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CONCEPT & IDEATION



Application Name: HR Monitor

Project Idea: A digital heart rate monitoring app for amateur athletes and exercise enthusiasts that utilizes the phone's camera to measure real time heart rate.

Tag Line: Measure your heart rate at ease with one click!

Main Target Audience: Athletes

Cost: Affordable (\$)

Application Description: HR Monitor is a state of the art heart rate monitoring app, which uses the phone's camera to measure pulse rate at the tip of user's index finger and converts the measurement to the individual's real time heart rate via advanced algorithms. HR Monitor provides the means for the exercise enthusiast to measure his or her heart rate before, during and after an exercise activity.

STRATEGY

Target Audience

Roles: Individuals that workout, are involved in sports, and/or health conscious, excluding professional athletes

Demographic:

Gender: Male and Female

Age: 21 - 50 years old

Education: College or higher

Income: Working Class

Location: North America

Occupations: n/a

Marital Status: n/a

Psychographics:

Personality/Attitude: Active, Athletic, Organized, Determined

Values: Hard Work, Fitness

Lifestyles: Sporty, Healthy

User Needs

Check instant heart rate
Save heart rates to journal
Show heart rate history
Create user account
Export heart rate data

Client Needs

Convert users from free to pro version
Profit thru ads in free version
Provide a system to save data
Communicate contemp design
Appear professional

PERSONAS



James Jenson (41)
Weekend Warrior

James works at a bank. He participates in obstacle races and 5Ks once every month. He goes to the gym, but does not have a regular workout routine.



Sara Ruso (32)
Crossfiter

Sara is a middle school teacher. She works out at a crossfit gym in her area. She follows a regular workout routine and is preparing for crossfit competition.



Mike Dane (50)
Health Conscious

Mike is a general manager at Home Depot. He volunteers at his town's animal shelter on the weekends. Mike's recent annual checkup shows slight increase in his cholesterol and blood pressure, which has influenced his recent decision to join the local gym.

OUTLINE OF SCOPE



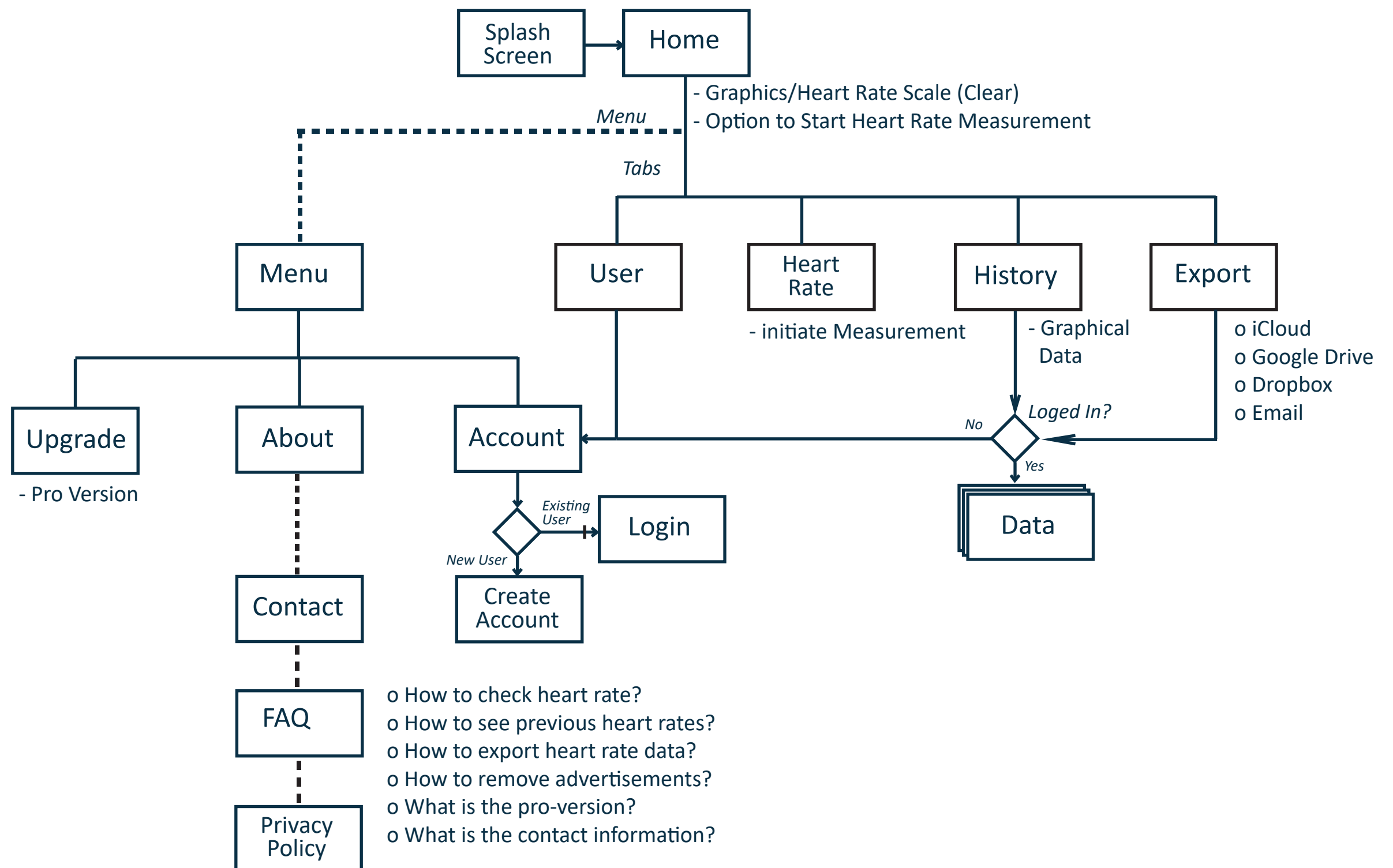
Content Requirements:

- User Tab
- Heart Rate Tab
- History Tab
- Export Tab
- Contact Info (email)
- Heart Rate Monitor/Scale
- Option to create an account
- FAQ

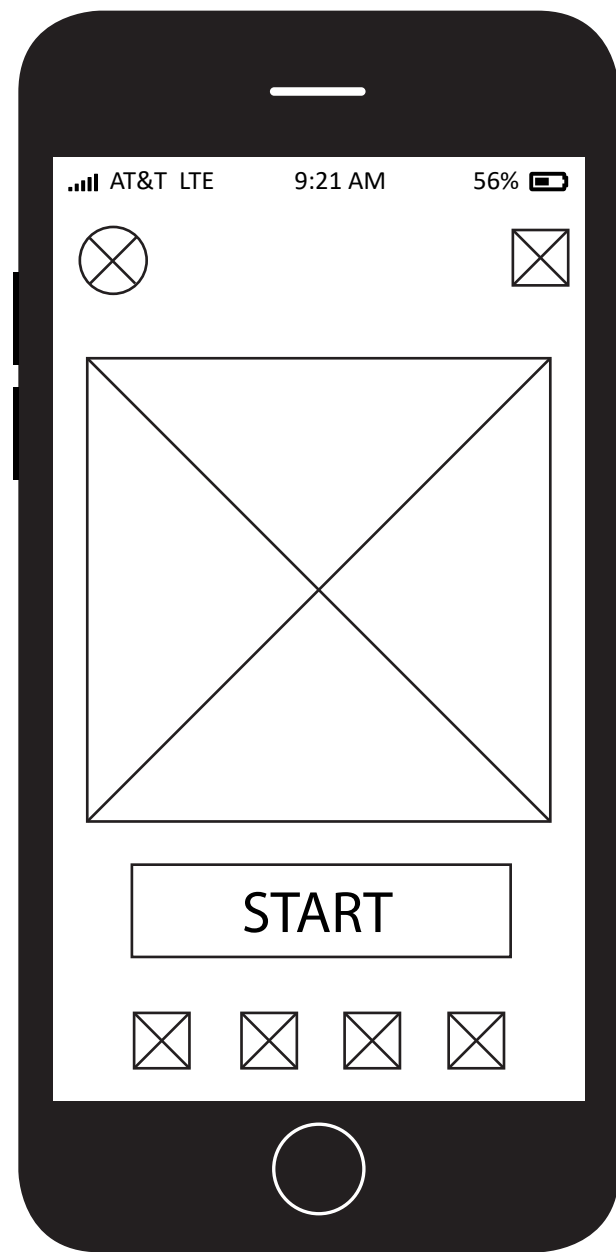
Client Requirements:

- Create an account
- Login
- Store data
- Upgrade to pro-version

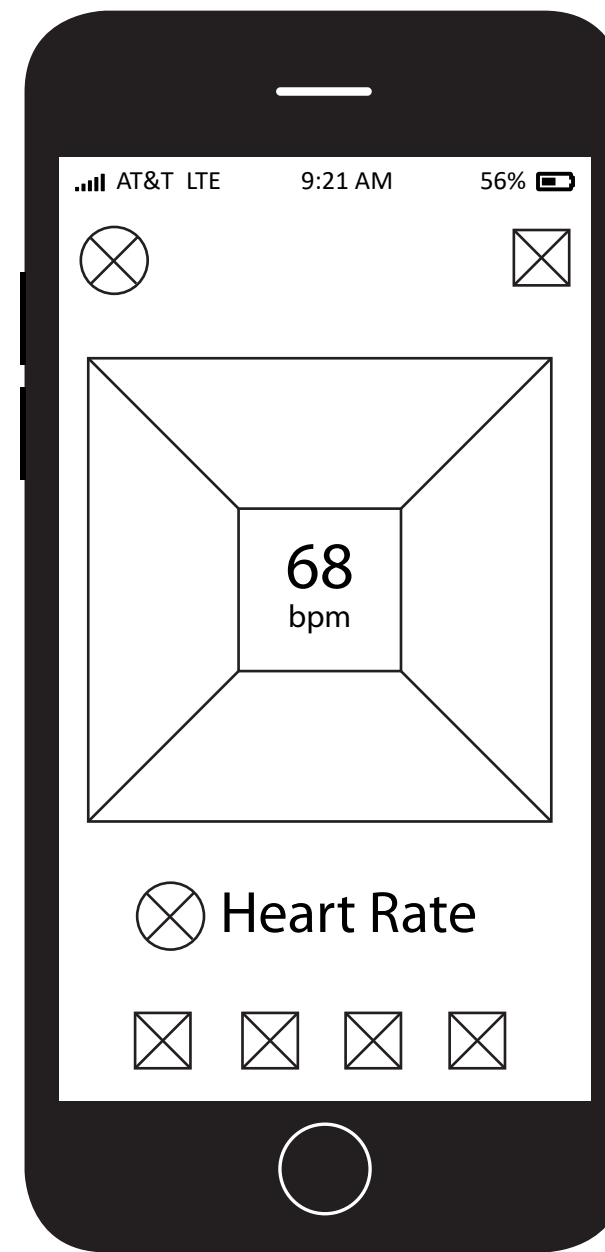
SITEMAP



WIREFRAMES



Main / Home Screen



Lower Level Screen

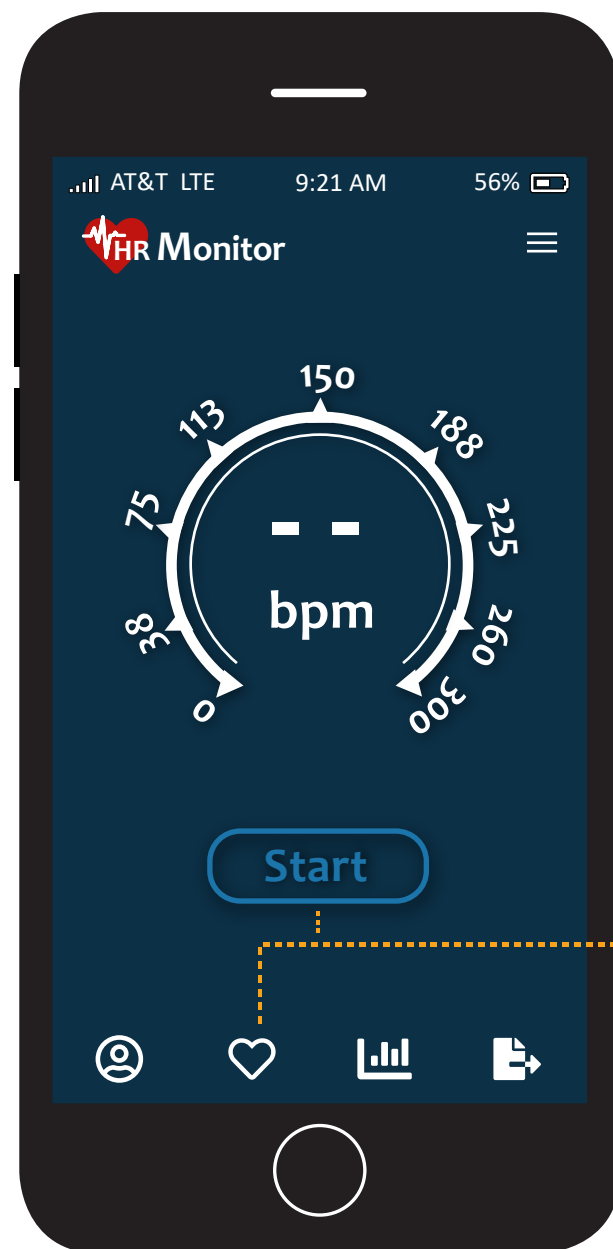
RESEARCH

Methods: Usability Testing (Paper Prototype), Desirability Study, and Survey

MOOD BOARD



MOCKUPS



Main / Home Screen



Lower Level Screen