



Bloom

Team Bellingham

Kyra, Sarah, Alli, Angela, Alexander, Lin, Joe

Bloom

It's elegant **and** clean.

Personal and uplifting.

And like a bouquet of flowers,
it inspires growth.

Design Principles

Minimal
Informative
Interactive
Purposefully simple

Our Apps

Lock Screen & Springboard

Communication: Mail, Social, Message





Utility: Clock, Photo gallery

Wellness: Health, Task

Lock Screen & Springboard

Lock Screen

Color communicates notification type and importance. Additional colors encourage users to intentionally organize notifications

-  High priority and important (Default)
-  General systems (Default)
-  Mid priority - Specific to App (User defined)
-  Other



Lock Screen



Informative

Organize notifications based on apps.
Apps are highlighted when selected.

Minimal & Purposefully simple

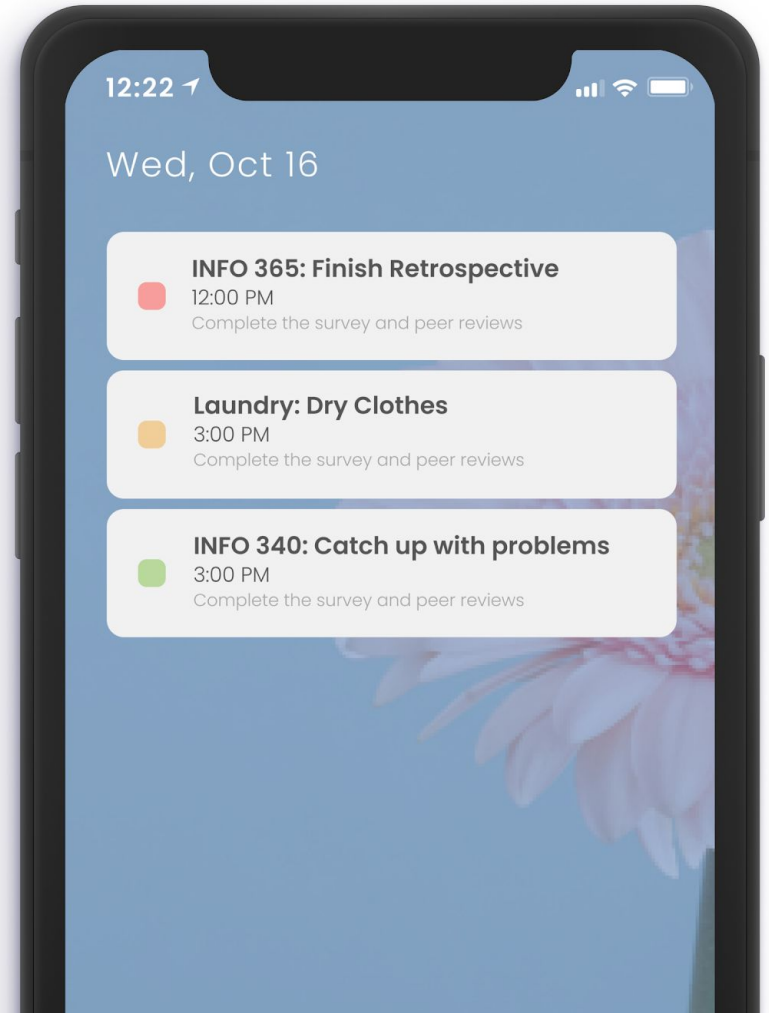
Presents notifications in a subtle way
without hiding or cluttering information

Interactive

Customizable quick actions and Manage
setting options within app notifications

The springboard displays a list of tasks the user made.

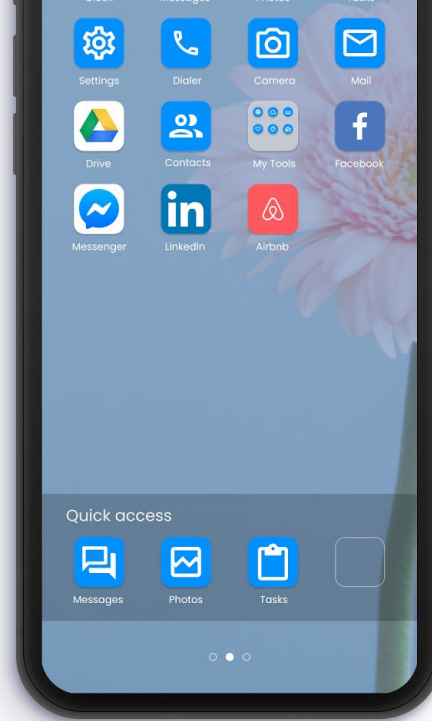
To be intentional, we made it so the user actually has to swipe left on the rounded rectangle to display their quick access applications.



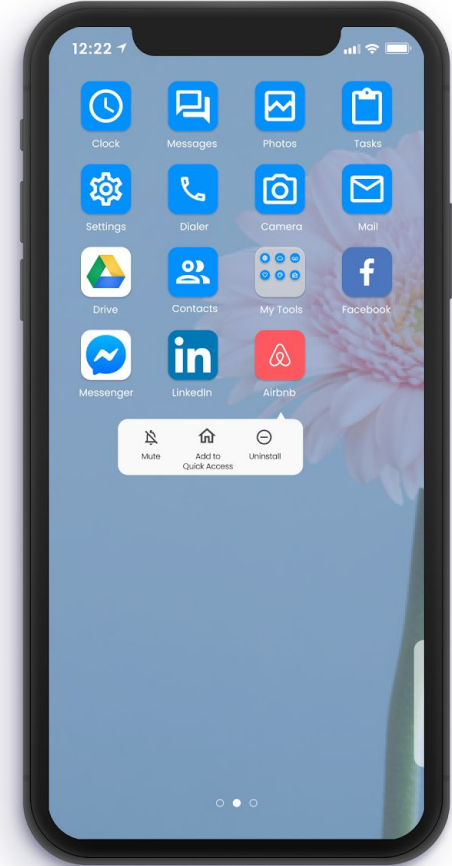
Spring board



Swiping right shows the rest of the applications.



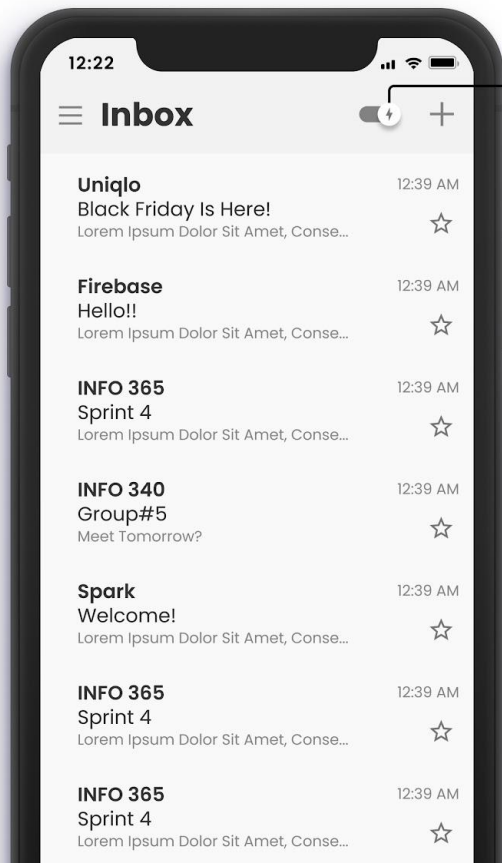
The user can tap to open the **quick access** and add applications.



Tapping and holding allows user to mute the notifications, add it to the quick access, or uninstall the app.

Communication

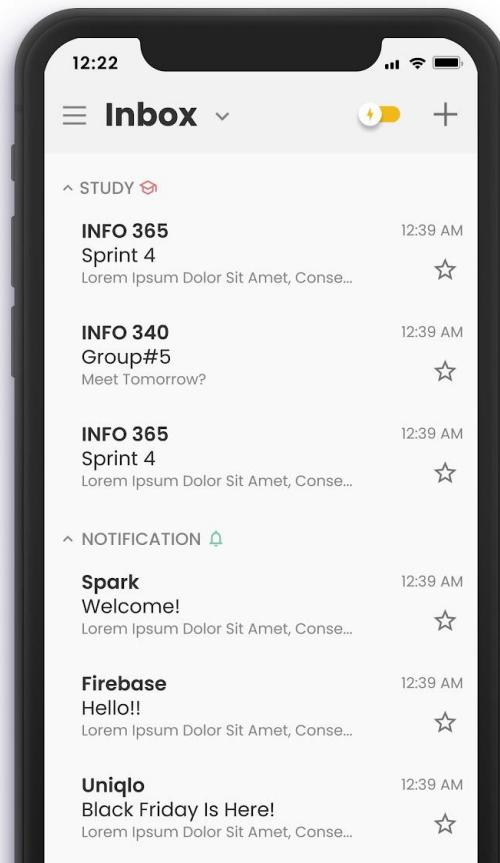
Normal mode



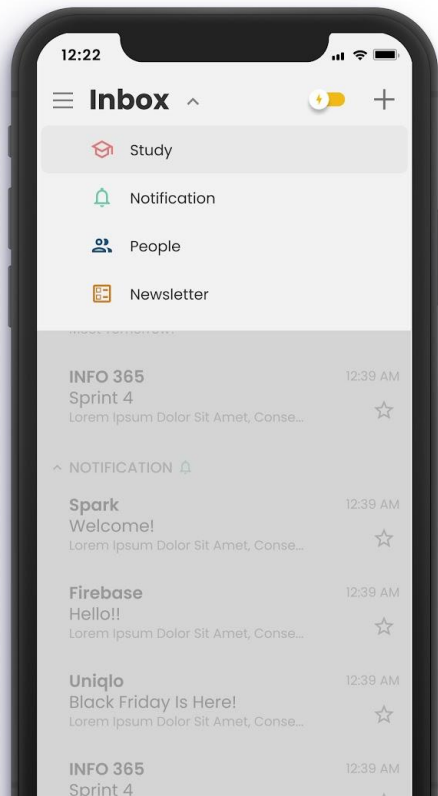
Smart mode switch

When user turns on the Smart mode, the inbox would be arranged and organized into 4 channels: "Study", "Notification", "Newsletter", and "People", for a cleaner and neater view and thus higher efficiency.

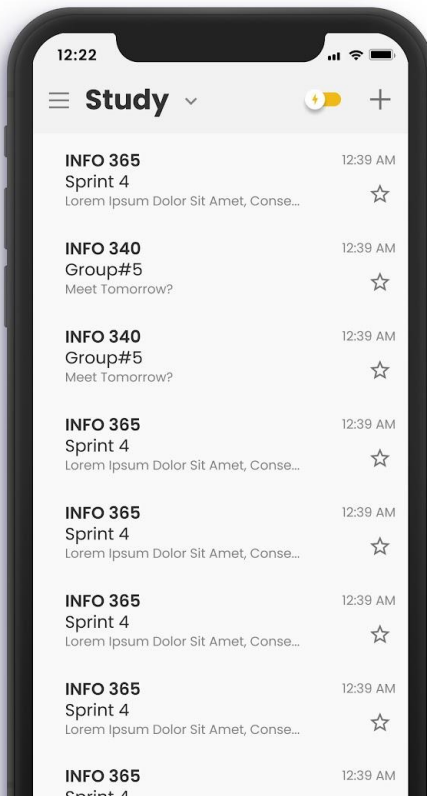
Smart mode



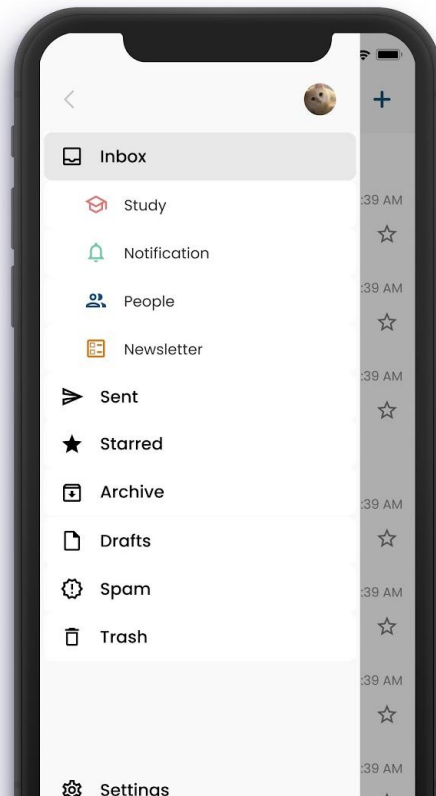
Easily switch between channels in **Smart** mode to view emails under that specific channel only



Here, only emails under “study” channel would be shown, no more advertisement distraction

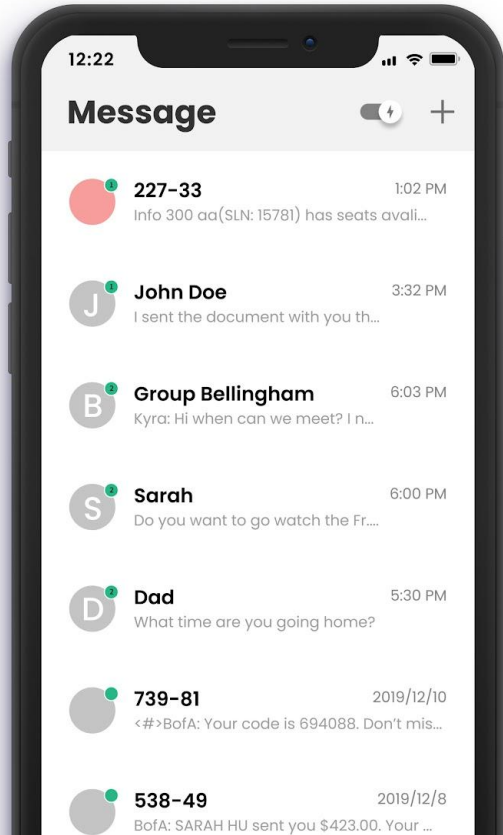


Channels are also accessible through the hamburger menu



Message

Normal Mode



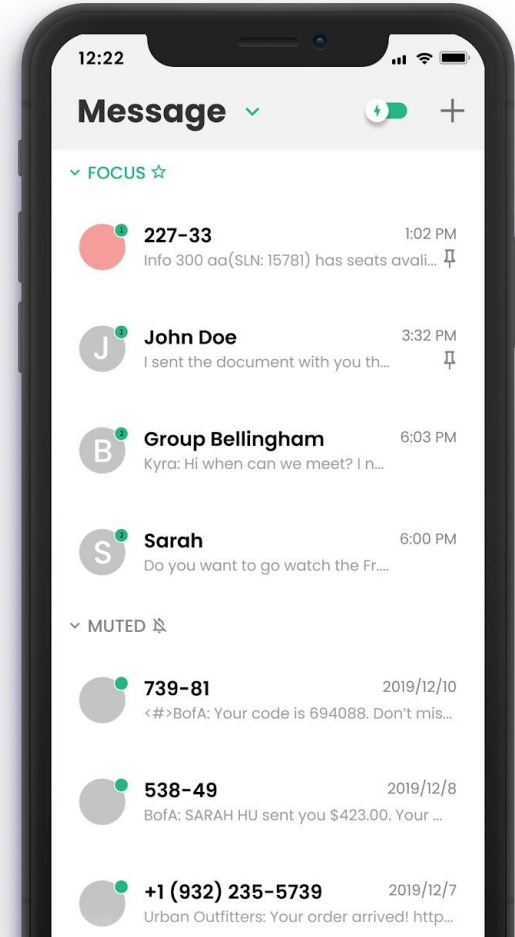
Sort your contacts to
Focus / Muted Channel

Choose who to receive
push notification
by yourself

Pin your
important contacts
on the top

Not bothered by
endless spam messages

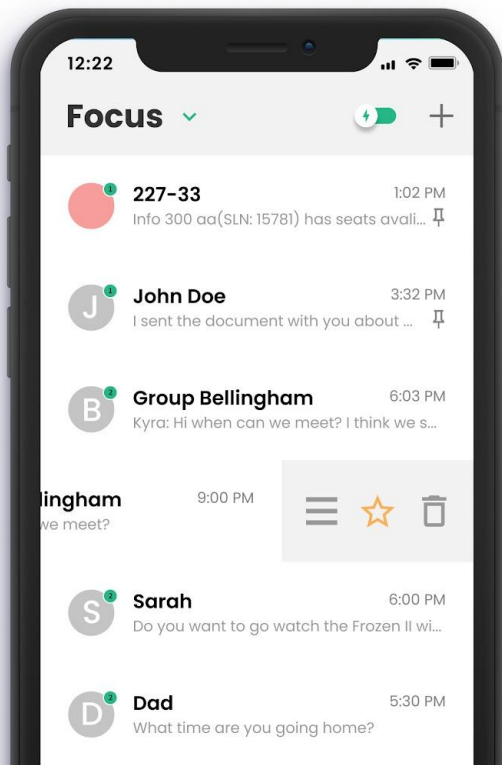
Smart Mode



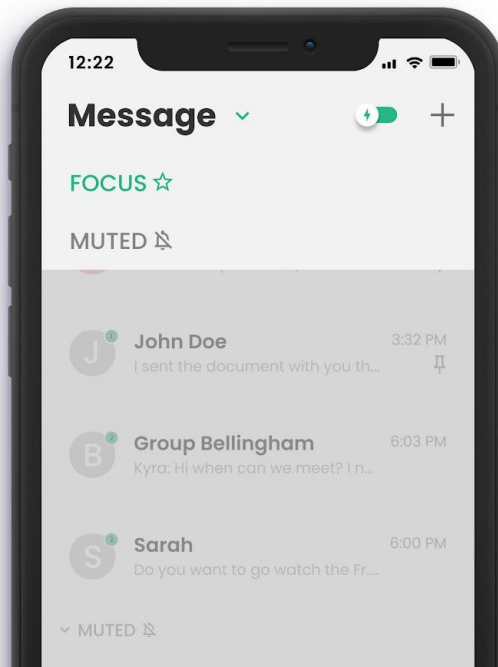
Message

Customizable Channels

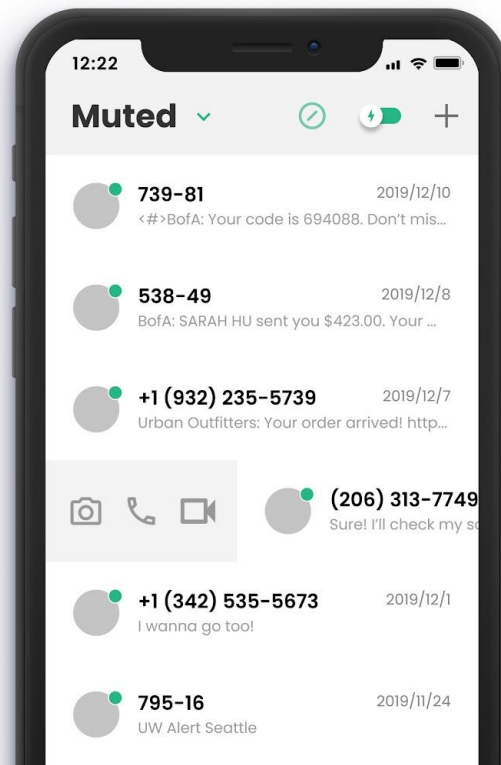
Quick access to
basic actions



Easily switch
between channels

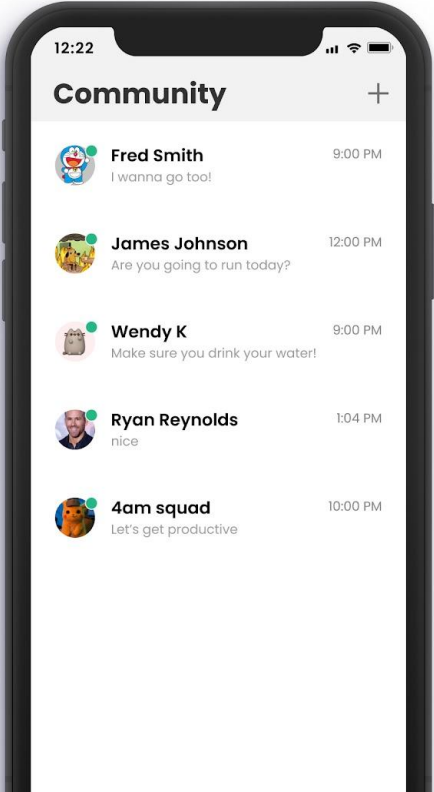


Mark all unimportant
messages as read by one tap

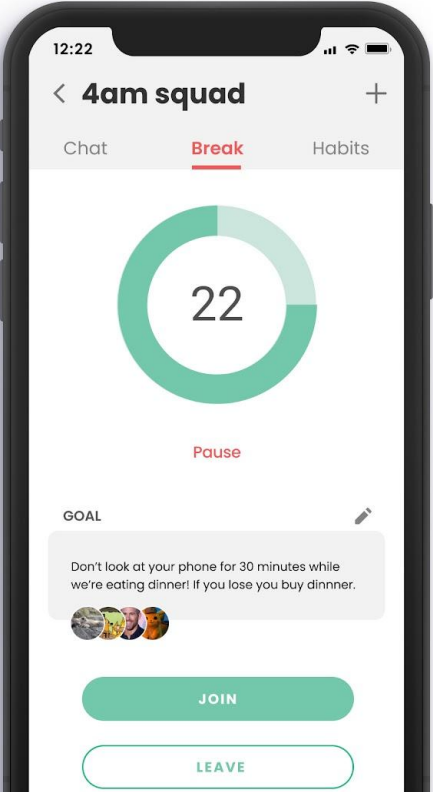


Social App

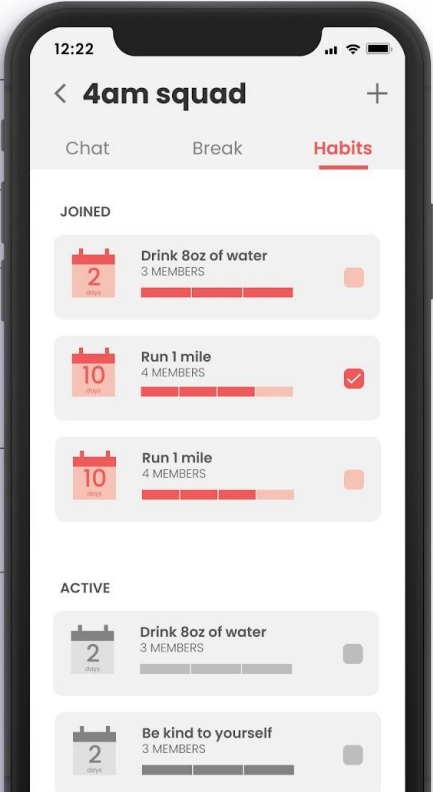
Collection of messages where users can find their community.



Break tab allows groups to collectively take a digital break.



Habits allows users to check in everyday to establish habits with friends.



Name of the group. Goes back to the community view.

Habit groups the current user has joined.

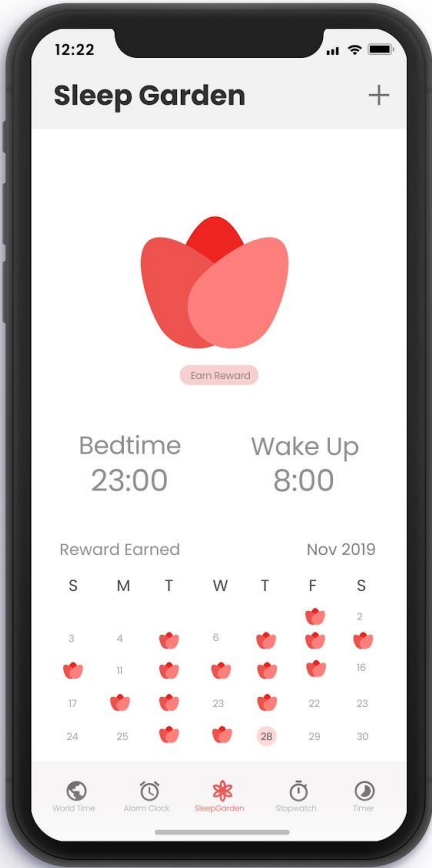
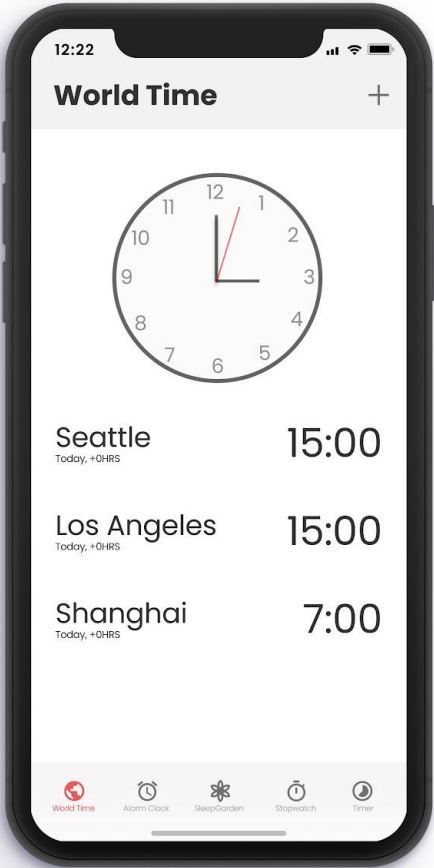
Number of days group has maintained the habit streak.

Users check in by tapping on the check box.

Habit groups that are active but the user has not joined.

Utility

Tap to see local time
elsewhere in the world



Growing flowers by
sleeping on time

Simple & Easy operations

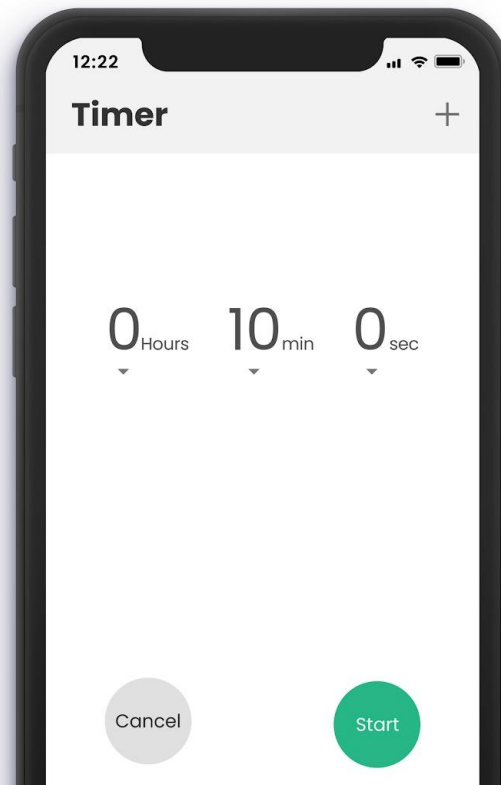
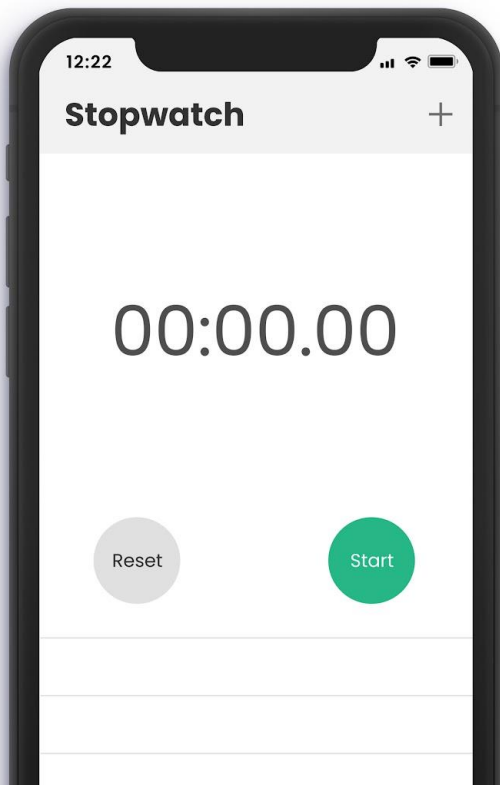
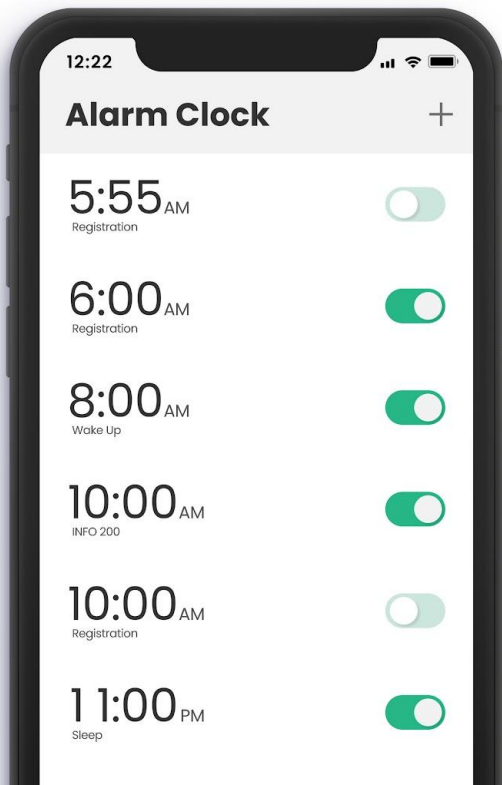
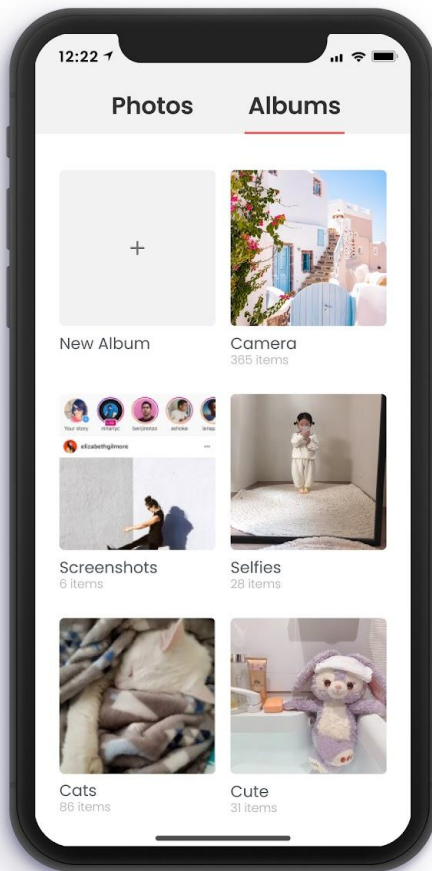
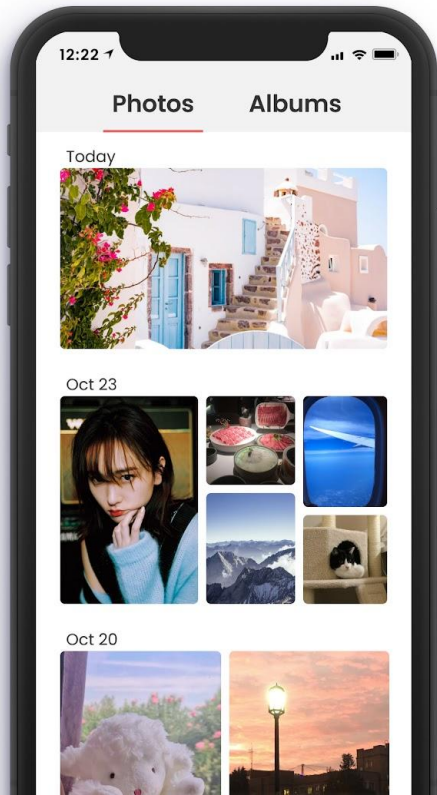


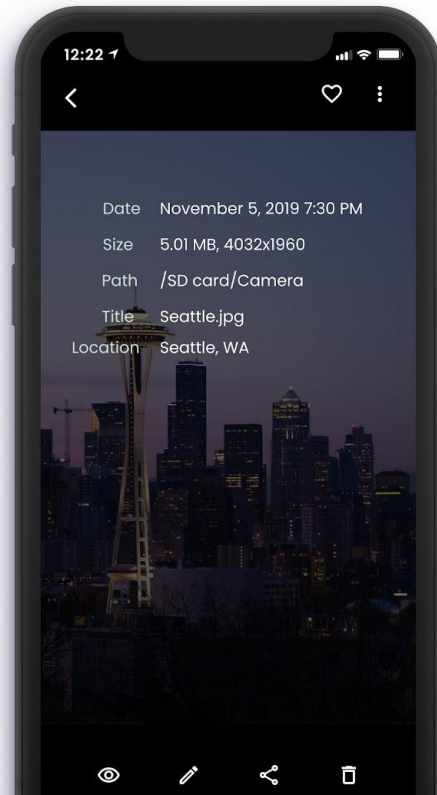
Photo Gallery

Slightly rounded corners created a softer look.



User interaction shifted to the top helped simplify navigation.

The use of white spacing allowed for a more comfortable and relaxed UI.

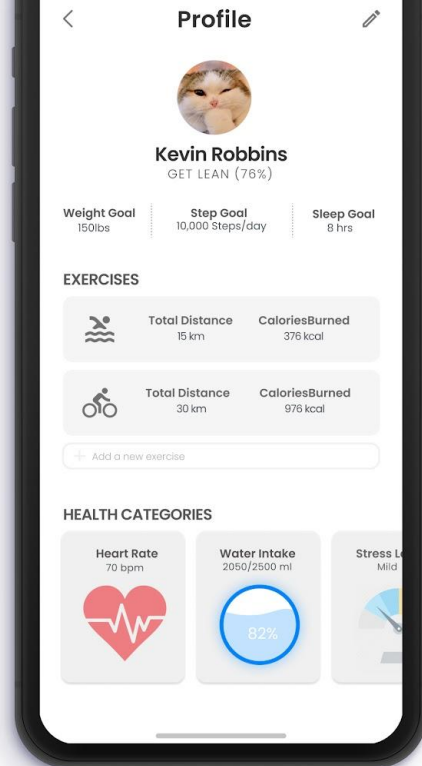
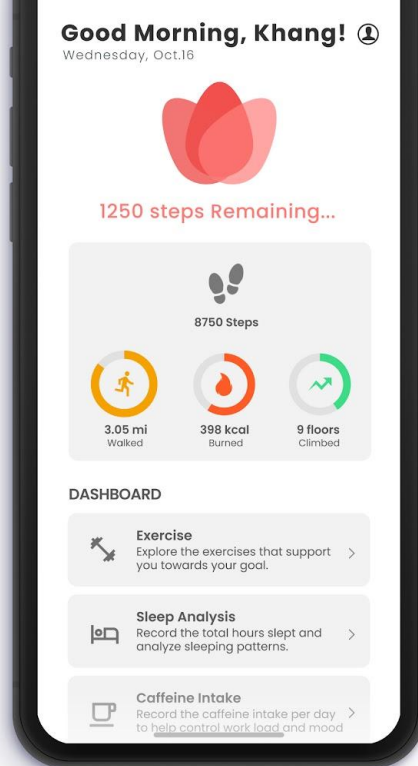
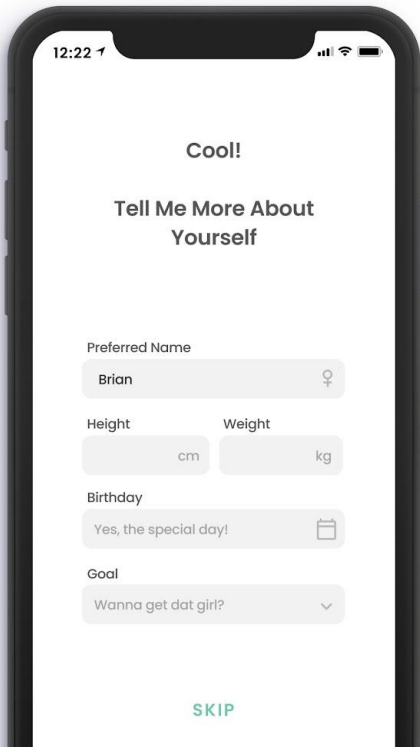
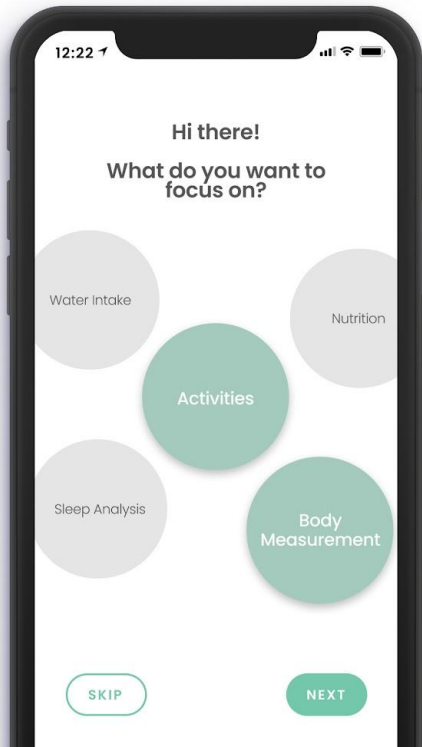


Wellness

Health

Interactive Landing Screen

Collects user's information to customize health features and personal dashboard



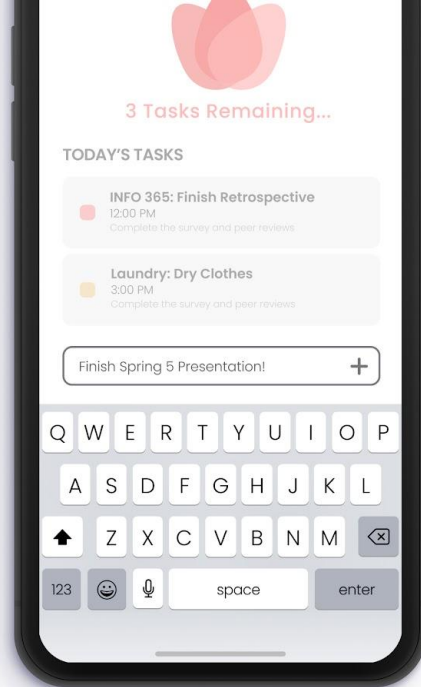
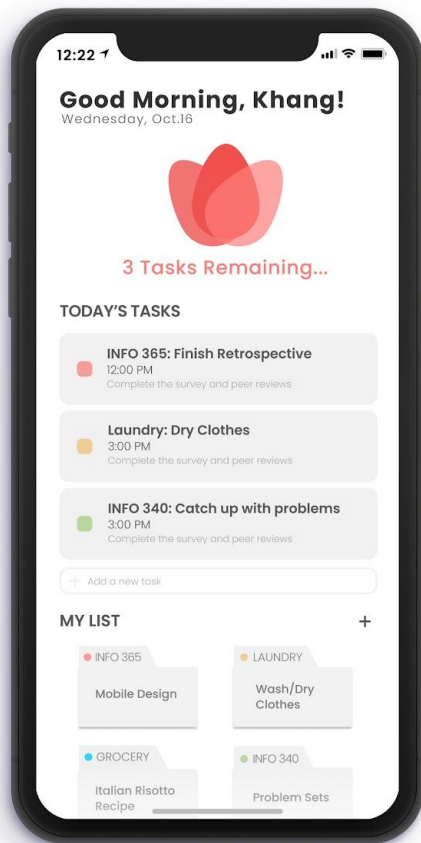
Minimal

Personalized dashboard displays the chosen categories to eliminate excessive information.

Informative

Tracks user's exercise log and includes other health categories for exploration.

Task



Simple

Users have quick access to adding new task through one tap on the homescreen

Informative

Users will have full access to a list and will be able to star/unstar task lists

