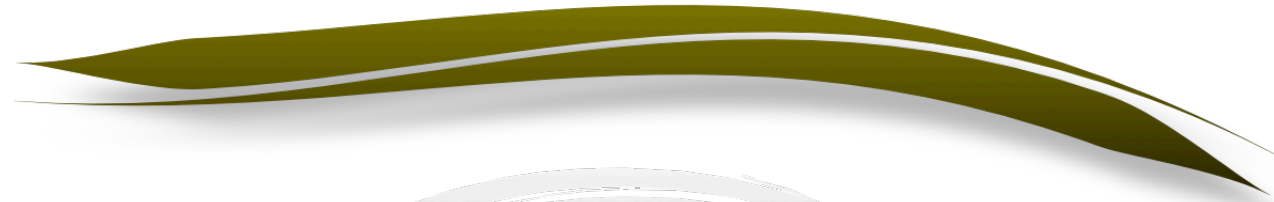


# Balanced Life



WNM 606 / FALL 2021 JHAY DAVIS

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Balanced Life

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## 2.2 Research Plan



### ABOUT

The intent of this study is to explore the potential for a mobile app that helps contribute to life balance and harmony. Our mobile devices journey through the day with us and the continuity of this presence may present an opportunity to empower it with a “just in time” coaching capability to help us at key moments throughout the day.

### BACKGROUND

Many have found their lives transformed over that last years in unexpected ways. Social unrest, pandemic uncertainties, and altered patterns in how we socialize. This has created an unbalance resulting in stress and anxiety. People understand the potential for this becoming a new norm and are desperate to find their center and a way to cope in a way that relieves the tension in their lives.

### GOALS

The purpose of this research study is to understand more about the pressures people feel today. The intention is to reveal more about the stress that people feel, the sources of the stress, how they currently attempt to manage it, and where they are seeing success / failure. This will help better understand the opportunity for creating a mobile app solution that can help train behaviors that help users manage stress and continually find balance in evolving times.

## 2.2 Research Plan

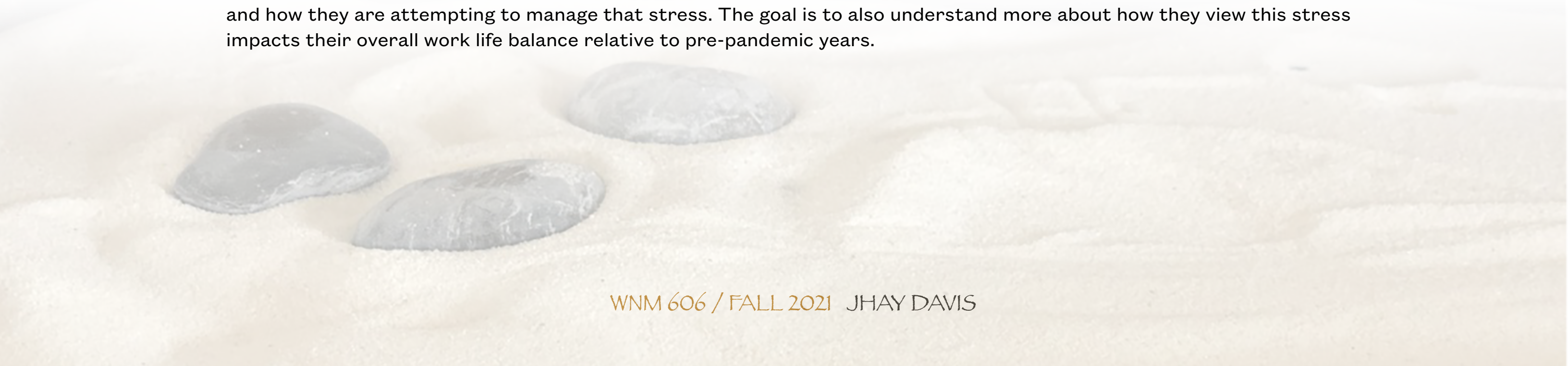


### RESEARCH QUESTIONS

- How have people's stress levels changed in the last 2-3 years
- How do these levels vary between work related and non work related times
- How has stress impacted work / life balance and sense of well being
- What sorts of things are people trying to manage stress
- How often do they use apps on the mobile device each day
- What apps do they use and why those apps
- What sort of apps have people tried to use in order to help restore their sense of balance and well being
- How effective are mobile apps at helping people practice techniques to manage their mindset and sense of well being

### METHODOLOGY

Conduct 5 user interviews that last 15- 20 minutes to understand how they view the current stress levels in their lives and how they are attempting to manage that stress. The goal is to also understand more about how they view this stress impacts their overall work life balance relative to pre-pandemic years.





## 2.2 Research Plan

### PARTICIPANTS

Adults 21+

Working Professional

Uses mobile apps 2 to 3x per day

Have a desire to improve work/life balance and general inner peace

### SCRIPT

“Thanks so much for meeting today. Your time is important and so I’ll take no more than 20 minutes of your time. However, If you are in the middle of sharing a thought, we’ll definitely give you all the space you need without interrupting.

In talking with you, I’m hoping you’ll be willing to share a bit about how your work/life balance and overall stress levels compare to say, three years ago. There is no need to be precise with the timing. The intention is to better understand how you feel today compared to a time when you think it was different. I’m interested in listening to how you try to manage any stress you experience.

One additional goal is to discuss any changes you would like to make to improve your work/life balance and overall happiness. We’ll give you a chance to talk about any self-help books or apps that might interest you or that you’ve tried.



## 2.2 Research Plan



### SCRIPT

- On a scale of 1 -5, describe your currently level of stress as it pertains to your work ( 1= Low 5=High )
- On as scale of 1-5 describe your current live of stress as it pertains to your personal life ( 1= Low 5=High )
- Describe how these levels compare to 3 years ago
- What do you do to manage your stress levels at work
- What do you do to manage your stress levels outside of work
- Tell me about any self help books that interest you or that you have read
- How do you manage your schedule/appointments
- What are the 3 or 4 apps you use most frequently on your phone. Why those apps?

“Thanks so much for meeting today. Your time is important and so I’ll end by asking if there was anything I didn’t give you an opportunity to express or any thoughts that occurred to you after one of your previous answers?”



# 3.1 Empathy Research



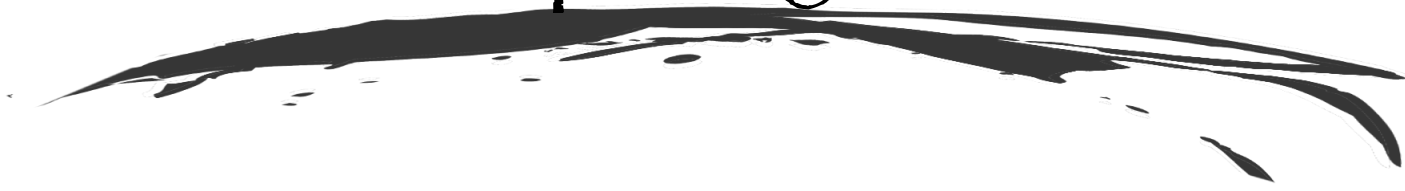
SCHEDULE

DATE	TIME	FIRST NAME	LAST NAME
9/19	10:30 AM	Jacqueline	Scott
9/20	6:00 PM	Angela	Davis-Collins
9/21	12:00 N	Mary	Awokoya
9/22	5:00 PM	Karen	Davis
9/23	12:00 N	Lisa	Stewart





## 3.1 Empathy Research



### Interviews





## 3.1 Empathy Research

**Angela Davis-Collins**

- **Q: On a scale of 1 -5, describe your current level of stress as it pertains to your work:**
  - A: Depends on the day and the project and what is scheduled. Some days the level is one when there are no meetings and I have control over my schedule. What score would you give this week I would give it a 3 because everything is manageable. What made my stress level go up was putting a presentation together and there were some technical computer issues with saving it that led to unexpected difficulties.
- **Q: On as scale of 1-5 describe your current live of stress as it pertains to your personal life:**
  - A: I would say 3. Manageable. What factors make it seem manageable? Ability to put things in perspective. Get grounded. Hit pause and figure out that I can't alter or I do have the ability to altered then identify the steps needed to get there. What did I learn and what do I need to go forward.
- **Q: Describe how these levels compare to 3 years ago:**
  - A: I don't think I'm more stressed. The levels are the same but the buckets are different. Job was less stressful but family planning to help daughter navigate college was stressful. CNN and Facebook elevate my stress. To manage that I disconnect from those sources.
- **Q: What do you do to manage your stress levels at work:**
  - A: I put on some music, Something instrumental. I have fragrance that I will burn. I get up and walk. I tell my secretary that I'm going for a walk. A pause. Do my breathing exercise. Come back in a better frame of mind. Takes me away and distracts me. Allows me to connect with others and focus on them

## 3.1 Empathy Research

**Angela Davis-Collins RN *continued***

- **Q: What do you do to manage your stress levels outside of work:**

- A: My favorite thing to do is to go out into the yard. I love being outside. Relaxing. Or on Fridays I like to get in the tub with a book or kindle. Imagine the water is washing away things.

- **Q: Tell me about any self help books that interest you or that you have read:**

- A: Think Like a Monk. That's about a guy who went to an Ivy League school but still wasn't happy. He went to study with Monks to help discover what matters. He then applied everything to his old life when he returns. It wasn't about self but helping others. Leading With Compassion. Understanding your own style and listening. Swartz Rounds. An In-Service book on helping health care professionals deal with death and illness that surrounds them

- **Q: How do you manage your schedule/appointments: Work:**

- A: This is a challenge. I have control over my peer and direct reports. But for my execs, I do not have ability to control. My admin access my calendar and blocks time as I request. This includes building in "transition time". Assistant uses Outlook and pings me

- **Q: What are the 3 or 4 apps you use most frequently on your phone. Why those apps?**

- A: Texting, Music, Outlook Mail/Calendar. Instagram and Twitter for fun. What do you like about those: Twitter for news and they are quick and fast without having to see all the opinions. Instagram is more eye-catching because of the pics. And I use the Bible app every day. I can listen without reading. I can make the text easier to read by enlarging the font. Why is listening a plus. Because I can be getting dressed and do stuff while it is playing. It helps me to focus by listening and reading at the same time.



## 3.1 Empathy Research

Jacqueline R Scott

- **Q: On a scale of 1 -5, describe your current level of stress as it pertains to your work:**
- A: Three but I trying to not let things bother me
- **Q: On as scale of 1-5 describe your current live of stress as it pertains to your personal life:**
- A: Five
- **Q: Describe how these levels compare to 3 years ago:**
- A: Seven for personal and work
- **Q: What do you do to manage your stress levels at work:**
- A: I just stop working and come back to it. When I write, the characters talk to me. So when they stop talking I stop. I have some many things going on in my life.
- **Q: What do you do to manage your stress levels outside of work:**
- A: Watch football games, play cards, movies with my husband. Just chill out



## 3.1 Empathy Research

**Jacqueline R Scott *continued***

- **Q: Tell me about any self help books that interest you or that you have read:**
- A: I couldn't tell you the last book I read. My concentration is off. I used to read. I read Michelle Obama and Barrak's book. I read healthy eating book for healthy meals. I like history. Seeing where they came from and where they are. I like to see the struggles people go through and how they have overcome. For me that is fulfilling
- **Q: How do you manage your schedule/appointments: Work:**
- A: I do pretty well with managing my time with my phone calendar
- **Q: What are the 3 or 4 apps you use most frequently on your phone. Why those apps?**
- A: Google Maps so I can get places, banking apps, and news apps. I also play some games on my phone when I'm sitting around. Word Blitz, Fishdom, and a crossword puzzle game. How do these help your stress levels? They help because "I'm mindless"

## 3.1 Empathy Research

**Karen Davis**

- **Q: On a scale of 1 -5, describe your current level of stress as it pertains to your work/career:**
- A: 3. It's because I'm trying to determine the direction that will give me the most purpose in helping others. Trying to find that balance can be hard when the direction is not clear.
- **Q: On as scale of 1-5 describe your current live of stress as it pertains to your personal life:**
- A: 3. For me it is trying to be intentional to discover me and things that are truly important to me and bring the real Karen out. And through new relationships prayer time and meditation there is a comfort level of where I am and where I want to go.
- **Q: Describe how these levels compare to 3 years ago:**
- A: I would say they are would be about the same. There is a whole new world and adjusting to a new normal. Prior, there were things taken for normal. I used to have the safety and security of certainty. Now the path forward is unclear. So there are more factors to consider. So much unrest and uncertainty career-wise. I feel like I no longer have a safety net.
- **Q: What do you do to manage your stress levels at work:**
- A: Well it definitely was using relationships with my friends. Time to discuss and share with close friends. Also exercising. Prayer time has always been a big part as well as spending time with my husband and confiding in him about the things I was feeling.



## 3.1 Empathy Research

**Karen Davis *continued***

- **Q: What do you do to manage your stress levels outside of work:**

- A: Spending time with husband, just once again, conversations with friends and close family. Exercising and traveling whenever I can to get away. Getting a new environment and new scenery

- **Q: Tell me about any self help books that interest you or that you have read:**

- A: So one of the books I'm reading now is call the Resolution for Women. It is more about recognizing strengths and weak points to improve and areas to focus on where - its more about increasing your self-confidence. It tells you stop focusing on what you can't do and rather your strengths. Bringing those forward and pursuing that. Discounting others lack of confidence in you. The other is called Woman Evolved. Its about self-care and relationship with God. To really spend time in His work. Understanding who He has called you to be and it is based on biblical principles. Last is Do It Afraid. It is about not letting fear stop you from walking to you destiny and purpose.

- **Q: How do you manage your schedule/appointments:**

- A:. I'm pretty organized. I always have a calendar of things to do and what times to do them. I like to have structure. So, I can always tweak and reschedule but I do have to have a plan on a calendar to understand what need to be done. I don't like to go into anything blind.

- **Q: What are the 3 or 4 apps you use most frequently on your phone. Why those apps?**

- A: Facebook, Glass Door and Linked In. Facebook provides a social connection. I have an interest in knowing what's going on with other people. The Calm App - it helps with relaxation and breathing exercises. Also, the Bible app for daily devotionals.



## 3.1 Empathy Research

**Lisa Stewart**

- **Q: On a scale of 1 -5, describe your current level of stress as it pertains to your work:**
- A: 4. I'm adjusting to using new communication tools to meet with my clients and the technology often doesn't cooperate
- **Q: On as scale of 1-5 describe your current live of stress as it pertains to your personal life:**
- A:3. I recently moved across the country with my husband. It's new city and when we got here the pandemic was even more out of control than where I left
- **Q: Describe how these levels compare to 3 years ago:**
- A: About the same for both. What is causing the stress is different though. Before I was dealing with stress in known conditions and trying to make gains in familiar territory. Now I'm trying to navigate uncertainty. That's stressful but different because I'm not always trying to exceed performance. Now most of the performance targets are unknown. Unknowns create the stress.
- **Q: What do you do to manage your stress levels at work:**
- A: I try to plan and ensure I have control over the things I should be able to control. I try to do that very well. When it is out of my control is where I feel most vulnerable and that is were I feel stress.

## 3.1 Empathy Research

**Lisa Stewart** *continued*

- **Q: What do you do to manage your stress levels outside of work:**

- A: Exercise, meditate, and read. I also like spending time with my spouse and taking the time to enjoy the moment. Travel is another thing I use.

- **Q: Tell me about any self help books that interest you or that you have read:**

- A: Full Spectrum Thinking, The Laws of Human Nature. These are books that help me and books I use to help my clients. Many of the ideas for increasing leadership performance and understanding human psychology are useful in terms of “human instruction books” lol.

- **Q: How do you manage your schedule/appointments: Work:**

- A: I use Outlook and also the calendar app on my iPhone. If it isn't in my app, it doesn't exist for me. What gets planned also gets managed. I live by that.

- **Q: What are the 3 or 4 apps you use most frequently on your phone. Why those apps?**

- A: Linked In, my banking app, and my calendar app. I use apps to manage my career. Without that, things would be super stressful.



## 3.1 Empathy Research

**Mary Awokoya**

- **Q: On a scale of 1 -5, describe your current level of stress as it pertains to your work:**
- A: Three. I have a new manager and he's a bit different than my last manager. Feels like he hard to read.
- **Q: On as scale of 1-5 describe your current live of stress as it pertains to your personal life:**
- A:One. My personal life is pretty simple. I'm single so there's no drama. I just bought a house and that's my focus.
- **Q: Describe how these levels compare to 3 years ago:**
- A: About the same for both. Just different. There are more new things to get used to - virtual stuff but that's it.
- **Q: What do you do to manage your stress levels at work:**
- A: I try to prioritize and focus on one thing at a time. I vent to other co-workers.
- **Q: What do you do to manage your stress levels outside of work:**
- A:Go shopping, watch movie, or good book
- **Q: Tell me about any self help books that interest you or that you have read:**
- A:Not in to self help books. I read fiction. I guess that helps me escape. Like a virtual vacation.
- **Q: How do you manage your schedule/appointments: Work:**
- A: I don't know that I manage it. I guess I make to-do list of things for the day, prioritize and work through it. If I don't get done that day it moves to the next day. Outside of work, there isn't anything to manage. I'm single. I just go.
- **Q: What are the 3 or 4 apps you use most frequently on your phone. Why those apps?**
- A: Banking App, Reddit, Asos (shopping app for clothes), Poshmark (people selling their clothes) and Pinterest.

# 3.2 Persona



Sharon

*“I’m trying to be intentional about discovering the inner me and the things that help me realize the fullest expression of who I can become.”*

## ABOUT

Sharon is a professional with a post graduate degree in Marketing. She’s had career success but feels like she’s letting work define her path instead of taking control and charting her own path.

She depends on her friendships to vent and stay grounded but sill feels like there is something “bigger” inside her that she hasn’t tapped into yet. She considers herself a “searcher” and continual learner.

She’s very spiritual and philosophical and is searching for a way to unlock what’s inside to become her best self.

AGE	36
OCCUPATION	Professional
INCOME	\$75K +
STATUS	Single
LOCATION	Atlanta
LIKES	Loves volunteering to help the elderly. Also an avid Yorkie lover and takes her pet everywhere

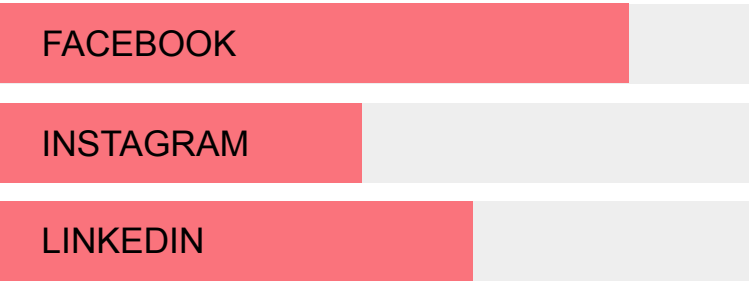
## NEEDS

- ✓ Daily engagement with her friends to feel connected to them
- ✓ Needs to feel like she has not only a direction but also a systematic approach to reach her personal and professional goals
- ✓ Needs help integrating all the self-help books, tips, and methods into a custom system that fits uniquely with her daily routine

## FRUSTRATIONS

- Feels trapped in a job that she willingly accepted for the money
- Frustrated with lack of synergy between her career and personal growth
- Has trouble consistently applying all the self help books in an effective way everyday

## SOCIAL MEDIA ACTIVITY



## CURRENT FEELINGS

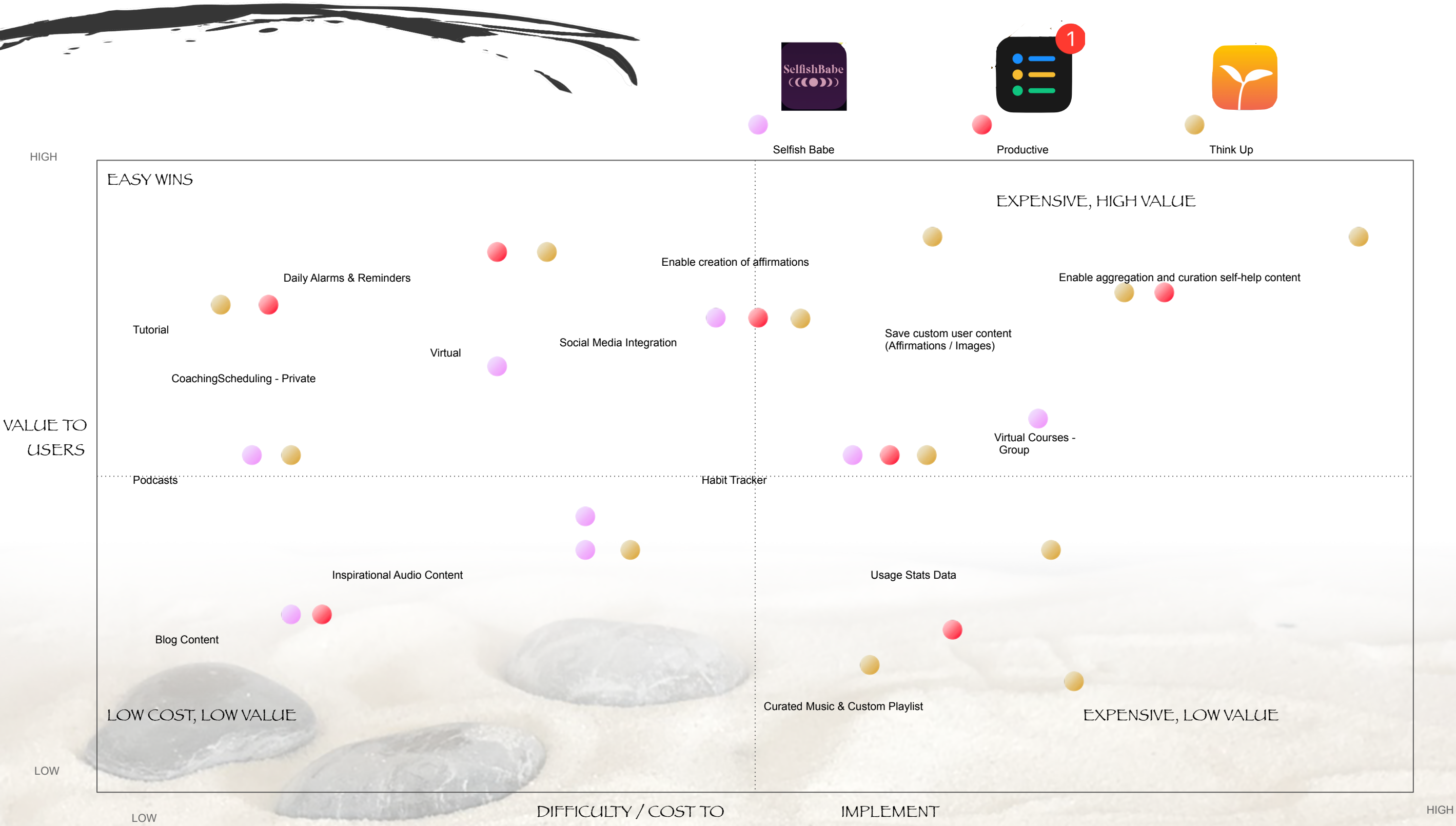
Frustrated    Anxious    Out of Sync w/Self

## PERSONALITY

PHILOSOPHICAL	EXTROVERT
CURIOUS	ORGANIZED



# 4.1 Feature Matrix



## 5.1 Brainstorming



### **"How Might We" Questions:**

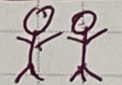
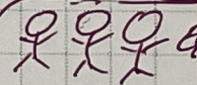
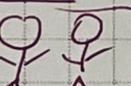
- 1) How might we help people easily and consistently leverage various self help resources they've consumed over time.
- 2) How might we send unobtrusive signals throughout the day to reconnect them to the right insight at the most needful time.
- 3) How might we leverage social connections with friends to get support *proactively* throughout the day and week



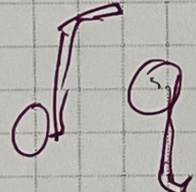


# 5.1 Brainstorming

**GROUP LEADING ALARMS:**

- MOTIVATION 
-  EXERCISE
- ZEN GROUP 

YOU CREATE GROUPS.  
GROUPS SEND MSGS AT  
SET TIMES TO EACH  
OTHER



Automatically trigger soothing  
environmental  
sounds when  
REST HEART RATE  
> 90 BPM


**SELF HELP LIBRARY ORGANIZER  
TO STORE "SNIPPETS"**

① ATTITUDE ② GOAL SETTING  
③ MINDSET

USE BIOMETRICS  
FROM SMART WATCHES  
TO CREATE ASSOCIATION  
WITH STRESS LEVELS  
AND TIME OF  
DAY/WEEK

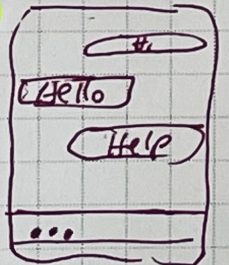
70/100 BP 12NOON  
12NOON PULSE

USE BIOMETRICS  
to automatically  
signal friends  
in your "COACHING  
GROUP" that  
ALERT them when  
you're overly  
STRESSED



ALLOW USER TO  
CREATE A SELF  
HELP electronic  
SCRAP BOOK  
DEPICTING TIMES IN  
THEIR LIVES WHEN  
THINGS WERE TOUGH  
AND THE TIPS  
THAT GUIDED THEM  
THROUGH IT

AUTO GENERATED  
TEXT MESSAGES  
to your SELF  
FROM A VIRTUAL  
COACH YOU CREATE  
BASED ON YOUR  
COACH / SELF HELP  
LIBRARY



Automatically TRIGGER  
SOS MESSAGE to  
FRIEND GROUP when  
BIO METRIC SIGNALS  
MATCH HIGH STRESS  
LEVELS



## 5.2 Taskflows - 3 Balanced Life Coaching Ideas



### Support Group Coaching

This idea allows a user to invite a group of close friends to be automatically notified when the app detects elevated stress levels. Members of this group can configure their app to respond with preconfigured messages, custom messages or a combination of both. The user then receives a text message from members of their group with the appropriate affirmation or message. This is “just-in-time” coaching and support.

### BioAware Coach

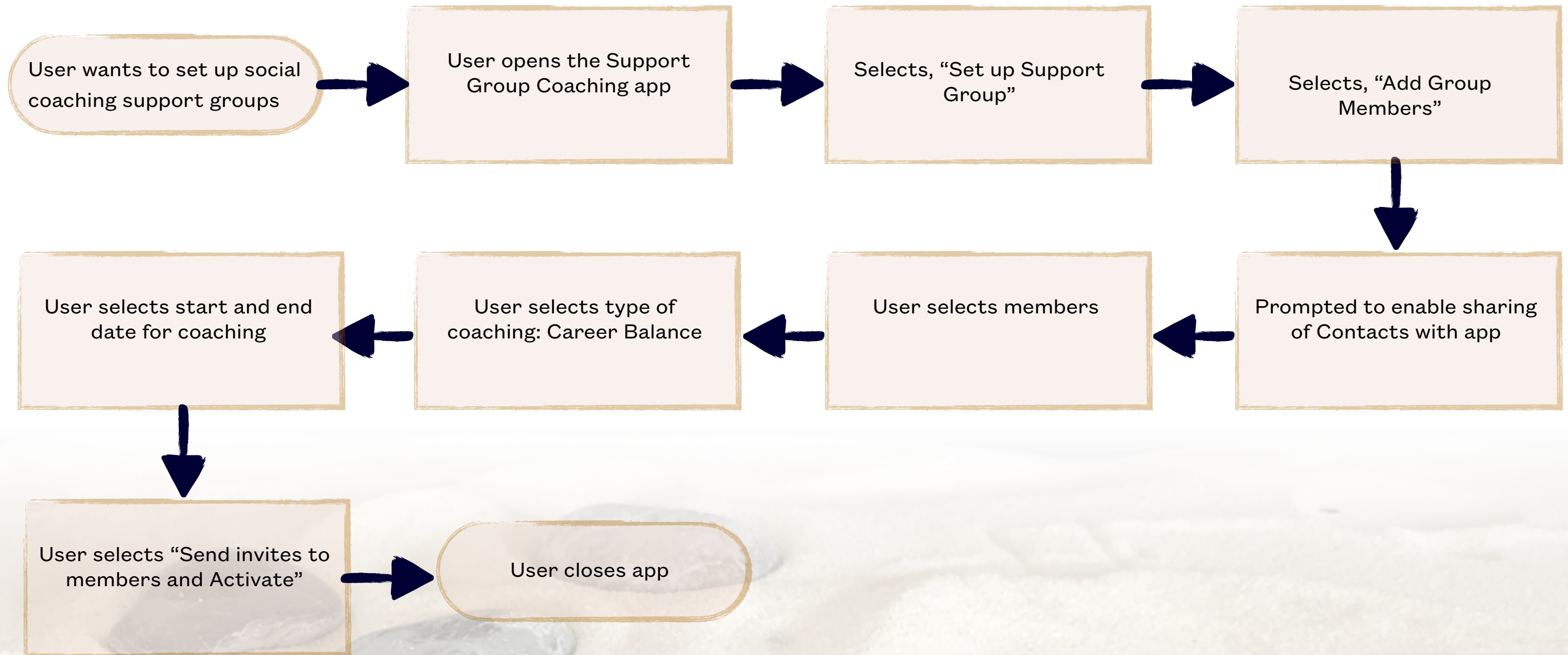
This idea allows a user to configure the app detect elevated stress levels. When detected the app sends a text message to the user with a range of affirmations that have been previously selected from relevant categories selected by the user. These messages arrive via text because we have been trained to respond to those differently than we do from system notifications and alerts.

### Virtual Coach

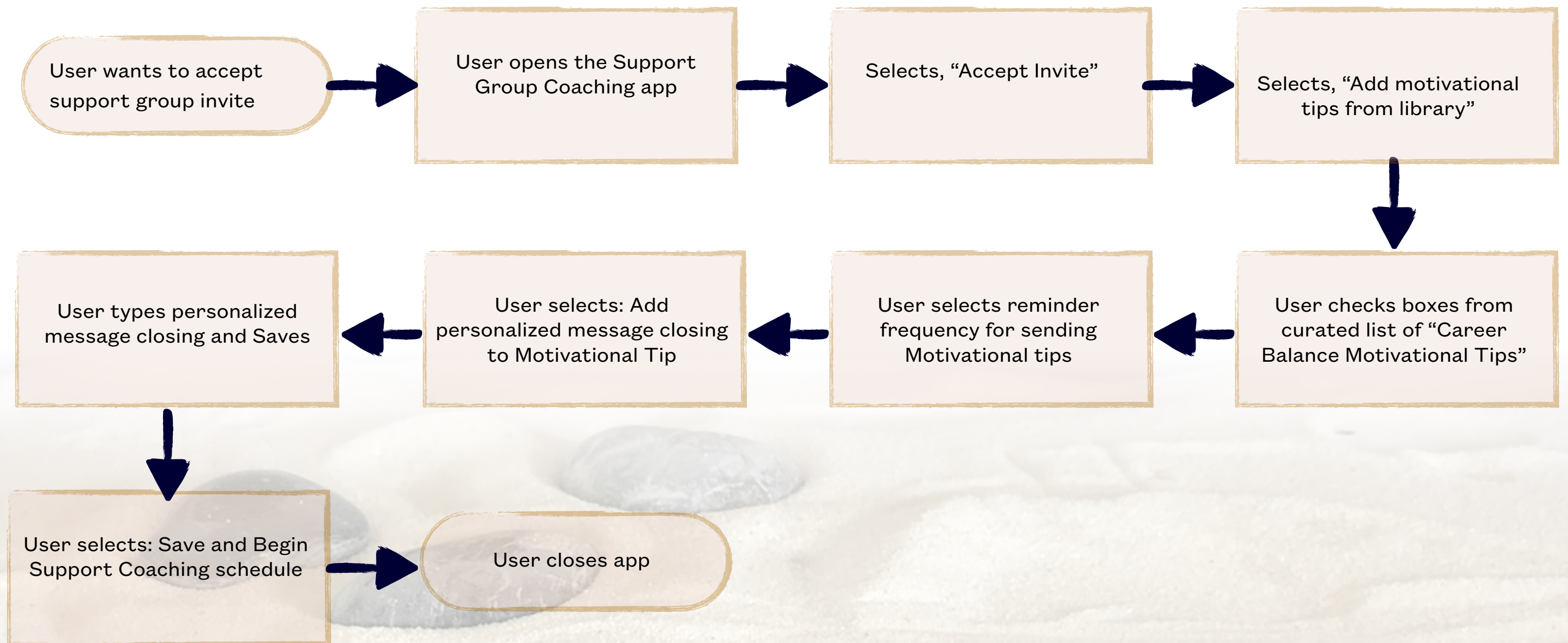
This idea allows a user to create a Virtual Coach. This virtual coach draws from a library of quotes and affirmations the user has accumulated and resonate the most with them. The user can configure a recurring schedule where the app will send them messages randomly drawn from the curated list. The user has the ability to assign an avatar/photo/image that will also be embedded in the text message.



## 5.2 Taskflows - Support Group Coaching

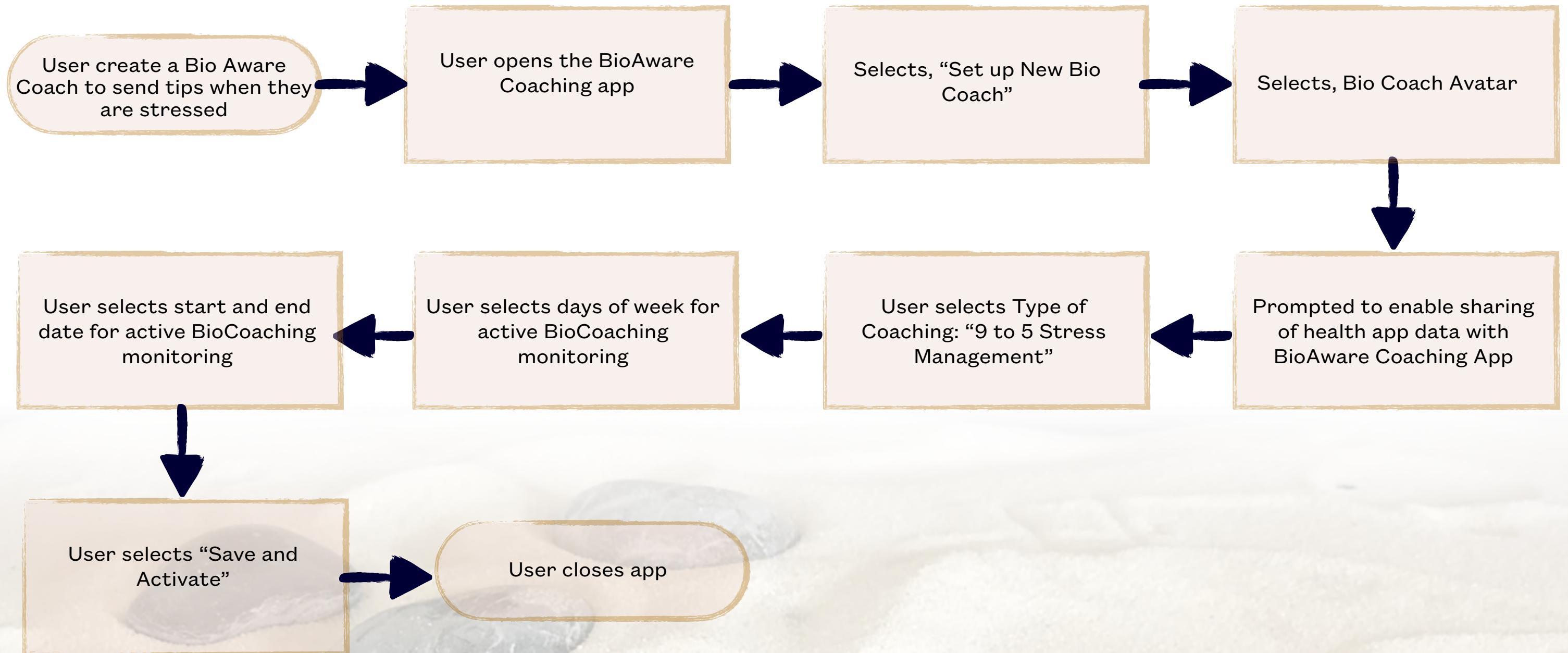


## 5.2 Taskflows - Support Group Coaching: Pt2





## 5.2 Taskflows - BioAware Coaching



## 5.2 Taskflows - Virtual Coach





# 6.1 Final Taskflows - Virtual Coach

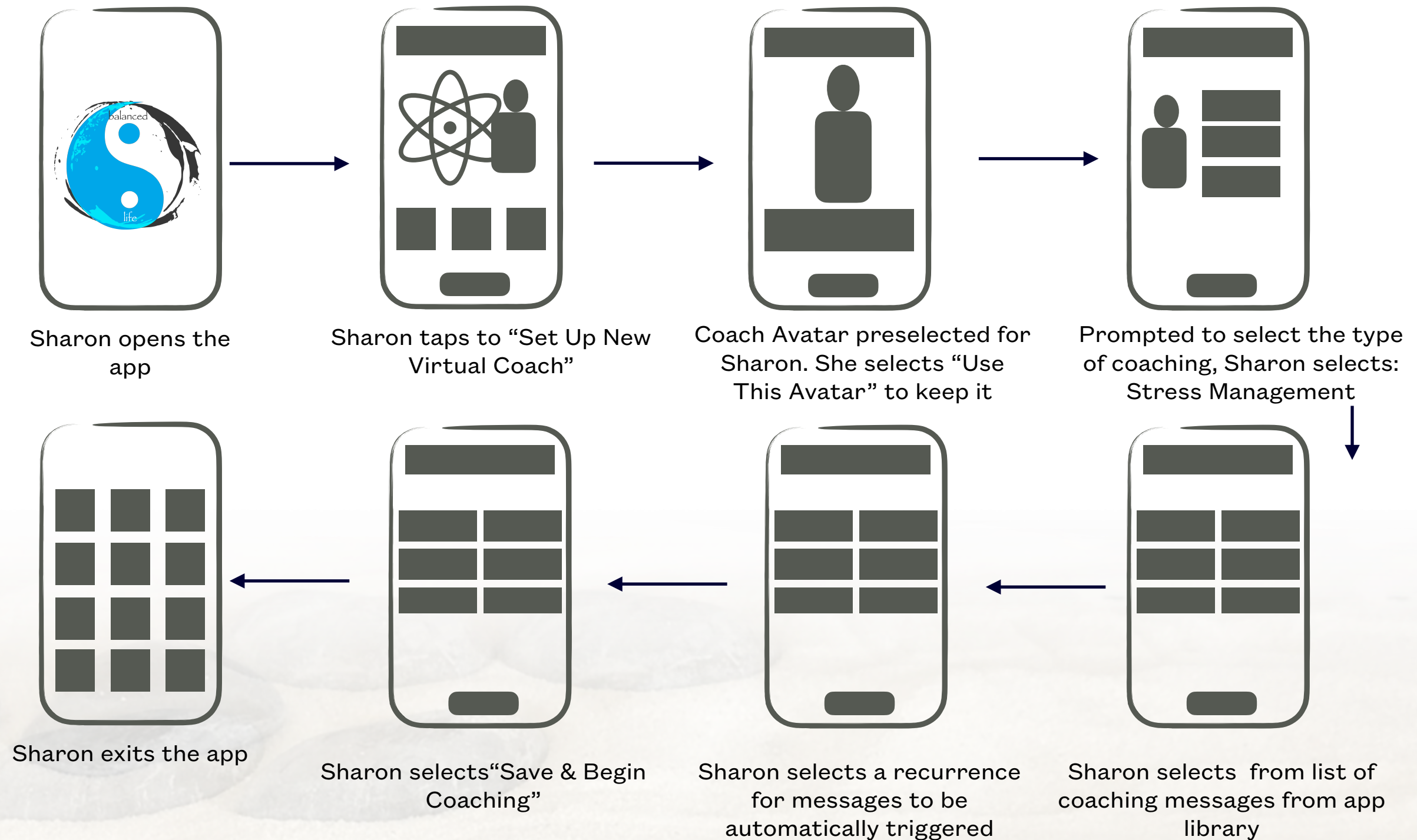


## Sharon

36, RN, Married

## Objective

Sharon wants to an app that she can use to create a custom virtual coach based on her favorite motivational quotes that she's found in various inspiring books.



# 6.1 Final Product Requirements - Virtual Coach



## Sharon Task

Set up a New Virtual Coach

## Summary of Steps

- Tap "Create Coach"
- Tap "Use this avatar"
- Locates and taps "Stress Management"
- Locates and taps checkboxes for coaching messages
- Uses date/time picker to receive recurring messages
- Taps "Save & Begin"

## Home Page

### Page Requirement:

Page allows Sharon to create or modify an existing virtual coach. It must provide navigation to allow these paths

### Achieving Requirement:

Page will be visible at launch of the application every time. If Sharon has already configured a coach, that avatar will appear along with the option to Modify Coach. Also, Sharon must have the option to add her favorite affirmations or coaching tips to the library from which the virtual coach draws.

### Content Features:

- Avatar of current coach
  - Option Modify Current Coach
  - Add/Edit Coaching Library
- OR
- Option to Create New Coach

## Set Up Virtual Coach

### Page Requirement:

Page provides a preselected avatar of a Virtual Coach for Sharon to select or pick another.

### Achieving Requirement:

Sharon is able to view the preselected Avatar and confirm this is the one she wants.

### Content Features:

- Avatar
- Option to Select Avatar
- Option Modify pre-selected Avatar

## Set Up Coaching Library

### Page Requirement:

Page allows Sharon to "Copy & Paste" her favorite affirmations or coaching tips. Or, manually type them

### Achieving Requirement:

Sharon is able to copy and paste in text from other text based content she has on her phone

### Content Features:

- Add affirmation or tip button
- Input box
- Paste button
- Keypad icon to enable text entry if she decides not to copy and paste



# 6.1 Final Product Requirements - Virtual Coach



## Sharon Task

Set up a New Virtual Coach

### Summary of Steps

- Tap "Create Coach"
- Tap "Use this avatar"
- Locates and taps "Stress Management"
- Locates and taps checkboxes for coaching messages
- Uses date/time picker to receive recurring messages
- Taps "Save & Begin"

## Set Up Coaching Schedule

### Page Requirement:

Page allows Sharon to specify periods when she prefers to receive coaching

### Achieving Requirement:

Sharon is able to select days for coaching from a calendar. She can tap multiple weekdays. She can set a recurrence and time ranges.

### Content Features:

- Day of week picker
- Time picker
- Begin date picker
- "Recurring" checkbox
- "End recurring by" date picker
- Save Button
- Cancel Button

## Review & Begin Coaching

### Page Requirement:

Page allows Sharon to accept all setting and save in order to begin receiving virtual coaching messages

### Achieving Requirement:

Sharon is view the coaching schedule, coaching library selections.

She can tap to Begin

She can tap to Cancel/Modify

### Content Features:

- View coaching summary
- Save Button
- Cancel/Modify Button

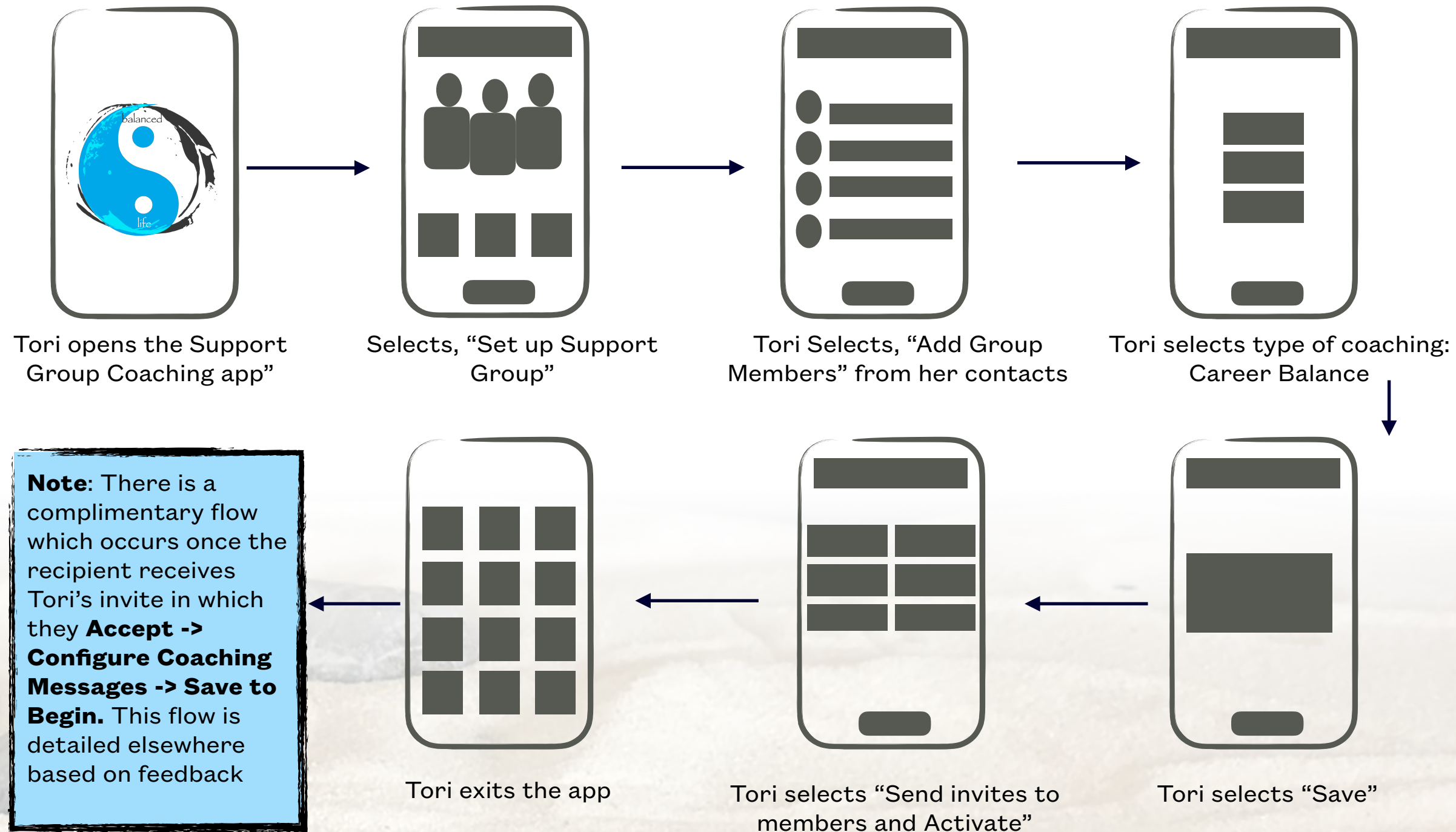
# 6.1 Final Taskflows - Support Coach

**Tori:**

40, Artist, Single

**Objective:**

Tori wants to use an app to set up a group of friends that can send each other coaching affirmations from a curated library they all contribute to.





# 6.1 Final Taskflows - BioAware Coach

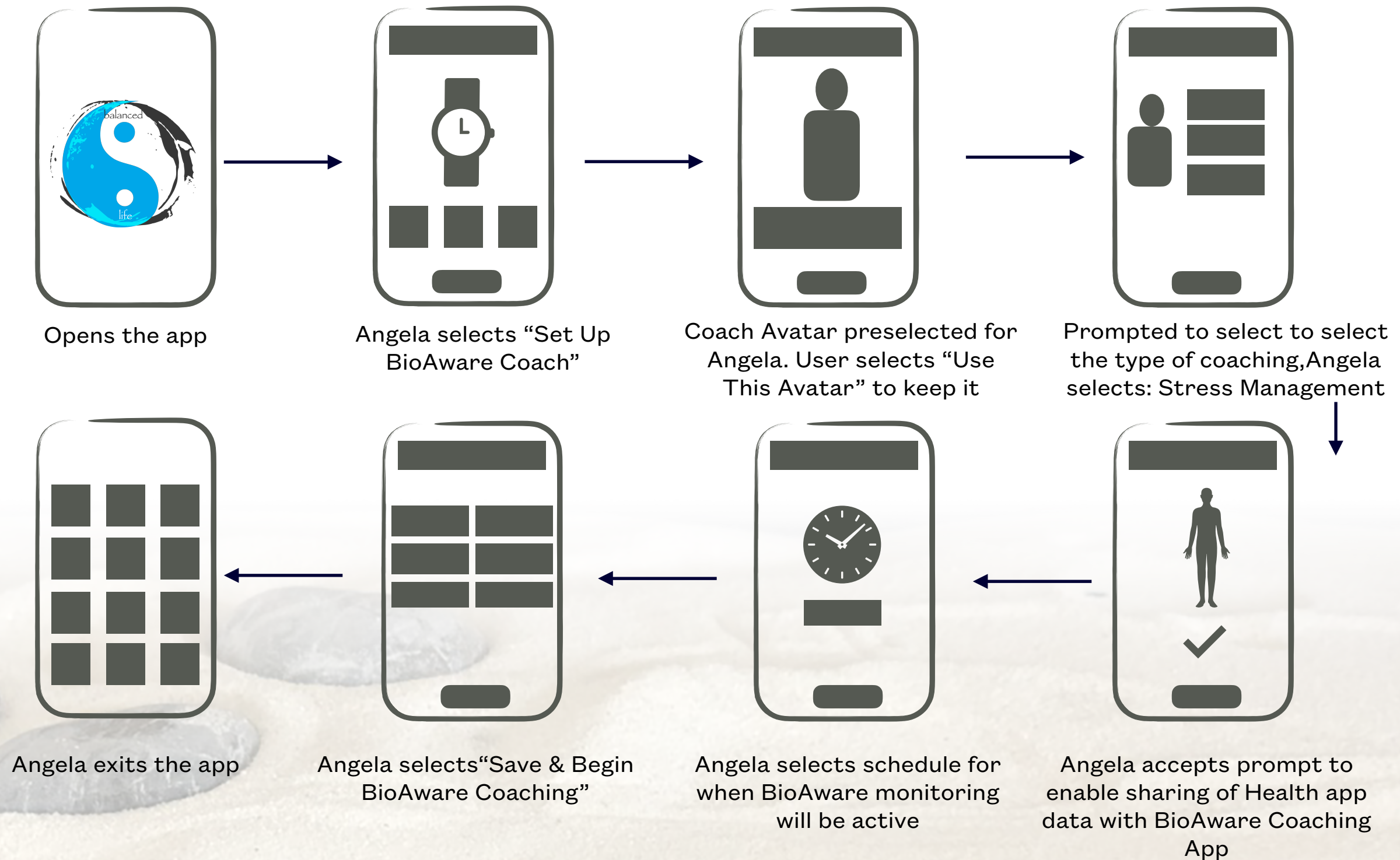


## Angela

32, Analyst, Single

## Objective:

Angela wants to use an app that can monitor her biometrics and then send her relaxation tips when her stress levels are high.



# 7.1 Wireframe Sketches - Support Group Coaching

1 OF 1

**Tori:**

40, Artist, Single

**Objective:**

Tori wants to create a support group by selecting from her phone's contact list.

Tori: Set Up Support Group

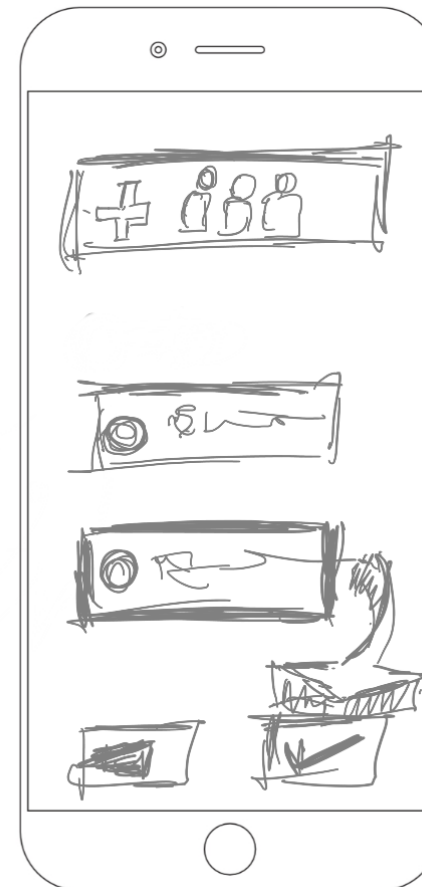
TASK # &amp; DESCRIPTION

STEP # Select Type of Coaching



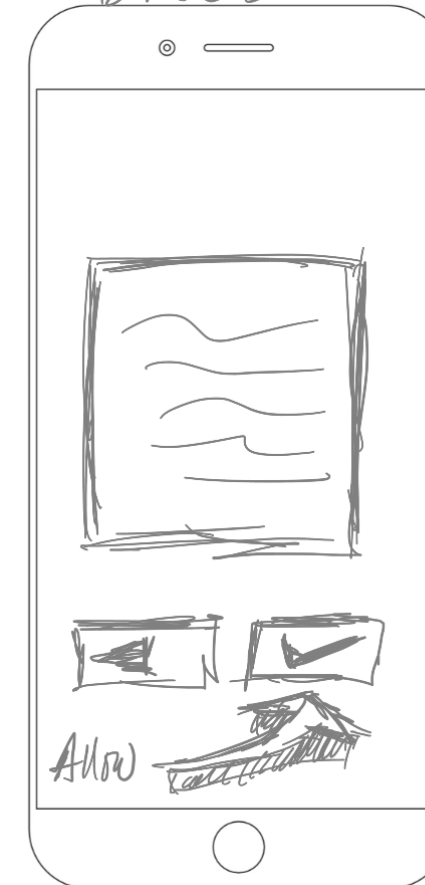
NOTES Selects Group Coaching

STEP # ADD MEMBERS



NOTES Selects Add Members From Contacts

STEP # Allow App to Access Contacts

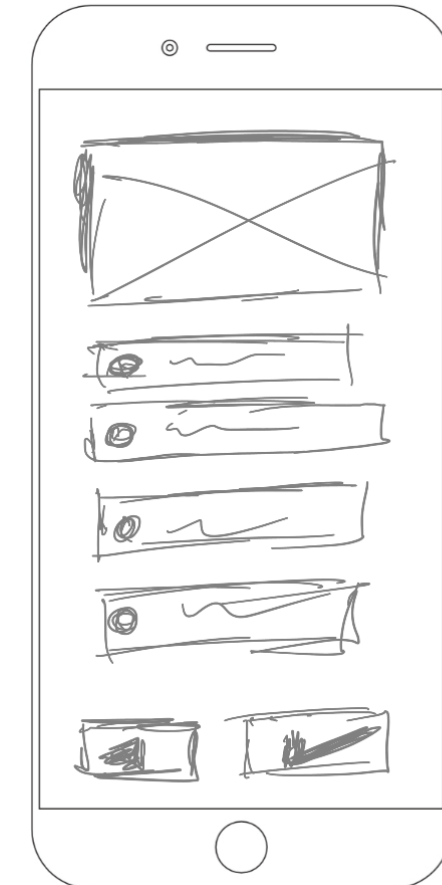


NOTES Allow Access to Contacts

Support Group Coaching App

PROJECT

STEP # ADDS CONTACTS



NOTES ADDS From Contacts





# 7.1 Wireframe Sketches - Virtual Coach

1 OF 2



**Sharon:**

36, RN, Married

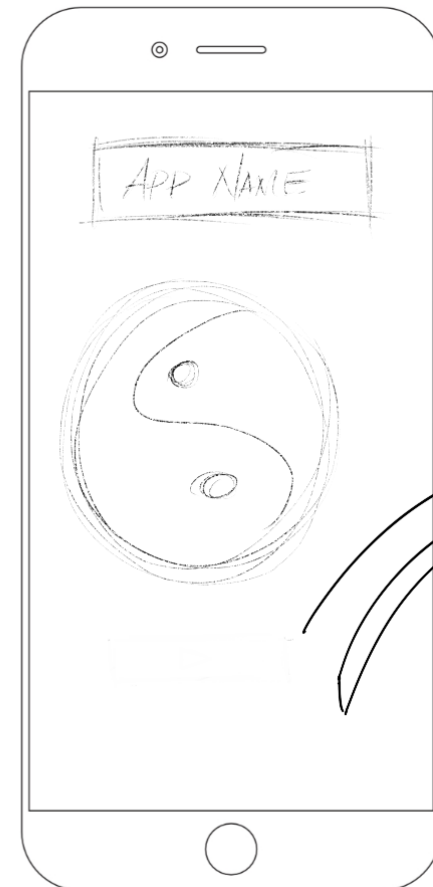
**Objective:**

Sharon wants to complete the initial set up for creating a Virtual Coach

*Sharon: Set up Virtual Coach*

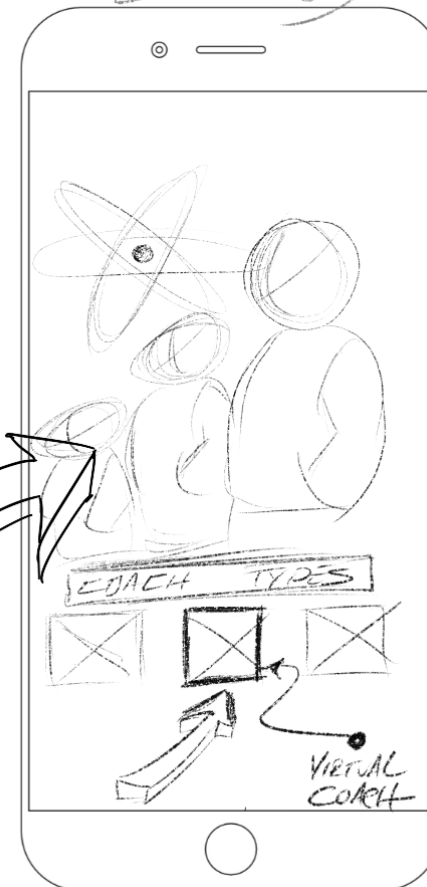
TASK # & DESCRIPTION

STEP # *LAUNCH*



NOTES *WELCOME SCREEN  
AUTO TRANSITIONS TO  
A START SCREEN*

STEP # *VIRTUAL  
COACH  
SELECTED*



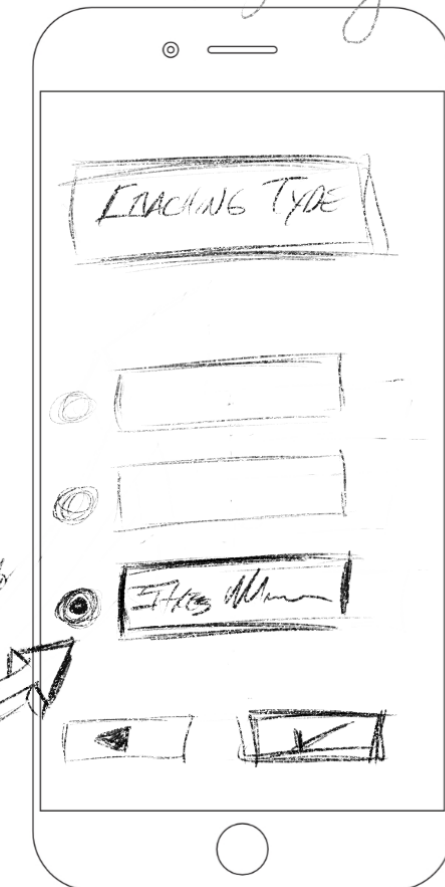
NOTES *SHARON TAPS  
VIRTUAL COACH*

STEP # *CONFIRM  
AVATAR*



NOTES *SHARON TAPS  
TO ACCEPT AVATAR*

STEP # *SELECTS  
CATEGORY*



NOTES *SHARON SELECTS  
STRESS MGT  
COACHING*

*VIRTUAL ZYACH*

PROJECT



# 7.1 Wireframe Sketches - Virtual Coach

2 OF 2



**Sharon:**

36, RN, Married

**Objective:**

Sharon wants to complete the initial set up for creating a Virtual Coach

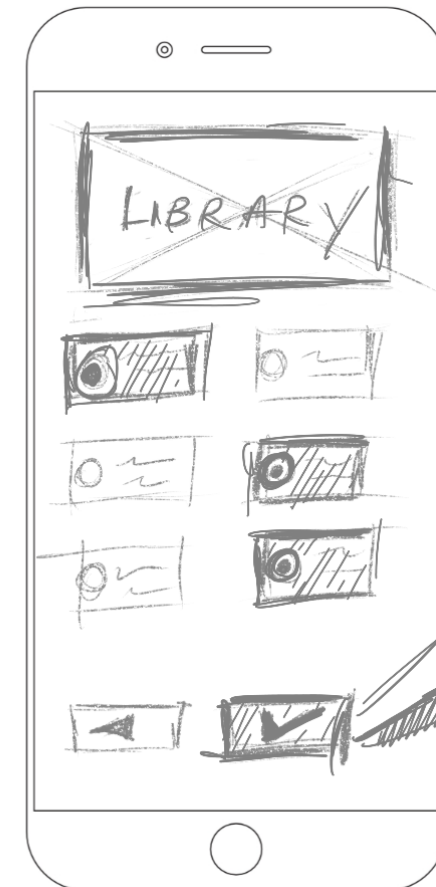
Set up Virtual Coach: PAGE 2

TASK # & DESCRIPTION

Virtual Coach

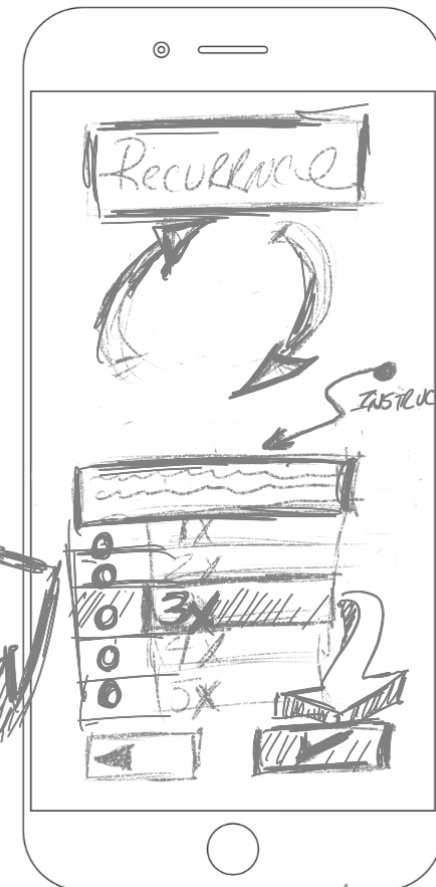
PROJECT

STEP #



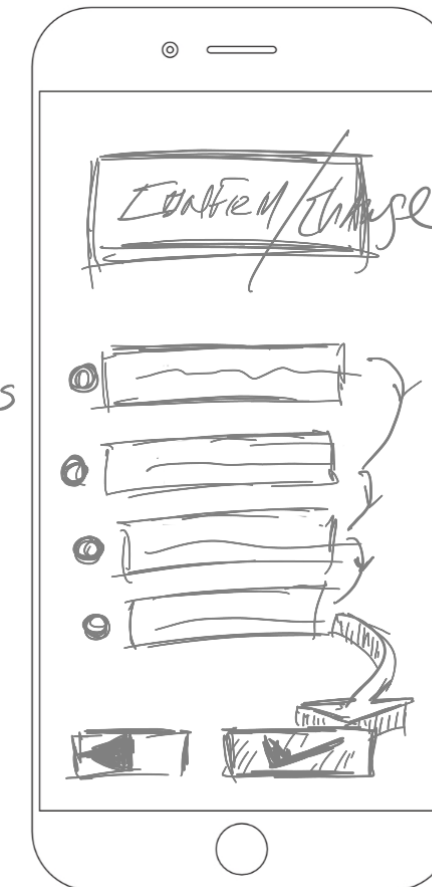
NOTES Mult Selects Coaching Messages for Virtual Coach to Randomly Use

STEP #



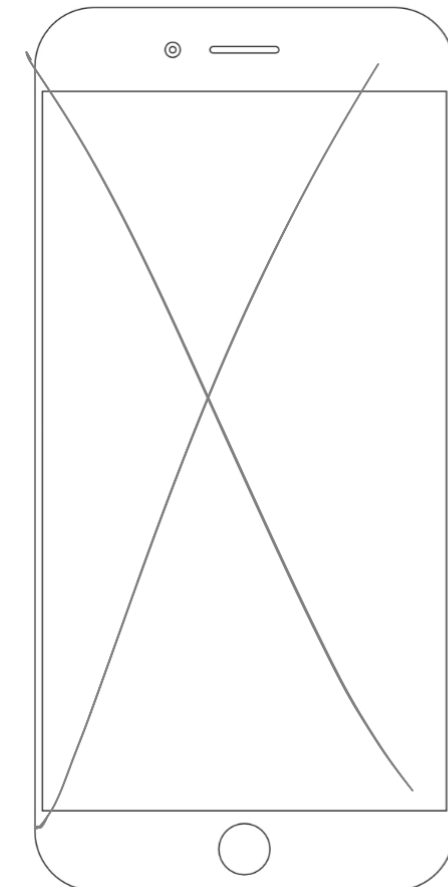
NOTES Selects How Many Times A Day She gets Coaching Tips

STEP #



NOTES Sharon Reviews Choices + Taps "SAVE & BEGIN"

STEP #



NOTES





# 7.1 Wireframe Sketches - BioAware Coach

1 OF 2



**Angela**

32, Analyst, Single

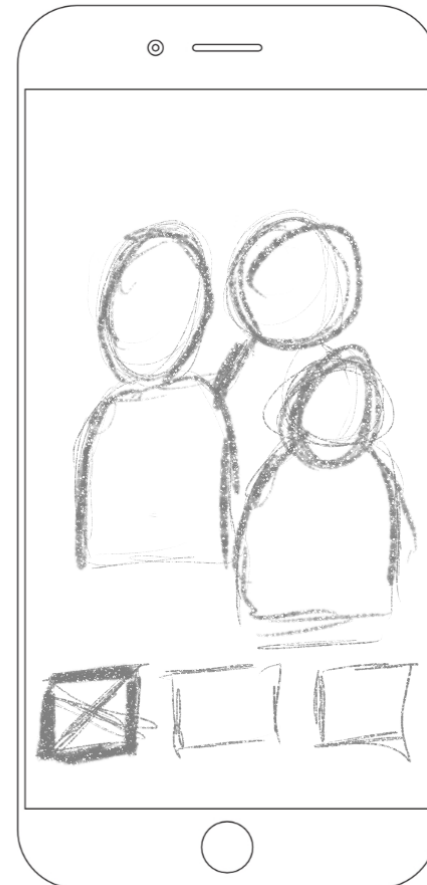
**Objective:**

Angela wants to complete the initial set up for creating a BioAware Coach

## CREATE BioAware Coach

TASK # & DESCRIPTION

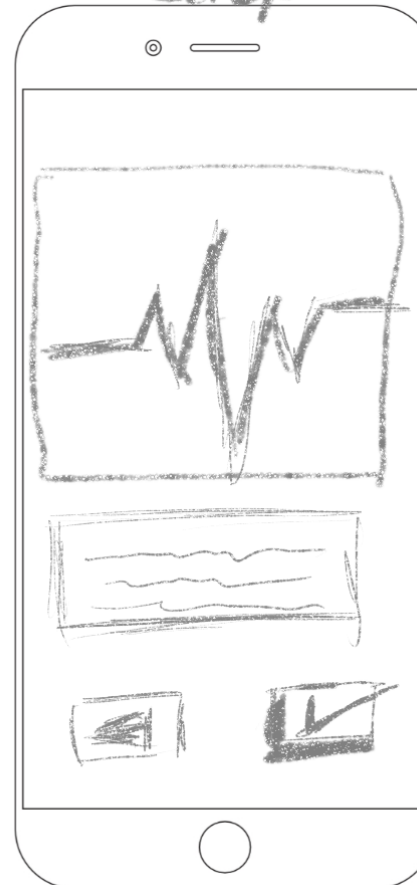
STEP # *Select*



NOTES

*Selects BioAware*

STEP # *BEGIN Setup*



NOTES

*Clicks BEGIN*

STEP # *Select Avatar*



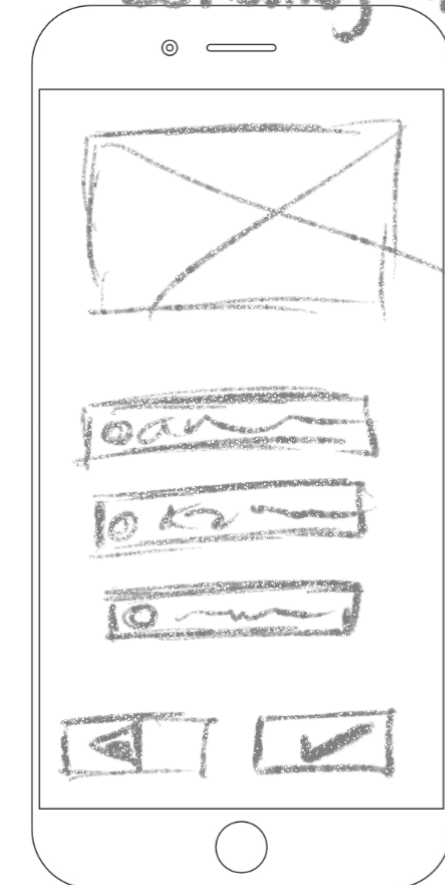
NOTES

*Accepts preselected AVATAR*

## BioAware Coach

PROJECT

STEP # *Select Coaching Topic*



NOTES

*Selects STRESS MANG.*





# 7.1 Wireframe Sketches - BioAware Coach

2 OF 2



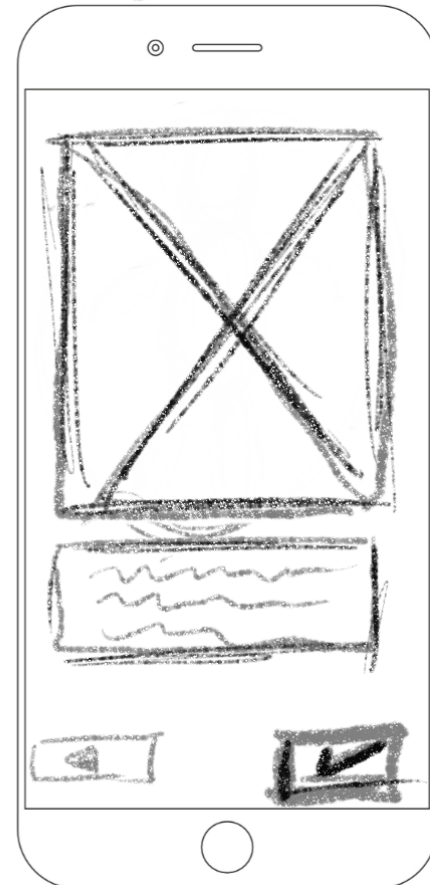
**Angela**  
32, Analyst, Single

**Objective:**  
Angela wants to complete the initial set up for creating a BioAware Coach

CREATE BioAware Coach

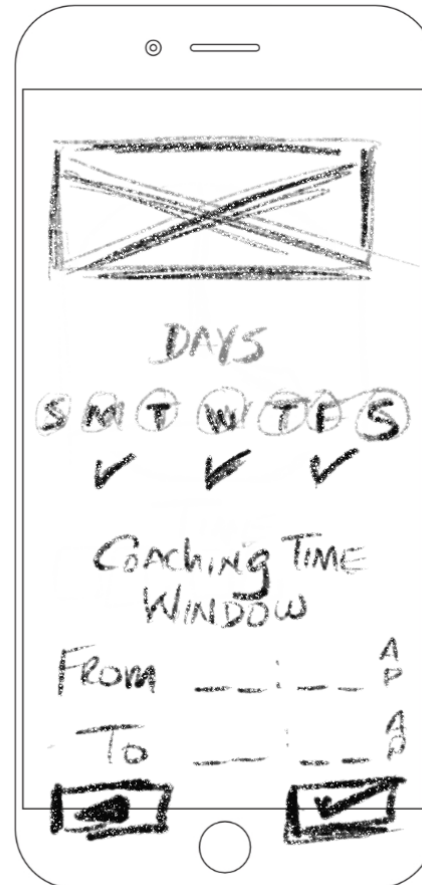
TASK # & DESCRIPTION

STEP # *Enable Health DATA*



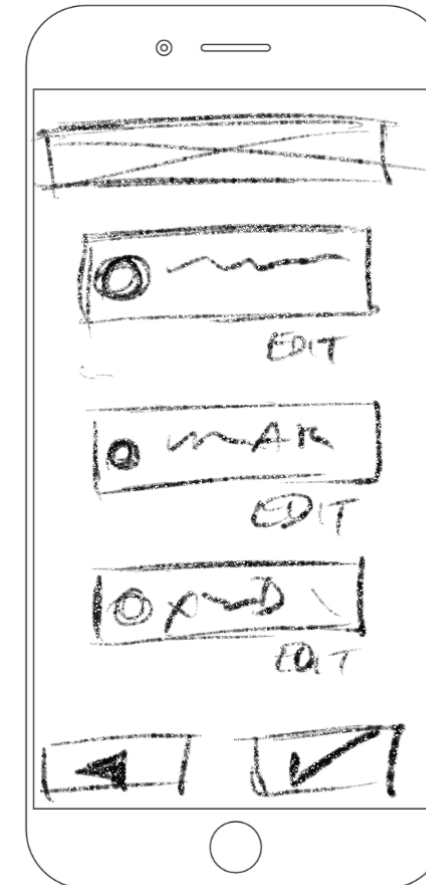
NOTES *Clicks to Allow SHARING Health DATA*

STEP # *Coaching Schedule*



NOTES *Selects DAYS & TIMES*

STEP # *Review*

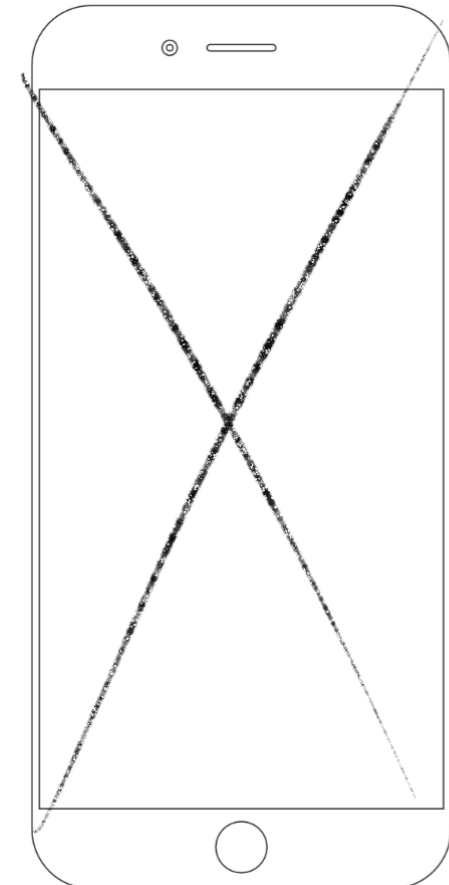


NOTES *Reviews, SAVES BEGINS*

BioAware Coach

PROJECT

STEP #



NOTES





# 9.1 Test Prep - Screening Questions

## Questions:

1. Do you have a smart phone? (If no, thank the participant and end the session)
2. On a scale of 1 to 5, how comfortable you are using your phone to connect with others?
3. On a scale of 1 to 5 how often do you connect with your friends via social media apps?
4. On a scale of 1 to 5 how interested would you be in using an app to help manage work/life balance?
5. Have you ever had or thought about having a Life Coach.
6. Have you ever used any of the health tracking features of your phone, such as the step counter?

## Scoring:

*Respondents must have a cell phone.*

*Must score at least 3 out of 5 for questions two through four*

*Must at least be familiar with the concept of a life or career coach*

*Must at least be aware that their phone is capable of providing health tracking*

# 9.1 Test Prep - Behaviors & Motivations



## Top Three top behavior &, motivations

1. Believes in the benefits of having a mentor, professional coach, or life coach
2. High degree of reliance on using a smart phone to connect with friends and associates
3. A continual learner in self-development/improvement to enhance their quality of life.



# 10.1 Paper Prototype - Testing



## Test Participant:

Joyce M  
Age 53





# 10.1 Paper Prototype - Testing

## Task I

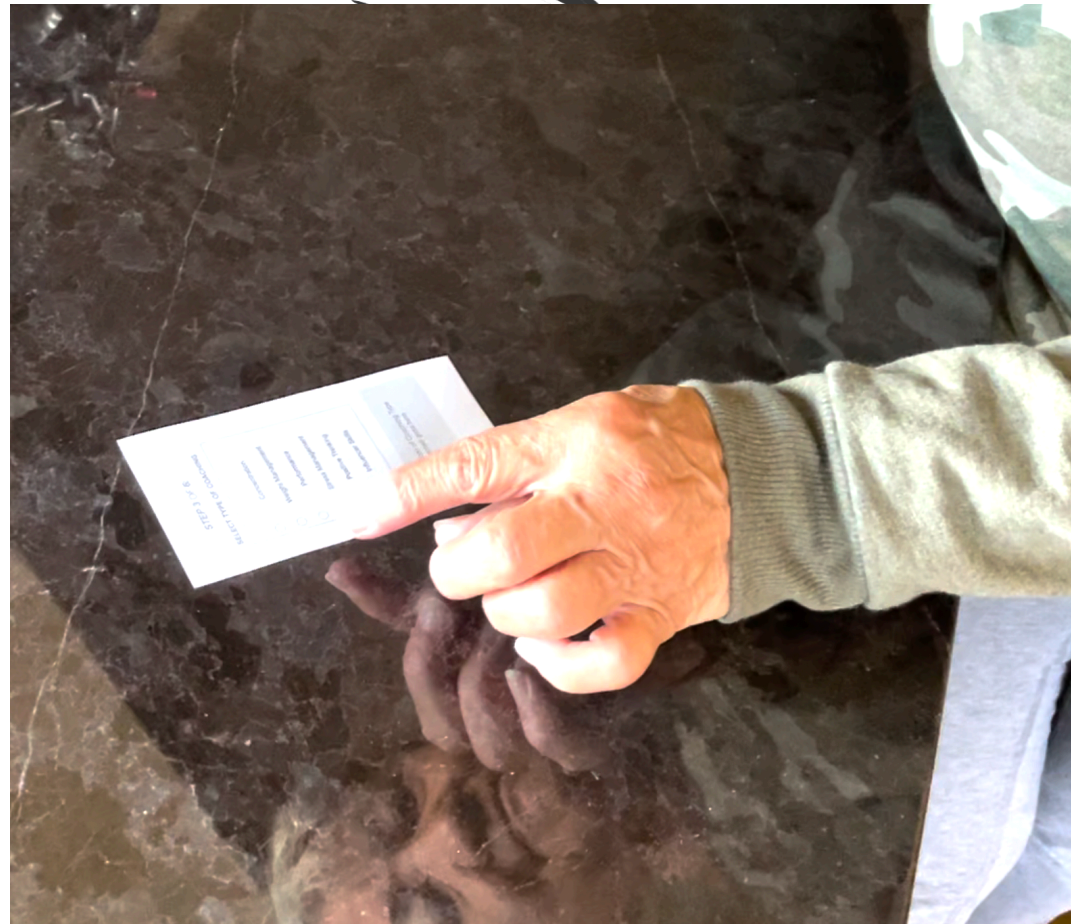
User to setup a Virtual Coach for Stress Management by receiving calming techniques daily.

## Moderator:

J Davis

## Participant:

Joyce M



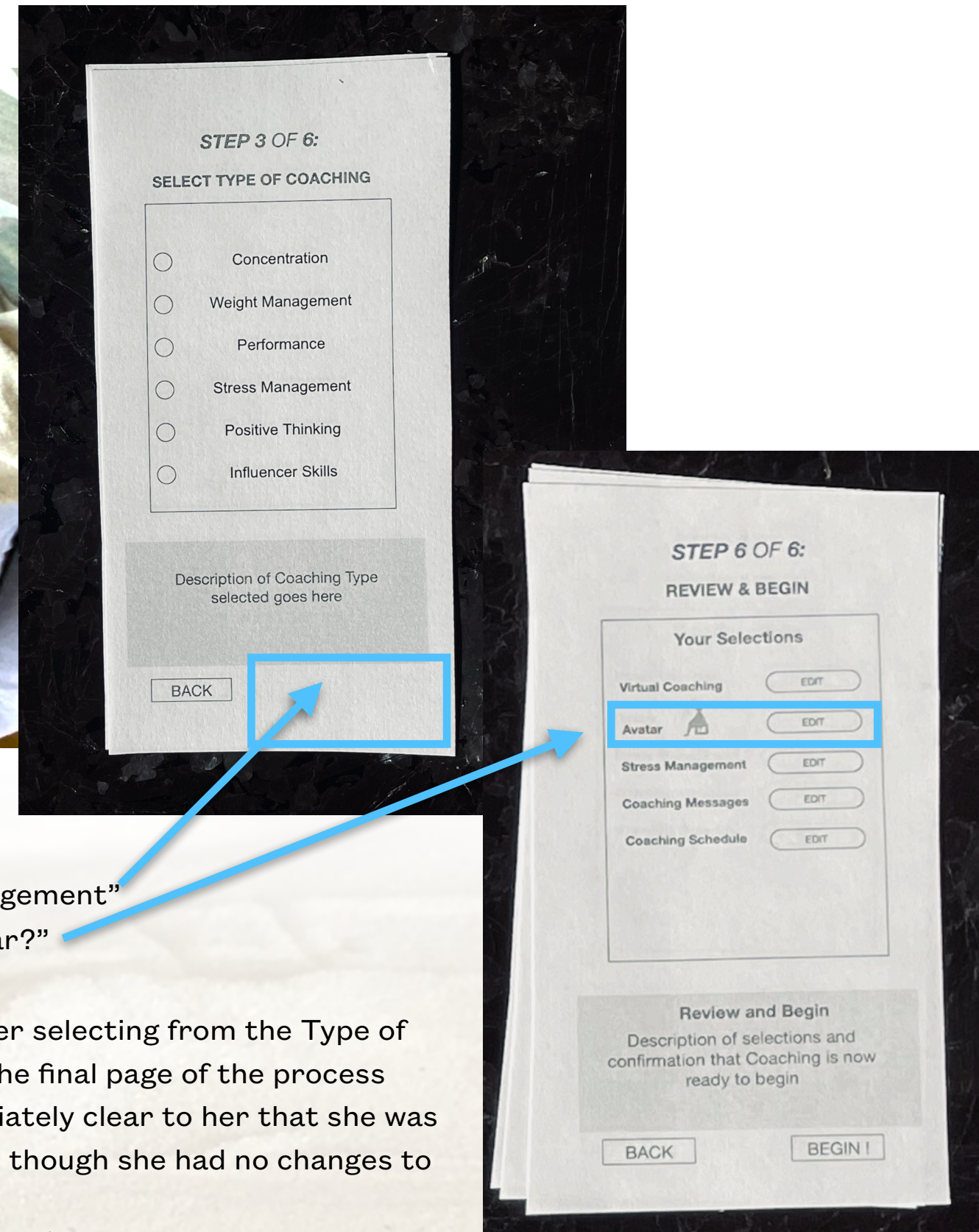
## NOTES - TASK I:

### Participant Comments:

- “Not sure what I should do after I select Stress Management”
- “I saw this earlier on another screen. What’s an avatar?”

### Observations:

Joyce was a little puzzled by the lack of next button after selecting from the Type of Coaching list. She was also uncertain of what to do on the final page of the process when reviewing her earlier selections. It was not immediately clear to her that she was reviewing. She attempted to re-select these items even though she had no changes to make





# 10.1 Paper Prototype - Testing

## Task II

User to set up a Support Coaching Group by selecting Clark and Bruce from her phone's Contact List

## Moderator:

J Davis

## Participant:

Joyce M

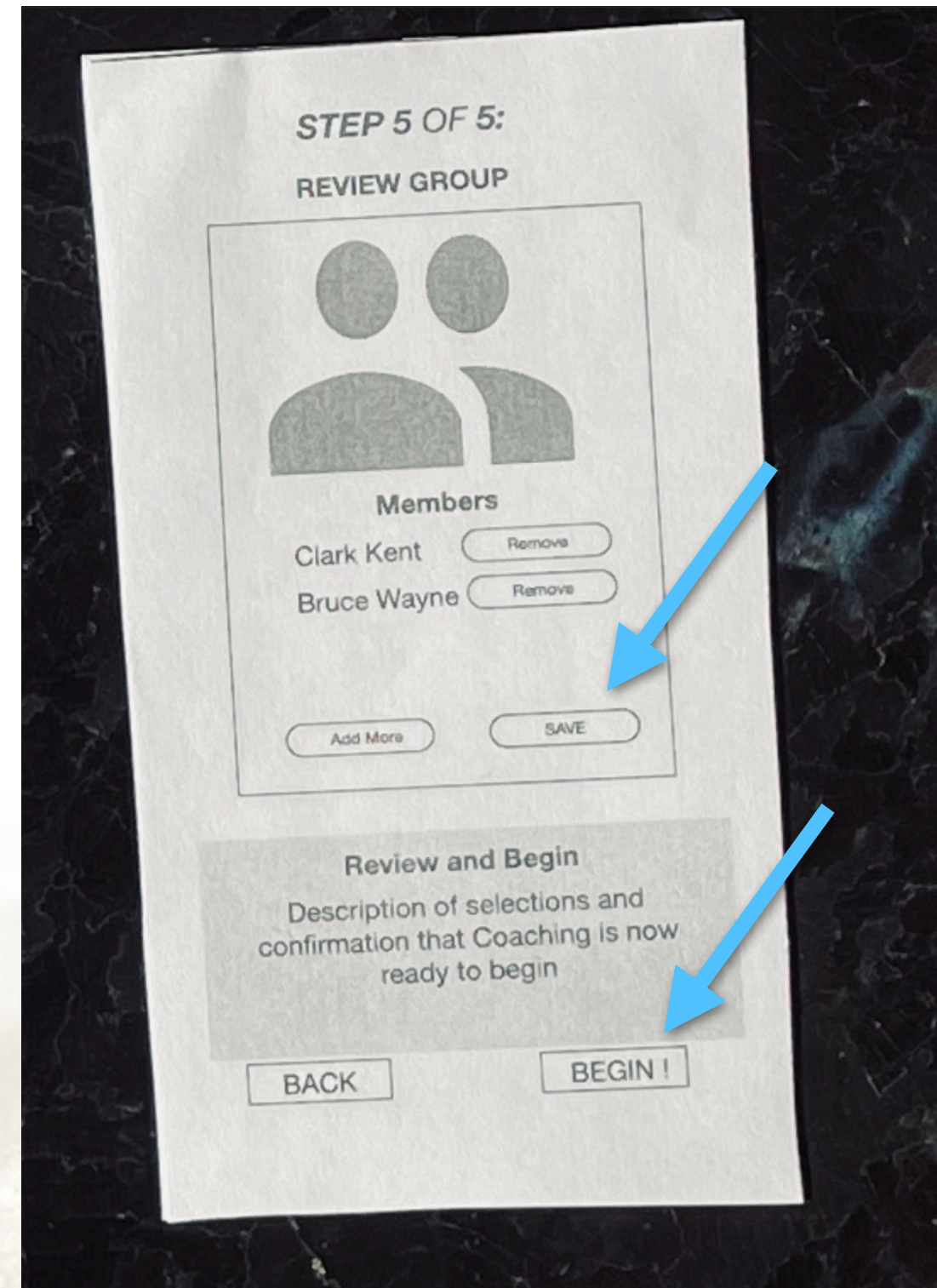
## NOTES - TASK II:

### Participant Comments:

- "Oh, there's a save button on this one at the end."

### Observations:

The final step in this task includes saving the selected contacts. This was not necessary in the Virtual Coach flow and she struggled to complete the task. Here, she seemed to interpret the presence of the Save button and Begin button on the same page in a way that led to her clicking on them in order without hesitation. Strong consideration being given to removing the SAVE button here and making it occur automatically whenever a member is added.





# 10.1 Paper Prototype - Testing

## Task III

User to set up a BioAware Coach to monitor stress levels based on a HR they select

## Moderator:

J Davis

## Participant:

Joyce M

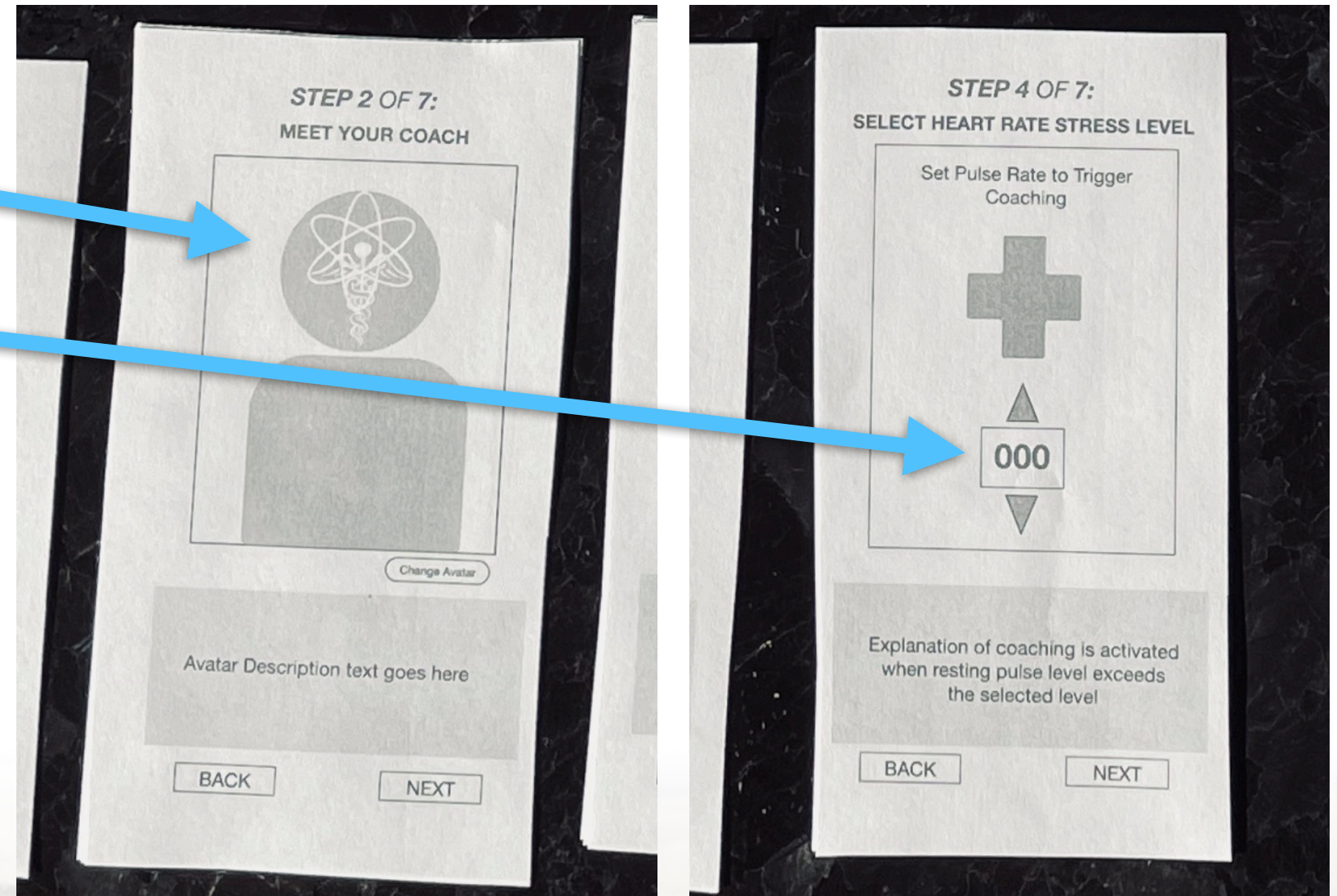
## NOTES - TASK III:

### Participant Comments:

- “That’s weird looking coach.”
- How do I know what HR level to use

### Observations:

This was the third task in the app. It was clear she was becoming familiar with the process of selecting one of the types of coaching. The thing that stood out here was the question around what HR level to use for stress monitoring. The current prototype doesn’t offer any guidance there. In the end she just picked a number.





# 10.1 Paper Prototype - Testing



## Test Participant:

Karen D

Age 45





# 10.1 Paper Prototype - Testing

## Task I

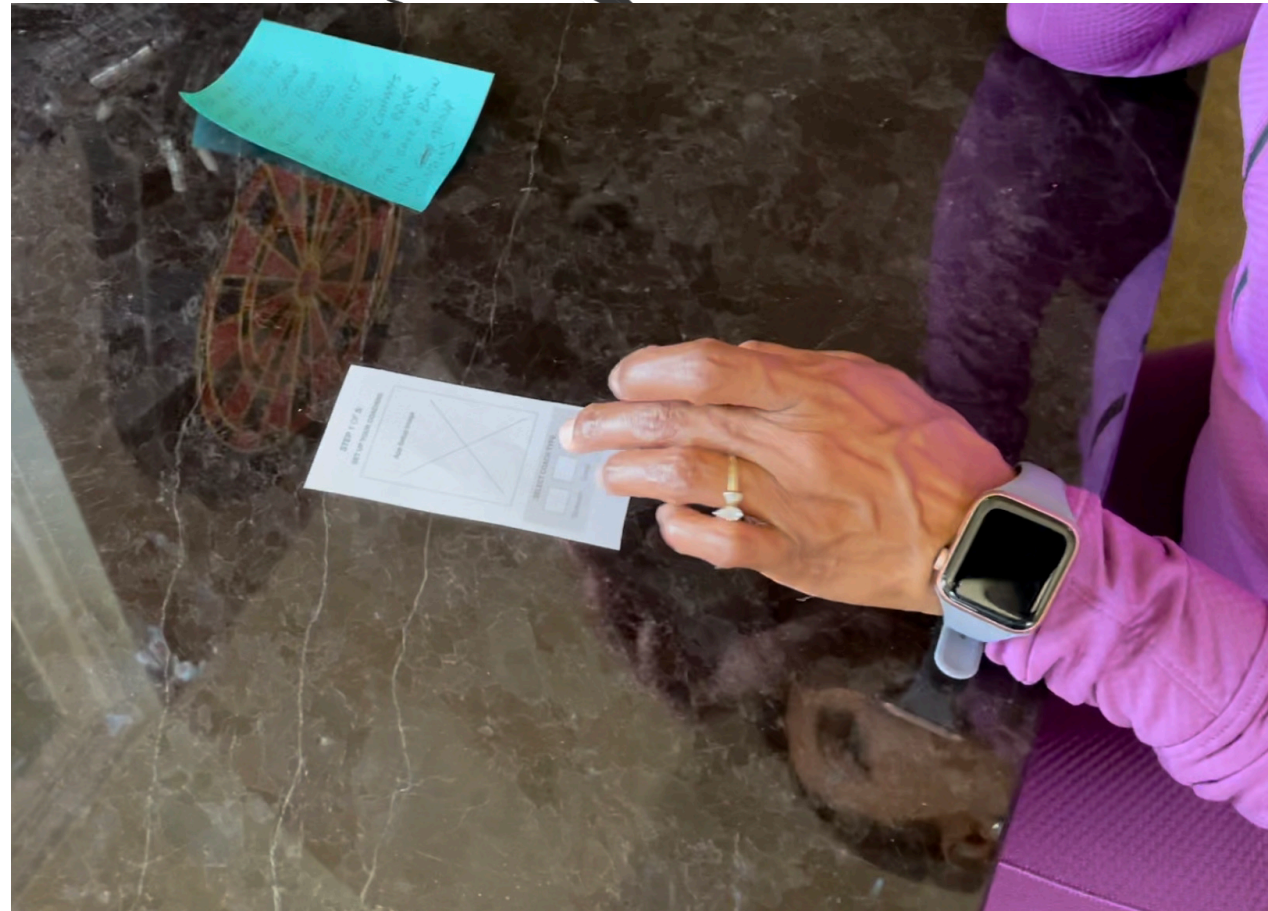
User to setup a Virtual Coach for Stress Management by receiving calming techniques daily.

## Moderator:

J Davis

## Participant:

Karen D



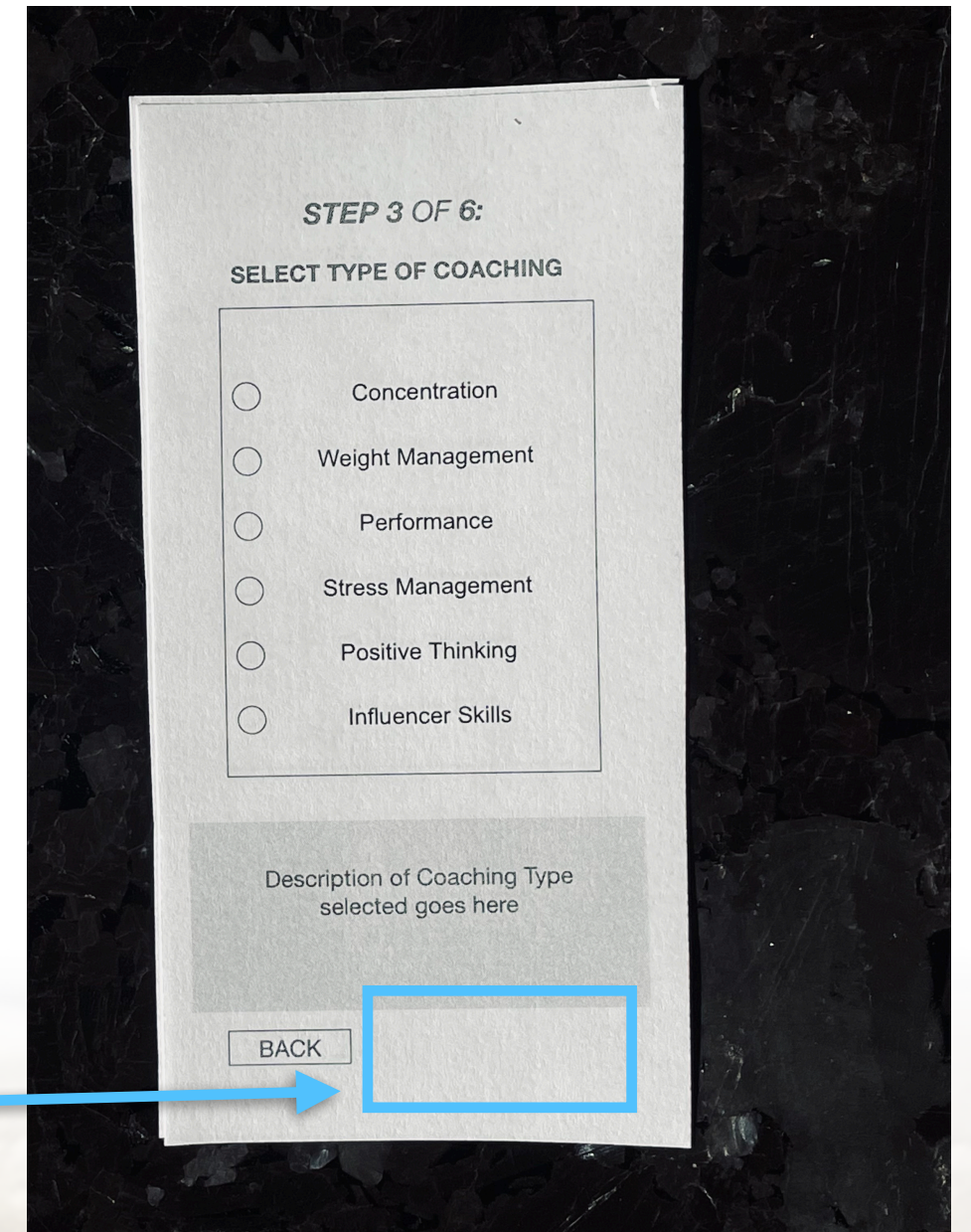
## NOTES - TASK I:

### Participant Comments:

- "...looking for a Next button"

### Observations:

Karen stalled on this same page just like Joyce. I asked what was wrong and she made the comment about looking for a Next button. I asked her to explain and she said she was expecting it because it was on the other screens.





# 10.1 Paper Prototype - Testing

## Task II

User to set up a Support Coaching Group by selecting Clark and Bruce from her phone' Contact List

## Moderator:

J Davis

## Participant:

Karen D

## NOTES -TASK II:

### Participant Comments:

- “This seems pretty straight forward. I do this on some other apps.”

### Observations:

Karen went through this task in less than a minute pausing only to make the statement above out loud.



# 10.1 Paper Prototype - Testing

## Task III

User to set up a BioAware Coach to monitor stress levels based on a HR they select

## Moderator:

J Davis

## Participant:

Karen D

## NOTES -TASK III:

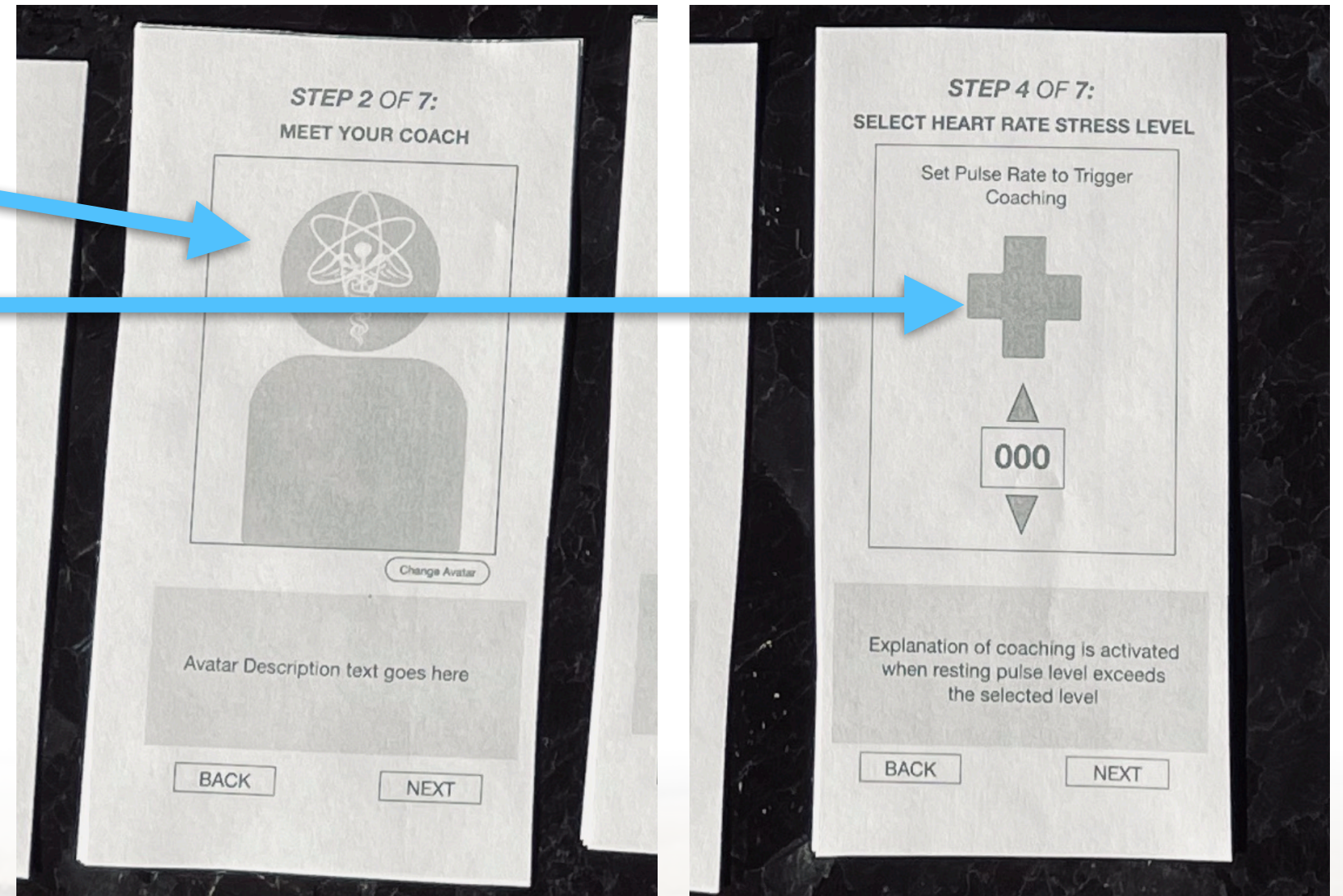
### Participant Comments:

- “What’s that supposed to be?”
- “I guess I would press this “plus” sign to increase the HR number?”

### Observations:

It looks like the image for the avatar could unintentionally distract the user.

The medical “cross” symbol was interpreted as something to click on to increase the setting for the heart rate





# 10.1 Paper Prototype - Testing



## Test Participant:

David J

Age 36





# 10.1 Paper Prototype - Testing

## Task I

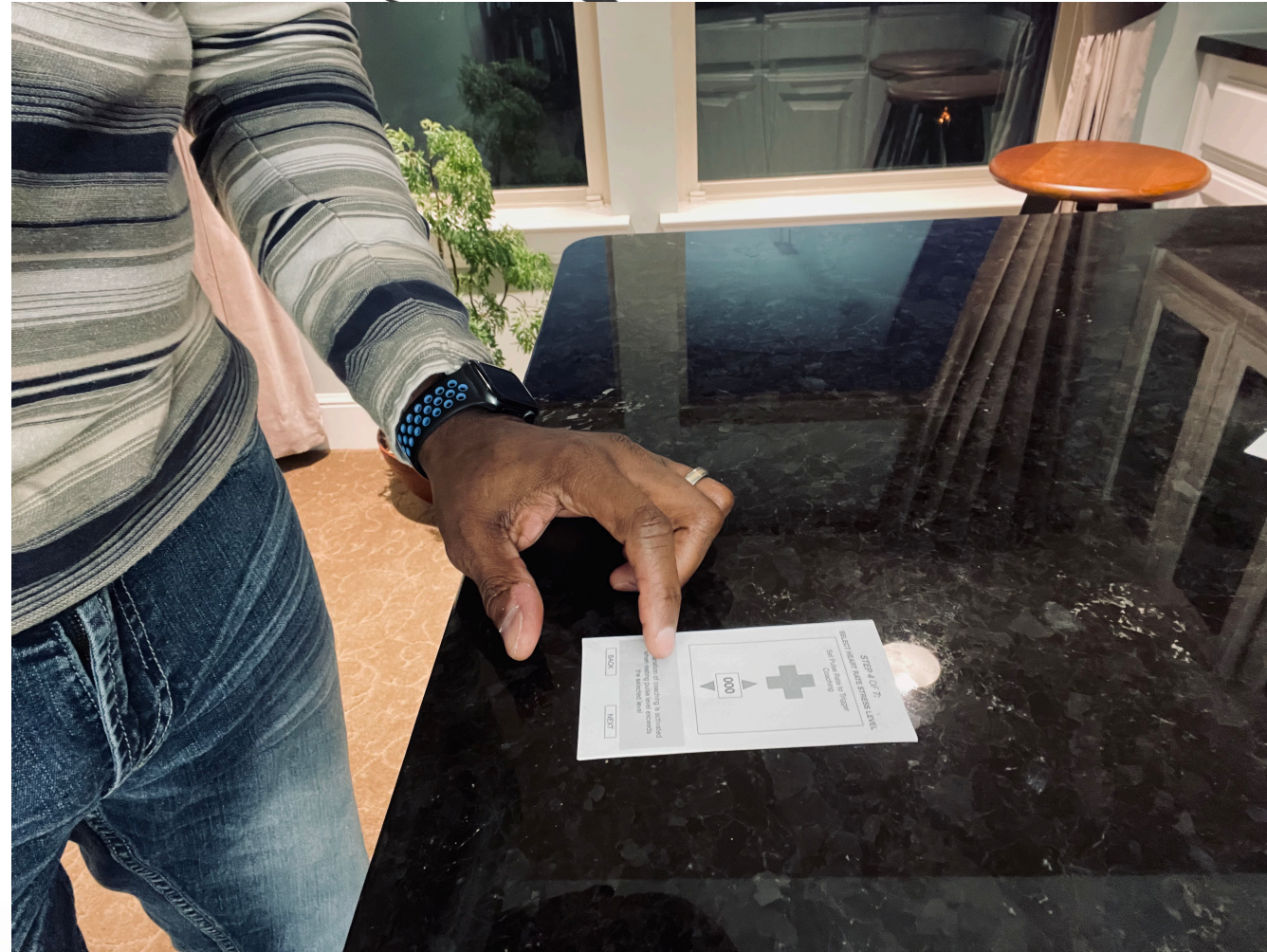
User to setup a Virtual Coach for Stress Management by receiving calming techniques daily.

## Moderator:

J Davis

## Participant:

David J



## NOTES - TASK I:

### Participant Comments:

- “I would really prefer to create my own avatar - not be assigned one. I can go back and edit but that’s not how the avatar selection works on most of the apps I play”

### Observations:

Unlike the other participants, David really felt like he wanted to build his avatar before being assigned one automatically. He is also the youngest participant and the most tech savvy.



# 10.1 Paper Prototype - Testing

## Task II

User to set up a Support Coaching Group by selecting Clark and Bruce from her phone' Contact List

## Moderator:

J Davis

## Participant:

David J

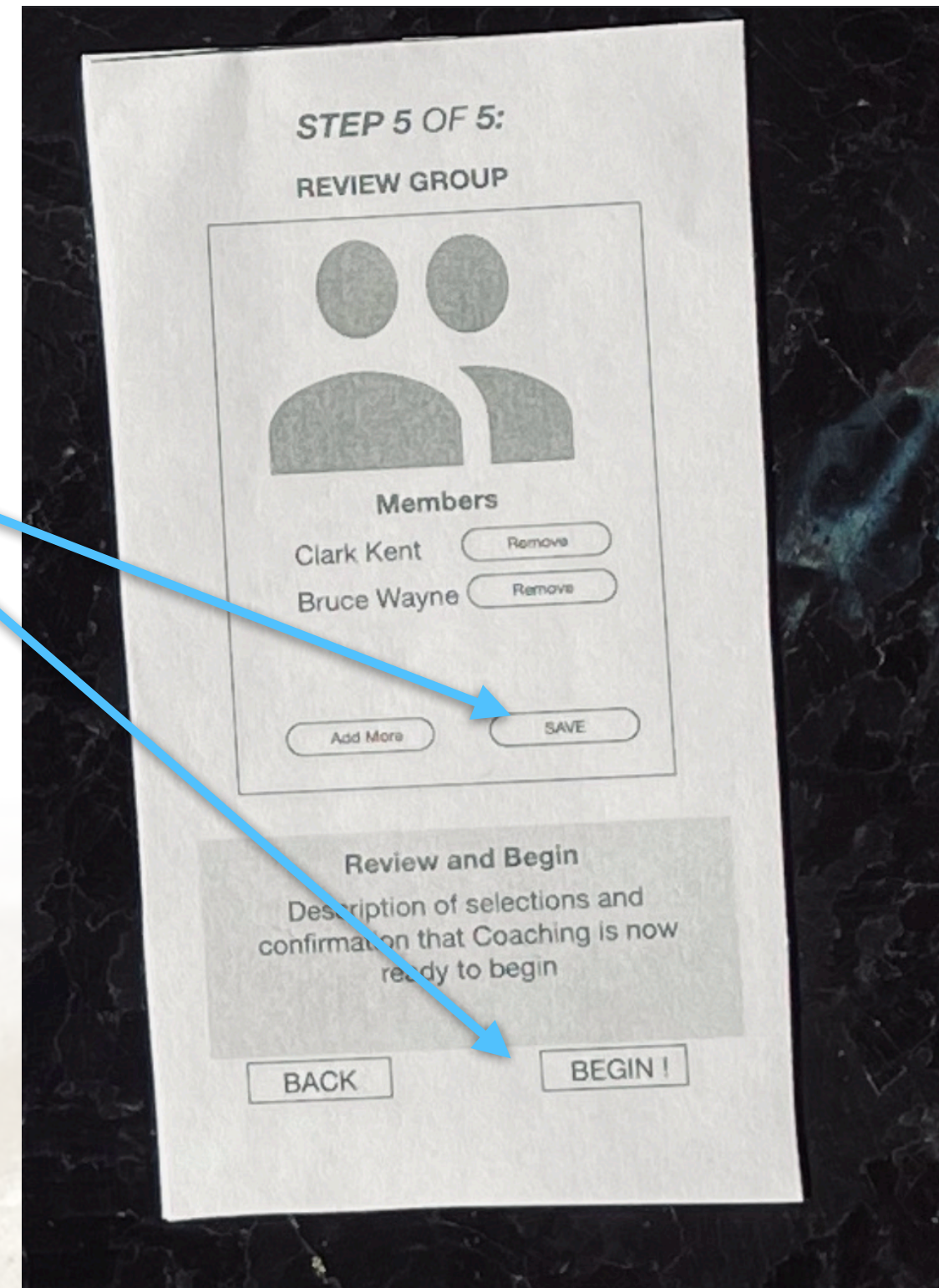
## NOTES -TASK II:

### Participant Comments:

- "I guess I should save them right? The contacts?"

### Observations:

David went through this quickly but when he got to the last screen but he wasn't sure if he had to Save before clicking the Begin button.





# 10.1 Paper Prototype - Testing

## Task III

User to set up a BioAware Coach to monitor stress levels based on a HR they select

## Moderator:

J Davis

## Participant:

David J

## NOTES -TASK III:

### Participant Comments:

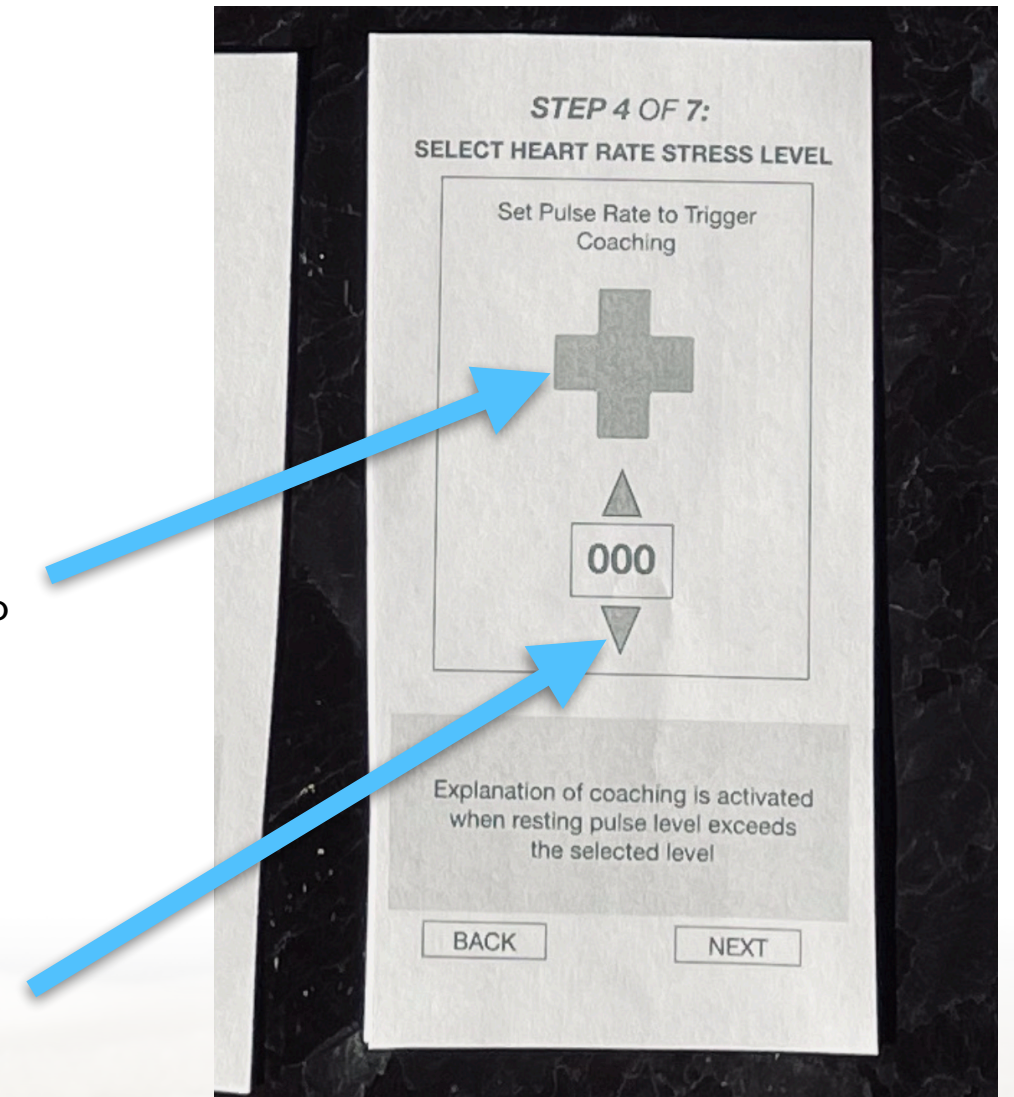
- “Again, I prefer to customize my own avatar from the start”
- “Do have to click that up arrow like a hundred times if I want to set the Heart Rate to 100? I’d rather just type it in”
- “Wish there was a way automatically select every weekday instead of checking five boxes but I guess this works for most [people]”

### Observations:

The existing icon on the Select Heart Rate Stress Level page need to be changed to something like a heart. The current symbol seems to suggest to users that it is involved in increasing the pulse number.

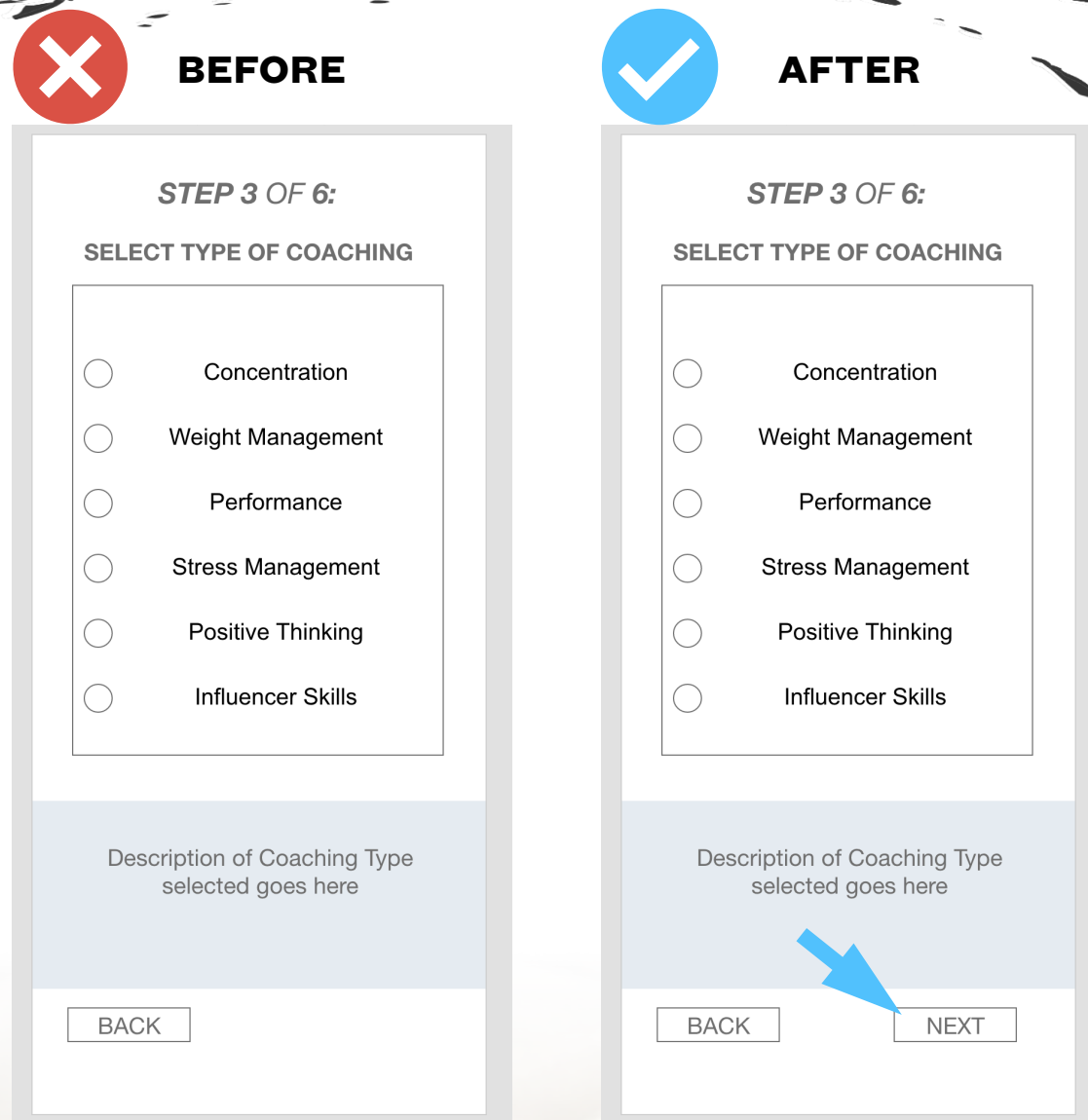
Feed back after the session revealed David would prefer to have an “every weekday” button” as an in between option for Everyday vs selecting individual days..

In this test it became clearer that instead of using the triangles above the heart rate entry, Plus and Minus symbols should be used instead.





# 10.1 Paper Prototype - Conclusions



All participants seemed to be confused by the lack of a NEXT button even though the app could be made to automatically advance after making a selection on this step. Adjustment made to add the NEXT button back into the design.



All participants experienced a brief hesitation when considering the look for their coach. One participant felt very strongly about having an avatar pre-selected. They much preferred the ability to at least actively select one or create their own. Adjusted to allow for selection or customization

# 10.1 Paper Prototype - Conclusions



**BEFORE**



**AFTER**

Participants often misunderstood the icons in the interface. The “big” plus symbol was intended to represent a first aid icon. However, it was instead associated with a way to increase the heart rate setting. There was some concern about pressing the button repeatedly in order to go from zero to a higher number

**STEP 4 OF 7:**  
**SELECT HEART RATE STRESS LEVEL**

Set Pulse Rate to Trigger Coaching

+

000

Explanation of coaching is activated when resting pulse level exceeds the selected level

BACK NEXT

**STEP 4 OF 7:**  
**SELECT HEART RATE STRESS LEVEL**

Set Pulse Rate to Trigger Coaching

Heart Rate icon

+ 75 -

Heart Rate

Select the heart rate which will trigger your stress level coaching. This does not apply to exercise.

BACK NEXT

Updates were made to icon for the Heart Rate Stress Level step

Plus and Minus symbols were added to the arrows.

A preselected “middle” heart rate was used to minimized the amount of taps it would take the user to get to higher heart rate setting.






Detailed explanation added



11.1 Mood Board

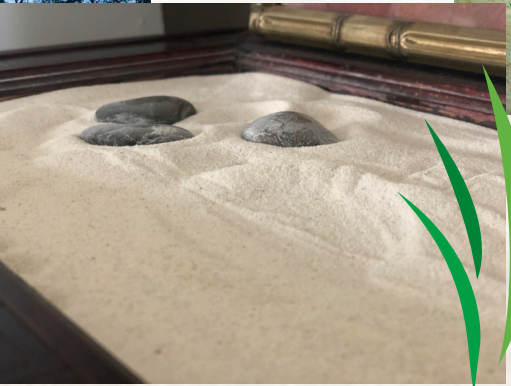
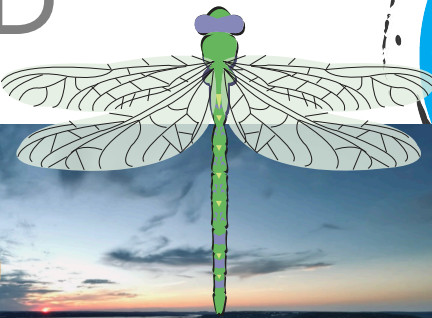
MOOD BOARD  
VISUALS

COLORS

	ADBCA5
	01A7E9
	00E5F8
	363636
	E0CAA0

FONTS

NOVECENTRO  
Skia  
Bangla MN  
Avenir Next  
Didot  
Athelas





# 12.1 Medium Fidelity Wireframes

## Task I

User to setup a Virtual Coach for Stress Management by receiving calming techniques daily.

## Task One

User to setup a Virtual Coach



# 12.1 Medium Fidelity Wireframes

## Task I

User to setup a Virtual Coach for Stress Management by receiving calming techniques daily.

### STEP 1 OF 6: SET UP YOUR COACHING



#### SELECT COACH TYPE



BioAware



Group



Virtual

### STEP 2 OF 6: SELECT COACH PERSONA



OR

Create Custom Look

Select how your virtual coach looks  
or create a custom one.

BACK

### STEP 3 OF 6: SELECT TYPE OF COACHING



Concentration



Weight Management



Performance



Stress Management



Positive Thinking



Influencer Skills

Select the type of Virtual Coaching  
you would like to receive

BACK

# 12.1 Medium Fidelity Wireframes

## Task I

User to setup a Virtual Coach for Stress Management by receiving calming techniques daily.

### STEP 4 OF 6: SELECT COACHING STYLE

- ☐ Affirmations
- ☐ Quotes
- ☐ Calming Techniques

Description of Coaching Message  
types goes here

BACK

### STEP 5 OF 6: SELECT COACHING SCHEDULE



#### Select Coaching Days

- ☐ Everyday
- ☐ Custom
  - ☐ SUN
  - ☐ MON
  - ☐ TUE
  - ☐ WED
  - ☐ THR
  - ☐ FRI
  - ☐ SAT

Description of Coaching Schedule  
selected goes here

BACK

NEXT

### STEP 6 OF 6: REVIEW & BEGIN



#### Your Selections

Virtual Coaching

EDIT

Avatar



EDIT

Stress Management

EDIT

Coaching Messages

EDIT

Coaching Schedule

EDIT

BEGIN !



# 12.1 Medium Fidelity Wireframes

## Task II

User to set up a Support Coaching Group by selecting Clark and Bruce from her phone's Contact List

## Task Two


User to set up a Support Coaching Group

# 12.1 Medium Fidelity Wireframes

## Task II

User to set up a Support Coaching Group by selecting Clark and Bruce from her phone's Contact List


**STEP 1 OF 5:**  
**SET UP YOUR COACHING**



**SELECT COACH TYPE**

☐ BioAware
 ☐ Group
 ☐ Virtual

**STEP 2 OF 5:**  
**SELECT GROUP MEMBERS**



☐ Select from my Contacts
 ☐ Enter Members Manually

BACK

**STEP 3 OF 5:**  
**ALLOW APP ACCESS**

Allow this app to access your Contacts

Do Not Allow

Allow

BACK



# 12.1 Medium Fidelity Wireframes

## Task II

User to set up a Support Coaching Group by selecting Clark and Bruce from her phone's Contact List


**STEP 4 OF 5:**  
**SELECT CONTACTS**

Search...

- ☐ Clark Kent
- ☐ Tony Stark
- ☐ Bruce Wayne
- ☐ Peter Parker
- ☐ Bruce Banner

BACK NEXT

**STEP 5 OF 5:**  
**REVIEW GROUP**



**Members**

Clark Kent Remove

Bruce Wayne Remove

Add More

**BEGIN !**

Description of selections and confirmation that Coaching is now ready to begin

# 12.1 Medium Fidelity Wireframes

## Task III

User to set up a BioAware Coach to monitor stress levels based on a HR they select

## Task Three

User to set up a BioAware Coach




# 12.1 Medium Fidelity Wireframes

## Task III




User to set up a BioAware Coach to monitor stress levels based on a HR they select

**STEP 1 OF 7:**  
SET UP YOUR COACHING



☐ BioAware
 ☐ Group
 ☐ Virtual

**STEP 2 OF 7:**  
SELECT COACH PERSONA

☐ 
☐ 
☐ 

OR [Create Custom Look](#)

[BACK](#)
[NEXT](#)

**STEP 3 OF 7:**  
ALLOW APP ACCESS

Allow this app to access your Health Data

[Do Not Allow](#)
[Allow](#)

[BACK](#)

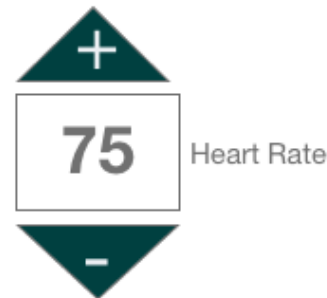
# 12.1 Medium Fidelity Wireframes

## Task III

User to set up a BioAware Coach to monitor stress levels based on a HR they select

### STEP 4 OF 7: SELECT HEART RATE STRESS LEVEL

Set Pulse Rate to Trigger Coaching



*Select the heart rate which will trigger your stress level coaching. This does not apply to exercise.*

BACK

NEXT

### STEP 5 OF 7: SELECT WHAT TO RECEIVE

Select types of coaching to receive when elevated stress detected:

- ☐ Affirmations
- ☐ Calming Sounds
- ☐ Breathing Exercise

BACK

### STEP 6 OF 7: SELECT WHEN COACHING IS ACTIVE



Select BioAware Coaching Days

- ☐ Everyday
- ☐ Custom
  - ☐ SUN
  - ☐ MON
  - ☐ TUE
  - ☐ WED
  - ☐ THR
  - ☐ FRI
  - ☐ SAT

BACK

NEXT




# 12.1 Medium Fidelity Wireframes


## Task III

User to set up a BioAware Coach to monitor stress levels based on a HR they select

**STEP 7 OF 7:**  
**REVIEW & BEGIN**



**Your Selections**

BioAware	EDIT
Avatar 	EDIT
Pulse Level	EDIT
Coaching Messages	EDIT
Coaching Schedule	EDIT

BEGIN !

# 12.2 Style Guide

## BRAND LOGO



100 X 100 PX MIN SIZE

**Balanced Life**



400 X 400 PX APP MAX SIZE

## COLORS



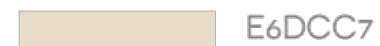
01A7E9



00E5F8



363636

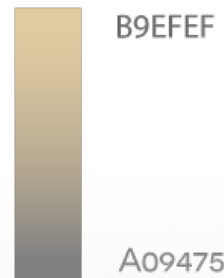


E6DCC7



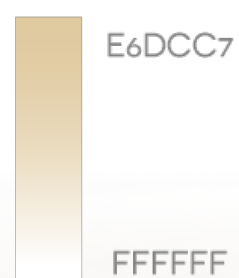
A09475

## GRADIENTS



B9EFEF

A09475



E6DCC7

FFFFFF

## FONTS

H1 Skia 16pt

H2 Skia 14pt

BODY Novesentro Sans  
Wide 11pt

## FONT COLOR

LIGHT BACKGROUND



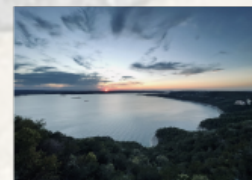
363636

DARK BACKGROUND



#E6DCC7

## VISUAL THEME

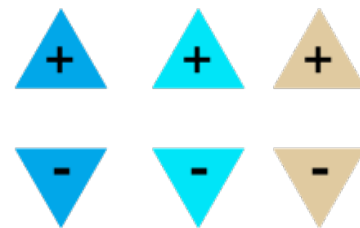




# 12.2 Style Guide

## COMPONENTS

NOVECENRO SANS WIDE



TEXT ENTRY  
RADIUS: .10 IN

## CARDS

FILL:  
E0CAA0

BORDER: 1PX  
363636

RADIUS: .25 IN

### DROP SHADOWS

Opacity: 50%  
X Offset: 0.04 in  
Y Offset: 0.04 in  
Blur: 0.025 in

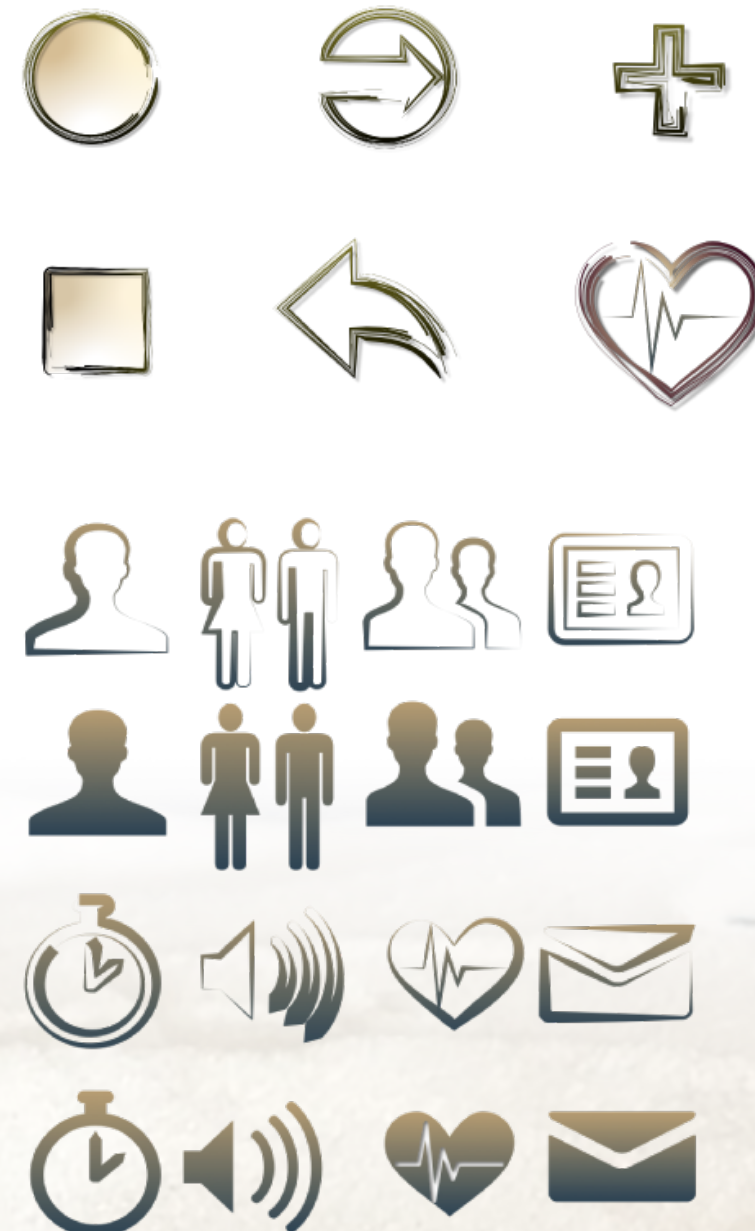
## SPACING

### HEADING 1

LINE SPACING FOR BODY  
COPY SHOULD BE 150% OF  
THE FONT PT. SIZE

LINE SPACING BETWEEN ANY  
HEADING AND THE BODY  
SHOULD BE 200% OF THE  
FONT PT. SIZE

## ICONOGRAPHY



# 13.1 High Fidelity Wireframes

## Task I

User to setup a Virtual Coach for Stress Management by receiving calming techniques daily.

## Task One

User to setup a Virtual Coach



# 13.1 High Fidelity Wireframes

## Task I

User to setup a Virtual Coach for Stress Management by receiving calming techniques daily.

Balanced Life



STEP 1 OF 6:

SELECT COACH TYPE



BioAware



Group



Virtual

STEP 2 OF 6:

SELECT COACH PERSONA



Create Custom Look

Select how your virtual coach looks or create a custom one.




Back

# 13.1 High Fidelity Wireframes

STEP 3 OF 6:

SELECT TYPE OF COACHING



Weight Management

Stress Management

Influence Skills

Visualization


Self Actualization

Select the type of coaching you would like to receive

Back

STEP 4 OF 6:

SELECT COACHING STYLE



Affirmations

Quotes

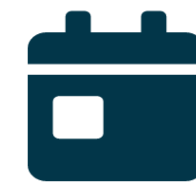
Calming Techniques

Select the content for your coaching

Back

STEP 5 OF 6:

SELECT COACHING SCHEDULE



☒ Everyday

Custom Days

☐ SUN

☐ MON

☐ TUE

☐ WED

☐ THR

☐ FRI

☐ SAT

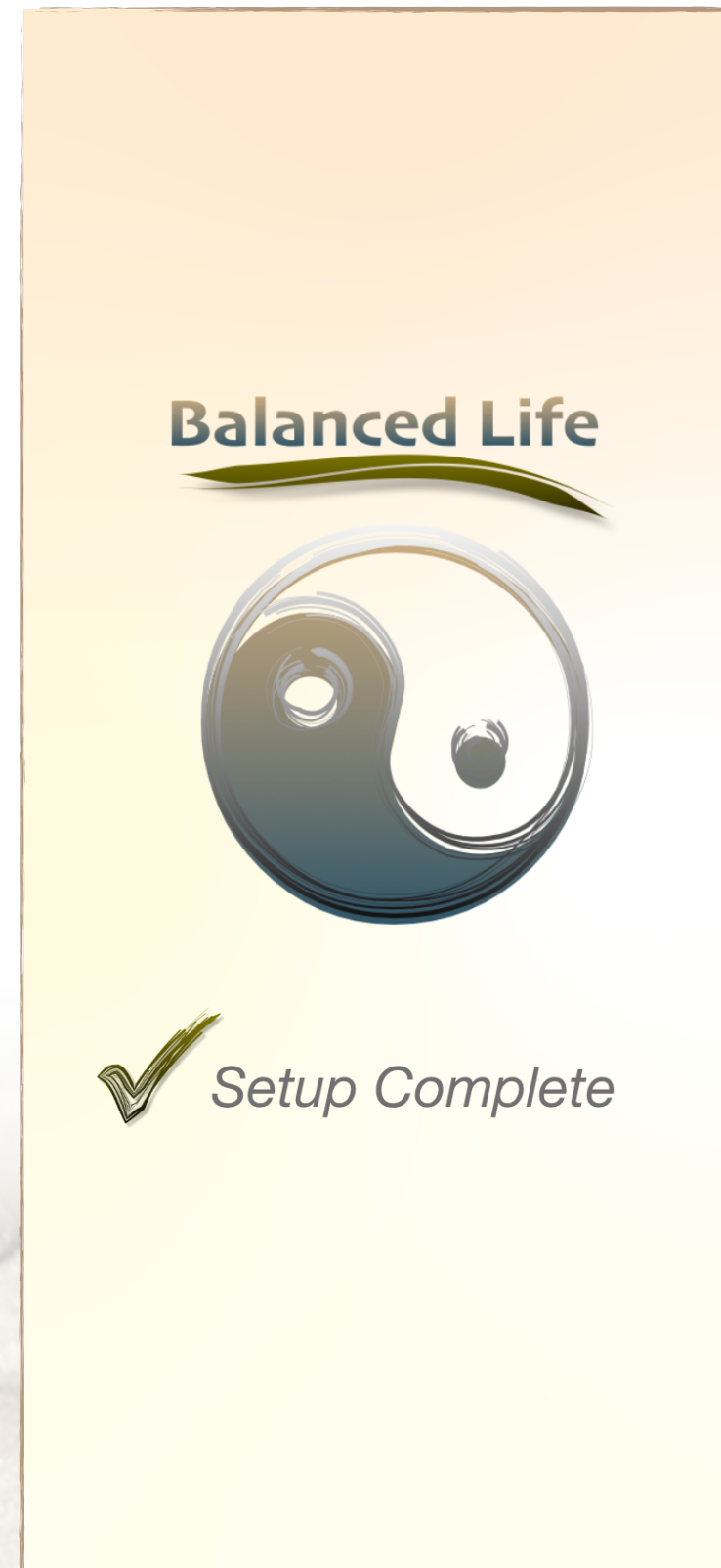
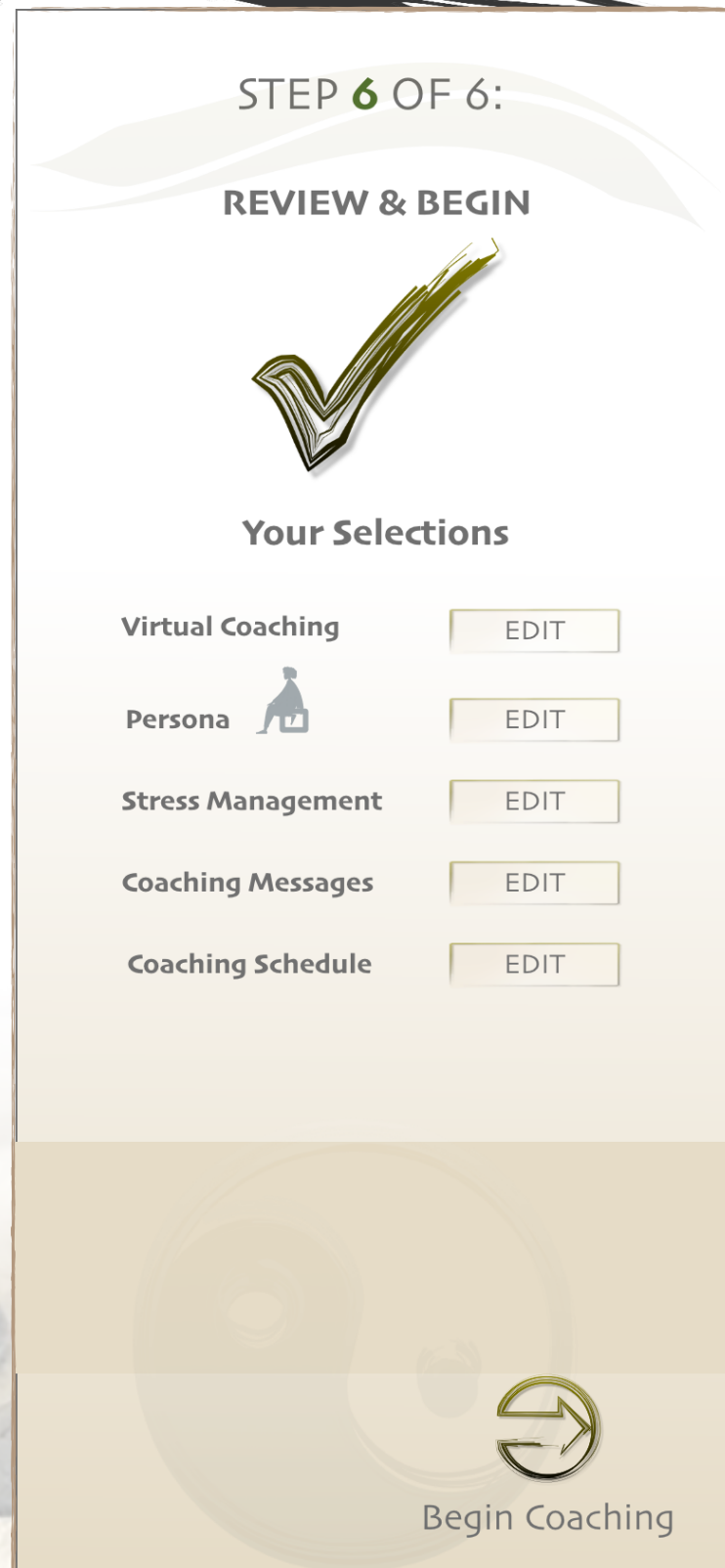
Select which days you would like to receive coaching

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# 13.1 High Fidelity Wireframes



# 13.1 High Fidelity Wireframes

## Task II

User to set up a  
Support Coaching  
Group by selecting  
Clark and Bruce  
from her phone'  
Contact List

## Task Two

User to set up a Support Coaching Group



# 13.1 High Fidelity Wireframes

## Task II

User to set up a Support Coaching Group by selecting Clark and Bruce from her phone' Contact List

Balanced Life



Begin Setup

STEP 1 OF 5:

SELECT COACH TYPE



BioAware



Group



Virtual

STEP 2 OF 5:

SELECT GROUP MEMBERS



Select from my Contacts

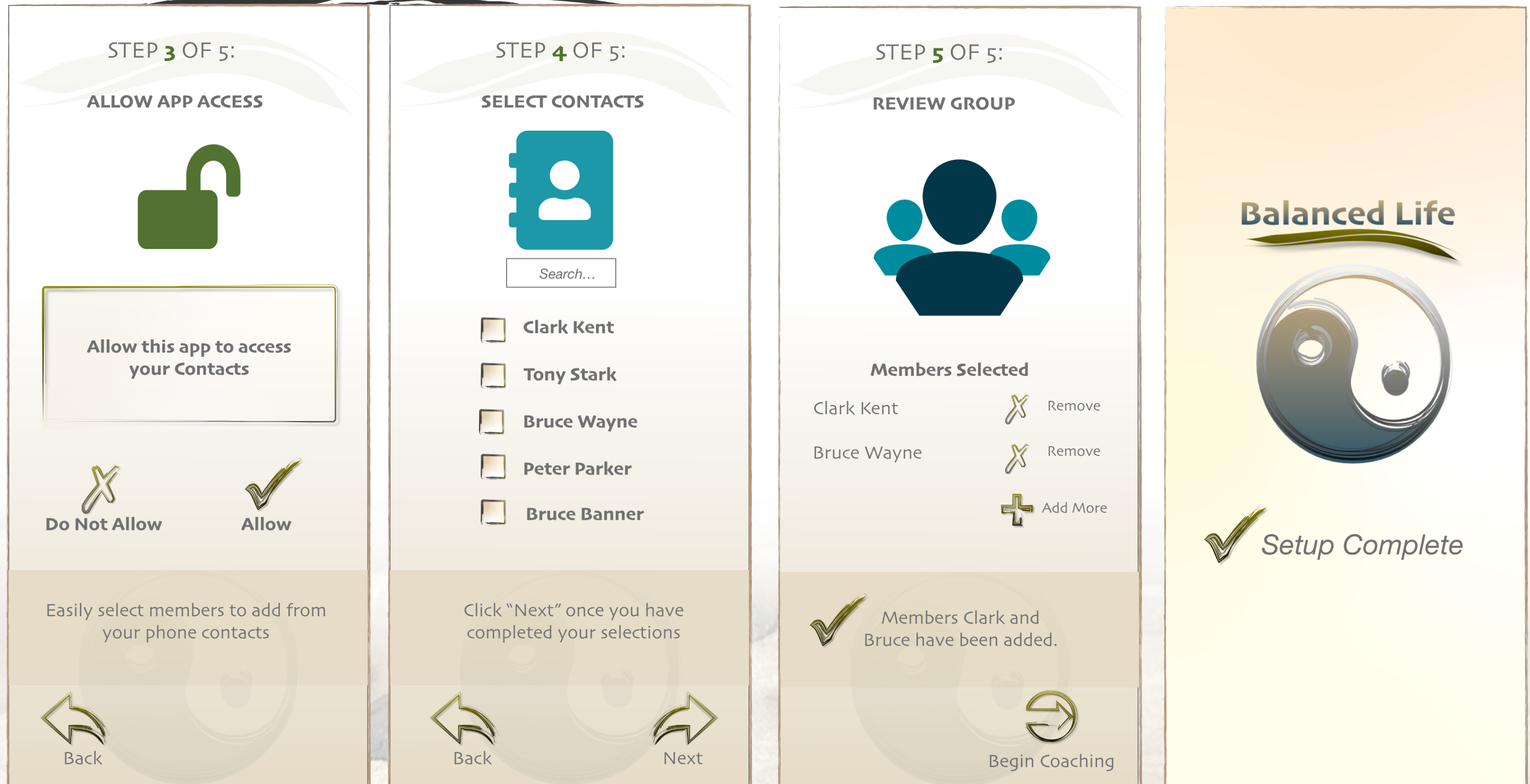
Enter Members Manually

Select how you would like to add members to your coaching group



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# 13.1 High Fidelity Wireframes





# 13.1 High Fidelity Wireframes

## Task III

User to set up a BioAware Coach to monitor stress levels based on a HR they select

## Task Three

User to set up a BioAware Coach

# 13.1 High Fidelity Wireframes

## Task III

User to set up a BioAware Coach to monitor stress levels based on a HR they select

Balanced Life



Begin Setup

STEP 1 OF 7:

SELECT COACH TYPE



BioAware



Group



Virtual

STEP 2 OF 7:

SELECT COACH PERSONA



Create Custom Look

Select how your virtual coach looks or create a custom one.




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# 13.1 High Fidelity Wireframes


STEP 3 OF 7:

ALLOW APP ACCESS




Allow this app to access your Health Data

 Do Not Allow


 Allow


Allowing the app to access your health data enables stress management coaching

 Back

STEP 4 OF 7:


SELECT HEART RATE STRESS LEVEL



 Heart Rate


Select the heart rate which will trigger your stress level coaching. This does not apply to exercise.

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 Next

STEP 5 OF 7:


SELECT WHAT TO RECEIVE



Calming Sounds


Breathing Exercise

Select type of coaching to receive when elevated stress detected:

 Back

STEP 6 OF 7:

SELECT WHEN COACHING IS ACTIVE



Everyday

Custom Days

☐ SUN

☐ MON

☐ TUE


☐ WED


☐ THR

☐ FRI

☐ SAT

Select which days you would like to receive coaching


 Back

 Next

# 13.1 High Fidelity Wireframes

STEP 7 OF 7:


REVIEW & BEGIN



Your Selections


BioAware	EDIT
Persona	EDIT
Pulse Level	EDIT
Coaching Messages	EDIT
Coaching Schedule	EDIT


Selections complete!



Begin Coaching

Balanced Life



 Setup Complete



# 14.1 Clickable Prototype

## Balanced Life

[Setup Virtual Coach](#)

[Setup Group Coaching](#)

[Setup BioAware Coach](#)



## 14.2 Next Steps



### **Enhancement & Exploration Categories**

#### **Global Navigation**

- Test navigation element placement

#### **Additional Task Flow Development**

- Finalize task flow for Acceptance of Group Coaching invite
- Develop task flow for adding content to the Virtual Coaching library
- Develop task flow for app synchronization with smart watch
- Develop task flow for ingestion of music from the user's personal library

#### **Visual Design Language**

- Test replacement of simple art icons and personas with photorealistic elements



## 14.3 Resources

### Photography

- Hero Rocket Interactive | Jhay Davis

### Logo Design

- Hero Rocket Interactive | Jhay Davis

### Iconography Design

- Hero Rocket Interactive | Jhay Davis

