ShieldU

ShieldU Goals

-Increase awareness of how effective sunblocks and lotions are in varying conditions

-Reminder users to reapply based on effectiveness

-Raise awareness of daily UV conditions to increase proaction

Simple Onboarding

What would you say your skin tone is?

U: Can select color closest to tone

What lotions do you use? (You can take a pic of the barcode or look it up.)

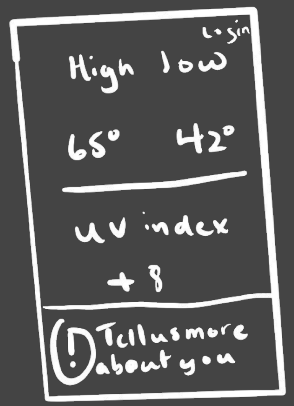
U: Look it up by name
U: Take Picture of the Barcode

When are you normally outdoors? (I can make suggestions based on your routine!)

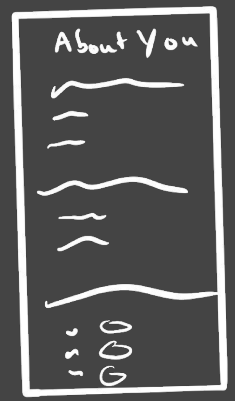
Allow the user the to select the days that they are outdoors more than one hour at a time.

Task Flow

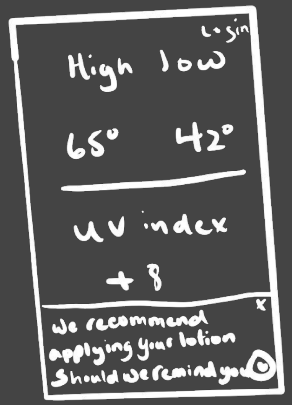
Downloads App



Can see Temp & UV index
Prompt to set up a profile

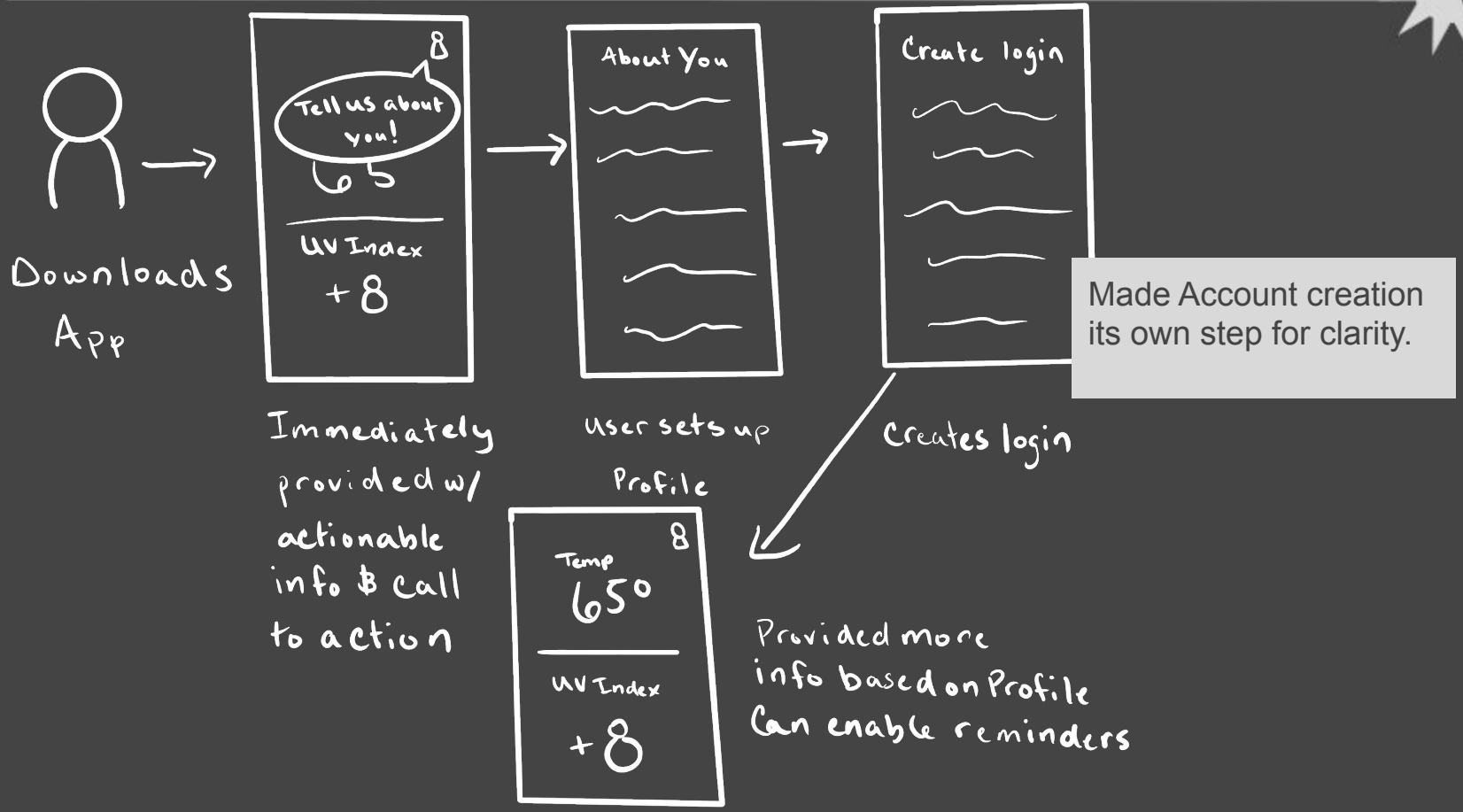


Fills out info & sets up account



Recommends better lotion or suggest reapplication times based on info.
User can enable reminders.

Task Flow


Downloads App
Tell us about you!
UV Index
+8
Immediately provided w/ actionable info & call to action
About You
User sets up Profile
Create login
Creates login
Made Account creation its own step for clarity.
Temp
650
UV Index
+8
Provided more info based on Profile
Can enable reminders

Wireframes

ShieldU | Log In

Look at Today's UV Index

Today's Weather

Hi/Lo(F°)	UV Index	Precip.
65° /42°	+8	25%

Reminder to reapply lotion every:

45 minutes

Will you be outdoors?

Your lotion is: Not selected

UV Index | Find a Lotion | About You

< UV Index | ShieldU | Log In

Tell us about you!

What is your skin tone?

What lotions do you use?

+Add a Lotion

What days are you typically outdoors for more than an hour at one time?

Monday
Tuesday
Wednesday
Thursday
Friday
Saturday
Sunday

UV Index | Find a Lotion | About You

< UV Index | ShieldU | Log In

Tell us about you!

What is your skin tone?

What lotions do you use?

+Add a Lotion

What days are you typically outdoors for more than an hour at one time?

Monday
Tuesday
Wednesday
Thursday
Friday
Saturday
Sunday

UV Index | Find a Lotion | About You

< UV Index | ShieldU | Log In

Tell us about you!

What is your skin tone?

What lotions do you use?

+Add a Lotion

Find it by name!

-or-

Take a Picture of the barcode!

What days are you typically outdoors for more than an hour at one time?

Monday
Tuesday
Wednesday
Thursday
Friday
Saturday
Sunday

Reminders | Find a Lotion | About You

< About You | ShieldU | Log In

Take a picture of the Barcode!

Reminders | Find a Lotion | About You

< About You | ShieldU | Log In

Confirm that this your lotion.

Is this **Aveeno Protect + Hydrate SPF 50***?*

Not it | Yes!

Reminders | Find a Lotion | About You

< UV Index | ShieldU | Log In

Tell us about you!

What is your skin tone?

What lotions do you use?

Aveeno Protect + Hydrate SPF 50

+Add a Lotion

What days are you typically outdoors for more than an hour at one time?

Monday
Tuesday
Wednesday
Thursday
Friday
Saturday
Sunday

UV Index | Find a Lotion | About You

< About You | ShieldU | Log In

Create an account to save your info!

email

password

Done!

UV Index | Find a Lotion | About You

ShieldU | Account

Review Main Screen:

Today's Weather

Hi/Lo(F°)	UV Index	Precip.
65° /42°	+8	25%

Reminder to reapply lotion every:

55 minutes

Will you be outdoors?

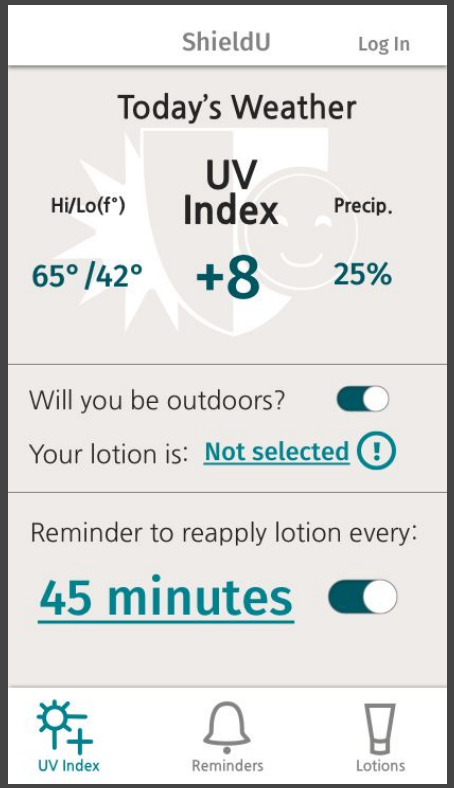
Your lotion is: Aveeno Protect + Hydrate SPF 50

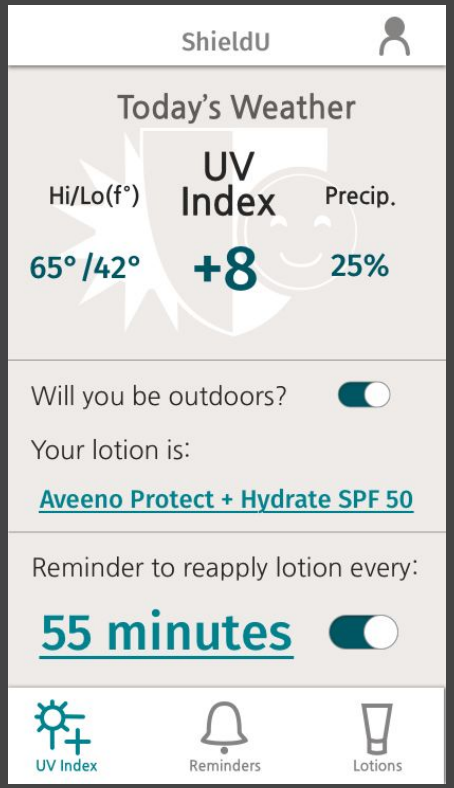
Reminders | Find a Lotion | About You

Workflow

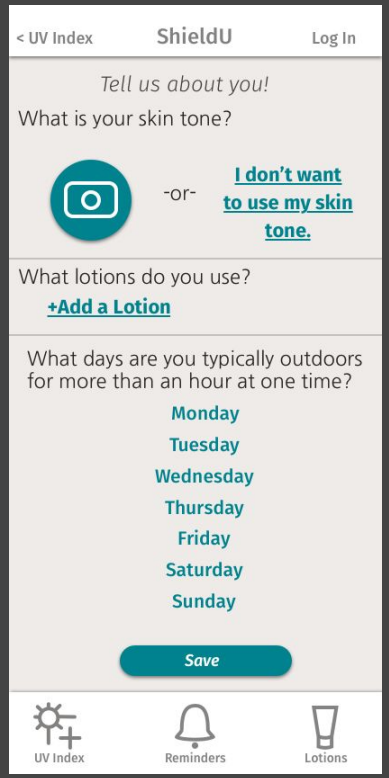
ShieldU Wireframes and Workflow
(https://invis.io/E3UPDQ77J9P)

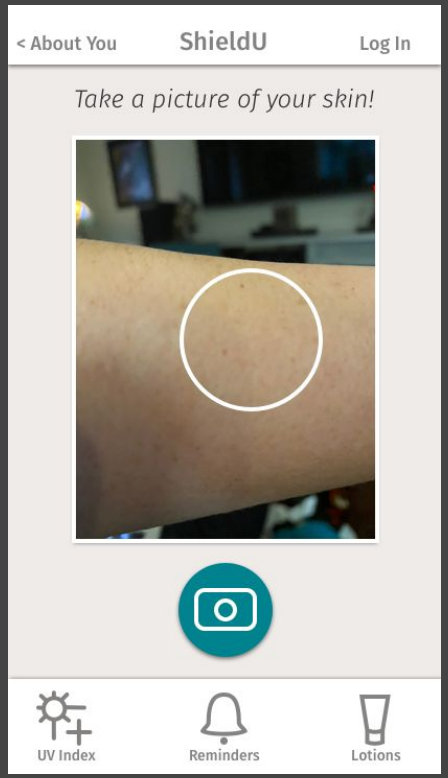
Visual Design

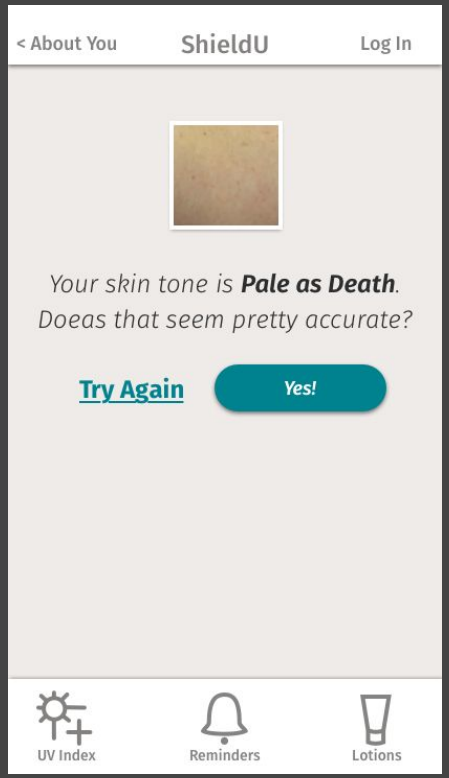




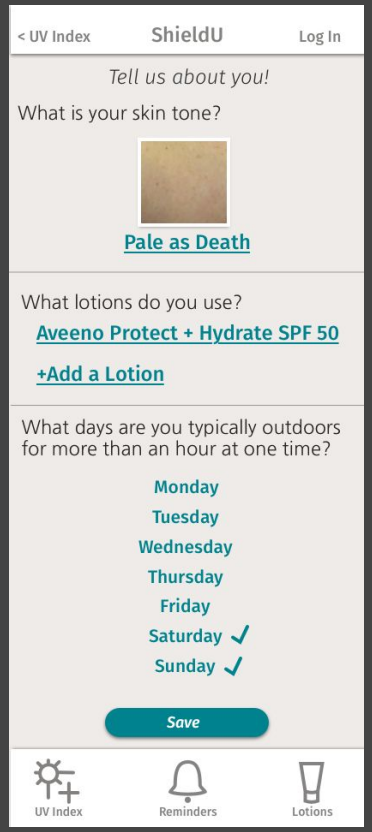
Adding Skin Tone

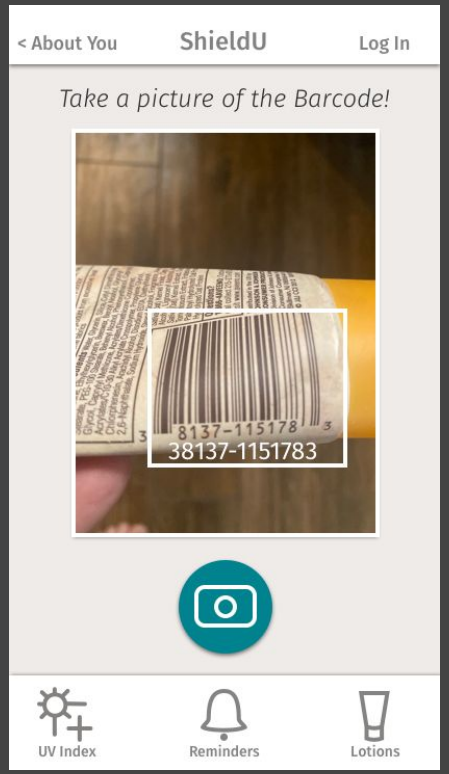


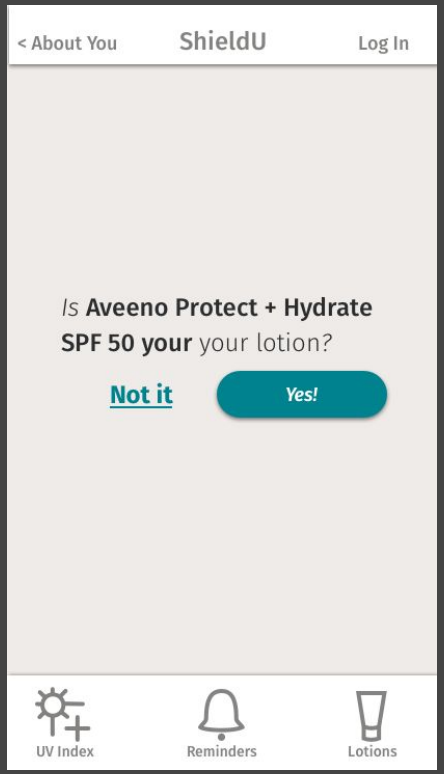




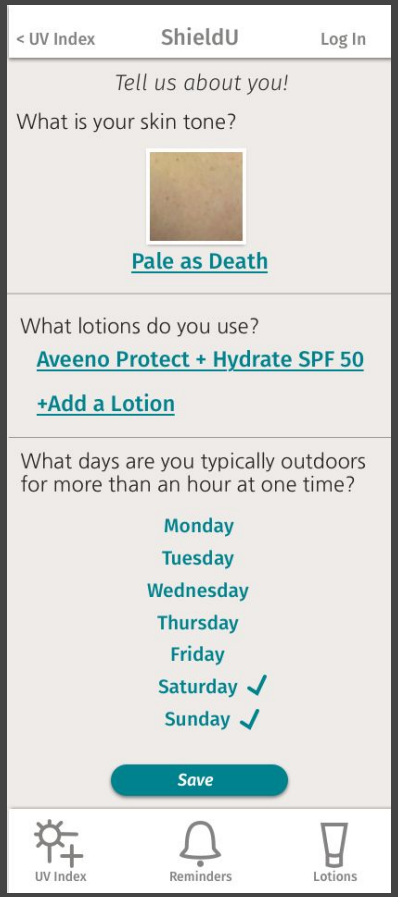
Adding a lotion



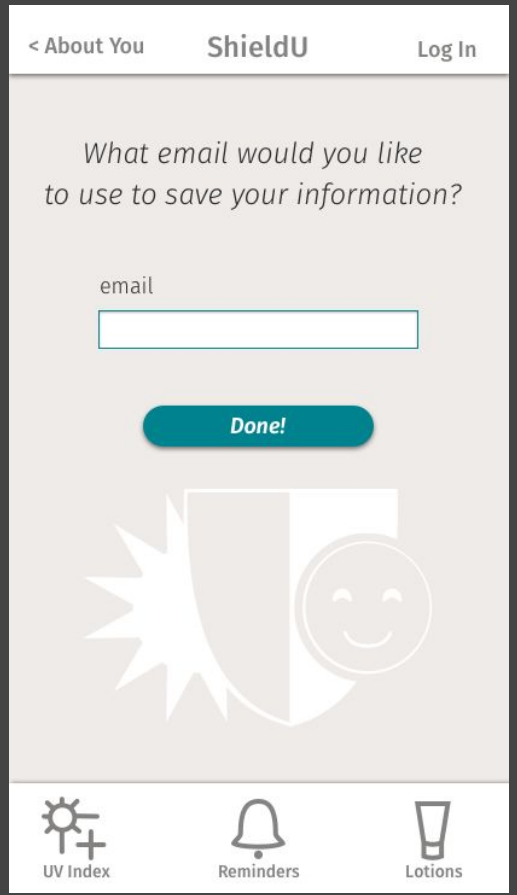


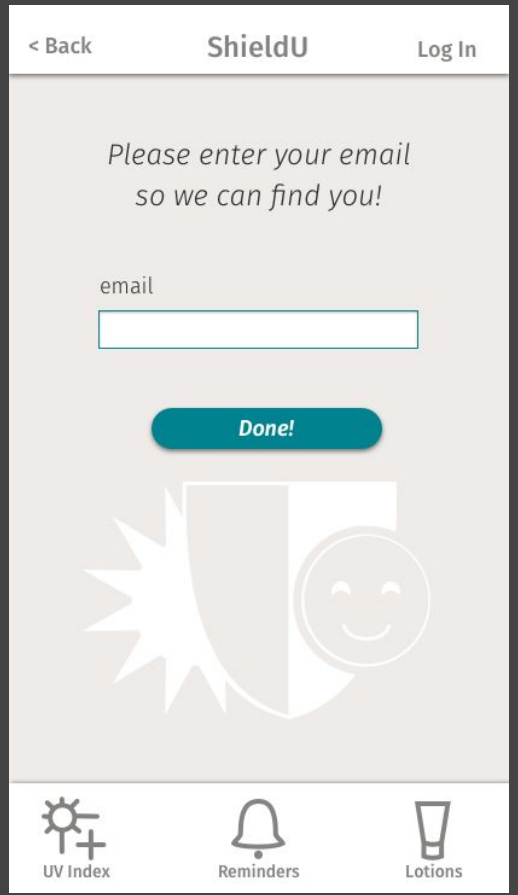


Picking Outdoor Days



Picking Outdoor Days





What I would add in the future...

I would make new, perhaps better, lotions more discoverable.

Add a grading system for lotions.

Improve the reminders design by letting the user change the reminder times or schedule reminders by time/day.