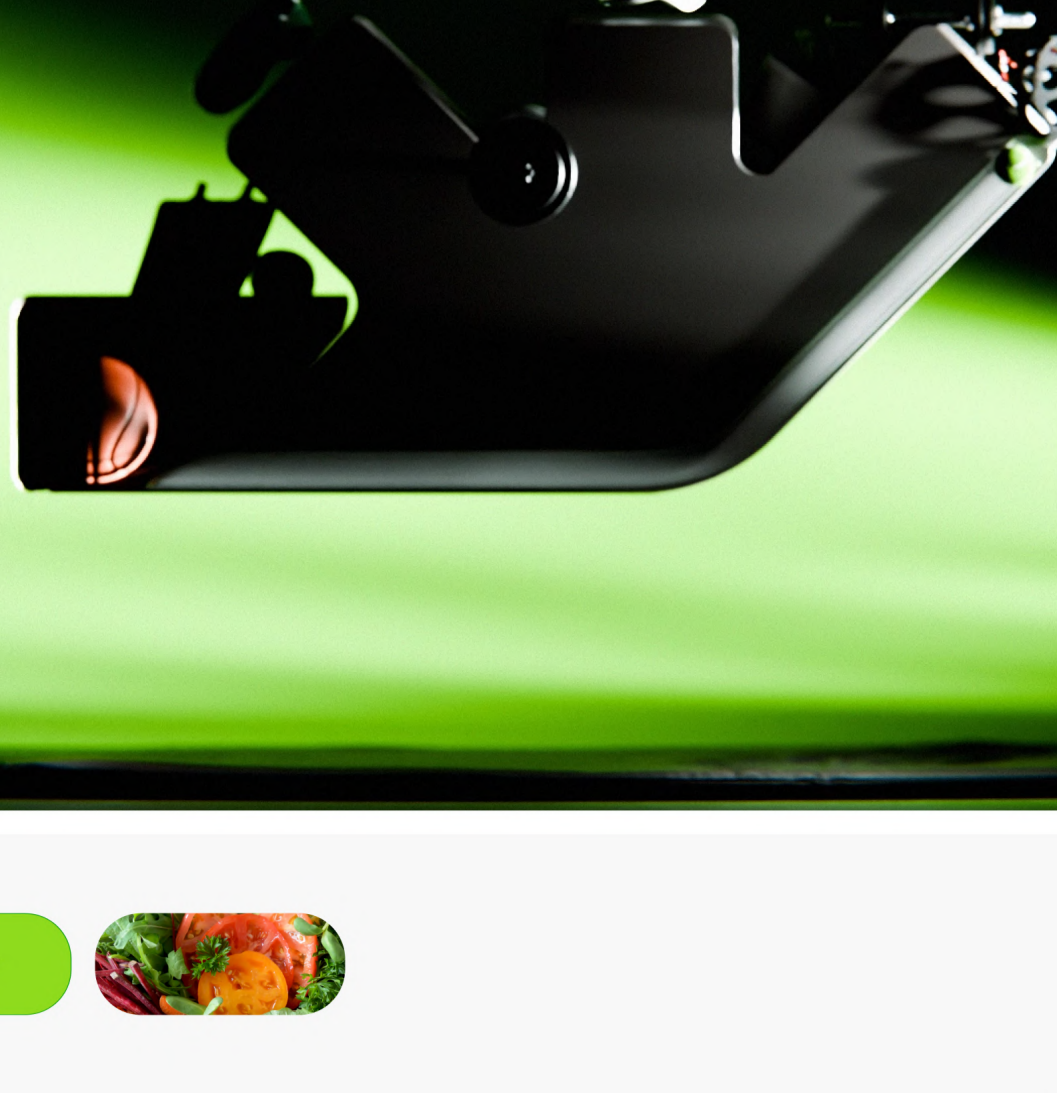


UX/UI

Fitness App



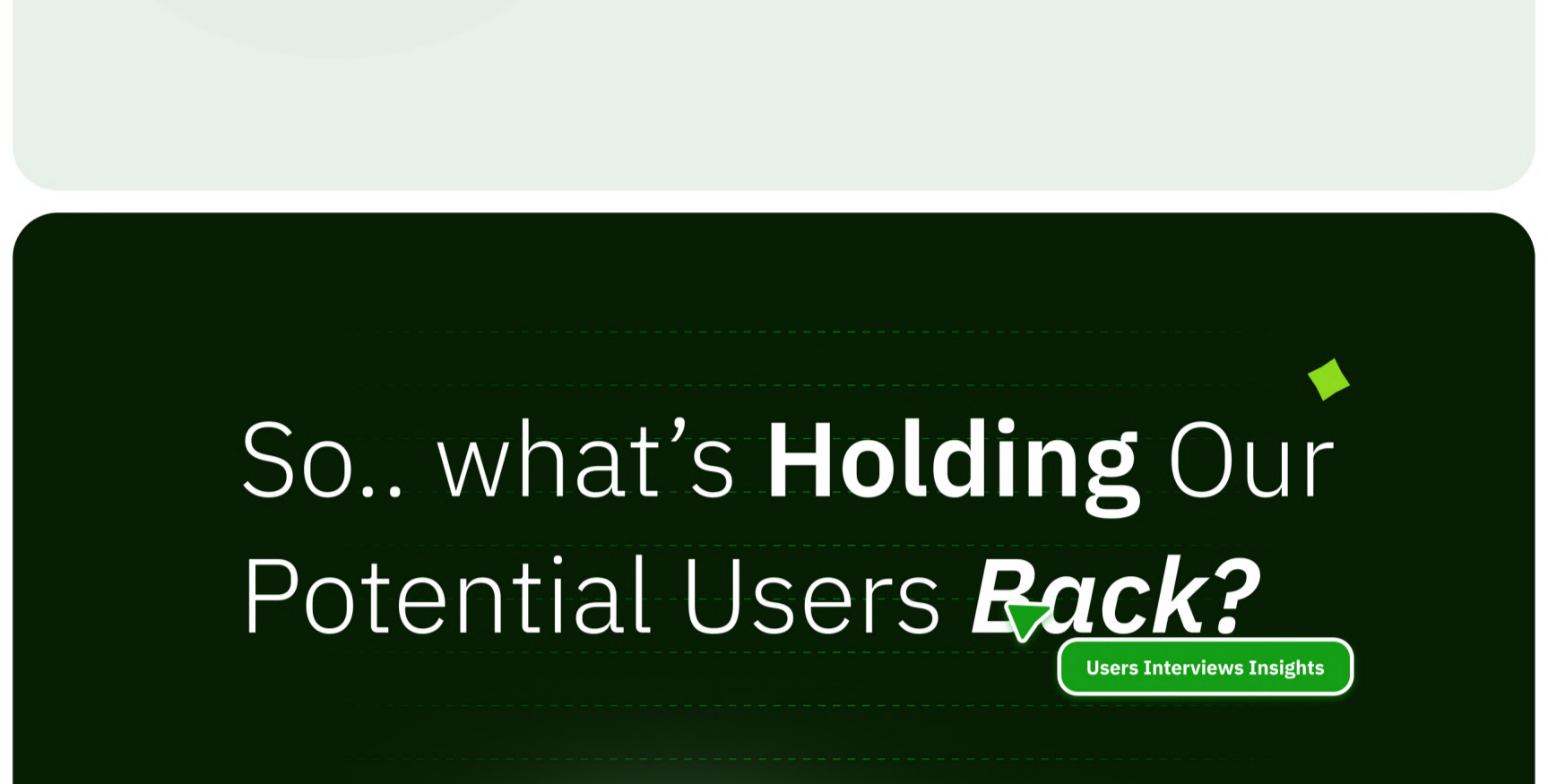
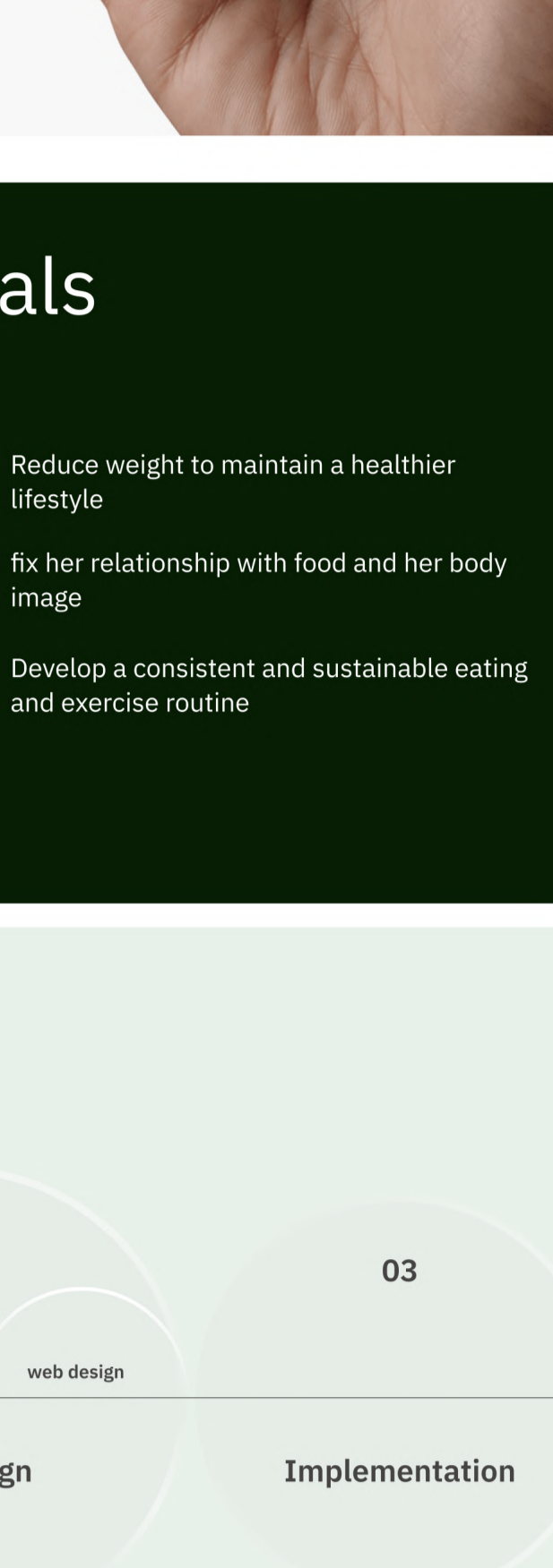
Healthy



Healthy eating doesn't have to be complicated. Yet, for many, it often is. From jam-packed schedules to overwhelming nutrition advice, staying on track with your goals can feel impossible.

41% of Saudi men are overweight

28.9% of Saudi women are overweight



- ### Goals
- Reduce weight to maintain a healthier lifestyle
  - fix her relationship with food and her body image
  - Develop a consistent and sustainable eating and exercise routine

## So.. what's Holding Our Potential Users Back?

**Users Interviews Insights**

- 85% of users shared that they don't have time to plan meals
- 90% of users said tracking their progress motivates them to have time to plan meals
- 45% of users reported frustration navigating through so many options that their diet



### Typography

IBM Plex Sans

Family font

Sizes: 12, 14, 16, 18, 20, 22, 24, 32

ABCDEF... 0123456789 \*+<>+\_)('&^%\$#@!

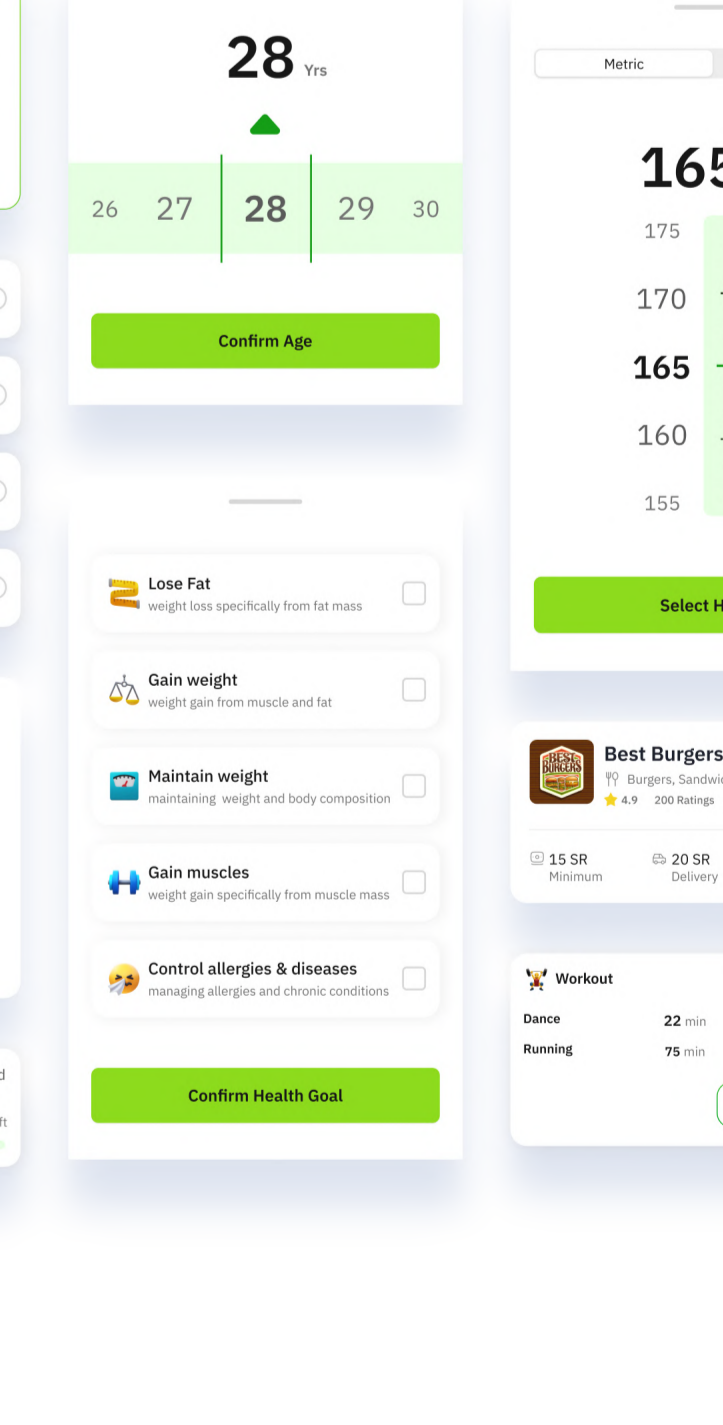
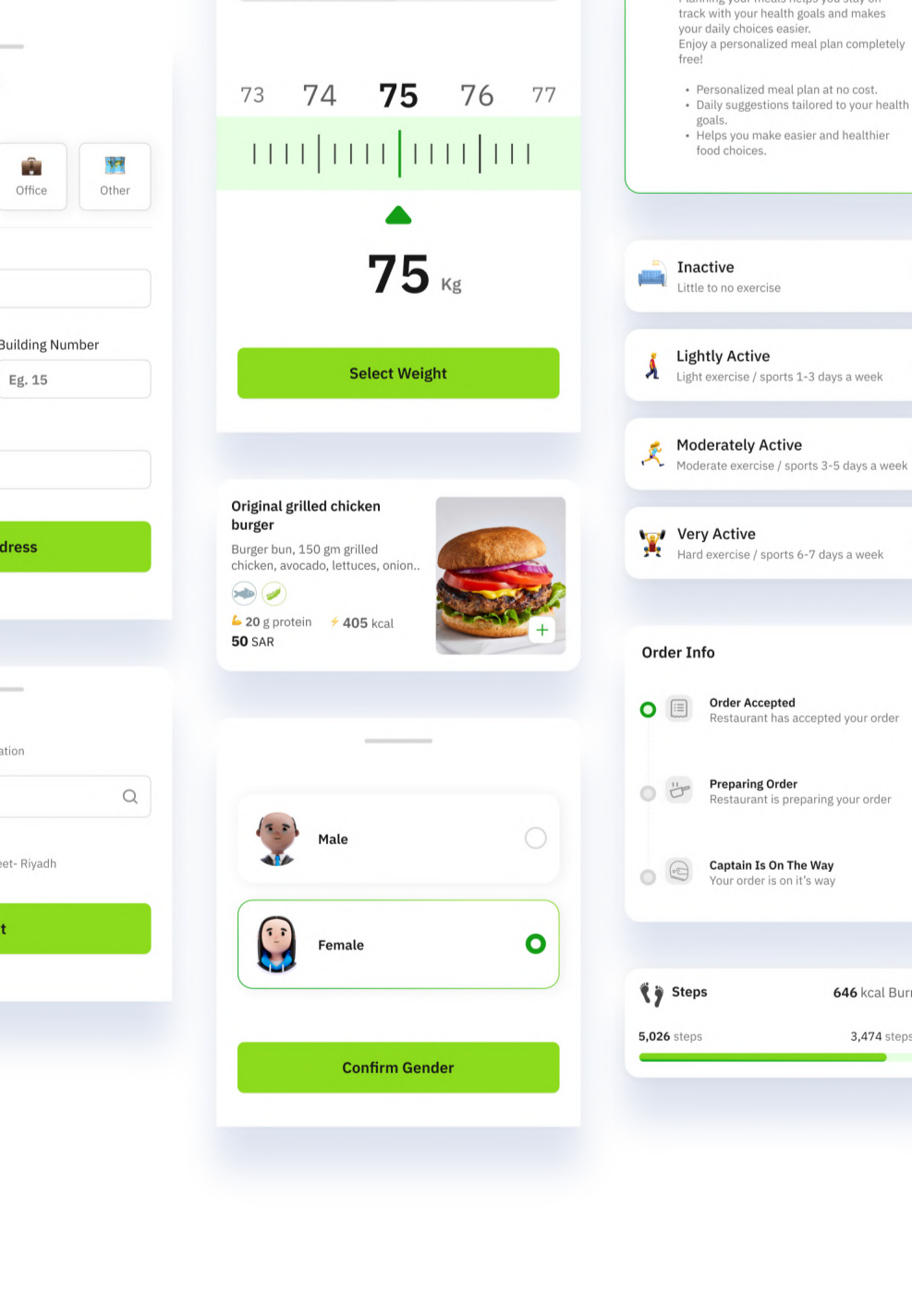
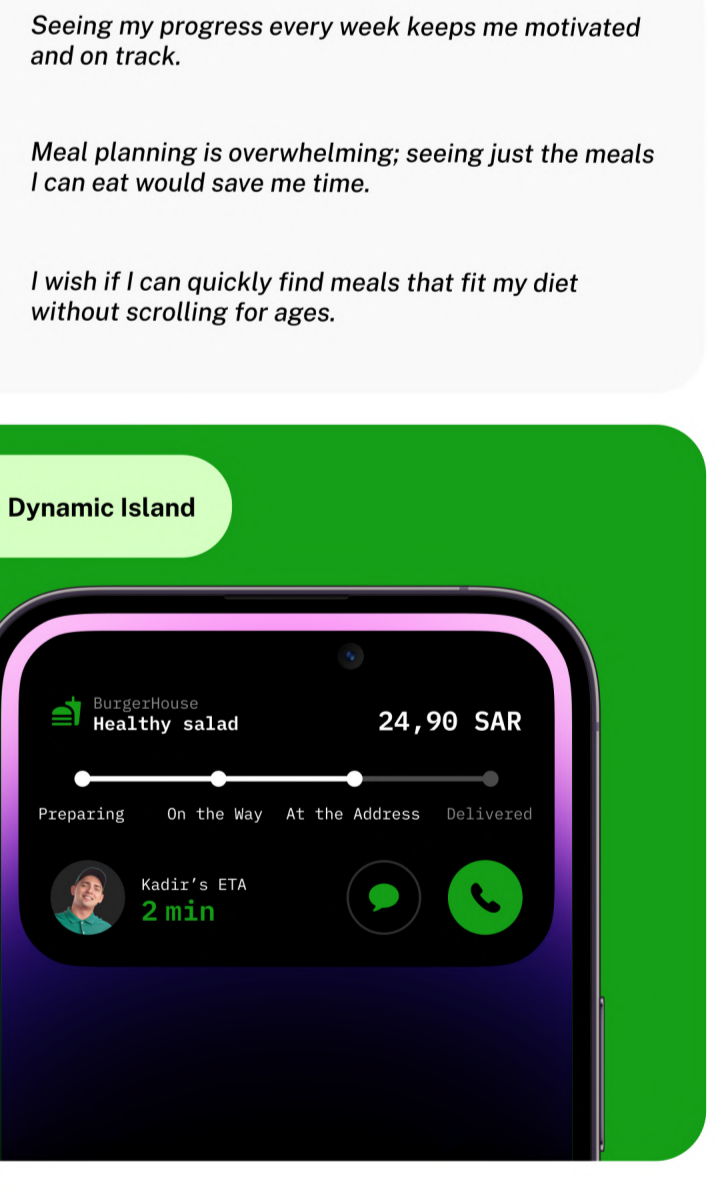
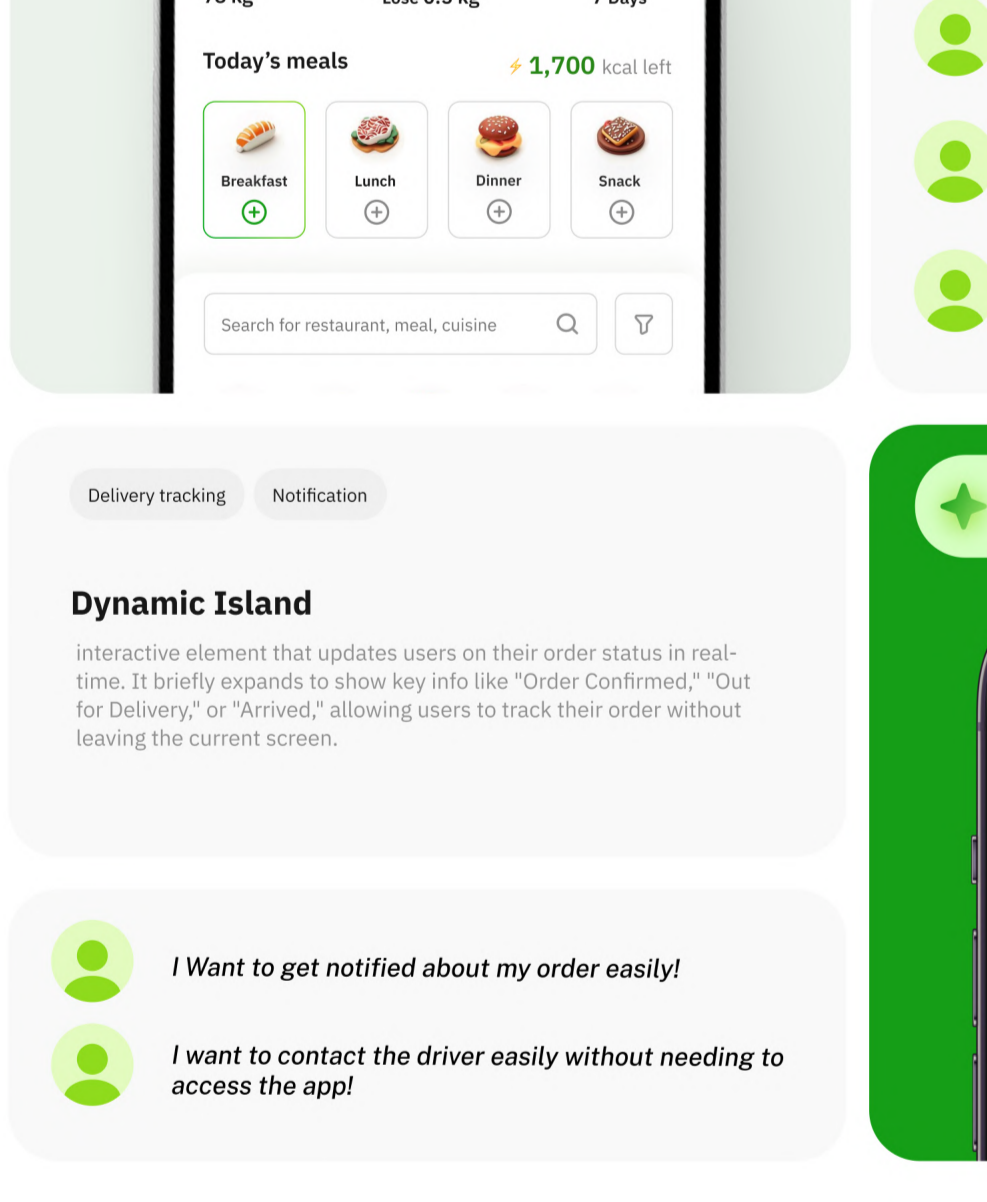
### Icons & Components

## 40+ Wireframes

We use wireframes to focus on user flows and core functionality, ensuring the design meets user needs. They help us collaborate effectively, catch 80% of usability issues before launch, and create a more seamless experience. All without getting lost in the visuals.

### Colors

- Background: FFFFFF
- Text secondary color: 1B1818
- Text primary color: 181818
- Icons/Buttons: 159E17
- Error: E00000



This is what we got 🥰🔥

### Personalized Homepage

In the app's home screen, users see a customized tracker card, showing their current weight, weekly goal, and a 7-day countdown, not too short that users feel discouraged, and not too long that they lose focus. This motivates users to stay on track as the day they measure progress approaches, helping them self-correct along the way.

- Seeing my progress every week keeps me motivated and on track.
- Meal planning is overwhelming; seeing just the meals I can eat would save me time.
- I wish if I can quickly find meals that fit my diet without scrolling for ages.

### Dynamic Island

Interactive element that updates users on their order status in real-time. It briefly expands to show key info like "Order Confirmed," "Out for Delivery," or "Arrived!" allowing users to track their order without leaving the current screen.

- I want to get notified about my order easily!
- I want to contact the driver easily without needing to access the app!

### Dynamic Island

# SO'RA APP

Our solution, like So'ra, isn't one-size-fits-all. Every interaction is optimized to simplify the complexity of nutrition and deliver results, pixel by pixel, goal by goal.

Nour Humaidan UX/UI Team Lead

Donia Lebzo Product Designer

Hadeel Sweidan UI Designer

Thank you