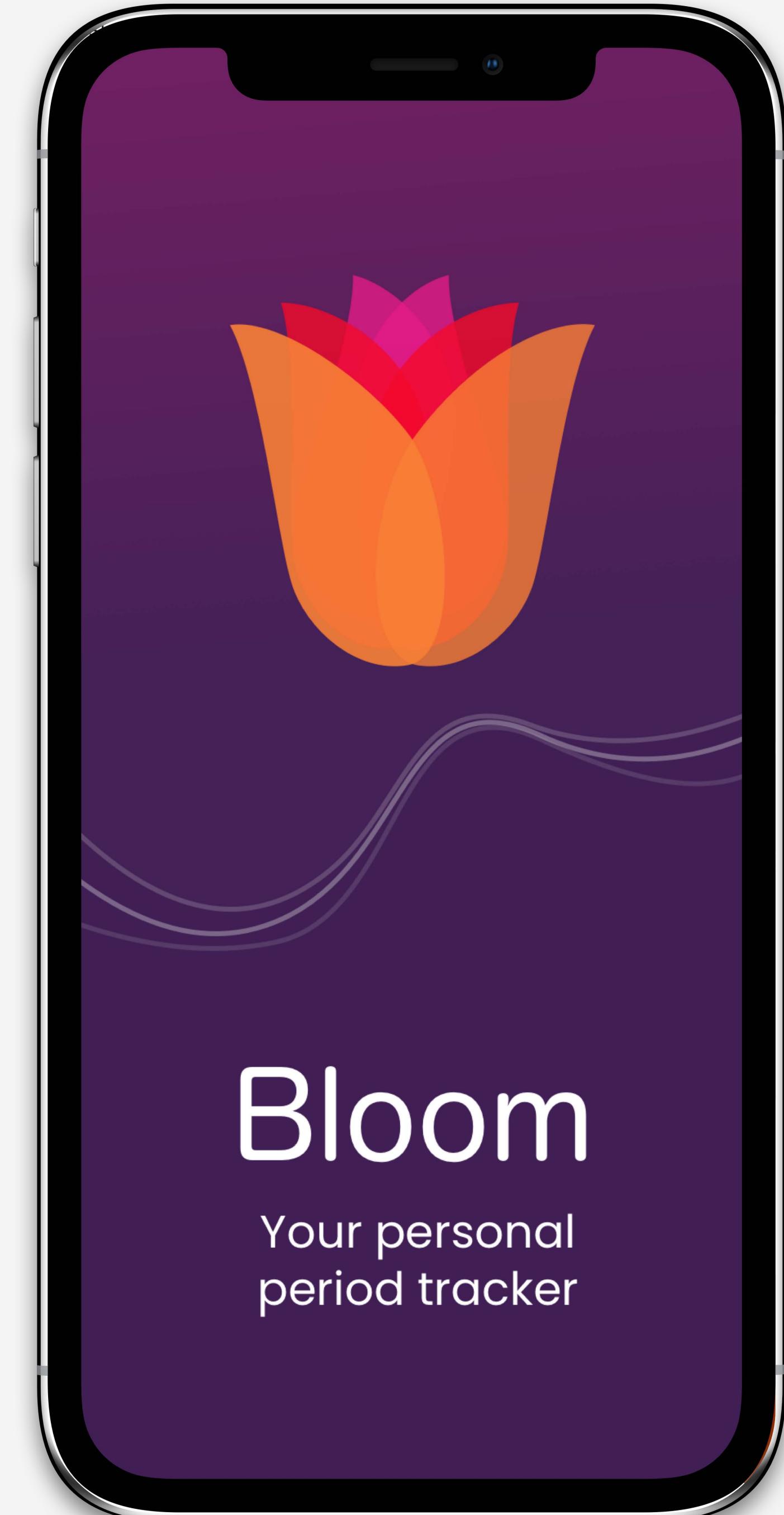


Case Study

Bloom

Period tracking App



Summary

The idea was to create a simple app to track women's cycle.

Bloom is a simple and easy to use app for tracking periods and know your fertile days.

Bloom helps to keep record of your health during your cycles.

Purpose for designing this app

Bloom is very useful for all women who,

- Want to track their monthly cycle.
- Have irregular periods or regular periods.
- Want to get next periods prediction or keep their past records.
- Want to be aware of their fertile days.



Project goals

Create user centered design:

My goal is to create a simple app for women of all age groups

Efficient UI/UX:

I aim to create a simple but effective UI and UX

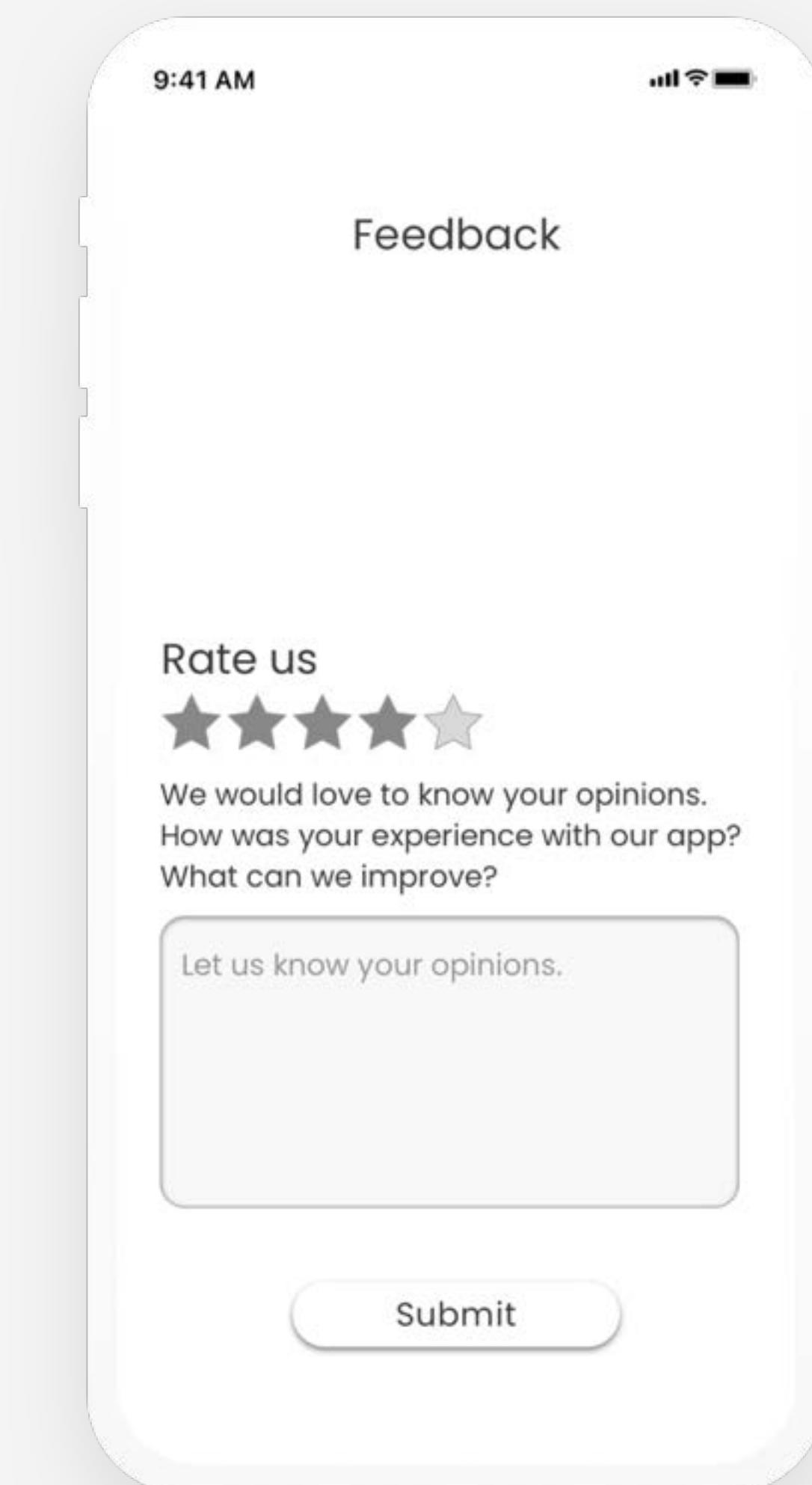
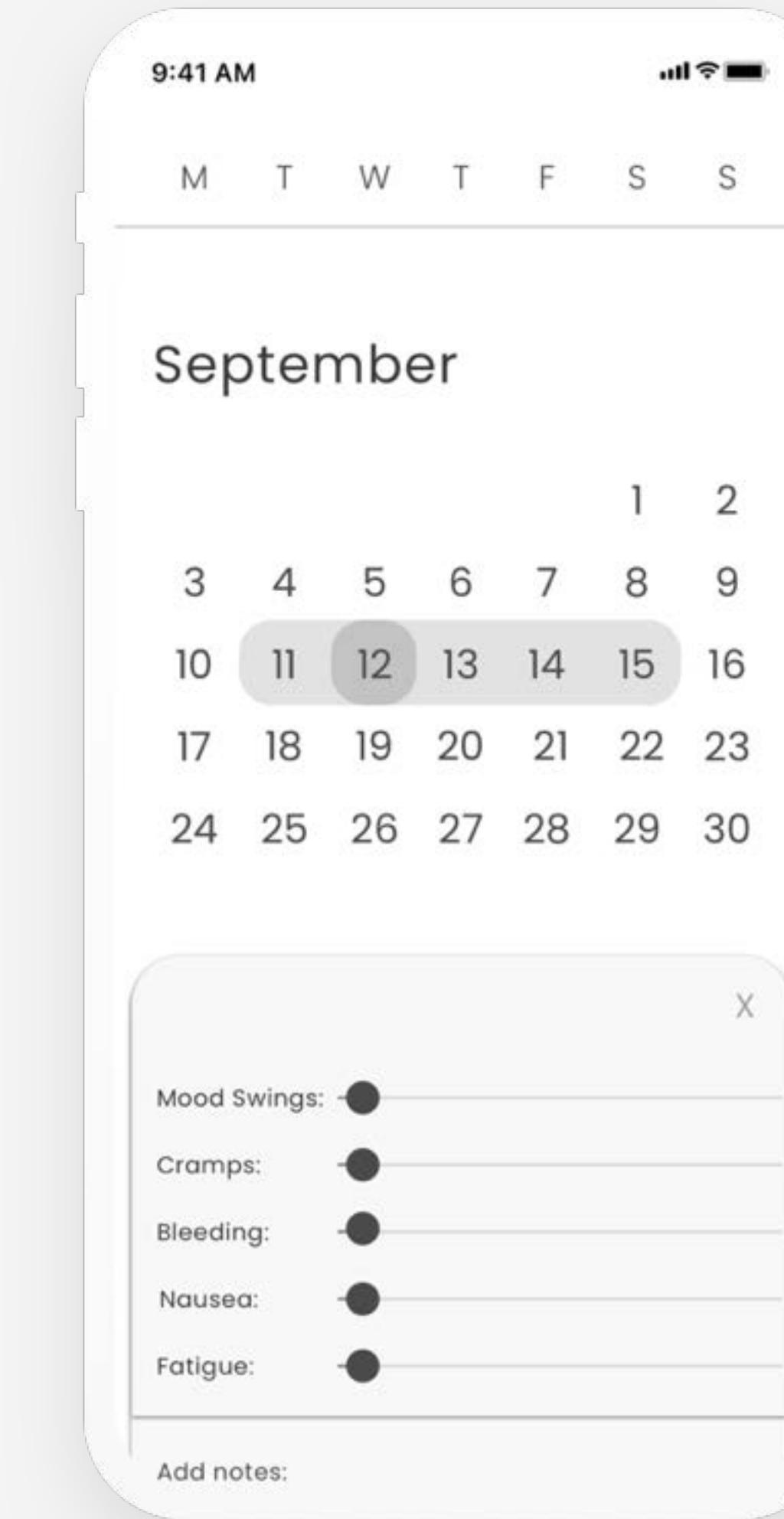
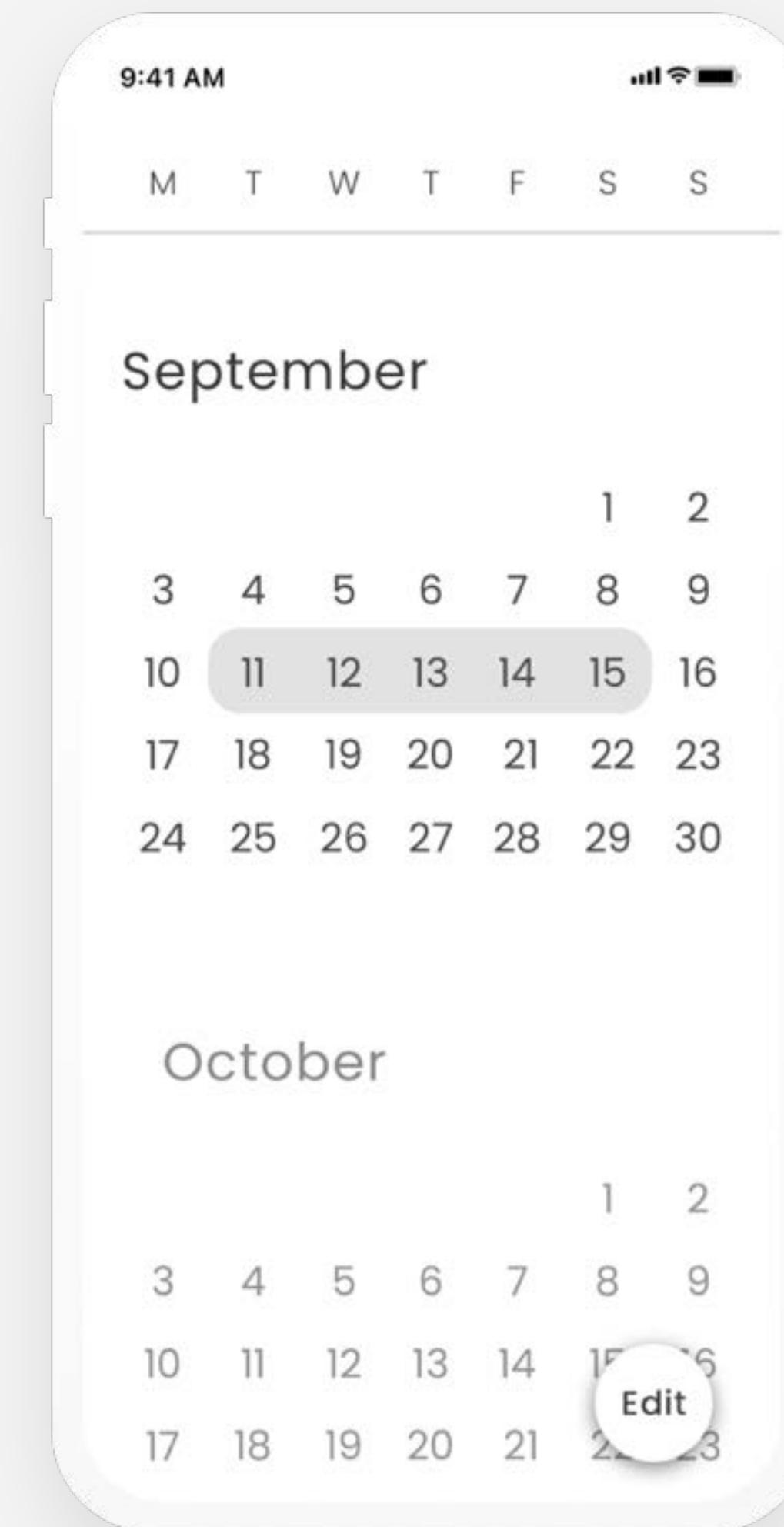
Deliver accurate dates:

Creating a screen where user can edit or feed periods data.

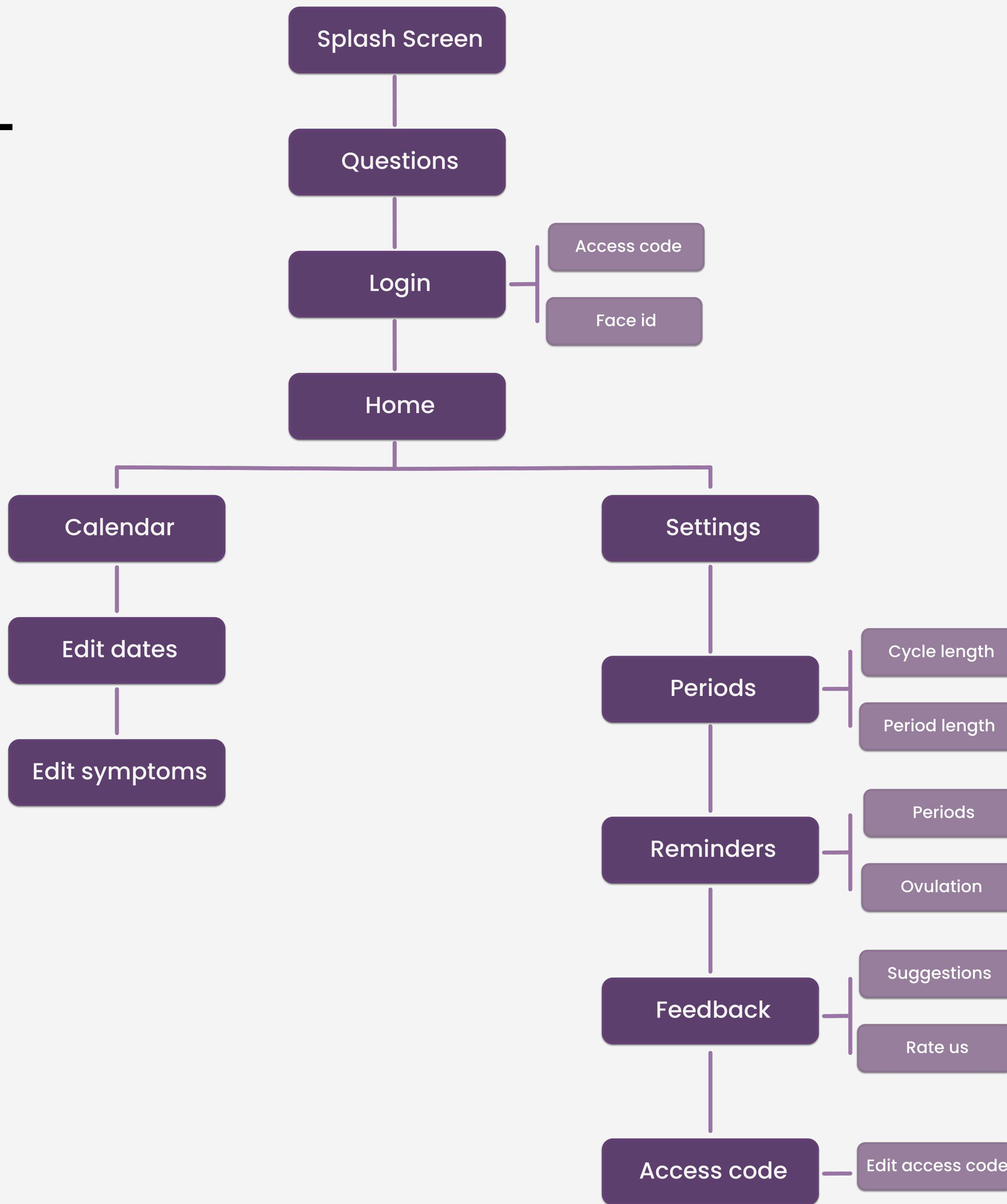
Providing health screen:

A screen where user can enter her health condition with some notes.

Wireframes



Site map



Typography

POPPINS

Regular Lorem ipsum dolor amet,
consectetur adipiscing.

Light Lorem ipsum dolor amet,
consectetur adipiscing.

Bold **Lorem ipsum dolor amet,
consectetur adipiscing.**

Hiragino Maru Gothic ProN

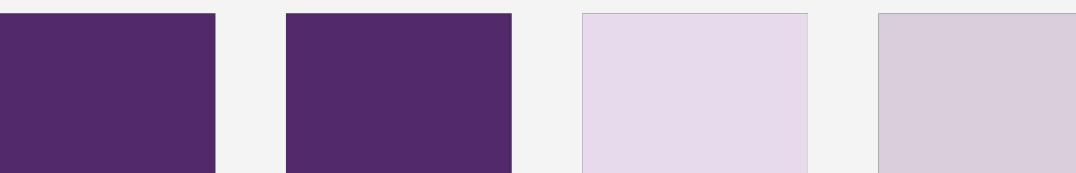
Regular Lorem ipsum dolor amet,
consectetur adipiscing.

Color Pallet

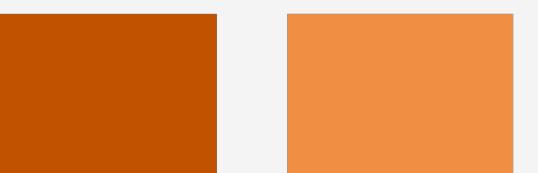
NUTRAL COLORS



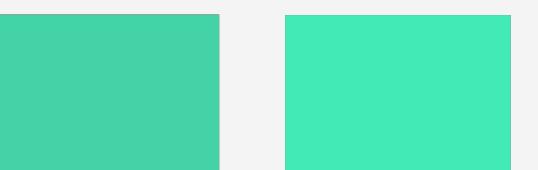
PRIMARY COLORS



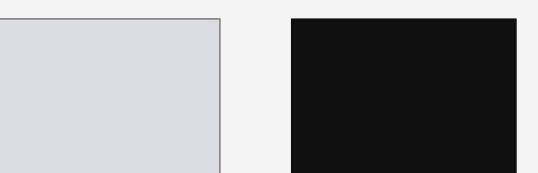
SECONDARY COLORS



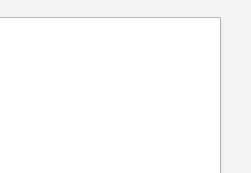
TERTIARY COLORS



INPUTS



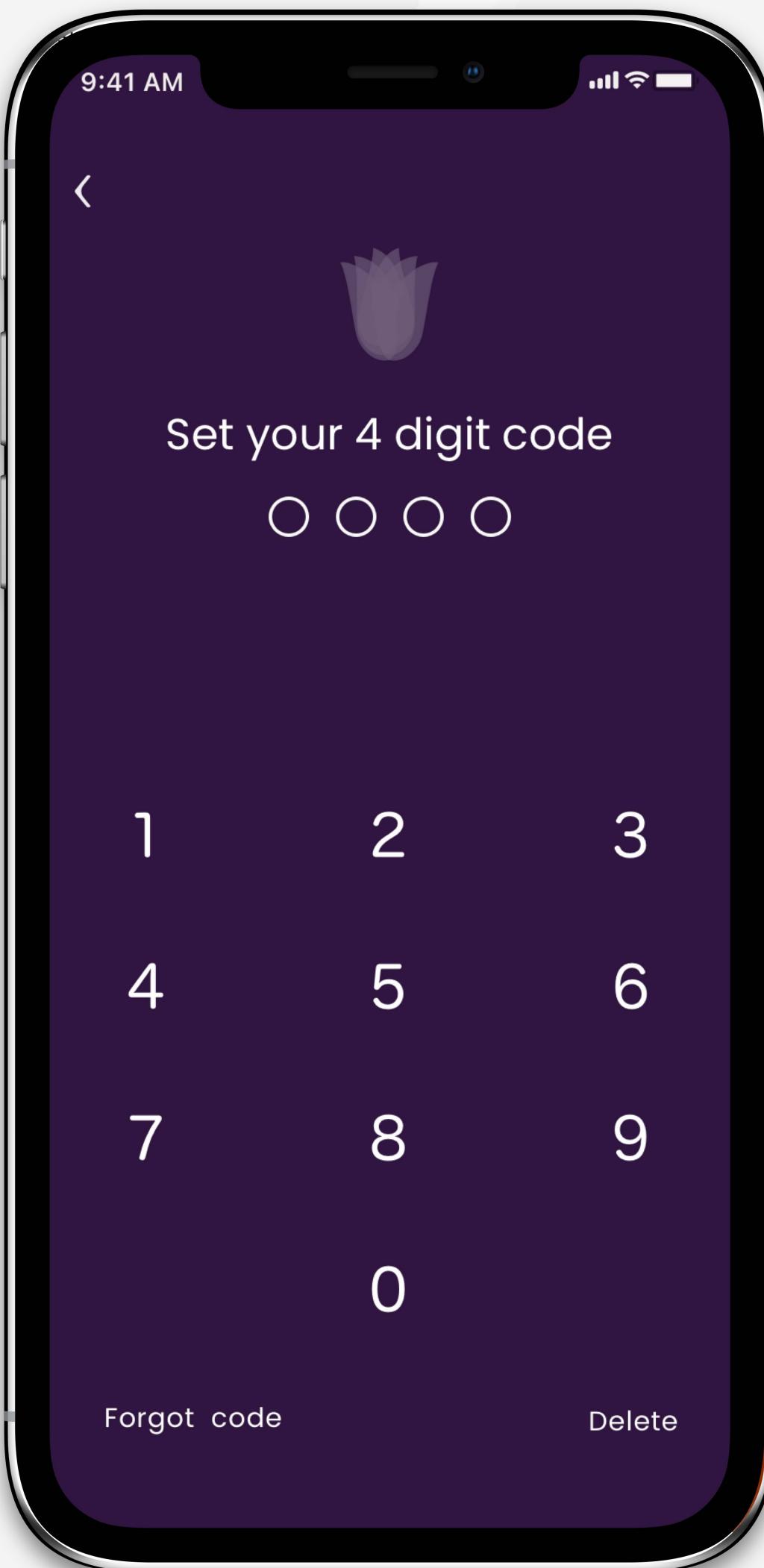
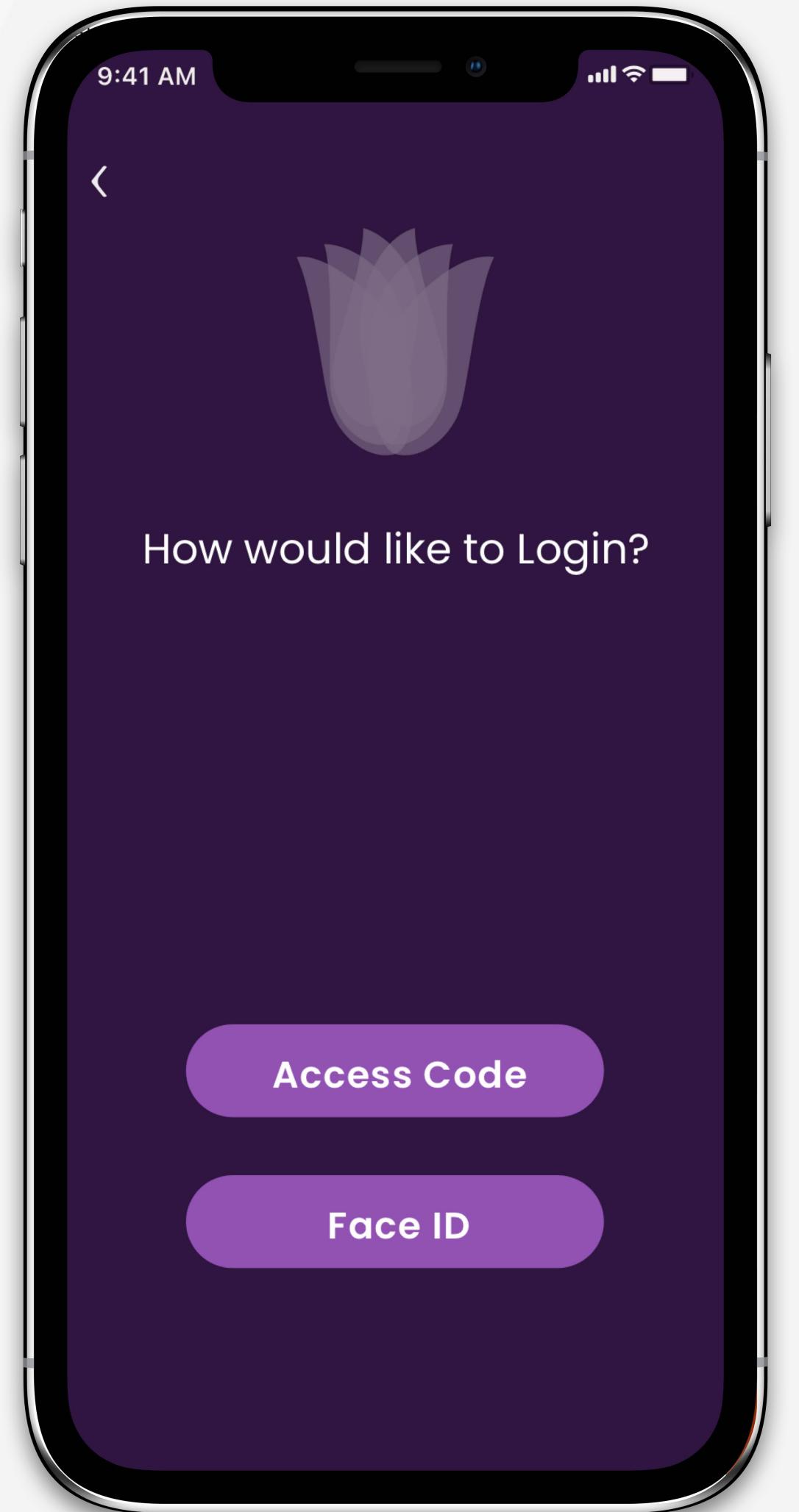
SHADOWS



Login_____

The login screen is very simple, without any email id or sign up.

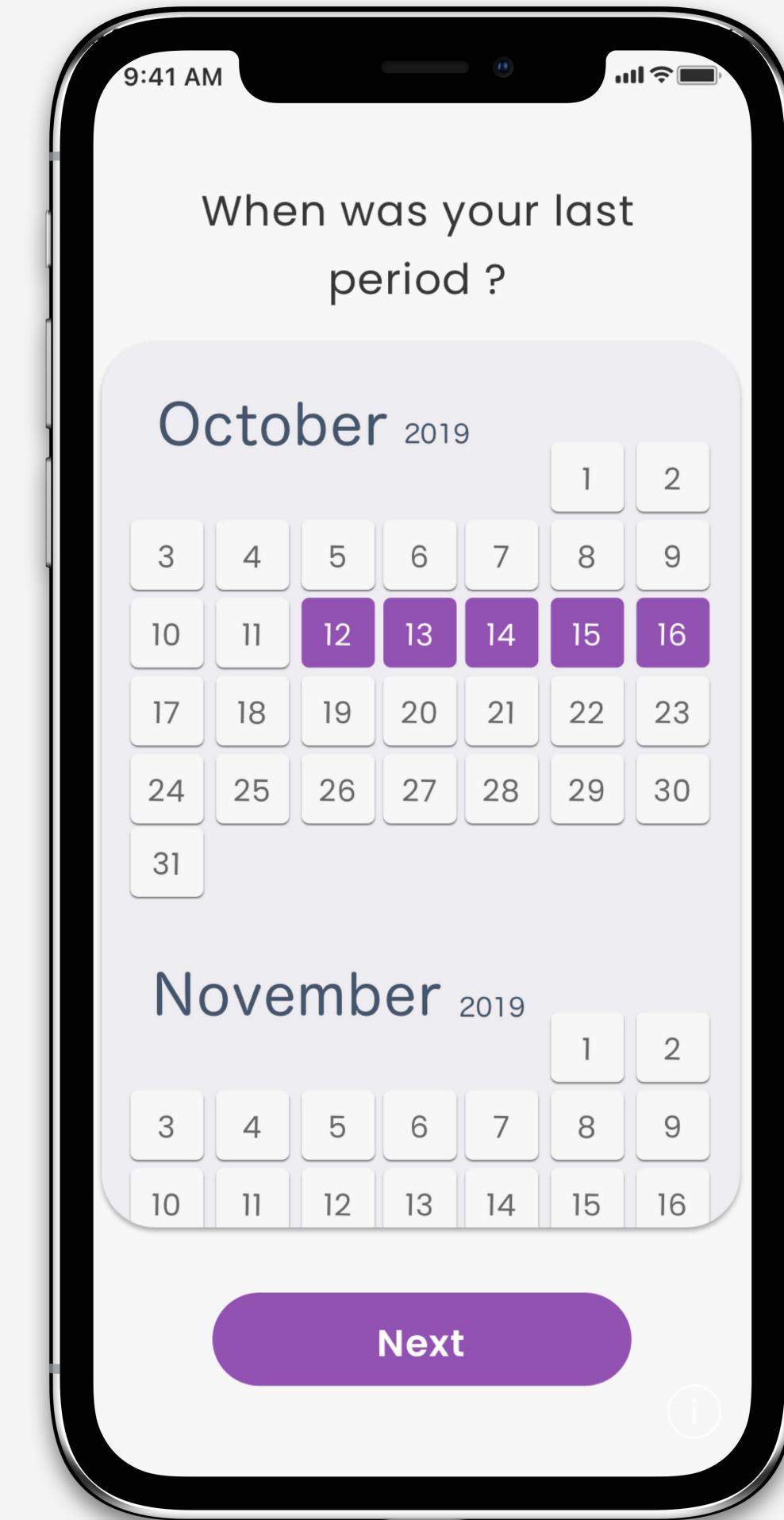
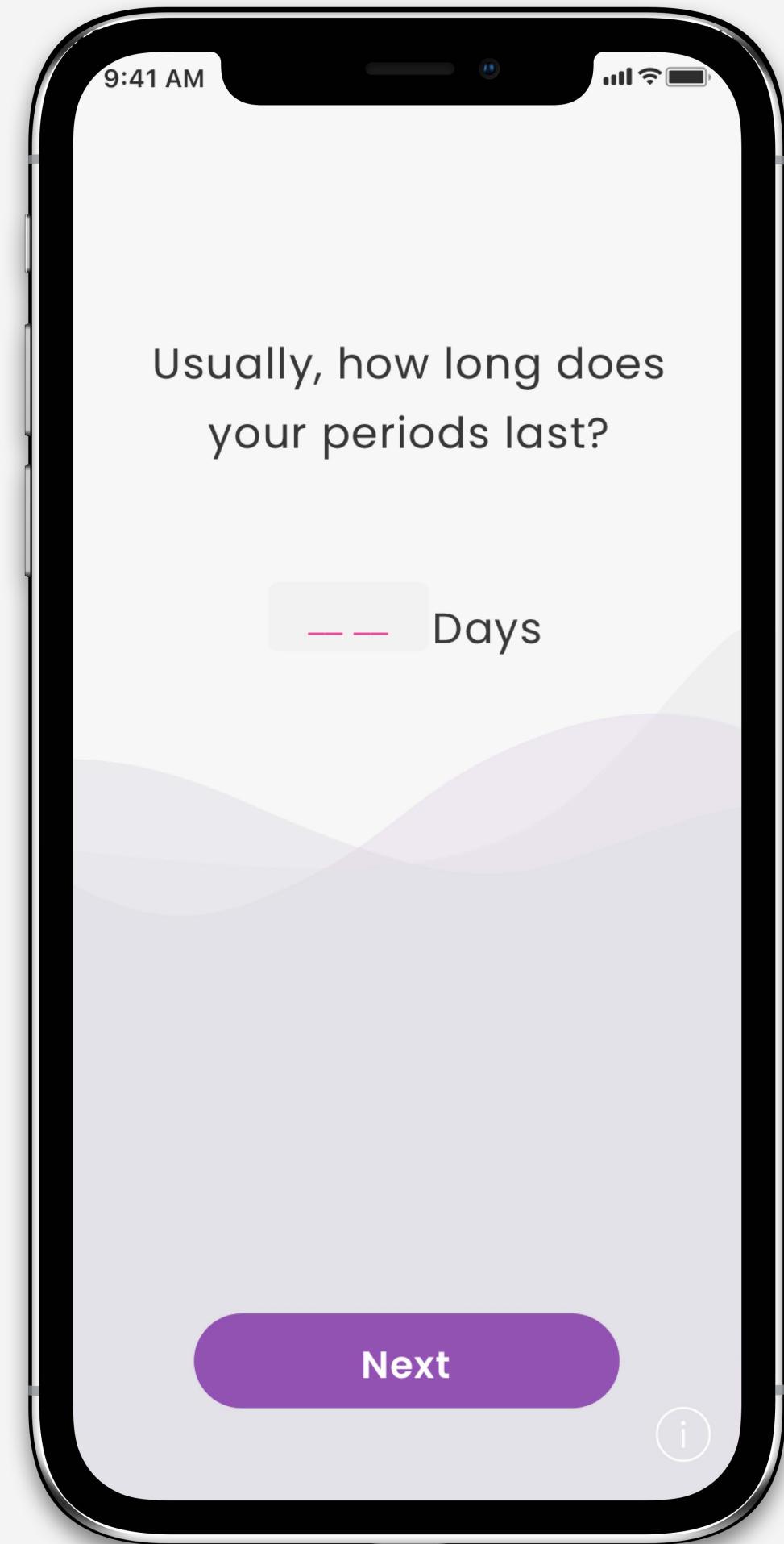
User can choose between face id and access code.



Questions

The questions are for recording user's last period date and cycle length. So that the app can provide accurate results.

User can always adjust it later in the settings.

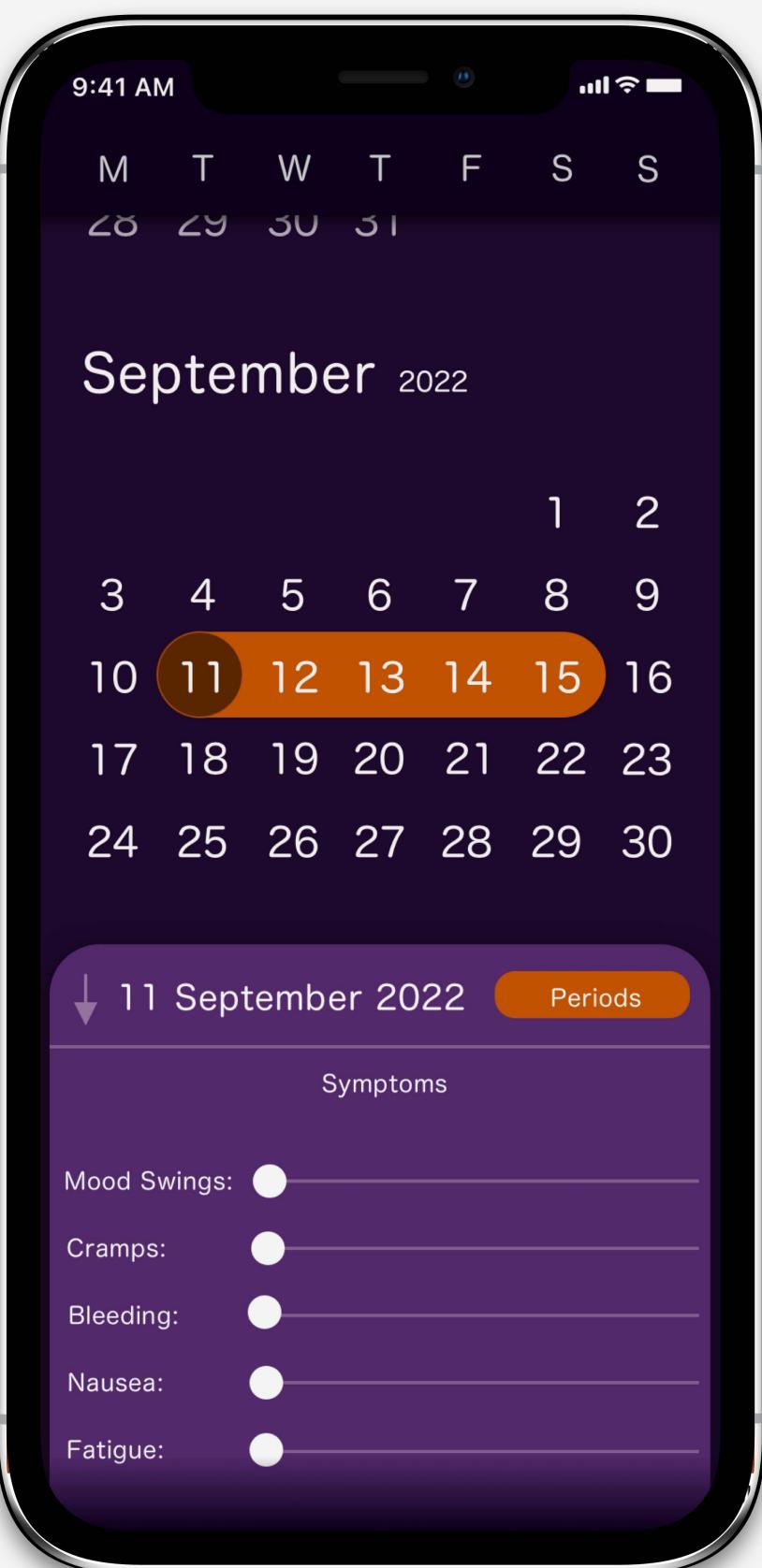
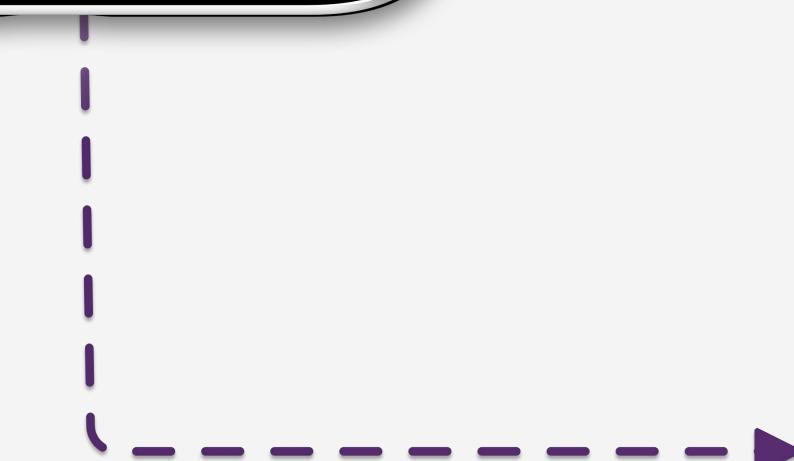
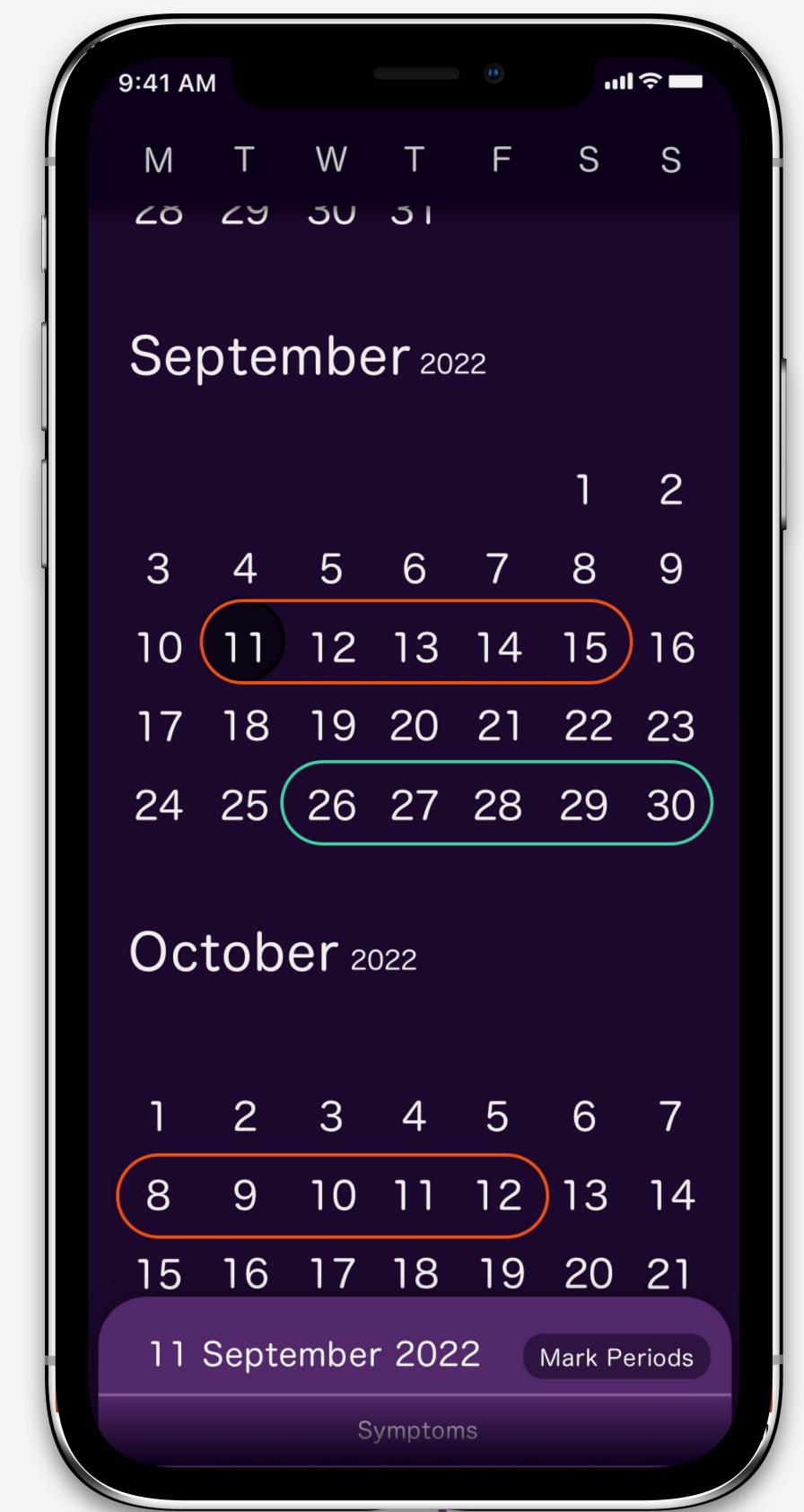
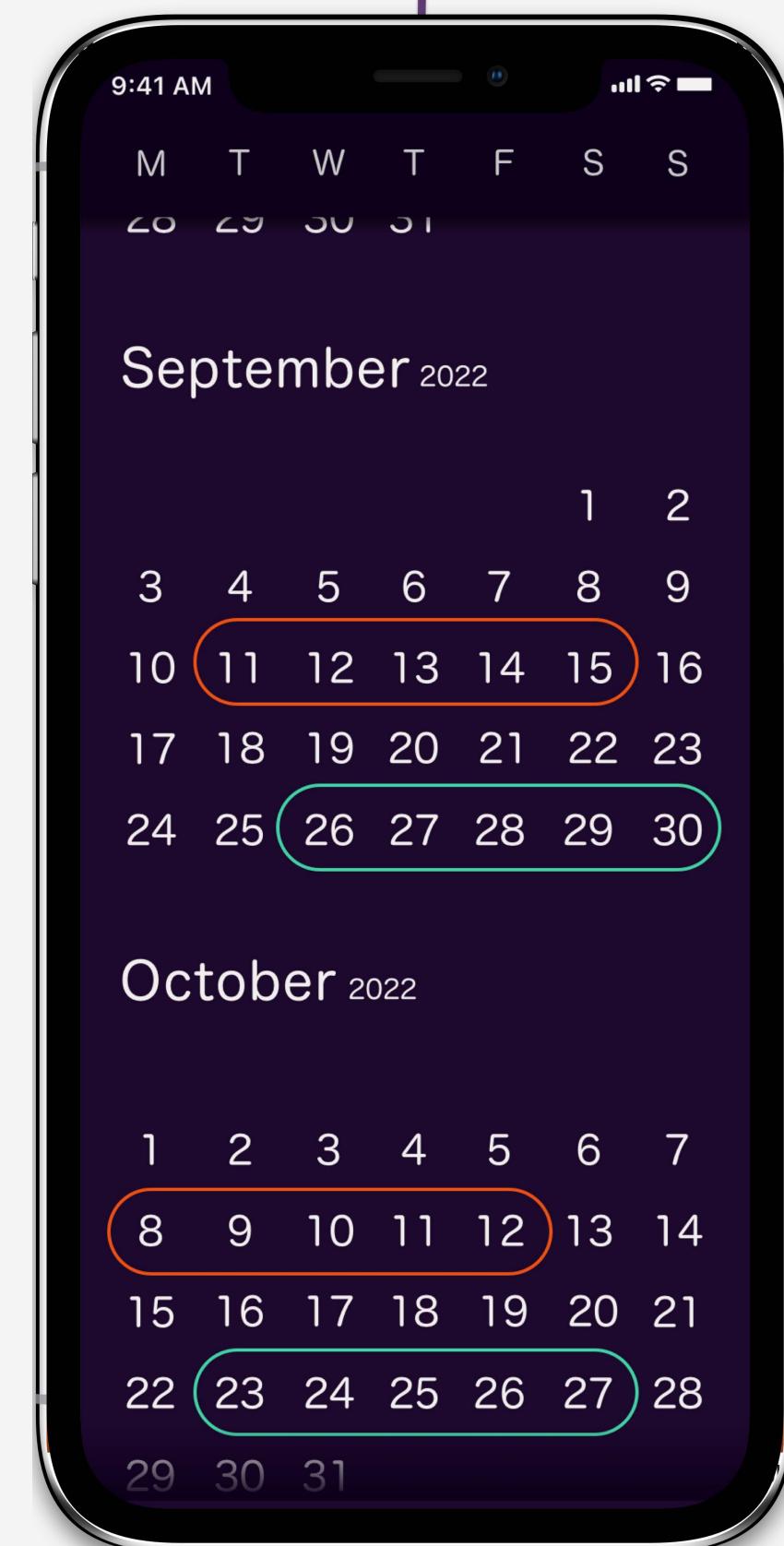


Calendar Screen

Calendar screen is kept very simple.

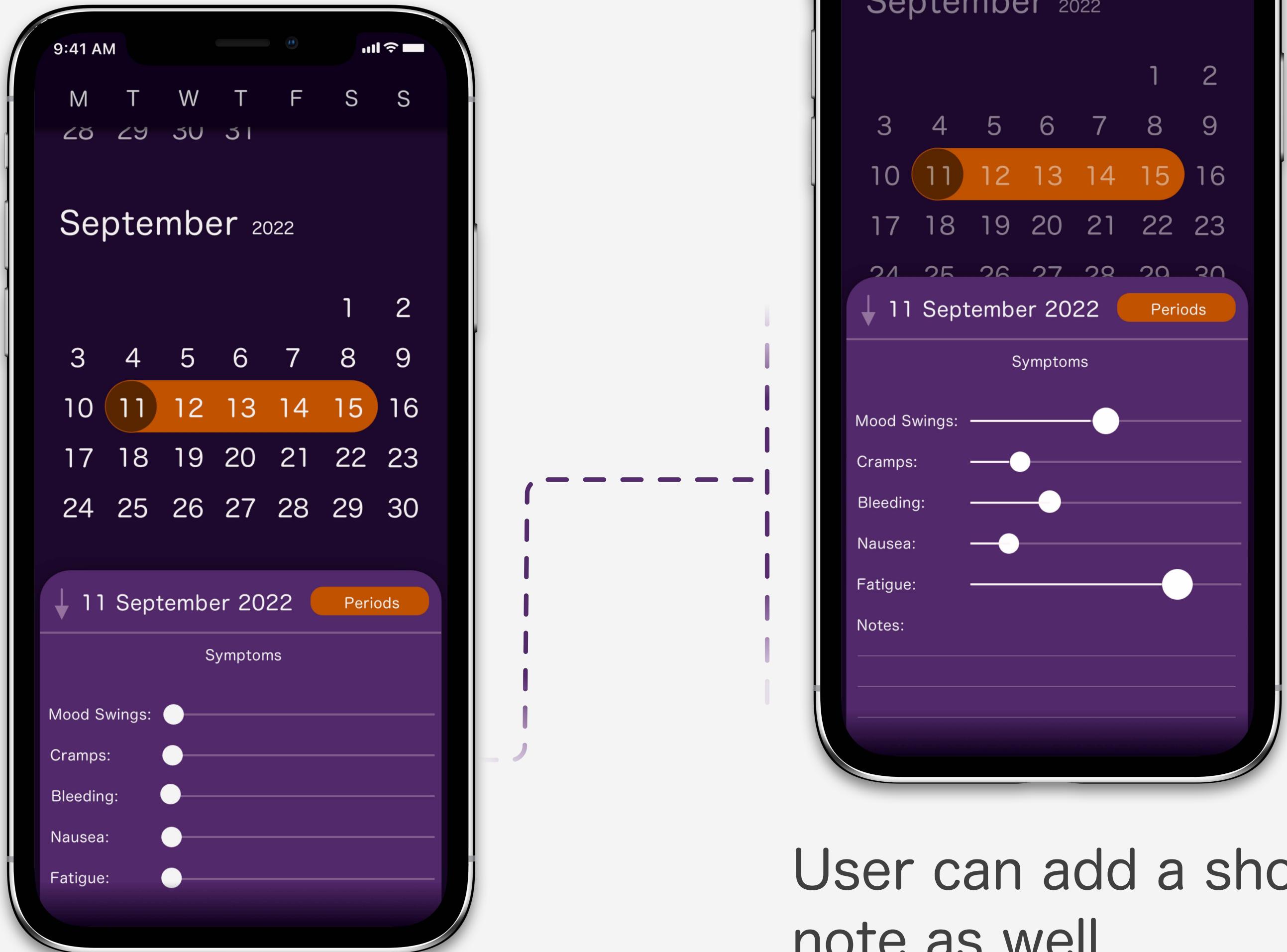
It shows approximate period dates and fertile windows.

User can always adjust it by tapping on desired date, hence making it more accurate.



Symptoms

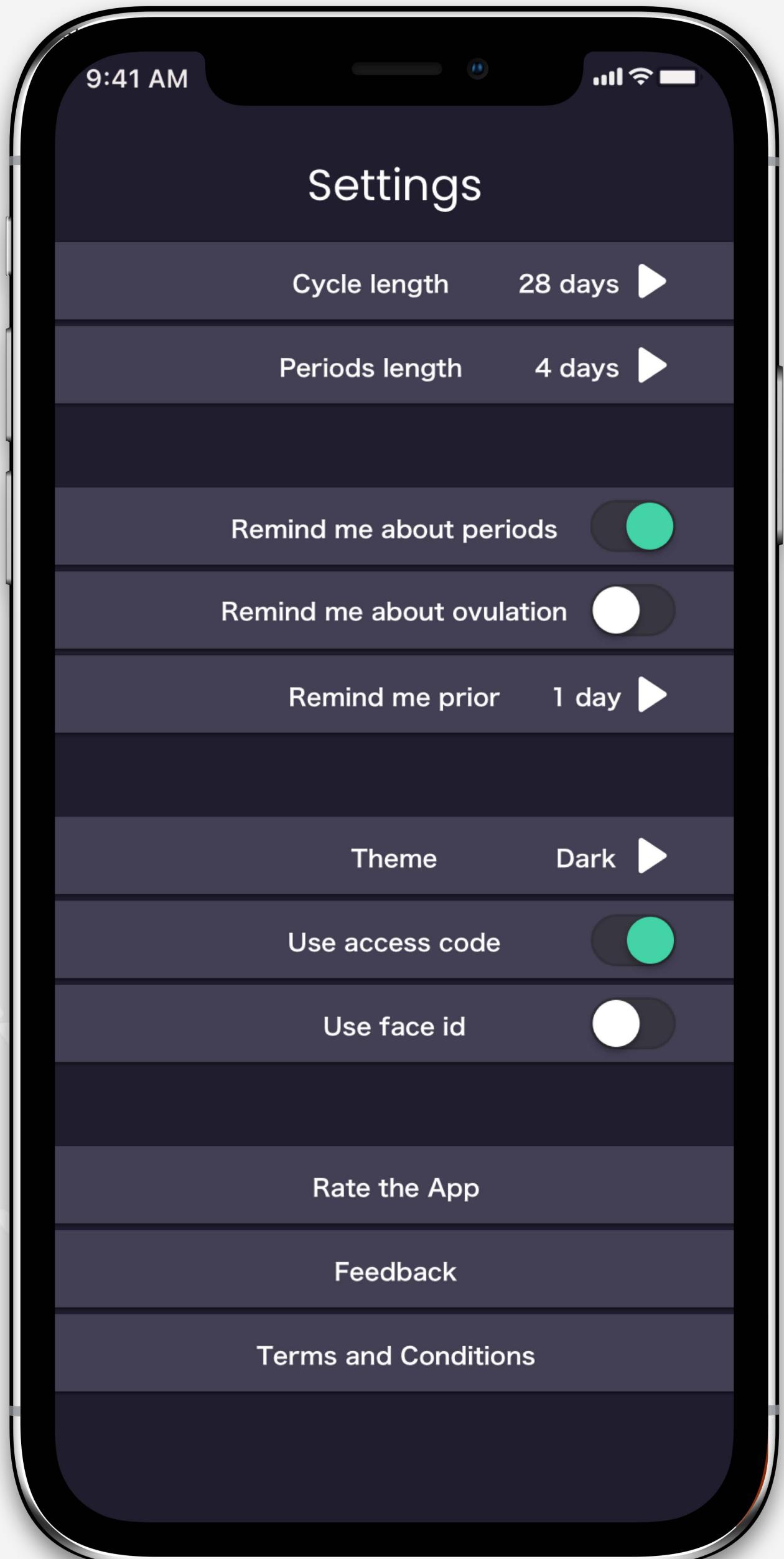
In the calendar screen, a card slides up for recording user's symptoms of desired date.



User can add a short note as well.

Setting screen

The setting screen consists of all important options like Reminders, Themes, Feedbacks etc.

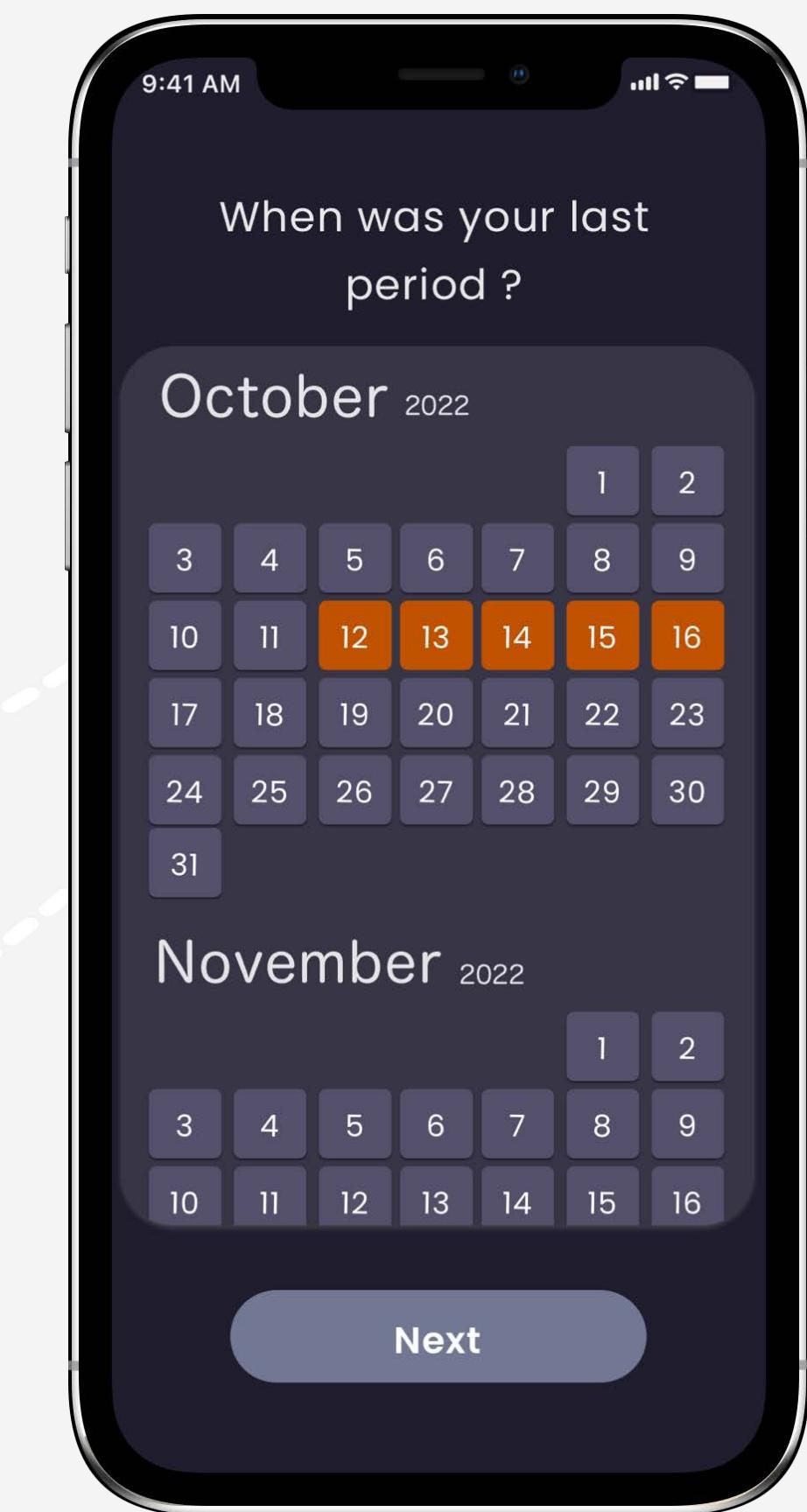
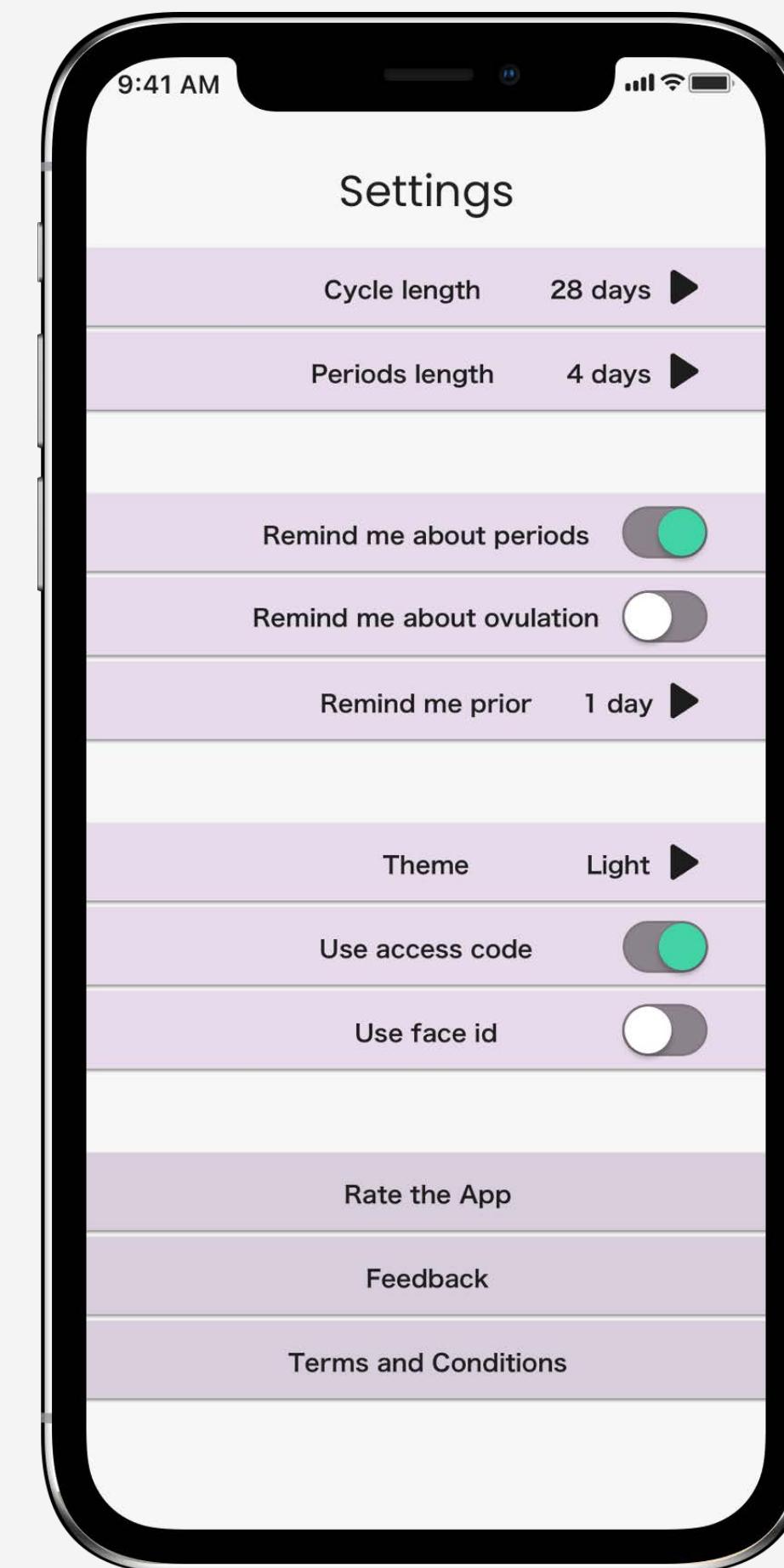
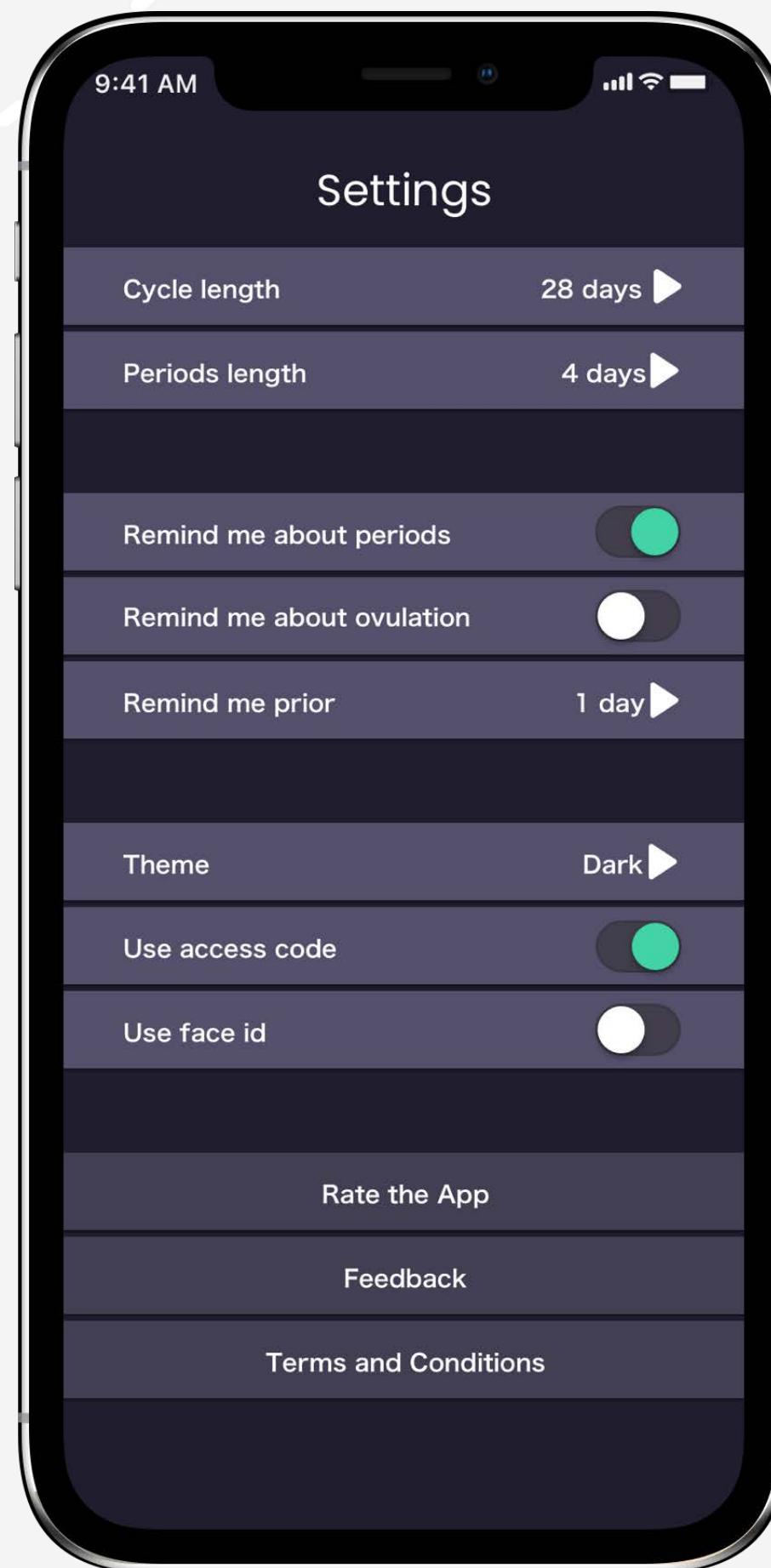


User can easily adjust the monthly cycle here.

Specific days tracking with reminders.

Themes

I designed Bloom in Dark and Light mode.
The app can let the user choose between themes.



Bloom is my first case study project. I've always wanted to create a very simple app to track the important days with health data. It was a pleasure creating every screen.

I would like to extend my sincere gratitude towards you for your valuable time.

Thank you!