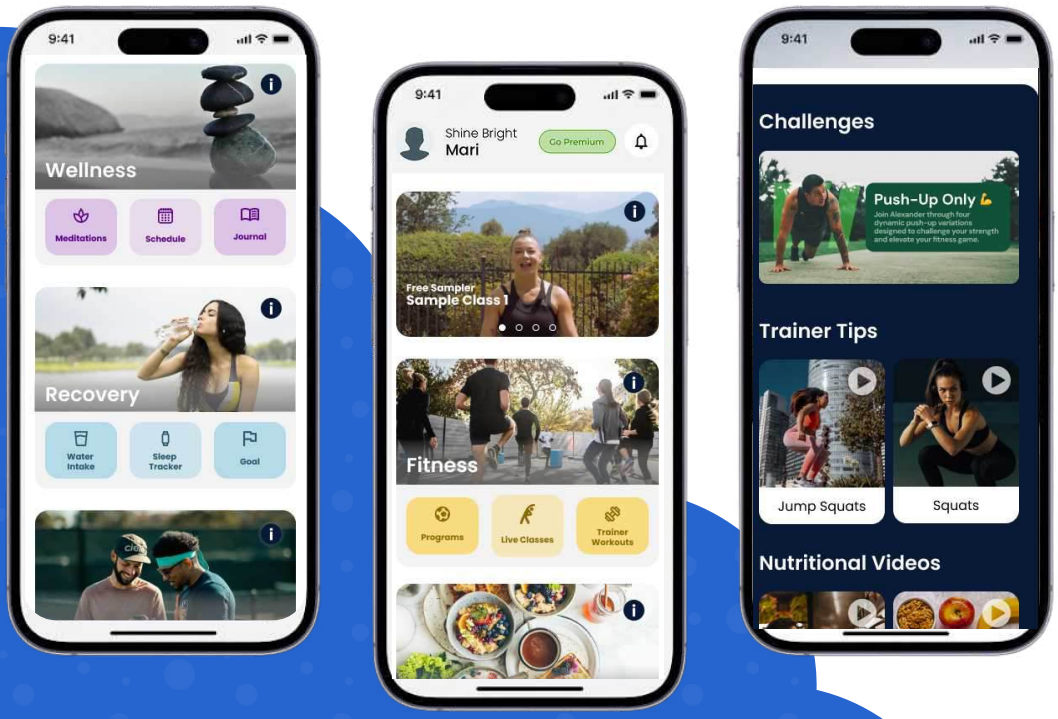
SportZtars

Where wellness meets sports. SportZtars brings fitness, recovery, nutrition, and mental health into one platform, then adds the thing every other app forgets: real coaches and real people to train and compete with.



UX Owner: IMRAN HUSAIN

Overview

SportZtars is an all-in-one corporate and personal wellness platform designed to engage "everyBODY" in fitness, recovery, and friendly competition. As the solo UX Designer, I built the entire digital ecosystem from scratch—translating the dual-natured business strategy (B2C personal app and B2B corporate wellness) into a cohesive, intuitive, and highly engaging mobile experience.

Problem Statement

Corporate wellness platforms typically suffer from low adoption rates, complex onboarding, and uninspired user engagement, resulting in a poor return on investment (ROI) for companies. Individuals looking for a complete fitness solution are forced to switch between multiple apps for live classes, nutrition tracking, recovery, and finding local pickup games (BattleZtars).

The Challenge

How might we design a single, adaptive platform that seamlessly transitions between corporate team engagement and individual habit-building, while maintaining an inclusive environment for all fitness levels?

Executive Metrics & Business Goals

To measure design success, the platform aimed for strict, quantifiable business outcomes:

- High Engagement: Target a 62% user adoption rate across corporate teams.
- Demonstrated ROI: Deliver a $4.20 return for every $1.00 invested by corporate clients by lowering healthcare claims by 18%.
- Retention: Keep user retention high at 95% through gamification and community events.

Goal and Objectives of the Project

Goal

To design an intuitive, end-to-end mobile wellness application from scratch that serves a dual audience—individual fitness enthusiasts and corporate workforces. The design must lower the barrier to entry for healthy habit building, seamlessly unify isolated wellness pillars (fitness, coaching, nutrition, and local sports matches), and deliver high adoption rates for businesses.

UX & Product Objectives

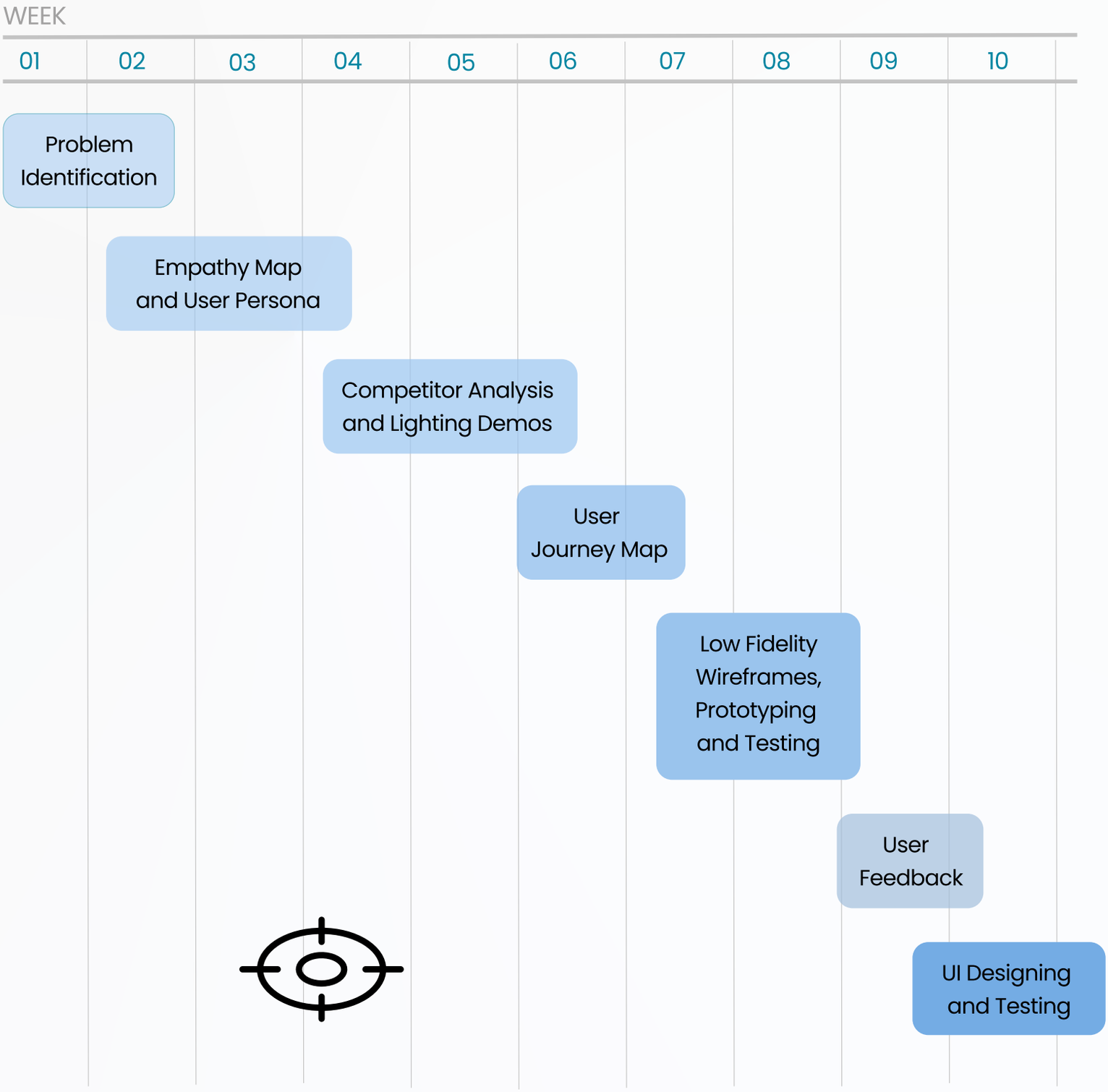
- Design a Fluid Dual-Pathway Ecosystem: Create a frictionless onboarding and navigation system that allows users to seamlessly switch between their personal workout space ("For Myself") and their corporate employee program ("For My Company") with zero disruption to their data.
- Build a Frictionless Community Hub: Simplify the scheduling, hosting, and joining of local pickup games through the "BattleZtars" feature, reducing the user journey from discovery to confirmation to under four taps.
- Maximize Information Scannability: Develop an accessible visual hierarchy and clean data visualizations (dashboards, nutrition trackers, and performance charts) that prevent users from feeling overwhelmed by complex fitness metrics.

Measurable Business Outcomes

- Drive User Adoption: Achieve a sustained 62% user adoption rate across corporate employee bases by focusing on high accessibility and intuitive micro-interactions.
- Enhance Client Retention: Design sticky, gamified social mechanics (leaderboards, team challenges) to secure a 95% corporate client retention rate.

- Prove Corporate ROI: Optimize engagement loops to significantly lower employee healthcare claims by 18%, delivering a proven $4.20 return for every $1 invested by companies.

Project Timeline



Tools Used

To create;
- Persona
- High Fidelity Fireframes and Protyping

To create;
- Empathy Map
- User Journey Map

To create;
- Low Fidelity Fireframes and Protyping

Design Process

I followed a structured, user-centered design methodology to deconstruct user needs and iterate toward an optimal solution.

Empathize | Define | Ideate | Prototype | Test

Empathize

Designing a dual-purpose app meant I needed to understand two distinct groups: individual fitness lovers looking for local pickup games, and busy corporate employees trying to stay active. To get into their shoes, I conducted deep discussions and interviews with working professionals and local recreational athletes. This helped me uncover their daily frustrations—like struggling to find time for wellness during a hectic workday, or the endless hassle of coordinating local pickup sports games over chaotic group chats.

Define

During this stage, I organized all the insights from my discussions to create detailed user personas and empathy maps that accurately represented my target audiences. To complement this, I conducted a thorough review of existing fitness and corporate wellness apps to examine their onboarding flows, key features, and user reviews. I also ran a lightning demo session, analyzing what these apps did perfectly and where they fell short. This allowed me to pinpoint exact opportunities for SportZtars—specifically the need to seamlessly combine nutrition, live coaching, and a local match-finding system into one unified platform.

Ideate

With a crystal-clear understanding of the problem, I moved into the ideation phase. I mapped out comprehensive user journey maps and structural user flow diagrams. This helped me plot exactly how a user would land on the app, choose between personal tracking ("For Myself") or corporate team challenges ("For My Company"), and fluidly switch between the two without getting confused or losing their progress.

Prototype

This is the phase where the visual platform truly started coming to life. I began by sketching low-fidelity wireframes to rapidly test basic screen layouts, standard grid alignments, and card placements. I linked these together into a basic clickable prototype and shared it with peers and fitness enthusiasts to get early feedback on the navigation structure. Based on their valuable input, I refined the screen layouts and immediately moved into high-fidelity visual design. I established a vibrant color system—anchored by energetic blues, sharp neon yellows, and bright corals—and built out a cohesive component library to ensure the app felt clean, professional, and deeply engaging.

Test

Once the high-fidelity UI design and interactive prototypes were complete, I put the app through rigorous self-testing before sending it out to a select group of real-world users—including corporate office workers and active recreational players. Their hands-on feedback was incredibly eye-opening; it confirmed that the core navigation was seamless, but also highlighted specific advanced features they hoped to see in future updates, such as automated calendar syncing for local games and direct team-chat channels.

Target User

Since SportZtars is a dual-natured platform serving both corporate businesses and individual fitness enthusiasts across the United States, I identified two distinct primary user groups within the US market to guide my design decisions:

Empathy Map

The followinng empathy map was created based on what university students said during the discussions.

Persona

Marcus — The Hybrid User

28-year-old

living in Austin, Texas

He is corporate worker and recreational athlete

Bio

Marcus works remotely as a software consultant. He spends 8-10 hours a day sitting at his desk. He wants to maintain a healthy habit loop and feels isolated working from home. On weekdays, he values quick, gamified office fitness challenges to stay connected with his remote team and reduce health insurance premiums. On weekends, he wants to log off his computer and play competitive pickup basketball or pickleball games with active people in his local neighborhood.

Pain Points

- App Overload: Tired of jumping between separate step trackers, macro logs, and community forum pages.
- Logistical Headaches: Wasting time arguing over court fees, available slots, and shifting player counts for local weekend games.
- Dry Visuals: Finds standard employer-provided corporate wellness portals boring and clinical.

Goals

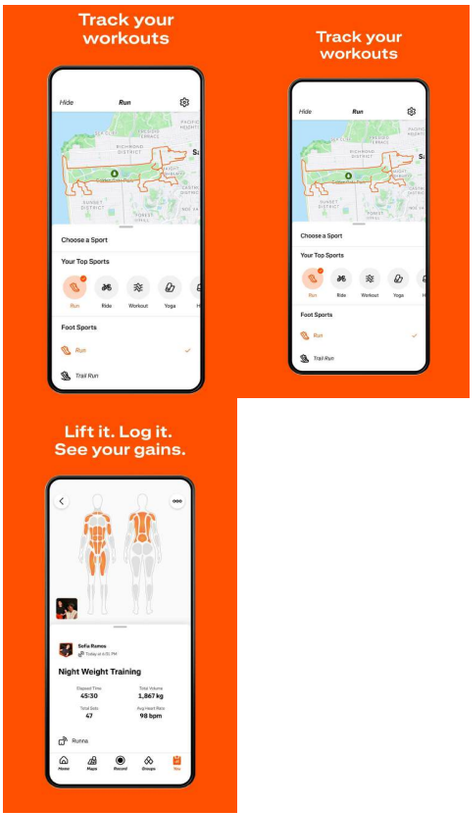
- Team Connection: Participate in fun corporate fitness leaderboards to stay engaged with remote coworkers.
- Frictionless Scheduling: Find and book neighborhood sports matches without dealing with messy group text strings.
- Unified Tracking: Keep his post-workout macro metrics, live-streamed active recovery training, and step challenges in one app.

Competitor Analysis

To design a truly differentiated product, I analyzed the top fitness and corporate wellness applications in the US market. I wanted to see where they succeeded and where their user experience caused friction, allowing me to align SportZtarsdirectly with unmet user needs.

Strava (The Athletic & Social Feed UI)

Navigation & Layout: Uses a classic bottom tab bar layout (Feed, Explore, Record, Groups, You). The main interface mimics a social media timeline, prioritizing large photos, activity maps, and "Kudos" interaction blocks.



Core UI Features:

- Interactive Route Map Engine: Uses high-contrast polyline overlays on map views to visually trace user coordinates and routes.
- Segment Leaderboards: Dense data tables nested within activity cards that dynamically update local time records.
- The "Record" Floating Action Button (FAB): A prominent, centrally located button built to instantly launch active GPS tracking with clear, high-contrast typography for scannability during movement.

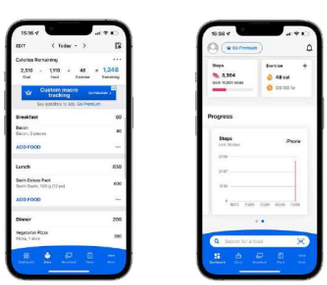
UX Friction Points: The dashboard is highly cluttered with social notifications. It lacks a clean structural hierarchy for users who want to see their private health metrics without seeing other people's feeds.

MyFitnessPal (The Data-Heavy Log UI)

Navigation & Layout: Uses a classic bottom tab bar layout (Feed, Explore, Record, Groups, You). The main interface mimics a social media timeline, prioritizing large photos, activity maps, and "Kudos" interaction blocks.

Core UI Features:

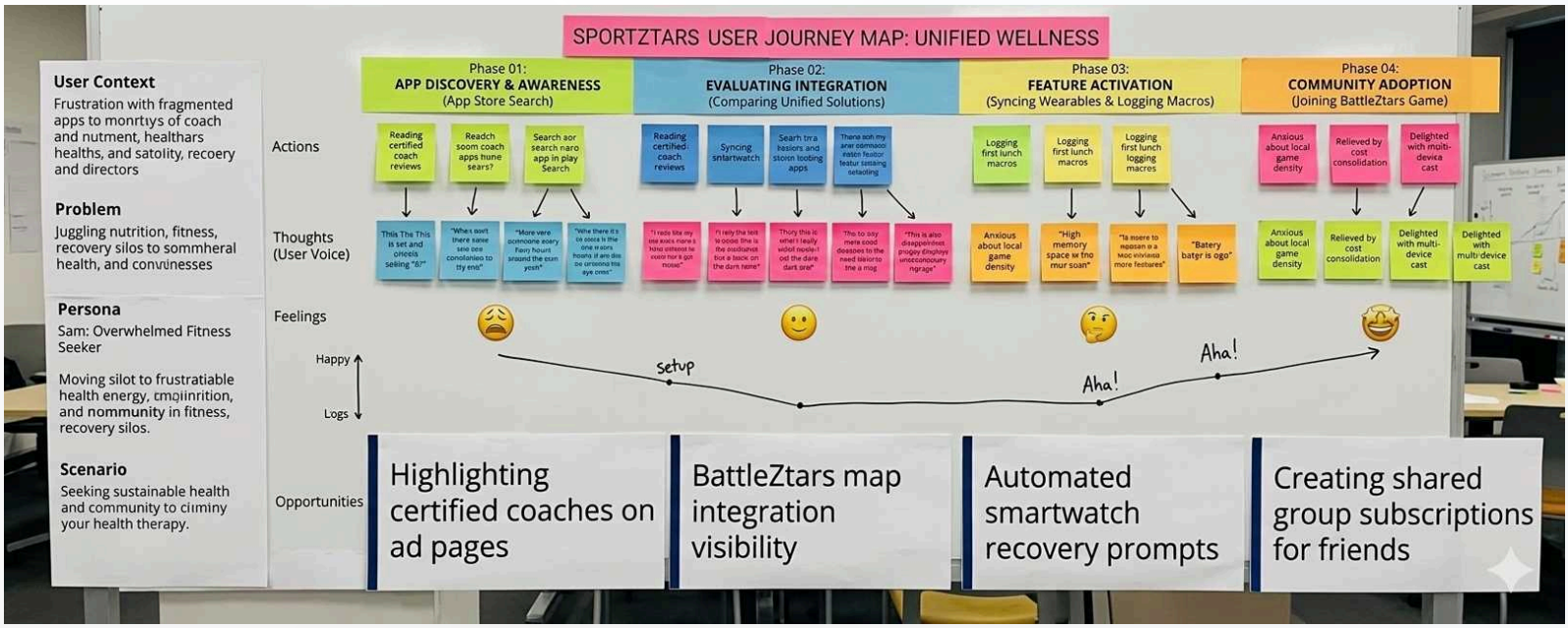
- Circular Progress Rings: Visually summarizes daily macronutrient breakdowns (Carbs, Fats, Protein) using three color-coded concentric progress circles.
- Barcode Scanner Interface: Camera overlay viewport featuring rapid-detection grid boundaries to capture food item details instantly.
- Tabbed Food Diaries: Grid-based sheets categorized cleanly by breakfast, lunch, dinner, and snacks with immediate inline addition paths.



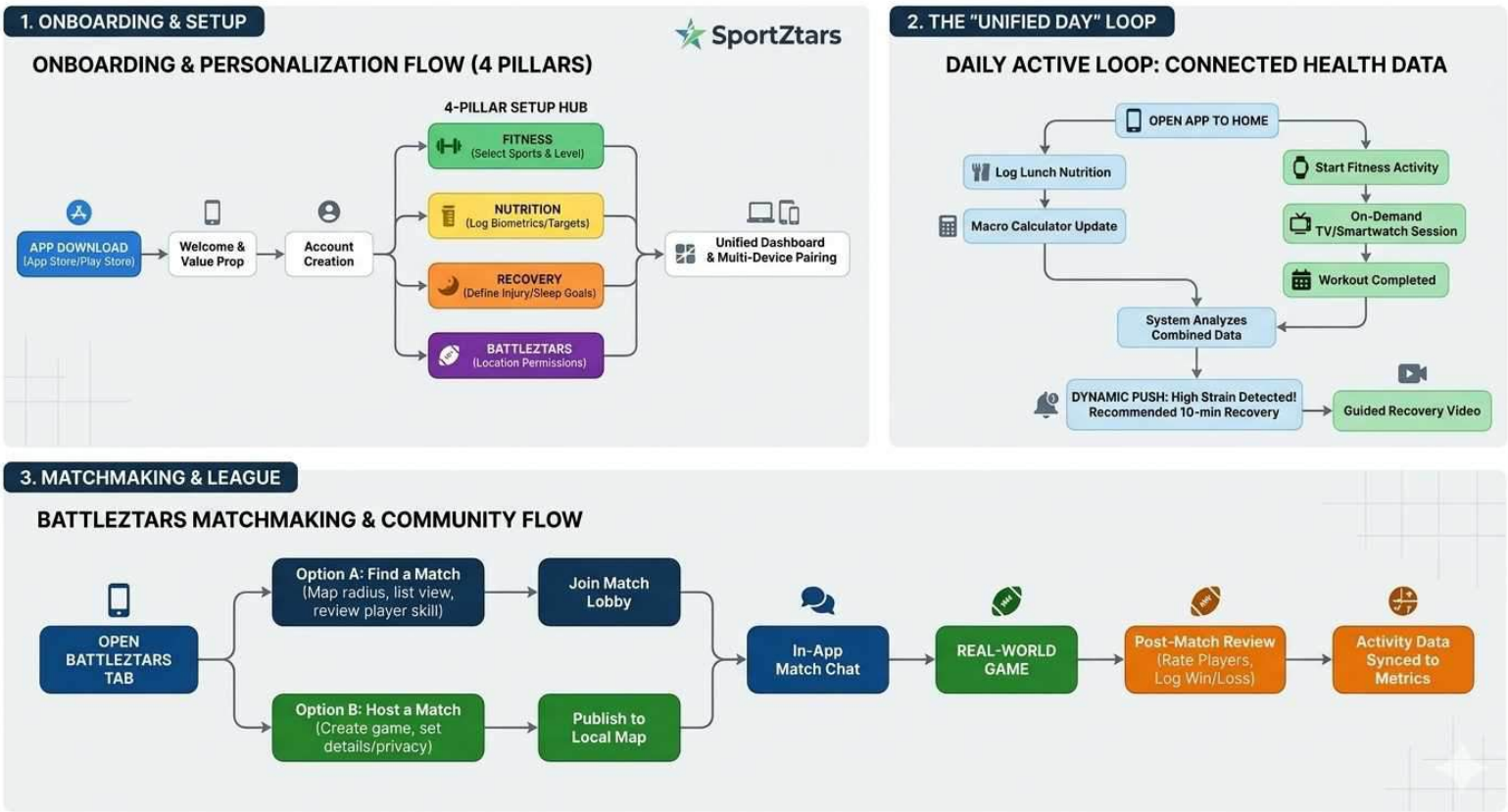
UX Friction Points: The data logging flows are tedious and require heavy multi-step keyboard entries. Frequent premium pop-up modal dialogs create continuous visual friction and break user task loops.

User Journey Map

This is the user journey map, we prepared using the information collected during the earlier phases.



User Flow



High Fidelity Wireframes

Following are some of the final design screens which are designed and prototyped using **Figma**.

19:27

SportZtars

Sign in to your account

Username / Email Address

Password

Remember me

Forgot Password?

Sign In

Sign In with

OR

Don't have an account? **Sign up here**

19:27
11:47

Keep Shining

SportZtars Trainer Lalits@

Welcome Steve !!

Let's personalize your plan

Let's Start

19:27

Skip

Step 1 of 6

How would you describe your overall health?

Excellent

Good

Fair

Poor

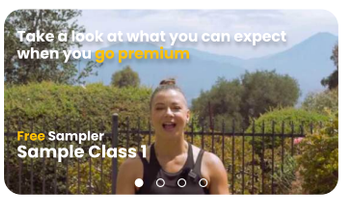
Next

10:26

Shine Bright

Mari

Go Premium



SportZtars

Train hard, Train smart and shine brighter.

Programs

Live Classes

Trainer Workouts

Nutrition

Fuel your body, elevate your life.

Calorie Counter

Book a Session

Nutrition Log

19:27

Nutrition

Nutrition calculator

Goal Setting

Edit Assessment

Your Focus: **Lose Weight**

Goal
1650.0 calories

Eaten
400.0 calories

1250.0
kcal left

Protein
13.0/165.0g

Carbs
26/123.75g

Fat
12.0/55.0g

Daily meals

View My Plan

Breakfast 306 Kcal
Recomended 447 Kcal

Lunch
Recomended 547 Kcal

Dinner
Recomended 547 Kcal

Snack
Recomended 547 Kcal

Wellness

Wellness is the active pursuit of health, balance, and a fulfilling life.

Meditations | Book a Session | Journal

Recovery

Monitor your hydration and sleep.

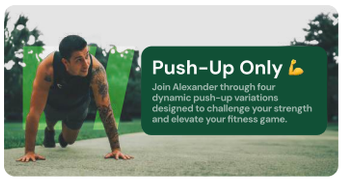
Water Intake | Sleep Tracker | Goal

BattleZtars

Meet other players in person, schedule pick up games, rank players, and find games in your neighborhood!

Create a Game | Join a Game | Rate a Player

Challenges



Trainer Tips

Jump Squats

A powerful lower-body move that builds...

Squats

This foundational exercise increase...

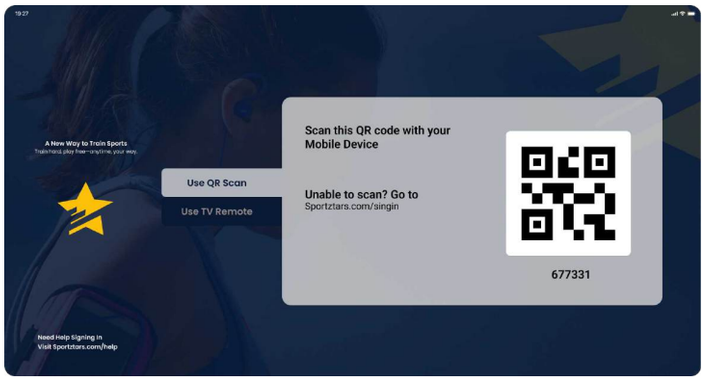
Nutritional Videos

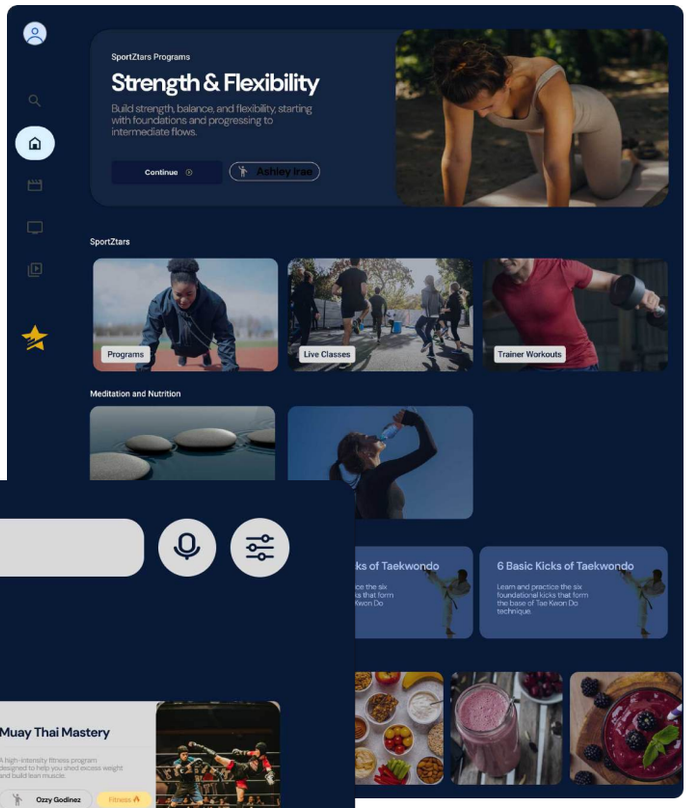
Smart Grocery Shopping

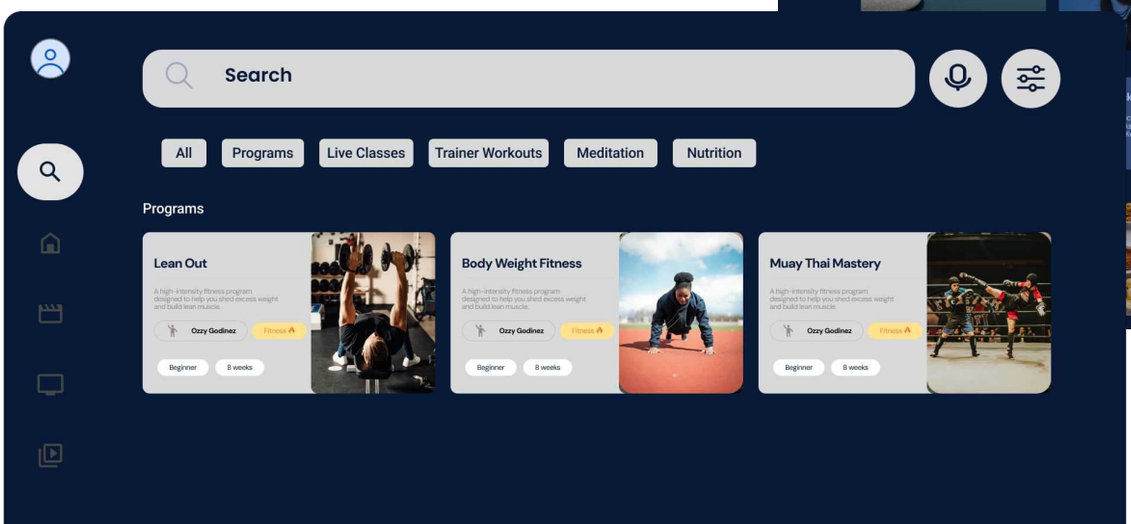
How to read labels and pick healhy swaps...

Healthy Snacking

Quick, nutrient-dense snack ideas (protein + fiber combos...)


A New Way to Train Sports
Use QR Scan
Use TV Remote
Scan this QR code with your Mobile Device
Unable to scan? Go to
Sportztars.com/singin
677331
Need Help Signing in
Visit Sportztars.com/help


SportZtars Programs
Strength & Flexibility
Build strength, balance, and flexibility, starting with foundations and progressing to intermediate flows.
Continue
Ashley Irac
SportZtars
Programs
Live Classes
Trainer Workouts
Meditation and Nutrition
6 Basic Kicks of Taekwondo


Search
All
Programs
Live Classes
Trainer Workouts
Meditation
Nutrition
Programs
Lean Out
Ozzy Godinez
Beginner
8 weeks
Body Weight Fitness
Ozzy Godinez
Beginner
8 weeks
Muay Thai Mastery
Ozzy Godinez
Beginner
8 weeks

User Feedback

After completing the protyping of the final design, the app was tested on the target user. Here are some of the feedback given by real user on play store and appstore.

The best all in one sports app out there. Really easy to organize pick up games with friends. Love the diversity among the fitness programs and modalities. Highly recommend!

Reza Rezvl

Great app and very helpful for my fitness journey!

Mace Keenum

Great app and easy to use!

Kasey Michael