

---

# Fitbit App Gallery Redesign

By: Diana D'Achille

## 1.0 Document Overview

2.0 Company Description

2.1 Fitbit App Gallery Description

2.2 Problem

3.0 Applications with Similar Goals - Grid Comparison

4.0 Room for Improvement Backed by Research

5.0 Overview of Redesign Requirements

5.1 Business Requirements

5.2 User Requirements

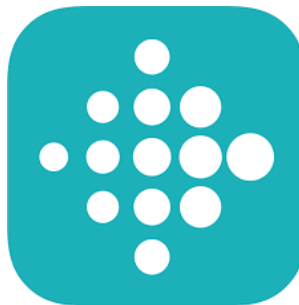
5.3 Marketing Requirements

## 1.0 Document Overview:

This document showcases a mobile application redesign plan to help improve the design and user experience for Fitbit's mobile App Gallery. The goal of this document is to provide suggestions and recommendations the Fitbit App Gallery team can use to improve the efficiency, productivity, and end-user satisfaction within the Fitbit App Gallery.

## 2.0 Company Description:

Fitbit creates wearable products that change the way we move. Their goal is to empower and inspire their users to live a healthier, more active life. Their wearable products and both online and mobile application experiences fit seamlessly into their users' life so they can achieve their health and fitness goals, whatever they may be.



Fitbit. Fitbit App Icon. Web. 2019.  
<https://www.fitbit.com/app>.

## 2.1 Fitbit App Gallery Description:

Fitbit's App Gallery was first introduced to Fitbit's [Fitbit Ionic](#) users on December 5<sup>th</sup> 2017. Today the Fitbit App Gallery is also accessible to their [Fitbit Versa](#) users. The Fitbit App Gallery is found within the mobile Fitbit Application that is available for [iOS](#) and [Android](#). On December 5<sup>th</sup> 2017, Fitbit announced the

release of Fitbit OS and their first App Gallery store. Formally, known as Fitbit App Gallery. Fitbit OS gives you instant access to the things that matter most. The Fitbit App Gallery has clock faces for every occasion and applications to fill your needs. Fitbit's App Gallery includes apps from Fitbit, Fitbit Labs, popular brands, and developers, as well as helpful enhancements to existing features.



Toms Guide. Fitbit Versa and Ionic on Hand. Web. 20 January 2019. <https://www.google.com/search?biw=1252&bih=625&tbn>

## 2.2 Problem

The Fitbit App Gallery is a young application. It lacks the necessary elements to seamlessly work effectively for their users. When compared to their App Gallery competitors it falls short in many categories.

## 3.0 Grid Comparing:

	<b>Fitbit App Gallery</b>	<b>Apple App Store</b>	<b>Garmin Apps &amp; Clock Faces</b>	<b>Galaxy Wearables (Samsung Gear)</b>
<b>Unique Features</b>	Fitbit's App Gallery offers a range of health and fitness apps from Fitbit like Exercise, Fitbit Coach, Relax, Timer and more, as well as popular apps that are designed to make life easier and more convenient when you're on the go. Leading partner apps available on Fitbit Ionic and Fitbit Versa at launch include: Pandora, Starbucks, Strava and Weather	Apple's App Store allows users to browse and download apps developed with Apple's iOS software development kit. Apps can be downloaded on the iPhone smartphone, the iPod Touch handheld computer, or the iPad tablet computer, and some can be transferred to the Apple Watch smartwatch or 4th-generation or newer Apple TVs as extensions of iPhone apps.	Garmin's App Store, formally known as Garmin Connect  Once paired with a compatible Garmin device user will have access to applications and clock faces in the Garmin Connect application.	The Galaxy Wearable application connects your Galaxy wearable devices to your mobile device. It also manages and monitors the wearable device features and applications you've installed through Galaxy Apps.  The Galaxy Wearable application allows you to set up and manage the following features:  <ul style="list-style-type: none"> <li>- Mobile device connection/disconnection</li> <li>- Software updates</li> <li>- Clock settings</li> <li>- Application download and settings</li> <li>- Find my Watch</li> <li>- Notification type and settings, etc.</li> </ul>

	powered by AccuWeather.			
<b>Design Strengths</b>	Clean description page with no advertisements or distractions.	Well thought out category sections. Supporting over 2.1 million applications.  The App Store was opened on July 10, 2008, with an initial 500 applications available. As of 2017, the store features over 2.1 million apps.	Great online App Store (Garmin Connect). Easy to browse clock faces.	Application is dedicated to Samsung's Galaxy wearable device, nothing else. This means there is easier navigation in the application and less confusion for the user.
<b>Design Weaknesses</b>	<ul style="list-style-type: none"> <li>• Weak user profile page featuring current clock face on users Fitbit</li> <li>• Rate (with stars) and a review for a clock face or application not available</li> <li>• View other clock faces or applications by the developer not available</li> <li>• View similar clock faces or applications by the developer not available</li> <li>• Bookmark a clock face or application not available</li> <li>• Share a clock face of application not available</li> <li>• Mobile Breadcrumbs (Category, etc.) not available</li> <li>• Page titles lack specifics/Lack of navigational bar</li> </ul>	<ul style="list-style-type: none"> <li>• Iconography not consistent in application</li> <li>• Less is usually equals more, but for Apple many complain it feels like "lesser-design".</li> <li>• Lack of navigational bar views since latest iOS update.</li> <li>• White space is good, but sometimes too much can look like wasted space</li> </ul>	<ul style="list-style-type: none"> <li>• Device Compatibility confusing to users</li> <li>• <b>User Review:</b> "The UI and content is good, but there is so much more that I want to be able to manage on the app that I can't, which means that I have to fiddle around trying to do it on the Galaxy Watch instead. For me, this app stops short and is far too limited.  For example, let me create quick message replies and the order that they appear on my watch. I hope that there is more to come and that more UX is taking place?"</li> </ul>	Doesn't show any notifications of calls, messages and others.

	views/breadcrumbs  • No number of downloads displayed like Garmin's App Store			
<b>Artificial Intelligence</b>	✗	✓	✓	✓
<b>App Categories</b>	<p><b>Clock Face Categories:</b> By Fitbit, Staff Picks, Stats Heavy, Digital, Analog, Fitbit Labs, Recently Added, All Clocks.</p> <p><b>App Categories:</b> Featured, By Fitbit, Staff Picks, Lifestyle, General &amp; Utilities, Health &amp; Fitness, News &amp; Finance, Fitbit Labs, Recently Added, All Apps.</p>	<p><b>App Categories:</b>  <a href="https://itunes.apple.com/bt/genre/ios/id36?mt=8">https://itunes.apple.com/bt/genre/ios/id36?mt=8</a></p>	<p><b>App Categories:</b>  <a href="https://apps.garmin.com/en-US/">https://apps.garmin.com/en-US/</a></p>	<p><b>App Categories:</b>  <a href="https://play.google.com/store/apps/details?id=com.samsung.android.app.watchmanager&amp;hl=en_US">https://play.google.com/store/apps/details?id=com.samsung.android.app.watchmanager&amp;hl=en_US</a></p>
<b>Link</b>	<p>Within Fitbit App  <a href="https://itunes.apple.com/us/app/fitbit-activity-calorie-tracker/id462638897?mt=8&amp;ign-mpt=uo%3D4">https://itunes.apple.com/us/app/fitbit-activity-calorie-tracker/id462638897?mt=8&amp;ign-mpt=uo%3D4</a></p>	<p><a href="https://www.apple.com/ios/app-store/">https://www.apple.com/ios/app-store/</a></p>	<p><a href="https://apps.garmin.com">https://apps.garmin.com</a></p>	<p><a href="https://play.google.com">https://play.google.com</a></p>
<b>Core Features</b>				
<b>Supports Paid and Free Applications</b>	✓	✓	✓	✓
<b>ADA Accessibility</b>	✓	✓	✓	✓

<b>View more Apps by Developer Feature</b>	×	✓	✓	✓
<b>Review App Feature</b>	×	✓	✓	✓
<b>Artificial Intelligence</b>	×	✓	✓	✓
<b>Desktop Store</b>	×	✓	✓	✓
<b>Social Sharing Application To Friends</b>	×	✓	×	✓
<b>Bookmark Application</b>	×	✓	×	×
<b>Companion Application Specifically for Store</b>	×	✓	✓	✓
<b>Supports Third Party Developers</b>	✓	×	✓	✓

**Application Store's with Similar Goals and Functionality:**

- Apple App Store
- Garmin Apps & Clock Faces
- Galaxy Wearables (Samsung Gear etc.)

- Google Play Store
- Amazon App Store
- Amazon Alexa App Store
- SlideMe.org
- Mobile9

## 4.0 Room for Improvement backed by Research:

### Fitbit App Gallery Entrance:

All of our participants in the usability test had a difficult time locating the Fitbit App Gallery. They found that the location of the Fitbit App Gallery in the Fitbit App 'was not clear', 'labeled' or 'made sense'. It felt out of place for all participants.

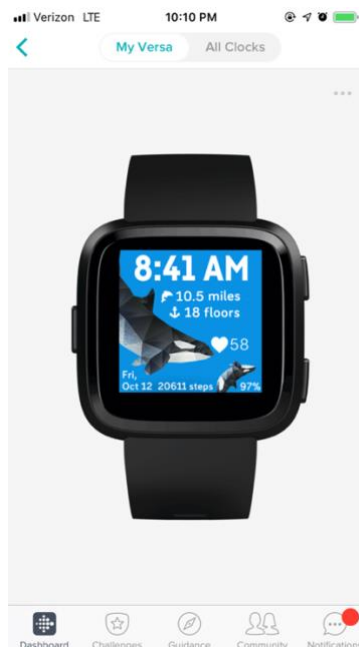
Additionally, one participant felt that placing the galleries near a tile called 'accessories' discouraged him from clicking on the 'clock face gallery' or 'application gallery', because he felt that Fitbit was trying to sell him something.

### Distinguishing Free Vs. Paid Applications:

It was difficult for all participants in the usability test to distinguish if a clock face was free or paid. Elaine did not know what to do once she downloaded a paid clock face. She asked if she could quit the session after it downloaded (10 minutes later after beginning the task).

### Improve Current Clock Face Screen:

Fitbit's 'Current Device Screen' lacks clarity and direction. Currently the only message it is telling the user is that 'this is your current clock face'. The settings and permissions are not exposed making it difficult for the users to find. All users in the usability test, had a difficult time locating their clock faces settings.



Fitbit's Device/Clock face Screen  
Screenshot shows user what Clock face  
their Fitbit is currently using.

## Breadcrumbs:

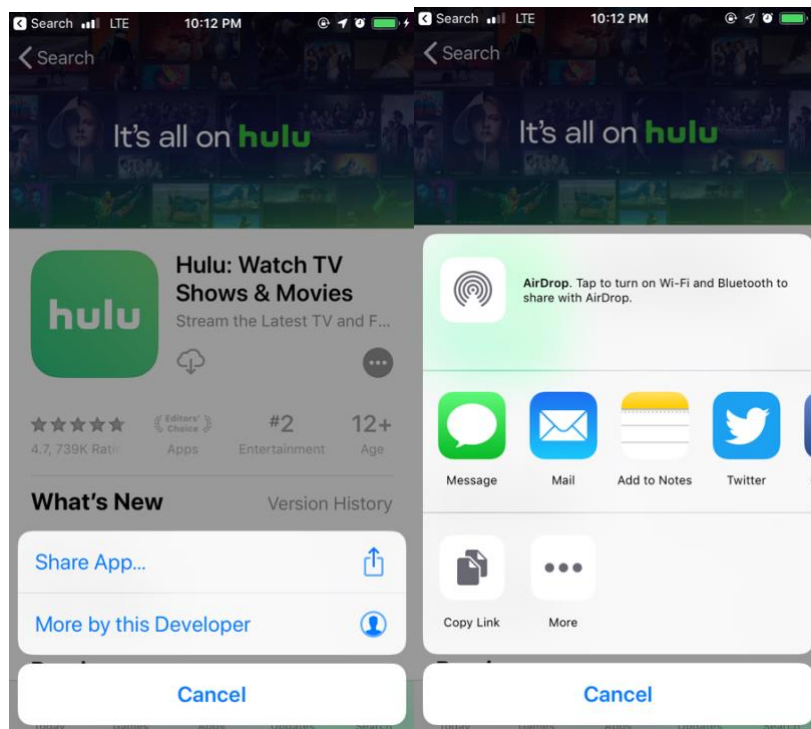
Apple uses breadcrumbs throughout their mobile and desktop App Store. Their breadcrumbs serve as a secondary navigation for their users. Fitbit may want to consider adding this to their application in the future. It will allow their users to search within a category or previous destination.

## Fitbit Labs Confusion:

The Fitbit Labs marquee brought Elaine away from her completing her task during her usability test. She was not very impressed by the clock faces displayed after clicking on the Fitbit App Gallery marquee.

## Social Sharing Applications:

The Grid comparing chart above shows that all of Fitbit's competitors use social sharing. Fitbit should include this in their store to grow a larger audience.



Apple's App Store allows users to share Applications they like to friends a lot of different ways. (Text, email, Twitter etc.)

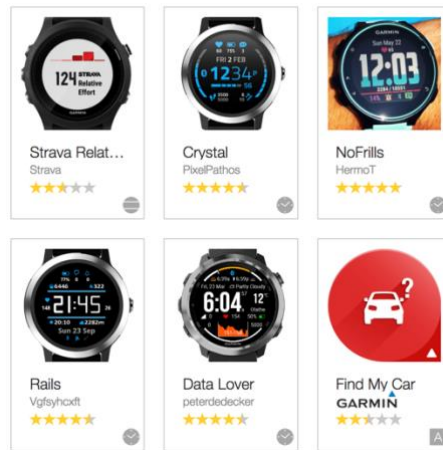
## Artificial Intelligence Search:

Artificial intelligence is a big lift especially if you are low on resources/staff. Apple's App Store, Garmin, and Galaxy Wearables use artificial intelligence in their search bar to display other relatable or popular searches. Fitbit may want to consider implementing this in the future.

David and Mike looked for a search filter button to find a category, but could not find it.

## Rating and Reviews:

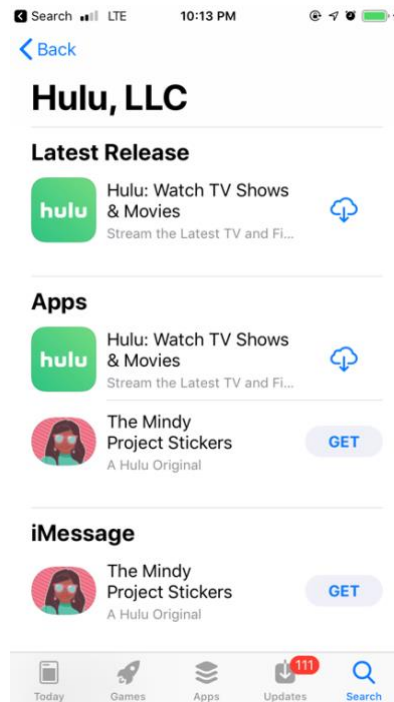
Majority of Fitbit's competitors use Ratings and reviews. Ratings and reviews will increase a customer's confidence when users purchase a clock face or application.



Garmin Connect's Rating and Reviews

### Developer Page/Screen:

All of Fitbit's App Gallery competitors shown in the matrix above have a screen dedicated to the developer that includes all of their applications/clock faces. Fitbit should consider adding this functionality to allow their users to find other applications or clock faces they like by the same developer.

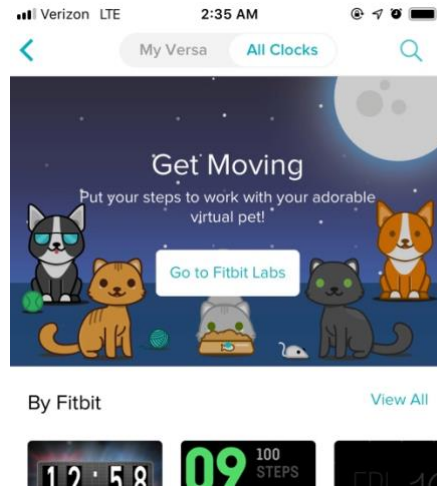


Apple's Developer Page Screen  
This screenshot shows all the Applications for Hulu, LLC.

### Sliding Marquee:

Fitbit has a sliding marquee similar to its competitors in its application gallery, however in its clock face gallery it does not have a sliding marquee. Fitbit would benefit from a sliding marquee to introduce new or popular clock faces in their gallery.





Current Fitbit Clock Face Gallery experience drives to Fitbit Labs. The screenshot above displays a static banner.

### Bookmarks/Favorites:

Bookmarks can be helpful for someone who is indecisive about buying an application or clock face or cannot decide between a few apps. Apple, Garmin and Galaxy Wearables use this functionality.

### Analytics:

Providing analytics would be beneficial for the developers to understand how their application or clock faces are performing.

### Recommendations for Improvement:

Based on the results and observations during the methods used for the Fitbit App Gallery evaluation the recommended considerations are listed below.

- Add a title to label the 'Fitbit App Gallery' so users understand where they are within I'm the Fitbit App and know that they are in the Fitbit App Gallery./Consider migrating to companion application.
- Add a filter feature on the clock face homepage to allow the user to find a specific clock face.
- Use a marquee carousel at the top of the screen with additional marquees. Currently, the marquee on the clock face is static and has brought the one user who has clicked on it down the wrong flow to complete her task.
- Sort apps by free and paid to reduce initial confusion if an app is free or paid.
- Consider making the paid applications banner on the description page more prominent to be clear to the user the app is paid.
- Add a tooltip or accordion to the clock face description pages that require a payment to provide additional steps to purchase a paid application. Make it very clear it is a paid application.
- Consider increasing the contrast of the clock face illustration on Fitbit Gallery screen or create a new clock face illustration that has a more prominent 'clock face' look.

Further recommendations and improvements included in UX method documents.

### Summary of items Fitbit may want to consider enhancing or adding:

#### Features

- Add 'View similar clock faces' or applications by the developer.
- Add swipe-able carousel to clock face gallery.

- Rate Apps (with stars) and leave review.
- Add Bookmark a clock face or application.
- Add Share a clock face or application.
- Add Mobile Breadcrumbs (Category, etc.).
- Copyright proof field for application submission.
- Create online Web Gallery.

### **Screens**

- Create a user-friendly page of current clock face on users' device.
- Improve labels on clock faces and application description pages.
- Create a user-friendly page that is customizable for the developer.
- Create user-friendly review a clock face or application flow.
- Create a user-friendly report a clock face or application flow.
- Create a user-friendly application description page.

## **5.0 Overview of Redesign Requirements:**

This redesign will require business, marketing and user requirements. These requirements will be crucial for us to make educated decisions that will meet all of our requirements. The following requirements are recommended for Fitbit's App Gallery redesign.

**\*Disclaimer – I am not associated with Fitbit or their production team. These requirements have been based off of my own assumptions, experiences and user experience practices.**

### **5.1 Business Requirements:**

- Continue to differentiate experience from Apple's App Store
- Create a user-friendly experience to keep users happy
- Reduce customer and developer complaints
- Explain pay providers/paid apps better to increase user understanding
- Implement top customer and developer featured recommendations
- Hit Business KPIs for 2019

### **5.2 User Requirements:**

- Create a user-friendly page of current clock face on device
- Improve labels on clock faces and applications
- Create a user-friendly page that is customizable for the developer
- Create user-friendly review a clock face or application flow
- Create a user-friendly report a clock face or application flow
- Create a user-friendly application description page

### **5.3 Marketing Requirements:**

- Ensure all applications comply with legal and brand guidelines
- Onboard new Fitbit users by using social media to drive App Gallery awareness
- Create a user-friendly experience to keep users happy
- Reduce customer and developer complaints
- Implement top customer and developer featured recommendations
- Hit Marketing KPIs for 2019