



# ZenKo.

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Phi Ly

# Project overview



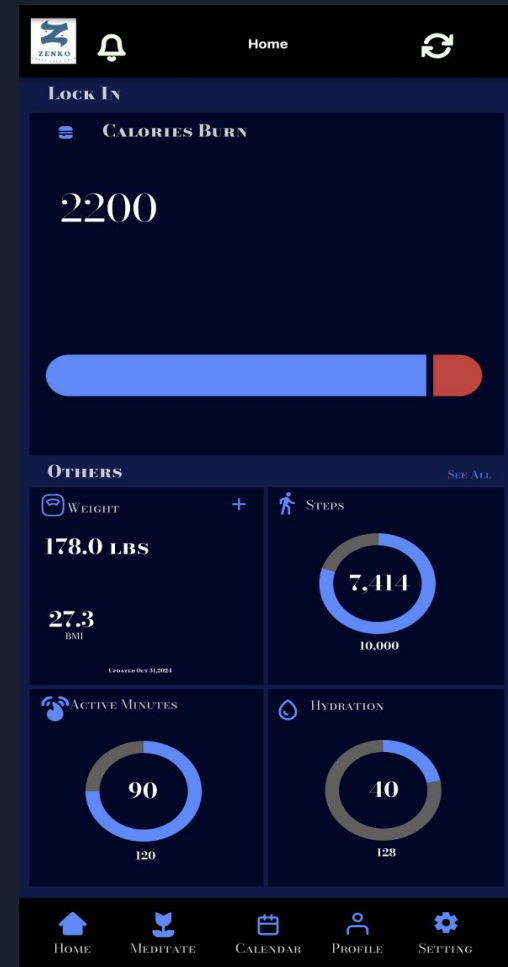
## The product:

- ZenKo. is a comprehensive digital platform designed to support all student health and wellness. Our website offers a user-friendly interface where students can easily manage their mental and physical well-being.
- Targeting college students, WellNest aims to cater to a diverse user base, including those with disabilities



## Project duration:

2 month



# Project overview



## The problem:

- Student struggle to manage various aspects of their health in a unified way. They often have to use separate tools or service leading to disorganized health tracking.
- Students find it difficult to prioritize their health when juggling academic responsibilities leading to burnout and health neglect
- Accessibility Issues for Disabled students



## The goal:

- The primary goals of the Student Health and Wellness Assistant are to simplify health management for all students by providing a centralized platform where they can track and manage their mental and physical well-being. Additionally through research, to Understanding student health priorities, identifying barriers to accessing health services, user preferences and awareness and education.

# Project overview



## My role:

- For this project, I am the lead UX/UI designer, UX researcher, Information Architect, usability analyst



## Responsibilities:

- User research, wireframing, prototyping, project development and management, ensuring the website include inclusive design, marketing, coordination/collaboration, and quality assurance



# Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

# User research: summary



**User Research for the ZenKo. project aims to gain a deep understanding of students' health and wellness needs, priorities and challenges. To achieve this, I conducted interviews with students to gather detailed qualitative insights into their experiences and preferences. These interviews will explore various aspects of student health, including mental, physical well-being, and barriers to accessing health services. By focusing on personal stories and feedback, we aim to uncover key pain points and opportunities for enhancing the WellNest platform to better support students in managing their health effectively.**

# User research: pain points

1

## Pain point

Understanding that students struggle to prioritize health will guide the design toward creating intuitive, time-efficient features like habit tracking that integrates into their daily routines

2

## Pain point

Many students find it challenging to access health services due to time constraints, high costs, or difficulty scheduling appointments. This will guide the design by focusing on simplifying appointment scheduling, and providing affordable or free resources.

3

## Pain point

Students with disabilities often face additional challenges in accessing health services. Many students struggle to stay motivated with their wellness goals, often abandoning health routes due to a lack of accountability or support, or having hard time dealing with using resources. This will guide the design to more friendly interfaces with features like voice navigation, screen readers and translator.

4

## Pain point

StudentMany students have irregular class schedules, late-night study sessions, and varying workloads, making it hard to maintain consistent health habits. ts might find it difficult to develop consistent health habits, such as exercising regularly or eating healthy. The design will offer recommended health plans, progress tracking with other users to encourage students to stick with their goals.



**Amador**

*“I want to get back to my normal routine, but it is harder than I expected”*

## Goals

- Lose weights, incrementally each month.
- Get back into daily routine of exercise and meal prep.

## Frustrations

- Hard time starting and stay consistent
- Struggling with self-image
- Inconsistency

Amador, a 27-year-old Army Sergeant in Fort Hood, Texas, enjoyed an active lifestyle playing baseball and staying fit for his military duties. After suffering injuries, he was inactive for several months, leading to weight gain. Now that he's injury-free, he's eager to get back into his routine of daily exercise and meal prep, but he's finding it harder than expected. Struggling with mental health and finding the right fitness plans, his main goal is to lose weight and regain his active lifestyle.



## Persona: Amador

Goal: Find plan/routine to ease back into fitness with a personalized plan

ACTION	Determine there's a need for consistency in routine	Seek out and implement new strategies and tools for maintaining consistency	Evaluate the effectiveness of the new routine and adjust as needed	Maintain motivation and consistency over time	Reflect on achievements and plan for long-term health
TASK LIST	<div><div>A.</div><div>B.</div><div>C.</div></div> <div>Accept that the current routine is not working Determine that losing weights take time Look for a way to find help</div>	<div><div>A.</div><div>B.</div><div>C.</div></div> <div>Explore different health apps and programs Set realistic goals and milestones Integrate new routines into daily life</div>	<div><div>A.</div><div>B.</div></div> <div>Monitor progress and track changes -Assess which aspects of the routine are working or need adjustment Seek feedback and make necessary changes</div>	<div><div>A.</div><div>B.</div><div>C.</div></div> <div>Regularly review progress and set new goals Engage with community features and challenges Adjust routines to fit changing needs</div>	<div><div>A.</div><div>B.</div><div>C.</div></div> <div>Celebrate milestones and progress Reflect on overall journey and lessons learned Plan for future health and wellness goals</div>
FEELING ADJECTIVE	<div><div>A.</div><div>B.</div></div> <div>I feel annoyed with myself for not seeing results/ I realized that what I'm currently doing is not helping but i don't know what else to do.</div>	<div><div>A.</div><div>B.</div></div> <div>I'm optimistic about finding effective strategies. I feel encouraged to start fresh with new tools and goals.</div>	<div><div>A.</div><div>B.</div></div> <div>I'm assessing whether the new routine is meeting my expectations. B. I'm committed to tweaking my approach for better results.</div>	<div><div>A.</div><div>B.</div></div> <div>I feel motivated by ongoing progress and support. I appreciate the community and app features that help me stay on track.</div>	<div><div>A.</div><div>B.</div></div> <div>I feel accomplished by reaching my health goals. I'm motivated to set new long-term wellness objectives.</div>
IMPROVEMENT OPPORTUNITIES	<div><div>A.</div></div> <div>Do research to see if anybody has been through the same situation.</div>	<div><div>A.</div><div>B.</div><div>C.</div></div> <div>Explore app features that offer personalized plans and tracking. Create a structured plan with clear milestones and reminders. Engage with support networks to stay accountable.</div>	<div><div>A.</div><div>B.</div><div>C.</div></div> <div>Analyze progress data to identify successful elements and areas for improvement. Adjust goals and routines based on feedback and progress. Seek additional resources or support if needed.</div>	<div><div>A.</div><div>B.</div></div> <div>Provide ongoing challenges and community engagement to keep motivation high. Offer flexible routines that can adapt to changes in schedule or goals.</div>	<div><div>A.</div><div>B.</div><div>C.</div></div> <div>Highlight successes with celebratory features and reports. Encourage goal-setting for long-term health and wellness. Provide resources for continued growth and maintenance.</div>

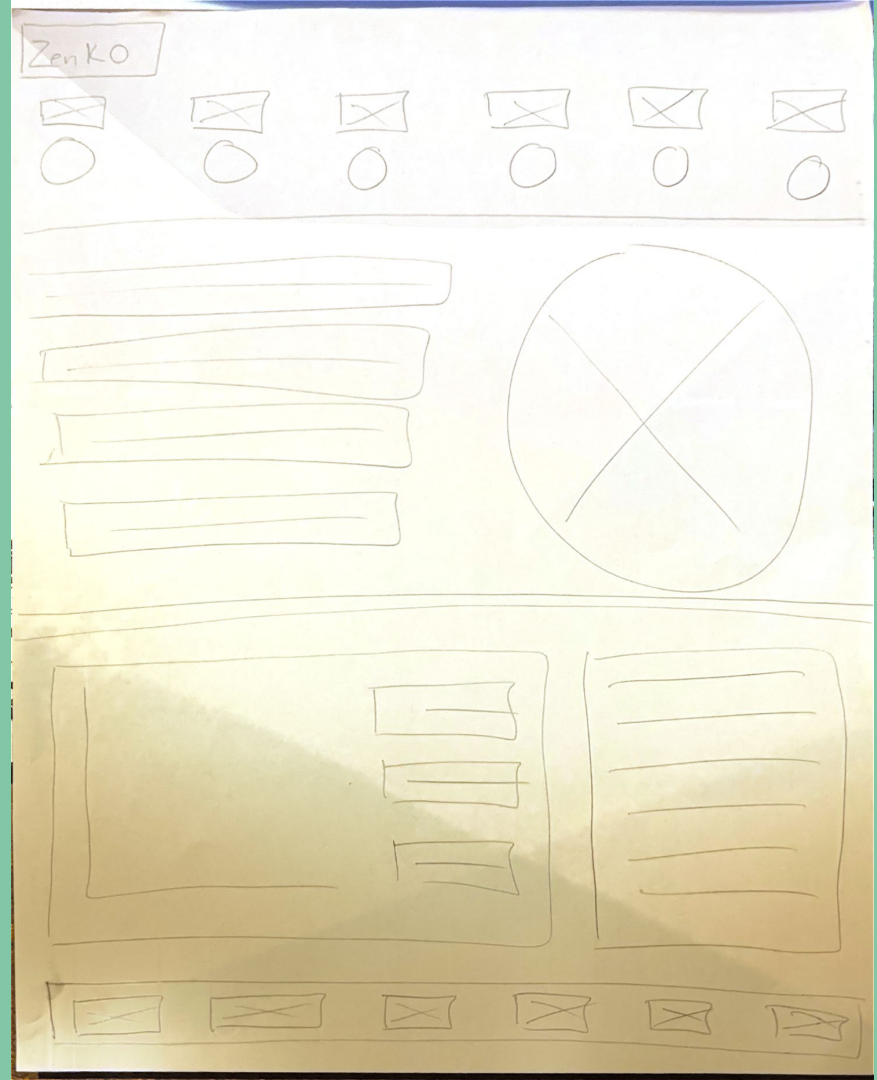
Amador's journey starts with recognizing the need for consistency in his health routine due to previous challenges. He seeks new strategies and tools, evaluates their effectiveness, and maintains motivation through community engagement. Finally, he reflects on his progress and plans for future goals, highlighting the need for an app that supports routine building, provides personalized guidance, and offers ongoing engagement and educational resources.



# Starting the design

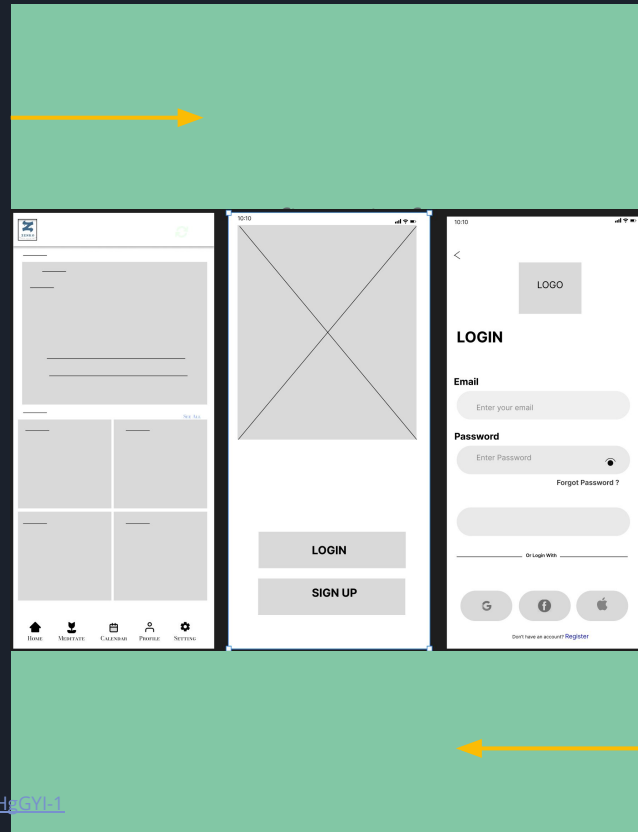
- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

# Paper wireframes



# Digital wireframes

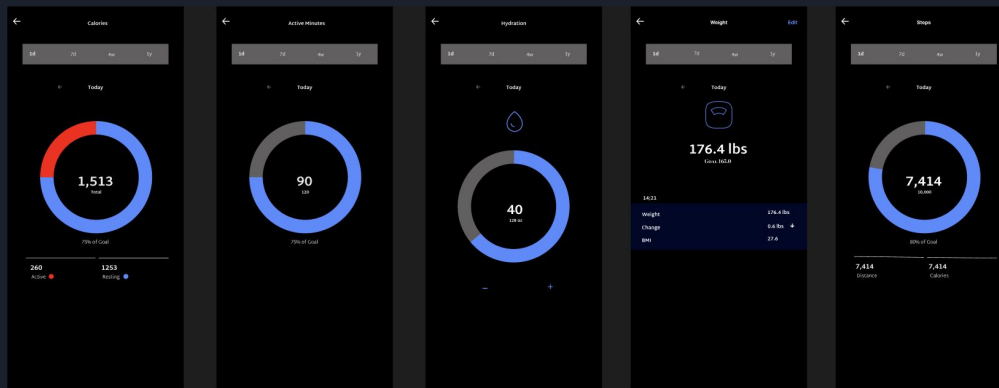
I wanted to focus on simple  
and straightforward design



# Digital wireframes

*"Users need a simple, personalized way to develop and maintain health habits because they struggle with consistency and motivation."*

This phase led to **ZenKo's focus areas**: habit tracking, goal setting, and community support.



The progress rings

**Instant Progress Check:** Users can glance at the rings to see how much they've achieved and what's left to complete their daily goal.

**Motivation Boost:** Seeing the rings fill up encourages users to stay active and complete their goals, creating a sense of accomplishment.

# Usability study: findings

To make sure ZenKo truly helps students stay on top of their wellness goals, we ran a usability study to see how easy and intuitive the app is to use. We had college students with different health priorities test the app, and their feedback gave us some valuable insights on what's working and what needs improvement.

## Round 1 findings

- 1 Navigation needs to be smooth and intuitive. Users liked the clean layout but felt some menu placements could be tweaked for easier access to key features.
- 2 Personalization makes a big difference. Many users wanted goal tracking and wellness recommendations tailored to their needs, rather than a one-size-fits-all approach.
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## Round 2 findings

- 1 Progress visualization keeps people engaged. Seeing streaks, milestones, and progress trends in an easy-to-read format encouraged users to stay consistent with their wellness habits.
- 2 Quick actions make tracking easier. Users loved having a way to log meals, workouts, or mindfulness sessions in just a tap, reducing friction in daily habit tracking.
- 3 More customization = happier users. While we added personalization options, users wanted even more control over their goal tracking, reminders, and dashboard layout to make ZenKo feel truly tailored to them.



## Refining the design

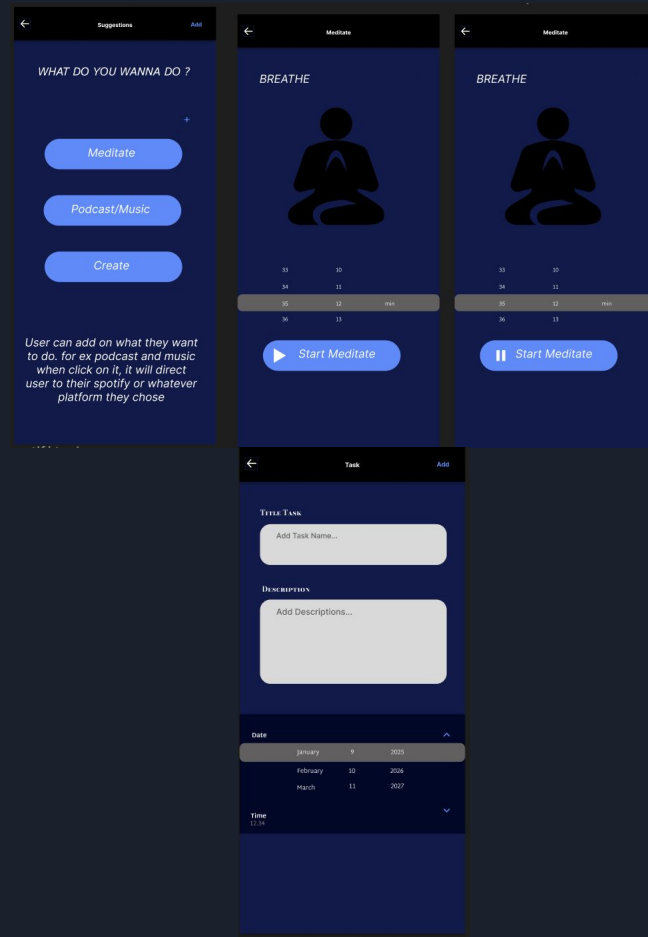
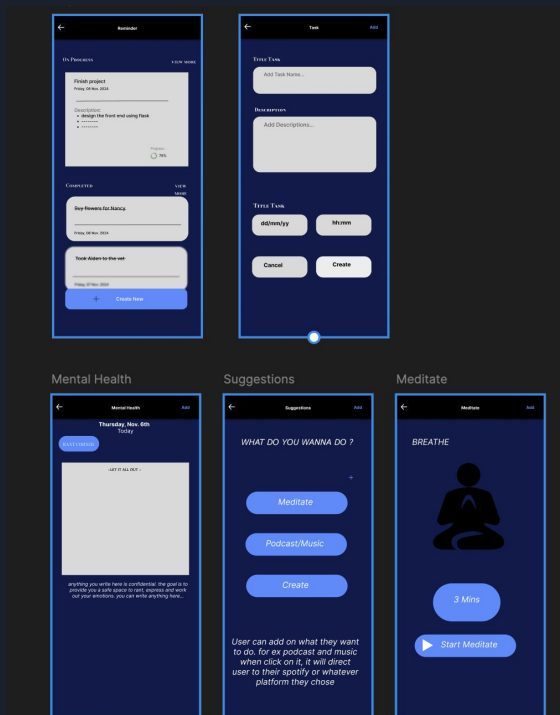
- Mockups
- High-fidelity prototype
- Accessibility

# Mockups

the scroll-down menu to improve user experience by allowing users to easily navigate and select options without overwhelming the interface. It helps keep the design clean, reduces clutter, and ensures accessibility for users on different screen sizes.


Before usability study

After usability study





# Mockups

 **User Settings** **Save**

**PERSONAL INFORMATION**

**GENDER**  
male

▼

**BIRTHDATE**  
Feb 23, 1997

▼

**AGE**  
27

▼

**WEIGHT**  
177.0 lbs

▲

172  
173  
174  
175  
176

6  
7  
8  
9

lbs

**HEIGHT**  
57 in

▼

**SLEEP SETTINGS**

**NORMAL BED TIME**  
22:00

▼


**NORMAL WAKE TIME**  
06:00

▼

**UNITS**

**MEASUREMENTS UNITS**  
Metric


▼



**LOGIN**


**Email**


**Password**




[Forgot Password ?](#)

Or Login With







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

# High-fidelity prototype

<https://www.figma.com/proto/jjRBvClqi5eaMPaokXB1Rz/ZenKo-lofi-wireframe?node-id=95-428&p=f&t=BlvrdAB5hPKFSAxl-1&scaling=scale-down&content-scaling=fixed&page-id=95%3A366&starting-point-node-id=95%3A428&show-proto-sidebar=1>



# Accessibility considerations

1

## **Simple & Intuitive**

**Navigation:** The interface follows a clear, predictable structure with large, easily tappable buttons to assist users with cognitive or motor disabilities.

2

## **Color Contrast &**

**Readability:** We ensured sufficient contrast between text and background colors to enhance readability for users with visual impairments, following WCAG guidelines.

3

## **Simplified Language &**

**Intuitive Layout** – We use clear, concise language and a well-structured layout to enhance comprehension for users with cognitive disabilities or language barriers.



## Going forward

- Takeaways
- Next steps

# Takeaways



The Zenko Wellness App is all about making it easy for college students to look after their mental and physical health, no matter who they are, even if they've got disabilities. It's been awesome to see how the user-friendly vibe I went for really clicks with people; one of my classmates who tried it out actually said, "Zenko's it's so simple to use and just feels right."



Working on this project taught me a ton, like how crucial it is to really listen to what users need and keep tweaking things based on their feedback. I also learned that designing for inclusivity isn't just a nice-to-have, it's a must and it's pretty cool to see how small changes can make a big difference for everyone.

## Next steps

1

i'd dive into more user testing with a bigger group to see what's working and what's not, especially for students with different needs.

2

I'd also start looking into adding features like personalized wellness tips or maybe a community chat, since students seem to crave stuff that's tailored to them and keeps them connected.

3

I'd also look into partnering with some campus health programs or experts to add legit resources and maybe a quick-check tool for stress levels students.

# Let's connect!



Feel free to reach out to me through my personal website ! On here i have more about myself!

**LINKEDIN**

<https://www.linkedin.com/in/phi-ly-717506287/>

**PERSONAL WEB**

<https://phitly.github.io>



Thank you!