

Case Study



AGENDA

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Project Overview

THE BACKGROUND



Bringing traditional Chinese wellness concepts into the digital age, BaMai empowers you to understand your body's subtle patterns using your Apple Watch.

Bamai combine advanced sensor data with principles from Traditional Chinese Medicine (TCM) to offer unique, personalised wellness insights.

THE CHALLENGE

Traditional wellbeing and mindfulness solutions are **fragmented**, offering either expensive personal training or generic app-based workouts. Users struggle with **motivation**, proper form, and consistent progress tracking.

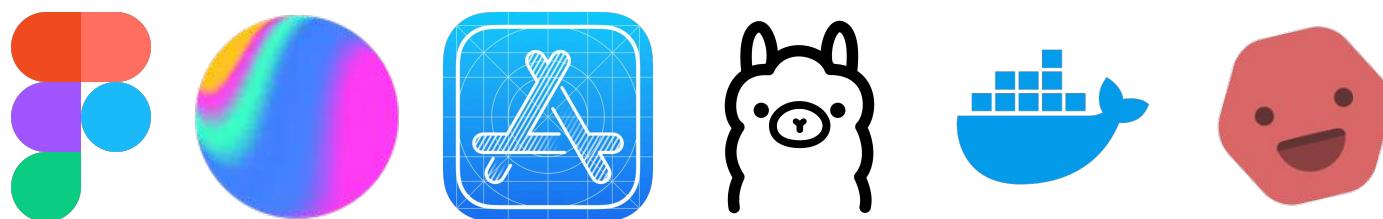
MY ROLE

Principle Product Designer

- Leading design for the UI/UX
- Implementing AI/ML features
- Improving user engagement metrics

And YES, I **code**. I whip up the code for the effects when the devs are slammed with deadlines

TOOLS



Discovery & Research

INSIGHTS

The app helps me stay present

minimalist share friends

offline data quality habit-building

cluttered reliable

tailored heart-rate monitor

disappointing energy-balance inner peace

herbal recommendation present-moment

breathing exercises Zen breathing

pulse check TCM calendar

the herbal suggestions fit my constitution

meridian map

Empathise & Research: Conducted 83 user interviews with book lovers, personal trainers, and health-conscious individuals. Utilised ethnographic studies in various environments to understand pain points and behavioural patterns.

Happiness Comes from Eating, Sleeping and Waiting (2025)



INSIGHTS

Define & Synthesise: Applied Jobs-to-be-Done (JTBD) framework to identify core user needs. Created detailed personas and journey maps highlighting emotional and functional requirements throughout the experience.



ANYA SHARMA

32 yo, Graphic Designer
Sydney, Australia

Anya is a busy professional who values both modern technology and traditional wellness practices. She is **health-conscious** but finds it difficult to maintain a **consistent routine** due to her demanding work schedule. She uses her Apple Watch to track her fitness and activity levels, but she's looking for something more holistic to understand her body's needs. She is intrigued by TCM but finds it **intimidating** and **complex** to integrate into her daily life.



Goals:

- To proactively manage her stress and energy levels.
- To gain a more **personalised** understanding of her health beyond simple fitness metrics.
- To easily integrate traditional wellness wisdom into her modern lifestyle without having to become an expert.

Pain Points:

- Lack of time for in-depth research or consultation with TCM practitioners.
- Feeling overwhelmed by complex health data.
- **Skepticism** about the effectiveness of traditional practices.
- No simple, non-medical way to check in on her body's status throughout the day.

ANYA SHARMA

Journey Map

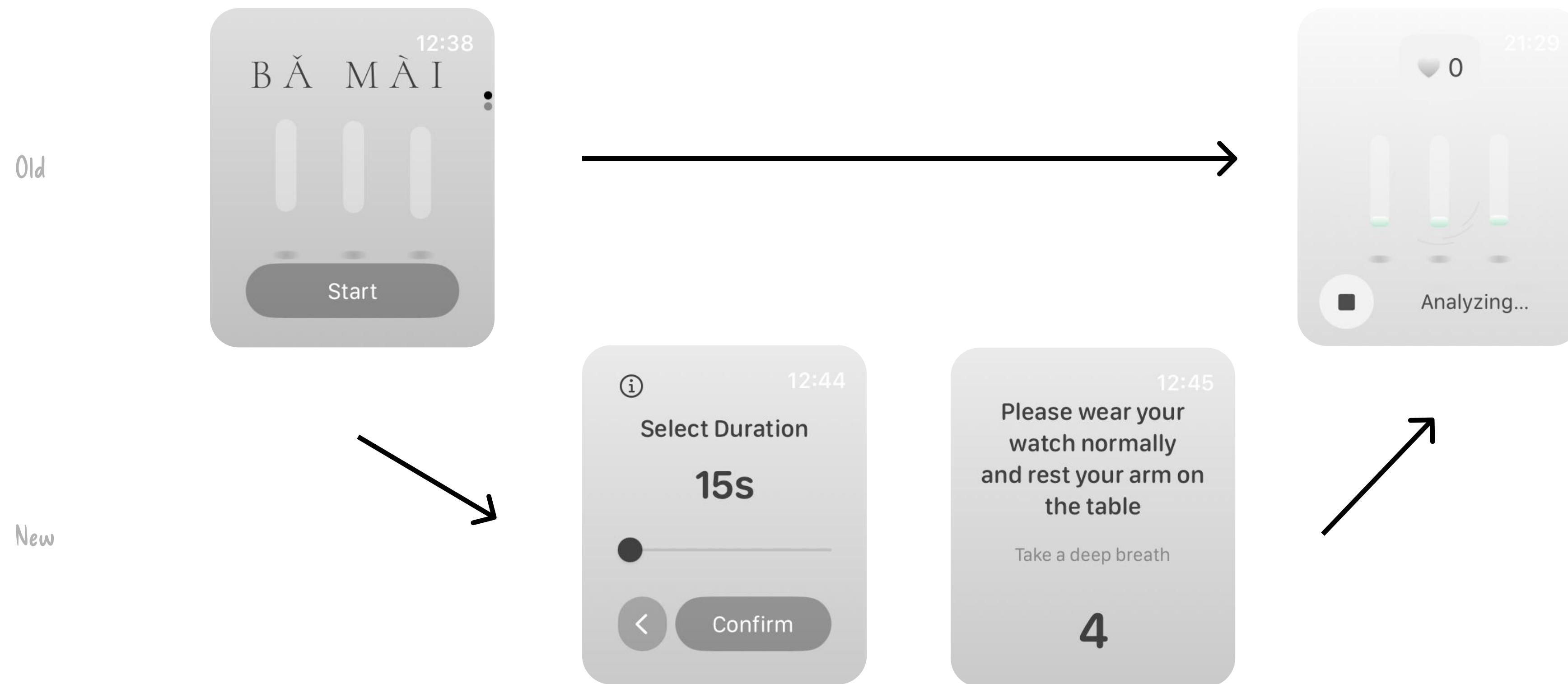
Phase	<u>Awareness</u>	Consideration	<u>Onboarding</u>	Daily Use	Ongoing Engagement
Actions	Anya sees an ad for BaMai on a health and wellness blog she follows, or an influencer she trusts mentions it.	She checks the app on the App Store, reads reviews , and looks at the screenshots to understand how it works with her Apple Watch.	Anya downloads the app, goes through the initial setup, and pairs it with her Apple Watch. She completes the first "Pulse Note" recording.	She performs a 15-60 second recording with her Apple Watch and views her "Pulse Note" results. She receives a daily recommendation (e.g., "drink more water").	Anya checks the app periodically to see her trend analysis over time. She starts to notice patterns between her body's data and her lifestyle choices.
Mindset & Emotions	"This looks interesting . It combines my tech with something I've always wanted to try."	"I hope this isn't too complicated . I need it to be simple and quick to use." She feels a mix of curiosity and hope .	"This is surprisingly easy! The interface is clean and straightforward ." She feels a sense of accomplishment and initial satisfaction.	"I wonder what my body needs today?" She feels a sense of control and empowerment over her health.	"Wow, the app was right—I do feel more stressed on days when my pattern looks like this. The recommendations are actually helping." She feels a deeper connection and trust with the app.
Touchpoints	Digital ad on blog, social media post, friend's recommendation, App Store discovery.	Apple App Store page, app description, reviews, screenshots.	BaMai app onboarding flow, Apple Watch pairing screen, first-time user tutorial.	BaMai app interface, Apple Watch app, daily notifications for "Pulse Notes," personalized recommendation cards.	In-app trend analysis charts, progress reports, health data history, push notifications with insights.
Opportunities	Improve discovery: Partner with more wellness and tech influencers to showcase the app.	Build trust: Highlight positive reviews and data security measures (e.g., "no data shared with third parties").	Simplify setup: Ensure the Apple Watch pairing and initial recording process is seamless and well-guided.	Personalise recommendations: Use the data to provide more specific and actionable non-medical advice.	Show value: Visually demonstrate how the user's data and actions have led to positive changes over time.

INSIGHTS

Ideate & Co-create: Facilitated design sprints with cross-functional teams including mindfulness and wellbeing experts, artists, and KOLs. Employed "How Might We" storytelling sessions to generate innovative solutions.

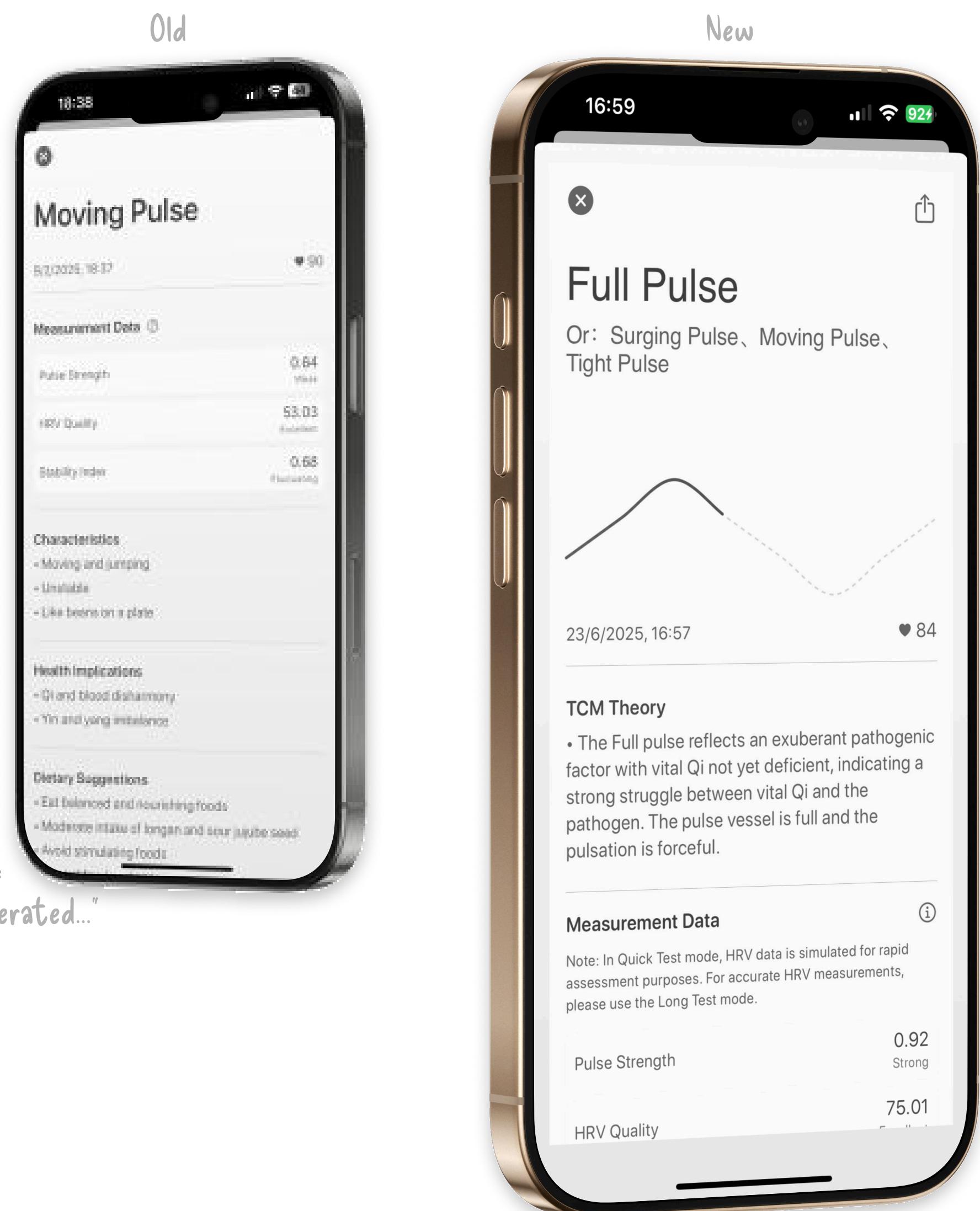
INSIGHTS

Prototype & Test: Developed rapid prototypes using Figma, conducting weekly usability testing sessions. Implemented A/B testing for key interaction patterns and information architecture decisions.



Comparison

What's improved?



Pulse Visualisation
Animated pulse path

Possible Pulse Patterns
Coped with diagnosis
inaccuracy possibility

Theory
Backed up by convincing
theories from authorities

INSIGHTS

Iterate & Scale: Established continuous feedback loops with beta users, utilising analytics and user feedback to refine the experience (We've done 24 patch updates in a month). Applied atomic design principles for scalable component systems as we are invited to collaborate with Google I/O , Huawei and OPPO smart wearables. We also run daily storytelling session to summarise what we've achieved today.

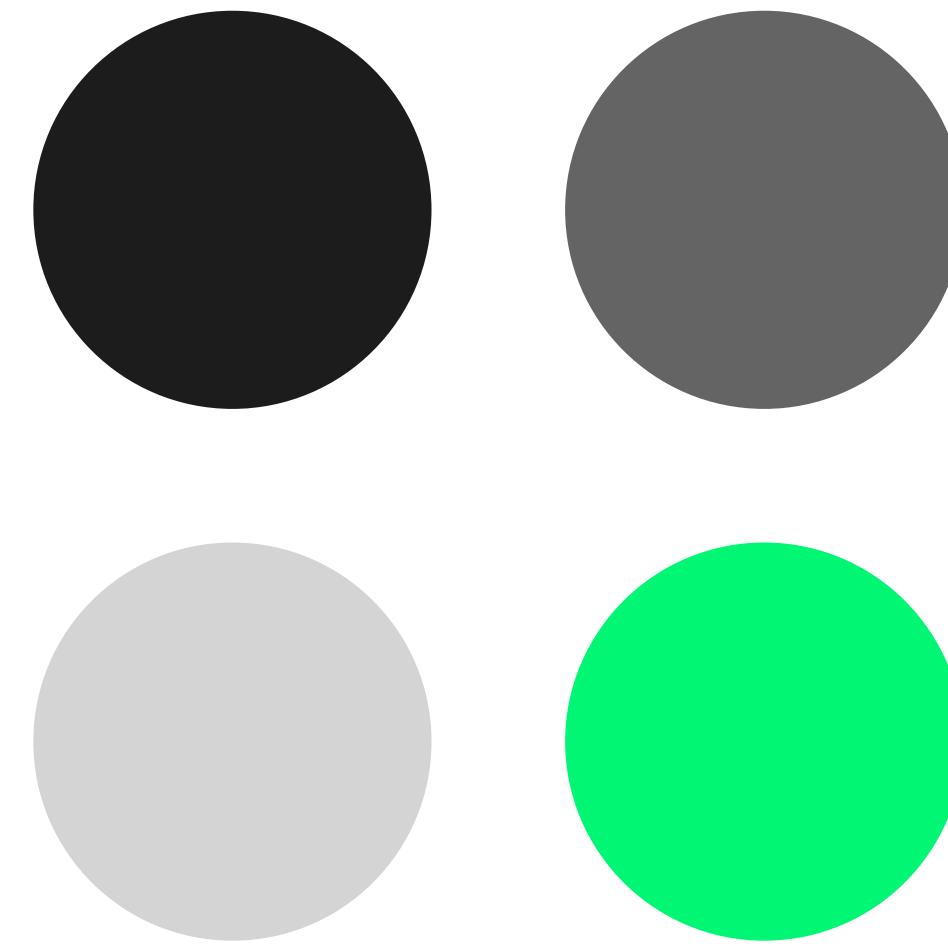


Results

DESIGN PHILOSOPHY

Bamai's design philosophy centres on "**Effortless Excellence**" - creating interfaces that feel intuitive while delivering sophisticated functionality. Every interaction should feel natural and empower users to achieve their goals without technical barriers.

VISUALS

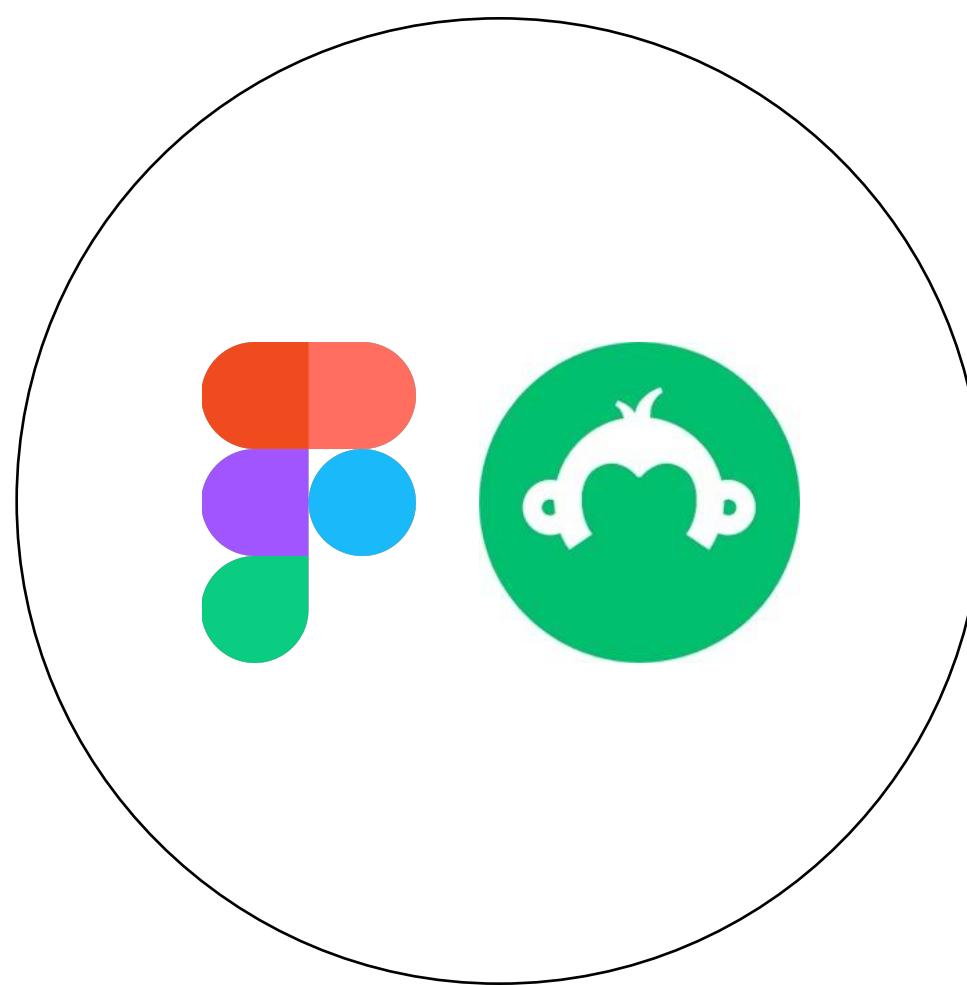


Cormorant

Designed by Christian Thalmann. Whereas disregard and contempt for human rights have resulted

TOOL REVOLUTION

In order to enhance the overall design quality, we will have introduced in new tools in the process.



One-click Linear Experience

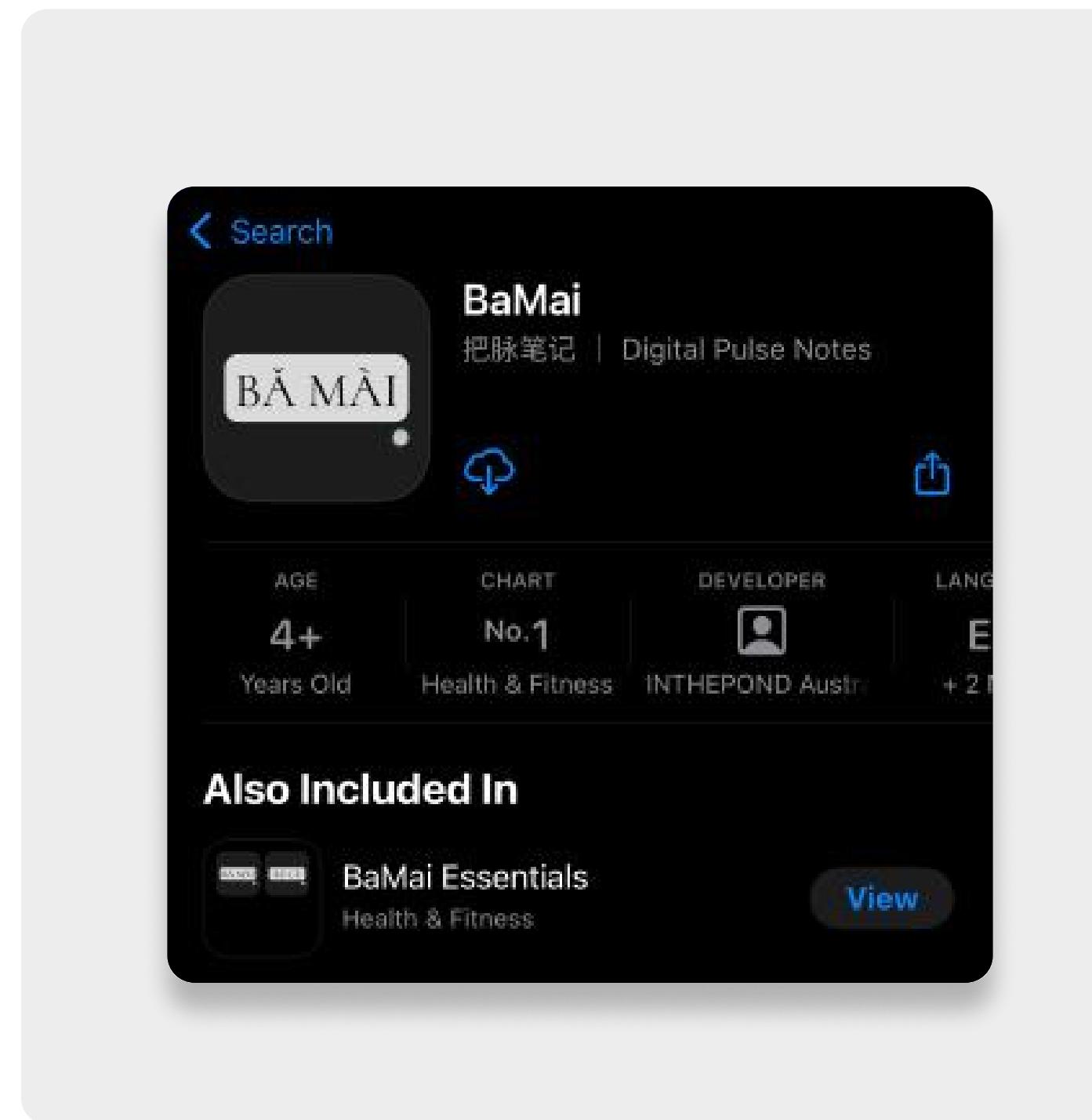
Diagnose state of wellbeing and mindfulness by **one click** on Apple Watch

Gain access to personalised recommendations and a smooth browsing experience by **one click** on iPhone



Ranking

The leading wellbeing app



Statistics

The firm recognition

MRR: 0.1k => **USD\$ 2k**

MAU: 0.8k => **5.5k**

Month Active Session: 0.3k => **3.8K**

App Store Impression: **897k**

Appearance

The linear experience



Next

ACCESSIBILITY

Gesture Control

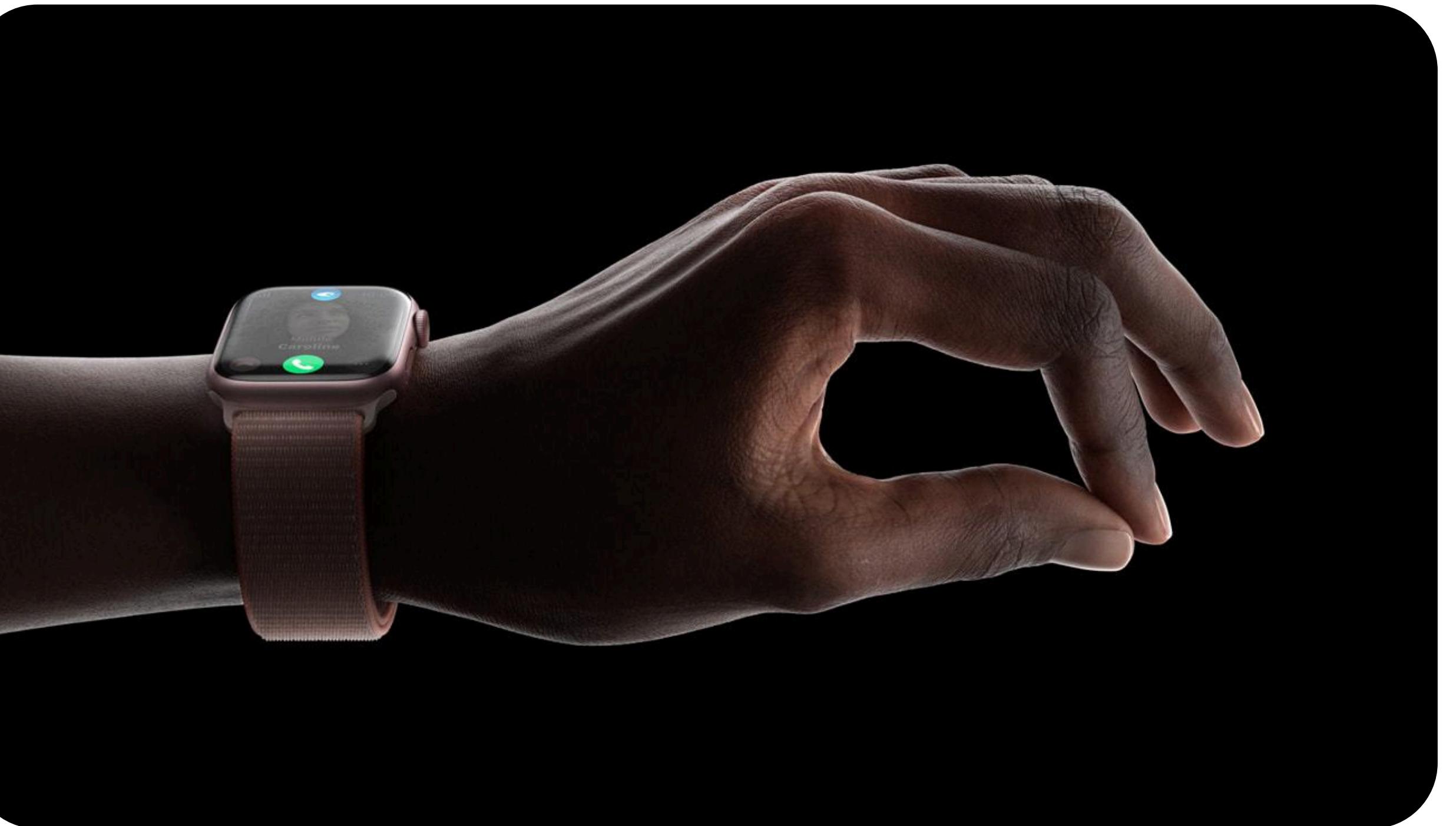
Diagnose state of wellbeing and mindfulness by Gesture Control on Apple Watch.

Voice Control

Establish Shortcut for Voice Control

Periodic Check

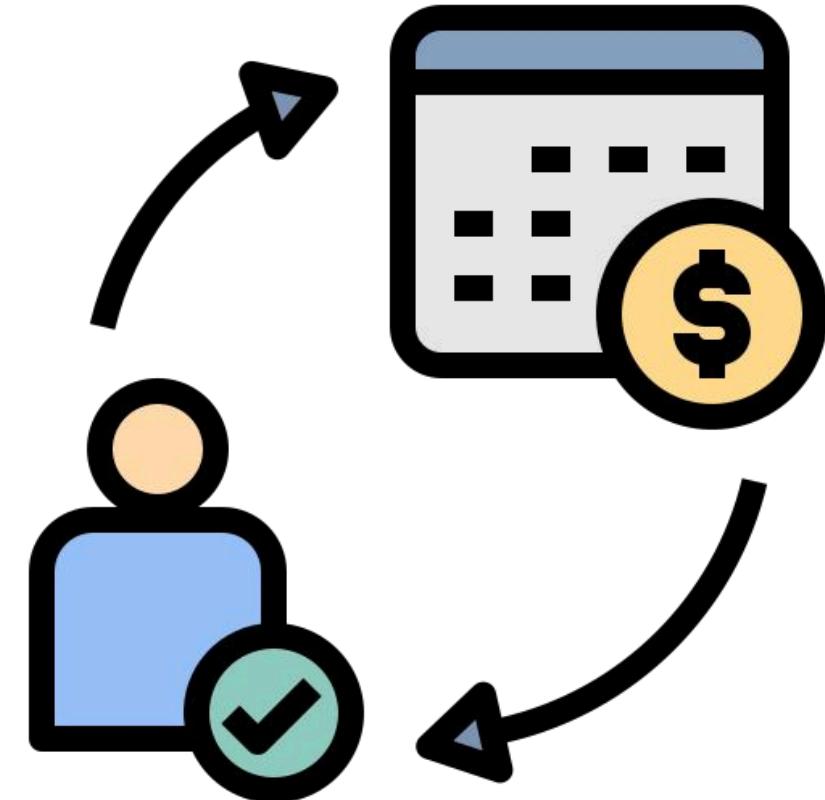
Enable automatically diagnosis



SUSTAINABILITY

Business Model

A freemium or tiered subscription model is the most effective way to ensure a consistent revenue stream.



Community

Create a safe space for users to share their experiences and support each other. This builds loyalty and reduces churn.



Gamification

Implement streaks for consistent "Pulse Note" recordings, badges for reaching wellness milestones, and challenges. This encourages daily engagement and makes the app more "sticky."

