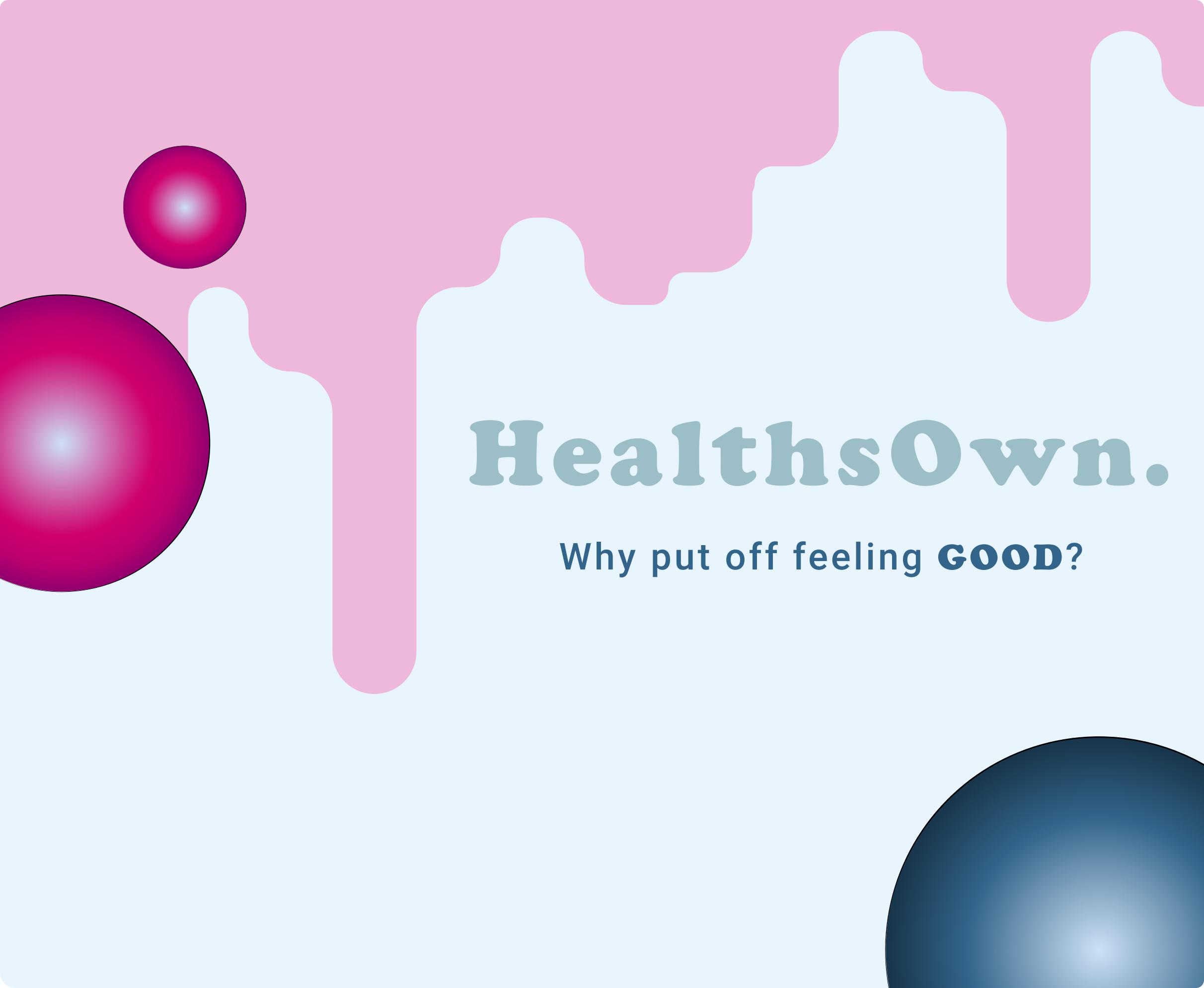


Caroline Silva

POT03 — Week 30



HealthsOwn.

Why put off feeling **GOOD?**

HealthsOwn.

The purpose of this app is to help people get a healthier lifestyle.

It focuses mainly on diet, exercise and stress management.

Link to Figma

<https://www.figma.com/file/BisqA1NgEwI4LW5AcMnQmQ/Healthsown?node-id=0%3A1>

Persona

Stephen represents the main target user for HealthsOwn. The design choices that I have taken have therefore been based on this primary persona.



Stephen
35 yo • LONDON • SALES REP
I tried keeping track of my habits with Google Docs, but I always forget what the document is called!

ABOUT
Stephen is a busy sales rep who works long hours. He has a long commute to work and often finds that he feels unhappy when he reaches home.

GOALS

- Start eating more healthy foods
- Drinking more water
- Exercising

FRUSTRATIONS

- Difficulty tracking habits
- Often misplaces things

MOTIVATIONS

- Feeling better overall

PERSONALITY

Social Butterfly	Positive
Forgetful	Give up easily

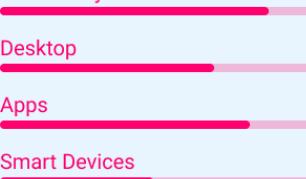
Primary Persona

Tech Savvy

Desktop

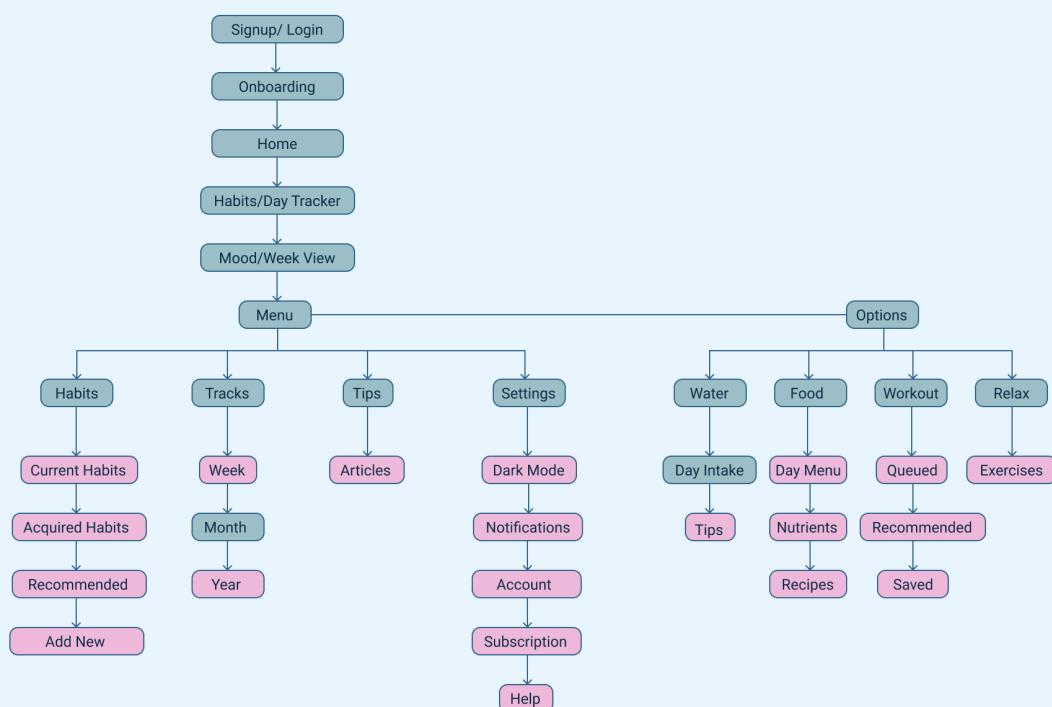
Apps

Smart Devices



1. IA & Flows

The first step when creating this app was to create an information architecture map and a signup-flow.

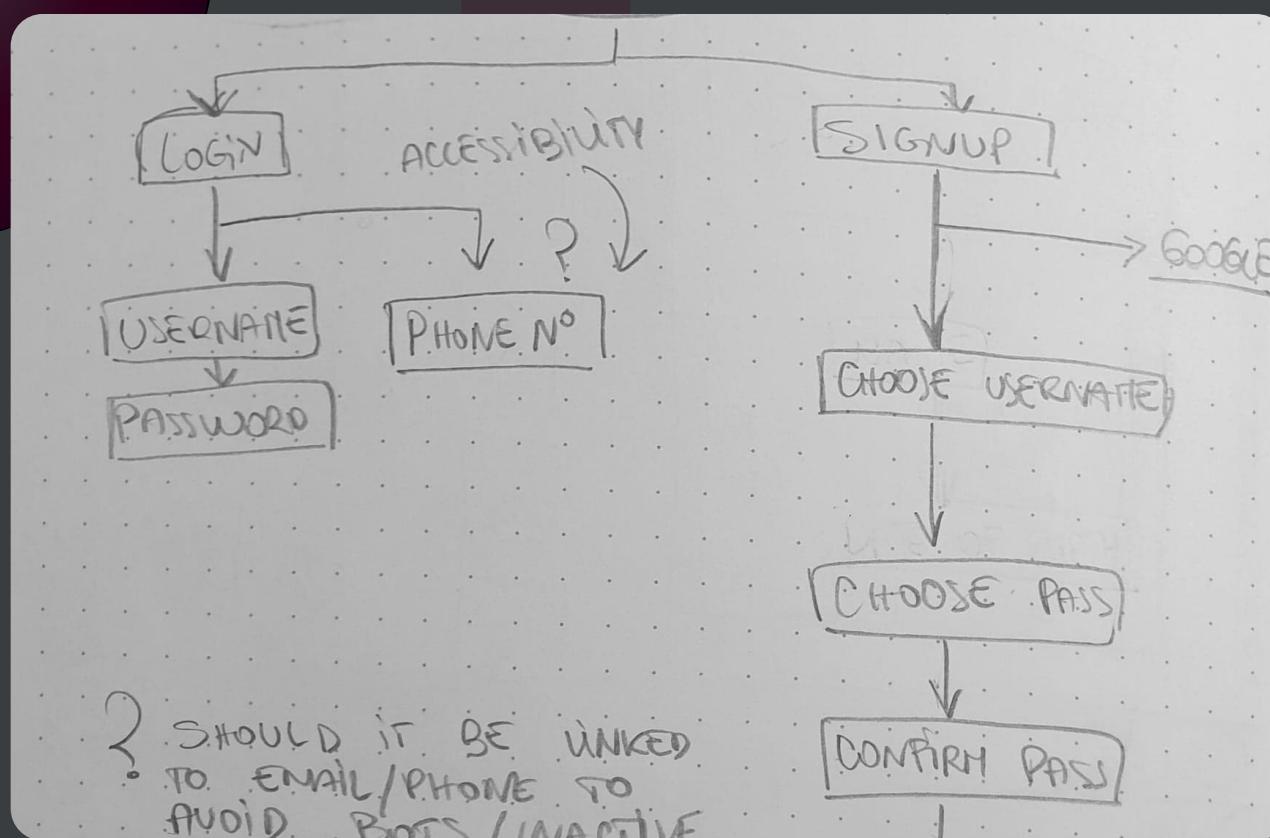


IA MAP

All the boxes in green are present in the prototype

I initially sketched the signup flow on paper, then proceeded to make a digital lo-fi prototype.

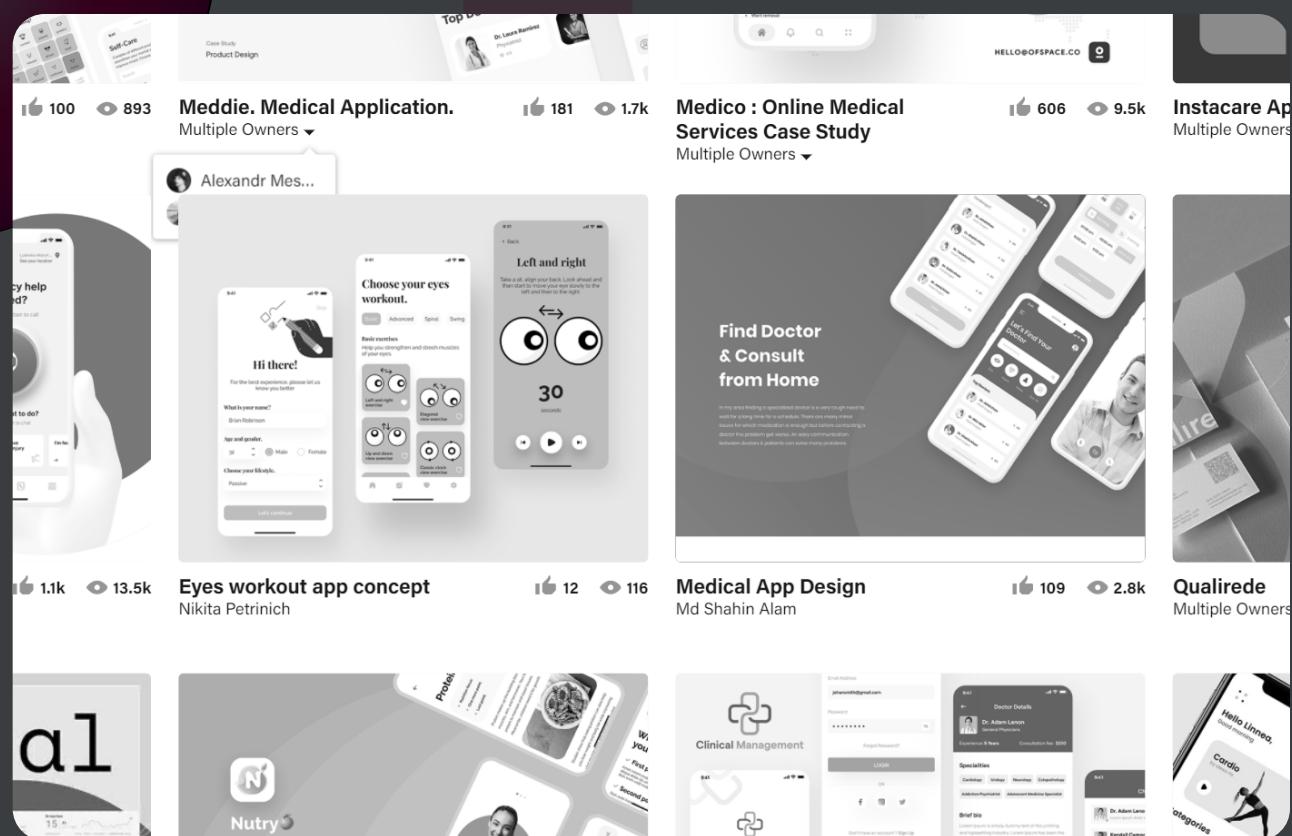
In this phase of the project the focus was to organize the app in a way that made sense and find the simplest flow for the user to sign up. Both the IA and the sketches helped greatly when realizing the high-fi prototype.



Signup Flow Sketch

2. Ideate

The second step was to search for inspiration online and sketch many different ideas for the app overall.



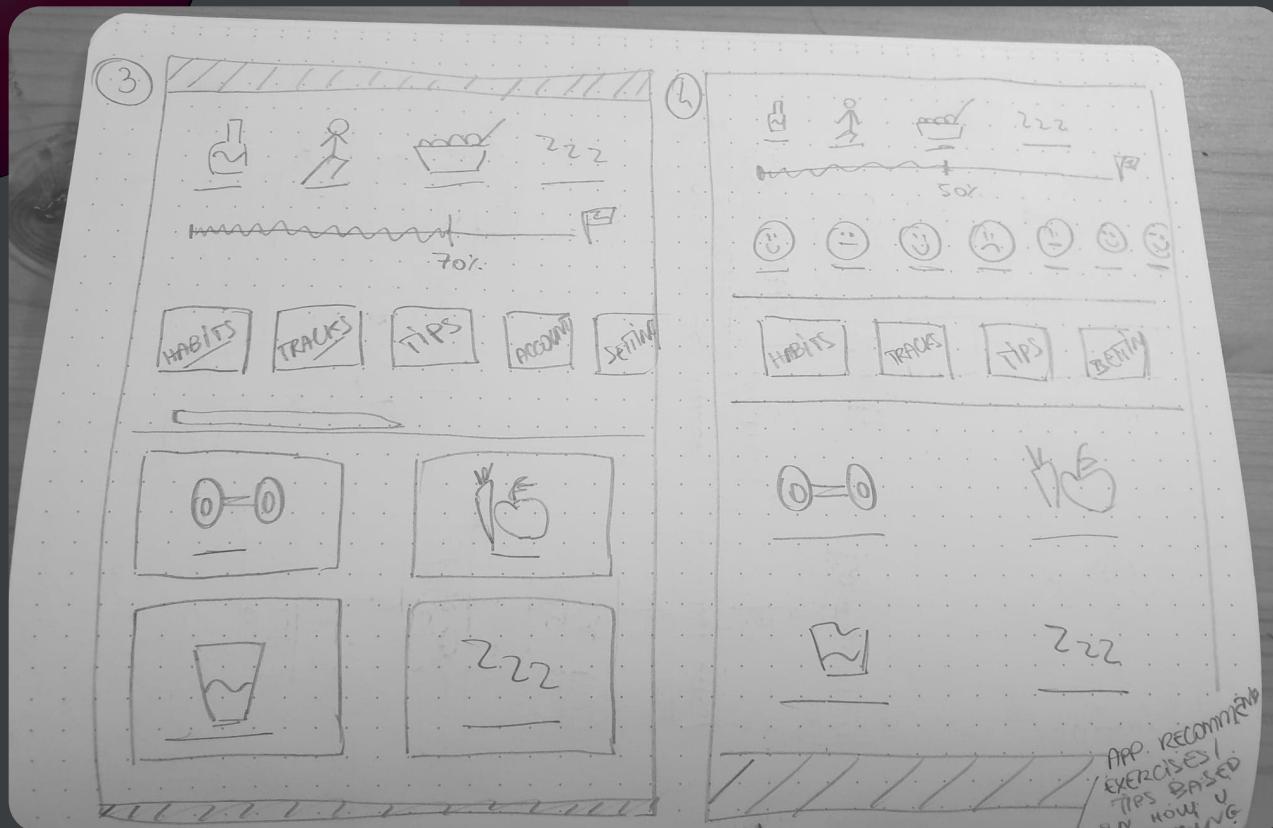
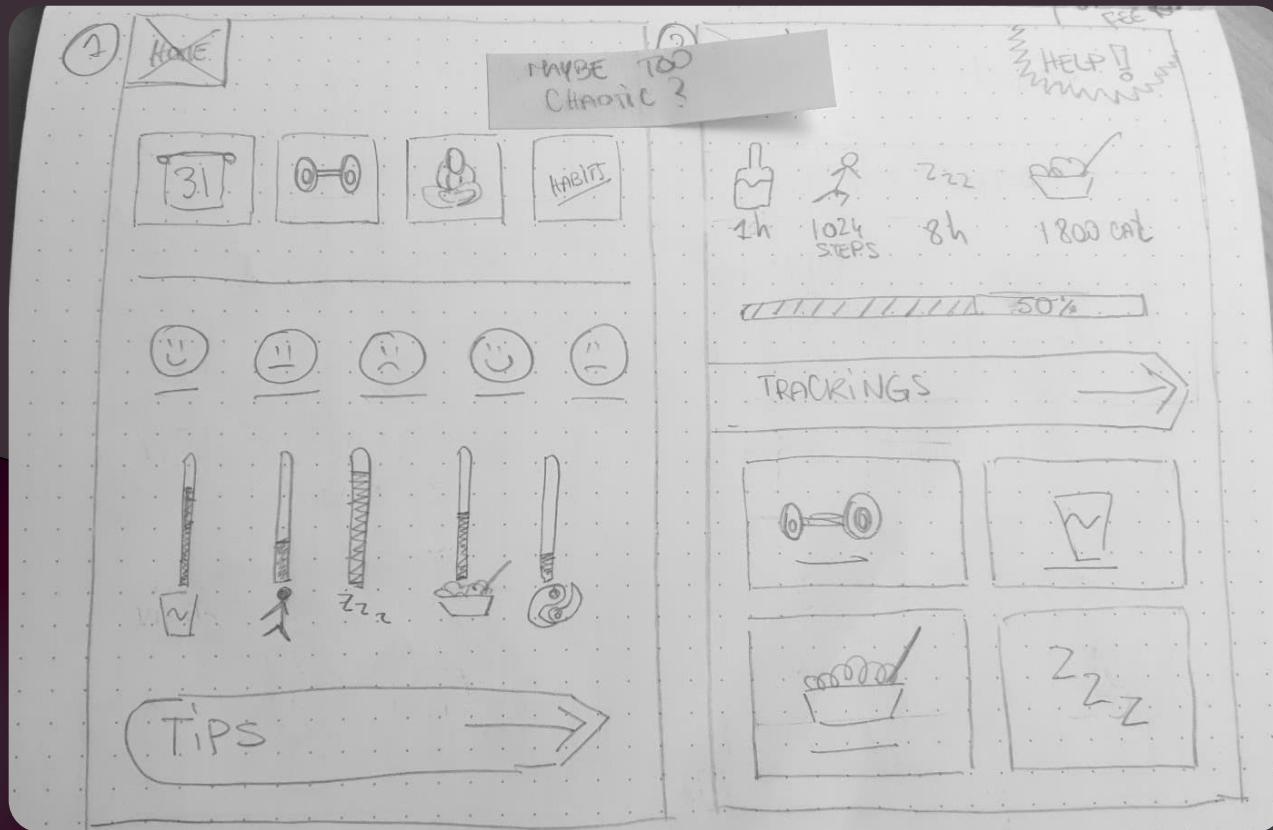
Behance

I took inspiration from online design platforms such as Behance.

I wanted to see what the newest trends were and if there were any interesting ux pattern I could use for my design.

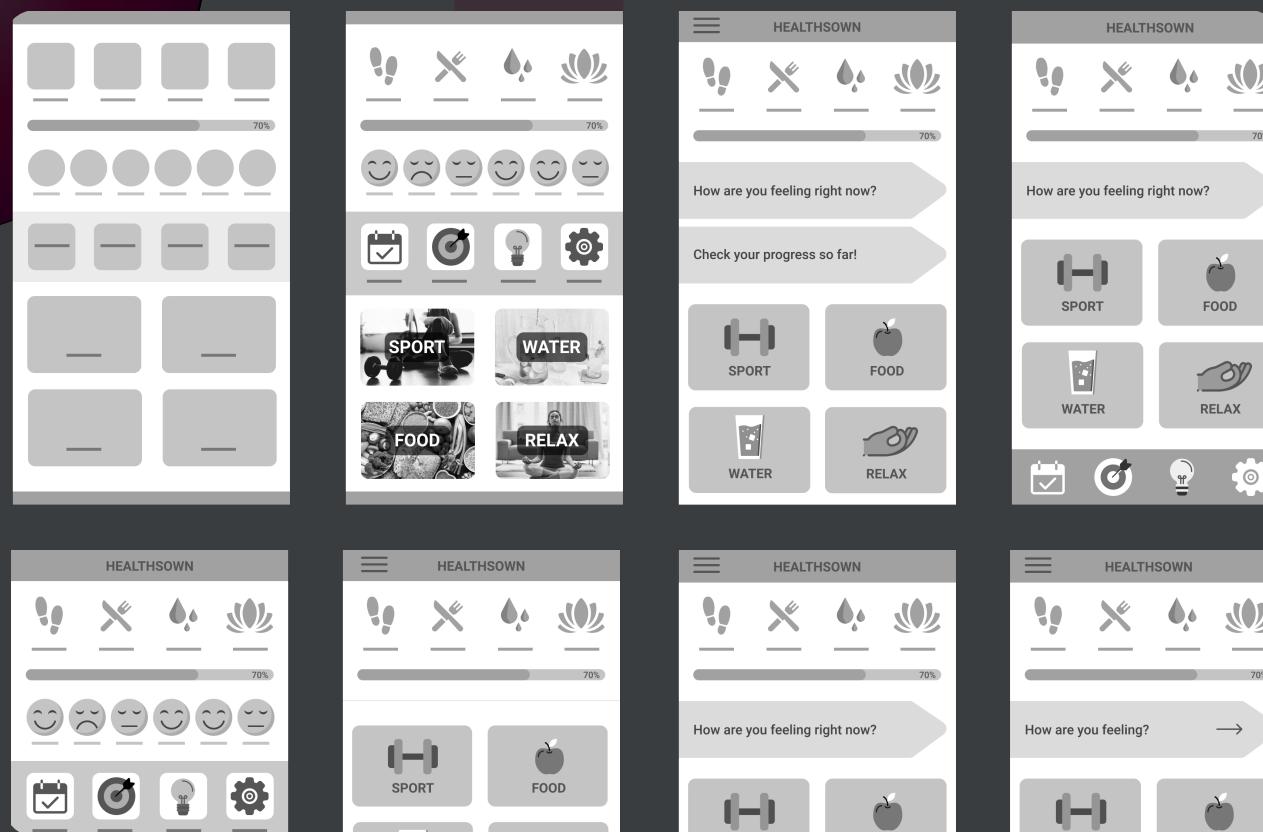
Lo-Fi Sketches

I sketched on paper different layouts for the app and then considered the pros and cons for each to choose the best one for the high-fidelity prototype.



3. Wireframe

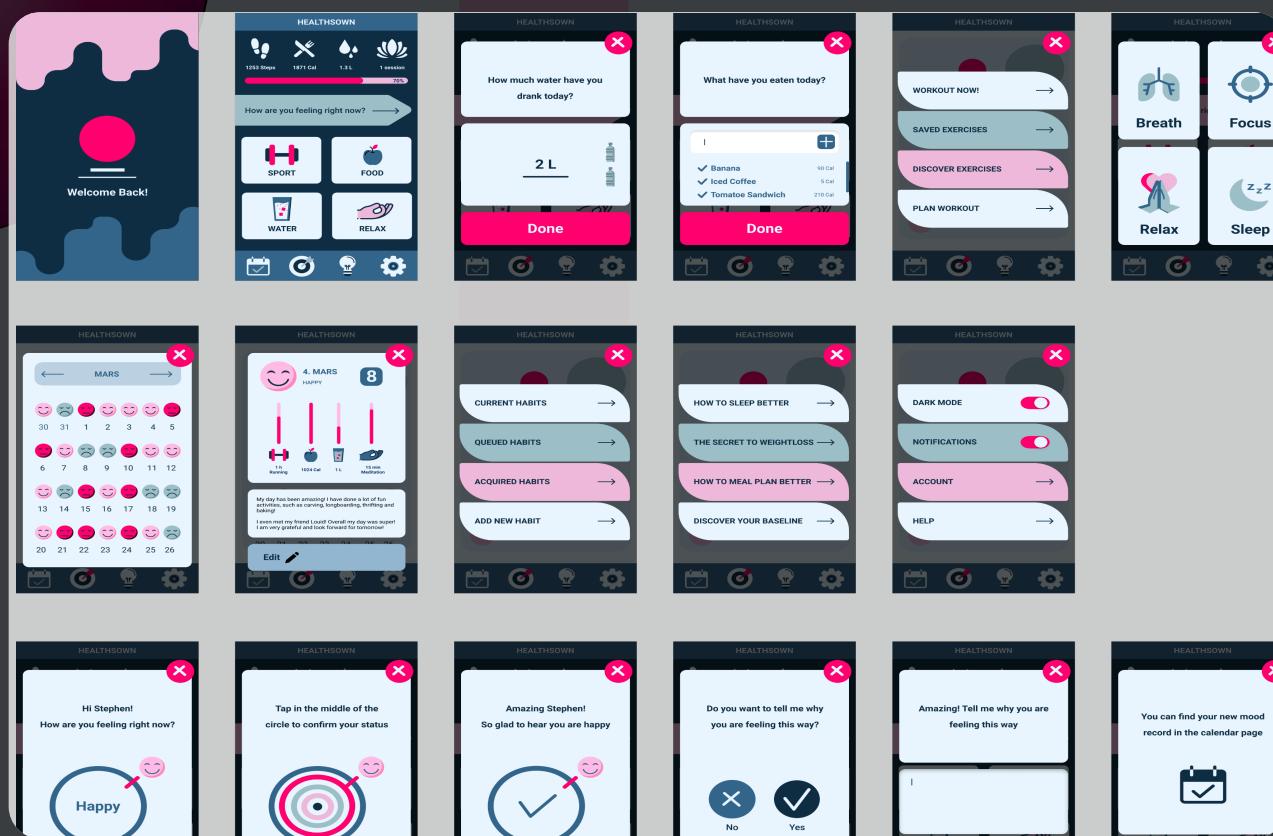
The third step was to make digital lo-fi wireframes of the app. I improved the layouts from my paper sketches and experimented with a few more ideas.



Digital Wireframes

4. Prototype

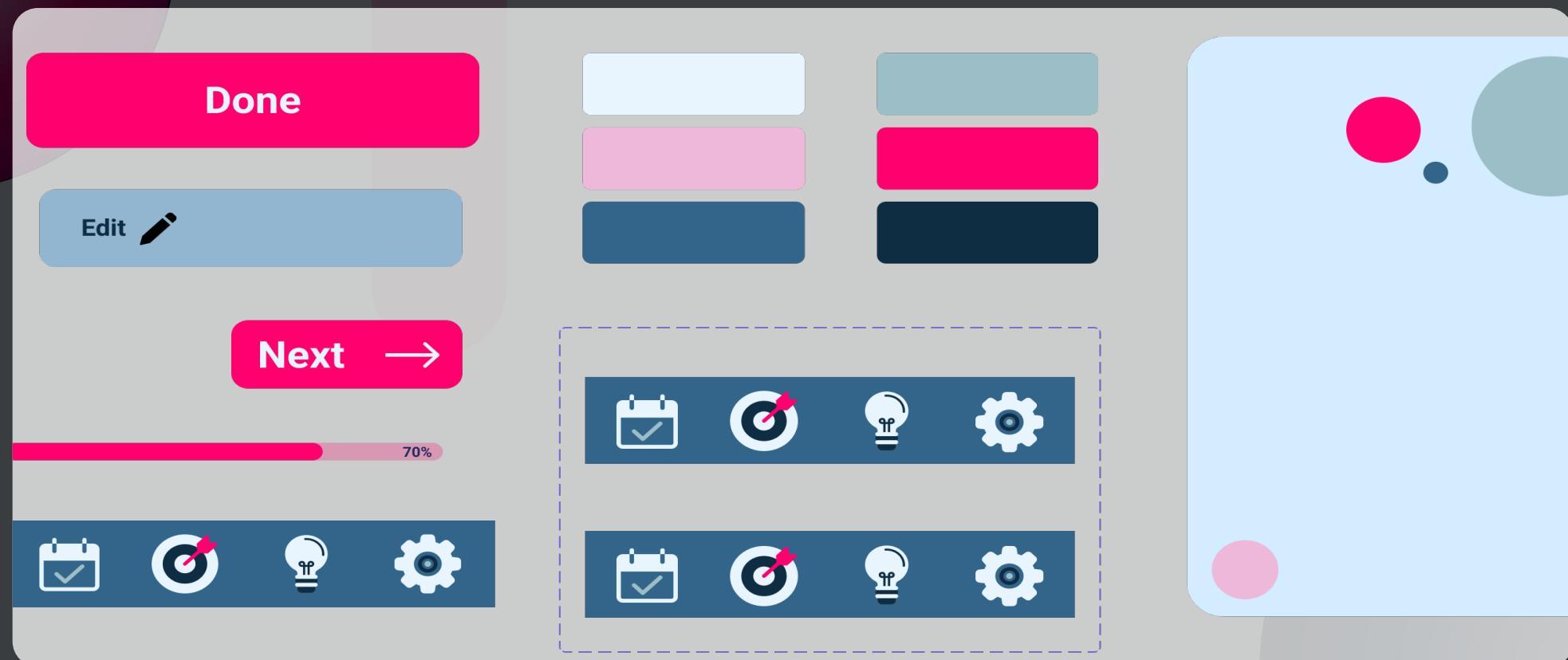
Once I had chosen the best layout, I proceeded making mid-fi wireframes & prototypes.



Mid-Fi Prototype

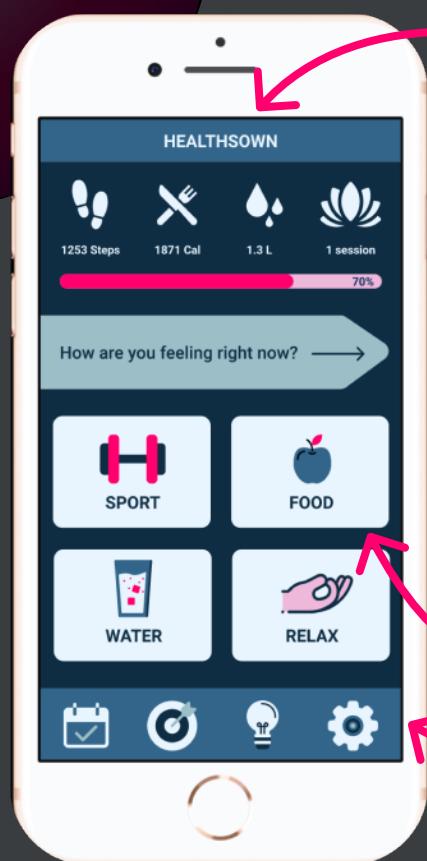
4. Art Board

I created also a small art board with the components I would need for making my prototype more manageable.



Homepage

Creating the homepage was one of the biggest challenges, because I wanted the app to be complex but not complicated. At the end I opted for this version.



I maintained the logo to give a sense of orientation to the user

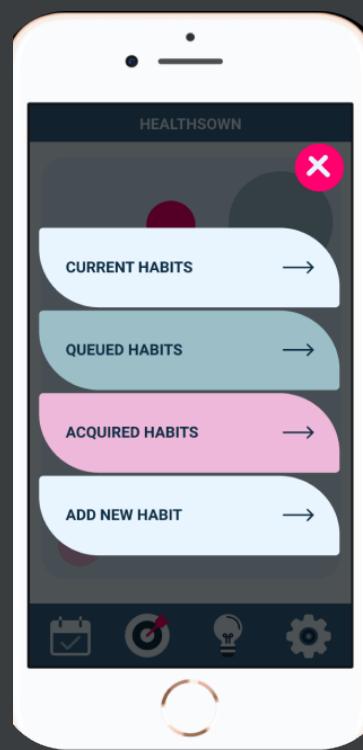
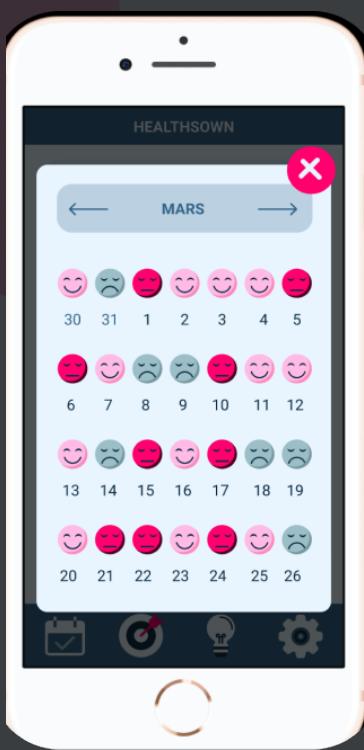
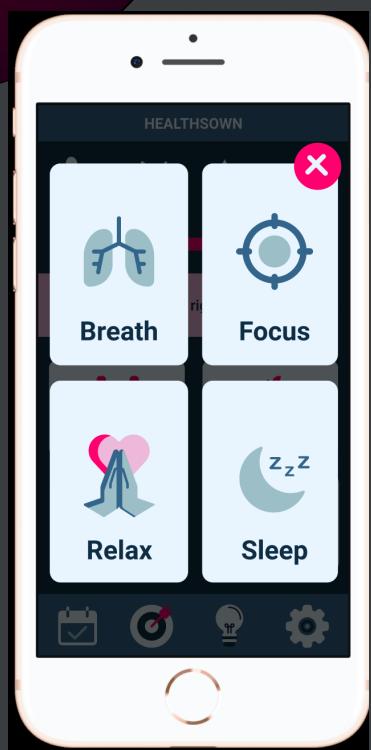
I wanted this four buttons to be really big and comfortable to press since they are the most functional in the app.

I chose to put everything else that the user might need in this menu below. I wanted to avoid a hamburger menu.

I chose those colors because I think they are soothing yet energizing enough for the app. I also wanted to have a sort of "Dark mode" style.

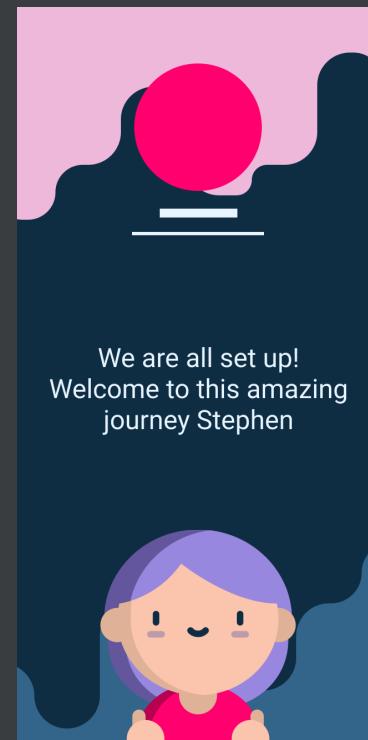
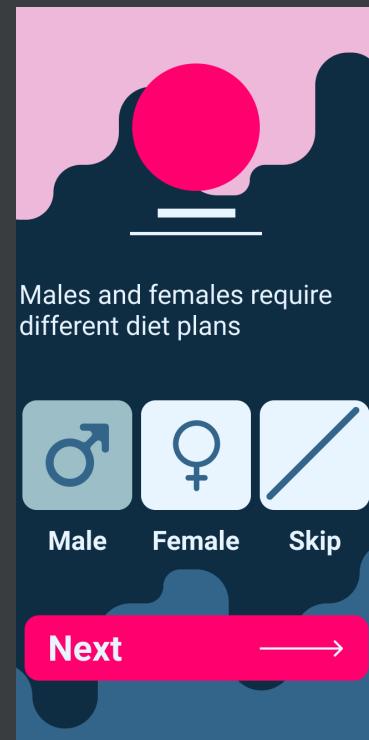
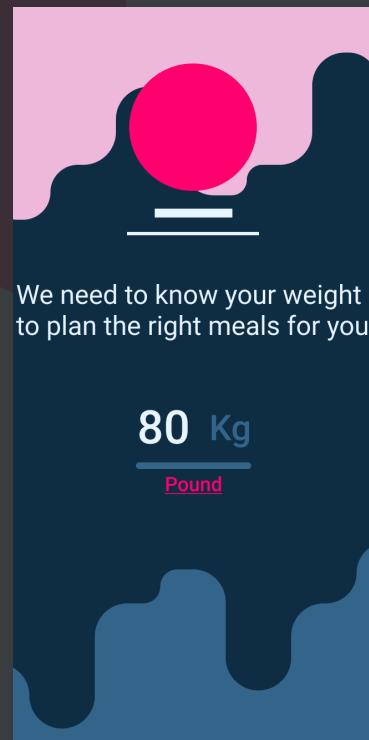
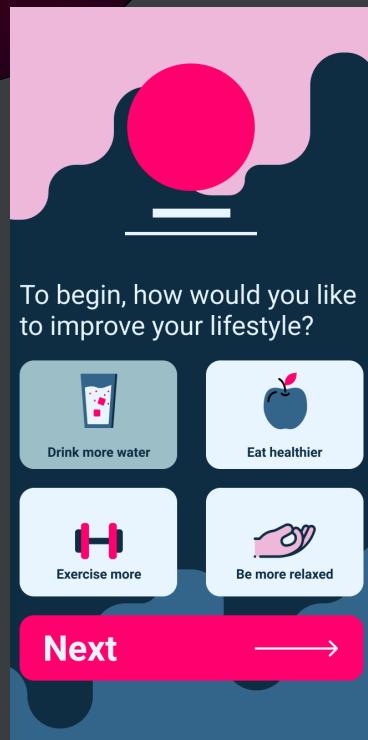
Overlay

I chose to use overlays instead of page navigation because I wanted a flatter navigation. Since this app is complex, it may be easy to go too many levels deep when navigating. A one-page app seemed therefore ideal in this scenario.



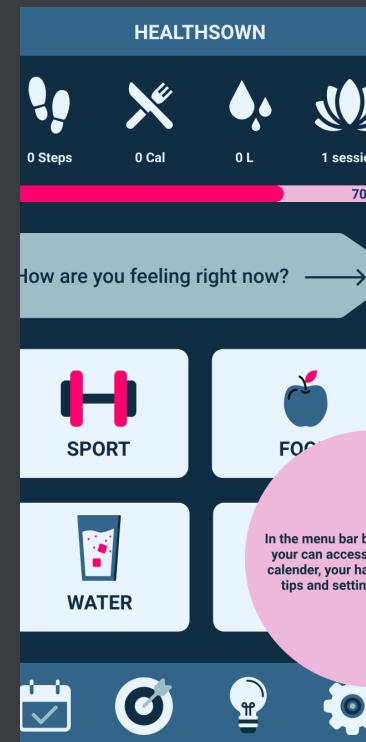
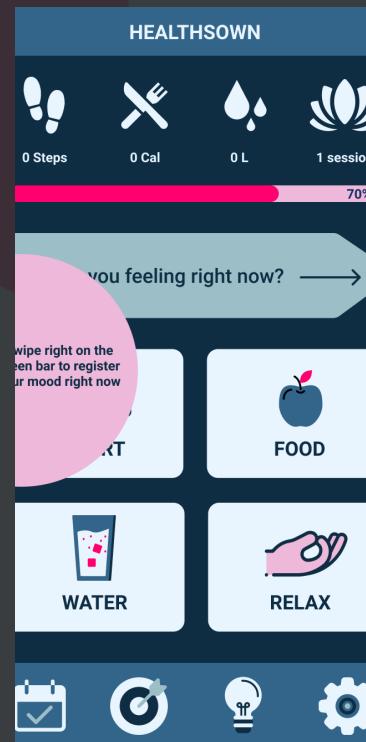
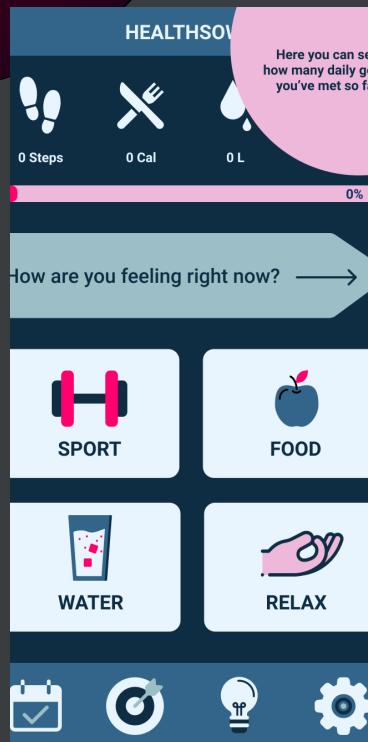
Onboarding

I kept the onboarding really minimal. It takes less than a minute to set up the profile and start using the app. I also tried avoiding asking non-fundamental questions.



Tool Tips

I included some tool tips examples in the onboarding that may help some user that are not used with this kind of interface.





Thank You