



## Case Study Prompt

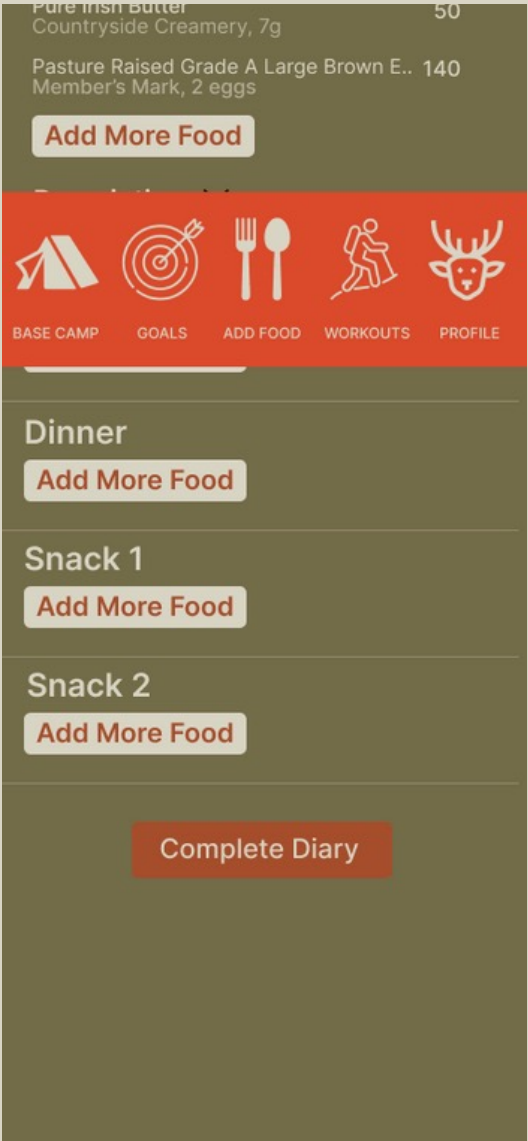
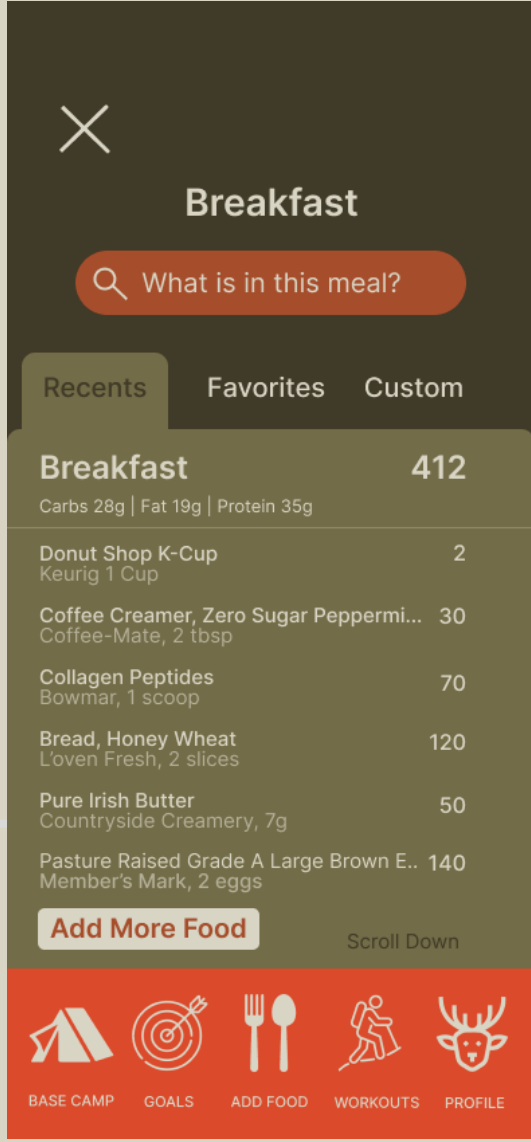
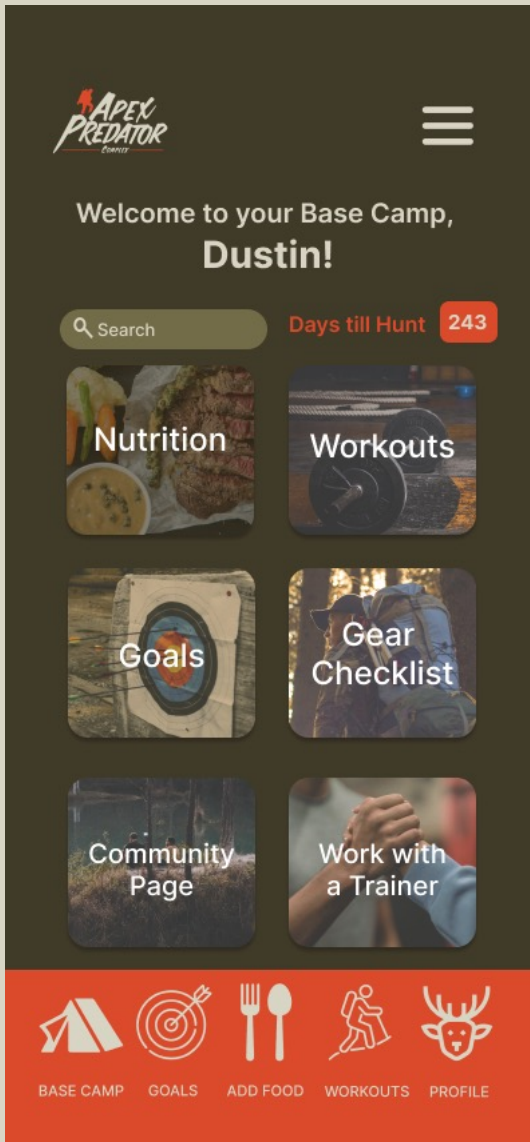
Design a nutrition-tracking app for a fitness center

Kelly Capestrani

COMM 359 Interactive Multimedia 3



# PROJECT OVERVIEW



The target audience for Apex Predator Complex is primarily adventurous male adults residing in Montana, and passionate about big game hunting, who seek to improve their physical fitness and hunting readiness for the season.

Our nutrition tracking app streamlines the process, enabling users to effortlessly schedule training appointments, actively track their nutrition and macros, incorporate tailored workout routines, and prepare effectively for their upcoming hunting season.



# BUSINESS SCENARIO



Apex Predator Complex is a specialized fitness center located in the heart of Montana, catering exclusively to big game hunters preparing for hunting season. Our complex is the ultimate destination for hunters of all levels who seek to enhance their physical strength, endurance, and agility to excel in the challenging terrain of Montana's wilderness. As you step into either of our two locations, you'll immediately sense the fusion of ruggedness and modernity. We've meticulously designed our complexes to embody the spirit of Montana's wilderness. The aesthetics are inspired by the outdoors, featuring natural wood accents, stone finishes, and earthy tones that echo the colors of the terrain. We understand the unique needs of hunters and provide them with a supportive and rugged environment where they can train effectively and safely.



# SERVICES/FEATURES



- We offer tailored training programs designed by experienced hunters and fitness experts to mimic the demands of hunting in Montana's wilderness.
- Our facility includes indoor and outdoor training areas that simulate the challenging terrain hunters often encounter, such as steep inclines, rocky paths, and uneven ground.
- Access to specialized hunting equipment, including weighted backpacks, bow and rifle training stations, and target shooting ranges.
- Our in-house nutritionists create personalized meal plans to optimize energy and stamina, aligning with the dietary needs of hunters.
- We offer educational workshops on wilderness survival skills, including navigation, first aid, and wildlife tracking.
- Join a supportive community of like-minded hunters who share insights, experiences, and tips for a successful hunting season.
- Our trainers are seasoned hunters and certified fitness professionals who understand the unique challenges of hunting in Montana.
- Equipped with cutting-edge fitness equipment, recovery amenities, and a comfortable lodge for members.
- Members receive one-on-one coaching sessions to track progress and adapt training regimens according to their goals.
- Members enjoy exclusive discounts on hunting gear and equipment through partnerships with leading outdoor brands.



# USER RESEARCH

Problem Statement, Objectives, & Interview Questions



# USER RESEARCH: PROBLEM STATEMENT AND OBJECTIVES





# USER RESEARCH: INTERVIEW QUESTIONS

**Research Objective #4** Develop strategies to encourage hunters to adopt and consistently use the nutrition-tracking app.

- 1.** What factors or barriers do you anticipate might affect your willingness to adopt a nutrition-tracking app for hunting season preparation? Are there any specific concerns or doubts you have about using such an app?
- 2.** Can you share any experiences from using other health or fitness apps that have successfully motivated you to maintain regular usage? What features or strategies from those apps do you believe could be effective in encouraging consistent use of a nutrition-tracking app for hunting?
- 3.** Imagine you have been using a nutrition-tracking app for several months during your hunting season preparation. What types of rewards, incentives, or communication methods would be most effective in keeping you engaged and motivated to follow the app's dietary recommendations consistently?



# TARGET AUDIENCE

---

Our target audience for the nutrition-tracking app is primarily adventurous male adults aged 25 to 55, residing in Montana, and passionate about big game hunting, who seek to improve their physical fitness and hunting readiness while embracing technology as a valuable tool.

## Key Demographics

- **Age:** Adults 18-65, focused on the physically demanding 25-55 range.
- **Gender:** Mostly male, with growing female participation.
- **Location:** Mainly Montana, with potential appeal to hunters visiting or moving.
- **Marital Status:** Both single and married individuals passionate about hunting.
- **Occupation:** Diverse professionals, tradespeople, and outdoor enthusiasts.
- **Income:** Varied, from middle to upper-middle class, with significant hunting expenses.

## Technology

- **Adaptability:** Willing to explore assistive technologies based on individual disabilities.
- **Assistive Tools:** May use adaptive hunting equipment, mobility aids, communication devices, and sensory-enhancing devices as needed.
- Comfortable with smartphones, essential for using the nutrition-tracking app.
- Open to leveraging technology to enhance hunting experience and physical performance.

## Additional Characteristics

- **Personality:** Adventurous, rugged, and passionate about the outdoors.
- **Lifestyle:** Enthusiastic about nature, committed to honing hunting skills.
- **Attitudes:** Value autonomy, conservation, and wildlife respect.
- **Interests:** Passionate about hunting, fitness, nutrition, and wilderness survival.
- **Values:** Embrace friendship, discipline, and physical fitness for Montana's challenging terrain.
- **Benefits:** Seek enhanced physical fitness, nutrition, and overall readiness for hunting season.



# USER PERSONA #1

## DUSTIN DEFRANCISIS



### Biography

Dustin DeFrancisis is a dedicated physician assistant working in a bustling doctor's office in Butler, Pennsylvania. While his career keeps him busy, his true passion lies in the great outdoors and hunting. Dustin's love for hunting began in his childhood, and it's a hobby he's carried with him throughout his life. Recently, he has been seriously contemplating a life-changing move to Montana to pursue his dream of hunting in the wild and rugged terrain of the state. He's drawn to Montana's natural beauty and the challenges it offers to hunters like him. However, this transition presents numerous challenges, including adapting to a new lifestyle, finding the right resources, and ensuring he's physically prepared for Montana's demanding hunting conditions.

### User Problem Statement

Dustin DeFrancisis is a 30-year-old physician assistant with a passion for hunting who needs a nutrition-tracking app because he wants a tool that fits into his busy schedule as he transitions his career and life to Montana, adapts to a healthier lifestyle, and optimizes his nutrition and physical fitness for hunting readiness in his new environment.

### Profile

Age : 30  
Hometown : Butler, Pennsylvania  
Education : Master's Degree in Physician Assistant Studies  
Occupation : Physician Assistant

### Goals

- Successfully transition his career and life to Montana to pursue his passion for hunting.
- Find a nutrition app that fits into his busy schedule as a physician assistant.
- Adapt to a healthier and more active lifestyle in Montana.
- Use technology to optimize his nutrition and physical fitness for hunting readiness.

### Frustrations

- Faces the daunting task of relocating to a new state to pursue his hunting dreams.
- Struggles to find time for proper meal planning and nutrition management due to his demanding job.
- Needs to adapt to a more active lifestyle as he transitions to Montana.
- Requires a solution to help him easily track and manage his nutrition while juggling his busy career.



# USER PERSONA #2

## SARAH MILLER



### Profile

Age : 43  
Hometown : Bozeman, Montana  
Education : Master's Degree in Environmental Science  
Occupation : Environmental Educator

### Biography

Sarah Miller is a dynamic and passionate environmental educator who loves the great outdoors. Growing up in Montana, she was exposed to the world of big game hunting at a young age through her family. Sarah's life took an unexpected turn when a car accident left her with a spinal cord injury, confining her to a wheelchair. However, her love for nature and hunting never wavered. She is determined to prove that disability doesn't have to limit her outdoor pursuits. Sarah believes in the power of education and conservation and seeks ways to inspire others with disabilities to enjoy nature and embrace their adventurous spirit. She's looking for a nutrition-tracking app that can cater to her unique dietary needs, fitness goals, and hunting interests, while also connecting her with a community of like-minded individuals.

### User Problem Statement

Sarah Miller is a 43-year-old environmental educator and passionate female hunter in Montana with a spinal cord injury who needs a specialized nutrition-tracking app because she wants to find a solution that accommodates her dietary needs, improve her physical fitness, connect with a supportive community of outdoor enthusiasts with disabilities, and inspire others to embrace the outdoors despite their limitations.

### Goals

- Find a nutrition-tracking app that accommodates her dietary needs as a wheelchair user.
- Maintain and improve her physical fitness to be more self-reliant in the outdoors.
- Connect with a supportive community of hunters and outdoor enthusiasts with disabilities.
- Use technology to educate and inspire others with disabilities to engage in outdoor activities.

### Frustrations

- Struggles to find a nutrition plan tailored to her wheelchair lifestyle.
- Feels isolated as a female hunter with a disability in a traditionally male-dominated field.
- Wants to inspire and support others with disabilities but lacks the resources and connections to do so.
- Needs a solution to help her track her nutrition and fitness goals in the context of her disability.



# USER JOURNEY MAP: DUSTIN DEFRANCISIS

ACTION	Discover Nutrition Solutions	Explore Local Nutrition Resources	Track Nutrition Manually	Evaluate Progress	Daily Life Integration/Goal Achievement
TASK LIST	<div>A. Hears about nutrition solutions through fellow hunters or local recommendations.</div> <div>B. Searches locally for gyms and nutritionists supporting Montana hunters.</div> <div>C. Explores resources and plans provided by local fitness centers.</div>	<div>A. . Visits local gyms and nutritionists to understand available resources.</div> <div>B. B. Collects pamphlets, recipes, and advice from local experts.</div>	<div>A. A. Manually tracks daily meals, snacks, and water intake.</div> <div>B. B. Records activities, workouts, and hunting-specific exercises.</div> <div>C. C. Explores traditional methods for tracking nutrients.</div>	<div>A. Reviews daily/weekly progress – is it aligning with his hunting specific goals?</div> <div>B. Seeks insights from local nutritionists and fitness experts</div>	<div>A. Sets up reminders on phone or calendar for meals and workout logging</div> <div>B. Explores connecting with local trainers</div> <div>C. Achieve fitness and nutrition goals</div> <div>D. Adjust goals and plans for next hunting season</div>
FEELING ADJECTIVE(S)	<div>Excited to find potential nutrition solutions for hunting.</div>	<div>Overwhelmed with the number of resources there are</div> <div>Appreciative for the local resources nearby</div> <div>Anxious about sharing personal details</div>	<div>Motivated to start seeing results</div> <div>Discouraged if he forgets to log a meal/workout session</div> <div>Frustration if tracking is time-consuming.</div>	<div>Encouraged when seeing positive changes</div> <div>Demotivated if he encounters a plateau/regression in progress</div>	<div>Satisfied with effective tracking</div> <div>Annoyed routine is disrupted</div> <div>Frustrated if interaction with trainers is limited</div>
IMPROVEMENT OPPORTUNITY	<div>Highlight app on complex’s website/provide detailed video on how it can aid Montana hunters</div>	<div>Simplify setup with a quick-start option</div> <div>Allow connections with trainers/peers for personalized introduction.</div> <div>Create a local resource database within the app, providing easy access to curated materials from local experts.</div>	<div>Implement a voice-activated or barcode scanning feature for food logging</div> <div>Offer pre-made hunting-specific exercise routines</div> <div>Provide customizable templates for manual tracking</div>	<div>Provide a simplified dashboard with visual progress indicators</div> <div>Allow trainers from Apex Predator Complex to connect for personalized guidance</div> <div>Implement customizable notifications</div>	<div>Provide customizable and automated reminders/notification</div> <div>Implement a chat feature for direct communication with trainers</div>



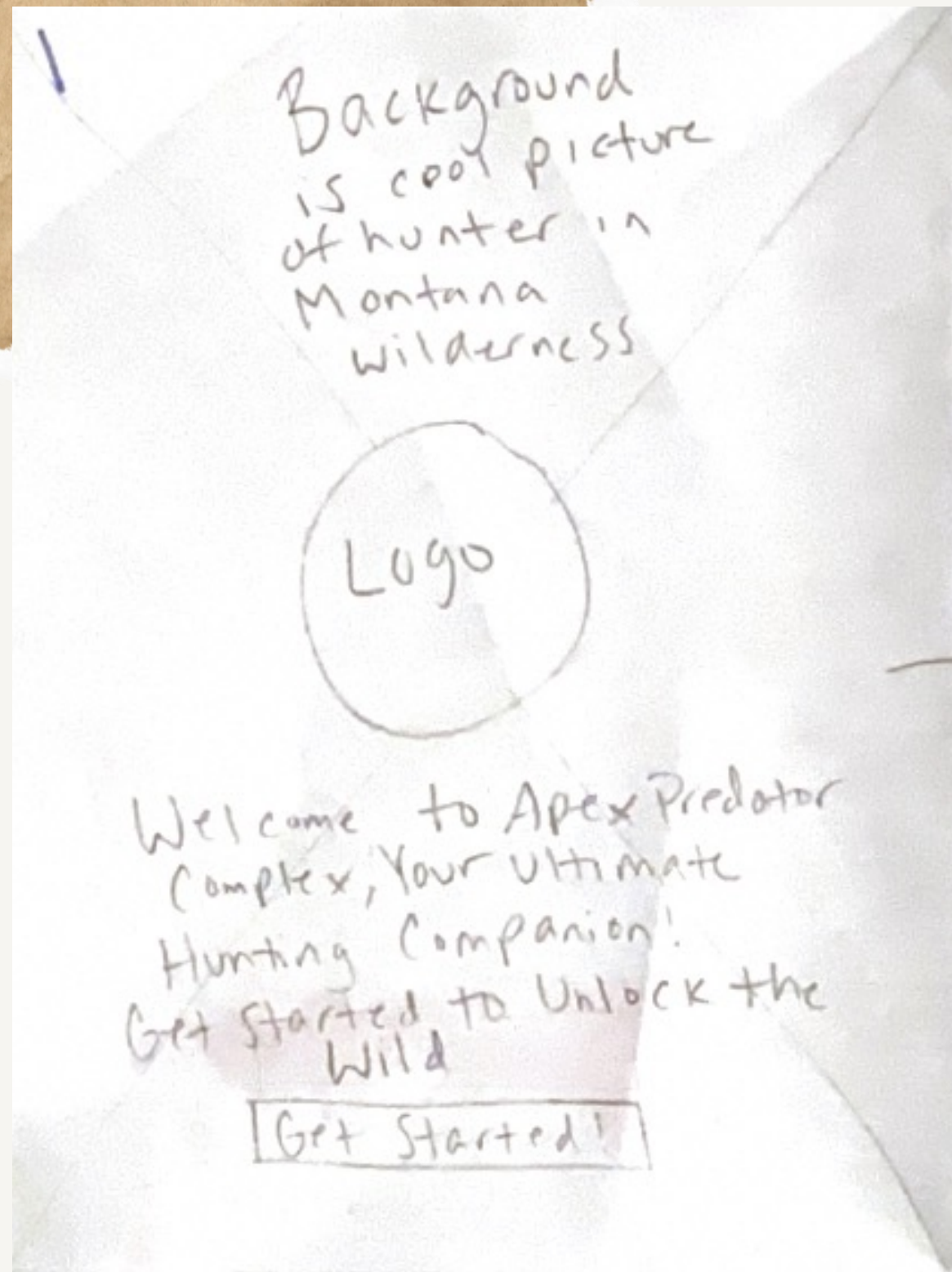


# WIREFRAMES

Low Fidelity Wireframes and Design Challenges

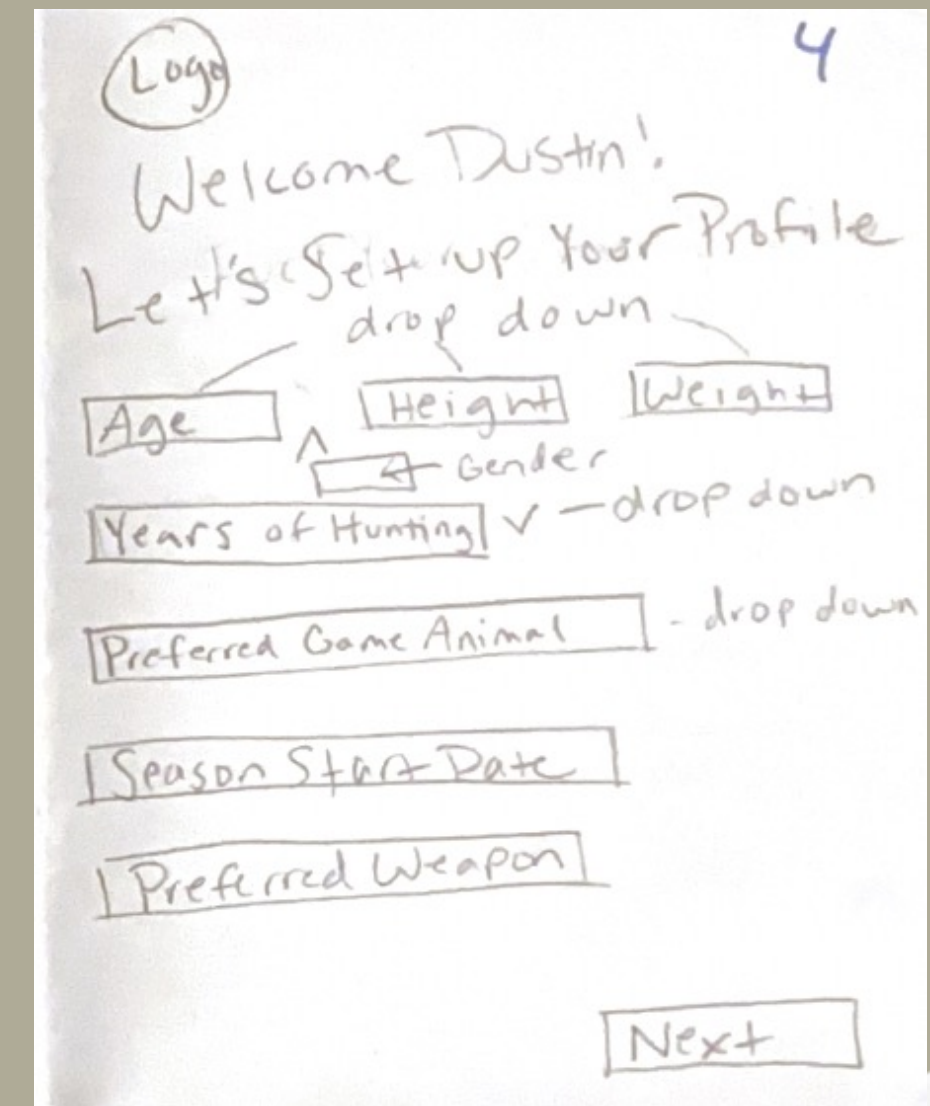
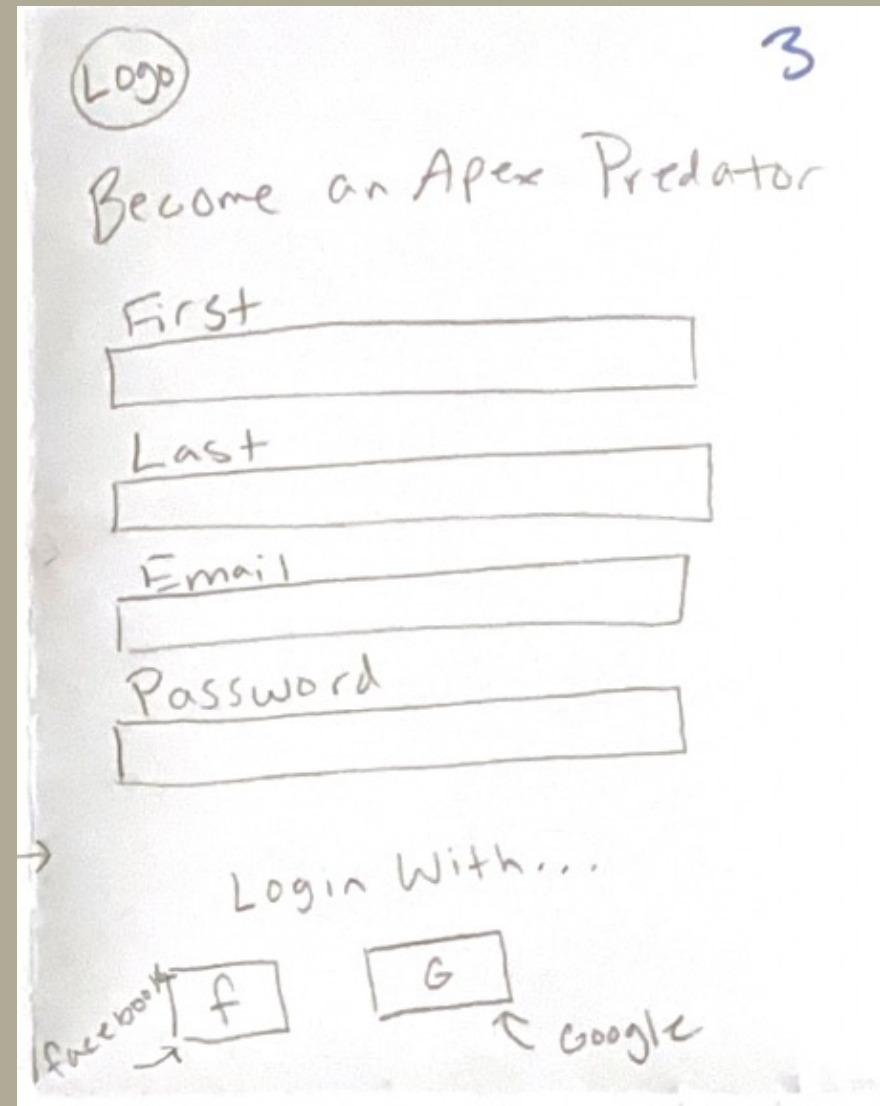
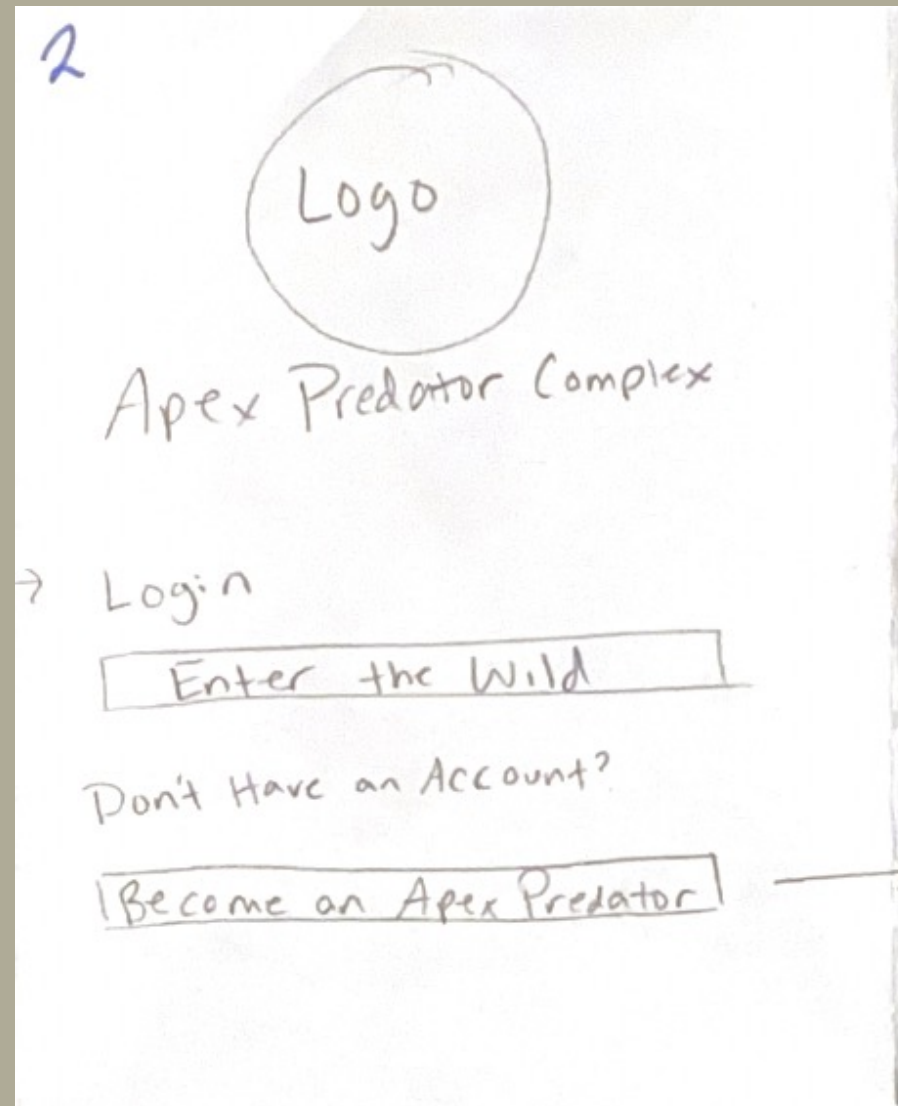
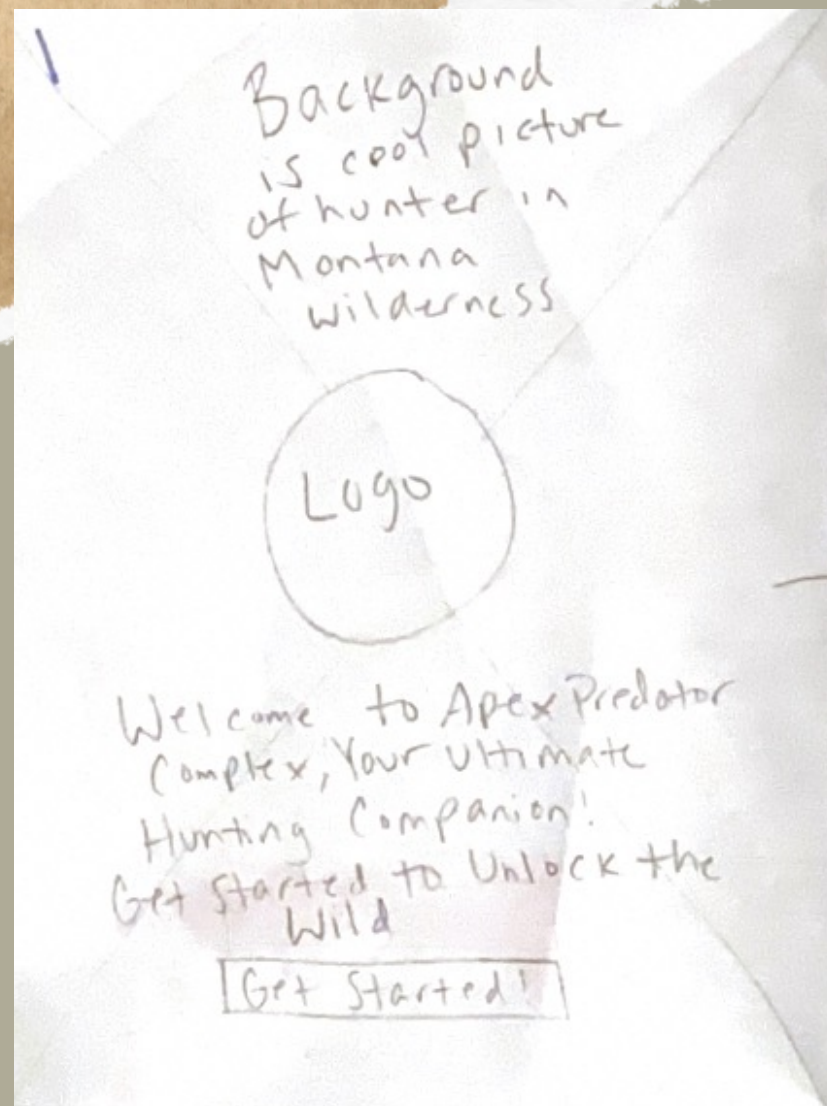
# LO-FIDELITY WIREFRAMES

The user will start at the home screen where they will see a “Get Started” button. They will then either login or create an account and set up their profile. From there, the user will go through the process of choosing their macronutrients and logging their daily food choices. They also have many opportunities to ask for help from one of the complex’s trainers.



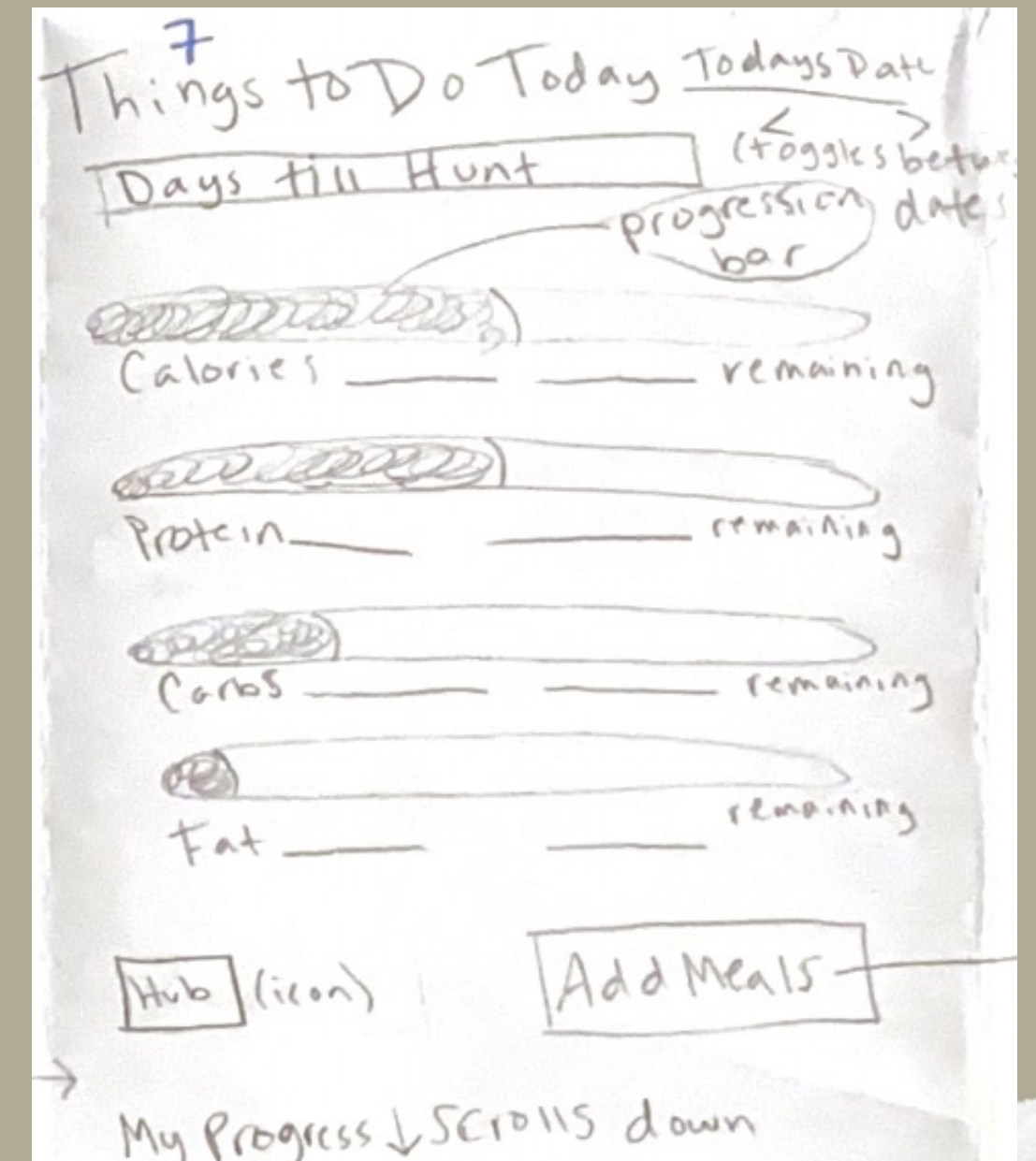
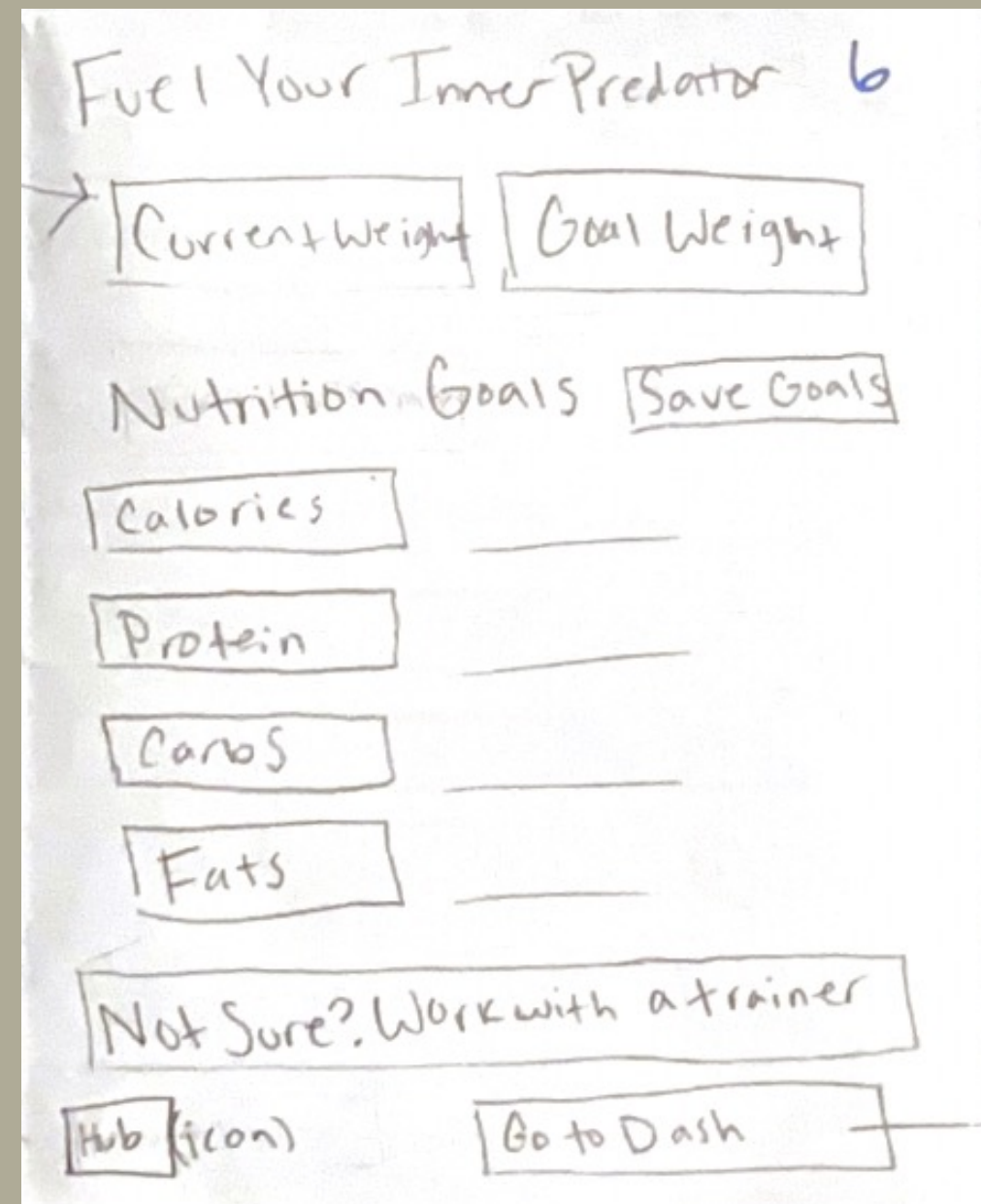
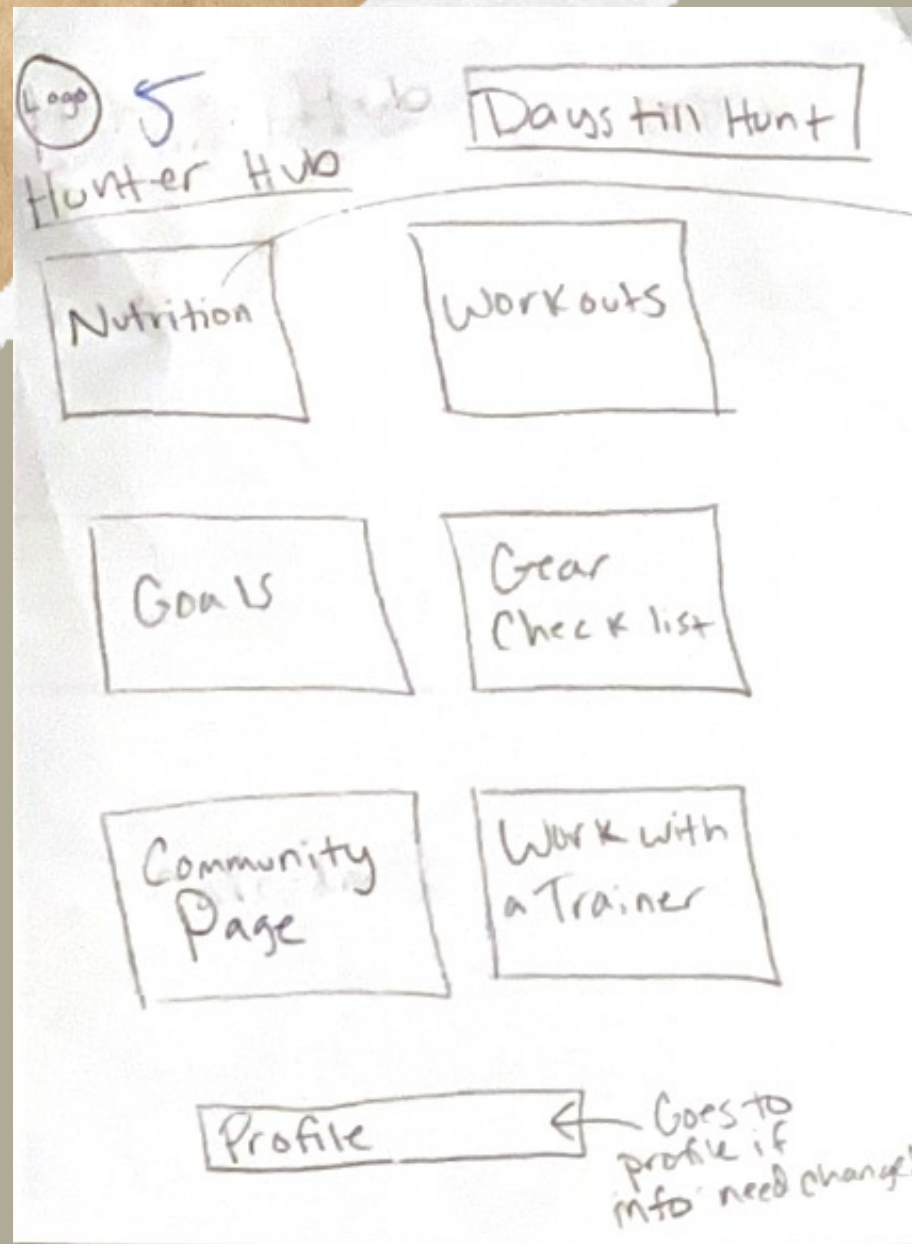


# PROTOTYPE: LO-FI WIREFRAMES



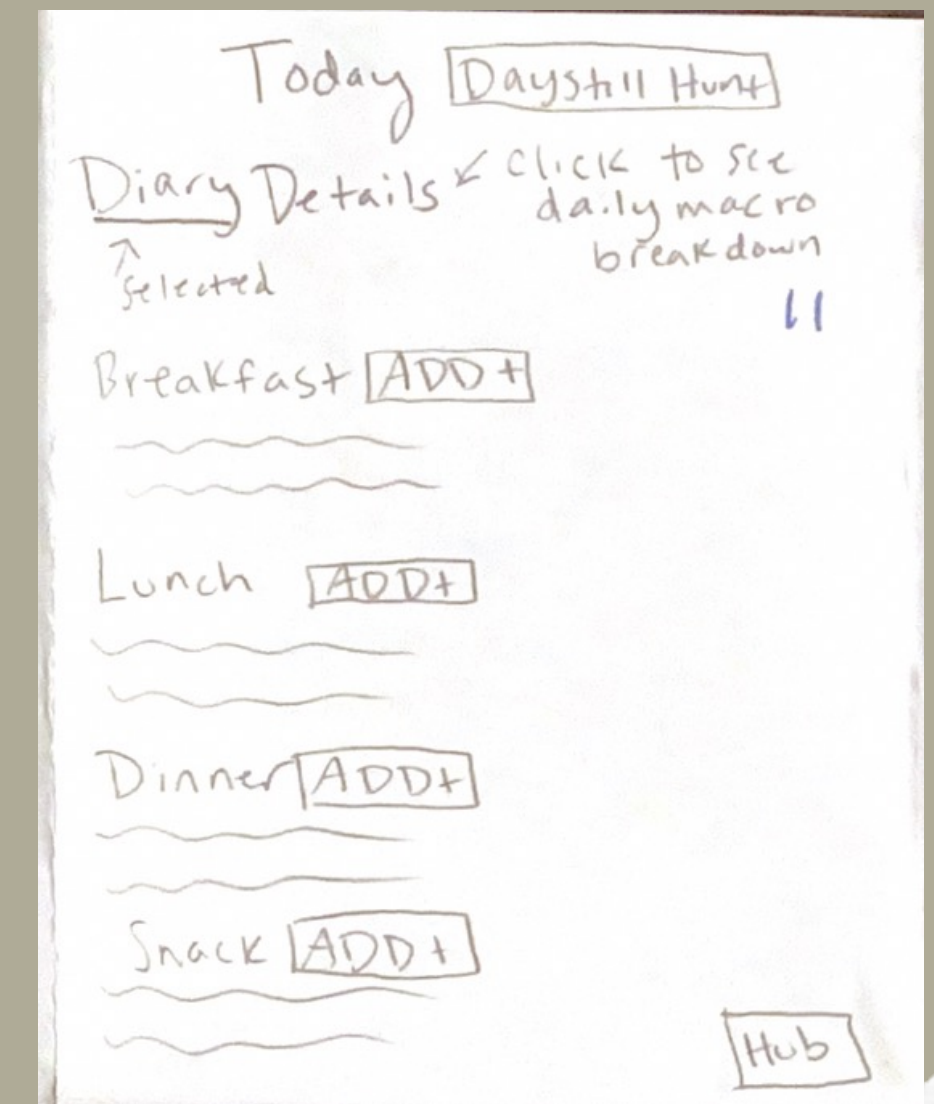
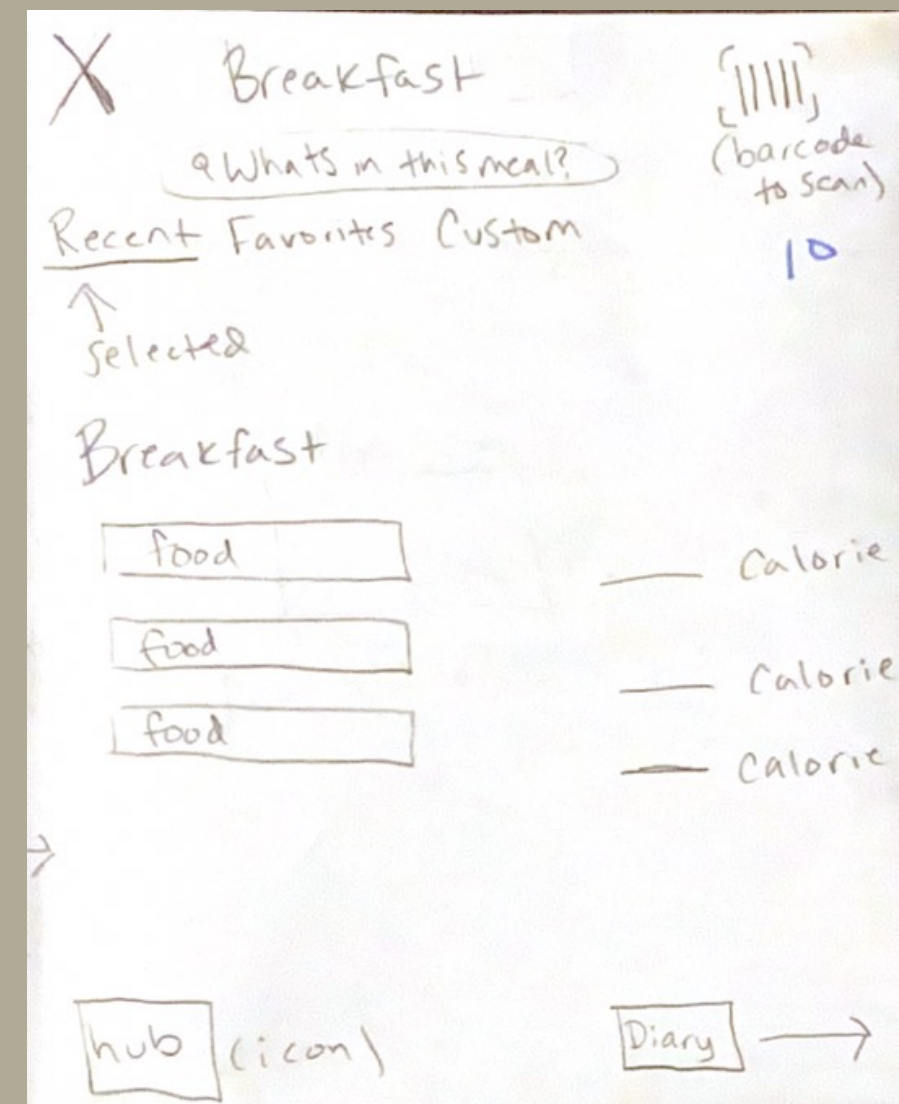
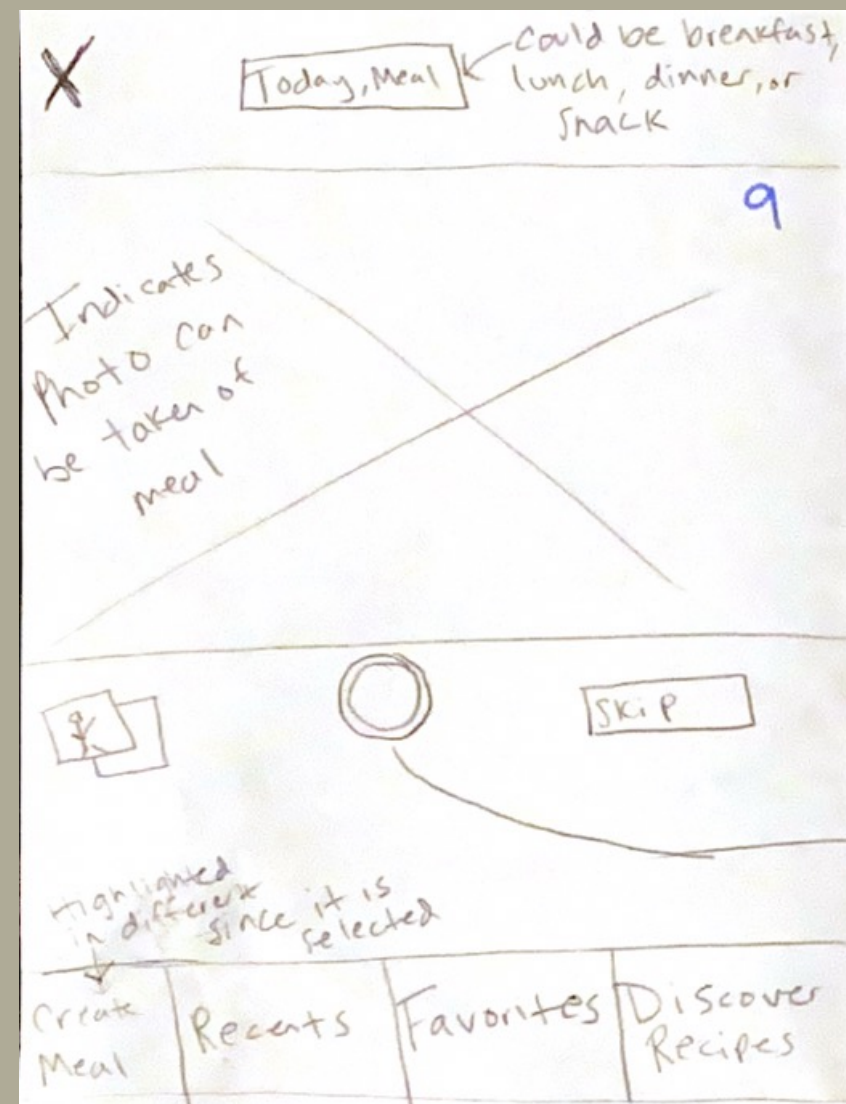
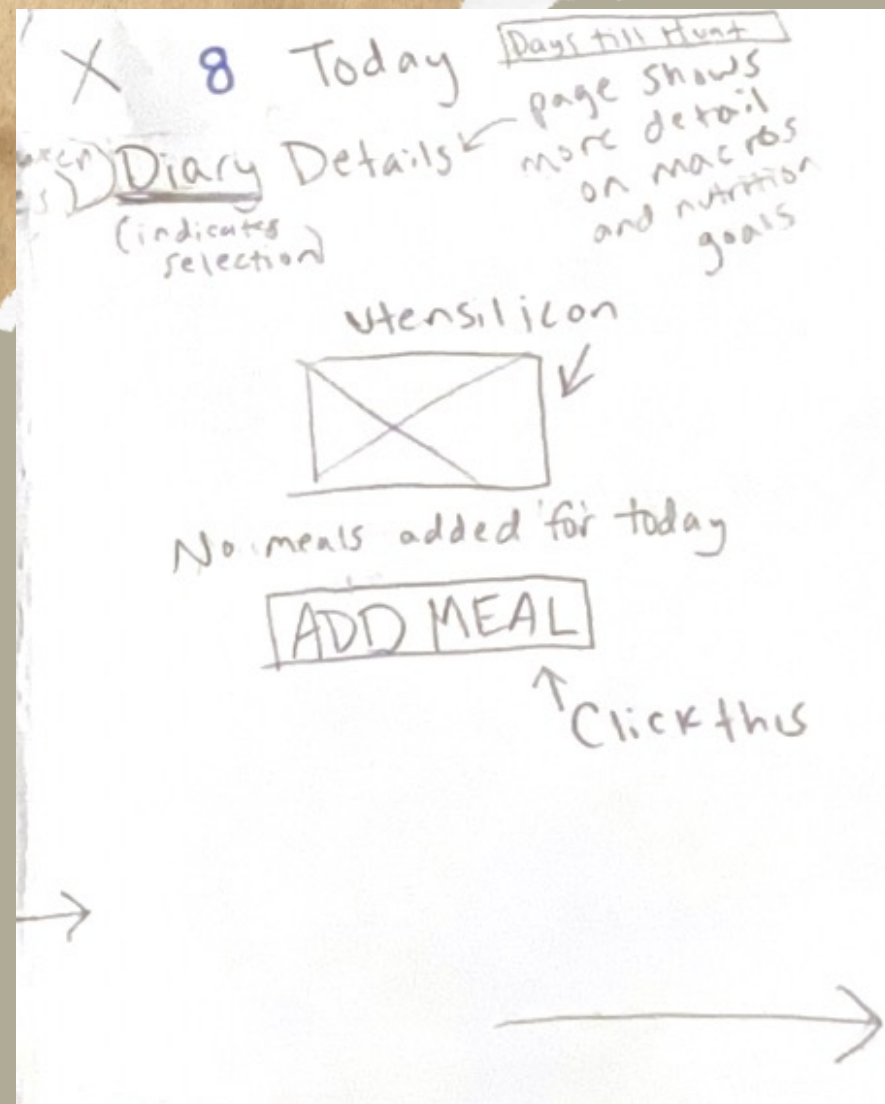


# PROTOTYPE: LO-FI WIREFRAMES



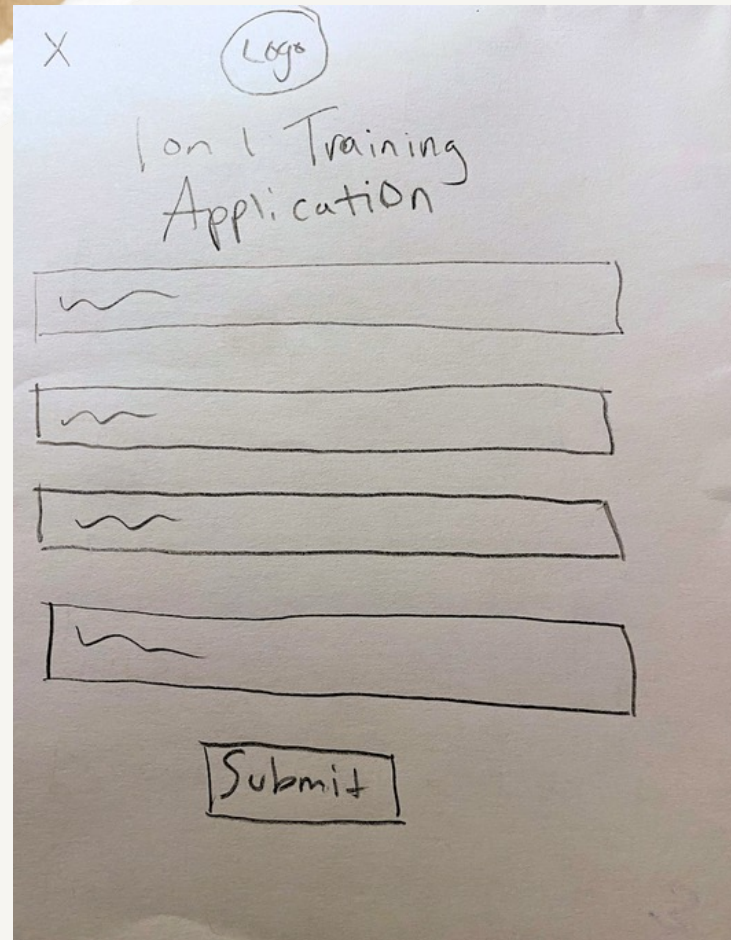


# PROTOTYPE: LO-FI WIREFRAMES



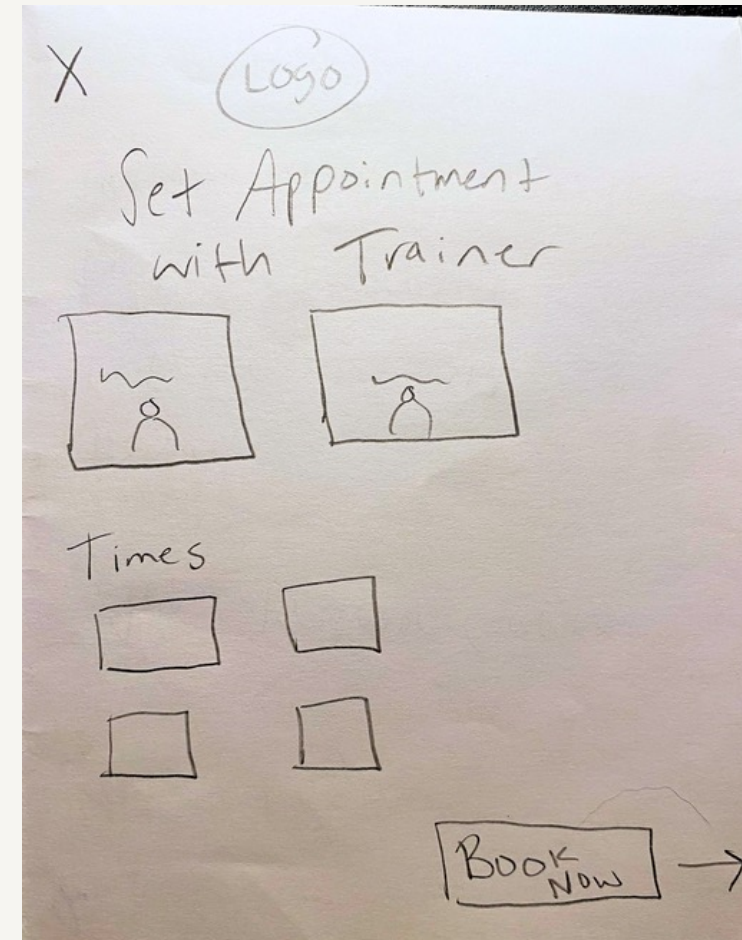


# LO-FIDELITY DESIGN CHALLENGES



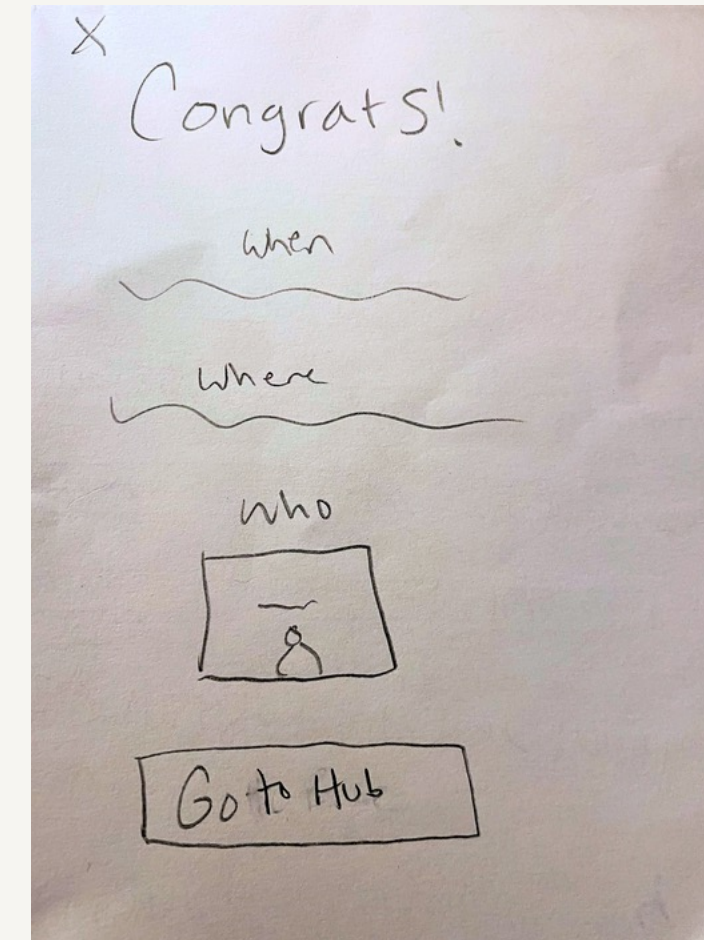
## Sign Up Form

Create a sign-up page related to signing up for something.



## Confirm Reservation

Design a reservation confirmation page.





# PROTOTYPE

Brand Style Guide, Prototypes and Design Challenges

PRIMARY  
LOGO



SECONDARY  
LOGO



BRAND  
SUBMARK



BRAND  
COLORS

<div>SANDSTONE</div> <div>RGB: 217 213 197 CMYK: 14 12 22 0 HEX: #D9D5C5</div>	<div>RUSTSCAPE</div> <div>RGB: 166 77 44 CMYK: 25 78 93 17 HEX: #A64E2C</div>	<div>FLINT SPARK</div> <div>RGB: 217 74 41 CMYK: 10 86 97 1 HEX: #DB4A2B</div>	<div>SUBALPINE</div> <div>RGB: 115 108 73 CMYK: 51 45 76 23 HEX: #736C48</div>	<div>TIMBERED</div> <div>RGB: 64 58 40 CMYK: 60 58 78 57 HEX: #403A28</div>
<div>MIDNIGHT</div> <div>RGB: 0 0 0 CMYK: 100 100 100 100 HEX: #000000</div>	<div>GLACIER</div> <div>RGB: 255 255 255 CMYK: 0 0 0 0 HEX: #FFFFFF</div>			

BRAND  
TYPOGRAPHY

FONT S

ALL CONTENT

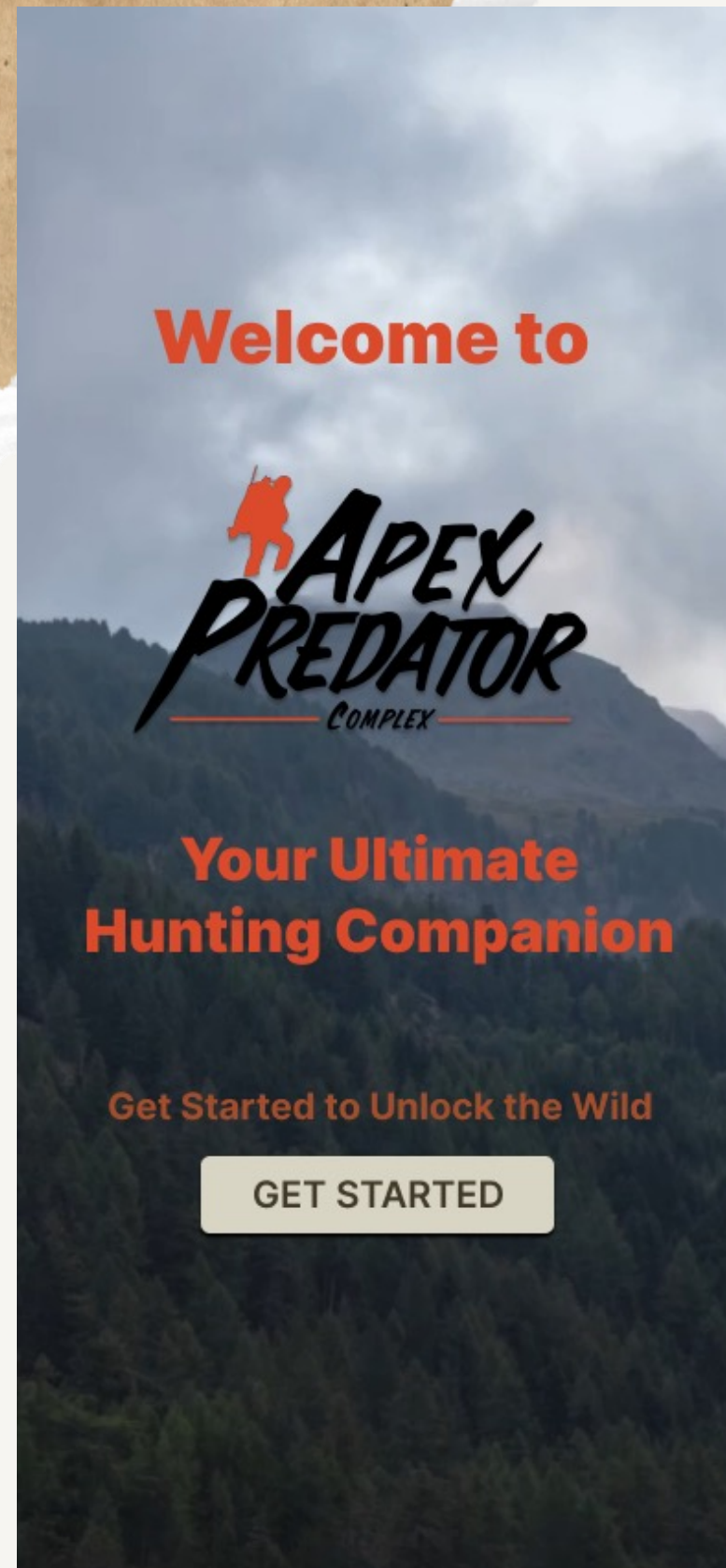
Inter	
Thin	SemiBold
ExtraLight	Bold
Light	ExtraBold
Regular	Black
Medium	

LOGO

*Calgary Script OT*  
*Regular*

# BRAND STYLE GUIDE





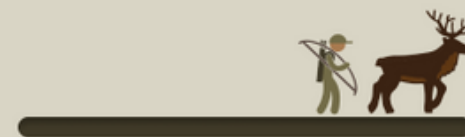
# PROTOTYPE: USER JOURNEY

The user will start at the home screen where they will see a “Get Started” button. They will then either login or create an account and set up their profile. From there, the user will go through the process of choosing their macronutrients and logging their daily food choices. They also have many opportunities to ask for help from one of the complex’s trainers.






# PROTOTYPE: USER JOURNEY





# PROTOTYPE: USER JOURNEY





Email

Password


☐ Remember Me [Forgot Password ?](#)

OR





[Don't have an account?](#)




BECOME  
AN  
APEX PREDATOR

First



Last

Email


Password



[Already have an account? Login](#)







Welcome,  
Dustin!




Tell Us About Yourself


Body Stats (Required)


Gender  Age 


Height  Weight 



Hunting Specifics (Optional)

Season Start Date 


Years of Hunting 



Preferred Game Animal 



Preferred Weapon 

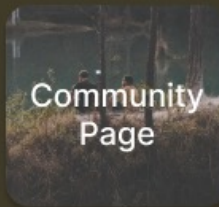








Welcome to your Base Camp,  
Dustin!

 Search Days till Hunt **243**

 Nutrition  Workouts

 Goals  Gear Checklist

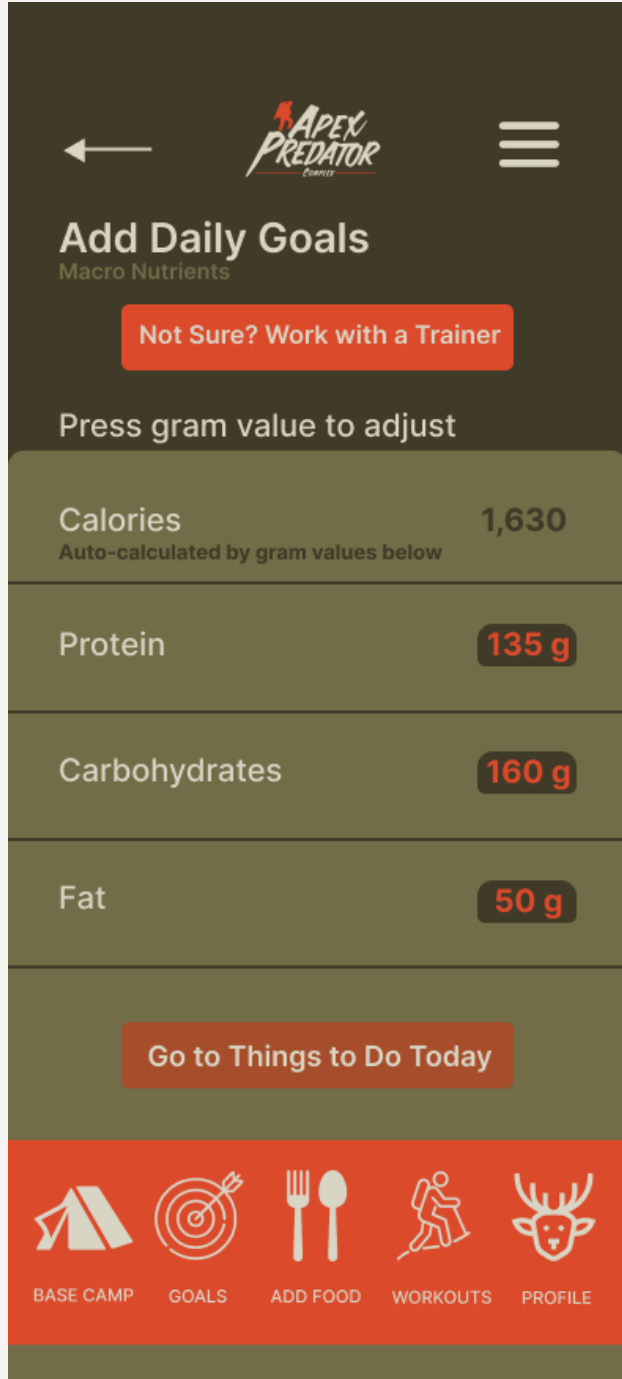
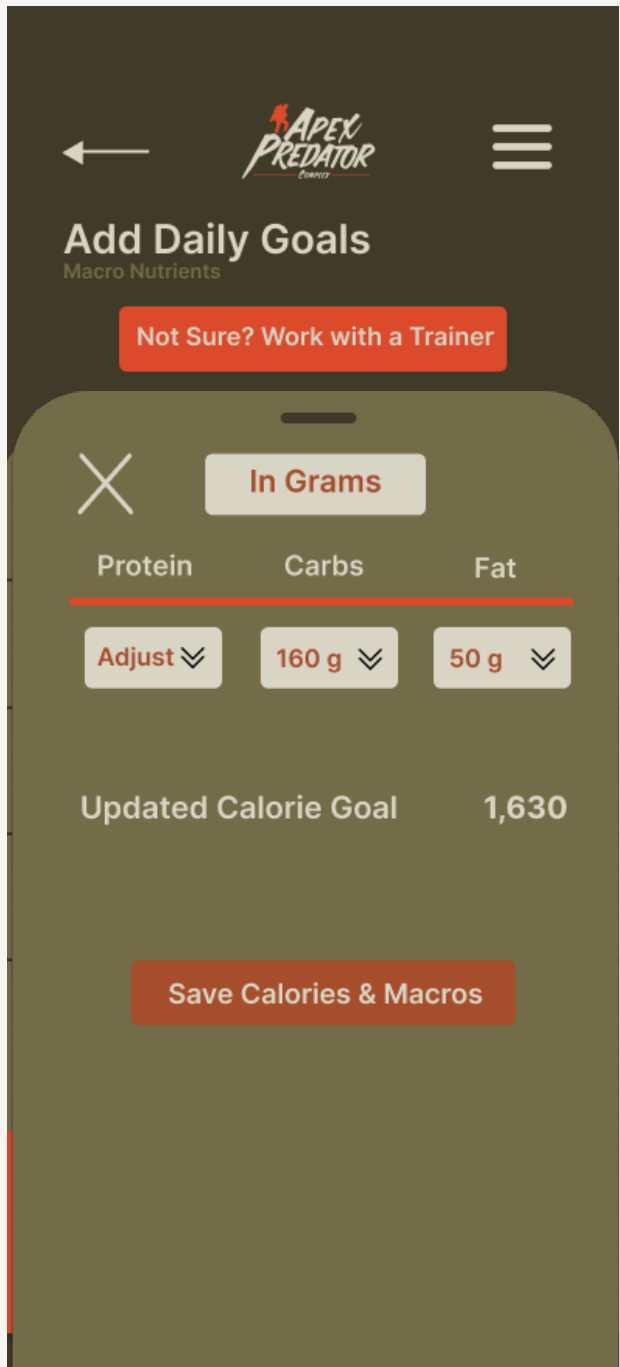
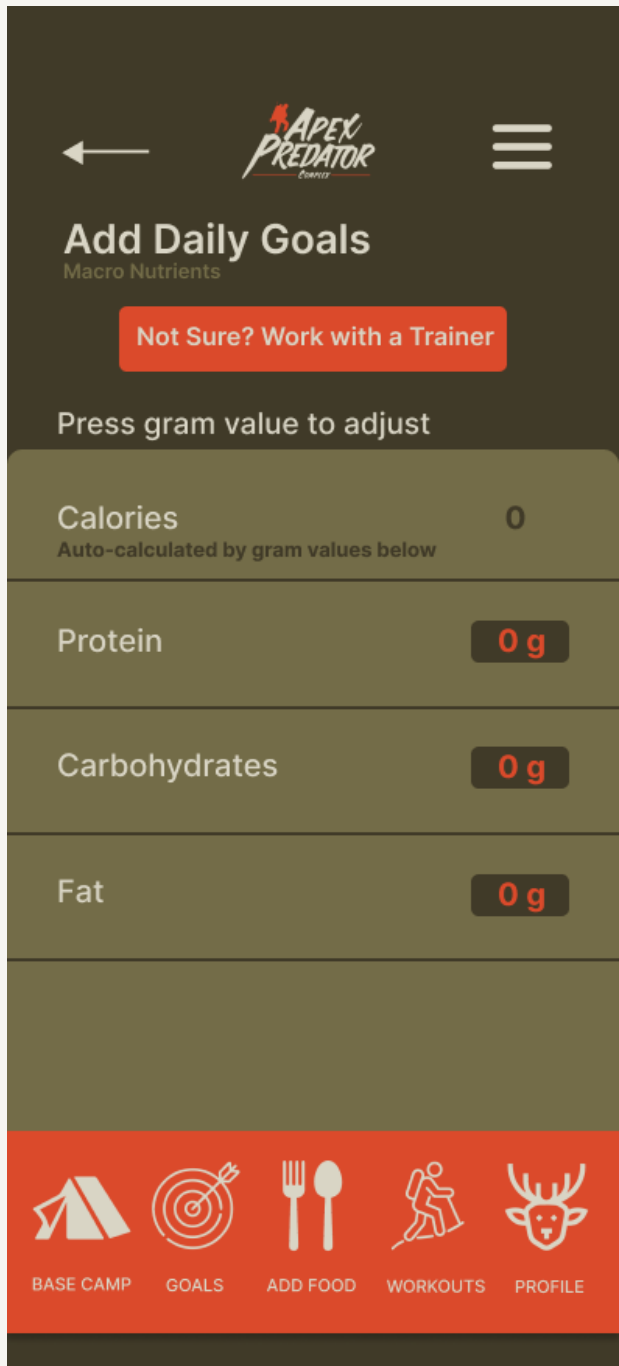
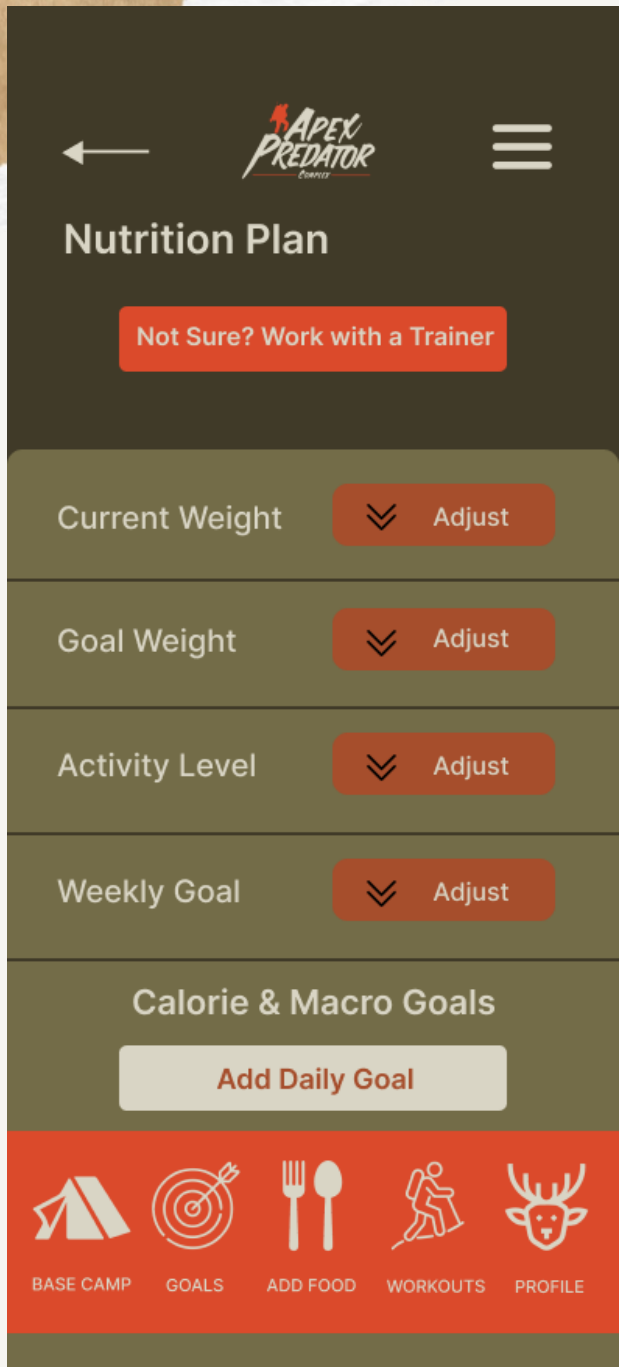
 Community Page  Work with a Trainer

BASE CAMP GOALS ADD FOOD WORKOUTS PROFILE

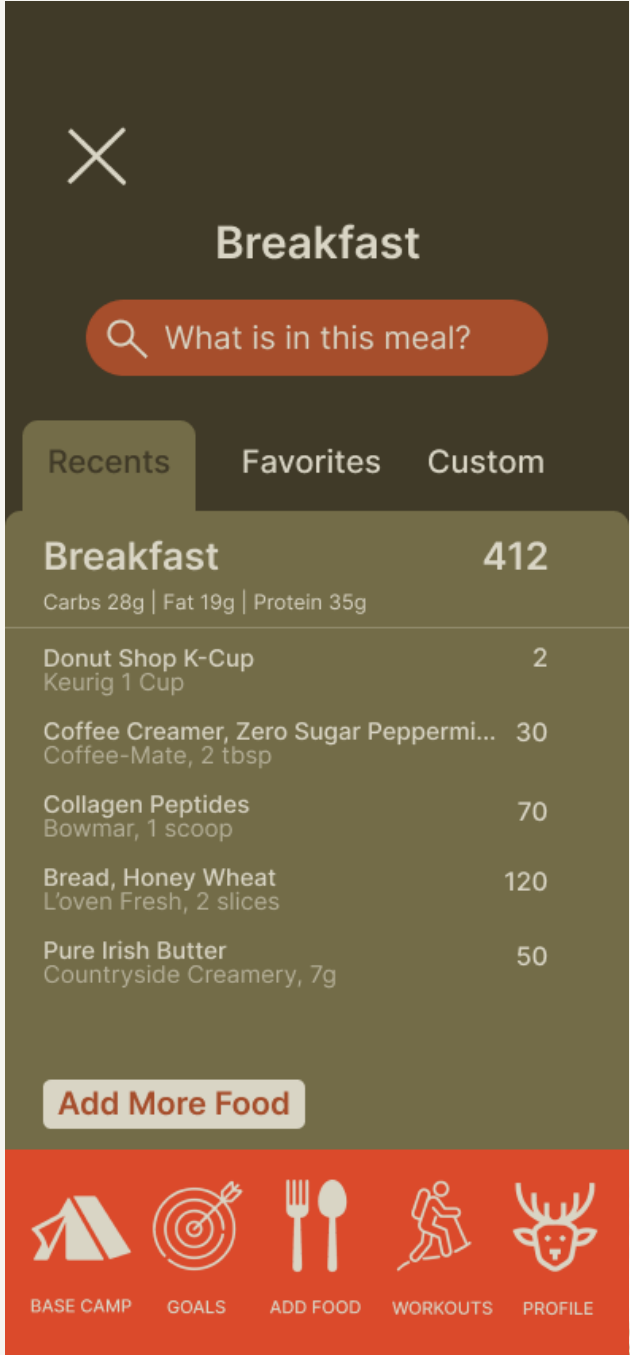
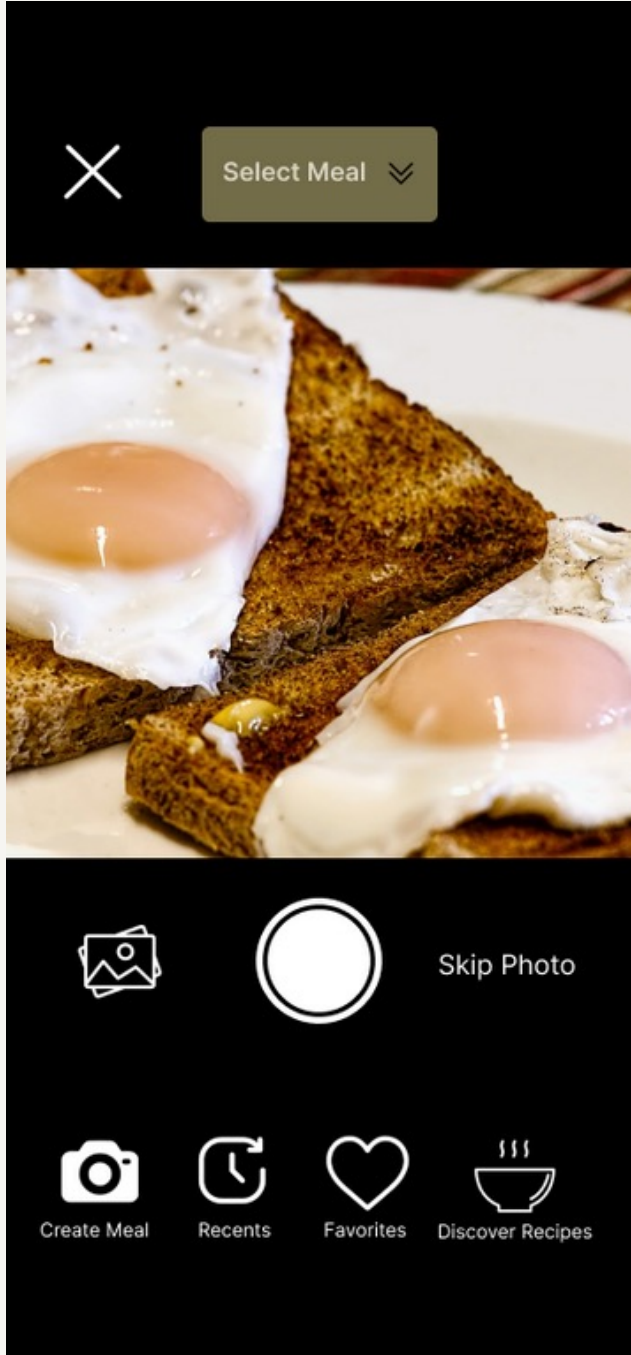
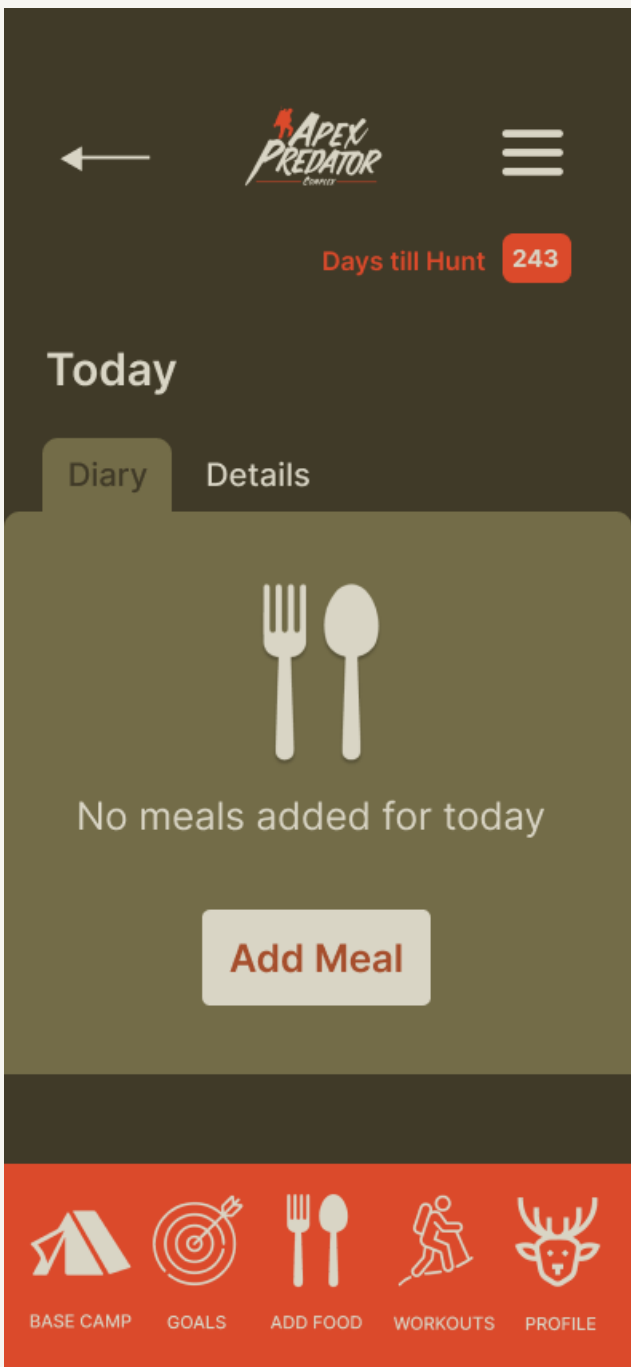
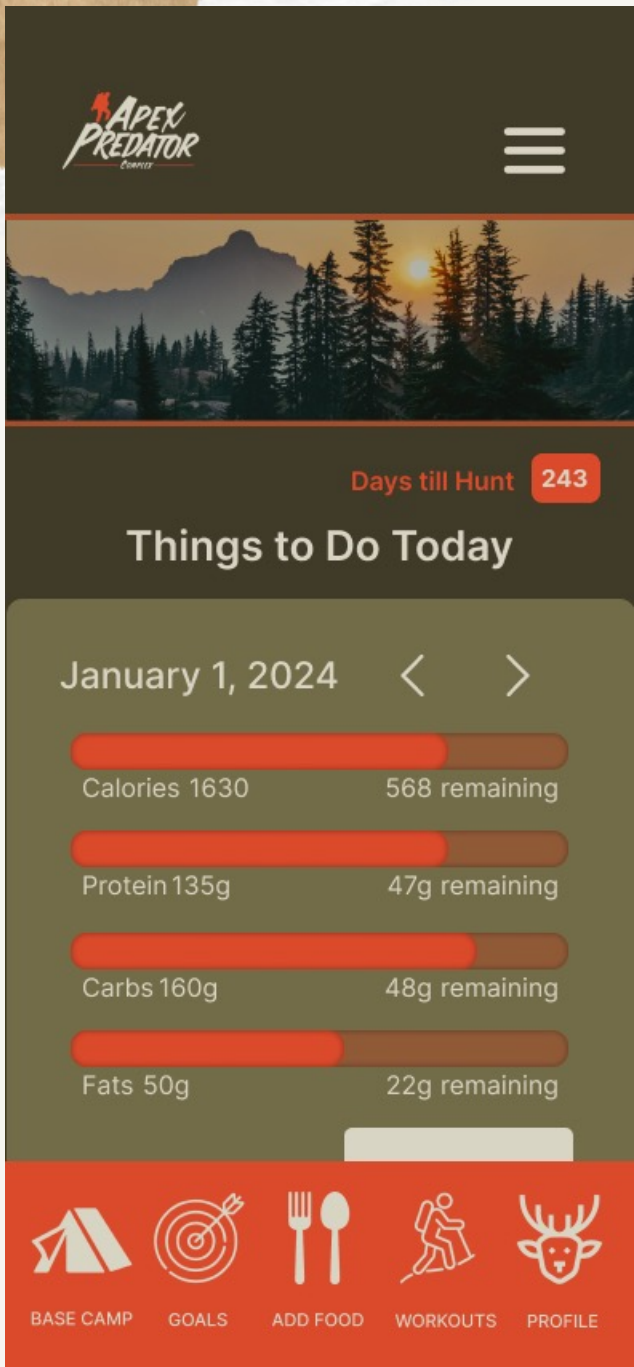


# PROTOTYPE: USER JOURNEY



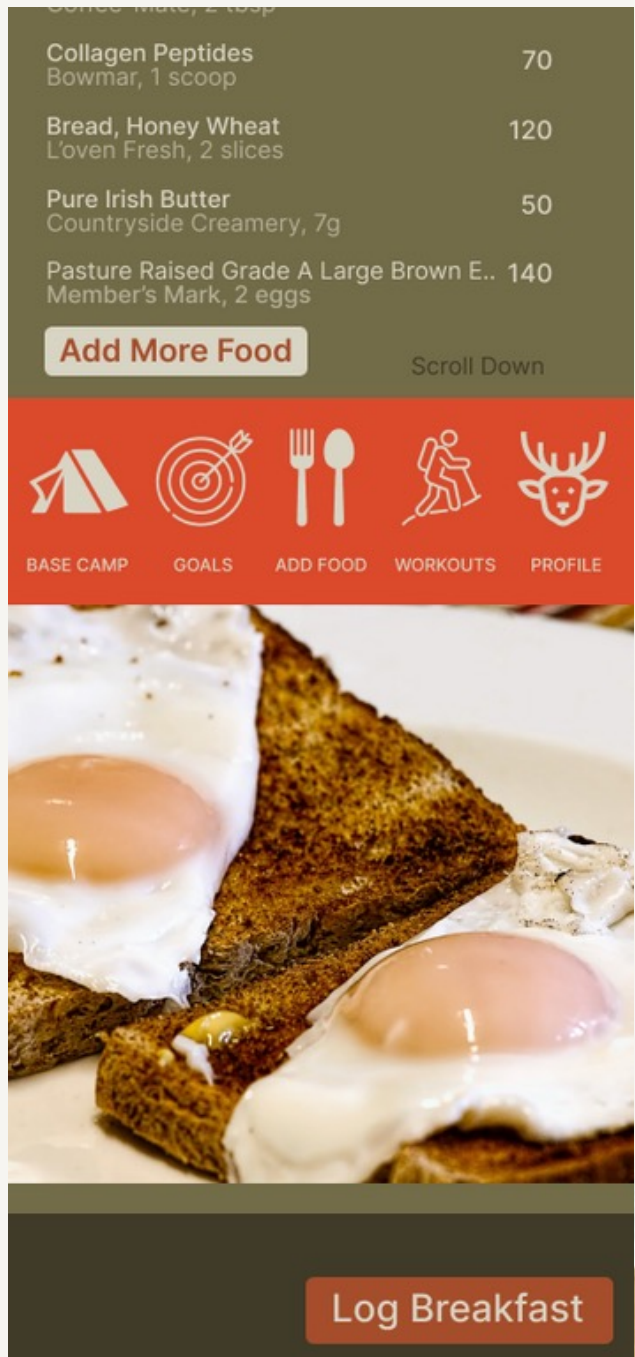
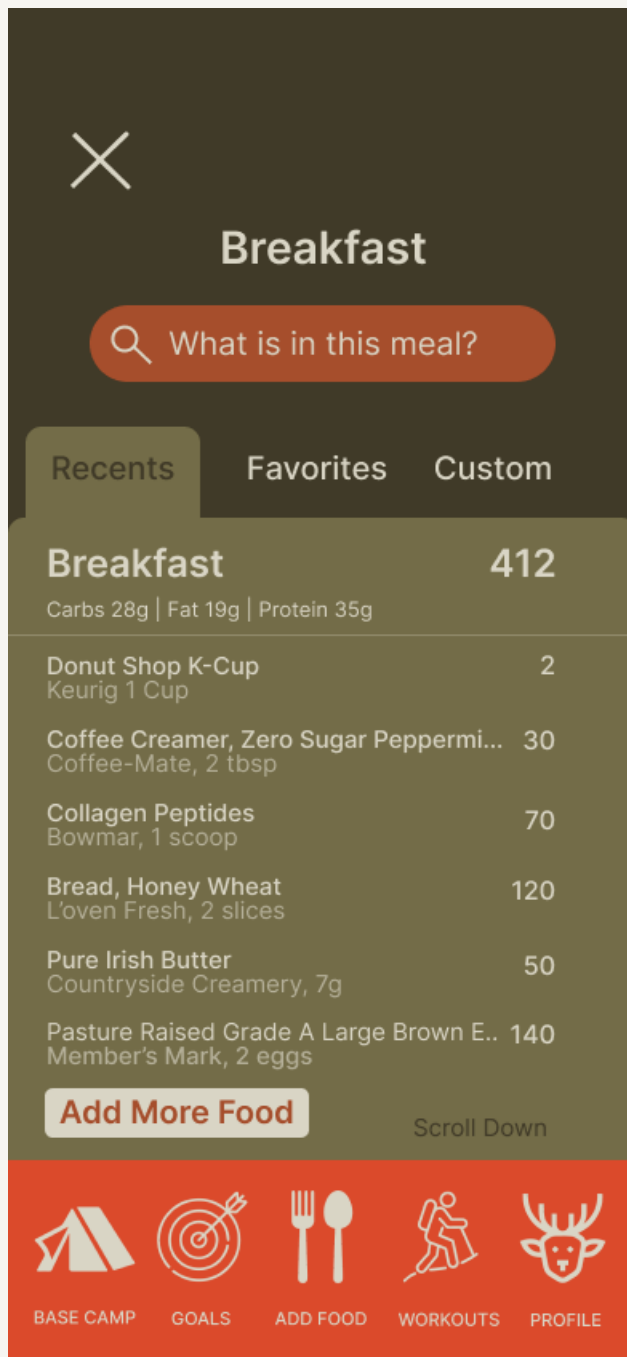
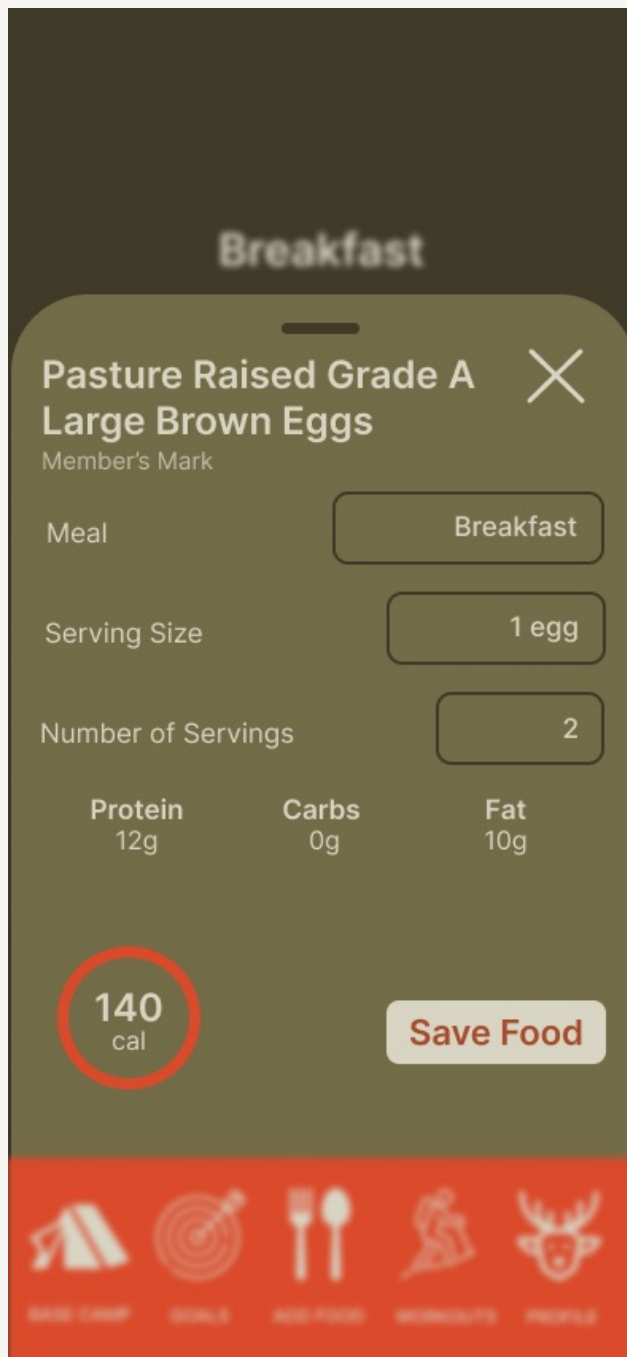
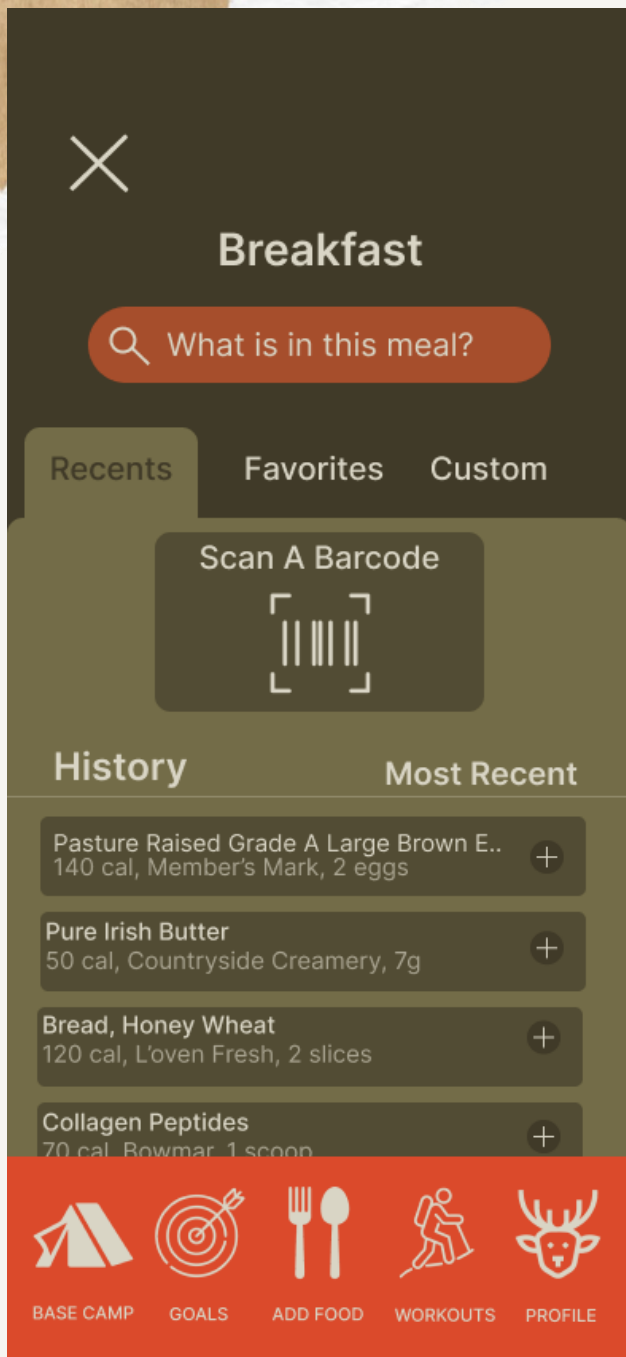


# PROTOTYPE: USER JOURNEY



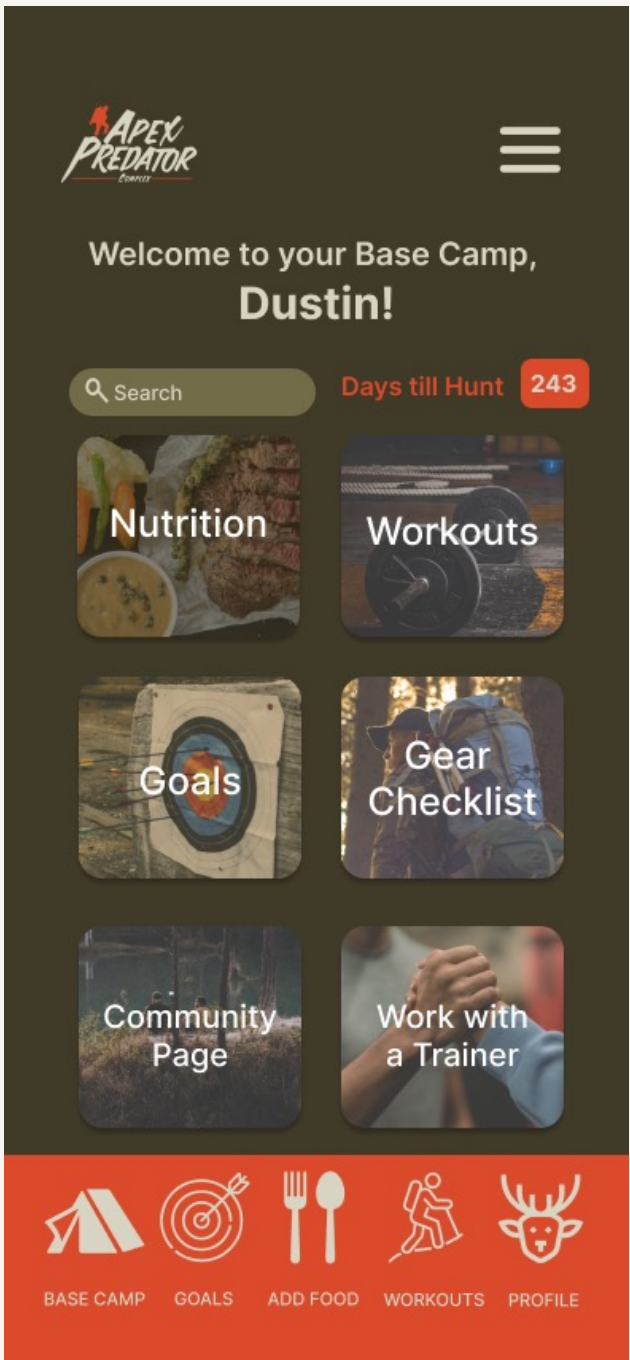
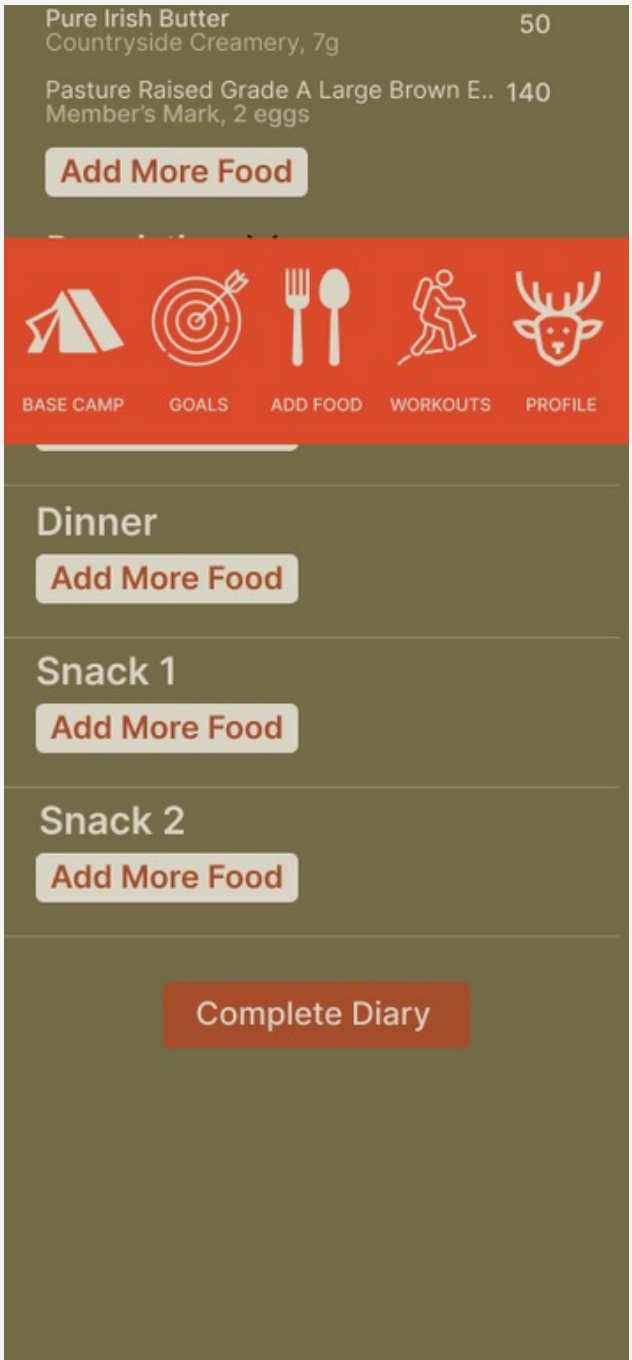
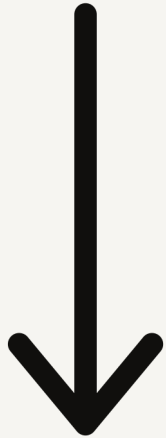
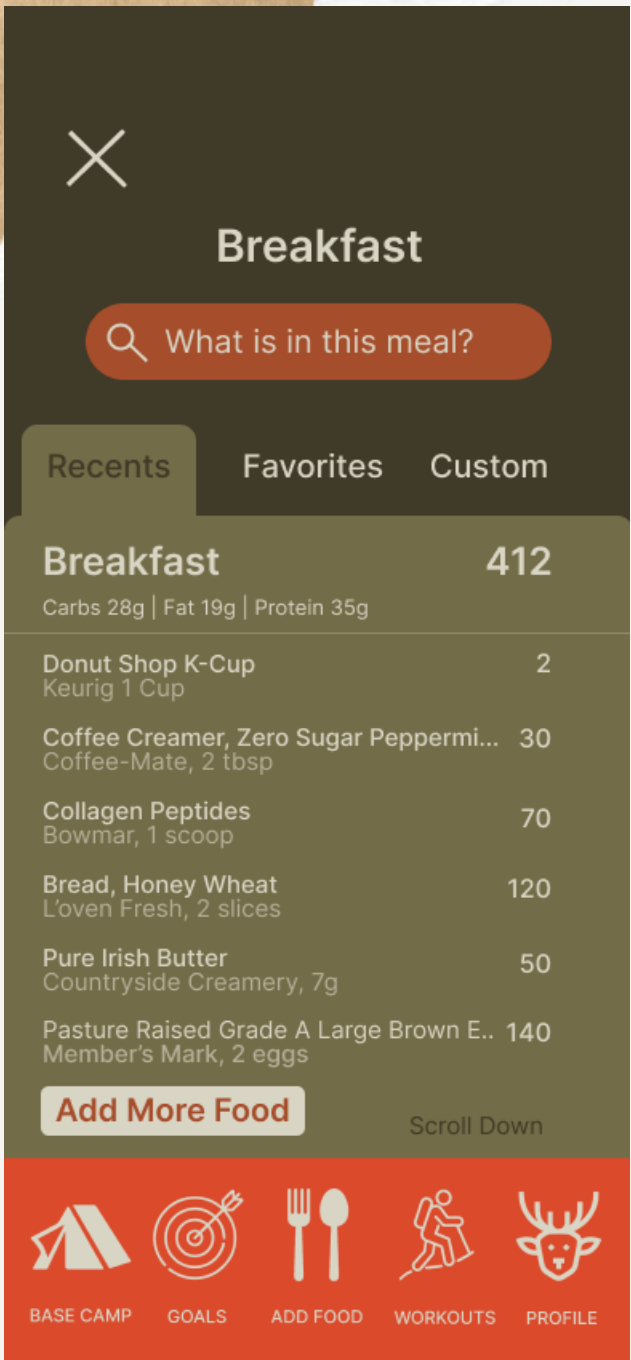


# PROTOTYPE: USER JOURNEY





# PROTOTYPE: USER JOURNEY





# PROTOTYPE: DESIGN CHALLENGES

APEX  
PREDATOR  
COMPLEX

One-on-One  
Training Application

What does your current fitness routine consist of right now? (Weightlifting, Workout Split, etc?) (Required)

How many days per week do you workout? (Required)

Are you following a diet? If so, which one? (Required)

Are you counting macros? If so, what are your macros (Required)

What keeps you from achieving your goals? (Required)

What is your current goal? Fat loss, build muscle, reverse diet? (Required)

Name (Required)

(Required)

Name (Required)  
First Name Last Name

Email (Required)

Phone (Required)

Gender (Required)

Weight (Required)

Height (Required)

Age (Required)

☐ I am willing to commit to myself and my goals


SUBMIT


APEX  
PREDATOR  
COMPLEX

Set Appointment  
with a Trainer

< February 3, 2024 >

Our Trainers

  
Paul

  
Madison

Available Times

10:30 AM

11:30 AM

2:00 PM

3:00 PM

4:00 PM

5:00 PM

Book Now

APEX  
PREDATOR  
COMPLEX

Congratulations!  
Your Appointment  
has been set!

WHEN  
10:30 AM on Saturday, February 3, 2024

WHERE  
Apex Predator Complex  
123 Wilderness Way  
Bozeman, MT 59715

WHO  
  
Paul

Go to Base Camp

Manage my Appointment

## Sign Up Form

Create a sign-up page related to signing up for something.

## Confirm Reservation

Design a reservation confirmation page.





# LINK TO FIGMA PROTOTYPE

[Apex Predator Complex Figma Link](#)