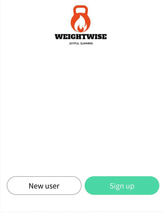
Weightwish

More and more people find weight loss extremely challenging. So, I gathered the common problems and struggles from those around me and developed this app. Its purpose is to help people lose weight more efficiently and maintain a healthy body.

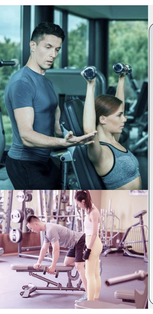
Weight loss is a significant challenge for people of all ages, especially for those who lack self-discipline or have an unhealthy or misguided understanding of it. While modern information technology has introduced numerous weight loss methods, some core issues remain unresolved.

Because of this, most people struggle immensely during their weight loss journey. Disagreements persist over diet and exercise—the two key factors that reveal the root of the problem.



New user

Sign up



Background&Research

The research reveals that the incidence of obesity is predominantly observed among younger individuals aged 15 to 25, indicating a trend towards a younger demographic. Furthermore, the distribution map of China illustrates that the obesity rate remains persistently high in developed cities, which are identified as the primary areas affected by this health concern.

Based on the survey data, it can be observed that most people exercise for 30-60 minutes daily, and the maximum number of days per week for exercise is 3. Very few people exercise every day. Even fewer use fat-reducing diets reasonably and as prescribed during exercise. Therefore, it can be found that most people have considerable issues with self-control.

As of 2022, we can observe the distribution of obesity rates globally. Compared to less developed countries, the situation is more severe in developed countries. This is largely related to dietary habits, as excessive intake of high-calorie foods can lead to obesity and significant weight gain.

Generally speaking, people do not have a comprehensive understanding of obesity, exercise, and diet. Therefore, to solve this problem, we need to start from two aspects. The first is to control diet, and the second is to engage in periodic exercise and physical activity.

Age	Muscle gain or fat loss	Problem	self-cognition
15-20	Muscle gain	Influenced by societal perceptions, the desire to lose weight emerges.	The majority of the student population is influenced by the opinions and perspectives of others, prompting a desire for transformation.
21-25	Muscle gain	Experiencing anxiety over body weight or physical form.	Capable of managing their diet and schedule to some extent, yet lacking full control, they require supervision.
26-30	Muscle gain or fat loss	It is widely perceived that the current physical condition is suboptimal, prompting a desire for change.	It is common for individuals to perceive health issues arising after entering the workforce, leading to a desire to exercise and enhance physical fitness.
31-40	Fat loss	Aspiring to become healthier,	Experiencing health concerns such as weight gain or prolonged inactivity, there is a hope to achieve better health.

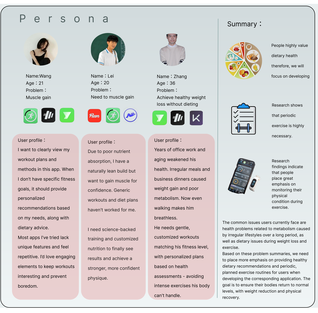
The target users are health-conscious individuals aged between 15 and 40. These elder are aimed to seek professional consultation.

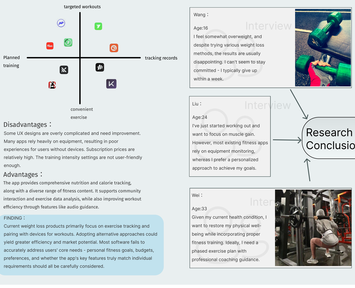
Iteration

The current product features a well-established workout plan with nutrition and calorie tracking, plus exercise data analysis. However, it still cannot provide comprehensive services for personalized users or those without devices.

Therefore, in this context, users need an app that offers customized solutions while improving weight loss efficiency and health awareness.

Persona





Disadvantages：
Some UX designs are overly complicated and need improvement. Many apps rely heavily on equipment, resulting in poor experiences for users without devices. Subscription prices are relatively high. The training intensity settings are not user-friendly enough.

Advantages：
The app provides comprehensive nutrition and calorie tracking, along with a diverse range of fitness content. It supports community interaction and exercise data analysis, while also improving workout efficiency through features like audio guidance.

FINDING：
Current weight loss products primarily focus on exercise tracking and pairing with devices for workouts. Adopting alternative approaches could yield greater efficiency and market potential. Most software fails to accurately address users' core needs - personal fitness goals, budgets, preferences, and whether the app's key features truly match individual requirements should all be carefully considered.

Research Conclusions

1.Obesity in adolescents caused by inability to self-regulate dietary habits.

2.For those trying to lose weight, the greatest challenge often lies in maintaining consistent adherence to their planned regimen.

3.Users increasingly demand professional coaching guidance and personalized training regimens.

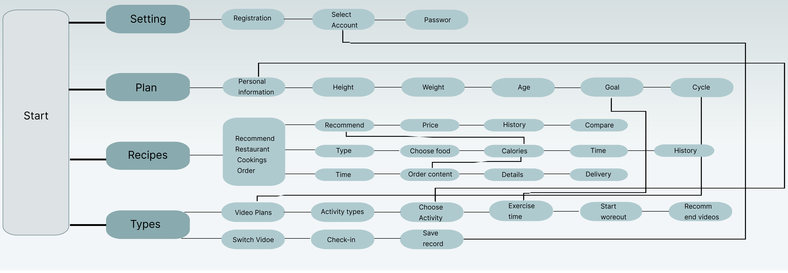
4.Tailored training programs are essential to accommodate varying age groups and physical conditions.

User Journey

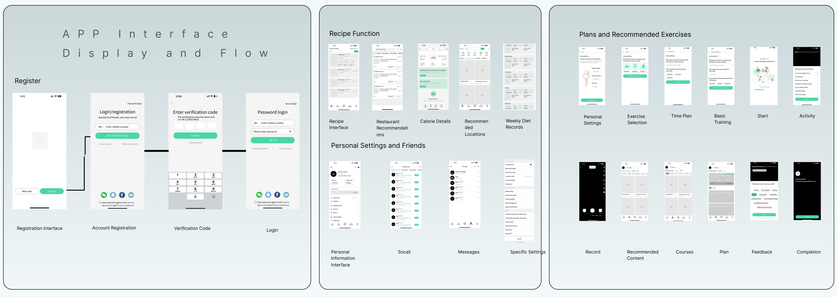
Name : Wang Age : 24 Weight:83KG

ROLE	Before	During	After
ACTIONS	Record Information, Set Plan, Choose Exercise, Diet, Generate Plan, Monitor, Select Method, AI, Exercise, Customization, Precaution, Data, Overall Trend, Completion, Community Share		
FELLINGS	Registration-Simple, Fill in Preferences-Serious!, Plan Setting - Okay, Fully Functional, Interface is Somewhat Complex, Recommend are good	Strong Training, AI recommend are interesting, Plans are too many, Feel like nothing change	Happy to check data, program completion rat-good
PAINPOINTS	Is Device Binding Necessary Whether the Plan Can Be Detailed to Each Day Exercise Methods Are Not Comprehensive Enough	Functions Are Complex Where is recommended to eat for a cheat meal How to do post-workout stretching and recovery	Exercise with Friends Data Statistics and Analysis What to Do If Wanting to Change Data Midway Correct body fat percentage
OPPORTUNITIES	Device Binding for Data Analysis and Motion-Based Data Analysis Add More Exercise Methods Enhance Community Features to Include Rankings	Overall Plan Shows Calorie Consumption Recipe Function Plan Detailed to Body Parts and Daily Time	Record and Share Training Videos Control the Duration of Instructional Videos Plan with body parts and daily timing

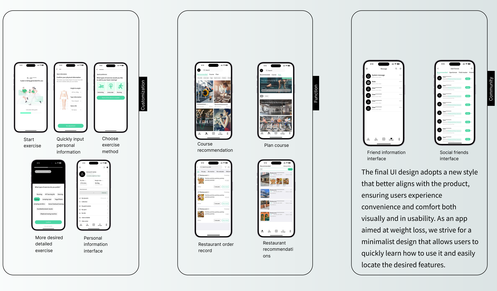
Product Flowchart



APP Interface Display and Flow



Display



The final UI design adopts a new style that better aligns with the product, ensuring users experience convenience and comfort both visually and in usability. As an app aimed at weight loss, we strive for a minimalist design that allows users to quickly learn how to use it and easily locate the desired features.

New user

Sign up