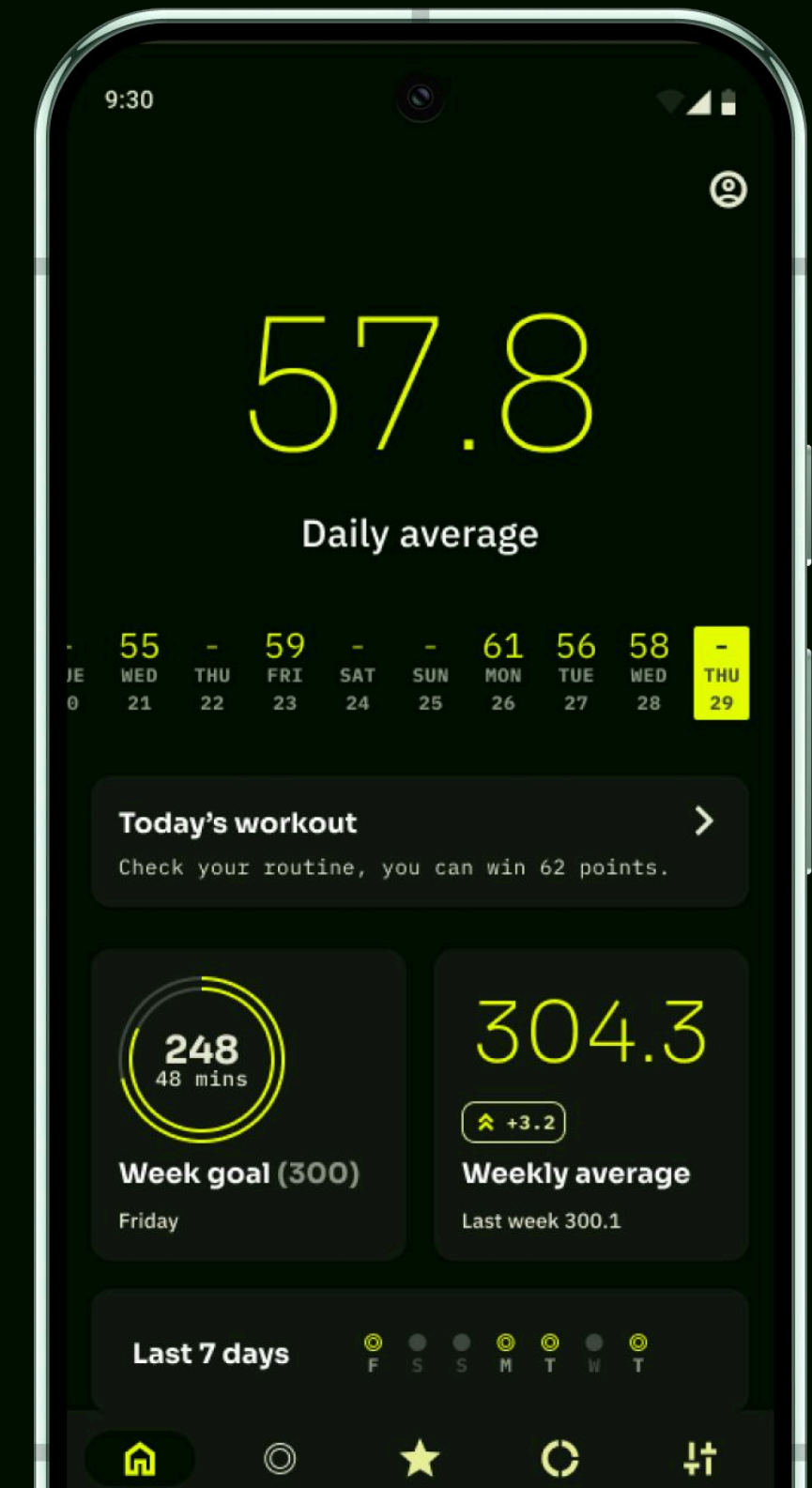
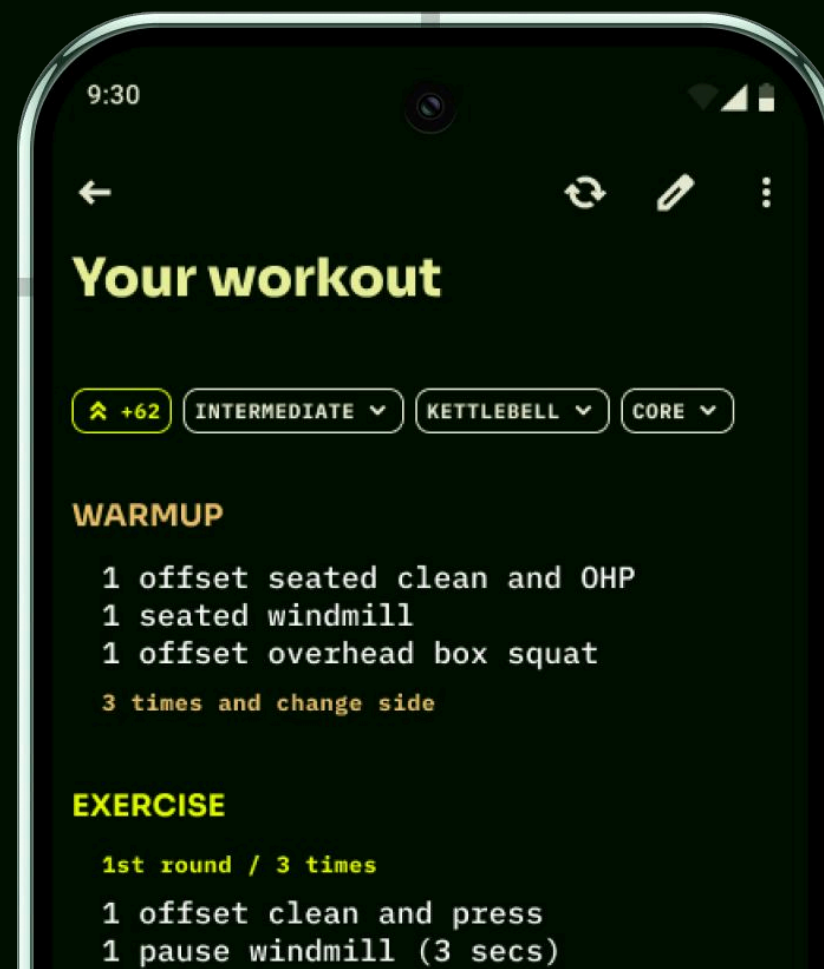


MoveMins

No time, no worries, Micro-Workout routines for busy schedules

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Overview

I was commissioned to design a fitness app targeted to people with busy schedules, creating short but effective workouts (10 to 25 mins) that integrate perfectly into their busy agendas.

Role

Product Designer

Responsibilities

Understand the users

Create wireframes and prototypes

Define and document a design system

Skills

User research

UI Design

Design thinking

Design systems

Figma

Strategic planning

Timeline

November 2024 to April 2025

Problem

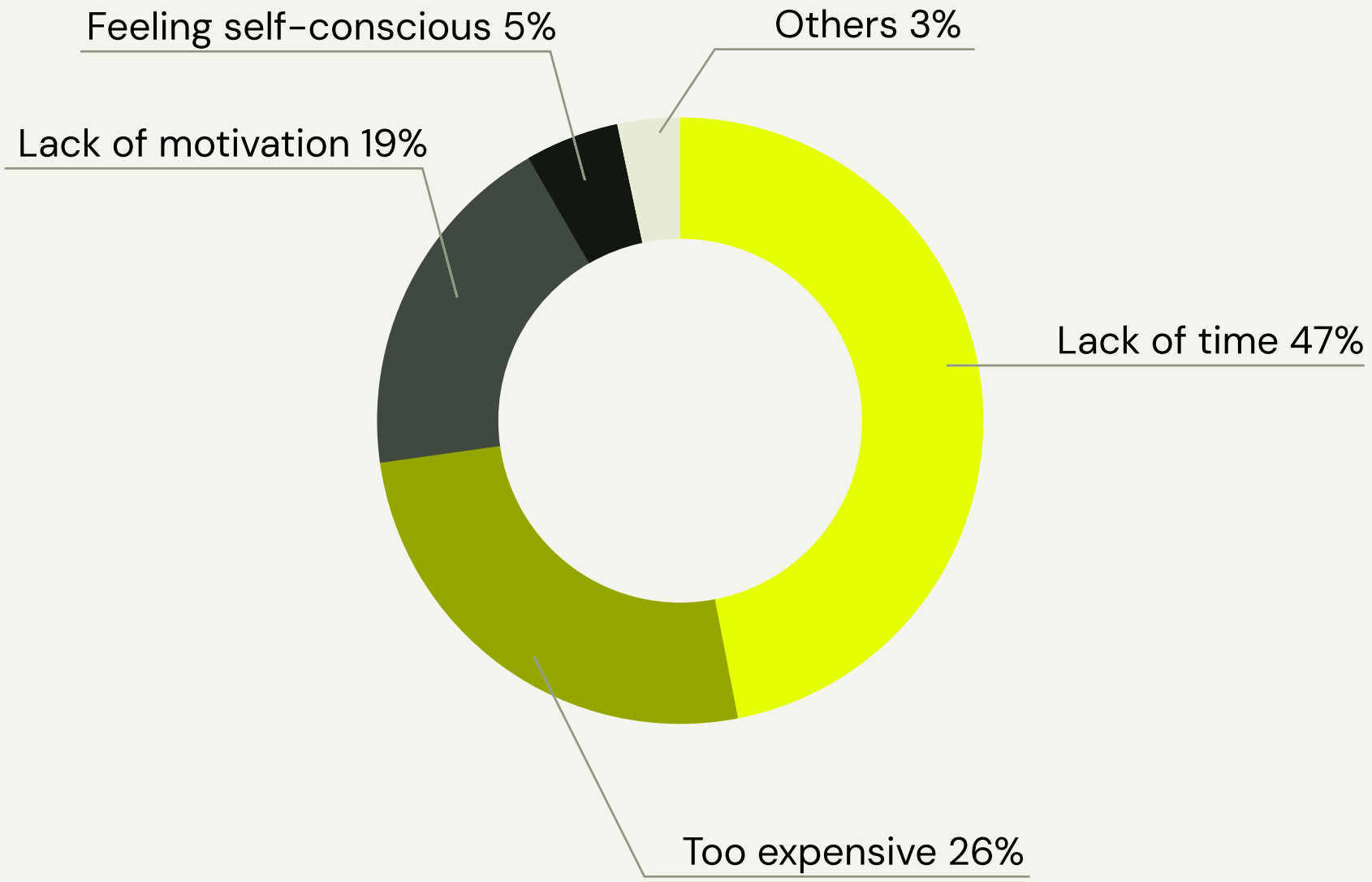
"I would love to go to the gym again, but I don't have time now, so I don't even exercise"

Interviewed insight

Adults who want to go but feel "too busy" report no actual gym time, around 47% of interviewed cited lack of time as a barrier to exercise.

From the ones that actually go to the gym, we discovered that people spent on average of 1.62hrs and quarter of them (26.1%) said that it was too much time.

Research



Top barriers to gym attendance

Common painpoints

Lack of time

“Going to the gym even 2 times a week plus the commuting is time consuming, with the kids and my job isn’t possible”

Long & boring routines

“Spending one and half hour on the gym just to complete the workout isn’t for me”

Too expensive

“Gym memberships are way too expensive, specially when I can not commit to go regularly”

Research

User personas

 <p>PATRICK</p> <p>35 Marketing Manager Father of two young children (ages 1 and 4) Suburban area</p> <p>NEEDS</p> <p>Short at-home workouts</p> <p>GOALS</p> <p>Stay fit and healthy</p> <ul style="list-style-type: none">Be a good role model for his kidsDifficulty finding suitable routines <p>CHALLENGES</p> <ul style="list-style-type: none">No free timeNo regular schedule <p>MOTIVATIONS</p> <p>Wants to feel more energized and present for his family</p>	 <p>Matt</p> <p>21 College Student Urban area</p> <p>CHALLENGES</p> <ul style="list-style-type: none">Limited budget as a full-time studentLack of affordable fitness resources near campus <p>NEEDS</p> <ul style="list-style-type: none">Maintain fitness without spending a lot of moneyEnjoy physical activities outdoors <p>GOALS</p> <ul style="list-style-type: none">Stay fit and boost energyPrefers jogging and bodyweight exercises <p>MOTIVATIONS</p> <ul style="list-style-type: none">Being most productive after a good workoutEager to see progress and try new workouts	 <p>MIRNA</p> <p>28 Graphic Designer Denver, CO</p> <p>NEEDS</p> <p>Challenging workouts</p> <p>GOALS</p> <ul style="list-style-type: none">Stay physically and mentally sharpTry new and exciting activities <p>CHALLENGES</p> <ul style="list-style-type: none">Can not create routines that are challenging <p>MOTIVATIONS</p> <p>Enjoys pushing herself and accomplishing difficult tasks</p>
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Problem statements

Patrick, a busy father of two young children, wants to stay active with quick at-home workouts, but his limited free time and unpredictable schedule make it hard to maintain a consistent fitness routine.

Matt, a full-time college student with no steady income, wants to stay fit on a short budget, but most gym memberships are too expensive.

Mirna, an experienced climbing enthusiast, seeks dynamic and challenging workout routines to stay engaged, but struggles to create workouts that match her level.

Research

Insights summary

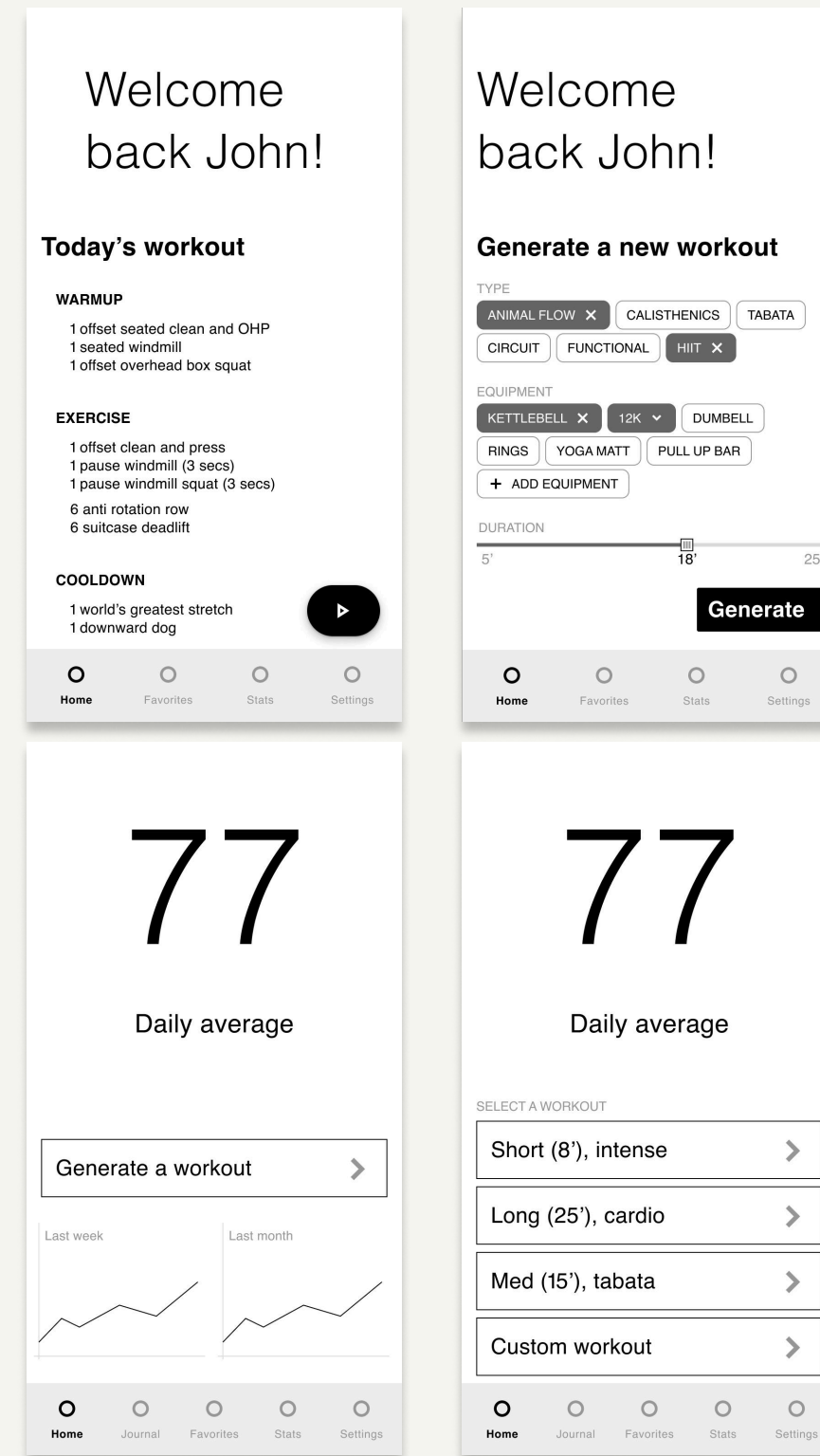
The primary barrier preventing regular gym attendance is lack of time, particularly among individuals over the age of 35, who often balance demanding work schedules and family responsibilities.

Cost is another significant factor; many users cited gym memberships as unaffordable or not worth the expense.

Additionally, about 20% of respondents reported struggling with motivation, indicating a need for more engaging and personalized fitness solutions.

Initial designs

We had a good understanding of our users needs, at least to start wireframing and testing. We investigated different ways to do it, this are just a few.



Home page digital wireframes examples

Initial designs

Big font size

Improved visibility from far away

1 Offset
overhead
box squat

Easy to tap

Big buttons are easier to tap, even during a routine



Well done!!

You won

77

Points

Close

Gamification

Helps users to be motivated

Findings

Key findings

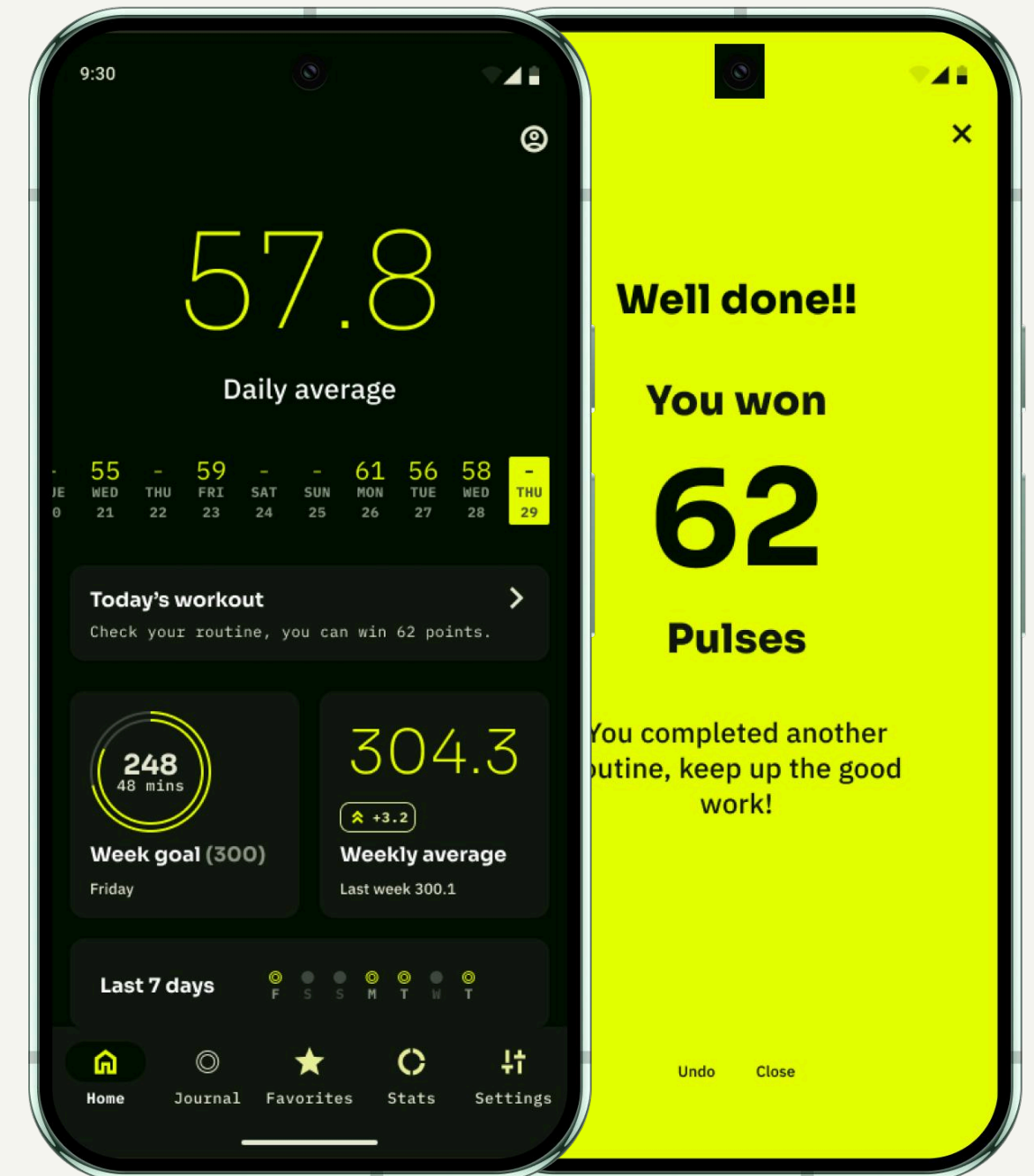
- it could be a good addition a “next exercise” text with the description, so the user can perform one exercise and be aware of what is coming next
- we discovered that for some people was important to have videos of the exercises with the explanation *
- a configurable stats page was important to be able to see the progress
- preview the routine before starting it, for some users it was better to see the full routine before starting it

**This idea, even when it was a good one, was discarded due to budget reasons*

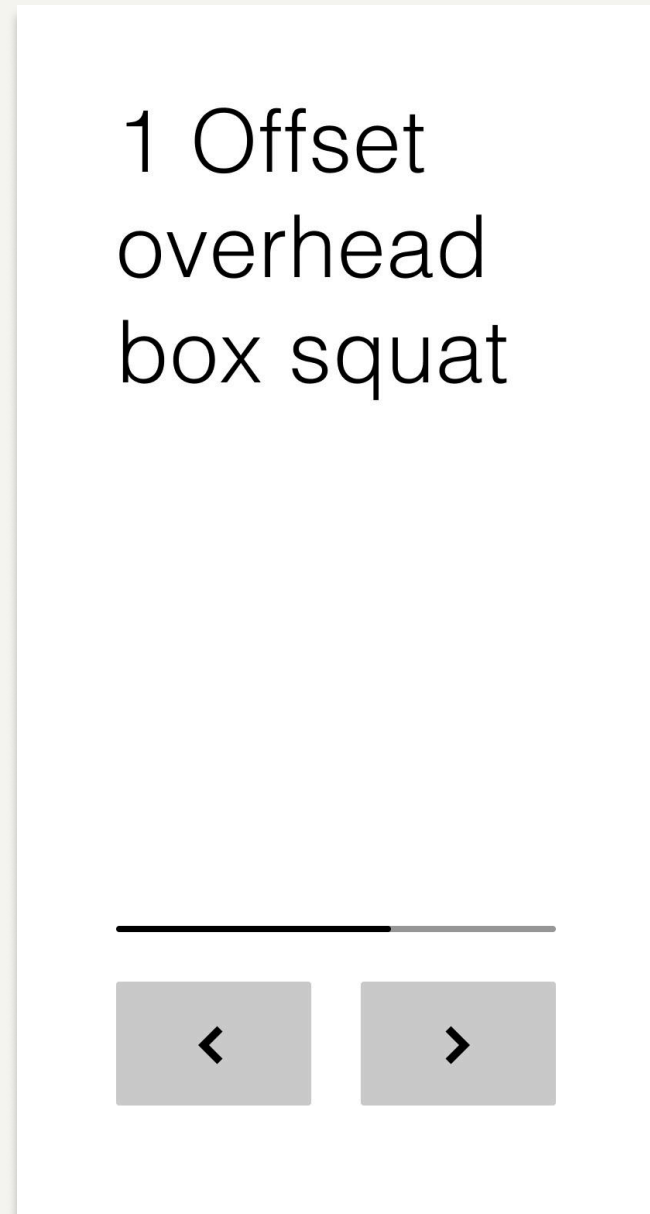
Solution

Design Principles

- Easy to read from distance
- Fully customizable
- Easy to navigate even during the workout



Evolution

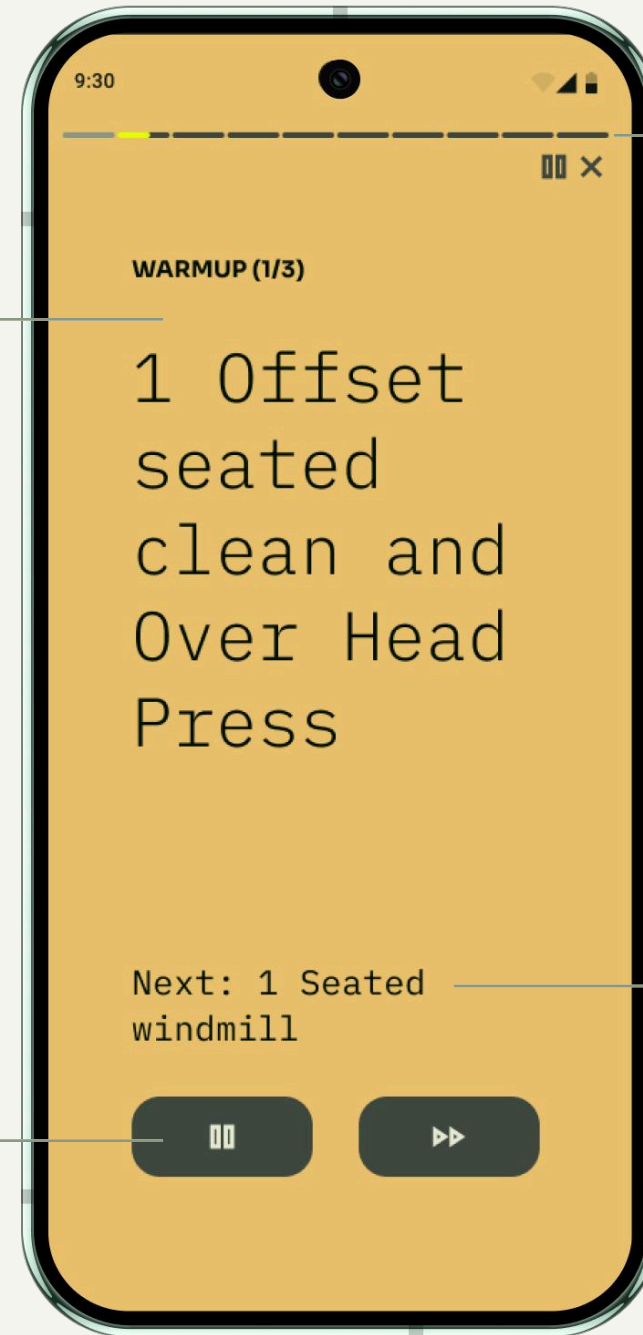


Swipe function

The routine is swappable, making it easy to navigate

Pause button

For beginners it was a good idea to add a pause button



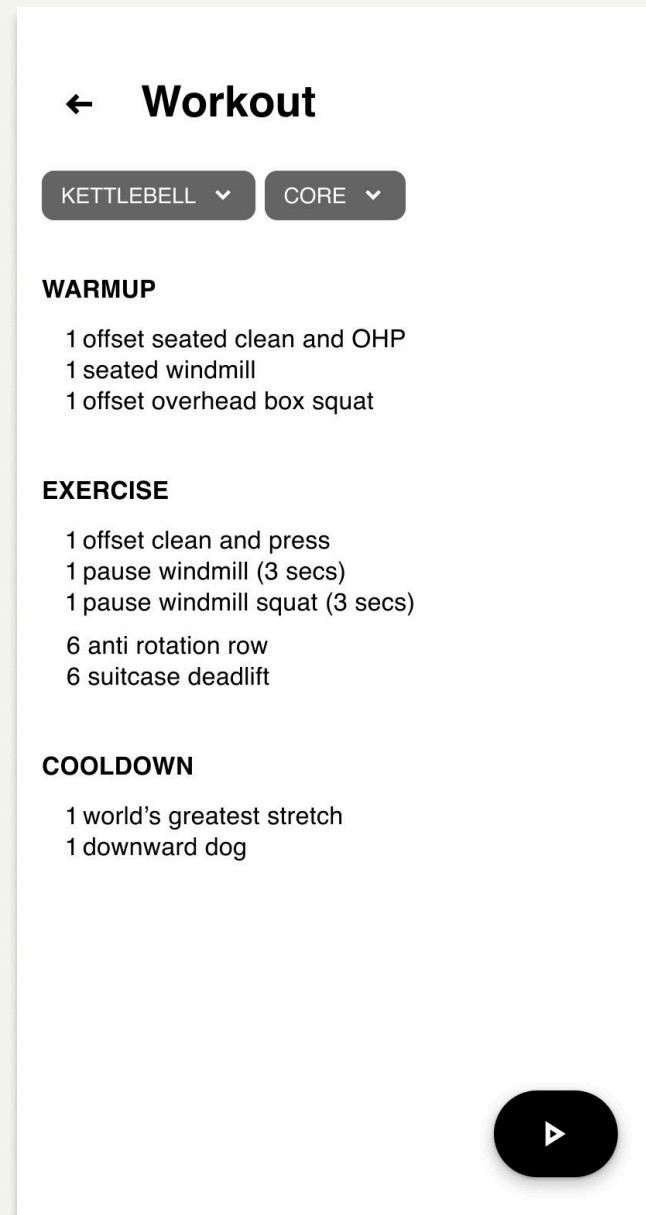
Context

Shows the progress user has made on the routine, not only on the exercise

Next exercise

The user is aware of what's coming next

Evolution

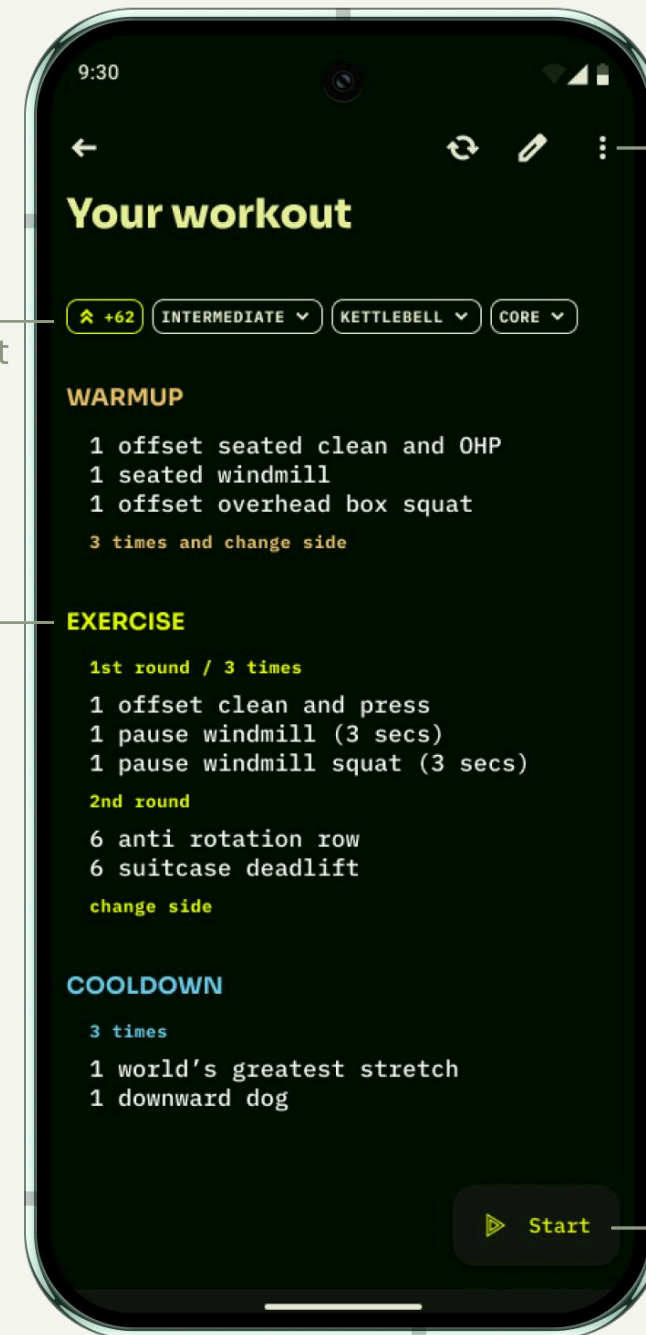


Editable fields

Quick edit your workout

Clear sections

Using color to separate them



Overflow

Some options were inside a menu, Preview, Mark as favorite and Mark as done

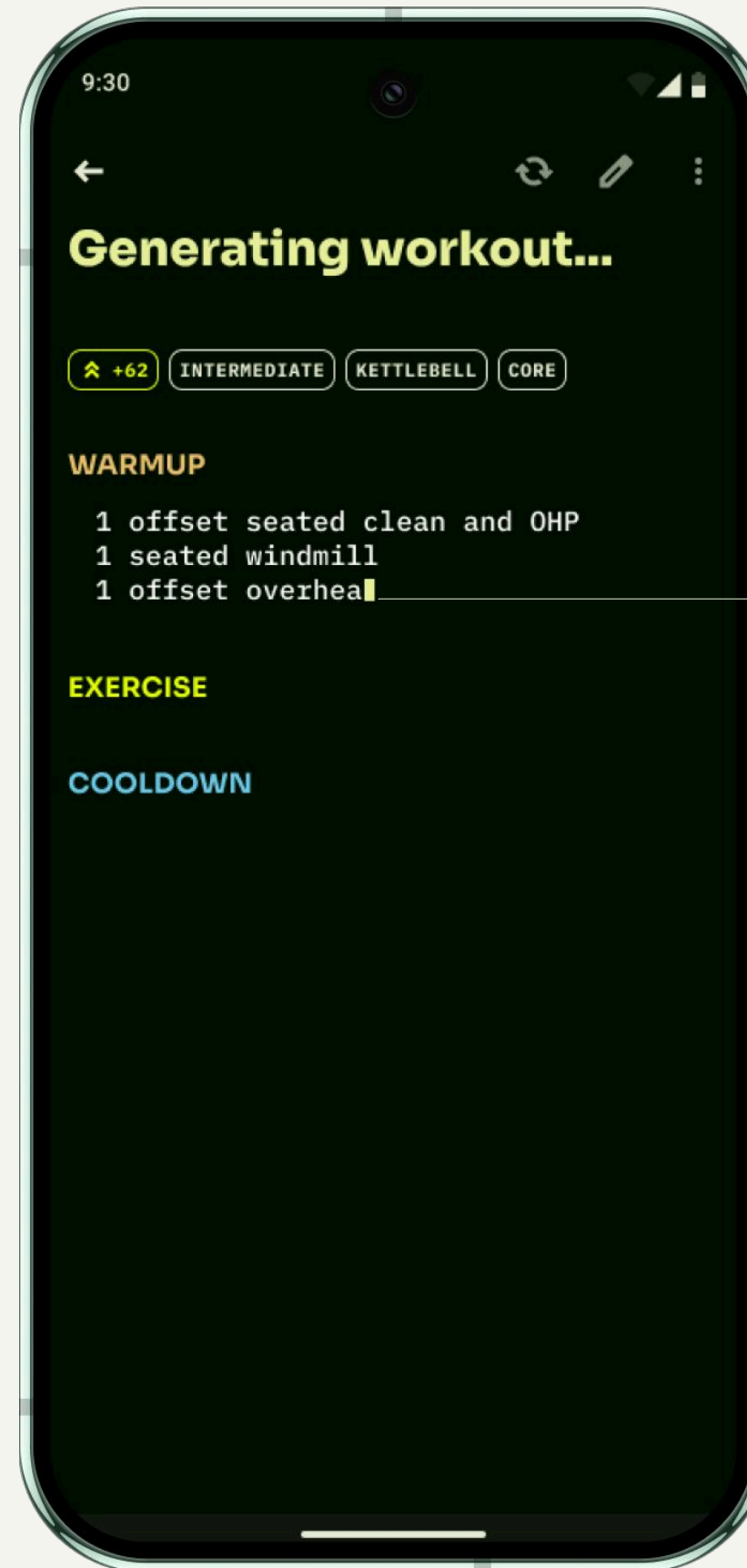
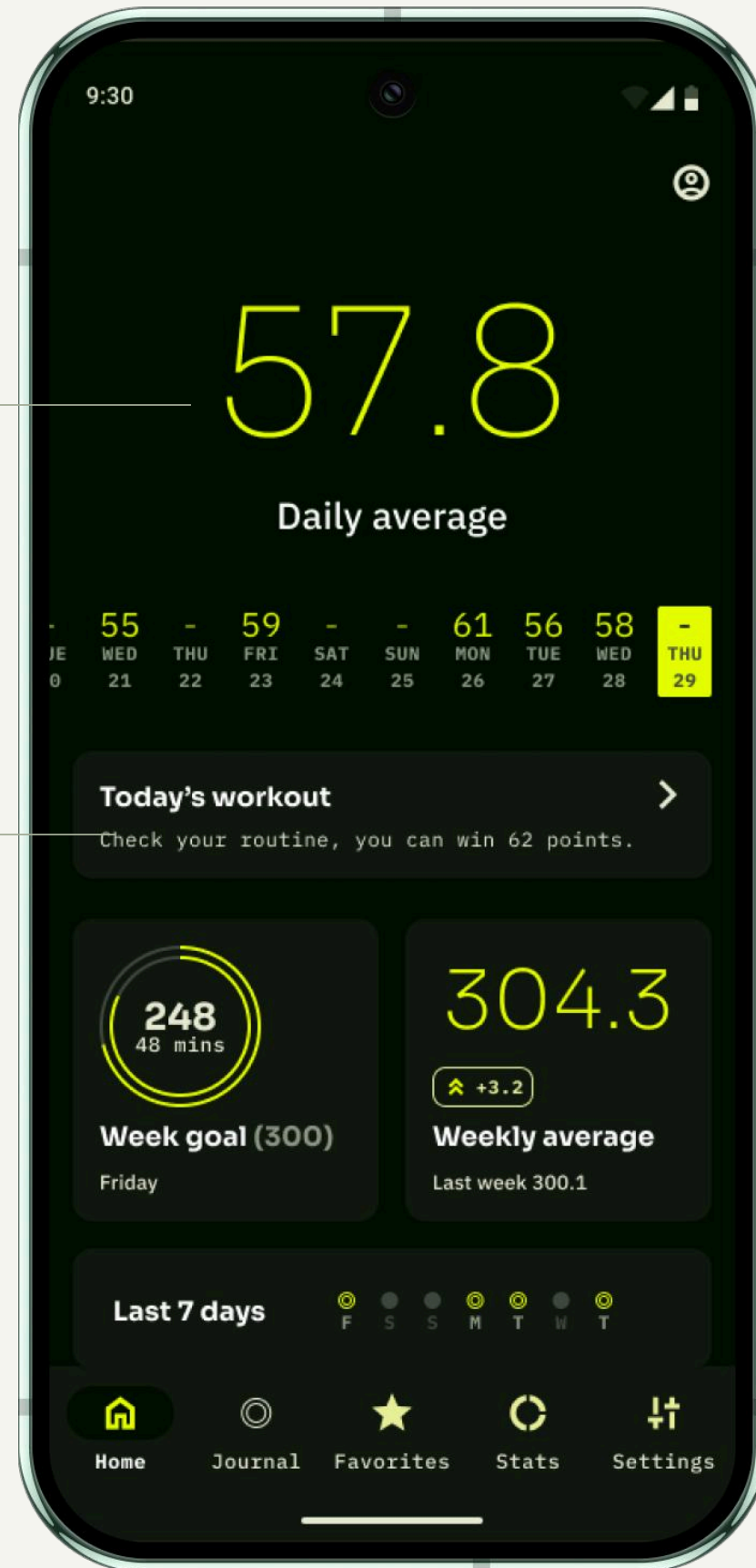
Start workout

Easy way to start

Final solution

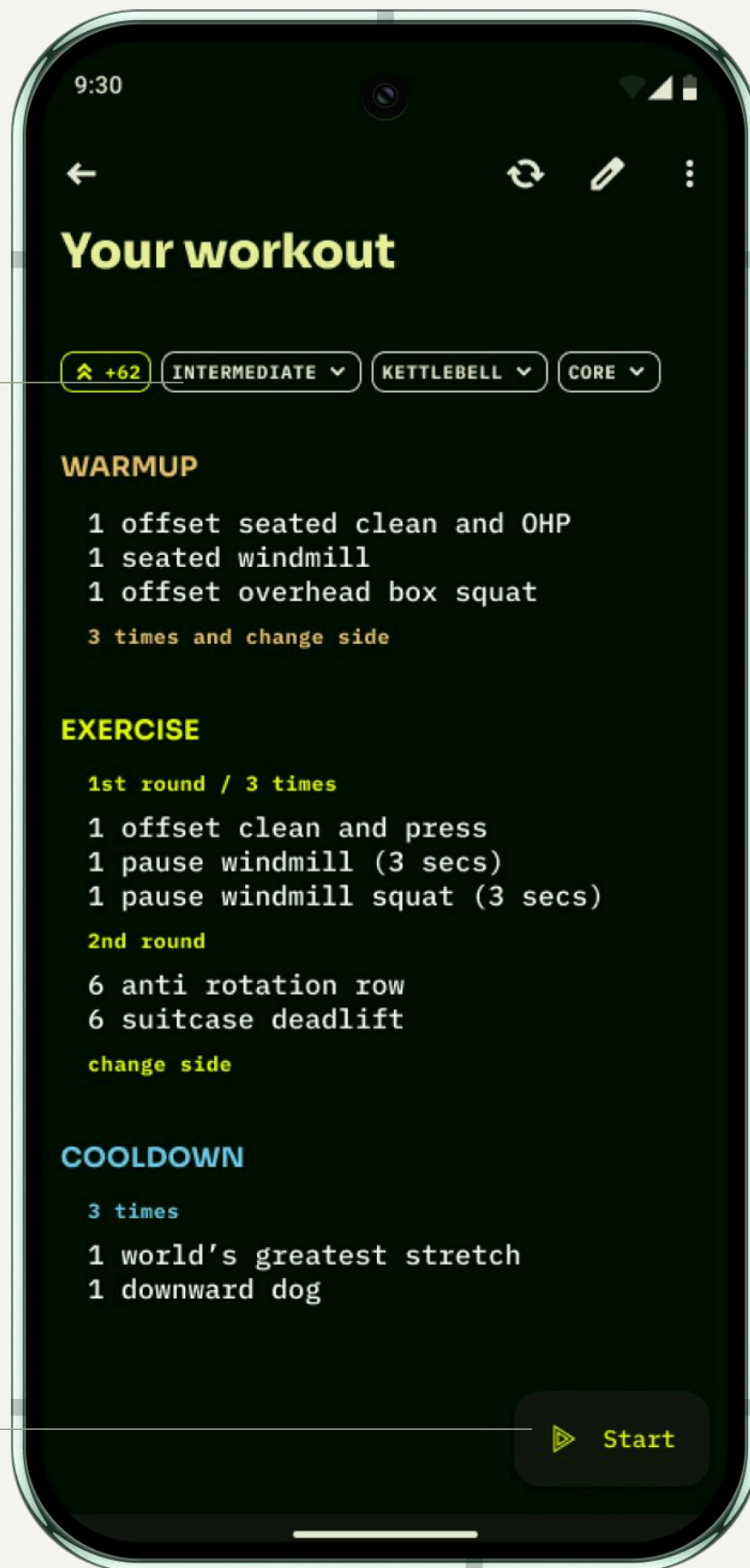
Daily average

Generate workout

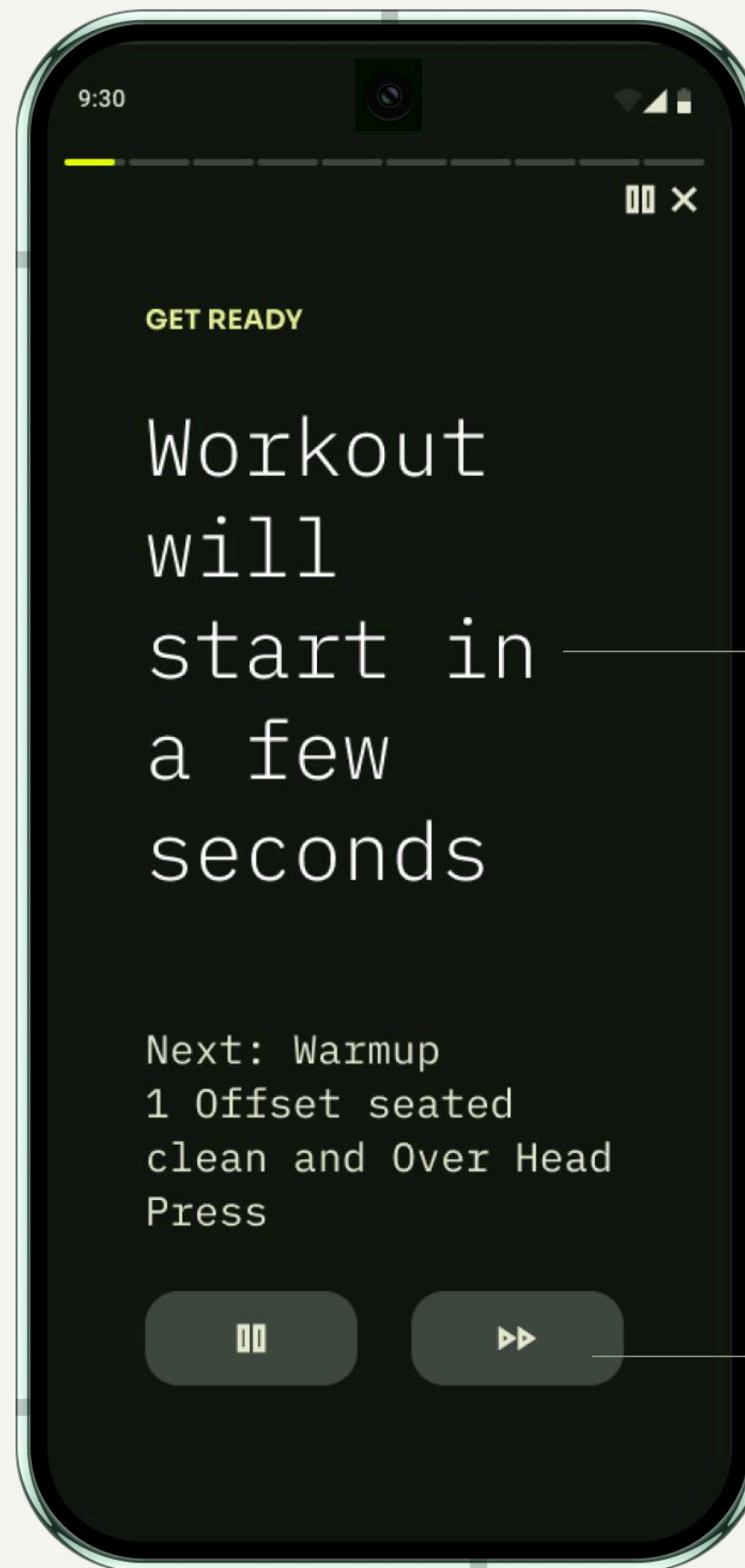


AI assisted workouts

Customizable

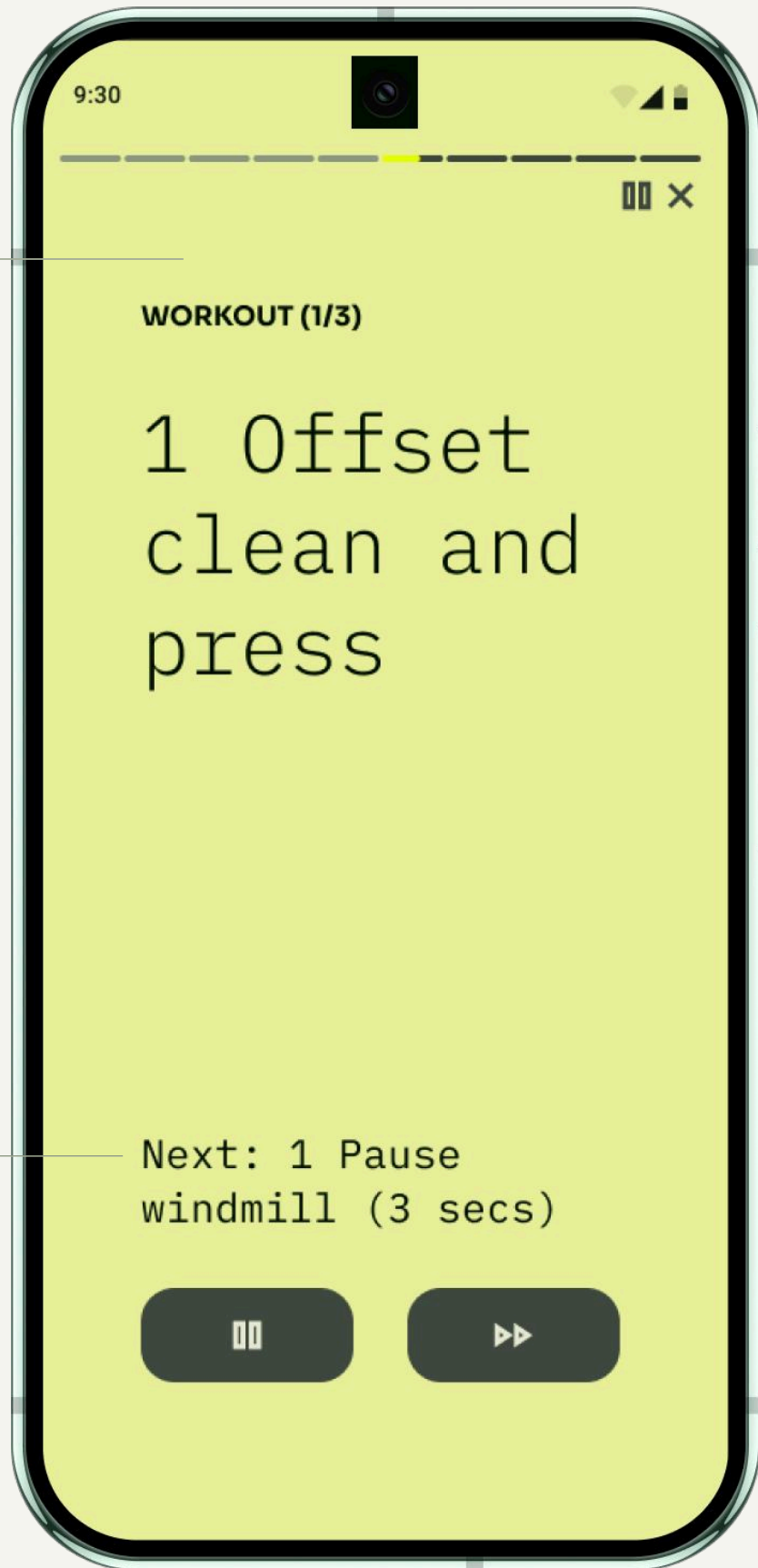


Exercise view



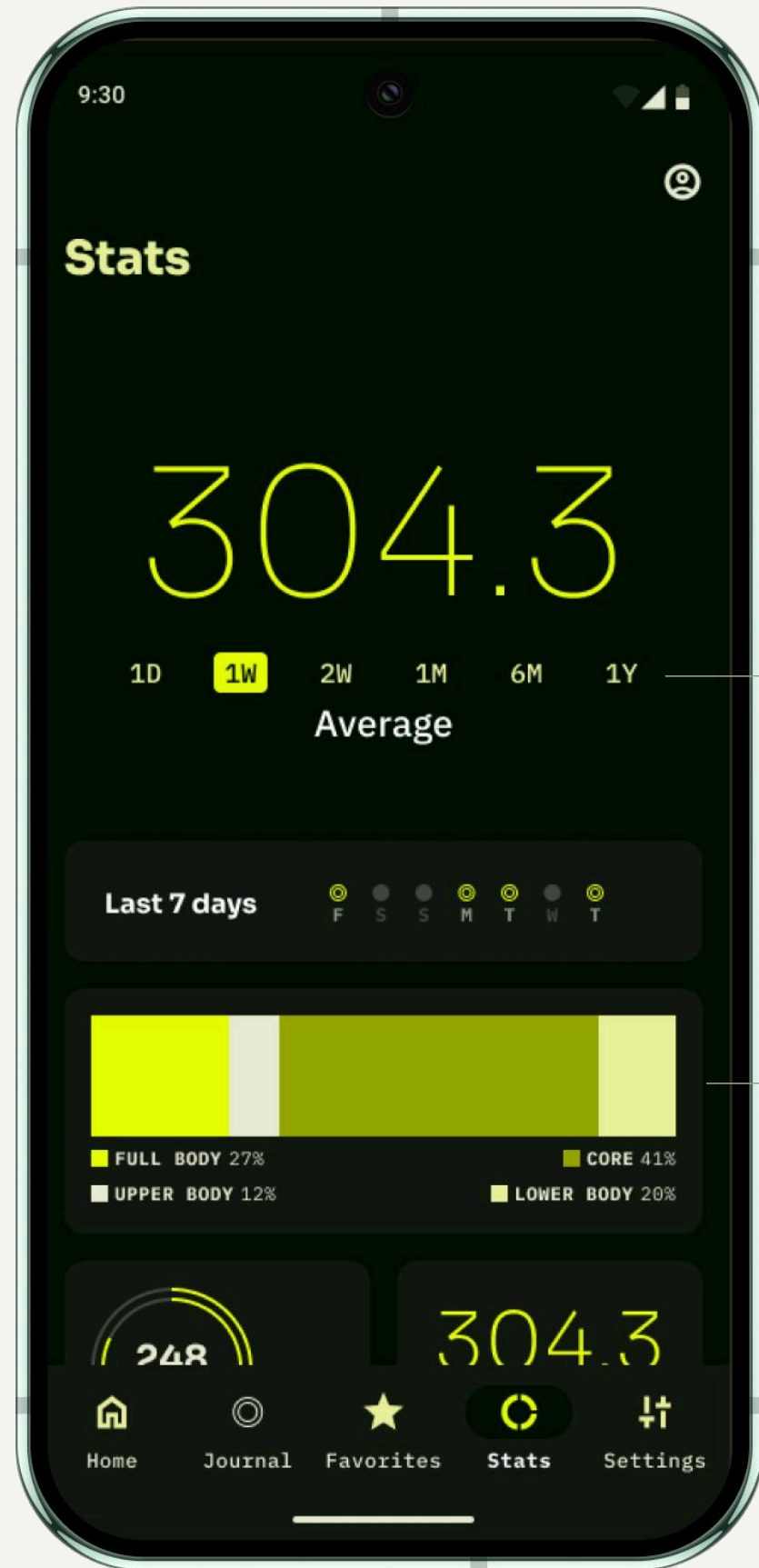
Easy to read from distance

Big buttons



Swipe to navigate

Next exercise



Check your averages

Body metrics

Takeaways & learnings

Users expressed strong interest in the concept, seeing it as an affordable yet effective alternative to the gym—especially valuable for those facing barriers like time constraints, cost, or motivation.

Learnings

We initially assumed the app would primarily appeal to users over 35, but interviews revealed strong interest from younger users as well—highlighting the importance of validating assumptions through user research.