

Prompt: Redesign a Mobile App

UX revision of the “Splits Training” App’s welcome screen microcopy.

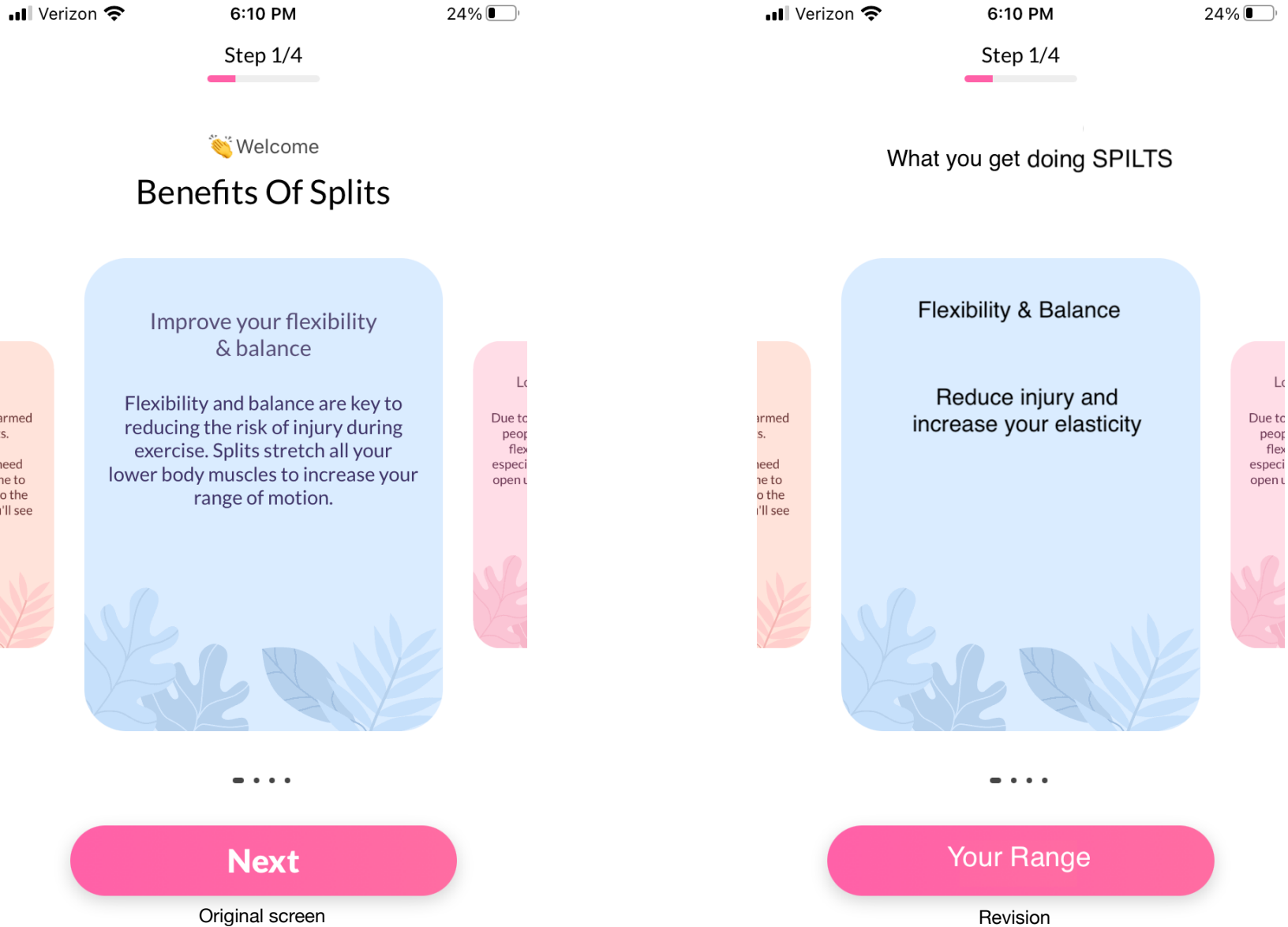
### Splits Training App

My partner downloaded the Splits Training App around a year ago. Splits Training had some good reviews that made it stand out amongst the other physical training apps. My partner never ended up using the app, and, when asked why, was self-deprecating, calling herself lazy and ‘the kind of person who downloads a bunch of apps and then immediately loses interest in them’. She is neither lazy nor capricious, but her self-reporting is valuable, because I can use it to interpret possible problems with the app. I interpret her comments as the app failing to catch her interest and motivate her to use it. When I revise the app, I’m going to make sure I address these issues.

The audience for the Splits Training app are women. The app uses a gendered color palette, all pinks and purples, and all the exercise models are women. More specifically, Splits Training targets busy women looking to begin working out. The app focuses on quick workouts with clearly labeled workout lengths, the workouts themselves aren’t too complicated (for example, no advanced yoga poses), and they don’t require any equipment. It’s likely that women who use this app might be new to developing an exercise routine, or just in a place without access to their gear.

I’ve decided to revise the microcopy for the welcome screen. This is where the app has a chance to do two things: engage its audience and explain its mission. However, as it’s currently written, Splits Training wastes time explaining the benefits of exercise and warning its users to warm up before hand. This doesn’t motivate users to further investigate the app. In order for Splits Training to engage its audience and explain its mission, the welcome screen should be revised to motivate its users and keep their interest.

When a user opens the app, a brief video of a woman exercising plays, and then the app opens to the welcome page. The welcome page consists of five screens. The first screen has four panels.



Screen 1, panel 1.

Original: “Welcome benefits of splits”

Revision: “What You Get Doing SPLITS”. This focuses on results without being pushy. It’s more specific and targeted to a person, as opposed to the very formal and general original. “Doing Splits” feels more branded, funny, and punny. The verb ‘doing’ is more active than the preposition ‘of splits’ in the original.

The original text in the blue panel explains flexibility. This explanation would be more useful as part of an accessible and article-backed section of the app itself. As part of the welcome page, it’s tedious. The welcome page should *welcome*. I’ve revised it to focus on outcomes of using the app, in order to motivate and engage the user.

I’ve also revised the ‘Next’ button at the bottom to ‘Your Range’. ‘Next’ is boring and doesn’t answer why a user should click the button. ‘Your Range’ creates an expectation of where clicking the button will take the user.

Step 1/4



## Benefits Of Splits

### Loosen your hip flexors

Due to sitting at a desk all day, most people have extremely tight hip flexors, which can cause pain, especially in your lower back. Splits open up these areas to relieve your muscle tension.

...

Next

Step 1/4

## What you get doing SPILTS

### Hips & Back

Our exercises loosen you up, reducing pain caused by sitting

...

Your Range

Screen 1, Panel 2

This is still the first screen, and so the “Your Range” button hasn’t changed.

My edits make this second panel more succinct. As in the first panel, I’ve removed emphasis on explanation in favor of engaging and motivating the user. My revision focuses on user payout. This motivates the user and keeps their interest.

These original panels all have a fair amount of text. They’re the first thing a user sees when opening the app. I’ve revised all of them to be more succinct, in order to get a user through the introduction quickly, and into the app itself.



## Benefits Of Splits

### Boost your circulation

Splits lengthen your muscles and improve your circulation by increasing blood flow to your muscles.

- Please up
- Please time stretch new d



Next

## What you get doing SPILTS

### Circulation Boost!

Splits tones your muscles and increases blood flow

- Please up
- Please time stretch new d



Your Range

Screen 1, Panel 3

Again, more succinct and focused on specific actions instead of explanations. Focusing on action instead of explanations keeps user interest and motivates them to actually follow through with the app.

Step 1/4

Welcome

## Benefits Of Splits



Please note

- Please get your muscles warmed up before doing the splits.
- Please be patient. Splits need time; your muscles need time to stretch, recover and adapt to the new demands. Stick to it, you'll see progress soon.

...

Next

Step 1/4

What you get doing SPILTS

Remember, Take it Slow!

Your body isn't a machine  
Begin with our warm ups

...

Your Range

Screen 1, Panel 4

Option 1: I'd suggest deleting this panel entirely and making it part of the app. Along with the regular exercises, have a dedicated warm up that users can run through without thinking too much about it. At the beginning of every workout, have a popup screen reminding the user to warm up, with the options to click a link to the warm up exercise itself, or a box to check that skips this popup in future workouts.

Option 2: Keep this panel, but revise for succinctness, motivation, and user interest. The original is written with a tone that reminds me of an exasperated authority figure pleading with an inattentive student. The revision reads more as a quick reminder, implying that warm ups can be found in the app.



Step 2/4

👉 Let us know about you to create your personalized plan.

## What's Your Splits Level?



$\leq 60^\circ$

Just started learning to do the splits



Beginner

Advanced

Next



Step 2/4

## What's Your Splits Range?

$\leq 60^\circ$



Just starting



Beginner

Advanced

Your Goal

### Screen 2

For the second screen, delete “let us know...”. This looks redundant and messy. The app wouldn’t be asking if it wasn’t taking data.

I’ve revised “What’s your splits level?” to “What’s your splits range?” ‘Range’ relates to flexibility more than ‘level’.

I’d also recommend flipping the ‘rulers’ upside down, this better illustrates what someone trying to do the splits looks like. A user can get up and measure what their legs look like compared to the image.

The slider button provides descriptions from beginner to advanced. The slider text is: “Just started learning to do the splits”, “my flexibility is not bad”, and “I am very flexible”. These should be revised to “Just starting”, “Pretty Flexible”, and “Very Flexible”. This revision applies standardization, making the options feel more like categories of flexibility, instead of arbitrary, subjective feelings.

Instead of “Next”, I’ve revised the button to “Your Goal”. This creates expectation for what’s next, while repeating the structure of the previous button, “Your Range”.



Step 3/4

😊 What an exciting goal!

## What's Your Goal?



90°

Improve my flexibility and balance



Beginner

Advanced

Next



Step 3/4

## What's Your Goal?



Half Splits

Get Started



Beginner

Advanced

Your Stats

### Screen 3:

Delete “what an exciting goal”, this might read as condescending.

The “degrees” under the emoji should be revised to “half splits”, “near splits”, “full splits”, and “more”. This is easier to conceptualize for someone new to this kind of exercise than specific degrees.

Similarly, the slider button text should be revised from “Improve my flexibility and balance”, “Get deeper into the splits”, and “Get full splits and challenge myself”, to “Get started”, “Get deeper”, and “Get challenged”. This revision applies a structure, giving the options a quick, fun way to think about the user’s goals.

Revise “Next” to “Your Stats”, to keep with the button style and structure of the previous screens.



Step 4/4

Last step

## Your Profile

Connect Apple Health



Cm,Kg

Ft,Lbs



Height



Weight



Date of Birth



Next



Step 4/4

## Your Profile

Connect Apple Health



Cm,Kg

Ft,Lbs



Height



Weight



Date of Birth



Your Plan

Screen 4:

Delete “last step”. It’s not really the last step. There’s another screen before the user sees the workouts.


With that deletion, this screen is clean. Revise “Next” to “Your Plan”, in keeping with previous button revisions.



😊 Well done!

## Your plan is ready

We have selected this plan that suits you best




⚡⚡⚡

**Beginner**

Recommend


☒



⚡⚡⚡

**Intermediate**

☐




⚡⚡⚡

**Advanced**

☐

Next

Based on your answers,  
We recommend




⚡⚡⚡

**Beginner**

Recommend


☒



⚡⚡⚡

**Intermediate**

☐



⚡⚡⚡

**Advanced**

☐

Your Workouts

Screen 5:

Delete “well done”. It reads as sort of cheesy and unnecessary.

Revise the text, the two lines are redundant. My revision acknowledges that the user’s been answering questions.

Finally, revise “Next” to “Your Workouts”. Now the user is ready to get going. After this screen, the app opens up to its available workouts.

To further revise “Splits Training”, I can think of several things:

1. Options

I’d love to come up with more options for each screen. In addition to mimicking the app’s brand feel, I’d like to experiment with more serious or more wacky versions. This would showcase my writing skills, and make a client feel like I’m helping tailor text to their specific needs.

2. Workshop writing

I’m always a fan of workshopping writing. Responses from the client would help me understand their vision for their product. Responses from other writers would help me better understand the best practices that Cvent utilizes.

3. Roundtable App Development

The welcome page mentions several things that I believe would work better within the app itself. It’s worthwhile to inform users about the benefits of this exercise, as well as the importance of warming up. The problem is that once a user finishes the welcome page, that information never comes back. Also, the information in the welcome page itself isn’t very extensive. I would recommend having a page in the app where a user can inform themselves further. Something they can return to and read when they have time. Not when they’re just trying to get through the beginning, to see what exercises the app offers.

4. Odds and Ends

I’d like to have a serious discussion about fonts. What font reads as appropriately professional and fun? Certainly not the current font.

Thank you for taking the time to read my ideas. I appreciate any feedback you have.