

Enterprise Wellness Platform - UI/UX Design Brief

Project Overview

We are developing a comprehensive digital wellness and productivity platform designed for enterprise environments. The platform combines AI-powered coaching with structured learning programs to support employee development and wellbeing. We're seeking a UI/UX design partner to help us create an intuitive, engaging user experience across three core modules.

Target Audience

Primary Users:

- Enterprise employees seeking personal and professional development
- HR administrators and team managers
- C-level executives focused on employee wellbeing metrics

User Personas:

- Busy professionals looking for quick, actionable wellness content
- Administrators needing oversight and management capabilities
- Individuals wanting private personal development separate from work

Platform Architecture

The platform operates on a dual-workspace model:

- **Professional Workspace:** Enterprise-connected environment with organizational data integration
- **Personal Workspace:** Private, encrypted space for individual use that persists beyond employment

Design Scope - Three Core Modules

Module 1: Enterprise Administration & Team Management

Functionality Requirements:

- Streamlined enterprise onboarding flow
- Directory service integration (Active Directory, Google Workspace)
- Team member invitation and management system
- Subscription and billing oversight
- Analytics dashboard with user engagement insights
- Organization goals and values configuration

Key Design Considerations:

- Professional, trustworthy aesthetic suitable for HR and executive users
- Clear information hierarchy for complex administrative tasks
- Responsive design for desktop-primary usage
- Intuitive navigation between different administrative functions
- Data visualization for engagement metrics and team insights

User Journey Focus:

- Initial enterprise setup and configuration
- Ongoing team member management
- Performance monitoring and reporting

Module 2: Conversational AI Interface & Workspace Management

Functionality Requirements:

- Chat interface for AI coach interactions
- Seamless workspace switching (Professional/Personal)
- Calendar integration and workload analysis
- Personalized recommendations based on user context
- Privacy controls and data management settings

Key Design Considerations:

- Conversational UI that feels natural and engaging
- Clear visual distinction between workspace contexts
- Integration points with external calendar systems
- Progressive disclosure of advanced features
- Mobile-responsive chat experience

User Journey Focus:

- First-time user onboarding and workspace setup
- Daily interactions with AI coach
- Context switching between professional and personal spaces
- Calendar integration and workload insights

Module 3: Structured Learning Program Library

Functionality Requirements:

- Program catalog with filtering and search capabilities
- Timed learning sessions with multiple content types (video, audio, text)
- Interactive elements including reflection prompts and assessments
- Progress tracking and completion states
- Reward system integration
- Session controls (pause, resume, exit)

Key Design Considerations:

- Engaging, gamified interface that encourages completion
- Clear progress indicators and time management
- Multimedia content presentation across devices
- Flexible session controls for busy professionals
- Achievement and reward visualization
- Accessibility compliance for diverse content types

User Journey Focus:

- Program discovery and selection
- Session engagement and completion flow
- Progress review and achievement tracking
- Continuation of multi-session programs

Design Deliverables Expected

Visual Design

- High-fidelity mockups for key screens in each module
- Interactive prototypes demonstrating core user flows
- Mobile responsiveness breakpoint specifications

Primary Inspiration

- **Oboe** (<https://oboe.fyi/>) - Clean, minimal interface with for structuring the programs
- The typography hierarchy and content organization
- Professional yet approachable color palette
- Intuitive navigation and information architecture

Additional Reference Points

For Conversational AI Interface:

- **Intercom** - Professional messaging UI with context switching
- **ChatGPT** - Simple, focused conversation design with good mobile adaptation
- **AI SDK** – Vercel Chat interface