MoveWell Fitness App

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I chose to design a fitness app because, as both a graphic designer and an athlete, I have a personal commitment to maintaining strength, mobility, and overall health. My discipline fuels my fitness journey, and my passion for inspiring others motivates me to continuously grow. This led me to challenge myself by creating a proof of concept for an app aimed at helping others achieve their fitness goals. While various media could have expressed this concept, an app allows for accessibility, personalization, and motivational features that I believe are essential.

My research focused on user demographics, particularly individuals aged 18–34 with a strong interest in health and fitness. This age group is more likely to use fitness apps due to their tech-savvy nature. To better understand their needs, I created an empathy map to gather insights on what users feel, think, and desire from a fitness app. I conducted in-depth research on case studies and analyzed the work of leading design firms specializing in fitness app development. My evaluation focused on identifying key elements that contributed to the success of these apps, such as user-friendly interfaces, engaging user experiences, effective on boarding processes, and features that promoted user retention. I also examined how these apps addressed user needs, incorporated personalization, and leveraged community-building features to enhance engagement.

This research provided valuable insights that informed the design and functionality of my app concept. Through my findings, I identified five primary goals for the app:

- Foster a sense of community
- Track progress visually
- Offer workout flexibility
- Promote accomplishment without pressure
- Support individual growth

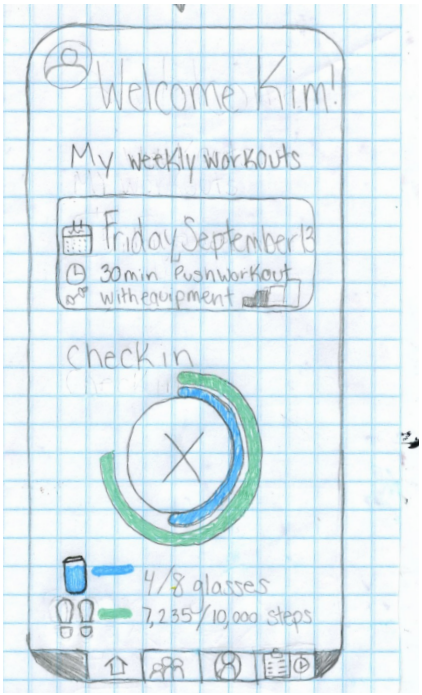


Figure 1 Low-fidelity wire frame of the MoveWell home page.

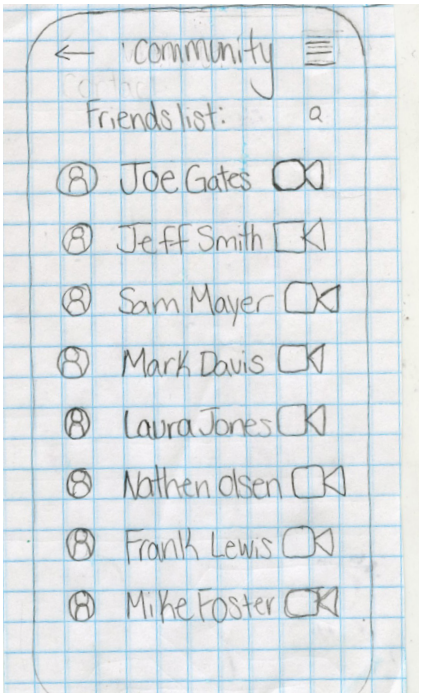


Figure 2 Low-fidelity wire frame of the MoveWell friends tab.

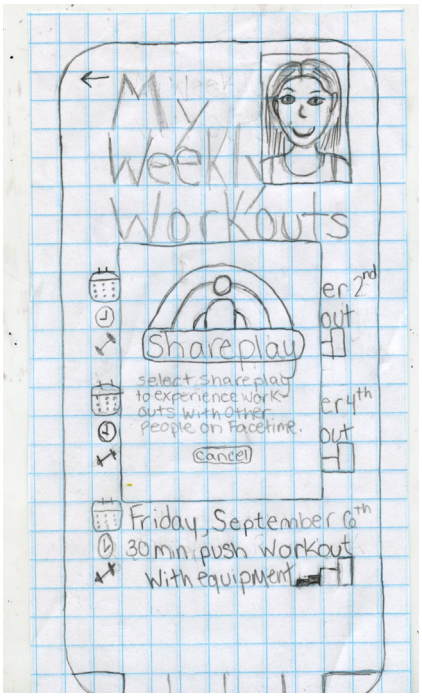


Figure 3 Low-fidelity wire frame of the MoveWell Shareplay feature.

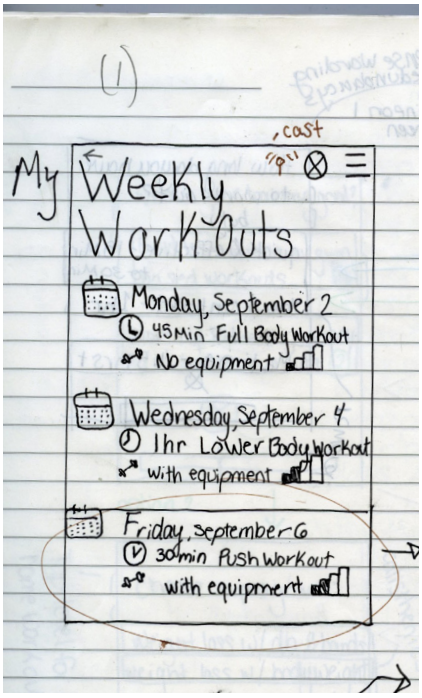


Figure 5 Low-fidelity wire frame of the MoveWell weekly workout flow.

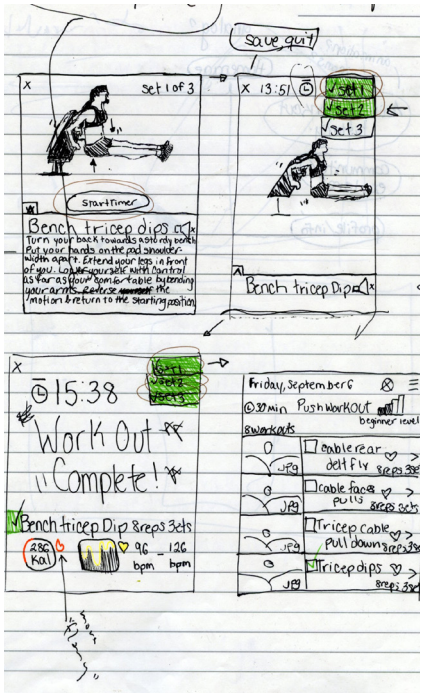
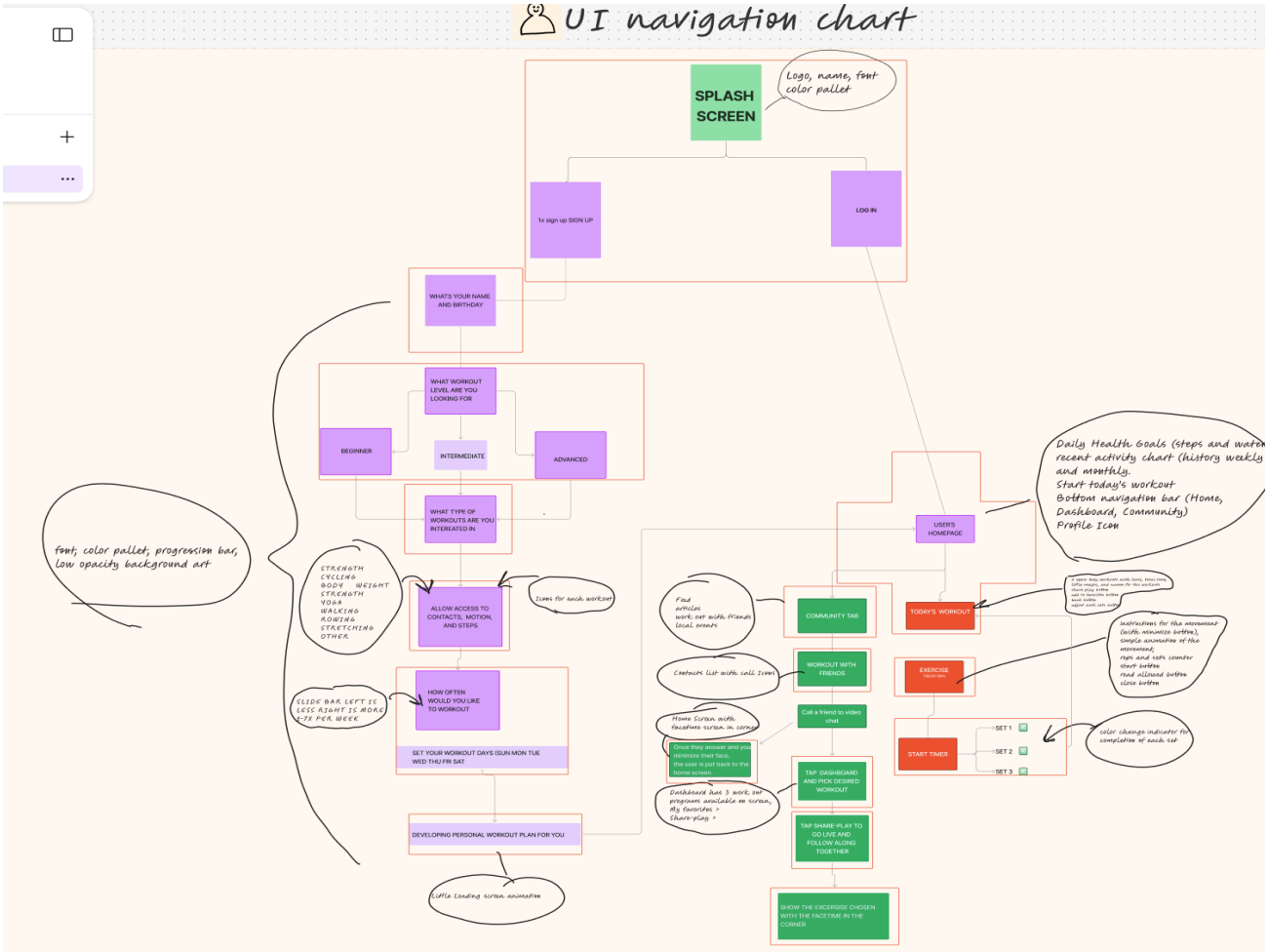


Figure 6 Low-fidelity wire frame of the MoveWell exercise animation.

Figure 7 Navigation flowchart for the Move-Well app, outline user pathways from the me screen to key features.



This framework keeps the user experience approachable and empowering, aligning with my vision. The concept initially took shape through sketches, where I blocked in design elements and content. The app prompts users to grant access to their contacts, motion, and step data, enabling features like tracking health goals and working out with friends. New users can sign up via email or Facebook, while returning users can log in. During sign-up, users provide personal information, select their workout level, and choose workout types and frequency. Based on these preferences, the app generates a personalized workout plan. The home screen displays daily health metrics and a recent activity chart, while a navigation bar allows easy access to key features. In the workout view, users see exercise details, including difficulty, time, and images. They can add exercises to favorites or share-play with friends. The app also offers options to generate workout programs or create custom plans. Users can track progress through a color indicator, start video calls with friends, and follow along with detailed instructions during exercises. Animations highlight exercises, making it easy to follow along. This flow ensures users have a seamless experience from signing up to completing workouts, all while integrating personalized goals and social interactions.

I developed proficiency in Adobe XD and Figma, both of which excel in creating interactive prototypes, managing design systems, and sharing designs. For this project, I used XD to build the app and Figma to organize the navigation flowchart. While I preferred XD for its integration with other Adobe products, I enjoyed Figma's collaborative features and ease of sharing. XD's auto-animate feature enabled smooth transitions and animations, such as button presses and swipe gestures. Its mobile app preview feature helped fine-tune font sizes, colors, and spacing for optimal usability on smaller screens. The flows feature in XD allowed me to design distinct user journeys, such as onboarding,
account settings, and workout exploration, maintaining an organized and professional project structure.

Visual and Conceptual identity for MoveWell

When users open the app, they are greeted by a splash screen featuring the app's logo and name. The name MoveWell emerged after careful consideration of the app's core values and the goals it aims to achieve. I explored names that conveyed movement, well-being, and inclusivity, with a focus on simplicity and ease of understanding. "Move" captures the essence of physical activity and progress, while "Well" conveys a sense of balance and overall well-being. This aligns with the app's goal of supporting users not only in their fitness journey but also in their mental and emotional growth. The combination of these two words feels inviting and accessible, suggesting that fitness is about feeling good and moving at your own pace. The logo features a dynamic, inclusive design with a fusion of colors—purple, peach, orange, and blue—to represent variety and movement. The design is fluid with soft curves, symbolizing harmony and motion. The color palette was carefully chosen to evoke a calming yet energizing aesthetic. Purple serves as the central color, representing mindfulness, meditative practices, and relaxation. Peach and blue create a soothing, balanced environment, ideal for wellness activities like stretching and functional mobility. Orange adds a burst of energy, perfect for elements like morning stretches, light cardio, and uplifting workouts. This thoughtful combination of colors and design communicates versatility and inclusivity, making MoveWell a brand that resonates with individuals seeking both physical and mental well-being.

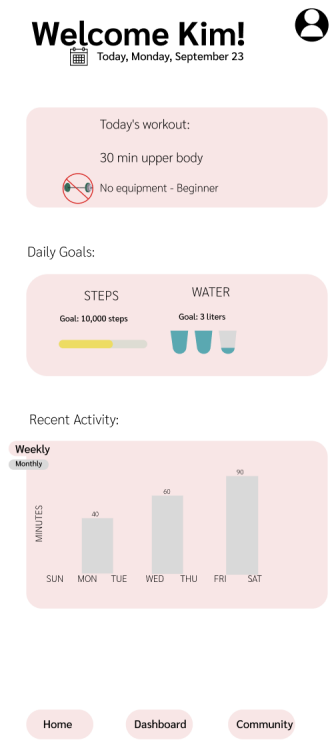
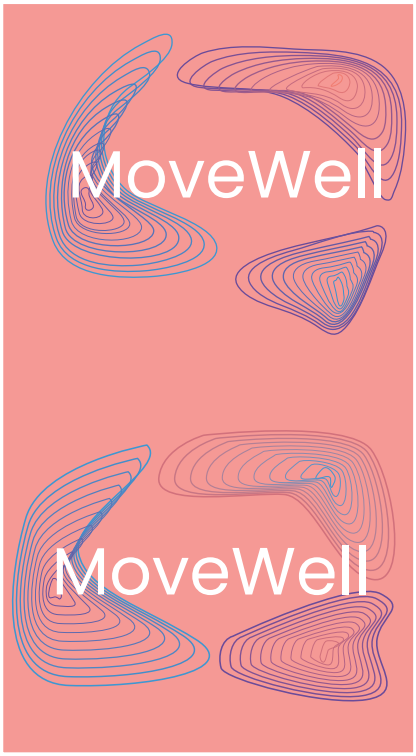


Figure 8 Early digital draft of the MoveWell landing page, created to outline basic structure and user flow. Created in Figma.

Font Selection and Design intent for MoveWell

The choice of fonts and design elements for MoveWell is intentional, aligning with the app's core values and ensuring a user-friendly, inviting experience that emphasizes community, movement, and balance. 'Montserrat', the primary typeface, was selected for its clean, modern, and highly legible characteristics. As a geometric sans-serif font, it ensures readability, which is crucial for an app that needs to be accessible to a wide audience. The balanced letterforms and open spacing make it ideal for both headings and body text, allowing users to navigate the app easily without feeling overwhelmed. Its bold yet friendly appearance gives a sense of professionalism while maintaining a welcoming tone, perfect for an app focused on fitness and well-being. 'Raleway', as the secondary font, brings a softer, more humanized b6tyfr5feel to the app. Its rounded edges and elegant design make it approachable and supportive, complementing the motivational messages and encouraging text throughout the app. This font helps create a personal connection with users, reinforcing the app's mission of individual growth and community support. The contrast between 'Montserrat' and 'Raleway' offers versatility, providing a clear visual hierarchy while maintaining harmony within the design.

Figure 9 MoveWell logo iterations



The Role of Geometry in MoveWell's Identity

The use of geometric shapes and smooth lines throughout the design is a deliberate choice that supports the themes of movement, flexibility, and community. Geometric shapes, like circles and curves, inherently convey a sense of completeness and unity. These shapes are inclusive and universal, making them an ideal representation of the diverse community MoveWell aims to foster. Circles, for example, have no beginning or end, symbolizing the continuous, non-linear jour-

Figure 11 Geometric lines conveying movement

Figure 10 Name and tagline Ideation

Name ideas:	Tag-line ideas:
Move Well calming, and flowing. A figure in motion or a flowing line that represents balance and well-being. **FitFusion** vibrant, energetic design that incorporates multiple elements, like a fusion of icons representing different workout types (e.g., a dumbbell, yoga pose, heart rate). **VersaFit** Simple, sleek, and modern. Abstract "V" for VersaFit, symbolizing versatility and movement. The shapes can be sharp yet flowy, representing a balance between strength and flexibility.	**"Move Freely, Live Fully"** **"Versatile Fitness for All."** **"Fit to Your Life"** Customizable Programs: Allow users to build their workout plans based on their fitness goals and preferences, catering to different levels. Inclusive Community: Forums or social features where people of all fitness levels can share their journeys. Accessibility: Offering options for different abilities, fitness levels, and goals (beginner, advanced, low-impact, high-intensity).

ney of personal growth and fitness—everyone's journey is unique and ongoing. The smooth lines within the design symbolize fluidity and motion, which are core principles of physical movement. These curves suggest ease and natural flow, vital to the app's approach to fitness. The absence of harsh lines or sharp angles ensures that the design feels organic and approachable, creating a comfortable environment for users of all fitness levels. Geometric shapes and smooth lines also reflect a sense of harmony and balance. They communicate a seamless experience, where each element is interconnected, much like the community the app seeks to build.

The fluidity of these shapes mirrors the dynamic and adaptable nature of movement, at the heart of the app's goal to offer flexible workouts promoting both physical and mental well-being. These design choices work together to create an experience that feels welcoming, inclusive, and motivating—encouraging users to embrace movement and growth in a supportive and flexible community.

Illustration Design: Clarity, Diversity, & Functionality

The illustrations of people performing workouts in MoveWell were carefully crafted in Adobe Illustrator with both clarity and functionality in mind. I wanted the figures to be easily recognizable at smaller sizes, which is crucial for mobile use. Deciding on the level of detail was an important part of the process, as I needed to strike a balance between simplicity and conveying the right amount of movement. I kept the design clean and minimal, ensuring that users could understand the exercises clearly without visual clutter. Inclusivity was a key consideration in the illustrations. I incorporated a range of sizes, skin tones, hair colors, and textures to represent the diversity of users. This variety fosters a sense of belonging, ensuring that everyone feels represented in the app, regardless of their background or physical appearance. When designing the figures, I also kept future animation in mind. I focused on creating poses that could be smoothly animated, ensuring natural fluidity in movement. The characters were designed with simple, smooth lines and curves, making it easier to animate transitions, such as stretching or bending. This approach allows for a seamless shift from static illustrations to dynamic animations, enhancing the user experience without sacrificing clarity. My goal was to create diverse, legible, and engaging visuals that remain functional in both static and animated forms, reinforcing the app's inclusive and accessible nature.

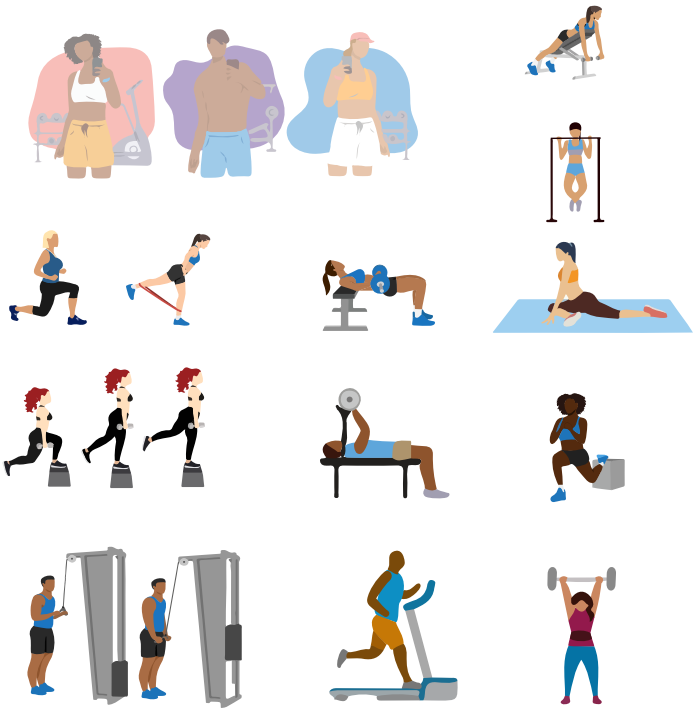


Figure 12 Illustrations for MoveWell

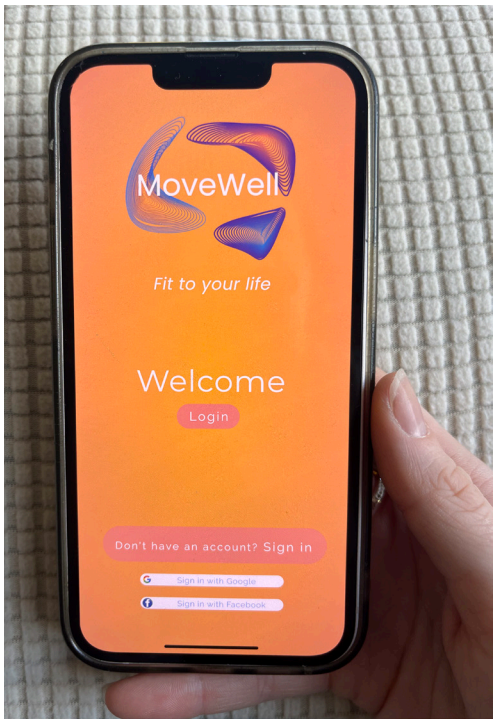


Figure 13 Movewell splash screen on an iPhone

Designing MoveWell allowed me to combine my passion for fitness and graphic design into a meaningful project that inspires and empowers users to achieve their goals. By focusing on user needs, fostering community, and creating an inclusive and approachable design, I developed a concept that reflects my values of growth, discipline, and motivation. This journey deepened my understanding of user-centered design and equipped me with valuable skills in research, prototyping, and interactive design. It also provided an opportunity to advance my skills in illustration and branding while learning new techniques in animation, responsive design, and accessibility standards. MoveWell is more than just a fitness app; it's a platform for self-improvement and connection, designed to make wellness accessible and enjoyable for everyone. This experience not only solidified my ability to merge creativity with functionality but also highlighted the importance of continually expanding my skillset to create impactful, user-driven designs.

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