FPT UNIVERSITY Capstone Project Document



Website Design for **FITYOURSELF**

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Supervisor: Tran Thi Le Quyen

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Our Team

We are a group of young designers with dreams and strong passions. We both love gym and we hope to bring to our customers the best experiences of practicing gymnastics through our products.



Ho Minh Ha SE03867





Tran Thi Huyen Trang SE03531 Nguyen Ngoc Tu SE03592

1.PROJECT PROPOSAL

1.1.1 Name of Project

FITYOURSELF

The name represents features that our websties navigate to: "You can change your body, exercise all on yourself, right at your home "We bring a whole new level of experiencing fitness exercises to our target audience.



1.1.2 Problem Abstraction

The whole project is all about creating and designing website for this brand called FitYouself.

FitYourself directed to people who dont have time to go to the fitness center, also amateur whom stay at home but still can exercise with instructions. The website's missions are providing details info about all the types of gym, use people body figures to analyze body status and specially creating an exercise plan suitable with people's purposes.

In order to perform the services to people, it's the most important things to research info, knowledge about gym, fitness, and technology also so users could stay at home but still experience all the services. Especially when it is a new business and wants to educate customer not only about the knowledge but also the brand.

1.2.1 Define Problem

In the process of learning, there are not many types of gymnastic website was found out , especially in Vietnam. FitYourself appeared and brought a fresh wind into this field. On the way to bring customers to higher levels of praticing exercises at home, FitYourself faced problems: knowledge about all the type of gyms (bodybuilding, fitness, crossfit..), technology to interact with users to measure heartbeat, pulse and even carlos the user has exercised and indexes of users.

Beside the fact that it must has a suitable user experience for website, FitYourself website is also created with supportation from apps. It will have to:

- Provide detail informations about types of gym on the market
- Collect people's indexes to evaluate body's status
- Creating exercise plan for each peson's purpose
- -Tutorial for each exercises of every types.

Overall, there must has spaces for business owners to set up cross-sell on all over the website in order to convert visitors into customers.



Comparison with other websites

Brand	Pros	Cons
GYMLORD	- Training schedules. - Training exercises. - Nutrition suggestions.	 It's only information website/blog page. Bodybuilding type only. Limited training exercises. Inflexible training exercises for each specific user. Have no guide videosHave no guide GIFs.
THEHINH.COM	 Training schedules. Training exercises. Nutrition suggestions. Training exercise guide videos. Calculation tools: BMI, BMR, TDEE, Macro, Bodyfat, Calories Burned 	 It's only information website/blog page. Bodybuilding and Yoga types only. Complex interface for users. Post's quality aren't evenly. Some posts are high quality but others.
SWEAT DECK	- Easily to use - Using card for training	 Not many exercises Dont record training history Dont have detailed tutorials Dont show the figures after the training
JEFIT	 Building personal timetable Full info about types of gymnastic and tutorials Collect BMI caculator and figures Save the body figures to analyze the changing of body 	- Only theory, no video - Directed plan without choosing types
YEUTHEHINH.COM	 Nutrition suggestions Supportive products Macro, Bodyfat, Calories Burned 	 It's only information website/blog page. Bodybuilding and Yoga types only. Complex interface for users. Post's quality aren't evenly. Some posts are high quality but others.

Technology

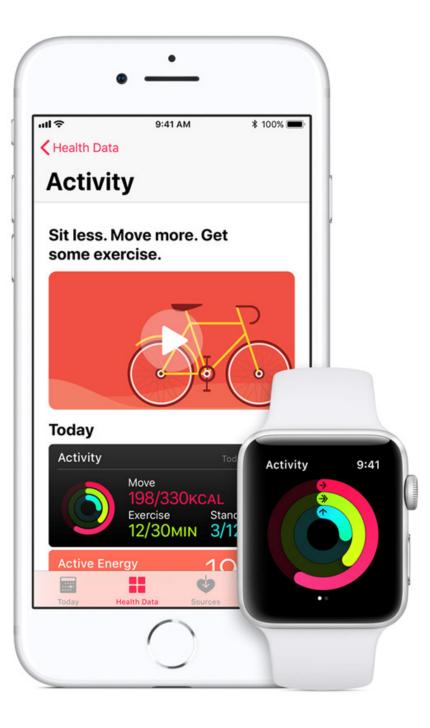
Beside of creatiing a websites, we also have a supportation app to measure while user're practicing. So there're maybe many devices to support, user can experience fully our services

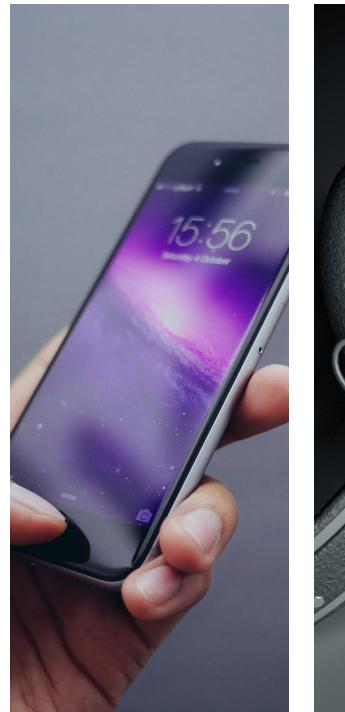
After researching, we found out technology devices that worked perfectly with us:

- PC/Laptop with Internet
- Android smartphone or Iphone conected to Wifi
- Smart TV and Internet TV
- Samsung gear fit 2 and Apple watch 2
- Headphone or Speaker

With the Activity app on your Apple Watch and the health App on smart phone, you can track how much you move, exercise, and stand from day to day. The Activity app on Apple Watch can show how many active calories you've burned so far

Application "FITYOURSELF" will connect with this app and show how much you workout in the training time by the chart and clock.











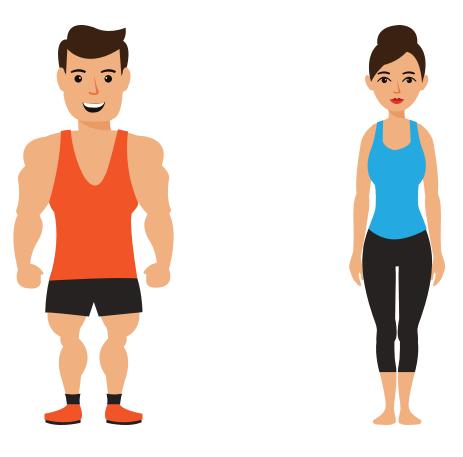


PROVIDE DETAIL INFORMATIONS ABOUT TYPES OF GYM

Many people nowadays don't know much about types of gym, don't know what are they, how it works. This could lead them into wrong understanding. So FitYourself provide a huge and excellent detail informations about 7 types of gym on the market : Powerlifting, Bodybuilding, Fitness, Crossfit, Yoga and Dance and Calisthenics.

- Powerlifting: Squat, Bench Press, Deadlift
- Body building : Bulking, Cutting
- Fitness: Chest, Arm, Shoulder, Back. Leg
- Crossfit: Power Clean, Burpreees, Snatch, Thruster
- Yoga: Hatha, Kindalin, Vingassa, Iyengan, Astanga, YinYoga
- Dance: Belly Dance, Aerobiics, Zumba, Sexy Dance
- Calisthenics: Squat, Pull Up, Push Up, Push Up with Double Beam, Abdominal

Users could research and study about type of gym that they like and want to learn so that they could understand what they're exercising.



Men

Under Weight: <18.5

Healthy Weight: 18.5 - 24.9

Over Weight: 25.0 - 29.9

Obese: >30.0

Under Weight: <18.5 Healthy Weight: 18.5 - 24.9 Over Weight: 25.0 - 29.9 Obese: >30.0

Women

COLLECT BODY INDEXES TO EVALUATE BODY STATUS

To evaluate a human body with their body indexes, we based on BMI and WHR measure. So what is BMI & WHR?

BMI (Body Mass Index)

Is a measure of body fat based on your weight in relation to your height, and applies to most adult men and women aged 20 and over. For children aged 2 and over, BMI percentile is the best assessment of body fat.

BMI does not measure body fat directly. Research indicates that BMI correlates to direct measures of body fat such as underwater weighing and dual-energy X-ray absorptiometry (DXA), and is considered an inexpensive and easy-to-perform alternative for thesedue to measurement

BMI is used as a screening tool to indicate whether a person is underweight, overweight, obese or a healthy weight for their height. If a person's BMI is out of the healthy BMI range, their health risks may increase significantly

Metric BMI Formula:

Weight (kg)

Height x Height (m)

WHR (Waist-to-Hip Ratio)

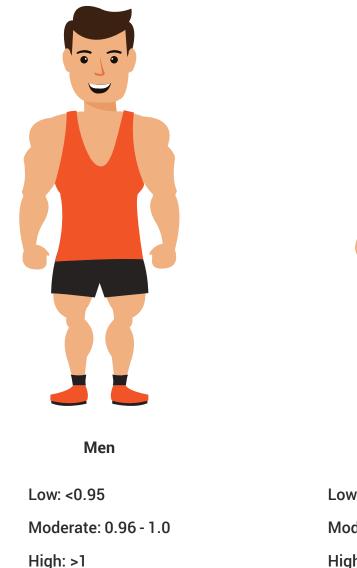
Is one of several measurements your doctor can use to see if you're overweight, and if that excess weight is putting your health at risk. Unlike your body mass index (BMI), which calculates the ratio of your weight to your height, WHR measures the ratio of your waist circumference to your hip circumference. It determines how much fat is stored on your waist, hips, and buttocks.

Not all excess weight is the same when it comes to your health risks. People who carry more weight around their midsection (an apple-shaped body) are at higher risk for heart disease, type 2 diabetes, and premature death than those who carry more of their weight in their hips and thighs (a pear-shaped body). Even if your BMI is within a normal range, your risk for disease may be increased.

WHR is an easy, inexpensive, and accurate way to see how much body fat you have. It can also help predict your risk for heart disease and diabetes.

A few studies suggest that WHR is even more accurate than BMI for predicting the risks of cardiovascular disease and premature death.





Women

Low: <0.80

Moderate: 0.81 - 0.85

High: >0.86

CREATING TRAINING PLAN

After receive the evaluation, users will choose for themselves an extra period and FitYourself will create a timetable of training according to their purposes. Before building for yourself a training plan, we offer users to fill a form with details about the timetable with 5 simple kind of question.

Throughout the process, with the interaction of apps, users could know how much carlos they had burnt due to measurement

Choose your types of gymnastic you want to practice (Max 2)

Choices: Powerlifting, Bodybuilding, Fitness, Crossfit, Yoga and Dance and Calisthenics.



Choose your level

Choices: Basic or Advance



Number of Exercises/Day

Choices: Least 2, Max 5



Your Training Time

Choices: Least 4 weeks, Max 12 weeks



Time started

TUTORIAL VIDEO WITH INSTRUCTION

FitYourself contains detailed exercises of each type of gym. So that customers can training on their own at their house without going to the fitness center. Not only the theory but also video and specific tutorials.

Website makes sure that all the tutorials are easily to understand and follow. Every exercises had compiled by pro experts or taken from reliable source

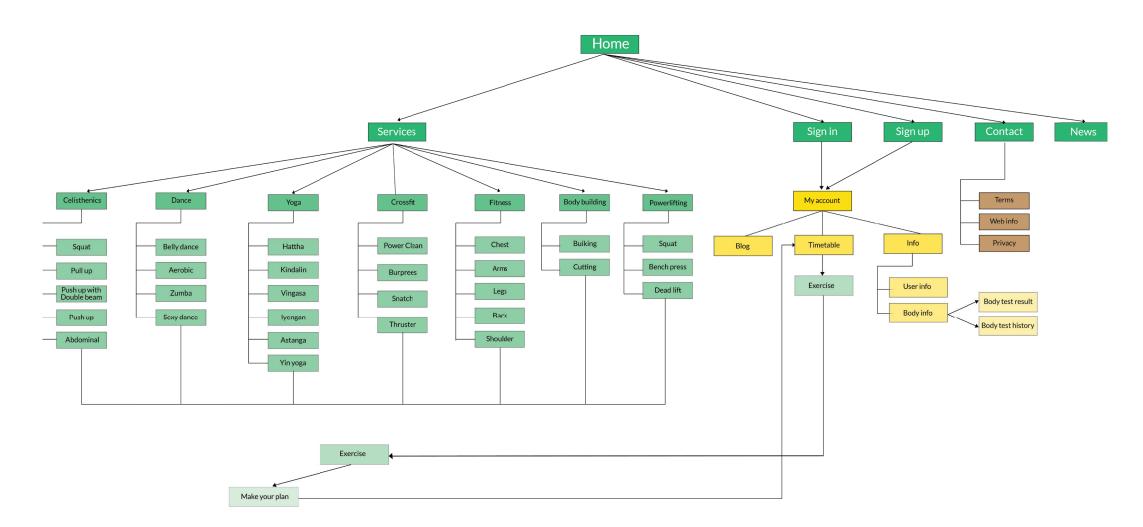
2.DESIGN PROPOSAL



snav



2.1 Building The First Sitemap



Stiemap is representing for all of the website's content. The first sitemap was built from our first came up ideas about FitYourself. It has fully all the features that we had mentioned. This sitemap also showed which feature we wanted to focus on and how it worked. We could see what we had missed. But somehow, it's kind of messy with too many information that could make user confused while experiencing. Look at it, we can see that some content pages didnt linked with each other and some are not necessary to appear on homepage On the way of creating the best product, we did a deep research about the users training routine, their interested with gymnastics. So that we can complete and fix website's features to be suitable.

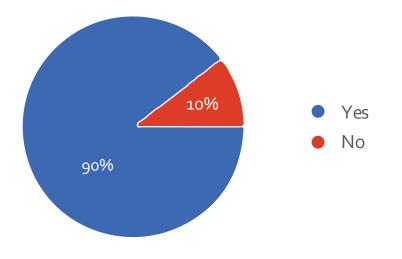
We have research more than 67 people who are our targeted customers

- Age: 18-45 years old
- Students or Office workers
- Single, married or have childs
- Busy and don't have enough time to go to the fitness center
- Not professional training
- Using fluently smartphone or technology devices.

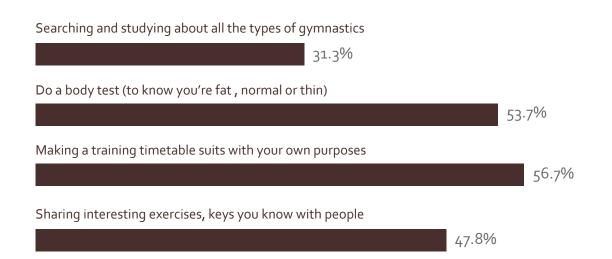




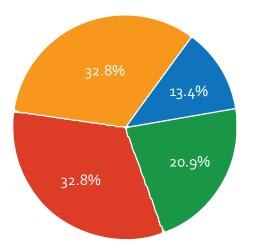
Want to experience a gymnastics website?



Choose the functions of website which you wanna experience the most



Which one describe yourself?

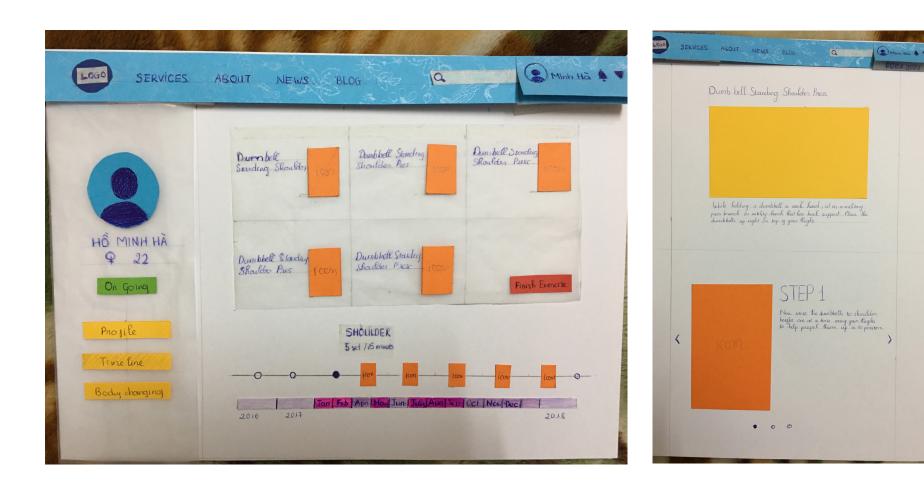


- I went to work, married and I dont have time to go to the Gym Club
- I went to work, havent married and I dont have time to go to the Gym Club
- Im still studying, I dont have both time and money for training with the coach
- I dont have anybody to go the Gym club with, so I wont do it alone

2.3 Building The First Prototype

After building the first sitemap, we started working on prototype,. To express our ideas we first do it on paper, it's really simple and visualize, we imagine it in our head and use color papers to shown it. This step is about making how our website first looks like, controling all the buttons and how it's different with our first sitemap.

In this step, we also can see the features's limitation and the way users first experience on our website. Building interface step by step but it does not satisfy our expectation: impressed but easily to use.





3.PRE-DESIGN

COLUMN TWO IS

1 5 10

3.1 User Testing

After many researches and real experiences from users through the first sitemap and prototype, we see some limits and found a way to recover it and improve some features that we had missed:

- Select important features om homepage, because homepage is the quickest way to enter other pages
- Focus on the most important feature : Account page, it needs to be more specific:

Training Plan

User can view exercises in day, week, month

They even can back to days or months even years ago to see what they've worked out Every exercises must appeared 1 one page so user could control what they're doing

Body Changing

User could provide body indexes once a month and there would be a chart showns the

changing of them

All BMI and WHR indexes are all showed

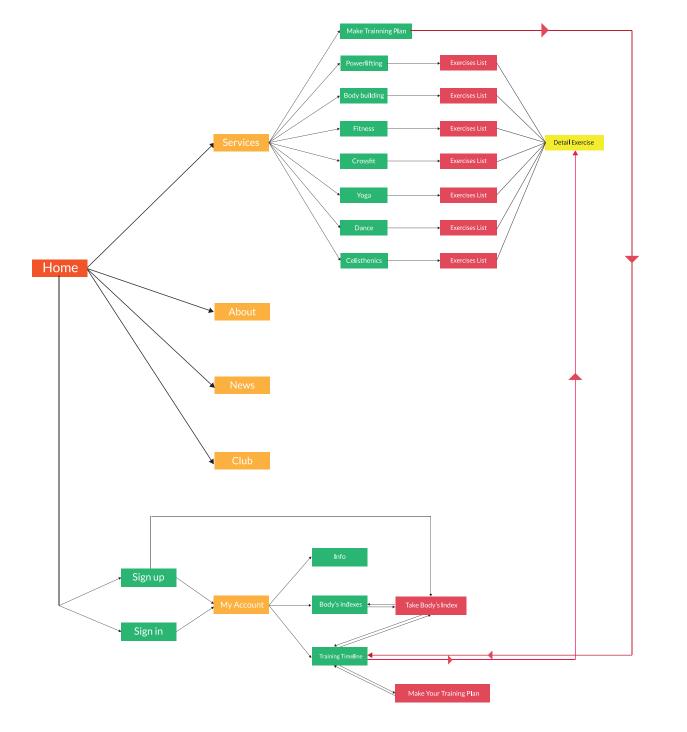
They recieve result right after they provided figures.

- In Exercise Detailed page, beside tutorial video, we confirm to have text instructions with equivalent icons with every steps.

- Notifications are also needed in case of user missed their training in a day.



3.2 Building The Second Sitemap



For the second sitemap, we asked ourselves a question: "What will user go after the Detailed Exercies page? ". So to make every pages of our website could be linked together, Training Timetable will be the answer.

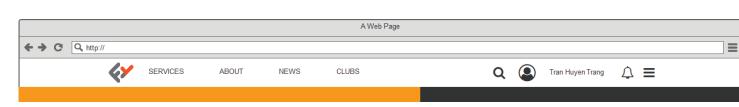
This sitemap has been developed and improved from the last one, it's clearly and help us see the way of our features. Could see in this sitemap that all pages comeback to one place : Training Timetable page. Also the most important feature we focused on.

We also considerd pages like : About, News and Clubs, all are about information and advertising, we dont want user to waste their time on unnecessary pages. In additon, every steps to building a Training Plan was made clearly, it helps us on the way building the second prototype

3.3 Building The Second Prototype

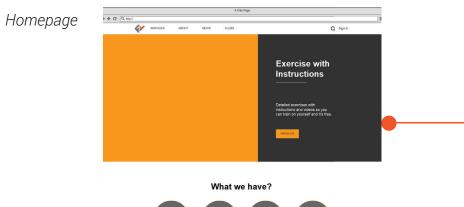
On the way of building, the second prototype was easier because we do it on Prototype Software. We had fixed and developed features so that user could understand and easily recognized what they're doing with our services

Homepage (Signed in)



Homepage (Notification)

					A Web F	ge
← → C	Q http://					=
	{	SERVICES	ABOUT	NEWS	CLUBS	Q 🚇 Tran Huyen Trang 🗘 🗮
						You have 4 ARM EXERCISES today to Click and finish it! 12 people like your blog post: "7 best See all







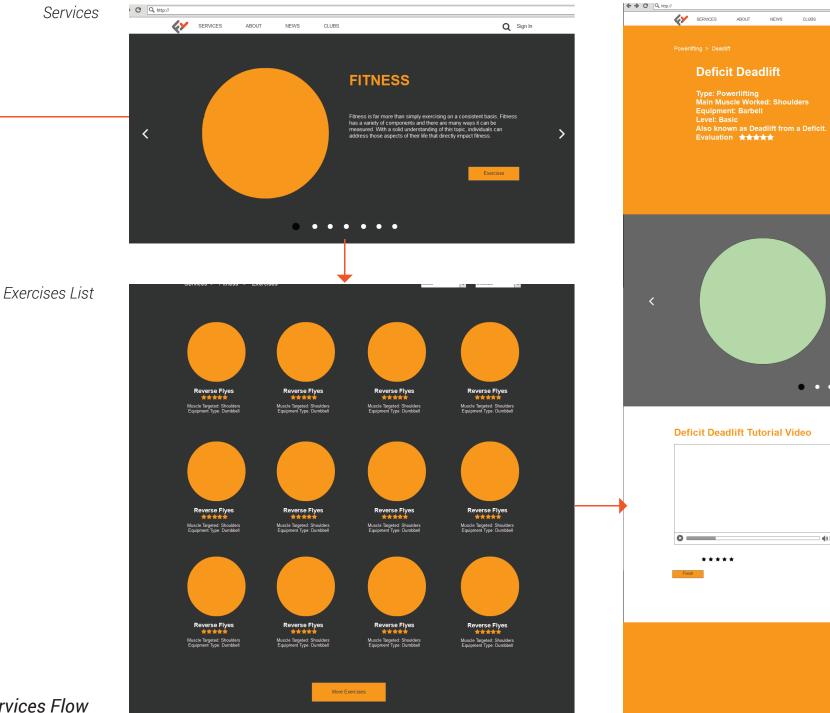
Homepage (Log out)

A Web Page





Services



STEP 1: Begin by having a platform or weight plates that you can stand on, usually 1-3 inches in height. Approach the bar so that it is centered over your feet. You feet should be about hip width apart. • • • • • Alternative Exercises for Deficit Deadlift Lateral Raise - With Bands Muscle Targeted: Shaulders Equipment Type: Dumbbell **Reverse Flyes** Muscle Targeted: Shoulders Equipment Type: Dumbbell Standing Dumbbell Press Muscle Targeted: Shoulders Equipment Type: Dumbbell - 🌒 🗖

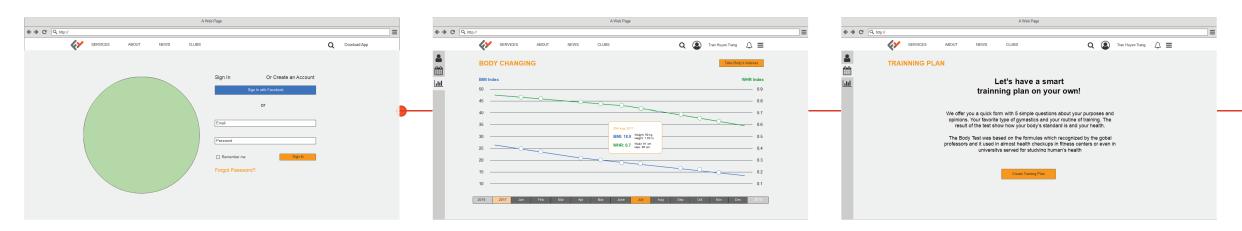
Q Sign In

Complete youself in your ways

Create Training Plan

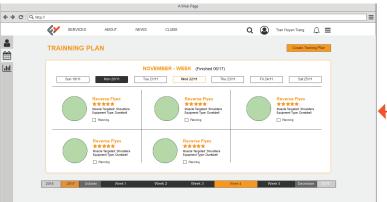
Services Flow

Detail Exercise



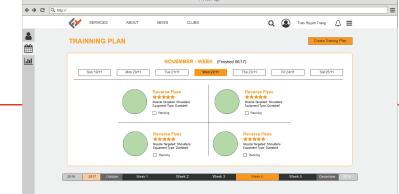
Sign in

Body Changing Chart

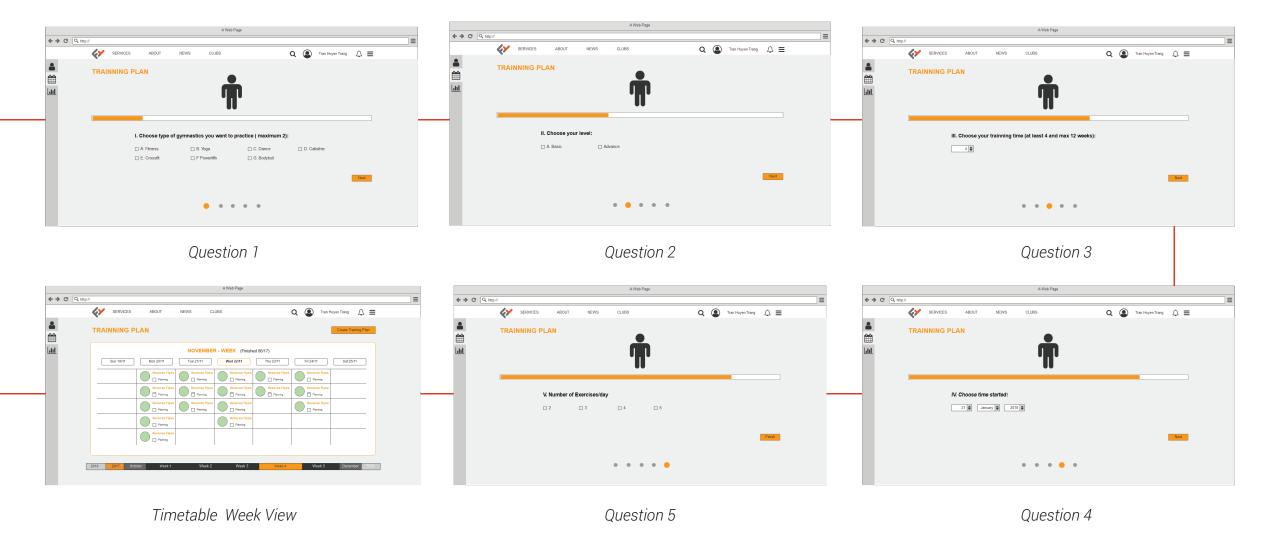


Timetable Day View

Make Trainning Plan Start



Timetable Day View



Training Plan Flow

3.4 User Interface Design



Services



Exercises List





TWO-ARM KETTLEBELL MILITARY PRESS



CLEAN AND PRESS



























Homepage



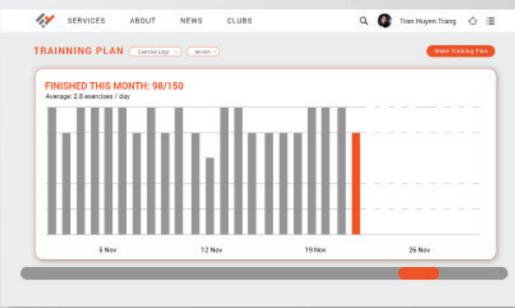
Training Day Selected

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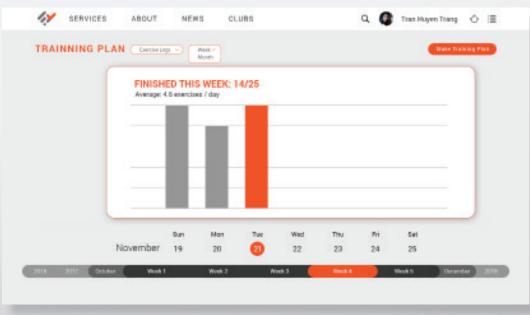
Training Week View

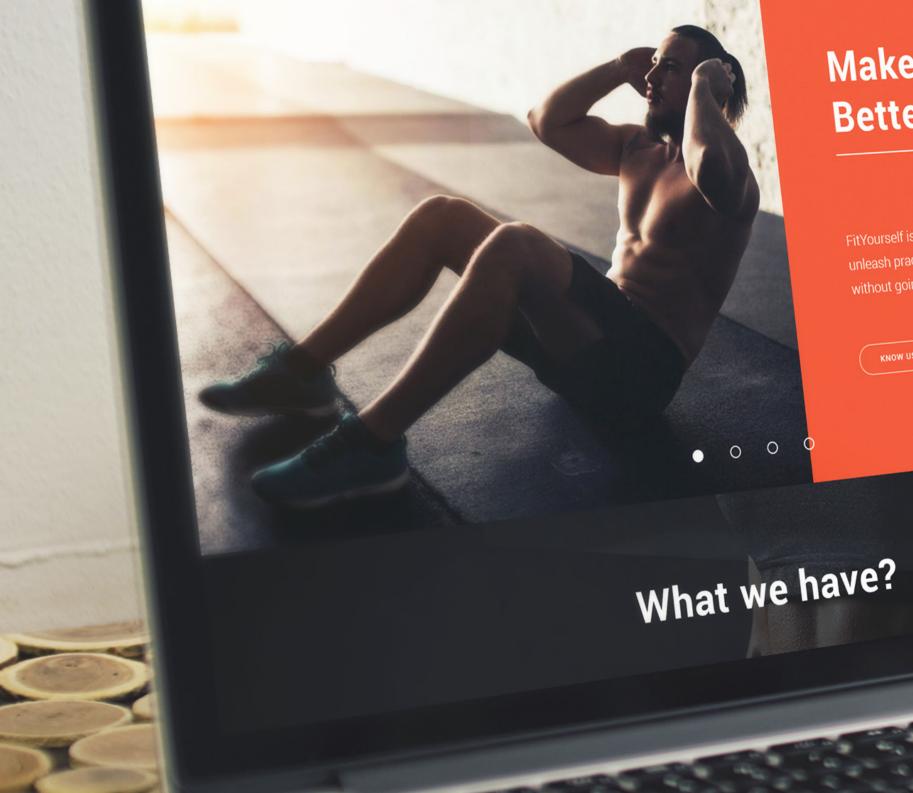
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	November	19	20	0	22	23	24	25	

Month Overview



Week Overview





Make Yourself Better

FitYourself is a place where you can unleash practicing on your own without going to the fitness center.

4.DESIGN FINALIZATION

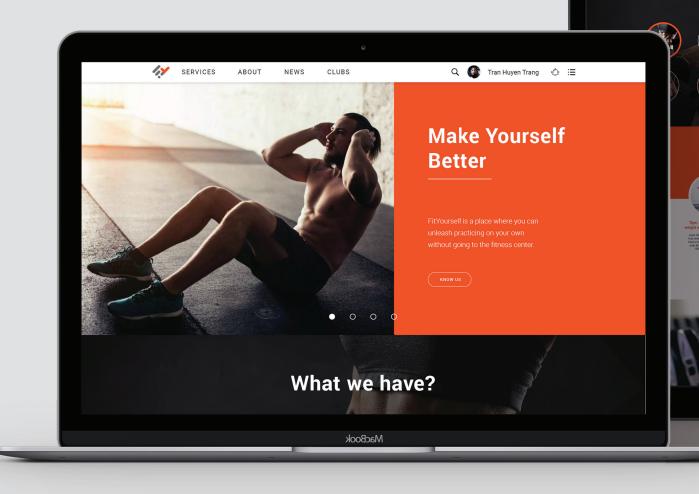
4.1 Design Overview

After release the first version of interface, we experienced on ourselves and realized there were so many limitations, especially in Training Plan page:

- User can not overview the whole training week in one screen.
- They dont know what they're doing in my account page
- The exercises list of a day appeared messy

In our final designs, we showned pages linked together and each page linked to another. In addition, we decided to make a set of icons which was inspired from the real fitness couches in real life. We also use icons for step by step instruction in each exercises. Can see through our website is a sustainable co-oporation of icons and colors. We also improved our features so user could have the easiest way to approach our services

We use dark color through the website because we want to bring a strong feeling and urge people to train themselves. Our mission is not a trendy, modem website but also easy and friendly to use We want for the first time of visiting our web, user could right away feel of wanting to train and feel that we can make their wishes come true.





Gym Everyday



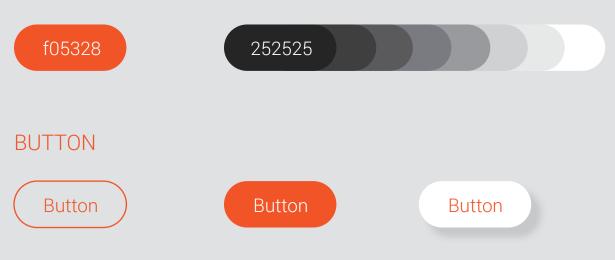


TYPOGRAPHY

Roboto Black

Roboto Bold Roboto Medium Roboto Regular Roboto Light

COLOR PALLETTE



0123456789 abcdefg hijklmn opqrstu vwxyz

Logo Ideas

With the hope of bringing a unique and best website to user. We create a brand of our own. From all desires, we want a trong identity branding, that user could recognize and could easily remember. After brainstorming, there were so many ideas come up with the logo



Final Logo Design

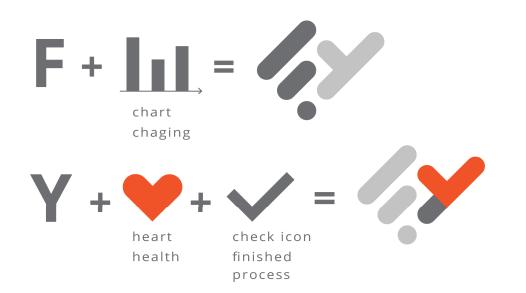
We are a health web site for almost everyone from young to middle-aged. We provide a variety of Gymnastic information services to users. So we want to express a youthful, modern, and special brand. In terms of image, we designed the logo on a 45 degree tilted square block. The inclination makes the logo feel powerful. The tilt lines give the feeling of movement, as in practice. We do not want a static image, which we want to be energetic in it. The logo is simple and symmetrical by the angles. In addition to the feeling of movement, we also want people to feel soft, flexible and safe.



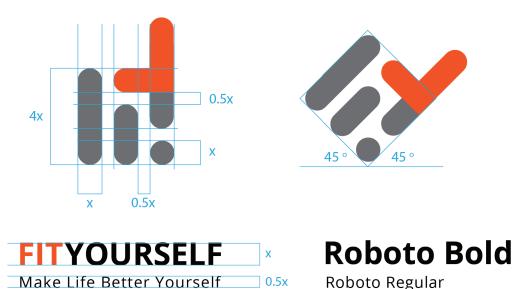
Make Yourself Better

Vertical version

Shape version



The highlight of the logo is the orange image on the entire gray logo. First of all, the image is represented by the image of the heart - the symbol of human health, which we care most about the user. Second, it is styled as the symbol of the completion of the process. Because we provide the user with training plans, each completion of the training plan is represented by the active icon. Orange is a very vibrant and energetic color. It is associated with change and movement, which makes us think of health and life. In design, orange to attract attention but not overwhelming as red, it is used to show interest and friendliness.



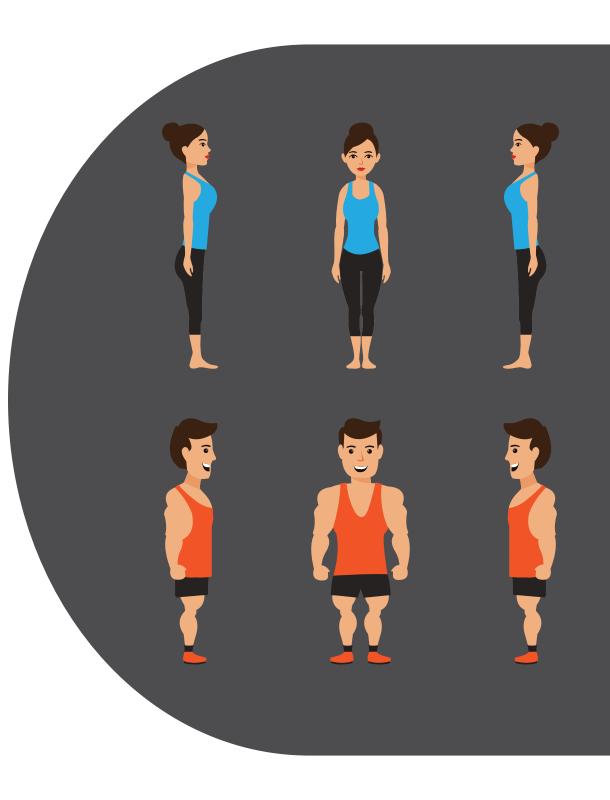
The two letters in the logo are F and Y, which are two letters in the name of the brand. Images are made up of columns that we transform from the columns in the graph, but are angular. A graph is a visual representation of change over time. What we want to convey here is that users will want to have a change in their health when they use our services. The trend is gradually decreasing as the user gradually becomes more physically fit.

ICONS

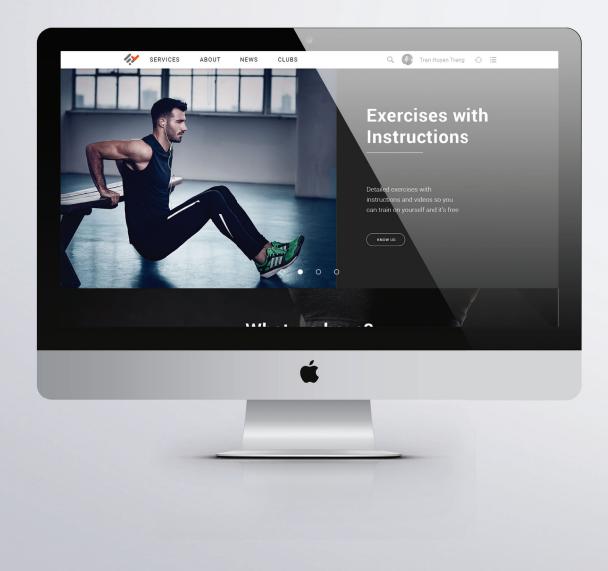
To unify and make our style more unique, we decided to make identity icons inspired from the coaches you see in fitness centers. Why a coach ?

To perform our mission is practicing gym with detailed exercises with detailed instructions at people's own house without going to the fitness centers. We want something could represent for us, closed with people, trained them and make them feel comfortable and friendly. Couches are perfect choice, they trainied you, guided you and gave best advices.

We believe Male and Female couch give you different feeling of training, so that we made 2 couches with different specializes. With Male couch, he brought strong feeling and he gonna train with you in Fitness, Crossfit, Powerlifting, Bodybuilding, Calisthenics. While Yoga and Dance guided by Female.







What we have? ()

<section-header><section-header><section-header><image><image><image><image><image><image><image><image><image><image><image><image><image><image><image><image><image><image><table-row>

SERVICES & NEWS

HOMEPAGE

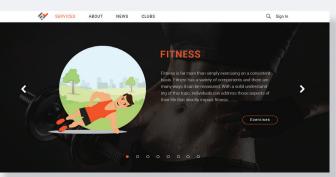
Services Page This page contains all the types of gymnastics, click on next button to see the next type

Exercises List

moveover on it.

It has all exercises of a type, users choose their's

level, and their type, the icon has motion when



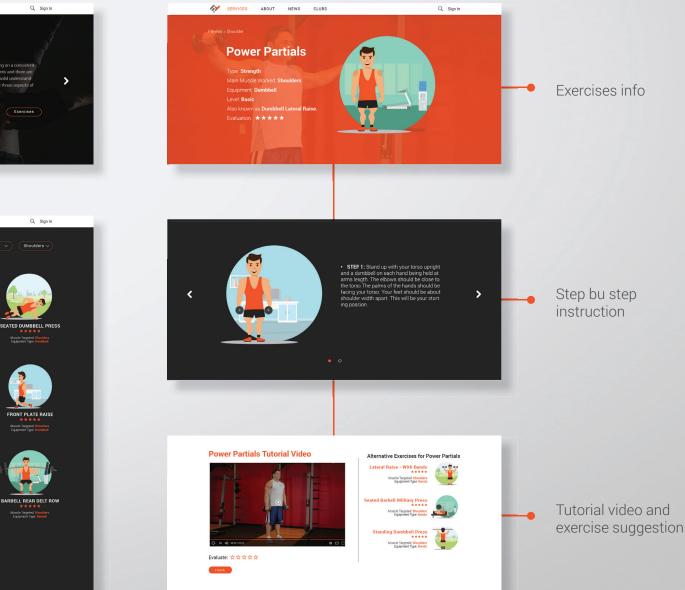
CLEAN AND PRESS

TLEBELL THRUSTER

LD DUMBBELL PRESS

SERVICES ABOUT NEWS CLUBS

Detailed Exercise



NON SIGNED USER FLOW

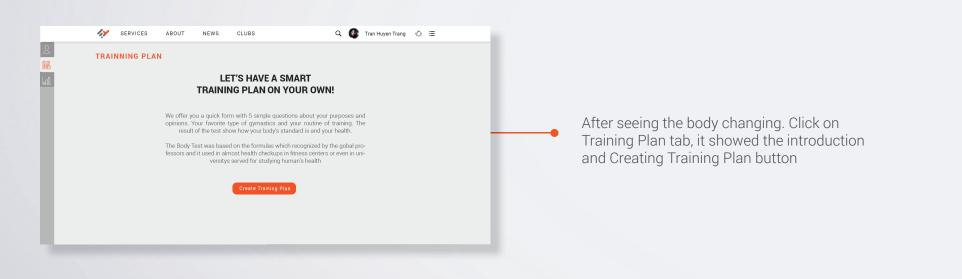


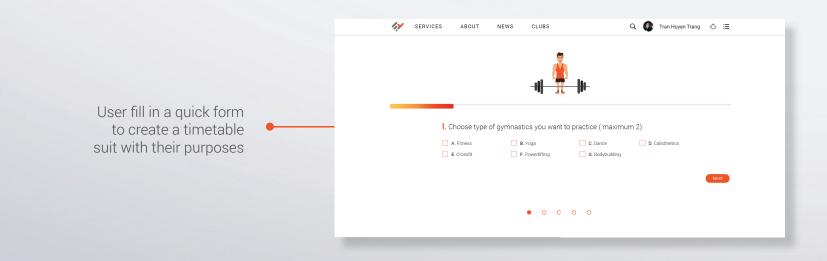
SIGNED USER FLOW



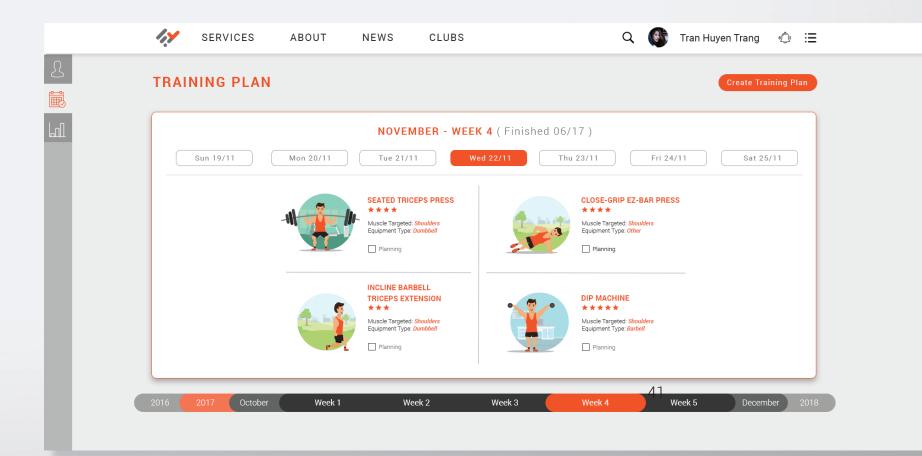
Body Changing Chart

After creating account and provide body figures, user click back to my account and it go on this. It 's a chart showed the changing of body through months based on figures user provided (once a month)



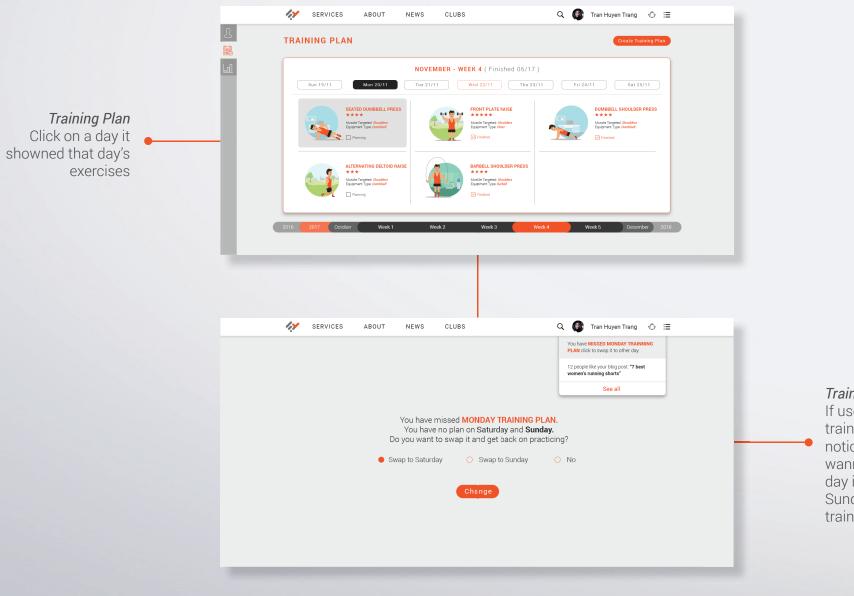


SIGNED USER FLOW - CREATING TRAINING PLAN STEPS



Training Plan This is today trainning plan

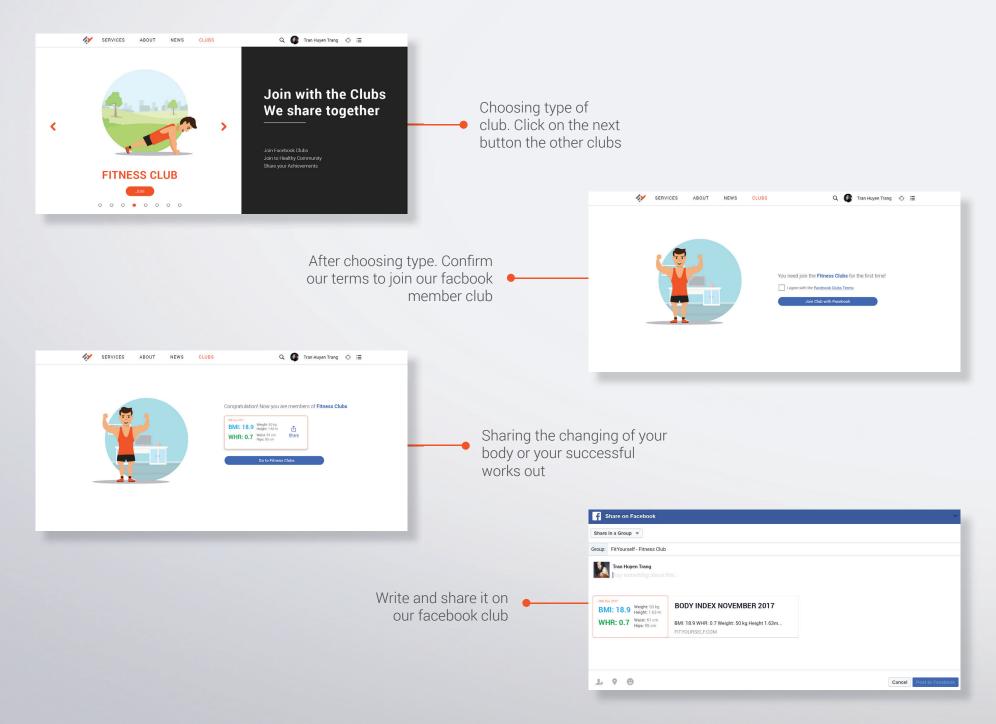
with exercises and info. Click on the icon. It goes to detailed exercise page

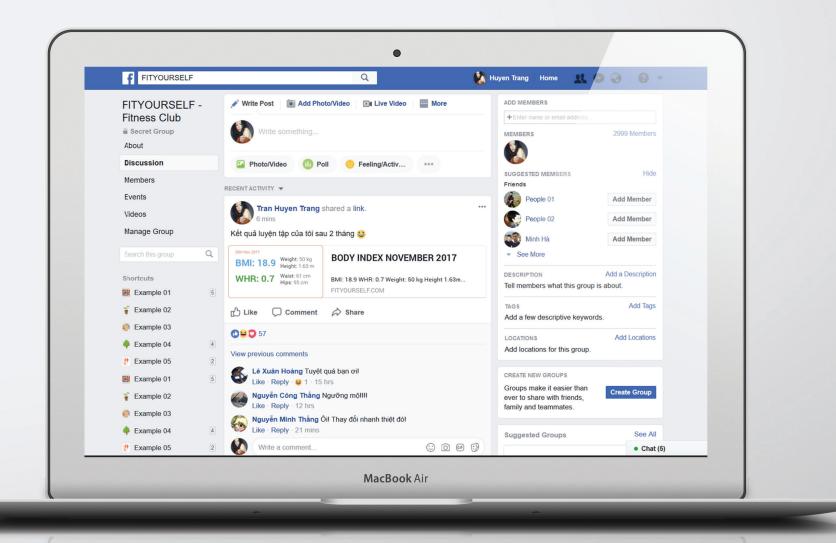


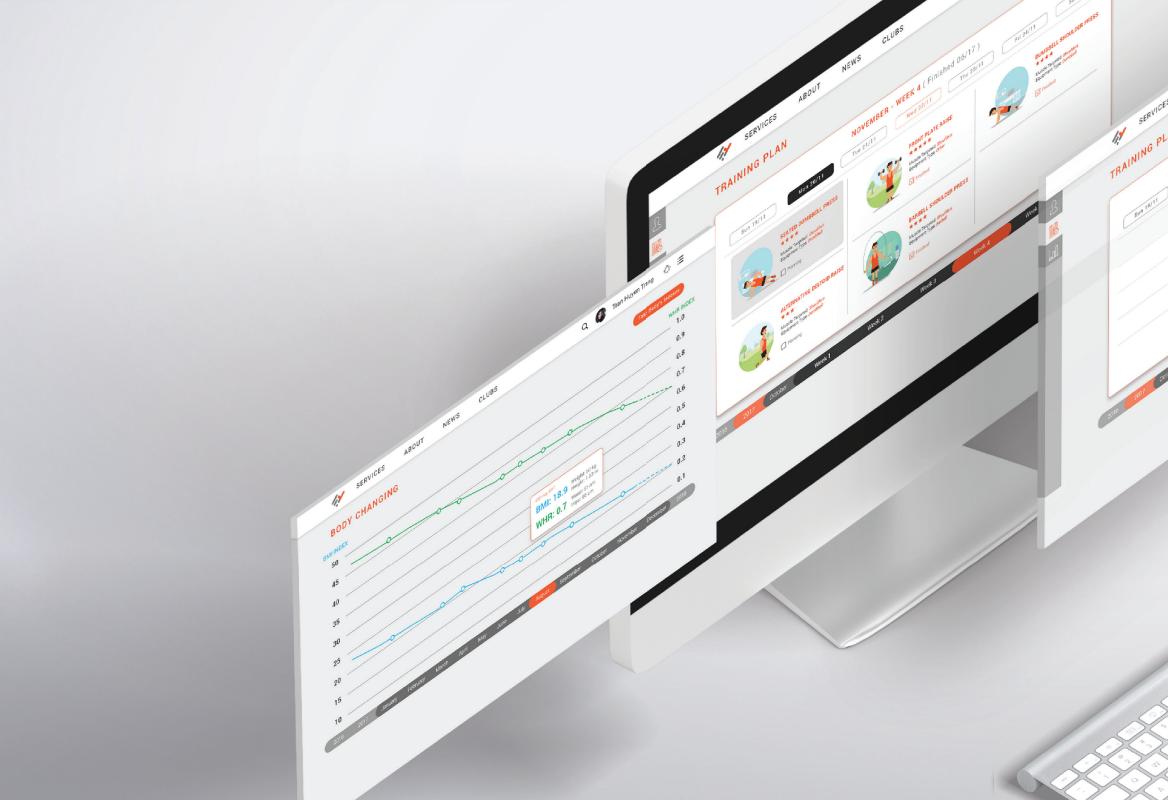


SIGNED USER FLOW

	SERVICES ABOUT NEWS CLUBS	QImage: Second sec
l ₽	TRAINING PLAN	Create Training Plan
	NOVEMBER - WEEK 4 (Finished 06/17) Sun 19/11 Mon 20/11 Tue 21/11 Wed 22/11 Thu 23/11	Fri 24/11 Sat 25/11
	Started DUMBBELL Planning	
	ALTERNATING DELTOID RAISE Planning WEIGHTED Planning WEIGHTED Planning WEIGHTED Planning WEIGHTED Planning WEIGHTED Planning WEIGHTED Planning PARALLEL BAR Planning Planning P	Planning
	FRONT PLATE RAISE FRONT PLATE SKULLCRUSHER CLOSE-GRIP EZ-BAR PRESS BARBELL SHOULDER PRESS Finished DIP MACHINE	BAND SKULL CRUSHER Planning
	SHOULDER PRESS Image: Planning DUMBER L SHOULDER PRESS Image: I	
	2016 2017 October Week 1 Week 2 Week 3 Week	k 4 Week 5 December 2018





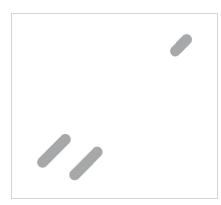


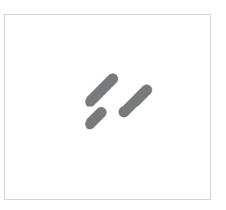
5. SIMULATIONS

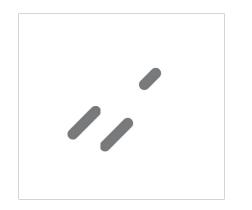
Simulations

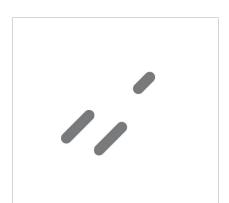
Animation Web intro

Using our logo to be animation introduction. It' quite off simple but unique and easy to impress. It started on the first time you enter in our websites.







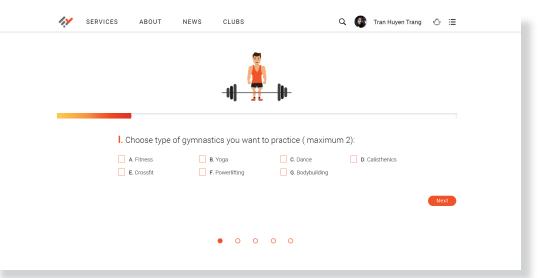






Create Training Plan Form Interaction

To make our interesting and more friendly with user. Not only creating 2 coaches we also make the moved with animation. First on the Create Training plan Form. This forrm actually is kind of a test, with questions and answers. It was the male coach lifted the barbell form the first to last question. Complete the form, the couch lifted successfully. Not only to make the web more lively but to encourage people on training.





Other Simulation

To make FitYourself website become more reality and user experience our creative work, we used InVision app. Let see how it's worked

http://bit.ly/2AAcOZ2





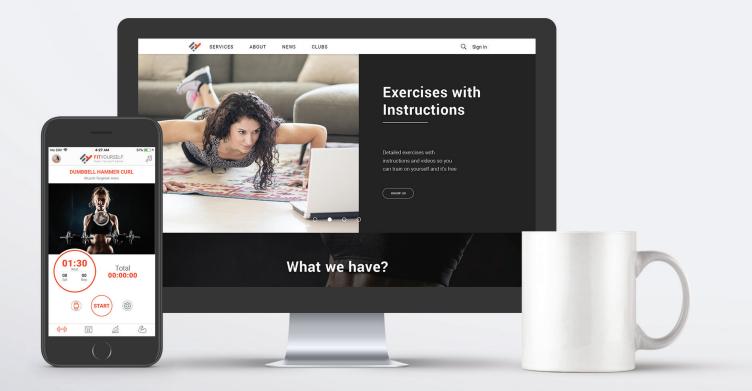


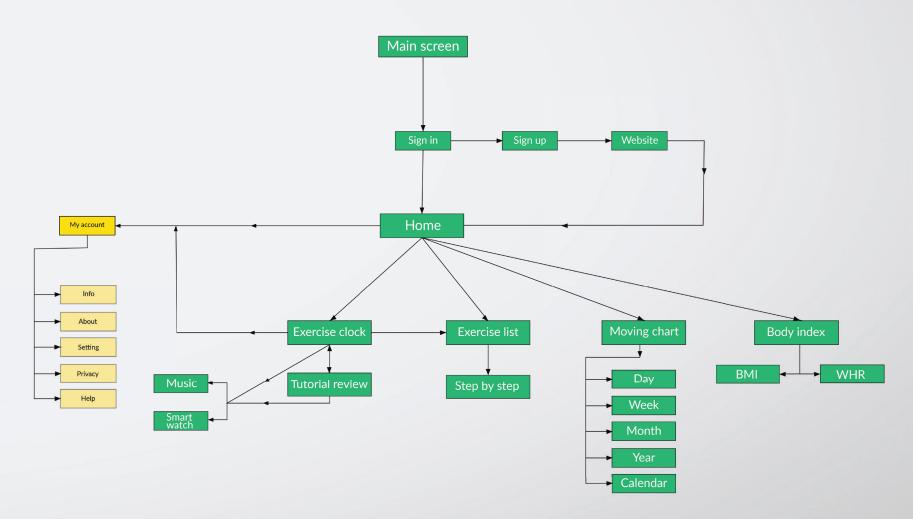


IDEA

To make sure that user could have the best experience with FitYourself, we're also spend time on working with the app. This app support for our services, measuring figures while user is on training: steps, carlos.

After research technology of smart phone and smart watch of Apple and Samsung Brand's we compass function in application of smart phone can show how much you move and exercise. Specially with smart watch (for example : Apple watch and Samsung gear 2 t can show calories users lost when they workout. So we determined important feature of application is show data of workout.





SITEMAP

Because this application support for users in the workout time so it don't have provide detail informations about types of gym and users have to sign up on the website. After Users do body index, make their training plan, they can be user the appication for workout. Application have 4 main feature: Exercise clock, Exercise list, Moving chart and Body index. Exercise clock has the function of counting your movements during the workout. Exercise list screen can show all exercises user have in this time and it can show step by step of exercise. Moving chart is a screen that shows you the data app collected by number and chart Body index is the process of changing the user's body, let the user see their own change with the chart.



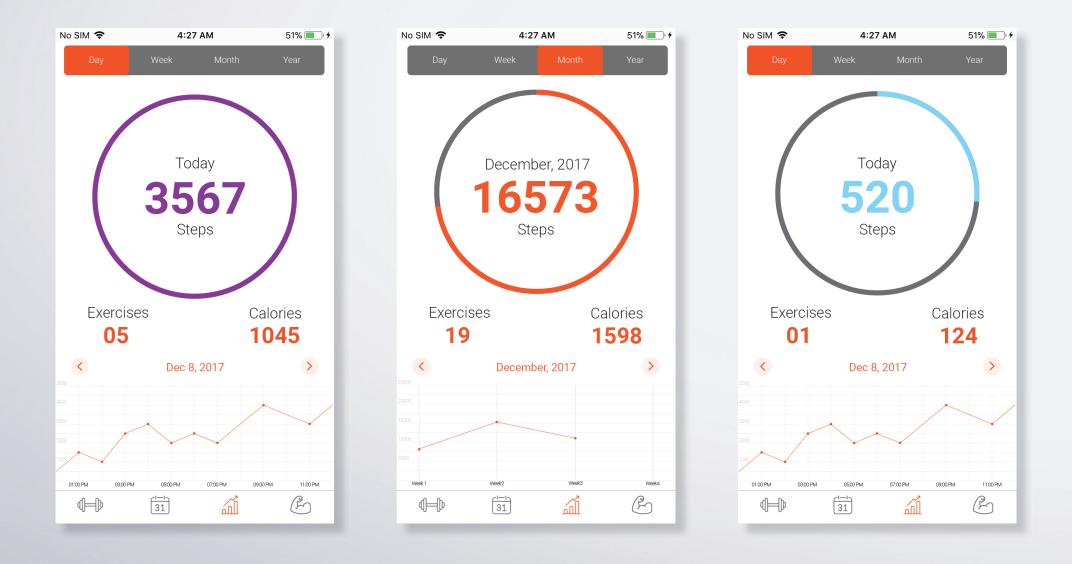


FINAL DESIGN

This is where users start their workout. It provides the user with information about the exercise, the time for workout and the time for rest Not only does it display images, it also has audio for user convenience in the workout Users can change exercise review to review video exercise instructions You can connect to smart watch to get the most accurate measurements

Review all User exercises have of day Show step by step of exercise





Users can view other chart when they change selection on the timeline. Clock show for users data of steps they wor our in the day, week... By number and color:

Blue color when users don't workout enough Orange color when users workout enough Purple color when users workout too muchUser can overview process workout by the chart.



The same Moving chart screen, Body index show the data of users body by number and chart. Color of clock will be change if numbers of BMI and WHR change.



FITYOURSELF

Make Yourself Better

Dear you,

Thank you for going to this far, we appreciate that. This the end of our project "Website design for FitYourself ". It was really a hard 4-month-woking to us. We're young designers lack of skills and experiences but full of passion and enthusiasm. This project is a great opportunity for us to challenge ourself. It can have many mistakes but after this we learnt so many things. This project made us realize that we can do something better than we know. Although it ended but in future, we still continue searching and never stop studying.

Through this project we want to send a massage that everybody can change themselves and everyone deserves to have a healthy life. And everyone can have a chance to practicing without worrying about financial problem. Wer're for everyone!

With all gratefulness, we want to thanks to our great supervisor Mrs Tran Thi Le Quyen for guiding and helping us past 4 months, we wont be able to do it without her. Thank you for always support and be patient with us.

Love,



