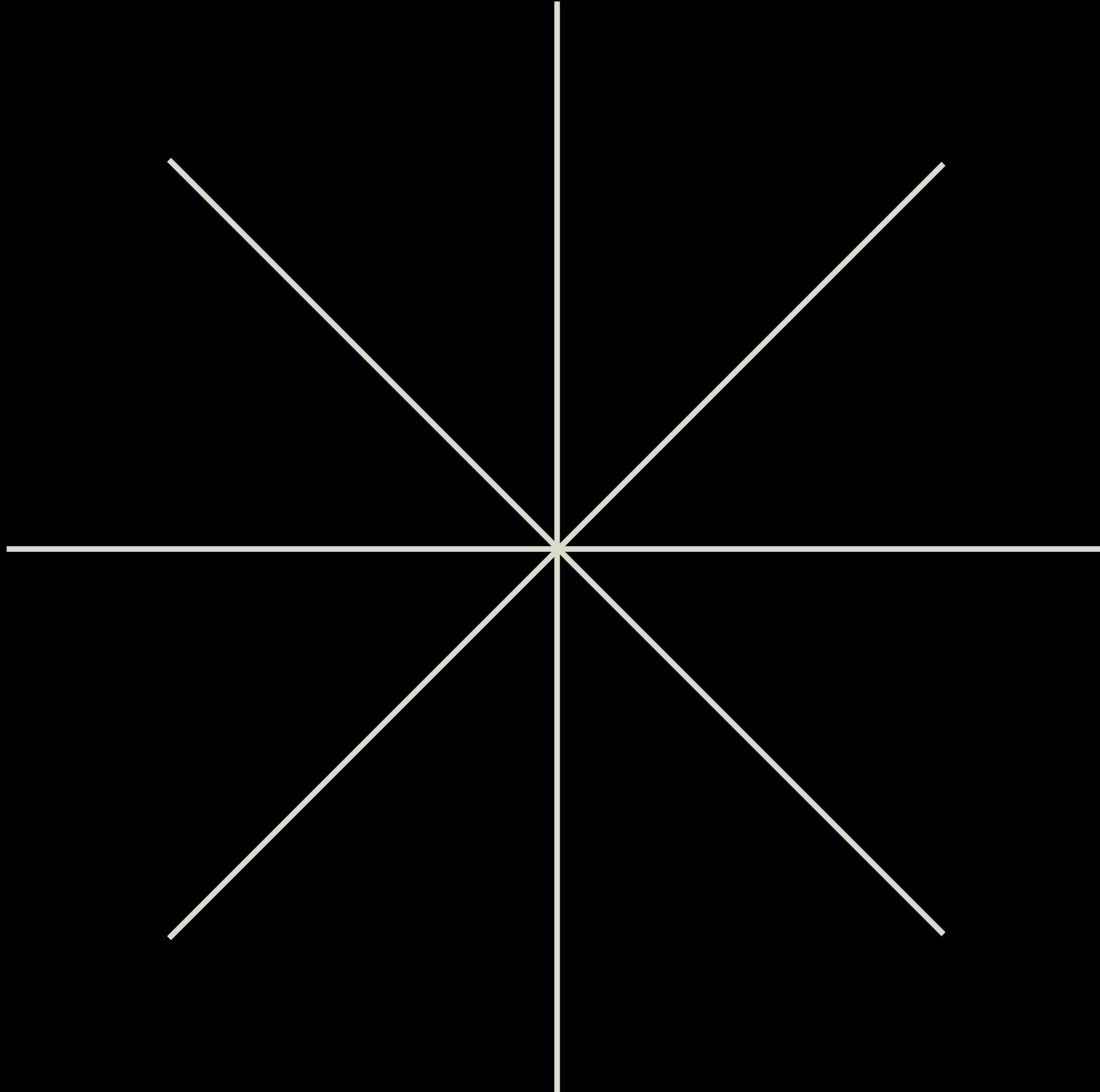


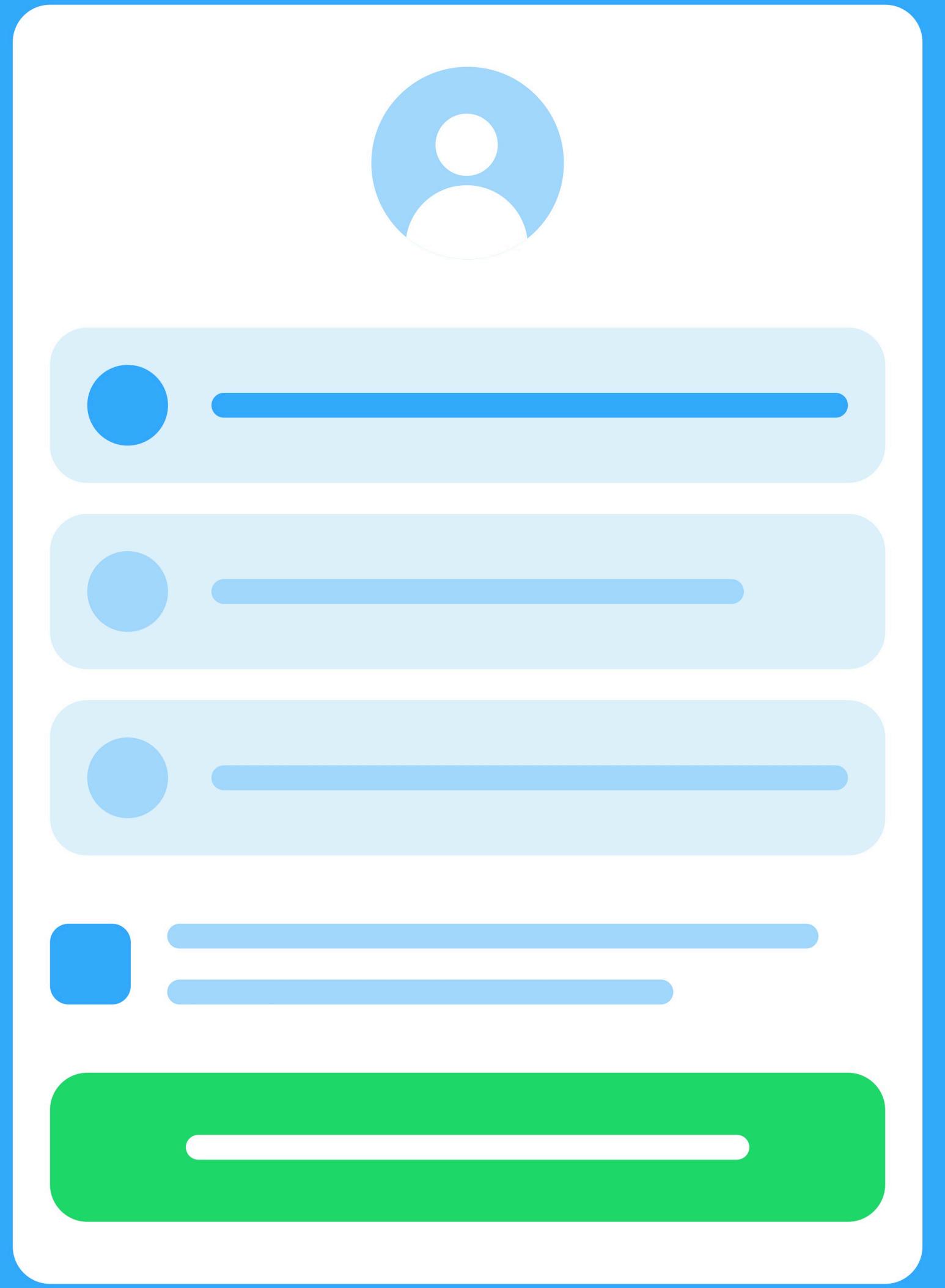
# DailyBalance

Wellness Habit Tracker App

A CALM AND SIMPLE MOBILE APP THAT HELPS USERS  
BUILD HEALTHY ROUTINES AND STAY CONSISTENT.

Darshana Dhankecha





# OVERVIEW

**GOAL:** DESIGN A CLEAN, MINIMAL, AND MINDFUL HABIT TRACKING APP.

**MY ROLE:** UX RESEARCH • UI DESIGN • WIREFRAMES • PROTOTYPE

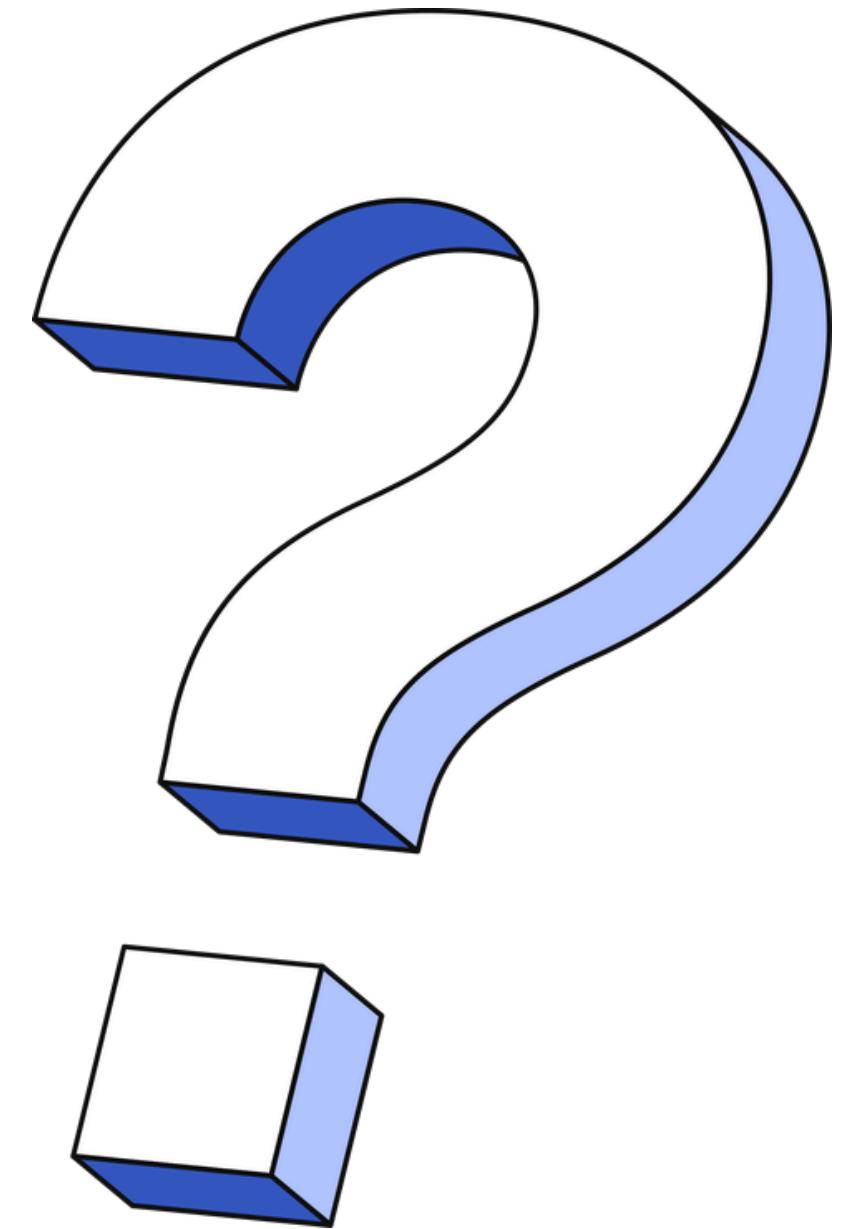
**TOOLS:** FIGMA

**FOCUS:** SIMPLICITY, ACCESSIBILITY, AND WELLNESS-CENTERED DESIGN.

# PROBLEM

PEOPLE WANT TO BUILD GOOD HABITS, BUT  
MOST APPS FEEL COMPLICATED, STRESSFUL, OR  
CLUTTERED.

USERS NEED A TOOL THAT IS **SIMPLE, CALMING,**  
**AND EASY TO USE EVERY DAY.**

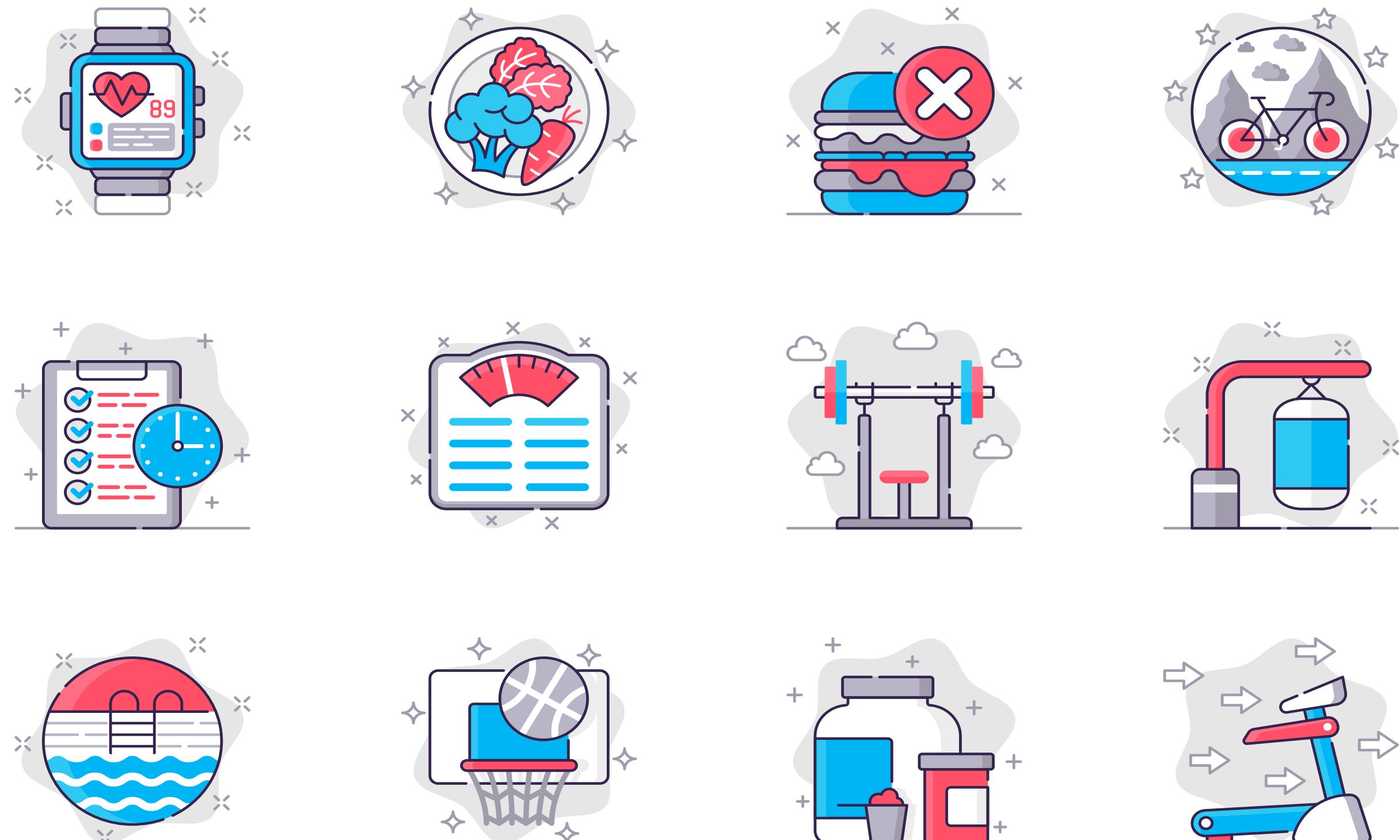


# SOLUTION

## DAILYBALANCE HELPS USERS:

- Track habits quickly
- Stay consistent
- View progress visually
- Feel calm and motivated

Designed with soft colors and clean layouts.



# TARGET USERS

- STUDENTS
- WORKING PROFESSIONALS
- PEOPLE BUILDING WELLNESS ROUTINES

**User Goals:** Easy tracking, daily consistency, visual motivation.



# RESEARCH INSIGHTS

- USERS FORGET TO TRACK HABITS
  - THEY PREFER SIMPLE VISUALS OVER LONG TEXT
  - QUICK INTERACTIONS KEEP THEM CONSISTENT
  - CALM UI IMPROVES EXPERIENCE
  - MOTIVATIONAL MESSAGES HELP ENGAGEMENT



# PERSONA



**Name:** Aria Sharma  
**Goal:** Build a daily wellness routine

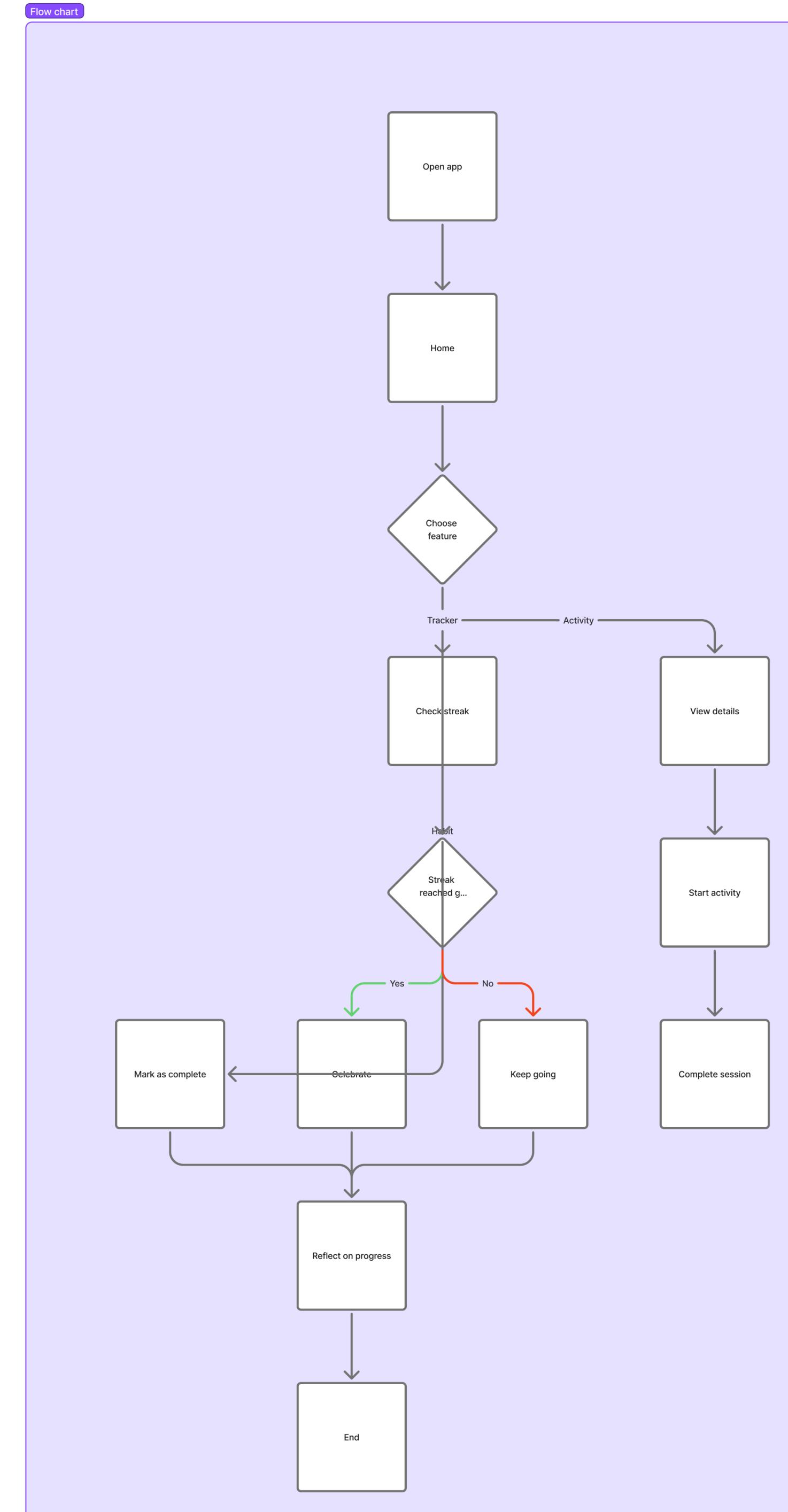
**Pain Points:** Overwhelmed by complex apps

**Needs:** Simple UI, reminders, positive motivation

**Quote:** “I want a habit app that feels calm, not stressful.”

# USER FLOW

Open App  
→ Home →  
Tap Habit →  
Complete →  
Tracker →  
View  
Progress



# Design System



## COLORS:

Soft blues, neutrals, success green

## TYPOGRAPHY:

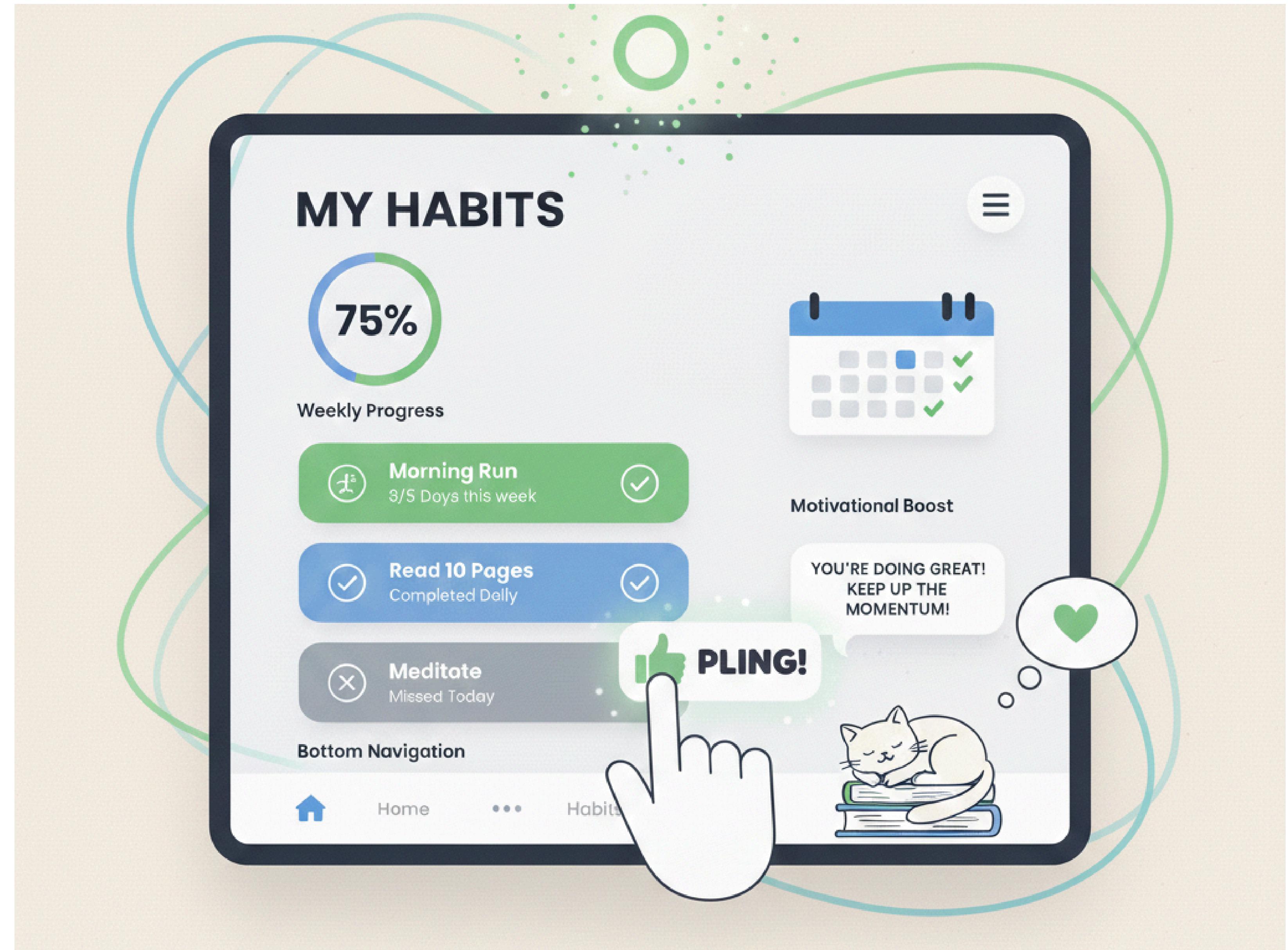
Poppins (Headings), Inter (Body)

## COMPONENTS:

Buttons, habit cards, progress ring, icons, bottom nav.

# MICRO-INTERACTIONS

- SMOOTH PROGRESS RING ANIMATION
  - TAP TO COMPLETE HABIT
  - GENTLE SUCCESS TOAST
  - SOFT SCREEN TRANSITIONS
- MAKES THE APP FEEL ALIVE AND SUPPORTIVE.



# CONCLUSION

**DAILYBALANCE SUPPORTS USERS IN BUILDING HEALTHY DAILY HABITS WITH A CLEAN, CALM, AND ACCESSIBLE DESIGN.**

**A WELLNESS-FOCUSED EXPERIENCE BUILT FOR SIMPLICITY AND CONSISTENCY.**

**THANK YOU!**