

To: Dr. Nora Rivera
From: Christian Jeter
Subject: StepsApp Evaluation Memo
Date: 9/25/2025

As technology has improved, so too has the public-perception of exercise and movement-based routines. Due to this simultaneous growth, mobile applications have become a critical tool for those seeking to improve their personal health through accountability and growth. StepsApp is one such application that utilizes simple design to accommodate people of all demographics.

A Step Towards Healthier Living

From an overall standpoint, the purpose of StepsApp is straightforward and simple: to track the number of steps users take. However, the more nuanced approach the application takes is by encouraging users to take *more* steps and therefore improve their general and cardiovascular health.

StepsApp has a number of functions that allows it to achieve both its simple and in-depth goals, including tracking daily, weekly or even monthly steps. Also, it displays the number of calories burned, miles walked—or ran—and minutes in motion. The application accomplishes these capabilities by using mobile devices' built-in motion sensor and gyroscopic features.

With the purposes and functions of StepsApp in mind, there is no hyper-specific audience defined by standard metrics, such as gender, age, race or ethnicity. Rather, because walking and running exercises are exhibited by most fully capable individuals, the targeted audience mostly pertains to people of all walks of life that aim to improve their overall health. However, it could be argued that individuals of more challenging circumstances might be preferred over others due to the accessibility of walking in contrast to other rigorous movements or routines.



Figure 1: StepsApp's Daily Pedometer

Simple Accessibility, Healthy Users

As previously mentioned, StepsApp is catered to a larger, general portion of the population. For this reason, rather than using highly sophisticated terminology and navigational architecture, the application utilizes a very simplistic, accessible setup to make sure all users—regardless of gender, age or demographic—are able to harness its features to the highest capability.

First and foremost, the application itself is divided into five distinct sections, each with their own function and goal:

- **Pedometer** – the main page that allows for tracking the previously mentioned matrices—steps, calories, miles and minutes—by daily, weekly or monthly means
- **Workouts** – the section dedicated to tracking the specific times, distances and intensity of exercises
- **Goals** – the page where users can set the number of steps they want to reach daily
- **Activity** – the section that allows users to track the progress they’ve made throughout the week
- **Results** – the area where users can get a reflection over how the progress they’ve made since downloading the application, including awards, accolades and insights

Each section has its own specific navigational panes; However, the pedometer is where majority of the statistics are held. This focus on the main page makes the application extremely simple to navigate, making it so users can easily find the majority of the stats they are looking for such as steps and calories burned. This highly specialized approach makes it so navigational is far from trivial and easily navigable.

Yet, the means of which the application is divided are not the only things making it easy to locate most stats users are looking for. The user interface and content design also play a significant role in highlighting certain information. Specifically, StepsApp utilizes a light blue trim for much of its navigation, such as using a circular representation of the percentage of steps users have taken during the day, week or month. In doing so, whether the application is in light or dark mode, users can once again easily find all the necessary information they might be looking for.

Also, the medium for using StepsApp, either iOS and Android, plays a critical role in how the application implements certain accessibility features. For example, iOS users can opt to allow StepsApp to import steps from the pre-existing “Health” application, further increasing the accuracy of the pedometer. Also, users can elect to allow the app to connect to other Apple devices, such as Apple watches, to increase the freedom and mobility of tracking steps beyond the standard mobile phone device. These are just a few of the other accessibility features the application has; other items include connecting StepsApp to social media platforms—such as Instagram or Facebook—or making more hyper-specific tuning with body measurements to further the accuracy of the application to improve user health.



Figure 2: StepsApp's Weekly Pedometer

Surface-Level Design, Surface-Level Health

Through a strong focus on user-friendly navigation and access to necessary resources, StepsApp has made it very clear that its main purpose is to give users as much accessibility as possible to improve their health and well-being.

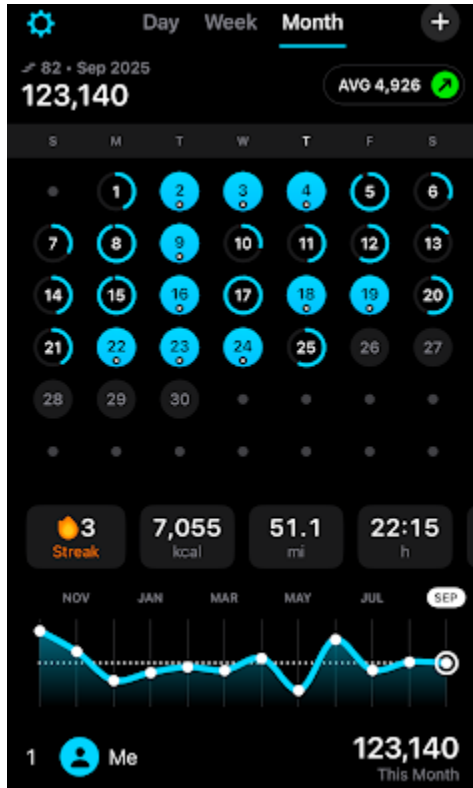


Figure 3: StepsApp's Monthly Pedometer

By tracking a number of basic statistics—steps, calories, miles and minutes—StepsApp gives a very open, simple opportunity for anyone, regardless of circumstances, to start taking better care of themselves. Also, the inclusion of other resources, such as social media connections and cross-application tracking, makes sure that users will remain encouraged and engaged to keep moving. Then, the addition of a very approachable UI (which can still be changed if users disagree) also ensures that navigation is straightforward and difficult to become confused with.

However, though StepsApp hits almost every mark perfectly, there are a few areas which could be improved to make this application as user-friendly as possible.

Specifically, though the app does succeed in making sure the site is approachable to *all* types of users, it doesn't go much further than that. The lack of more in-depth resources, such as muscle-fat ratios or exercise-experience levels, has the potential to prevent more advanced users who want to utilize walking and running to enhance their health beyond simple improvements (though it should be noted that the application does have a “Body Measurements” section, as previously mentioned).

Therefore, if StepsApp was to become an application that could be marketed for users of all experience levels—novice, intermediate and advanced—then adding more in-depth items would prove critical in guaranteeing the app goes farther than on-the-surface health improvements.