Monster Teeth

Research

Jan, 2021

Research

Understanding user needs and habits accross two countries.

We surveyed 40 parents in Spain and Australia to understand how they manage dental hygiene. Our mixed-method approach included questionnaires, expert research, and use testing with fidelity flows.

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Background

Monster Teeth was born during the pandemic as a personal initiative to address an everyday problem in families with young children: the difficulty of maintaining good oral hygiene habits. Together with a former primary school teacher, we designed an educational and fun app that would motivate young children to brush their teeth, while also providing useful information for parents.

Although it was our first UX/UI design project, we took advantage of this opportunity to conduct research with real users, explore visual components, and iterate based on feedback, learning in a practical and collaborative way.

Objectives

Point 01

Create a fun, accessible, and motivating experience for children aged 3 to 10 to adopt oral hygiene routines.

Point 02

Design an interactive narrative with characters that guide and reinforce the habit of brushing.

Point 03

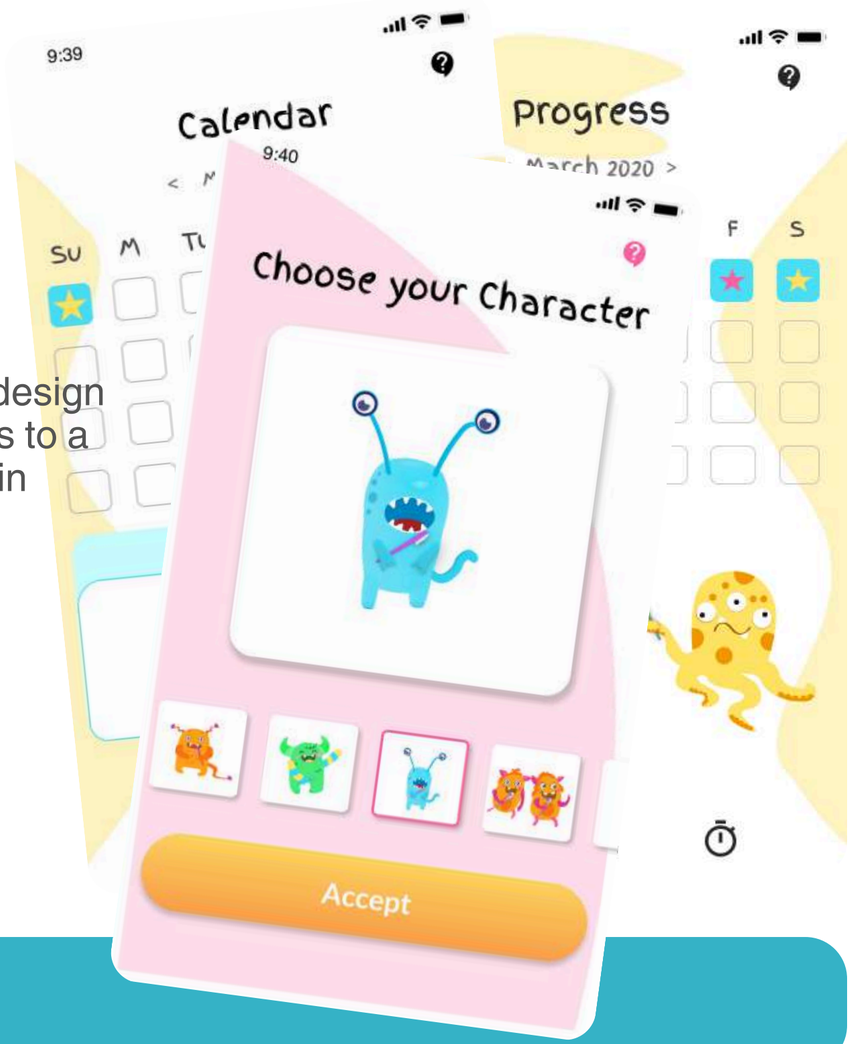
Offer educational content and useful tools for families, such as reminders and oral health tips.

Point 04

Use basic UX research techniques to define real needs and validate design decisions.

Point 05

Explore a complete design flow: from wireframes to a navigable prototype in Figma.



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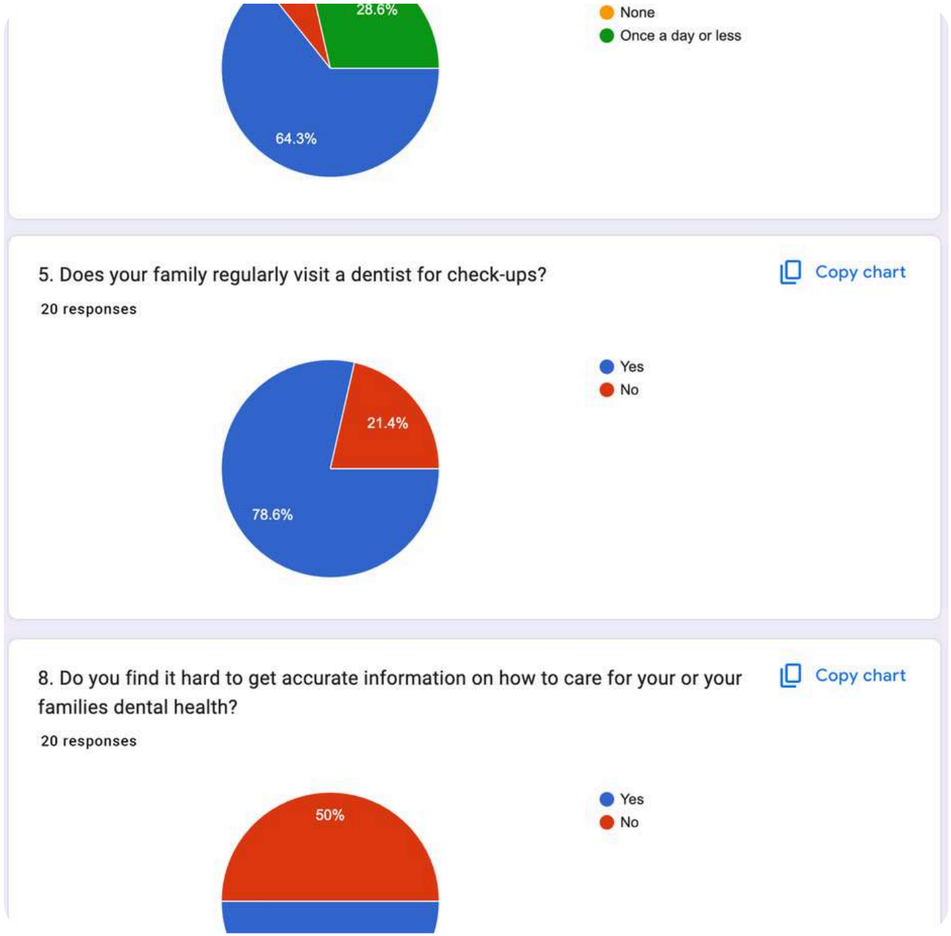
User Research



To better understand children's dental hygiene habits, challenges, and expectations, we conducted a survey with 40 parents and caregivers in Spain and Australia.

Key insights:

- 100% considered educational content essential
- 62% valued interactivity as a motivating factor
- 73% said they would use a dental app to help their children
- The most relevant age group was 5–10 years, followed by 0–4 years

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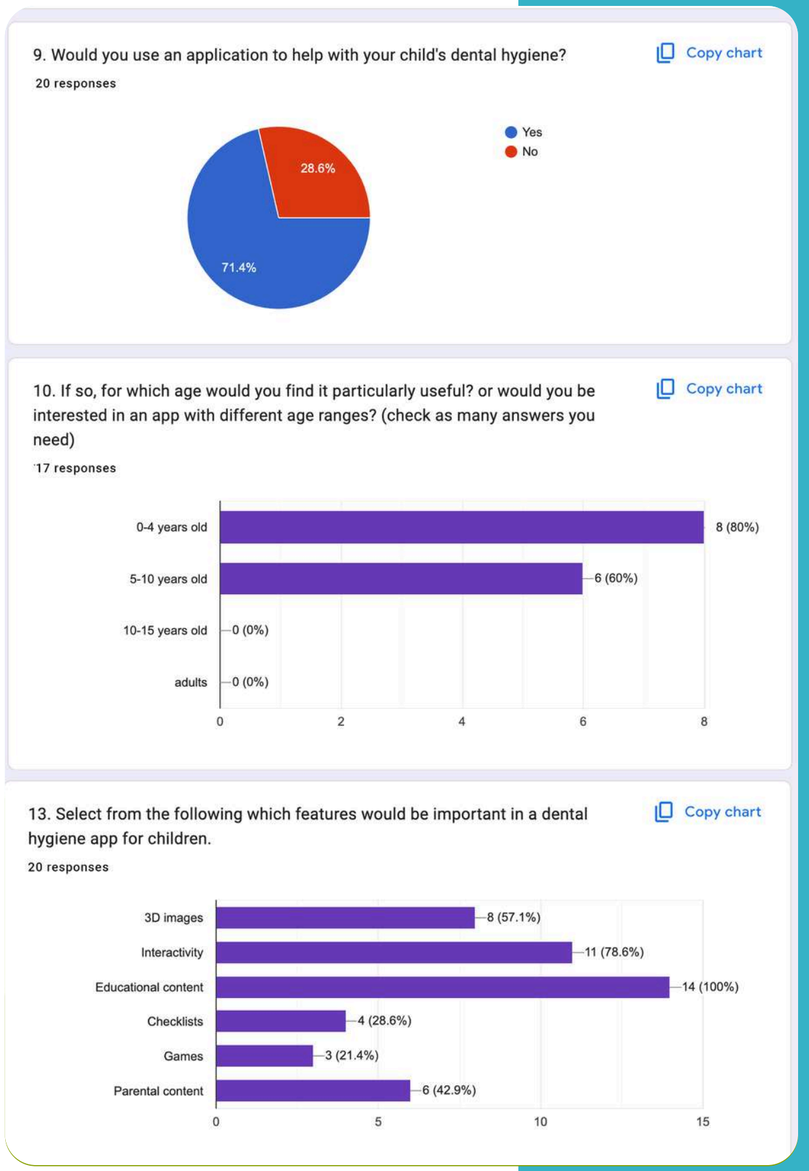
User Research

We also identified top content needs:

- Fun explanations of brushing techniques
- Interactive storytelling and short videos
- Reward systems and progress tracking
- Dedicated content for parents and caregivers

This research was fundamental in shaping the app’s features, tone, and narrative design



Research Questions

User Research Questionnaire - Dental Hygiene App

The purpose of this questionnaire is to gain an understanding of the user, their needs and their experiences regarding dental hygiene for children. The responses will be used to design an application to improve dental hygiene for children. It should take about 10 minutes to complete.

1. What is your age bracket?
   - ○ 20-30
   - ○ 30-40
   - ○ 40+

2. Do you have children? Or grandchildren, family members, children you take responsibility for or care for often?
   - ○ Yes
   - ○ No

3. What age bracket is your child? (or child you take care of) (check as many answers you need)
   - ☐ 0-1 year
   - ☐ 1-3 years
   - ☐ 3-5 years
   - ☐ Over the age of 5

4. How many times during the day do your children brush their teeth? (or gums, for those who don't have teeth yet)
   - ○ Twice a day or more
   - ○ Once a day
   - ○ None

5. Does your family regularly visit a dentist for check-ups?
   - ○ Yes
   - ○ No

6. Have you ever used an application (app) for your health or your families health? If yes please give details.

   Long answer text

7. What concerns do you have with your or your families dental health?

   Long answer text

8. Do you find it hard to get accurate information on how to care for your or your families dental health?
   - ○ Yes
   - ○ No

9. Would you use an application to help with your child's dental hygiene?
   - ○ Yes
   - ○ No

10. If so, for which age would you find it particularly useful? or would you be interested in an app with different age ranges? (check as many answers you need)
    - ☐ 0-4 years old
    - ☐ 5-10 years old
    - ☐ 10-15 years old
    - ☐ adults

11. What information would help you and your family improve dental health?

    Long answer text

12. If you were to use an app to help your children manage their dental health what features should it have?

    Long answer text

13. Select from the following which features would be important in a dental hygiene app for children.
    - ☐ 3D images
    - ☐ Interactivity
    - ☐ Educational content
    - ☐ Checklists
    - ☐ Games
    - ☐ Parental content

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Competitor Analysis

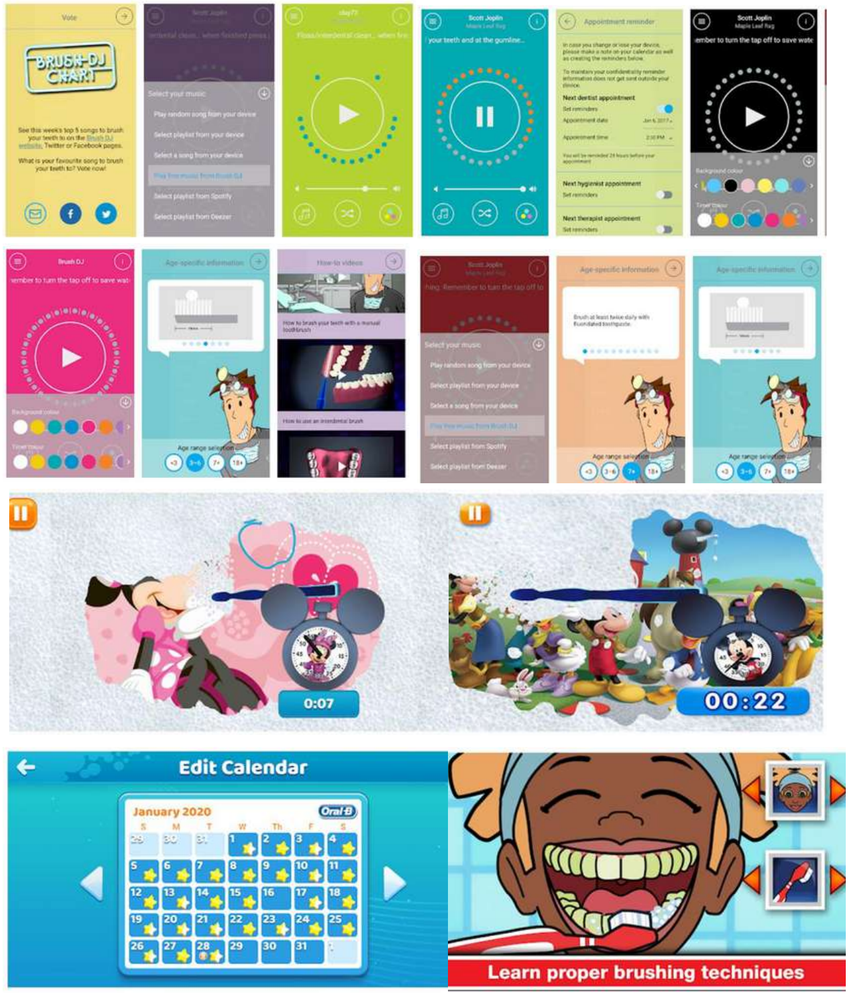
We analyzed three existing dental hygiene apps to identify **strengths, weaknesses,** and design gaps:

1. **Disney Magic Timer** (Oral-B)
- ☺ Familiar characters, visual reward system
- ☹ Bugs and poor navigation experience

2. **My Bright Smile** (Colgate)
- ☺ Simple educational games
- ☹ Stability issues and limited engagement

3. **Brush DJ**
- ☺ Music timer, good for older kids
- ☹ Little interactivity, no habit tracking

None of these apps provided a **holistic experience** that combines **education, gamification, and parental engagement**. This helped us define a clearer **value proposition for Monster Teeth**.



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Design process

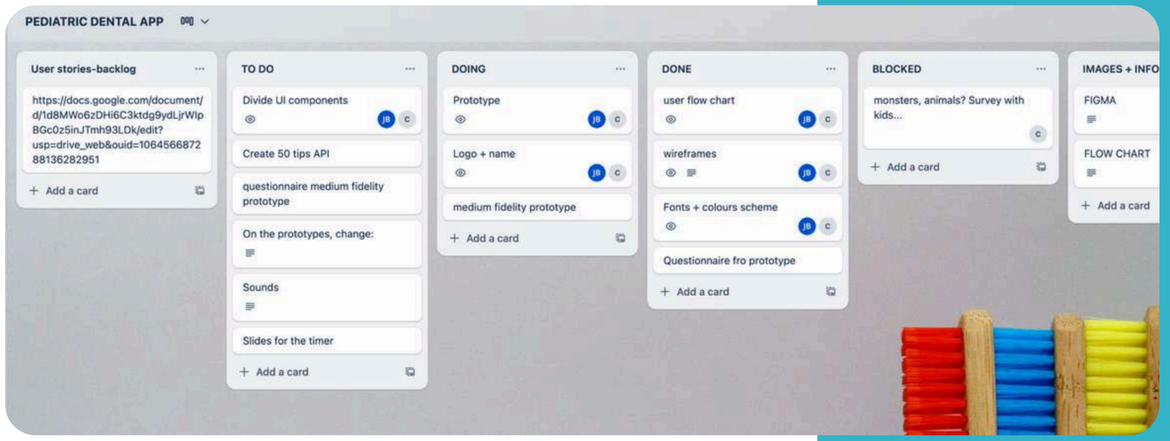
We designed Monster Teeth using a **collaborative and iterative** approach.

We began by identifying **user needs** through surveys and interviews with parents.

We then brainstormed ideas and **structured** the content into user **flows** and **key sections:**

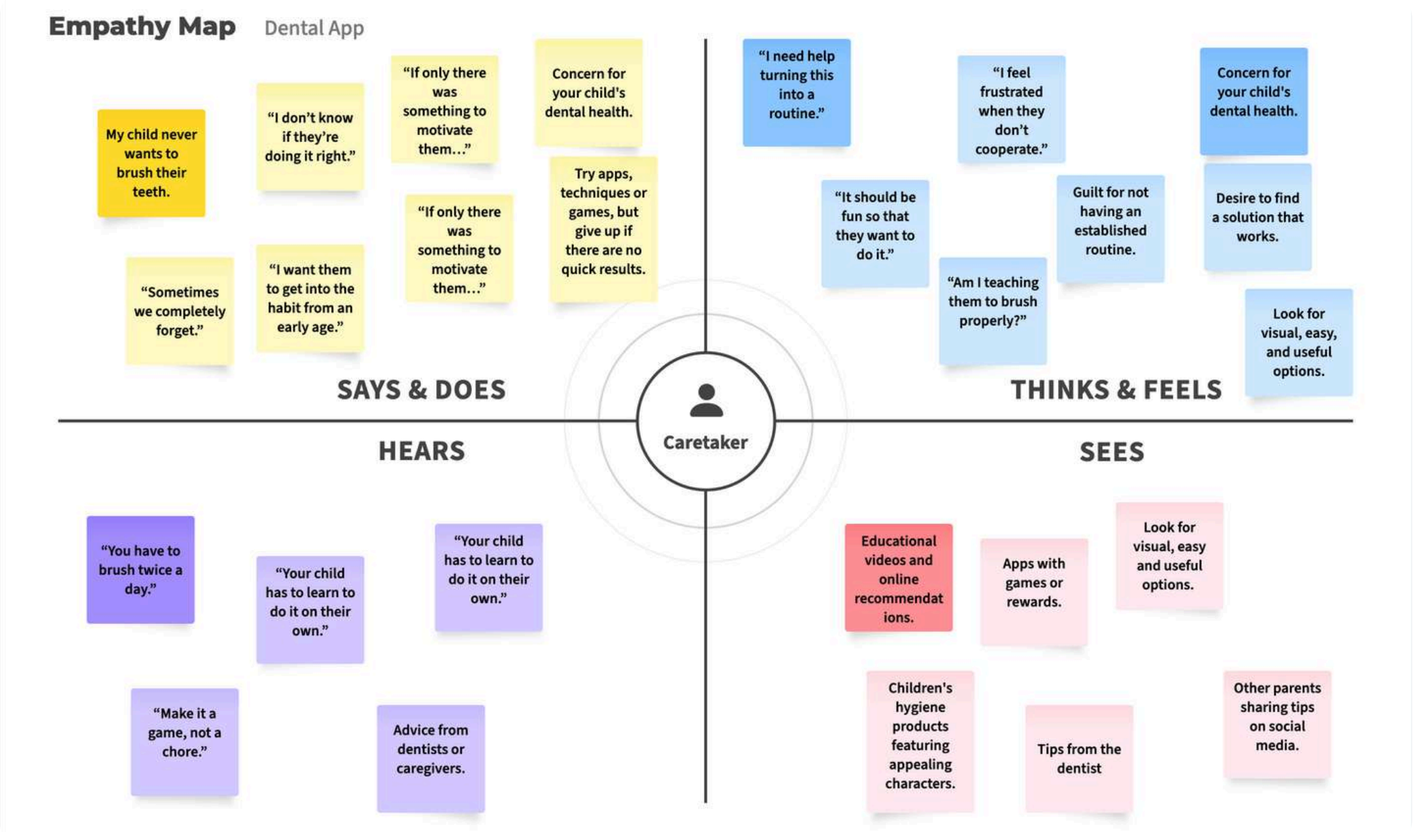
- Narrative introduction with monster characters
- Brushing timer with visual guidance
- Parental zone with tips and routines
- Reward and tracking system for brushing

Our visual approach emphasized playful UI elements, bright colors, and friendly illustrations. We also explored accessibility aspects like icon clarity, button sizes, and navigation simplicity for children.



We organized our tasks and iterations using Trello, keeping track of research, ideation, and UI development collaboratively.

Empathy map



Although the Monster Teeth app has a user-friendly and fun interface designed for children, the **main user and real decision-maker is the adult caregiver** (parent, guardian). This person is the one who:

- Detects the problem (lack of a proper dental hygiene routine).
- Actively seeks solutions (education, games, apps).
- Downloads, configures, and introduces the app to the child.
- Supervises its use, motivates, and accompanies the child in their daily routine.
- Receives informative content and advice to improve dental hygiene.

Therefore, the app has two types of users, but only one 'primary target audience': the adult who cares for the child.

The child is the secondary end user, but is fundamental to the success of the experience. Their motivation, commitment and enjoyment are key to:

- Establishing a successful routine.
- Maintaining the habit over time.
- Creating a positive experience associated with brushing.

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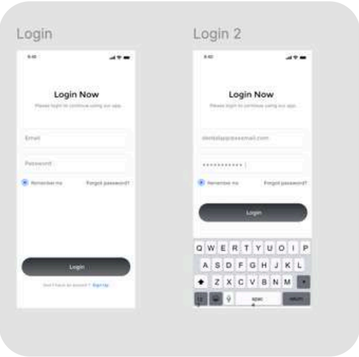
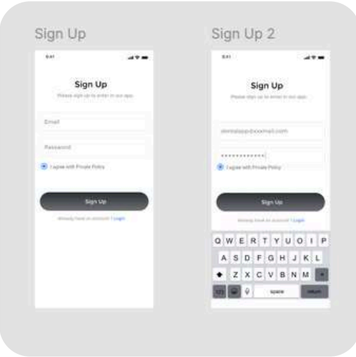
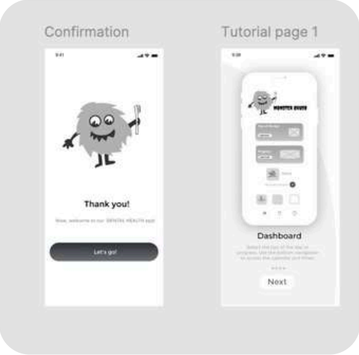
Wireframes





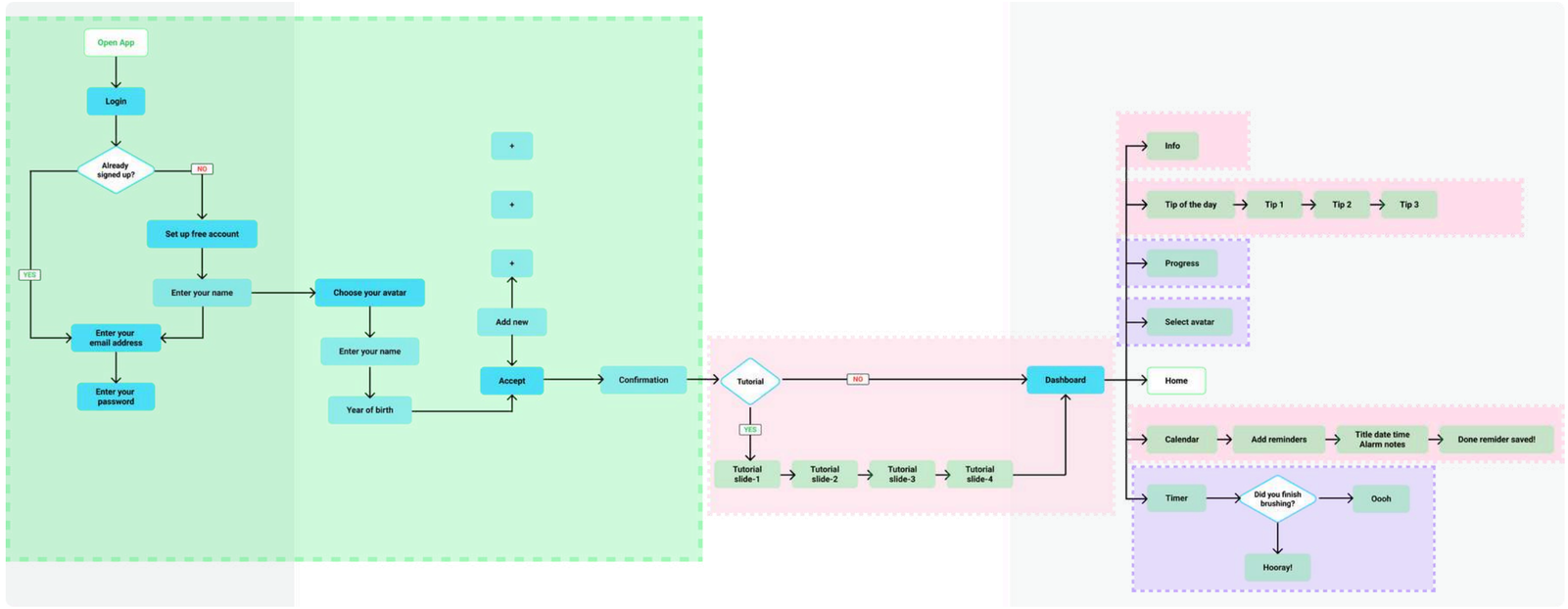


We created low-fidelity and mid-fidelity wireframes in Figma, testing basic flows such as:

- Sign-up/Login
- Landing page
- User dashboard
- Interactive brushing timer
- Story zone for kids
- Tips area for parents

These wireframes helped validate the content structure and navigation logic. We conducted informal tests with parents and iterated the layout based on feedback before adding final visuals and illustrations.

User flow



The user flow is designed to support a dual-user experience, combining independent actions by the adult with shared interactions involving the child.

Parents begin by setting up the profile, brushing routine, and reward system. They can also access educational tips and insights independently.

The child engages in brushing sessions, stories, and playful feedback together with the adult, reinforcing positive habits and transforming hygiene into a bonding moment.

This hybrid flow ensures that both users, parent and child, have clear roles, while supporting a joyful and collaborative daily ritual.

The assisted and playful experience of the child

The autonomous role of the adult as a guide and educator

Shared activities as part of bonding and daily routine

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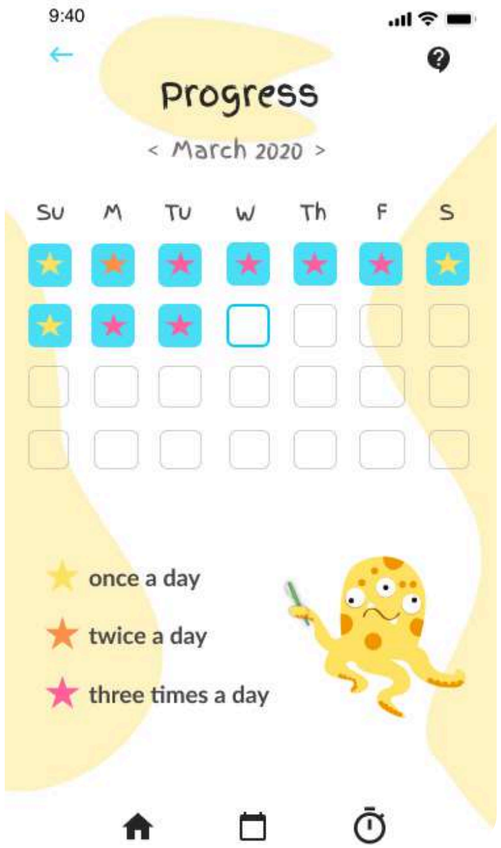
Feature Prioritization

Based on user insights and competitor analysis, we defined four **main functional pillars** for the Monster Teeth app:

Visual storytelling and **gamification**
→ Friendly monsters, interactive stories, playful navigation
Interactive brushing timer with rewards
→ Builds daily habits in a fun and guided way
Educational content for families
→ Clear explanations, visuals, and tips for parents
Brushing calendar and progress tracking
→ Encourages consistency and accountability

These pillars guided the app's core navigation and UI design decisions.



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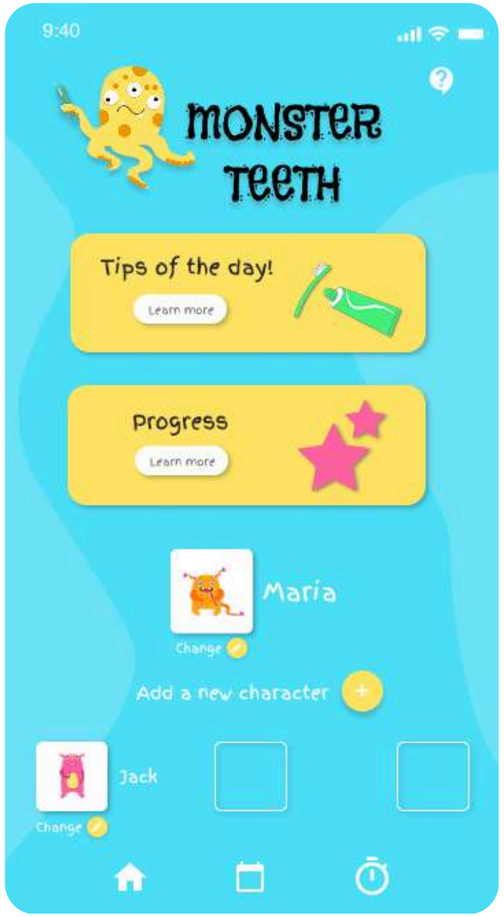
Feature Prioritization



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Takeways

Although the MVP wasn’t completed, this project sparked our passion for UX/UI design. We learned to manage uncertainty, apply real user feedback, and translate playful concepts into tangible interfaces. It also taught us how impactful design can be when aligned with purpose, like helping kids build healthy habits.