Abigail
840 points

view goals

100 points

home   goals   content

Pick a category

Exercise

mations

Meditation

aling

Nutrition   Outdoors

goal do
ant to log
ss on?

hours

Log progress

Eat 3 vegetables

Log progress

Meditate 5 minutes

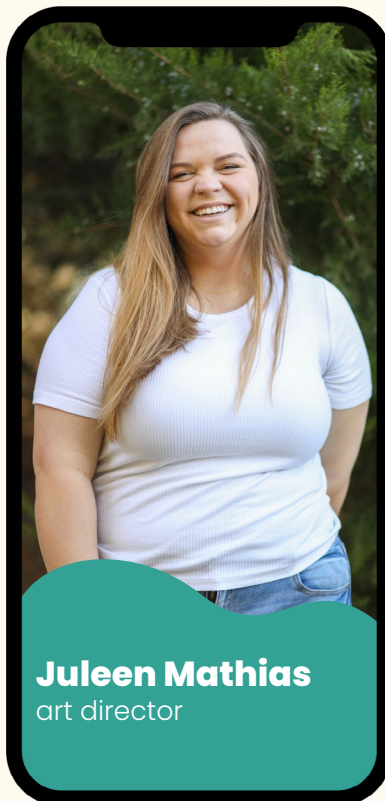Log progress

home   goals   content   profile

tend.

crafting a purposeful wellness app
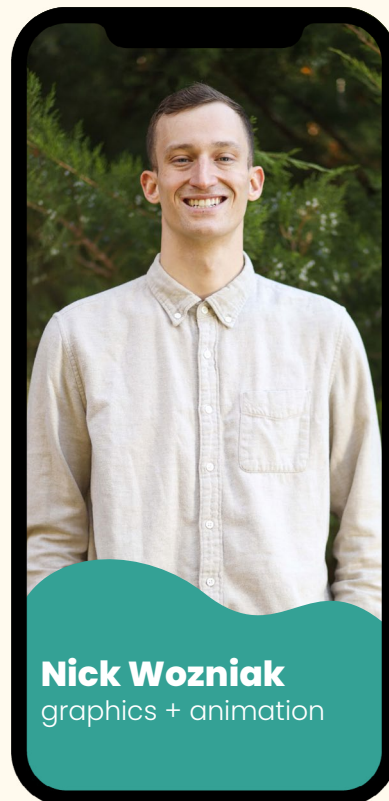
table of contents

design team

Sydney McCrory
project manager

Juleen Mathias
art director

Nick Wozniak
graphics + animation

Brittany Osmond
graphics + photos

Deborah Owen
app design

Tatjana Ormerod
graphics + animation

Brian Mondaca
animation

scenario

the premise

As the world becomes increasingly digital, people are integrating technology into their health and wellness habits. With the advent of smartphones has come a new set of physical and emotional wellness challenges. But we're entering a new era of users who are self-aware of these challenges and are taking active steps to reclaim their lifestyle and build new habits.

the problem

The market is oversaturated with health and wellness apps. The demand for apps continues to increase as awareness of the importance of personal wellness grows. But so many developers launch simple wellness apps that are leaving users unsatisfied because the app is either unattractive or non-functional.

The apps that nail an aesthetic are usually lacking in practicality and depth. And many apps that function well lack personality and design. These are both major roadblocks that get in the way of users accomplishing what they set out to do, which is to set goals and reach them.

solution

objectives

As a team of seven designers, we set out to design a goal-setting app with three main objectives:

- Ease of use
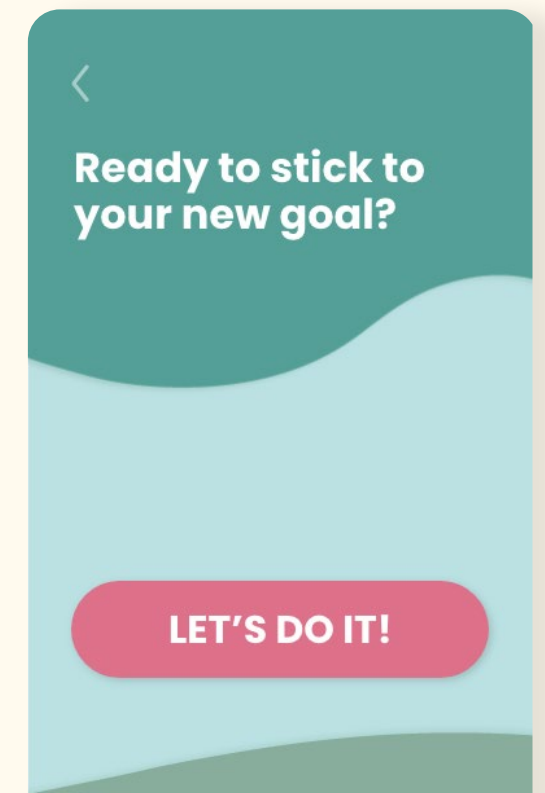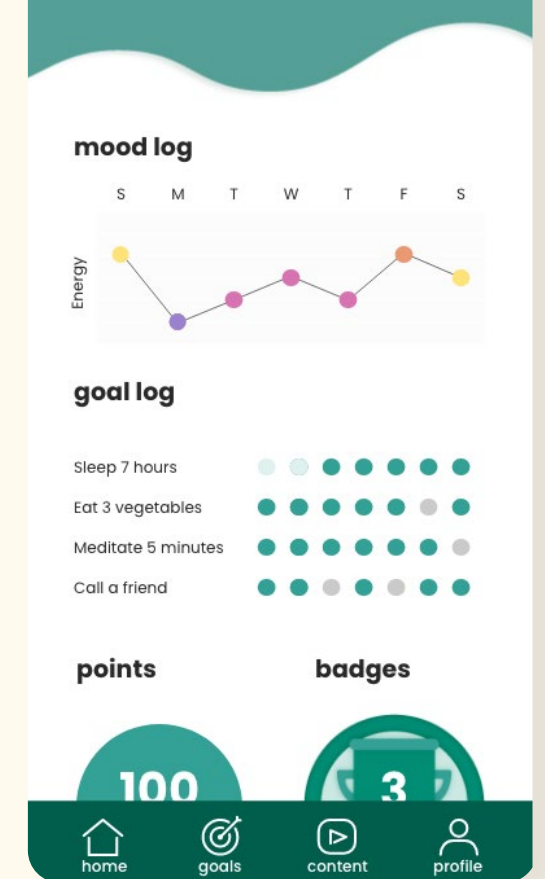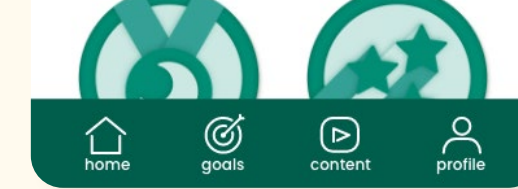- Provides value to the user
- Visually appealing

the end goal

This app would present goal-setting in a simple, fun, and engaging way. It would provide users with incentive to track daily habits and offer educational content like animations, infographics, and quotes.

The idea isn't inherently unique, but our approach combines several big ideas into something new and different from other apps on the market.

This idea pulls in the gamification of apps like Duolingo, the tracking of Apple Health, and the playfulness of Headspace. This, combined with the tailored educational content housed within the app, will provide a high-value user experience.
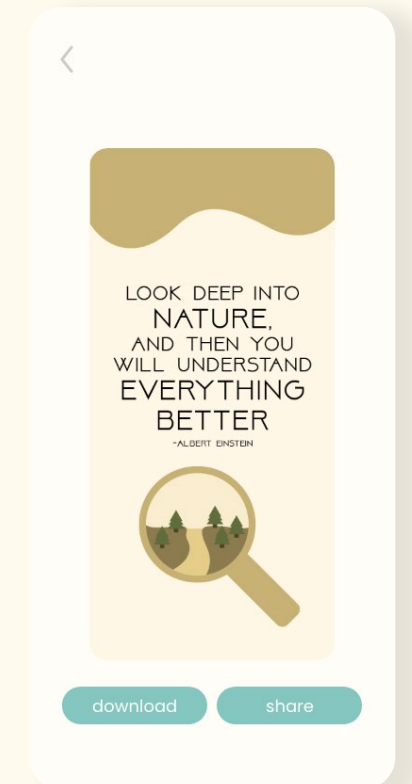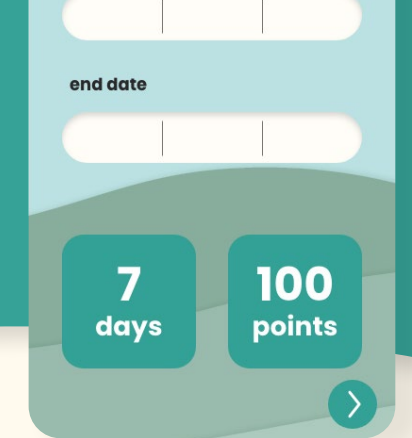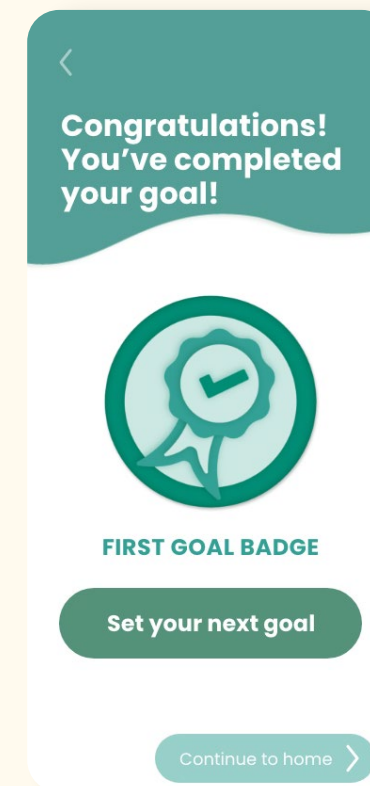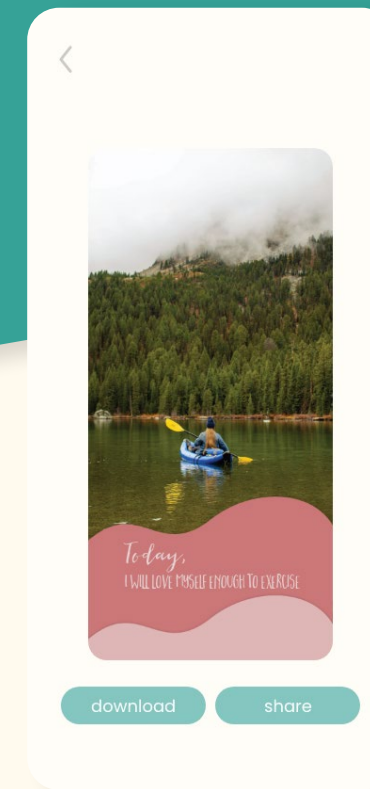
tend.

mood log

S M T W T F S

Energy

goal log

Sleep 7 hours
Eat 3 vegetables
Meditate 5 minutes
Call a friend

points   badges

100   3

home   goals   content   profile

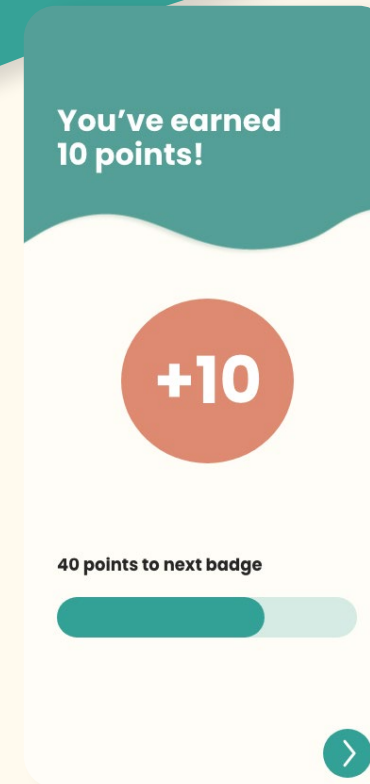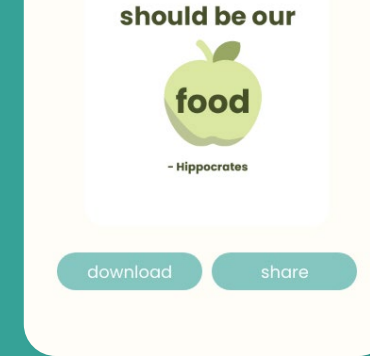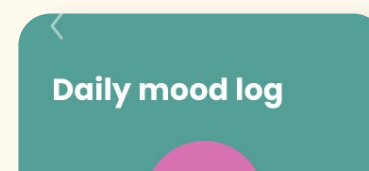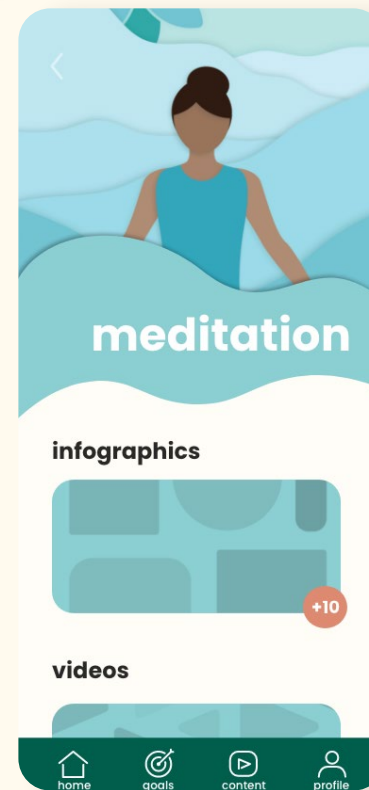Ready to stick to your new goal?

LET'S DO IT!

what is tend?

a wellness app

Tend allows you to set custom goals that fall under 8 different topics. The app also features education content that ties into each topic.

Users complete a daily log recording their progress on each goal they set, and each day unlock content related to the category of the goal they set.

Users earn points and badges when they complete goals and view content within the app. Users have the option of logging their mood, setting a custom avatar, and recording journal entries.

should be our

food

~ Hippocrates

download   share

end date

7 days   100 points

You've earned 10 points!

+10

40 points to next badge

meditation

infographics

+10

videos

home   goals   content   profile

Daily mood log

Today,
I WILL LOVE MYSELF ENOUGH TO EXERCISE

download   share

Congratulations! You've completed your goal!

FIRST GOAL BADGE

Set your next goal

Continue to home

positive affirmations

Why You Should Say Positive Affirmations

Motivates you to act

Improves your self

LOOK DEEP INTO NATURE, AND THEN YOU WILL UNDERSTAND EVERYTHING BETTER
~ALBERT EINSTEIN

download   share

the app

You've a new badge

NUTRITION EXPERT

THIS or THAT

videos

home   goals   content   profile

points   badges   100

Log your daily goal progress

Which goal do you want to log?

Eat 3 vegetables

Meditate 5 minutes

Sleep 7 hours

Call a friend

You've earned 10 points!

+10

40 points to next badge

Abigail
840 points

view goals   100 points

home   goals   content   profile

te 5 minutes

Sleep 7 hours

Call a friend

Write your thoughts

download   share

You've unlocked new content

Eat your veg

Mood history

Moods   Sad   Unhappy   Neutral   Happy   Joyful

S M T W T F S

September 2021

October 2021

download   share

sleep

infographics

positive affirmations

videos

home   goals   content   profile

home   goals   content   profile

Click to view the full app at

PHASE ONE
exploration.

ideation

As we began exploring the possibilities for our app we explored opportunities to create a brand that would be able to connect to people who want to create more meaningful habits and enjoy an engaging wellness experience.

setting the tone

We wanted to balance the feeling of friendliness and fun with stillness. We wanted to create a mark and supporting elements that create a sense of wellness, growth, and peace. We began with ideation and research.

We gathered references and created moodboards, explored fonts and colors, and began sketching forms and concepts that would suit the brand.
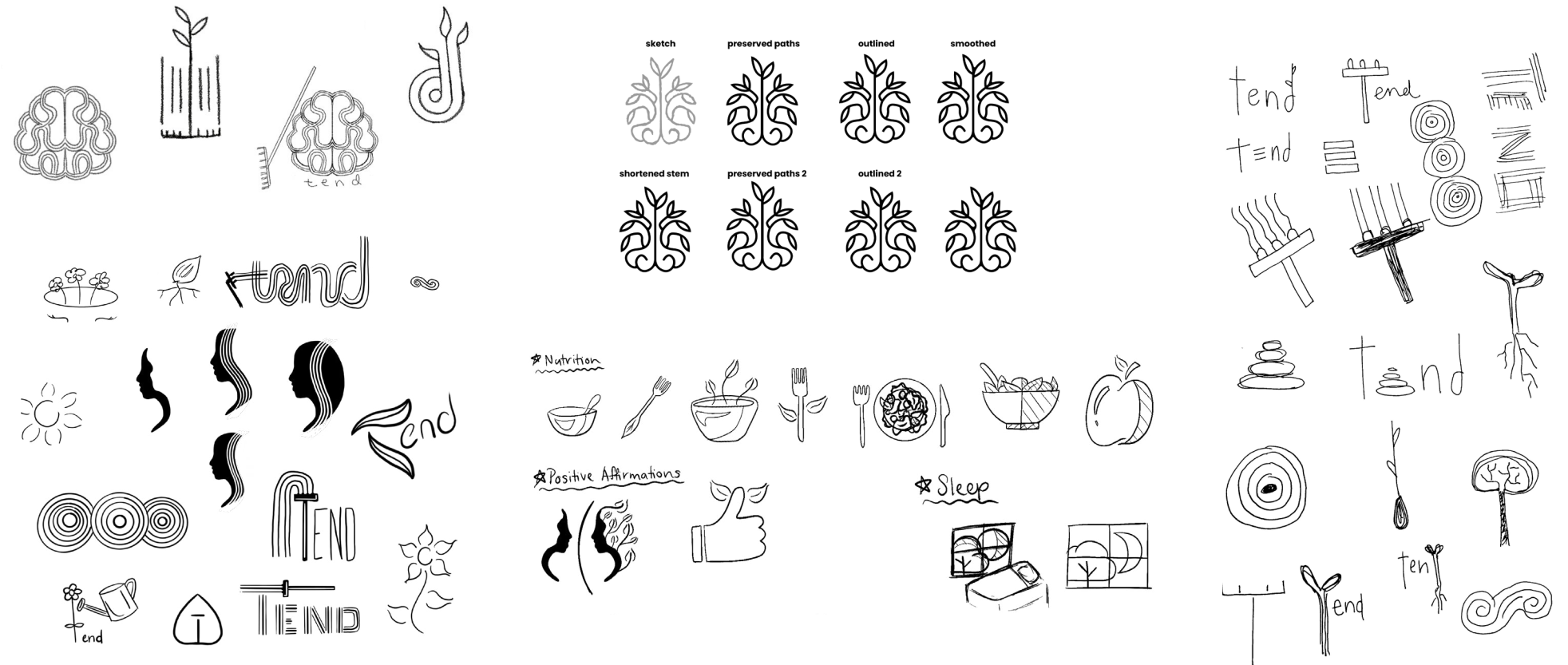
audience

creating a persona

Not only did the app need to look good and convey the right messages, fundamentally it needed to work.

Early on our team spent hours sharing ideas and brainstorming how we could create a wellness app that would be fun to use and actually help people who needed that little extra edge to develop better habits and create the life they want. We knew identifying a persona was key in this venture.

As a result, we created Abigail.

persona card

▌Abigail

age
17

relationship status
Single

occupation
High School Senior

key psychographic
Driven but lacking tools to find success

bio
- Moving away from home soon and discovering the world

- Values family, friends, reading, plants, and exploring trends

- Sees the world as exciting; ready to try new things

- Not emotionally mature

- Faces high expectations and is met by inadequacy

design style

crafting a style

With Abigail in mind, we could create a brand to meet user needs and develop every aspect of the app with a clear north star. Wielding this understanding we created our style guide.

We went for cool calming greens that are also vibrant and accented with pops of pink and orange. The cool colors capture the sense of peace and growth that we want users to experience, while the warm and bright accents would create a sense of urgency and optimism.

Poppins serves as a legible but friendly primary typeface because of its wide and round design, and come with a variety of weights for different needs.
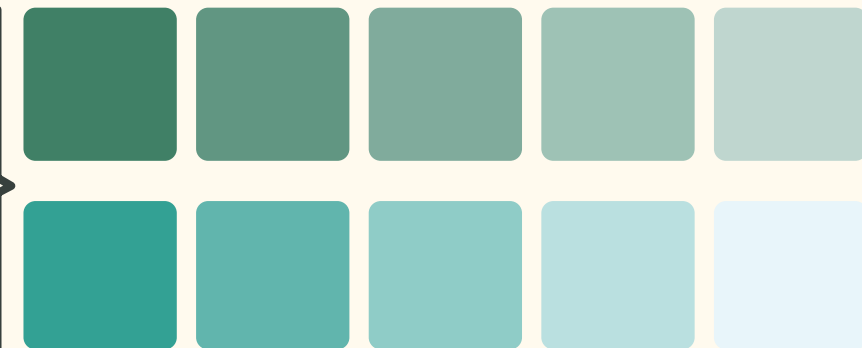
fonts

Poppins Bold

Poppins Regular

colors

SATURATION: 10%
BRIGHTNESS: 100%

SATURATION: 50%
BRIGHTNESS: 50%

SATURATION: 50%
**BRIGHTNESS: 90%**

art style

shapes & colors

We used smooth and soft shapes that would communicate youthful energy. We embraced a color system that utilized desaturated colors across the color spectrum which all paired well with our base green.

This brought wide variety to the color while keeping it cohesive. It also introduced a simple system that would help users follow along, capturing the simplicity and optimism we want users to grasp as they set and achieve their goals.

We wanted to push that even further by making it feel like a paper cut-out, layering solid shapes, and adding subtle shadows. This pushes that youthful concept even further, communicating that just like a child crafting with scissors, you play a big role in shaping how your goals turn out. The illustration style morphed over time but what remained the same was the smooth, flowing shapes and the depth within the illustrations.
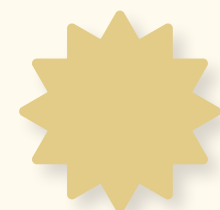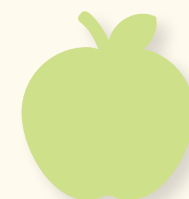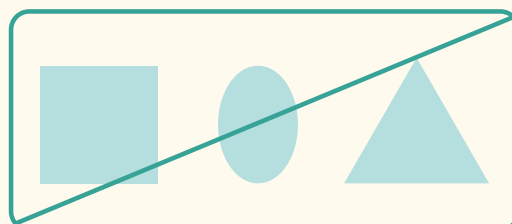
wireframe

user journey

After determining the overall goal and the target audience, and while developing the visual style, decisions about the app itself needed to happen. We began mapping out the ideal user journey, focused on how we can make it as simple as possible for the user to accomplish what they set out to do.
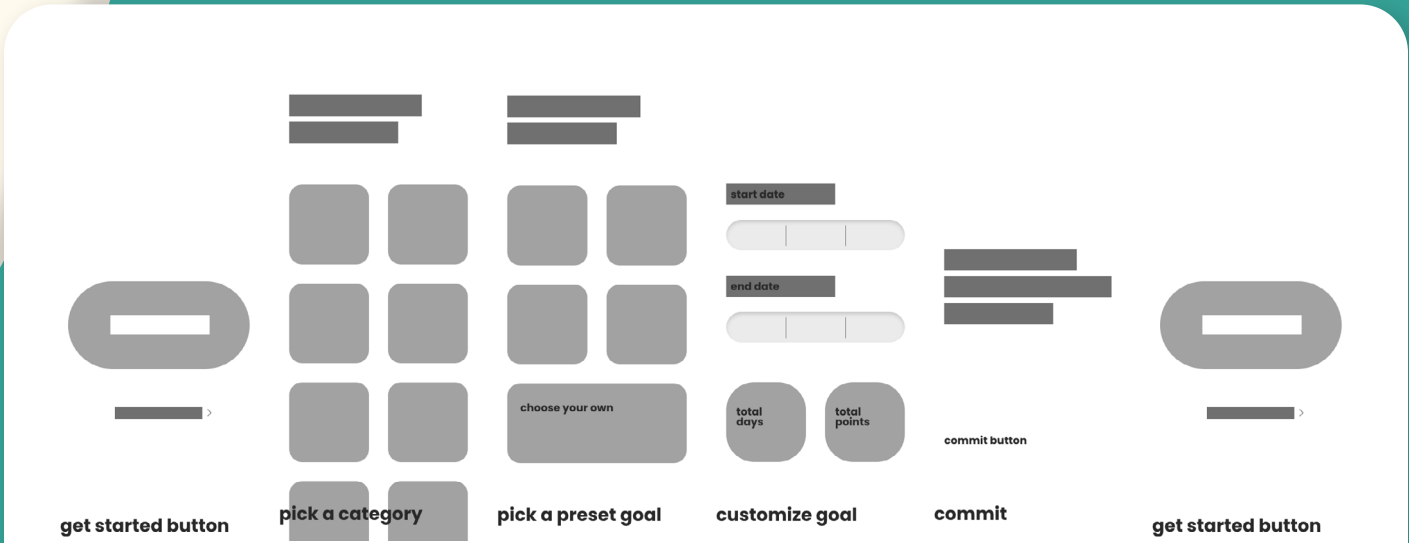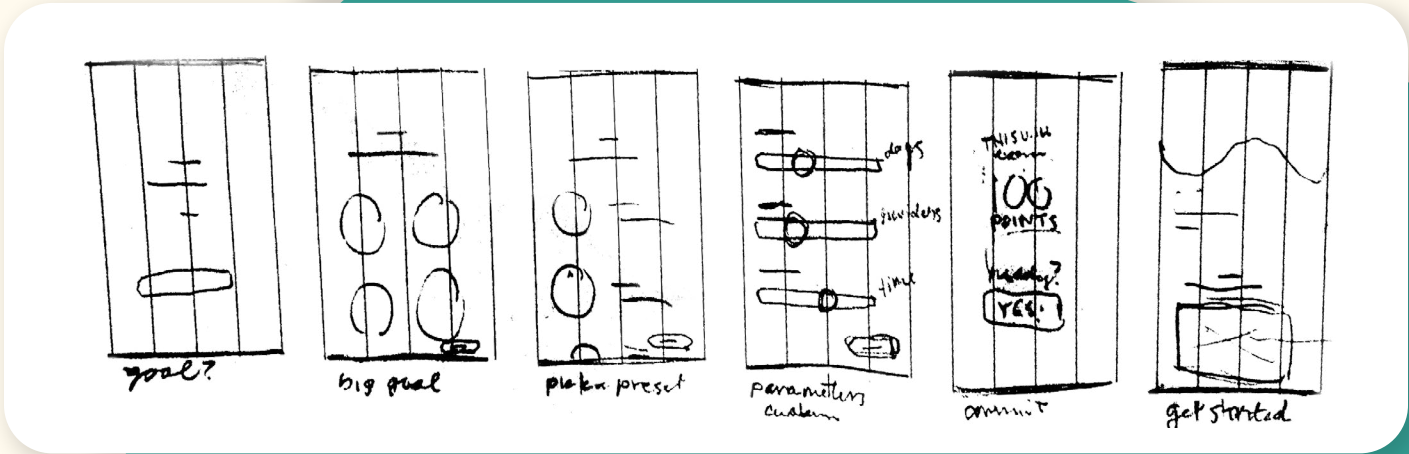
We walked through the experience of setting a new goal and logging daily progress and explored several possibilities for how to go through the experience.

wireframing

Wireframe sketches were a key part of exploring this process, by experimenting with the placement of the content and the flow from screen to screen. While sketching some screens, ideas for other layouts within the app came about.

This led to a more robust app than originally anticipated because the process of exploration revealed new ideas for how to deliver high value and ease of access to the user.

Because we already made the majority of layout decisions in the sketching process, taking these wireframes into Adobe XD proved to be simple. Soon we had a fully laid-out application wireframe.

goal?   big goal   pick a preset   parameters custom   commit   get started

get started button   pick a category   pick a preset goal   customize goal   commit   get started button

choose your own

start date
end date
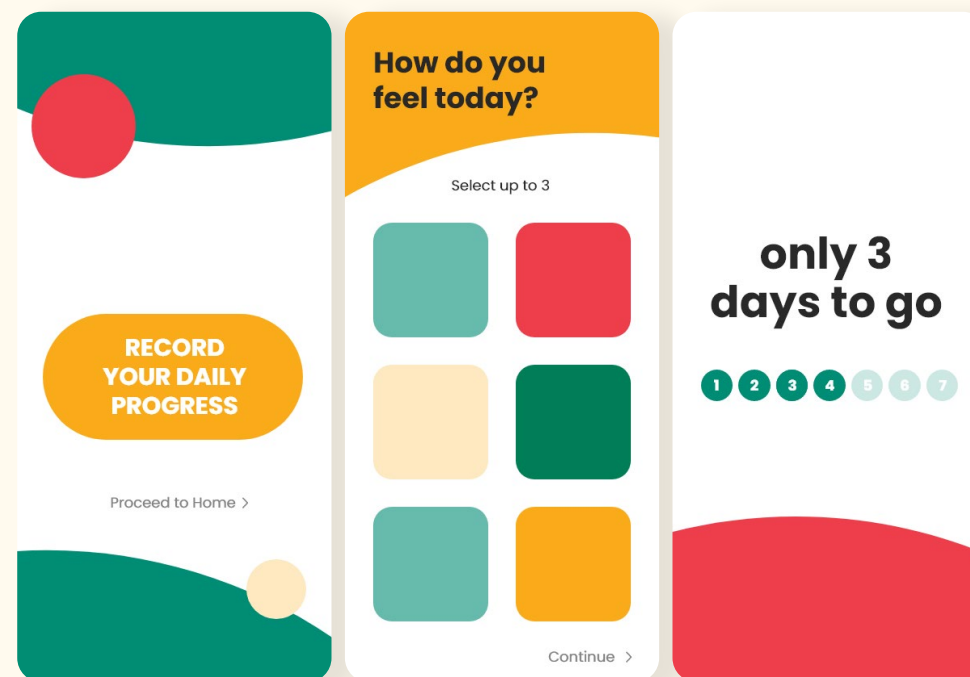total days   total points   commit button

app style

At this point, we needed to choose the best way to apply the style to the app. The app design and illustration design development were happening concurrently, so it took some trial and error to decide how to approach the app style.

We attempted executions in several styles, based on the styles we were also exploring among the illustrations. In some cases, the illustrations informed the app design, bringing in consistent drop shadows to mimic the paper cut-out style in the art.

In other cases, the app informed the illustrations. When the color palette needed to be simplified and modified to better fit the app interface, the illustrations followed suit. Because of this intimately connected process, the illustrated content fit like a glove when housed within the app.

EXECUTION 1

Good Morning!

However you're feeling today, It's good to see you.

Let's do this!

Pick Your Topic

Set a Reminder

10:15

Frequency:

m t w th f s ss

EXECUTION 2

RECORD YOUR DAILY PROGRESS

Proceed to Home >

How do you feel today?

Select up to 3

Continue >

only 3 days to go

1 2 3 4 5 6 7

EXECUTION 3

tend.

Deb's progress

Sleep 7 hours

5/7 days completed

View my goals >

View weekly progress

Discover content

680

home   goals   content   profile

content library

home   goals   content   profile

sleep

wallpapers

+10   +10

videos

home   goals   content   profile

final execution

Welcome back!

GET STARTED

Continue to home

680

My goal progress

Sleep 7 hours

View my goals

View weekly progress

Discover content

home · goals · content · profile

---

exercise

home · goals · content · profile

---

weekly overview

mood log

S M T W T F S

Energy

goal log

Sleep 7 hours
Eat 3 vegetables
Meditate 5 minutes
Call a friend

points 100

badges 3

home · goals · content · profile

Pick a category

Affirmations

Exercise

Journaling

Meditation

Nutrition

Outdoors

home · goals · content · profile

Which goal do you want to log progress on?

Sleep 7 hours

Log progress

Eat 3 vegetables

Log progress

Meditate 5 minutes

Log progress

home · goals · content · profile

---

outdoors

infographics

Mood history

Moods

Sad · Unhappy · Neutral · Happy · Joyful

S M T W T F S

September 2021

Click to view the full app at

PHASE TWO
execution.

logo

behind the mark

We wanted to balance the feeling of friendliness and fun with stillness. We wanted to create a mark and supporting elements that create a sense of wellness, growth, and peace.

The logo mark takes the form of a brain with a plant growing from it, representing wellness, growth, and peace.

The name Tend means to tend the garden of one's mind and a nod to the tendencies we all have that we must understand in order to form new habits.

We explored a lot of variations of the concept before choosing this logo design for best capturing the energy we wanted to achieve with the logo. This design succeeds at intertwining plant-like characteristics with the form of a brain.

mental wellness

nurturing growth

tend
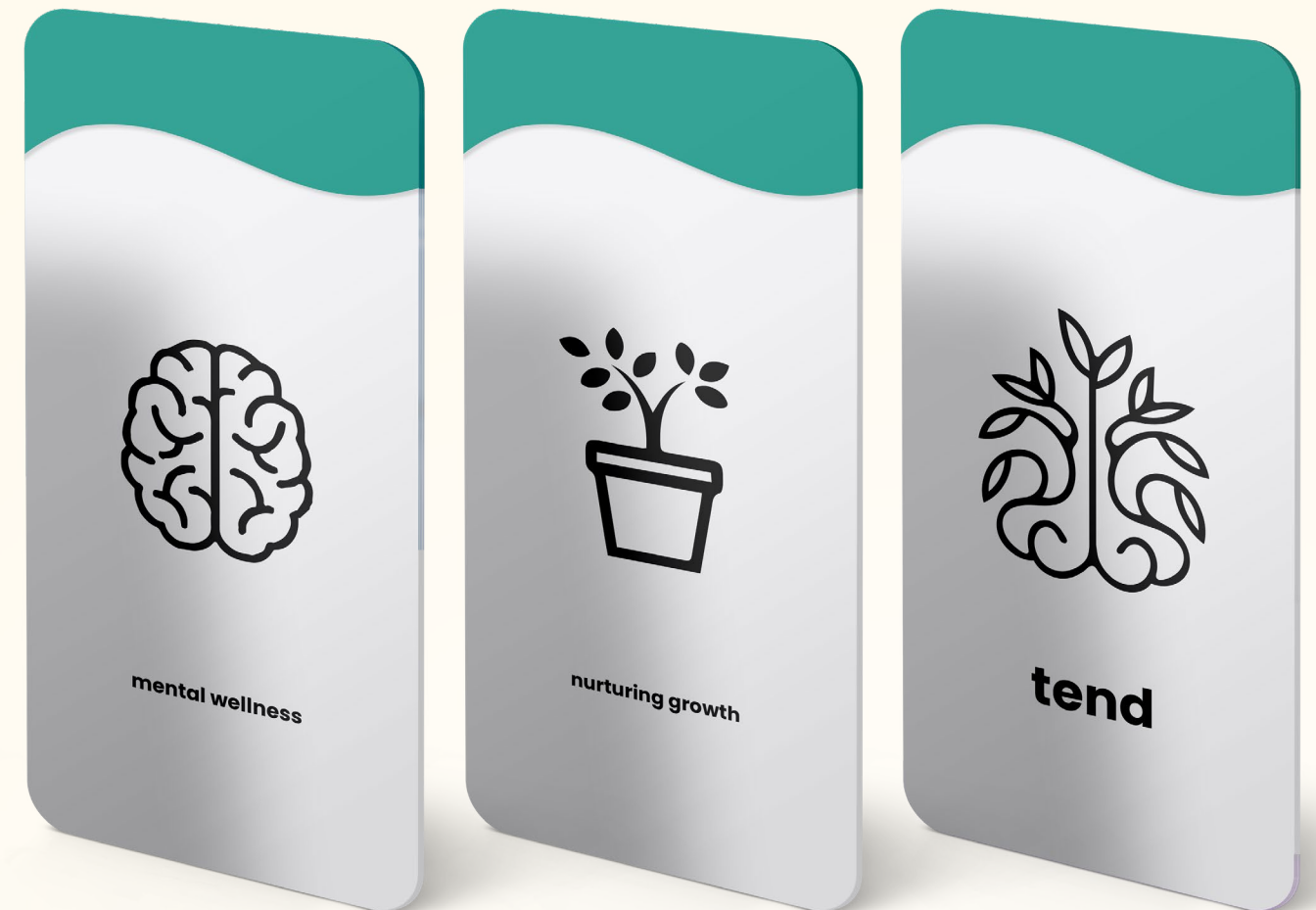
illustrations

capturing ideas

The illustrations are one of the most critical elements of the app because they introduce the user to each topic and lay the precedent for the paper cut-out style seen throughout the app.

Due to the variety of topics, finding ways to capture the essence of each in a full-screen illustration in a cohesive way was challenging. We needed to determine what commonalities it was important for the illustrations to share, and where it was essential that they varied. This also begged the question of how complex each one should be.

illustrations

creating rules

This paper cut-out style introduced some helpful limitations, as we had to ask if what we were designing could be reasonably done with just paper and scissors. With some concepts like exercise being pretty straightforward to capture, we struggled to capture more abstract things like positive affirmations.

After honing in on a character illustration style and creating guidelines for how many layers to place in the foreground and background, the illustrations started coming together. We unified the colors by sticking to the same limited color palette and artfully decided when to break the rules to make for the strongest designs.

light sky blue

2-3 layers behind subject
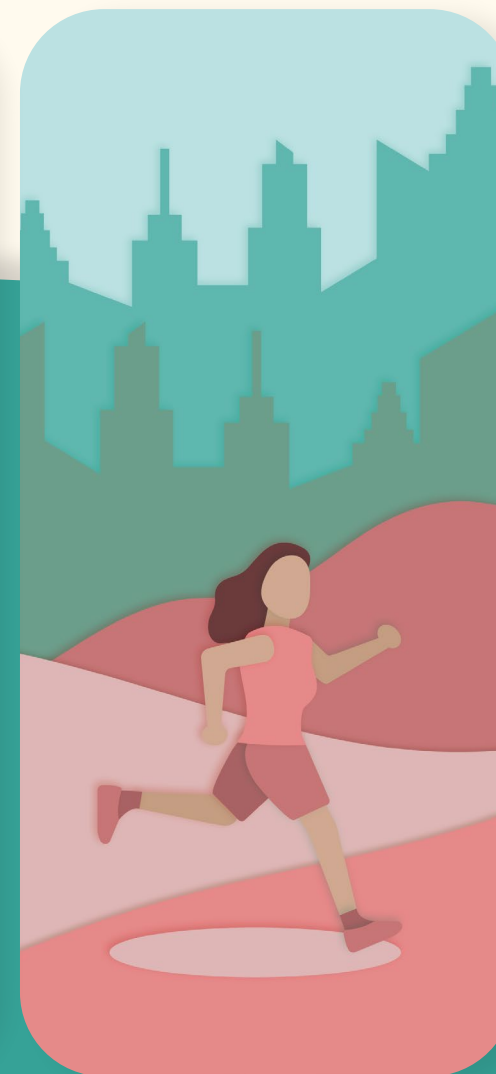
faceless human forms

stacked foreground layers

topic icons

symbol system

Within an app, icons are essential for symbol recognition and navigation. They tell users what to expect and where they're going. This is why developing icons for each category was important. These icons would distill down the essence of the illustration to create a cognitive connection between them and establish expectations that the user can rely on.

With the illustrations, the challenge was capturing each concept in a full image, while the icon had to do it with a simple shape. We explored a lot of possibilities as we weighed the potential size and complexity of each one.

It was also while developing the icons that we decided to assign each category a dominant color. This introduces a color system consistent throughout the app to help users follow along and quickly recognize things.

Every iteration of the topic icons simplified them further, aiming for maximum impact with the simplest form possible. This also allowed us to incorporate the icons into each illustration, further confirming the connection for users.
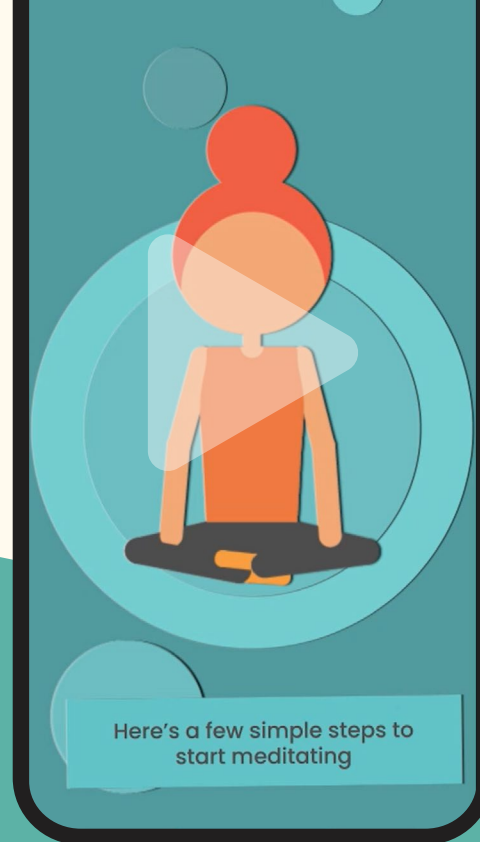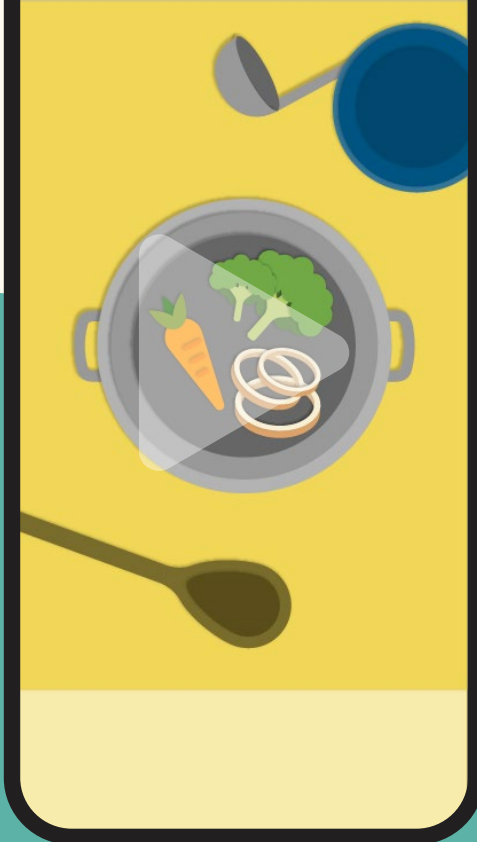
videos

Every piece of in-app content was designed to inspire the user to progress with their goals. The videos were no exception. Each animation was storyboarded to fit our unique style while informing the user of the specified topic With roughly 30 seconds of animated content per topic, the user would continue on their journey to reach their goals with fun videos to keep them motivated.

Doing a stop motion effect for the animations seemed to be an excellent choice to compliment the paper cut-out style. When storyboarding, the main goal was to break down the frames to see the movement that would explain the information the user would digest.

To create a stop motion effect, artboards were duplicated with subtle movements that were played in sequence to create a motion effect. After creating a variety of animations from the exploration phase, we honed in on the Service-themed video and used that as the basis for determining the pacing and motion style of all the other animations.

Even with some compelling animation, the videos fell flat without audio. After accomplishing the stop motion effect in the animations, we added complimentary music and sound effects to make the animations more engaging. More revisions were made to keep the style consistent with the rest of the app.

I believe in myself

Here's a few simple steps to start meditating

No. You actually can't "catch up" on sleep

5

journaling prompts to get you started

3. Go for a run.

Here are some benefits of being outside.
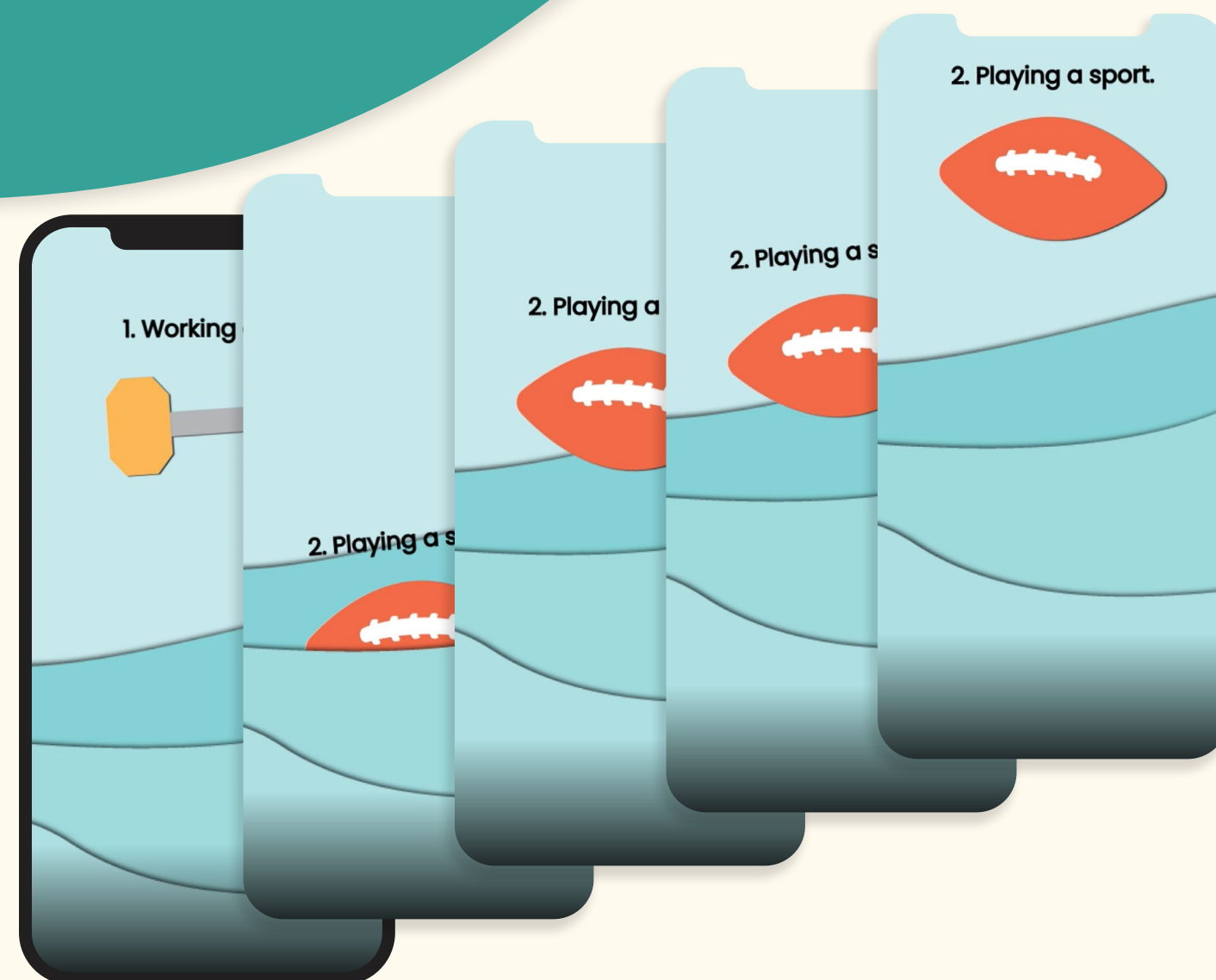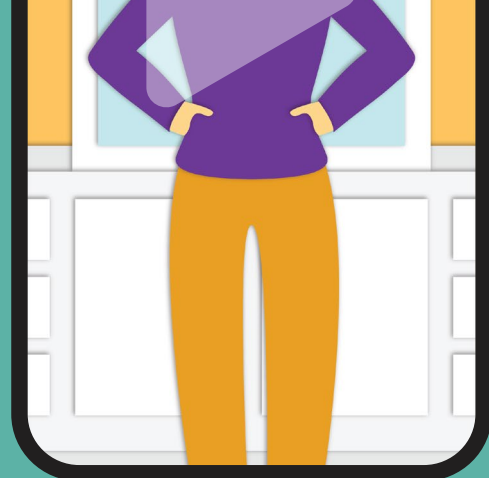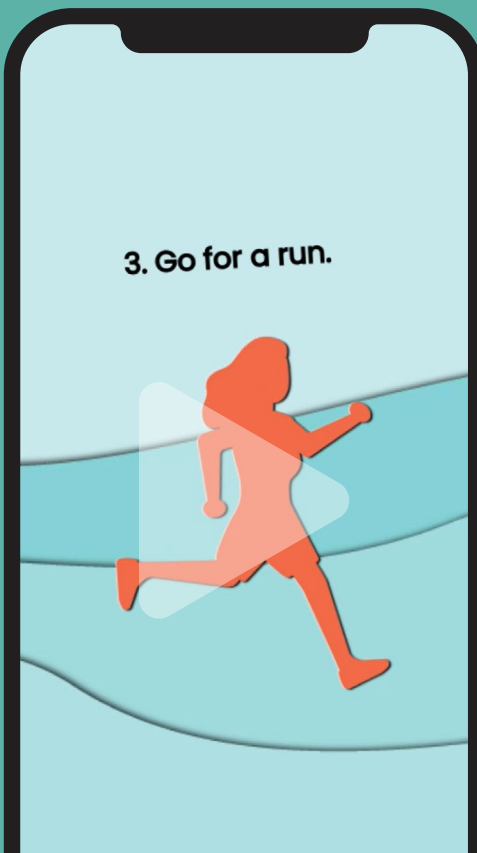
Click to view animations at

quotes

Finding inspiration to tend to yourself can be done in many different ways. Our intention with each inspiring quote design is to not only motivate users to work on their goals, but to create a tool they can download and use as a reminder or share with others. Some need reminders throughout their day, so setting a phone wallpaper to have an inspiring quote can be the perfect reminder.

To introduce some variety, we decided to use both photos and graphics for these quotes. The majority of the photos were taken outside and in nature. This helps connect users back to the concept of tending to themselves like they would plants they find outdoors. More important than every photo featuring green outdoor backdrops, though, was tailoring the photo to connect to the topic and message.

Making the style consistent through each quote design was challenging initially, but as the illustration style was refined, determining which elements to incorporate helped everything fall into place. Having the waves flow through each photo and graphic allowed for each individual inspiring quote to stay cohesive even though they were all so different.

These quotes also introduced the element of stylized typography that wasn't prevalent anywhere else in this project. To help these designs connect with the target audience, we selected stylized hand-lettered fonts that all felt cohesive with each other in order to capture the unique handmade-but-sleek feel of the other app content.

NATURE DOES NOT HURRY YET EVERYTHING IS ACCOMPLISHED

the part
s been missing
- Russell Simmons

voyage
he interior.
- Christina Baldwin

Time spent Amongst Trees is never waisted time
-Catrina Mayer

Write your thoughts

SLEEP ALL your troubles AWAY

The act of meditation is being spacious.

If you keep GOOD FOOD in your fridge, you will eat GOOD FOOD
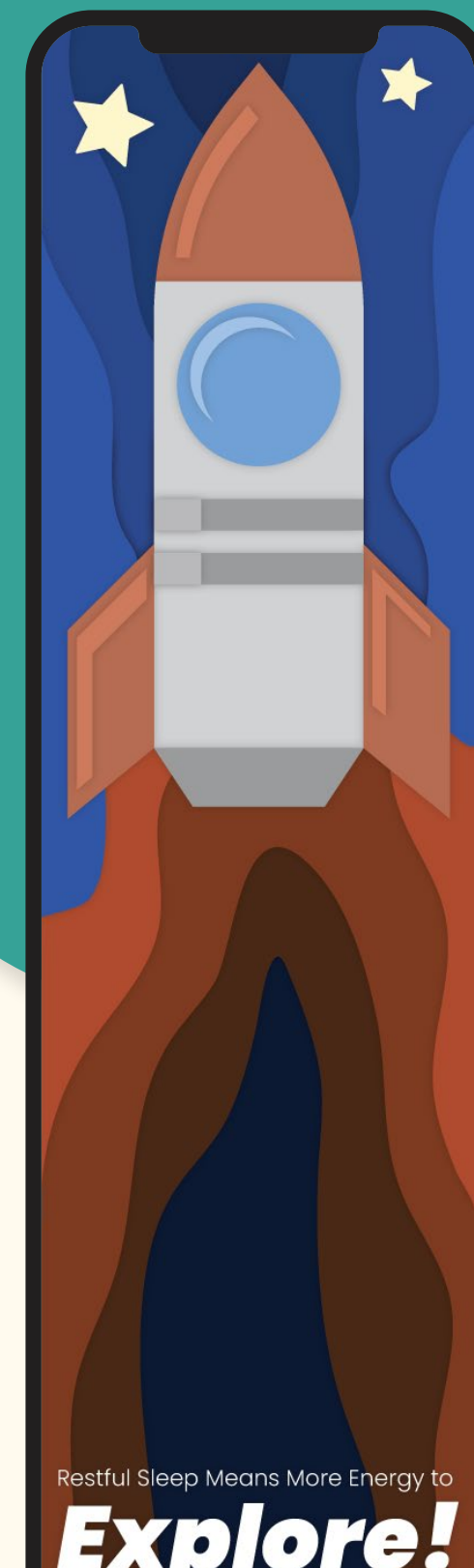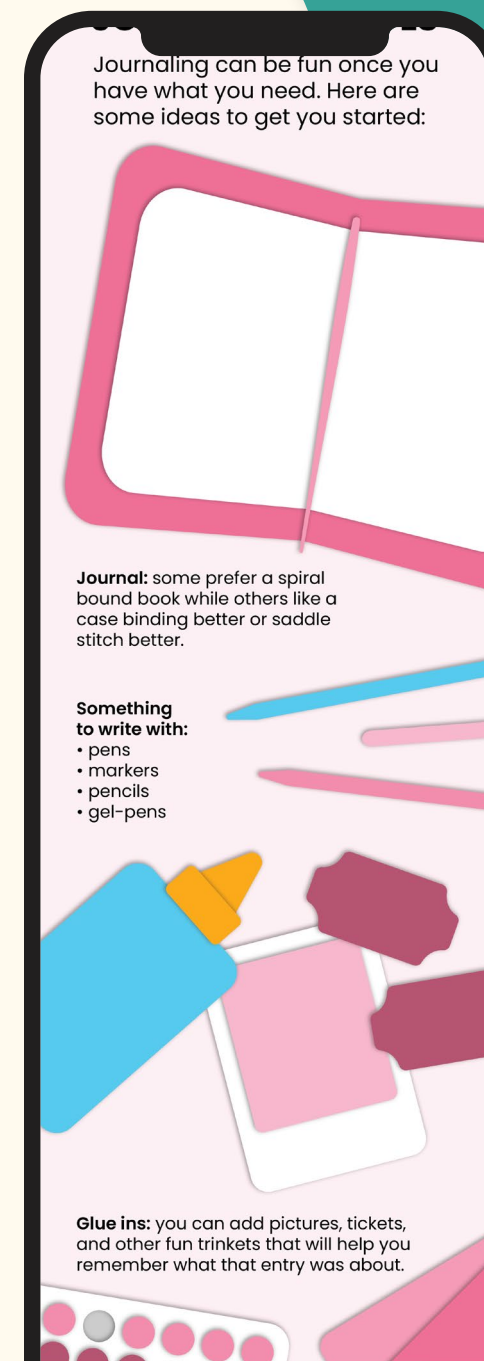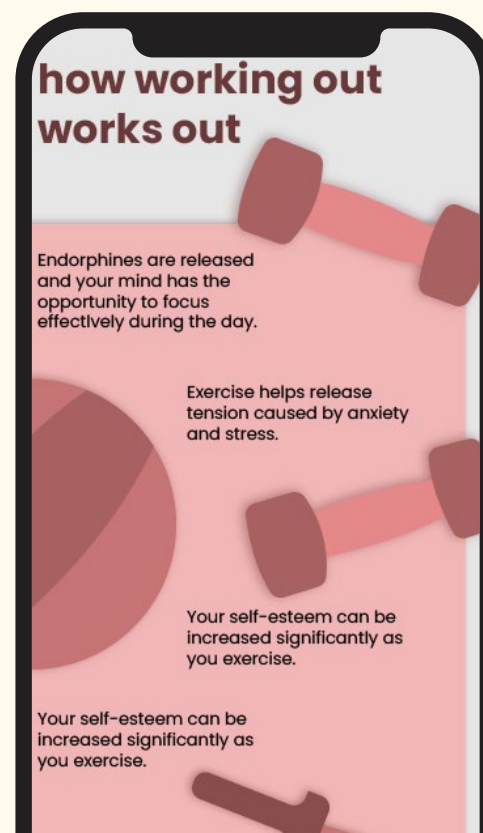-Errick McAdams

Sore Today. STRONG TOMORROW.

Journal: fitting your heart and soul into ruled lines

Sleep is the best MEDITATION

Click to view quotes at

infographics

The purpose of the infographics is to provide interesting information in a visual way to users as they set goals. Because of the narrow format of a phone screen, these needed to be approached differently from traditional infographics which often feature multiple columns. Instead, these functioned more as illustrated articles, designed to give users an immersive experience where they can scroll through them at their own pace as they learn.

During the exploration process, we divided infographics between the entire team, with each member tackling one or two topics. The illustration style was still in its early stages, without many set rules or even colors. As a result, when we came back together our work was extremely varied with only a few common threads between them.

how working out works out

Endorphines are released and your mind has the opportunity to focus effectively during the day.

Exercise helps release tension caused by anxiety and stress.

Your self-esteem can be increased significantly as you exercise.

Your self-esteem can be increased significantly as you exercise.

SERVICE IDEAS

Collect unused items in your home and donate them.

Give out blankets to the homeless.

Make and write cards for people at retirement homes.

Volunteer at a local food bank.

Journaling can be fun once you have what you need. Here are some ideas to get you started:

Journal: some prefer a spiral bound book while others like a case binding better or saddle stitch better.

Something to write with:
• pens
• markers
• pencils
• gel-pens

Glue ins: you can add pictures, tickets, and other fun trinkets that will help you remember what that entry was about.

Restful Sleep Means More Energy to

Explore!

infographics

After our divergent explorations, it was time to come together, compare, and determine which direction to go. We got feedback from industry professionals with infographic experience, which helped us identify our weak points and figure out how to better organize the information.

We streamlined and simplified the layouts and the information itself, picking out the strongest designs to base the remainder on. We also incorporated more length into most of the designs, giving them space to breathe and create an interesting scrolling experience.

Why You Should Say Positive Affirmations

Motivates you to act

Improves your self- esteem

Better control over your emotions

Overcome bad habits

More postive thought patterns

Improves your productivity

Exploring the outdoors...

...reduces the stress-related hormones such as, cortisol and adrenaline.

...lowers feelings of anger, depression, and anxiety.

...increases absorbtion of Vitamin D, aiding in preventing cancer and osteoperosis.

...benefits frenzied minds and helps narrow in focus.

EAT YOUR VEGGIES!

REDUCE risk of chronic diseases

Source of VITAMINS and minerals

LOW in sodium and cholesterol

Provides nutrie vital for your HE

Meditation helps you bring

Balance & Wellness

into your daily routine

Click to view infographics at

takeaways

The process of taking Tend from the rough idea of "goal app" all the way to a fully-fleshed out, well-designed product in only 10 weeks took effort, skill, and a drive for creating something worthwhile.

In the beginning we created the persona of Abigail to act as our guide. As we went through the process from start to finish, we asked ourselves questions that tied back to Abigail and our original objectives. Was our app intuitive? Was it visually appealing? Would it be a valuable tool in Abigail's life? Keeping these questions in focus kept us on track and moving in the right direction.

The intention of design is to create impact. A lot of things can look pretty, but without function in mind, design can quickly fall flat. This project posed several challenges for our team as we had to marry function and design together. We came to the table ready for the challenge and overcame the obstacles we experienced.

The result was a product filled with high quality visuals designed to a thoughtful style with a specific audience in mind.

PHASE THREE
appendices.

Sydney McCrory

meet the designer

Sydney is a continually growing designer. As she has studied to graduate with a Bachelors Degree in Visual Communication, her interests in learning new and long-lasting design principles has grown.

Sydney has taken an interest in logo and product design, learning the essentials to help businesses grow and produce designs that are wholesome.

roles

Project Manager, Brand Style Design, Infographic Design, Graphic and Photographic Quote Design.

Sydney McCrory
project manager

learning from others

I had the privilege of being the project manager for the app that we created. When asked to take on the position, I was nervous to take on the load, but, as the project continued, I found myself coming to understand more the duties I had and the value I held. However, I did not keep myself from learning from my helpful and reliable teammates.

As I attended our group meetings, I found myself observing each member and attempting to understand what strengths each person had. From this, I found ways in which to tailor our plans to move forward. Clear deadlines, open communication, and constant check-ins were understood early on to be needed for success.

Hey Team! How are we all doing? Anyone needing some extra help in their tasks?

Just checking in... How's everyone doing? You guys are awesome!

Based on our discussion today, we are going with the style I posted. The following are the assignments we talked about. Please reach out if something is not clear.

How are we feeling for topic illustrations? I used Deborahs's as inspiration. Thoughts? Need to be more detailed? I wanna hear what you guys think before I move foward making all the illustrations.

Will someone be able to help me figure out how to put the textures on my assets/compositions?

By Saturday, everyone needs to have attempted a style so we can discuss together on Tuesday.

project managing

the design style

the initial idea

Coming up with the style of our app was an interesting challenge. After discussion on the matter between our group, I began sketching a design style that might suit the needs of our audience. I was immediately drawn to the layered, paper-like style. I felt that it enveloped the layers that are laid down as our audience reaches their goals.

After sketching my initial ideas, I began to play with the execution of the style. As I did so, I found that it was a style that we could easily alter to become the final design we would use.

tend

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna ali-quam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ulla-mcorper suscipit lobortis nisl ut aliquip ex ea commodo conse-

infographics

A purpose to educate

Along with creating a tool for our audience to achieve mental health goals, we also wanted to create content that would educate them on other goals they could work on. The infographics we created achieve this.

how working out works out

Endorphines are released and your mind has the opportunity to focus effectively during the day.

Exercise helps release tension caused by anxiety and stress.

Your self-esteem can be increased significantly as you exercise.

Your self-esteem can be increased significantly as you exercise.

Just 15 minutes of exercise can help reduce the chances of mild or moderate case of depression from becoming more severe.

infographics

a creative brick wall

The initial sketches I created for the "Outdoors" and "Exercise" were, for the most part easy to come up with. I began executing when I came up against a kind of creative wall. Developing ideas to improve the infographics became difficult. I found myself staring at the artboard for hours.

After taking time off from looking at them and focusing on other parts of the app and after working out more of the kinks of the design style for the rest of the graphics and illustrations, I found another creative streak and was able to develop further infographics.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt

Lorem ipsum dolor

Exploring the outdoors...

...reduces the stress-related hormones such as, cortisol and adrenaline.

...lowers feelings of anger, depression, and anxiety.

...increases absorbtion of Vitamin D, aiding in preventing cancer and osteoperosis.

...benefits frenzied minds and helps narrow in focus.

quotes

photographic

As our app was greatly influenced by nature, namly plants, we wanted to create downloadable content with the app with photographs of nature. I aided in creating a rough shot list of the photos that we wanted to obtain. A good amount of the pictures I took were fairly decent photos that we could use.

I knew I wanted to test out a few ways in which we could display the quotes on the photos. Playing around with these layouts brought on the hurdle of not being too simple in the design. I played with various other layouts after receiving critique from a mentor, and gave the feedback to a teammate who was then able to take on the task of making the quotes and photos applicable to the topic.
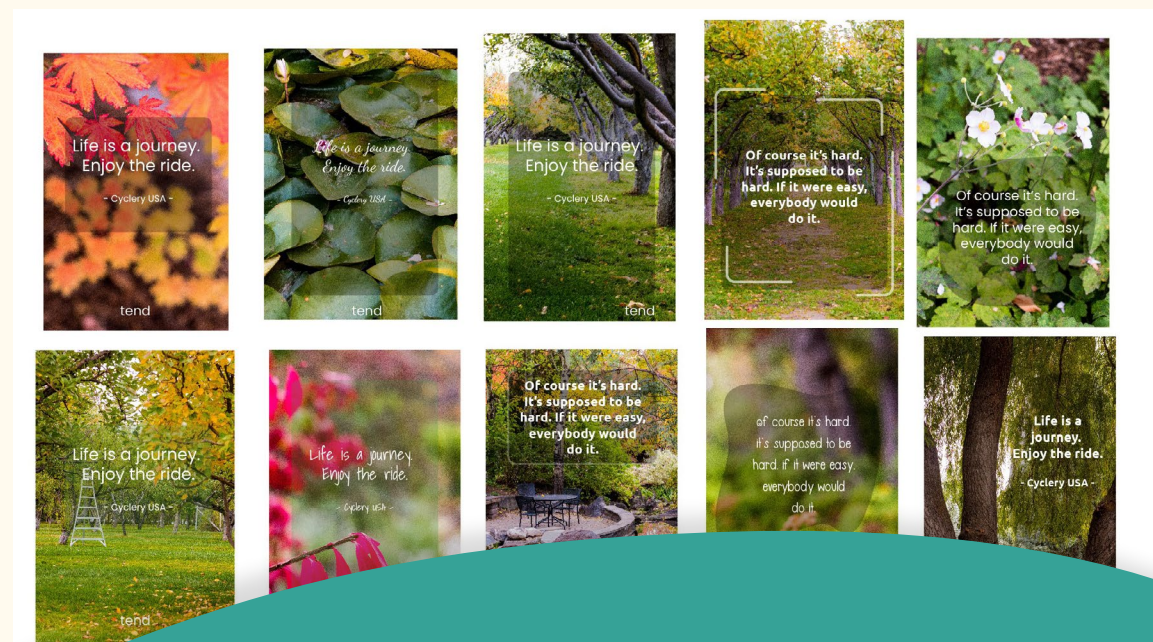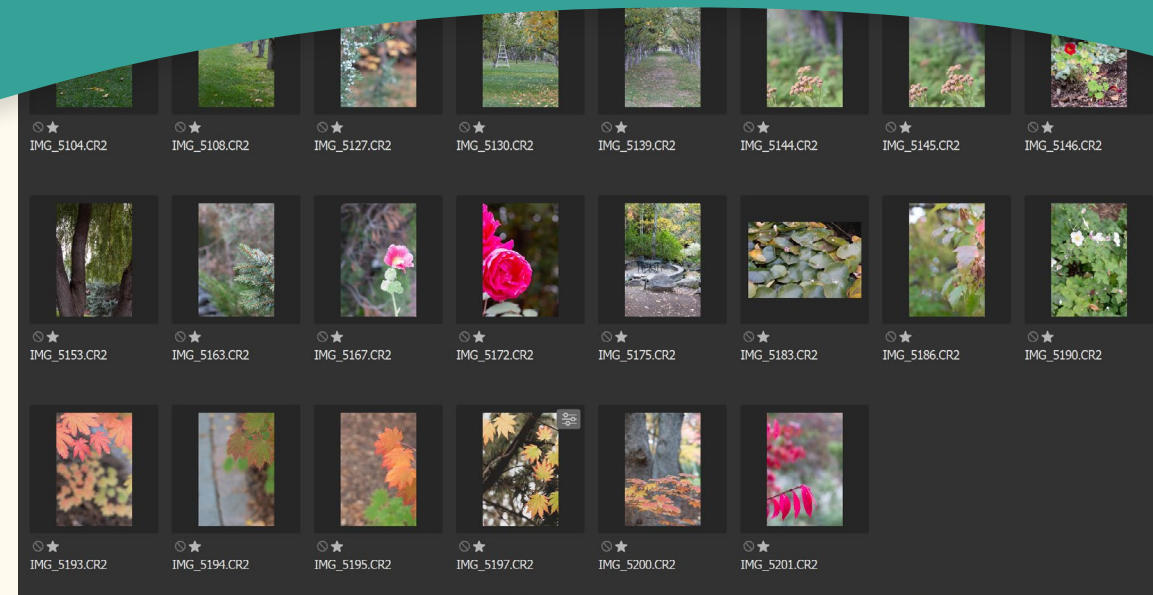
graphic

The graphic quotes were similar to the photographic quotes, but a major difference was that I was able to cater the graphic to the quote much easier than the photographic quotes. My first original designs were, in a way, simple and concise. However, after seeking out more critique, I found that they did not fit the overall style of the other illustrations in the app. Namely, one of the main differences was that the illustrations contained in the app were scenes, containing fore-, mid-, and backgrounds.

After looking over the graphic quotes again, I found that some quotes did not work and thus needed changing and the quotes that did work, could have graphics designed to fit the scenic style the rest of the app had. I did find myself hitting a wall similar to that of when I worked on the infographics, but after meeting with teammates, I found myself having a better outlook on the task I was given.

quotes

...ay, I have to ~~to~~ ~~have~~ orkout!

...s one of the mind beautiful jewels of wisdom.
– James Allen

...medicine
&
Our medicine should be our food

...the rest of ...ictions is ...rvice to others
– King George VI

...ng rest ...day's hard wo... It means gaining energy for tomorrow's work.

LOOK DEEP INTO NATURE, AND THEN YOU WILL UNDERSTAND EVERYTHING BETTER
– ALBERT EINSTEIN

Today, I choose Joy
Despair
Joy

Meditation can reintroduce you to the part that's been missing
– Russell Simmons

be the reason someone smiles today

Wake up ...rk out ...esome

If you keep GOOD FOOD in your fridge you will ea... GOOD...

The Earth has music for those who listen
– George Santayana

Early to bed and early to rise, makes a man healthy, wealth...

Get up every morning and tell yourself "I CAN DO THIS!"

Juleen Mathias

meet the designer

Juleen is a Visual Communication major and graphic designer who specializes in illustration. She uses an organized and clean-cut style to communicate her designs.

roles

Art Director, Brand Exploration, Brand Style Design, Style Development, Animation, Storyboard Artist, Illustration, Photography, Content Writer.

Juleen Mathias
art director

art director

style testing

As the Art Director for this team, I had the responsibility to define the style and make sure it was consistent across everyone's work. When we began the ideation phase for the app development, we decided we wanted to have a unique style that gave the illusion of cut out paper.

Since this was a style I wasn't familiar with, I did a lot of research. I watched hours of video tutorials and played around with drop shadows. It still felt like it wasn't quite there yet, so I went to the store and got some supplies. I wanted to study how the shadows defined the edges of paper, what better way to do that than to actually test it out?

With different layers of paper stacked on top of each other and an angled lamp, I played around with the lighting until I got the shadows just right. I made sure to take many reference photos so I could refer back to it as much as necessary while I was designing.

art director

layered effect

At least 5 layers deep
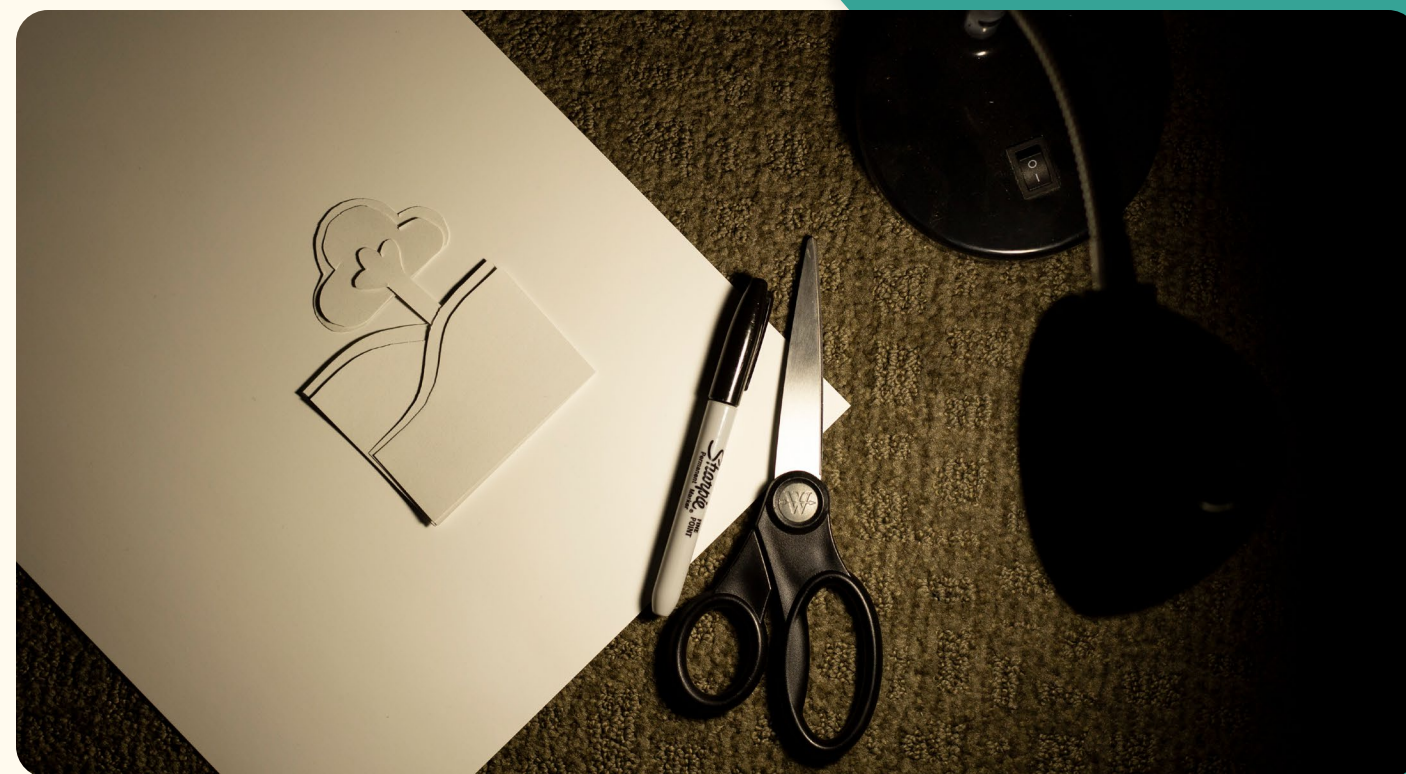
defining style

Now that I had some reference in mind, it was time to start vectorizing the shadows. Since everything was being designed in Illustrator, I had to digitally nail down physical shadows. With small tweaks and much critique from my mentors, I was finally able to set some guidelines for my team to follow when they were designing their content.

Along with these drop shadow guidelines, I created a rough style guide to give them an idea of how to keep things consistent. Even though this evolved throughout the project, this was a good starting point for everyone's designs. to follow.

drop shadow

Mode: Multiply
Opacity: 30%
X Offset: -0.5 px
Y Offset: -0.5 px
Blur: 0.1 px
Color: #3f3f3f

illustrations

final products

When I first began ideation for the topic illustrations, I knew they were going to be a staple of the app. I wanted these illustrations to include the icon that represented each of the topics while also able to stand alone as a finished illustration. I sketched out some initial ideas, but it really came down to applying the style to each.

I designed each illustration in the color schemes that I had initially thought of when beginning the project. Little by little, our color scheme underwent major changes. My next draft attempted a completely new color scheme, but it wasn't quite right.

One of my team members was tasked with finalizing the color palette that we would be using, which is how the final illustrations came to be. My team member applied the color scheme to the illustrations that I designed to keep everything consistent with the app and the branding of tend.

Final concept art by Deborah Owen.

Affirmations

Service

Meditation

Sleep

Exercise

Being Outside
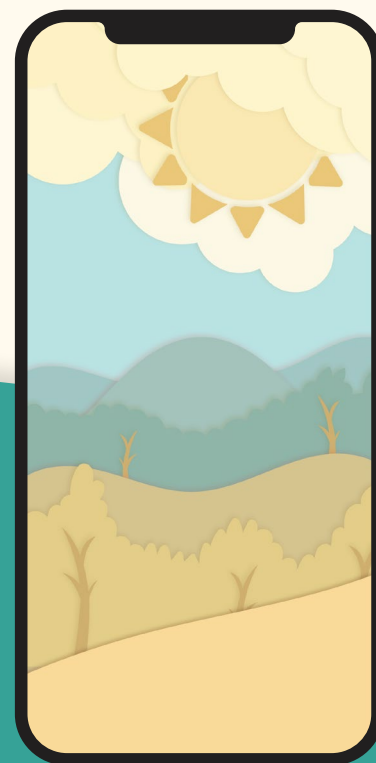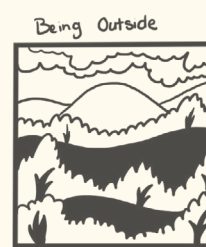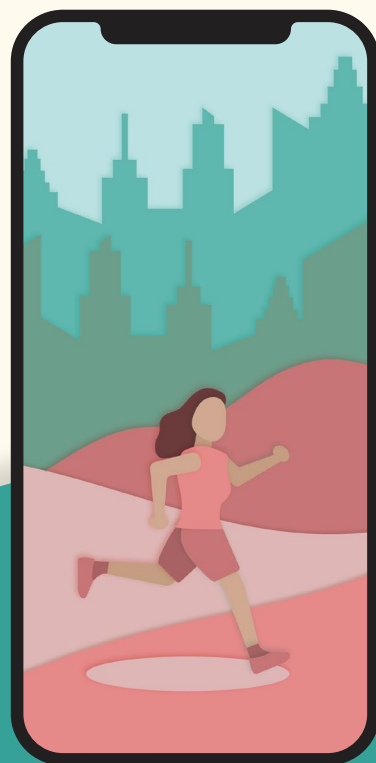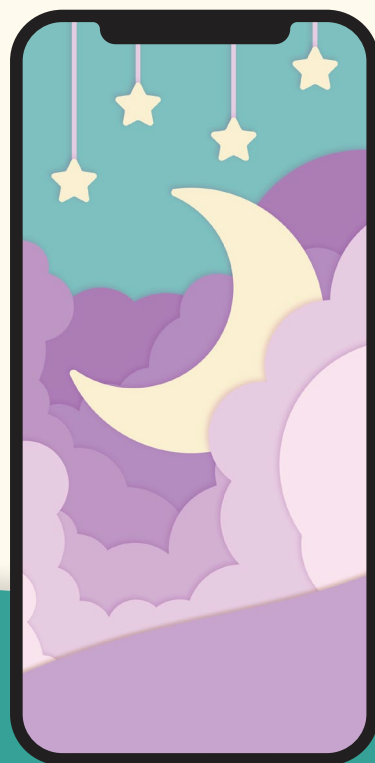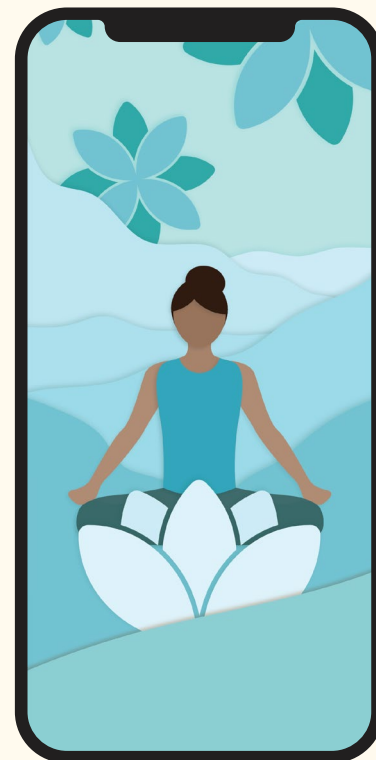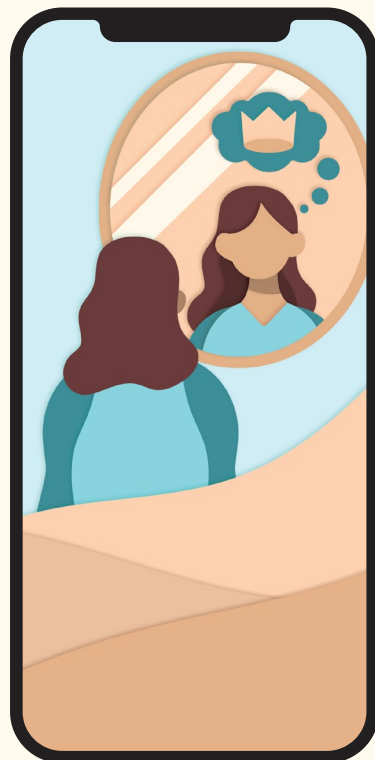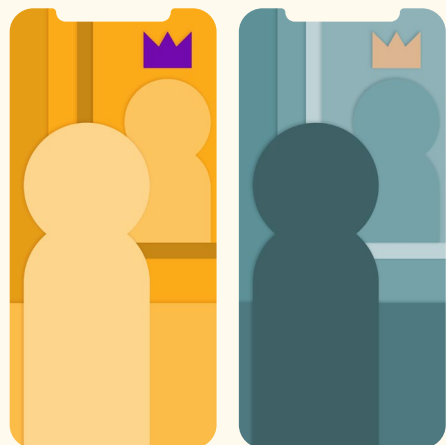
illustrations

progression

The affirmations illustration went from my least favorite to my favorite illustration. I had an idea of what I wanted to do, but I hit a creative block on how to actually execute it.

The initial draft for the affirmatons illustration was very simplistic and did not convey the layered depth effect that the style included.

After critique from my team members and mentors, I recognized that the biggest issue was with the avatar. I looked at my drafts for each topic illustration, and decided to try to match the avatar style from the exercise illustration.

With that inspiration in mind, I sketched the idea again to break down the avatar and reflection in the mirror. The changes this illustration underwent helped it to remain consistent with the other illustrations along with the rest of the app's brand.

animations

storyboarding

Throughout the in-app content, we matched a paper cut out style. The animations were no exception. We found that the best way to match this style was through stop motion.

In order to do this, I made the assets and duplicated the artboards to make subtle changes. From there, I exported each artboard and used them as a digital flipbook, panning through each artboard to give the illusion of a moving animation.

Although, that wasn't enough. Sound is essential to videos. By applying music and sound effects to these animations helped them to become a final product.
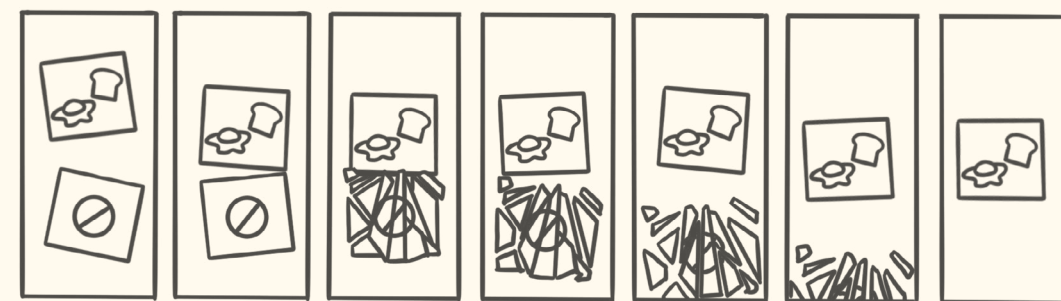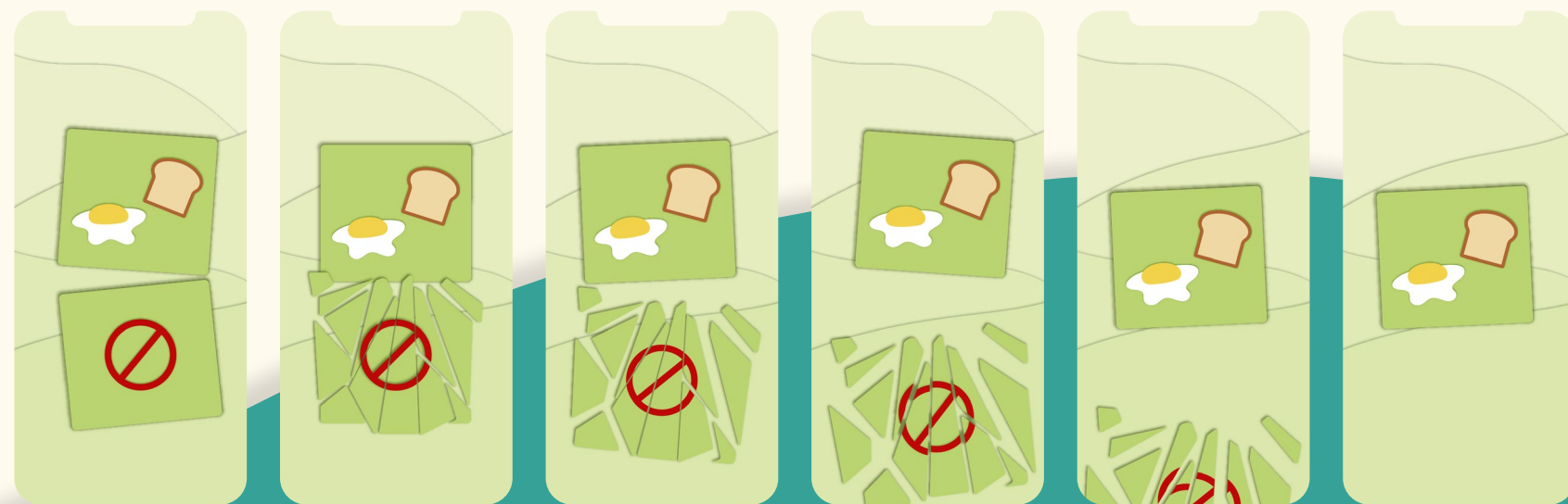
animations

service animation

For the Service animation, one of my teammates storyboarded the concept. Initially, we wanted the animations to be in a square dimension to be versatile for both the app and social media. Later, we realized it was better to prioritize how it looked in the app.

I decided to expand the scene out. Since it was all about cooking soup, I added additional assets such as spoons, bowls, tables, and kitchen cabinets. These small assets helped set the scene while also creating more layers to match the overall style.

Click to view animations at:

animations

nutrition animation

For the Nutrition animation, the simplicity of the draft became very boring. I got some feedback from a mentor and tried some new ideas.

One of these new ideas was a game show type animation. Cards would appear to battle each other while the winning card would smash the losing card. With this new idea in mind, I sketched out how this would be applied and then reused the food assets for the cards.

THIS
or
THAT

als edition

THIS OR THAT?
meals edition

breakfast

VS

lunch

dinner
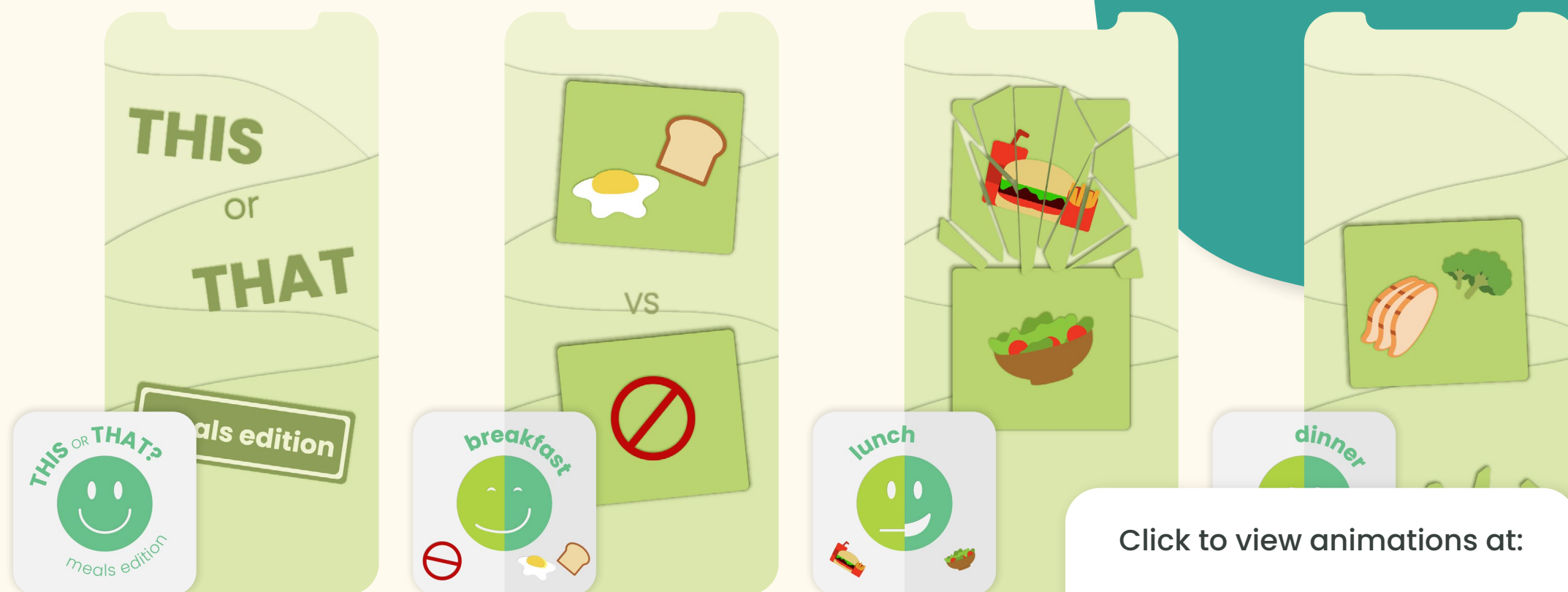
Click to view animations at:

animations

loading screens

These topic videos were not the only animations that I created for the app. When the user clicks into each of the topics in the content library, the illustration dances in a 2 second loading screen.

I followed the process from the other animations, but wanted to highlight the icon that represents the topic.

For example, for the Exercise topic, the shoe is what represents the topic. To highlight this icon, I animated the character running.

Click to view animations at:

photography

wallpapers

Part of the content library in the app included downloadable content such as wallpapers. Half of these wallpapers were photo based. I helped some of my team members photograph many scenery shots.

I captured these photos with the intent of adding text in post production. To do this, I made sure to leave negative space in certain areas that text could easily be implemented into the composition.

One of my team members used some of my photos for the final wallpapers.

Click to view photos at:

logo design

ideation

When we first began designing for the app, we wanted tend to be a place for a user to hop on and be ready to grow by reaching their goals. We used this idea of growth and applied it to a plant theme which is seen throughout the app. When we first began designing the logo, a few team members took a stab at the logo.

I sketched out a few different ideas then chose one to execute and bring to my group. Though this did not become the final logo to represent tend, it still helped in the process to nail what was best for the brand.

tend
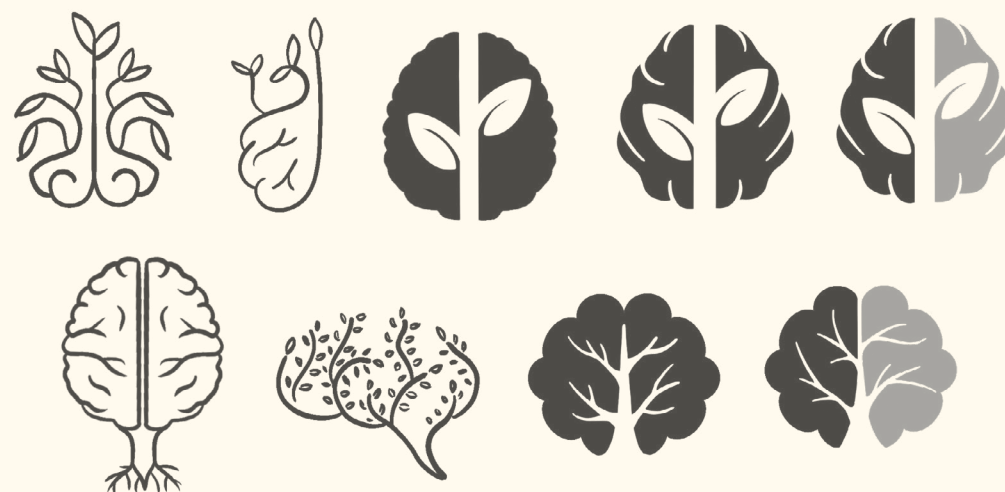
icon design

ideation

Before we decided on the paper cut out style, I sketched out some ideas to act as the topic icons. I wanted to execute one in a specific style and show my team to get feedback to see if we wanted to move forward with that style. Along with this, my team members attempted their own styles and then we narrowed down what style we wanted to move forward with.
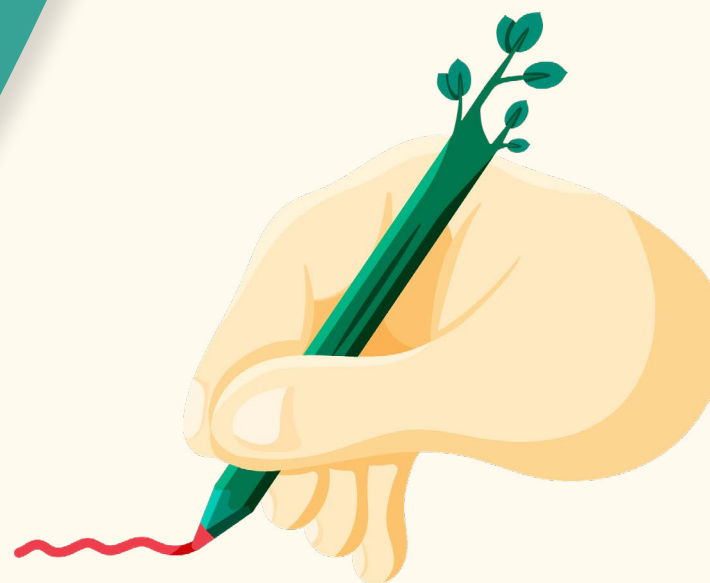
badges

personal achievements

In order to gamify the app, we needed some badges to represent awards that the user could earn. I created 9 basic badges that would be possible for the user to earn throughout their goal-tracking journey.

Some badges are generic to the app while others are designed soley for goals in certain topics, such as nutrition, exercise, and sleep.
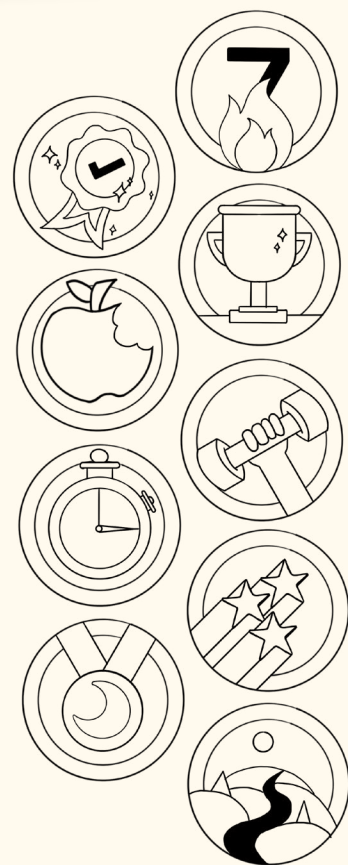
app store

promotional

Since we were designing an app,
I designed content that could be used
in an app store carousel. These slides
highlighted key elements of tend that
would inspire someone to download the
app. Since we have been designing a
mockup and haven't actually programed
the app, this will not be published until the
app is programmed for the app store.
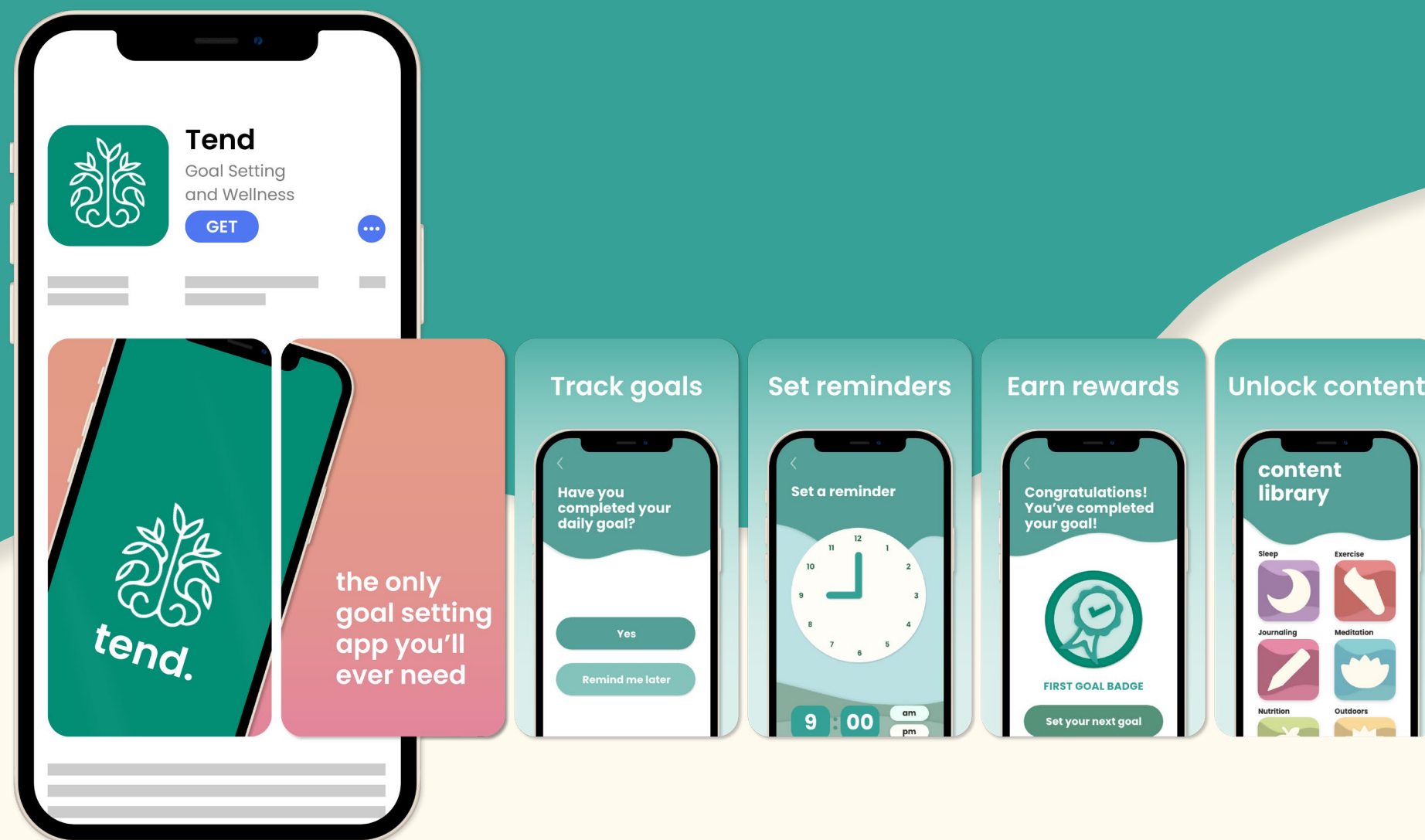
contact me

takeaways

Working on this project throughout the
semester taught me a great deal from
time management to teamwork.
I learned how to become a more efficient
designer and how to communicate with
others and create consistent work.

I look forward to a future of growth
and collaboration among other
talented designers.

juleenmathias.com
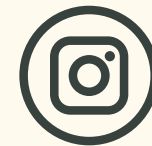
instagram.com/juleencreative

linkedin.com/in/juleenmathias

Nick Wozniak

meet the designer

Nick is a multidisciplinary designer with expertise in brand design and specialties in art direction, graphic and identity design. He makes data-driven decisions to ignite brand image and deliver holistic design solutions in alignment with marketing initiatives.

roles

Brand Exploration, Brand Identity, Infographic Design, Animation, UX, Illustration, Storyboard Artist, Content Writer.

Nick Wozniak
graphics + animation

branding

an intentional brand experience

As we began exploring the possibilties for our app, I began exploring opportunities to create a brand that would be able to connect to people who want to create more meaninful habits and an enjoyable wellness experience. I wanted to balance the feeling of friendliness and fun with calm meditation.

a simple concept

I wanted to create a mark and supporting elements that indicate wellness, growth and peace. I started with ideation and research. I gathered references and created a moodboard, explored fonts and began sketching forms and concepts that would suit the brand.
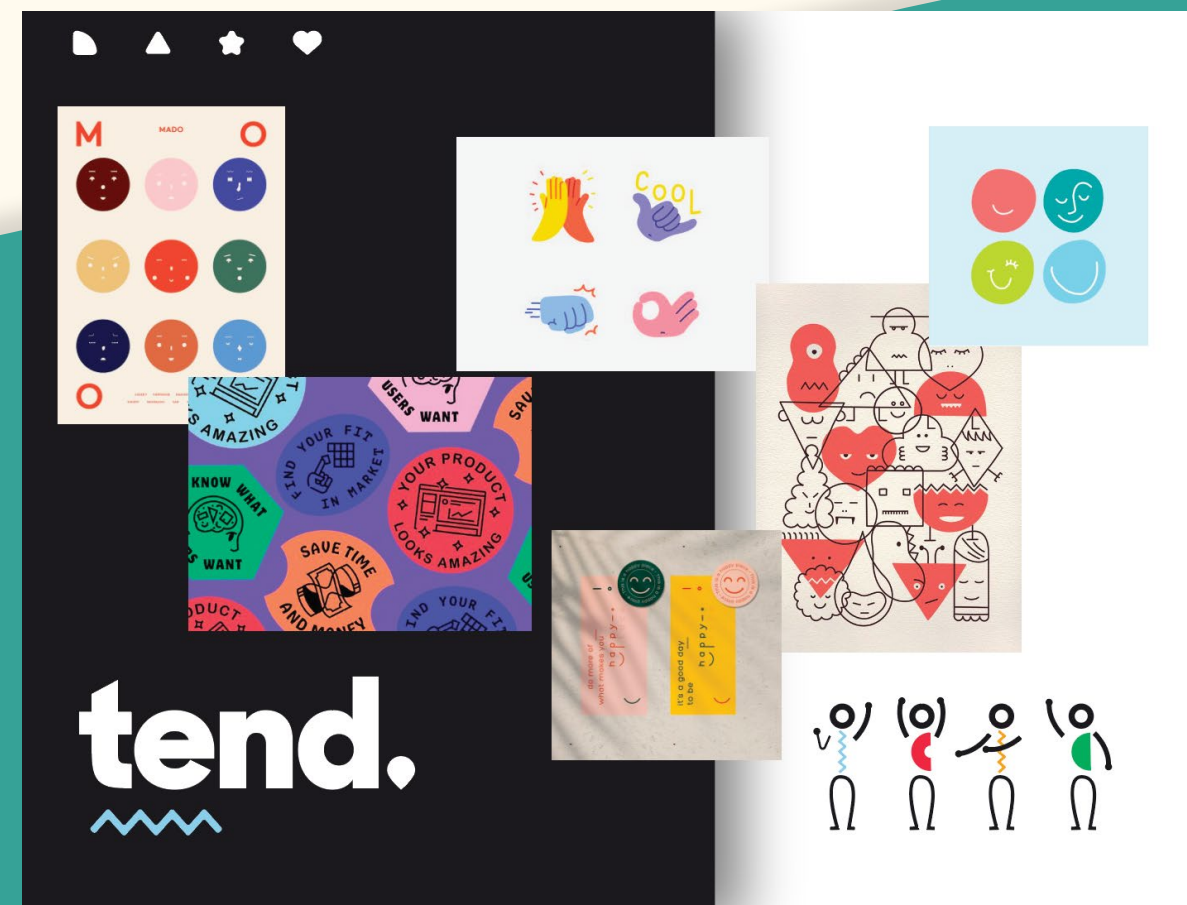
Early Brand Moodboard
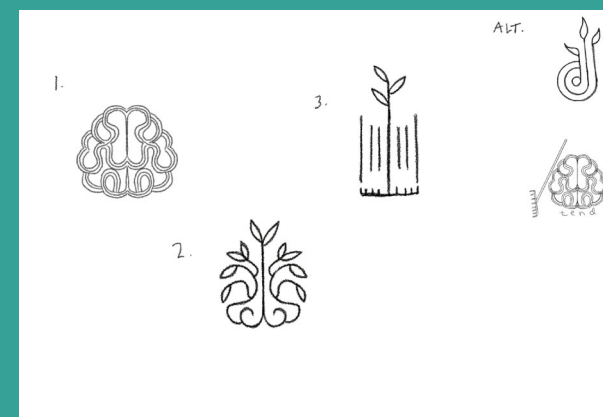
Early Logo Sketches
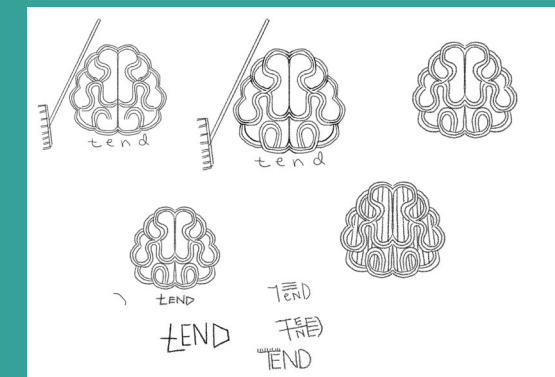
logomark

tend the garden of your mind

The mark takes the form of a brain indicating mental wellness and the growth of new plants to indicate wellness, growth and peace.

The name Tend means to tend the garden of one's mind. It is a nod to the tendencies we all have and that we must learn to understand in order to form new habits.

mental wellness

nurturing growth

tend

logomark

the process

Designing this logo was a delicate balance of creating something meaningful and memorable. The name tend bring feelings of calmness, control, and metitative passivitity. I wanted to create a mark that brought together these ideas in a simple icon.

I quickly determined that I wanted to use a top view of a brain and make it emerge into a tree. I thought that this was a strong concept that supported the messaging we were going for and would resignate with our persona. I explored numerous variation and combinations and ultimately created the final logomark accompanied by a simple logotype.

styleguide

tend. styleguide
colors & fonts

**Poppins
Tend App: Tend the garden of your mind.**

*Inter V:
Tend App: Tend the garden of your mind.*
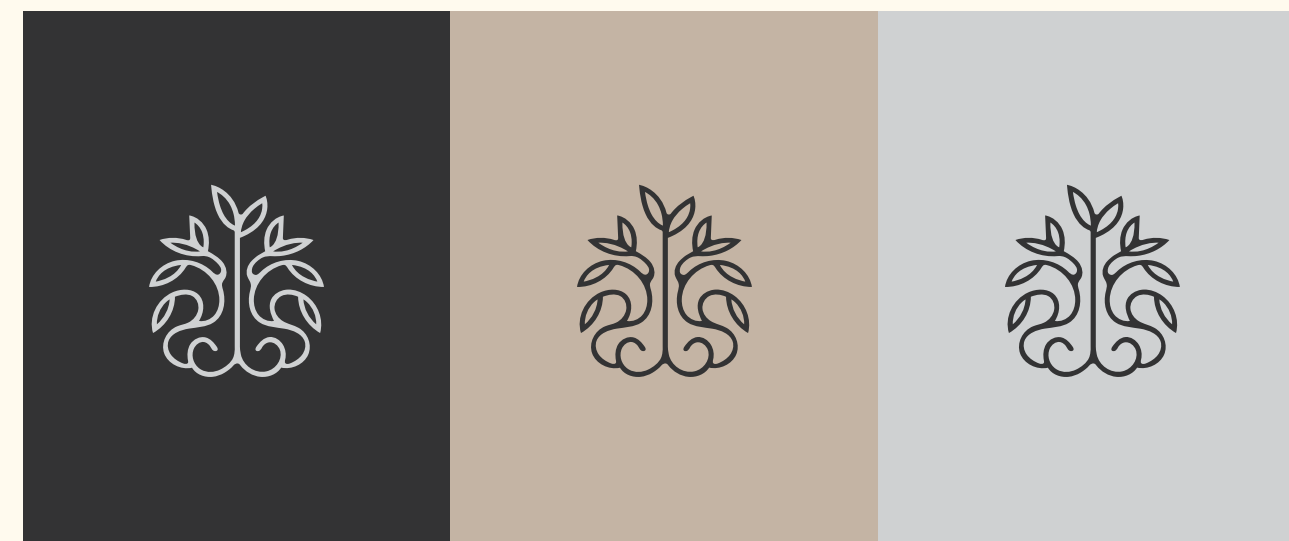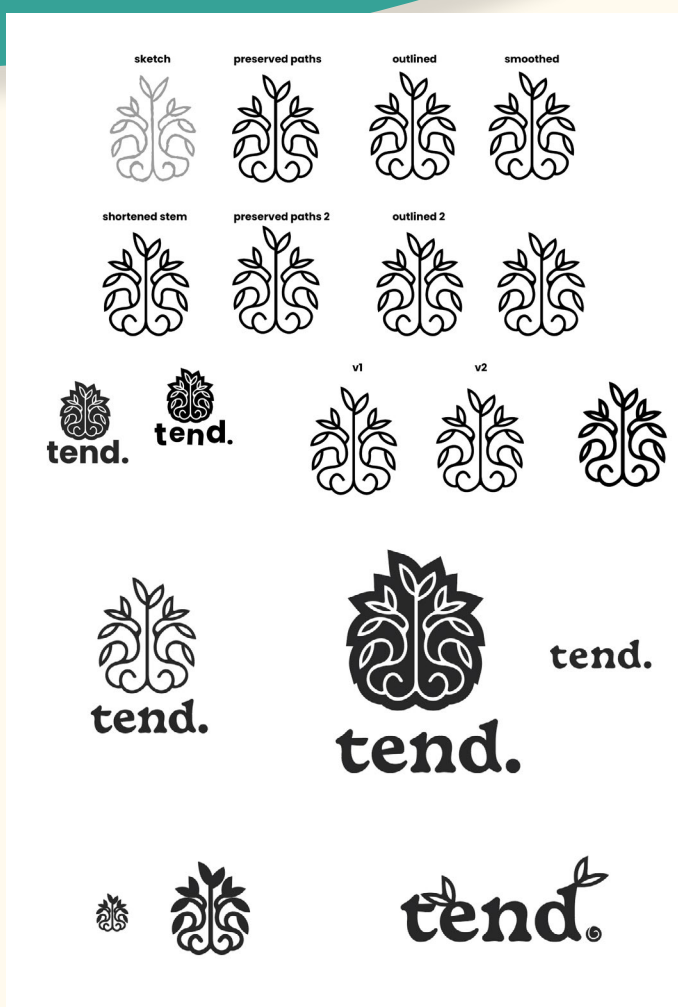
an app
with style

We wanted to pin down our style guide early on in order to keep the style and branding uniform. I went for cool calming greens that are vibrant and accented with pops of red and orange. Poppins serves as a legible but friendly primary typeface with a variety of weights for different needs. The illustration style morphed over time but what remained the same was the smooth, flowing shapes and the depth within the illustrations.

tend. styleguide
ui & illustration

infographics

discovering our voice

Infographics were a large part of my contribution and a large part of the content library within the app. Creating content that would be entertaining and empowering required a lot of planning and effort. Pinning down the right illustration style that conveyed a strong brand messaging was a process of discovery over the course of the project.

Illustration Style Explorations

meditation

infographic process

I began creating the meditation graphic with a simple concept that meditation was good for your mind, body and soul. I represented this by sectioning a meditating person and sharing information about the mind near the head and the body near the belly. I iterated this concept several times before creating the finished product but the concept remained strong and I was able to execute it in a powerful way. (See next slide for final result.)
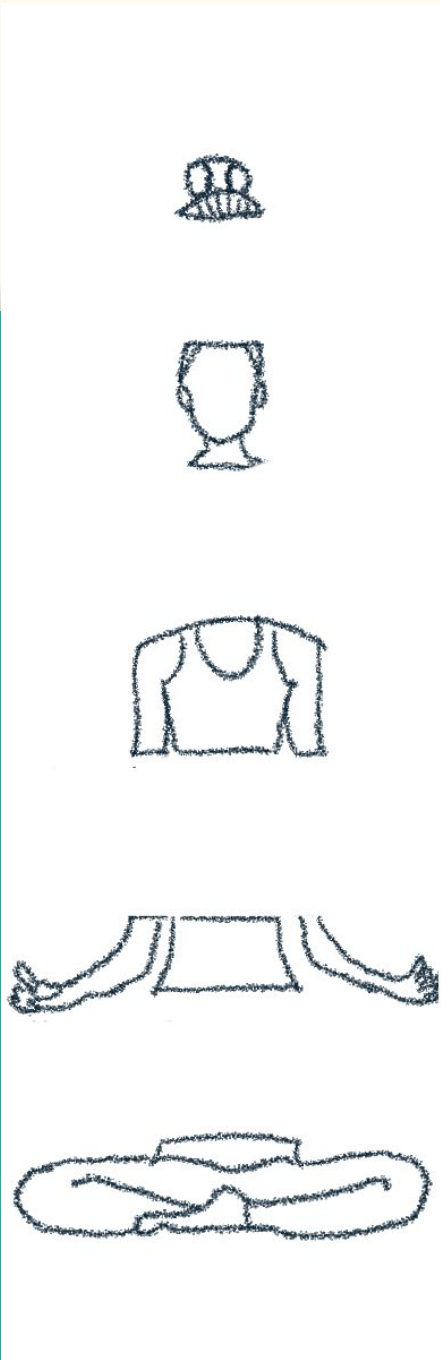
Concept Sketch
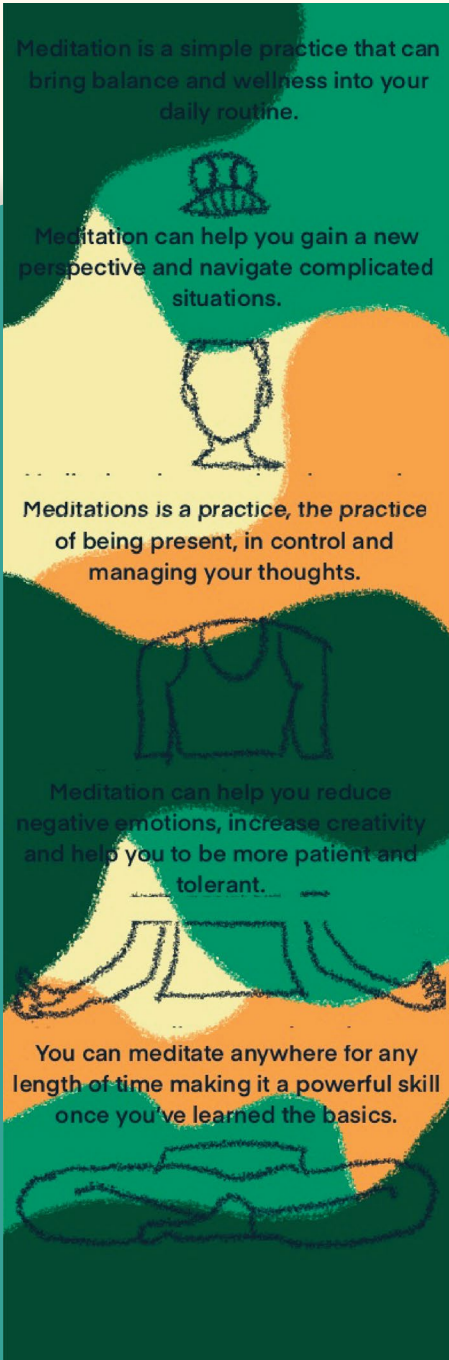
First Draft
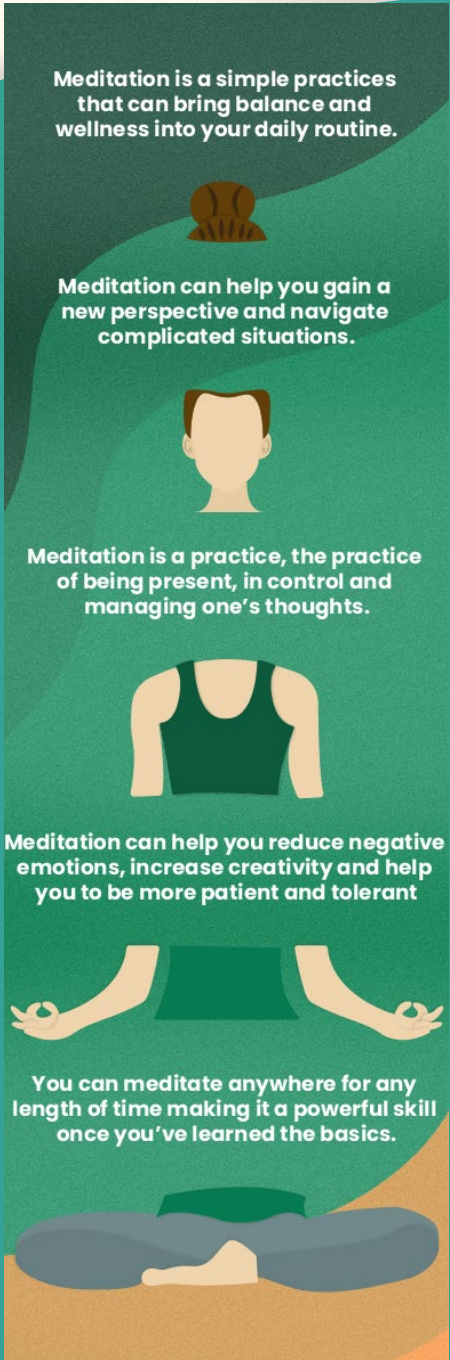
Second Draft

meditation

finalizing the graphic

The final infographic was simple and a longer scrolling experience with large, easy to digest information. The key information that meditation brings balance and wellness is complemented by "new perspective" at the head and being rooted in the "present" at the base. The world is full of stressful content and this infographic helps the user to relax and find their focus through meaningful but subtle content that helps them take a step away from the whirlwind of life.

Meditation helps you bring
Balance & Wellness
into your daily routine

Meditation helps you gain a
New Perspective
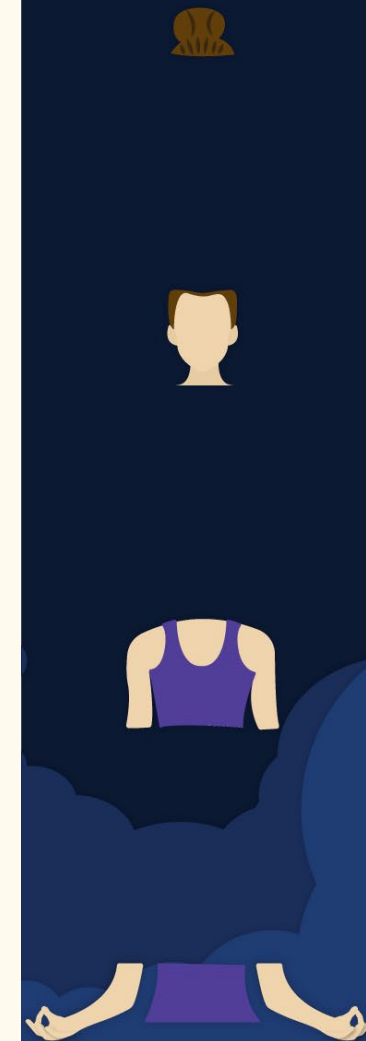
Meditation is being
Present

sleep infographic
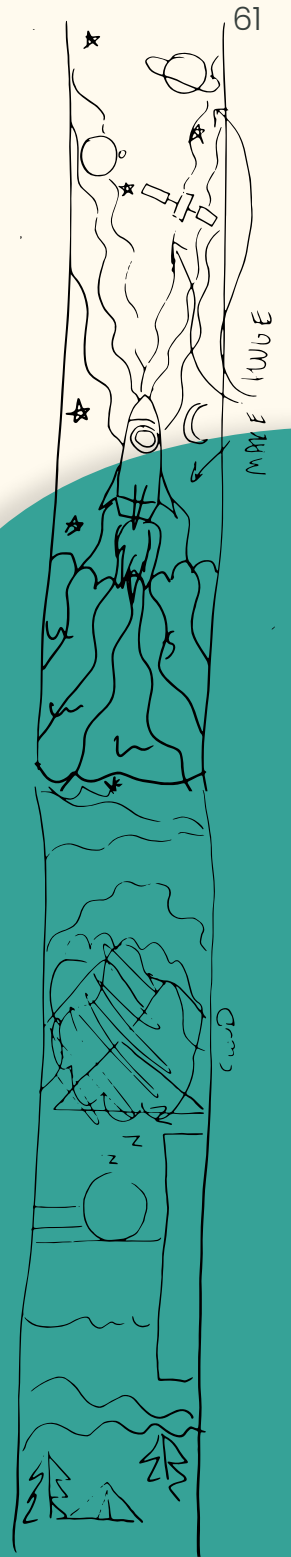
infographic process

The sleep infographic started out as a simple scrolling experience looking over a bed. It had good content but fell flat because there was no depth to the graphic, concept or copy. I decided it was best to reinvent this graphic by repurposing the same content in a more engaging way. I went back to the drawing board and created the sketch to far right, which is a traveling experience that shows that sleep is not stagnant. Sleep is what gives you the energy, focus and determination to live life to the fullest! (See next slide for final result.)

First Sketch
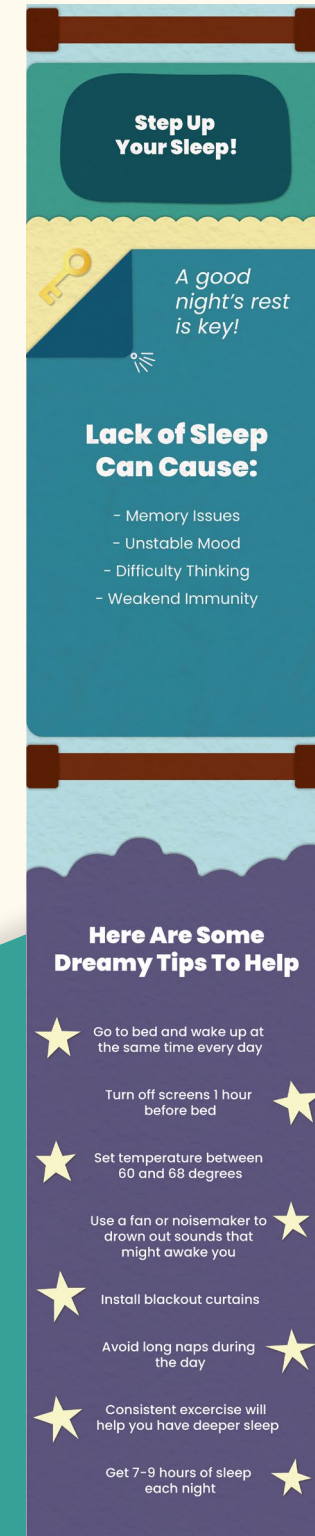
First Draft

New Direction Sketch

sleep graphic

finalized infographic

Why Sleep is **Awesome!**

Restful Sleep Means More Energy to **Explore!**

Consistent Sleep **Protects You!** From Illness

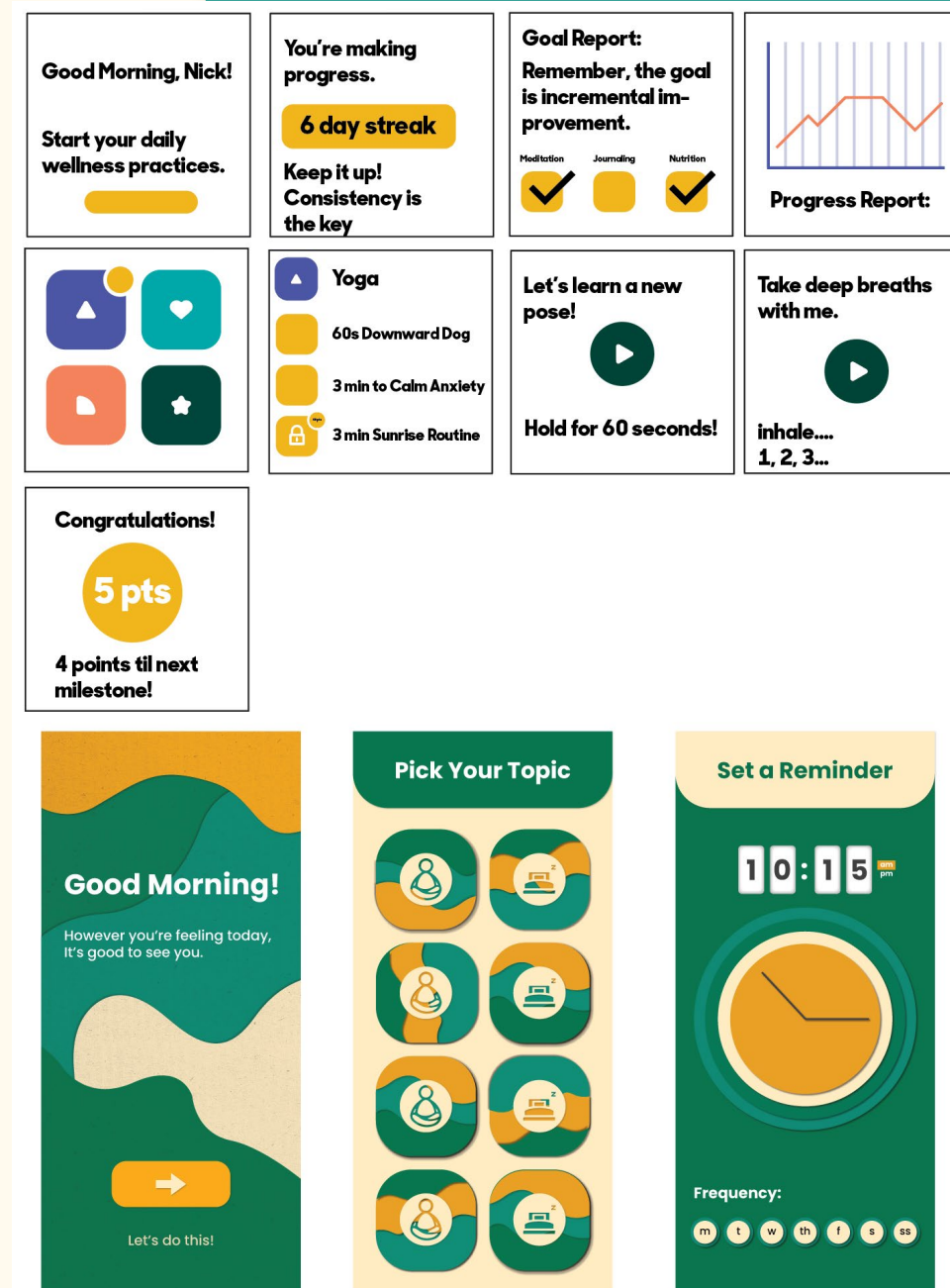High Quality Sleep Helps You Be **Happier!**
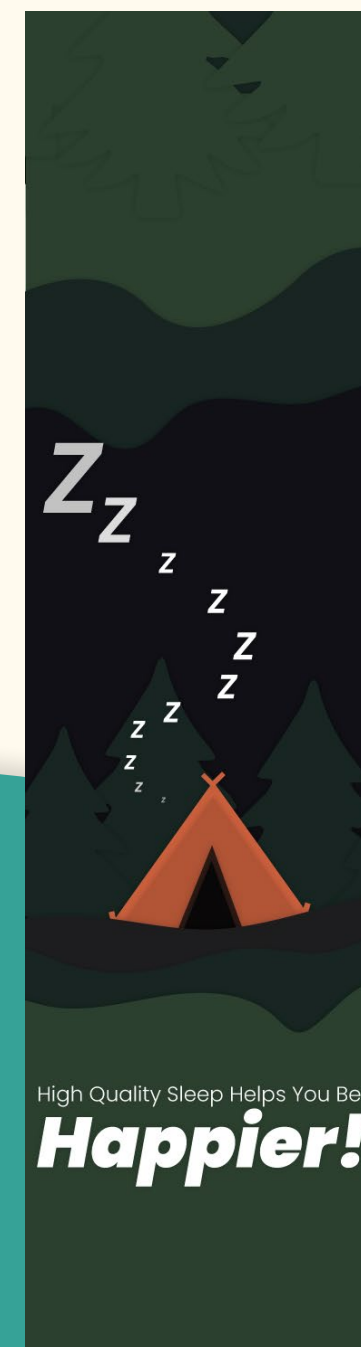
user experience

look good, feel good

Not only did the app need to look good and convey the right messages, fundementally it needed to work. Early on the entire team spent hours sharing ideas and brainstorming how we could create a wellness app that would be fun to use and actually help people who needed that little extra edge to develope better habits and create the life they want.

flavor & function

I tested and came up with some simple wireframes that explored both the flavor and function of the app. We wanted it to have all the right technological advantages but also make it something that people want to use because it's easy and enjoyable.

Good Morning, Nick!

Start your daily wellness practices.

You're making progress.

6 day streak

Keep it up! Consistency is the key

Goal Report: Remember, the goal is incremental improvement.

Meditation   Journaling   Nutrition

Progress Report:

Yoga

60s Downward Dog

3 min to Calm Anxiety

3 min Sunrise Routine

Let's learn a new pose!

Hold for 60 seconds!

Take deep breaths with me.

inhale....
1, 2, 3...

Congratulations!

5 pts

4 points til next milestone!

Good Morning!

However you're feeling today, it's good to see you.

Let's do this!

Pick Your Topic

Set a Reminder

10:15

Frequency:

m t w th f s ss

Early Concept Mockup

mood icons

mood tracking

One of the features we wanted to implement into our app was a mood tracker. Tracking your mood can be a meaningful way of gaining awareness, and help you better process the world around you. Tracking your mood helps the user to identify patterns and make changes to their life to help them meet their individual goals.

I was tasked to create this feature. To start, I thought something as simple as logging your mood via mood icons would be a simple way to accomplish this goal. I created 8 mood icons that represented the main moods and I thought it turned out pretty good.
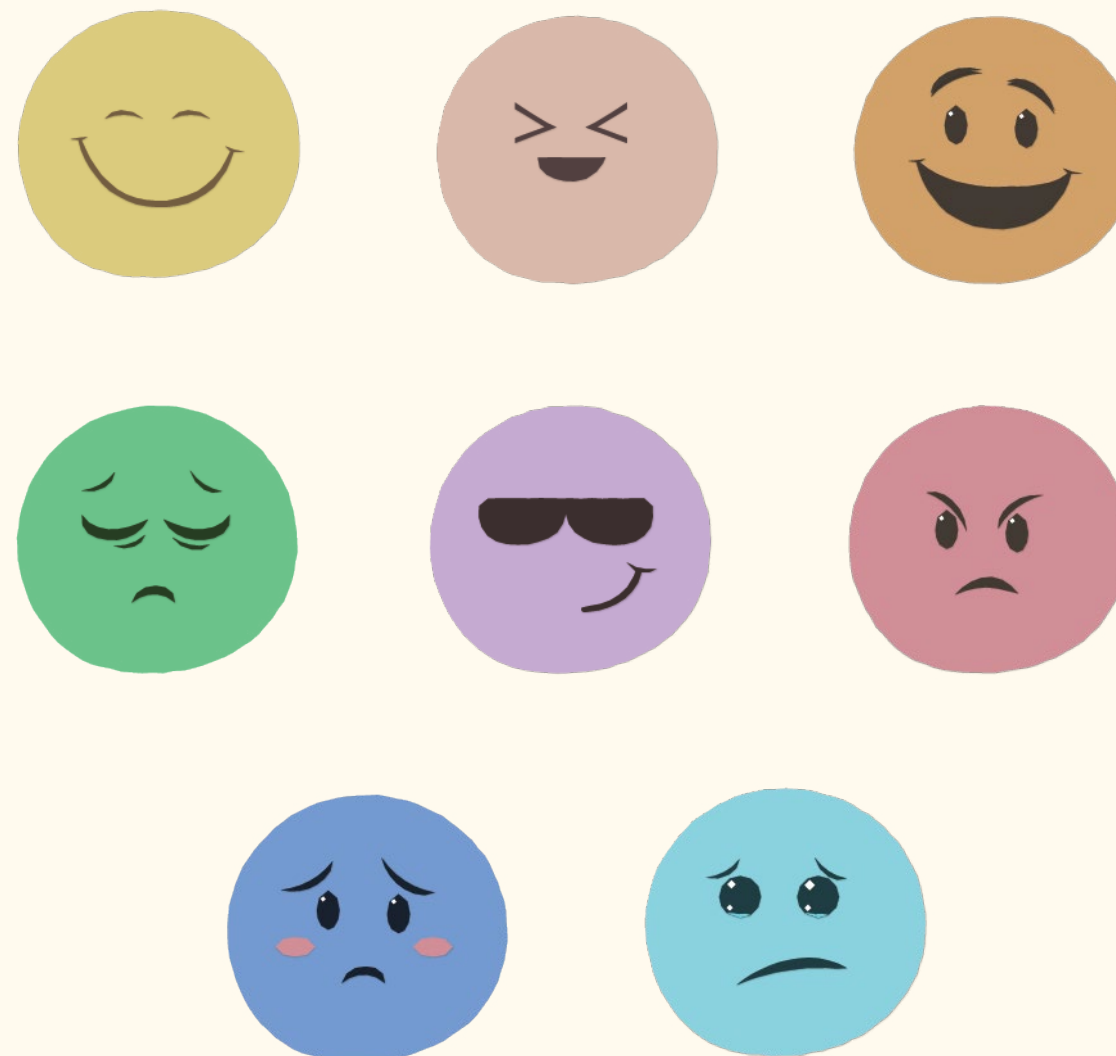
mood slider

a more engaging concept

After getting some feedback that the mood icons may not be the most precise way to track one's mood I jumped into another round of ideation. I decided to take some ideas that were suggested to me and create a mood slider that would be a more precise and engaging way to track the user's mood. I started with sketches and animated my concept in Procreate.

energy & mood

The concept was that we could use two variables to track the users mood: energy and mood. I decided the most engaging way to execute this would be by using a flower that represents the user and sliders that allow you to make the flower more or less wilted indicating your energy and change the color to indicate your mood. Because our app is a proof of concept we were not going to code this feature, so I created an animation to demonstrate the viability of the feature.

Key Frames

Full Animation https://drive.google.com/file/d/1OAZ-V2ZZVFQFieIBE1xBXXv-C3uwr16L/view?usp=sharing
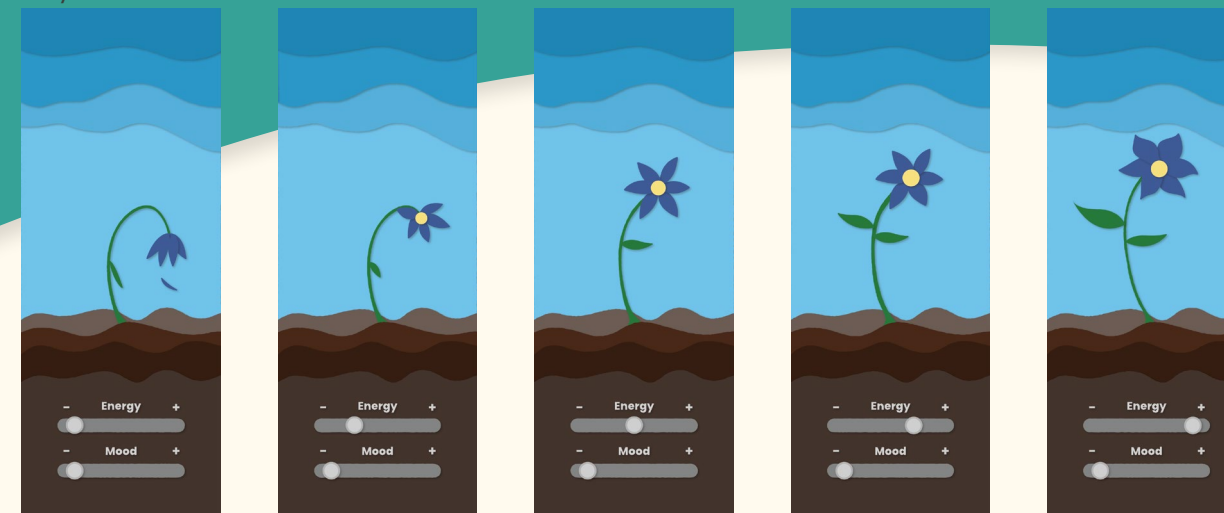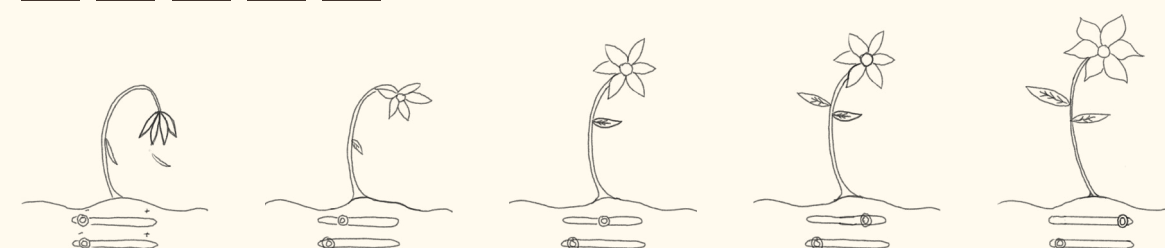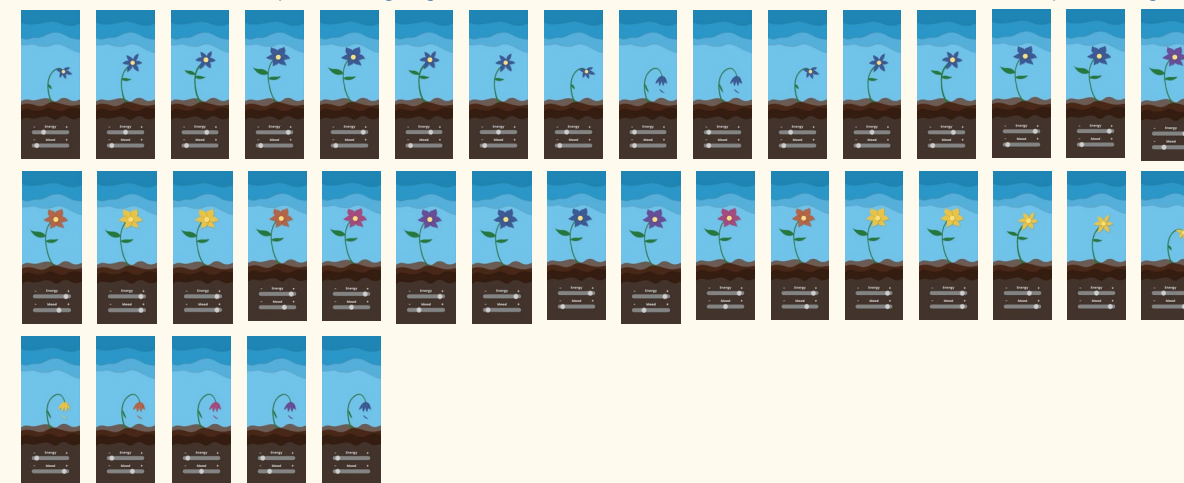
Sketch

animation

animation & storyboards

Another large contribution of mine was developing an animation to add to the content library within the app. This included creating storyboards and animatics to understand how to best provide value to the user in an engaging way.

I went through several iterations and storyboarded a few different ideas. The pace and tone changed over time and it became key for us to create content that was fast, easy to digest and engaging.
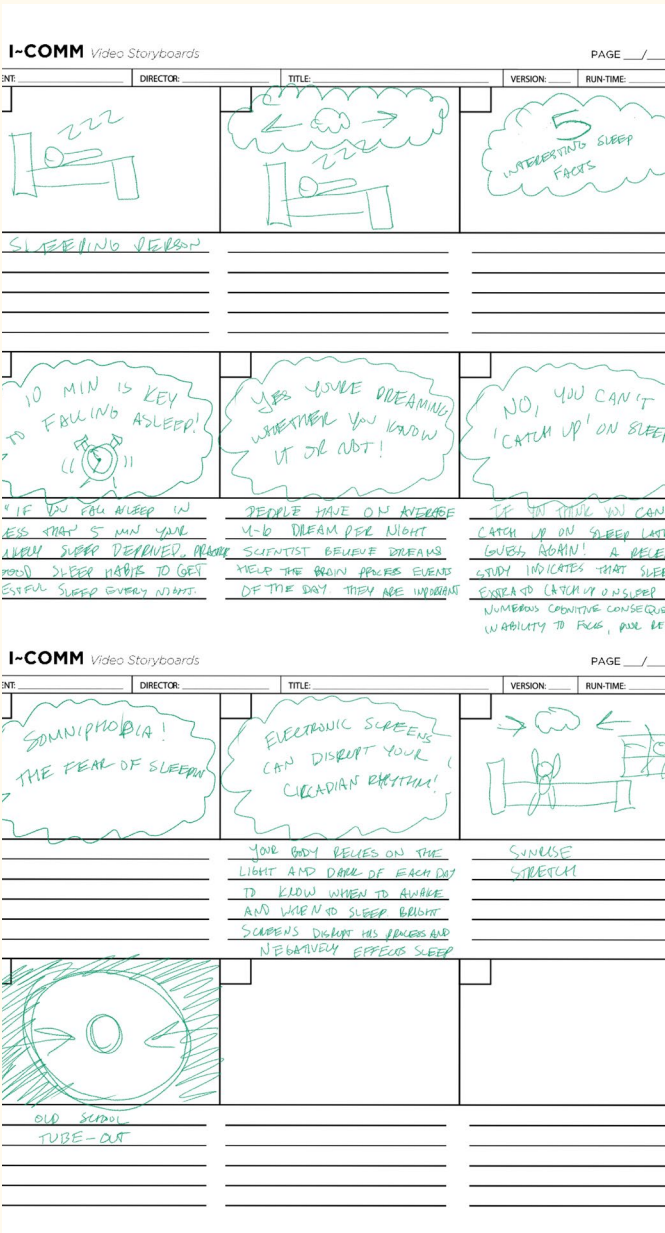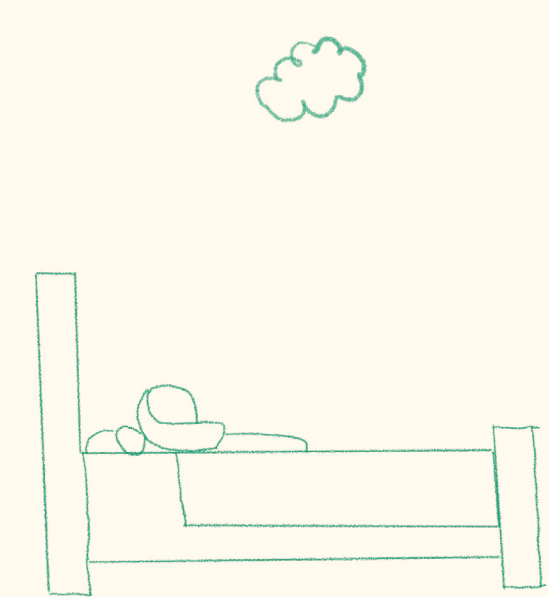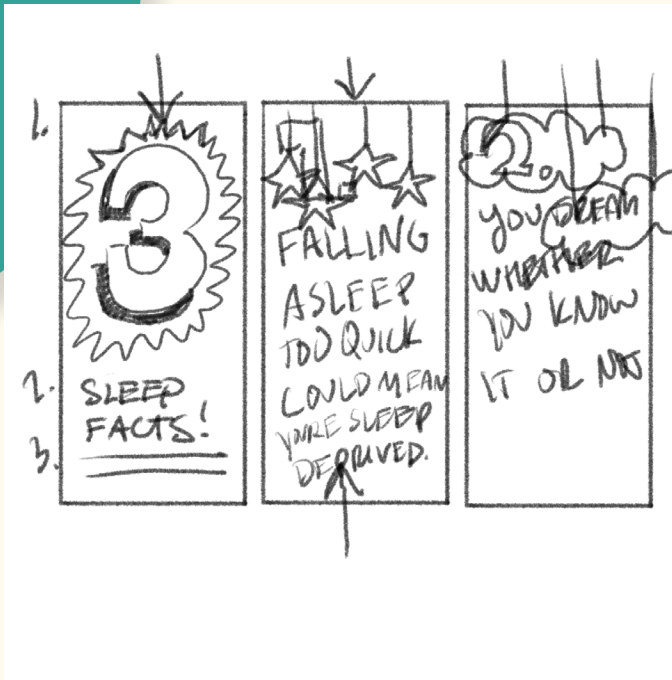

Sketches & Storyboards

sleep process

one frame at a time

I began by creating an animatic to see how things could move and how I wanted to animate the content. At this point my team was still exploring the best way to create animations and the best style to appeal to our target audience. The stop motion "frame by frame" style was something we knew we wanted, but how we executed that changed as we progressed.
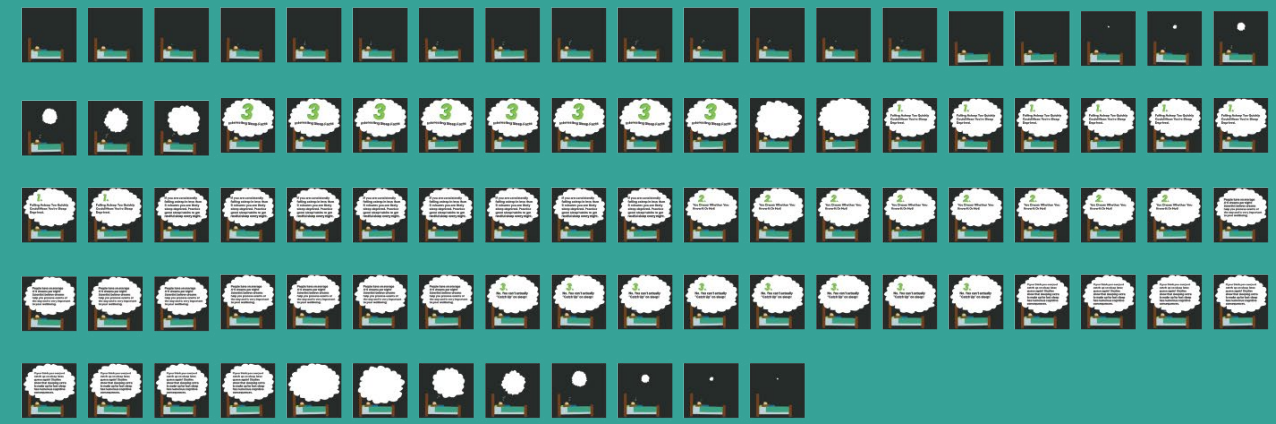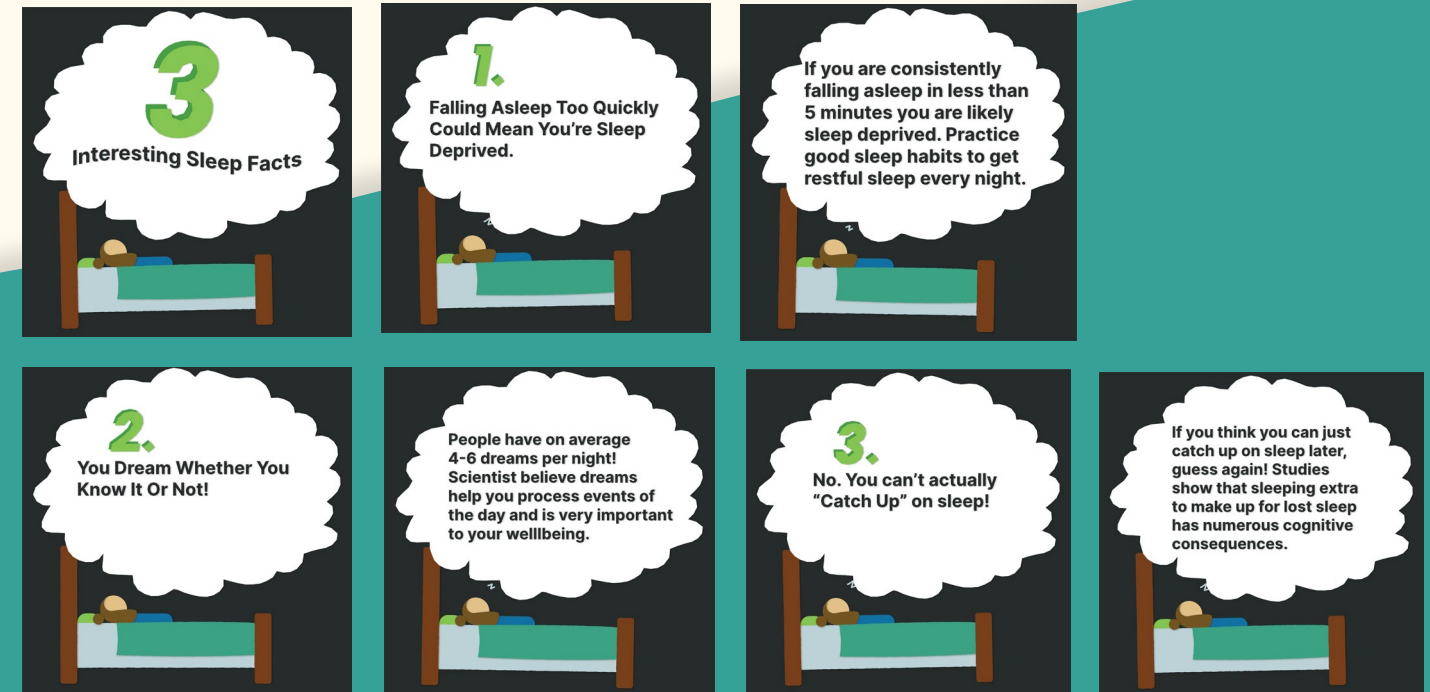
Concept Animatic
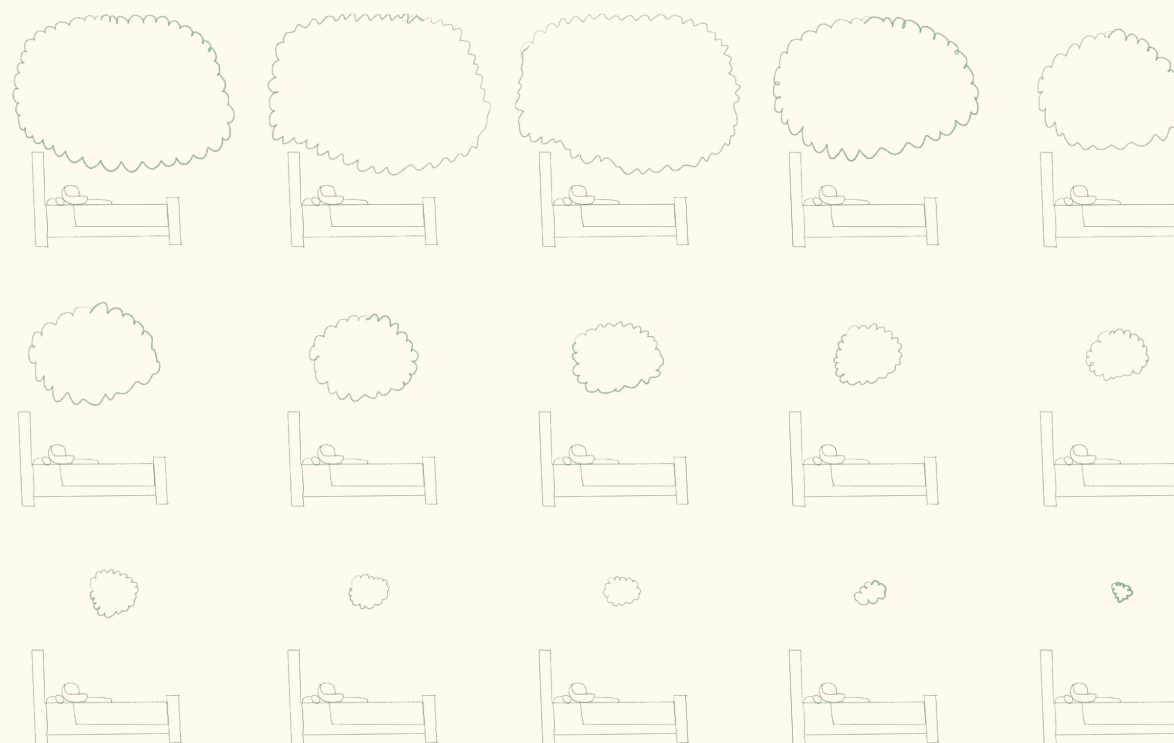
sleep process

the first draft

My first attempt turned out well. I created it frame by frame within adobe illustrator which turns out to be a fairley viable way to animate. In the end it was just too heavy with content and didn't have the energy we were going for, so I scrapped it and gave it another shot.

Key Frames

Full Animation https://drive.google.com/file/d/1TxaEdMctxbvrzoGkfhRx8bG_qgMc7iyV/view?usp=sharing
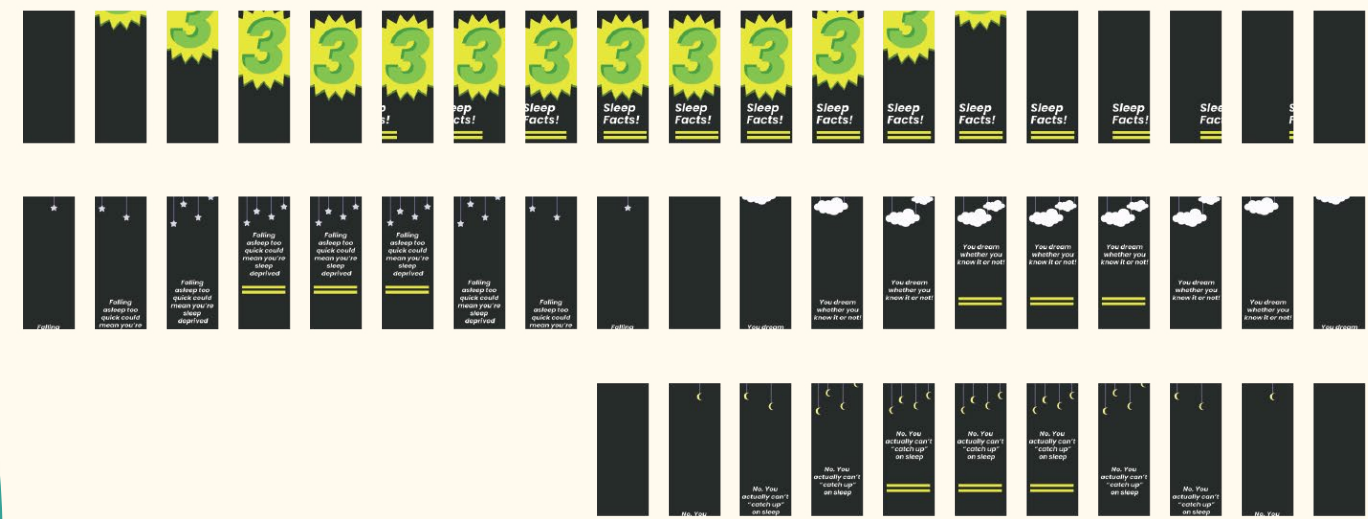
sleep process

second time's a charm

On the second attempt I wanted to focus on big punch type and high contrast utilizing easy to digest information in a unique but playful way. I was able to accomplish this with a simple in-and-out animation style that looks almost like a stage with props being hung from the ceiling. This is a playful concept that also eludes to toys that often hang over childrens heads as they fall soundly to sleep.

Key Frames

3 Sleep Facts!

Falling asleep too quick could mean you're sleep deprived

You dream whether you know it or not!

No. You actually can't "catch up" on sleep

Full Animation https://tend.deborahjulene.com/wp-content/uploads/2021/12/Sleep-Animation.mp4

Learnings

unifying our vision

This project pushed me to be a strong leader, collaborator and teammate. In many instances I was called upon to lead and lift the creative vision of our team. In other situations I needed to execute individually to create content that contributed in a meaningful way to the holistic app experience. Learning to unify the vision of our team both in style and in message was key to create an app that delivers the highest possible value to the user.

a pursuit worth chasing

Tending the garden of one's mind is a pursuit worth chasing. Mindfulness is becoming increasingly key in a tumultuous world. Many are losing hope, but with the right tools and the right support anyone can curate their life into the life they want.

Brittany Osmond

meet the designer

Brittany is a hard working designer who also specializes in photography and graphics. Creating and coming up with ideas is what she loves to do. Anytime she can express her creativity she wants on baord.

You can count on her to bring new ideas to the table and to make sure they get done.

roles

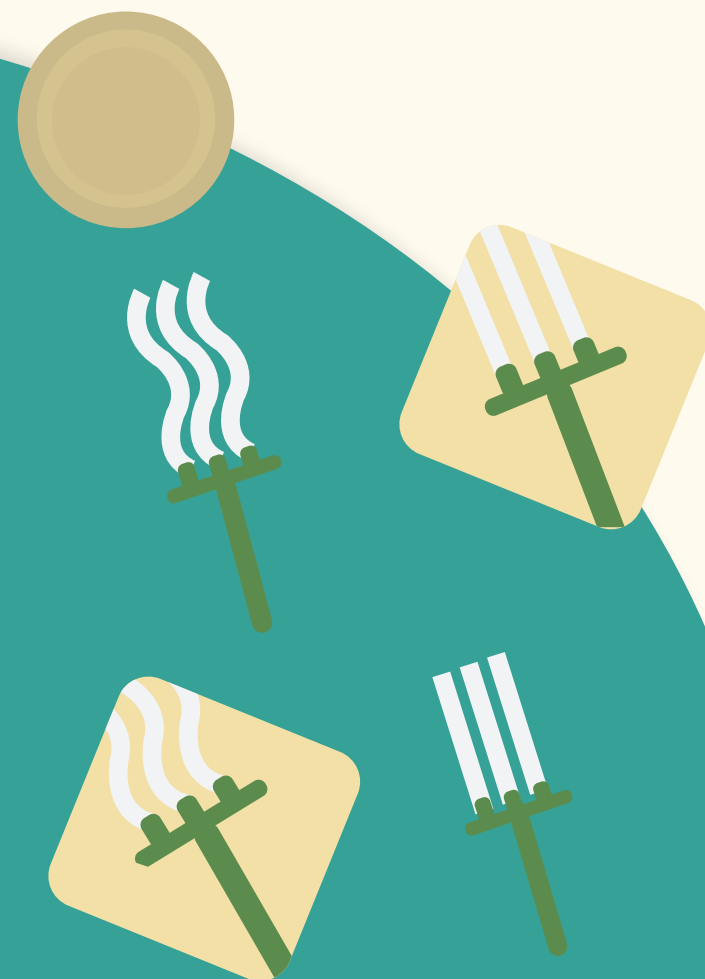Brand Exploration, Infographic Design, photography, Ilustration, Storyboard Artist, Content Writer.

Brittany Osmond
graphics + photo

logo and design

After deciding on the app name "Tend" the brainstorming for branding, logos, and design began. From our group, 3 of us split off and began working on ideating different logo ideas, color pallets and fonts.

As our team brainstormed and worked with the idea of "gardening our minds" I kept going back to a zen garden. You'll see in some of my sketching and drafts that I focused on garden items and plants. The same theme of plants continues with the different color schemes I created that helped keep the garden feel by having more earthy tones. Since this was right in the beginning of exploring different ideas and ideation many different ideas were thrown around and not all were used.
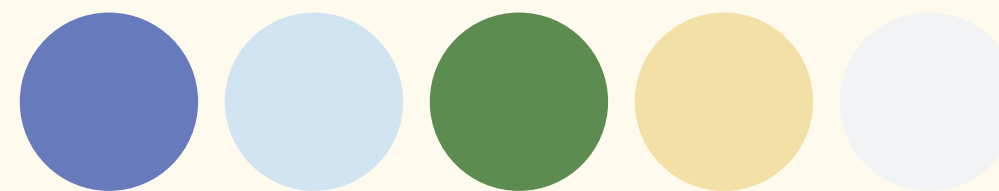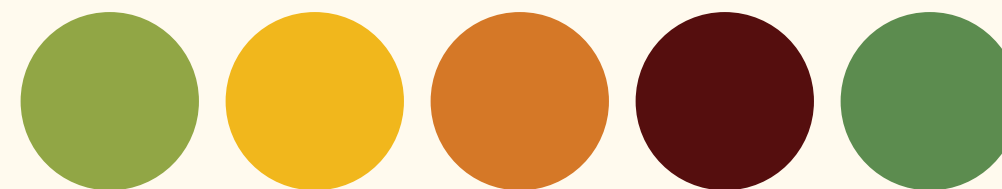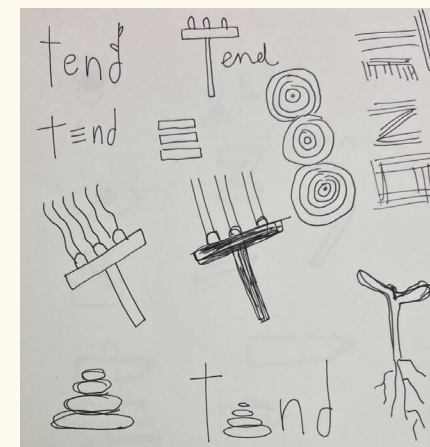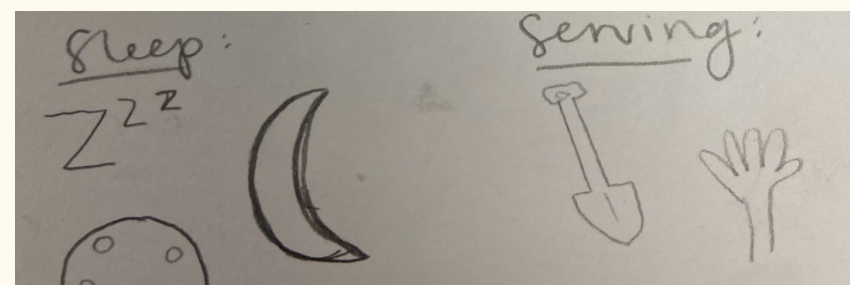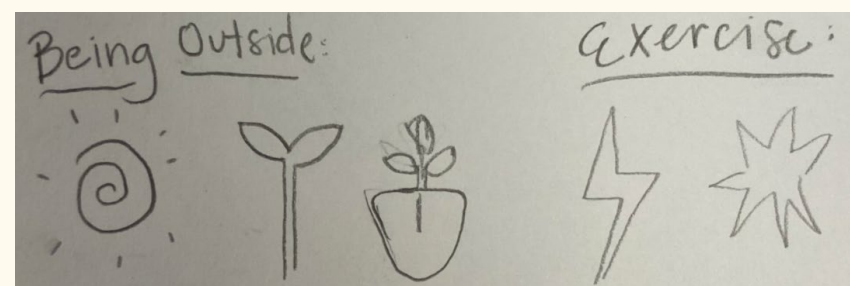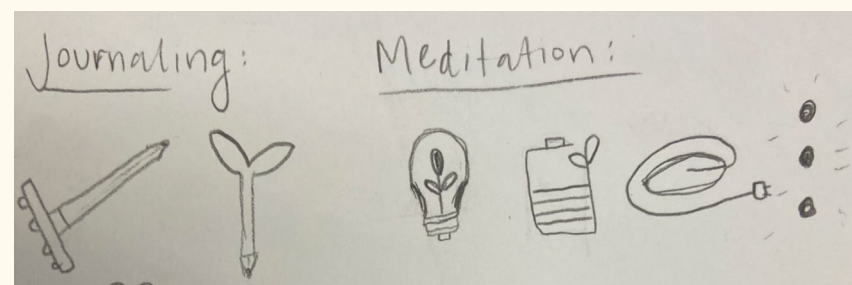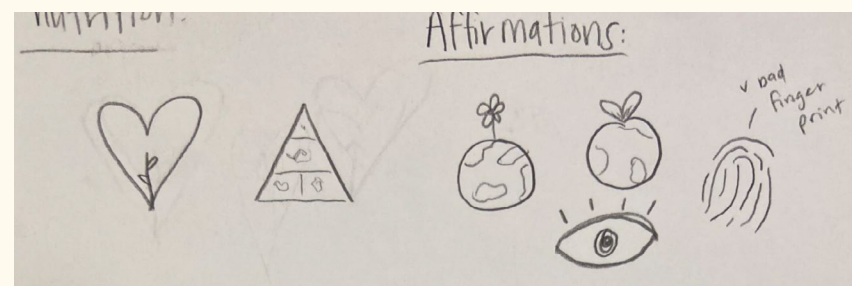
the process

Here are sketches of potential icons and logos that were created during ideation.

For the animations I created a storyboard I made to pass along to one of our animators, so they could get straight to work and not worry about coming up with the concept. This was really helpful and was a strategy we used throughout the project.

sketches

inspiring quotes

The act of *meditation* is being spacious.

ANYONE CAN *serve*

I DON'T HAVE TO WALK THIS ROAD ALONE.

Sleep is the best MEDITATION

NOTHING TASTES AS GOOD AS HEALTHY FEELS

NATURE DOES NOT HURRY YET EVERYTHING IS ACCOMPLISHED

raw images

the process

Photography was one of my main focuses in this project. Each of the 8 topics (positive affirmation, exercise, journaling, meditation, nutrition, outdoors, service, and sleep) needed to have 2 photo inspirational quotes. The different quotes are intended to be downloadable and shareable from the app that you can use as a wallpaper, share on social media, with a friend or whatever the user wants to use them for.

Over multiple days and different locations I went out and took many images to find the right pictures for each topic. Another member of my team was also able to help me gather all of these images together.

a solid style yet, so I just started creating and finding fonts that fit. Here I have an example of what one of my quotes looked like before the style was implemented vs after.

Adding the waves and each topic's specific color to each background helped the style stay constant throughout all the content in the app.

design

When I first started executing the inspirational quotes we hadn't figured out

SERVICE
TO OTHERS
IS THE RENT YOU PAY
FOR YOUR
ROOM HERE ON EARTH
— MUHAMMAD ALI

Time spent
Amongst
Trees
is never
waisted time
-Katrina Mayer
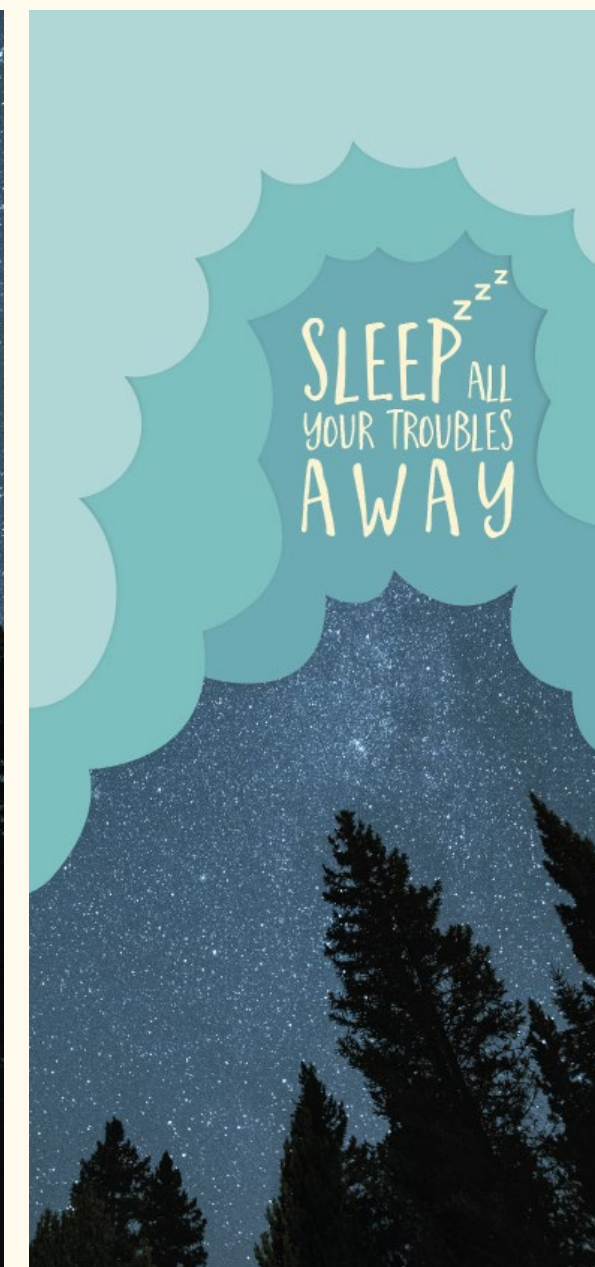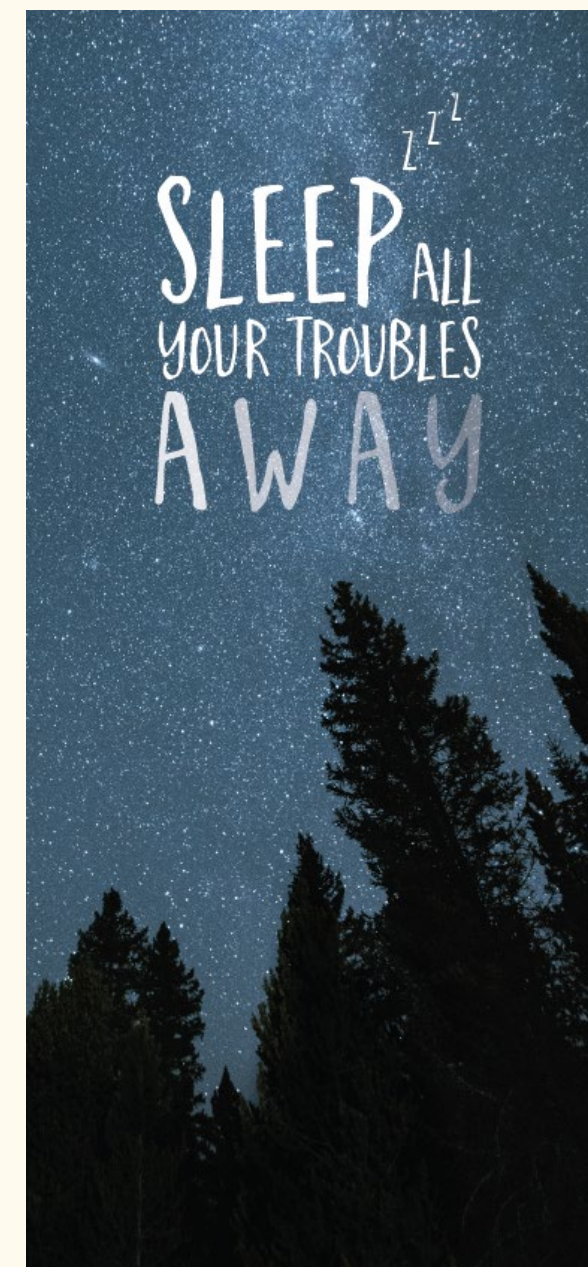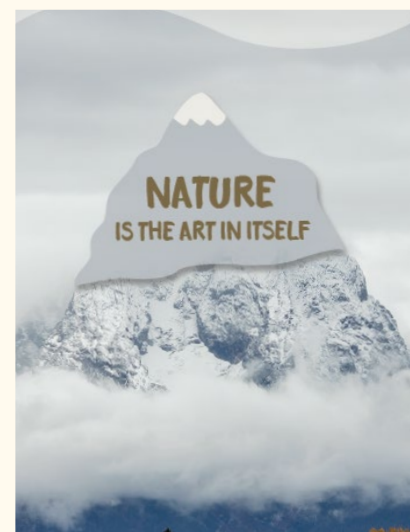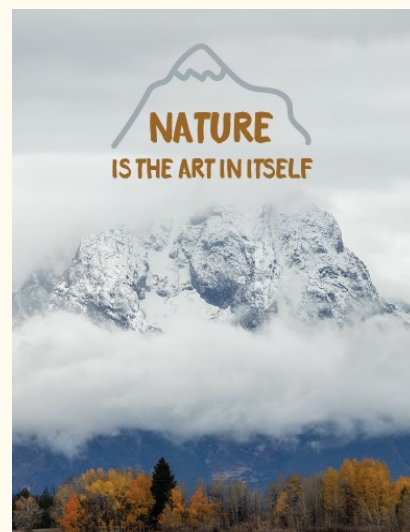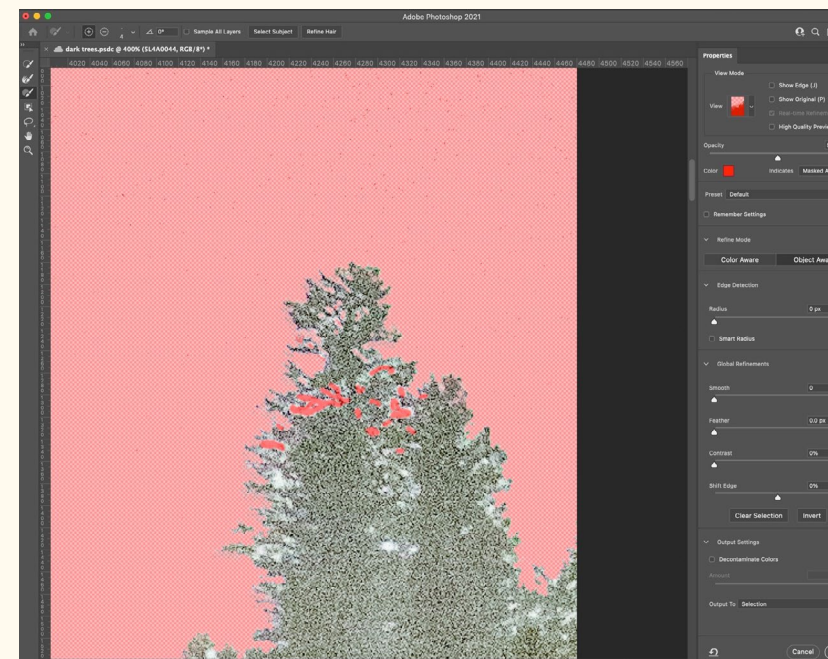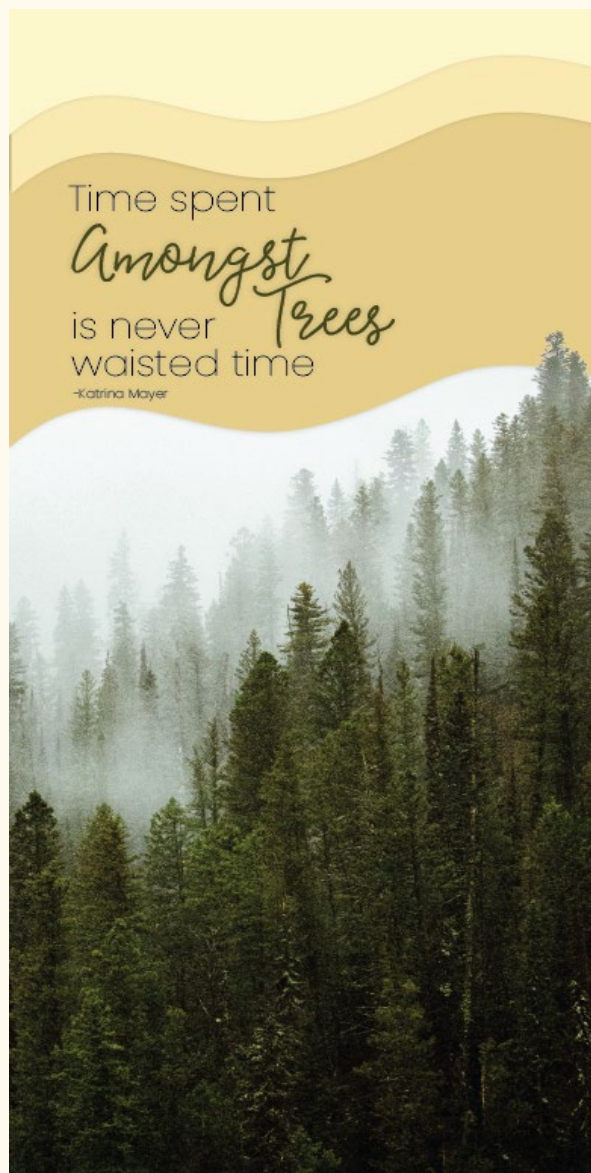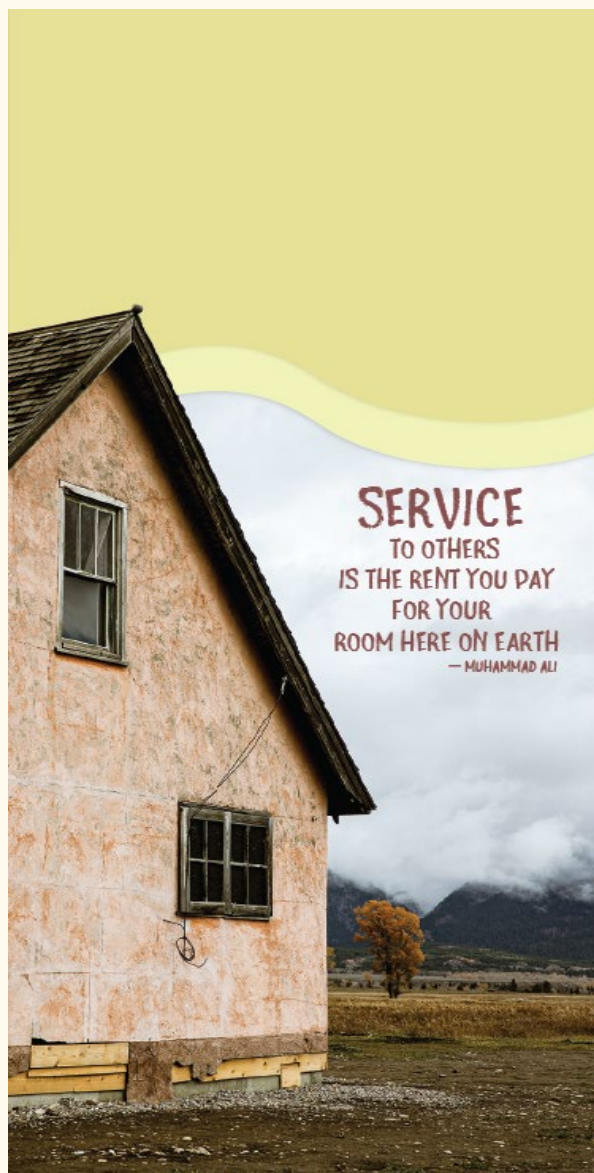
style

After adding the waves I went through and found quotes and fonts to fit each image. A rule I set for myself to stay within the style of our app is that I wanted to either have the quote on top of the waves or have part of the image laying on top of a layer of waves.

In order to have part of the image look like it was laying on top of the wave is by masking on photoshop and having two images. One of the biggest difficulties I had was cutting out parts of the images. For many of the images I had to mask I did it quickly, but cutting out the trees from this image was tedious.

Despite my efforts of trying photoshop it the easy way there was no way around having to zoom in until all I saw was pixels and cut it out one by one. For such a small detail it took me some time, but I was determined to stick with my style rules I made for myself and made it work.

You gotta **nourish** to *flourish*

Journal:
*fitting your heart and soul
into ruled lines.*

Write your thoughts

Sore Today:
STRONG
TOMORROW.

I REFLECT BEAUTY
I REFLECT BEAUTY
I REFLECT BEAUTY
I REFLECT BEAUTY

Time spent
Amongst
Trees
is never
waisted time
-Katina Mayer

Quiet the
mind

infographics

A big part of our app's purpose is to make learning and goal setting an enjoyable experience. Which is why we added infographics for each topic. Bringing learning and graphics together to spread awareness. My responsibility was to work on the topic positive affirmation and nutrition.

I was given topics that I really don't know a lot about or personally do myself. Once I did some research and got a better idea of what I wanted my main topics to be about I started sketching. Focusing on positive affirmation first I wanted to keep things minimal and easy to read for our audience. You'll notice that everything is short and to the point. This was intentional and made to be more of a list and not sentences. With the design of the infographic I wanted to branch out from having each item look like a cut out, but still stay within the style we had created for Tend. That is how I came up with the idea of the clipboard and lined paper. Still in the same realm, but a little different.
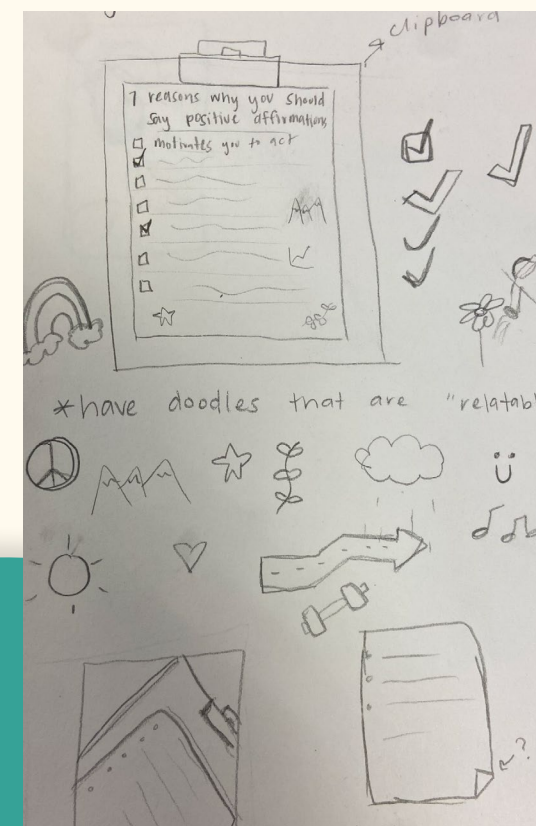
Time passed and we decided to change the sizing of the infographics and needed to make my design width smaller. This could have been a problem and possibly taken me some time to fix the size of the clipboard and paper and all the other elements.

Luckily it wasn't because I was wanting to make some changes anyways that allowed me implantment more of the style of the app. That is why later on I added more waves to the bottom and top of the design.

positive affirmation

Why You Should Eat Your Veggies

strengthen your bones

lower your diabetes risk
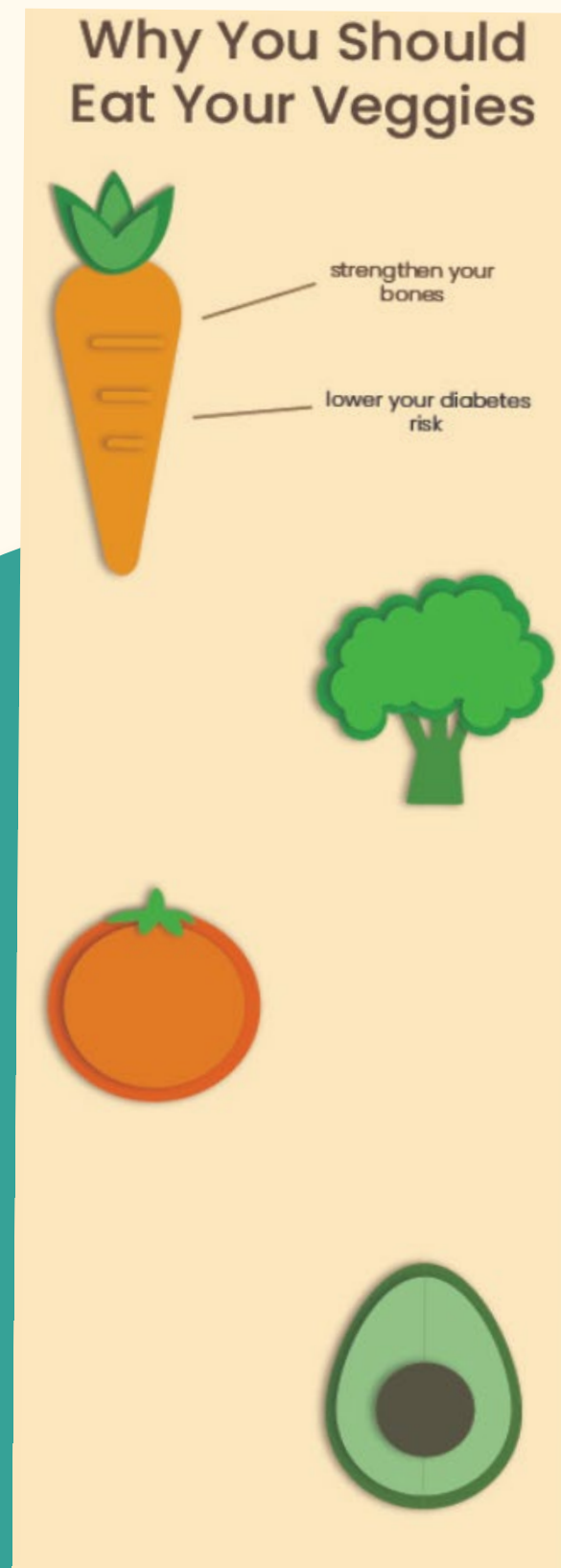
Coming up with a nutrition infographic idea didn't come as easy to me as positive affirmation did. For this infographic another team member sketched an idea out for me and turned out great, but I felt like it was similar to many other nutrition infographics. I wanted to step away from the typical food pyramid or food on your plate idea and try something new. I took some time to look at different vegetables and create soom mood boards.

This helped me vision better what I could create and different ideas I could do. One idea I had was to have facts about vegetables split up between the carrots. I stopped working on that design once I realized it was pretty similar to my other infographic. I bounced back and forth with having the vegetables being cut on a cutting board and just a simple layout.

nutrition

EAT YOUR VEGGIES!

REDUCE risk of chronic diseases

Source of **VITAMINS** and minerals

LOW in sodium and cholesterol

Provides nutrients vital for your **HEALTH**
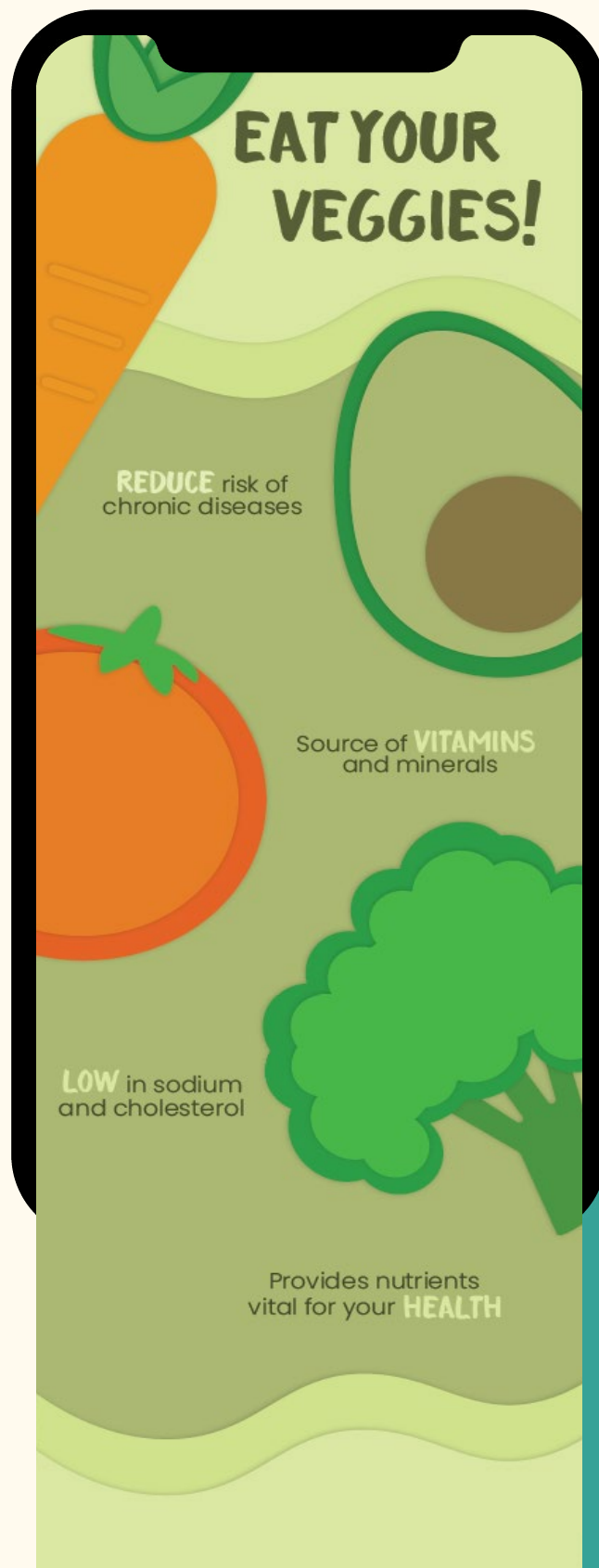
Here is where you can start to see that I am getting closer to the end. The text is all over the place, but I wanted to get an execution out so I could get a better idea of what it would look like. Next to that design I have my final infographic that I was able to finalize and incorporate the style concepts.

last steps

Instagram.com/brittany_madder

This project has pushed me to new limits
that I am ready to bring to other projects.
Stretching myself to work on projects that
at first I knew nothing about to now it's all
I think about has taught me self discipline
and determination.

LinkedIn.com/in/brittanyosmond

Let's work together for this next project!

Behance.net/brittanyosmond

contact me

Deborah Owen

meet the designer

I believe that design should always be people-focused and craft purposeful messaging that creates real value in people's lives.

I'm a visual communication specialist with advanced skills in graphic design, typography, web design, copywriting, product design, and content creation.

roles

Style development, User experience design, Prototyping, User testing, Illustration, Iconography

Deborah Owen
app design

getting started

why goals?

Goal setting is the universal predicament. We all want to achieve impressive things and become better people, yet nearly everybody struggles to reach the goals they set for themselves. I've seen that time and again in my life and experienced it, ironically, while working on this project. But humans are creatures of habit, so when we recognize and modify those habits a step at a time, we can begin reaching those goals.

narrowing the focus

When our team first began developing the idea behind Tend, we started with the concept of a planner app. Something that would help users organize their lives, fit in their priorities, and achieve their goals. At the same time, we wanted to create a collection of informational videos and graphics.

As we met as a team to craft our vision, we decided to shift our plan to one which could better encompass our main objectives. We chose to design a goal-setting app, with content being introduced within the app to supplement the goal-setting system.

getting started

developing style

As we developed our proposal, I went out and did some extensive mood boarding. I focused on finding strong examples of illustrations in the style we wanted to achieve, and looking for app layouts which incorporated illustration, because we knew we wanted to take a heavily illustrated approach.

The target audience of the app evolved as a result of this explorative process. Initially we wanted to target men in their late 20s working a corporate job. While this audience could benefit from a goal setting app, I realized that the styles we wanted to achieve and the function we intended to build into the app appealed to a younger audience, so we shifted gears.

user experience

plotting the journey

A key part of developing the entire project was beginning with a user journey map. I was tasked with planning out the structure of the app. We talked extensively as a group about what we wanted users to achieve from using the app, and I synthesized that into a simple user flow chart, with labels for what the function of each screen would be. Creating this map helped us extract a list of every asset we needed to make in order to design a fully functional app.

| TITLE |
| START |
| NAME |
| AVATAR |

| GOAL? | START? | TOPIC | GOAL | DAYS? |

| TIME? |
| REMIND? |
| READY? |
| POINTS |

| HOME | COMMIT | CONTENT | LIBRARY |

| NEXT |
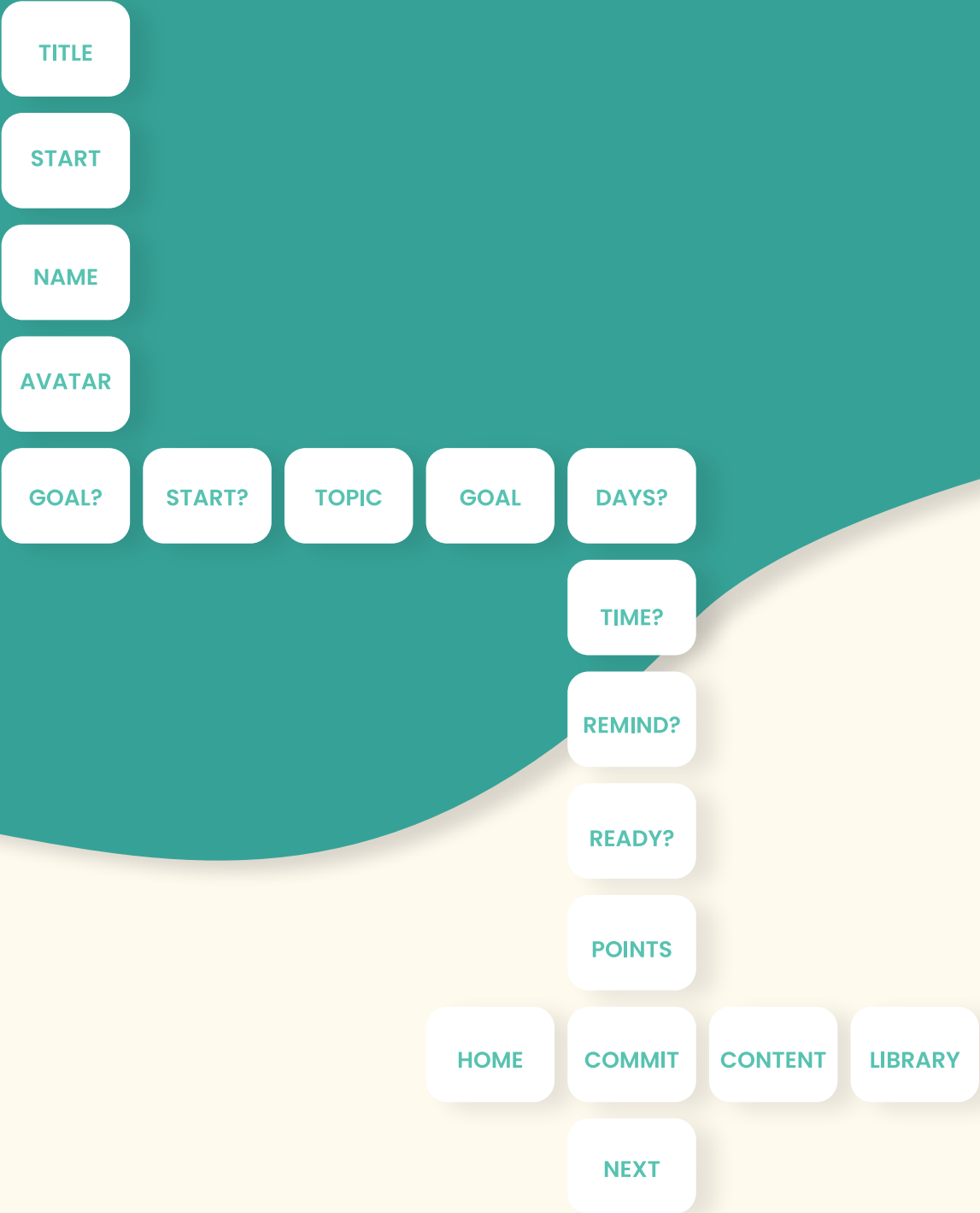
user experience

developing the journey

I took this map and began sketching out the structure of the app as a rough wireframe. I focused first on sketching the pillar pages of the app, which would then flow into other sections. These needed to be filled with information without being overcrowded, while many other pages were deliberately light on content.

A huge part of the app to consider was the journey when a user first opens the app. I developed a simple set-up flow for a first-time user, and another flow for returning users to complete a daily log. These were developed first after the pillar pages, because they set the stage for the user experience.
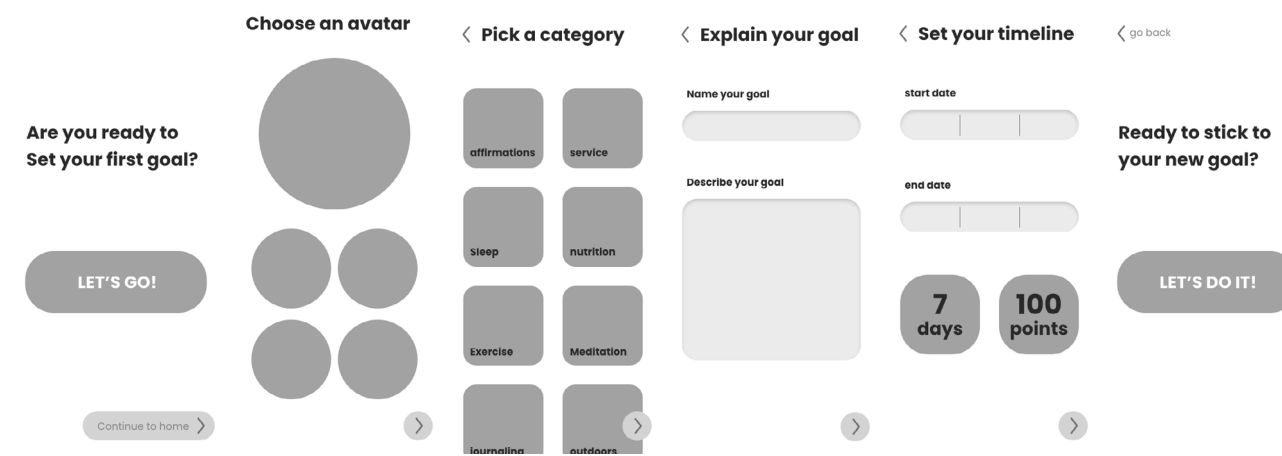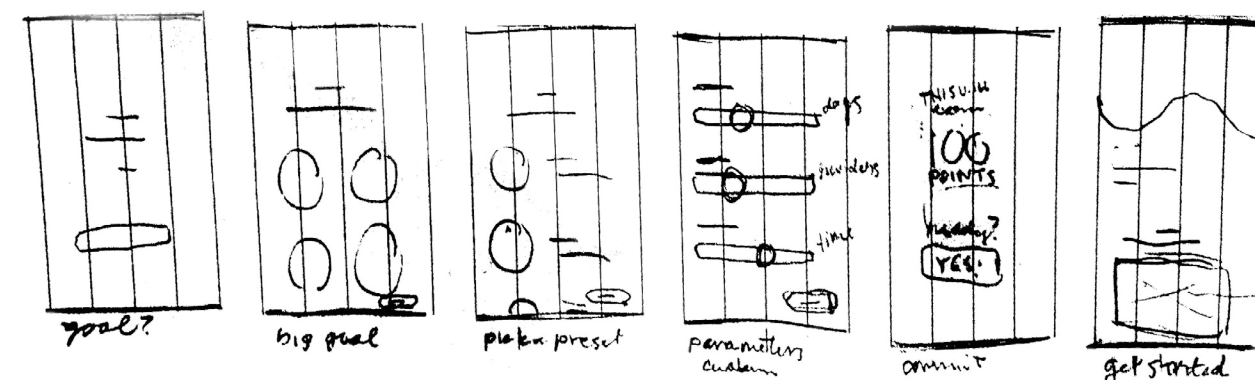
user experience

digitizing wireframes

After going through pages of sketches I had discovered several patterns which worked well, and had the composition of nearly every page planned out.

I transferred these wireframes into Adobe XD, paying attention to consistencies between screens so that as we refined things, we could move a lot faster. Because of the detailed planning that went in at the sketching stage, digitizing the app went quickly.

user experience

prototyping and testing

With a basic wireframe of boxes and labels, I prototyped the app together so pages would link to each other. The sooner this could happen the better, because it allowed for some basic user testing. I tested the app with a small group of users.

Some were given no direction and just explored. Others were asked to navigate to the journal section, find a meditation video, or set a new goal. This allowed me to see if the layout and structure was intuitive and made sense to users.
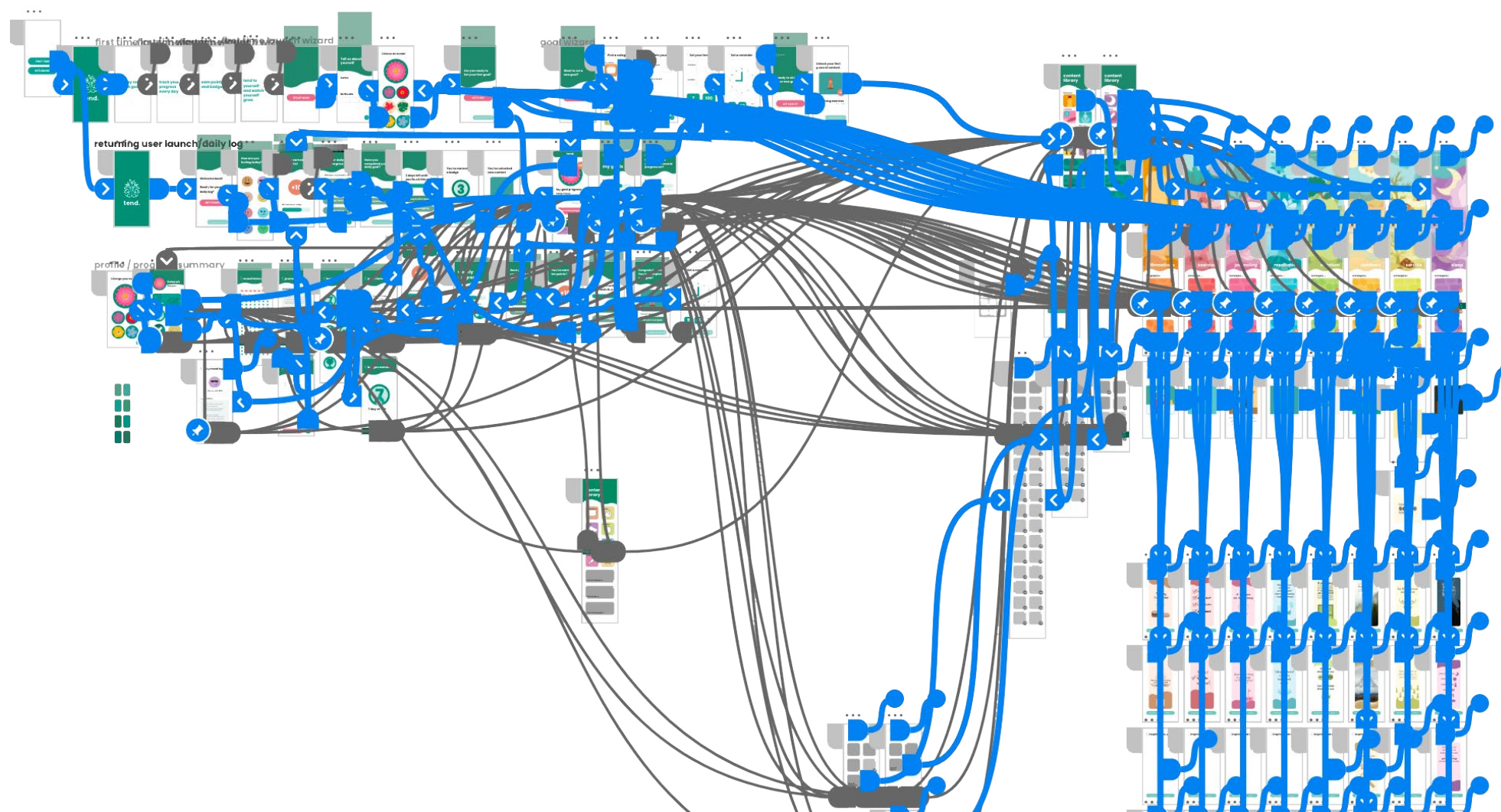
developing style

choosing illustrations

Simultaneous to developing the app, the illustration style was taking form. We verbally decided we wanted to do a paper cut-out style – but now we had to figure out what that meant. I attempted several options for illustrations, with variations to color, shadow depth, and texture. When we came together, we decided to run in the direction of the moon illustration with subtle shadows, multiple layers, and a simplified color palette.

final illustration by Juleen Mathias based on concept art by Deborah owen

developing style

exploring colors

Other designers were primarily tasked with developing the branding and illustration style for the app while I worked on the wireframe, but I was still heavily involved in the decision making processes. An initial color palette had been pinned down, so I began building out an app sequence in that color palette, in several styles. Some things were working well. Other things weren't.

Seeing the color palette in a row of squares is an entirely different experience from seeing it applied to a product. The forest green paired with red and yellow looked good, but it didn't feel like something a young woman would be using.

welcome back

RECORD YOUR DAILY PROGRESS

Proceed to Home

How do you feel today?

Select up to 3

Continue

+5

your plant is happy

When you do want to be reminded?

20

when I open the app again

only 3 days to go

1 2 3 4 5 6 7

developing style

refining colors

I proposed an alternate color palette, desaturating and lightening the green, and using a pinker red and orange. This still brought the vibrancy of the original colors, but introduced a more calming and feminine effect. It worked well when applied to the app, and would tie in well with the illustrations. So we ran with it.

FIRST TIME

RETURNING

START NOW

Log your daily goal progress

Which goal do you want to log?

Eat 3 vegetables

Meditate 5 minutes

Sleep 7 hours

Call a friend

Have you completed your goal today?

Yes

Remind me later

Continue to home

3 days left until you finish this goal

Log another goal

I'm done logging

You've earned ten points!

+10

40 points to next badge
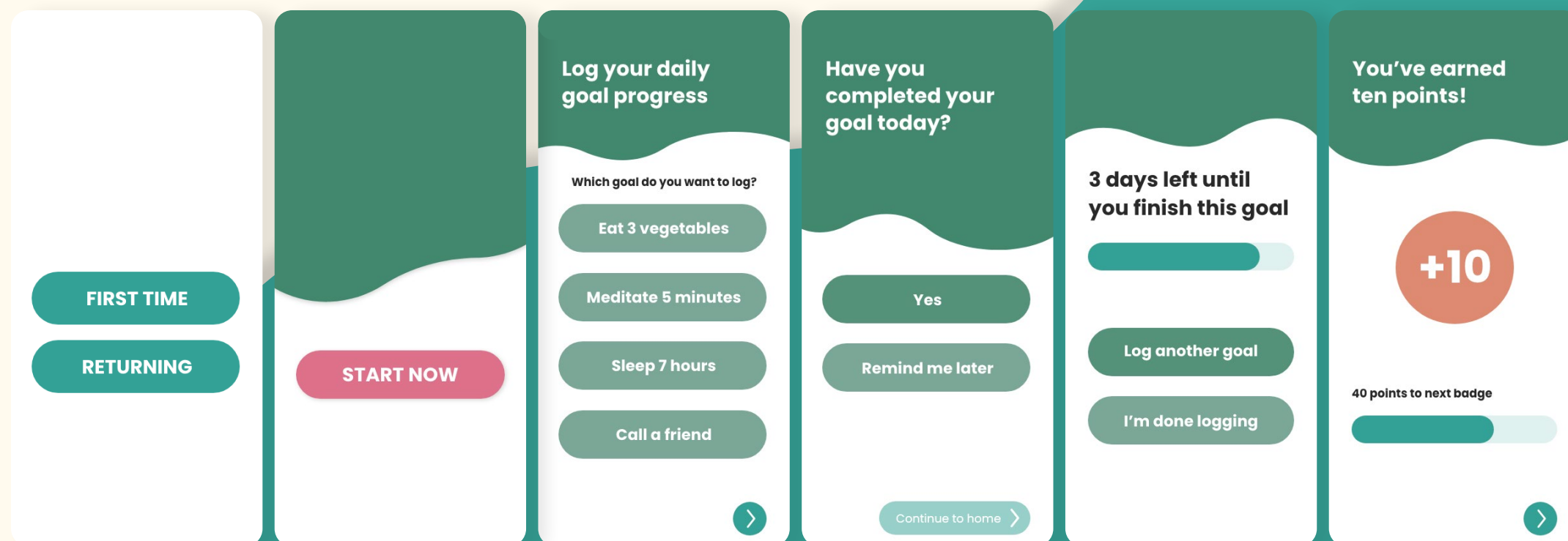
developing style

systemizing colors

A second color challenge we ran into came as we began developing our 8 topics. We knew we needed to find a way to distinguish each topic quickly and simply. The fastest way to create that distinction is through a color system. I proposed a color-code system, where each color had some association with the topic, and the hue would pair well with the base green color.

The concern arose that this would create too much visual conflict because of how bright everything was. I revised the color palette, this time greatly desaturating the colors so they wouldn't feel like

Meditation
Sleep
Exercise
Outdoors
Service
Nutrition
Affirmations
Journaling

they're competing for attention. I created swatches in a range of values for each color, so illustrators could pull in darker or lighter colors and keep their designs looking cohesive across the board.
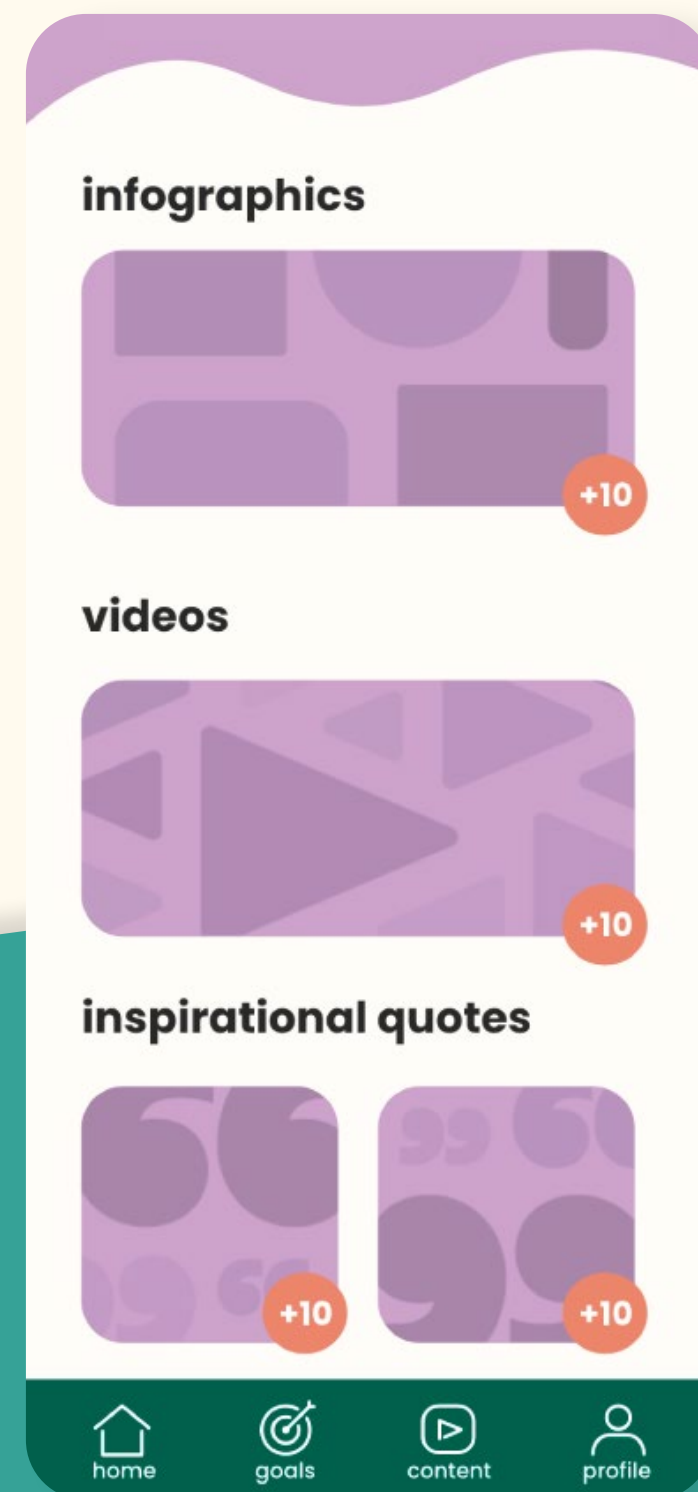
iconography

navigation

A key part of this organization system within the app was the iconography. Navigation is a crucial part of experiencing an app. I crafted a navigation menu with four simple icons that would take people to the pillar pages of the app. Each icon is made of simple lines and is displayed at a small size, but clearly visualizes the section it links to.

Another element of navigating the app and tying things together was creating thumbnails for the different types of content. I needed to create something a user could look at and know what type of content they were going to find after tapping. So I made a simple pattern for each of the three types of content and then applied each topic color.

infographics

+10

videos

+10

inspirational quotes

+10   +10

home   goals   content   profile

iconography

symbolizing topics

Each of the 8 topics in the app needed icon thumbnails. We use symbols to identify things and can recognize them faster than words. So we needed to find a way to teach this symbol system to a new user through repetition, and included icons that imbued symbolism that the user could recognize and quickly associate with that topic.

Some topics had simple symbols associated with them already that made a lot of sense to use right away. Others had a lot to choose from, and others were more abstract and required deeper thinking. I created an initial collection of icons, then sought out feedback. They were working alright, but needed to be simplified.
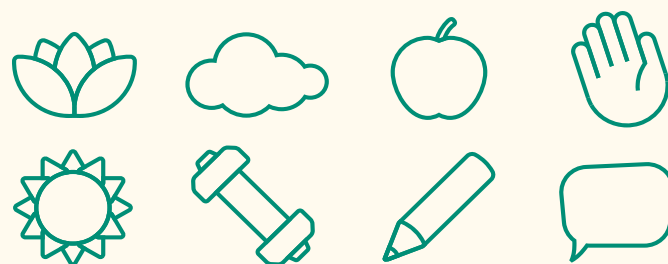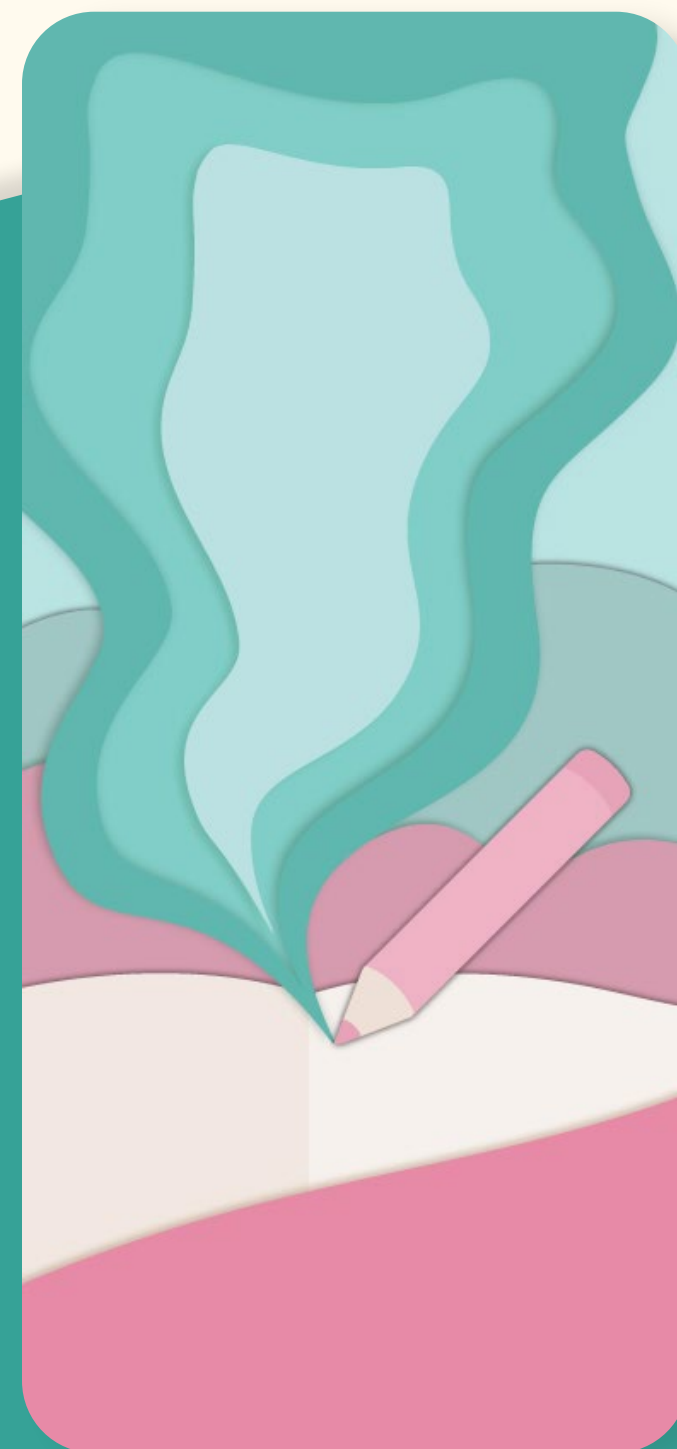
illustrations

following rules

Another team member was primarily responsible for the full-screen illustrations for each topic. We worked closely with each other in discussing the illustration style while she did the bulk of execution. I was brought in to create two illustrations, for the journaling and nutrition topics. She had developed a strong style but her attempts at these illustrations weren't meeting that style.

I created these illustrations following the rules we laid out, using the same sky blue color, using between 7-10 layers, and adding shadows that made it look like they were cut out on top of each other. I also made minor revisions to other illustrations, creating the character design for the meditation graphic.

illustrations

tying it together

As the illustrations progressed, we recognized that there would be value in tying them together with the icons. In some cases, the icons changed to include an element from the illustration. In other cases, the illustrations changed to include the icon.

As we were finalizing the illustrations, I made final revisions to make sure every illustration and icon was tied together. This included changing both the icon and illustration for the service topic by changing the icon to a leaf, then incorporating that leaf shape into the illustration.

This, along with the color system, communicated the connection to the user and created an improved experience.

BEFORE

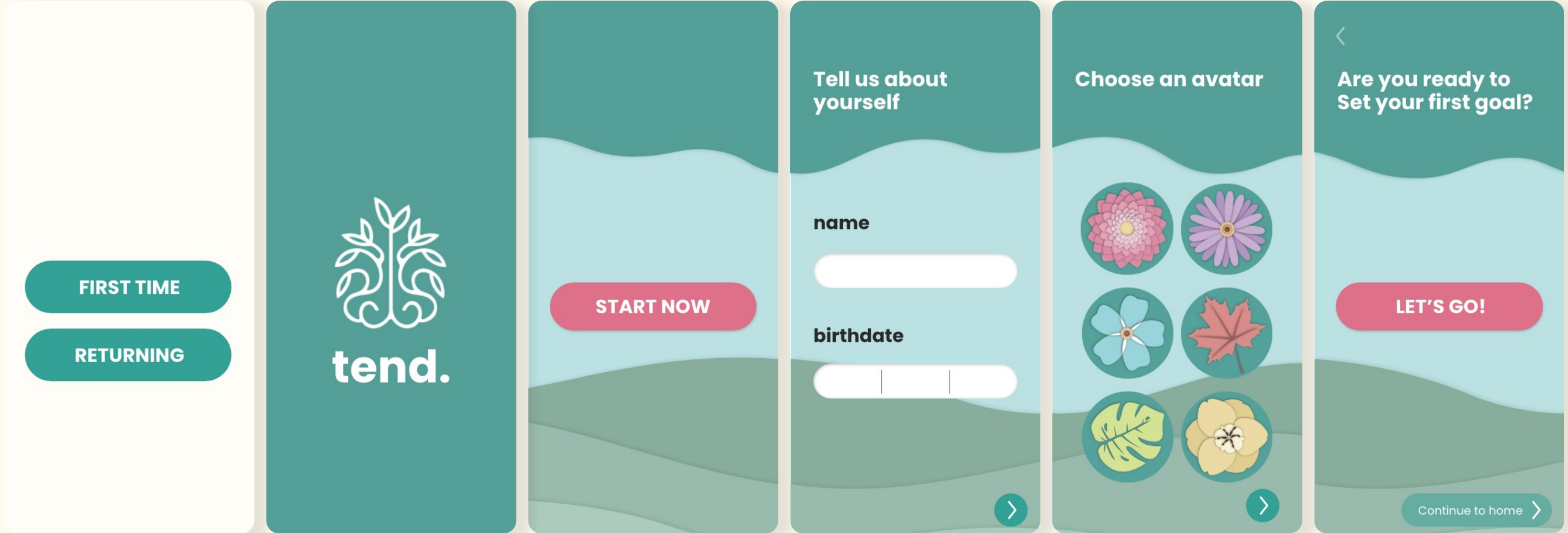**AFTER**

refining the app

adding details

In order to tie the app in better with the illustrations, I applied drop shadows consistently to buttons and introduced a seamless wave across the app. Originally each page had a green wave on the top, but after considering the user experience it made sense to make it flow seamlessly from one screen to the next. This small but intentional decision helped elevate the app design.

At the same time, I decided to add in a seamless background to the launch flow.

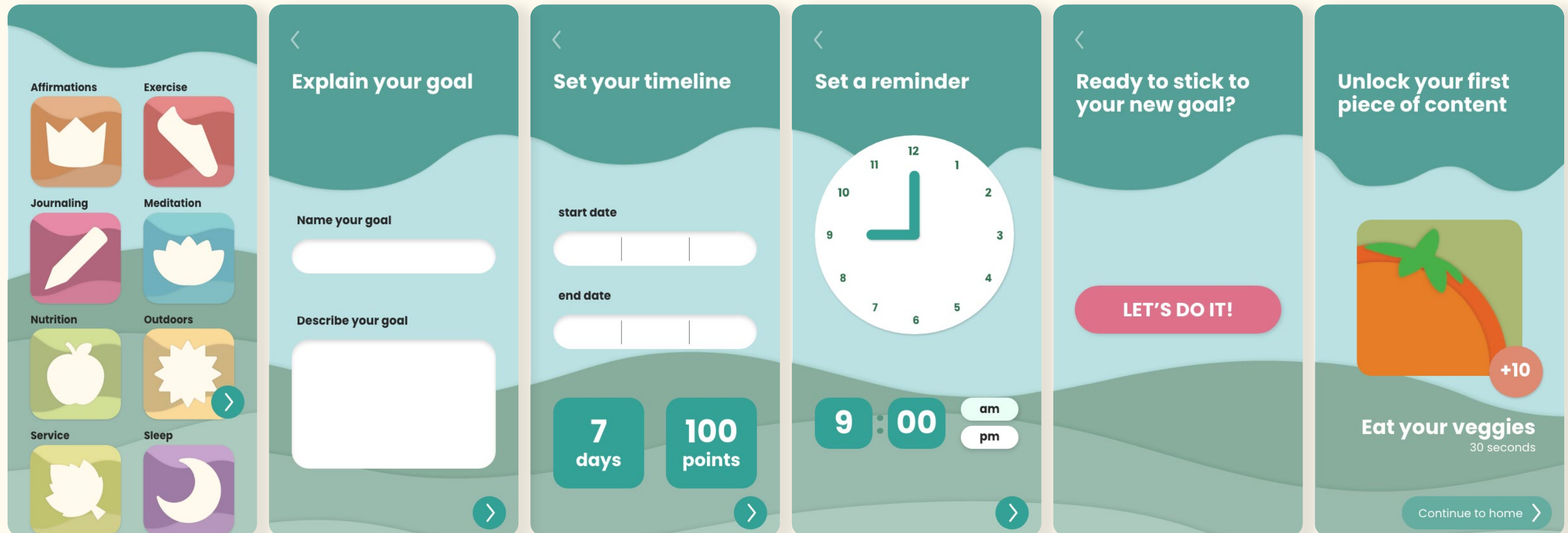While most of the app uses an off-white background, this would have a sky and ground similar to what's found in several illustrations. Adding these illustrated elements created a more immersive launch experience.

first time user flow

FIRST TIME

RETURNING

tend.

Tell us about yourself

name

birthdate

START NOW

Choose an avatar

Are you ready to Set your first goal?

LET'S GO!

Continue to home

goal setting flow

Affirmations

Exercise

Journaling

Meditation

Nutrition

Outdoors

Service

Sleep

Explain your goal

Name your goal

Describe your goal

Set your timeline

start date

end date

7 days

100 points

Set a reminder

9 : 00   am   pm

Ready to stick to your new goal?

LET'S DO IT!

Unlock your first piece of content

+10

Eat your veggies
30 seconds

Continue to home

returning user flow

Welcome back!

GET STARTED

Continue to home ›

‹

How are you feeling today?

– Energy +

›

You've earned 10 points!

+10

40 points to next badge

›

‹

Log your daily goal progress

Which goal do you want to log?

Eat 3 vegetables

Meditate 5 minutes

Sleep 7 hours

Call a friend

›

‹

Have you completed your daily goal?

Yes

Remind me later

Continue to home ›

‹

Continue logging?

3 days left until you finish this goal

Log another goal

I'm done logging

‹

You've earned a new badge!

NUTRITION EXPERT

›

‹

You've unlocked new content

+10

Eat your veggies
30 seconds

Continue to home ›

pillar pages

Screen 1 — My goal progress

My goal progress

680

Sleep 7 hours

View my goals ›

View weekly progress

Discover content

home · goals · content · profile

Screen 2 — my goals

my goals

Sleep 7 hours

Log progress ›

Eat 3 vegetables

Log progress ›

Meditate 5 minutes

Log progress ›

home · goals · content · profile

Screen 3 — content library

content library

Sleep

Exercise

Journaling

Meditation

Nutrition

Outdoors

home · goals · content · profile

Screen 4 — Abigail

Abigail

840 points

view goals

100 points

home · goals · content · profile

Screen 5 — weekly overview

weekly overview

mood log

S M T W T F S

Energy

goal log

Sleep 7 hours
Eat 3 vegetables
Meditate 5 minutes
Call a friend

points   badges

home · goals · content · profile

Screen 6 — journaling

journaling

infographics

+10

videos

home · goals · content · profile

profile pages

Abigail
840 points

view goals

100 points

Switch avatar

Mood history

Moods

Sad Unhappy Neutral Happy Joyful

S M T W T F S

September 2021

October 2021

Daily mood log

neutral

8 November 2021

Journal entry

I'm just kind of losing my mind. No big deal. Advanced Visual Media is just consuming my life.

The group is totally awesome and the project is going to turn out great! I should probably focus on sticking to my goals more.

Journal history

Journal entries

The app design project? It's going great so far! No problems, a great group – everything is awesome!

11 October 2021

I'm just kind of losing my mind. No big deal.

Add journal entry

What are you thinking about right now?

Save journal entry

Point history

+10 **Read infographic**
3 October 2021

+10 **Read infographic**
3 October 2021

+10 **Read infographic**
3 October 2021

+10 **7 day streak**
3 October 2021

+10 **Read infographic**
3 October 2021

Badges earned

home goals content profile

content pages

View the full app at

takeaways

a complex journey

One of the big ironies of this project is that while we worked to craft a fairly linear user journey for our audience, the process of creating this app was definitively non-linear. There were so many moving parts, and so many things happening concurrently with each other.

Design decisions needed to happen at so many checkpoints, and decisions in one lane would then carry over and impact other lanes. Managing this complex project was no easy feat, but because of the hard working, creative minds involved it was ultimately successful.

Throughout the project I was repeatedly asking myself how a user would respond to the design. Does the layout or system make sense? Is it easy to use? Will the user understand what we're asking them to do? These are factors that don't always come into play in other areas of design. But learning to ask these questions has shaped how I approach design across the board.

User experience design is ultimately just good design. The key distinction between art and design is that design is intended to communicate a clear message. User experience design just takes that idea a step further by placing that design into a tangible product that a user will see, touch, and experience.

Get in touch!

deborahjowen@gmail.com

253.278.0509

Tatjana Ormerod

meet the designer

Tatjana is a French, Swiss, and Canadian Artist and Designer. She has always had a passion for art and design. She is currently majoring in Interdisciplinary Studies. Her concentration is in Visual Communication and Business. Her major includes certificates in Graphic Design, Interior Design, and General Education.

Throughout her life, Tatjana has enjoyed learning different types of art and design. She started her artistry with sketching and painting, then later on, she discovered her love for graphic, interior, and floral design.

roles

Brand Exploration, Infographic Design, Animation, Illustration, Storyboard Artist.

Tatjana Ormerod
graphics + animation

developing the style

mood boards

Jumping right in I knew that the style would be important to establish early on. This would include the app style, colours, typefaces, and illustration style.

To help out in this process I collected images to create a mood board of potential colour schemes we could use. From our collected work, it looked like greens and blues along with an accent colour was most popular.

Additionally, I did some research and created another mood board looking at the types of app styles out there.

#85CBCC #A8DEE0 #F9E2AE #FBC78D #A7D676

#205072 #329D9C #56C596 #78E495 #CFF4D2

#35BBCA #0191B4 #F8D90F #D3DD18 #FE7A15

#3B5284 #5BA8A0 #CBE54E #94B447 #5D6E1E

developing the style

assets ideation

In small groups we also collected and created mood boards of the quality, not necessarily style, we wanted to achieve for each of our desired content pieces. I helped out on the app section, collecting images for skins, illustrations, line icons, icons/badges, and screens.
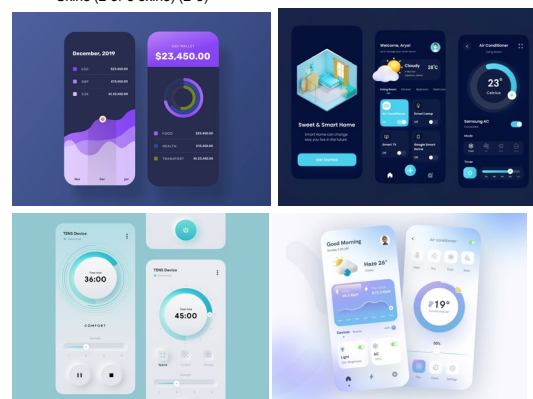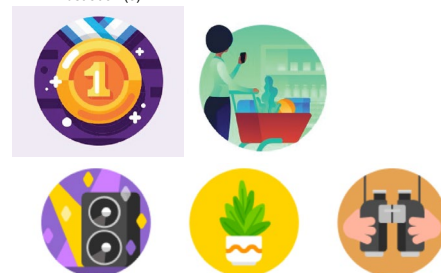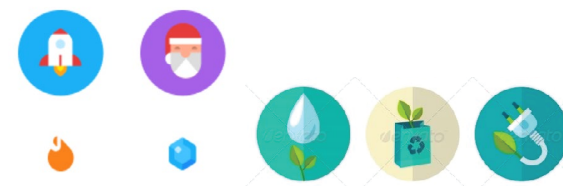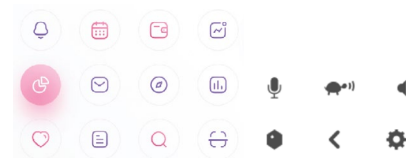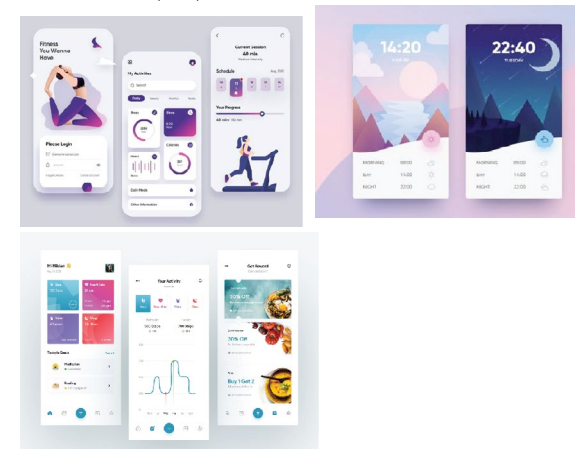
developing the style

app ideation

Although I had limited experience with UX design before this project, I was able to help sketch out some screen ideas. In the early ideation phase, I also helped Deborah in mapping out the app. This required me to look at examples to better understand what we were doing.
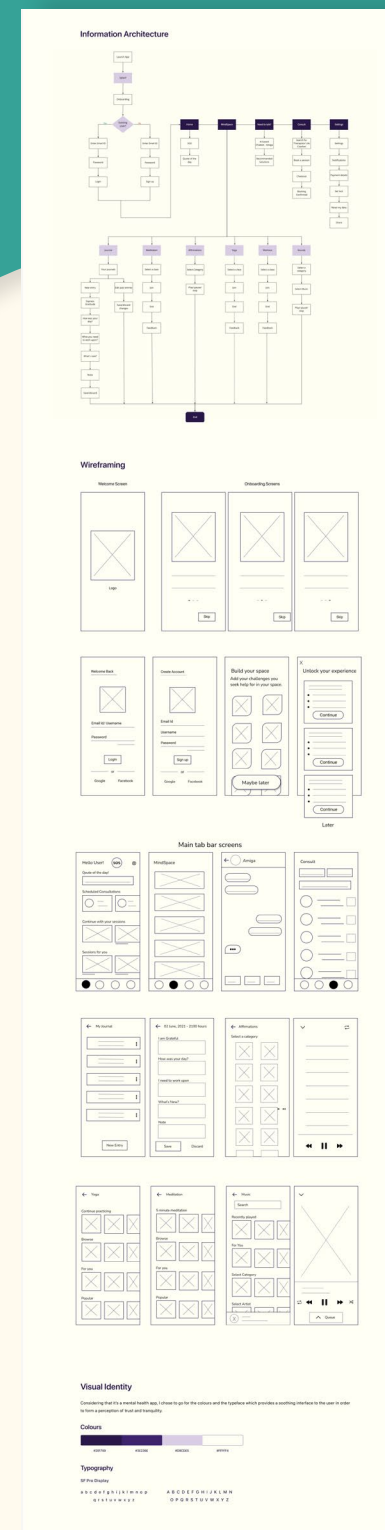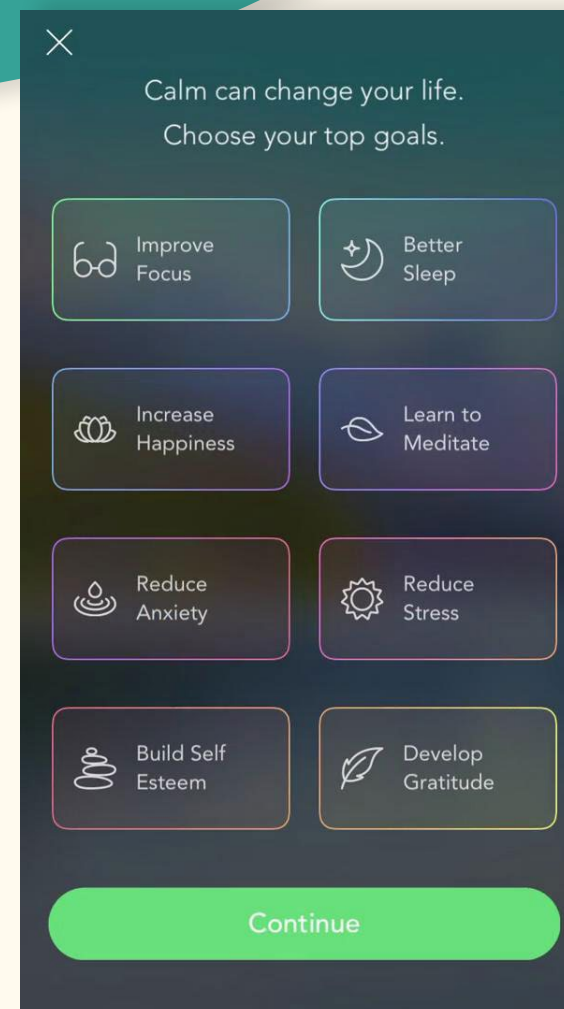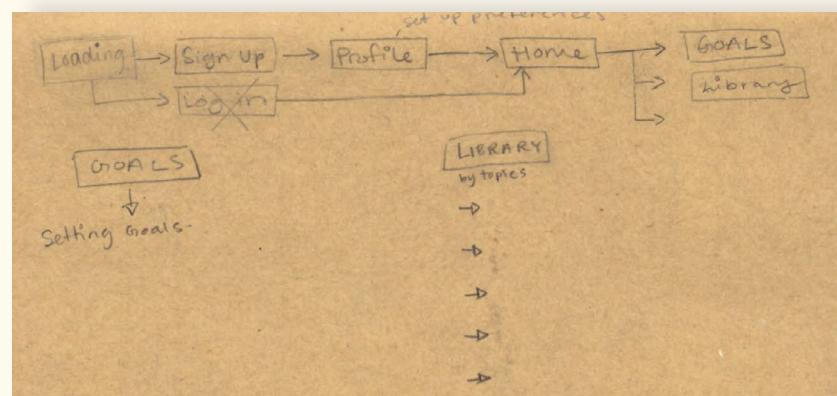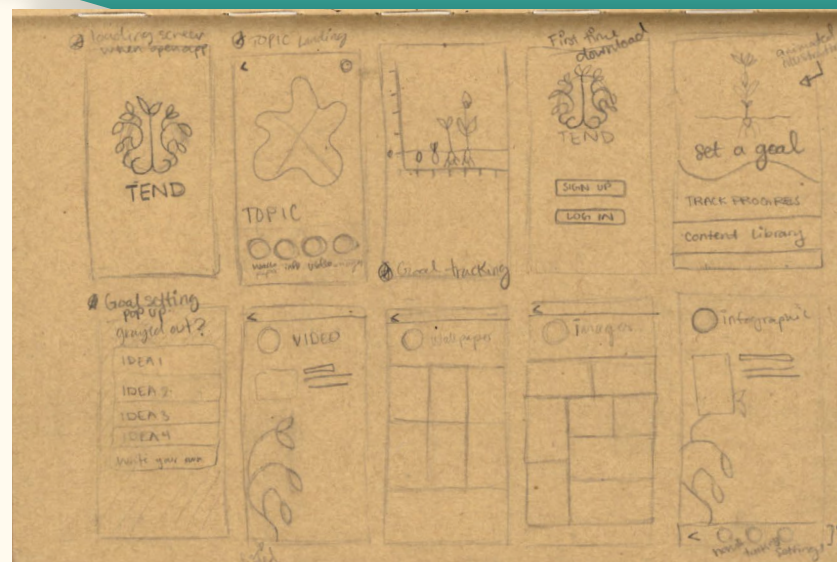
developing the style

logo ideation

In the first couple of weeks, we explored different app names and potential logo designs. I sketched out some options for an app called GOALZ. The idea was that the Z would turn into a progress arrow. Part of my sketching included a small loading screen animation.

developing the style

icon ideation

Once we decided on the name tend. for the app, I started doing some sketching for icons. The app name came from the idea of tending a garden, but in this case tending the mind. This led me to think about incorporating plants into the icon designs. I sketched out various icons to represent the eight different topics our app would include, as well as some other icons that could be used such as a home button.

Additionally, I vectorized some of these sketches to show my team. This helped us decided we wanted to go in a different direction for the style of the app.

Being Outside

Journaling
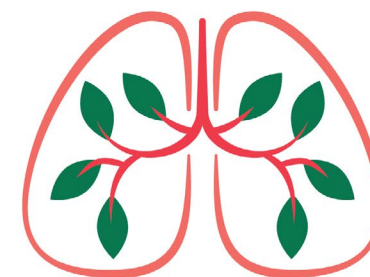
Exercise

Meditation

Sleep

Service

Nutrition 1

Nutrition 2

Positive Affirmation

home

Logo Variations

settings

content library?
setting goals?
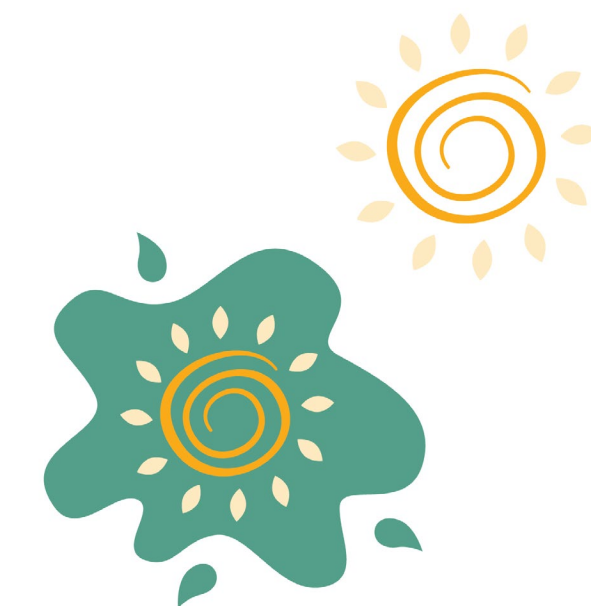
infographics

journaling

For the inforgraphic, I listed a couple potential topics I could cover. I opted to combined some of my ideas and make one infographic that would cover the why, what, where, when, and how of journaling. I executed my sketch in a first attempt before attempting a different design with the same content.

After receiving some feedback from mentors, I simplified the design. I selected only one of the previous categories covered in the infographic and created additional illustrations. I chose colours from the topic colour pallet that had been set by the Art Director.

JOURNALING

· Why Journal?

· how to get started?

· what to journal?

· what, where, when, how, & why of Journaling

· Tips for Journaling

· Journaling prompts

JOURNALING
Why?
FUN FACT
What?
Ideas
—everyday life
—impressions feelings
—answer prompts
Where & When
How
what to get
· fun pens
· stickers
· journal timeline
@tend.

JOURNALING

WHY

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis
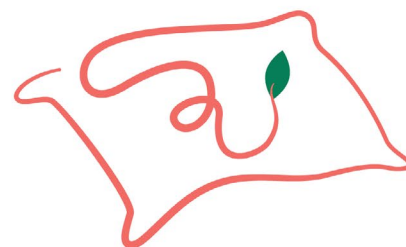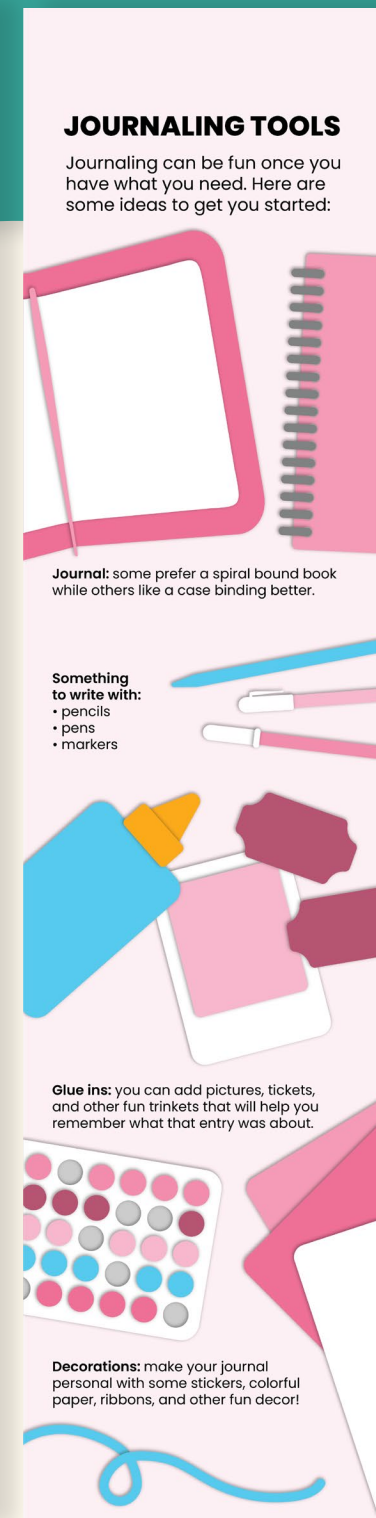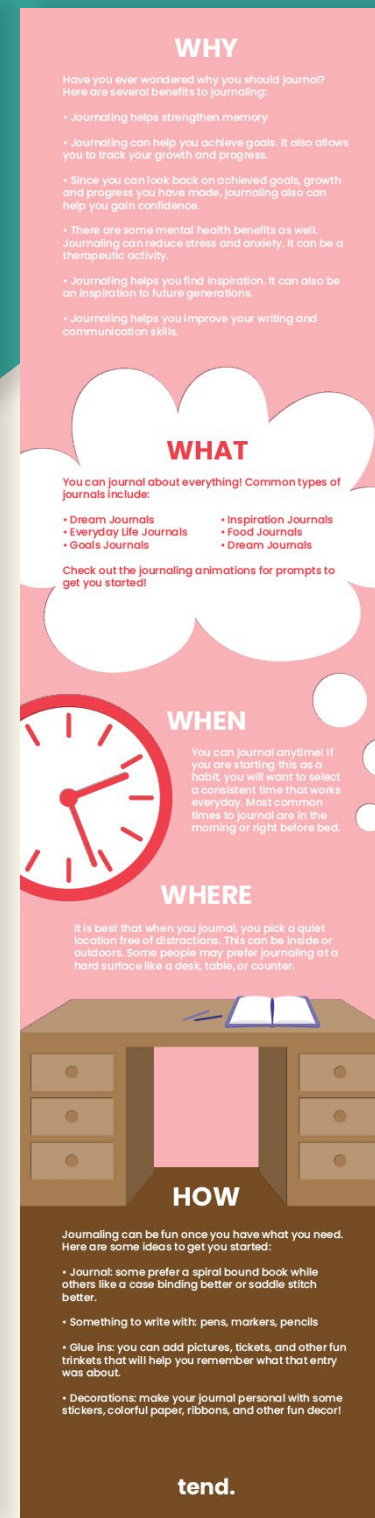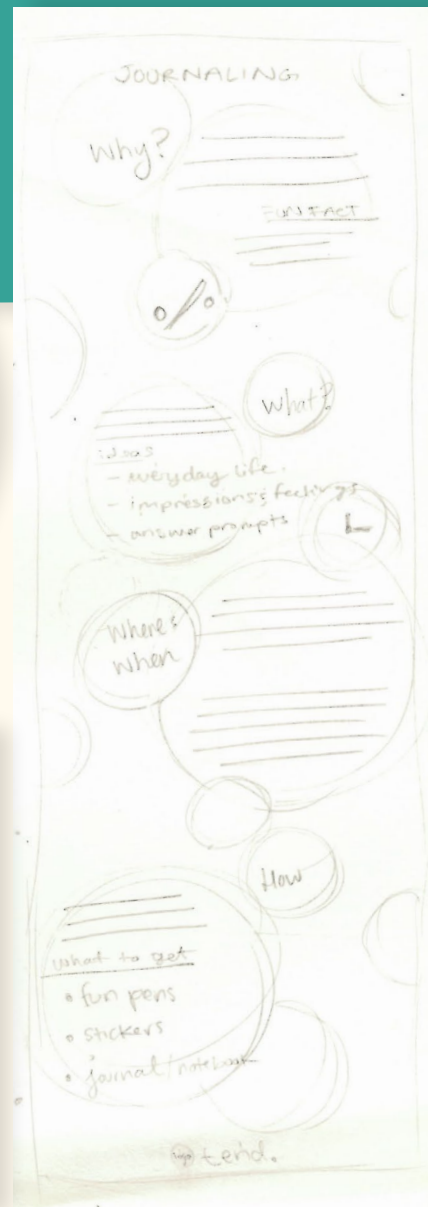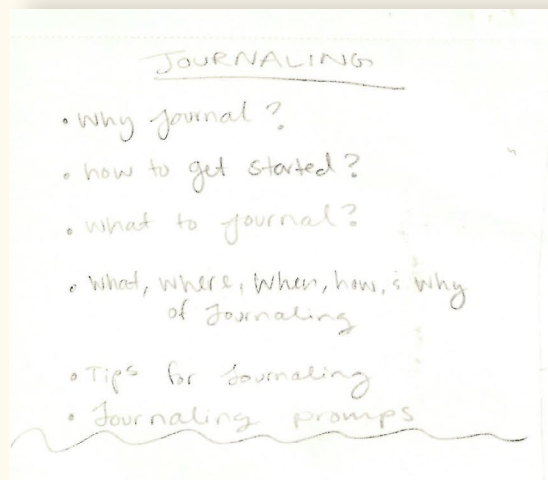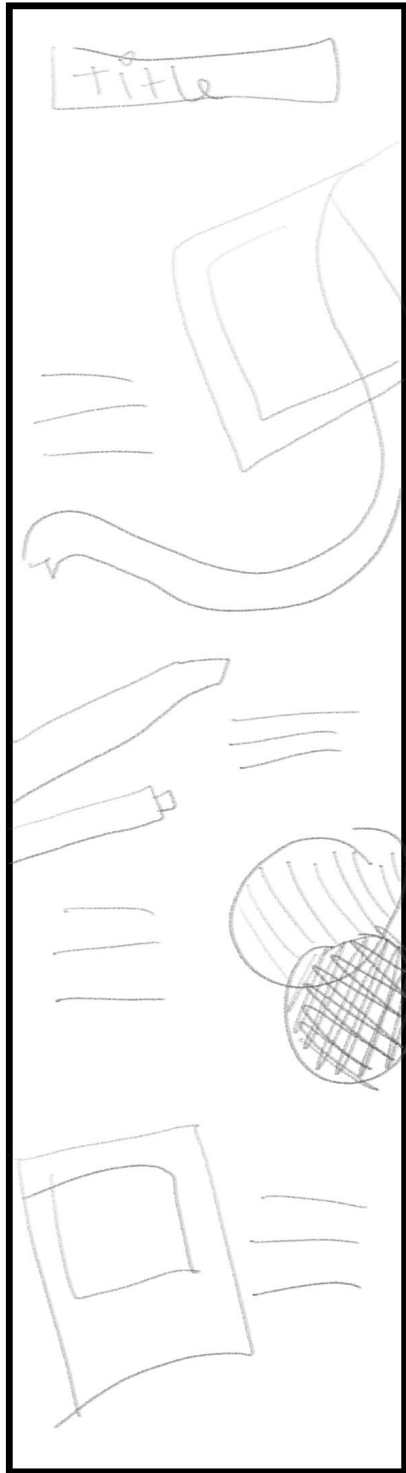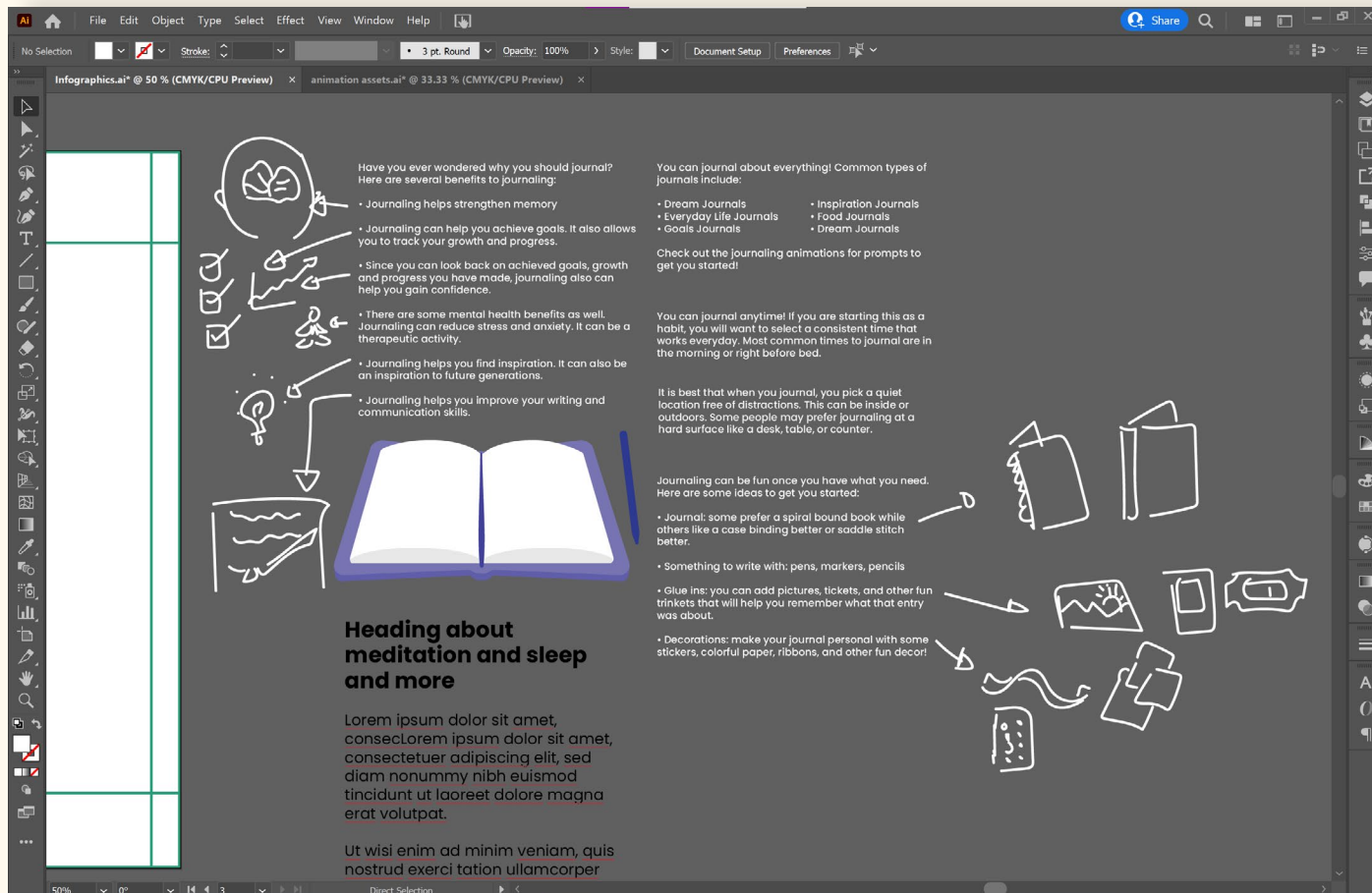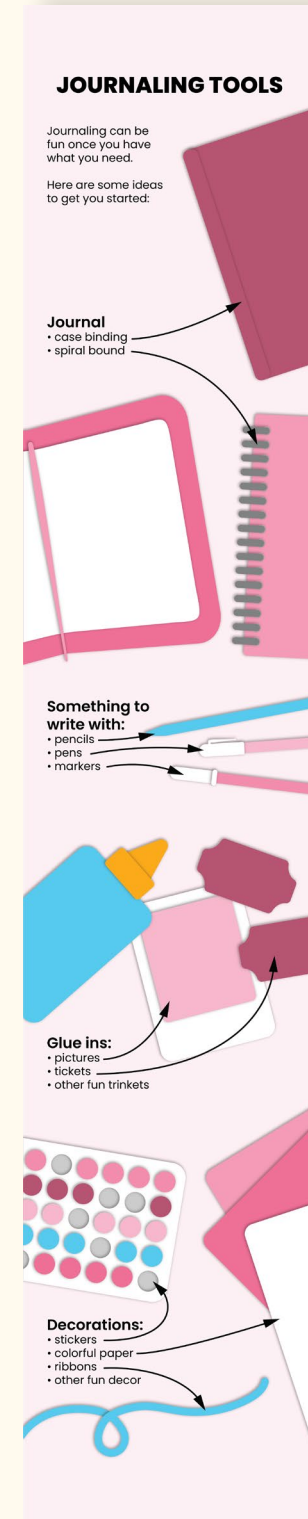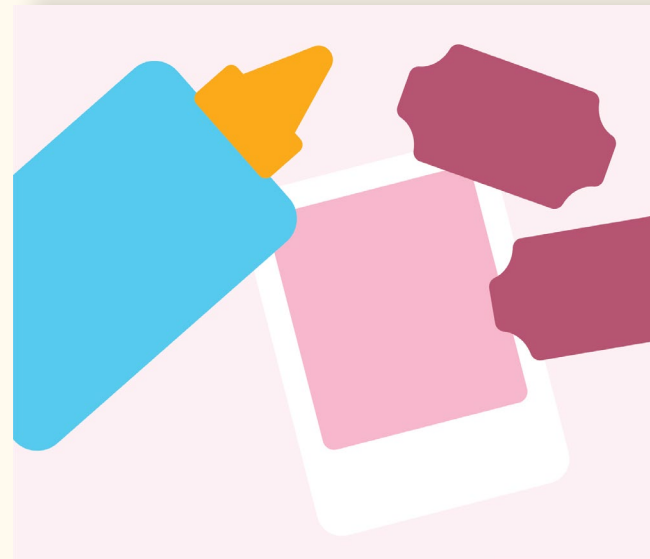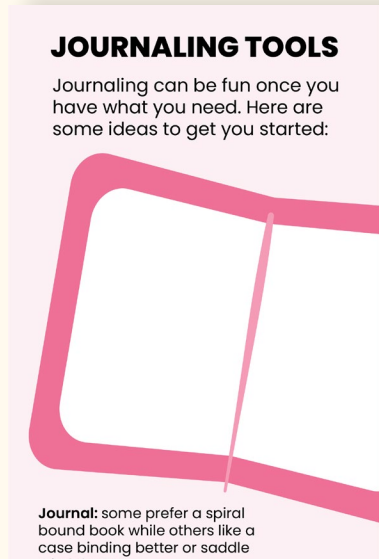
FUN FACT:
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IDEAS:
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—Ut wisi enim ad minim veniam,
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WHAT

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo

WHERE & WHEN

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in

HOW

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WHAT TO GET:
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—sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.
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WHY

Have you ever wondered why you should journal? Here are several benefits to journaling:

• Journaling helps strengthen memory

• Journaling can help you achieve goals. It also allows you to track your growth and progress.

• Since you can look back on achieved goals, growth and progress you have made, journaling also can help you gain confidence.

• There are some mental health benefits as well. Journaling can reduce stress and anxiety. It can be a therapeutic activity.

• Journaling helps you find inspiration. It can also be an inspiration to future generations.

• Journaling helps you improve your writing and communication skills.

WHAT

You can journal about everything! Common types of journals include:

• Dream Journals
• Everyday Life Journals
• Goals Journals
• Inspiration Journals
• Food Journals
• Dream Journals

Check out the journaling animations for prompts to get you started!

WHEN

You can journal anytime! If you are starting this as a habit, you will want to select a consistent time that works everyday. Most common times to journal are in the morning or right before bed.

WHERE

It is best that when you journal, you pick a quiet location free of distractions. This can be inside or outdoors. Some people may prefer journaling at a hard surface like a desk, table, or counter.

HOW

Journaling can be fun once you have what you need. Here are some ideas to get you started:

• Journal: some prefer a spiral bound book while others like a case binding better or saddle stitch better.

• Something to write with: pens, markers, pencils

• Glue ins: you can add pictures, tickets, and other fun trinkets that will help you remember what that entry was about.

• Decorations: make your journal personal with some stickers, colorful paper, ribbons, and other fun decor!

tend.

JOURNALING TOOLS

Journaling can be fun once you have what you need. Here are some ideas to get you started:

Journal: some prefer a spiral bound book while others like a case binding better.

Something to write with:
• pencils
• pens
• markers

Glue ins: you can add pictures, tickets, and other fun trinkets that will help you remember what that entry was about.

Decorations: make your journal personal with some stickers, colorful paper, ribbons, and other fun decor!

Handwritten notes

Journaling

→ materials?
• journal
• pens
• stickers
• pictures
• other items
  — tickets
  — flyers

title

JOURNALING TOOLS

Journaling can be fun once you have what you need. Here are some ideas to get you started:

Journal: some prefer a spiral bound book while others like a case binding better or saddle stitch better.

...will help you ...y was about.

...urnal ...rs, colorful ...fun decor!

JOURNALING TOOLS

Journaling can be fun once you have what you need.

Here are some ideas to get you started:

Journal:
• case binding
• spiral bound

Something to write with:
• pencils
• pens
• markers

Glue ins:
• pictures
• tickets
• other fun trinkets

Decorations:
• stickers
• colorful paper
• ribbons
• other fun decor

Adobe Illustrator workspace

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• Decorations: make your journal personal with some stickers, colorful paper, ribbons, and other fun decor!

Heading about meditation and sleep and more

Lorem ipsum dolor sit amet, consecLorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna erat volutpat.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper

infographics

service

One of my teammates had created a sketch for this infographic and had attempted to vectorize it. The responsibility fell on me to complete it. I understood where she was going with her idea; however, I was given the freedom to change it up as I saw fit. I decided to match it to the style of the other infographics that had been created at the time. This meant having information clustered and divided by visuals.

My first draft was pulled from assets that had been created by other team members and modified to fit in the scene created for the infographic.
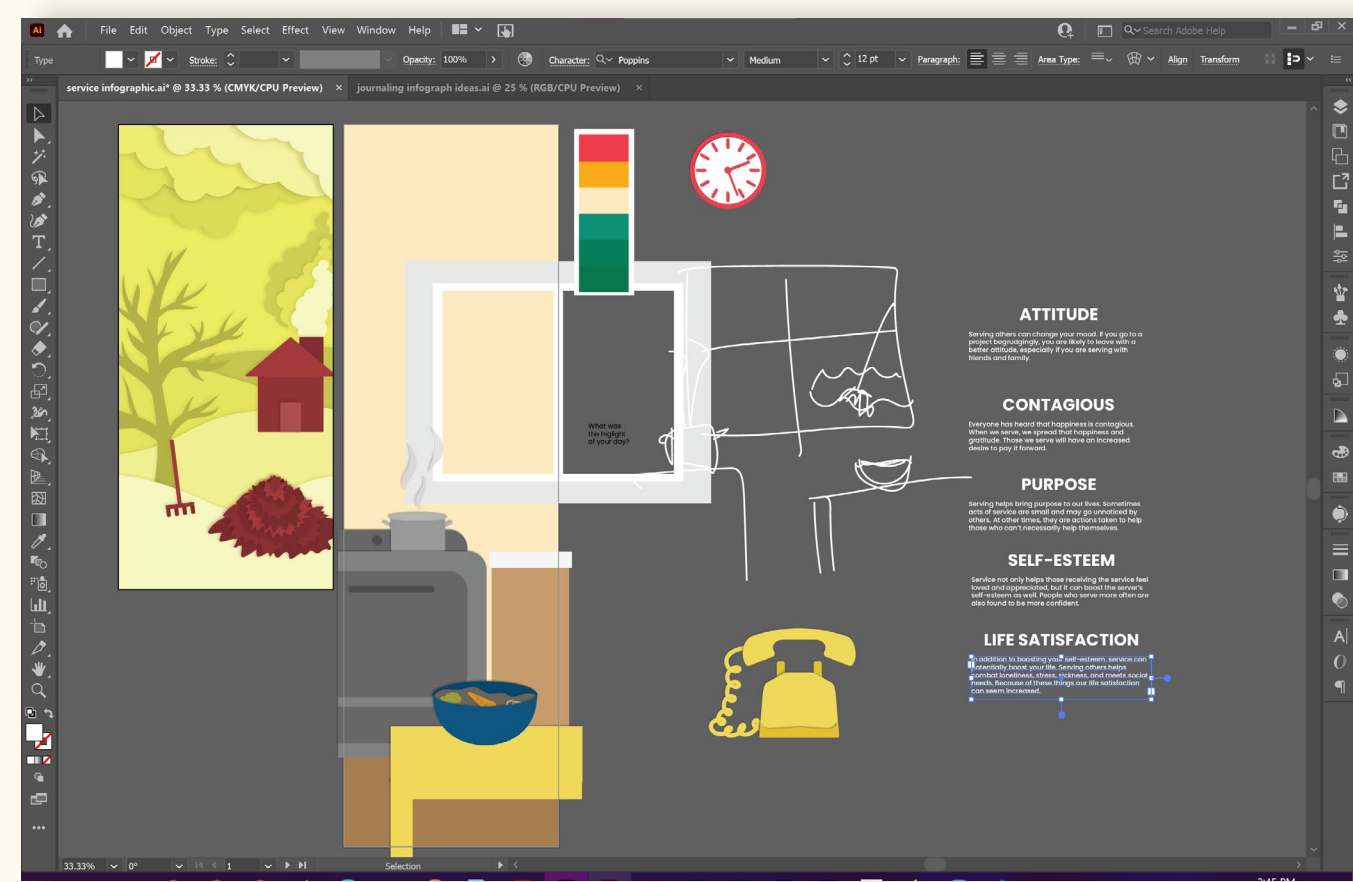
My second draft, which with some slight tweaking, ended up being the final look for the service infographic. As mentioned with the journaling infographic, it was suggested to create visuals with small amounts of text to support the visual. After doing some sketching and ideation, this last draft meant that the infographic was now a list of service ideas someone could do.

How you can serve?

Service benefits

write a card

donate some items

collect food donations

Make and write cards for people at retirement homes.
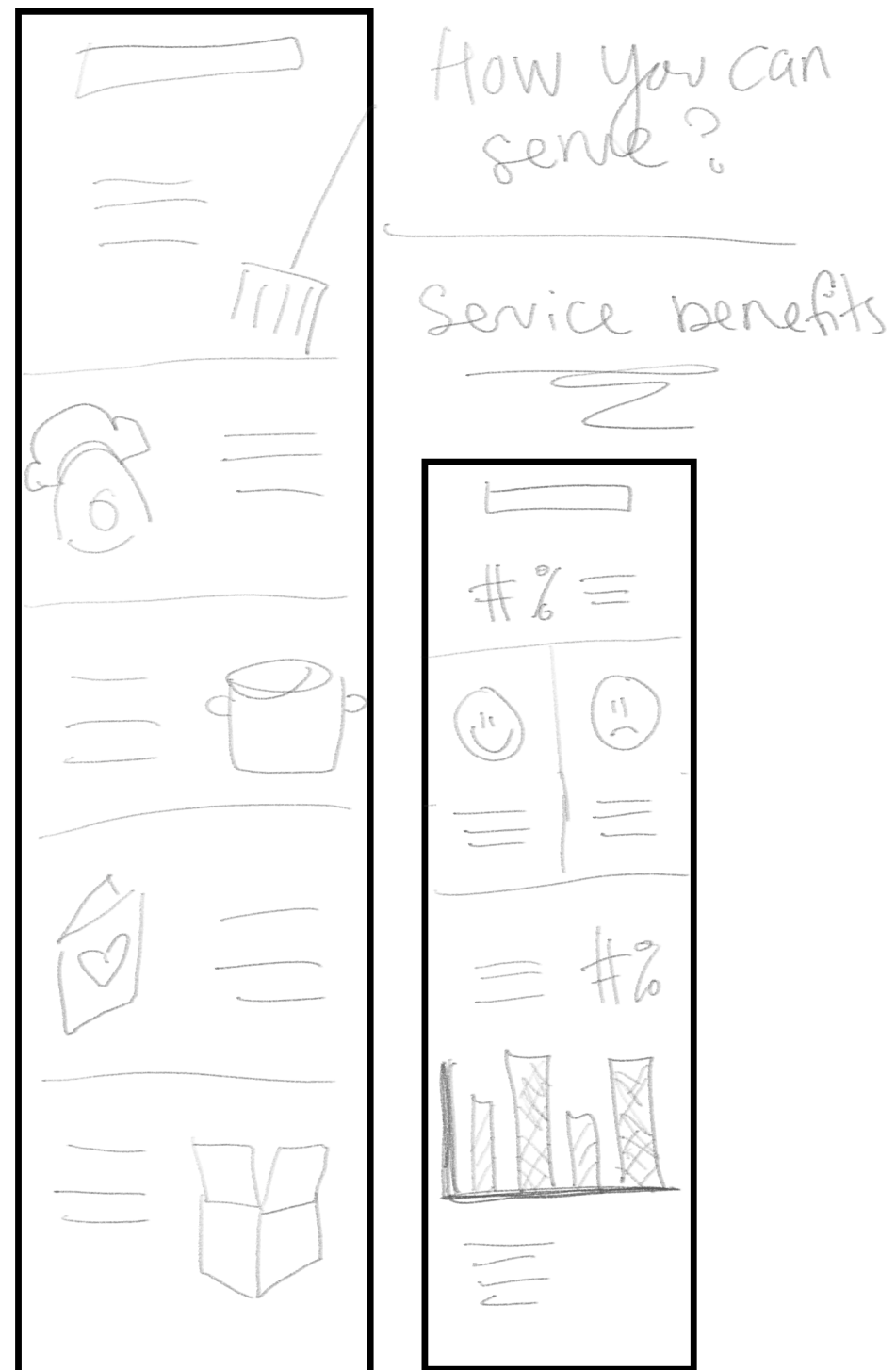
Volunteer at a local food bank.

Make blankets for the homeless.

Collect unused items in your home and donate them.

Offer to help clean someone's home.

Share a meal with a family in your neighborhood.

SERVICE IDEAS

Collect unused items in your home and donate them.

Give out blankets to the homeless.
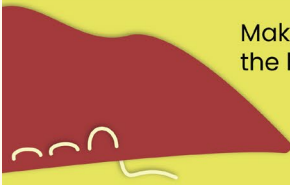
Make and write cards for people at retirement homes.

Volunteer at a local food bank.

Offer to help clean someone's home.

Share a meal with a family in your neighborhood.

animations

journaling

The animations were an interesting challenge. We decided to do stop-motion as the type of animation. This was a good choice as it could emphasize our paper cut-out style further. This meant the animations could look like it was comprised of multiple shots taken of paper that had elements slightly moved for each scene.

When I started the ideation for this animation, I listed some journaling prompts. As a team we thought that the animations could later be used on social media, so the animation team was instructed to use a square ratio.

My first draft was extremely boring. My second draft was visually more interesting; however, it still moved very slowly.

first and second drafts

5 journaling promps to get you started

1 write about yourself

2 write about your pet

3 write about a favorite teacher

4 write about an accomplishment

5 write about your favorite vacation

5 journaling prompts to get you started

1 write about yourself

2 write about your pet

3 write about a favorite teacher

4 write about an accomplishment

5 write about your favorite vacation

By the third draft, we had changed the dimensions of the animations to be the size of the app screen. With this change, I sketched out some new ideas for the animation. I even looked at making multiple smaller animations.

I ended up simply revising the current animation to have colours, as well as the character style to align better with the app style. I added more scenes to switch between and quickened the pace of the animation. This made the animation a lot more interesting to look at.

Go to the link below to see the different journaling animation drafts:

https://bit.ly/3IDfY3E

5
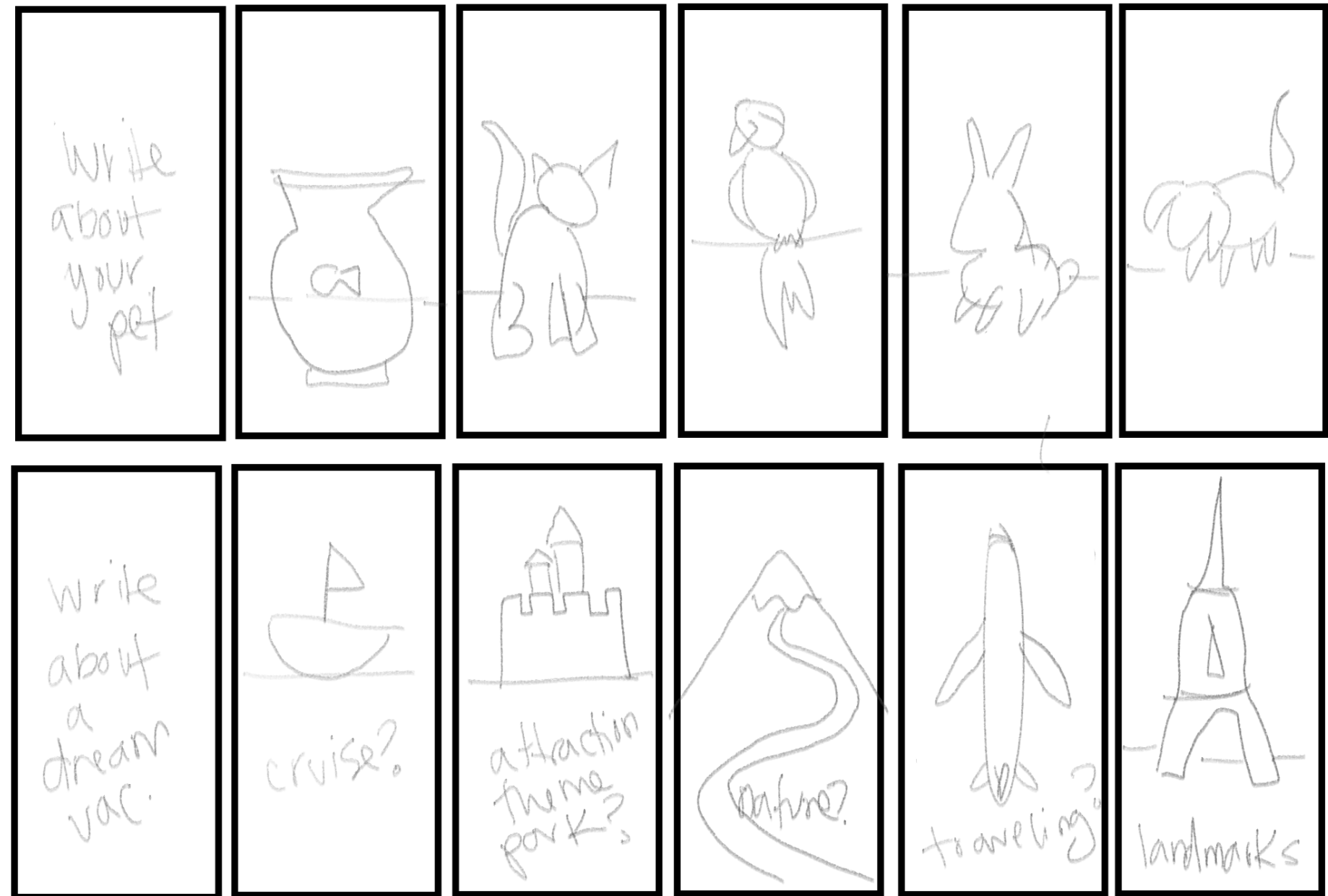
journaling prompts
to get you started

5

journaling prompts
to get you started

1

write about
yourself

1

write about
yourself

2

write about
your pet

2

write about
your pet

3

write about a
favorite teacher

3

write about a
favorite teacher

4

write about an
accomplishment

4

write about an
accomplishment

5
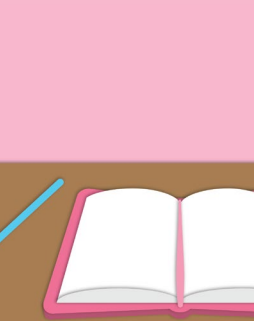
write about your
favorite vacation

5

write about your
favorite vacation

animations

affirmations

The affirmations animation was also assigned to me after one of my teammates had drawn a sketch. I decided to execute the sketches to the best of my ability.

I faced similar challenges to the journaling animation. My first draft was very slow, even with switching between scenes. The style matched my journaling animation, but it was very clear we had all interpreted the paper cut-out style a little differently.

reference used
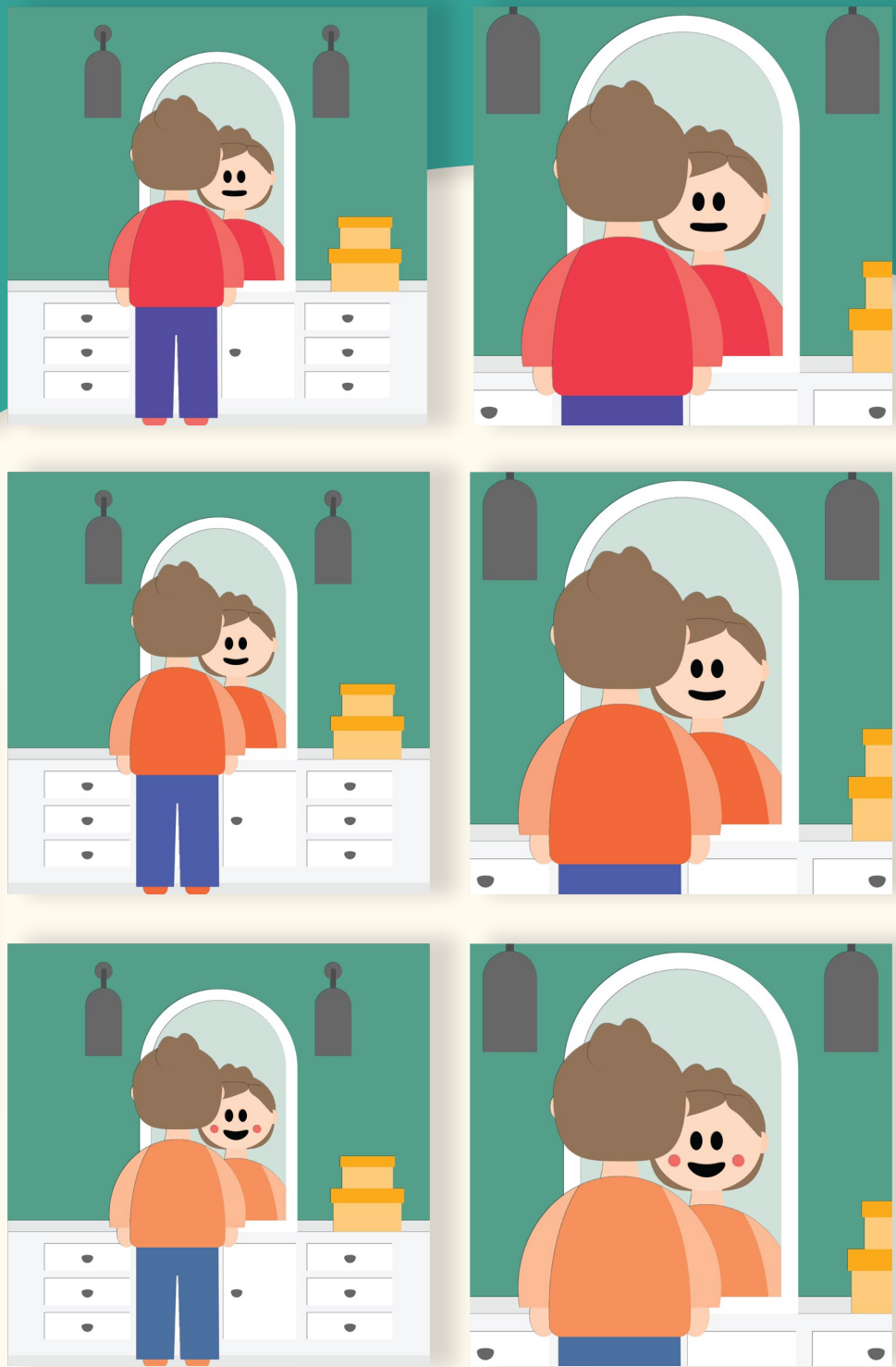
For my second draft for this animation, I considered adding some different scenes. I started executing those scenes; however, it wasn't working out as I had envisioned. I went back to the original scenes while applying the new character style.

In both the first and second drafts, I strived to tell the story of a girl who may not be as confident in herself at first, but as she starts to say positive affirmations each day, she brightens up and becomes more confident in herself.

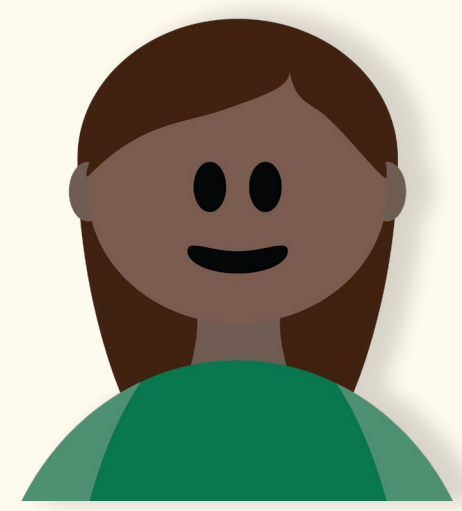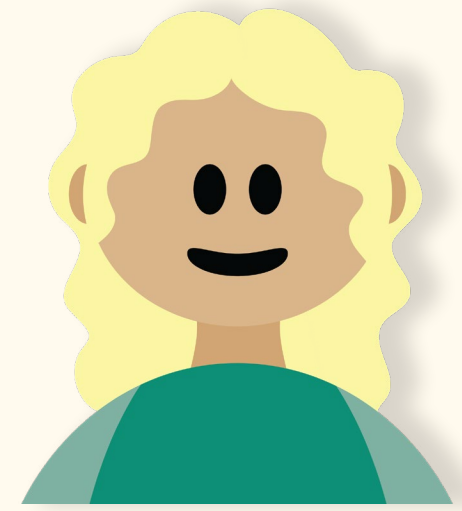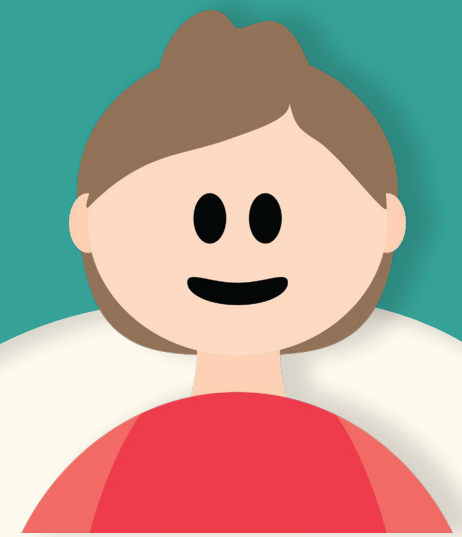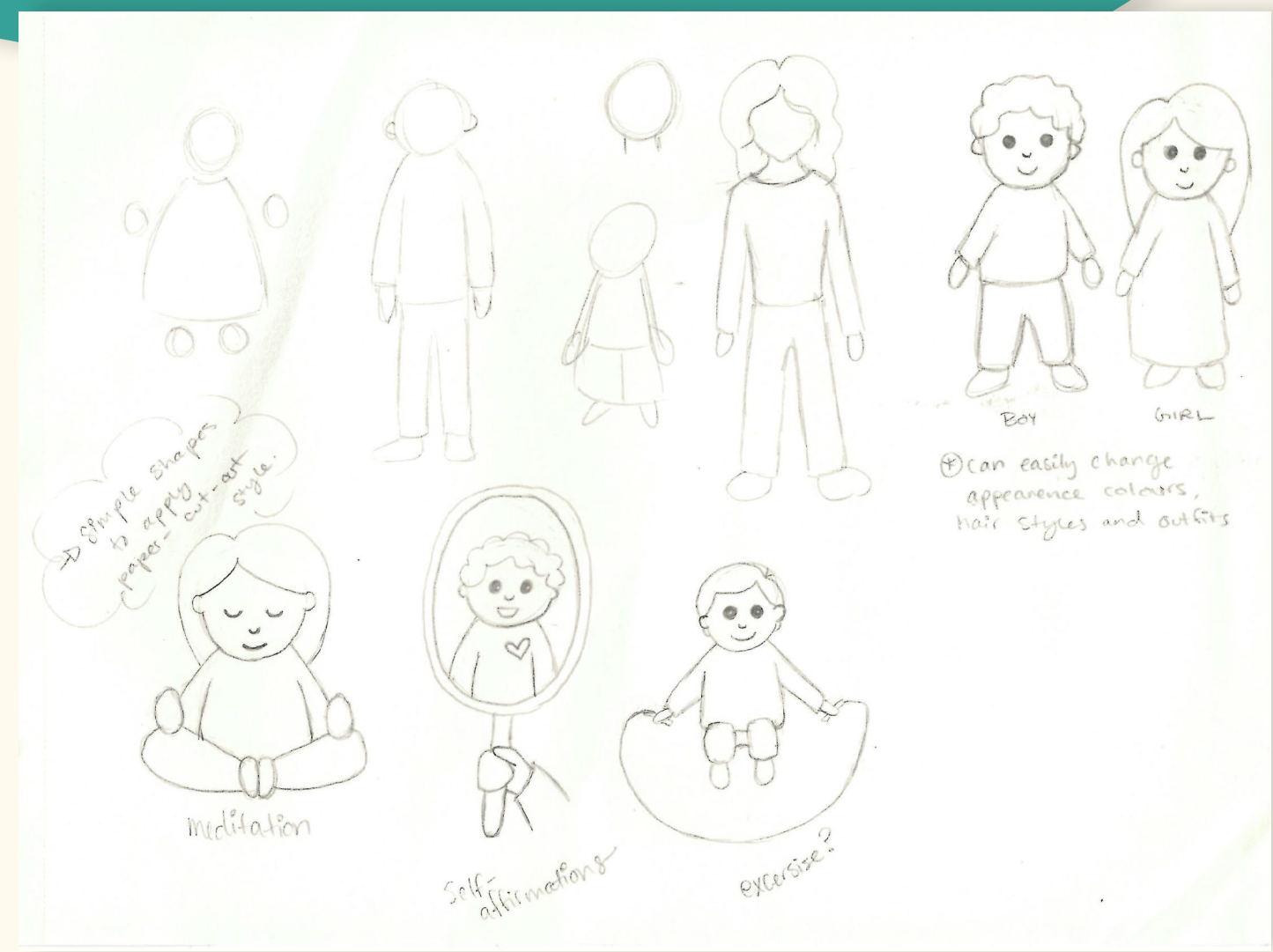Go to the link below to see the different affirmations animation drafts:

https://bit.ly/3EINAdM
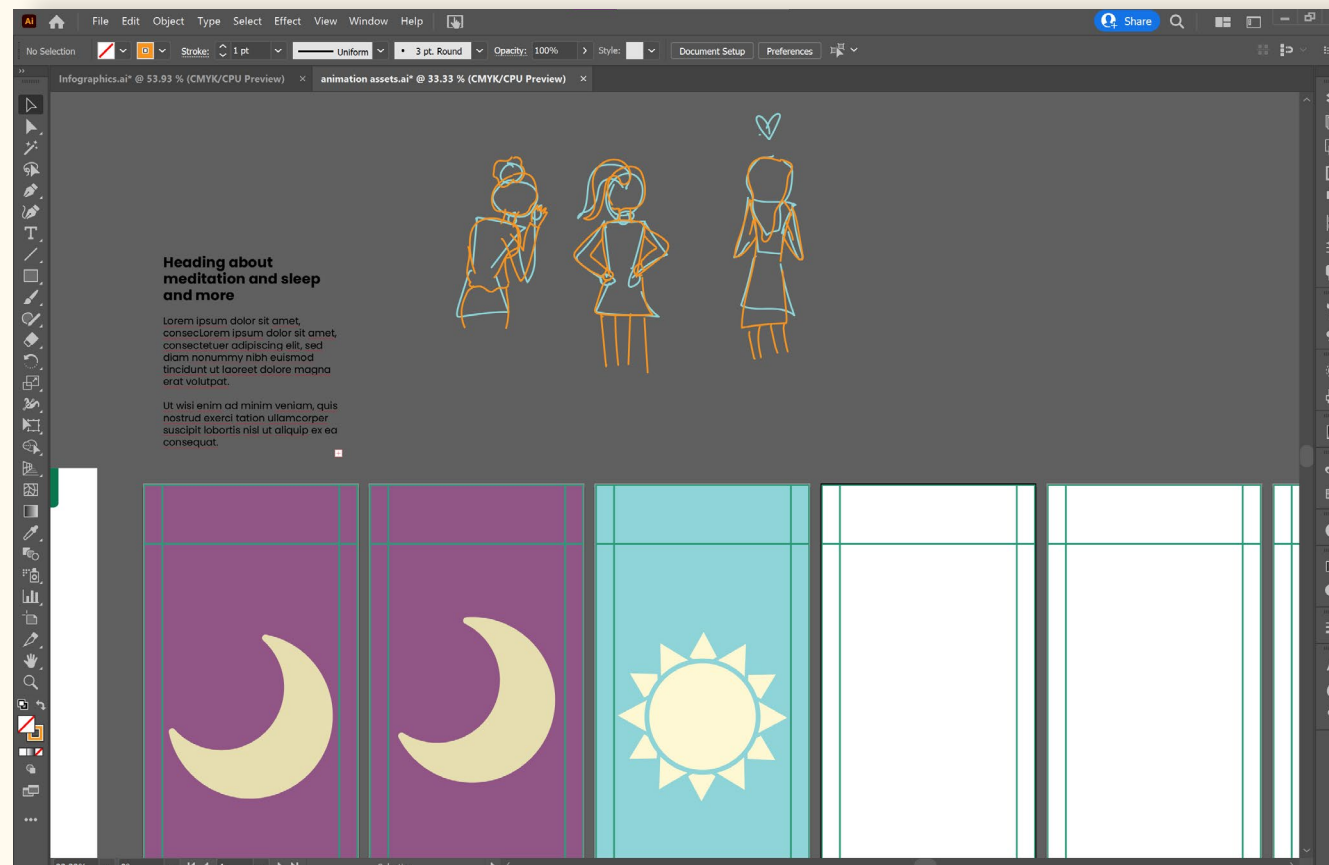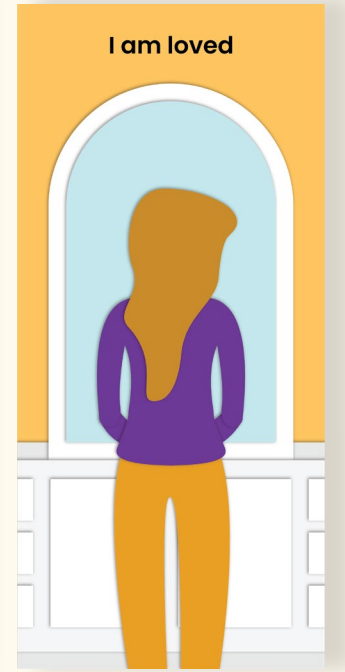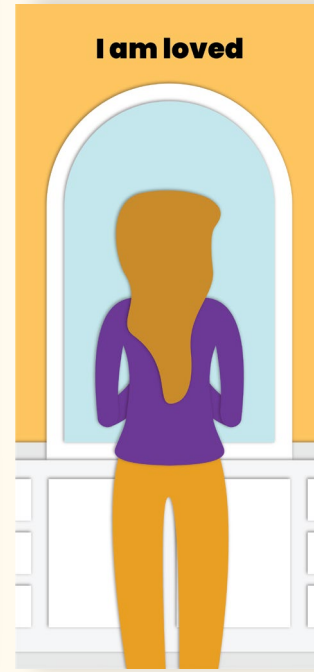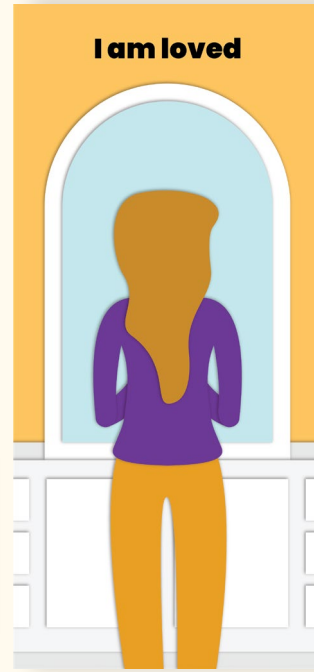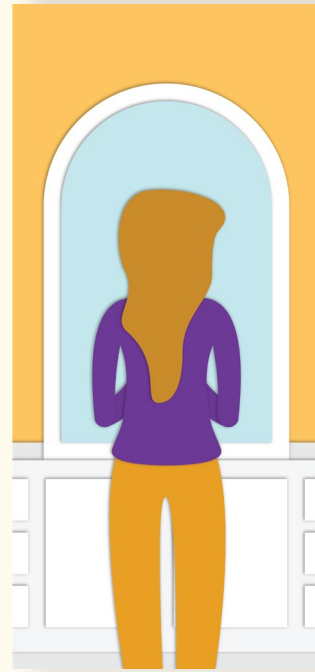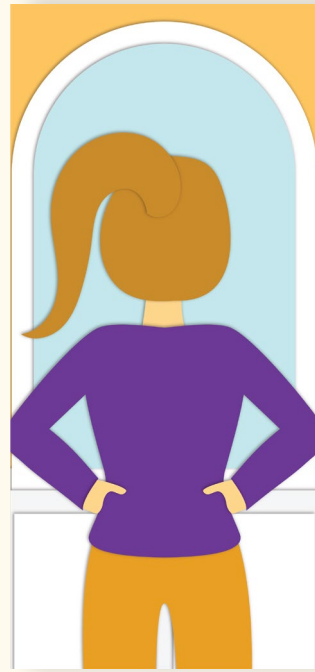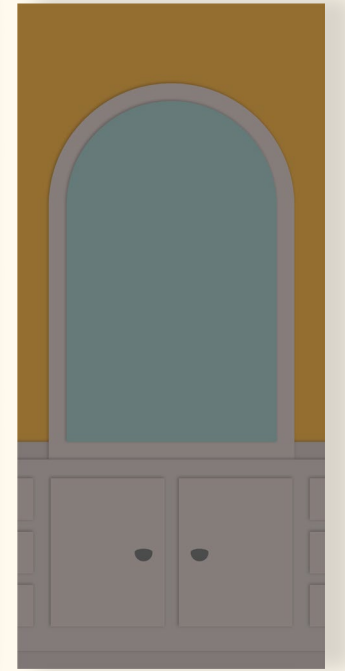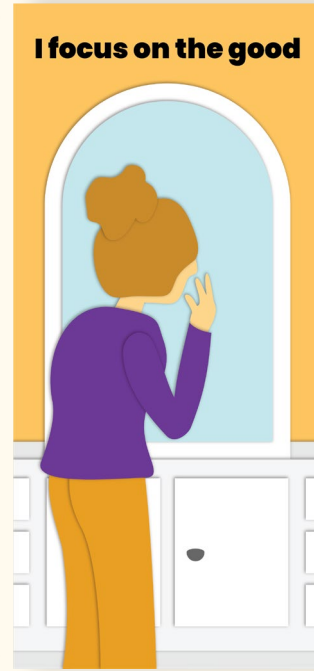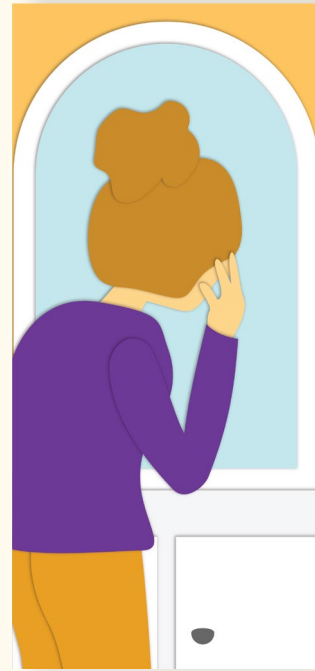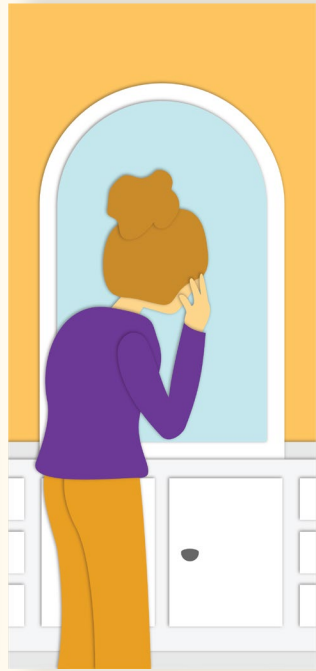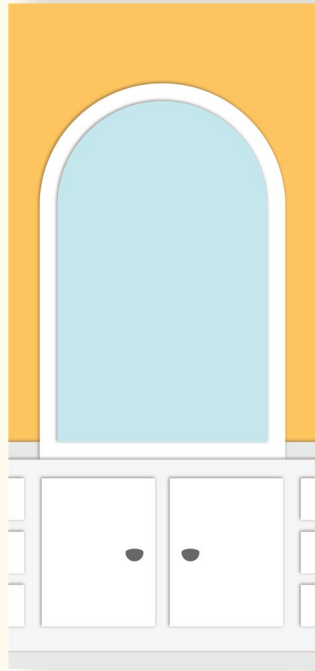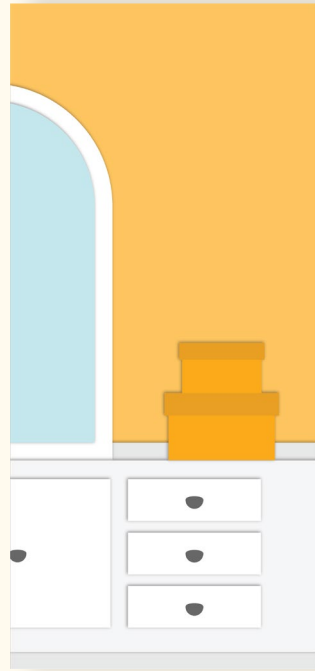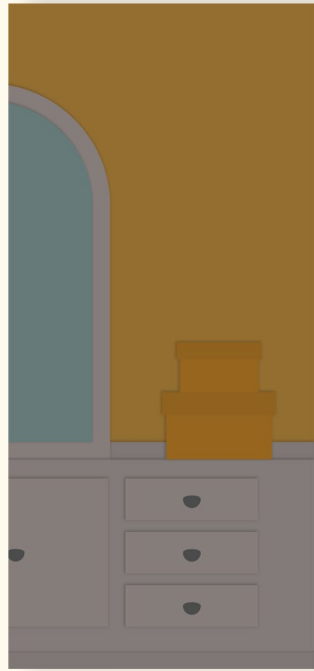
avatars

people

Another way I contributed to my team was by sketching and executing some designs for avatars. My first attempt was using the same character style I had used for my two animations. We eventually moved away from this style.

avatars

flowers

When I attempted new avatars, I decided to focus only on flowers and leaves. I felt this went with the app theme and after some colour tweaking, they turned out to be perfect! I included a tulip, a dahlia, a daisy, a maple leaf, a forget-me-not, and a tropical palm leaf.

Choose an avatar