

# MoveIt

## Smartwatch & Mobile App

Fitness Workouts · Heart-Rate Insights  
Seamless Device Interaction

*UX Case Study · Noroff UX Design*

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# Introduction

Smartwatches have become a daily companion for millions of users who want quick, reliable insight into their health and fitness. With the growing popularity of at-home workouts, heart-rate tracking, and habit-building reminders, the Apple Watch plays a central role in helping people stay active.

The goal of this project is to design a seamless fitness experience that works effortlessly across both iPhone and Apple Watch. The app should support users in finding workouts, following instructions, and understanding their heart-health data over time.

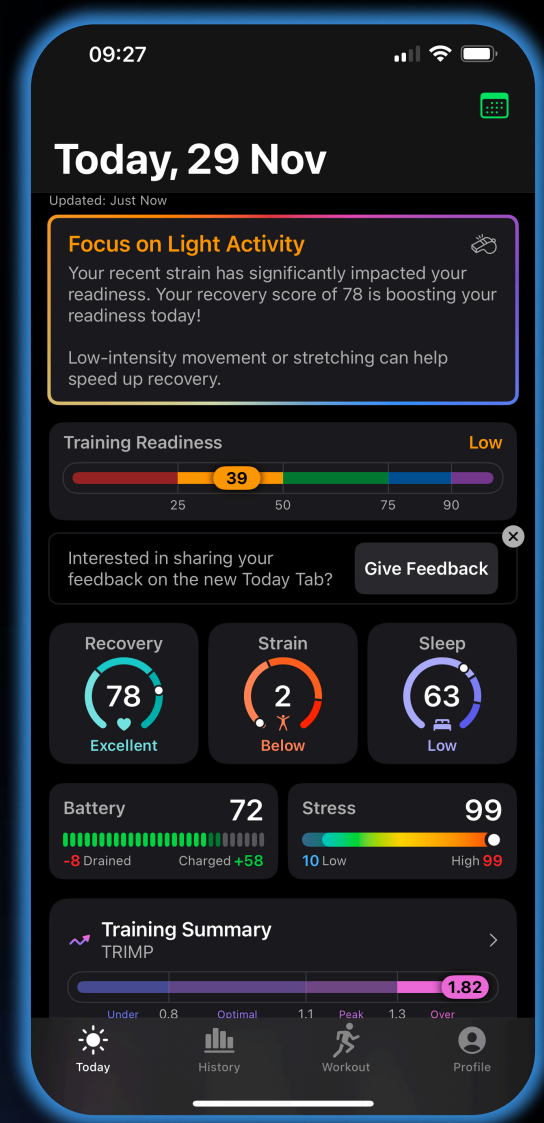
My aim is to create a user-centred, intuitive solution that stands out in a crowded market—balancing usability, motivation, and business value.



# Competitive Analysis

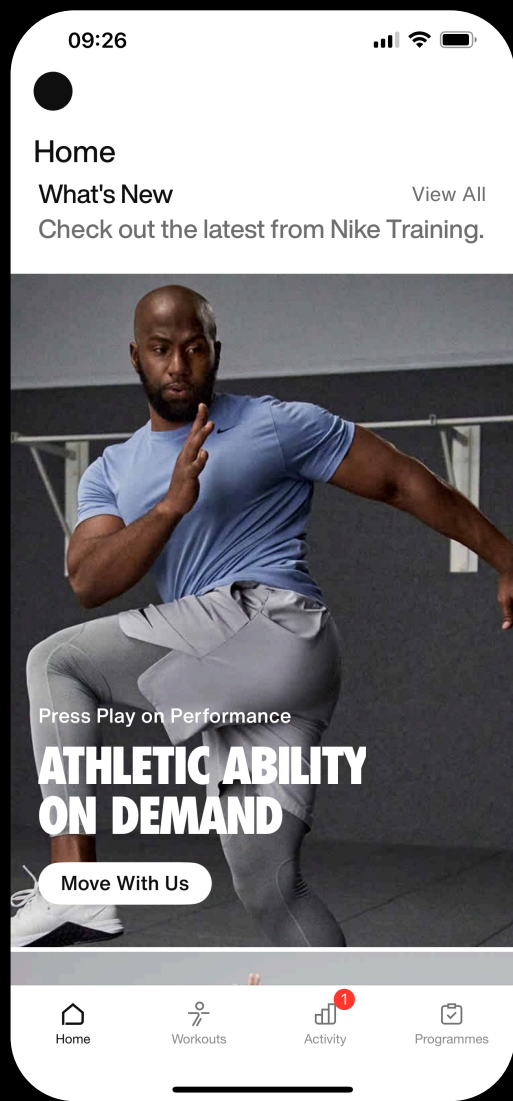
Understanding the current market and analyzing existing fitness and health apps is essential to identify best practices, uncover gaps, and ensure that Movelt offers real value. By studying competitors, we can see what works well, what users expect, and where the app can provide a better, more focused experience.

To evaluate their functionality and value, I installed each one on my iPhone and explored their key flows, features, and overall user experience.



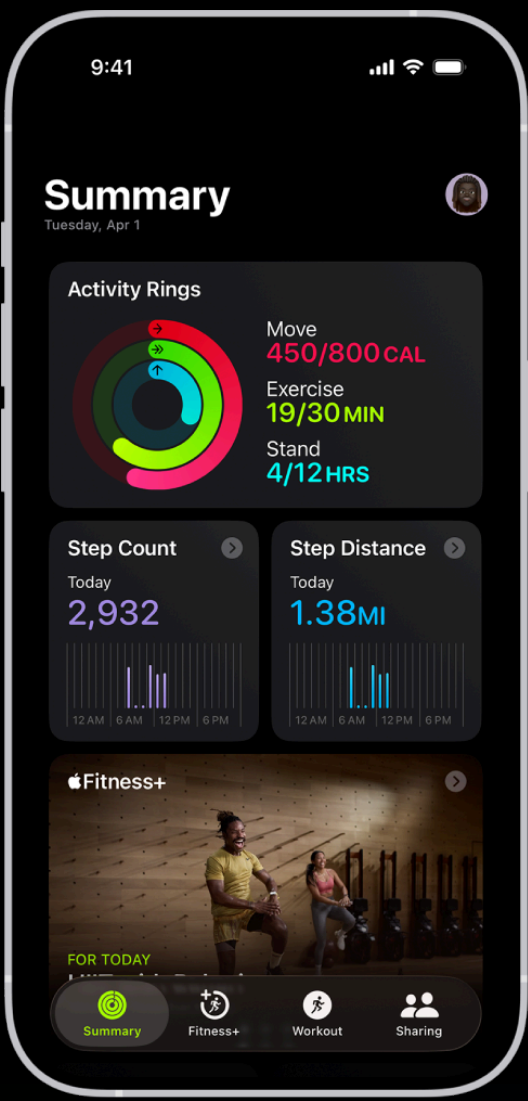
FITIV Pulse

Does not offer guided workouts, but excels in detailed health analytics. It records heart rate, zones, calories, and other health metrics with impressive depth and clarity.



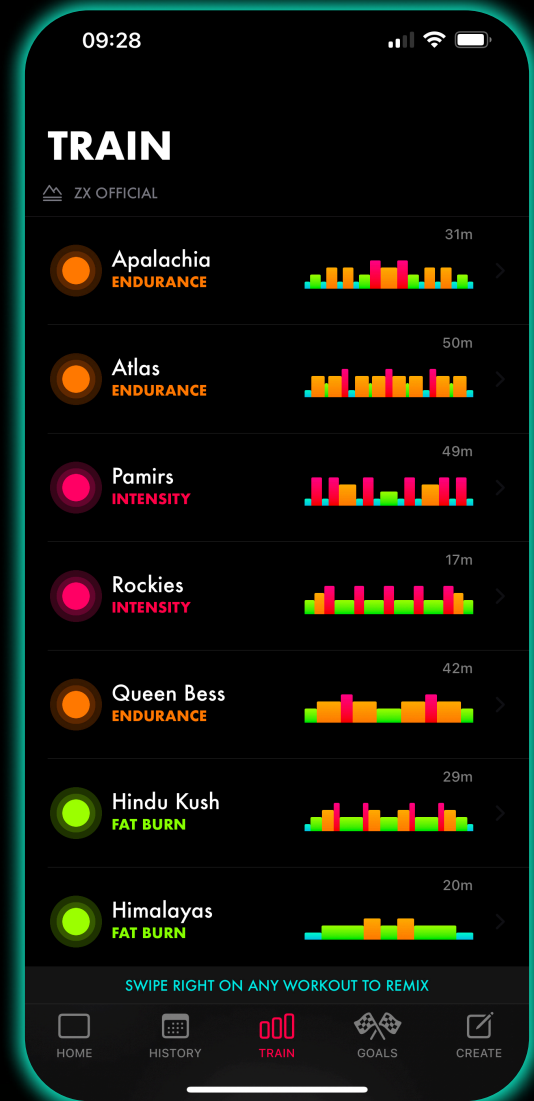
Nike Training Club

A clean, white-palette interface with high-quality workout videos and clear instructions. Integrates well with Apple Watch, though it does not provide in-depth stats or long-term health tracking.



Apple Fitness

A polished, Apple-native experience offering high-quality guided workouts, seamless Watch integration, and a clear, intuitive interface.



ZX

An interval- and heart-rate-zone-focused app that tracks real-time heart data, allows creation of custom interval workouts or downloading community routines, and integrates with the Health app to show stats for day, week, and month.



**“Long-term health comes from small, consistent steps — I want to stay on top of my heart condition.”**

AGE	42
JOB TITLE	Design Manager
STATUS	Single
LOCATION	Berlin

HEALTH-CONSCIOUS

FOCUSED

ANALYTICAL

TIME-EFFICIENT

FAVORITE BRANDS



## USER PERSONA

# Jarno Lindeman

## ABOUT

Jarno is a design manager from Berlin who leads a fast-paced, mobile lifestyle. He regularly uses his smartwatch to track steps and heart rate, but now wants deeper insight into his health and fitness. His main goals are to exercise consistently and monitor his heart rate over time, yet his busy schedule often causes him to forget workouts. As a tech-savvy professional who does much of his work on the go, Jarno prefers simple, equipment-free routines and relies on quick reminders and glanceable information on his smartwatch to stay on track.

## GOALS

- Track heart-rate trends and recovery over days/weeks/months
- Quickly start workouts from phone or watch
- Make informed decisions based on his health data

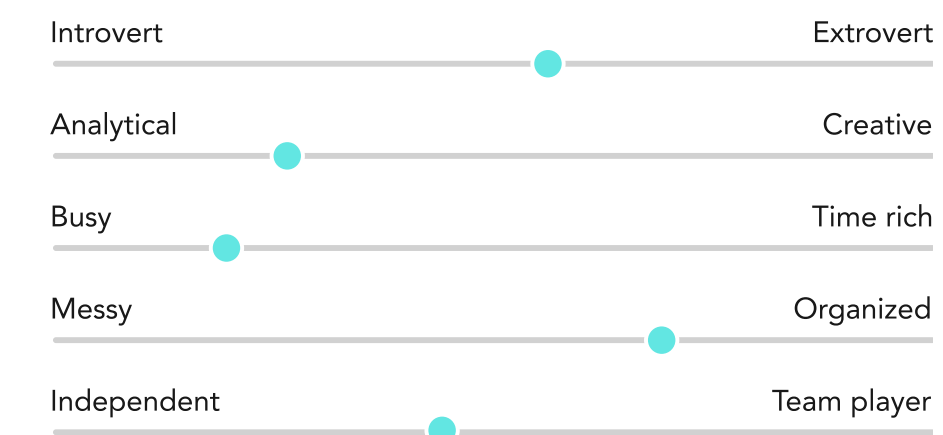
## PAIN POINTS

- Forgets to exercise on busy days
- Suffers from decision fatigue — too many workout choices
- Some apps don’t integrate smoothly with Apple Watch
- Wants personalised suggestions, not generic routines
- Finds it hard to understand which workouts are best on low-energy days

## MOTIVATIONS

- To stay healthy despite a demanding career
- To build strength with simple, equipment-free routines
- To maintain consistent habits while traveling
- To see progress visualised clearly over time

## PERSONALITY







## USER SCENARIO

### MORNING — STARTING THE DAY WITH ENERGY

Jarno wakes up early and begins his day with a short warm-up routine to boost his energy. He opens the Movelt app and quickly navigates to his favourite morning workout, saved for easy access. After completing the session, he checks his heart-rate stats to see how his body responded and feels ready to start the day. With his workout done, he heads to work feeling focused and energised.



### DAY — TRACKING PROGRESS ON THE GO

Later that day, Jarno arrives at the airport for a business trip. While waiting to board, he opens the Movelt app to review his recent progress. With time to spare, he explores detailed insights such as his heart-rate trends, sleep recovery, and time spent in different training zones over the past week. He enjoys understanding how his routines influence his overall health. As he scrolls, he notices a few newly added workouts and briefly checks what muscle groups they target, keeping them in mind for future sessions.



### EVENING — UNWINDING AND RELEASING TENSION

After a long meeting with a client, Jarno finally arrives at his hotel and takes a moment to rest. His body feels stiff from the flight and a full day of travel, and he knows a calming stretching session would help him unwind. He opens the Movelt app and searches for a short, relaxing routine designed to release tension in the neck, shoulders, and upper back. With a simple, equipment-free workout, he stretches, eases the tightness, and ends his day feeling more relaxed and centred.



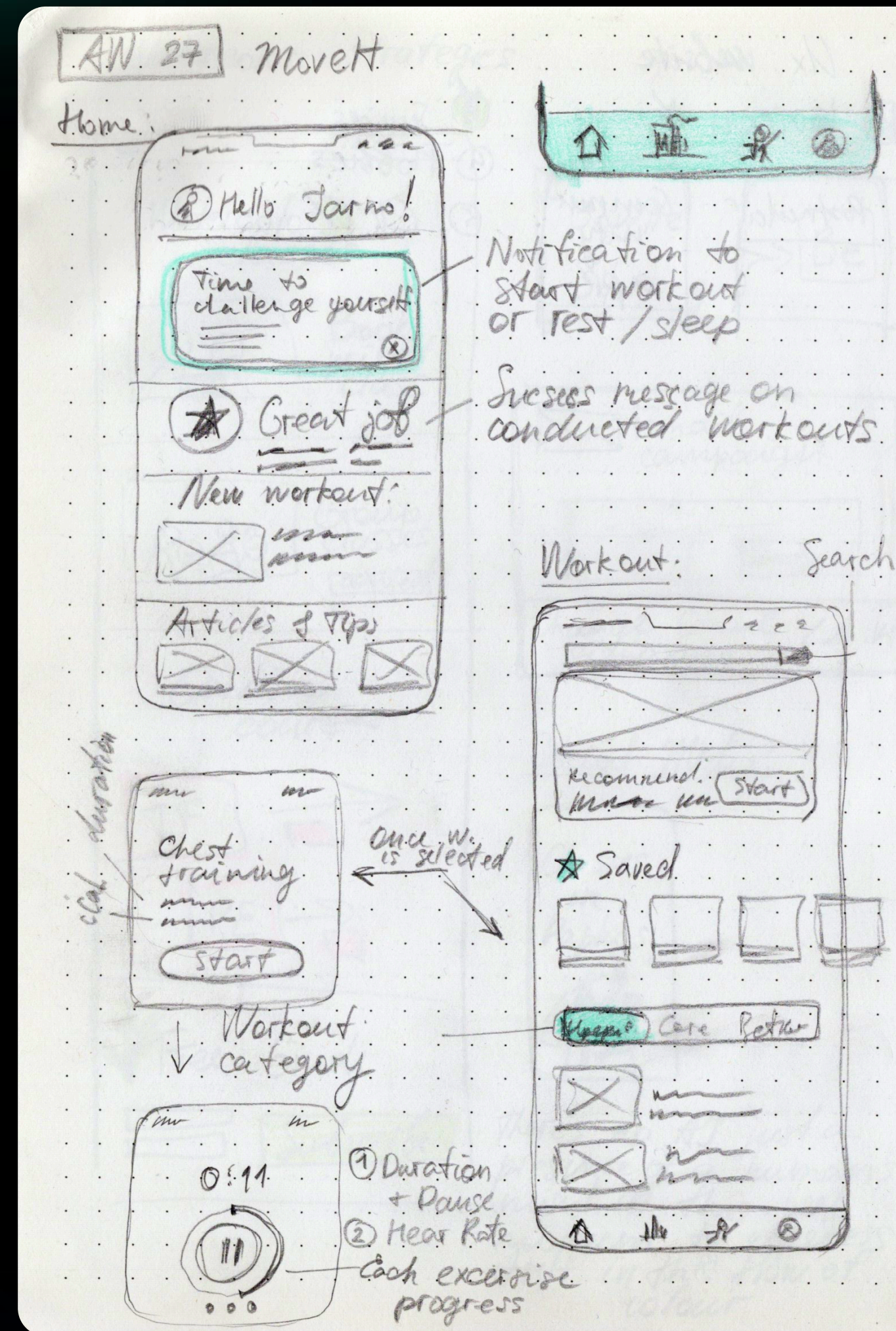
# Ideation

Hand sketches were my starting point for shaping the structure of the app. I explored different ways to organise the main categories and experimented with how they could be represented in the bottom navigation bar. Through quick, rough wireframes, I tested multiple layout ideas and user flows. While sketching, I also mapped out how the product would function within the wider ecosystem of devices, ensuring a seamless flow between watch and mobile.

I completed a NUF (New, Useful, Feasible) table to evaluate each concept and determine which solutions aligned best with the project goals and the short time constraints.

This combination of fast ideation and structured assessment helped me select the most effective direction for the design.

[View NUF table](#)

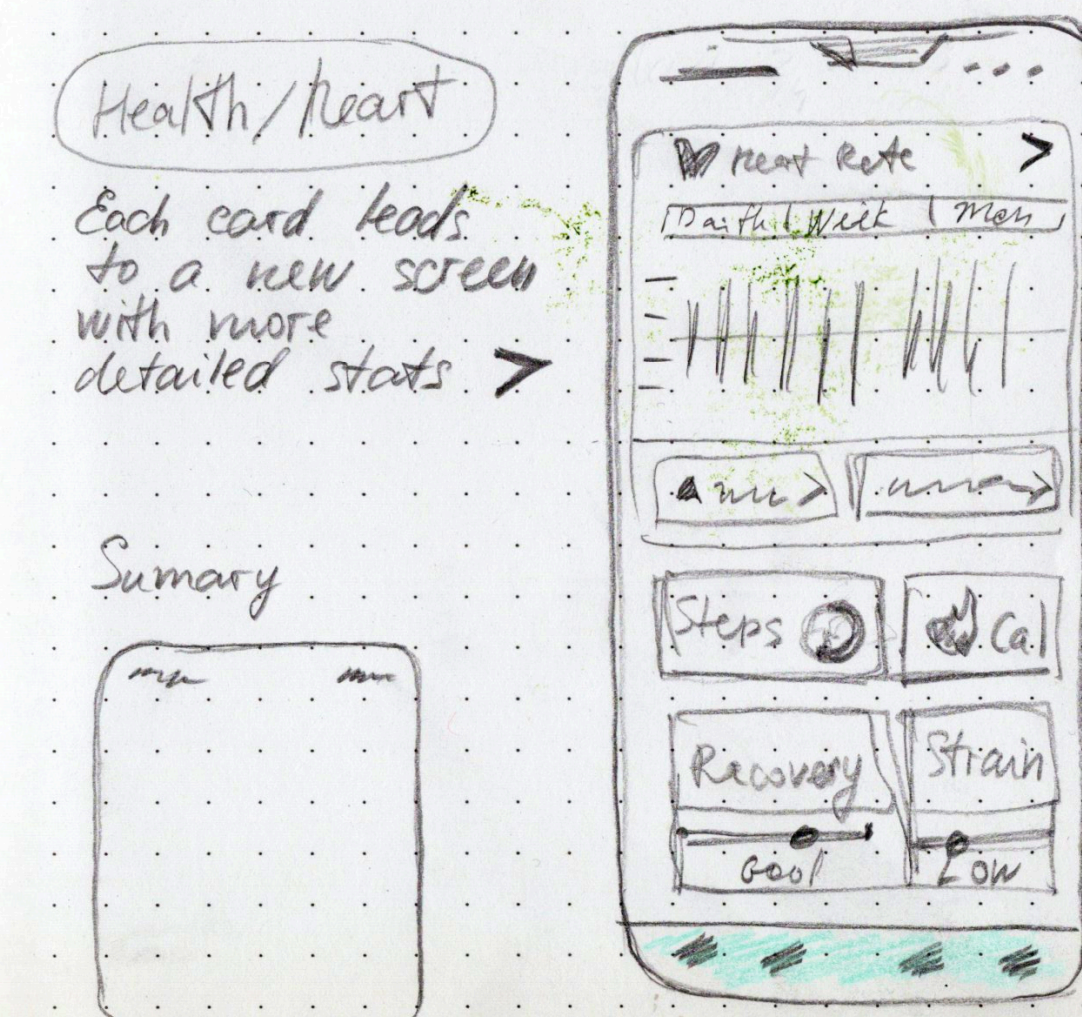


Bottom navigation ideas:

Profile → Settings → Notifications settings  
Schedule workout

Stats: Heart Rate  
- Resting HR  
- Heart Rate Zones  
- Steps  
- kcal burnt

Home - Dashboard with potentially more activities or stats  
Workout (11-11)





# Core App Structure

Based on the project brief, the user persona's goals, and the insights gathered during my competitive analysis, I defined a clear structure for the app. This structure is reflected in the **bottom navigation bar** and focuses on supporting the user's core tasks in the simplest, most intuitive way.

## Home / Dashboard

A well-designed dashboard is a recognised **best practice** because it gives users immediate clarity, continuous motivation, and quick access to what they need most.

From a **business perspective**, the Home screen also becomes a flexible strategic space: it can highlight newly released workouts, promote upcoming programs, surface educational content, or introduce new premium features. This makes the dashboard not only user-centred, but also a scalable opportunity for growth, supporting future products and content expansions as the app evolves.

## Health Insights

This section presents key metrics in expandable cards, giving the user a quick overview while allowing deeper exploration of detailed statistics. The current cards reflect the requirements of the brief, but this structure is flexible and can grow to include additional health indicators as the app evolves

## Workout

This section provides quick access to all training sessions available in the app. It is structured to minimise decision fatigue, support user goals, and make it easy to start a workout anytime. Users can browse personalised suggestions, revisit their saved favourites, and explore targeted workout categories that match their fitness goals.

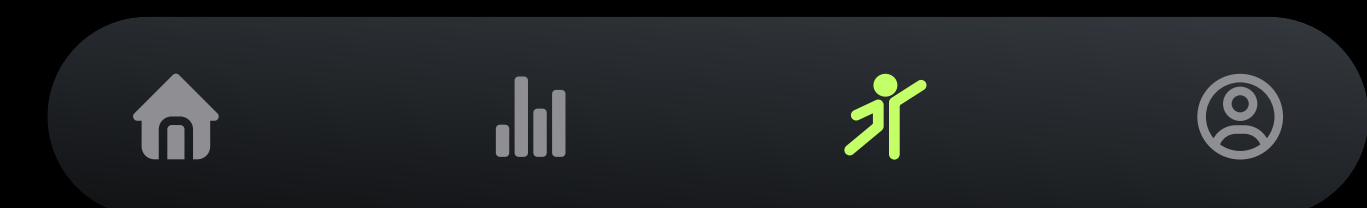
## Profile/Settings

This section follows standard best practices by giving users a central place to manage their personal information and preferences. Here, they can edit their profile details, adjust notification settings, review app permissions, and access all general settings.

**Dashboard** can contain, but not limited:

1. Smart Reminders  
Quick prompts to start workouts or take recovery days based on heart-rate and activity data.
2. Streak & Consistency Tracker  
A small visual badge showing weekly progress (e.g., "2/3 workouts this week").
3. Motivation Card  
Short motivational messages based on behaviour ("Keep going!"), or small progress celebrations.
4. New & Recommended Workouts  
Highlighted routines added to the library, tailored suggestions, and fresh content.
5. Health Tips  
Short articles and guidance on improving heart health, recovery, and overall wellbeing.

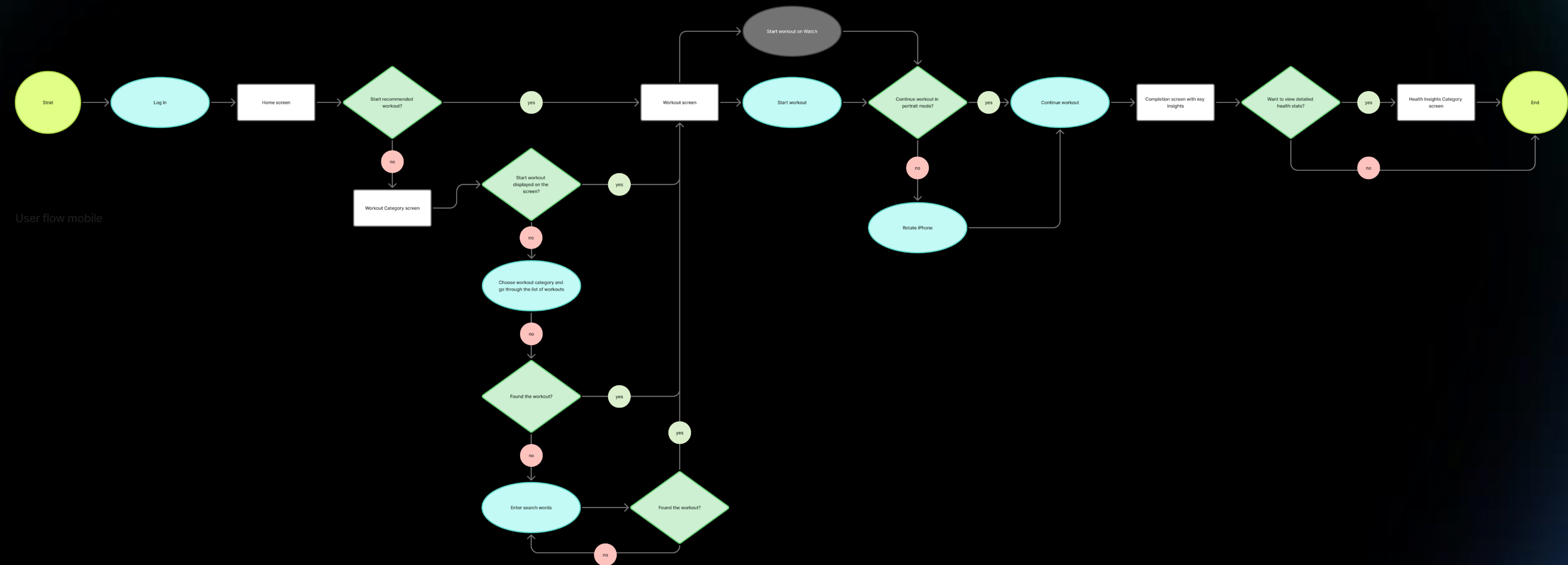
Bottom navigation bar



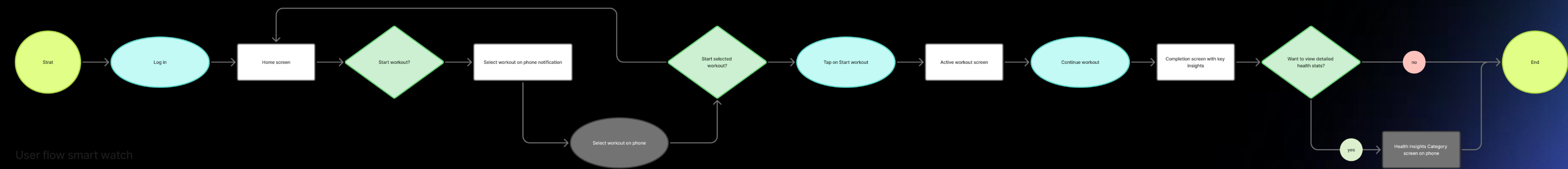
# User Flow

User Flow in Figjam

## User Flow Mobile



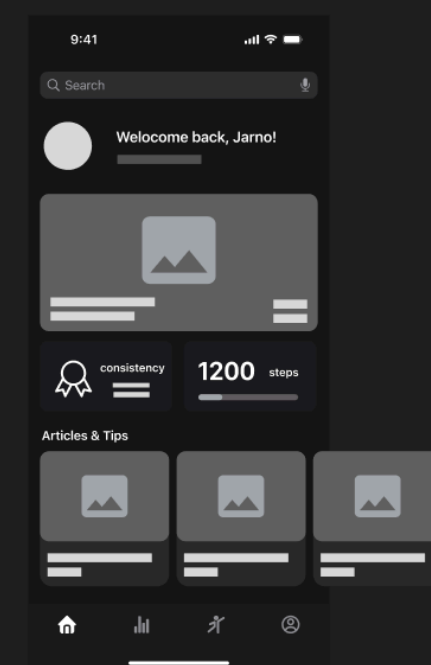
## User Flow Watch



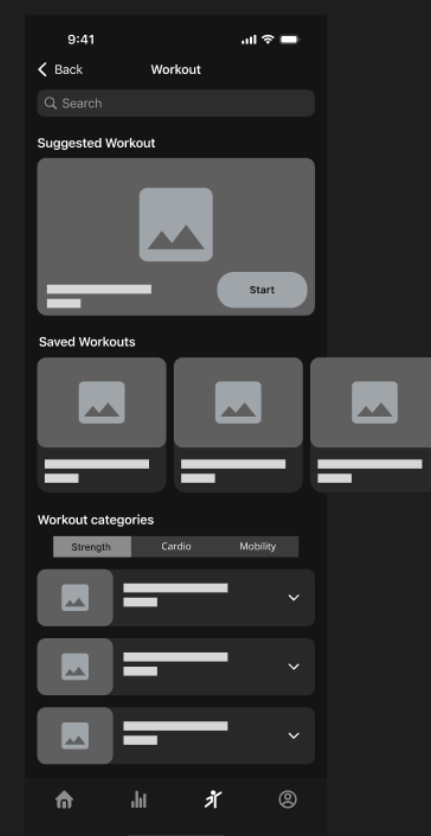
# Low-fidelity wireframes

## Wireframes Mobile

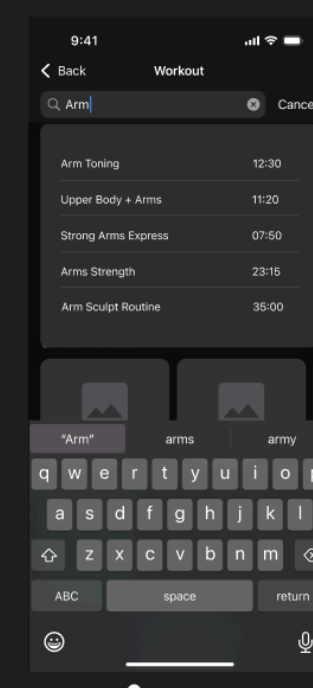
### Home



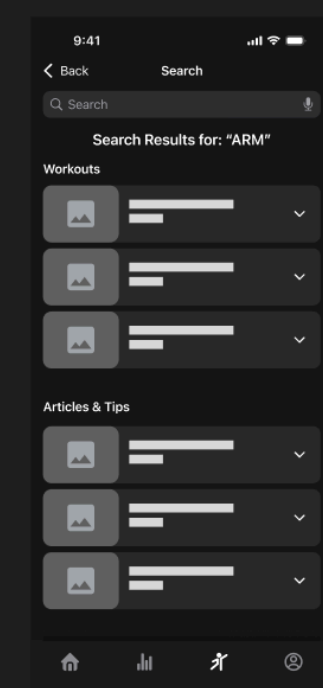
### Category - Workout



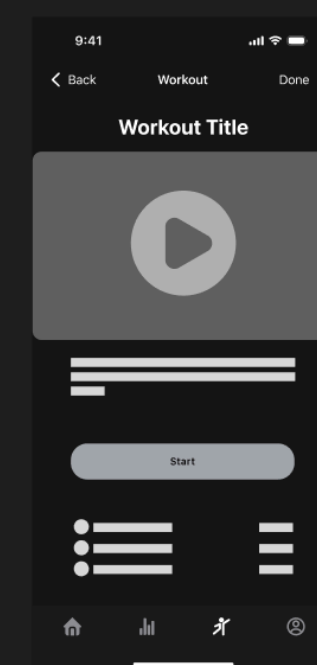
### Workout Search



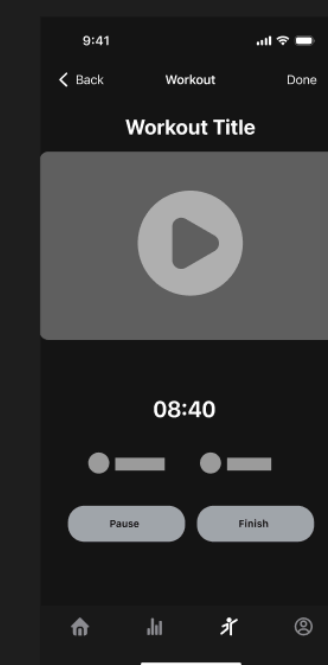
### Workout Search Resu...



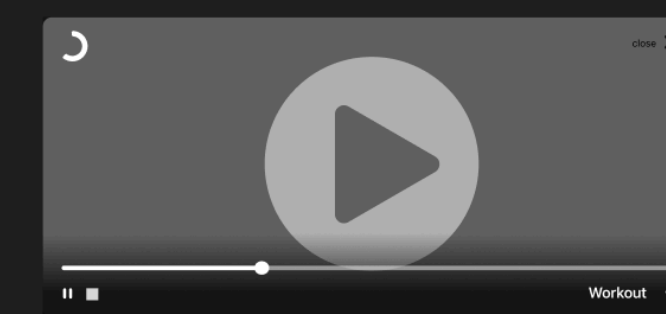
### Selected Workout



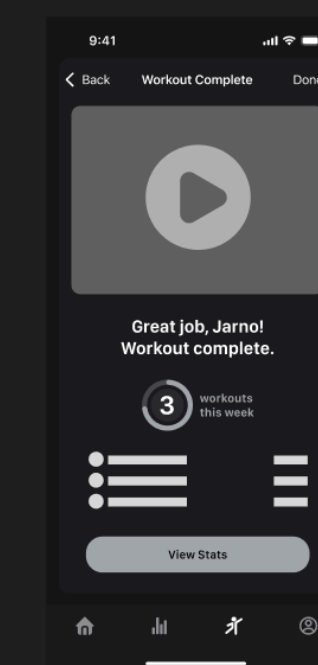
### Workout Media Playe...



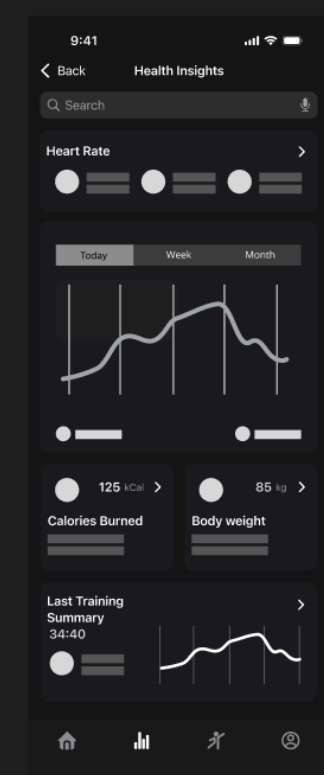
### Workout Media Player - Landscape Mode



### Workout summary

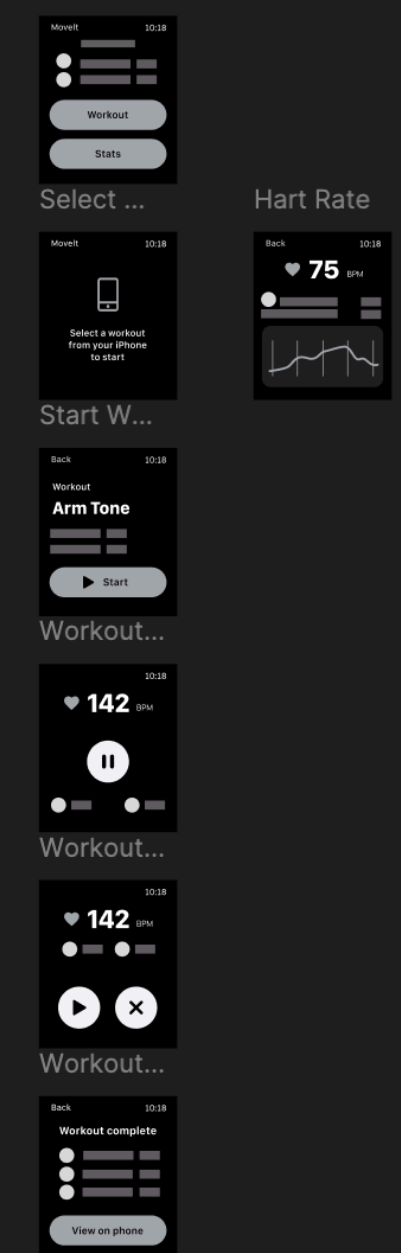


### Category - Health Ins...



## Wireframes Watch

### Home S...



Low-fidelity wireframes allow me to quickly explore layout ideas, test user flows, and refine the structure of the app before moving into detailed visual design

[View in Figma](#)

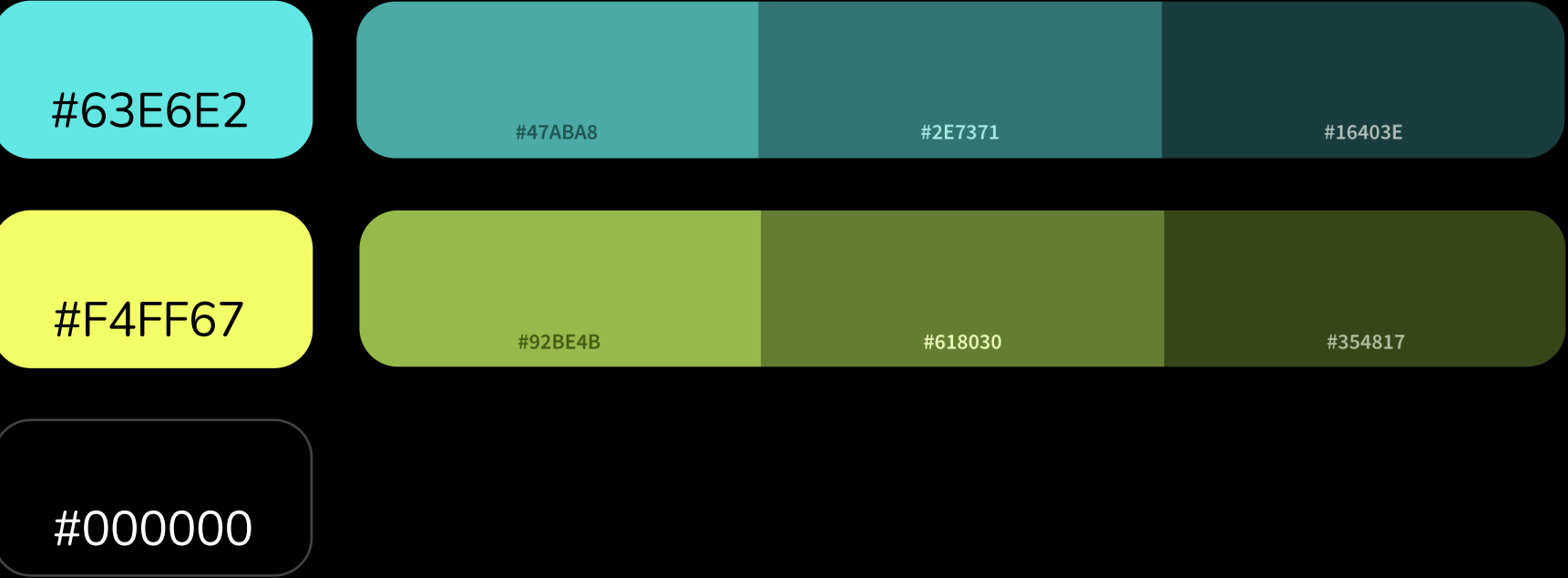


# Graphic Design Decisions

Because our primary user persona is a designer, I aimed for a modern yet calm and balanced aesthetic that would feel familiar and professional.

## Colours

I chose a dark background to create a clean, focused interface — a style widely used across fitness and health apps today. For the colour system, I started with “SystemMint” from the native iOS palette as my primary colour, then introduced green as a secondary accent. From there, I expanded the palette into additional shades to create a cohesive, flexible visual system that supports clarity and hierarchy throughout the app.



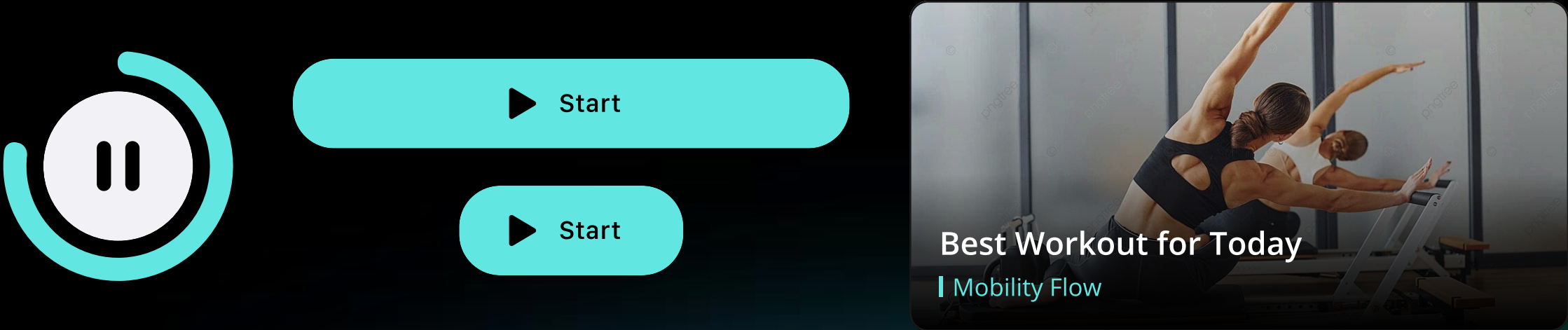
## Typography

For the typography, I used the official San Francisco Pro font, following the text styles provided in the iOS 18 Figma library. This ensured consistency with native Apple design patterns and maintained readability across different screen sizes. I selected font sizes and styles directly according to the guidelines in the library, creating a clean, modern typographic hierarchy that aligns with current iOS standards and supports a smooth, familiar user experience.

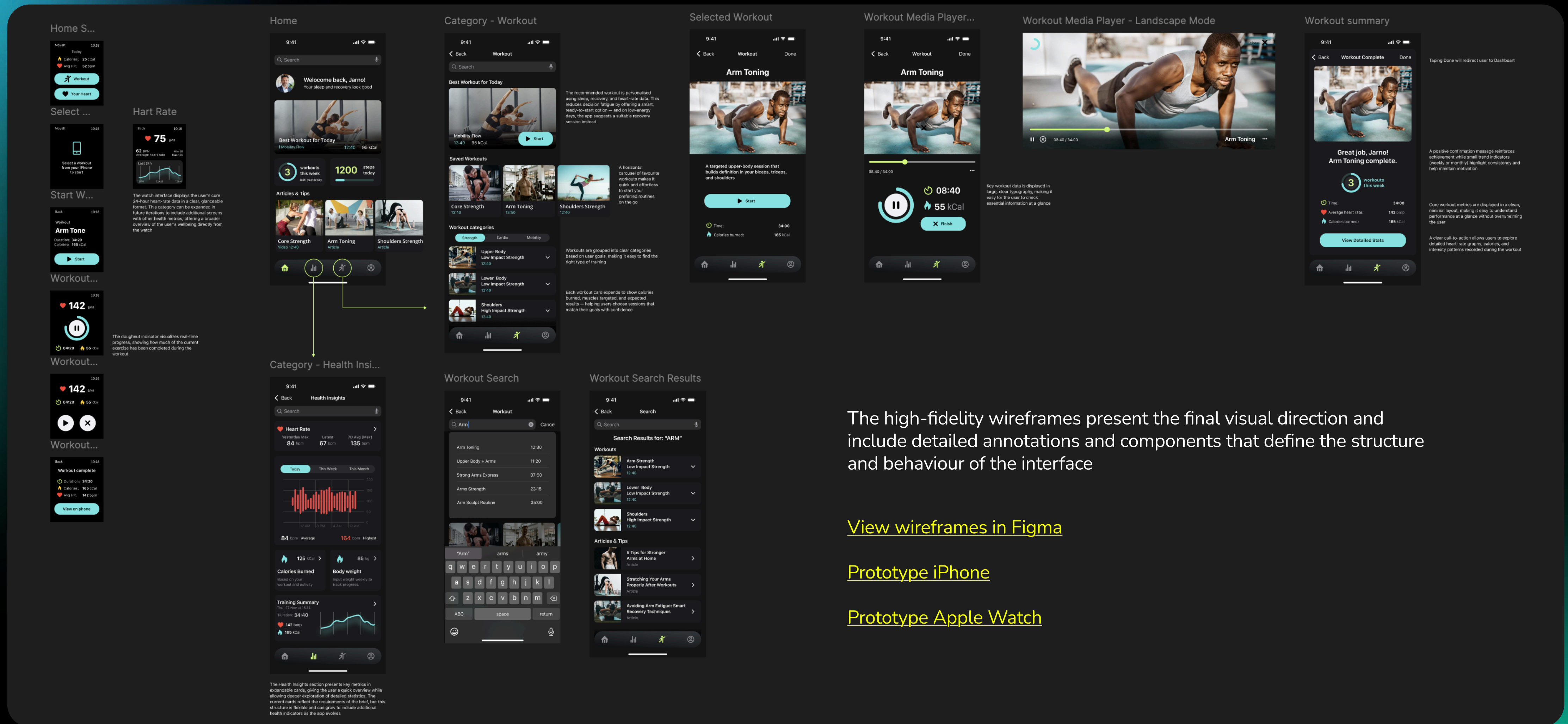


## UI Elements Style

For the interface components, I used rounded buttons and cards with subtle corner radii to create a modern, balanced, and visually approachable design. These soft edges align with contemporary iOS aesthetics and help the interface feel cohesive and friendly.



# High-fidelity wireframes & Prototype



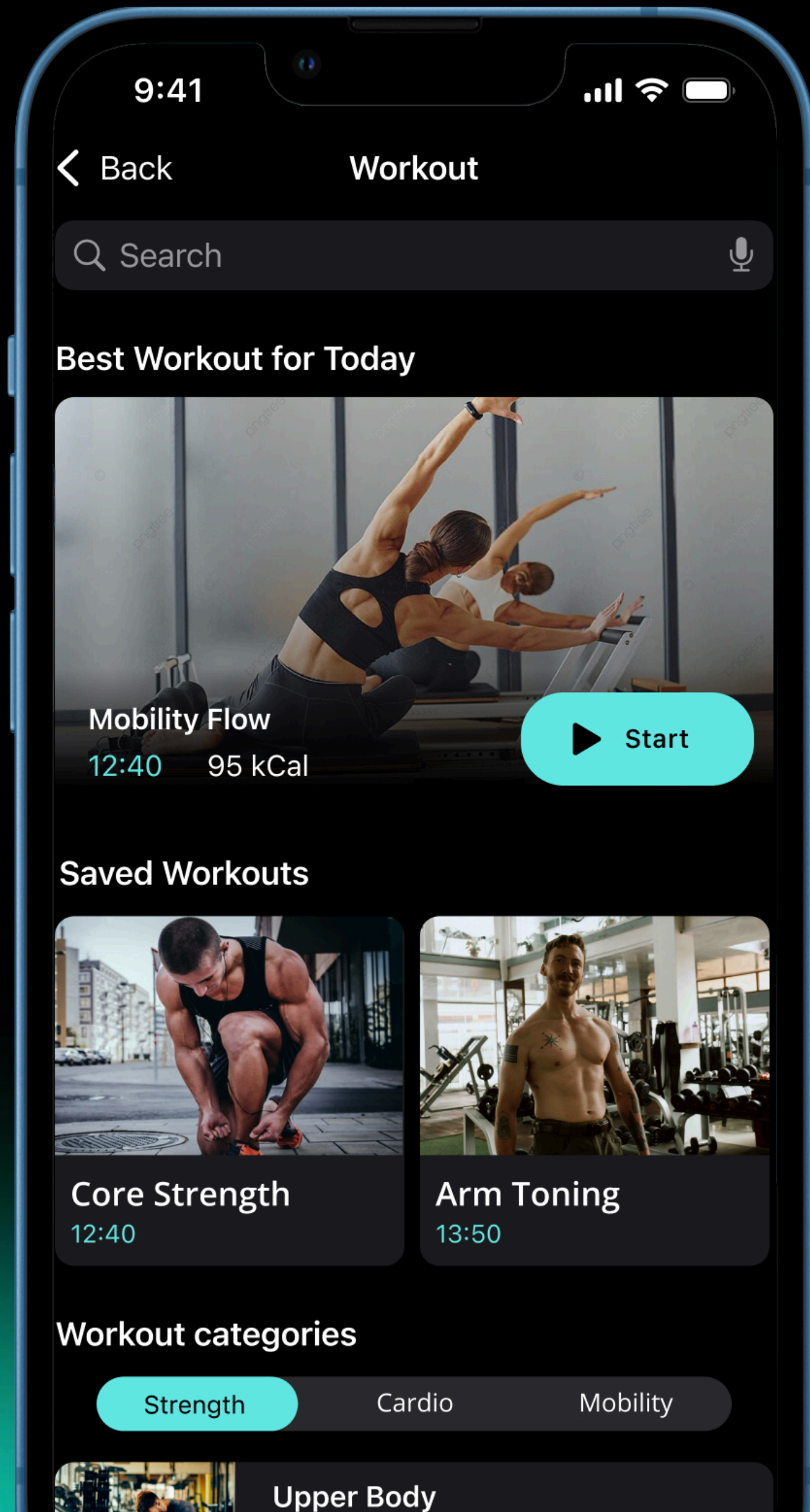
The high-fidelity wireframes present the final visual direction and include detailed annotations and components that define the structure and behaviour of the interface

[View wireframes in Figma](#)

[Prototype iPhone](#)

[Prototype Apple Watch](#)





# Takeaways

Designing a product that works seamlessly across different devices is now an industry standard, which is why this project was so valuable. Creating for both iPhone and Apple Watch required thinking about how each screen supports different user needs while still functioning as one cohesive system.

In today's market, fitness apps come with a wide range of visual styles and UI patterns, so it was essential to craft a design that aligns with the expectations of our specific persona. A visually appealing interface combined with familiar interaction patterns encourages users to return and engage regularly with the app.

While my design focuses on the core features defined in the brief, I intentionally structured the information architecture to allow the product to grow and evolve with additional functionality in the future. Creating modular screens (cards, expandable sections, insights) allows the product to grow with new features without redesigning the entire system.



# References

## Resources

- Section: AW25 - Module 1. UX Design for Mobile Devices | Norofflearning.noroff.no (accessed 30 November 2025).
- Accessibility. Available at: <https://developer.apple.com/design/human-interface-guidelines/accessibility>
- Designing for watchOS. Available at: <https://developer.apple.com/design/human-interface-guidelines/designing-for-watchos>
- Smartwatch UX Design – The Top Considerations. Available at: <https://usabilitygeek.com/smartwatch-ux-design-top-considerations/>
- 10 Usability Heuristics for User Interface Design. Available at: <https://www.nngroup.com/articles/ten-usability-heuristics/>

## Image References

- AI-generated images for User Persona and User Scenario using Adobe Firefly, generated on 24 November 2025.
- All photographic materials are sourced from <https://unsplash.com/> and used in accordance with the Unsplash License.