

Project brief

Momentum

Objective

Allow health-conscious individuals to log in to a responsive health and wellbeing portal to record their health and medical information, and access general physical and mental wellbeing features.

Context

We live in a digital age where everything is connected and virtual. The problem with this “always-on” lifestyle is that many people are suffering from burnout. Add to that the stresses of work and life in general, and it’s no wonder many people struggle to stay on top of their health needs or conditions. People are seeking tools to help them stay on top of their health and wellness, as well as for greater balance between the challenges of health, wellness, work, and life in general. Often, this involves activities such as yoga, mindfulness, and therapy, but it can also include pragmatic methods for organizing commitments and needs.

There are a number of online tools available that allow individuals to record their health and medical information and that provide access to information and resources about mindfulness and wellness (resources, events, training opportunities, etc.).

These types of portals are often employed by organizations and HR departments to encourage their staff to be healthier and happier; however, they’re rarely designed in a way that’s inclusive of users with varying needs, whether those be physical, social, emotional, psychological, and so

on. What do users want from such a portal? How have some users been excluded from these portals in the past? How can a one-stop solution to health and wellness educate users and support them in maintaining a healthy, balanced lifestyle?

The 5 W's of Momentum

Who: Health-conscious individuals with access to the health and wellbeing portal

What: An inclusively designed responsive web portal (app) that provides health and wellness information, as well as a way for users to store health and medical information and appointments

When: Users visit the portal whenever they want to access its health and wellbeing features or to update their medical records.

Where: Users can access the web app on any device that has a connection to the internet

Why: Users want an accessible one-stop spot to access health and wellness resources alongside their own health and medical information

Design Criteria

Everyone wants an application to be “fast, simple, and intuitive,” but without well-defined design criteria, these are simply adjectives that provide little information about the intended user experience. As designers, it’s important to have criteria and constraints to work with. Constraints actually encourage creativity. Here are some basic guidelines for your project:

Design for a specific circumstance: Many individuals have high-stress jobs and no time for “work-life balance.” This portal will make staying on top of wellness, health, and medical needs that much easier.

Design for inclusivity: Not everyone is built the same, and users have diverse physical and social circumstances. Consider a design that caters for those with physical, psychological, and social needs. Inclusive design allows for online tools to reach more people who would benefit from their services.

Educate the user: Not everyone knows how to change their behaviors or create healthy habits. This portal will offer support to users to help them on their journey to a more balanced way of living.

Remember privacy: Health and medical information is very sensitive. Make sure your users' information is safe so they can feel reassured when using your product.

Basic App Feature Requirements

Below are the basic requirements for the project. These requirements are meant to give you a starting point, but you have considerable flexibility when it comes to meeting them, so feel free to exercise a little creativity. For example, there's more than one type of menu out there, and there are plenty of fun login screens to use for inspiration. For an additional challenge, feel free to implement extra features that aren't mentioned here.

To get started, make sure your app has the following features:

- An onboarding page (a screen or screens that show(s) the user the basics of getting started)
- A way to sign-up and log in that allows users to input and save their personal information
- A home screen or dashboard where users can access their information
- A menu that allows users to navigate the application
- A feature that allows users to store and log their medical and health information (e.g., appointments, medication, diagnoses, injuries, treatments, vaccinations, etc.)

- An education and training feature that supports the users in learning more about health and wellness (consider resources, training, events, etc.)
- Optional: A gamified component involving points, badges, or rewards for healthy behaviors

You'll be working on your project as you read through each Achievement in the course. Don't forget to keep these basic requirements in mind as you work through each part of your project. Here's a preview of what we'll be covering in each Achievement:

Achievement 1: Thinking Like a UXer

You'll begin this course by getting into the mindset of a UX designer. By the end of this Achievement, you should have the following parts of your project ready:

- Problem statement
- UX competitive analysis
- List of business requirements
- User stories for your app

Achievement 2: Understanding the User

Through user research and analysis, you should have the following project components completed by the end of the Achievement:

- User personas
- Illustration of user flows
- User journey map
- Mobile-first design plan

Achievement 3: Fundamental Design

To successfully illustrate the technical articulation of your product's information architecture, you'll create a visually appealing and

portfolio-ready sitemap. You'll also begin prototyping your product. By the end of the Achievement, you'll have produced the following items:

- Sitemap
- Low-fidelity prototypes
- High-fidelity prototypes
- Interactive and clickable prototypes

Achievement 4: Usability Testing

It's time to put your design to the (usability) test. Here, you'll conduct usability testing for both mobile and desktop from start to finish, working with test subjects, analyzing test results, making improvements, and planning future tests. By the end of this Achievement, you'll have completed the following:

- Test Plan
- Test Scripts
- Recommendation for future design efforts
- A/B Testing

Achievement 5: Refining the Design

Here, you'll explore the foundations of visual design, experiment with responsive frameworks, and ready your design documentation for dev handoff. At the end of this Achievement, you should have completed the following:

- New iteration of 3 of your app's screens based on Gestalt Principles
- Basic HTML document
- Design documentation: style guide and pattern library
- New iteration based on peer review results
- Polished UI of your app

Achievement 6: End-to-End Design

Compile all your design iterations up to this point and make final fixes to your design. You'll also work on addressing user accessibility issues, publishing your online portfolio, and creating a video demo of your work. By the end of this Achievement, you should have produced the following:

- Online portfolio
- Video presentation of your prototypes