



# Designing for Equilibrium

Will McCloskey | GUI 2019



# Index

- 3 - Introduction
- 6 - Research
- 13 - Mapping the User
- 18 - User Flows
- 21 - Wireframes
- 24 - Approach
- 30 - Visual Design
- 38 - References



# Introduction

Starting the design process.



# Problem

Time management is a difficult skill to learn - and for many it **doesn't stick**; making it **difficult to achieve goals** and **maintain a healthy balance** between the different parts of your life.





## Solution

Create an experience that better **helps** users **manage** and **rebalance** **their time** towards the achievement of **self-defined goals** by utilizing **quantified self data**.



# Research

Learning about the problem



## User Interviews

Throughout user research and interviews, a trend became clear.

People weren't having trouble when actually exercising, and found already existing resources to help them with the gym and home exercises. Users were mainly struggling with their ability to actually spend time doing these things, and thus, lead balanced, healthy lives.



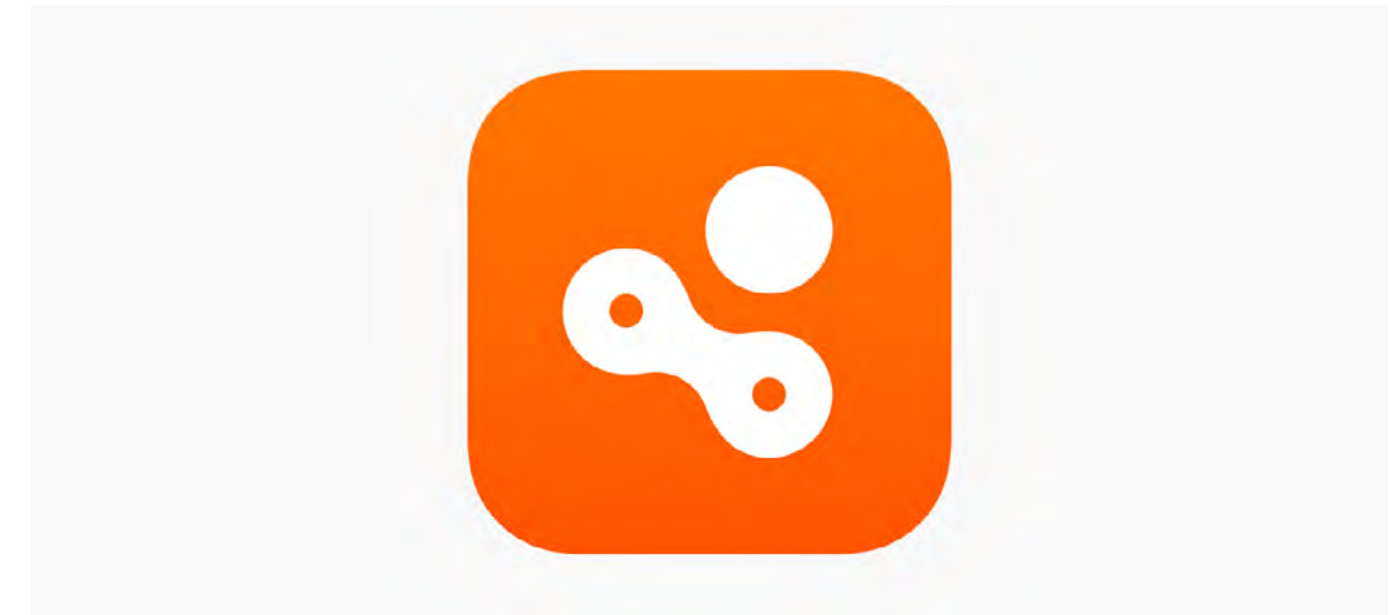
**“Time. I’m so busy all the time. I’m busy, I’m tired, sometimes I just want to go to bed. Prioritizing fitness is difficult with all the other things going on.”**



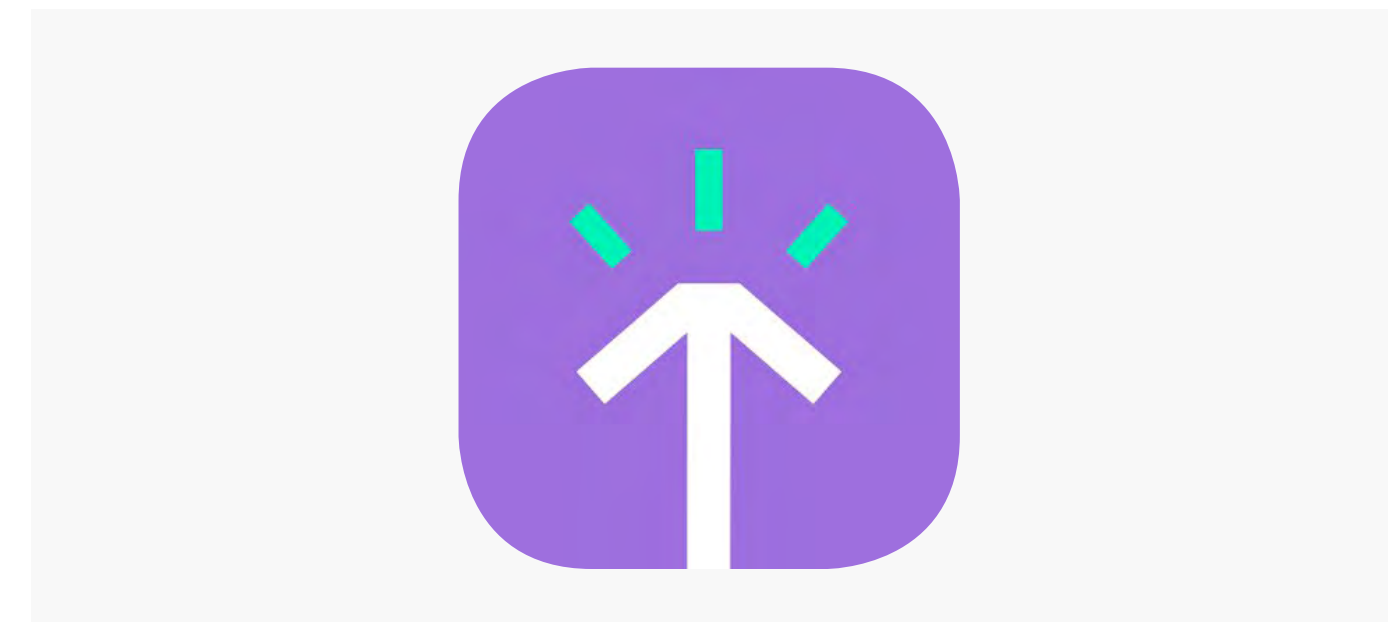
## Competitive & Comparative Analysis

When designing an app meant to help people with their fitness, it's important to look at existing products in the space to see both what they do well, and what can be improved upon.

I looked at apps mainly focused on fitness, like the **Human Activity Tracker** as well as apps in the quantified-self/time tracking space, like **Timely**.



Human - Activity Tracker

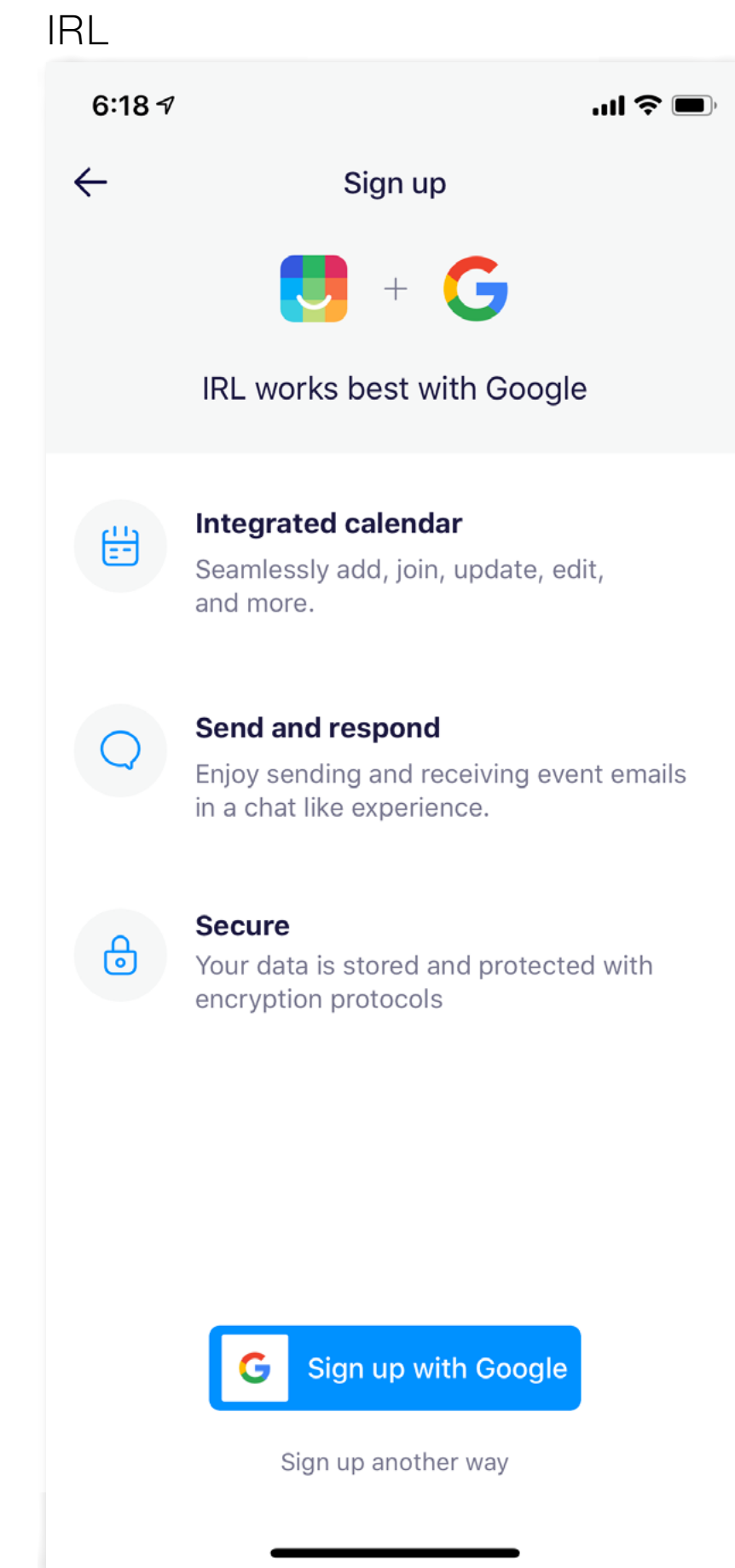
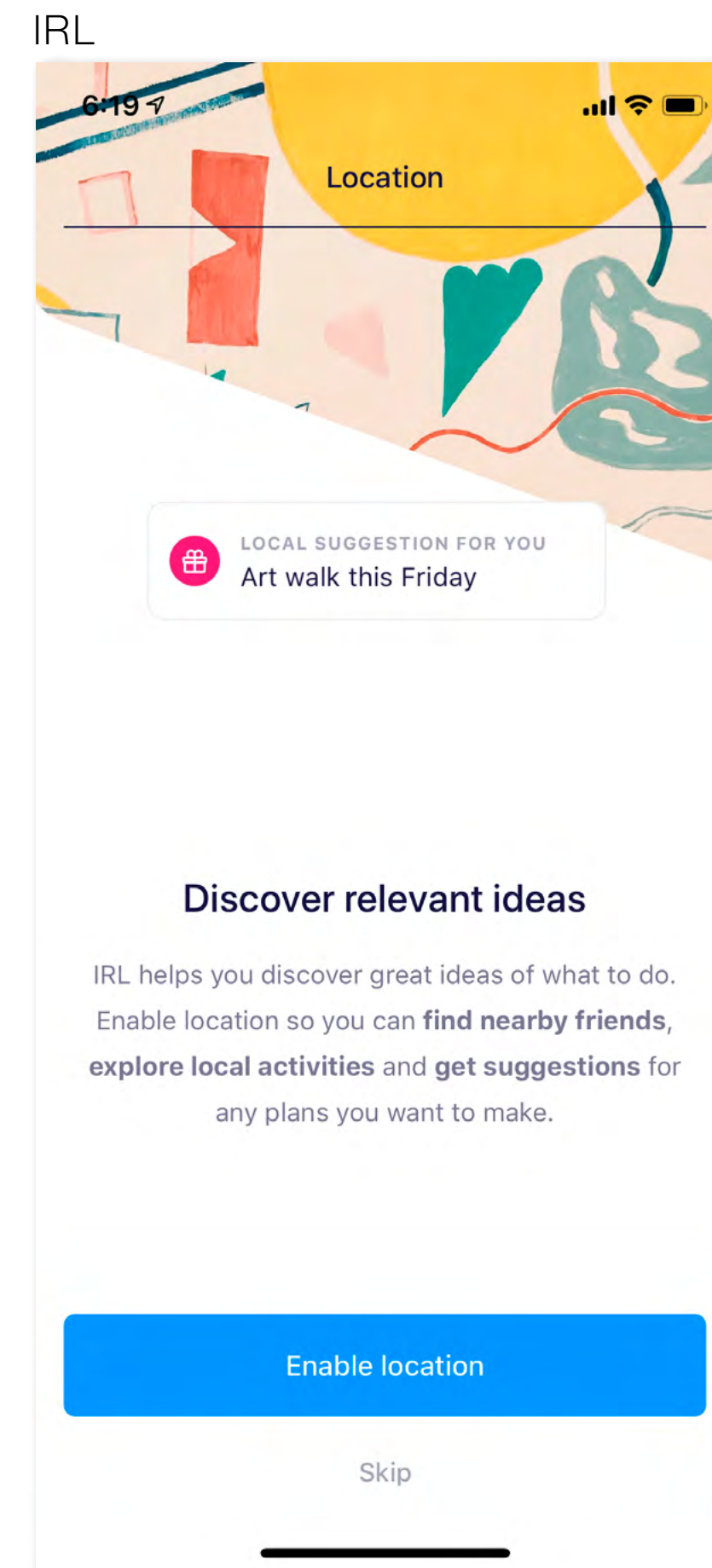


Timely - Automatic Time Tracker

# Design Pattern: Onboarding

Enabling and educating users becomes extremely important when first introducing them to the concepts behind the experience.

'IRL' - The Social Calendar app, has demonstrated success when it comes to linking external sources to the experience, and educating the user on the necessity of the external information, through their use of simple hierarchy and high contrast.





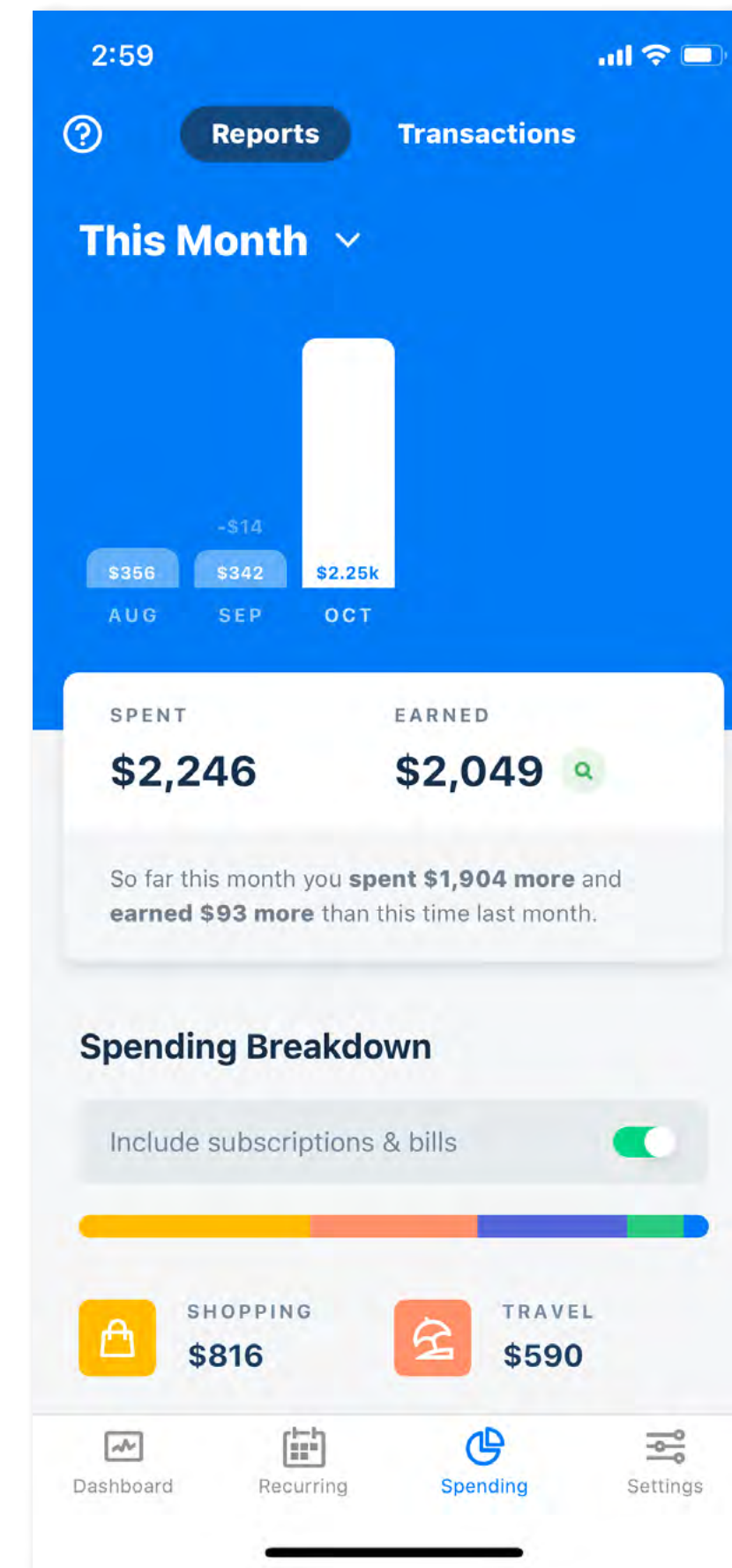


# Design Pattern: Charts

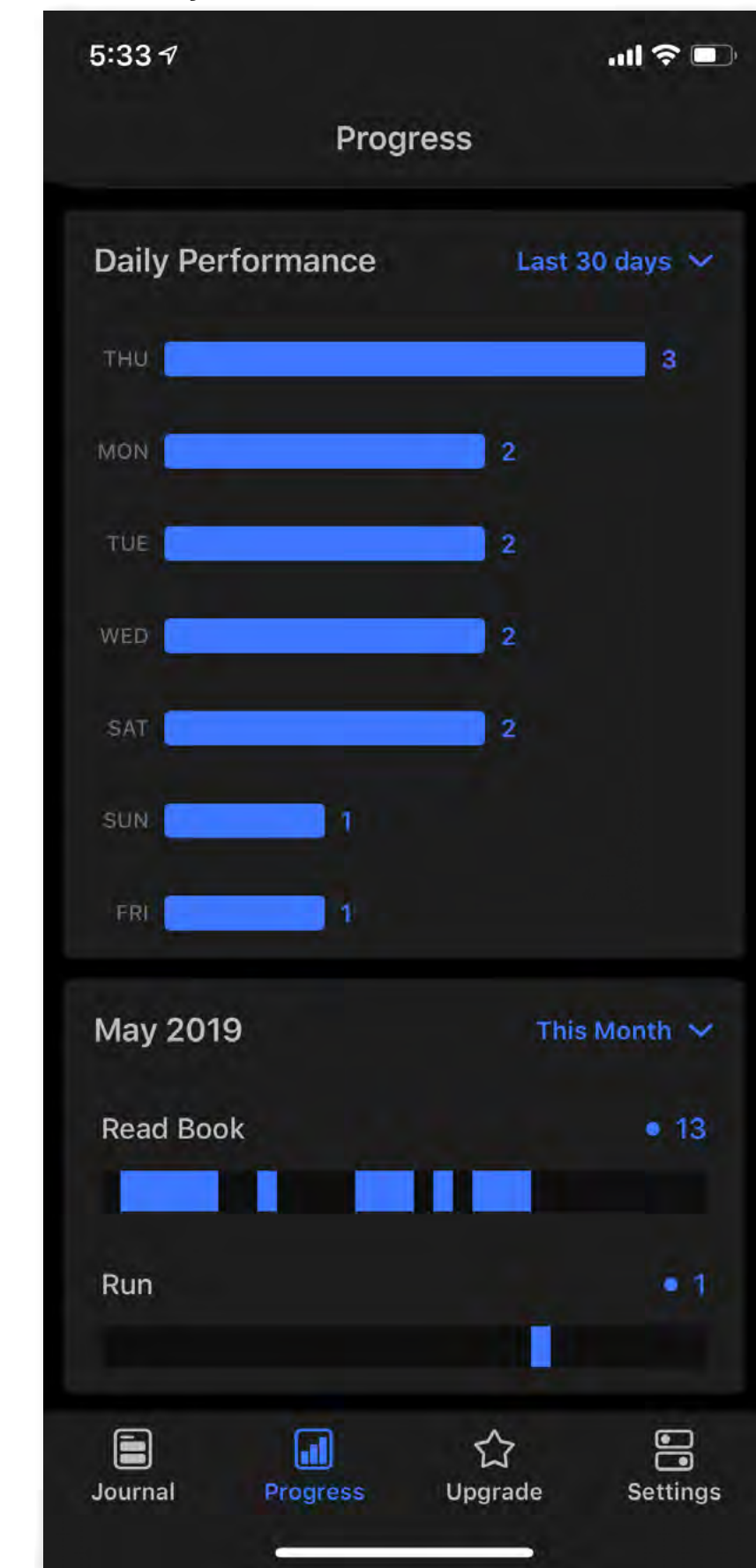
Quantifying user data means having it accessible and readable by the user themselves.

Making sure that charts are meaningful and easily understandable, while not being overwhelming is important, and achieved successfully by both **Truebill** and **Habatify**, through their use of simple labels and keys, as well as bold contrast and simple shapes.

Truebill



Habatify



WINS

Design:

- beautiful components easy to use
- good ability of self-education in very short time

Development: - etc. to be added

## How might we...

Encourage the creation of good habits?

Promote productivity?

Visualize goals and quantified data?



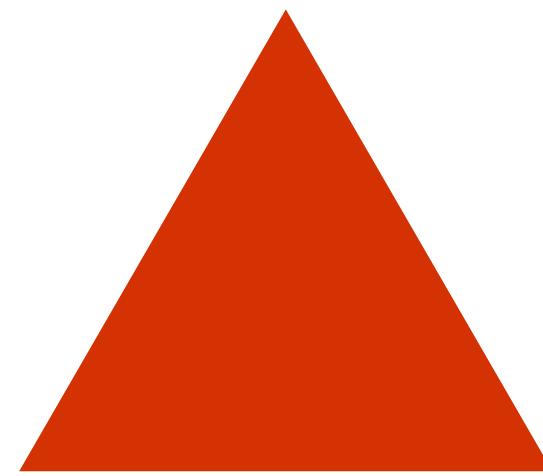


# Mapping the User

Designing for humans.



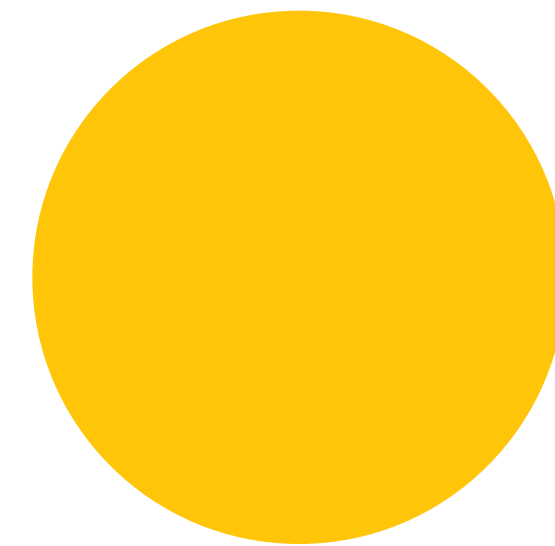
# Understanding Balance



## Personal Time

Time spent focused on yourself.

This can be doing something like chilling and watching netflix while you recharge, or exercising weekly.



## Social Time

Time spent with others.

Being a part of your community, and having people to rely on is important, but must be kept in balance with everything.



## Work Time

Time spent at/doing work.

Work can be something you love doing, but as with anything, you may need a break after a while.





## The Personal-Heavy User

Personal time can be incredibly important, and can lead to great growth and development, but too much of anything can be a bad thing.

While personal time is necessary, it's equally as important to spend time with others, and to do the work you set out to do.

The Personal-Heavy user often overindulges in personal time when lacking in outside stimulation from work or their social life, and utilizes the time too much.





## The Social-Heavy User

Having and spending time with your friends is important, but often times it can get in the way of other things.

The Social-Heavy user tends to let social time take a priority, and often lets hangouts and get togethers come before other things.





## The Work-Heavy User

Work can easily become the main focus of our lives.

The Work-Heavy user tends to prioritize work over other activities, and may skip out on social or important personal events to finish work, and as such, needs to reduce the time they spend working.







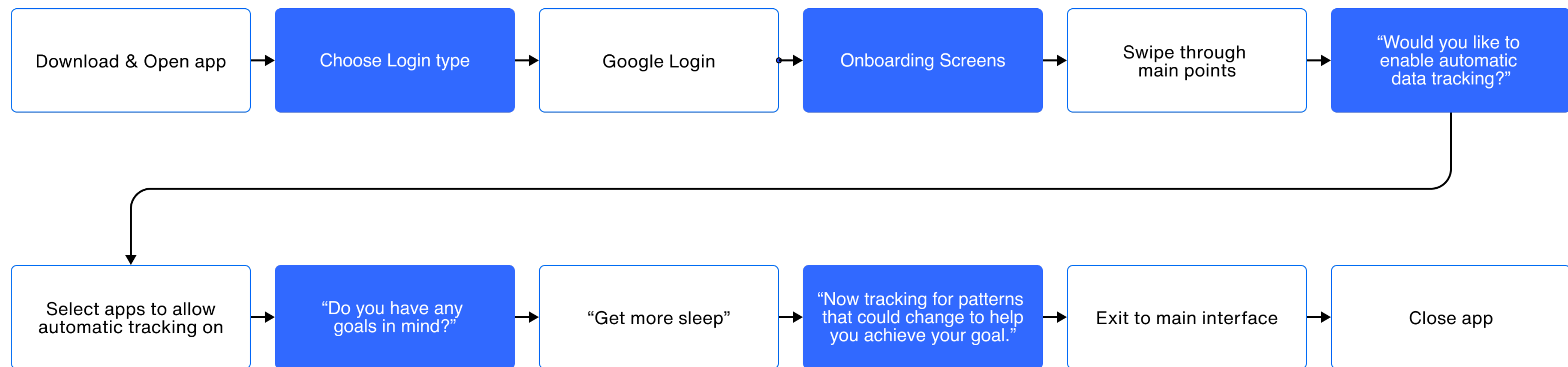
# User Flows

Focusing on user needs and interactions.



THE WORK-HEAVY

# Balance Focused User

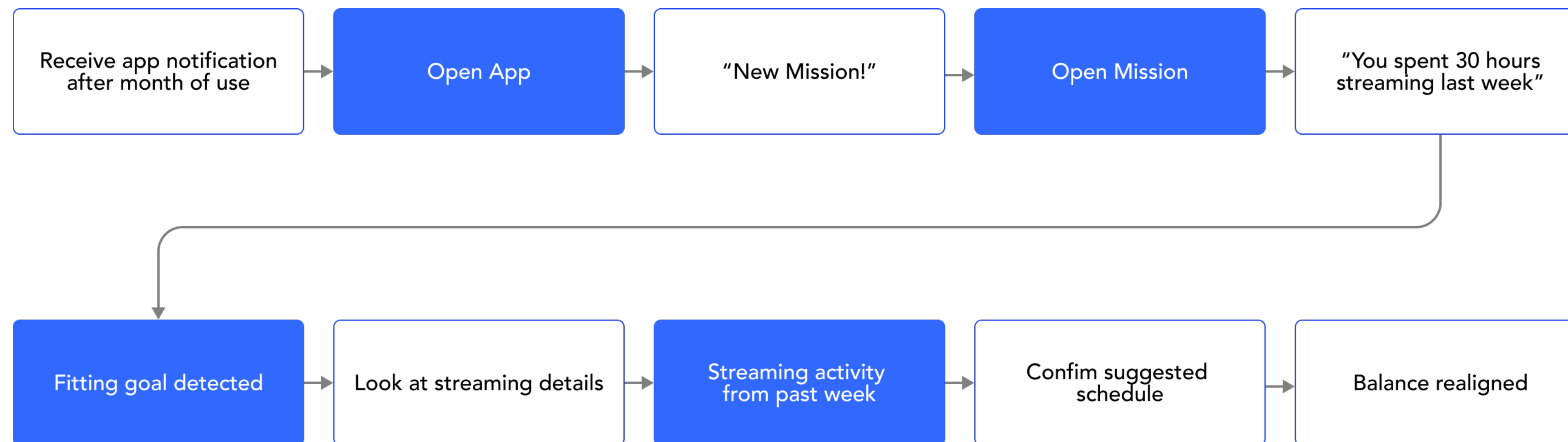


“As a **design student**, I have a **hard time** getting as much sleep as I’d like to, and it **affects other parts of my life**. I’d like to see where I can **cut down on time**, and get my sleep schedule back on track .”



THE WORK-HEAVY

# Fitness Focused User



“As an individual who cares about my personal health, but can’t seem to find a time to work out, I’d like to find out where I’m wasting time, and fit my gym schedule into that new time.”





# Wireframes

Drafting interactions and flows.

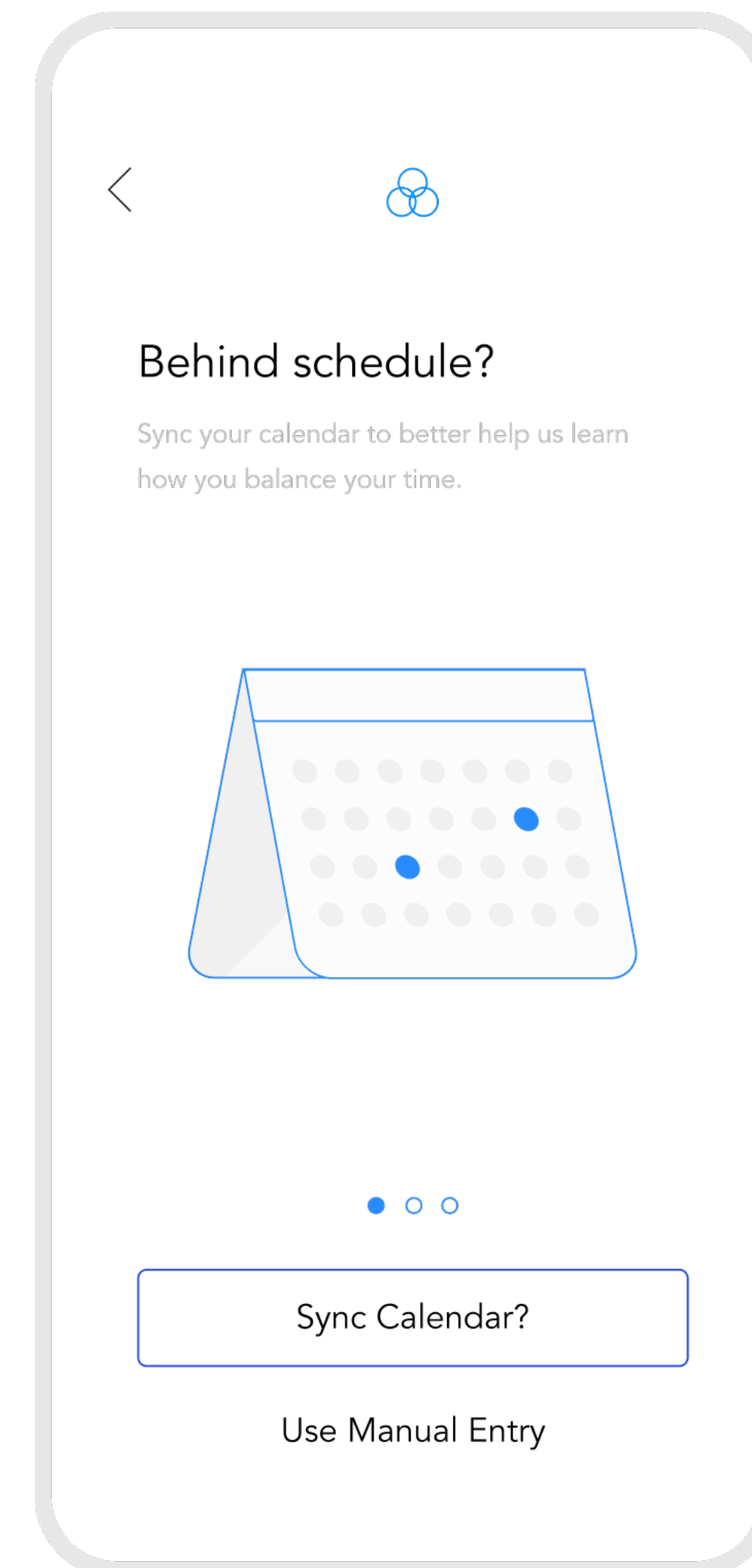
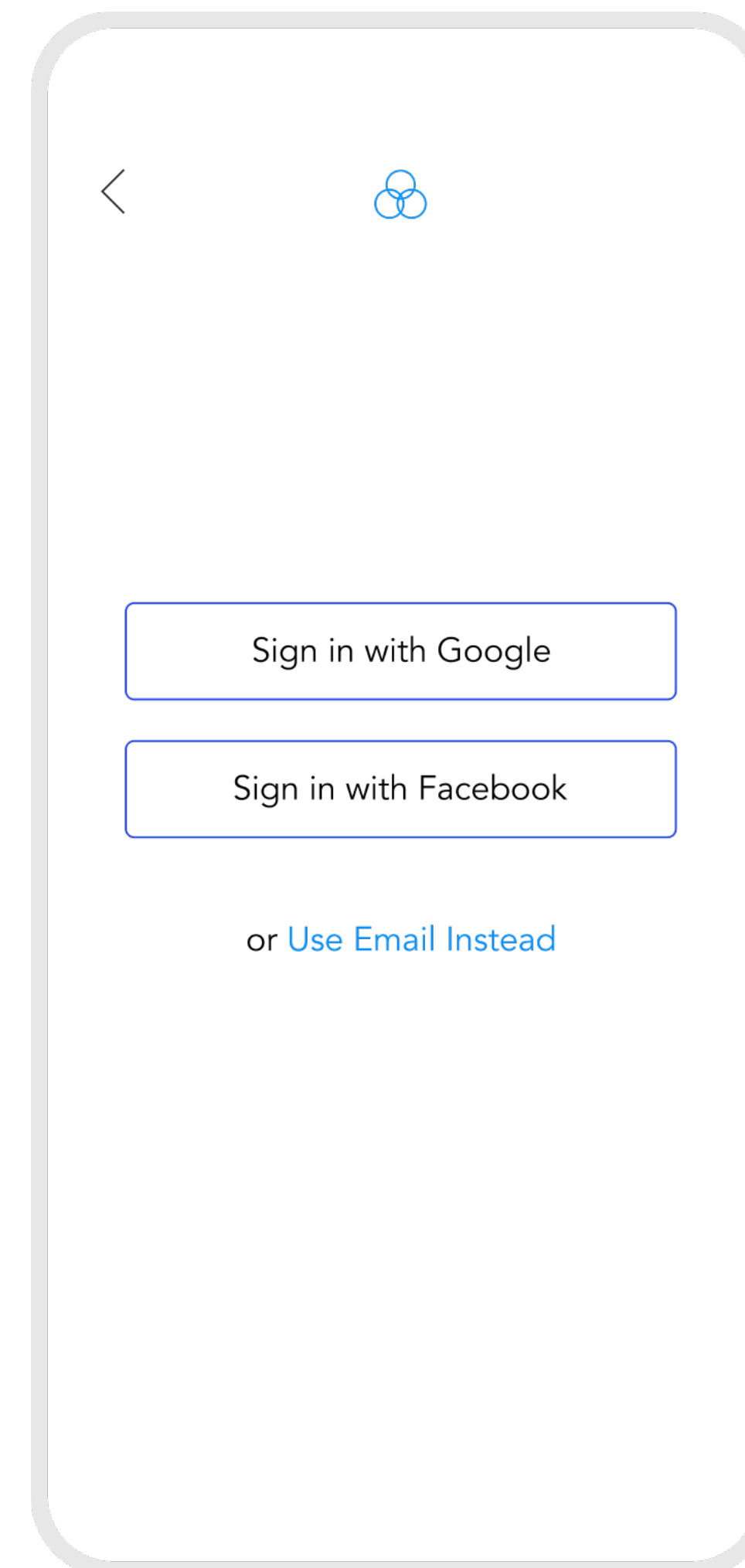
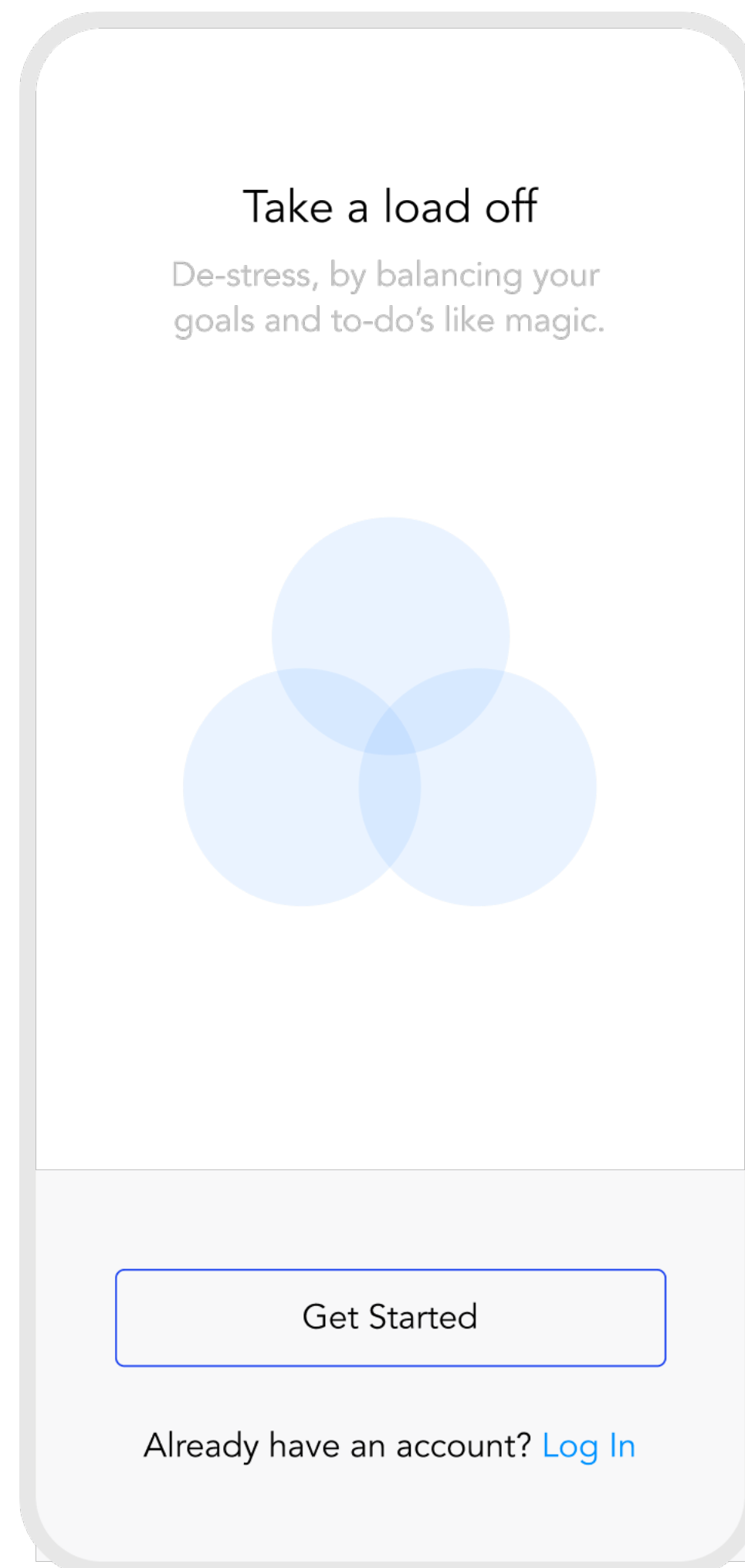
THE WORK-HEAVY

## Balance Focused User

**1** - After downloading the app, the user is greeted with an animation of the main interface and balance indicator, as well as a sign up button.

**2** - Upon clicking “Get Started” the user is taken to a variety of sign up options, including the standard Google and Facebook links.

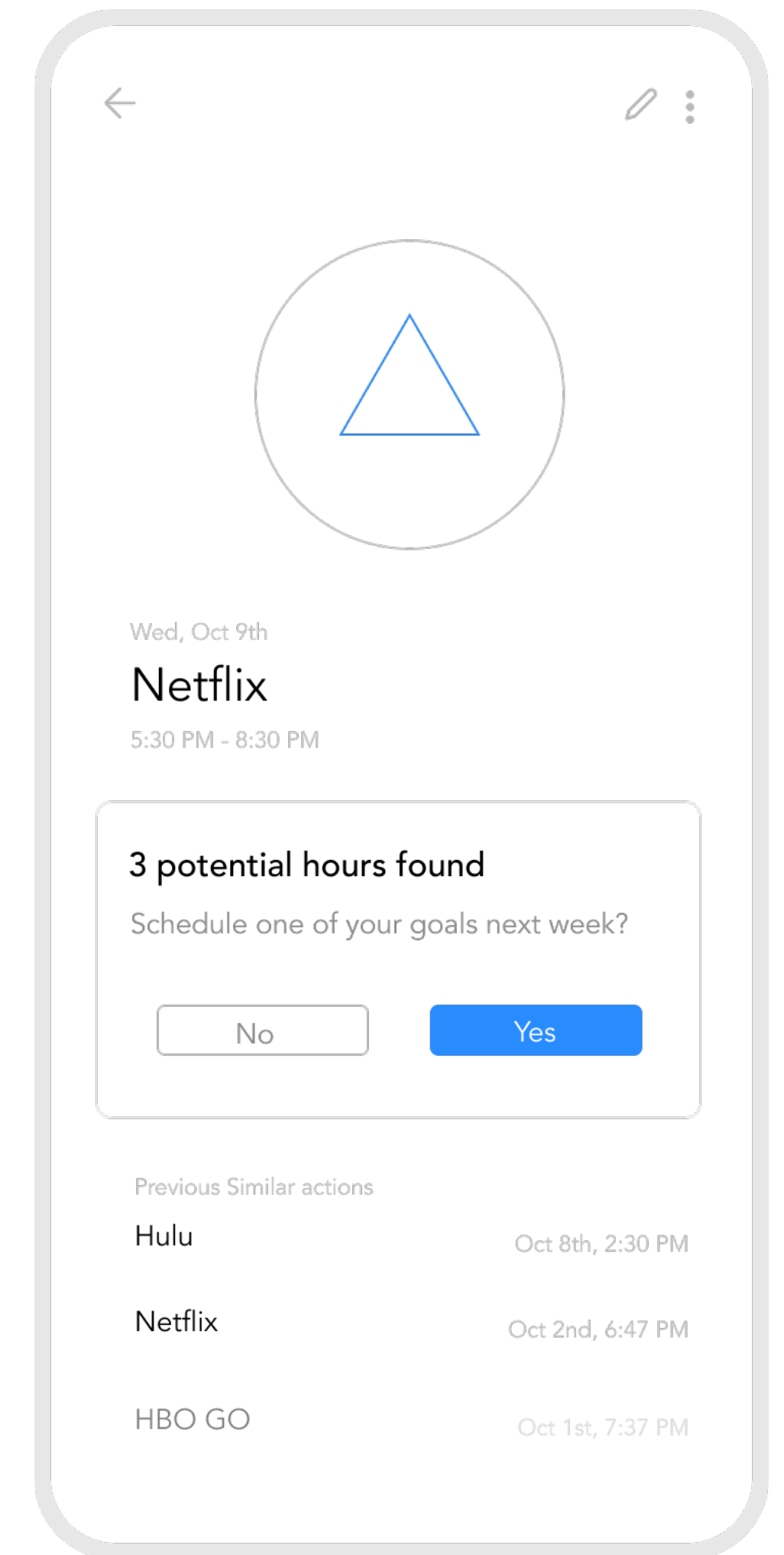
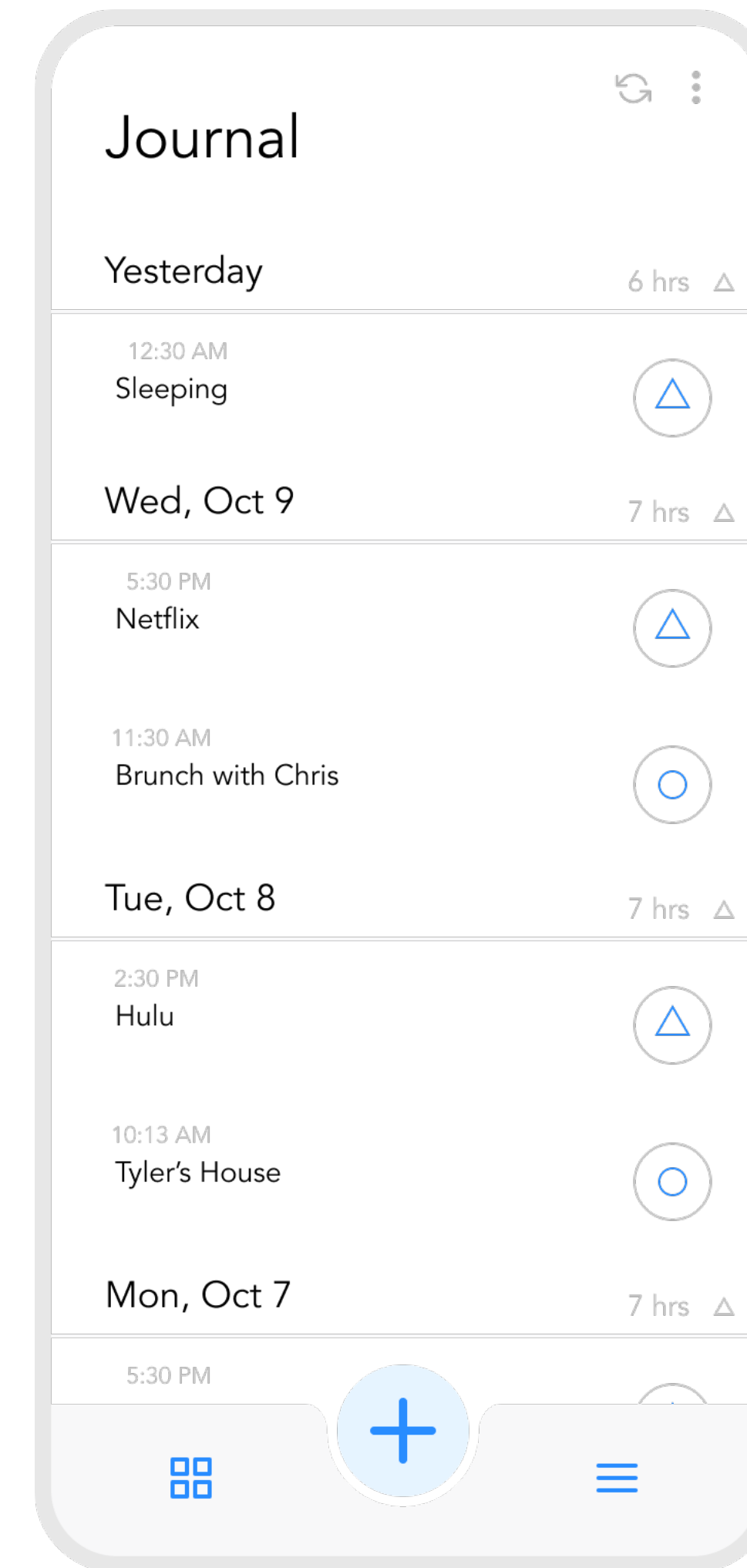
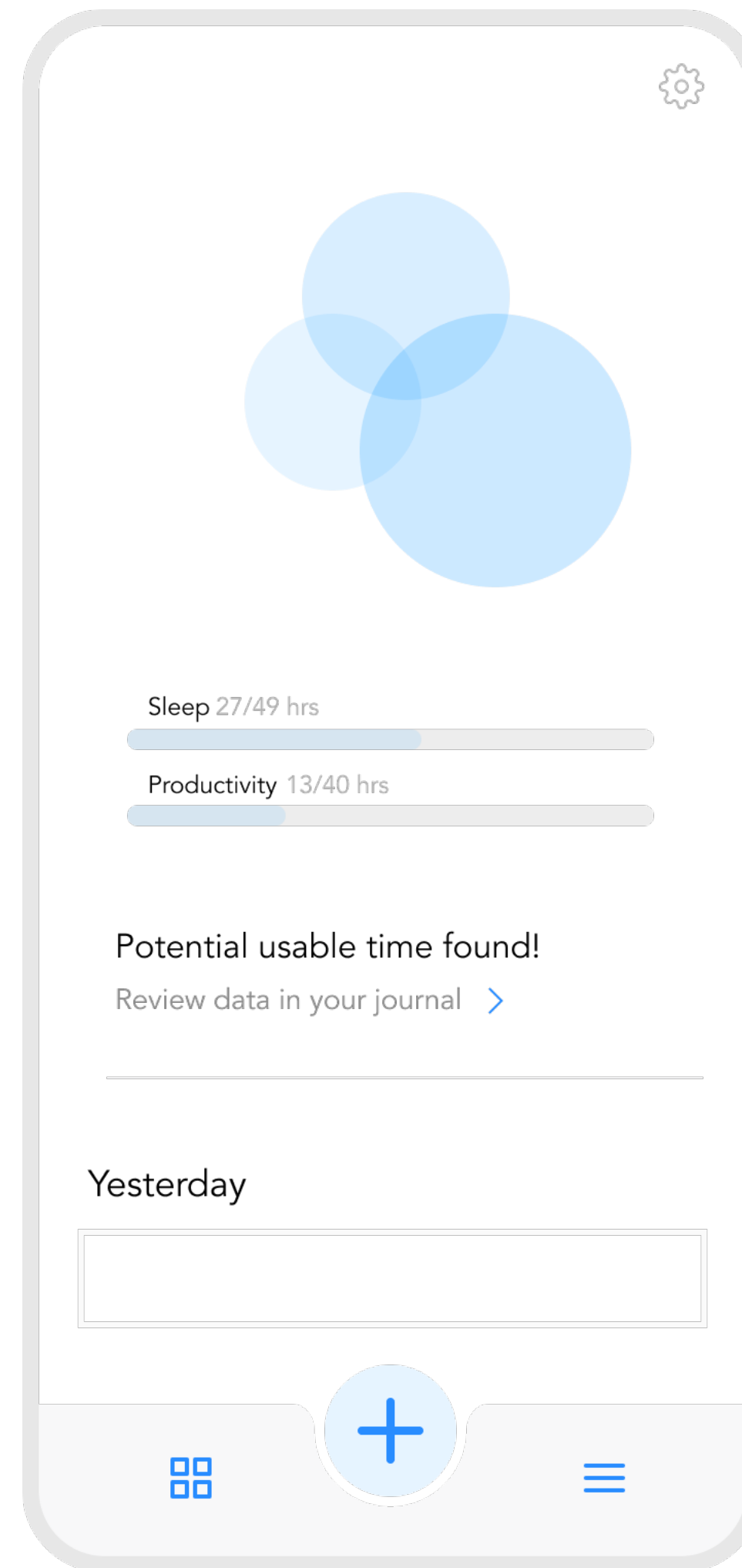
**3** - After signup, the user is brought to an onboarding screen, allowing them to decide on the amount of information they’re willing to share.



THE WORK-HEAVY

## Fitness Focused User

- 1 - After a month of use and tracking, the user receives a notification, and opens the app into its main screen
- 2 - Upon clicking the in-app alert, the user is brought to a summary of their recent events pertaining to the imbalance.
- 3 - The user is prompted to change their schedule to utilize the imbalanced time to better achieve one of their goals.





# Approach

Considering the visuals.



MOODBOARD 1

# Concordia

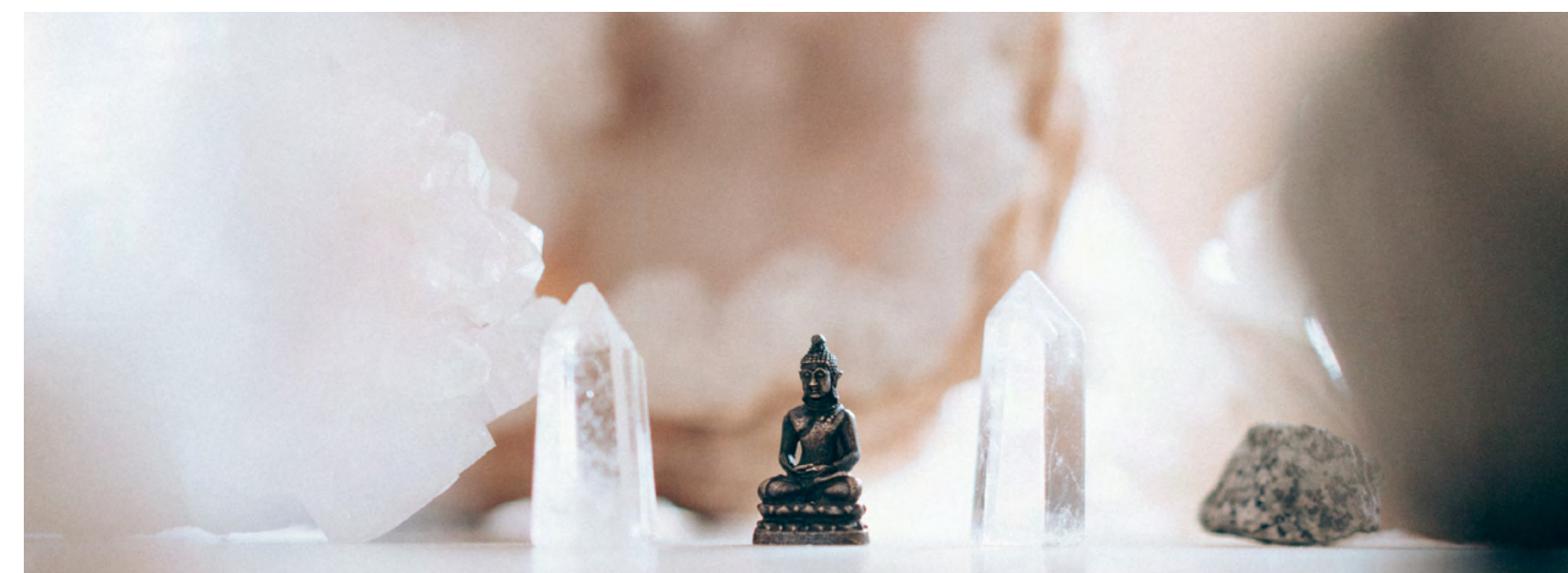
Named after the Roman goddess of Harmony, representing balance.

Irregularities imply the reality of the messiness of life

Color on sparse backgrounds keeps you focused on the task ahead

Organic lines and shapes guide your eye on a natural journey

Honest / Gentle / Easy-Going / Kind / Understanding / Soothing / Generous





MOODBOARD 2

# Themis

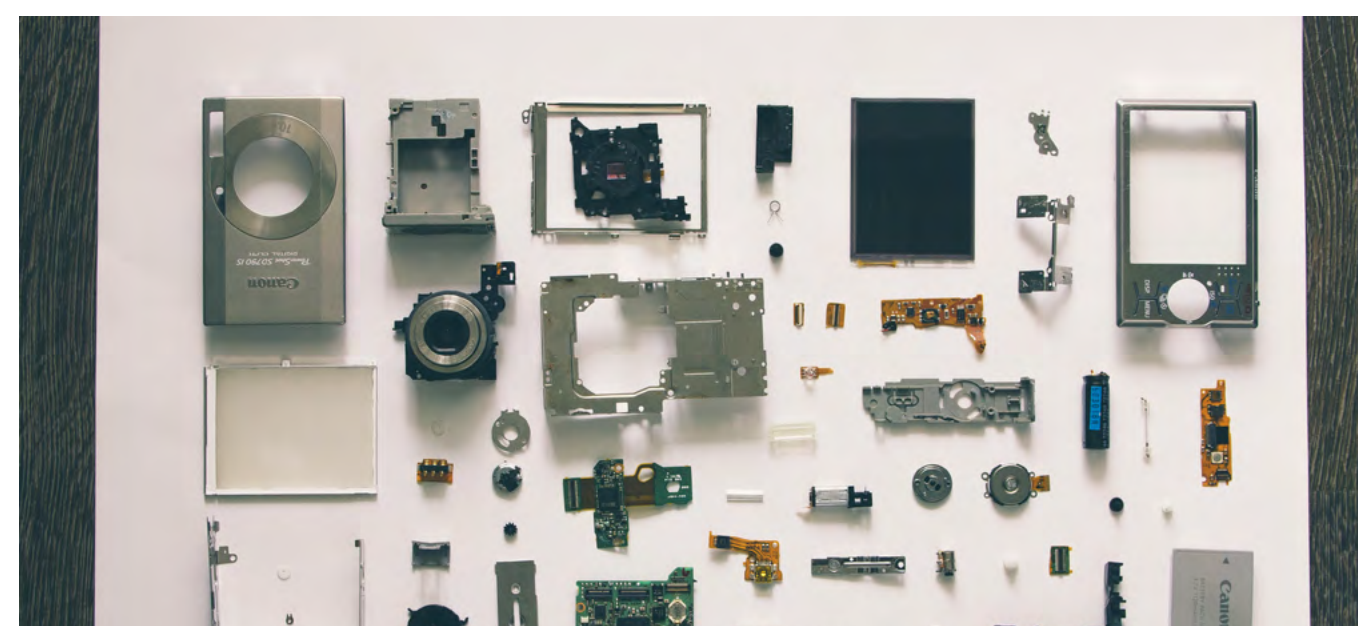
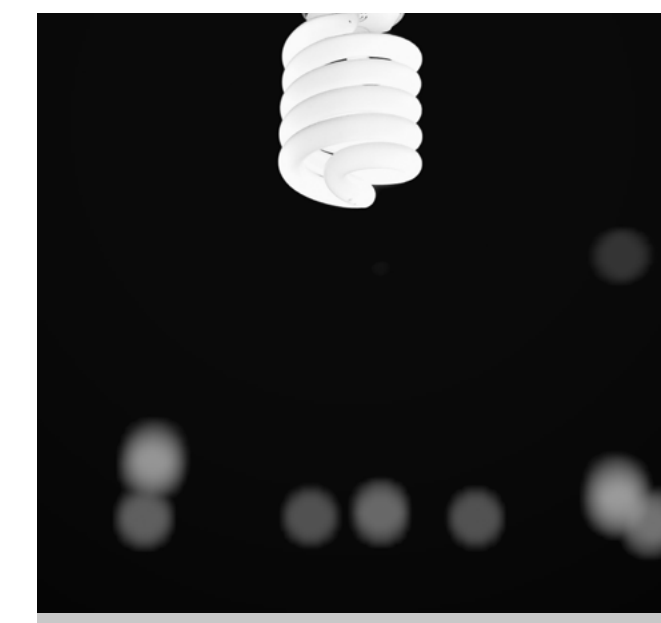
Named after Themis, the ancient Greek titan of Order.

Precise and clean lines immediately direct the eye to focus

Mechanical parts imply flawless and clean functionality

Gridded components suggest cleanliness and simplistic order

Diligent / Mechanical / Industrious / Logical / Methodical / Perceptive / Tactful





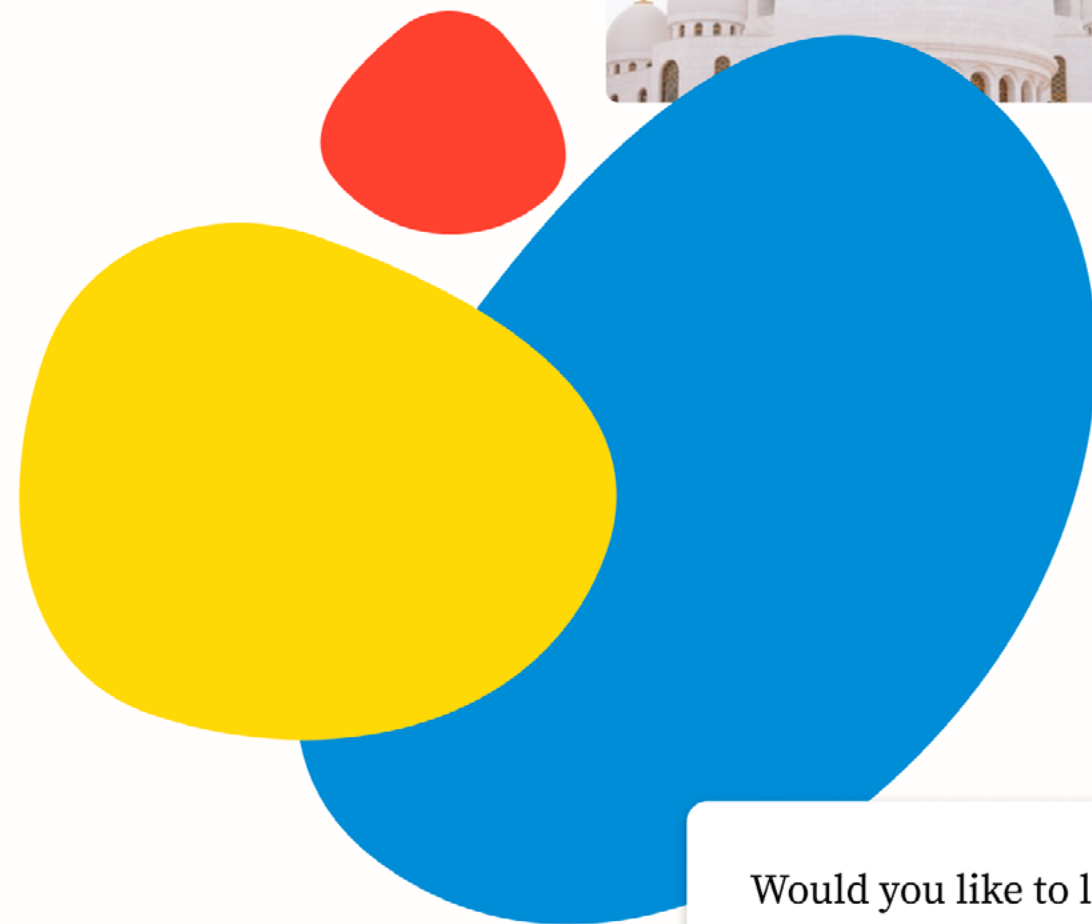
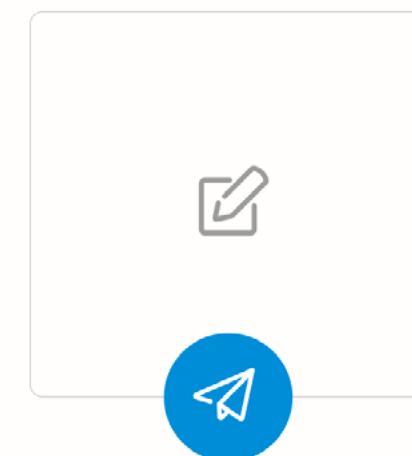
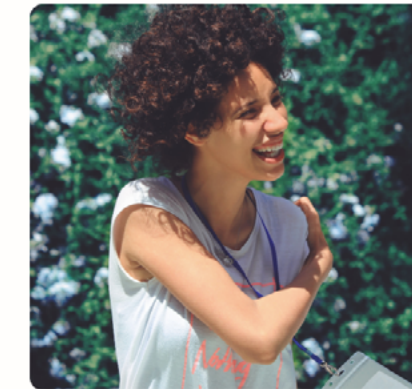
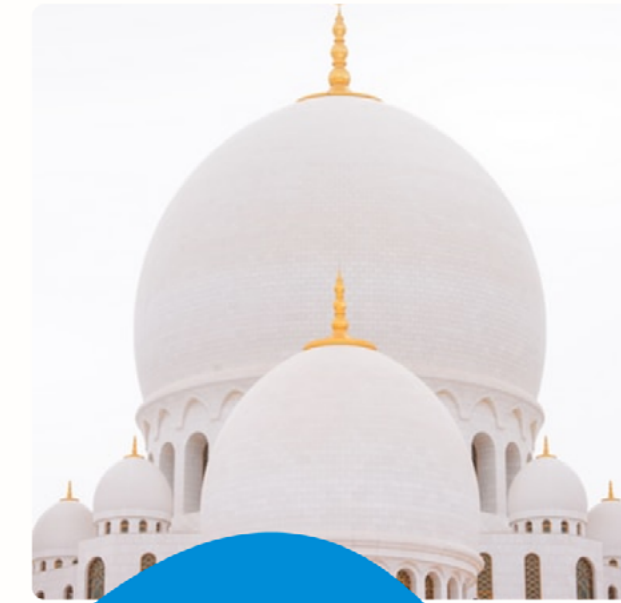
# Harmony Styleboard



## Create harmony.

What I dream of is an art of balance, of purity and serenity devoid of troubling or depressing subject matter - a soothing, calming influence on the mind, rather like a good armchair which provides relaxation from physical fatigue.

Let's Go!



Would you like to learn more about making habits?

# Order Styleboard



- Social
- Work
- ▲ Personal

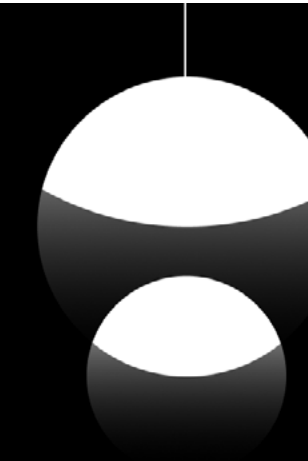
The body needs its rest, and sleep is extremely important in any health regimen. There should be three main things: eating, exercise and sleep. All three together in the right balance make for a truly healthy lifestyle.

Set this is an active goal?

No  Yes



Let's Get Started



SECTION 1.0 / 0.001

# Find Order.



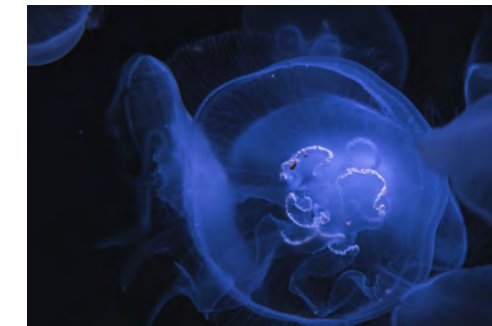
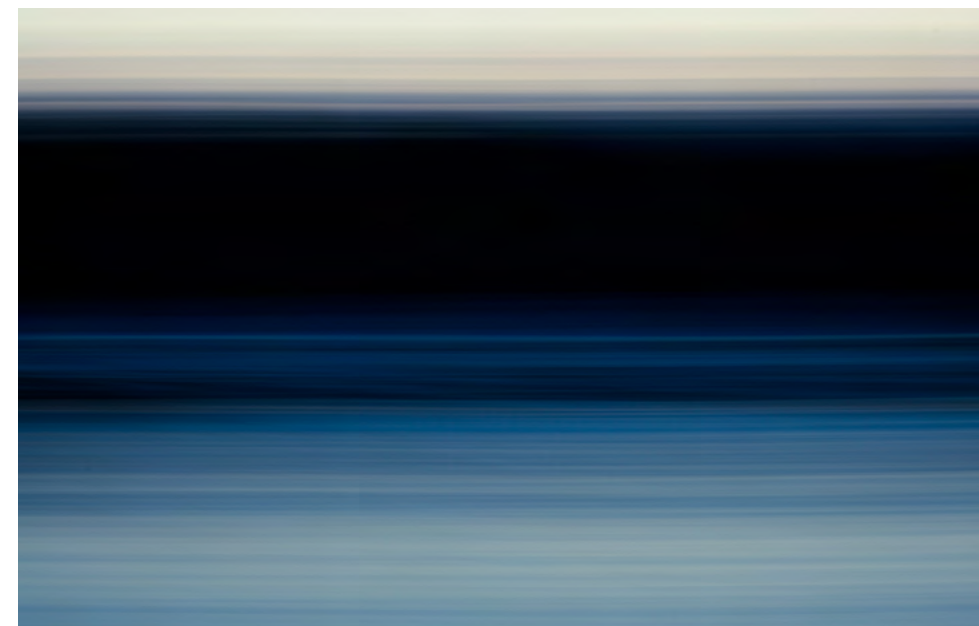


## Final Style

While working with both visual boards, I ended up creating a conglomerate that combined the best aspects of both.

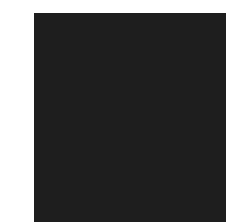
Key words:

Subtle / soft / organized / exciting



## Helvetica Now Bold

Helvetica Now Regular



#366eff

#d23418

#fec430

#1e1e1e

#0f1013



# Visual Design

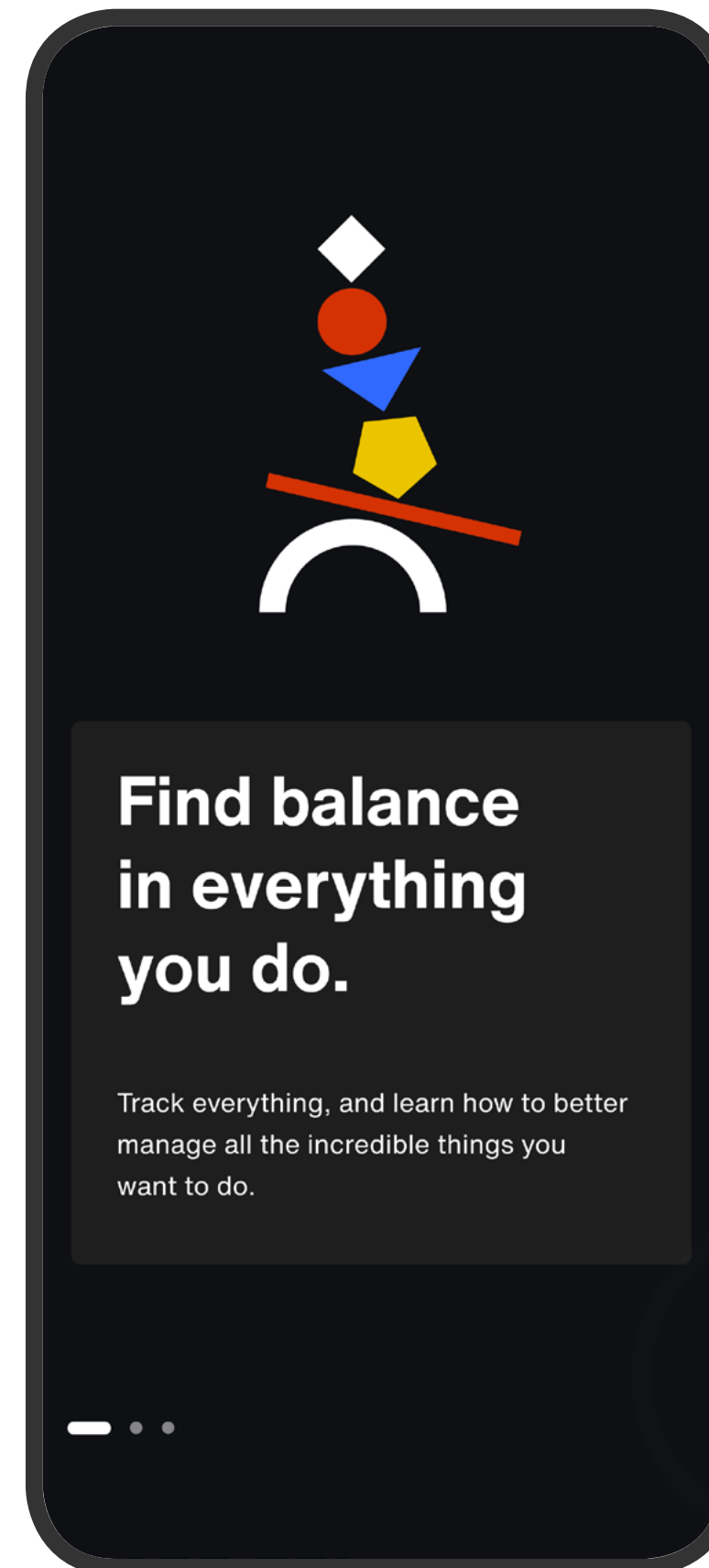
Finalizing the look and feel.

# User Onboarding

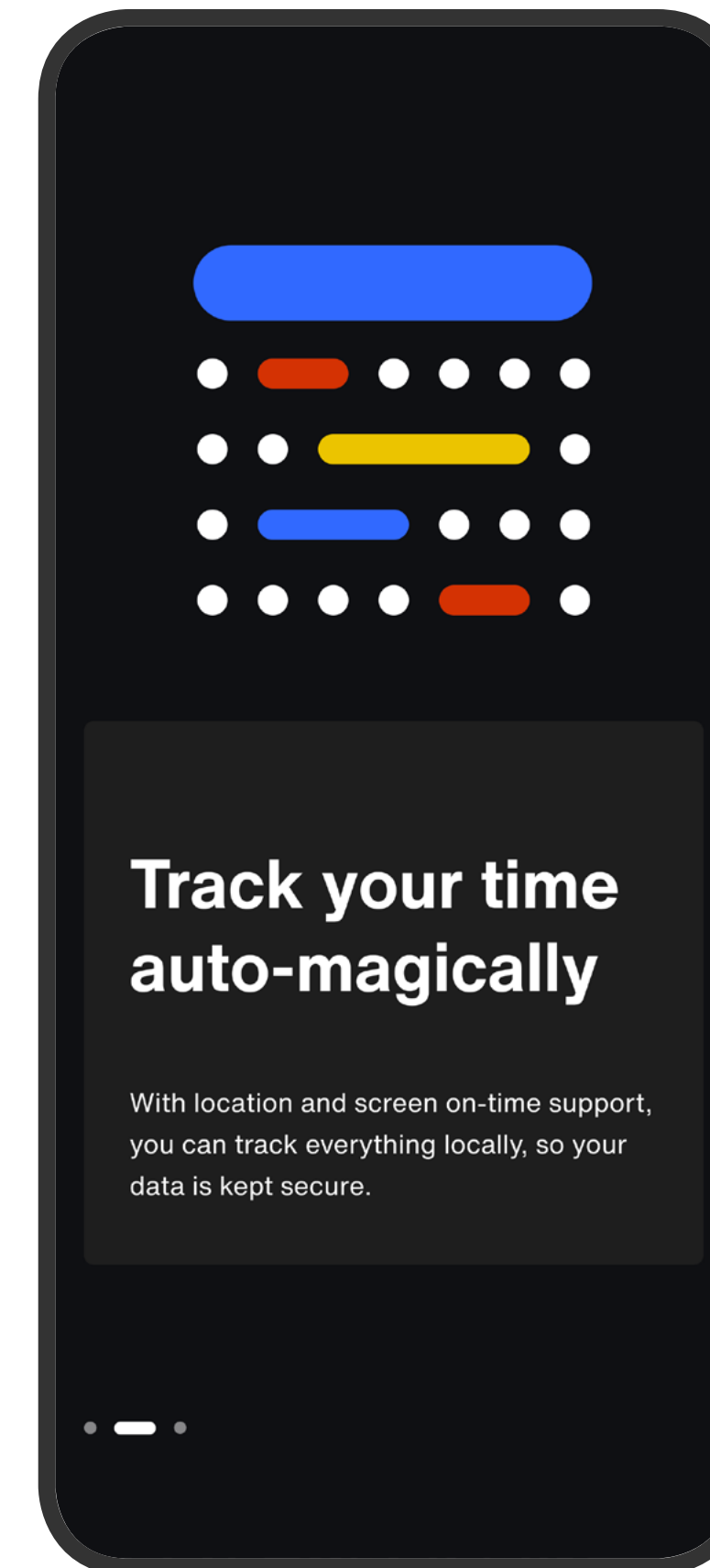
**1** - After downloading the app, the user is greeted with an animation of the main interface and balance indicator, as well as a sign up button.

**2** - The user is brought through several animations and illustrations, informing them on the app's tracking capabilities and requirements.

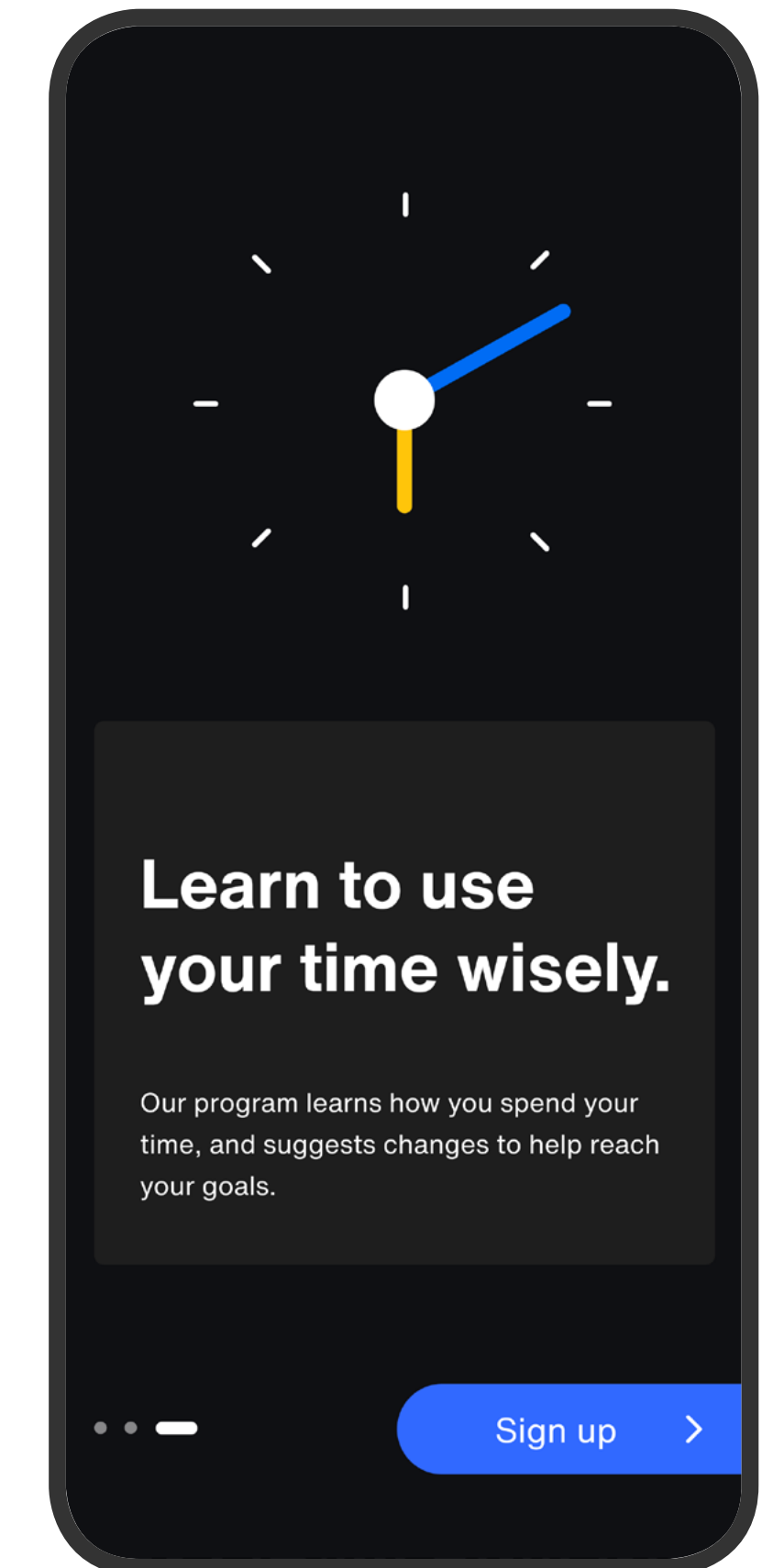
**3** - The AI based suggestions present in the app are introduced, and how they are generated is explained, before prompting the user to sign up and enter the app.



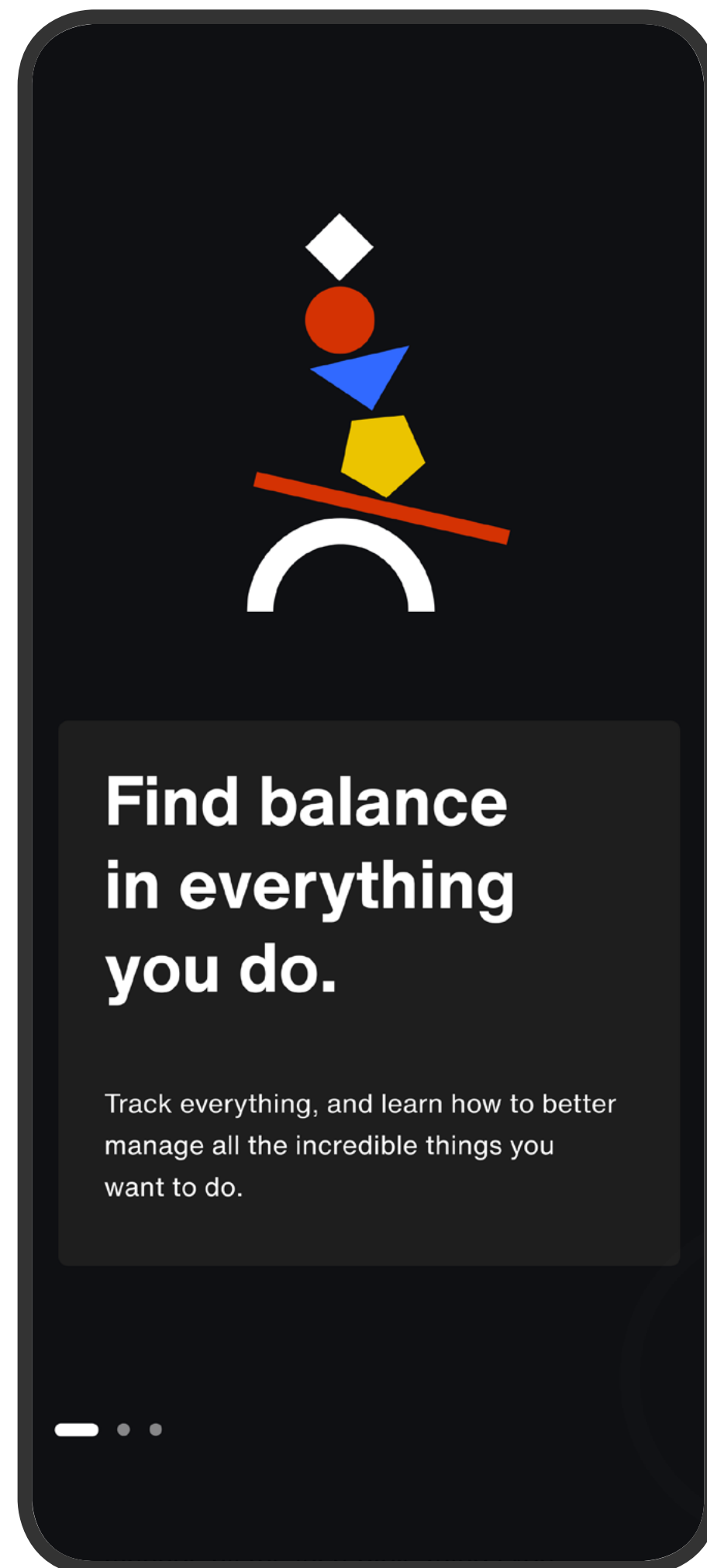
Onboarding Intro



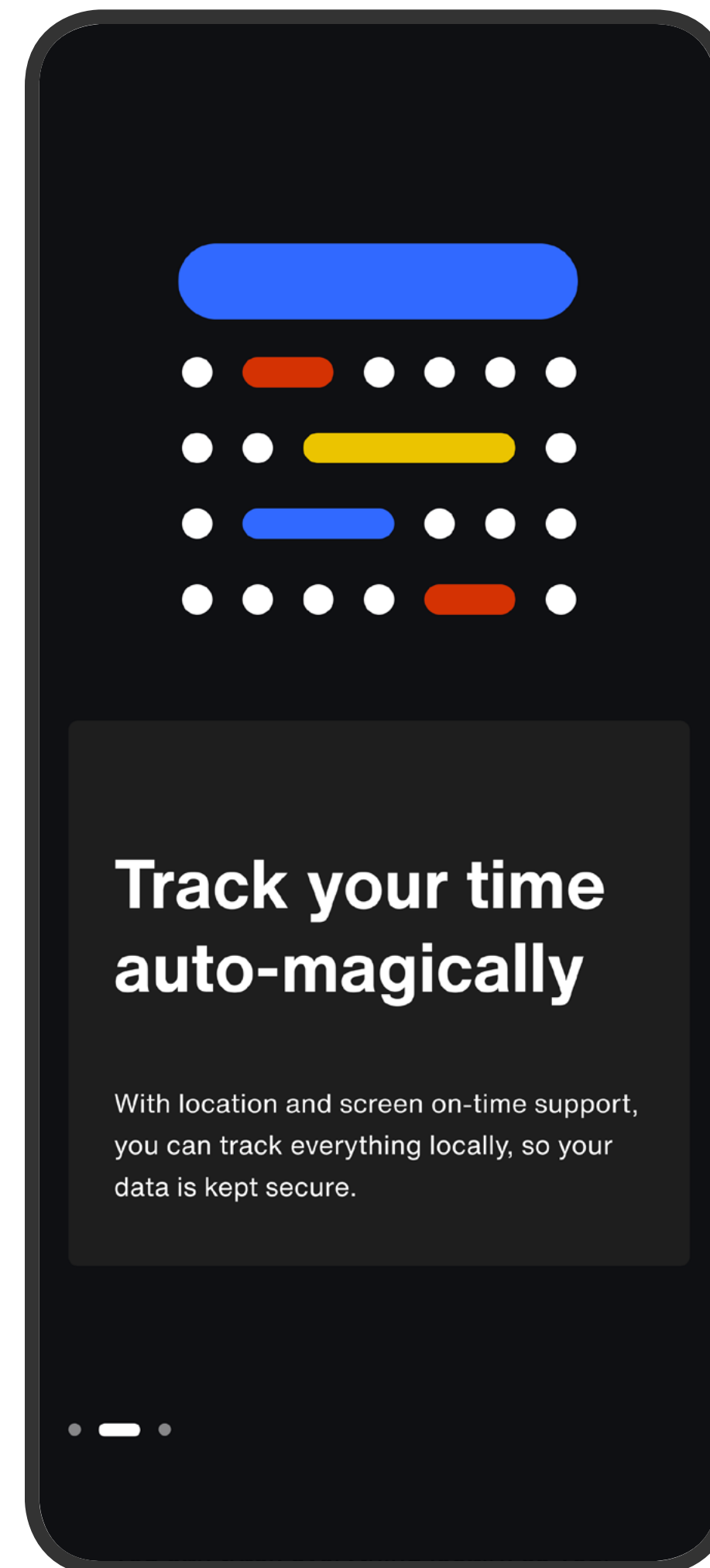
Time Tracking



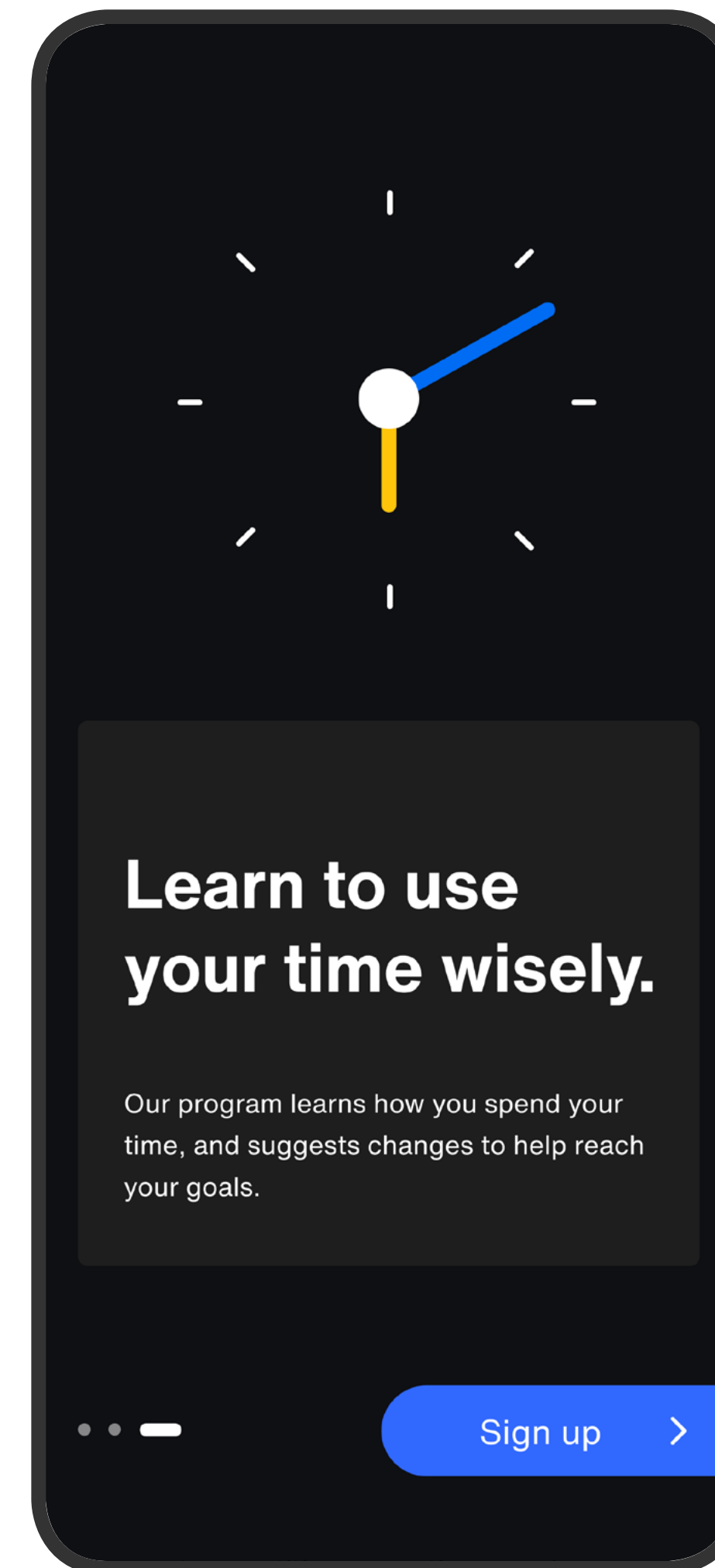
AI Based Suggestions



Onboarding Introduction



Time Tracking



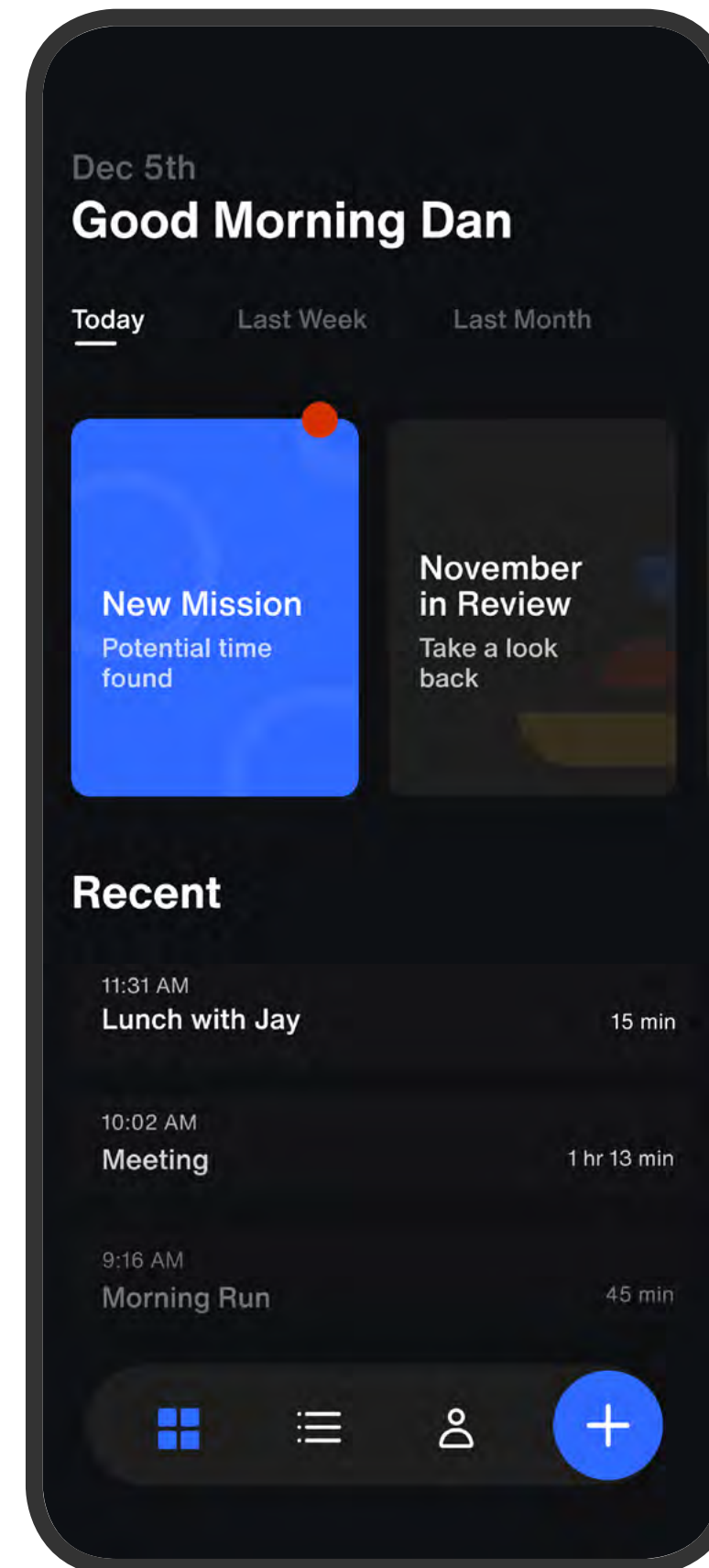
AI Based Suggestions

# Dashboard

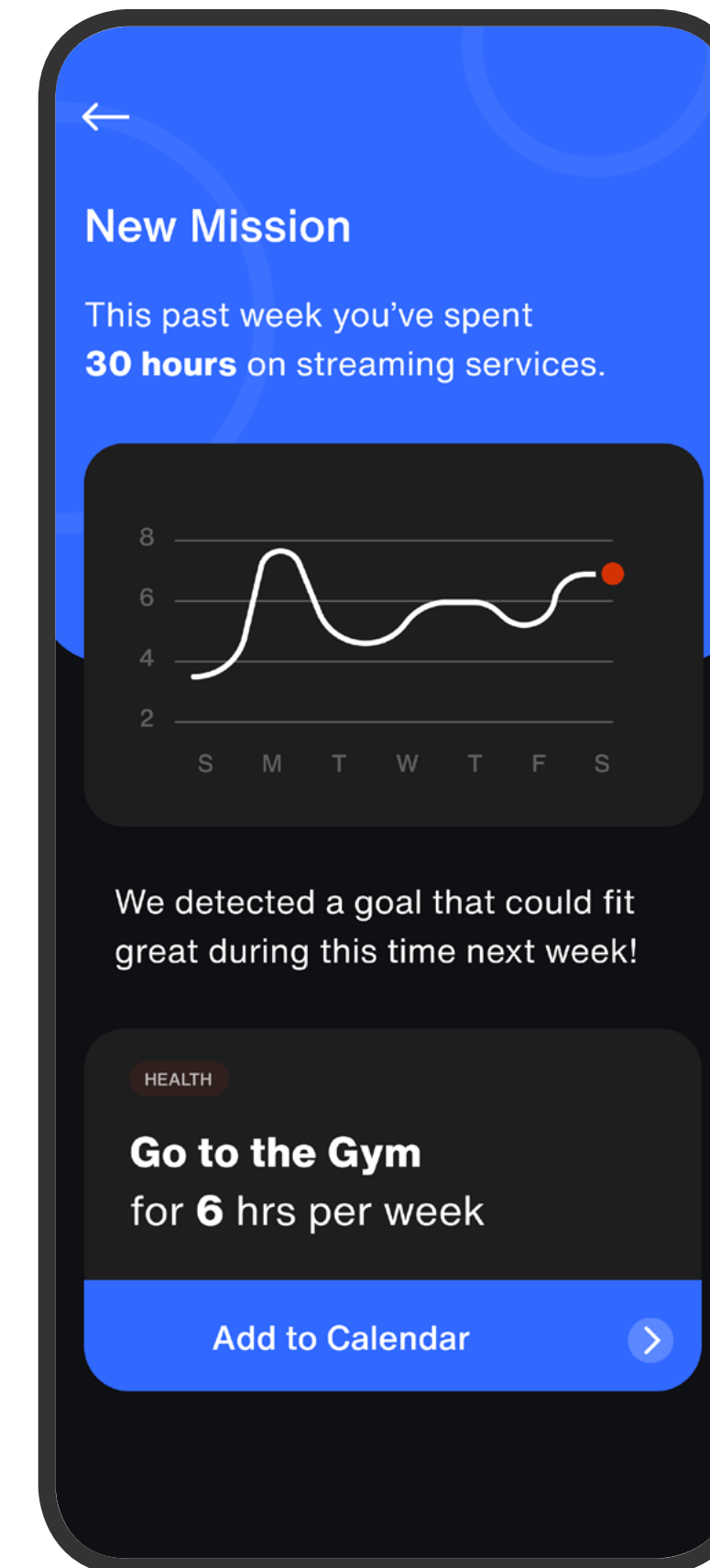
**1** - After a month of use and tracking, the user receives a notification, and opens the app into its main screen

**2** - Upon clicking the in-app alert, the user is brought to a summary of their recent events pertaining to the imbalance, and the details on where time could potentially be used better.

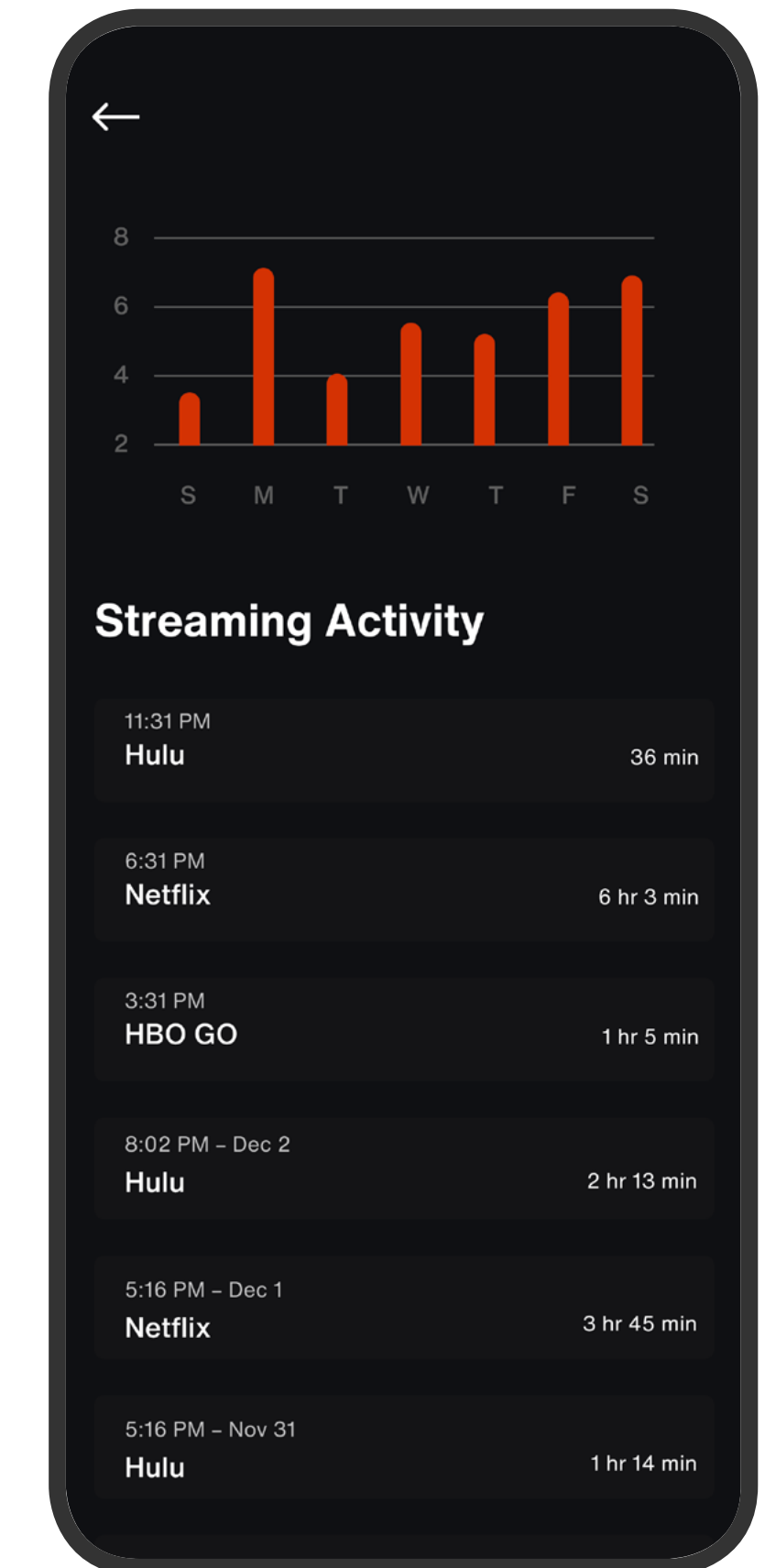
**3** - The user is prompted to change their schedule to utilize the imbalanced time to better achieve one of their pre-set goals.



Dashboard

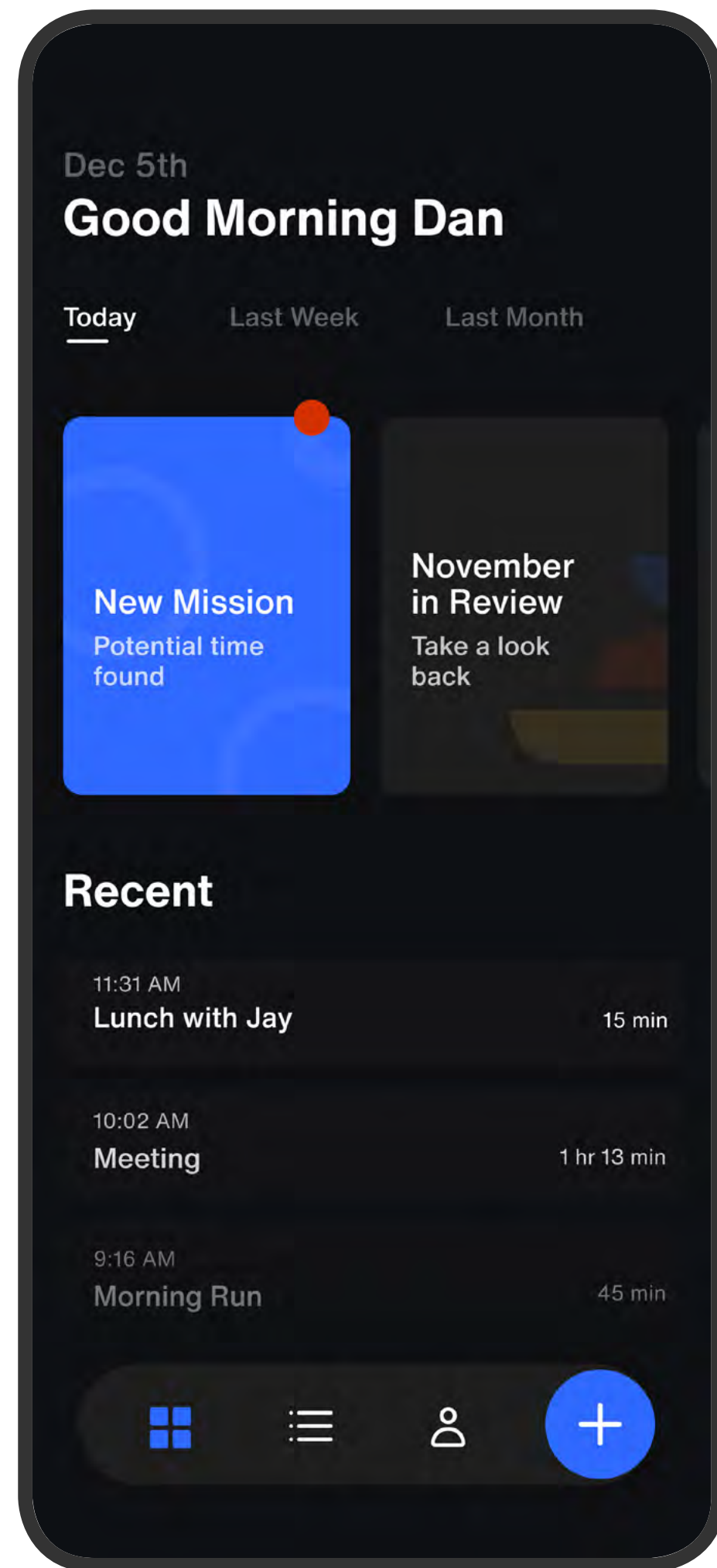


New Mission

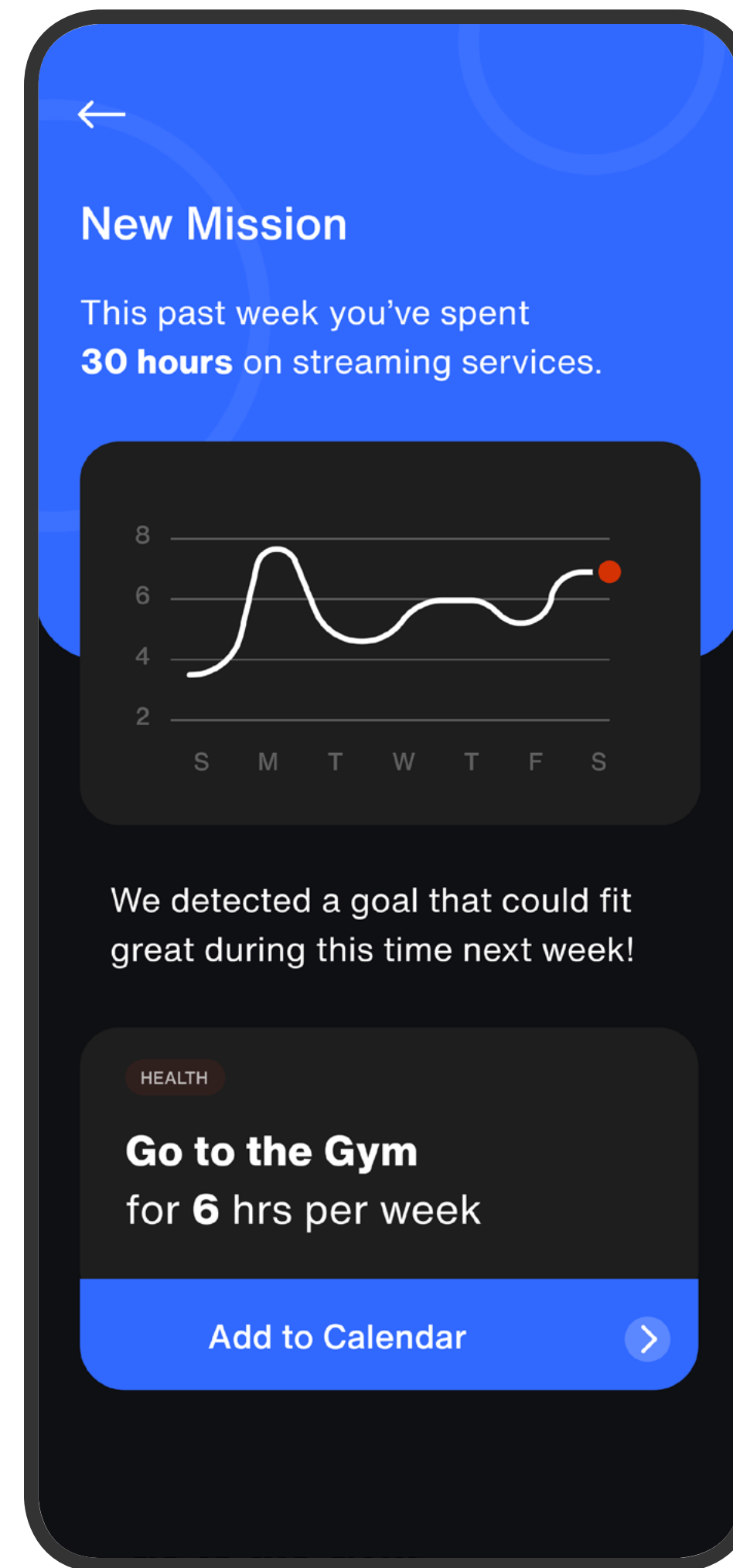


Streaming Activity Details





Dashboard



New Mission

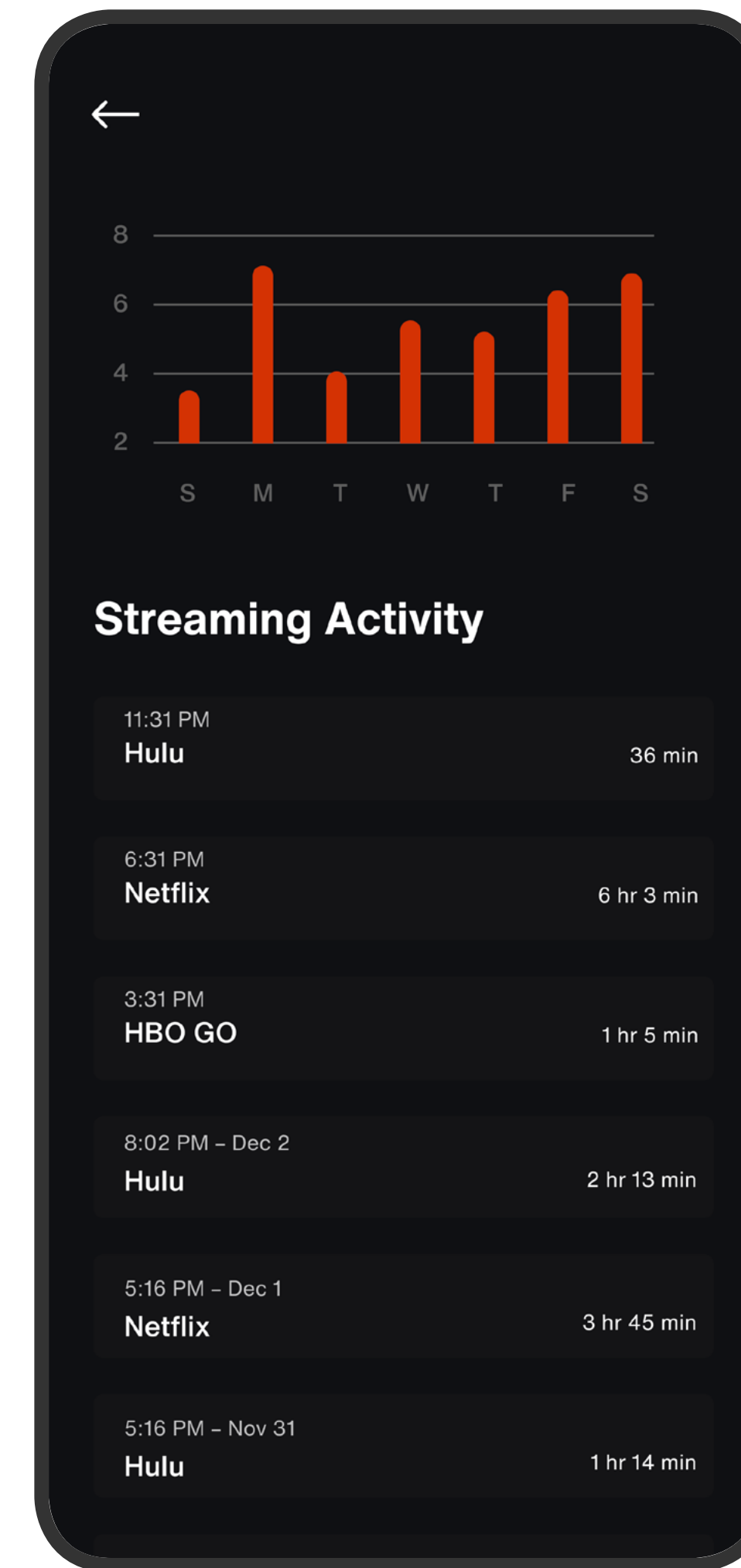


Chart Details

# Watch Interactions



Receiving a notification that a new event is being tracked based on location.

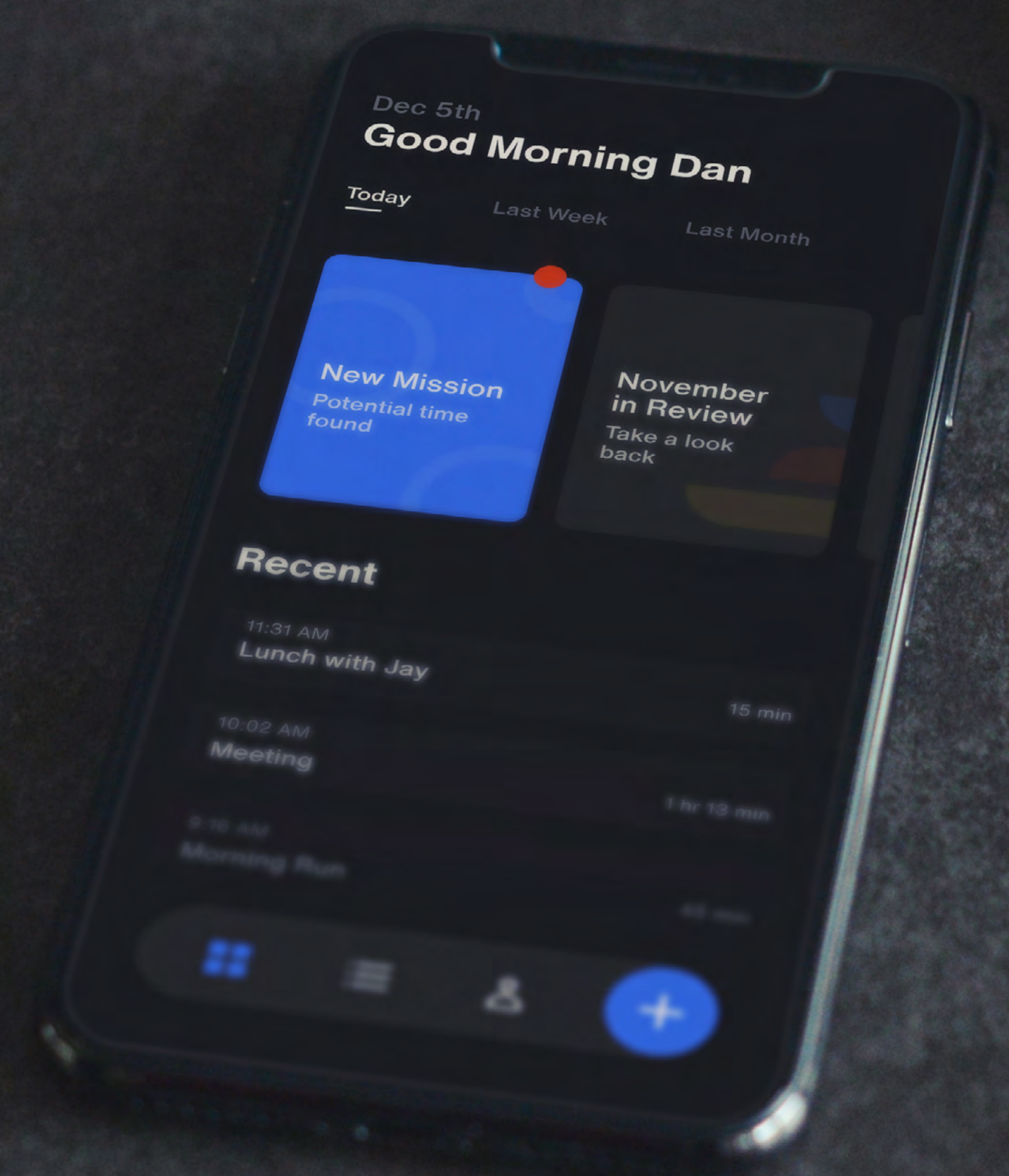


Notification details



The user can edit the action, and end it's tracking directly from their watch.





Dec 5th  
**Good Morning Dan**

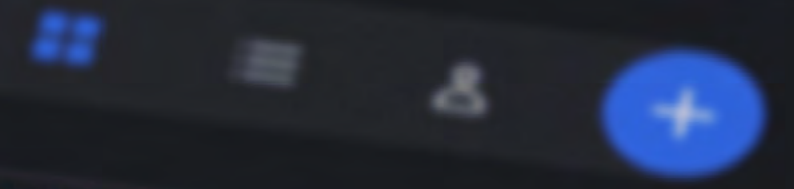
Today   Last Week   Last Month

**New Mission**  
Potential time found

**November in Review**  
Take a look back

**Recent**

- 11:31 AM  
**Lunch with Jay**   15 min
- 10:02 AM  
**Meeting**   1 hr 12 min
- 9:10 AM  
**Morning Run**   45 min







# Thank you!



# References

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