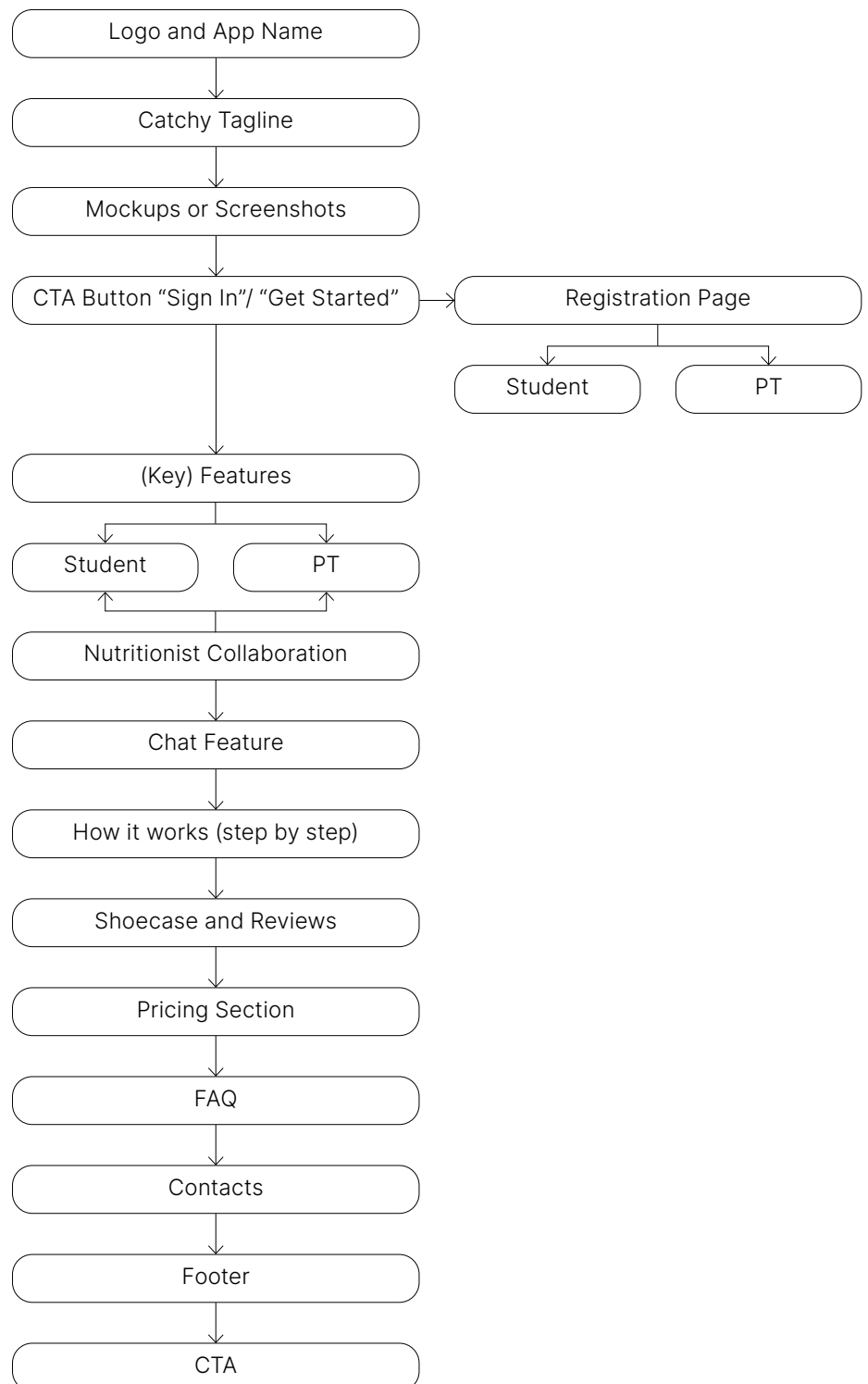
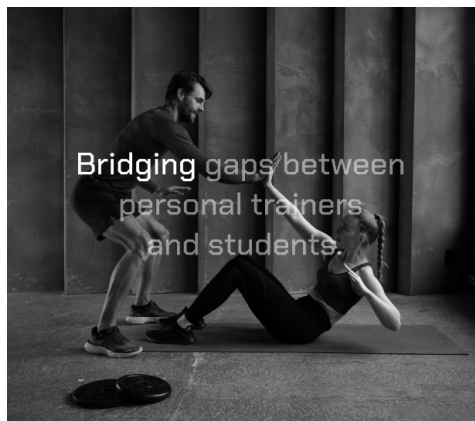
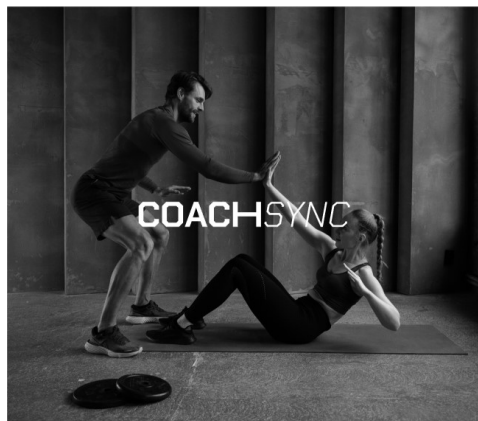
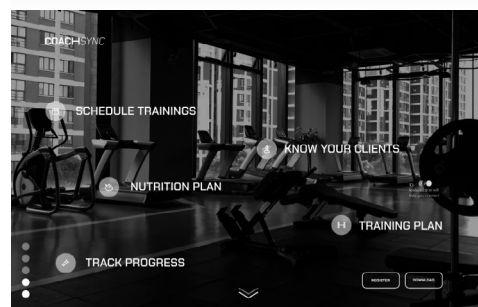
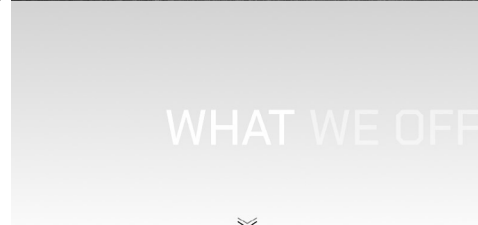


Figure 25 - Landing Page workflow study



Scroll

1 - unfolds on page 56



2 - unfolds on page 56

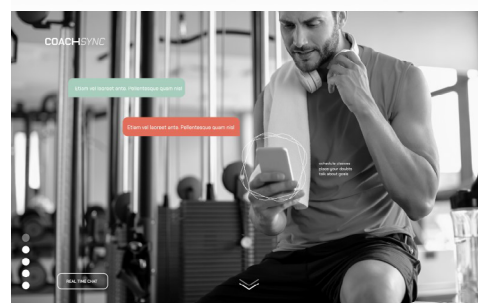
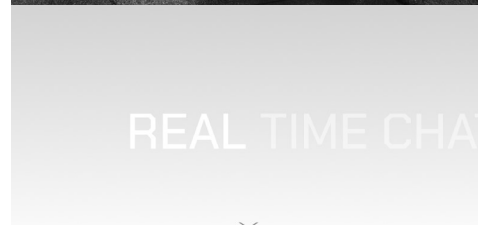
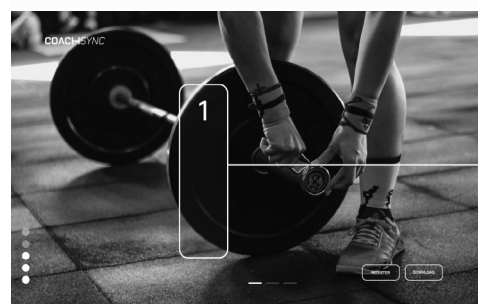
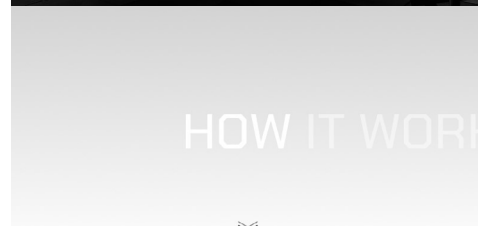
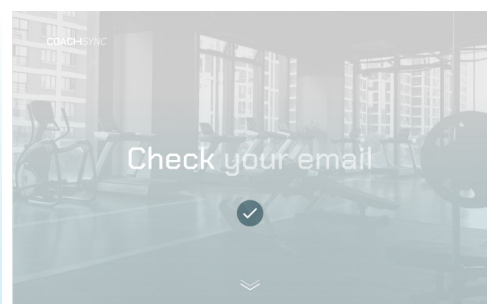
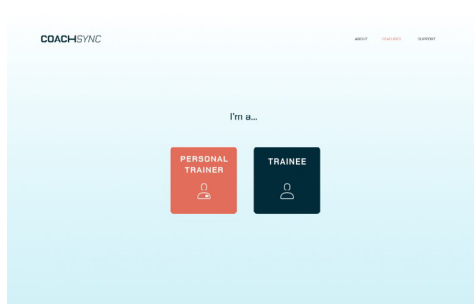
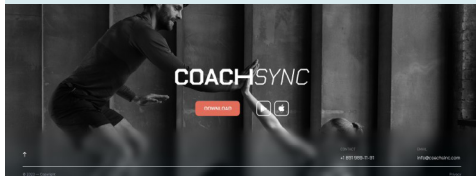
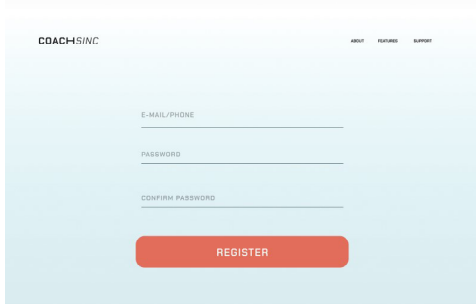
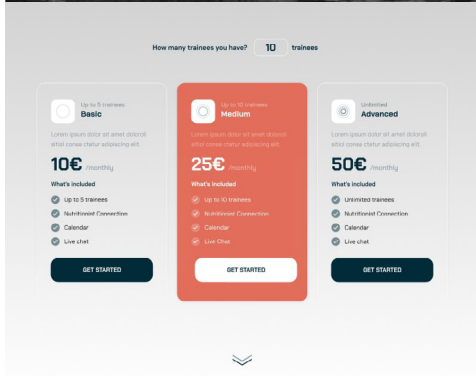
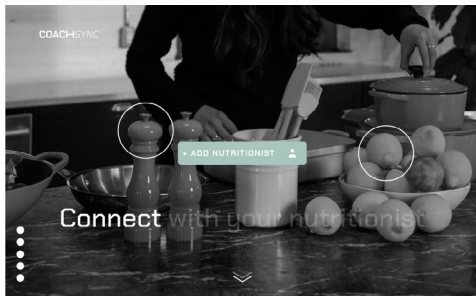
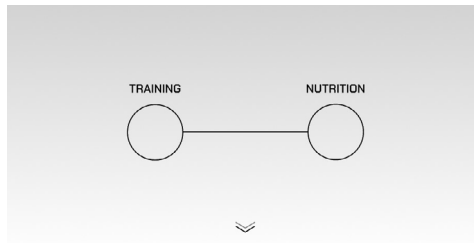
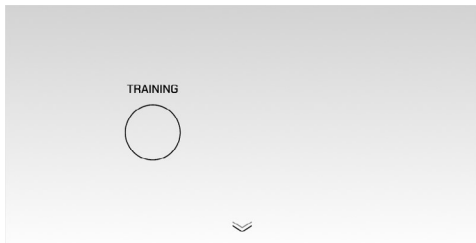


Figure 26 - Landing Page Design



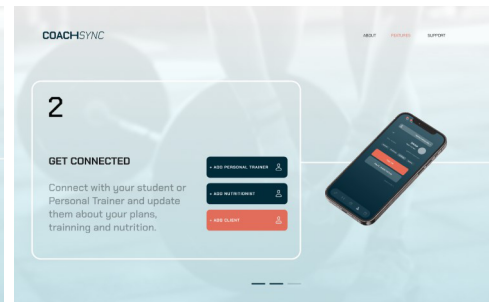
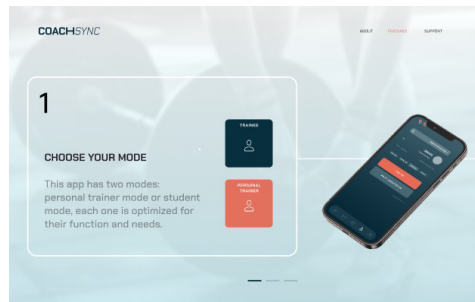
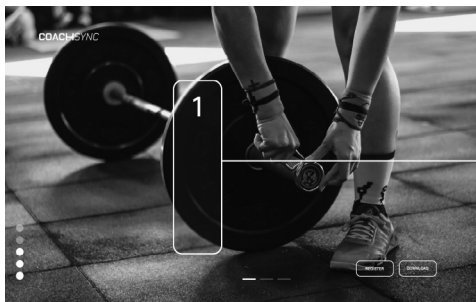
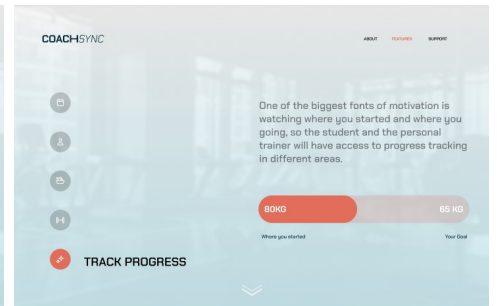
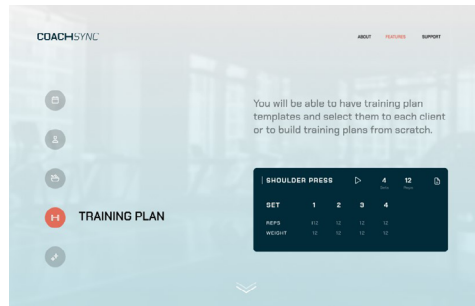
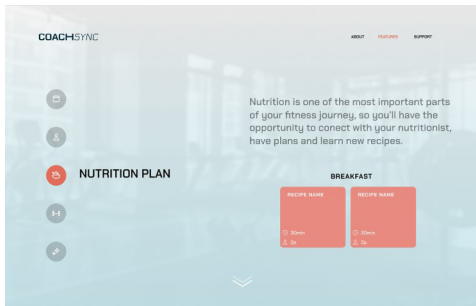
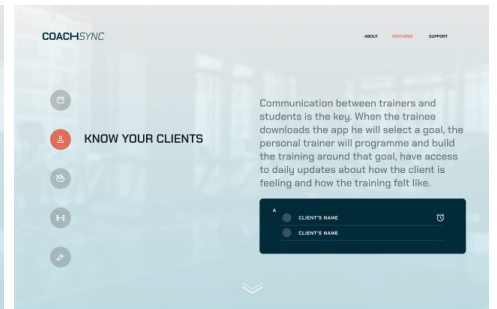
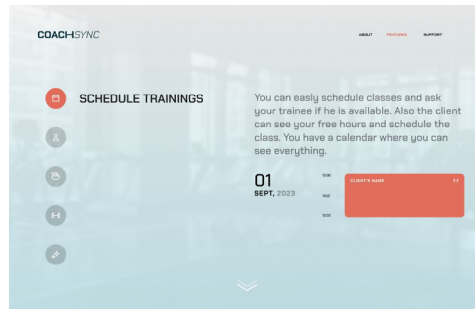
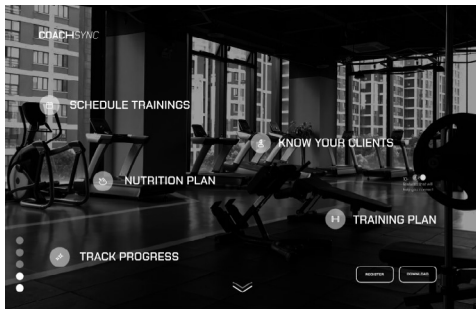


Figure 27 - Landing Page Design (unfolded)



1.3 *Reflections*

During the internship phase, as I had already mentioned, I felt flaws when it came to my relationship with the user. After completing it I realized that there were many questions that I would like to implement or explore more in “field work” and closer to the public target. I realized that often the speed with which projects are requested doesn’t allow time and openness to do so and we can end up with applications that don’t actually serve our client’s needs.

And although the developed app brought me a lot of learning, we didn’t investigate the origin of what might be missing to really satisfy the needs.

There are two phases of design “finding the right problem and meeting human needs and capabilities (...). The first phase is to find the right problem, the second is to find the right solution”(Norman, 2014). “User research is the critical foundation on which your designs are built. Take the time to plan your user research and match the appropriate technique to the appropriate place in your development cycle. Your product will benefit, and you’ll avoid wasting time and resources.” (Cooper et al., 2014, p.59). I felt that I could have done a better work, given more resources and client information. Many companies, due to handling multiple projects simultaneously, skip this 'step,' which ends up being quite important in product development.

I also realized that these types of applications are all very similar, but that there is no one that “predominates” anymore, for example, as an athlete and runner, in this world I realize that the app that stands out is clearly Strava. And despite knowing that there is a place for all the apps in the world, I realize that there is still none that serve users so well that they don’t even have to think about trying another one.

On the other hand, in this case we have other user, the personal trainer’s client, who often does not feel motivated to use the applications and it was something that I would also like to have studied during the internship phase because I found it quite interesting to think about the influence of design on motivation. Therefore, the next chapters will delve deeper into these issues: the importance of designing aimed at the user, really understanding what their objectives are and understanding this influence of our work on motivation.

GOAL-DIRECTED DESIGN AND MOTIVATION

2.1 Design Research

2.1.1 Goal-Directed Design

2.1.2 Design Research Techniques

2.2 Determinants of User Motivation

2.2.1 The determinants of users' motivation

2.2.2 Motivational Patterns





“Design, according to industrial designer Victor Papanek, is the conscious and intuitive effort to impose meaningful order. We propose a somewhat more detailed definition of human-oriented design activities:

→ Understanding the desires, needs, motivations, and contexts of people using products

→ Understanding business, technical, and domain opportunities, requirements, and constraints

→ Using this knowledge as a foundation for plans to create products whose form, content, and behavior are useful, usable, and desirable, as well as economically viable and technically feasible” (Cooper et al., 2014, pp.3-4).

Using the smartphone has become a routine and almost mandatory nowadays, we use it for almost everything, to communicate, to organize and often to motivate ourselves to do something. For example, study apps that use the Pomodoro² method like “Foca” were designed to motivate us to stay focused during that period. And nutrition apps can motivate us to follow a more balanced diet, just as exercise apps can motivate us to follow a healthier lifestyle when it comes to moving our bodies.

In this chapter, I present my post-internship research aimed at understanding how we can create apps with a more goal-directed design and with a greater positive impact on our motivation.

To carry out this work I used a theoretical literature review. The first subchapter (2.1) will focus on goal-directed design, based on “About Faces” book by Alan Cooper and other authors and the second (2.2) will focus on the theory behind motivation in apps, using “Irresistible apps” by Chris Lewis.

² Pomodoro is a technique used to improve productivity, and is usually used in this way: 25-minute work sessions with 5-minute breaks in between, and at the end of the 4th round a longer break is given. This type of app is a “timer” based on this method (Cirillo, 2006).



2.1 *Design Research*

2.1.1 GOAL-DIRECTED DESIGN

Many companies and digital product developers like Apple, Nike or Microsoft pay close attention to the fact that they are serving people. However, many others fail in this aspect. How many applications do we install on our cell phone and uninstall almost instantly after the first contact or after a few days?

If we evaluate some products, we realize that there are some design mistakes that can be easily made in development:

They make users feel confused, for example when the app makes a sound but doesn't say why it did it, or show anything new, the user is left without understanding what happened. They make users make mistakes, such as accidentally deleting something important because the button on the right is the undo button and not the save button. They require too much effort to operate effectively, or they do not provide a good experience.

There are some characteristics that make digital products create a greater distance from people and appear less pleasant to the user, often, they ignore the users' desires and needs. These are the four main reasons why this happens. (Cooper et al., 2014, p.6):

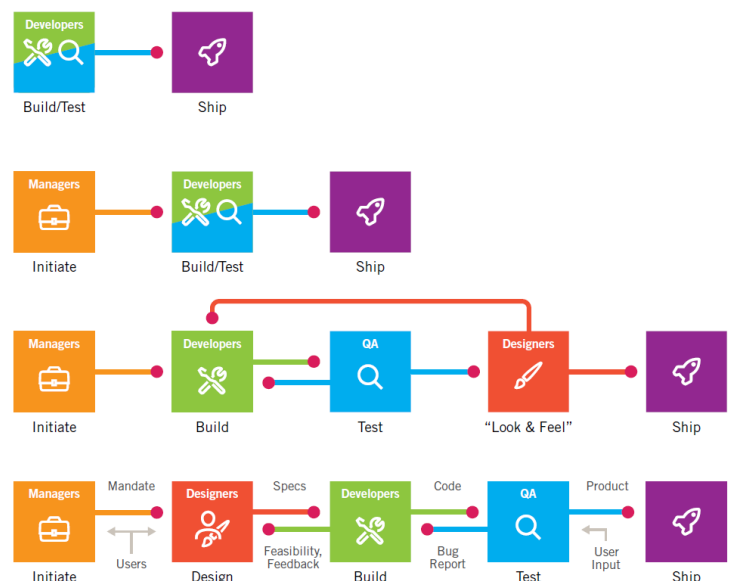
1 Misplaced priorities: on the part of both product management and development teams.

Often the strategy is to ask the user what they need, what their needs are, however, it is very difficult for the user to be able to clearly express what is necessary to complete their needs. For example, when we used paper diaries we thought that everything worked out quite well and satisfied our needs, but when we started using online diaries we realized that we had a new need to set an alarm 30 minutes before a meeting, if we were not given this option we probably wouldn't notice the lack of it. In other words, the user often does not know exactly what their needs are because they do not know a better option.

Generally, what happens is that digital products cover a series of tools, which they think would be useful, but in fact it only makes the product complex, instead of focusing on something simple that would cover a real need.

The figure 28 shows the evolution of the software development process and where the design has fit over time. When design becomes a superficial step or appears too late in this development process, it often results in poor products. Design should always precede code to ensure products meet user needs.

Figure 28 - The evolution of the software development process (Cooper et al., 2014, p. 8)





2 Ignorance about real users: of the product and what their baseline needs are for success.

The False-Consensus Effect, defined by Ross, Greene, and House says that we naturally tend to think that our “neighbor” will think the same way as us, make the same choices, and have the same beliefs. This creates a distortion about our real user (Ross et al., 1976). Technology often doesn’t know the user to the point of knowing what makes them satisfied and happy, we often don’t know how to answer these types of questions and we can’t simply ask users what makes them happy or why they would choose our product, because often they don’t fully understand or can’t clearly express their own needs and motivations. (Cooper et al., 2014, p. 4-16).

3 Conflicts of interest: when development teams are charged with both designing and building the user experience.

“The world of digital product development has an important conflict of interest: The people who build the products—developers—are often also the people who design them. They are also, quite understandably, the people who usually have the final say on what does and doesn’t get built. (...) Even with appropriate skills and the best intentions, it simply isn’t possible for a developer (or anyone, for that matter) to advocate effectively for the user, the business, and the technology all at the same time” (Cooper et al., 2014, p. 9). This scenario has changed over time with the inclusion of designers and the composition of multidisciplinary teams, with several people with different knowledge, ways of working and skills in digital product projects, but even so, pressure from stakeholders can lead to products being created without the involvement of users, as was the case with the app developed during the internship period.

4 Lack of a design process: that permits knowledge about user needs to be gathered, analyzed, and used to drive the development of the end experience.

As design does not have a kind of recipe or process to be strictly followed, we often end up assuming what the users’ emotional desires are. Although we can, as designers, articulate users in our research, as I said before, it is difficult to really understand their needs and most of the cases hearing about their problems is more useful for us as designers than hearing proposed solutions.



Goals vs Tasks and Activities

“Goals are not the same as tasks or activities. A goal is an expectation of an end condition, whereas both activities and tasks are intermediate steps (at different levels of organization) that help someone to reach a goal or set of goals” (Cooper et al., 2014).

While the tasks and activities that lead us to a goal change over time, our goal hardly changes. In the past, for example, we only had this option: we went to libraries to look for books with relevant information about a certain subject to do research. A few years ago we started searching on the internet about the same topic, and nowadays we perhaps use GPT chat. Despite the way we arrived at the goal changes, the goal has always been the same: looking for information. That’s why focusing on the goal is so important, and by focusing on the goal we can reduce the number of tasks that need to be performed to reach our goal, reducing or automatizing irrelevant tasks (Cooper et al., 2014, pp. 4-16)

One of the problems in developing digital products, namely applications, is the fact that the research is not also carried out by the designer.

“One of the most powerful tools designers offer is empathy: the ability to feel what others are feeling” (Cooper et al., 2014, pp. 4-22) if we remove this part of the research from the designer, of really being able to understand and get to know the user, we will not feel empathy for what he does with that we are also unable to transmit this empathy through the digital product. Furthermore, often, the methods that are used for the research provide information about the tasks and not the goals, this can be really helpful in the layout, or workflow but not for meeting user needs.

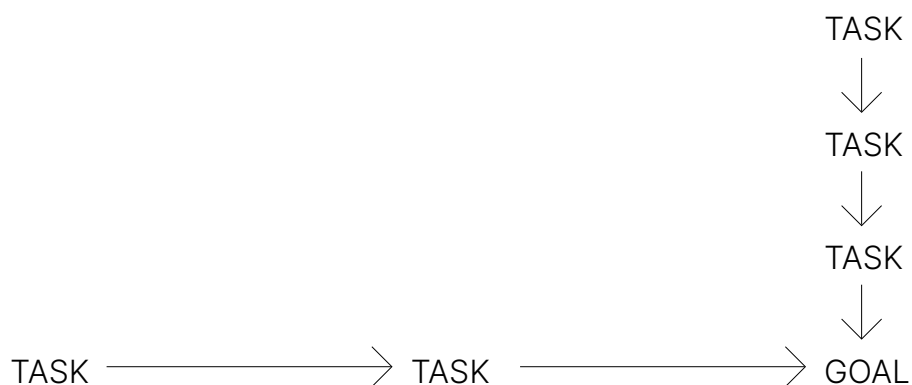


Figure 29 - Different tasks can lead to the same goal



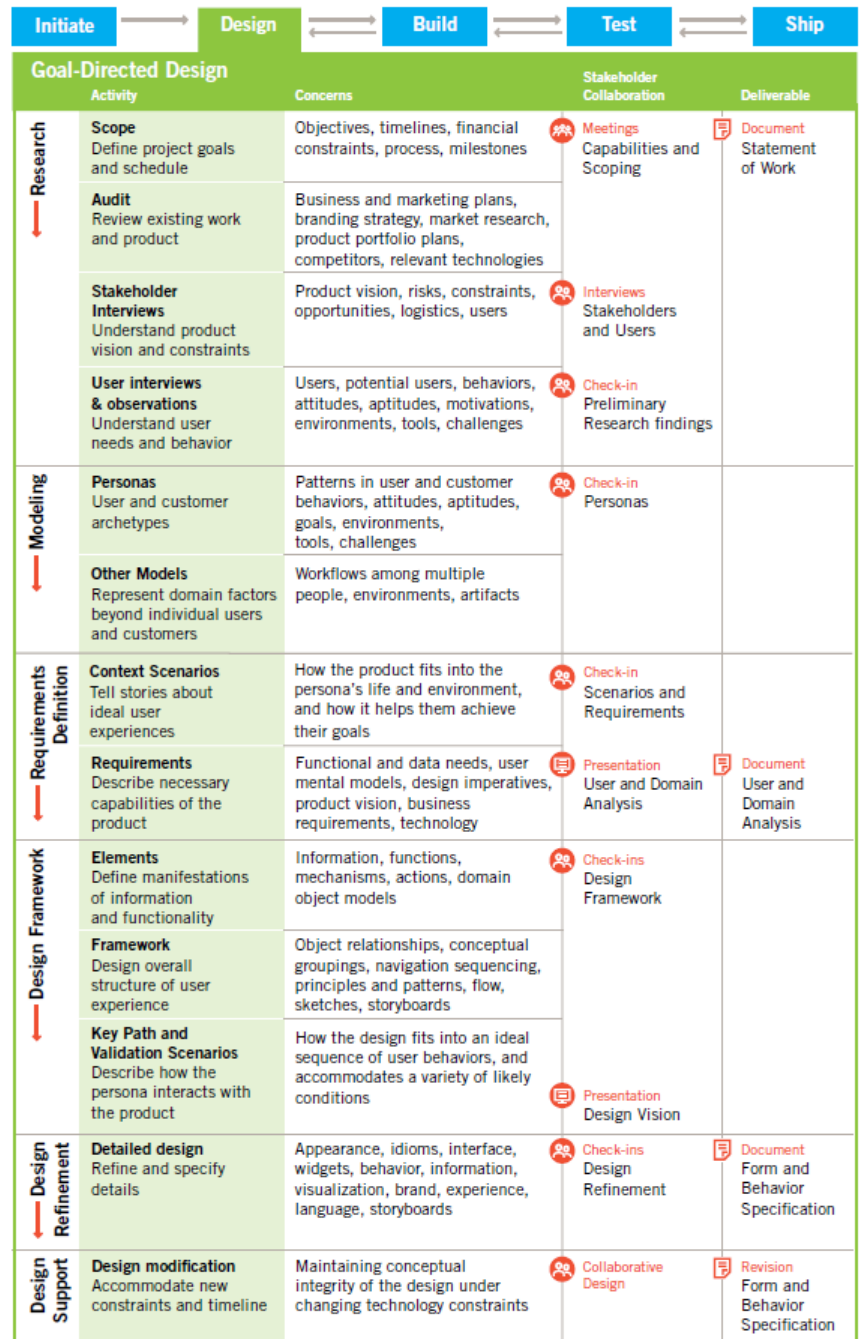
Goal-Directed Design Process

As referred by Alan Cooper and his colleagues (Cooper et al., 2014, pp.24-28). Goal-Directed Design provides solutions that meet users' needs and goals while also addressing business and organizational and technical imperatives. It can be roughly divided into six phases:

- 1 Research - Collecting information about users, their actions, desires, and objectives, while also grasping the business environment and technological constraints. It commonly involves conducting interviews, making observations, and analyzing the market, all essential for creating user-focused solutions.
- 2 Modelling - After 'data acquisition', in this phase, models or personas representing various users are created. These models help understand trends, long chains of behavior, motivations, and difficulties. The aim is to grasp users' information to recognize their identity and the factors impacting their behavior.
- 3 Requirements Definition - The requirements definition phase centers on determining the functional, business, and user experience needs, guided by research and modeling insights. The design needs to cover important aspects to meet both user and business objectives.
- 4 Framework Definition - A conceptual design or framework for the product is developed. This framework consists of the design of layout, navigation, and interaction. It involves designing the product to meet the goals and business objectives of the users in their interactions.
- 5 Refinement - Once the structure is set up, the design is improved, focusing on the specifics. Visual and interactive components are refined, prototypes undergo testing, and modifications are implemented according to user input or technical limitations. This step guarantees that the design is both functional, visually appealing, and easy to use.
- 6 Support - During the last stage, continual assistance and updating are given while the product is put into action. This involves recording the design for developers, dealing with any problems that come up during implementation, and making sure the product still meets user and business needs as it grows.



Figure 30 - A more detailed look at the Goal-Directed Design process (Cooper et al., 2014, p. 25)



During my internship, many of these steps were rushed, mainly due to a lack of time to finish the project but also to the design process applied in the company, especially with regard to the non-involvement of users. So, with this post-internship research, I tried to fill in these gaps and went deeper in theories of user research and user motivation.



2.1.2 DESIGN RESEARCH TECHNIQUES

No matter how talented the designer is, if he doesn't know his user well, he likely won't do a good job. In order to really be able to do design more effectively, it is necessary to collect some data, mainly qualitative, to understand the user's motivations, goals and behaviour patterns and answer some very important questions, such as:

- "How does the product fit into the broader context of people's lives?
 - What goals motivate people to use the product, and what basic tasks help people accomplish these goals?
 - What experiences do people find compelling? How do these relate to the product being designed?
 - What problems do people encounter with their current ways of doing things?"
- (Cooper et al., 2014 p.33)

Although it is often impossible for companies to cover all phases of a project, especially when the workflow is very large, these questions and techniques would help in the development of projects and benefit them. It would bring them closer to the user, empathize with them and help build something that is more desirable. Alan Cooper and his colleagues (Cooper et al., 2014, pp. 36-37), reunited some techniques practiced in the design and usability field to get closer to user and that are useful in Goal-Directed design:

User Observation: Observing users firsthand while they engage with a product or system in their usual surroundings to understand their behaviors, difficulties, and requirements.

Kick-off meeting, that should cover this information:

- What is the product?
- Who will/does use it?
- What do your users need most?
- Which customers and users are the most important to the business?
- What challenges do the design team and the business face moving forward?
- Who do you see as your biggest competitors? Why?
- What internal and external literature should we look at to familiarize ourselves with the product and/or -business and technical domain?

Literature review: Examining previous research, articles, and studies in the subject area to guide the design phase and ensure solutions are rooted in established information.



Product/prototype and competitive audits: Assessing current products or prototypes and examining competitors' offerings to grasp market norms, advantages, and shortcomings, leading to enhancements and creativity. "This procedure both familiarizes the team with the strengths and limitations of what is currently available to users and provides a general idea of the product's current functional scope." (Cooper et al., 2014j, p. 38). By observing applications in the same sector, we were able to see that the biggest problem is the amount of information available, the number of tools and the information hierarchy.

Stakeholder interviews: talking to individuals or groups who are interested in or have a stake in the product to understand their views, objectives, and needs in order to match the design with the business goals.

Subject matter expert (SME) interviews: involves conversations with individuals who possess extensive knowledge in a particular field or sector, offering unique perspectives that guide product choices.

User and customer interviews: Interviewing users or customers directly to collect qualitative information about their needs, preferences, and areas of dissatisfaction, influencing product development to align with their expectations.

During the internship, despite not giving much importance to the user in the development of the project, I used some of these techniques:

→ **User Observation:** As I am a gym user, I also observed how the personal trainers kept all the information, how they communicated with students, etc. This observation was very useful for the development of the project in the initial phase.

→ **Kick-off meeting:** At the beginning of my internship in September, I had a kick-off meeting that helped me understand that I was building an app for personal trainers and students, that means two different targets that need different kinds of information.

→ **Case Studies:** In the context of my internship, case studies were carried with apps from the same sector and understanding which were the most used and why.



After the internship I tried to complete the information in a more conscious and in-depth way, using:

→ **Literature Review:** bibliographical research on the determinants of user motivation and motivational patterns.

→ **User and customer interviews:** In this post-internship phase, I carried out interviews to understand what would make sense to add or modify to the app to become something more user friendly and meet the expectations of the target audience.

In addition to understanding the user's goals, it was important to also understand what motivates them and how design can influence motivation, especially since we are talking about an app related to fitness.

Triggers for motivation

"Cognitive psychologists define habits as, "automatic behaviours triggered by situational cues:" things we do with little or no conscious thought. (...)" (Eyal, 2014, p.6). All our habits are activated through a trigger, for example we wake up because we hear the alarm clock, we go to the bathroom immediately, and we brush our teeth because we saw the toothbrush or because we ate before, and we ate because we were hungry. "Companies who form strong user habits enjoy several benefits to their bottom line. These companies attach their product to "internal triggers." As a result, users show up without any external prompting" (Eyal, 2014, p.6).

"The enemy of forming new habits is past behaviours, and research suggests that old habits die hard. Even when we change our routines, neural pathways remain etched in our brains, ready to be reactivated when we lose focus. This presents an especially difficult challenge for product designers trying to create new lines or businesses based on forming new habits." (Eyal, 2014). Habits are created more easily the faster the action is and the more satisfying it is, to make that we have to appeal to emotions, rather than to needs.

There are two types of triggers, intrinsic and extrinsic.

Intrinsic triggers are connected with emotions, thoughts, or physiological states, (e.g., feeling bored, stressed, or hungry). These triggers are our underlying motivations or needs, causing automatic behavior without external influence. For example, a person might check their fitness app because they want to feel accomplished or track progress.

External triggers, are stimuli caused by something such as alerts, cues, or social nudges motivate users to take action. Push notifications are commonly utilized to kickstart actions, like reminding a user to finish a task.



The interaction of these triggers impacts the development of habits and, consequently, the effectiveness of product design. As per behavioral psychology theories, such as Fogg's Behavior Model (Fogg, 2009), in order for habits to develop, individuals must have the appropriate motivation, ability, and trigger. Design should consider both internal and external factors, ensuring that users are affected by external influences and eventually incorporate behaviors that will keep them engaged in the long term.

Designers can enhance product usability and loyalty by creating experiences that shift from being influenced by external cues to becoming integrated into the user's routine through an understanding of triggers (Eyal, 2014).

There are several types of external triggers:

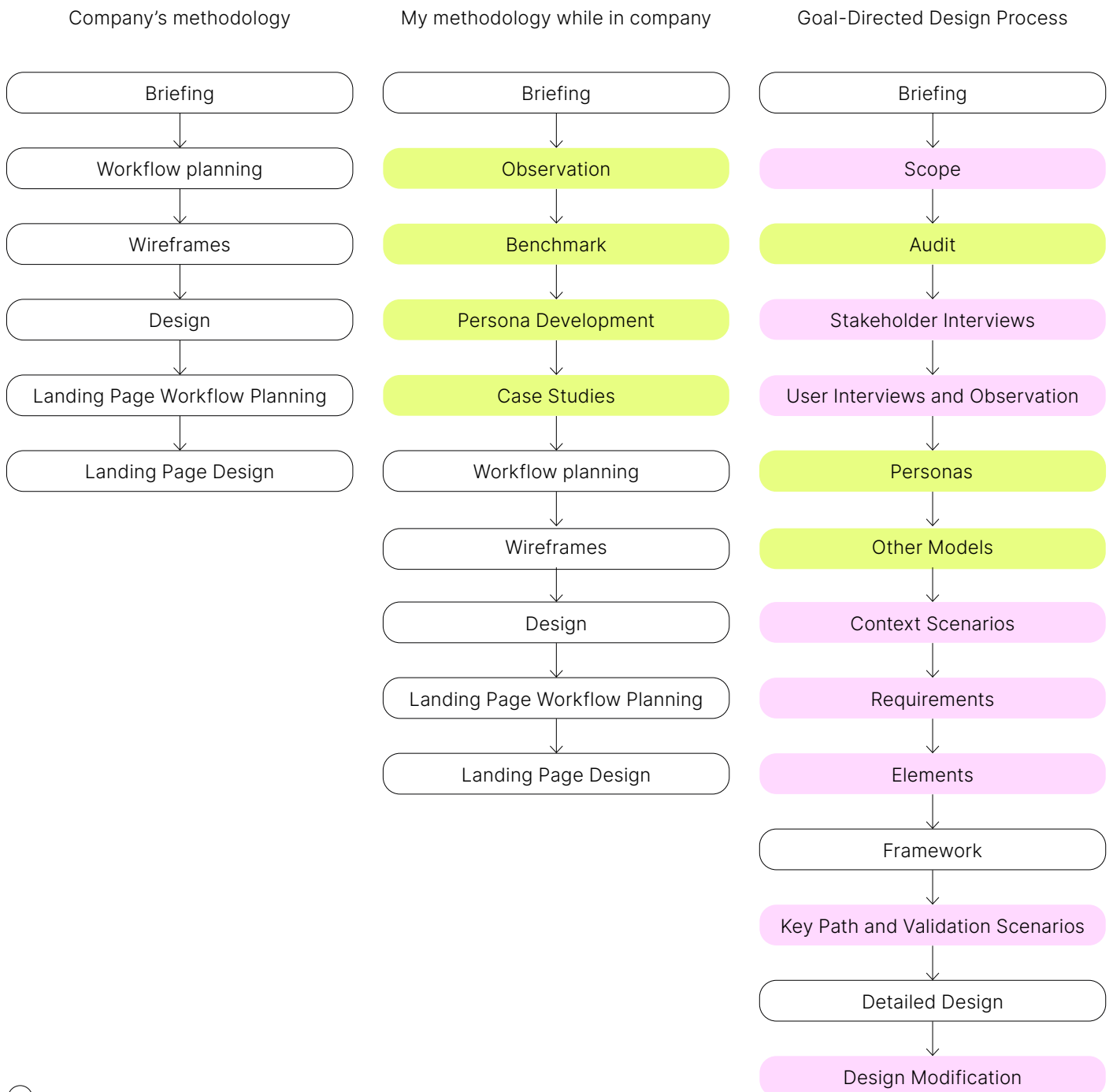
→ Paid: that involves advertising

→ Earned: where we spend time being in front of the public or in important places to gain "status"

→ Relationships: one person tells another about the product or service, in the next chapter, in the interview phase we will have a better perception of the importance of telling the other about an excellent discovery, however here the product has to be really good and not survive just messages like "send this friend to have more space in the app" can become one of the dark patterns that Chris Lewis also mentions in the book, which are interface designs that are intentionally crafted to manipulate users into taking actions they might not otherwise take, if the app isn't that good it soon loses the user's trust and enthusiasm, which leads to the opposite effect of the objective.

→ Owned: these are triggers that the user chooses to have, they only appear if the user wants them to.

The first step to form a habit is having the trigger, after many repetitions and cycles external triggers no longer need to appear. My main objective with this work is to understand how we can break this barrier from extrinsic to intrinsic motivation, that is, for example, in social apps, such as Facebook or Instagram, we open the app without needing to receive any notification. Although notifications make a difference, we feel an intrinsic need to stay connected and updated on these types of apps because it has an previous existing routine, an emotion, a feeling related to it. As an athlete, I feel an intrinsic need to run, without needing any reminder because I know I will feel a good emotion doing it, I wake up thinking about it. How then can design influence this aspect of motivating people to the point where intrinsic motivation begins to appear?



○ Company's methodology

● My methodology while in company

● Goal-Directed Design Process



2.2 *Determinants of user motivation*

To understand some of the principles of motivational psychology present in this research, we begin by understanding what the word motivation means (Ryan, 2019).

Throughout history, motivation has been approached in different ways and several theories have been created around this concept. Motivational theories emerged at the end of the 19th century/beginning of 20th when William James (1890) and other philosophers started to discuss the instinct and influence nature. Through the years multiple approaches were presented: instincts and psychoanalysis; behaviourist approaches; learning theories; needs and motivational theories; biological theories. Some of these, cited in Ryan's Book, Oxford handbook of human motivation (2019), were more related to the behavioural part, such as the theories of Tolman (1932) and Hull (1943) and other theories proposed an approach more linked to psychodynamics, as we see in Freud's (1962/1923) theories, for example. White later came to reflect on the importance of intrinsic motivation and self-realization, he had a perspective based on the search for personal growth, fulfillment and meaning in life.

Some later theories focused on goals. "Goals, they argue, help the individual to focus attention and to protect responses compatible with one's motives. This definition suggests how closely goals and motivation can be tied, in so far as goals are in many ways the servants of motives" (Ryan, 2019, p.4).

"These motivational theories replace, in a certain sense, the old drive theory accounts of Hull and Freud with a different set of "drivers." Rather than tracing motives to drive reduction these theories look to the evolved and acquired psychological needs and motives of individuals. (...) People are motivated to pursue cultural goals and projects that help them feel esteemed and avoid awareness of vulnerability and mortality. Self-determination theory, on the other hand, focuses on intrinsic motivations and the basic psychological needs that support them as being fundamental to active behaviour" (Ryan, 2019, p.23).



Chris Lewis (Lewis, 2014), in his book “Irresistible Apps” made a bridge between motivational theories and software design, introducing the theories of intrinsic motivation. Here he cites Malone, who studied the fact that when something stops teaching us, it becomes boring. Malone’s (1980) findings show that finding something that can be learned is one of the strategies that help us create software that intrinsically motivates. Autonomy, Competence, and Relatedness by Deci and Ryan (2017) introduce the Self-Determination Theory (STD).

STD speaks of autonomy, competence and relatedness as the three core tenets that a task must have to become intrinsically motivating. Basically, an app would work well when we managed to do what needed to be done, the process was interesting and challenging and the results are something we feel is important and has value.

“Thus far, intrinsic motivation has been described as a single value. The theories of Malone and SDT indicate what may move the needle backward and forward on how much intrinsic motivation we have to do a task. Steven Reiss proposed a multifaceted approach that considers different peoples’ needs at different times. He takes issue with the idea that there are certain tasks that are intrinsically enjoyable to people” (as cited in Lewis, 2014).



2.2.1 THE DETERMINANTS OF USERS' MOTIVATION

Steven's Reiss (2004) defines 16 basic desires that fulfil human needs, which he links to evolutionary psychology: power, curiosity, independence, status, social contact, vengeance, honour, idealism, physical exercise, romance, family, order, eating, acceptance, tranquility and saving.

Design Patterns, introduced by Christopher Alexander and others (1977) have a specific pattern language, each pattern has a particular problem and that problem is paired with a solution (as cited in Lewis, 2014). Chris Lewis, in his book, used motivational user stories to discover patterns. "User stories help focus design planning, ensuring teams meet actual user needs, rather than building unnecessary features. For this reason, user stories are generally specific, saying what to do and how to do it, with well-defined features and outcomes" (Lewis, 2014, p.23).

By applying the Reiss desires framework, you have the ability to transform user stories into motivational user stories. These narratives limit the logical component of user stories to satisfy wants, reducing the level of abstraction to a motivational level. These reasons explain how the objective fulfills a want, not how specific features are delivered. In order for a user story to be inspiring, the advantage should be the immediate gratification of a want. If there is no immediate gratification, the advantage takes on the shape of a typical user narrative. Motivational user stories follow the structure: As a <role>, I want <something> so that <Reiss desire is met>" (Lewis, 2014).

In order for a motivational design pattern to be effective, users need to recognize that a specific feature can help fulfill one of their motivational needs. If they are unaware of its presence, it cannot provide any assistance. However, users do not do this intentionally; they do not actively think, "I want to reach out to others and seek validation." They believe, "I'll post on Facebook about how awful today was, hoping someone will cheer me up" (Lewis, 2014).

If users are unable to understand which desires they could satisfy, that specific widget won't attract them as motivationally. The user needs comprehensive knowledge about the available affordances, either through prior experience or through explicit explanations in the user interface. This may appear obvious, but it is often more difficult to achieve than it appears. (Lewis, 2014).

Chris Lewis (2014), organized the patterns as follows: gameful, social, interface and information with each of these sections involving different Reiss desires. For example, while the gameful sector provokes the feeling of power and status, the Information sector provides the feeling of tranquillity.



POWER,  **CURIOSITY,**
INDEPENDENCE, STATUS, SOCIAL
CONTACT, VENGEANCE, HONOUR,
IDEALISM, PHYSICAL EXERCISE,
ROMANCE,  **FAMILY, ORDER,**
EATING, ACCEPTANCE, 
TRANQUILITY AND SAVING.



2.2.2 MOTIVATIONAL PATTERNS

Although we cannot tell that one design pattern is the perfect pattern because it depends on how its used and applied, we can view patterns as a strategy to motivate users, however, when these are used without thinking it can result in something we don't expect.

Chris Lewis, in his exploration of design patterns, highlights several key strategies for generating specific user feelings and behaviours. He defines the patterns in four general headings:

Gameful patterns are:

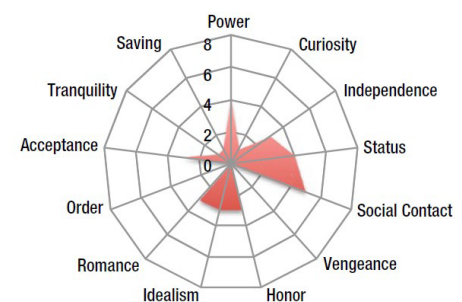
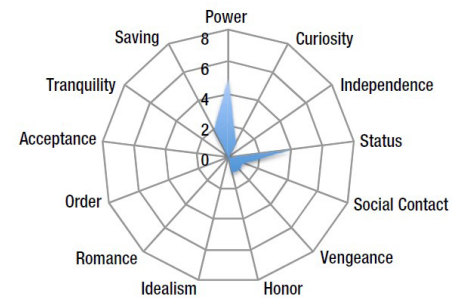
- Score, which gives a quantitative value to a user's actions;
- Leader board, which ranks users based on that score;
- Growth, which surprises users with unexpected outputs;
- Increased Responsibility, a pattern that rewards great users for their experience and contribution by giving them a real-world power up;
- Collections, a pattern for when users collect things in the application; and its specialization;
- Badges, which represents the achievement systems we see through out various software.

The social patterns are:

- Broadcasting, which is the act of sending a message out to others
- Social Feedback, which is a broadcast in response to someone else's message;
- Activity Stream, where broadcasts are collated into a list;
- Contact List, where broadcasts can be directed to certain users;
- Identifiable Communities, which let users interact with each other in a forum-style setting;
- Meta-Areas, which are communities focused on a software product itself;
- Item Sharing, which lets users exchange goods with one another, enhancing their social bonds;
- Identity Shaping, which lets users be who they want to be online

Figure 34 - Gamification patterns and how they affect Reiss Desires (Lewis, 2014)

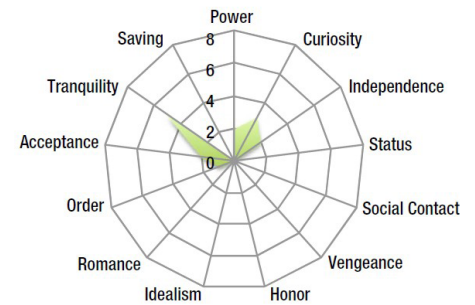
Figure 35 - Social patterns and how they affect Reiss Desires (Lewis, 2014)





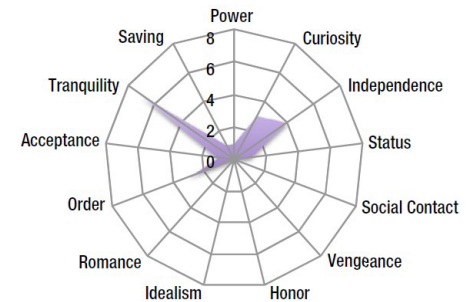
If we're talking about interface patterns, we can focus on these ones:

- Notifications call out to users.
- Praise lets users know they're doing what they are supposed to.
- Predictable Results allow users to understand what an interface will do.
- State Preservation and Undo are there if they get it wrong.



And, finally, the eight information patterns:

- Customization allows users to create a more comfortable software environment.
- Personalization is an attempt by the computer system to adjust user preferences.
- Task Queues contain a list of tasks for the user to complete.
- Organization of Information pattern letting users organize content.
- Search so they can retrieve their information later.
- Intriguing Branches providing interesting paths for the user to explore.
- Report allow users to report something they don't like.
- Filter allowing users to manage content they find unappealing.



And if we put all these patterns together this would be the result:

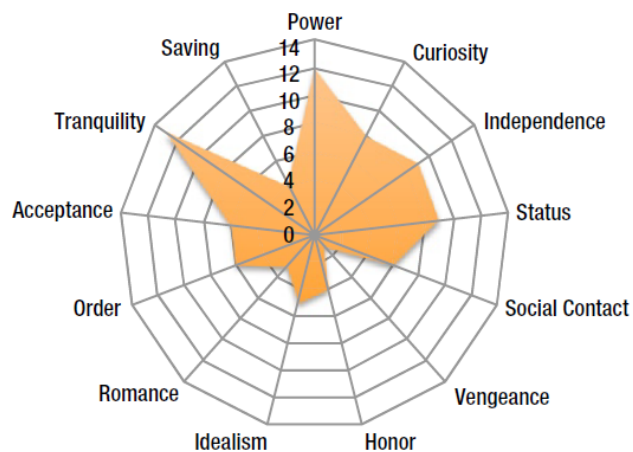


Figure 36 - Interface patterns and how they affect Reiss Desires (Lewis, 2014)

Figure 37 - Information patterns and how they affect Reiss Desires (Lewis, 2014)

Figure 38 - Motivational patterns and how they affect Reiss Desires (Lewis, 2014)



These patterns are applied in several mobile applications and they are what make us feel engaged and maintain interest in them, even without realizing it. We can see that several apps use gamification, such as: Duolingo, an application designed to teach new languages, uses the growth pattern, unlocking new levels and achievements as we learn a little more of a new language. Strava, an app designed for athletes, uses a leaderboard, motivating users to compete and improve their scores; Pokémon Go uses collections, allowing users to collect different types of Pokémon, promoting continued use.

For social patterns, we can see examples such as: Facebook, which uses several social patterns such as broadcasting, allowing users to share content with their friends; social feedback, allowing users to like, comment and so on. WhatsApp uses the contact list pattern, allowing more targeted communication. Dropbox allows you to share items, files and folders with other users.

We can find interface patterns, for example, in Gmail notifications, predictable results in Spotify, where we clearly know what we are doing in the app with each control. Google Docs with state preservation and undo, which allows you to revert actions, changing something you have done wrong.

And finally, in terms of information patterns, we can find them, for example, in Netflix, which personalizes recommendations, films and series based on history using personalization. The notion that uses the organization of information, giving us tools to organize notes, documents, calendars, etc., filters in various apps such as Google Maps, which allow us to choose the categories of the locations we are looking for.

The application of these patterns can increase user satisfaction, promote engagement and create a more personalized and intuitive experience. By understanding and implementing these patterns effectively, designers can create mobile products that stand out and offer real value to their users.



UX/UI DESIGN AS A TRIGGER FOR MOTIVATION

- 3.1. What Motivates Fitness App Users? - Interviews Review
- 3.2 Designing for motivation
 - 3.2.1 Motivational Patterns in Fitness Apps
 - 3.2.2 App Redesign



In this chapter, I will put into action the studies about goal-directed design and motivation and present the plan and analysis of two user research techniques: interview and survey. Based on that, I will present a redesign of some of the CoachSync app pages.

I started my design approach using an exercise to reflect on the feelings associated with CoachSync and the possible origins of its problems: the “Five-whys?” (Serrat, 2009). This technique is consisted of identifying a problem and repeatedly (five times) asking why it happened seeking to find its root cause. He called it the five whys, because usually he’d land at the problem’s root cause by the fifth question.” (Atlassian, n.d.). I used this method two times, each one based on the personas defined: Tiago (a personal trainer) and Ana (client).

THE FIVE WHY’S

Personal Trainer - Tiago

Why does Rafael want to use the CoachSync app?

To create a more present relationship with your customers and offer them a better service.

Why does he want this?

To evolve in your career, make the most of your time and value your work.

Why?

To gain recognition as a personal trainer, acquire clients and keep the clients you have interested.

Why?

To feel fulfilled as a professional and motivate students to achieve their goals.

Why?

To feel like you are doing a good job, feel tranquility, and provide one of the best services on the market.

Student - Ana

Why would I want to use the CoachSync app?

To be able to see Angela’s availability for training, to have a plan in a specific place, and to understand my progress.

Why do you need it?

To have my achievements recorded and monitor my training, so I’m not always looking through the gallery or training plan notes.

Why?

To feel like I have everything organized, to know that I will find what I’m looking for and if I have any questions, I can ask Angela directly

Why?

To feel like I don’t waste time.

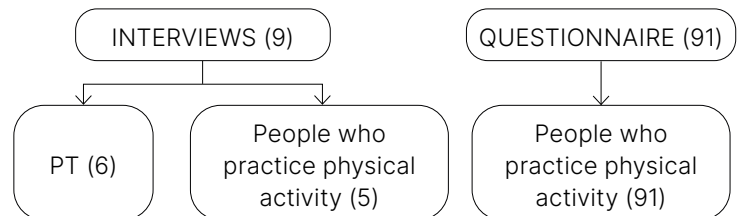
Why?

To feel calmer and more productive.



3.1 *What Motivates Fitness App Users?*

From April to May I carried out some semi-structured interviews with: Personal Trainers (6) and general people who practice physical activity (5). These interviews gave me a broader qualitative view. To complement this qualitative data, I also carried out an online questionnaire (91 answers) to obtain a greater number of responses and understand some quantities.



INTERVIEWS:

The complete interviews are in the appendix and were based on the following script:

THE USE OF FITNESS AND WELL-BEING APPS

I invite you to participate in this interview about the influence of experience design on fitness applications as part of my internship report to complete the Master's in Graphic Design and Editorial Projects at the University of Porto (FBAUP).

GOAL

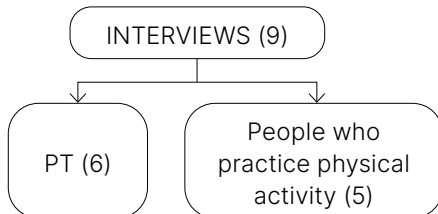
The objective of this interview is to understand the use of fitness applications and the motivation principles behind them.

Experience:

- Are you a personal trainer?
- Do you train with a Personal Trainer?
- Could you start by telling us a little about your experience in the fitness world?
- What are your personal goals in relation to physical exercise?

Use of Fitness Applications:

- Have you ever used any fitness app? Which?
- How long have you been using it?
- What motivated you to start using these applications (What features do you use most?)? What led you to uninstall these applications?
- Share a situation in which a certain aspect of the fitness app significantly motivated you to achieve your goals? How could an application help you achieve your goals?
- What are the main features or functionalities of these applications that make you continue to use them?



Tiago(P6), a personal trainer, mentioned something really interesting, which I will translate to English in this citation, but you can find the original in the appendix, he was talking about an app that he uses: "It also has a very interesting gamification system, which I think is very interesting for people's adherence and maintenance for longer, so gamification is very simple, you earn points for each training you complete, you have to follow all the training steps, consider it finished, send feedback to the coach, etc., so the more complete the experience is, the more points you earn, and we as coaches must also encourage a bit of competition among our athletes and this app allows us to do that very well, anyway, I found it here an excellent ally to deliver my work to people here." In other words, a gamification system is used for people to fill in all the data, according to what I studied above this could become something quite good but at the same time a little irritating because we are being forced to waste time on something. However, at the same time, it is a good strategy for personal trainers to have all the data they need from the student. As we studied above, "removing unnecessary steps" is something really important that was also mentioned in this interview when Tiago said, "Imagine that you receive a personalized training plan, in PDF or Excel, in which you can even have the link to the video etc. but you have to click on the link for it to go to YouTube, to open a new window, close the training plan, in other words your experience is not fluid, it becomes boring, it ends up leading you not to use those tools, whereas in the app everything is in the same place".

In the interview with Pedro Martins (P1) (Personal Trainer), he talked about an application that would be very useful for someone new to this career as a personal trainer, it was an application that showed the muscle you were training in a given exercise, here we see a handy example of generating a persona, in this case, our persona has been working in the area for 2 years, which means that this knowledge has already been acquired. It would perhaps be useful for the student to have a visual perception of which muscle they would be training.

For most interviewees, it is very important to have the information in a very visual way, such as progress, that is, it must be something simple, visual and attractive so that it is motivating, and always very present, perhaps it would be important have progress, or statistics or the number of weekly

workouts on one of the first pages of the application, for example, in the case of the Strava application, where on the “home” page a record of the people we follow is displayed, like a feed from a social network, but at the top there is a “weekly snapshot” of our activities, where it makes a comparison with the previous week, This makes us unconsciously want to maintain or improve compared to the previous week. Something interesting that the Hevy app does is comparing the weight you lifted during training or during the week with real objects, making us have a visual perception of what we achieved, which doesn’t change much but it’s funny and they wait for that information which in a way motivates the user a little, it’s like a badge but personalized. Both apps make comparisons between current training and training from a year ago or x amount of time ago, which is also important to remember everything that users have achieved so far.

Thinking now, from the perspective of a personal trainer, there could be a visual motivation as well, such as a leaderboard about other points regarding the student’s progress or a graph that sums up the progress of all students and which could also be visible in the main page, also a comparison between their students results from one month/year ago.

Another point is the fact that each gym has its own application, we can understand the importance and need to have an app in its image, with the design aligned to the space, so that everything makes sense. However, these apps usually do not fully satisfy the personal trainer.

In general, all the personal trainers I interviewed who expressed interest in an app to make their work easier have already been working in the field for some time. We can also see that most users are looking to record their training in a simple and intuitive way, and that seeing progress is a huge incentive. And it is common for most people to need to include more information other than just the training plan, such as metrics, water intake, sleep... Many of the interviews also mentioned the social side of applications as an important factor in maintaining interest, but how, in an application that only connects the personal trainer with the student, can it become something social without seeming forced or without becoming unnecessary? Maybe if there was the possibility of creating mini groups within an app where we could

put students who are at the same level in competition? Angela (P5), one of the interviewees, is a physical education teacher at a school and used an application during the Covid season, in which she was able to create a group of a class and have students compete against each other, the app (Agit) used the camera of the phone to define whether the exercise was done well or poorly and count the sequences/exercises. Which is quite interesting, however it would work well if our target audience trained at home, as they train in a gym it is not very easy to use this method.

Apple’s Fitness application has a very interesting visual strategy, the daily goal is presented as a circle that is completed as you get closer to the goal, if you do even more than the goal the circle overlaps and continues to add, that is, instead of stopping at “100%” continue to show how much you exceeded your goal.

With the semi-structured interviews, I managed to obtain some very important qualitative data for the remaining work, and during the interviews with the personal trainers and some conversations I had along the way, I realized that the features I had included in the app developed during my internship were in line with the needs, such as the ability to personalize training, the feedback, the videos... even so I decided to do an online questionnaire to get more answers, even if shorter, I would collect data from a wider audience.



What Motivates Fitness App Users?

QUESTIONNAIRE



People who practice physical activity (91)

QUESTIONNAIRE

As I mentioned, an online questionnaire was carried out with a total of 91 answers. The questionnaire included both quantitative and qualitative questions, covering the participants' relationship with physical exercise, their use of training apps, and their motivations and barriers related to the use of these apps. (The entire survey is available in the appendix, as well as the answers to each question).

The responses were collected through social networks, WhatsApp groups and direct contacts with personal trainers and students. Most respondents are between 18 and 35 years old, an age more linked to apps and new to the fitness world. This information also goes against the persona I created at the beginning of the internship, which in a way ends up being a complement and confirmation of everything I did in the initial phase. With this questionnaire, in connection with the interviews we were able to understand what is essential to improve the engagement of this age group and this public.

In this questionnaire we were also able to understand that most people train alone, often as a routine, due to lack of gym options close to home, fear of going to a gym for the first time, lack of motivation... This indicates a need of an alternative to something that offers personalized guidance, motivation and a feeling of "I know what I'm doing" to make up for the lack of always being physically with a personal trainer or support during training. Also, while a large portion continues to use apps, a notable percentage has stopped. Analysing reasons for discontinuation from qualitative data, we can see that many people stop using them because: there are fees applied (here is important to ensure a intuitive experience, so we can provide value and balance the cost with the benefits), the book "Hooked - How to build habit-forming products" touches on this point, saying that it is much easier to convince someone to "pay" a fee for the app when they are already used to using the app and it is already part of their routine: "For example, in the free-to-play video game business, it is standard practice for game developers to delay asking users to pay money until they have played consistently and habitually. Once the compulsion to play is in place and the desire to progress in the game increases, converting users into paying customers is much easier." (Eyal, 2014), This would be an interesting strategy to moti-

vate users, especially personal trainers, as professionals, to start using the app. But also because of person's routine, for example stopping exercise, switching to different fitness routines or methods, but many others are also related to the user experience design, as the app isn't intuitive, it doesn't meet the needs...

Strava was, again, mentioned due to the integration of competition, challenges and simple and quick understanding of progress and records. As mentioned, both in Chris Lewis' book and in Mihaly Csikszentmihalyi's Flow Theory, competition and social integration are important to maintain interest and motivation. We also noticed something interesting, many of the apps are recommended by friends, or known through groups, in the future, when developing the app re-design, we can take this aspect into account.

QUESTIONNAIRE



11/09/24, 18:59
Design de Experiência em Apps Fitness

Design de Experiência em Apps Fitness

O objetivo deste questionário é explorar o uso de apps fitness (em qualquer modalidade) e os princípios motivacionais associados a eles, este estudo será inserido no meu relatório de estágio para obtenção do título de Mestre. Este questionário demorará cerca de — minutos. Obrigada pela tua participação!

• Indica uma pergunta obrigatória

1. Idade *

Marcar apenas uma oval.

☐ 18-25

☐ 25-35

☐ > 35

2. Que tipo de relação tens com o exercício? *

Marcar apenas uma oval.

☐ Sou Personal Trainer / Treinador / Coach Avançar para a pergunta 11

☐ Treino com PT / Treinador / Coach Avançar para a pergunta 19

☐ Treino Sozinho

3. Já utilizaste alguma app para te auxiliar nos treinos? *

Marcar apenas uma oval.

☐ Sim

☐ Não

11/09/24, 18:59
Design de Experiência em Apps Fitness

4. Se sim, quais?

Marcar tudo o que for aplicável.

☐ Strava

☐ Heavy

☐ Nike Run

☐ My PT Hub

☐ My Fitness Pall

☐ BetterMe

☐ Outra: _____

5. Utilizas alguma app atualmente para te auxiliar nos treinos? *

Marcar apenas uma oval.

☐ Sim

☐ Não

6. Se sim, qual?

7. Se sim, Há quanto tempo utilizas a app?

Marcar apenas uma oval.

☐ < 2 meses

☐ 1-2 anos

☐ > 2 anos

11/09/24, 18:59
Design de Experiência em Apps Fitness

8. O que te motivou a começar a utilizar essa app?

9. Quais são as funcionalidades/características que mais te atraem e motivam nessa app?

10. Se alguma vez já utilizaste alguma app para te auxiliar nos treinos, mas não utilizas mais, o que te fez desinstalar/parar de utilizar a mesma?

Enquanto Personal Trainer / Treinador / Coach...

11. Já utilizaste alguma app para registar os treinos dos teus alunos/conectares-te com eles? *

Marcar apenas uma oval.

☐ Sim

☐ Nunca

11/09/24, 18:59
Design de Experiência em Apps Fitness

12. Se "sim", quais?

Marcar tudo o que for aplicável.

☐ My PT Hub

☐ PT Distinction

☐ Trainerize

☐ True Coach

☐ Outra: _____

13. Utiliza alguma app atualmente para registar os treinos dos teus alunos/conectares-te com eles? *

Marcar apenas uma oval.

☐ Sim

☐ Não

14. Se sim, quais?

15. Se sim, o que te motivou a começar a utilizar essa app?

11/09/24, 18:59
Design de Experiência em Apps Fitness

16. Quais funções/características que essa app possui que te motivam continuar a utilizá-la?

17. Se alguma vez utilizaste alguma app para registar os treinos dos teus alunos/conectares-te com eles, mas não utilizas mais, o que te fez desinstalar ou parar de utilizá-la?

18. Se NUNCA utilizaste, porque?

Enquanto aluno...

19. O teu treinador já utilizou alguma app para se conectar contigo ou auxiliar os teus treinos? *

Marcar apenas uma oval.

☐ Sim

☐ Não

11/09/24, 18:59
Design de Experiência em Apps Fitness

20. Se sim, qual?

21. Qual a importância dessa app para te manter motivado a treinar?

Marcar apenas uma oval.

1 2 3 4 5

Nad ☐ ☐ ☐ ☐ ☐ Muito Importante

22. Que características a app possui que te ajudam a manter motivado?

23. Que características a app possui que interferem na tua motivação?

Este conteúdo não foi criado nem aprovado pela Google.

Google Formulários

Figure 39 - Questionnaire



The interviews and questionnaires allowed me to better understand the motivations and most relevant tools for personal trainers and students in general. Based on the literature review and the results of the applied interviews and questionnaires, I reviewed again the table of requirements for the app presented on page 38. On the next page follows the updated version.



	NECESSARY FEATURES	<u>USEFUL/IMPORTANT</u>	REASONS FOR USAGE DISCONTINUATION
FOR PERSONAL TRAINERS	Manage students' schedules Add explanatory videos ~~Share recipes~~ Share workout plans Share nutrition plans ◆ Calendar ◆ Metrics ◆ Daily update on how students feel ◆ Students Goals ◆ Possibility to upload videos and notes explaining exercises	~~Blog with recommendations~~ ◆ Visual Progress ◆ Competition	◆ Cost ◆ User Experience ◆ Lifestyle Changes
FOR STUDENTS	Book workouts Have nutrition plans (◆ with pictures of the product) Have workout plans See availability Watch workout videos ◆ Visual Progress ◆ Goals ◆ Feeling of achievement ◆ Feedback	A place where students can see their progress ⊖ (Visual Progress) ◆ Share Progress ◆ Social ◆ Free features	

◆ Added features and important data based on the inicial research (during the internship project)

◆ Added features and important data based on post internship research

⊖ Moved to left column

~~Word~~ Based on research it isn't relevant

Table 5 - App Requirements based on Escolha Digital Briefing, inicial research and updated research



3.2 *Design for Motivation*

With all the research on the theoretical part, the analysis of interviews and questionnaire and my experience, I can draw some important points that I want to delve deeper into.

3.2.1 MOTIVATIONAL PATTERNS IN FITNESS APPS

Gameful Patterns

Score, Leaderboard and Badges

Taking another look at the interview with Tiago, I realized that the strategy of receiving points for each stage of the app completed could be interesting, but it has no purpose, in other words, we earn points but we don't use the points on anything that satisfies us later, which becomes a little irrelevant. However, he also said that, as coaches, it is good to encourage competition between students. Would it be interesting to be able to create small groups with students with similar levels in which they compete based on results, or the number of training sessions, or perhaps create a scoreboard that shows how close they are to their goals?

"The roots of the word "compete" are the Latin *con petire*, which meant "to seek together." What each person seeks is to actualize her potential, and this task is made easier when others force us to do our best. Of course, competition improves experience only as long as attention is focused primarily on the activity itself. If extrinsic goals—such as beating the opponent, wanting to impress an audience, or obtaining a big professional contract—are what one is concerned about, then competition is likely to become a distraction, rather than an incentive to focus consciousness on what is happening." (Csikszentmihalyi, 1990). Not only speaking about competition with others but about the feeling of achieving something we thought we couldn't and proving it through an experience, for example, Rafael (Personal Trainer) mentioned something really interesting about "Hevy" app: "And a feature that I find interesting is that it gives some data at the end of the training that are funny, for example "if you lift x kgs it is equivalent to lifting a truck", so these little things like that won't make a difference in training but they are funny." This use of badges, despite not having extrinsic compensation, causes a feeling of overcoming and achievement. It also ends up causing a feeling of curiosity because we wait for that feedback at the end of the training.

Something interesting to explore would be the Growth pattern, for example, which is based on building or cultivating something (Lewis, 2014), for example, the game Farm Ville became so addictive because we planted a tree and had to wait x amount of time for it to grow, so we could collect the fruits so you can do something with them. In other words, there was a waiting time that left us wanting to return to the game. If we combined this with exercise, for example, completing the number of weekly workouts to make something grow, or unlocking something, perhaps it would be an interesting way of keeping the user engaged and motivated to use the app and comply with the training,

Social Patterns

Broadcasting, Social Feedback, Activity Stream, Identifiable Communities

The importance of the social aspect was proven through interviews and questionnaires, Tiago, Catarina, Francisco, Daniela and André mention the aspect of competition as something motivating. Angela, who teaches at a school, even mentioned that during the pandemic, an app she installed helped keep the children motivated to exercise through competition. We can relate this to Broadcasting, Social Feedback and Identifiable Communities, where users are able to share their achievements, and interact, at this time it is quite important since, even on social media, we have the need to show our progress, evolution, and register the data somewhere.

Something that this year really made me realize the importance of a community was creating a runclub in January, we currently have 4000 members and the mutual help, the motivation to go to races, to train, knowing that we have company or someone who understands the subject it's very different.



Interface Patterns

Predictable Results, Notifications and Praise

There is a great need for a simple, direct and intuitive interface. Tiago mentions “avoiding frustration” as something important, and it is! We are waiting for expected results; the interface must respond predictably in most features. Since we are talking about a fitness app, in which achievement is something very present and important, it is necessary that there are moments of praise throughout the use of it, not only for the student, but also for the personal trainer, and a reminder that praise and score do not have the same function, praise comes more as a moment of “you did that” while score expresses a quantity (Lewis, 2014). For example, an example of a very invisible praise is when we click on a button in an app and it changes color, making us realize that we are actually clicking on the button, this brings a feeling of tranquillity to the use.

Information Patterns

This topic was one of the most important throughout the development of the project, in internship and post, as the app had to contain a lot of information, I couldn't let the user feel like they were losing control of what they were doing. The PT's menu was particularly challenging because it would have to have a place where training templates were stored, for example, but within each client there would also be a training section, for each of them.

Customization, Personalization, Task Queues

Customization and personalization are not the same thing, while customization is based on what the user can change to make the interface feel more at home, or that there is something more of their own in it, or to improve it, personalization is based It is important to understand what the system changes through the perception of the user's needs (as Vinted does showing items you might like based on what you search).



In each interview and questionnaire, I tried to understand which Reiss desire was associated with and I came to the conclusion of which were the most predominant and which would make sense to pay more attention to when redesigning the app:

REISS PATTERN	INTERVIEWS	QUESTIONNAIRE
Power	0	0
Curiosity	8	33
Independence	4	3
Status	8	10
Social Contact	7	14
Vengeance	0	0
Honour	0	0
Idealism	0	2
Physical Exercise	9	16
Romance	0	0
Family	0	0
Order	8	13
Eating	0	0
Acceptance	0	0
Tranquility	1	7
Saving	0	0

Table 6 - Reiss Desires applied to CoachSync



Organizing this data into a spider chart and comparing it with Chris Lewis' spider chart we realize that curiosity is a very big requirement, as status and order. Knowing this, in the re-design of the app I tried to focus on these desires in a more demanding way.

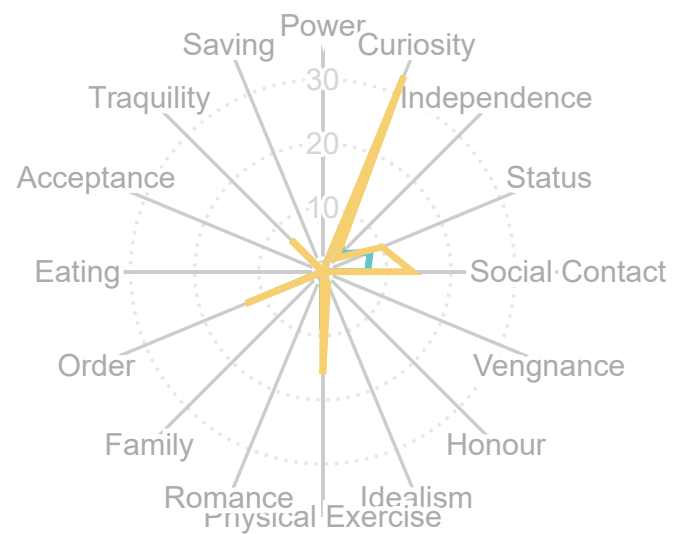
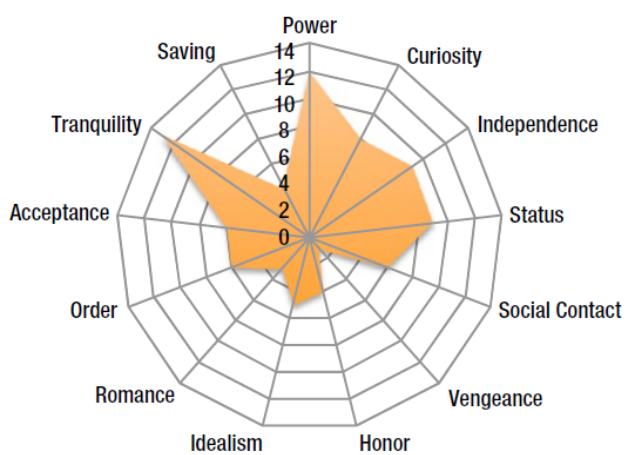


Figure 40 - Motivational patterns and how they affect Reiss Desires (Lewis, 2014)

Figure 41 - Motivational patterns based on Interviews and Questionnaire and how they affect Reiss Desires (Lewis, 2014)



3.2.2 APP REDESIGN

Based on the literature review, pattern analysis, interviews and questionnaires, I applied changes to some pages of the app I developed during my internship with enhancements for: students' motivation to remain constant in their exercising, and the personal trainers, to feel motivated to continually deliver quality work and feel competitive in the market. The redesign was applied across four key pages, incorporating strategies to upgrade these aspects in the following ways:

1 Student's Home Page: Using solutions from the book Atomic Habits (Clear, 2018), I adopted the notion of the crucial information to habit building: the day, the hour, and the place. These should easily accessed and should be the first thing students see when they open the app.

Therefore, during the design of the app the training session is positioned to feature prominently at the home page so that it is the first thing that the student comes across when he opens the app. Notifications are also sent, on the day before and on the day, for any training session that is going to be held.

Additionally, I introduced a visual system that anticipates rewards based on circles, containing one circle for every day of the week or one circle for the number of training days the personal trainer recommends. These circles are shaded in as the student progresses via the workout and it feels like the student has something accomplished, it's based on a information pattern: task. This system is built on the reward mechanism encouraging users to complete their weekly training and remain engaged. The most important features of the app are also highlighted on this page.

The home icon was also changed since what was previously used, the little stars, is now closely associated with artificial intelligence.

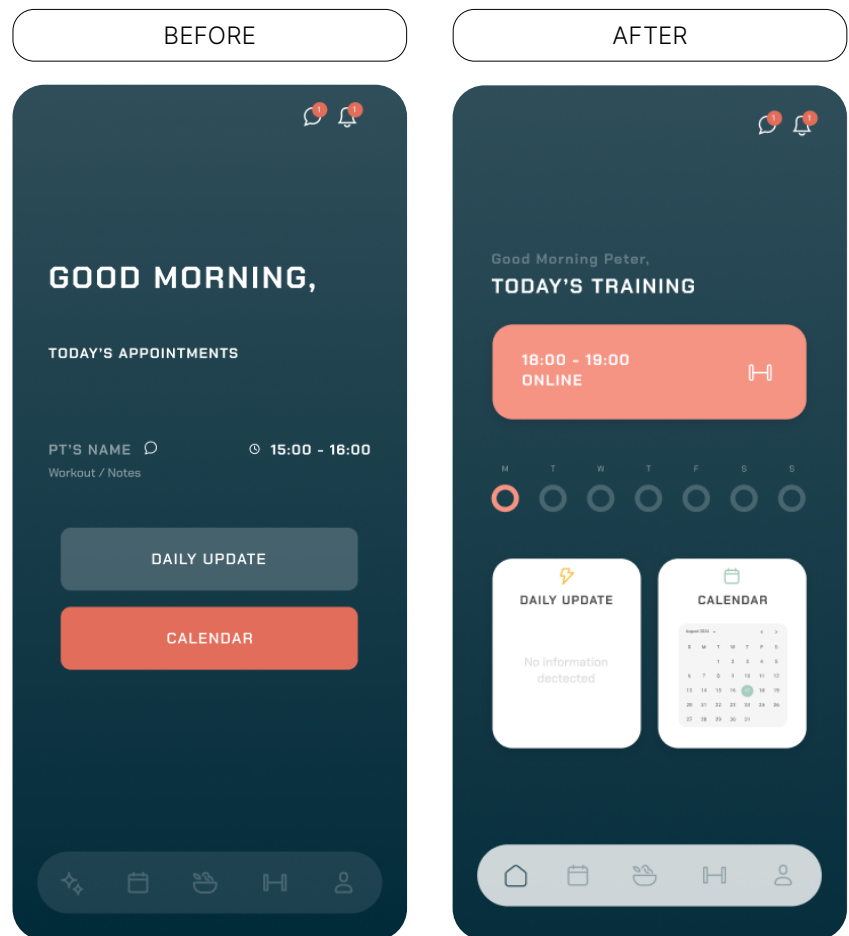
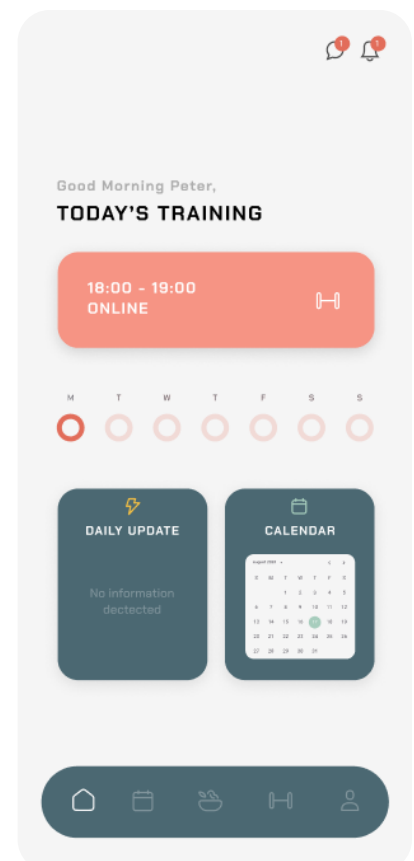


Figure 42 - Student's home page developed during the internship

Figure 43 - Student's home page redesigned

Figure 44 - Student's home page redesigned white mode





[2] My focus was mainly on the progress page, acknowledging the significance of linking memories to the app to build emotional connection, a tactic effectively seen in platforms such as Instagram. I included a progress repository for personal trainers or students to input, access measurements, and upload progress photos. This method was influenced by Ângela, a personal trainer who I interviewed. The system enables users to see their development over time, and the application regularly prompts them about the last months photos. Students can also choose to privately or publicly share their memories and compare their progress. This targets societal trends, giving users a sense of belonging and inclusion in a group. This change is also important to attract more users to the app since by sharing the evolution you are sharing the fact of using the app to see your progress

Figure 45 - Progress page developed during the internship

Figure 46 - Progress page redesigned



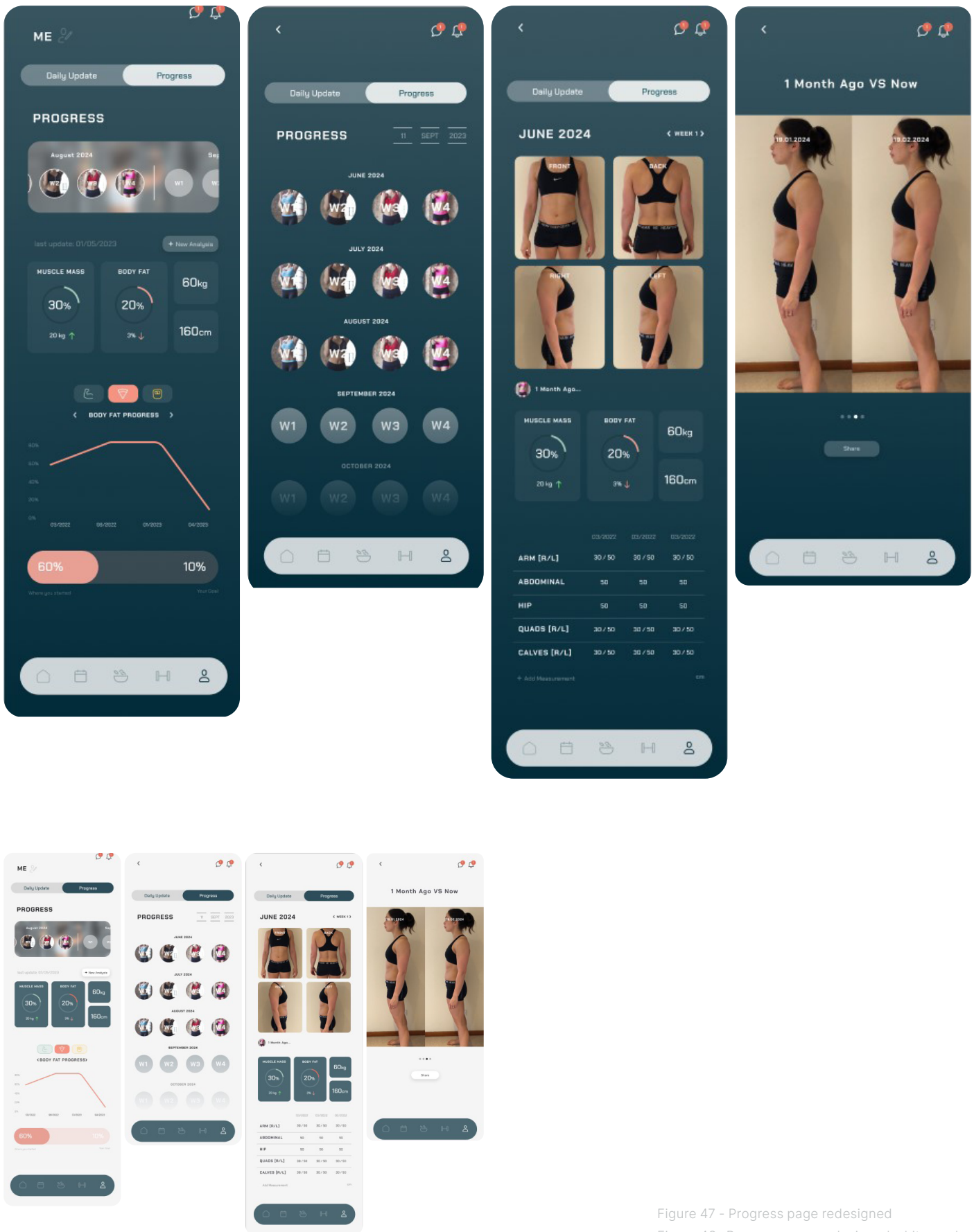


Figure 47 - Progress page redesigned

Figure 48 -Progress page redesigned white mode



3 Exercise Notes and Clarifications: When analyzing benchmarks and speaking with students and trainers, I discovered that numerous fitness apps include a feature for adding exercise notes, but they haven't any option for students if they have any doubts, which will make them use the chat and exit that page. Nonetheless, students frequently need clarification on specific exercises or look for alternative ways to carry them out. In order to tackle this issue, I included a "doubt" button so that the client could clear up any doubts and get rid of feelings of confusion or misinformation which will bring them the sensation of tranquility.

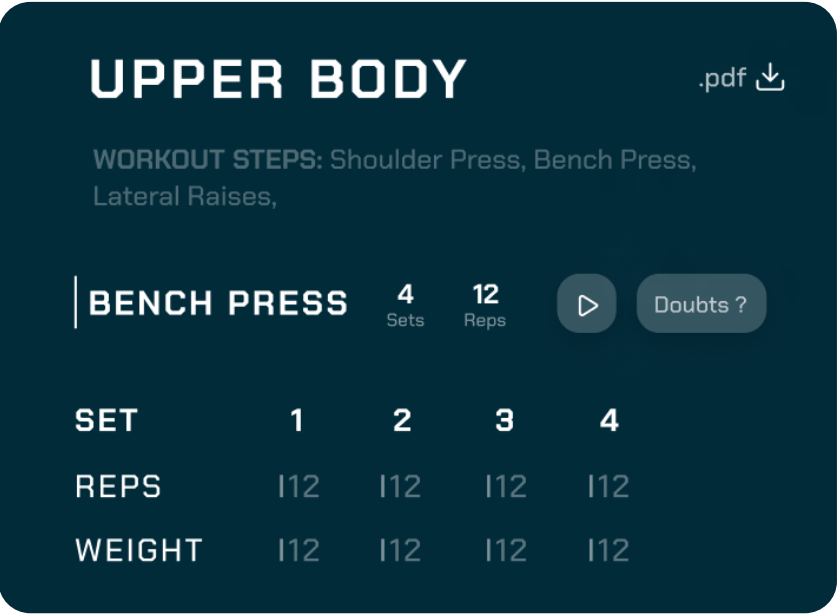
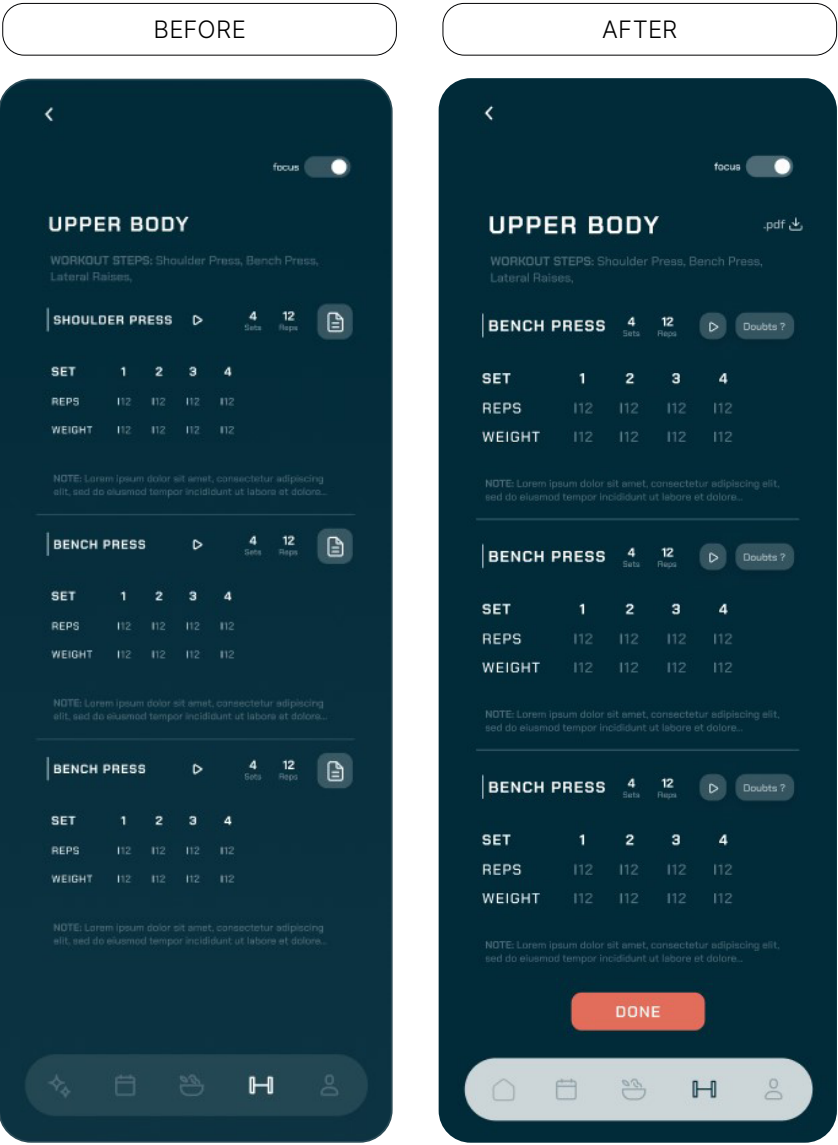


Figure 49 - Student Training page developed during the internship
Figure 50 -Student Training page redesigned
Figure 51 - Doubt button close-up

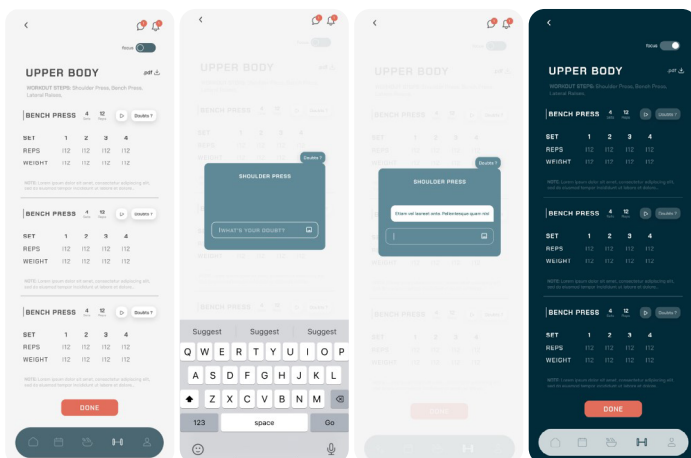
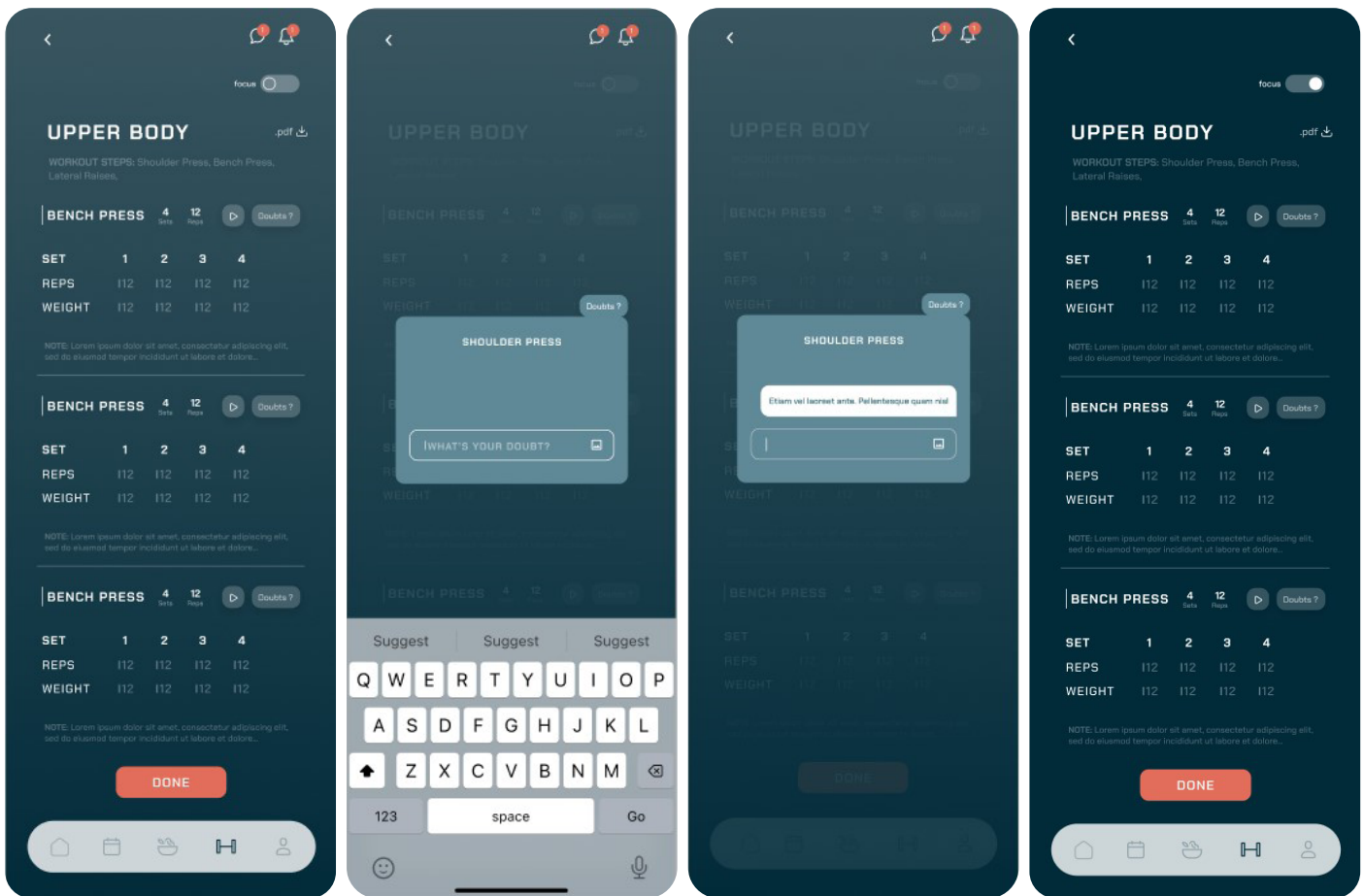


Figure 52 - Student Training page page redesigned

Figure 53 -Student Training page page redesigned white mode



[4] RankingsystemforPersonalTrainers: I have incorporated elements of gamification into the personal trainer app design through the introduction of a leaderboard. This ranking system prioritizes trainers based on their students' progress, not the quantity of students they have. This exploits trainers' competitive instincts to encourage feelings of accomplishment and rivalry, which are important motivators according to both Reiss, Lewis and the five why's theory. The ranking system encourages instructors to achieve top outcomes, since their position in the group is based on their students' achievements. This feeling of acknowledgment corresponds with their desire for prestige and social acknowledgment. With this change I ended up making a complete change to the personal trainer home page, closer to the redesign of the student's as well, in which I prioritized the day's training, the calendar and this leaderboard.

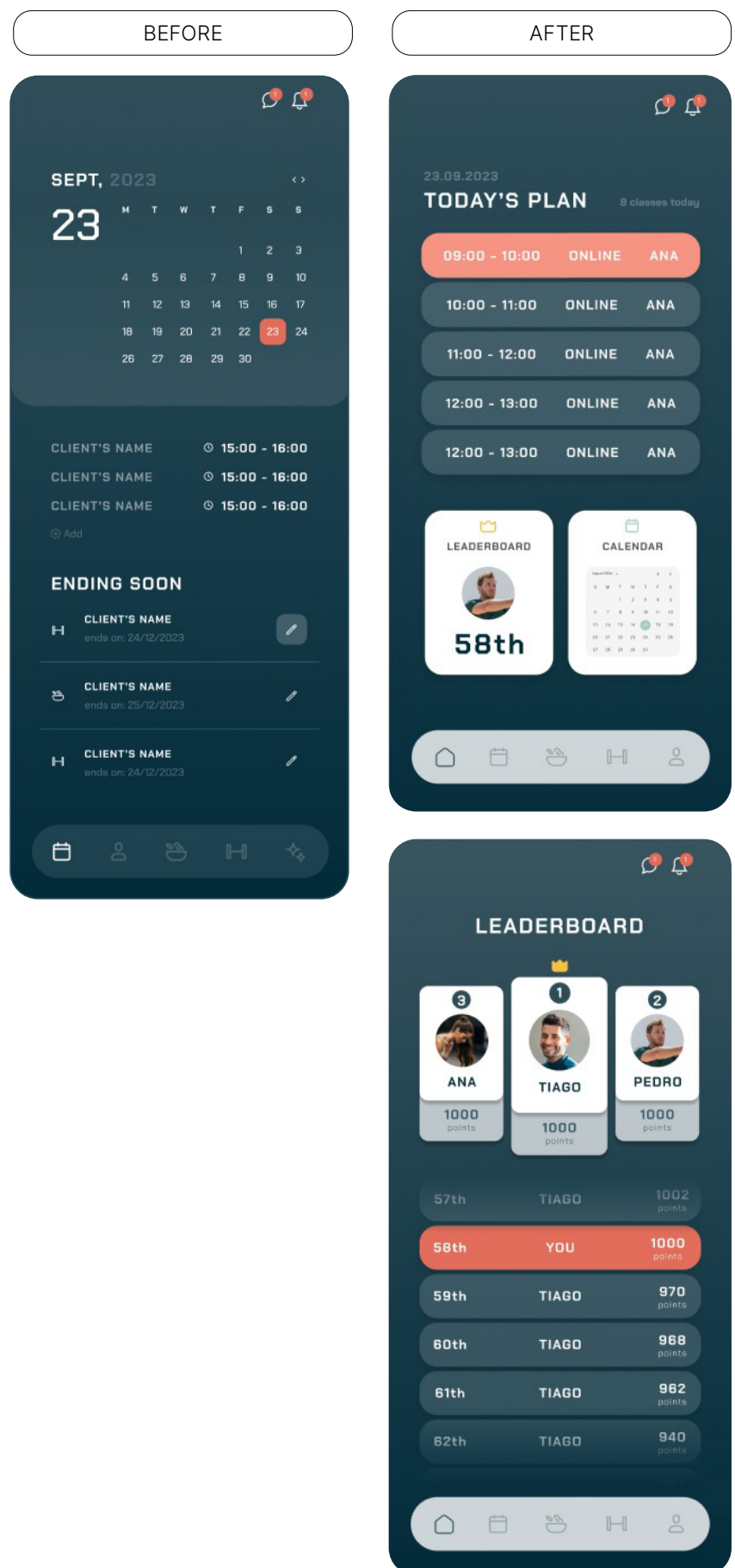


Figure 54 - Personal Trainer home page developed during the internship

Figure 55 -Personal Trainer home page redesigned

Figure 56 - Personal Trainer leaderboard

CONCLUSION

Conclusion

Throughout my report I explored the importance of a design aimed at the user's goals and how the implementation of motivational design standards can affect and impact the effectiveness of a fitness app and thus create a habit. The internship at Escolha Digital provided an opportunity to apply my knowledge in the development of the CoachSync app, which provided better communication between personal trainers and students. I also noticed through the interviews that Portuguese personal trainers often do not use these better-known applications because they are looking for an application that originally uses the Portuguese language, as this can be an obstacle to communicating with the client.

The internship popped-up some questions and a desire to create something with more value for the user, leaving them with the feeling of emotional and not only functional fulfillment to create an experience that not only attracts the user but that keeps them engaged in the long term.

My initial objective would be to answer two fundamental questions, the first:

What factors contribute to promoting and sustaining engagement on fitness applications related to gym?

We can conclude that there are several factors that contribute to sustaining the user, such as the introduction of gameful features, a good interface, information or social issues. All of these points, used correctly, awaken the user's desire to stay in the application. The redesign of the application I developed during my internship sought to respond to these principles, after this review of the design of the app developed in Escolha Digital.

Maria Machado e Costa, professor and designer in the UX/UI area, reviewed my work checking my app redesign on Figma and giving me new improvement ideas and despite there being improvements to be developed, Maria concluded: "In general the before and after brought a considerable improvement. We are moved by visual stimuli, images, colors, things that were added, in addition to that you also placed progress scales that, to dare, work as prizes in order to encourage constant use of the product".

And the second question: What's the Importance of Goal-Directed Design in Digital Product Development Companies? During the internship period I felt that I did not respond to the user's needs, although I was developing an app I was not developing it with a view to the objective of whoever was going to use it. It is important that we think and research about the user, using various techniques of design research so that we can really provide an answer to our client.

This report thus contributes to the understanding of how design directed towards specific objectives and goals can impact a user's habit and routine and thus transform the impact of fitness and well-being apps, through theoretical and practical work.

Due to time constraints, I was unable to go much deeper into the post-redesign of the application. One of the future goals of this project is to conduct usability studies with personal trainers and gym users to get deeper insights into the application's potential to promote user motivation.

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APPENDIX

Through the review of motivational patterns, interviews to understand which patterns work most effectively in fitness apps and finally the redesign of the app based on these patterns with final questionnaires, I will understand which factors contribute most to this type of more connected apps. with the world of fitness and particularly the gym.

Through benchmark research and interviews and even as an observer, I hope to be able to understand how design can then contribute to changing behaviors, more specifically to maintain or motivate healthier and more efficient habits.

With this internship and research report I intend to arrive at some reflections on which motivational patterns can really be used in gym apps in an effective way so that the entire UX/UI becomes a trigger for motivation, even to the point where this motivation appears from intrinsically and the user wants to open the app without any, or with few, external stimuli.

The interviews were associated with Reiss desires.
(The interviews were all carried out in Portuguese)

Interviews

P1 - PEDRO MARTINS (PERSONAL TRAINER)

30/04/2024 - Google Meets

B: És Personal Trainer?

P: Sim!

B: Podias começar por contar um pouco sobre como começou a tua experiência no mundo fitness, o que te interessa?

P: Ora bem, a minha ideia não era entrar para o mundo fitness, era ser professor de educação física, só que depois com o tempo comecei a ver que o ensino, o sistema de ensino não estava a ser muito bom, e então comecei a ter também contacto com outras realidades do desporto, e o fitness começou a aparecer, e de certa maneira começou a surgir mais o meu interesse por essa área e, muito resumidamente também depois envolvi-me mais para a área de personal trainer, porque percebi-me que era aquilo que eu mais gostava porque envolvia esta questão de ensinar a pessoa a fazer exercício e também é uma área que consigo tirar um bom valor mensal, por isso, de certa maneira foi um bocado por aí.

B: Então, tu gostas mais de ensinar, mas também praticas, certo, também fazes ginásio etc?

P: sim, sim

B: E quais são seus objetivos pessoais em relação à prática de exercício físico?

P: Eu agora estou numa fase assim mais de condição física geral, eu já tive numa fase em que se calhar gostava mais de hipertrofia, e agora é de maneira a sentir-me bem com o meu corpo, evitar lesões.

B: Agora vou entrar um bocadinho mais aqui no tema da minha tese, que tem a ver com as aplicações fitness ligadas a esta parte mais motivacional. E queria-te perguntar se já utilizaste alguma app fitness, relacionada com qualquer desporto? E quais é que utilizaste?

P: Para eu praticar?

B: Em geral, pode ser para praticares, para te ligares com os teus alunos, que apps ligadas ao fitness é que já usaste?

P: Dessas aplicações, de me conectar com os meus alunos nunca utilizei nada, agora usava muito uma, acho que o nome era Muscle and Motion, que é de anatomia, em que tu consegues perceber qual é o músculo, o que é que o músculo

lo faz, onde e como é que faz o movimento. Para perceberes em cada exercício qual é a ação do músculo, por exemplo, estás a fazer peito, o que é que aquele exercício vai buscar, era isso que utilizava

B: Okay, e essa app era útil mais para ti enquanto praticante ou também como professor?

P: Eu comecei a ver mais por ser professor, mas claro que depois utilizava nas duas coisas

B: Quanto tempo é que utilizaste essa aplicação? Ou se já a desinstalar...?

P: Aquilo eu utilizava mais se calhar no início da minha carreira que era quando eu tinha mais dúvidas, por isso eu já não tenho a aplicação

B: Há algum aspeto desta aplicação que já te motivou a atingir os teus objetivos? Esta app é de forma um pouco mais indireta, não é? É mais para perceber que músculo estás a trabalhar

P: Por exemplo, se calhar até mesmo para tirar ideias, por exemplo aquela app, tu carregas no músculo e também te pode aparecer movimentos que tu podes fazer para trabalhar aquele músculo, então também te ajuda a planear os treinos para o teu aluno

PHYSICAL EXERCISE

SOCIAL CONTACT

STATUS

INDEPENDENCE

ORDER

Interviews

P2 - RAFAEL VOLPATO (PERSONAL TRAINER)

30/04/2024 - Inquérito por Áudio Whatsapp

B: És Personal Trainer?

R: Sim!

B: Podias começar por contar um pouco sobre como começou a tua experiência no mundo fitness, o que te interessa?

R: Eu acho que foi um caminho bem comum, eu fiz um estágio na faculdade, de 6 meses, no Brasil. Pós-estágio eu quis trabalhar com ginásio, fui trabalhar com desporto e só depois de ter passado uns 3, 4 anos de já me ter formado é que fui trabalhar como Personal Trainer, trabalhei 3 anos no Brasil, depois veio a pandemia, vim para Portugal, fiz aqui o mestrado, a meio do mestrado comecei a trabalhar no fitness Up no do Porto e depois no de Braga. Eu também tive um canal de consultoria onde dava aulas em lugares abertos para que o pessoal se pudesse movimentar.

B: Quais são os teus objetivos pessoais em relação à prática de exercício físico?

R: Hoje está muito voltado para a questão estética, sinto-me bem, costumo brincar que hoje com 30 anos, sinto-me muito melhor que o que me sentia com 20, 18 anos, sinto-me forte, resistente, enfim, mas não é essa a questão pra mim, não estava satisfeito como via o meu corpo então, mesmo já como personal, eu não cuidava tão bem quanto eu cuido hoje do meu corpo, então hoje dá pra dizer que é uma questão muito mais estética e o meu objetivo está mais voltado para isso.

B: Já utilizaste alguma app fitness, relacionada com qualquer desporto?

R: Neste momento estou a usar uma aplicação, o Hevy, que ela basicamente serve para fazer uma gestão do treino, quantas series, quantas repetições, quanto tempo, mantém registos, então eu tenho dados dos meus últimos treinos e ele faz comparativos e nesse sentido ele não é uma aplicação muito complexa, é bem simples, serve mesmo esse propósito e para já tem me ajudado bastante, por exemplo para me lembrar quanto peso fiz nos meus últimos treinos.

B: Há quanto tempo utilizas? E o que te motivou a começar a utilizar essa aplicação?

R: Utilizo há pouco tempo, 1 mês e meio, 2 meses. E o que me motivou foi estar no grupo do Gym, que o pessoal começou a dizer que havia uma aplicação gratuita e fixe e basicamente foi isso.

B: Compartilha uma situação em que um determinado aspeto da aplicação fitness te motivou de forma significativa a atingir os teus objetivos?

R: Ela tem uma funcionalidade que é quase como se fosse uma rede social, onde tem as outras pessoas que podem ver os treinos e dar like, não seria como uma motivação, mas o poder comparar com os demais, acredito que seja algo interessante, um vai dando like no treino do outro, ficamos felizes quando o outro bate um personal record...E uma funcionalidade que eu acho interessante, é que ele dá uns dados no fim do treino que são engraçadinhos, por exemplo "se tu levantar x quilos é equivalente a levantar um camião", então essas coisinhas assim não vão fazer diferença assim nos treinos mas são engraçadas.

B:Quais são os principais recursos ou funcionalidades dessas aplicações que te fazem continuar a utilizá-la?

R: Para já o principal de eu continuar a usar ela, é que ela sobretudo é simples, não é nada de muito complexo de se usar, cumpre bem o papel dela, e principalmente de manter os registos, o ver o quanto tu levantou mais que o teu amigo, esse tipo de coisa acho interessante. é tudo muito recente também, foi a única aplicação que eu usei nesse sentido.

PHYSICAL EXERCISE

CURIOSITY

STATUS

INDEPENDENCE

ORDER

P3 - INÊS MARINHO (PERSONAL TRAINER)
30/04/2024 - Inquérito por Áudio Whatsapp

B: És Personal Trainer?

I: Sim!

B: Podias começar por contar um pouco sobre como começou a tua experiência no mundo fitness, o que te interessa?

I: Eu sempre pratiquei desporto mas foram modalidades coletivas, entrei no mundo do fitness em 2015 como personal trainer, e ao mesmo tempo comecei a praticar ginásio de uma forma mais concreta e mais acentuada, e foi aí já com algum conhecimento da área mas com a parte prática que fui aprendendo e crescendo.

B: Quais são os teus objetivos pessoais em relação à prática de exercício físico?

I: Em primeiro lugar em termos de saúde, manter-me ativa, manter-me saudável, cuidar de mim e do meu corpo, e em segundo lugar ajudar-me no processo de perda de peso em que estou.

B: Já utilizaste alguma app fitness, relacionada com qualquer desporto? E Quais é que utilizaste?

I: Aplicações já utilizei muita coisa, desde as dos ginásios onde já tive... neste momento não utilizo nenhuma, tenho uma que estou a ponderar aderir para os meus alunos e para mim, que é uma aplicação que dá para montar treinos e assim, que é a elite trainer, para além disso já utilizei as apps dos ginásios: solinca, be fit, fitness up, mais relativas a cadeias de ginásios.

B: E quanto tempo utilizaste essas apps?

I: Utilizei as apps dos ginásios durante o período em que trabalhei ou treinei nesses espaços, 1 ano, 1 ano e meio, algumas eram ferramentas de trabalho por isso tinha que as utilizar querendo ou não.

B: Compartilha uma situação em que um determinado aspeto da aplicação fitness te motivou de forma significativa a atingir os teus objetivos?

I: Em termos de trabalho e na facilidade de montar planos de treino e enviar outros dados, esta aplicação que eu estou a pensar instalar, está relacionada com várias métricas que tem que me permite interagir com os meus alunos, utilizar planos de treino, definir parâmetros de ingestão de água, sono, ter os objetivos deles lá, em que os planos de treino é possível carregar vídeo, isso também é interessante, é possível escrever em notas, acho que é um bocadinho isso.

B: Porque desinstalaste as outras apps?

I: Deixei de pertencer a esses ginásios e não vi vantagens a continuar a utilizar. Outra aplicação que utilizo bastante é o Strava, não propriamente fitness mas mais relacionado com a corrida, permite-me ter as minhas corridas e participar em alguns desafios e ir percebendo a evolução que tenho, utilizo também a aplicação da Apple para conseguir perceber as minhas médias mensais, o que faço, os tempos, a evolução que vou tendo, e penso que isso me motivou bastante a ter objetivos definidos. Permite-me planear os meus treinos e tê-los ali preparados para utilizar e para cumprir e pronto acabo sempre por utilizar o meu calendário e definir o tempo na minha agenda para treinar, e para além disso, principalmente a questão de ver a minha evolução e perceber para onde quero ir.

B: Quais são os principais recursos ou funcionalidades dessas aplicações que te fazem continuar a utilizá-la?

I: É a facilidade com que é possível aceder aos menus, a conexão com o relógio, as diferentes opções que tem. No meu caso, nesta app que estou a pensar adquirir acabaria por ser um instrumento de trabalho, é bastante completa, pelo que tenho vindo a ver, permite-me trabalhar diferentes métricas que não só o plano de treino e isso para mim é muito vantajoso, e uma interação direta com a outra pessoa no momento o que acaba por trazer muitas vantagens.

PHYSICAL EXERCISE

SOCIAL CONTACT

STATUS

INDEPENDENCE

ORDER

CURIOSITY

Interviews

P4 - DIOGO GOMES (PERSONAL TRAINER) 30/04/2024 - Inquérito por Áudio Whatsapp

B: És Personal Trainer?

D: Sim!

B: Podias começar por contar um pouco sobre como começou a tua experiência no mundo fitness, o que te interessa?

D: Em relação à minha jornada no mundo do fitness ó pá eh eu sempre gostei imenso disto já desde puto estive sempre dar ligado ao desporto depois quando vi o biggest loser pela primeira vez comecei a perceber que ok queria ajudar as outras pessoas, então comecei a pensar mais na parte de PT e foi muito por aí. Depois fiz o estágio profissional correu tudo sem problemas tive a trabalhar pouco tempo no fitness up era recibos verdes essa parte um bocado mais chata e apesar de tudo não me sentia feliz porque trabalhava muito e não me não era recompensado pelo esforço. Agora estou no Solinca, é um ambiente diferente, tenho contrato, é normal o pessoal aqui ir subindo o posto, dá uma segurança diferente, mas também como tenho contrato tem-se exclusividade, há sempre pontos positivos e negativos nesse sentido, mas em geral a minha experiência no mundo fitness é boa, dá para fazer muitos amigos e conhecer muita gente e dá para te ajudar a ter sempre os pés assentes na terra porque há sempre alguém muito melhor e pior que tu.

B: Quais são os teus objetivos pessoais em relação à prática de exercício físico?

D: Os objetivos pessoais... é sempre ficar maior pronto não é assim uma coisa muito bonita para se dizer mas também quero garantir consigo aos 80 anos ter grande independência porque a carreira de PT normalmente é curta porque envolve muito esforço físico, muitos gastos, muita lesão e tudo mais e eu não quero nunca ser dependente de ninguém, quero morrer velho mas sempre autónomo, então pronto em relação à parte física é isso é cada vez conseguir levar mais longe, quero fazer um PRF, quero bater PRs, há muitos desafios desses, mas sentir-me bem comigo mesmo, ser melhor do que ontem e aos 80 anos estar aí pronto para as cruces.

B: Já utilizaste alguma app fitness, relacionada com qualquer desporto? E quais é que utilizaste?

D: Já usei várias aplicações de fitness já usei o HEVY que é para treinos, o my fitness pall, o strava e o nike run também já usei aquelas aplicações de treinar em casa, exercícios do corpo inteiro, essas coisas assim, na altura do covid especialmente usava muito, também já fui a blogs e sites seja da men's health seja de pessoas específicas, também usei a aplicação da academia de personal trainer mas é na vertente de ajudar nos treinos a montar treinos para clientes do que outra coisa.

B: E quanto tempo utilizaste essas apps?

D: O nike run, o strava e o my fitness Pall que são aqueles que mais uso on e off para aí desde 2018, principalmente na parte da corrida acabo sempre por desistir um bocado e depois voltava a retomar e agora pronto, com o Miles ficou mais fácil ser mais ativo nelas.

B: Porque foste desinstalando essas aplicações?

D: Normalmente eu instalo e desinstalo porque deixava durante certos períodos de fazer as atividades e para não me sentir mal por elas estarem lá e não ser usadas eu apagava.

B: Compartilha uma situação em que um determinado aspeto da aplicação fitness te motivou de forma significativa a atingir os teus objetivos?

D: A motivação principal é porque eu gosto de conseguir acompanhar o meu progresso. Sou uma pessoa muito visual então ver por exemplo nos desafios agora que estou que estou a fazer mais do que ontem ou que tenho um desafio novo pá isso a mim estimula-me muito, e a função que eu normalmente mais uso é sempre acompanhar evoluções e progressos seja nos desafios seja no myfitness pal ver quanto peso é que eu vou ter se continuar cumprindo a dieta que estou a fazer é sempre aí que me puxa e que me faz usar.

B: E achas que isso se torna uma motivação por si só ou já há uma motivação intrínseca?

D: Na parte dos objetivos é sempre muito pessoal eu acabo por pensar uma coisa que motivava sempre muito era aquilo

do biggest loser porque havia pessoas a situações muito piores que eu a terem resultados então se elas conseguem eu também consigo. As aplicações em si para motivar mais só se me obrigassem mesmo ao ginásio ou a correr, mas acho que em geral eu poder acompanhar a minha evolução, eles dizerem por exemplo quantas vezes correste este mês, e o hevy dizer “ao fim deste treino levantaste um iate”, acho que são coisas que me motivam e também te ajudam um bocado a sentir que “afinal não fiz assim tão pouco como achava que tinha feito”.

B: Quais são os principais recursos ou funcionalidades dessas aplicações que te fazem continuar a utilizá-la?

D: As principais funcionalidades das aplicações que me fazem usar é eu ter ali um registo do que ando a fazer isso ajuda, mais uma vez, sou uma pessoa muito visual e gosto de ter tudo apontado e tudo explícito e depois é muito nas coisas... aquele os desafios da semana e tudo mais no strava a saber que bati um pr, ou que quase bati, as medalhas ajudam também muito nesse aspeto, no hevy é como já disse há bocado a parte de saber que levantei um iate ou que levantei um elefante e no fitness pall é saber que com a dieta que estou a fazer agora em princípio vou chegar àquele peso que quero ou quanto tempo o demoro a fazer.

PHYSICAL EXERCISE

SOCIAL CONTACT

STATUS

INDEPENDENCE

ORDER

CURIOSITY

Interviews

P5 - ÂNGELA VIDRAGO (PERSONAL TRAINER)

13/05/2024 - Inquérito por Áudio Whatsapp

B: Podias começar por contar um pouco sobre como começou a tua experiência no mundo fitness, o que te interessa?

A: Quando terminei a minha licenciatura a minha primeira experiência ligada ao fitness foi efetivamente em ginásios e trabalhei em três ou quatro ginásios sempre a recibos verdes: fazia a parte de monitora de sala e aulas de grupo e posteriormente também consegui dar treinos presenciais, portanto, depois disso iniciei também numa equipa online mas isso já foi agora recentemente estive a trabalhar numa equipa durante um ano até que depois as coisas não correram muito bem e eu passei para um projeto a solo, pronto, e foi aqui que iniciei este meu projeto em junho de 2023 direcionado mulheres só no mundo online.

B: Quais são teus objetivos pessoais em relação à prática de exercício físico?

A: Basicamente é tentar manter uma prática regular de exercício físico, eu não tenho nada que eu queira atingir neste momento portanto... eu já pratiquei vários desportos, neste momento só faço mesmo o treino de força porque também não tenho vida nem horários para mais do que isso portanto o meu objetivo na verdade é só manter-me ativa e tentar de alguma forma não descorar da minha saúde acho que é um bocadinho mais por aí nem é pelo físico que obviamente também contra, mas acho que o meu objetivo é só esse mesmo é tentar manter-me ativa até porque a minha condição na escola o pede, não é, eu tenho que ser ativa para conseguir pronto dar as aulas e estar minimamente predisposta para a prática com os miúdos portanto objetivo é só manter ativa na verdade.

B: Já utilizaste alguma app fitness, relacionada com qualquer desporto? E quais é que utilizaste?

A: Já utilizei, a que utilizo sempre é do fitness da Apple, é a única coisa que eu uso. Já utilizei uma outra que era o Agit mas isso foi com os miúdos da escola. É uma aplicação em que conseguia criar uma equipa, como se fosse uma turma e punha desafios ou seja exercícios e os meninos tinham que colocar telemóvel de frente para eles e tinham que executar os exercícios e aquilo só contava se eles estivessem a fazer bem e depois nós fazíamos uma competição dentro da turma assim tirando isso assim não me recorde de mais nenhuma, tirando a da Apple, uso apenas essa para fazer contagem de calorias, tempo de treino e caminhar.

B: Há quanto tempo utilizas essa aplicação?

A: Então uso desde que tenho iPhone, portanto há muitos anos sei lá para aí 10 anos

B: Porque te sentiste motivada a utilizar essas aplicações?

A: Foi o ensino à distância porque com a situação do Covid nós tivemos que adaptar as nossas aulas e então foi uma estratégia que eu consegui utilizar para os pôr na atividade física e conseguir controlá-los, portanto saber que eles pelo menos conseguiam fazer alguma coisa. Em relação à outra, à do fitness, é mesmo a contagem das calorias, do tempo do treino, é quase como ter sempre ali uma referência e sei sempre aquilo que eu consegui atingir ao longo do meu dia e sei o que é que me falta para chegar ao meu objetivo diário, acho que é a única motivação é essa e pronto depois isso também a situação da Apple, ele faz aquela contagem mensal e mesmo a semanal e eles fazem aquele gráfico e é porreiro perceber o que é que tu conseguiste fazer este mês e o que é que fizeste no mês anterior em termos de semanas.

B: Diz-me uma situação específica em que uma aplicação te motivou mesmo a atingir os teus objetivos

A: Em termos de funcionalidades basicamente é mais a parte do treino funcional, portanto treino de força ou quando for fazer alguma caminhada, portanto contagem por o tempo, perceber quantas calorias gastei e perceber o meu nível diário, ou seja, vamos supor que eu hoje até já fiz bastantes caminhadas e tudo mais, vou conseguir a meta.

B: Quais são os principais recursos ou funcionalidades dessas aplicações que te fazem continuar a utilizá-la?

A: É mesmo aquilo que eu te disse contagem do tempo do treino portanto eu consigo controlar o tempo do treino, consigo ver os batimentos cardíacos, consigo perceber as calorias que já gastei, quanto é que eu atingi naquele treino depois consigo fazer a comparação semanal e mensal tirando isso acho que não tenho assim mais nada que me fascine.

PHYSICAL EXERCISE

SOCIAL CONTACT

STATUS

ORDER

CURIOSITY

P6 - TIAGO CUNHA (PERSONAL TRAINER)
30/04/2024 - Inquérito por Áudio Whatsapp

B: És Personal Trainer?

T: Sim! Antes de mais parabéns pelo tema, o fitness está cada vez mais digital e é urgente encontrar caminhos que levem a uma maior adesão das pessoas.

B: Sentes que há pouca adesão, ou motivação para esta prática de exercício físico?

T: Sim, imenso, apenas 5 % das pessoas estão ativas a nível do fitness.

B: Podias começar por contar um pouco sobre como começou a tua experiência no mundo fitness, o que te interessa?

T: Olha tudo isto começou há cerca de 20 anos quando eu entrei pela primeira vez num ginásio enquanto praticante e então desde aí que basicamente, e sempre mudando de ginásio de tempos a tempos, como é óbvio, nunca mais parei de treinar. A musculação sempre foi a base do meu treino até hoje e ainda hoje faço. Os meus objetivos claramente são muito diferentes hoje do que eram há 20 anos, portanto, enquanto adolescente o que eu queria era... eu era magrinho, então eu queria aumentar a minha massa muscular, dizia sempre isso aos meus instrutores “mudem-me o plano, preciso de aumentar a minha massa muscular”, não percebia nada daquilo portanto estava a aprender. Hoje em dia, porque entretanto me tornei profissional na área, hoje em dia tenho uma visão muito diferente, estou numa fase de vida também muito diferente e o que pretendo a nível de fitness para mim é envelhecer muito devagar, se possível, não envelhecer, manter-me saudável, claro que manter um corpo bonito, dar o exemplo à minha família, a quem convive perto comigo e dar o exemplo às minhas atletas, às minhas clientes, porque um treinador que não treina é sempre suspeito e eu sou da opinião de que não faz sentido. Liderar pelo exemplo é das melhores formas de liderança que eu conheço.

B: Concordo Tiago! Obrigada pela partilha. Já utilizaste alguma app fitness, relacionada com qualquer desporto. Quais é que utilizaste?

T: Enquanto praticante eu digo-te que nunca utilizei, não tenho experiência enquanto utilizador, mas enquanto profissional e sendo que presto consultoria online, sim, eu utilizo uma aplicação de fitness que eu acho que é muito completa e interessante, chama-se elite trainer. Esta aplicação, portanto, eu utilizo-a para apresentar os meus planos de treino, para fazer o onboarding das minhas atletas, é lá que elas registam todos os seus resultados. E das coisas mais importantes que uma aplicação pode ter para mim é a oportunidade de personalizar cada plano de treino, e quando digo personalizar, eu posso dizer que ela deve ser de um design simples, não muito complexo, fácil de utilizar, intuitivo, por-

que as pessoas não têm paciência para consultar manuais, paciência para ver FAQs, tem de ser tudo muito simples, por outro lado eu acho que o grande valor de uma aplicação está na experiência de utilização, ou seja, neste caso em específico, tu tens o teu plano de treino, que é personalizado pelo teu treinador, cada exercício vem documentado por vídeo, há também a possibilidade de deixar notas personalizadas tanto por escrito, como por áudio em todos os exercícios, o nível de personalização é TOP. Podes, enquanto utilizador, podes registar cargas que utilizas, para depois fazeres uma progressão do teu treino, podes dar feedback para o teu treinador, daquilo que foi a tua experiência naquele dia... é totalmente livre. Tem também um sistema de gamificação muito interessante, que eu acho que é muito interessante para a adesão e manutenção das pessoas durante mais tempo, portanto a gamificação é muito simples, ganhas pontos por cada treino que completes, tens de seguir todos os passos do treino, dar como finalizado, enviar feedback ao treinador, etc. portanto quanto mais completa a experiência for mais pontos ganhas, e nós enquanto treinadores devemos fomentar também um pouco de competição junto das nossas atletas e esta app permite fazer isso muito bem, enfim, encontrei aqui um excelente aliado para entregar aqui o meu trabalho às pessoas.

B: O que te motivou a começar a utilizar esta app?

T: Essencialmente foi aumentar o valor daquilo que eu entrego, ou seja imagina que recebes um plano de treino personalizado, em pdf ou em Excel, em que tu até podes ter o link para o vídeo etc mas tu tens de clicar no link para ele ir para o youtube, para abrir nova janela, fecha-te o plano de treino, ou seja a tua experiência não é fluida, fica uma seca, acaba por te levar a não utilizar aquelas ferramentas, enquanto que na app tudo está no mesmo sítio, tudo está harmonioso e tudo é rápido e simples portanto para mim foi um grande assessment puder entregar todo o meu trabalho às minhas alunas através de aplicação.

PHYSICAL EXERCISE

SOCIAL CONTACT

STATUS

ORDER

CURIOSITY

INDEPENDENCE

Interviews

A1 - BRUNO CARVALHO

04/05/2024 - Inquérito por Áudio WhatsApp

B: Podias começar por contar um pouco sobre como começou a tua experiência no mundo fitness, o que te interessa?

BC: sempre tive o desporto presente da minha vida principalmente através da corrida, mas iniciei de forma mais séria há cerca de 3 anos quando entrei para o ginásio

B: E quais são os teus objetivos em ambos?

BC: Na corrida os meus principais objetivos são recordes pessoais desde tempos distâncias etc já no ginásio nunca tive objetivos muito concretos para além do bem-estar físico e estilo de vida saudável.

B: Já utilizaste alguma app fitness, relacionada com qualquer desporto? E quais é que utilizaste?

BC: A nível de aplicações uso para corrida nike run club e o strava. Para o ginásio uso a app hevy e também já utilizei a myfitnesspal para controlar a alimentação.

B: E há quanto tempo utilizas essas apps?

BC: A da nike desde 2020 e é a minha favorita muito simples dinâmica e esteticamente acho muito bonita, o Strava e a Hevy uso relativamente há pouco tempo. Gosto do Strava também porque consigo controlar mais tipos de treino como bicicleta, caminhadas... Na Hevy é onde coloco os exercícios que faço no ginásio e consigo ter uma perspetiva de recordes bem como que zona muscular treinei por cada dia, mês, ano...

B: O que te motiva a utilizar estas aplicações?

BC: É basicamente...eu sempre senti necessidade de deixar os treinos e corridas registados também para analisar a evolução.

B: Porque desinstalaste a app MyFitnessPal?

BC: Foi a única app que desinstalei, mas só porque não consegui ser consistente por ter de apontar diariamente, porque é uma app que considero bastante útil.

B: Dá-me um exemplo em que as funcionalidades do strava ou do nike run te motivaram a fazer exercício.

BC: Um dos pontos que mais me motiva é sem dúvida a leaderboard do mês, ou seja, a tabela dos quilómetros dos amigos, e eu como sou uma pessoa bastante competitiva tenho boa razão para treinar e superar os adversários neste caso. Outros pontos que me fascinam bastante são os templates das aplicações com com a informação dos do treino e a possibilidade de criar desafios em equipa resumidamente é isto.

PHYSICAL EXERCISE

SOCIAL CONTACT

STATUS

ORDER

CURIOSITY

A2 - CATARINA CORUJEIRA

07/05/2024 - Google Meets

B: Podias começar por contar um pouco sobre como começou a tua experiência no mundo fitness, o que te interessa?

C: Então, sobre a minha experiência, eu sou bailarina há 20 anos portanto eu sempre pratiquei desporto a vida toda... Um bocadinho num contexto diferente, eu tenho uma lesão no ombro tenho uma omoplata alada o que me traz um bocadinho desconforto, tenho uma tendinite no ombro por causa disso e tinha muitas dores, a maior parte dos dias não conseguia mesmo mexer o braço e tive que aprender a viver com isso e aprender era arranjar formas de conseguir mexer o braço sem conseguir mexer o braço da forma que me doía e entretanto houve um dia em que eu fui experimentar crossfit com a minha irmã porque a minha irmã já fazia e fui experimentar com ela e adorei, morri, mas adorei e continuei e a partir do momento em que comecei a fazer crossfit comecei a deixar de ter dores no ombro, ou seja, foi como se tivesse feito reforço muscular e deixei praticamente de ter dores, conseguia mexer o braço normalmente e foi incrível e a partir daí nunca deixei. Também por exemplo na altura do covid eu estava com muitos ataques de pânico porque não estava a treinar e a partir do momento em que comecei a treinar outra vez a ansiedade desapareceu, portanto também é ótimo para a minha saúde mental

B: Quais são teus objetivos pessoais em relação à prática de exercício físico?

C: portanto eu comecei no crossfit e depois de desde há um ano para cá que me tenho focado mais no halterofilismo ah e tenho portanto, o meu objetivo é nacionais, internacionais e sonho, sonho, sonho, os jogos olímpicos eu sei que isso é a long shot mas pronto para agora nacionais não já não acontece este ano portanto para o ano já é focar nos internacionais e está a correr muito bem as cargas estão a subir o que é top, estou muito muito muito contente e é isso eu faço o exercício com o foco no objetivo, em termos, por exemplo, neste caso no halterofilismo e não tanto como... como é que eu dizer, não é tanto para o físico, se é que me faça entender, não é para ter para ter um corpo de verão entre aspas é mesmo para ser eficiente naquilo que eu que eu gosto e naquilo que eu quero fazer.

B: Já utilizaste alguma app fitness, relacionada com qualquer desporto? E Quais é que utilizaste?

C: Então, aplicações, eu uso uma aplicação que é regibox que é que é a aplicação para marcar as aulas de crossfit, normalmente eu acho que praticamente todas as boxes têm essa aplicação conectada e posso marcar as minhas aulas,

tenho todos os meus... aparecem os treinos que fazemos na box e eu posso pôr os resultados, conseguimos ver quem põe os resultados da nossa box ,conseguimos ver que resultados é que tiveram e temos assim uma mini competição ali mas tudo muito saudável né, portanto sim a aplicação que eu uso mais é regibox que é para marcar aulas e para pôr os resultados dos treinos, tenho lá também máximos de movimentos específicos, máximos de treinos específicos de crossfit e é isso mais recentemente comecei a usar o strava porque comecei a correr um bocadinho.

B: Há quanto tempo utilizas essa aplicação?

C: Foi quando comecei a fazer crossfit 2019, e strava desde janeiro também em algum momento usei a aplicação da nike de corrida, mas muito pouco.

B: Diz-me uma situação específica em que uma aplicação te motivou mesmo a atingir os teus objetivos

C: Olha inscrevi-me no desafio deste mês e ainda não fiz nada quer dizer, o meu relógio contou que eu fiz uma mini corrida e entretanto já me apareceu um monte de pessoas a ultrapassar-me isto me dá vontade de ir correr só por causa disso aquela motivação saudável, ah e na regybox é a mesma coisa é ver o que é que as outras pessoas andam a fazer e ver o que é que eu fiz noutros ... ou mesmo por exemplo, dá para ver quando repetimos treinos, dá para ver os resultados que fizemos no treino anterior e os resultados que fazemos neste treino e ver a diferença de dar um ano para trás é é top.

PHYSICAL EXERCISE

TRANQUILITY

STATUS

ORDER

CURIOSITY

Interviews

A3 - FRANCISCO

09/05/2024 - Presencial

B: Olá Francisco, queria perguntar-te se treinas com personal trainer ou se já treinaste com algum?

F: Não, nunca.

B: Podias começar por contar um pouco sobre como começaste a tua experiência no mundo fitness, o que te interessa?

F: Eu sempre fiz desporto ao longo da vida, sempre joguei basquete e depois, futebol primeiro, depois parei, depois passado uns tempos, em 2021 voltei a fazer ginásio.

B: Neste momento qual é o teu objetivo, em relação ao exercício físico?

F: Neste momento? Correr uma maratona.

B: Em relação a aplicações fitness já utilizaste alguma e quais é que utilizaste?

F: Sim, strava, my fitness pal e hevly.

B: E ainda tens todas ou já desinstalaste alguma?

F: Já não tenho a Hevly.

B: E há quanto tempo é que utilizas o Strava e o My Fitness Pal?

F: O strava há 6/7 mesitos e o My Fitness Pal 2 anos

B: Porque desinstalaste o Hevly?

F: Não senti que acrescentasse nada enquanto aplicação, era mais de ego do que utilidade para track do que quer que seja.

B: Diz-me um determinado aspeto de uma aplicação que te motiva a atingir os teus objetivos! Porque é que o strava te motiva?

F: Motiva pelo sentido de comunidade, de competição também, porque não só consegues fazer um track ao teu progresso mas aqueles desafios e tal... é engraçado acompanhares

as outras pessoas, se calhar também por ter um bocado a vertente de rede social misturada, não só o teu mas o dos outros e consegues partilhar vitórias, sem ser numa rede social geral, que ninguém percebe o que estás a mostrar, nem quer saber do assunto.

B: E o My Fitness Pal?

F: O My Fitness Pal, só pelo track, pela vertente nutricional de macros e tudo mais, porque foi isso que me ajudou a dar um bocadinho a seriedade ao desporto, de perceber que a alimentação é uma parte bastante importante e percebê-la melhor.

PHYSICAL EXERCISE

SOCIAL CONTACT

CURIOSITY

Interviews

A4 - DANIELA E ANDRÉ

12/05/2024 - Presencial e em conjunto

B: Podiam começar por contar um pouco sobre como começou a vossa experiência no mundo fitness?

D: Dança também conta?

B: Sim!

A: Eu sempre fiz desporto meu primeiro desporto que pratiquei foi ginástica do primeiro ao quarto nem sei se comecei antes do primeiro ano, comecei fazer ginástica, depois ali houve uma altura em que saí da ginástica e joguei basquete durante bastante tempo e depois fui saltando, fui fazendo desportos diferentes mas sempre a jogar basquete, joguei vôlei, joguei ténis, fiz artes marciais, fiz uma série de cenas, entretanto lesionei-me, nadei os últimos 3 anos de escola, depois na faculdade joguei vôlei e agora corro e faço ginásio.

D: Eu a partir do quarto ano fiz ballet até ao terceiro da faculdade, também fiz natação sempre tive ligada muito a desporto e agora trabalho com desporto.

B: Neste momento quais são os vossos objetivos pessoais em relação à prática de exercício físico?

A: A curto prazo quero fazer o half iron man é esse assim o meu objetivo, o meu grande objetivo este ano há outros objetivos: fazer a meia maratona abaixo dos 1h50, gostava de conseguir fazer tipo 1h45, depois gostava também de começar a treinar para fazer uma maratona no próximo ano, mas isso são tipo objetivos a curto prazo. A longo prazo é manter-me fit, manter-me saudável e não ficar incomodado a olhar para o espelho.

D: Eu também é um bocadinho isso, assim a curto prazo tenho esses objetivos mais concretos de fazer a meia maratona, e no ginásio também tenho os meus objetivos mais físicos mas também de força e tudo e a longo prazo é isso é manter-me ativa e conseguir ser saudável e sentir-me bem.

B: Já utilizaram alguma app fitness, relacionada com qualquer desporto? E quais é que utilizaram?

A: De momento ativamente uso a aplicação da garmin por ser mais fácil por causa de emparelhar com o relógio e uso o strava, uso também o hevy quando vou ao ginásio mas tenho andado a baldar portanto já não vou ao hevy há algum tempo, uso a aplicação de fitness do Iphone porque tenho dados mais aprofundados tanto a nível de peso, massa gorda acabo por ter uma central de informação.

D: Eu já experimentei várias aplicações neste momento também é um bocadinho isso é a aplicação relacionada com o

relógio, o strava, tenho uma aplicação dirigida mais para o exercício, mas já é mais direcionada para o meu pt ...

B: Qual é essa aplicação?

D: Tem mesmo o nome dele é Rui Pinheiro, também usava aplicação mesmo de fitness da Apple com a subscrição, mas deixei de utilizar.

A: Ah, também uso a runna que é uma aplicação que te faz planos de treino para corrida em que tenho também a subscrição e ele faz-me um plano de treino ideal para a semana, depois ou faço os treinos exatamente como ele pede, se tiver a correr sozinho faço os treinos que lá estão senão corro com aquele tipo de filosofia entre aspas de treino.

D: Também usei uma que se chama Envelope You, está associada a uma plataforma de exercício, também tem alimentação, mas é tipo uma comunidade

B: Há quanto tempo a utilizas?

D: Essa já não uso, utilizei mais ou menos um ano

B: e porque é que desinstalaste essa app?

D: porque deixei de ter a subscrição deles.

B: Dessas apps que utilizam qual é a aplicação que usam assim há mais tempo?

A: A da Garmin

B: E o que é que o que é que achas que te faz manter tipo essas aplicações e não as desinstalaras?

A: A do Garmin para além de fazer a parelha com o relógio, a informação que dá, eu como estou sempre com o relógio dá-me as estatísticas do sono, dá para registar quanta água é que eu bebo por dia, conta-me os passos e consigo uma série de informações ali, para além de conseguir editar e customizar as coisas todas do relógio.

D: Algo que me interessa muito é em termos de recuperação, o feedback de recuperação.

A: Sim, o feedback de recuperação, toda a questão do sono, da frequência cardíaca, da variabilidade da frequência cardíaca. Cada vez que começo um treino ele diz-me o quão apto estou para fazer um treino e, portanto, consegues muita informação dessa através do relógio, vives bem sem usar a aplicação, mas a aplicação dá muito jeito porque consegues tirar muito mais informação.

B: Por exemplo na Hevy vocês desinstalaram passado algum tempo pelo facto de terem que pôr os dados na aplicação e não ser uma coisa automática?

A: sim

D: Eu não necessariamente porque imagina utilizo mais não como forma de registar, mas para ter um plano para con-

seguir seguir, porque tu consegues lá pôr os teus planos antes de fazer.

A: Sim, sim, eu adoro o Strava porque, não só pela parelha automática como pelo facto de... consegues ver as estatísticas todas, também consegues ver as estatísticas do treino na aplicação da Garmin mas é mais por ser mais por ser mais utilizada porque também consegues seguir outros atletas Há funcionalidades que tens no Strava que tens também na aplicação da Garmin mas o strava como é mais utilizado e não é exclusivo a quem tem apenas dispositivos da Garmin, tem mais aquele ambiente de rede social, e consegues ver tipo os atletas elite ver o que é que eles andam a fazer como é que eles andam a treinar como é que eles andam a recuperar, claro que tem toda uma parte que não consegues ver tipo a alimentação deles, o que é que eles fazem quando não estão a treinar e essas cenas todas mas consegues ter a percepção de como é que eles segmentam os treinos deles e é muito interessante, dá também para tomar notas, depois podes também seguir e acompanhar os treinos de pessoas que estão mais ao teu nível ou pessoas que estejam até no nível abaixo do teu, não só do meu ponto de vista de comparação mas de motivação também.

B: Na Hevy não tens a parte nutricional, pois não?

A: Acho que não, não faço ideia, mas acho que não.

B: E sentiste falta ou sentiste que era algo que iria acrescentar?

D: Eu sinto isso porque na aplicação do meu PT ele tem a parte de nutrição e é algo que me faz falta

A: Imagina para mim não tanto, eu neste momento não tenho nenhum plano de nutrição, sinto falta mas não acho que seria uma aplicação que me traria isso, uma aplicação com uma runna que é tipo inteligência artificial que faz o meu treino por mim e pago uma subscrição e ele faz-me isso acho que aí seria tipo seria uma coisa diferente, mas se fosse no caso da Hevy em que tu registas só aquilo que tu estás a fazer, a mim pessoalmente custa-me um bocado aplicações de tipo contar as calorias e essas coisas todas a mim não faz sentido.

D: A mim faz na app do PT porque é algo que tem feedback por trás ou seja alguém está a controlar e a perceber faz sentido alterar o que não faz A: É isso, aí faz sentido, imagina eu sinto muito mais a necessidade do ponto de vista da alimentação sinto muito mais a necessidade de falar com uma nutricionista e de ter isso alinhavado com essa pessoa, e se houvesse uma aplicação ou alguma plataforma em que desse para ter esse feedback dessa pessoa de forma remota então aí sim aí faz sentido, mas em casos em que não há

feedback por trás ou o feedback viria de pessoas que me seguem a comentar isso ou a falar disso com pessoas que acompanham o meu treino isso aí vai depender muito das tuas capacidades sociais fora do treino, aí requer também que tenhas pessoas a seguir-te e pessoas a acompanhar e acho que para mim não seria a situação ideal.

D: Olha, isto não tem muito a ver com isso, mas por exemplo nós utilizamos a aplicação fitness relacionada com o relógio com o meu avô porque ele tem uma insuficiência cardíaca e nós tiramos o relatório da aplicação e mandamos para o cardiologista

B: Digam-me uma situação de uma aplicação qualquer que vocês usem relacionada com o fitness em que em alguma situação específica tenha sido uma motivação para vocês.

D: Os desafios do Strava

A: sim! Os desafios do Strava, não necessariamente receber as notificações do Strava a dizer tipo “ah esta pessoa tipo esta pessoa passou à tua frente” mas muitas das vezes por exemplo estamos os três agora no desafio do Miles em que é: entre abril e maio ver quem faz mais quilómetros, eu que em abril adiantei imensos quilómetros agora vamos já em meados de maio e este mês ainda não fiz grande coisa mas ainda estou no top 10 e estou com aquela sensação de tipo “ok tenho que manter este top 10, tenho que ir fazer quilómetros nem que seja de bicicleta para fazer batota” entre aspas mas estou com aquela sensação tenho que fazer quilómetros e isso motiva-me imenso .

B: Já foram respondendo a esta pergunta durante a entrevista, mas quais são as principais funcionalidades das aplicações que vos fazem continuar a utilizá-las?

D: É um bocado essa cena da competição dos desafios, monitorizar o sono e essas coisas é muito importante...

A: sim, e não é só o sono, é dar para monitorizar tudo.

PHYSICAL EXERCISE

SOCIAL CONTACT

STATUS

ORDER

CURIOSITY

In addition to the interviews, an online questionnaire was carried out to obtain more answers to quantitative and qualitative questions. Here we can see the structure of the questionnaire:

91 ANSWERS

Questionnaire

QUANTITATIVE QUESTIONS:

1. Age

- a) 18-25
- b) 25-35
- c) >35

2. What is your relationship with exercise?

- a) I am a Personal Trainer / Coach
- b) I train with a PT / Coach
- c) I train alone

3. Have you ever used any app to assist in your training?

- a) Yes
- b) No

4. If yes, which one(s)?

- a) Strava
- b) Hevy
- c) Nike Run
- d) My PT Hub
- e) My Fitness Pal
- f) BetterMe
- g) Other:

5. Do you currently use any app to assist in your training?

- a) Yes
- b) No

6. If yes, which one?

7. If yes, how long have you been using the app?

- a) < 2 months
- b) 1-2 years
- c) 2 years

QUALITATIVE QUESTIONS:

1. What motivated you to start using this app?
2. What features/characteristics do you find most attractive and motivating in this app?
3. If you have ever used an app to assist in your training but no longer do, what made you uninstall/stop using it?

Questionnaire

(RESULTS)

➔ QUANTITATIVE DATA

1. Age of Participants

- a) 18-25: 57,1%
- b) 25-35: 38,5%
- c) > 35: 4,4%

2. Relationship with Exercise

- a) I am a Personal Trainer / Coach: 3,3%
- b) I train with a PT / Coach: 14,3%
- c) I train alone: 82,4%

3. Have you ever used any app to assist in your training?

- a) Yes: 93,4%
- b) No: 6,6%

4. Most used apps among those who have used:

- Strava: 81,2%
- Hevy: 10,6%
- Nike Run: 42,4%
- My PT Hub: 0%
- My Fitness Pal: 21,2%
- BetterMe: 3,5%
- Garmin: 2,4%

Others: Fitness Iphone, Adidas, TrainingPeaks, Runna, Lean with Lilly, Heria Pro, Huawei Health

5. Do you currently use any app for training?

- a) Yes: 79,1%
- b) No: 20,9%

6. If yes, which?

Strava: 32,4%

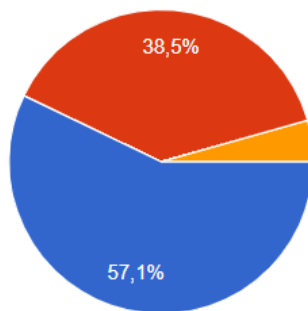
Others: Nike Run, Hevy, Huawei Health, Gym app, Fitness app (Iphone)

7. Duration of App Usage (for those who use):

- a) < 2 months: 36%
- b) 1-2 years: 40%
- c) 2 years: 24%

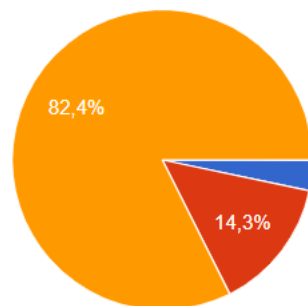
Figure 57 - Questionnaire Graphics

1.



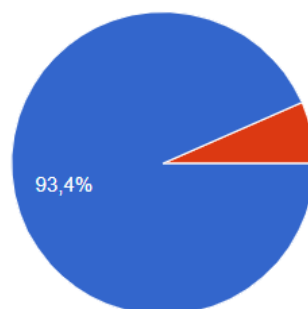
● 18-25
● 25-35
● > 35

2.



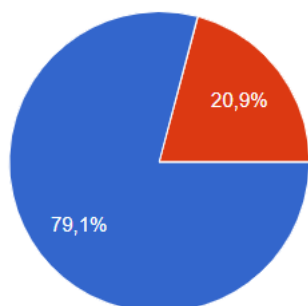
● Sou Personal Trainer / Treinador / Coach
● Treino com PT / Treinador / Coach
● Treino Sozinho

3.



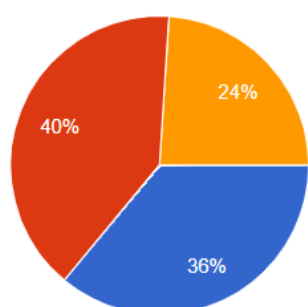
● Sim
● Não

5.



● Sim
● Não

7.



● < 2 meses
● 1-2 anos
● > 2 anos

Questionnaire

➔ QUALITATIVE DATA

(This data will be in the original language to avoid losses in translation)

What motivated you to start using this app?

Conectividade com Garmin

(CURIOSITY)

As corridas

(PHYSICAL EXERCISE)

Apoio motivacional

(STATUS)

Monitorizar as corridas/treino para perceber o progresso ao longo do tempo

(CURIOSITY)

Por indicação da PT

(SOCIAL CONTACT)

Tentar ser mais consistente e ter um plano mais definido

(ORDER)

Querer melhorar a minha condição física e ter-me juntado a um grupo que motiva

(PHYSICAL EXERCISE)(SOCIAL CONTACT)

Facilidade por ter treinos completos

(ORDER)

Emagrecer e ter um estilo de vida mais saudável

(PHYSICAL EXERCISE)(IDEALISM)

Não ter nenhum plano de treino

(ORDER)

Querer começar por algum lado

(CURIOSITY)

Corridas

(PHYSICAL EXERCISE)

Ser a app do relógio que uso e adoro

(CURIOSITY)

O Strava foi o Miles&Vibes e o EliteTrainer foi o meu PT

(CURIOSITY)(SOCIAL CONTACT)

Acompanhamento 100% online

(INDEPENDENCE)

Ajudar-me a começar a treinar e ter algum guia nos treinos

(ORDER)

A eficiência da app em si no que conta a distâncias e ritmos e fortemente recomendado no grupo onde corro

(PHYSICAL EXERCISE)(SOCIAL CONTACT)

Calcular distância, calorias, pace

(CURIOSITY)

Poder registar e contabilizar a minha evolução na corrida

(CURIOSITY)

Recomendação de amigos

(SOCIAL CONTACT)

O facto de ter bastantes amigos que a utilizavam

(SOCIAL CONTACT)

Saber a evolução e ter os objetivos

(STATUS)(CURIOSITY)

Gratuito e simples de usar

(TRANQUILITY)

Organizar e ver as estatísticas dos meus treinos

(ORDER)(CURIOSITY)

Perceber melhor a minha forma física

(CURIOSITY)

Opiniões de amigos

(SOCIAL CONTACT)

Ter controlo dos treinos

(ORDER)

Guardar as minhas corridas e manter-me a par do progresso

(CURIOSITY)

Recomendação de outros atletas

(SOCIAL CONTACT)

Precisava de algo para facilitar o monitoramento de progresso e pesquisando foram essas que me pareçam adequadas

(CURIOSITY)(INDEPENDENCE)

Precisava de um treino para a meia maratona

(ORDER)

Treino estruturado

(ORDER)

Running

(PHYSICAL EXERCISE)

Ter métricas melhores dos treinos

(CURIOSITY)

Compra de acessórios (relógio) da mesma marca

(CURIOSITY)

Treinamento Físico Militar

(PHYSICAL EXERCISE)

Ter o registo daquilo que faço, antes apontava em papel.

(ORDER)

Rastreamento de percursos e para perceber melhor a minha evolução

(CURIOSITY)

App do Ginásio: Vídeos mostrando como cada exercício é feito; Training Peaks: Treinos de corrida sendo enviados ao Smart Watch

(CURIOSITY)(ORDER)

Boa recomendação de amigos

(SOCIAL CONTACT)

Poder "competir" com o grupo

(STATUS)(SOCIAL CONTACT)

Ter uma noção dos meus treinos

(CURIOSITY)

Seguir as distâncias e paces

(CURIOSITY)

Ajuda para dinamizar treinos

(ORDER)

Corrida

(PHYSICAL EXERCISE)

Praticidade

(TRANQUILITY)

Correr

(PHYSICAL EXERCISE)

Monitorar a minha corrida e ficar com bastante data do passado para analisar a minha evolução

(CURIOSITY)

É a "melhor"

(STATUS)

A compra do relógio Garmin

(CURIOSITY)

Maior controlo dos treinos para evolução

(ORDER)

Começar a correr

(PHYSICAL EXERCISE)

Amigos indicaram-me a app

(SOCIAL CONTACT)

Registar os meus treinos e manter-me motivada

(STATUS)(CURIOSITY)

Grupo de WhatsApp

(SOCIAL CONTACT)

Consigo saber os meus percursos e tempos durante a corrida

(TRANQUILITY)(CURIOSITY)

Monitorizar os meus treinos

(CURIOSITY)

Apresentar métricas interessantes no plano grátis. Já existir uma grande comunidade a usar

(CURIOSITY)(SOCIAL CONTACT)

Estatísticas e controlo sobre ritmo/esforço

(CURIOSITY)

Melhor controlo nas corridas

(ORDER)

A utilização de dispositivos da marca garmin.

(TRANQUILITY)

Facilidade na obtenção de dados úteis

(TRANQUILITY)

Poder partilhas com os meus amigos as minhas atividades físicas.

(SOCIAL CONTACT)

Melhores stats.

(CURIOSITY)

Registar e poder analisar os dados do treino.

(CURIOSITY)

Controlar tempos/ km / pace etc (bicicleta e corrida)

(CURIOSITY)

Ao marcar os treinos consigo ver a minha evolução e fico mais motivada para treinar!

(STATUS)

Comunidade próxima com quem treino também utilizar

(SOCIAL CONTACT)

Necessidade de registar os kms corridos.

(ORDER)

Relógio, controlo do exercício

(CURIOSITY)

Ajudar a contar os km

(CURIOSITY)

Começar a correr e querer guardar a evolução do treino

(CURIOSITY)(STATUS)

A conectividade com o equipamento e com o strava

(TRANQUILITY)

Controlo do treino

(CURIOSITY)

Recomendações

(SOCIAL CONTACT)

Questionnaire

What features/characteristics do you find most attractive and motivating in this app?

Gratuidade

Marcam o ritmo, de forma a irmos melhorando

Estatísticas, partilha, desafios

Vídeos demonstrativos

"Strava - para monitorizar os treinos de corrida e ficar registado o meu progresso

Nike run - para usar também os planos de treino de preparação para uma determinada corrida

Hevy - ajuda-me a registar os treinos já predefinidos e ser mais rápido na altura do treino. Para além disso, ajuda bastante a ir vendo a carga que usávamos e ver a nossa progressão

My fitness pal - ir contando calorias visto que estou num processo de perda de peso, nada de muito rigoroso, é mais para ter uma ideia "

Facilidade de uso

Poder escolher um objetivo específico e apresentar treinos completos para esse período de tempo

contagem de calorias e km nas corridas

Treinos definidos

Treinos guiados e planos de treino

Monitorização da corrida

Ser prática e intuitiva, com cores apelativas

"No Strava, o detalhe das corridas.

No Elite, a simplicidade e facilidade em registar as cargas e ver o progresso"

Ter os treinos todos explicados com vídeos

Na Adidas Running a personalização dos treinos e a corrida guiada

Motivação semanal, objetivos e desafios realistas, competição amigável

O cálculo da distância

Conseguir saber a distância percorrida e o pace, uma vez que não tenho smartwatch

Estatísticas

O facto de ser bastante intuitiva, dar estatísticas bastante pormenorizadas e acabar por ser uma rede social vocacionada para a prática de desporto

A contagem de km, e eles motivarem quando fazemos os nossos melhores tempos

Tem os objectivos bem definidos

Serem gratuitas e terem uma comunidade

Gratuita e possui imensa informação sobre o meu nível de desempenho em várias áreas

O facto de ter treinos para cada objetivo e conectar diretamente ao Strava

Simplicidade e praticidade da app

Ter um espaço para guardar as minhas corridas

A praticidade da mesma seja para guardar, comparar ou partilhar treinos

Treinos acompanhados

Calendário de treinos, metodologia no treino, complementos de fortalecimento e suporte online

O facto de ter uma comunidade

Variedade de exercícios, também mede tempo de sono, regista os ciclos do período feminino, bem completa.

Acompanhamento diário e por objetivos

Possibilidade de ver a evolução e comparação das atividades

Estatísticas semanais.

Rastreamento de percurso, pace etc

Funcionalidade, ser de graça, consigo colocar "Pronto" em cada exercício e cada treino para me manter motivada.

Tracking das calorias

Registo de atividade, conectar com outros corredores, partilhar com foto

Saber o que estou a trabalhar e organizar me melhor de acordo com isso

Diversidade de exercícios

Funcionalidade

Ver a evolução

Informação do treino

Eu poder ver as corridas/atividades de outras pessoas próximas como se fosse uma rede social :)

Sincronização com o relógio e estatísticas como tempo de intervalos

Partilha de resultados com outros, controlo de toda a minha atividade, relatórios de conquistas de novos recordes

Contagem do trajeto e dos minutos por quilómetro

Poder registar o treino como um todo, partilhar e ter pequenas conquistas que a app faz ao superar peso ou repetições

Poder ver a estatística e o mapa da atividade

Registo de treinos/cargas no caso do Hevy

Conseguir ter as informações de forma instantânea

Conseguir acompanhar o meu progresso

Integração com todos os dispositivos e aplicações como Garmin por exemplo

Treinos personalizados, desafios e estatísticas

Bpm's distâncias altimetrias

Indicadores de performance, registo de todas as atividades, análise das atividades e de dados relativos a uma ou ao global das atividades.

Informação num único lugar e os segmentos, que ajudou a

"competitividade" saudável na app

Informações sobre recuperação, esforço percebido, tempo expectável de distância...

Quilometragem do equipamento; análise à atividade mais detalhada e com possibilidade de comparar com atividades passadas; Controlo mais definido a longo prazo através dos gráficos "training log", "relative effort" e "monthly fitness".

Monitorização do ritmo cardíaco, zona de bpm, calorias gastas, potência, strides.

Ver a minha evolução

Gosto de ver quantos km corro semanalmente e em cada treino, gosto de ver o resumo mensal, ver o treino de amigos e saber quando consegui obter recordes pessoais! A aplicação permite ver tudo isto!

Visualmente poder ter acesso aos vários treinos feitos (km e ritmo). Poder interagir com outras pessoas e partilhar a atividade e ver de outros. Estatísticas

Necessidade de registar os kms corridos.

Anotar e controlar os treinos

Gosto da modalidade de interval running

Poder ver as corridas dos outros utilizadores e partilhar o progresso

No garmin são o facto de criar um plano de treino para corrida até à meia maratona

Diversidade e facilidade de utilização

Questionnaire

If you have ever used an app to assist in your training but no longer do, what made you uninstall/stop using it?

Ter deixado um bocadinho o desporto de lado. Sempre que volto, costumo recorrer a apps de auxílio
Programas cheios de publicidade
Criação do meu próprio treino/acompanhamento com profissional
My fitness pal, porque é uma bagunça, tem demasiada informação
Sim, o meu PT mudou a app pela qual envia os treinos
Algumas eram pagas + contar calorias queimadas e consumidas é um pouco trabalhoso
Aplicações pagas
Acabei os treinos da app
Ter de pagar para usar
Existir uma app melhor ou não precisar mais da sua função
Sim, Fitness pal. Não gostei
Falta de motivação
Media a mesma coisa ou menos do que as outras apps.
Não ter vídeos de como mostrar como cada exercício é feito e ser pago.
Usava para registar as calorias, mas implicava um compromisso bastante grande. Acabei por deixar essa rotina
Apenas porque houve alturas em que parei de treinar.
Não ser tão intuitiva, ter a maioria das funcionalidades pagas
Não soube explorar bem a app
Dificuldades de sincronização. Para mim uma app deste tipo tem de necessitar de pouco trabalho manual da minha parte
Nike Run club por parar as corridas a meio, interferir com o GPS, apagar corridas, encravar
Deixar o ginásio
Não trazia vantagens
O facto de ser pago e caro, o facto de já não fazer sentido para os meus objetivos do momento
TrainigPeaks, quando era orientado por um treinador
Subscrição cara, encontrar uma app melhor
TrainingPeaks foi uma aplicação que deixei de utilizar devido a ser paga para ter de aceder a todas as funcionalidades e uma vez que deixei de praticar desporto ao alto nível deixou de fazer sentido continuar a utilizar.
O strava ser muito completo

Runna, por ser pago

Huawei Health, deixei de ter um dispositivo compatível. Nike run, as "coach runs" tornaram-se profundamente repetitivas e os planos de treino não eram facilmente adequados ao meu horário.

Nike run. Usava antes de ter Apple Watch

Não aconteceu

Usava uma para o ginásio, mas tornou-se paga então deixei de usar

Já usei Sports go mas deixei de usar quando saí do meu ginásio antigo

Deixei simplesmente de fazer exercício na altura e desinstalei a APP que era muito boa na minha opinião.

Subscrição demasiado cara, poucas funcionalidades disponíveis

➡ **QUESTIONS JUST FOR PERSONAL TRAINERS:**
(3 answers)

Have you ever used an app to record your students' training/connect with them?

- a) Yes: 66,7%
- b) No: 33,3%

If yes, which?

Zappy, App do Ginásio

If so, what motivated you to start using this app?

É a APP que utilizam no estúdio onde dou treinos
A integração com o ginásio

What functions/characteristics does this app have that motivate you to continue using it?

Dá para conciliar os treinos dentro do estúdio
Pra já por ter os dados todos dos alunos ali com facilidade

If you have NEVER used it, why?

Os treinos não serem "profissionalizados"

➡ **QUESTIONS JUST FOR STUDENTS:**
(16 answers)

Has your coach ever used an app to connect with you or help with your training?

- a) Yes: 62,5%
- b) No: 37,5%

If yes, which?

MFit personal, EliteTrainer, MFIT Personal e SisRun, Regybox, App do ginásio e Training Peaks, Strava

What features does the app have that help you stay motivated?

Feedback

Ver os ticks todos feitos na semana

No strava as vezes os challenges também que ajudam a manter motivada

Tem vídeos linkados explicativos dos exercícios o que torna mais fácil seguir o treino sem ter de parar para ir ver como se faz o exercício primeiro. E como dá para registrar os sets, reps e cargas, dá organização e noção de progresso e isso motiva

Principalmente na MFIT Personal tenho a explicação dos exercícios em vídeo

Não necessito propriamente, apenas se trata de um complemento

O acompanhamento ser 100% online

SCULPTING GOALS

UX/UI DESIGN FOR MOTIVATIONAL
APPROACHES IN FITNESS APPS

This report was submitted to the Faculty of Fine Arts at the University of Porto as part of the requirements for completing a Master's degree in Graphic Design and Editorial Projects. It was supervised by Professor Fabrício Fava.

BEATRIZ MOURA

SEPTEMBER.2024