

# Ironhack collaboration **Kwit Apple Watch app**

UX UI Bootcamp – 10th to 21st of May 2021



## Background

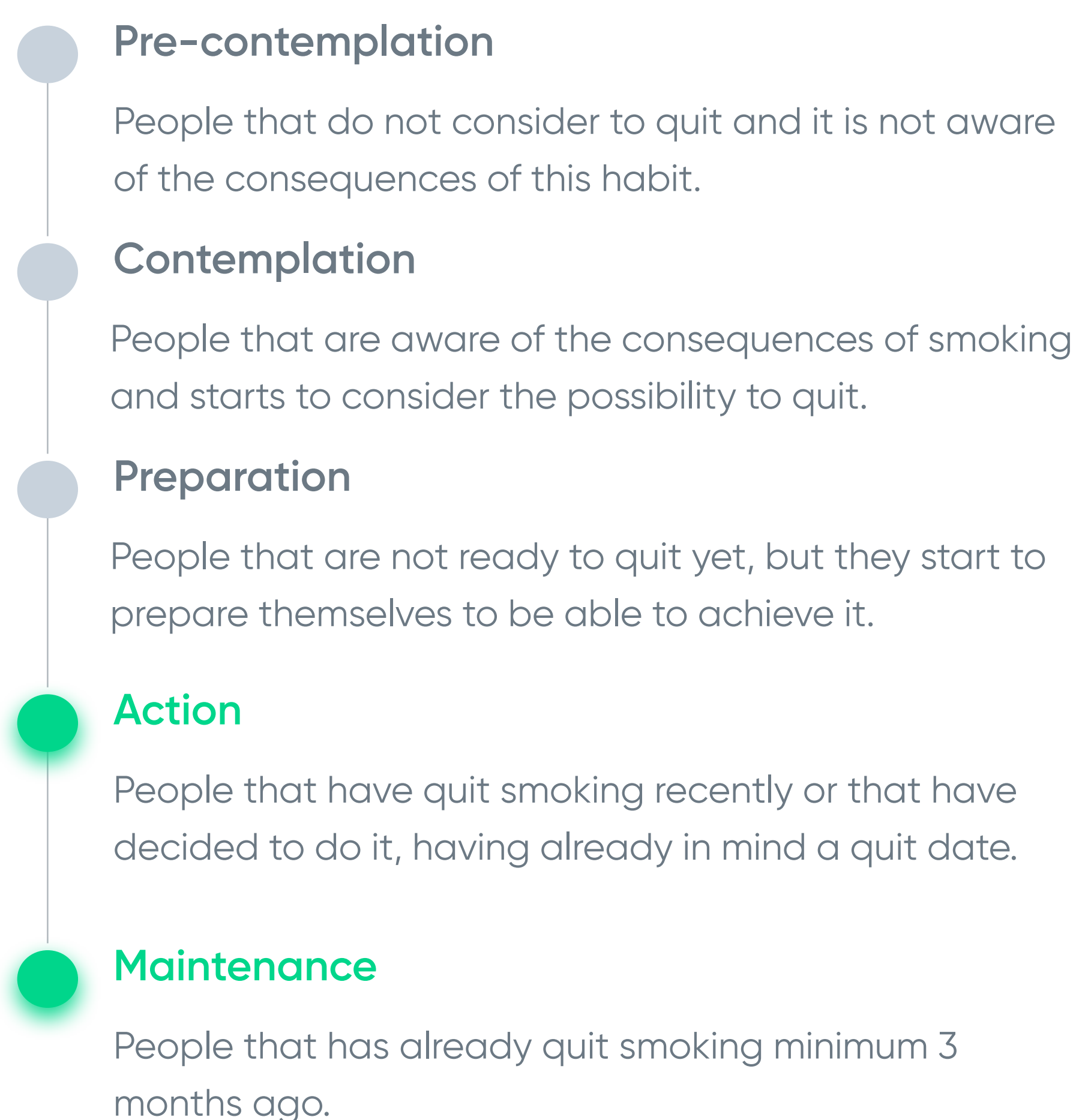
Kwit is first and foremost the story of Geoffrey Kretz, a developer who wanted to quit smoking. While looking for an app that could encourage and support him during this difficult period, he realised the existing ones were incomplete. That's how he decided to create an app that could make the smoking cessation easier, but also fun and stimulating!

In order to benefit from this help the greatest number of people, Geoffrey decided to dedicate his work to the app development, and create in 2017 with two of his friends the eponymous start-up.

Now the challenge will be to extend Kwit universe into the Apple Watch device, to continue supporting the millions of people that wants to live longer, happier, healthier and feel proud of themselves.

## Target audience

People that smoked and that are in an action or maintenance phase, that has a personal Apple watch, and have the Kwit app already in their phones (iOS).



## Project scope

- # Identify which of the core Kwit features users would like on the app watch.
- # Propose a mix of complications/app to fulfilled those features.

## Requirements

- # Mix of complications.
- # Sign up / log in not required.

## Expected deliverables

- # Research report.
- # User personas.
- # User journey and user flow.
- # Wireframes in mid-fidelity.

## Nice-to have

As a nice-to-have deliverable, you can present the high fidelity version of your prototype.

## Resources

We will give you access to our Sketch library with all the items of the Kwit universe. We will try to provide you the initial data that you need to start your research.

### The Kwit team

You will be working with Geoffrey (CEO), Jeff (CPO) and Lara (Head of Product Design). We will be your guide within the duration of the project.

