SOL

Case Study
Project One

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Project Description

SOL is the app that helps people be mindful and achieve a lifestyle of improved health and wellness through time spent in the sun.

Team Members

Devin Arch
UX Researcher & Designer

Jesus Garcia
UX Researcher & Designer

Denisse Gomez
UX Researcher & Project Manager

Brandon Pennington
UX Researcher & Designer

Tools Used

XD • Trello • Google Suite • Wordcloud • FlowMap • InDesign • Illustrator

Project Overview

Sunlight is the largest single source of vitamin D for most people and with busy schedules, adults often don't take the time to ensure they and their families are spending enough time outside during daylight hours.

Goal

The Sol App will monitor time spent outdoors by using smart devices to detect sunlight exposure and setting personalized goals for parents and children. We believe that being mindful of time spent outdoors will achieve a lifestyle of improved health and wellness.

The Problem

Our users are concerned about spending an adequate amount of time outside. This is important to them because they feel that it will improve their mood & health. How might we provide our users the tools to monitor & measure healthy sun exposure habits?

The Solution

To develop an app that targets iOS users who believe that being mindful of time spent outdoors will lead to a lifestyle of improved health and wellness. Our app will help our users understand and track the recommended amount of sun light exposure.
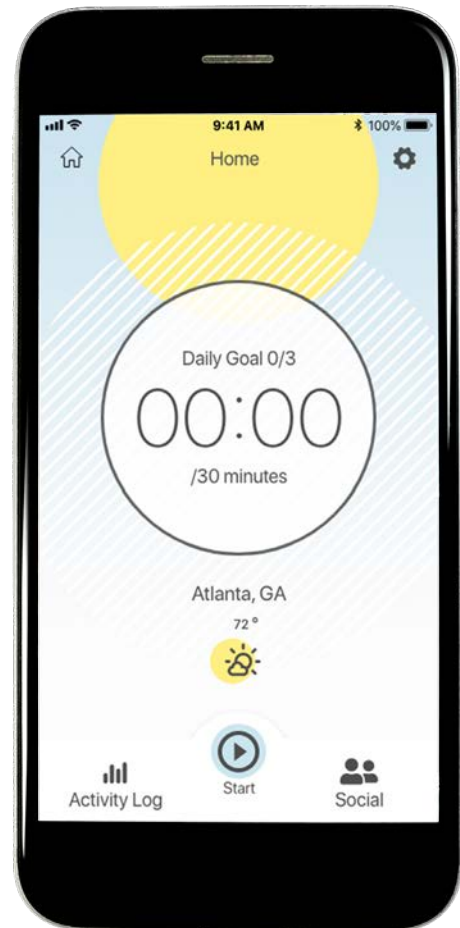
Home Screen

Research

We used qualitative and quantitative methods to collect data and understands the needs and wants of our potential users.

Surveys

We sent out surveys created in Google Forms and distributed out to multiple platforms such as Facebook and Linkedin and received over 60 responses.

Interviews

We conducted and recorded five in-person interviews in a controlled environment.

- Users spend too much time on computer at work and free time and don't believe they receive enough sun.

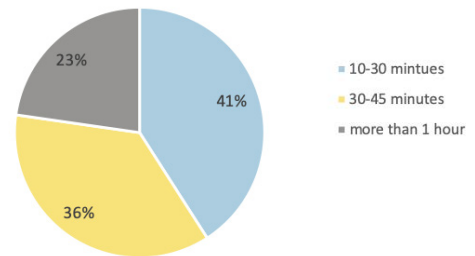- Users believed sun exposure would provide a mood-booster and wellness benefits.

Competitor Analysis

We did research on two direct competitors and one indirect competitor:

Key Findings

How much time do you think a person should spend in the sun each day?

23%
41%
36%

- 10-30 mintues
- 30-45 minutes
- more than 1 hour

Do you believe you get enough sun each day?

48%
52%

- No
- Yes

Direct Competitor	Features
Dminder	Content is great but the UI is not friendly and is out dated.
Qsun	User does not trust the technology that tracks data. The amount of features is overwhelming.
Indirect Competitor	
FitBit	It hosts one of the largest fitness communities.
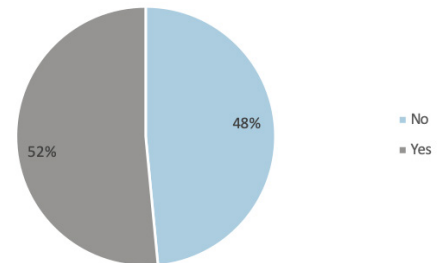
Definition & Ideation

Empathy Map

We created an empathy map to establish a common ground between our team and to understand and prioritize the users needs and wants.
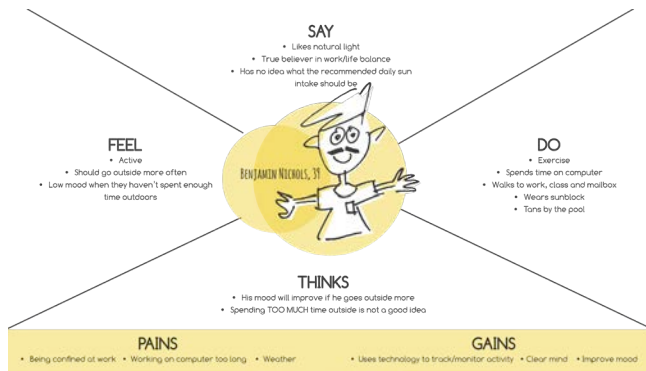
User Persona

A persona was created in order to understand our user's motivations, attitudes, goals and pain points.

Feature Prioritization

After creating the User Persona for our app we used a prioritization matrix to identify the most important features we need to develop for our app.

Journey Map

We created a journey map to understand and visualize the journey that our user goes through in order to accomplish their goal. By visualizing the journey we identified opportunities that our app has to interact with the user throughout the journey.

1

UX Scenario

Benjamin is at his co-working space needing to meet his rapidly approaching deadline. He is starting to realize that he will probably be pulling an all nighter. He is starting to hit the wall.

Goals

To meet his deadline.

Find time to go outside and get some sun/exercise.

2

The Experience

Deadline Approaching	Notification from SOL	Goes Outside	Completes Work
1 He realizes that he will be working late.	**3** He sees that he has a notification from SOL.	**6** During his walk he is able to clear his mind.	**8** He executes his work with quality workmanship.
2 He starts to hit the wall.	**4** SOL suggests that he goes outside from 7:27pm - 8:01pm.	**7** He returns to his assignment re-energized and inspired.	**9** He finishes earlier than expected and gets a great night's rest.
	5 Benjamin hesitates, but decides to go for a brisk walk.		

3

Opportunities

|			
SOL could send him the notification ahead of time for better planning.	App could know that he hasn't moved in a while and let him know.	Knows what messages he responds well too.	Challenges and competitions.

User Flow

This user flow shows the navigation of our app and addresses the key features that our users need and want.
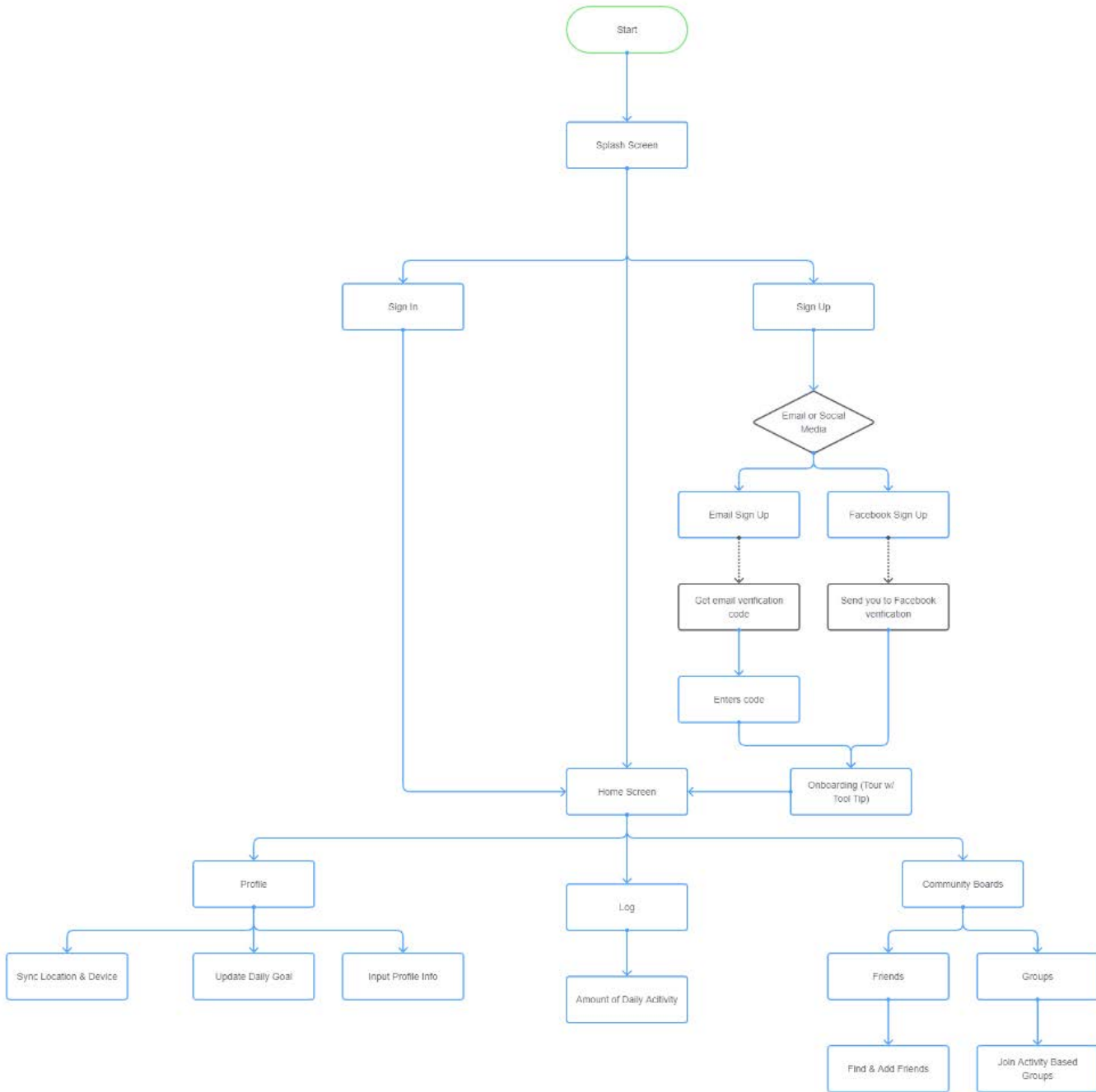
Usability Testing & Prototyping

Wireframes

We created a paper prototype to run different rounds of testing. After gathering the findings we moved into digital wireframes and tested them again.
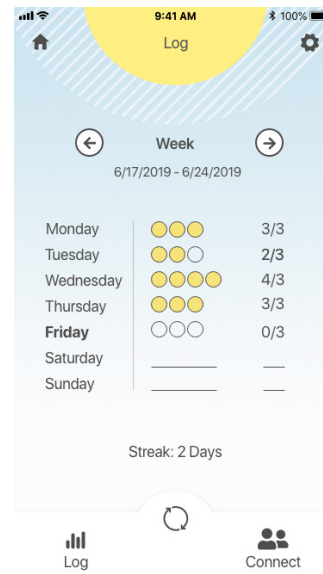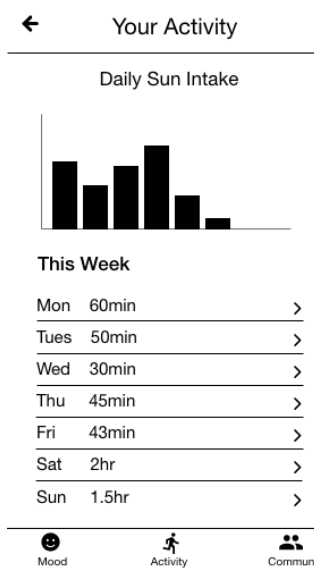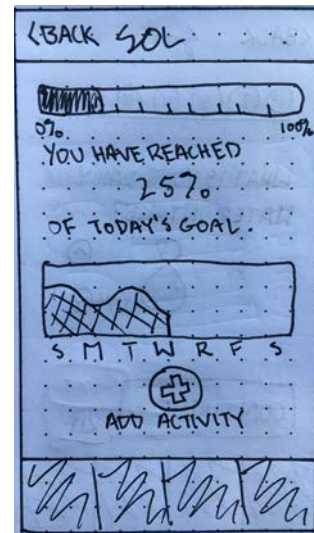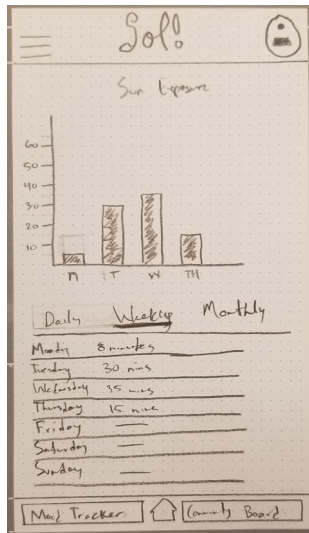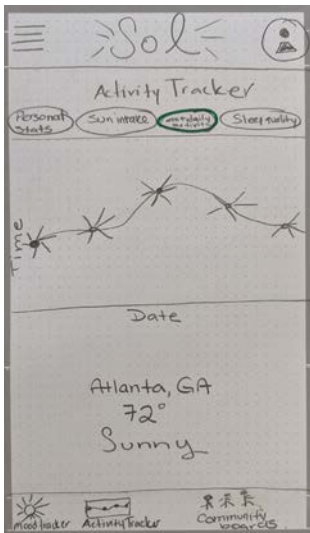
Usability Testing

Insights

1. Users need feedback that the app has started tracking their time outside.

2. Users need labels to understand what the activity log its showing.

3. User didn't associate "Log" with activity tracker.

Home Screen

Delivery
Clickable Prototype

Our final deliverable includes a high-fidelity prototype of the app as well as a detailed case study of our design thinking process.
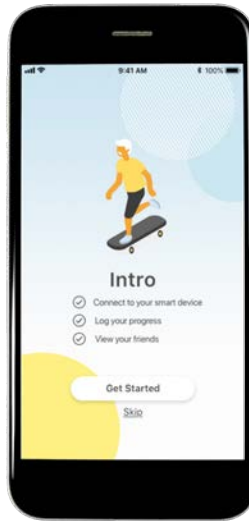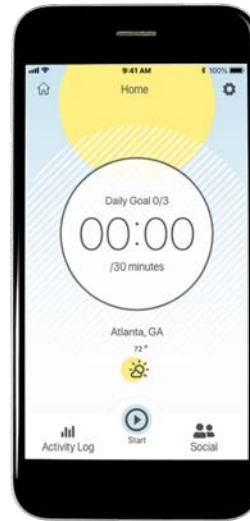
https://drive.google.com/open?id=1-T-631P4ufvlX-mEVF0SJmaZ9r5R5u5X

Splash	Log In	On-boarding	Home *Start*	Home *Stop*

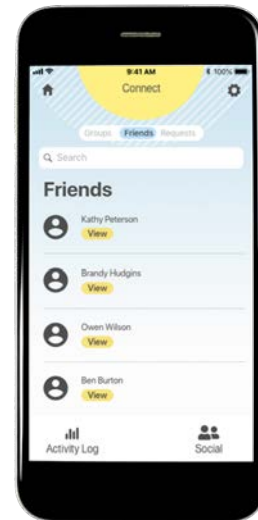|			
Activity Log	Profile *Sync Device*	Profile *Device Synced*	Community

Summary

Using the Design Thinking Process we were able to understand the needs, wants and pain points of our potential users. More importantly using this method gave us the tools on how to solve each step as a team and communicate our ideas.

Moreover, we think that the Sol App goes beyond tracking your sunlight exposure, but it also improves the user's overall wellness.