

Moodfit Redesign

DSGN3IO

abby smith

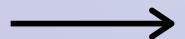


A

Background

Project Brief:

For the duration of the quarter, you'll be working on redesigning an existing digital product. We'll run through the major areas of the IxD and UX process from researching, defining, and ideating, to prototyping and testing. We'll chip away at this project over the quarter, weekly. The project will culminate in a robust Case Study pdf document defending your hypotheses, narrating your overall process, and providing a scenario of your product redesign (the document you're reading right now).

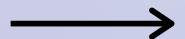


A

Background

Timeline

Details	Due Date / Time: 11:59pm for all
Introduce IxD Project Assignment: Product Research, Competitor Benchmarking, Objectives, Hypotheses	Sun, Oct 3
Assignment: Interviews, Personas	Sun, Oct 10
Assignment: User Journey Maps, Survey	Sun, Oct 17
Assignment: "How Might We" Questions, Goals, Product Statements, Tarot Cards of Tech	Sun, Oct 24
Assignment: Site-Map, Scenarios, User Task Flows	Sun, Oct 31
Assignment: Wireframes, Lo-Fi Prototyping	Sun, Nov 7
Assignment: Usability Testing and Key Takeaways, Style Boards	Sun, Nov 14 (<i>Thursday is Veteran's Day</i>)
Assignment: Adjustments to Product/Hi-Fi Prototype	Sun, Nov 21
Assignment: Usability Testing and Key Takeaways	Sun, Nov 28 (<i>Thanksgiving is this week</i>)
Assignment: Finalize Hypothesis, Work on Final Case Study	Sun, Dec 5
Turn in Final Case Study	Fri, Dec 10 (Finals Week)



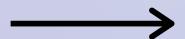
A

Background

Moodfit & Why I chose it

For this project, we were allowed to choose from one of the following categories: 1. TV Streaming Service, 2. On-Demand Service, 3. Video Conferencing, 4. Podcasts and Social Audio , 5. Productivity, or 6. Mental Health.

I chose an app in the mental health category, because mental health has been a huge part of my life for the past 8 years. I am neurodivergent and in the past I've struggled with anxiety & depression because of it, so I knew that this would be a project I could get excited about. I researched mental health apps and chose one that looked and felt like it could use a re-vamp, which brought me to Moodfit. Moodfit's goal is this: "There isn't a one- size-fits all solution for good mental health. That's why Moodfit provides the most comprehensive set of customizable tools and insights to help you learn what works best for you." While the app did provide a diverse set of tools, the overall UX and organization didn't do it justice.



B

Problem Statement

During my research, I found that the Moodfit app has less-than-perfect UX, especially compared to the competitors on the market. Most of the popular mental health apps like Daylio have clean, well thought out design, intuitive, clear organization, as well as fun extra features like customizable colors & themes. Moodfit is outdated in its design, and has many issues with its overall usability. The majority of pain points I uncovered during this project were related to the way Moodfit is organized in terms of priorities. The majority of people surveyed & interviewed reported negative feelings about mood tracking, which is the main focus of the app, whereas many people reported positive reactions to gratitude and mindfulness practices, which are a secondary feature of the app. The home page is almost entirely about goals, mood tracking, and reminders, but my findings say that they're focusing on the wrong things. I also found that the organization of the app left something to be desired; the icons in the app's navigation are not representative of the possible actions on each page, and there were too many choices on the tools page. Finally, through user journeys and surveys, I found that the actions possible in the free version of the app aren't enough to give users the analysis of data that could be helpful in finding patterns and creating meaningful change. The most important issues that needed to be solved were to fix the organization of the app to better align with user wants & needs, and to update the overall design of the app.



C

Solution Statement

First, I changed the home screen to better fit user priorities. In my redesign, two tools (most used and recommended) are now showcased on the home page at the top. I added a days-in-a-row “streak” element at the top so users could see how consistent they’d been with the app as motivation to keep engaging. I also added insights on the home page for the opportunity for users to quickly gauge their data from the week. Second, I re-organized the tools section. It was crowded and had items that weren’t necessarily tools, which created too many options and some confusion. To fix it, I moved GAD/PHQ assessments to a separate assessment page. I removed the “express yourself” section, and I moved the reminders to settings. Those elements weren’t tools, and needed to be put somewhere that made intuitive sense. For the insights section, the biggest piece that needed fixing was the lack of accessibility of all data, so I removed the restrictions that were put in place for non-premium users. I also added a drop down filter for users to view different insights on the same graph instead of listing every graph separately and vertically, forcing users to scroll through all graphs to get to the one they wanted to view. Finally, I changed the “history” section to a calendar for more easily interpreted data. Instead of scrolling through many mood entries, assessment history, etc, users can now view mood data at a wider frame of reference (monthly, yearly) to gather insights for themselves. Many apps on the market have mood tracking or grounding tools or mindfulness practices, but very few have all of them in the same place in an easy to use way. The redesigned Moodfit app is a well-organized way to track your mood, gain insight into factors that affect your mood, and address low moods without having to use multiple apps.



D

Process

The road to the final product was long. First, I researched Moodfit and its competitors to find where Moodfit was lacking in relation to the apps on the market. Then, I did user research in the form of surveys and interviews to discover what real life people liked and disliked about the design/experience as it stood. After user research came developing personas, user journey maps, and discovering pain points. These let me create defining questions and hypotheses about how to fix the original Moodfit, and these gave me an opportunity to iteratively design, test & redesign a new version of the app to reach a final product that is an overall better experience than the original solution.



E

Research

Brand Goals & Target Audience



Brand Goals

According to their website, “There isn't a one-size-fits all solution for good mental health. That's why Moodfit provides the most comprehensive set of customizable tools and insights to help you learn what works best for you.”

Target Audience

According to guidelines found on the app store, their demographic is people ages 12 and up. The app is only available in English, so we can assume their audience speaks English. It is made for everyone within the age and language restraints, and they specialize in marketing to companies to improve their employees' mental health. “We proudly partner with corporate, education, brands and non-profits to promote good mental health!”

E

Research Values



O1. “We believe that good mental health isn't just the absence of a clinical mental illness. But instead that good mental health is about thriving and that it can affect every aspect of your life.”

O2. “We believe there isn't a one-size-fits-all solution to good mental health and that trying different tools and tracking their results is important to understanding what works for you.”

O3. “We believe there are many parallels between working toward physical fitness and the fitness of your mental health like putting in consistent effort and tracking and celebrating your progress.”

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Research

Competitor Benchmarking

	MoodFit	MindDoc	Daylio	Worry watch	Mind shift	Track your happiness
Feature Set	Mood journal, Gratitude journal, Mindfulness tools, Breathing, CBT thought record, Low mood assistance, Grounding, Reminders, "Express yourself" Images	log mental health in real time (3x day), get insights and summaries on your symptoms, behaviors, and emotional wellbeing, library of courses and exercises to help your journey	daily entries, log activities, goal setting, customize colors, achievements, statistics for each group of activities,	anxiety journal, anxiety tracker, positive affirmations, personalized settings	Cognitive behavioral therapy based tools, grounding, thought journal, coping cards, belief experiments, goal setting	daily notifications throughout day to track individual moments + levels of joy. tracks "determinants" of happiness
Customer Reviews		4.7	4.7	4.8	4.6	4.3
Usability / Functionality	lots of onboarding tips, usable, clear navigation	intuitive, statistics have good visual representation	intuitive, has good onboarding experience	very usable, clear expectations, great usabiliy	no onboarding, have to explore on your own to figure out where everything is.	app works by sending you little mini surveys throughout the day, so not much thought required.
Service	Daily goals, tools & insights to reduce stress and build up the fitness of your mental health. A better mood starts here.	If you are struggling with emotional problems or simply want to be more aware of your mood and wellbeing, MindDoc accompanies you with daily questions.	Self-Care Bullet Journal with Goals Mood Diary & Happiness Tracker	record, reflect, reason, & refute your worries/ anxieties	Cognitive Behavioural Therapy (CBT) to help you learn to relax and be mindful, develop more effective ways of thinking, and use active steps to take charge of your anxiety.	app works by sending you little mini surveys throughout the day, so not much thought required.
Aesthetics	design is more based on functionality. could be improved aesthetically	well designed	well designed. good attention to customizability,	very well designed. simple, nice to look at	well designed. Doesn't have a dark mode.	simple, design based more in functionality than aesthetics.



E

Research

Competitor Benchmarking

	MoodFit	MindDoc	Daylio	Worry watch	Mind shift	Track your happiness
Price	Free premium subscription: 9.99	free premium subscription: 4.49?	free premium: \$3.99	4.99	free	free
Strengths of Overall Experience	lots of helpful tools, built in depression and anxiety assessments, educational	very nice to look at, clean graphics, helpful external app connection to BetterHelp app, helpful educational content	customizable visually and with what you can track. visualization of statistics is easy to understand.	clean, easy to use, serves its purpose and overall, good experience.	community building, educational material, helps you understand your own emotions	takes a different approach to tracking, specific focus on joy based on individual moments
Weaknesses of Overall Experience	too busy, visualization of statistics aren't as easy to read	not very detailed in assessment of mood.	no external mental health resources or educational content.	only usable for tracking and analyzing thoughts related to anxieties.	design aesthetics and functionality leave something to be desired, not as fun to use as competitors	aesthetically lacking, less intuitive than other apps on the market
Mental Health Focus	overall ease of emotional discomfort	depression/anxiety	understanding correlations between activities and overall joy	anxiety	anxiety	understanding correlations between activities and overall joy

Overall, I learned that Moodfit had good bones but a less-than-ideal presentation. Their mission to create a one-size-fits-all mental health app did set them apart from the competition, as many other apps on the market are more specialized. It is made slightly inaccessible with the premium subscription cost, but that is true for many of the competing apps.



F

Objectives/ Hypotheses

Framing Questions

When

When does a user use this app?

When is a user prompted to use this app, if ever?

When does a user stop using this app?

What

What does this app do?

What does this app do well?

What does this app do poorly?

What level of self-awareness does the user need to use this product?



Who

Who is using this app?

Who does this app benefit?

Who could this app be potentially harming or disregarding?

Who is using this app that could be better served regarding mental health conditions?

Who is the app targeting?

Who should the app be targeting?

Why

Why are people using this app?

Why aren't people using this app?

Why would someone stop using this app?

Why would a user use this app consistently?

Why are there pain points in the initial experience?

How

How often are people using this app?

How do people find this app?

How do users know how to use the app appropriately? How are people using this app?

F

Objectives/ Hypotheses

Research Objectives

Discover when users are most likely to use this app during the day

Discover when users are most likely to use this app during the week

Determine if push notifications increase consistent app use



Determine if the user experience is positively impacted when users are able to customize the color of the statistic visualizaiton in the app

Discover who is using this app the most in regard to mental health - eg. people with anxiety, depression, bipolar, etc.

Understand how app usage impacts general user understanding of mental health issues and trends

Find out how people with different mental health issues (anxiety vs depression vs bipolar, etc) use this app differently

Discover if mental health apps can be beneficial to people with some mental health issues, but problematic for people with others

Discover why users stop using this app, and mental health apps in general

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Objectives/ Hypotheses

Hypotheses

Users are more likely to use mental health apps at night

We are more likely to see consistent app use during weekdays rather than weekends
Push notifications / reminders will increase app use

User experience will be positively impacted if they can customize the color theme of a mental health app



Using a mental health app will increase user understanding of mental health issues in general

Using a mental health app will increase user understanding of mental health issues in regard to their own mental health trends

Users stop using mental health apps when their mental health improves

Using a mental health app consistently will improve mental health conditions

Mental health apps work better for people with anxiety than they do for people with depression

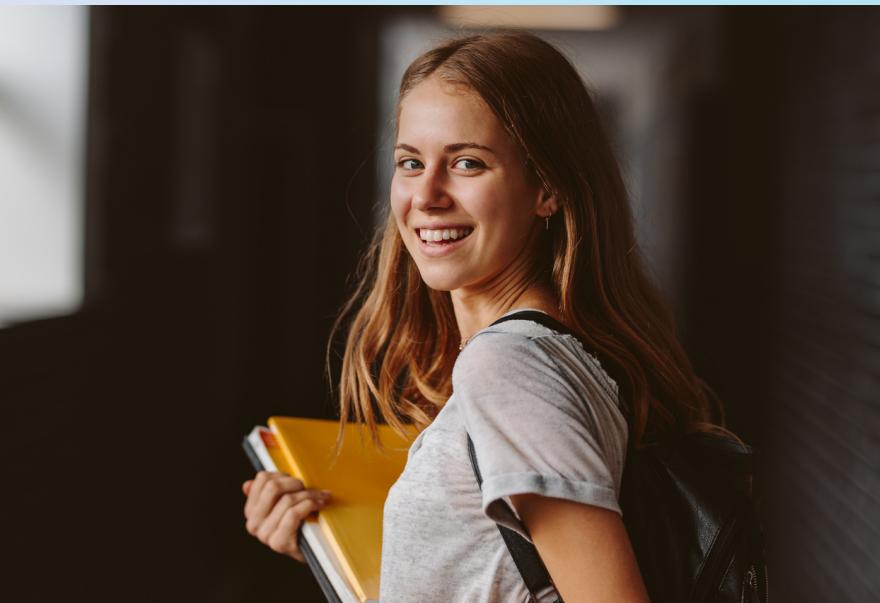
People with anxiety are most likely to be using mental health apps

G

Personas

Autumn Baker

university student



- Gender: Female
- Age: 22
- Relationship: Single
- Occupation: Currently earning bachelors degree at UW
- Location: Seattle, WA



Goals

- Decrease school related stress
- Increase mindfulness

Frustrations

- Manage mental health struggles while balancing school
- Hard to find and use coping tools

Technical Skills

Grew up using technology. Very comfortable using both her laptop and phone

Behaviors

She spends most of her time on her laptop studying. Most of her free time is spent with friends or on her phone, as well as other hobbies.

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Personas

Jack Smith

engineer



- Gender: Male
- Age: 40
- Relationship: Married
- Occupation: Electrical Engineer
- Location: Lives in Tampa, FL



Goals

- Find better ways to destress from work
- Discover what factors make his mood improve

Frustrations

- Doesn't like journaling and has a hard time with mindfulness practices
- Doesn't have enough time to track his own mood

Technical Skills

Uses desktop monitor and Ipad for work. Has an android smartphone that he Is fairly comfortable with.

Behaviors

He works 50+ hours per week, some from home and some on site. He spends his free time with his family and friends.

G

Personas

Kale Clark

administrator



- Gender: Non binary
- Age: 23
- Relationship: Single
- Occupation: Secretary and Admin
- Environment: Lives in Portland



Goals

- Cope with anxiety and depression
- Journal more often

Frustrations

- Journaling is inaccessible because of time and physical constraints
- Has a hard time remembering to use tools for coping with mental health struggles

Technical Skills

Uses desktop every day for work. Has a full PC gaming setup, frequently uses their phone for tiktok and other social media. Very comfortable using technology.

Behaviors

They work part time and live with their family In OR. They spend lots of time on Discord with their friends, as well as Twitch, and youtube.

G

Personas

Target Audience

Moodfit does try to be a one-size-fits-all app. Its target audience is people with anxiety and/or depression, who have the self-motivation to seek help when they need it. This app doesn't aim to improve mental health disorders other than anxiety & depression, and it doesn't account for the difference in neurotypical vs neurodiverse motivation systems.



H

Pain Points & Opportunities

Interview Script

Warm Up

Hi! Thank you for being here and taking the time to speak to me today. My name is Abby, and I'm here to talk to you about mental health.

I'm going to ask you some questions, and I just want to hear your feedback. There are no wrong answers! You aren't required to answer any question you don't feel comfortable answering. This information will be used in a class project I'm working on, and I won't use your real name in any representation of the information you give me.

I can talk much faster than I can write, would you be comfortable with me recording this interview?

Do you have any questions for me before we start?

To start, I'd like to learn a bit about you.

- What's your name?
- What pronouns do you use?
- How old are you?
- What do you do?
- Where are you from originally?
- Where do you live now?
- Do you currently have a partner?
- Tell me about your support system - people and things you can lean on when life is not as easy as it usually is
- Walk me through an average day
- What do you like to do for fun?
- How often are you on the internet?
- What devices do you use? (phone, computer, etc)
 - When do you use each of these?
- What do you typically do on the internet?
- How do you decide what to do?

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Pain Points & Opportunities

Interview Script

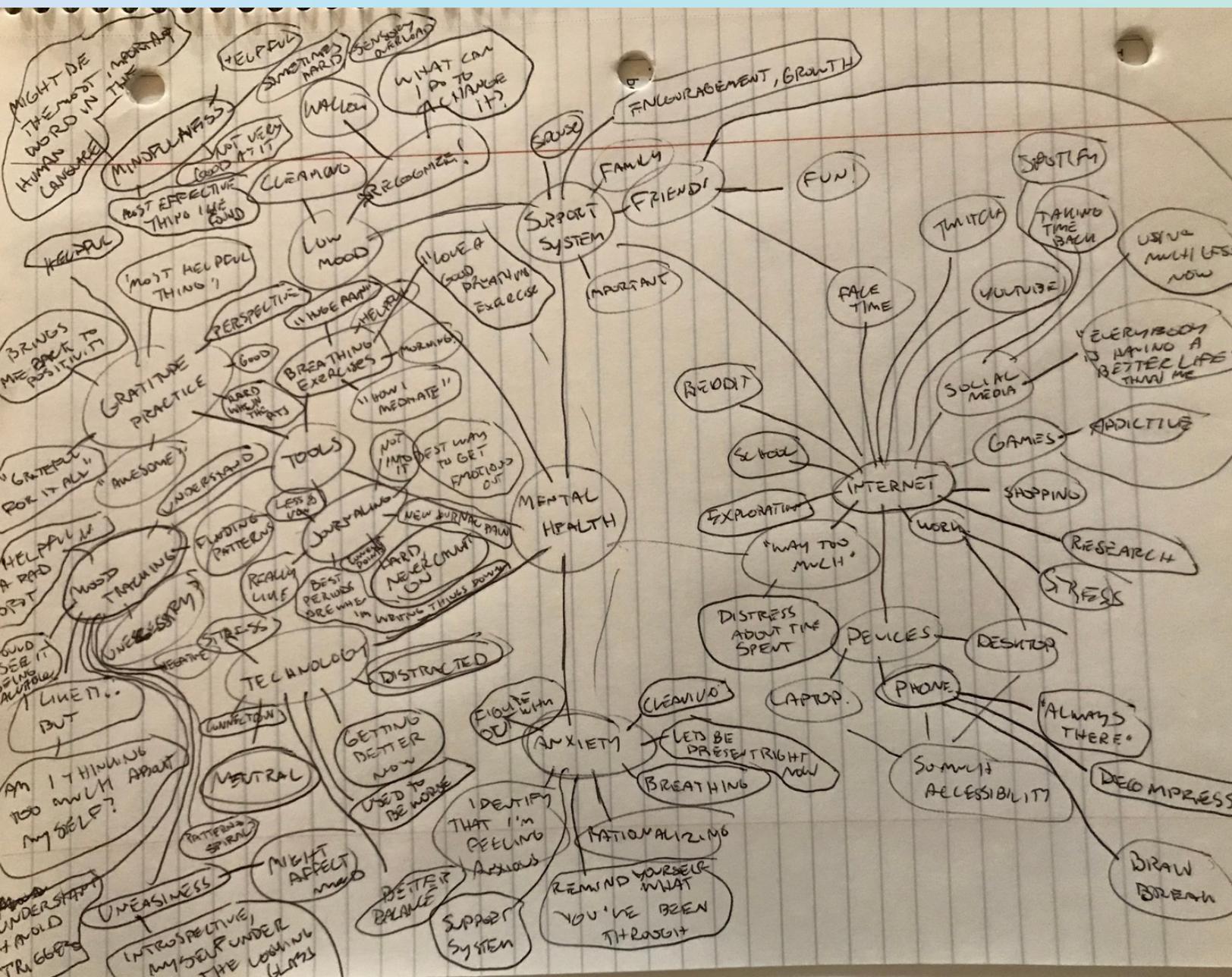
- Tell me about how technology impacts your mental health
- Tell me about what you do when you experience a low mood
- What do you feel about journaling?
- What do you think about tracking your mood?
- How do you feel about practicing gratitude?
- What do you think about breathing exercises?
- Tell me about what you do if you're feeling anxious
- How do you feel about mindfulness?



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Pain Points & Opportunities

Interview Findings



I interviewed five people about mental health in general, and the specific components moodfit has for managing mental health. Overall, I found that users had mixed and generally negative feelings about mood tracking, which was a huge part of Moodfit's design. There were also mixed feelings about journaling, which was tied in heavily with Moodfit's mood tracking experience. I also found that those I interviewed felt very positive about mindfulness, breathing exercises, and gratitude practices, which were of much lesser importance in moodfit's design.

H

Pain Points & Opportunities

Survey Questions

I had 13 responses for this survey

01. What are your pronouns?
(number)
02. How old are you?
(number)
03. What do you do?
(short answer)
04. Do you use any apps to related to improving mental health?
(y/n)
05. (In response to the question above) If you responded yes, do you find it's effective in improving your mental health? Explain briefly. If you responded no, why don't you use any apps related to improving mental health? Explain briefly. (short answer)
(short answer)
06. How do you feel about practicing gratitude?
(short answer)
07. Do you use breathing exercises?
(y/n)

If you answered yes, when do you use breathing exercises? If you answered no, explain why you don't use breathing exercises.
(short answer)
09. What do you think about tracking your mood daily?
(scale: unhelpful - helpful)
10. What do you think about journaling daily?
(scale: unhelpful - helpful)



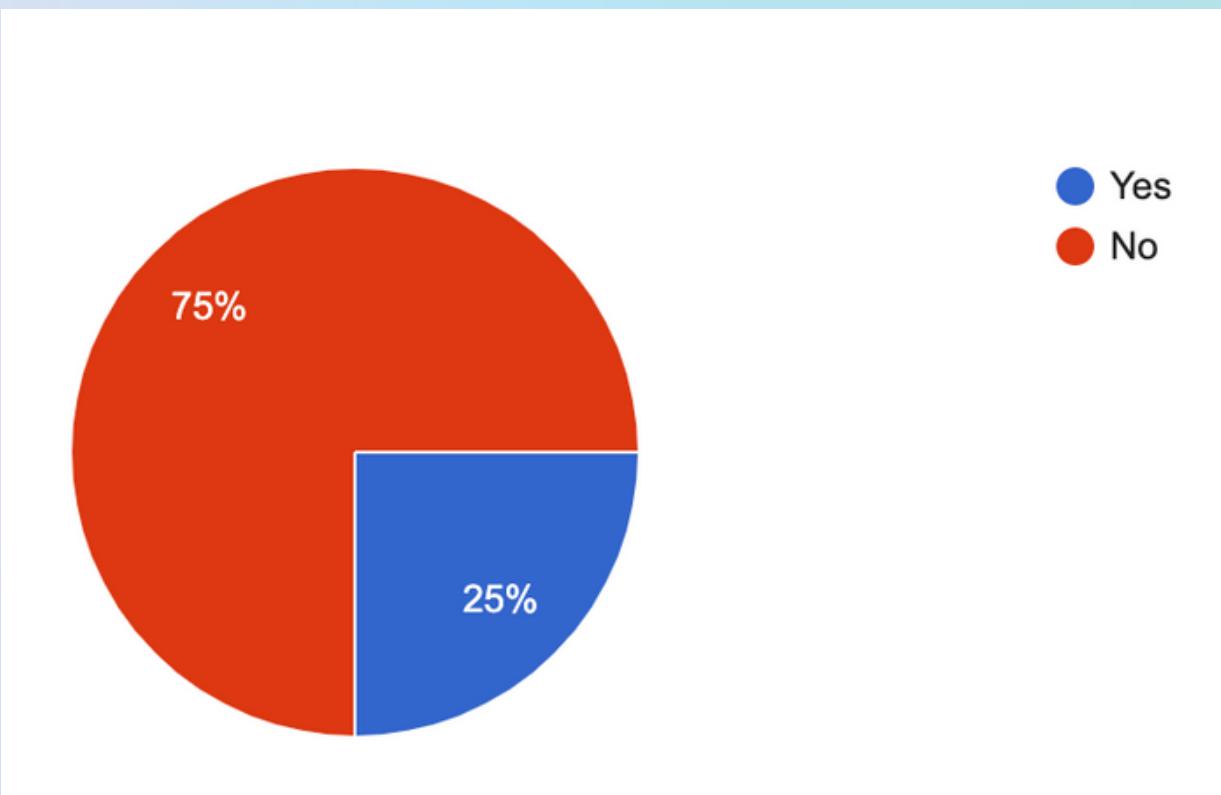
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Pain Points & Opportunities

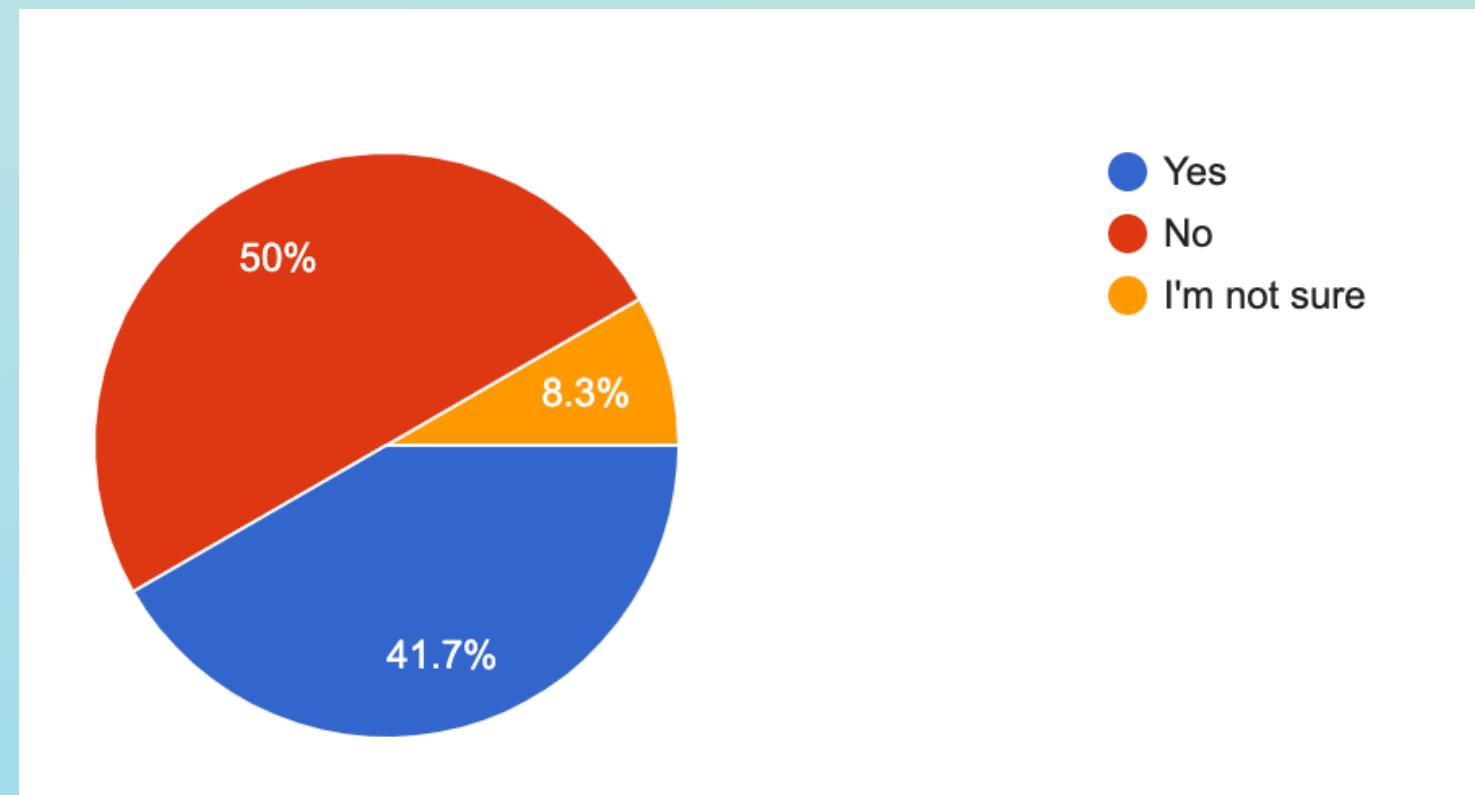
Survey Results

01. The majority of people don't use a mental health app

and surprisingly, 0% of the software engineers do



02. ~42% of the people use breathing exercises



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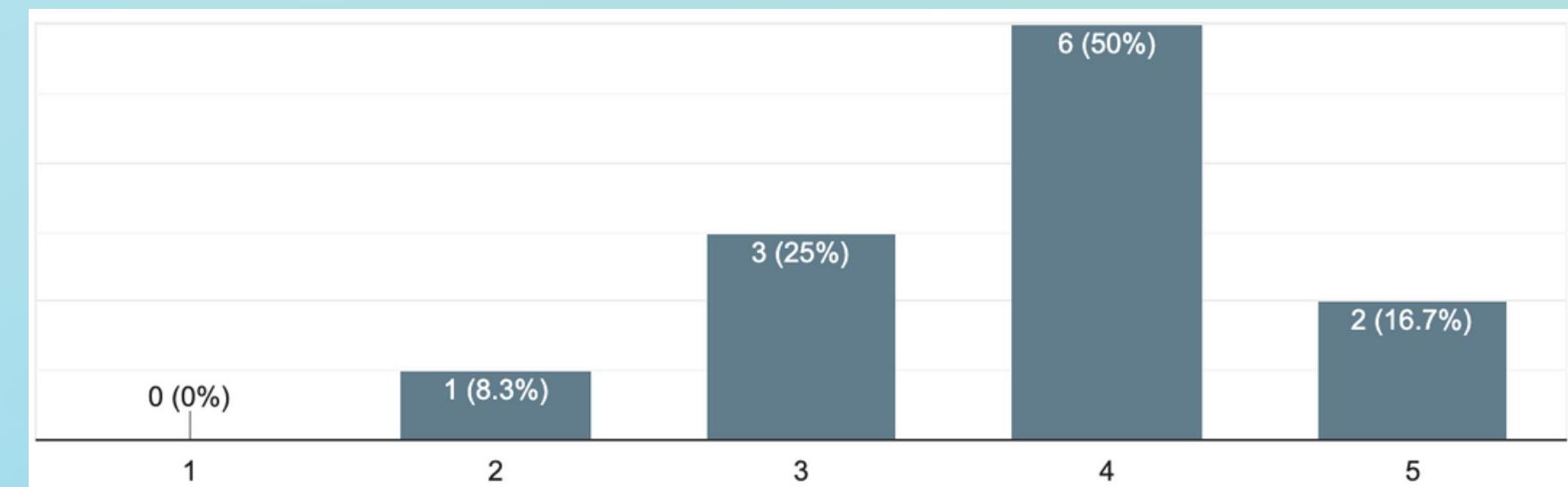
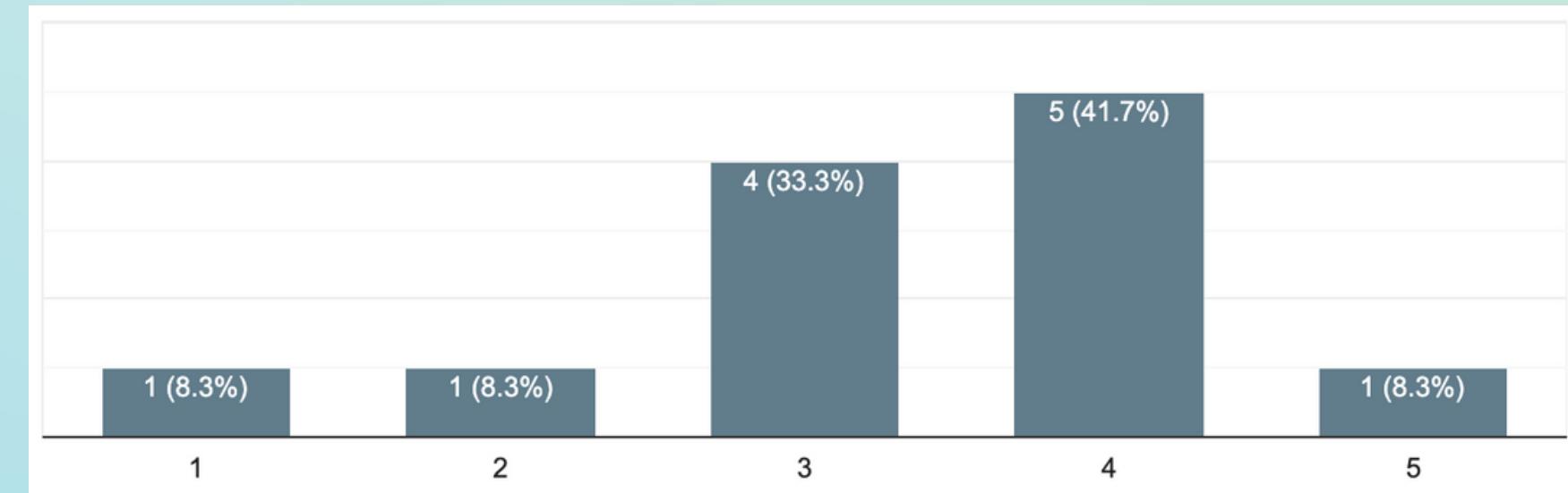
Pain Points & Opportunities

Survey Results

People feel that journaling is more helpful than tracking mood daily

mood tracking:

journaling



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Pain Points & Opportunities

Survey Results

- o1. Gratitude was listed as "important" In a free response by 30%

"I think it's effective and I wish I did it more."

- o2. Interestingly, 40% wish they practiced It more

"Hard, but important."

"I feel like I really benefit from practicing gratitude, but I don't do it enough."

- o3. and something I hadn't thought about: a point was brought up about the gender disparity of gratitude:

"I think practicing gratitude is very important and it is something I try to incorporate into my day."

"Feels out of place sometimes as a man."



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Pain Points & Opportunities

Survey Results

there were themes in why people don't use mental health apps:

- o1. they felt their mental health didn't need external help
- o2. they knew they wouldn't be consistent
- o3. they hadn't even thought about using an app for mental health

"I feel like I generally have a good control over my mental health so I have not considered using one."

"I forget about it or fall out of the habit of using it."

"I had not considered using a phone app to help"



H

Pain Points & Opportunities

User Journey Maps



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Autumn Baker

Autumn is a 22 year old student based in Seattle WA. She wants to decrease her school related stress. At the same time, she wants to do more mindfulness practices. She expects simple tools and exercises that won't take much time to complete, that will help her reduce stress.

JOURNEY PHASES

EVENT

Awareness

Autumn is done with classes for the day, she's feeling stressed out with all the work she needs to get done tonight. She opens the app to take note of her feelings and get support.

Tracking

With the app open, she uses the mood tracking feature and marks herself "Poor".

Evaluate

Autumn adds comments about why she's feeling that way, and saves her input.

Use Tools

Autumn is now mentally and visually aware of how she's feeling, and goes to the tools tab to find something to help her feel better.

Reflect

Autumn reads the descriptions of the tools and decides that she needs to use the breathing exercises most

Autumn takes 5 minutes to do the Long Exhale exercise

EMOTIONS

10

stress

5

1



sometimes I don't notice when I'm stressed out, I wish I didn't have to do this myself

marking that I feel bad is making me feel worse.

seeing the patterns of feeling bad visually is triggering, I don't want to see that I've been feeling bad for 5 days straight when I'm stressed

positive message of encouragement after use of tools

PAIN POINTS

Allow users to request push notifications when they feel they generally feels the most anxiety or stress

make the tools page be the first page, so users can address their stress and anxiety before tracking their mood

When the app sees a pattern of negatively weighted moods, offering support as the first thing

OPPORTUNITIES

H



Jack Smith

Jack is a 30 year old engineer based in Portland, OR. He wants to discover what factors affect his mood, and wants to find better ways to destress.

JOURNEY PHASES

EVENT

Awareness

Jack finishes work and is on his phone at home after work. He had a fine day, and is trying to unwind after work. He gets a push notification from the app and opens it.

Tracking

He marks his mood as good, and tries to use a few of the suggested words to come up with a quick summary of his day

He saves his mood tracking, and returns to the home screen

Evaluate

Jack goes to the insights page and looks at his history of statistics, and plays around with the correlation between variables.

Jack has limited functioning because he has the free version, so he looks at his mood trends.

Reflect

Jack sees that his mood is generally lower on Tuesday's and Wednesdays, and considers what might be happening on those days

EMOTIONS

10

stress

5

1



PAIN POINTS

I might ignore that next time, this is tedious to track every day

most of the suggested words don't apply to me at all, and if I mess up I have to backspace the whole word instead of being able to delete once

I don't even know If the pro version Is worth It because I couldn't have a free trial for long enough to understand these correlations

being able to compare factors and mood is the whole reason I'm doing this and I can't do everything I want to do without paying.

OPPORTUNITES

gamify the tracking, making streaks for days not missed

use icons or text boxes that you can delete all at once

offer a free trial that's long enough to see statistical evidence of certain factors, find other ways to entice pro functionality

Pain Points & Opportunities

Encouragement

recognizing and supporting positive moods and use of tools

There needs to be an option to make the tools page the first page

Tracking mood has many pain points

it can be triggering during low mood, the suggested words are too general, having mood tracking be the first thing you see can create more stress

The app doesn't have enough functionality with just the free version

There is room to create suggestions when low patterns are detected

Push notifications need to be improved

They need to be customized based on when stress is most active, or gamified so users don't burn out



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Validating Hypotheses

How Might We's

gratitude

How might we break down the toxic masculinity surrounding gratitude so male users can practice gratitude without pressure?

How might we make gratitude a more central focus for users so they can reap the benefits that were found to be so important

How might we make journaling easier for users so that they don't have to use as much time and energy to document their day?

subscriptions

How might we offer the premium services for a long enough time so that users can understand the benefits of a subscription fully?

awareness

How might we create more awareness about this app for people with mental illness so they can decrease their negative symptoms?

How might we provide customizable push notifications for users so they don't feel overwhelmed by the app?

usability

How might we change the layout of the app for users with anxiety so that they avoid being faced with more stress upon opening the app?

How might we make consistency easier for users so that they aren't worried about not using the app

consistency

How might we encourage users to track their mood daily so that they can see patterns and address triggers?



J

Define Goals

User

Users see an increased positive mood, decreased stress

Users can easily identify triggers

Users want to interact with the app consistently

Easily + quickly document day's events

More frequent gratitude practice

Business

Bring in new users who don't have mental health concerns

Bring in new users who have mental health concerns

Increase premium subscriptions

Increase consistent user engagement

Brand

Make MoodShift a known app for improving mental health

MoodShift is thought of as a primary source of tools for decreasing stress and increasing gratitude

MoodShift is thought of as a trustworthy space for journaling and mood tracking



Define Priority Matrix

Bring in new users who don't have mental health concerns

least important
to user

Make MoodShift a known app for improving mental health

Increase premium subscriptions

most important to MoodShift

MoodShift is thought of as a primary source of tools for decreasing stress and increasing gratitude

least important to MoodShift

MoodShift is thought of as a trustworthy space for journaling and mood tracking

Easily + quickly document day's events

Users want to interact with the app consistently

Users see an increased positive mood, decreased stress

most important
to user

More frequent gratitude practice

Users can easily identify triggers

J

J

Define

Product Statement

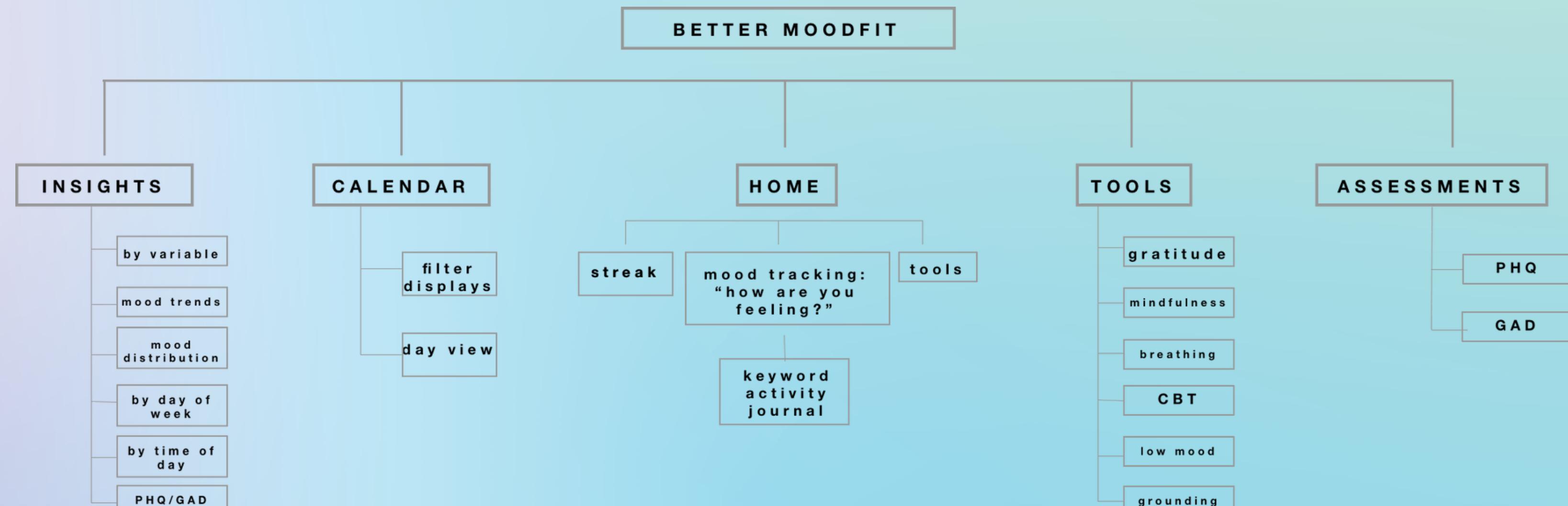
For people who want to improve their mental health, Moodfit is an app that offers an easy way for users to track the factors that impact their mood, and provides tools to find relief from discomfort related to mental health.



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Build

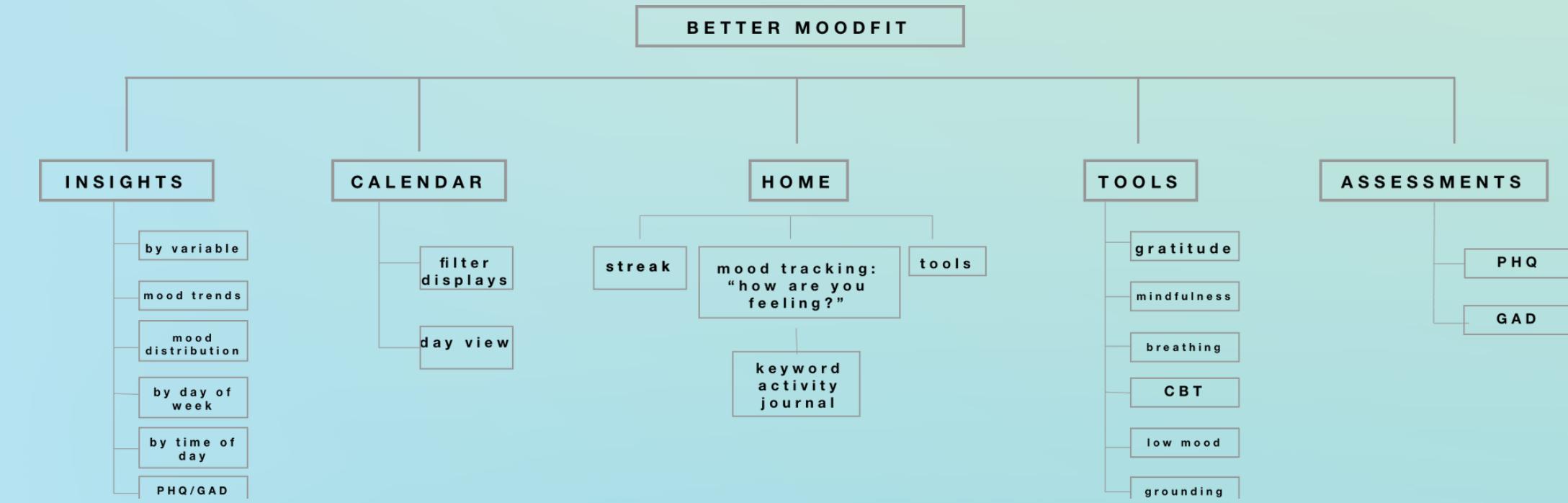
New Site Map



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Build

What I Changed



I made quite a few changes to the site map. Based on the information I found in interviews, I shifted the layout to be more in line with user priorities. The original app had a Home, Tools, Notices, History, and Insights page. I took away the notices page with the intention of just using push notifications. My redesign has a Home, Tools, Calendar, Assessments, and Insights page. I replaced the "history" page with a calendar, which serves a similar purpose with a much more intuitive way of viewing data. In place of the Notifications page, I added a separate assessment page, which has the PHQ and GAD anxiety and depression assessments. Those were originally in the tools section, but I didn't think they made sense there. I also reorganized the home page to focus on tools instead of mood tracking, which was more in line with user interests.



K

Build

Scenarios

Scenario I:

Autumn is headed into midterms. Her work is piling up, and she feels herself getting more and more stressed out.

The more stressed she is, the worse her mental health is, the harder it is for her to take care of herself. The MoodFit AI has picked up on a low mood streak, and offers her a supportive push notification. She opens the app, quickly logs her mood and the things that might be influencing her mood that day (bad sleep, study, watch tv, eat sugar), and notices that she hasn't walked anywhere today or drank any water.

She pours herself a glass of water, and goes to the tools section to do a breathing exercise.

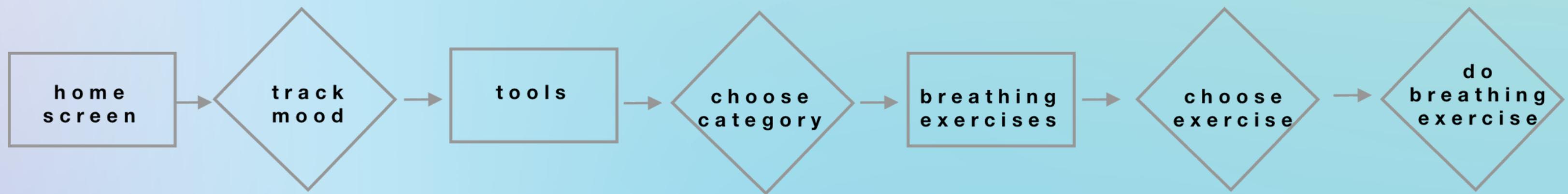


K

Build

User Task Flow

Scenario I: Do Breathing Exercise



K

Build

Scenarios

Scenario 2:

It's a Tuesday afternoon and Jack is at work, and it's 2:00. He previously set his Moodfit push notifications to go off in the middle of his day, before he gets home and is exhausted and pessimistic. He takes his lunch break, and gets a notification. He opens the app, logs how he's feeling (he gives it a 4/5 on the smile/frown scale), and goes to look at his insights.

He checks the mood insights based on the day of the week, and notices that his mood has been higher, on average, on Tuesdays. He reflects on why, and thinks about what he could do to make the rest of the week match his Tuesday mood.

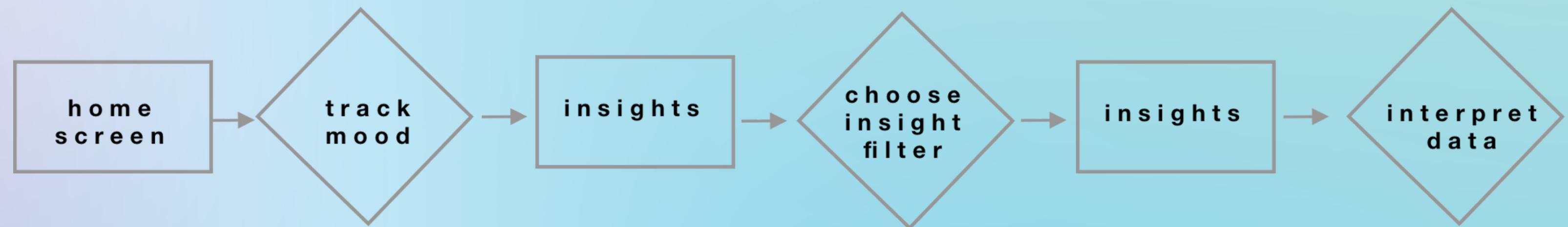


K

Build

User Task Flow

Scenario 2: Gather Insights on Mood Based on Day of Week



K

Build

Scenarios

Scenario 3:

Kale has been having a tough time at work. Working in customer service has been draining them much more recently than usual. They notice that they've been feeling especially anxious the last two weeks, and decide that a mindfulness practice would be helpful on their break. They open the app, and do a 5 minute meditation. It helps, but not as much as they'd like it to. They know that the app has anxiety assessments, and they decide to take one, just to see.

They take the PHQ, and they get a 13 - which the app interprets as moderate anxiety. They look into a CBT therapist near them, and start to feel like they have a little more control over their mood.

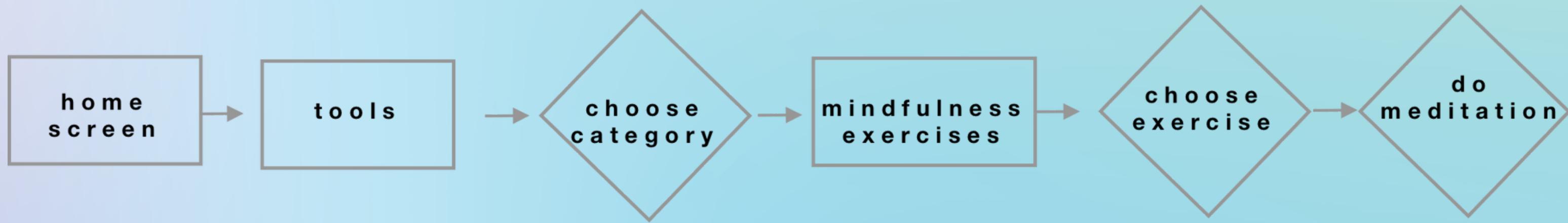


K

Build

User Task Flow

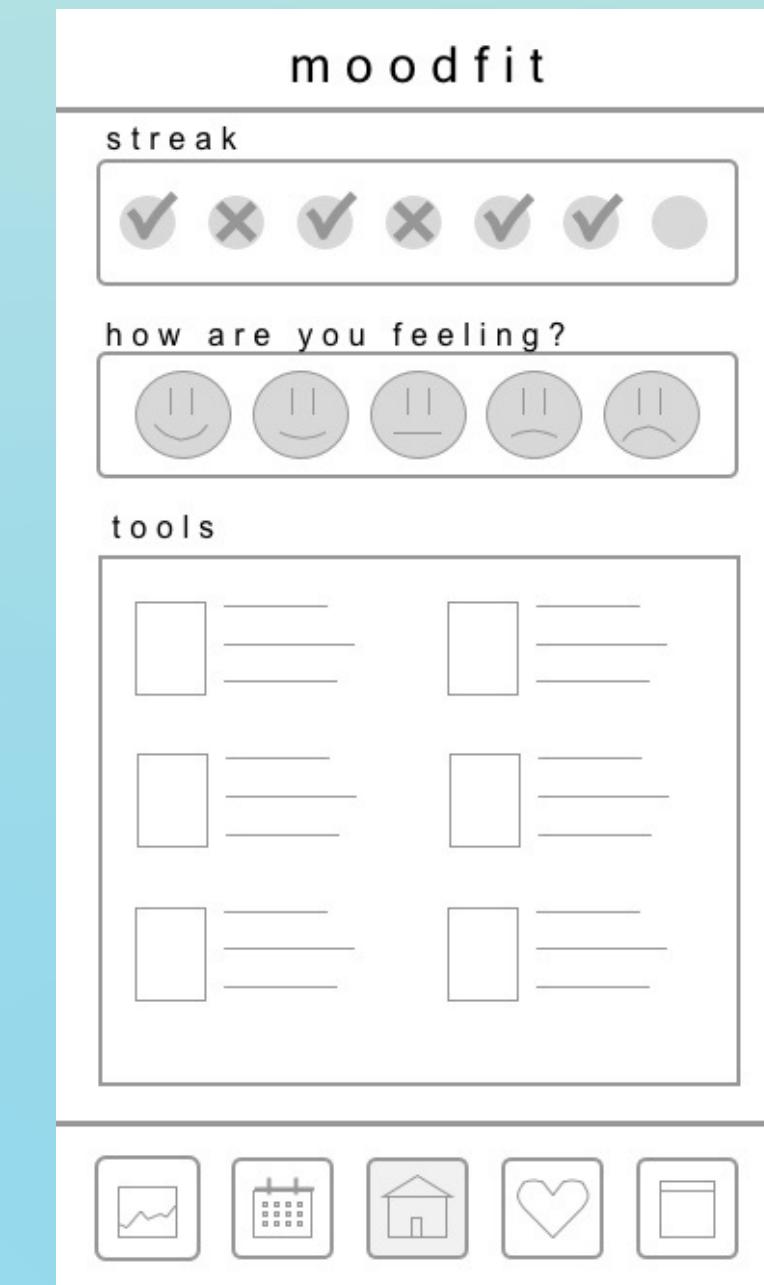
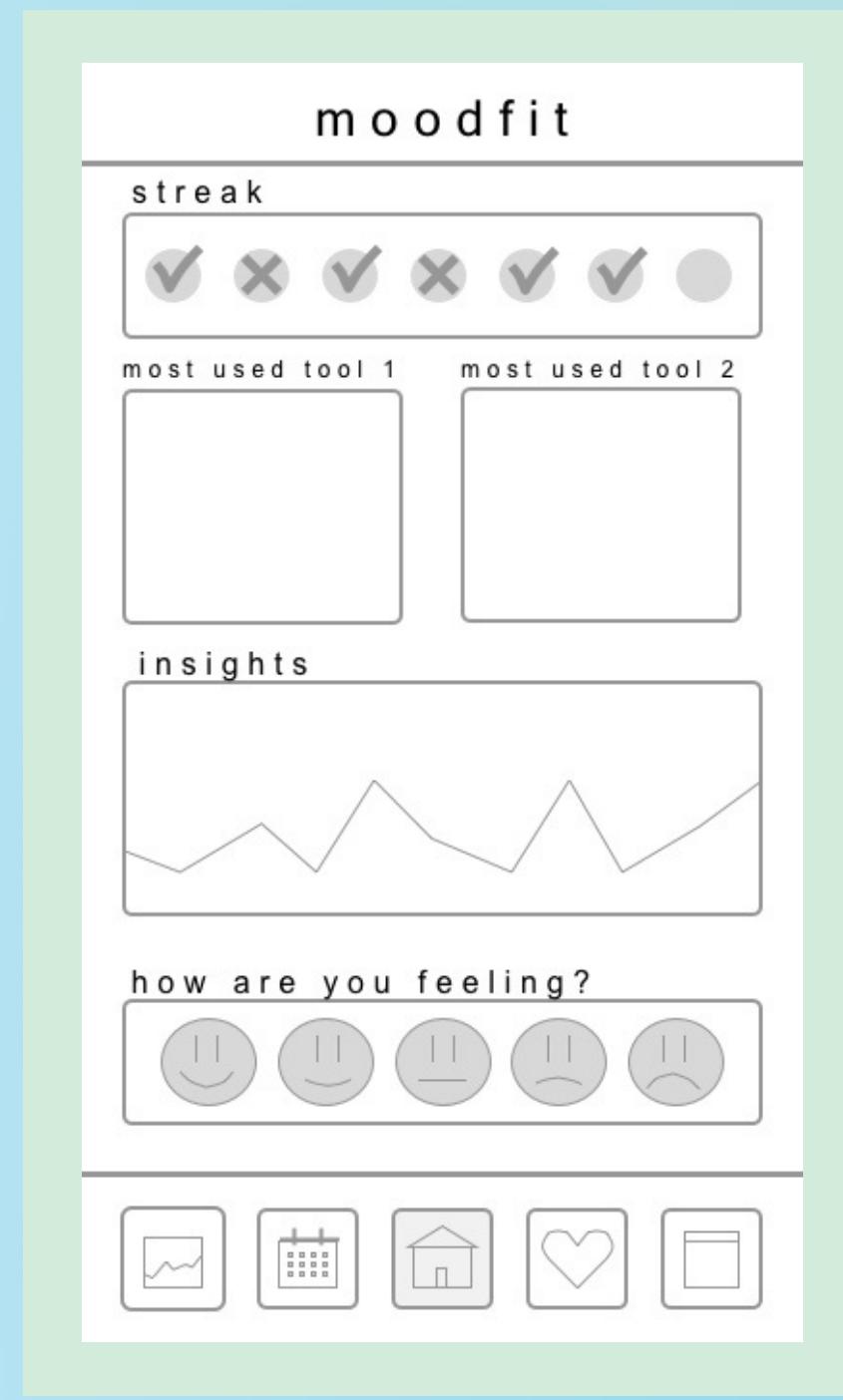
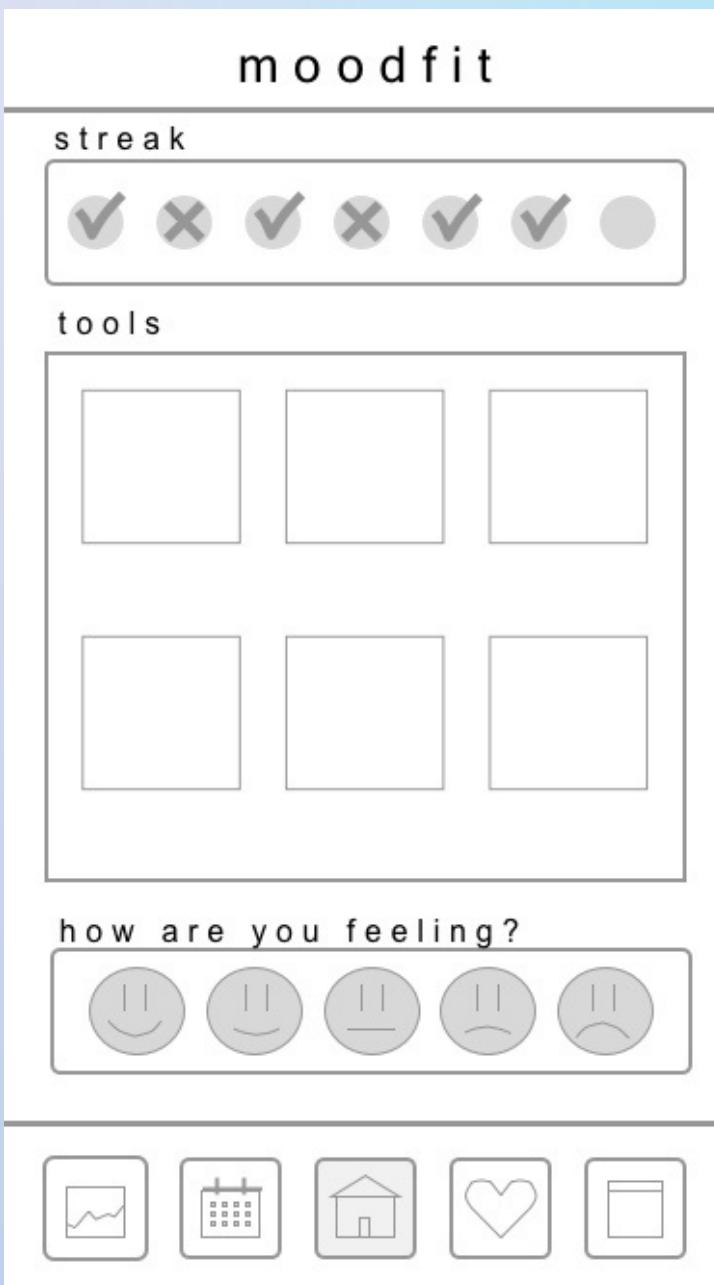
Scenario 3: Manage Anxiety with Mindfulness



L

Iterate

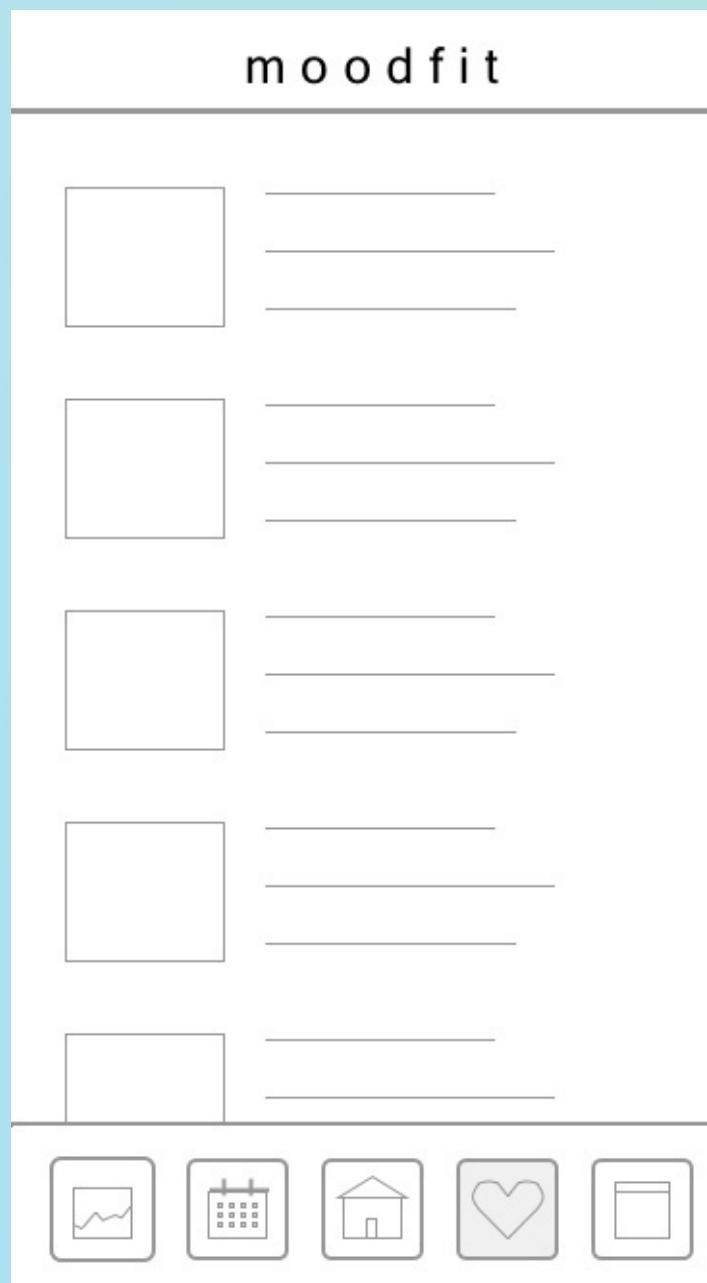
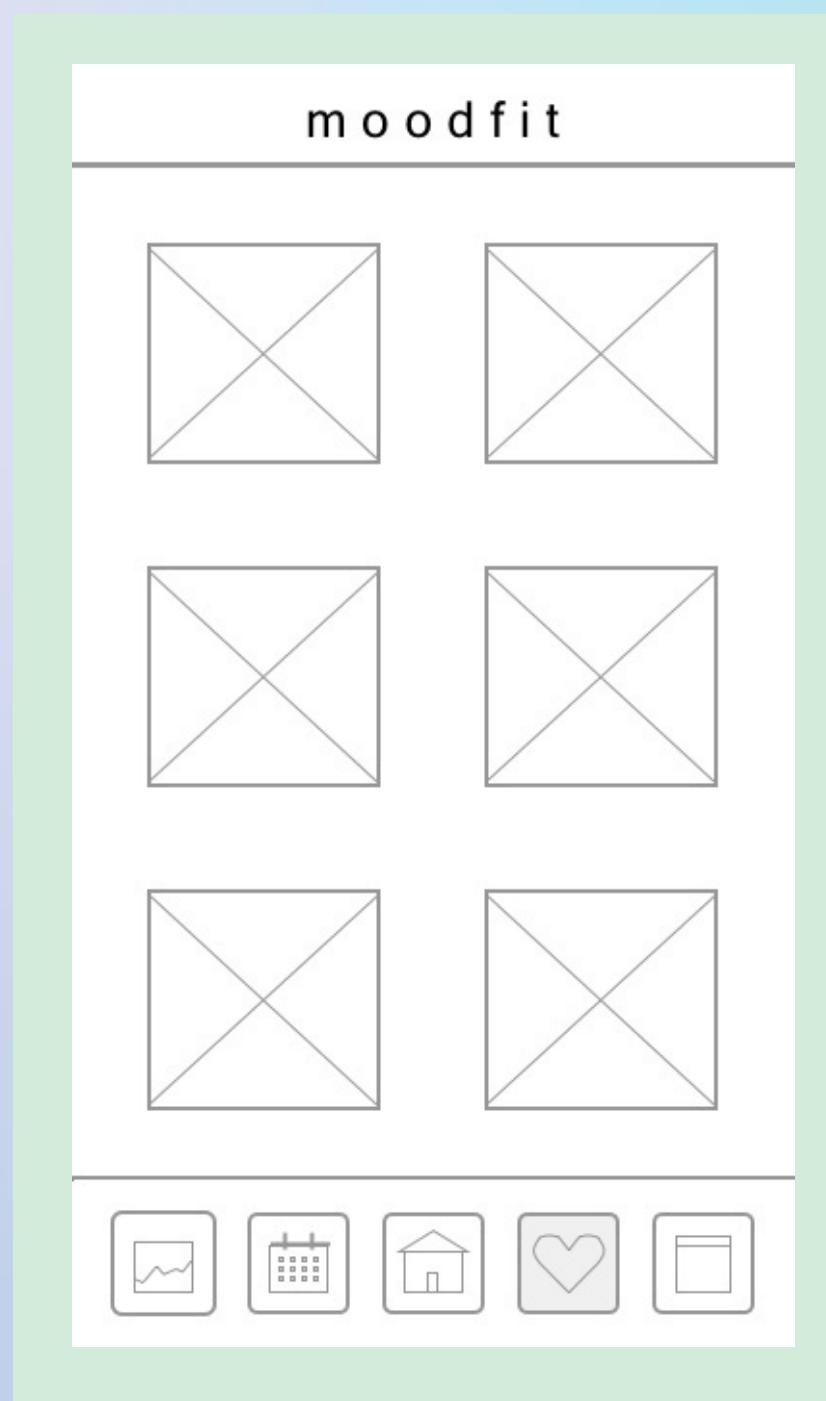
Wireframes - Home Page



L

Iterate

Wireframes - Tools



L

Iterate

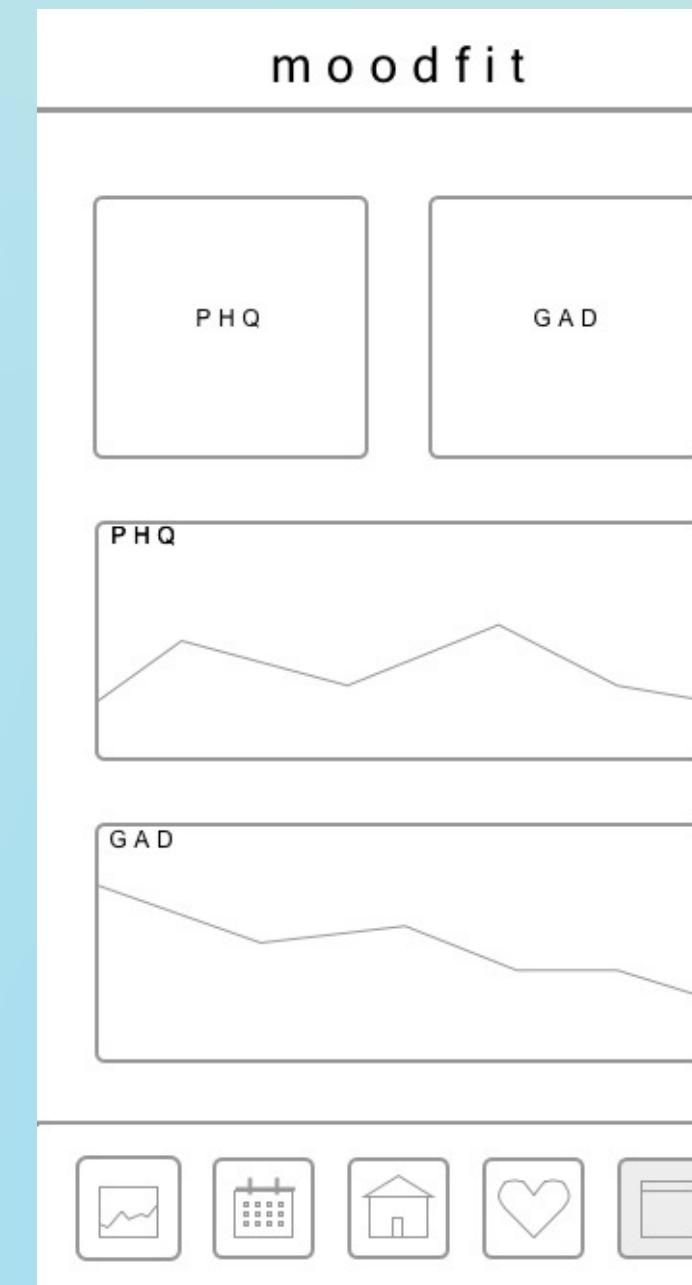
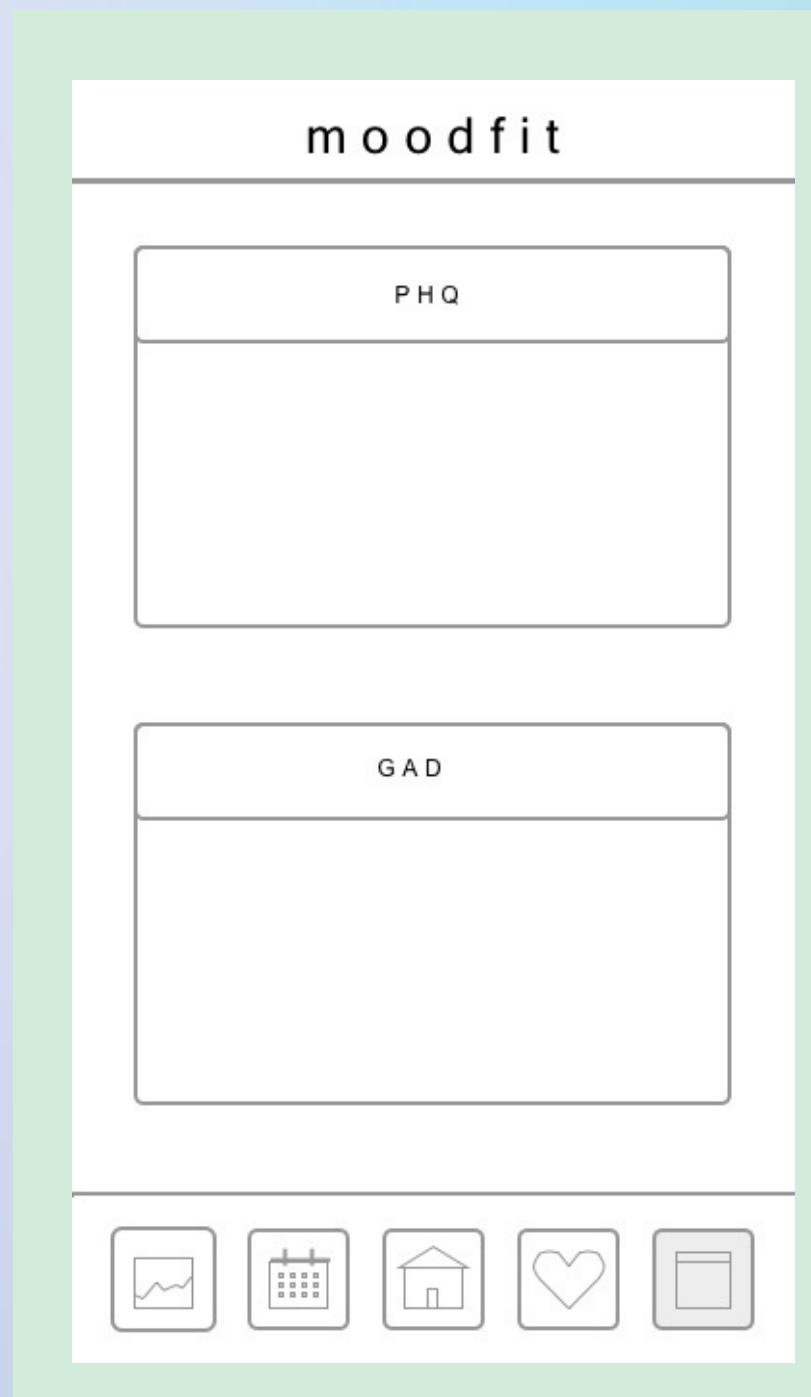
Wireframes - Insights



L

Iterate

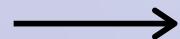
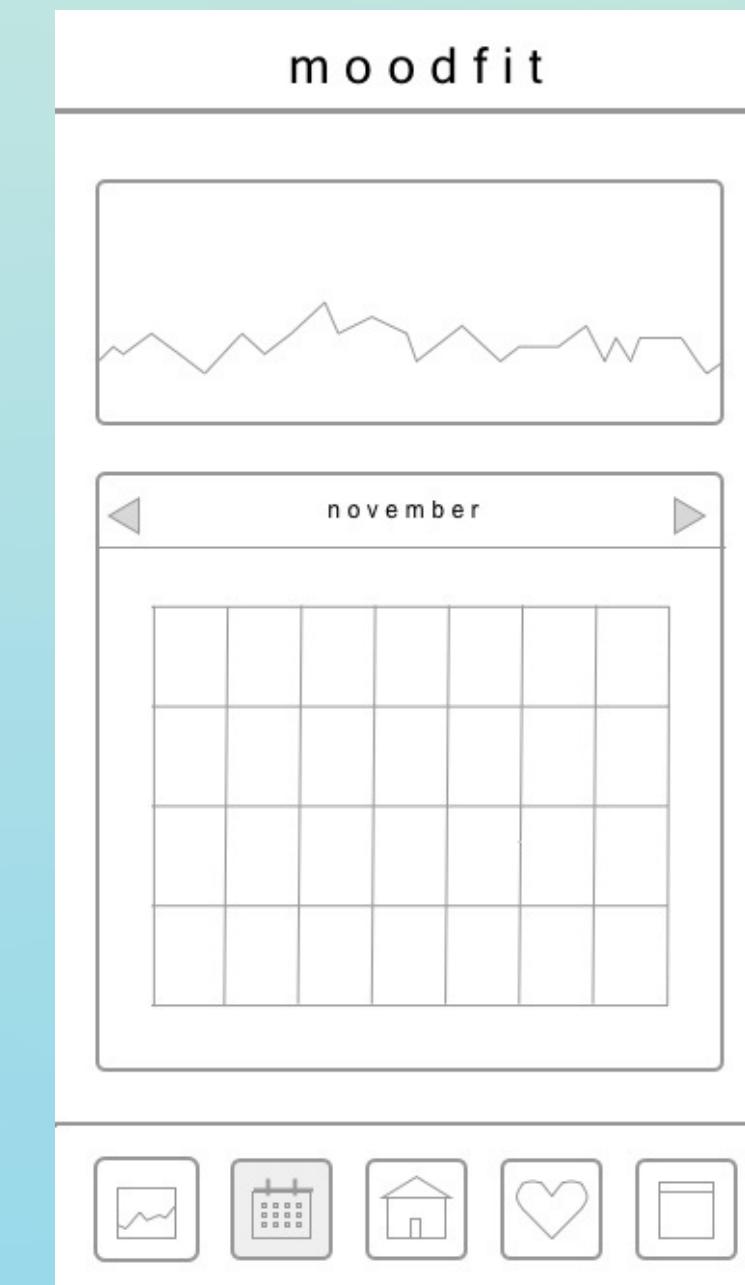
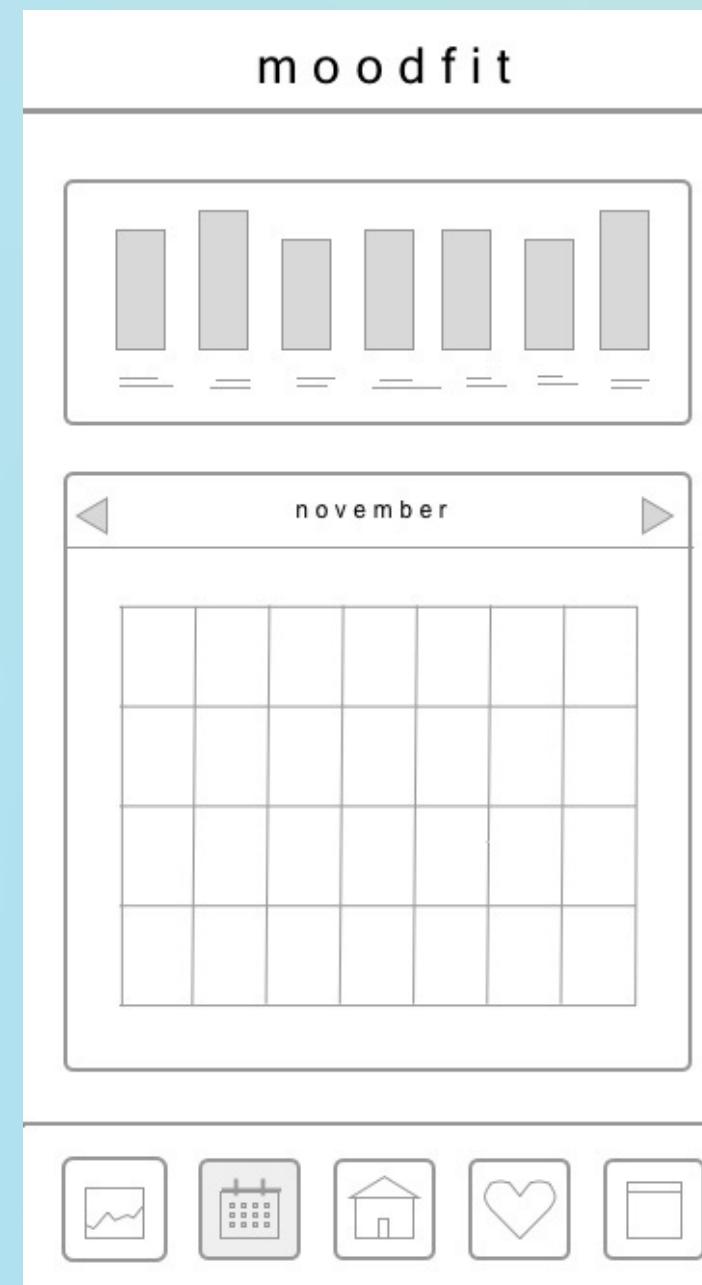
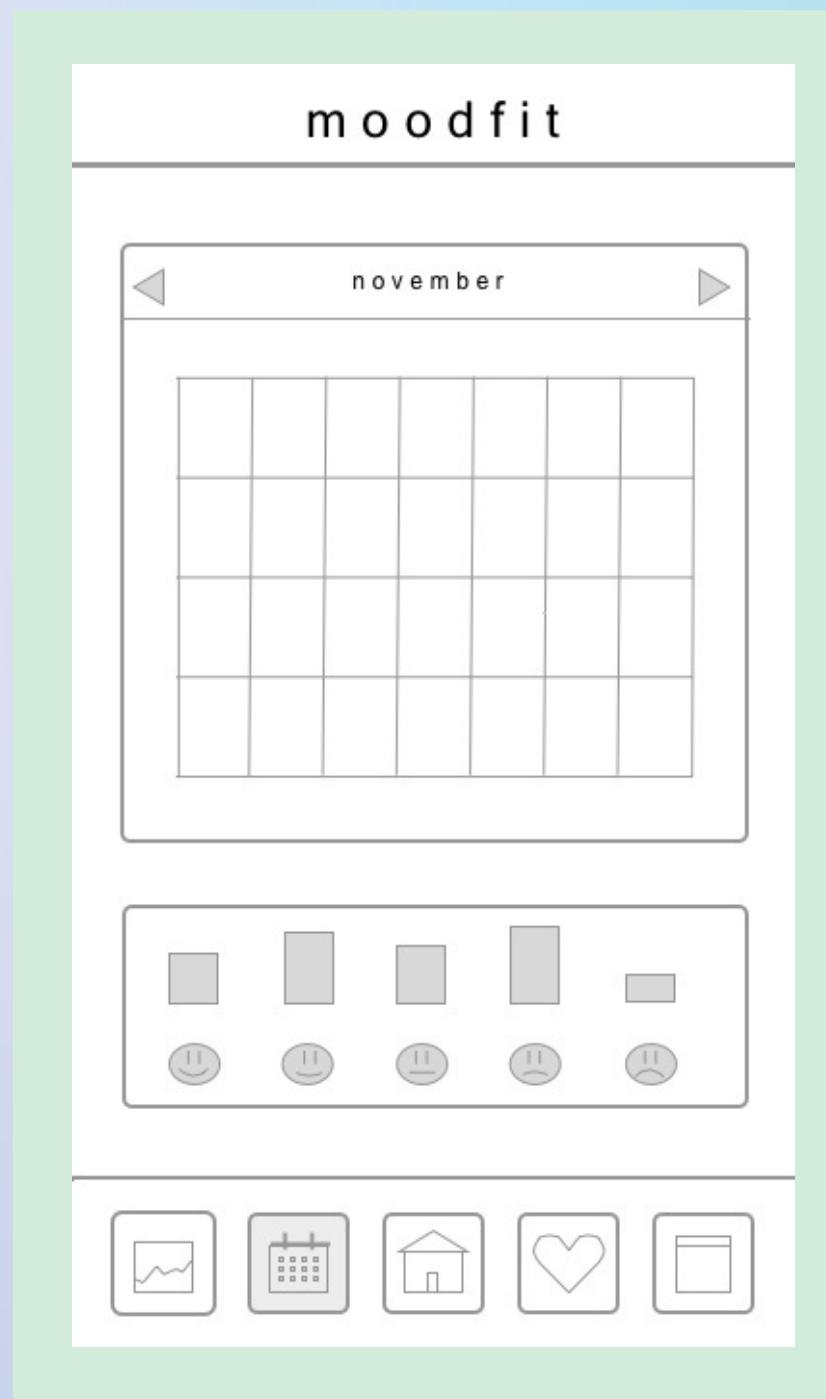
Wireframes - Assessments



L

Iterate

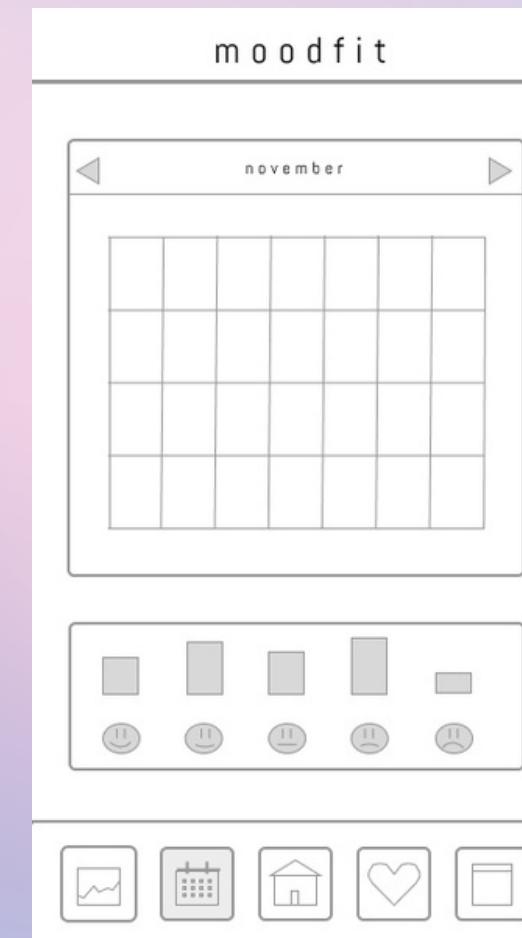
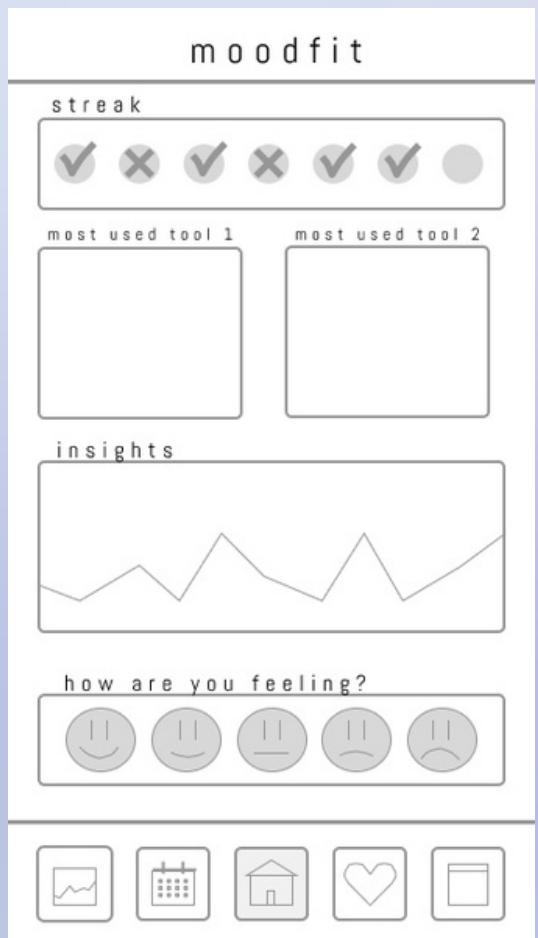
Wireframes - Calendar



L

Iterate

Lofi Prototype - Screens



L

Iterate

Lofi Prototype - Link

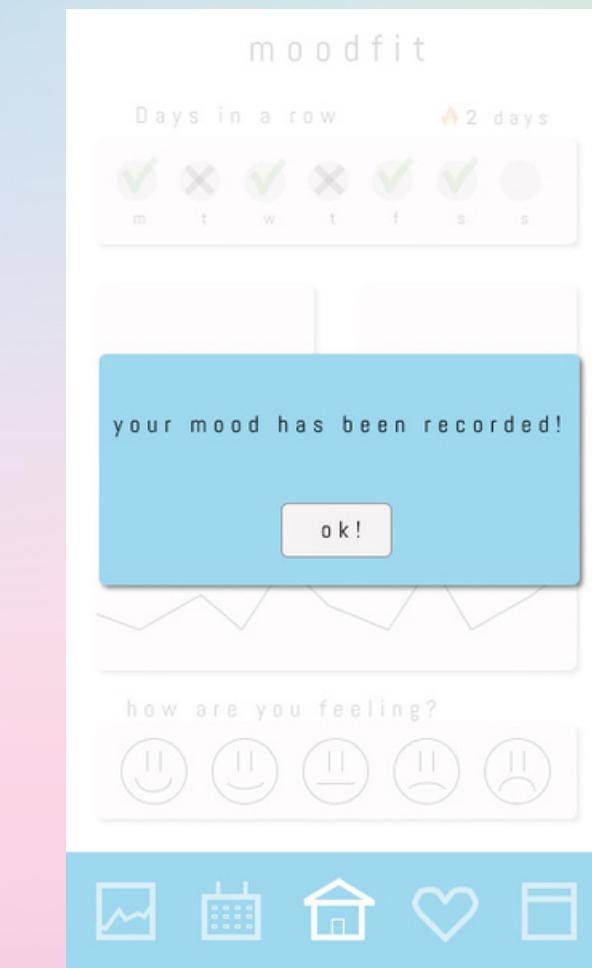
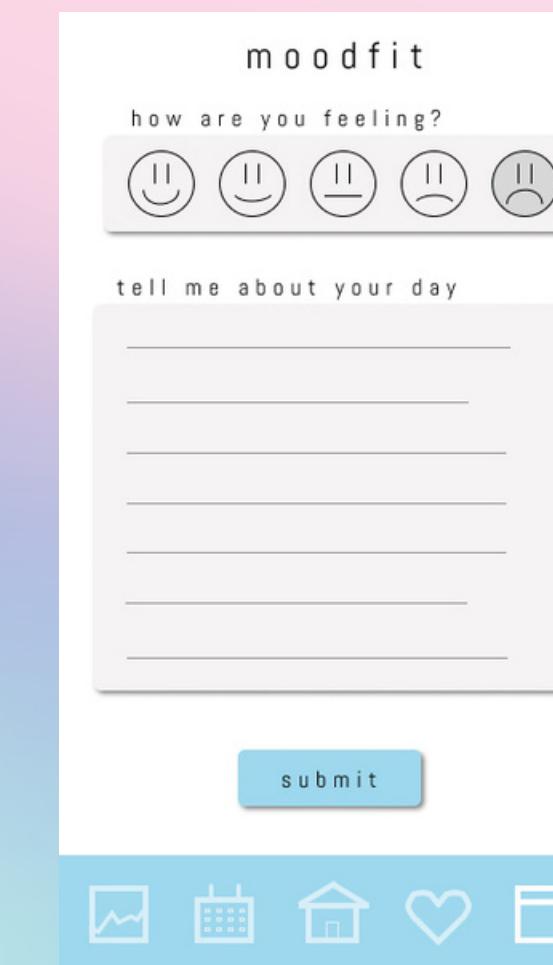
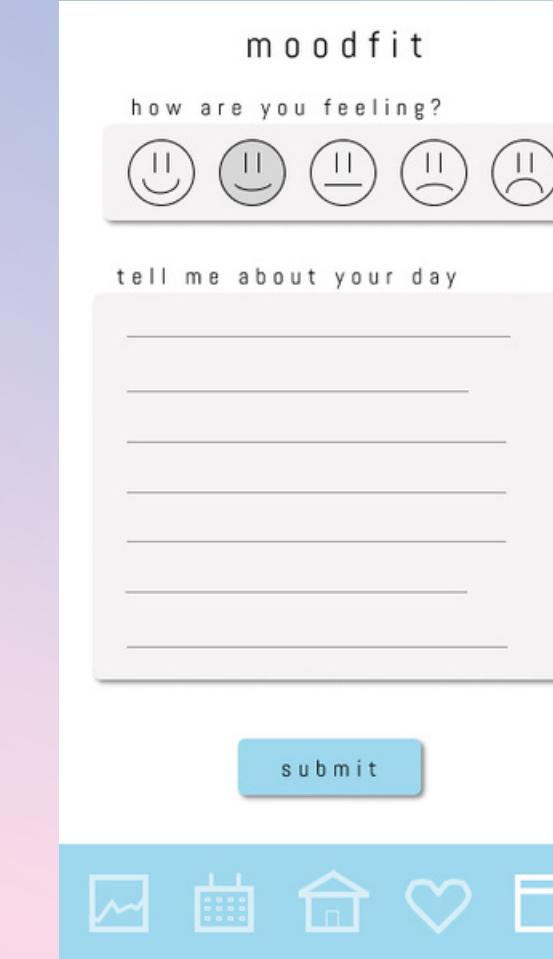
Lofi Prototype Link



L

Iterate

Hifi - Screens



L

Iterate

Hifi - Prototype Link

Hifi Prototype Link



L

Iterate

Hifi - Feedback

Design

"Crisp design and clean aesthetic"

"Clean design, engaging features, easy to navigate"

Organization

""You distributed the information very well and made it interesting by diving it into categories and using graphics and icons"

"The home page had great hierarchy and organization"



Navigation

Everything was in-reach and the navigation bar was a great size

Easy to maneuver

different color helps to distinguish it from everything

I really like your nav bar

Home button was excellent in navigating the app

It was easy to establish how to return home and where each click would take you.

The home button was always an exit strategy but sometimes it would be better to have a back button instead of starting all over again from home

L

Iterate

Hifi - Feedback

Details

I would provide a little clarity about what to write in the blank sections!

Wished the figma had more cases implemented but overall the quality is promising.

Mood tracking was not obvious to find, although may be simple when used to app design.

Organization

""You distributed the information very well and made it interesting by diving it into categories and using graphics and icons"

"The home page had great hierarchy and organization"

Icons

I don't know what the heart icon is

Knew instantly what each icon indicated

Visuals match section titles.



L

Iterate

Hifi - Feedback

Simplicity

I like the simplicity and visual feedback from icons like how are you feeling faces and days in a row.

So the app in terms of innovation may not be the most innovative just because habit trackers have most of these functions already shown w/in most apps but the simplicity of how this app works is what will give it the drive to make it a unique on its own.

It's pretty straightforward which is very good for new users.

I never felt overwhelmed by options. I was able to enjoy the app simply because it was suited and tailored for the user experience.

It's simple and makes sense. I am not frustrated with anything in the design. I would imagine most used would be extremely useful.

Has a similar feel to the original Moodfit design so this update will be familiar for current users



I like how it doesn't break apart from traditional app creation. the design is pretty much similar to most mobile apps which make it really easy for users to simply download and use it on the go instantly.

M

Testing & Analysis

Process

Prototype Testing & Iteration Process

To test each iteration of prototypes, I had remote and unmoderated tests. I enlisted a few people of different backgrounds to go through the prototype and attempt to accomplish predetermined tasks in order to find out what worked about my design and what didn't. I wasn't able to get peer feedback on my lofi prototype because I turned them in one day late (ironically, due to mental health). However, I got six responses from both classmates and other humans on my hifi prototype.

Between my lofi and hifi prototype, arguably I didn't change enough. I added color, and added some extra possible user flows, but I didn't add enough detail and real text. The feedback I got on my hifi prototype was positive overall, but I got a few comments about my design being similar to the original app, which made me feel like I wanted to mix it up in a bigger way. For my final design, I kept the same general layout, but I completely redesigned the style of the app, and refined my navigation & icons. I chose a gradient theme based on five colors.



M

Testing & Analysis

Key Takeaways

Clean Design

Users liked how clean and simple my design was

Good Navigation

Overall, the navigation was well received and easy to use

Well Organized

The home page specifically was noted as well organized, and the distribution of information was seemingly better than the original app

Lacking Details

My redesign was lacking detail - there were text placeholders where there should've been content, and there could have been more use cases for more exploration

Missing Page Titles

The app is missing text indications of what page the user is currently viewing at the top of each screen

Simplicity

I got a lot of positive feedback on the simplicity of the design, and also that my design was similar to the original app, so I think I could have been more innovative



N

Outcome

how I took the feedback and made something so much better



O Final Product

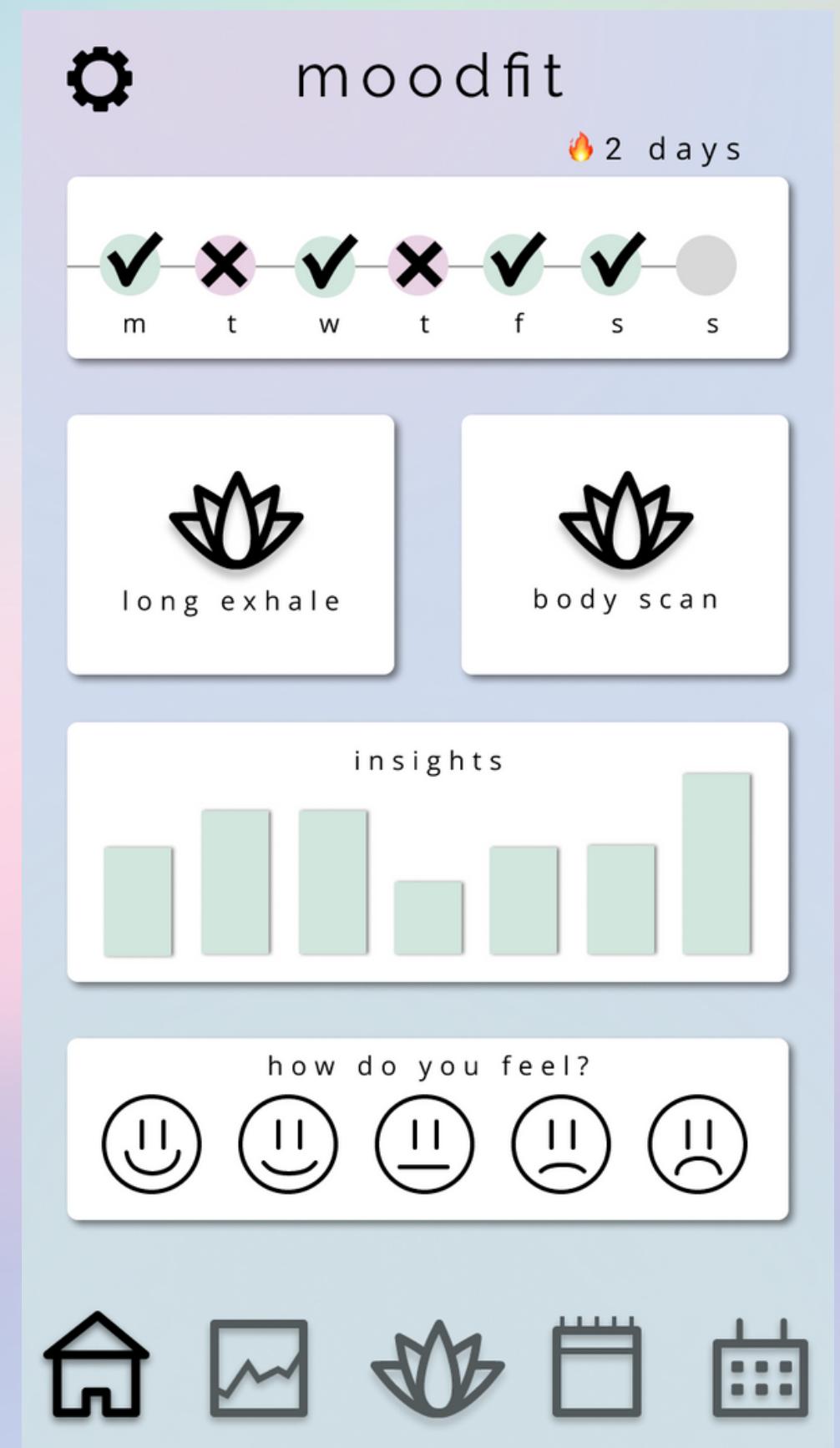


O

Final Product



"Final" Prototype Link



P

Final Product Scenario/ Story

Kale had a bad day

Kale had a terrible day. At work, they had to deal with three separate insurance claims and all of the angry people involved in them. On top of that, they didn't sleep well, they didn't get to eat lunch, and they're having problems with their partner. They just got off work and got home. They ate a quick snack and feel like sh*t, and they don't know how to feel any of their feelings. Desperate for something to make them feel better, they open Moodfit and go through a low mood walkthrough. They take the 5 deep breaths, read the reminder that they aren't alone, and get to the page reminding them to do some quick self care. First, this makes them cry- sometimes the thought of doing self care when they feel bad makes them feel worse. Then, after they cry it out, they put their airpods in and listen to some music. Their chest feels a little less tight, and they feel a little bit better.

Q

Challenges

The first challenge I ran into with this project was with the interviews. I'd never had to conduct an interview on usability, and having to conduct them remotely was hard. I had a tough time figuring out how to ask the right questions, and what order to ask them in.

Another challenge on this project was creating a product that was different enough, but still maintained the core functionality of the original app. At first, I had a hard time breaking away from the original design (color, layout, icons, etc). Receiving the critiques on my Hifi prototype really helped, and I managed to create something that I actually feel good about.

This project was overall hard in a fun way, being a CS major, I hadn't had a lot of exposure to the design process before this class. I'd never made anything in figma, done meaningful user interviews, created personas, or done user focused work. I felt like there was so much to learn all the time and it was all building on itself, and I'm also so glad I had to stay on my toes the whole time.

R

Reflection

I talked briefly about this in challenges, but I think the biggest thing I learned in this process was just how real UX work can look. Before this class, I had some exposure to design concepts - I read the Design of Everyday Things, I listened to 99% Invisible, but actually doing the work was so different (duh, but still meaningful). I'm a hands-on, do-it-myself person, so being able to redesign an app from start to finish, with the opportunity for iteration was the perfect way to learn.

I learned how helpful it is to make mistakes, and how helpful fresh eyes can be. I learned that I am capable of creating much cooler things than I thought I was. I learned that my brain sees things so differently from everyone else's, and that I always need to get more people's input on what works and what doesn't. In my unrelated but design oriented Classfinder endeavors, I learned about the WWU timetable (game changer).

I'm so glad I got to take this class. I gained confidence through a deeper understanding of the design process, and I also learned how important it is to just.. not be good at things all the time. Design always seemed so nebulous and clean, and I don't think I realized how much time and input and mistake making was involved in the process. It seems much more accessible now that I don't feel like everything I make has to be pretty and well organized and perfect, especially in the beginning.

S

Vision/ Future Goals

There are a few possible ways Moodfit 2.0 could integrate with future trends. I would be most excited about wearables, augmented reality, and AI.

Wearables could be connected to the app and used to send signals about the users stress levels (heart rate, blood pressure, etc); in periods of detected stress, Moodfit could use that information to redirect a user into mindfulness activities to decrease stress.

I think that integrating augmented reality with the app could be a cool way to enhance the grounding and mindfulness tools. Having the ability to sit down and use augmented reality to see visual cues for the timing of breathing exercises, or an augmented character “sitting” in front of you, showing you how to do the grounding techniques could improve the user’s technique and might make the exercises more effective.

Finally, using artificial intelligence to learn from user’s behavior patterns and the impact of activities, days of the week, etc, on their mood could allow the app to predict a low mood before it happens and help users get ahead of it. It could also learn which tools help users the best in the short and long term, and create better recommendations or plans for improving overall mental health. AI always has ethical concerns, and it would be important to understand how the app impacts mental health across as many demopgraphics as possible before creating any data about what works and what doesn’t work in terms of improving mental health for users.

that's all folks!

thank you for viewing! I hope you enjoyed this as much as I enjoyed creating it.