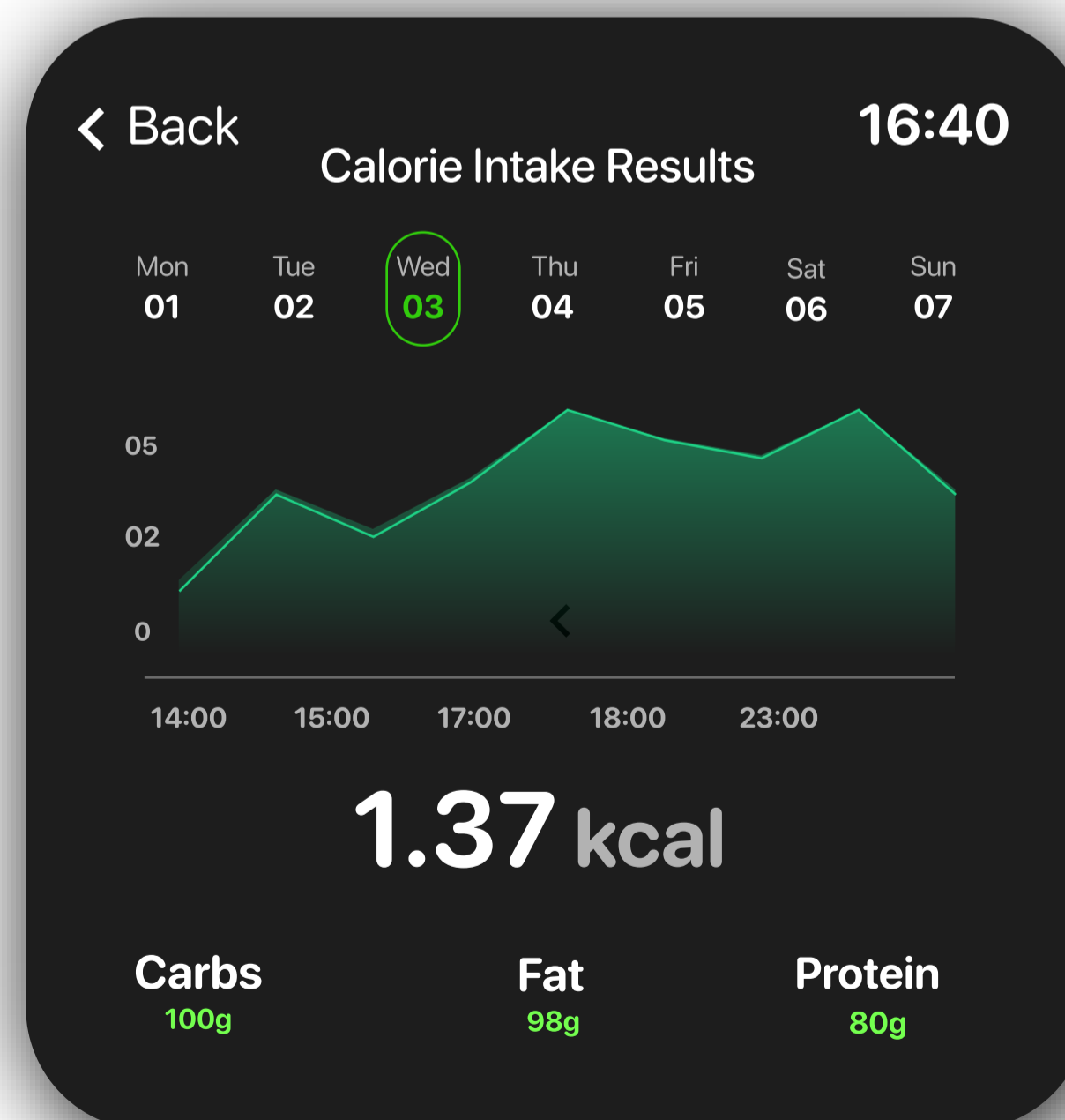


CalPal.

Daniel Tshoane Case Study

TOOLS



Introduction

Product Challenge ● Product Overview

Introduction

● **Product Challenge**

A team of engineering geniuses, along with an infinitely rich investor, are working on a device which **can read your blood sugar levels** by shining a light right into a vein. A **wearable device** can do the job, with an **LED that shines onto a vein**, provided the light and sensor stay right on top of the vein.

Knowing people's blood **sugar levels** means you can **calculate their calorie intake...**
With a **half hour delay**.

Introduction

● Product Overview

CalPal ●

CalPal is wearable mobile app that allows you to monitor your calorie intake daily by reading your blood sugar levels using a LED light being placed on top of your vein.

The app allows you to check your calorie intake 30min after reading your glucose level and it uses a device that you can wear on your arm like a watch.

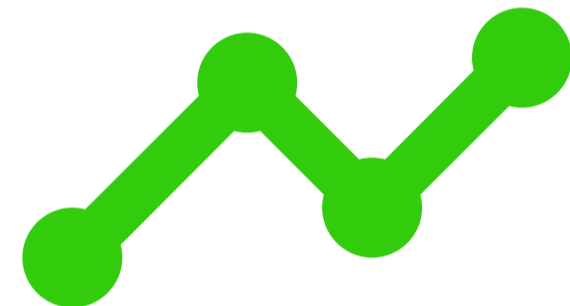


UX-UI Process



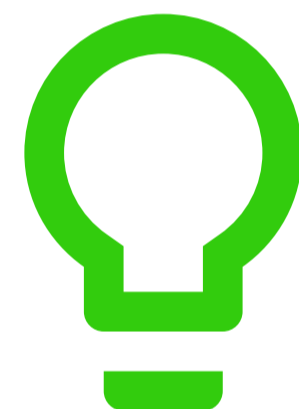
Empathize

User Research
Personas



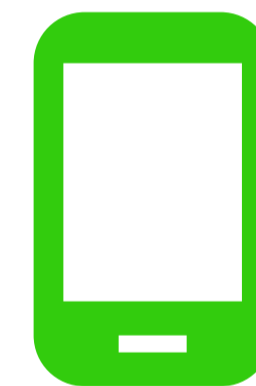
Define

Site Map
Userflow



Ideate

Sketches
Wireframes



Prototype

Hi-Fi Mockups
Prototype



Testing

User Testing
Analytic Report

Empathize

Quantitative Research ● Qualitative Research ● Personas

Empathize

● Quantitative Research

Survey

I created a Google Form survey to send out to friends and family to better understand how people monitor their calorie intake and achieve their body weight goals and what challenges they face when trying to keep or start a diet plan and find out if there's any app they use to monitor their calorie intake.

I asked **9 questions** to have a clear understanding about the customer's insights and how the app can ultimately help them to reach their goals. the survey was a mix of multiple questions and short-answer question. A total of **17 people** completed the survey and provided the insight which shows that there's a need for an app that can help the to archive their body weight goals.

Survey link: <https://forms.gle/mTtNbbqdjMAKGdJA9>

Empathize

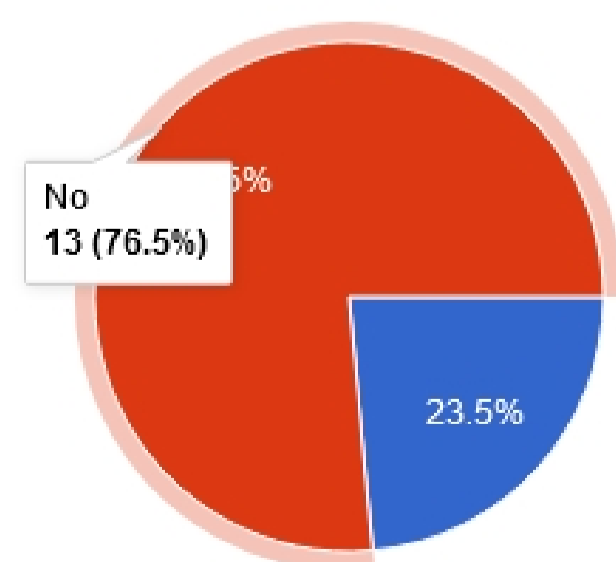
● Quantitative Research

Through the survey I have learned the following about the user:

- **65%** of customers do struggle with being overweight.
- Most people are **25 - 45** years old
- **75%** of them can't maintain a diet plan
- Most user have a **goal** to maintain (**53%**), build muscle(**30%**) and loose weight(**23%**)
- **11%** of users are currently using a **diet app** but **70%** say the app doesn't help them reach their goals
- Finally **94%** say they would use an app that can help them to **monitor their calorie intake**.

Are you able to maintain a diet plan ?

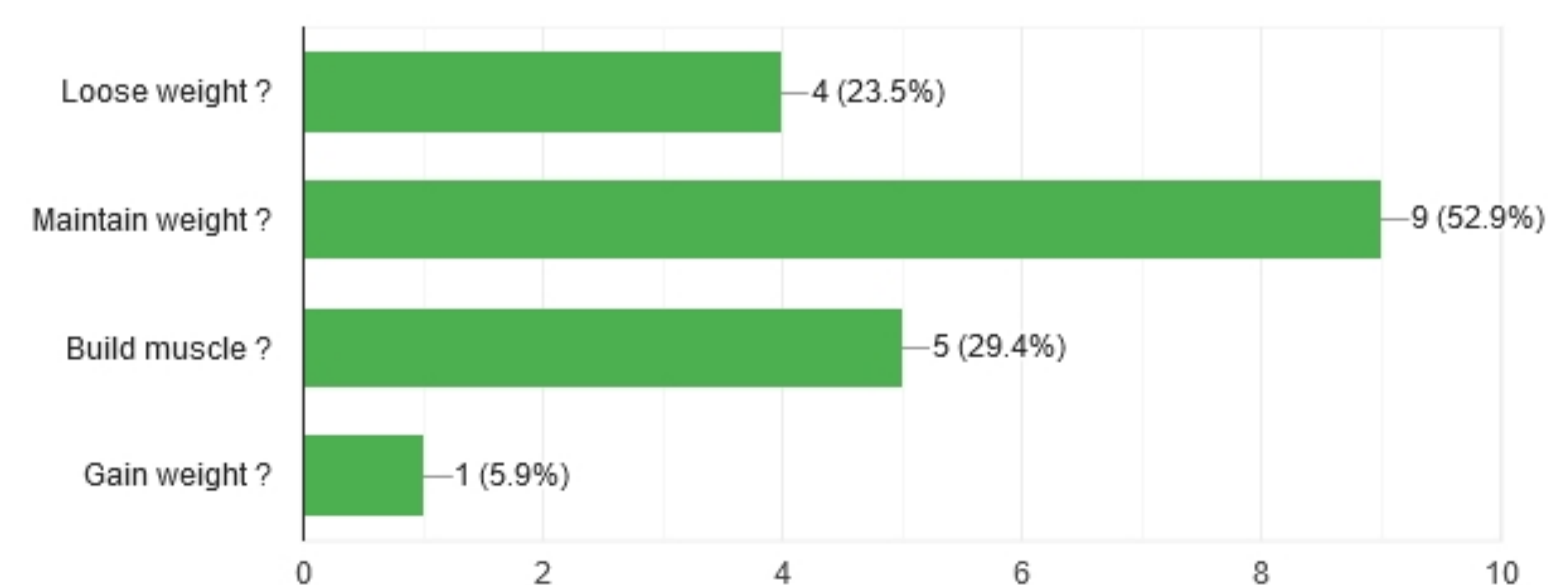
17 responses



What are your body goals?

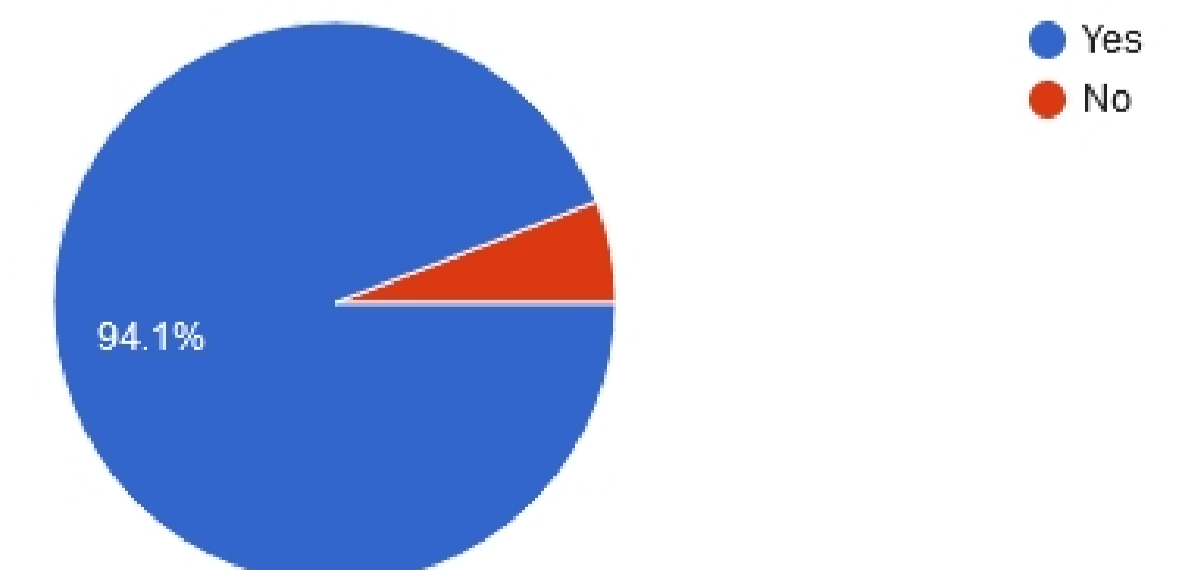
17 responses

● Yes
● No



Would you use an app that can monitor your calorie intake?

17 responses



Empathize

● Qualitative Research

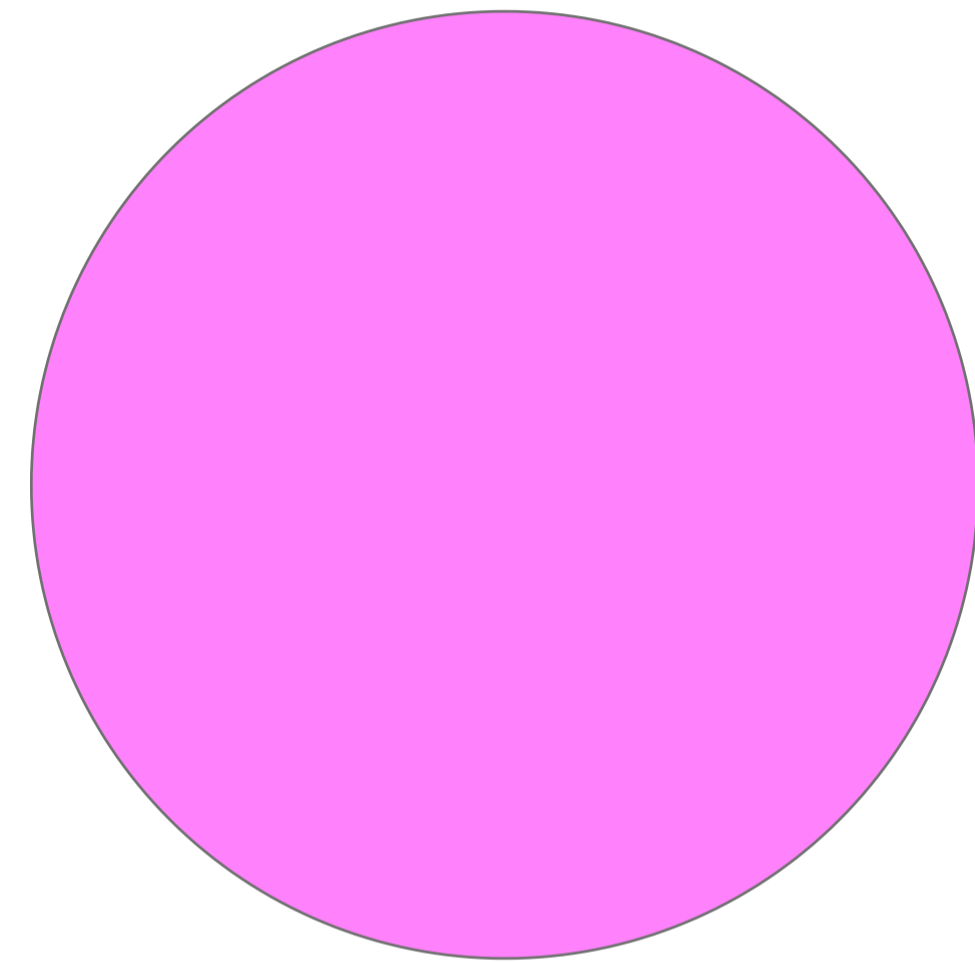
1 On 1 Interviews

I managed to do **1 on 1 interviews** with 3 people, 2 from gym and 1 is my brother.

- Through the questions I have asked I've realized that a lot of people do set **goals to loose weight** or **gain muscle** but it's always difficult to keep a diet plan.
- Most people from gym use health apps that helps them to calculate food calories by taking pictures of food and that can get complicated and end up not arching their goals, CalPal will help them know exactly how much they have eaten timely.
- Bodybuilders have goals to gain weight and maintain lean muscle which requires exact measurement of **calorie intake** and how much **protein** they intake daily.
- I then asked all users if they would a wearable device which can read their calorie intake daily and all said **yes**.

Empathize

● Persona



Sarah

Primary Persona

Age: 35

Occupation: Teacher

Pretoria

Sarah is a full time teacher of a primary school based in Pretoria, she is currently overweight due to lack of activity in her Job and over eating. Sarah wants to go on a diet to loose weight by following a diet that would work for her without starving herself.

Goals:

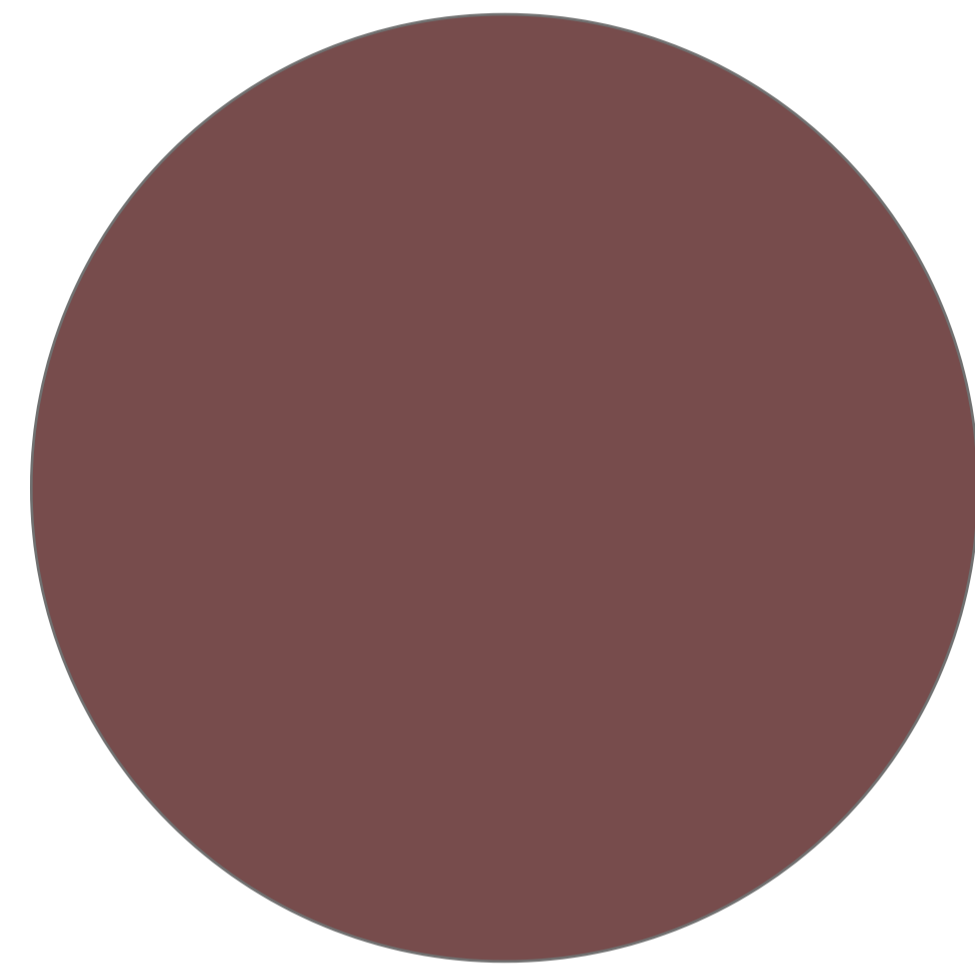
- > Loose weight
- > Monitor her calorie intake daily
- > Use an app to monitor calories
- > Being on her best shape in 4 months

Challenges:

- > Can't keep a diet plan
- > Doesn't know how much she eats daily
- > Not disciplined
- > She doesn't exercise

Empathize

● Persona



John

Age: 28

Occupation: Trainer

JHB

Secondary Persona

John is a bodybuilding personal trainer working at Virgin Active in Sandton, his goal is to look the part, be at his best shape all the time, he wants to gain more muscle in order to attract more customer.

Goals:

- > Intake more protein daily
- > Increase his carb intake
- > Monitor his overall calorie intake daily
- > Use an app to archive his goals

Challenges:

- > Needs to gain weight
- > Eats less than he supposed to
- > Can't monitor his calories
- > Attract more customers

Define

Card Sort ● User Journey ● Site Map

Define

● Card Sort

Affinity Diagram

To organize the information from the interviews and research collected, I created an Affinity Diagram.

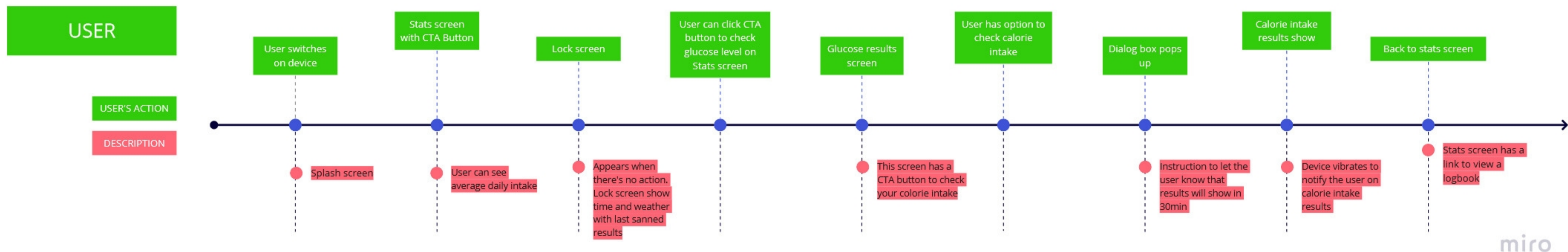
Finding groupings for the data helped me to gain a better understanding on how to approach the design and organize the content.



Define

● User Journey

I created a customer Journey/Empathy Map detailing how the user would navigate through the app to meet their goals.

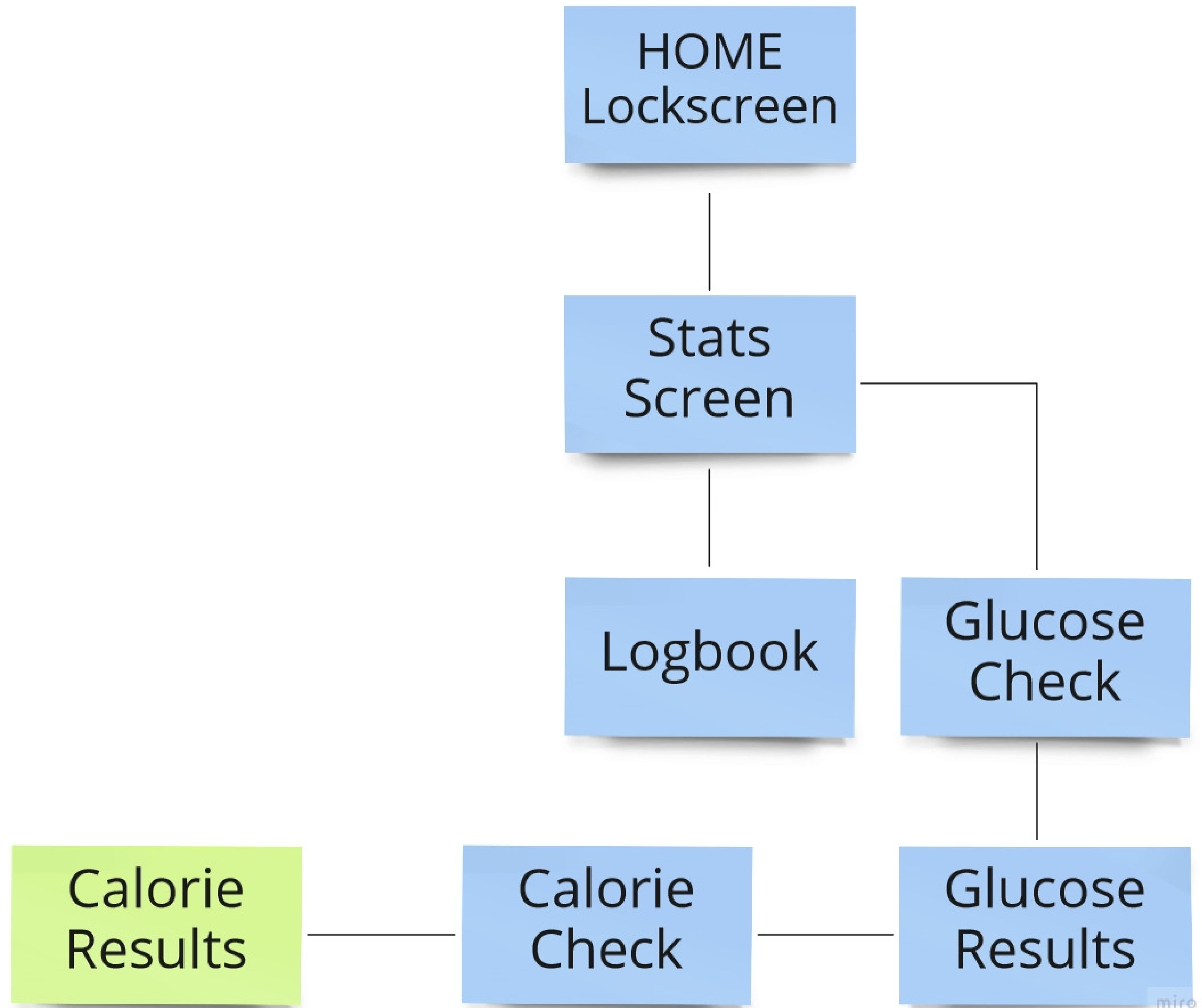


Full Journey link from miro: https://miro.com/app/board/o9J_lyBZAI4=/

I also did a **competitor analysis** of some of top apps that offer health service, I checked how they layout information and the functionalities of the app so that I can make CalPal look better and deliver expected results.

Define

● **Site Map**

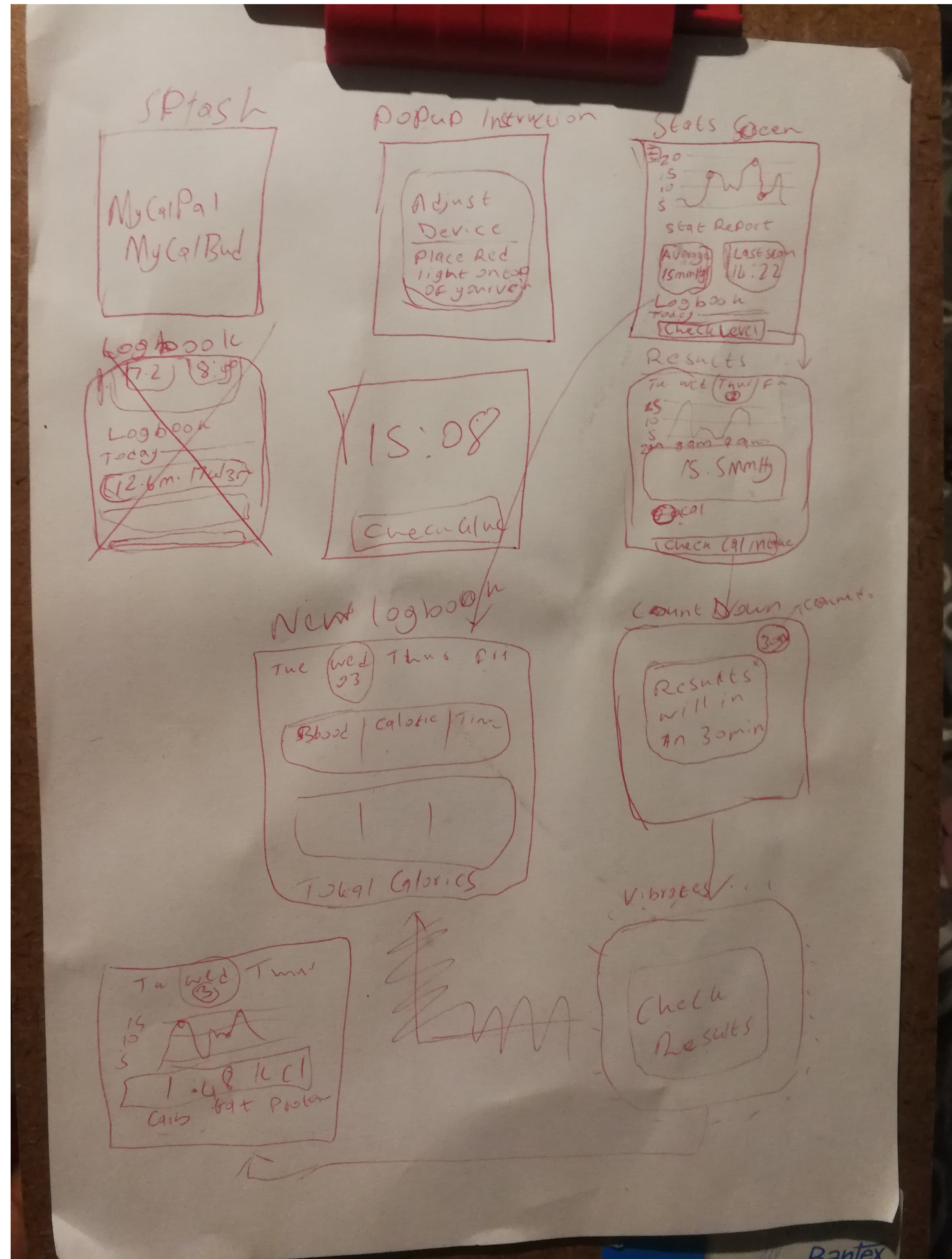


Ideate

Lo-Fi Sketch ● Wireframes & User Flow

Ideate

● Lo-Fi Sketch



● Wireframes & User Flow

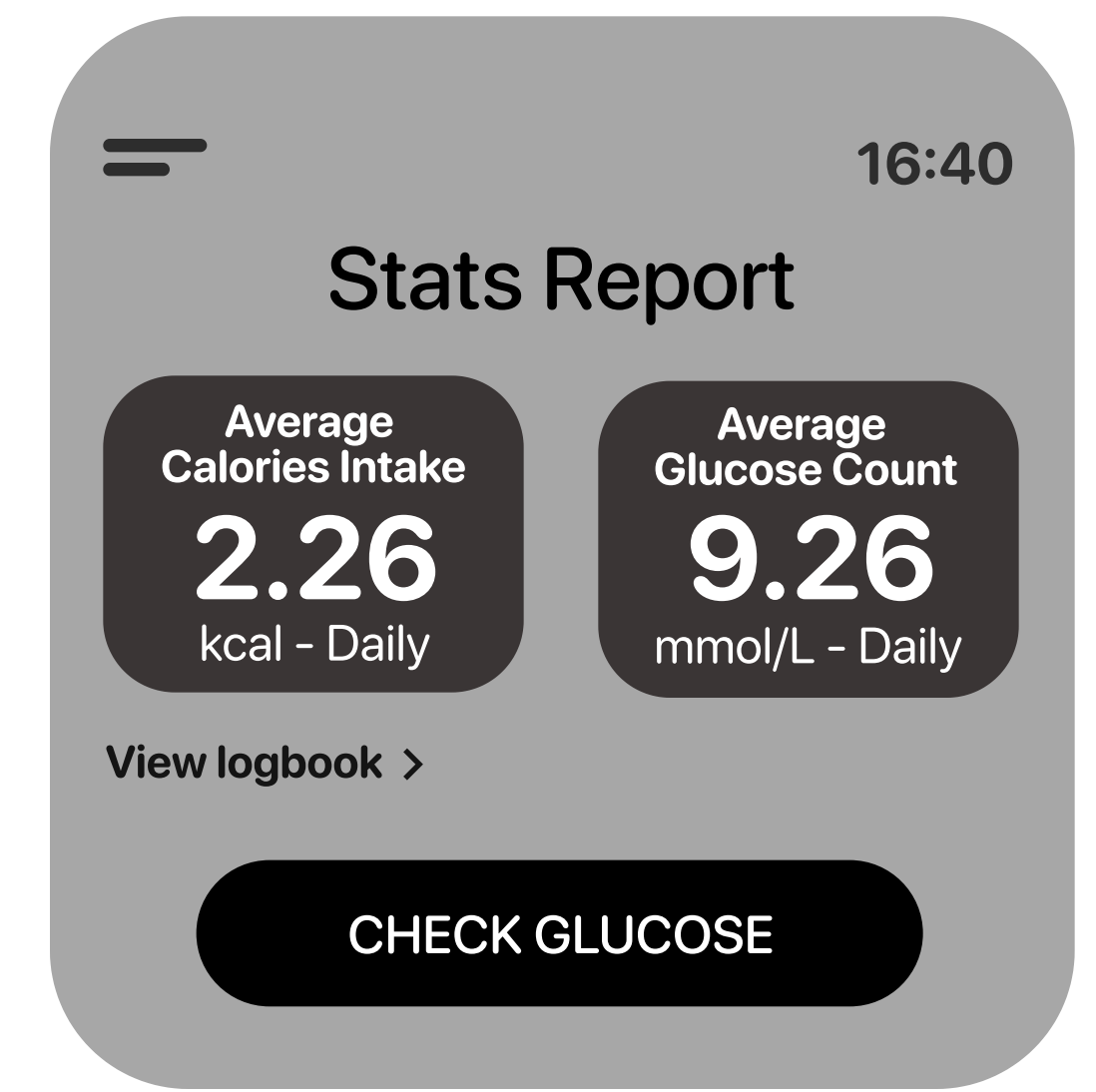
SPLASH SCREEN



LOCK SCREEN



STATS SCREEN



LOGBOOK SCREEN

GLUCOSE RESULTS

COLORIES RESULTS

Prototype

Style Tile ● Hi-Fi Mockups ● Working Prototype

Prototype

● Style Tile

Typography

Font

SF ROUNDED

Title time text

Subtitle

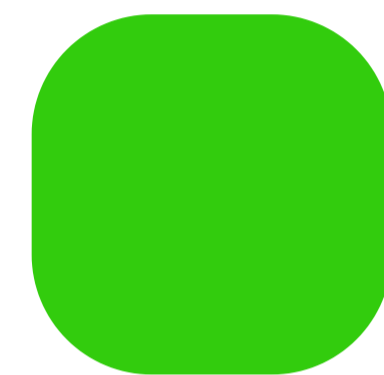
Pop up headers

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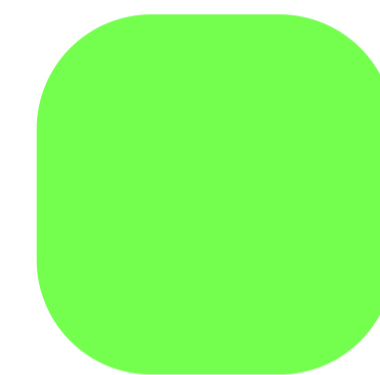
Adjectives

Engaging Intuitive Useful Visible Fun Simple Elegant Flat

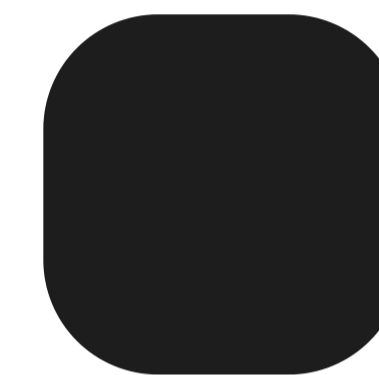
Colors



#32CC0D



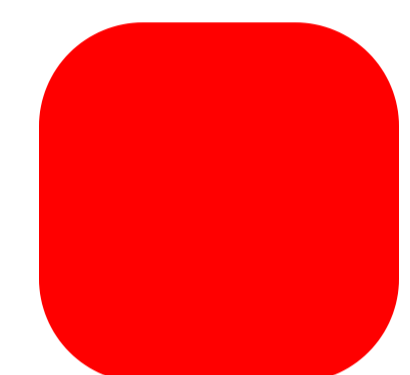
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#1D1D1D

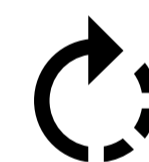


#B2B2B2



#FF0000

Icons



Button styles

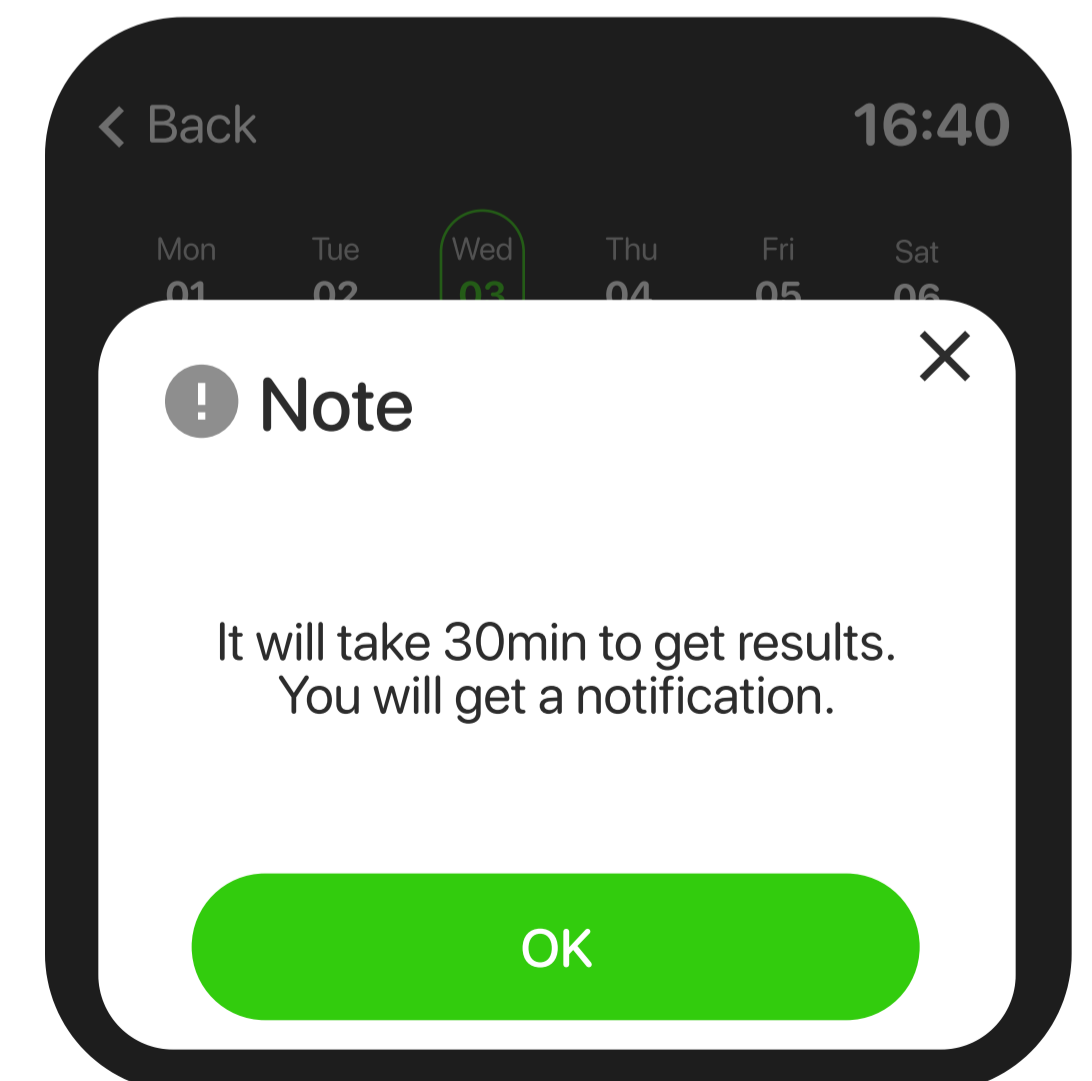
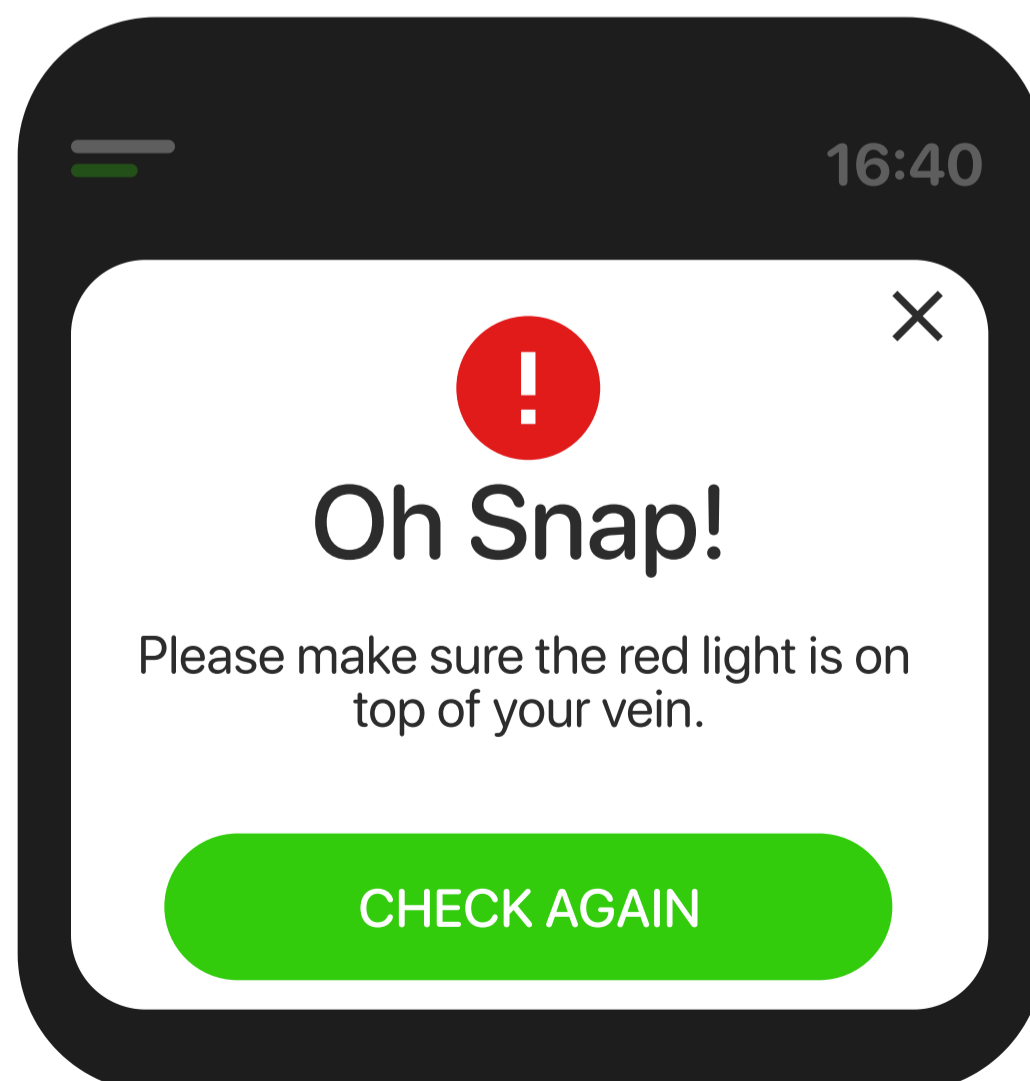
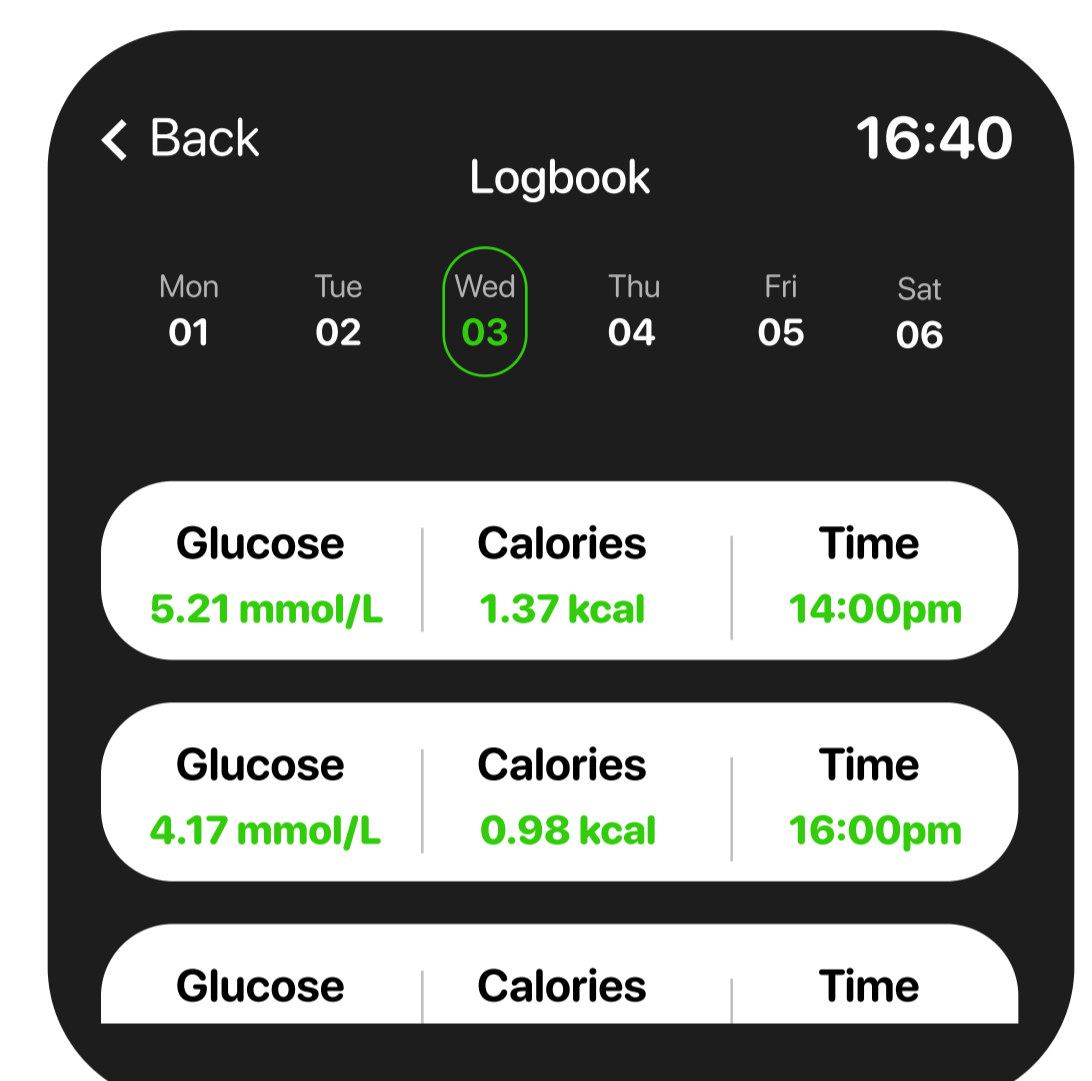
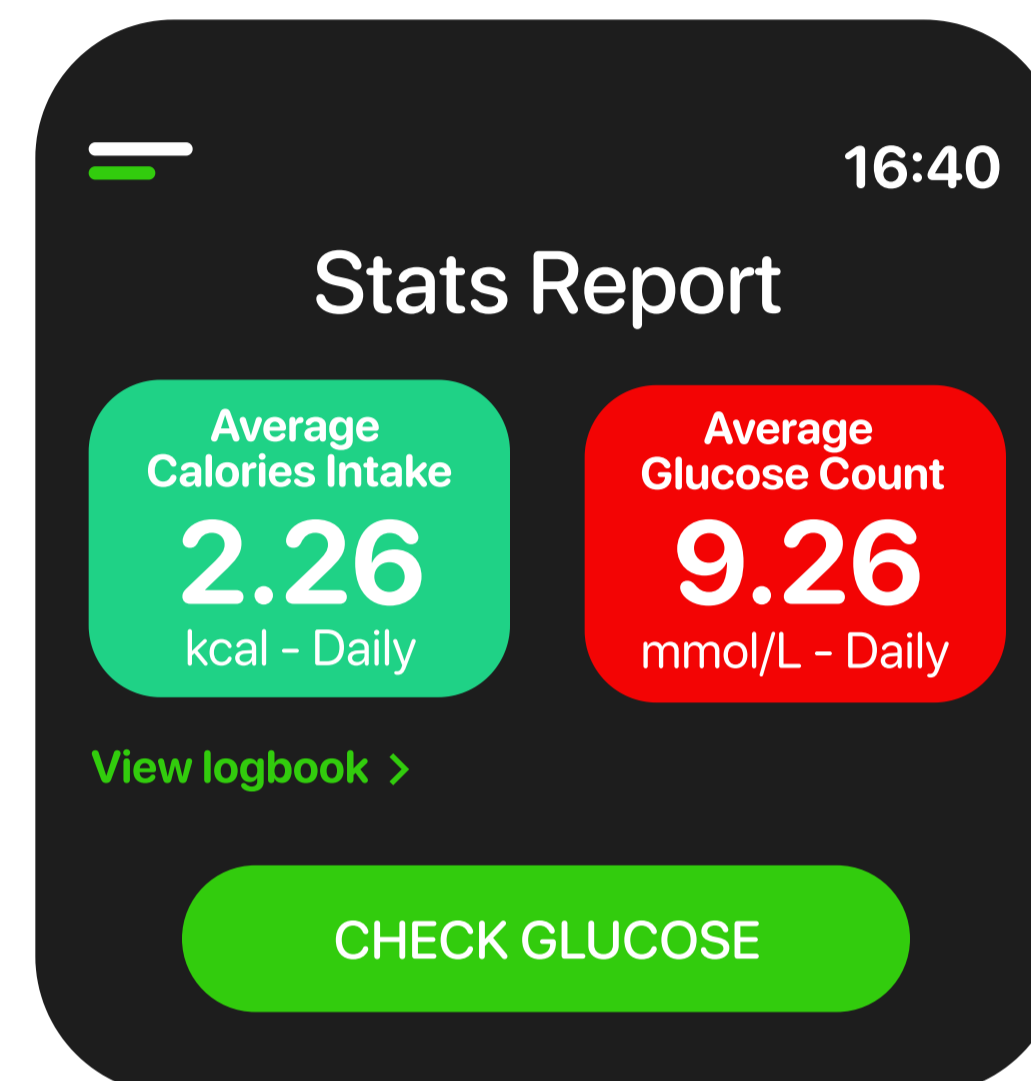


Logo

CalPal.

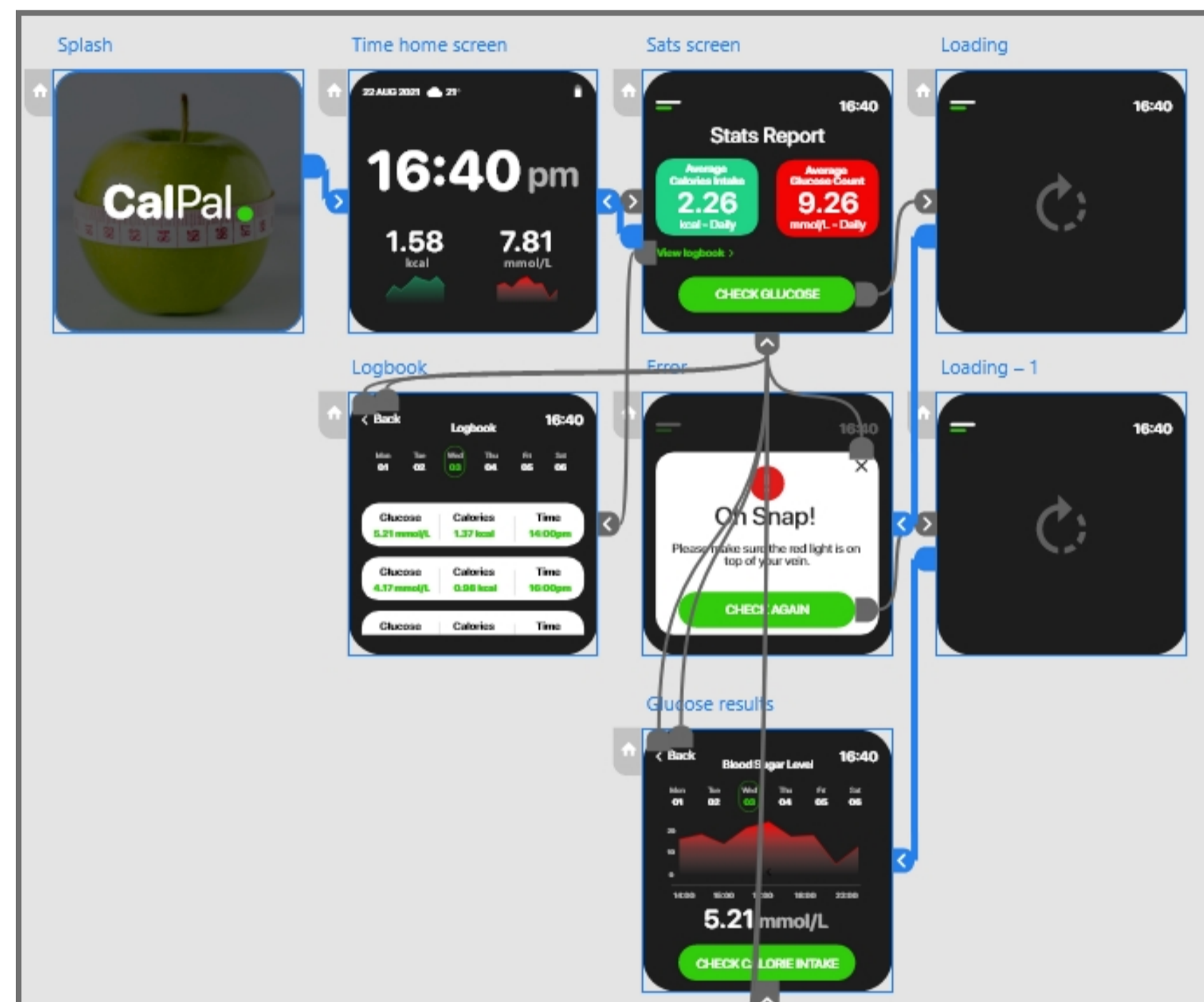
Ideate

● Hi-Fi Mockups



Ideate

● Prototype



Presentation Prototype Link

<https://xd.adobe.com/view/3fd6471c-9c75-4c90-97ca-62407da3a925-6a85/?fullscreen>

Testing

Validate ● Learnings and Future Considerations

Testing

● **Validate**

I sat with two of the people that I interviewed in the initial stage, my brother and my gym friend.

Know what the app is all about I asked the to navigate the app at a wireframe prototype level.

I received positive feedback with a few call outs that I reacted to before finalizing the UI for example:

Making the font more visible and adding a count down when waiting for calorie intake results

Both users said the app is easy to use and straight forward

Testing

● Learnings and Future Considerations

When I started the task to design a calorie intake measuring app I thought it would be a lot to handle and the brief was tricky and complicated. But it ended up being a challenging learning experience. I was able to research and find answers to any areas I felt stuck. I learned as a UX Designer, I need to think more than design. I also need to be able to adapt when new issues come up through research or testing.

I was able to use my skills to design a UI for a small device for the first time

But time constraints prevented me from taking the project further.

I was not able to perform further usability tests to see if the improvements to the app worked out.

I would have loved to see the app being tested on an actual device

I would also make future upgrades by adding features like setting daily calorie intake goals and designing a mobile phone version for full view and more detailed reports and analysis by connecting it to your wearable device.

The End!

Thank you!

