

Capstone

Part 3



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Capstone

Part 3

Research Review

Research Review

Problem Space

The impact of COVID-19 on everyday life has been different for everyone, but the mental health and physical well-being of Millennials has been affected the most. Our strained mental health could be here for the long term, according to new research released more than six months into the COVID-19 pandemic and being physically inactive contributes to that. Strained mental health for millennials is a large ongoing problem, but COVID-19 has intensified it.

Research Review

How Might We

use Millennials' increased interest in non-traditional types of physical fitness to increase their activity during COVID-19, in order to actively regulate their mood, and improve their mental health and wellness?

Research Review

User Story 1

Epic: Explore

User Story: As an Active Millennial I want to book a variety of different physical activities so that I can keep learning new skills and feel better about my health.

User Story: Booking a new physical activity from the explore page.

User Story 2

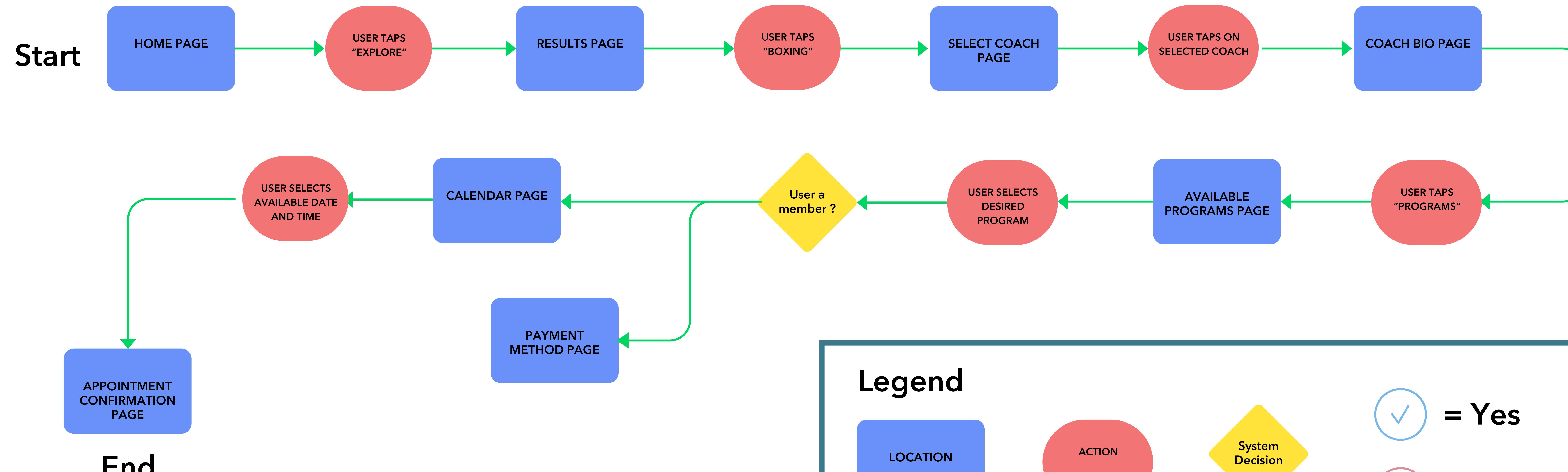
Epic: Tracking

User Story: As an Active Millennial I want to track my mood before and after workouts so that I can know where my emotional state has to be in order to optimize my sessions.

User Story: Completing an activity, and checking personal mood tracking charts.

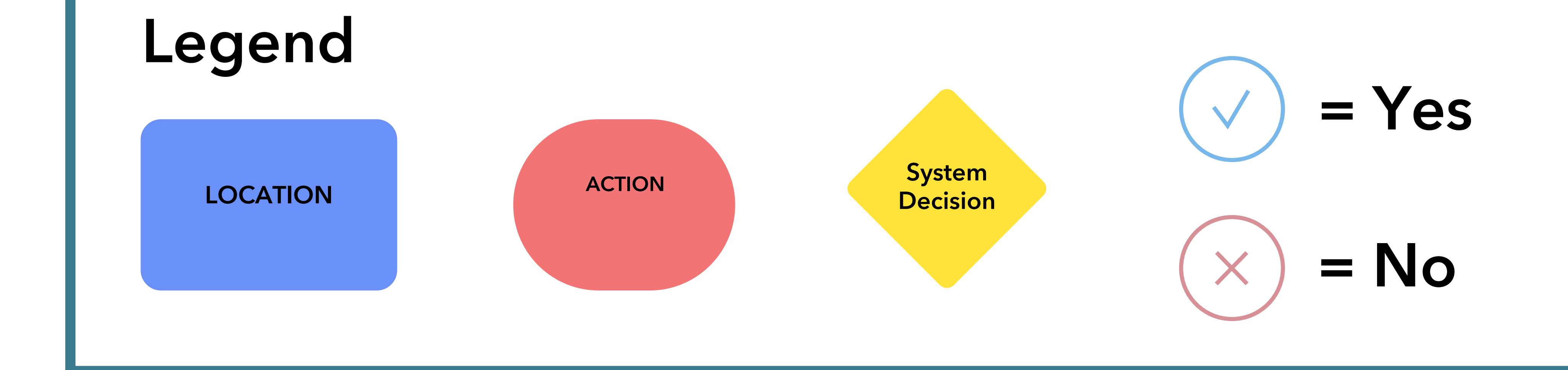
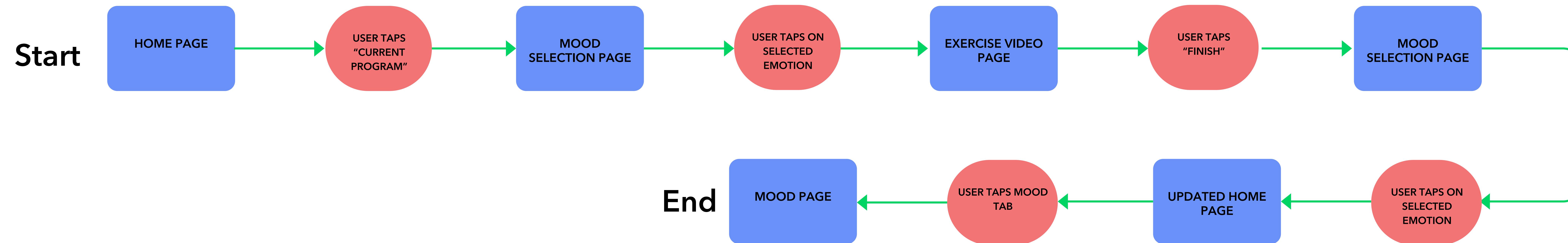
Research Review

Task Flow 1



Research Review

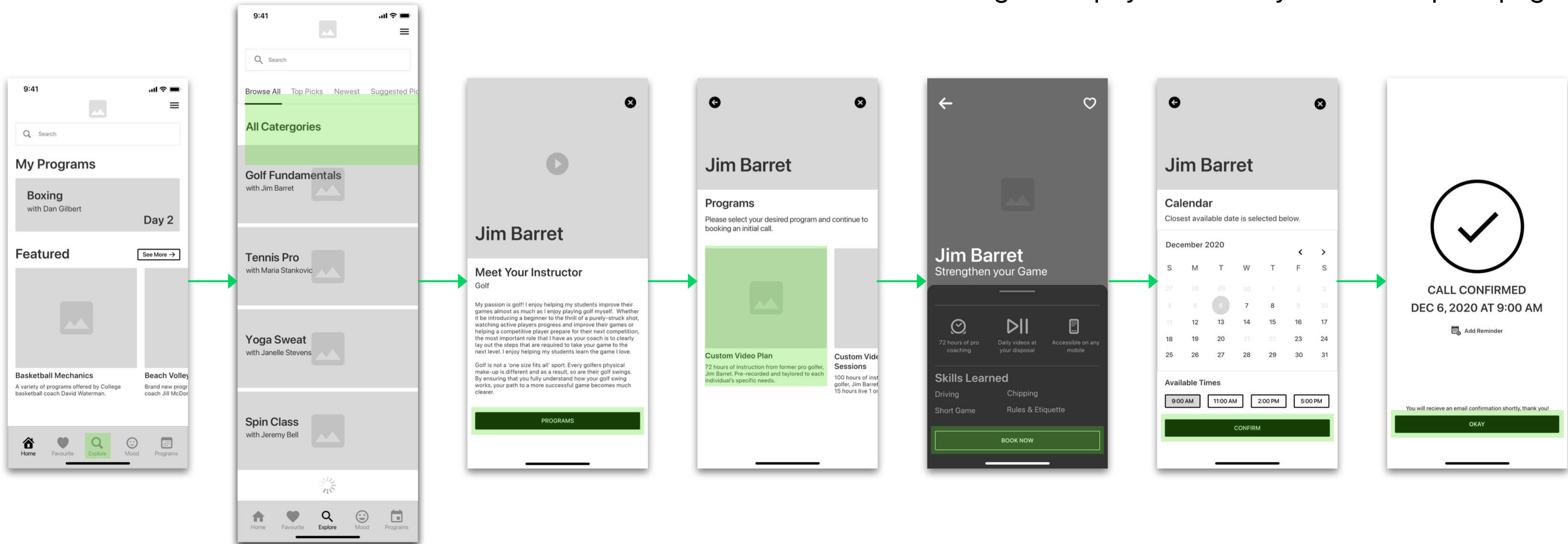
Task Flow 2



Research Review

Wireflow 1

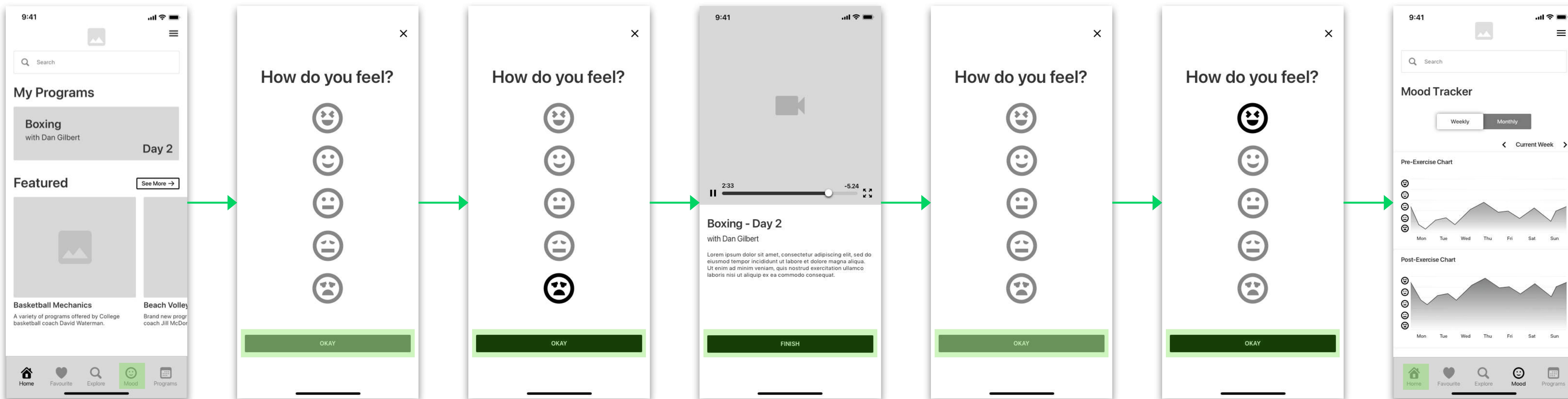
*Booking a new physical activity from the explore page.



Research Review

Wireflow 2

*Completing an activity, and checking personal mood tracking charts.



Capstone

Part 3

Visual Identity

Visual Identity

Brand Exploration

My brand embodies...

1. Calm
2. Active
3. Peaceful
4. Healthy
5. Zen
6. Happy
7. Motivated
8. Productive
9. Natural
10. Minimal

My brand is more A than B

- My brand is more inclusive than exclusive
- My brand is more minimal than busy
- My brand is more energetic than lethargic

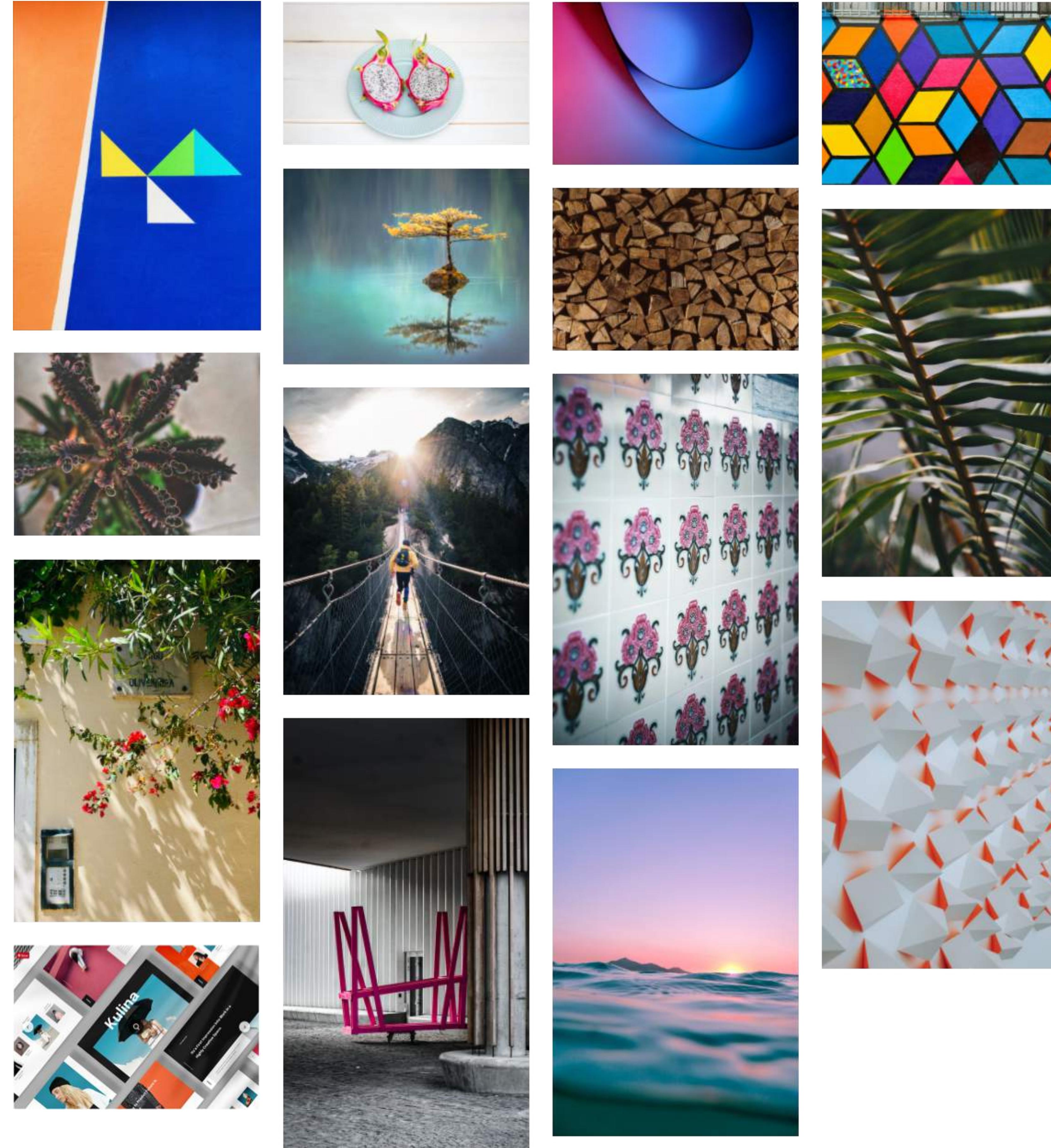
List of possible brand names

Active	→	Activ, Actiive, activ
Zen	→	ZenFit, zenfit, Zenfit, Zen, zen
Mind	→	MindBody, Mindful
Growth	→	Motivay, Motive, Evolv

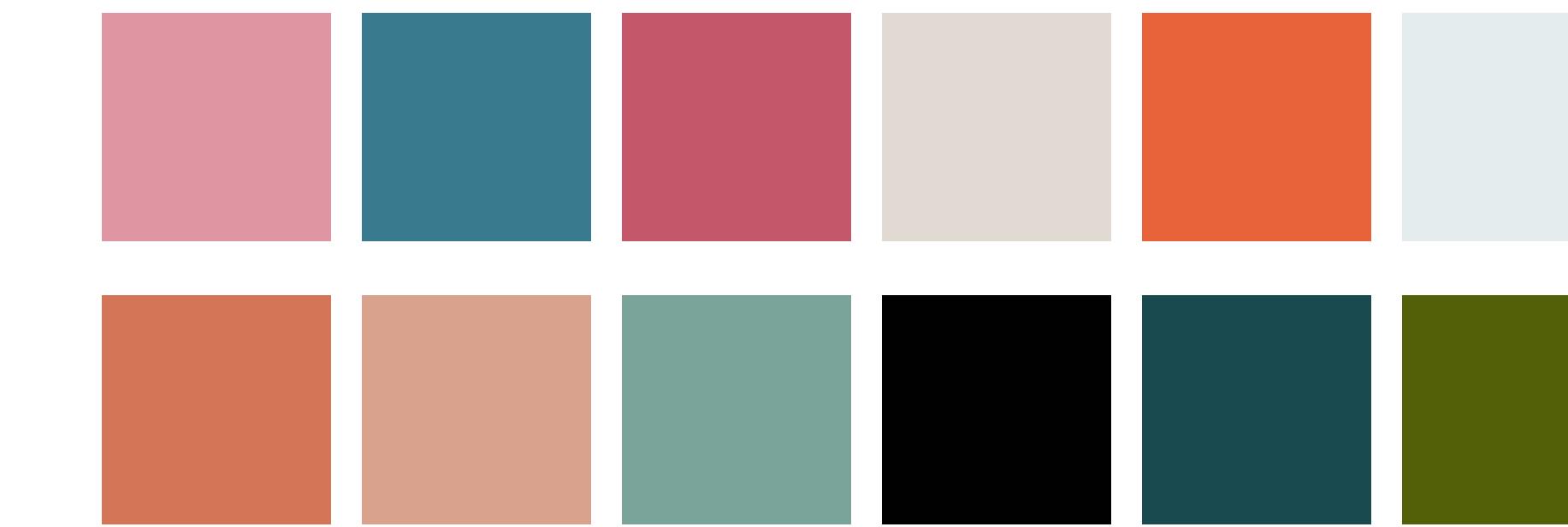
Top Picks

Visual Identity

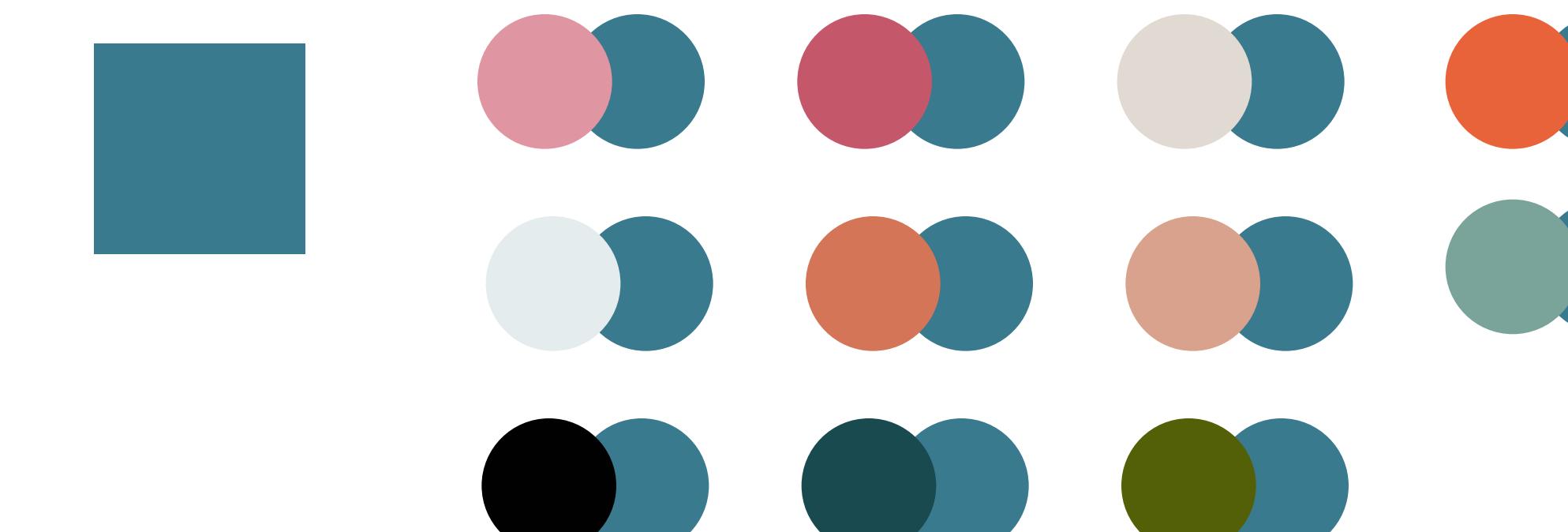
Moodboard



Extracted Colours



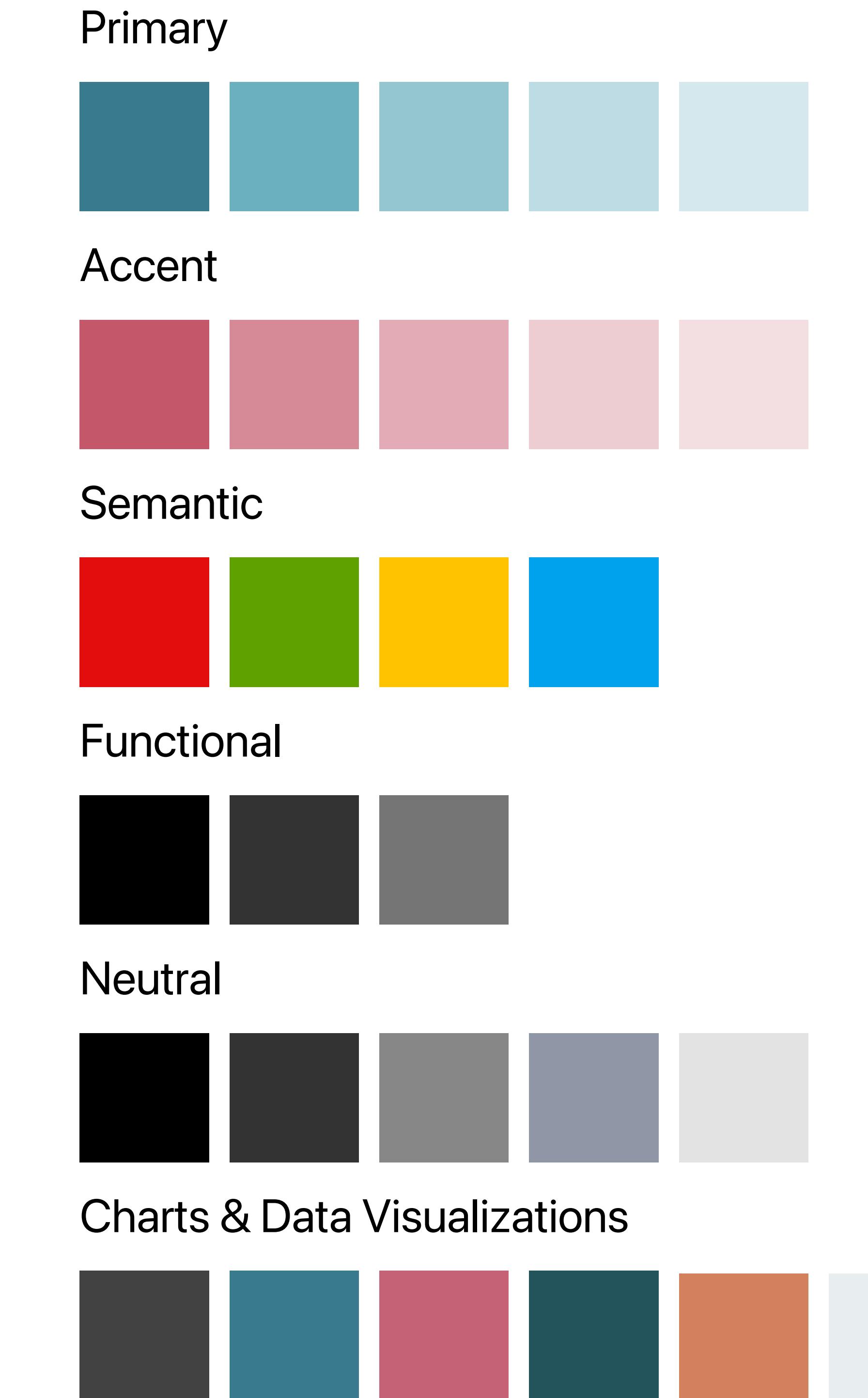
Extracted Colours



Brand Colours



UI Colours



<https://projects.invisionapp.com/boards/DE416MT8NUQ/>

Visual Identity

Colour Injection

Selected Brand Colours



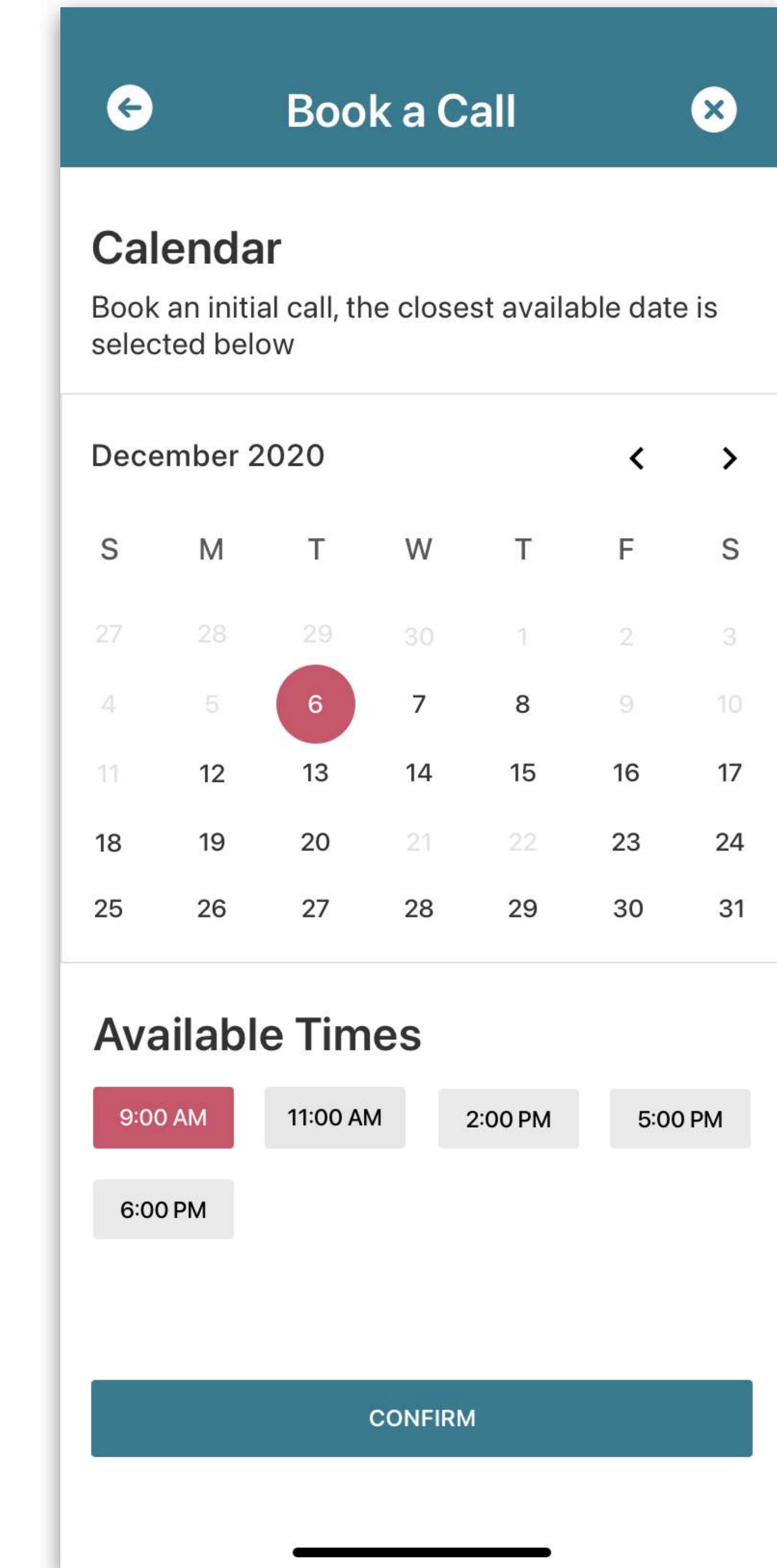
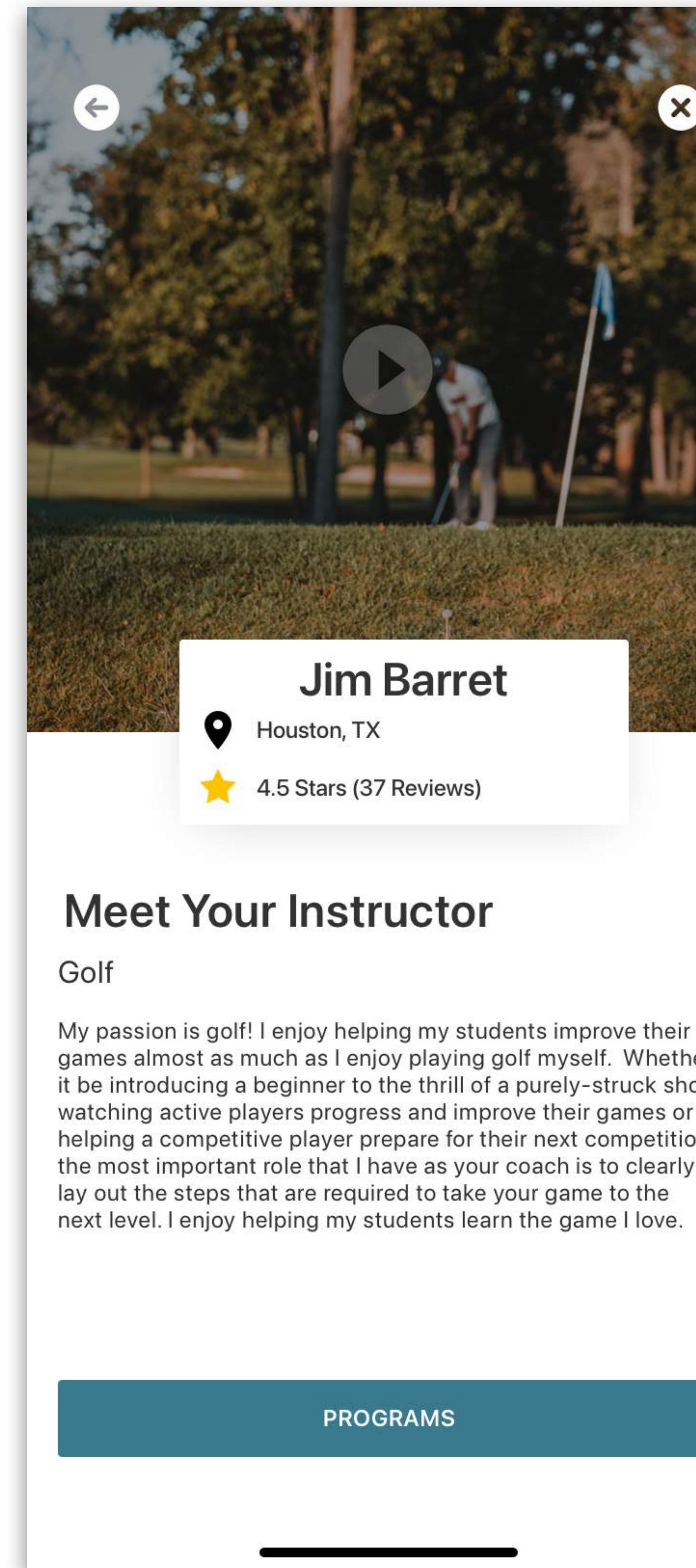
White
#FFFFFF
60%



Ocean Blue
#397A8E
30%



Coral
#C5576B
60%



Visual Identity

Typographic Moodboard



Selected Typeface

Font Family: SF Pro Display

Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

SemiBold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Medium

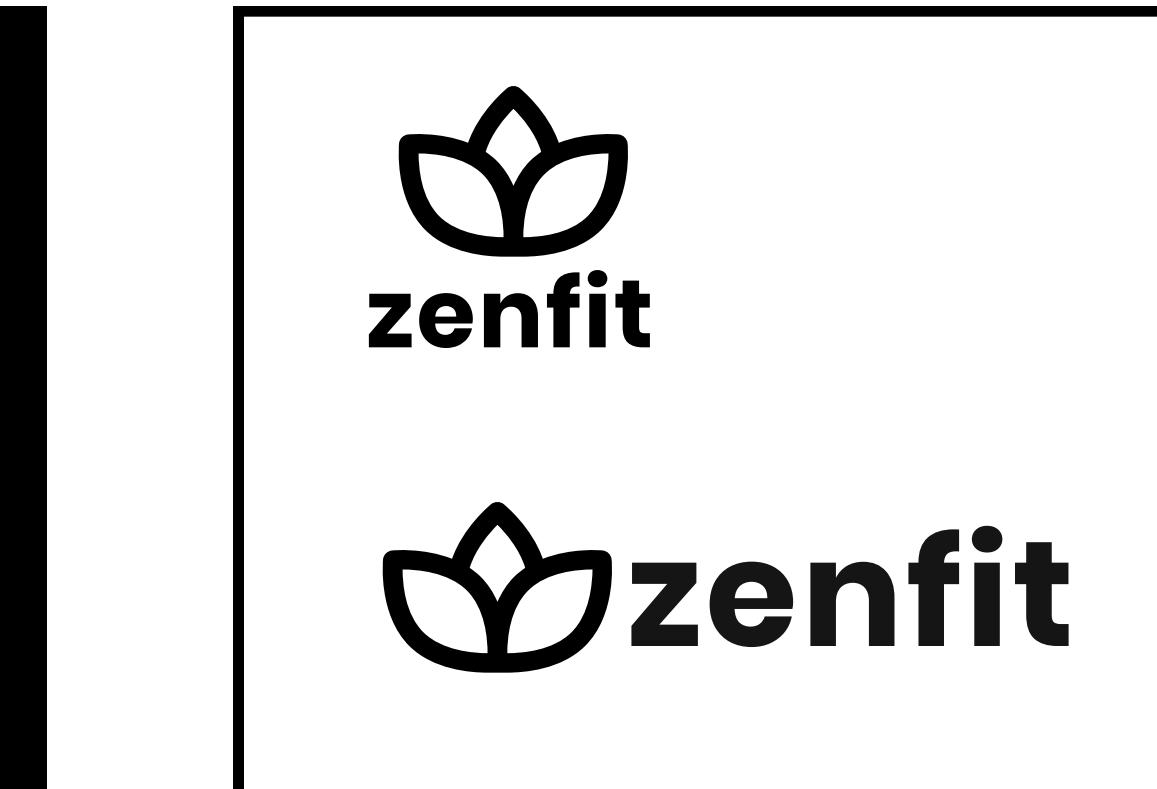
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Visual Identity

Brand Name Sketches



Visual Identity

Application Icon



Icon 24px



Icon 128px



Icon 256px



Icon 512px

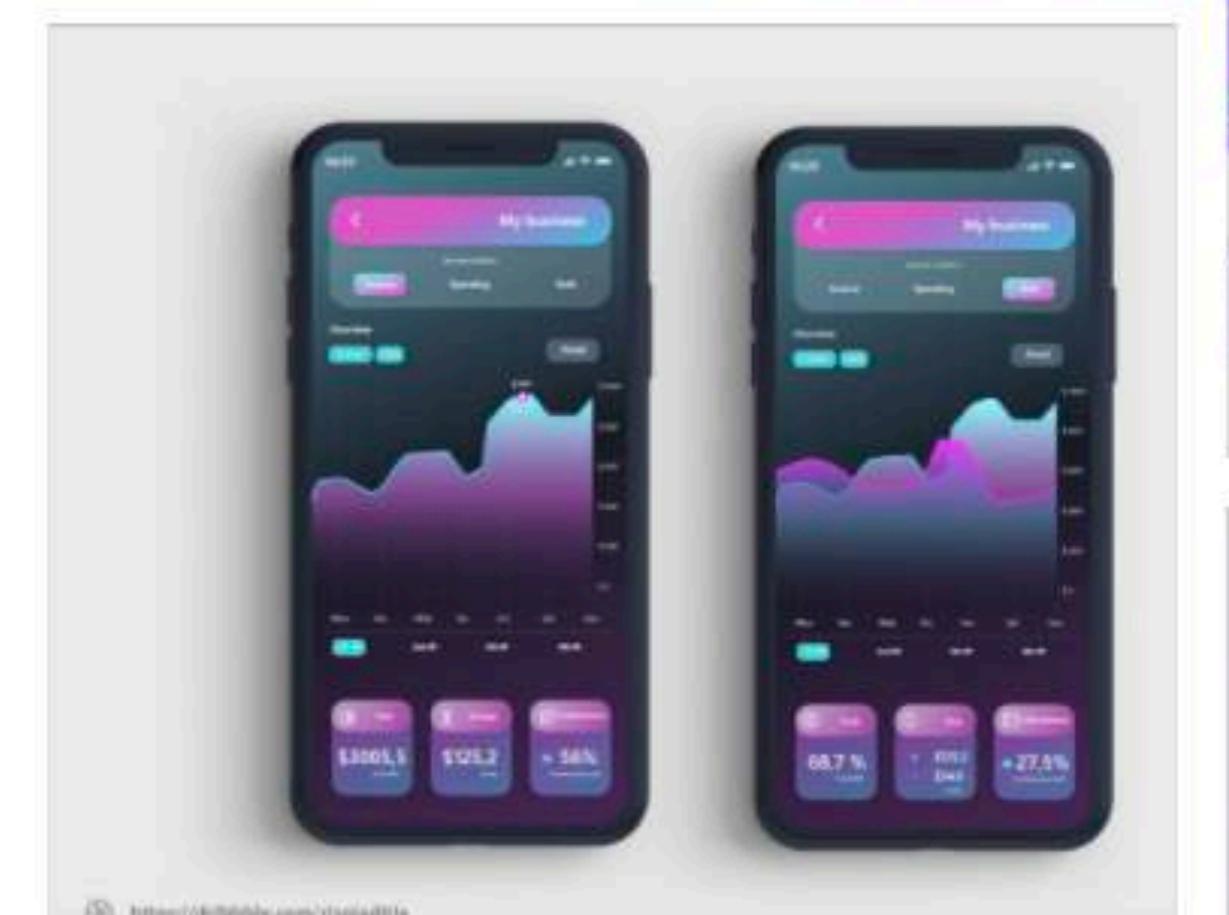
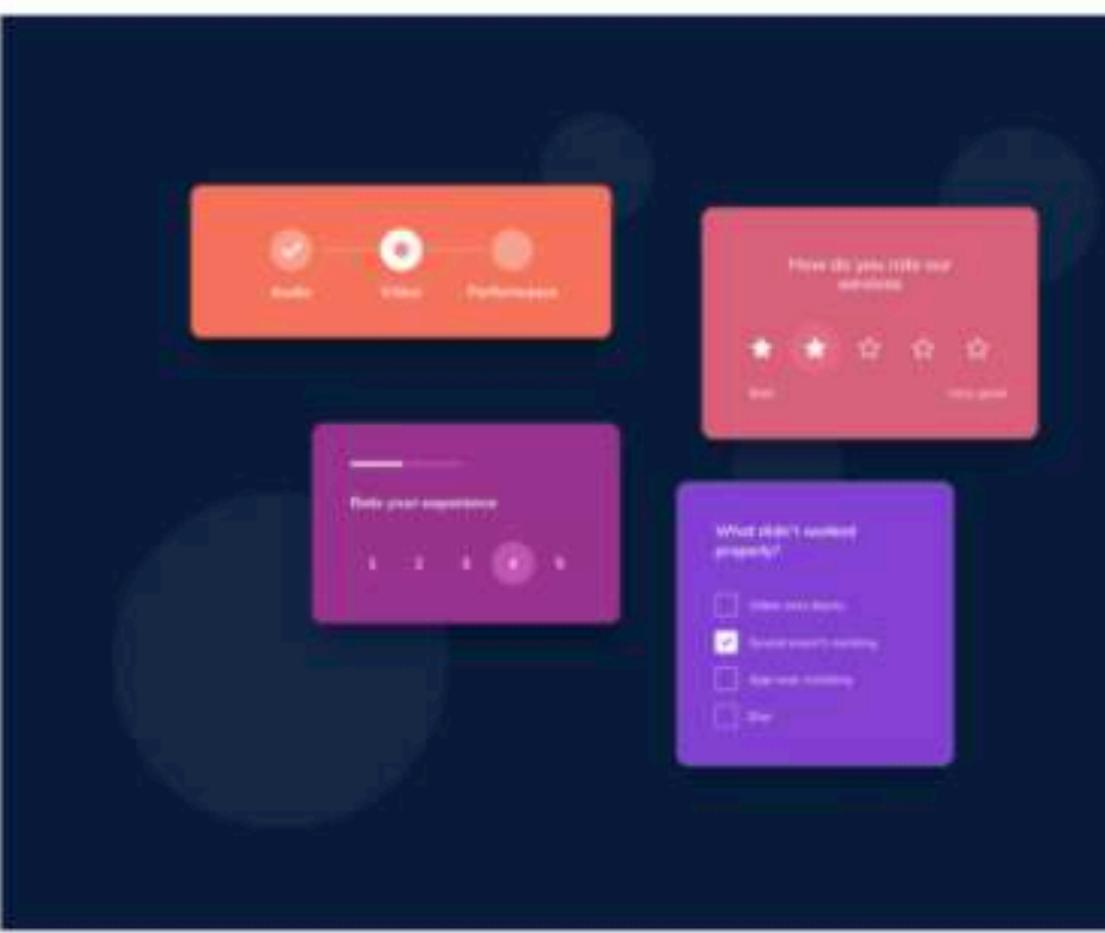
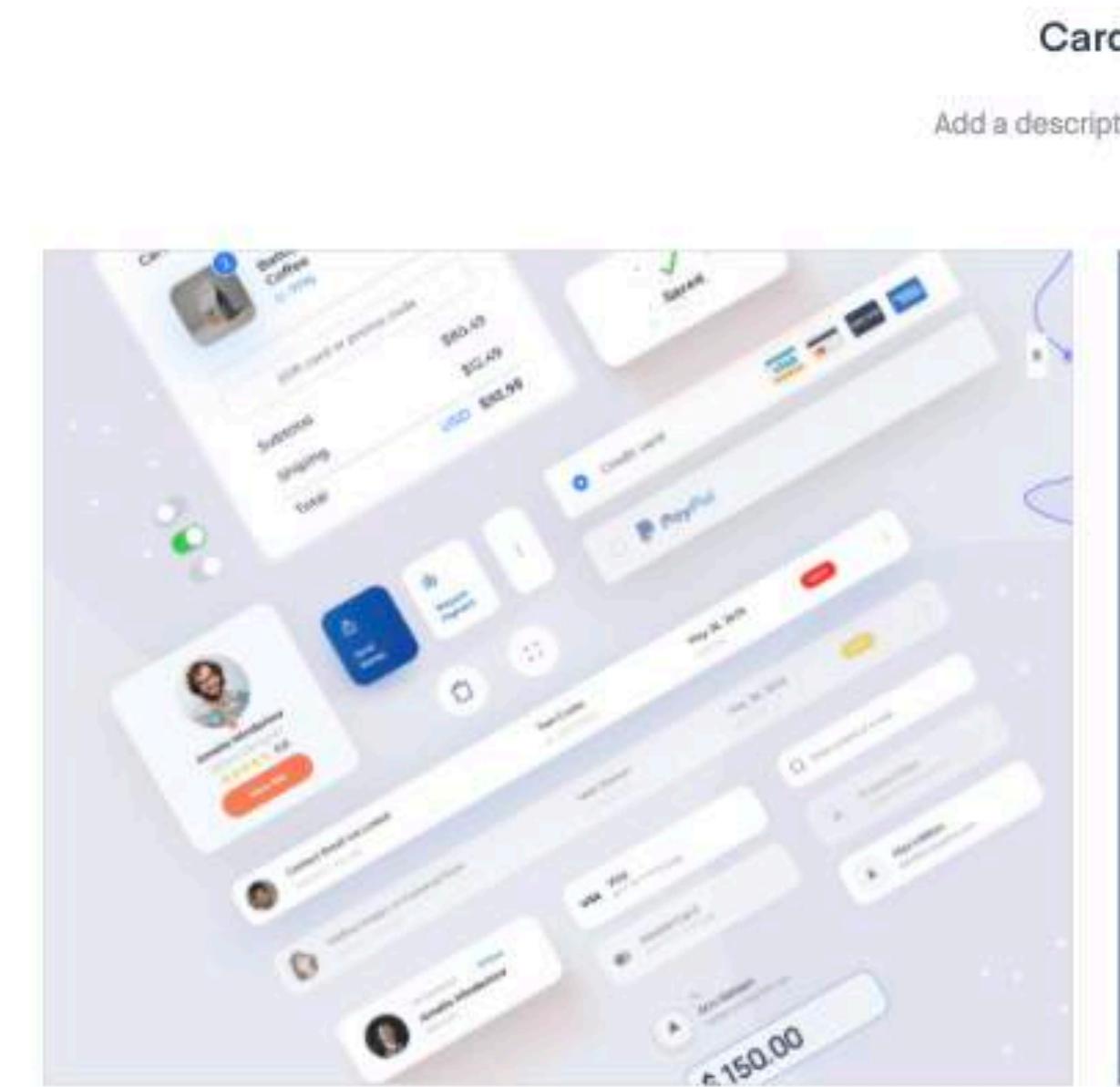
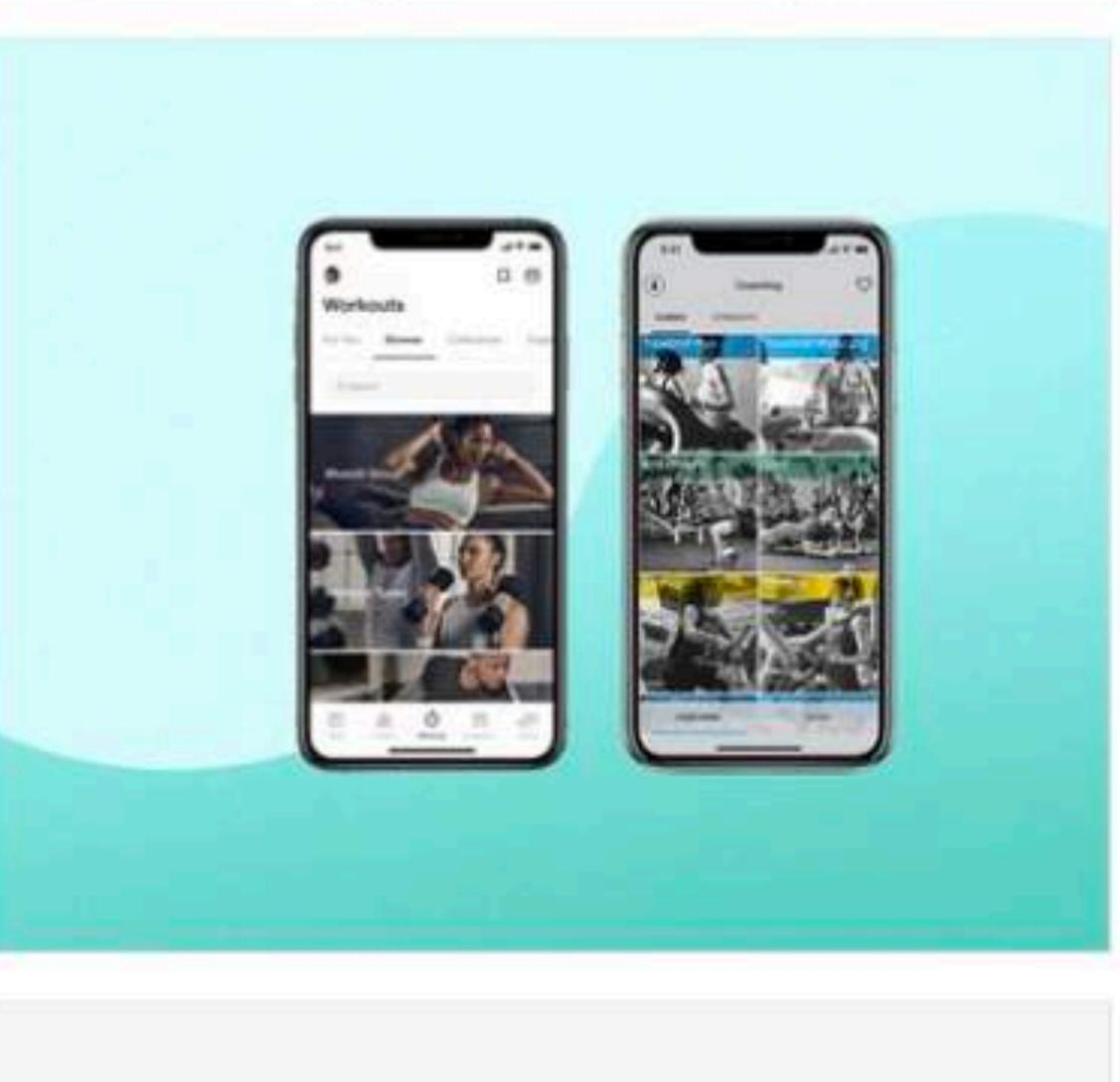
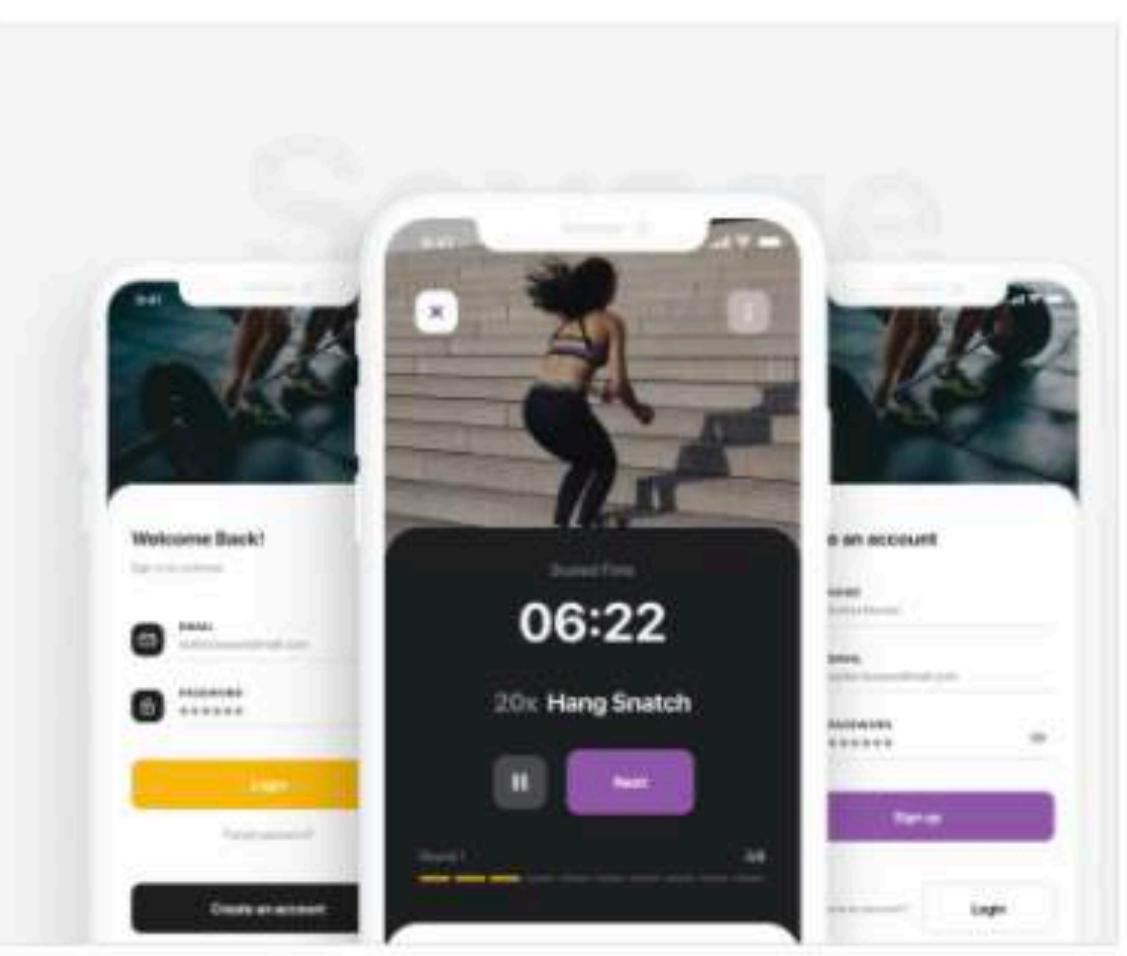
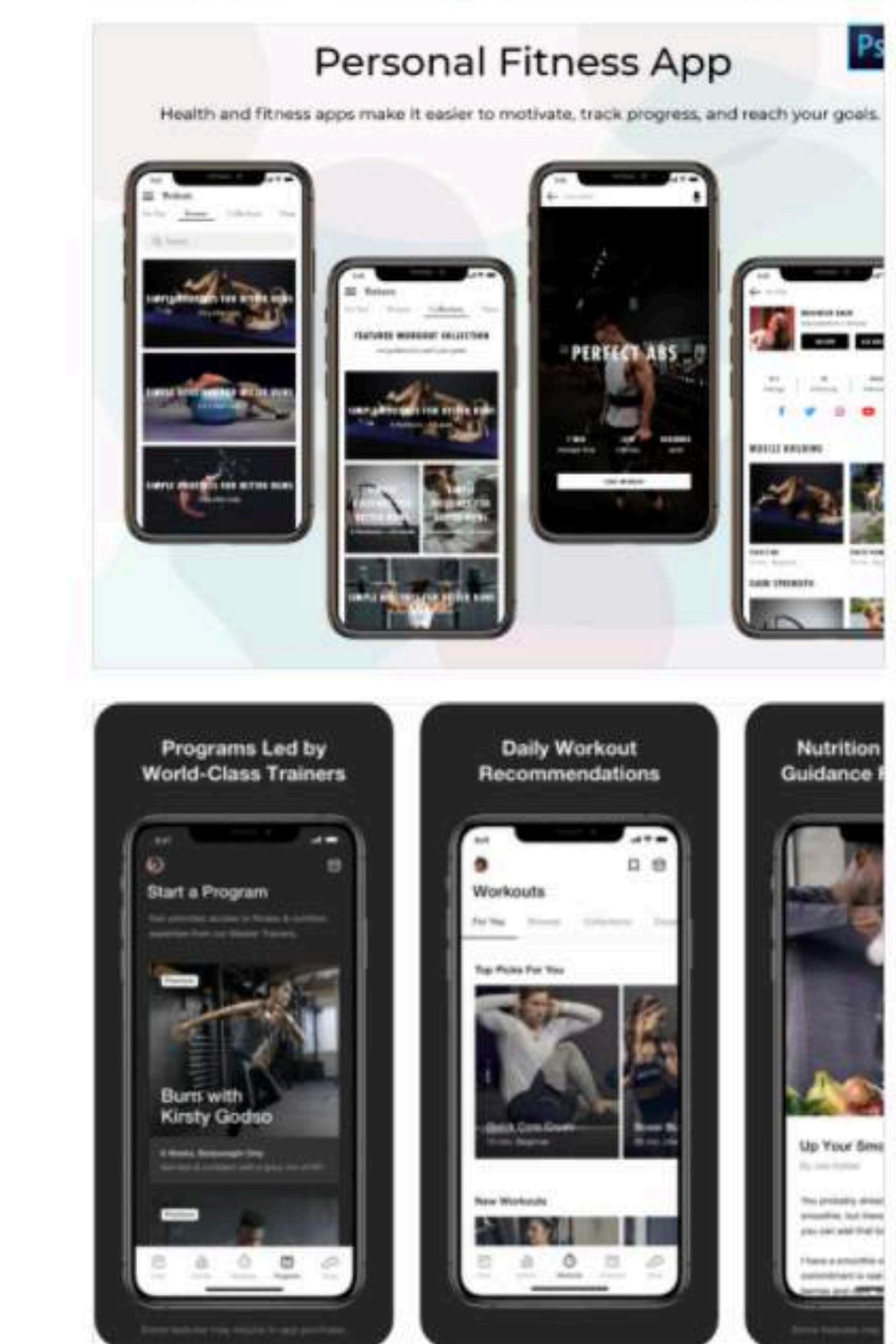
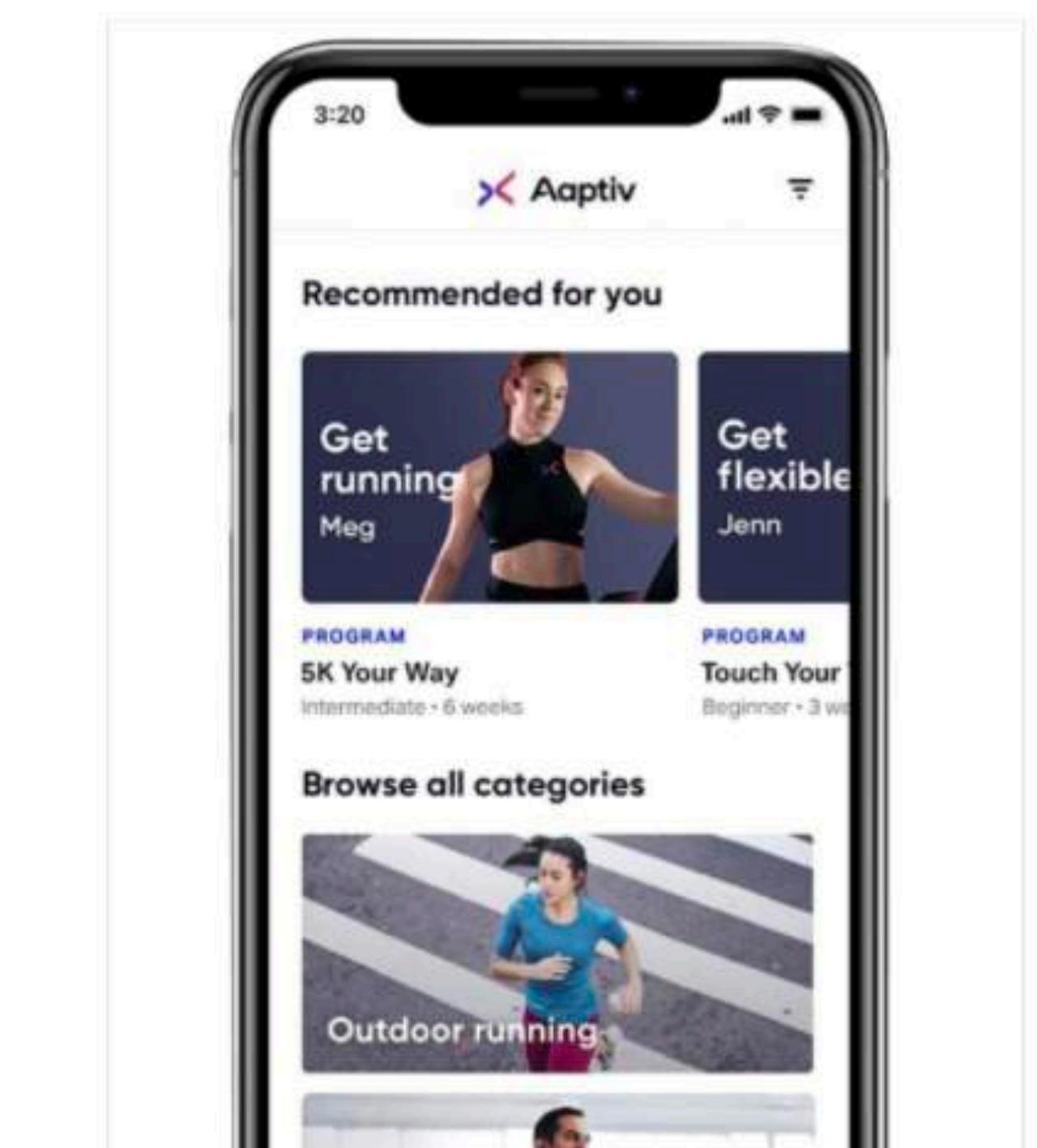
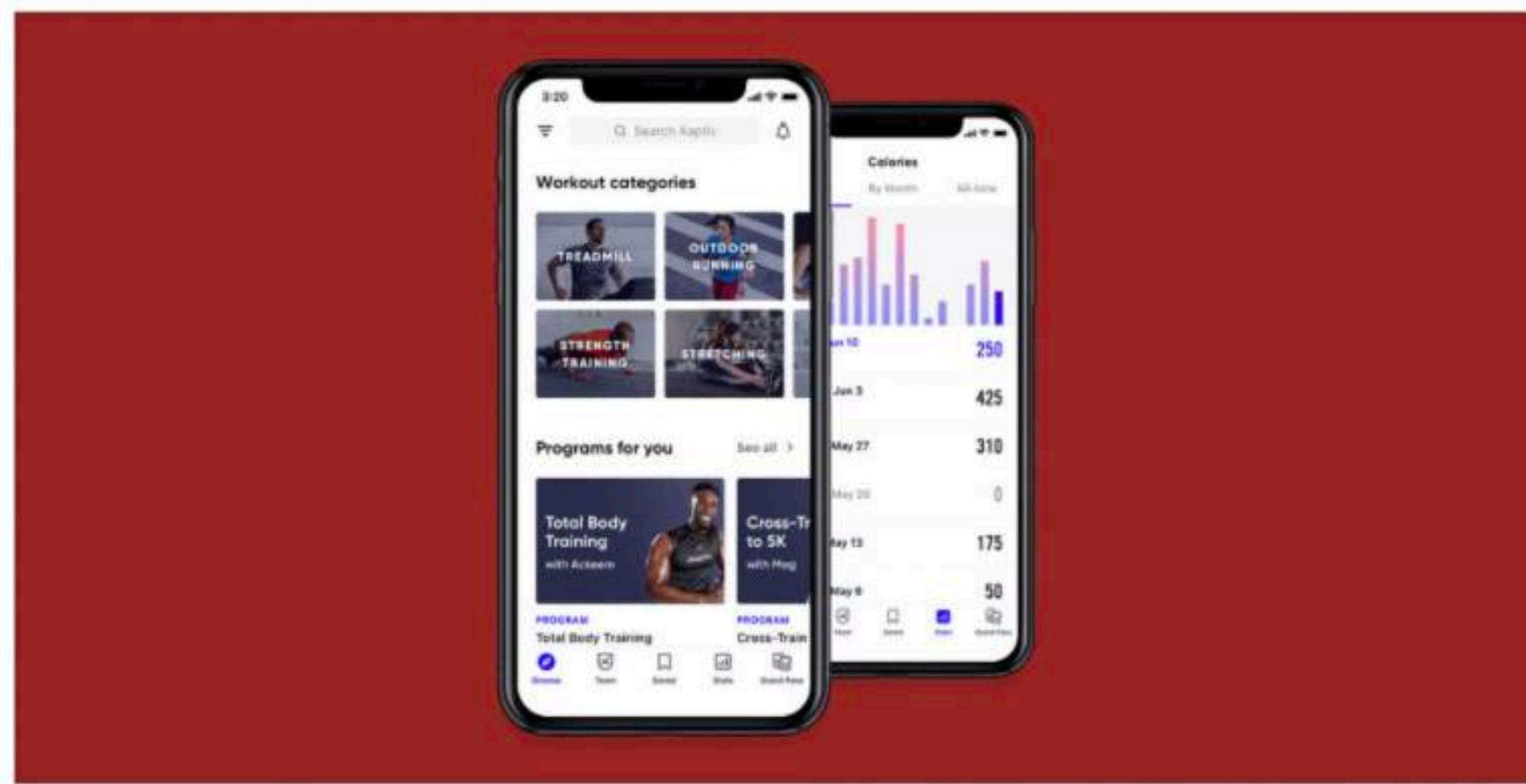
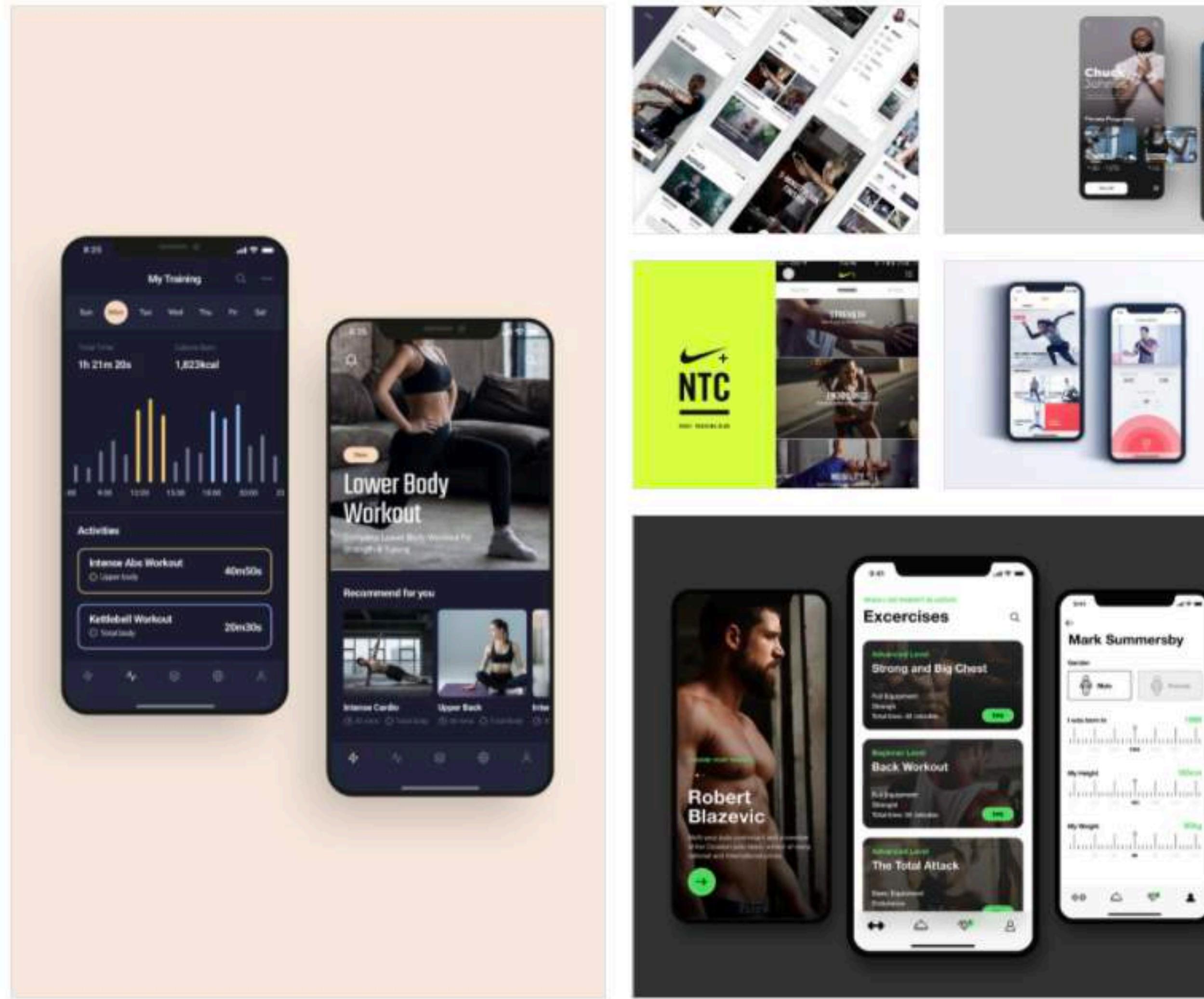
Capstone

Part 3

Mobile App Design

Mobile App Design

UI Moodboards

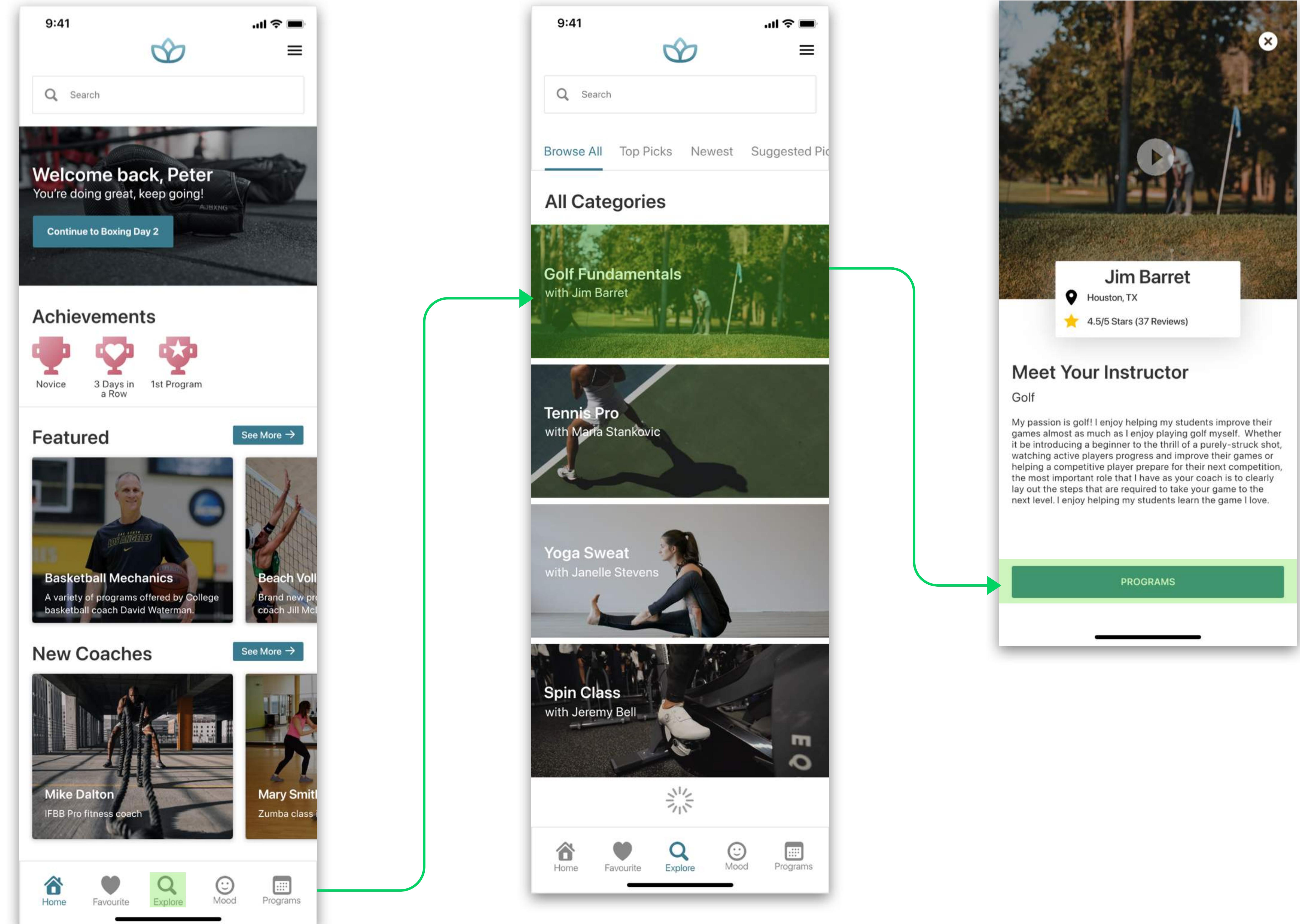


<https://projects.invisionapp.com/boards/AD414R03BKT/>

Mobile App Design

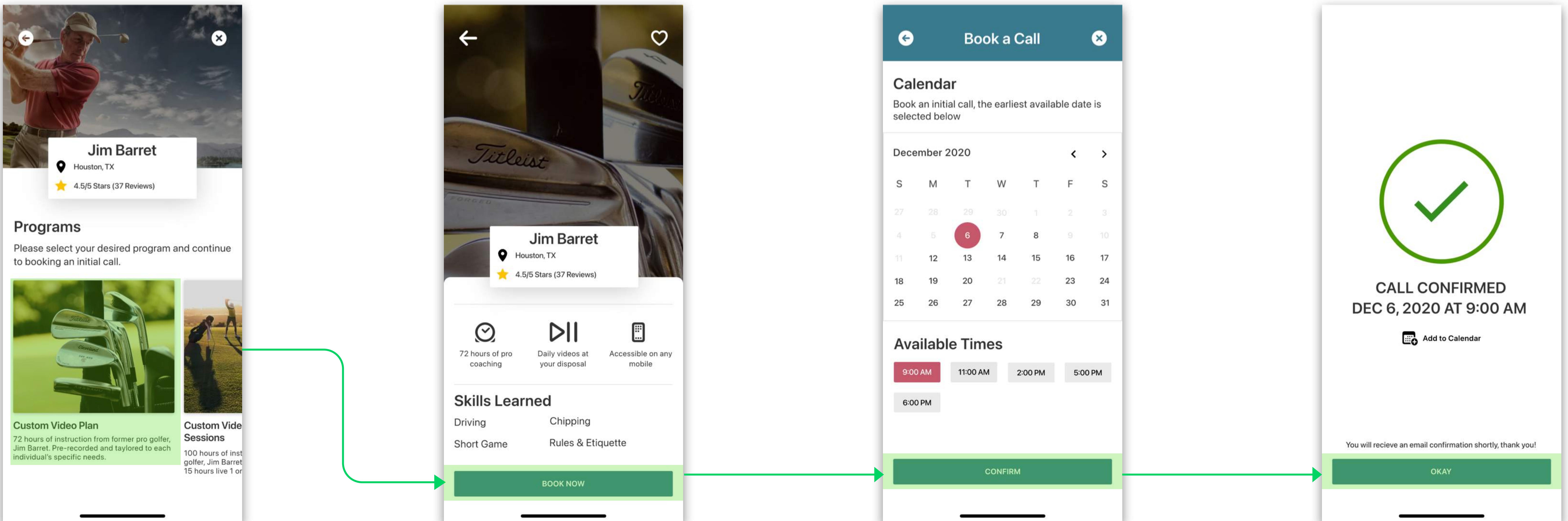
Hi-Fi Wireflow 1

Once my brand colours were chosen, typeface was selected, colour injection tests were completed and UI inspiration moodboard done, I was able to start my Mobile App Design.



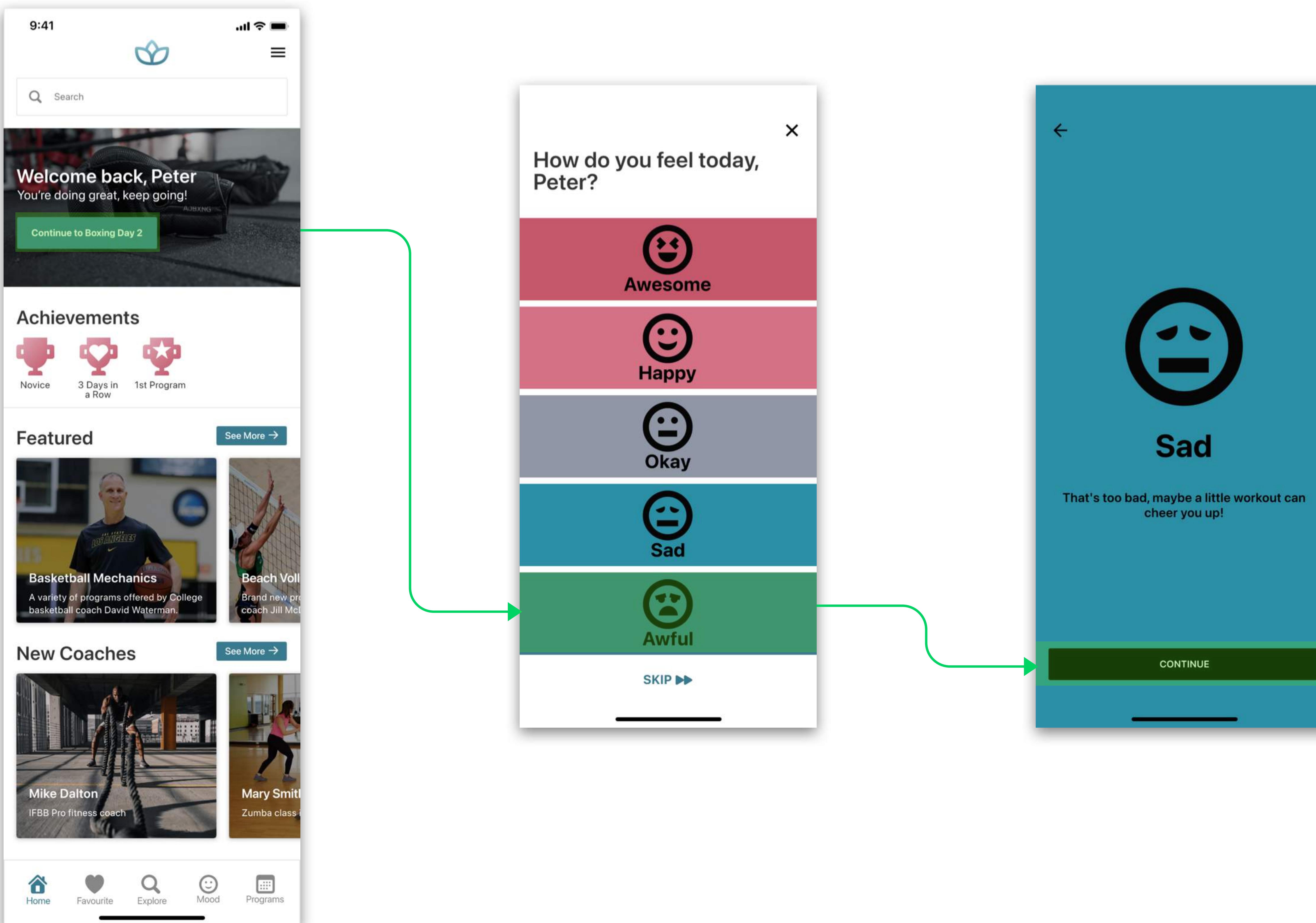
Mobile App Design

Hi-Fi Wireflow 1



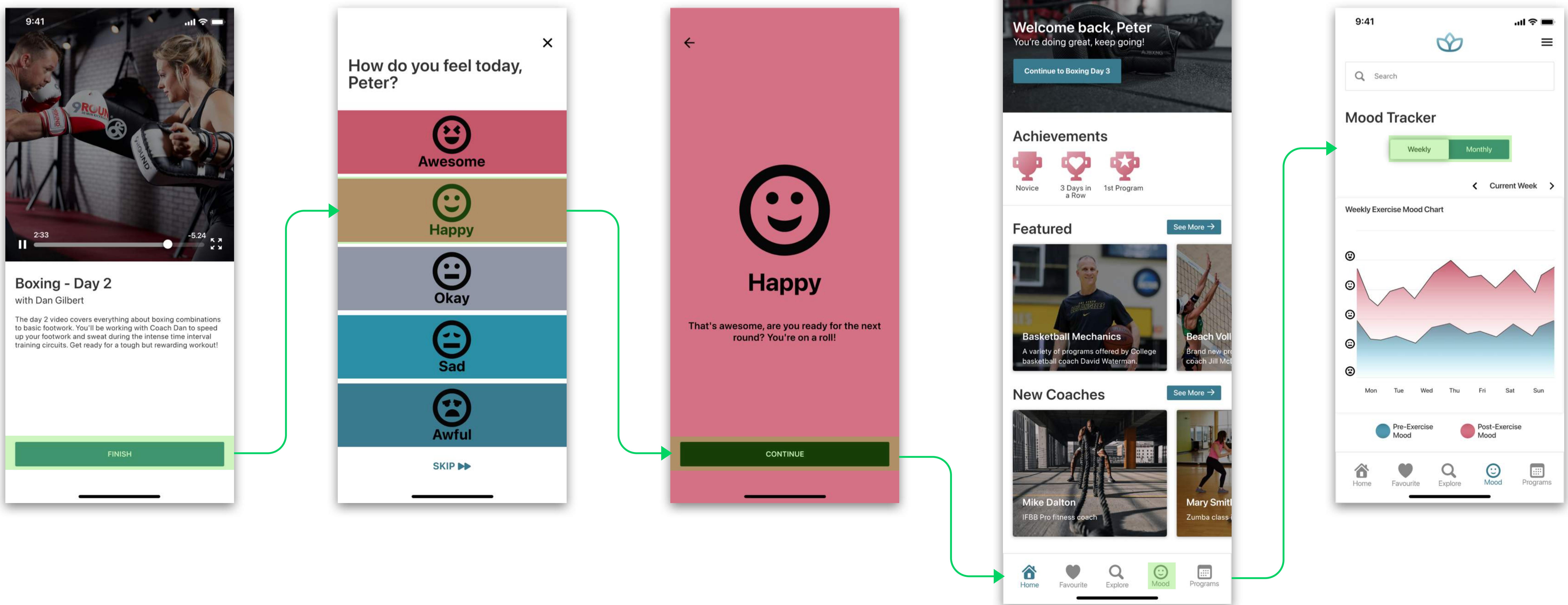
Mobile App Design

Hi-Fi Wireflow 2



Mobile App Design

Hi-Fi Wireflow 2



Mobile App Design

Hi-Fi Prototype

<https://projects.invisionapp.com/prototype/Capstone-HiFi-Prototype-ckhtufurz01lc9401alc7o6kt/play/>



Capstone

Part 3

UI Library

Zenfit UI Library

Fundamentals

Colours

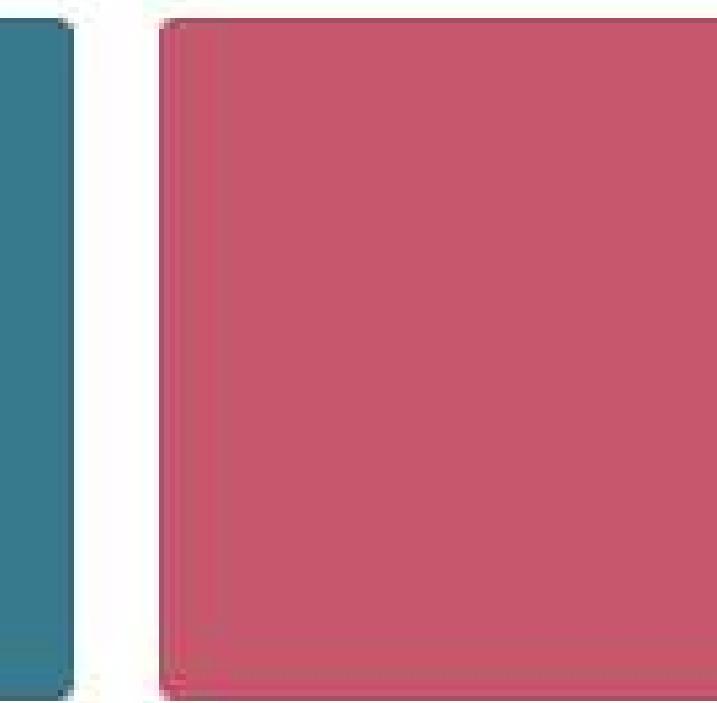
Zenfit is a brand that embodies an active lifestyle with an anchored mindfulness. The colours Ocean Blue and Coral are a salute to the Ocean which can be calming but also active and relentless.

Primary



Ocean Blue

#397A8E
rgb(57, 122, 142)



Coral

#C5576B
rgb(197, 87, 107)



White

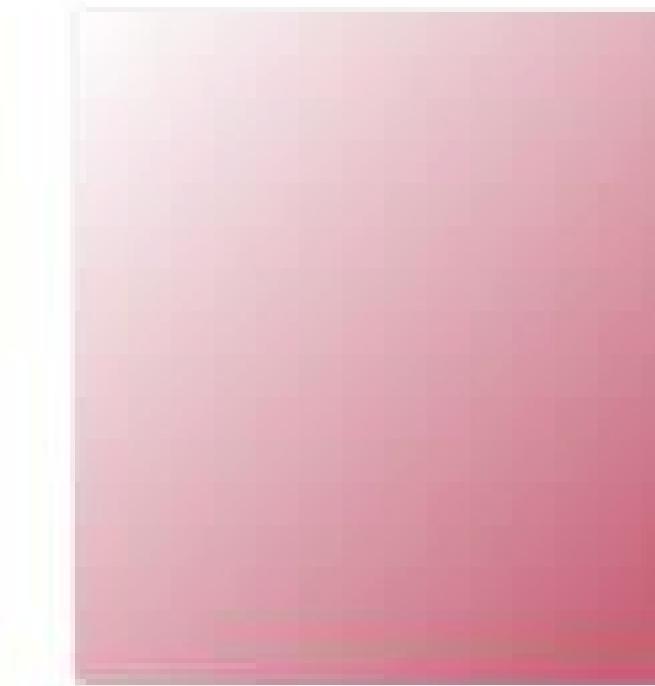
#FFFFFF
rgb(255, 255, 255)

Gradients



Blue/White

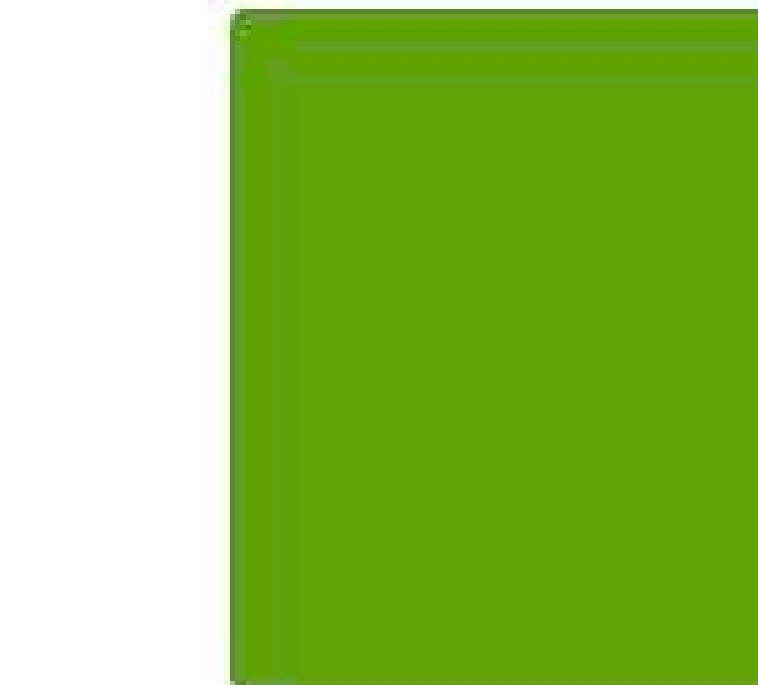
Fill
linear-
gradient(180deg,
#A3D7E3 0%,
#397A8E 100%)



Coral/White

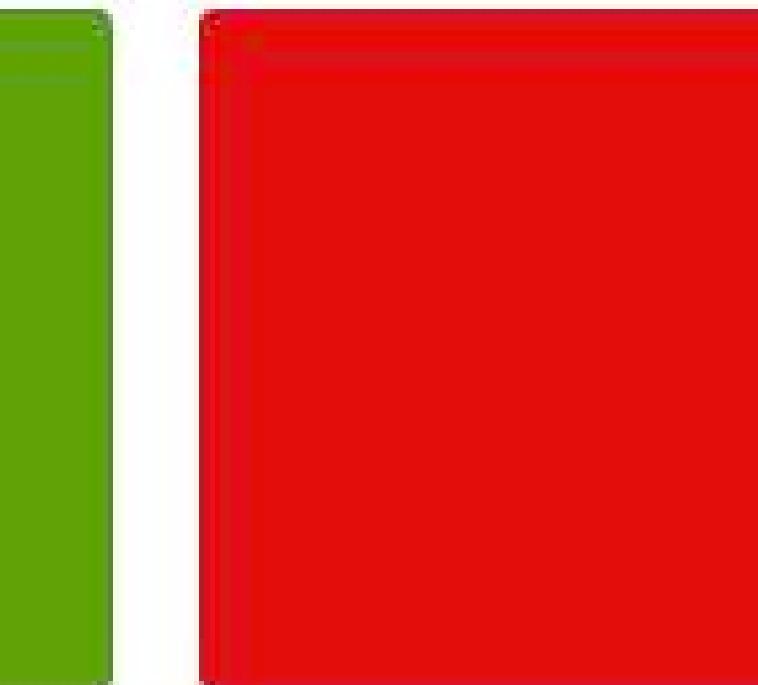
Fill
linear-
gradient(133deg,
#FFFFFF 0%,
#C66276 88%)

Semantic



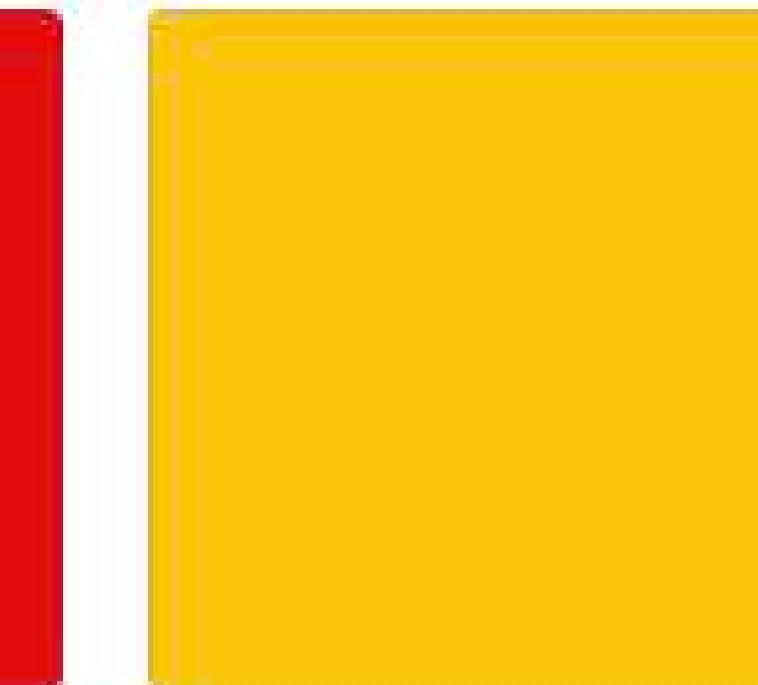
Success

#5FA200
rgb(95, 162, 0)



Error

#E30D0D
rgb(227, 13, 13)



Caution

#FFC300
rgb(255, 195, 0)



Information

#00A1ED
rgb(0, 161, 237)

Neutrals



Black

#000000
rgb(0, 0, 0)



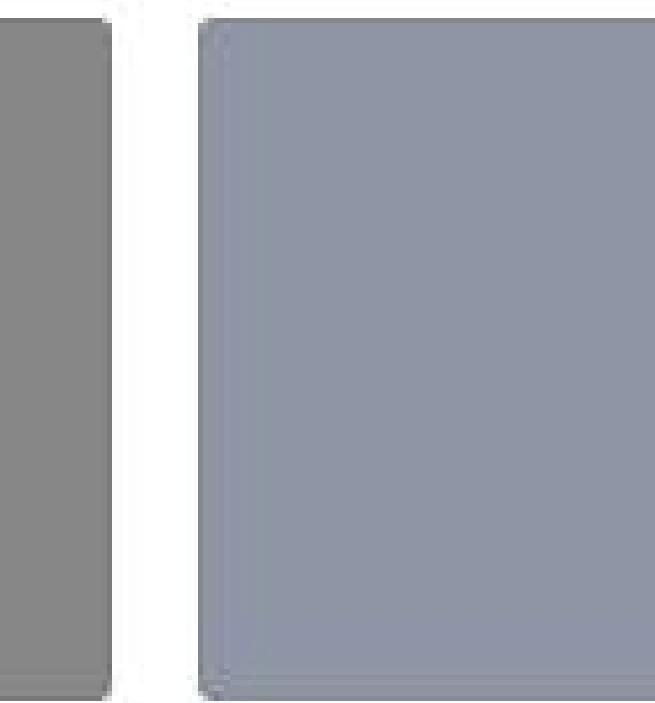
Dark Grey

#333333
rgb(51, 51, 51)



Inactive Grey

#878787
rgb(135, 135, 135)



Neutral Grey

#8F96A6
rgb(143, 150, 166)



Border Grey

#E3E3E3
rgb(227, 227, 227)

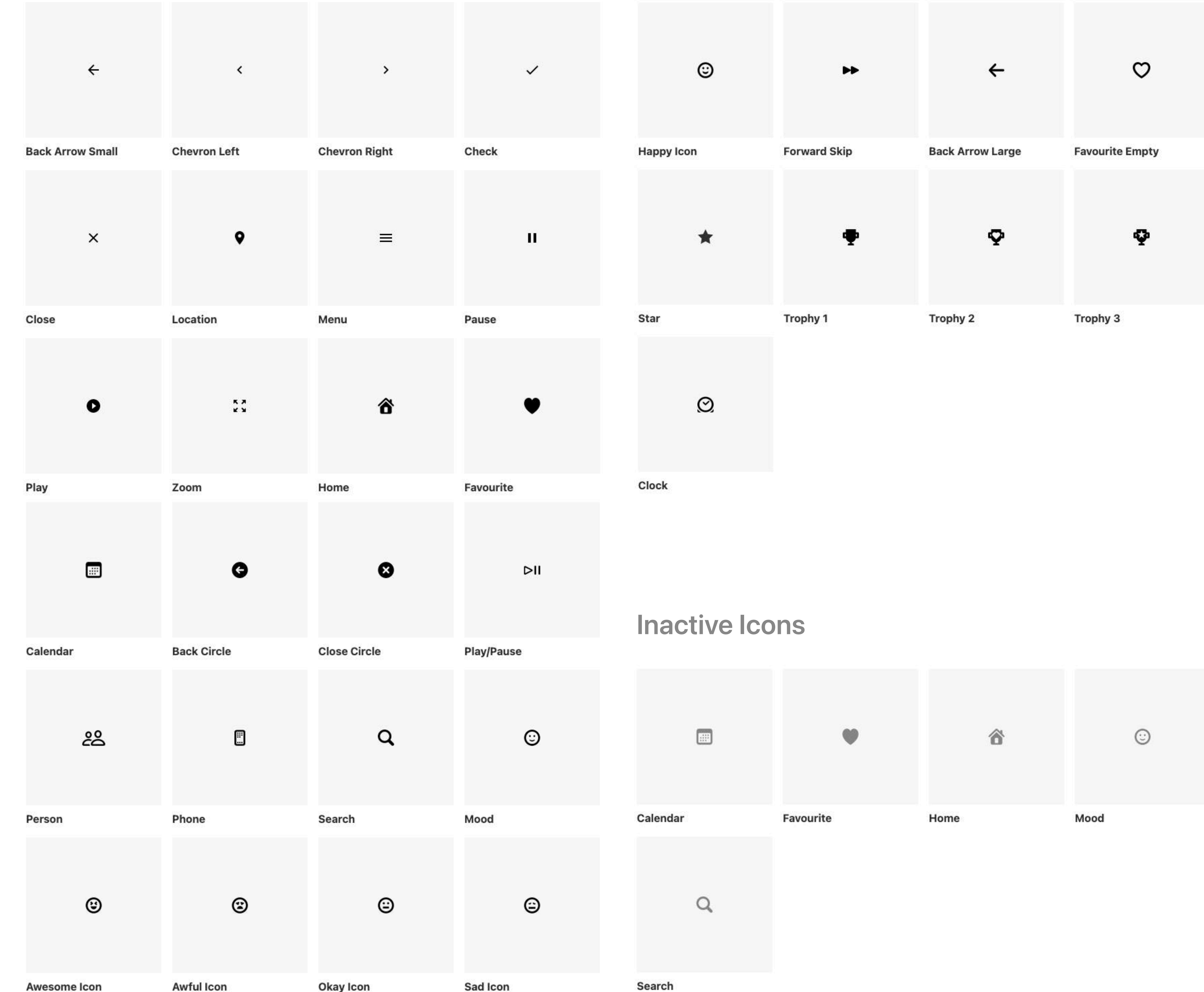
Zenfit UI Library

All UI Icons

Fundamentals

Iconography

Zenfit's icons are used in a variety of colours and sizes. Only the Navigation icons are used in an inactive state, which they have a fill of #878787.



Inactive Icons

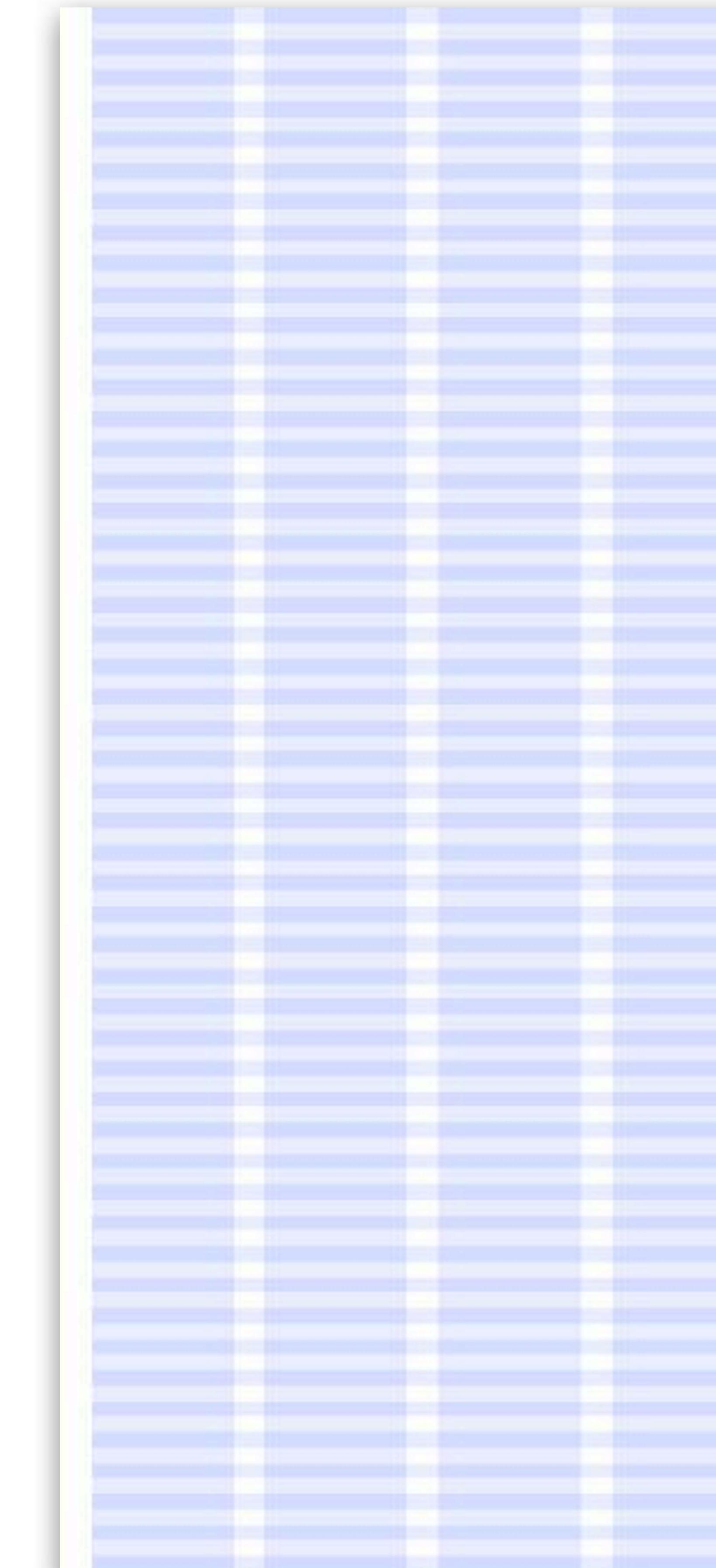
Zenfit UI Library

Fundamentals

Grids

Baseline

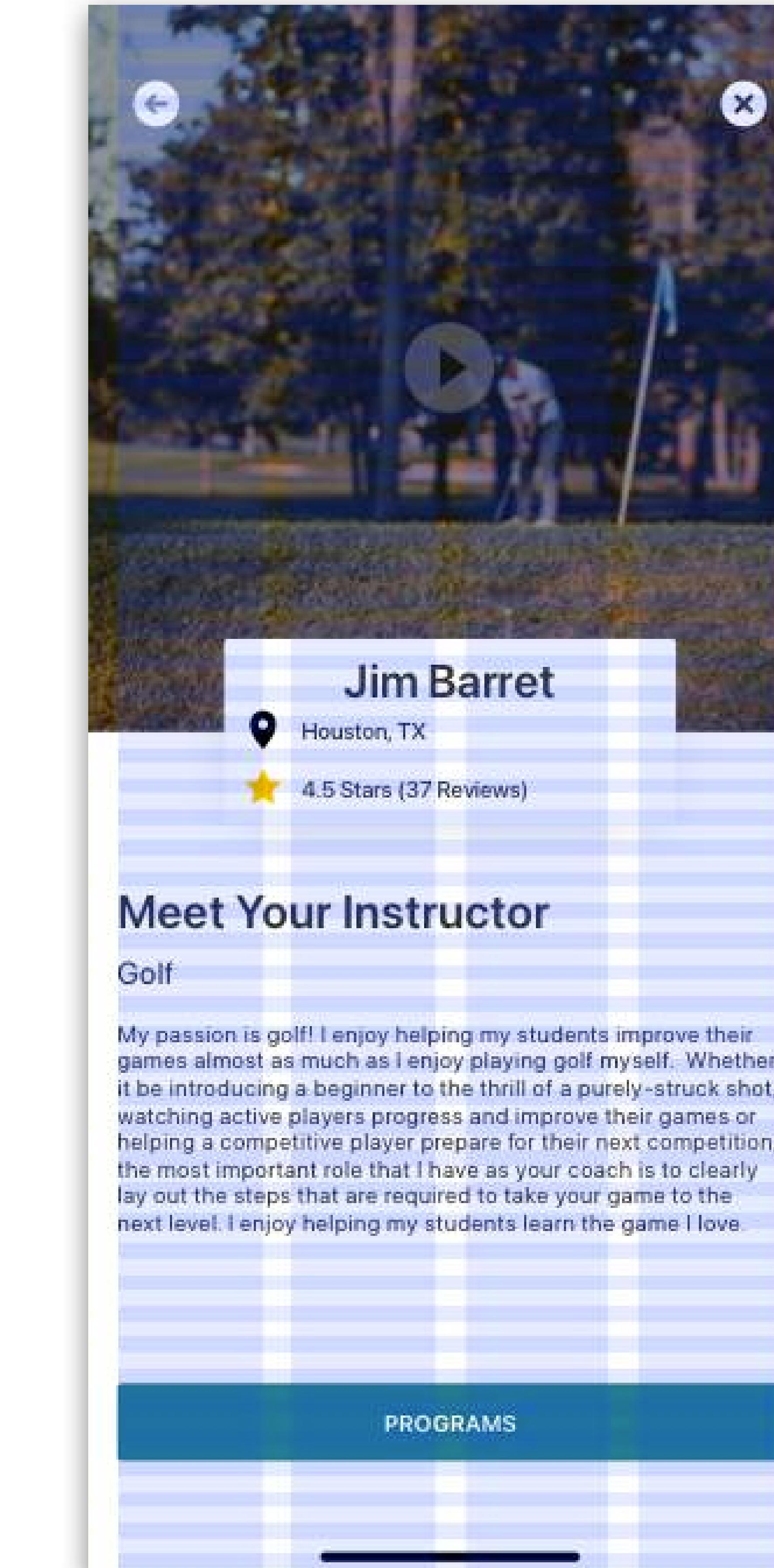
Zenfit uses a baseline grid of 8px per row.



Columns

Zenfit uses a 4 column grid.

Margins are 16px and gutters are 16px.



Zenfit UI Library

Fundamentals

Typography

Aa

SF Pro Display

Font-family

SF Pro Display

Weights

Bold (700)

SemiBold (600)

Medium (500)

Regular (400)

Heading 01

The quick brown fox jumps over the lazy dog

SF Pro Display Bold (700), 40px, Line height 40px, Center aligned

Heading 02

The quick brown fox jumps over the lazy dog

SF Pro Display SemiBold (600), 28px, Line height 28px, Left aligned

Heading 03

The quick brown fox jumps over the lazy dog

SF Pro Display SemiBold (600), 24px, Line height 24px, Left aligned

Heading 04

The quick brown fox jumps over the lazy dog

SF Pro Display SemiBold (600), 20px, Line height 20px, Left aligned

Heading 05

The quick brown fox jumps over the lazy dog

SF Pro Display SemiBold (600), 16px, Line height 16px, Left aligned

Zenfit UI Library

Fundamentals

Typography

Aa

SF Pro Display

Font-family

SF Pro Display

Weights

Bold (700)

SemiBold (600)

Medium (500)

Regular (400)

Sub-heading 01

The quick brown fox jumps over the lazy dog

SF Pro Display Bold (700), 16px, Line height 19px, Center aligned

Sub-heading 02

The quick brown fox jumps over the lazy dog

SF Pro Display Medium (500), 16px, Line height 16px, Left aligned

Sub-heading 03

The quick brown fox jumps over the lazy dog

SF Pro Display Regular (400), 16px, Line height 21px, Left aligned

Uppercase Heading 01

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

SF Pro Display SemiBold (600), 24px, Line height 24px, Left aligned

Body Copy 01

The quick brown fox jumps over the lazy dog

SF Pro Display Regular (400), 12px, Line height normal, Left aligned

Body Copy 02

The quick brown fox jumps over the lazy dog

SF Pro Display Medium (500), 10px, Line height normal, Left aligned

Placeholder Copy 01

The quick brown fox jumps over the lazy dog

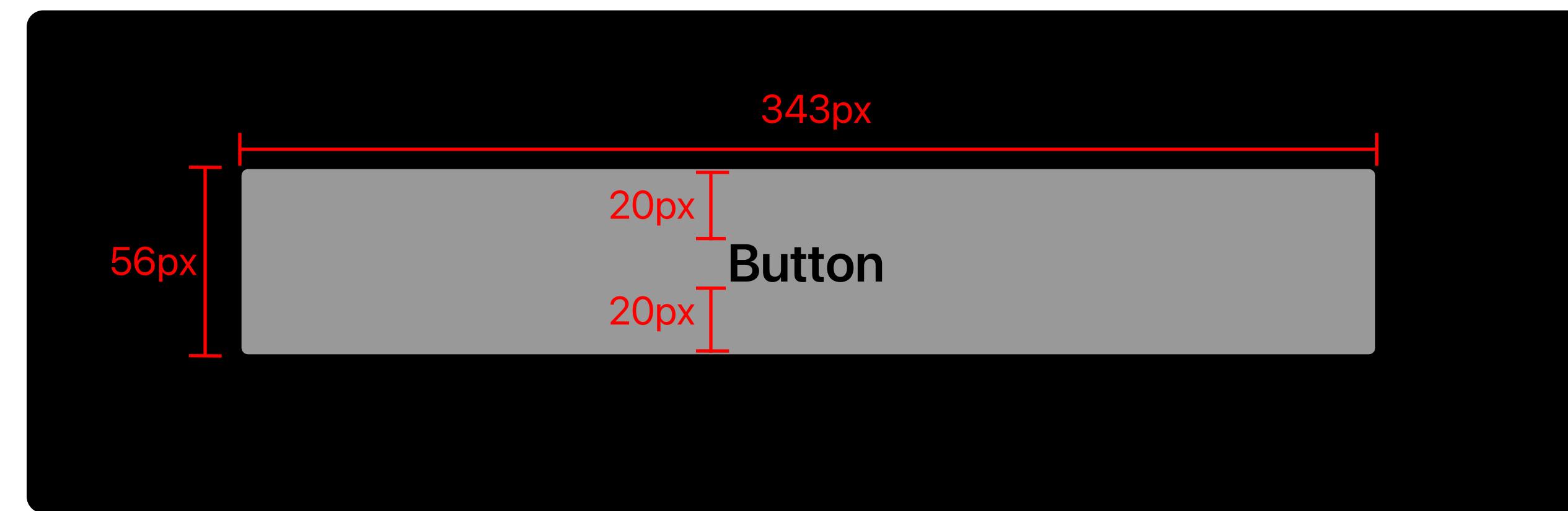
SF Pro Display Regular (400), 12px, Line height normal, colour #878787, Left aligned

Zenfit UI Library

Atoms - Buttons

Primary

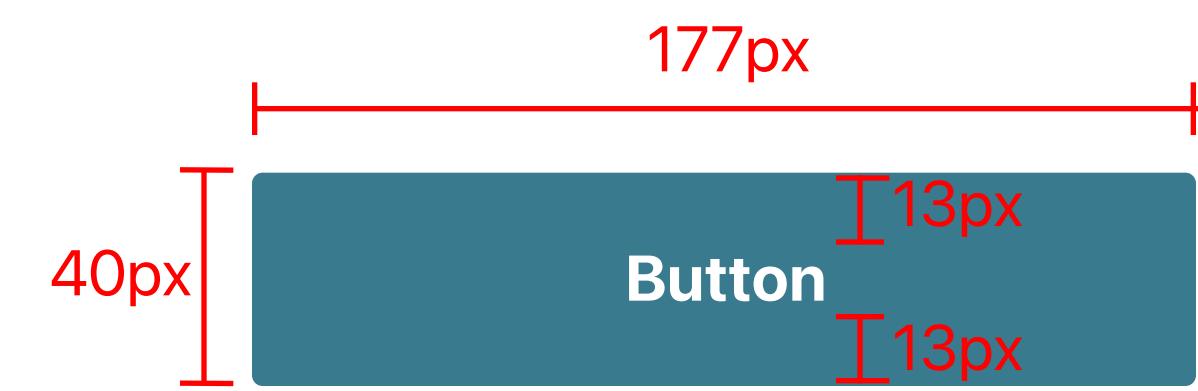
Extra Large



Style Attributes

Fill: #FFFFFF
Border: Radius 2px
Opacity: 60%
Font Size: 16px
Font Color: #000000

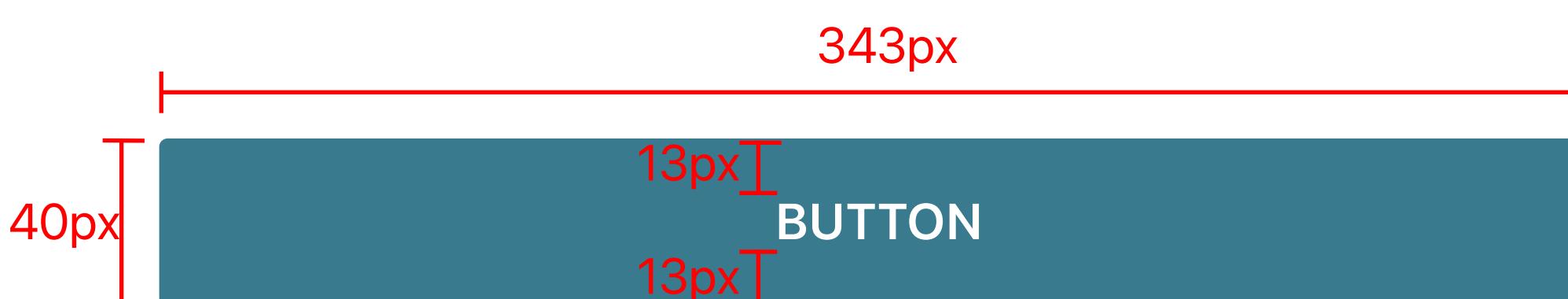
Medium



Style Attributes

Fill: #397A8E
Border: Radius 2px
Font Size: 12px
Font Color: #FFFFFF

Large



Style Attributes

Fill: #397A8E
Border: Radius 2px
Font Size: 12px
Font Color: #FFFFFF

BUTTON

Style Attributes

Fill: #000000
Border: Radius 2px
Font Size: 12px
Font Color: #FFFFFF

Small

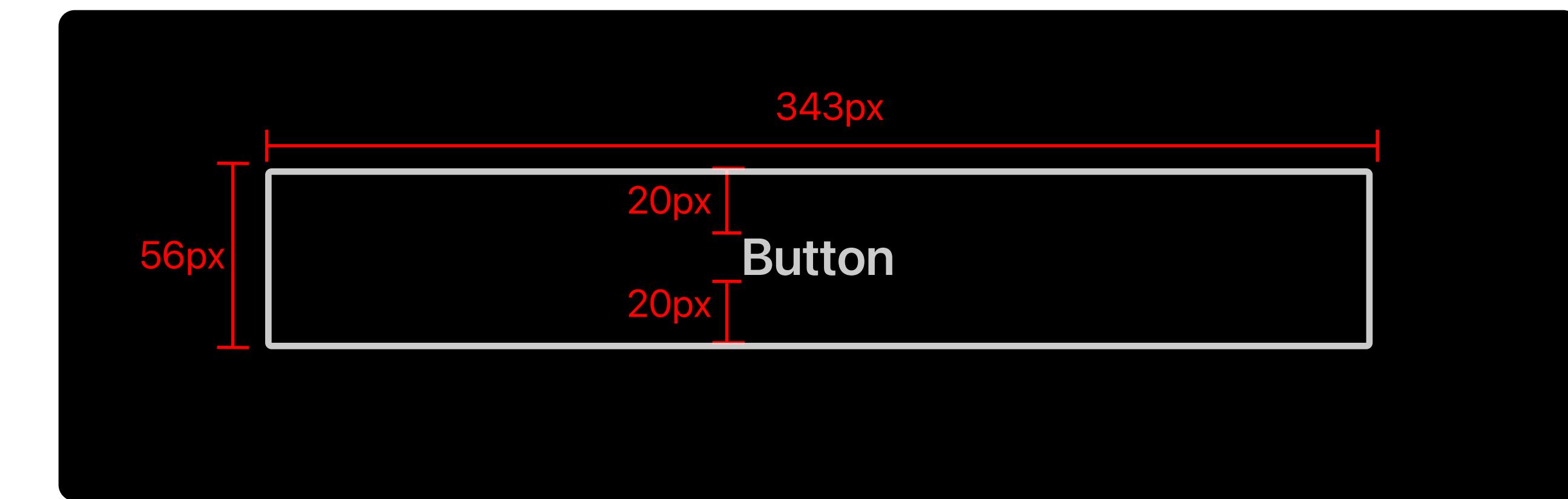


Style Attributes

Fill: #397A8E
Border: Radius 2px
Font Size: 12px
Font Color: #FFFFFF

Secondary

Extra Large



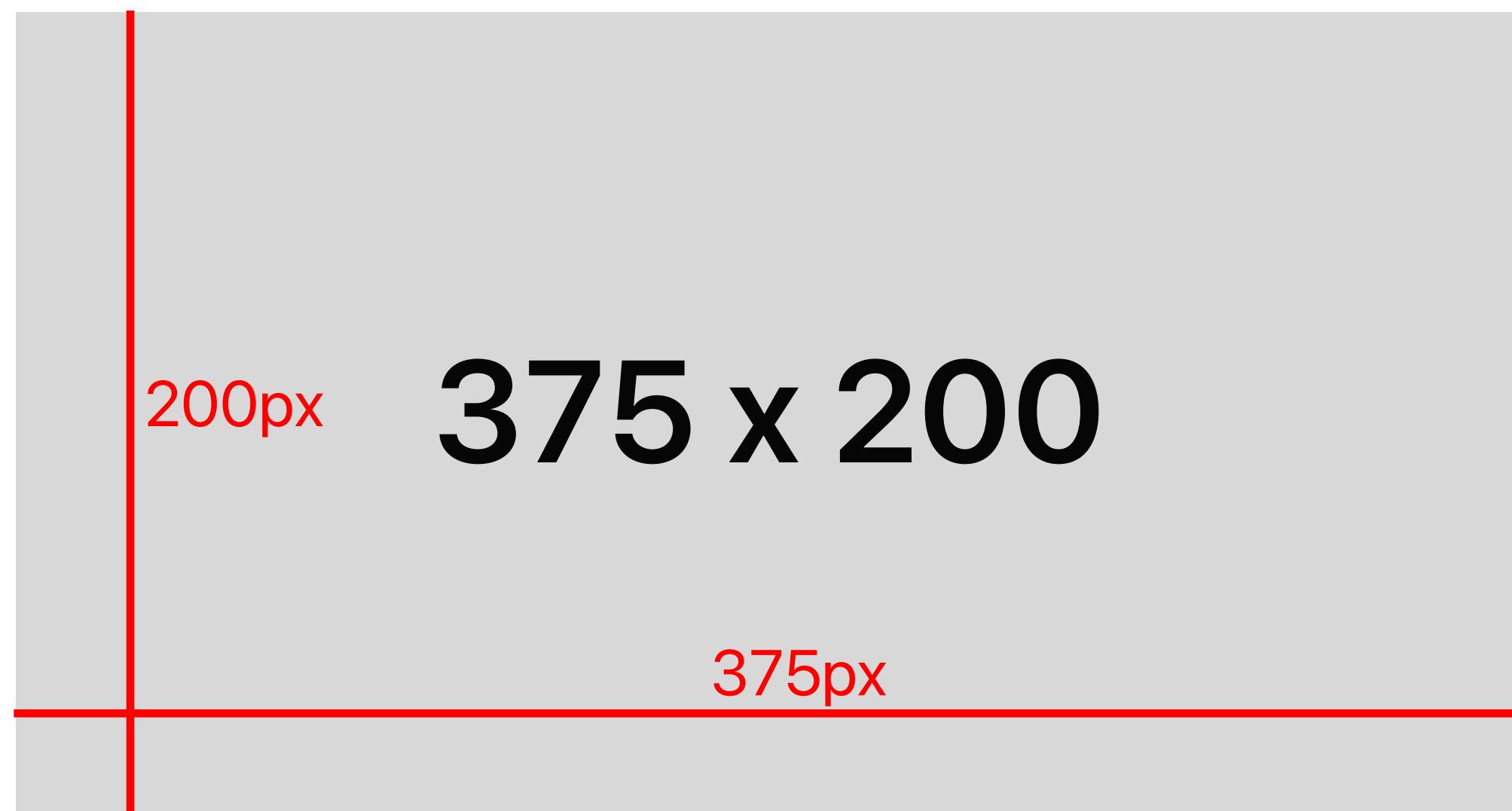
Style Attributes

Fill: None
Border: Radius 2px
Font Size: 16px
Font Color: #000000
Font Opacity: 60%

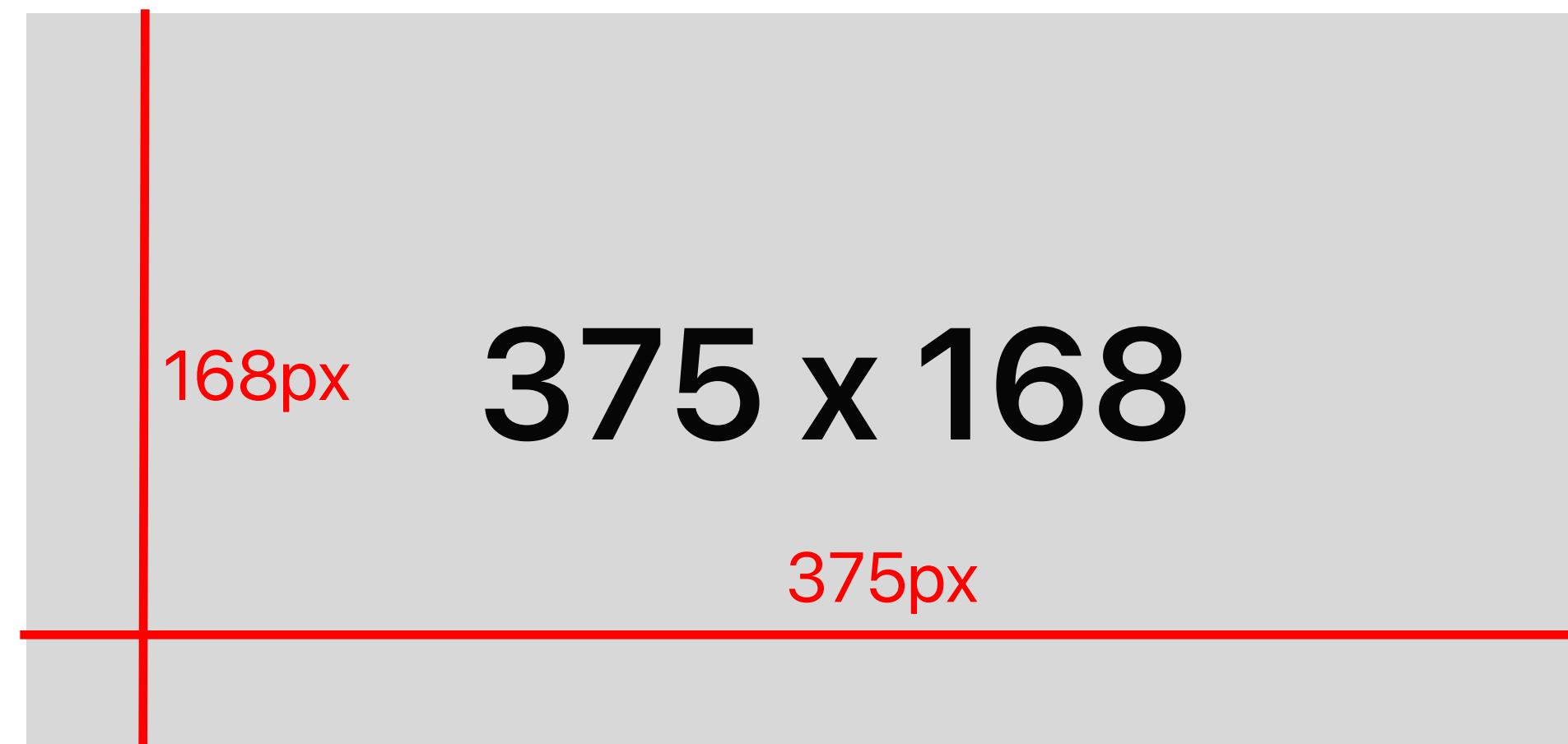
Zenfit UI Library

Atoms - Images

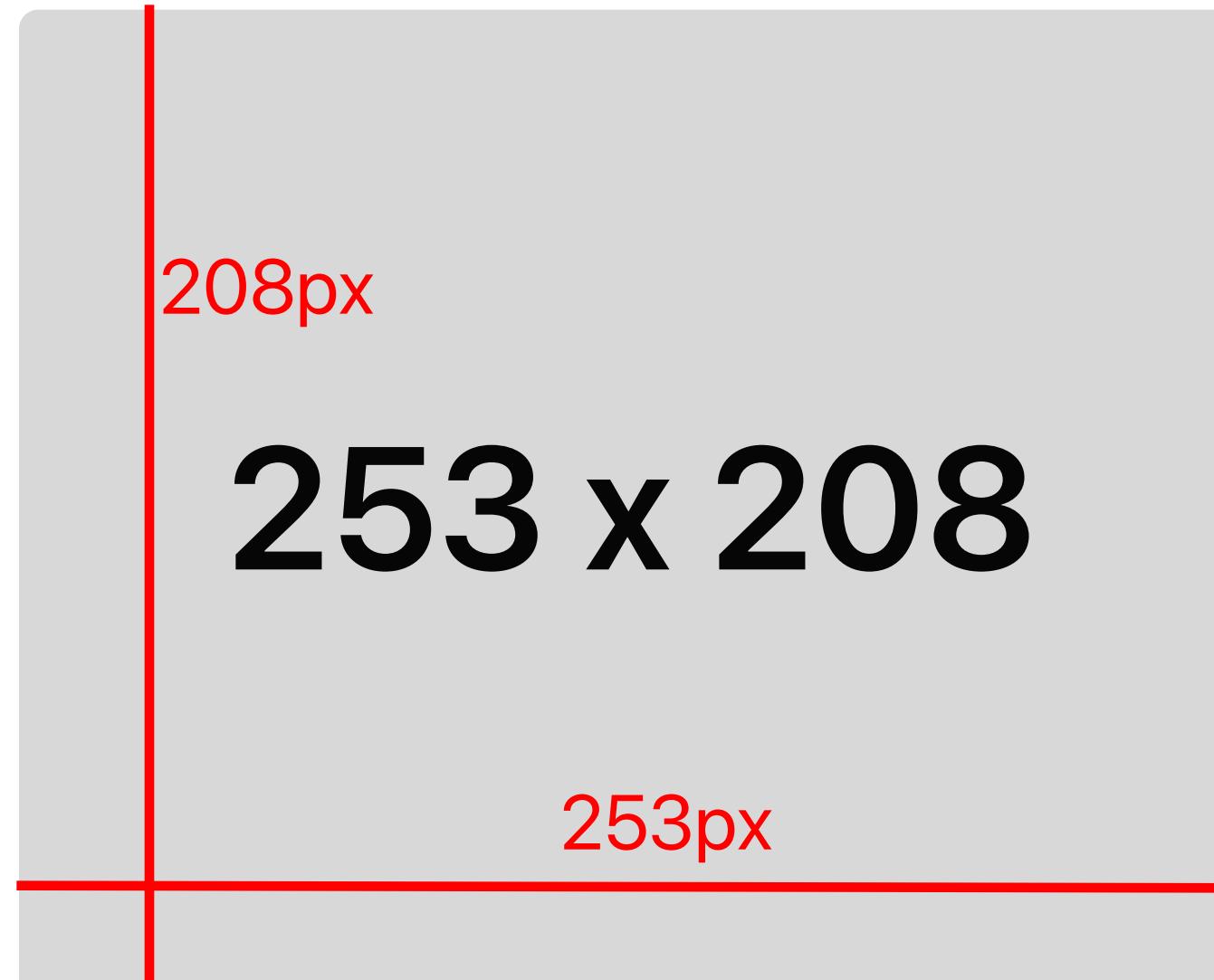
Home Page Hero Image



Results Image



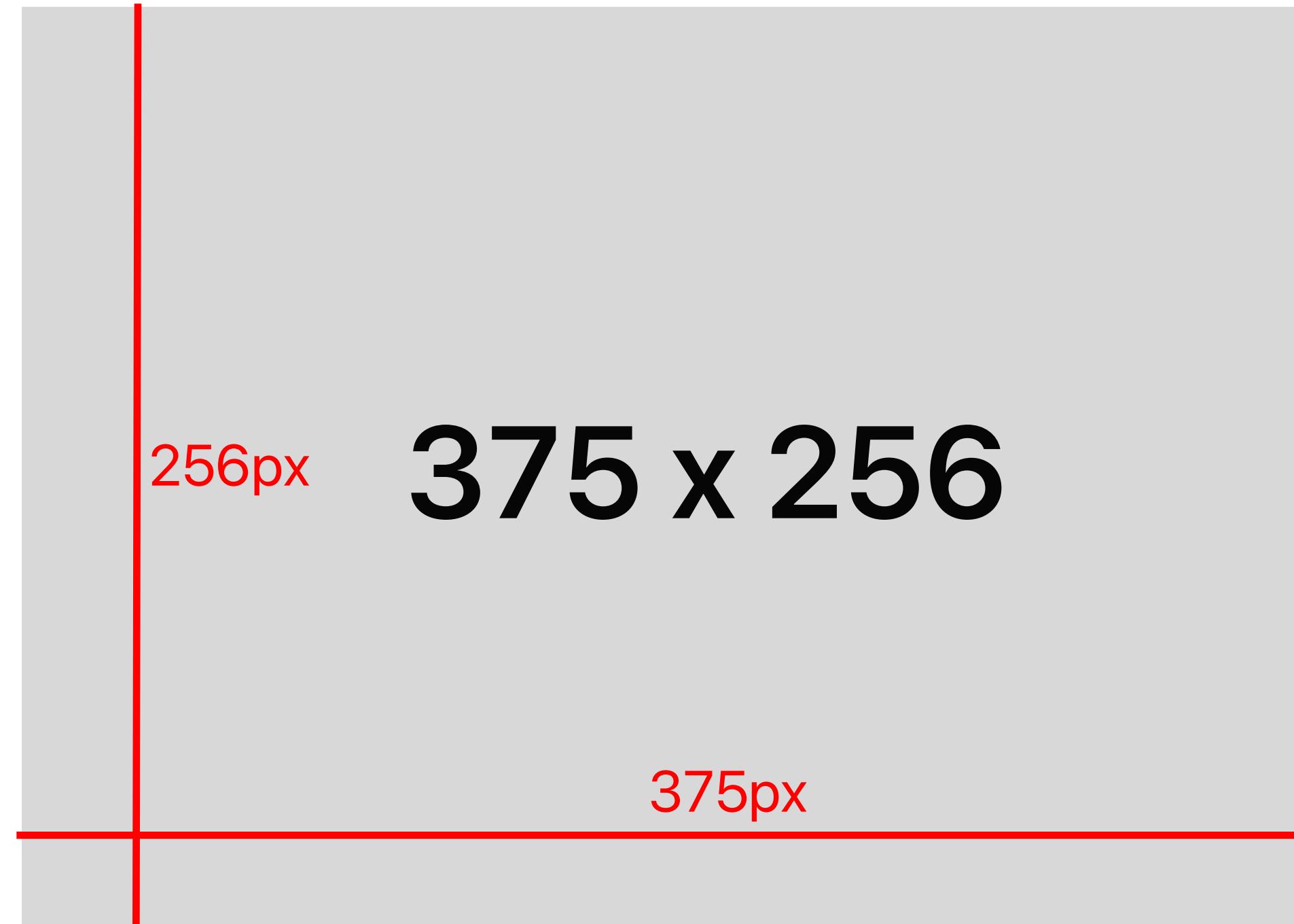
Home Slider Image



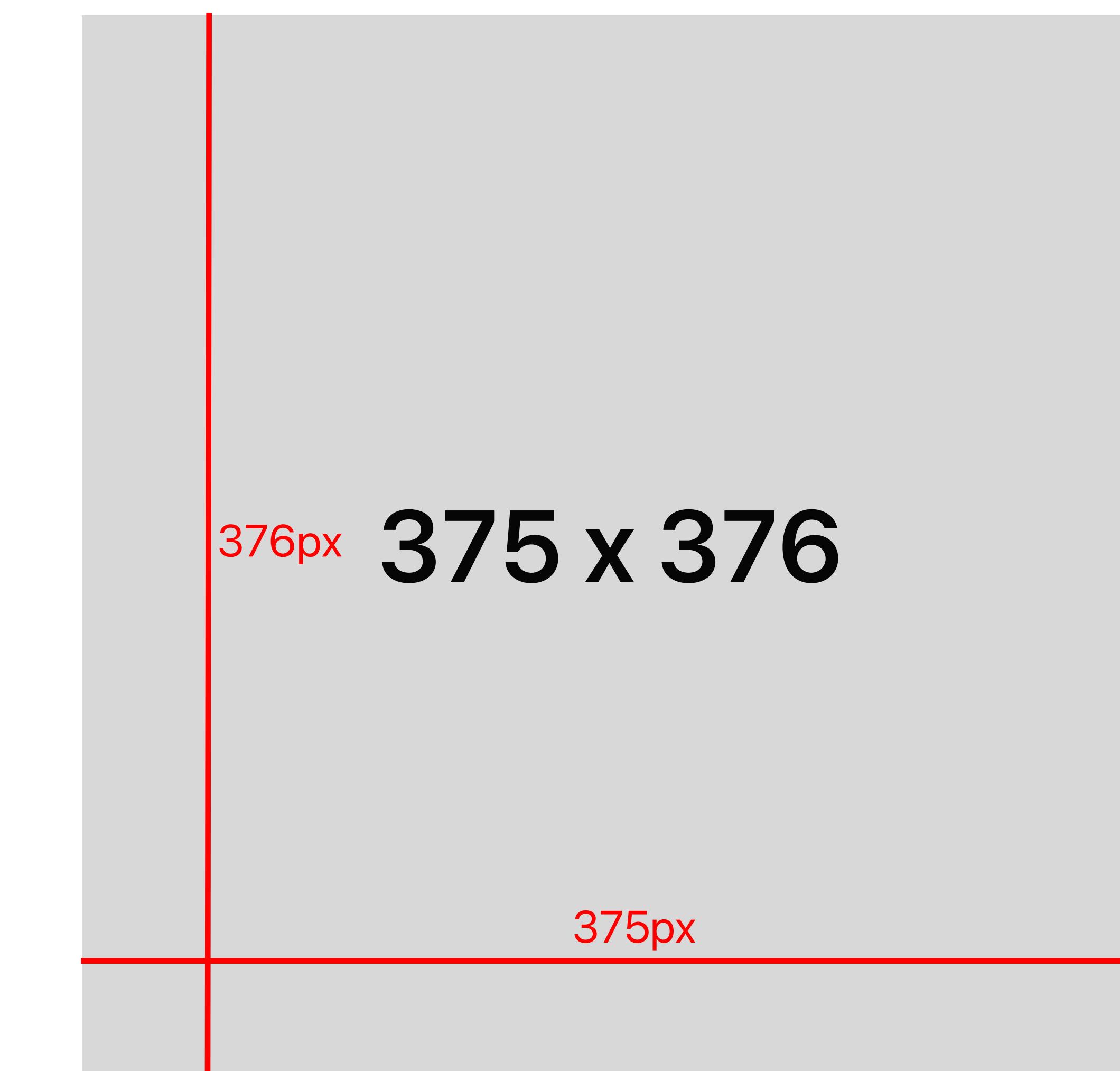
Style Attributes

Border: Radius 2px

Coach Bio Image



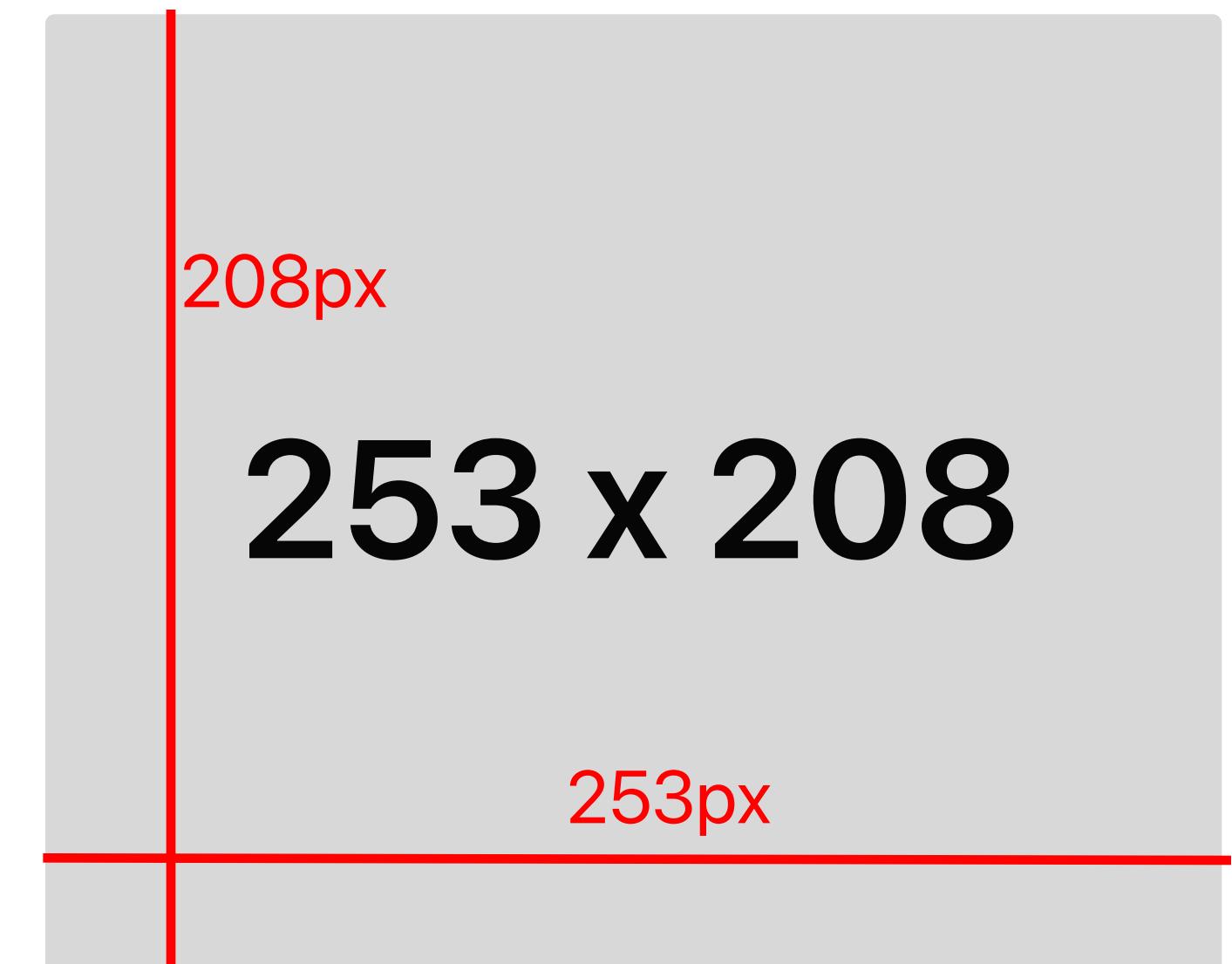
Coach Video Image



Zenfit UI Library

Atoms - Images

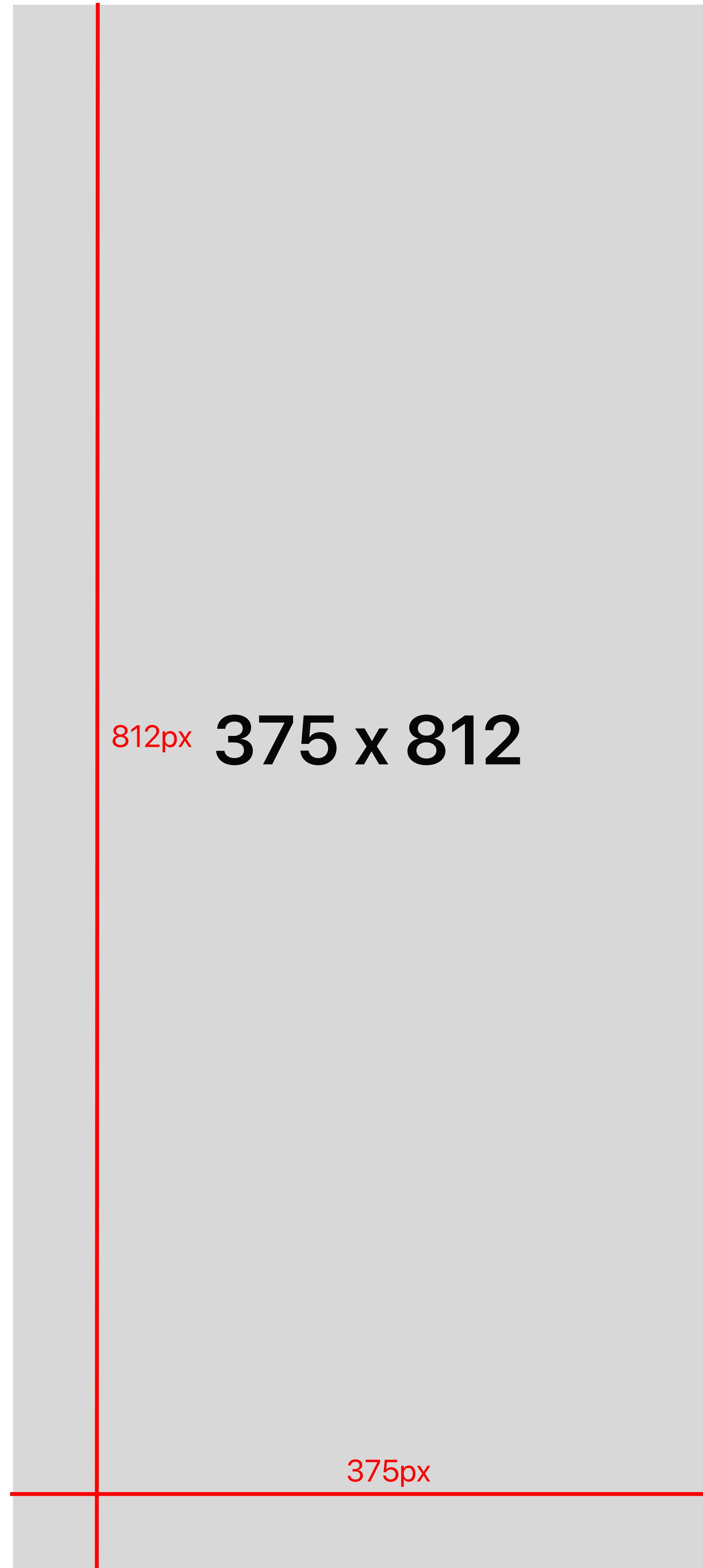
Programs Slider Image



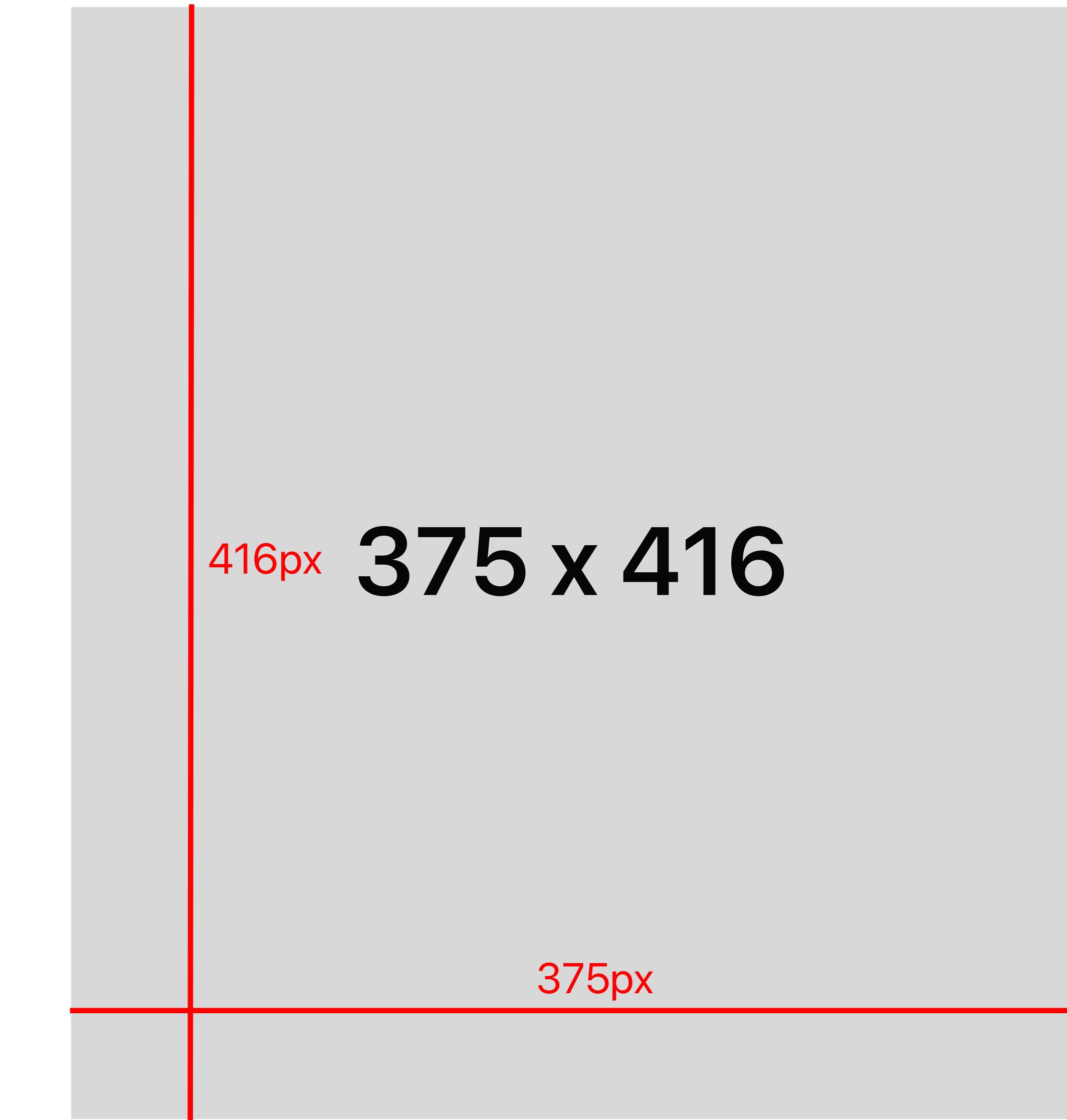
Style Attributes

Border: Radius 2px

Enlarged Background Image



Exercise Video Image

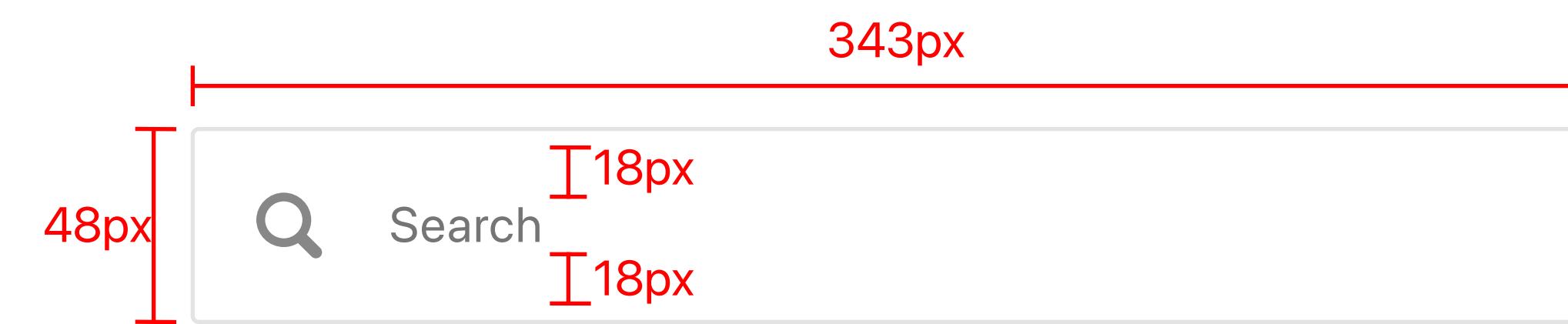


Zenfit UI Library

Atoms - Containers

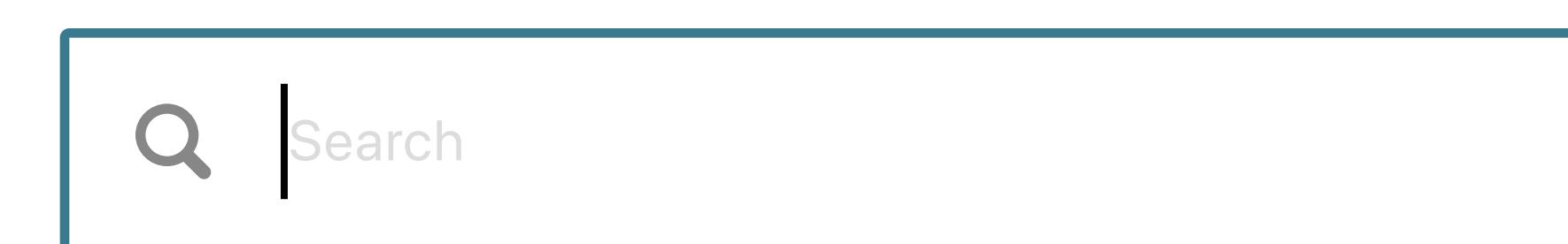
Default

Search Input



Focused

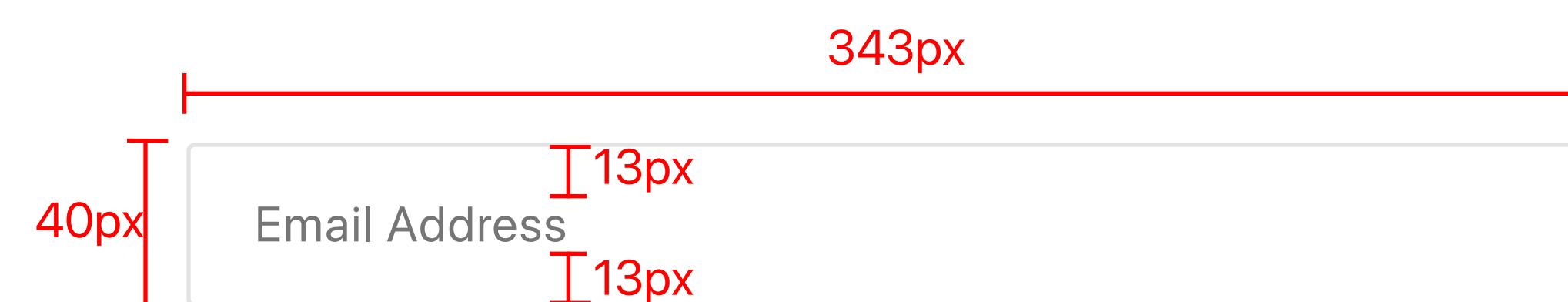
Search Input



Style Attributes

Font Color: #DCDCDC

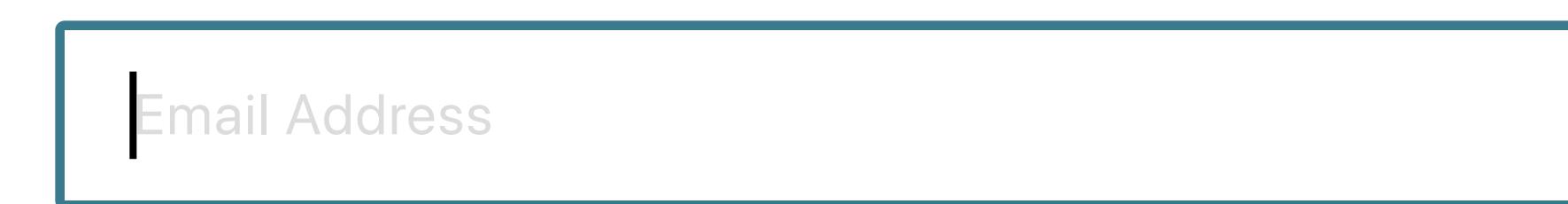
Email/Password Input



Style Attributes

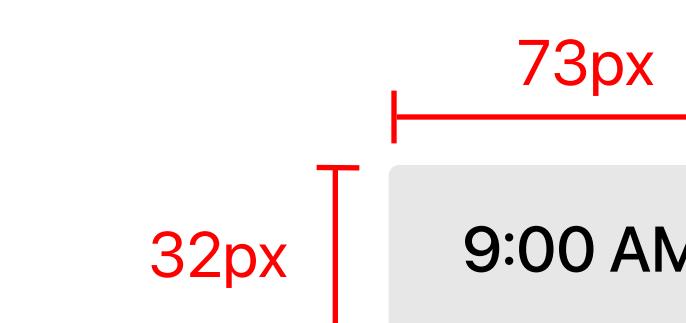
Border: Radius 2px
Font Size: 12px
Font Color: #757575

Email/Password Input



Available Time Picker

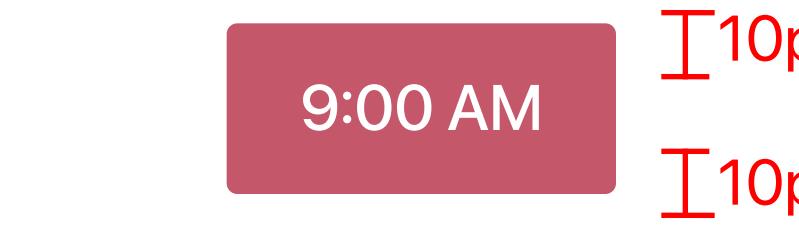
Default



Style Attributes

Fill: #E7E7E7
Border: Radius 2px
Font Size: 12px
Font Color: #000000

Active



Style Attributes

Fill: #C5576B
Border: Radius 2px
Font Size: 12px
Font Color: #FFFFFF

Error

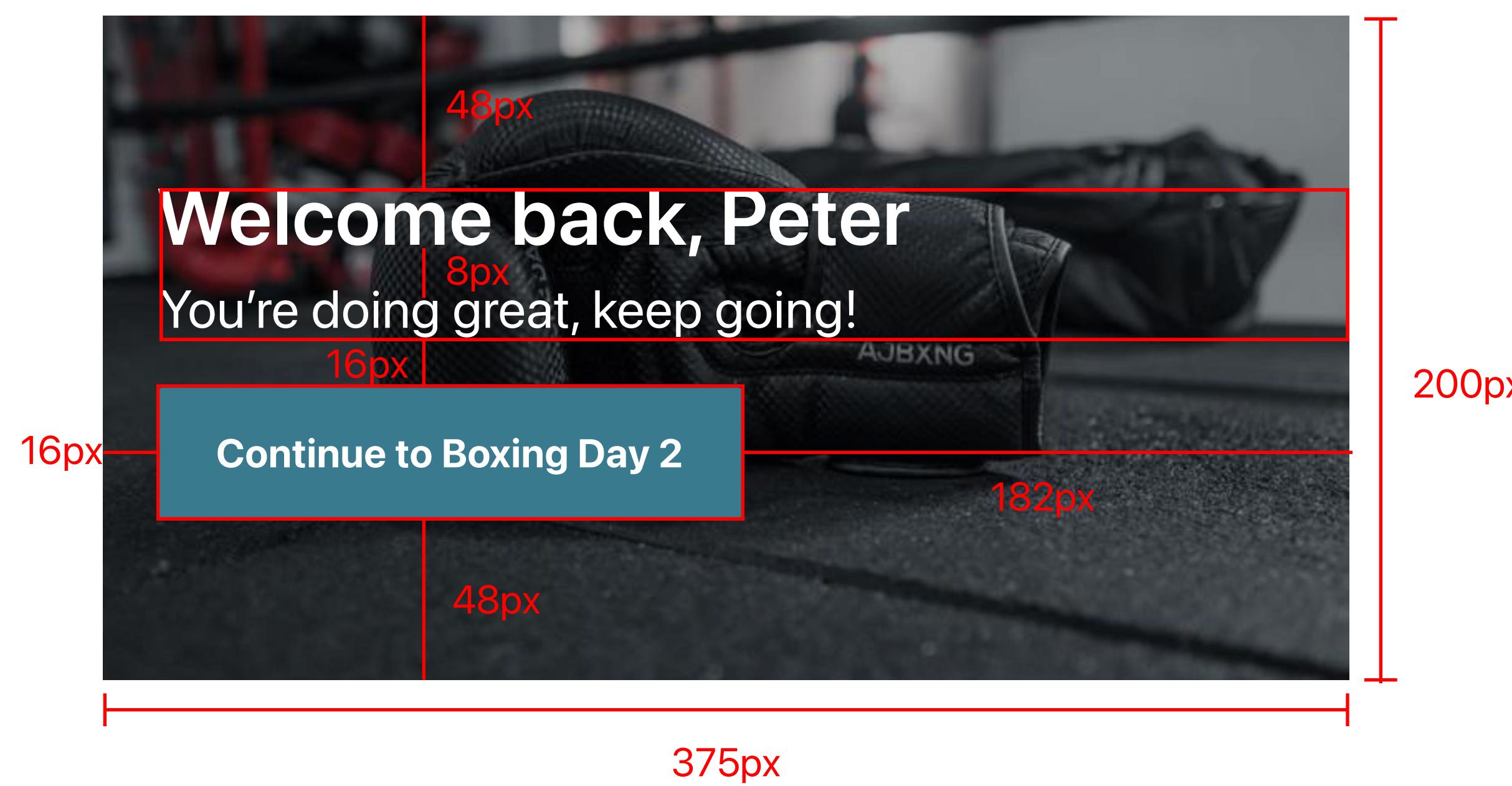
Email/Password Input



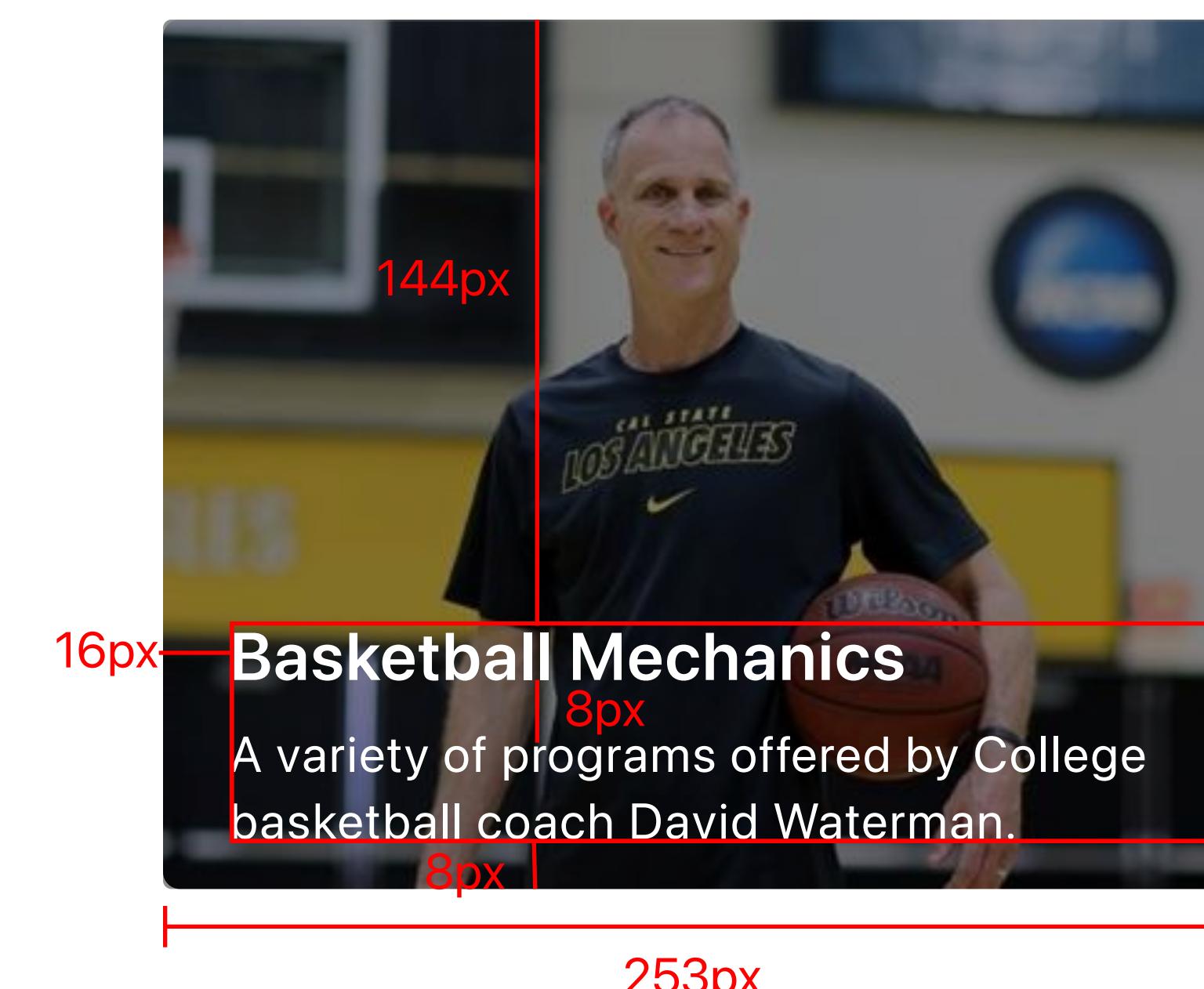
Zenfit UI Library

Molecules

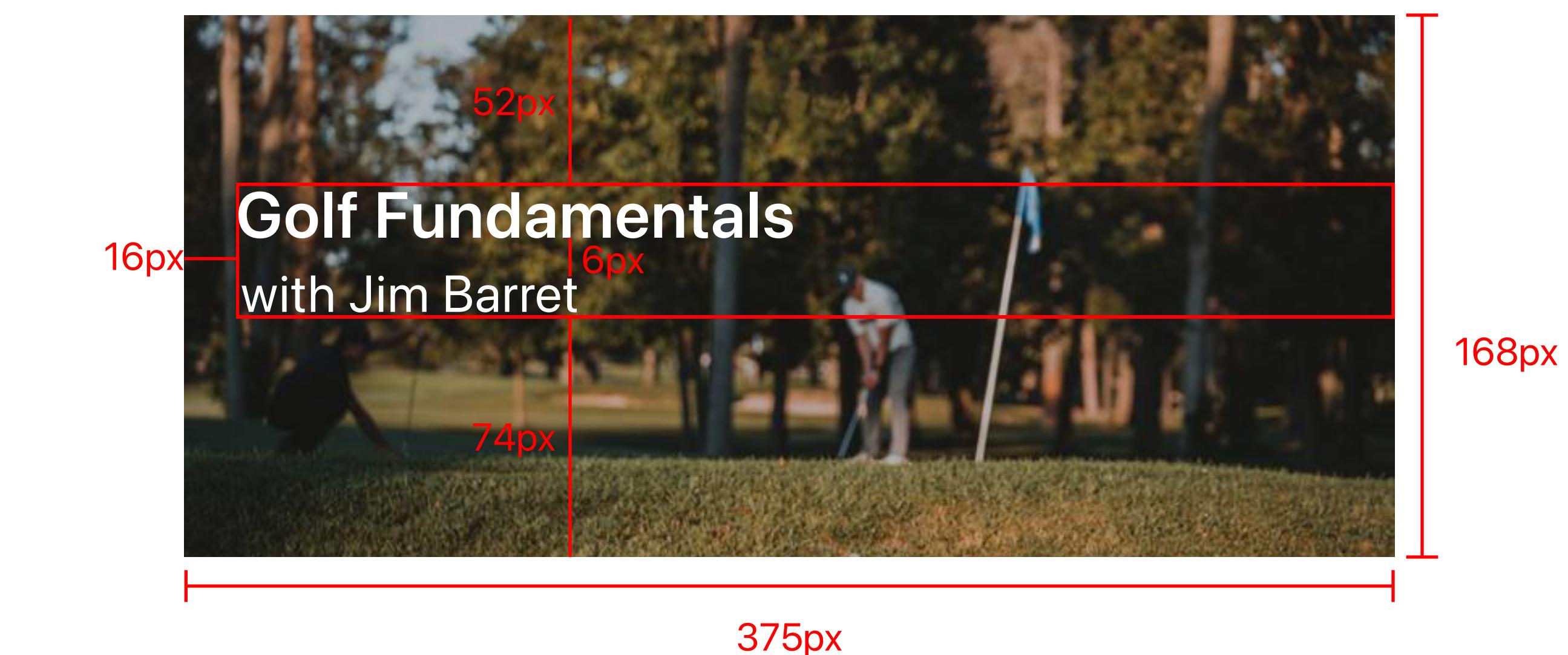
Hero Card



Home Slider Card



Results Card



Style Attributes

Fill: Image
Border-radius: 2px
Font Color: #FFFFFF
Heading 05 Font Size: 16px
Body Copy 01 Font Size: 12px
Alignment: Left

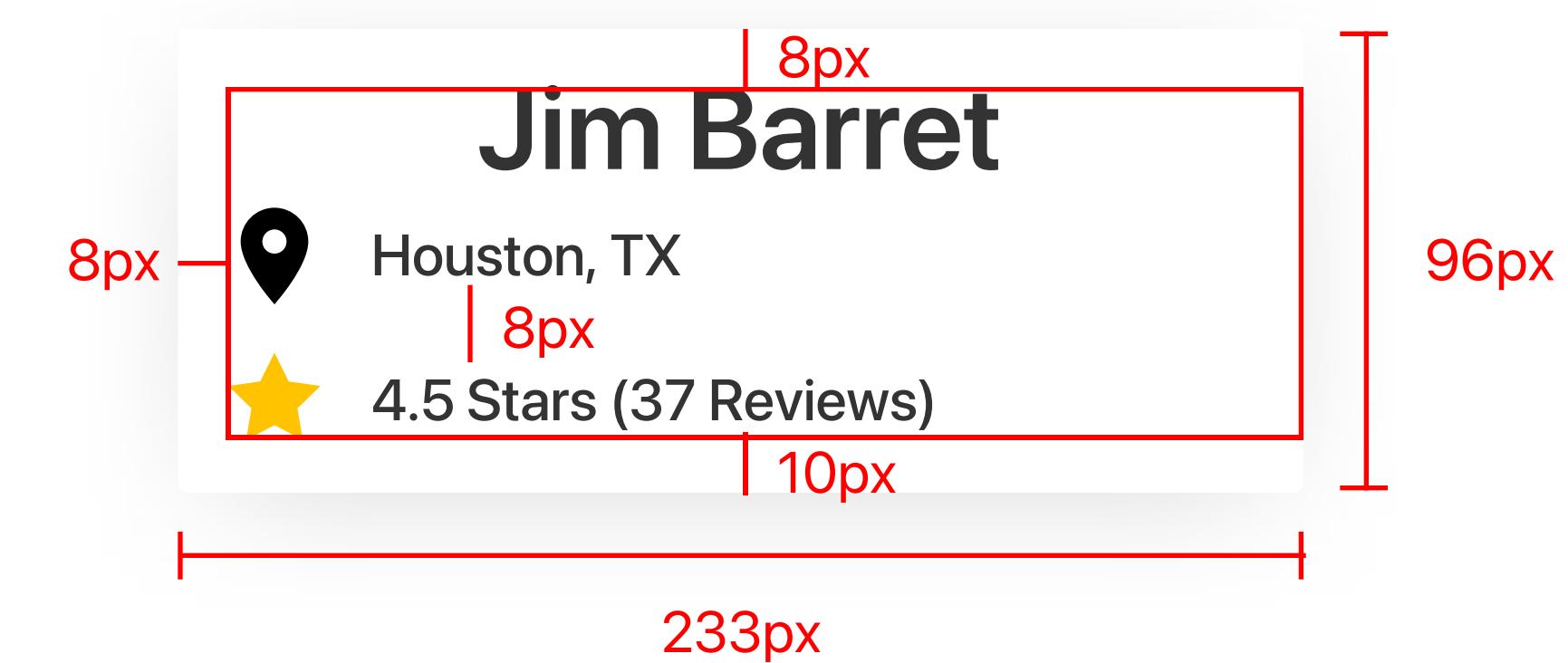
Style Attributes

Fill: Image
Font Color: #FFFFFF
Heading 04 Font Size: 20px
Sub-heading 02 Font Size: 16px
Alignment: Left

Zenfit UI Library

Molecules

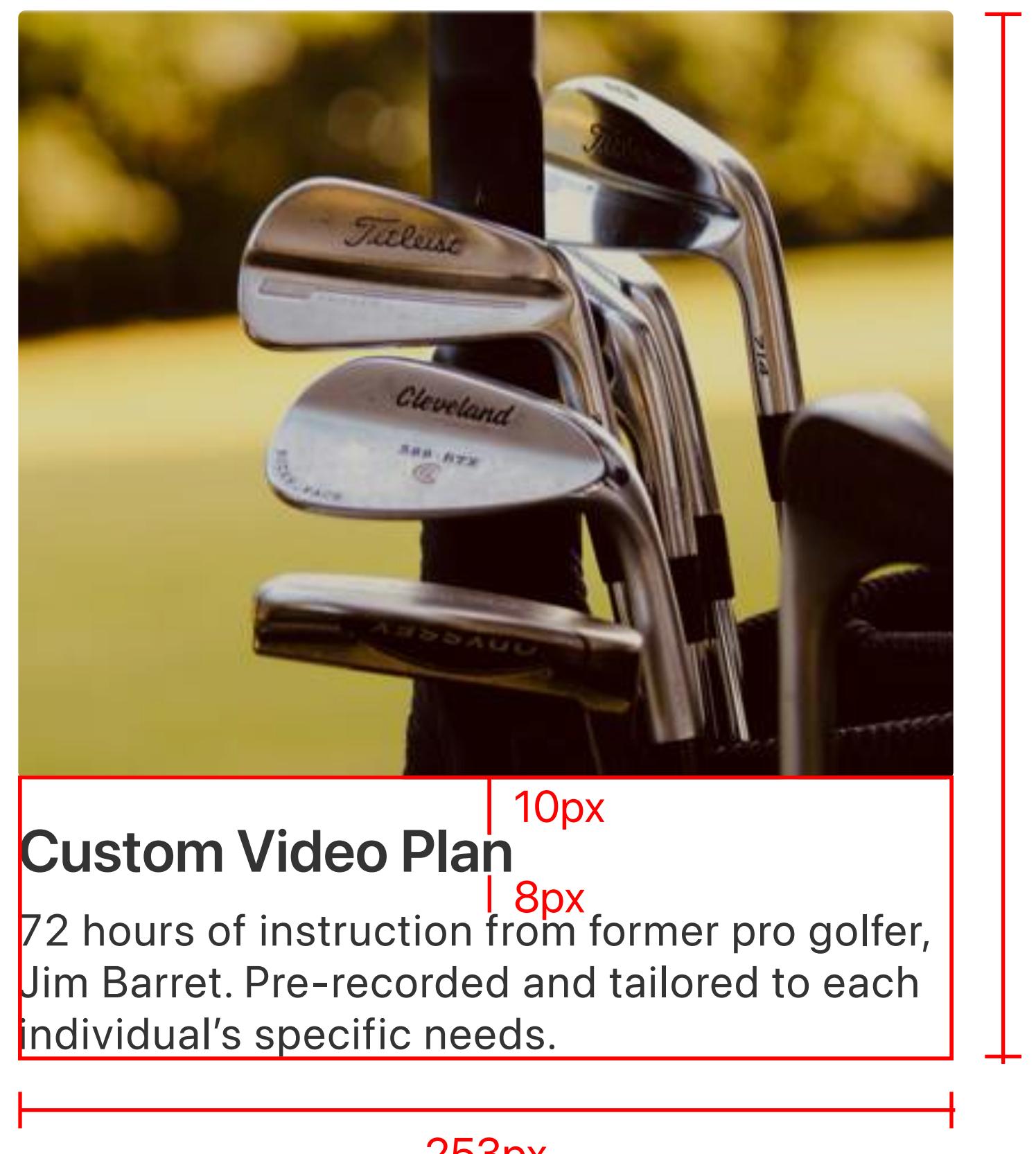
Bio Card



Style Attributes

Fill: #FFFFFF
Font Color: #333333
Heading 02 Font Size: 24px, Center aligned
Body Copy 01 Font Size: 12px, Left aligned
Box Shadow: rgba(172,172,172,0.62)
Border-radius: 2px

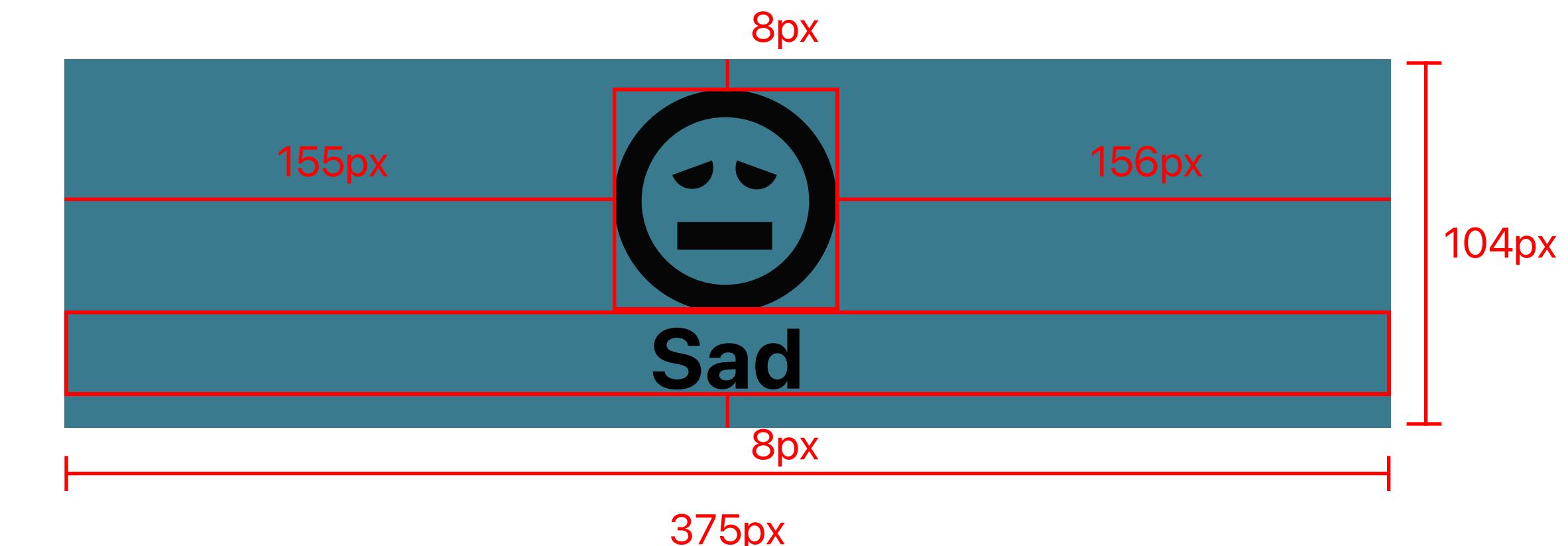
Programs Card



Style Attributes

Fill: #Image
Font Color: #333333
Heading 05 Font Size: 16px
Body Copy 01 Font Size: 12px
Alignment: Left
Border-radius: 2px

Mood Card



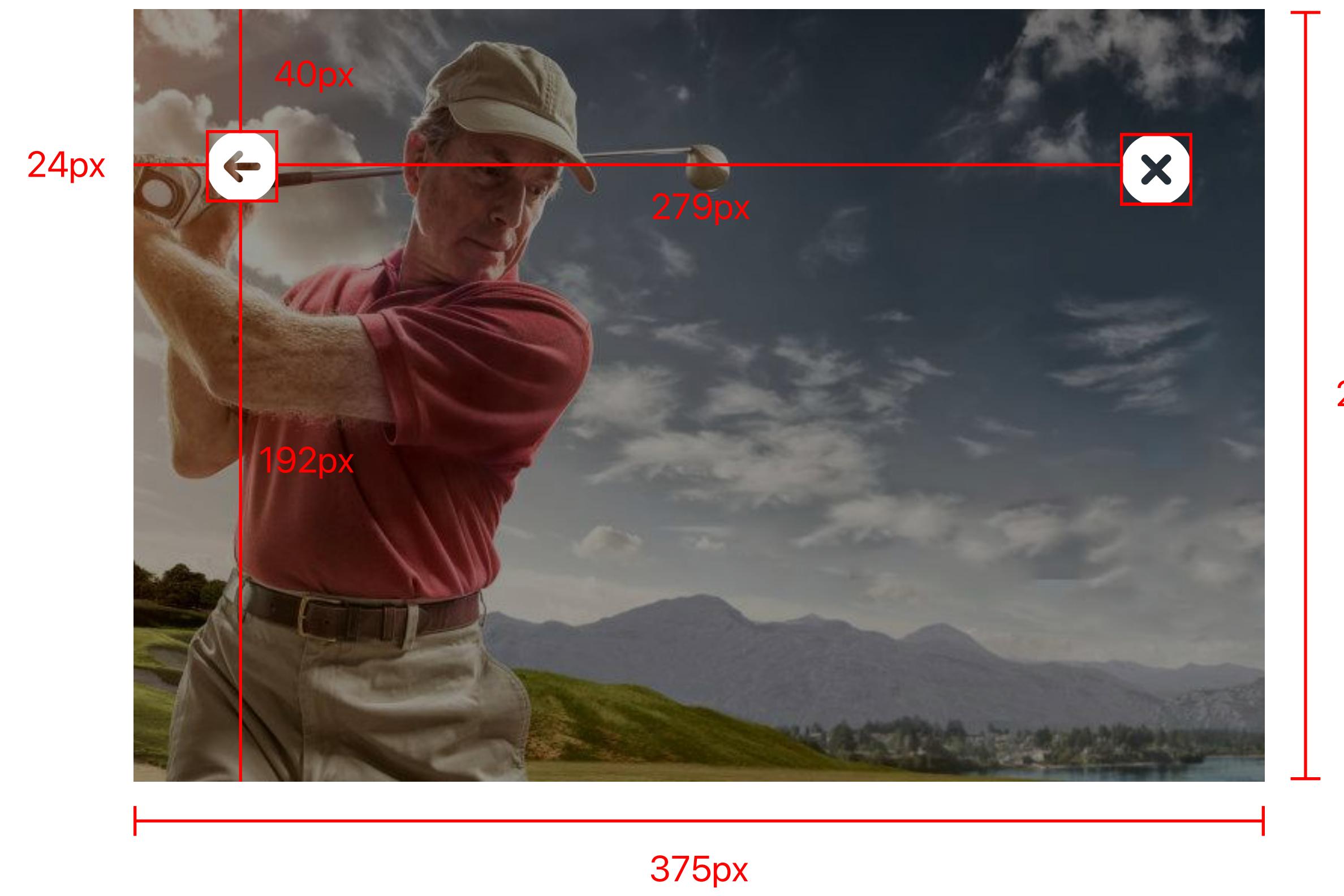
Style Attributes

Fill: #397A8E
Font Color: #000000
Heading 03 Font Size: 24px
Alignment: Center
Mood Icon: 64x64 px

Zenfit UI Library

Molecules

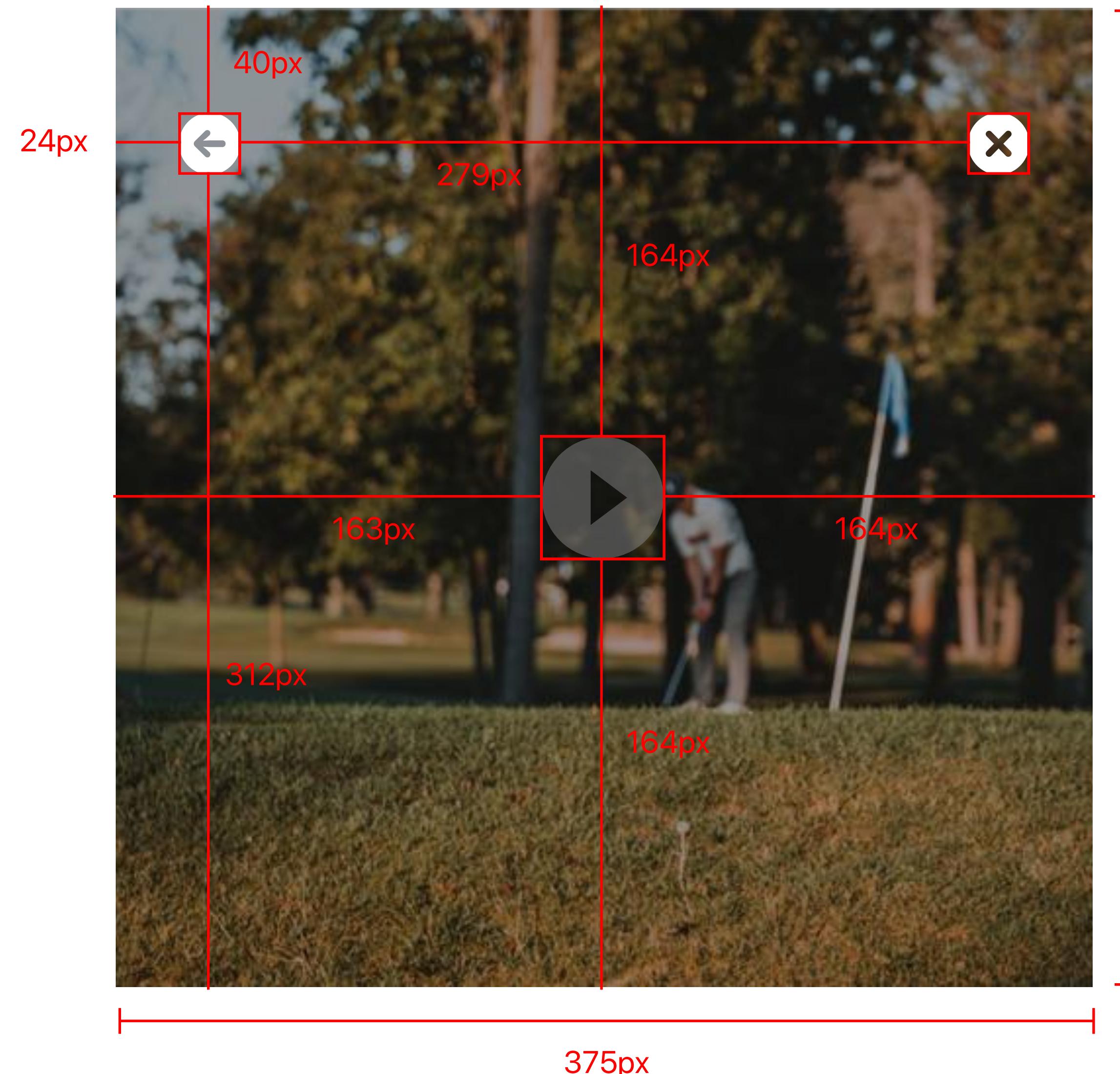
Bio Hero



Style Attributes

Fill: Image
Nav Icon Color: #FFFFFF
Nav Icon Size: 24x24 px

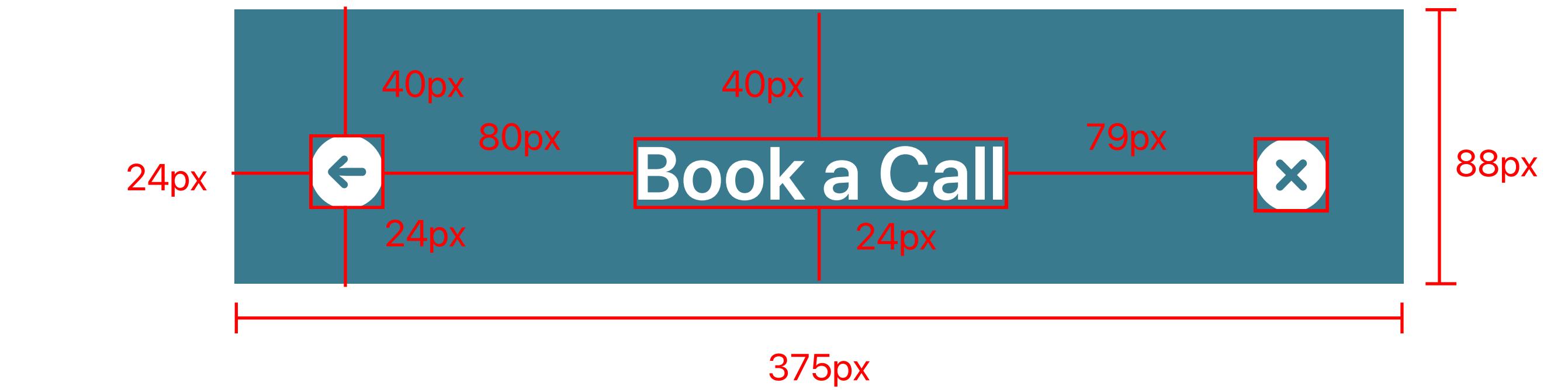
Bio Video



Style Attributes

Fill: Image
Nav Icon Color: #FFFFFF
Nav Icon Size: 24x24 px
Play Icon Color: #FFFFFF
Play Icon Opacity: 50%
Play Icon Size: 48x48 px

Calendar Header



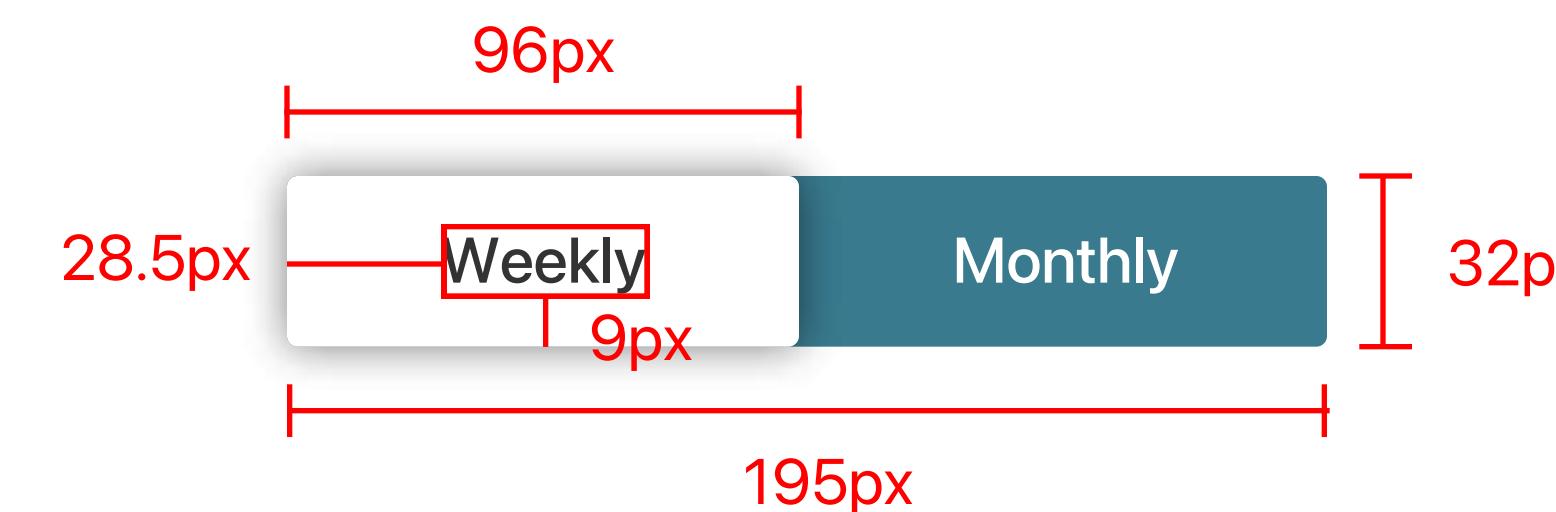
Style Attributes

Fill: #397A8E
Nav Icon Color: #FFFFFF
Nav Icon Size: 24x24 px
Heading 03 Font Size: 24px
Font-Colour: #FFFFFF
Alignment: Center

Zenfit UI Library

Molecules

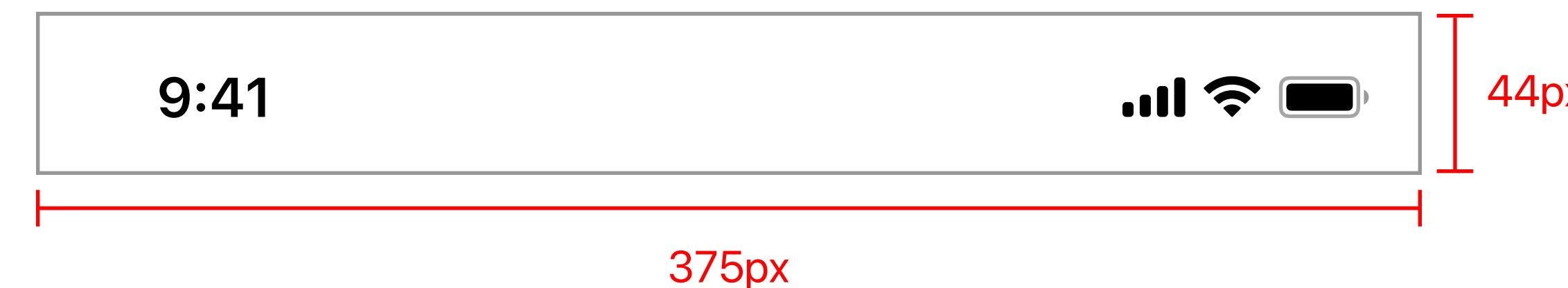
Toggle



Style Attributes

Active Fill: #FFFFFF
Inactive Fill: #397A8E
Active Font Color: #333333
Inactive Font Color: #FFFFFF
Body Copy 01 Font Size: 12px

Status Bar



Style Attributes

Font Color: #000000
Font Size: 12px

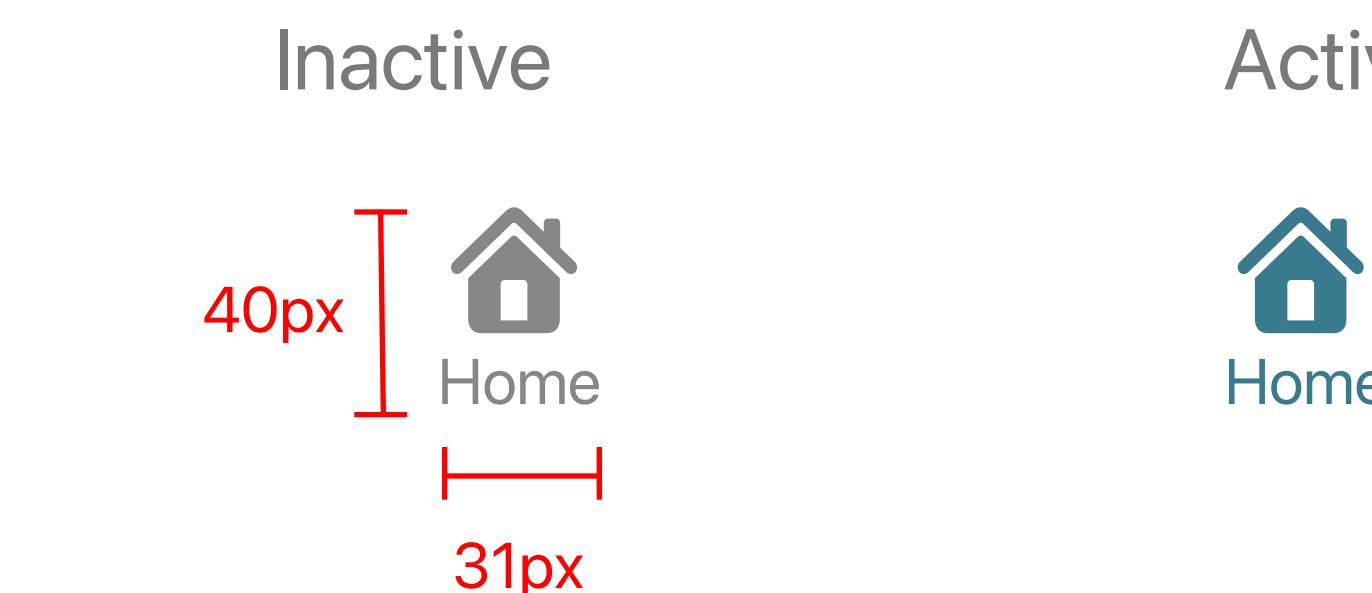
Tab Bar



Style Attributes

Active Font Color: #397A8E
Inactive Font Color: #878787
Body Copy 01 Font Size: 12px
Highlight Tab Color: #397A8E

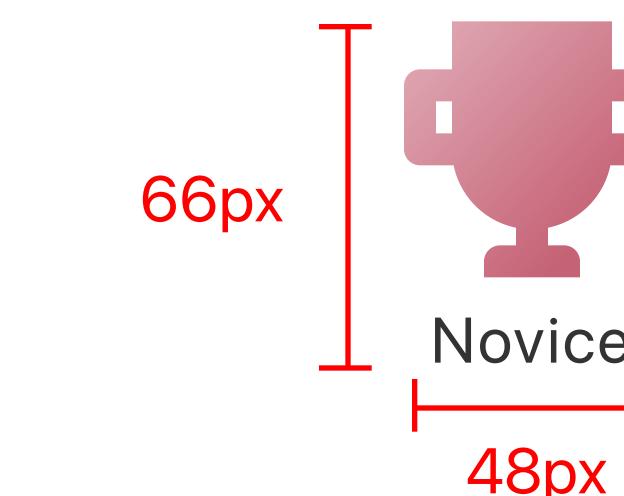
Nav Icon + Label



Style Attributes

Active Colour: #397A8E
Inactive Colour: #878787
Body Copy 01 Font Size: 12px
Icon Size: 24x24 px

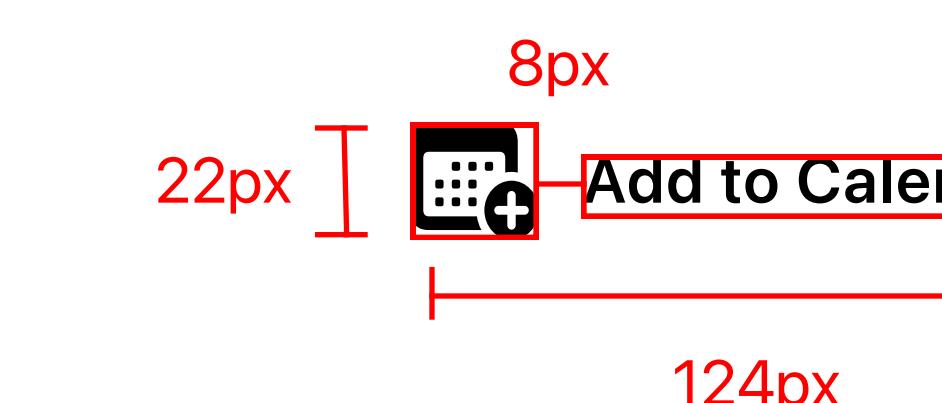
Achievements Icon + Label



Style Attributes

linear-gradient(133deg, #FFFFFF 0%, #C66276 88%)
Body Copy 01 Font Size: 12px
Font Color: #333333
Icon Size: 48x48 px

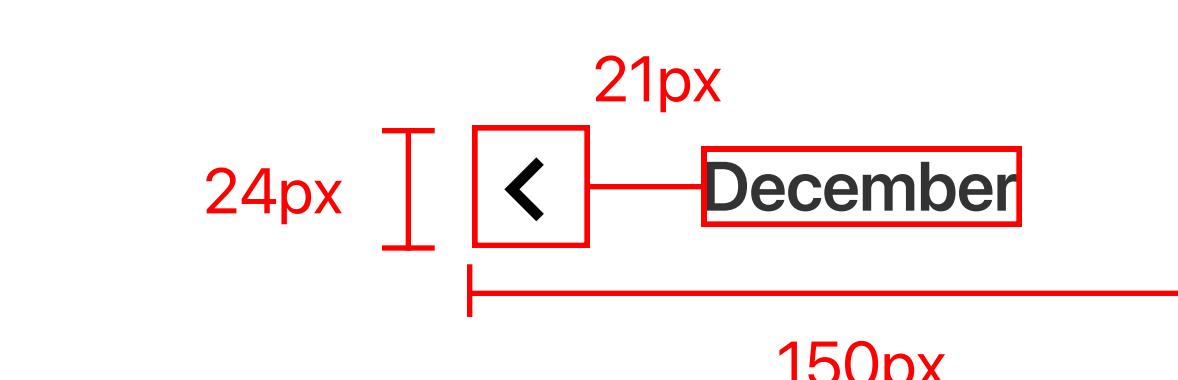
Calendar Icon + Label



Style Attributes

Font Colour: #000000
Body Copy 01 Font Size: 12px
Icon Size: 24x22 px
Icon Colour: #000000

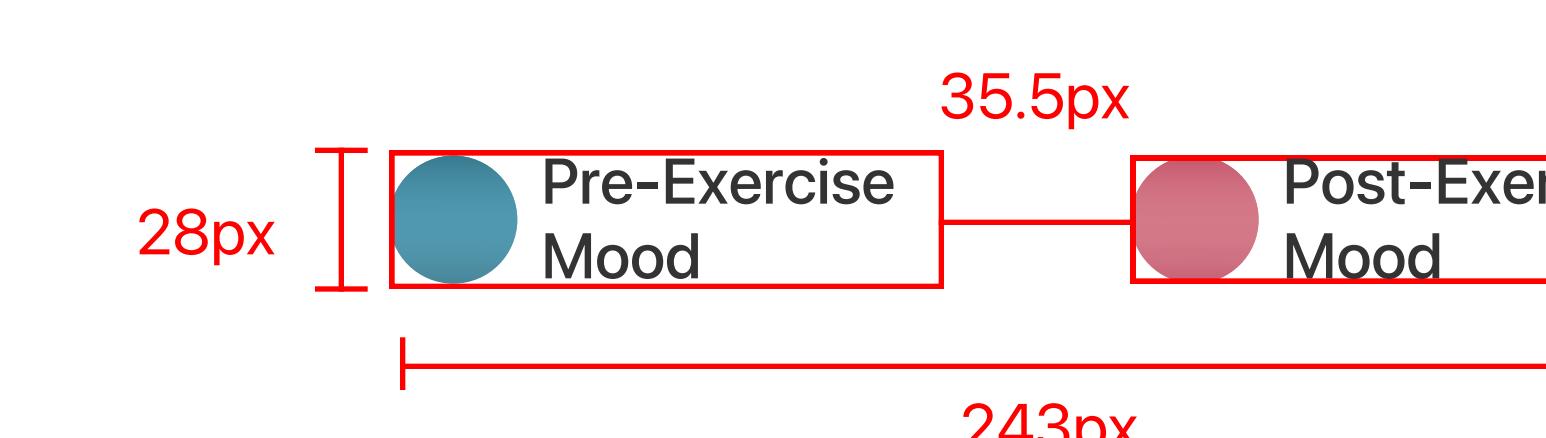
Selector



Style Attributes

Font Colour: #333333
Body Copy 01 Font Size: 12px
Icon Size: 24x24 px
Icon Colour: #000000

legend



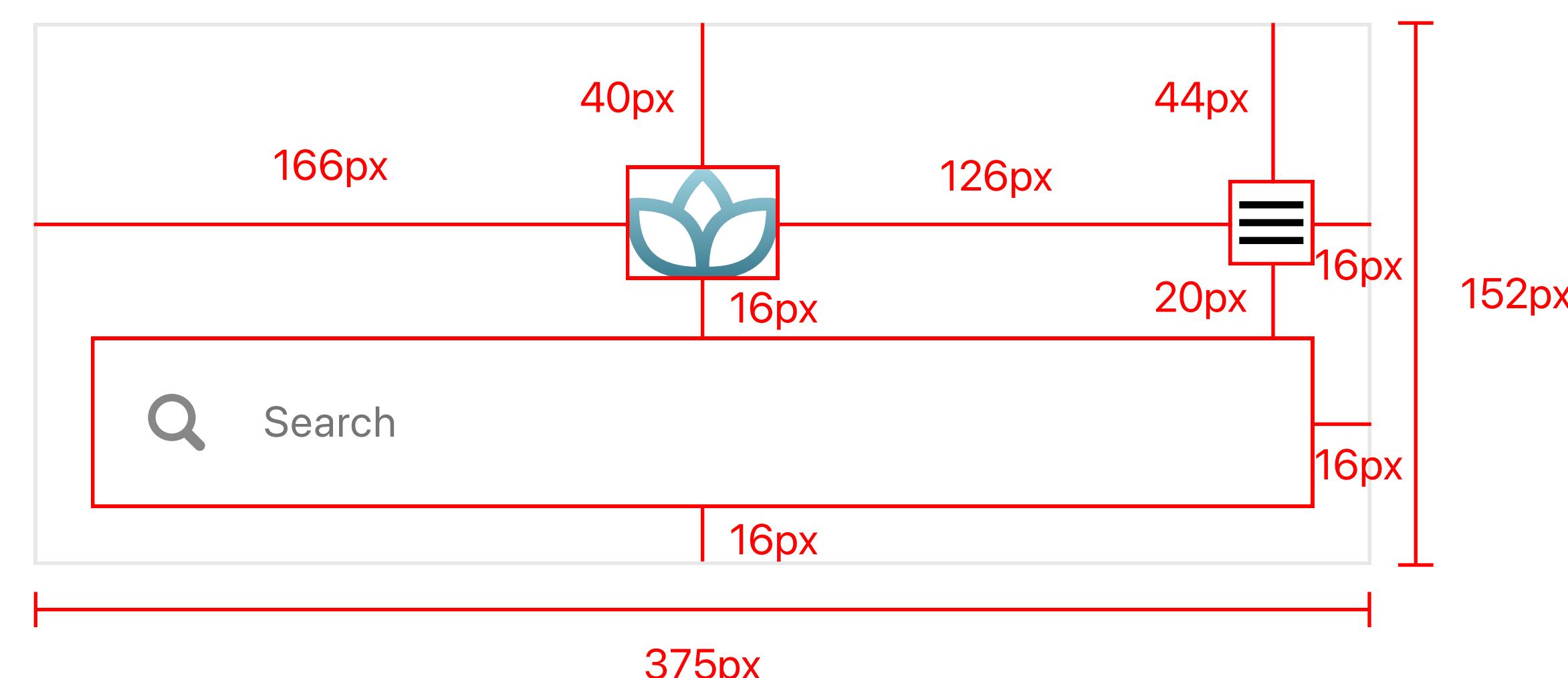
Style Attributes

Font Colour: #333333
Body Copy 01 Font Size: 12px
Oval Size: 24x24 px
Icon Colour: #000000
Fill 1: rgba(113,222,255,0) @ 100%
Fill 2: rgba(255,204,204,0) @ 100%

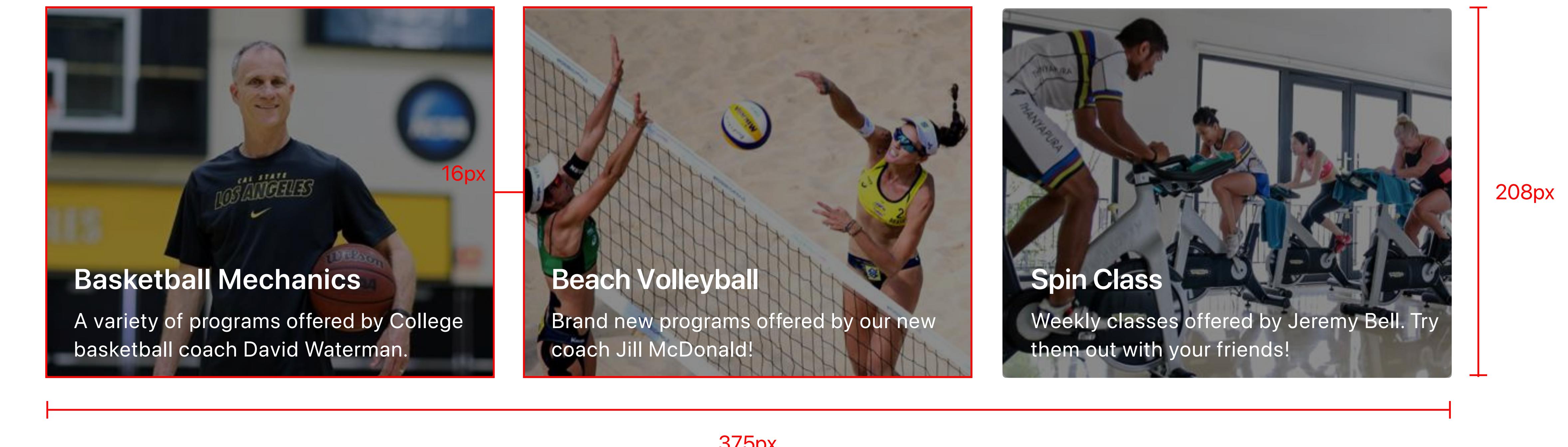
Zenfit UI Library

Organisms

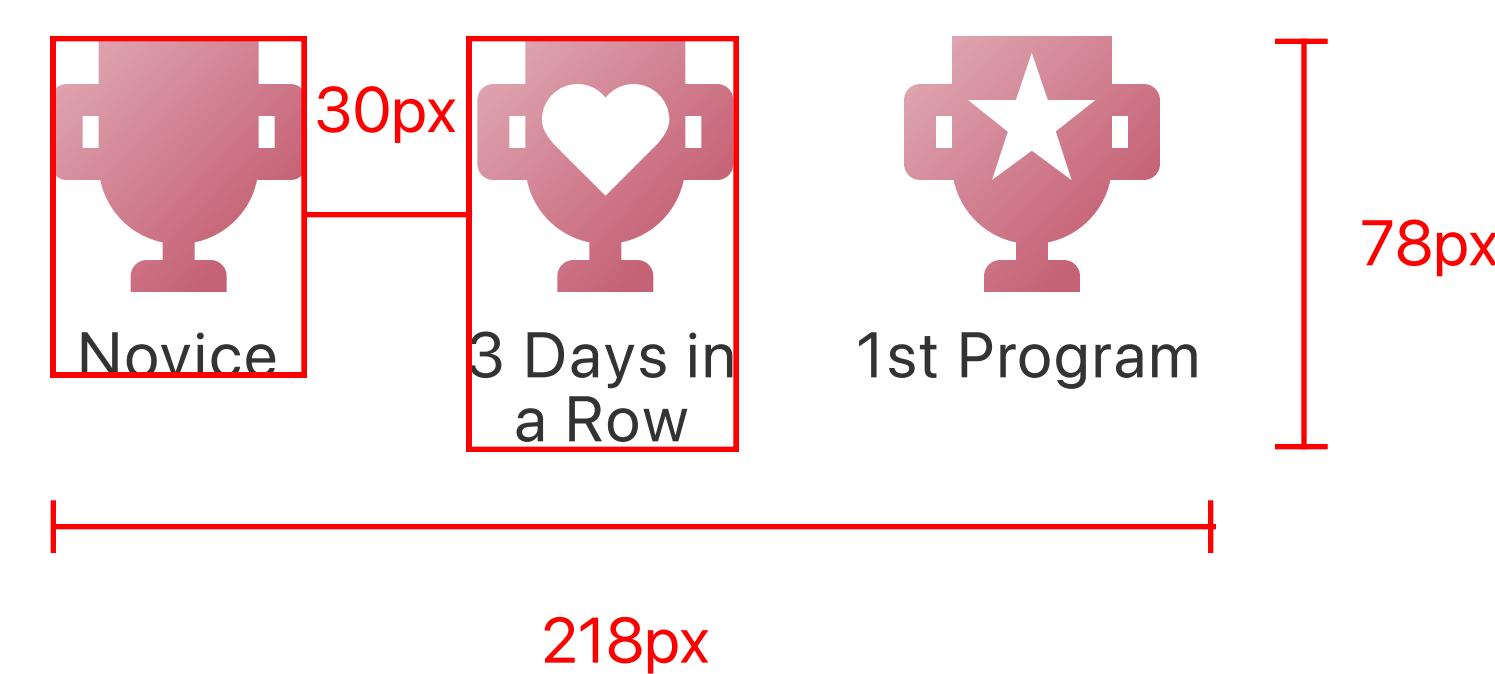
Top Header



Home Slider



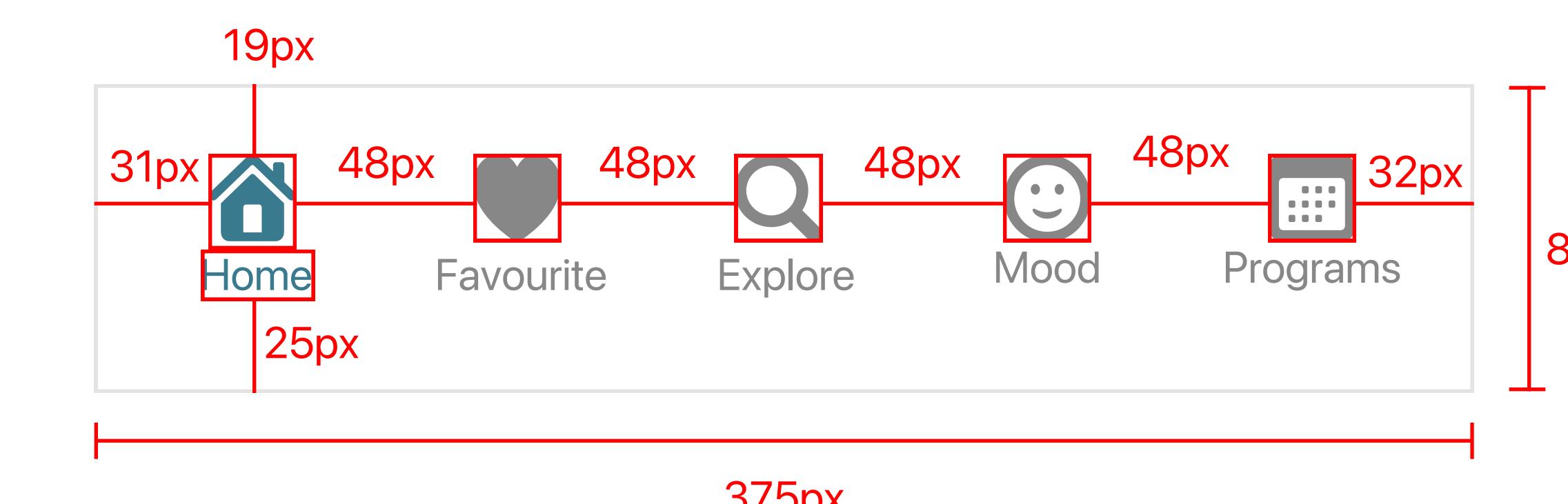
Achievements Section



Style Attributes

Font Color: #757575
Body Copy 01 Font Size: 12px
Logo Fill: linear-gradient (180deg, #A3D7E3 0%, #397A8E 100%)
Hamburger Icon Size: 24x24px
Logo Size: 43x32 px
Border Color: #E3E3E3

Navigation Bar



Style Attributes

Active Colour: #397A8E
Inactive Colour: #878787
Body Copy 01 Font Size: 12px
Border Colour: #E3E3E3
Icon Size: 24x24 px

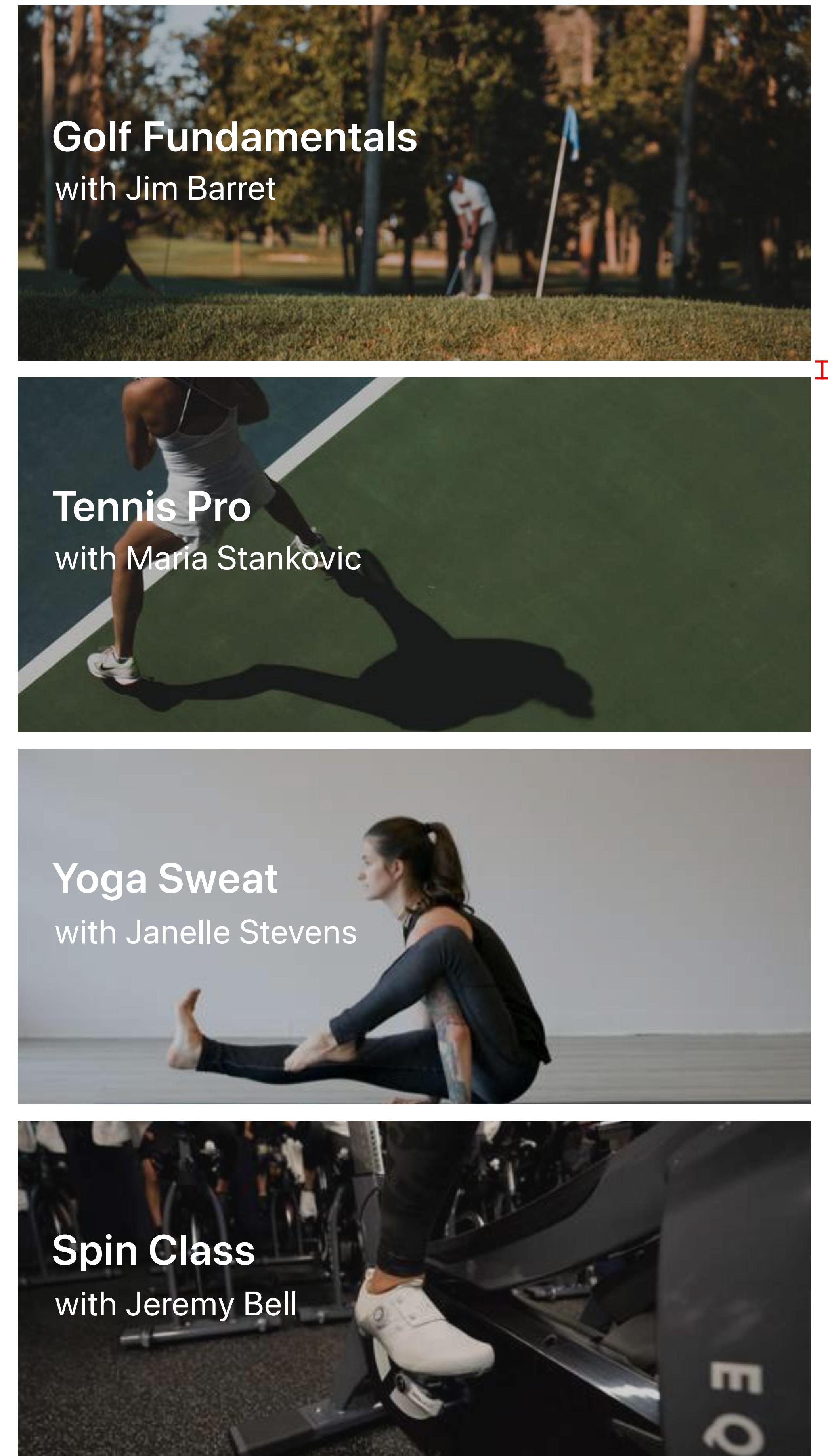
Style Attributes

Fill: Image
Font Color: #FFFFFF
Heading 05 Font Size: 16px
Body Copy 01 Font Size: 12px
Alignment: Left

Zenfit UI Library

Organisms

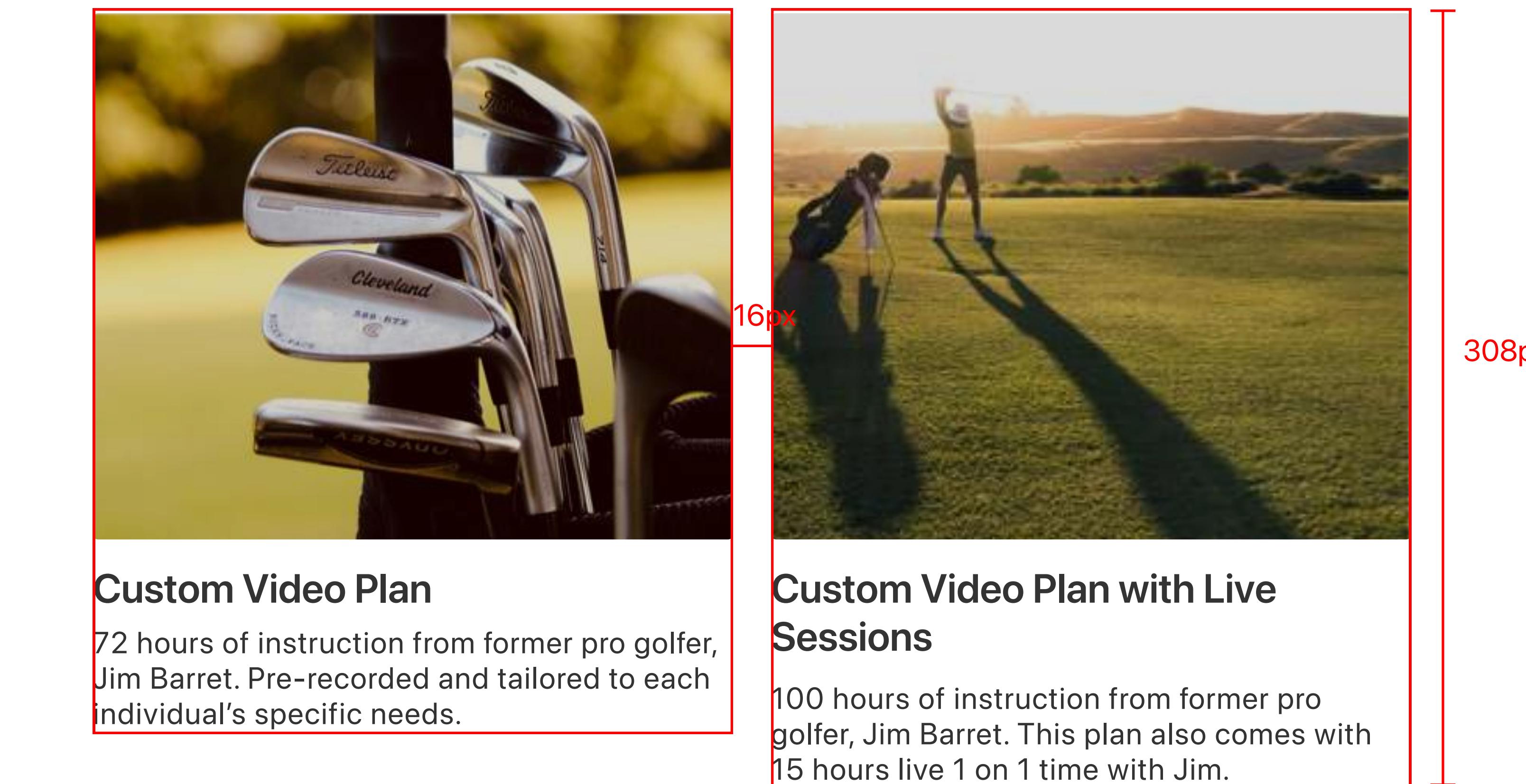
Results



Style Attributes

Fill: Image
Font Color: #FFFFFF
Heading 04 Font Size: 20px
Sub-heading 02 Font Size: 16px
Alignment: Left

Programs Slider



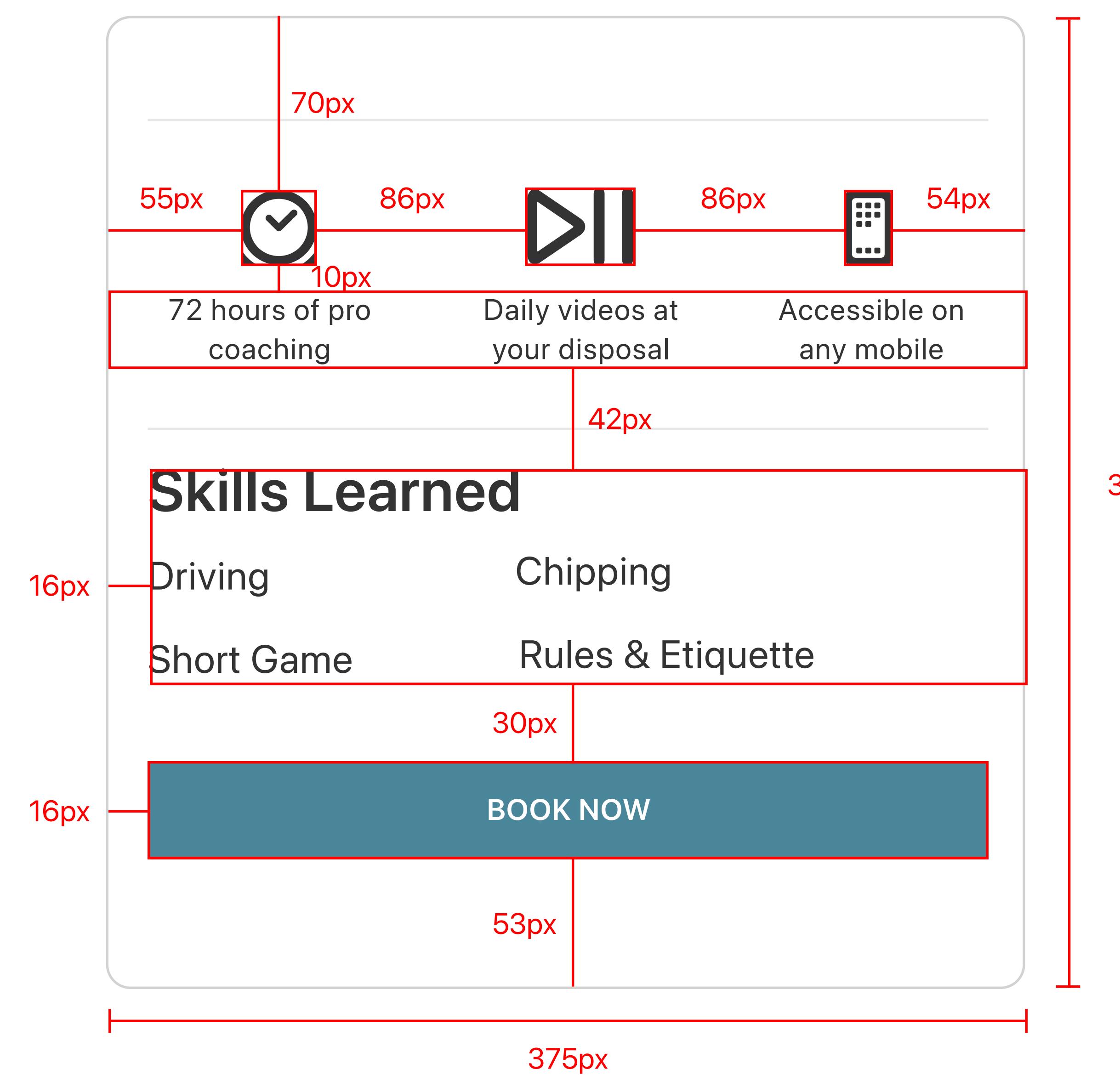
Style Attributes

Fill: Image
Font Color: #333333
Heading 05 Font Size: 16px
Body Copy 01 Font Size: 12px
Alignment: Left

Zenfit UI Library

Organisms

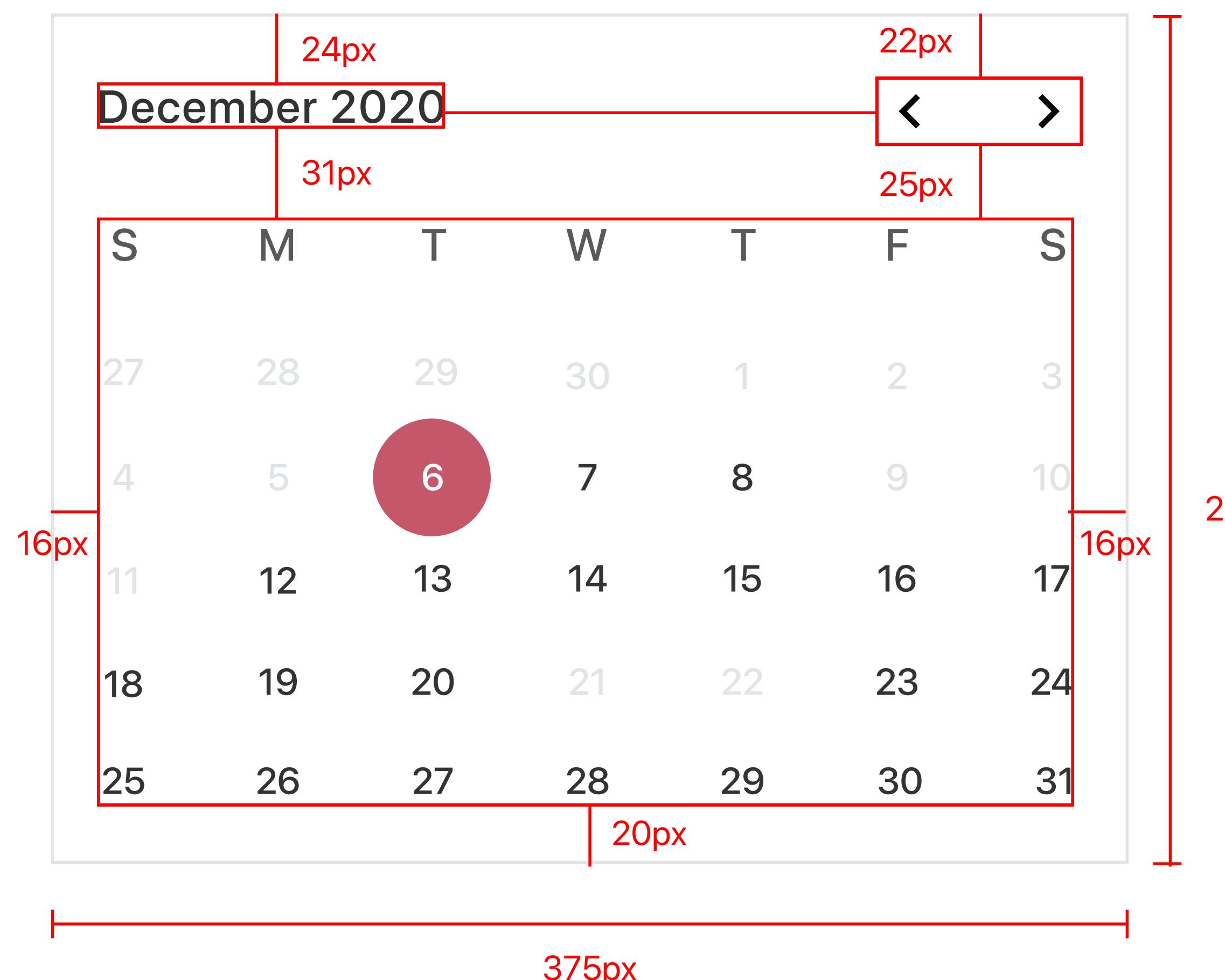
Popup Slider



Style Attributes

Fill: #FFFFFF
Font Color: #333333
Heading 03 Font Size: 24px
Sub-heading 02 Font Size: 16px
Border-radius: 10px
Button Fill: #397A8E
Button Font Colour: #FFFFFF
Button Font Size: Body Copy 01 (12px)

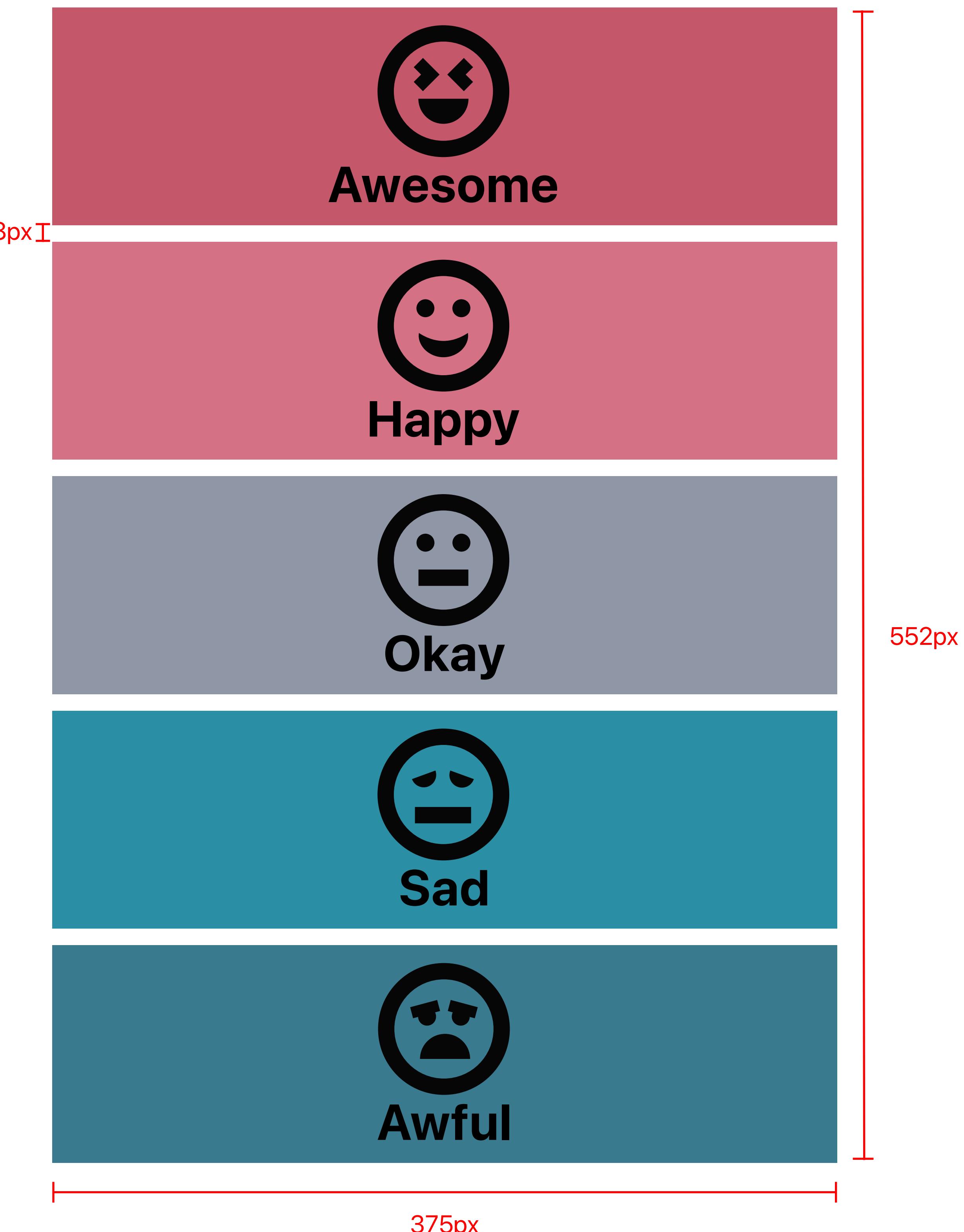
Calendar



Style Attributes

Fill: #FFFFFF
Font Color: #333333
Disabled Font Colour: #E2E5E8
Body Copy 01 Font Size: 12px
Border Colour: #E3E3E3
Icon Size: 24x24 px
Icon Colour: #000000

Mood Selection



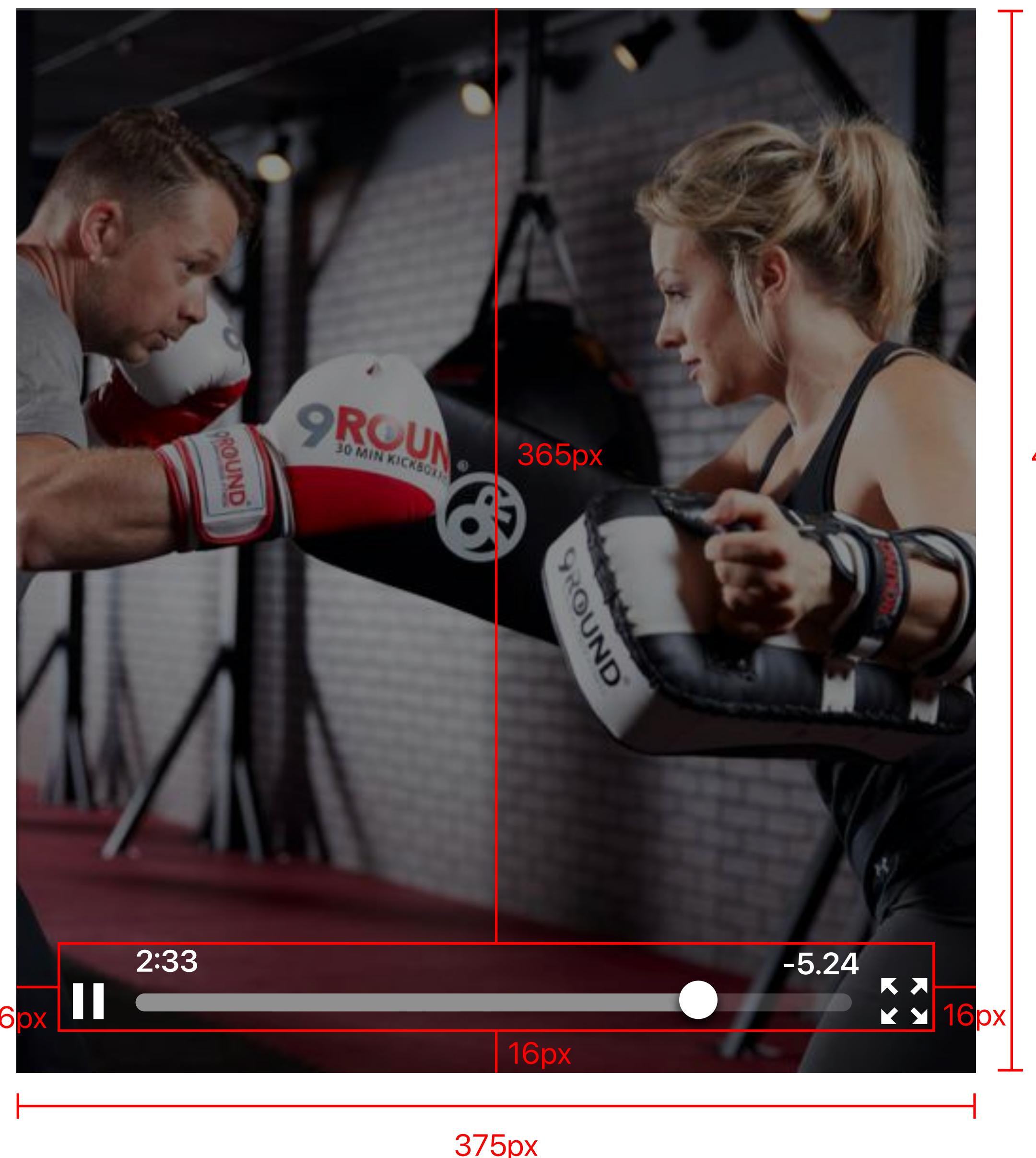
Style Attributes

Font Colour: #000000
Heading 03 Font Size: 24px
Icon Size: 64x64 px
Icon Colour: #000000
Fill 1: #C5576B
Fill 2: #D47185
Fill 3: #8F96A6
Fill 4: #2A8EA4
Fill 5: #397A8E

Zenfit UI Library

Organisms

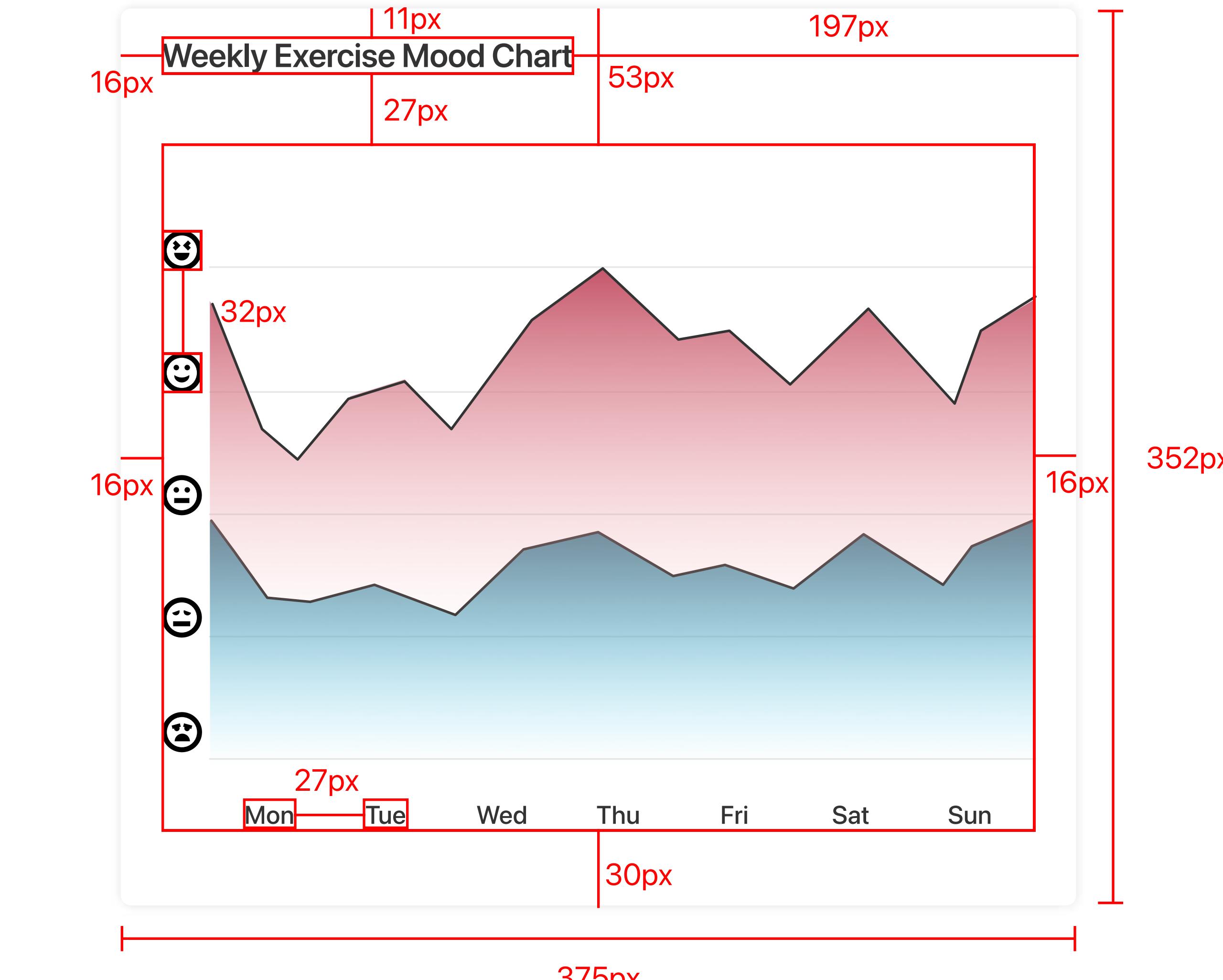
Video



Style Attributes

Fill: Image
Font Color: #FFFFFF
Time Bar Fill: #909090
Body Copy 01 Font Size: 12px
Icon Size: 24x24 px
Icon Colour: #FFFFFF

Mood Chart



Style Attributes

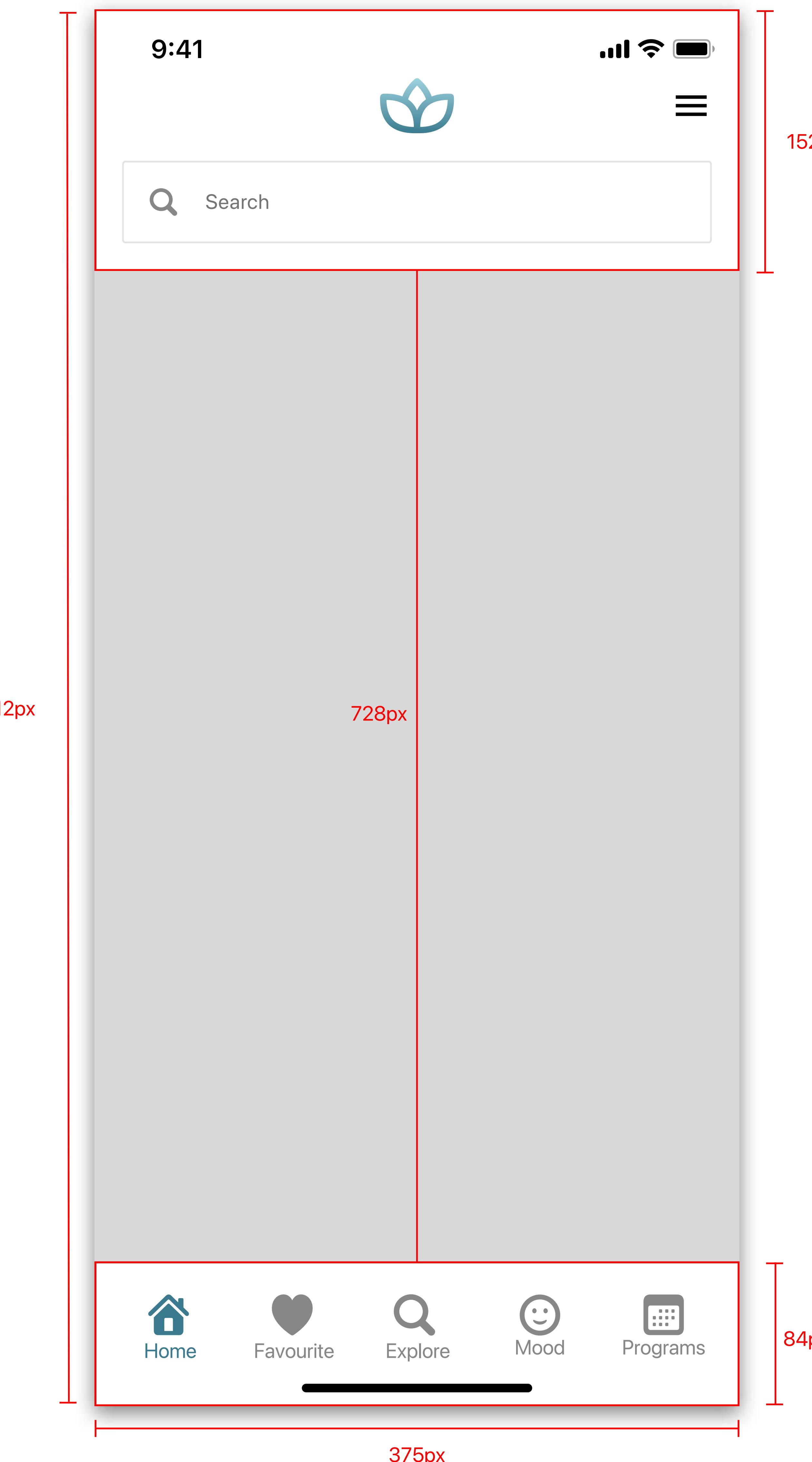
Fill 1: linear-gradient (133deg, #FFFFFF 0%, #C66276 88%)
Fill 2: linear-gradient (180deg, #A3D7E3 0%, #397A8E 100%)
Font Color: #333333
Body Copy 01 Font Size: 12px
Body Copy 02 Font Size: 10px
Icon Size: 16x16 px
Icon Colour: #FFFFFF

Zenfit UI Library

Templates

Home Template

This template is used on the Home Screen and the Chart screens.

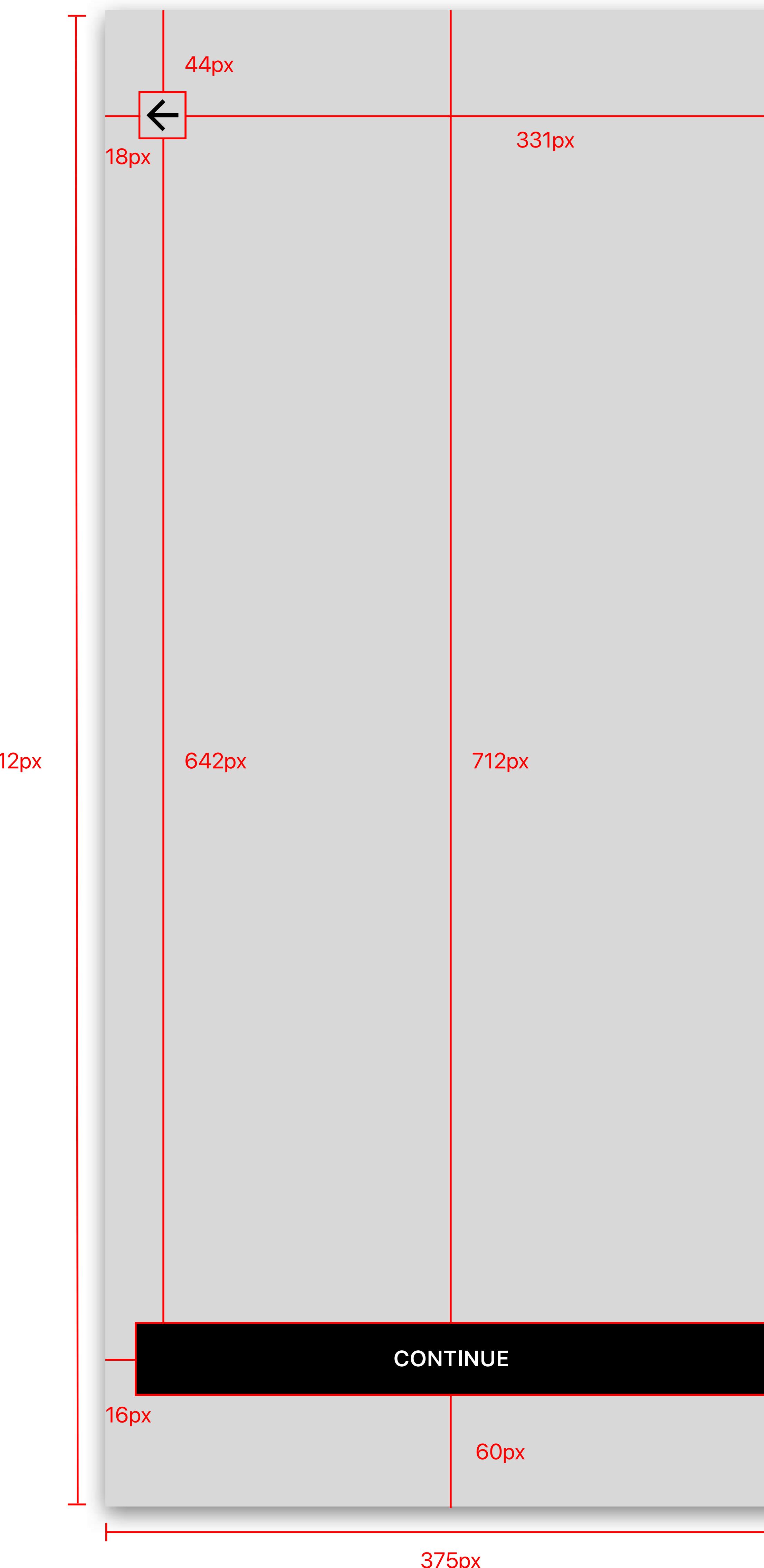


Zenfit UI Library

Templates

Mood Template

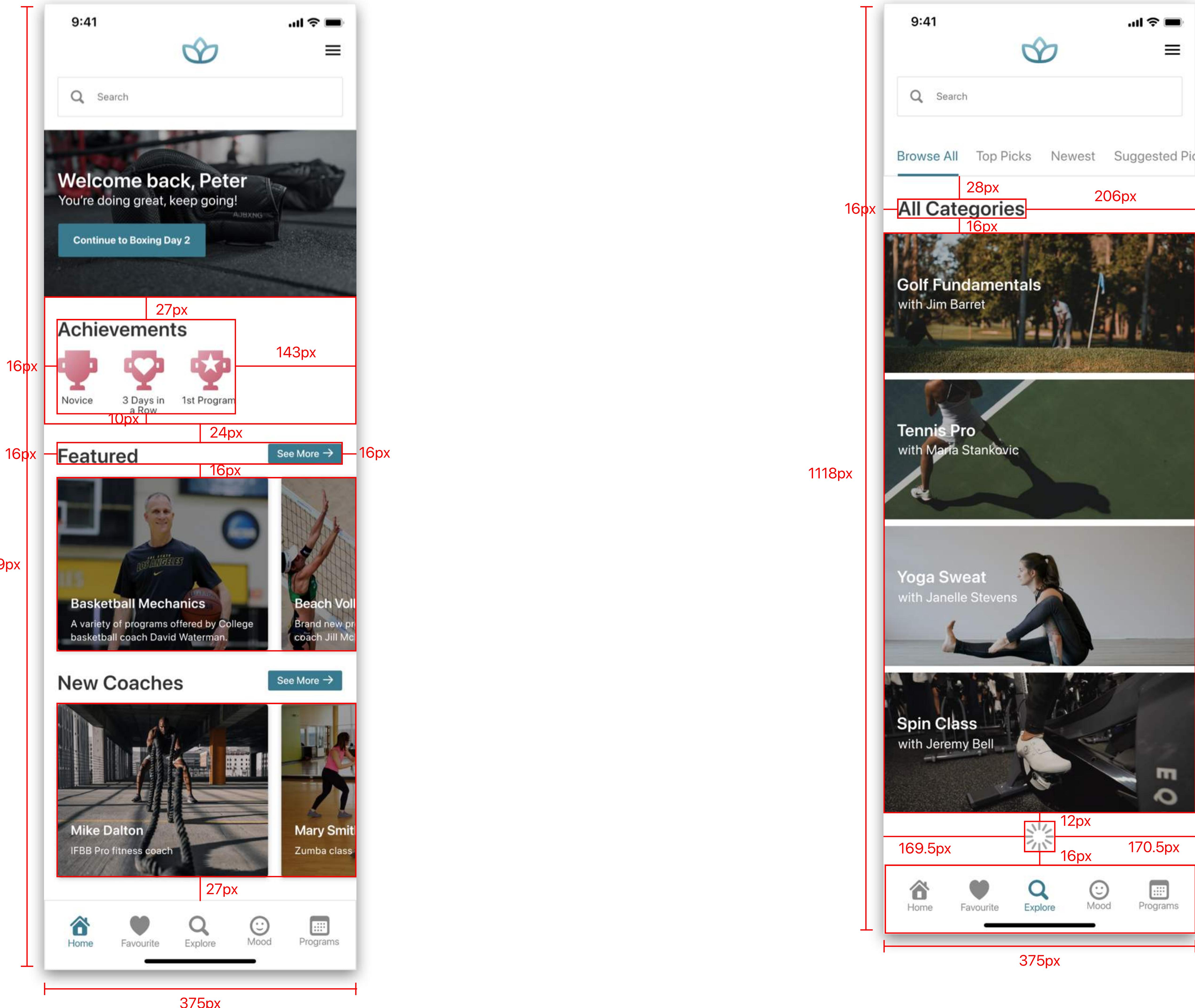
This template is used on all of the selected emotion confirmation screens.



Zenfit UI Library

Pages

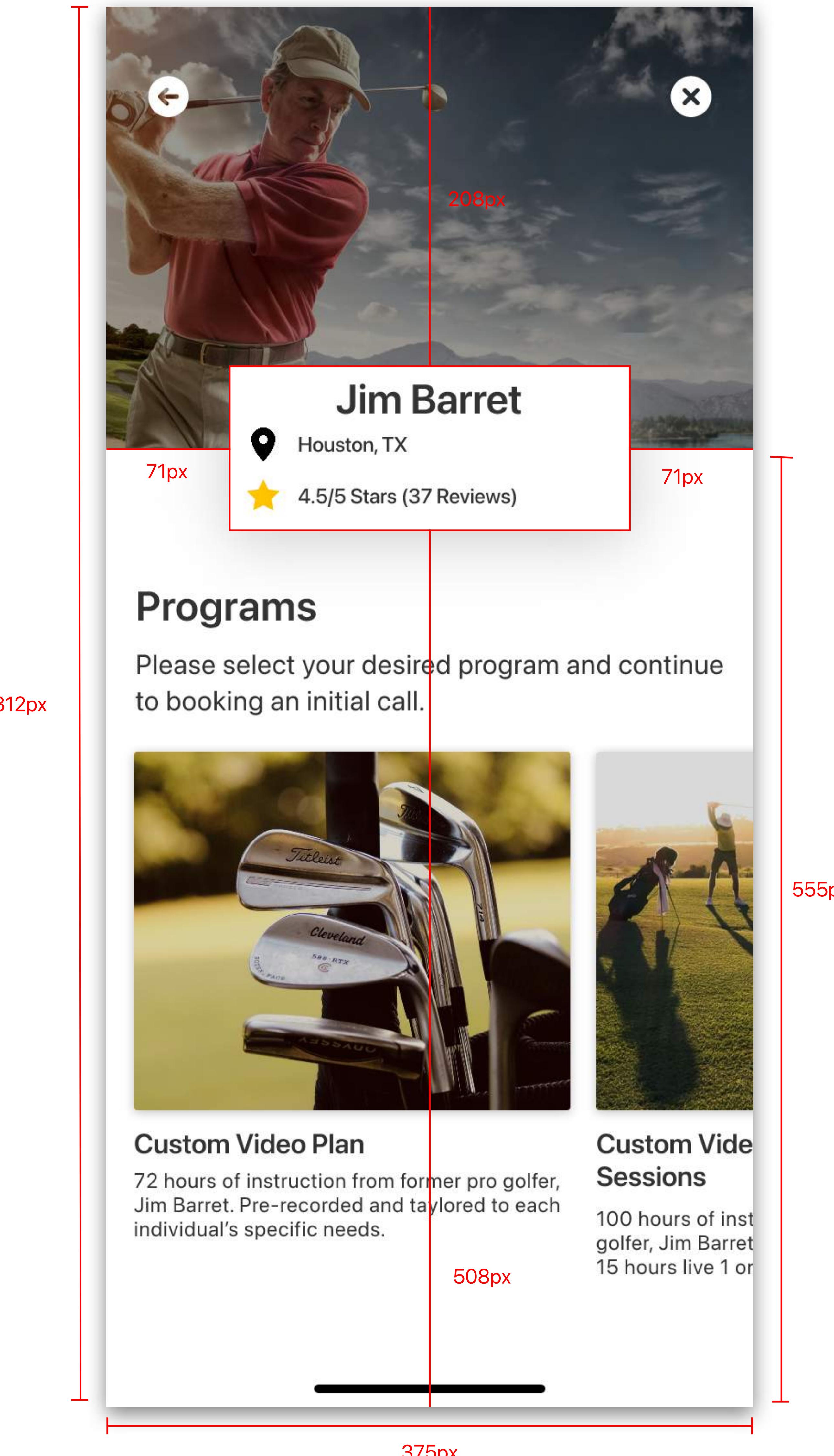
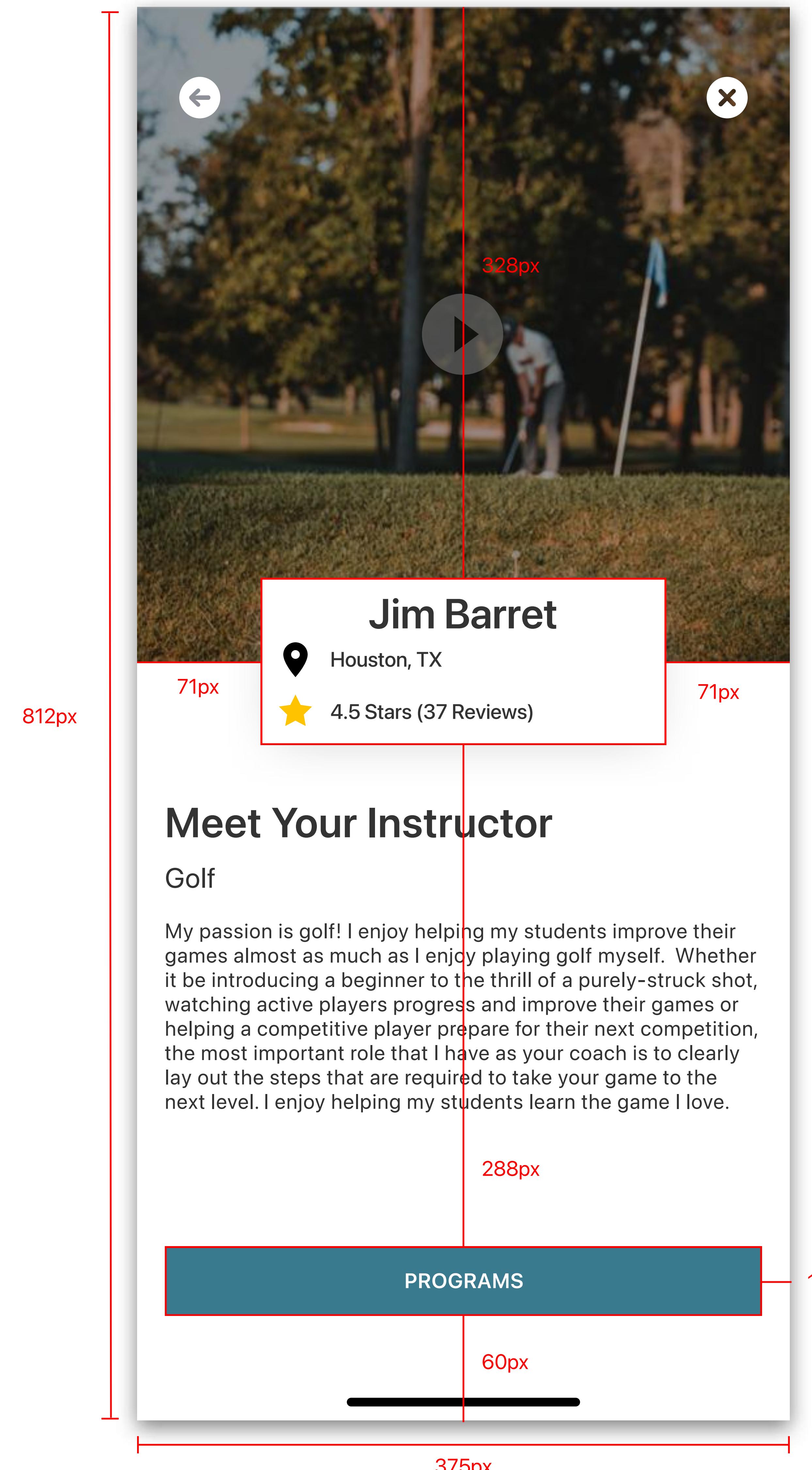
Home Page & Results Page



Zenfit UI Library

Pages

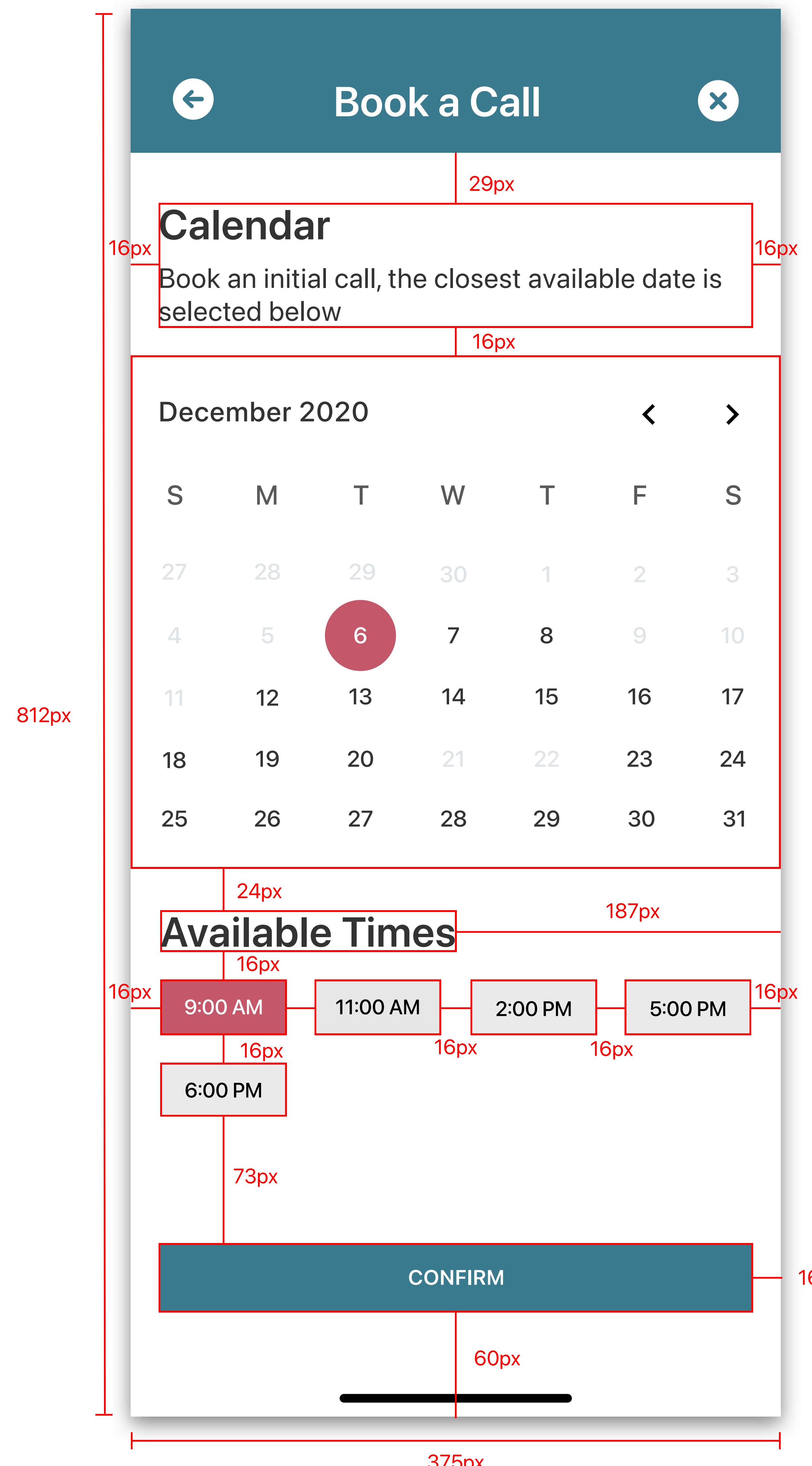
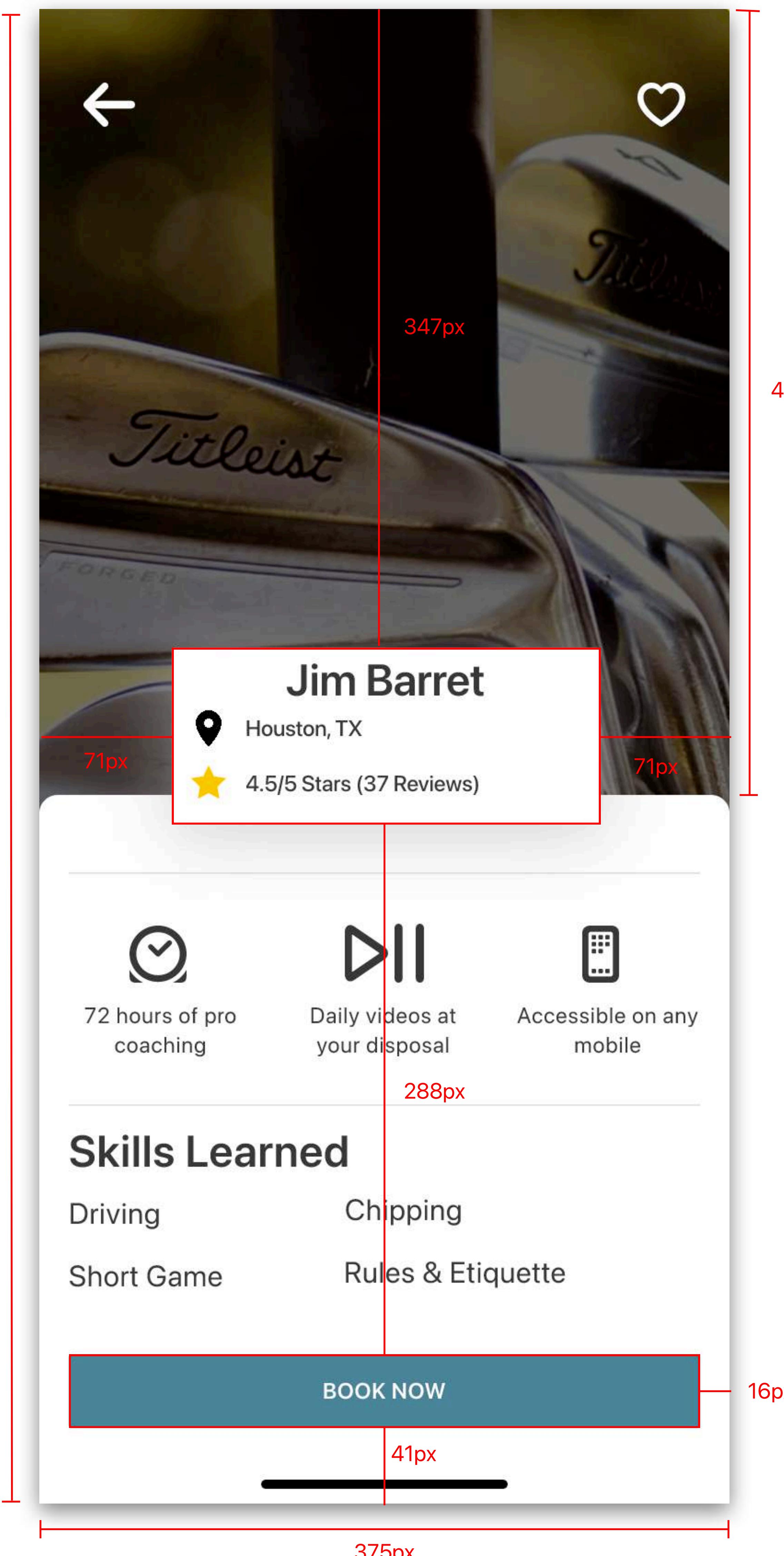
Bio Page & Programs Page



Zenfit UI Library

Pages

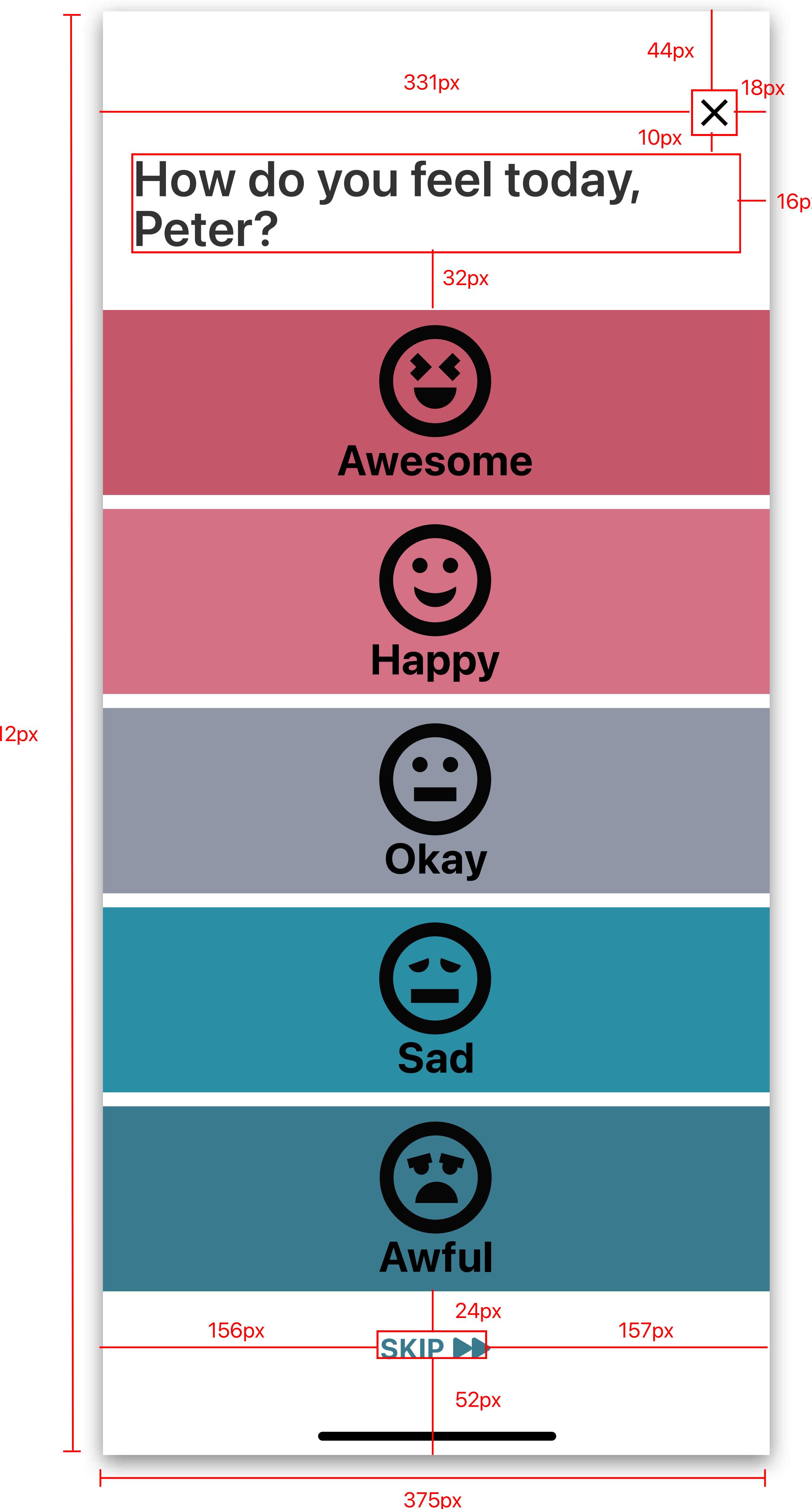
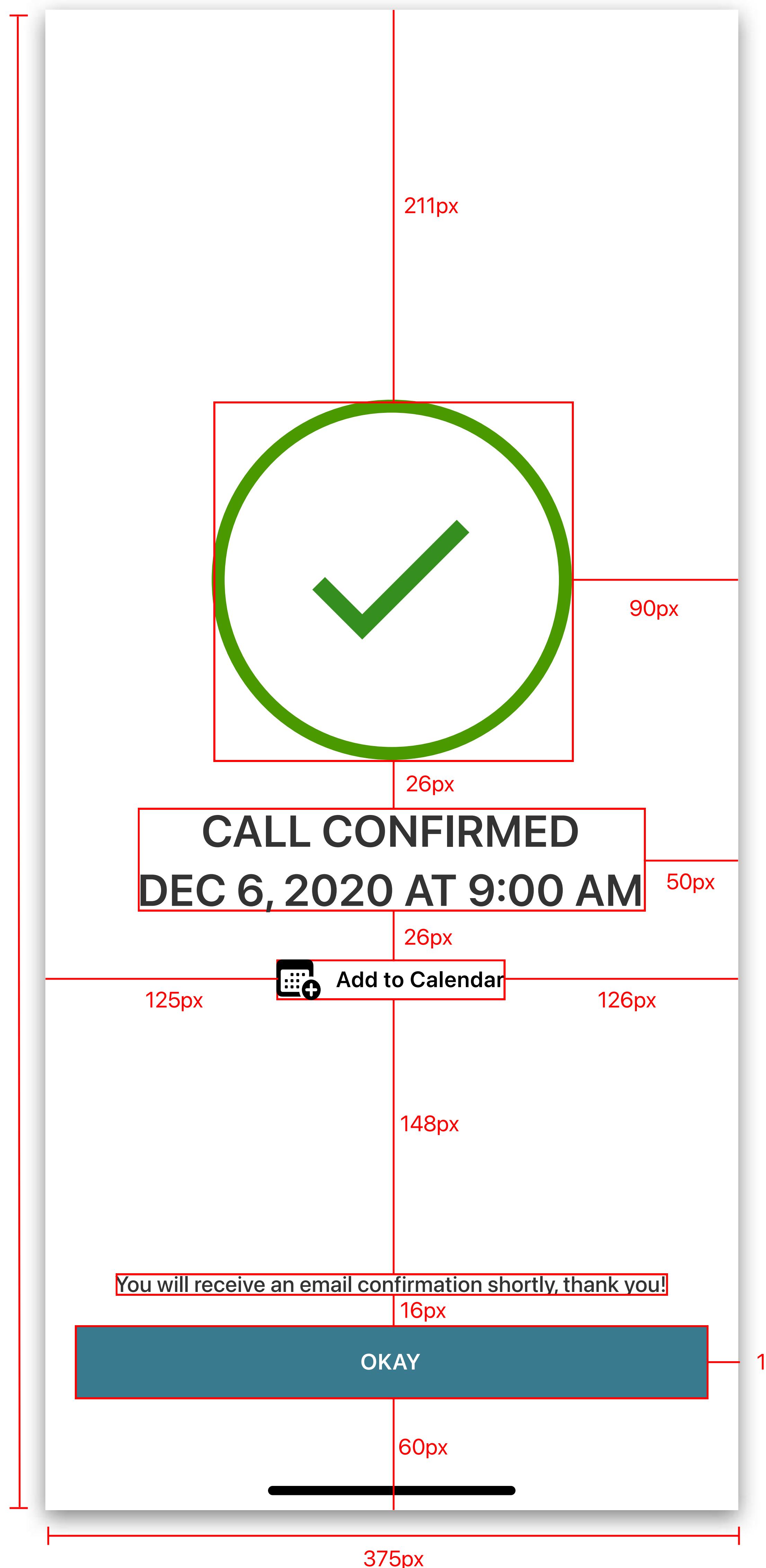
Selection Page & Calendar Page



Zenfit UI Library

Pages

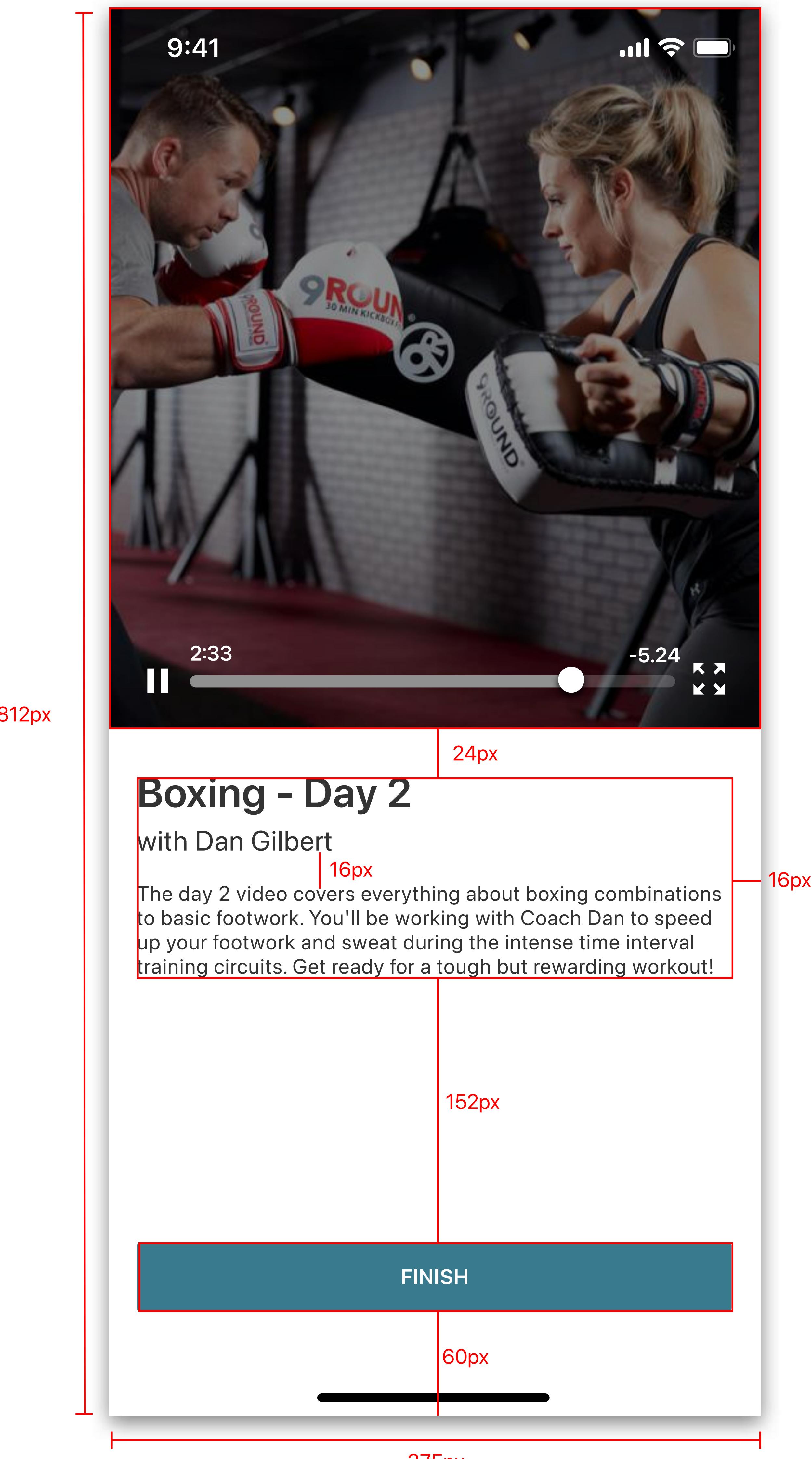
Confirm Page & Mood Selection Page



Zenfit UI Library

Pages

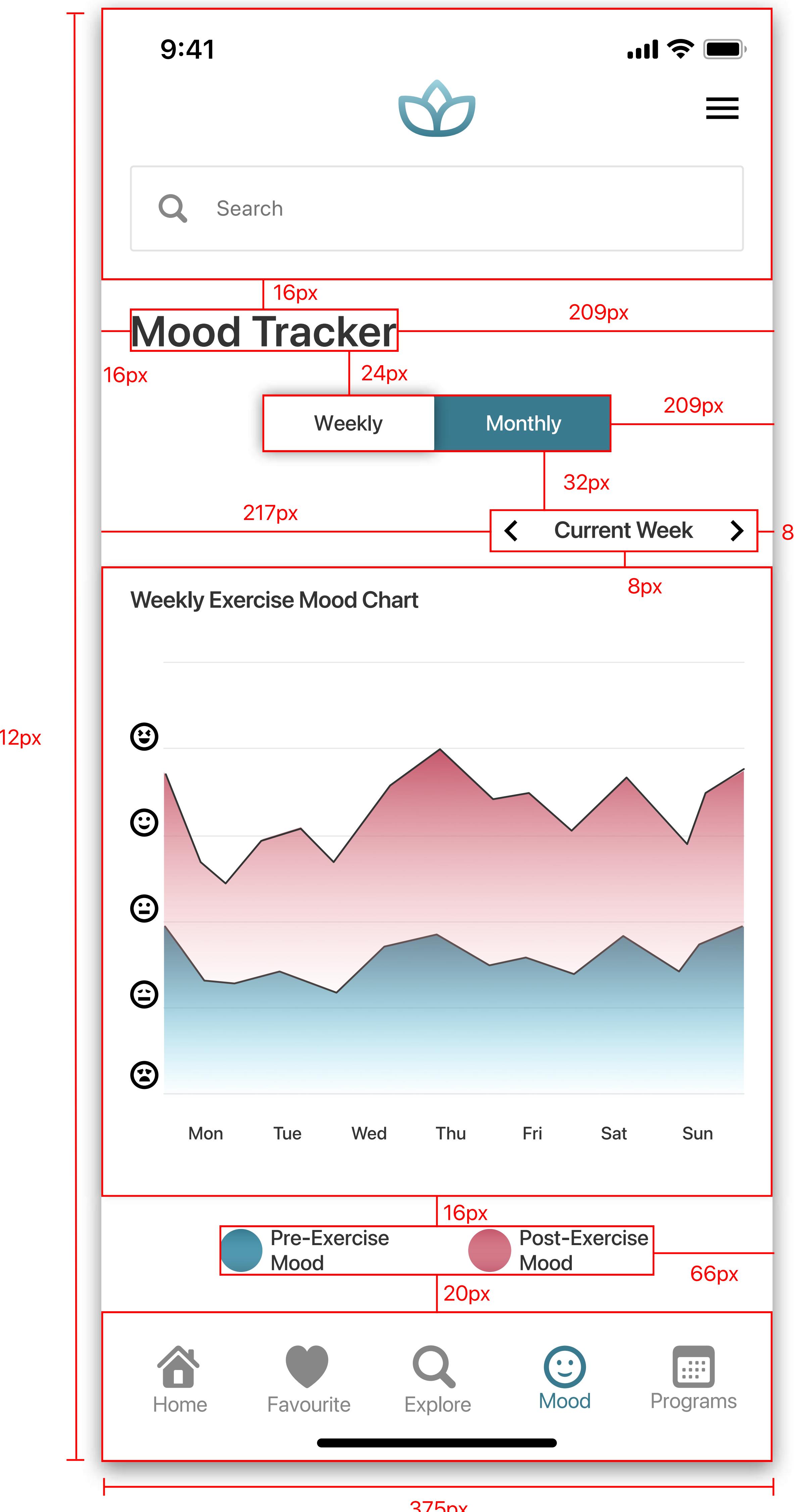
Confirm Mood Page &
Video Page



Zenfit UI Library

Pages

Mood Chart Page



Appendix

Zero Height Design System

Alliance is a design system created for my product, Zenfit.

<https://zeroheight.com/52e38714f/p/36348a-alliance>

