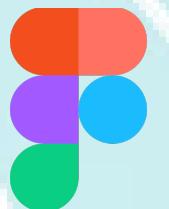


Blu

Hydration Tracking APP



Design Process



Empathise



Define



Ideate



Prototype



Test

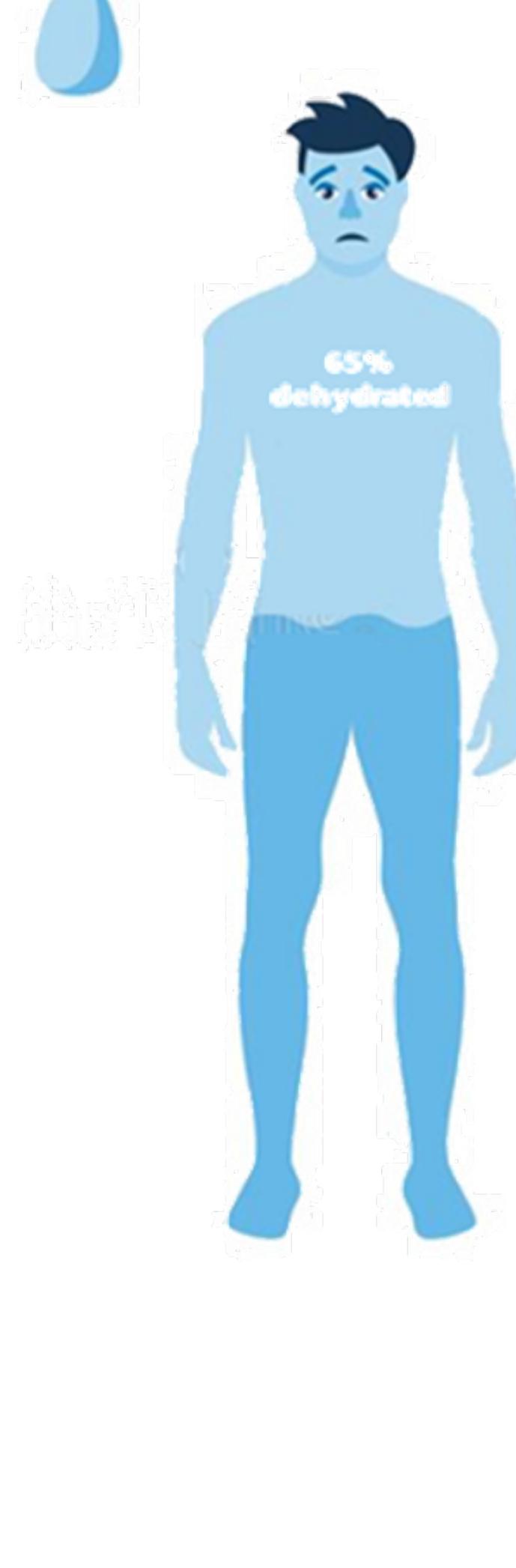
The Problem

Current hydration tracking apps aren't engaging enough and fail to inspire users to be motivated to enter their hydration consumption.

The Solution

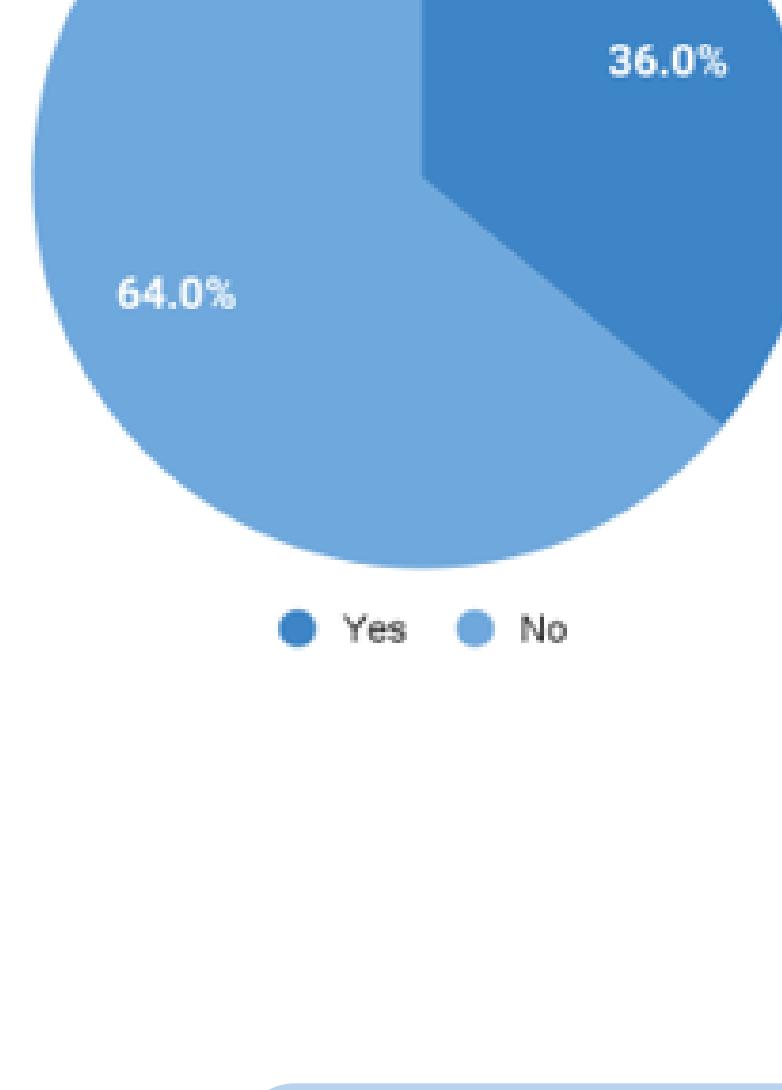
Gamifying the app will enhance user engagement and motivation, leading to an improvement in their water consumption goals.

Empathise



We carried out quantitative and qualitative research to find out how we could design and evaluate a personalized coaching app with gamification features to improve water consumption and hydration habits among individuals.

Do you currently use any hydration tracking apps?



None

of the survey respondents

were drinking the

recommended 8 glasses

of water per day

Forgetfulness

is the main challenges

people face when trying to

track water intake, followed

by lack of motivation and

being too busy

We carried out 5 user interviews and analysed the responses using an affinity diagram.

I want to see the effect of water consumption

I need to drink more water

I am motivated by rewards

I want to earn interesting badges

We conducted a SWOT competitor analysis of three direct and three indirect competitors. to see what other apps were doing well, what feature gaps existed and what could be improved.

Strengths

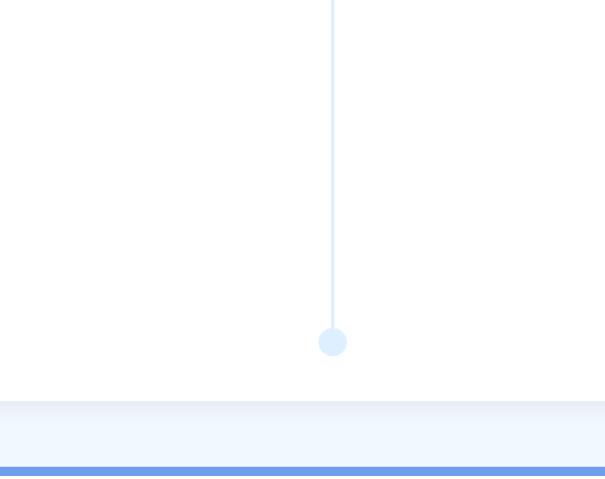
- Clean UI navigation system
- Simple personalised onboarding
- Water intake through pictures of containers
- Variety of measurements
- Shortcut to add water

Weakness

- Expensive for premium account
- Features locked behind paywall
- Badges are underwhelming
- Lots of adverts and pop-ups
- Annoying music
- Notifications not working

Opportunities

- Make a variety of fun notifications
- Link with other health apps
- Tracking offline
- Allow longer timeline to complete goals



Threats

- There are many existing hydration apps out there
- Some health apps already have water tracking included
- Competitors may offer more advanced tracking

To help us empathise with our users and understand their problems in more depth we collated our research findings into a user persona.



LUCAS PATEL

Male, 27, Manchester, Software Engineer

"I've been trying to drink more water, but I think my body is 70% coffee at this point."

About

I'm passionate about fitness and health, and I invest time tracking my progress. I love humor, making people laugh, playing games with friends, and friendly competition.

Likes

- Being healthy
- Cooking healthy meals
- Fun activities and apps
- Monitoring self development
- Set clear goals for himself

Pain points

- Doesn't know the effects of lack of water consumption
- Apps that aren't engaging
- Too many reminders
- Does not drink enough water
- Get distracted easily

Goals

- Be educated about the benefits of drinking water
- Need assistance to complete reach my goals
- To collect interesting badges
- To get rewards

Apps using



Define

To help us define the problem and ensure we were designing an app that solves a real problem for users we curated a user insight and a problem statement. This enabled us to capture what we wanted to achieve with our design.



User Insight

Lucas, a fitness enthusiast needs to receive exciting rewards as he progresses through his goals because current tracking apps are not engaging enough.

During interviews and surveys, we discovered that a majority of people aged 25-30 are motivated when receiving rewards to complete a task.

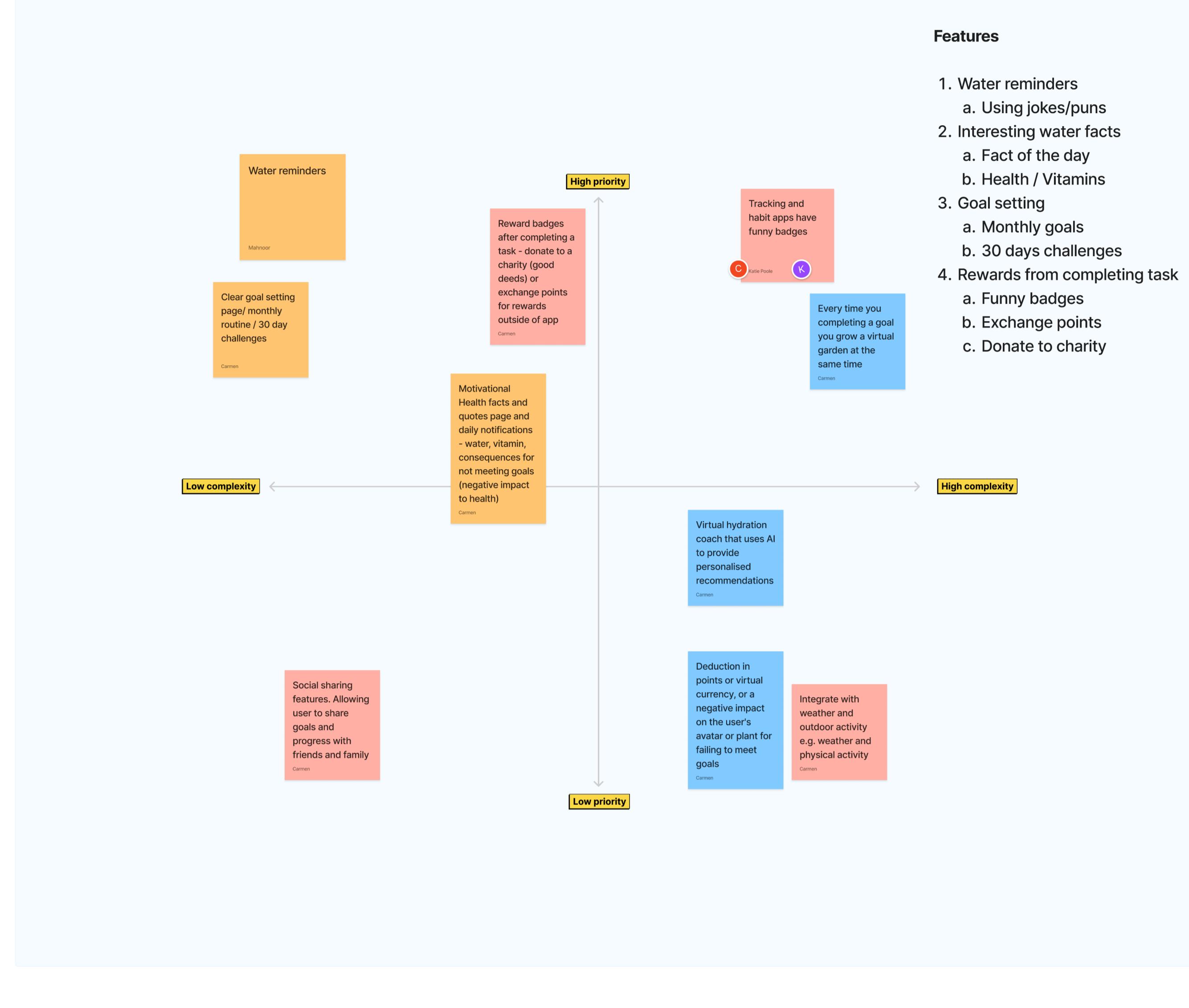


Problem Statement:

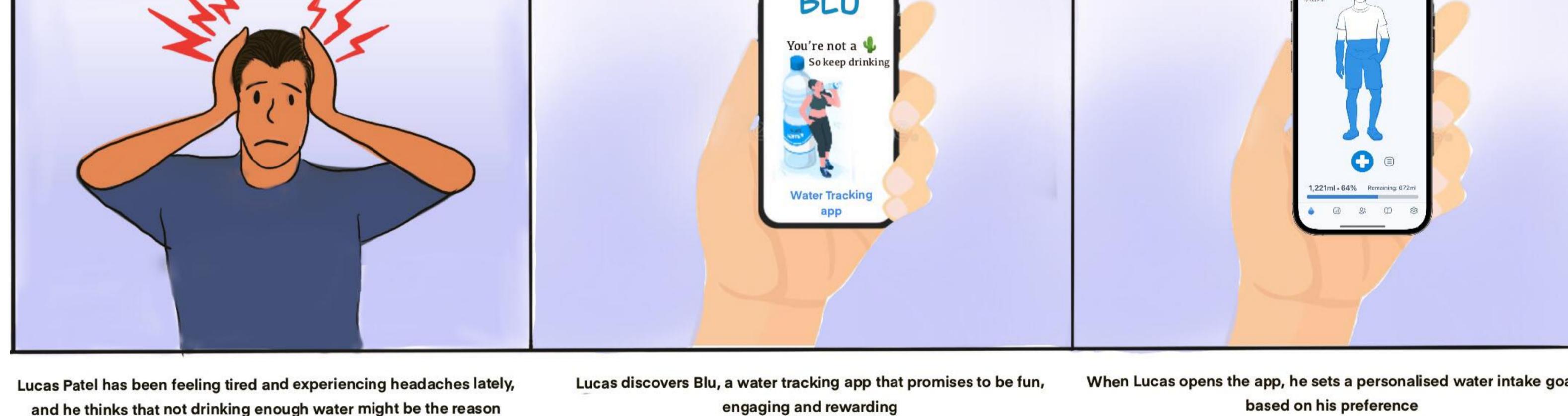
Our app aims to address the issue of inadequate water intake among individuals who are dissatisfied with their current consumption levels. We believe that by gamifying the app, we can enhance user engagement and motivation, ultimately leading to an improvement in their water consumption goals.

Ideate

We brainstormed using the I like, I wish, what if method and prioritised features using dot voting and a feature prioritisation matrix. This highlighted the features that were most important for our minimal viable product.

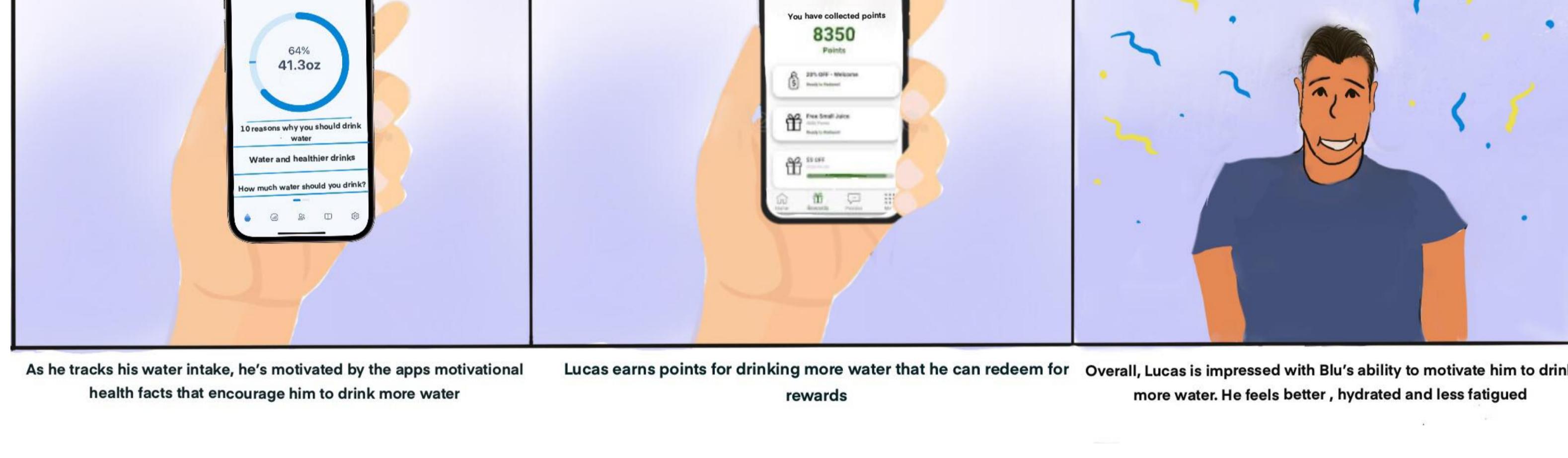


To help communicate our solution to the users' problem we developed a storyboard of our user's experience using Blu.

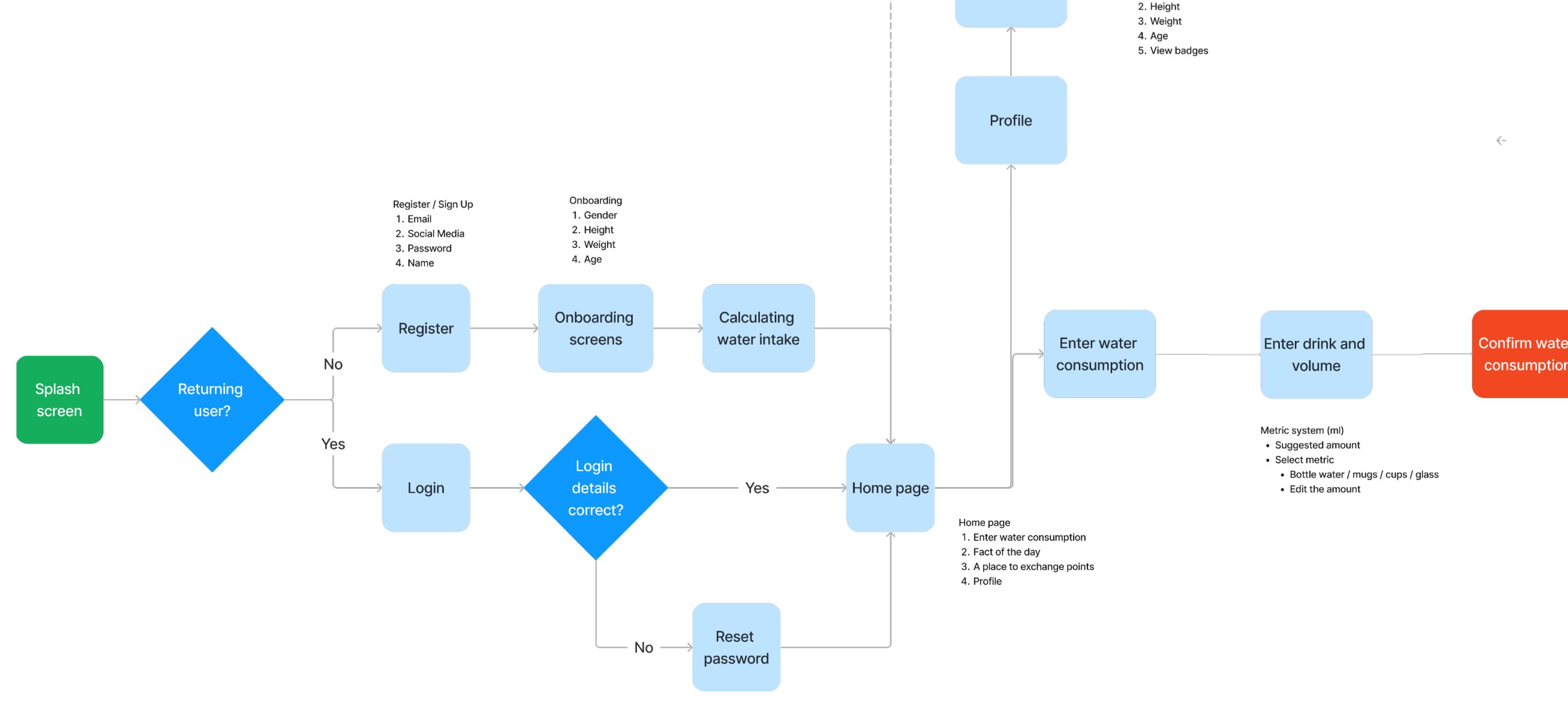


Lucas discovers Blu, a water tracking app that promises to be fun, engaging and rewarding

When Lucas opens the app, he sets a personalised water intake goal based on his preference

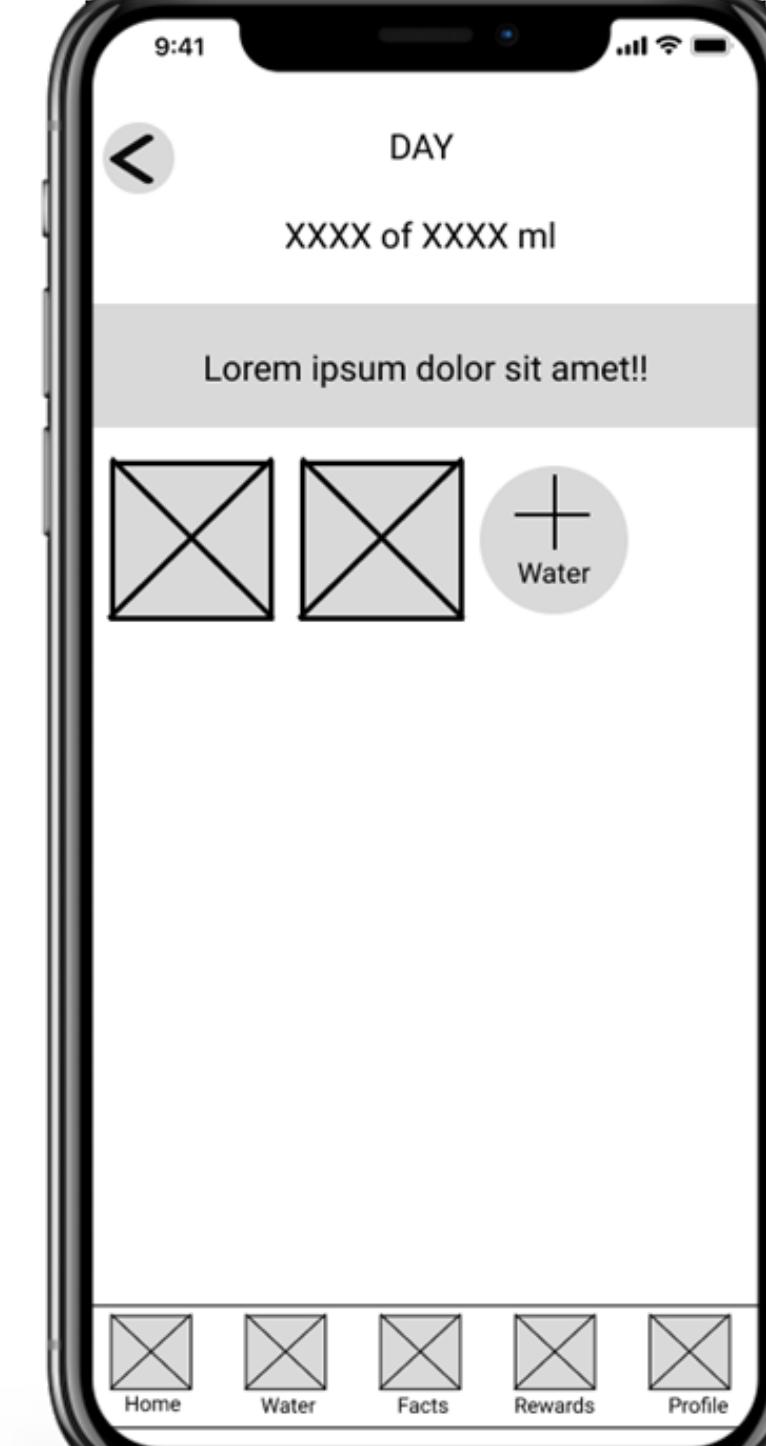
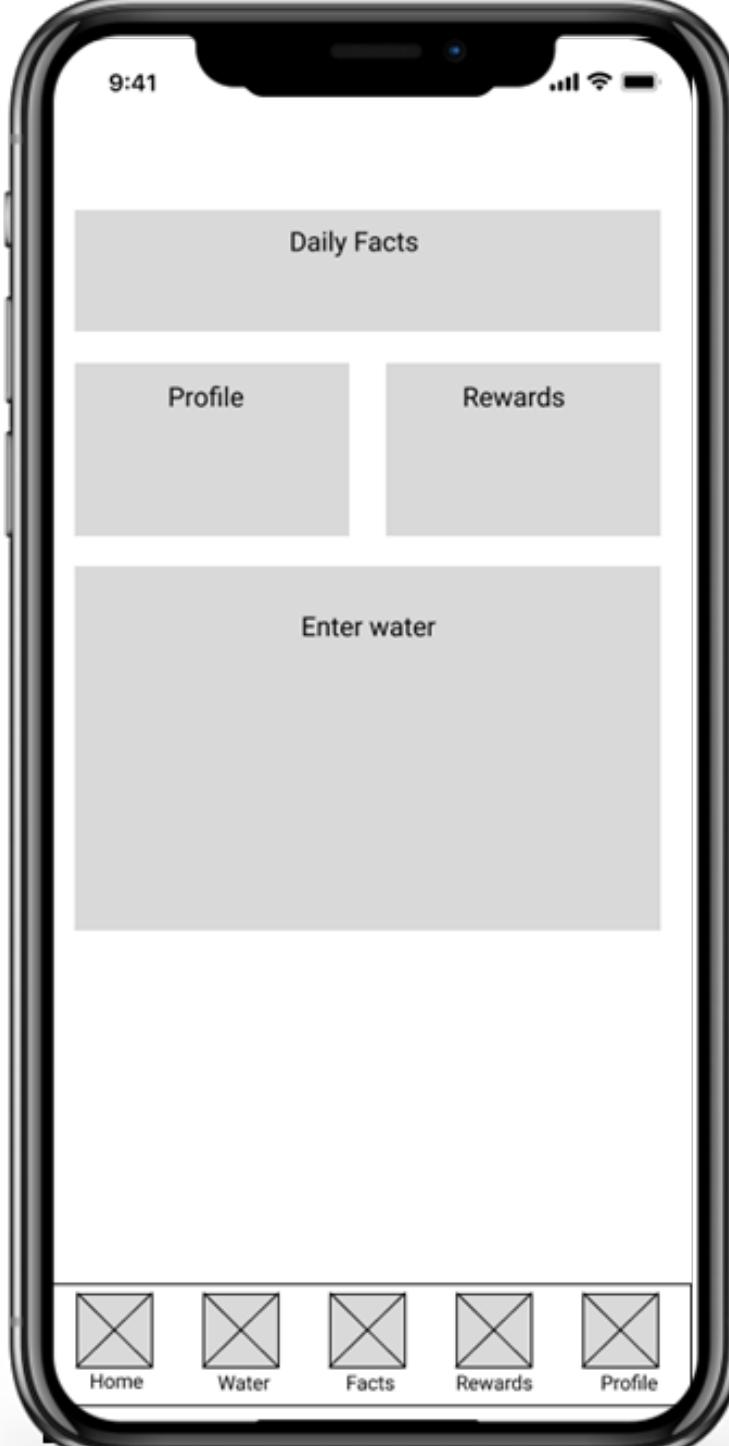
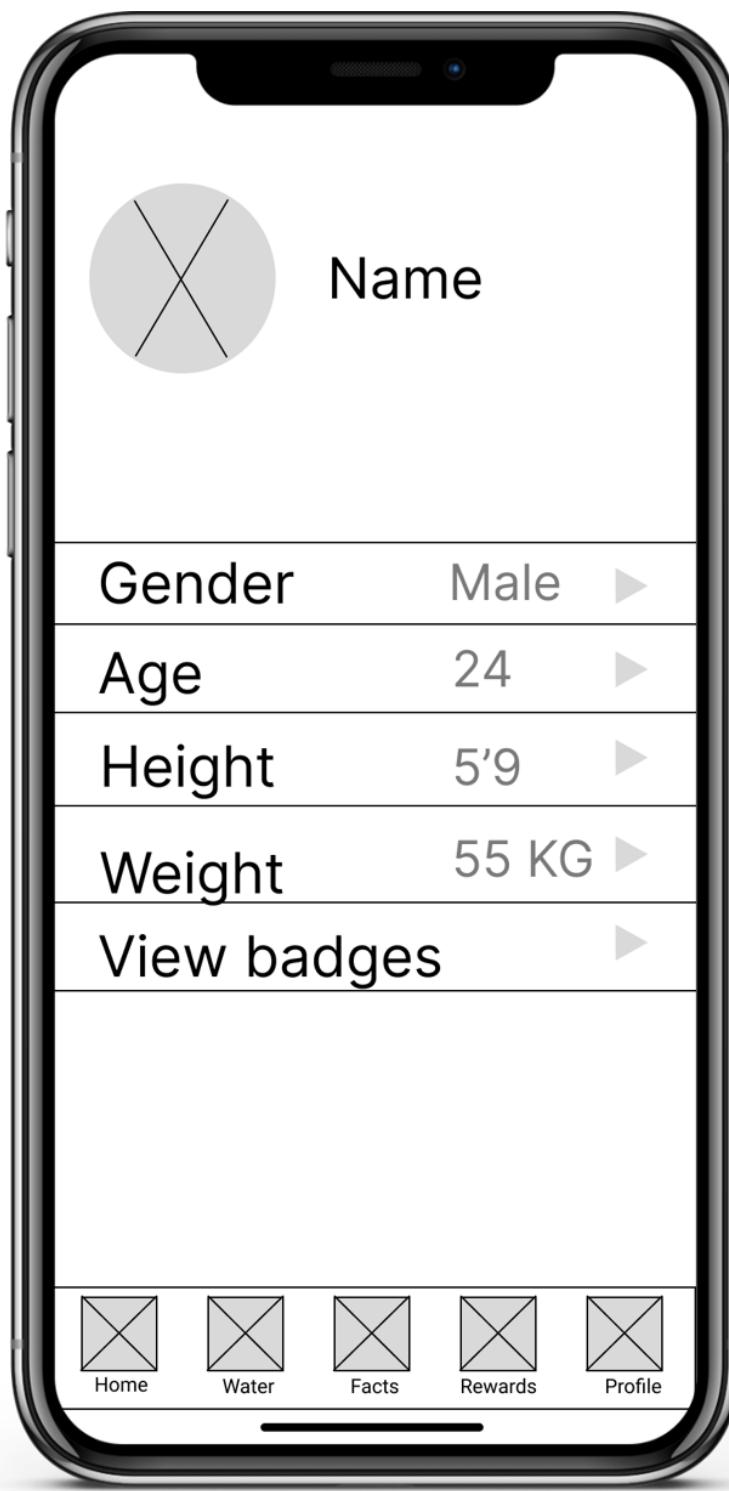
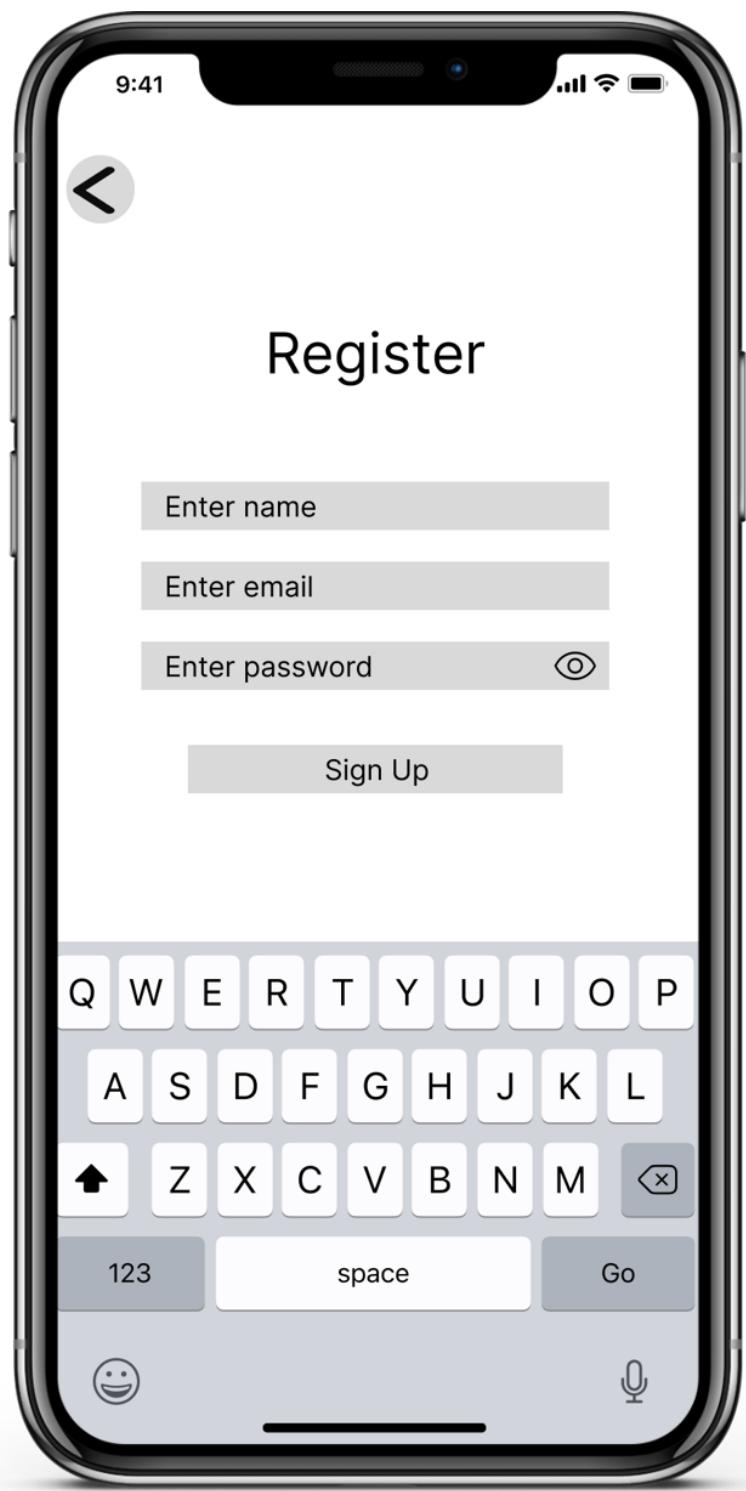


With the features that were selected for development we created a user journey map and user flows to map out the user experience.



Prototype

We created a mood board for inspiration and then sketched ideas for the app. We created low-fidelity prototypes in Figma in preparation for early usability testing.



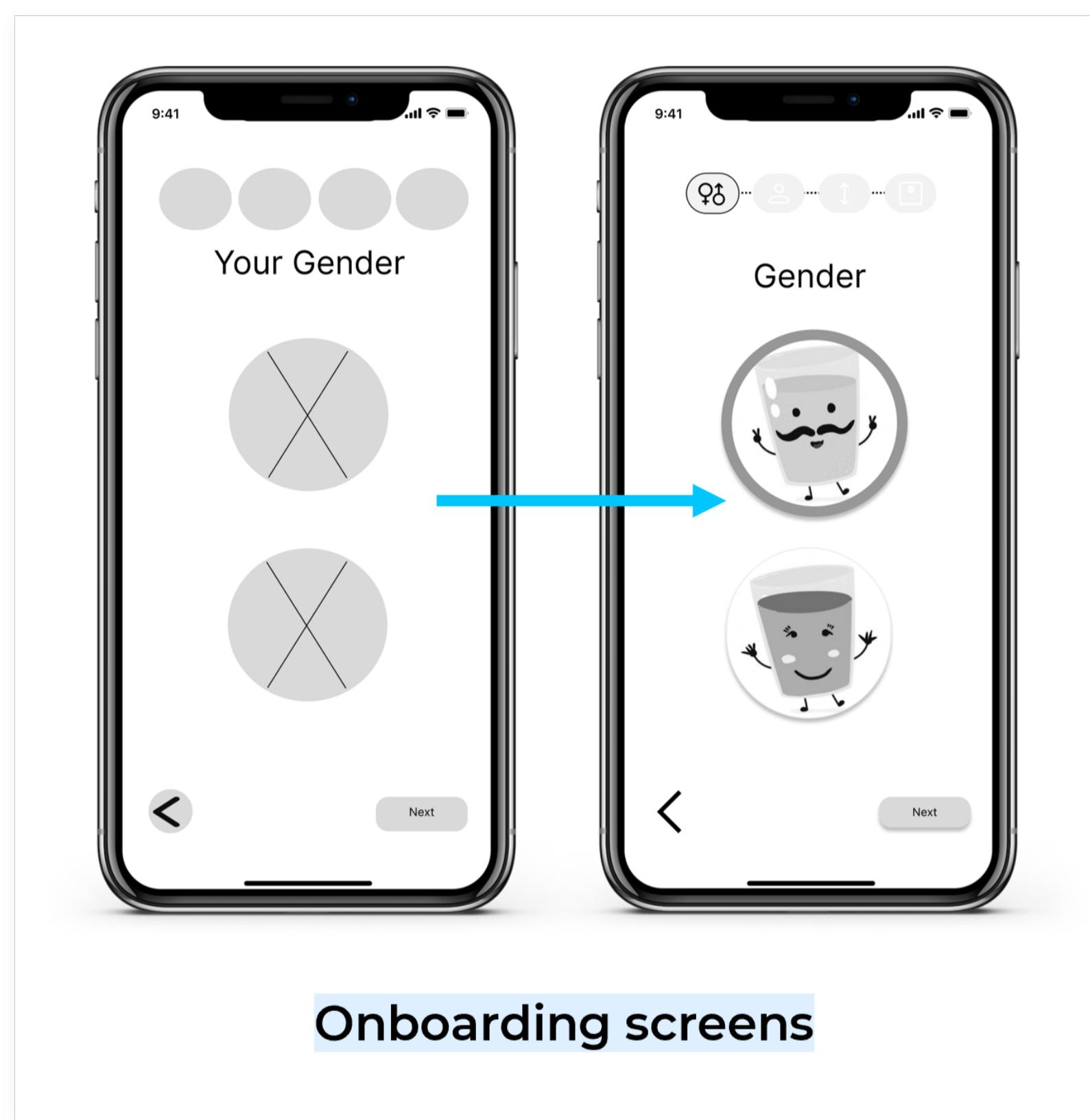
Test

We conducted Guerrilla tests with users and recorded their perceptions. We rated the frequency of responses and prioritised features to make improvements. We made significant improvements to the coaching screen, onboarding screens, goal screen and reward screen as well as overall improvements to the look and feel.

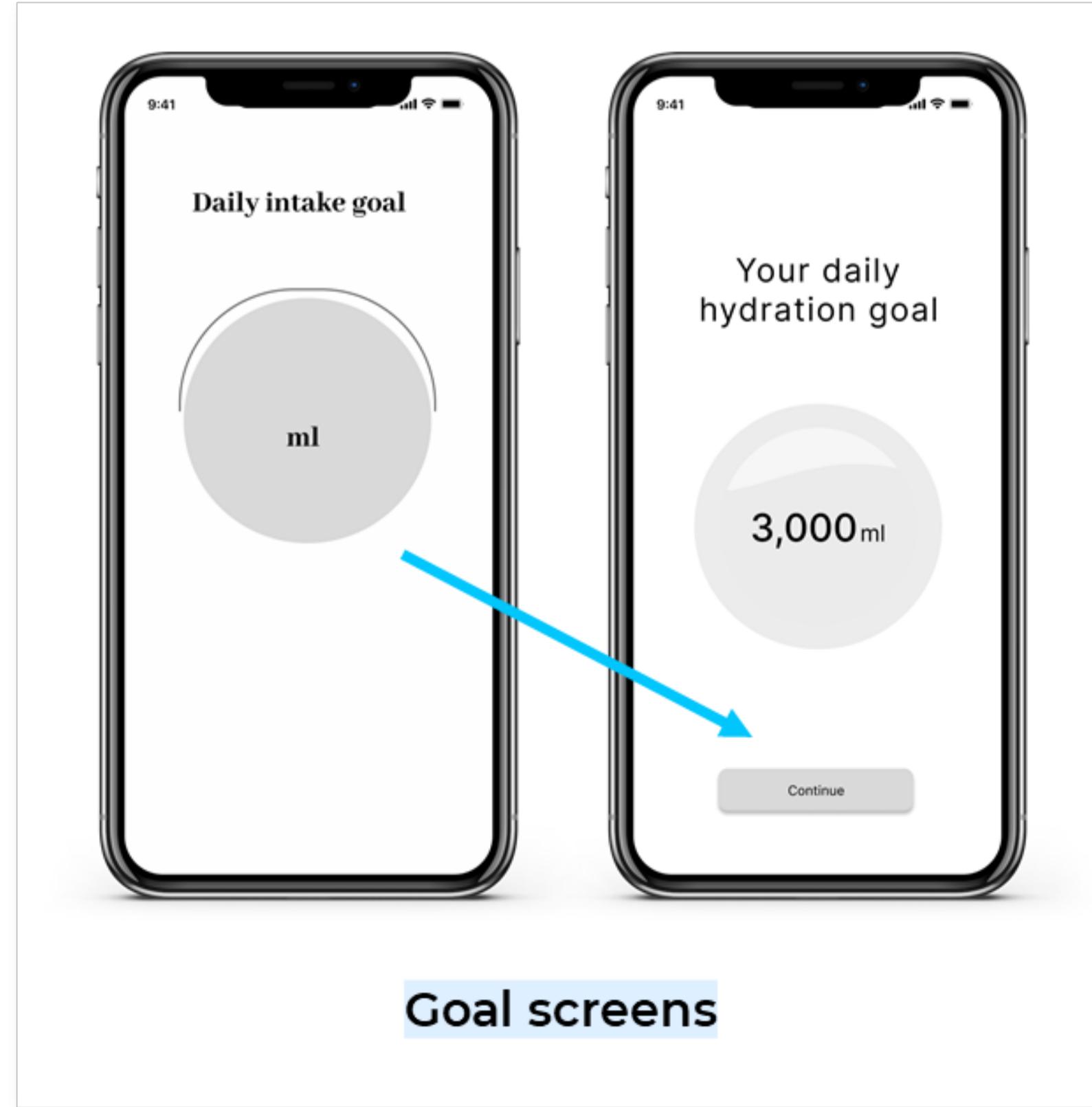
Iterations



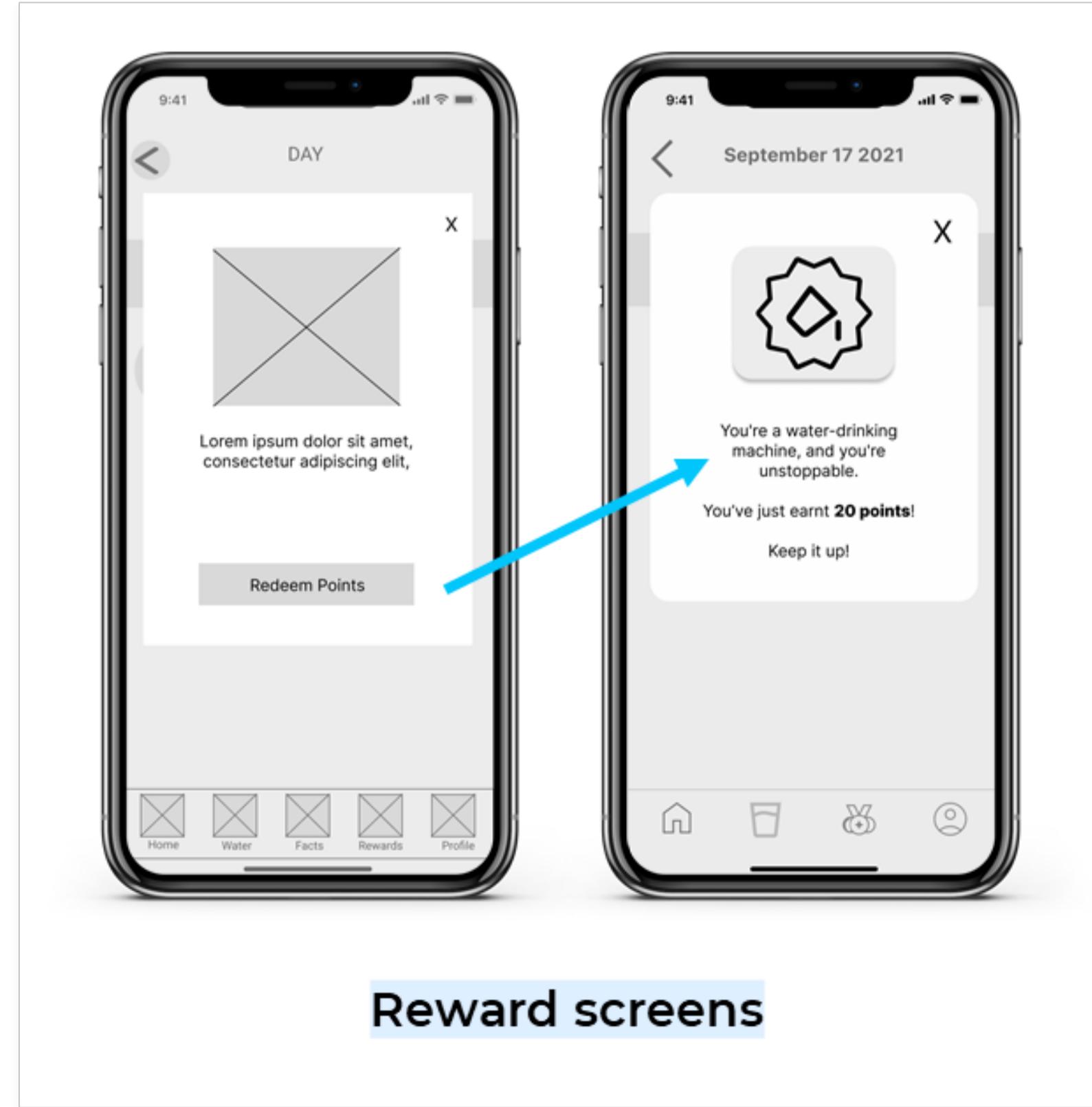
Coaching screens



Onboarding screens



Goal screens



Reward screens

Final Prototype

