OVERVIEW → **RESEARCH** → **DESIGN** → **BRANDING** → **TESTING** → **NEXT STEPS**

1 2 3 4 5 6

Overview

In 2023, the Walking Bunny project was done to explore ways to improve people's overall health through routine walking.

The more you walk, the greater the health benefits.[1]

But studies have shown daily walking still dropped 36% in the U.S. between 2019 and 2022.[2]

[1] Ahmadi, et.al. "Do the associations of daily steps with mortality and incident cardiovascular disease differ by sedentary time levels? A device-based cohort study," by British Journal of Sports Medicine.
[2] Lewis, O'Higgins & Adler "Walking in America: Metro & Statewide Pedestrian Activity & Mode Share Trends", StreetLightData.com

DESIGN CHALLENGE

I wanted to build a walking app that not only accurately tracks steps but also addressed some of the pain points, gaps, and issues that prevent people from finding motivation to walk regularly including:

- Engagement Beyond Tracking

- Motivational Features

- Inspiring Design and User Interface

- Effective Onboarding and Education
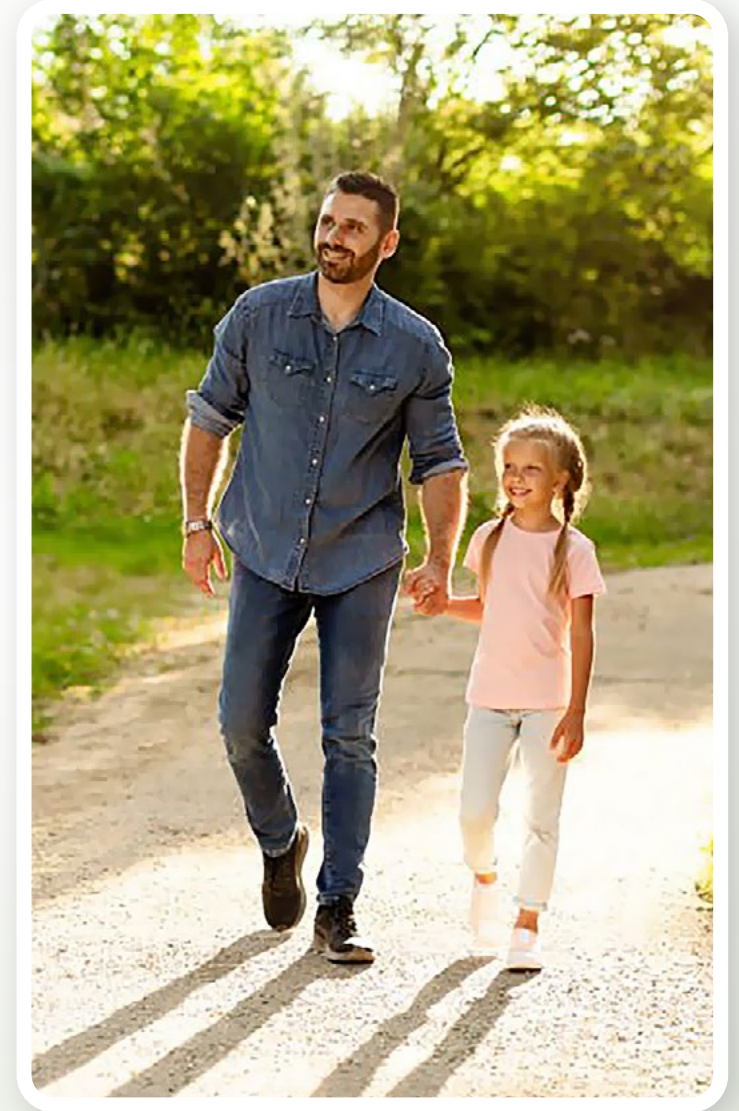
VISION STATEMENT

To transform fitness by making walking joyful.

We inspire our app users with gamification and a lovable companion, empowering all, regardless of fitness level, to prioritize well-being for a healthier lifestyle, step by step.

FOR THIS PROJECT MY ROLES INCLUDED

- Team Lead of 4 UX designers

- UX Design
- User Research

- UI Design
- Usability Tester

MY RESPONSIBILITIES INCLUDED

- Product ideation and management
- Primary and secondary research
- Interviewing users and stakeholders
- Creating personas, epics, and user stories
- Iterating workflows and sketches
- Constructing wireframes and prototypes
- Develop branding and Visual Design
- Performing usability testing
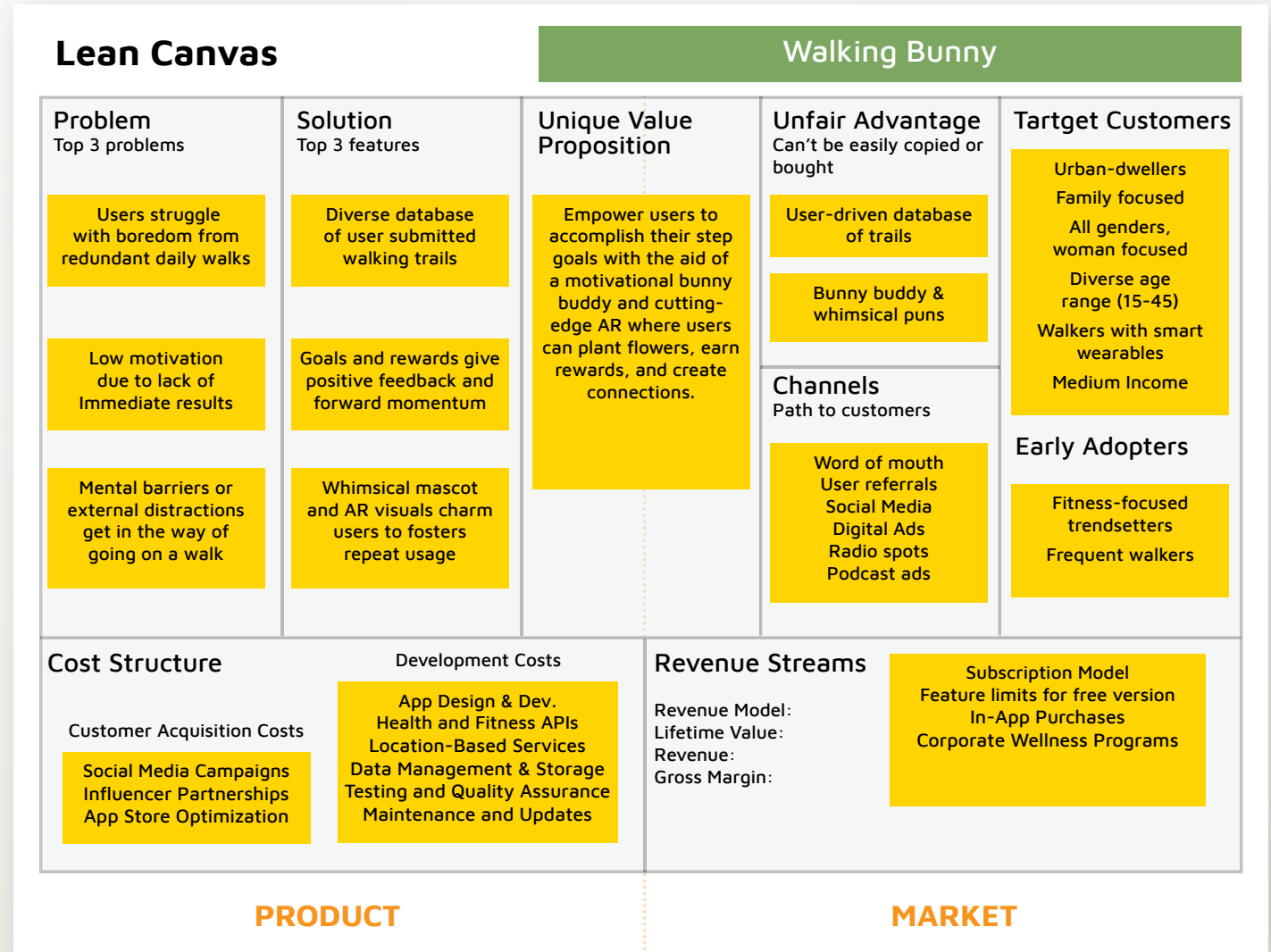
Sparrow Kelley

Research

User research informed all of the design decisions for Walking Bunny. At the start of the project, I performed these user research activities with Walking Bunny stakeholders.

LEAN CANVAS

The **Lean Canvas** provides initial alignment for the Walking Bunny app, which the stakeholders and I refined and reviewed throughout the project.

Lean Canvas

Walking Bunny

Problem
Top 3 problems

- Users struggle with boredom from redundant daily walks
- Low motivation due to lack of Immediate results
- Mental barriers or external distractions get in the way of going on a walk

Solution
Top 3 features

- Diverse database of user submitted walking trails
- Goals and rewards give positive feedback and forward momentum
- Whimsical mascot and AR visuals charm users to fosters repeat usage

Unique Value Proposition

Empower users to accomplish their step goals with the aid of a motivational bunny buddy and cutting-edge AR where users can plant flowers, earn rewards, and create connections.

Unfair Advantage
Can't be easily copied or bought

- User-driven database of trails
- Bunny buddy & whimsical puns

Channels
Path to customers

- Word of mouth
- User referrals
- Social Media
- Digital Ads
- Radio spots
- Podcast ads

Tartget Customers

- Urban-dwellers
- Family focused
- All genders, woman focused
- Diverse age range (15-45)
- Walkers with smart wearables
- Medium Income

Early Adopters

- Fitness-focused trendsetters
- Frequent walkers

Cost Structure

Customer Acquisition Costs

- Social Media Campaigns
- Influencer Partnerships
- App Store Optimization

Development Costs

- App Design & Dev.
- Health and Fitness APIs
- Location-Based Services
- Data Management & Storage
- Testing and Quality Assurance
- Maintenance and Updates

Revenue Streams

Revenue Model:
Lifetime Value:
Revenue:
Gross Margin:

- Subscription Model
- Feature limits for free version
- In-App Purchases
- Corporate Wellness Programs

PRODUCT

MARKET

UNIQUE SELLING PROPOSITION

Walking Bunny isn't just your average step-tracking app—it's a **pawsitively unique experience** that turns your daily walks into an immersive, whimsical, and motivating journey by seamlessly blending the magic of **cutting-edge AR** with a user-centric design philosophy.

Users plant and grow flowers, accomplish their step goals, and earn rewards, all with the aid of a **motivational bunny buddy**. Walking Bunny aims to empower users, hopping alongside them on the journey to a healthier lifestyle.

FEATURE-BASED COMPETITIVE ANALYSIS

	Komoot	All Trails	Map My Walk	Chi Walking	Steps-App	Foot-path	Strava	Run-Keeper	Walk-meter	Pokemon GO	Magic Streets	Draconius Go
AR Integration	✗	✗	✗	✗	✗	✗	✗	✗	✗	✓	✓	✓
Integrated Coaching	✗	✗	✗	✓	✗	✗	✗	✗	✗	✗	✗	✗
Preplanned Trails	✓	✓	✓	✓	✗	✓	✓	✓	✗	✗	✗	✗
Customized Routes	✗	✓	✓	✓	✗	✓	✓	✓	✓	✗	✗	✗
Customer Created Content	✓	✓	✓	✓	✗	✗	✓	✓	✗	✗	✗	✓
Incentives and Rewards	✗	✗	✓	✗	✓	✗	✗	✓	✗	✓	✓	✓
Community & Social Features	✗	✗	✓	✓	✗	✗	✓	✓	✗	✓	✓	✓
Safety Features	✓	✓	✗	✓	✗	✗	✓	✗	✗	✗	✗	✗

FEATURE-BASED COMPETITIVE ANALYSIS

Analyzed 9 existing fitness walking apps to identify common pain points and areas of improvement. Explored 3 successful gamification app elements and social features that could enhance user engagement.

POSITIVE FINDINGS

- Fitness apps feature preplanned trails and customized routes

- Gamified apps pervasively incorporate community features, and incentives. But are in less than half of fitness apps
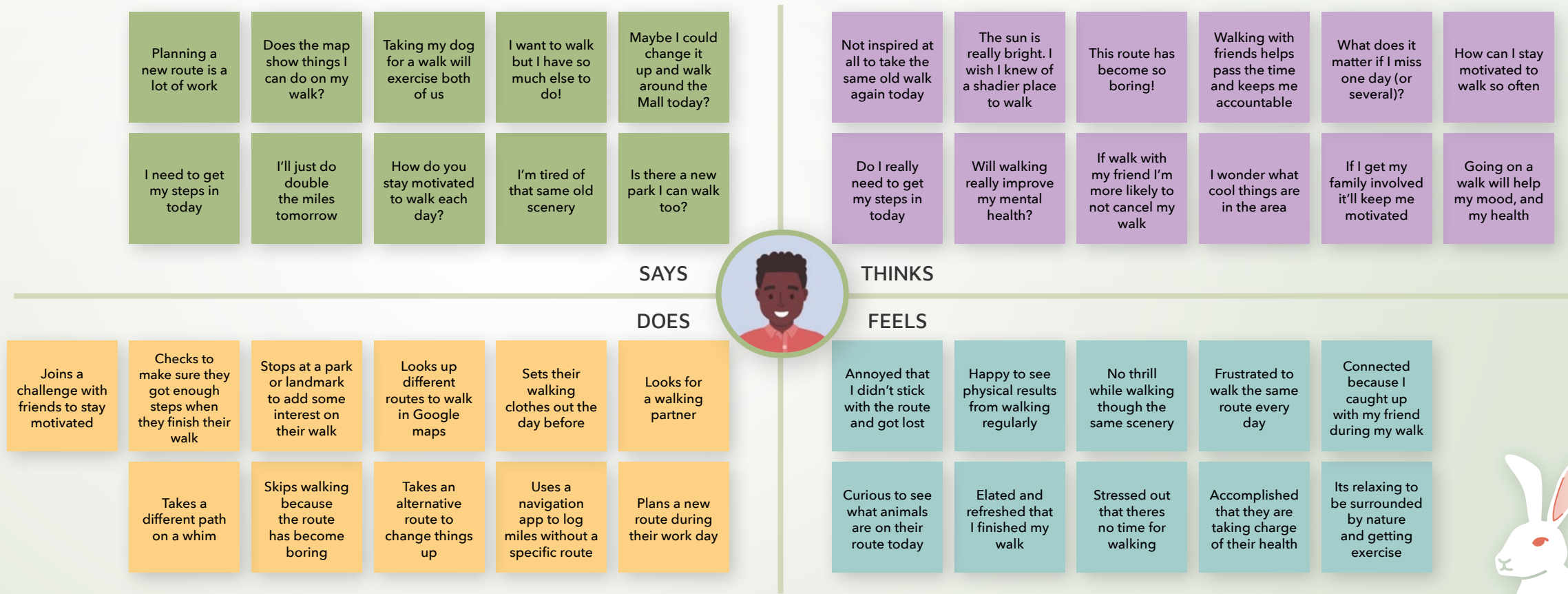
- The majority of fitness apps utilize user-generated content

GAPS FROM COMPETITORS

- ***There is a gap between fitness focused walking apps and AR integrated gamification***

- *Integrated coaching was only found in one app*

- Over half the apps lacked safety features for walking

EMPATHY MAP

My team and I visually mapped out the user's needs, motivations, and behaviors to gain deeper insights into the obstacles walkers might in their lives.

SAYS

Planning a new route is a lot of work	Does the map show things I can do on my walk?	Taking my dog for a walk will exercise both of us	I want to walk but I have so much else to do!	Maybe I could change it up and walk around the Mall today?
I need to get my steps in today	I'll just do double the miles tomorrow	How do you stay motivated to walk each day?	I'm tired of that same old scenery	Is there a new park I can walk too?

THINKS

Not inspired at all to take the same old walk again today	The sun is really bright. I wish I knew of a shadier place to walk	This route has become so boring!	Walking with friends helps pass the time and keeps me accountable	What does it matter if I miss one day (or several)?	How can I stay motivated to walk so often
Do I really need to get my steps in today	Will walking really improve my mental health?	If walk with my friend I'm more likely to not cancel my walk	I wonder what cool things are in the area	If I get my family involved it'll keep me motivated	Going on a walk will help my mood, and my health

DOES

Joins a challenge with friends to stay motivated	Checks to make sure they got enough steps when they finish their walk	Stops at a park or landmark to add some interest on their walk	Looks up different routes to walk in Google maps	Sets their walking clothes out the day before	Looks for a walking partner
	Takes a different path on a whim	Skips walking because the route has become boring	Takes an alternative route to change things up	Uses a navigation app to log miles without a specific route	Plans a new route during their work day

FEELS

Annoyed that I didn't stick with the route and got lost	Happy to see physical results from walking regularly	No thrill while walking though the same scenery	Frustrated to walk the same route every day	Connected because I caught up with my friend during my walk
Curious to see what animals are on their route today	Elated and refreshed that I finished my walk	Stressed out that theres no time for walking	Accomplished that they are taking charge of their health	Its relaxing to be surrounded by nature and getting exercise

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CLUSTER BOARD

WANTS TO IMPROVE HEALTH

- Going on a walk will help ... and ... health
- Its relaxing to be surrounded by nature and getting exercise
- ... checks to make sure they got enough steps when they finish their walk
- Happy ... physical results from walking regularly
- ... ed and refreshed that ... finished my ... walk
- Will walking really improve my mental health?
- Accomplished that they are taking charge of their health

ROUTE PLANNING

- Planning a new ... a lot of ... k
- Looks up different routes to walk in Google maps
- Uses a navigation app to log ... without a ... ic route
- I didn't realize this path wasn't well suited for a stroll...
- Annoyed that I didn't stick with the route and got lost
- Plans ... route during their work day

LACK OF MOTIVATION TO WALK

- How do you stay motivated to walk each day?
- Do I ... need t ... y steps in today
- I'll just do double the miles ... row
- How can I stay motivated to walk so often
- What does it matter if I miss ... ay (or ... al)?
- Skips walking because the route has become boring

WANTS TO WALK WITH OTHERS

- Taking my dog for a walk will exercise both of us
- If I g ... family ... it'll keep me motivated
- If walk with my friend I'm more likely to not cancel my walk
- Conne ... becau ... caught up with my friend during my walk
- Looks for a walking partner
- Joins a challenge with friends to stay motivated
- ... king with friends helps pass the time and keeps me accountable

BORED DURING WALK

- I'm tired of ... e old ... ery
- This route has become so boring!
- Stops at a park or landmark to add some interest on their walk
- Frustrated ... walk the same route every da ...
- Not inspired at all to take the ... d walk ... oday
- Takes an alternative route to change things up
- No thrill while walking though the same scenery

EXPLORING

- Takes a different path on a whim
- I wond ... cool th ... in the area
- Does the map show things I can do on my walk?
- The su ... really br ... wish I knew of a shadier place to walk
- ... could change it up and walk ... nd the ... today?
- Is there a new park I can walk too?
- Curious to see what animals are on their route today

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INITIAL INSIGHTS

The **cluster board** proved instrumental in highlighting key learnings and pain points extracted from our qualitative data, insights, and observations and pinpoint major opportunities for our project.

KEY FINDINGS

• Walking by itself is not enough to motivate users to walk regularly

• Researching new routes is time consuming and hinders new adventures

• A change in scenery or activities will minimize boredom during walks

• Community support or 'accountabilibuddies' increase success

PAIN POINT SURVEY

I conducted an initial survey of **26 potential users** to find common pain points of people who expressed a desire to walk but failed to do so on a regular basis. The findings showed:
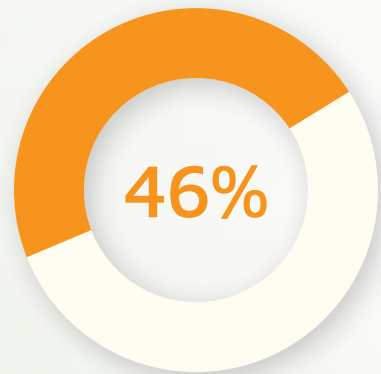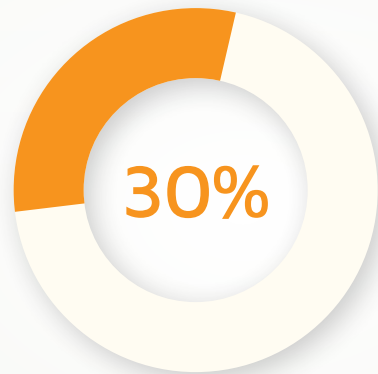
46%	30%	27%	23%	23%
TIME CONSTRAINTS	**MOTIVATION**	**SUPPORT** (SOCIAL)	**BOREDOM** DURING WALK	**WEATHER**
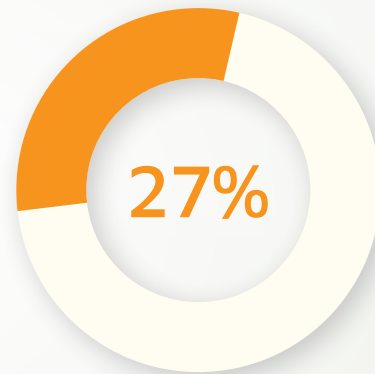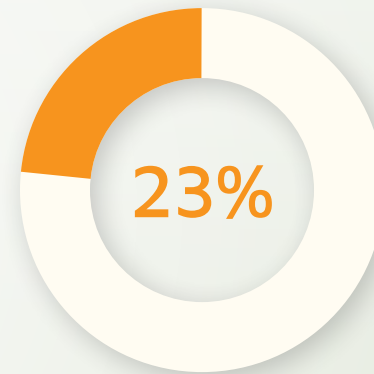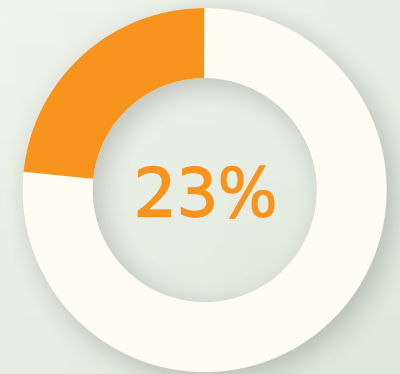
AREA OF FOCUS

SURVEY COMMENTS

"I'd love to walk more, but none of my friends or family are interested."

Olivia, 67
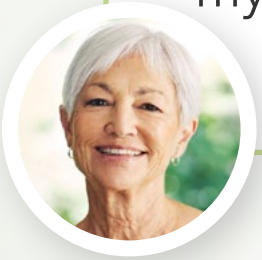
"Walking around my neighborhood gets so monotonous. I crave variety and excitement!"

Tyler, 23

"It feels like just another chore on my never-ending to-do list."

Brian, 52

"I'd rather spend my free time doing something I enjoy, like playing Candy Crush."

Sarah, 29

USER PERSONAS

I used data collected from the survey to create 4 detailed user personas, considering factors such as age, fitness goals, and technological proficiency. I identified key motivations for walking, such as health improvement, stress relief, and social connection.

Hillary Martinez

Age
35

Occupation
Stay-at-home Mom

Income
Moderate

Health
Prioritizes staying healthy to keep up with her kids and maintain overall well-being.

BIO
Hillary is a dedicated mother of two energetic kids. She values her health and tries to incorporate walking into her daily routine. However, balancing her responsibilities at home often leaves her with limited time for exercise.

VALUES
Family
Health
Convenience

NEEDS
Convenient ways to stay active while managing her children's schedules.

PAIN POINTS
Difficulty findi[ng] dedicated exe[rcise] guilty for prior[itizing] health over fa[mily].

GOALS
Stay physically fit, set a positive example for her children, and manage stress.

CHALLENGES
Finding walkin[g] for strollers, st[...] amidst hectic [...]

BUYING DECISION PROCESS
Hillary will prioritize an app that offers family-friendly walking [...] allows for flexibility in scheduling walks, and provides motiva[tional] challenges or rewards. She will likely consider reviews from oth[ers] and the ease of use of the app.

Neil Davis

Age
60

Occupation
Accountant

Income
Moderate

Health
Sees walking as a manageable way to improve his overall health and well-being.

BIO
Neil leads a predominantly sedentary lifestyle due to his desk job as an accountant. Concerned about his health, he has decided to start walking regularly as a simple yet effective way to improve his fitness.

VALUES
Health
Simplicity
Progress

NEEDS
Guidance on starting a walking routine, motivation to stick to it.

PAIN POINTS
Feeling over[whelmed] prospect of [...] journey, lack[...]

GOALS
Improve cardiovascular health, lose weight, and increase energy levels.

CHALLENGES
Overcoming [...] exercising, s[...] with a new r[...]

BUYING DECISION PROCESS
Neil will look for apps that offer beginner-friendly walking pro[grams] resources on the benefits of walking, and motivational feature[s] and reminders. He may also consider apps that integrate with [...] trackers for added accountability and data tracking. Cost-effe[ctive] friendly interface will also be important factors in his decision[...]

Evan Johnson

Age
24

Occupation
Marketing Assistant

Income
Entry-level

Health
Sees exercise as essential for physical and mental well-being.

BIO
Evan recently graduated from college and has realized the importance of maintaining a healthy lifestyle. They are eager to incorporate walking into their routine as a starting point for becoming more physically fit.

NEEDS
Guidance on setting achievable fitness goals, motivation to stick to a routine.

PAIN POI[NTS]
Lack of kn[owledge] effective walking routines, struggling with motivation to exercise regularly.

GOALS
Improve physical fitness, boost energy levels, and establish a sustainable exercise habit.

CHALLENGES
Balancing work demands with personal wellness goals, overcoming inertia to start exercising.

BUYING DECISION PROCESS
Evan will be drawn to apps that offer personalized workout plans tailored to their fitness level and goals, as well as features like progress tracking and motivational reminders. They may also consider the affordability and social aspects of the app, such as the ability to connect with other users or join virtual walking groups.

Claire Thompson

Age
30

Occupation
Freelance Photographer and Blogger

Income
Variable

Health
Prioritizes staying active to counterbalance sedentary work and maintain mental clarity.

BIO
Claire leads a busy life as a freelance photographer and content creator. She values staying active to counterbalance her sedentary work and finds inspiration for her creative projects during walks.

VALUES
Creativity
Flexibility
Personal Growth

NEEDS
Flexibility to integrate walks into her irregular work schedule, inspiration for creative ideas during walks.

PAIN POINTS
Struggling to find time for exercise amidst deadlines, experiencing creative blocks.

GOALS
Maintain physical and mental well-being, find inspiration for her creative projects.

CHALLENGES
Juggling multiple projects, staying motivated during solo walks.

BUYING DECISION PROCESS
Claire will prioritize apps that offer flexible scheduling options and features that inspire creativity during walks, such as audio guides highlighting points of interest or prompts for photography challenges. She may also consider the app's compatibility with her existing productivity tools and the availability of a supportive online community.

Design

After completing the research, I started the design phase of the project, which included the following activities.

EPICS & USER STORIES

SEARCH FOR ROUTE	CREATE CONTENT	MOTIVATION TO WALK
As a walker I need to be able to plan a route based on the steps goal I have for the day.	As a user, want add that there's a broken sidewalk so others know strollers will be difficult.	I want to look forward to a new challenge every week to keep me excited about going on my walks.
I need to be able to search routes near my location so that I don't have to travel far to go on my walk.	As a contributor I want to be able to share my custom routes with others so others can use my route.	I want to receive positive feedback for the length of the walk I complete.
As a user, I need to be able to filter the search results based off the walking environment.	As a parent I want to add where there's a playground on this route.	As a social person I want to be able to plan a walk with a friend so that the time passes more quickly.

I wrote epics and user stories to shape the direction of the product and help to identify what the user's needs were.

USER WORKFLOWS: OVERVIEW

User flows provide how an app feels as a person moves from page to page. As the UX Designer on this project, I started by creating 4 user flows for Walking Bunny: New User, Returning User, AR walk, and Record a Route. I start with user workflows with the stake holders to:
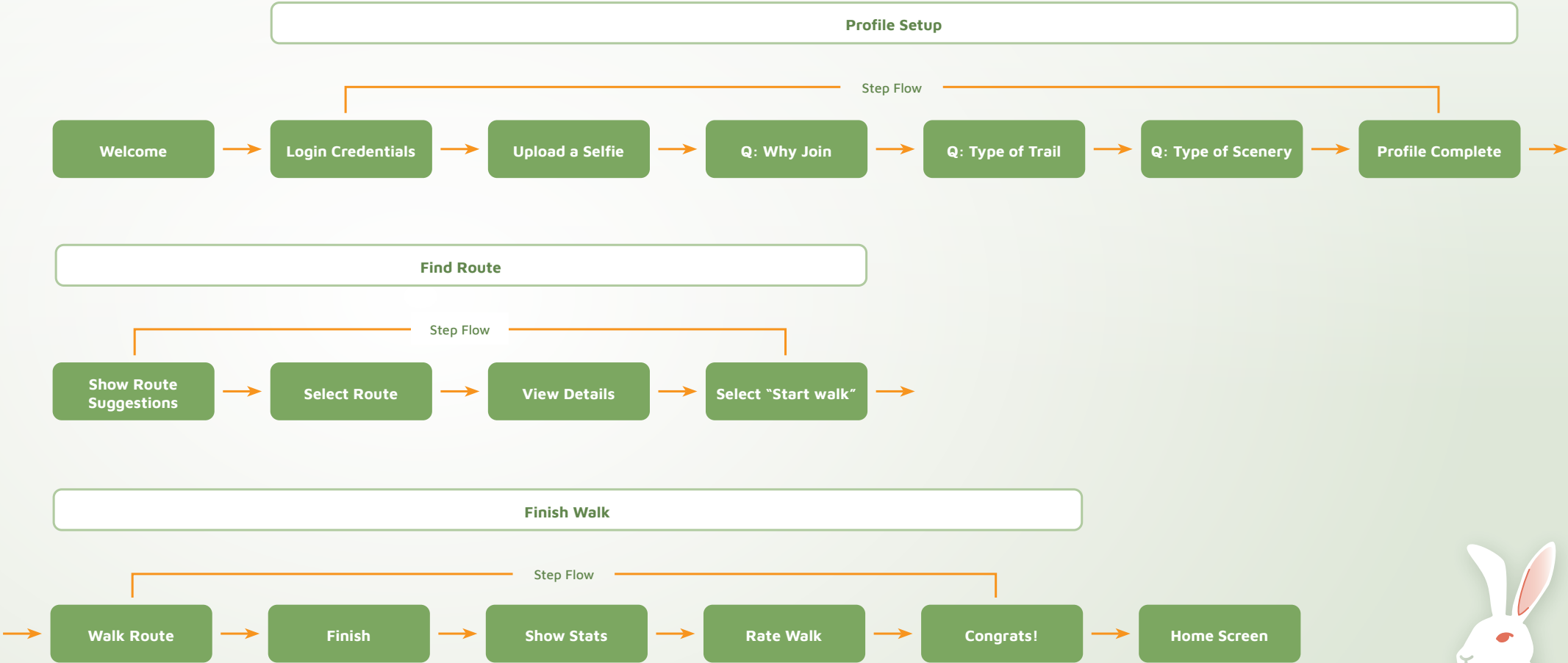
- Explore possibilities and processes without going into visual design.

- Optimize the workflow, identify gaps, and find new opportunities.
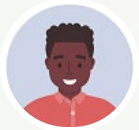
- Determine the user interface based upon the final workflow.

USER WORKFLOWS: NEW USER

Hillary Martinez

Profile Setup

Step Flow

Welcome → Login Credentials → Upload a Selfie → Q: Why Join → Q: Type of Trail → Q: Type of Scenery → Profile Complete →

Find Route

Step Flow

Show Route Suggestions → Select Route → View Details → Select "Start walk" →

Finish Walk

Step Flow

→ Walk Route → Finish → Show Stats → Rate Walk → Congrats! → Home Screen

USER WORKFLOWERS: RETURNING USER

Evan Johnson

Find Route

Step Flow

Login → Discover → Select "Popluar Route" → Select Route → View Details → Select "Start walk" →

Finish Walk

Step Flow

→ Walk Route → Finish → Show Stats → Rate Walk → Congrats! → Home Screen
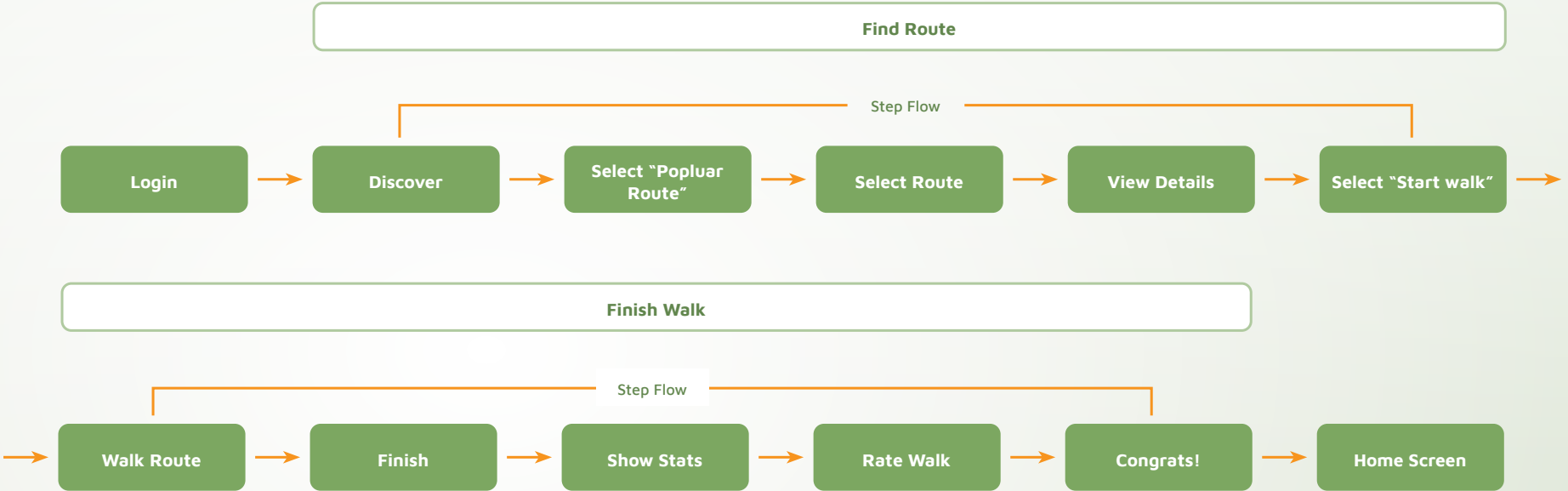
USER WORKFLOWS: AR WALK

Neil Davis

Start Walk	Toggle	Plant Flower

Step Flow

Start Walk → Toggle "Enhanced View" → Select Flower Icon → Choose a Flower → Close Screen → Plant Flower (Tap Screen) → Approve Placement →

Water Flower	Toggle

Step Flow

Select Watering Can Icon → Water (Tap Location) → Put Away Watering Can (Tap Location) → Toggle "Map View" →

Finish Walk

Step Flow

Walk Route → Finish → Show Stats → Rate Walk → Congrats! → Home Screen

UX SKETCHES

With the workflows optimized, I created the initial sketches for the product screens. All of the product screens were refined, reviewed, and revised with the product stakeholders.
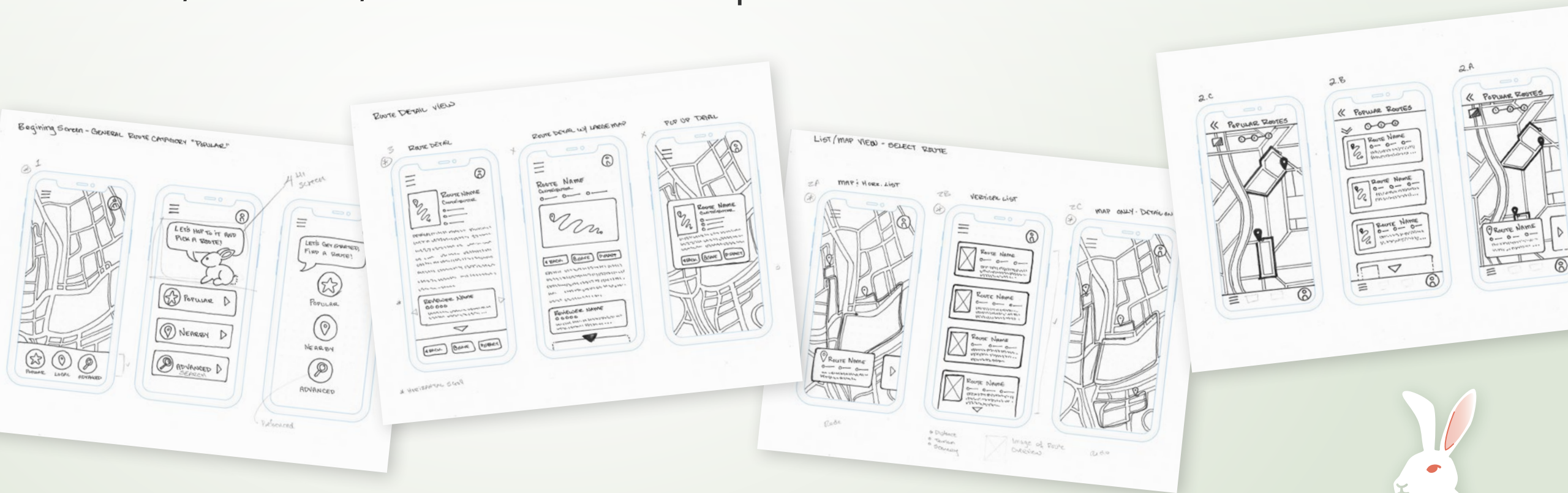
WIREFRAMES

After completing the UX sketches, I created low fidelity wireframes. As a UX Designer, I used low fidelity wireframes to quickly collaborate with my stakeholders to get alignment and feedback.

KEY FINDINGS

- Easier to determine gaps without committing to a full design

- Easier to explore different opportunities

- Something that could be tested with users as a representation without committing as much time to a final design

WIREFRAMES
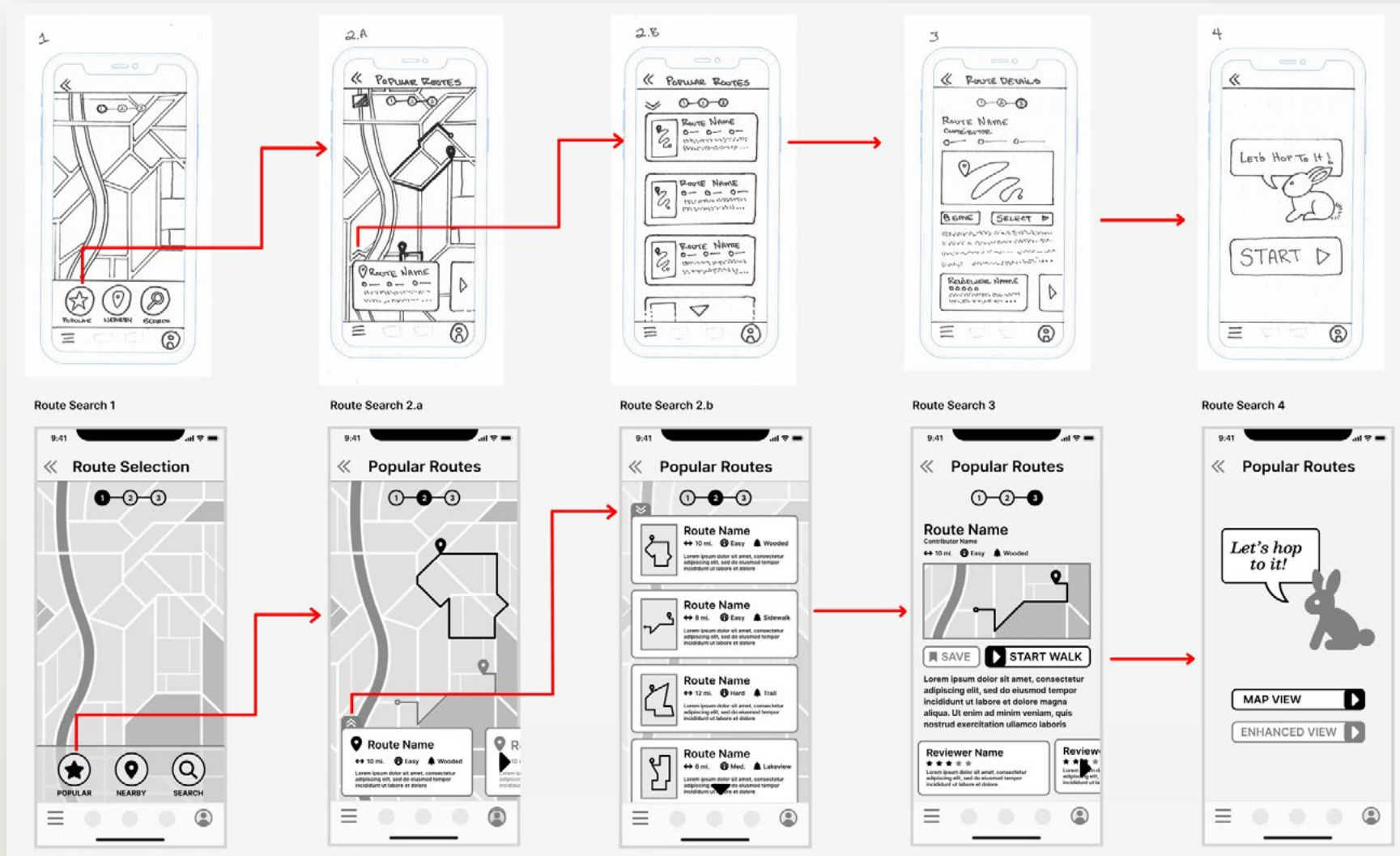
Branding

Then we moved to finalizing the brand elements that would really give the app its personality.

CULTIVATING CHARACTER THROUGH BRANDING

Our goal in the Visual Design of Walking Bunny was to craft a vibrant and visually captivating presence to exquisitely shape our lively and health-conscious brand identity. I personally crafted all brand aspects including, the name, logo, color scheme, and bunnies.

DESIGN SYSTEM OBJECTIVES

- I factored in the look and feel formed by our moodboard

- With a desire to have a fun, whimsical aesthetic

- While maintaining a clean appearance

AN IDEAL COMPANION

We needed to choose an animal that people would feel comfortable with. Using a bee, for instance, may be problematic for those allergic to them or who have a negative past experience with them.

IDEAL ANIMAL SURVEY

- Bird: 7 respondents

- Rabbit: 10 respondents

- Squirrel: 6 respondents

- Butterfly: 4 respondents

- Turtle: 3 respondents

- Deer: 2 respondents

- Bee: 0 respondents (No one selected this option)

FOLLOW THE WHITE RABBIT

In an informal poll we found users preferred a white rabbit over other colors, and it offered a higher contrast than your typical field rabbit.

WHAT'S IN A NAME

The name **Walking Bunny** was chosen as a play on words for **Walking Buddy**. This means both that the app can become your buddy as it guides you through your walking experience and that you can use the app to find friends to enjoy a walk with.

Then we moved to finalizing the brand elements that would really give the app its personality.

A PUN-DERFUL TIME!

We used puns to add whimsy and levity to the interactions in the app.

During our usability testing we had people laughing out loud at some of the phrases and that's exactly what we were going for.

Hop hop hooray!

Fur-ociously fit!

Check out this ear-resistible trail nearby!

Paws for thought

Hare will you go today?

We're all ears!

Lettuce walk!

Let's hop to it!

Welcome!

Hoppy trails ahead! Welcome to the Walking Bunny family! We're thrilled to hare-elp you create your paw-some walking adventure to reach your goals!

Take a hop, skip, and jump to set up your walker profile!

Let's Hop to It!
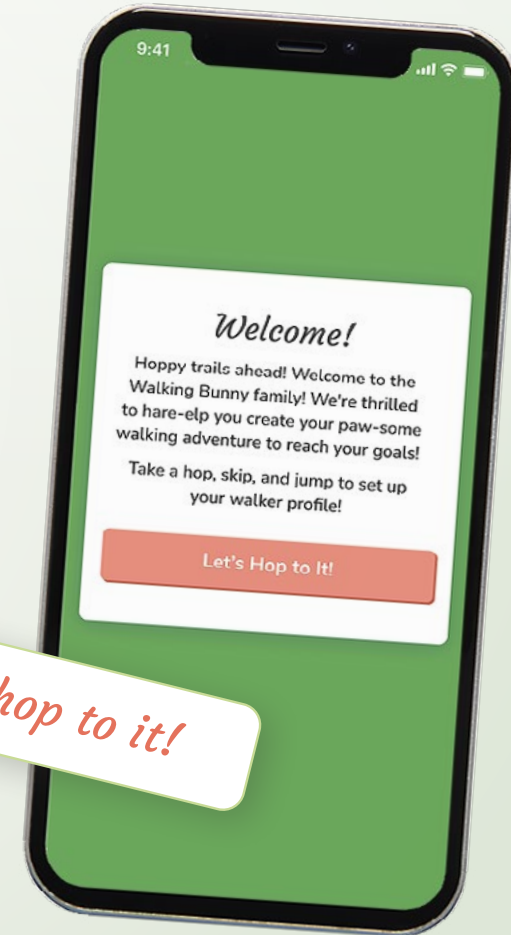
HUE-MONIOUS SHADES

Chosen for their ability to evoke a sense of serenity, soft, muted hues were curated to cultivate a calming ambiance, reinforcing a tranquil presence.

The focus on green evokes the soothing essence of nature, while a subtle salmon hue adds a touch of cheerful warmth. A deep brown serves as neutral foundation, anchoring the overall color palette.

FONTASTIC FROLICS

Well-chosen fonts enhance legibility, communicate brand personality, and helps guide users through content.

- For the main typeface I chose the well-balanced and highly-readable sans-serif **Nunito**. With its plentiful weights and emphasis, it was ideal for application throughout the app.

- **Cougarette** was chosen for the Headlines and chat bubbles. As a brush script that's not overly fancy, it creates a comforting yet expressive conversational tone.
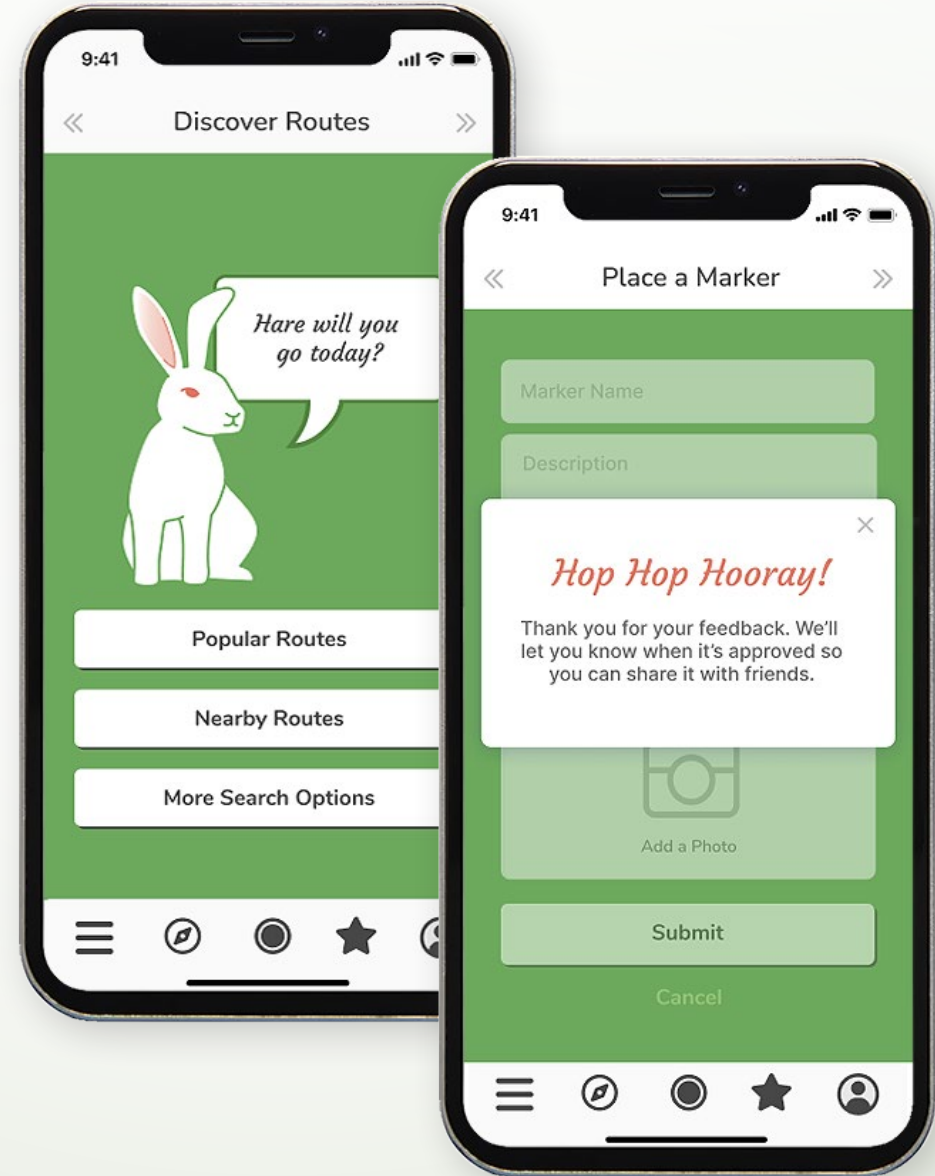
Usability Testing

I created a interactive prototype to visualize the experience for users.
Then based on their feedback made changes to the product design.

CLICKABLE PROTOTYPE

I created a clickable prototype in Figma using the feedback from UX sketching and the wireframes from the users and stakeholders.

PLANNING THE USABILITY TEST

WALKING BUNNY USABLILITY TEST PLAN

PRODUCT UNDER TEST	TEST OBJECTIVES	SPECIFIC TEST TASKS
What's being tested? What are the business and experience goals of the product?	*What are the goals of the usability test? What specific question will be answerted?*	*What are the test tasks?*
Walking Bunny, to ensure that it solves the need to motivate and guide user on walks	Determine design inconsistencies and usability problem areas within the user interface and content areas such as navigation errors, presentation errors, improper toolbar or entry field usage. Establish baseline user performance and user-satisfaction levels of the user interface for future usability evaluations.	**Scenario 1:** Set up a profile as a first time user You are a first time user, create a user profile and fill in your prefrences to get route suggestions for your first walk. **Scenario 2:** Search a route As a returning user search by popular routes, look through route options to find a route and begin your walk experience. **Scenario 3:** Walk route with AR feature Select a route and access the augmented reality portion of the application during your walk, navigate through the AR experience by planting and watering flowers.

BUSINESS CASE
Why are we doing this test? What are the benefits? what are the risks of not testing?

We want to test the nagivation, icon choice, and identify gaps that may hinder flow or understanding

PARTICIPANTS
How many participants will be recruited? What are their key characteristics?

We will use convenienced sampling and testing with friends and family

EQUIPMENT	RESPONSIBILITIES	LOCATION AND DATE
Computer, Zoom, camera, stable internet connection	Team shared facilitator, note taker	Remote testing, as available

4

INTERVIEWERS

**8**

USABILITY TESTS

3

MAJOR FINDINGS

INITIAL IMPRESSIONS

Overall, I had positive results with the 8 users tested. I found key issues with the current prototype, which I was able to quickly address.

- Update Inventory icon from a backpack to flower

- Add labels under Navigation icons

- Allow user to select multiple options when setting up their profiles

- Reduce verbiage on route descriptions where possible to not overload the user
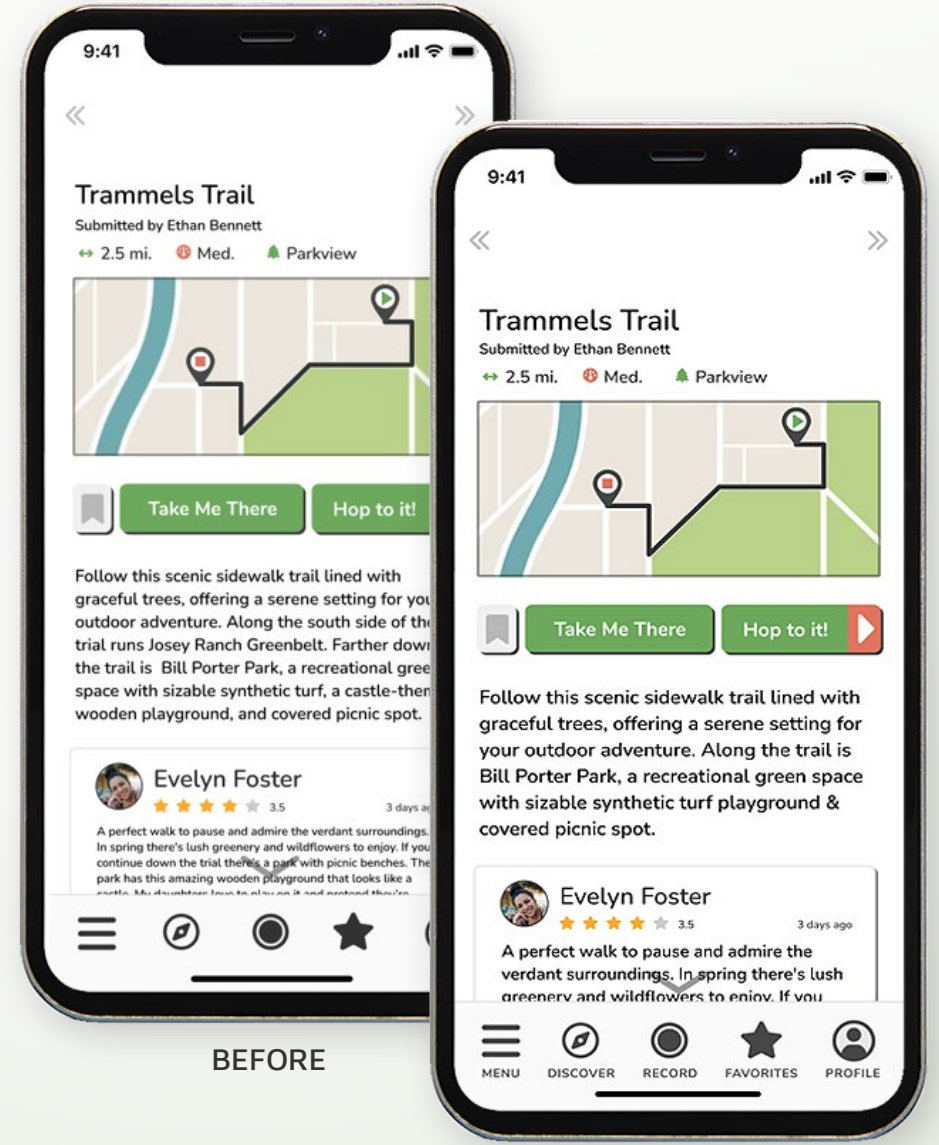

BEFORE

AFTER

Next Steps

Walking Bunny received positive feedback from users and stakeholders. The current design still needs some improvements before being implemented.

IMMEDIATE NEXT STEPS

- Create an initial walk throughs for the AR walking feature and recording a route

- Integrate functionalities that cater to stroller and wheelchair accessibility

- Outline free account limits, subscription model tiers and features, and in-app purchases

- Continue to test for feedback and iterate upon the design
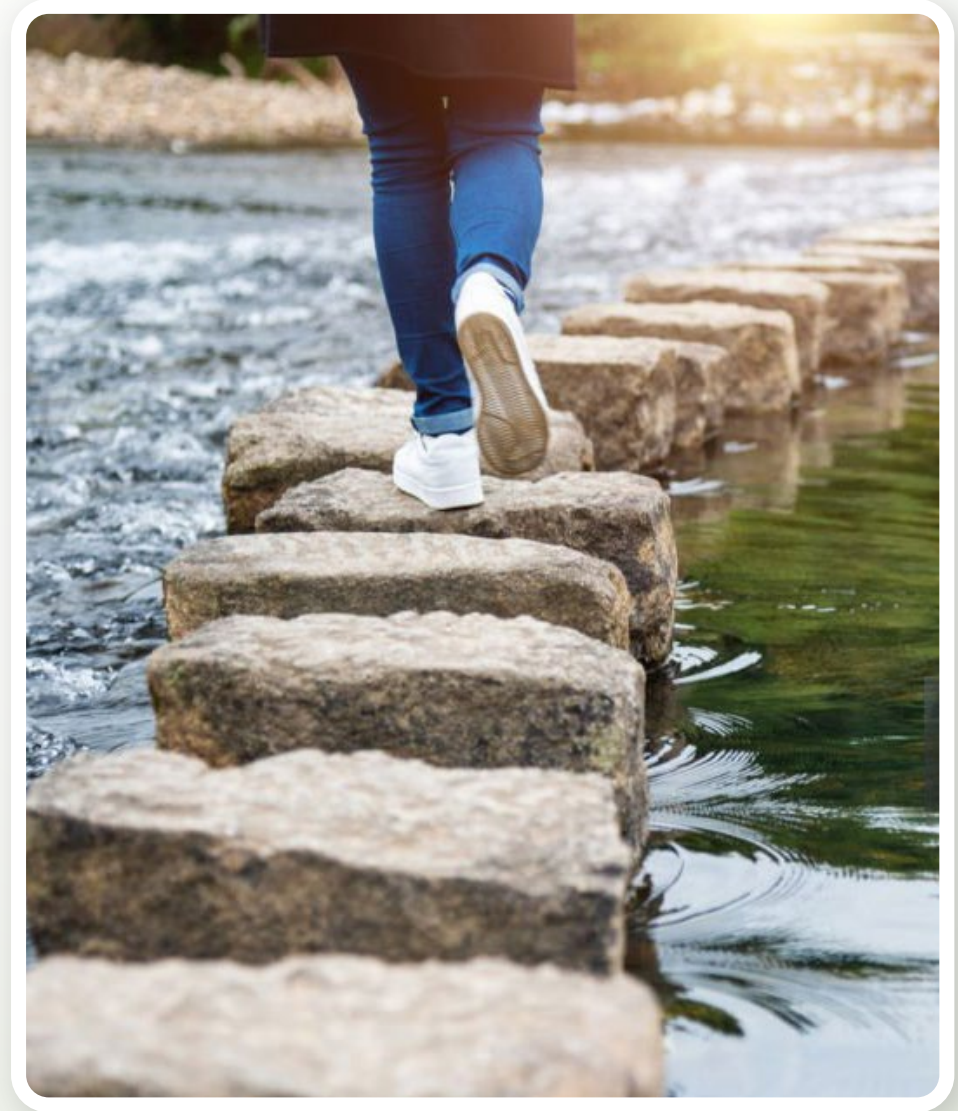
LEARNINGS

Throughout the development of Walking Bunny, I gained valuable lessons, but one insight stands above the rest: think outside the box! By comparing gamified walking apps with fitness walking apps that already existed on the market, we uncovered a significant gap between the two.

Research can be completed at all stages of the process, and I want to continue digging in deeper and testing again to make additional iterations to Walking Bunny. I am committed to building a remarkable product that inspires people to a healthier, hoppier way of life!

Thank You

Hope you have a bunny good day!

Sparrow Kelley
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