

App Point of View Statements

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Project Overview

Writing problem statements and point-of-view statements are very similar in nature. They both are tools that help you define design problems, based off research, not hypotheticals. A POV statement in user research is defined as a concise, actionable statement that reflects on user needs, their characteristics, and the why behind their motivation. Writing these POV statements will help you and your team address the right problems and will make sure you're putting the user's needs first. The statements should be narrow enough that they focus on a specific user or need but also broad enough that it won't hinder your thinking in the ideation phase.

There are a few ways to go about writing a POV, but for this exercise I will be using the typical sentence structure: “**__(descriptive user)__ needs __(needs)__ because __(insight)_____.**” This will help me frame the sentence or problem from a user's perspective instead of

focusing on the larger application problems. These sentences should also be actionable, allowing you and your team a clear path to a successful brainstorming session. With your well-crafted POVs, you can easily start thinking about how to solve the issues at hand.

For this project, I chose three apps from the app store to research and create point-of-view statements. I chose MyFitnessPal, Strava, and Asics RunKeeper. I will then organize comments into positive, negative or suggestive reviews, and then write POV statements based off of what I read. These are all fitness apps, so I think it will be interesting to see the wide variety of reviews for each and see what their own issues are.

Let's jump in...

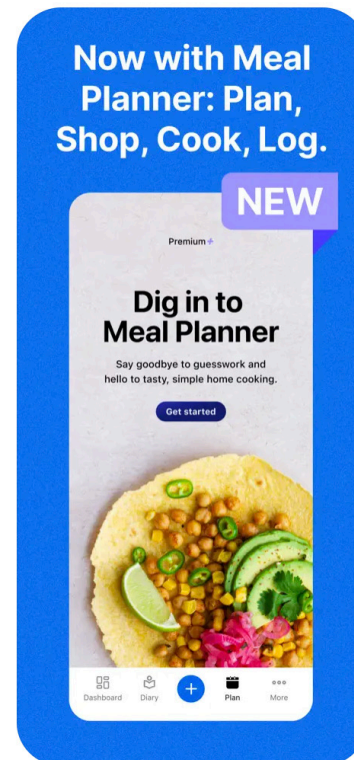
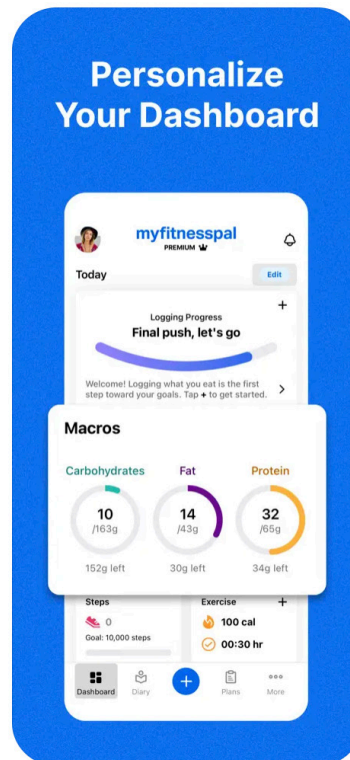
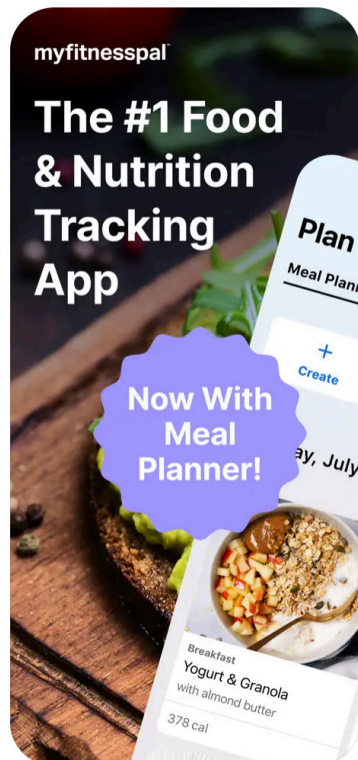
MyFitnessPal App



MyFitnessPal App: Calorie Counter



2.1 M Ratings
#6 in Health & Fitness



MyFitnessPal is an app that helps you track food, water, calories and more. It's an all-in-one tracker that acts as a workout coach, food diary, and even helps you meal plan. It claims to be different than the other diet trackers out there by helping you learn about your habits, create a better routine and help you make better food choices.

MyFitnessPal Positive Reviews



Recap: Users seem to be loyal customers, but new users also praise the app for easy tracking and maintaining a healthy weight. Seeing their intake verses outtake has helped them stay consistent and accountable for years. The additional easy meal prepping feature helps get this app in the top 10.

Great app

★★★★★ Sun · D169999997698210

I use this daily too record everything I put into my mouth! Been using it daily for almost 10 years. I managed to lose 35 lbs and have been able to keep a stable weight! Love this app!

awesome app!

★★★★★ Sep 15 · kittymeowmeow27

As someone who hasn't ever tracked calories , this app makes it super easy! I love that you can track calories, water, and link it to your watch so it'll count those burned calories. I also love that you can make your own meals on there for easy adding.

Best Nutrition App. Period!

★★★★★ Sep 6 · gk001

I'm a personal trainer. I have used this app for years and I also recommend my clients use this app to help them with their fitness goals. I highly recommend it to anyone that may want to monitor their eating habits!

MyFitnessPal Negative Reviews

Banana

Serving Size

1 large

Number of Servings

1

Meal

Lunch

Add to Multiple Days ⓘ

Tue

Wed

Thu

Fri

Sat

Sun

Mon

5

6

7

8

9

10

11

Recap: Users complain that the app itself is glitchy and getting worse with each update. Many report that the features they loved are disappearing and unreliable. The most common complaint was the calendar feature not displaying the correct dates and information, causing users to switch to another app.

Has always been very buggy on iOS, but even worse now

★★★★★ Sep 15 · Abellnyc

No longer usable. Limps along in a partially functional way. Diary has so many bugs it's hard to trust the logging. This was a great app for many years, but unfortunately its time has come and gone.

Deleted app

★★★★★ Sep 14 · class of 84

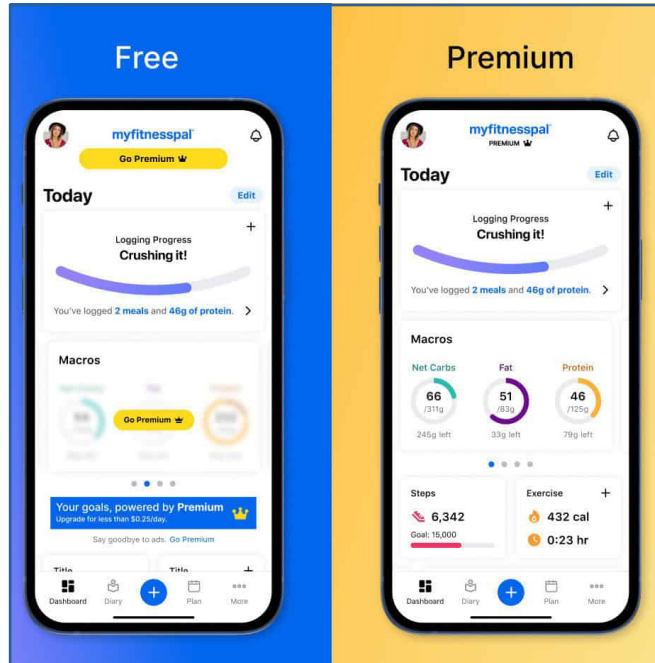
After using it for over 800+ days. I had to delete the app. VERY disappointed. The calendar was adding food I had already posted days before on Today's date, giving me two tomorrow dates, empty menu on yesterday date I had already posted. Messing up for the last 3 days. Looking for another app to use.

Went downhill over the years

★★★★★ Mon · Knitter171

I have used this app on and off for about a decade and I feel like overtime it has gotten worse and more unusable. Features have been taken away and made only pay for, like scanning barcodes of food. It is incredibly slow and glitchy, regardless of my connection to service or Wi-Fi and the search ability is poor and pulls up inaccurate results frequently.

MyFitnessPal Suggestive Reviews



Recap: Users want a new and improved diary calendar where dates are correct. Another big complaint was that the most useful features are ones that require paying extra. The free version of the app will constantly bombard users with ads to upsell them. Many users are praying for a new update to fix these issues.

Big bug needs fixing - and I'm not alone!

★★★★★ edited Sun · Sommgirl35

I have been a big fan of this app for more than two years, but in the past couple of weeks, their diary has been totally messed up. Instead of the days being consecutive, the diary goes from today to yesterday to today to tomorrow and then another date and then another date. Totally random dates that make no sense and are all out of order. I checked on Reddit and a lot of people are complaining about this. Please fix it and I'll give you five stars again!

PLEASE fix the "This Week" feature

★★★★★ Thu · YogaGal650

I love this app, I've used it off and on for a very long time to keep my health and nutrition goals. Sure, it's annoying that I can't access all of the features on the free version (not to mention that suddenly I'm getting ads periodically) but everything is being monetized to the hilt these days, so I can't say I'm surprised. But recently when I try to look at "Last Seven Days" it shows me two weeks ago, and when I look at "Next Seven Days" it shows me the week I am in, with only one future date. I use this feature frequently to make sure I'm keeping my macros in line overall, and I was hoping one of the last two updates would fix it, but no. Please fix it.

Disappointed

★★★★★ Sat · fjebcigirfb

I don't mind apps having features that require extra pay or joining the premium membership but having people go through a meal planning process that takes over 20 minutes just to find out at the very end it requires paying extra is sneaky and manipulative. Shame on y'all. That should be disclosed upfront.

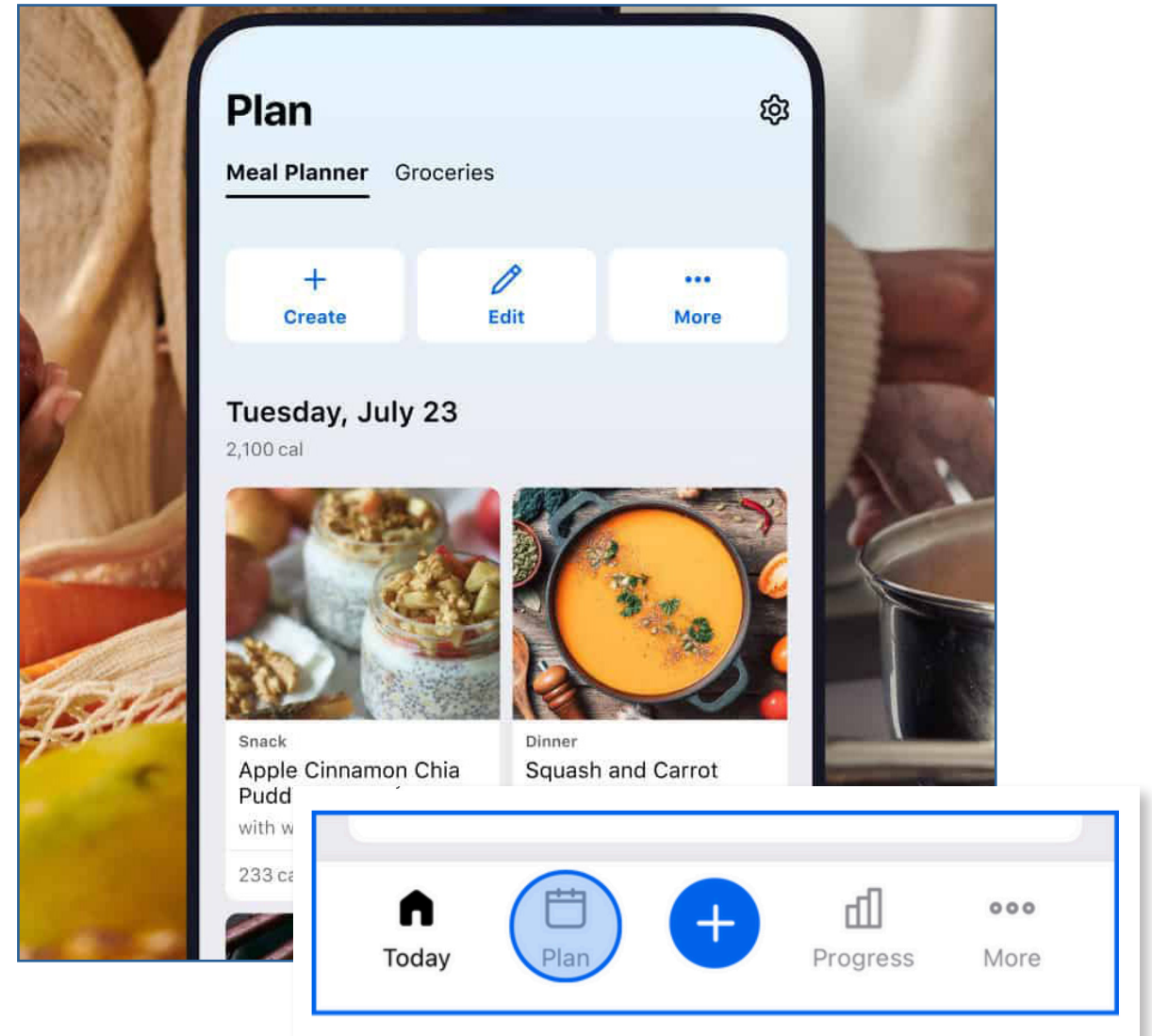
MyFitnessPal POV Statements

- 1) Users who are tracking their food intake **need** the calendar feature to display the right dates **because** otherwise their notes are not in order, creating confusion.

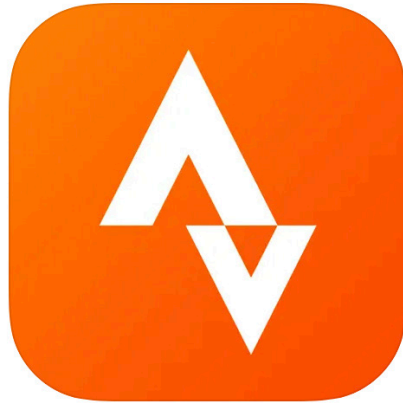
Most users complained about this calendar error in one way or another. After hearing about the same issue repeatedly, it should take priority in the next update.

- 2) Users who want to plan meals on the app **need** to know that this feature cost extra up front **because** they are spending too much time tailoring it, just to find out it's behind a paywall.

After some research I found out that you can create a meal plan from the dashboard (button shown on right), which feels misleading. It should only show up if it's a premium subscription.



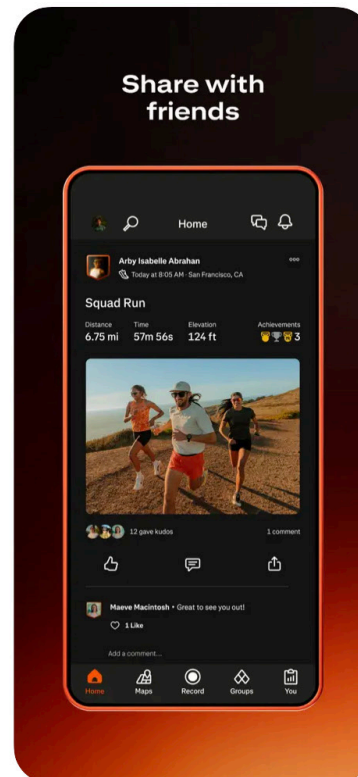
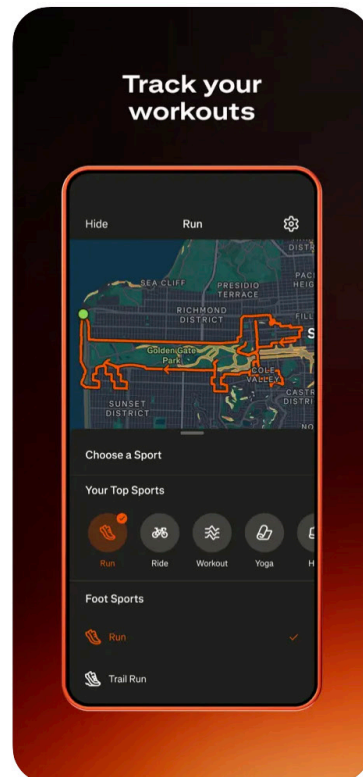
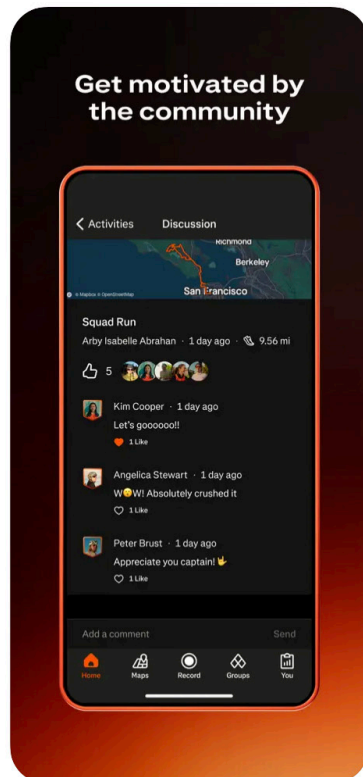
Strava App



Strava: Run, Bike, Walk

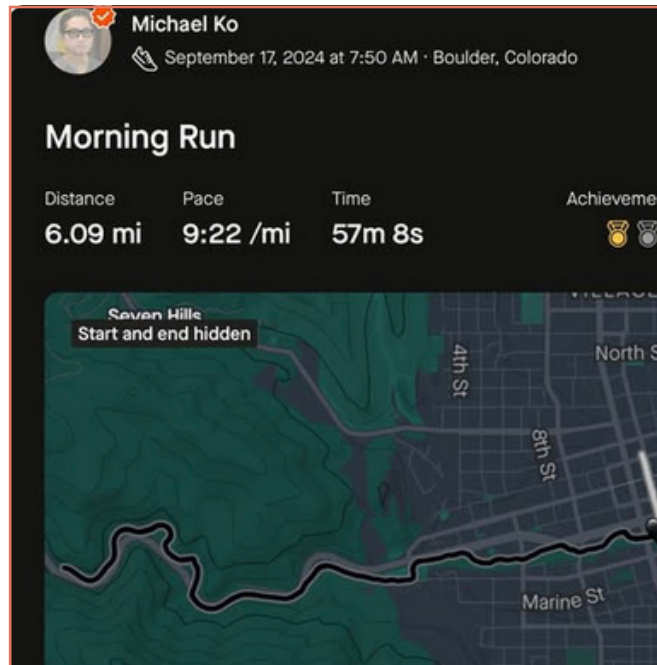


332.5 K Ratings
#2 in Health & Fitness



Strava is also a fitness app to track your movements but aims to make it more social. On this app you are able to record all activity, like runs, hikes, biking, yoga, and 30 other sports. You can use the routes feature to find popular routes based on your preferences and even build a support network within the app to celebrate goals. Here you can do workout challenges with friends while also keeping yourself accountable.

Strava Positive Reviews



Recap: Strava seems to be one of the leaders in fitness tracking with many users claiming it's best in class. Users enjoy competing with friends and doing the personal challenges. The data Strava tracks is useful and accurate while also providing users the option to look back and revisit routes they enjoyed.

Better than Nike Run App

★★★★★ Sep 10 · Zigee Gee

I've been using Strava for 5 years to track my activity and it's been well worth subscribing. Far better than any other apps in its class, offering more ways to track and categorize your activities.

Definitely Worth It!

★★★★★ Jul 6 · HockeyLiam27

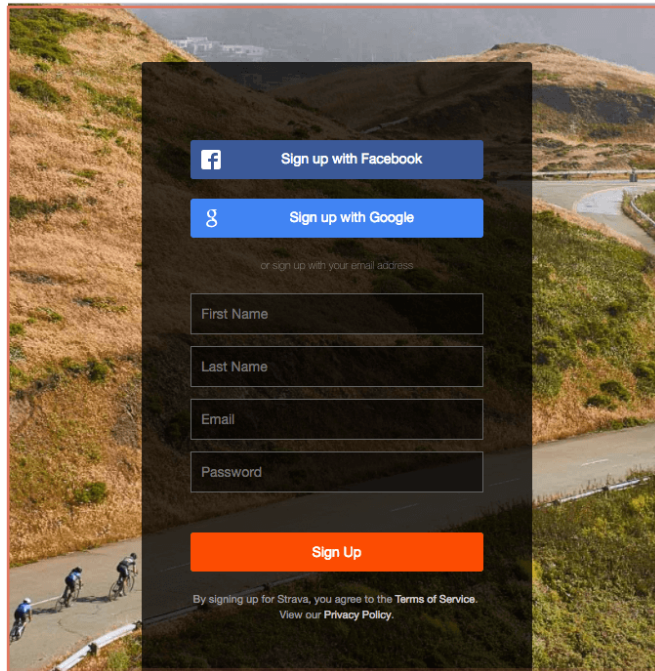
I've been using Strava for a while now, love to run hike, walk you name it. Add all your friends. Log all you're exercise hours. Keep updated with your friends daily activities. Give everyone KUDOS! Yea, I highly recommend this and it can seriously encourage you to do more! All these challenges and rewards just waiting for you to earn. If you are on the fence just take my advice, it's really cool! You should get it! 👍

Strava is much more than a fitness app

★★★★★ Aug 9 · sdh-Hamilton

For 10 years now I have been recording rides which has provided a ton of fitness data to reference. Every hill climb is a stress test that would usually cost hundreds of dollars at your local health care provider's facility. That aside for me it has become a fitness journal that includes photographs from almost every ride, a journal that I often look back upon to reference routes that maybe I forgot about and want to revisit or to compare my strength up a recent local climb against my previous 10 year younger self ... surprise I'm just as strong. I live by Strava. It's important to support such an innovative product so that it continues to stick around.

Strava Negative Reviews



Recap: There were quite a few reports that say the app often pauses randomly or just won't track runs and eventually shut down. One user claims they can't even log into their account and have lost their running data. For the price, it seems unreliable and should have a better user experience.

Unusable

★★★★★ Sep 10 · Tastetherainbow222

This app is legitimately terrible. I need for the simplest task ever: running. It's not user-friendly and it randomly pauses your run for no reason so after running for 4 miles you will look down and it will say you've run like half a mile because it paused 4 times. Pathetic and can't do the simplest task. The 4.8 rating is paid for. Using anything other than Strava.

🙄 i hate this app

★★★★★ Aug 10 · Mysterious Munky

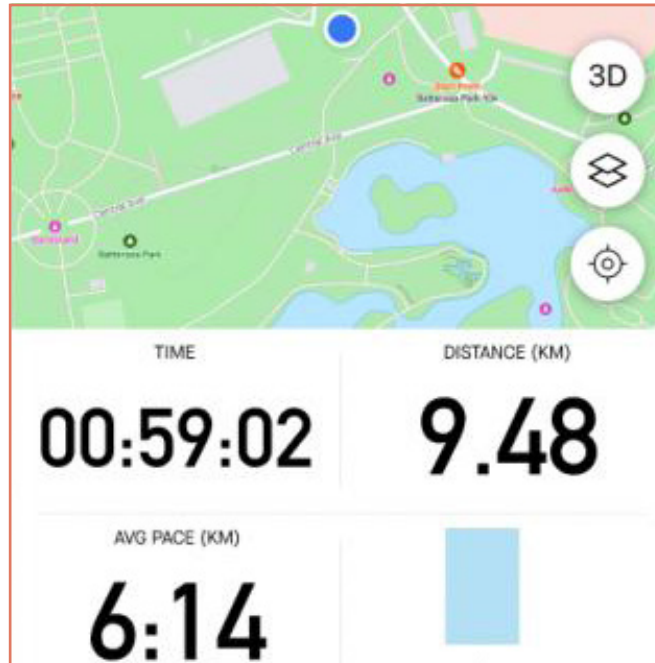
dumb app just randomly shuts down on me won't even let me log in and now all my runs i've tracked are gone what is this gimme my account back

Not great

★★★★★ Jul 6 · CoachAndyA

This app cost me \$80 and only works about 1 of 5 runs. Many runs it doesn't give me miles and time updates, other runs it shuts off part way through, other times it doesn't record at all. Even closing all other apps doesn't help. Very frustrating and disappointing.

Strava Suggestive Reviews



Recap: While users seem happy overall, some familiar features are missing in the new update, like seeing your average speed. The new feature that replaced this does not work well, causing users frustration. Some also complain that because the app is inconsistent with recording, they need a way to edit tracking information after a workout.

Good overall. Needs one thing

★★★★★ Jul 20 · Best NCLEX Resource...

First I want to say that this is my favorite running app. I love being able to interact with my friends who post about their runs and adventures. PLEASE add the capability to edit your run after it has recorded. It is crazy the amount of times I have gotten in my car to drive home after a run and forget to press the pause/stop button on the app. Then it records my drive home as part of my run. That, in essence, destroys what I have recorded, as it is no longer accurate. This problem alone has led me to no longer use this app, even though I love everything else about it. Please add this feature to the app. Thank you.

Great App, Could Use a Fix

★★★★★ Jun 30 · Joe2437

I really enjoy Strava, and I especially enjoy the feel of the app with the premium subscription. However, I'm not yet sold on paying for it yet. As a result, I have the free version, and it does the job except that I'm constantly bombarded with "ads" to upgrade. It would be nice if I didn't have to see this all the time as I'm well aware there are additional features when you pay.

Bring back Average Speed

★★★★★ Wed · Jim-TPA

I used to love this app, then they decided to take away average speed which is EXTREMELY useful and replace it with a lagging speedometer. Useless because it is wrong, useless because it tells me what speed I was going 15 seconds ago and useless because it tells me nothing about my on going ride! If you are halfway serious with your biking, look for another app. It was a good run but time to find an app that gives people what they want, this is the biggest complaint and they persist in pushing useless features instead of what a person needs.

Strava POV Statements

- 1) Users who track their runs **need** the option to edit their final stats **because** sometimes inaccurate data gets recorded.

The image on the previous page and this one to the right show the final stats page after a workout. If it shows inaccurate data, there is literally no reason to use the app, and could cause Strava's popularity to plummet.

- 2) Users who track their bike rides **need** a better feature to track their speed **because** the current speedometer lags and isn't user friendly.

For serious bikers, average speed is an important stat to know. If it's not reliable, this group of users will find another app that can provide this basic information.



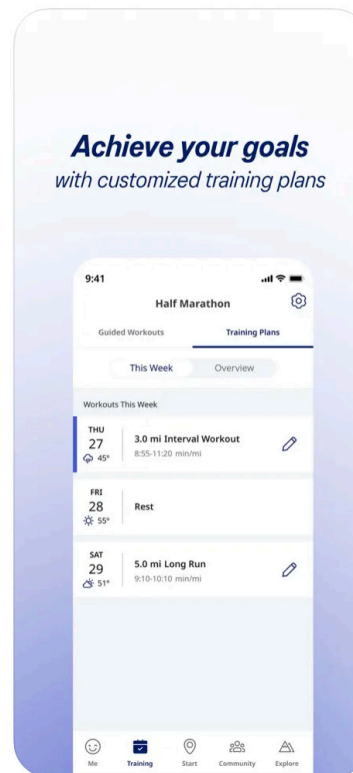
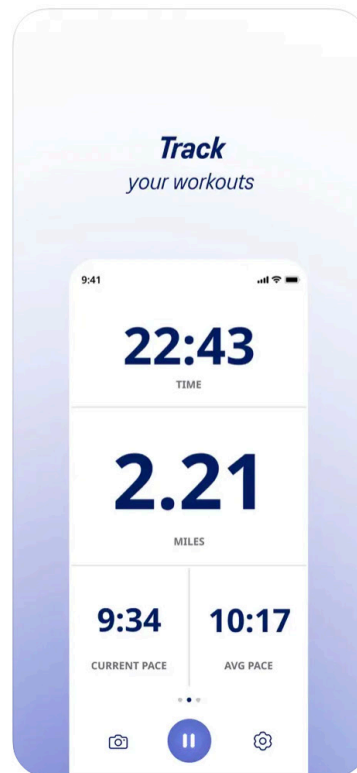
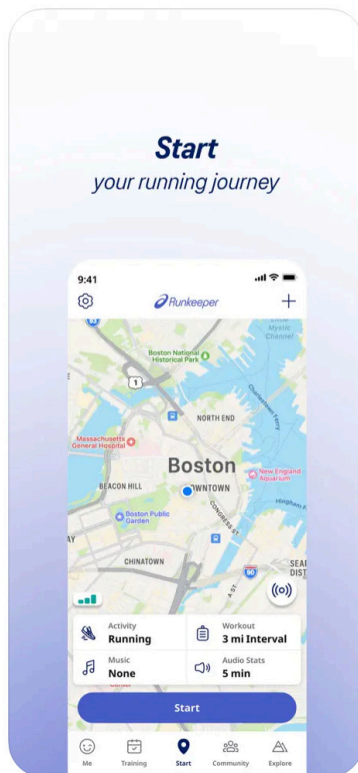
Asics RunKeeper App



ASICS Runkeeper—Run Tracker




365.2 K Ratings
Not ranked in Health & Fitness




Asics RunKeeper helps you keep track of your running goals. Track daily exercise and see your progress as you go. This app is perfect if you are training for a race or need to set a personal record. The app will help motivate you, provide guided workouts, and give you live stats during your run. Within the app you can also connect with Asics professional coaches or join an app challenge to keep you moving.

Asics RunKeeper Positive Reviews



Cat

407
Total (mi) 

358
Activities





101
Friends

My Stats

WEEKLY

MONTHLY

YEARLY

All Activities 	This Week	Last Week
 Distance (mi)	3.1	3.9
 Avg Pace (min/mi)	15:56	15:45
 Activities	2	3

Recap: Users highly recommend this app saying it's easy to use, and has stayed consistent for years. They like the running stats and how it keeps track of all your activities. The goals and challenges are helpful to push yourself and see your progress over time. While Asics may not be the most popular running app, its star rating is good.

Greatest free app ever!

★★★★★ Jan 16 · Dennronn

I downloaded this app when I first started running 15 years ago, and I've used it every run since. It's easy to use, lets me know how far I've gone, and lets me know my speed, pace, and lots of other things that help me keep getting out there. Highly recommend!

Phenomenal Performance Tracker

★★★★★ May 5 · Raven A Win

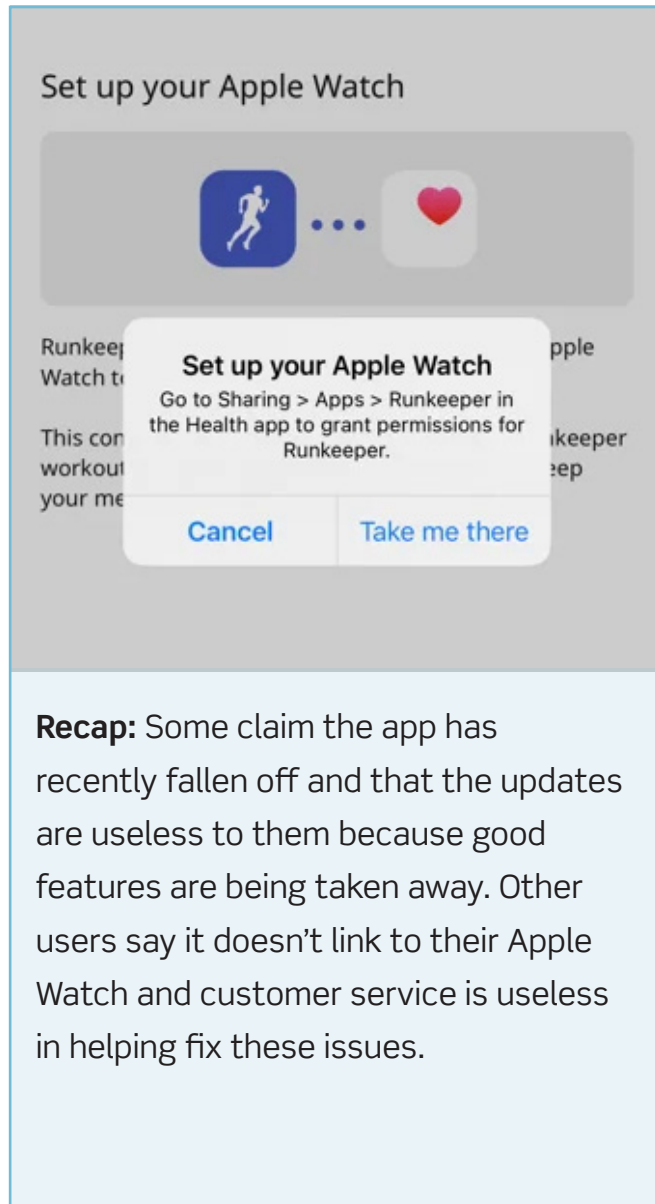
I've used the app for over 2 years. The free version was so impressive that I upgraded to ensure I could continue to track regardless of updates or changes. Almost three years later still no apps can compare with the features.

Wonderful run tracking app!

★★★★★ Jul 9 · H0rseL0ver :)

I have used Runkeeper for years. It is a fabulous way to keep track of your miles/km walked and the number of activities you do. Runkeeper offers challenges that help motivate you to go further, go faster, or just get out there and walk. So glad I have Runkeeper!! They offer monthly summaries, year to year and month to month comparisons. You will absolutely love it!

Asics RunKeeper Negative Reviews



App keeps getting worse

★★★★★ Apr 1 · Reviewer - 10001

The app was great a few years ago, but it seems that they periodically update it and take away features. It's barely usable now.

Zero stars!!!!

★★★★★ Jul 6 · Well, Who Cares?

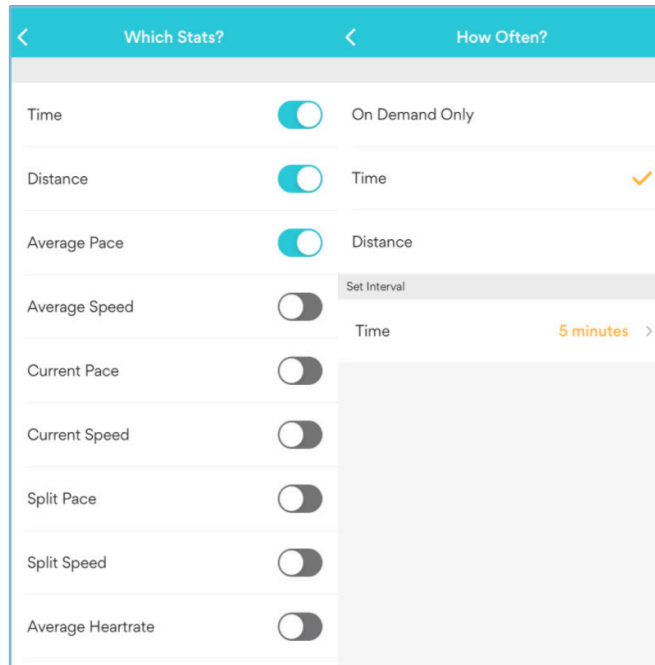
My experience, during the trial, you'll think it's great. You buy the subscription, it'll sync with your Apple Watch and then fail after a few days. The customer support will not help - they'll tell you what you already know. They'll not resolve the issue. And you won't get your money back. The only thing left for you is to unsubscribe and accept the loss.

New update

★★★★★ Apr 5 · Darren1148

New update makes this app worthless unless you subscribe. Look elsewhere if you are looking to track your workouts.

Asics RunKeeper Suggestive Reviews



Recap: Longtime users complain that recent updates have made some pages hard to navigate. They want a simple app that tracks their running effortlessly, like the old version did. Some users also want an option for shorter goal milestones, the current ones are too long, causing them to feel discouraged.

New Update is 2 Thumbs Down

★★★★★ Apr 2 · BrittyNeutron

Have used this app since 2018- and it's come such a long way! it provides guided runs, helps you create goals, also tracks walking + hiking trips- it's my go-to app for outdoor exercise. Unfortunately there was a recent update and I am not loving the main profile display any longer. i'm such a numbers person and love comparing weeks from one another, they have taken this away. sadness. the app also lacks being able to track indoor runs, for those frequent New England bad weather days. Runkeeper creators- PLEASE make the users main page better! think: simple, comparative, and trackable! i want to see my weeks and months workout accomplishments. Overall- a great app, and i'll continue to use- and hold out for the next big update...

Please bring back table comparison

★★★★★ Apr 26 · Turnerda

The graph comparison of stats is awful and unreadable. Please bring back the table style comparison (or at least an option to do so).

Bring back 25k and 10k multiple activities

★★★★★ Aug 21 · songwritervanessa

I've been using this app for a long time and for the most part I like it. But I wish they'd bring back the 25k and the 10k as multiple activities. I never hit 50k in a month and it's just discouraging. I'd like to have a mileage goal that I can actually meet. Also I like the "track my shoes" feature, but you always have to select what shoes you're using instead of being able to use one as your default, so sometimes I forget to select them and it registers as "none." I would love to see that change. 3 Stars because of the above things but lots of nice features and good way to track your mileage and route.

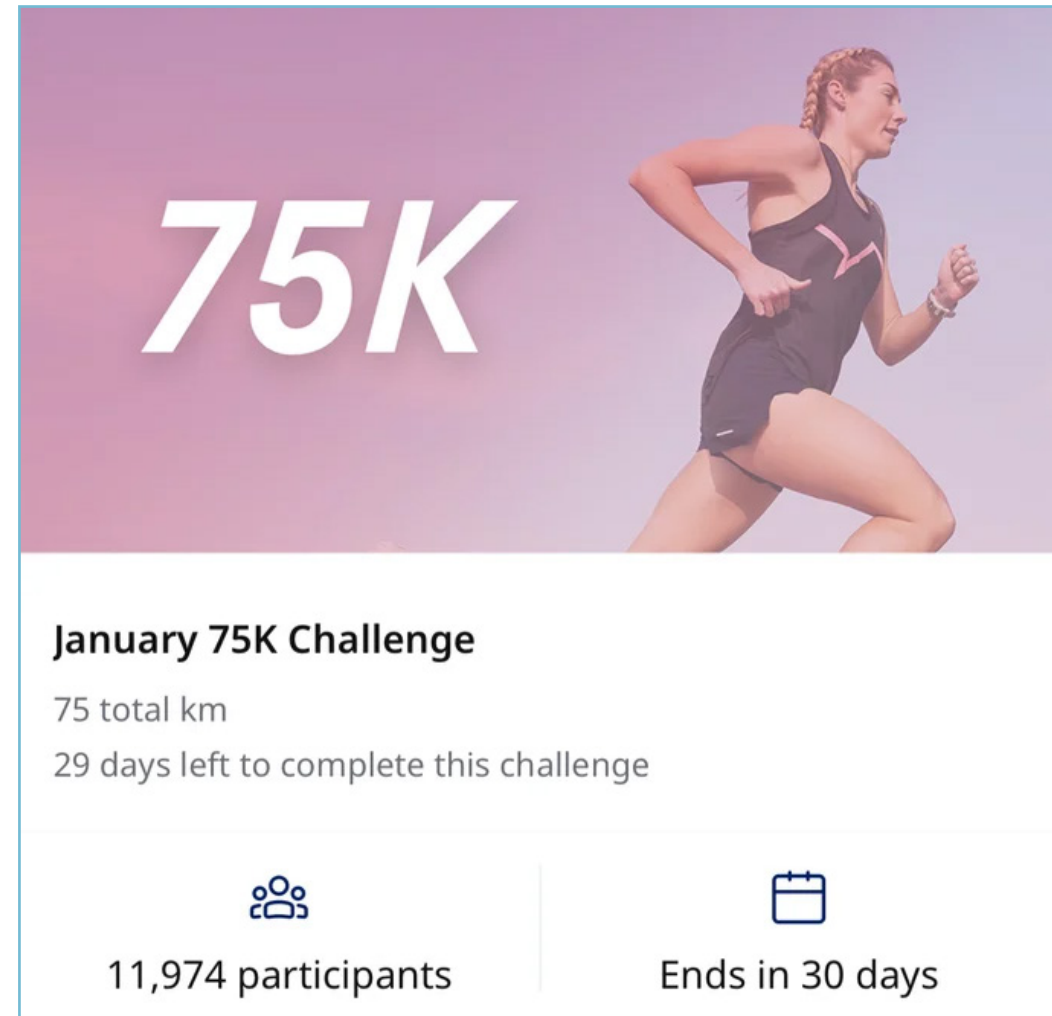
Asics RunKeeper POV Statements

- 1) Users who updated the app **need** a better workout comparison feature **because** the new interface is hard to read and even harder to compare workouts.

From the screen shots I saw, it seems like you have to customize your homepage, which can be overwhelming for users who haven't gone into the settings to tailor it.

- 2) Users who are looking for personal goals to set **need** challenges under 50k **because** the current challenges are too high in mileage, discouraging some runners.

See screen on right, 75K would be too long of distance for a casual runner. Especially when starting out, lower goal would be more helpful.



Conclusion

After reading reviews from all sides, I discovered how important this type of research is. After reviewing each app, I was able to write point-of-view statements that captured how most users were feeling. After understanding what frustrations each user had, what features they liked, and what issues were most common, the problems that needed fixing became clear.

The positive reviews helped me see what users loved about the app, even when there were minor issues present. The negative reviews shined a light on user pain points and what features weren't working. The suggested reviews were most helpful, because they were often written by users that had been using the app for years, or were paying customers that had a lot invested.

With the POV statements written, the next step would be to take these sentences and start thinking about solutions

that could solve each problem. As a designer, going into the ideation phase with clear problem statements, makes the brainstorming session easier and creates solutions that are more defined.

Thanks for reading!