



AI-Enhanced Fitness App

Design Package & Stakeholder Report · Week 3 Deliverable

TIM ST CLAIR · SENIOR UX LEAD · JULY 2026

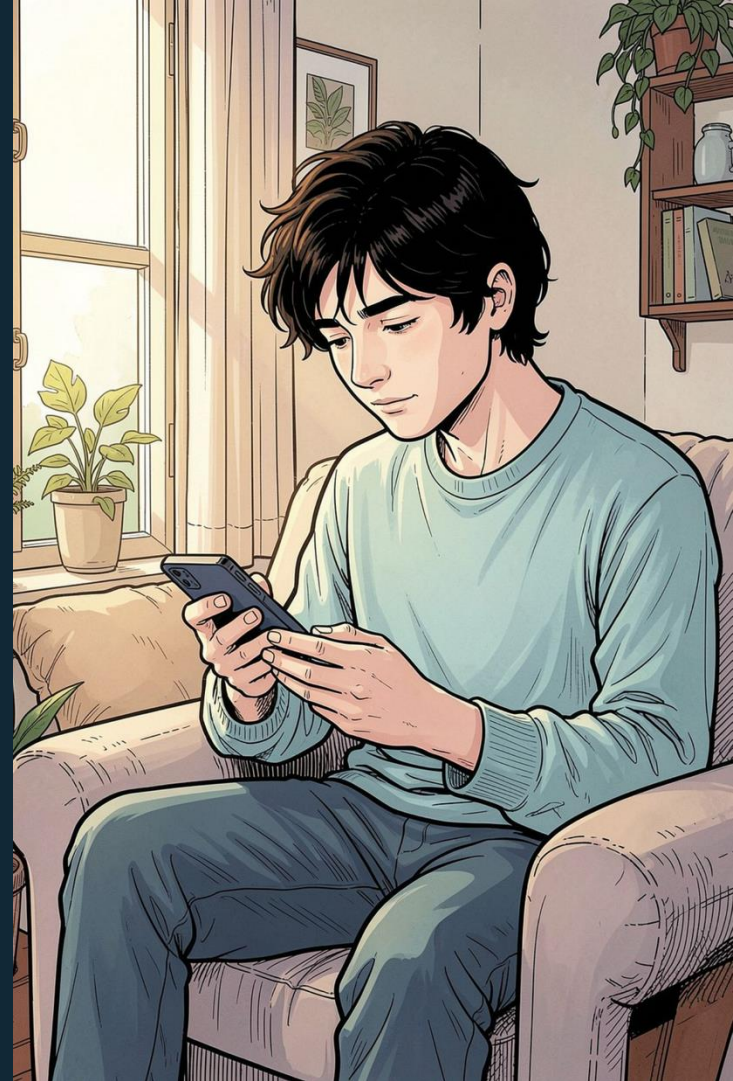
Content in this document was developed with the assistance of Claude AI (Anthropic), ChatGPT, and Figma Make. All research synthesis, design decisions, strategic framing, and final outputs have been reviewed, validated, and approved by the Senior UX Lead. AI accelerated research, synthesis, and first-draft generation. Human judgment governed evidence interpretation, design rationale, ethical decisions, and stakeholder narrative.



The Problem Existing Apps Ignore

FitFuel is built for users failed by existing fitness products — not because they lacked motivation, but because no product accommodates the reality of their lives.

📄 **Core Finding:** Primary research across 5 user interviews and 2 practitioner interviews confirmed a structural gap: every current fitness app is architected for users who show up consistently. None is built for users who stop — and need to re-enter without shame, without losing their place, and without being treated as beginners.



Three Whitespace Opportunities

1

Lapse Recovery as a First-Class Feature

No competitor detects missed sessions, estimates detraining, and presents a rebuilt plan without framing the gap as failure.

Evidence: HIGH. Primary design focus of this prototype.

2

Context-Aware Scheduling

Current AI adapts to biometrics — not calendar disruption, caregiving, or travel. UK Biobank (n≈90,000): weekend-concentrated exercise produces equivalent health outcomes.

Evidence: MEDIUM-HIGH.

3

Mental Wellness as Coaching Tone

Framing movement in mood and energy terms — not calories — is more relevant to all three audiences. BMJ 2024 meta-analysis confirms the exercise–mental health link.

Evidence: MEDIUM-HIGH.

Three Target Audiences



Time-Constrained Professional

Needs fitness that adapts to meetings, travel, caregiving, and variable energy — without penalty for disruption.



Returning Routine Builder

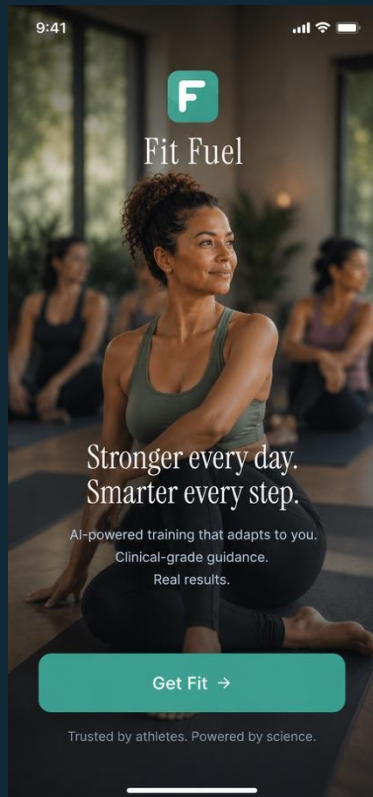
Previously active; dropped off when plans stopped fitting their life. Needs re-entry without shame and without starting over.



User with Access Needs

Disability, chronic illness, injury recovery, or anxiety around fitness culture. WCAG 2.2 AA is a floor, not a finish line.

Prototype & Research



What Was Built

- 17-screen dark-mode prototype + 5-screen light-mode variant in Figma Make (July 2026)
- AI-simulated usability testing against Test Plan v4.0, synthesized into five prioritized recommendations
- Accessibility audit against WCAG 2.2 AA — two blocking findings identified, requiring resolution before live user testing



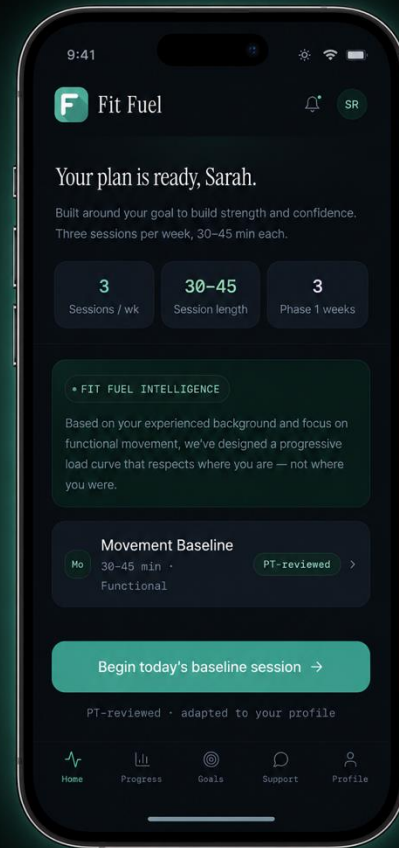
AI Attribution: Content developed with Claude AI (Anthropic) and Figma Make. All research synthesis, design decisions, and final outputs reviewed and approved by the Senior UX Lead.

Opportunity: Lapse Recovery Architecture

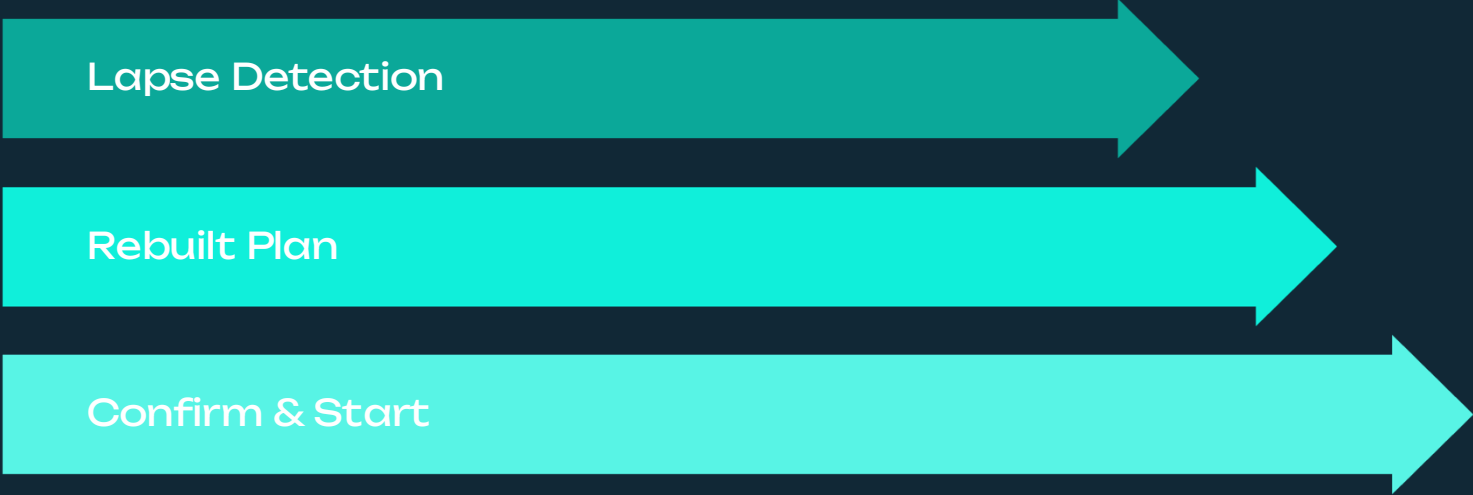
"Every current fitness app is built for users who show up. None is built for users who stop and need to re-enter. Users abandon the app — not the plan — when routines break. No competitor has built a lapse-recovery state that detects a gap, estimates detraining, and presents a rebuilt plan without framing the absence as failure. This is the white space."

Evidence Level: HIGH — Peer-reviewed + competitor audit

Design Scope: Lapse detection → re-entry screen → rebuilt plan → first session entry



Three Required Flow States



Lapse Detection

Rebuilt Plan

Confirm & Start

Base path: 3 taps maximum from app open to first re-entry session. No re-entry of onboarding data. No streak UI, missed-session counts, or calorie data in this flow. AI rationale in plain language only — no jargon, no percentages. AI wait state must not block re-entry if computation exceeds 8 seconds.

Key Acceptance Criteria

AC-01 · No Shame Language

Prohibited: *missed, slipped, back on track, fallen off, lost progress, streak broken, still here, haven't seen you, it's been a while.*

AC-05 · 3-Tap Base Path

User (no injury flag, check-in skipped) reaches first session entry in ≤ 3 taps from app open.

AC-06 · Skippable Check-In

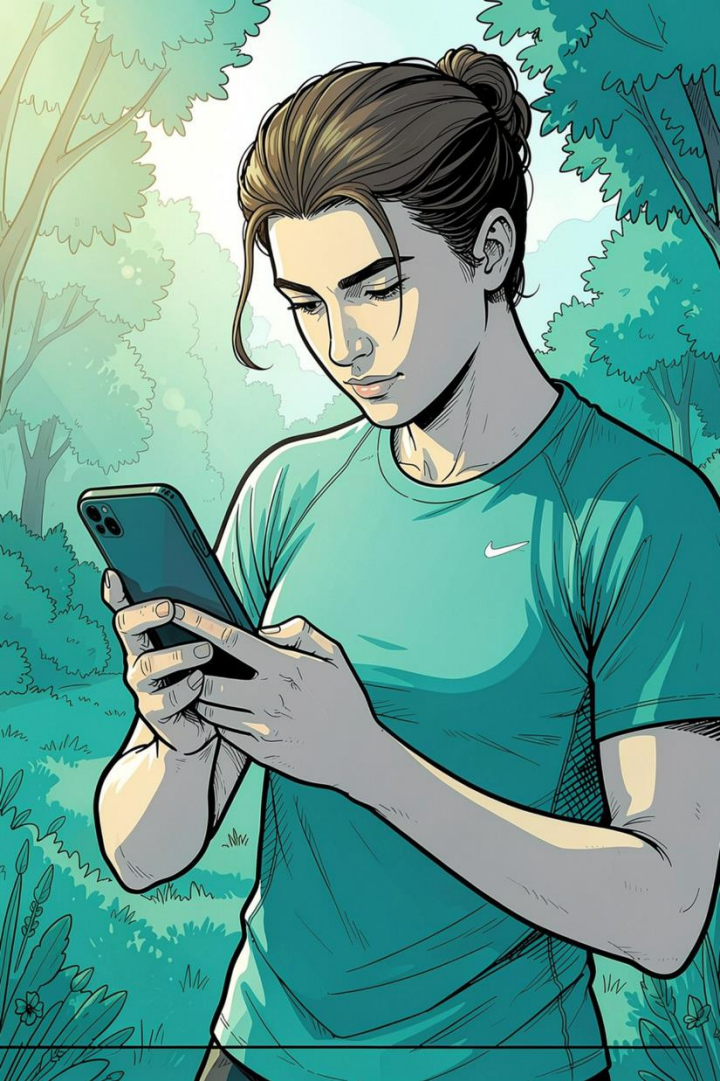
Body check-in skippable in one tap. Skipping produces no visible change to the plan and no confirmation message.

AC-09 · Forward-Looking Wait State

AI wait state displays a forward-looking sentence framing computation as intentional. No progress bar, no percentage, no "Loading."

AC-11 · Visual Hierarchy

On State 01, the headline and primary CTA are the dominant visual elements. No secondary module competes in visual weight.



Design Principles at a Glance

No Shame

Zero guilt framing. Zero streak language. Zero celebration of return.

Forward Only

Every screen, every CTA, every word points ahead — never back.

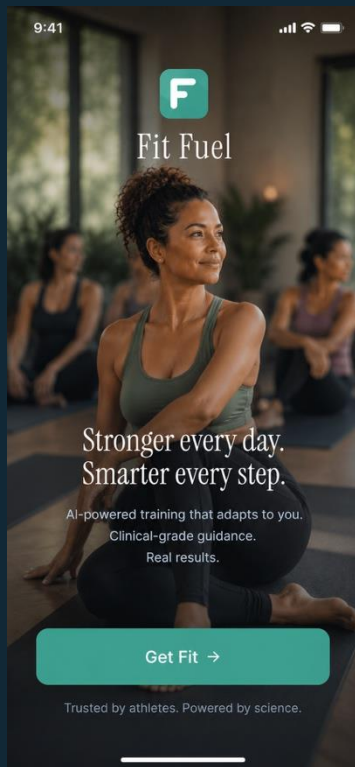
Accessible by Default

WCAG 2.2 AA is the floor. Design decisions serve all three audiences.

AI as Servant

Plain-language rationale. No jargon. No blocking wait states. No percentages.

Prototype Design



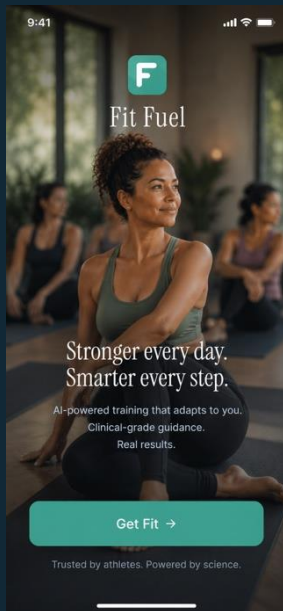
What's Covered

- New-User Onboarding Flow
- Personalized Fitness Routine
- Lapsed User Assessment
- Recalibrated Fitness Routine

[View Prototype](#)

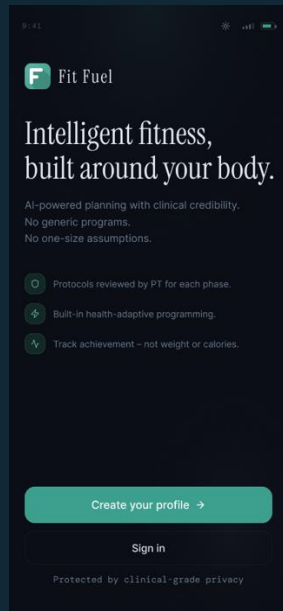
Screens were generated in Figma Make with AI-assisted layout, then reviewed and refined by the Senior UX Lead for alignment with the design brief, research evidence, and WCAG 2.2 AA accessibility requirements.

Landing & Account Creation



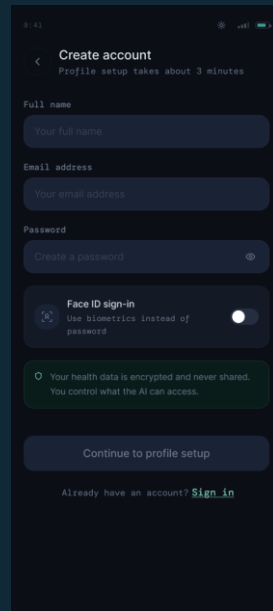
Landing Screen

Value proposition and CTA entry point.



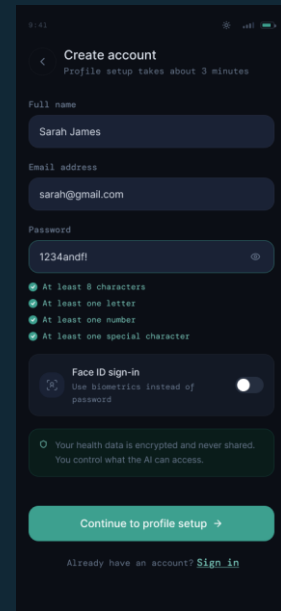
Create Profile

Clinical credibility framing before sign-up.



Create Account

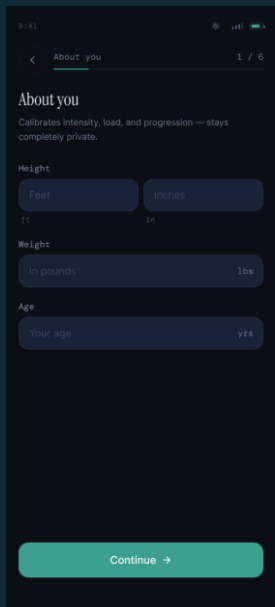
Name, email, password, Face ID option.



Password Validation

Inline validation with filled state shown.

Profile Setup



9:41 1 / 6

About you

Calibrates intensity, load, and progression — stays completely private.

Height

Feet Inches

ft in

Weight

lb

in pounds lbs

Age

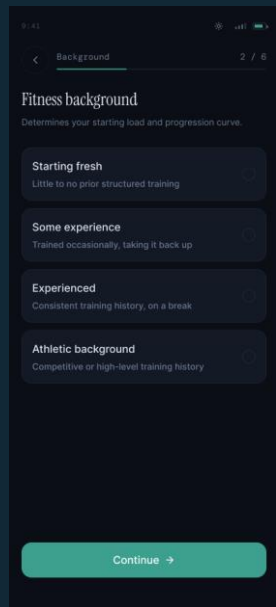
Years

Your age yrs

Continue →

About You

Height, weight, age —
calibrates intensity and load.



9:41 2 / 6

Fitness background

Determines your starting load and progression curve.

Starting fresh

Little to no prior structured training

Some experience

Trained occasionally, taking it back up

Experienced

Consistent training history, on a break

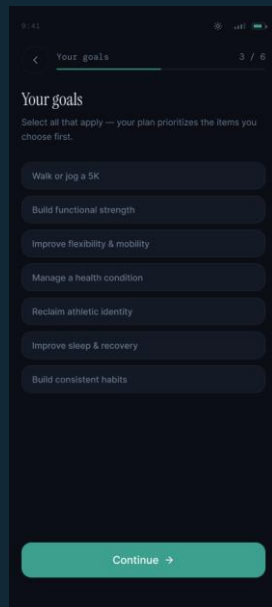
Athletic background

Competitive or high-level training history

Continue →

Fitness Background

Sets starting load and
progression curve.



9:41 3 / 6

Your goals

Select all that apply — your plan prioritizes the items you choose first.

Walk or jog a 5K

Build functional strength

Improve flexibility & mobility

Manage a health condition

Reclaim athletic identity

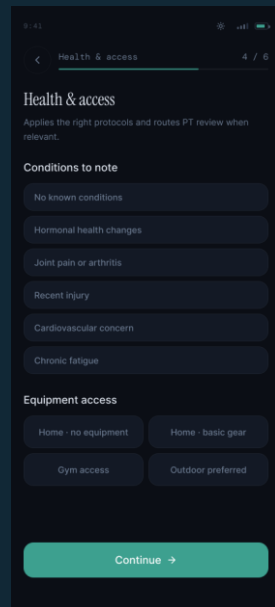
Improve sleep & recovery

Build consistent habits

Continue →

Your Goals

Multi-select; plan prioritizes
chosen items first.



9:41 4 / 6

Health & access

Applies the right protocols and routes PT review when relevant.

Conditions to note

No known conditions

Hormonal health changes

Joint pain or arthritis

Recent injury

Cardiovascular concern

Chronic fatigue

Equipment access

Home - no equipment

Home - basic gear

Gym access

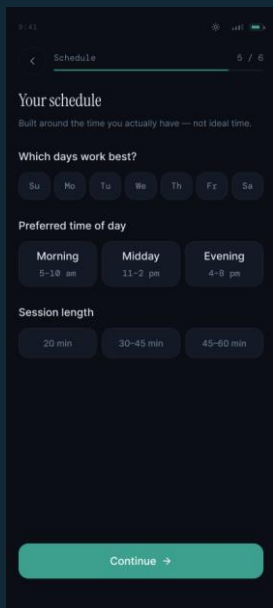
Outdoor preferred

Continue →

Health & Access

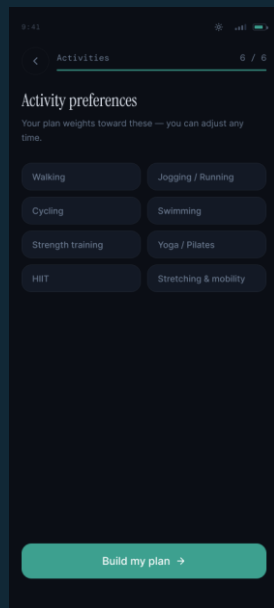
Conditions and equipment —
routes PT review when
relevant.

Schedule & Preferences



Your Schedule

Days, time of day, and session length.



Activity Preferences

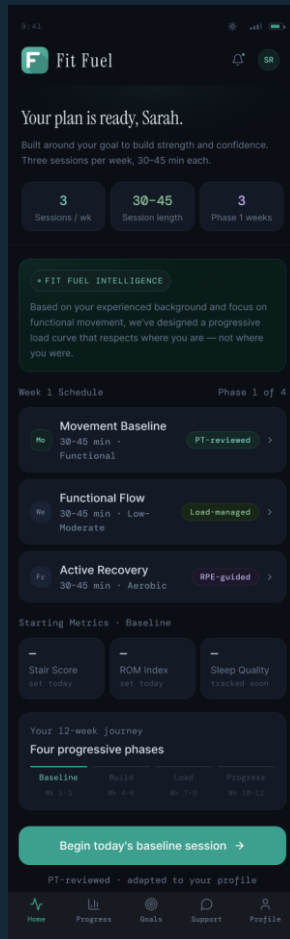
Weighted toward chosen activities; adjustable anytime.



Building Plan

AI plan generation loading state.

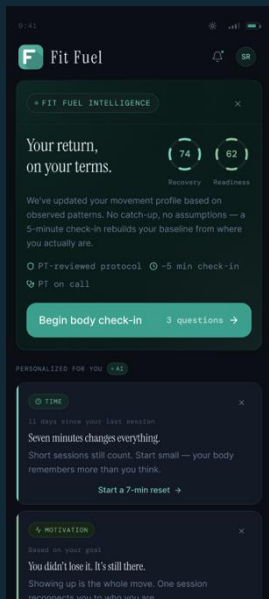
Plan Delivery



Plan Home Page

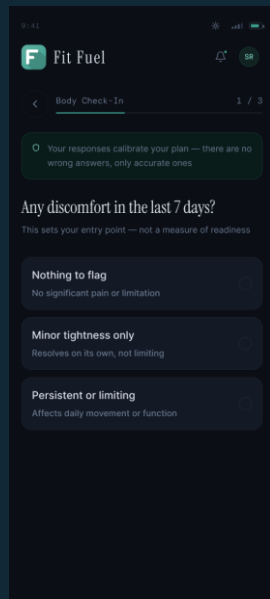
Personalized plan dashboard
with clinical rationale.

Lapsed User Re-Entry Flow



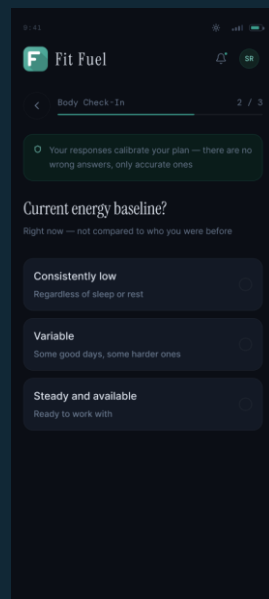
Lapsed User

Re-entry prompt for returning users.



Body Check-In 1

Current state reassessment begins.



Body Check-In 2

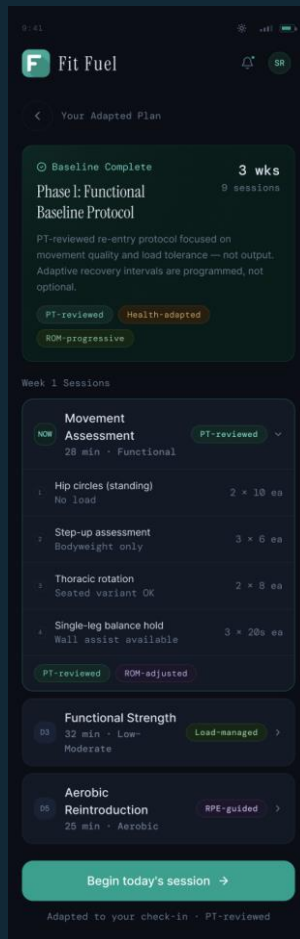
Continued check-in data collection.



Check-In 3

Final check-in.

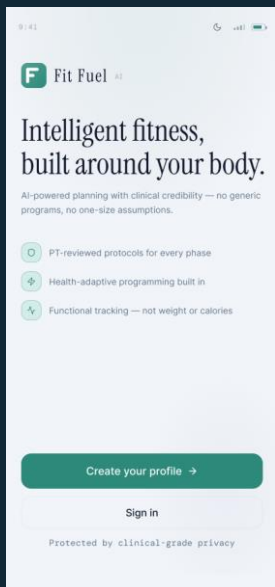
Lapsed User Adapted Plan



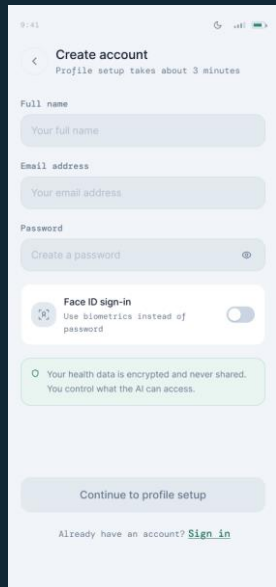
Adapted Plan Page

Reconfigured fitness plan derived from user three-step assessment.

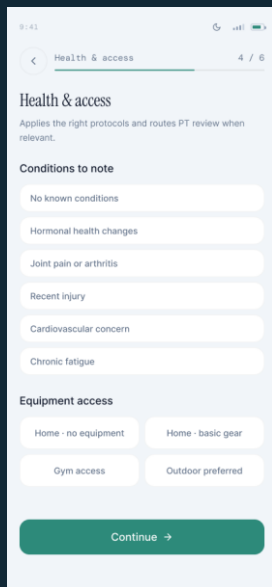
Light Mode Display



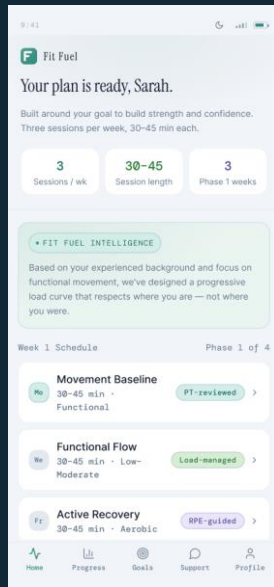
Create Profile



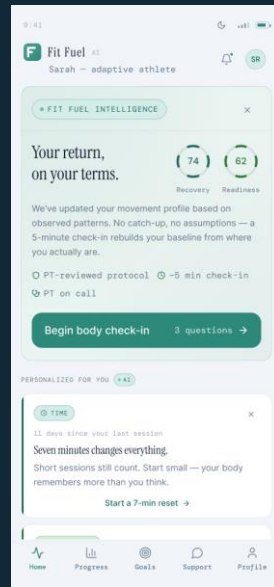
Create Account



Your Goals



Plan Home Page



Lapsed User

SECTION 04

Accessibility Audit Summary

WCAG 2.2 AA · July 2026 · Tim St Clair, Senior UX Lead

6 findings identified across the FitFuel onboarding prototype. 2 are blocking violations — project-stopping, resolve before any user touches the prototype. 3 are serious. 1 is moderate.



Blocking Findings — Resolve First

⊗ These two findings together constitute a complete access barrier for keyboard and screen-reader users.

Finding 01 — Keyboard Navigation Fails (WCAG 2.1.1, Level A)

Six onboarding screens are not keyboard-operable.
Custom-styled selects require explicit ARIA roles and keyboard event handlers.

Fix complexity: Medium–High

Finding 02 — CTA Buttons Have No Focus State (WCAG 2.4.7, Level AA)

Keyboard users cannot identify which element is focused.
Add a 2px solid focus ring with minimum 3:1 contrast on all interactive elements.

Fix complexity: Low–Medium

Serious & Moderate Findings

Finding	WCAG	Severity	Fix Complexity
03 — Form selectors announce no state change	4.1.3 / 1.3.1	Serious	Medium
04 — CTA button contrast fails (normal text)	1.4.3	Serious	Low
05 — Body copy contrast fails (normal text)	1.4.3	Serious	Low
06 — Landing image missing alt text	1.1.1	Moderate	Very Low

📌 Findings 01–02 are the gap between accessible and inaccessible. Findings 03–06 are the gap between accessible and well-designed for access. Tab through every screen without a mouse — the only reliable verification for 2.1.1 and 2.4.7.



SECTION 05

Usability Test Plan

New User Onboarding Flow · v4.0 · July 2026

Method

Moderated remote think-aloud
· 45–60 min sessions

Participants

5–6 total across 3 segments

Recording

Lookback (screen + face + audio); Zoom as budget alternative

Participant Segments & Research Questions

Three Segments

1

Returning Routine Builder

3 of 5 · Lapsed, prior fitness history, stopped due to injury/burnout/life disruption

2

Time-Constrained Professional

2 of 5 · 45+ hrs/week or primary caregiver; dropped routine due to schedule demands

3

User with Access Needs

1 participant (optional) · Chronic condition with energy variability; analyzed separately

Five Core Research Questions

- **RQ1** Does physical data collection create friction or distrust before personalization payoff?
- **RQ2** Does Fitness Background allow lapsed users to accurately place themselves?
- **RQ3** Does Health & Access feel safe enough for honest disclosure?
- **RQ4** Do onboarding goal descriptions match how participants actually describe their fitness intent?
- **RQ5** Does plan delivery feel genuinely personalized — or templated and generic? Built for any user?

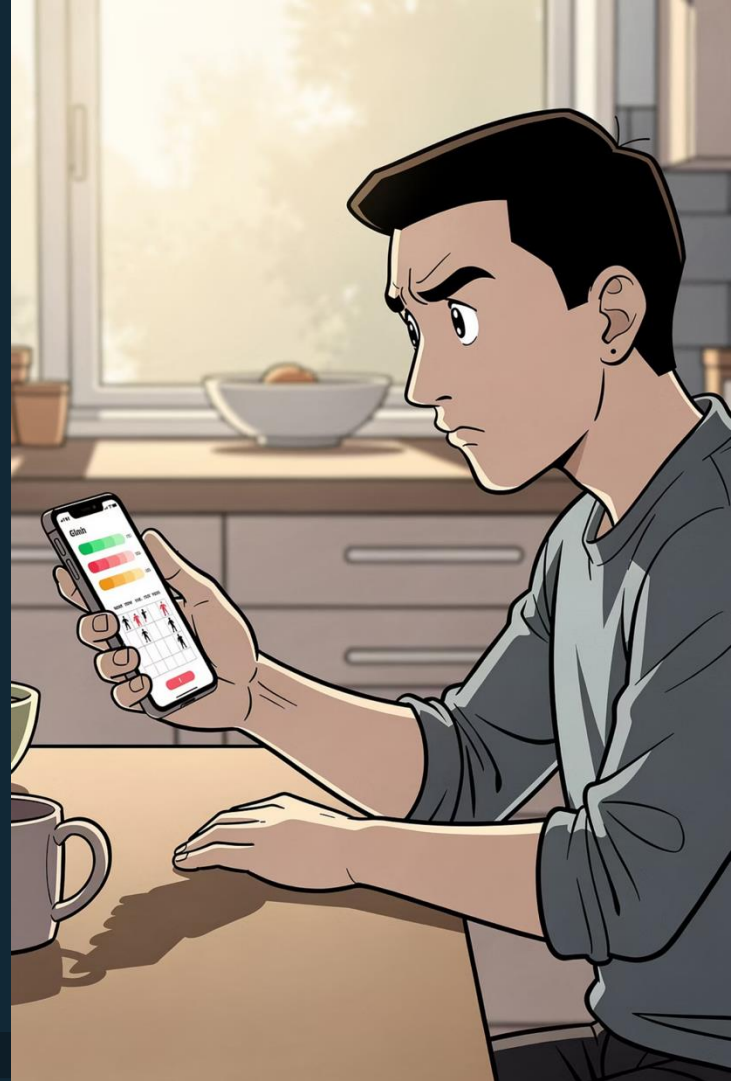
SECTION 06

Usability Test Synthesis

The onboarding collects data but does not yet demonstrate how it uses it.

Two AI-simulated sessions (Claude, July 2026). Findings are **directional** — **not validated conclusions**. Live moderated testing required before product decisions are finalized.

The prototype has a sound structure and largely shame-free tone. The central risk: **neither participant could trace plan elements back to their inputs**. When AI personalization cannot be verified, it reads as a marketing statement — not a functional feature.



Eight Core Issues

CI	Screen	Result	Core Issue
CI-01	Landing → Account	FAIL — both	Account creation before value demonstration is a documented adoption barrier.
CI-02	About You	PARTIAL FAIL	Privacy label appeared after data field — seen only after data was entered.
CI-03	Fitness Background	FAIL — both	"No option for I know what I'm doing but I'm starting from nothing right now."
CI-04	Health & Access	PARTIAL PASS	Both disclosed. But caregiver load, stress, and travel had no disclosure path.
CI-05	Your Goals	PARTIAL FAIL	"None of these are really my goal. My goal is to not feel like I'm drowning."
CI-06	Your Schedule	FAIL — both	Both entered aspirational availability despite instruction to use their actual week.
CI-07	Plan Delivery	FAIL — both	"I can't see where my life is in this plan." Highest-priority finding.
CI-08	Across flow	Gaps confirmed	Missing: travel frequency, caregiving demands, sleep quality, stress load, free-text goal.

Key Stakeholder Recommendations

1

Restructure Fitness Background *(High)*

Split into two questions: prior history and current state. Add "Starting again after a break" as a first-class option. Source: CI-03, CI-07.

2

Add Life-Load Inputs *(High)*

Add travel frequency, caregiving demands, and energy consistency — the data that makes AI genuinely context-aware. No competitor collects this. Source: CI-04, CI-06, CI-08.

3

Close the Input-Output Loop *(High)*

Rewrite plan rationale to reference specific named inputs. A plan that looks generic is deleted at the same rate as any generic app. Source: CI-07.

4

Reframe Schedule Around Realistic Minimum *(Med-High)*

Ask "What's the minimum you can commit to this week?" Normalize low starting counts. Source: CI-06.

5

Evaluate Account Creation Sequencing *(Medium)*

Consider anonymous profile → plan preview → account creation prompt. A known adoption barrier in a crowded market. Source: CI-01.