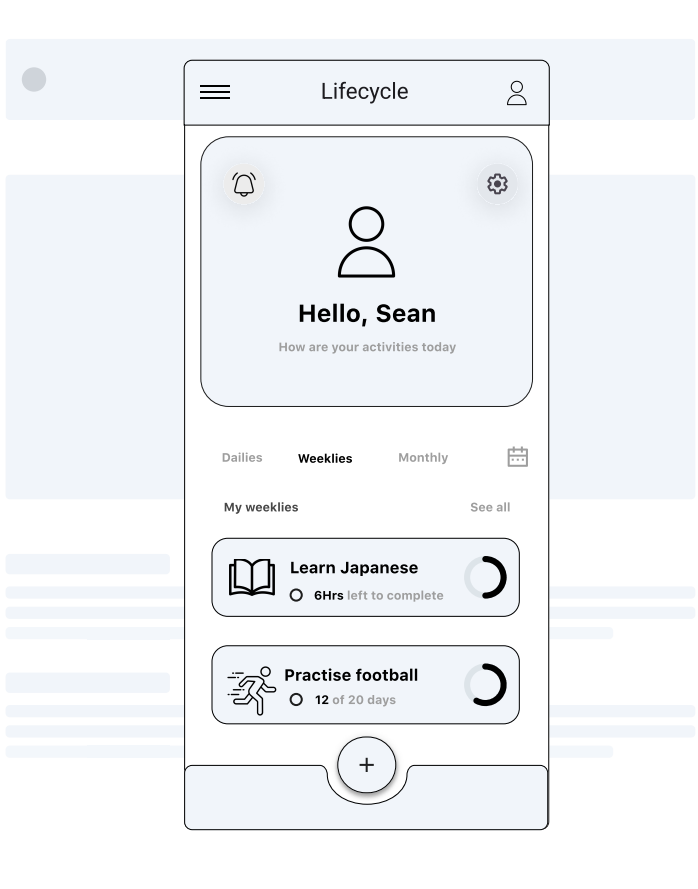
A Habit Tracking app

Lifecycle

Case Study on Habit Tracker designed with Nir Eyal's "Hooked" model to incorporate Habit forming activities.

UI/UX Case Study


Lifecycle
Hello, Sean
How are your activities today
Dailies
Weeklies
Monthly
My weeklies
See all
Learn Japanese
6Hrs left to complete
Practise football
12 of 20 days

Problem Statement

This app is designed effectively based on Hooked concept to eliminate the experience that people face in real life like, I was too busy right at that moment, so i bookmarked it for the later. But later never comes", "I was looking for an inspiration, but didn't have the energy to actually implement it" ," I planned to do it, but never actually made the time".

The design process of this app involved various ideas brainstormed together with our team who played an integral part of User Research activities intended to make sure the app brings a meaningful experience in changing people's lifestyle.

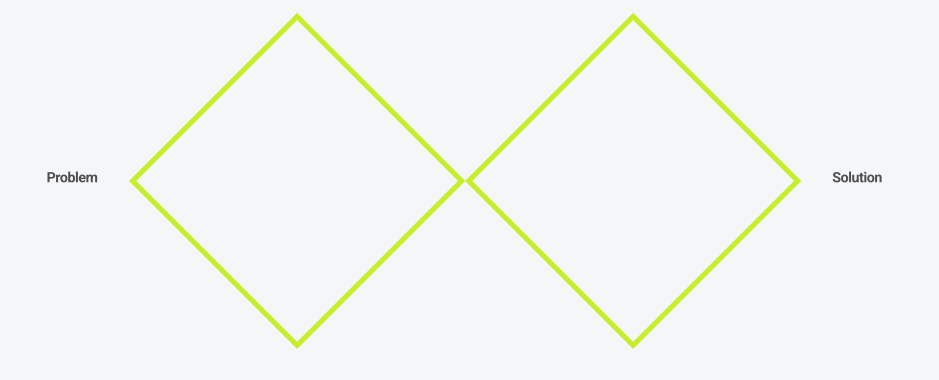
Methodology	My Role
00 Discover	01 User Research
01 Define	02 User Persona
02 Ideate	03 Information Architecture
03 Design	04 Wireframes
04 Prototype	05 Visual Design
05 Test	05 Usability Testing

00

Discover

Design Process

We used the double diamond process as it's a human-centered method in order to understand the user's needs and come up with solutions that cater to their unique behaviours and habits. It will help in delivering an app that will be user-friendly, easy to use and will have a positive impact on users.


Problem
Solution

Discover

The first diamond helps people understand, rather than simply assume, what the problems are. It involves speaking to and spending time with people who are affected by the issues.

Define

The insight gathered from the discovery phase helped define the problem in a different way and identify opportunities.

Develop

The second diamond encourages people to give different answers to the clearly defined problem, seeking inspiration from elsewhere and co-designing with a range of different people.

Deliver

Delivery involves testing out different solutions at small-scale, rejecting those that will not work and improving the ones that will.

Design Strategy

Target audience

Executive Intent

MVP

Executive Intent

The executive intent of the habit forming application is to improve the well-being and productivity of users by helping them establish and maintain positive habits.

- App helps users improve well-being and productivity
- App creates and maintains positive habits
- App uses rewards and reinforcement to motivate and engage users
- App focuses on habits that promote health and efficiency
- App's ultimate goal is to enhance quality of life for users

MVP

- One app for tracking all activities
- Rewards which can be redeemed to buy tickets for movies or buy things in real life
- Have conversations with friends to stay on track.
- Take group challenges to be competitive

Competitive analysis

We conducted a competitor analysis for habit-tracking apps that involved researching and evaluating the features and functionality of similar apps in the market such as Habitshare, Habitbull, Habitica & Stickk.

Target Audience

Millennials & Gen Z born between (1990 to 1999)

Competitor Test	Competitor 1	Competitor 2	Competitor 3	Competitor 4
Features	Habitica	Stickk	Habitshare	Habitbull
Cross platform	✓	✓	✕	✕
Graphical anaysis	✕	✕	✓	✓
Communities	✓	✓	✕	✕
Rewards/ Achievements	✓	✓	✕	✕
Motivation	✕	✕	✓	✕
Bets	✕	✓	✕	✕
Challenges	✓	✓	✕	✕

02

Define

Quantitative analysis

Qualitative Analysis

User Persona

User Journey Mapping

The goal of this research is to understand the habits, motivations, and pain points of the target users in order to understand the requirements for the design and development of the app. We recruited a sample of participants which include individuals of different ages, genders, and backgrounds who have expressed interest in using a habit-tracking app.

Quantative Research

Google forms were used to conduct Quantitative research with the target audience aged between 26 years to 33 years from different backgrounds on both the genders and 64 responses were received.

Research Aims and Objectives

- To find the difficulties people have while trying to stay consistent in their habit.
- Factors that motivates a person to take up a habit.
- Expectations of a user from a habit tracking app.

Interview Responses

Key Insights

As per the survey conducted, for instance we found out key insights presented below and it helped us map out necessary features based on the responses recieved.

65.6%

As per the survey conducted, we found out key data such as **65.6%** users are interested to have challenges and rewards

77.8%

As per the survey conducted, we found out key data such as **77.8%** of potential users felt that rewards motivate them for completing their tasks.

68.9%

As per the survey conducted, we found out key data such as **68.9%** users felt getting notified/reminded or notified by the app for task completion.

76.6%

As per the survey conducted, we found out key data such as **76.6%** users felt the need of graphical representation of their activities for tracking them.

72.6%

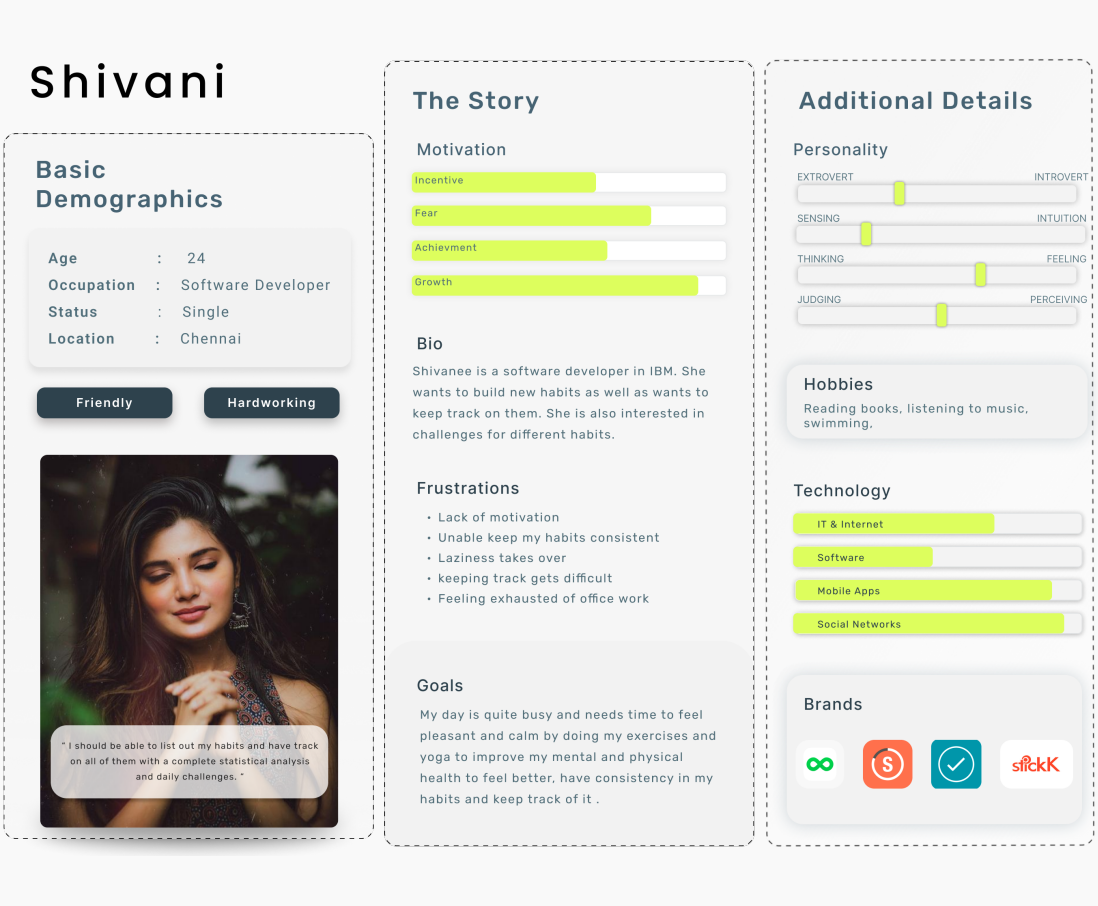
As per the survey conducted, we found out key data such as **72.6%** users felt they like to see achievements of fellow users to be posted within the app as success stories.

51.5%

As per the survey conducted, we found out key data such as **51.5%** users felt they do not have any idea about habit trackers.

User Persona

Using the insights gained from the research, We created a fictional representation of a typical user through affinity mapping to group various user needs & pain points received through User Interviews, complete with information about their demographics, habits, and pain points, as well as their goals and preferences based on which the app's design is carried out.



Shivani

Basic Demographics

Age : 24
Occupation : Software Developer
Status : Single
Location : Chennai

Friendly

Hardworking

" I should be able to list out my habits and have track on all of them with a complete statistical analysis and daily challenges. "

The Story

Motivation

Incentive
Fear
Achievment
Growth

Bio

Shivanee is a software developer in IBM. She wants to build new habits as well as wants to keep track on them. She is also interested in challenges for different habits.

Frustrations

- Lack of motivation
- Unable keep my habits consistent
- Laziness takes over
- keeping track gets difficult
- Feeling exhausted of office work

Goals

My day is quite busy and needs time to feel pleasant and calm by doing my exercises and yoga to improve my mental and physical health to feel better, have consistency in my habits and keep track of it .

Additional Details

Personality

EXTROVERT INTROVERT
SENSING INTUITION
THINKING FEELING
JUDGING PERCEIVING

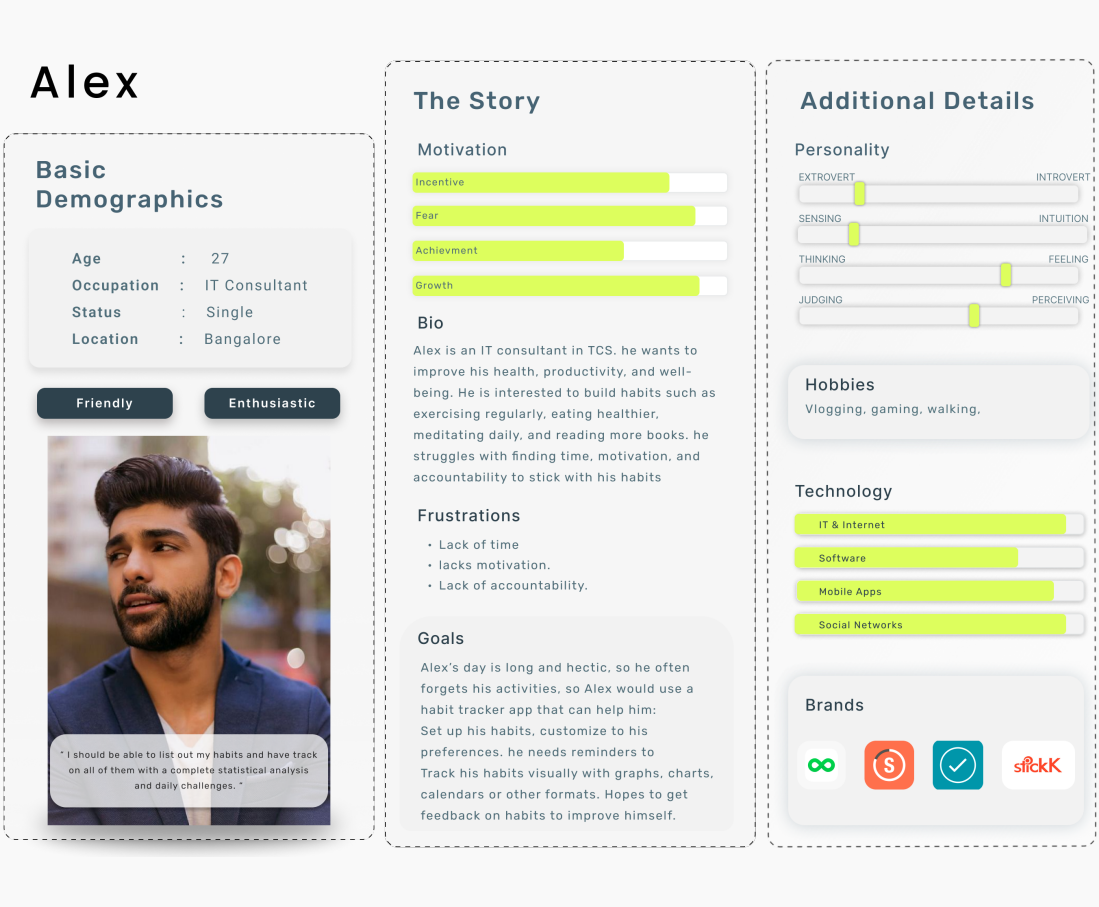
Hobbies

Reading books, listening to music, swimming.

Technology

IT & Internet
Software
Mobile Apps
Social Networks

Brands



Alex

Basic Demographics

Age : 27
Occupation : IT Consultant
Status : Single
Location : Bangalore

Friendly

Enthusiastic

" I should be able to list out my habits and have track on all of them with a complete statistical analysis and daily challenges. "

The Story

Motivation

Incentive
Fear
Achievment
Growth

Bio

Alex is an IT consultant in TCS. he wants to improve his health, productivity, and well-being. He is interested to build habits such as exercising regularly, eating healthier, meditating daily, and reading more books. he struggles with finding time, motivation, and accountability to stick with his habits

Frustrations

- Lack of time
- lacks motivation.
- Lack of accountability.

Goals

Alex's day is long and hectic, so he often forgets his activities, so Alex would use a habit tracker app that can help him:
Set up his habits, customize to his preferences. he needs reminders to
Track his habits visually with graphs, charts, calendars or other formats. Hopes to get feedback on habits to improve himself.

Additional Details

Personality

EXTROVERT INTROVERT
SENSING INTUITION
THINKING FEELING
JUDGING PERCEIVING

Hobbies

Vlogging, gaming, walking.

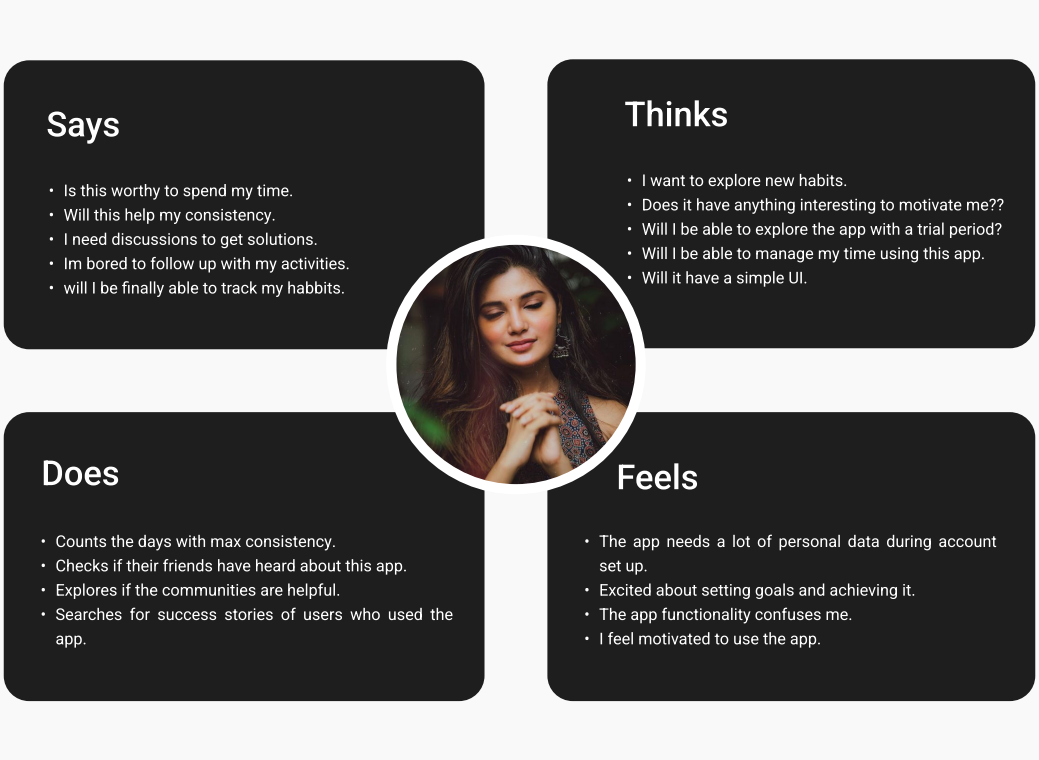
Technology

IT & Internet
Software
Mobile Apps
Social Networks

Brands

Empathy Mapping

We use empathy mapping to gain a deeper understanding of the user's perspective and emotions. We created a visual representation of the user's thoughts, feelings, needs, and behaviour using the information gathered from the research.



Says

- Is this worthy to spend my time.
- Will this help my consistency.
- I need discussions to get solutions.
- Im bored to follow up with my activities.
- will I be finally able to track my habbits.

Thinks

- I want to explore new habits.
- Does it have anything interesting to motivate me??
- Will I be able to explore the app with a trial period?
- Will I be able to manage my time using this app.
- Will it have a simple UI.

Does

- Counts the days with max consistency.
- Checks if their friends have heard about this app.
- Explores if the communities are helpful.
- Searches for success stories of users who used the app.

Feels

- The app needs a lot of personal data during account set up.
- Excited about setting goals and achieving it.
- The app functionality confuses me.
- I feel motivated to use the app.

03

Ideate

User Journey Map

User Flow

Information Architecture

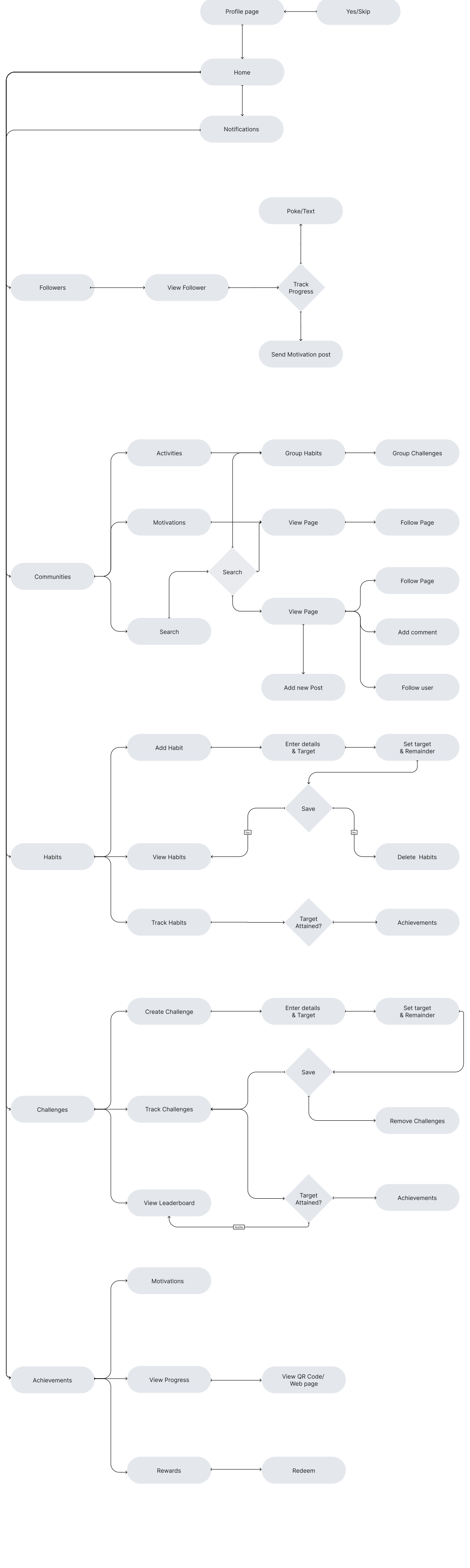
User Journey Mapping

We created a visual representation of the user's journey, from their initial awareness of the app to their post-use experience, using the information gathered from the research. In addition, We mapped out post-use experiences, such as feelings of accomplishment and satisfaction when the user succeeds in sticking to the habits, and the thoughts on how the app has helped to be more productive and organised in their personal and professional life.

Actions	Entice	Entry	Engage	Exit	Post Exit
Task List	• I'm feeling lost with my activities to be done for the day which takes a toll on my health • I have no motivation to do and keep consistent with my habits as i am tired all day working without planning. • I need an app to keep track of my activities and follow them, hoping this app gives me commitment.	• Friend shares the appstore or playstore link to download the app. • Finds the login process to be simple. • Finds friends from contacts in the app,	• It would be better if I could export my habit analysis into a sharable format to consult with a doctor or expert suggestion. • Tried to complete my task and got points as rewards to make me grow completing my activities. • Tracks the progress with their friend.	• I love collecting in app points for completing my achievement as it helps to get tokens to purchase things in real life. • Received interesting ideas from the community section related to improving my consistency which I would like to try it later.	• Wishes to share success story with other people who are finding it difficult to follow a habit and rates the app. • Can I get discount on my next month subscription. • Sharing this app to my friends via invite link.
Feeling	😔	🙂	😡	🙂	🙂
Goals & Opportunities	• App Recommends activities to keep active. • App provides motivation quotes. • Provides Tracking features to stay motivated and follow activities, can get PDF copy of activities.	• Simple Login process using Google or Apple ID. • Post Login users can give access to contacts to know if their friends are there. • Users can invite friends from contact list.	• Can take new habits challenges & Bets, • Track all activities in a detailed way. • Communities have users who can guide incase of feeling lost while taking up activities. • Can view/download activities in PDF format for easy sharing	• **The app allows the users to track activities through graphs and charts to view their growth effectively.** • After earning the points user can redeem vouchers by spending the same in app points. • **Users can always get support from Communities.**	• Users can earn in app points for inviting their friends. • Users get a discount on subscription for next months. • Users can earn in app points for inviting your friends.

User Flow

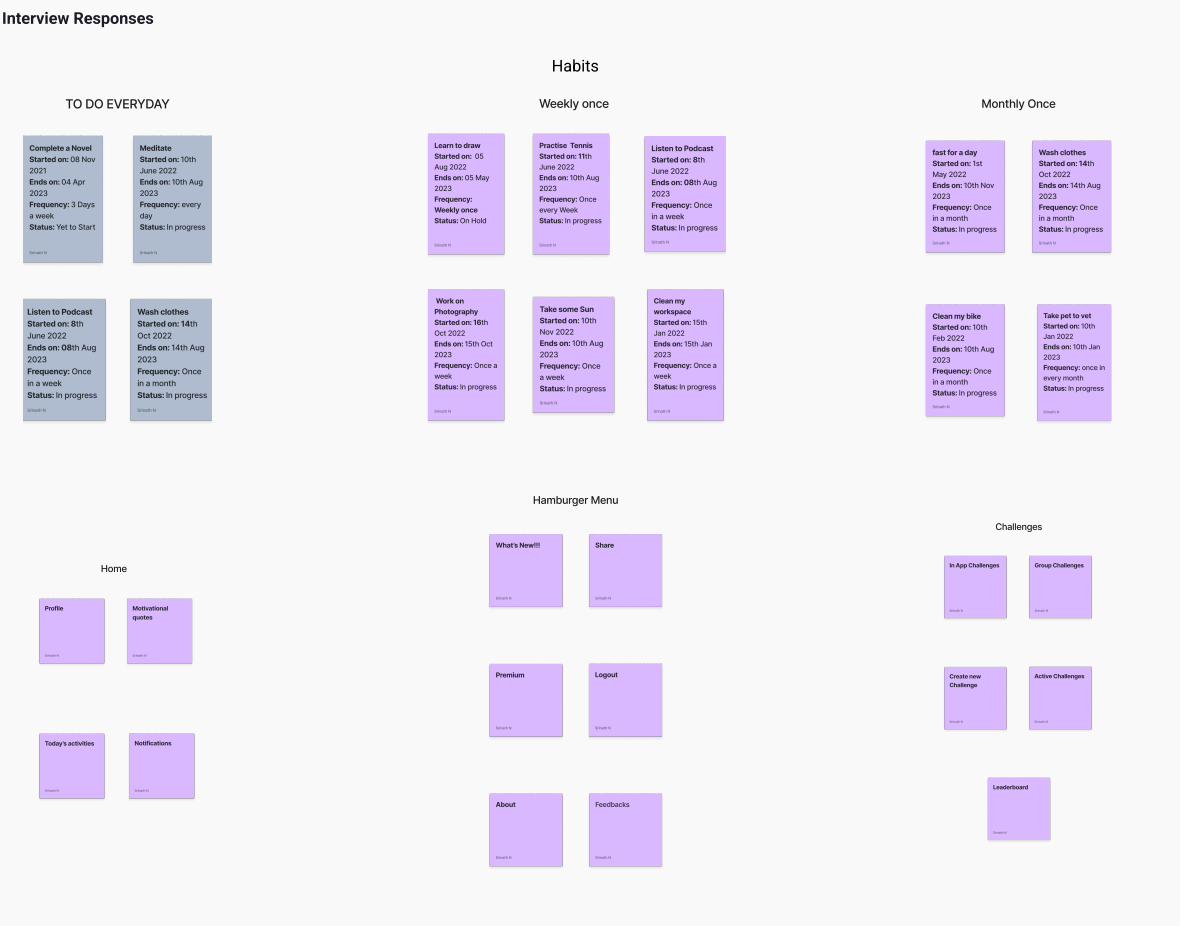
The User flow for the Habit Tracker application based on which the Low fidelity and High Fidelity wireframes were created which helped us create the final version of our application.


Start
Sign up
Failed
Retry
Profile page
Home
Notifications
Followers
View Followers
Activities
Motivations
Search
Communities
Habits
Track Habits
Target Attained?
Achievements
Create Challenge
Enter details & Target
Set target & Remainder
Save
Challenges
Track Challenges
Remove Challenges
View Leaderboard
Target Attained?
Achievements
Motivations
Achievements
View Progress
View QR Code/ Web page
Rewards
Redeem

Card Sorting

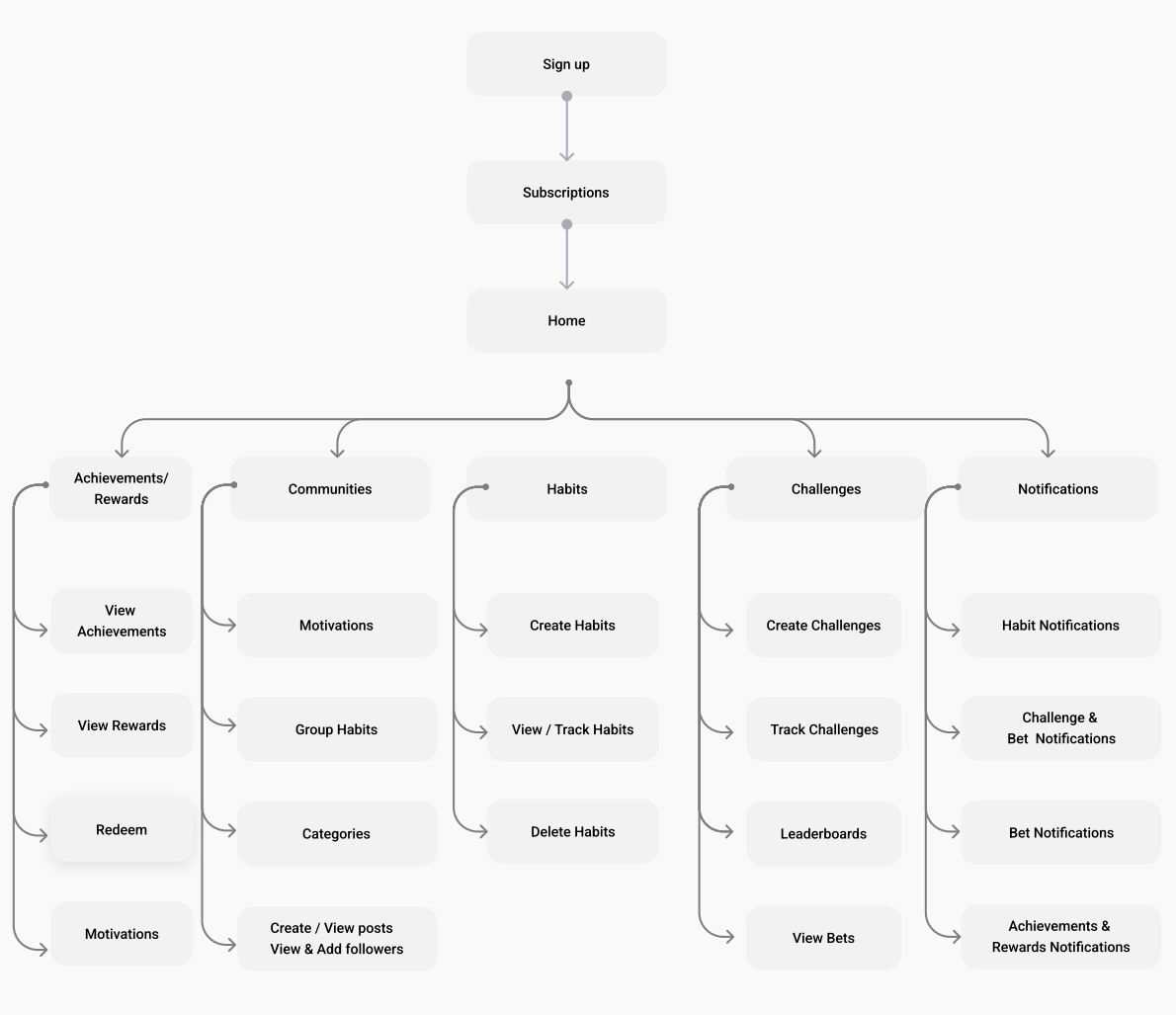
We carried out open type card sorting from 3 users where the users were asked to categorize each menu of the app and label them to their choice. Some of the cards sorted by the users are shared below for reference.

Interview Responses


Habits
TO DO EVERYDAY
Weekly once
Monthly Once
Complete a Novel
Meditate
Listen to Podcast
Wash clothes
Learn to draw
Practice Tennis
Listen to Podcast
Work on Photography
Take some Sun
Clean my workspace
Wash clothes
Clean my bike
Take pet to vet
Home
Profile
Motivational quotes
Today's activities
Notifications
Hamburger Menu
What's New!!!
Share
Premium
Logout
About
Feedbacks
Challenges
In App Challenges
Group Challenges
Create new Challenge
Active Challenges
Leaderboard

Information Architecture

We carried out open type card sorting from 3 users to complete Information Architecture where we categorized and organized various sections of the application to have user friendly experience.


Sign up
Subscriptions
Home
Achievements/ Rewards
View Achievements
View Rewards
Redeem
Motivations
Communities
Motivations
Group Habits
Categories
Create / View posts View & Add followers
Habits
Create Habits
View / Track Habits
Delete Habits
Challenges
Create Challenges
Track Challenges
Leaderboards
View Bets
Notifications
Habit Notifications
Challenge & Bet Notifications
Bet Notifications
Achievements & Rewards Notifications

04

Design

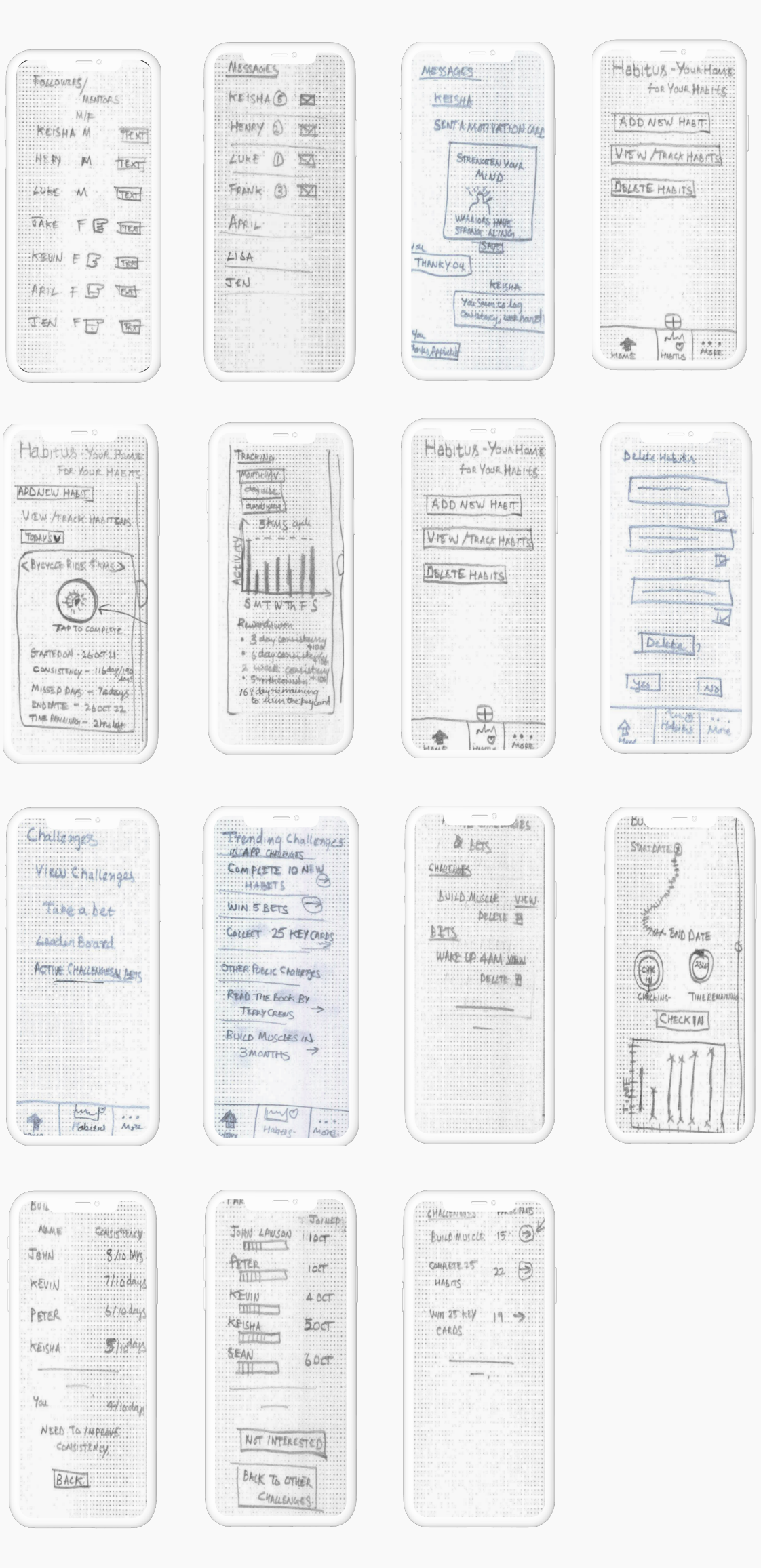
Lo Fidelity Wireframes

High Fidelity Wireframes

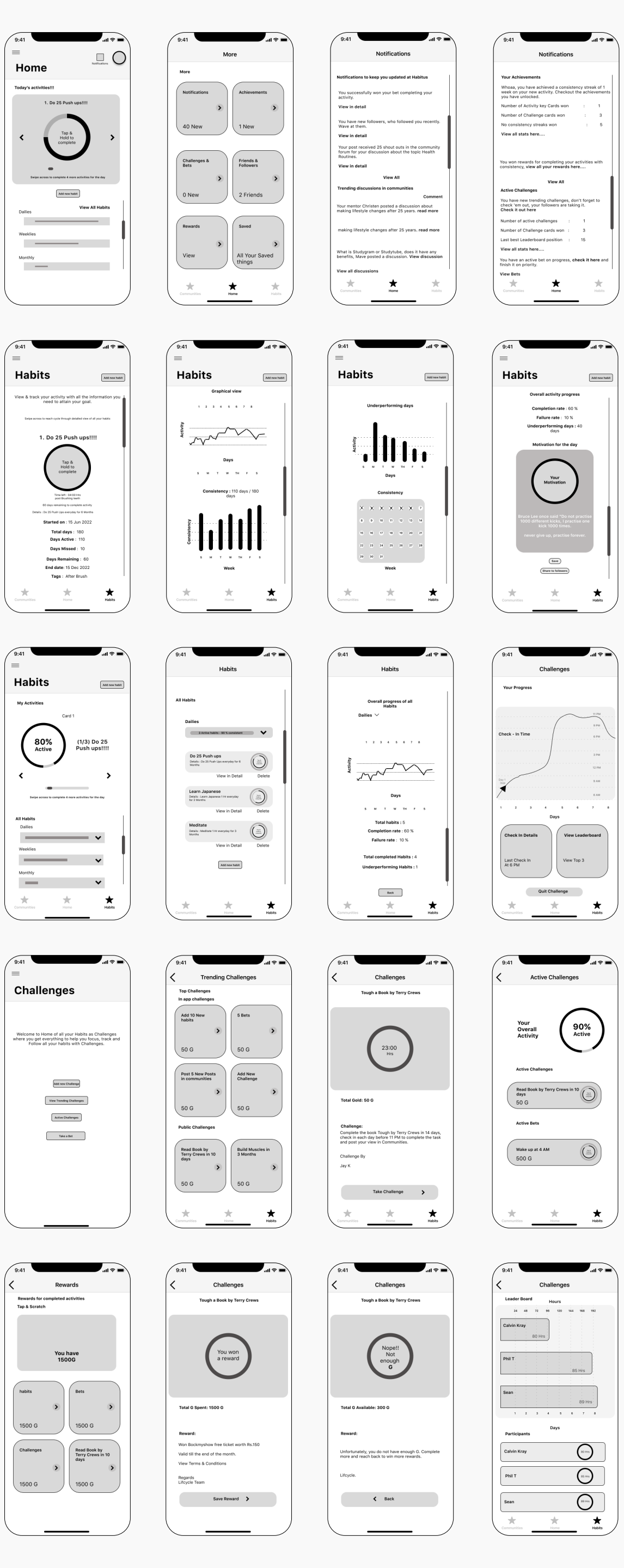
Visual Design

Wireframes

We created a paper wireframe to sketch the various sections of the app based on the user flow. Post creating of Lo-Fi wireframes we created a High Fidelity wireframes based on which the visual design of the app was carried out. We created a style guide for the app by selecting the color, type phase, various icons and images used in the visual design of the app.



Hi Fidelity Wireframes

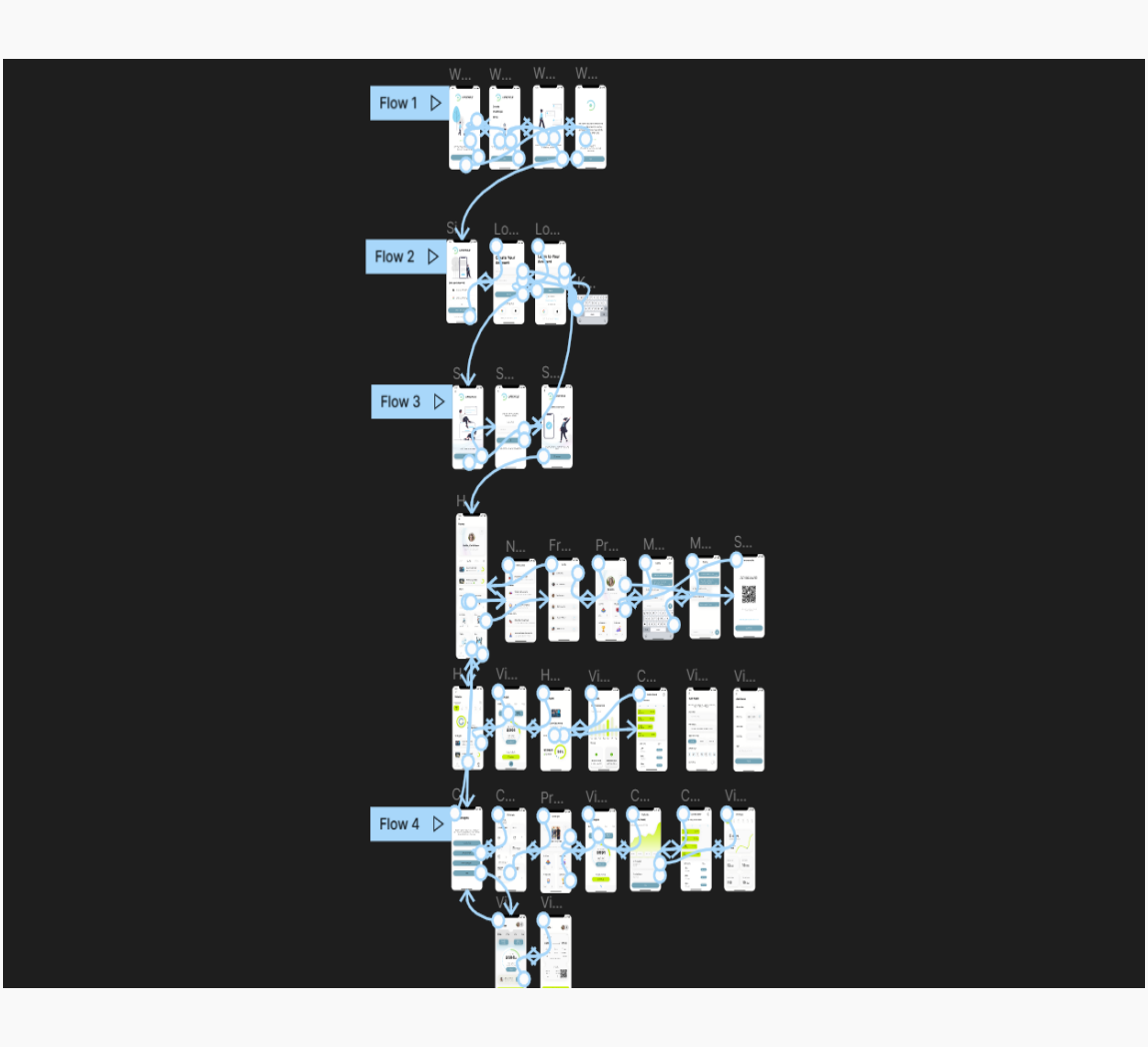

Home
More
Notifications
Notifications
Habits
Habits
Habits
Habits
Habits
Habits
Habits
Challenges
Challenges
Trending Challenges
Challenges
Active Challenges
Rewards
Challenges
Challenges
Challenges

05

Prototype

Prototype

After visual design, all the screens are connected as per the task flow and is shared to the users later for usability testing.


Flow 1
Flow 2
Flow 3
Flow 4

06

Test

Learning Outcomes

After usability testing, one of the users pointed out to reduce the flow of challenge section and the initial colour palette looked dull. We optimised the flow of challenge section with adequate tracking information and changed the colour palette to something refreshing. I understood the importance of testing the app with real users to ensure its usability and effectiveness which included understanding how to conduct usability testing, how to analyse and interpret the results, and how to use the feedback to make improvements to the app's design. Additionally, I learn about user-centered design principles and the importance of gathering user feedback throughout the design process. I further look at improvising and optimising the app and I'm grateful for the learning during the process.

Thank you for watching