

Scenarios and Redesigns

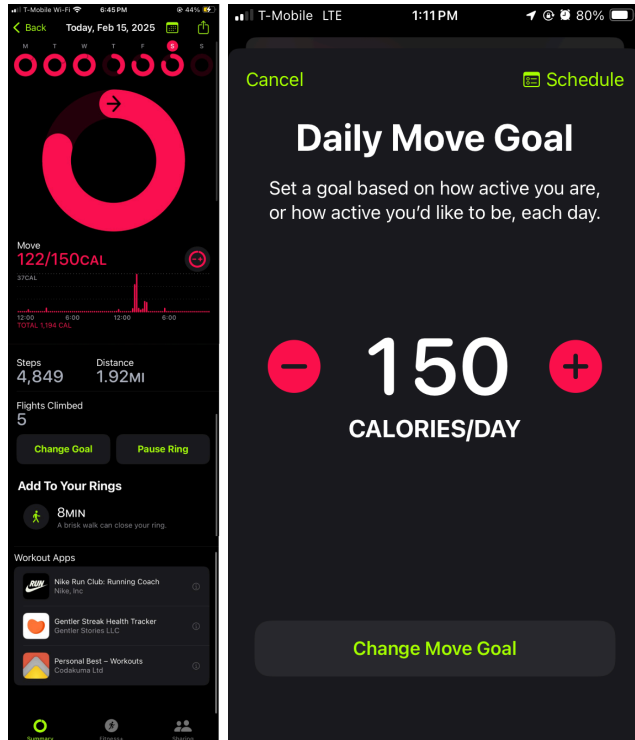
My Goals on My Time

Assumption: Users want to set goals daily as opposed to weekly or monthly

As a busy person who works in an office, Jill lives in a rural area and primarily uses a car to get from place to place and her step count can vary greatly from day to day. Because she's not able to be consistent with her step count, she is often not able to make her daily step goal and is discouraged from trying to set goals in the Apple Fitness app or even use the app at all. When she looks at the detail screen for my Activity Ring, it reminds her that even though she may have doubled her step count goal on Monday and Thursday, she still did not complete my goal on Wednesday. So even though she may have been walking a lot during the week, she has yet to have a week where she has completed my step goal every single day. The app gives her an option to "pause" my move ring, but remembering to go in the app and manually pause her ring potentially multiple times a week (as there is no option to have a recurring "pause") is just another task she has to remember in an already busy schedule. When she selects "Change Goal", there is an option to create a move goal "schedule" where she can set a different goal for each day of the week, but her schedule varies and the days where she is able to get more steps are not consistent. It would be helpful for her to be able to set move goals for different time periods, but she hasn't been able to find an app that does this.

Ed is younger and has more free time, but has a long-term chronic illness. His condition is such that while he may have many days in a row where he has the energy to be quite active and participate in his favorite activity, roller skating, he also experiences stretches of time where he has little energy and requires a lot of

rest. For him, the idea of using something like Apple Fitness is quite daunting. Not only would having to frequently pause his activity ring be an imposition, it would also be a reminder of how much his health limits his movement.



One simple redesign for this assumption would be to add an option to allow users to set a time frame for their recurring goals in addition to setting the goal itself. When a user clicks the “Change Goal” button in the detail screen for their activity ring, the resulting popup would not only allow them to adjust the metrics for their move goal but would also present a dropdown that would allow them to choose different time frames over which to measure their goals, whether it be daily, weekly or monthly. The resulting detail screen for their activity ring would also display visualizations over that particular time period. Longer time periods allow users to be more flexible in how they meet their movement goals. However, this redesign still makes the assumption of *regular* time periods, although those time periods are longer. By using longer time periods, the app also assumes that first-time users are willing to use the app for longer without as much data – by using longer time periods, the app will need more data over a longer period of time before displaying trends.



T-Mobile LTE 1:11 PM 80%

Cancel Schedule

Move Goal

Set a goal based on how active you are
or how active you'd like to be.

- 150 +

CALORIES

EVERY

WEEK

Change Move Goal