

Progetto User Interface

- Alessia Bianchi -



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User flow

UI Kit

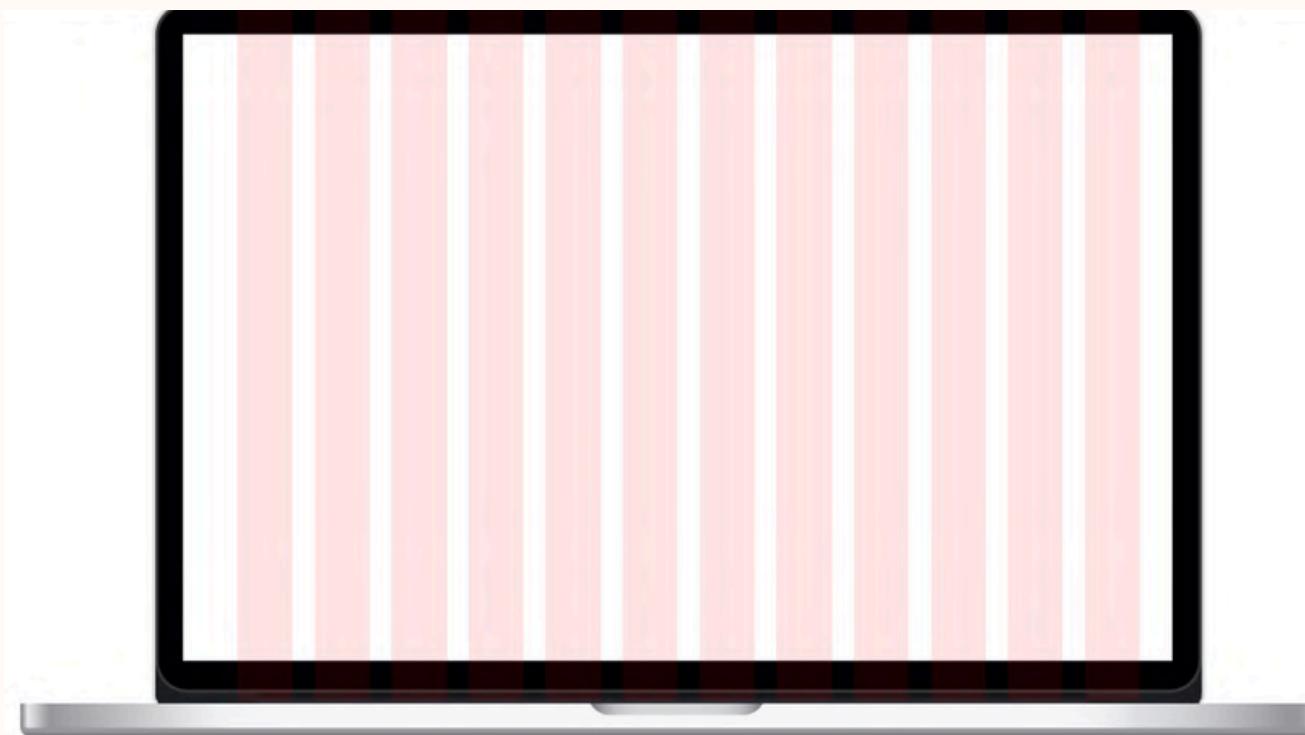


Grid:

12 colonne

80px width

32px gutter



Font: **Inter**

Ho deciso di utilizzare
un font semplice e di
facile comprensione.

Tipografia

H1

64px Meditation done differently

H2

48px Meditation done differently

H3

32px Meditation done differently

Subtitle 1

24px Meditation done differently

Text

16px Meditation done differently

Font:
Inter Regular
Inter Medium
Inter Light Italic
Inter Bold



UI Kit

Come **palette** ho deciso di ridurre la varietà di colori alle diverse sfumature di **blu**, con un colore complementare per alcuni dettagli in **arancione**. Trovo che la varietà di colori presenti al momento sul sito non trasmettano il mood di relax e tranquillità che un'app di meditazione mira a comunicare.

Il blu è il colore perfetto per esprimere **pace** e **calma**, sensazioni che l'utente si aspetta di trovare.

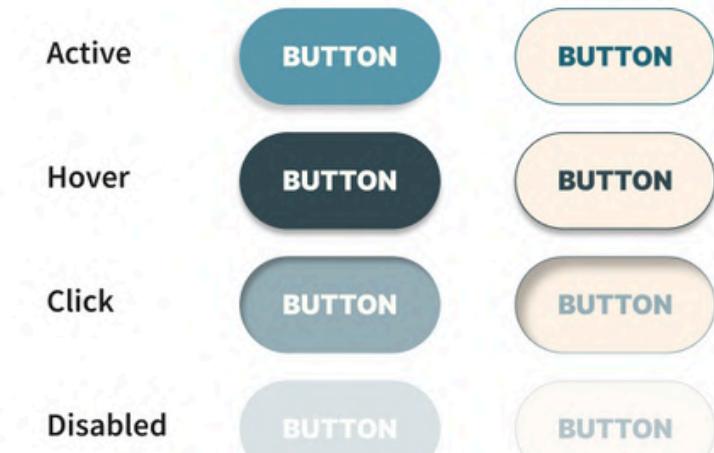
Palette



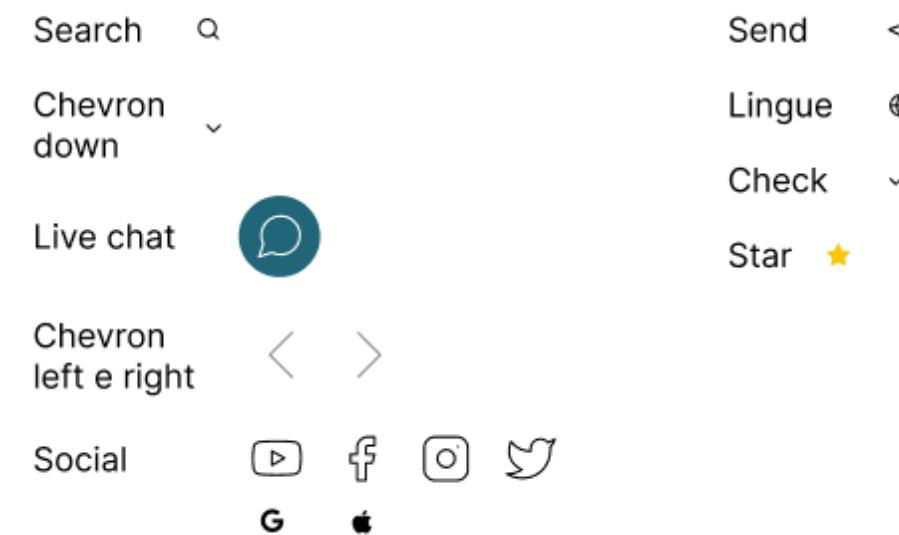
Ho deciso di rendere i bottoni più **visibili** colorandoli, rispetto alla semplice sottolineatura.

Buttons

Primary Secondary



Icônes



Desktop User Interface

Link Figma

Nella prima parte della homepage ho voluto sostituire la foto dei fondatori con un'**immagine** che trasmettesse **calma e tranquillità**.

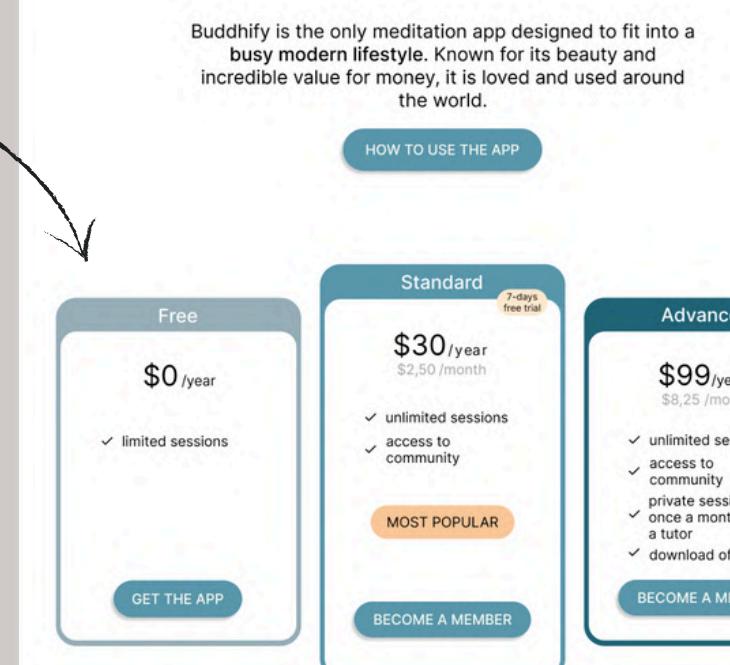
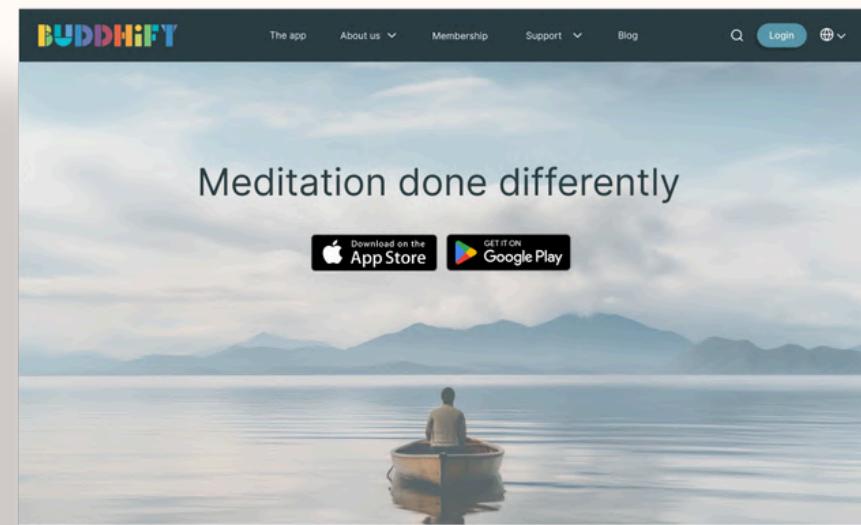
Dopo una breve presentazione dell'app con un'apposita CTA per capirne il funzionamento, ho inserito tre **box** con altre CTA per diventare membri dopo una prova gratuita.

L'obiettivo dell'utente medio sarà quello di voler provare l'app e i vantaggi della membership, quindi questi box saranno ripetuti su più pagine del sito fornendo le principali spiegazioni, con tre alternative diverse per le proprie esigenze.

Cliccando sull'icona della lente si aprirà la barra di ricerca all'interno dell'header.



Homepage

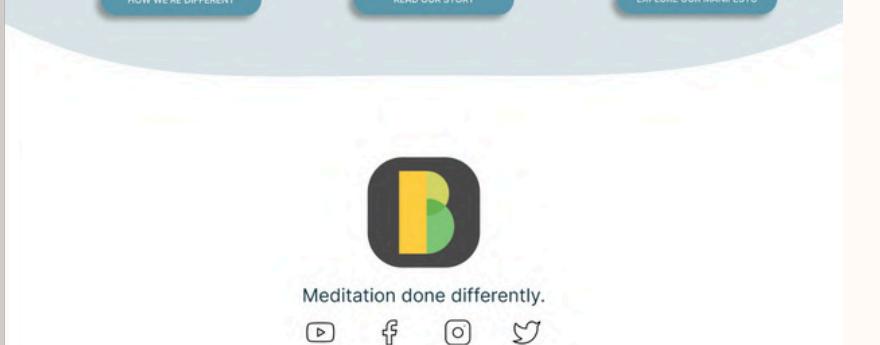


Buddify stories



Named by Buzzfeed as the best meditation app to ease anxiety

Also featured by:



Join our [NEWSLETTER](#) for tips on modern meditation

Enter your email here

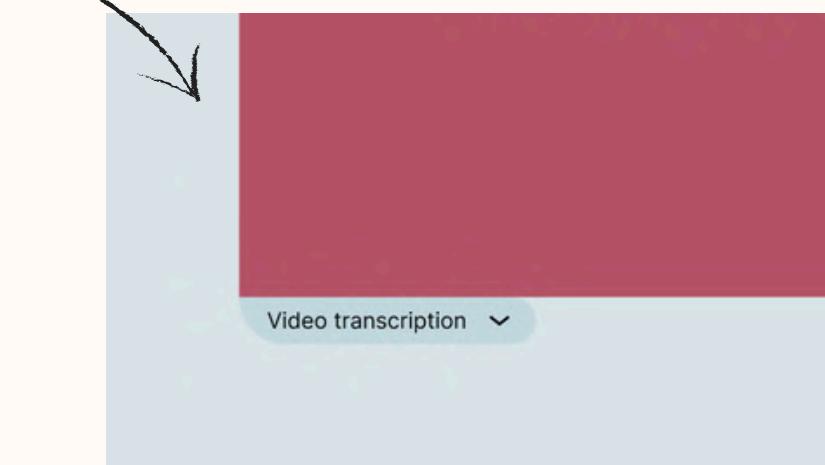


Desktop User Interface

Inoltre gli elementi secondari come le recensioni e gli articoli sono stati inseriti con uno **scroll orizzontale**, in modo da non occupare troppo schermo.



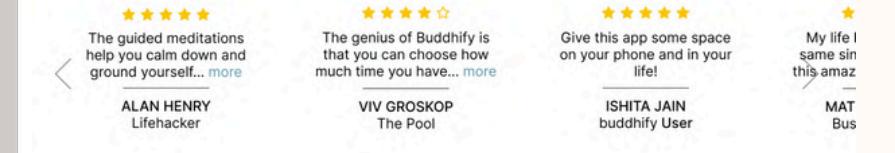
Sotto tutti i video presenti nel sito è stata inserita una **trascrizione** con un riassunto del contenuto del video in questione



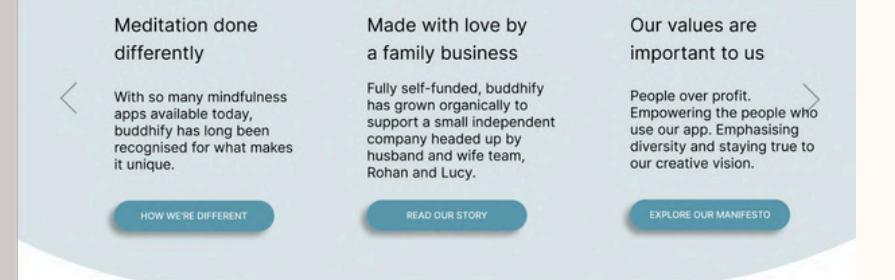
Homepage

The homepage features a large banner with the text "Meditation done differently" and a person meditating on a boat. Below the banner are sections for "Buddify stories" (with reviews from ALAN HENRY, VIV GROSKOP, ISHITA JAIN, and MAT Bus), "How we're different" (with sections for "Meditation done differently", "Made with love by a family business", and "Our values are important to us"), and a membership plan section with three options: Free (\$0/year), Standard (\$30/year), and Advanced (\$99/year). The footer includes the Buddify logo and links to the app stores.

Buddify stories



Named by Buzzfeed as the best meditation app to ease anxiety
Also featured by:



Meditation done differently.
[YouTube](#) [Facebook](#) [Instagram](#) [Twitter](#)

Join our [NEWSLETTER](#) for tips on modern meditation

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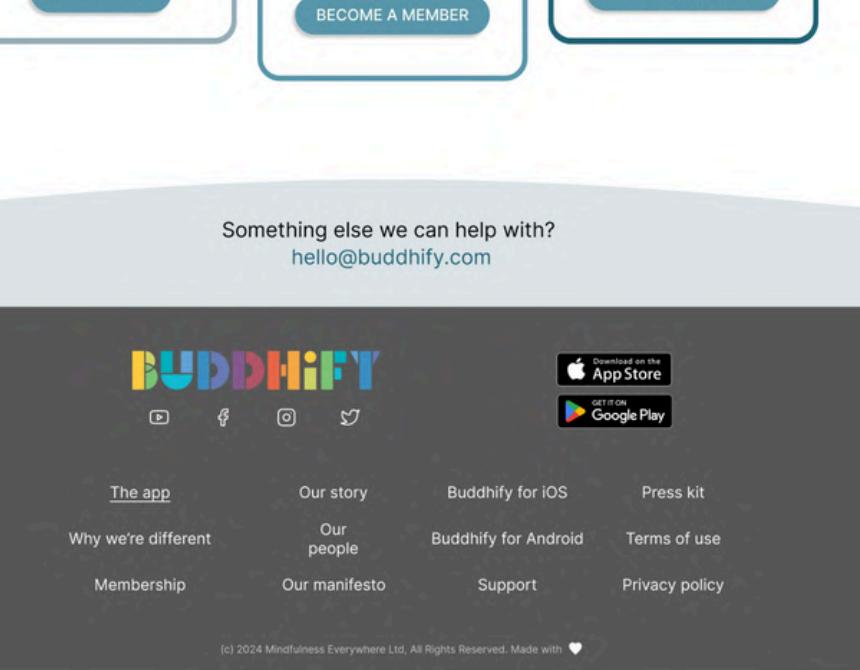
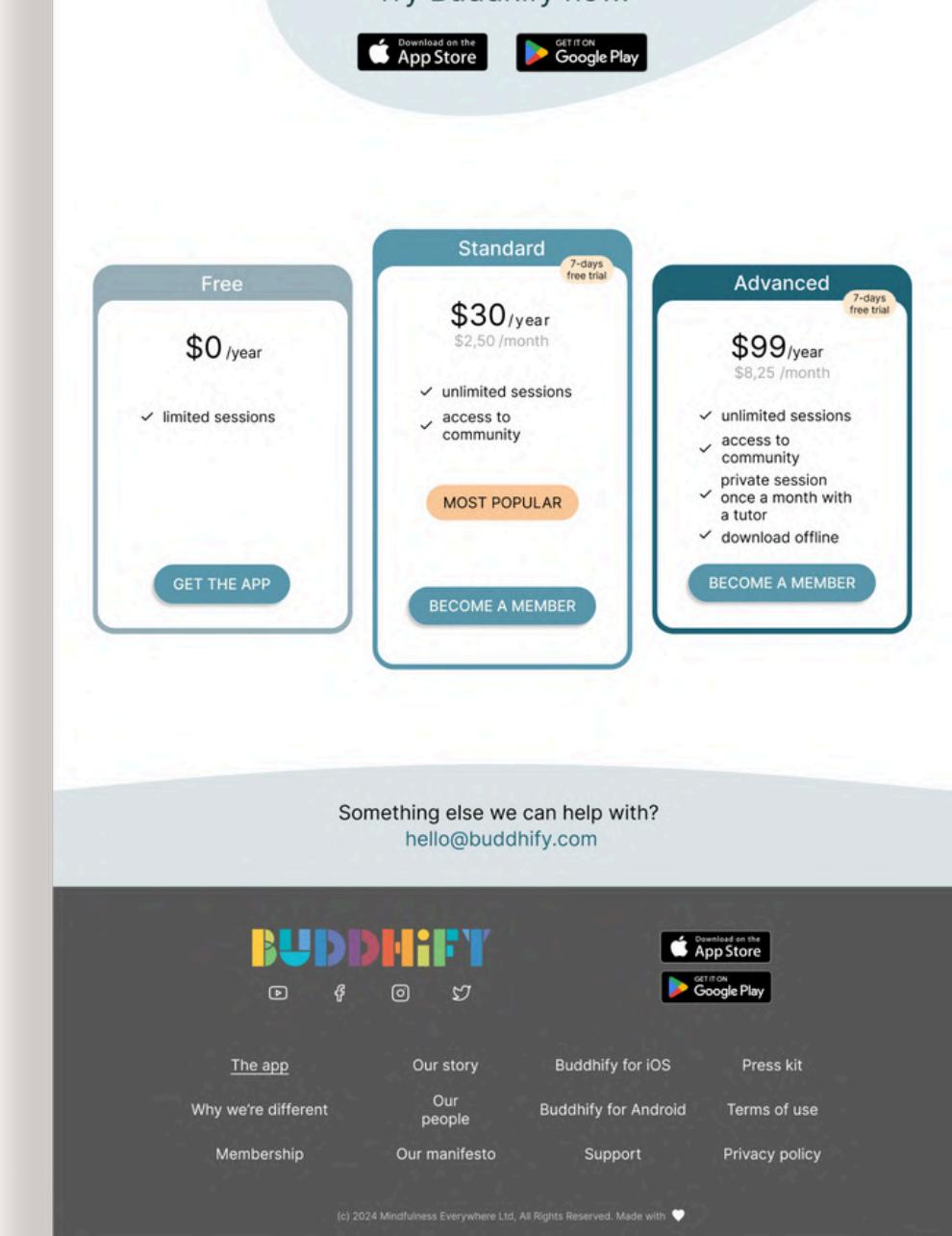
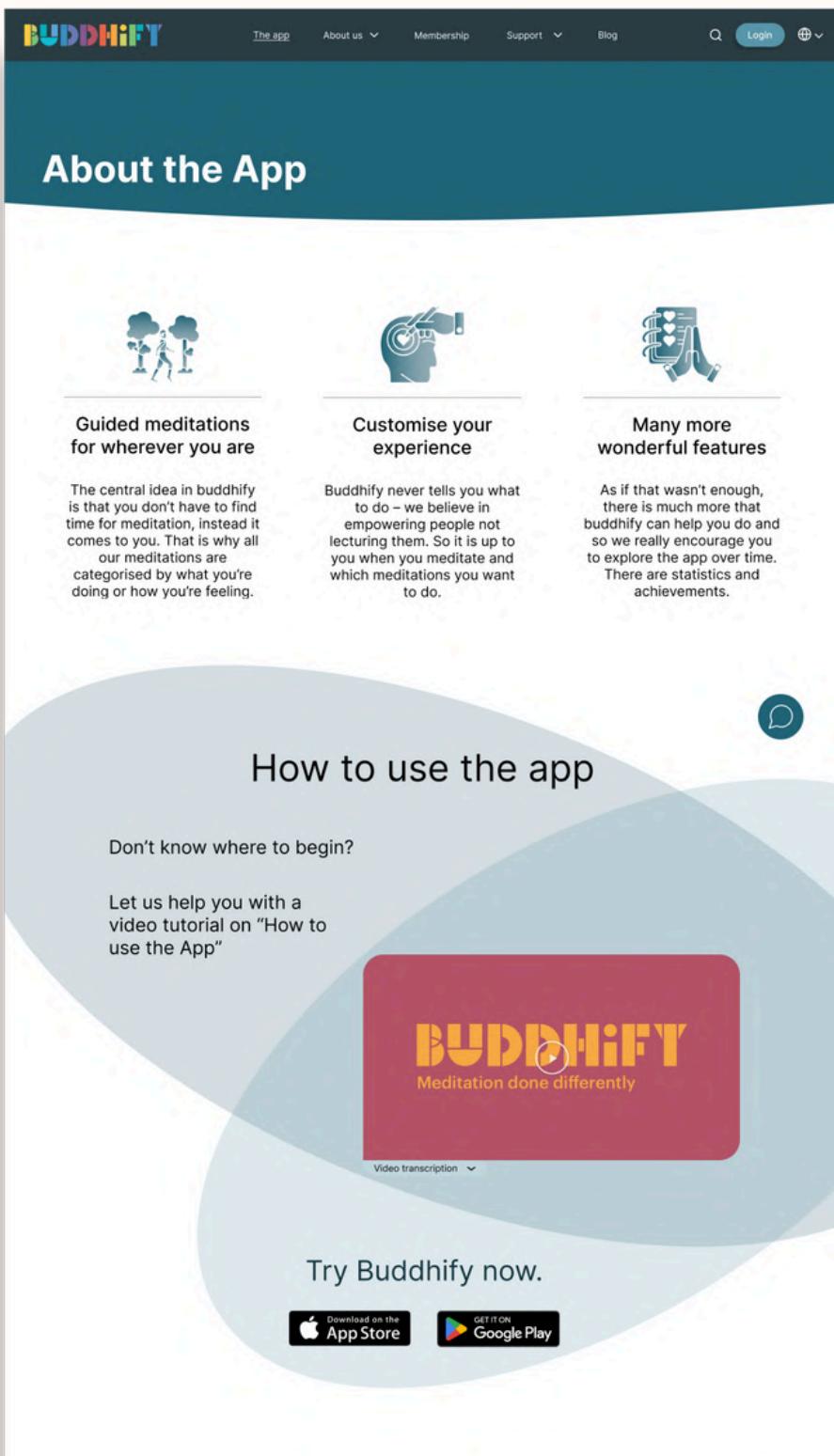


Desktop User Interface

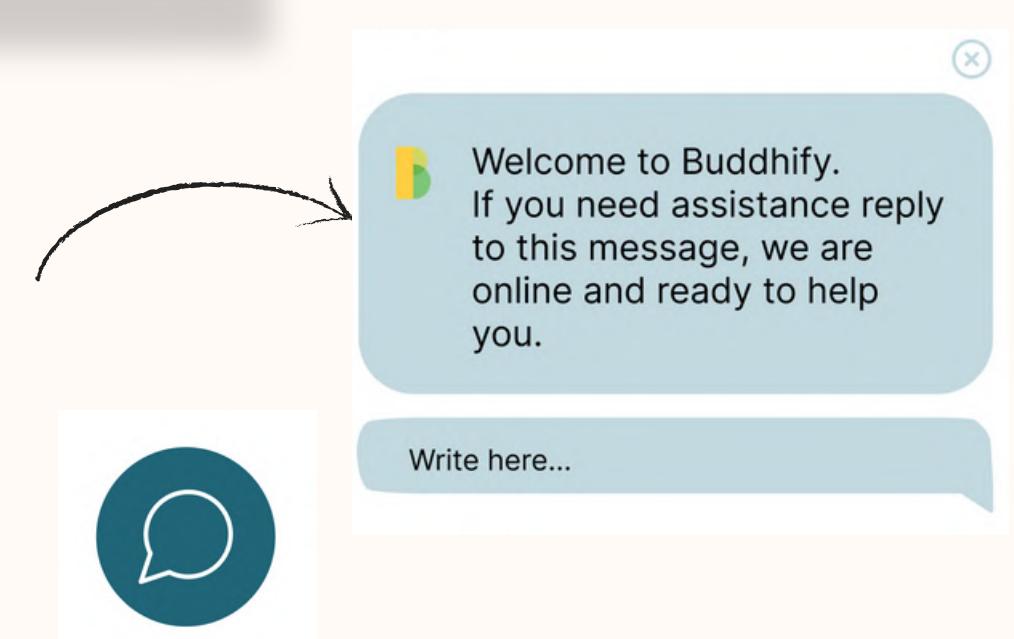
In cima a tutto il resto ci sono le **features** dell'app per presentare subito all'utente il contenuto e i motivi per scaricarla.

Subito dopo troviamo il **video tutorial** su come utilizzare l'app, seguito da una CTA per il download all'app.

The app



La **live chat** sarà presente su ogni pagina per essere sempre alla portata.



In fondo alla pagina è presente un **mail** per il supporto.

Desktop User Interface

Come prima cosa l'utente vedrà i box con le CTA per diventare membri che lo porterà al download dell'app.

The page features a large banner at the top with the title "Membership". Below it, a section titled "Become a Buddhify Member" displays three membership options:

- Free**: \$0/year, limited sessions. CTA: GET THE APP.
- Standard**: \$30/year (\$2.50/month), 7-days free trial, unlimited sessions, access to community. CTA: BECOME A MEMBER (highlighted as MOST POPULAR).
- Advanced**: \$99/year (\$8.25/month), 7-days free trial, unlimited sessions, access to community, private session once a month with a tutor, download offline. CTA: BECOME A MEMBER.

Below the plans, a video player shows a YouTube video titled "LUCY INTRODUCES BUDDHIFY MEMBERSHIP". The video content is visible, showing a woman smiling and speaking.

At the bottom, there are three columns: "Our mission", "Why a Membership", and "Support us".

A testimonial from Ross, UK: "Becoming a Member has reinvigorated my practice. So grateful!"

Reviews from Rob H. and Florian H. are shown below.

A section titled "Unlock these amazing new features" highlights three features:

- Transmission**: A first-of-its-kind karaoke-style feature which allows users to read out and share our most popular meditations in their own voice with the community. It's also great for learning what a meditation app can do.
- Formal**: Designed to help you grow your formal meditation skills, this wheel contains 18 different types of meditations presented as short training courses, based on the six core meditation techniques every deepening practitioner should know.
- Together**: Video courses, practice themes, deep dives into popular meditations, and stories from across the community, updated on a weekly basis. The first video course is How to Design Your Own Meditations.

A section titled "Support our work" shows a photo of two people sitting on a couch. Text on the right discusses the company's independence and the value users get for their money.

A "FAQs" section at the bottom contains ten questions with dropdown menus.

FAQs

How do I become a member? Do you offer a trial period?

How much does it cost? Do you offer refunds?

Is it an auto-renew? How often is the content updated?

How do I cancel it? How do I update my payment details?

How long does it last?

Deepen your practice. Support our work. Become a buddhify Member today.

BECOME A MEMBER

Other questions? If you have any questions about Membership that haven't been answered here then do please just get in touch via hello@buddhify.com

BUDDHIFY

Download on the App Store Get it on Google Play

The app Our story Buddhify for iOS Press kit
Why we're different Our people Buddhify for Android Terms of use
Membership Our manifesto Support Privacy policy

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Oltre alle FAQs è presente anche il contatto e-mail per ulteriori richieste.

Desktop User Interface

The screenshot shows the 'Support' section of the Buddify website. At the top, there's a navigation bar with links for 'The app', 'About us', 'Membership', 'Support', 'Blog', and a search bar. Below the navigation is a large 'Support' heading. Underneath are three main sections: 'New to Buddify', 'Using Buddify', and 'Troubleshooting'. Each section has a 'SHOW ALL' link at the bottom. Below these is a 'FAQs' section with several dropdown questions. At the bottom, there's a 'Something else we can help with?' section with an email address: hello@buddify.com. The footer features a 'How to use the features' section with 'Get started' sub-sections for 'The Wheel', 'Solo Timer', and 'Foundations', each with a 'MORE ABOUT' link.

Desktop User Interface

Support

How to use the features

Get started

This section compares three features: 'The Wheel', 'Solo Timer', and 'Foundations'. 'The Wheel' allows users to meditate anywhere, while 'Solo Timer' supports independent practice. 'Foundations' delves into mindfulness principles and the story of buddhify. Each feature has a 'MORE ABOUT' link.

The Wheel	Solo Timer	Foundations
Start meditating wherever you are using the widely renowned buddhify wheel.	Support your independent meditation practice with the beautiful Solo Timer.	Dive deeper into the principles and ideas of mindfulness and learn more about the story of buddhify.
MORE ABOUT THE WHEEL	MORE ABOUT SOLO TIMER	MORE ABOUT FOUNDATIONS

And check these out

This section highlights three additional features: 'Customise your wheel' (personalize through expanded guided meditation content), 'Kids Wheel' (a curated wheel for young people), and 'Favourites' (save favorite content for quick access). Each has a 'MORE ABOUT' link.

Customise your wheel	Kids Wheel	Favourites
Personalise your wheel through our expanded library of guided meditation content.	A whole new specially curated wheel for the young people in your life.	Save all your favourite meditation content in one place for quick and easy access.
MORE ABOUT THE WHEEL	MORE ABOUT KIDS WHEEL	MORE ABOUT FAVOURITES

This section compares three membership plans: 'Free', 'Standard', and 'Advanced'. The 'Free' plan is \$0/year with limited sessions. The 'Standard' plan is \$30/year (\$2.50/month) with unlimited sessions and community access. The 'Advanced' plan is \$99/year (\$8.25/month) with unlimited sessions, private sessions, and download offline. Each plan has a 'GET THE APP' or 'BECOME A MEMBER' button.

Free	Standard	Advanced
\$0/year ✓ limited sessions	\$30/year \$2.50/month ✓ unlimited sessions ✓ access to community MOST POPULAR	\$99/year \$8.25/month ✓ unlimited sessions ✓ access to community ✓ private session once a month with a tutor ✓ download offline
GET THE APP	BECOME A MEMBER	BECOME A MEMBER

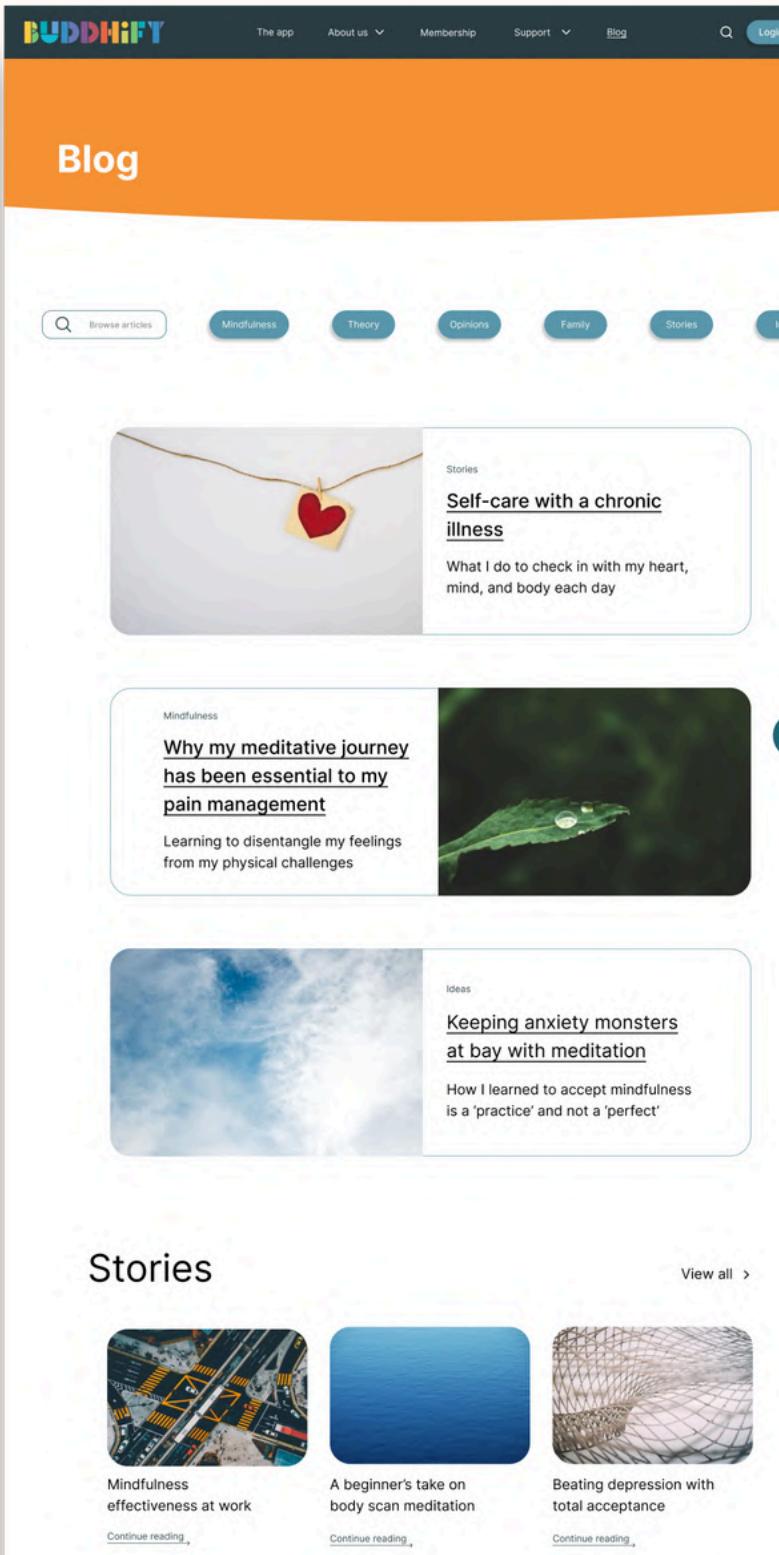
Other questions?
If you have any questions that haven't been answered here then do please just get in touch via hello@buddify.com

The footer includes the Buddify logo, download links for the App Store and Google Play, and links to various site sections: 'The app', 'Our story', 'Buddify for iOS', 'Press kit', 'Why we're different', 'Our people', 'Buddify for Android', 'Terms of use', 'Membership', 'Our manifesto', 'Support', and 'Privacy policy'. It also features a copyright notice: '(c) 2024 Mindfulness Everywhere Ltd. All Rights Reserved. Made with ❤️'.

Desktop User Interface

Link Figma

Blog



The screenshot shows the Buddify blog homepage. At the top, there's a navigation bar with links for 'The app', 'About us', 'Membership', 'Support', 'Blog', and 'Login'. Below the navigation is a large orange header with the word 'Blog' in white. Underneath the header, there's a search bar labeled 'Browse articles' and several category tabs: 'Mindfulness', 'Theory', 'Opinions', 'Family', 'Stories', and 'Ideas'. The main content area features three blog card snippets:

- Stories**: A card with a small image of a heart-shaped pendant on a chain. The title is 'Self-care with a chronic illness'. The text below reads: 'What I do to check in with my heart, mind, and body each day'.
- Mindfulness**: A card with a small image of a green leaf with a water droplet. The title is 'Why my meditative journey has been essential to my pain management'. The text below reads: 'Learning to disentangle my feelings from my physical challenges'.
- Ideas**: A card with a small image of a cloudy sky. The title is 'Keeping anxiety monsters at bay with meditation'. The text below reads: 'How I learned to accept mindfulness is a 'practice' and not a 'perfect''.

At the bottom of the page, there's a section titled 'Stories' with three more cards and a 'View all >' link.

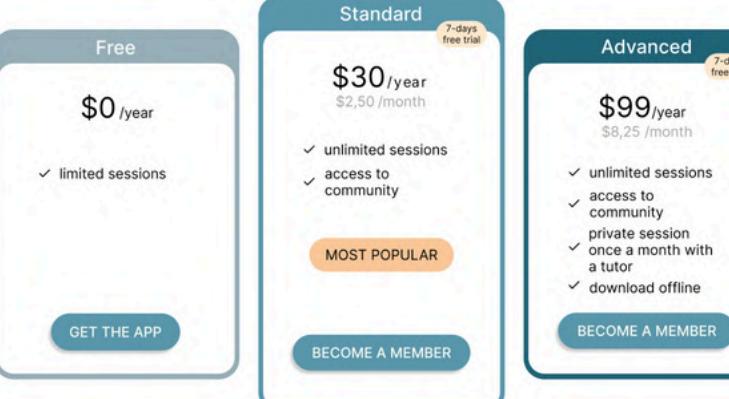
Ideas



Inside data privacy at Mindfulness Everywhere
Why we made the new buddify
Where has it gone?

[Continue reading ↗](#) [Continue reading ↗](#) [Continue reading ↗](#)

[View all >](#)



Plan	Price	Features
Free	\$0 /year	✓ limited sessions
Standard	\$30 /year \$2,50 /month	✓ unlimited sessions ✓ access to community MOST POPULAR
Advanced	\$99 /year \$8,25 /month	✓ unlimited sessions ✓ access to community private session ✓ once a month with a tutor ✓ download offline

Something else we can help with?
hello@buddify.com



The footer of the website includes the Buddify logo, social media links (YouTube, Facebook, Instagram, Twitter), and download links for the App Store and Google Play. It also lists various links for users to explore: 'The app', 'Our story', 'Buddify for iOS', 'Press kit', 'Why we're different', 'Our people', 'Buddify for Android', 'Terms of use', 'Membership', 'Our manifesto', 'Support', and 'Privacy policy'. A copyright notice at the bottom states '(c) 2024 Mindfulness Everywhere Ltd. All Rights Reserved. Made with ❤️'.

User flow



Giulia

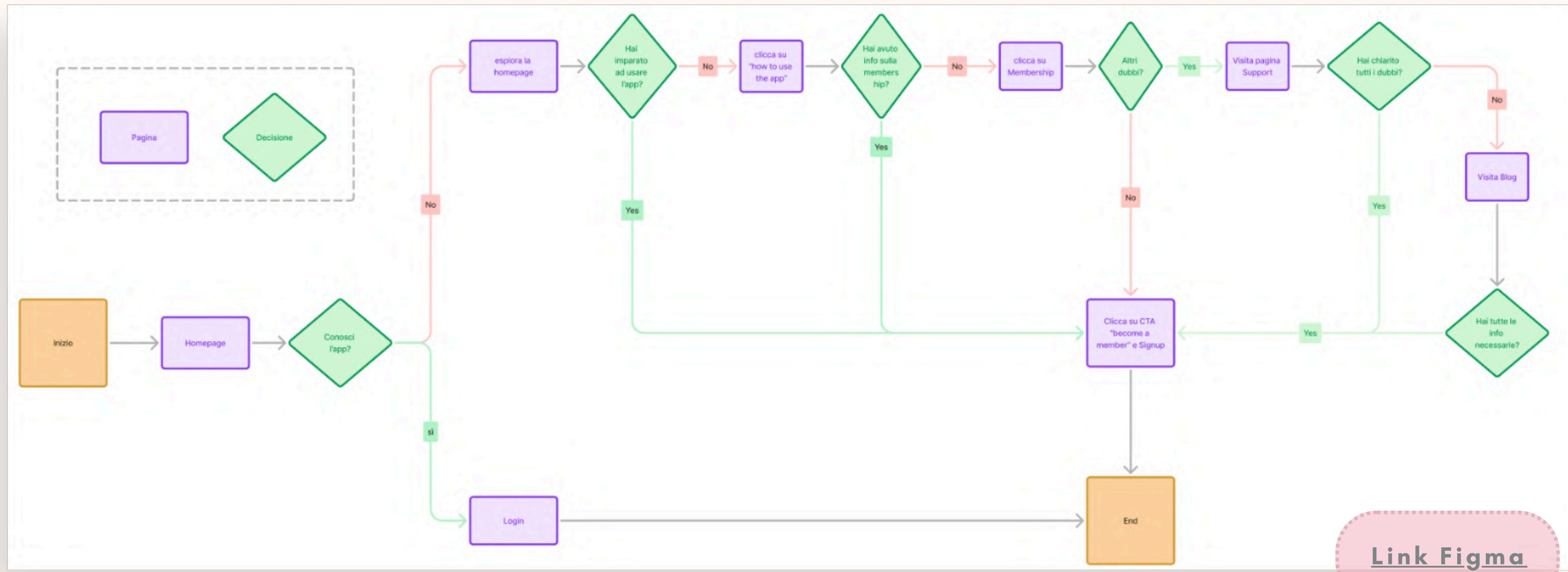
32 anni, Milano
Impiegata statale
Fidanzata
Reddito medio

Scenario

Giulia, mentre è sull'autobus di ritorno a casa, cerca su internet "app di meditazione".

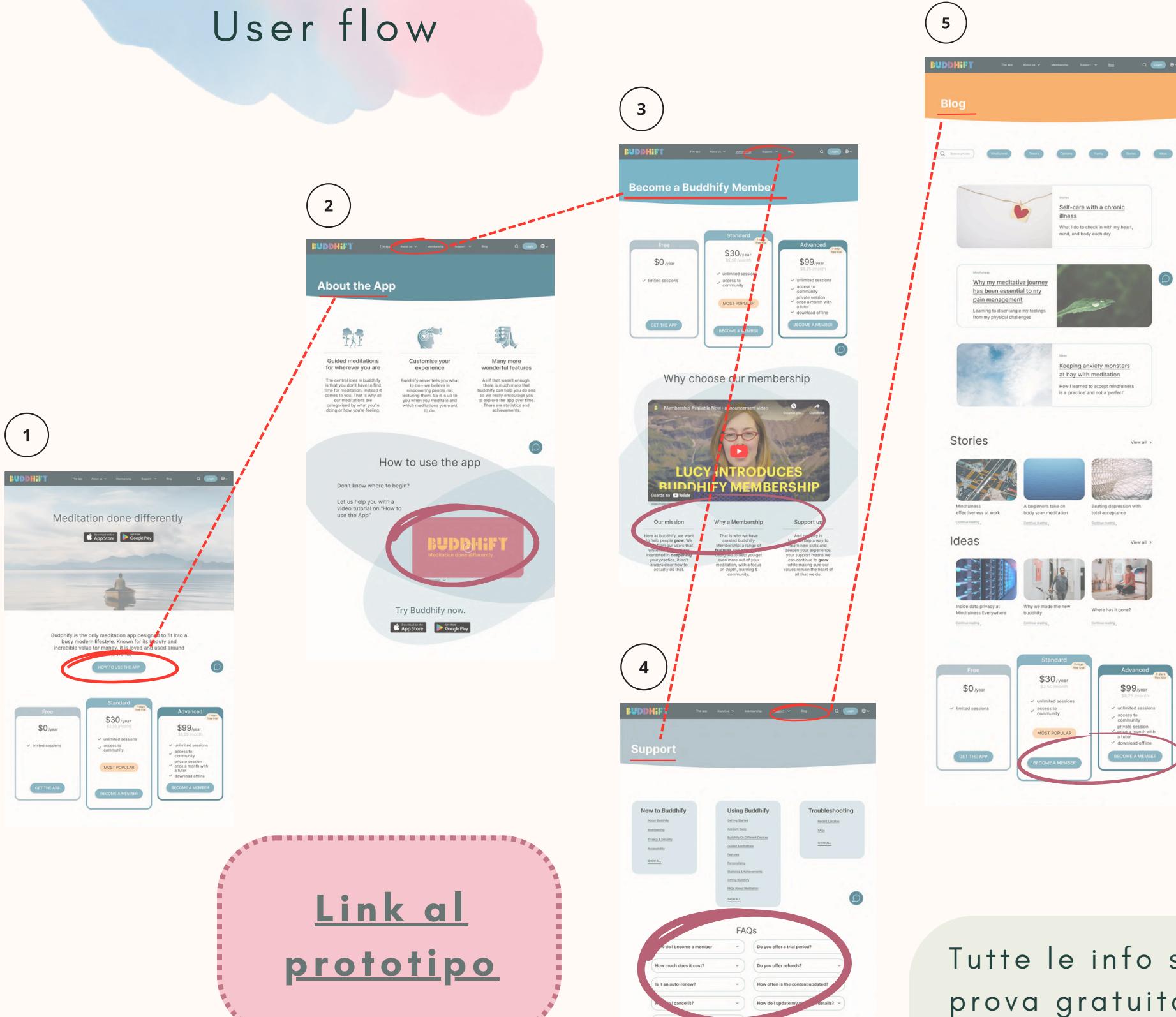
Obiettivo

Trovare delle info utili su un'app di meditazione per poi decidere se abbonarsi alla membership.



[Link Figma](#)

User flow



Giulia
32 anni, Milano
Impiegata statale
Fidanzata
Reddito medio

Scenario
Giulia, mentre è sull'autobus di ritorno a casa, cerca su internet "app di meditazione".

L'obiettivo del nostro utente è quello di trovare delle **info** utili su un'app di meditazione per poi decidere se fare **l'abbonamento** alla membership.

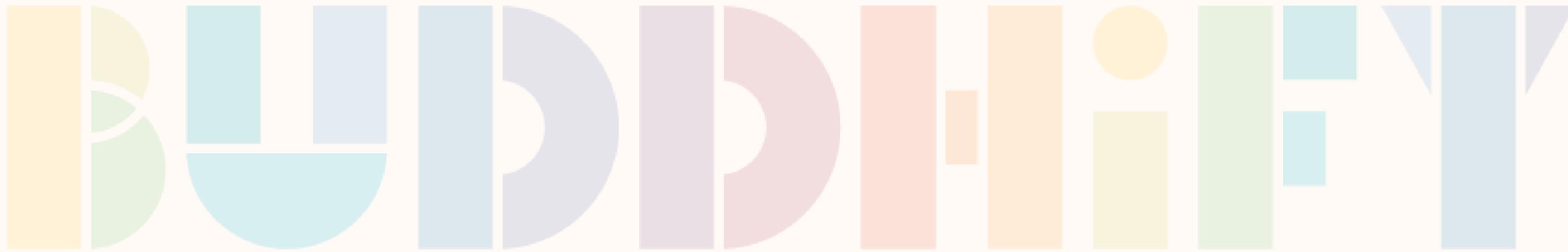
Dopo essere stata sulla **homepage** (1), attratta dal mood e dalla mission dell'app, decide di approfondirne il funzionamento e clicca su "**how to use the app**" (2), finendo sulla pagina dedicata al tutorial e alle features.

Trovando positiva la sua esperienza fino a questo punto decide di informarsi sulla **membership** (3) cliccando sulla sezione apposita dall'header.

Giulia è interessata ma ha qualche dubbio sul pagamento e sull'eventuale cancellazione, quindi clicca su **support** (4) e riesce a trovare le risposte nella sezione delle FAQ's.

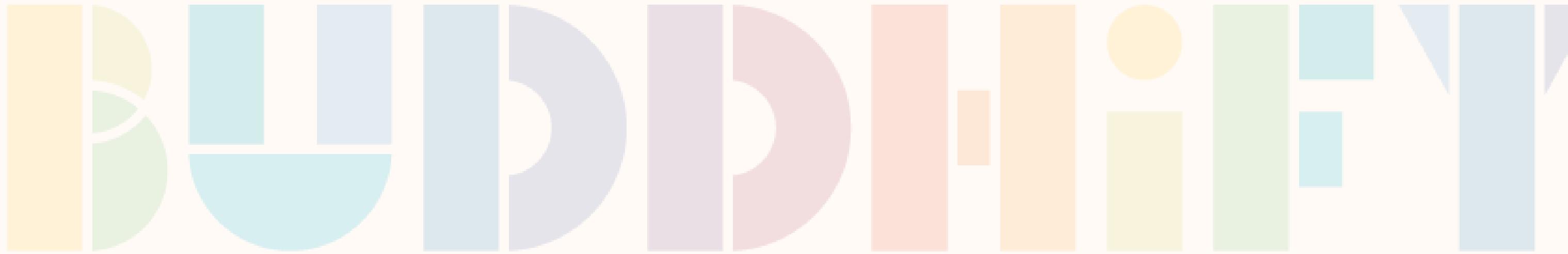
Dopo essersi informata sulle questioni tecniche decide di approfondire gli ideali dell'app cliccando su **blog** (5), dove troverà articoli divisi per categoria sui suoi argomenti preferiti.

Tutte le info sono state esaustive e grazie al tutorial su come usare l'app e la prova gratuita di 7 giorni, Giulia decide che scaricherà l'app e proverà la membership.



Grazie per
l'attenzione!

- Alessia Bianchi -



Progetto User Interface Mobile

- Alessia Bianchi -



Indice

UI Kit

Mobile
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UI Kit



Grid:
4 colonne
72px width
16px gutter



Font: **Inter**
Ho deciso di utilizzare
un font semplice e di
facile comprensione.

Title	24px	Meditation done differently
Text	20px	Meditation done differently
Text	16px	Meditation done differently
Text	14px	Meditation done differently

Font:
Inter Regular
Inter Medium
Inter Light Italic
Inter Bold



UI Kit

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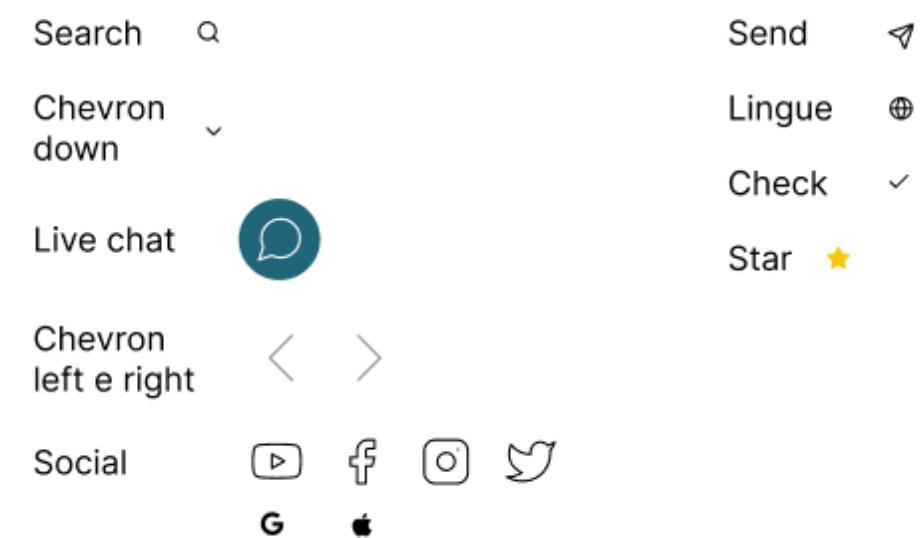


Ho deciso di rendere i bottoni più **visibili** colorandoli, rispetto alla semplice sottolineatura.

Buttons

	Primary	Secondary
Active		
Hover		
Click		
Disabled		

Icônes



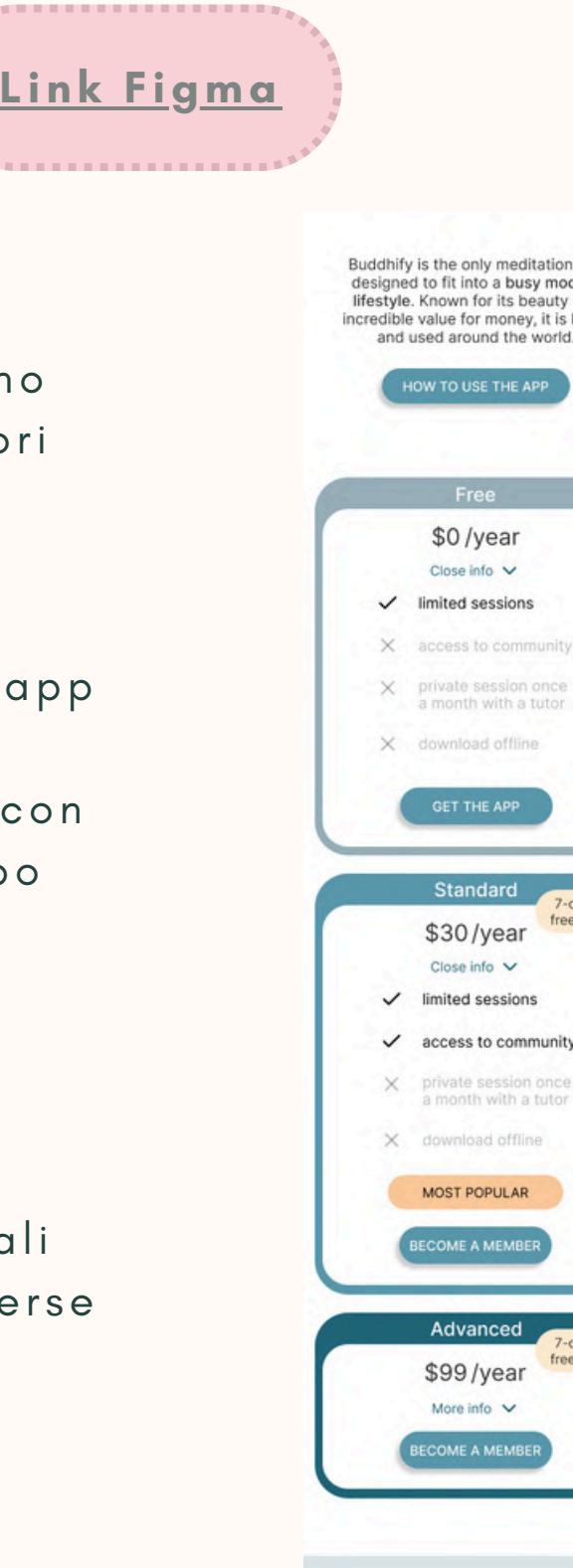
Mobile User Interface

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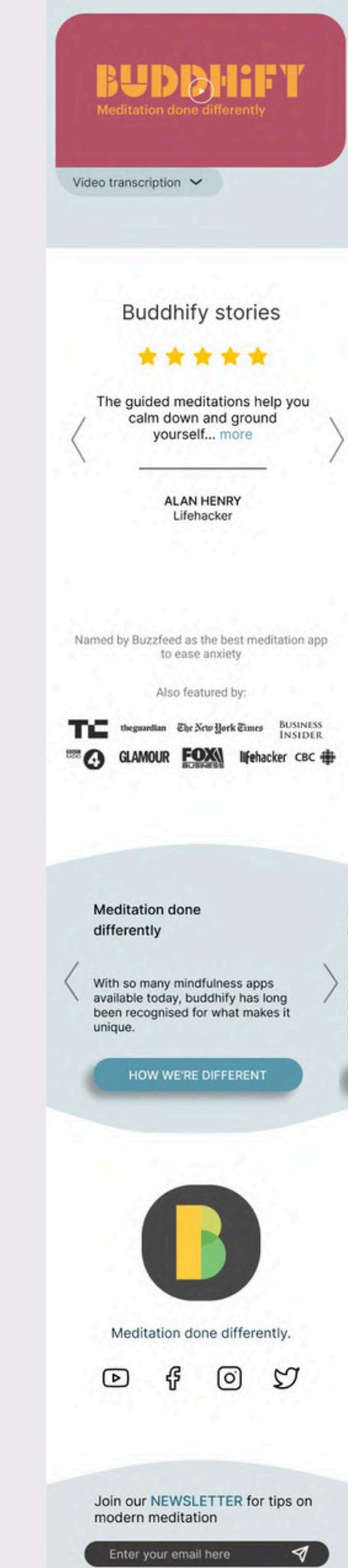
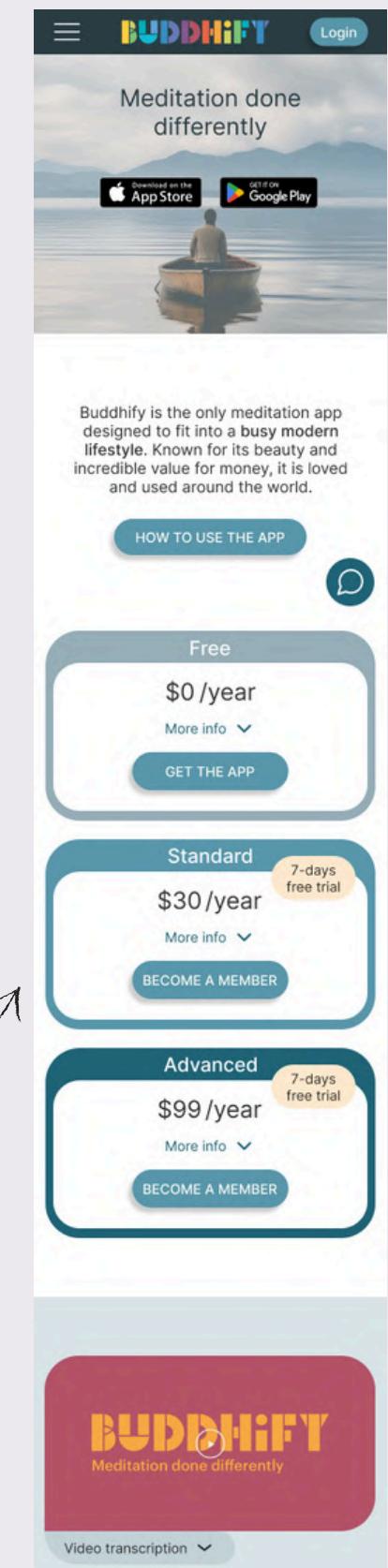
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Link Figma

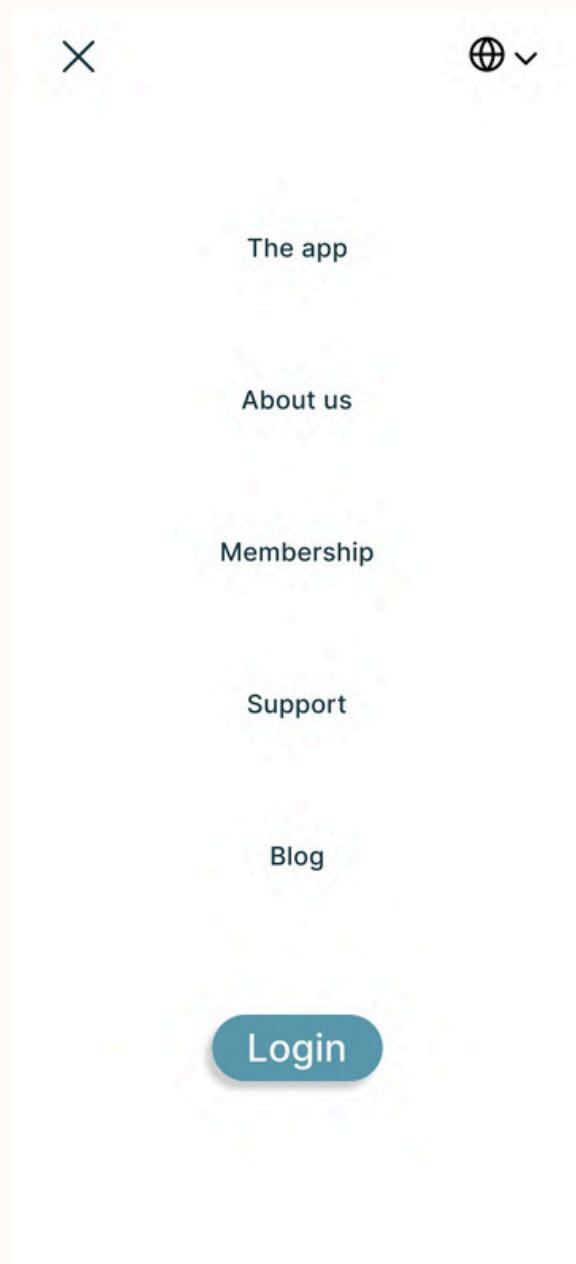


Homepage

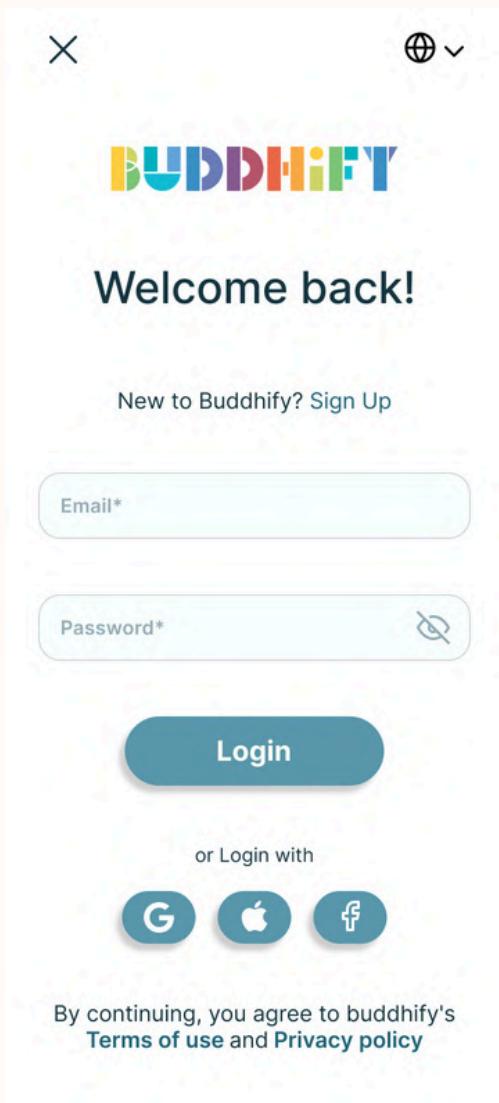


Mobile User Interface

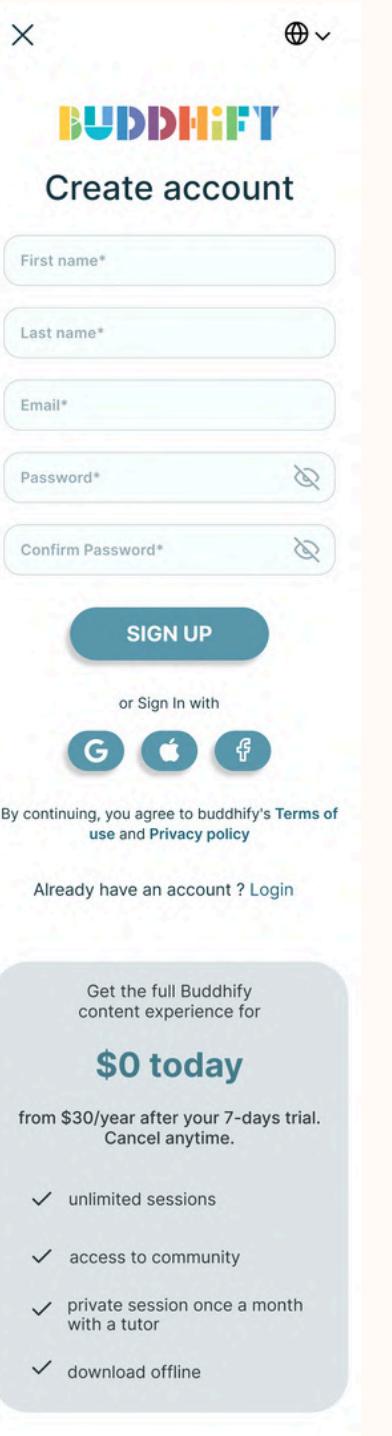
Burger menu



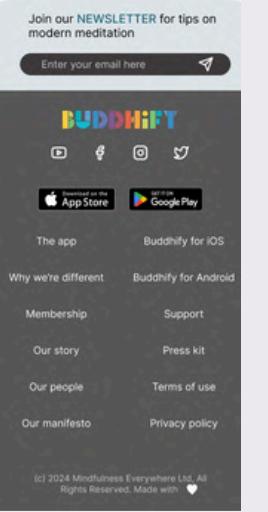
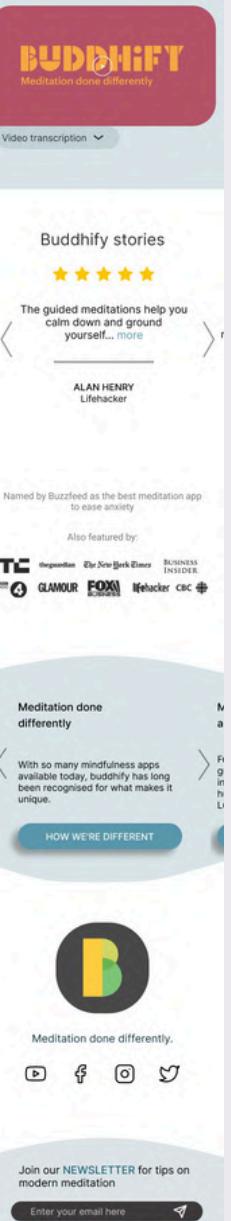
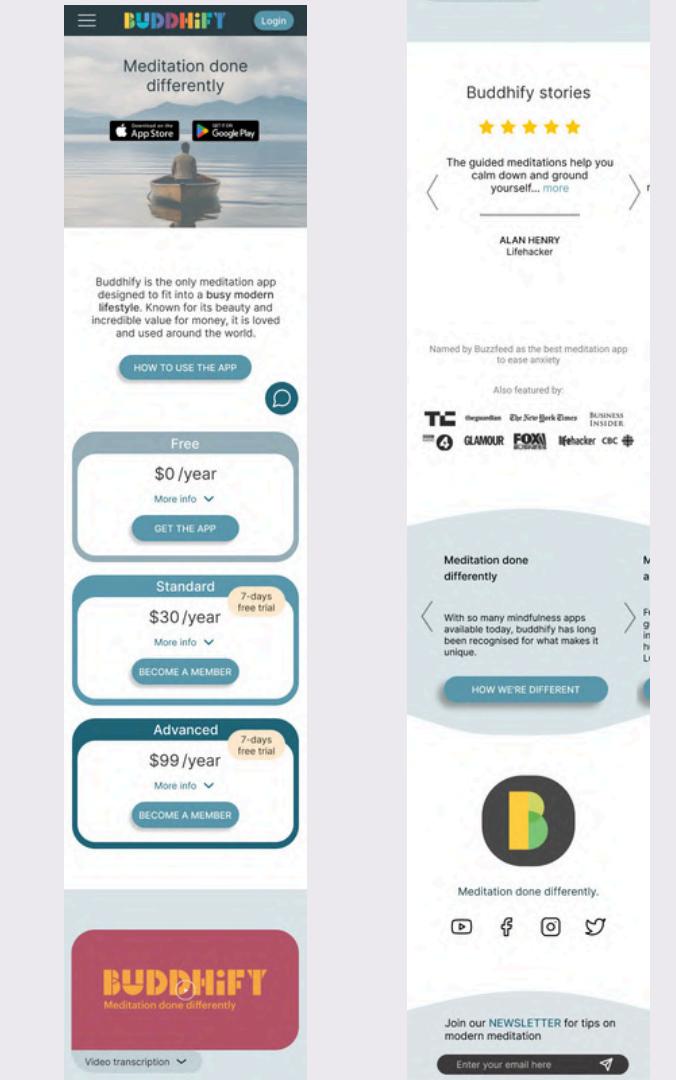
Login



Signup



Homepage

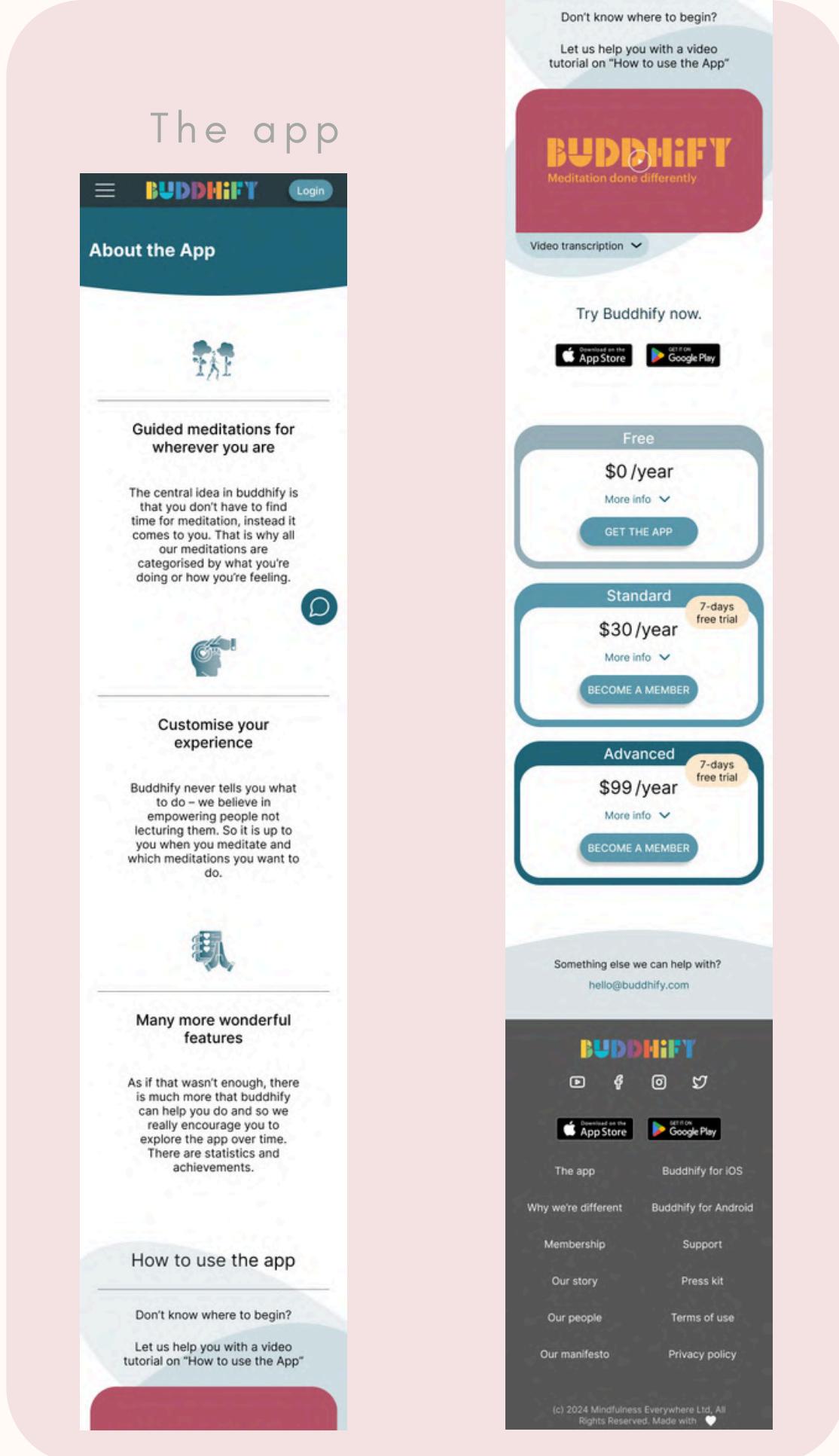


Mobile User Interface

Mobile User Interface

In cima a tutto ci sono le **features** dell'app per presentare subito all'utente il contenuto e i motivi per scaricarla.

Subito dopo troviamo il **video tutorial** su come utilizzare l'app, seguito da una CTA per il download all'app.



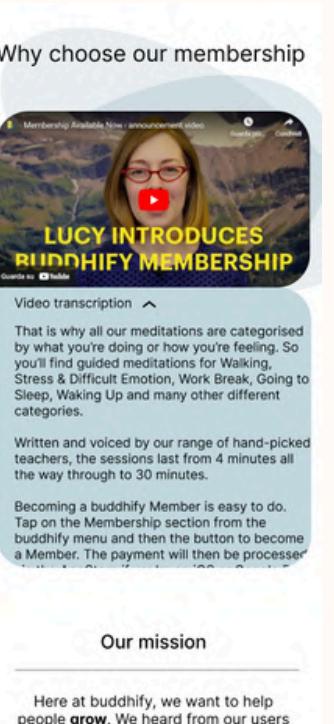
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Mobile User Interface

Come prima cosa l'utente vedrà i box con le **CTA** per diventare membri che lo porterà al download dell'app.



Membership

Buddify

Become a Buddify Member

Free \$0/year More info GET THE APP

Standard \$30/year 7-days free trial More info BECOME A MEMBER

Advanced \$99/year 7-days free trial More info BECOME A MEMBER

Why choose our membership

LUCY INTRODUCES BUDDIFY MEMBERSHIP

Our mission

Support us

"Becoming a Member has reinvigorated my practice. So grateful!"
Ross, UK

Support our work

Rob H.
★★★★★ Thank you so much for what you have created and continue to create. I especially love Together... more

Florian H.
★★★★★ Membership brings awesome new features, but my main reason is to support buddify... more

Unlock these amazing new features

Transmission

A first-of-its-kind karaoke-style feature which allows you to read out and share our most popular meditations in your own voice with the people in your life. Changing what a meditation app can do. Transmission is perhaps the most exciting feature ever made in an app like this.

More about Transmission

Formal

Designed to help you grow your formal meditation skills, this wheel contains 18 new meditations presented as short training courses, based on the six core meditation techniques every deepening practitioner should know.

More about Formal

Together

Video courses, practice themes, deep dives into popular meditations, and stories from across the community, updated on a weekly basis. The first video course is How to Design Your Own Meditations.

More about Together

Support our work

Ross, UK

"Becoming a Member has reinvigorated my practice. So grateful!"
Ross, UK

FAQs

How do I become a member?

How much does it cost?

Becoming a buddify Member is easy to do. Tap on the Membership section from the buddify menu and then the button to become a Member. The payment will then be processed via the AppStore if you're on iOS or Google Play if you're on Android and the Membership functionality will be unlocked for you to enjoy straight away.

Is it an auto-renew?

Becoming a buddify Member is easy to do. Tap on the Membership section from the buddify menu and then the button to become a Member. The payment will then be processed via the AppStore if you're on iOS or Google Play if you're on Android and the Membership functionality will be unlocked for you to enjoy straight away.

How do I cancel it?

How long does it last?

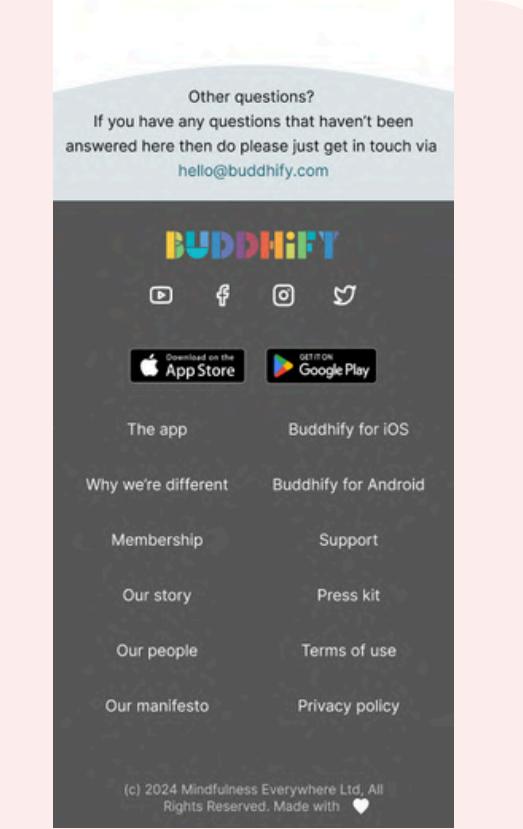
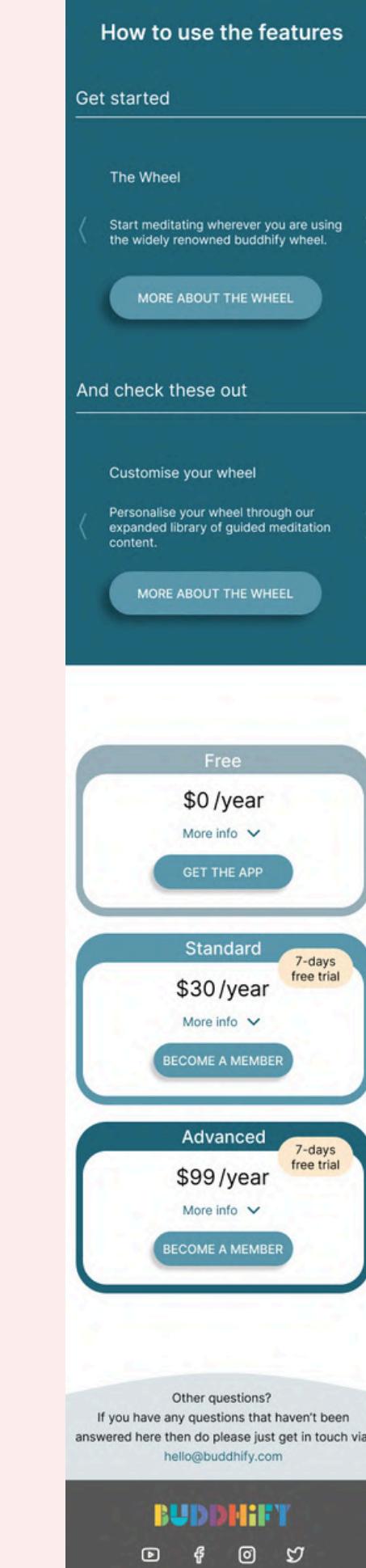
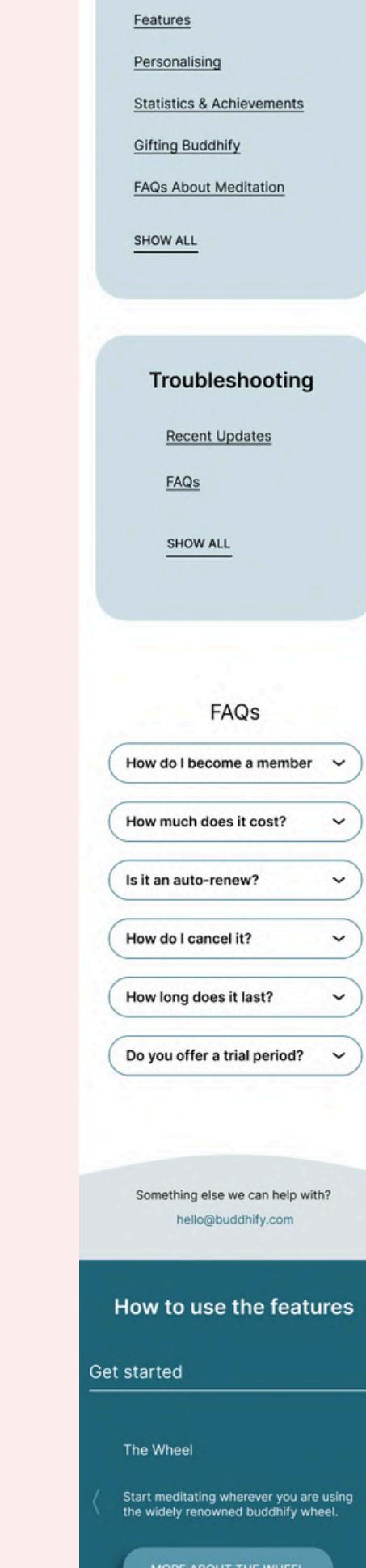
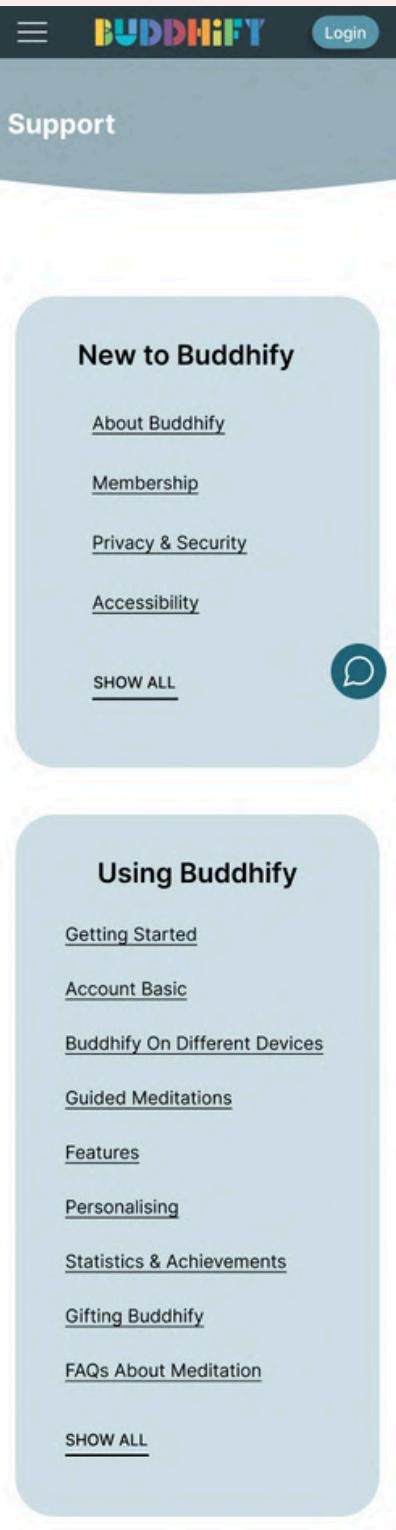
Do you offer a trial period?

Something else we can help with? hello@buddify.com

Oltre alle FAQs è presente anche il contatto e-mail per ulteriori richieste.

Mobile User Interface

Support



Mobile User Interface

[Link Figma](#)

The image displays three mobile screens for the Buddify app, illustrating its user interface design:

- Top Screen:** Shows the main landing page with a search bar, category buttons (Mindfulness, Theory, Opinions, Family, Stories, Ideas), and a 'Stories' section featuring cards like "Self-care with a chronic illness" and "Why my meditative journey has been essential to my pain management".
- Middle Screen:** Shows the 'Blog' section with articles like "Mindfulness effectiveness at work" and "Inside data privacy at Mindfulness Everywhere".
- Bottom Screen:** Shows the membership pricing section with three plans:
 - Free:** \$0/year. Includes a "GET THE APP" button.
 - Standard:** \$30/year. Includes a "7-days free trial" badge and a "BECOME A MEMBER" button.
 - Advanced:** \$99/year. Includes a "7-days free trial" badge and a "BECOME A MEMBER" button.

User flow



Giulia

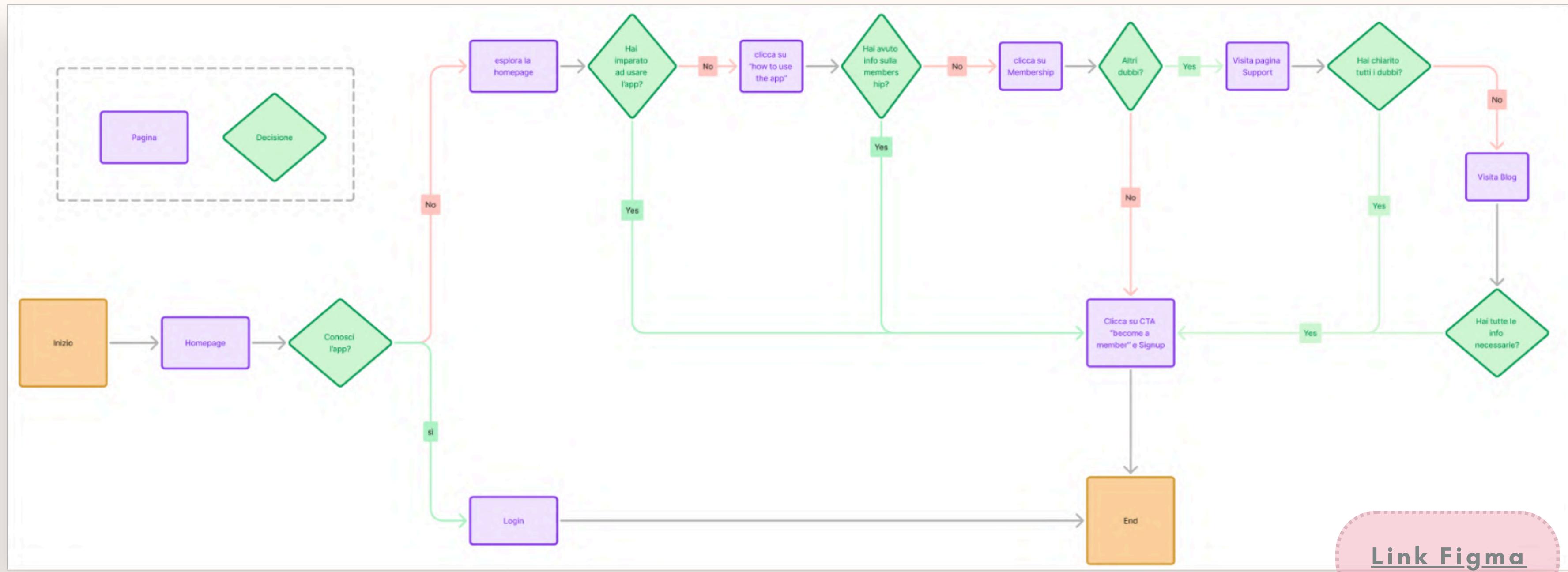
32 anni, Milano
Impiegata statale
Fidanzata
Reddito medio

Scenario

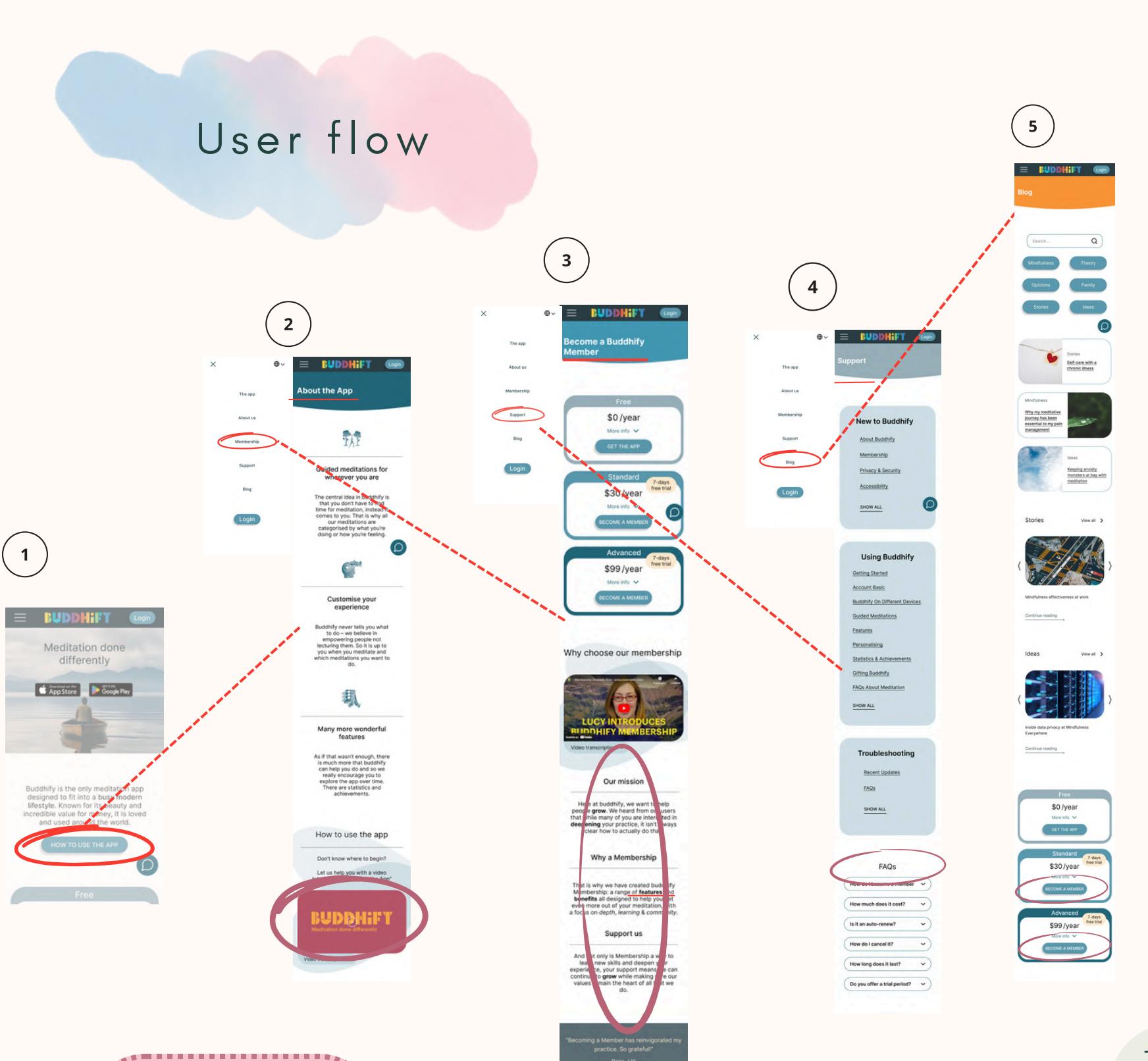
Giulia, mentre è sull'autobus di ritorno a casa, cerca su internet "app di meditazione".

Obiettivo

Trovare delle info utili su un'app di meditazione per poi decidere se abbonarsi alla membership.



User flow



Link al
prototipo



Giulia
32 anni, Milano
Impiegata statale
Fidanzata
Reddito medio

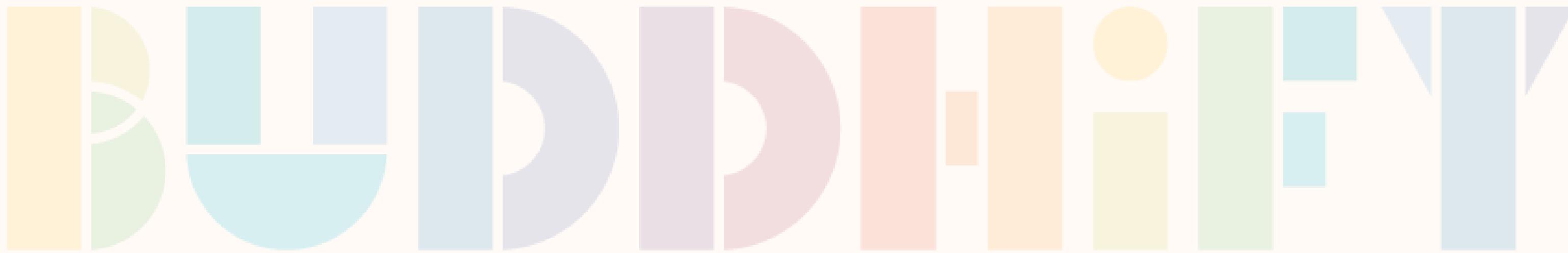
Scenario
Giulia, mentre è sull'autobus di ritorno a casa, cerca su internet "app di meditazione".

L'obiettivo del nostro utente è quello di trovare delle **info** utili su un'app di meditazione per poi decidere se fare **l'abbonamento** alla membership.

Dopo essere stata sulla **homepage** (1), attratta dal mood e dalla mission dell'app, decide di approfondirne il funzionamento e clicca su "**how to use the app**" (2), finendo sulla pagina dedicata al tutorial e alle features. Trovando positiva la sua esperienza fino a questo punto decide di informarsi sulla **membership** (3) cliccando sulla sezione apposita dall'header. Giulia è interessata ma ha qualche dubbio sul pagamento e sull'eventuale cancellazione, quindi clicca su **support** (4) e riesce a trovare le risposte nella sezione delle FAQ's.

Dopo essersi informata sulle questioni tecniche decide di approfondire gli ideali dell'app cliccando su **blog** (5), dove troverà articoli divisi per categoria sui suoi argomenti preferiti.

Tutte le info sono state esaustive e grazie al tutorial su come usare l'app e la prova gratuita di 7 giorni, Giulia decide che scaricherà l'app e proverà la membership.



Grazie per
l'attenzione!

- Alessia Bianchi -