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# Arise

## USER CENTRIC DESIGN

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**PROF: ANUPAM RANA**



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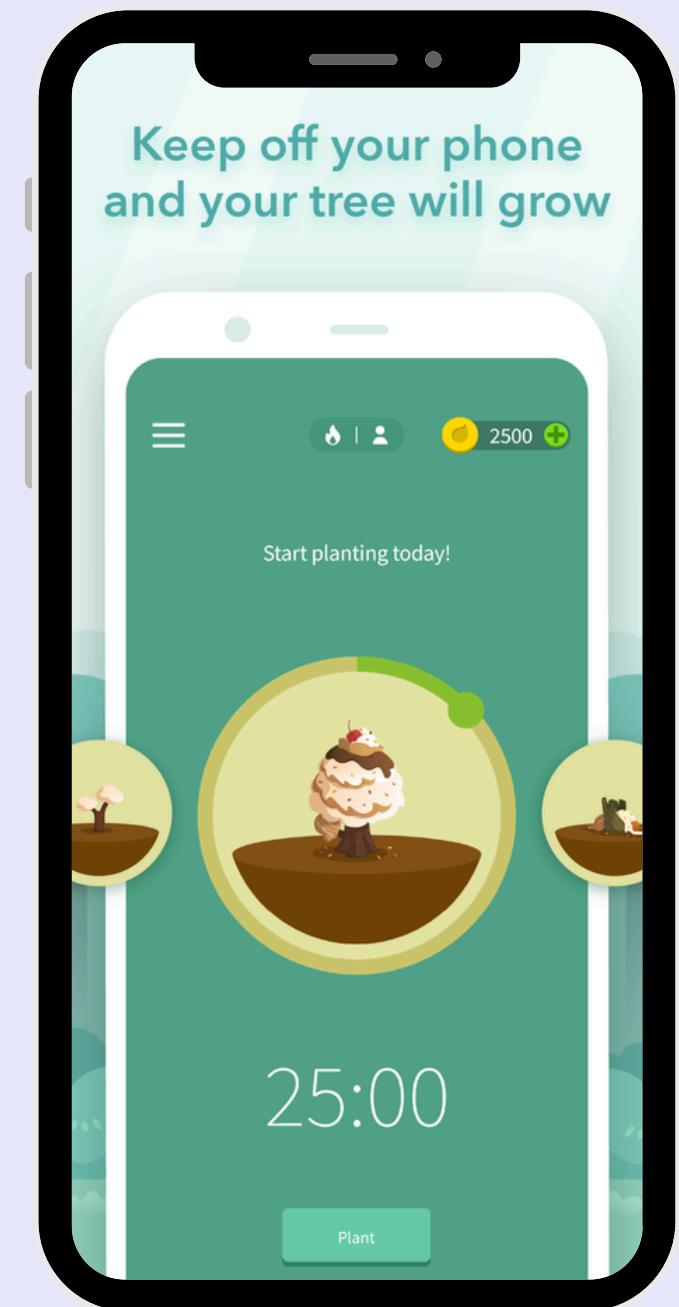
# BACKGROUND INFORMATION

ARISE is an innovative application designed to empower individuals in overcoming deaddiction and incorporating lifestyle change by supporting habit tracking and establishing positive routines.

ARISE provides a structured and supportive environment to guide users every step of the way. Key features include habit streaks and milestones, daily journal daily check-ins and blogs, a community feed, success stories and expert counsellor advice.

# COMPETITIVE ANALYSIS

## 1) Forest



### STRENGTHS

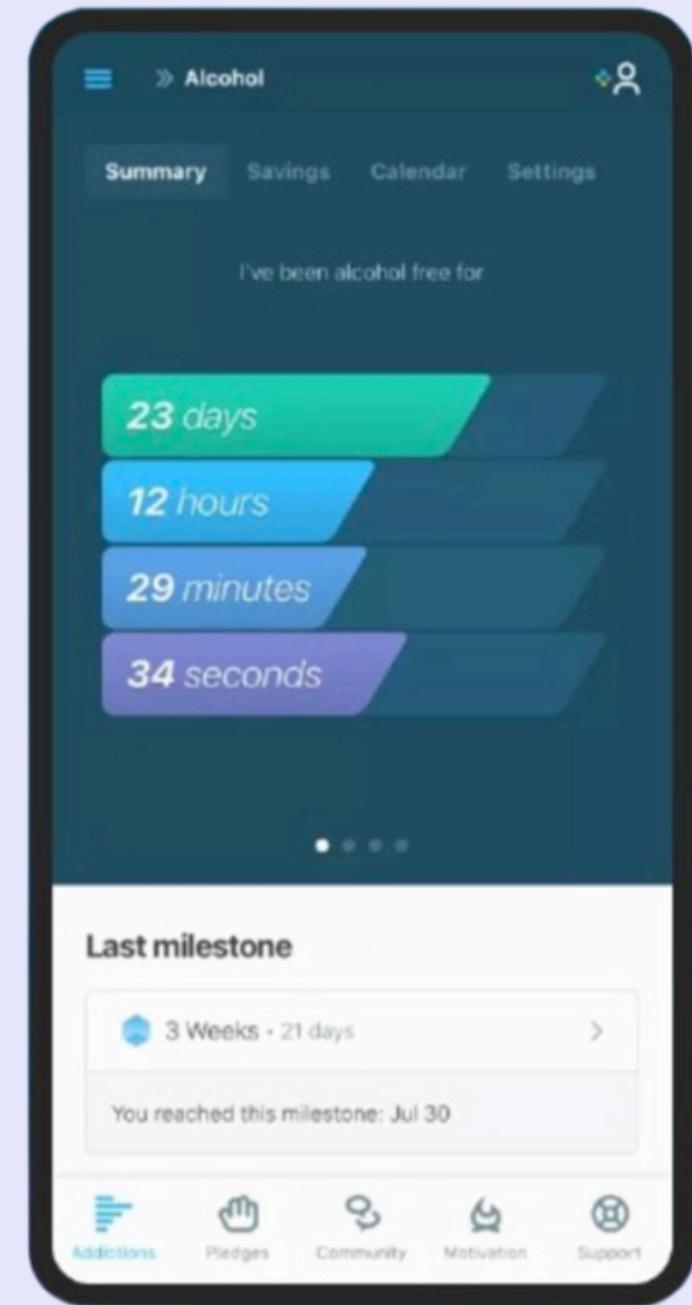
- Gamified Focus Tool: Forest uses a unique tree-planting concept where staying focused grows a virtual tree.
- Progress Visualization: The app displays a virtual forest of completed focus sessions.

### WEAKNESSES

- Key functionalities like advanced stats and group focus modes are locked behind a subscription.
- No feature for notification or distractions blocking.

# COMPETITIVE ANALYSIS

## 2) I am Sober



### STRENGTHS

- A detailed counter showing time down to seconds.
- Offers daily pledges, inspirational quotes, and milestone

### WEAKNESSES

- Doesn't tracks days sober for multiple addictions.
- No feature like community groups or counsellor support.

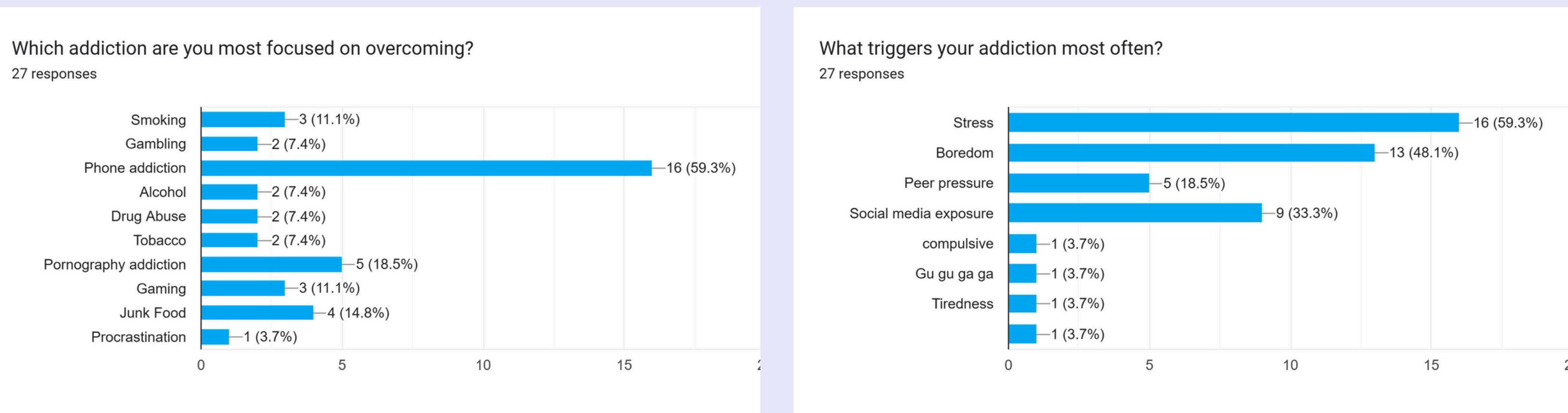
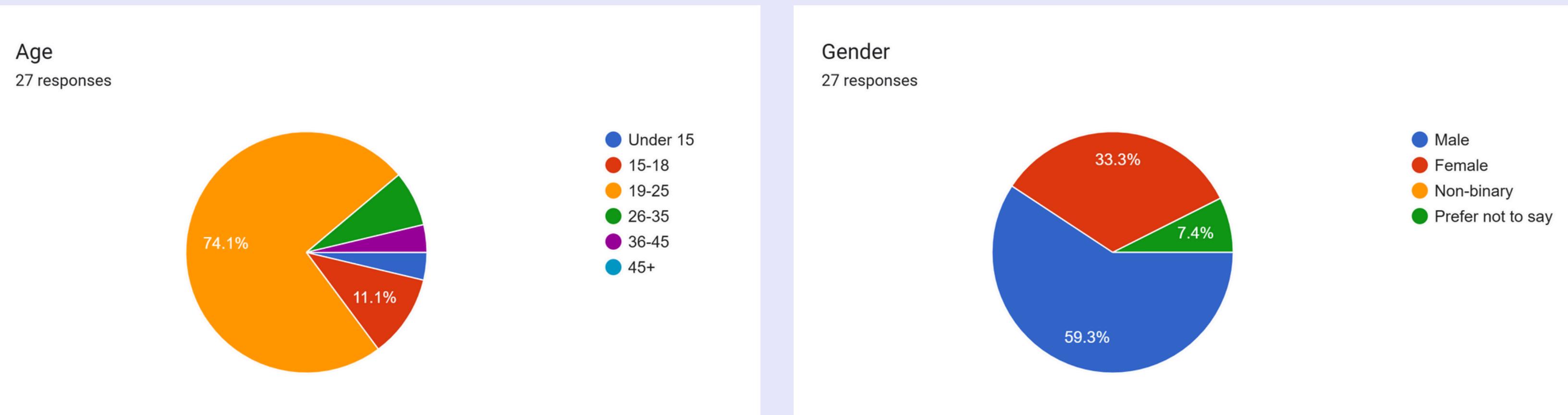
# USER

# SURVEY

# QUESTIONNAIRE

- Age
- Gender
- Location
- What is your Occupation?
- Which addiction are you most focused on overcoming?
- How long have you been struggling with this addiction?
- What triggers your addiction most often?
- What is your primary goal in overcoming this addiction?
- Have you tried quitting this addiction before?
- What kind of support do you find most effective?
- How likely are you to use a journaling feature to record your thoughts and progress?
- What kind of rewards would help you stay accountable in forming new healthier habits?
- Which areas of self improvement are you interested in?

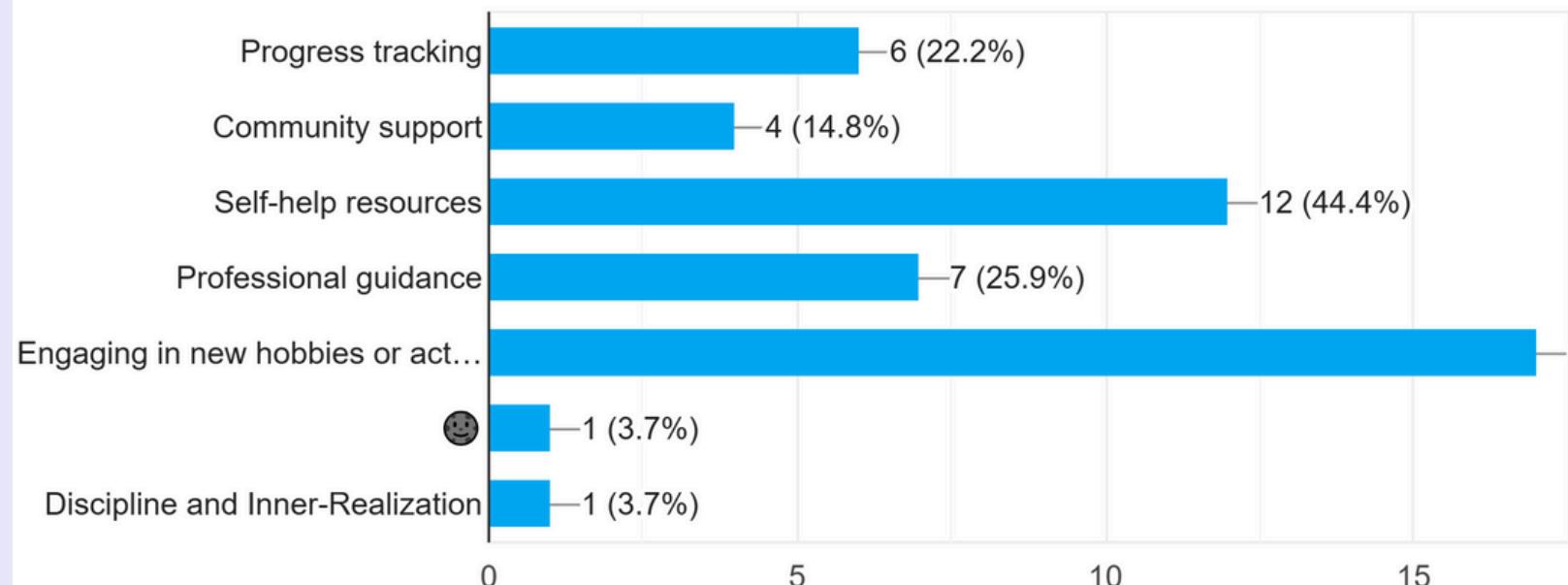
# Survey Results



# Survey Results

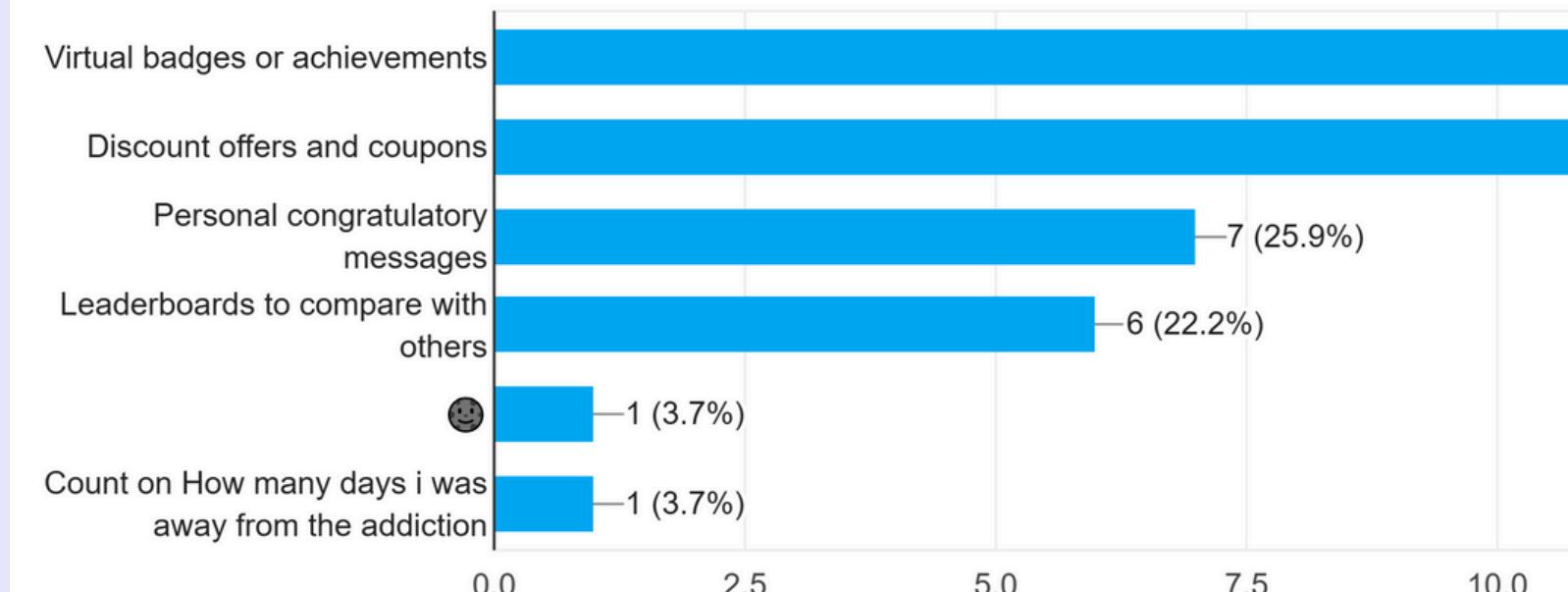
What kind of support do you find most effective?

27 responses



What kind of rewards would help you stay accountable in forming new healthier habits?

27 responses



60% people expressed interest in using an application for quitting phone addiction.

A relatively low score of 14.8% users believe community support is beneficial.

Stress, boredom, peer pressure and curiosity are the main reasons to start a bad habit.

88.8% people find it motivating to have virtual badges and discount offers in habit building app.

# Rajesh Kumar



Age: 28

Occupation: Working Professional

Location: Gandhinagar



Every cigarette I avoid is a step toward a healthier life and a fuller wallet. I just need the right tools to stay on track.

## Areas of Interest

Fitness

Emotional  
Intelligence

Stress  
Management

## Background

Rajesh is a mid-level IT professional struggling with smoking and tobacco addiction for over 3 years. He started smoking due to workplace stress and peer pressure but now wants to quit to improve his health and finances. Despite multiple attempts to quit (relapsed each time), he feels trapped in the cycle of addiction.

## Struggles

- Intense cravings during stressful situations
- Difficulty maintaining self-discipline
- Lack of accessible alternatives to manage stress

## Motivations

- Wants to avoid health risks (e.g., respiratory issues) linked to smoking
- Desires to have more free time for hobbies and socializing
- Aims to improve his mental and physical well-being

## Triggers

STRESS

BOREDOM

MEDIA EXPOSURE

# Empathy map

	<ul style="list-style-type: none"><li>• "I waste too much time on my phone instead of studying."</li><li>• "I need a way to stop snacking when I'm stressed."</li></ul>	<ul style="list-style-type: none"><li>• Scrolls social media endlessly when bored.</li><li>• Eats junk food during late-night study sessions.</li></ul>
	<p><b>Thinks</b></p>	<p><b>Does</b></p>
	<p><b>Feels</b></p>	<p><b>Says</b></p>
	<ul style="list-style-type: none"><li>• Frustrated with her lack of self-control.</li><li>• Anxious about falling behind in studies.</li></ul>	<ul style="list-style-type: none"><li>• "I can't stop checking my phone every five minutes."</li><li>• "I feel so sluggish after eating junk food."</li></ul>

# Leena Shah



Age: 20

Occupation: College Student

Location: Ahmedabad



I want to break free from my phone and junk food habits so I can focus on my studies and feel better about myself.

## Areas of Interest

Self Confidence

Emotional Intelligence

Communication Skills

## Background

Leena is a second-year college student dealing with phone addiction and junk food cravings. She often turns to social media and unhealthy snacks when she feels stressed or bored. Priya has tried to quit these habits before but struggles with consistency. She is looking for a structured way to build healthier habits and manage her time better.

## Struggles

- Intense cravings during stressful situations
- Emotional eating during stressful times
- Lack of motivation without external support.

## Motivations

- Wants to feel more confident and in control of her life.
- Desires to build healthier relationships and improve her social life.
- Aims to achieve a balanced lifestyle with time for studies, hobbies, and self-care.

## Triggers

STRESS

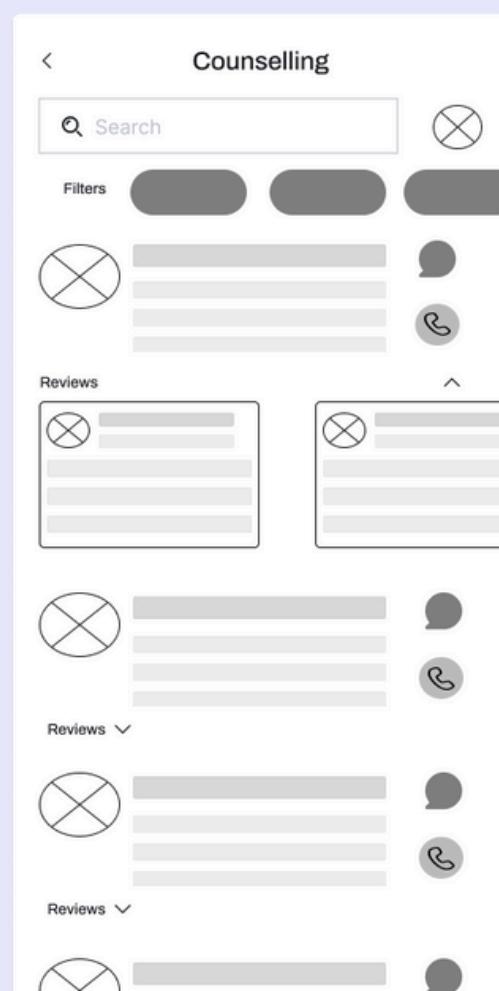
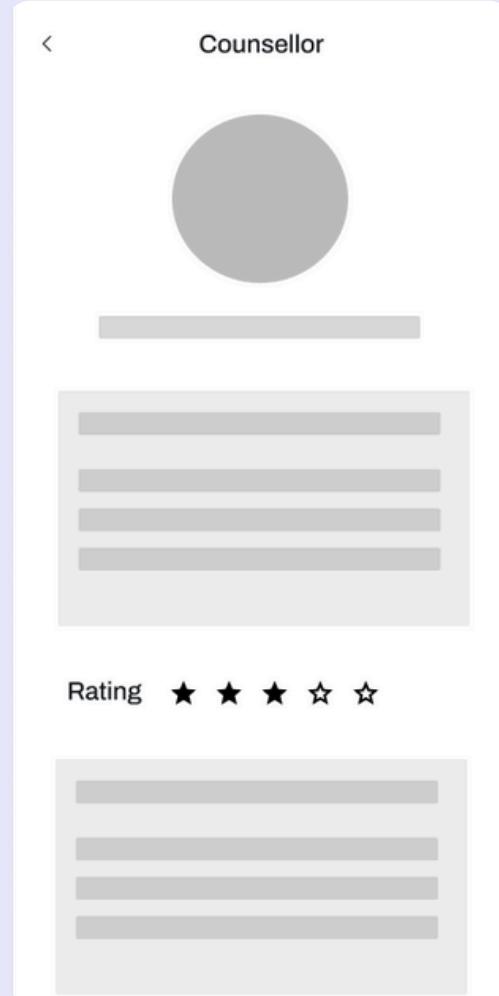
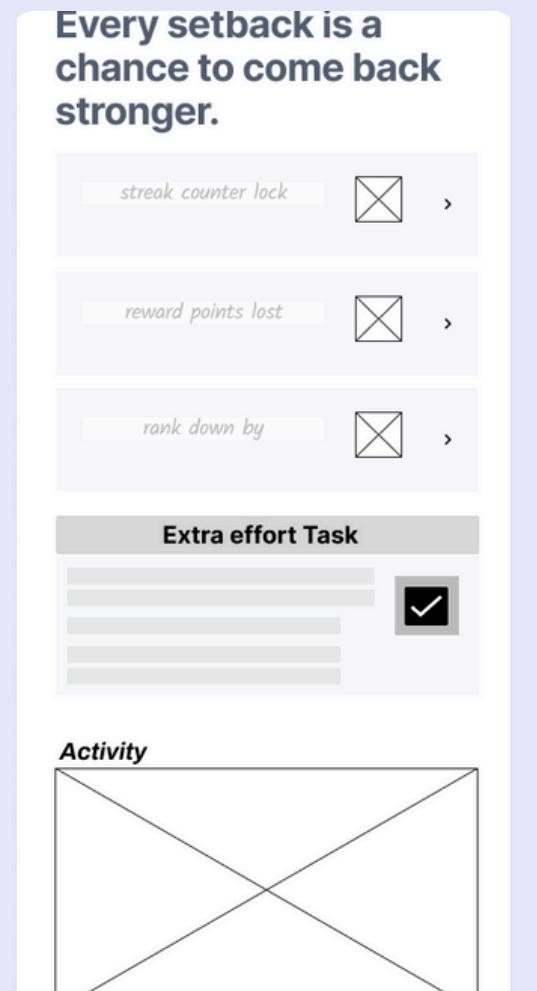
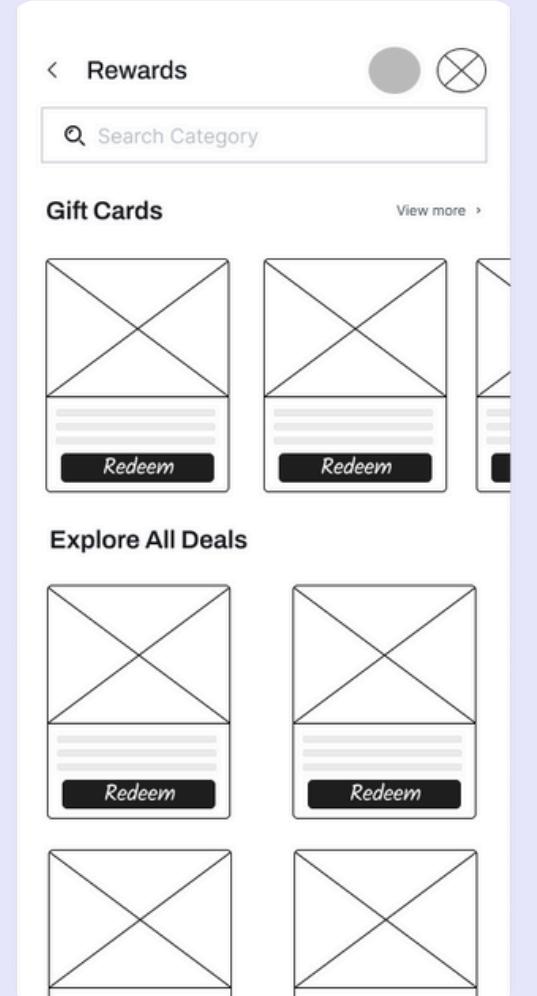
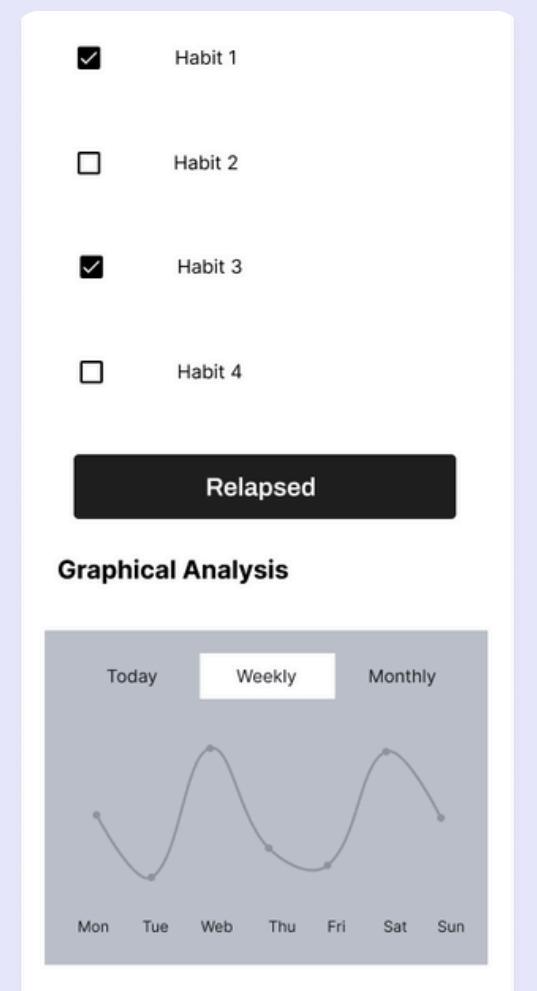
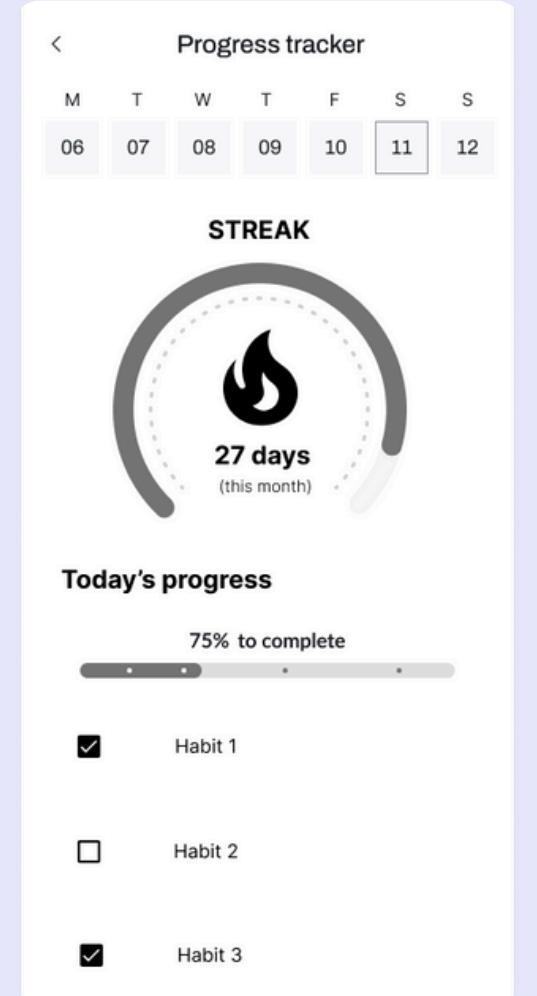
BOREDOM

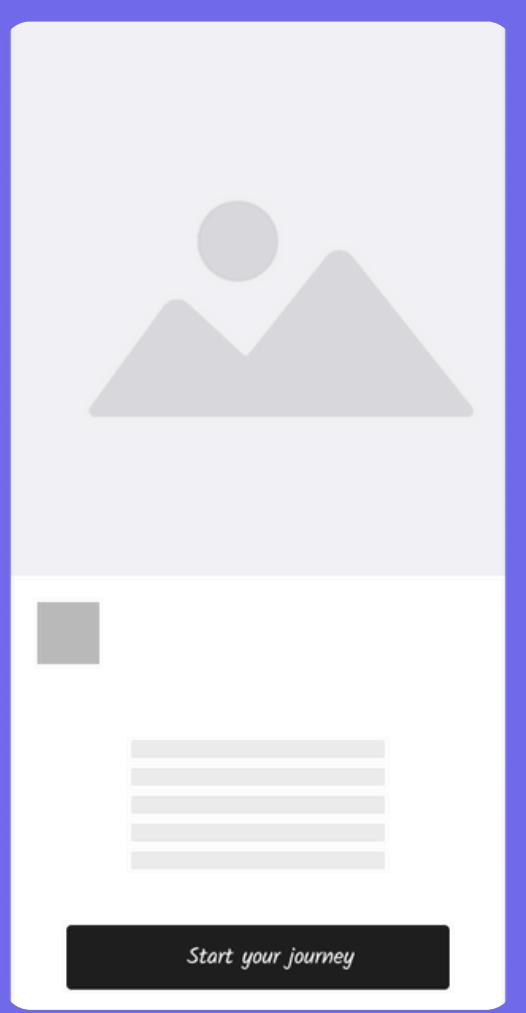
MEDIA EXPOSURE

# Empathy map

	<ul style="list-style-type: none"><li>• "I need a way to handle stress without cigarettes."</li><li>• "I'm tired of failing every time I try to quit."</li></ul>	<ul style="list-style-type: none"><li>• Works long hours in IT and attends team meetings.</li><li>• Smokes during breaks or when stressed.</li></ul>
	<p><b>Thinks</b></p> <hr/>	<p><b>Does</b></p> <hr/>
	<p><b>Feels</b></p> <ul style="list-style-type: none"><li>• Stressed and overwhelmed by work.</li><li>• Guilty about his smoking habit.</li><li>• Hopeful yet doubtful about quitting for good.</li></ul>	<p><b>Says</b></p> <ul style="list-style-type: none"><li>• "I need help staying disciplined."</li><li>• "Quitting feels impossible sometimes."</li></ul>

# LOW Fidelity Wireframe





## Create an account

Enter your account details below or [log in](#)

Username

Name

Email

Password

[Sign in](#)

OR SIGN UP WITH

[Start your journey](#)

## Profile

Hey, User  
@user

[Edit Profile >](#) [Change Habits & Addiction >](#)

Privacy settings

Be Anonymous

Share data with app

Your posts

## Select your addiction

View more >

**Add Habits to-do**

**Habit 1**

**Habit 2**

## Diary

M	T	W	T	F	S	S
06	07	08	09	10	11	12

How do I feel today

Highlights of the day

Things I am Grateful for

## Community

Community Leaderboard Members

### Recent Posts

[+ Add Post](#)

## Welcome, back!!

### Login to your account

Email

Password

[Forgot password?](#)

[login](#)

OR LOG IN WITH

[Don't have an account? Sign up](#)

## Verify your account

An email with a security code will be sent to abcd\*\*\*\*\*@gmail.com

[Verify](#)

Didn't receive the code? [Resend code!](#)

## Edit profile

Hey User!

Quote of the day

Today's progress

Habit 1

Habit 2

Habit 3

Habit 4

[View more >](#)

[Save Changes](#)

## Course

Search topic

Recently Watched

View more >

Recommendations

View more >

## Community

Community Leaderboard Members

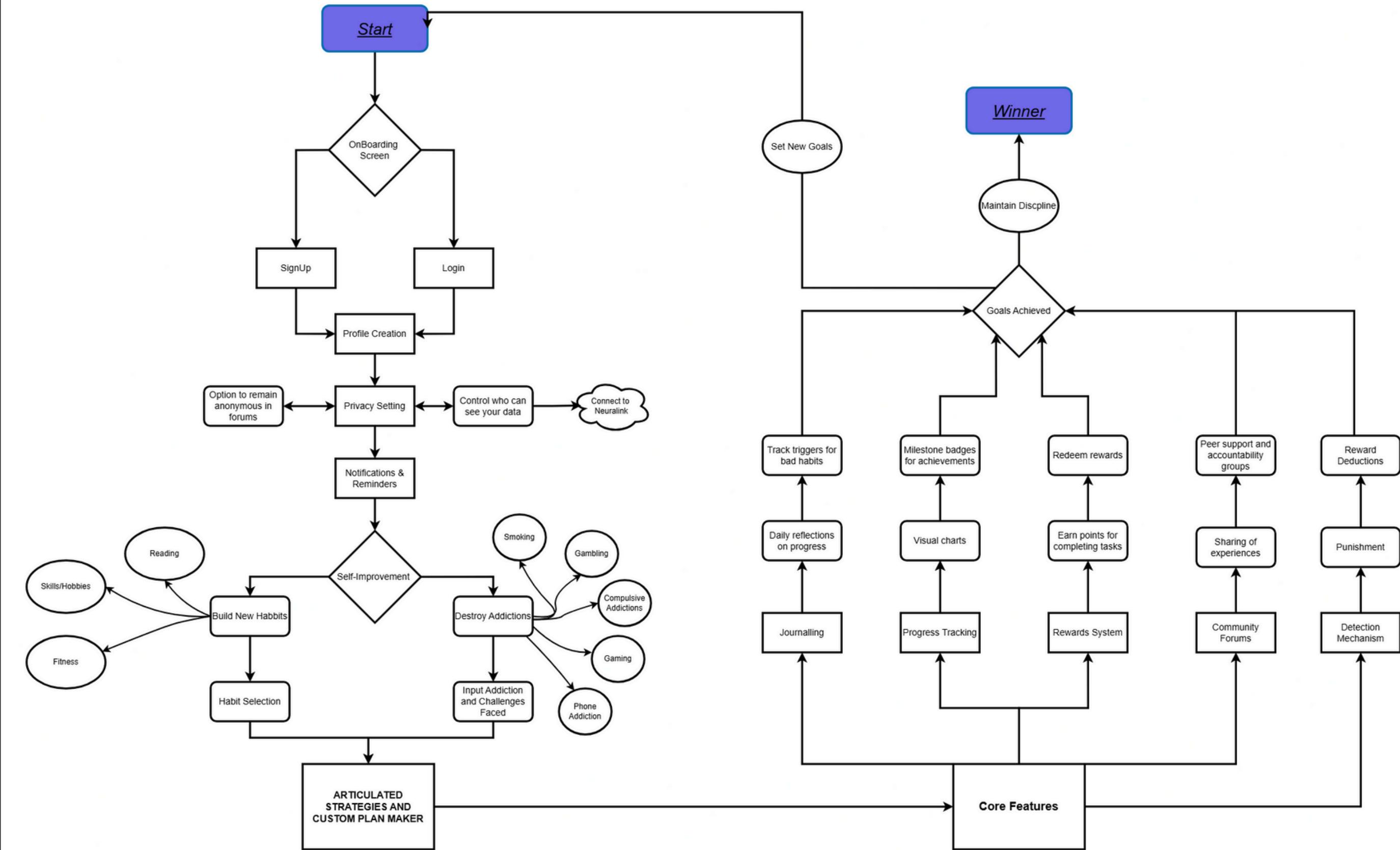
Title

Body

Attach something...

[Add Post](#)

# Information Architecture

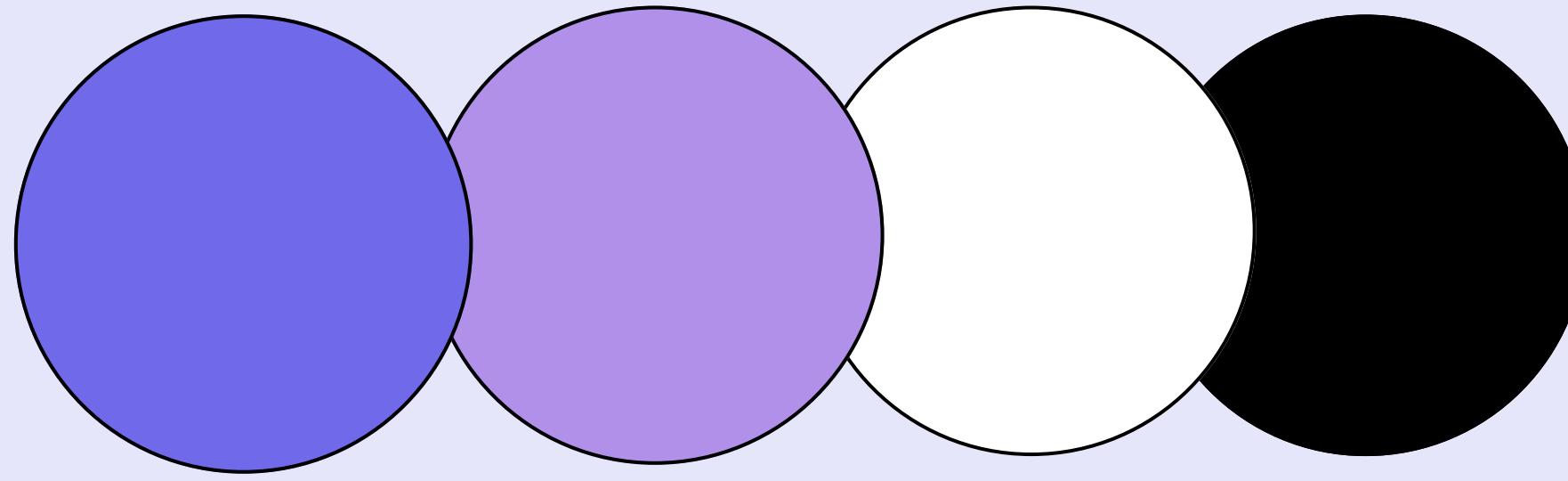


Your direction  
is more important  
than your speed.



# Mood Board

# Colour Palette And Typography



#7069E9

#B090E9

#FFFFFF

#000000

**TYPOGRAPHY**

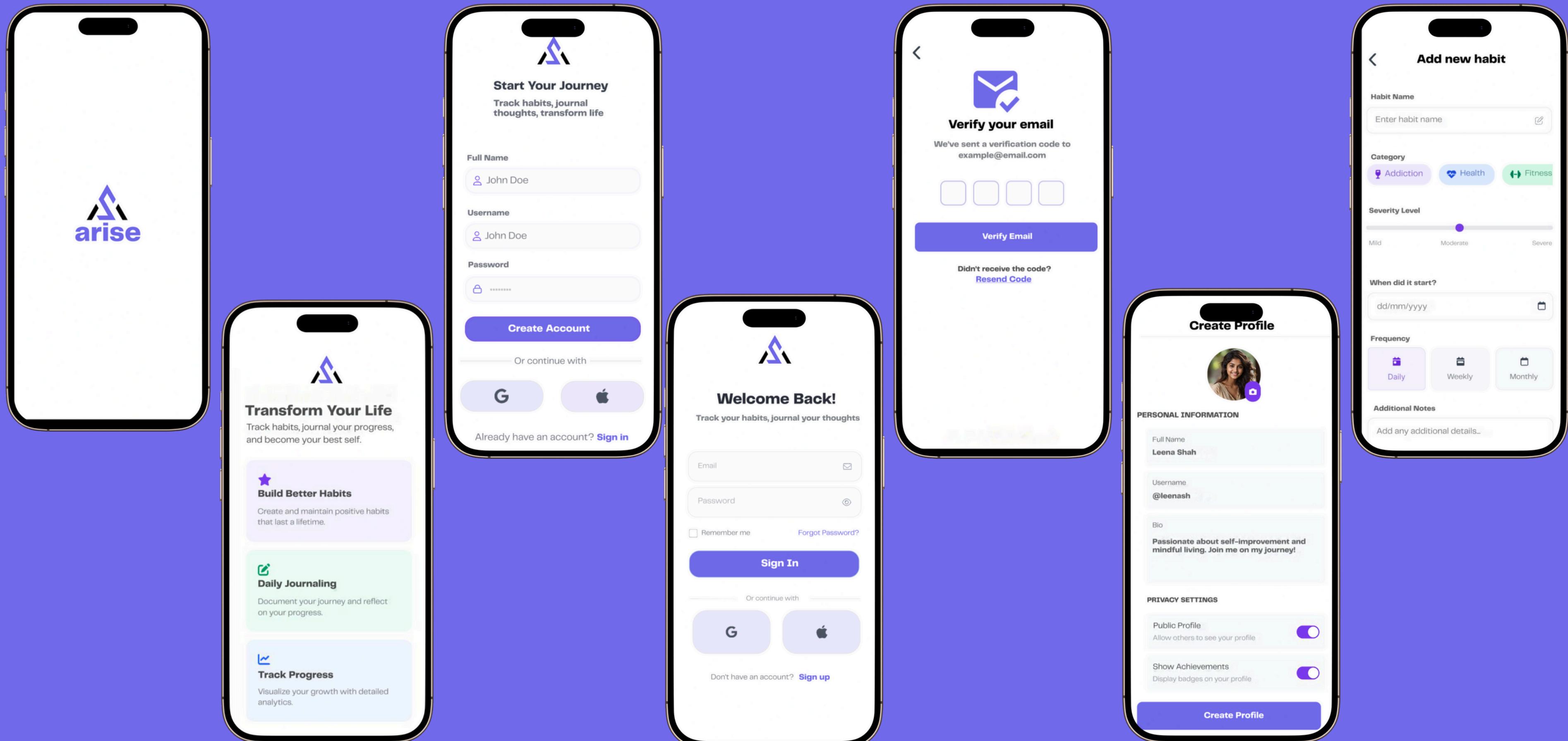
**Telegraf**

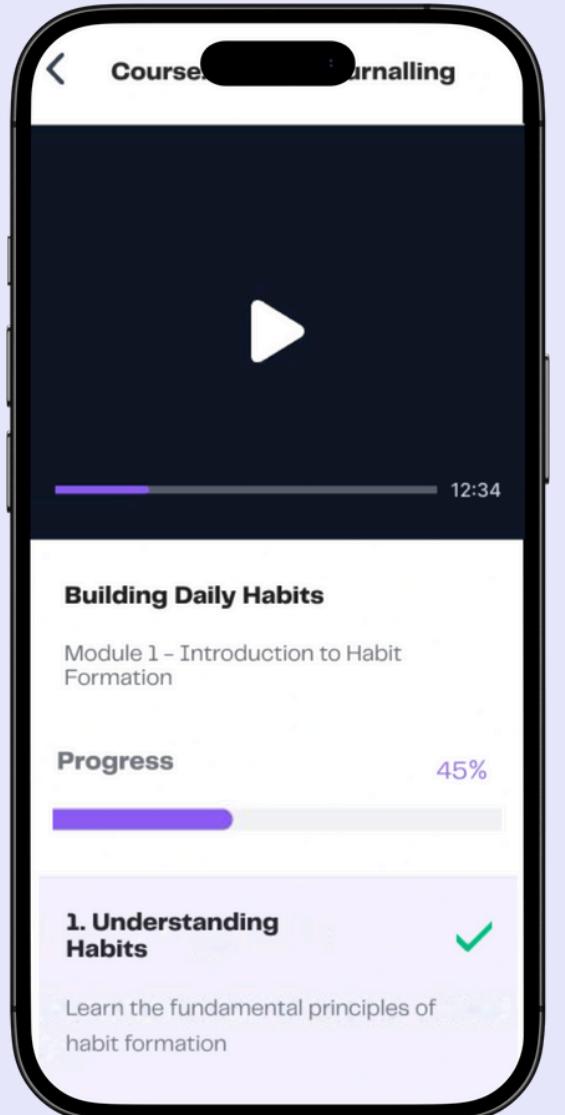
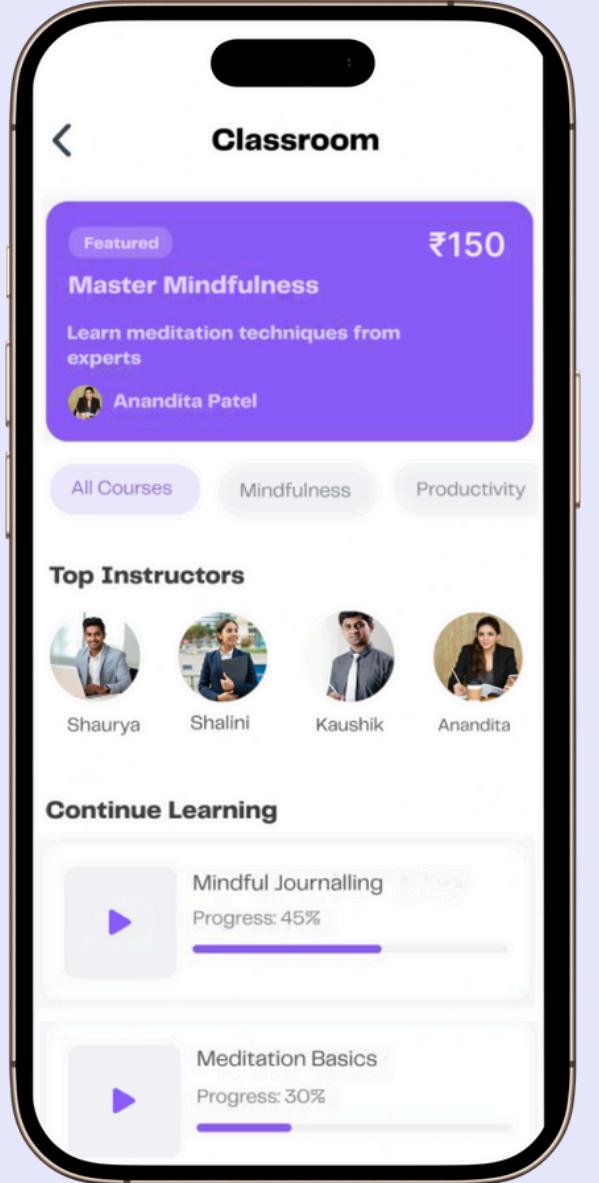
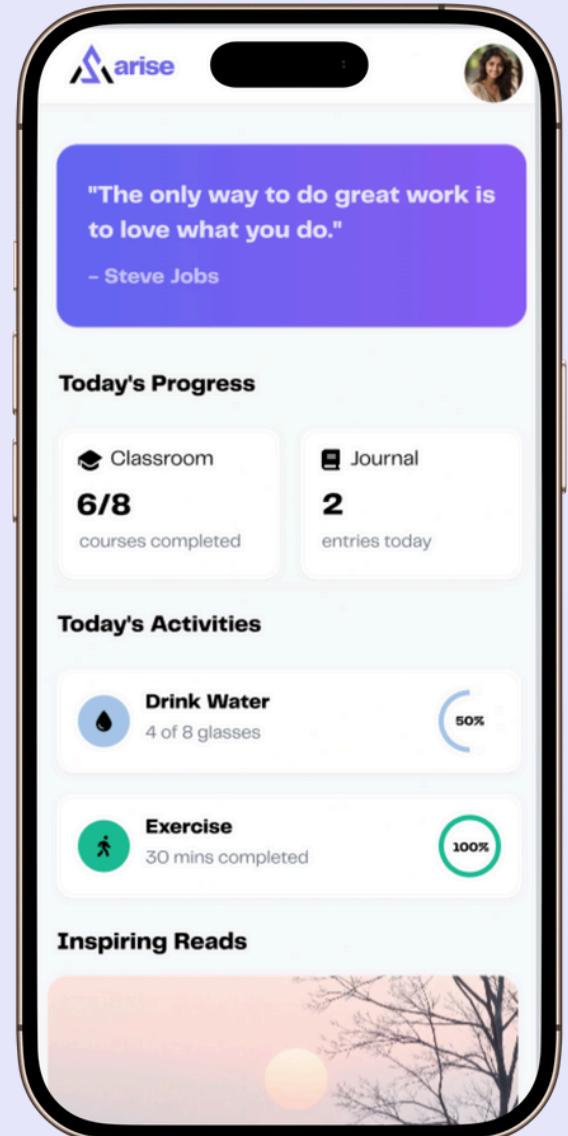
Telegraf

Telegraf

Nunito

# Hi-fidelity Wireframe





- **Todays progress**

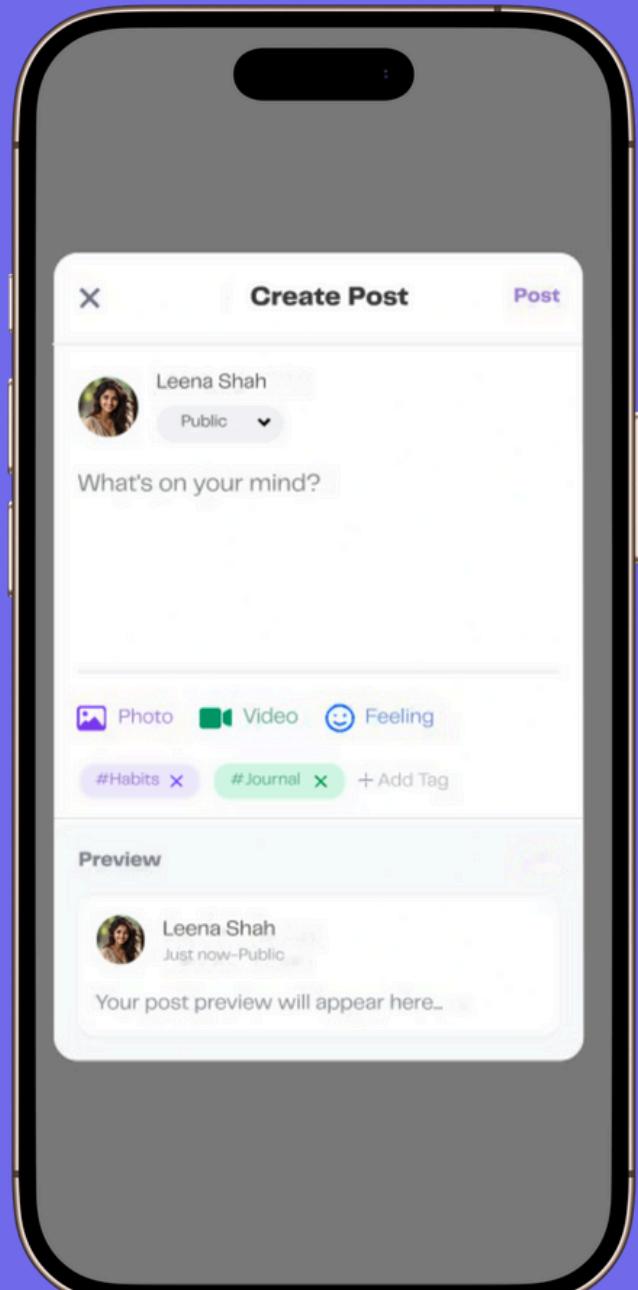
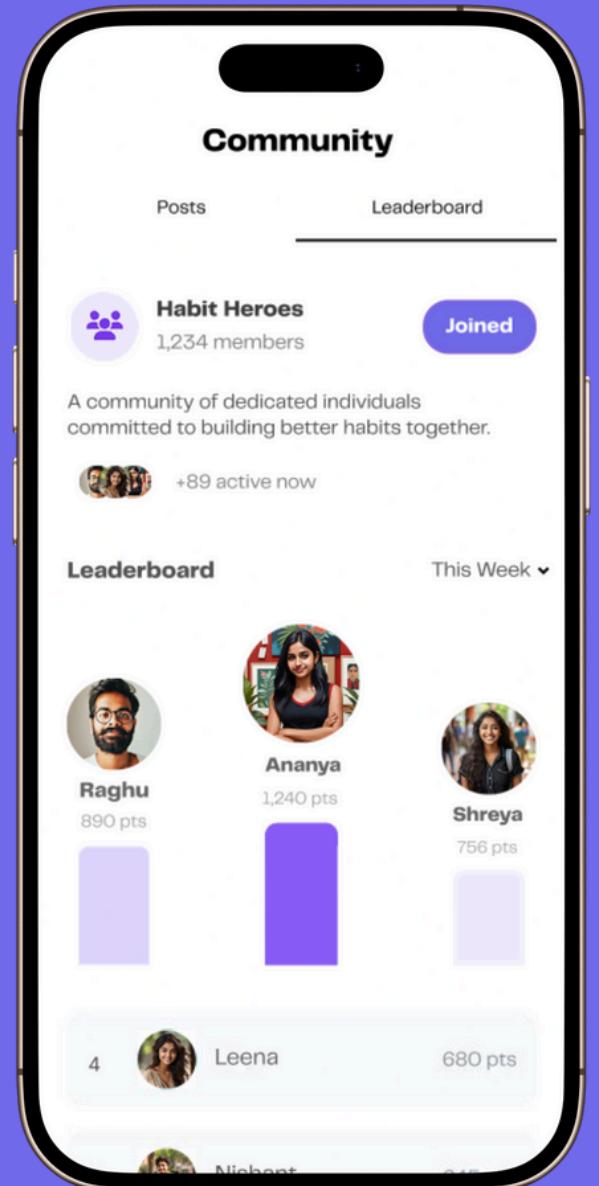
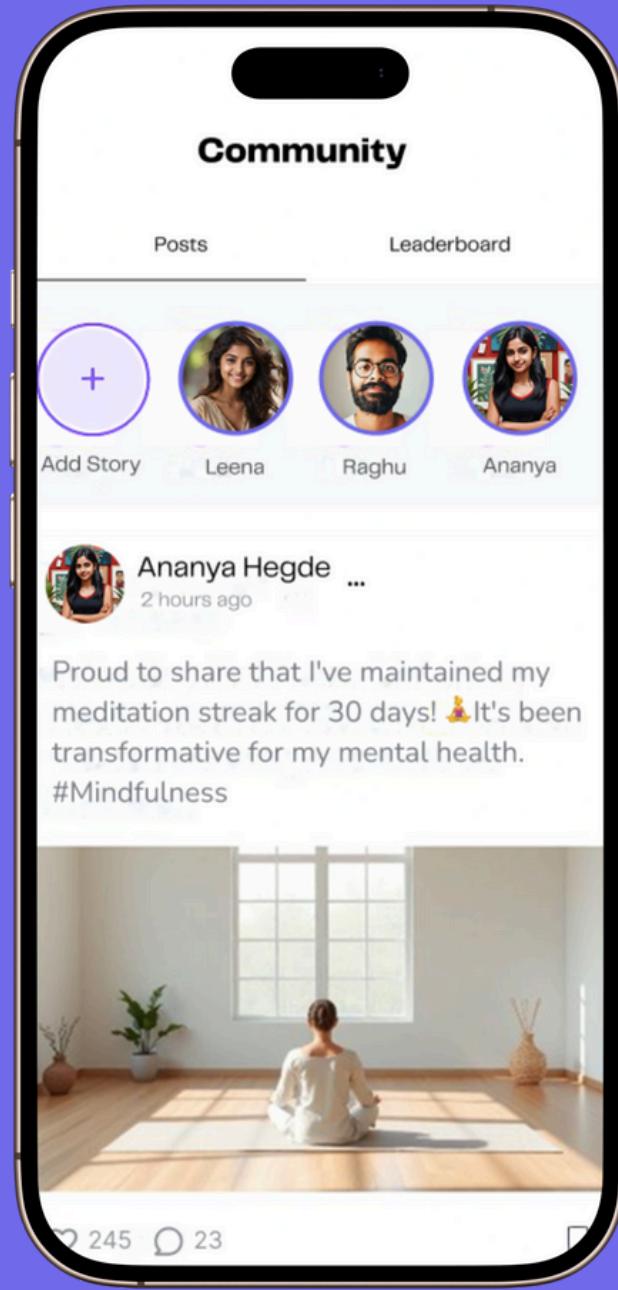
Mark tasks as done or set reminders to stay on track with your goals.

- **Classrooms**

Access expert-led sessions on habit formation, stress management, and deaddicti

- **Interactive Content**

Learn from professionals who share their insights and success strategies.



## • Community

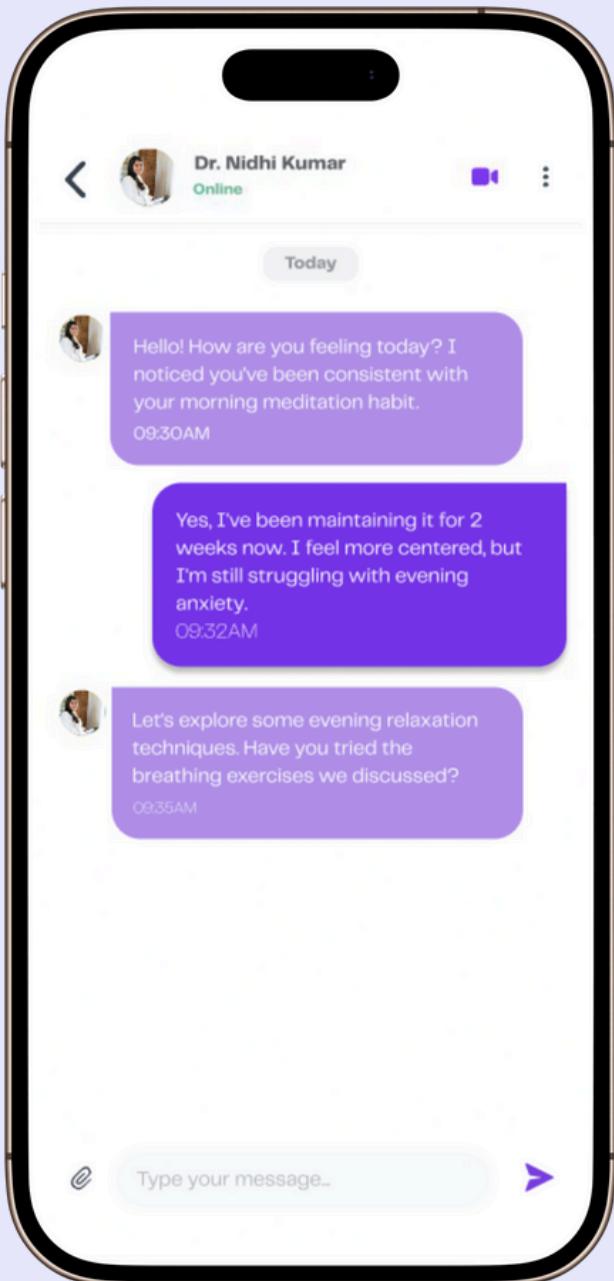
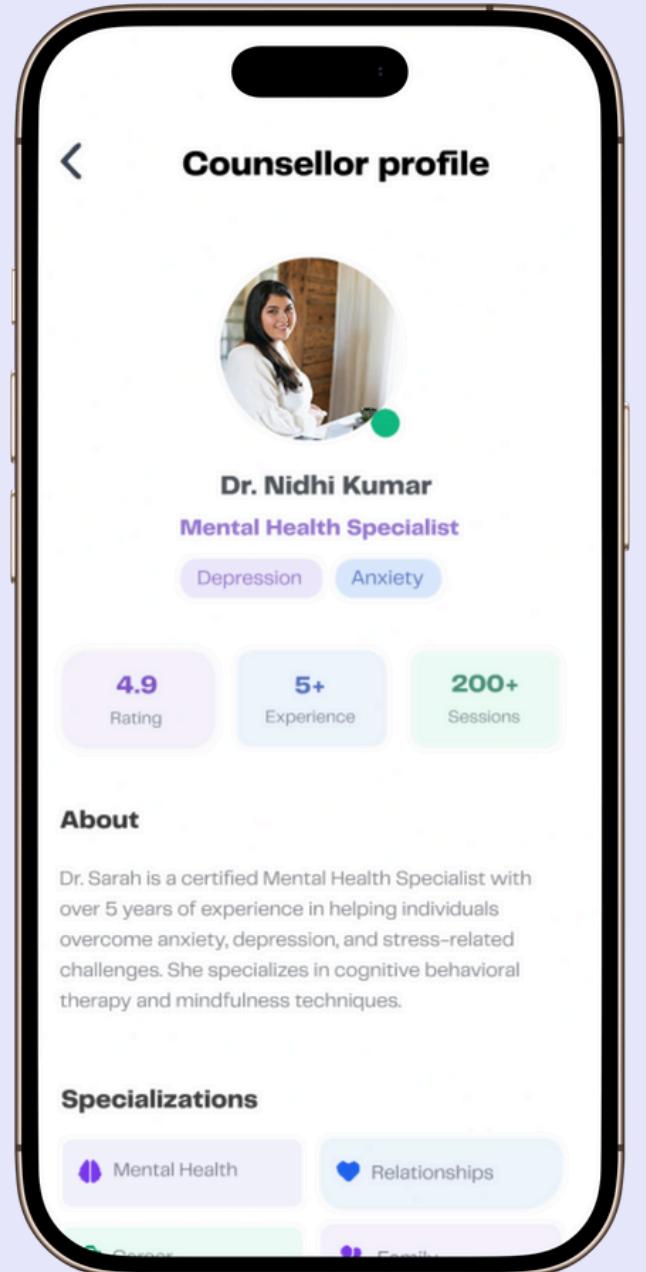
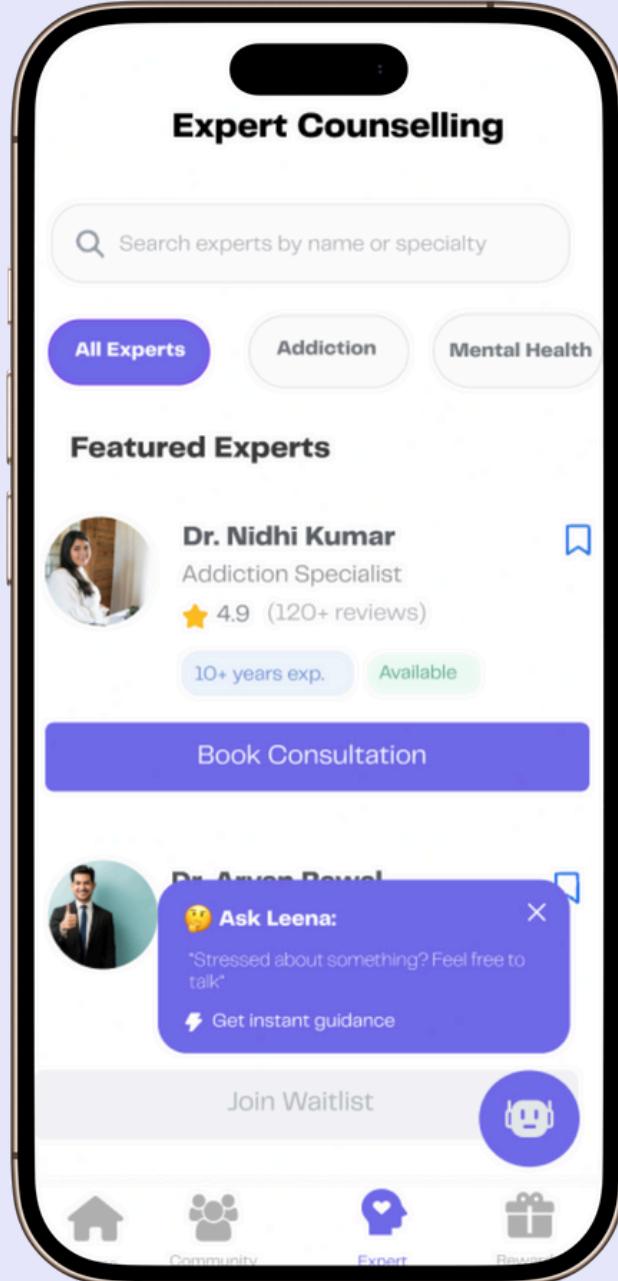
Join a supportive community to post updates, share your journey, and engage with others.

## • Add new Post

Share your progress, challenges, or milestones with the community.

## • Leaderboard

Use prompts to reflect on your journey and gain clarity on your goals.



- **Counsellor**

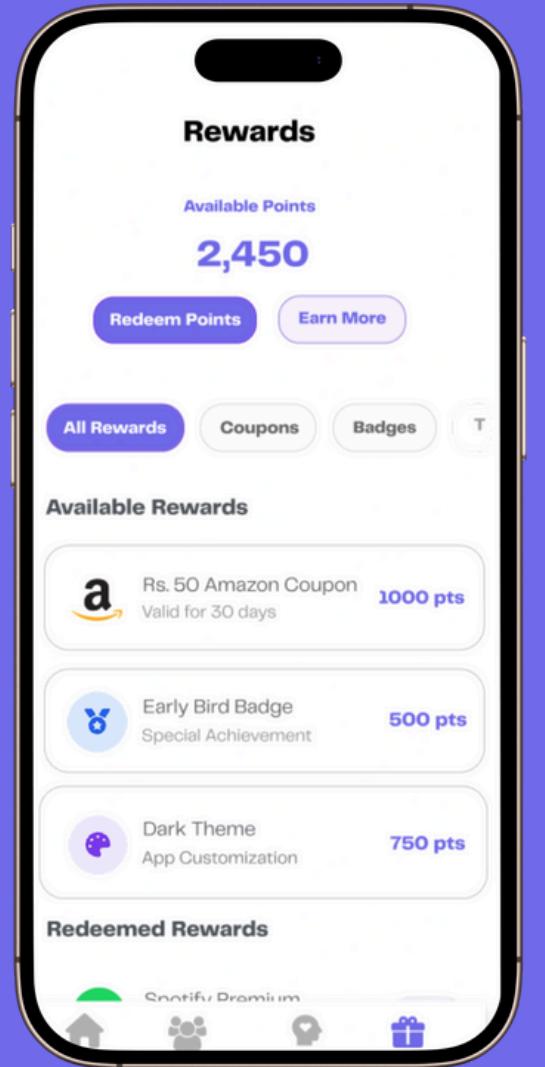
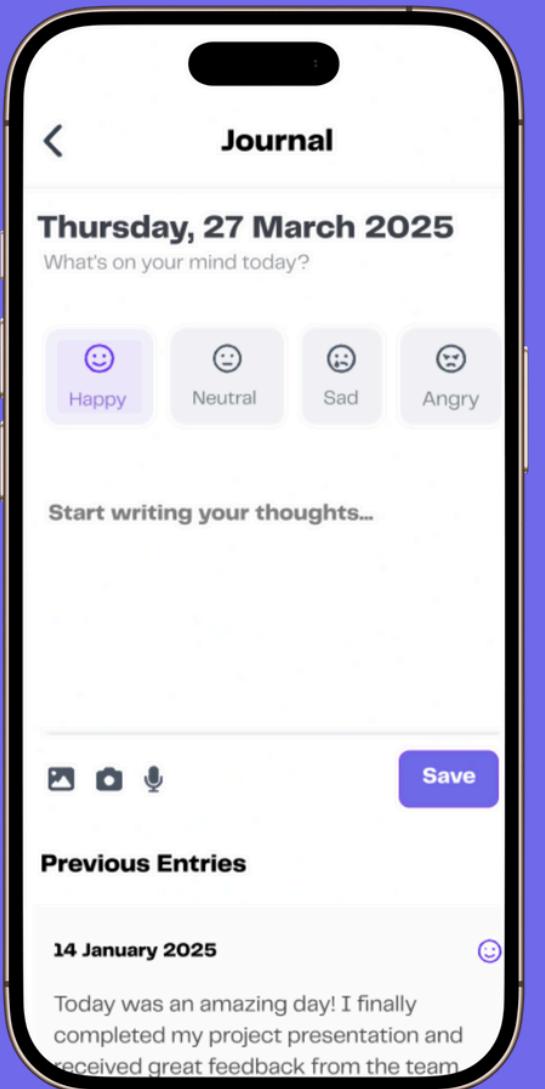
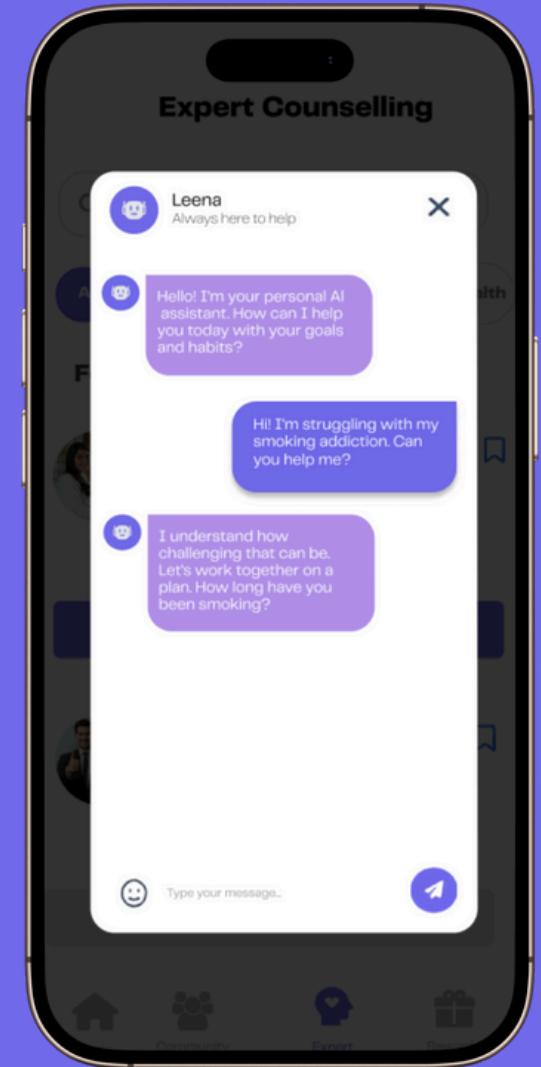
Browse a curated list of expert counsellors specializing in deaddiction and habit formation.

- **Personal connection**

Choose the right support for your journey.

- **Safe space**

Share your challenges and progress in a secure, private chat environment.

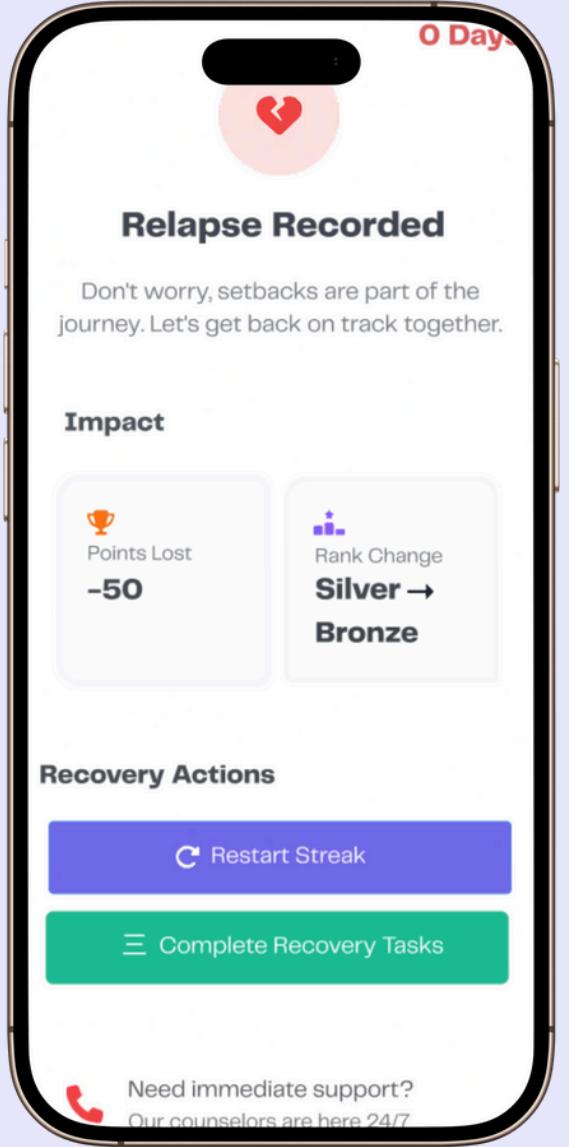
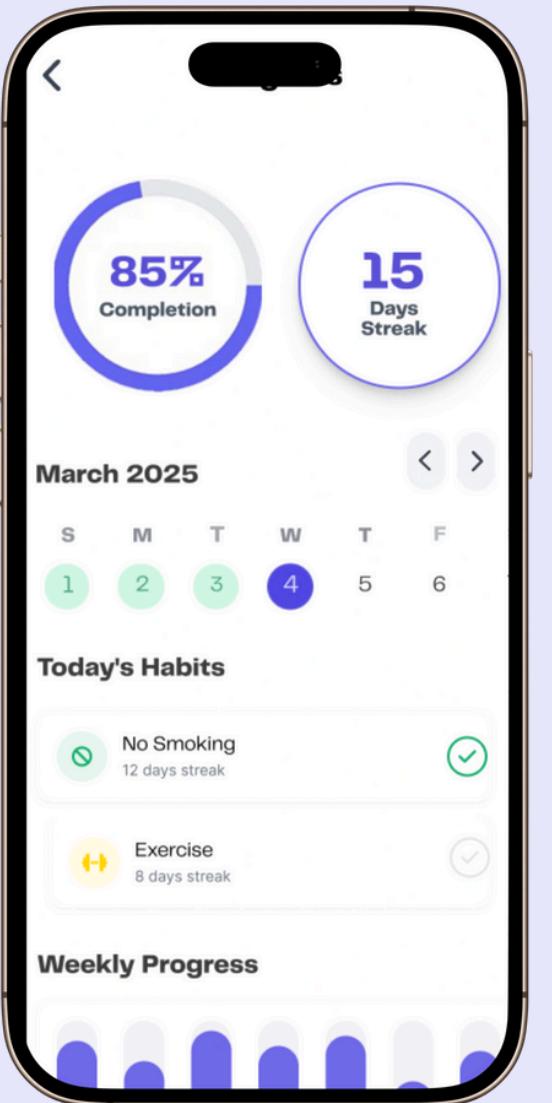


## • Rewards

Accumulate points through consistent habit tracking and redeem for coupons, themes, and exclusive perks.

## • Journal

Capture your thoughts and emotions daily to reflect on your journey and gain clarity on your goals.



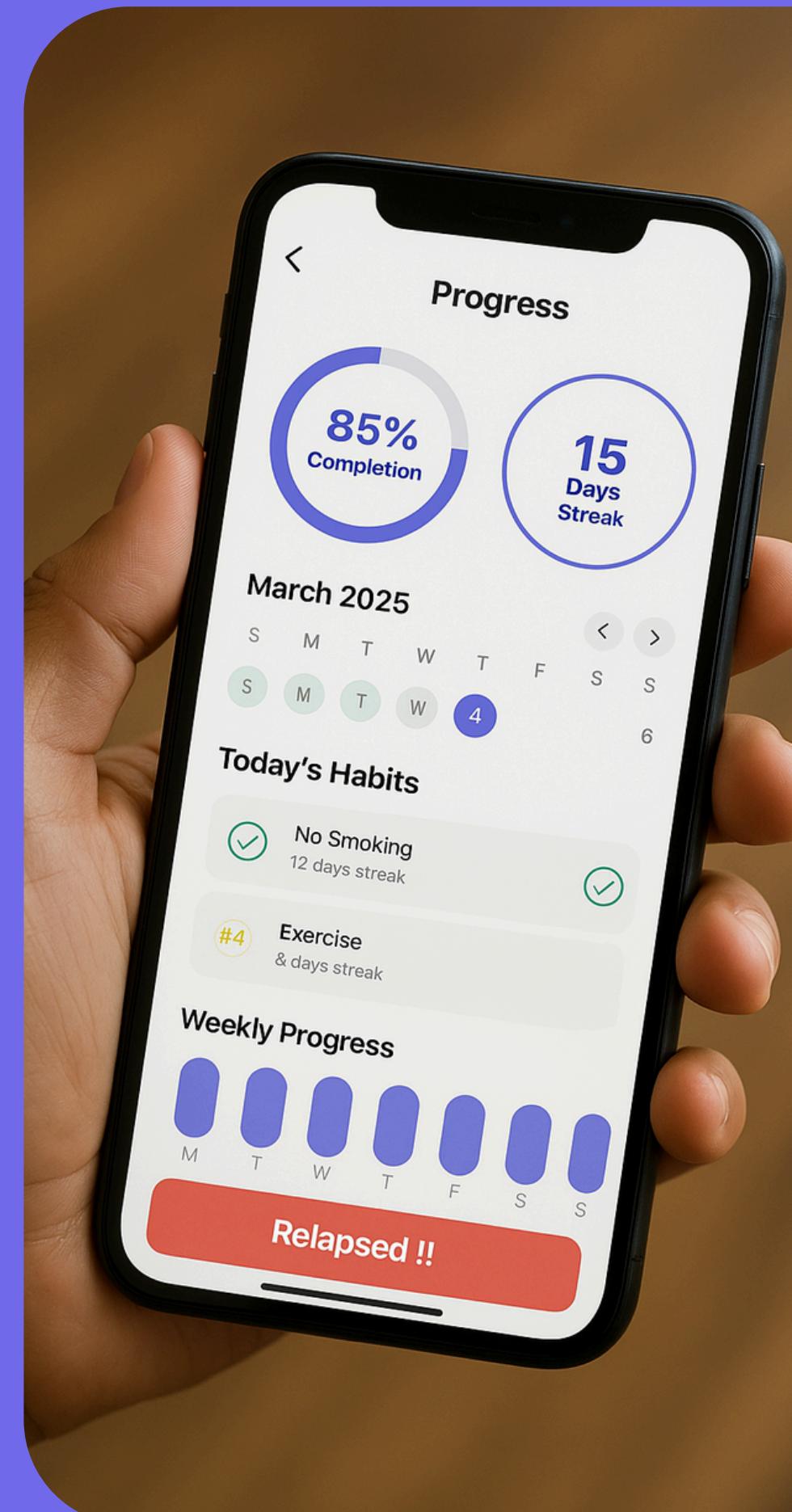
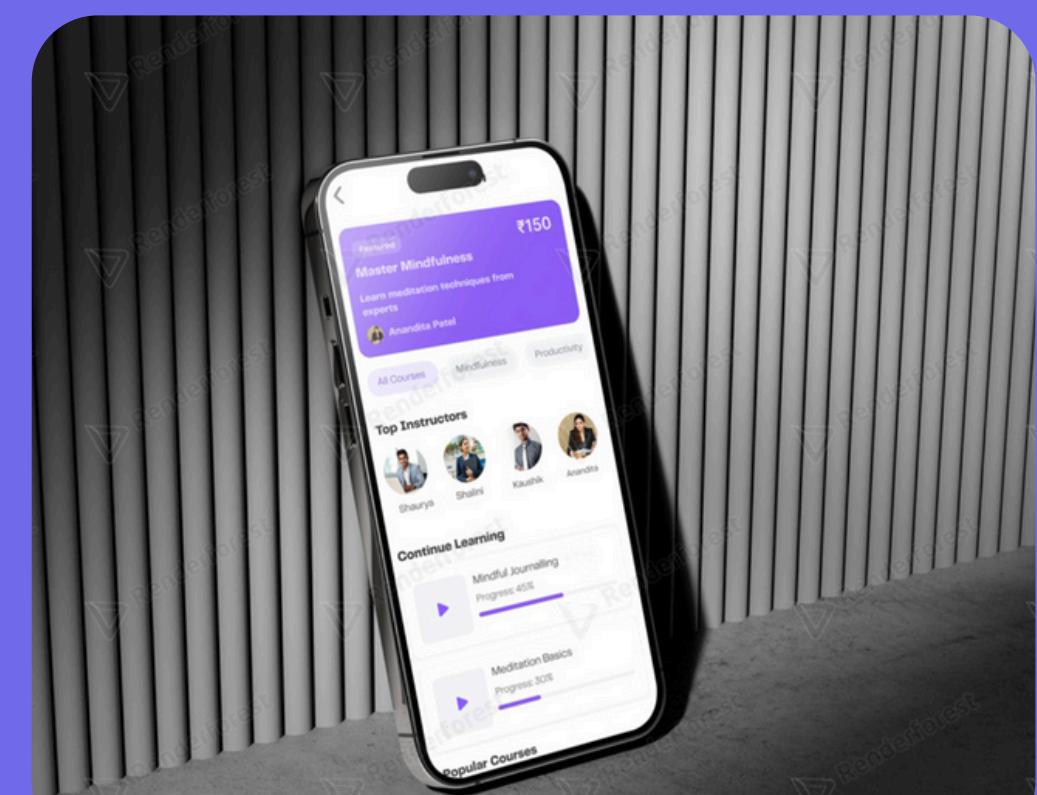
- **Milestone Recognition**

Earn virtual badges and stay motivated with a clear calendar view of your habit streaks.

- **Bounce Back Stronger**

Acknowledge setbacks and take guided steps to recover and rebuild momentum.

# MOCKUP



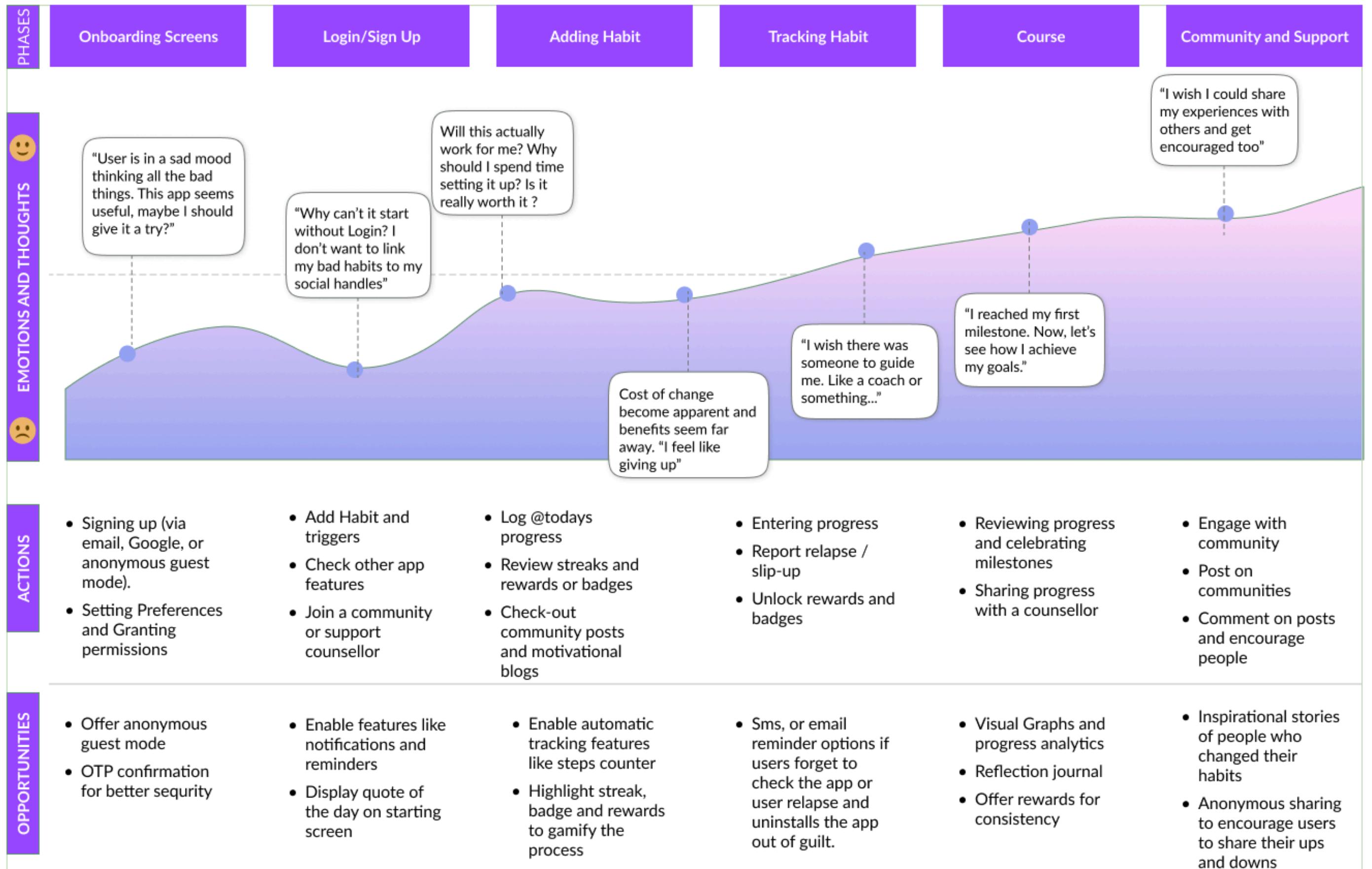
# User Journey Map



Self Improvement App

## Expectation

- Continuous User Engagement
- Rewards, badges, streaks for encouragement
- Awareness and Self-Accountability



DRAWING JOURNEY MAP

# THANK YOU

Figma File includes three pages:

- Low Fidelity
- Hi-Fidelity
- User Persona, Journey Map and Mockups

<https://www.figma.com/design/VfbbKT9JdTfIIRjMFKW3Qe/Arise-UI-design?node-id=169-3876&t=PH8uyRfb8wBclqD6-1>

