



**DUE DATE: FEBRUARY 20TH**

## Case Study: UX/UI Design of a Healthy Screen Habits Super App

The Covid-19 pandemic has significantly impacted how and how much we use our screens. With social distancing limiting our ability to connect and physically interact with the people around us, daily screen time usage has seen a huge increase. We are using our devices for socially interacting with people (e.g. FaceTime, Facebook, Messenger), for entertainment (e.g. Netflix, gaming, etc.), for working or taking courses (e.g. Zoom, virtual tours), for reading the news, for “doomscrolling”, etc. Even before the COVID-19 global pandemic, there were concerns about how screen time can impact your health. Specifically, the mental and physical effects of excessive screen time usage can lead to anxiety, poor posture, sleep issues, weight gain, risk of heart disease, and more. At the same time, our devices allow us to communicate with friends and family, they can encourage us to adopt healthy behaviours, such as regular exercise, healthier food choices, and better sleep, and they can encourage learning.

Originally, the term ‘**super app**’ was coined by BlackBerry founder Mike Lazaridis back in 2010. He defined it as “a closed ecosystem of many apps” that people would use every day because they offer such a seamless, integrated, contextualized, and efficient experience.” Super apps combine many services and try to solve any problem a user has, essentially a super app is a marketplace of services and offerings that are delivered both through in-house technology and through 3rd party integrations. An application like this can combine such functions as a social network, messenger, game, dating, marketplace, money transferring, currency exchange, insurance, food delivery, taxi, hotel booking, and much more.

### **YOUR TASK**

The company **OptiScreen Inc.** has hired your design company to develop a super app to support users’ wellbeing by encouraging not only healthy screen habits but a healthy lifestyle. You can choose to design a desktop application of the app OR a smartphone app. To design the prototype you should use an appropriate UX/UI design process (as discussed in class). As design

is a creative process each group's work will differ and the processes will also differ slightly. Below are some guidelines to help you get started.

**Understand the problem:** Remember the first step is to truly understand the problem. UX/UI design is the process of solving a problem for a user, helping the user achieve their goals with ease, and more than that making them feel great while doing so. Make sure you clearly understand the problem that OptiScreen Inc. is asking you to solve.

**Research and analysis:** Look at what already exists, other super apps, why do they work or not work? Look at what types of notifications, apps, etc. exist for improving screen time usage and overall wellbeing. Think about what it takes to encourage good habits. Use interviews and questionnaires to understand your users, build user personas, user journeys, perform a tasks analysis, flow charts, IA structure, empathy maps, and/or storyboards, etc. You do not need to have all of these, use a design process with the steps that you feel are most appropriate and determine the UX/UI deliverables you should present to OptiScreen Inc.

You should determine the most important user goals for a Healthy Screen Habit SuperApp, but some examples are: having an appropriate set of applications in the app, showing what the screen usage of the person is overtime, having specific notifications and reminders, etc.

**User Research:** Ethical principles and guidelines form an indivisible part of conducting research. Research ethics are moral principles that guide researchers to conduct and report research without deception or intention to harm the participants of the study or members of the society as a whole, whether knowingly or unknowingly. Practicing ethical guidelines while conducting and reporting research is essential to establish the validity of your research. The research you are doing here has been approved by the department ethics committee. It is important that when you are working with potential users, asking them questions, or testing your designs that you get informed consent using the attached ethics consent form. Note that informed consent is a process of communication whereby the study participant is enabled to make an informed and voluntary decision about accepting or not accepting to partake in your study. They are informed about the purpose of the study, details about the research, how the research results will be used and stored, about any possible negative side effects, etc. Please use the attached consent form when asking participants to partake in your research.

**Create prototypes:** Use sketches, wireframes, mock-ups, style guides. Consider, colour, animation, fonts, logo, etc. Be creative and have fun! **NB:** *the goal is \*not\* to create a functioning prototype, rather your goal is to go through the design process and to create a visual prototype considering UX/UI principles.*

## DELIVERABLES

Each team (of 2 or 3) will host their case study on a webpage (i.e. Medium, Github pages, Blogger, Wix, Dribbble, etc.)

Here are some examples from last year's mini-project:

- <https://medium.com/@datab8/ux-ui-case-study-datab8-an-accessible-data-marketplace-bbddfca0ed34> (really neat idea about how to use gamification in the app)

- <https://lara-tran.github.io/soen357-miniproject/> (good market research with the pros and cons of existing applications, very clean web-based design, one of the few that went for web, not an app)
- <https://claudialapalme.github.io/SOEN357/> (really good and very extensive research)
- <https://fgrcl.github.io/ShareSeed/> (excellent sketches, flows, journey, and design)
- <https://alainjobu.wixsite.com/datahub> (very nice clean design, icon use, palettes, etc.)
- <https://finndavidson.github.io/Soen357MiniProject/> (good background research, storyboard, sketches, consideration of typography, etc.)

The website you use to host your results should also have a visually appealing design and should include your:

- Sketches, storyboards, user personas, task analysis, user flow/journeys, etc.
- As you may go through several iterations, provide each iteration, even the failed designs!
- The final mock-ups of the screens you've created

#### **What to upload to moodle:**

- A link to the website
- A PDF of the website (can be a screen capture, or printed PDF)

#### **OTHER REFERENCES WHICH MIGHT BE OF USE:**

<http://www.unumux.com/assets/Unum-User-Research-Guidelines.pdf>

<https://www.figma.com>

<https://blog.prototypr.io/a-common-product-ux-design-process-55af4ab5665e>

<https://medium.com/nyc-design/ux-ui-design-process-for-beginner-753952bb2241>

<https://blog.prototypr.io/wireframes-in-ux-design-what-why-when-and-how-ff07bb513c89>

<https://uxdesign.cc/10-steps-to-interaction-design-ixd-6abe778cb8b8>

<https://uxdesign.cc/user-experience-mapping-alice-emma-walker-868259547ba8>

<https://careerfoundry.com/en/blog/ux-design/wireframing-tools-ux-designers/>

## **GRADING**

### **CLEAR UNDERSTANDING THE PROBLEM ( /5)**

- Clearly described the problem or concept and specified the major components to be examined
- Selected and prioritized information appropriate for solving the problem or concept defined.

### **EVIDENCE OF BACKGROUND RESEARCH ( /5)**

- Evidence of market research, research of related apps, etc.
- Research informs design choices

### **USER PERSONAS & REQUIREMENTS ( /10)**

- Archetype personas that make sense for the user population
- Personas with clear user goals
- Presentation of personas is clear, understandable, etc.
- User goals align with user requirements

### **USER FLOW / JOURNEYS / STORY MAPS / USER SCENARIOS ... ( /10)**

- Clear description of user actions over time
- Clear understanding of users goals and opportunities
- Narrative is polished and there is an effective visualization
- Actors align with personas and their actions in the map are rooted in data you gathered

### **SKETCHES AND WIREFRAMES ( /10)**

- Construct proposed solutions consistent with the proposed criteria
- Clear what interactions take place on each page
- Components are laid out sensibly on the screen
- Alignment to grid is evident; strong consideration for eye flow and eye appeal.
- Someone who does not know your concept should be able to understand your website/app

### **DESIGN ( /20)**

- Mockup is visually appealing (choice of colour, symbols, fonts, animations, etc.)
- Appearance is appropriate to target users
- All components have correct spelling and grammar
- Font choices are appropriate for the concept
- Positive and negative space considered as well as paragraph formatting
- Look and feel appropriate to the target user
- Usability appropriate to the target user
- Organized, easy to access and user friendly design is unified with all elements working together to create a harmonious overall appearance and enhanced user experience

**WEBSITE ( /5)**

- The website you've created is visually pleasing, easy to navigate, information is clearly presented, etc.

**EVIDENCE OF USER RESEARCH ( /10)**

- Clear link between personas / journeys and user research
- Add any necessary notes or content that support important design decisions you made based on user research, e.g.
  - Interview scripts / questions or results if used
  - Questionnaires
  - Signed ethics forms (appendix included in Moodle not on webpage)
  - Quotes from potential end users, etc.