

# **REDESIGN BOAT CREST MOBILE APPLICATION**

A PROJECT REPORT

SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS  
FOR THE AWARD  
OF  
THE DEGREE

MASTER OF DESIGN  
IN  
**INTERACTION DESIGN**

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### **CANDIDATE'S DECLARATION**

I, Siddharth, Roll No. 2K21/MDID/14 student of M. Des. Interaction Design, hereby declare that the project Dissertation titled "REDESIGN BOAT CREST MOBILE APPLICATION" which is submitted by me to the Department of Design, Delhi Technological University, Delhi in partial fulfillment of the requirement for the award of the degree of Master of Design, is original and not copied from any source without proper citation. This work has not previously formed the basis for the award of any Degree, Diploma Associateship, Fellowship, or 'recognition. other similar title or recognition.

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## **CERTIFICATE**

I hereby certify that the Project Dissertation titled "Ferrolinkers – “REDESIGN BOAT CREST MOBILE APPLICATION" which is submitted by Siddharth, Roll No. 2K21/MDID/14 Department of Design (Interaction Design), Delhi Technological University, Delhi in partial fulfillment of the requirement for the award of the degree of Master of Design, is a record of the project work carried out by the students under my supervision. To the best of my knowledge, this work has not been submitted in part or full for any Degree or Diploma to this University or elsewhere.

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## ABSTRACT

I worked on the redesign of the boAt Crest mobile application during my internship at Onething Design Studio, which is detailed in this report. I worked along with a group of designers and programmers to improve the application's user interface throughout my internship.

The internship started with a comprehensive research phase in which we conducted user interviews, competition analysis, and heuristic evaluation to pinpoint areas that the current mobile application that may need enhancement. This study assisted us in prioritizing the most crucial features and functions for the redesign and informed our design choices.

I collaborated closely with my team to design the new interface's wireframes and prototypes. We employed a design thinking technique that placed a focus on quick iteration and continuous stakeholder feedback. With this method, we were able to make design changes fast and effectively while still ensuring that the finished product satisfied the requirements of our users.

I learned a lot about project management, teamwork, and communication as the project went along. I developed my ability to manage conflicting priorities, overcome obstacles, and maintain my concentration while producing high-quality work under short deadlines.

I gained an in-depth knowledge of the design process and the significance of design in technology as a result of this tough and immersive internship. I am appreciative of the chance to develop professionally, and I am confident that the knowledge and skills I picked up during my internship will be useful to me in the future.

## **ACKNOWLEDGMENT**

I would like to express my sincere gratitude to my Supervisor Mr. Partha Pratim Das for his continued guidance and mentorship.

I would like to express my sincere gratitude to the Onething Design Studio for providing me with the opportunity to intern with them. I am incredibly grateful for the guidance and support provided by my design manager, Mr. Venky Hariharan, my design leader, Mr. Ankur Sarkar, and the entire team at Onething Design Studio. Their dedication to helping me learn and grow has been invaluable.

I would also like to thank my mentors and senior designer, Miss. Arushi Agarwal and Mr. Shiva Subramanian provided me with insightful feedback and advice that helped me navigate the challenges of my internship. Their support and encouragement have been instrumental in my growth as a professional.

Sincerely,

**SIDDHARTH**

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## CHAPTER 1 PROJECT OBJECTIVE

The objective is to enhance the user experience and retention rate of boAt's mobile application. This will be achieved by providing a holistic experience to users, making them interact with in-app features that will enhance engagement and promote a sense of coolness in their minds. The ultimate goal is to motivate users to return repetitively and increase the overall usage of the application.

Improvements:

To achieve this objective, boAt aims to provide the best possible experience to its users by maintaining a consistent brand language, streamlining content, and simplifying navigation. The app will be designed to offer various personalization options to users, which will enhance their engagement and promote a sense of ownership.

To achieve the above objectives, the following improvements can be made:

1. **Streamlined Navigation:** The application should be designed in such a way that it offers an intuitive and easy-to-use interface. Navigation should be simple and consistent across all sections of the app.
2. **Personalization:** Personalization is an essential factor in enhancing engagement and promoting a sense of ownership. The application should offer various personalization options such as personalized playlists, custom themes, and notifications based on user preferences.
3. **Consistent Brand Language:** The application should maintain a consistent brand language across all touchpoints, including content, visuals, and messaging. This will help in building a strong brand identity and creating a positive brand experience.
4. **Enhanced Engagement:** The application should offer various in-app features that will enhance engagement and promote a sense of coolness among users. This can be achieved by adding social features, games, and challenges that users can interact with.
5. **Regular Updates:** The application should be updated regularly with new features, bug fixes, and improvements to keep users engaged and interested in using the app.

By implementing the above improvements, boAt can provide an excellent user experience, increase retention rates, and promote brand loyalty among its users.



## CHAPTER 2 PROCESS

### 2.1 Actual design process vs design thinking process

The actual design process used in design studios is vary depending on the specific project, but generally, it involves several stages that may differ from the typical design thinking process. Here are some key differences:

1. Emphasis on visual communication

In design studios, there is often a heavy emphasis on visual communication, which means that designers will typically create sketches, wireframes, or mockups early on in the process to quickly communicate ideas to team members and clients. This may be less of a focus in the typical design thinking process.

2. Collaborative work

Design studios often involve collaboration between designers, developers, and other stakeholders. Teams will work together to brainstorm ideas, critique each other's work, and refine the design based on feedback from others. This collaborative aspect may be less emphasized in the typical design thinking process, which often prioritizes individual ideation and prototyping.

While the design thinking process can be a useful framework for approaching design challenges, design studios may adapt and customize the process to fit their specific needs and priorities.

The following process is used for the execution of this project:

1. Research and Analysis

The first step in the design process is to conduct research and analysis to understand the user's needs, goals, pain points, and behavior. This phase involves gathering user insights, analyzing the market, studying competitors, and identifying opportunities.

2. Information Architecture

The second step is to create a framework for organizing and structuring the content and information on the website or app. This phase involves creating a sitemap, defining the navigation structure, and identifying the key functionalities and features.

3. Wireframing

The third step is to create low-fidelity wireframes that define the layout and structure of the user interface. This phase involves sketching out rough ideas and concepts, defining content placement, and identifying the visual hierarchy.

4. Visual Design

The fourth step is to create high-fidelity designs that incorporate brand guidelines, visual design elements, and typography. This phase involves creating style guides, designing the interface elements, and creating mockups and prototypes.

5. User Testing

The fifth step is to test the design with users to evaluate usability, and user experience, and identify areas for improvement. This phase involves setting up usability tests, conducting user interviews, and gathering feedback to make improvements to the design.

6. Development

The final step is to develop the website or app using the finalized design and user feedback. This phase involves coding, testing, and launching the product.

Overall, the design process emphasizes user-centric design and the collaboration between designers and developers, and iteration based on user feedback.

## CHAPTER 3 ABOUT THE BOAT

### To understand Brand Positioning

1. boAt is an India-based consumer electronics brand established in 2015.
2. Products and brands: BoAt designs and markets a variety of audio-focused consumer electronics, including wireless earbuds, wired headphones, wireless speakers, home audio equipment, smart watches, and an assortment of mobile phone accessories.
3. Smartwatches: BoAt offers a line of smartwatches that offer a variety of fitness modes, health monitoring features, call text, and social media notifications.
4. Smartwatches are equipped with multiple active sports modes, like cycling, workout, running, walking, climbing, and others — making staying fit easy. Not just physical fitness, the supreme smartwatches from boAt also help you keep a check on your mental health with guided meditation.
5. Smart watches will also help you stay connected at all times with smart notifications for texts, calls, reminders, and alarms. Enjoy remote music and camera control from your fitness watch.
6. Watch Storm fitness smartwatch comes with a menstrual cycle tracking feature that allows you to stay on top of your period's cycle, and log in on your physical and emotional symptoms.

### 3.1 Top 5 Collection Of boAt Smart Watches

#### 3.1.1 Watch Xtend

Step up your fitness game in style with Watch Xtend. This fitness watch comes with a 1.69-inch HD Display which gives you a complete capacitive touch experience. Xtend is one of the first smartwatches to have in-built Alexa. This smartwatch comes with over 50 watch faces. Whether you are looking for a smartwatch for men or women, Xtend is the best out there. Equipped with automatic screen brightness, Xtend adjusts the screen according to your environment. This sleek

& premium smartwatch comes with 14 active sports modes & real-time health monitoring. Make adventures know no extent as watch Xtend is 5-ATM water-resistant.

### **3.1.2 Watch Storm**

Watch Storm is one of the boAt's finest and most trusted smartwatches. Its 33mm full-touch color display will make you experience the magic. Storm not just acts like your fitness watch but also proves to be one of the best smartwatches for women — packed with a menstrual tracking feature. Monitor your health and SpO2 levels with this premium watch. Coupled with 8 active sports modes, Watch Storm is a perfect fit for all adventure seekers out there.

### **3.1.3 Wave Pro**

Watch Wave Pro will make staying healthy fun. This fitness tracker comes with an IP67 rating, making it resistant to water & dust. One characteristic that makes it stand out from all the other watches in the market is its exclusive Live Cricket Scores feature which allows you to get real-time updates on your favorite teams. Plug your smartwatch just for 30mins & get charged up for a week. #WearYourStyle with the ultra-sleek & premium Watch Wave Pro.

### **3.1.4 Watch Iris**

Watch Iris is one of the boAt's most loved watches. Its round dial & leather finished straps add to your elegant & sophisticated persona. It has a 7-day battery backup & a 1.39-inch AMOLED Display. Iris keeps track of your heart rate, sleep cycle, daily activities & much more. With 8 active sports modes, this smartwatch is always on the lookout to track the calories you burnt or the steps taken. Stay updated with notifications & alerts buzzing right on your wrist.

### **3.1.5 Watch Blaze**

Watch Blaze is the perfect fit to match your pace of life. It is powered by Apollo 3 Blue Plus high-performance processor that makes its interface 25% faster. Its 1.75 inches HD Display, equipped with 500 Nits brightness, is the largest display by boAt. Packed with Fast Charge, Blaze gives you 24HRS of juice with just 10mins of charge. The slim metal design with a 2.5D curved display makes Watch Blaze appealing from every angle!

## CHAPTER 4 EXISTING BOAT CREST FLOWS

To understand Brand Requirements

### 1. Onboarding

1. Set up the app and sync the watch
2. Set up permissions
3. The entire onboarding flow is to be considered (goal setup, calling setup, etc.)
4. App Dashboard

### 2. Vitals

1. Set up tracking
2. Track data
3. Present data
4. All vitals tracker flows (Sleep, activity, heart rate, etc)
5. Other nested flows within each activity

### 3. Social

1. Find friends/Add friends
2. Message friends
3. Compete with friends

### 4. Gamification

1. Setup and related flows
2. Badge and rank display, present data
3. Achieve ranks
4. Win badges
5. Additional in-app functionalities that tie into gamification

### 5. Other

1. Profile
2. Settings
3. Logout
4. Tertiary functions (help, support, troubleshooting, etc.)

5. Watch connection status, Battery info-related screens

**6. Below are the existing features and related flows**

1. 700+ activities
2. Fitness plans
3. Wellness crew
4. Sports score
5. Female wellness
6. Fitness reports and report design
7. Cult videos

## CHAPTER 5 HEURISTIC EVALUATION

### 5.1 Importance of heuristic evaluation in UX Design

Heuristic evaluation is an important tool used in UX design to assess the usability and user experience of a product. The term "heuristic" refers to a rule of thumb or a guideline, and a heuristic evaluation involves assessing a product against a set of recognized usability principles or guidelines.

Here are some of the key reasons why heuristic evaluation is important in UX design:

1. Identifies usability issues  
Heuristic evaluation allows designers to identify potential usability issues in a product. By evaluating a product against established heuristics, designers can quickly identify areas of the product that may be difficult to use, confusing, or frustrating for users.
2. Provides actionable feedback  
Heuristic evaluation provides designers with actionable feedback on how to improve the product's usability. By identifying specific usability issues, designers can focus on making improvements that will have the greatest impact on the user experience.
3. Saves time and resources  
Heuristic evaluation is a cost-effective way to evaluate the usability of a product. By identifying usability issues early on in the design process, designers can avoid costly redesigns and ensure that the final product is user-friendly and meets the needs of its users.
4. Enhances user satisfaction  
Heuristic evaluation helps to ensure that the product is designed with the user in mind. By focusing on usability and user experience, designers can create products that are easy to use, efficient, and enjoyable for users.

## 5.2 Overview of boAt's heuristic evaluation

The framework of Heuristic Evaluation of the existing boAt Crest App is based on Heuristic Principles (established by Jakob Nielsen) and the Laws of UX

The objective of the evaluation is to find out the usability issues in the existing design of the website. It further helps us to identify surface-level opportunities for optimization based on the best practices. With references to the usability principles that did not adhere to the design, we provided some recommendations based on the requirements Key findings and recommendations

## 5.3 App Onboarding- New User

According to Parkinson's Law, any task will inflate until all of the available time is spent. A similar situation arises during the app onboarding process for a new user as it involves too many steps and takes longer than necessary time for users to complete it

There should be flexibility and efficiency of use throughout the system. User lacks the flexibility to skip steps that can be filled after onboarding on the app which will lead to increased drop-off rates

As soon as the user signs up, their information is auto-fetched from the selected E-mail ID. This auto-fetched information is again displayed to them on the next screen hence the repetition of it will increase the user's cognitive load and might end up frustrating them

In the gender selection screen, a 'Skip' option should've been provided to the users rather than mentioning 'Optional' along with the text. This violates Jakob's law according to which the site should work the same way as all the other sites they already know

An inclusive design describes methodologies to create products that enable people of all backgrounds and abilities which isn't the case in boAt's onboarding as only two gender selection options are provided here.

The provision of excessive information that too lacking visual hierarchy might frustrate the user and lead to an increase in drop-off rates as they perceive an aesthetic and minimal design as more usable.

According to the picture superiority effect, people tend to remember visuals more than text, hence using an icon for Bluetooth rather than mentioning it with the text would have been more intuitive for them.

Following real-world conventions, the information provided should appear in a natural and logical order hence using the header 'Select your fitness device' on the 'Pairing screen' will confuse and frustrate the user.



After finishing the onboarding process, a pop-up is shown to the users which provides them with information regarding 'Bluetooth calling'. It takes up most of the real estate while also causing an interruption in the main flow.

According to Doherty's threshold, productivity soars when a platform and its users interact at a pace that ensures that neither has to wait on the other. However, due to the inability of using the app while its data is being synced waiting time for the user increases which might frustrate them every time they open the app.

Following real-world conventions, the information provided should appear in a natural and logical order hence using the header 'Verifying your Phone number' on the 'Welcome Back' screen will confuse and frustrate the user.

Every time an existing user logs in to the app, they are asked to set up a steps goal again. This causes an interruption in the main flow and further disturbs the user journey.

On the 'Set your step goal' screen, the number of steps is mentioned however users are not intimidated about the time frame in which they have to complete it for example 8000 Steps/ Day. Hence lack of user convenience is noticed here.

### **5.3.1 Recommendations- Points to Innovate**

Ensuring a quick and seamless onboarding

1. Limiting the app introduction to a single screen.
2. Limiting user input and using auto-fetched data wherever possible.
3. Providing users an option to set up their profile while onboarding or later.
4. Providing easy-to-comprehend and directive content.
5. Maximizing the use of visual elements.
6. Keeping the design inclusive in nature.

Simplifying the watch pairing journey

1. Providing watch pairing instructions along with visual cues.
2. Along with Bluetooth pairing, users can be provided another pairing option like a 'QR Code or Unique Watch OTP' to ensure user convenience.
3. To provide all the watch-specific features only once the user is onboarded on the app.
4. Letting users use the app while its data is being synced with the device.

### **5.3.2 Homepage**

According to Hick's law, the provision of many actionable items on one screen will increase the time taken by a user to perform basic actions. Hence providing too many actionable options to the users on the home screen will overwhelm them.

Subtle hints can affect users' decisions. As users tend to make decisions unconsciously, boAt provides them gentle nudges which encourage users to make a certain decision without forcing them.

Users are not provided a brief description of 'Wellness Crew' and neither is this term intuitive or directive in nature. Lack of guidance might frustrate the user and further lead to increased drop-off rates.

boAt's collaboration section with cult present on the homepage is clickable but does not seem like one as it lacks visual and Informational hierarchy. No use of 'CTA' in this discoverability section confuses users even more.

### **5.3.3 Homepage- Activity**

Lack of visual distinction and consistency in the primary, secondary, and tertiary CTA'S is noticed throughout the app. Providing a chevron to view the active mode categories page is misleading as it does not give strong and direct instructions about what the user will be performing in the next step.

From 700 active modes, users can select their preferred activities and replace them with the ones present on their watch however there is a lack of information about this option for the users which drastically increases their cognitive load.

According to Hick's law, the provision of many items on one screen will increase the time taken by a user to perform basic actions. Hence selecting from too many active modes will overwhelm the user.

### **5.3.4 Homepage- Fitness Plans**

Carousals are used for displaying the information about 'Fitness Plans' but the information in all carousals is the same which defeats the purpose of it and increases the cognitive load for the users.

According to the Goal gradient effect, the tendency to approach a goal increases with proximity to the goal. Due to too many steps involved in the process of building a customized plan, the user might lose motivation and become frustrated.

Users often perceive an aesthetic and minimal design as more usable hence excessive information with a lack of visual hierarchy makes it difficult for users to comprehend it.

### **5.3.5 Homepage- Sports scores**

All boat heads are not necessarily sports fans hence providing the ‘Sports score’ option upfront on the homepage is a redundant action that can be nested within other modules. It increases the cognitive load for the users.

High latency is noticed in the ‘Sports score’ option which adds a layer of decreased app usability. Due to latency faced in some of the modules, users' phone battery gets drained continuously which isn't an ideal user experience.

### **5.3.6 Recommendations- Points to Innovate**

1. A consistent visual experience with well-laid-out informational and visual hierarchy will help the users to take the desired action hence striving for minimal content should be the primary focus. The information which is useful for the users should be kept discoverable and accessible on the app homepage.
2. Vitals provided to the users should depict their current progress concerning their daily goals.
3. Providing gentle nudges using reminders and notifications will encourage and keep the users motivated.
4. Enabling users to edit the health vitals which are being displayed on the app home screen.
5. Providing a descriptive microcopy along with the ‘Wellness Crew’ option will ensure user convenience.
6. Important information including users' health data, and personal and device details must be organized based on relevance and purpose to make it discoverable for the user.
7. Users should have the flexibility to close the reminders, alerts, or pop-ups which are being displayed to them.
8. To provide an actionable item along with all sections present on the homepage

9. Letting users use the app while its data is being synced with the device.
10. Watch battery percentage should be discoverable for users.
11. To reduce the number of redundant steps in the process of editing and replacing watch vitals through the application.
12. Due to the multiple steps involved in the process of building a customized plan, users might lose motivation and become frustrated hence this journey has to be reiterated.
13. To initiate research on the requirement of the 'Live match score' feature on the homepage and further suggest efficient ways of incorporating it within the app.

### **5.3.7 Recommendations- Points to Retain**

1. Subtle reminders sent in notifications can affect users' decisions. As users tend to make decisions unconsciously, bOAt provides them gentle nudges which encourage' users to make a certain decision without forcing them.
2. bOAt fosters user convenience by providing a detailed description of all complex health vitals to the users.

## **5.2 Vitals Dashboard**

'Vitals dashboard' which is the header of this screen looks similar to other vital-specific cards, resulting in a lack of visual hierarchy between the information.

There is a lack of flexibility and efficiency of use as the user is unable to change the position of vitals according to their preference which might frustrate them.

As the users are not shown their goal status data it results in a lack of the goal gradient effect which states that motivation rises as people approach their goal.

Constantly displaying disclaimers without providing the option to hide or close it might frustrate the users and add to their cognitive load

As sedentary analytics is time-based, it will be challenging for the user to understand just a number without its unit of measurement

Vitals Dashboard does provide users information specific to a particular vital however it fails to suggest preventive measures and solutions to them when statistics of any vital don't fall in the ideal range

### **5.2.1 Vital Details**

Lack of consistency and standards are noticed on the detail page of vitals as a description of vitals is shown upfront in some screens whereas within the information icon in others

While the current information on vitals is important for users they should also know the ideal range of that particular vital. Lack of this information will dismiss their curiosity gap i.e users have the desire to seek out missing information

Graphs that are being used to showcase detailed analysis of all the vital specific data are not intuitive and easy to comprehend for users. This further decreases app usability and user convenience

Statistics displayed for energy meters are determined by answering certain questions which are specific to users' last day's activities. Hence providing these questions in a carousel format will decrease the discoverability of nested questions and users might end up missing out on them

The scalability aspect is not considered while providing values for calories and KM's. We need to be considerate of the fact that this information might increase and result in overlapping

The visual layout provided for steps, calories and KM's might not be intuitive for users as they are not familiar with such layouts

The empty state for no data found leaves users hanging as it does not provide them with any next steps or a CTA for the same

Providing users with static data for vitals like SpO2 and energy meter will be difficult for them to comprehend as it does not provide data-specific insights to them

Navigation between vitals is not intuitive for users as they are unable to view all the vitals in one viewport. It further decreases the discoverability of the remaining vitals

### **5.2.2 Recommendations- Points to Innovate**

Vitals Dashboard

1. Providing an option to customize the position of their vital specific cards will increase user convenience and give them the flexibility to use this application efficiently
2. Display the information regarding daily goals which the user has to achieve for a specific vital will motivate users to complete them along with staying updated on their progress
3. Accommodating more vitals in a single viewport to give users a holistic view of health data
4. There should be the use of visual cues to call out the vital whose stats are falling out of the ideal range

#### Vital Details

1. Providing users an option to view their steps route in a map view will be intuitive for them
2. Users can be provided an option to track the route of their activities (Running, cycling, walking, etc.) so that once the activity ends, they can get a 'Map view' along with a 'Route Analysis report' for it
3. Providing preventive measures and solutions to users to mitigate any health risk
4. Detailed research to unlock easy and efficient ways of simplifying the detailed analysis of user's health data

### **5.2.3 Recommendations- Points to Retain**

#### Vitals Dashboard

By providing information about the last sync time of the watch, users can keep track of their system status

#### Vital Details

1. boAt provides a detailed description of all complex health vitals to the users which increases user convenience
2. Within the detailed analysis of a particular vital, boAt provides users some quick tips to improve the statistics of that vital. These tips are beneficial for the user's

### **5.3 Buddies - My Buddies**

Lack of efficiency of use for users as they are unable to view the goal-specific progress detail of their buddies. They can see the percentage of goals completed by their buddies which isn't insightful.

There is a lack of visibility in system status as no visual cues have been used to let the user know about the number of buddies they have and the number of messages they have received or sent.

Providing users with a predefined message is time-saving for users. Additionally, giving them the option to edit the predefined message ensures their flexibility while using the application.

#### **5.3.1 Buddies- Messages**

Users get a 'Nudge' option using which they can nudge their buddy to complete their daily goal. As this option remains active all the time, there is a possibility of sending unlimited nudges which will frustrate the fellow user.

As users perceive a minimal and aesthetic design as being more usable, hence by grouping all messages from a particular buddy in a single thread will make the screen look less cluttered and also foster user convenience.

#### **5.3.2 Buddies -Manage Buddies**

According to the picture superiority effect, people tend to remember visuals over text, hence using an icon for delete rather than providing its text would have been more intuitive for the users. These smaller changes further help in making the screen look minimal.

As users can already view their added buddies within 'My Buddies', displaying this repeated information again within 'Manage Buddies' seems redundant and violates Hicks Law.

#### **5.3.3 Buddies - Add Buddies**

While adding a new buddy, the list displayed to the user includes all of their contacts rather than showcasing just the ones who own a boAt Crest account. This further violates Hick's law according to which, the provision of many actionable items in one screen will increase the time taken by a user to perform basic actions

Lack of Visibility in system status as no visual cues have been used to inform users regarding the number of contacts that they have selected

Following real-world conventions, the information provided should appear in a natural and logical order hence using the header 'Fitness Buddies' for the screen where they are supposed to 'Add Buddies' will confuse and frustrate the user

### **5.3.4 Recommendations- Points to Innovate**

#### My Buddies

1. Providing an option to view the detailed goals of their buddy instead of just showing the percentage of the completion to give them better insights into their buddy's progress.
2. Providing 'Buddies count' or 'Message number' within the 'My Buddies' section will help users to keep track of the same thereby increasing the visibility of system status.
3. Providing users an option of competing with their buddies will increase user engagement
4. Implementing time-based 'Nudge and 'Applaud' options.
5. To provide predefined challenges for users which they can use to complete with their buddies.
6. Users should be provided an option to view all the challenges, messages, and history concerning a particular buddy in a single place.
7. Interaction and creating groups along with buddies can be enabled within the app.

#### Add Buddies and Manage Buddy

1. While adding buddies user should only view contacts who owns a bOAt Crest account.
2. Buddy invitation needs to be restructured to make it more aesthetic and minimal for the users.

### **5.3.5 Recommendations- Points to Retain**

#### My Buddies



1. Providing a ‘nudges and applaud’ feature helps enhance community engagement and performance
2. Providing users with predefined messages which they can choose to edit will foster user convenience

### Manage Buddy

1. Users can manage their buddy invitations from the app and this feature can be retained as it enables user flexibility

## 5.4 Ranks and Badges

Due to the lack of visual cues, it is difficult for the users to understand that the chart provided here is clickable. This decreases user convenience and app usability

There is a lack of visibility in system status as information about their selected location is not visible to the users and to be able to view it, they will have to select the ‘Location icon’

Users are provided their best rank but not their current and previous rank logs which might decrease user motivation. Along with it, on the landing screen, they are unable to see the total number of people they are competing with

### 5.4.1 Ranks and Badges - All Badges

On the ‘All Badges’ page, there is no visual distinction between the ‘already earned’ and ‘yet to earn’ badges which is confusing for users.

Lack of visibility of the system status as no information is provided to the user regarding the badge(s) that they are close to earning. Giving users this information will encourage them to take the required action to achieve that badge.

According to variable reward theory, users enjoy unexpected rewards hence by intermittently awarding users with small badges we can keep them motivated and engaged in the hope of receiving another reward. The current application fails on doing this which decreases user engagement.

### 5.4.2 Ranks and Badges - Rank details

Lack of error prevention as there is no option to close the ‘Confirmation pop-up’ and by selecting ‘Ok’ CTA, the user’s location will change which is not an ideal user experience.

Under filters, there are only location-specific filters which could have been shown upfront as well rather than nesting them as it increases redundant steps and further violates Hick's Law.

Rank on the leaderboard changes according to the locality, city, state, and country of the user however this selection is not intuitive and difficult to comprehend for users.

The addition of a header along with intriguing microscopy would've solved this issue.

### **5.4.3 Recommendations- Points to Innovate**

#### Badges

1. Enabling users to share their badges not just across different social media platforms but also with their bOAt buddies will increase community engagement.
2. To increase a user's morale, badges should be given to them periodically.
3. Providing daily and weekly challenges to earn badges will increase users' motivation to participate in different activities.
4. Providing gentle nudges to inform the user that they are getting close to achieving a badge will keep them updated on their progress.
5. Users should be provided an option to receive tangible rewards by redeeming certain badges.
6. The app's interface can be customized based on the badge earned by the user as it can act as an additional layer of motivation for them while fostering a sense of belonging on the platform.

#### Rank

1. Leaderboard should not only show participants based on the area but should also incorporate the rank of users' buddies in it.
2. Providing quick tips to users for improving their rank will increase user engagement.

## **5.5 More**

According to Jakob's law, users prefer the site to work the same way as all the other sites they already know work. Hence users will expect to view app settings after selecting the 'Settings icon' from the navigation bar but it opens up the 'More' modules

'XTENDPRO Features' and 'About Your Device', both options are related to users watching and even sharing the same icon yet are provided separately. Hence incorrect grouping of information within the 'More module' creates confusion and further increases the cognitive load of users

Repetition of Icons for similar information will end up confusing and frustrating the users. Icons used also have different line weights which makes them look inconsistent

Users should be able to access their profile and device details effortlessly as currently, they lack discoverability and visual hierarchy concerning other options provided within the 'More'

The 'Change Profile Photo' option looks inactive and also lacks visual cues

Every input field under 'My Profile' is accompanied by information which heavily increases the cognitive load for users and also makes the screen look cluttered. Information provided also uses repetitive content and hence won't be beneficial for users

Lack of error prevention as the 'Edit icon' is placed inside the input field and the 'Save' option upfront is always in the active state even when the user doesn't make any changes in their profile.

Icons used along with the watch features are not relatable to them and do not follow industry standards.

Updating a new watch face takes up to two minutes which might frustrate the users as according to Doherty's threshold, productivity soars when a platform and its users interact at a pace that ensures that neither has to wait for the other.

The 'View Watch Faces' option lacks discoverability thereby decreasing user convenience.

### **5.5.1 Recommendations- Points to Innovate**

#### More Module

Incorrect grouping of information within the 'More module' creates confusion and further increases the cognitive load of users hence it must be organized based on relevance and purpose to make it discoverable for the user.

The user's profile should have a separate edit icon which users can use only when have to edit a field within the same.

Users want to explore and try new watch faces hence this option has to be discoverable for them.

Customization of watch faces and recommendations for the same should also be incorporated within the app.

Consistency should be maintained in icons throughout the app as it contributes to a minimal and usable design.

## **5.6 Key Findings and Recommendations**

We identified 5 key areas for improvement that will help to improve boAt's overall user experience:

1. Performance

User experience is “clunky” when toggling in between the app and watch. A pop-up overlay will appear and block the app's interface whenever the app is syncing data with the watch. Improve data synchronization whenever syncing devices.

2. Navigation

Duplicate content, unlabeled icons, and deeply nested features make navigation confusing and unintuitive. Regroup and restructure the content using a simpler information architecture. Use easy-to-understand labels to improve navigation discovery.

3. Content

Information is unclear and difficult to digest due to the use of technical jargon and a lack of visual aids. Add description texts to aid understanding of user data/insights and avoid the use of jargon. Consider using user-friendly words and terms.

4. Visual and brand language

Inconsistent experience due to the use of different icons, graphs, visuals, and tone of voice on both the app and watch. Apply a consistent use of visuals such as icons, graphs, visual elements, and tone of voice to match the brand language.

5. Proactivity

Lacks proactive support and nudges to accomplish goals and hit milestones. Provide timely reminders, updates, and rewards to prompt the user's attention and to help users realize the device's full potential.

## CHAPTER 6 COMPETITIVE ANALYSIS

For the competitive analysis, we determined both global as well as Indian market competitors of bOAt which include Noise, Fitbit, and Amazfit. These competitors cover features and function similar to the bOAt Crest App

In this study, we analyzed the competitor apps to understand their Features & Flows, Accessibility, Personalisation, Navigation, Social Aspect, Information Hierarchy, Gamification, and Overall Experience.

A detailed study of direct, aspirational, and analogous competitors of bOAt wearables helps position the product and learn best practices and user expectations to strategize solutions to build a superior product.

### **Direct Competitors**

1. NoiseFit
2. Fitbit
3. Amazfit- Zepp App

### **Aspirational Competitors**

1. Apple
2. Fossil Smartwatches

### **Analogous Competitors**

1. Nike Run Club
2. Headspace

## **6.1 NoiseFit**

### **6.1.1 Overview**

Noise was founded with the mission to democratize a connected lifestyle for Indians. The inner noise to follow their dreams drove Amit Khatri & Gaurav Khatri to found their own company, in 2014

The NoiseFit App keeps the user motivated with its daily progress reports and achievements. The app is compatible with Noise products and users can get a complete picture of their well-being by using it

### **6.1..2 Onboarding & Watch Pairing**

App introduction is provided to the user on a single screen using an autoplay video and a microcopy along with it.

The onboarding process requires the user to create an account on the app by using their email and further adding their phone number.

Due to less number of steps involved, the onboarding process is made quick and seamless for the users.

After creating an account users can start pairing their watches.

### **6.1.3 Pairing the watch with the App**

The watch can be paired with the app using Bluetooth connectivity, however, the NoiseFit app provides an additional feature of scanning a QR code to the user for pairing their watch.

Users get the option to set up their Profile while onboarding or later which makes the onboarding process even quicker.

### **6.1.4 Guest User Access**

The app allows the guest user access to browse the app. This gives the user a glimpse of various features and their value additions which would make a user want to buy the watch.

### **6.1.5 Minimal Design and Consistency**

The app offers the user a minimal design with consistency in typography and icons throughout however the Primary CTA's used in the app are not consistent

### **6.1.6 Watch Interface.**

Icons and content which are being used on the Watch Interface are different from the ones used on the app which creates a disconnect between the two.

### **6.1.7 Positive Features**

Users can use the app while its data is syncing with the watch data.

Using the 'Edit Health Overview' CTA, users can edit the Health Vitals which are being displayed on the app home screen.

A detailed description of all the health vitals is provided to the user.

The app provides a weekly activity summary to the users on the homepage which keeps them updated about their weekly progress.

Use of a promotional banner in the first fold which keeps the user updated about recent product launches and offers.

Users can also participate in various types of challenges hosted by Noise which include tangible rewards.

Users can explore and purchase other Noise products using 'Shop'.

Logical sequencing of Information is present across the app as information is organized based on relevance and purpose to make it discoverable for the user.

Navigation between modules is very smooth and intuitive which increases the usability of the app.

Content provided throughout the app is relevant, easy to digest, and provides credibility to the users.

App loads very quickly and efficiently.

### **6.1.8 Negative Features**

The user's profile and other user-specific information can be accessed using a Hamburger menu on the Homepage which is not legible as it is placed on the top of promotional banners.

The app lacks in providing proactive help and assistance to the users.

The app lacks in providing personalized features to its users.



Users can earn badges based on steps and distances, but the prerequisites to earn badges are nested deep in a menu icon, making it challenging to discover them.

In the 'My Buddies' section, the benefits of making buddies are not provided to the user.

Watch battery and last synced detail are not provided upfront on the homepage.

### **6.1.9 Key Takeaways**

Providing App Introduction in a single screen, using both QR Code and Bluetooth connectivity as watch pairing options, and minimizing user input makes the Onboarding process quick and seamless.

Allowing Guest user access to the app lets them browse its features and value additions which would make a user want to buy the watch.

A consistent visual experience with, a well-laid-out informational hierarchy and CTA will help the users to take the desired action on both app and watch interfaces.

The user's profile should be accessible and discoverable.

Watch battery and its last synced detail should be provided upfront on the homepage to users. Users should have complete knowledge about health vitals and should be able to choose the ones they want to see on the homepage.

Graphs used for the analysis of health vitals should be easy to understand.

Providing a weekly activity summary to the user keeps them updated on their progress.

Providing challenges with tangible rewards increases user engagement.

Goal completion is very important for the users, thus they should be able to celebrate and share it.

Badges, challenges, and buddy features should be connected as they play a key role in increasing user engagement.

## **6.2 Fitbit**

### **6.2.1 Overview**

Fitbit is an American consumer electronics and fitness company. It produces wireless-enabled wearable technology, physical fitness monitors, and activity trackers such as smart watches, pedometers, and monitors for heart rate, etc. Alphabet, Inc. acquired the company in January 2021

The company was founded as Healthy Metrics Research, Inc. in San Francisco, California in March 2007 by James Park and Eric Friedman. In October 2007, it changed its name to Fitbit.

### **6.2.2 App Onboarding**

App introduction is provided to the user on a single screen by showcasing its features using an auto-animated scroll and a microcopy along with it.

The onboarding process requires the user to select the device they want to pair and further fill up the signup form.

Users have to select the watch which they want to pair which adds a redundant step during Onboarding.

Users have to input information on multiple steps during the onboarding process, which makes it excessively long and tiresome.

### **6.2.3 Onboarding & Watch Pairing**

Users require to fill in 'About you' information to complete the sign-up process. However, providing an 'Add later' option here would've increased user flexibility.

### **6.2.4 Pairing the watch with the App.**

The watch can be paired with the app using Bluetooth connectivity and by further adding a 4-Digit number which is displayed on the device.

### **6.2.5 Guest User Access**

The app does not allow the guest user access to browse the app. This prevents the user from taking a glimpse of various features and their value additions which would make them buy the watch.

### **6.2.6 App Design Language and Consistency**

The usage of multiple colors throughout the app makes its interface look inconsistent and disconnected.

Some icons used in the app are not according to industry standards and lack consistency, which decreases the usability of the app.

### **6.2.7 Watch Interface**

Icons and content which are being used on the Watch Interface are similar to the ones used on the app, but due to the provision of excessive information, the watch interface looks cluttered

### **6.2.8 Positive Features**

User Account is provided upfront on the homepage which makes it accessible for the users.

Users can add another device from the same account using the 'Set up a Device Option' within the Account.

Using the 'Edit' CTA on the homepage, users can add or remove health vitals that they want to be displayed.

The app can be used while its data is synced with the watch.

Content on the homepage has an intuitive microcopy which is personalized based on the user's goals.

Help & Support provides various options including help Articles, forums, and Customer Support. It also provides Device-specific Helping Guides to the user.

The app can be integrated with other third-party apps including My Fitness Pal, Strava, etc, for tracking user's activity.

Addition of a variety of challenges, workout videos, and guided programs that are personalized according to the user's data

Challenges are divided into further categories including day-wise and activity-based challenges

Content in challenges is kept straightforward, such as completing at least 10,000 steps in a day.

Nudge, but don't nag. Fitbit gently nudges reminds and encourages users by providing little reminders and notifications

Users are incentivized from a broad range of digital 'Badges and Trophies' on completion of a goal

Fitbit community provides users with fitness-related news and lets them participate in local events, connect with friends, and discover groups

Users can discover like-minded people by joining topic-specific groups where they can also ask questions or share inspiration and updates

Users can create a post on the community regarding the recent activity performed by them or share a badge they've earned with the community members

Users can connect with people within the Fitbit community and can further compete in challenges along with them

Using the 'Create a Group' feature, users can create a group and add their community friends to it

### **6.2.9 Negative Features**

Icons used throughout the app are not consistent and do not follow Industry Standards.

The app doesn't provide users with a description of the Zone Mins feature hence it is not intuitive.

Device Information which holds utmost relevance is nested within Account information which decreases its discoverability.

Different modules within the app use different color schemes which creates a disconnect between them.

The detailed log of a particular health vital includes excessive information which is not intuitive for the users and makes the screen look cluttered.

Watch faces are nested within the gallery of device information, which decreases its discoverability.

Graphs used for the analysis of a particular health vital are difficult to read.

Although 'Fitbit Premium provides users with personalized plans, access to guided programs, one-on-one health coach support, etc, most of the users are not aligned to pay for it as they have already paid for the device.

### **6.2.10 Key Takeaways**

Due to readily available data, providing a customized experience for users allows them to complete a goal or task in less time.

Being able to compete with each other using the extensive range of challenges within an app keeps users motivated and engaged.

The 'Badges & Trophies' system helps align users to shared goals while acting as virtual status symbols and distinguishing badge-holders from others.

Nudge, but don't nag. Fitbit gently nudges reminds and encourages users by providing little reminders and notifications.

Use of extensive reward systems to increase retention, engagement, and organic sharing amongst its users.

Providing the ability to add multiple devices from the same account to users.

For tasks where users might lack the motivation to act, game elements and gentle reminders can provide additional motivation to encourage engagement.

Provision of intriguing microcopies along with content.

Addition of articles, forums, customer support, and device-specific helping guides within 'Help & Support'.

In-app community maximizes app metrics as users are more likely to stay in-app for a sense of community and belonging.

Integration of third-party apps for tracking user activity.

Addition of features like ‘Create a post, create a group, join groups, add friends’ make the Fitbit community a virtual place to meet with the people sharing same interests.

Watch faces should be made accessible for users.

Being able to compete with each other using the extensive range of challenges within an app keeps users motivated and engaged.

Nudge, but don’t nag. Fitbit gently nudges reminds and encourages users by providing little reminders and notifications.

Use of extensive reward systems to increase retention, engagement, and organic sharing amongst its users.

For tasks where users might lack the motivation to act, game elements and gentle reminders can provide additional motivation to encourage engagement.

In-app community maximizes app metrics as users are more likely to stay in-app for a sense of community and belonging.

Addition of features like ‘Create a post, create a group, join groups, add friends’ make the Fitbit community a virtual place to meet with the people sharing same interests.

## **6.3 Amazfit- Zepp App**

### **6.3.1 Overview**

Amazfit is the world’s third-largest smartwatch maker, it was established in September 2015 and headquartered in Hefei. The brand offers wearable devices including smartwatches, fitness bands, and equipment related to health and sports. Amazfit’s mission is to create dynamic and stylish technology products that promote self-expression and positive self-image.

The Zepp App, formerly known as Amazfit, is the new official app for Zepp and Amazfit branded devices. Zepp turns users’ devices into portable health monitors through the app’s advanced data analytics and AI algorithms.

### **6.3.2 App Onboarding**

The onboarding process requires the user to create an account on the app by using their email and setting up a password.

Users have to select their country and further add Profile related information for onboarding on the app.

After providing the above-mentioned details, users can start pairing their watches.

### **6.3.3 Pairing the watch with the App**

The watch can be paired with the app manually by placing the device nearby the phone, however, the Zepp app provides an additional feature of scanning a QR code to the user for pairing their watch.

Using the 'Not Now' option, users can choose to pair their watch later which makes the onboarding process even quicker.

### **6.3.4 Guest User Access**

Zepp App allows the guest user access to browse the app. This gives the user a glimpse of various features and their value additions which would make a user want to buy the watch.

### **6.3.5 App Design Language and Consistency**

The usage of multiple colors throughout the app makes its interface looks inconsistent and disconnected.

The icons used in the app are not according to industry standards and lack consistency which decreases the usability of the app.

Lack of visual distinction and consistency in the primary, secondary, and tertiary CTA'S throughout the app.

### **6.3.6 Watch Interface**

Icons and content which are being used on the Watch Interface are different from the ones used on the app which creates a disconnect between the two.

### **6.3.7 Positive Features**

The battery percentage of the watch is shown upfront on the homepage.

Navigation throughout the app is very smooth and intuitive. The user's data as well as device-related data is nested within 'Profile' which makes it accessible to the user.

Using 'All data', user can access their entire activity data in one place.

Users get a log of their weekly workout history on the homepage which lets them track their progress.

### **6.3.8 Positive Features**

After selecting a particular health vital, the user gets a detailed analysis of it derived from the past activity log and further recommends a solution accordingly.

Activity information from accounts of other third-party apps like Strava, Adidas running, etc. can be integrated into Zepp App.

Users can provide feedback regarding problems they are facing with the app.

Users can use the app while its data is syncing with the watch data.

### **6.3.9 Negative Features**

Provision of terms that users are not familiar with on the app.

The app doesn't provide rewards to users on completion of an activity but rather increases their streak score which does not keep users motivated.

Users can edit data cards present on the homepage but the edit option does not seem clickable and the icon used with it is not intuitive.

The app provides inbuilt notifications but the icon used for it is not legible and does not follow industry standards.

The usage of icons which does not follow industry standards decreases the usability of the app.



The family and friends addition feature is provided within the health module which is not intuitive due to the illogical grouping of information.

The app lacks on community aspect rather focuses majorly on health data analysis of the user.

Users can share their streak score across Facebook and Instagram but not with their Zepp friends.

An introduction to streak score and how to increase or maintain it is not provided to users.

Watch faces are nested within 'Watch settings' which decreases its discoverability and accessibility.

### **6.3.10 Key Takeaways**

Using QR codes and manual pairing as watch pairing options makes the Onboarding process quick and seamless.

Allowing Guest user access to the app lets them browse its features and value additions which would make a user want to buy the watch.

Icons used throughout should be consistent and follow industry standards. If any new icon is introduced, it should be provided with proper labeling.

Displaying the battery percentage of the watch on the homepage.

Users' data as well as device-related data is nested within 'Profile' which makes it accessible to the user.

Providing users with a log of their weekly workout history on the homepage lets them track their progress.

Recommending guided next steps based on analysis of past activity logs proves to be beneficial for users.

Integration of third-party apps for tracking user activity.

Watch faces should be made accessible for users.

Users can use the app while its data is syncing with the watch data.

Avoid using jargon as the content should be easy to digest for users.

## **6.7 Apple**

### **6.7.1 Overview**

Apple Inc. is an American multinational technology company headquartered in Cupertino, California, United States. Apple is the largest technology company by revenue and, as of June 2022, is the world's biggest company by market capitalization. Apple was founded as Apple Computer Company on April 1, 1976, by Steve Wozniak, Steve Jobs, and Ronald Wayne.

The Apple Watch App, lets users pair and sync their Apple watch with their iPhone

### **6.7.2 Pairing watch with iPhone**

To pair a new watch, users are advised to update their iOS to the latest version and enable wifi and Bluetooth.

Pairing instructions are provided to first-time users as soon as they turn on their watch.

To start setting up their watch, users are required to scan the watch with a camera viewfinder.

The pairing process is quick and intuitive for the users, as there are limited steps involved.

After the users have paired their watch, they can either restore a backup or set it up as a new watch.

Once the users select how they want to proceed with the setup, they are required to accept the terms and conditions.

Users are then asked to set up their preferences by syncing up health data with the inbuilt activity app.

Users also have the flexibility to set up their wrist preference, digital crown preference, and text size for better accessibility.

### **6.7.3 Minimal Design and Consistency**

The app offers the user a minimal design with consistency in typography and icons.

#### **6.7.4 Watch Interface**

Consistency is maintained by the use of the same icons and content on the Watch. It creates a holistic brand experience for the users.

Users can choose from a variety of watch faces which are divided into categories. It fosters convenience and autonomy for the users.

#### **6.7.5 Positive Features**

Users can access all the watches that are paired with their phones from the homepage.

Users can use the app to customize the watch faces and choose according to their preferences.

Users can edit the arrangement of applications on their watch, at the same time they can add a new app or delete an existing app from the dock.

Through the Discover module, users can access tips to control their watch and explore additional third-party apps compatible with the watch.

Users can access the summary of their health data through the Health app, which keeps them updated with the trends and highlights.

Navigation between modules is very smooth and intuitive which increases the usability of the app.

Content provided throughout the app is legible, minimal, and relevant for the users.

Users can set up their Medical ID, where they can add their medical information and add their emergency contacts.

App loads very quickly and efficiently.

Users can track their activity through the Activity App on their phones and watch. In addition to that, the app also supports third-party app integrations to track users' health data.

Users earn badges whenever they achieve a goal in the activity app. User engagement is fostered through well-executed gamification in terms of challenges, badges, and sharing.

Users can also share their workout summary with their contacts, and also challenge them.

Activity rings track the daily activity of the users. It motivates the user to achieve their goal and enhances usability.

Users can choose from a variety of workouts, and track the workout metrics for the same.

Users are notified if there are any irregularities with their heart rate, so they can seek medical assistance when required, thus enabling user convenience.

The watch can also detect if the users are in a car crash, and contact emergency services by sharing users' location. Users' emergency contacts are also notified.

Users can set up their bedtime routines with the sleep app which syncs data from users' phones and tracks their sleep cycle.

#### **6.7.6 Negative Features**

Nesting of features hampers discoverability and limits user access to important information.

The app lacks a customized dashboard that can guide users with their health vitals.

Some watchOS features are only available in specific regions, it increases friction and drop-off rates.

#### **6.7.7 Key Takeaways**

The provision of pairing multiple watches and restoring a backup enables efficiency and convenience for users.

Notifying the users in case of irregularities based on their activities and trend is a determinant in avoiding any medical emergency.

To access holistic health summaries users have to switch among different applications, which is confusing for the users.

Inclusion of 'Badges' and shared health data, motivates the users to stay on top of their goals and increases engagement.

## **6.8 Fossil Smartwatches**

### **6.8.1 Overview**

Fossil Group, Inc. is an American fashion designer and manufacturer founded in 1984 by Tom Kartsotis and based in Richardson, Texas. Their brands include Fossil, Relic, Michele Watch, Skagen Denmark, Misfit, WSI, and Zodiac Watches. Fossil is an independent watch company that produces and sells watches through various retailers worldwide.

The Fossil Smartwatches App is the companion app for Fossil's line of smartwatches. The app lets users track everything from steps to sleep, receive alerts from their contacts and apps like Amazon Alexa, and compare multiple time zones. Fossil is a luxury watch that will last longer and keep its value over time. Users can rely on the precision and accuracy of Fossil Watches.

### **6.8.2 App Onboarding**

The onboarding process requires the user to create an account on the app by using their email and setting up a password.

Users have to select their smartwatch type and further fill in 'Tell us About Yourself' which finishes the account creation process.

Users get the option to set up their Profile while onboarding or later which makes the onboarding process quicker.

After providing the above-mentioned details, users can start pairing their watches.

### **6.8.3 Pairing Watch with the App**

The watch can be paired with the app using Bluetooth connectivity.

Using the 'Skip for Now' option, users can choose to pair their watch later which makes the onboarding process even quicker.

### **6.8.4 Guest User Access**

Fossil App allows the guest user access to browse the app. This gives the user a glimpse of various features and their value additions which would make a user want to buy the watch.

### **6.8.5 Minimal Design and Consistency**

The app offers the user a minimal design with consistency in typography and icons throughout.

The usage of different colors in health vitals brings them within the focus of users. Expect this, throughout the app brand's primary color, has been used.

### **6.8.6 Watch Interface**

Icons and content which are being used on the Watch Interface are similar to the ones used on the app which connects the two.

Watch faces provided on the app are designed using the brand's primary color.

Most smartwatches in the market are geared towards active moments like workouts, gym time, etc however smartwatches are ready for active moments as well as relaxed ones.

### **6.8.7 Positive Features**

Providing equal importance to the connected device as well as the user's health data. Both are made equally accessible to users.

Catering to the needs of not just existing owners but potential owners by providing them content that would make them buy a watch.

As soon as the user taps on the 'Watch icon' on the homepage, they can view their device details.

The app homepage acts as an entry point to various functions which can be performed using it.

Fossil's touchscreen smartwatches feature Google Assistant, Google Pay™, and GPS functionality hence these can also be linked with the app.

### **6.8.8 Positive Features**

User can access their profile using the hamburger menu on the homepage.

The wellness screen includes all the health data of users and the detailed analysis provided for a particular health vital is easy to understand.

The app supports third-party app integrations to track users' health data.

Provision of intriguing microcopies along with content that motivates the user to achieve their desired goal.

Logical sequencing of Information is present across the app as information is organized based on relevance and purpose to make it discoverable for the user.

Using a ruler to let users select their height and weight increases user convenience.

Navigation between modules is very smooth and intuitive which increases the usability of the app.

Information provided on all the screens is easy to understand which increases the usability of the app.

Content provided throughout the app is relevant, easy to digest, and minimal.

Both Apps as well as the watch function quickly and efficiently and is compatible with Android and iOS smartphones.

Provision of advanced features like 'Auto workout detection' to users.

Users can access 'Help' from the hamburger menu present on the homepage.

Provision of FAQs, repair center, customer support, and live chat option within 'Help'.

Using the 'Quick response' feature, users can directly respond to their incoming calls with a response.

As soon as the user taps on the watch present on the homepage, they can see the current watch face and further choose to edit or customize it.

Users can choose to upload an image from their gallery and will receive watch face suggestions based on their selected image.

Users can personalize their dial by selecting pre-loaded options or even selecting their favorite picture from social media.

According to their preferences, users can customize a watch face.

### **6.8.9 Negative Features**

Providing too many options on the 'Log-in' screen will confuse the users.

Any term that the user is not familiar with lacks a microcopy.

The app lacks on community aspect rather focuses majorly on health data analysis of the user.

### **6.8.10 Key Takeaways**

Device details, watch faces and user profiles should be made accessible and discoverable.

Catering to the needs of not just existing owners but potential owners by providing them content that would make them buy a watch.

Logical sequencing of Information is present across the app as information is organized based on relevance and purpose to make it discoverable for the user.

Navigation between modules is very smooth and intuitive which increases the usability of the app.

Providing minimal and easy-to-digest content to users helps them take necessary actions efficiently and without delay.

Provision of intriguing microcopies along with content that motivates the user to achieve their desired goal.

Providing advanced features like auto workout detection and quick response setup increases app usability.

Logical sequencing of Information is present across the app as information is organized based on relevance and purpose to make it discoverable for the user.

According to their preferences, users should be able to customize the watch's face.

The onboarding screen should directly be linked with third-party Email accounts rather than letting users add the information manually.



## **6.9 Nike Run Club**

### **6.9.1 Overview**

The Nike Run Club app is “your guide to a better run.” The app incentivizes three actions to help users to start running- 1. Competing with self, 2. Competing with others, 3. Achieving a fixed personal goal.

The app deploys 4 main product features that reinforce these actions- 1. Quickstart, 2. Guided Runs, 3. Training Plans, 4. Challenges. Following is an analysis of all the features this app has to offer.

### **6.9.2 “Quickstart” & “Guided Runs”**

The moment a user logs in, starting a run is the very first choice that the app provides to them. The “Quickstart” feature is very much the homepage of the app, ensuring high usage of the feature.

Users can change run settings like tracking, audio, connected devices, and music both before, and during their run.

“Guided Runs” is a feature that adds spoken instructions to the user’s running experience, and these instructions can be selected based on the user’s mood, running goal, duration, distance, intervals, etc

The “Guided Runs” page contains a huge library of running instructions categorized into collections. Once it begins, a guided run can be followed the same as a quick start run, but with the bonus of running instructions.

Once a quick start run or guided run ends, the user receives a running report, and the report is logged into their activity. The “activity” page then incentivizes further running by the use of achievement badges and a “run level” that shows where the user stands compared to running benchmarks.

The journey from starting a run, to ending a run and receiving a running report, to comparing their activity against achievements and benchmarks creates a loop where-in the users compete with themselves. This journey is a win-win for both users and businesses.

### **6.9.3 Training Plans**

Training Plans are guided runs but with a long-term plan and goal. The instructors of these plans are certified coaches, and users can view the entire weekly plan, duration, eligibility, and end goal before beginning a training plan.

Training plans range from marathon preparation to race preparation, to beginner training. Once initiated, the feature starts with video instructions by the coach, and an upcoming set of guided runs is laid out for the user to complete and continue to the next week. The main “Training Plan” page also changes from a “browse a training plan” page to the training plan page of the selected plan only.

Unlike “quick start” and “guided runs,” training plans incentivize running by taking a “progress bar” approach as the user gets closer and closer to their end goal of being prepared for a marathon, race, or just kick-starting their habit of running.

### **6.9.4 Challenges**

The Challenges page contains several challenges at different levels for users to participate in, and compete with other runners. Completing the challenge unlocks a weekly challenge badge.

The challenge page also shows the leaderboard for that particular challenge, and a progress bar shows the amount of km covered and the remaining time for the user.

The challenge automatically collects data from users’ quick start runs, guided runs, and training runs to add to their challenge tally.

### **6.9.5 Navigation**

The 3 main features of the app, namely “Quickstart,” “Guided Runs” and “Training Plans” can be accessed through tabs as soon as the app is launched. The remaining features can be accessed through a hamburger menu at the top left of the screen. This is where important features like “Activity” and “Challenges” are housed.

### **6.9.6 Community Engagement**

The app enables community engagement through its “Club” feature where users can invite friends and others for running. Guided runs and training plans can also be attended by multiple users at once

### **6.9.7 Gamification**

The app incentivizes three actions to help users start running- 1. Competing with self, 2. Competing with others, 3. Achieving a fixed personal goal – and the app uses gamification for all of them

Quick Start, guided runs, training plans, and challenges, all features include benchmarks, progress bars, rewards, and leaderboards, as discussed previously.

## **6.10 Headspace**

### **6.10.1 Overview**

Headspace is a meditation and wellness company that was founded in May 2010 in London, England, by Andy Puddicombe and Richard Pierson.

Headspace has one mission: to improve the health and happiness of the world by offering guided meditations, animations, articles, and videos to millions of users in more than 190 countries.

### **6.10.2 App Onboarding & Homepage**

The onboarding process requires the user to personalize their app experience by selecting their goal which they can always change later in the app.

Users get the option to set their intention, which will motivate them to achieve their goals.

The app homepage guides the users to undertake bite-sized suggested meditations throughout the day.

Users can access all the modules seamlessly, provision of quick action tabs is intuitive and increases user convenience.

### **6.10.3 App Onboarding & Homepage**

Mindful moments are notifications that give users a nudge to return to the app, by leveraging positive reinforcement and increasing engagement.

The provision of a curated collection of guided meditation lessons for kids enhances inclusivity since the app caters to a variety of users.

Assistance is provided to the first-time user in the form of video tutorials, hence increasing efficiency.

Users can effectively track their progress through their profiles. Graphical representation of data increases user convenience.

Users can share their unique link with other people and invite them to join the platform thus instilling a sense of social sharing.

The goal streak rewards the users after they have achieved certain milestones, thus increasing user engagement.

The use of a breath-work exercise, instead of a traditional loader to acclimatize users with the core exercise of the app builds legibility and increases user engagement.

## **6.11 Opportunities to Innovate**

Features and functions that are being deployed by competitors in the same or similar manner present an opportunity to stand out. With further research in these areas, a superior feature/function compared to industry standards will net bOAt Crest App a competitive advantage.

### **6.11.1 App Accessibility**

By prioritizing accessibility, you can ensure that your app reaches the widest possible audience and limit your chances of accessibility-related litigation. While most of the competitors failed on including it, Apple provides users the flexibility to set up text size for both the watch and app for better accessibility.

### **6.11.2 Mindfulness along with Wellness**

Along with including active health vitals of steps, calories, etc, the addition of stress and anxiety indicators will not just take care of the user's physical health but mental health as well.

Most of the competitors failed to consider user's mental health however Apple, Fitbit, and Headspace are continuously making progress in tracking stress levels with stress scores, guided breathing, and mindfulness; and not just stress on the body but also user's mind. Their wearables measure the body's response to stress with an innovative multi-path sensor.

Further research can unlock new possibilities within this area.

### **6.11.3 Designing for Potential, new, and existing customers**

All the use cases including potential, new and existing customers have to be considered while designing the app. Shopping guides and recommendations can be provided to the users whereas features like 'See what's new' and 'Help tips' can help in efficiently onboarding the new users.

### **6.11.4 Guided Interface**

Most of the competitors have included health vitals like HRV, POI, etc which users are not familiar with. Providing a brief introduction to every new term and health vital will foster user convenience and app usability.

We should aim at keeping the content elaborate and easy to digest for users.

### **6.11.5 Proactive help and assistance**

The 'Help and assistance' feature should be made accessible and discoverable for the users. As soon as users onboard on the Apple Watch app, it provides them with the 'Help' and 'User Guides' option.

Fitbit has done an Addition of articles, forums, customer support, and device-specific helping guides within 'Help & Support' but the discoverability of this option is less.

### **6.11.6 Analysis of User's Health Data.**

Detailed research will unlock easy and efficient ways of simplifying the detailed analysis of users' health data.

Providing detailed and complex graphs like most of the competitors have used will not be convenient for users and further decrease app usability.

Fossil, Zepp, and Apple have simplified this issue to an extent however the analysis reports can be simplified further.

### **6.11.7 Including User Feedback**

An unhappy customer will eventually find a better alternative to the business and leave. Hence letting the users provide detailed feedback on the app is necessary. It will help in determining the areas of improvement.

Zepp App is the only competitor which provides a detailed ‘User Feedback option.’

#### **6.11.8 Track route feature**

No direct and aspirational competitors are letting the users track the route of activities like running, cycling, walking, etc. Users can get a detailed route analysis report as well after the tracking ends.

Integration of google maps or other substitute third-party apps can be done to track the route and navigate on the same as well however further research can unlock new possibilities within this area.

#### **6.11.9 Activity-specific guided lessons**

Guided activity-specific lessons by certified trainers can be recommended to the users. These recommendations should be personalized based on user's activity data log  
Reference can be from Headspace which provides ‘Guided meditation lessons’ to users.

#### **6.11.10 Watch specifications and its real-time storage insights**

The addition of watch specifications will provide detailed information about the watch and it's built for the users.

Users should be able to stay updated on the real-time storage insights of their devices.

#### **6.11.11 AR Watch Configurator**

Competitors like Fossil do provide a proper canvas for watch customization for the users however letting them view their customized watch in AR can be a good addition to it. This feature can be further explored to unlock new possibilities.

#### **6.11.12 Menstrual Health Tracker**

Most of the competitors except Zepp and Noise are nesting the menstrual tracker within reminders however it should be treated as a separate option along with a designated calendar.

## **6.12 Opportunities to Replicate**

When certain features and functions are being deployed by competitors that are successfully solving the same problems that bOAt Crest App also wants to solve, it presents an opportunity to learn and study the competitors to replicate a feature/function which levels the playing field or solves the problem better than competitors currently are.

### **6.12.1 App Onboarding**

Onboarding users with a brief overview of the application's features and functionality helps them become familiar with it quickly and gives them a sense of clarity. Noise caters to this requirement by providing a brief introduction along with an autoplay video for the application before sending the user to the login page.

Giving users guest access to the application creates the endowment effect, meaning users value something more if they feel they have it. For instance, Fossil not only offers guest access by allowing them to pair their watches later but also creates a marketplace where they can outline the benefits of owning a watch, urging the user to buy it.

The option to connect the watch through Bluetooth connectivity is provided by almost all competitors, however, the NoiseFit app provides an additional feature of scanning a QR code to the user for pairing their watch.

### **6.12.2 Brand and Design Language**

Apple, Fossil, and Noise know the importance of consistency between the application and the watch. As the two will be linked, we need to be cohesive in the way that the application and watch follow the same design language concerning the icons, colors, and nomenclatures.

### **6.12.3 Fostering Community Engagement**

Providing the option for users to connect with people and discover groups where they compete in challenges helps to create a sense of belonging for the users along with motivating the user to participate in different events.

Giving users the ability to "Create a group" with like-minded individuals and assisting them in finding subject-specific groups where they can also ask questions or share inspiration and updates Fitbit engages by enabling the community aspect

Sharing accomplishments and rewards with others inspires the user to work harder and achieve even better growth. Applications like Fitbit and NRC provide a stage where user can share their accomplishments.

The ability to compete with friends and relatives inside the community, similar to Apple, gives users a motivation to engage with the service even more.

#### **6.12.4 Incentivising the Users**

Providing users with badges whenever they achieve a goal creates a sense of achievement. Applications like Apple, Fitbit, and Noise fostered user engagement through well-executed gamification in terms of challenges, badges, and sharing.

Like Noise users can also participate in various types of challenges hosted by Noise which include tangible rewards.

#### **6.12.5 Personalisation**

As most of the applications is giving the option to customize the watch faces from the predefined faces. Fossil provides a canvas feature where users can create a new style from scratch. Additionally, Fossil also helps users by giving suggestions while they are creating the watch face style.

The Noise, Fossil, and Apple apps satisfy the user's desire for flexibility by enabling them to customize the home page vitals that they want to view the insights.

Providing recommendations and suggestions based on the activities history and vitals data provides personalized ways to improve the well-being of the user. Referring to Headspace and Fitbit we can employ this feature in our application.

#### **6.12.6 Reminders**

Nudge, but don't nag. Fitbit gently nudges reminds and encourages users by providing little reminders and notifications.

Mindful moments are notifications that are provided by the Headspace application that gives users a nudge to return to the app, by leveraging positive reinforcement and increasing engagement.

Fossil provides the feature of Dynamic Goal which is a personalized step goal that encourages you to aim higher. Based on your fitness data history of at least 7 days, the app analyses and recommends a goal that will motivate you and/or take you closer to achieving your daily goals.



### **6.12.7 App Navigation and Usability**

The apps for Noise, Apple, and Fossil keep the user engaged in the application and do not block the user to explore its features while the data is being synced from the watch.

Noise and Fossil provide logical sequencing of Information which helps the user to navigate through the application easily and take the desired action on the application.

### **6.12.8 Setting up multiple devices**

‘Set up a Device Option’ should be provided to the users so that they can add another device from the same account.

### **6.12.9 Advance features Integration**

Auto workout detection, emergency contact addition, and quick response setup are some of the advanced features which can be replicated by Fossil and Apple.

## CHAPTER 7 USER PERSONAS

### 7.1 Overview

Personas help explore different user types by creating reliable and realistic representations of key users

The following personas are based on the insights gathered from the user interviews conducted for boAt watch users

Users have been categorized based on their type of usage of the boAt watch. We have also considered the goals, frustrations, and behavior traits of each of these users to derive the detailed persona

### 7.2 Dhruv Gupta

Fitness Enthusiast

Age- 26

Location- Rajasthan

Occupation- Marketing Specialist

#### About

Health and fitness are huge aspects of Dhruv's daily routine. Even after having a hectic job schedule, he makes sure that he doesn't skip going to the gym. He also purchased a smartwatch to keep a check on his health progress.

#### Goals

To maintain a healthy and balanced lifestyle

To track his preferred vitals and activities effortlessly

To receive regular insights and suggestions based on his daily activities

#### Behavior Traits

Stays updated on ongoing and upcoming fitness trends  
Seeks suggestions from experienced fitness enthusiasts  
Likes sharing his fitness progress with his friends  
Appreciates the personalized feature of fitness products

### **Frustrations**

Loss of health data if the watch gets updated or disconnected  
Lack of insights regarding his fitness journey progress  
Lack of personalized suggestions and recommendations to help him improve his vital stats  
Faces difficulty in adding preferred activities on the watch  
Huge difference in health data provided by gym machines and the app  
Badges provided on the app lacks tangible benefits thereby reducing motivation

## **7.3 Shashank Venkat**

Technophile

Age- 32

Location- Bangalore

Occupation- Software Engineer

### **About**

Being a tech enthusiast, Shashank enjoys keeping up with new and upcoming technologies. He has used a variety of smartwatches in the past two years to use advanced features provided by them. His friends and family members prefer seeking his advice before purchasing any smart devices.

### **Goals**

To make use of smartwatch technology to its full extent  
To customize the watch faces according to his preference

### **Behavior Traits**

Makes decisions depending on the technical aspect of the product  
Actively searches for updated devices  
Reads a lot about the new and upcoming technology  
Explores new features on different apps provided

## **Frustrations**

Unable to use the calling feature efficiently due to Bluetooth connectivity issues  
 'Data syncing' and 'Updating the watch face' consumes excessive time  
 Lack of emergency features added to the app  
 lacks the discoverability of watch-related features  
 Unable to change the watch face according to his preference

## **7.4 Abhay Sharma**

Fashion Fanatic  
 Age- 21  
 Location- New Delhi  
 Occupation- Student

### **About**

Abhay is a curious person who loves to go out with friends. He tries his best to keep up with modern trends. As most of his friends are using a smartwatch, he recently purchased one as well. Along with using his smartwatch as a fashion asset, he is also trying the features provided within it.

### **Goals**

To know more about health and fitness and efficiently use his smartwatch for the same  
 Wants to update his watch face regularly

### **Behavior Traits**

Uses social media platforms regularly to showcase his lifestyle  
 Changes his decisions based on the societal trends that he observes  
 Always keen and motivated to learn and try new things

### **Frustrations**

Unable to customize the watch face according to his preference  
 Watch faces provided on the app are not being updated regularly  
 Unable to interact and share achievements with the in-app buddies

## CHAPTER 8 INFORMATION ARCHITECTURE

### 8.1 New User

#### 1. Vitals (Default)

- Edit Vital Preference

#### 2. Watch Status

- Battery Status
- Connection Status
- Last Synced Time

#### 3. Setup Watch

- Watch Face
- Watch Activities
- Watch Settings
- Enable Bluetooth Calling

#### 4. Setup your Goals

#### 5. Build a Fitness Plan

#### 6. Explore

- bOAT x Cult Collaboration
- Tap and Pay
- Wellness Crew

### 8.2 Returning User

#### 1. Vitals

#### 2. Watch Status

- Battery Status

- Connection Status

- Last Synced Time

#### 3. Weekly Activity Log

#### 4. Ongoing Challenge Progress

#### 5. Build a Fitness Plan

#### 6. Marketing Collaterals

#### 7. Explore

- Recommendations

- bOAT x Cult Collaboration

- Tap and Pay

- Wellness Crew

### 8.3 Vitals

#### 1. All Vitals

- Set Vital Preference

#### 2. Vital Detail

- Vital Description

- Daily Log

- Quick Tips

- Share

## 8.4 My Watch

### 1. Watch Status

- Battery Status
- Connection Status
- Last Synced Time
- Current Watch Face
- Edit Watch Face
- View Watch in AR
- Find My Watch

### 2. Watch Specifications

### 3. Explore my Watch

- Sedentary Reminder
- Alarms
- Female Wellness Tracker
- Bluetooth Calling
- AR Watch Configurator
- Auto Monitoring Heart Rate
- Auto Stress and HRV Monitoring
- Auto Activity Detection
- Track Route Feature
- Custom Reminder
- Emergency Contact Setup
- Tap and Pay
- Live Match Score

### 4. Watch Settings

- Wake Gesture
- Measure Unit
- DND Settings
- Bluetooth Preference
- Accessibility Settings
- Watch Notification Settings

- Quick Call Responses
- Auto Activity Detection
- Watch Faces
- Watch Activities
- Third-Party App Integration
- Weather
- Reset and Disconnect Watch

## 8.5 Community/bOAheads

### 1. Discover Challenges

- Challenge Detail
- Join Challenge
- Invite Buddy
- Leaderboard

### 2. My Challenges

- Ongoing Challenges
- Completed Challenges

### 3. Buddies

- Add Buddies
- My Buddies
- Challenge Buddies

### 4. Groups

- Join Groups- Online, Location Based
- Create a Group
- Group Detail
- Group Feed

## 8.6 Explore

1. **boAt Shop**
2. **bOAT x Cult Collaboration**
3. **Blogs**
4. **Watch Features**
11. **Help and support**
12. **Log-out**

## **8.7 Profile**

1. **User details**
  - Personal details
  - Edit Profile
  - Create Avatar
  - Create Username
2. **Goals**
3. **Buddies**
4. **Groups**
5. **My Achievements**
  - Badges
  - bOAt Coins
6. **Fitness Reports**
7. **Custom Fitness Plan**
8. **Activities History**
9. **Payments**
10. **App Settings**

## CHAPTER 9 WIREFRAMING

### 9.1 Onboarding

In this section, we will focus on the App Onboarding wireframes for both new and existing users. The purpose of the onboarding process is to quickly familiarize users with the application and its unique selling points (USPs) through multiple touch points. There are several different scenarios that we need to address:

1. **New User Account Creation using Gmail:** When a new user decides to create an account using their Gmail credentials, we will design a flow that guides them through the necessary steps. This may involve requesting permission to access their Gmail account, retrieving relevant information such as their name and profile picture, and completing any additional profile setup steps.
2. **New User Account Creation using Email:** For users who choose to create an account using their email address, we will provide a streamlined process that prompts them to enter their email, choose a secure password, and potentially verify their email through a confirmation link or code.
3. **Existing User Login:** This flow is designed for users who already have an account and want to log in to the application. We will provide a clear and straightforward login screen where they can enter their credentials, such as their email or username and password combination.
4. **Error State Handling:** In cases where users encounter errors during the onboarding process, such as incorrect login credentials or connectivity issues, we will incorporate error state handling. This includes informative error messages that help users understand the issue and suggest potential solutions, such as resetting their password or checking their internet connection.

Throughout the onboarding process, our main objective is to efficiently introduce users to the application's USPs. This involves strategically placing touchpoints, such as informative tooltips, feature highlights, or interactive tutorials, to educate users about the key features and benefits of the product.



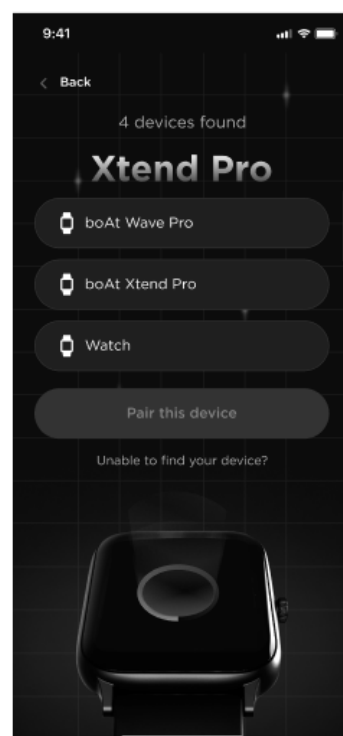
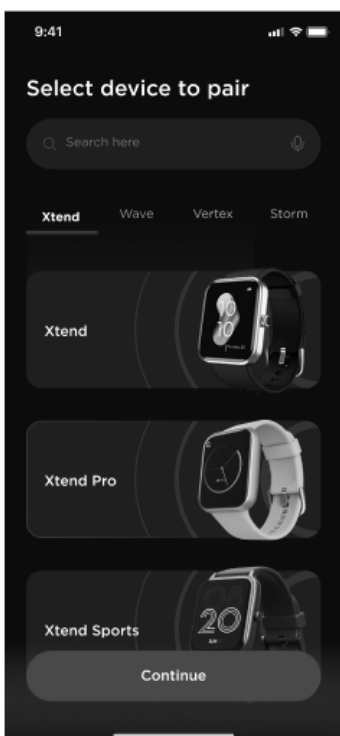
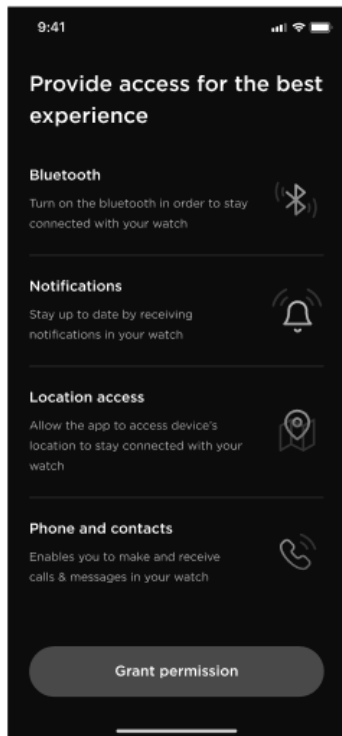
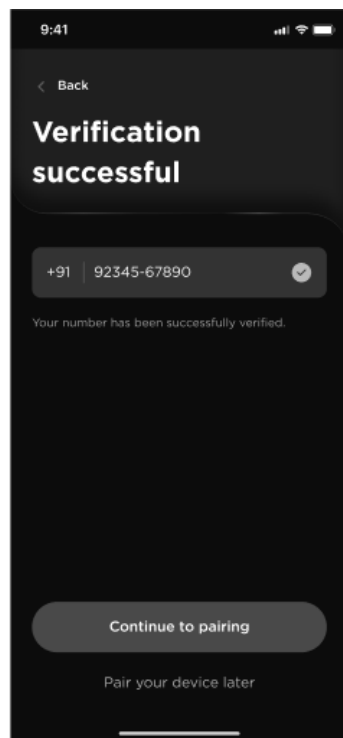
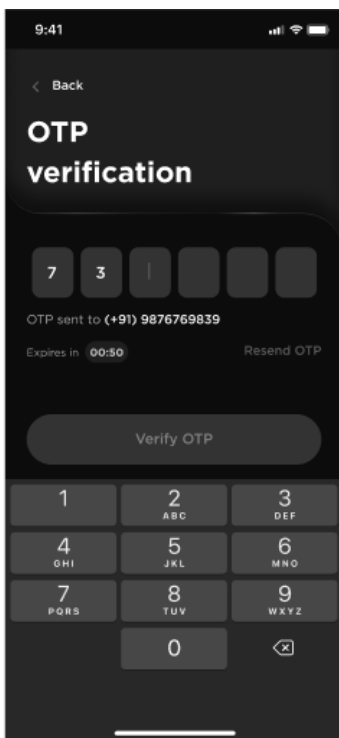
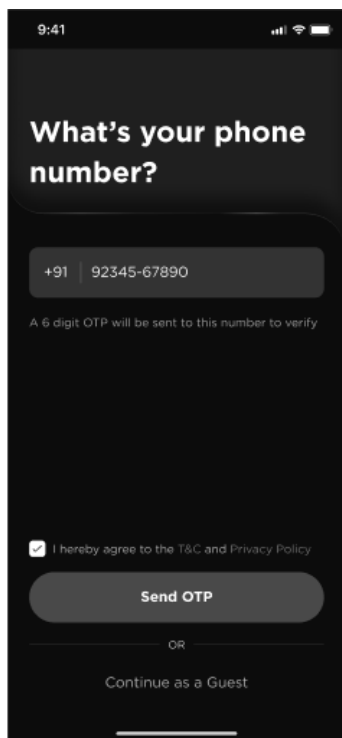


Fig.1 Onboarding Screens

## 9.2 Dashboard

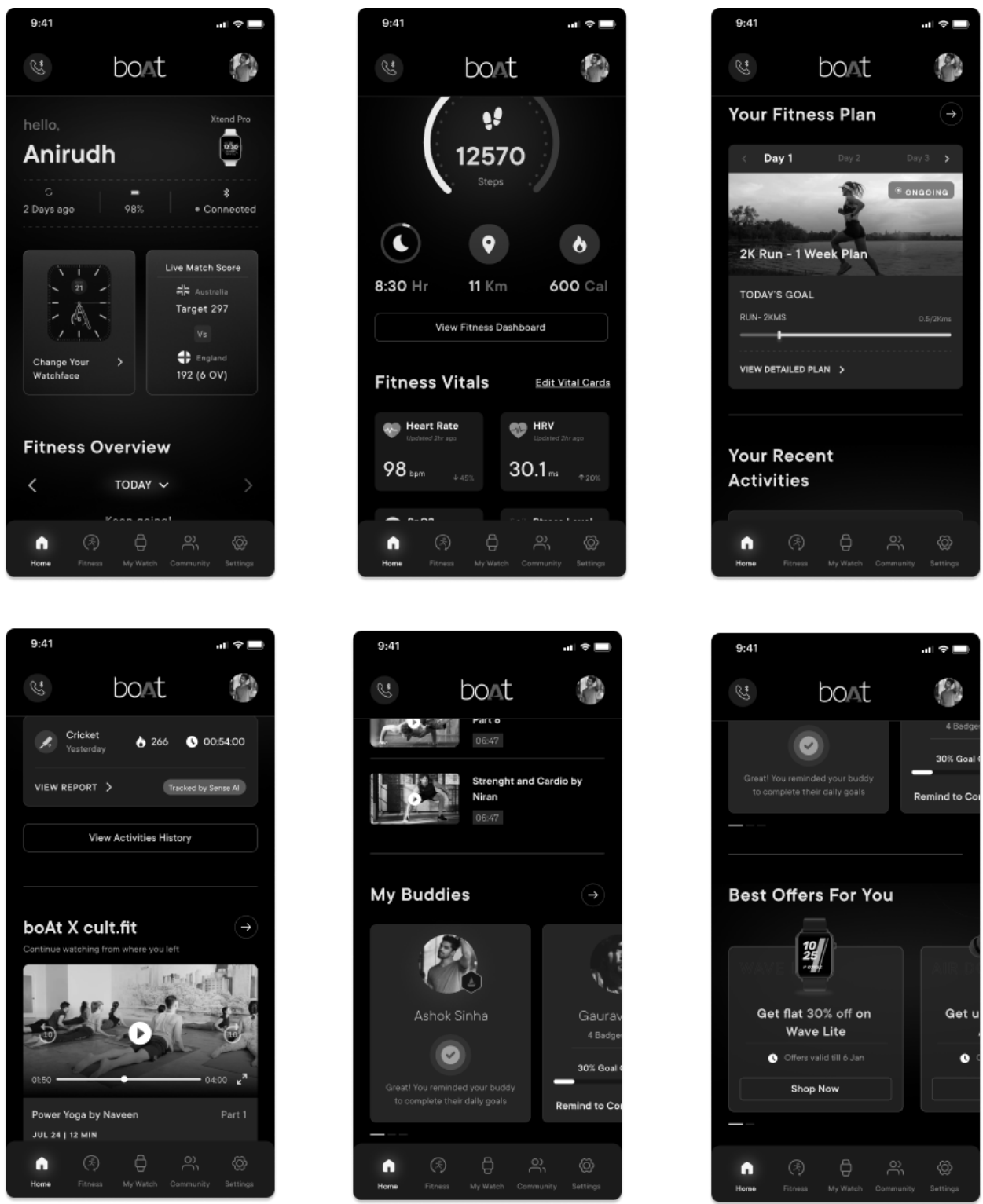


Fig.2 Dashboard Screens

### 9.3 Community

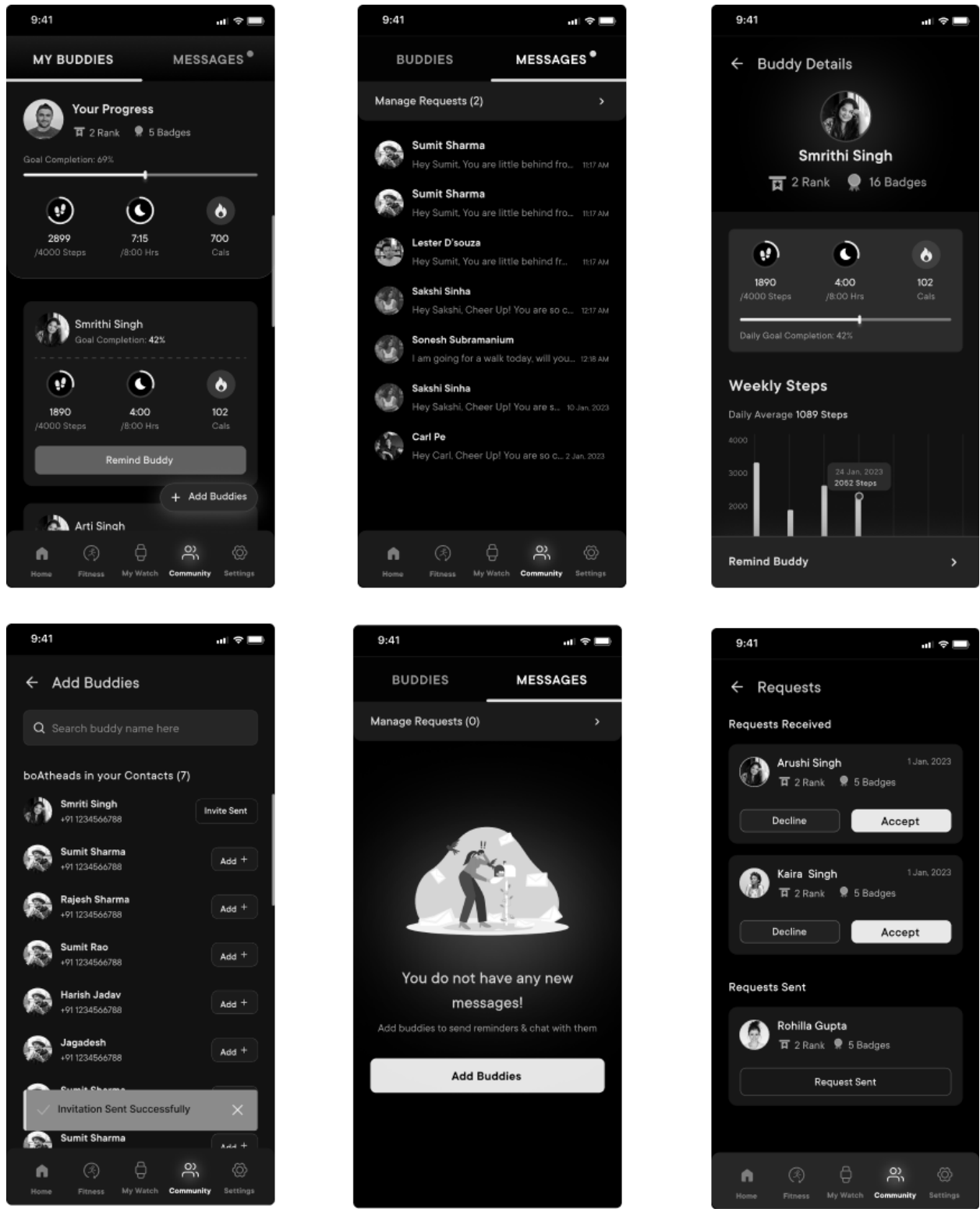


Fig.3 Community Screens

## 9.4 My Watch

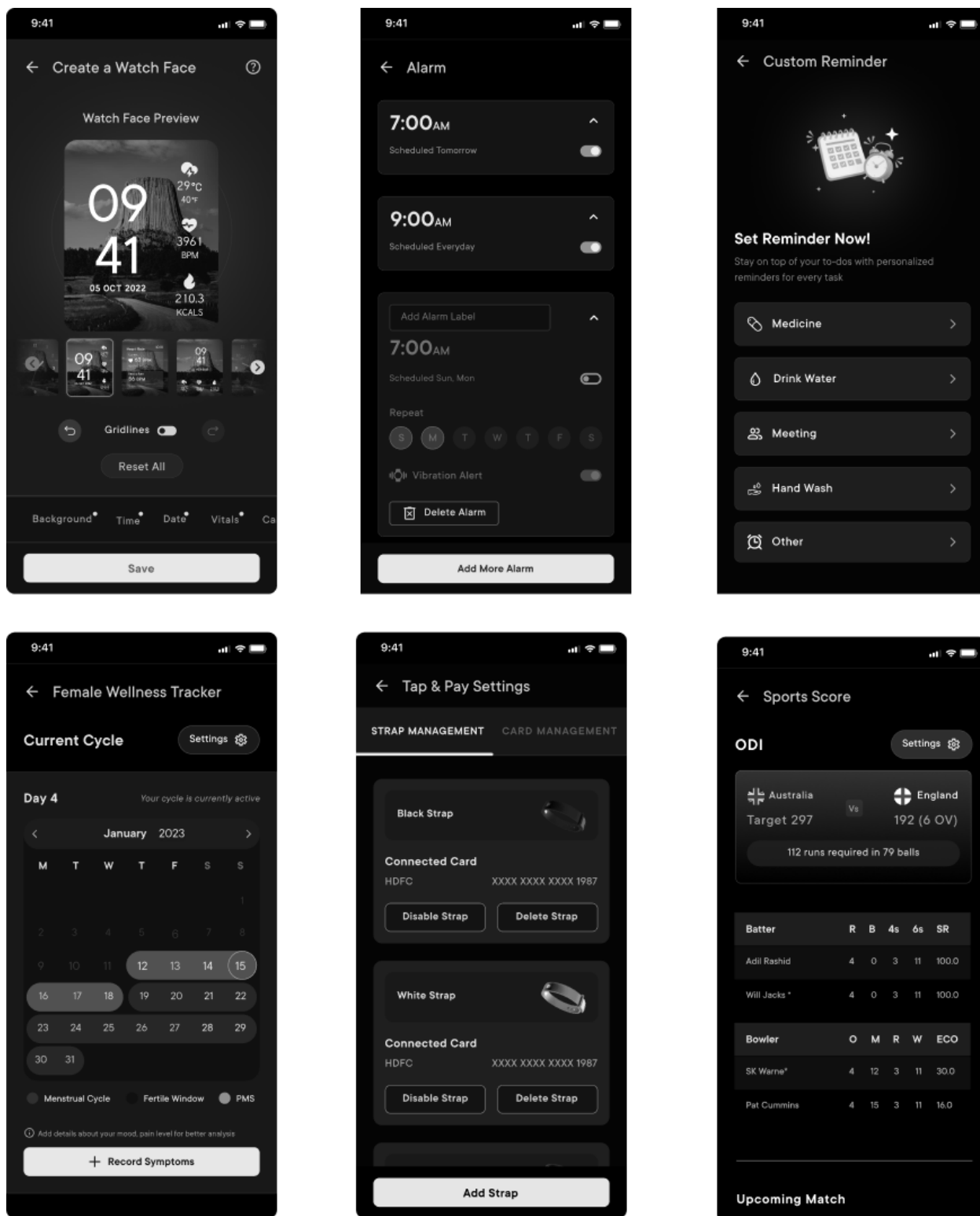


Fig.4 My Watch Screens

### 9.5 Fitness

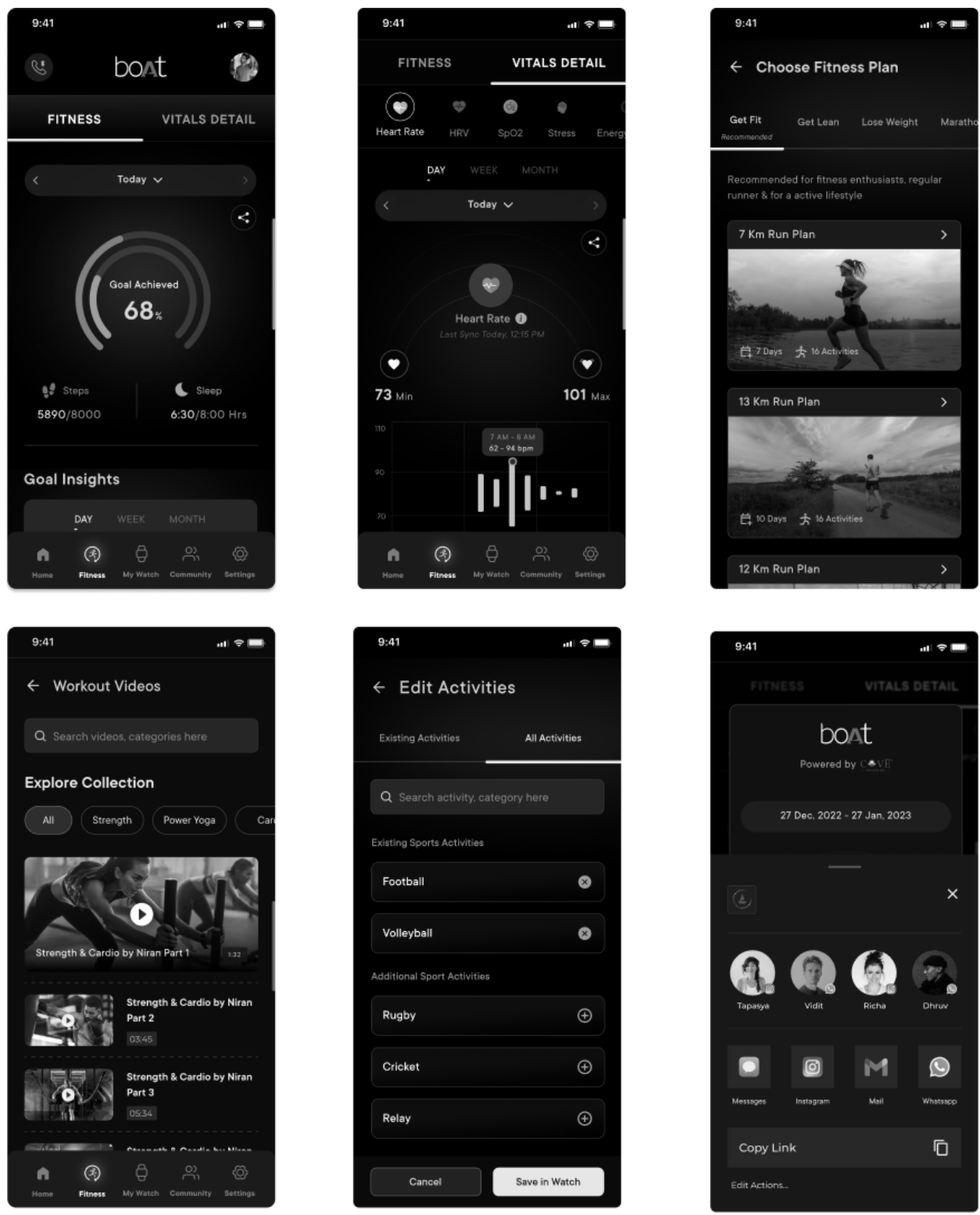


Fig.5 Fitness Screens