

MOODMATE

ihc - p2 . Universidade de Aveiro

90327 DIOGO CORREIA
103361 JOÃO RODRIGO FARIA
104056 BÁRBARA MOREIRA



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CONTEXT

Self-Improvement is becoming a trend amongst everyone due to the rise of the social media presence of lifestyle influencers and many others

MOTIVATION

Research shows that psychological needs and self-fulfilment are a big part in each person's hierarchy of needs, which are some of the pillars of self-improvement

OBJECTIVES

WHAT DO WE WANT TO ACCOMPLISH?

OBJECTIVE 1

ENCOURAGE DAILY TASK COMPLETION

OBJECTIVE 2

FOSTER JOURNALING AND REFLECTION

OBJECTIVE 3

MONITOR AND TRACK MOOD PATTERNS

OBJECTIVE 4

CULTIVATE CONSISTENCY AND HABIT FORMATION

OBJECTIVE 5

GAMIFY AND REWARD PROGRESS

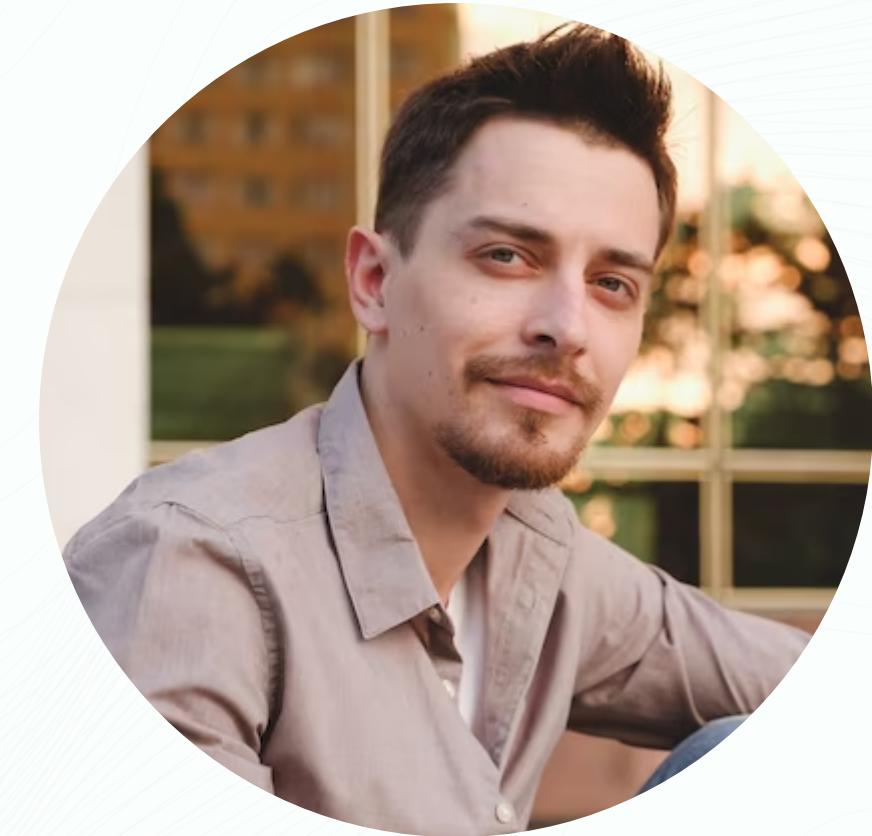
PERSONAS



LEO



JOHN



AUSTIN



LEO

.MARKETING EXECUTIVE AND INFLUENCER.

«Happy, yet always looking for self improvement»

- 25 years old
- Has a boyfriend
- Highly motivated, ambitious, hard working and passionate person
- Already has a healthy routine and lifestyle
- Feels like she can improve her time and emotional management
- Likes to inspire people



JOHN

.ENTREPRENEUR.

« Sucessfull but looking to overcome addiction »

- Married, has 2 daughters
- Has struggled with smoking addiction for several years
- The smoking addiction has interfered with some aspects in his life, especially work
- His health is getting worse and it is now time for a change
- Wants to improve his lifestyle without spending any money



AUSTIN

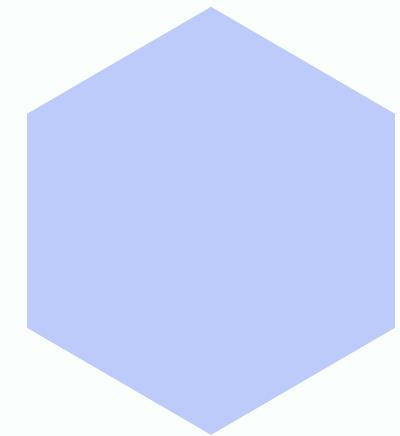
.UNEMPLOYED.

«At a low point of his life, struggling with depression and anxiety»

- 28 years old
- Single
- Struggling with depression and anxiety for the past months
- Feels overwhelmed by his emotions having no control of them
- Really wants to get out this vicious cycle and lifestyle

SCENARIOS

HOW WILL THE APP HELP OUR PERSONAS?



SCENARIO 1 LEO'S EMOTIONS

Leo feels like her emotions today were all out of place, she opens her journal and starts writing about her day.

SCENARIO 2 JOHN'S ADDICTION

John is trying to quit smoking, with the help of the app's milestones he gets the resolve he needs to achieve his goal.

SCENARIO 3 AUSTIN'S LIFESTYLE

Austin's is in a rut, to try and make a change he decided to use the tasks, menu as an habit tracker, and the calendar in order to try and grasp why he feels that way.

TASKS

WHAT DOES THE USER NEED TO DO?

SCENARIO 1

LEO'S EMOTIONS

Open the app



Click on the 'Journal' option



Write down her thoughts



Add a mood



Save changes

SCENARIO 2

JOHN'S ADDICTION

Open the app



Click on the 'Milestones' option



Check Milestones

SCENARIO 3

AUSTIN'S DAILY LIFE

Open the app



Click on the 'Tasks' option



Add costum tasks (if needed)



Mark the completed tasks



Check Calendar

REQUIREMENTS

Non-functional

AVAILABILITY

It is of utmost importance that our application is up 99% of the time. Users don't choose when they are feeling down and in need of our application.

USABILITY

The interface should be intuitive and responsive, having in mind that the users might be in a bad mood when using the app, and this shouldn't increase their frustration.

Functional

MILESTONES

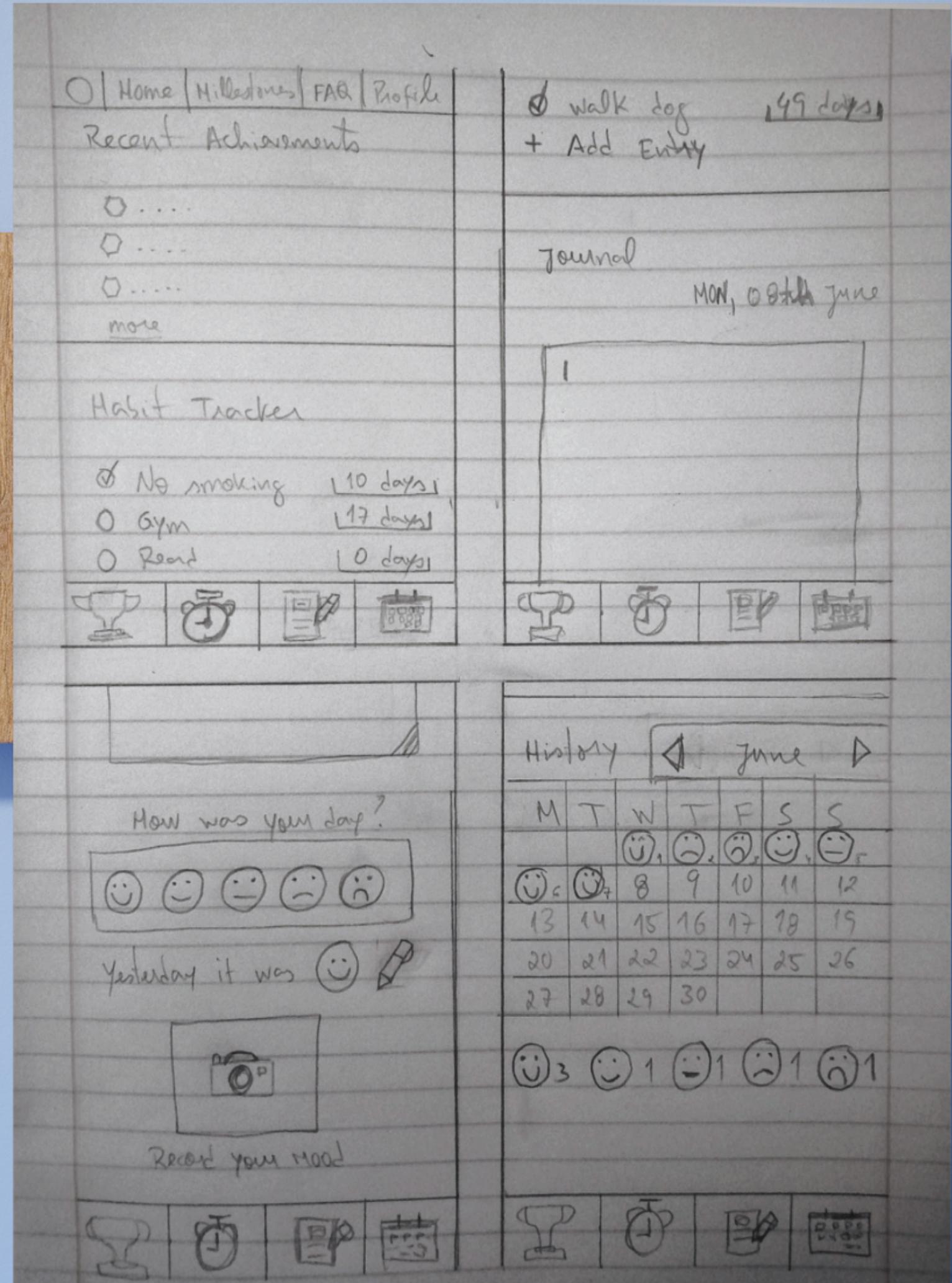
Check statistics and milestones.

JOURNALING

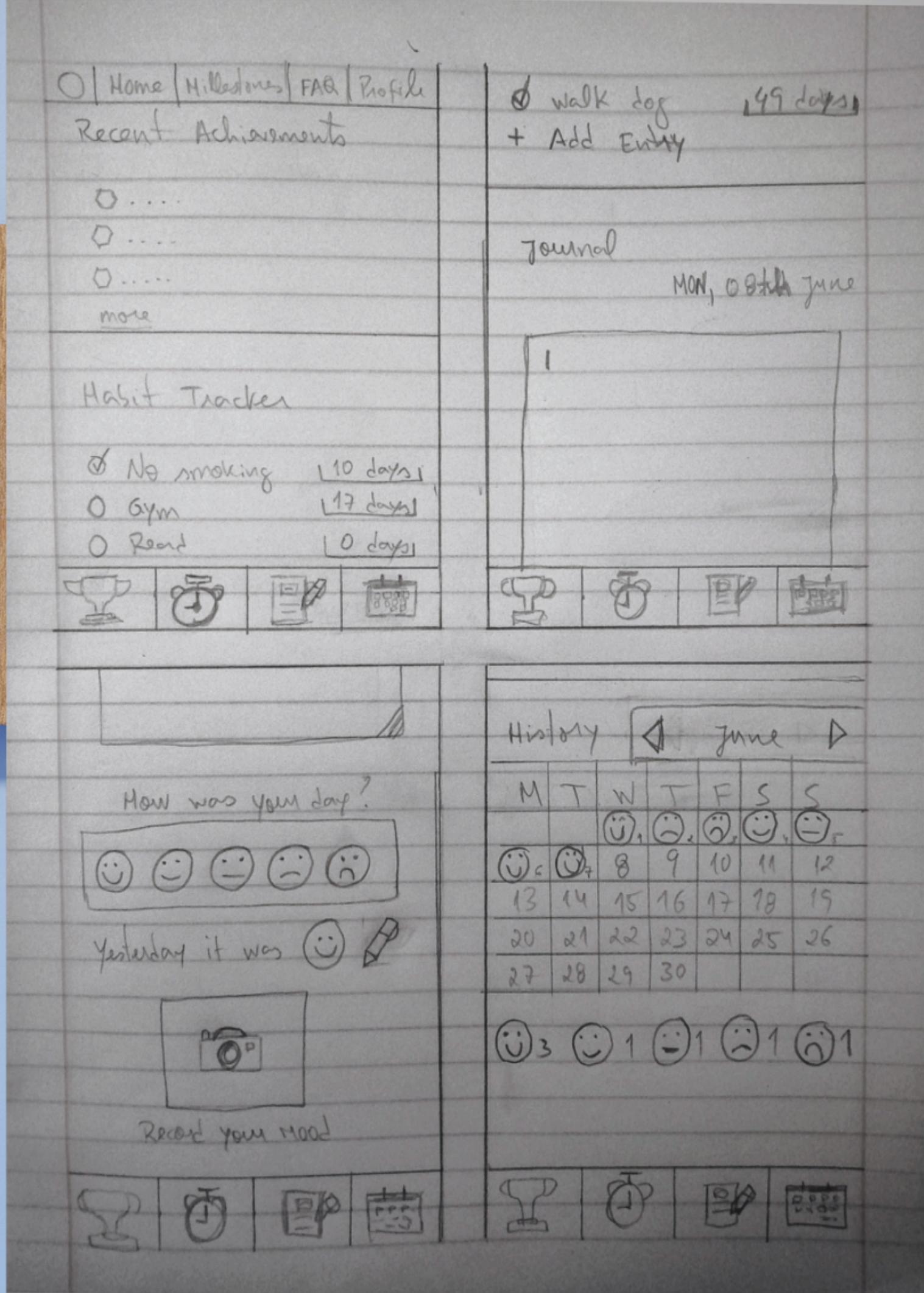
Write down one's thoughts and organize them by days.

DAILY TASKS

Have personalized daily tasks to bring the user back to the app everyday.



LOW FIDELITY PROTOTYPE



LFP

USABILITY TESTS

user evaluation was conducted in the form of a usability test with volunteer participants . **All three scenarios were considered .**

USER EVALUATION TASKS

- Access Habit Tracker mark a task as done and detail it
- Access the journal and submit an entry
- Access the Calendar and check the mood of a specific day
- Edit yesterday's mood
- Check recent achievements

LFP.USABILITY TESTS.

RESULTS

ADVANTAGES

- Users thought the system was simple and easy to use

DISADVANTAGES

- Hard time keeping track of where they were on the app;
- Extra input field on the Habit Tracker was misleading;
- The UI was very cluttered.

FUNCTIONAL PROTOTYPE

PLATAFORMS USED



designed for phones

. created with the previous prototype as a baseline .

FP USABILITY TESTS

Done considering the different tasks from the LFP User evaluation was conducted in the form of the previous usability tests with the addition of a SUS questionnaire.

USER EVALUATION TASKS

- Access Tasks' page, mark one of the Predefined Tasks as done and add a new one
- Access Journal's page, write and submit a new page
- Access the Calendar and check the mood and journal of a random day
- Access the Calendar and edit your mood for the current day
- Check your milestones

USER FEEDBACK

USER'S COMMENTS ON THE PLATFORM

add more system feedback

the moods bellow the calendar were confusing

improve the UI for adding a task

simple, intuitive, good design, useful

USER FEEDBACK

WHAT NEEDED IMPROVEMENTS?

TASK 1

When checking a task as done, the system should provide a clear representation for it

The way to add a custom task should be clearer

TASK 2

It should be clearer that the user must assign a mood to his journal entry

The system should tell the user that the journal entry has been saved

TASK 4

It should be clearer that to edit the assigned mood of a day the user should access the journal for the respective day

SUS

QUESTIONNAIRE RESULTS

SCORES FOR 6 USERS

95

92.5

81.5

81.5

82.5

85

MEAN

EXCELLENT: 88.33



HEURISTIC EVALUATION

VISIBILITY OF SYSTEM STATUS

Navbar displays what page the user is on
When saving a journal, the system informs that the change is being made

MATCH BETWEEN SYSTEM AND THE REAL WORLD

The icons align with the users expectations
All the concepts are familiar to the target audience.



HEURISTIC EVALUATION



USER CONTROL AND FREEDOM

Users can easily navigate the app and are allowed

CONSISTENCY AND STANDARDS

The app's design is consistent and adheres to platform conventions

ERROR PREVENTION

Users are prompted when they decide to delete a task from their list

HEURISTIC EVALUATION

FLEXIBILITY AND EFFICIENCY OF USE

Users are prompted when they decide to delete a task from their list

RECOGNITION RATHER THAN RECALL

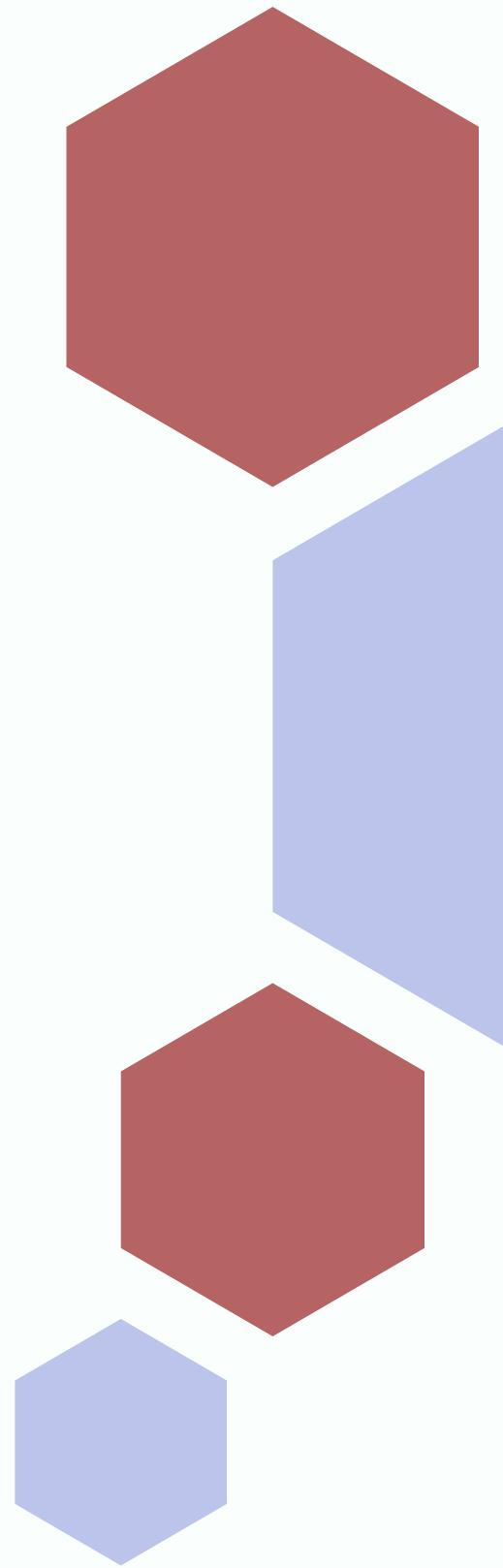
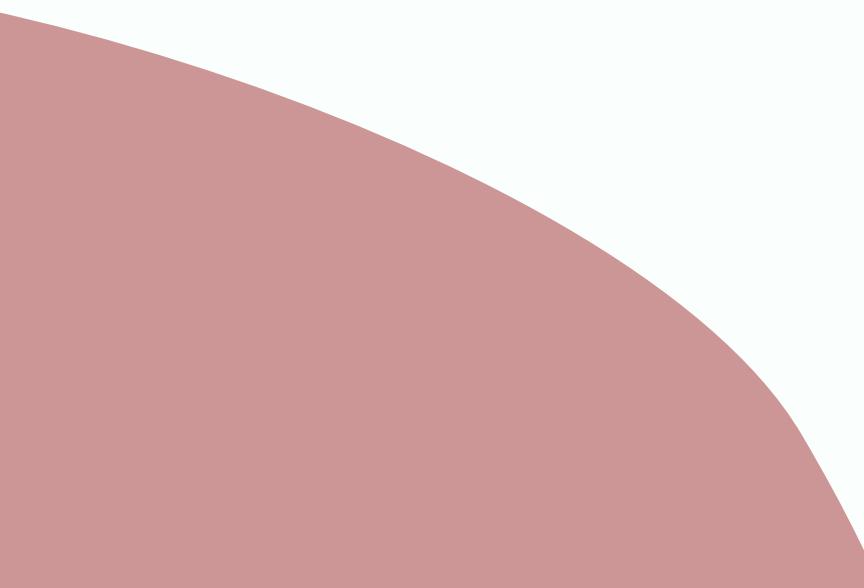
The app is easy to understand therefore easy to learn how to use

AESTHETIC AND MINIMALIST DESIGN

The app's design is as minimalistic as it can get



... DEMO ...



FUTURE WORK

WHAT CAN WE IMPROVE?

**MATCH BETWEEN
SYSTEM AND THE
REAL WORLD**

Support multiple
languages

**USER CONTROL
AND FREEDOM**

Save the contents
written on a journal
page regularly

MOODMATE

ready to improve yourself?