

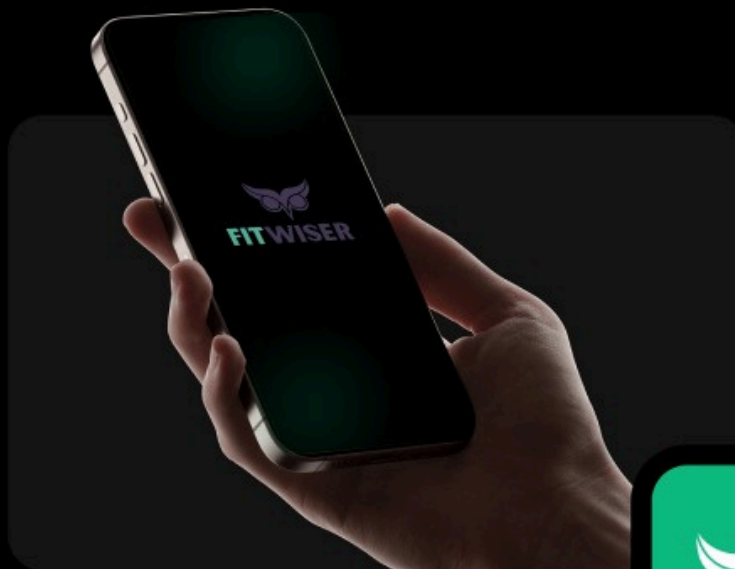
FITWISER

FITNESS TRACKING SYSTEM

ABOUT US



Fitwiser — Track your fitness journey with powerful Real-Time Analytics tailored just for you. This app can count Every Calorie with ease and stay on top of Your Nutrition Goals. Get Expert-Led Training Plans from Certified Gym Instructors anytime, anywhere. All your Health and workout needs—together In One Smart, Easy-To-Use App.



FITWIZER'S METRICS



Metric 1

39%

Increase user retention by optimizing navigation and reducing friction during onboarding.



Metric 2

68%

Improved task completion rate by simplifying user flows and eliminating unnecessary steps.



Metric 3

54%

Boosted customer satisfaction through responsive design and improved accessibility.



CHALLENGES & SOLUTIONS

Functional & Engagement Challenges

Despite offering powerful features, fitness apps often face functional challenges like inconsistent performance across devices, delayed syncing of workout data, or complex navigation that frustrates users. On the engagement front, keeping users consistently motivated is a key hurdle—many drop off after the initial excitement fades. Lack of personalized training plans, unengaging onboarding, and limited progress tracking tools can lead to low daily activity and app abandonment. To succeed, the app must not only function flawlessly but also create an engaging, habit-forming experience through intuitive design, gamification, and tailored content.



Challenge

Low User Engagement

Many users lose interest after the initial sign-up due to generic content or lack of motivation.



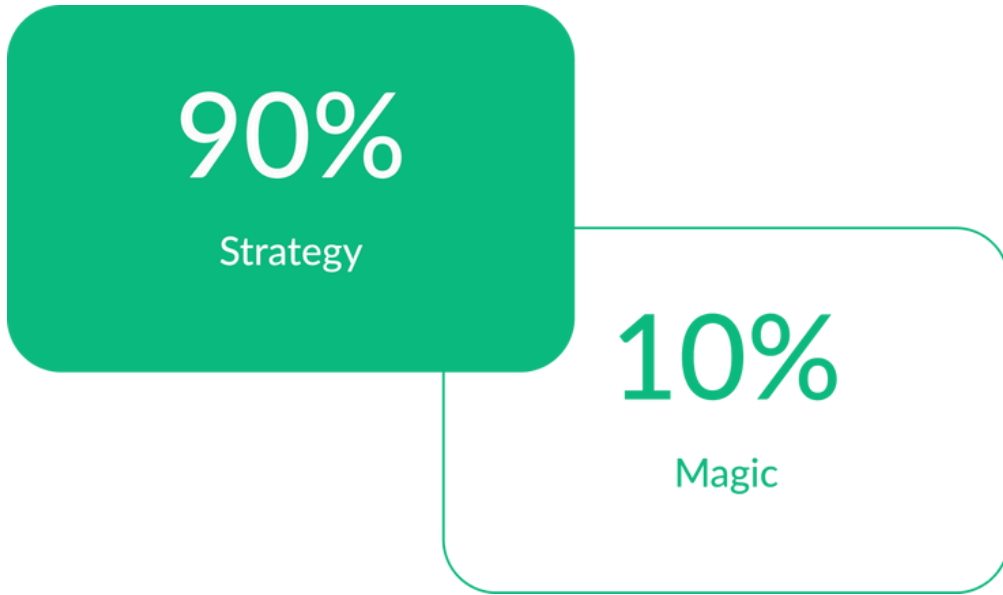
Solution

Low User Engagement

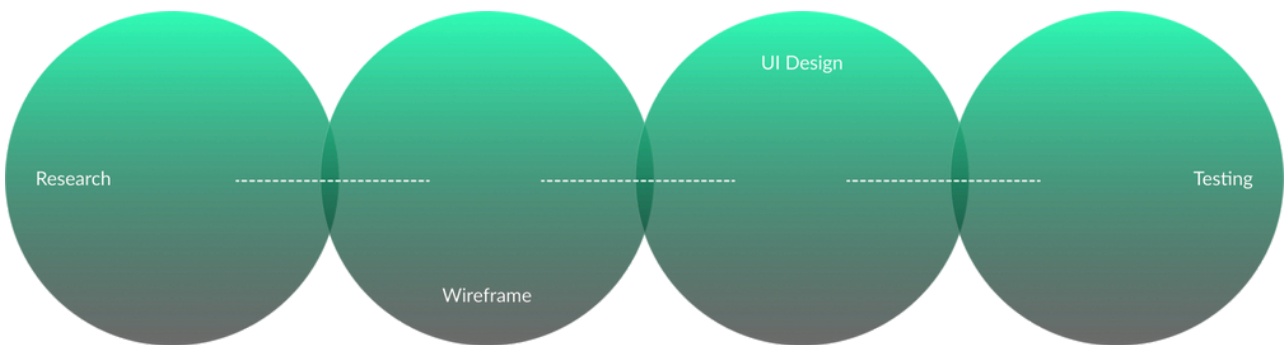
Implement personalized workout

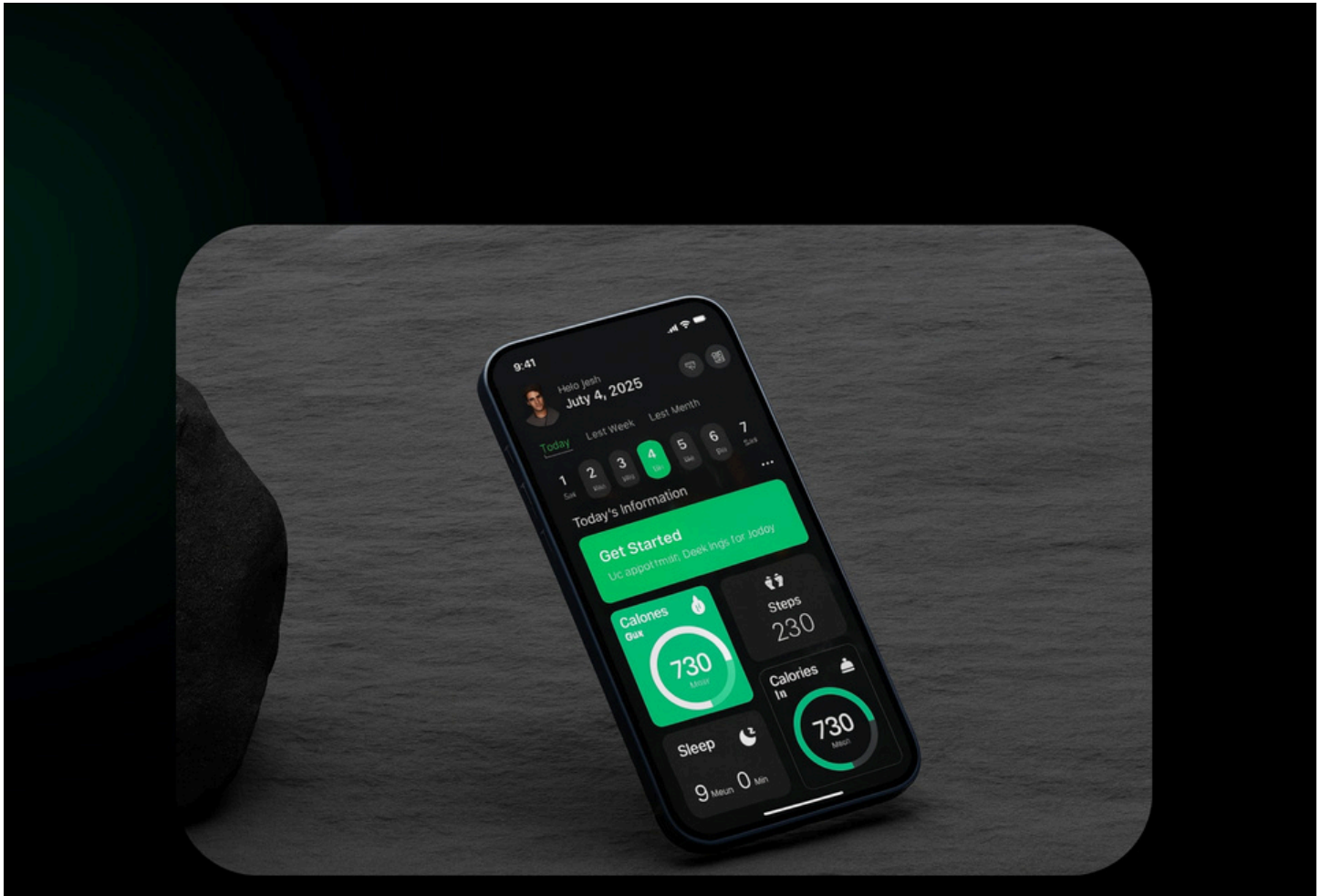
implement personalized content recommendations and progress-based milestones.

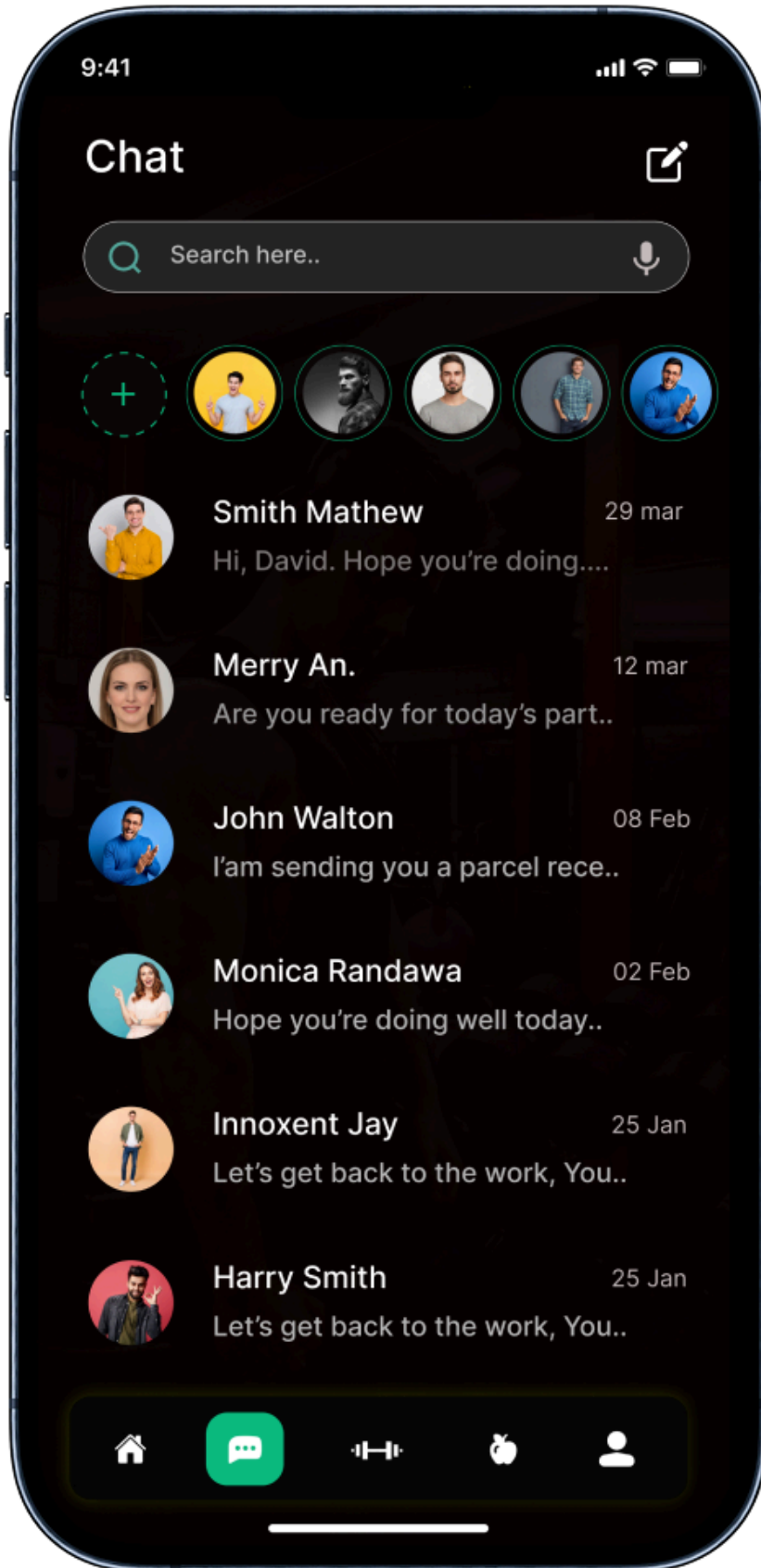
DESIGN PROCESS



Our design process was deeply user-centered, focused on balancing function with emotional engagement. We followed a structured approach—starting with user research and journey mapping, moving into wireframing, visual identity creation, and prototyping. Every design decision was backed by user intent, behavioral psychology, and usability best practices.

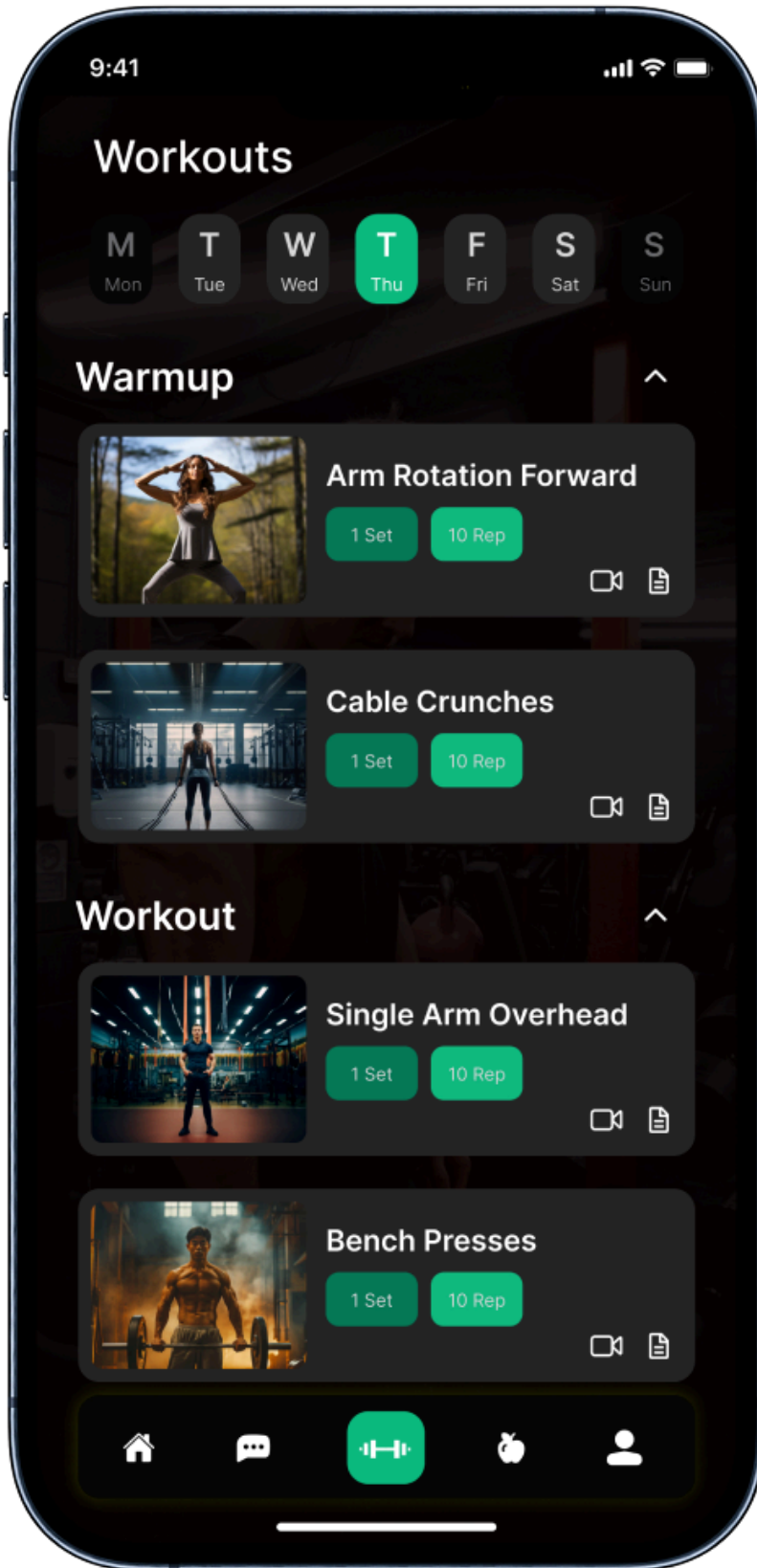






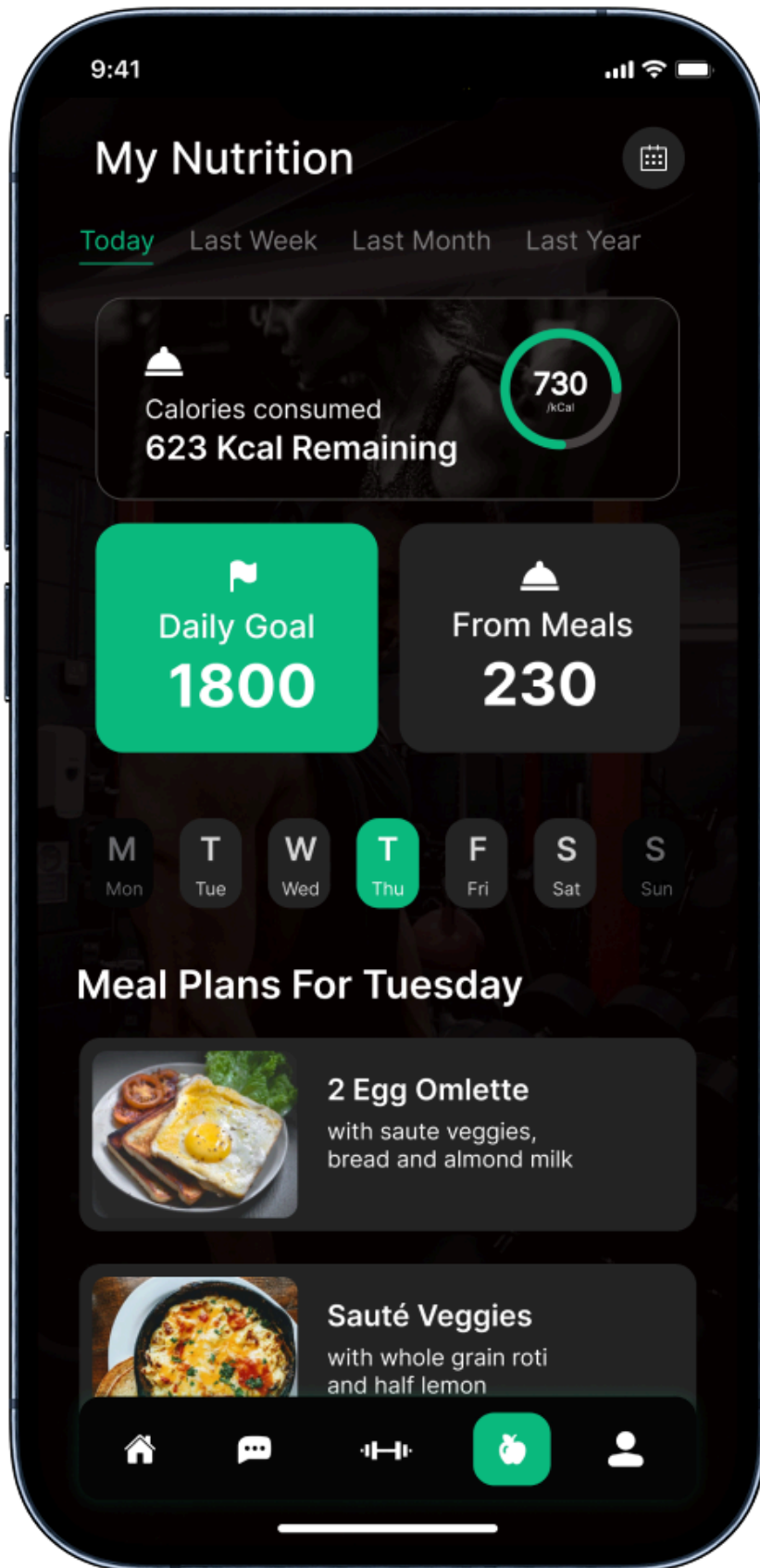
Chat & Messages

The chat screen of Fitwiser adds a much-needed human touch to fitness tracking by fostering real-time connection and accountability. Whether it's a coach checking in, a friend cheering you on, or a teammate syncing up for a group challenge, the chat interface is clean, intuitive, and personal. With profile icons, recent messages, timestamps, and a prominent search bar, users can easily stay in touch and keep the conversation flowing. The story-style circular avatars at the top add a layer of familiarity and fun—making fitness not just a solo grind, but a shared journey. Fitwiser doesn't just monitor your health; it makes sure you never walk alone on your path to wellness.



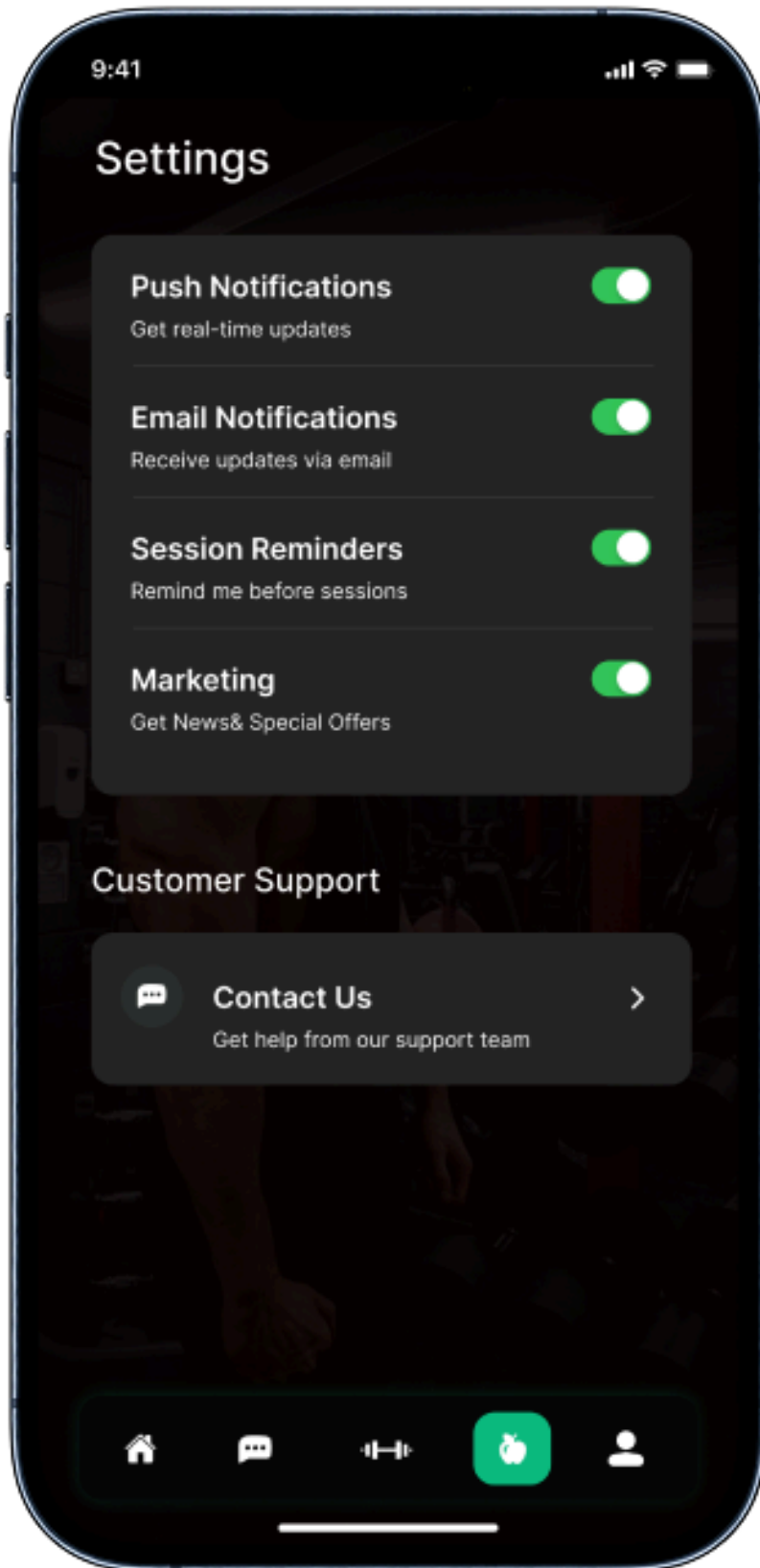
Workout Sessions

The workouts screen in Fitwiser is your personal training space—simple, structured, and motivating. With a clear day-selector at the top and a scrollable list of tailored exercises, it brings organization to your fitness routine without overwhelming you. Each workout is visually supported with striking images and neatly labeled with sets and reps, making it feel more like guidance than a task list. Whether it's warming up with arm rotations or going all-in on bench presses, this screen keeps things focused and fluid. The embedded video and notes icons show that it's not just about doing—it's about doing it right. Fitwiser turns your phone into your coach, planner, and motivator—all in one screen.



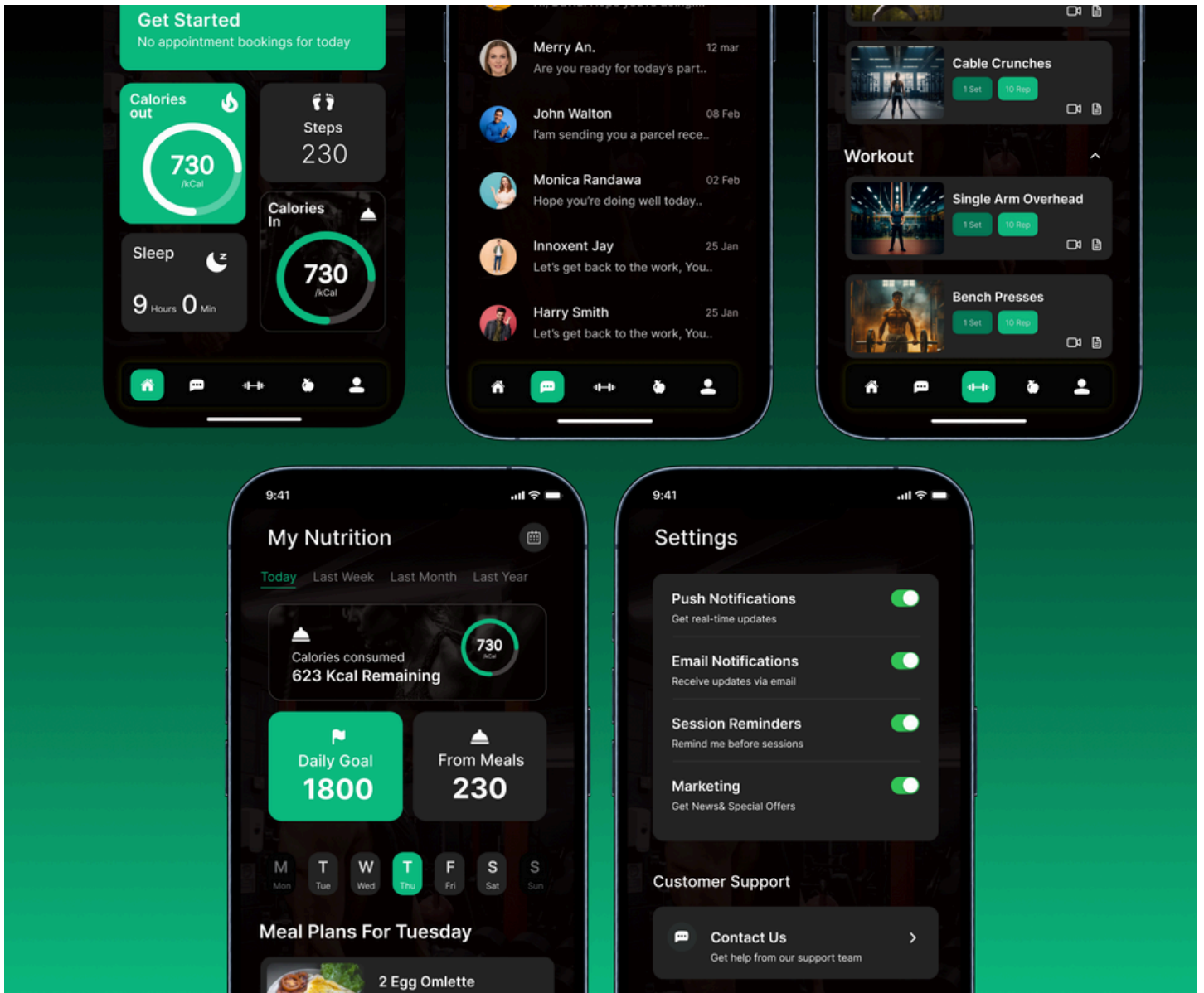
My Nutrition

The Nutrition screen of Fitwiser feels like having a personal dietitian in your pocket—one who not only tracks your calories but also guides your daily choices with realistic, delicious meal plans. It shows you where you stand, how far you have to go, and what you've already eaten in a format that's friendly, focused, and non-judgmental. With clearly defined calorie goals, progress rings, and simple weekday toggles, it transforms healthy eating from a chore into a conscious, informed lifestyle. The appetizing visuals and wholesome meal suggestions make nutrition feel less about restriction and more about nourishment—with Fitwiser helping you strike that perfect balance between fuel and flavor.



Settings Screen

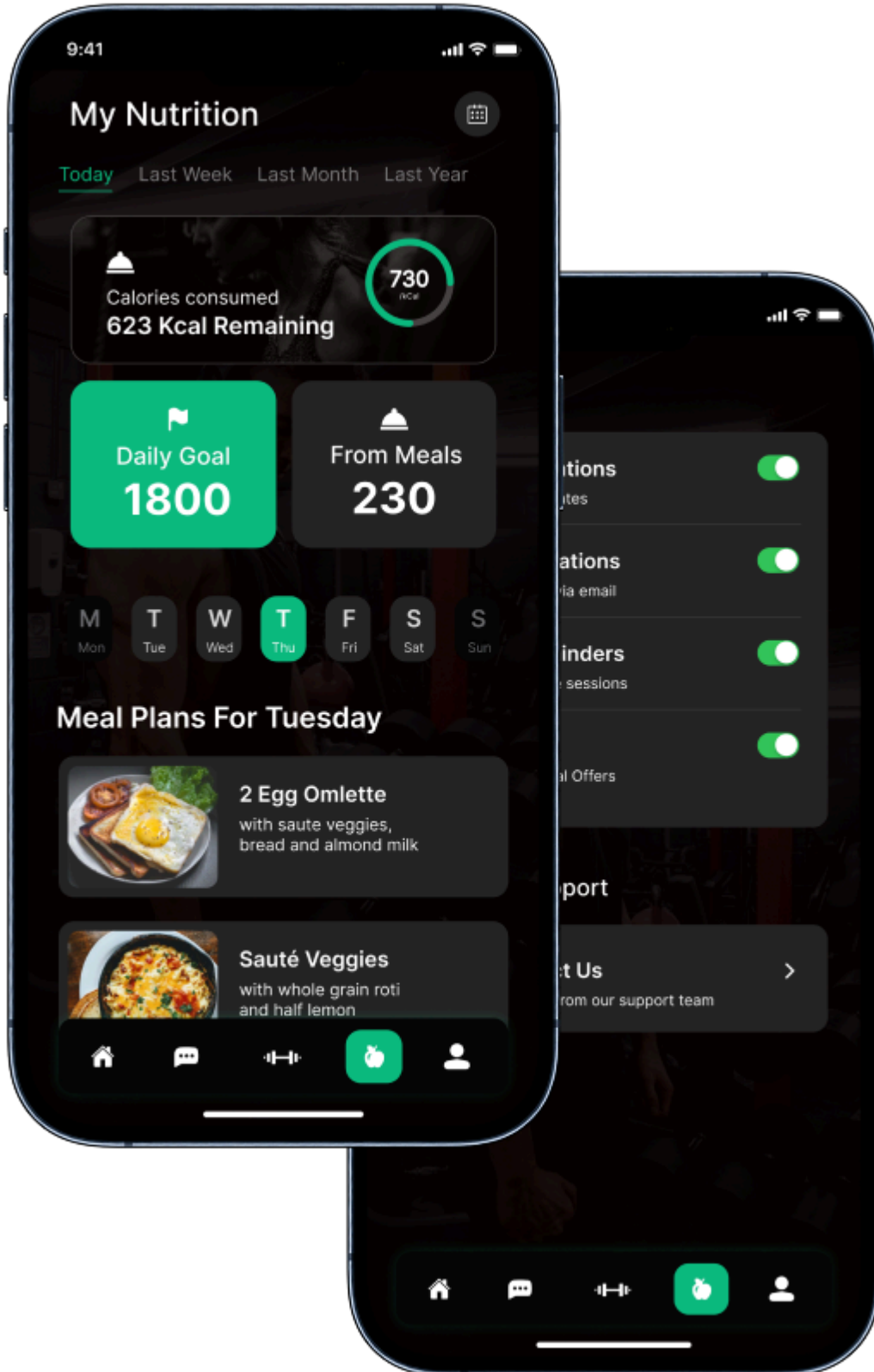
The settings screen of Fitwiser is where simplicity meets control—giving users quiet power over how they experience their fitness journey. With just a few intuitive toggles, users can personalize how and when they receive reminders, updates, and exclusive offers. It respects your boundaries while keeping you informed, letting you stay connected without ever feeling overwhelmed. And if you ever need a helping hand, the “Contact Us” section is just a tap away—reminding you that support is always within reach. It’s not just about configuring an app; it’s about crafting an experience that works on your terms.



APP RESULT

The outcome of our design sprint wasn't just a beautiful interface—it was a strategically crafted experience that translated effortlessly into development. With a focused team of 4 designers over 4 weeks, we delivered 30 production-ready screens—all built with a strong foundation of design system

principles and developer-aligned components. This ensured seamless handoff and faster implementation with minimal rework. As a result, the product launched smoothly and achieved immediate traction, reaching 9,000 daily active users. The combination of scalable design, clean documentation, and real-time collaboration made this project a success not only for users—but for developers too.



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