Yoga/Health App

Gabriel Nashabe
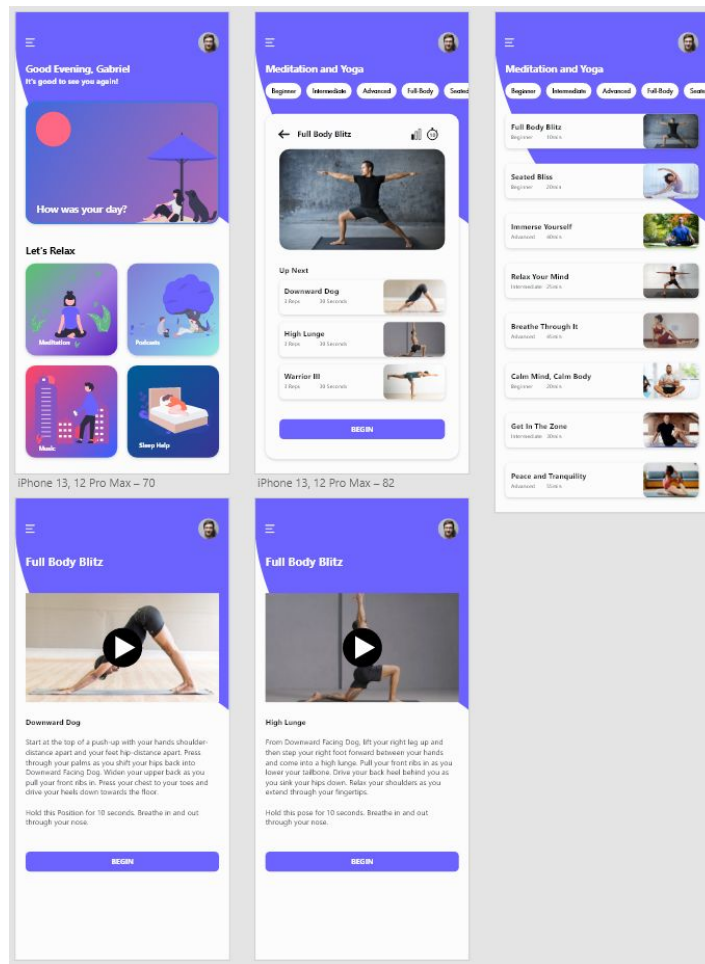
Project overview

The product:

The app designed is an all encompassing mental health and wellbeing app directed at stressed students.

Project duration:

27/06/22 - 27/07/22

Project overview

The problem:

Students were often found to be stressed out by their assignments and their exams which had a negative impact on their mental health and own personal wellbeing.

The goal:

This app aims to give all students access to easy to use mental health and wellbeing resources to aid them in their day to day lives.

Project overview

My role:

Lead UX designer/UX researcher

Responsibilities:

User Research, Wireframing, Prototyping, Design of Lo-Fi, Design of Hi-Fi, Colour Palette and Typography Selection.

Google

Understanding the user

- User research
- Personas
- Problem statements
- Competitive audit
- Ideation

Google

User research: summary

Starting this project, there was already an established knowledge base for students who were stressed at school and with mental health being a big talking point in today's society, the app was a much needed inclusion in student's lives.

Research was initially conducted with user's who were still actively participating in a schooling environment and helpfulness and ease of use were measured with each student.

After conducting the research it was found that students enjoyed using the app as it gave them a space where they could be alone and take their mind off of the stress of assignments and exams.

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Persona 1: **Natasha Bravo**

Problem statement:

Natasha Bravo is an 18 year old
high school student who is
currently taking exams
who needs a way to get her
stress under control
because it is negatively
impacting her performance.

Natasha Bravo

"My final year exams are stressful"

Age:	18
Education:	High School
Occupation:	Student
Family:	Single

Goals
- Relax my mind before I take an exam
- Help relieve my stress before bed
- Access the app whenever I need it

Frustrations
- Not being able to access the app because of no Internet
- Not being able to find the app
- Unable to find the resources I want on the app

Story
Natasha is an 18 year old high school student who is currently undertaking her final year exams. She feels pressure from everyone around her to perform well and wants to make sure her mental health is well taken care of so she can perform at her best. She likes being able to access the app at any time of the day and dislikes not being able to find the resources she needs on the app.

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Persona 2: **Dean Burton**

Problem statement:

Dean Burton is a 14 year old student who has just entered high school who needs a way to help him perform his best because he wants to be the best in his class.

Dean Burton

"I want to be the best in my class"

Age:	14
Education:	High School
Occupation:	Student
Family:	Single

Goals
- Be the number one student in the class
- Find a good resource for his mental health
- Save space on his phone by not having to download the app

Frustrations
- Having to download the app
- Not being able to access the app
- Not being able to navigate through the app

Story
Dean is a 14 year old student who has just entered high school. He wants to keep his grades high but knows that this will take a toll on his mental health. Because of this he wants to find a web application that will help him keep track of his mental health. He likes being able to save space on his phone and dislikes not being able to access the web app whenever he wants.

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Competitive audit

My competitive audit allowed me to find that although there were mental health apps available, they were either costly or had a broad target market. This let me identify a way to separate my product by targeting specifically students and looking at a free model to cater for kids of all financial backgrounds who are at school.

	Competitor Type	Product Offering	Size	Target Audience	First Impressions
Headspace	Direct	Meditation, Stress Relief, Anxiety Control, Memory Loss Reduction	Large	Everyone	Good variety of services but very broad in terms of target market
Moodkit	Indirect	Tracking Moods, Creating Positive Thought, Reducing Stress	Large	Everyone	Good variety of services but very broad in terms of target market
Talk Space	Indirect	Therapy	Large	Everyone	Basic service that costs money, not the best for students

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Ideation

My ideation exercise included me taking everything I liked about my various designs and incorporating them into on design. The design on the right shows the standard user flow to begin a yoga workout where you can select yoga from the grid and then select a more specific workout which will then show you the list of exercises included in that workout as well as time and difficulty before you begin.

Starting the design

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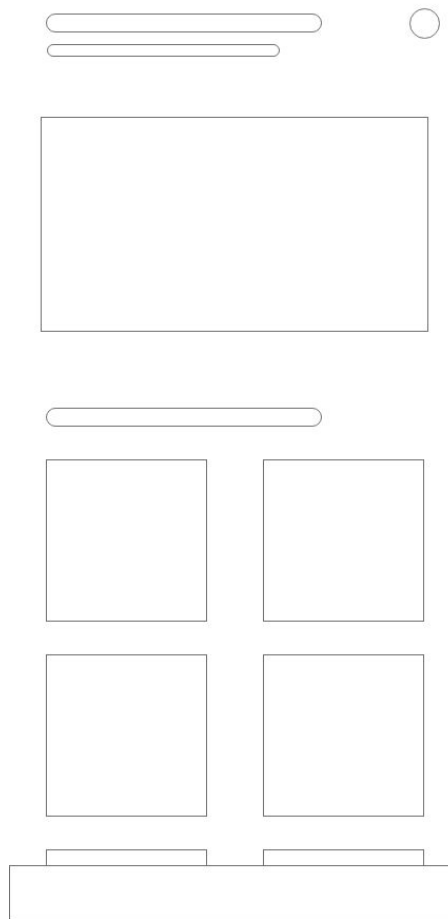- Usability studies
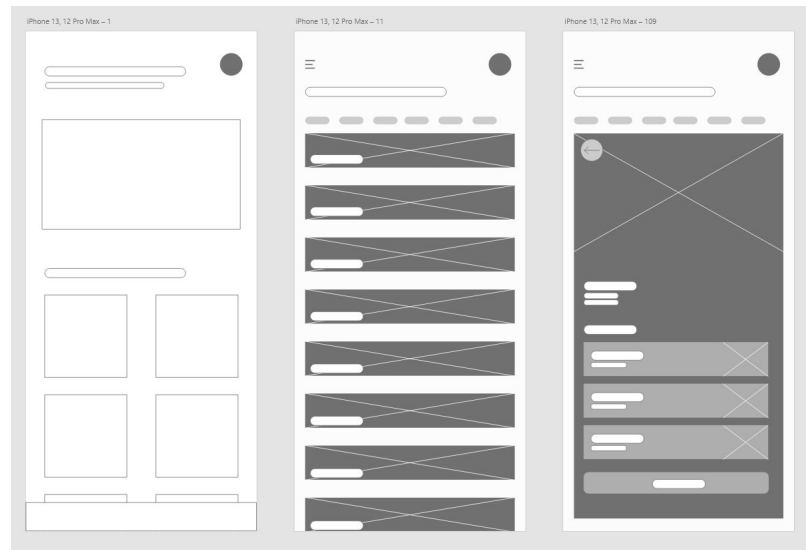
Digital wireframes

The goal was to make the app as simple as possible. This is why there is a simple grid layout with easy to access options for all users. The bottom nav bar was also switched to a hamburger button to allow for access to more options without having to click too many times.

Large grid layout used to ensure highest level of usability

Bottom nav bar was eventually removed in favour of a hamburger button due to the amount of available options

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Low-fidelity prototype
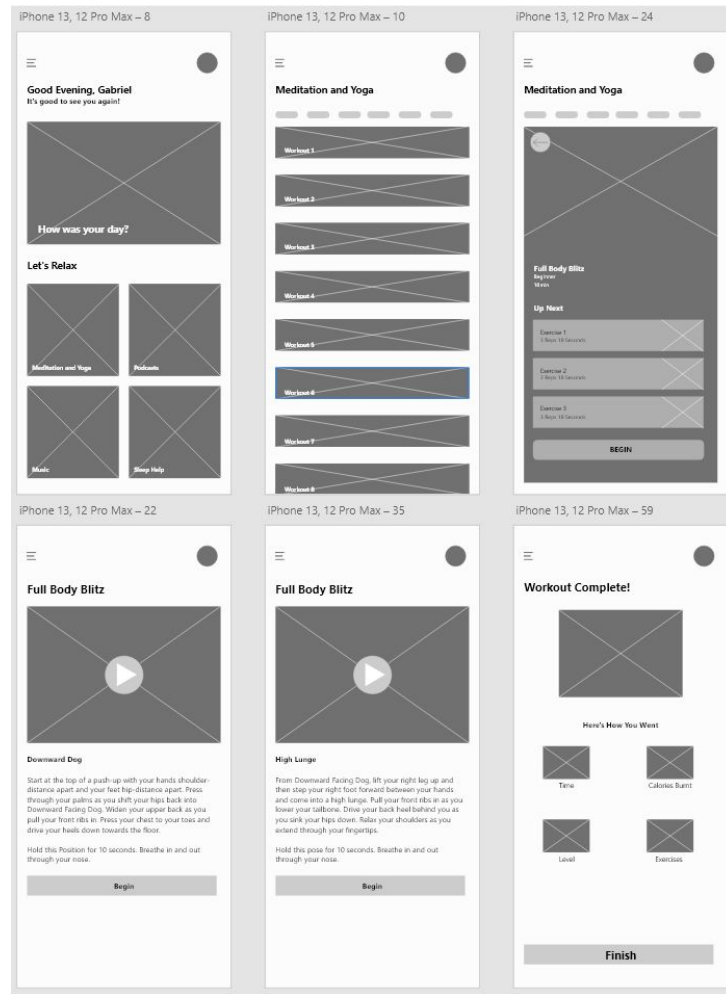
Link:

https://xd.adobe.com/view/5ce26358-4376-41d3-9bea-693e2df50a6e-09b1/

User insights were implemented by making the options more obvious and making the user flow easier to navigate

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Usability study: parameters

Study type:

Unmoderated usability study

Location:

Australia, remote

Participants:

4 participants

Length:

30-60 minutes

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Usability study: findings

Insert a one to two sentence introduction to the findings shared below.

1

Difficulty Viewing Options

Some users stated that the list of workouts was too compact and there should be more room available for each workout to not overwhelm the user.

2

Difficulty Starting

Some users found it difficult to begin the flow as they were not sure where to enter the flow from.
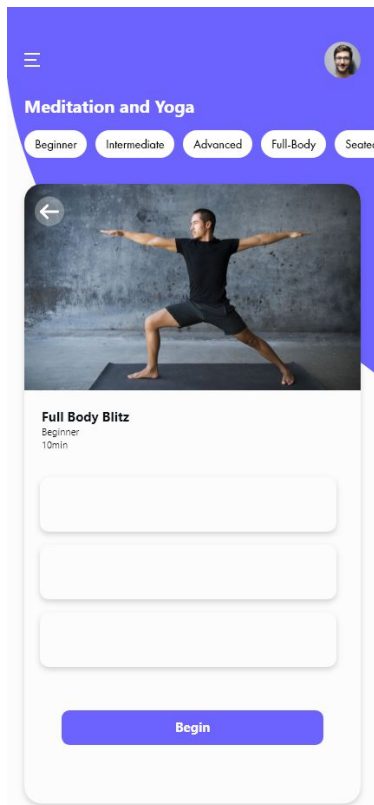
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Refining the design

- Mockups
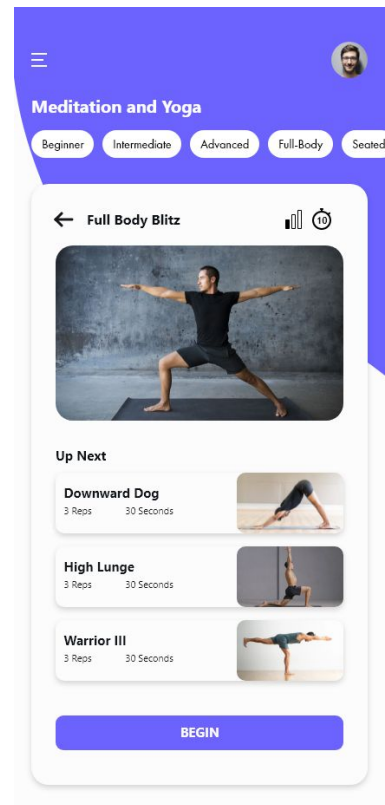- High-fidelity prototype
- Accessibility

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Mockups

User feedback was implemented to make the workout description screen easier to understand and less cluttered by reducing the hero image size and changing the text details for simple icons.

Meditation and Yoga

Beginner   Intermediate   Advanced   Full-Body   Seated

Full Body Blitz
Beginner
10min

Begin

Meditation and Yoga

Beginner   Intermediate   Advanced   Full-Body   Seated

Full Body Blitz

Up Next

Downward Dog
3 Reps   30 Seconds

High Lunge
3 Reps   30 Seconds

Warrior III
3 Reps   30 Seconds

BEGIN

Mockups

High-fidelity prototype

Link:

https://xd.adobe.com/view/f0704850-5af6-4e0c-bc3e-deafbb560e25-a523/
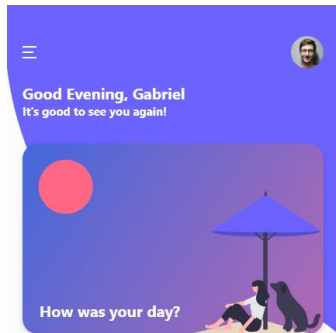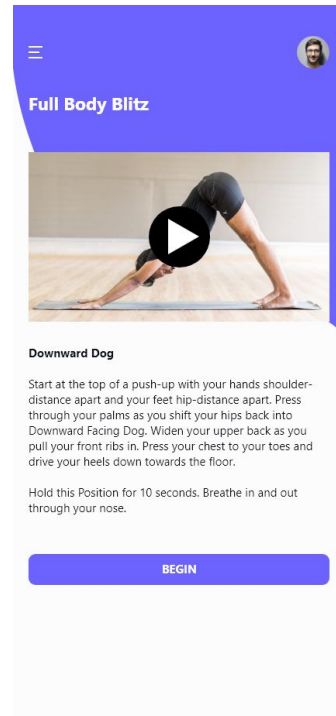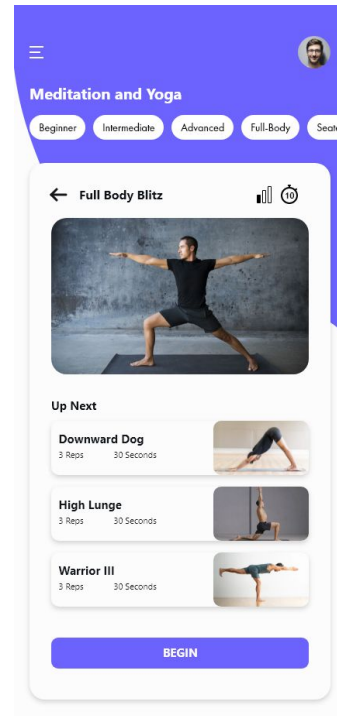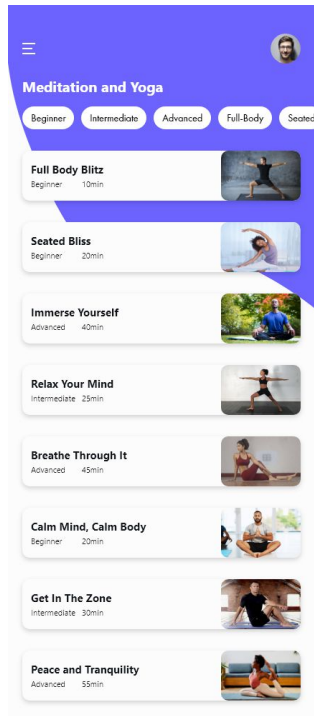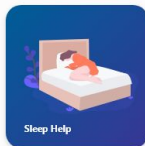
The high fidelity prototypes were made to include calming colours with simple art. The workout options were also given more room to breathe to allow for easier selections of workouts and to ease readability.

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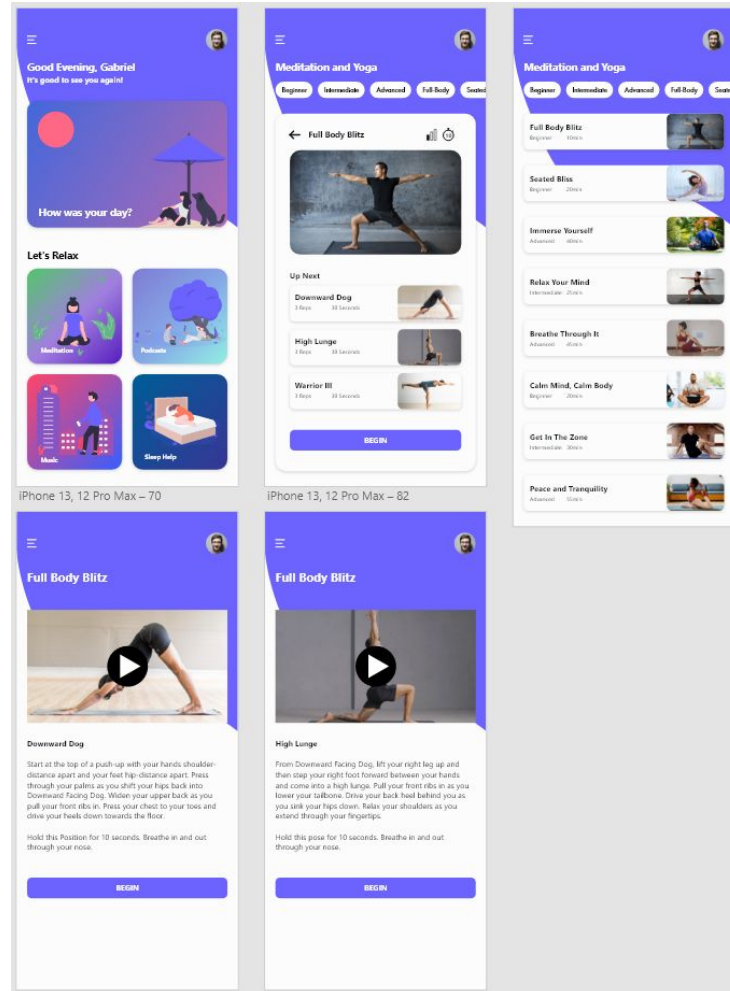
Accessibility considerations

1

Larger spacing of elements on workout grid to allow for easier readability and understanding.

2

Change of bottom navigation bar to hamburger button to allow for users to access all options in the app with less clicks.

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Responsive Design

- Information architecture
- Responsive design

Google

Sitemap


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┌───────────────┐ ┌──────────┐ ┌──────────┐ ┌──────────────┐ ┌──────────┐
│Yoga and       │ │ Podcasts │ │  Music   │ │  Sleep Help  │ │ Profile  │
│Meditation     │ │          │ │          │ │              │ │          │
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│ Yoga Workouts │ │Self-Help     │ │Calm/Relaxing │ │White Noise   │ │ Account  │
│               │ │Podcasts      │ │Music         │ │Simulator     │ │          │
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│Meditation     │                                   │Breathing     │ │Your Stats│
│Workouts       │                                   │Exercises     │ │          │
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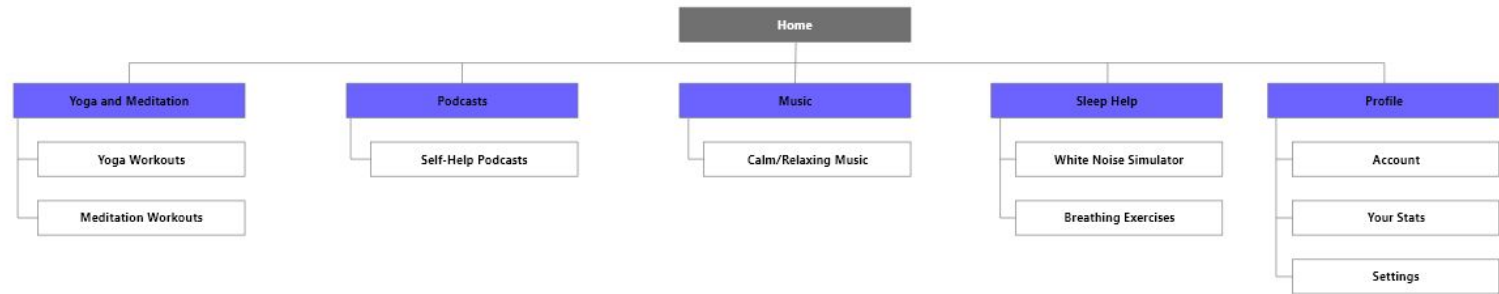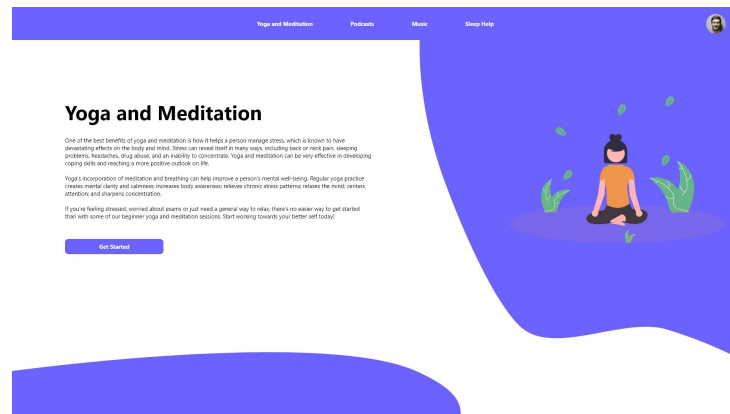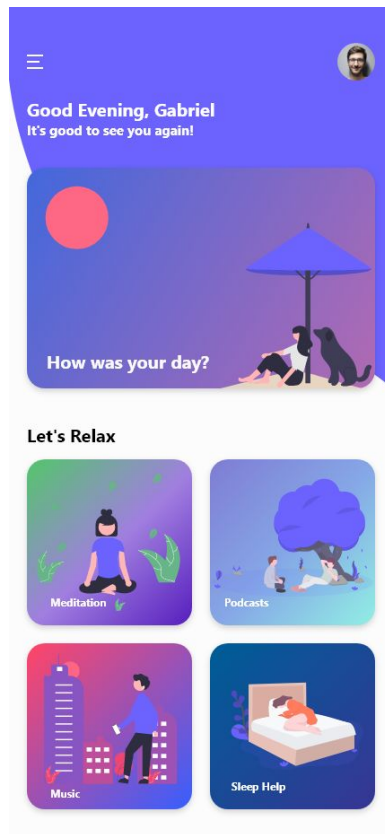
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Responsive designs

The app was designed to give users ease of access to all resources without overloading them with information. Similarly, the web app has taken this approach by separating each category but still giving the users access to any category at the click of a button.

Going forward

- Takeaways
- Next steps

Google

Takeaways

Impact:

The hope is that the design and app will have a positive impact on student's lives. Whilst this is just a project there was positive feedback from all users who tested the app.

What I learned:

Throughout this project I really learnt a lot about ways in which I can improve my Hi-Fi designs in Adobe XD rather than just making them static images.