

# ZEAL

**Grant Specht** UX Researcher, Front-end Developer

**Emi Kusaba** UI design, Front-end Developer

**Mallory Ruth** UX Researcher, UX designer

**Geetanjali Vashisht** UX / UI designer





## THE PROBLEM:

Young professionals need an easy and supportive way to create healthy habits because they are often too busy or working long hours. Zeal creates a reward system that encourages self-motivation, within a robust community, to keep you accountable.

## THE SOLUTION:

With Zeal, we create a reward system to encourage self-motivation, inside of a robust community that keeps you accountable.

**TOOLS:** Miro, Microsoft, Adobe CC, Visual Studio Code.

# Insights from User Interviews/Affinity Diagram



## How do you stay motivated?

### MOTIVATE MYSELF

- Setting a goal
- Rewarding myself
- Organization
- Focusing on outcome
- Looking at my progress
- Seeing others success

### MOTIVATION FROM OTHERS

- Encouragement from people
- Family's smile
- Wanting to be involved in helping people



# More User Insights...

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## What type of rewards motivates you?

### ACTIVITIES

Netflix

Reading books

Spa

### FEELINGS

Praise (5)

Results (2)

Validation

Acknowledgement

Sense of accomplishment

### MATERIAL REWARDS

Money (10)

Food (9)

New clothes





*"Seeing progress is what keeps me going."*

**Age**

30

**Status**

In a relationship

**Hometown**

Austin TX, USA

**Occupation**

Counselor

# Ava Miller

## Motivations

- To go on vacations.
- To eat favorites foods without gaining weight.
- To help patients.
- To still enjoy fun things without feeling guilty about not getting things done.
- Hang out with friends and partner.

## Goals

- To save money for vacations.
- Eat healthy foods.
- Exercise more after work or weekend.
- More socialization, communication with people.

## Pain Points

- Most of time she is busy.
- She is not productive when she feels lazy.
- With no short term results, it is hard to stay motivated.
- Wants the comfort of knowing other people have same struggles

## BIO

Ava got her masters in counseling and currently runs her own practice. She has spent the last 8 years working with people who struggle to stay focused and find energy to do things. She struggles with similar tasks and is trying to find a way to balance and organize her busy life.

## Personality

Extrovert

Extrovert

Sensing

Intuition

Thinking

Feeling

Judging

Perceiving

Mobile Apps

Social Networks

# COMPETITIVE ANALYSIS

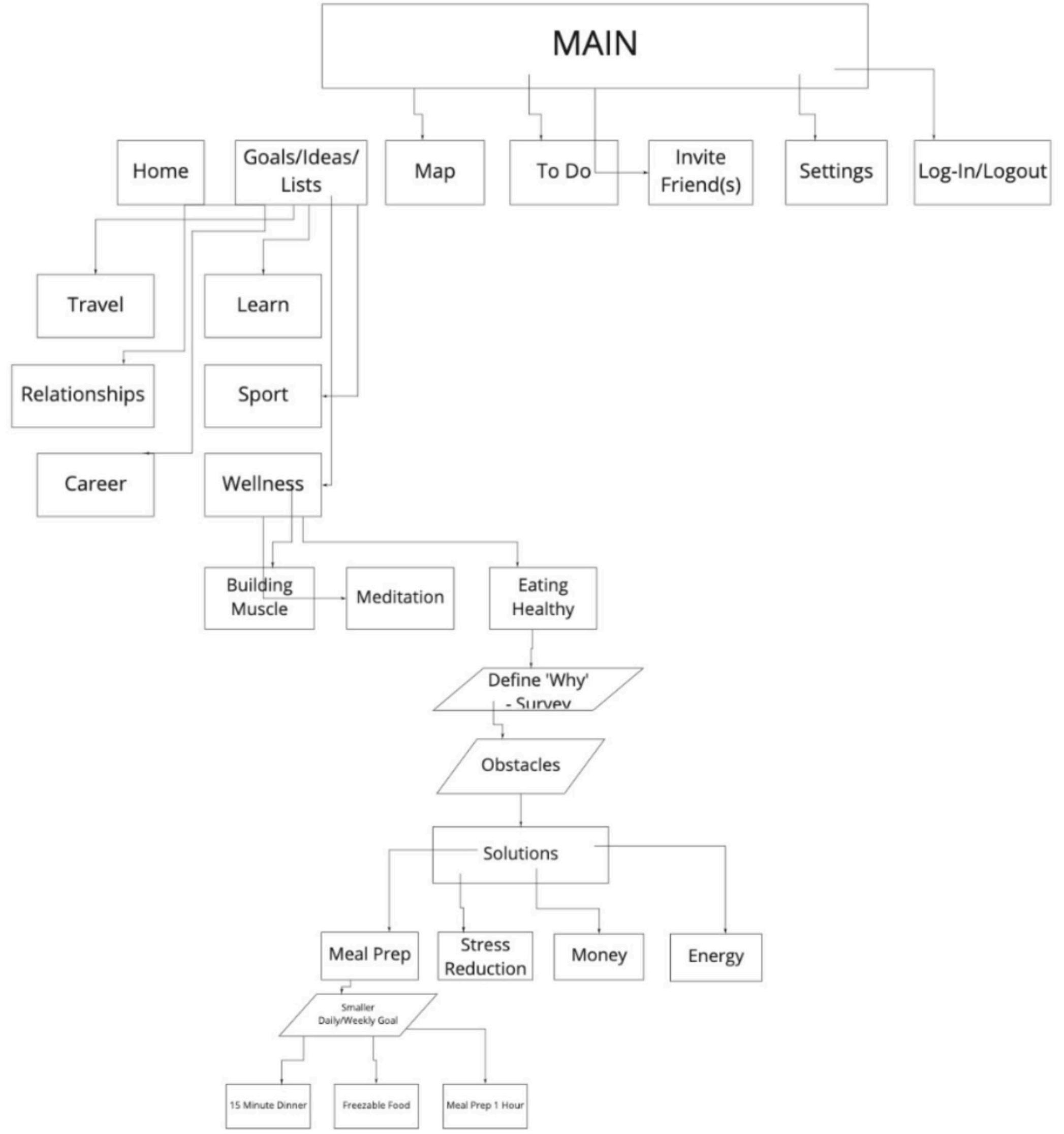
	APP	FREE	REWARDS	PAIN POINTS
	1 FABULOUS	✗	✓	<ul style="list-style-type: none"> <li>• Price at \$50 per year</li> <li>• More of a task reminder app</li> <li>• Runs the risk of too many notifications</li> </ul>
	2 WAY OF LIFE	✗	✗	<ul style="list-style-type: none"> <li>• No incentives to continue journaling</li> <li>• User has to identify if each "Idea" is "Healthy"</li> </ul>
	3 iWish	✓	✗	<ul style="list-style-type: none"> <li>• Only gives information about a topic</li> <li>• No reward for turning <u>iWish</u> into <u>iDid</u></li> <li>• Too many unrelated ideas to goals</li> </ul>

# FEATURE PRIORITIZATION MATRIX

<b>HIGH PRIORITY LOW IMPACT</b>	<b>HIGH PRIORITY HIGH IMPACT</b>
Button hover and clicked states  Header / image design  Redesign colors, font, and information hierarchy	Invite friends  Tracking system  Navigation bar  Chatting with group mates
Notification  Secondary navigation  Sign up / subscribe	Easier application process  Readable typography and size; less  Payment method, icons, description etc.

**Chatting with group mates**  
**Navigation bar**  
**Tracking system**  
**Invite friends**

## User Flow Version

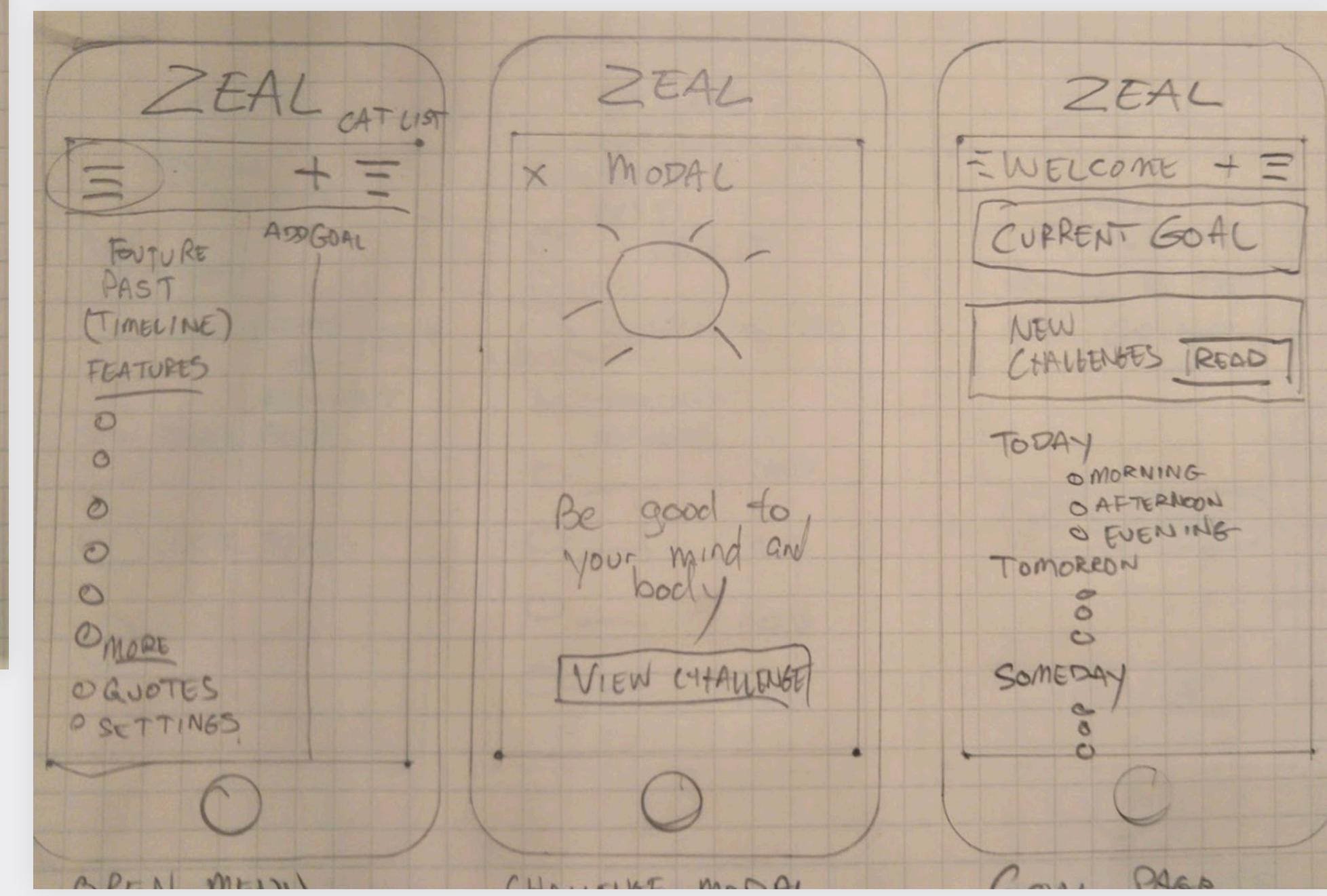
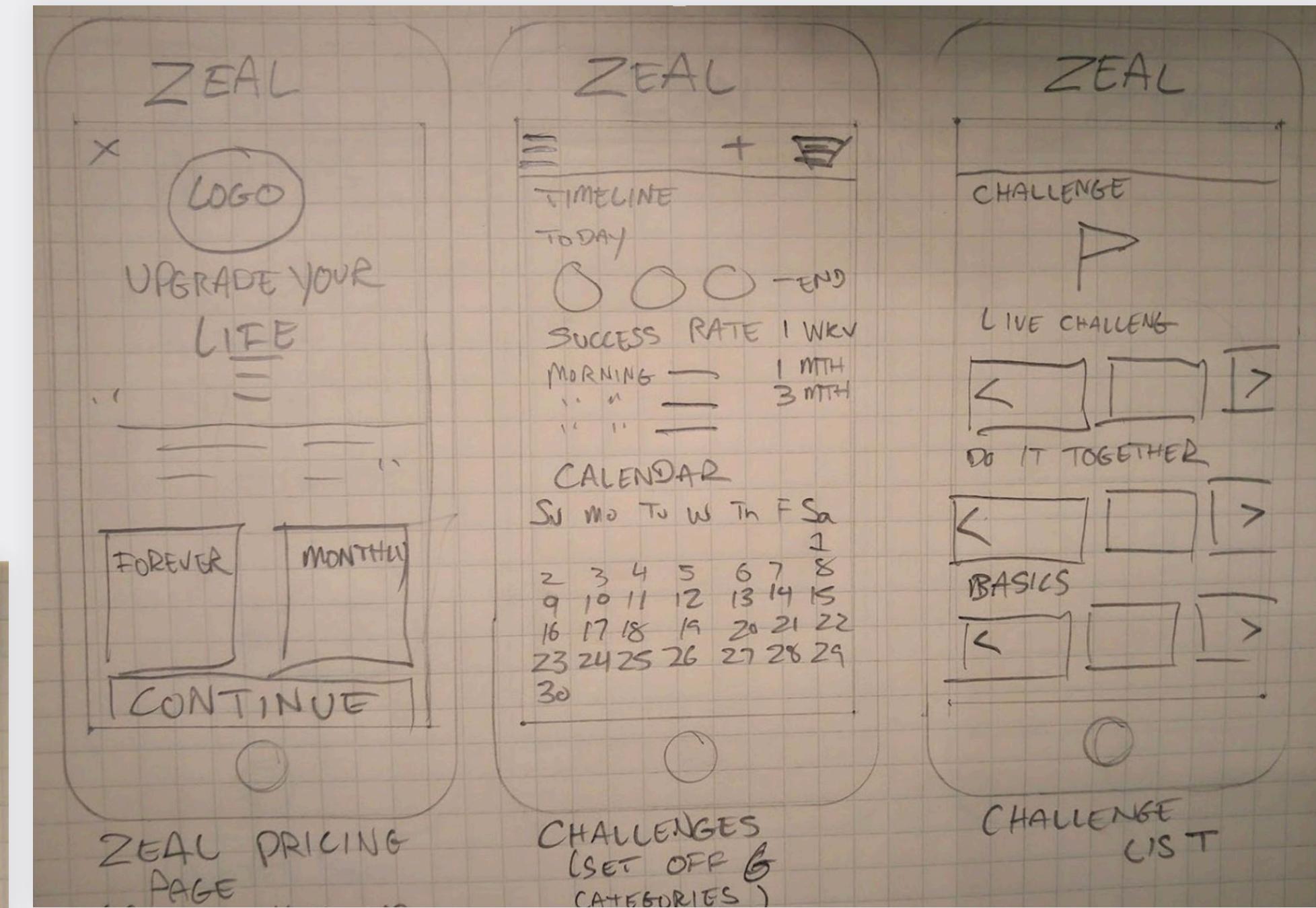
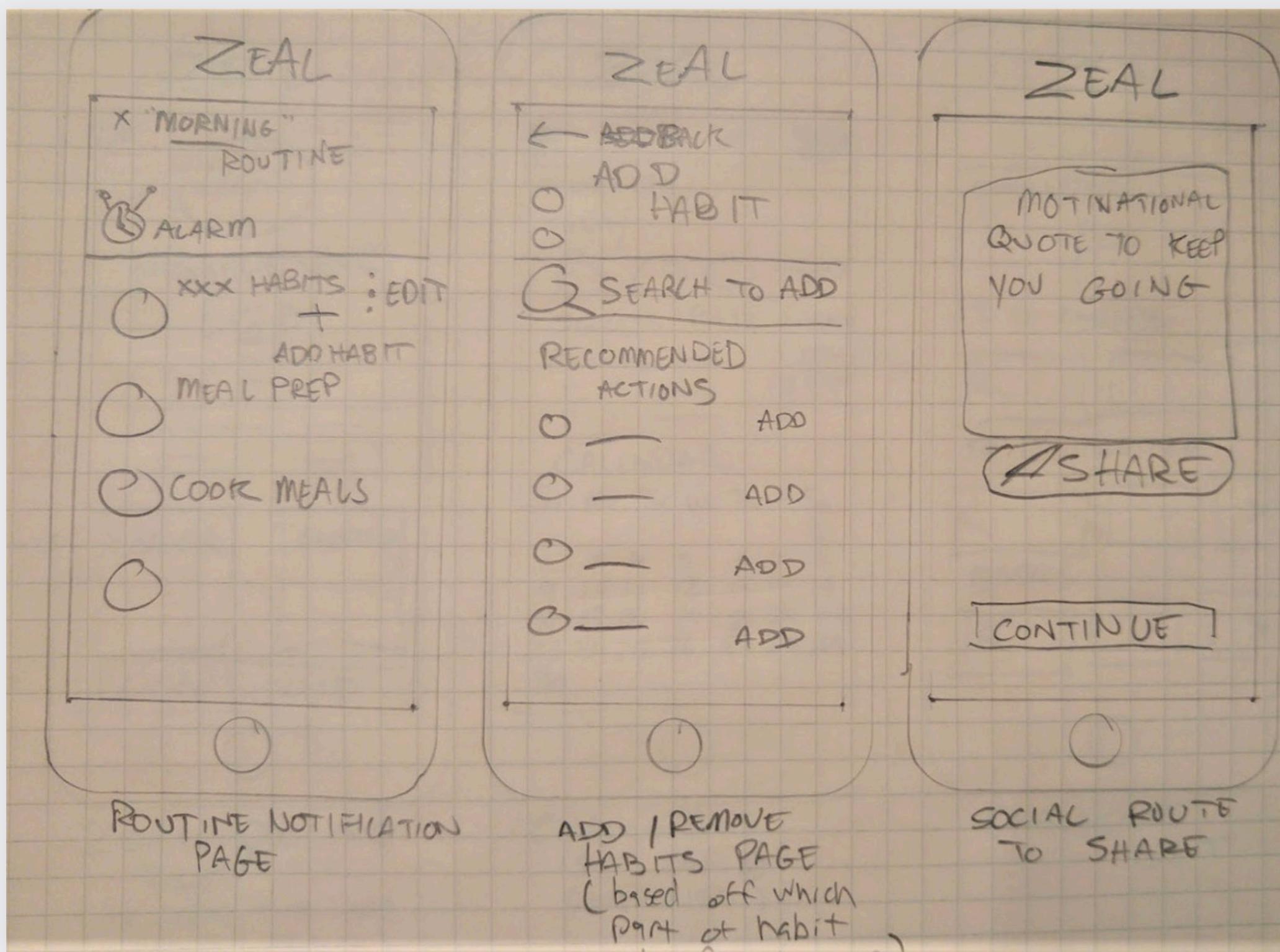


# USER FLOW

From the main page, users are able to find the categories they need, such as travel, wellness, career, relationships etc.

Once users sign up they will then be able to search appropriate groups or make a private or public group.

# SKETCHES



# DIGITAL WIREFRAMES (MOBILE)

The image displays five digital wireframes for a mobile application, arranged horizontally. Each wireframe is a white rectangle with rounded corners, set against a light gray background.

- Onboarding Screen:** Shows a welcome message: "HELLO AVA, SELECT THE AREAS WHERE YOU NEED SOME MOTIVATION?". Below the message are six rounded rectangular buttons labeled: HEALTH, RELATIONSHIPS, FINANCES, TRAVEL, CAREER, and SPORTS. A back arrow is at the top left, and a right arrow is at the bottom right.
- Motivation Screen:** Shows a message: "MY WHY...". Below it is a placeholder text: "Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium". It also includes sections for "MY OBSTACLE..." and "POSSIBLE SOLUTIONS...", each with a placeholder text block. A back arrow is at the top left, and a "Print" button is at the bottom right.
- Health and Wellness Screen:** Shows a title "Health and Wellness" and a subtitle "Morning Routines". It features a header with an "X" and a "Close" icon. Below the header is a section titled "Alarm and Notification" with a placeholder icon. It then shows "STEPS FOR TODAY" with a placeholder icon, followed by four items: "HABITS" (with a plus sign and "Add Habit" button), "Edit", "Eat at Healthy Intervals", "Make Every Meal Green", "Meal Prep in Advance", and "Cook Healthy". Each item has an "Info on click" button next to it. A back arrow is at the top left.
- Opened Menu Screen:** Shows a title "OPENED MENU" and a header with an "Add Goal" button, a plus sign, and a user icon. It lists several menu items with placeholder icons: "TIMELINE", "FEATURES" (with a checked checkbox), "CHALLENGES", "CHAT", "QUOTES", "BUY PLAN", and "SETTINGS". Each menu item has a corresponding list of placeholder cards. A back arrow is at the top left.
- Welcome Screen:** Shows a title "WELCOME" and a header with an "Add Goal" button, a plus sign, and a user icon. It features a large white rounded rectangle placeholder for a motivational quote. Below it are sections for "SHARE", "CONTINUE", and three time-based sections: "Tomorrow" (with three placeholder cards), "Someday" (with three placeholder cards), and "Calendars" (with three placeholder cards). A back arrow is at the top left.

# DIGITAL WIREFRAMES (DESKTOP)

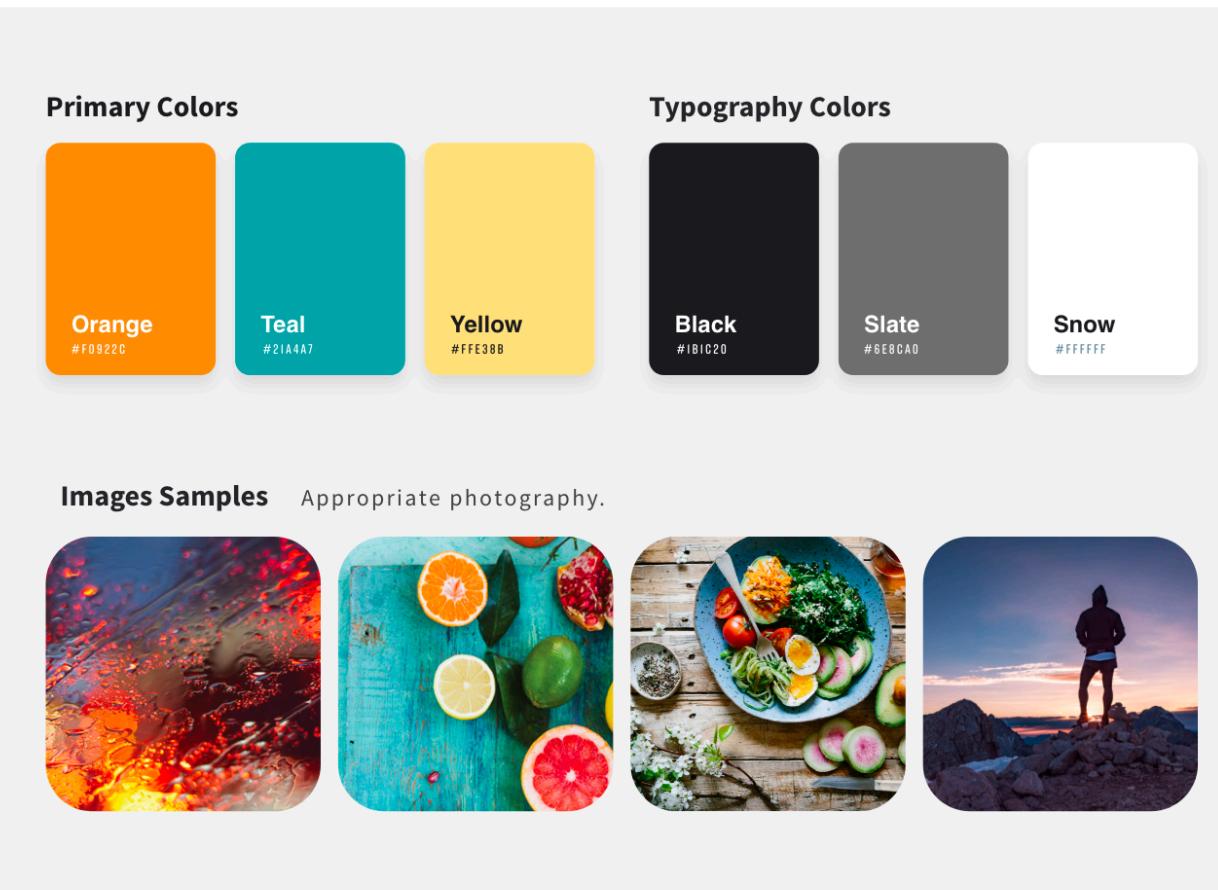
The wireframe consists of several main sections:

- NAVBAR HEADING (sticky-top)**: Located at the top center.
- Quote and Title**: A box containing placeholder text: "Quote and Title of the application goes in here somewhere. Call to action buttons right at the top."
- HERO**: A large central area with two "App store button" placeholders at the top right.
- Features**: A grid of six boxes labeled: Easy Sign Up, Choose Your Drive, Find What Works, Earn Your Rewards, Join a Community, and See the Magic.
- Lists of Focuses**: A 3x2 grid of boxes labeled: Career, Health, Travel, Relationships, Sports, and Financial.

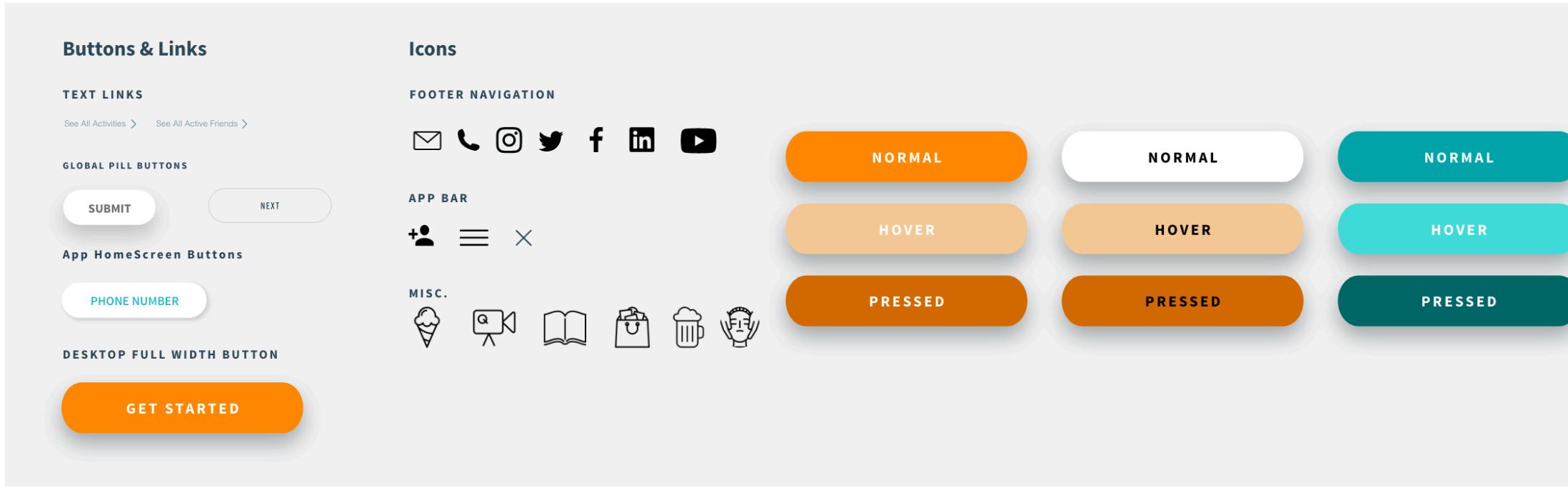
The wireframe shows a sidebar with five numbered steps:

- I. FIND YOUR WHY**: Placeholder text: "Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat." A large gray rectangular placeholder is to the right.
- 2. KNOW YOUR OBSTACLES**: Placeholder text: "Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua." A large gray rectangular placeholder is to the right.
- 3. COME UP WITH POSSIBLE SOLUTIONS**: Placeholder text: "Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat." A large gray rectangular placeholder is to the right.
- 4. TRACK YOUR PROGRESS**: Placeholder text: "Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat." A large gray rectangular placeholder is to the right.
- 5. BECOME ACCOUNTABLE- CONNECT WITH SUPPORTIVE COMMUNITY**: Placeholder text: "Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat." A large gray rectangular placeholder is to the right.
- 5. REWARD YOURSELF**: Placeholder text: "Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat." A large gray rectangular placeholder is to the right.

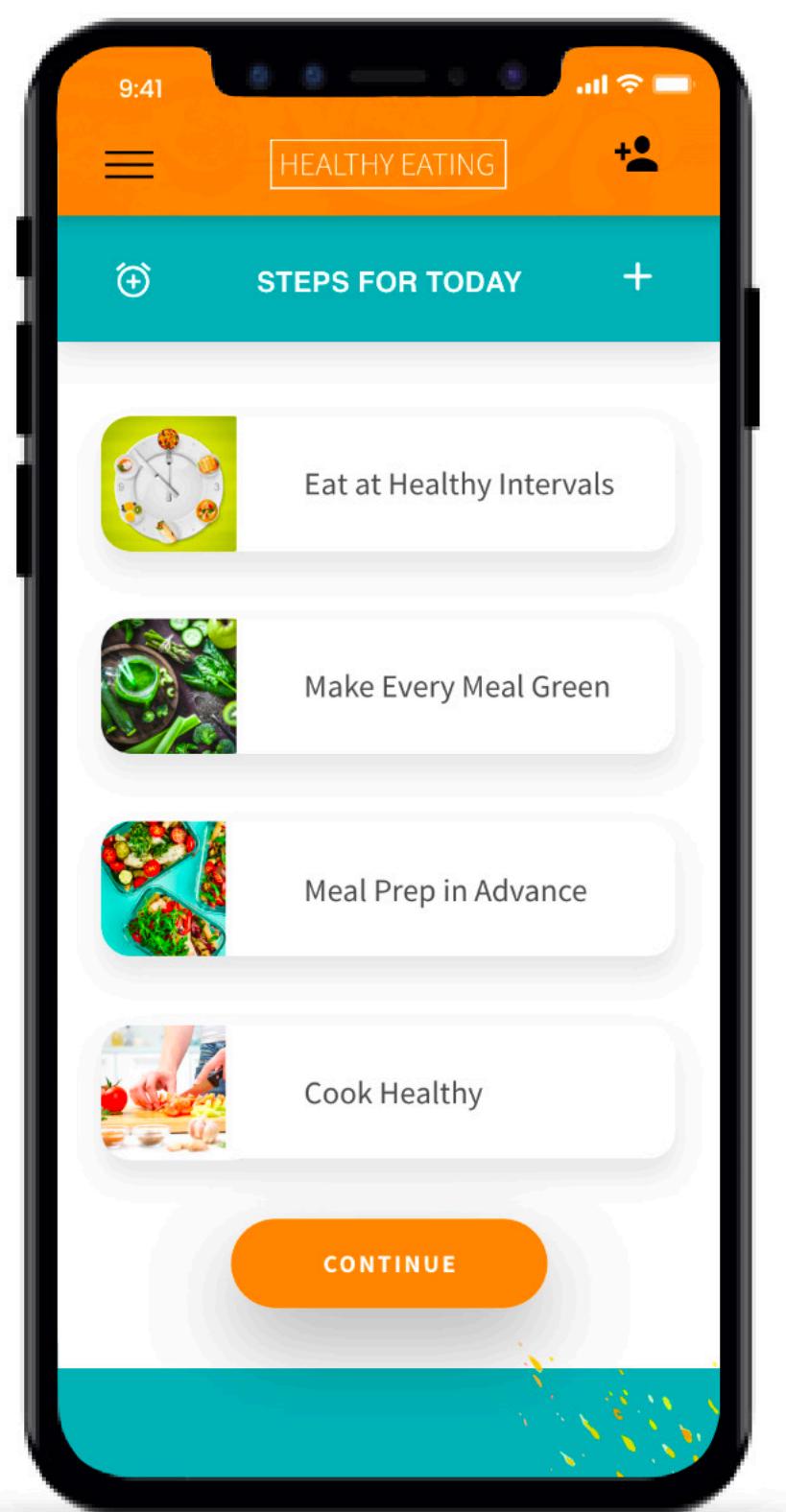
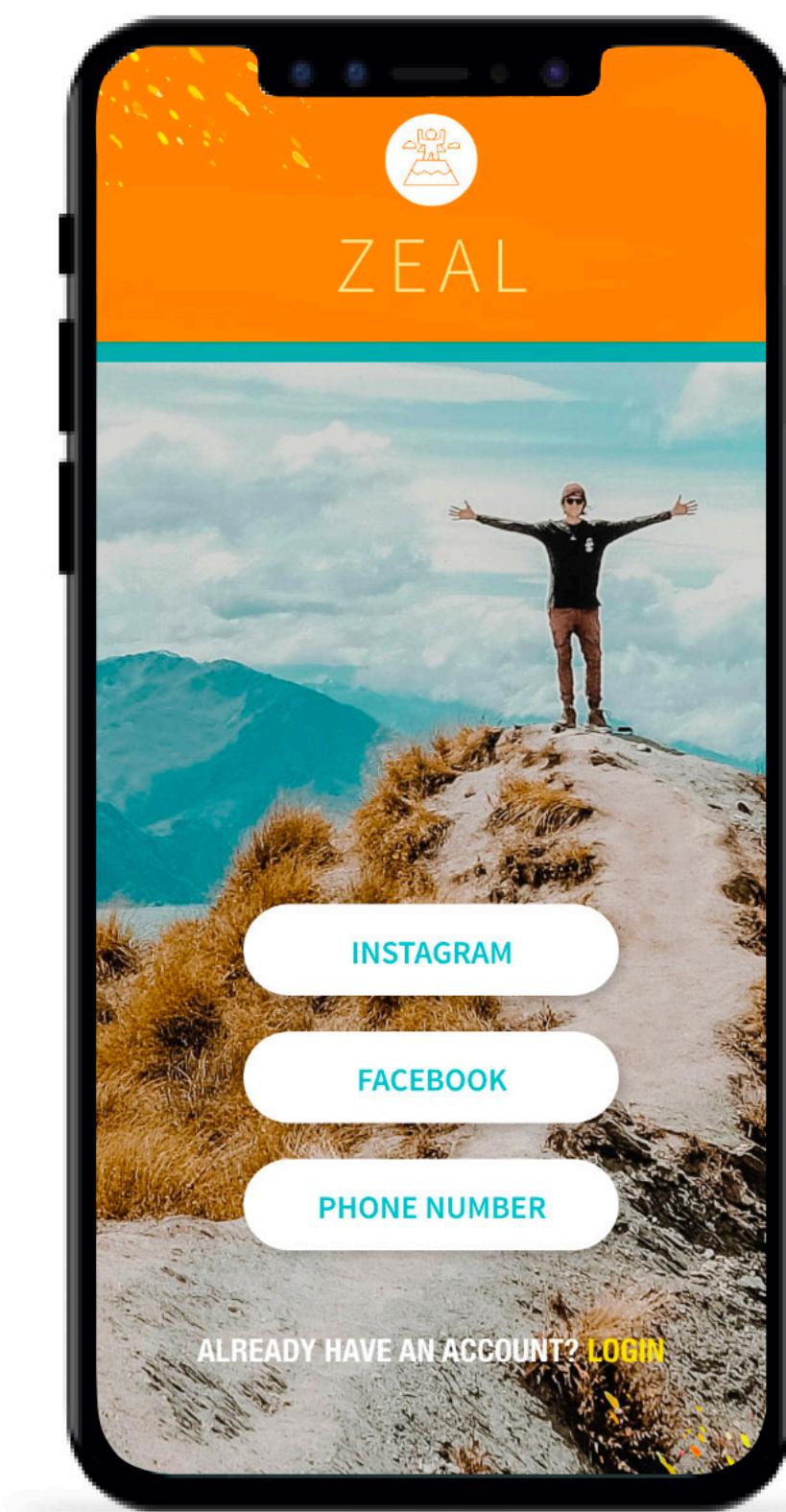
## 01 Styling, Colors & Fonts



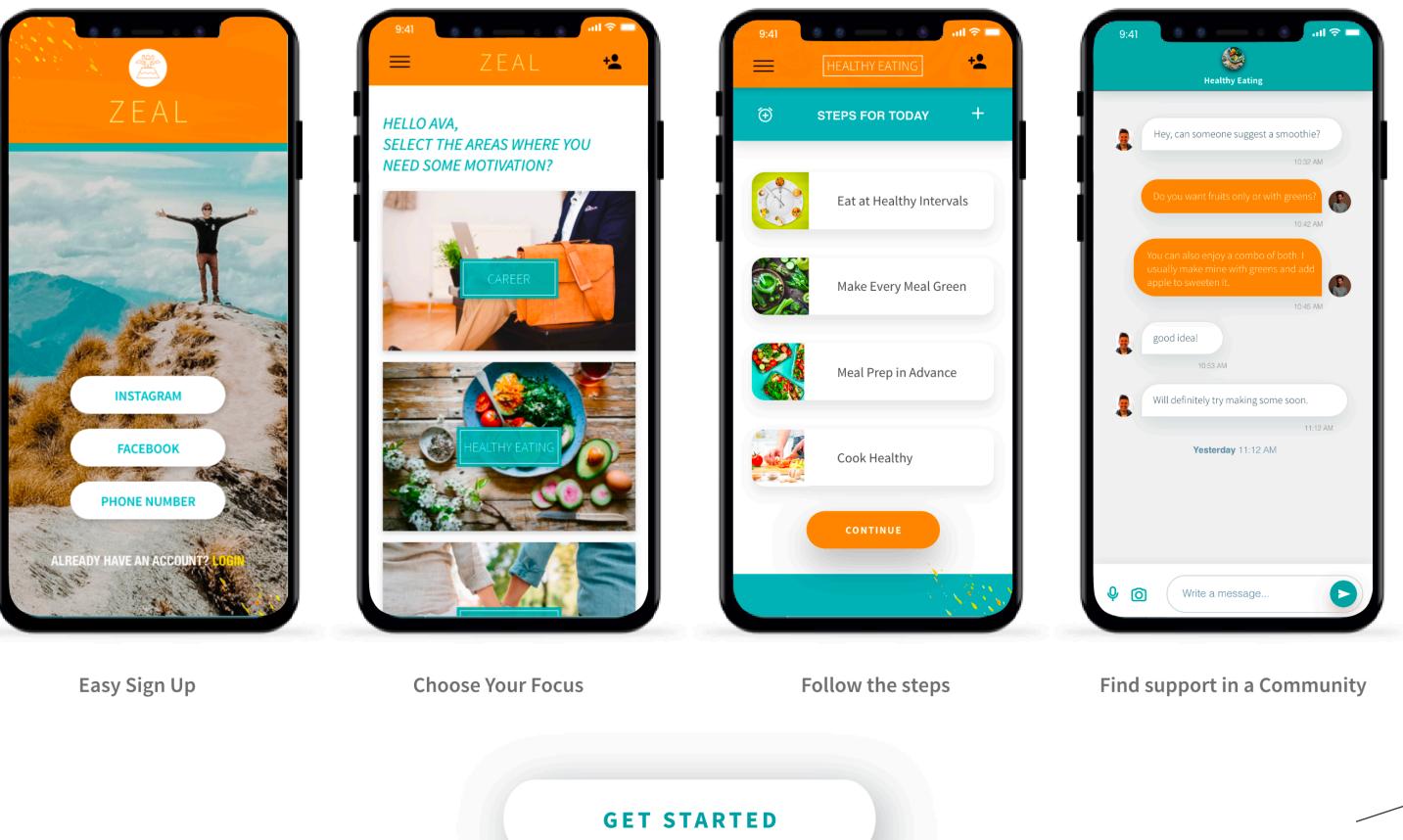
## 02 Buttons, Icons, Overlays



# STYLE TILE & IT'S APPLICATION



*A Most Inspiring and Powerful Tool to Kickstart Your Potential!*



GET STARTED

**ZEAL**

HOME FEATURES CHOICE PRICING TEAM CONTACT

**Zeal - Get Excited About Your Life**

Motivational challenges and community support combine to help you achieve your goals.

AN AMAZING NEW TOOL

Download on the App Store Google play

*A Most Inspiring and Powerful Tool to Kickstart Your Potential!*

INSTAGRAM  
FACEBOOK  
PHONE NUMBER

ALREADY HAVE AN ACCOUNT? LOG IN

EASY SIGN UP

Choose Your Focus

Follow the steps

Find support in a Community

GET STARTED

**Curated Challenges to Motivate Your Success**

Zeal can help you find the wherewithal to complete tasks when you start them.

Our applications and challenges are endless (over  $10^{82}$  options, more than there are atoms in the Universe!) but below are the six most common focuses.

GET STARTED

**Choose your Focus**

CAREER  
HEALTHY EATING  
SPORTS  
RELATIONSHIPS  
TRAVEL  
FINANCE

**What people are saying...**

Jamie: "I am very satisfied with the step by step approach and breaking tasks into smaller sections has helped me achieve my career goals."

Caroline: "I found the motivation and support that I was looking for to make necessary changes to my eating habits."

Download on the App Store Google play

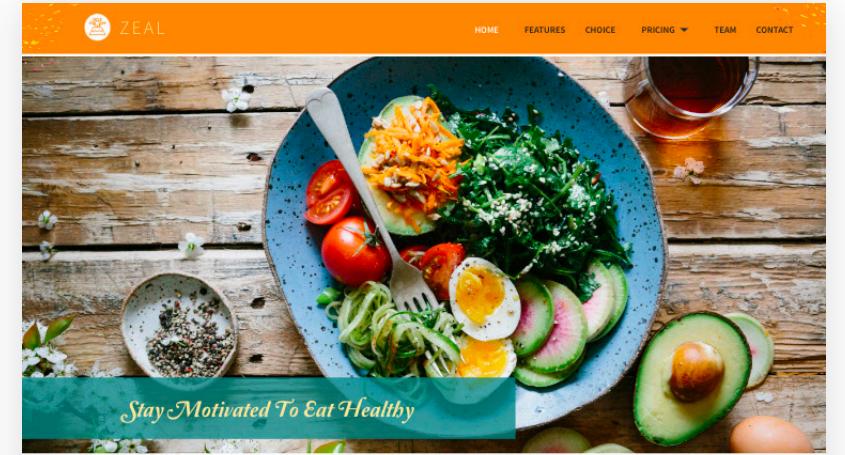
About Zeal

HOME | FEATURES | CHOICE | CONTACT

555-999-1212 Spechtre@gmail.com

About Us

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**ZEAL**

HOME FEATURES CHOICE PRICING TEAM CONTACT

**Stay Motivated To Eat Healthy**

1 DEFINE YOUR WHY

Defining your why is the first step in helping you to achieve your goals. By defining a strong reason, your actions are more likely to create quality results.

2 KNOW YOUR OBSTACLES

It's not always going to be an easy road, so knowing your obstacles will help you to create viable solutions.

3 COME UP WITH POSSIBLE SOLUTIONS

Mapping out your game plan will break down each goal into a series of manageable steps.

4 TRACK YOUR PROGRESS

Feel good about the progress you make every single day and stay committed to the work that matters the most.

5 GET YOUR DAILY DOSE OF MOTIVATION

Make friends, connect with others, and share advice on how you are achieving your goals.

6 REWARD YOURSELF

Increase positive experiences with your goals and maintain motivation.

**Reward Yourself**

"I found the motivation and support that I was looking for to make necessary changes to my eating habits."

-Caroline

Download on the App Store Google play

About Zeal

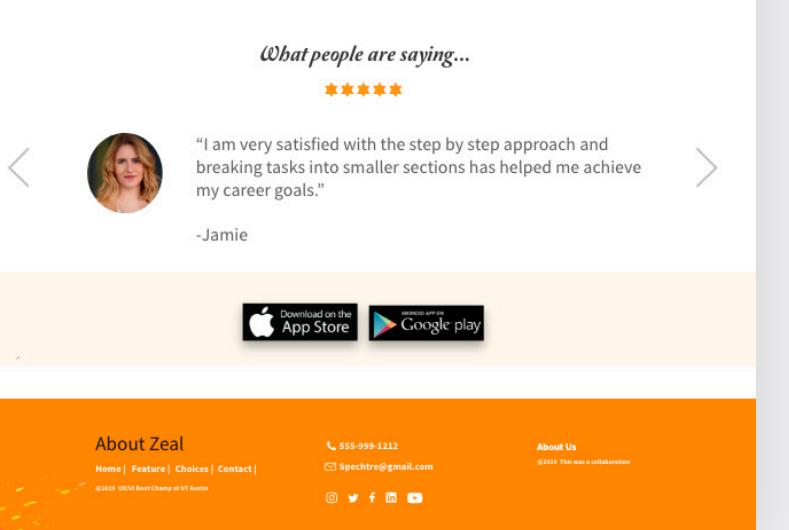
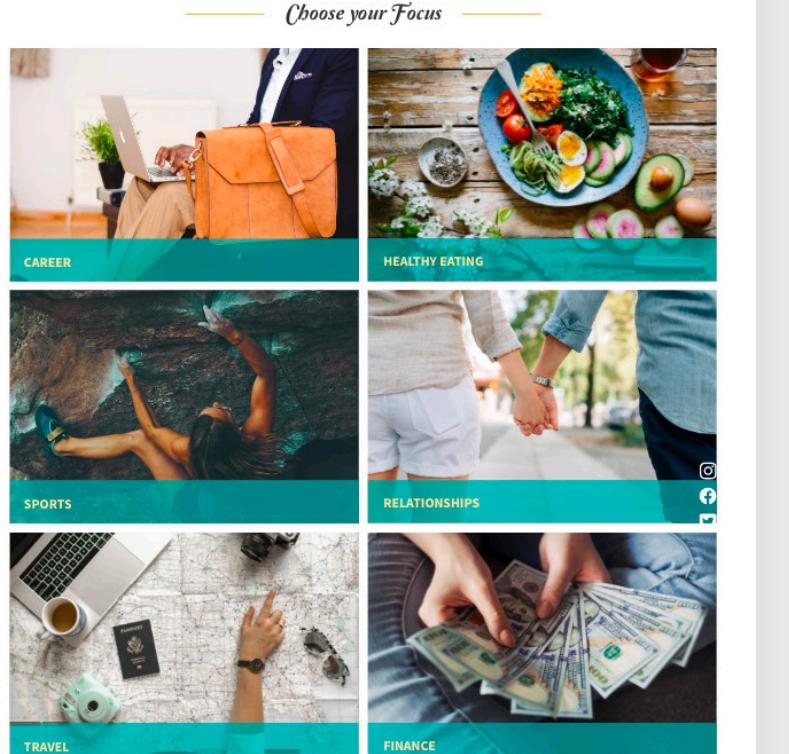
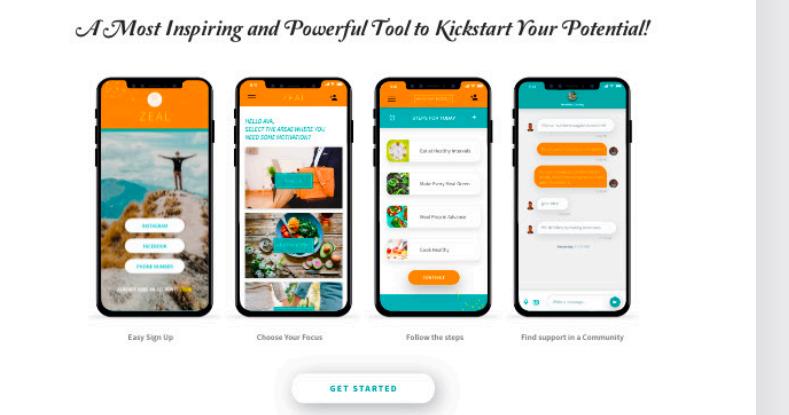
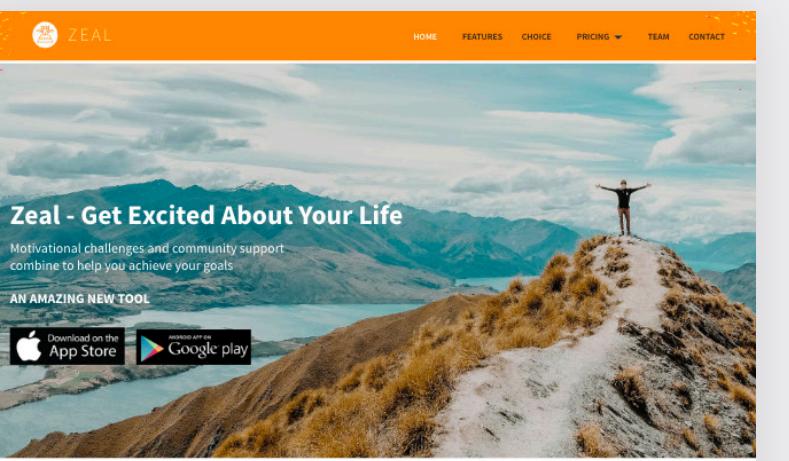
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About Us

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# TESTING & ITERATION



DESKTOP MOCKUP 1



## DESKTOP MOCKUP 2

The Zeal website is designed to help users stay motivated to eat healthy. It features a clean, modern design with a focus on healthy food photography. The homepage includes a call-to-action button and a testimonial from Caroline.

- 1 DEFINE YOUR WHY:** Defining your why is the first step in helping you to achieve your goals. By defining a strong reason, your actions are more likely to create quality results.
- 2 KNOW YOUR OBSTACLES:** It's not always going to be an easy road, so knowing your obstacles will help you to create viable solutions.
- 3 COME UP WITH POSSIBLE SOLUTIONS:** Mapping out your game plan will break down each goal into a series of manageable steps.
- 4 TRACK YOUR PROGRESS:** Feel good about the progress you make every single day and stay committed to the work that matters the most.
- 5 GET YOUR DAILY DOSE OF MOTIVATION:** Make friends, connect with others, and share advice on how you are achieving your goals.
- 6 REWARD YOURSELF:** Increase positive experiences with your goals and maintain motivation.

**Testimonial:**

"I found the motivation and support that I was looking for to make necessary changes to my eating habits."

-Caroline

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