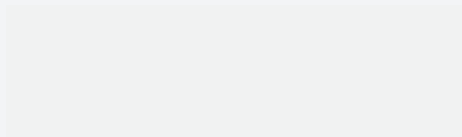


# SOL

*feel the joy*



---

## *team members*



Devin Arch  
*UX Researcher & Designer*



Jesus Garcia  
*UX Researcher & Designer*



Denisse Gomez  
*UX Researcher & Designer*

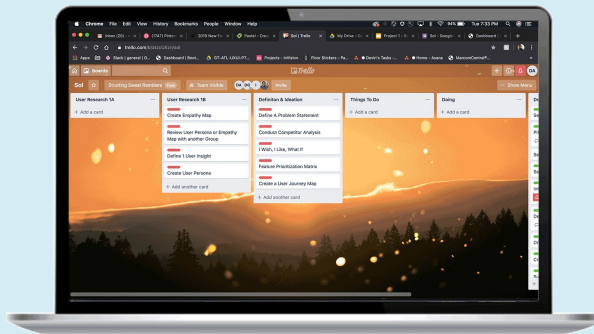


Brandon Pennington  
*UX Researcher & Designer*

---

## *project overview*

For most people, sunlight is the largest single source of vitamin D, and with busy schedules, adults often don't take the time to ensure they and their families spend enough time outside during daylight hours.



---

## *project management*

We use Trello for a project management tool to keep our project on track.

---

## *our goal*

The SOL app will monitor time spent outdoors by using smart devices to detect sunlight exposure and setting personalized goals for parents and children. We believe that being mindful of time spent outdoors will achieve a lifestyle of improved health and wellness.

# Our design journey

User Research

Proto persona  
User research plan  
Interview  
Survey

Analyze data  
Affinity diagram  
Empathy map  
User persona

Definition &  
Ideation

Problem statement  
Competitor analysis  
“I Like, I Wish, What If” map  
User journey map

*start*  
09/12/ 19



User flow  
Paper clickable prototypes

Low Fidelity Paper  
Prototype

Testing

Usability testing plans  
Usability test analysis

Clickable prototype  
iOS implementation  
Color palette

High Fidelity Digital  
Prototype

*finish*  
10/01/19

# User Research

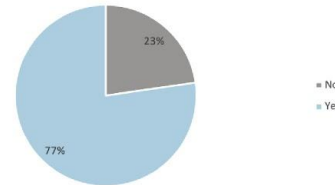
# user research

We used qualitative and quantitative methods to collect data and to understand the needs and wants of our potential users.

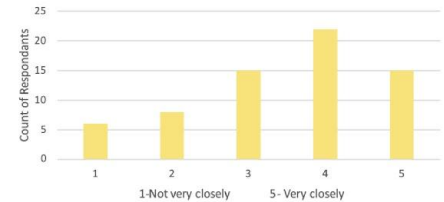
## surveys

We created surveys using Google Forms and distributed them via Facebook and LinkedIn. We managed to obtain over 60 responses.

Do you think of yourself as being active?



How closely do you monitor your physical and mental health?







## insights



"Oh, yeah, definitely. It will always affect someone's mood. Yeah, regardless of who it is."



"I work out a lot. I try to. And I go on walks outside outdoors."



"I'm very active. And very. If I'm not at work, I'm usually outdoors doing something."



"It makes me happy like it. It's like, gives me fresh air and natural sun."



"...I can work on my computer, basically, to get some, the sun I don't like to be in dark areas."

---

## *user persona*

Benjamin feels that  
not spending  
enough time  
outdoors puts him  
in a bad mood.

Benjamin says he has  
no idea what the  
recommended daily sun  
intake should be.

He thinks his mood  
will improve if he goes  
outside more.



*Benjamin Nichols*  
39 years old  
Active • family man • goal setter

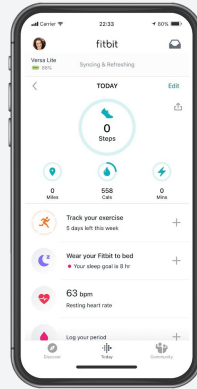
# Definition & Ideation

# definition & ideation

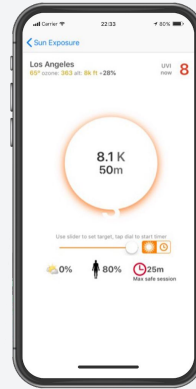
Benjamin is concerned about spending an adequate amount of time outside. This is important to him because he feels that it will improve his mood & health. How might we provide Benjamin the tools to monitor & measure healthy sun exposure habits?

## competitor analysis

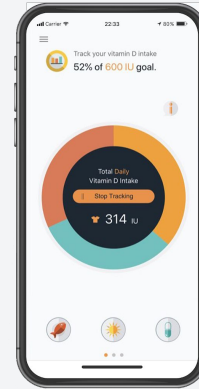
We compared three apps that focused on activity tracking and sun exposure.



fitbit



dminder



Qsun



---

## *feature prioritization*

As a group we decided what we “liked, wished and our what-ifs” to decide the important features of our app.

I like that it connects to a smart device and has daily reminders.



I wish it was a more holistic approach and had better user input...



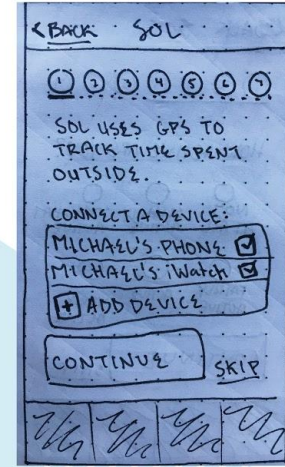
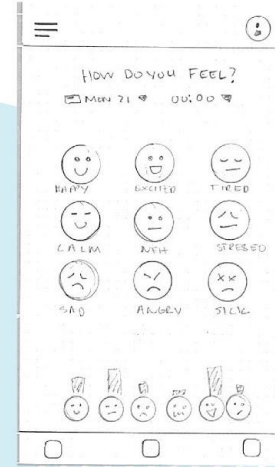
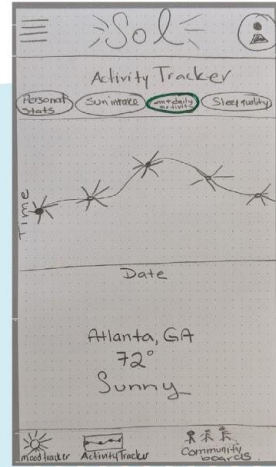
What if it had real-time sun level tracking?!



SOL is the app that helps people be mindful and achieve a lifestyle of improved health and wellness through time spent in the sun.

# Prototyping & Testing

# paper prototype



**activity tracker**

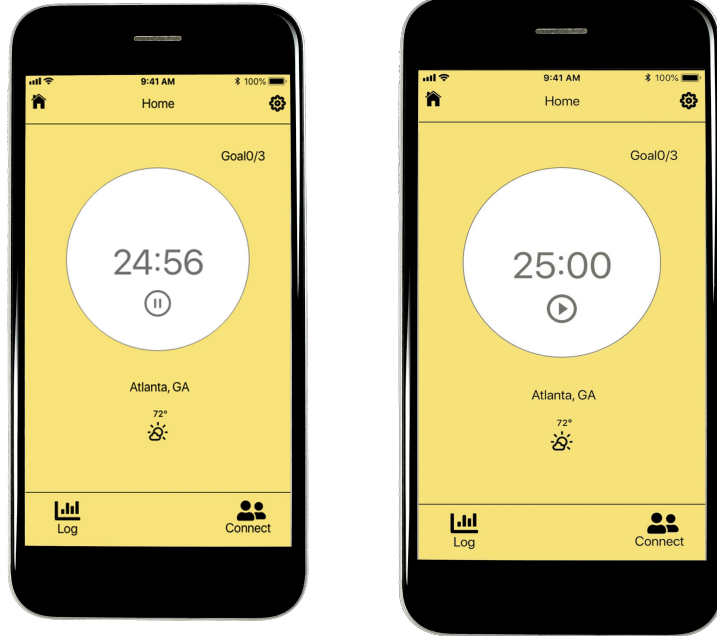
## Test findings:

1. User had difficulty finding where to sync a device. User didn't think it would be under profile.
2. User was unclear about how mood was being measured.
3. User suggested a daily breakdown detail about what times of day you spent outside and sun intensity level.



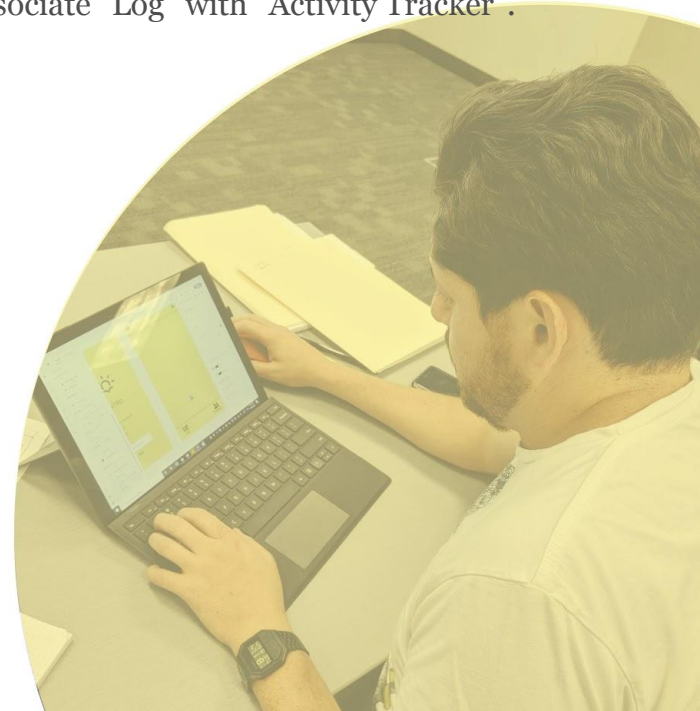
---

# *digital prototypes*




## **Test Findings**

1. Users need feedback that the app has started tracking their time outside.
2. Users need labels to understand what the activity log is showing.
3. Users didn't associate "Log" with "Activity Tracker".



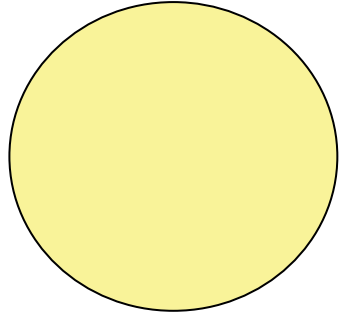




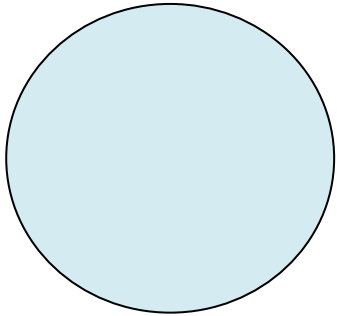
Final High-Fidelity  
Prototype



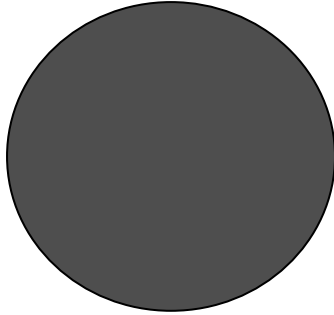
## *color palette*



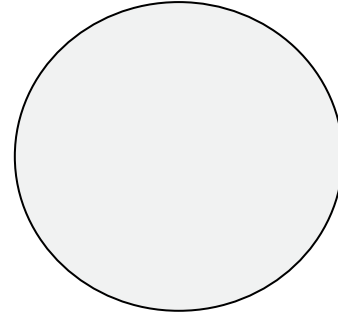
#f9f399



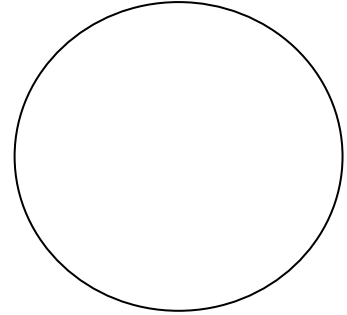
#d5ebf2



#4e4e4e



#f1f2f2

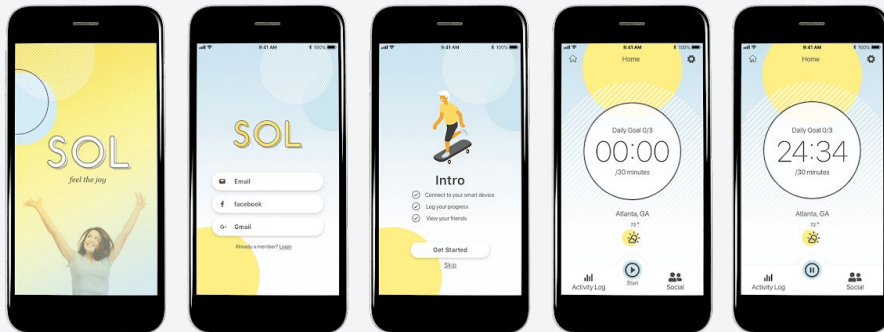


#ffffff

# final prototype

Our final deliverable includes a high-fidelity prototype of the app as well as a detailed case study of our design thinking process.

[Link to Final Prototype](#)



Splash

Log In

On-boarding

Home  
Start

Home  
Stop



Activity Log

Profile  
Sync Device

Profile  
Device Synced

Community



---

## *summary*

Using the Design Thinking Process we were able to understand the needs, wants and pain points of our potential users. More importantly, using this method gave us the tools to solve each step as a team and communicate our ideas.

Moreover, we think that the SOL App goes beyond tracking your sunlight exposure, but it also improves the user's overall wellness.