

UX Concepts

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UX Concept

Part 1: Upper

Upper app is a simple and elegant free to-do list with no ads and no complications. The basic idea set behind Upper was creating a helpful list app design, deeply concentrating user's attention on the tasks and deadline to motivate users and boost productivity. It doesn't include complex functionality, distractions or decorations. It presents only the features and elements needed for time and task management. The Upper to-do list UX design was concentrated on extremely simple interactions and intuitive navigation, while in UI aspect the core concerns gathered around high readability level and visual hierarchy that would allow users to use the app easily in any environment and on the go. The visual performance of the app UI is generally a stylistic concept choice in favor of minimalist and elegant solutions.

App Link: <https://apps.apple.com/us/app/upper-app/id1162733974>

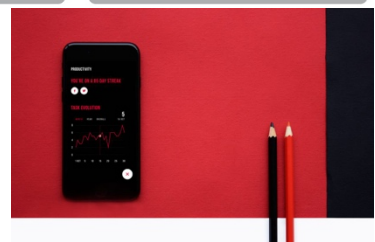
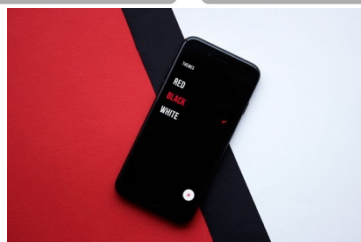
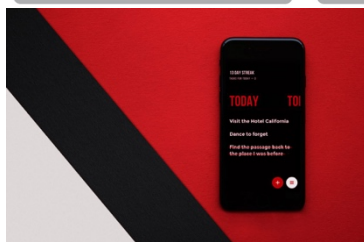
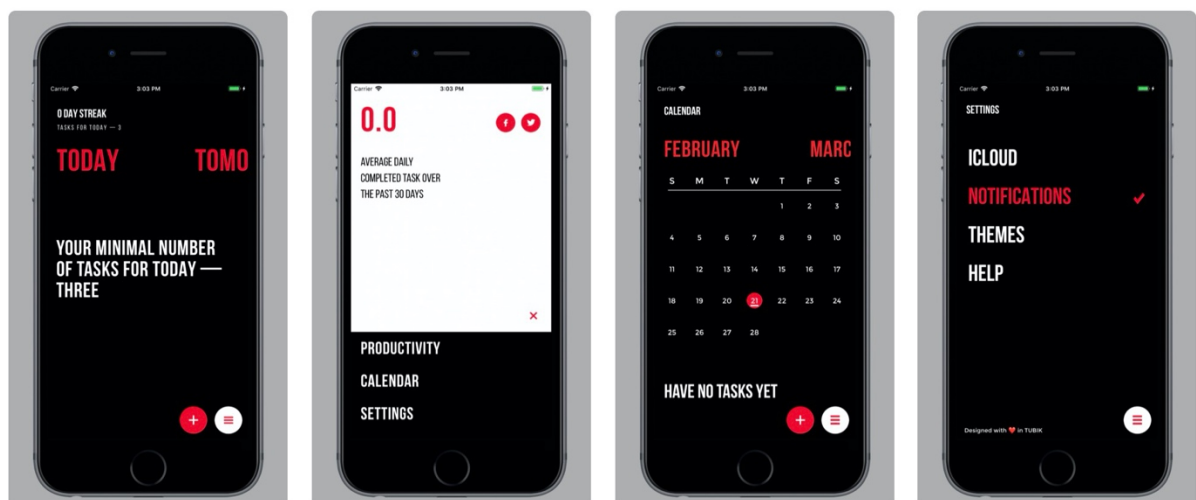
The basic functionality for the app:

- Upper Streak Challenge motivate users to complete all the tasks for the day.
- Statistics of tasks completion.
- Easy adding, deleting and marking tasks.
- Instant sharing achievements with friends.

The flows of interactions for the mentioned functionalities:

- **Main Screen:**
 - **Top of the screen:** Day Streak count, count of tasks for the date.
 - **Day Streak:**
 - Streak is the period during which users don't interrupt completing the tasks with the app.
 - It shows the achievement of being consistent, productive and encourages not to stop and break the progress.
 - The user seeing his determination, the app will challenge him with the bigger number of tasks.
 - **Top-middle of the screen:**
 - The words for the closest days (today tomorrow, today).
 - Or the date (day, month).
 - **Middle till bottom of the screen:**
 - The actual task list description.
 - The task list design is performed in the minimalist and elegant style of the layout based deeply on quick functionality and intuitive navigation.
 - **Bottom right of the screen:**
 - **Two buttons:**
 - "New Tasks" which is a plus icon button.
 - "Options" which is a menu icon button.
 - **Swiping left on the screen:** It will make the screen go to the next day in the calendar smoothly.
 - **Swiping right on the screen:** It will make the screen go to the previous day in the calendar till it hit today's date smoothly.
 - **Swiping left on the task:** It will mark the task as done with a strikethrough line.

- **Swiping right on the task:** It will delete the task.
- Swiping and clicking are animated navigations.
- **“New Tasks” which is a plus icon button:**
 - When clicking it direct to adding tasks for today and by swiping the screen it goes to the next day in the calendar.
 - By clicking create date, it will jump to a full calendar to select the day preferred.
 - User can write all the tasks and click done.
 - After clicking done the app will redirect to the main screen.
- **“Options” button:**
 - When clicking it will open a new screen which contains:
 - **Top:** the number of the average daily completed task over the past 30 days displayed on a light background.
 - **Top-middle:** the average daily completed task over the past 30 days in uppercase font is displayed on a light background.
 - **Bottom:** 3 animated click buttons (Productivity – Calendar - Settings), they are displayed on a dark background:
 - **Productivity Button:**
 - Number of day streak.
 - Facebook and twitter account for sharing.
 - Task evolution graph at the bottom of the screen.
 - Exit button at the bottom right of the screen (bottom is animated when clicked).
 - **Settings:**
 - User is provided with the variety of skins to choose from: dark, light and red skin.
 - It gives the user options to choose from depending on his personal taste and wishes.



Part 2: Plant Watering Tracker

The interface concept of a mobile app is aiming at helping users having plants at homes or offices. first of all, it had to remind users of watering when it's needed as well as keep the data about watering.

UI have the four basic aspects:

- **Usability:** The app is convenient, clear, logical and easy to use.
- **Utility:** The app provides useful content and solves users' problems.
- **Accessibility:** The app is convenient for different categories of users.
- **Desirability:** The app is attractive and problem-solving; it retains users and creates a positive experience which they are ready to repeat.

The basic functionality for the app:

- Adding plants to the app.
- Reminders and notifications about watering.
- Getting information, recommendations about conditions and care of plants.
- Tracking stats of watering and plans for next week.

The flows of interactions for the mentioned functionalities:

Slight little animation will make the interactions live and enhances the general usability of the user interface. Below is a step by step oh how this will happen:

- **Main screen has at the bottom of the screen the tab bar (highly functional and simple to use):**
 - It includes 3 most demanded zones of interactions:
 - **"My Plants" icon:** It opens the directory of user's plant collection.
 - **"Add New" icon:** It allows user to add a new plant to his collection.
 - **"My Profile" icon:** It goes to all the user history and stats data.
- **"Add New" icon:**
 - A user takes a photo with a smartphone camera, the application recognizes the plant and offers the data from the app catalog of plants (name, background picture, temperature, humidity and light rates comfortable for this plant type).
 - After the user add it to his set of tracked plants. It will be seen on the screen with the user's plants collection.
 - **In case there is no data about a particular plant in the app database:** the user can create a new item and add it to the app catalog.
 - This approach has two big benefits:
 - It will strengthen the app with the ability to add user-generated content.
 - It will inform app creators and support which types of objects have to enlarge the original app database.
- **"My Plants" icon:** A user gets his own directory of his collection of plants which need to be watered now and then.
 - It is shown as a set of tabs below each other.
 - The title above the tab gives the name of the plant.
 - The tab itself have:
 - **The background of each tab:** Is a recognizable photo of the plant.

- **The text on it:** When the next watering is expected for this position.
 - **The icon of water drops:**
 - It is in the top right corner of the tab.
 - Informs a user that the plant on this tab will need watering soon.
 - **When the plant is watered:** the user just needs to click on the icon with water drops and it will transform into a right tick.
 - **The icon of a right tick:**
 - It is in the top right corner of the tab.
 - It informs a user that this plant has been recently watered.
- It lets the user quickly scan the state of things right from this screen, if there is no time or need to move to the screens of every particular plant.
- **Click on a plant tab:**
 - The name and the background picture of the plant appears in the upper part of the screen.
 - **The interactive zone1 tab:**
 - It is the tab with all of other plants ready for watering appears below the background picture of the plant (middle of the screen).
 - It is a dark tab which can be extended.
 - It opens the graph showing the progress of watering workload for the current week.
 - The graph has a dark background makes the it looks stylish, deep and also sets the good level of contrast with the interactive zone2 tab below presented on the light background.
 - **The interactive zone2 tab:**
 - It is the tab with information about the plant in the lower part of the screen.
 - It is a contrast light tab which can be pulled up to open.
 - Text is written in bold sans-serif fonts, to provide a high readability level and contributes much to the effective visual hierarchy of the layout.
- **Notifications:** When the date comes, the user gets a notification that the plant needs to be watered.
 - Opening the notification the user gets redirected to the screen of that plant.