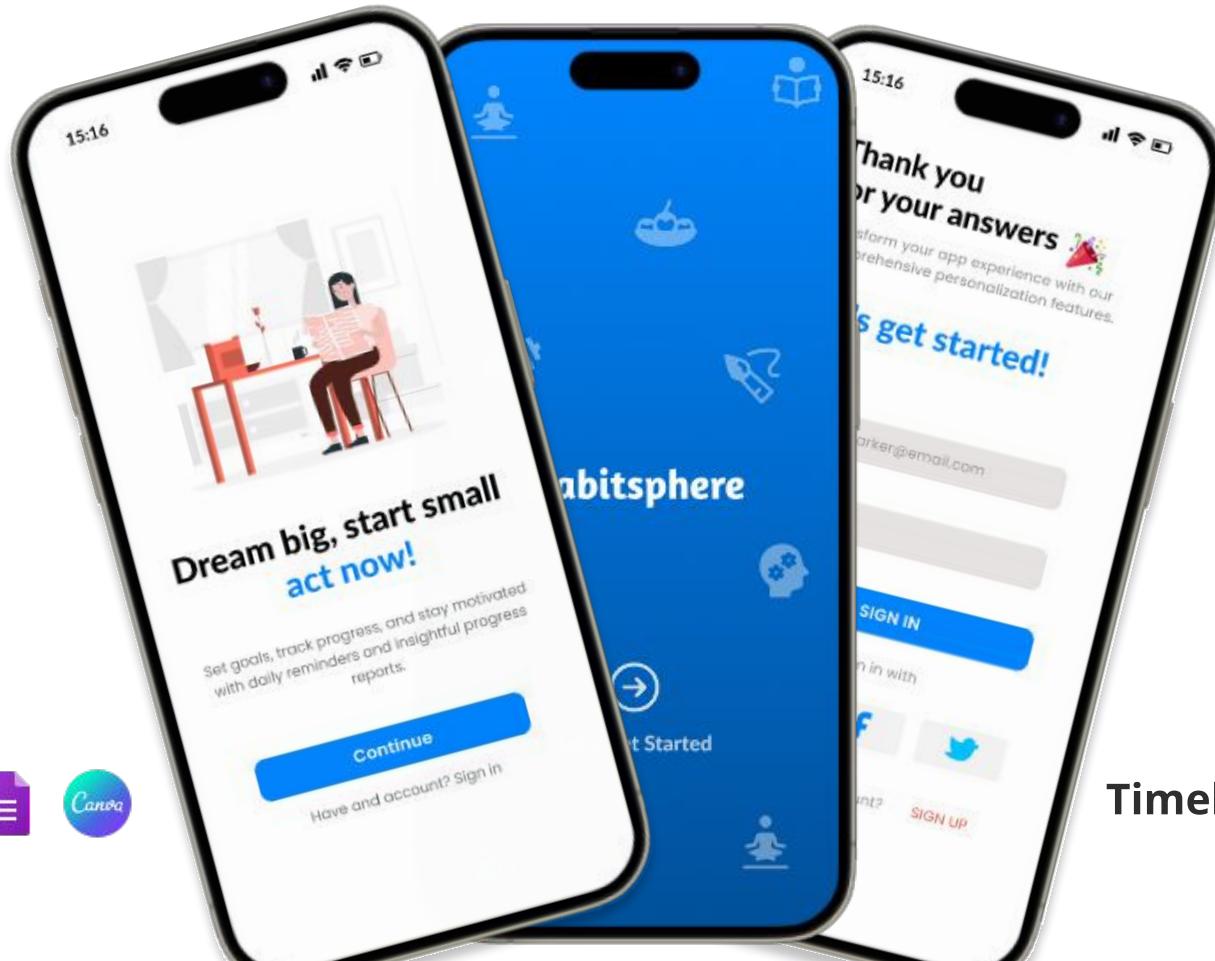


# UI/UX CASE STUDY

**Habitsphere** - A Habit tracking app



Tools Used:



Timeline: 3 Weeks

# PROJECT OVERVIEW

Developing positive habits is an essential aspect of personal growth and success. Habits are the building blocks of our lives, and they determine our overall well-being. But in reality, staying consistent is not easy and is very challenging. Like many others, I have faced this same frustration. This motivated me to explore this topic and to design an app – “**Habitsphere**” that would help others to keep on track with their habits, thereby using their valuable time in an effective way.

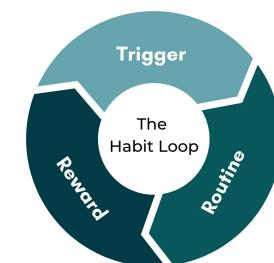
## ASSUMPTIONS

- Users of habit-forming apps are motivated by a desire to improve various aspects of their lives, such as health, productivity, and personal development.
- Most users are comfortable with technology and seek digital solutions for habit tracking and formation.
- Users appreciate the ability to customize their habit plans according to their specific needs and preferences.
- Users benefit from features such as reminders, progress tracking etc.

## TARGET AUDIENCES

- **Young Professionals:** Needs for productivity, stress reduction, and health tracking.
- **Students:** Study habits, time management, and skill development.
- **Fitness Enthusiasts:** Exercise routines, diet tracking, and progress visualization.
- **Mental Health Advocates:** Mindfulness and meditation.
- **Personal Development Enthusiasts:** Learning new skills and personal growth activities.

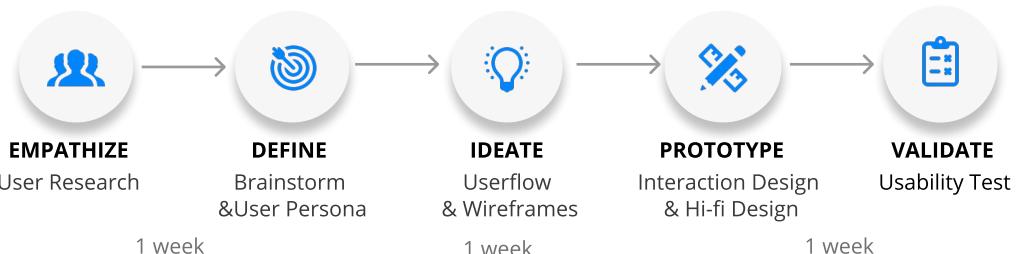
## THE SCIENCE BEHIND HABITS



### The Hook Model

- **Building Habit-Forming Products:** To create products that users return to regularly, it is crucial to understand their pain points and design triggers that address these needs.
- **User Behaviour and Psychology:** Knowing what motivates users and how to make actions easy and rewarding is essential. The combination of motivation, ability, and triggers is critical to driving user behaviour.
- **Sustaining Engagement:** Variable rewards are powerful tools for keeping users engaged. By offering unpredictable and compelling rewards, users are more likely to develop a habit around the product.
- **Long-Term Investment:** Encouraging users to invest in the product increases their commitment and likelihood of returning. This investment creates a sense of ownership and personal connection to the product.

## DESIGN THINKING PROCESS

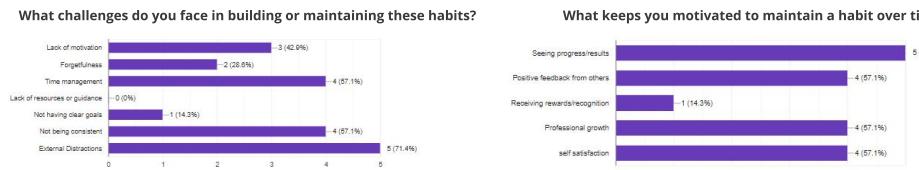


## PRIMARY RESEARCH

I conducted a survey through google forms to better understand how people maintain their habits, and the challenges and frustrations they encounter to maintain them.

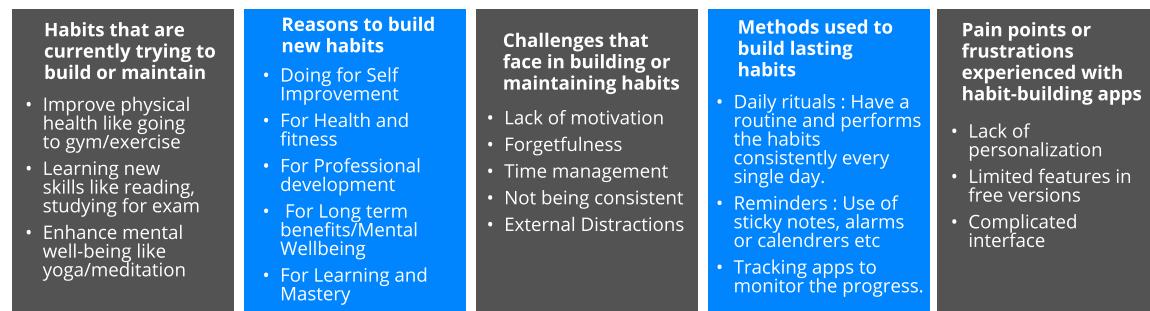
### Key Observations:

- Users struggle with maintaining consistency in their habits due to **forgetfulness, lack of motivation, External distractions** and **time constraints**.
- To maintain a habit over time, users will get motivated by seeing a **progress** or **results, hearing Positive feedback** from others and getting a **Professional growth**.
- The main pain points or frustrations users get experienced with habit-building apps are **Lack of personalization, Limited features in free versions** and **Complicated interfaces**.



### Affinity mapping :

Through affinity mapping, I clustered the survey insights which has helped me to identify the users pin point's and prioritized essential elements.



## SECONDARY RESEARCH

### Competitor analysis

	habitify	productive	habitica
FEATURES	HABITIFY	PRODUCTIVE	HABITICA
USER INTERFACE	CLEAN AND MINIMALIST	MODERN AND ATTRACTIVE	RETRO RPG GAME STYLE
PLATFORMS	IOS, ANDROID, WEB	IOS, ANDROID	IOS, ANDROID, WEB
HABIT STREAKS	✓	✓	✓
REMINDERS	✓	✓	✓
ANALYTICS	DETAILED STATISTICS AND REPORTS	ADVANCED ANALYTICS AND REPORTS	BASIC STATS AND PROGRESS TRACKING
ENGAGEMENT	MODERATE	HIGH	VERY HIGH
SIMPLICITY	HIGH	MODERATE	LOW
USER REVIEWS	GENERALLY POSITIVE, APPRAISED FOR DESIGN AND USABILITY	POSITIVE, APPRECIATED FOR DESIGN AND USABILITY	POSITIVE, LOVED FOR GAMIFICATION AND ENGAGEMENT

### Key Observations:

- Key features of habit-forming apps typically include **habit tracking, reminders, progress visualization, and goal setting**.
- A **clean, intuitive, and user-friendly interface** is critical for user adoption and retention.
- Providing users with **insights and analytics** on their progress helps maintain motivation and engagement.

# USER PERSONA

## Eric Parkinson



- **Age:** 28
- **Occupation:** Software Engineer
- **Education:** Bachelor's Degree in Technology
- **Marital Status:** Single

Eric is a young, ambitious software engineer who strives to balance his professional responsibilities with personal well-being. He used to check his phone frequently for work updates and social media and often searches for productivity tips and hacks online. He is looking for a solution that offers a personalized and user-friendly experience to help him stay productive, healthy, and motivated.

### Goals

- Maintain a healthy work-life balance
- Develop new skills for career advancement
- Improve personal well-being and mental health

### Frustrations

- Difficulty in maintaining consistent healthy habits due to a busy schedule.
- Finding it hard to stay motivated and track progress.
- Struggling to manage time effectively between work and personal life.

### Data sharing and privacy

Eric is very much care about his privacy and is concerned about sharing his personal informations on digital platforms and prefers apps with more data security.

### Tech Literacy

Eric is an IT Professional and it highly literate in technology and is very flexible using more complex features. Although he prefers easy interfaces that are easy to use since he always have a busy schedule.

### Communication



### Device owned



## Empathy Map

### Think and Feel

- Seeks a sense of control over his time and habits.
- wants to feel accomplished and see progress in his personal and professional goals.
- Often feels overwhelmed by his busy schedule.
- frustrated with the inability to maintain consistency in his habits.



### Hear

- Encouragement and advice from friends and family about staying motivated and achieving goals.
- Podcasts and audiobooks on self-improvement and habit formation.
- Colleagues and mentors emphasize the importance of productivity and personal development.

### See

- Notices productivity and habit-tracking apps on his phone and laptop and in social media.
- Articles and blogs on habit formation and productivity tips.
- Social media posts from friends showcasing their achievements and progress.

### Say and Do

- Talks to his colleagues about balancing work and personal life.
- Discusses with friends the challenges and successes of maintaining habits.
- Sets up and uses a habit-tracking app regularly.
- Schedules time for different habits.
- checks the app for daily reminders and progress.

# USER JOURNEY MAPPING

Through the survey, I was able to find out how the participants go about building a habit. Therefor I created a user journey map highlighting their experience from start to finish.

	Actions	Thoughts and Feelings	Pain Points	Current Mood	Opportunities
Awareness	<ul style="list-style-type: none"> <li>Hears about the app from a friend.</li> <li>Searches for the app online.</li> </ul>	<ul style="list-style-type: none"> <li>Curious about improving habits.</li> <li>Excited to try a new tool for productivity.</li> </ul>	<ul style="list-style-type: none"> <li>Skeptical about app effectiveness.</li> <li>Overwhelmed by similar apps available.</li> </ul>		<ul style="list-style-type: none"> <li>Highlight unique features and benefits.</li> </ul>
Consideration	<ul style="list-style-type: none"> <li>Downloads the app from the app store.</li> <li>Registers and sets up profile.</li> </ul>	<ul style="list-style-type: none"> <li>Hopeful it will help manage habits.</li> <li>Frustrated with lengthy setup.</li> </ul>	<ul style="list-style-type: none"> <li>Confused by complex onboarding process.</li> <li>Setup takes too long and lacks clarity.</li> </ul>		<ul style="list-style-type: none"> <li>Simplify onboarding process.</li> </ul>
Initial Use	<ul style="list-style-type: none"> <li>Begins setting up first habit.</li> <li>Sets reminders and notifications.</li> </ul>	<ul style="list-style-type: none"> <li>Excited to start tracking progress.</li> <li>Confused about how to customize settings.</li> </ul>	<ul style="list-style-type: none"> <li>Complicated customization process.</li> </ul>		<ul style="list-style-type: none"> <li>Design an intuitive and clean interface.</li> </ul>
Habit Tracking	<ul style="list-style-type: none"> <li>Logs habits daily as instructed.</li> <li>Checks progress</li> </ul>	<ul style="list-style-type: none"> <li>Disappointed with lack of meaningful insights.</li> </ul>	<ul style="list-style-type: none"> <li>App notifications are too frequent</li> <li>Progress reports are unclear and unhelpful.</li> </ul>		<ul style="list-style-type: none"> <li>Allow personalized notification settings.</li> <li>Improve data visualization and insights.</li> </ul>
Evaluation	<ul style="list-style-type: none"> <li>Uses the app for a few weeks.</li> </ul>	<ul style="list-style-type: none"> <li>Feels the app is not helping as expected.</li> </ul>	<ul style="list-style-type: none"> <li>No noticeable improvement in habits.</li> </ul>		<ul style="list-style-type: none"> <li>Provide motivational content or tips.</li> </ul>

## Insights on User Pain Points:

- If the users skip their habits for a few days, they get **frustrated and loses the motivation** to continue.
- Most of the users get frustrated by the **lengthy onboarding process**. They wish a **minimal and short** one.
- Users appreciate the ability to **customize their habit plans according to their specific needs and preferences**.
- Users benefit from features that provide **accountability, such as reminders and progress tracking** etc.
- Users are more likely to stick with habits when they are **motivated by rewards and positive reinforcements**.

# PROBLEM STATEMENT DEFINITION

## What is the True Problem?

The true problem is that individuals struggle to form and maintain positive habits due to various challenges such as lack of motivation, forgetfulness, poor time management and not being consistent which prevents people from achieving their goals.

## Who are the customers facing the problem?

- Young Professionals
- Students
- Fitness Enthusiasts
- Professionals Seeking Work-Life Balance

## How Do We Know It Is a Real Problem?

- Through feedbacks from users of existing habit-forming apps and the primary survey highlights common struggles such as maintaining motivation, needing reminders, and maintaining consistency.
- Increasing focus on personal well-being, productivity, and mental health underscores the necessity for effective habit-forming tools.

## Value Generated by Solving the Problem for Target Customers

- Users can set, track, and achieve their personal and professional goals more effectively.
- By forming positive habits related to physical and mental health, or by learning something new users can significantly enhance their overall well-being and their personal/professional growth.

## Value Generated by Solving the Problem for the Business

- Offering a well-designed habit-forming app that effectively addresses user pain points can differentiate the business from its competitors.
- An app that successfully helps users form/maintain habits will likely see higher retention and engagement rates.

## Why Should We Solve this Problem Now?

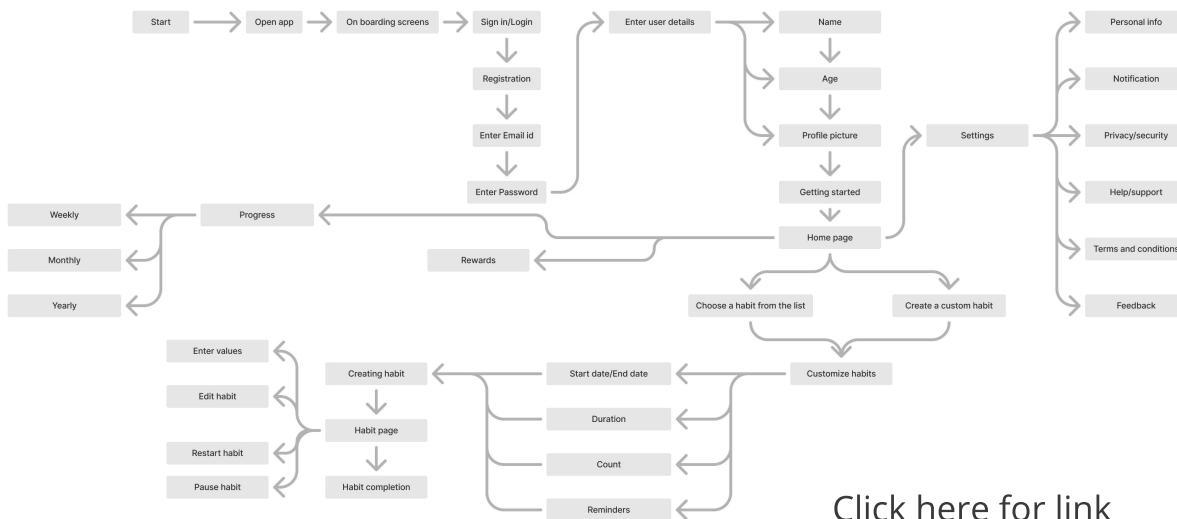
- There is a growing awareness of the importance of habit formation for personal and professional development which demands effective solutions.
- Addressing habit formation now can have long-term positive impacts on users' lives, creating lasting value and fostering loyalty to the app.
- The current emphasis on health and wellness, makes this an opportune time to address these needs.

## Possible solutions

- Provide a **comprehensive** yet **simple onboarding process** to help new users get started quickly and effectively.
- A **clean, intuitive, and user-friendly interface**.
- Allow users to create and **customize their habit plans** with flexible scheduling, goal adjustments.
- Allow users to see their **progress** of each habits on daily/monthly/yearly basis.
- Providing **motivations** to users by giving rewards/positive reinforcements.

## USER FLOW DIAGRAM

It is a visual representation of the steps a user takes to complete a specific task within an application. It outlines the paths that users follow from the entry point through various interactions to achieve their goals.



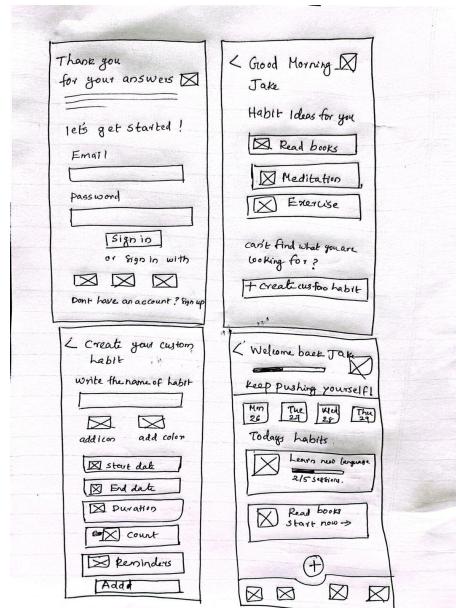
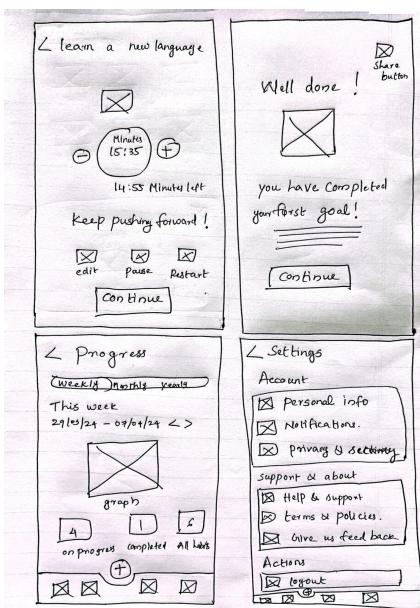
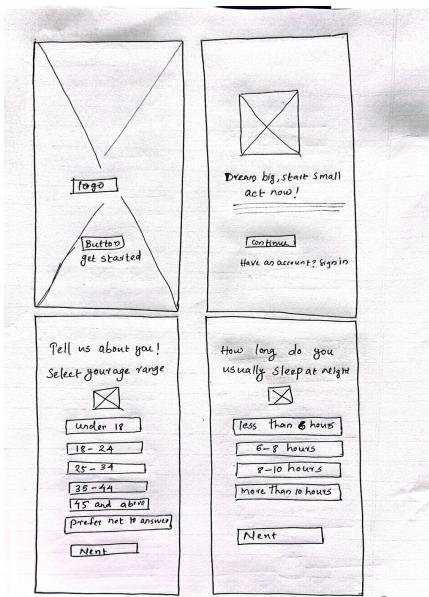
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## INFORMATION ARCHITECTURE

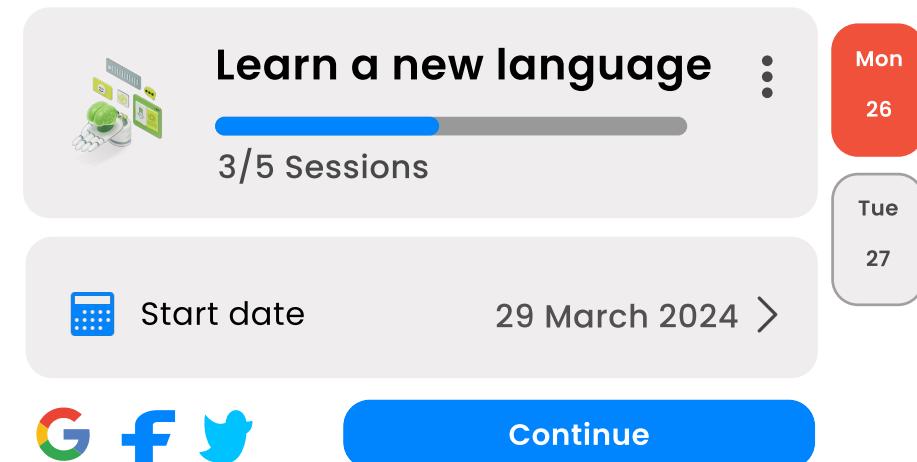
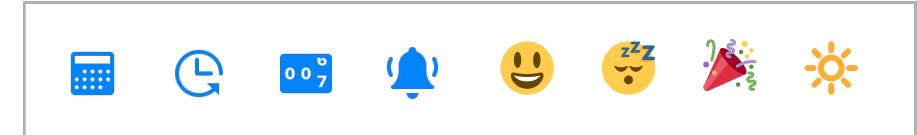
The information architecture (IA) of a habit-forming app organizes the content and functionalities in a clear, logical, and user-friendly manner. Here's a breakdown of the key components and structure:

<b>Onboarding</b>	<b>Home Screen</b>
<ul style="list-style-type: none"> <li>• Welcome Screen</li> <li>• Sign Up / Log In</li> <li>• User Profile Setup</li> </ul>	<ul style="list-style-type: none"> <li>• Habits Management</li> <li>• Progress Tracking</li> <li>• Settings</li> <li>• Rewards</li> </ul>
<b>Habits Management</b>	<b>Daily Interaction</b>
<ul style="list-style-type: none"> <li>• Add New Habit</li> <li>• Edit Habit</li> <li>• Pause habit</li> <li>• Entering values</li> </ul>	<ul style="list-style-type: none"> <li>• Notifications</li> <li>• Log Habit Activity</li> </ul>
<b>Progress Tracking</b>	<b>App settings</b>
<ul style="list-style-type: none"> <li>• Statistics Overview</li> <li>• Achievements</li> </ul>	<ul style="list-style-type: none"> <li>• Personal info</li> <li>• Privacy</li> <li>• feedback</li> <li>• Help and support</li> </ul>

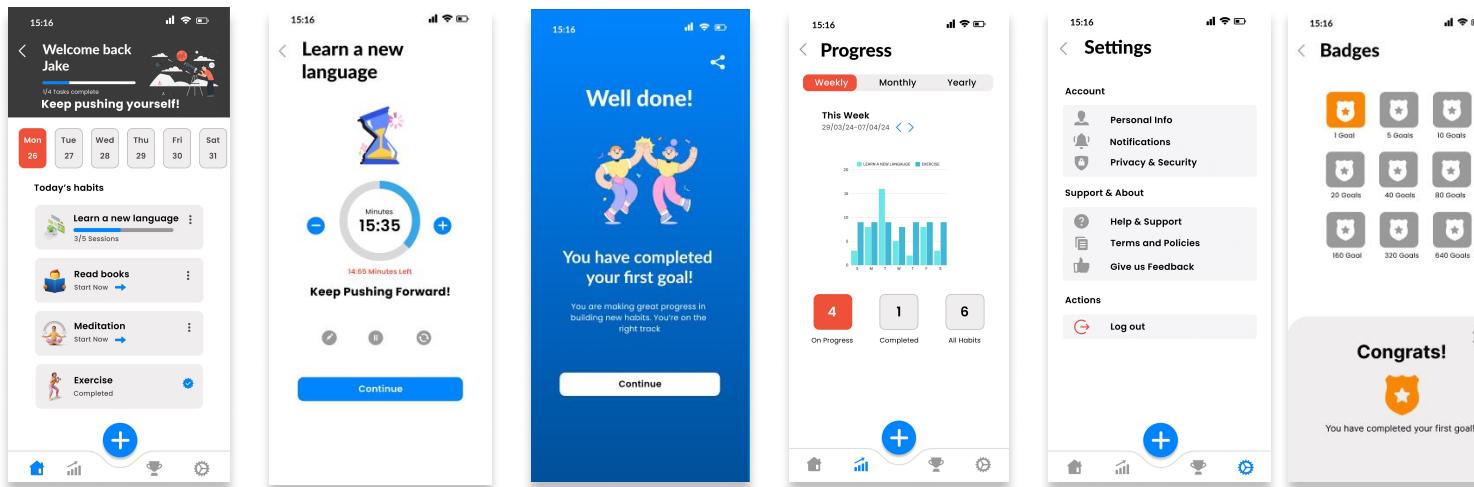
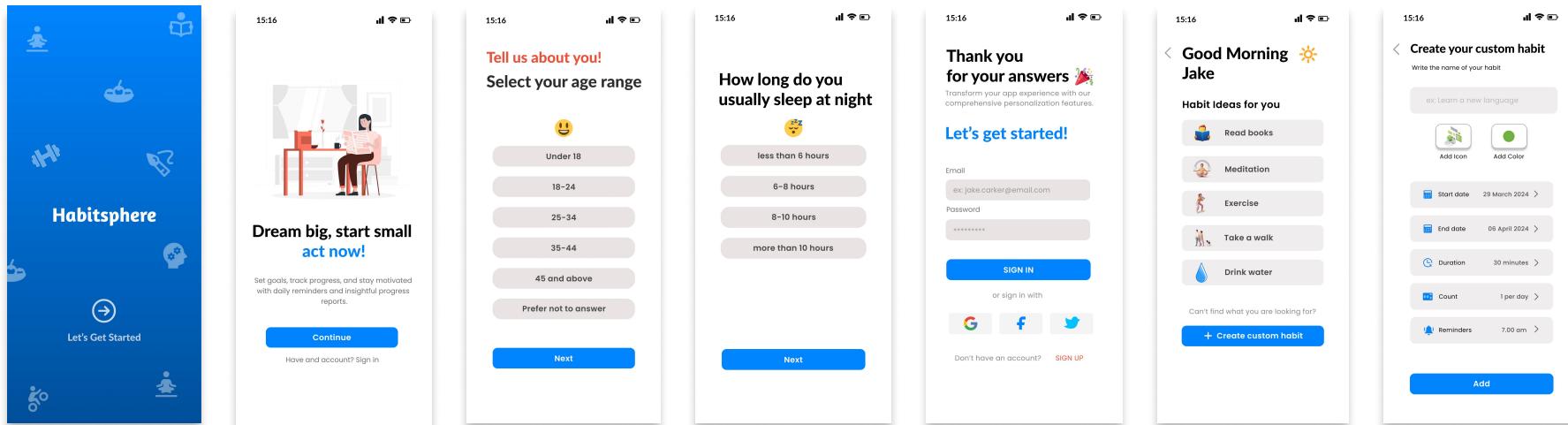
## LOW FIDELITY WIREFRAMES



## STYLE GUIDE



# VISUAL DESIGNS



[Click here for link](#)

- Gave simple onboarding process containing a few screens to help new users get started quickly.
- Gave options to choose from the recommended habit ideas and also to create a custom habit.
- Gave options to personalize/edit the created habit.
- Included motivation sentences in some screens.
- Included progress and reward to keep the user motivated.

# USABILITY TESTING

Usability testing is a critical component of the UX design process for a habit-building app. It involves evaluating the app by testing it with real users to identify any usability issues, understand user behaviour, and gather feedback for improvements.

In this phase I interviewed 2 people from different backgrounds, including 2 students, 2 working persons and a home maker. First i asked them to explore the interface and the feedback was positive. Then i gave them a task to create a custom habit within a time limit, which they completed successfully but also some of them suggested some minor improvements. After making the suggested changes i interviewed 2 other participants and asked for the feedback.

## Objectives of Usability Testing

- Detect problems in the user interface and interaction design that hinder user experience.
- Observe how users interact with the app to understand their needs, preferences, and pain points.
- Collect direct feedback from users about their experience, likes, and dislikes.

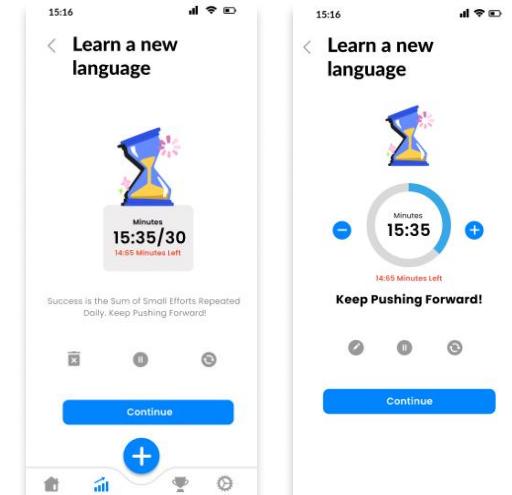
## Tasks given to the participants

- Explore app
- Create a custom habit
- Check the progress
- Check for rewards

## Observations

- Most of the participants completed all most of the tasks.
- Only one participant struggled to check for rewards in a given time limit.

## Minor changes made



Before

After