



BUDDHiFY

PROGETTO WIREFRAMING - PARTE 1

# INDICE

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01

**ESERCIZIO PRELIMINARE**

# LIFESUM - ESERCIZIO DI WIREFRAMING PRELIMINARE

Per l'esercizio preliminare ho scelto di analizzare il sito di **Lifesum**.

Lo scopo della piattaforma è quello di creare diete specializzate per ogni tipo di persona e di tenere traccia dei propri progressi.

Sono stati riprodotti i wireframe hi-fi sia della versione desktop che della versione mobile di tre diverse pagine:

- Homepage
- Signup
- Support

# Homepage - Desktop

The screenshot shows the desktop version of the Lifesum website. At the top, there's a banner with the headline "Come vivere in salute? Semplice!" and a brief description of the app's purpose. Below this, there are two large sections: "Cos'è Lifesum?" which lists various features like finding perfect diets, creating meal plans, and tracking activity, each with a small icon; and "Qual è il programma alimentare o la dieta che fa per te?" which is a test feature. The bottom part of the page displays several awards and user reviews.

# Homepage - Mobile

The screenshot shows the mobile version of the Lifesum website. The layout is much simpler than the desktop version. It features a large "X" placeholder for the "Cos'è Lifesum?" section, a "MAGGIORI DETTAGLI" button, and a prominent "REGISTRATI" button. Below these, it displays the number of reviews and average rating (4.6 and 4.4 stars) along with a "Works with Apple Health" badge. The bottom part of the page also displays awards and user reviews.

# Homepage - RAZIONALE

Si deduce subito che il sito di Lifesum è una **WebApp**, perchè permette all'utente di registrarsi/ accedere direttamente dal sito.

Subito sotto è presente una breve spiegazione dell'app Lifesum con un video presentativo, il conteggio delle recensioni e due buttoni **CTA**.

Nella parte centrale della pagina, troviamo delle piccole **illustrazioni** che spiegano cosa possiamo trovare nello specifico all'interno dell'app.

Tramite una CTA, il sito invita l'utente a fare il test per vedere quale programma alimentare è più adatto per lui.

Infine troviamo le recensioni reali degli utenti che hanno provato Lifesum e delle **cards** che raccontano le storie di alcuni di loro.

# SIGNUP - DESKTOP

The screenshot shows the Lifesum desktop sign-up page. At the top, there are links for "Lifesum", "FUNZIONI", "ARTICOLI", "IT", "ACCEDI", and "Registrati". Below this, a section titled "Scegli un abbonamento" displays three subscription options: "1 MESE" (14,99 €/mese), "3 MESI" (13,33 €/mese), and "12 MESI" (8,33 €/mese). A red banner above the 12-month option says "RISPARMIA 6,66 € AL MESE! 99,99 € fatturati annualmente". Below the options, it says "Tutti gli abbonamenti offrono accesso completo a tutte le funzionalità, tra cui:" followed by a list of features with icons. At the bottom, there's a testimonial from "NIKKI, 21" about losing 4.7 kg in 3 weeks, and a section titled "Ecco cosa ti aspetta al termine:" with a list of features.

This screenshot shows the Lifesum desktop sign-up page, similar to the first one but with different visual styling. It features the same "Scegli un abbonamento" section with the same three subscription options. The "12 MESI" option is highlighted with a red banner saying "RISPARMIA 6,66 € AL MESE! 99,99 € fatturati annualmente". Below the options, there are sections for "DIETE CHE ADORERAI", "PROGRAMMI ALIMENTARI SEMPLIFICATI", and "CENTINAIA DI RICETTE". At the bottom, there's a testimonial from "NIKKI, 21" and a section titled "Ecco cosa ti aspetta al termine:" with a list of features.

# SIGNUP - MOBILE

The screenshot shows the Lifesum mobile sign-up page. It has a "Funzioni Articoli" header and "Accedi" links. The main section is "Scegli un abbonamento" with the same three subscription options: "1 mese" (14,99 €/mese), "3 mesi" (13,33 €/mese), and "12 mesi" (8,33 €/mese). The "12 mesi" option is highlighted with a red banner saying "RISPARMIA 6,66 € AL MESE! 99,99 € fatturati annualmente". Below the options, there's a section for "DIETE CHE ADORERAI" with a testimonial from "NIKKI, 21" about losing 4.7 kg in 3 weeks, and a section titled "Ecco cosa ti aspetta al termine:" with a list of features.

This screenshot shows the Lifesum mobile sign-up page, matching the layout of the previous mobile version. It features the "Funzioni Articoli" header and "Accedi" links. The main section is "Scegli un abbonamento" with the same three subscription options. The "12 mesi" option is highlighted with a red banner saying "RISPARMIA 6,66 € AL MESE! 99,99 € fatturati annualmente". Below the options, there's a section for "DIETE CHE ADORERAI" with a testimonial from "NIKKI, 21" and a section titled "Ecco cosa ti aspetta al termine:" with a list of features.

# SIGNUP - RAZIONALE

Si deduce subito che il sito di Lifesum è una **WebApp**, perchè permette all'utente di registrarsi/ accedere direttamente dal sito.

Subito sotto sono presenti i tre **abbonamenti** disponibili per l'utente.

Nella parte centrale della pagina, troviamo delle piccole illustrazioni che spiegano quali **funzionalità** a cui abbiamo accesso che sottoponiamo l'abbonamento.

Troviamo nuovamente le recensioni reali degli utenti che hanno provato Lifesum e delle **cards** che raccontano le storie di alcuni di loro.

Infine tramite una **lista**, viene spiegato all'utente cosa si dovrebbe aspettare al termine del suo percorso utilizzando Lifesum.

# SUPPORT - DESKTOP

Lifesum Support

All platforms English

Hi, how can we help you?

Search for articles

Popular articles

LIFESUM PREMIUM How can I cancel my Lifesum Premium membership...	DIETS & MEAL PLANS MEAL PLANS: complete list of available Meal Plans and how ...	OTHER How can I edit one of my own recipes? - iOS
PARTNERS / TRACKERS How can I connect Lifesum to Garmin? - Android	PARTNERS / TRACKERS How can I connect Lifesum to Garmin? - iOS	LIFESUM PREMIUM How can I receive a refund?

Browse articles

KNOWN ISSUES Why can't I see the smileys and feedback for meals any longer? > I have contacted support but haven't heard back > I bought a Premium membership, but haven't received it - iOS > More >	LIFESUM PREMIUM I bought a Premium membership, but haven't received it - iOS > How can I receive a refund? > How can I cancel my Lifesum Premium membership subscription? (Avoid a... > More >	FOOD & EXERCISE TRACKING Food Tracking - iOS > Food Tracking - Android > Widget - iOS > More >
VIDEO TUTORIALS Lifesum app - Introduction to the app > Lifesum app - How to track food > Lifesum app - How to create a meal > More >	PARTNERS / TRACKERS How do I connect to Google Fit? > I'm missing my tracker/ wearable as a partner for Lifesum and cannot connect it ... > I'm missing my tracker/ wearable as a partner for Lifesum and cannot connect it ... > More >	USER PROFILE & SETTINGS How can I delete my account? - ANDROID > How can I delete my account? - iOS > Where can I find my Settings? - ANDROID > More >
OTHER What is Lifesum and how do I get started? > What is new? This is the latest additions to our app! > You are experiencing a problem with the app and need help? > More >	LIFE SCORE & MEAL RATINGS Life Score™ - Android > Food Rating (Lifesum Standard, Fasting, Clean Eating, Scandinavian, Mediterranean...) > Meal Rating - iOS > More >	DIETS & MEAL PLANS Overview of all Diets / Meal Plans in the app > MEAL PLANS: complete list of available Meal Plans and how to get started > MEAL PLAN - 16:8 Morning fasting > More >
NUTRITION The reason we don't recommend our users >	FEATURE REQUESTS I have an idea/suggestion for the app - and I >	LIFESUM PARTNERSHIPS Gympass Wellness >

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# SUPPORT - MOBILE

Lifesum Support

All platforms English

Hi, how can we help you?

Search for articles

Popular articles

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# SUPPORT - RAZIONALE

La pagina di supporto di Lifesum è l'unica delle tre che sembra essere separata per quanto riguarda lo stile.

In alto a destra è possibile cambiare lingua, ma a differenza della homepage, non è presente l'italiano.

All'interno della pagina troviamo dei box divisi per categorie, contenenti tutte le **FAQs**.

02

RIEPILOGO OPPORTUNITÀ

- 01.** Aggiungere LiveChat cosicchè l'utente possa ricevere ulteriore assistenza in modo facile e veloce.
- 02.** Aggiungere l'opzione di WebApp per permettere all'utente di registrarsi anche tramite il sito.
- 03.** Riorganizzare le FAQs all'interno della sezione già esistente "Support".

03

WIREFRAME DESKTOP

# INTRODUZIONE

Nelle prossime slide verranno presentati i **wireframe** del sito di Buddhify in versione **desktop**.

I wireframe sono stati progettati in base ad un redesign della sitemap, includendo modifiche volte a migliorare l'**esperienza utente**.

I wireframe progettati non rappresentano soltanto un redesign che riguarda l'esperienza utente ma anche un cambiamento a **livello visivo**.

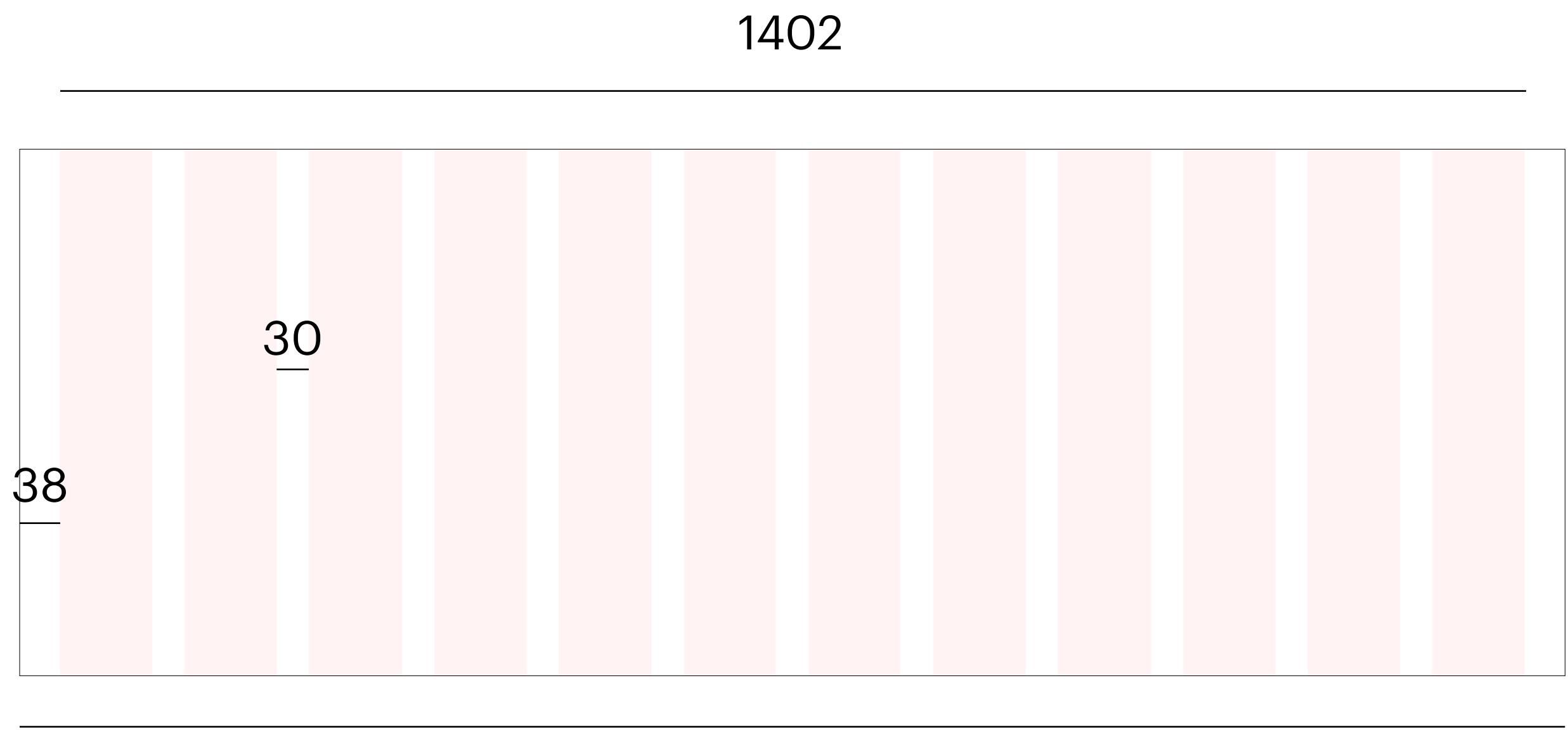
Le pagine rappresentate sono:

- HomePage
- The App
- Become a member
- Support/FAQs
- Welcome Page

# GRIGLIA

La griglia utilizzata ha le seguenti caratteristiche:

- 12 colonne stretch
- Gutter 30 px
- Margini 38 px
- Viewport 1440 px
- Container width 1402 px



**Meditation done differently**

buddify is the only meditation app designed to fit into a busy modern lifestyle. Known for its beauty and incredible value for money, it is loved and used around the world.

[App Store](#) [Play Store](#)

**How does Buddify work?**

**Choose Your Mode** Whether you're in front of the computer or on the go, we're here for you. Access the app from your computer or download our app on your phone. "The choice is yours!"

**Select a Meditation** Once you're in, browse through the vast library of meditations. Choose the one that inspires you, whether you're a beginner or an experienced meditator.

**Meditate Anywhere** Once you're in, browse through the vast library of meditations. Choose the one that inspires you, whether you're a beginner or an experienced meditator.

**Why we're different?**

**Meditation On the go** Unlike other meditation apps that require 10 to 20 minutes of daily quiet time, Buddify offers quick, on-the-go sessions. It's designed to be done anywhere, fitting easily into your busy schedule. We also offer traditional long-form meditations, available when you have the time.

**No expensive monthly subscriptions** We aim for a meditation app to guide you to meditation independence, which is why Buddify uses an upfront cost instead of monthly subscriptions. This allows users to have full control over their freedom. We support affordability with a low fee, making mindfulness accessible to all. Our optional membership involves an annual fee.

**Made by a family business** Buddify emerged when Rohan Guntalika blended his mindfulness expertise with tech background. The app's success led him and wife Lucy (Buddify's lead female voice) to focus solely on it, operating via their company Mindfulness Everywhere. Unlike typical US-funded startups, we started out as a couple.

**Led by our values** As a self-funded company, we prioritize users over investors. Our independence lets us uphold values like generosity, user respect, creativity, and authenticity. These values are what make Buddify unique and special.

**Diverse teacher talent** Diversity is crucial to us, and our team influences our product and representation. Our core team is gender balanced, and 60% of our 14 teachers/voices are female, with 30% people of color. We're working to align our team with our community's diversity. Share suggestions for improvement.

**A unique voice in mindfulness** In the meditation space, where experts often echo similar ideas, Buddify's creator Rohan has stood out. Initially recognized for on-the-go mindfulness, he now has a unique voice covering meditation's intersection with technology and improvements in app and the meditation industry.

[Start now!](#)

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## The App

Playlists for any mood  
Choose the playlist you prefer for your meditation.

[App Store](#) [Play Store](#)

**What other people say about Buddify:**

MATT JOHNSTON (Business Intel)  
"I've not been the same since I started using this amazing meditation app."

BRIAN HAMMAN (Art Teacher)  
"Buddify cleverly weaves冥想 into your daily activities in a way that brings a sense of calm, balance, and finds your serenity, whether you're at home or on the go."

KATIE HEANEY (Meditator)  
"It's genuinelyinnacle, soothing, and also beautiful to look at."

ALAN HENRY (Lifeguard)  
"The guided meditations help you calm down and ground yourself, whenever you need to."

VIV GROSEKOP (The Pool)  
"The genius of Buddify is that you can choose how much time you have, even if you're short on time."

ISHITA JAIN (Buddify User)  
"Give this app some space on your phone, and in your life."

**Featured by:**

[App Store](#) [Play Store](#)

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## Discover inner harmony

Your journey to be health begins now. Select a Buddify plan and get started.

**Best choice**

**Annual 49,99€**  
416€ / month

**Monthly 19,99€**

[Start your free trial](#)

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## FAQs

**KIDS**  
What age can kids start using Buddify?  
Does the kids section have kids-safe restrictions?  
Can I supervise what my kids do from another device?  
How do I set a limit of time when my kids use it?

**PAYMENTS**  
Do I get paid in USD even if my location is not in the US?  
How do I change payment method?  
Can I suspend my subscription and reactivate later?  
Does Buddify stop working if the payment doesn't work out?

**BECOME A MEMBER**  
How to cancel subscription?  
Can I create more than one account?  
What are the membership plans?  
How do I delete my account?  
How do I change my password?

**FEATURES**  
Does Buddify work offline?  
Do features have limits when the app is offline?  
How do I change the meditation sound and add from playlist?  
Does Buddify continue when the device is on stand-by?

**WORK WITH US**  
How do I become a Buddify teacher?  
Requirements for teachers

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## Welcome Maria!

[Edit profile](#)

**What do you want to work on today?**

Sleep Anxiety Stress Breathe

Relax Energy Body pain Discomfort

**Your progresses**

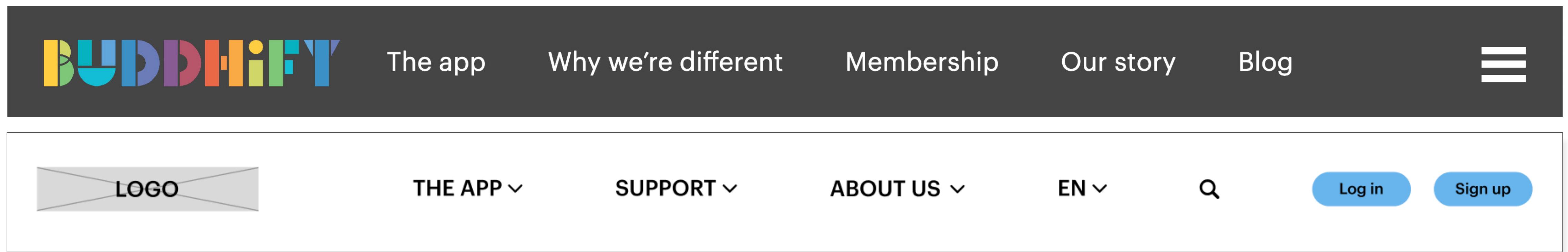
Relax 75% Breathe 75% Energy 75% Body pain 75% Sleep 75% Discomfort 75%

**Your last sessions**

**Playlists**

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# HEADER



L'obiettivo principale è quello di pulire e rendere più minimal possibile l'intero sito web. Le modifiche che sono state apportate all'header sono:

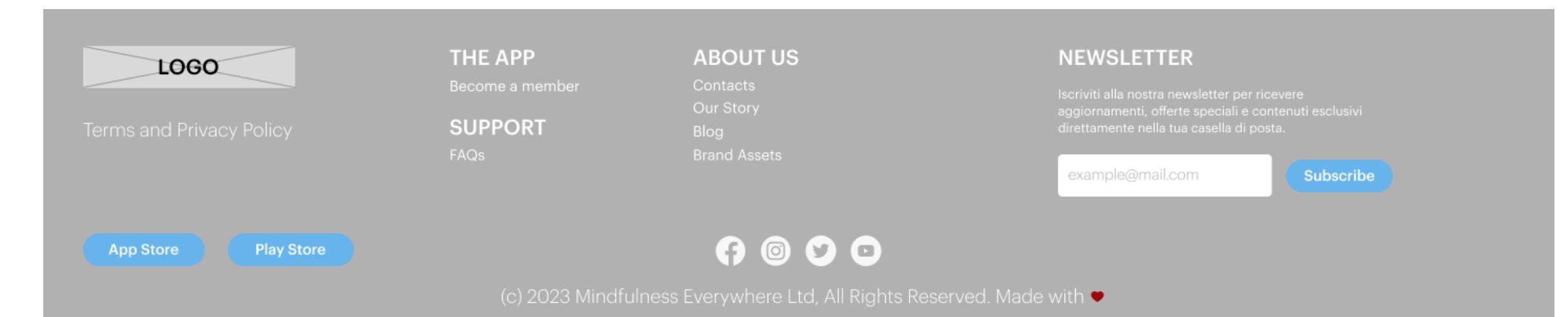
- A sinistra ho mantenuto il logo nella sua posizione originaria.
- Ho voluto mantenere l'attenzione dell'utente sulle **voci** fondamentali all'interno del sito ovvero **About Us**, **Support** e **The App**
- Aggiungendo la dicitura **EN** con una freccia, permetterà all'utente di **cambiare lingua** in base al paese in cui si trova.
- Ho inserito anche la funzione di **ricerca**, in cui gli utenti potranno facilmente inserire una keyword che li porterà direttamente all'argomento di cui hanno bisogno.
- Nella parte di destra ho eliminato il burger menu (solitamente si usa maggiormente nei dispositivi mobili) e l'ho sostituito con due buttoni **Log In** e **Sign Up**, i quali permettono all'utente di usufruire del servizio come una **WebApp**.

# FOOTER

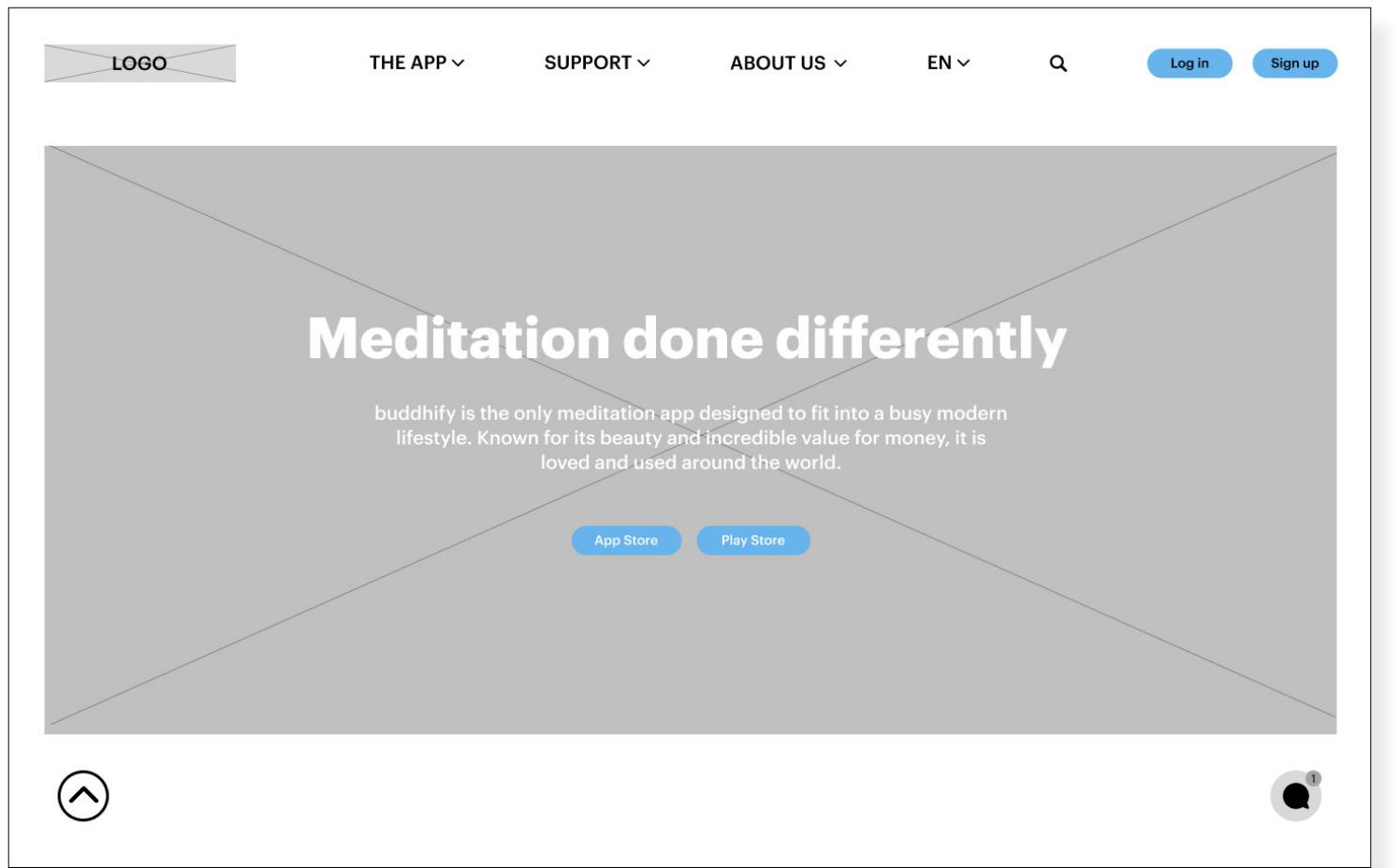
Per quanto riguarda il footer, ho deciso di voler mantenere le **voci fondamentali** mantenute anche nell'header.

Ho mantenuto i bottoni per i **social media** solo nel footer, a livello visivo li ho distanziati tra di loro per rendere più omogeneo e leggibile il tutto.

Ho aggiunto il campo della **newsletter** per inserire la propria mail.



# Homepage



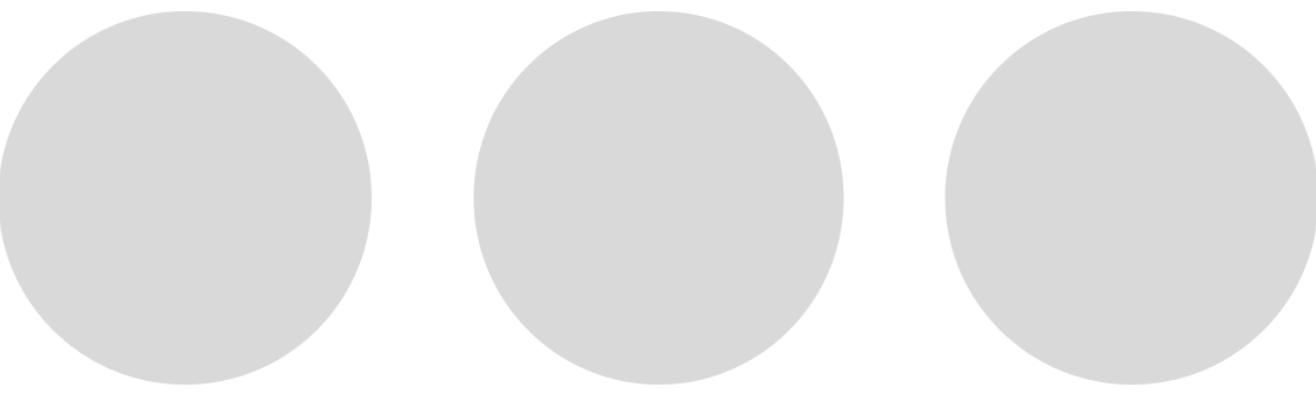
Nella prima parte dell'**homepage** ho ridotto l'immagine che occupava gran parte dello spazio, in modo tale che appaia visivamente più pulita e minimal.

Al centro è presente una breve introduzione con le due **CTA** di download per entrambi i dispositivi.

Ho inoltre aggiunto il pulsante per il **back to top** e la **LiveChat**.

# Homepage

## How does Buddhify work?



**Choose Your Mode**

Whether you're in front of the computer or on the go with your phone, we're here for you. Access the website on your computer or download our app on your phone. The choice is yours!"

**Select a Meditation**

Once you're in, browse through the various meditations available to you. Choose the one that inspires you the most, whether you're a beginner or an experienced meditator.

**Meditate Anywhere**

Press 'Start now!' and follow the instructions. Relax, breathe deeply, and find your serenity, whether you're on the computer or holding your phone. Peace is just a click away, wherever you are.

Nella seconda parte, troviamo una breve spiegazione attraverso 3 cards del **funzionamento** di Buddhify. Ho inoltre inserito 6 rettangoli, nei quali vengono analizzati i motivi per cui Buddhify si differenzia da altre app di meditazione.

## Why we're different?

**Meditation On the go**



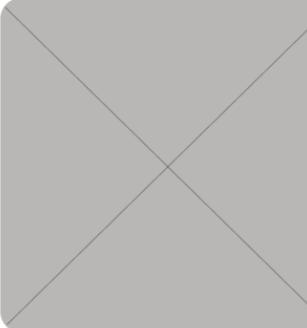
Unlike other meditation apps that require 10 to 20 minutes of daily quiet time, buddhify prioritizes mobile, on-the-go meditation. It's designed to be done anywhere, anytime, fitting into your busy schedule. We also offer traditional formal meditations, available when you have the time.

**No expensive monthly subscriptions**



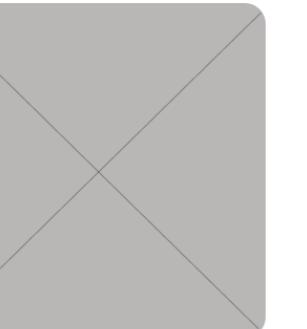
We aim for a meditation app to guide you to meditation independence, which is why buddhify uses an upfront cost instead of monthly subscriptions. Subscriptions benefit investors, not users seeking freedom. We support affordability with a low fee, making mindfulness accessible to all. Our optional Membership involves an annual fee.

**Made by a family business**



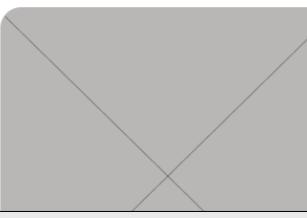
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**Diverse teacher talent**



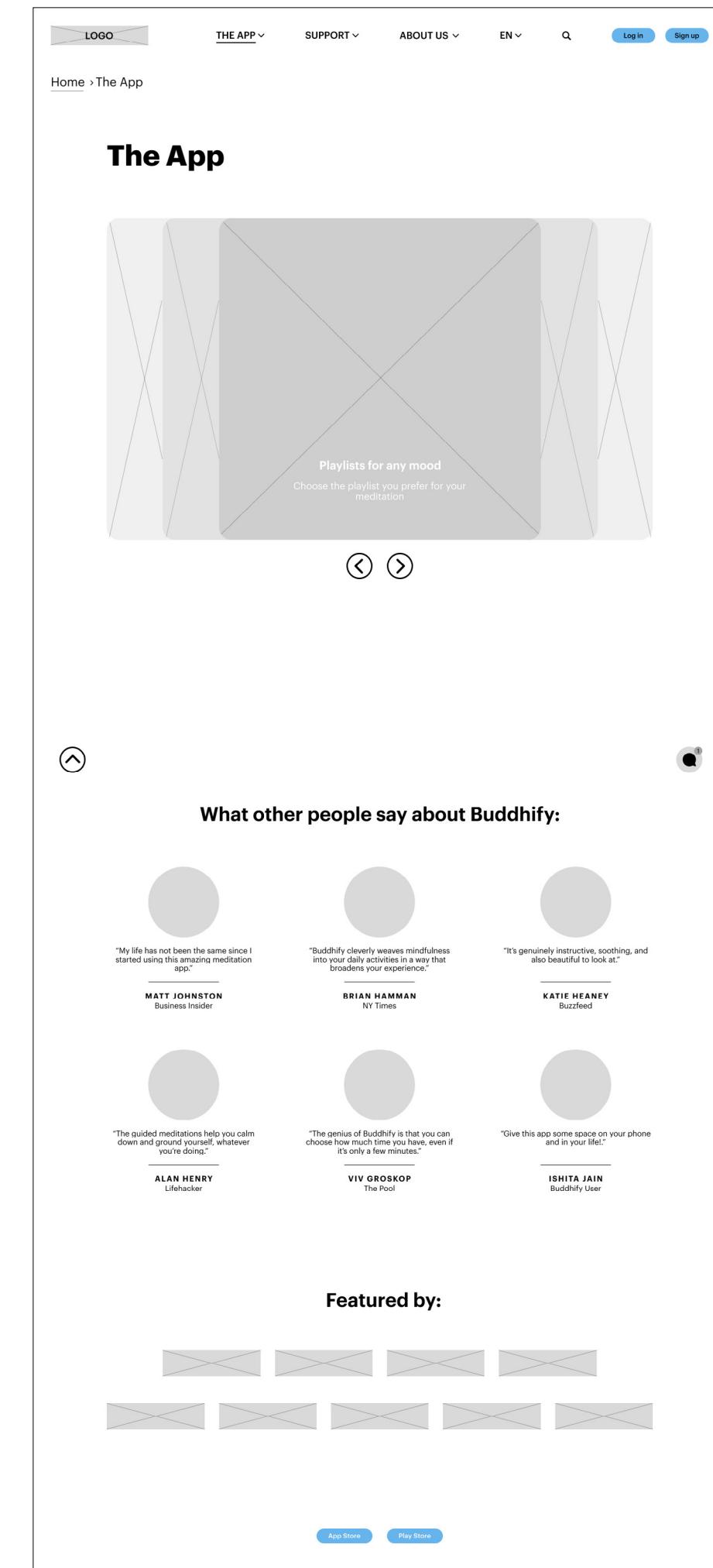
Diversity is crucial to us. A varied team enhances our product and representation. Our core team is gender-balanced, and 60% of our 14 teachers/voices are female, with 35% people of color. We're working to

# THE APP

La sezione **The App** è stata completamente riprogettata:

- Ho inserito delle **cards** a scorrimento che racchiudono delle funzionalità, alcune già presenti e altre ipotetiche.
- Ho poi spostato la parte delle **testate giornalistiche** e delle **recensioni** all'interno di questa sezione.

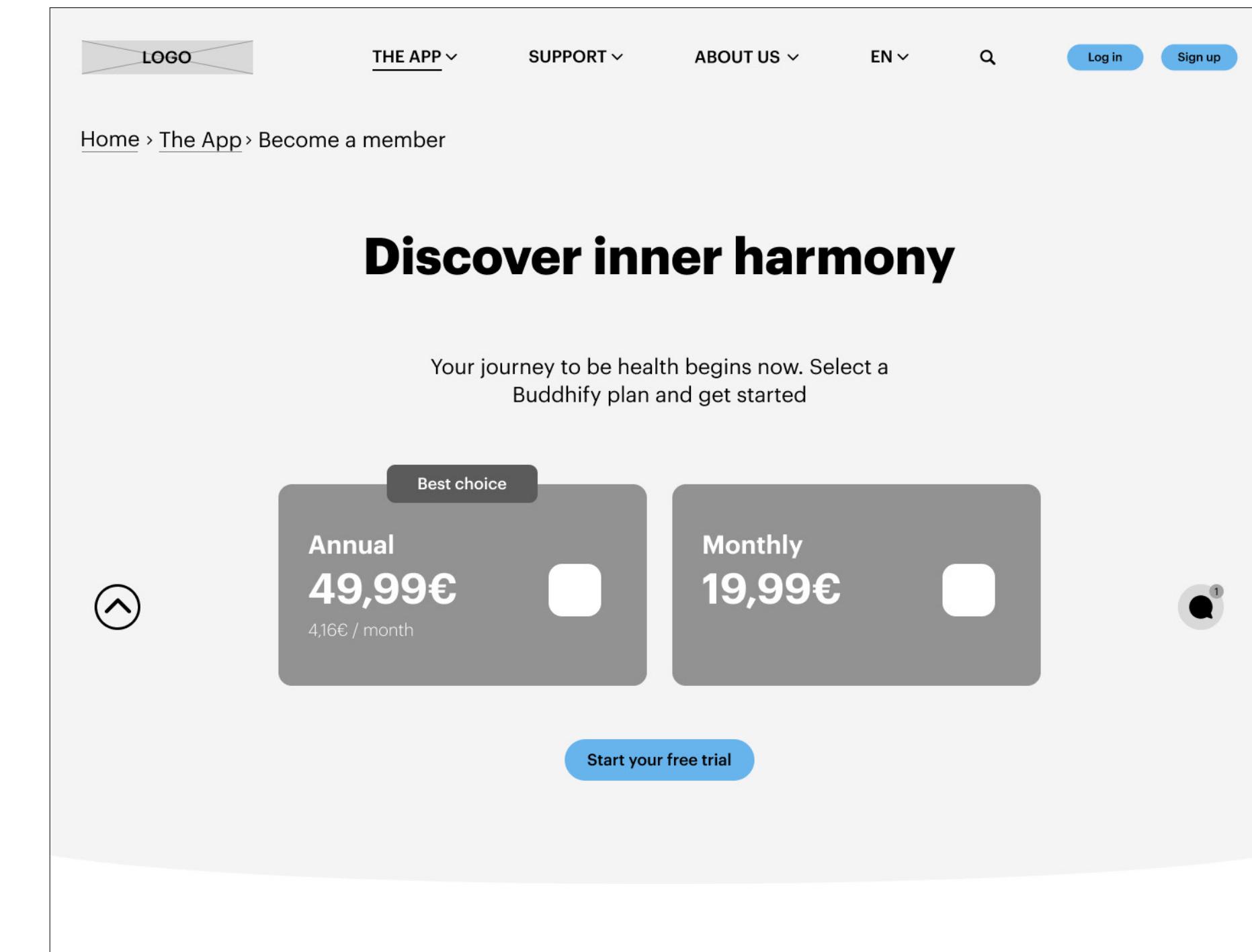
Alla fine della pagina ho inserito entrambe le CTA di download.



# BECOME A MEMBER

Dalla barra di navigazione, cliccando sulla freccia accanto a “**The App**” si aprirà una tendina con un secondo menu, comprensivo della sezione “**Become a member**”, nella quale è presente:

- Ho inserito due **cards** che mostrano i due tipi di abbonamento, quello mensile e quello annuale con rispettivo quadrato in cui comparirà una **spunta** in caso di scelta.
- Subito sotto ho inserito il bottone **CTA** che permette all’utente di fare un’esperienza di **Free Trial**, indifferentemente se dovesse scegliere abbonamento annuale o mensile.



# SUPPORT - FAQs

Per quanto riguarda la sezione **FAQs**, è stata riprogettata da zero essendo che nella versione originaria del sito non era presente. Vi si può accedere cliccando su **Support** dalla barra di navigazione.

Nel redesign, ho organizzato le varie domande suddividendole **per categorie** all'interno di box rettangolari, per rendere la pagina pulita e ordinata.

The screenshot shows a user interface for a support section. At the top, there's a navigation bar with links for 'LOGO', 'THE APP', 'SUPPORT' (which is underlined), 'ABOUT US', 'EN', a search icon, and 'Log in / Sign up'. Below the navigation, the breadcrumb 'Home > Support > FAQs' is displayed. The main content area is titled 'FAQs' and features a grid of categories with expandable boxes:

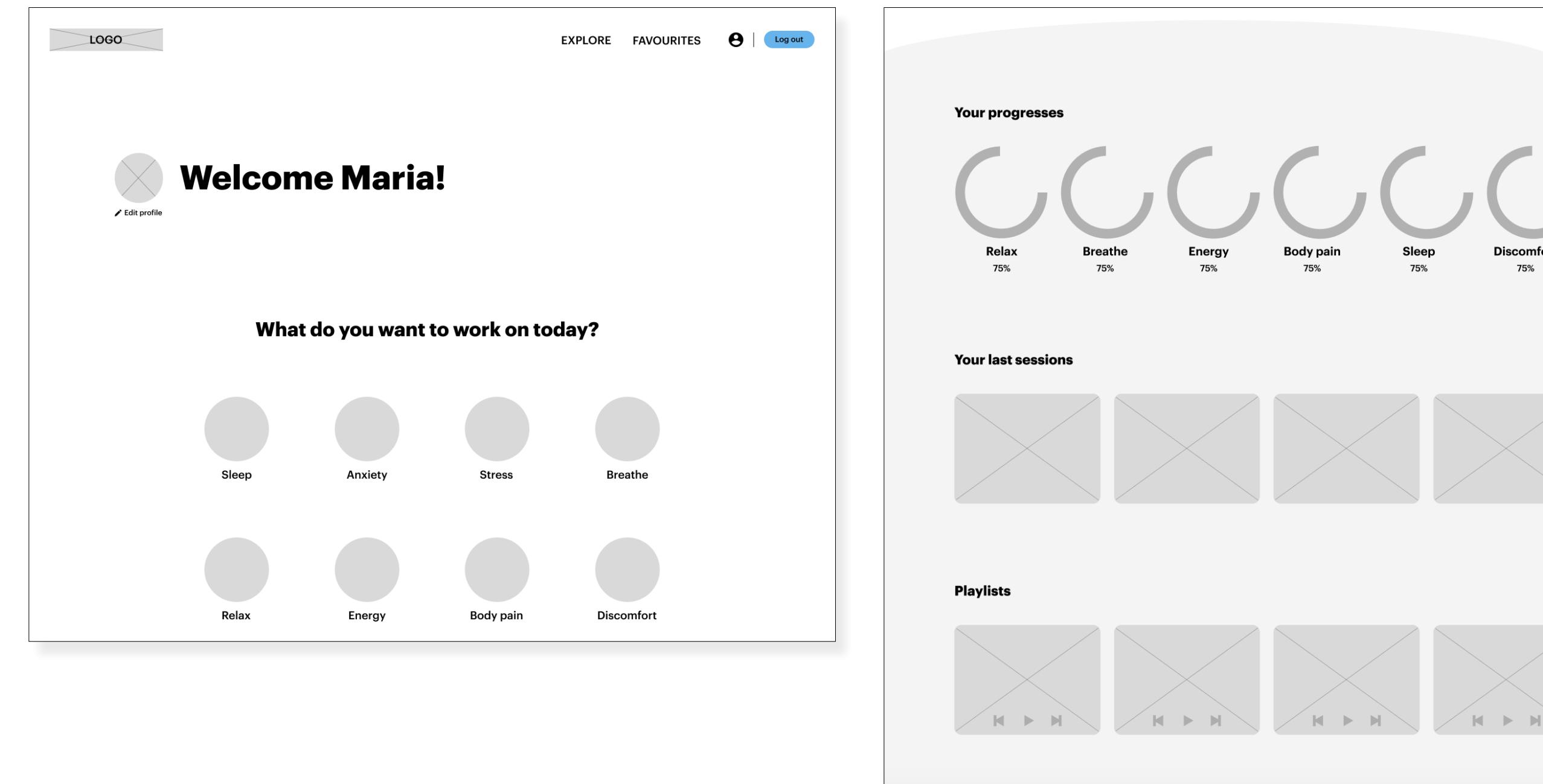
KIDS	PAYMENTS
What age can kids start using Buddhify?	Do I get paid in USD even if my location is not in the US?
Does the kids section have kids-safe restrictions?	How do I change payment method?
Can I supervise what my kids do from another device?	Can I suspend my subscription and reactivate later?
How do I set a limit of time when my kids use it?	Does Buddhify stop working if the payment doesn't work out?
MORE >	
BECOME A MEMBER	FEATURES
How to cancel subscription?	Does Buddhify work offline?
Can I create more than one account?	Do features have limits when the app is offline?
What are the membership plans?	How do I change the mediation sound and add from playlist?
How do I delete my account?	Does Buddhify continue when the device is on stand-by?
How do I change my password?	MORE >
WORK WITH US	
How do I become a Buddhify teacher?	How old do I need to be to apply?
Requirements for teachers	The job positions available in Buddhify

# WELCOME PAGE

Come detto in precedenza ho aggiunto alla versione informativa del sito, anche quelle funzionalità che lo rendono una **WebApp**.

Una volta effettuato il Log In, l'utente verrà portato in nella sua **Welcome Page**. In questa pagina può trovare diverse funzioni:

- **What do you want to work on today?**: che racchiude diverse opzioni su cui scegliere, le quali genereranno sessioni di meditazione da poter fare.
- **Your progresses**: comprende una percentuale di progresso per ogni opzione precedente.
- **Your last sessions**: contiene le sessioni effettuate più recentemente.
- **Playlists**: racchiude tutte le playlist musicali ascoltate di recente.



04

S C R E E N F L O W

**Meditation done differently**

buddhify is the only meditation app designed to fit into a busy modern lifestyle. Known for its beauty and incredible value for money, it is loved and used around the world.

[App Store](#) [Play Store](#)

**How does Buddhify work?**

**Choose Your Mode**  
Whether you're in front of the computer or on the go with your phone, we're here for you. Access the website on your computer or download our app on your phone. The choice is yours!"

**Select a Meditation**  
Once you're in, browse through the various meditations available to you. Choose the one that inspires you the most, whether you're a beginner or an experienced meditator.

**Meditate Anywhere**  
Press 'Start now!' and follow the instructions. Relax, breathe deeply, and find your serenity, whether you're on the computer or holding your phone. Peace is just a click away, wherever you are.

**Why we're different?**

**Welcome to Buddhify Support**

**Got questions?**

Search for help

Some common questions:

- Why is it different by others?
- Does it works offline?
- How do I change my payment method?

FAQs

**Chat**

L'utente atterra sulla homepage, vuole subito contattare un operatore, dunque apre la **LiveChat**.

Qui l'utente, prima di accedere alla chat vera e propria, potrà visualizzare le **domande più frequenti** e controllare se tra esse ci siano le informazioni che cerca.



A screenshot of the main landing page for the 'The App' section. The header is identical to the one above. Below it, the breadcrumb navigation shows 'Home &gt; The App &gt; Become a member'. The main content features a large heading 'Discover inner harmony', a subtext about selecting a Buddhify plan, and two payment plan options: 'Annual 49,99€' (labeled 'Best choice') and 'Monthly 19,99€'. A 'Start your free trial' button is at the bottom. A small circular icon with an upward arrow is on the left side.

Dopo aver ricevuto assistenza da un operatore tramite la LiveChat, l'utente troverà un **menu a tendina** facendo clic sull'opzione “The App” e all'interno del quale sarà presente la sezione “**Become a member**”.

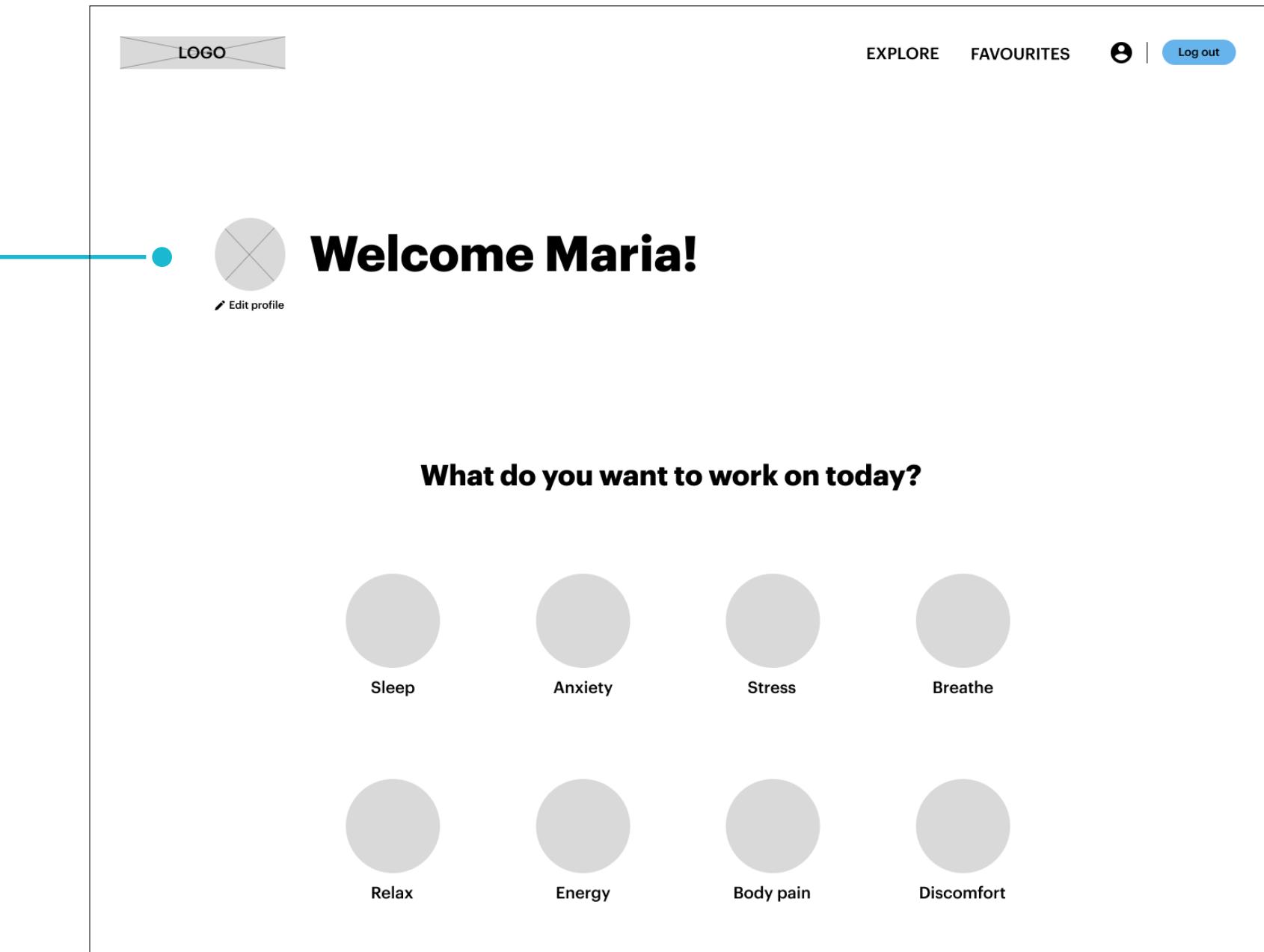
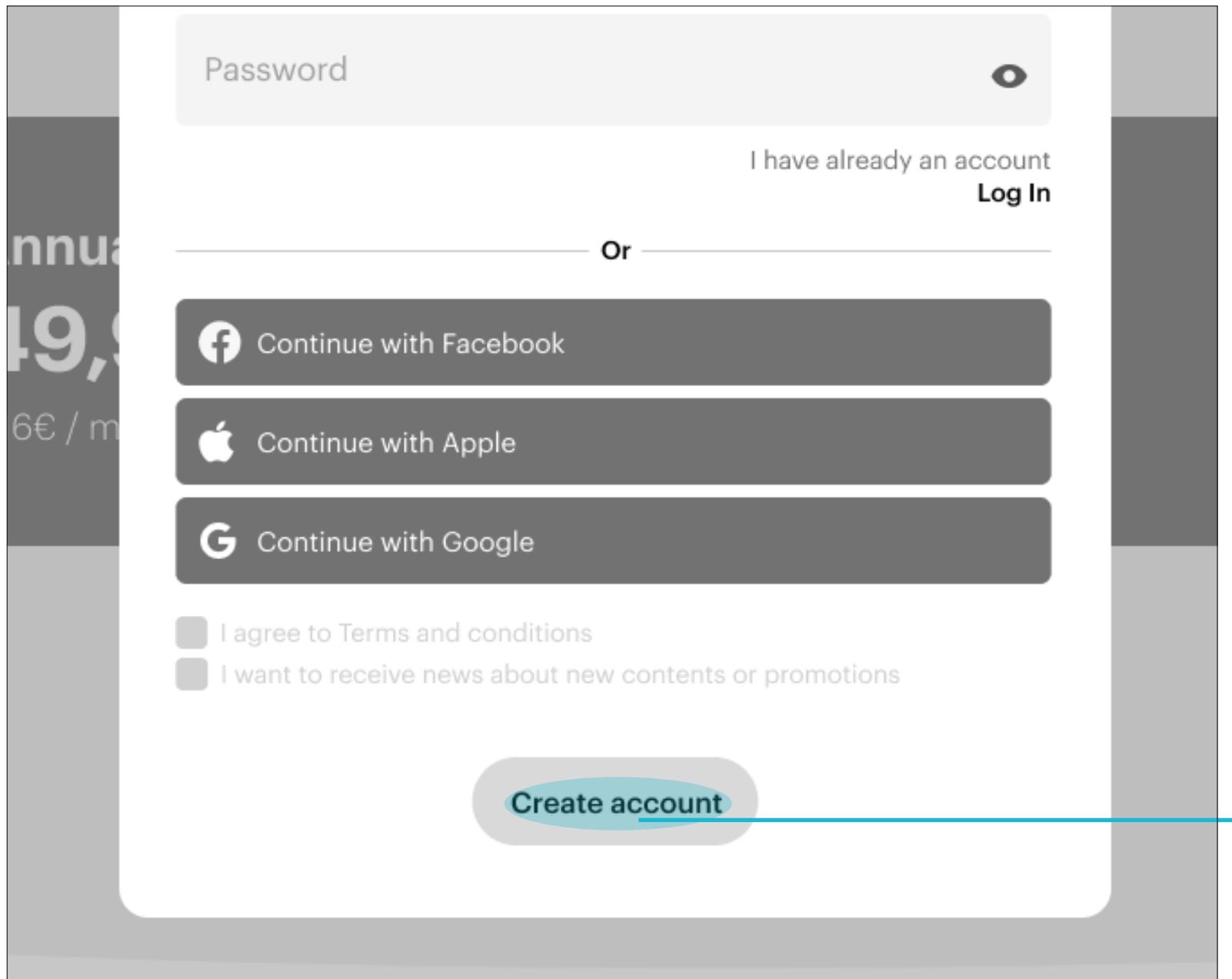
Dentro la quale troverà due opzioni di pagamento e la CTA per attivare la **prova gratuita**.

The screenshot shows the 'Become a member' section of the Buddhify website. At the top, there is a navigation bar with links for 'LOGO', 'THE APP', 'SUPPORT', 'ABOUT US', 'EN', 'Log in', and 'Sign up'. Below the navigation, the breadcrumb path 'Home > The App > Become a member' is displayed. The main heading 'Discover inner harmony' is followed by a subtext: 'Your journey to be health begins now. Select a Buddhify plan and get started'. Two membership options are shown: 'Annual 49,99€' (labeled 'Best choice') and 'Monthly 19,99€'. A blue call-to-action button labeled 'Start your free trial' is positioned below the monthly plan. The background features a light gray gradient.

The screenshot shows the 'Create a new Buddhify account' window. It includes fields for 'Full name', 'Email address', and 'Password', along with a 'Log In' link for existing users. There are three social media login options: 'Continue with Facebook', 'Continue with Apple', and 'Continue with Google'. At the bottom, there are two checkboxes for 'I agree to Terms and conditions' and 'I want to receive news about new contents or promotions', and a 'Create account' button.

Una volta cliccato sulla CTA, si aprirà la finestra per la creazione di un **nuovo account**.

Dopo aver compilato i campi, o aver deciso di accedere tramite uno dei social media, l'utente potrà iniziare ad usufruire dei servizi di Buddhify.



Infine dopo aver cliccato su **“Crea account”**, l’utente sarà indirizzato nella sua **Welcome Page**.

05

NEW SITEMAP

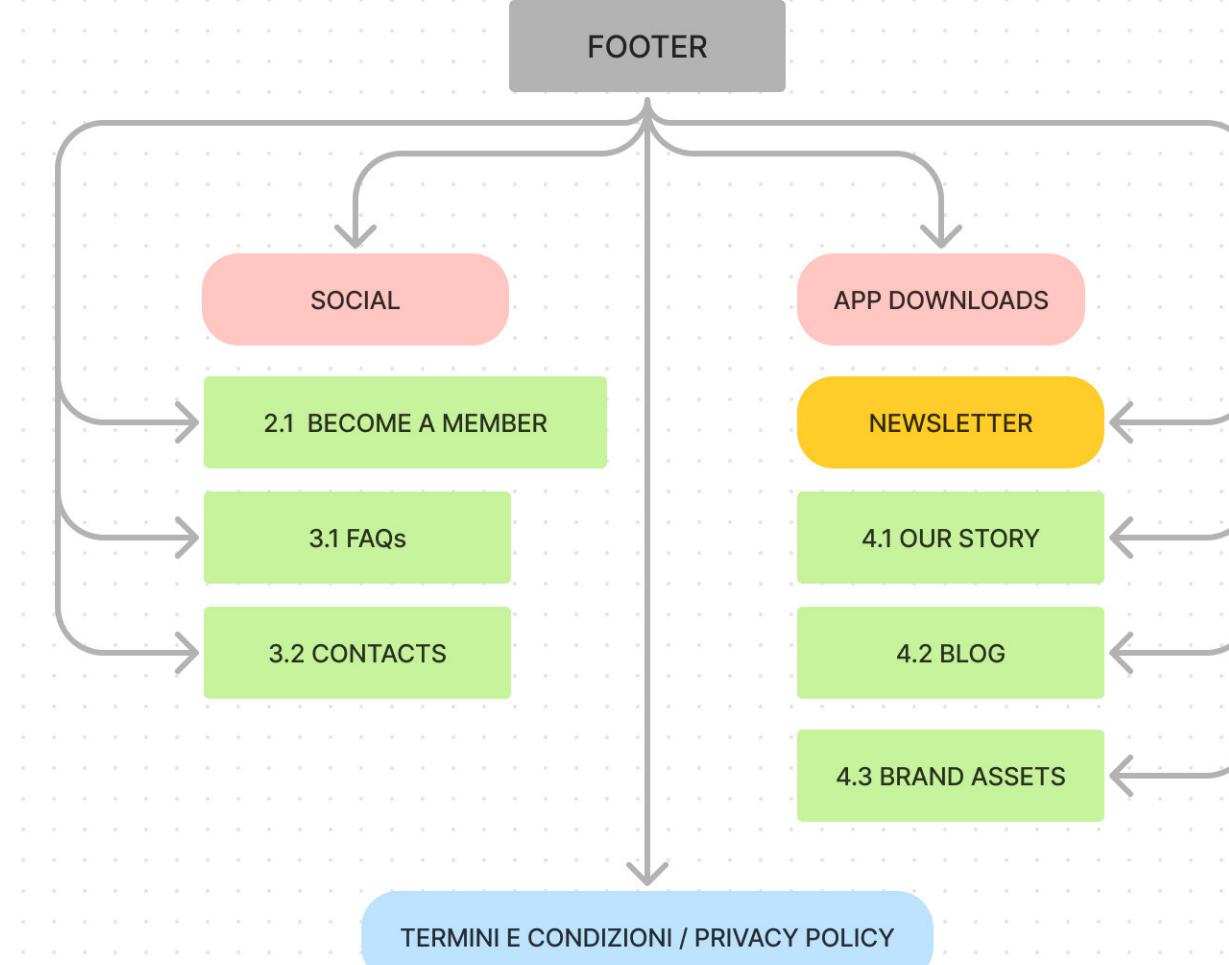


BACK TO TOP

LIVE CHAT

### LEGGENDA

- PAGINE DI 1 LIVELLO
- PAGINE DI 2 DIVELLO
- LINK INTERNI
- FUNZIONI
- LINK ESTERNI



**BUDDHiFY**

Beatrice Lisi