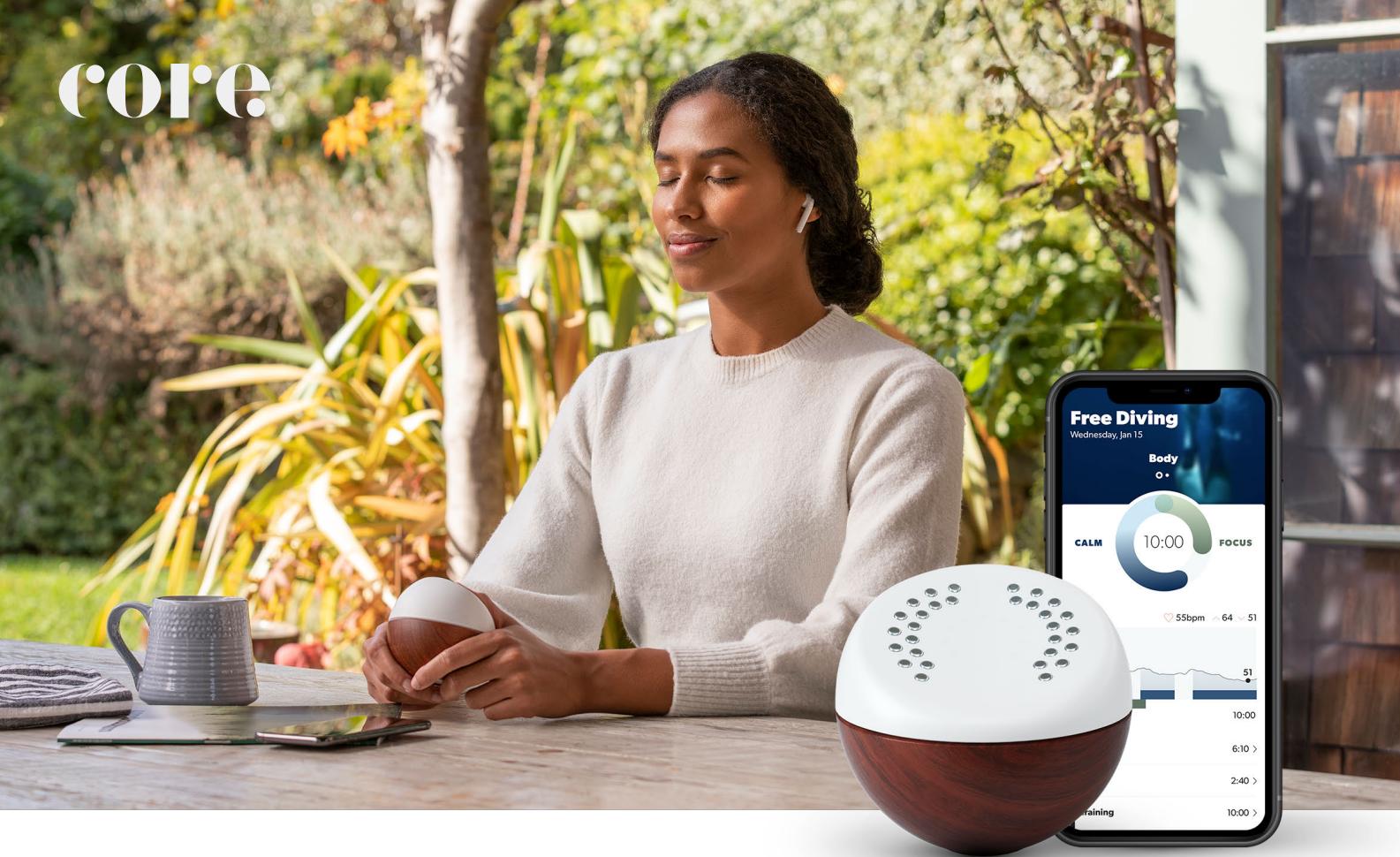


core



Core Meditation Design Cases Study

1

**post -
meditation
iteration
design**

2

**visual
system
design**

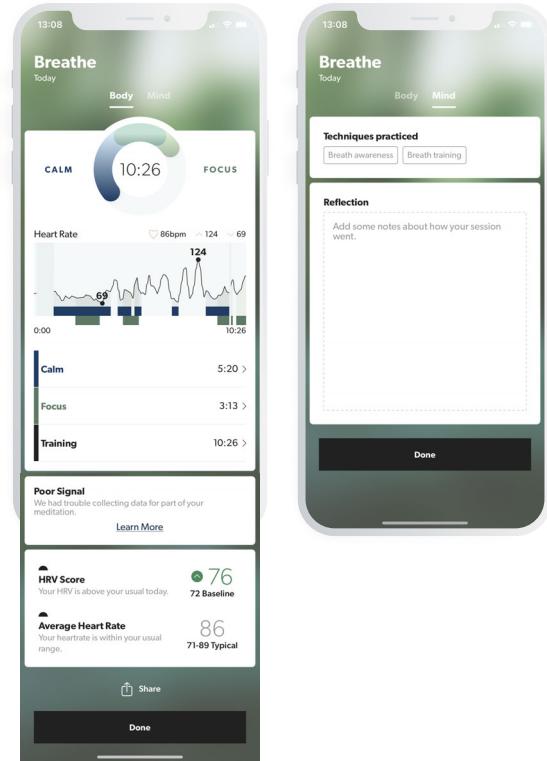
3

**behind
the
Scenes**

Mengu Cao (MC), product designer at Core, 07.2019 - 06.2020

1

post - meditation iteration design



User Pain Point

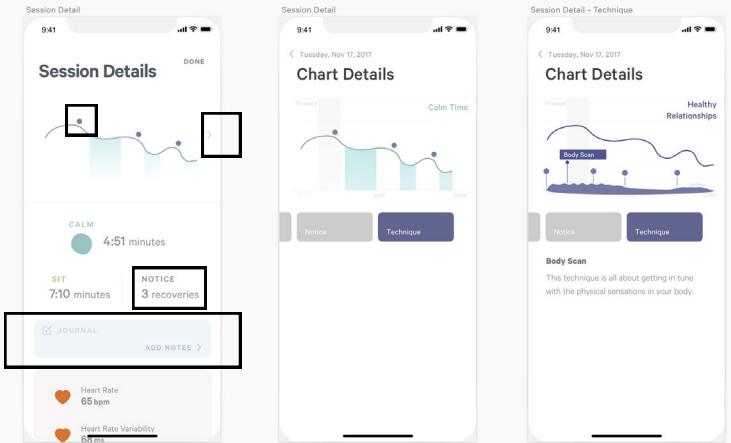
"am i doing meditation right? is meditation working for me?"

the technology



1. the sensor measures heart rhythm via ECG, including heart rate, beat-to-beat variability (HRV), and how these change throughout one meditation.
2. with the data from each session, we are able to generate insights on the user's progress over time

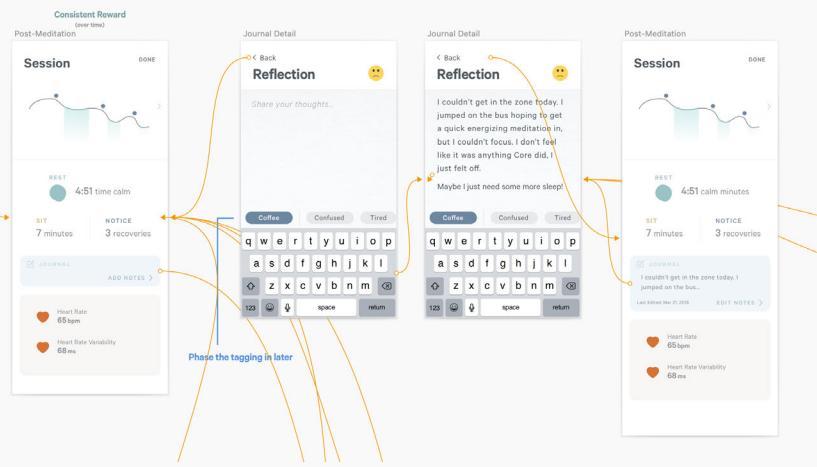
Beta Version



After the beta was released, I was hired by the product team to do the app re-design based on the branding that was designed by an agency.

We got a lot of feedback on this post-meditation design from beta users, hiring candidates, and new employees in the company.

Feedback



1. about the concept 'calm, sit, notice': calm time and sit time are easy to understand, but the 'notice: 3 recoveries' is confusing.
2. about the diagram: the recovery dots on the diagram is not clearly presented with why it happened there.
3. the arrow to the extra explanation page next to the diagram is not obvious, people often miss it. and the explanation itself is not easy to understand
4. the journal section is hidden, users oftentimes won't click on it and write down their thoughts.
5. not sure about hrv and heart rate tell my result

How might we

how might we show the data in a fun & easy & understandable way to help people know their practice in a single session and show their progress over time, so they will know how they did and if it's working?

Goals

1. create a concept which makes sense, easy to understand, and with ownership
2. deliver a design which focuses on rewarding (the most motivative thing to keep user practicing) and tell enough information with the technology & data
3. promoting journal & reflection that can help users in the long term
4. prompt the importance of hr & hrv that's the resilience to stress

Concept Recreation

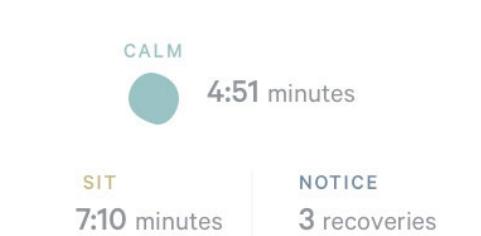
science behind it

1. practices are the most important part of meditation, as long as you keep doing it, you will see a difference. so, meditation time (as sit time in beta) plays a vital role
2. calm time is the most rewarding part for users in a meditation session. users are obsessed to get some calm time. when heart rate decreases, hrv (heart beat-to-beat variability) increased, people enter a calmer zone (parasympathetic)
3. meditation is not about thinking about nothing. your minds will wander, by keep practicing, you will have more control of your mind and it's easy for you to take it back and be focused. (as notice/recovery in beta)



1

calm & sit & notice (recovery)



notice (recovery) put together is confusing. many users are curious where/when exactly I noticed that's hard to detect



2

calm hero (the most rewarding element)

even though calm is rewarding, we need to let users know that practice itself weighs more than how much calm you get in a session.

Skip Wind down Save

Congratulations! Here is your meditation:



Rest 8 minutes Calm 4:52 minutes Notice 2 Recoveries

Heart Rate 65 bpm Heart Rate Variability 68 ms

Learn more

Take a moment to reflect on your meditation:

What drives you today?



5:48
IN THE ZONE

Rest

Calm

Resilience

3

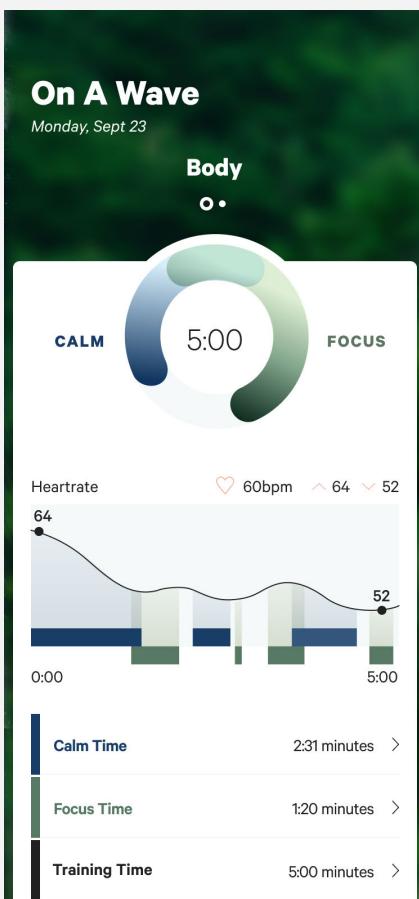
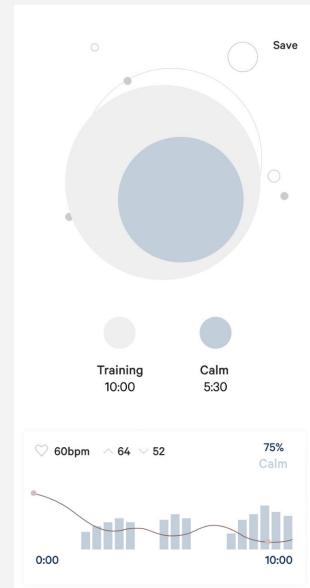
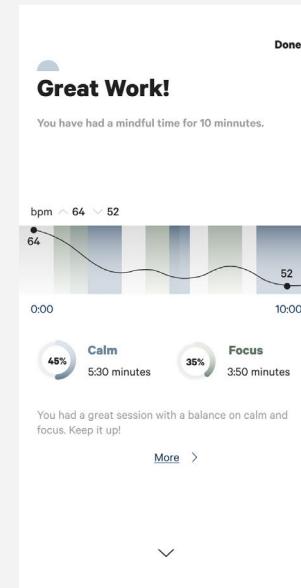
calm & rest & resilience

every practice is a training session, you will need to work on your brain as you work on your body, so rest can't reflect on the user's effort. resilience is not an everyday word, and the whole practice together overtime can improve one's resilience to stress, is not a short session achievement.

4

calm & focus

even though how well you did in a session is rewarding, calm & focus bring achievement. but, training/doing it is the most important part, we still don't want to lose the meditation length/ time is the hero.



final Concept

training & calm & focus

TRAINING

Adding meditation to your routine trains your brain to build resistance against daily stressors that impact your mental and physical health.



CALM

Calmness is represented by the dominance of your parasympathetic nervous system. We measure this based on your heart rate and its variability over time (HRV).



FOCUS

The rhythm of your heart can tell Core when you're in a focused state of mind. It's possible to be both focused and calm at the same time during meditation.



design iterations

1

abstract & focus on feelings

the floating bubbles are presenting training & calm & focus proportions that users get in a meditation session. the idea here is to create something soothing and relaxing to look at after finishing a meditation. and to inspire users with fun visuals to keep dig into the chart and numbers below.

v1

the hero

the chart

detailed info

heart rate & hrv

reflection

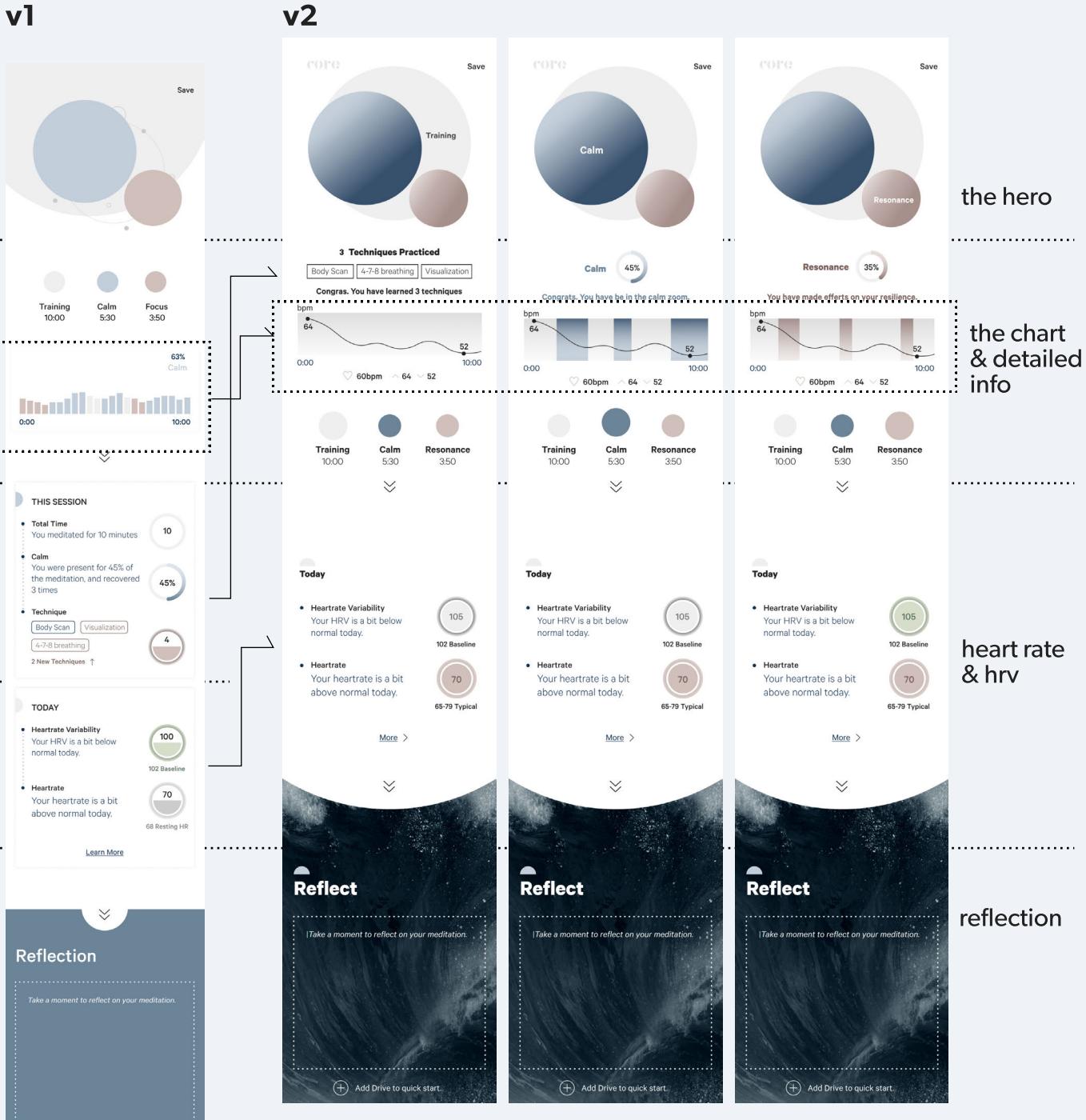
v2

the hero

the chart & detailed info

heart rate & hrv

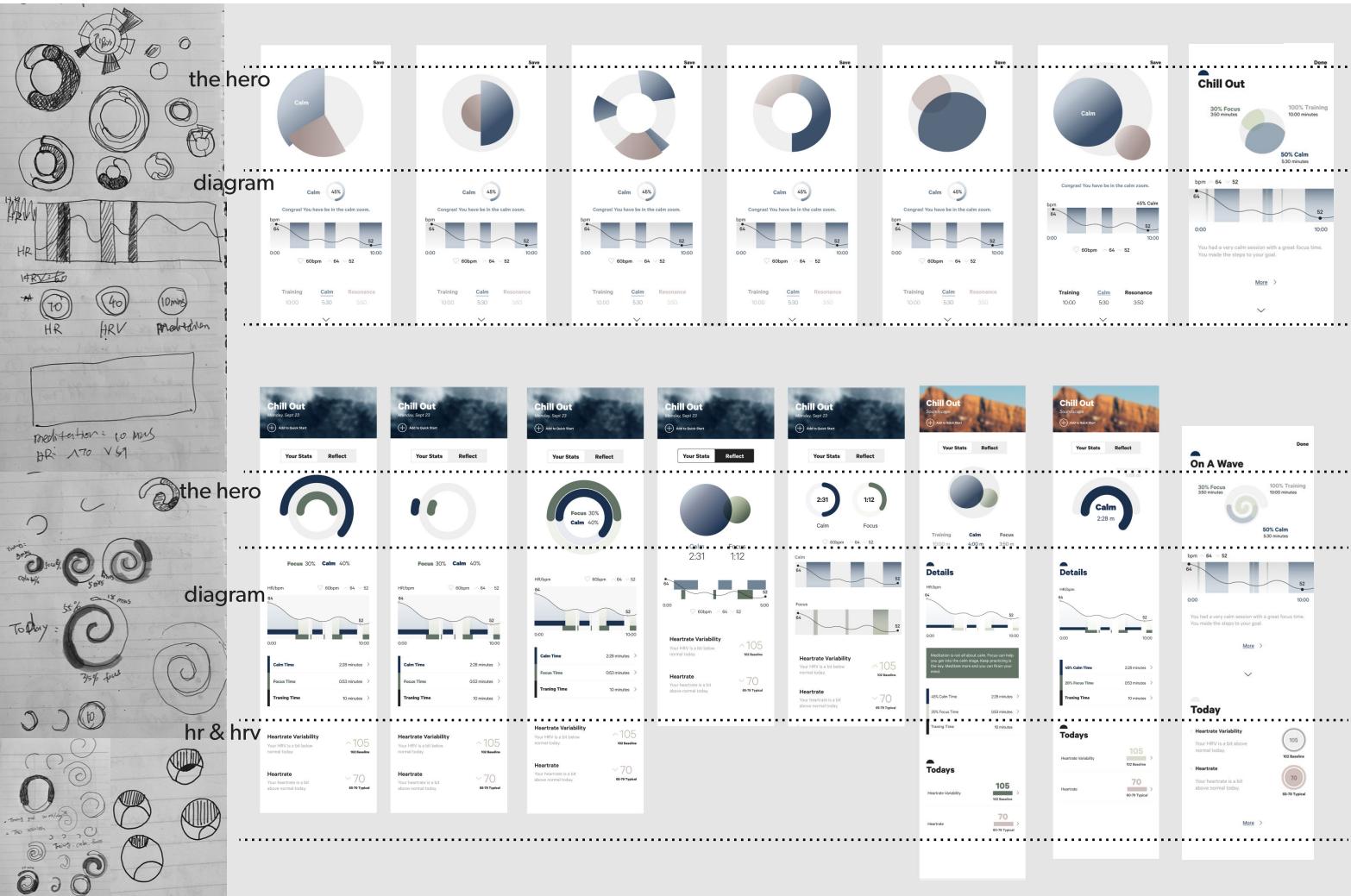
reflection



2

bring back science and chart

after exploring all the concept options and get the first few versions, we started to do more standard user testings. we did online versions, face-to-face with the internal team, and users from outside the company. 1. many people like the look & feel of the floating circles without knowing clearly what it means. 2. more advanced users & techy users would like to see something more scientific rather than fun looking. so, we decided to bring back the chart, and make it more basic in science and numbers.



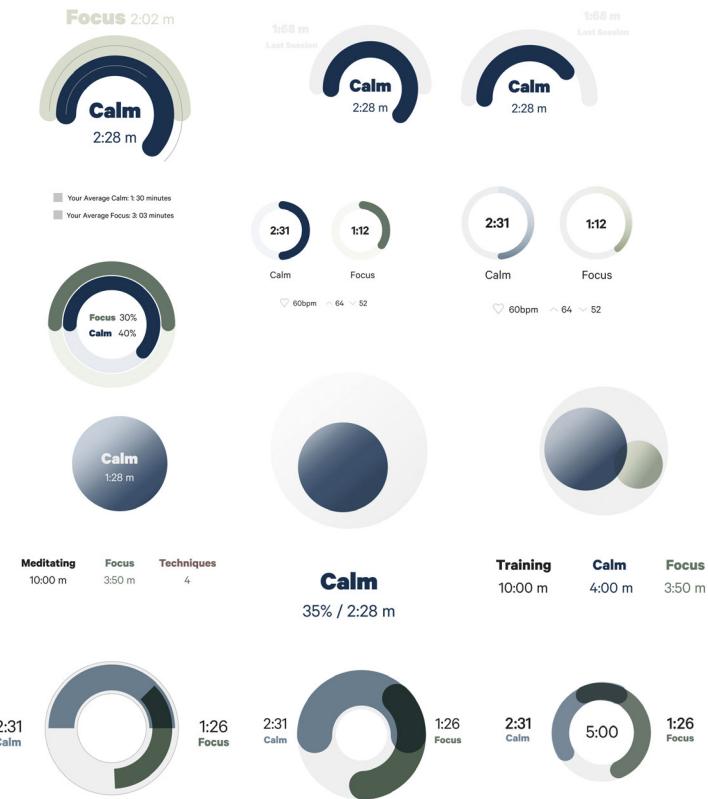
i explored all the possibilities on the hero chart, gave a few options on the diagram and hrv& hr number designs

3

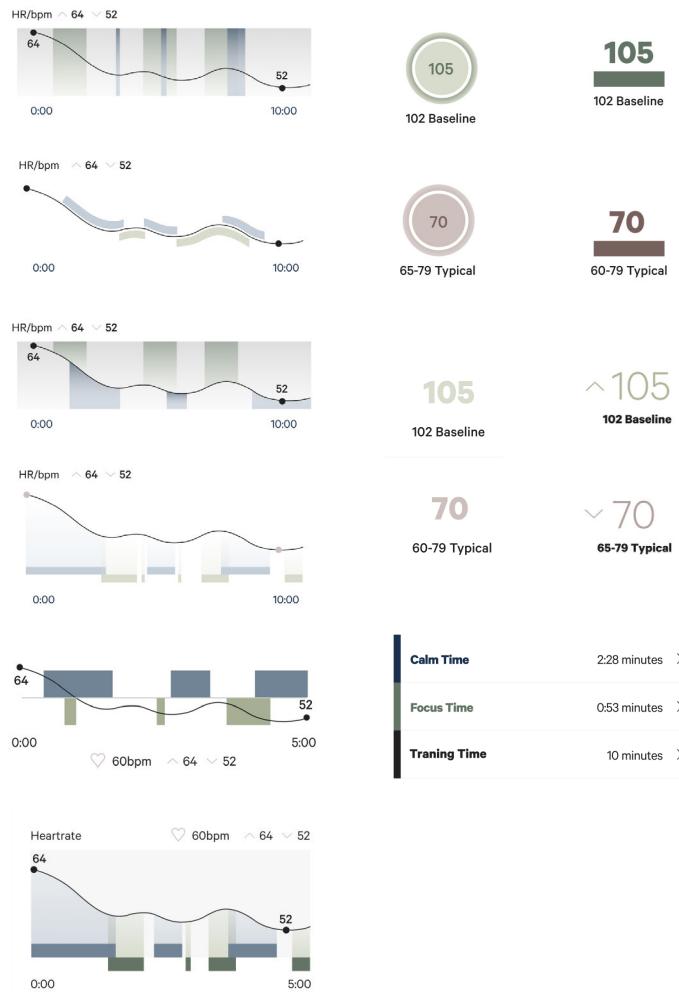
disassembling & assembling

after having all the options, I decided to disassemble the elements, print them out, and work with the team to pick up the best elements and assemble them.

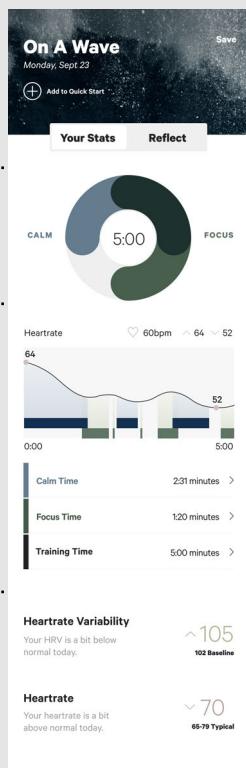
hero chart



diagram



re-assembling



donut ring, the grey is the total length proportion 100%, calm & focus proportion run from the top to bottom, they can overlap as people can be both calm & focus at the same time.

the heart rate line with highest & lowest heartrate, calm & focus zooms spread through the whole session, can be overlapped, so people can know when and how long their calm & focus zoom at

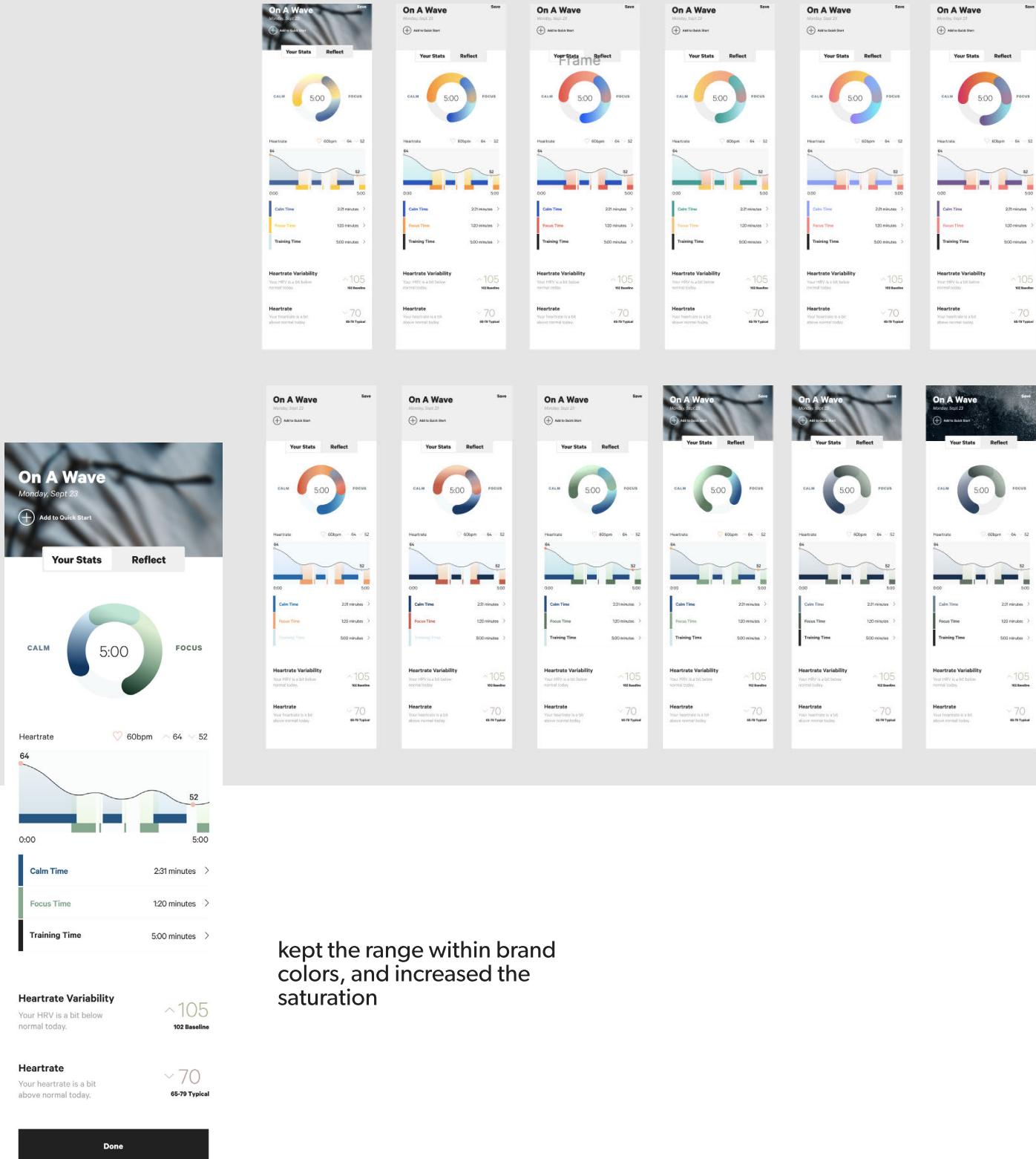
the detailed minutes' info displays below

the hr & hrv numbers show here with colors that indicate the score is better or not compare to the user's baseline

4

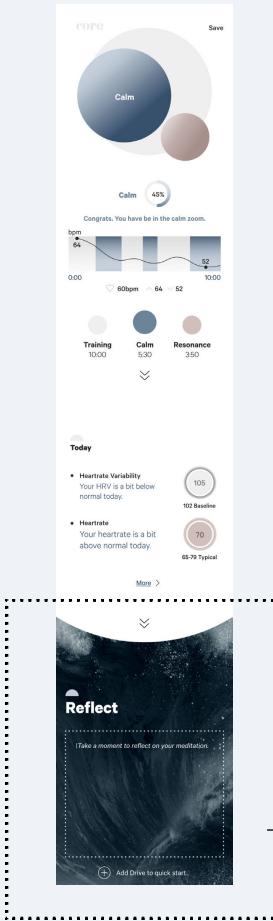
color exploring

after having the final layout and elements, I did some color exploring to increase the saturation and bring more excitement to the design.



details iteration

1 body / mind taps & card styles



option1

option2

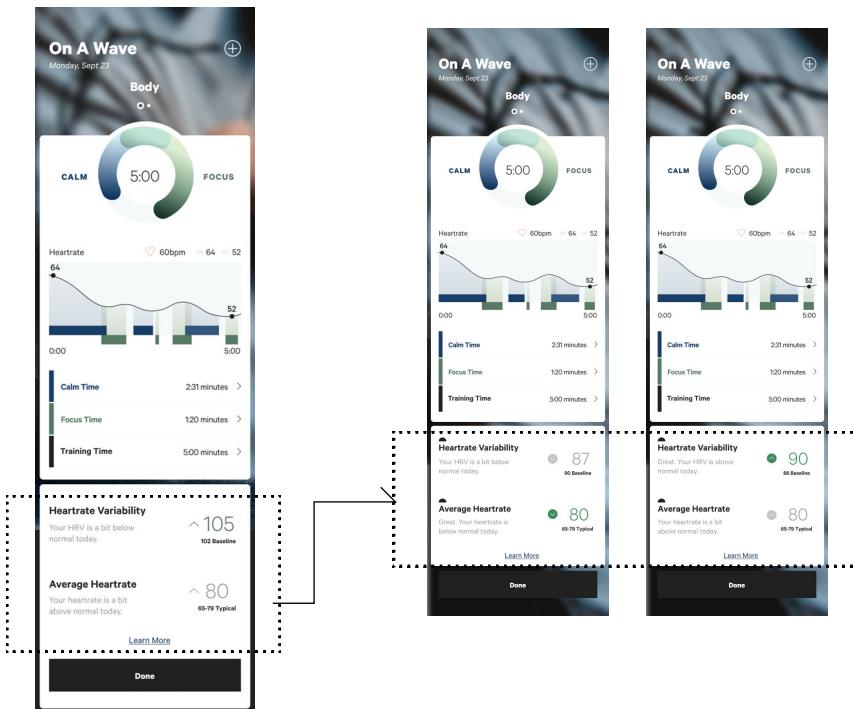
option3

move the reflect part from the bottom to taps because writing down your thought can really help users in a long term, so makes it more important and convenient to do

final

changed it to the dots navigation that we also used on the home page. as we changed to the card style in the meditation detail page, so, I also adopted it here. for the first time, the page will bounce to let the user know how it works

2 hr & hrv score indicators

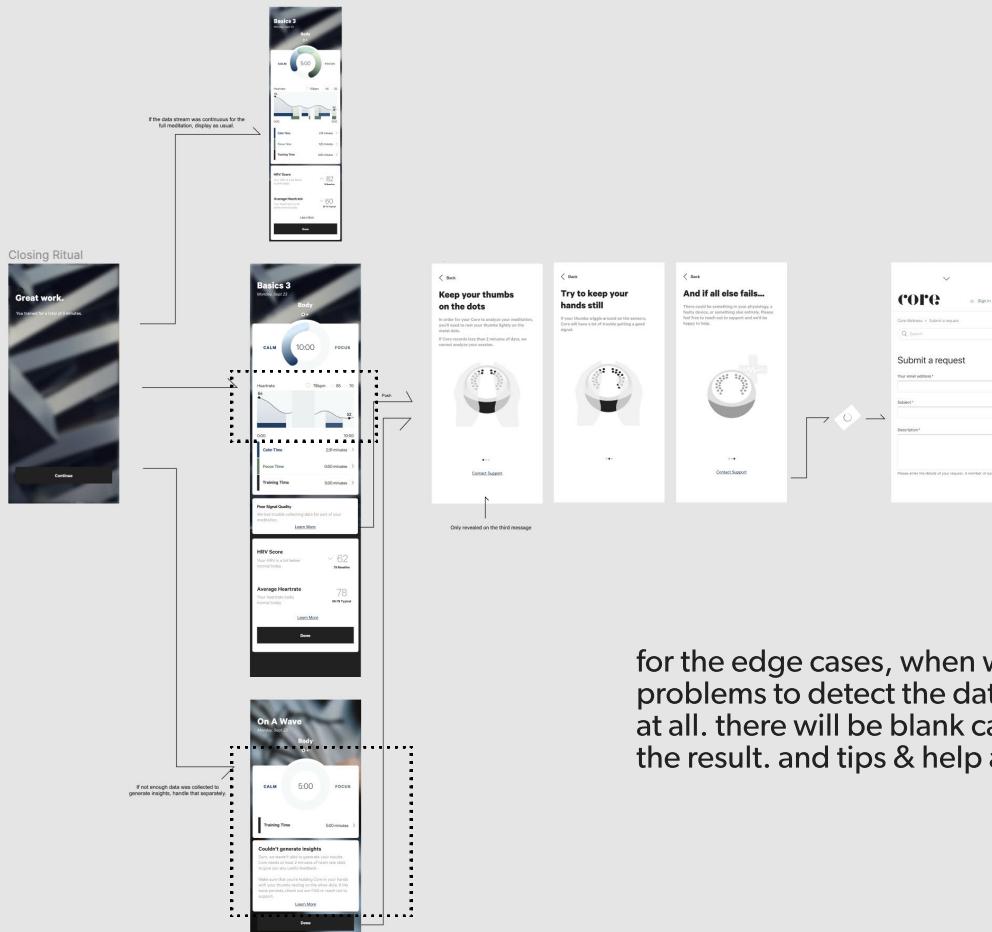


after doing user testings, the feedback we get points the unclear indicator of hr & hrv scores. people still not sure if high/low hr/ hrv is good or not.
so, we made it more clear, and the color block is more obvious.

green --- positive
grey --- negative

(not red, because we don't want to discourage users, so no situation is bad, always give positive feedback)

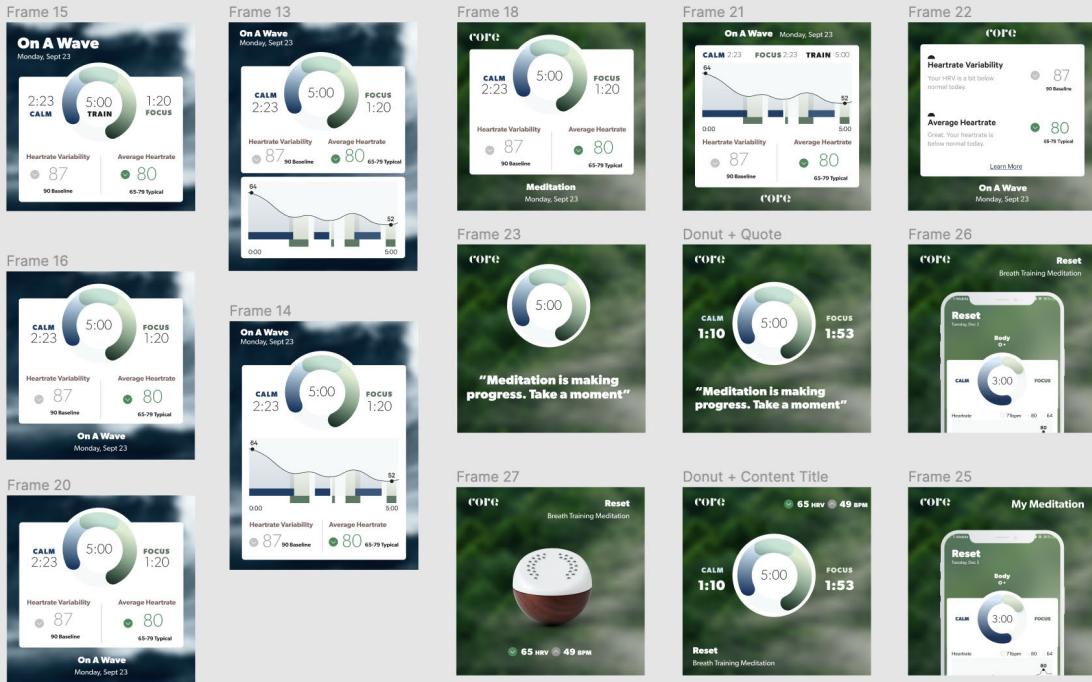
3 meditation-Interruptions (edge cases)



for the edge cases, when we have problems to detect the data partially or at all. there will be blank cases shows on the result. and tips & help are available

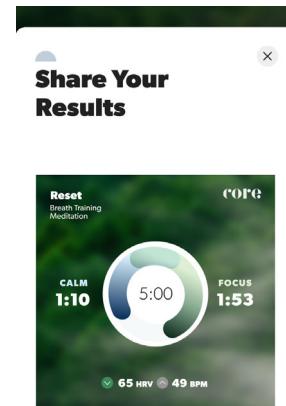
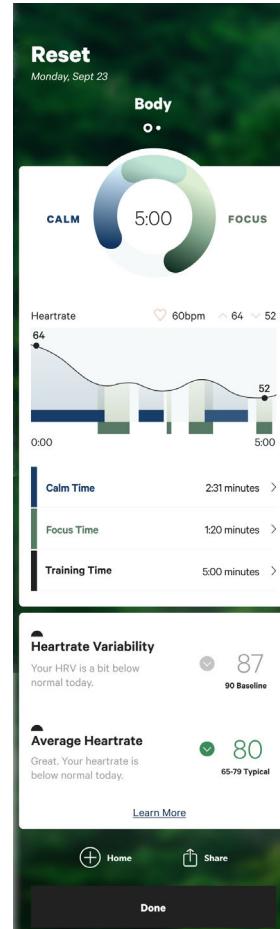
4 share the meditation

some options



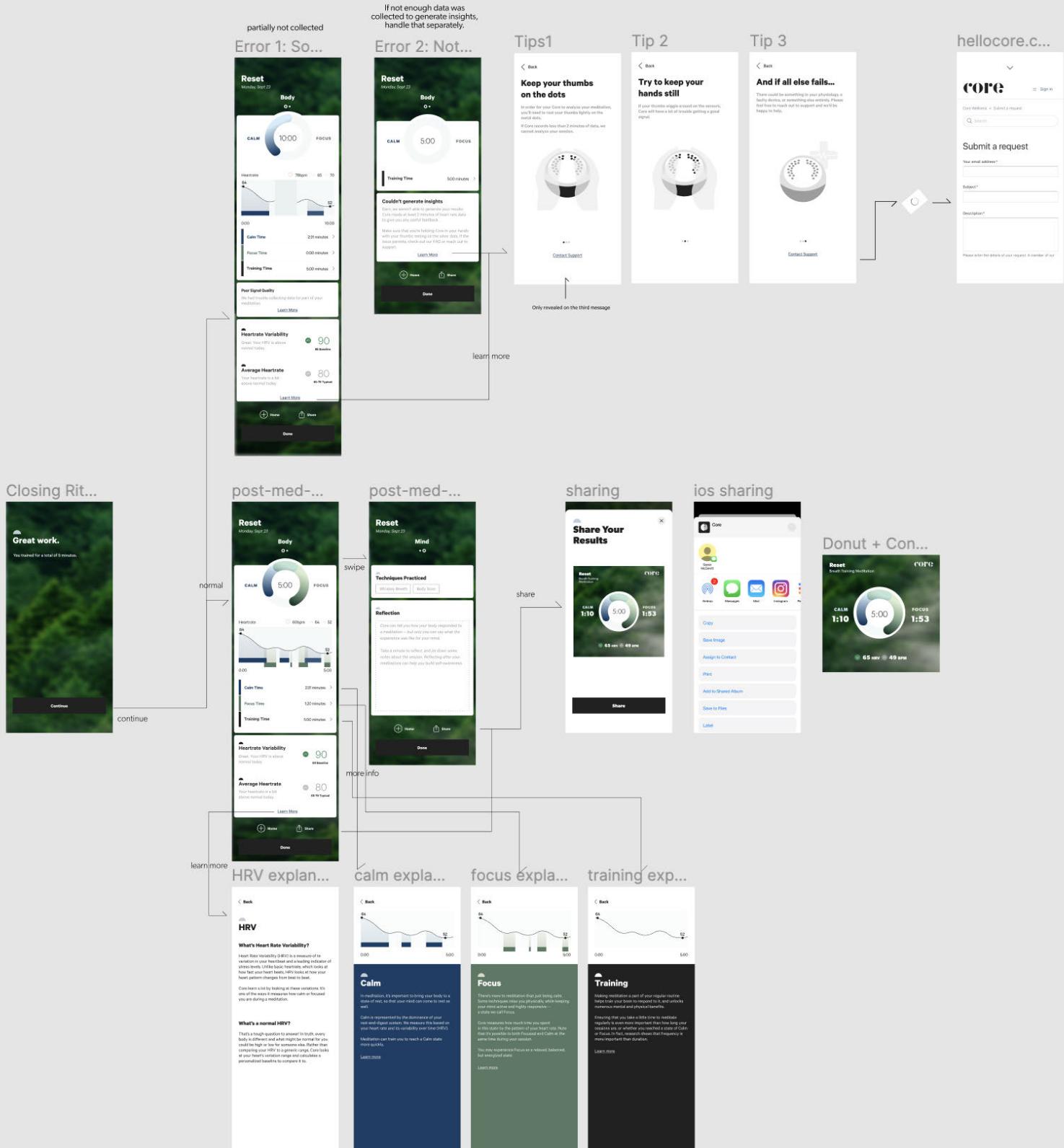
final

keep the info minimum, show the most important part, make it fun and rewarding, so people will be more willing to share and others will be curious to check it out.



Share

whole flow



2

visual system design

Color

Primary Colors



night
#212121



day
#efefef

Secondary Colors



ocean
#133051



sky
#6B8498



fog
#C2CEDA

Tertiary Colors



earth
#392B2A



canyon
#7C605C



sand
#D0C0B8



forest
#1E3129



moss
#5F7564



river
#D7DDCA

App Supportive Colors



grey
#9D9D9D



positive
#3D8B5B



alert
#3D8B5B

Gibson

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Aa

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 (. , ? / : ; ! \$ & * % #)

Heading 1 • 32

Heading2 • 20

Text • 16

Supportive Text • 14

Supportive Text • 14

Supportive Text • 12

Supportive Text • 12

Spacing

□ 8 □ 16 □ 24 □ 32 □ 40

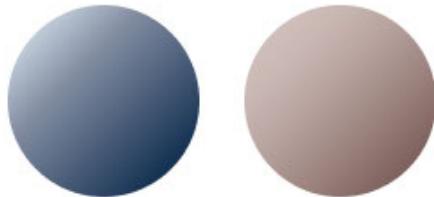
This file contains your Color Styles. They are applied to the shapes in the examples above. You can use them across all your files.

Brand

Logo

core ...

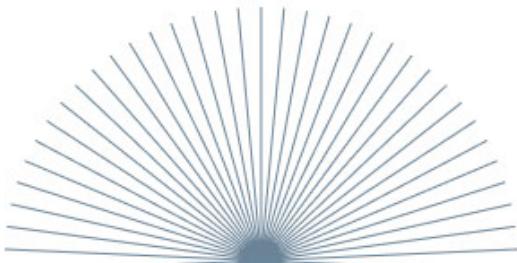
Orbs



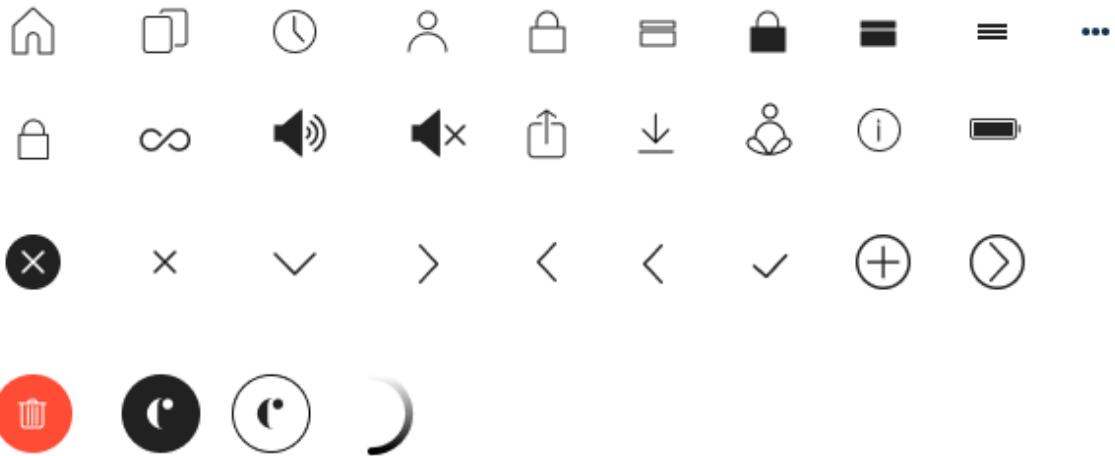
Half Circle



Patterns



Icon



Error Icons



Supportive Icons



Components

Menu



Orb Display



Orb Status Display





Navigation

Core Work Breath Training Soundscape Body Mind

• •

Navigation list

Editable with quick display	Yes >	Calm Time	2:31 minutes >
Not editable	3 minutes	Focus Time	1:20 minutes >
No quick display	>	Training Time	5:00 minutes >
Disabled	Yes >		

Add QS

Added to Quick Start

Add to Quick Start

Buttons

Continue

Continue

Technique Tags

Breath Awareness

[More >](#)

[More](#)

Time selector

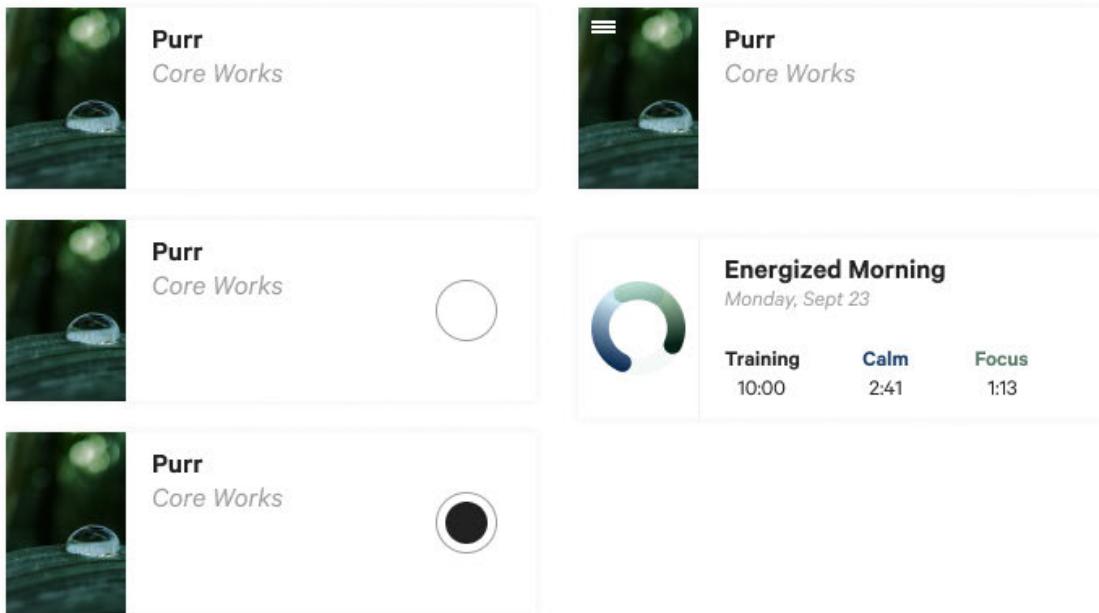
[\(next page\)](#)

[\(current page, pop up, etc\)](#)

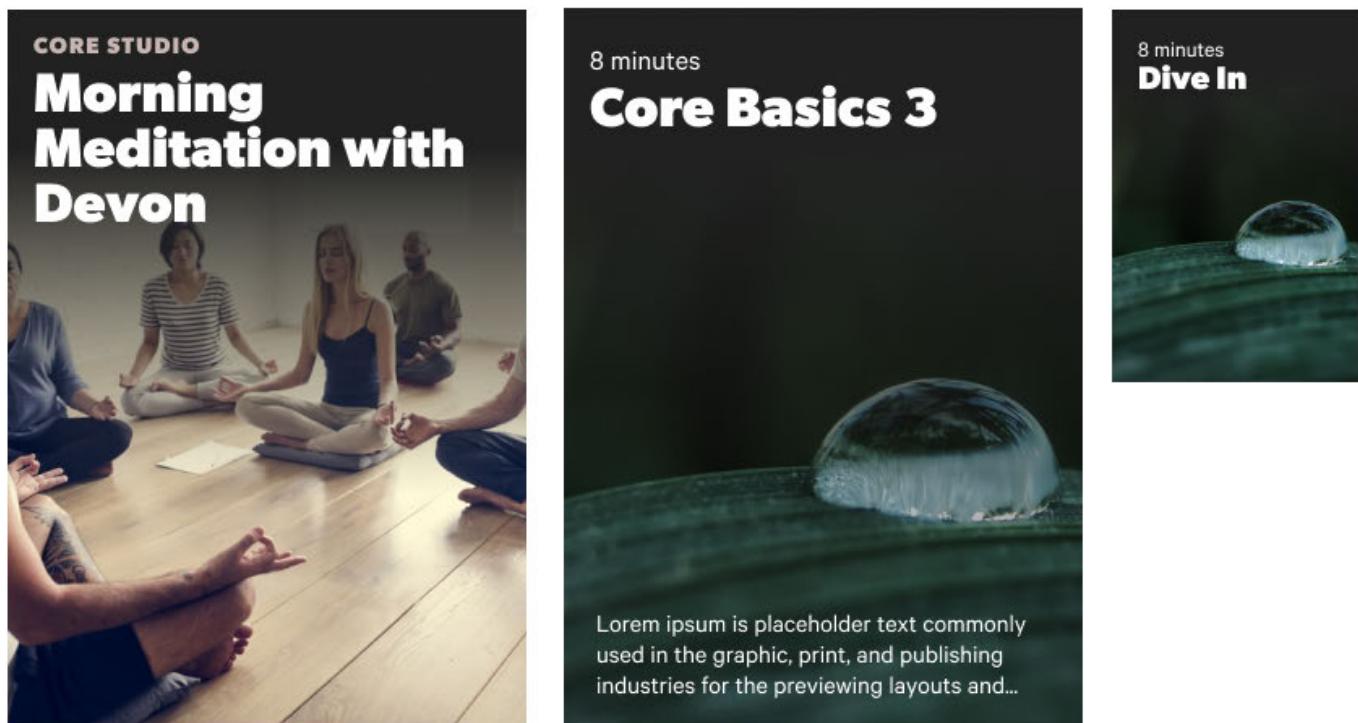
Duration

3 5 10 15 20 ∞

Track Cards



Library Cards



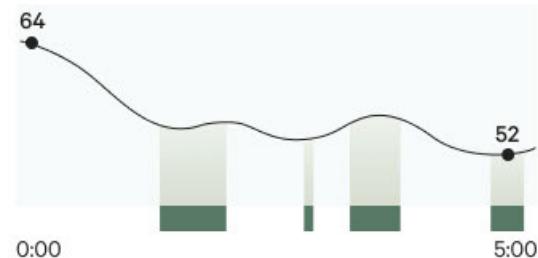
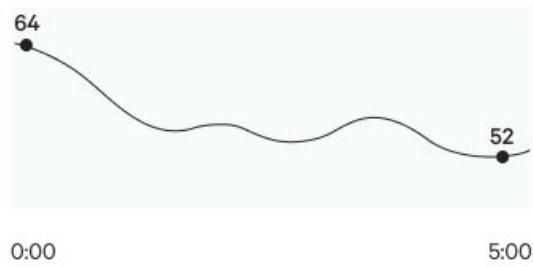
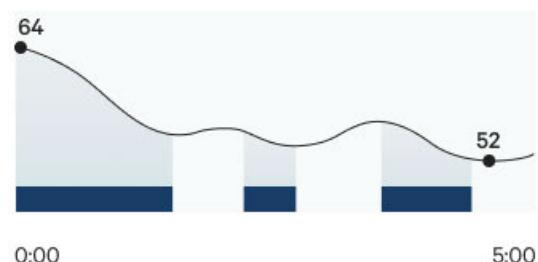
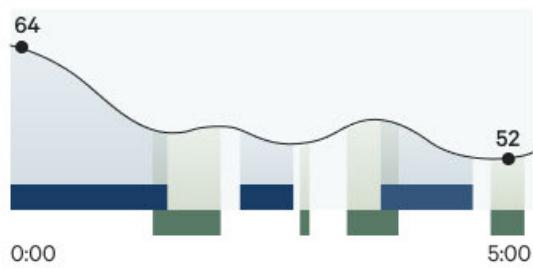
Instructor Profile



metric donuts



metric chart



hr & hrv

90

88 Baseline

80

65-79 Typical

cards

Instructor

Michelle Ravazzi
Michelle understands firsthand the importance of slowing down to breathe. Between teaching...

Techniques

Visualizations Impermanence Breath
The Art of Resting

Vibration Type

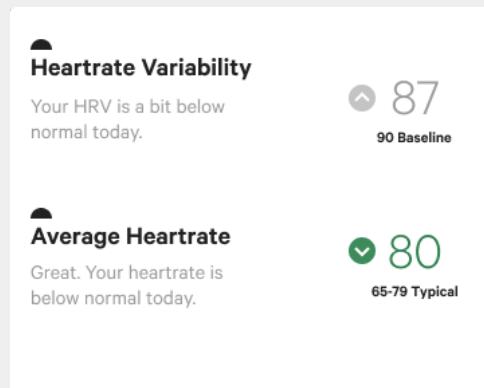
Shifting Beat

Audio

Guided Voice Female

Backdrop

Backdrop Type On a Wave >



Haptic Patterns



Water



Whiskey



Coffee



Reset



Box



Fuel Up



Vent



Wave



Train



Rumble



Bell



Shifting



Break Free



Soothing Backdrop



Molasses



Clarity

Illustration



new device



not connected



put thumbs on
sensor



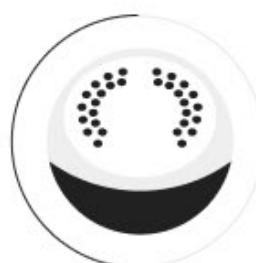
connected



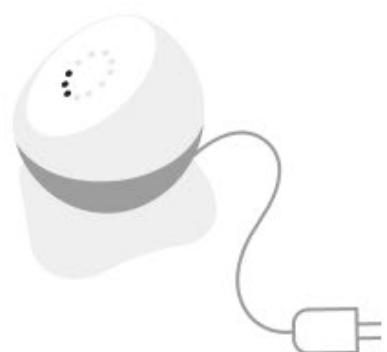
charging



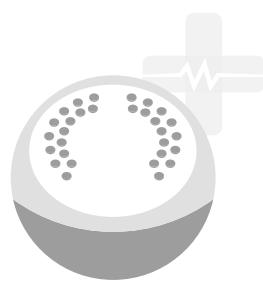
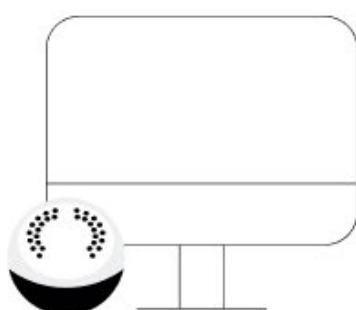
searching/connecting core



firmware updating

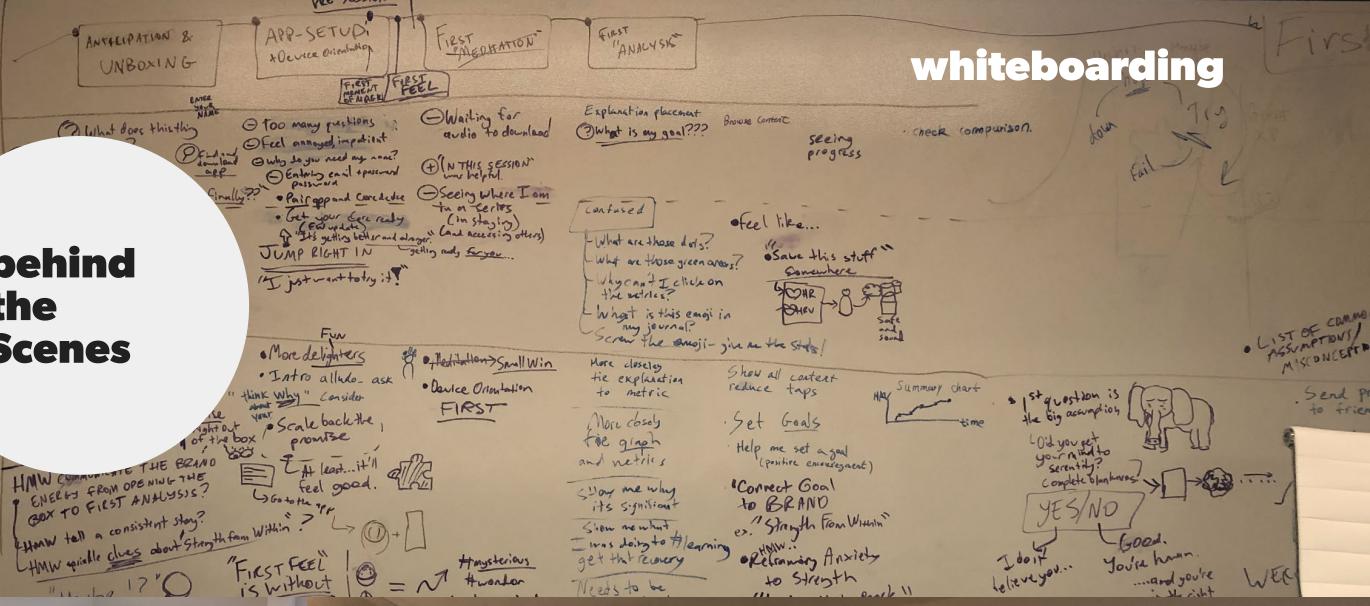


power plug in

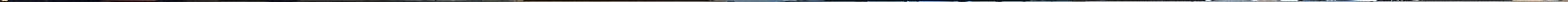


whiteboarding

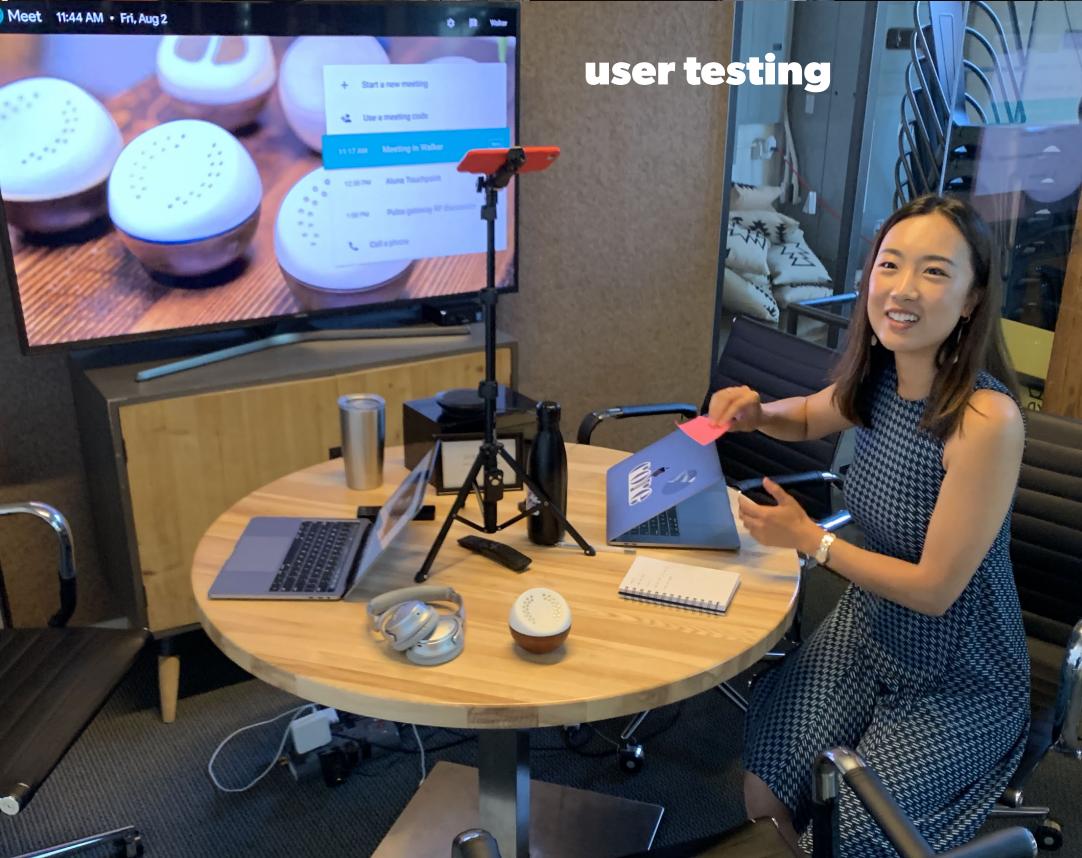
behind the Scenes



design sprint



user testing



Team 48w

2019:



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