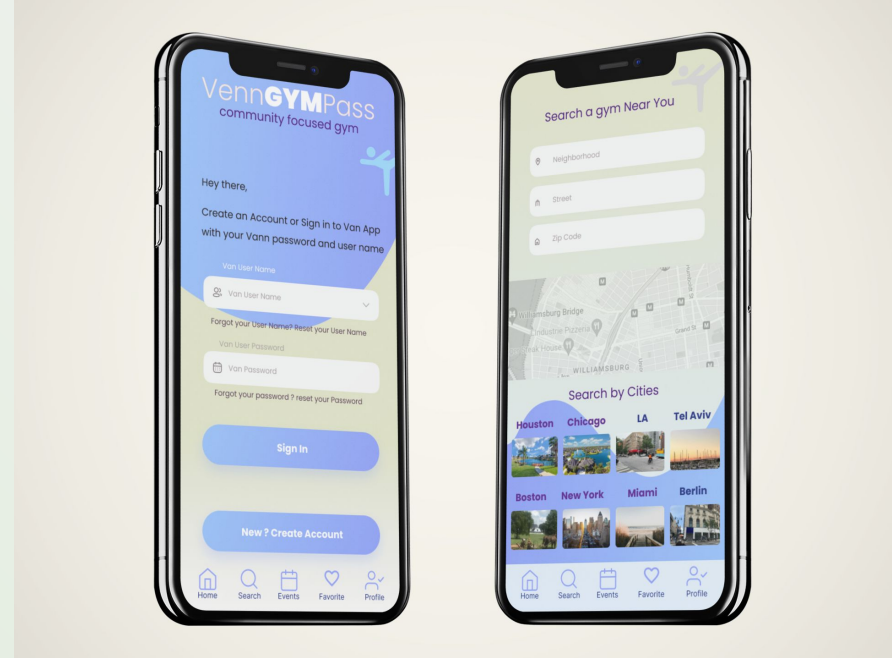


Venn-GYM-Pass-App 2023

Irit Blumenthal



VennGYMPass
community focused gym

study

study abroad in london

study abroad in new york

Syracuse

parsons

classes

studied architecture

art history class in museum

job

find a more creative job that i enjoy

full time job in ui/ux

struggle

studying subjects that i am not passionate about

always working and did not study, survive mode

need to make enough money to support daughter

finish degree one day

career change

trying to get into a new industry

different career

finding classes that im interested

Project Background:

Venn-Pass is a free gym membership belonging to Venn Global Network. It provides free access to neighborhood gyms in Venn Global network in over 32 cities worldwide. Upon signing up, the user can choose which gym they choose, if the gym is crowded, has a pool, or if they have friends and neighbors in the gym at present. After signing up to the gym they will receive the QR code and they can open the gym's door, with ease.

Venn-GYM-Pass is a free feature unique, community-focused tool that make it easier for residents to stay healthy, choose the closest gym and connect with each other & the wider community—a top predictor of retention.

About the Company Venn :

Venn-GYM-Pass is a free feature unique, community-focused tool that make it easier for residents to stay healthy, choose the closest gym and connect with each other & the wider community—a top predictor of retention.

- <https://global.venn.city/> The company is a high tech company who create an environment of renters in a hood and give them a different way of living. Venn's mission is to “help create a sense of Belonging for people in their homes and neighborhoods.” From day one, that's meant building the tech platforms, expertise, and experiences that empower people everywhere to connect with the neighbors and neighborhoods around them. From Brooklyn and Kansas City to Berlin and Tel Aviv, our seamless, localized Neighborhood Platform combines the cutting-edge of virtual community building with the timeless qualities of connection and participation that make us all feel like we belong and are part of a real community.

Why choosing Venn for my Project:

Venn-GYM-Pass is a free feature unique, community-focused tool that make it easier for residents to stay healthy, choose the closest gym and connect with each other & the wider community—a top predictor of retention.

Photo of their web site

venn

Platform Experience Careers



RSVP

The Operating System for Resident Experience.

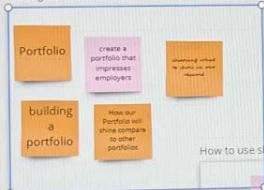
See the platform in action →

Basic clean
\$70 / Month
Subscribe

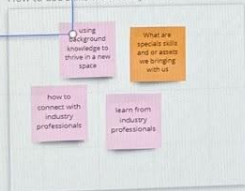
Research Guide

Problem Statement: We need to develop UX design skills to get a job.

Putting best face forward



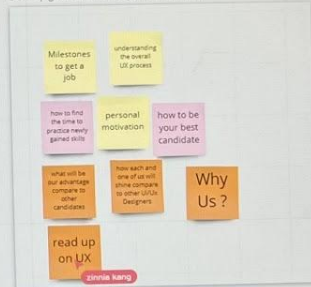
How to use skills we already have



Be the best UX designer we can be



Develop goals and find ways to meet them



Team C, Online Whiteboard for V... | Inbox (31) - antblumenthal@gmail.com | +

miro free* | Team C | Custom ratio | Lock | Search | Share

7:18 PM 9/22/2022

User Research



Research objectives

- To choose a gym in the neighborhood
- Allow users to see different types of gyms
- Allow users to see if their friends are in the gyms
- Allow the user to see if the gym is crowded
- Ensure users can sign in to the gym through the app.

- How often do users go to the Gym?
- How often do users like to swim?
- How do users usually like to exercise? With a coach or without?
- How many times a week are they going to the gym?
- Feature importance (most-least important)

Key research insights



How frequently are the users finding a gym in their neighborhood



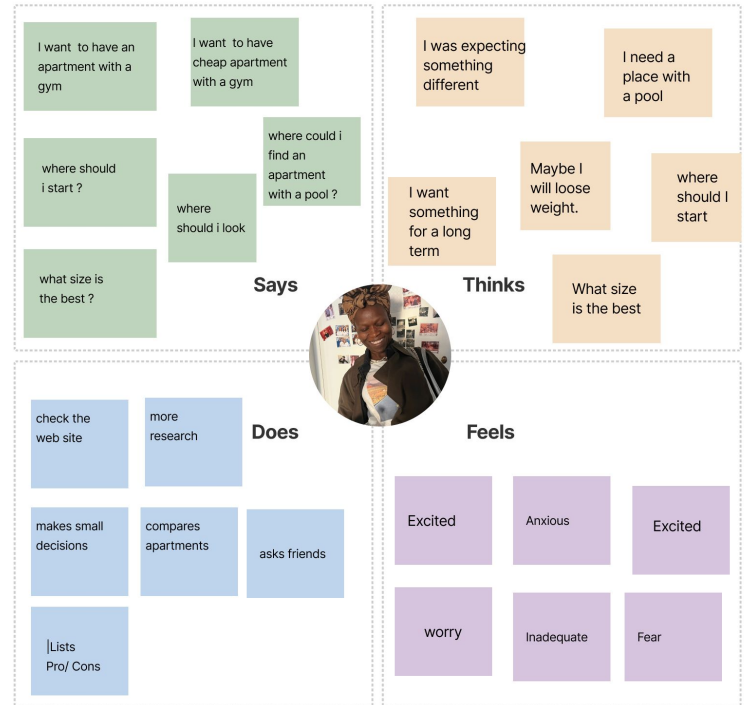
Users will be able to see which friend of theirs is going the GYM



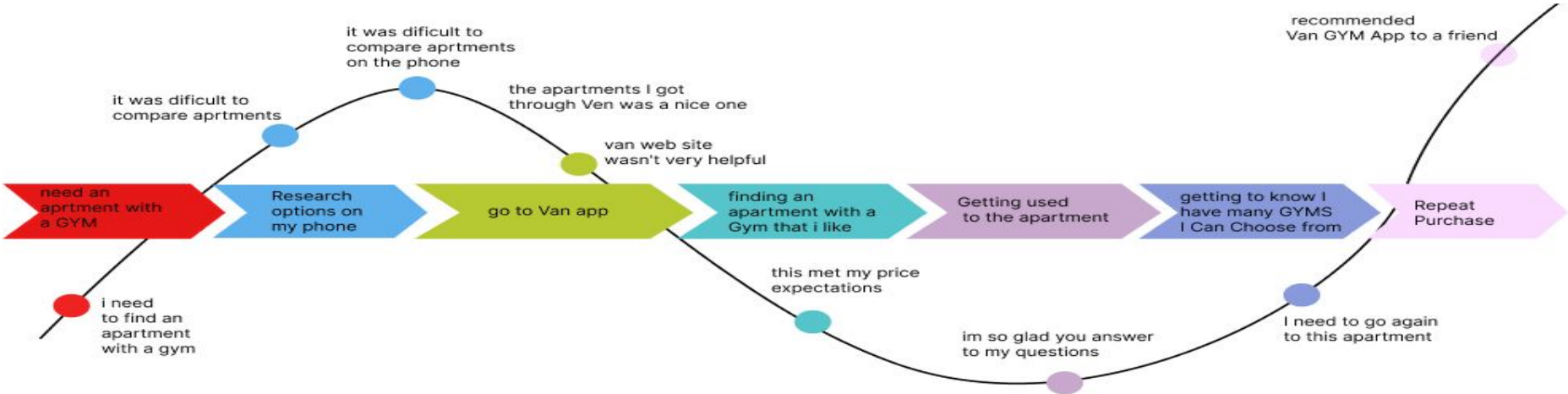
They going to know if the gym is crowded and if it had a pool

Empathy Map

The focus is that people will be able to go to any gym in their neighborhood, free of charge and use the existing network to enjoy all the amenities



Journey Map



Personas

Cynthia Ovie



| | |
|---------------|--|
| AGE | 37 |
| EDUCATION | Masters in Education |
| STATUS | Single with a boyfriend |
| OCCUPATION | a teacher and a cleaning company owner |
| LOCATION | New York |
| TECH LITERATE | Medium |

“ I am used to buy too many cloths which I don't need I need to stop buying so many cloths from Zara

Personality

Introvert Thinker

Bio

She currently lives in NYC. She finished her master in business in London. She is originally from Nigeria she lives in the US in the last 4 years and has just been open her own house cleaning company in Upper East Side . She is currently single and like to go out with her boyfriend on long holidays.

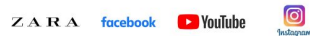
Core needs

- need to go to the GYM after moving to a new apartment
- Wants to get married and move from NYC to NJ
- she really working a lot and doesn't really going to any GYM at all

Frustrations

- She is too busy working
- doesn't have her family here
- Went thought a hard surgery looking to have children's with her boyfriend as soon as she will heal.

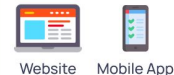
Brands



Payment medium

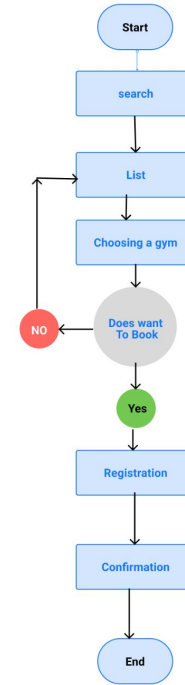


Platform



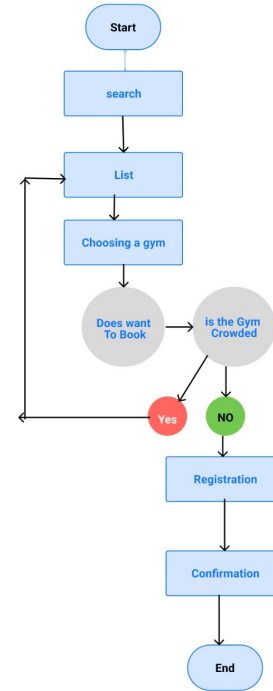
User Flow 1

Irit is looking for a friend to work out with
it is easier to be motivated while working out with a friend
Irit needs a friend to work out with



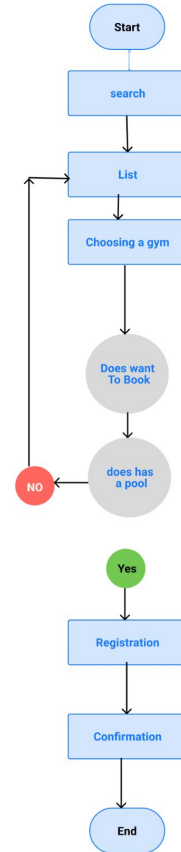
User Flow 2

Irit is looking for a work out in gym that wont be crowded
Irit finds that it is better to work out when there are not a lot of people
Irit needs an empty gym to work in



User Flow 3

Irit has just moved to a new apartment. Her complex has an app available where she can find a gym in her neighborhood. Irit loves to swim but has a hard time finding gyms with pools. Irit needs a way to find a gym with a pool in her neighborhood.



Irit Competitive Analysis Template

☰ Default view

Competitive Analysis

| Aa apple store | ☰ Positioning | ☰ Primary audience | ☰ Differentiators | ☰ Strengths | ☰ Weaknesses |
|--------------------|---|------------------------------------|--|---|---|
| Apple Store | apple store allowed user to find apps that they like from a database | iOS platform users | Users can search for an app that fit their need , App Store is based on quality assurance leading to a stricter approval process. The heavy review process contributes to the high quality of the apps, but also a longer upload time. | Users have many available options on how they can organize their digital aps and they have reviews for each app . | i don't see weakness |
| Blink | The Blink <i>app</i> lets you filter your workouts based on place , time, <i>fitness</i> level, part of the body, genre, and more. Whatever your style or comfort . | Users in NYC - find a gym near you | The Blink App challenges the one-size-fits-all gym philosophy. Exercise and exhale better with content from dozens of our partners, including Aaptiv, Daily Burn, Sworkit, and more. | 62 blink fitness centers in new york and many centers all over the USA | The design of the web ap looks old |
| Running | simple site allows the user to truck their running tines heart bits and more | runners | Users can have their running schedule and count their times, to have calorie calculation, set a personal gaul and running methods | very simple design there is nothing that you cant have in a sports watch but not every one had a sport watch. | You can train with a custom plane but it costs money , Set new personal records its all can be done with sports watch . the fact that the app cost money is a very big weakness there is not one advantage to that app. |

a Tenant

Irit Blumenthal

wants to meet new people

Irit Blumenthal

so they can make better connections with people, meet friends, exercise together

Irit Blumenthal

a Tenant

Irit Blumenthal

Wants to know if the gym is crowded

Irit Blumenthal

so they can plan their workout

Irit Blumenthal

a Tenant

Irit Blumenthal

wants to find a gym with pools

Irit Blumenthal

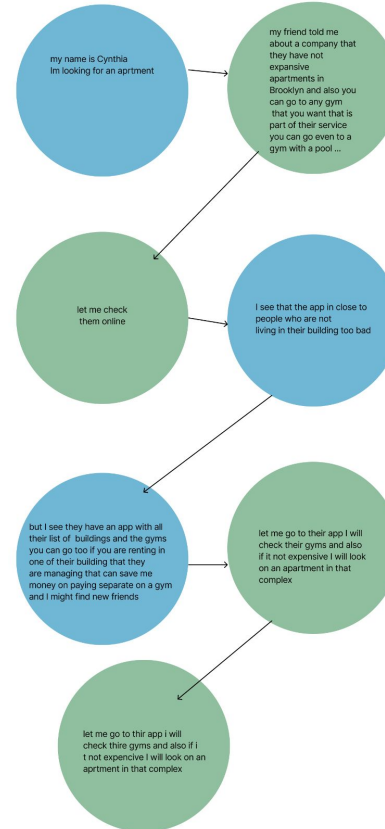
so the can develop and improve their performance while Swimming

Irit Blumenthal

Problem Statement:

Scenarios

Scenarios:



Search

Zip code

New York

Boston

Texas

Florida

Berlin

new-york

GYMS IN NY

| | |
|--|---|
| | GYM ADDRESS what you have list of things <input type="checkbox"/> choose |
|--|---|

| | |
|--|-------------|
| | GYM Address |
|--|-------------|

| | |
|--|--|
| | |
|--|--|

new-york

Gym 1 in
Williamsburg

Apply

Get an hour

people you
know
who are
here

Recommendations

williamsburg

Sketches Concepts



Updated 1st Jan @ 18:09 PM
Image 1



Updated 1st Jan @ 18:09 PM
Image 2



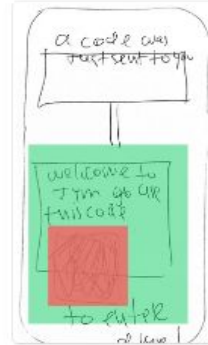
Updated 1st Jan @ 18:30 PM
Image 3



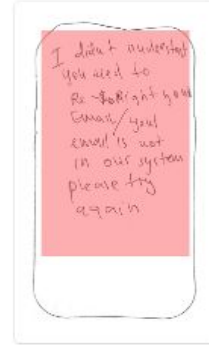
Updated 1st Jan @ 18:22 PM
Image 4



Updated 1st Jan @ 18:10 PM
Image 5



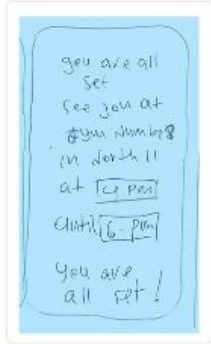
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Image 6



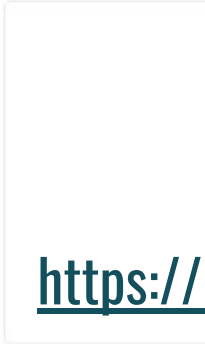
Updated 1st Jan @ 18:26 PM
Image 7



Updated 1st Jan @ 18:26 PM
Image 8



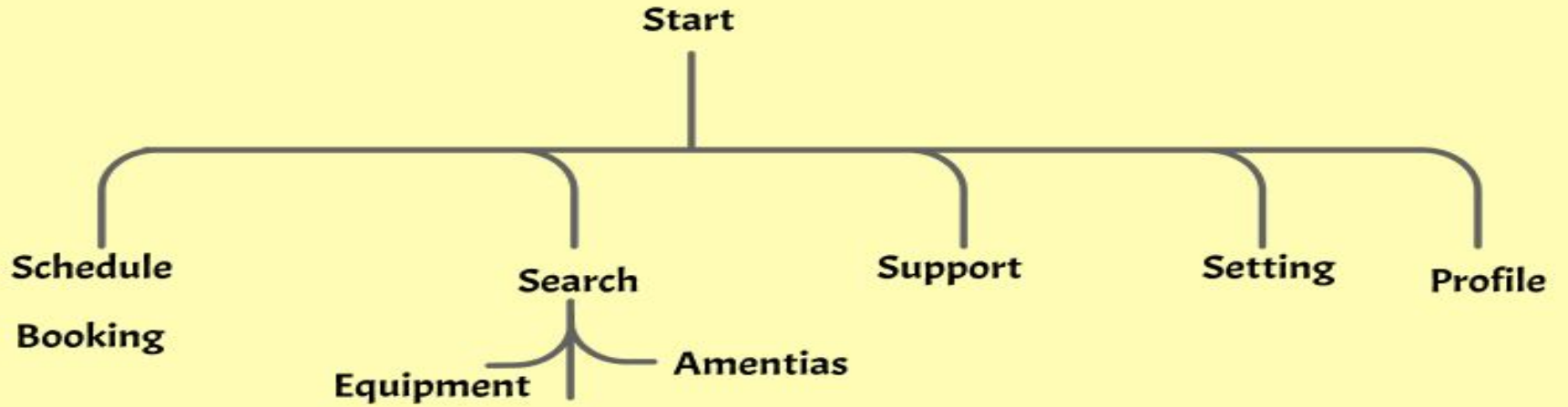
Updated 1st Jan @ 18:28 PM
Image 9



Updated 1st Jan @ 18:20 PM
Image 10

Sketches Marvel

<https://marvelapp.com/prototype/74d6jb8/screen/90208354>



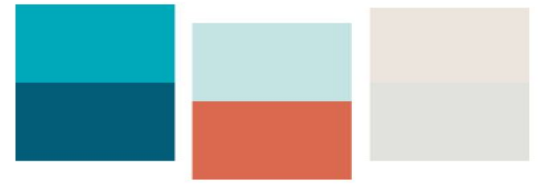
Site map



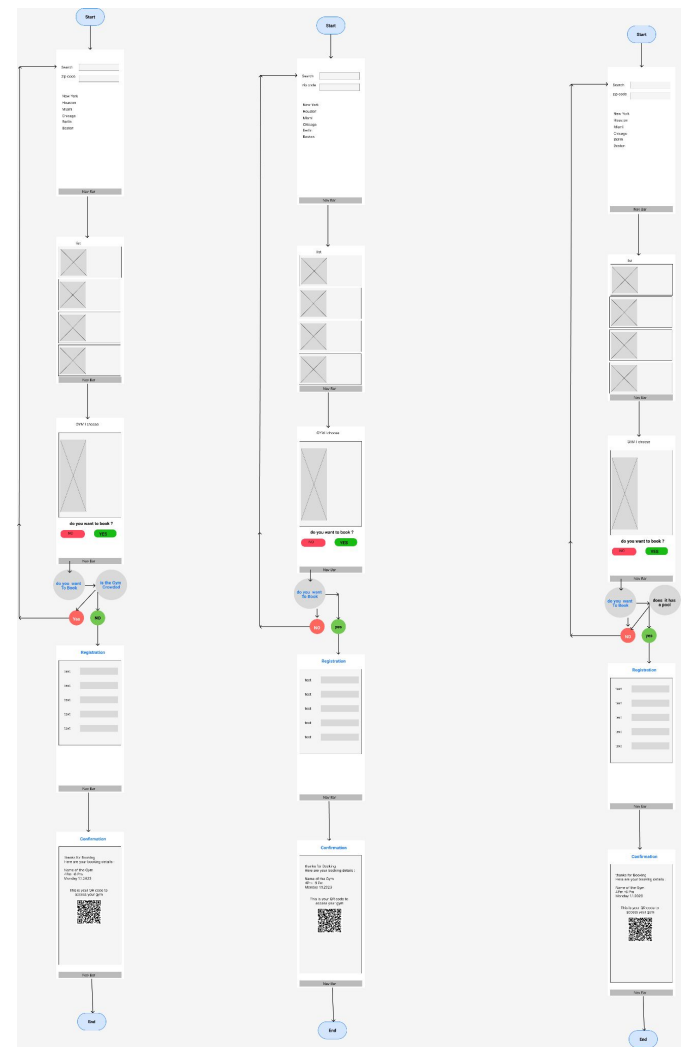
VennGYMPass

community focused gym

Mood Board



Wire flows



Introduction

Welcome to Venn-Pass

Venn Pass is a free gym membership belonging to Venn Global Network. Provides you with a free access to gyms in your neighborhood and over 30 cities worldwide. Upon signing up, you can choose which gym would you want to go to, if the gym is closed, if the gym has a pool, or if your friends and neighbors are also in gym now. You also receive events in your neighborhood each month. Try to sign up and after you are receiving the QR code you can open the gym's door is that easy. Enjoy our free services.

©2023 Venn Global Network. All rights reserved. Venn Pass is a service provided by Venn Global Network. Venn Global Network is not responsible for any damage or loss of data caused by the use of this service.

Sign In

None? Create Account

Home Search Events Favorites Profile

Welcome to Gy...

Welcome to Venn-Pass

Sign in to Venn App with your Venn passcode and user name

Venn User Name

Reset your User Name? Reset your User Name

Venn Passcode

Reset your password? Reset your Password

Sign In

None? Create Account

Home Search Events Favorites Profile

search

Search a gym Near You

Neighborhood

Street

Zip Code



Search by Cities

Houston Chicago L.A Tel Aviv

Boston New York Miami Berlin

Home Search Events Favorites Profile

List of Gyms

List of Gyms

Gym Name Gym Address

Gym Name Gym Address

Gym Name Gym Address

Gym Name Gym Address

Home Search Events Favorites Profile

GYM I choose

GYM I choose

Gym Name Gym Address

Full

Pool

Has a Pool

Amenities

Hours of Operation

Do you want to book?

NO YES

Home Search Events Favorites Profile

Registration

Registration

Name

Phone

Email

Time

Sign In

Home Search Events Favorites Profile

Confirmation

Confirmation

Thanks for Booking. Here are your booking details

Name of the Gym
4PM-6 PM
Monday 2.1.2023

This is your QR code to access your gym



Home Search Events Favorites Profile

Events Page

GYM Events

Join us to gym events in your hood

Gym Name Gym Address Event Date Friends

Gym Name Gym Address Event Date Friends

Gym Name Gym Address Event Date Friends

More

Home Search Events Favorites Profile

Favorite page

My Favorite/History

See your favorite gyms you want to this month

My Favorite Gym

Gym Name Gym Address

My Favorite hours

Hours Dates

My Favorite Events

Event Name Event Address

Home Search Events Favorites Profile

Reset pass word

Reset pass word

Email

We've sent you an email with instruction to reset your pass word. It may take a minute or two to arrive

Reset pass word

Reset User Name

Email

We've sent you an email with instruction to reset your pass word. It may take a minute or two to arrive

Reset User Name

Home Search Events Favorites Profile

Reset pass wor...

Reset pass word

New Password

Re-Enter new password

Reset pass word


Cancel

Home Search Events Favorites Profile

My Profile

My Profile

See all the info about you



USER NAME

- Reservation
- Saved Places
- Friends
- Achievements
- Support
- Community Guidelines

Home Search Events Favorites Profile

Search by Cities

Search by Cities

Since you are traveling around you can still use our gym for free

Gyms In LA

Click here to enlarge

Gyms In Miami

Click here to enlarge

Gyms In Houston

Click here to enlarge

More cities

Boston New York Miami Berlin

Home Search Events Favorites Profile

My History page

My History

See your history gyms you want to this year

Gyms I went to

Gym Name Gym Address

Hours this month

Hours Dates

Events I went to

Event Name Event Address

Home Search Events Favorites Profile



Discussion Guide:

Discussion Guide:

Overview My Name is Irit Blumenthal and I'm the owner of The "Ven gym fitness app". I am doing some user testing on a new app for my gym to see what potential users think of it. I appreciate your participation in the development of this app.

Interdiction

1. What is your name and age ? 2. What kinds of app do you use at your phone?

2. Do you have a gym at your apartment? 4. What are you doing at work?

Task 1. I would like you to click through and look for a gym and sign up for it. Can you do it ?

3. What do you think about the app? Is it clear?

4. Please look also at my favorite, try to get a new password .

5. I would like you to click through the events page and look for an event and sign up for it. Can you do it ?

6. Please only register to gyms with a pool

7. Please register to gyms from the cities page.

Discussion Guide: **Debrief:**

1. What do you think ? What was your favorite or least favorite feature ?
2. What do you think about the app in general ?
3. How the registration process was , Was it easy or hard for you ?
4. Any feedback ?
5. Do you think you will use this kind of ap in the future ?
6. What do you think of the Nav ?
7. Do you understand how the ap is going ?

Research Plan- What do we want to learn?

1. To introduce the app to a future user
2. I want to know if the application is easy to understand, easy to use, does the user understand what to do, is he excited that he will use the software in the future
3. Do users understand the purpose of the website the first time they visit?
4. Can users complete a sign up ?
5. Can users find the information they need?

Methodology and logistics

I will conduct the test with 5 people i know,

I will let them use the app by sending them the link or show it to them face to face

Number of participants 5

Half a hour In person, Mobile

Research Plan- What do we want to learn?

Scenarios

Goal:

Find a gym on a specific area

Sign up for gym pool

Learn about our gyms in the area and other service

Task

1. Sign to a gym with a pool
2. Use Ven app. to find a gym you'd be interested in using on Sunday afternoon.
3. Find the information and sign up to a gym in your neighborhood

Creating a healthy lifestyle, sports community, and social connections in the neighborhood

New tenant wants to meet
new friends

A tenant want to find a gym
with a pool

a Tenant

Irit Blumenthal

wants to meet new people

Irit Blumenthal

so they can make better
connections with people,
meet friends, exercise
together

Irit Blumenthal

a Tenant

Irit Blumenthal

Wants to know if the gym
is crowded

Irit Blumenthal

so they can plan their
workout

Irit Blumenthal

a Tenant

Irit Blumenthal

wants to find a gym with
pools

Irit Blumenthal

so the can develop and
improve their performance
while Swimming

Irit Blumenthal

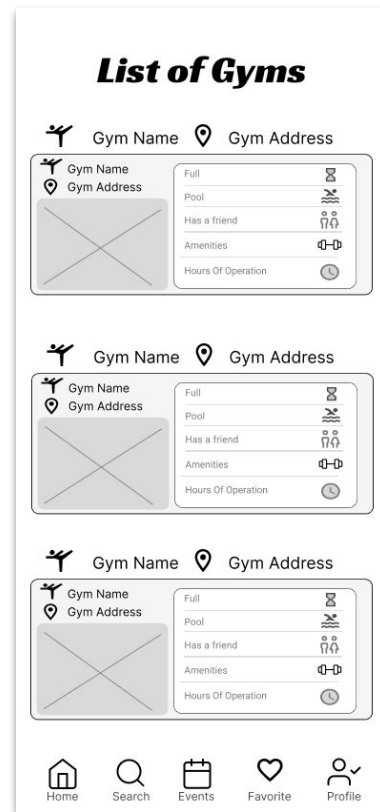
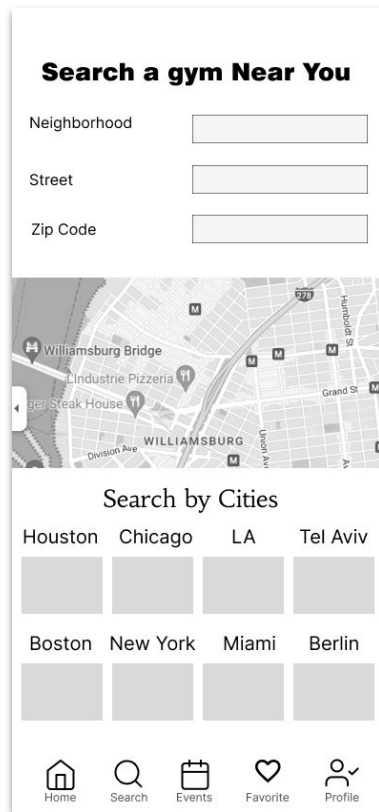
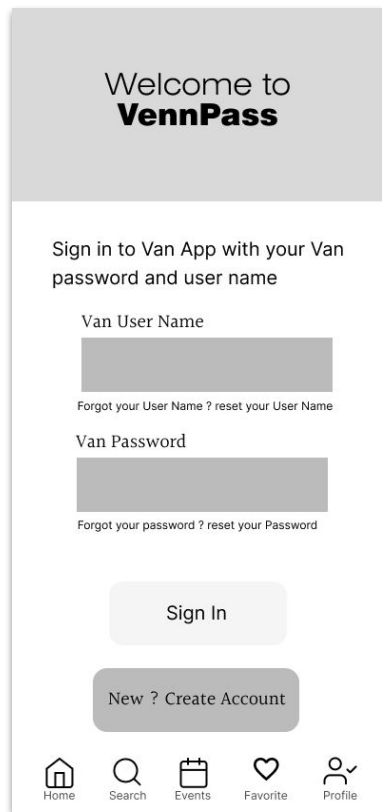
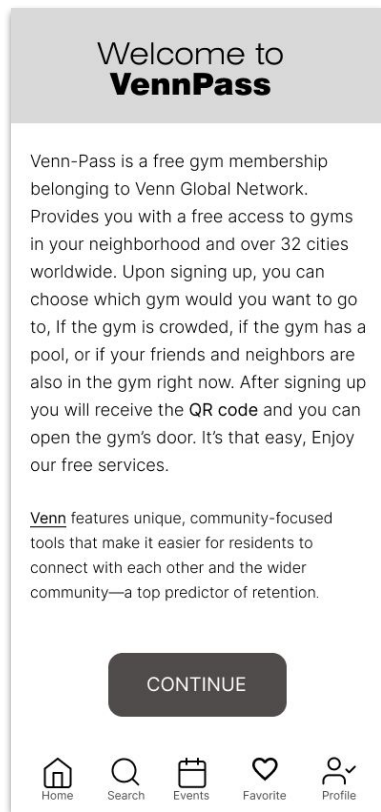
**Is the application understandable to the user?
Will he understand what is wanted from them?
Will it be convenient for them to reach the
gym through the application?**

- Need Explanation
- Easy To use
- Why to have it any way

Prototyping + Usability Testing



The registration process prototype:



Continue

Search by Cities

When you are traveling around you can still use our gyms for free

Gyms In LA



Click here to enlarge



Click here to enlarge

Gyms In Miami



Click here to enlarge

Gyms in Houston

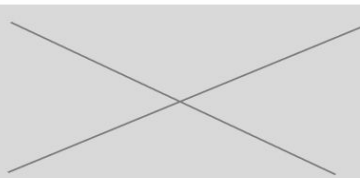
More cities

Boston New York Miami Berlin



GYM I choose

Gym Name Gym Address



Full

Pool

Has a friend

Amenities

Hours Of Operation

Do you want to book?

CANCEL

BOOK



Registration

Name

Phone

Email

Time

BOOK

CANCEL



Confirmation

Thanks for Booking.
Here are your
booking
details

Name of the Gym
4Pm-6 Pm
Monday 2.1.2023


This is your QR code to
access your gym








Features





GYM Events

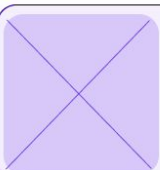
Join us to gym events on your hood







 Gym Name
 Gym Address
 Event Date
 Friends








 Gym Name
 Gym Address
 Event Date
 Friends



 Gym Name
 Gym Address
 Event Date
 Friends


More



 Home  Search  Events  Favorite  Profile

My Favorite/ History


See your favorites gyms you went to this month



My Favorite Gym




 Gym Name
 Gym Address



My Favorite hours








 Hours
 Dates

My Favorite Events



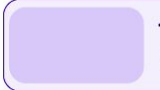
 Event Name
 Event Address



 Home  Search  Events  Favorite  Profile

My History


See your History gyms you went to this year



Gyms I went to




 Gym Name
 Gym Address



Hours this month








 Hours
 Dates


Events I went to









 Event Name
 Event Address






 Home  Search  Events  Favorite  Profile

My Profile



USER NAME

-  Reservation
-  Saved Places
-  Friends
-  Achievements
-  Support
-  Community Guidelines

 Home  Search  Events  Favorite  Profile

Usability testing

Find the information and sign up to a gym in your neighborhood

- Is the application easy to understand? Easy to use? Does the user understand what to do? Are they excited to use the software in the future?
- Can users complete a signup?
- Can users find the information they need?
-
-

Key Usability testing insights



It was easy for the users to use the app



I decided to add explanation test



I decided to add events page

Conclusion/Next Steps:

There is a need
for an a gym app ?

Need to
improve the
design?

Create hi res
prototype

*About your app/project, not
the class in general

Usability Testing Synthesis - Report

Usability Testing Report

- **Test date :**

Jan 28.2023

- **Testing methods :**

Face to face and by phone

- **Participant demographics**

Gym users living in NYC and aboard 20-70 years old

- **Prototype**

- **Link to Prototype**



Prototype walkthrough

- The features of existing web site or prototype
- **Scenario 1** To sign into the Gym
- **Scenario 2** To check the user page
- **Scenario 3** To look for a gym through the cities

Recommendation

What I learn from the results :

- **Context :**

need to have explanation about the app what is for they don't understand

- The fact that the user really could not put his text on the form was composing
- I found out people don't have energy to get to it deeply .
- They didn't really understand what they need to do on the nav Bar its looks to them like a real ap .

Suggestion :

To have an explanation about the app in the first page

To have a header to what they need to do

To explain to them more what this app is all about

To create a prototype that the user will be able to add his info as real as before

Supportive data:

What makes me positive is that I can trust the results ?

Data point 1 – It was easy for people to get until the end and to register

Data point 2 – It looks like a real app and not a prototype

Data point 3 – It was easy for them to look at the nav bar and explore what they see

Data point 4 – I found out people don't have energy to get to it deeply .

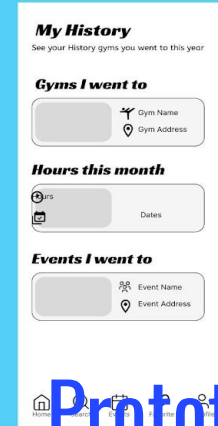
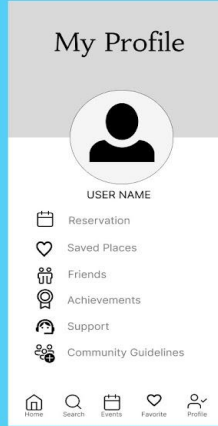
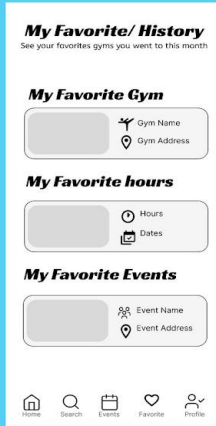
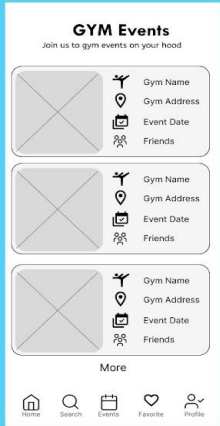
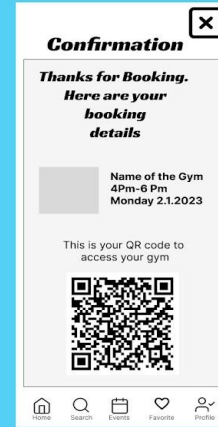
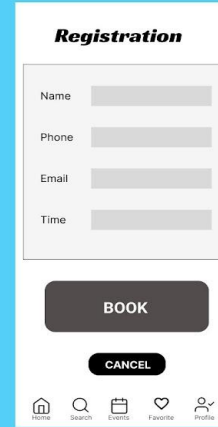
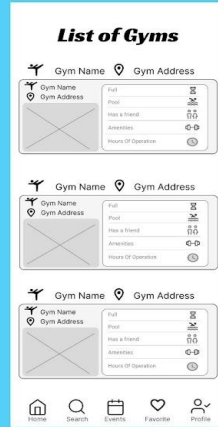
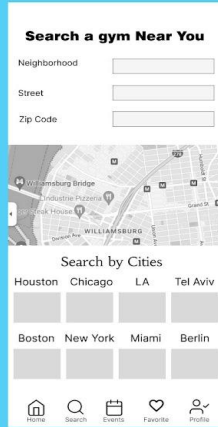
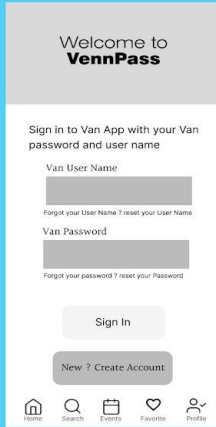
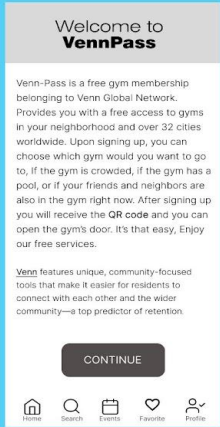
Action Plan:

What my next steps :

1. Revise the prototypes add explanation about every action on the ap and conduct one further round of usability tests
2. Complete testing and finalize MVP by Jan 30
3. I will collect more info from future users after lunching and make the high-res prototype

Solutions + Design Iterations:

I'm going to give results after fixing my prototype



Prototype after Changes

VennGYMPass

community focused gym

Venn-Pass is a free gym membership belonging to Venn Global Network. It provides free access to neighborhood gyms in Venn Global network in over 32 cities worldwide. Upon signing up, the user can choose which gym they choose, if the gym is crowded, has a pool, or if they have friends and neighbors in the gym at present. After signing up to the gym they will receive the QR code and they can open the gym's door, with ease.

Get Started

VennGYMPass

community focused gym

Hey there,

Create an Account or Sign in to Van App with your Vann password and user name

Van User Name

Van User Name

Forgot your User Name? Reset your User Name

Van User Password

Van Password

Forgot your password? reset your Password

Sign In

New? Create Account

Search a gym Near You

Neighborhood

Street

Zip Code



Search by Cities



List of Gyms

Gym Name
Gym Address

Full
Pool
Has a friend
Amenities
Hours Of Operation

Sign In

Gym Name
Gym Address

Full
Pool
Has a friend
Amenities
Hours Of Operation

Sign In

Gym Name
Gym Address

Full
Pool
Has a friend
Amenities
Hours Of Operation

Sign In

Gym I choose

Gym Name Gym Address



Full
Pool
Has a friend
Amenities
Hours Of Operation

Do you want to book?

BOOK

CANCEL

Registration

Hey there,

Create an Account

First Name

Last Name

Email

Password

By continuing you accept our Privacy Policy and Terms of Use

Time

BOOK

CANCEL

Confirmation

Thanks for Booking.
Here are your booking details

Name of the Gym
4Pm-6 Pm
Monday 2.1.2023

This is your QR code to access your gym



GYM Events

Join us to gym events on your hood

Gym Name
Gym Address
Event Date
Friends

Gym Name
Gym Address
Event Date
Friends

Gym Name
Gym Address
Event Date
Friends

More

My Favorite/ History

See your favorites gyms you went to this month

My Favorite Gym

Gym Name
Gym Address

My Favorite hours

Hours
Dates

My Favorite Events

Event Name
Event Address

My Profile



USER NAME

- Reservation
- Saved Places
- Friends
- Achievements
- Support
- Community Guidelines

Search by Cities

When you are traveling around you can use our gyms for free



Click here to enlarge



Click here to enlarge



Click here to enlarge

More cities



My History

See your History gyms you went to this year

Gyms I went to

Gym Name
Gym Address

Hours this month

Hours
Dates

Events I went to

Event Name
Event Address

High Res Color Prototype

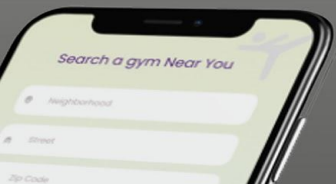
Prototype walkthrough

<https://www.figma.com/proto/QAD6FcdqBoDQ3MeSxxYq7I/final-color-prototype?page-id=0%3A1&node-id=1%3A731&viewport=85%2C110%2C0.26&scaling=min-zoom&starting-point-node-id=1%3A731>



VennGYMPass

community focused gym



Prototype after Changes