

MPF



Keep on top of your
Wellbeing

A UX/UI CASE STUDY

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UX Scenario

I was approached by a client to create a responsive website to host the episodes of his podcast (My Perfect Failure).

After the website went live the client found the retention of the users wasn't as strong after the users listened to an episode of his podcast and the client basically wanted to offer users more information surrounding the wellbeing attitude to life.

His aim was to make the website more mobile-focused and wanted a more intuitive way to offer more features on a user's phone.

UX Solution

With the client wanting to explore a more dynamic experience through mobile with his users we decided that we should focus on creating an app that will address his initial problem and give us a platform to implement the features into an app.

There was also a wide range of benefits in switching to a app such as apps usually store their data locally on mobile devices, in contrast to websites that generally use web servers. For this reason, data retrieval happens swiftly in mobile apps, which means that the overall experience for the users will be drastically improved.



UX OBJECTIVE

Transforming a website into an app whilst sounds easy there are a lot of areas to consider. In addition, as we are now implementing quite a few extra features such as video, articles and audio streaming will mean that we will have to carefully plan how all will complement his podcast.

Overall our objective is to ensure that the app will be able to incorporate all these features without being overwhelming for the users to navigate the app.

User Researcher

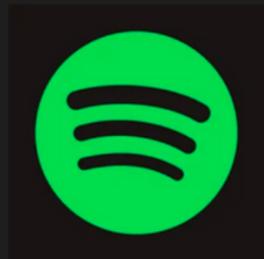
As we have an existing product with the website there was a lot of information that we needed to gather from the users to ensure we could meet their needs with the new app.

I wanted to identify the users pain barriers of the website and what could hold them on the website for longer, and what do they like. I also wanted to get user insights into their feelings and experiences with the direct competitors that I analysed during the competitive analysis.

These methods and techniques help formulate a plan of action and also a sense of direction towards the targeted users wants and needs.

Competitor Analysis

Top Competitors



Spotify

When it comes to leading podcast apps it was important to look at Spotify. This app is awesome from every aspect such as design, functionality and intuitiveness. I will need to take a lot of inspiration from here.



Apple Podcast

Just like Spotify Apple Podcast app has a great amount of content and it is well designed, Both apps can be overwhelming to new users so this is something that I will need to take into account.

Other Competitors



Radiopublic

This App's UI is very welcoming and intuitive. A great collection of podcast but very overwhelming to find specific content.



Amazon Music

A really smart navigation and suggestive functionality that showcases tech at its finest. The core focus on the app is music but great inspiration for design.



Audible

When it comes to wellbeing Audible has a phenomenal selection of content that falls into this category. The app is very easy to use and also very intuitive like all the apps I have reviewed.

User Persona

Name: Samantha Bella
Age: 32 years old
Occupation: Bank Manager

Income: £56,000
Location: London, United Kingdom
Education: Masters

About:

Samantha is currently employed as a bank manager at Barclays bank but wants to start a business in providing financial advice.

Goals:

Samantha wants to remain motivated to achieve her goals and not become overwhelmed and stressed due to lack of time.

Frustrations:

So many motivational outlets makes it very stressful to identify the information and motivation in one place to help keep Samantha on track.

Motivators:



Accessibility



Ease of Use



App Reliability



Color Palette & Typography

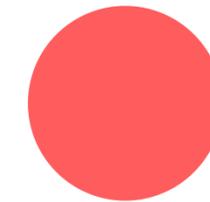
1 Typography

For fonts, we decided to go for SF Pro Display as the primary font then Poppins as the secondary font.

SF Pro Display

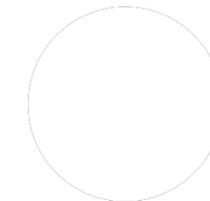
2 Color Palette

For color palette, I decided to go for a combination of warm and cool colors.



#fe5c5d

Primary Color

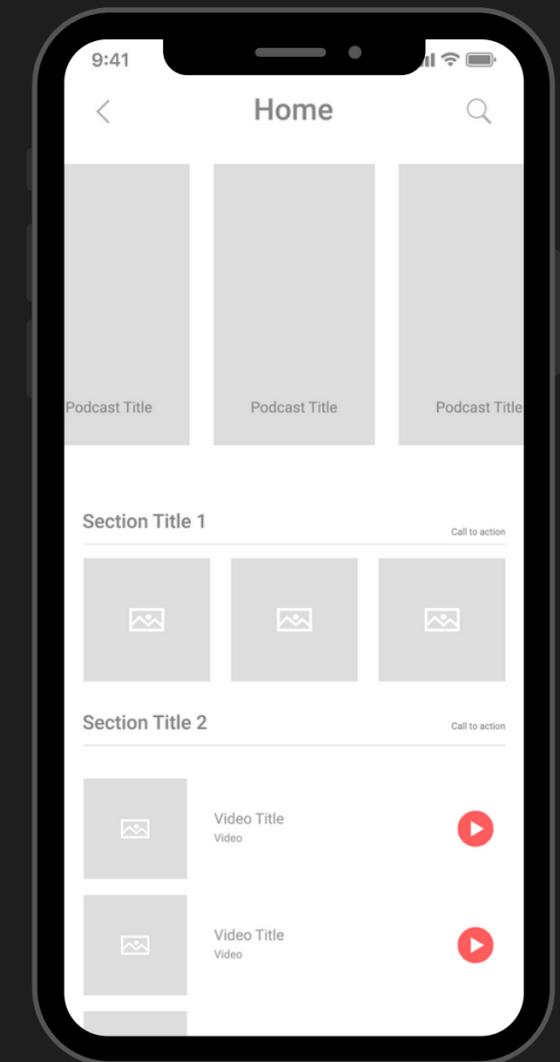
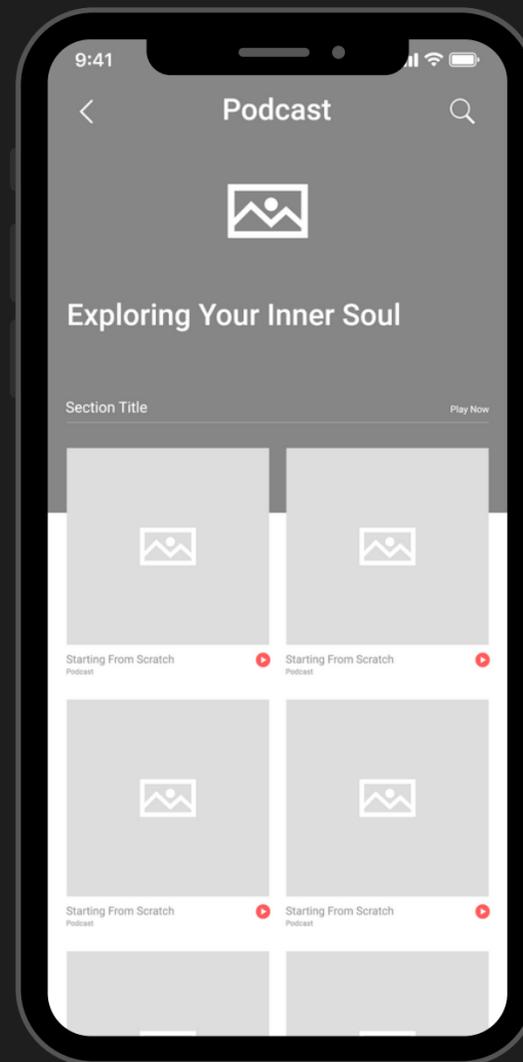
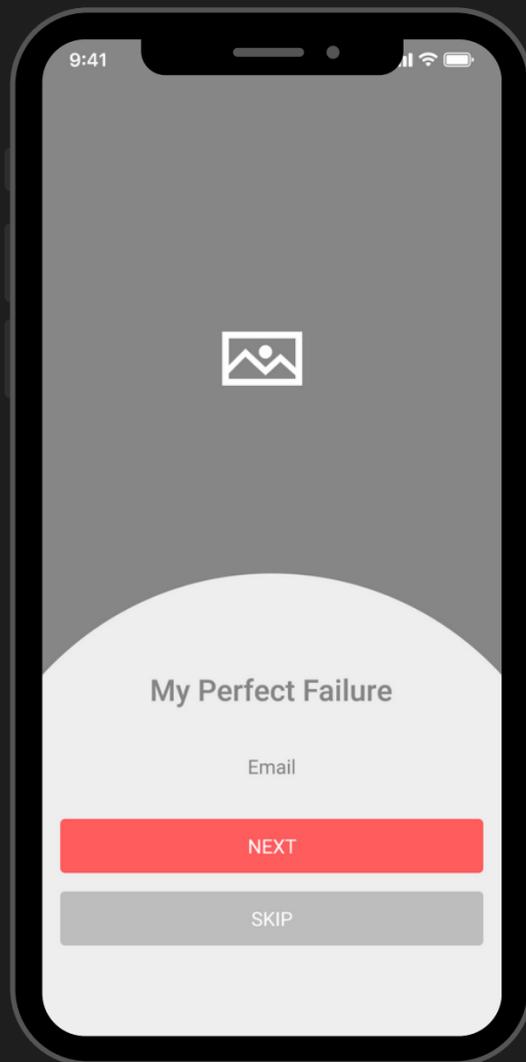


#FFFFFF

Secondary Color

UI mock-ups

Low Fidelity



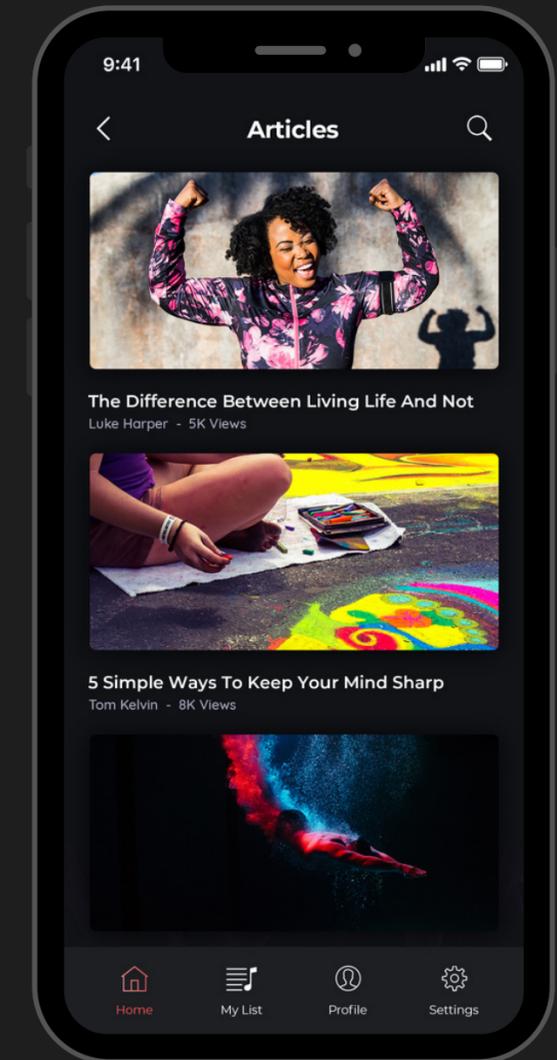
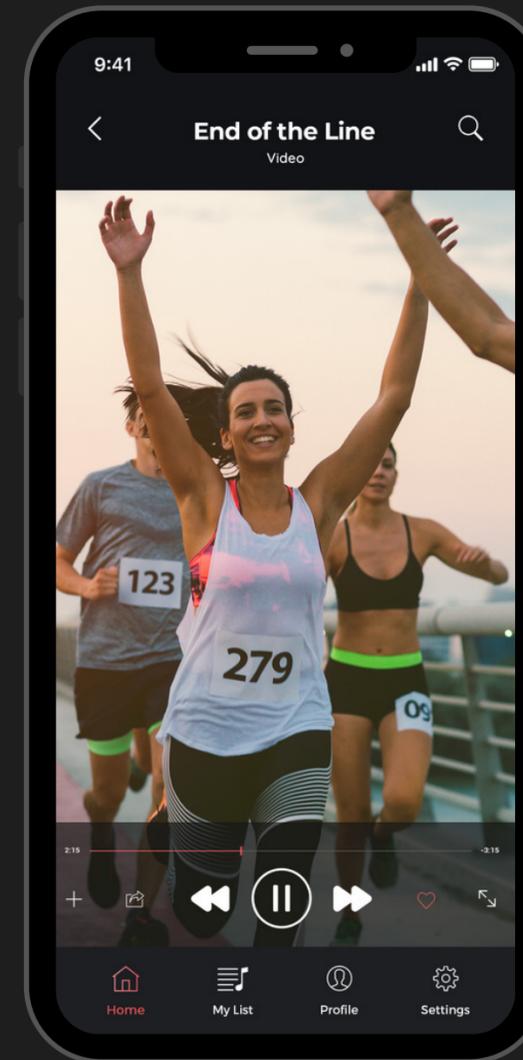
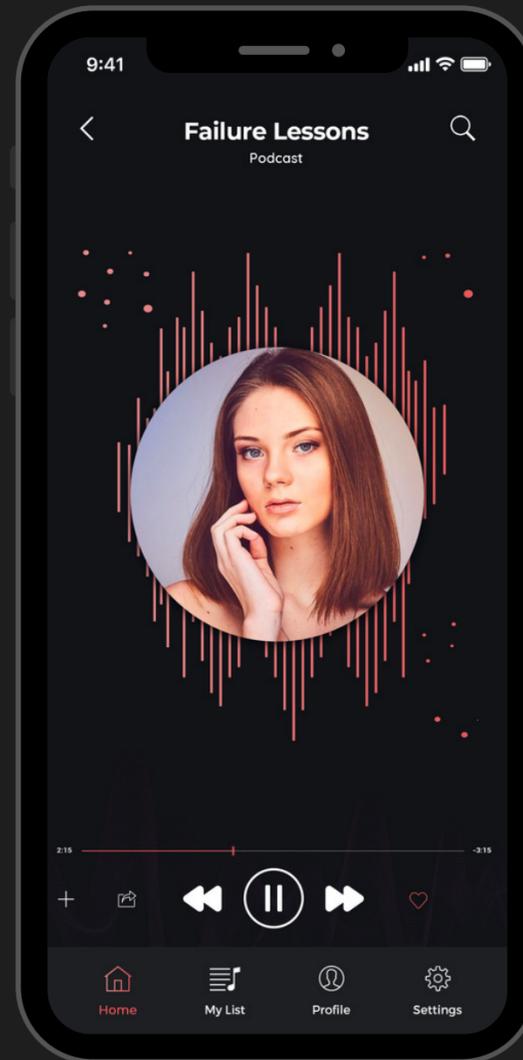
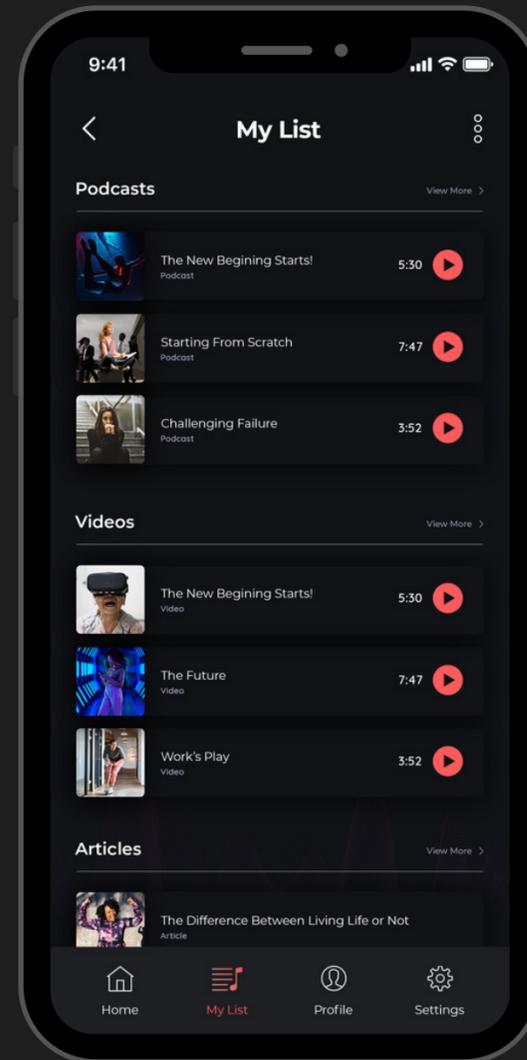
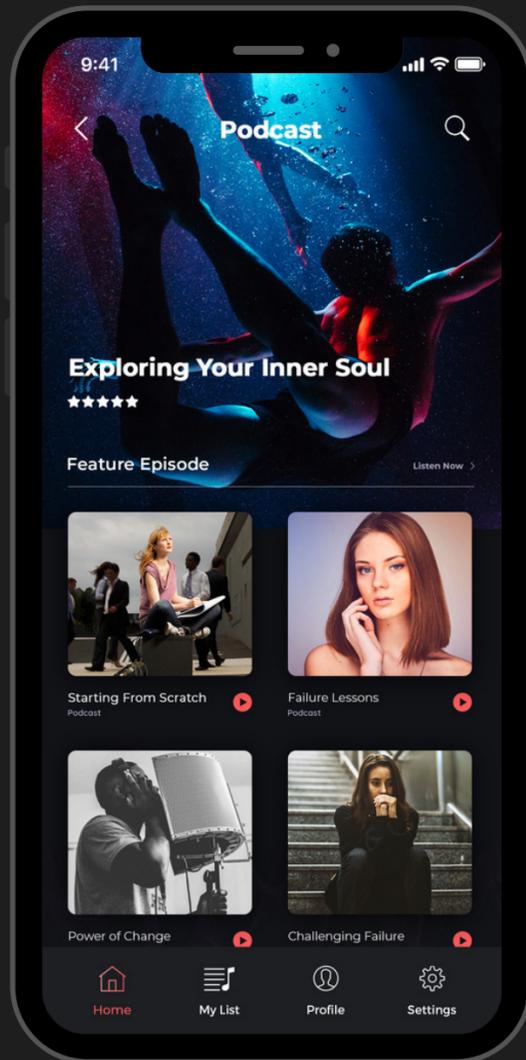
Usability Testing

Guerilla testing was run on an iPhone device allowing for a more realistic interaction scenario.

We were looking at a pain point that the user came across, any suggestions they could make about the flow of options available.

UI mock-ups

High Fidelity



The Conclusion

Overall I found that this was a great and enjoyable project to work on. It was challenging as converting a portfolio website to an app with additional features and targeting a wider audience was not easy.

Given the limited budget resulted in changes of developers and also changed some of the features that were initially requested (social interaction).

There was also a lack of content meant designing new content for these product pages was a major challenge.



THANKS FOR VIEWING!