

Issue Based Metrics & Self-reported Metrics

MyFitnessPal vs Lose It!



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MyFitnessPal vs. Lose It!

1.1 Hypothesis (1)

According to experience both of the apps lack international food catalogue. They do give you an option to manually create a nutritional information of a certain missing food which itself is a tiresome and lengthy process, not every user will be willing to do. My hypothesis is that MyFitnessPal has a much larger database, and it reflects by its userbase (200 Million users) compared to Lose It! With over (42 Million users). From my personal experience I have almost found food (even ethnic food) on MyFitnessPal.

Hypothesis (2)

My hypothesis is based on one physical activity both added manually by the user in the app that show a different burned calorie count. According to my experience these apps are perfect to calculate calories consumed rather than calories burned.

1.2a Scenario

In this scenario the user will log a home cooked meal by manually typing in “Cajun Chicken Gravy” in the search bar and then I will ask the users to log a workout in the workout section in both apps. The goal is to get the user to log in the entries without any help or issue.

1.2b Task and Subtask

Following are the task and subtask a user will perform in order to accomplish the main task



Task on MyFitnessPal



Task on Lose It!

In MyFitnessPal

- (1) Tap on “Diary”
- (2) Tap on “Add Food” in lunch
- (3) Type “Cajun Chicken Gravy” in Search bar
- (4) Select serving size and number of serving
- (5) Tap on “Diary”
- (6) Tap on “Add Exercise”
- (7) Select “Cardio”
- (8) Type “Spinning” in Search bar
- (9) Add “50” in Minutes Performed
- (10) Tap on ✓

In Lose It!

- (1) Tap on “Log”
- (2) Tap on “Add Lunch”
- (3) Type “Cajun Chicken Gravy” in Search bar
- (4) Select the serving size and weigh
- (5) Tap on “Log”
- (6) Tap on “Add Workout”
- (7) Type “Spinning” in Search bar
- (8) Select “50 min”
- (9) Select “Very Vigorous Effort” in Type
- (10) Tap on “Add”

1.2c Experimental Design

The purpose of the experiment is to test the database and the accuracy of result by logging food and exercise data into MyFitnessPal compared to Lose It! Since all users are performing the same task on both Apps, this is a within experiment.

1.3 Variables

- **The independent variable:** the two apps the users will use, MyFitnessPal and Lose It! And all users will be using iPhone 12Pro.
- **The dependable variable:** are the data being entered in the app, user satisfaction, users' self-reported rating.

1.4 The type of data dependable variable is *nominal* data because there in no zero.

1.5 Participants

Participants	Age	Gender	Experience w/ MyFitnessPal	Experience w/ Lose It!
1	33	Female	High	Beginner
2	32	Male	High	Moderate
3	29	Male	High	Moderate
4	32	Male	Beginner	Beginner
5	31	Female	High	High
6	23	Female	Moderate	Moderate

1.6 All experiments were conducted in person. Four participants chosen for the experiments are my family member and two are my friends.

2.0 Experiment 1 - Identifying Usability Issues

Experiment 1 identifies the usability issues the user will encounter while performing the given tasks. First task the user will perform is by logging in a lunch entry by typing and second task is that the user will feed the amount of time the user's worked out session was.

2.1 Think Aloud

To conduct this usability testing I asked recruited users to sit in a quiet place and asked them to perform the give tasks and subtask. As the follow the task they were asked to think aloud. I used my iPhone voice memo to record the sessions.

2.2 Severity Rating

During the experiment, I used this severity rating as a usability measuring scale which helped me identify usability issues and gauge them according to their severity. I used a 3 level severity chart.

Low – Annoys or frustrates the person (able to find the desired food item and log exercise with some difficulty).

Medium – Significantly Contribute to difficulty (able to find a somewhat similar food item but not the exact one, and able to log exercise without specific details).

High – Directly leads to task failure(unable to find the food item and unable to log the exercise.

2.3 Analyze and report Usability issue

Issues on average per task

Self Reported Metrics

3.1 For task specific tailored rating I decided to use “Ease of use – Semantic differential scale” which is a 5 point scale to show my data.

1: Strongly Disagree

2: Disagree

3: Neutral

4: Agree

5: Strongly Agree

3.2 Post Task Evaluation

To conducted self reported metrics I used the above. User is asked to rate their experience after task completion. The user uses the scale to rate usability for each task performed After Scenario Questionnaire (ASQ)

Q. I successfully logged in my lunch entry.

	User 1	User 2	User 3	User 4	User 5	User 6
MyFitnessPal	1	1	1	1	1	1
Lose !t!	1	1	1	1	1	1

Q. I was able to log in my in my exercise successfully

	User 1	User 2	User 3	User 4	User 5	User 6
MyFitnessPal	5	5	5	5	5	5
Lose !t!	5	5	5	5	5	5

Q. I was satisfied with the result of logging spinning class in exercise.

	User 1	User 2	User 3	User 4	User 5	User 6
MyFitnessPal	4	3	4	5	1	3
Lose !t!	5	5	5	5	5	5

Q. I was able to navigate through the app without any help.

	User 1	User 2	User 3	User 4	User 5	User 6
MyFitnessPal	5	5	5	2	5	4
Lose It!	5	5	5	3	5	5

Q. In my opinion I completed all my tasks.

	User 1	User 2	User 3	User 4	User 5	User 6
MyFitnessPal	1	1	2	1	1	1
Lose It!	1	1	2	1	1	1

Q. I was happy with the overall experience using this app

	User 1	User 2	User 3	User 4	User 5	User 6
MyFitnessPal	4	5	4	4	4	3
Lose It!	5	5	5	5	4	4

3.3 Post – Task Data Average

To present my data, I will take average of the results for all the questions for MyfitnessPal and Lose It! I took a total score of each question and took out an average

MyFitnessPal

Average Score= 3.1

Lose It!

Average Score = 3.5

3.4 Post Study Evaluation

I administered two post-study surveys for my users.

3.4a Net Promoter Score(NPS) - How likely are you to recommend this app to someone.



MyFitnessPal

User 1: 9

User 2: 8

User 3: 9

User 4: 8

User 5: 10

User 6: 9

NPS: 67

Lose It!

User 1: 10

User 2: 10

User 3: 9

User 4: 8

User 5: 9

User 6: 9

NPS: 83

The result shows that MyFitnessPal has an overall NPS of 67 while Lose It! Has an overall NPS of 83 showing that users like Lose It! More than MyFitnessPal

3.4b SUS (System Usability Scale)

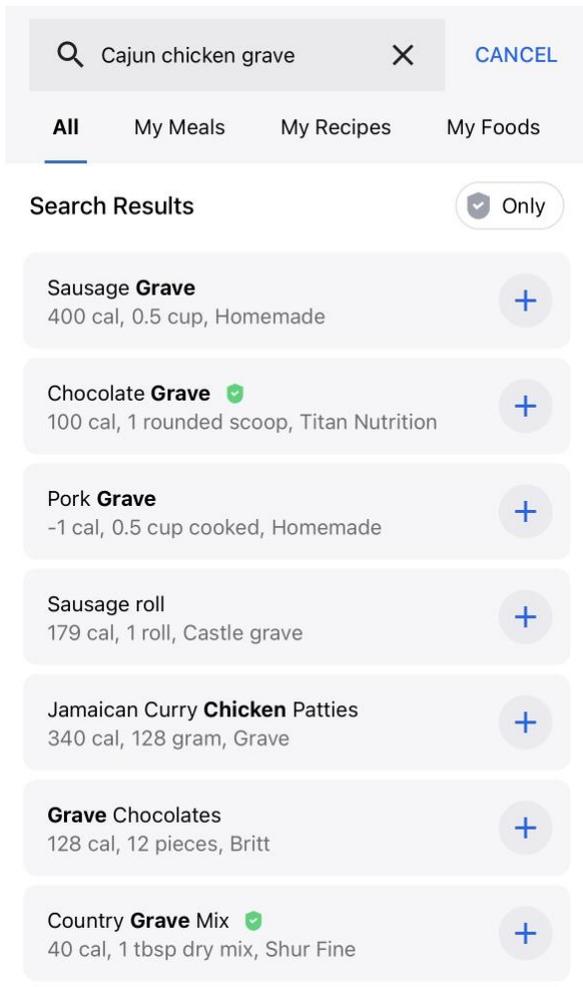
MyFitnessPal: 78

Lose It!: 94

The result show that MyFitnessPal had a lower rate than Lose It!.

4.1 Usability Issue

MyFitnessPal

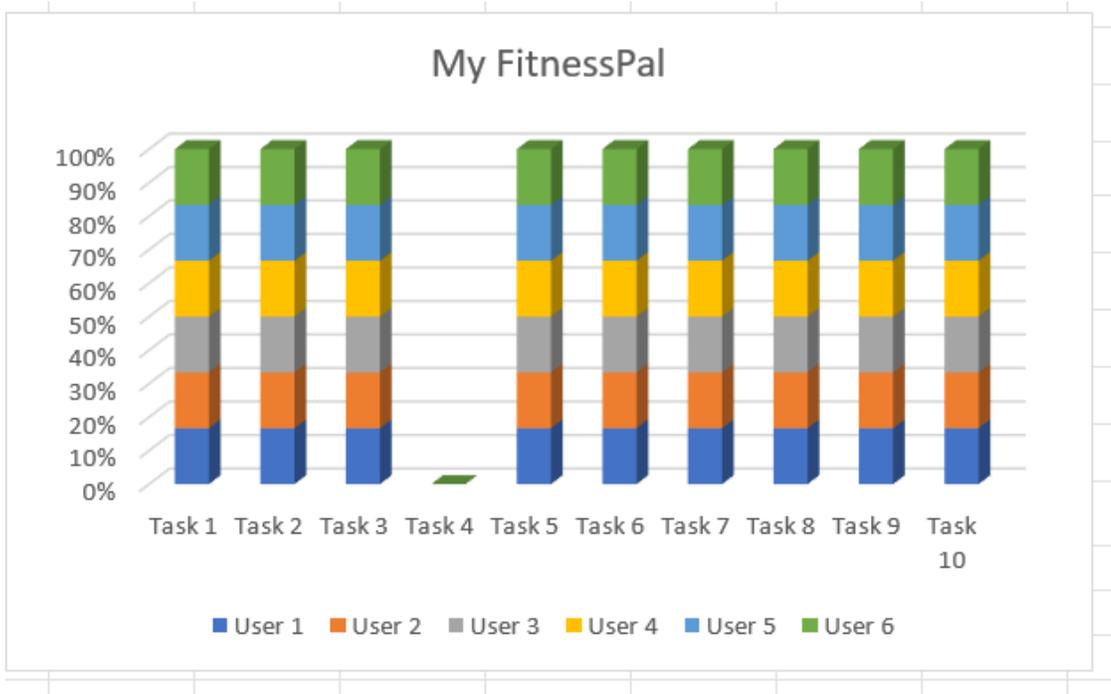


Lose It!

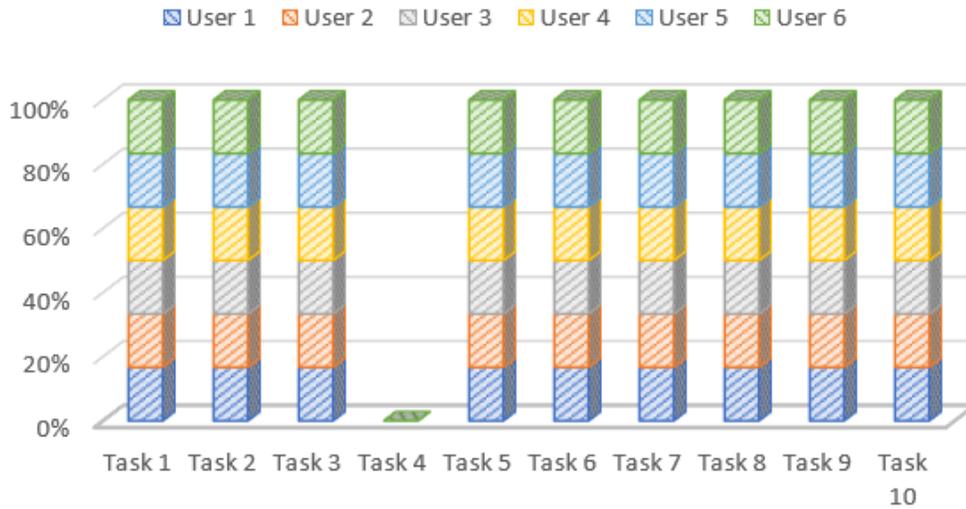


The screenshots show that there was no result for the desired food typed in the search in both of the apps. Hence the users were unable to complete the tas.

4.2 Stack Graphs



LOSE IT!



4.3 Post session Interview

After completing experiments, I conducted User interview to get more insightful experience of both apps.

About 90% of user has similar responses to my questions

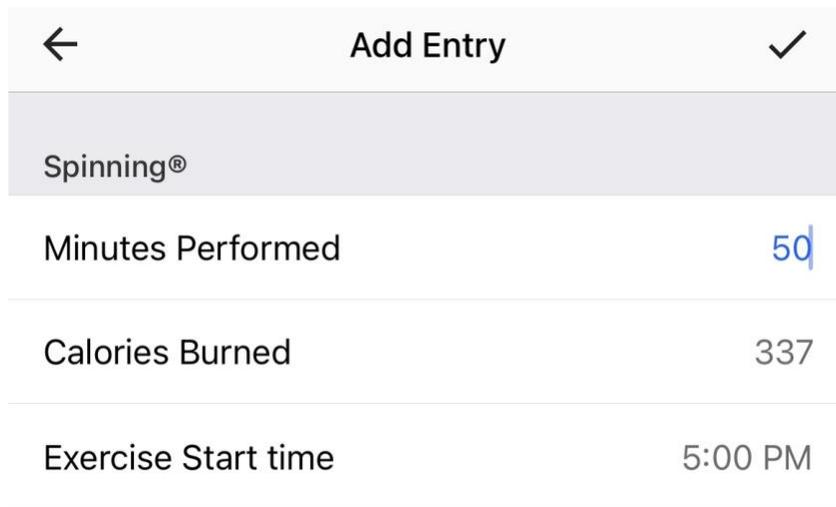
- Most prevalent issues in each design?

Apparently both apps lack to have a better database of Food items, especially for Ethnic food items. There is huge User base that is not being taken care of.

- Most common errors or mistakes that occur while performing tasks?

While logging the exercise, there is discrepancy in both app how they calculate Burn calorie count.

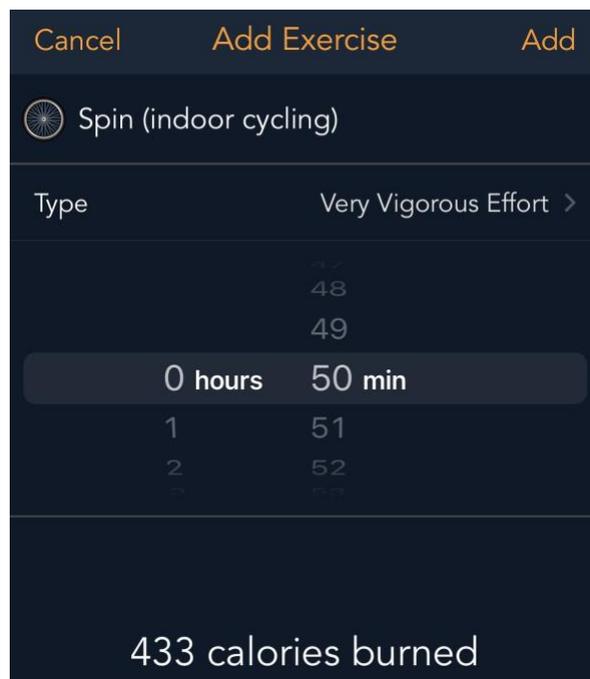
MyFitnessPal



A screenshot of the 'Add Entry' screen in the MyFitnessPal app. The screen has a white background with a light gray header bar containing a back arrow, the text 'Add Entry', and a checkmark. Below the header, the exercise type 'Spinning®' is selected and highlighted in light gray. The 'Minutes Performed' field contains the number '50'. The 'Calories Burned' field shows '337'. The 'Exercise Start time' is set to '5:00 PM'. Horizontal lines separate the different input fields.

Field	Value
Spinning®	
Minutes Performed	50
Calories Burned	337
Exercise Start time	5:00 PM

Lose It!



A screenshot of the 'Add Exercise' screen in the Lose It! app. The screen has a dark blue background. At the top, there are three buttons: 'Cancel', 'Add Exercise', and 'Add'. Below them, the exercise 'Spin (indoor cycling)' is selected with a circular icon. The 'Type' is set to 'Very Vigorous Effort'. A time picker is shown with '0 hours' and '50 min' selected. Below the time picker, there are numerical options from 1 to 5. At the bottom of the screen, it displays '433 calories burned'.

Field	Value
Cancel	
Add Exercise	
Add	
Spin (indoor cycling)	
Type	Very Vigorous Effort
Time	0 hours 50 min
Options	1, 2, 3, 4, 5
Calories Burned	433

- Possible areas of improvement?

To add more food item related to other races, this will increase the user base of both apps.

For logging exercise, they should use certain well-defined mechanism to calculate calorie count.

Accuracy of data is very important to Users. To have these both issues resolve will in result of customer satisfaction.

- How does the product compare to its competitor?

If we compare MyFitnessPal and Lose It both apps have huge market share. They indeed have very intuitive User experience with pleasing design. They stand out because their feature of logging the calorie counts and exercise.

4.4 Useability /Design Improvement

Both apps require some usability and design improvement.

Usability

The user flow how user log exercise needs to undergo with major improvements. User should be given more option while logging exercise. (Easy, Hard etc.) Level of effort need to be added too. A variety of options are required to get the accuracy in calorie burn counts.

Design

Both apps need to accommodate larger set of population, they don't support voice commands. Lose it design show food item with icons compare MyFitnessPal that only shows item in plain text.

4.5 Users quotations

User	MyFitnessPal	Lose It!
User 1	"This all is really simple"	"I love the layout"
User 2	"I wish they had let me add the workout effort in this app too"	"I really like how they put images beside the items"
User 3	"I like how easy it is to navigate in it"	"So much easy to read and navigate"
User 4	"I prefer Lose it over this app"	"I like the dark mode in this app"
User 5	"The interface of this app is really clean"	"I feel like this app is too crowded"
User 6	"I wish these app would sync my exercise automatically via apple watch"	

