INTOXICAN'T

A Case Study by Wolfgang Harland

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Overview

Intoxican't is an app designed for iOS and Android devices that calculates a user's blood alcohol content while they're drinking.

Objective

Create a minimum viable product for a user friendly app that calculates a user's blood alcohol content based on consumption.

Approach

I created this project alongside a developer who produced the frontend, which gave me experience designing assets to be code-ready.

Competitive Analysis

I was only able to find a small handful of similar apps on the market, and they all left plenty of room for design improvements. Most of them had unstyled, blocky, poorly thought out layouts, and the usability was clunky.

Feature Requirements

USER STORY	JOBS TO BE DONE
When I am drinking, I want to know what time I'll be sober by, so that I can plan out at what time I can drive.	Build a page where users can quickly and easily record time of drinks consumed. Use calculus to predict when users will have sober BAC.
When I am drinking, I want to be able to get a better idea of how my BAC may be increasing or decreasing over time.	Using the input from the previous step, display a graph which represents an approximation of BAC against time.
When I am too inebriated to drive, I want to see a list of options for ride and delivery service apps.	Provide a page which lists the top ride and delivery service apps and redirect to those apps with a simple button click.

User Flow

Because the app users are expected to be intoxicated, a simple navigation architecture was critical for a successful design. Therefore, I developed a user flow in which all pages can be reached with a single button tap on the navigation bar. Note that all pages are interconnected once signed in.

Wireframes

iOS Prototype

bit.ly/2TKQkx1

Android Prototype

bit.ly/3gGJg8s

Final Screens

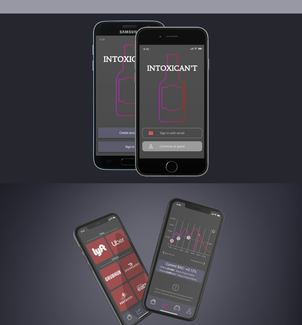
After reaching out to peers and mentors for feedback on my prototypes, I finalized the designs and exported them inside of physical screen frames in order to confirm everything looked exactly how they should.

iOS Final Screens

Android Final Screens

iOS Drink Add User Flow

Android Drink Add User Flow



Reflections

WHAT WENT WELL?

I felt that the user flow turned out ideally. Each page has a clear purpose, and requires a minimum number of taps to navigate to or achieve each given goal. Once logged in, all screens can be immediately reached via the navigation bar, and there are no menus or sub-menus. Adding a drink to your tally can be achieved with only two clicks.

CHALLENGES AND DIFFICULTIES

Designing for both iOS and Android at the same time was tricky. At first, I tried to use components to link the pages together, so that updates on iOS would reflect on Android. However, I realized that this approach was convoluted and ineffective. In the future, I would focus on a single framework (either iOS, Android, or web), then move on to the next framework once the first is completely fleshed out.

I also moved forward on this project too quickly, without enough preplanning. I should have better researched and planned out my UI patterns. If I had built up a better visual and UX inspiration guide before beginning, I could have used that guide as a template to build the pages out more quickly, without having to pause and do research during the design phase.

ROLE	TIMELINE	TOOLS
Wolfgang Harland UX/UI Design	February - April 2021	Figma