betterfy

Project Wellness: Designing an app for health experts and patients

"Connect with your clients in such a personal way that they will have no choice but to trust you"
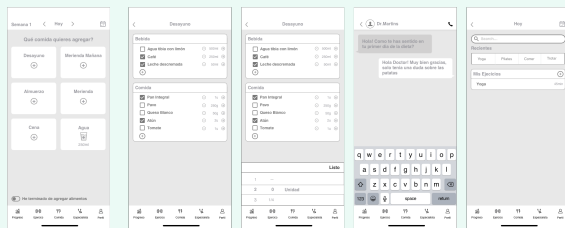
About the project
The brief given was to find a problem in the health industry. The key to finding the issue was by learning about human behaviors through interviews and questionaries. This was an individual project made as a design sprint in only 8 days; 4 days for the UX and the other 4 days exclusively for UI.

The problem
The lack of communication between health experts and their patients negatively affected the diet performance of the patients. The two main pain points found were the lack of communication in the time between the scheduled sessions with the expert, usually between 15 days to a month; and having to keep a food diary of everything that the patient consumed for that period of time.

Prototyping and Testing
The application was sketched in low fidelity and tested with 15 people. Afterward, the mid-fidelity prototype, on the left, was designed with the tool Sketch. I made an interactive prototype with the use of Invision and tested it again finalizing all aspects before starting the UI process.
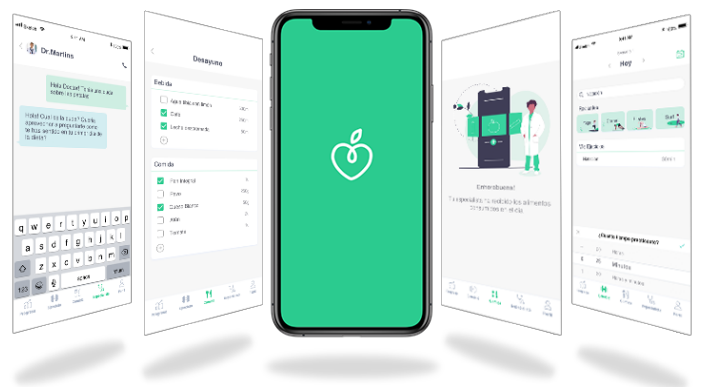
10
Interviews

83
Questionaries

25
Usability tests

Solution
This tool will allow users to track their meals in a more efficient way by only check-marking the allowed food given by the expert, instead of typing every single meal. Also, users will be able to send a daily report that will help experts see their progress and guide them in "real-time" if necessary. The application includes a direct messaging feature for appointments, doubts and checking in. Finally, users and experts will be able to check their progress with graphics and check aspects of their lifestyle as exercises made.
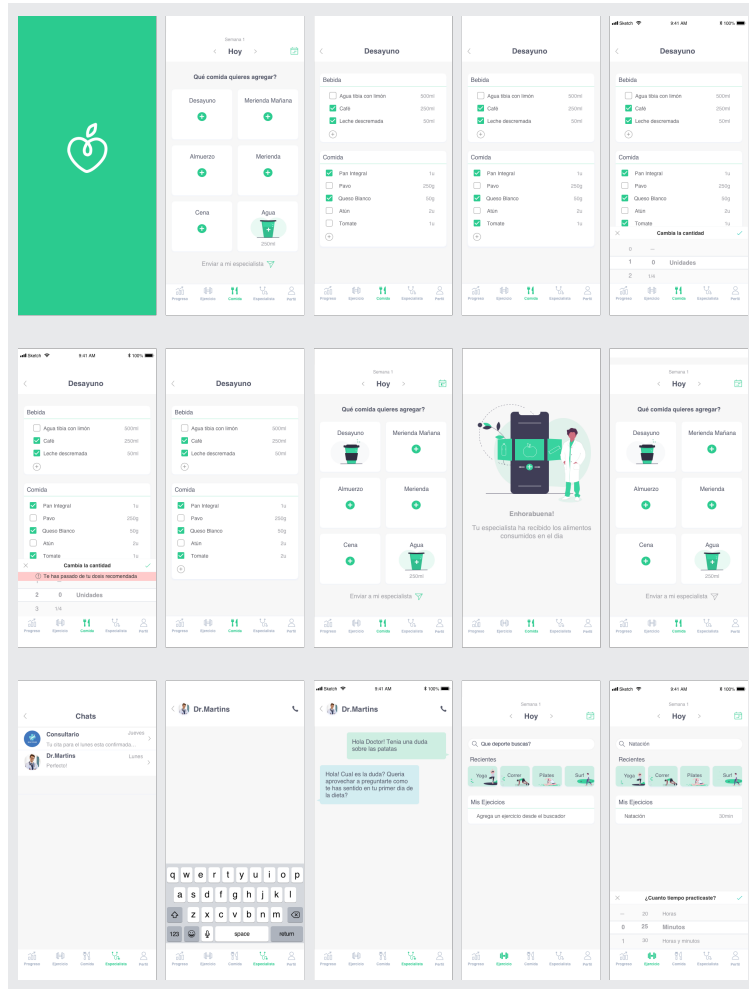
Main takeaways
Designing this app from scratch was a great personal challenge. I decided to do it completely on my own without external help as a personal dare to always be more self-sufficient. Furthermore, I can reaffirm that timing is key to get to the MVP in that short period of time. Finally, for the next steps, I would like to develop a desktop version for the experts that will probably be working from their offices.

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In-depth UI

High Fidelity

Landing Page

UI Tools Used

- Brand attributes
- Moodboard
- Picking colors
- Typhography
- StyleTyle
- Desirability testing
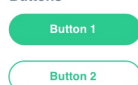- Shadows, Alignment, consistency & Space
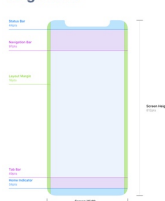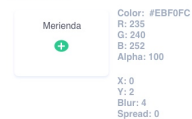
Style Tyle

Color Palette

#3BCB5F #EBFAF5 #EBF0FC #BDC1D5 #A1ADC1 #5B6D8B

Ilustrations

Space

16px

24px

Buttons

Button 1

Button 2

Alignment

Shadows

Merienda

Color: #EBF0FC
R: 235
G: 240
B: 252
Alpha: 100

X: 0
Y: 2
Blur: 4
Spread: 0

Typeface

I'm a Headline

I'm a Sub headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

I'm a regular link

Consistency

Button 2

SIZE: 343px x 48px
RADIUS: 27px

Atomic Design