

Fasthlete: A UX Case Study

** Problem & Opportunity**

Gamifying Health Through Clarity

Intermittent fasting is one of the most popular health trends worldwide, with an estimated 10–15% of U.S. adults practicing it regularly.

Harvard Health Publishing

Yet most fasting apps only provide countdown timers, leaving users disconnected from what's actually happening inside their bodies. Nearly 60% of intermittent fasters report struggling to stay motivated beyond the first few weeks, citing “lack of feedback” as a primary barrier.

NCBI

Opaque Progress

While apps like Zero and Fastic have millions of downloads, their UX often relies on locked premium tiers or generic progress bars. Users fast for 16, 20, or 24 hours, but see little beyond a timer hitting zero. This creates frustration and churn, with some users abandoning fasting altogether.

Statista

Summary:

The widespread adoption of fasting, combined with apps that fail to connect time with meaningful milestones, creates a need for a tool that visualizes the body's metabolic journey. Fasthlete addresses this exact pain point.

** Current Landscape**

Zero, Fastic, and BodyFast provide timers, coaching, and recipes, but lack real-time physiological feedback or playful motivation.

Gamified health apps like Duolingo and Strava show the power of streaks, XP, and badges in building habits—but this approach is missing from fasting.

No mainstream solution ties **scientific fasting stages** (like glycogen burn, ketosis, autophagy, and immune reset) to a clear, visual, and rewarding UX.

Opportunity: Build a fasting companion that translates invisible biology into visible progress, combining science, motivation, and play.

**** Solution: Fasthlete****

Design Goals

- Connect fasting hours to meaningful health stages through **clear visualization**.
- Motivate users with **XP, streaks, and avatars**, inspired by game design.
- Provide a **clean, mobile-first arc timer** that educates while it tracks.

Key Features

- **Arc-Style Timer:** A 270° progress ring segmented with icons for each fasting stage (e.g., ketosis at 16h, autophagy at 20h, immune reset at 48h).
- **Phase Icons + Tooltips:** Tapping an icon reveals the stage name, time range, and a motivational blurb (“Your brain now runs on ketones”).
- **Overflow State:** Surpassing a fasting goal extends the arc with a glowing bonus tail, visually rewarding users for going further.
- **Gamified Layer:** XP points, streak counters, and celebratory animations keep motivation high.

**** Information Architecture & Flow****

- **Home Timer Screen:** Large arc timer with icons, elapsed time, and editable start/end.
- **Tooltip Interaction:** Phase icons open microcards with benefits and encouragement.
- **Overflow Mode:** Extra fasting hours displayed as a secondary glowing arc.
- **Gamification Layer:** XP tracker and avatar at the top; streak badge animations on completion.

Style Guide:

- Font: Bebas Neue for headings, Nunito for body text.

- Colors: Vibrant orange (#FF6B35) for energy, emerald green (#2ECC71) for health, slate (#34495E) for discipline, clean white backgrounds for clarity.
 - Aesthetic: Bold, athletic, minimalist—fitness meets gamification.
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** Impact & Differentiation**

Metric / Insight	Value
Intermittent fasting adoption	~10–15% of U.S. adults
Retention challenge	60% struggle to sustain motivation
Platform gap	No gamified fasting arc with real metabolic stages
Emotional benefit	Clarity, achievement, motivation

By translating invisible biology into **visible progress and rewards**, Fasthlete reframes fasting as an empowering, gamified journey—helping users stay consistent and motivated.

** Next Steps**

- **User Testing:** Validate clarity of arc stages and tooltip content with both new and experienced fasters.
 - **Content Expansion:** Add deeper educational tips, distraction games, and social leaderboards.
 - **Data Insights:** Track which phases most engage users and adjust pacing/UX accordingly.
 - **Accessibility:** Ensure icons, colors, and animations are accessible across demographics.
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** Reflection**

Design Principle Reinforced: Visibility builds trust—connecting time to real body stages keeps users engaged and confident.

Gamification Resonates: XP, streaks, and celebratory overflow states transform fasting into a rewarding journey.

Clarity Matters: By making physiology simple and visible, Fasthlete helps users focus less on waiting for a timer and more on celebrating their progress.
