

Project Overview

The goal of this project was to design a user-friendly mobile app to help users improve their overall health and wellness. The app tracks energy levels, motivation, stress, and fitness, and offers personalized recommendations based on users' inputs like sleep, water intake, and physical activity.

Scope of Work

The client approached Oodles to design a health and wellness app with a focus on providing personalized insights and actionable recommendations. The client wanted an app that tracks user habits like sleep and physical activity, and offers tailored advice to improve energy, motivation, stress levels, and fitness.

Objectives

🔗 Data-Driven Recommendations

Leverage user input to provide accurate, personalized advice.

🔗 Simplify User Experience

Create an intuitive and easy-to-use interface for seamless interaction.

🔗 Improve User Health

Provide personalized insights to help users improve their energy, motivation, stress levels, and physical fitness.

🔗 Enhance User Comfort with a Dark Theme

Design a visually appealing dark UI to reduce eye strain and improve night-time usability.

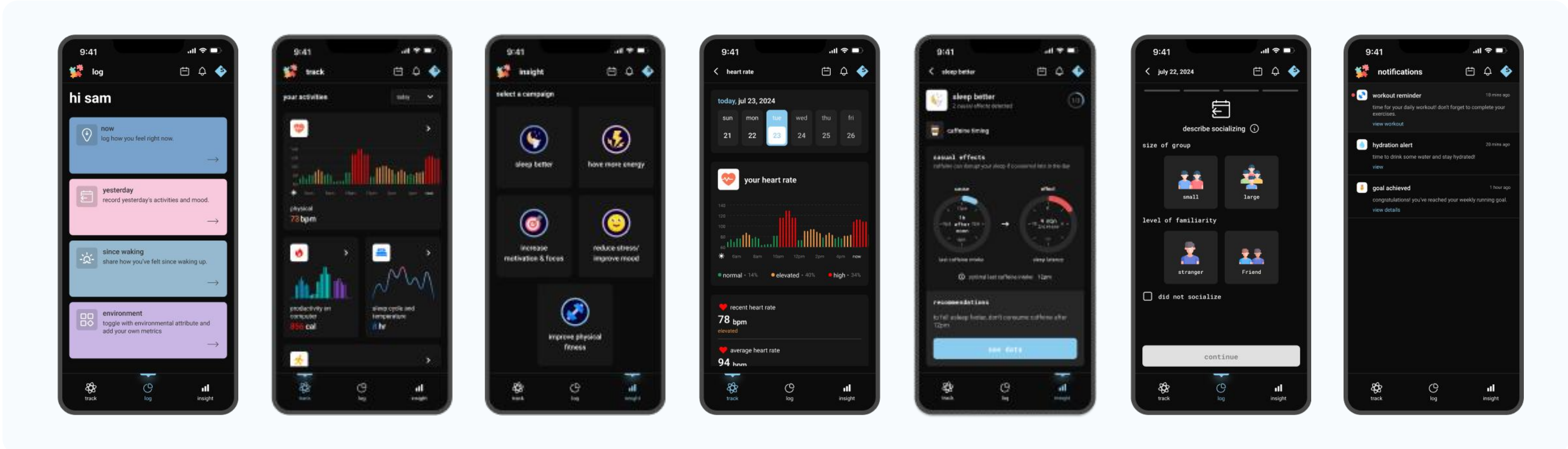
Problems Involved

We faced challenges in balancing user needs with design limits and making complex data easy to understand. Also, we had to test and tweak the app repeatedly to make sure it worked well for different types of users.



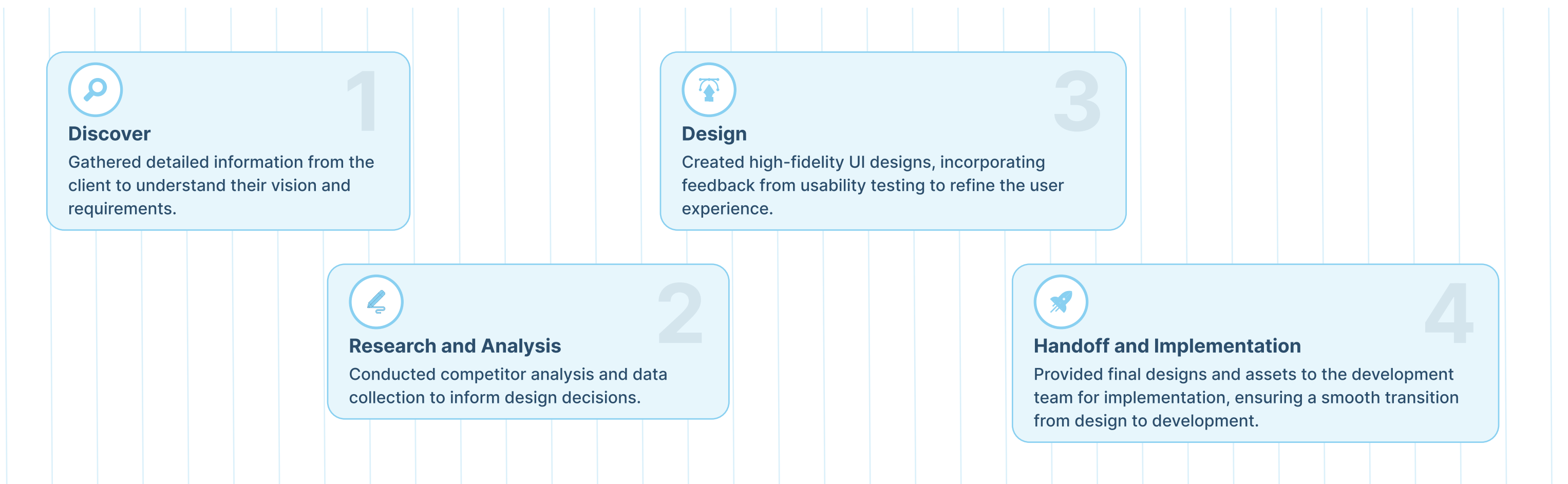
The Solution

Oodles designed a dark-themed, user-friendly app that transforms complex health data into clear insights. The clean interface offers intuitive navigation for tracking habits like sleep, hydration, and activity, with personalized, visually engaging recommendations. Emphasizing progress tracking, the app motivates users with a seamless experience to enhance their health and wellness.



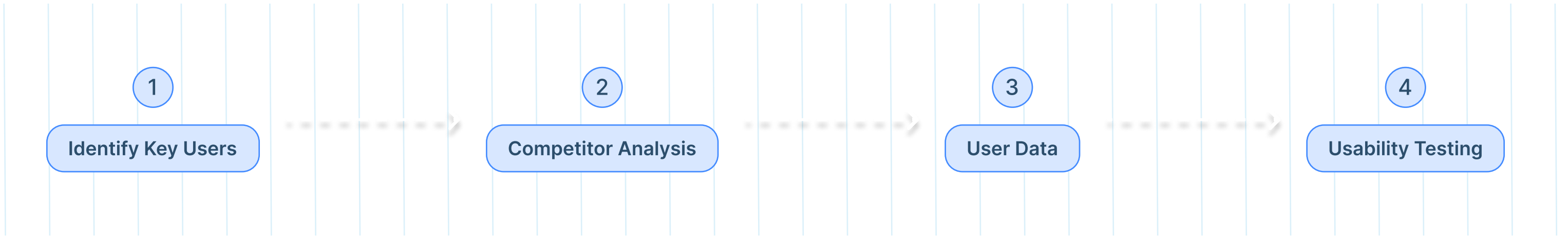
Design Process

We started by gathering detailed information from the client to understand their vision and requirements. Next, we conducted user research through interviews and surveys to gain insights into user needs and preferences. This foundation guided us through wireframing, UI design, prototyping, and finally handing off the designs to the development team.



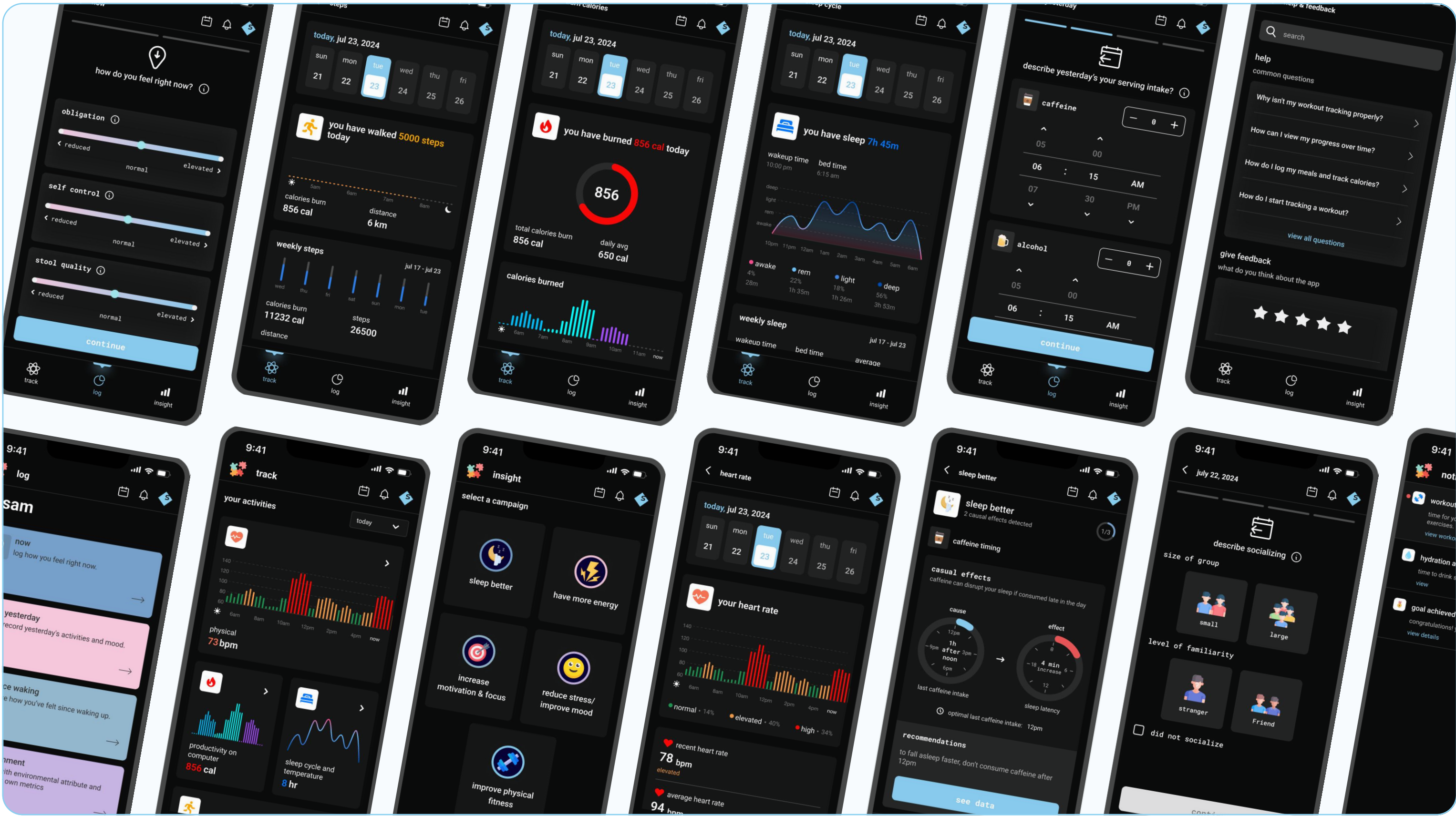
Research and Analysis

We conducted user interviews to identify health tracking challenges, analyzed competitors to spot gaps, and collected data on user habits to guide personalized recommendations. Usability testing helped refine navigation and improve the overall user experience.



Key Takeaways

- **Personalization Matters:** Users valued specific, tailored advice.
- **Simplicity Increases Engagement:** A clear, simple UI kept users engaged.
- **Visual Progress Helps:** Easy-to-understand visual feedback motivated users to continue tracking.



Conclusion

This project resulted in an intuitive, personalized, and visually appealing health app. It simplified user interaction, provided actionable recommendations, and motivated users to improve their health. The dark theme and clear insights made it user-friendly and engaging, successfully addressing the users' needs.