UXE Spring 2025 - Milestone 6 Report
Team A-16

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1. Final Med-Fi Prototype

Overview

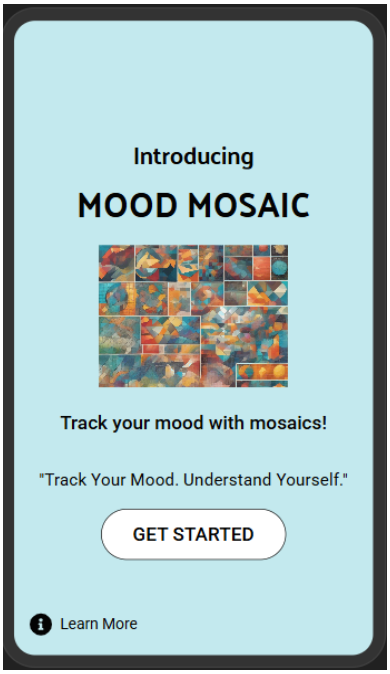
Following the insights gathered from Milestone 5 user testing, our team developed a Medium-Fidelity prototype that incorporates revised task flows, consistent UI elements, and improved navigation.

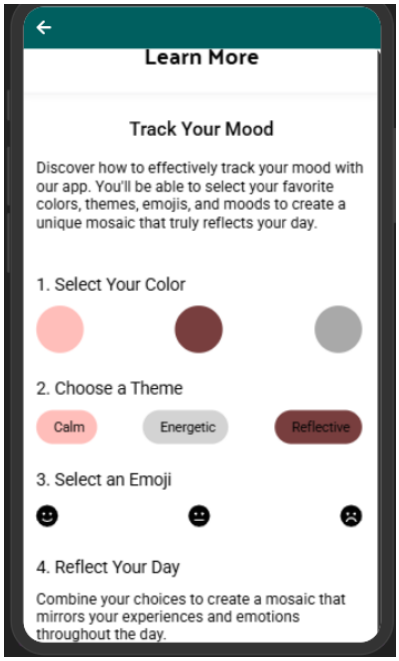
Test Tasks Covered

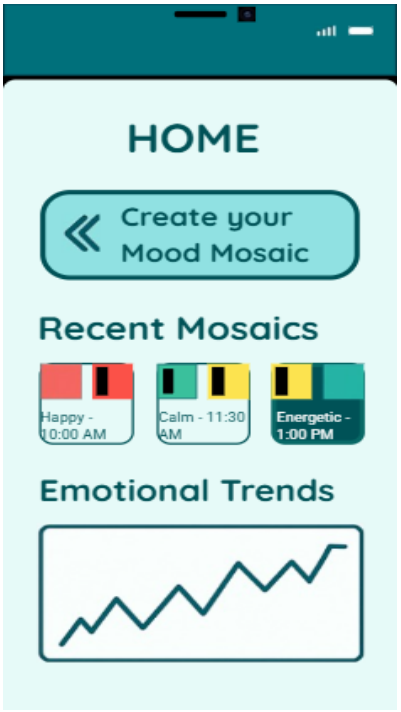
- **Task 1:** Account creation and sign-up process.
- **Task 2:** Profile completion and navigation to the Home Dashboard.
- **Task 3:** Creating a mood mosaic by selecting mood colors.
- **Task 4:** Saving the mood mosaic and viewing it in the Mood Timeline.
- **Task 5:** Exploring community mosaics and interacting with the shared community page.
- **Task 6:** Reviewing mood insights and trends over a selected period.

Screens & Scenarios

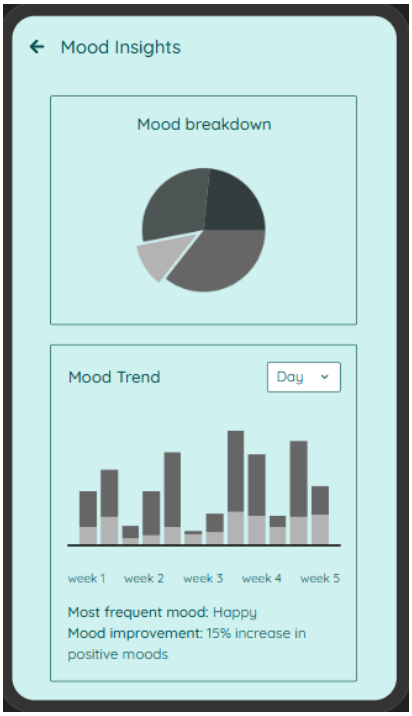
Screens were created using Figma, each depicting clear, accessible flows for all core and secondary tasks. Realistic placeholder content was used to mimic the final application environment.

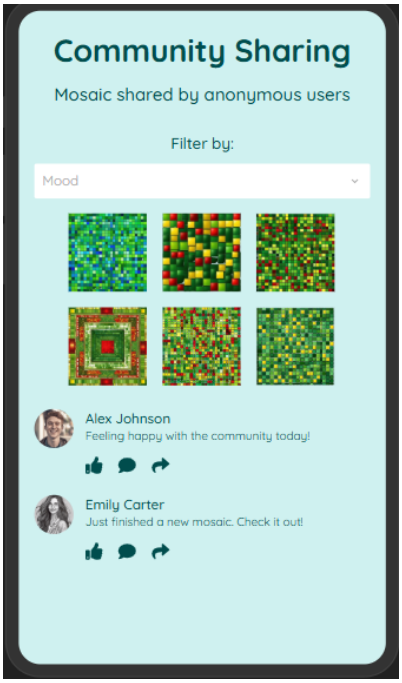

Introducing
MOOD MOSAIC
Track your mood with mosaics!
"Track Your Mood. Understand Yourself."
GET STARTED
Learn More


Learn More
Track Your Mood
Discover how to effectively track your mood with our app. You'll be able to select your favorite colors, themes, emojis, and moods to create a unique mosaic that truly reflects your day.
1. Select Your Color
2. Choose a Theme
Calm
Energetic
Reflective
3. Select an Emoji
4. Reflect Your Day
Combine your choices to create a mosaic that mirrors your experiences and emotions throughout the day.


HOME
Create your Mood Mosaic
Recent Mosaics
Happy - 10:00 AM
Calm - 11:30 AM
Energetic - 1:00 PM
Emotional Trends


create Mood Mosaic
SAVE


Mood Insights
Mood breakdown
Mood Trend
Day
week 1
week 2
week 3
week 4
week 5
Most frequent mood: Happy
Mood improvement: 15% increase in positive moods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Mosaic shared by anonymous users
Filter by:
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Feeling happy with the community today!
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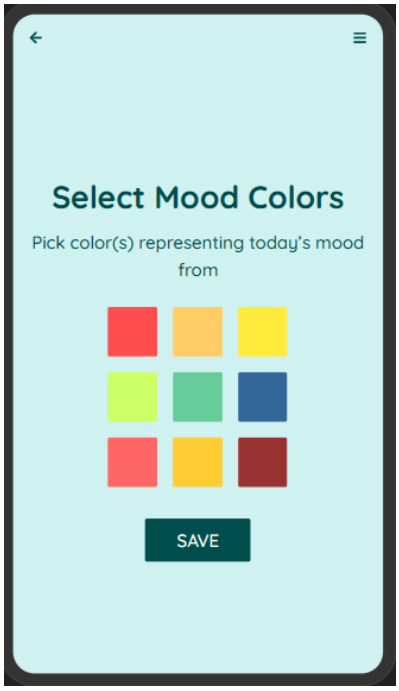
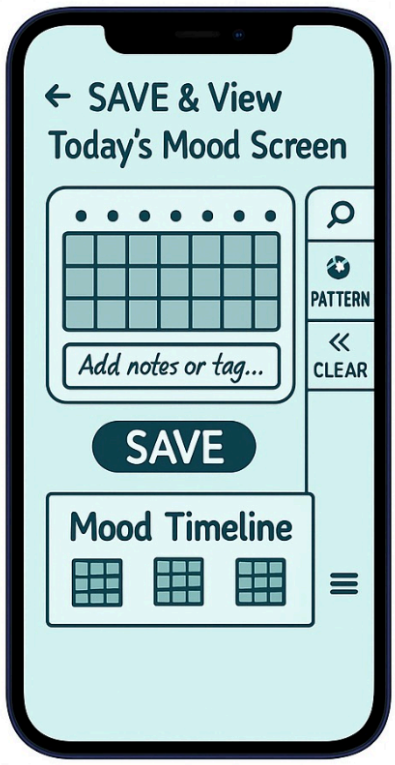
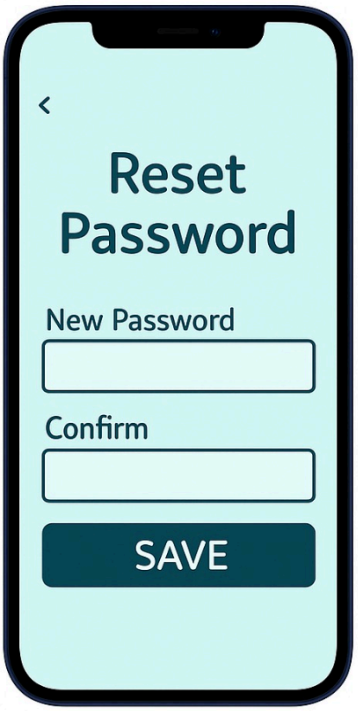
Just finished a new mosaic. Check it out!


Select Mood Colors
Pick color(s) representing today's mood from
SAVE


SAVE & View Today's Mood Screen
Add notes or tag...
PATTERN
CLEAR
SAVE
Mood Timeline


Reset Password
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Confirm
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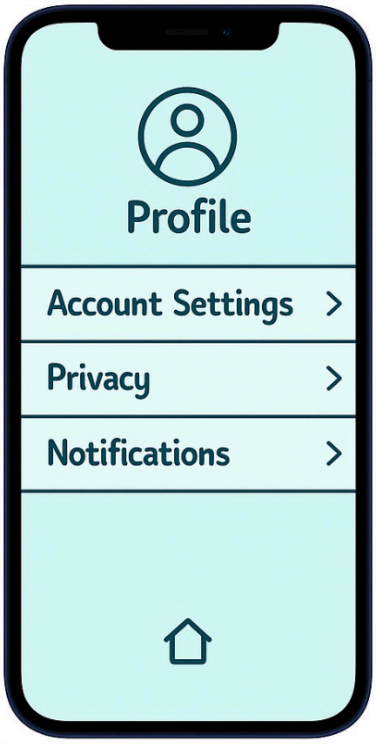
Profile
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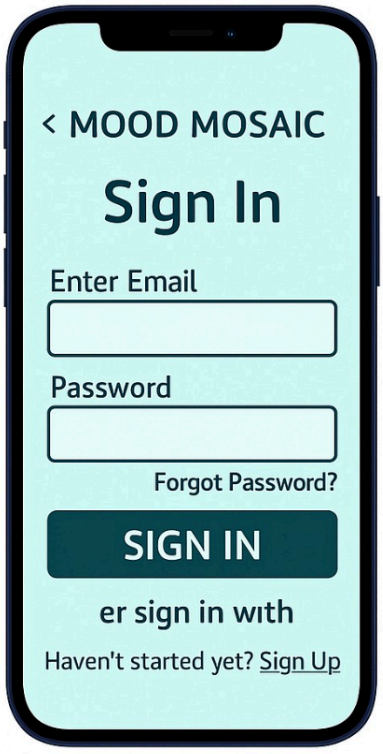
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Enter Email
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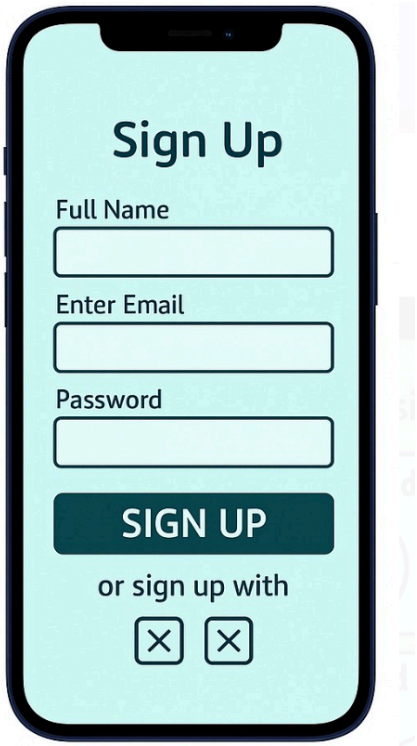
Haven't started yet? Sign Up



Interactive Prototype Link

https://marvelapp.com/prototype/80cac2e

2. Design Principles Application

Our design choices were guided by both UX heuristics and visual design principles. Here are the key principles applied:

- **Consistency & Standards (Nielsen):** Navigation elements and button styles are consistent across all screens.
- **Visibility of System Status:** Clear visual feedback after user actions, such as saving mosaics or updating profiles.
- **Affordance & Feedback (Norman):** Interactive elements change appearance on hover/tap, reinforcing functionality.
- **Gestalt Principles:**
    - **Proximity:** Related actions and labels are grouped closely.
    - **Similarity:** Visual styles (colors, shapes) are repeated for related components.
- **Visual Hierarchy & Typography:** Fonts and sizes clearly distinguish primary actions from secondary ones.
- **Accessible Color Palette:** Chosen for emotional tone, contrast, and readability.

3. Design Principles Applied

Norman's Design Principles:

- **Visibility**: Important actions like "Track Mood" and "Set Reminder" are placed prominently and repeated contextually.
- **Feedback**: Button states now include hover and active feedback for clarity.
- **Affordance**: Buttons are shaped and shaded to indicate they are tappable.

Gestalt Principles:

- **Proximity**: Related items like mood categories and input options are grouped together visually.
- **Similarity**: Action buttons and navigation components share consistent design elements.
- **Hierarchy**: Used font size and weight and layout structure to create visual flow.

4. Task-Based Improvements from User Testing

Task 1: Account Creation and Sign-Up

- **Issue:** "Sign-Up" button placement inconsistent and not prominent.
- **Improvement:** Repositioned button with stronger contrast and larger size.

Task 2: Profile Completion & Dashboard Navigation

- **Issue:** Unclear next step after profile setup.
- **Improvement:** Added learn more option and a tooltip onboarding walkthrough.

Task 3: Mood Mosaic Creation

- **Issue:** Interaction clarity.
- **Improvement:** Added hover effects, color previews, and interaction labels.

Task 4: Saving Mood Mosaic & Timeline View

- **Issue:** Timeline lacked timestamps and visual clarity.
- **Improvement:** Introduced a horizontally scrolling timeline with labeled time markers.

Task 5: Community Sharing

- **Issue:** Limited interaction options.
- **Improvement:** Enabled liking, commenting, sharing, and introduced mood-based filtering.

Task 6: Mood Insights & Trends

- **Issue:** Users wanted deeper insights.
- **Improvement:** Added weekly/monthly trend charts and summary recommendations.

5. Heuristic Evaluation

Evaluation Method

Each team member conducted an independent heuristic evaluation using Nielsen's 10 usability heuristics. Issues were rated for severity (0–4).

Findings Summary

Heuristic	Issue	Severity	Recommendation

Consistency	Icons varied between screens	2	Standardized icon set
Error Prevention	No confirmation on delete	3	Added modal confirmation
Recognition vs. Recall	Hidden filters	2	Made filters always visible

Post-Evaluation Fixes

- Unifying iconography
- Adding confirmations for destructive actions
- Ensuring visibility of all key features

6. Appendix

Revised Project Brief

Our original project aimed to develop an emotionally expressive platform allowing users to visually track and share their moods through colorful mosaics. After user testing in Milestone 5, we refined the scope to:

- Emphasize ease of account creation and onboarding.
- Prioritize mood tracking over time using a clearer visual timeline.
- Enable community sharing with interactive features.
- Expand the insights dashboard with data visualizations and summaries.

Changes:

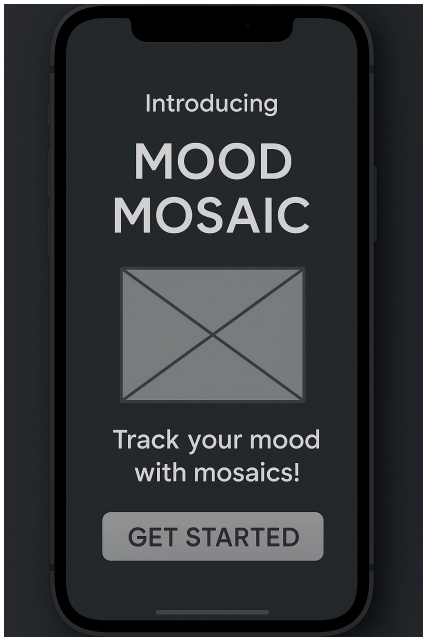
- Mood insights and trend tracking were made a core feature.
- Community interactions such as likes/comments were added due to user interest.
- Improved onboarding and timeline navigation.

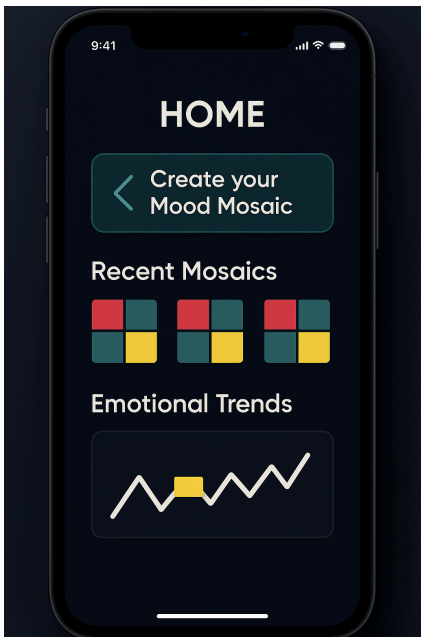
These changes were made to address usability concerns and feature expectations identified during user testing.

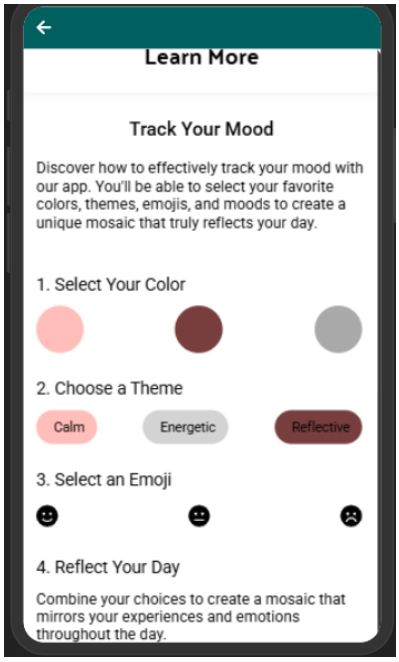
Sketches and Iterations

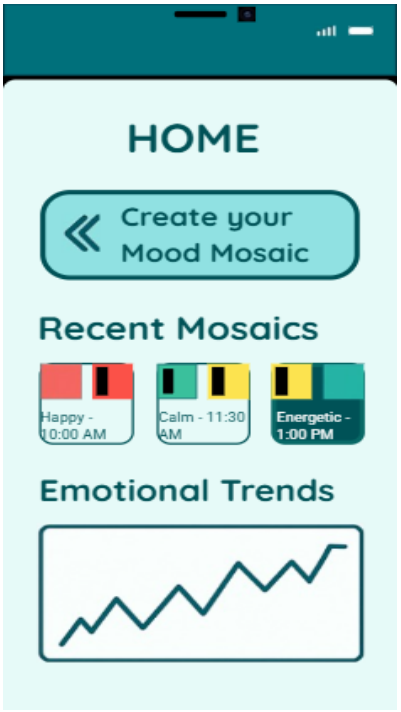
Below are examples of design variations created after user testing. These sketches helped us refine layout, user flow, and interactivity:

- Reworked timeline with labeled timestamps.
- Revised mood insight dashboard with charts.
- Enhanced community page wireframes.





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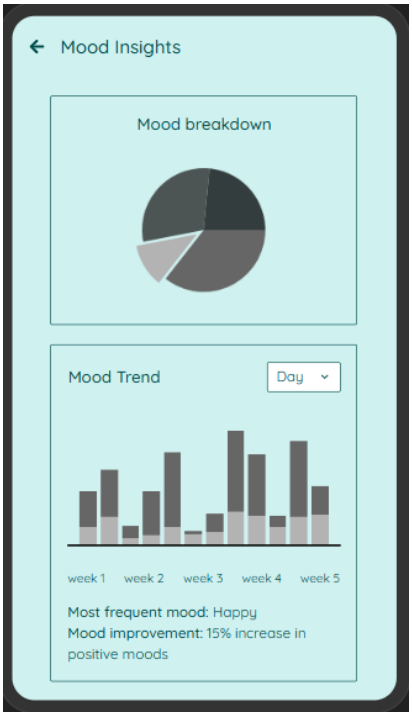
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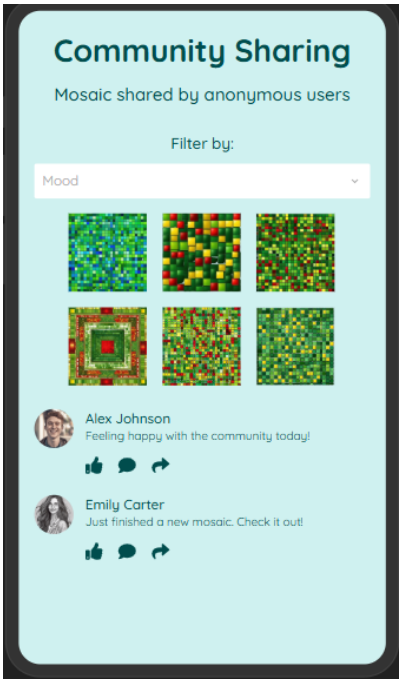
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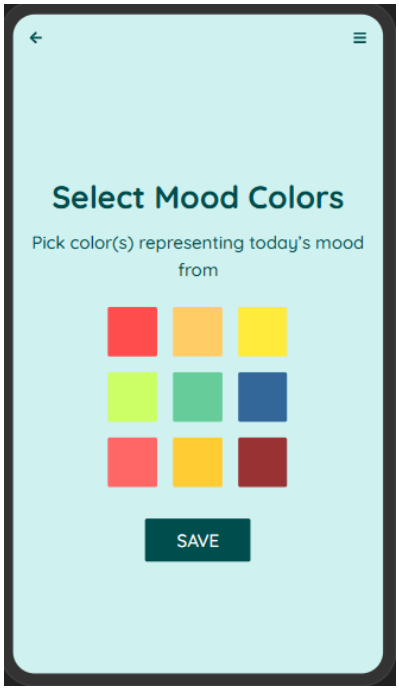
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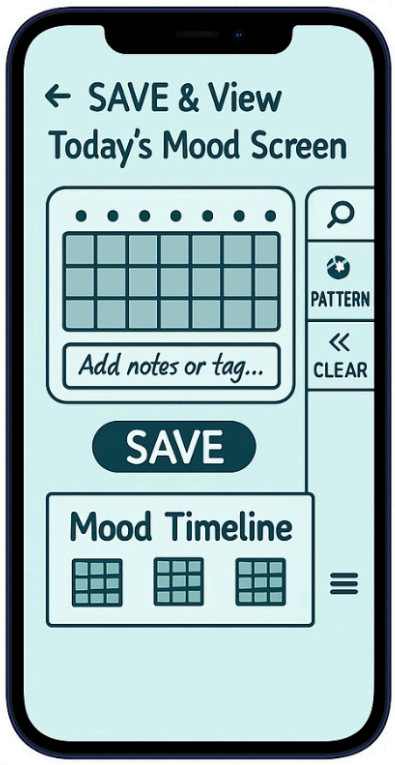
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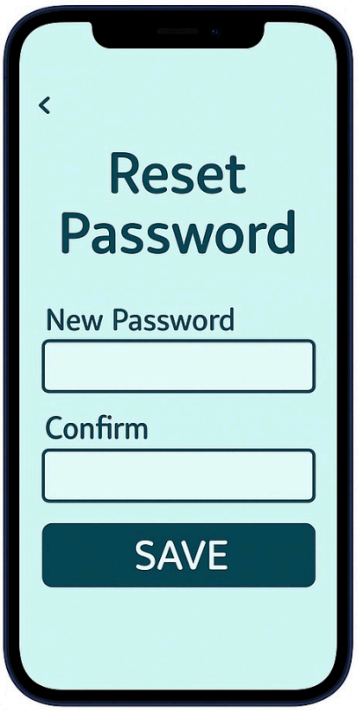
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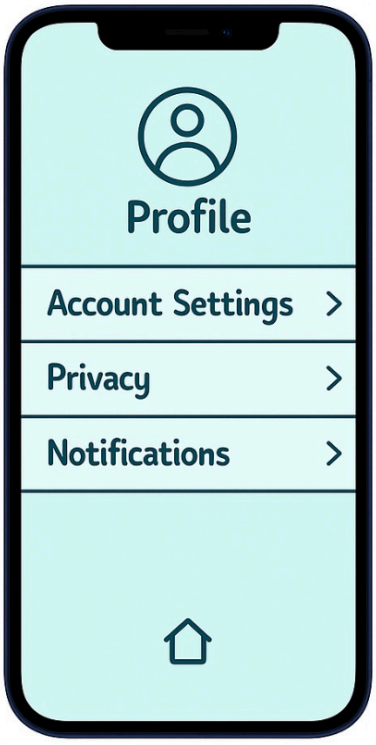
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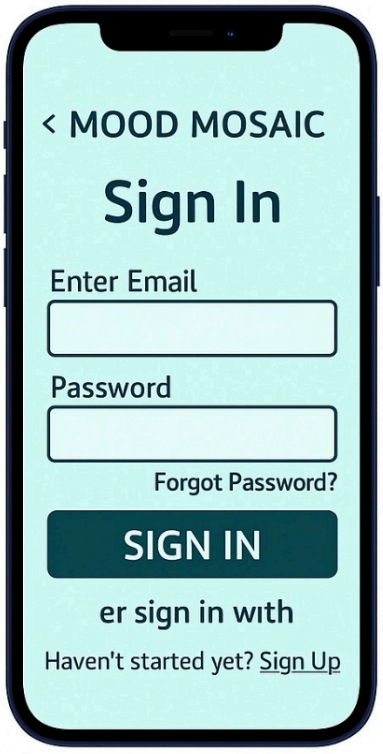
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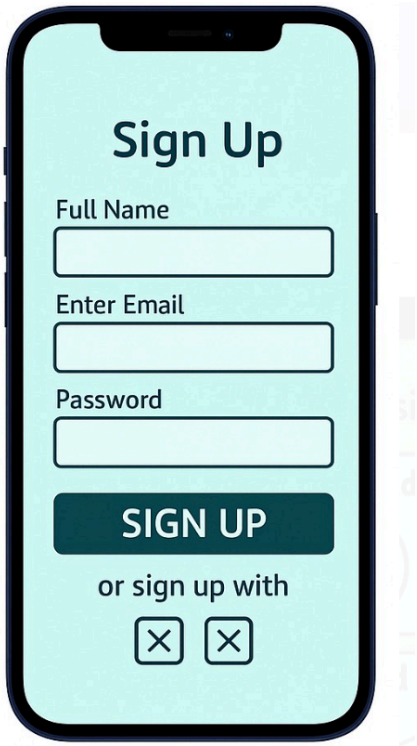
Haven't started yet? Sign Up



7. Case Study Compilation: MoodMate – Mood Tracking for Mental Well-being

M0: Project Overview & Team Registration

The project began with team formation and a shared goal: to design a wellness app that helps users **track their emotional health through simple, engaging interactions**. We aimed to address increasing emotional fatigue among students and young adults with a tool that is light, supportive, and easy to use.

M1: Project Ideation Class Activity

During the class ideation session, we explored mental wellness gaps and brainstormed concepts like daily mood check-ins, visual mood journals, and personalized feedback loops. MoodMate was born out of the insight that many mood trackers are **either too clinical or too plain** to engage users long-term.

M2: Project Brief & Needs Finding Plan

We crafted a project brief outlining:

- **Problem Statement**: People need an emotionally intelligent app to help track their mood without judgment or cognitive overload.
- **Primary Users**: Students, creatives, and early professionals (ages 18–30)
- **Needs-Finding Plan**: Conduct interviews, analyze usage behavior of current mood tracking apps, and identify emotional triggers/barriers.

M3: Interview Findings & Empathy Mapping

Through qualitative interviews, we uncovered:

- Users want **less text-heavy** and more **visual-based** input (like emojis or colors).
- Many feel **guilt or anxiety** if they miss a check-in.
- Some users seek simple feedback or insights, not deep therapy-style engagement.

Empathy Maps revealed user pain points:

- “I forgot to track.”
- “Too many features distract me.”
- “I want it to feel friendly, not like a clinical tool.”

M4: User Stories, Journey Mapping, Problem Definition, Competitive Analysis & Design Sprint

User Stories guided app feature creation:

- “As a user, I want to log my mood in 5 seconds.”
- “As a user, I want to get reminders without pressure.”

Journey Map visualized a typical day of emotional highs and lows, showing how users could interact with the app at peak moments.

Problem Definition:

> “Users need a simple and emotionally intuitive way to log and reflect on their moods without friction or guilt.”

Competitive Analysis:
We benchmarked apps like Daylio, Moodfit, and Reflectly, identifying weaknesses in onboarding, overcomplexity, and lack of visual design warmth.

Design Sprint:
Sketching and storyboarding focused on a minimal interface with:

- Emoji-based mood tracking
- Reminder customization
- Simple mood history views

M5: Low-Fidelity Prototype & Usability Testing

Created clickable Lo-Fi prototypes using grayscale UI components:

- Mood logging screen
- Calendar/history view
- Profile/insight screen

Usability Testing Highlights:

- Icons lacked clarity → added labels
- Users wanted quicker mood entry → reduced steps to 2 taps
- Preference for darker UI for night use → considered during M6

M6: Mid-Fi & Hi-Fi Prototypes

Mid-fi wireframes introduced refined layout, button alignment, and simplified navigation using:

- **Improved version according to user requirements**
- **Card-based content**
- **Visual hierarchy** with font scaling and element spacing

Hi-Fi screens included:

- **Dark gradient background** for emotional warmth
- **Poppins font** for modern readability
- **Interactive states** and visual feedback
- Focus on **accessibility** through color contrast and touch size

8. Team Dynamics

Collaboration Summary

- **Momina Ali** led the prototype creation and visual design refinements.
- **Amna Rafi** managed heuristic evaluation and documentation.
- **Ali Mansoor** worked on task flows and the prototype video walkthrough.

We held weekly syncs and collaborated in Marvel and Management tools like jira to maintain progress. All team members contributed equally and decisions were made collaboratively.