**DUE DATE: FEBRUARY 21ST**

# Case Study: UX/UI Design of a Health Companion Super App

**Scenario:**

You have been hired by a startup that is developing a new mobile app aimed at helping individuals with chronic health conditions manage their medications and doctor appointments. The app will allow users to set reminders, track their medication usage, and communicate with healthcare professionals.

**Task:**
Design a user experience (UX) strategy for this mobile app. Your submission should include the following:

**1. User Research and Persona Creation:**
- **Conduct user research**: Describe the methods you would use to gather insights into the target users' needs, challenges, and behaviors. This could include surveys, interviews, or secondary research.
- **Create personas**: Based on your research, develop detailed personas representing typical users of the app. Include the user's goals, motivations, pain points, and how they would use the app to manage their health.

**2. User Journey Mapping:**
- **Map the user journey**: Create a user journey map that illustrates the typical process a user would go through when interacting with the app. Identify key touchpoints, emotions, and potential pain points at each stage.

**3. Wireframing and Prototype Design:**
- **Create wireframes**: Design low-fidelity wireframes for the key screens of the app (e.g., home screen, medication reminder, doctor appointment scheduling).
- **Prototype**: Develop a clickable prototype using a design tool (e.g., Figma, Adobe XD, or another tool of your choice) that demonstrates the main features and user flow of the app.

**4. Usability Testing:**
- **Plan a usability test**: Define a usability testing plan that includes goals, user tasks, and how you would collect feedback on the prototype. Briefly describe how you would analyze the feedback and iterate on the design.

**5. Reflection:**
- Reflect on how the UX design process helped you identify user needs and improve the product. Discuss any challenges you encountered during the design process and how you overcame them.

**Submission Requirements:**
- A **written report** detailing your research, personas, user journey map, wireframes, prototype, usability testing plan, and reflections.
- Screenshots or links to your **wireframes** and **prototype**.
- A **user journey map**.
- A brief **summary of user feedback** and how it influenced your design decisions.

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**Evaluation Criteria:**
- **User-Centered Design:** Does the design process reflect a deep understanding of the user's needs and goals?
- **Creativity and Practicality:** Are the wireframes and prototype functional, intuitive, and aligned with the user's journey?
- **Clarity and Detail:** Is the research, persona, and user journey map clearly articulated, with relevant details to inform the design decisions?
- **Reflection and Iteration:** How effectively did you incorporate feedback and reflect on the design process?

*NB: the goal is not to create a functioning prototype, rather your goal is to go through the design process and to develop and create a visual prototype considering UX/UI principles.*

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**DELIVERABLES**
Each student will host their case study on a webpage (i.e. Medium, Github pages, Blogspot, Wix, Dribble, etc.) Example websites, for different types of case studies, can be seen here:

- https://uxdesign.cc/ui-ux-case-study-a-step-by-step-guide-to-the-process-of-designing-a-pet-diet-app-d635b911b648
- https://mleelwh.medium.com/optiscreen-inc-1e9bdc61d08d

The website you use to host your results should also have a visually appealing design and should include your:
- Sketches, storyboards, user personas, task analysis, user flow/journeys, etc.
- As you may go through several iterations provide each iteration, even the failed designs!
- The final mock-ups of the screens you've created

**OTHER REFERENCES WHICH MIGHT BE OF USE:**
- https://blog.prototypr.io/a-common-product-ux-design-process-55af4ab5665e
- https://medium.com/nyc-design/ux-ui-design-process-for-beginner-753952bb2241
- https://blog.prototypr.io/wireframes-in-ux-design-what-why-when-and-how-ff07bb513c89
- https://uxdesign.cc/10-steps-to-interaction-design-ixd-6abe778cb8b8
- https://uxdesign.cc/user-experience-mapping-alice-emma-walker-868259547ba8
- https://careerfoundry.com/en/blog/ux-design/wireframing-tools-ux-designers/

**MARKING RUBRIC (MORE DETAILS TO COME)**

| | Excellent | Good | Satisfactory | Less than Satisfactory | Unsatisfactory |
|---|---|---|---|---|---|
| Clear understanding the problem (10%) | | | | | |
| User personas & requirements (20%) | | | | | |
| User flows //journeys (10%) | | | | | |
| Sketches & Wireframes (20%) | | | | | |
| Choice of style, colour, animation, fonts (20%) | | | | | |
| Website/App Navigation (10%) | | | | | |
| Evidence of User Research (10%) | | | | | |