

Balanced Life App

BALANCED LIFE FOR A LIFETIME

BIO MONITOR

Heart Rate

61

Calories

111



Interaction & UX/UI Design

Jhay Davis
FALL 2022



Contents

Balanced Life App Concept

03	ABOUT ME	40	WIREFRAMES
04	PORTFOLIO	45	PROOF OF CONCEPT TESTING
07	UNIQUE POSITIONING/RATIONALE	63	PROOF OF CONCEPT - REVISIONS
08	MISSION	86	HIGH FIDELITY PROTOTYPES
09	INSPIRATION		
12	PRODUCT POSITIONING		
13	EXPERT CONSULTANT		
14	COMPETITIVE ANALYSIS		
19	RESEARCH		
21	PERSONAS / USER STORIES		
22	INCENTIVES & APP STICKINESS		
23	MOOD BOARD		
24	CARD SORTING		
	○ SURVEY RESPONSES		
	○ CARD SORTING - DATA STRUCTURES		
	○ CARD SORTING - TASKFLOWS/STORY BOARDS		



Jhay Davis

About Me

EXPERIENCES / SKILLSET

Interaction Design | iOS Game Development | Web App Development | Digital Advertising |

CAREER

Fortune 50 Leadership of Digital Experience | Software Design

EDUCATION

Digital Interaction & UX/UI Design

Master's Degree Candidate, Summer 2023

IT Senior Management Academy

Management Academy Graduate, Scholar of the Year

Full Stack Application Development

Southern Methodist University MERN Certification

Undergrad Degree Marketing, B.S.

University of New Orleans



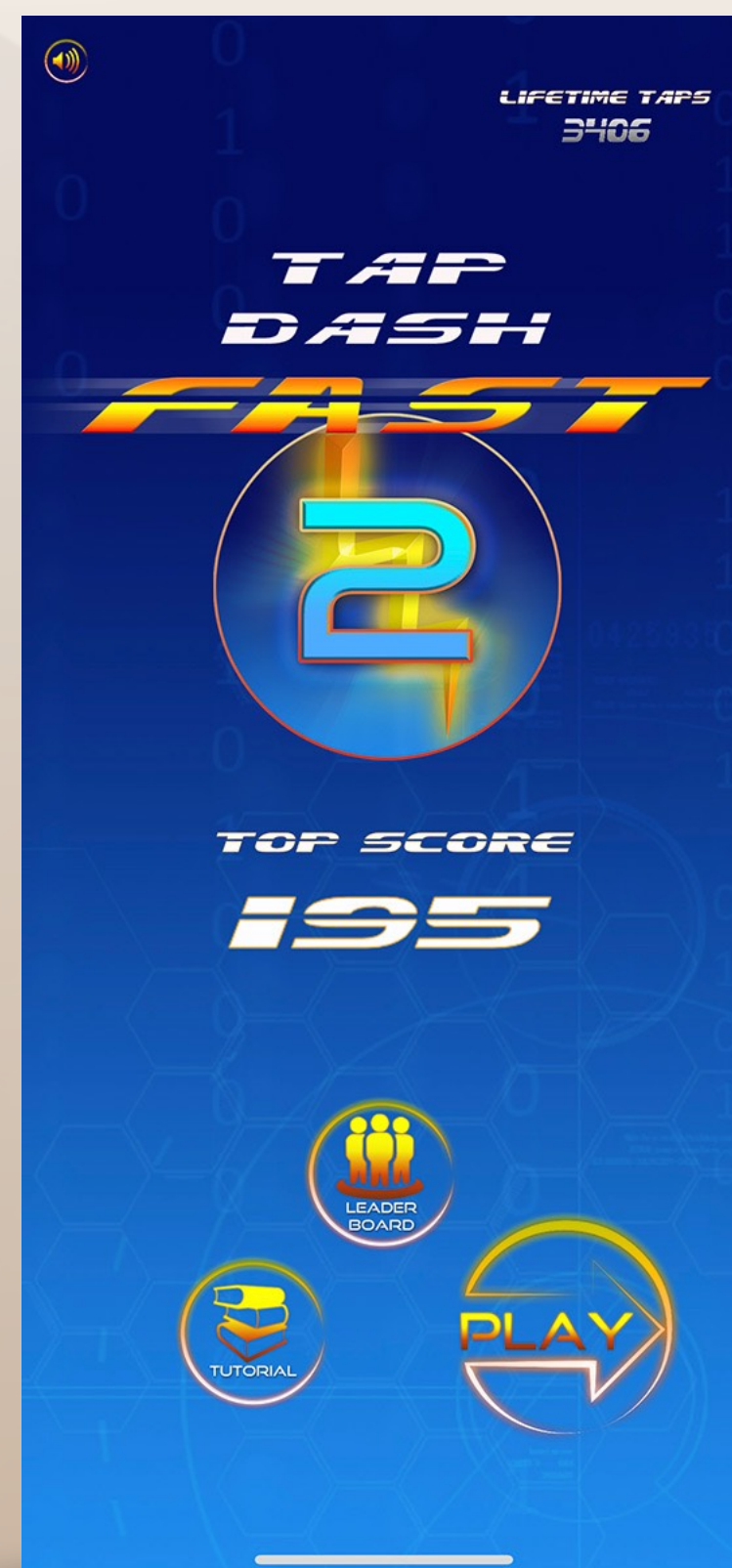


Portfolio

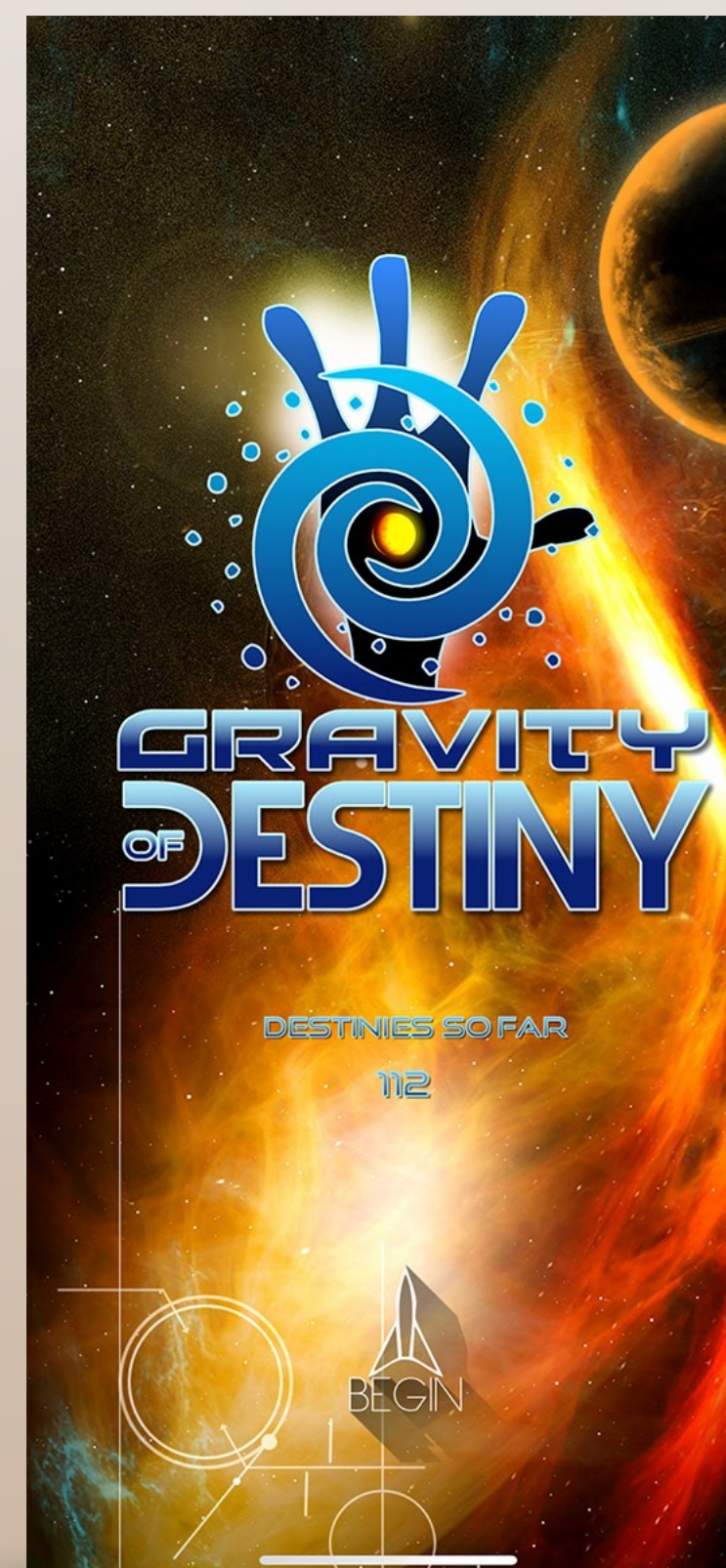
iOS App Design



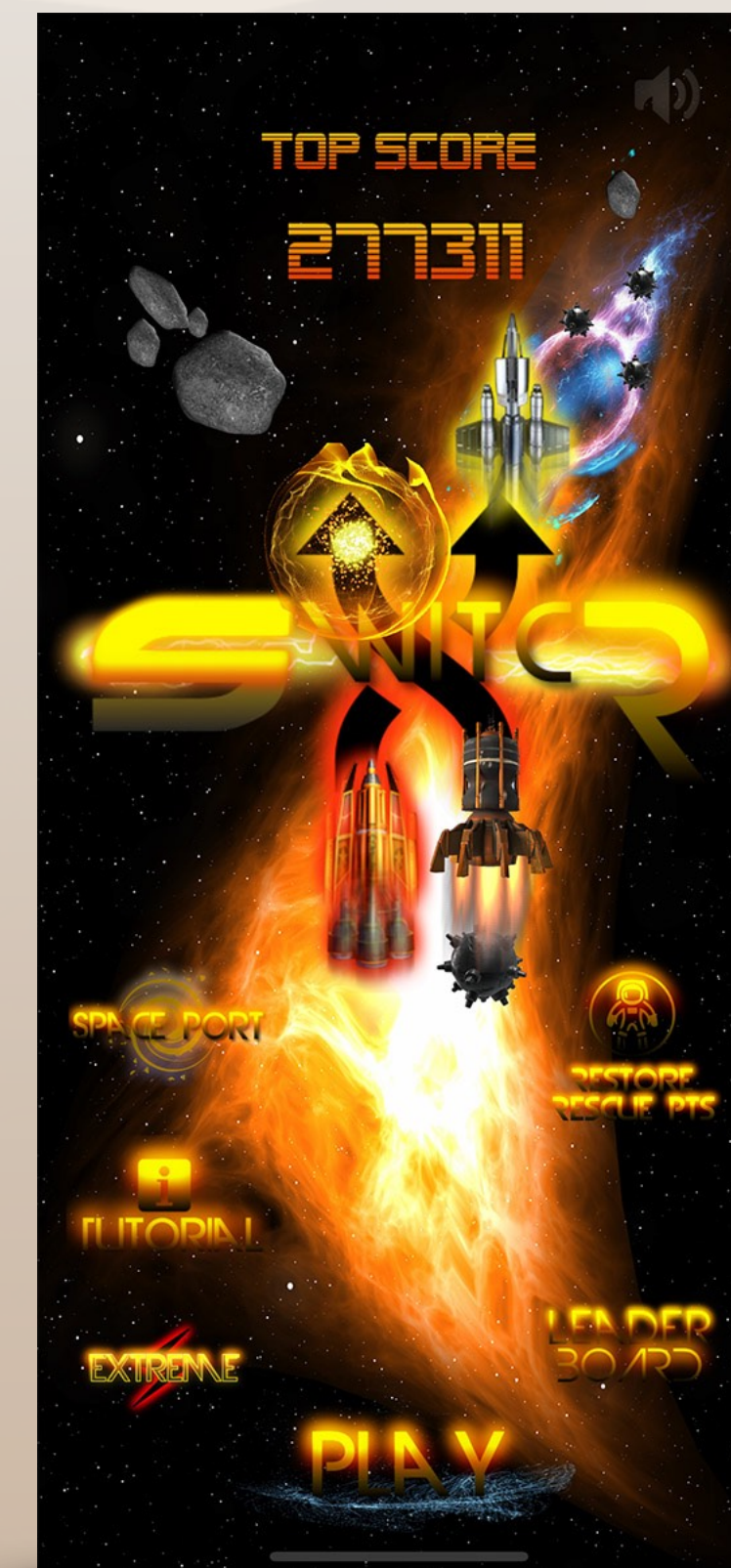
[Now on the App Store](#)



[Now on the App Store](#)



Coming Spring 2023

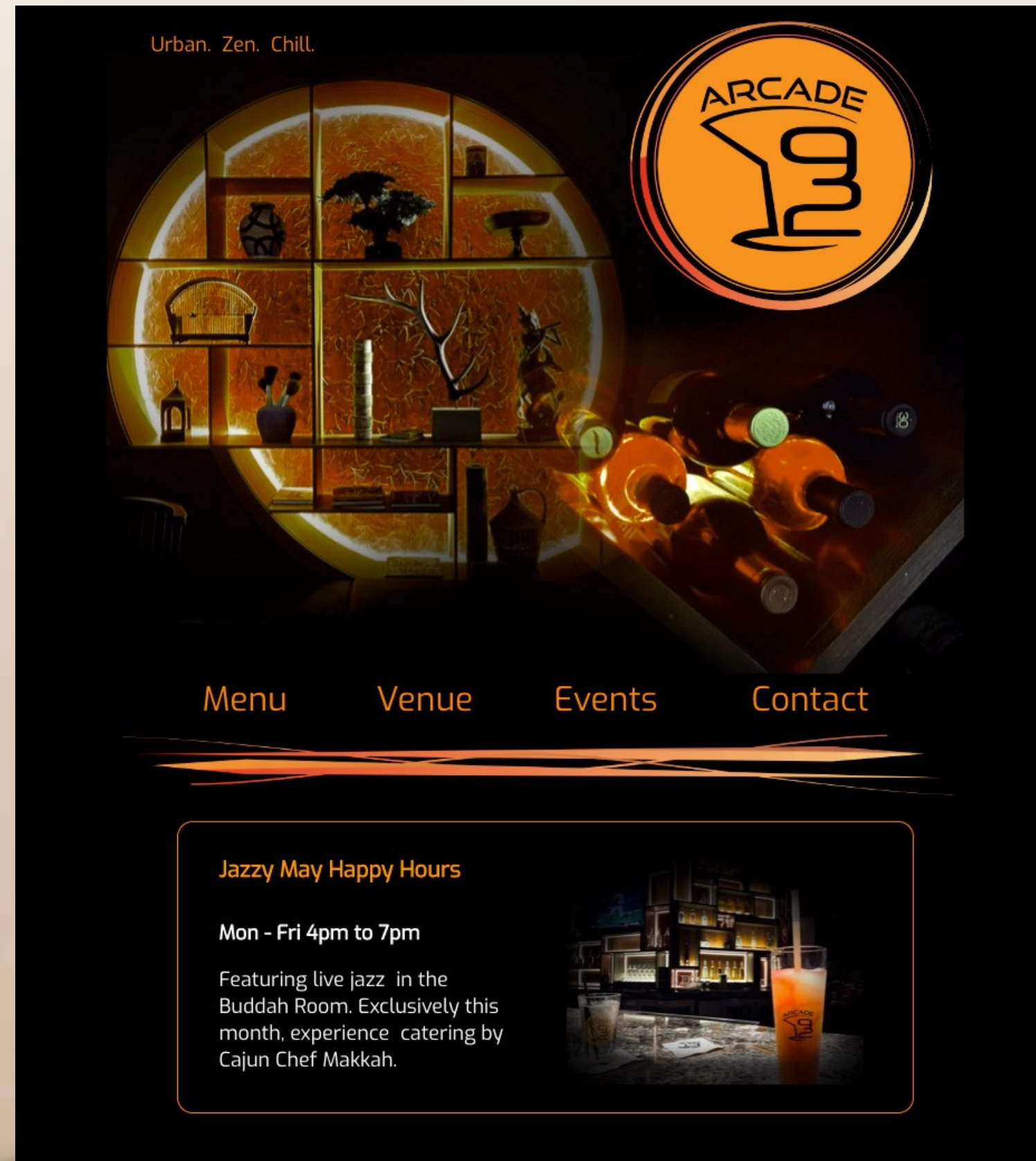


Coming Summer 2023



Jhay Davis

Web Design



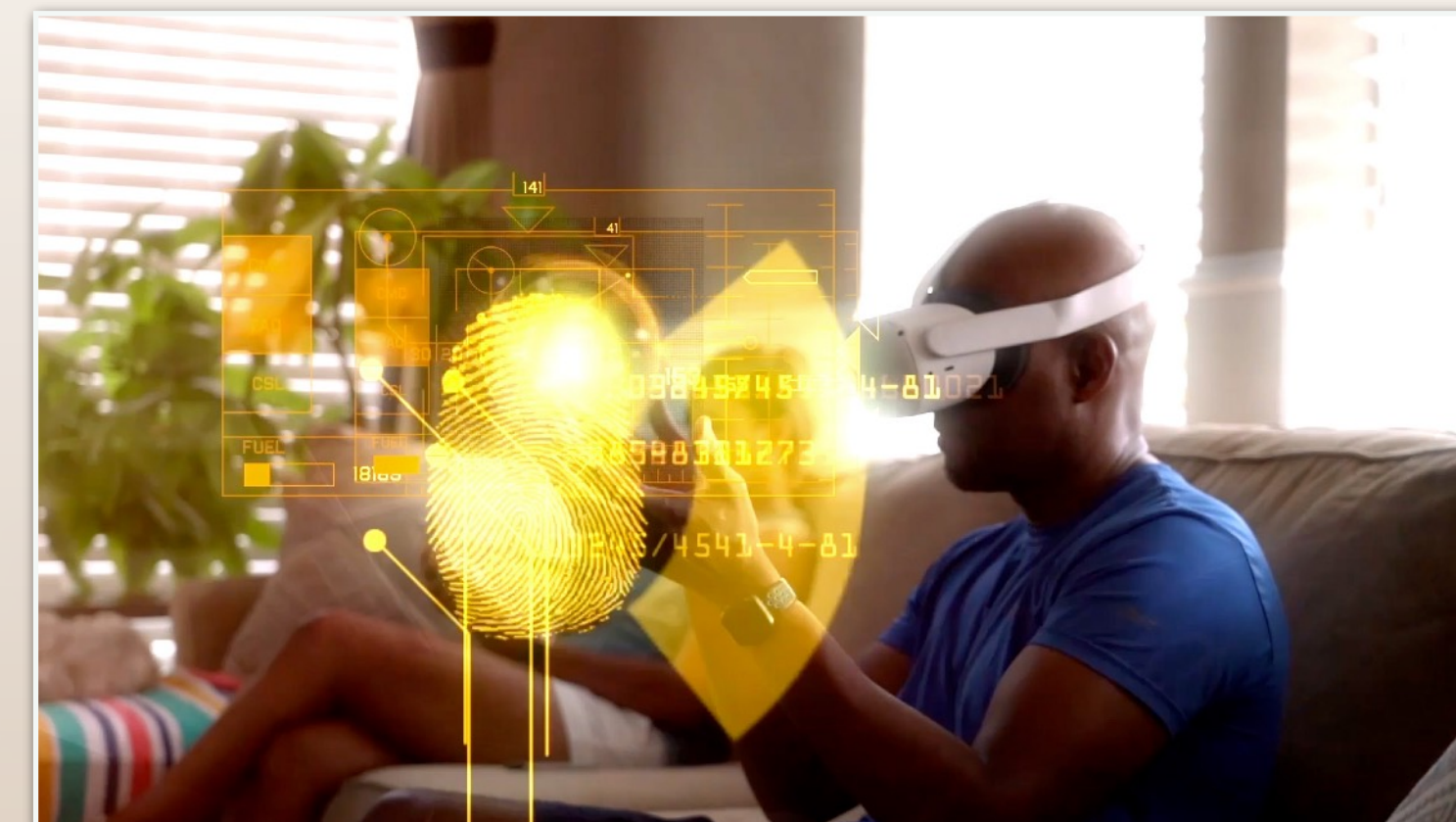


Jhay Davis

Video Portfolio



[VIEW](#) ►



[VIEW](#) ►



[VIEW](#) ►



[VIEW](#) ►



Mission

Proposal Abstract

Purpose & Goal

- The purpose of this project is to develop an iOS app for iPhone, iPad, and Apple TV that teaches moving meditations similar to Tai Chi to help enhance Life Balance. The app's goal is to create a sustainable lifestyle approach for managing stress, improving fitness, and promoting greater concentration.
- This will be accomplished through:
 - The holistic integration of visual demonstrations with an overlay depicting the flow of your breath and the impact on your energy centers,
 - Audio synced to the movements explaining what is happening and why this is important,
 - A curated library of meditative aids ranging from incense, oils, and ambient sounds/music.



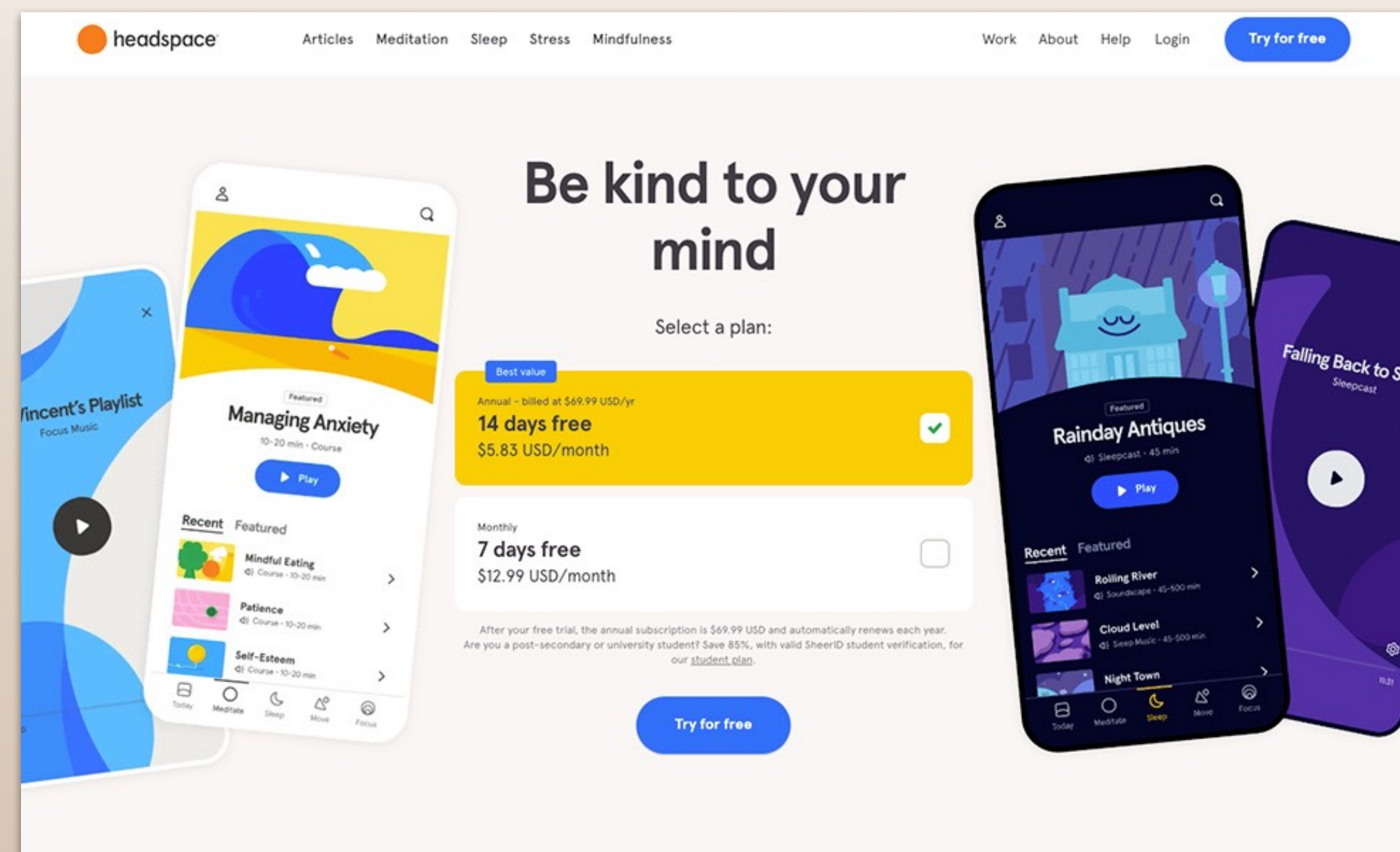
Inspirational Product

Headspace

There are three inspirational items for this project.

The first is the Headspace app. The goal of this app is to create an enhanced lifestyle through a balance of meditation and mindfulness.

It accomplishes this through breathing, goal setting, and sleep aids. This holistic approach to improving life balance is easy to embrace and integrate into your life.



[Visit Headspace](#)



Inspirational Book

Creative Visualization

The second inspiration is *Creative Visualization* by Shakti Gawain. This book transformed my mindset over 25 years ago and reshaped my approach to how I live.

Shakti was a thought leader in the field of personal discovery and development. Her groundbreaking techniques to visualize actions has been the cornerstone of how I link the mental, spiritual, and physical aspects of the martial arts into practical application.

The Balanced Life app will integrate these concepts in a very unique and visual way to help the new practitioner find the basis for creating their own powerful visualizations and find internal balance.



[Book Review](#)



Inspirational Story

A Transformative Life Event

My third inspiration isn't an app but a personal experience.

Many years ago when just starting my martial arts journey, I was involved in a near fatal car accident. I was a passenger in a car that broke through a guardrail and crashed to the ground 50ft below.

My martial arts instructor was instrumental in my rehab - but from a mindfulness standpoint. He help me reframe my inner trauma and to find a path forward. In this way I was able to heal mind, body, and spirit.

Now, as a much older and life long practitioner, I would like to explore ways to share many aspects of my training in ways that others may find helpful and hopefully, transformative.





Unique Positioning & Rationale

Why this solution?

WHY

This target audience has had career success but along the way has lost balance in other aspects of their lives. This leads to inner stress as well as stressed relationships. This solution will help create a sustainable way to engineer a balance life into their current world experience and allow them to better appreciate the success they've attained.

HOW

This will be done though visually instructed moving meditations augmented by unique high definition visualizations designed to demystify these exercises in way never done before. The practitioner will not only see the movements but be able to see a high fidelity depiction of the internal energy centers and how the breath directs this flow.



Consultant/Expert

Dr. Reginald Turner



About

Dr. Reginald Turner is a professional life and executive coach with over 10,000 hours of coaching experience. He is also Westwood College President.

Dr. Turner's experience in wellbeing and coaching focuses a holistic approach to life coaching that emphasizes a balance of mind, body, and spirit in order to help professionals reach the fullest potential

He is especially know for his commitment to physical fitness and meditative practices as a means to helping his clients move past inner conflict in order to find an inner harmony and balance.

Experience

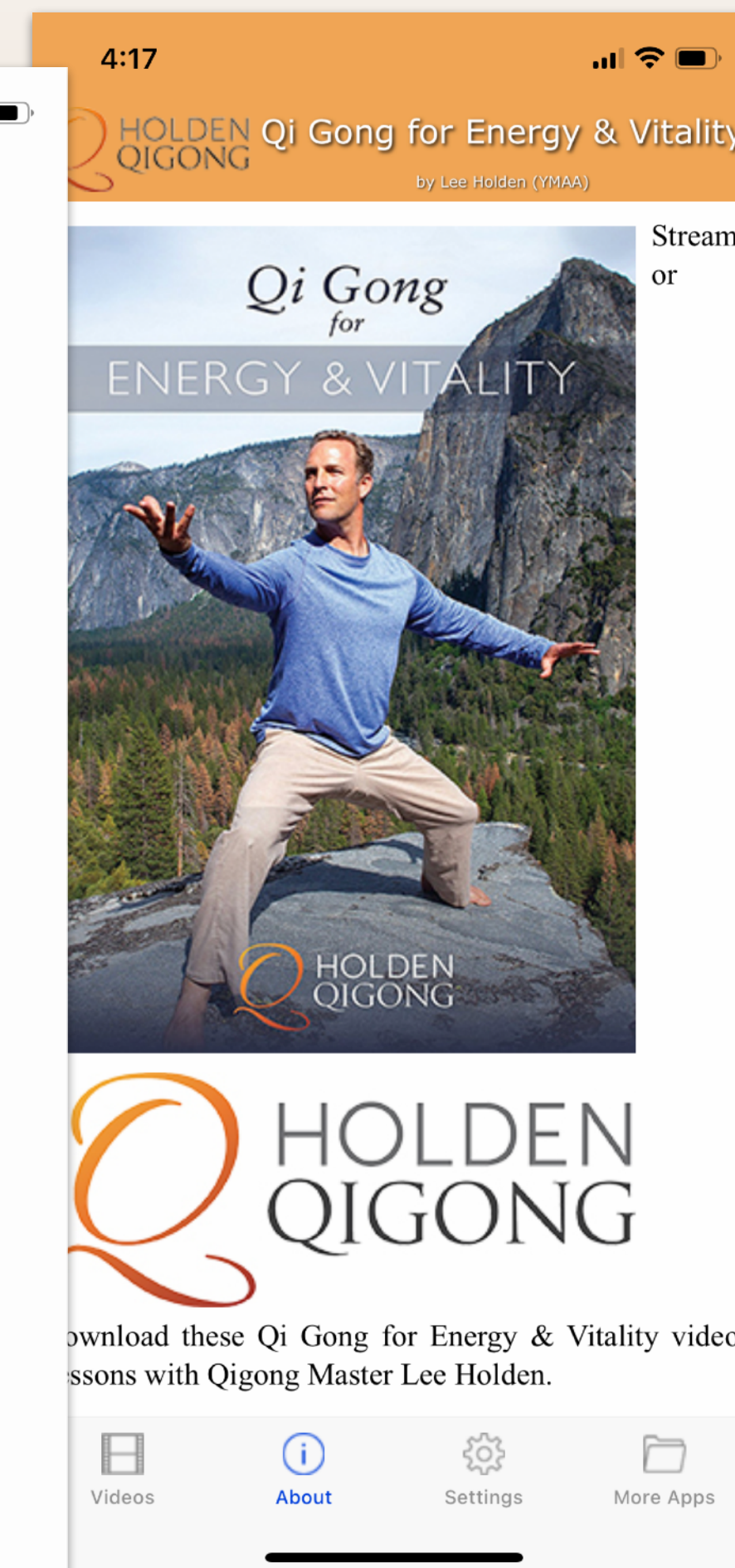
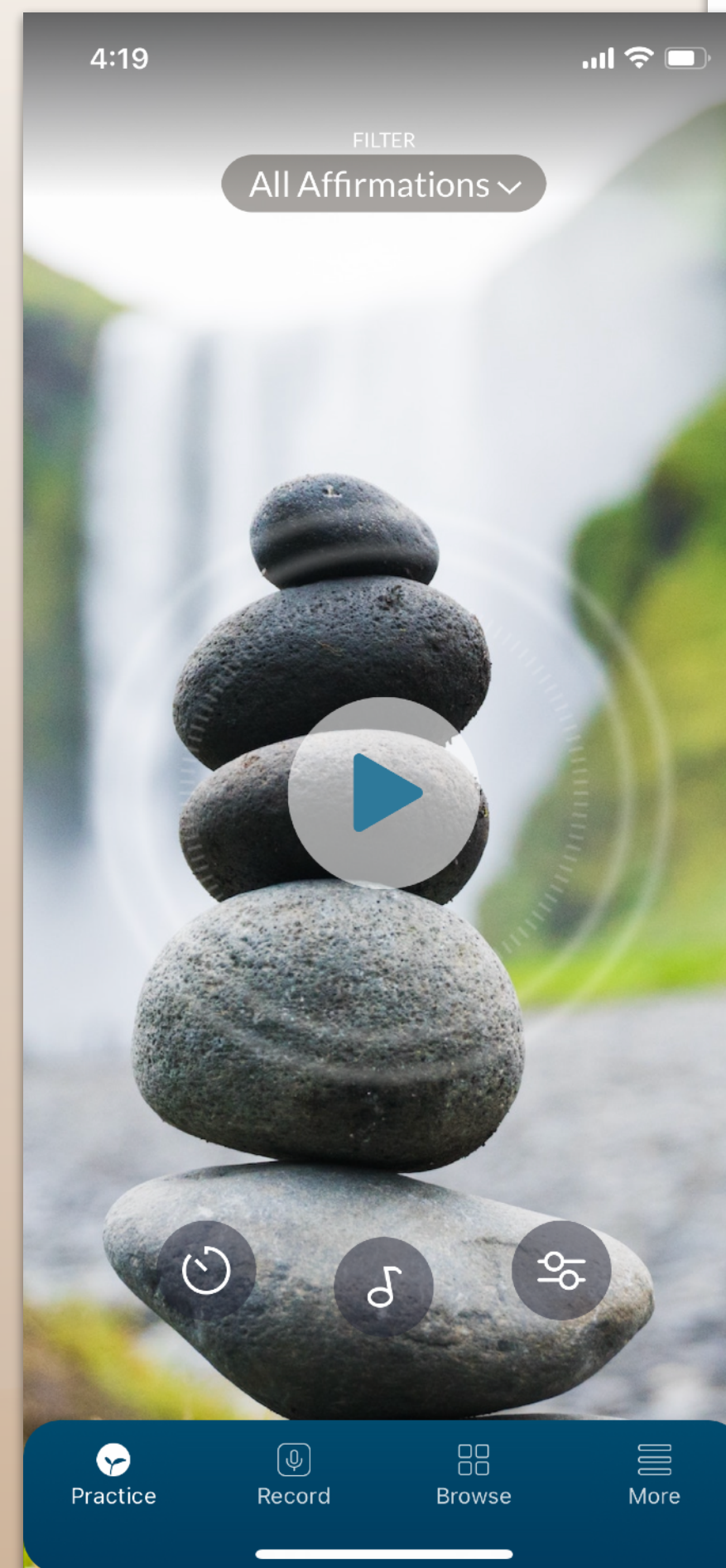
- *Westwood College*
 - *Campus President: 2012 - Present*
 - *Academic Dean: 2009- 20012*
- *Information Technology Senior Management Forum*
 - *Management Academy Director: 2017 - Present*
- *Alamance Community College*
 - *Director of Special Programs 2006-2009*



Competitors

Top Three Apps

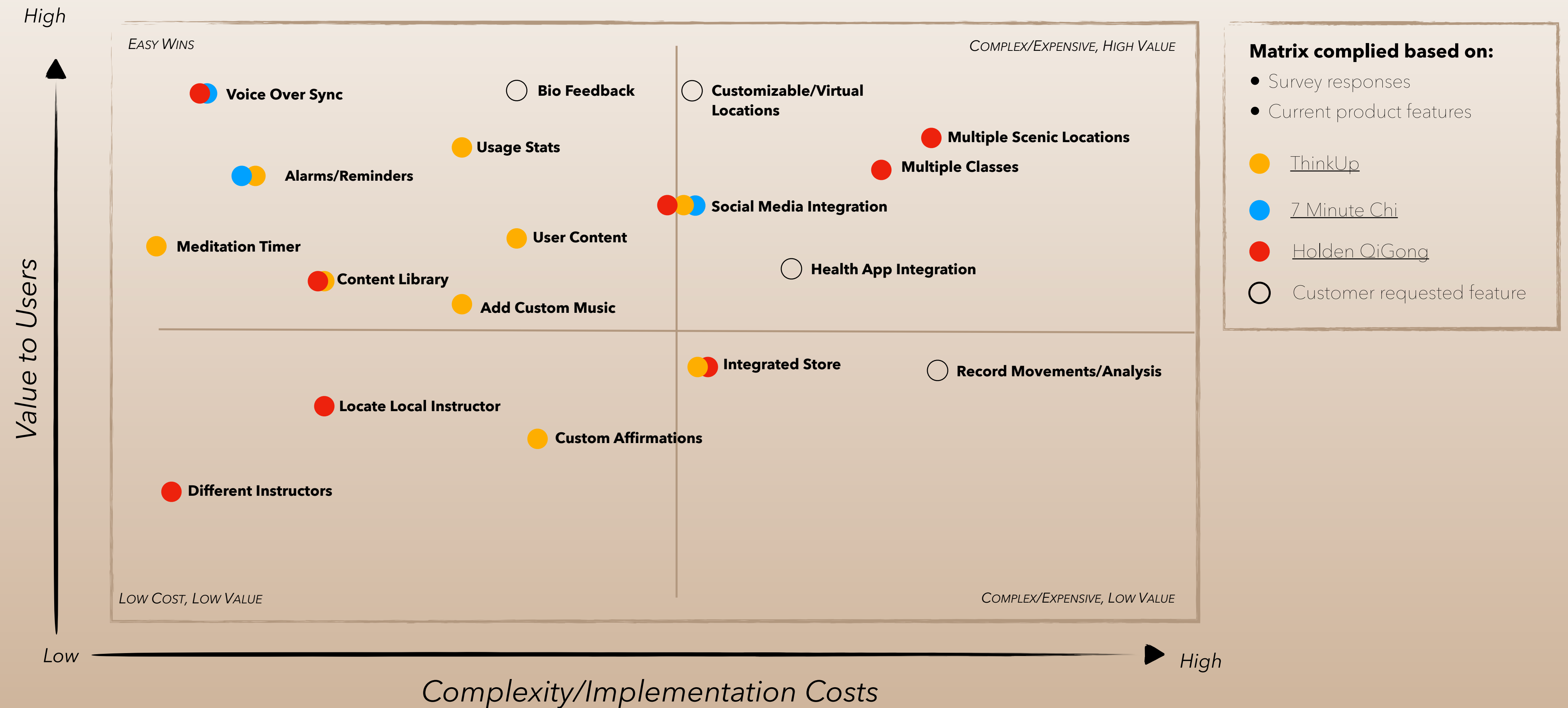
- ThinkUp
- 7 Minute Chi
- Holden QiGong





Feature Matrix

Top Features in Segment





Competitor 1

ThinkUp

Description

App that allows you to enter your own affirmations or select from a curated library.



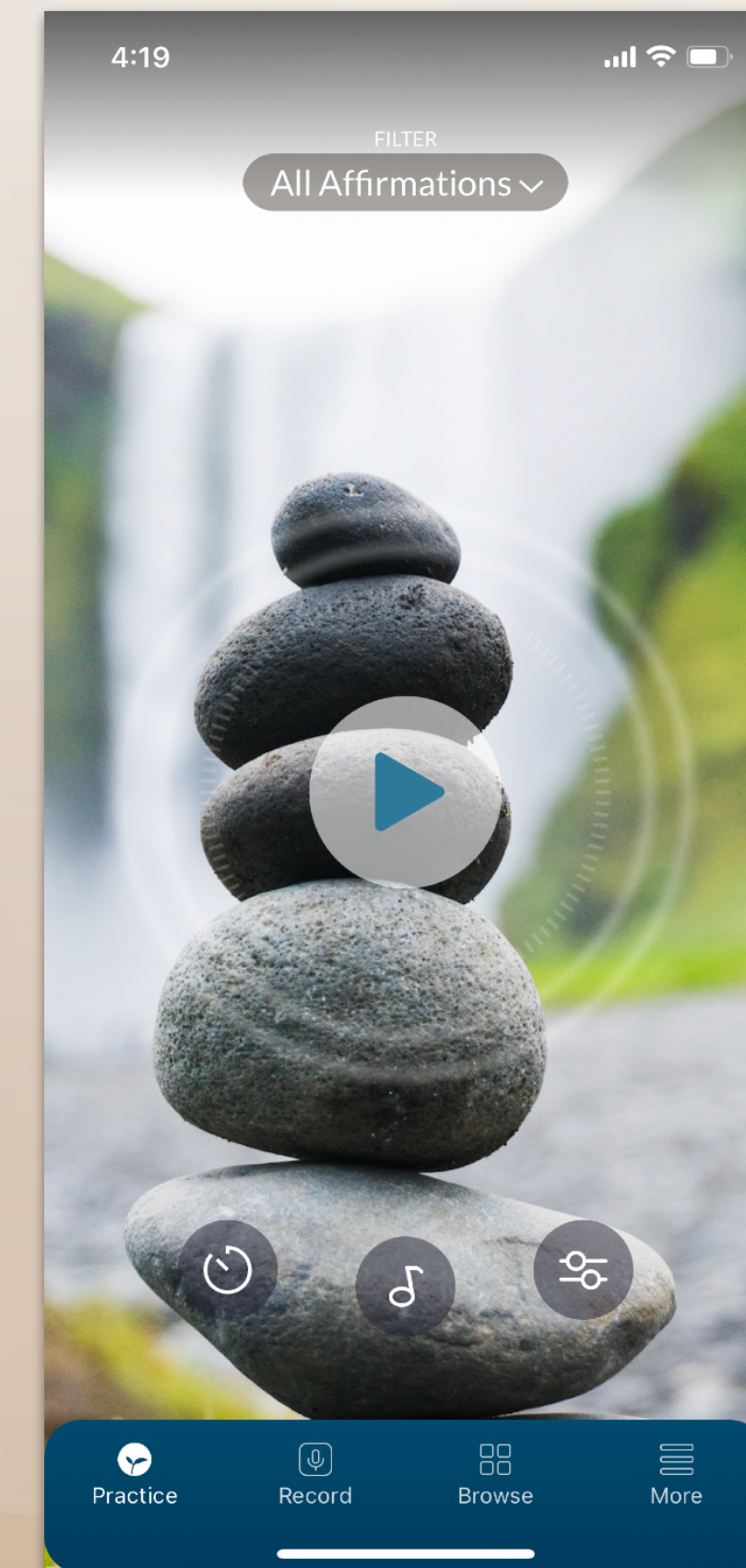
PROS

- Built in reminders to help reinforce daily habits of using affirmations
- Customizable with images and personal affirmations
- Library of affirmations



CONS

- One dimensional solution to life balance. Affirmations
- Convoluted UI
- Requires subscription





Competitor 2

7 Minute Chi

Description

App that uses video to demonstrate movements accompanied by voice overs to direct your breathing



PROS

- Visual instruction
- Voice over breathing guidance
- Minimal time commitment



CONS

- No context offered as to why you're doing what you're doing
- Poor UI experience
- Focuses on physical aspects only





Competitor 3

Holden QiGong

Description

App to teach QiGong for fitness and improved energy.



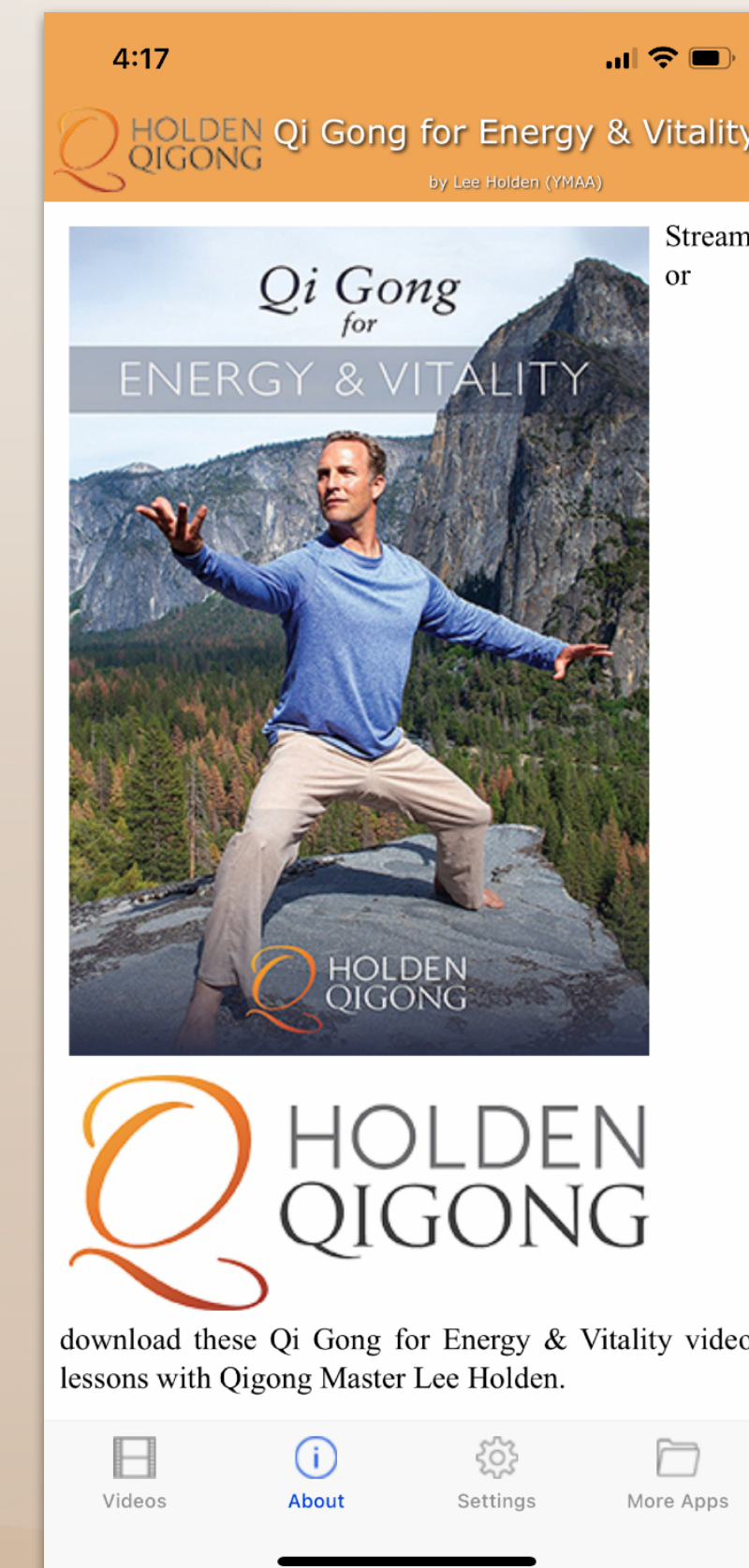
PROS

- Taught with the backdrop of a natural park
- Visual demonstration
- High production quality of video and audio



CONS

- Expensive
- Voice over primarily use for explanation of the benefit of exercise, not the mechanics of how it works
- Seems impersonal better suited for YouTube



Research

Target Audience

Audience Characteristics

- Urban Professionals w/income \$75K+
- Health Conscious
- College/Post Grad

Secondary Audience

- 25-35 yr olds, relatively new to the demands of the professional world. Seeking a way to help manage all the new found career demands, relationship demands, and having some “self care me time”

Tertiary Audience

- Individuals recovering from sports/cross-fit type of injury. Seeking a solution that makes them feel like they are still attentive to their physical fitness but through a solution that reduces risk of re-injury

Survey Insights

Top Recurring Comments

1

Integration with Other Apps

- User interest consistently focused on integration with other apps they use such as the Apple Health App for consolidated tracking of their wellness, LinkedIn/Facebook for social sharing and encouragement, and their calendar system so that they could integrate the workouts into planned daily schedules.

"I'd want to be able to share my progress on social media. Also use it to attract customers since I'd be using it..."

2

Progress Tracking

- Here, users recognized the value of the app but wanted assistance in evaluating and measuring their progress. There were mentions of how the Peloton app tracks and visualizes workout achievements and workout history over the weeks, months, and years.

"I have a Peloton. It's not exactly the same but I like that it helps me track my progress and has a variety of exercise options..."

3

Long-term Commitment to Wellness

- Every respondent discussed how they value their wellness in light of the demands of their careers. There was acute awareness that their work performance and life happiness impact one another in a very symbiotic way. There was a consistent desire of each survey participant to find a solution that would fit their lifestyle in a way where they might derive a sustainable benefit

"I think a lot of people are fatigued by work, Covid, and just life. Anytime you can give me some help finding my balance, I'll take it!"

Personas

Jackie - The Strategist

Age: 55

Status: Married

Location: Metro

Occupation: Sales Manager

Interest: Reading, Biking, Playing Piano, and Writing

About

Jackie loves her “me time”. She is fiercely protective of this time so that she can step away from the demands of job. Because she is continually focused on meeting sales goals and deadlines, her days are filled with meetings and coaching her sales staff. Because she is an introvert, she finds she is drained at the end of the day

Needs

Jackie needs a way to restore her energy while unwinding at the same time. She feels going to the gym or lifting weights is too physical for her and wants something that’s low impact.

Frustrations

Jackie is frustrated by not being able to find a routine that fits her lifestyle. While her self-help books point the way, they offer no real assistance in helping her establish a sustainable habit.

★ Key Feature Recommendation

Because Jackie values getting results, she also know the importance of getting started in a structured way. Her “must have” is a tutorial that not only shows her how to navigate the features in the app but also has a beginner demo. She wants to feel reassured that she can select a progression that gets her started but without overwhelming her.



User Story & Task Flow

Jackie - First Time Using App

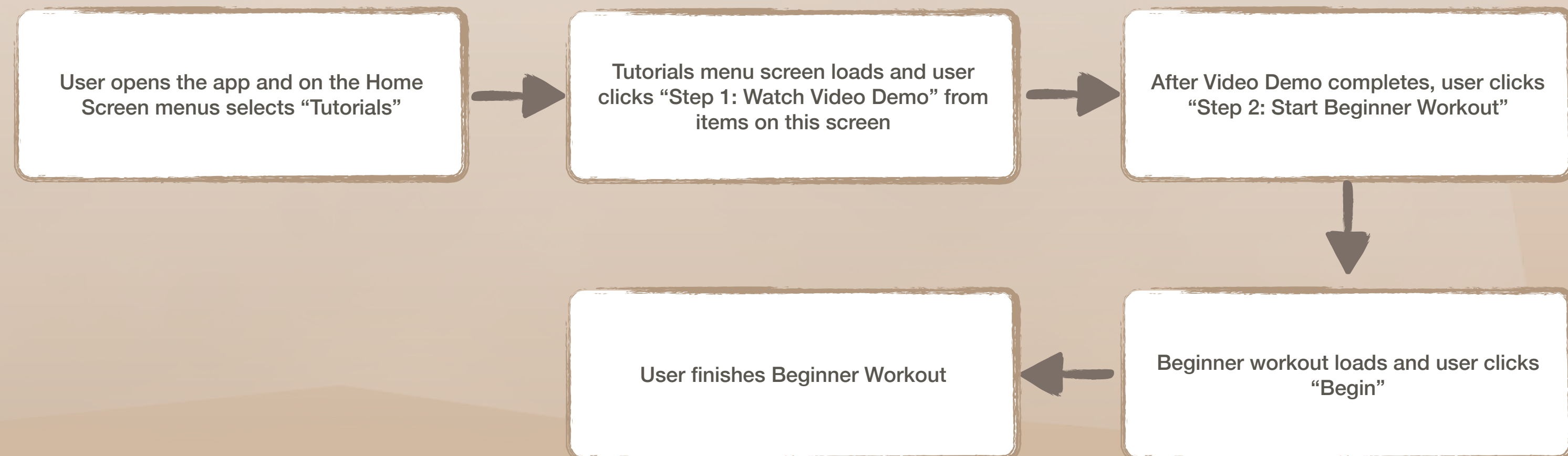


STORY: Jackie loves her “me time”. She is fiercely protective of this time so that she can step away from the demands of job. She heard about the Balanced Life app and immediately downloaded it to her phone. She’s cautiously optimistic but wants to get started quickly

As first-time user of this app I want to view a tutorial demo for getting started

So that I can select the type of workout I want as a beginner.

Because I want to ensure I gradually work this into my lifestyle without getting frustrated with the level of difficulty or the time commitment



Personas

Scott - The Scheduler

Age: 35

Status: Single

Location: Metro

Occupation: Programmer

Interest: Gaming, Dogs, Cross-fit, and Traveling

About

Scott loves having a full schedule. Since he's single he looks enjoys staying on the go. He's got a great job and is paid well as a developer, but is finding that it's becoming harder to create a division between his life and work. He's noticed that he spends more time gaming and less time being active. He also has suffered a few cross-fit training injuries and he wonders what other things he could use to unwind and stay fit.

Needs

Scott needs a way to blow off some steam but without just sitting on his couch and gaming. 10 years ago he started cross-fit but now finds he's more prone to sprains and other related injuries from the high impact routines

Frustrations

Scott is frustrated because he feels there isn't a balance solution to him blowing off the stress of the day without returning to his cross-fit gym. He doesn't want that. He's noticed his stress levels are higher than ever and he's gaining weight.

★ Key Feature Recommendation

Because Scott depends on his calendar and reminders to track his schedule and manage his life, he wants an app that not only has reminders, but syncs with his iCal app and recommends a workout schedule.



User Story & Task Flow

Scott - Sync Workout Schedule with iCal

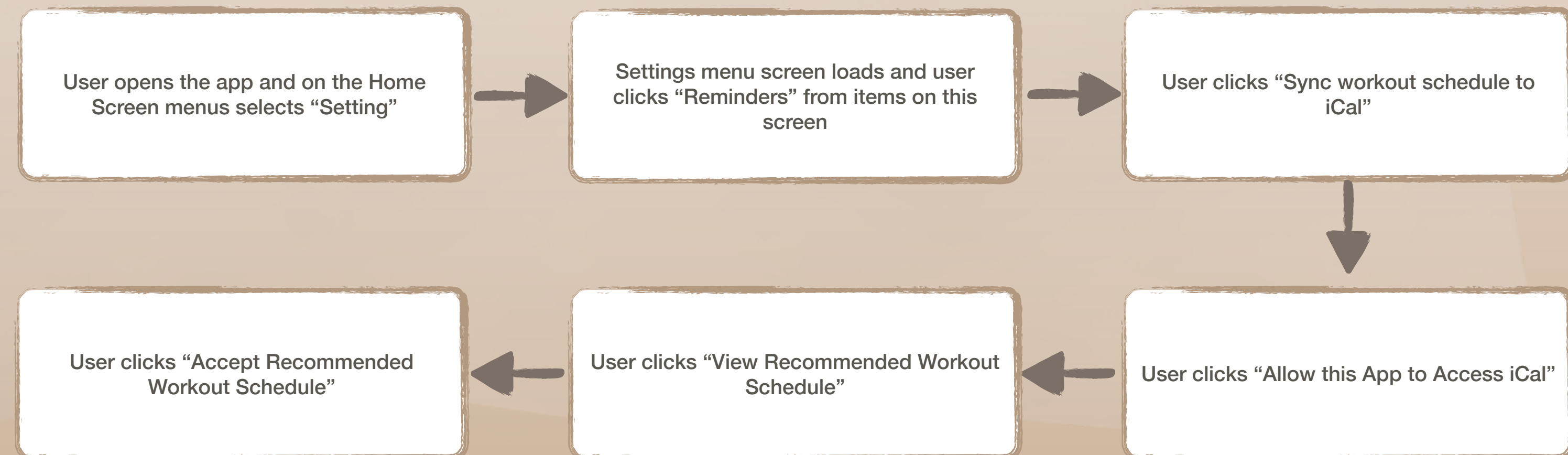


STORY: Scott loves having a full schedule. Since he's single he looks enjoys staying on the go. He's got a great job and although he is single he like having structure in his life. He downloaded the Life Balance App and now wants to fit it into his schedule by synching it into his iCal app.

As someone who lives by having a schedule I want to sync my workout schedule to my iCal

So that I can fit the workouts into my life when convenient for me

Because I want a realistic plan for using the app on a schedule that works with my existing iCal appointments



Personas

Damaris - The Analyzer

Age: 43

Status: Married

Location: Suburbs

Occupation: Analyst

Interest: Church, Cooking, Pilates, and Reading

About

Damaris loves spending time with her 3 kids. She's the "Go To" analyst at work and is respected by her peers and managers. However, the demands of her family and her job have now placed a strain on her quiet time. She has noticed she becomes easily frustrated at work and home.

Needs

Damaris needs a way to make the most of the quiet moments she has at the end of the day once the kids are in bed. She loves reading but finds she needs something more. Going to a gym is not an option and she doesn't have any space at home for exercise equipment.

Frustrations

Damaris is frustrated because even though she's a dedicated mom and wife, she can't find time for some self-care. The self-help books are great but she needs a more active way to take words from the page and integrate them into her life.

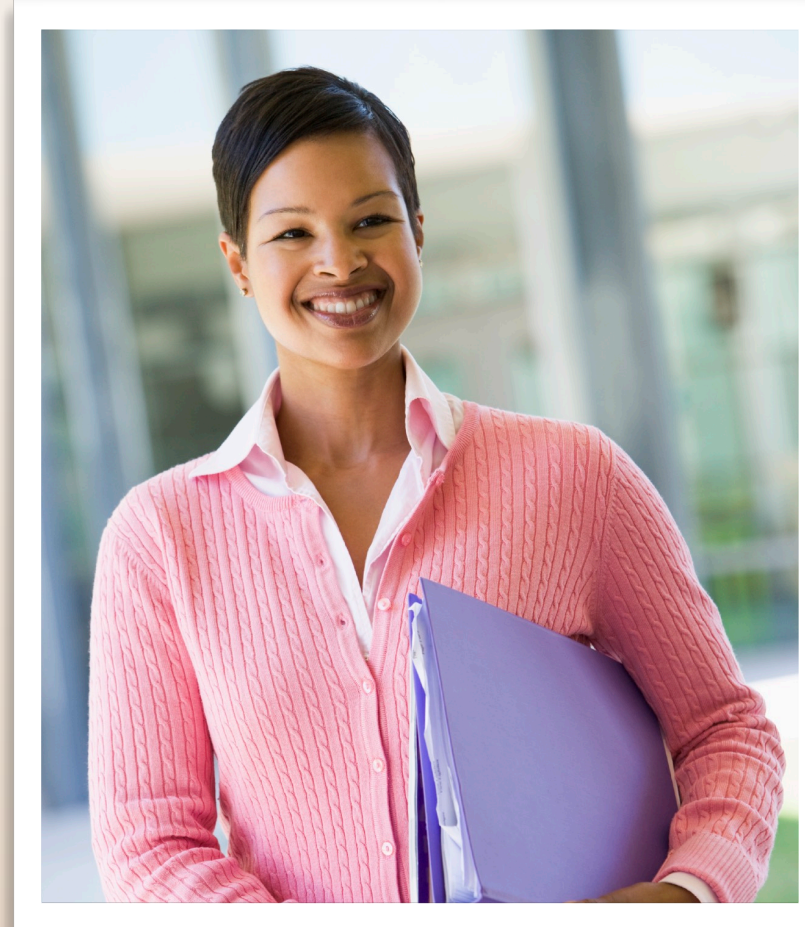
★ Key Feature Recommendation

Because Damaris is an avid reader she wants to make sure that the physical aspects of the app are supported by content she can read in her down time. She believes it is important for her understand the philosophy and physical aspects of why she is doing the exercises in order to fully realize with the benefits.



User Story & Task Flow

Damaris - Understanding the Why

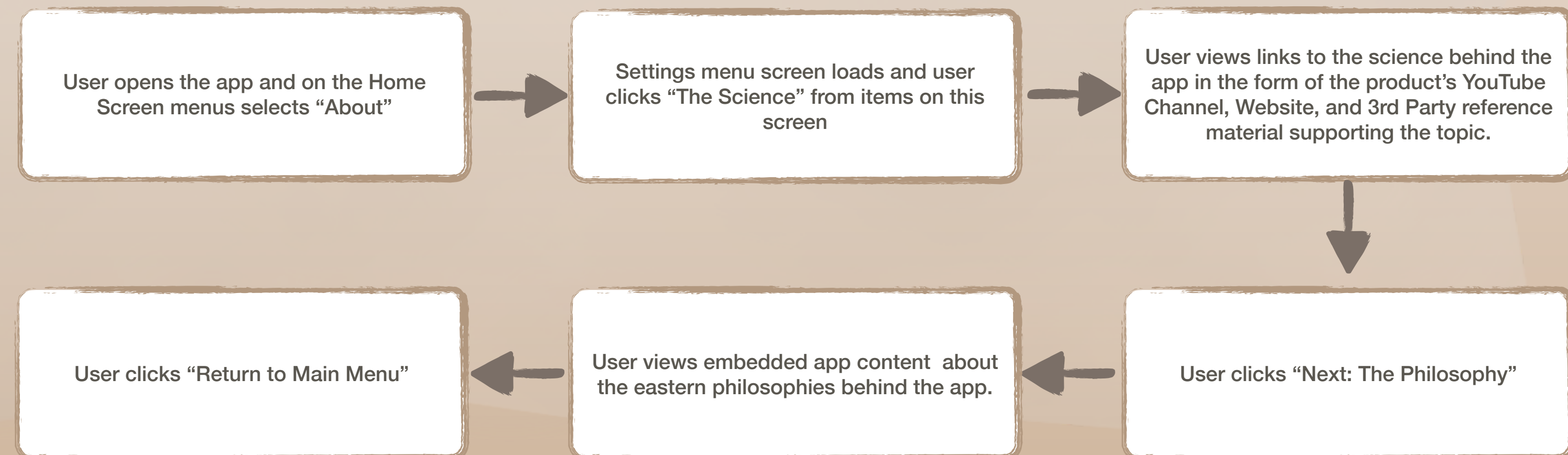


STORY: Damaris is an Analyst by day, but she is continually intrigued by how things work and why they work. She has downloaded the app based on a recommendation from a coworker. She's even completed an initial workout and setting up future reminders. However, she wants to know why the app has her doing the movements and the basis for them.

As someone who lives by analyzing things I want to know why these exercises work

So that I can feel confident that there is a philosophical and physiological basis for it all

Because I want to know I am investing my time and energy in something I can understand the "Why" behind how it works



Incentives & Awards

Promoting App Stickiness

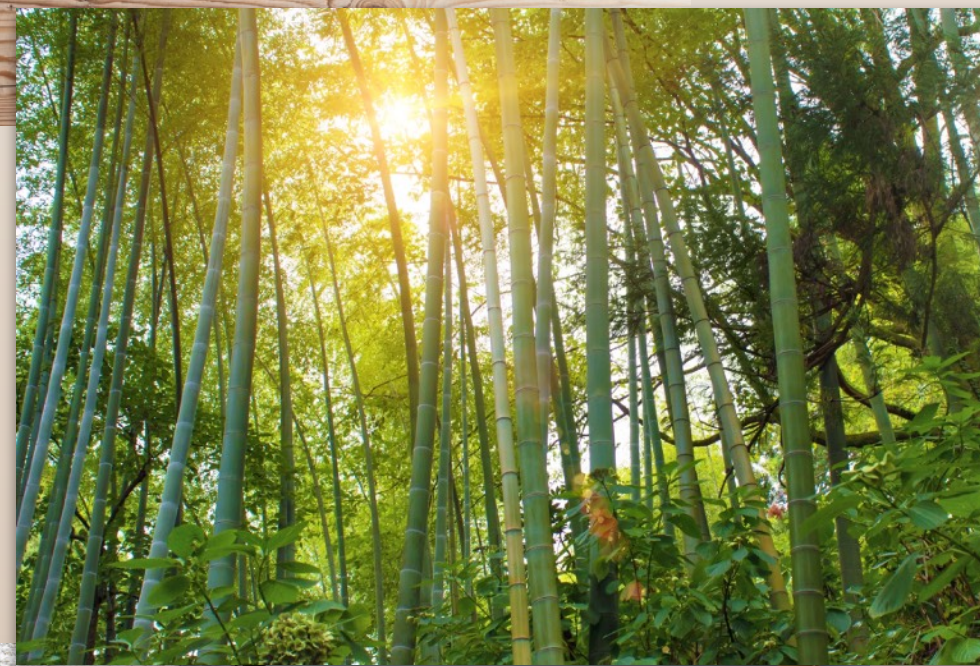
Achievement Badges

- To promote return usage, badges and achievements will be awarded that also unlock access to additional content within the app.



Mood Board

Inspiration for Visual Language



TYPEFACE

Avenir Next Bold

Avenir Next Bold Italic







Avenir Next Medium

Avenir Next Medium Italic

Avenir Next Ultra Light

Avenir Next Ultra Light Italic

COLOR PALETTE

	3F5B73
	8697A6
	59564F
	F2C8A2
	BFA084
	4D6134

Appendix: Supporting Data

Survey Data

- Karyn B
- Lisa S
- Tyrone N

Card Sorting Data

- Data Structures Sorting Exercise
- Task Flow Exercise
 - StoryBoards

Survey Responses

Karyn B.

Age: 48

Status: Married

Location: Dallas

Occupation: Occupational Health Nurse

Interest: Fitness, Meditation, Volunteering, and Jazz Music

Survey Responses

1. What benefits (if any) do you see from this the Life Balance App?

- a) Seems easy to do. Not too physically demanding.
- b) I like that it has a non-physical aspect. Not quite spiritual but the idea of internal harmony seems interesting.
- c) Is it free, subscription based, or onetime purchase? I'm tired of subscription based things. I think a nice benefit would be a free app that I can decide to purchase an upgrade. A one time purchase.

2. Can you identify at least three (3) ways the Life Balance could benefit you?

- a) Well I guess it could help me become more active. At least help with my flexibility. I get pretty stiff just sitting at my desk job all day.
- b) Like I said before, there might be a mental benefit. You know, an internal harmony thing. Stress reducer. That'll be appreciated.
- c) Will it help me defend myself? I didn't get that it would or wouldn't but I'd think that would be good.

3. What features would you expect from an app like this?

- a) My Apple Watch has the Health App. Can this integrate with that. I'd want that. That's big. They say "what gets measured get's managed" right? I'd want to include this as part of all the things I measure to manage my health. It should be seamlessly integrated
- b) I'd like to be able to share or exchange info with my friends. I guess there could be some way to connect to my LinkedIn account. That would be useful.
- c) It should have reminders to help me remember to complete the exercises for that day

4. Have you used any projects similar to this?

- a) I have a Peloton. It's not exactly the same but I like that it helps me track my progress and has a variety of exercise options.
- b) I also tried the Nike app but that seemed mainly for runners. It had some other fitness things but it didn't resonate with me.

5. Do you see any problems with this project?

- a) I don't think people know what it is. Sorry. I think you'll have to educate people on exactly what it is and why they should use it. I mean I know now, but at first I was confused.

6. Can you identify at least one problem that you think should be taken care of?

- a) You need to think about how to educate people and then show them some actual results. I'm guilty of buying into those weight loss informercials. They do a good job at helping people see themselves benefiting by showing testimonials. Maybe you need that.

7. Have you any final recommendations for the Project?

- a) Nothing else. Sorry those are all my ideas.

Survey Responses

Lisa S.

Age: 53

Status: Married

Location: Los Angeles

Occupation: Life Coach

Interest: Renovation, Motorsports, Reading, and Mentoring

Survey Responses

1. What benefits (if any) do you see from this the Life Balance App?

- a) I'm a believer in meditation so this looks to add to that by making it a moving meditation.
- b) I think a lot of people are fatigued by work, Covid, and just life. Anytime you can give me some help finding my balance, I'll take it!
- c) There seems to be a physical fitness component. Not sure how much but from what you described looks like that could be a benefit.

2. Can you identify at least three (3) ways the Life Balance app could benefit you?

- a) If it has a reminder, then that would help me create a pattern. A routine.
- b) I never stretch. Sitting in front of my computer all day makes my back stiff. I could benefit from that if that's part of your app's routines.
- c) It could help me focus on what matters and stop focusing on all the junk. Most of my junk just stresses me out. Help me get rid of the baggage.

3. What features would you expect from an app like this?

- a) Martial arts movements look great but I'm pretty sure they're hard. I'd need the app to help me know how I'm doing. Some sort of visual feedback like I'd get from an in-person instructor
- b) It would be cool if I could use my own music in the background. Lots of apps allow that.
- c) I'd want to be able connect it to my TV somehow. I don't see holding my phone while trying to do the exercises.

4. Have you used any apps similar to this?

- a) I've tried a few affirmation apps mainly. Most of them let you record your own affirmation or use theirs. I haven't really tried anything exactly like yours, though.

5. Do you see any problems with this project?

- a) Like I said, it has to connect to a tv so that I can see it on a big screen. My eyes are getting old! Lol!

6. Can you identify at least one problem that you think should be taken care of?

- a) How about the routines. I'm not clear on if the app has everything I need or if I will out grow it. Can you get more lessons as you get better? Do I have to buy those or do I get a lifetime membership for new content. I'd like that.

7. Have you any final recommendations for the Life Balance App?

- a) I hate paying monthly subscriptions. Feels like I never finish buying things that way. I'd rather have total price and know that I can also get free updates. If not free, at least at a good price if I pay in advance

Survey Responses

Tyrone N.

Age: 36

Status: Engaged

Location: Dallas

Occupation: Consultant

Interest: Off Roothing, Jet Skiing, Fitness, and Foreign Travel

Survey Responses

1. What benefits (if any) do you see from this the Life Balance App?

- a) Everyone is looking for work-life balance. I think anything that helps with that is helpful - especially in my line of work.
- b) Stress kills performance and sometimes people. I see this app as maybe helping with removing stress.
- c) Based on what you described, the meditation piece could help people focus more. That could lead to better job performance too. That's what I help people with.

2. Can you identify at least three (3) ways the Life Balance could benefit you?

- a) Ha! I could use it in some of my consultations. Like I said I help businesses perform better. This might help me help others.
- b) I guess it could help me too. I do a lot of physical things. Every once in a while I sprain something. Maybe that's because I'm too stiff. This might help.
- c) I always want to learn some martial arts but without getting punched in the mouth. I like that I could use this app without having to get into all that hand to hand stuff.

3. What features would you expect from an app like this?

- a) I'd want to be able to share my progress on social media. Also use it to attract customers since I'd be using it. They'd see it as relevant for them.
- b) I'd like it to sync reminders to my calendar. I don't really like when apps send me notifications. I prefer to add it to my planner that way.
- c) It would be nice to have the demo take place in exotic locations - or at least seem that way. I've seen apps that show the instructor leading the class from a beach. I like that.

4. Have you used any apps similar to this?

- a) I use the Better Up app. It is for self help and coaching. Not really the same thing but it's for self improvement like yours. It syncs to my calendar, by the way.

5. Do you see any problems with this project?

- a) Competition. There's lots of apps out there for fitness and general well being. You'd have to overcome a crowded segment. I typically advise clients to get a sponsor. Someone with some an installed following so that they can promote your product. That helps. Beyond that, you'll have to fork out a bunch of cash for advertising. There's a million apps on the app store you know. Literally.

6. Can you identify at least one problem that you think should be taken care of?

- a) Again, you have to figure out how to get visible and hit your target audience. You have a good idea but it still can get lost. Especially since not a lot of people will know what's unique about your app. You gotta address that or you'll have the best life balance app no one ever heard of.

7. Have you any final recommendations for the Life Balance App?

- a) Not really. I'd need to use it to give you any more recommendations. But definitely figure out how to promote it. That's a big deal.

Card Sorting

App Structure

Structuring App Functionality

This first exercise required participants to look at the functions with our app and then group them into logical sets. In other words, considering what could be done inside the app, I wanted to understand how users would expect these items to be organized and intuitive to find.

This resulted in three dominant outcomes as showing on the following slides.

STRUCTURE

Card Sorting: App Structure

Initial Categories

- Awards
- Rate App
- Contact Us
- Physiology
- Settings
- Philosophy
- Analyze Movements
- Share App
- Techniques
- Record Movements
- User Profile
- Planner/Scheduler
- Social Sharing
- Progress
- Meditation Timer
- Badges
- Tutorial
- About the App



Card Sorting: App Structure

Outcome #1

- Rate App
- Social Sharing
- Share App
- Physiology
- Philosophy
- Settings
- User Profile
- Tutorial
- Techniques
- Progress
- Analyze Movements
- Record Movements
- Awards
- Badges
- About the App
- Contact Us
- Planner/Scheduler
- Meditation Timer



Card Sorting: App Structure

Outcome #2

- Share App
- Social Sharing
- Rate App
- Progress
- Awards
- Badges
- Settings
- User Profile
- Tutorial
- About the App
- Physiology
- Philosophy
- Contact Us
- Techniques
- Record Movement
- Analyze Movements
- Planner/Scheduler
- Meditation Timer



Card Sorting: App Structure

Outcome #3

- Share App
- Social Sharing
- Settings
- User Profile
- About the App
- Rate App
- Contact Us
- Tutorial
- Techniques
- Record Your Movements
- Progress
- Meditation Timer
- Philosophy
- Planner/Scheduler
- Awards
- Badges
- Physiology
- Analyze Movements



Card Sorting

Taskflows

Revealing Flow Sequences

This second exercise required participants to complete the traditional card sorting exercise. In addition to sorting the cards into a sequence they were free to eliminate any steps they felt were a wasted step or unnecessary.

The unsorted steps are in the first column, the sorted cards are in the middle column and cards that participants eliminated are shown on the far right.

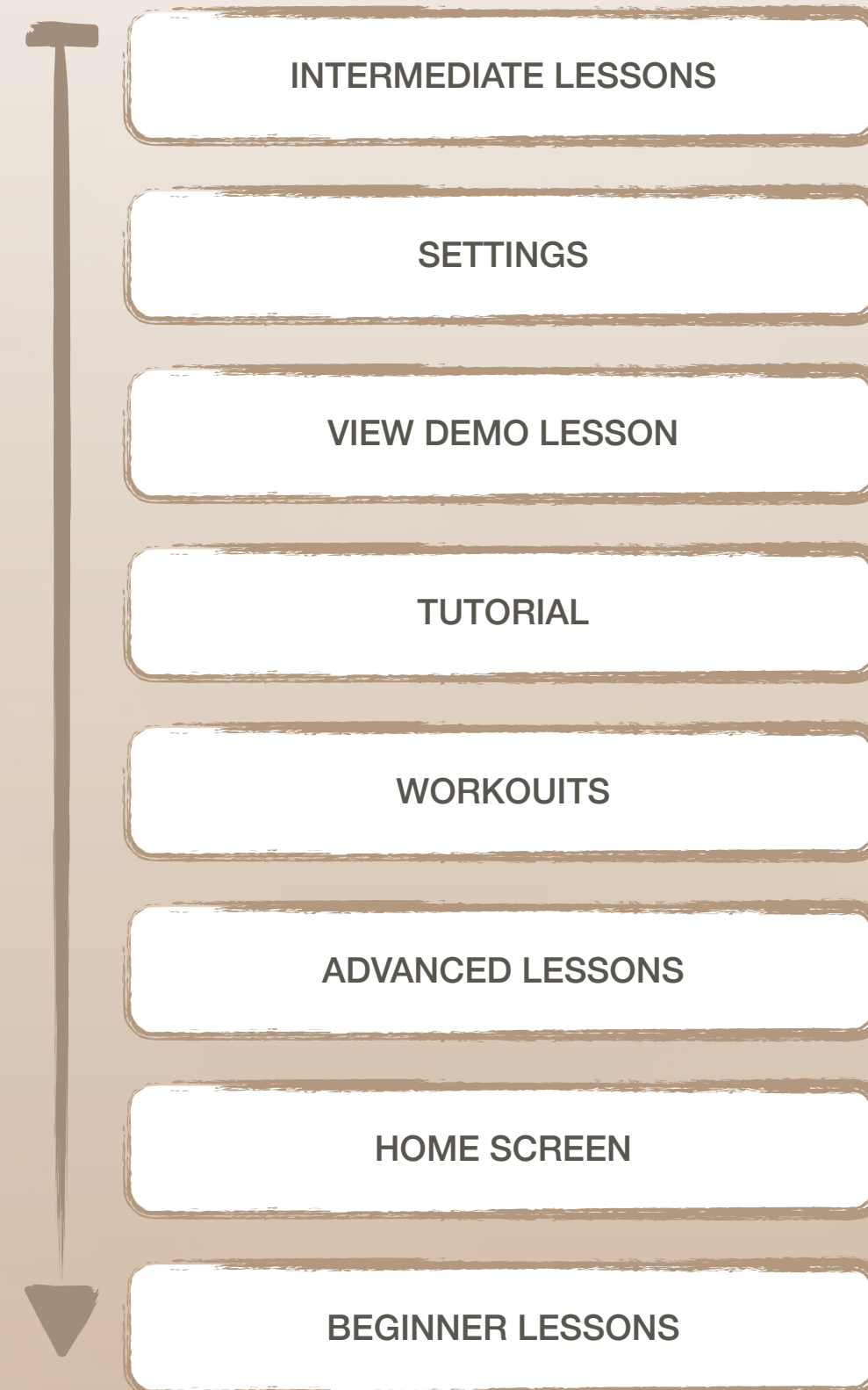
SEQUENCES

Card Sorting: Task Flow 1

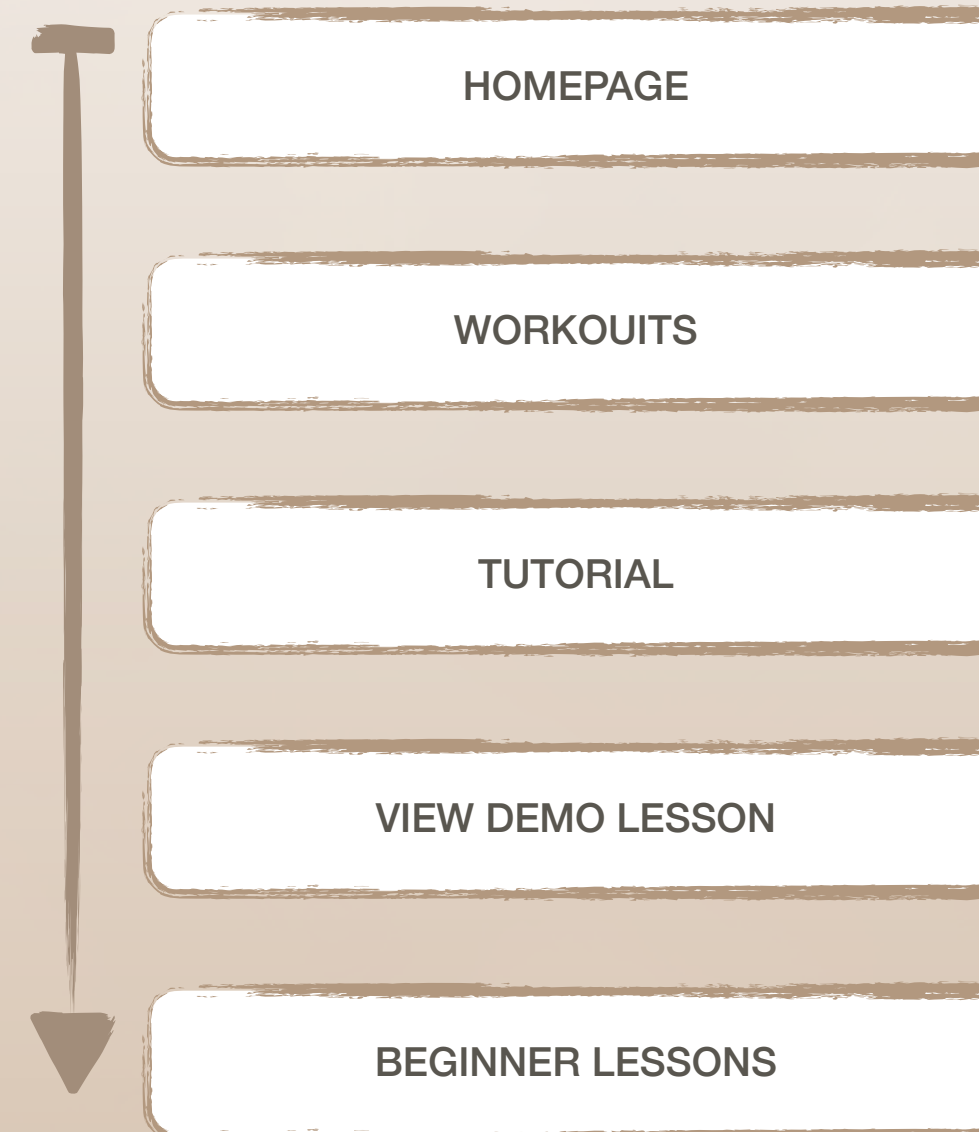
View Tutorial & Begin Workout

TASK FLOW

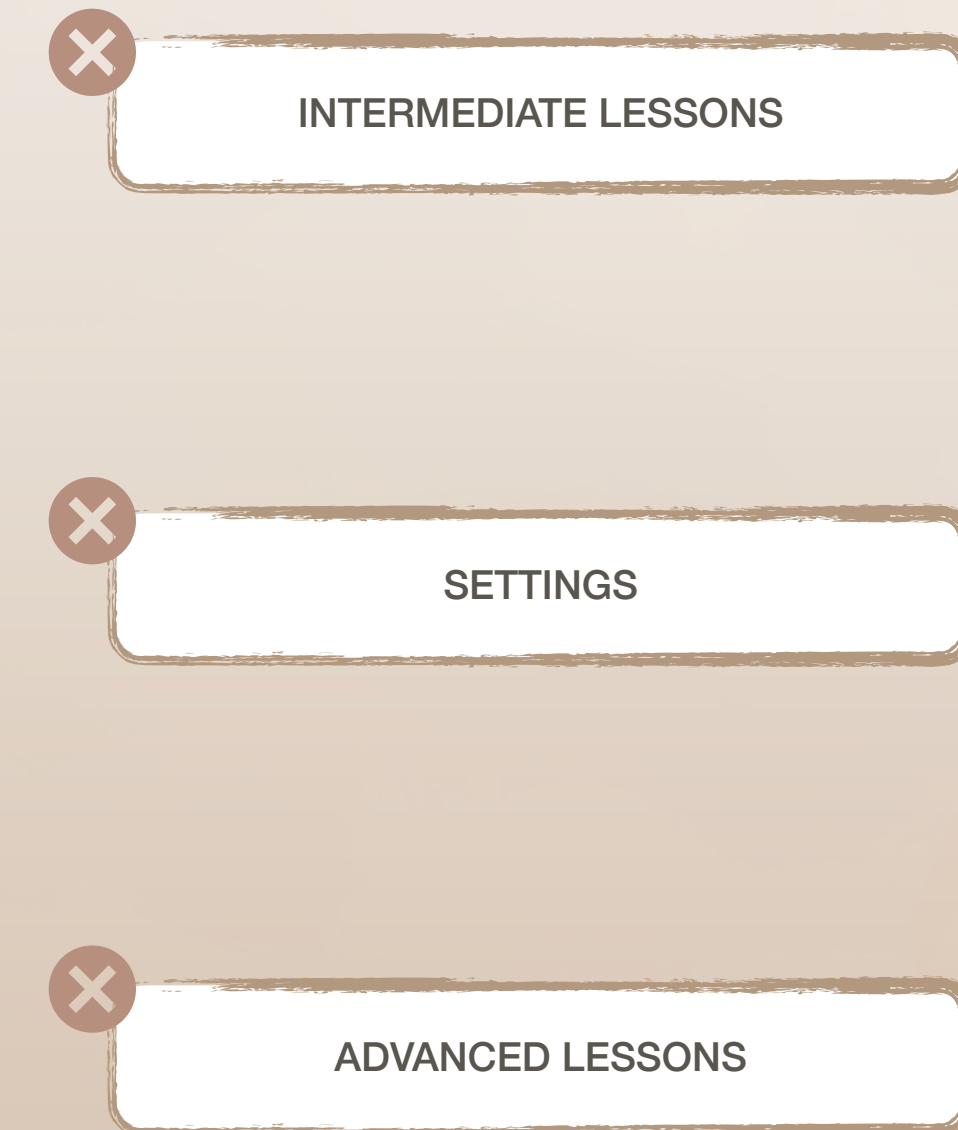
Task



Results

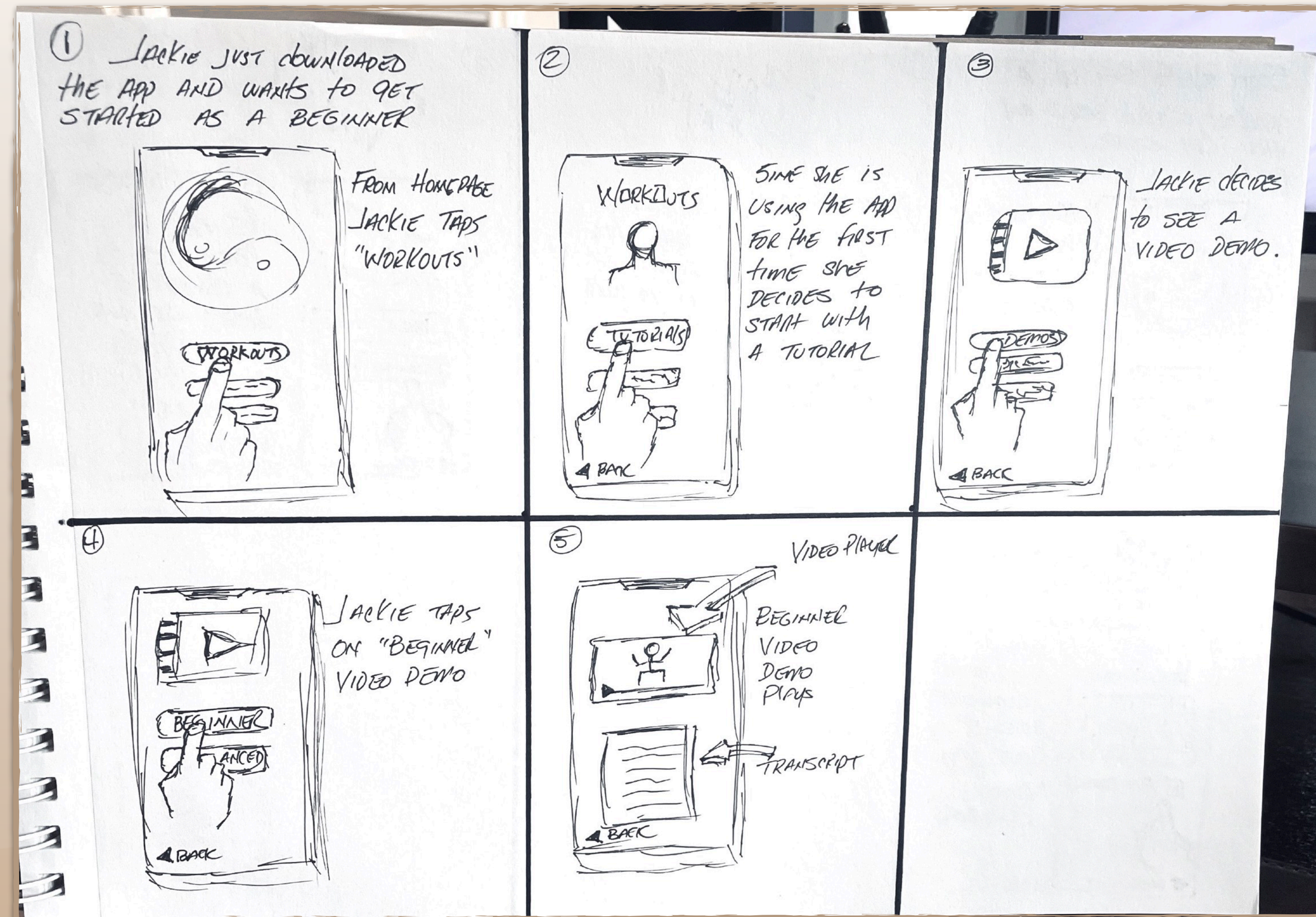


Task Removed



Card Sorting: StoryBoard 1

View Tutorial & Begin Workout

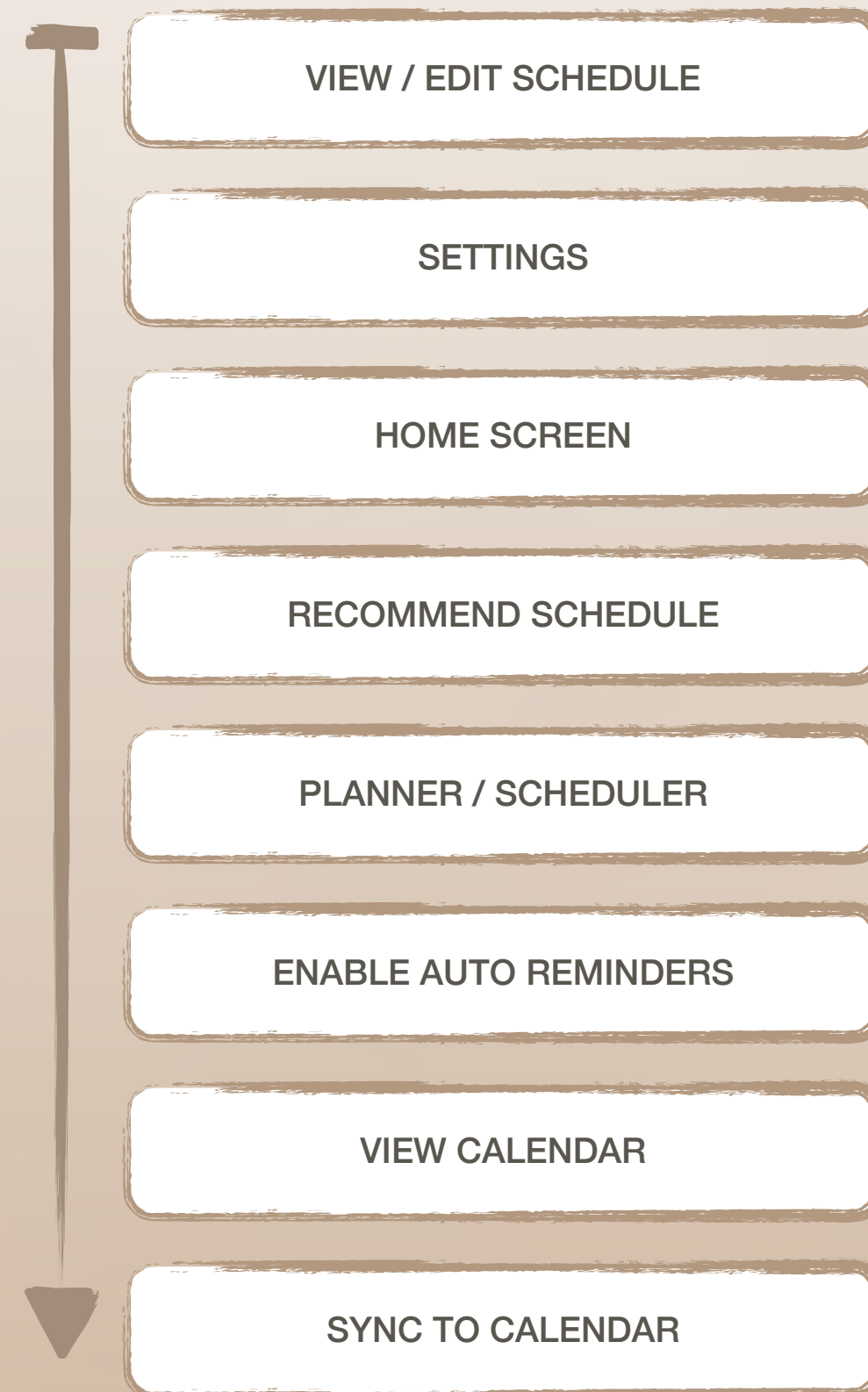


Card Sorting: Task Flow 2

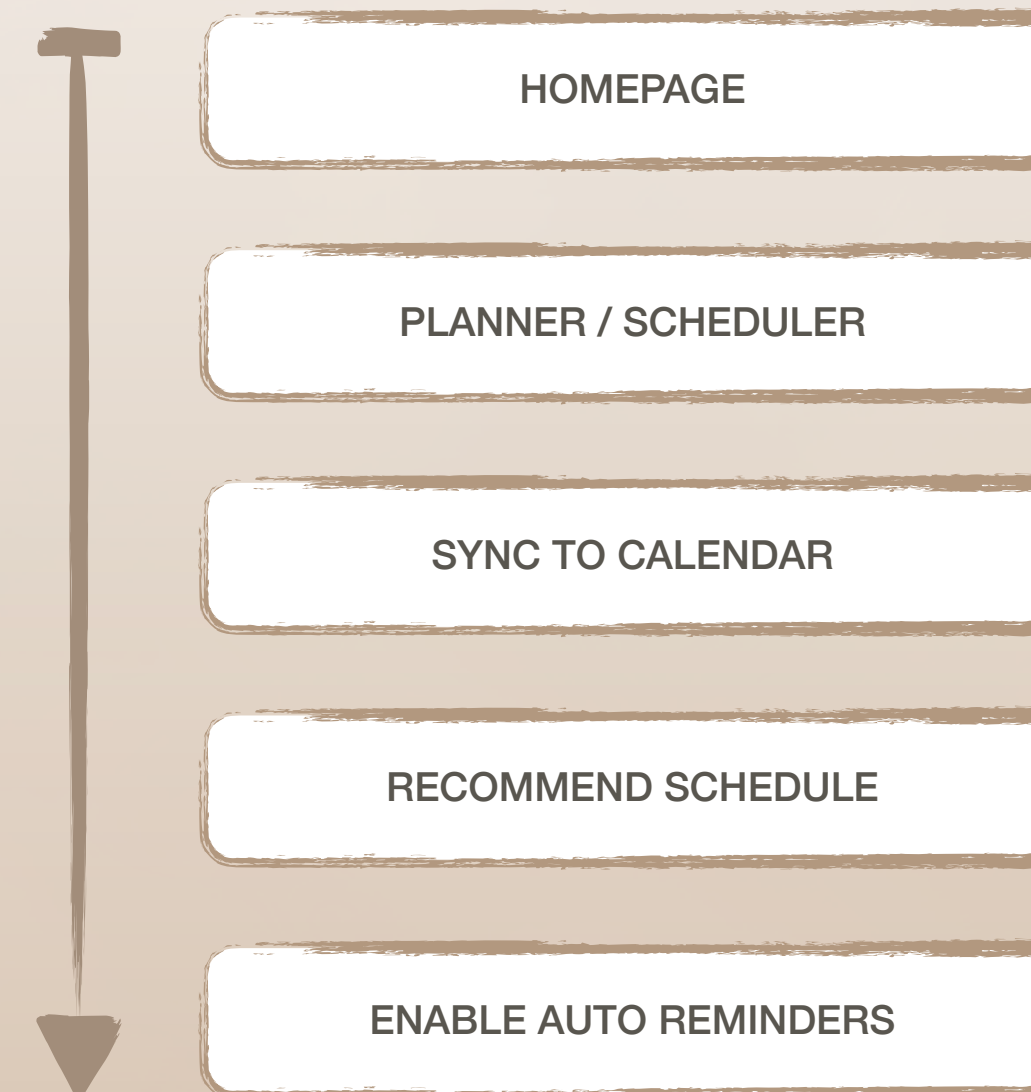
Sync Workouts with iCal

TASK FLOW

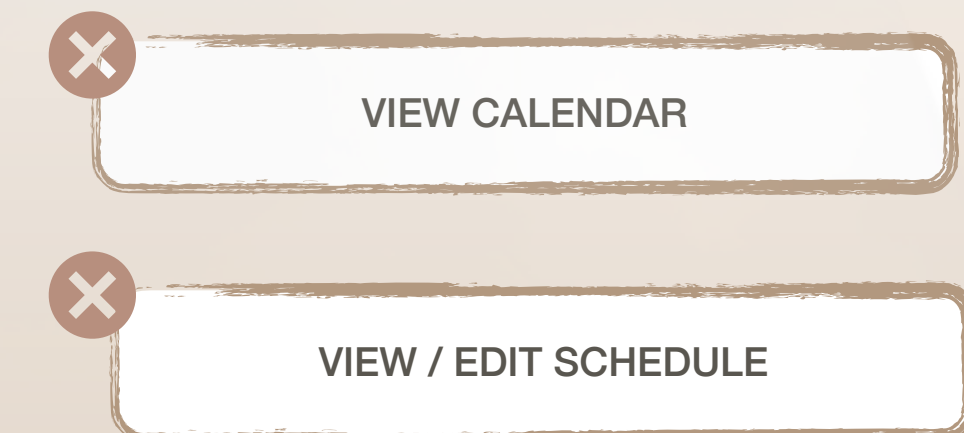
Task



Results

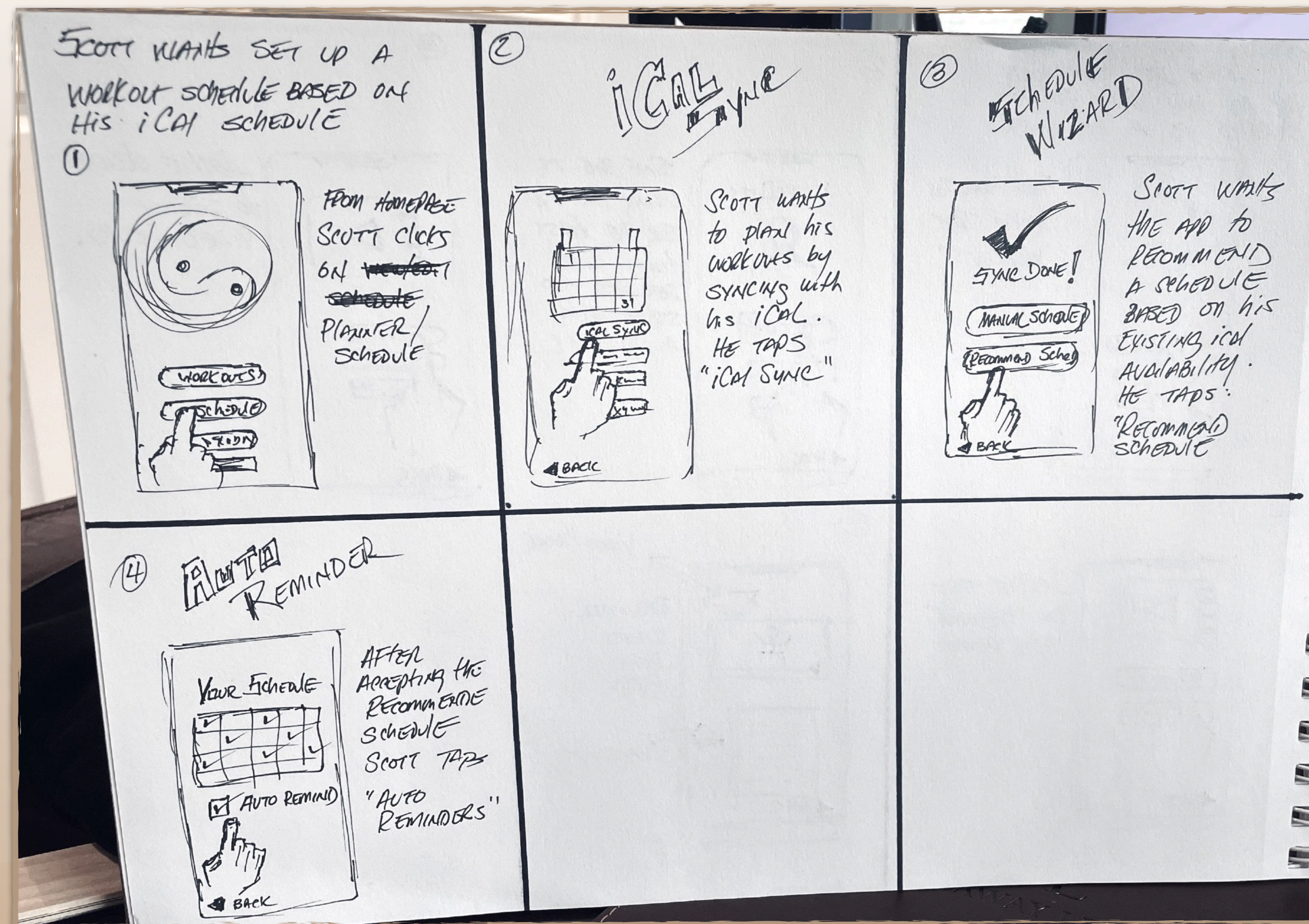


Task Removed



Card Sorting: StoryBoard 2

Sync Workouts with iCal

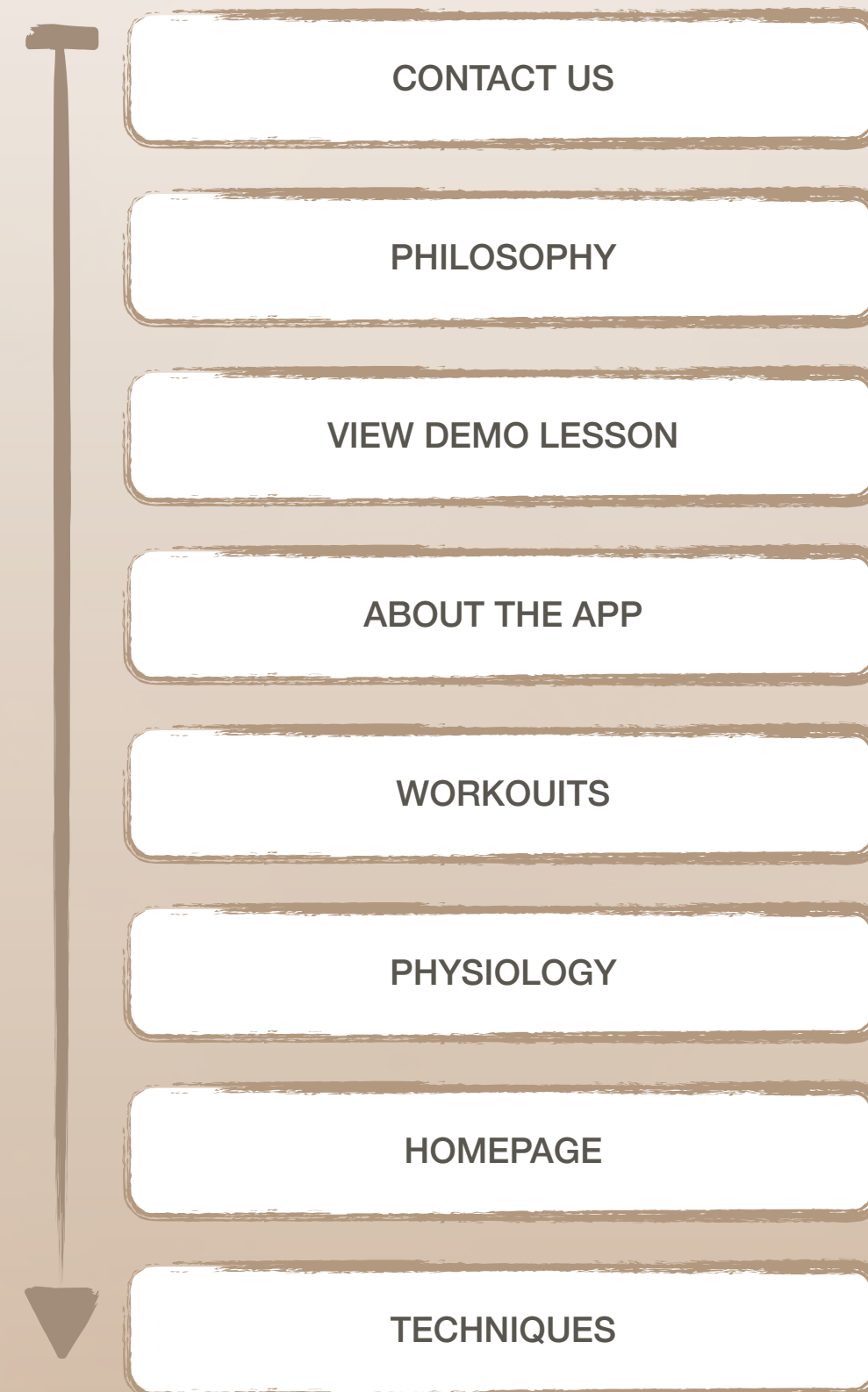


Card Sorting: Task Flow 3

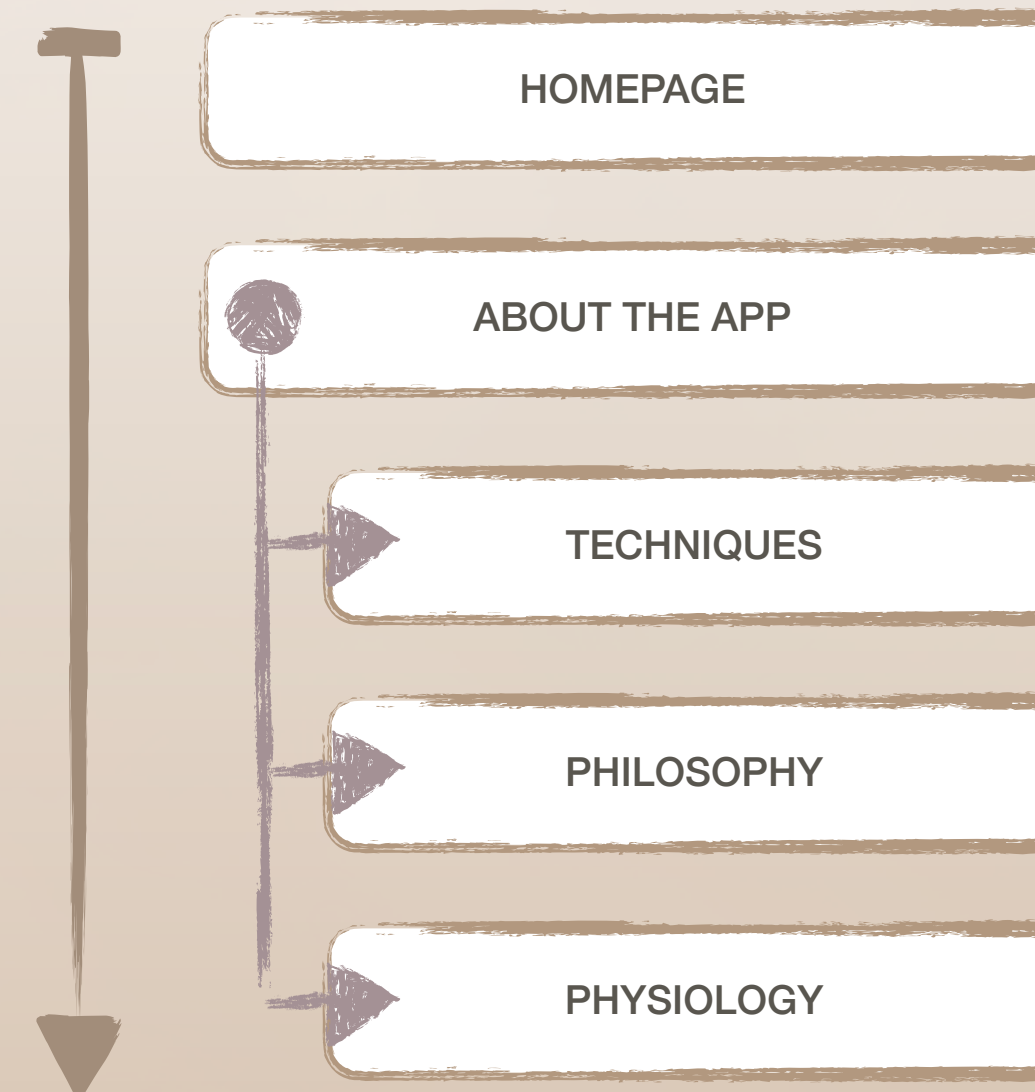
Understanding How It Works

TASK FLOW

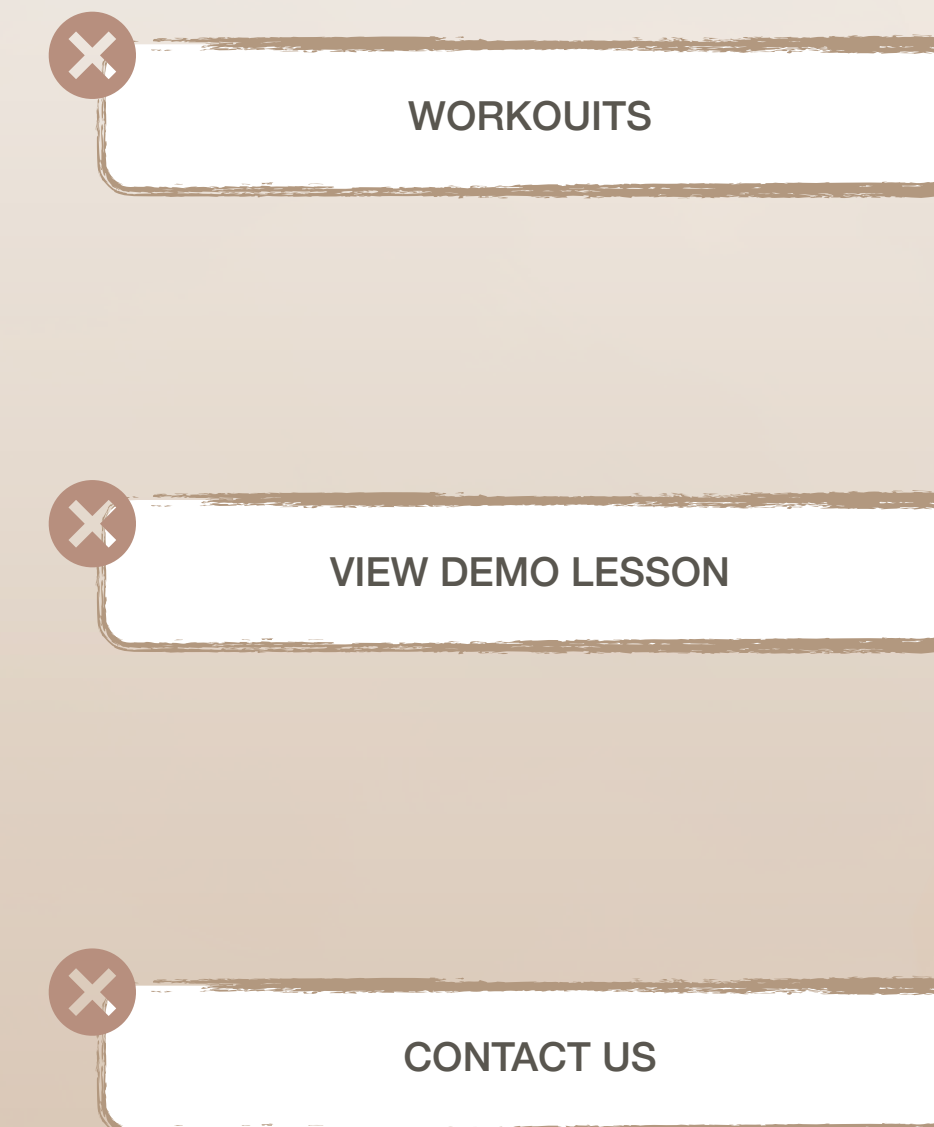
Task



Results

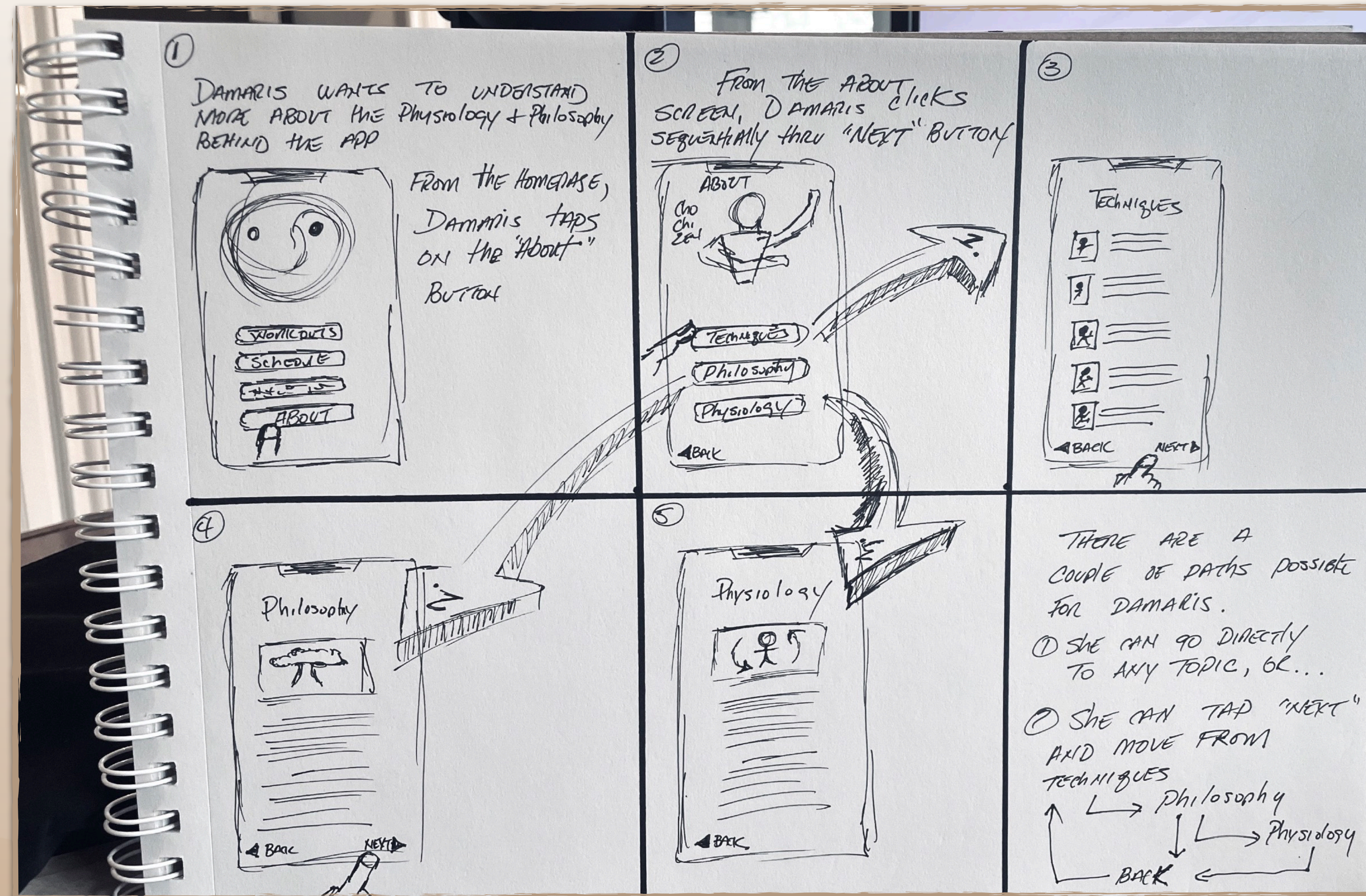


Not Selected



Card Sorting: StoryBoard 3

Understanding How It Works



Wireframe Overview

Jackie's 1st Workout Task Flow



SUMMARY

1

Jackie wants to begin her first work out. She taps the Quick Start button.

2

First Lesson preview screen loads. Page has a lesson description and links to jump directly to sections. Jackie taps the Play icon to begin.

3

As the lesson video plays, Jackie wants to view information about the technique she sees. She taps the "Info" icon

4

An overlay appears with an explanation and tips about the technique. Jackie views this then clicks the "X" to close the overlay and return to the workout.

5

Jackie wants to change the background environmental sounds from Ocean to Forest. She taps the icon that looks like music notes.

6

Overlay appears with the the different background environment sounds available. Jackie taps the Forest Sound FX from the list and then closes the overlay.

7

Next, Jackie would like to rewind to view the previous technique in her current workout. She taps the "Rewind" icon once.

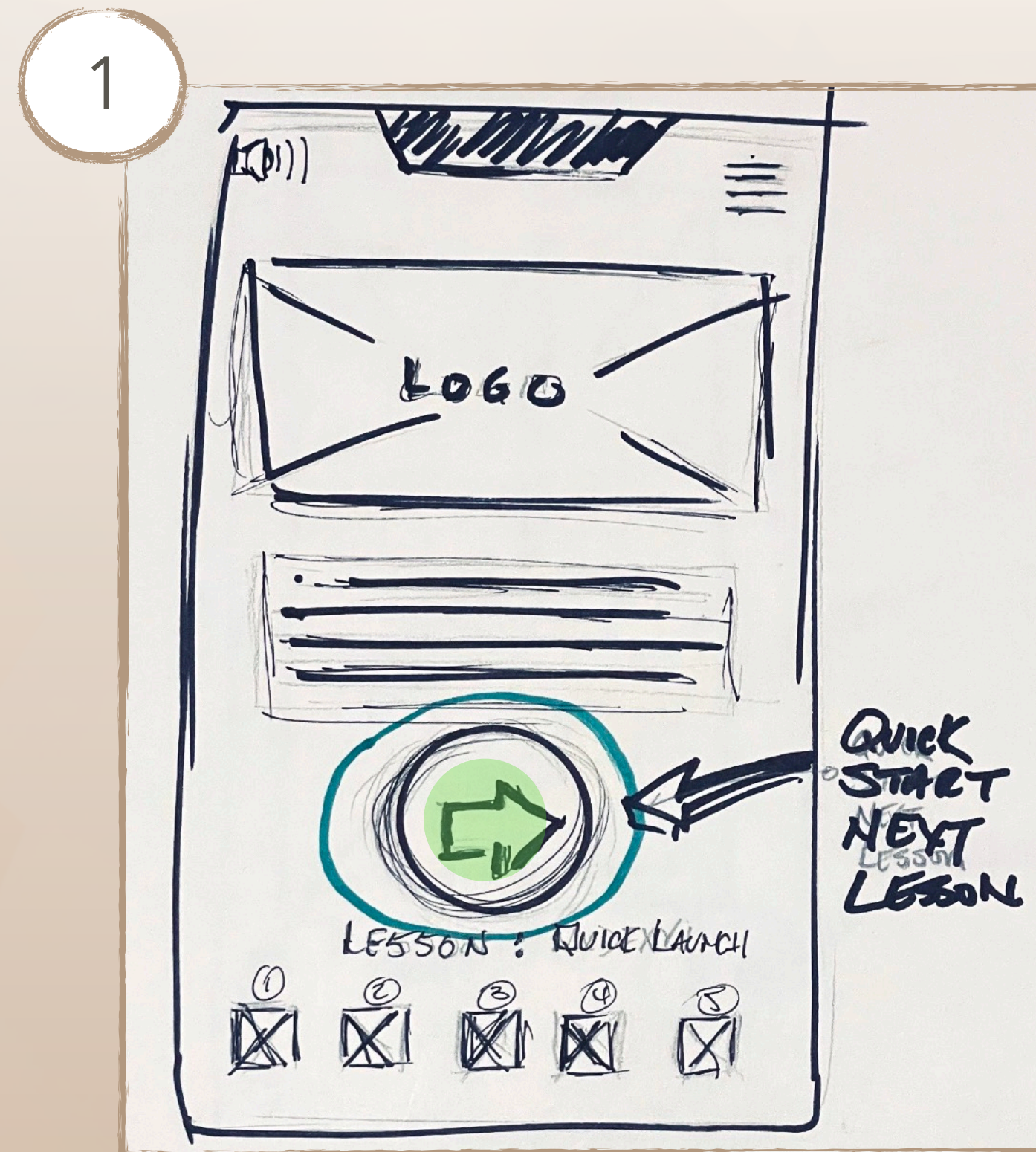
8

Jackie realizes she would like to view information contained on the main page for this workout. Jackie taps the "Pause" button and then the "Back" arrow.

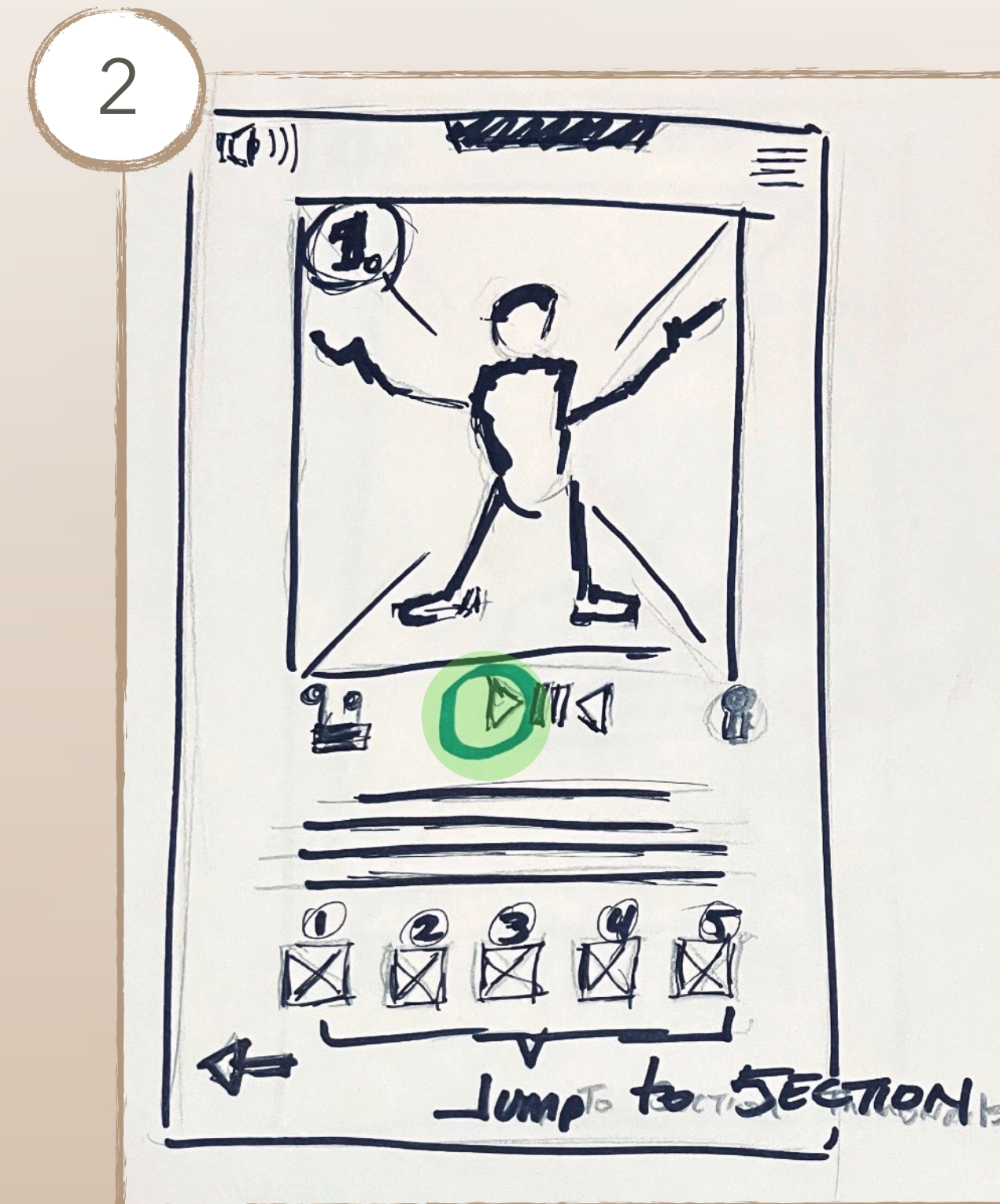
Wireframes

Begin 1st Workout

FIRST WORKOUT



Jackie wants to begin her first workout. She taps the Quick Start button.

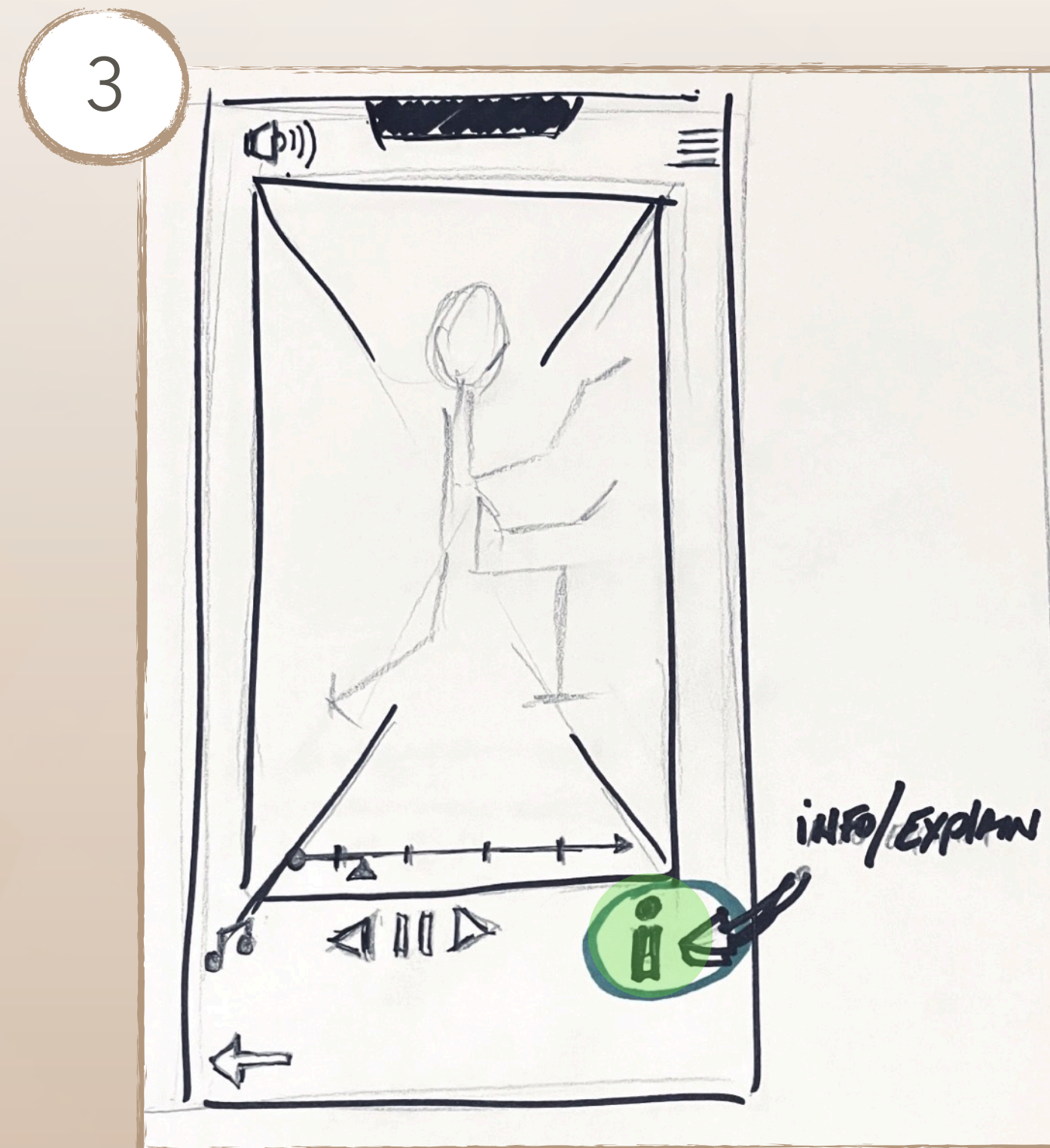


First Lesson preview screen loads. Page has a lesson description and links to jump directly to sections. Jackie taps the Play icon to begin.

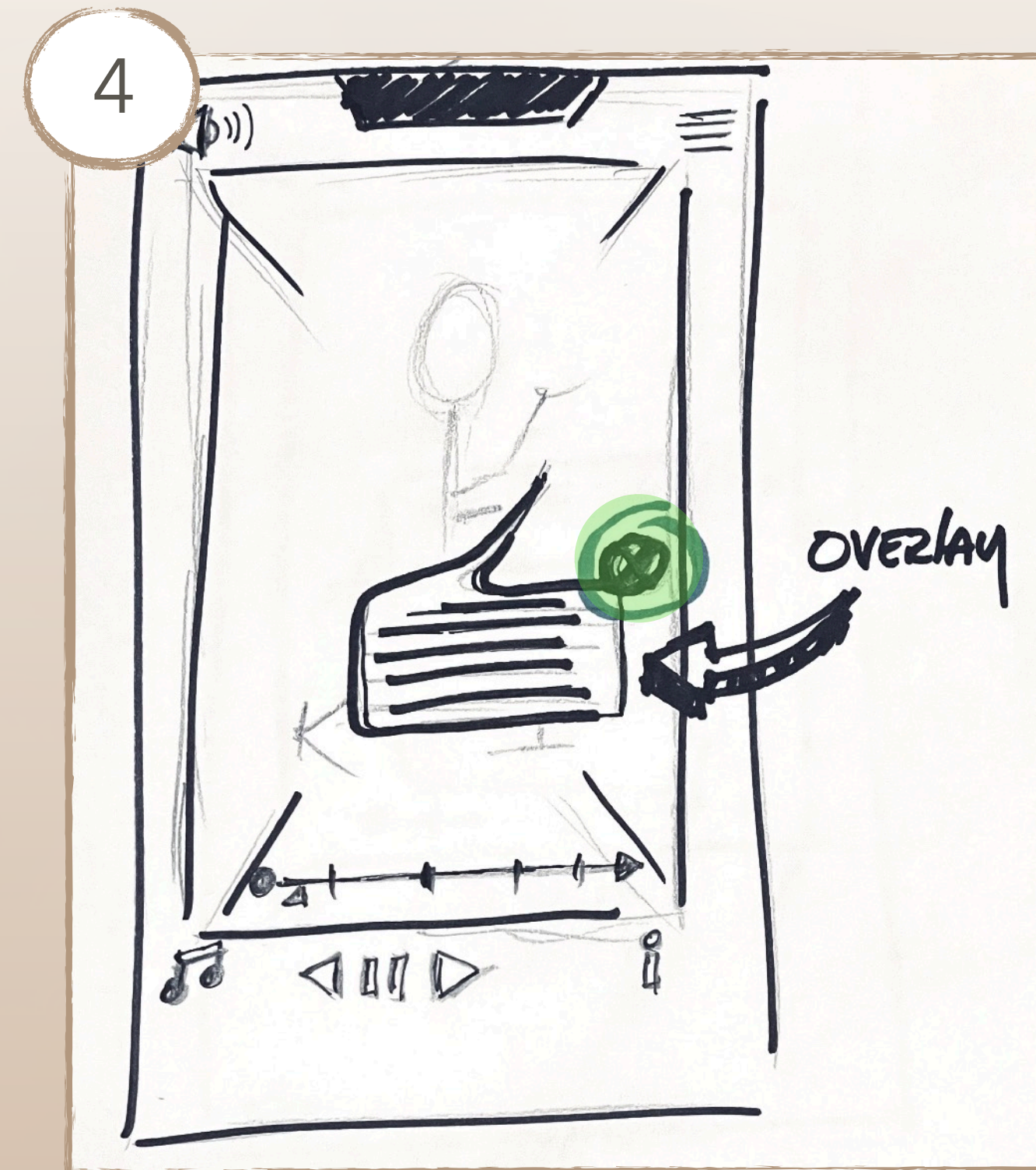
Wireframes

Begin 1st Workout

FIRST WORKOUT



As the lesson video plays, Jackie wants to view information about the technique she sees. She taps the "Info" icon

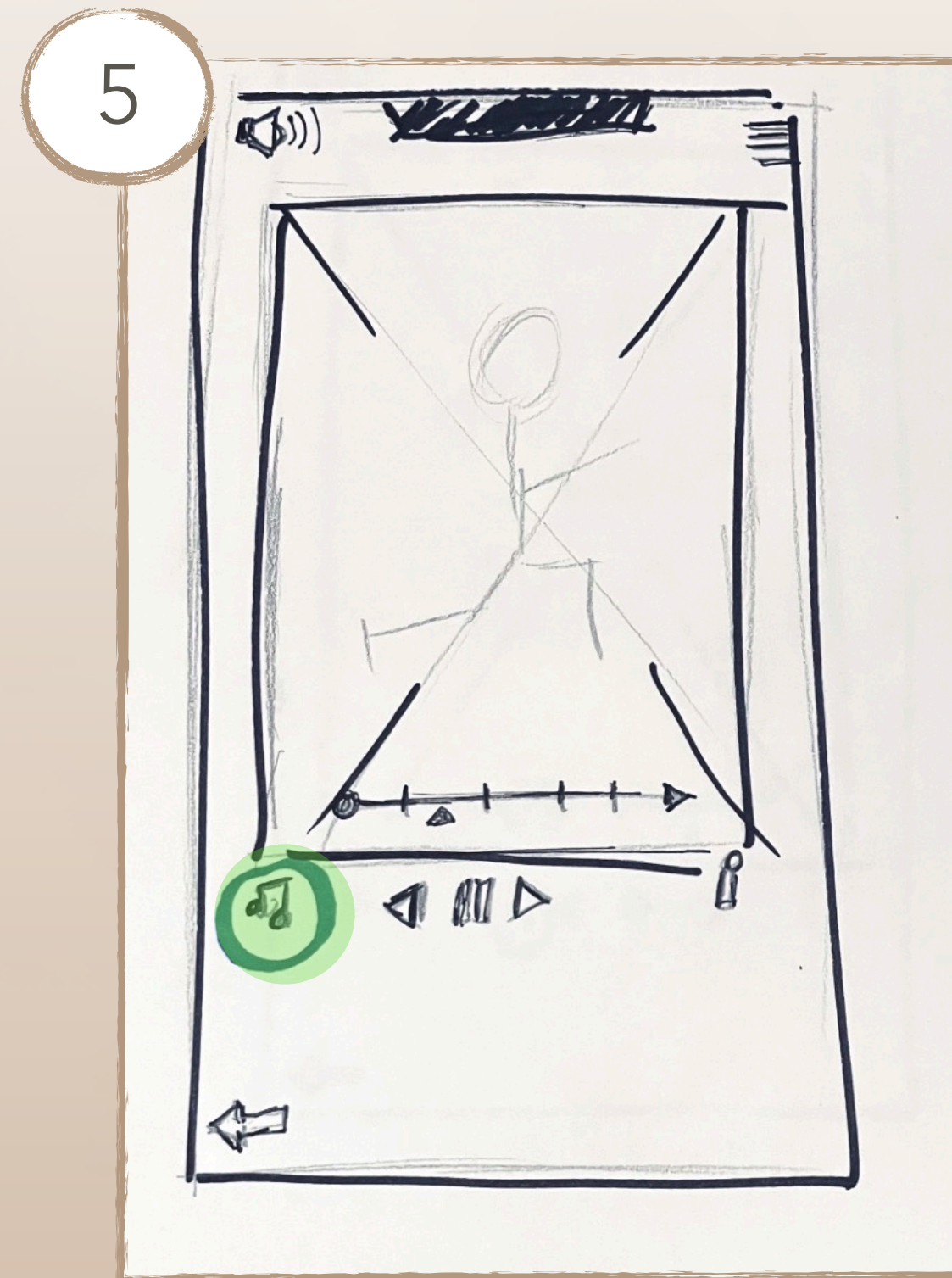


An overlay appears with an explanation and tips about the technique. Jackie views this then clicks the "X" to close the overlay and return to the workout.

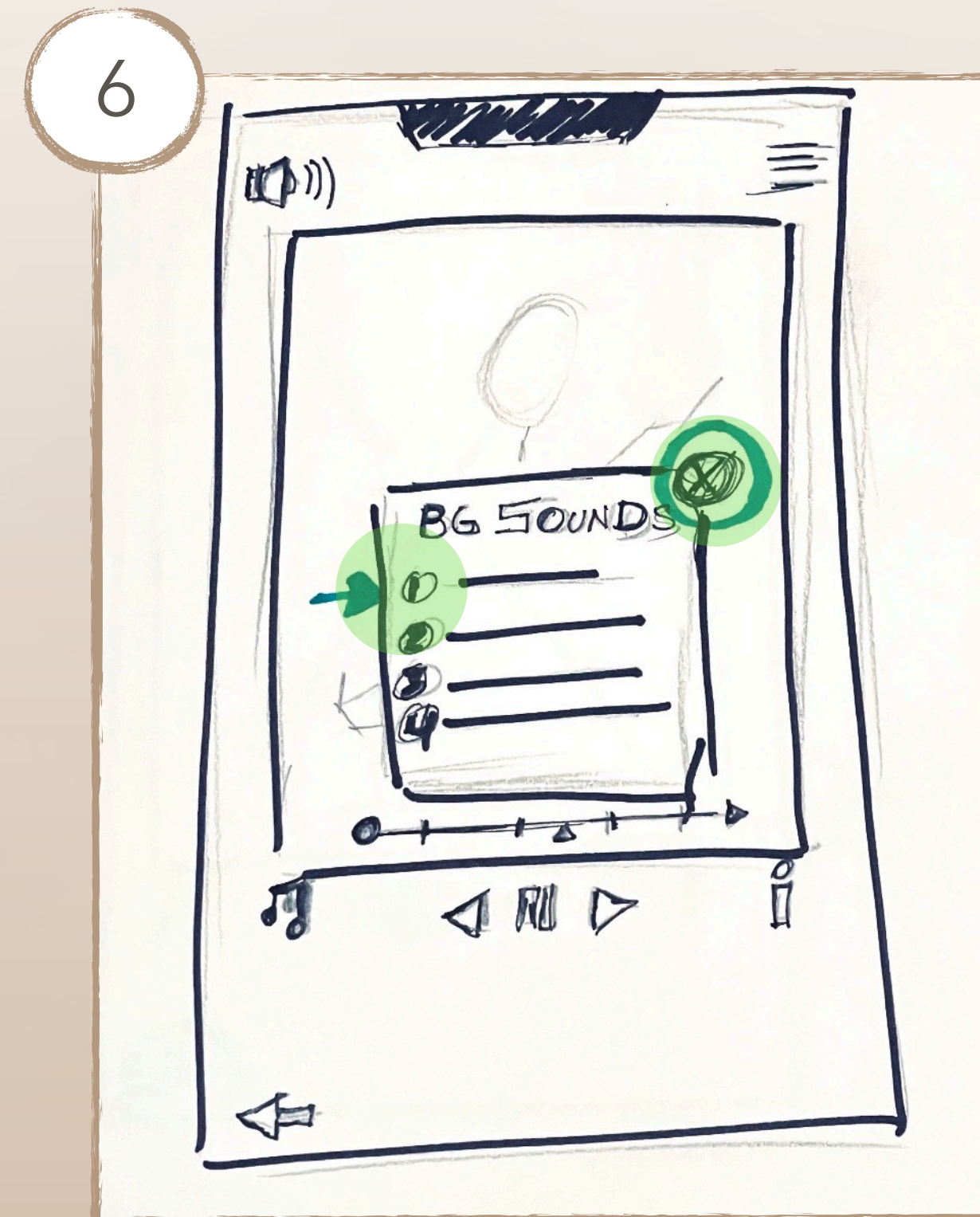
Wireframes

Begin 1st Workout

FIRST WORKOUT



Jackie wants to change the background environmental sounds from Ocean to Forest. She taps the icon that looks like music notes.

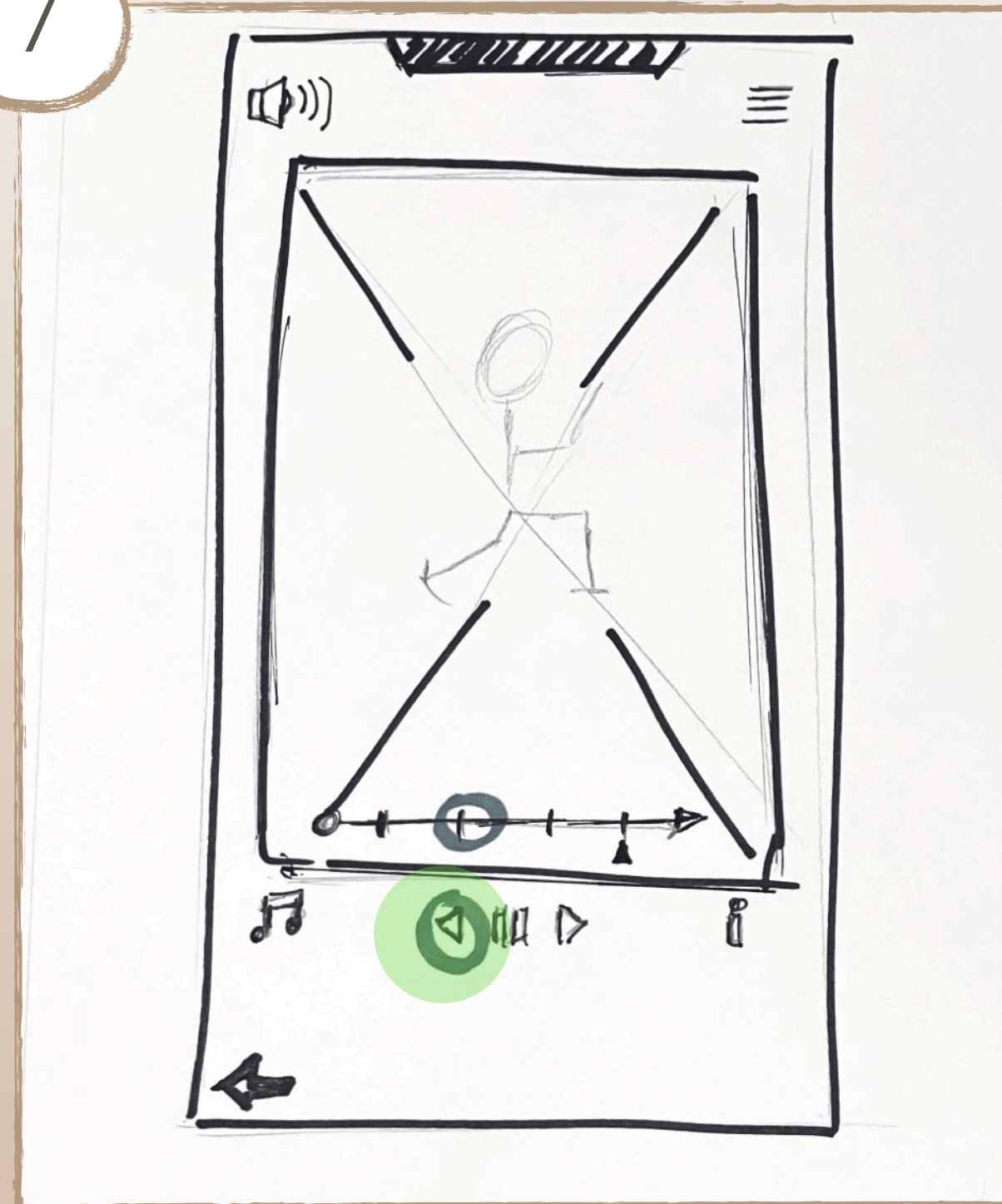


Overlay appears with the the different background environment sounds available. Jackie taps the Forest Sound FX from the list and then closes the overlay.

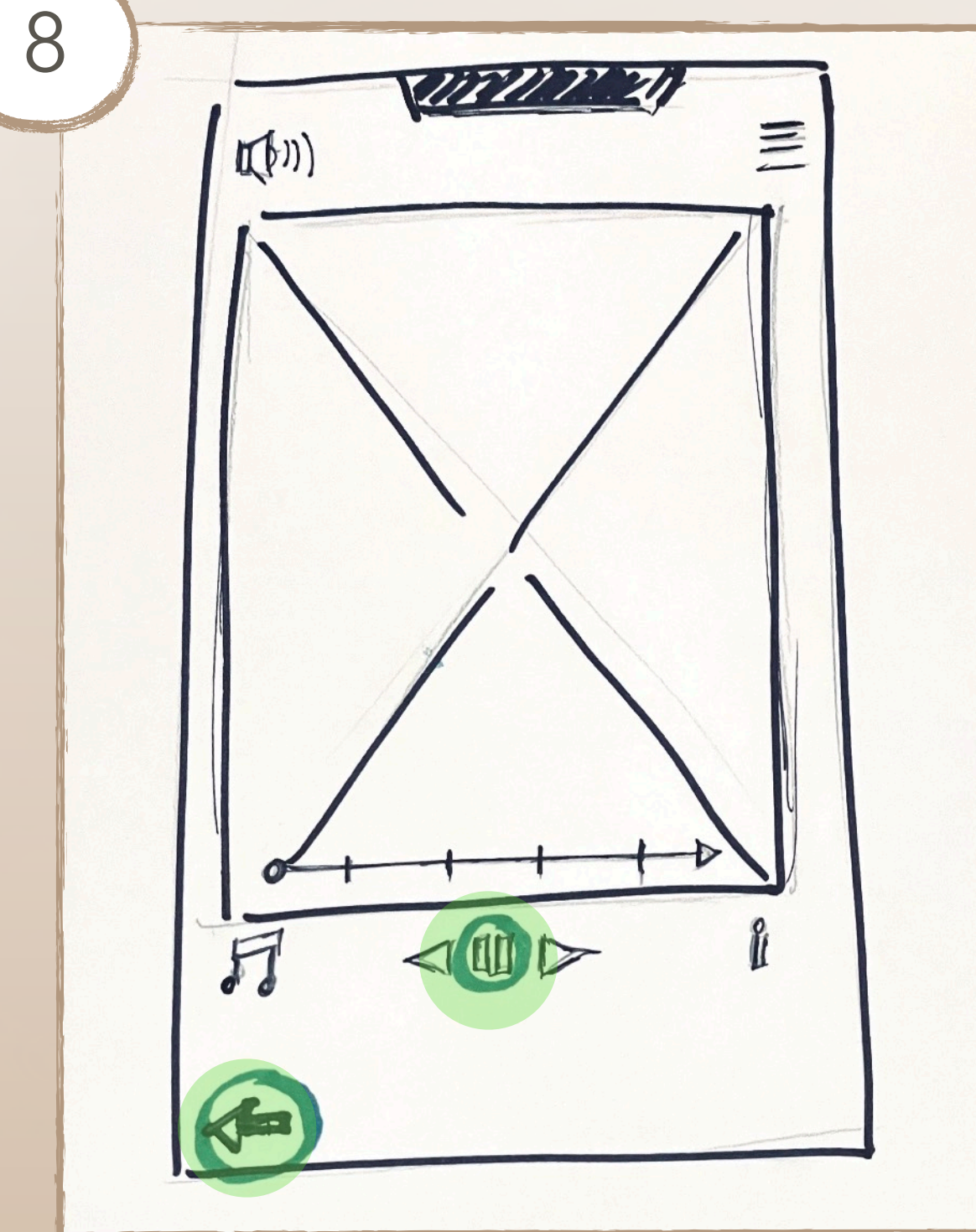
Wireframes

Begin 1st Workout

FIRST WORKOUT



Next, Jackie would like to rewind to view the previous technique in her current workout. She taps the "Rewind" icon once.



Jackie realizes she would like to view information contained on the main page for this workout. Jackie taps the "Pause" button and then the "Back" arrow.

Proof of Concepts

46 **TASK 1: 1ST WORKOUT & ACHIEVEMENT BADGE**

47 SCENARIO & SCRIPT

48 PROTOTYPE & RESULTS

52 **TASK 2: CALENDAR SYNC**

53 SCENARIO & SCRIPT

54 PROTOTYPE & RESULTS

57 **TASK 2: CALENDAR SYNC**

58 SCENARIO & SCRIPT

59 PROTOTYPE & RESULTS

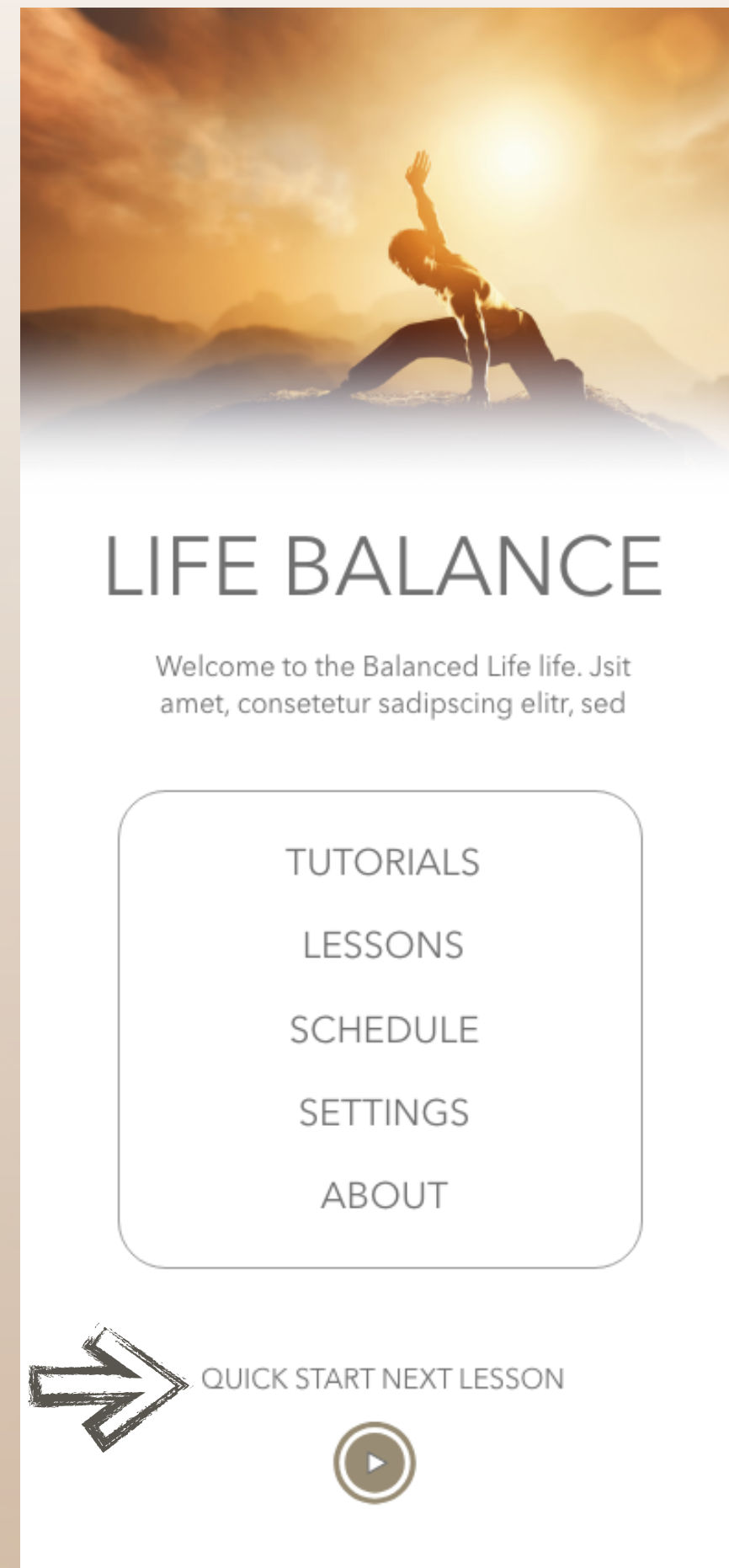
Proof of Concepts - 1st Round

FIRST WORKOUT



Proof of Concept

FIRST WORKOUT



Scenario:

It's Saturday morning and Jackie has just downloaded the Balance Life App. Her friend Damaris has the app and recommended that she begin by taking the first Quick Start lesson.

Moderator Script:

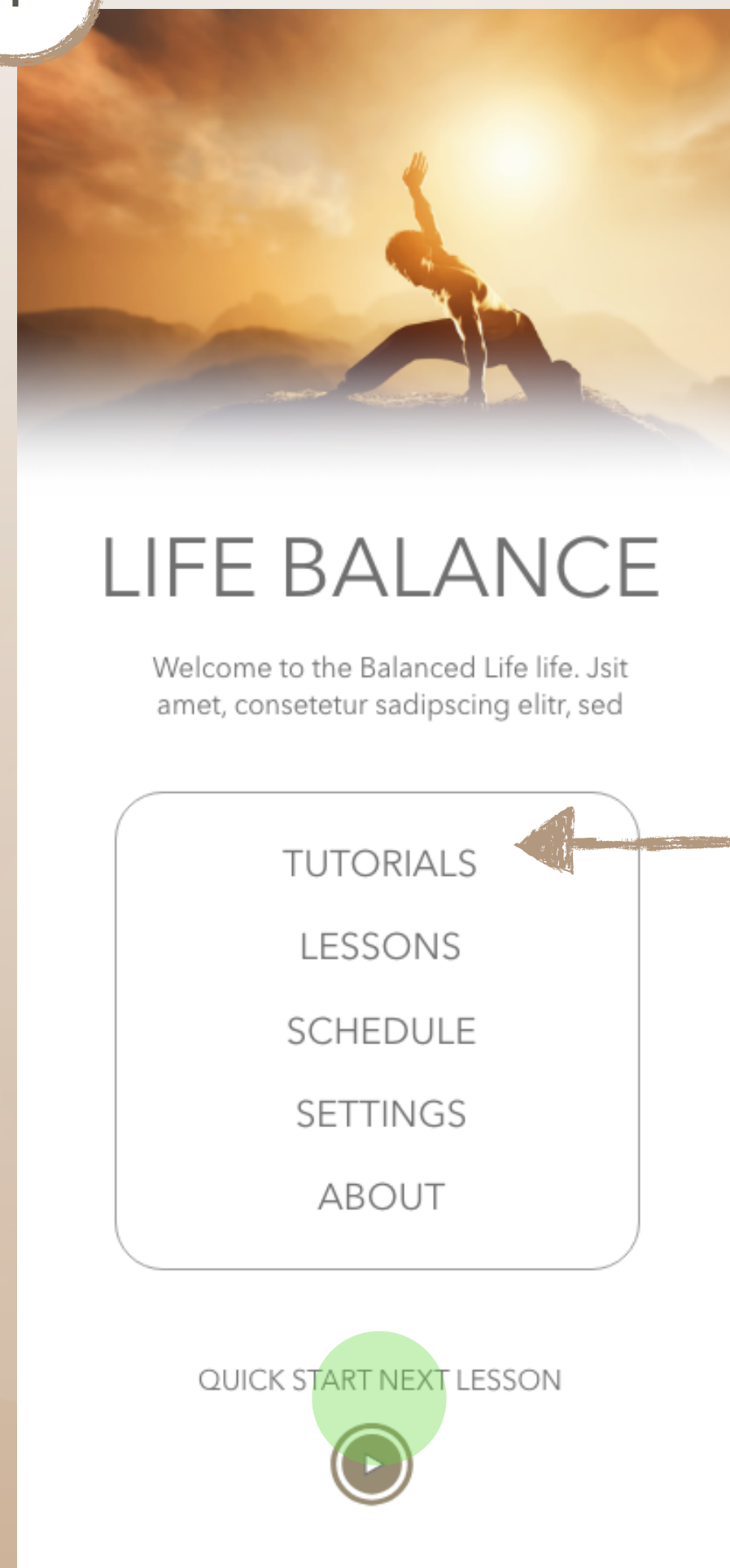
1. Hello, you've just downloaded an app recommended to you by a friend. She recommended your use the Quick Start feature.
2. Now that you've begun the first lesson you have questions about the technique you're viewing and would like more information on how to perform it. What would you do to get more information?
3. After viewing the information you wanted, you now want to return to the Lesson. Do that now.
4. While watching the lesson you notice there is background music with the sounds of ocean surf. You'd like to change that to a forest sound instead and resume your lesson.
5. Now back in the lesson, you'd like to rewind to the previous portion of the video.
6. Finally, you want to pause the work out and return to the previous screen of the app.

Proof of Concept

FIRST WORKOUT

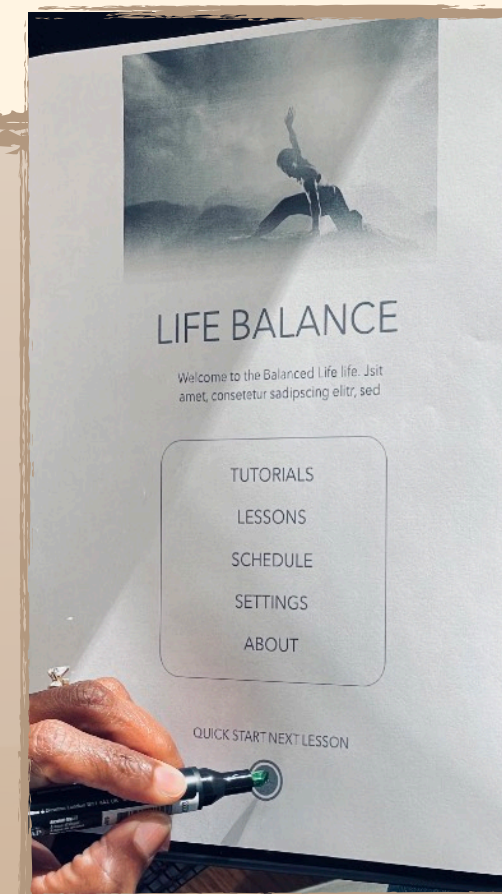
1

User wants to begin her first work out. She taps the Quick Start button.



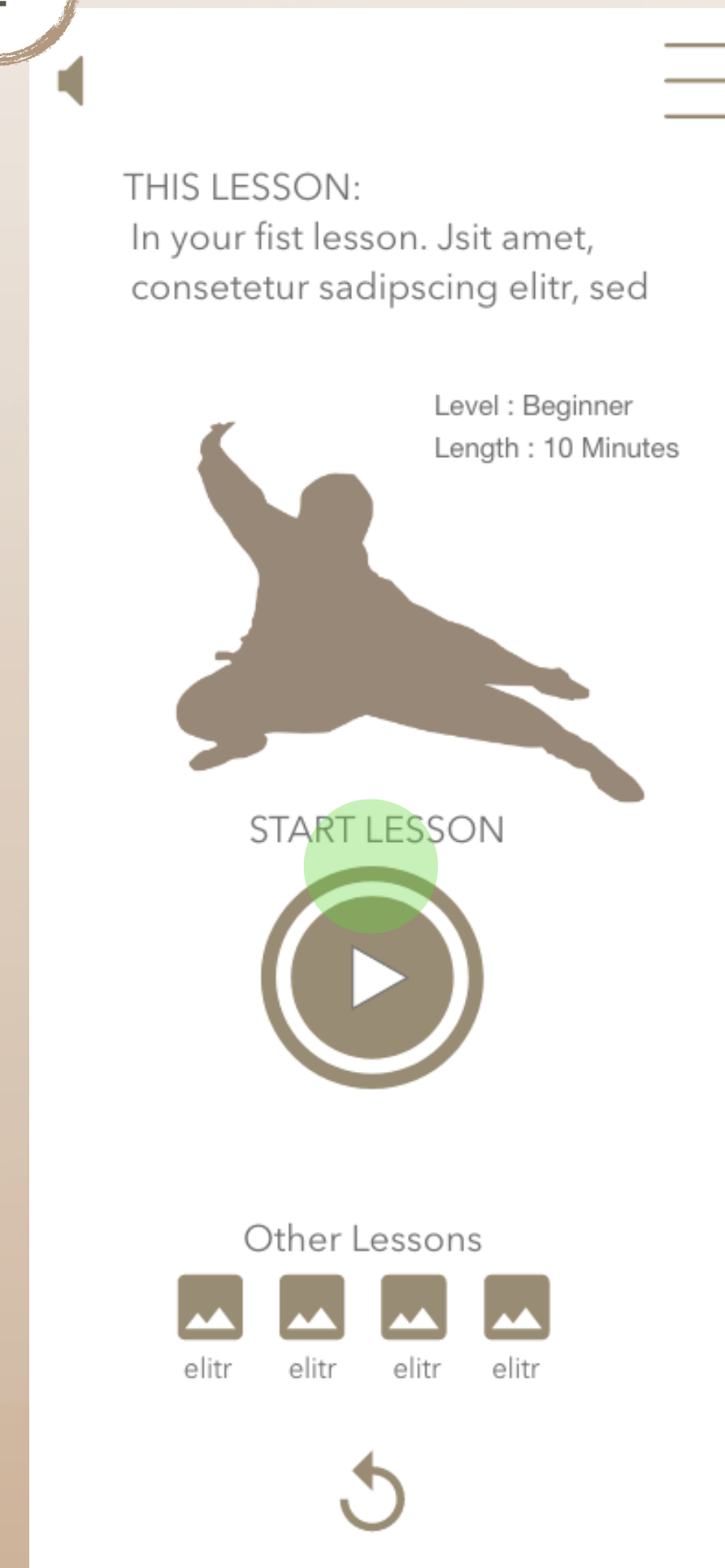
Testing Observations

Every tester hesitated between selecting the "Tutorials" link before clicking "Quick Start"



2

First Lesson preview screen loads. Page has a lesson description and links to jump directly to sections. She taps the Play icon to begin.



Testing Observations

Task performed without delay



Proof of Concept

FIRST WORKOUT

3

As the lesson video plays, she wants to view information about the technique she sees. She taps the "Info" icon



Testing Observations

66% of test subjects did **not** click the "Information" icon - instead they went to the hamburger menu



INSIGHT

Add "Information" link to hamburger menu. Make "Info" icon more prominent

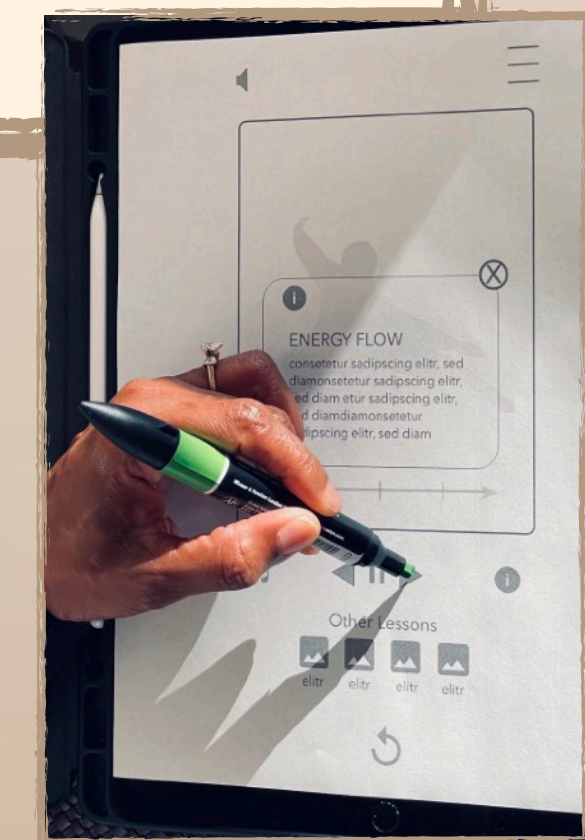
4

An overlay appears with an explanation and tips about the technique. Jackie views this then clicks the "X" to close the overlay and return to the workout.



Testing Observations

33% of test subjects simply clicked on the "play" icon once they had reviewed the information in the popup window.



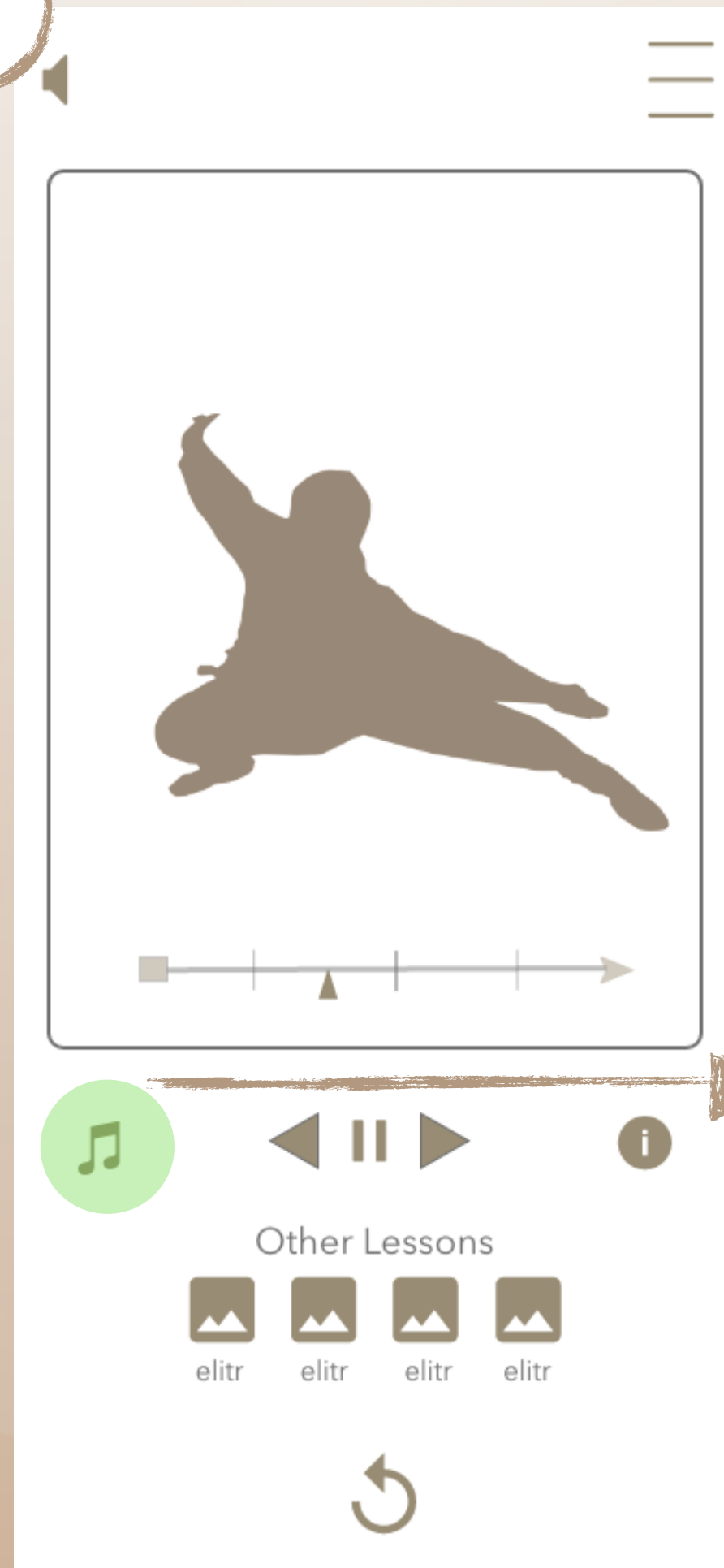
BALANCED LIFE APP

Proof of Concept

FIRST WORKOUT

5

User wants to change the background environmental sounds from Ocean to Forest. She taps the icon that looks like music notes.



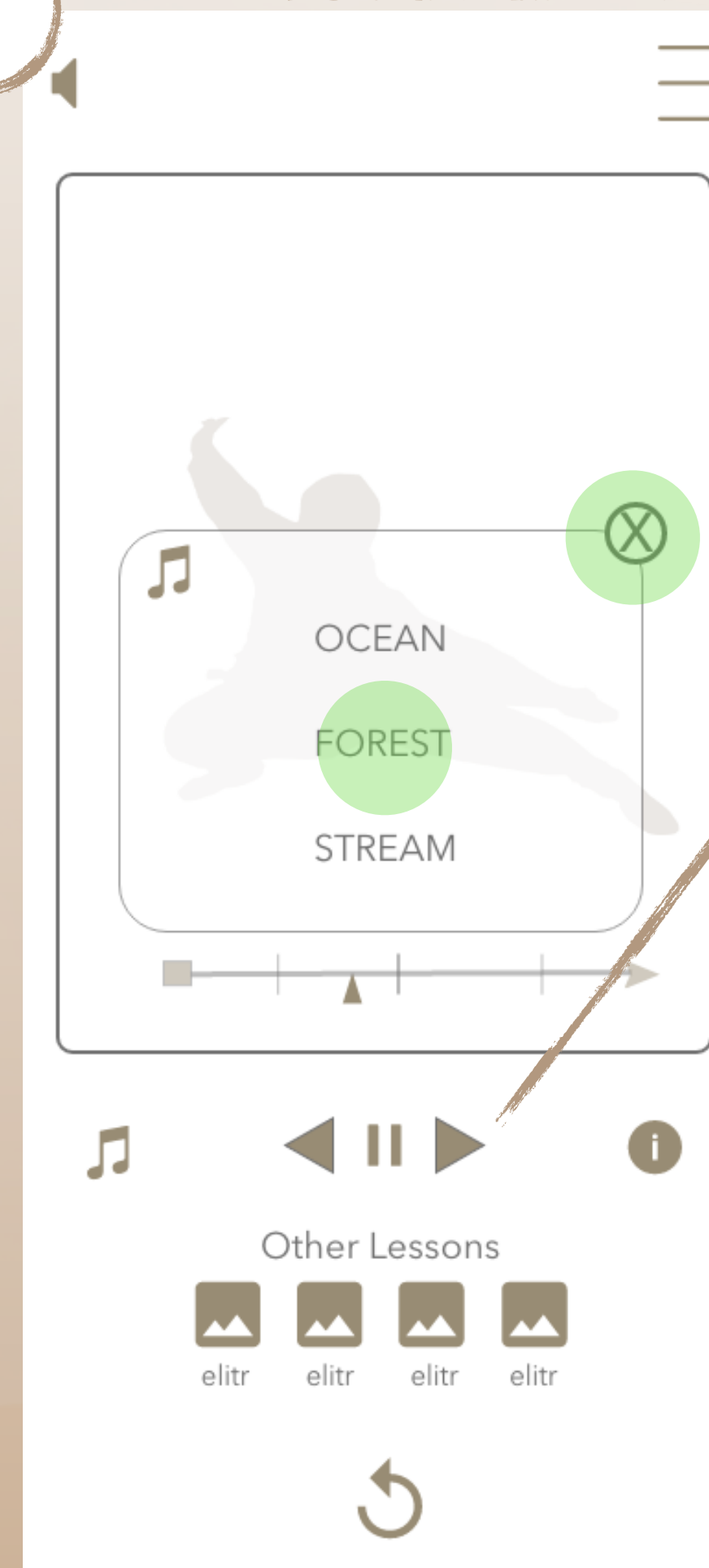
Testing Observations

Task performed without delay



6

Overlay appears with the the different background environment sounds available. She taps the Forest Sound FX from the list and then closes the overlay.



Testing Observations

Sound F/X changed without delay.

33% of test subjects simply clicked on the "play" icon when done



INSIGHT

Allow popup to Auto Close if user touches outside of popup area

Proof of Concept

FIRST WORKOUT

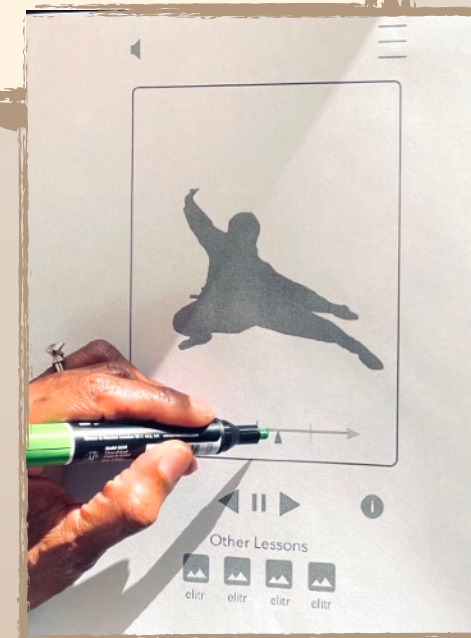
7

Next, Jackie would like to rewind to view the previous technique in her current workout. She taps the "Rewind" icon once.



Testing Observations

Half of the subjects touched the play head and slid it backwards instead of using the rewind button

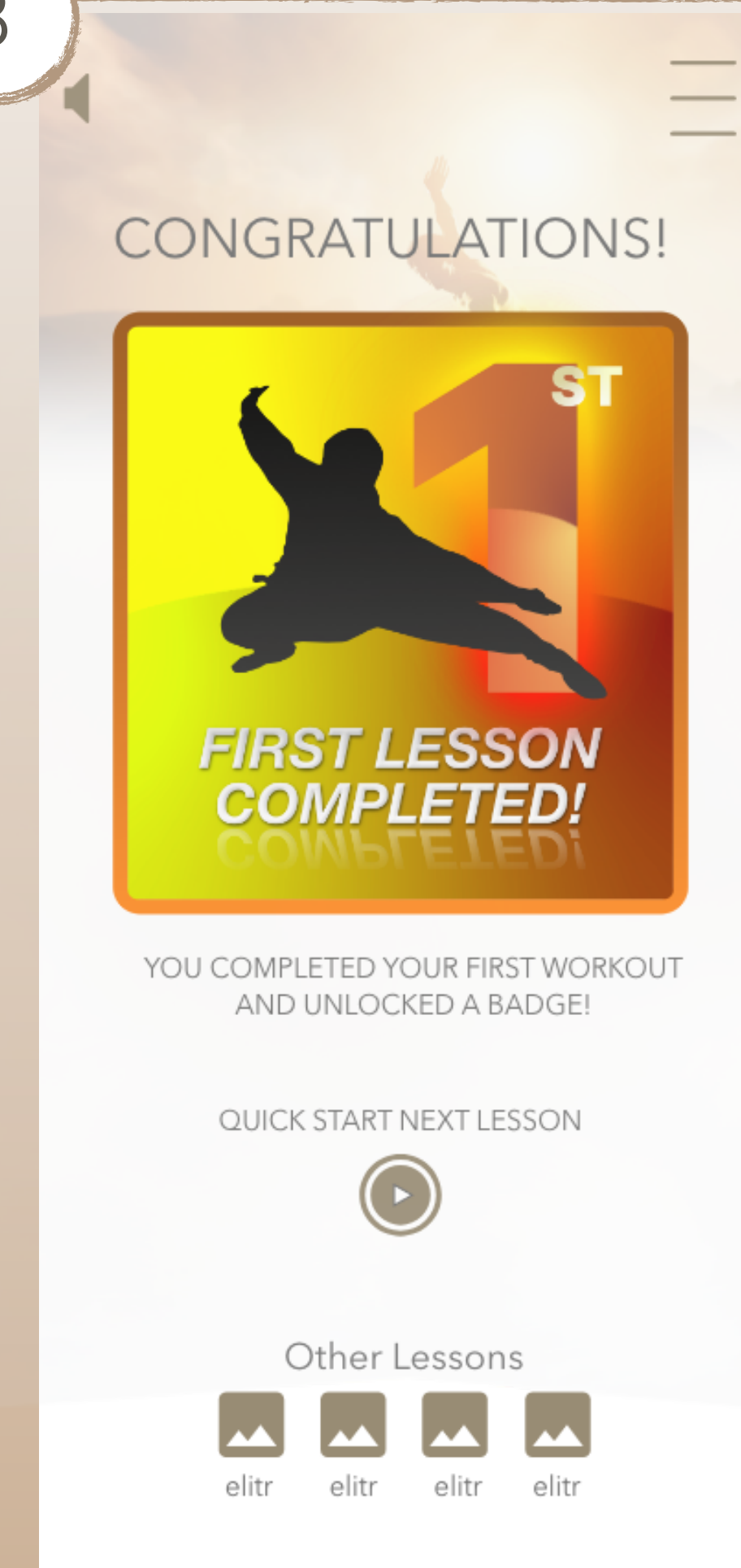


INSIGHT

Allow touch and drag capability in addition to Forward and Rewind buttons

8

Upon completing her first workout the user is automatically displayed an Achievements screen



Testing Observations

I intentionally provide no instruction on this screen however, every test subject either clicked to **Start Next Lesson**, or explored the **Other Lesson** links



INSIGHT

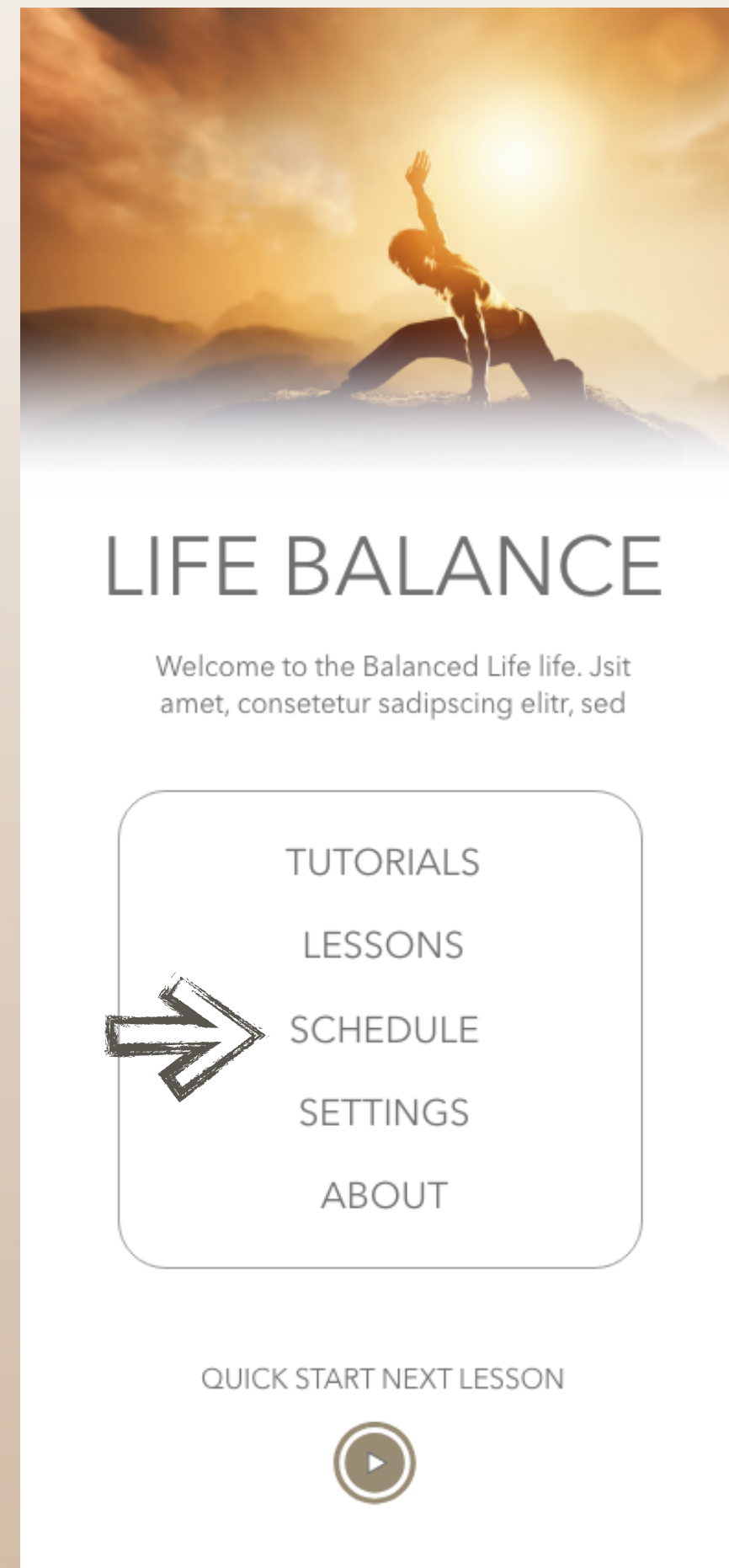
Add incentive: Complete 1 more lesson today and **Unlock Exclusive Video Content**

Proof of Concept

CALENDAR SYNC



Proof of Concept



Scenario:

Scott downloaded the app a few days ago and had difficulty finding time to use it. He decides to use the automatic scheduling feature to time his lesson to the available time slots on his iCal app.

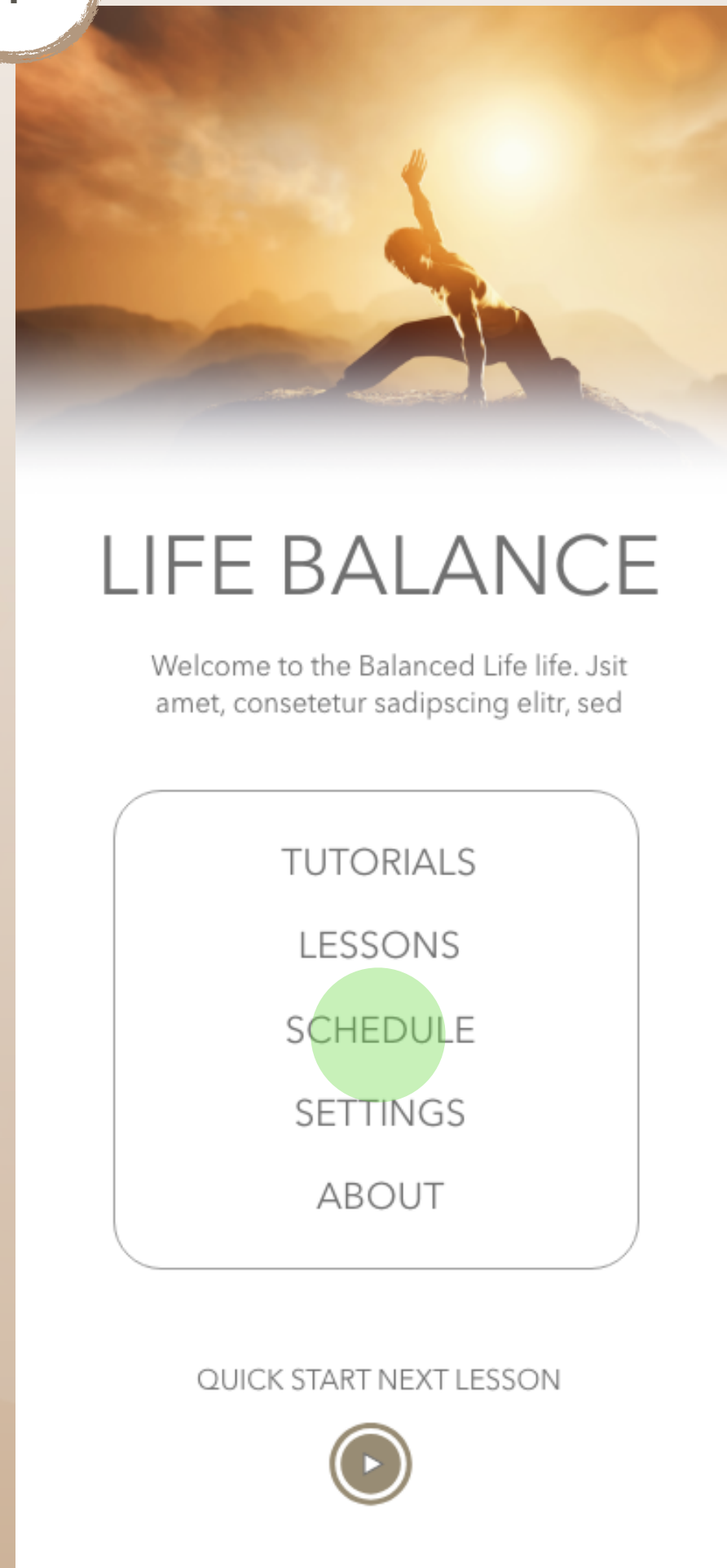
Moderator Script:

1. Hello, you've just downloaded the app but your schedule is busy and you need to block time on your calendar to ensure you get reminders for your lessons. You have learned there is an automatic way to sync your iCal app to this app in order to create a workout schedule
2. How would you go about using this feature and then creating a reminder for your workouts?
3. screen of the app.

Proof of Concept

1

User wants set up his workout schedule to ensure he consistently has time for his lessons.



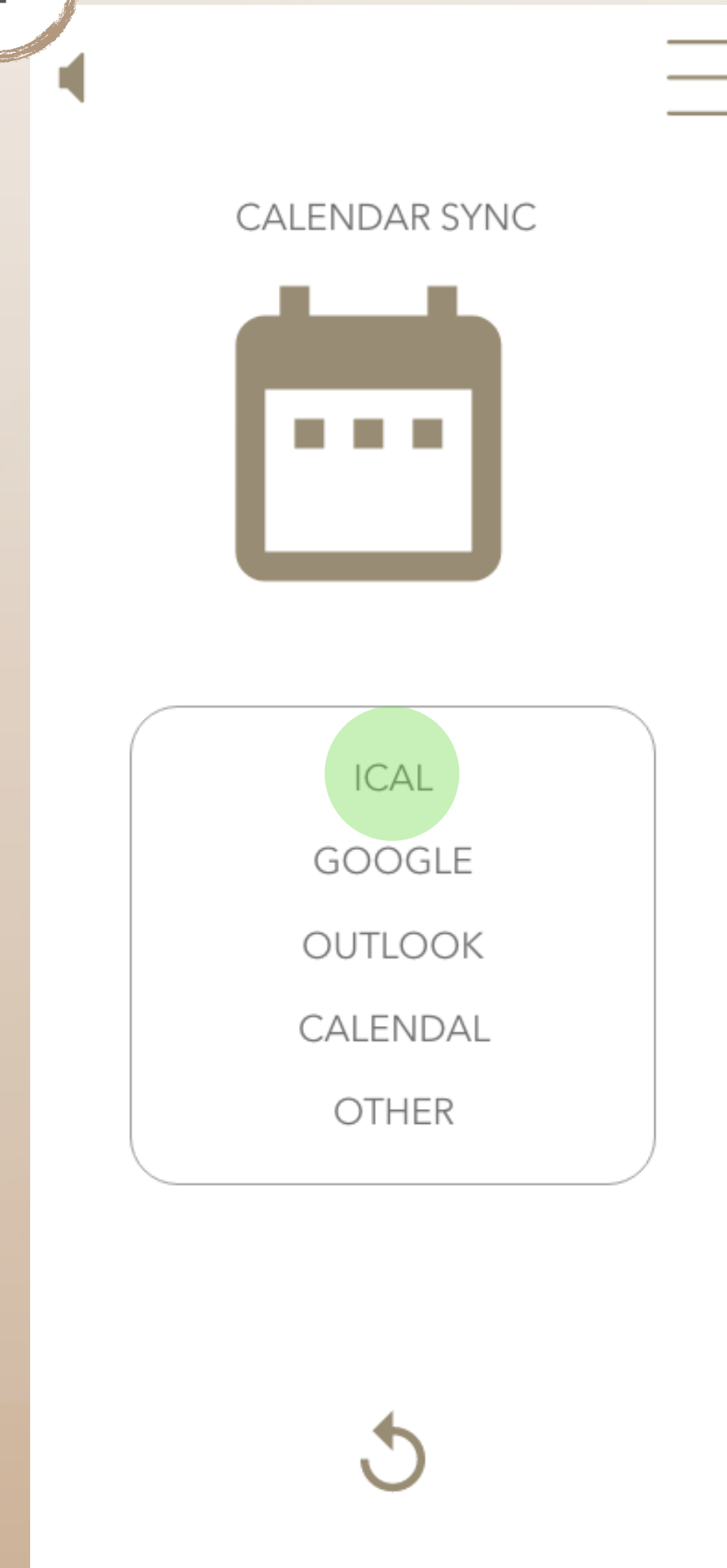
Testing Observations

Task performed without delay



2

User manages his schedule on iCal and selects that option.



Testing Observations

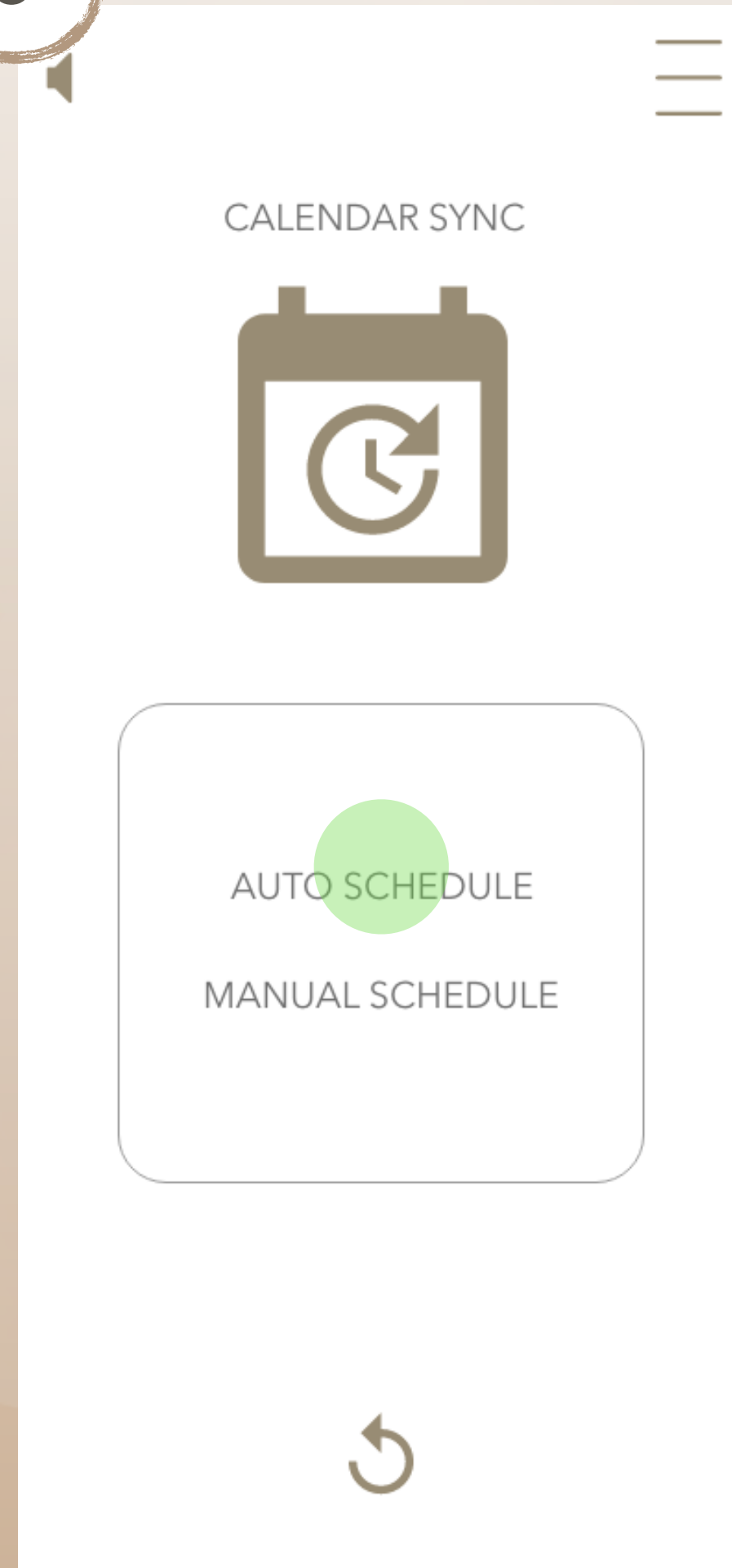
Task performed without delay



Proof of Concept

User wants to use the auto schedule function to map his lesson schedule to his available times on his iCal App

3



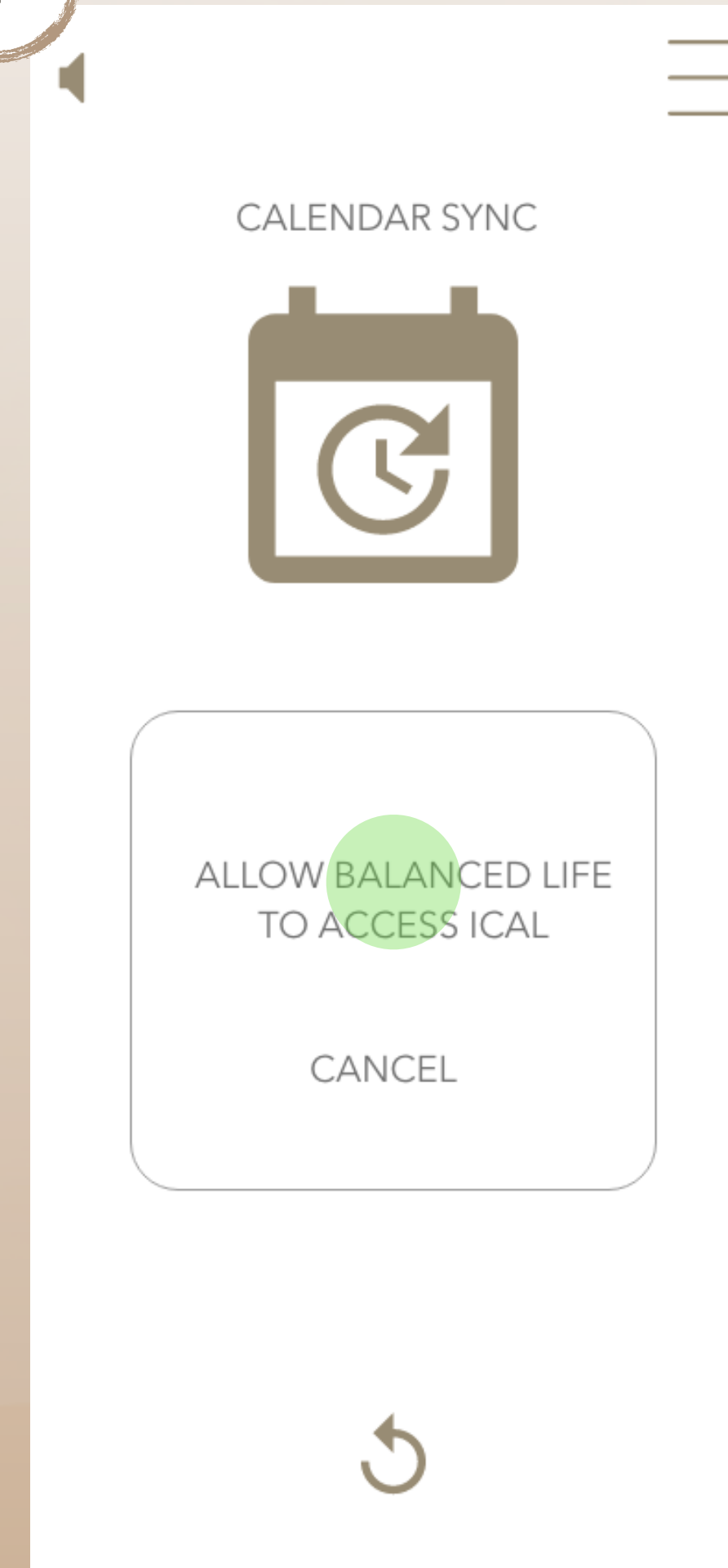
Testing Observations

Task performed without delay



When prompted the user allows the Balanced Life app to access his iCal app

4



Testing Observations

Task performed without delay, however one tester wanted to verify the extent of access being granted.

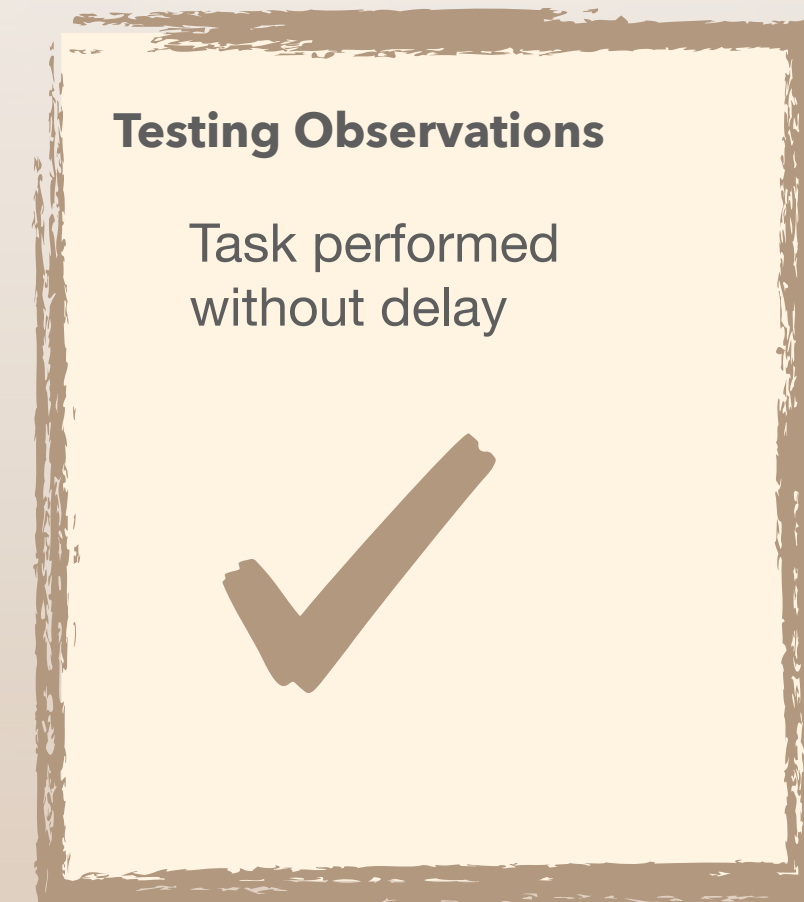
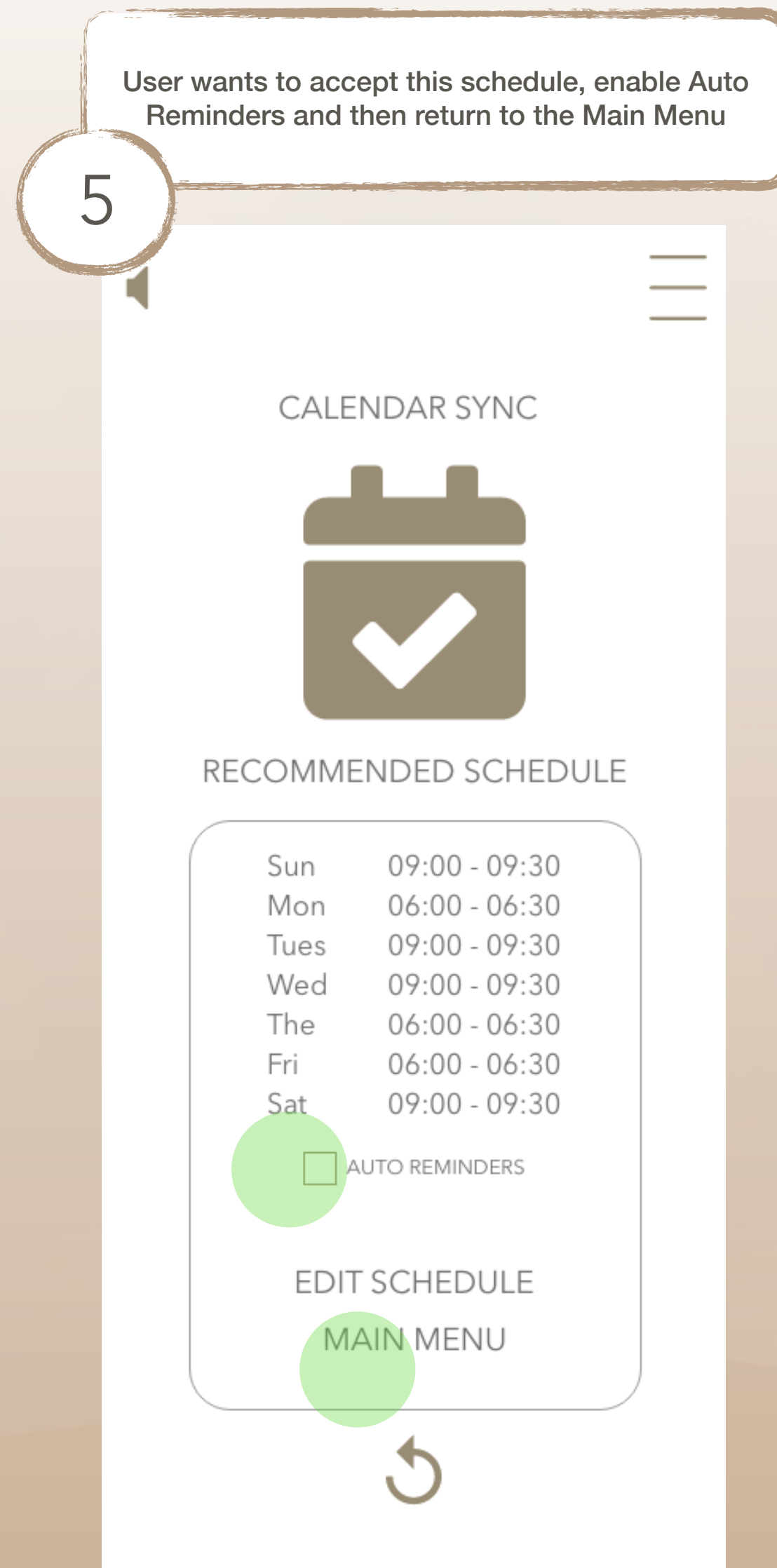


INSIGHT

Ensure prototype use standard iOS permission request to which users are accustomed

Proof of Concept

CALENDAR SYNC



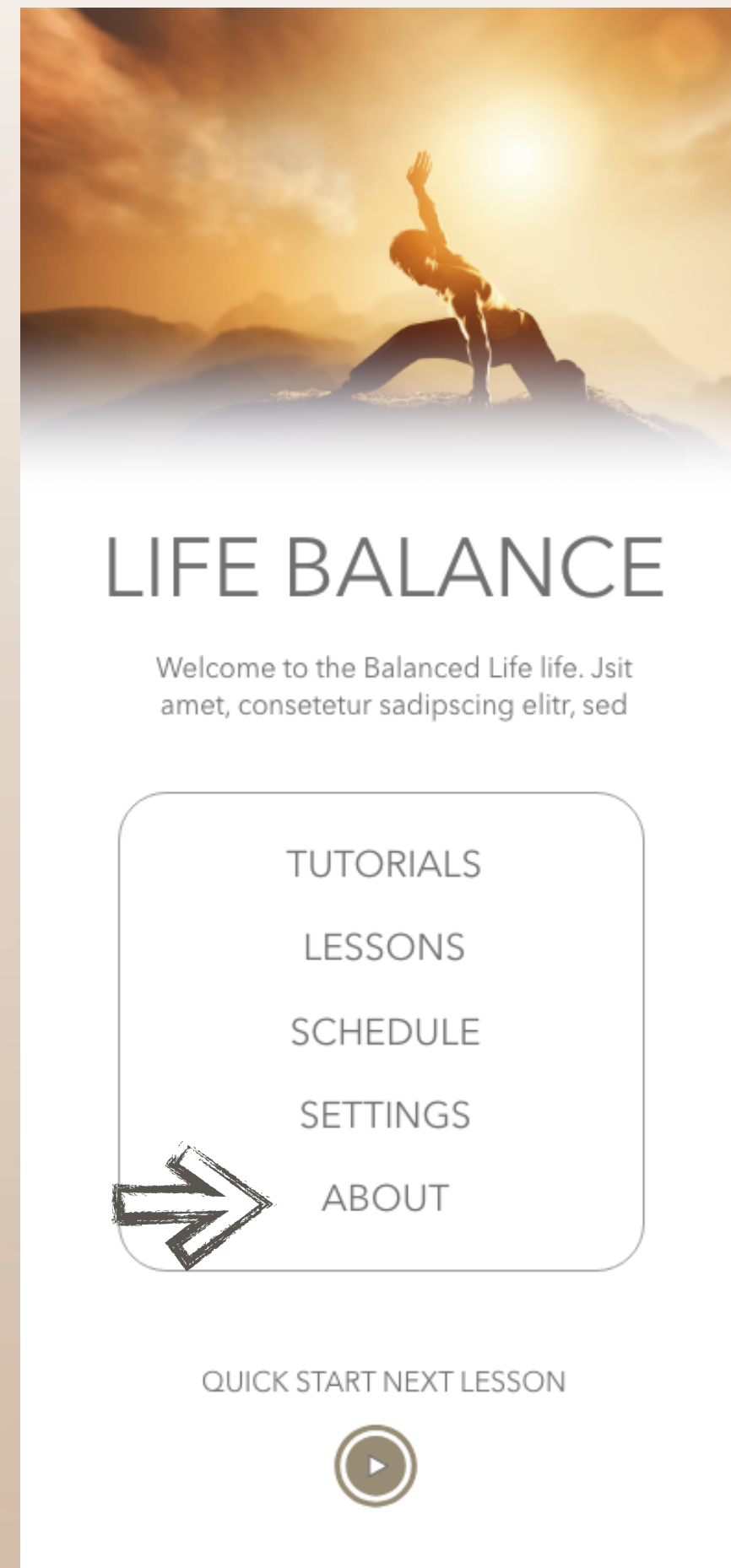
Proof of Concept

ABOUT THE APP



Proof of Concept

ABOUT THE APP



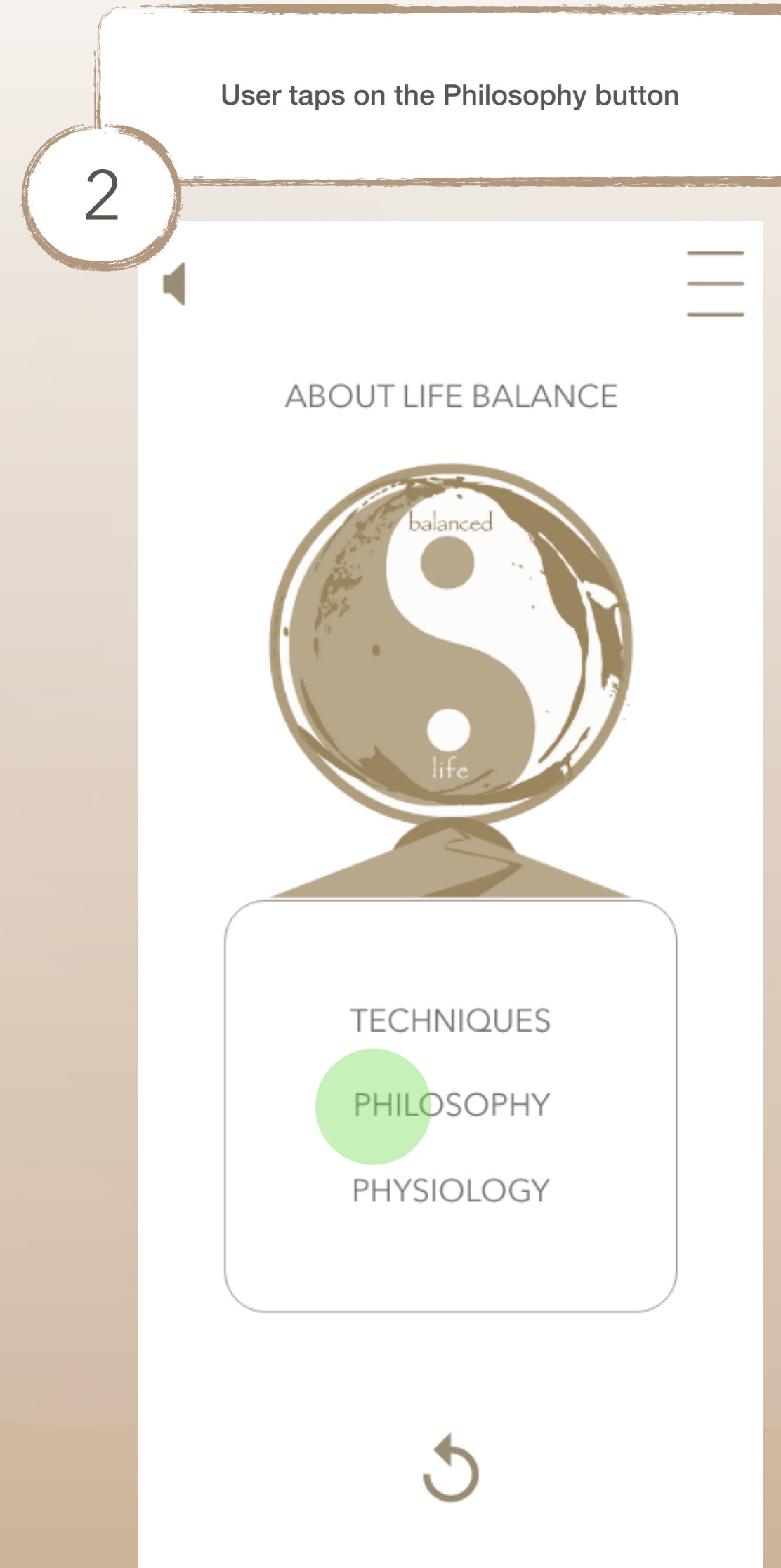
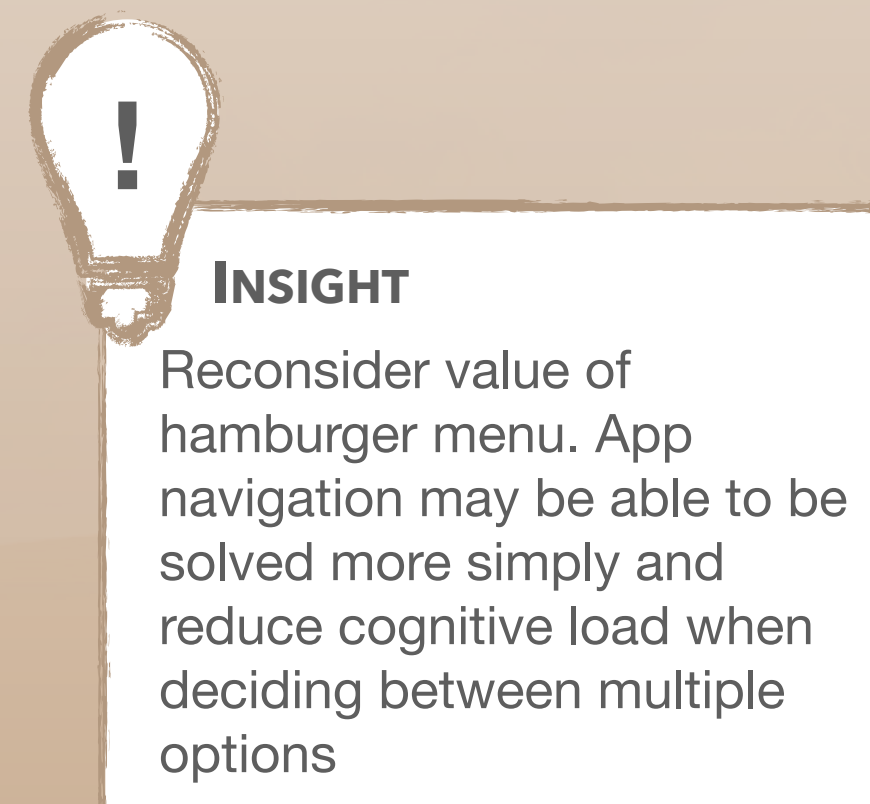
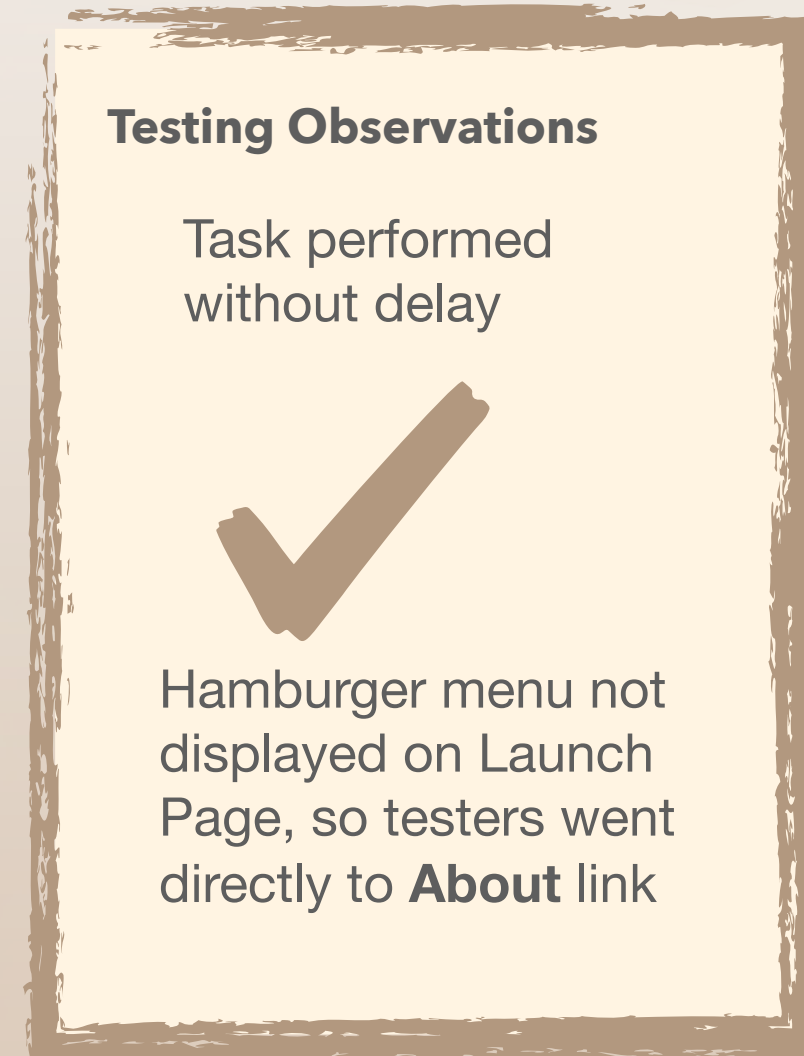
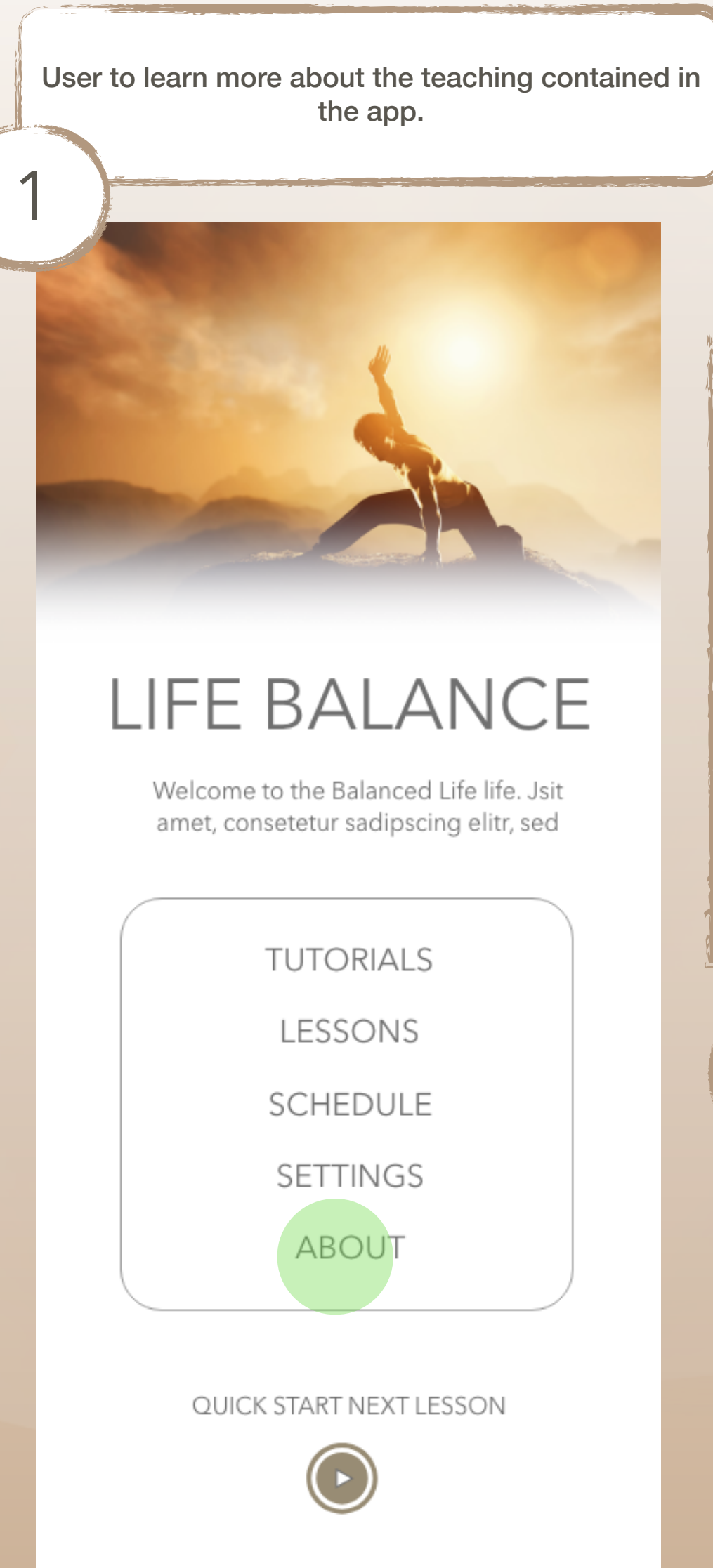
Scenario:

Damaris has been using the app and progressing through the lessons. Nw wants to know more about the principles behind the practices she's been learning. She feels that by connecting the the philosophy and biology behind the concepts she can advance even further.

Moderator Script:

1. Hello, you've been using the app for several weeks and are seeing some benefits already. However you're intrigued about why these techniques work the way they do and you'd like to learn more about the origin of the teachings in the app.
2. How would you go about learning more about the basis for the concepts taught in the app?
3. If you wanted to learn more about the physiology how might you locate this information?
4. If you wanted to learn more about the philosophy underpinning the meditations how might you locate this information?
5. If you wanted to learn more about the all of the techniques how might you locate this information?
6. How might you return to the main menu?

Proof of Concept



Proof of Concept

3 Users review the philosophy information about the app and then returns to the previous screen.

3



Testing Observations

Task performed without delay



4 User taps on the Physiology button

4



Testing Observations

Task performed without delay



Proof of Concept

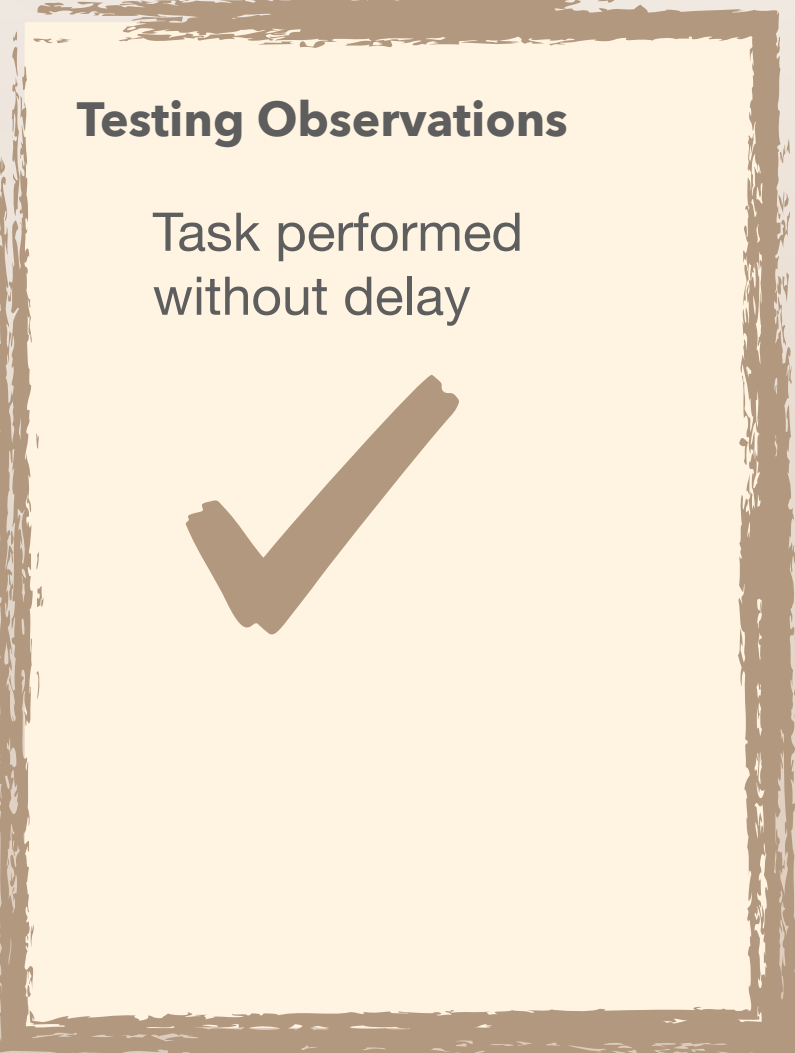
Users review the physiology information about the app and then returns to the previous screen.

5



User taps on the Techniques button

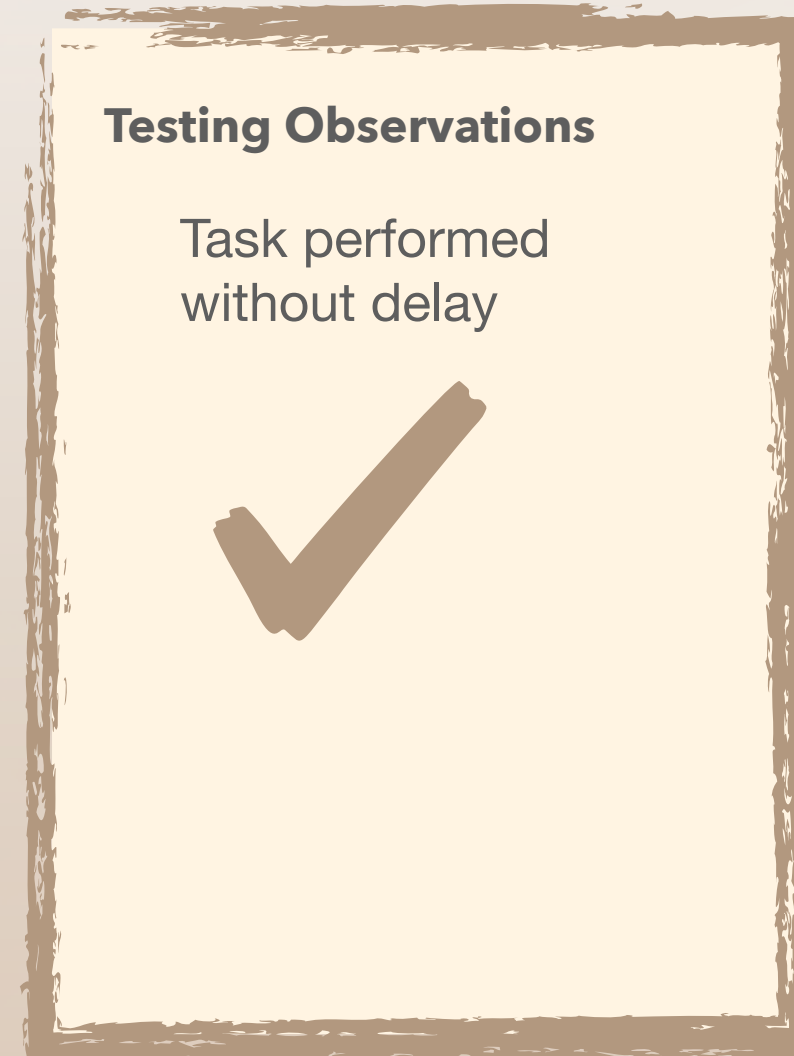
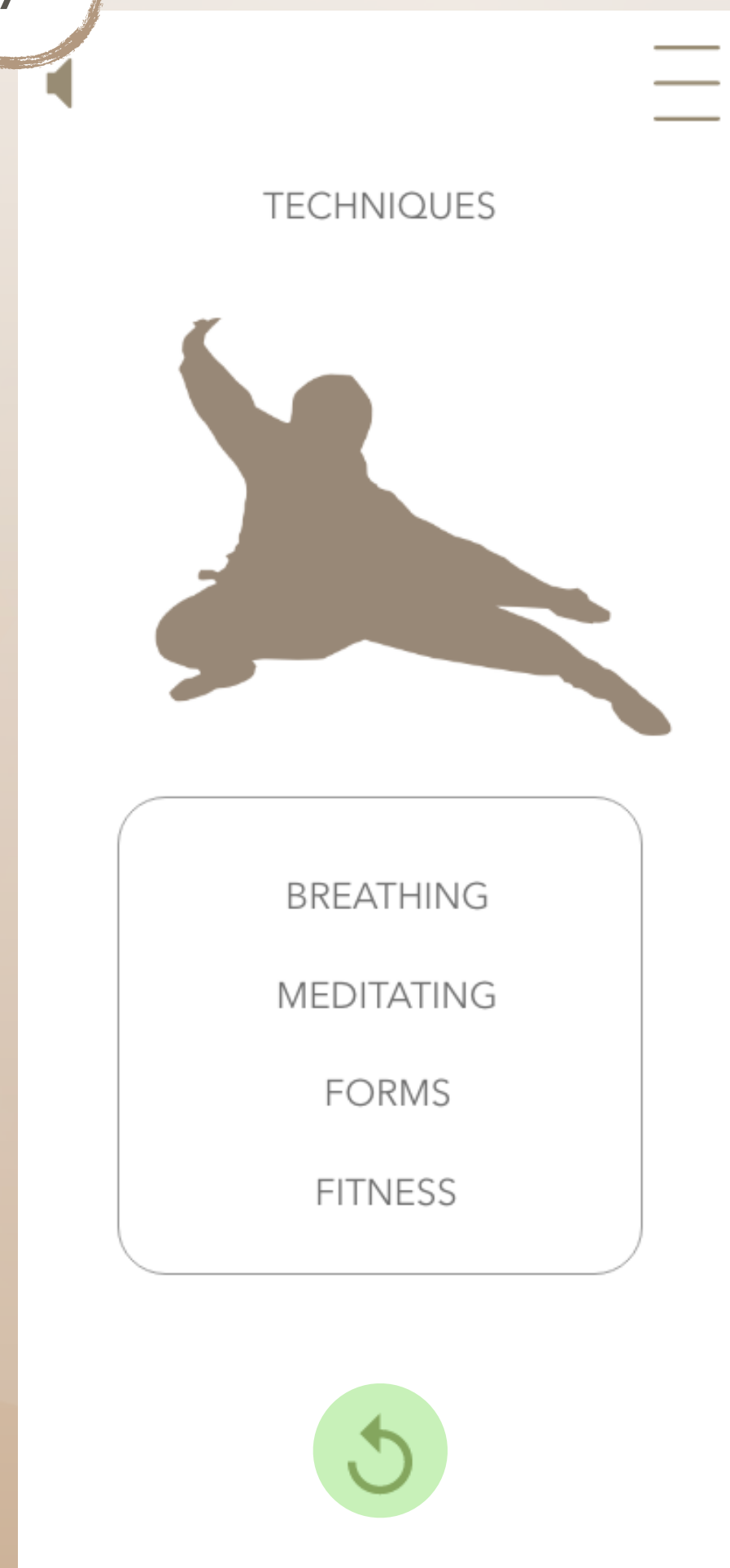
6



Proof of Concept

7

Users views the list of information on the types of techniques to view. User decides to review this info at a later time and returns to the previous screen.



8

User taps on the Back icon to return to main menu



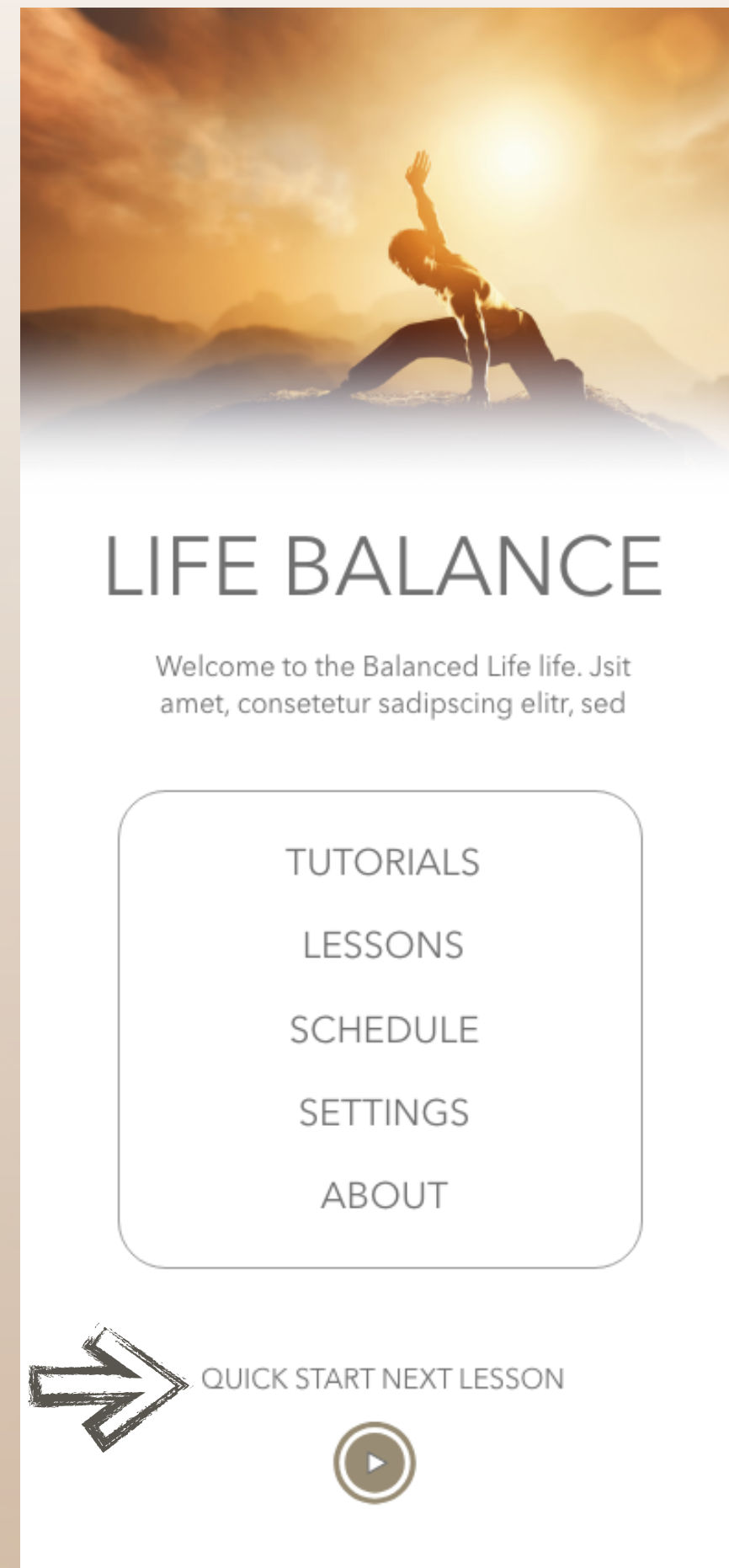
Proof of Concepts - Revisions

FIRST WORKOUT



Proof of Concept

FIRST WORKOUT



Scenario:

It's Saturday morning and Jackie has just downloaded the Balance Life App. Her friend Damaris has the app and recommended that she begin by taking the first Quick Start lesson.

Moderator Script:

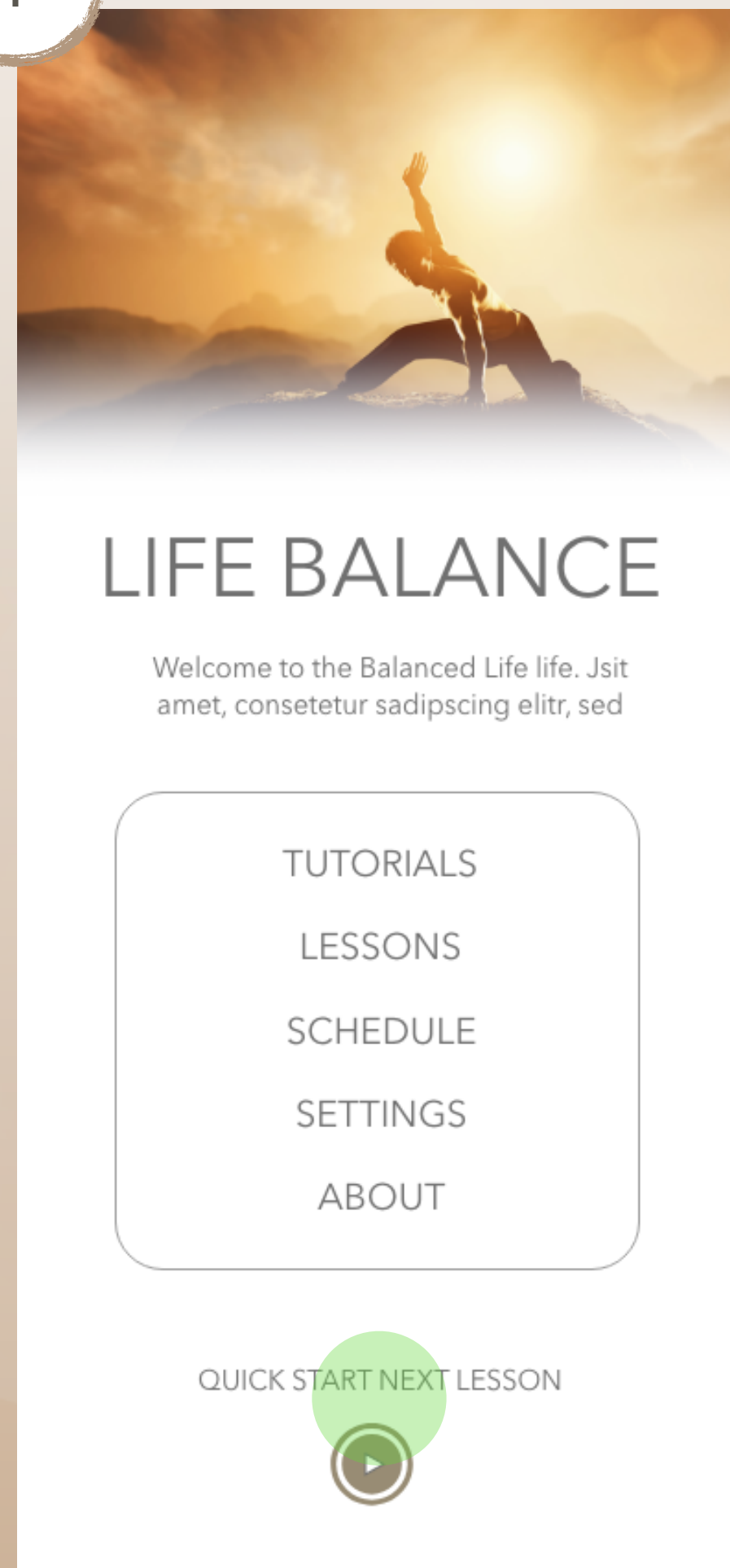
1. Hello, you've just downloaded an app recommended to you by a friend. She recommended your use the Quick Start feature.
2. Now that you've begun the first lesson you have questions about the technique you're viewing and would like more information on how to perform it. What would you do to get more information?
3. After viewing the information you wanted, you now want to return to the Lesson. Do that now.
4. You complete the lesson and see that you earned a badge. You want to view the next badge.
5. You see that you can earn free gear. You want to see a bigger image.
6. Next, you want to see what is available at the Balanced Life Shop
7. Finally, you want to get back to the workout and leave the store

Proof of Concept

FIRST WORKOUT

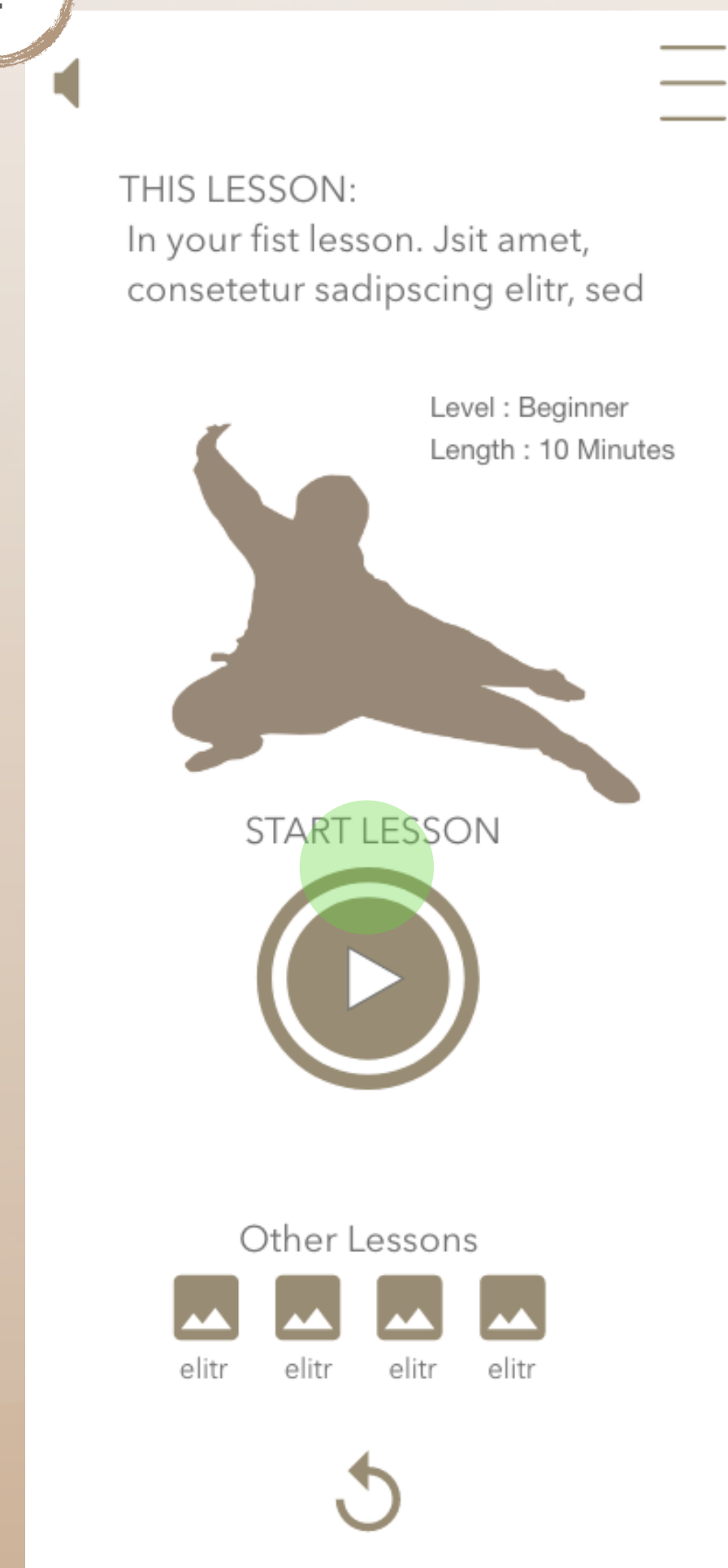
1

User wants to begin her first work out. She taps the Quick Start button.



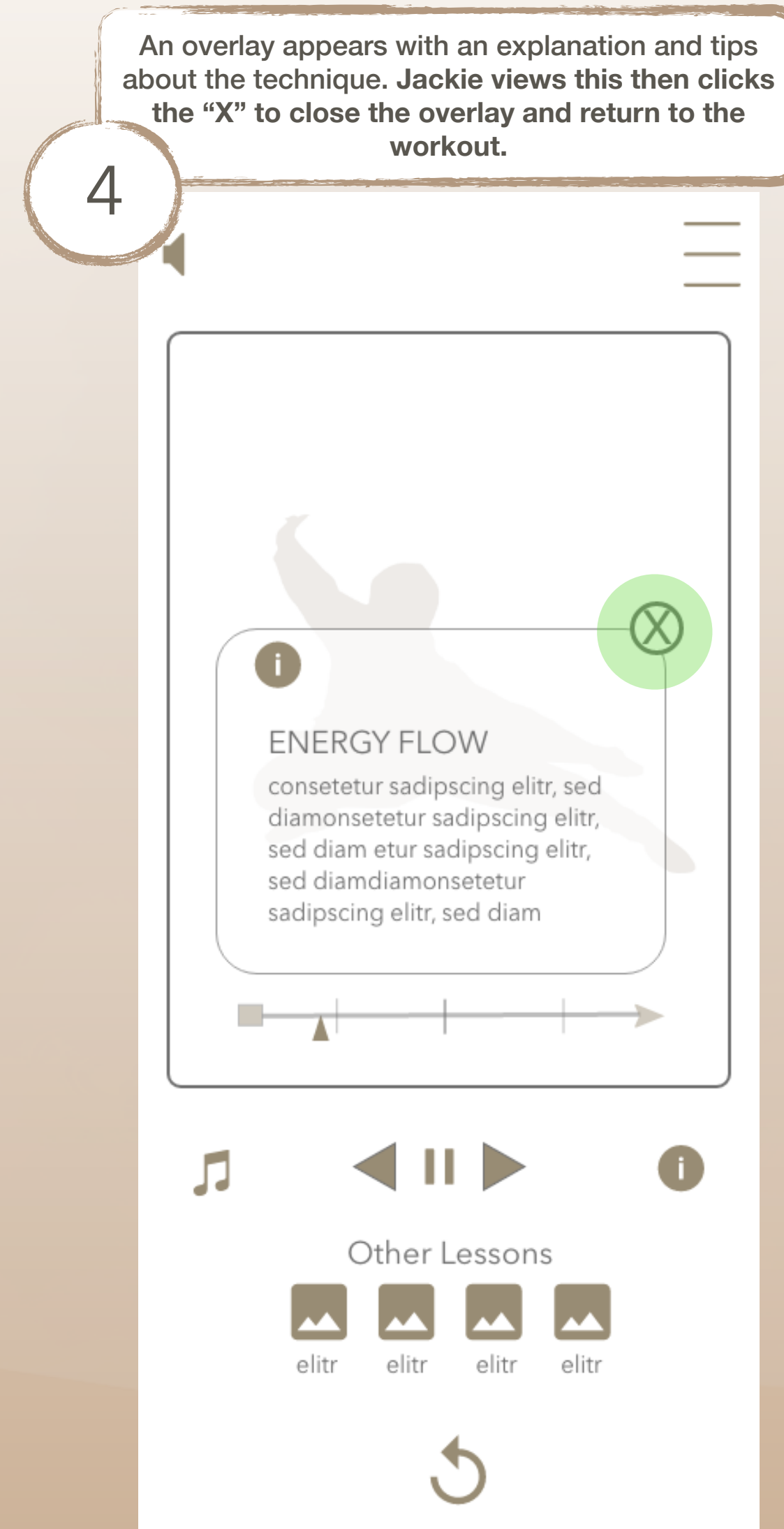
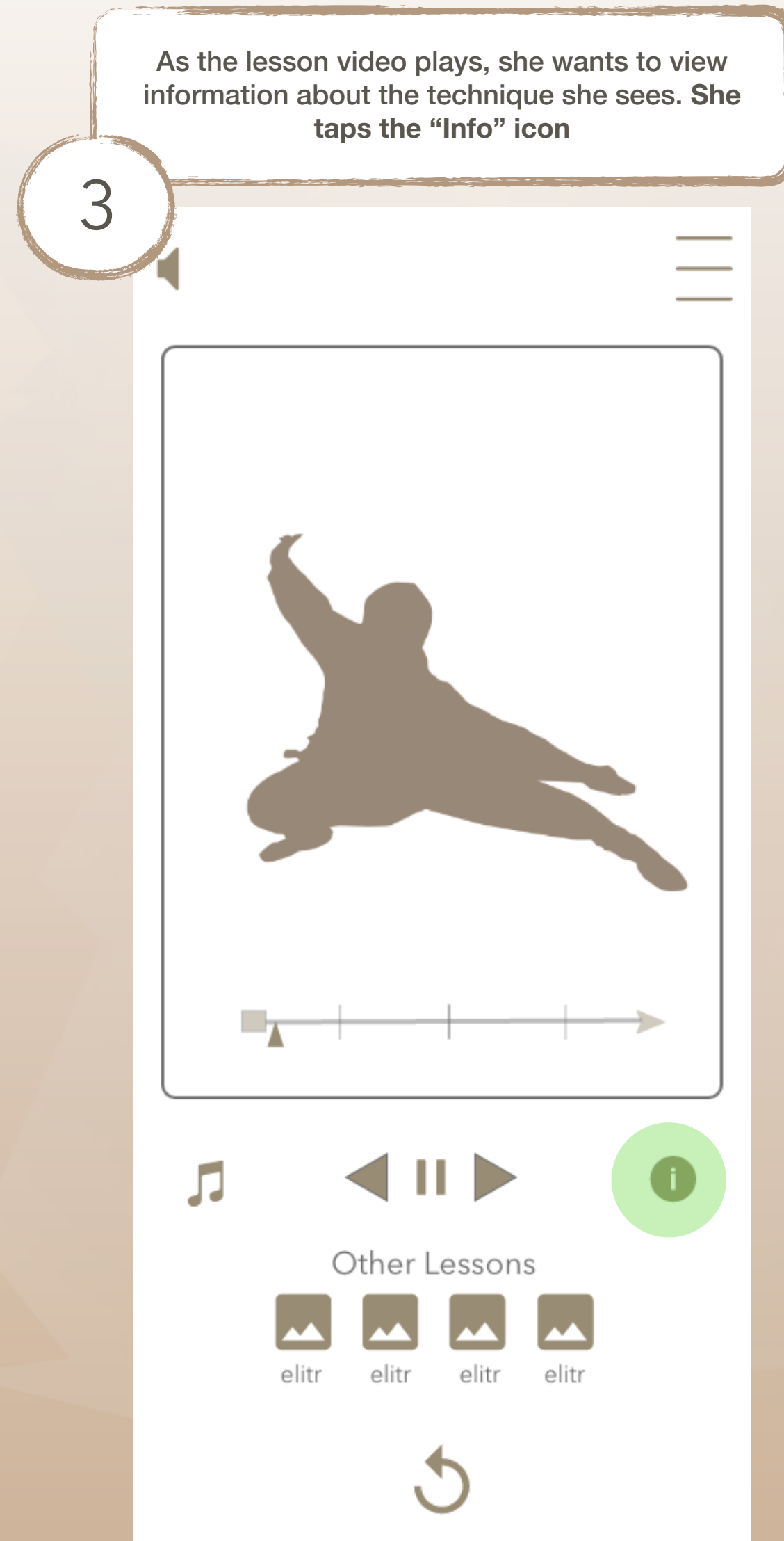
2

First Lesson preview screen loads. Page has a lesson description and links to jump directly to sections. She taps the Play icon to begin.



Proof of Concept

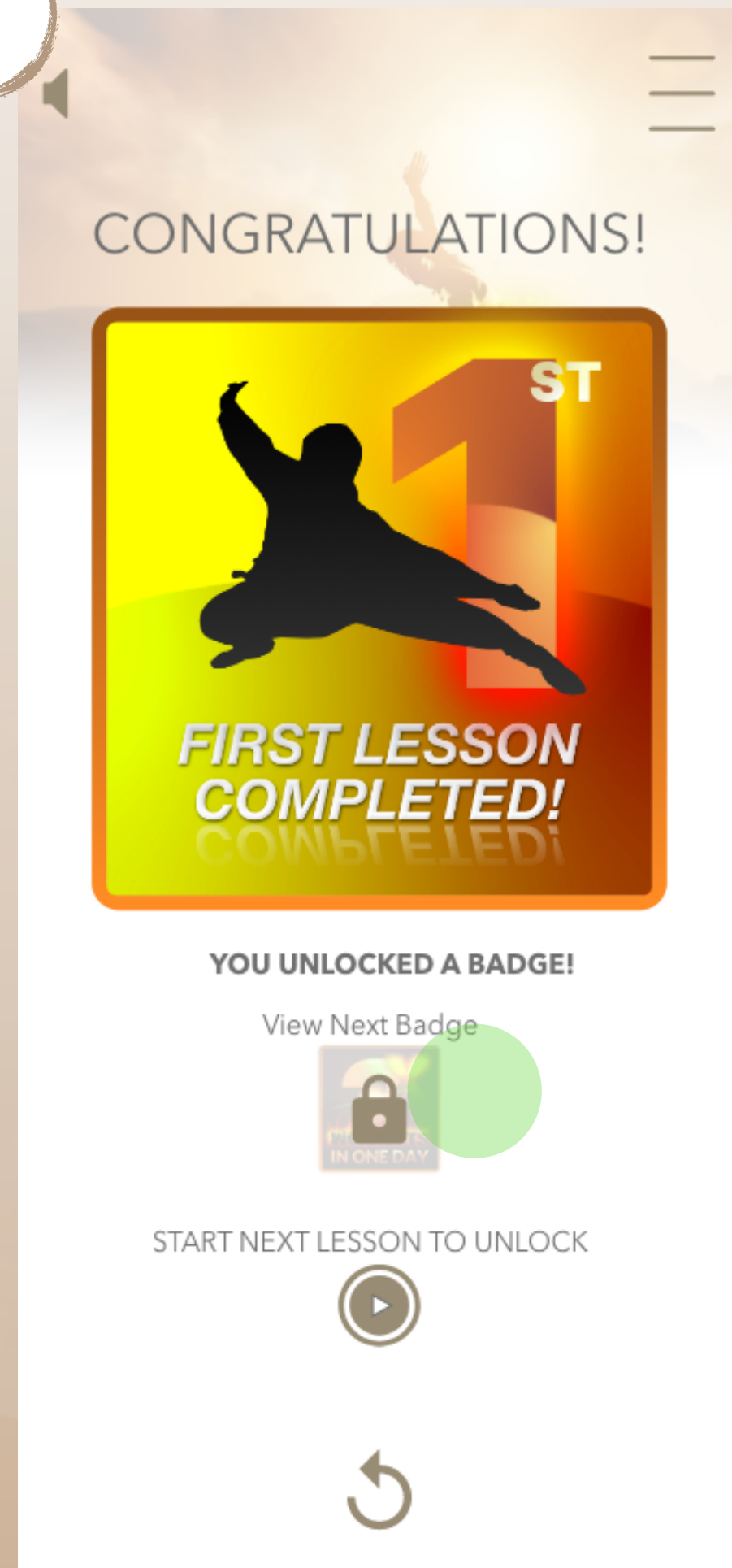
FIRST WORKOUT



Proof of Concept

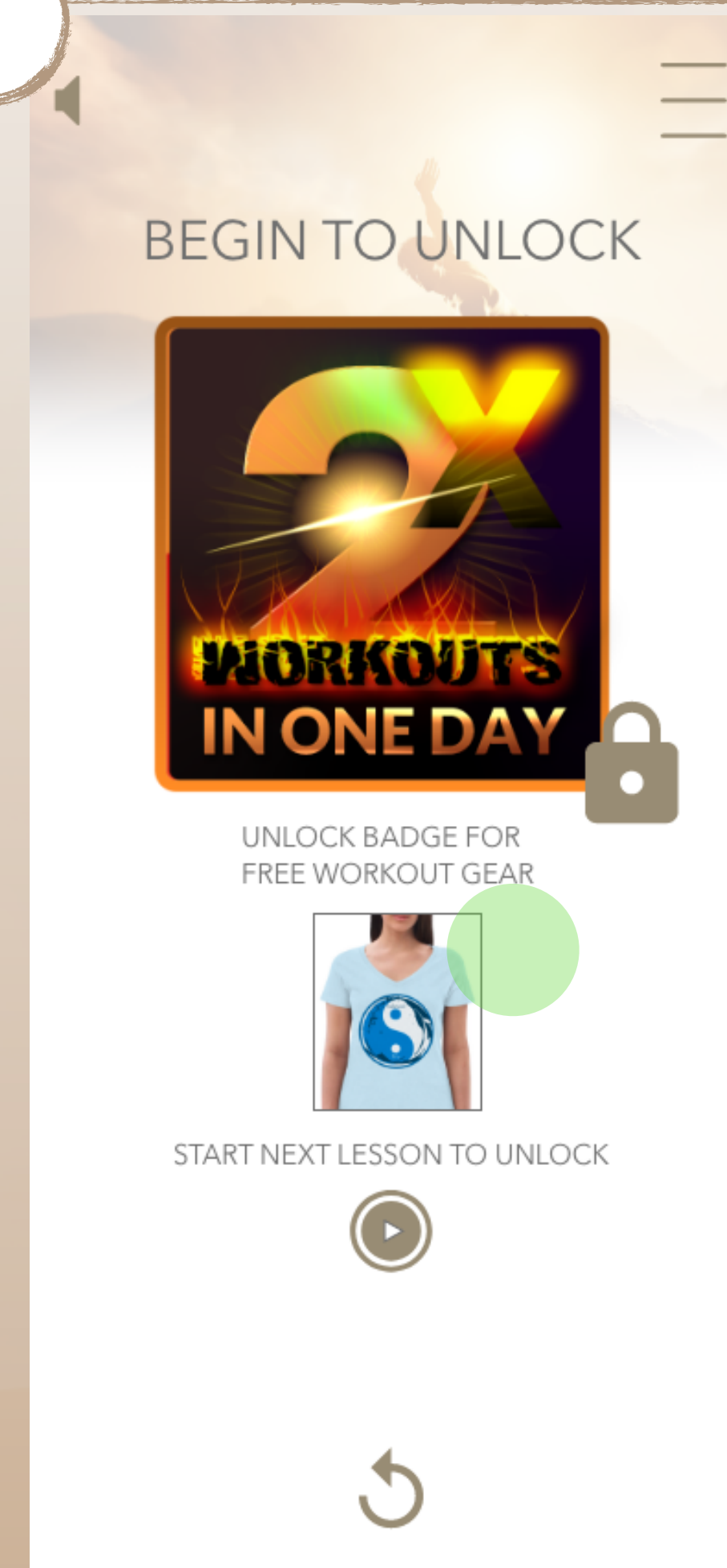
5

Upon completing her first workout the user is automatically displayed an Achievements screen. User clicks to view Next Badge



6

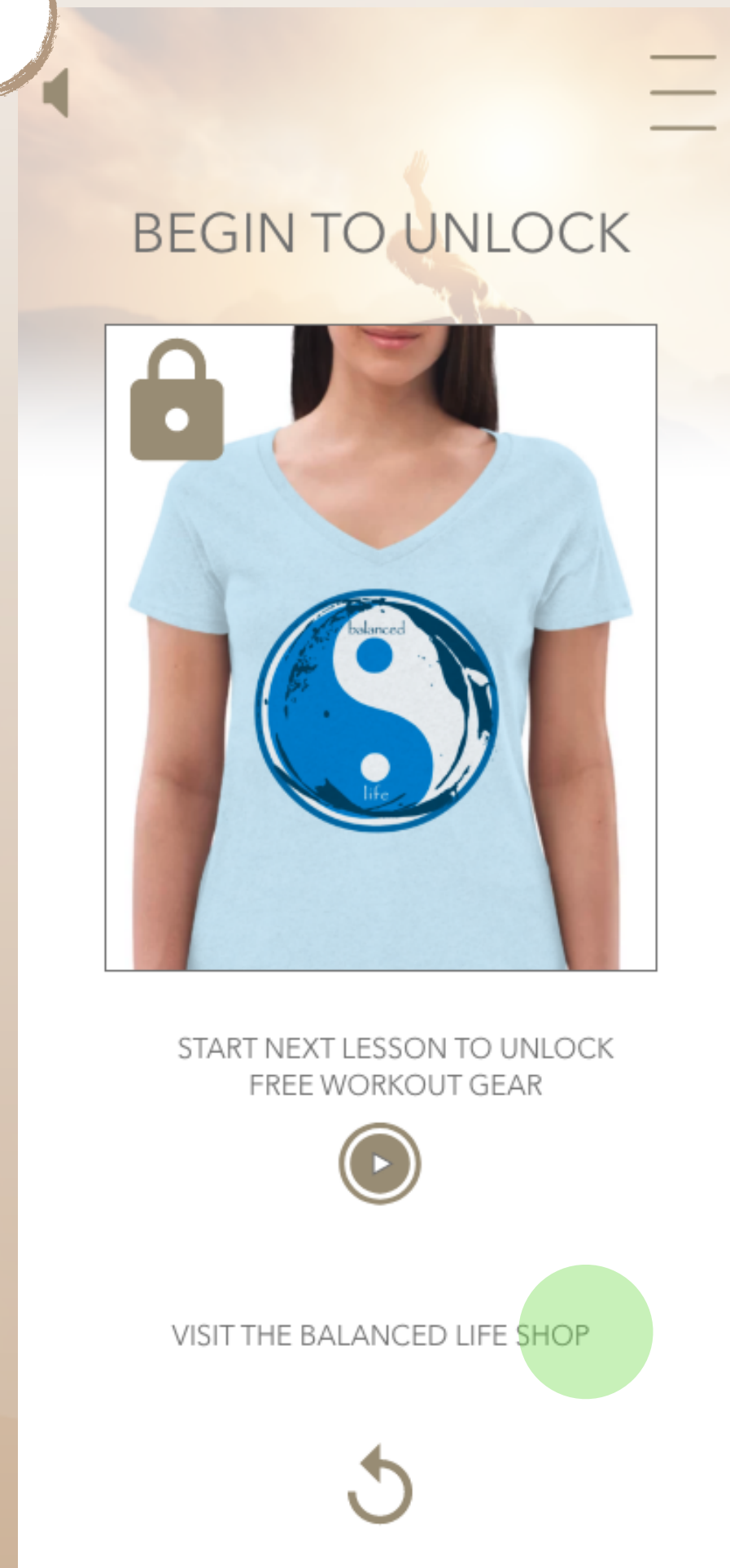
User views second badge. She notices she could earn a free t-shirt. She taps the Free Workout Gear image



Proof of Concept

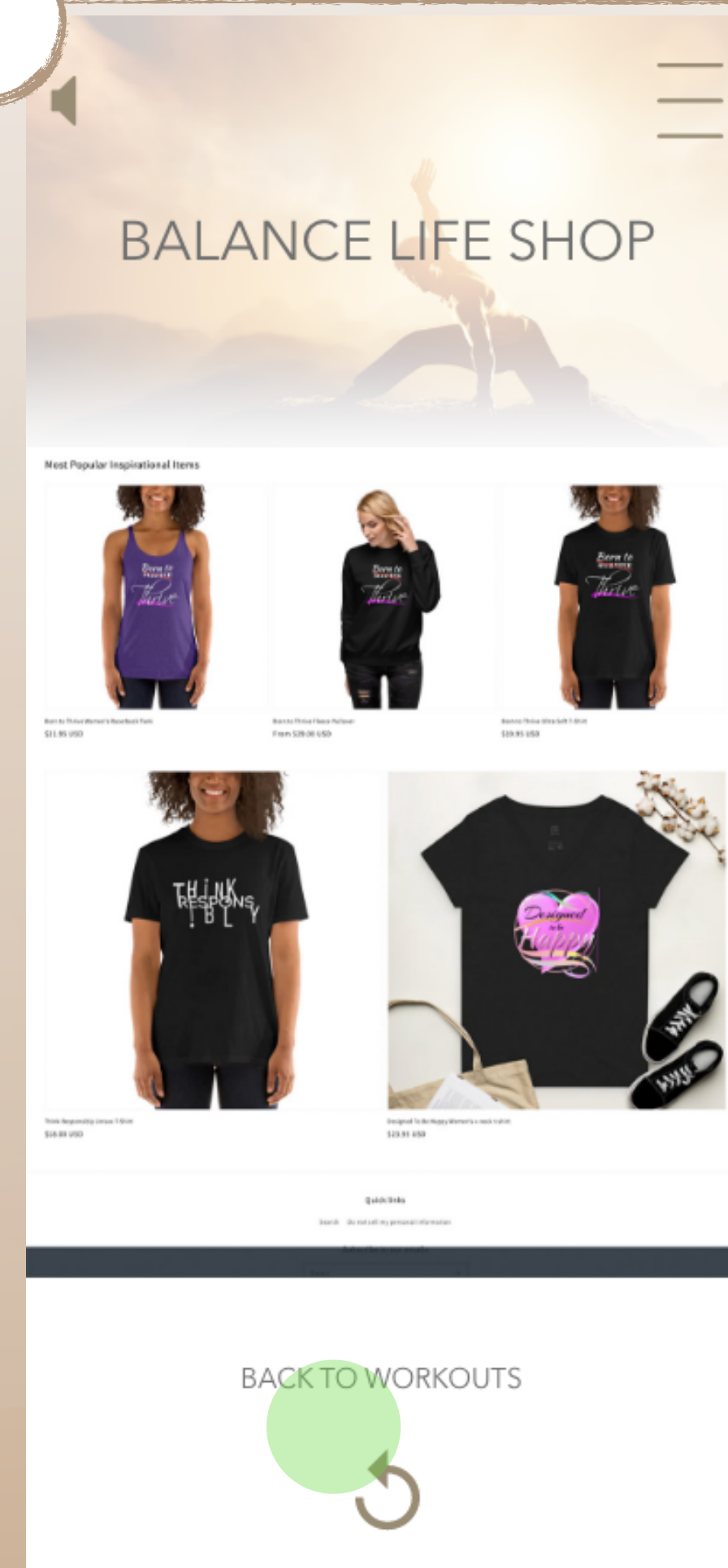
User views full size image of Workout Gear then clicks on VISIT THE BALANCED LIFE SHOP

7



User vies items in shop. She sees she can earn discounts on premium items by earring more badges and then taps BACK TO WORKOUTS.

8

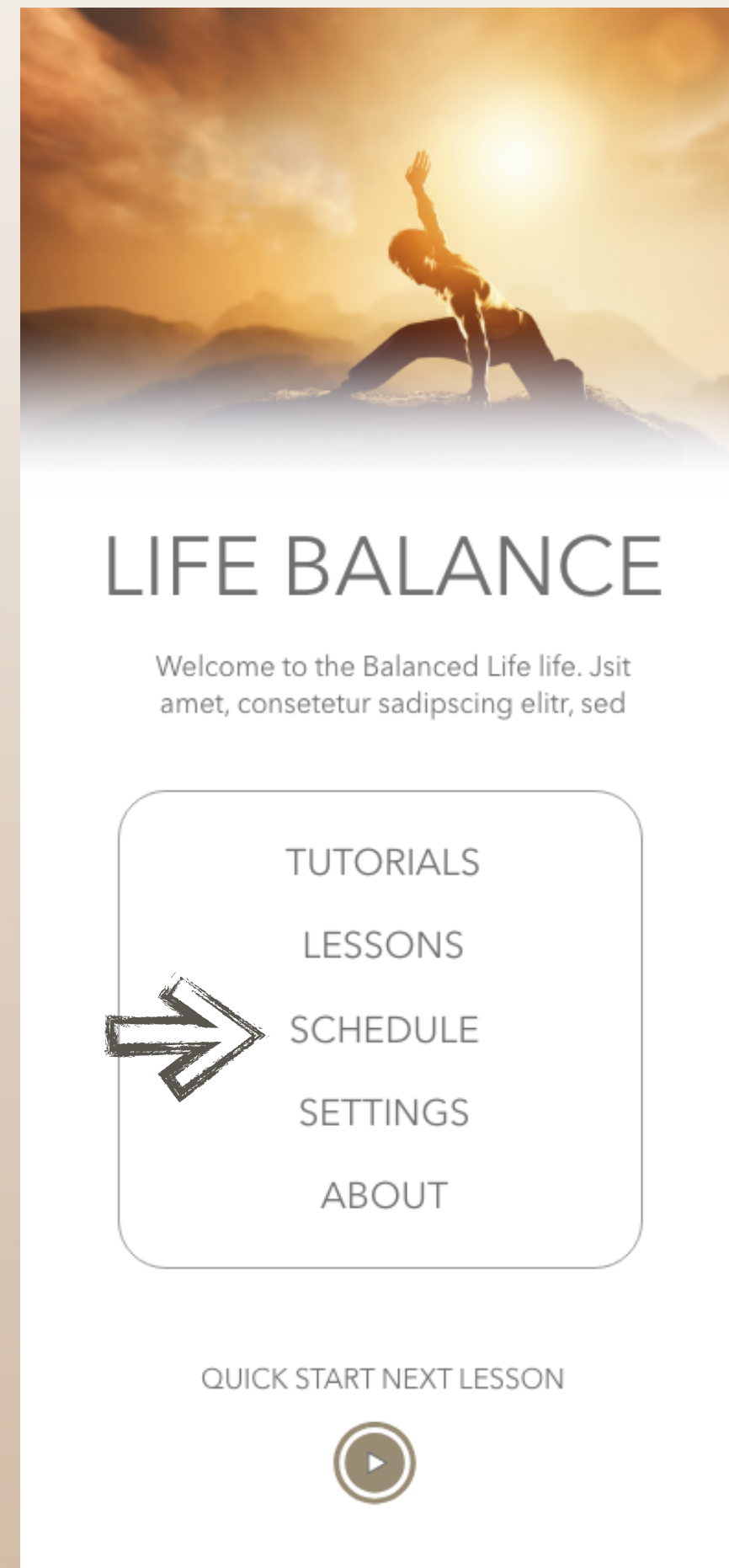


Proof of Concept - Revisions

CALENDAR SYNC



Proof of Concept



Scenario:

Scott downloaded the app a few days ago and had difficulty finding time to use it. He decides to use the automatic scheduling feature to time his lesson to the available time slots on his iCal app.

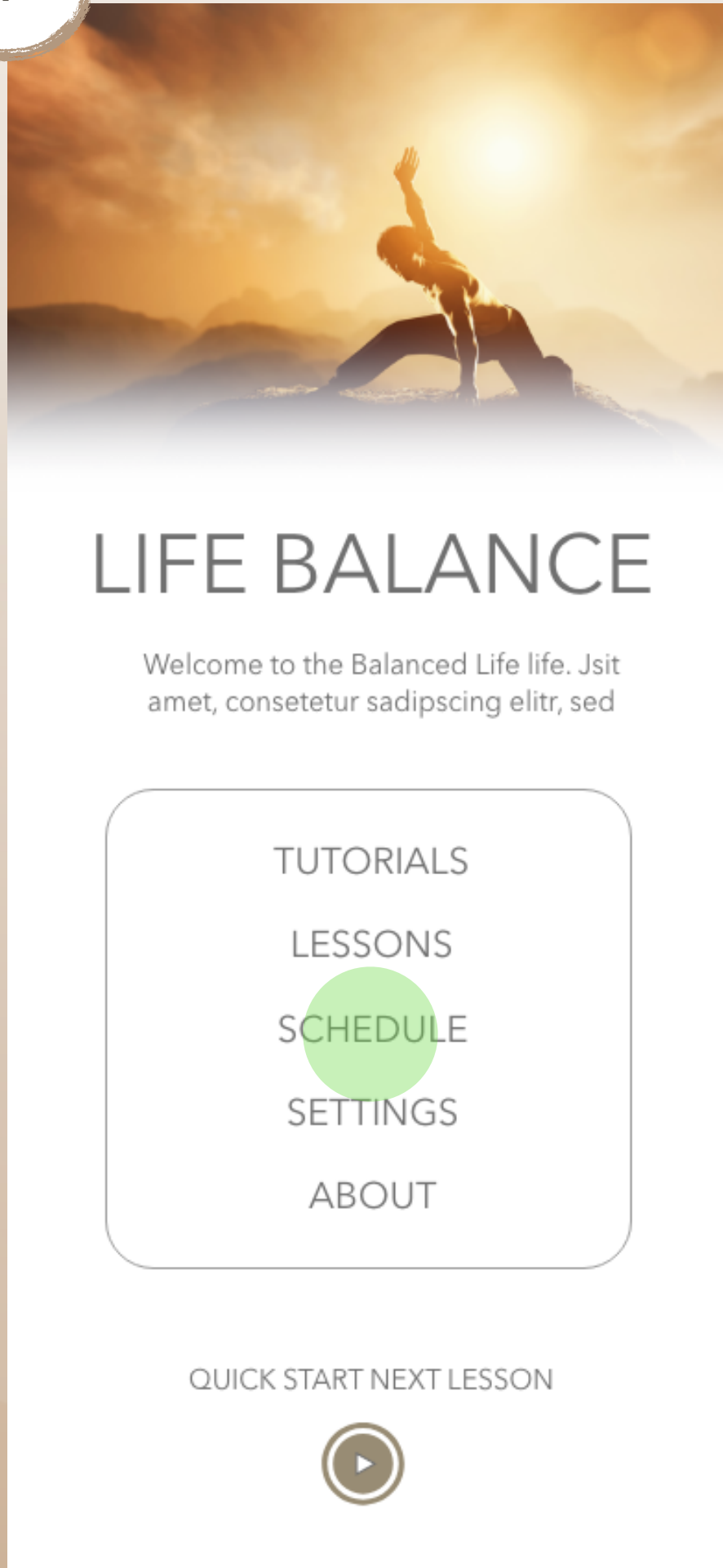
Moderator Script:

1. Hello, you've just downloaded the app but your schedule is busy and you need to block time on your calendar to ensure you get reminders for your lessons. You have learned there is an automatic way to sync your iCal app to this app in order to create a workout schedule
2. You want to enable the app to access your iCal and then recommend a schedule
3. Next you want to add 5 minutes to your meditation time
4. Next you review the schedule but decide to change the start time on Sunday to 11AM

Proof of Concept

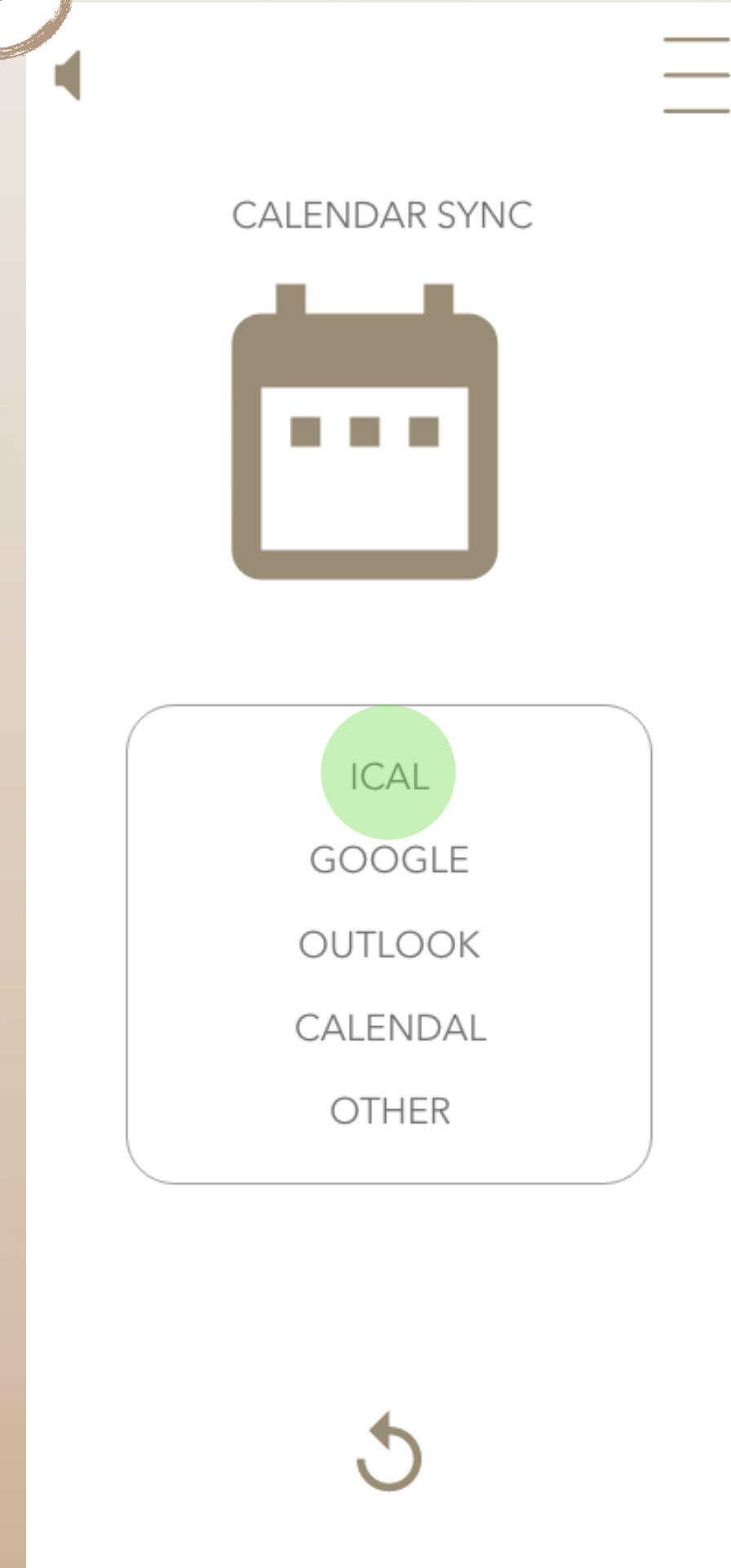
User wants set up his workout schedule to ensure he consistently has time for his lessons.

1



User manages his schedule on iCal and selects that option.

2

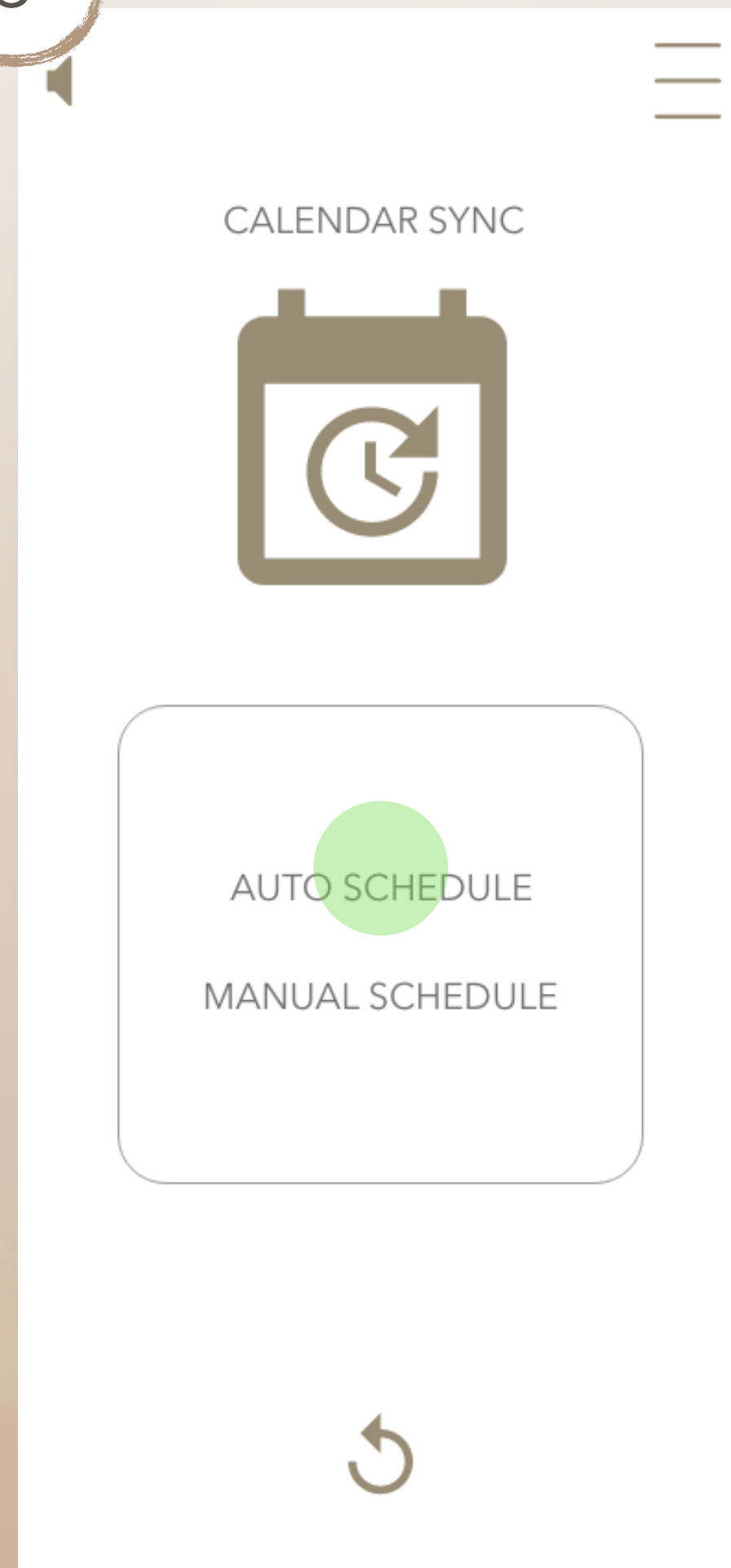


Proof of Concept

CALENDAR SYNC

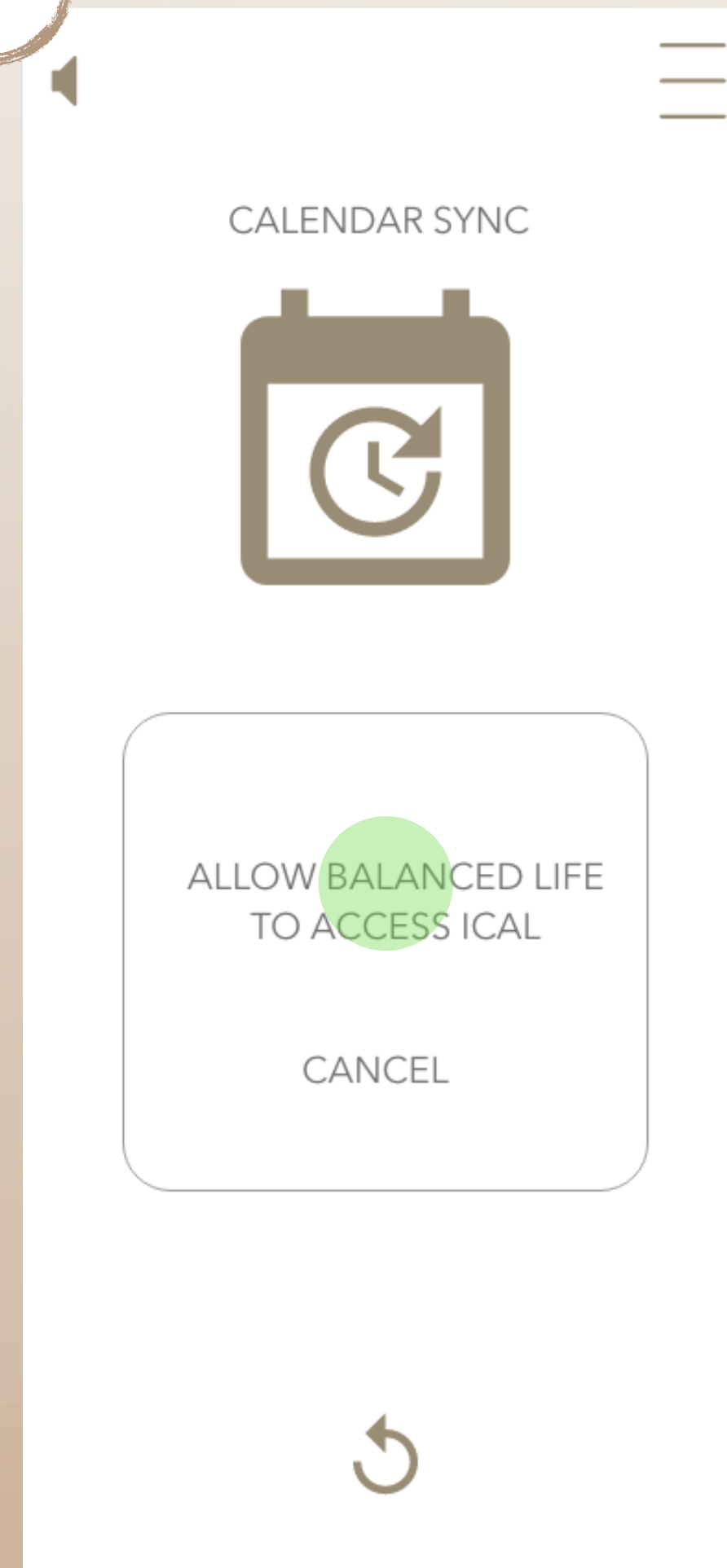
User wants to use the auto schedule function to map his lesson schedule to his available times on his iCal App

3



When prompted the user allows the Balanced Life app to access his iCal app

4



Proof of Concept

User views times for each duration but feels he would like 5 additional minutes for meditating

5

WORKOUT PLANNER
LEVEL: **BEGINNER**

RECOMMENDED
DURATION: **30 MIN**

TAP + OR - FOR CUSTOM DURATION

Meditate	Stretch	Forms
- 5 +	- 10 +	- 15 +

30
MINUTES

NEXT →

User sees updated time for meditation and new total minutes. Taps NEXT

6

WORKOUT PLANNER
LEVEL: **BEGINNER**

RECOMMENDED
DURATION: **30 MIN**

TAP + OR - FOR CUSTOM DURATION

Meditate	Stretch	Forms
- 10 +	- 10 +	- 15 +

35
MINUTES

NEXT →

Proof of Concept

User sees recommended schedule based on the durations he entered. However, he wants to edit this schedule

7

WORKOUT PLANNER

RECOMMENDED SCHEDULE

Sun	09:00 - 09:35
Mon	06:00 - 06:35
Tues	09:00 - 09:35
Wed	09:00 - 09:35
Th	06:00 - 06:35
Fri	06:00 - 06:35
Sat	09:00 - 09:35

☐ AUTO REMINDERS

EDIT SCHEDULE

MAIN MENU

User wants to change the start time for Sunday to 11AM. Taps + button until 11 displayed. Taps SAVE & UPDATE

8

WORKOUT PLANNER

EDIT START TIMES

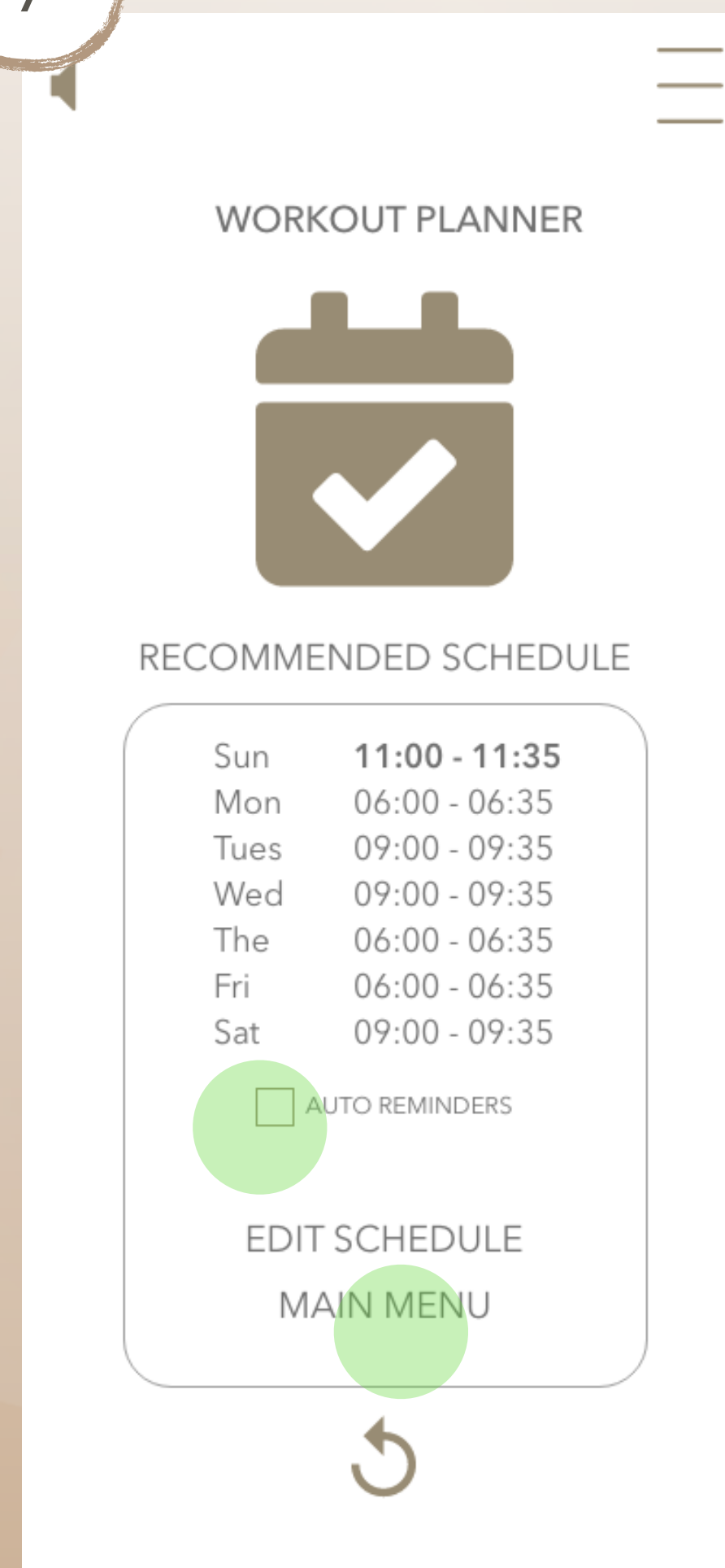
SUN	-	09:00	+
MON	-	09:00	+
TUE	-	09:00	+
WED	-	09:00	+
THR	-	09:00	+
FRI	-	09:00	+
SAT	-	09:00	+

SAVE & UPDATE

Proof of Concept

User sees edited schedule with updates indicated in **BOLD**. Satisfied with the schedule, he taps **AUTO REMINDERS** and then returns to **MAIN MENU**

7



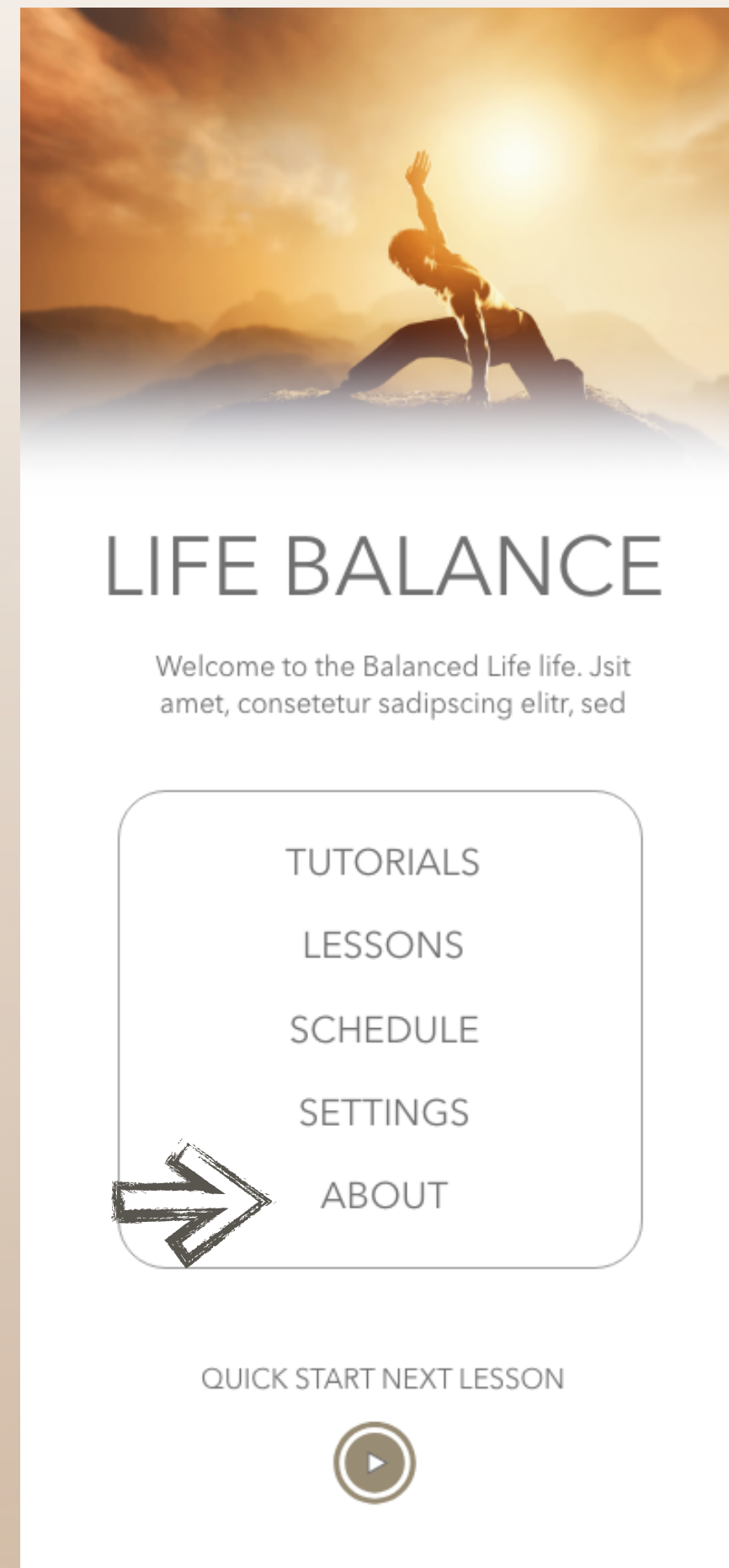
Proof of Concept - Revisions

ABOUT THE APP



Proof of Concept

ABOUT THE APP



Scenario:

Damaris has been using the app and progressing through the lessons. Nw wants to know more about the principles behind the practices she's been learning. She feels that by connecting the the philosophy and biology behind the concepts she can advance even further.

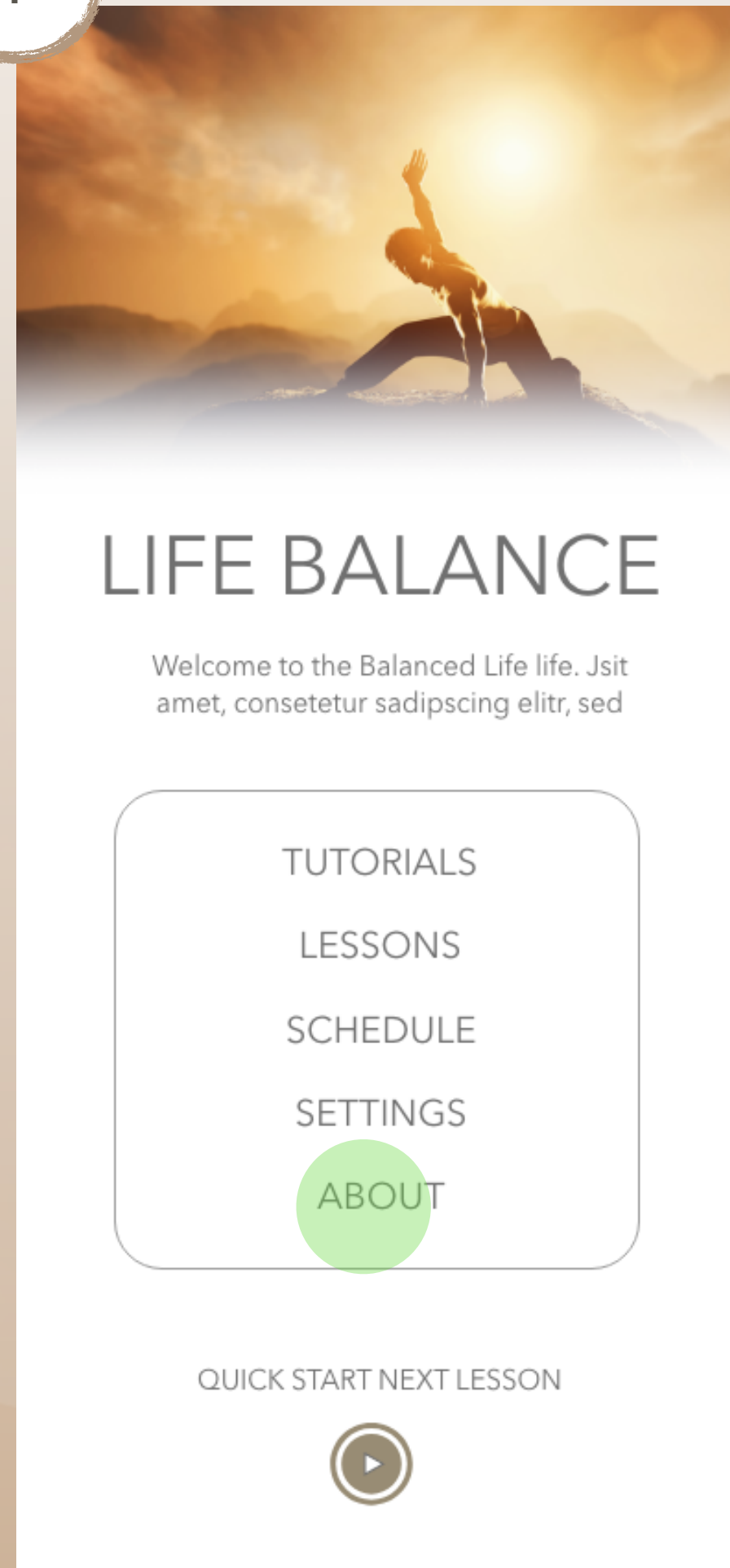
Moderator Script:

1. Hello, you've been using the app for several weeks and are seeing some benefits already. However you're intrigued about why these techniques work the way they do and you'd like to learn more about the origin of the teachings in the app.
2. How would you go about learning more about the basis for the concepts taught in the app?
3. If you wanted to learn more about the physiology how might you locate this information?
4. If you wanted to learn more about the philosophy underpinning the meditations how might you locate this information?
5. If you wanted to learn more about the all of the techniques how might you locate this information?
6. How might you return to the main menu?

Proof of Concept

User to learn more About the techniques contained in the app.

1

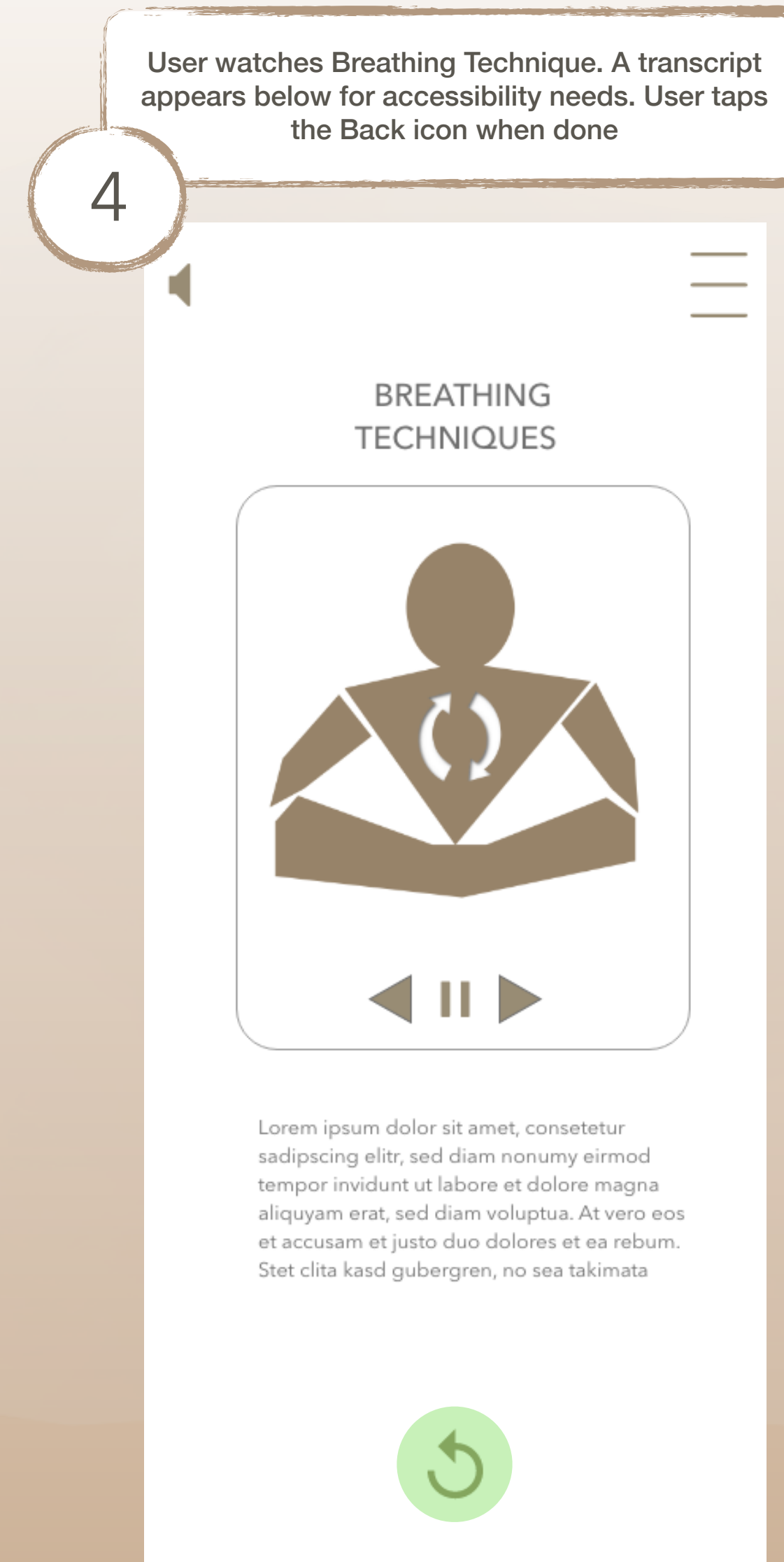
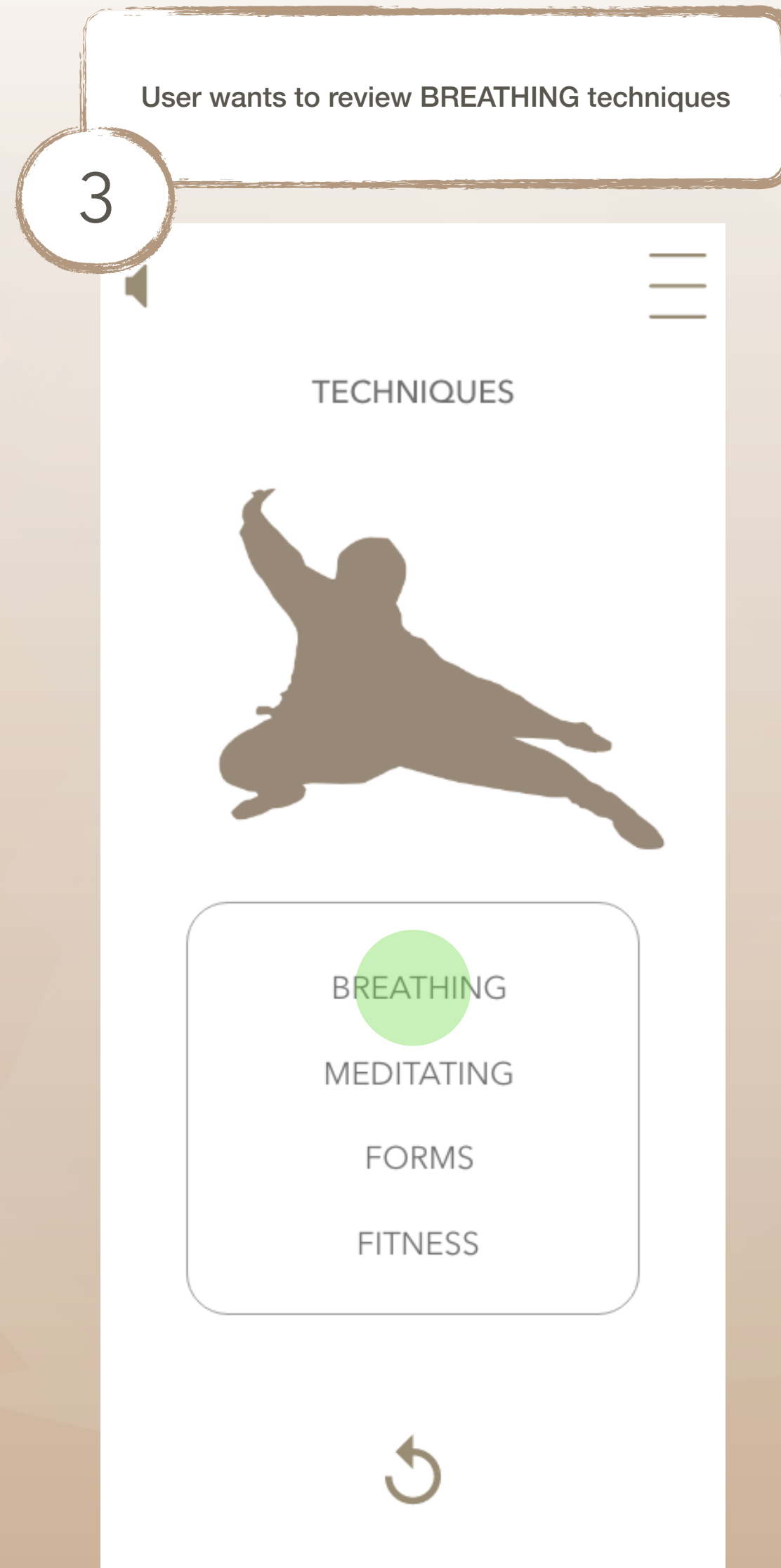


User taps on the Techniques button

2



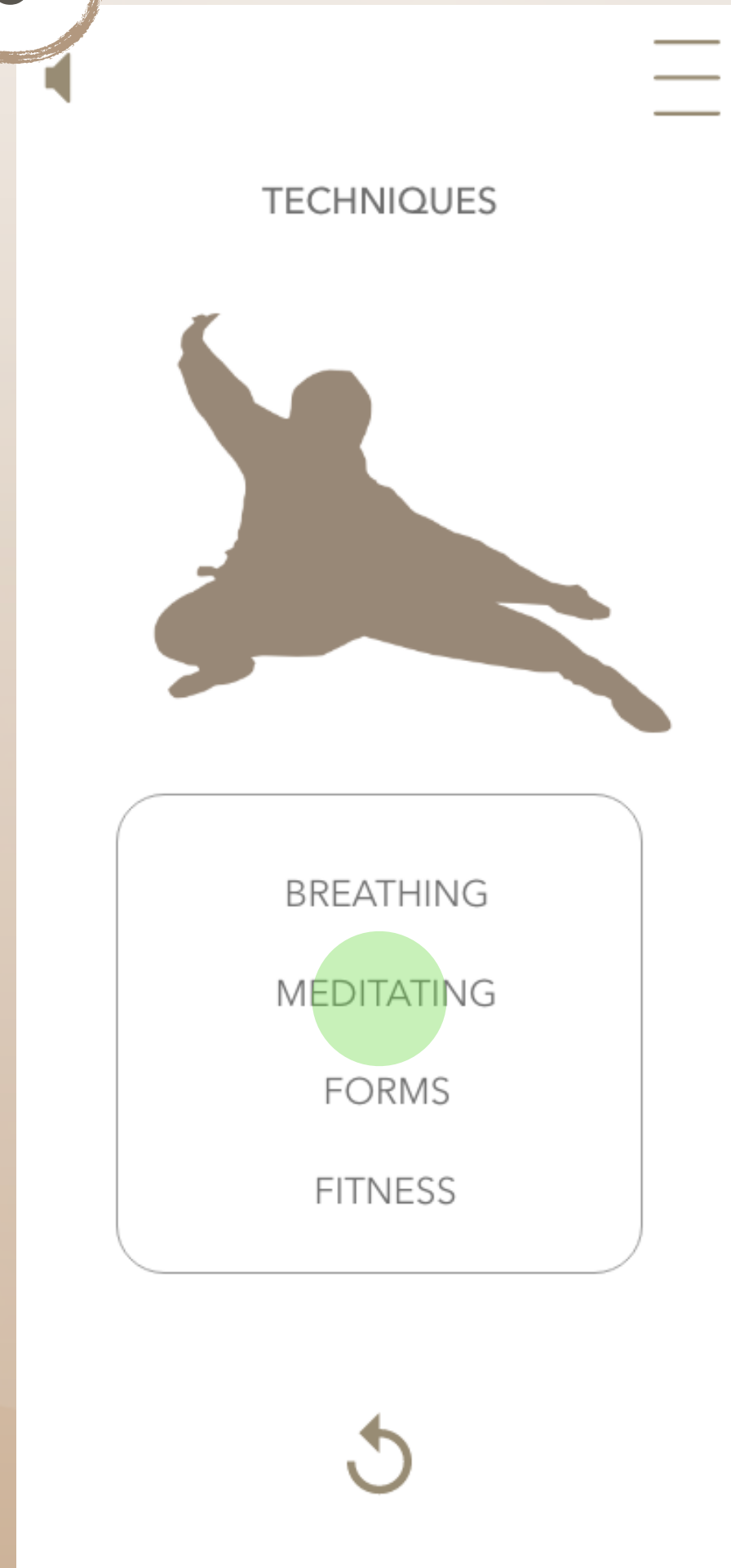
Proof of Concept



Proof of Concept

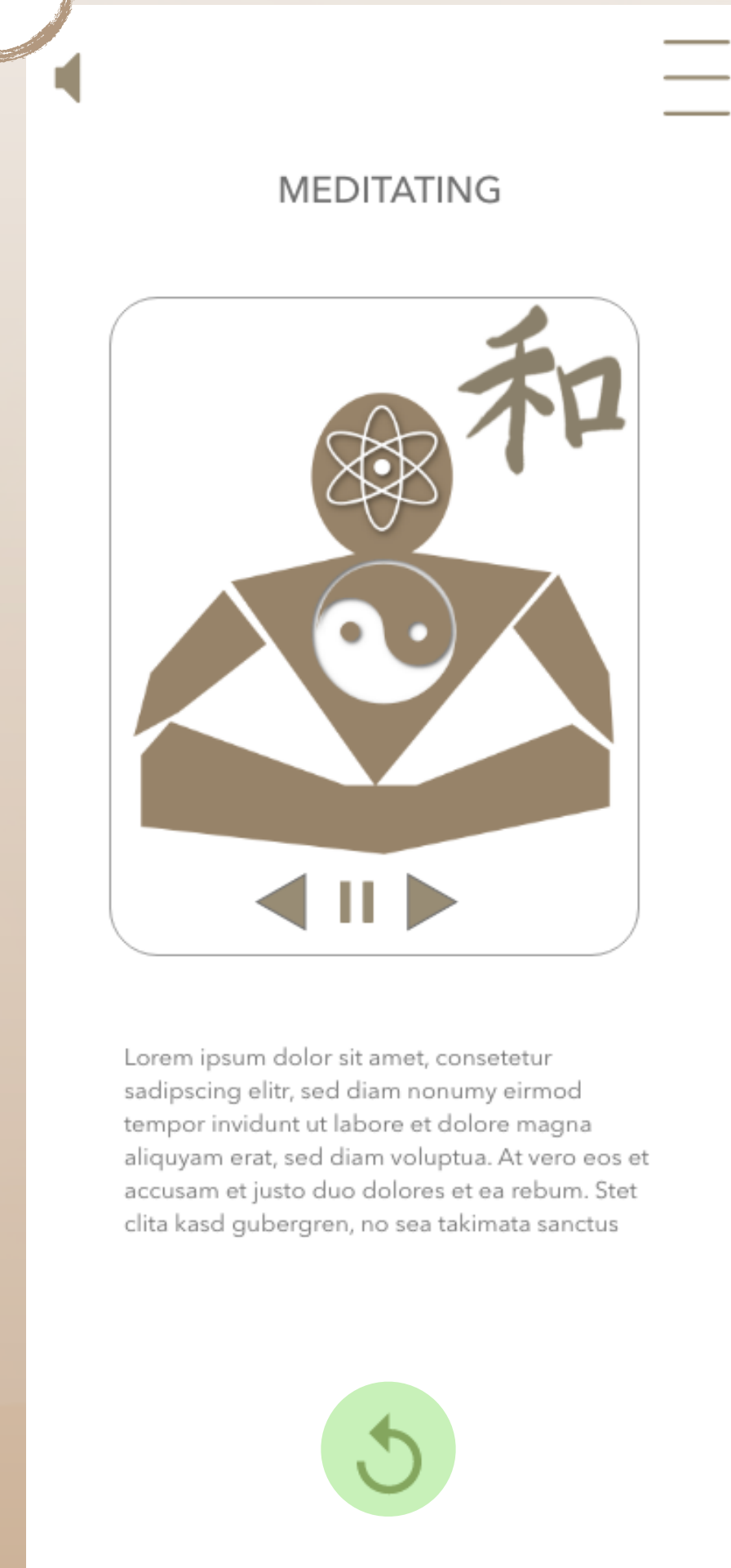
User reviews Techniques menu and now wants to view Meditating techniques

5



User taps on the video to play Meditating Technique. A transcript appears below the video or accessibility needs. User taps the Back icon when done

6



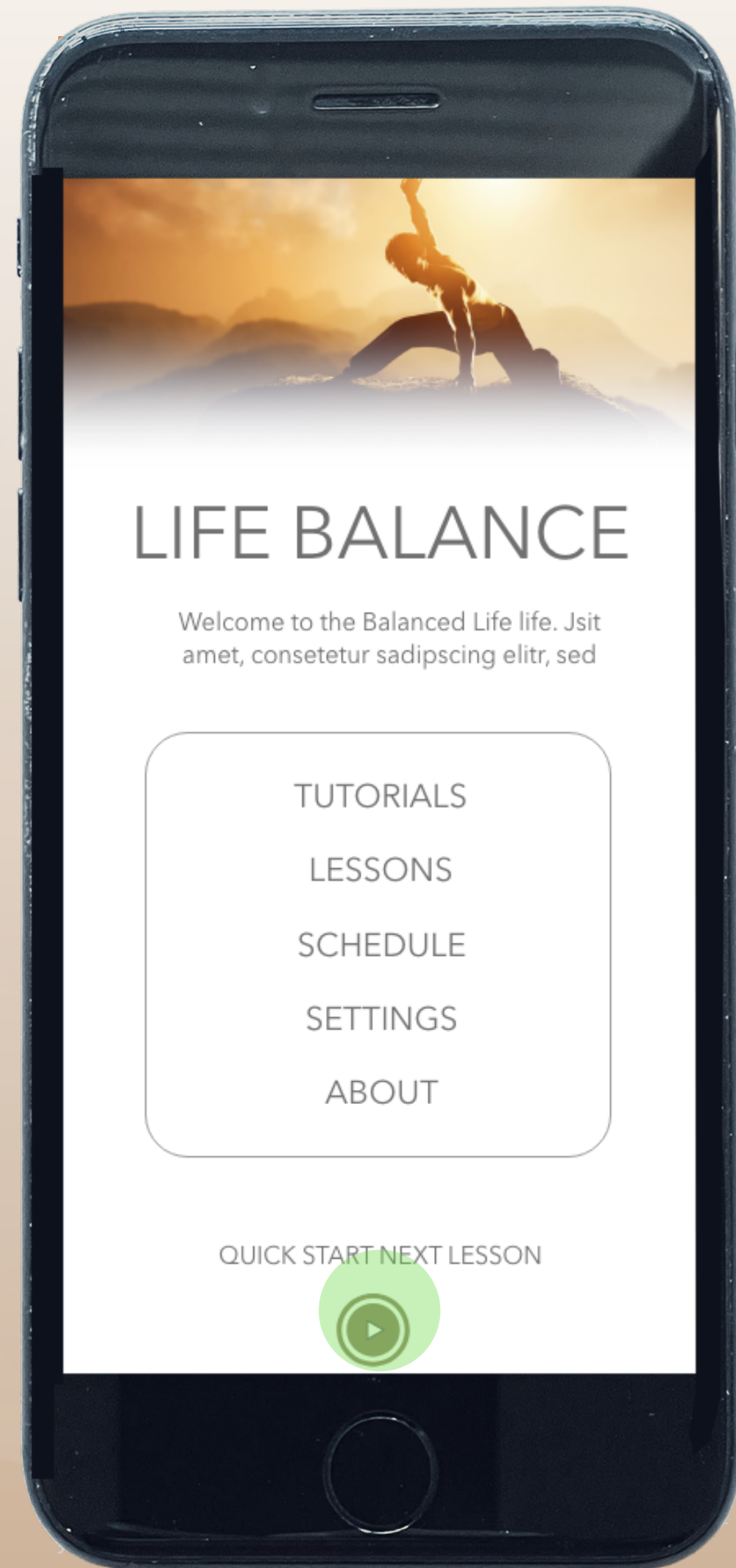
High Fidelity Prototypes

FIRST WORKOUT



Prototype

FIRST WORKOUT



Scenario:

It's Saturday morning and Jackie has just downloaded the Balance Life App. Her friend Damaris has the app and recommended that she begin by taking the first Quick Start lesson.

Moderator Script:

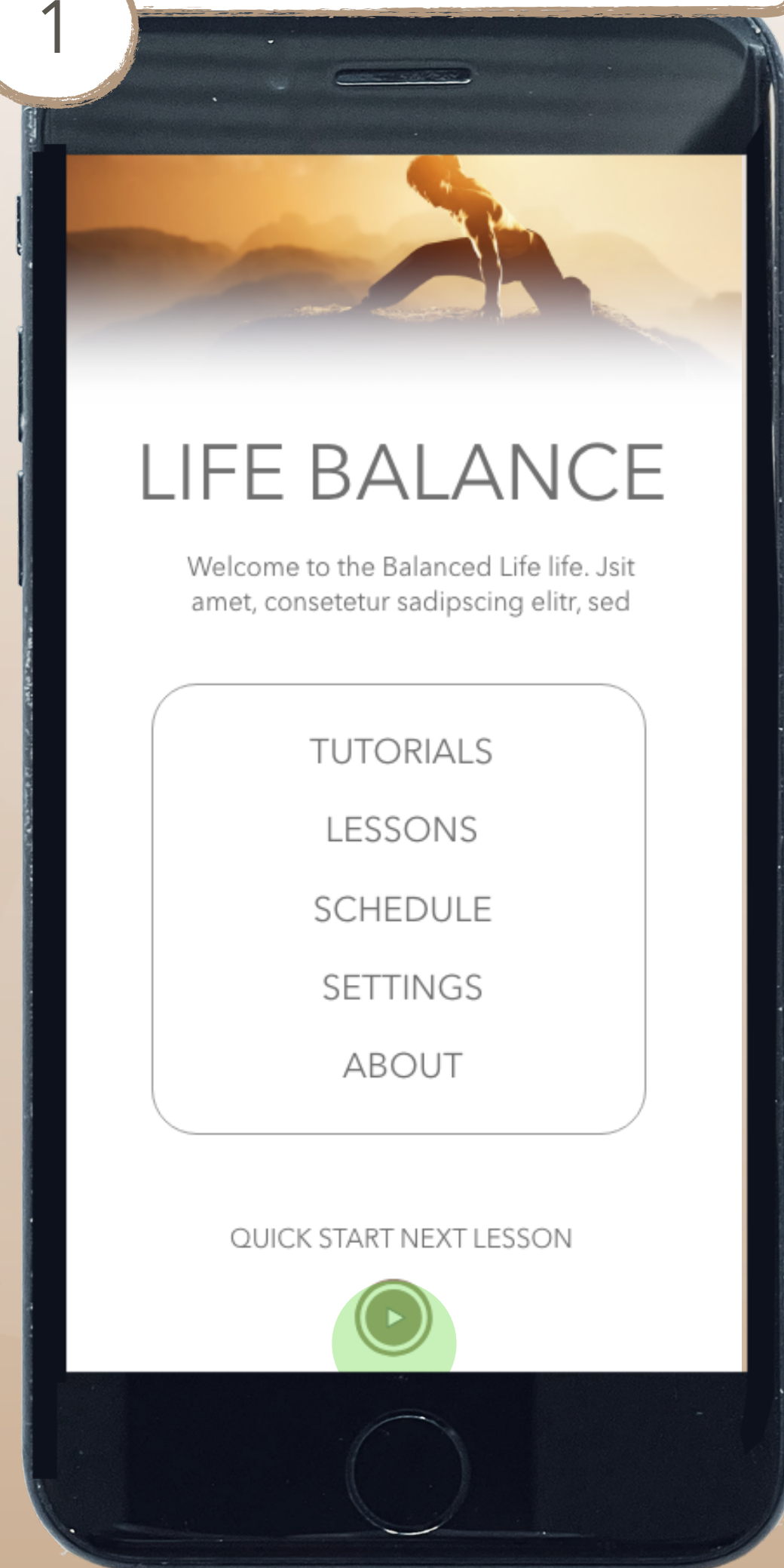
1. Hello, you've just downloaded an app recommended to you by a friend. She recommended your use the Quick Start feature.
2. Now that you've begun the first lesson you have questions about the technique you're viewing and would like more information on how to perform it. What would you do to get more information?
3. After viewing the information you wanted, you now want to return to the Lesson. Do that now.
4. You complete the lesson and see that you earned a badge. You want to view the next badge.
5. You see that you can earn free gear. You want to see a bigger image.
6. Next, you want to see what is available at the Balanced Life Shop
7. Finally, you want to get back to the workout and leave the store

Prototype

FIRST WORKOUT

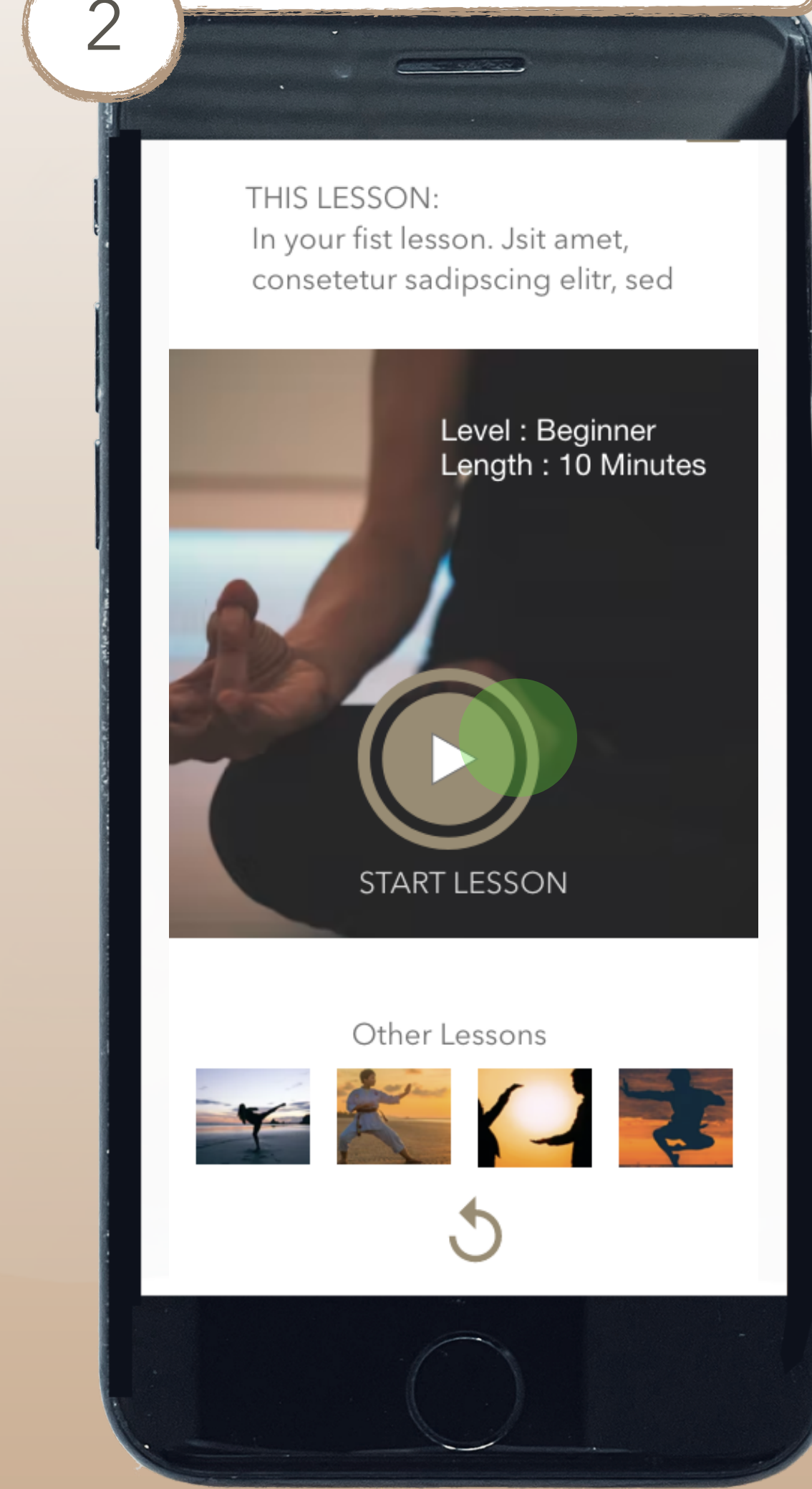
1

User wants to begin her first work out. She taps the Quick Start button.



2

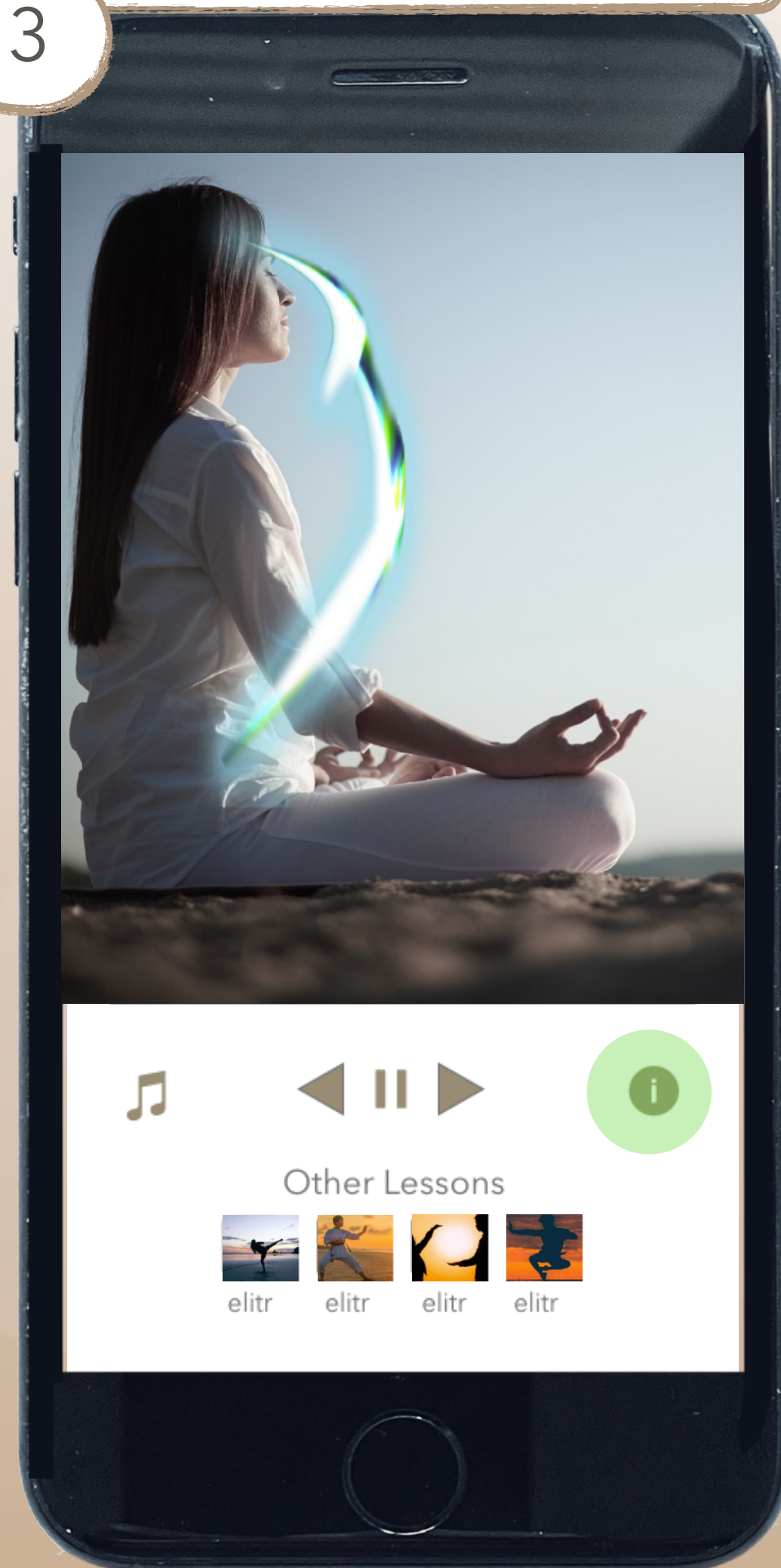
First Lesson preview screen loads. Page has a lesson description and links to jump directly to sections. She taps the Play icon to begin.



Prototype

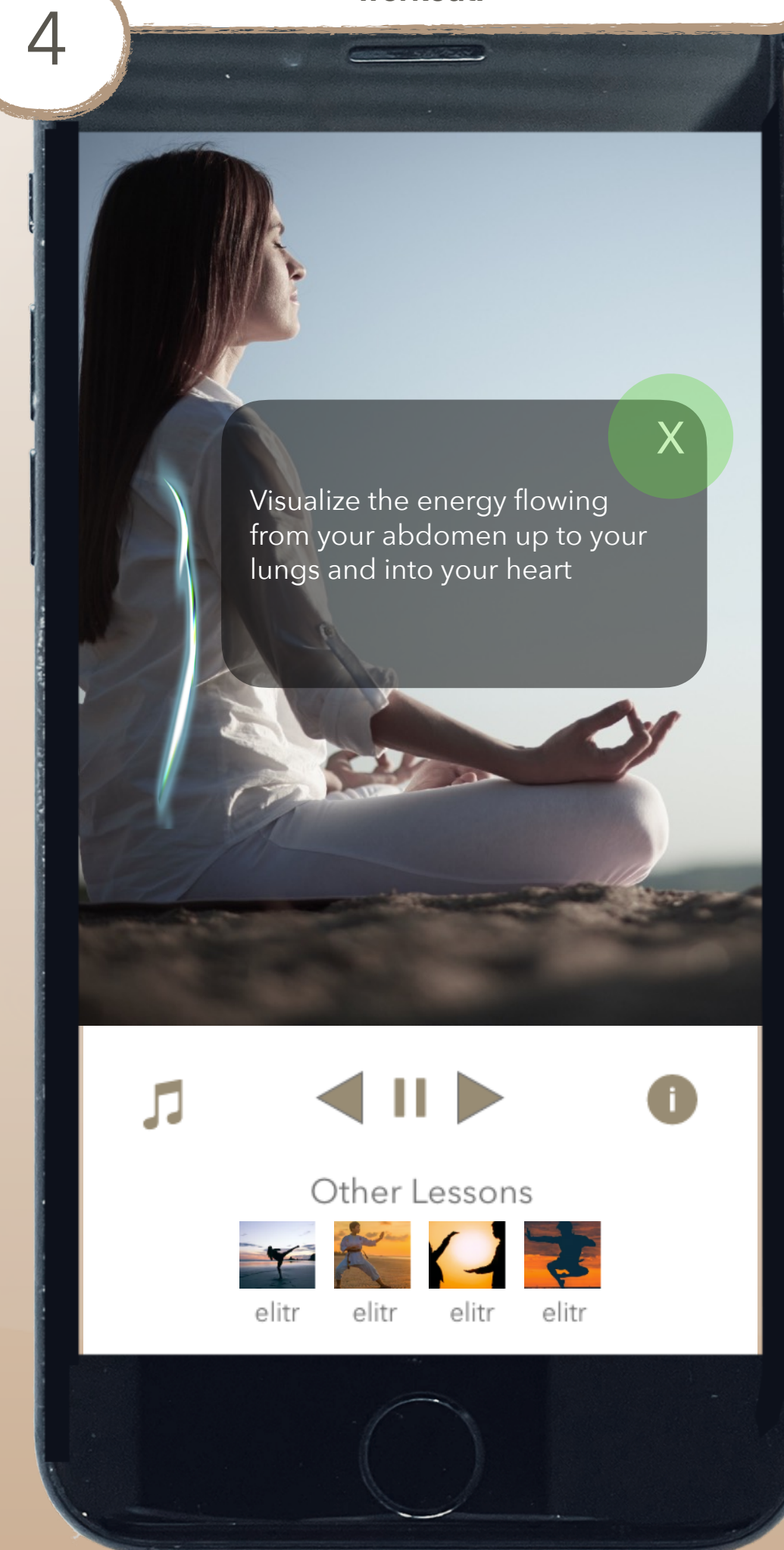
3

As the lesson video plays, she wants to view information about the technique she sees. She taps the "Info" icon



4

An overlay appears with an explanation and tips about the technique. Jackie views this then clicks the "X" to close the overlay and return to the workout.

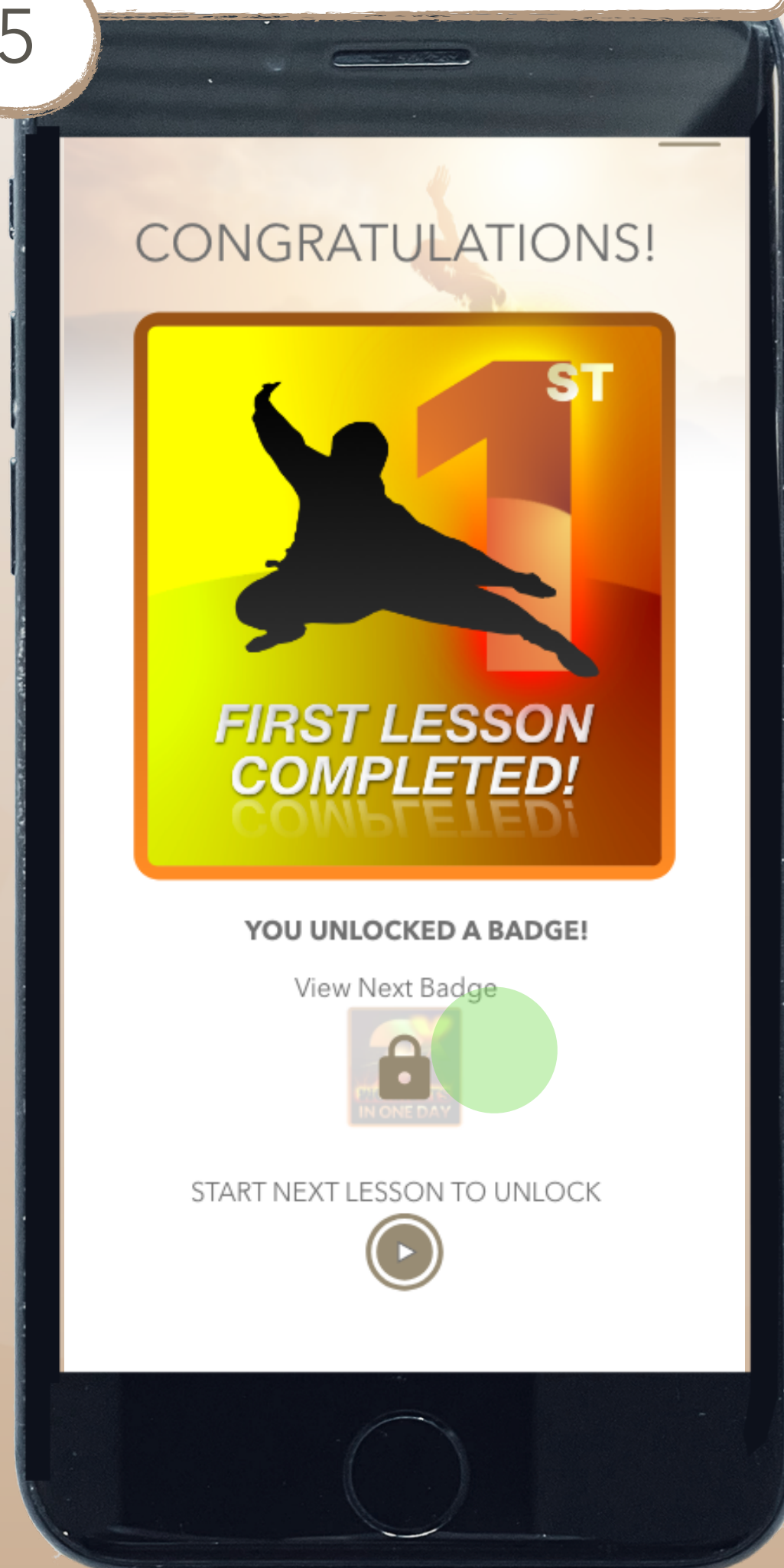


Prototype

FIRST WORKOUT

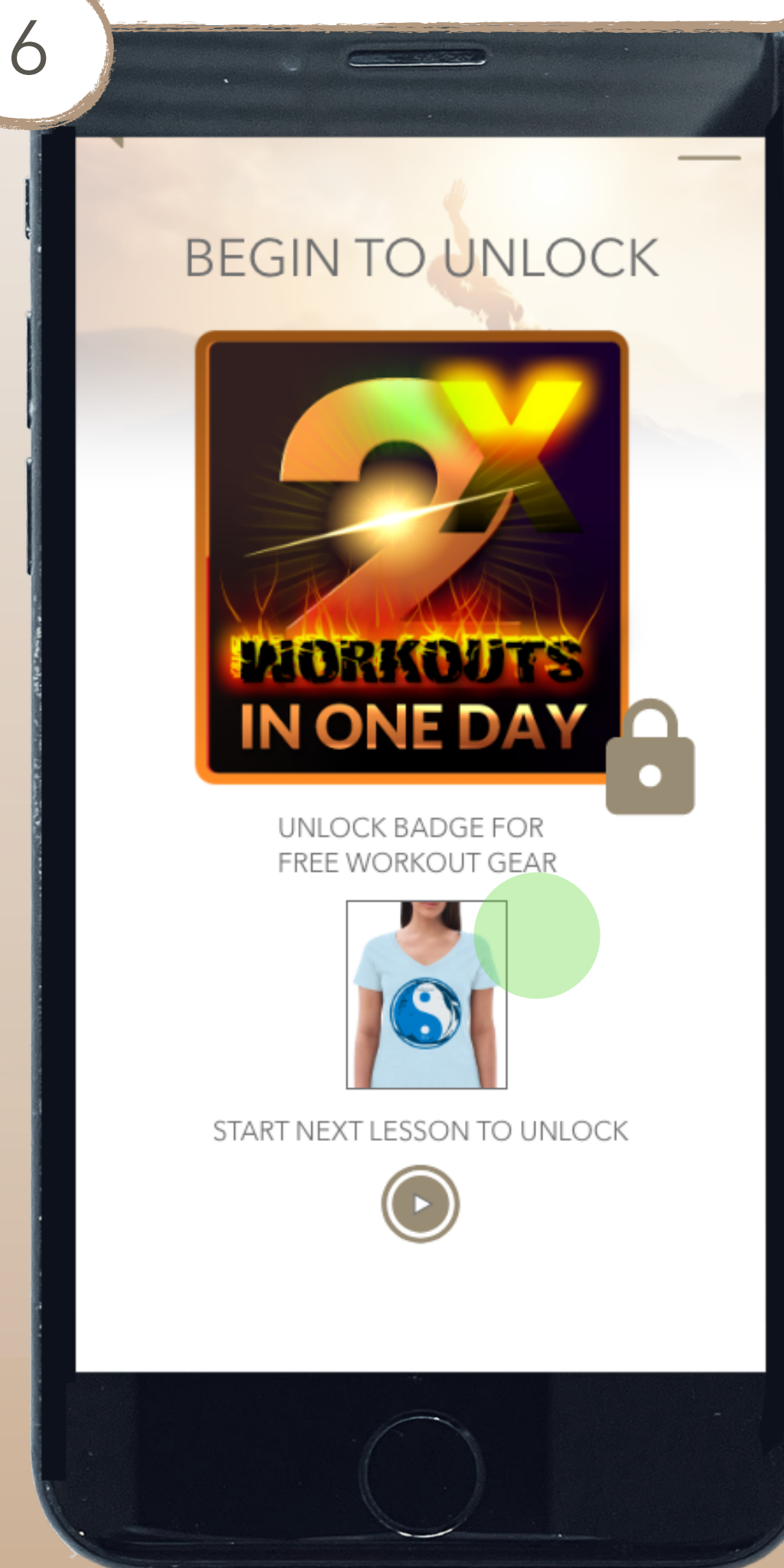
5

Upon completing her first workout the user is automatically displayed an Achievements screen. User clicks to view Next Badge



6

User views second badge. She notices she could earn a free t-shirt. She taps the Free Workout Gear image

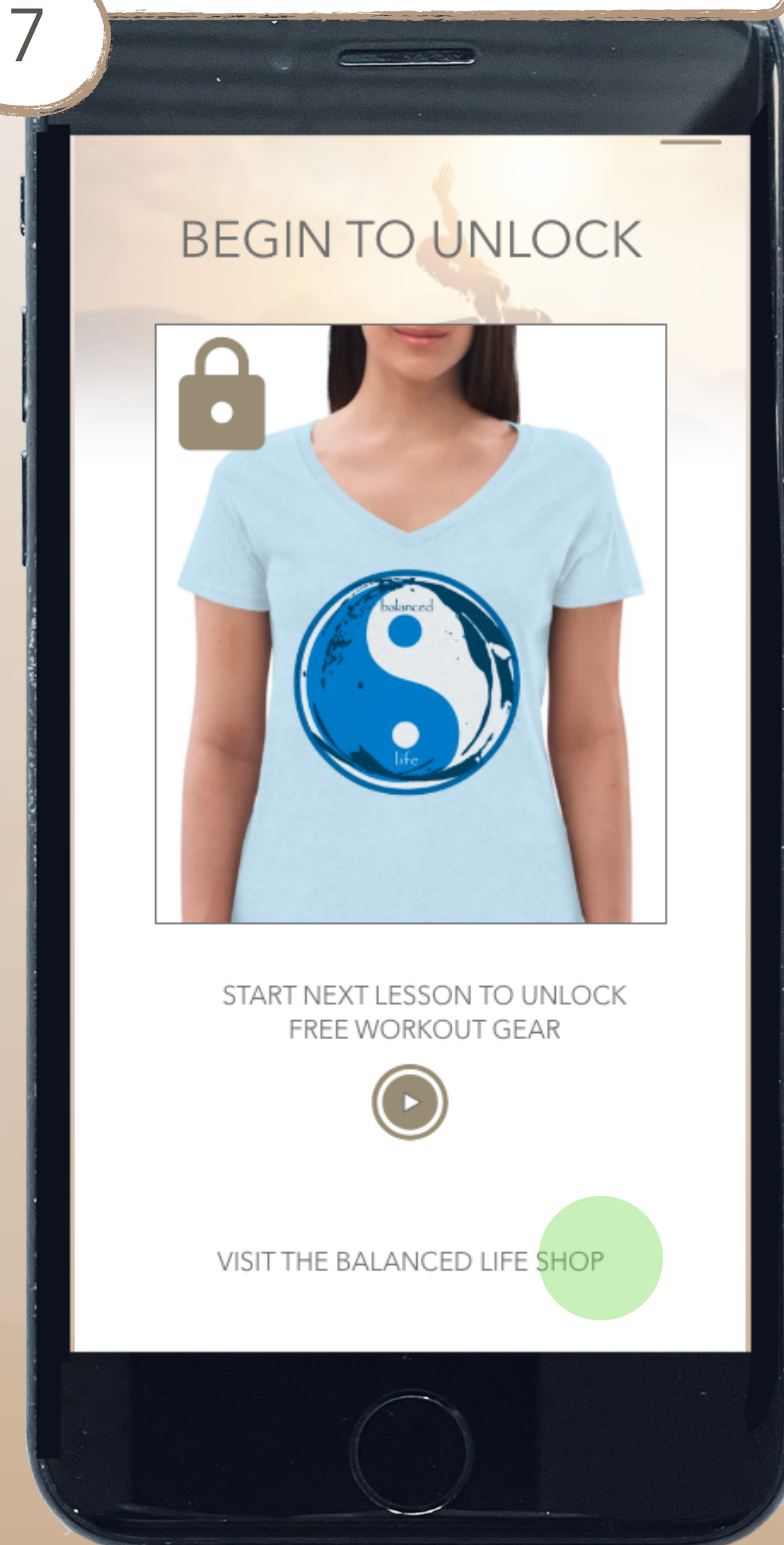


Prototype

FIRST WORKOUT

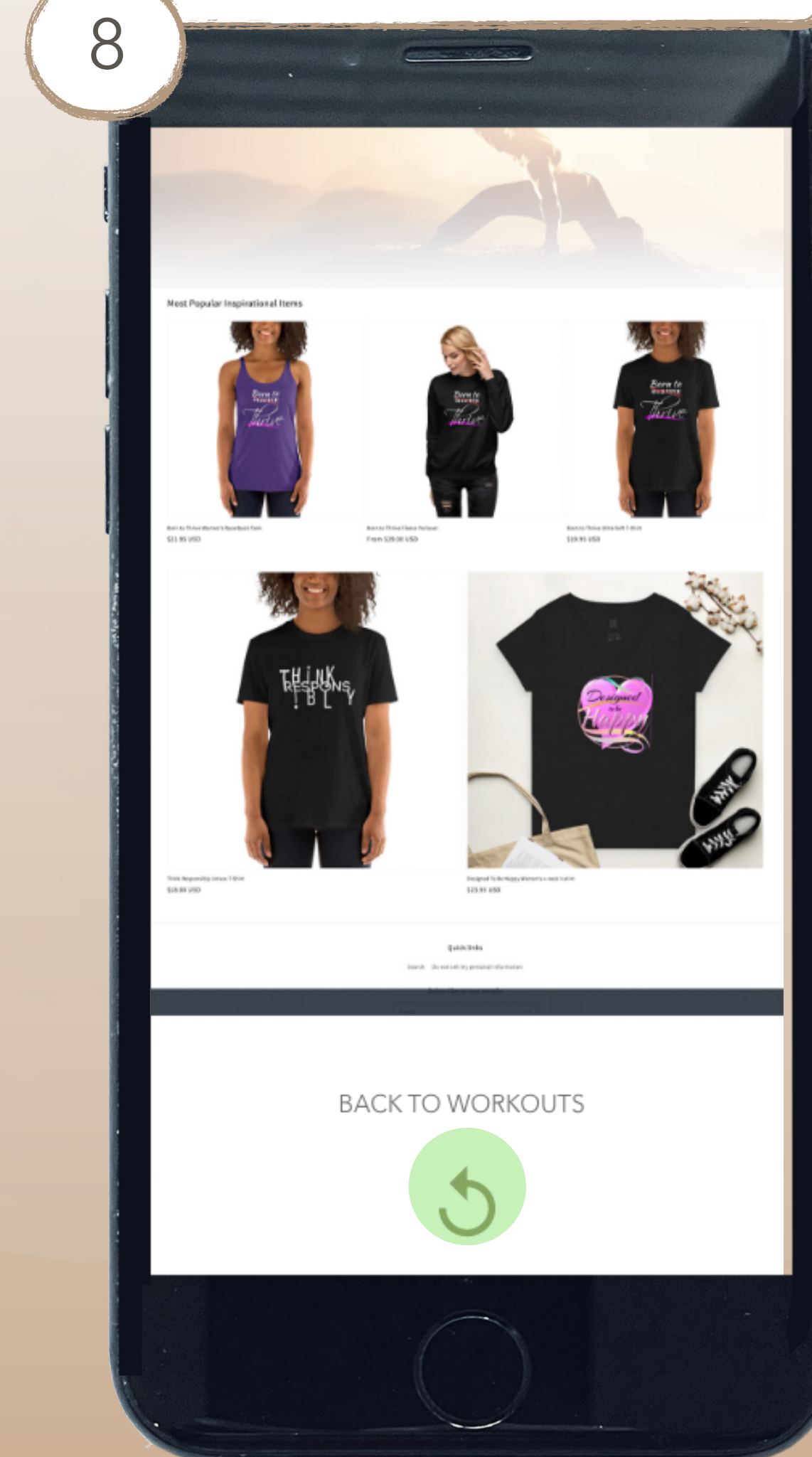
7

User views full size image of Workout Gear then clicks on VISIT THE BALANCED LIFE SHOP



8

User vies items in shop. She sees she can earn discounts on premium items by earring more badges and then taps BACK TO WORKOUTS.

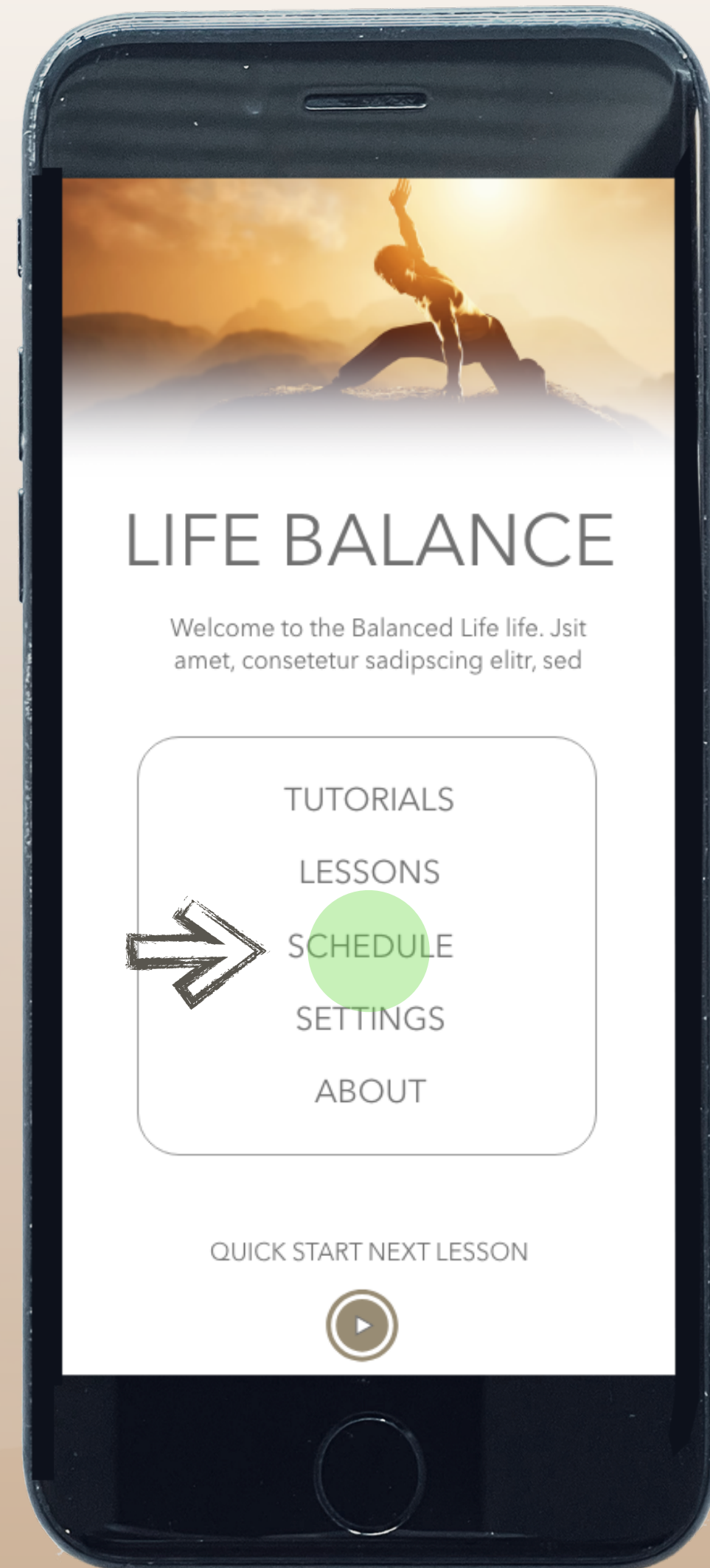


High Fidelity Prototypes

CALENDAR SYNC



Prototype



Scenario:

Scott downloaded the app a few days ago and had difficulty finding time to use it. He decides to use the automatic scheduling feature to time his lesson to the available time slots on his iCal app.

Moderator Script:

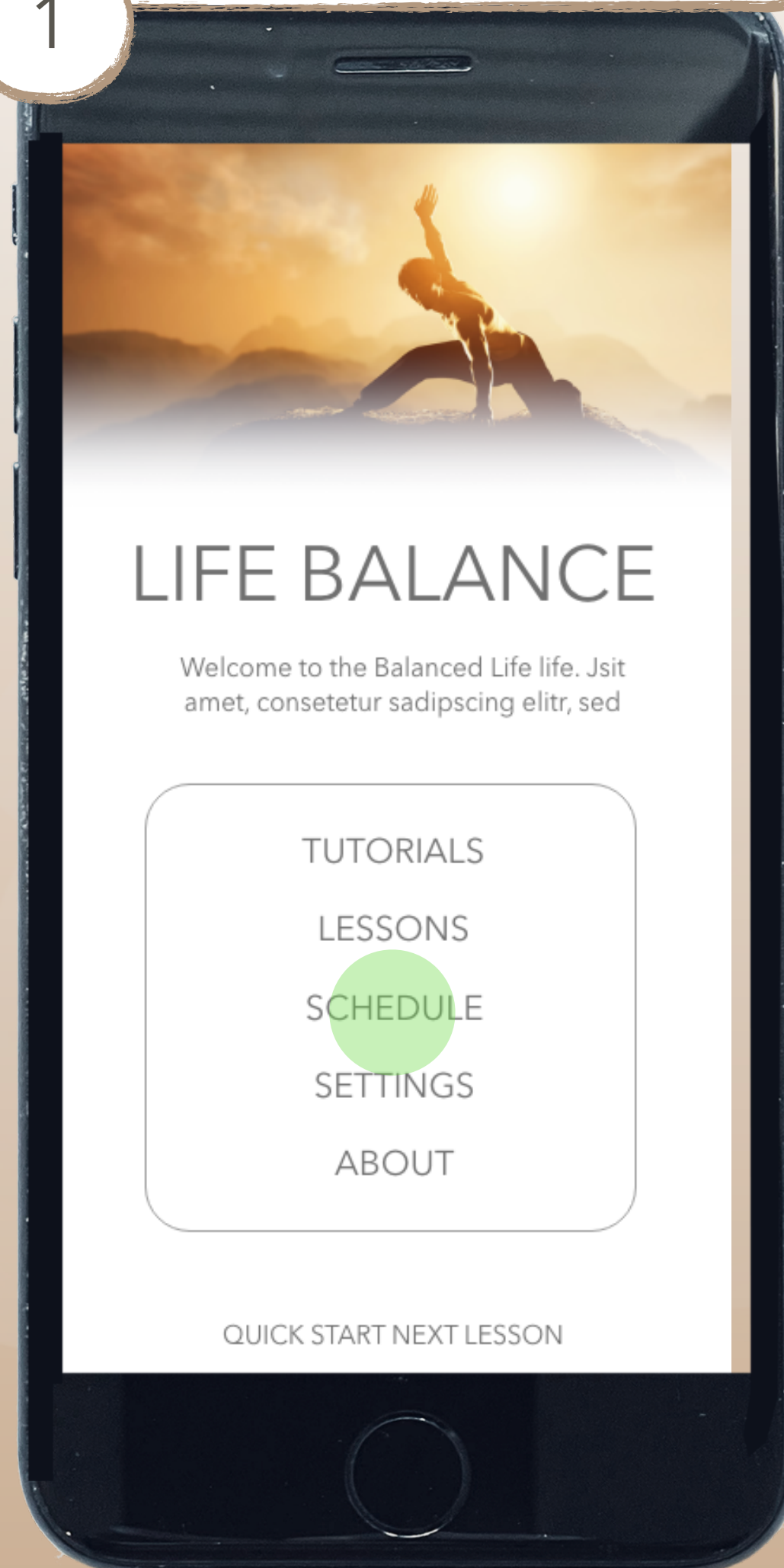
1. Hello, you've just downloaded the app but your schedule is busy and you need to block time on your calendar to ensure you get reminders for your lessons. You have learned there is an automatic way to sync your iCal app to this app in order to create a workout schedule
2. You want to enable the app to access your iCal and then recommend a schedule
3. Next you want to add 5 minutes to your meditation time
4. Next you review the schedule but decide to change the start time on Sunday to 11AM

Prototype

CALENDAR SYNC

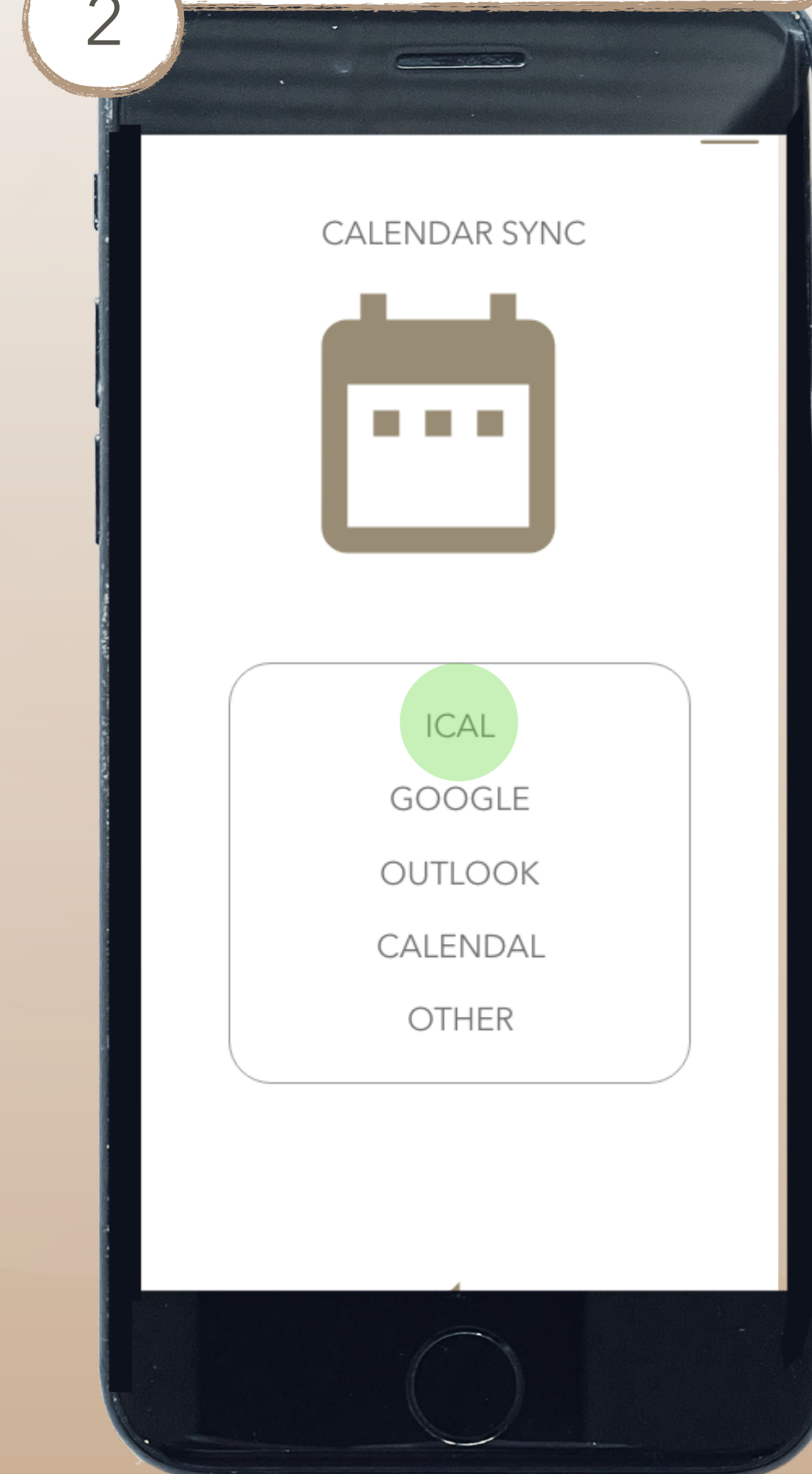
1

User wants set up his workout schedule to ensure he consistently has time for his lessons.

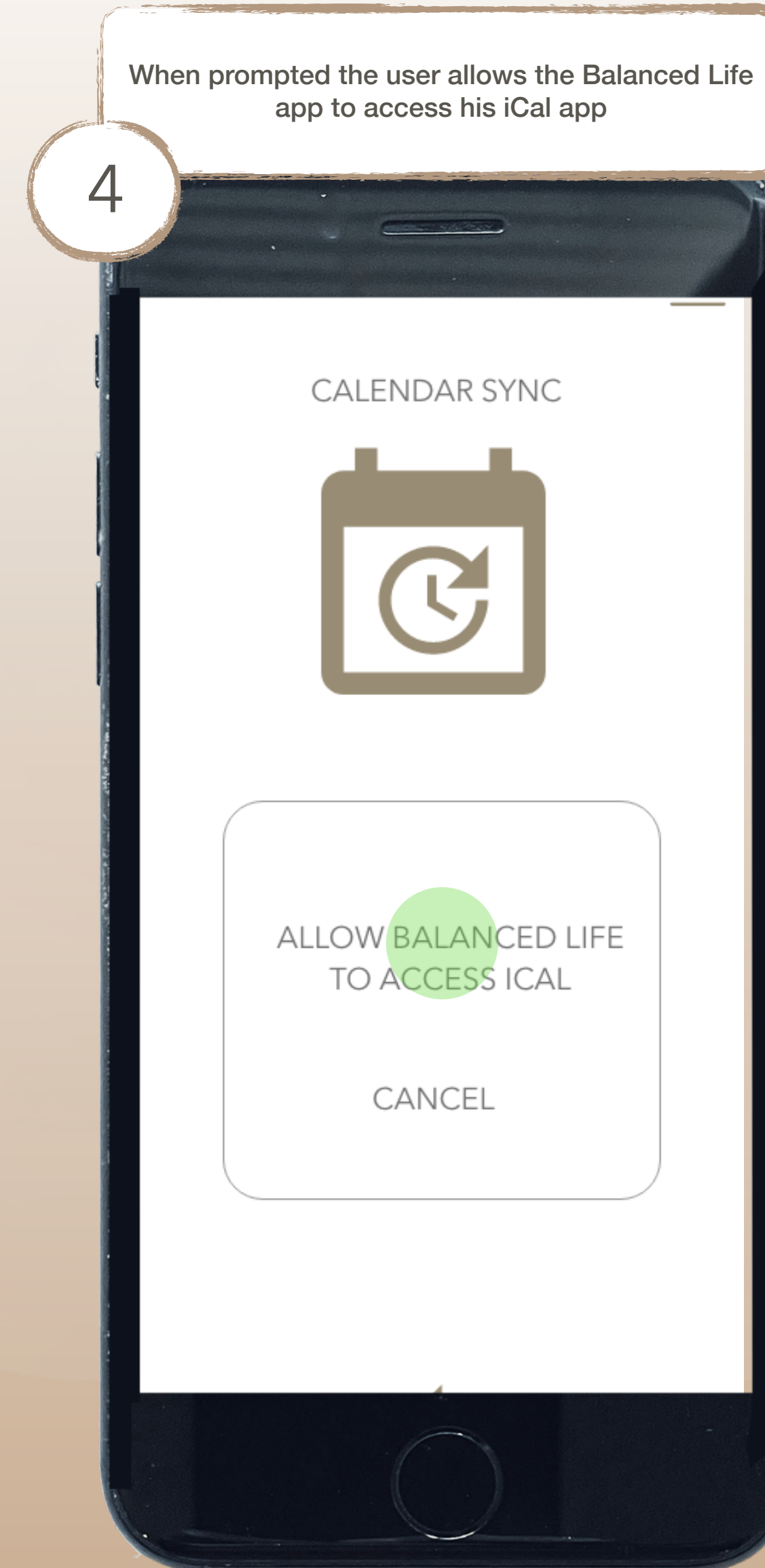
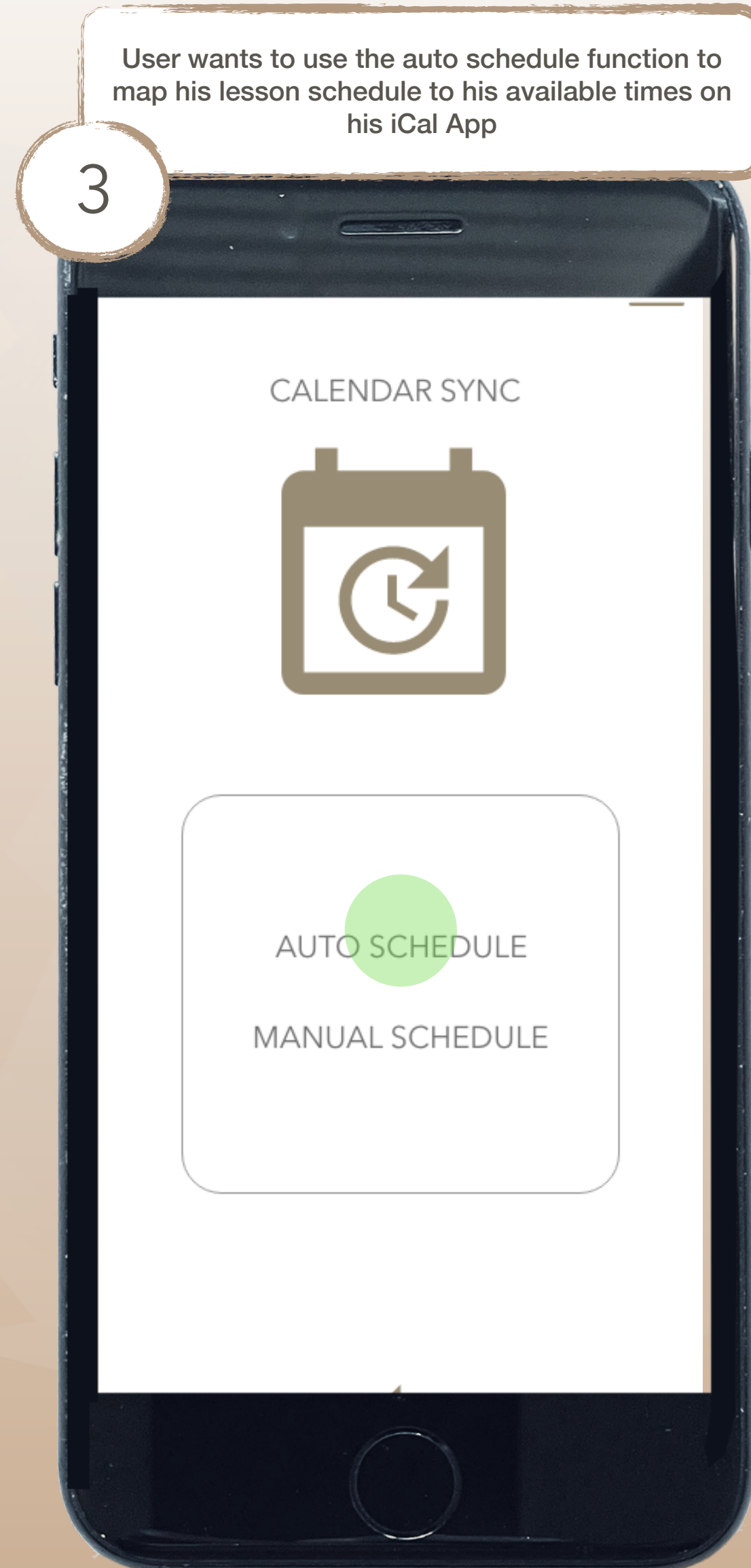


2

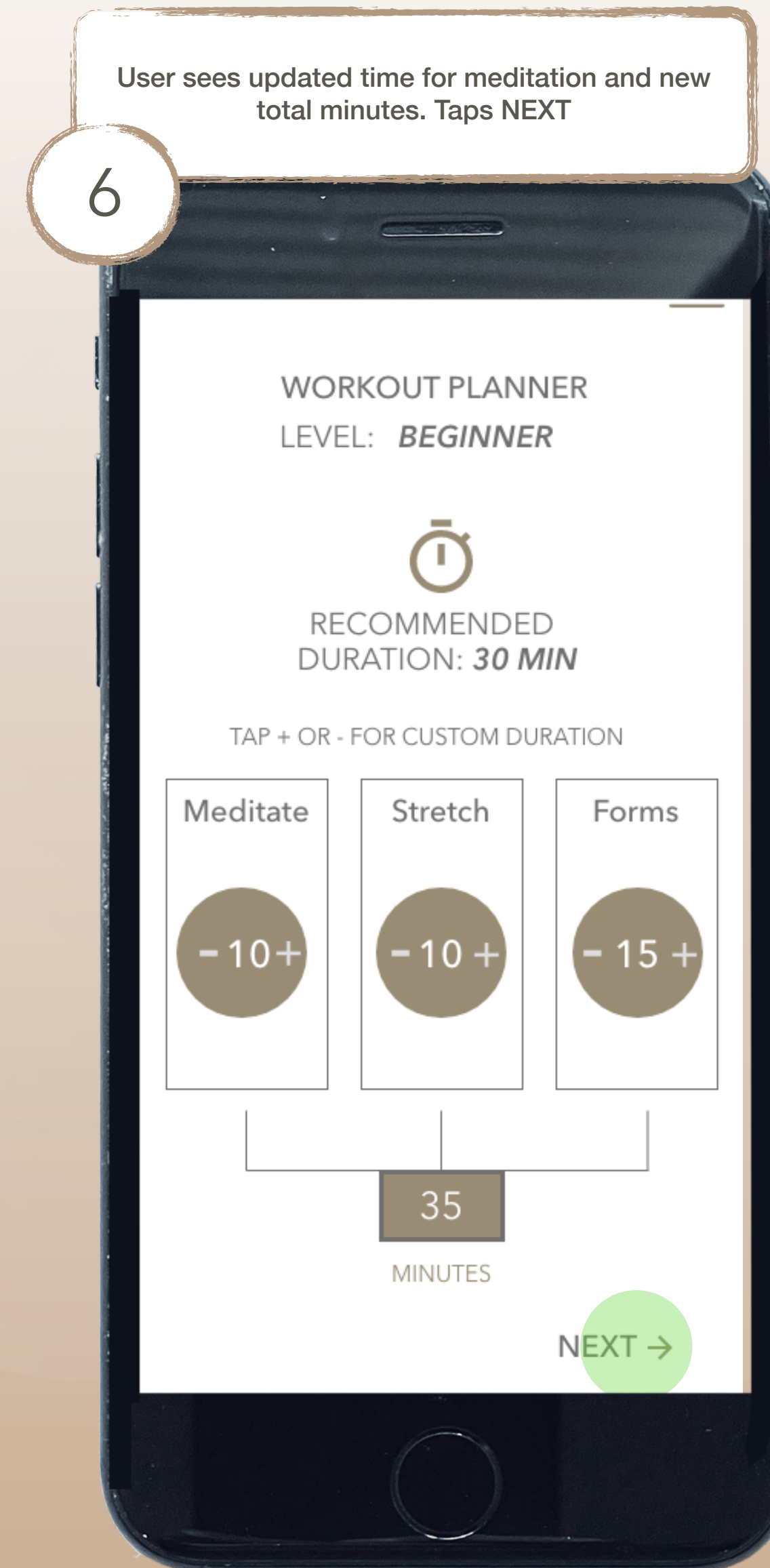
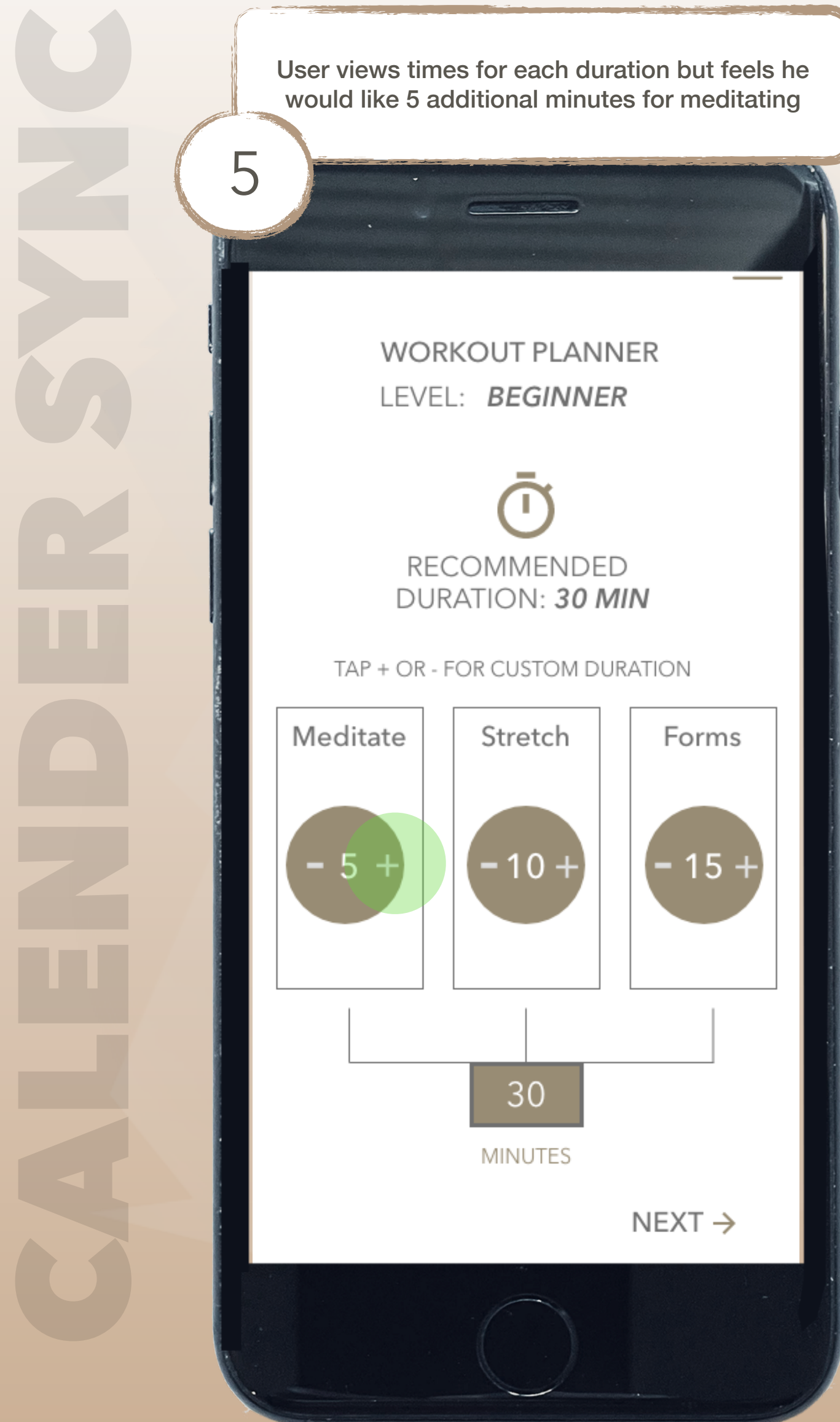
User manages his schedule on iCal and selects that option.



Prototype



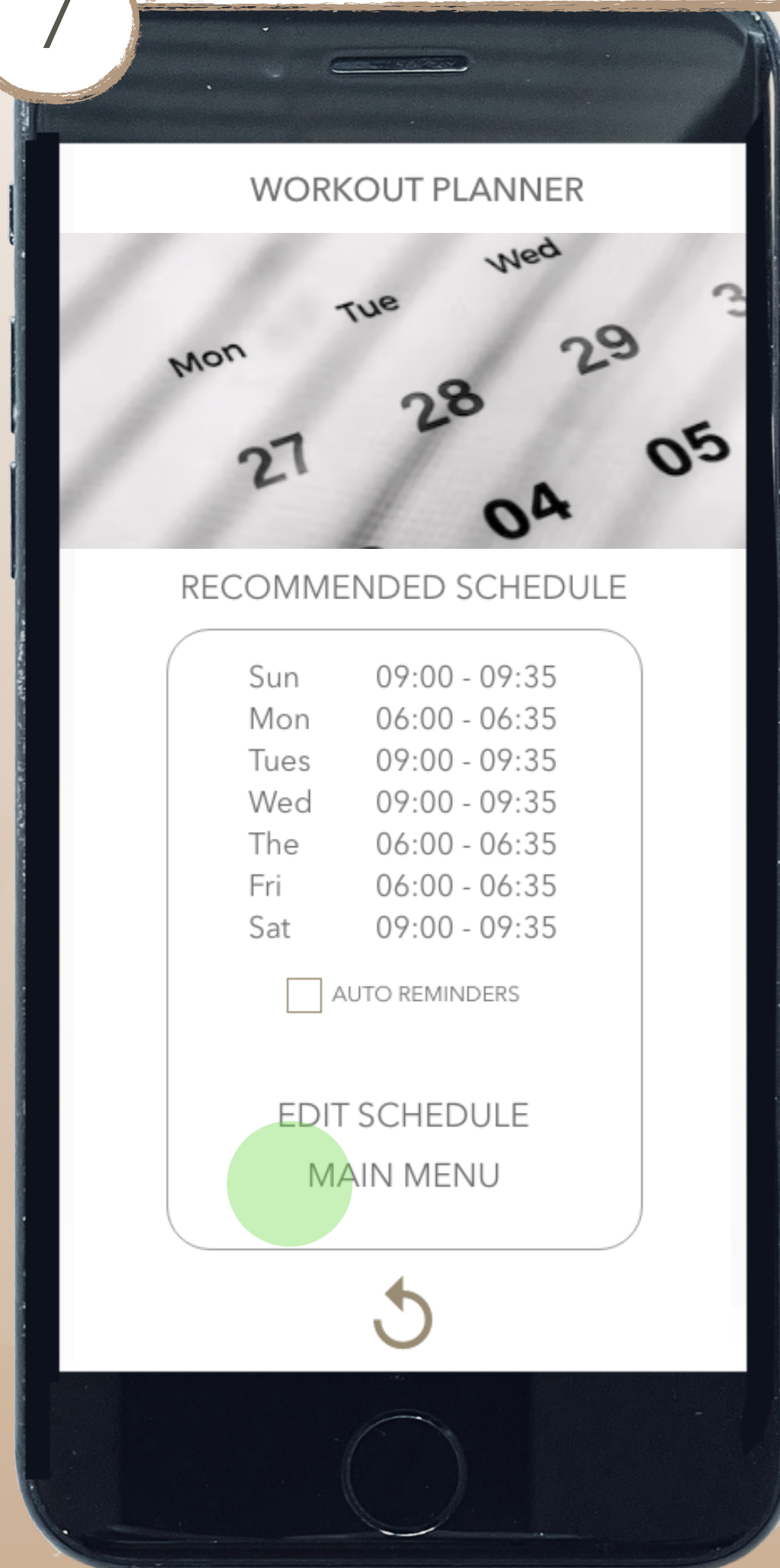
Prototype



Prototype

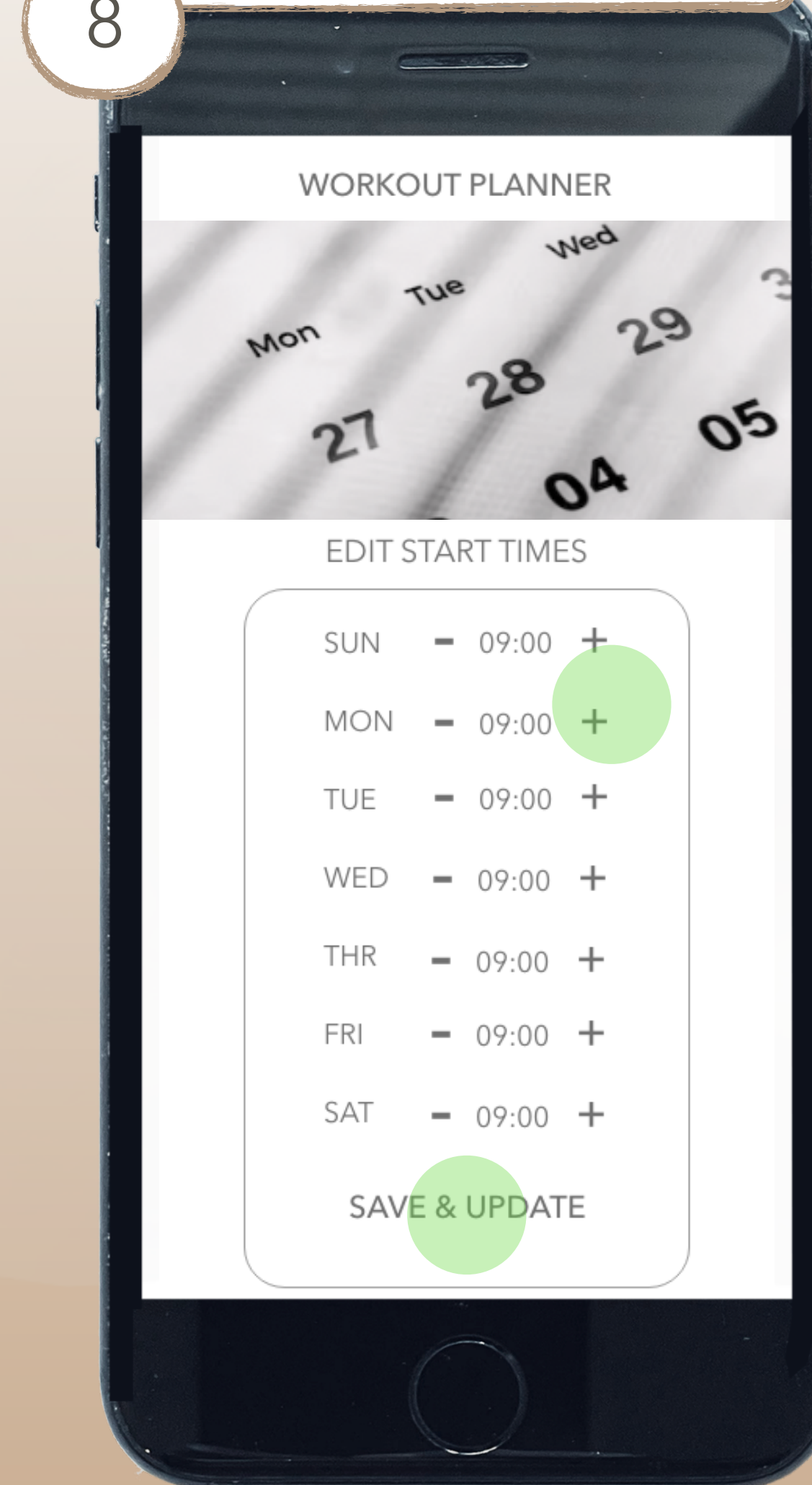
7

User sees recommended schedule based on the durations he entered. However, he wants to edit this schedule

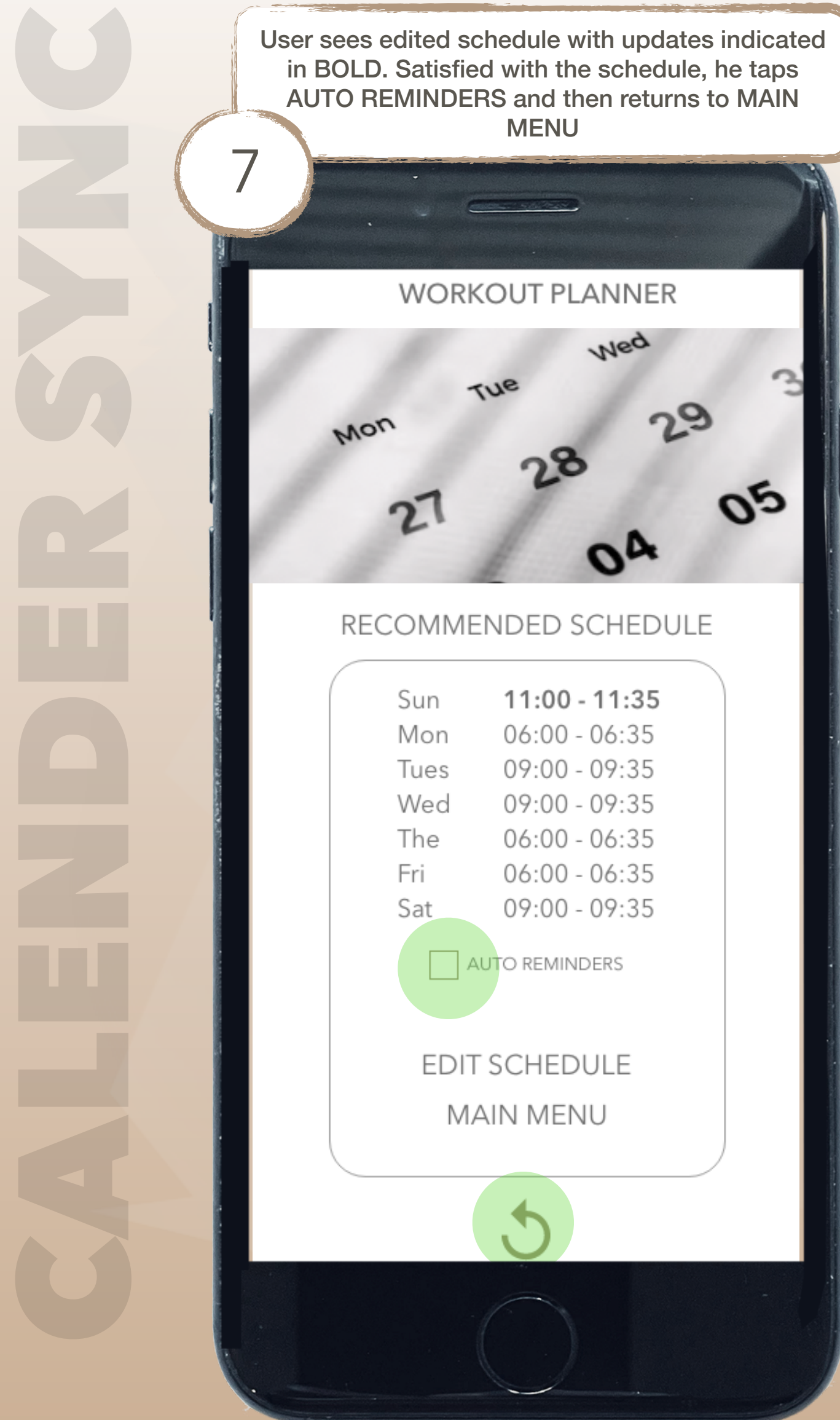


8

User wants to change the start time for Sunday to 11AM. Taps + button until 11 displayed. Taps SAVE & UPDATE



Prototype



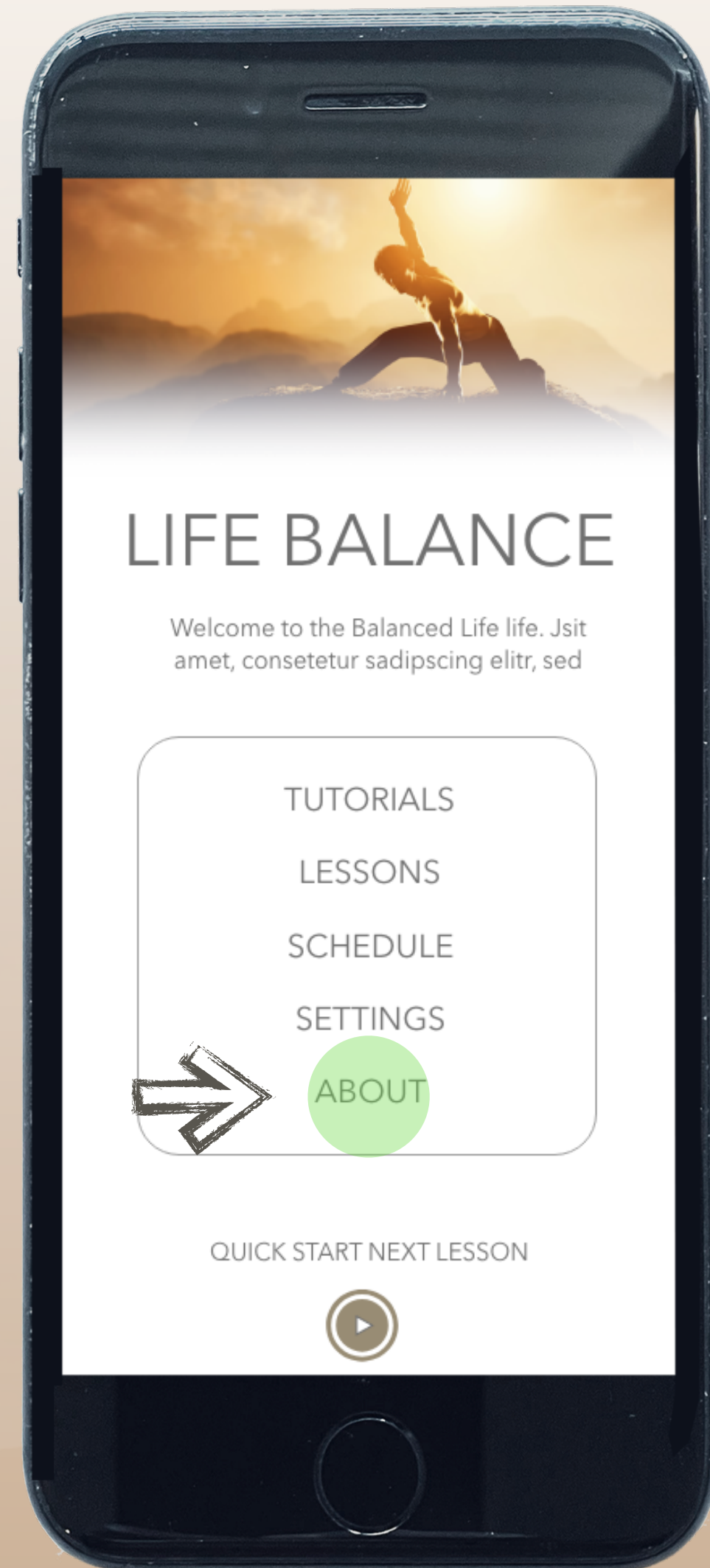
High Fidelity Prototypes

ABOUT THE APP



Proof of Concept

ABOUT THE APP



Scenario:

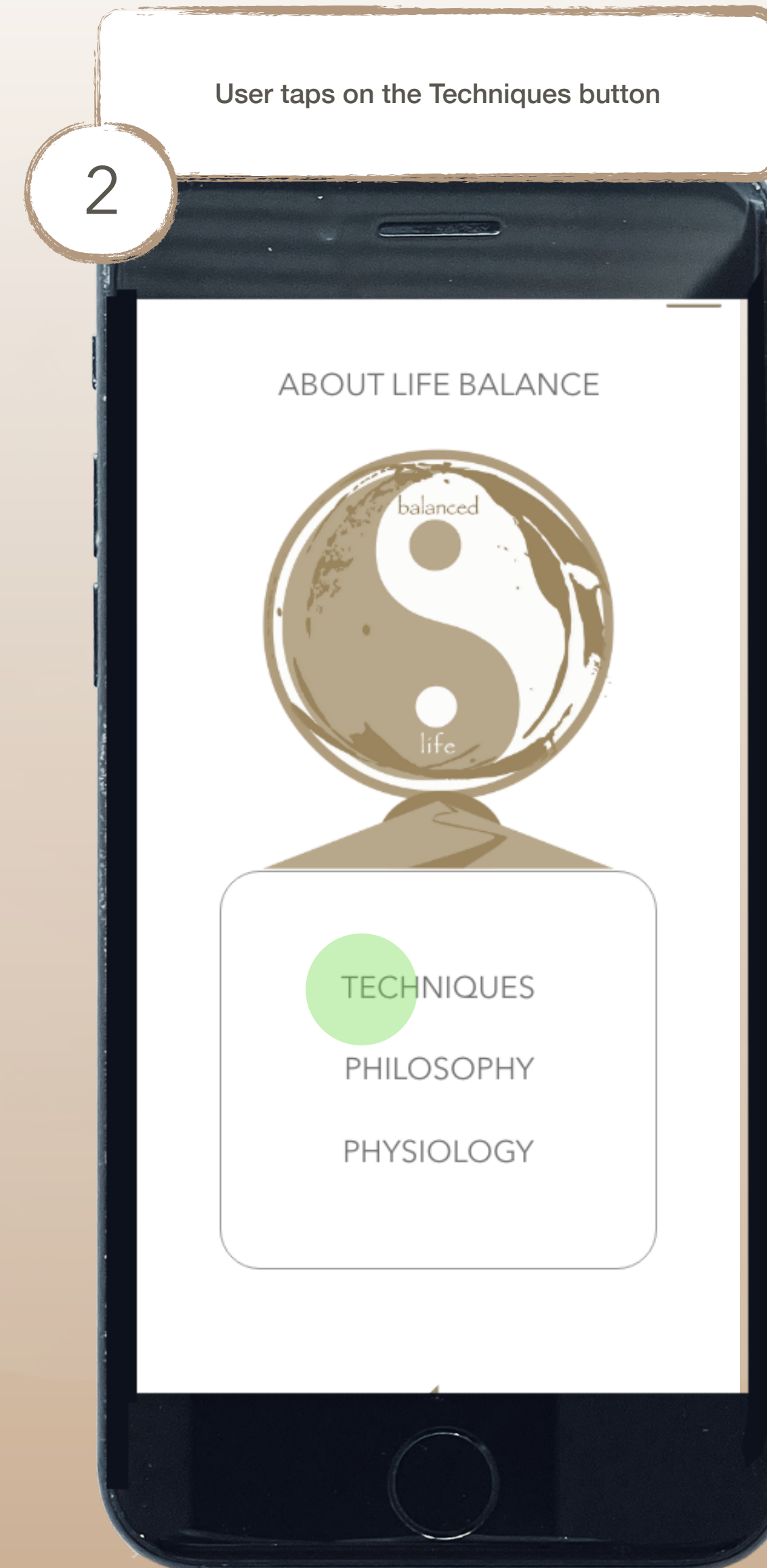
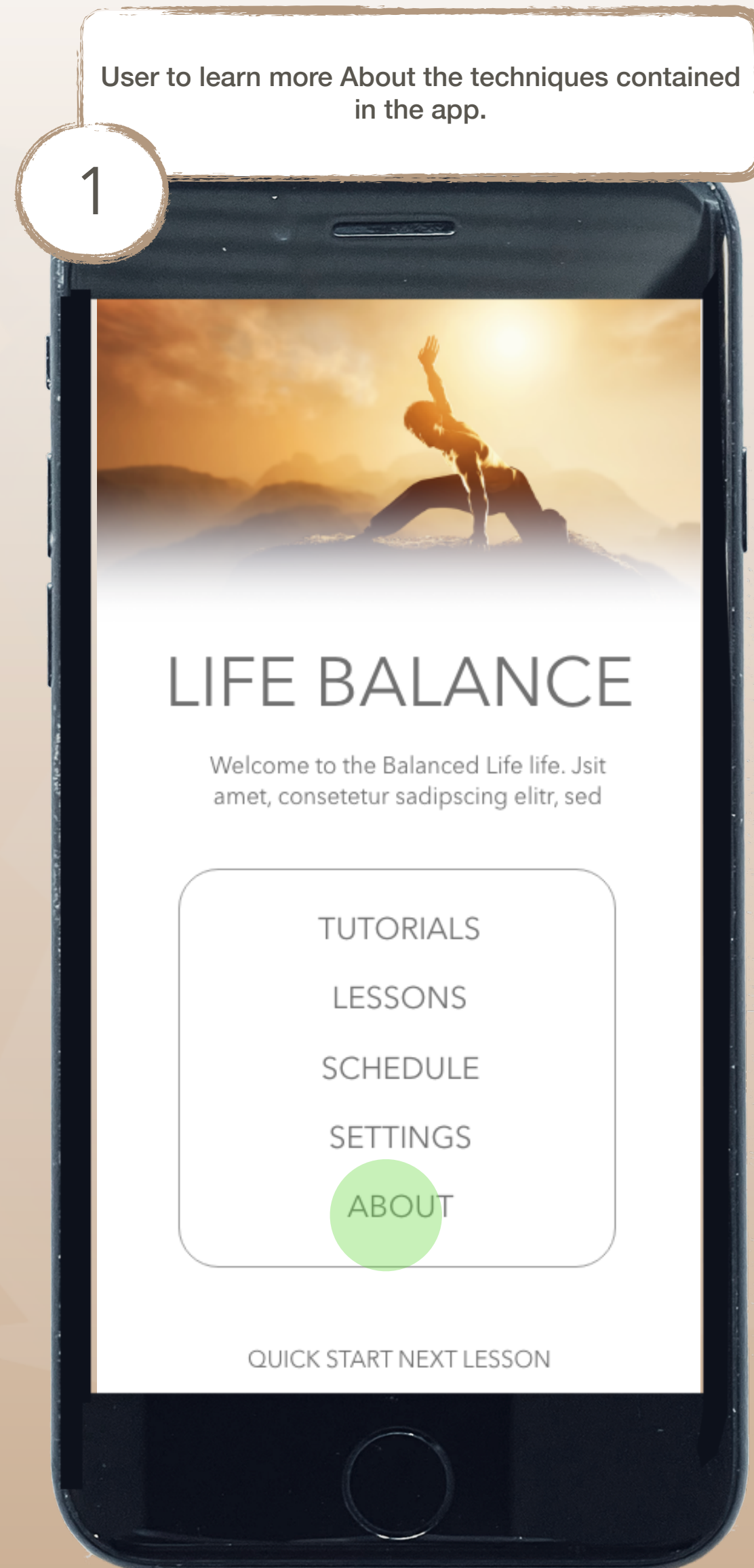
Damaris has been using the app and progressing through the lessons. Now wants to know more about the principles behind the practices she's been learning. She feels that by connecting the the philosophy and biology behind the concepts she can advance even further.

Moderator Script:

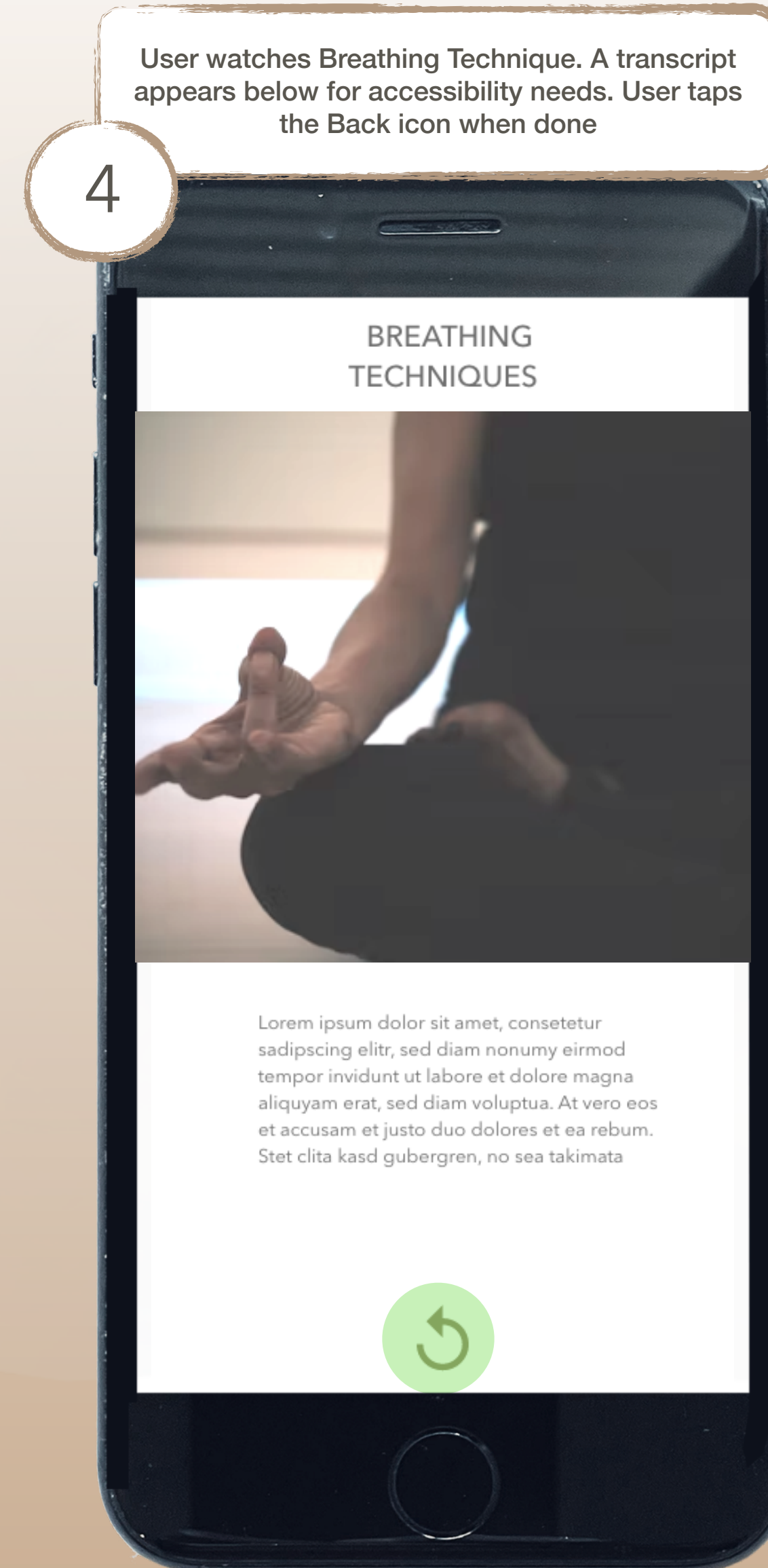
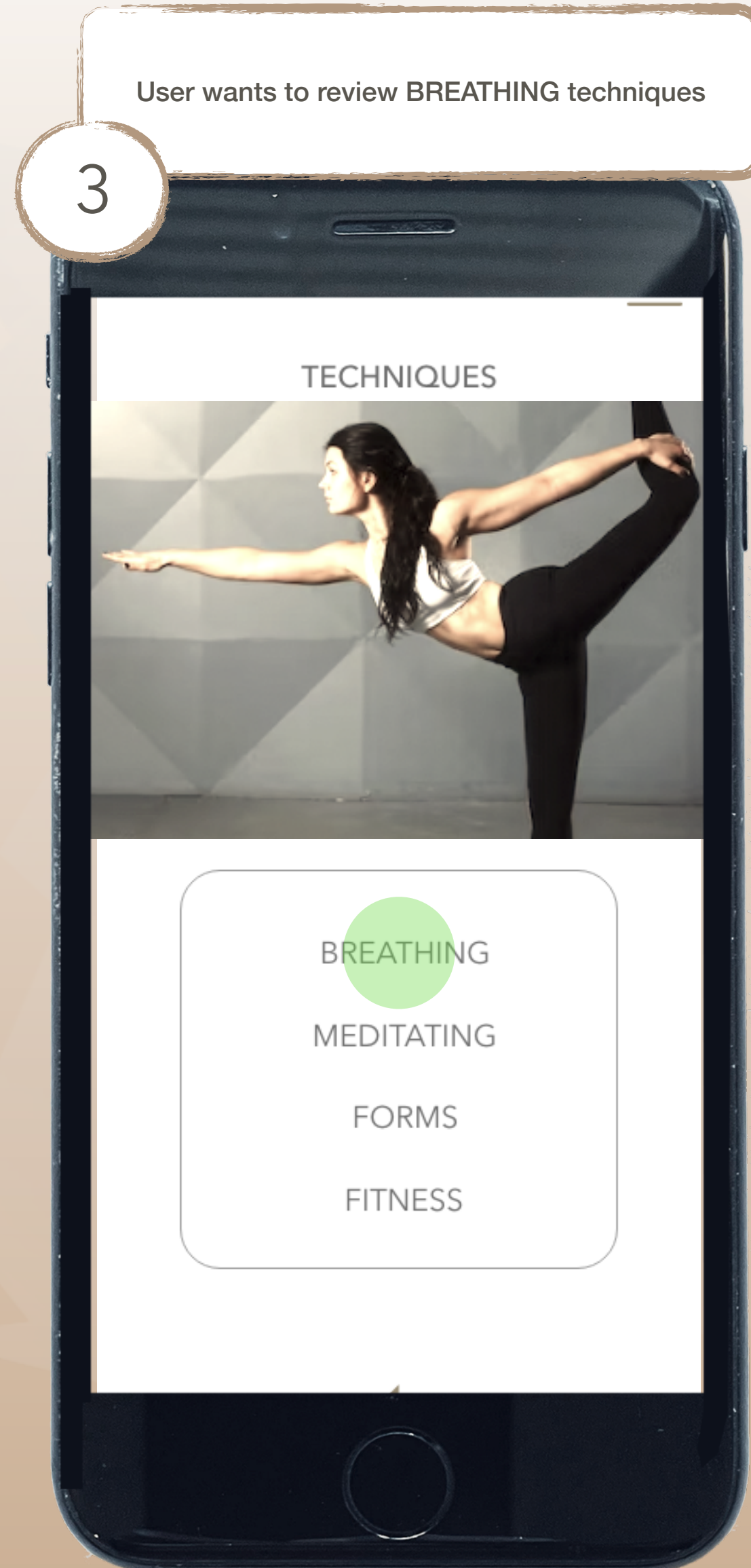
1. Hello, you've been using the app for several weeks and are seeing some benefits already. However you're intrigued about why these techniques work the way they do and you'd like to learn more about the origin of the teachings in the app.
2. How would you go about learning more about the basis for the concepts taught in the app?
3. If you wanted to learn more about the physiology how might you locate this information?
4. If you wanted to learn more about the philosophy underpinning the meditations how might you locate this information?
5. If you wanted to learn more about the all of the techniques how might you locate this information?
6. How might you return to the main menu?

Proof of Concept

CALENDAR SYNC



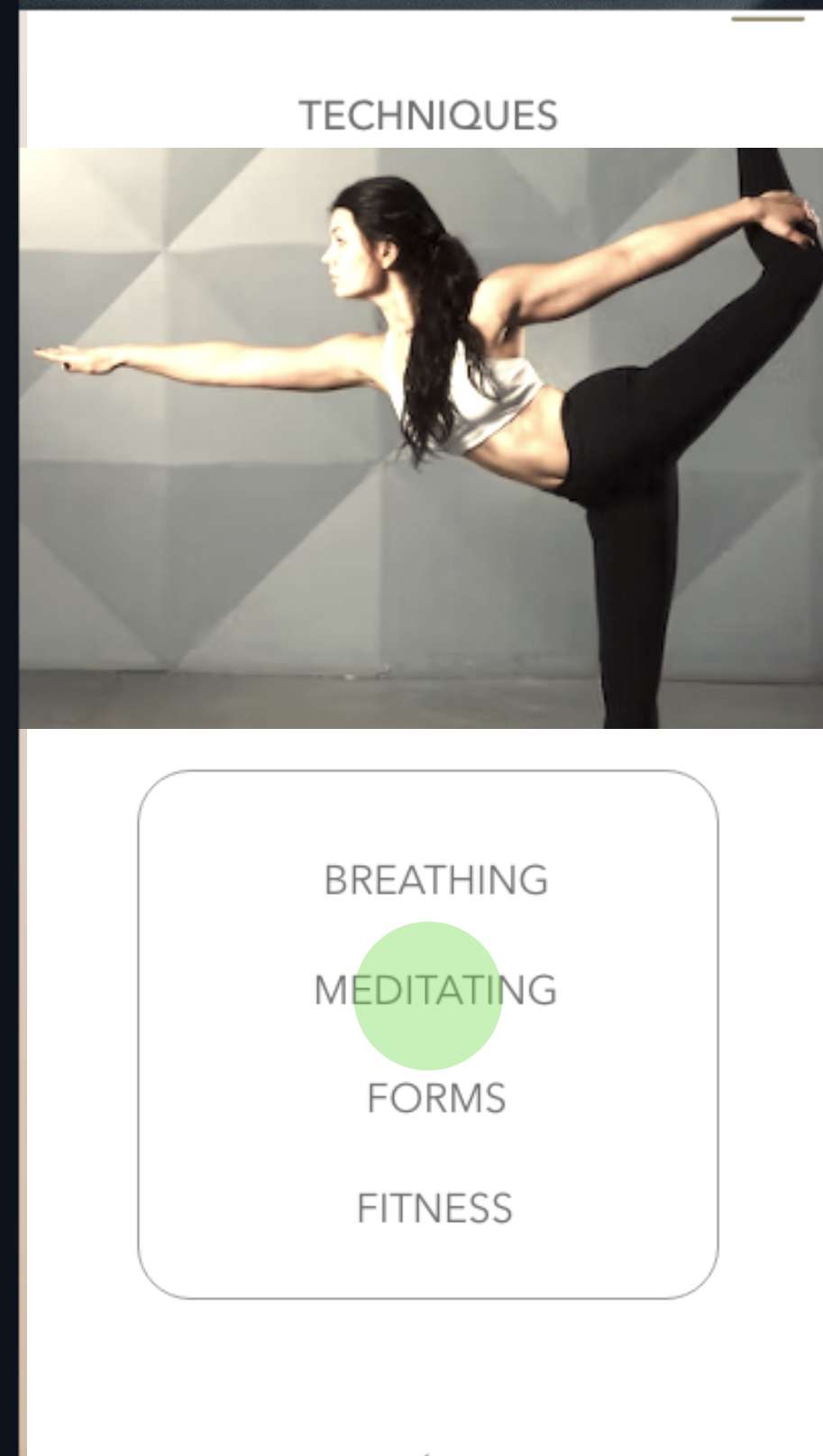
Proof of Concept



Proof of Concept

User reviews Techniques menu and now wants to view Meditating techniques

5



User taps on the video to play Meditating Technique. A transcript appears below the video or accessibility needs. User taps the Back icon when done

6

