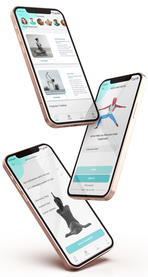
New App to

MEDITATION & YOGA



Overview:

Mindfulness Stress Reduction is a blend of meditation, body awareness and mindful movement, learning through practice and study how your body handles the stress. In this full of distraction world, we need to find our inner peace and happiness!
Stress and anxiety are common issue in today's fast-paced and demanding world, leading to various physical and mental health problems. Mindfulness practices have been proven to be effective in reducing stress, anxiety, and improving overall well-being. With this app, I am aiming to support users in their mindfulness journey!

The Problem:

We live in a noisy and hectic world, full of distraction. To find our inner peace and balance, mindfulness practice is increasingly important. It happens to everyone once in a while to be depressed or feel overwhelmed. Being able to manage the stress and cut distractions is vital for increasing productivity at workplace and with achieving our personal goals.

The Solution:

With Mindfulness Stress Reduction App, I am aiming to support every user to improve their abilities of coping with stress, pain and problems in every day life, learn to breath deeply, meditate, and be more aware of your body and be present and alive in the moment. Research shows that mindfulness training can have significant therapeutic benefits for those experiencing stress, anxiety, high blood pressure, depression, heart disease, diabetes and other ailments.

Competitor Analysis:

As part of the Competitive Analysis, I conducted an analysis of four different "Mindfulness" apps – InsightTimer, HeadSpace, Calm, Meditopia. I focused my research on User Interface elements and functionalities, so I was able to identify the strengths and weaknesses of each app. This gave me an opportunity for differentiation and improvement.
After my research, I found that InsightTimer had many functions and was feeling overwhelming for users. Calm by itself was not user-friendly, and users might feel lost while using it. Meditopia had limited functionality.
In light of these findings, I was driven to develop a more user-friendly, intuitive, and personalized meditation app. This app would cater to individual user preferences and moods, providing an effortless and enjoyable mindfulness experience.

Personas:

To further understand the mindfulness app target audience, I have developed personas. This allowed me to design features, content, and experiences that cater specifically to their needs, preferences, and pain points.

I have interviewed 5 people from different demographics, asking them the same questions. After the interviews, I analyzed the responses to identify common themes, pain points, and opportunities for improvement. This data helped me to inform the development and refinement of the app strategy. The goal was to clearly identify user goals and frustrations, and according to that I have created a user journey map.

Design:

I came up with a design system to add consistency, structure and communication. I chose Poppins and DM Sans Font typeface.

My choice for colors is a combination of bright green, bright blue and bright pink color. This combination is great for increasing user's attention and focus. Bright blue symbolizes tranquility, pink symbolizes lust and desire. Bright green from the other hand symbolizes rebirth and tranquility, all colors necessary for being in the right space.

Validate:

In the concluding phase, I conducted a usability test with 5 users. The aim aimed to ensure that users are proficient in navigating the product and its UI elements. I diligently collected their feedback, which was overwhelmingly positive, reflecting their high satisfaction with the overall MSRA experience.

Final Takeaways:

In my UX research for our stress reduction app, I've gained valuable insights into our users' needs. Through interviews, surveys, and testing, I've identified what causes stress and what users seek in a mindfulness app. My recommendations aim to make the app more personalized. The key findings show that users value simplicity, diverse content, personalization, and a sense of community within the app. I'm dedicated to continually improving the app, safeguarding user data, and maintaining scientific credibility. Armed with these insights, I'm well-prepared to create an app that empowers users to reduce stress, enhance well-being, and cultivate mindfulness in their daily lives.

THANKS FOR WATCHING