Project 02: UX APP Development

"Dump the Bump"

Melanie Danoviz

User Persona: Clarisa

Age: 47
Occupation: Software Engineer
Status: Married with two kids (20 and 21)
Quote: “I had a lot of questions”

About: When she was first pregnant, she had a lot of questions and fears so she joined a pre-partum course while living in Argentina at 4 months. If it hadn’t been for the resources she had available, she would have been too stressed as a new mother.

Habits: When she lived in Argentina, Clarisa had a very active lifestyle.
- Commuted to work
- Walked to the library to study
- Cleaned the house
- Cooked lunch and dinner
- Moved around a lot

Pain Points: When Clarisa was pregnant over 20 years ago in a third world country, there was no internet and way of receiving quick answers. She thinks having a forum is the most efficient way of calming down expecting mothers, especially if the forum topics are divided between trimesters to stay more relevant to what the woman is experiencing.

Goals: If she were to go through pregnancy again, Clarisa would use the app mostly for answering her questions and keeping track of her weight to see the journey of her pregnancy. She would like to see a once-a-week prompt to remind her to input her weight and also read about any extra precautions future mothers need to take during COVID-19.

Research

Major problems of the app:

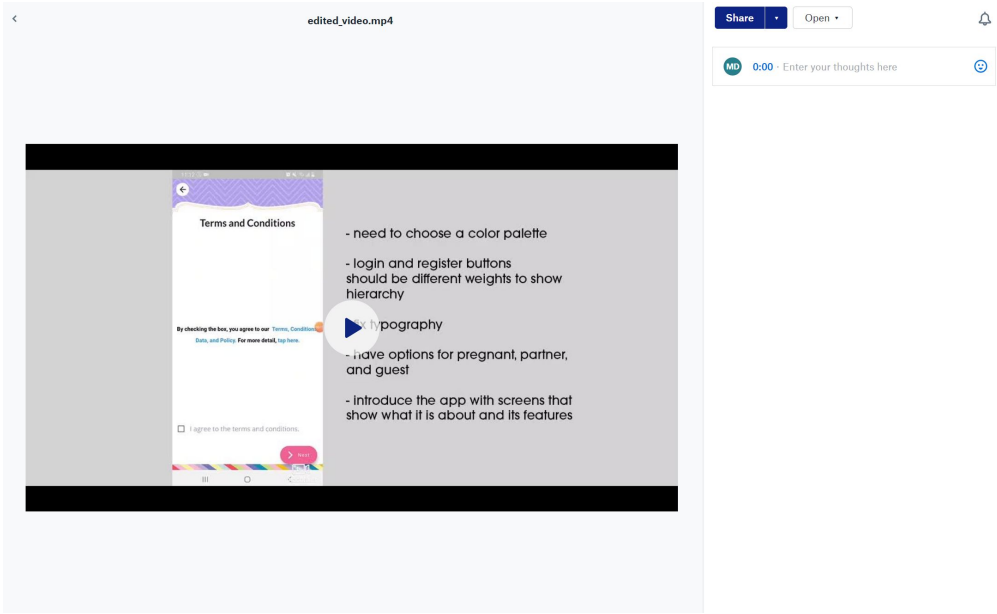
- Need to decide on a color palette
- Design elements need to be more uniform and cohesive
- Fix logo: the whole name does not need to be part of the logo design
- Spacing, typography, placement
- Navigation icons can be designed in a more relevant way to pregnancy
- Work on hierarchy of type and elements
- Should have other sign in options such as pregnant lady, partner, and guest
- Home page icons should have the same line weight
- Community should be divided between languages
- Proofread questions in the forum
- Divide questions into sections so it doesn't become a long list of unrelated questions
- Perhaps include a diary section for the user to store photos and other entries

Two specific problems to focus on:

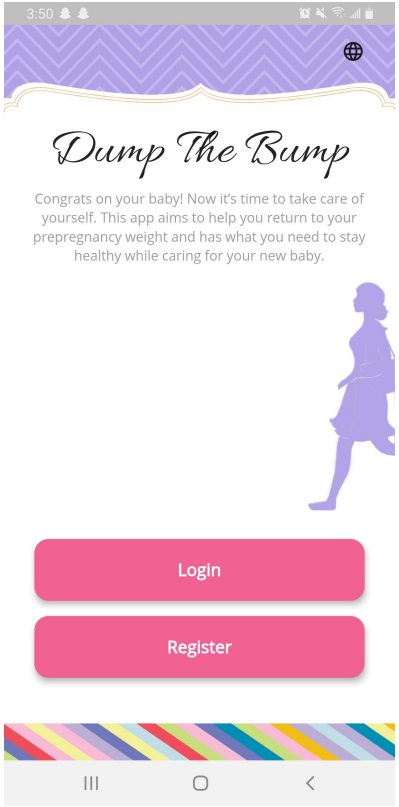
1. Weight tracker
2. Community

App Video Commentary

https://www.dropbox.com/s/ql9v39pwjez2a3b/edited_video.mp4?dl=0



Introduction to the App



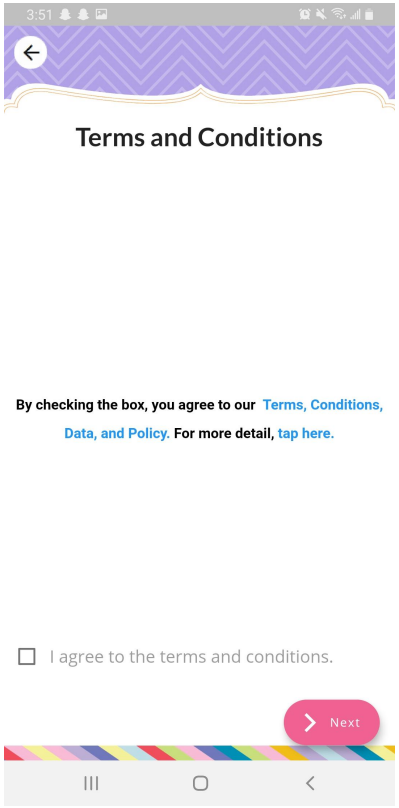
- fix color palette

- login and register buttons should be different weights to show hierarchy

- fix typography

- have options for pregnant, partner, and guest

- introduce the app with screens that show what it is about and its features

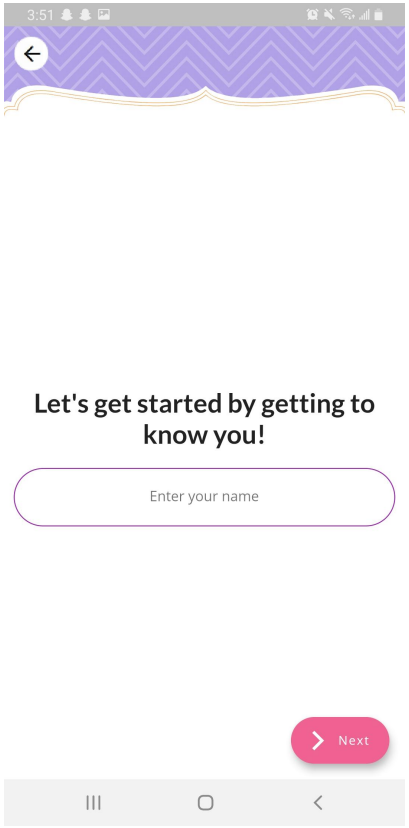


I usually don't see terms and conditions when logging into an app

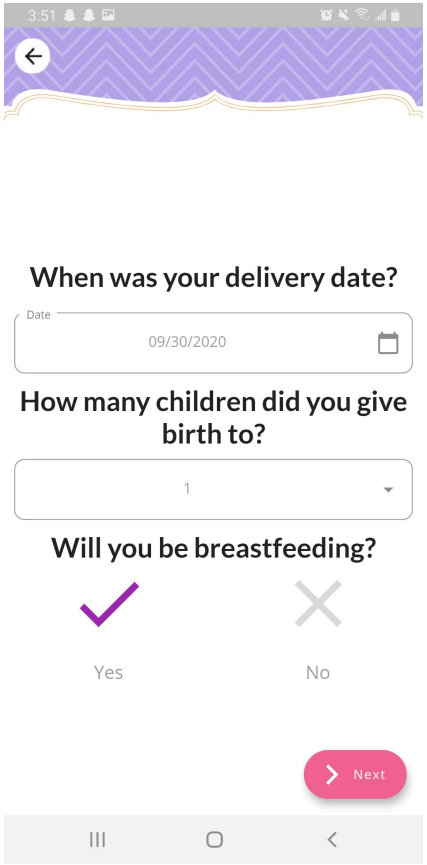
- spacing and type could improve a lot

- too many colors everywhere

Getting to Know You



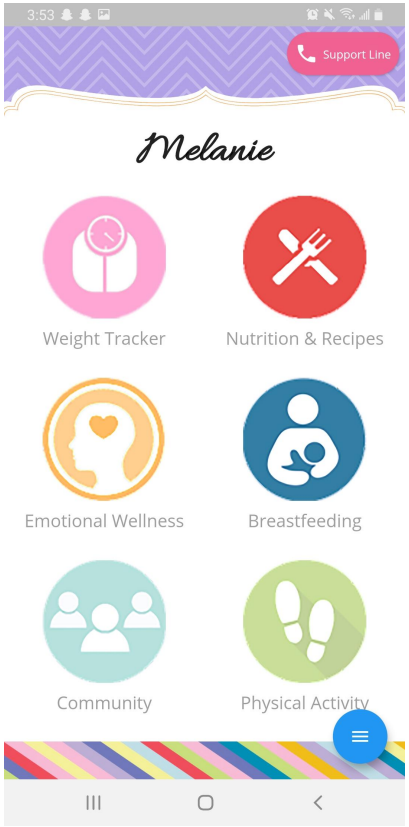
- this should be an option later on so that you can see what the app looks like before you start inputting in all your information



- this doesn't look cohesive and neat enough, there needs to be more hierarchy and better placement

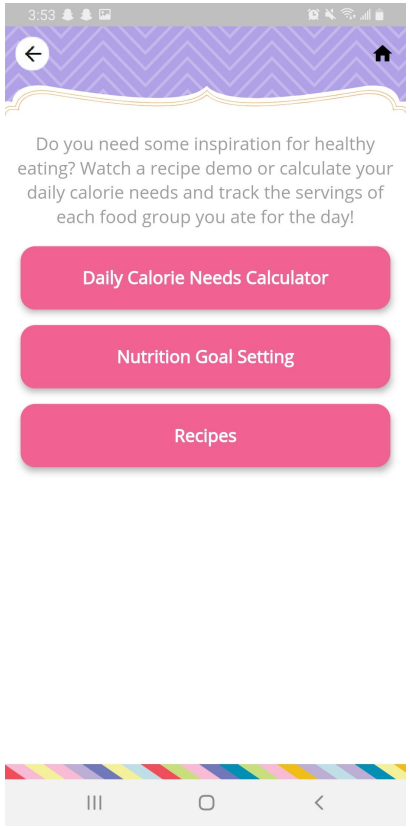
- have more information to fill out and make it more user friendly

Home Page



- the icons should have the same line weight

- no need to have so many colors in the homepage



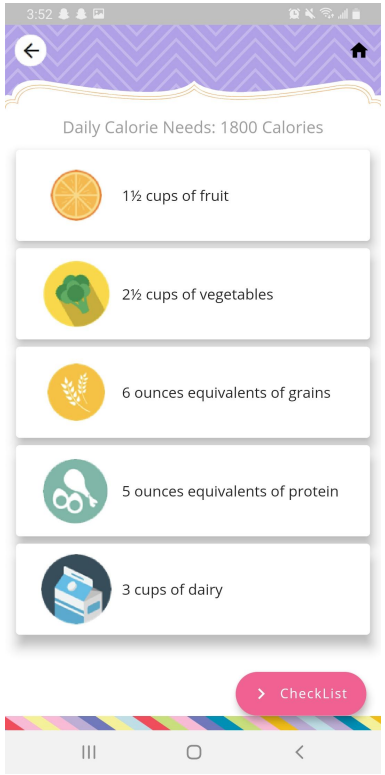
- have navigation icons at the bottom so you don't have to keep going back and forth from the homepage

- all buttons are highlighted, need to make sure that not everything is a focus point

- have a headline, then the text under it

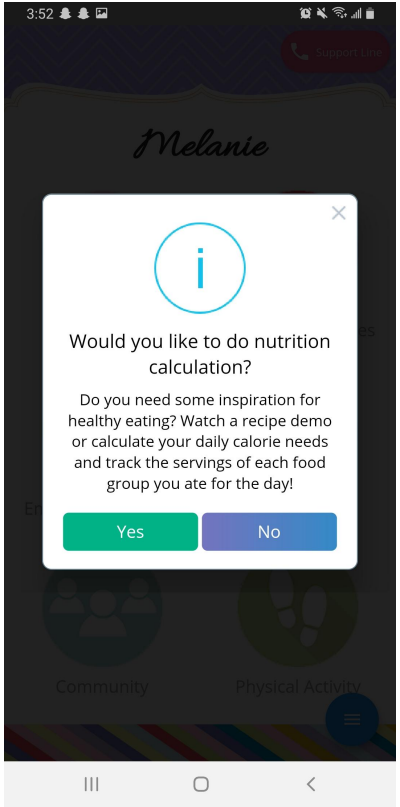
- homepage icon and back icon go to the same place so it is redundant

Icons and Colors



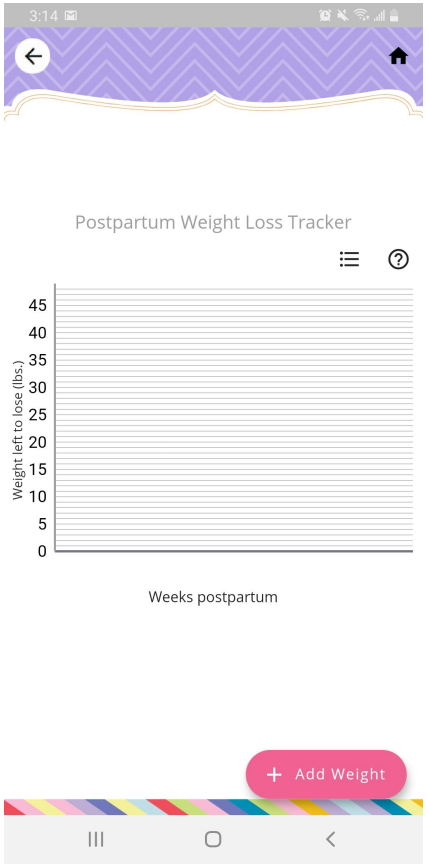
- the icons look nice but they have different line weights, different color, different styles, and are also different sizes.

- there needs to be a guideline for colors, type, style, size, etc.



- should probably stick to the same colors of the application so everything looks more uniform

Weight Tracker | Community

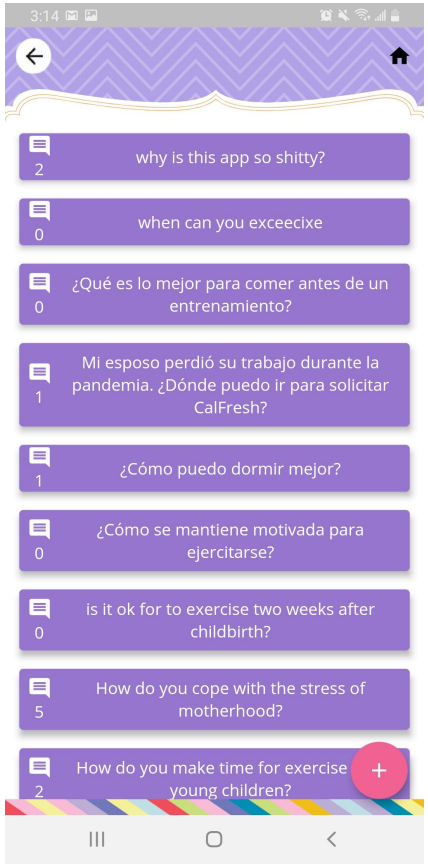


- focus on hierarchy

- balanced spacing

- choose better typography

- give a more detailed illustration of the graph



- divide the questions between spanish and english

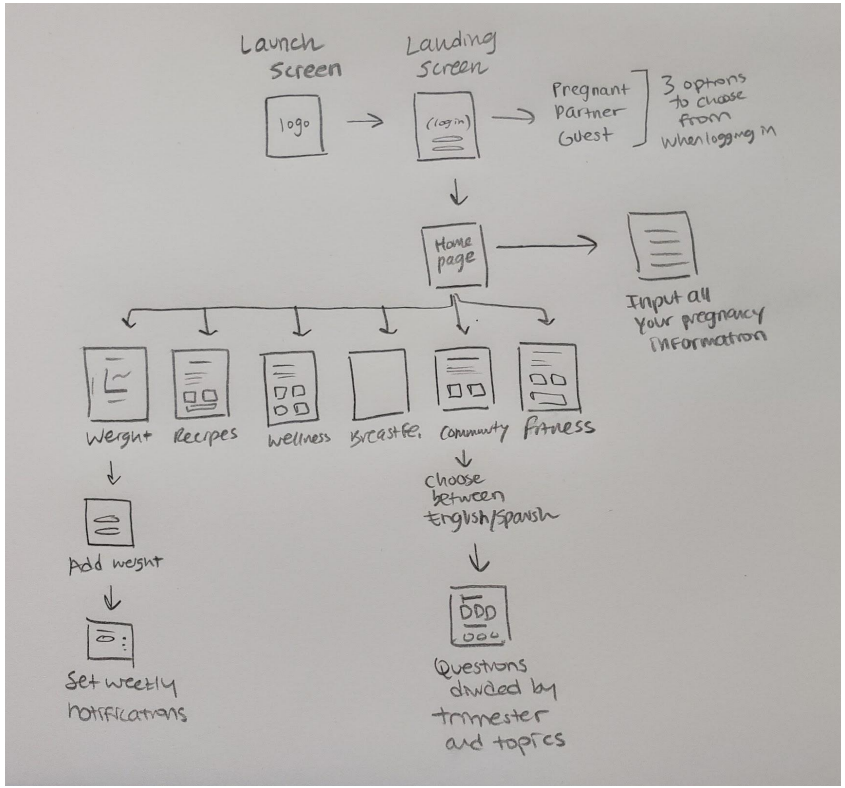
- divide the questions between the different trimesters

- have a list of questions under a certain topic so it is easier to find the answers

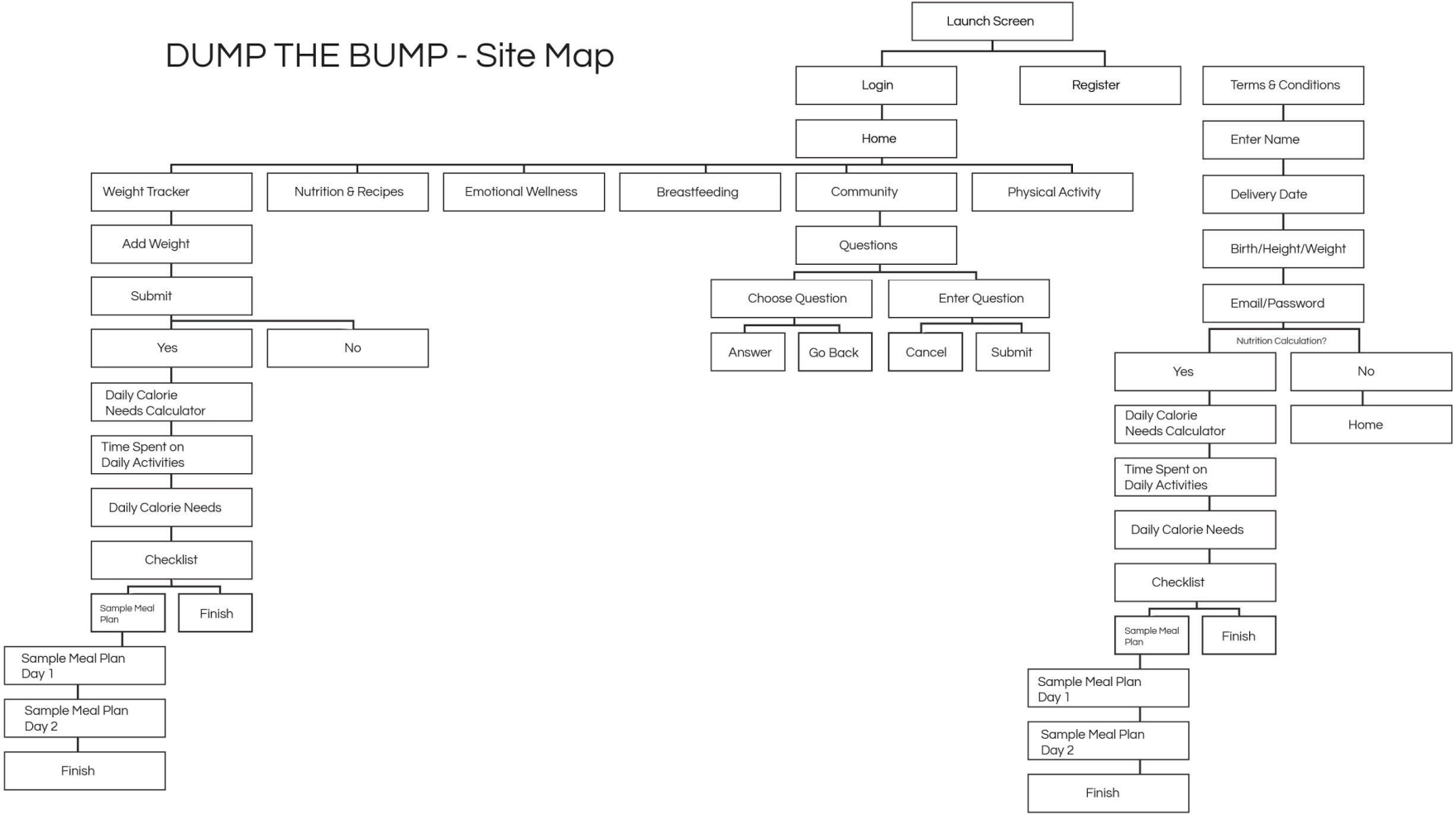
- allow for people to reply to comments specifically

- have a section with FAQ's

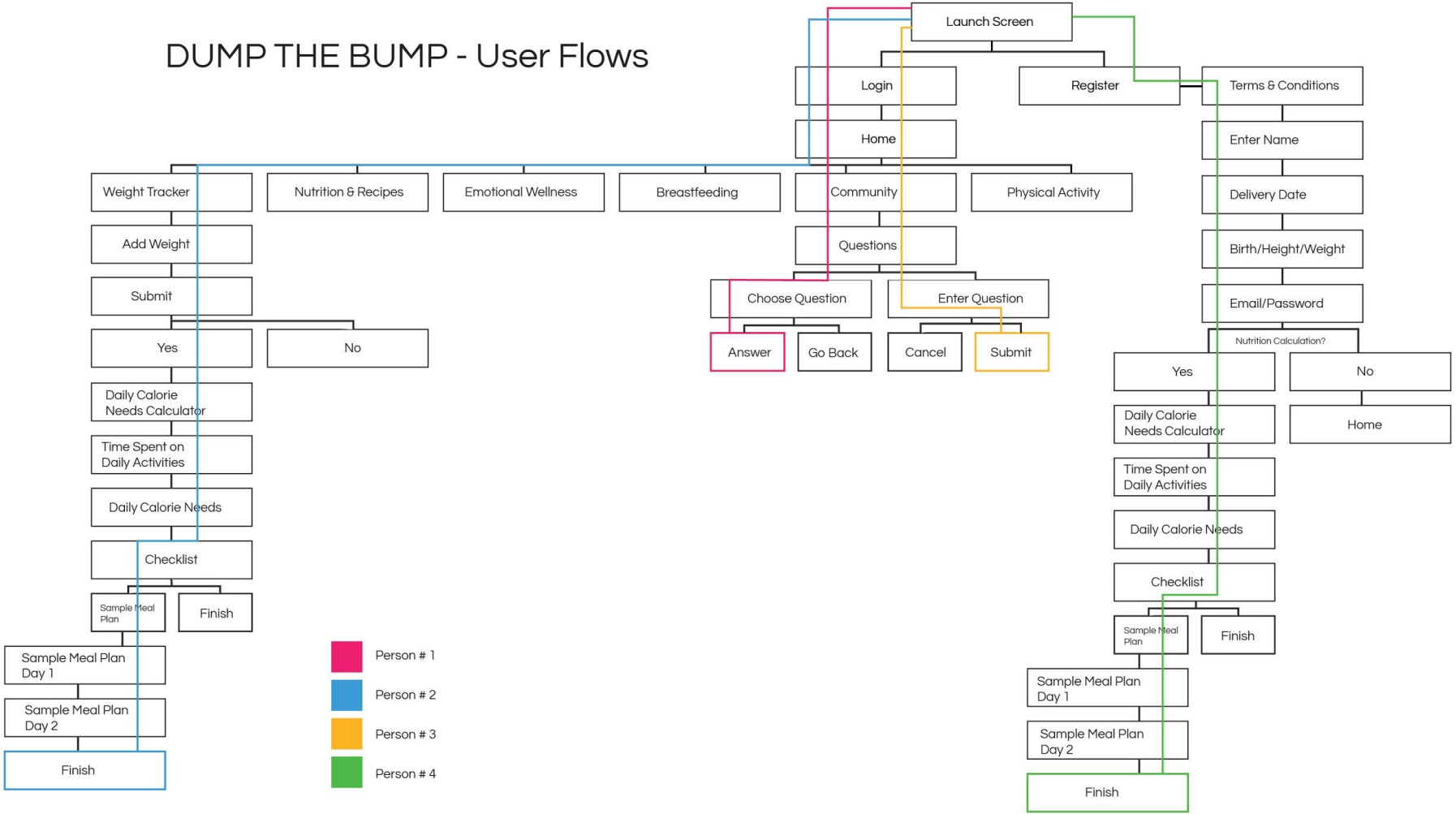
Sitemap / User Flow - Rough Sketch



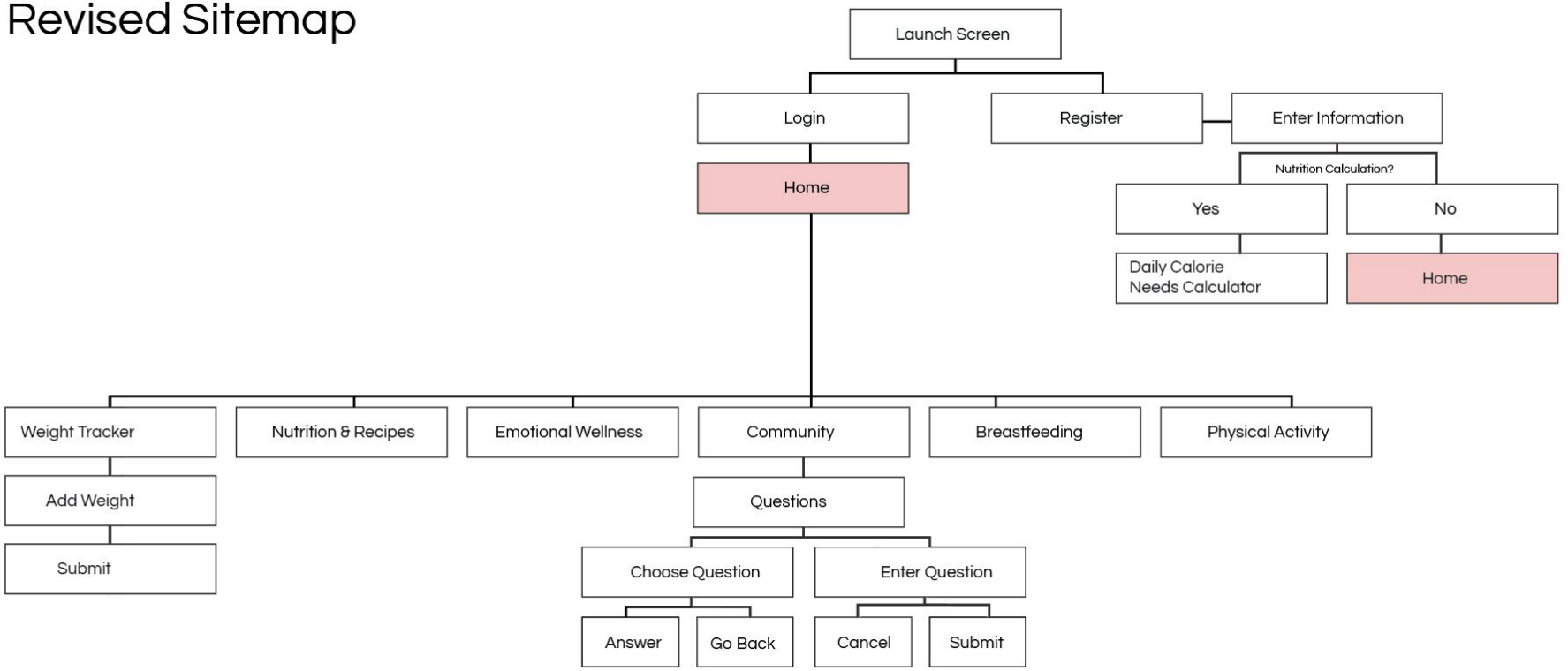
DUMP THE BUMP - Site Map



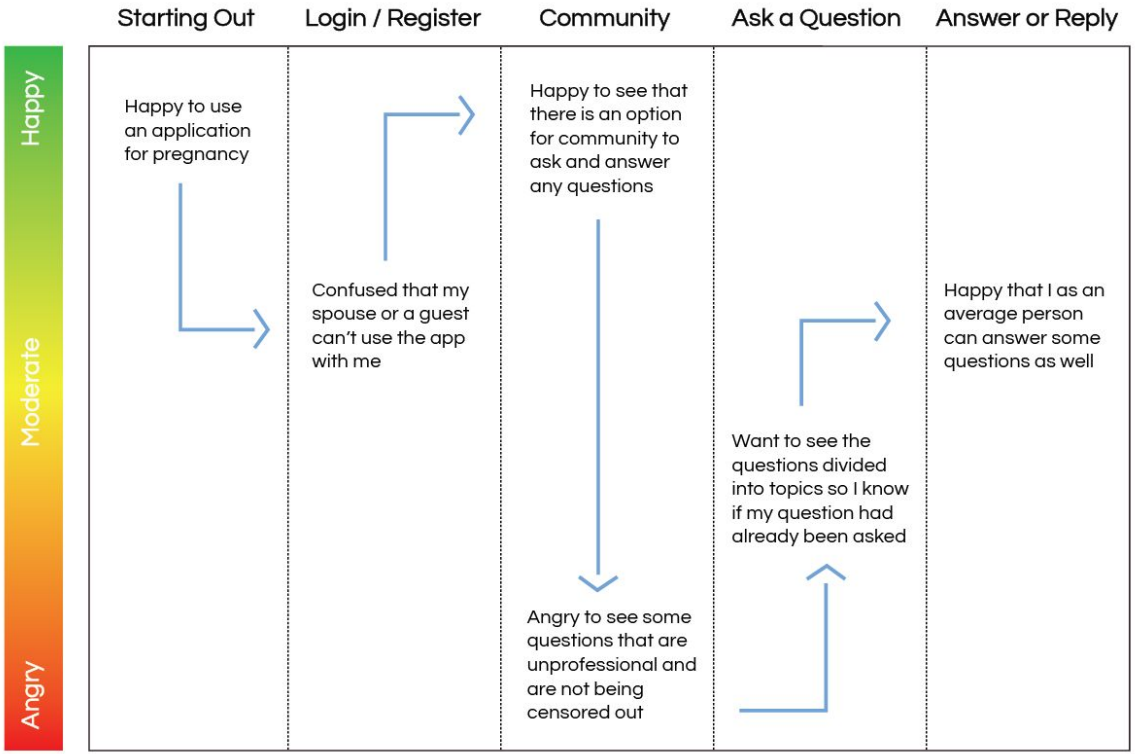
DUMP THE BUMP - User Flows



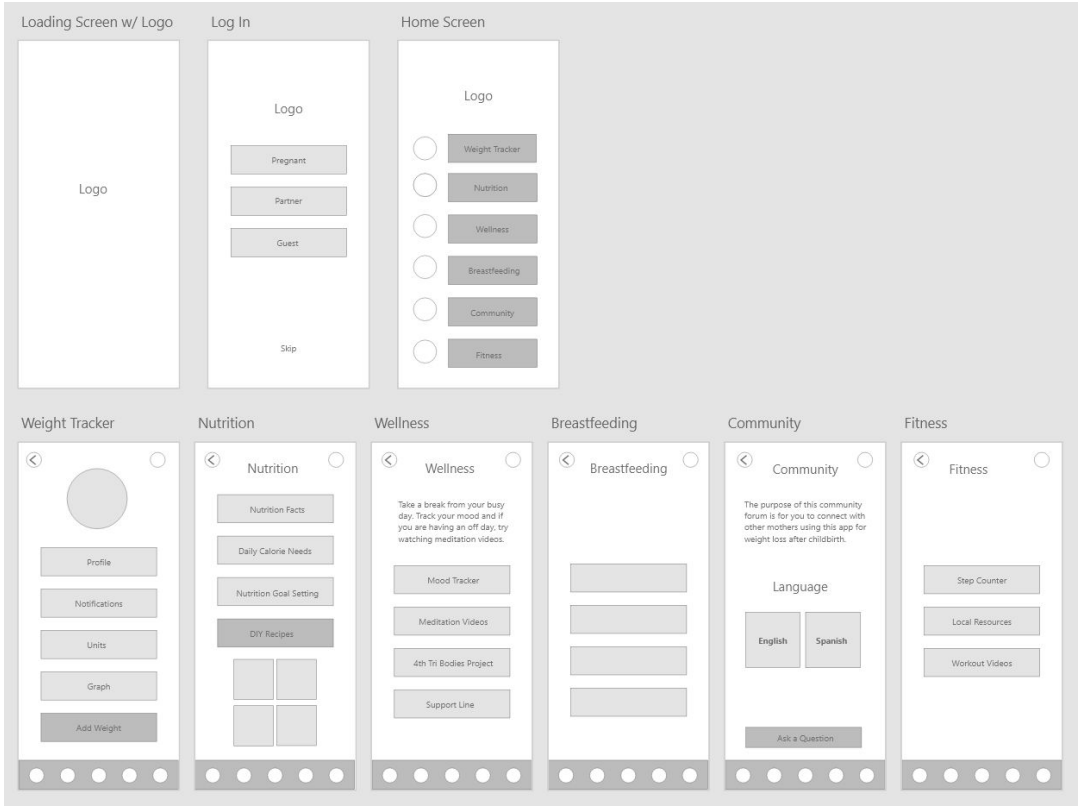
Revised Sitemap



User Story


Starting Out
Login / Register
Community
Ask a Question
Answer or Reply
Happy
Moderate
Angry
Happy to use an application for pregnancy
Confused that my spouse or a guest can't use the app with me
Happy to see that there is an option for community to ask and answer any questions
Angry to see some questions that are unprofessional and are not being censored out
Want to see the questions divided into topics so I know if my question had already been asked
Happy that I as an average person can answer some questions as well

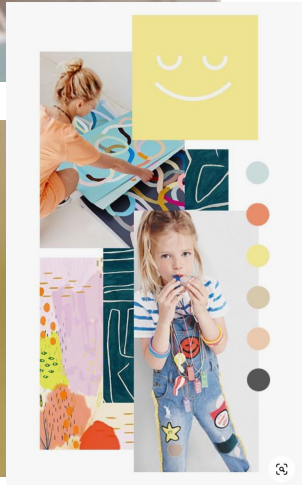
Low-Fidelity Wireframes



Moodboard

PASTEL *Color* PALETTES

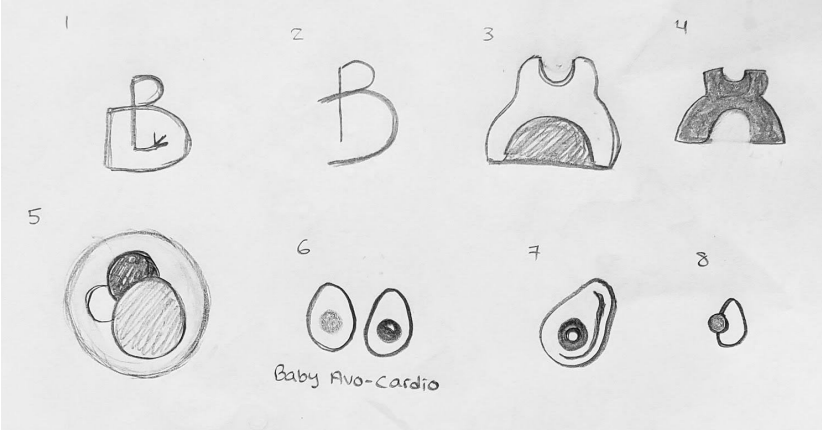
#ABDEE6	#CBAACB	#FFFFB5	#FFCCB6	#F3B0C3
#C6DBDA	#FEE1E8	#FED7C3	#F6EAC2	#ECD5E3
#FF968A	#FFAEA5	#FFC5BF	#FFD8BE	#FFC8A2
#D4F0F0	#8FCACA	#CCE2CB	#B6CFB6	#97C1A9
#FCB9AA	#FFDBCC	#ECEAE4	#A2E1DB	#55CBCD

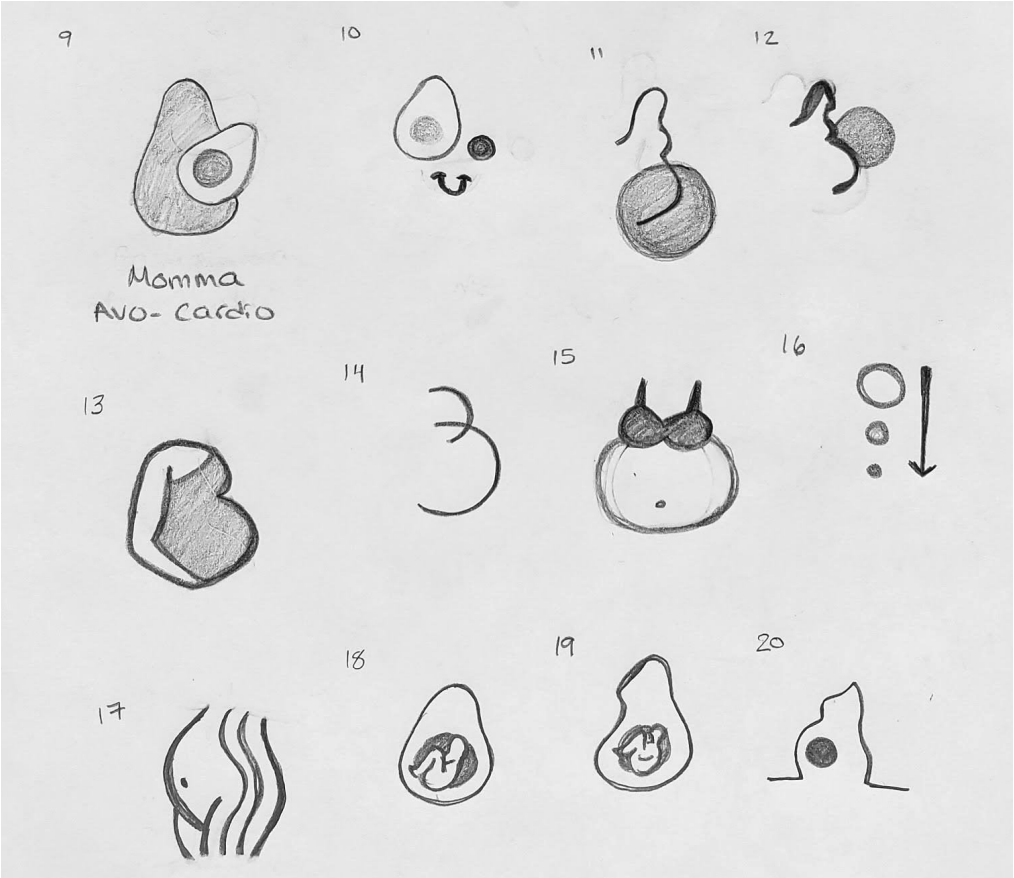


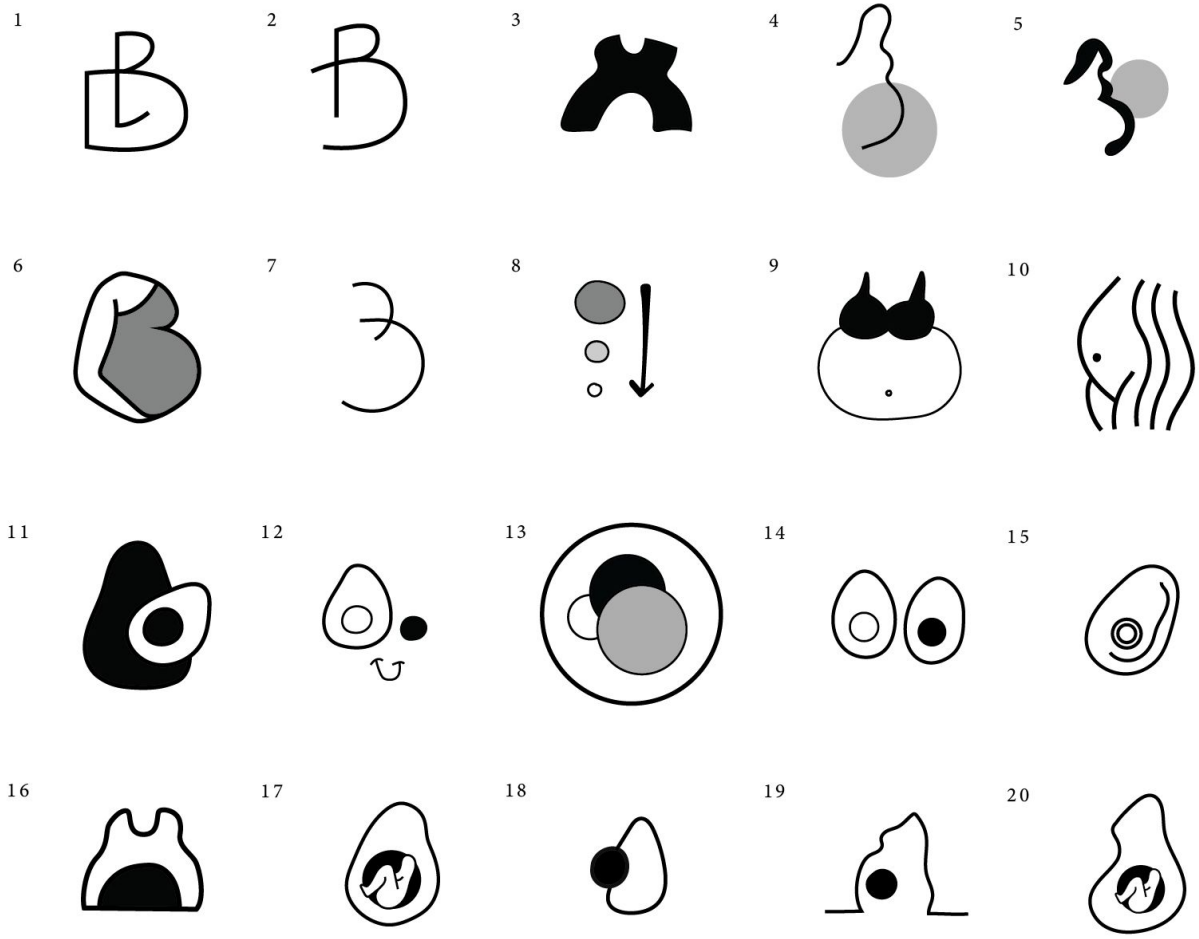
Possible App Names

1. Momma Avo-Cardio
2. Bump Focus
3. Circle Loss
4. Slim Bump
5. Post Seed Weight

20 Logo Sketches







LOGOS
1-10 Dump the Bump
11-20 Mom Avocardio

20 Logo Types

1

momma
avo-Cardio

2

momma
avo-Cardio

3

MOMMA
avo-Cardio

4

MOMMA
avo-cardio

5

momma
avo-Cardio

6

momma avo-Cardio

7

MOMMA avo-Cardio

8

momma
avo-cardio

9

MoMMa
avocardio

10

MoMMA
avocardio

11

MoMMA
avocardio

12

MoMMa
avo-Cardio

13

mom
avocardio

14

MOMavo
CARDIO

15

MOM | **avocardio**

16

MoM **avocardio**

17

MoMMa
avocardio

18

MoM
avocardio

19

MoMMa
avocardio

20

MoMMa
avo-Cardio

10 Logo Types (Dump the Bump)

1 dump
the bump

2 DUMP
the - bump

3 dump the **BUMP**

4 DUMP | **the bump**

5 Dump
the bump

6 dump the
bump

7 DUMP **the bump**

8 dump the
BUMP

9 *dump the*
bump

10 **DUMP** the **BUMP**