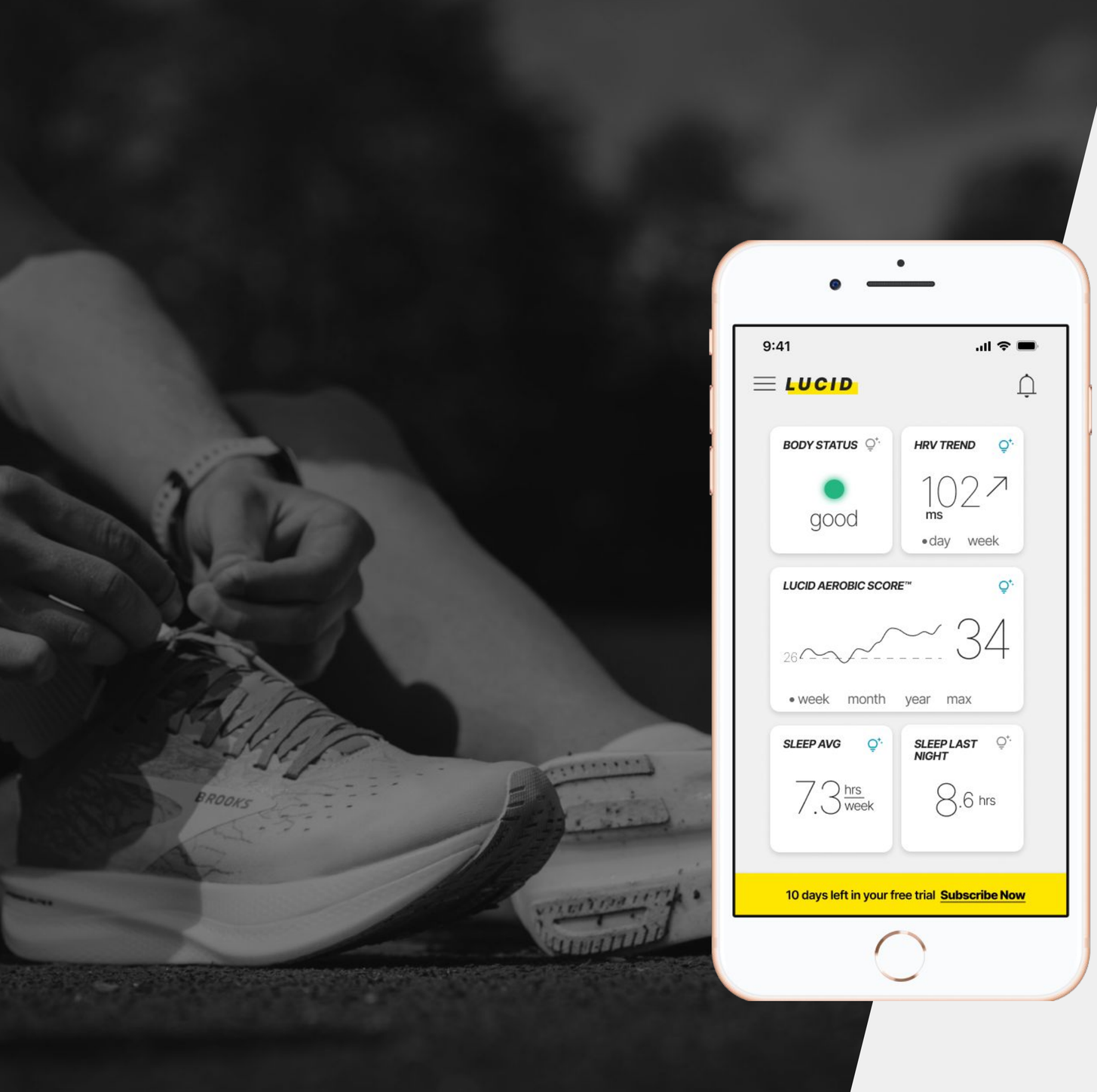

Lucid Athlete Mobile App

HIKMA MUHAMMED

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Lucid

Because Smarter Athletes Are Better Athletes™

Lucid Athlete is a mobile application designed for iOS, compatible with the Apple Watch and other supported wearables. It leverages your body's vital signs to estimate your genuine aerobic fitness, recovery capacity, and performance potential.

Unlike other fitness wearables, Lucid prioritizes simplicity and delivers clear insights for more intelligent training. The apps primary aim is to equip athletes with data-driven knowledge that help prevent injuries and overtraining, enabling them to optimize their health and training outcomes

Its proprietary algorithms are firmly grounded in peer-reviewed scientific studies, ensuring accuracy and transparency.

Users

- Millennial endurance athletes balancing active lifestyles and family commitments.
- Master Blaster driven by a competitive spirit and a constant desire to surpass their personal achievements.

Methods

- Competitive Audit
- User Journey Maps
- Rapid Prototyping
- Feature Cards / Tech Scoping
- Kano Analysis

Focus Areas

Dashboard:

- What should a user be able to do and see here?
- What features, abilities, information and details should there be?
- Are there new data types that should be present? ‘Drill-down’ style details?

Integrations:

- What features outside of the app proper would be most beneficial for users?
  - Ideas include: push notifications, Apple Watch app / complications, iOS widgets, integration with other products, a web interface, etc.
- Which are most valuable to users, what should they look like and how should they work?

User Journey Map

Lucid User Journey Map

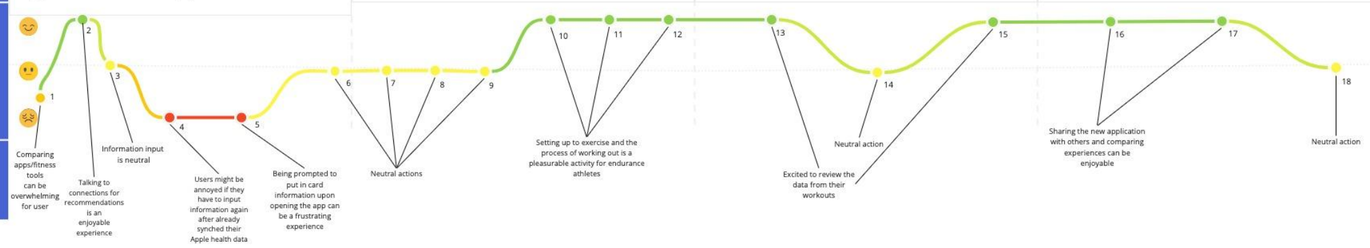
This experience map visualizes the ideal user experience, specifically for our proto-customer, Marathoner Mia. This map will serve as our guide as we design the product, particularly the first prototype.

Marathoner Mia

"Juggling family, fitness, and health is a daily battle for me. I need a tool that will help me track my progress and stay healthy"

Age: 35
Family: Married, 2 children

Stages	ONBOARDING	TRAINING	POST-TRAINING EVALUTION	LOYALTY
Key Actions	• Seek out tool to facilitate training • Application download • Account creation	• Interact with Home Page on App • Put workout information on watch • Track health data during workouts	• Receive notification about health data • Check health data after training session • Assess recovery, HRV, VO2 Max	• Incorporate usage into everyday routines. • Elevate awareness through verbal recommendations.
Doing	1. Comparing tool with others available (Read reviews, research features, etc) 2. Ask people they know about their favorite fitness tracking tool 3. Download application and Sync Apple Health information 4. Input personal information & create an account 5. Sign up for free trial or purchase subscription 6. Receive welcome email	7. Arrives at home page with health data 8. Customize modules on home page to suit personal tastes or training goals 9. Add widget on phone to be able to easily view important information. 10. Select workout type on watch/wearable 11. Start workout on watch/wearable 12. Check their heart rate throughout workout	13. Receives notification about health data (body score, HRV, etc) 14. Open app or watch to see more information on the notification 15. Evaluate necessary training intensity for next workout based on health data	16. Suggest Lucid application to family/friends. 17. Post statistics of workouts to social media (or Strava if integrated) 18. Check health data daily after training and sleep
Questions	• What kind of features does the application offer? How is it different from the others? • What tools are my friends using to track their health and progress? • How much does it cost? How long can I use the application before I have to pay for it?	• How can I customize the application for my goals? • In what ways can I view my health data? • How accurately does the app track my information? • If I want to stay in Zone 2 HR, can Lucid easily tell me when I am going above that during my run?	• How intense were my recent workouts? • I am recovering enough to keep going at the same pace?	• What would my friends and family like about this app? • How can I share my workouts with others? • How does Lucid fit in my everyday life?
Emotions				
User Quotes				



Opportunity Areas

• Presently, Lucid lacks integration of notifications and widgets, which, if implemented, could enhance the overall user experience.

• Lucid's current compatibility is primarily confined to iOS and WatchOS. Expanding its compatibility to other wearable devices and smartphones would broaden their customer base in the future.

• Currently, there is no straightforward method for users to share their workout data or health information on social media. The incorporation of such a feature would serve to amplify awareness and outreach for the Lucid app.

Touch Points

Computer

Wearable Tracker

Smartphone

People/Conversation

Pain Points

• Users may encounter frustration when selecting the most suitable health and fitness tracking application, as they need to assess whether the tool aligns with their requirements.

• Requiring users to input their information, despite syncing their Apple Health account, may be perceived as unecessary.

• Mandating a free trial or subscription sign-up before allowing users to fully engage with the application could be regarded as an inconvenience by the user.

Development Budget

FEATURE	COST
Apple Watch Interface	5 points
Widgets	5 points
Mood Tracker	3-8 points
Methodology Page	2 points
Year In Review	5-10 points
Notifications	5 points

OVERALL - 30 POINTS

Proposed Features

ANNOTATED WIREFRAMING

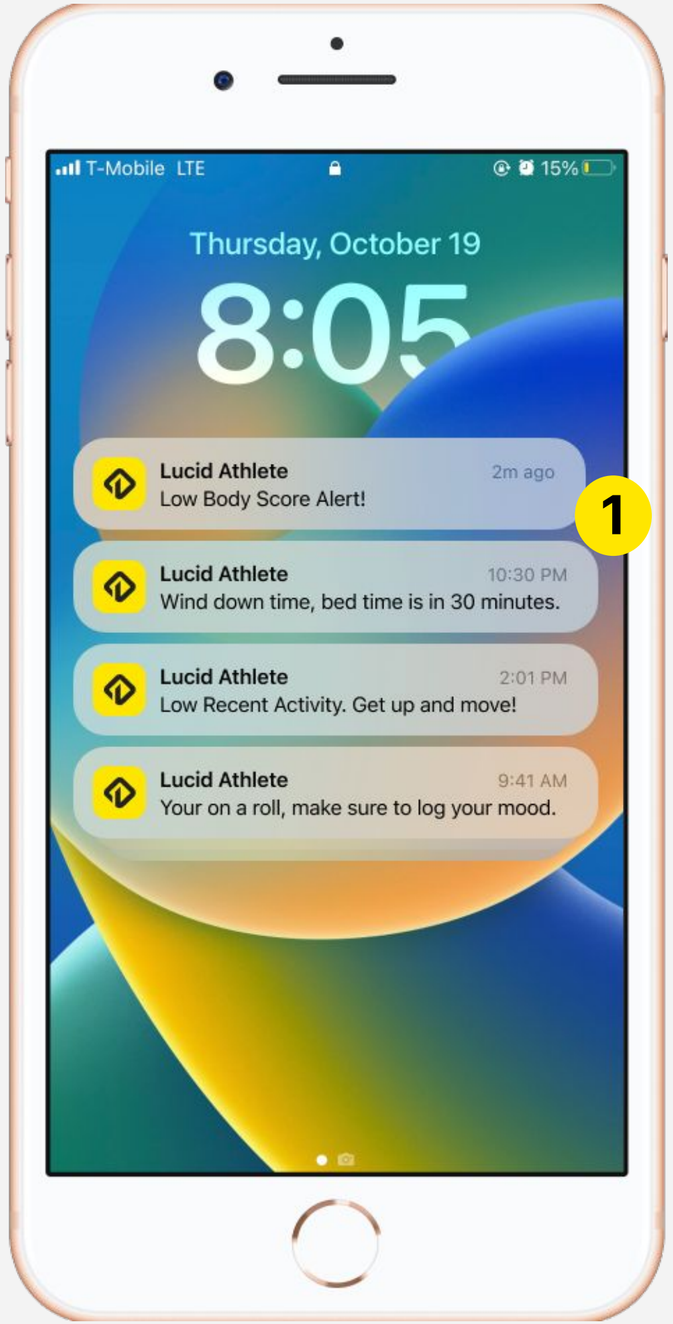
Widgets

1. Users have the opportunity to select a small widget with what they deem to be the most important information.
2. Users have the option to choose a ‘Lucid Overview’ widget, with last night’s sleep, today’s body score, and HRV on display.
3. An option for dark mode is also available for users to select.

Apple Watch

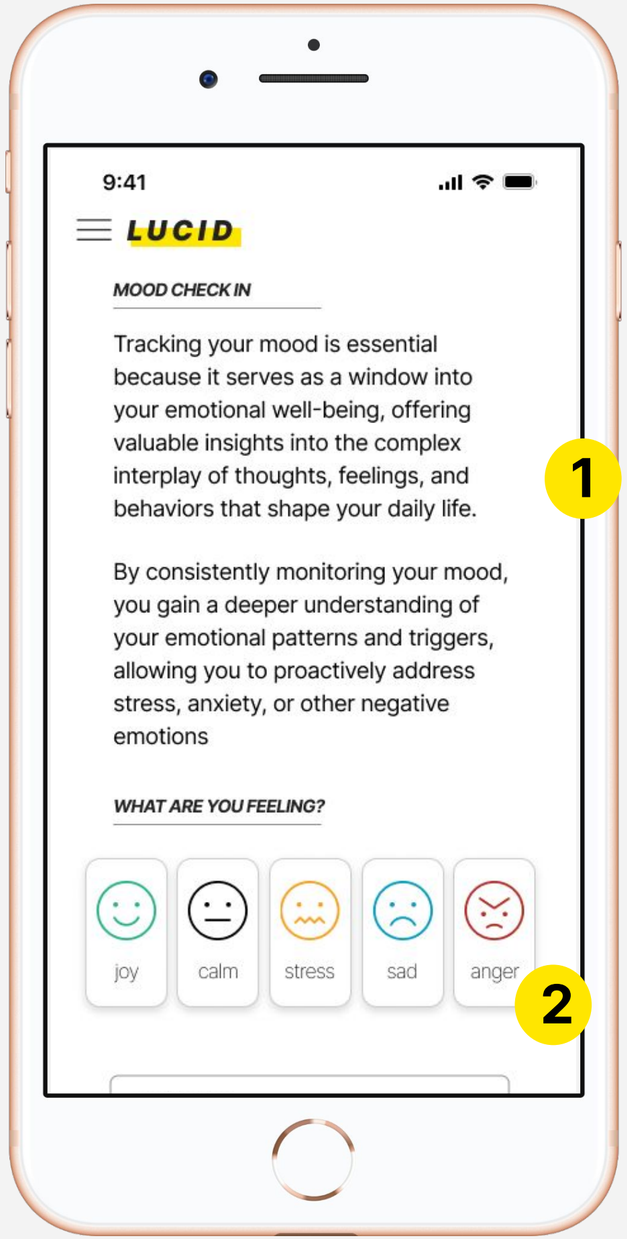
1. This is a visualization of how the Apple Watch interface for the Lucid app would look. It would provide input on current stats and let users read more for more information
2. There is a slider at the bottom, showing the current page a user is on.

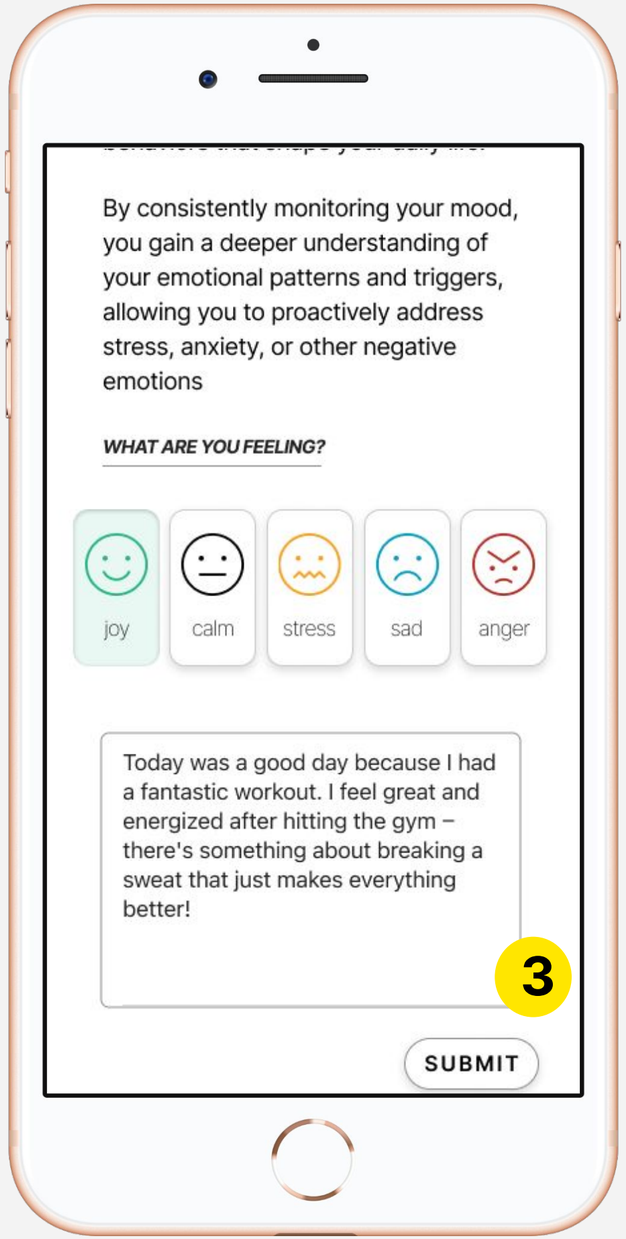
Notifications



1. The Lucid app would send reminders to users for important tasks. This would let the user know when their body scores are low, when to get ready for bed, and when to incorporate more activity into their day.

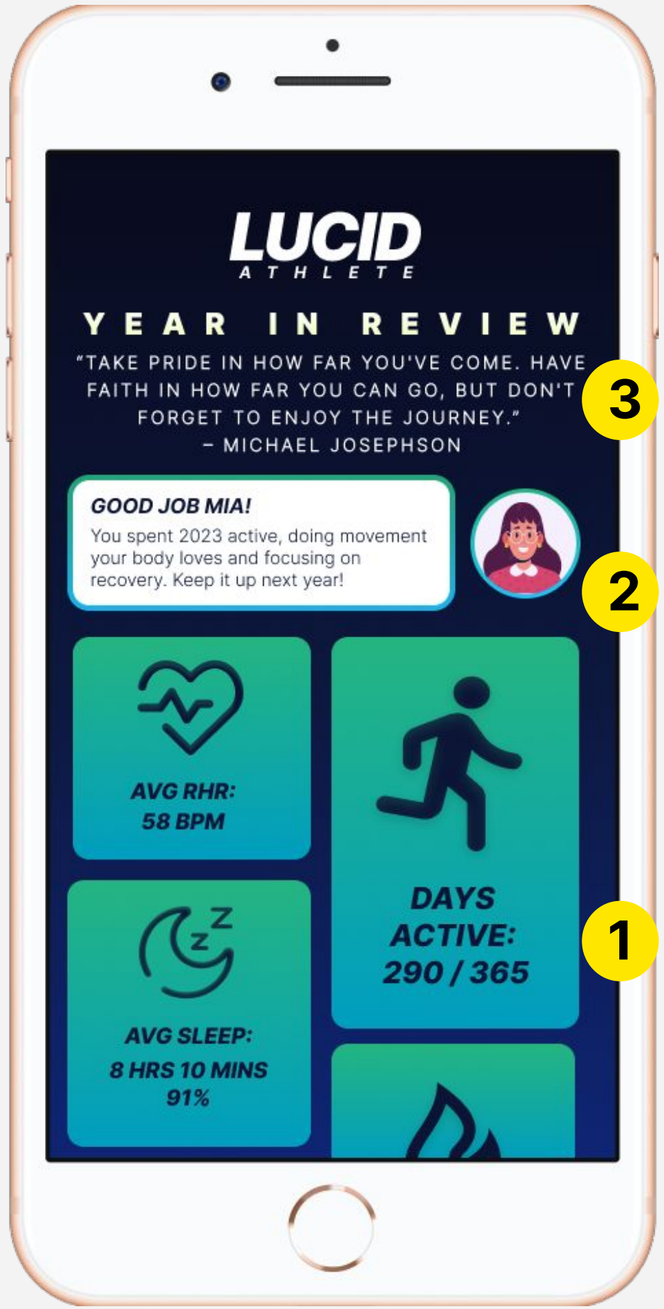
Mood Tracker





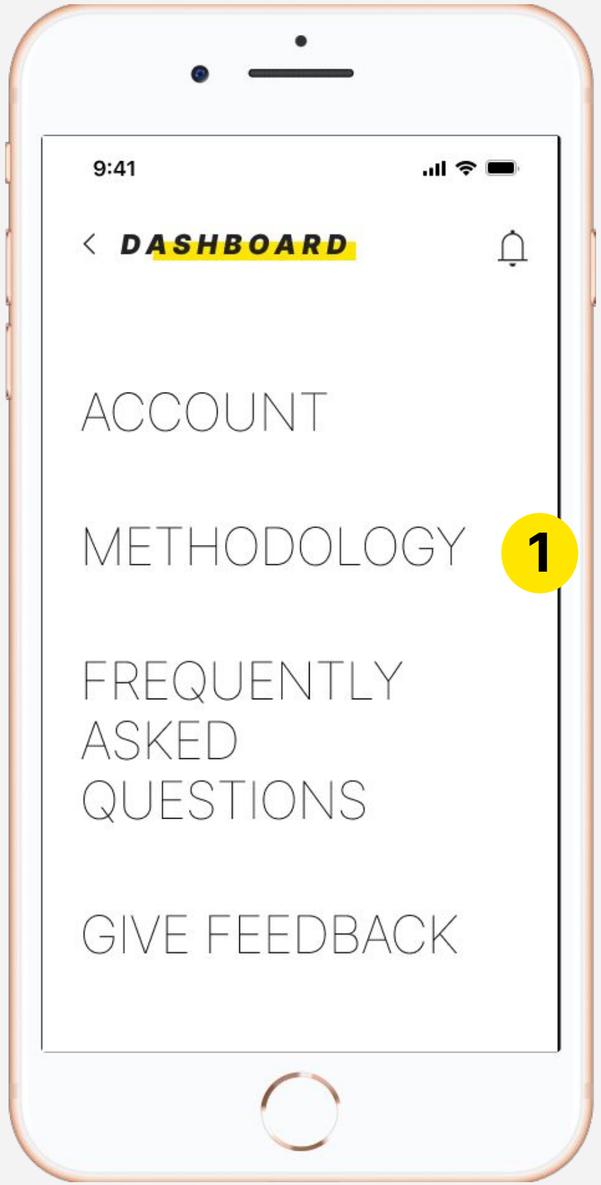
1. An opening paragraph, giving the user some in depth information on the importance of monitoring their mood.
2. This gives users the option to choose from a list of common emotions.
3. The notes section allows a user to elaborate on their chose emotion for later reference.

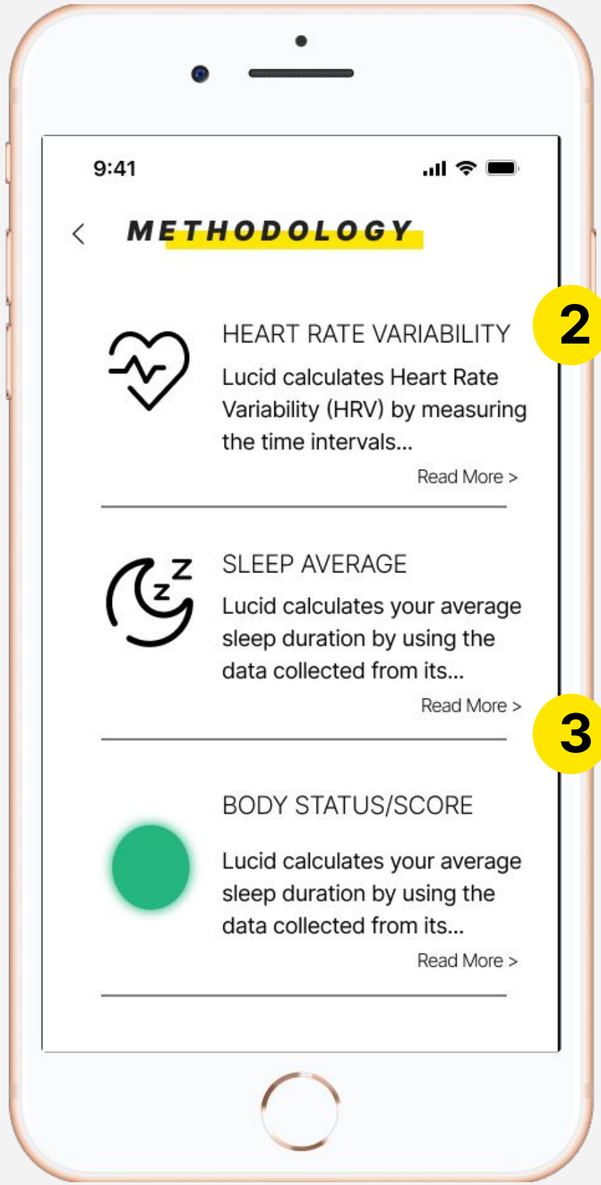
Year In Review



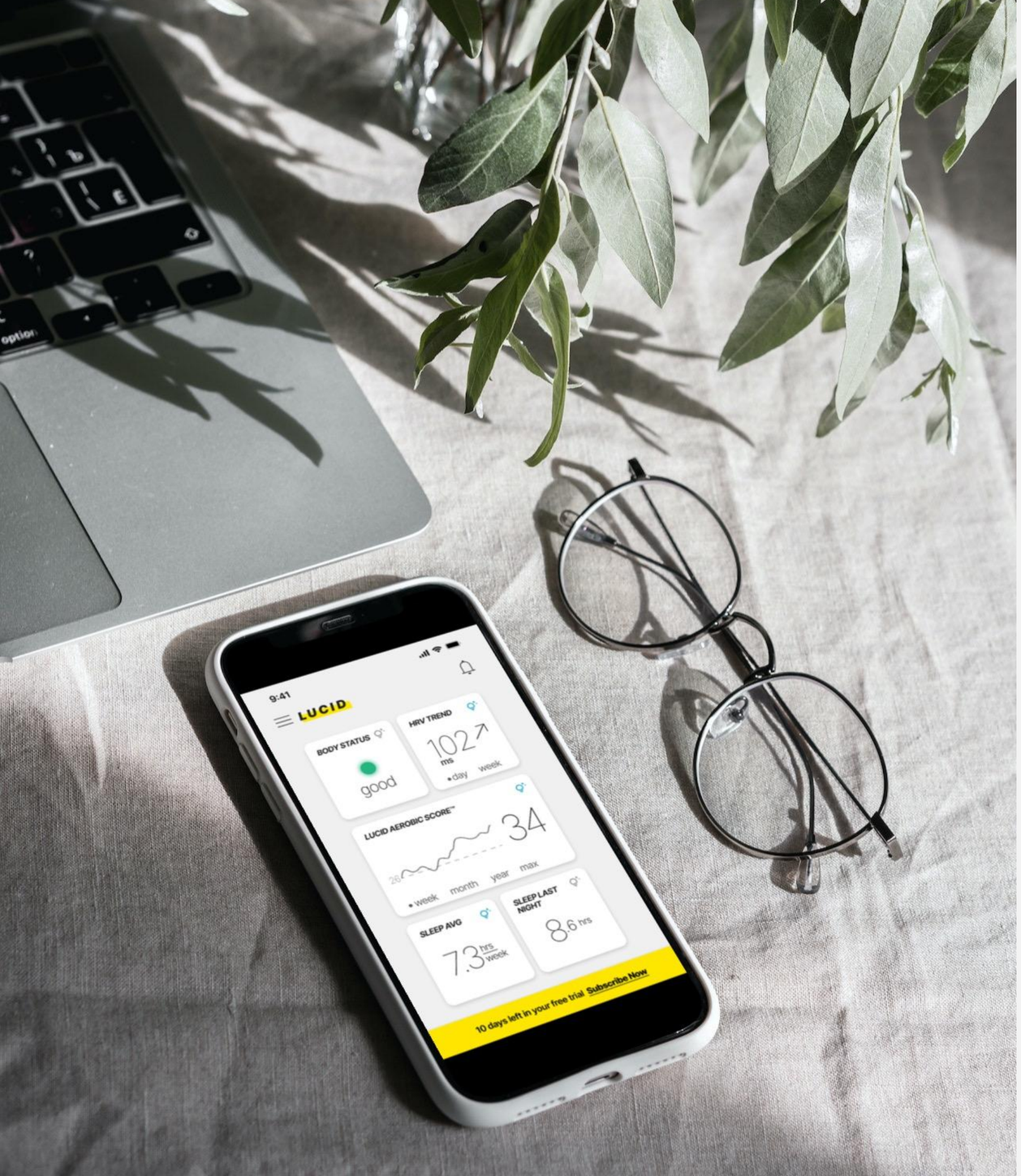
1. Similar to music applications year end ‘Wrapped’, this Year in Review will give an overview of a user’s most important data points, showcasing growth over time.
2. The year in review is highly personalized, utilizing the user’s personal information, such as a name and image.
3. A quote to motivate and inspire the user to keep up their good work.

Methodology





1. This screen will be available upon clicking the ‘Methodology’ button.
2. Methodology screen will showcase in depth information on how Lucid collects and calculates data, without giving away proprietary formulas.
3. Users can choose to expand by clicking the ‘read more’ button in each section.



Thank You!

QUESTIONS? CONTACT
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