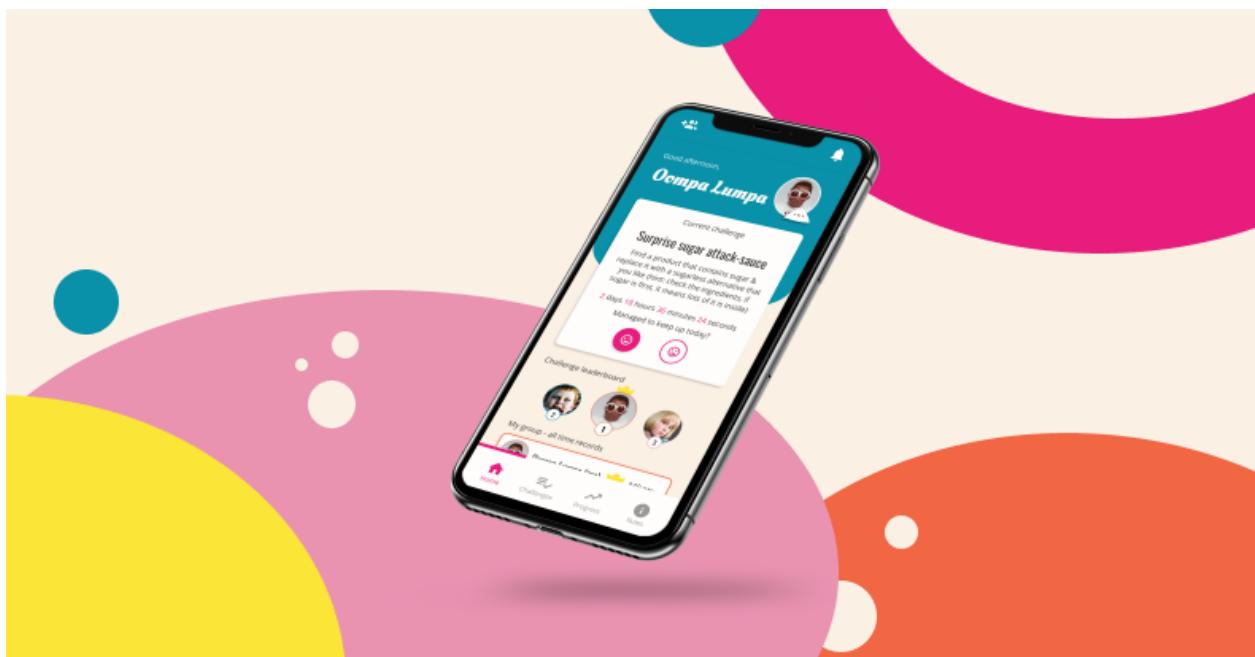


Habite UX Documentation

47716 class final submission

Habite is a social sugar consumption reduction application. Habite helps young people who want to consume sugar more responsibly, to compete together with people whom they trust in nutrition challenges and by this, create healthier habits.



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Discover

1. Problem discovering:

- **What is our motivation for building this product?**
 - We were asked to solve a social problem as a part of the web apps' course we're participating in this semester (47716).
 - Some of our team members are personally familiar with the challenge.
- **Who are our users who do we think would use this product?**
 - Our users are adult students who live in cities in Israel and are aware or want to be aware of their nutrition.
- **What outcome will users get from this service?**
 - Lower or prevent a bad eating habit.
 - Strengthen or make a new healthy eating habit.
- **What outcome are we looking for?**
 - A social problem will receive an appropriate solution
 - A simple web application that doesn't base on a large database or payment system.
- **What do we know about the problem?**
 - It's quite common now and the COVID restrictions made it more common among young people.
 - There are many kinds of good and bad eating habits and it's a personal thing to decide whether it's good or bad.
 - Constant failure in strengthening or exterminating an eating habit causes disappointment and unwillingness to try again.

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- **What don't we know about the problem?**
 - What does it cause people to think about themselves and feel during the process?
 - How do people share their successes and failures with their friends and family?
- **How are users solving the problem today?**
 - Participate in group meetings with people who struggle with a similar eating habit.
 - Sign up for a gym and/or train at home.
 - Don't buy specific foods.
 - Use apps to monitor their personal eating and sports habits.

2. User Interviews:

- **How many people do we need to interview?**
 - At this point, 5-6 people.
- **What kind of people would we interview?**
 - Young people with various nutrition, sport or health who are interested in changing nutrition habits and are struggling with it, or not, over time.
- **Who is going to conduct the interviews?**
 - All of the team members.
- **How much is all of this going to cost, if anything?**
 - Not money but time.
- **How are we going to find and contact potential interviewees, and what's the best way to schedule?**

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- We'll use Facebook and LinkedIn to broadcast a message to potential interviewees, and Whatsapp directed messages to peers and friends.
 - We'll interview using zoom and phone calls, or written answers if the interviewees' prefer.
- **Interview guiding questions:**
 - What habit do you have or do not have and what do you want to do about it? What challenges you in the context of this habit?
 - What are you doing to strengthen/prevent the habit?
 - What could have helped you a lot in the process regarding the habit?
For example, if now you had all the time, resources and money you would want?
 - If you knew or knew someone else who has the same or similar habit as yours, and this person also wants to stop/reduce/create the habit, would you be interested in contacting them?
 - What in such a relationship do you think could have improved the achievement of your goal?

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Define

1. Problem definition statement:

Adults who want to **lower or strengthen a bad or good eating habit** (respectively) because they want to **nurture** a body image they would be happy with and **increase** their mental and physical resources **to create** a healthy lifestyle.

2. Persona building

- Sugar-free Violet



Sugar-free Violet
Won a golden ticket

Age	14
Location	Near Mr Wonka's factory
Talent	Gum bubbling

About

Violet is a young girl who lives with her mother. She likes being the top of her class and bubbling gum. She won numerous competitions in her very young age. Violet is a newly cooking enthusiast and she wants to learn about food from other cultures and develop a new gum taste because she thinks the strawberry is passé. The thing is sometimes she is too tired to cook so she prefers to order in or just eat a snack, or gum, because it's better than anything.

Goals

- Violet wishes to eat more complicated carbs
- Make her diet varied and learn about new healthy foods.
- To stop chewing gum after each meal and let her teeth rest

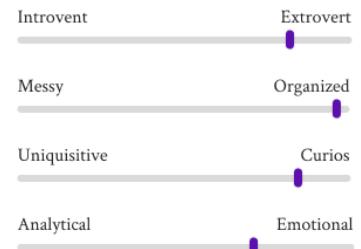
Needs

- Going around with a water bottle as a reminder to drink water
- Find a balance between eating gum and school
- A complicated challenge to compete about

Pain points

- Feels helpless about ditching the chew-a-gum-thing-after-meal habit
- Has a hard time assessing whether she's full after a good meal and doesn't like when people ask her about that.
- Uncomfortable with eating around people

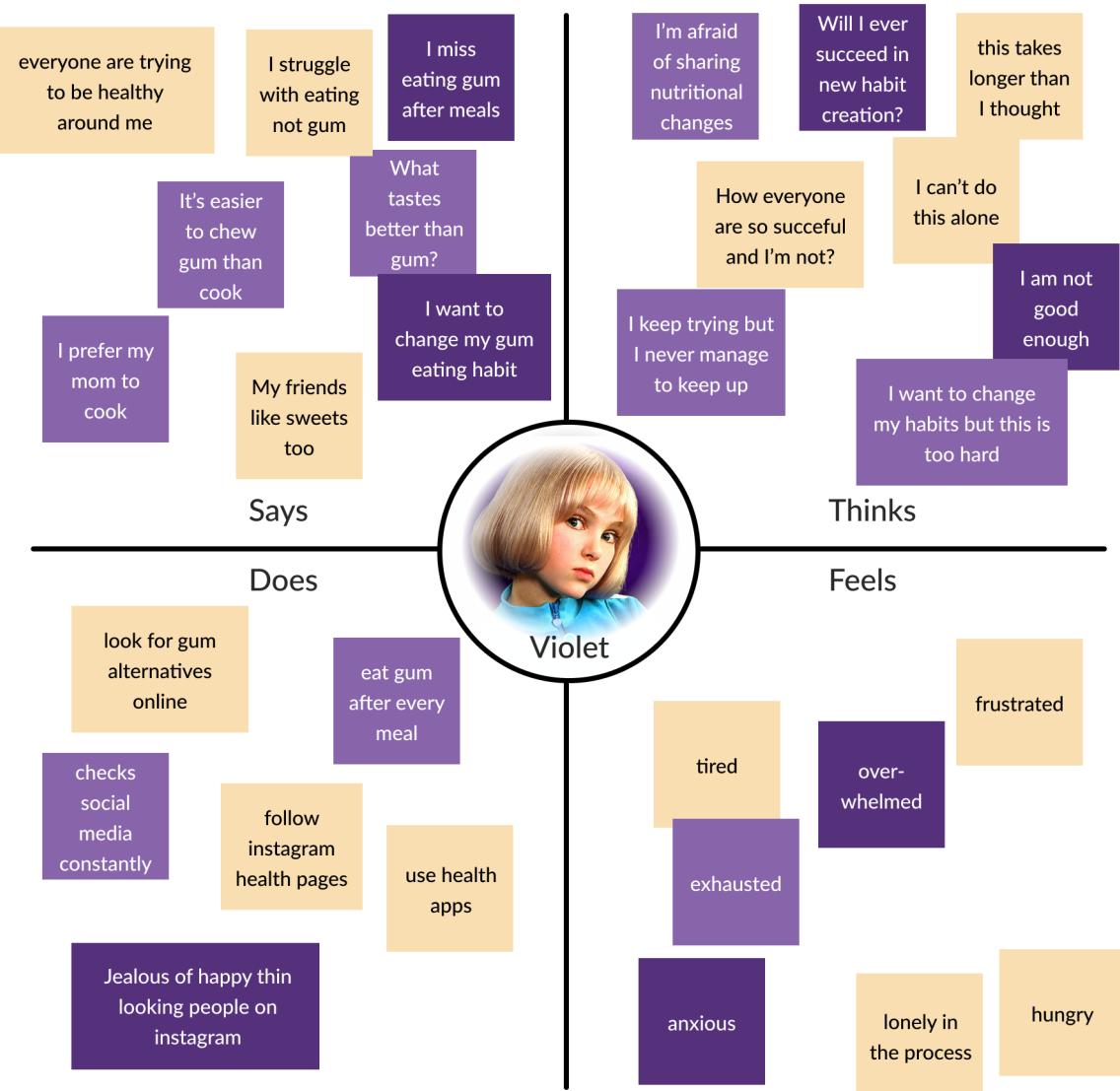
Personality



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- Empathy map



3. Competitive analysis

- Instagram
 - Allows sharing the new habit creation and nutrition/sports successes with followers a.k.a. the world, and become obligated to the process.

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Some followers even get interested in your personal process and ask for tips. Also, following other profiles that are relevant to the habit creation process is crucial to the individual- by exploring the platform they learn from the crowd and influencers they like about healthy habits, new foods, recipes, sport, work-life balance, etc.

- On the other hand, it can get lonely and frustrating when it comes to looking at other people's and Instagram influencers profiles, especially because of the strong "perfect life" illusion that's existing in this platform - everyone is healthy, happy, and vibrant, so how could I be ever so successful as them?
- Youtube tutorials
 - Same as the influencers pros and cons mentioned above, Youtube tutorials and influencers act quite the same as the Instagram influencers and provide the same information to the users.
- Nutrition trackers app
 - They are perfect for users who are very very organized. Most are providing a simple UI looking dashboard, but they are based on constant data that the user provides such as daily calorie count and a lot of dry information about food, that's not very different from Google search results, but not informative. They are very demanding and some interviewees we talked to said using those apps was very demanding, and they had a hard time ditching them because they felt they would disappoint themselves if they did so.
 - Also, they are not allowing a social experience and the user is left alone to learn by themselves how to create a habit that perfectly fits

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them. This is a process that if they do it in the wrong way, they would waste time, and can even hurt themselves.

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Develop

1. Solution ideation

The MVP would be a sugar consumption reduction app:

- Users could learn about healthier nutrition alternatives,
- Compete with a group in order to improve the new nutrition habits
- Adjust at a slow and gradual pace to new habits
- and share the progress with their friends and family they trust

2. Value Proposition Statement

Habite helps young people who want to consume sugar more responsibly, to compete together with people whom they trust in nutrition challenges and by this, create healthier habits.

3. Low-level design

- Feature breakdown
 - a. Homepage (overview)
 - i. Purpose: Main page of the game.
 - ii. Implementation: Shows user's name and overall score on the top page, below that, the group's progress in the open weekly challenge or other group messages about challenges. Below are the members, ordered by the leading score.
 - b. Progress monitoring

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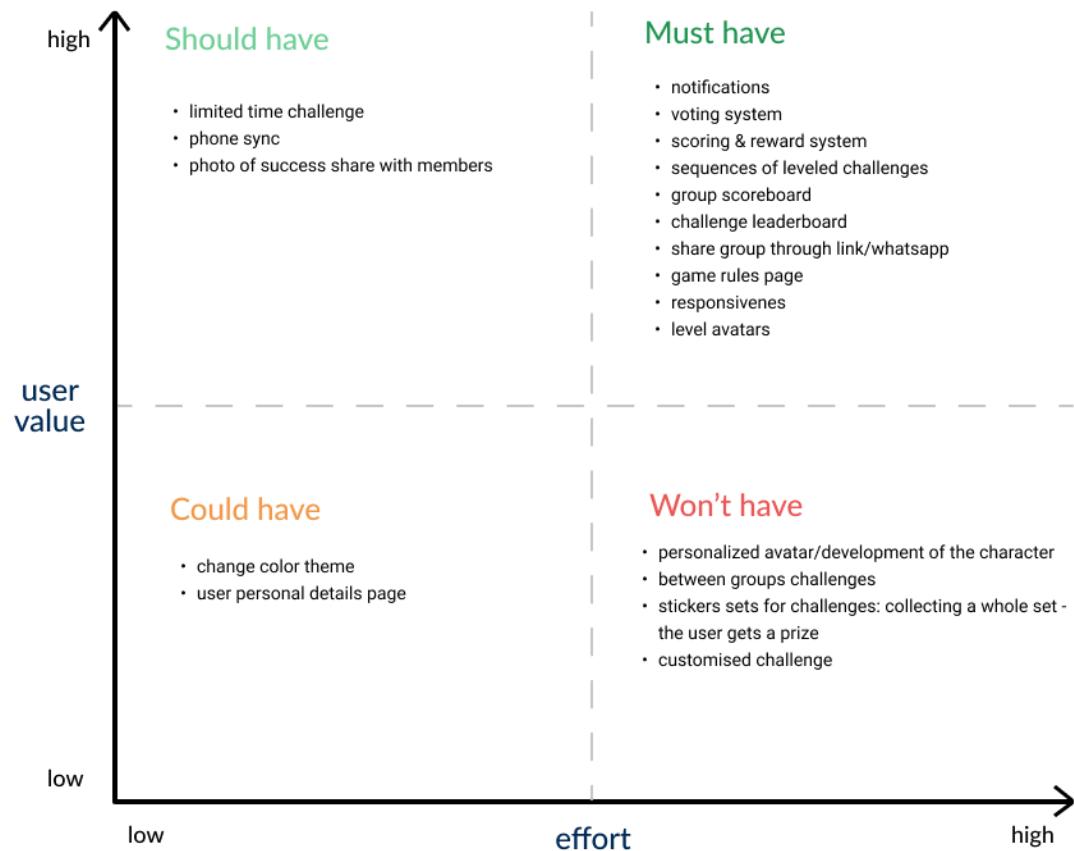
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- i. Purpose: Motivate the user to keep up with the process.
- ii. Implementation: By recording success daily, the user wins points. The points are collected and calculated, and the level and level's avatar are set, and also the prizes the user wins and the personal and group stats.
- c. Challenge pool
 - i. Purpose: Gamify the sugar reduction process and by this, make it fun and easy, even relaxed and with a known future for the user.
 - ii. Implementation: The user gets simple instructions and the challenges are gradual and sequenced, so the process is also meant to be gradual so the user won't give up.
- d. Competition and voting system
 - i. Purpose: Peer pressure is used as a majority-vote system, so the challenge of the group that would be chosen will be a must challenge for everyone to participate, and the habit change won't stop for anyone.
 - ii. Implementation: built exclusively on group challenges rather than individual ones.
- e. Notification system
 - i. Purpose: Make the group members more engaged within the app and the group.
 - ii. Implementation: Hardcoded 5 types of notifications that indicate the user of 5 main events in the app: Welcome message that tells them to read the rules, 'Go vote' to a new challenge call

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to action message when no challenge is up, when someone voted for one and the user didn't, or when a new challenge open. Last one is for an event when a group member recorded a success/failure in a challenge, and the user hasn't yet.

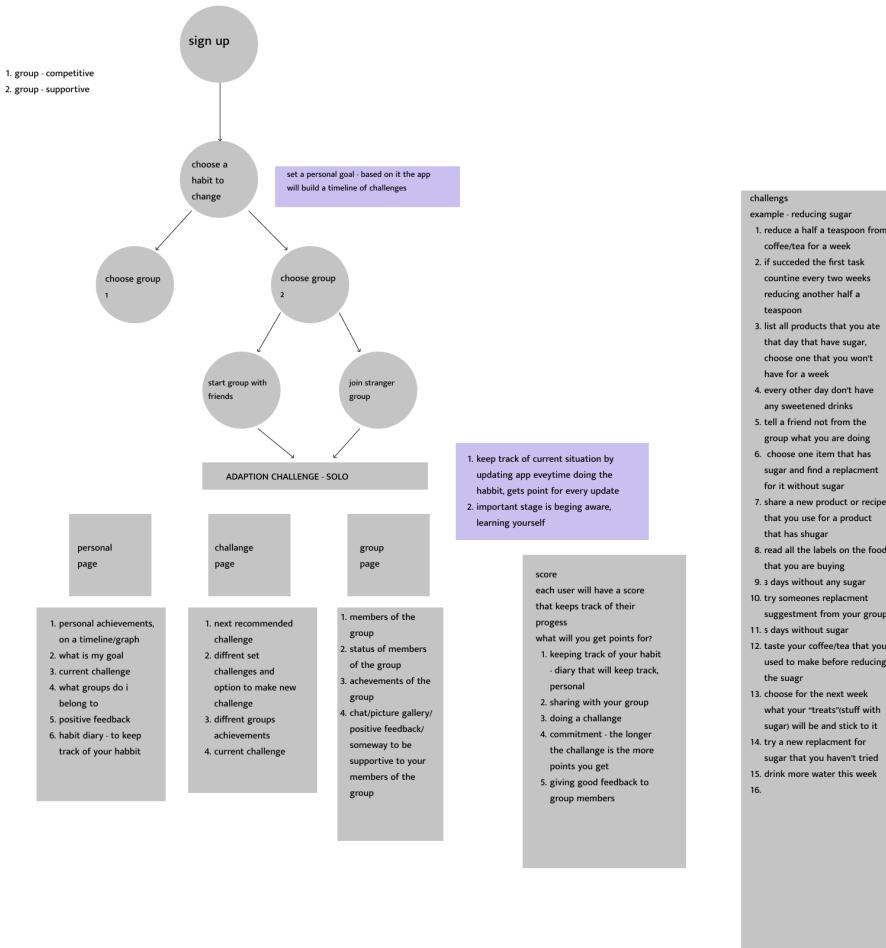


- System flow

[See full size](#)

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● Wireframing

[See mobile wf full size](#)

[See desktop wf full size](#)

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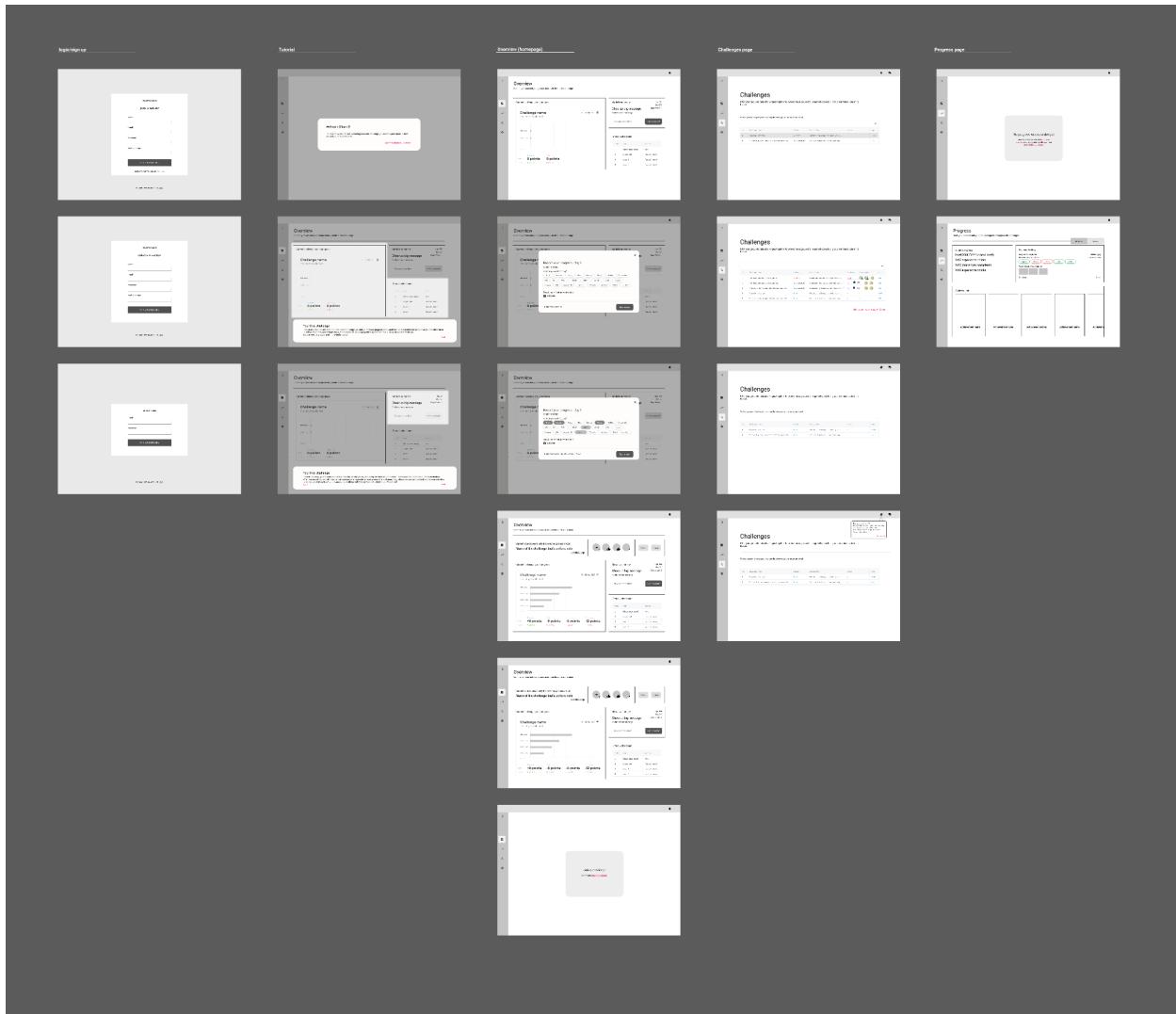
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The wireframe illustrates the flow and design of the Habite application across several screens:

- Overview (homepage):** Shows a grid of challenges with titles like "Challenge name: 70 exp." and descriptions. It includes sections for "Leaderboard" and "Challenge leaderboard".
- Challenges page:** A list of challenges with dropdown menus for challenge names.
- Progress page:** Displays "My stats" (Level: 1, All time score: 10, Challenges completed: 0) and a section for "Badges earned".
- Rules:** A page containing four numbered rules:
 1. Form a new group or join an existing one.
 2. Start a new challenge together.
 3. Share your progress with the group members.
 4. Rinse and repeat.

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Design

1. Design system planning

[Click here to see Habite's design system](#) (pdf file)

We drew inspiration from different sugary styling and retro food and cinema posters. We wanted the app to be happy, and even sugary in a way, to indicate the purpose of it but also give the sugar consumption reduction a good vibe feeling, since it can be a nasty process that some of our users already tried to do and had a bad experience and failed in it. We wanted it to be as intuitive as possible, so we used specific colours for specific elements. Also, we wanted the design to draw the eye of the users and feel unique to differentiate Habite from other sugar or nutrition control apps or task management apps.

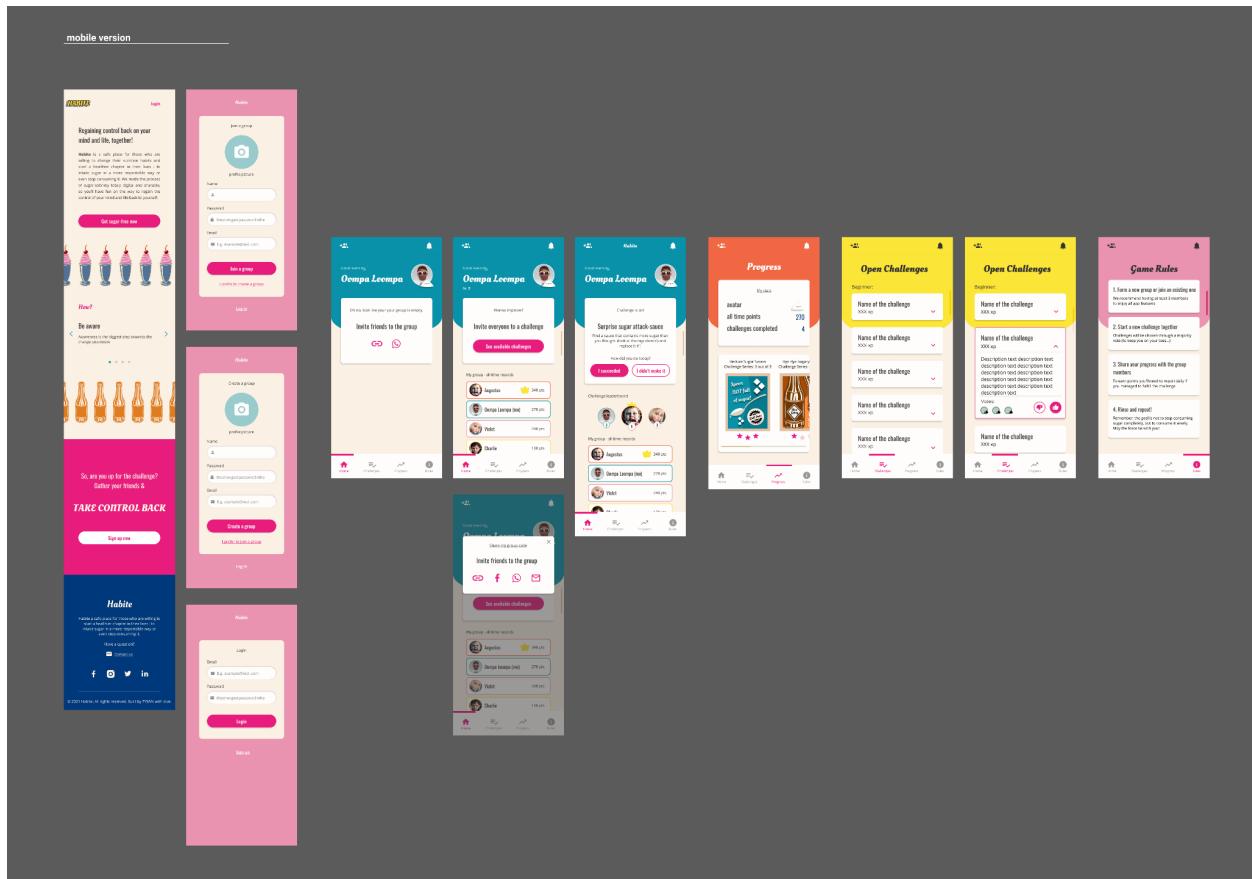


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2. Mobile version high level design

[Click to see the mobile hld in full size](#)

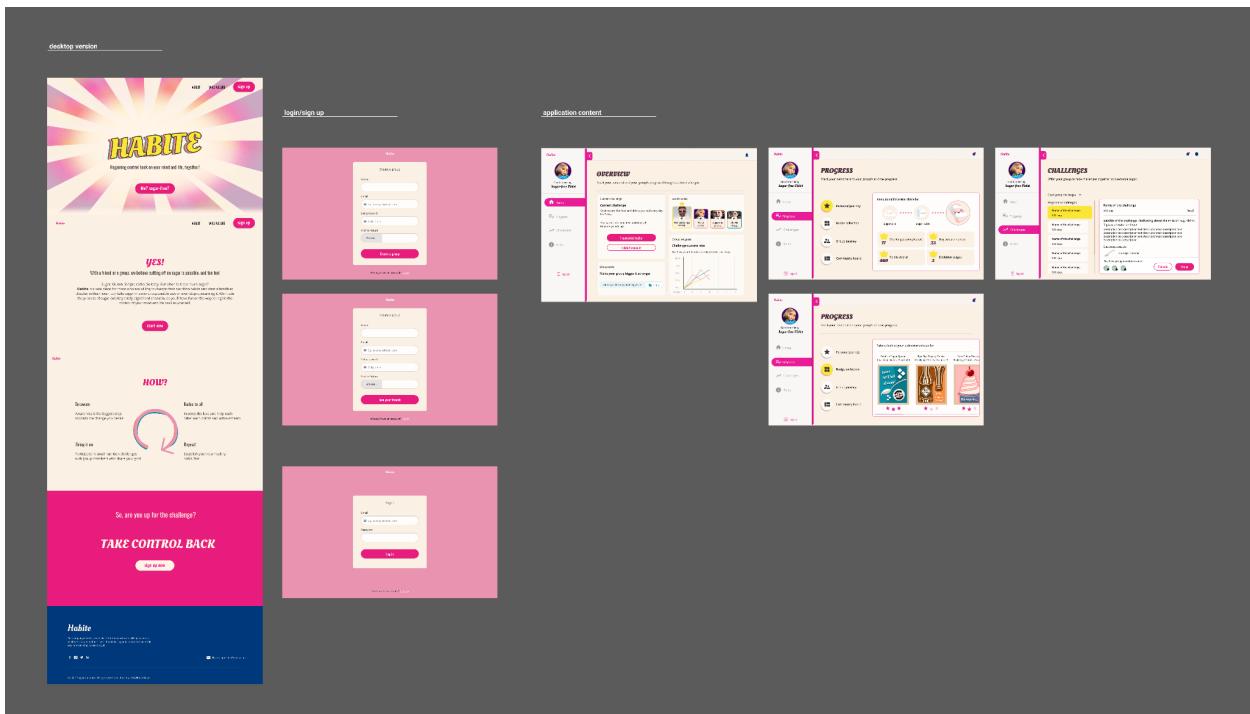


3. Desktop version high level design

[Click here to see the desktop hld in full size](#)

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Test

- [Try Habite](#) either on mobile or desktop!
- Read the [Alpha version user research conclusions](#)

App illustration:

