

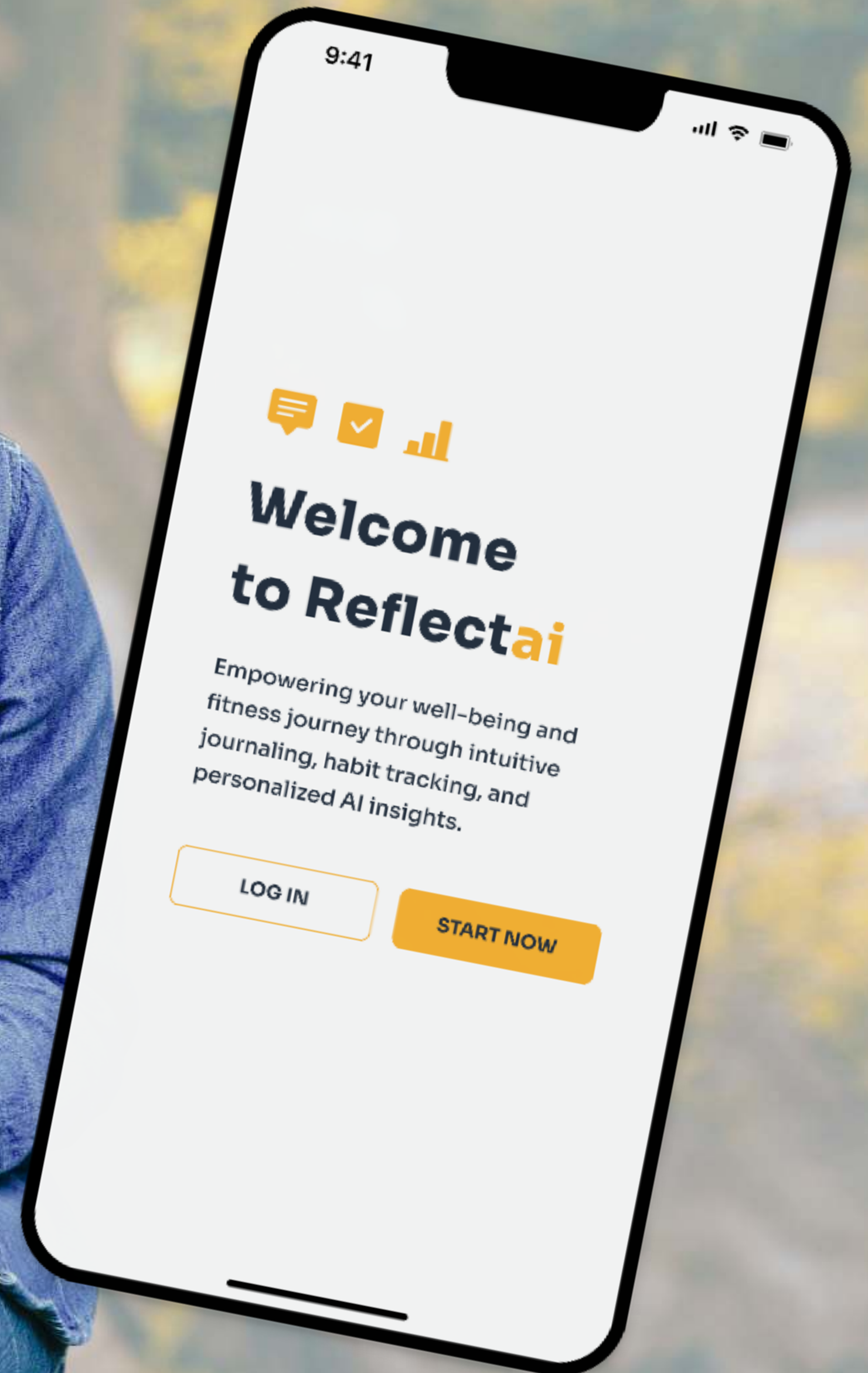
Reflectai

Explore Within,
Evolve Throughout.

Julian Sterz

UX-Design

2023



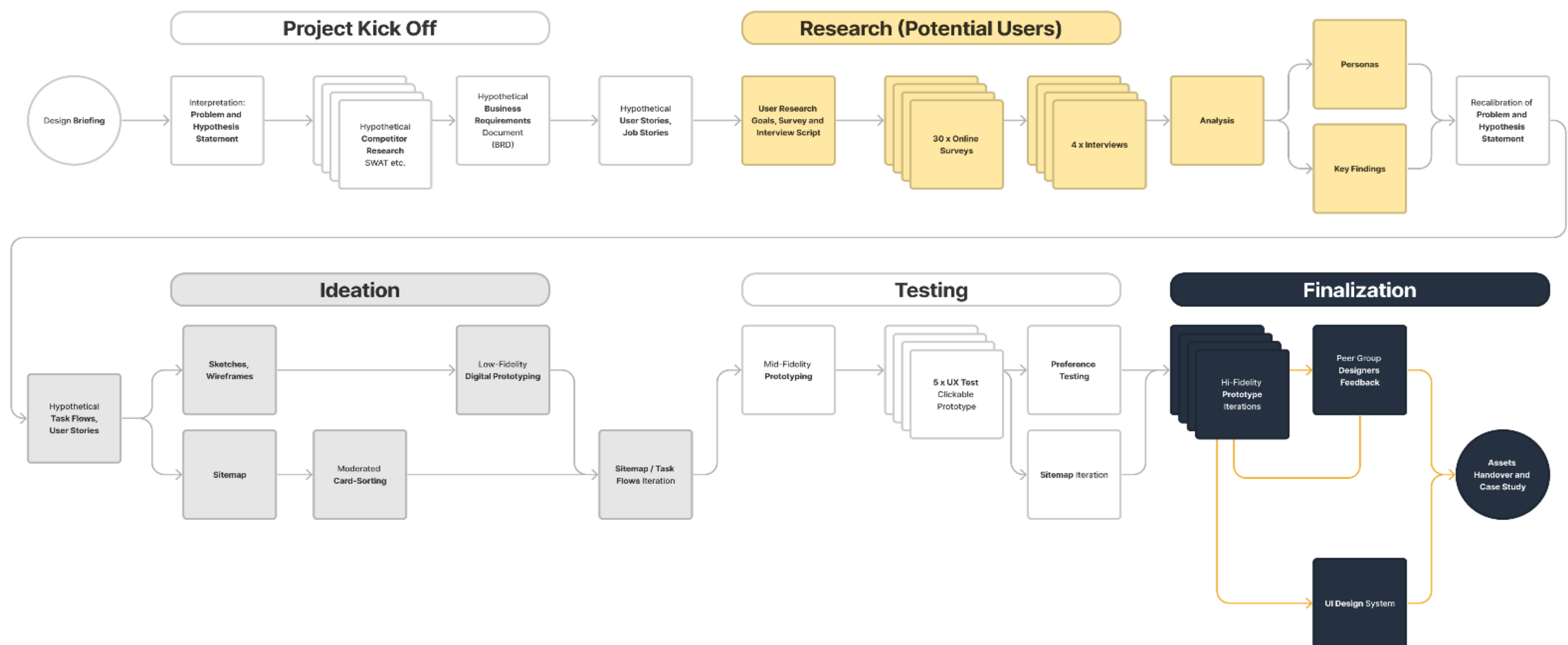


Empowering your well-being and fitness journey through intuitive journaling, habit tracking, and personalized AI insights.



Case Summary

Project Roadmap - Design Thinking



Project Brief

Allow health-conscious individuals to log in to a responsive health and wellbeing portal to record their health information, as well as access general physical and mental wellbeing features.

Team

- I was a solo team for this project.

Timeline

- April - August 2023

Tools Used

- Figma
- Figjam
- Survey Forms
- Usability Hub
- Photoshop
- Excel

My Responsibilities

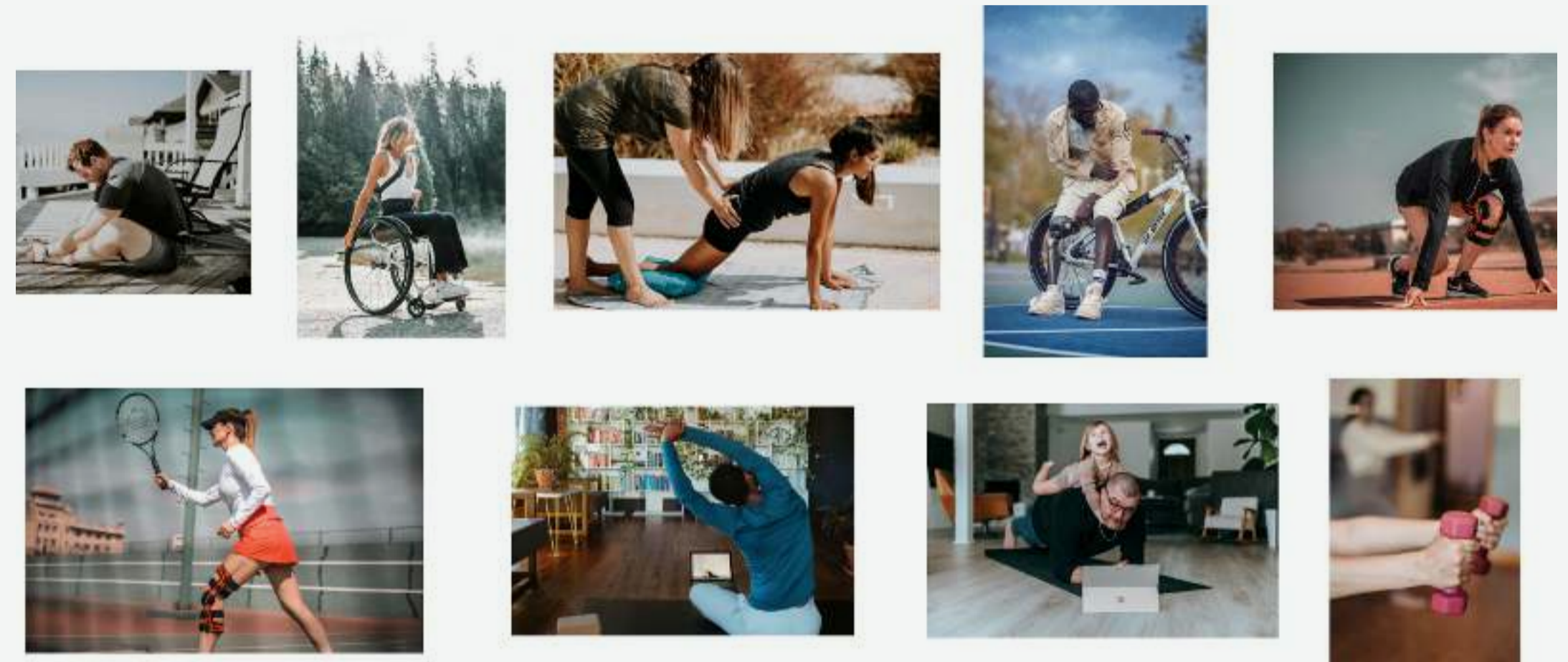
- UX Research
- Analysis
- Prototyping
- Testing
- Collecting Designers Feedback
- Visual Design

First Hypothesis

Background

Users who are injured or disabled may not be able to follow a full body workout program as they may be unable to put weight on certain parts of their body.

Not all potential users have access to the same training equipment, whether at home or in the gym. Some gyms may have different equipment or machines that could be occupied by other users, which could limit the availability of certain exercises.



Problem Statement

Our Health or Fitness app users need a way to customize their workout sets because some users may have limitations, such as injuries or disabilities, or who may not have access to certain equipment.

Hypothesis

An app that allows users to create customized workout routines, either from scratch or using pre-existing curated sets that can be broken down into modules.

An app that allows users to discover alternative exercises for achieving the same outcome, which can be modularly swapped within predesigned workout sets.

... this first hypothesis was based on vague assumptions, while the emerging user research made things clearer...

User Research

Research Goals

1. Find out, what people think and do about physical fitness and health.
2. If they use any tools or methods that either give advice or help them with their motivation, as well as benefits and issues of these tools or methods.
3. Find out about frustrations and motivations regarding the topic.
4. Find out about about people live and deal with injuries or handicaps.

Online Surveys

Approximately 30 online survey participations provided valuable insights into the following areas of the participants:

- general sporting or health-promoting activities
- Use of digital tools in general
- Specifically which services
- Injuries or illnesses
- Follow up questions

Interviews

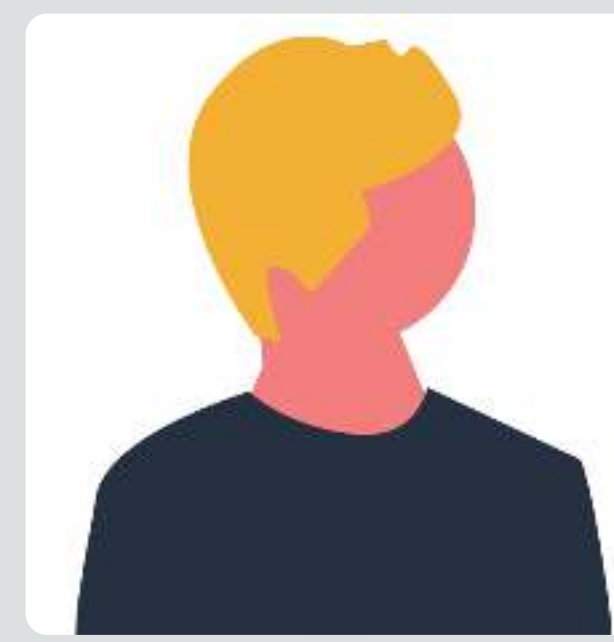
In 3 interviews, each lasting about 50 minutes, I was able to go into more depth based on the results of the online surveys.



Jonas
35-40 years
recently became a father



Hailey-Kim
30-35 years
moderately sportive and active lifestyle



Markus
30-35 years
lives with a chronic muscular disease

Analysis and Affinity Mapping

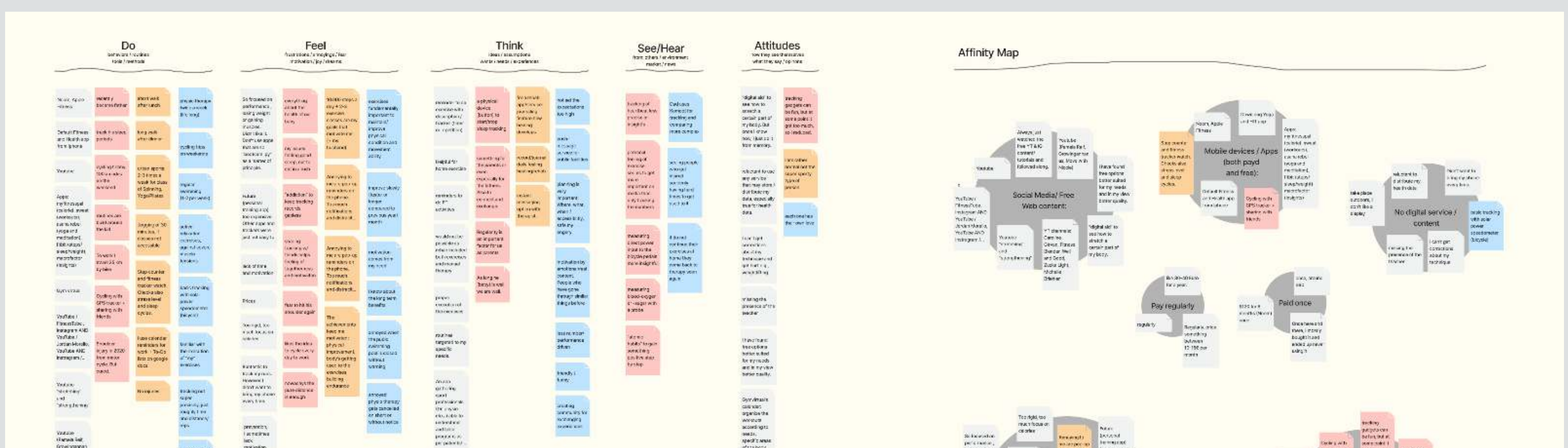
All data collected qualitatively were grouped by two methods, and thus illustrated in a countable (quantitative) manner.

1. Closed groups:

Do, Feel, Think, See/Hear, Attitudes

2. Open groups (affinity mapping), which were formed by grouping similar answers, or similar themes:

Social Media/ Free web content, Mobile Apps, Payment habits, Analog tools/ services, Frustrations, Tracking, Doubts, Motivation, Ideas/ Opinions



Press **CTRL/CMD + Click** to open full Affinity Map in new Tab

Key Findings

Habitual continuity is considered as a key factor for well being.

The **bootcamp** like character of many fitness apps acts as a **repellent** to many potential users.

The web and social media offer plenty of **good content for free**.

Different motives (motivation):

- clear / **accessible goals**
- strong needs
- attitude / lifestyle
- share / compete with others

A good balance of:

1. **Professional guidance** about what, why and how often and a
2. Conscious sense for your **personal level**.

Tracking is widely used and often accepted as **approximate data**, depending on the purpose.

Related Topics that can hardly be separated:

- Health, Well being
- Fitness, Nutrition
- Self-consciousness
- Attitude, Lifestyle
- Tracking, Goals

The majority uses a **digital** service for **guidance or tracking**.

... the research insights made me rethink:
Less focus on fitness and provided content,
but more on holistic reflection and behavior ...

Revised Hypothesis

Background

Self-reflection is a powerful tool that allows individuals to gain insights into their thoughts, behaviors, and emotions.

By stepping back to analyze our experiences, we can better understand ourselves, make informed decisions, and cultivate positive habits.

Benefits of Self-Reflection:

- Enhanced Self-Awareness
- Informed Decision-Making
- Stress Reduction
- Personal Growth



Problem Statement

Our users need a way to intuitively talk about and log their activities, to automatically translate them into easy-to-read data sets that they can access retrospectively

because this reflection will help them with their physical and health development.

Hypothesis

We believe that through an intuitive, artificial intelligence assisted way of tracking one's personal activities, states of mind, etc. in logically chosen categories and data sets, we will achieve a linkage of personal as well as practical memory, reflection and physical and health advancement.

The combination of qualitative self-reflection methods, like journaling and conversations with AI, alongside quantitative habit tracking creates a powerful framework for personal growth, well-being, and sustainable positive change.



By integrating qualitative and quantitative approaches, individuals can benefit from:

- **Holistic Insight:** Qualitative methods reveal the nuances of emotions and experiences, while quantitative data provides a structured overview. Together, they offer a holistic understanding of one's well-being.
- **Actionable Feedback:** Qualitative insights can guide the formulation of specific habits tracked quantitatively, creating a feedback loop for continuous improvement.
- **Motivation and Accountability:** Combining methods fosters motivation through self-discovery while maintaining accountability through data-driven progress tracking.

Personas – Who are we designing for?

The current three personas match well with the combined research of interviews and online surveys. They represent realistic characteristics generated from a wide range of qualitative and quantitative data.

They will support us in the design-process to prioritize functionality based on audiences, to build empathy with users and to present the research analysis and the resulting project in an engaging and informative way.

Patrick The Chronically Continuous

Age: 35 years
Job: Product Manager
Activities: • Physiotherapy

Safiah The Zoomer

Age: 28 years
Job: Computer Science PhD Student
Activities: • Follows general fitness activities

Damian The Newborn Daddy

Age: 37 years
Job: Project Manager, Architect
Location: Munich, Germany
Status: Married, lives with wife and new born Baby
Interests: Cycling and outdoor activities, Tech gadgets, Music, Home workout
About: Damian newly became father last year, which shifted most of his life focus towards the responsibility for the newborn. His interest in tracking his and his cycling friends sports goals, now became a substantial method for the young parents to organize their life around the short cycles of the baby. They also want to store it for their family memories.

Goals & Needs:

- Worries about his own well being
- Outdoor trips with the baby

Activities:

- Works 2 days at home, 3 in the office
- Care for baby and household
- Infrequent home workouts, bike-commuting or longer bike rides
- Tracks babys cycles and his fitness

Motivation:

- “If the baby is happy, we are happy”
- Sharing cycling achievements with his cycling group of friends

Desktop:

Mobile:

Social Media:

Tech:

“Tracking my and our Babys cycles helps staying on top of the daily routines.”

Ideation

Task Flows / Information Achitecture / Wireframes

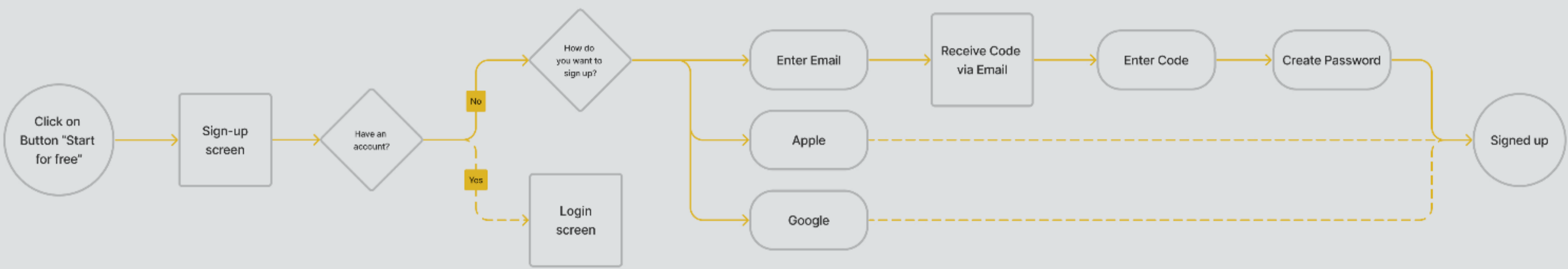
Iterations and Learning Curve

The evolution of the examples presented can be attributed to the respective maturity of the design process, but also to my personal learning curve in the subject of UX design and the Figma software and its components.

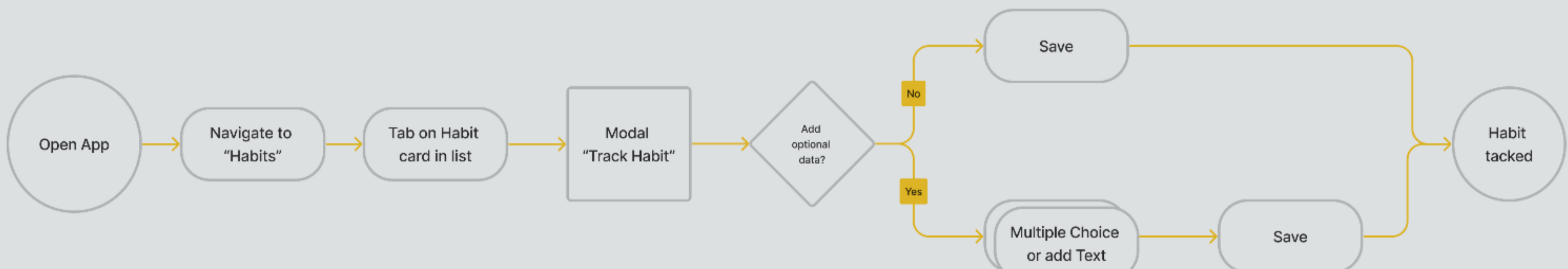


Task Flow Examples

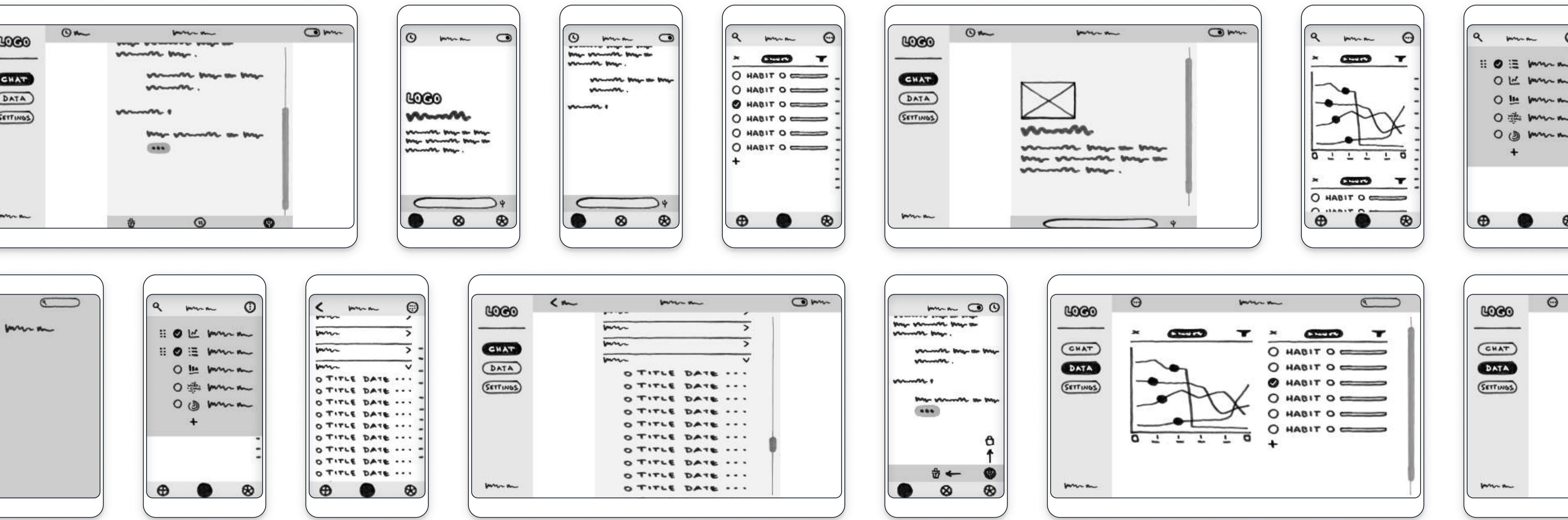
Sign Up by Email:



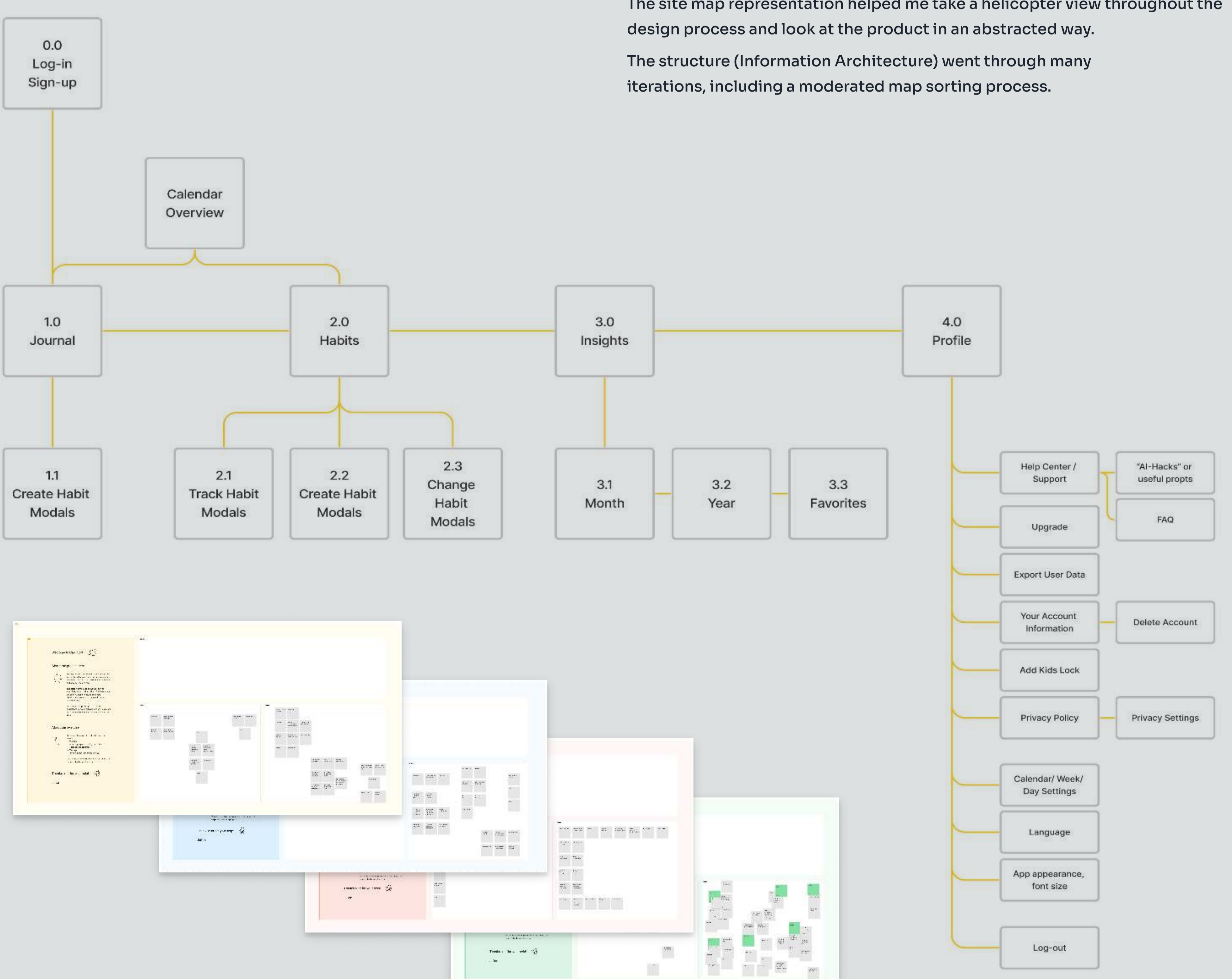
Track a Habit:



Pen and Paper Wireframes for fast Ideation



Sitemap



The site map representation helped me take a helicopter view throughout the design process and look at the product in an abstracted way.

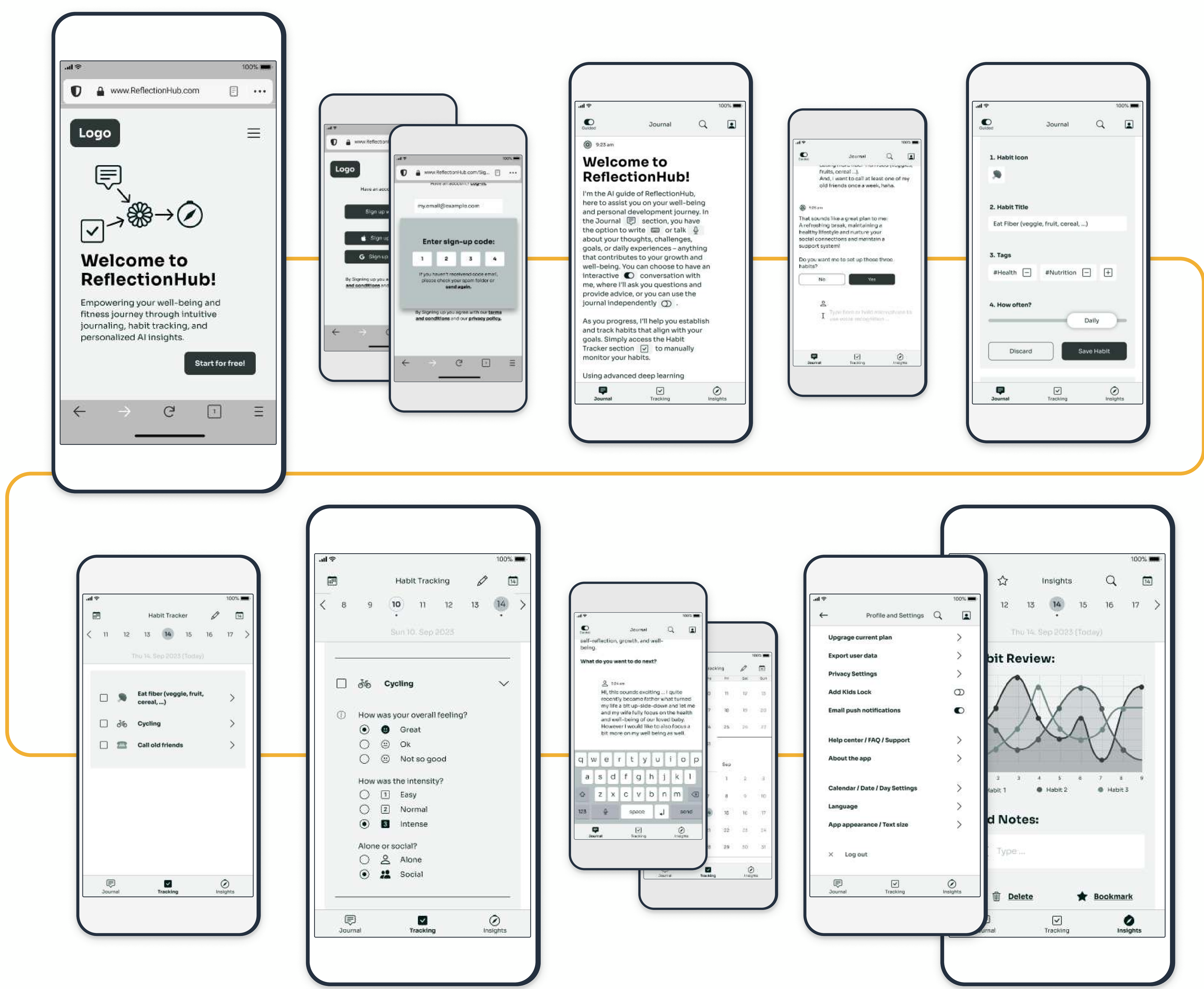
The structure (Information Architecture) went through many iterations, including a moderated map sorting process.



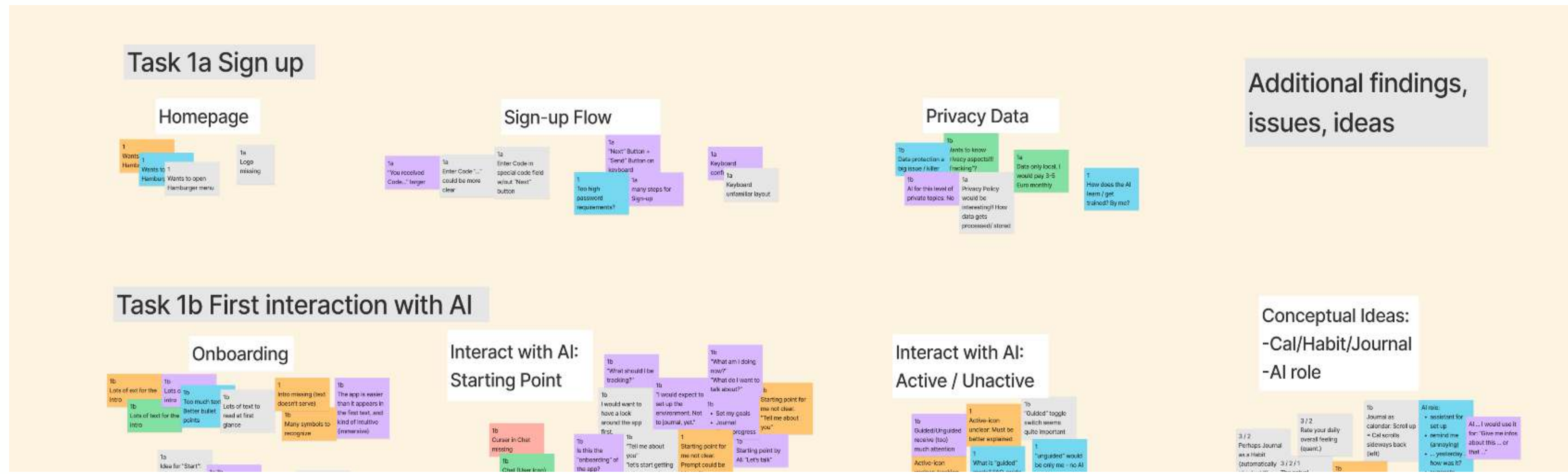
Testing Mid-Fidelity Prototype

Using a clickable prototype, tests of 30-60 minutes each were conducted with 6 participants, either remotely on the tester's PC, or in person on the mobile device.

P1 Age 40 Architect	P2 Age 35 Designer	P3 Age 50 Writer	P4 Age 40 Biologist	P5 Age 35 Developer	P6 Age 30 Designer
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Observations and Testers Comments Clustered by Task/Area in App



> Press CTRL/CMD + Click to open full Chart in new Tab

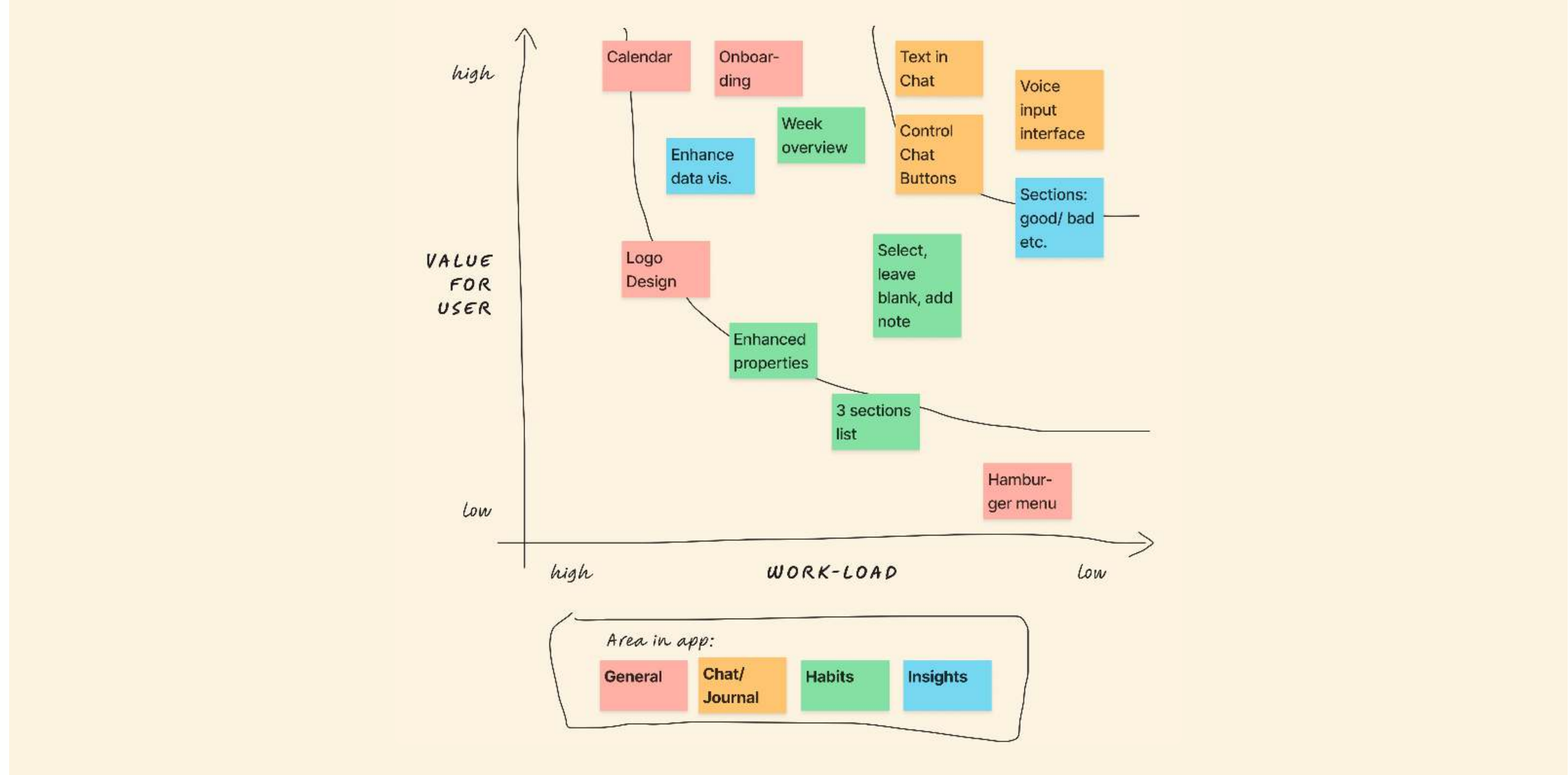
Evaluation Test Findings

- Listing and Counting Issues
- Rate and Formulate Follow-ups

Task	Issue	P1	P2	P3	P4	P5	P6	Score	Type*	Follow up	*Type of issues
1a. Sign up from Homepage											
	Hamburger Menu doesn't open							3	2	Build for next Prototype	1 Quick to solve Issue
	Logo Missing							2	2	Logo Design	2 Not yet built in Prototype
	Email verification code not clear							2	4	Improvement needed (look at other apps)	3 Minor UX Issue
	Keyboard not familiar buttons							2	2	Get from community	4 Medium UX Issue
	Privacy aspects: Data storage is not clear							5	6	Onboarding can include privacy settings	5 Major UX Issue
	Pay (3-5 euro) for local data storage ...							1	6	Design business model	6 Conceptual Issue
1b. First interaction with AI											
	Onboarding by AI - Too much text							5	5	Onboarding needs to be simplified / progressive	
	Add short swipe through onboarding							3	6	Main features explained on Homepage and/or during Swipe-onboarding	
	Idea: 1. Onboarding (incl. Privacy) 2. Thirty day trial							1	6	Consider new sign-up flow	
	Starting Point with the App in general							4	5/6	Rephrase opening question, Larger font, ...	
	Active / Unactive not clear							4	4/6	Rethink concept - if toggle needed or too much choice	
	What role for AI? Assistant + FAQ Guide, Therapist, Search for 3rd party content							2	4/6	Should be clear from Onboarding	
	Speech to text input							5	4	Keep in keyboard or create e.g. FA-Button?	
1c. Let AI set up habits											
	Create Habit in Chat with AI help							3	4	Create one by one, Option to go back to edit	
	Create new Habit interface							4	3	Improve interface, clean up, make interactive	
2a. Explore calendar											
	Why two Cal icons in chrome bar?							3	3/6	Rethink calendar completely	
	Mon, Tue, Wed, missing							1	1	Fixed already	
	Month missing in week view							1	3	Ask for next Printouts	

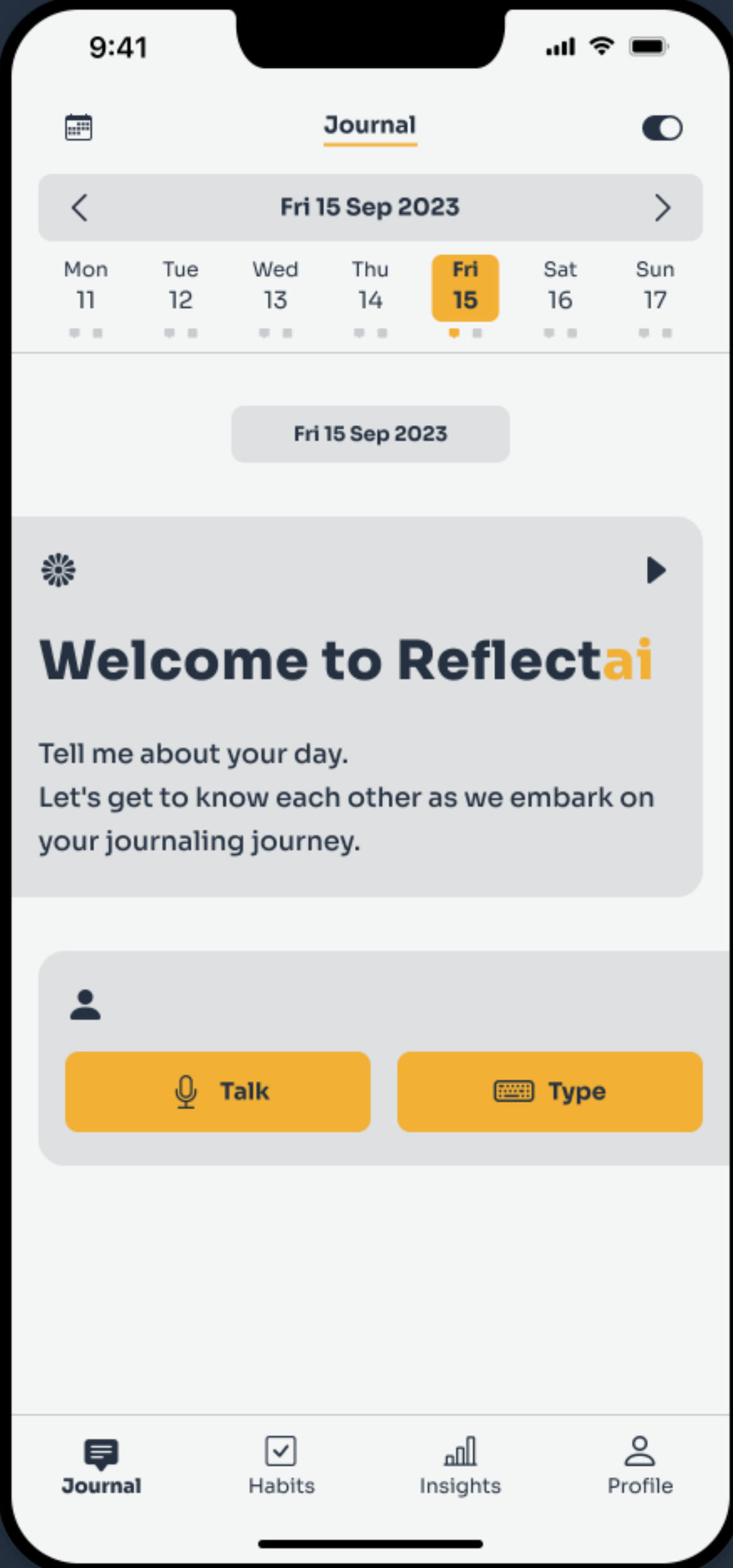
> Press CTRL/CMD + Click to open full Chart in new Tab

High-Level Prioritization Follow-ups

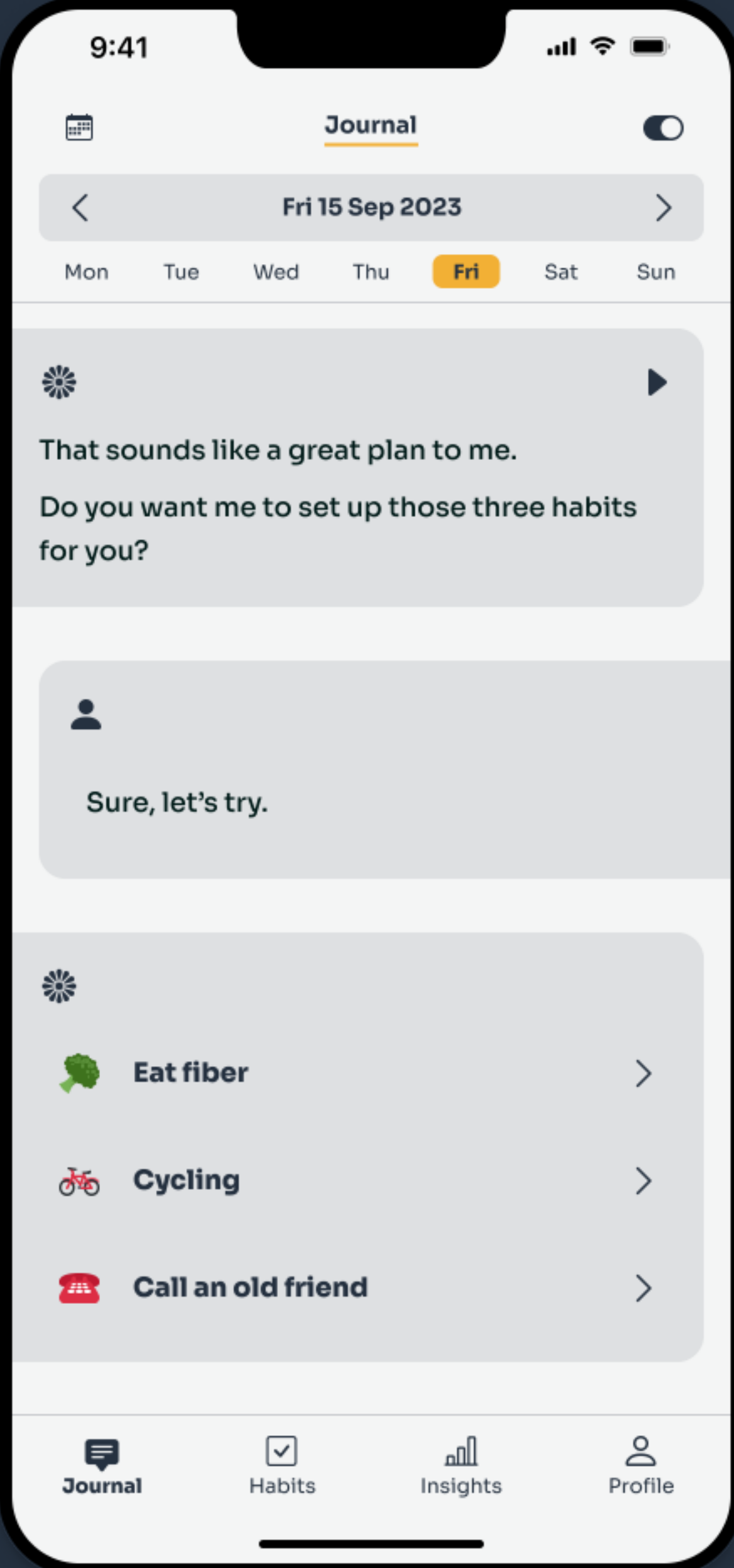


... what came now were long hours of creating with numerous iterations including preference tests. But let's spare this part and enjoy the result ...

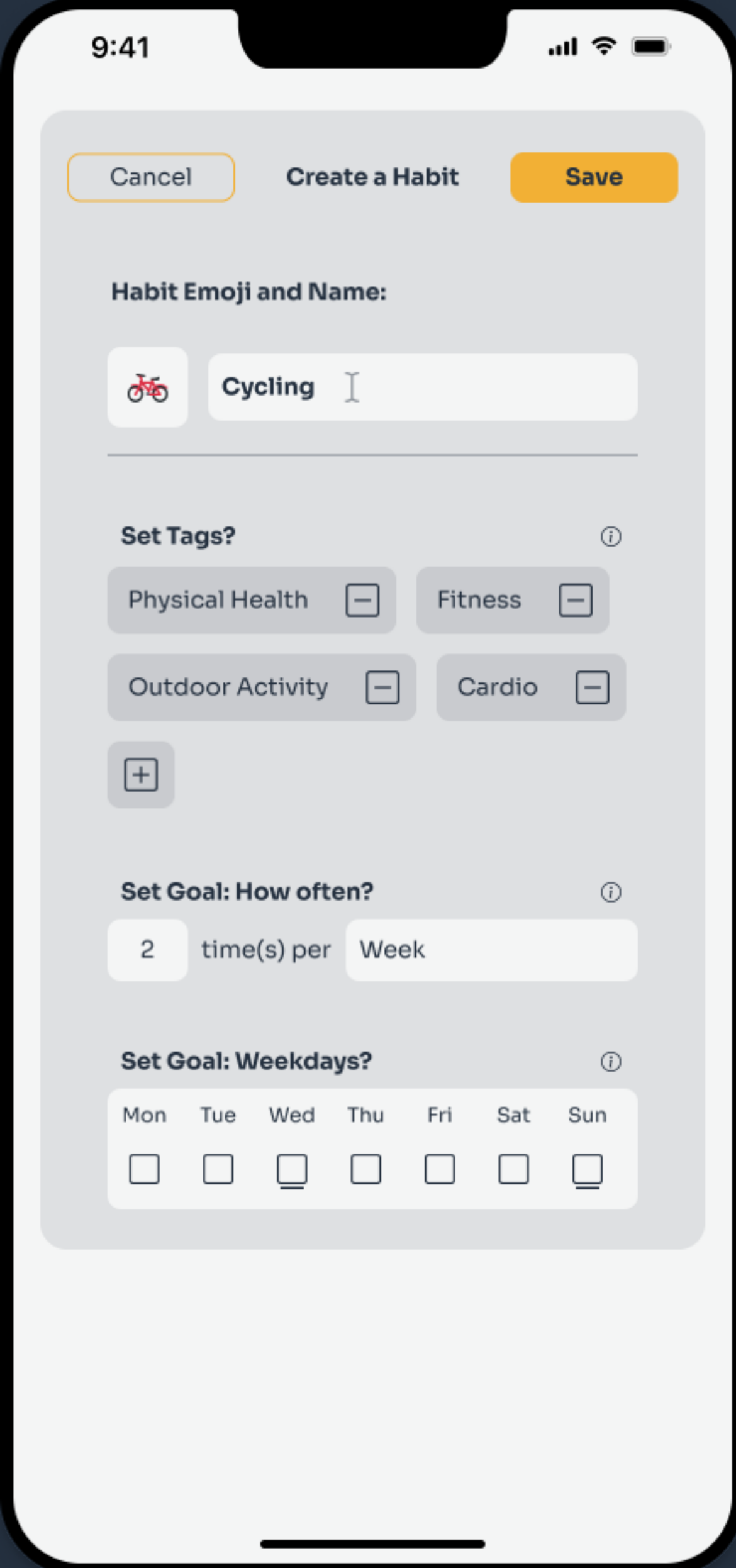
High-Fidelity Prototype



Journal Interface with Welcome message

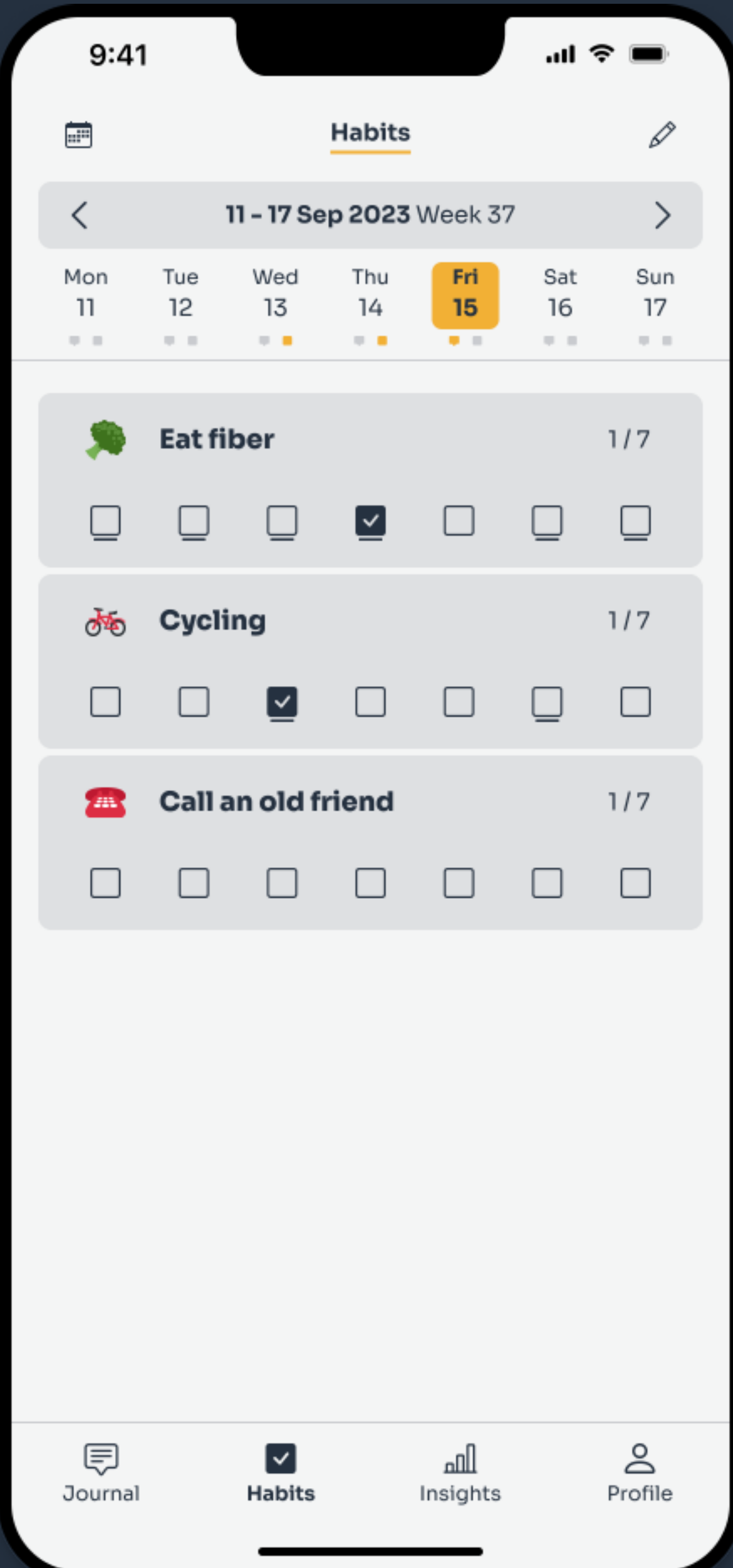


Journal Interface with Habit suggestions

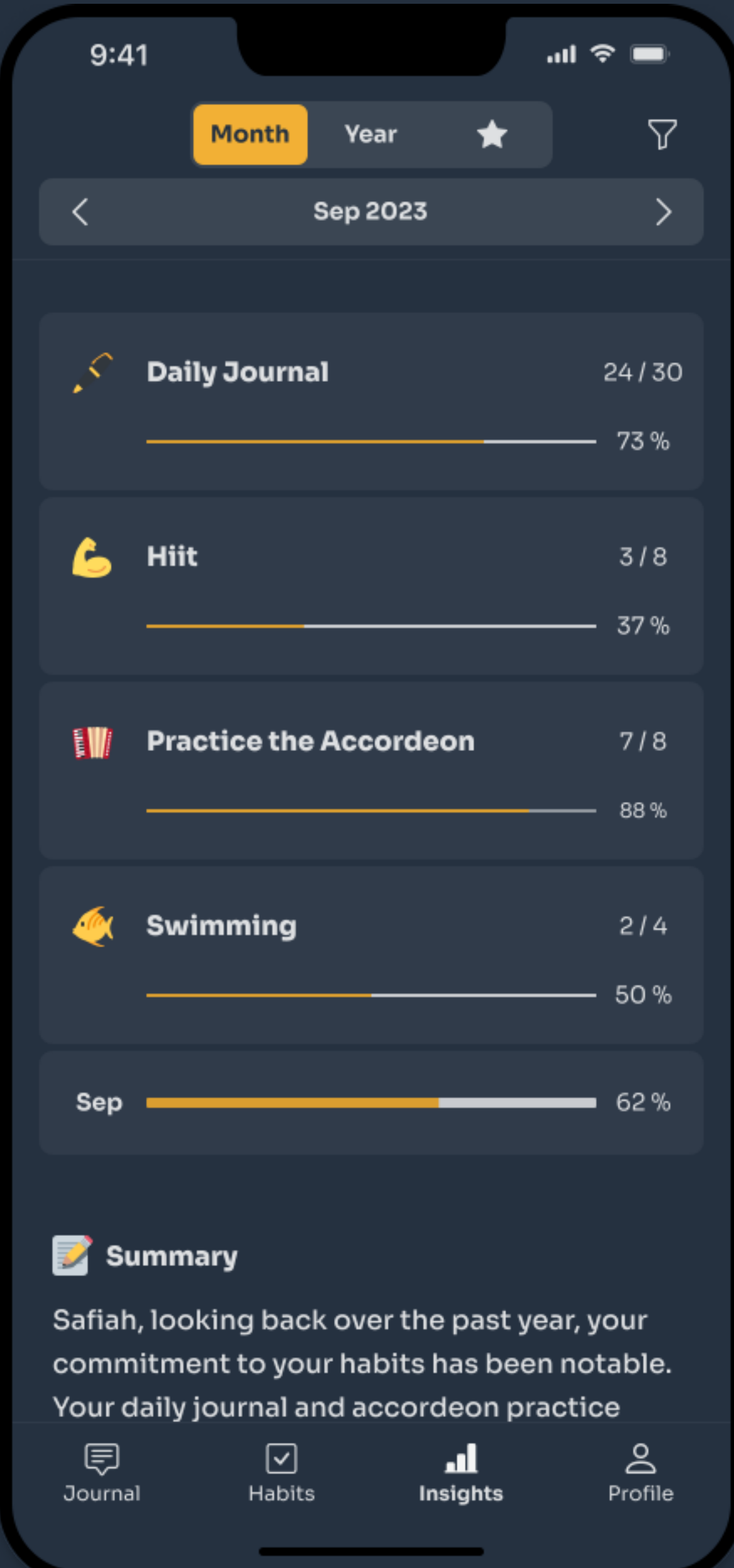


Create Habit Modal

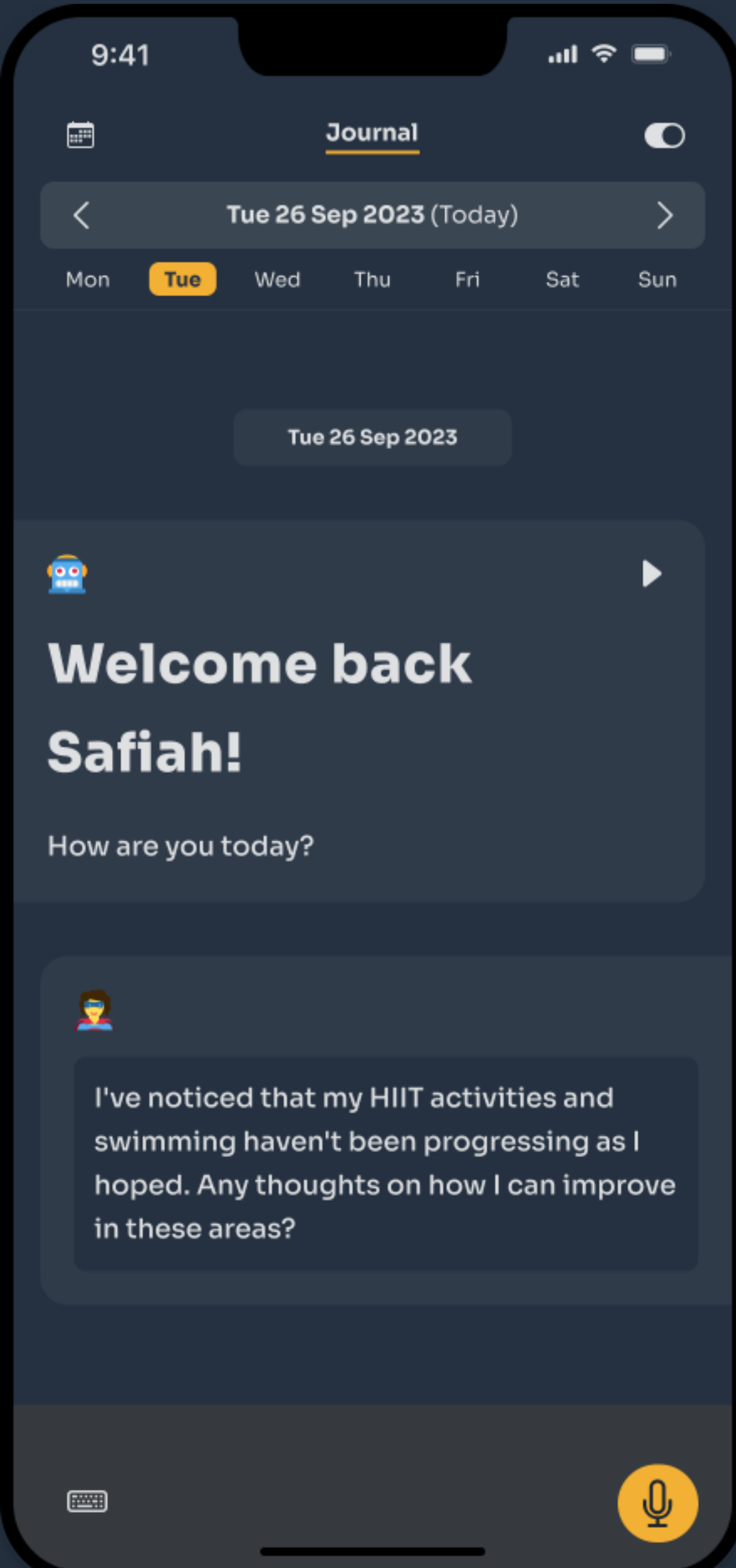
▶ Test the Prototype



Habit Tracking List



Insights and Habit Review (Dark Mode)



Journal Interface (Dark Mode)



ReflectAI

- Journal
- Habits
- Insights

Welcome to ReflectAI

Tell me about your day. Let's get to know each other as we embark on your journaling journey.

I've noticed that my HIIT activities and swimming haven't been progressing as I hoped. Any thoughts on how I can improve in these areas?

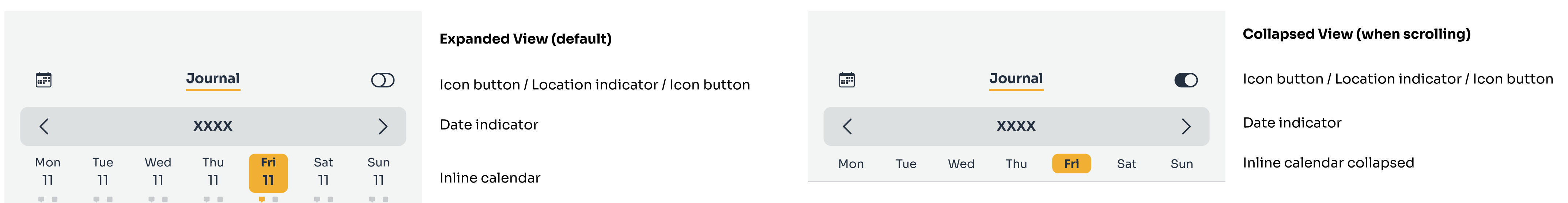
Of course, Safah. It's great that you're assessing your progress and seeking ways to improve. For HIIT, since you enjoy music and movement, have you considered exploring dance workouts?

MacBook Air

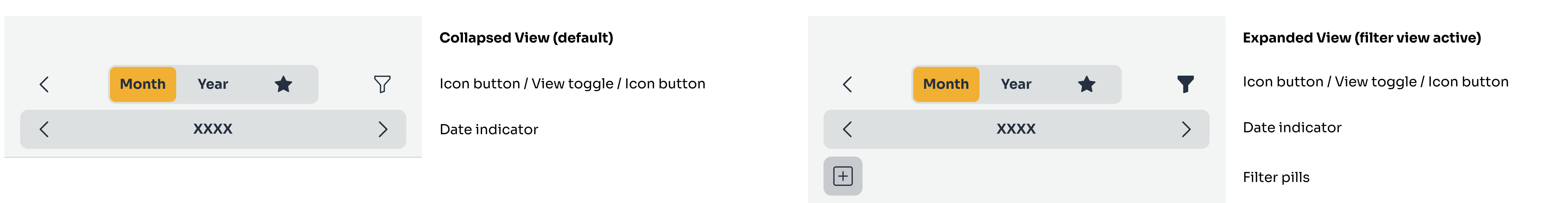
UI Elements

Top Navigation Bars

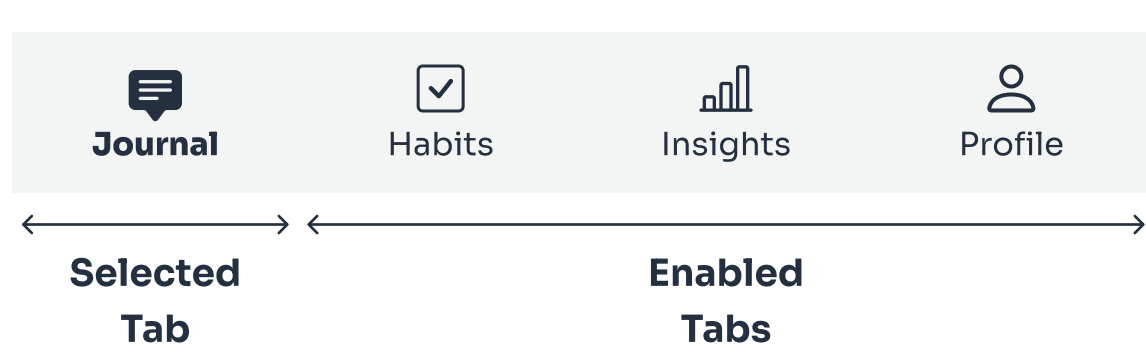
Journal / Habits



Insights

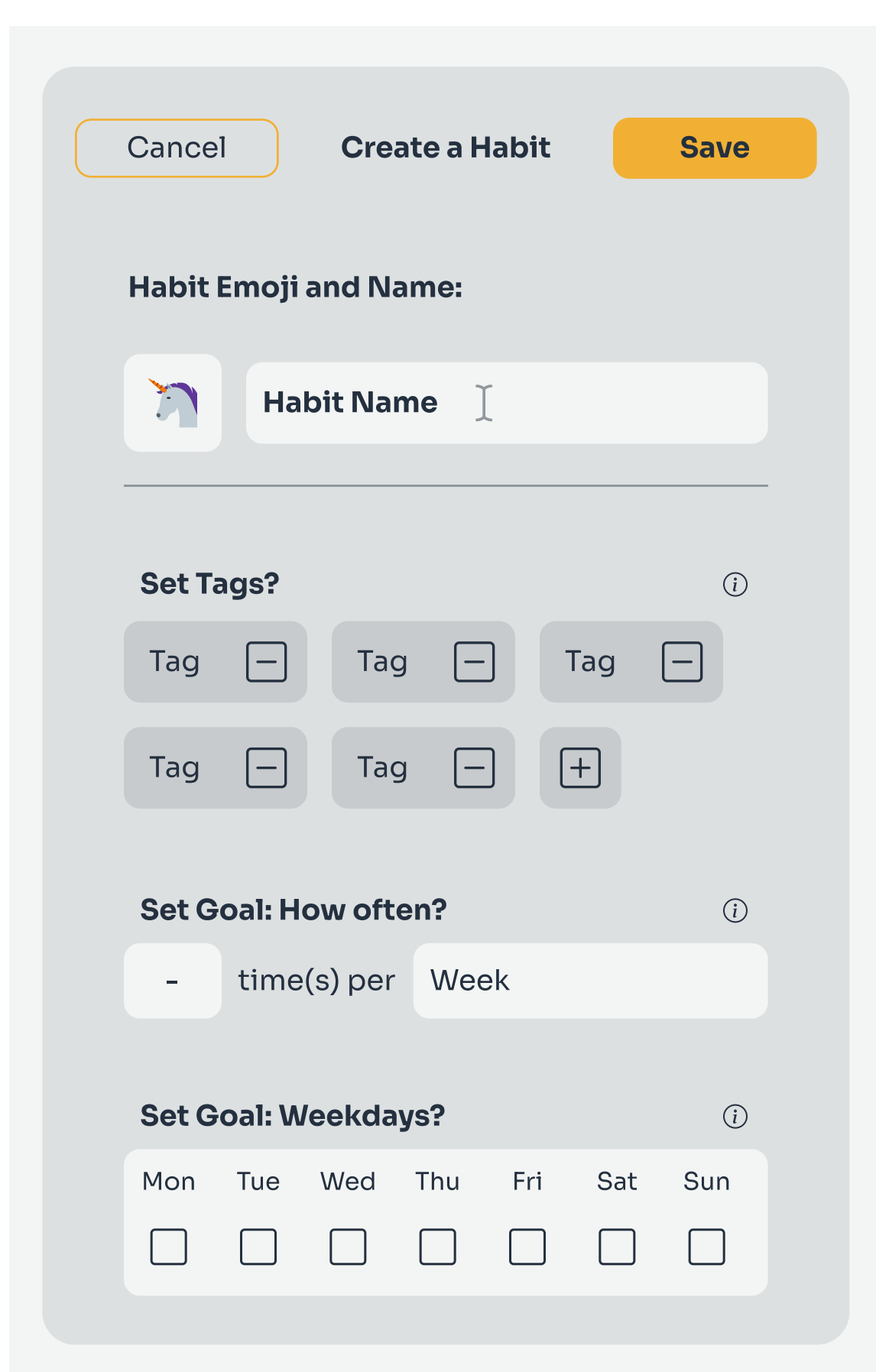


Bottom Navigation Bar

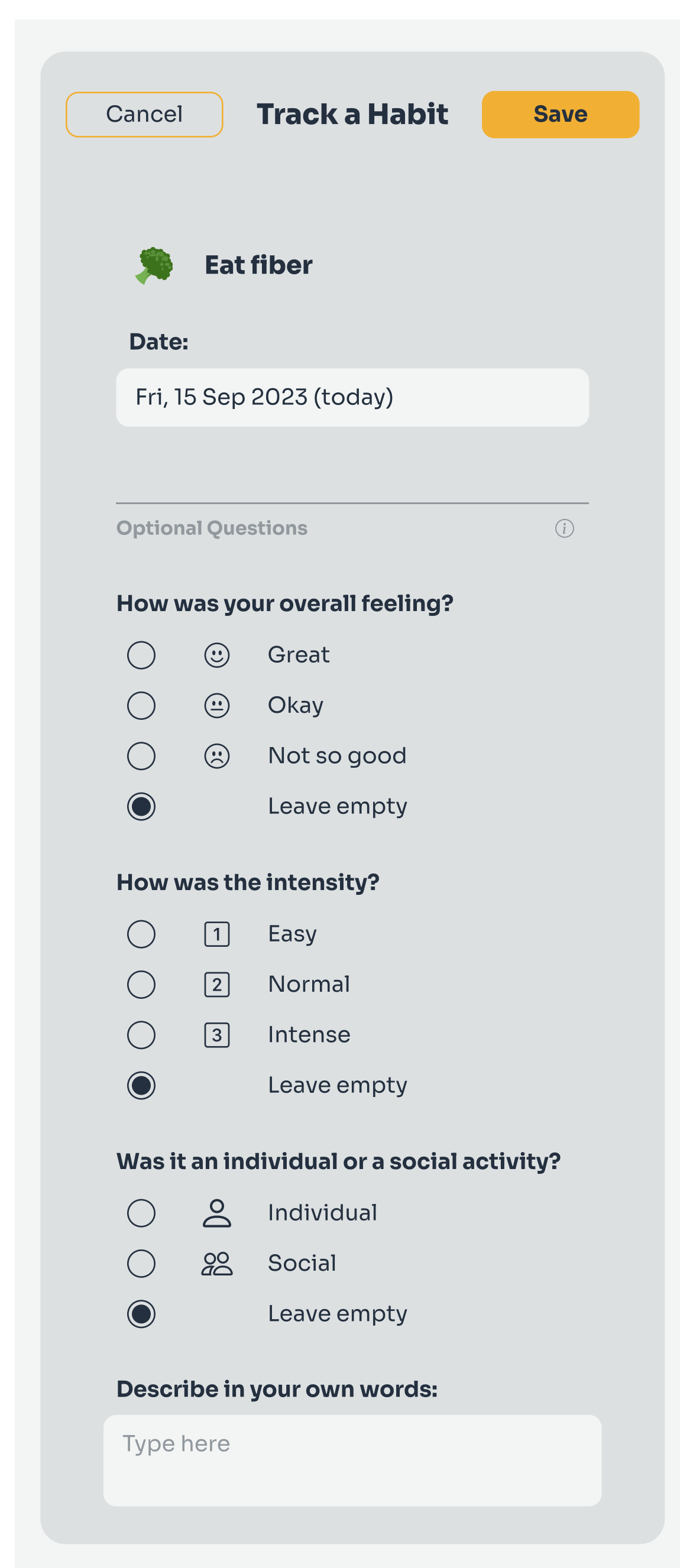


Habit Tracking Interface

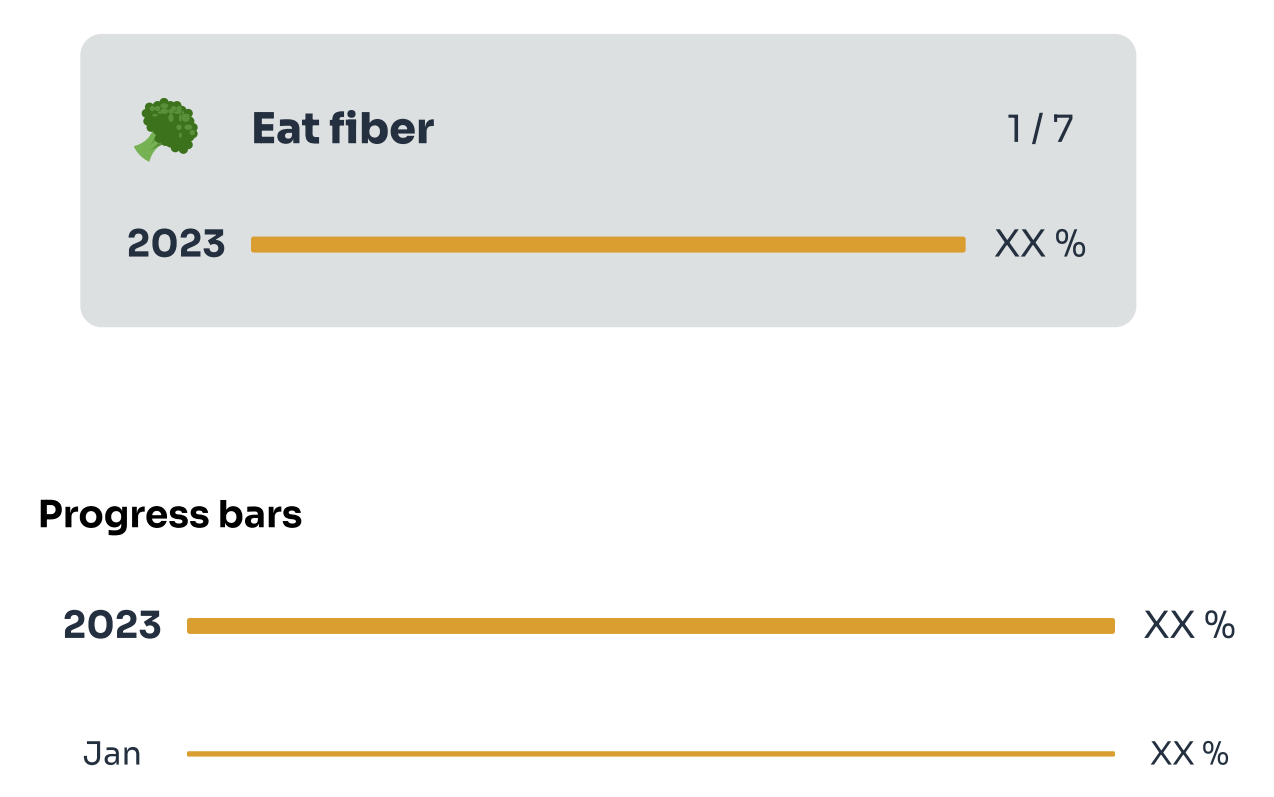
Modal to create a new Habit



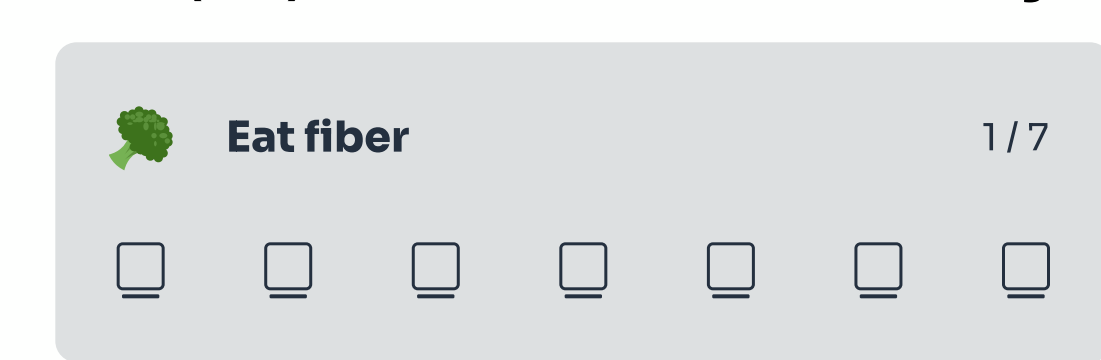
Modal to track a Habit (with optional questions)



List item (card) with year overview for Habit review



List item (card) with week overview for Habit tracking

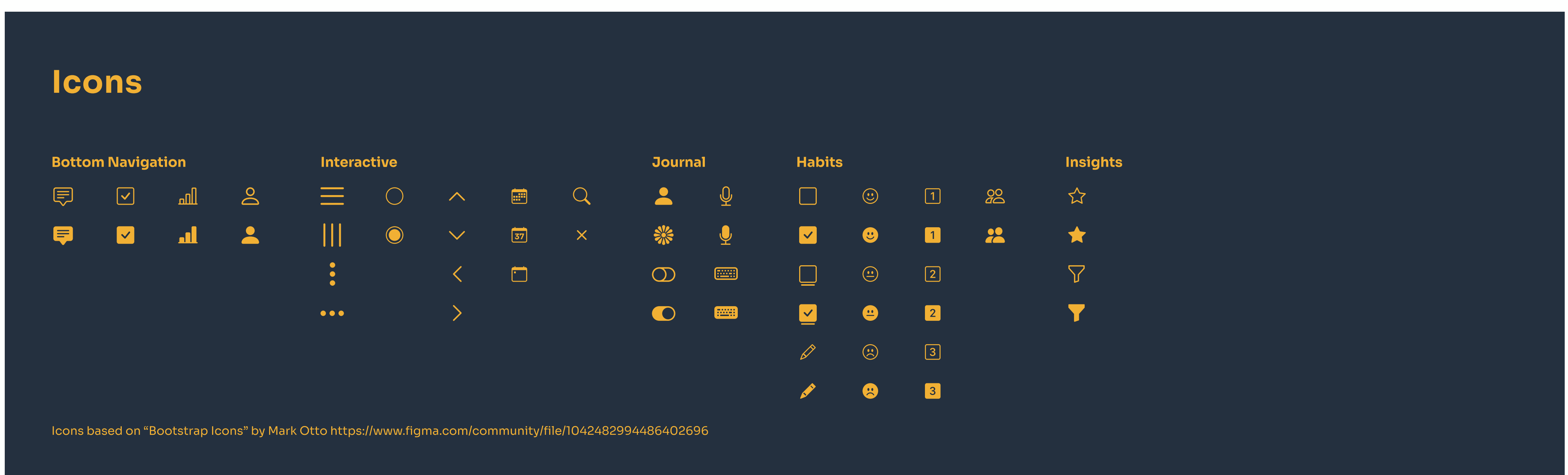


Buttons



Font / Sizes

DESCRIPTION	USE	FONT	SIZE, WEIGHT
Headline 1 Headline 2 Headline 2	Headlines on Desktop Headlines on Mobile Headlines in Dialogs such as Sign-Up	Sora	40 px, Bold 32 px, Bold 24 px, Bold
Body L Regular Body L Bold Body M Regular Body M Bold	Body Text of: Journal and Insights on Desktop Highlights in Body L Regular Body Text of: Journal and Insights on Mobile Hightlights in Body L Regular	Sora	18 px, Medium 18 px, Extrabold 16 px, Medium 16 px, Extrabold
Label L Regular Label L Bold LABEL L BOLD CAPS Label L Semibold Underlined	Labeling secondary buttons Labeling of options e.g. radio buttons or secondary menus Secondary descriptive Text Labeling primary buttons (with Icons or Underlined) Labeling titles and sections in cards or modals Highlights in Secondary descriptive Text LABELING PRIMARY BUTTONS Links in Secondary descriptive Text	Sora	14 px, Regular 14 px, Bold 14 px, BOLD CAPS 14 px, Regular Underlined
Label S Regular Label S Bold	Labeling of Bottom Navigation, Calendar days, Data Charts, Secondary Indicators in Habits, Dividers Highlighting Label S Regular, e.g. selected tab, current date	Sora	12 px, Regular 12 px, Bold



Icons based on "Bootstrap Icons" by Mark Otto <https://www.figma.com/community/file/1042482994486402696>

Governance for Good

Privacy

The model dissociates individual user data from personal identities, ensuring a secure and anonymous environment.

Reflectai places paramount importance on user privacy, particularly when it comes to handling profoundly personal data extracted from daily journal entries. These entries often delve into private territories that users might typically hesitate to share, even with a company.

With Reflectai, such sensitive information is treated with the highest level of care and consideration.

The company acknowledges the intricacies of privacy concerns associated with sharing such personal data and is dedicated to building trust.

The AI's role in this context remains neutral and objective, solely focused on providing insights and assistance.

Reflectai offers a paid membership model as a testament to its commitment to safeguarding user data.

The data collected serves to enhance the AI's performance, but it's crucial to note that the model dissociates individual user data from personal identities, ensuring a secure and anonymous environment.

AI Training and Tone of Voice

Reflectai seeks to strike a harmonious balance between being gently supportive and objectively informative.

The tone of the AI is designed to mirror that of a compassionate friend and an adept coach, making it an approachable and trusted companion on the user's well-being journey.

Reflectai recognizes that each user's experience is distinct, and as such, the AI's tone of voice is calibrated to provide a stream of consciousness that fosters reflection and empowerment.

The AI's responses are thoughtfully curated to resonate with the user's

pace, encouraging engagement without being forceful.

The learning process is a pivotal aspect of Reflectai's functionality, enabling the AI to evolve and personalize its interactions based on user preferences. This evolution underscores Reflectai's commitment to delivering a valuable and tailored experience that supports users in their pursuit of well-being.

Color

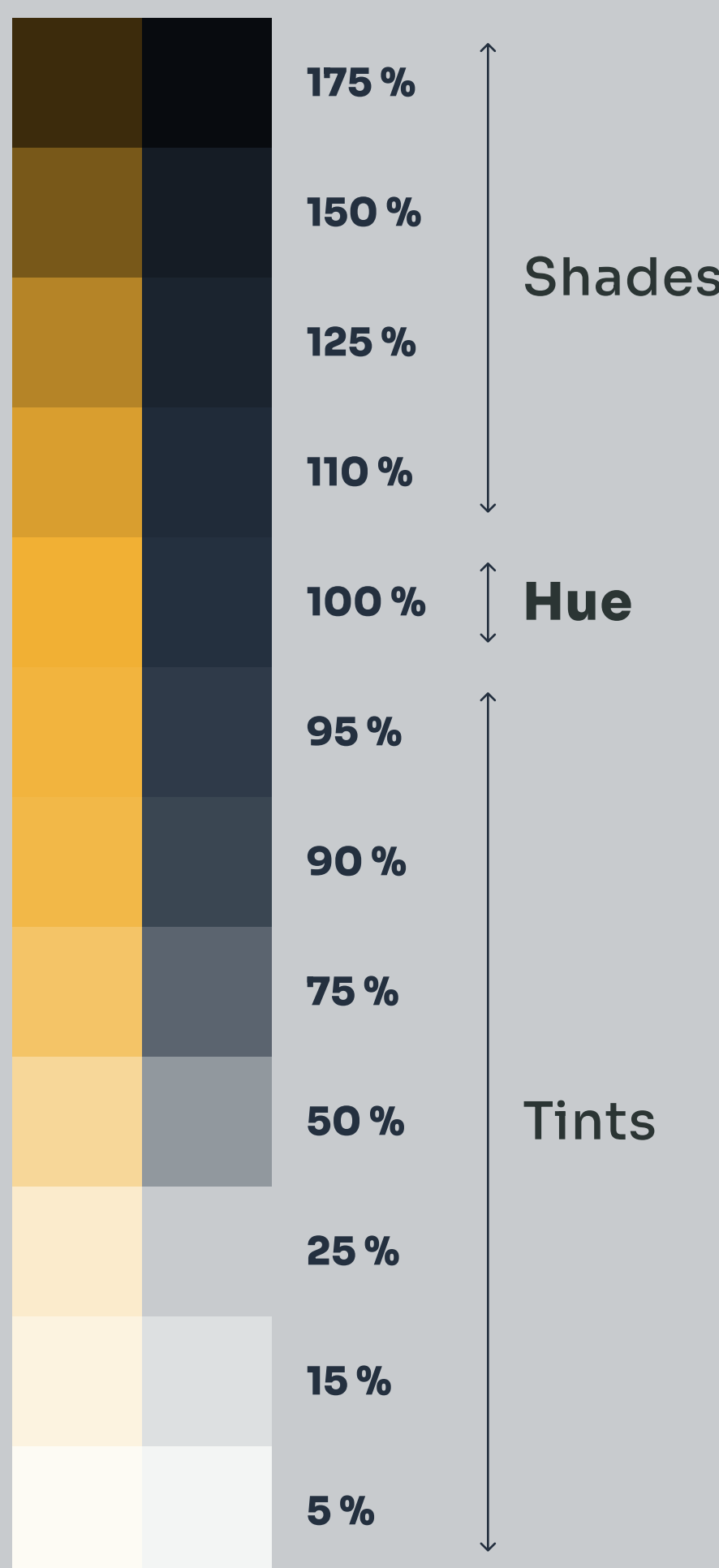
Base Colors



Current Codes and Use of Color

	Orange 110 HEX #DA9E30 RGB (218, 158, 48)	Use in dark and light mode: State of hovered or pushed buttons
	Orange 100 HEX #F2B035 RGB (242, 176, 53)	Use in dark and light mode: Primary (accent) brand color for Buttons, Indicators, Corporate design elements
	Orange 50 HEX #F8D79A RGB (248, 215, 154)	Use in dark and light mode: State of disabled buttons
	Gradient Gradient between Blue 100 and 50	Use: Currently used for marketing- and presentation-purpose
	Blue 125 HEX #1C2530 RGB (28, 37, 48)	Use in dark and light mode: For Text on Orange 100 background when Regular >20px
	Blue 110 HEX #212C3A RGB (33, 44, 58)	Use in dark mode: For elevation color inside Blue 95 container, such as text fields
	Blue 100 HEX #253140 RGB (37, 49, 64)	Use in light mode: For all UI elements that would usually appear in black, as text, icons etc. Use in dark mode: Main background color of whole app
	Blue 95 HEX #303B4A RGB (48, 59, 74)	Use in dark mode: Main elevation color for large elements, such as cards or modals
	Blue 90 HEX #3B4653 RGB (59, 70, 83)	Use in dark mode: As elevation color for small elements, such as background color of progress bars
	Blue 25 HEX #C9CBCF RGB (201, 203, 207)	Use in light mode: As elevation color for small elements, such as background color of progress bars
	Blue 15 HEX #DEE0E2 RGB (222, 224, 226)	Use in light mode: Main elevation color for large elements, such as cards or modals Use in dark mode: For all UI elements that would usually appear in white, as text, icons etc.
	Blue 5 HEX #F4F5F5 RGB (244, 245, 245)	Use in light mode: Main background color of the whole app
	White HEX #FFFFFF RGB (255, 255, 255)	Use in light mode: Alternative for floating elements, such as dialogs in Sign-up process. Used with a drop shadow.
	Pink 100 HEX #F27E7E RGB (242, 126, 126)	Use in dark and light mode: For alerts and error messages
	Green 100 HEX #57732D RGB (87, 115, 45)	Use in dark and light mode: For positive notifications, such as confirmations

Shades and Tints



Contrast

Blue 100 on Blue 5 Ratio 12.1:1 <input checked="" type="checkbox"/> Large Text: Good <input checked="" type="checkbox"/> Normal Text: Good	Blue 100 on Blue 15 Ratio 10,0:1 <input checked="" type="checkbox"/> Large Text: Good <input checked="" type="checkbox"/> Normal Text: Good	Blue 100 on Orange 100 Ratio 6,9:1 <input checked="" type="checkbox"/> Large Text: Good <input type="checkbox"/> Normal Text: Critical	Blue 125 on Orange 100 Ratio 8,1:1 <input checked="" type="checkbox"/> Large Text: Good <input checked="" type="checkbox"/> Normal Text: Good
Blue 15 on Blue 100 Ratio 10:1 <input checked="" type="checkbox"/> Large Text: Good <input checked="" type="checkbox"/> Normal Text: Good	Blue 15 on Blue 95 Ratio 8,6:1 <input checked="" type="checkbox"/> Large Text: Good <input checked="" type="checkbox"/> Normal Text: Good	Orange 100 on Blue 100 Ratio 6,9:1 <input checked="" type="checkbox"/> Large Text: Good <input type="checkbox"/> Normal Text: Critical	Orange 100 on Blue 125 Ratio 8,1:1 <input checked="" type="checkbox"/> Large Text: Good <input checked="" type="checkbox"/> Normal Text: Good

The color contrast of all the elements chosen so far is good. The combinations that are in the critical range are replaced - if they are used at all - by the more strongly contrasted alternative in each case.

Calculated with: <https://www.leserlich.info/werkzeuge/kontrastrechner/index-en.php>

60-30-10 Rule applied

Light Mode



Dark Mode



Bottom Line: Personal Thoughts and Learnings

The combination of very sensitive and private self-reflection with the use of artificial intelligence is a hot topic.

On the one hand, it is a perfect match, as AI promises unimagined gigantic potential as an always-available companion and objective advisor with almost infinite knowledge.

On the other hand, it is the worst possible match, because behind AI there is usually a profit-oriented company and the absence of a real human being and his personality and empathy may be perceived as a deficit.

The challenge is to create well-founded trust through transparency about the generation and further processing of data, and thus to harness the positive opportunities of this technology in terms of self-reflection and personality development.



Among many other things, I got to know better how to use and include Chat-GPT-3 in my workflow, to support for example:

For my own better understanding of how to generally train an AI model for a specific task.

- For formulating the Reflectai app in different variants with different levels of complexity and feature sets.
- To simulate prototype content e.g. journal conversation
- To describe different value propositions and payment models and respective data usage for different cautious user groups
- For brainstorming on name and slogans

Thank you for your time!

**I would be happy about your feedback
and a possible cooperation!**

hello@juliansterz.de

[LinkedIn](#)