Lotus

UX Portfolio

The Lotus App is designed to empower people to take control of their physical and mental wellbeing.

By bringing together tools to track **diet**, **physical exercise**, and **mental health** in one place, Lotus helps users lead healthier, more balanced lives with ease and clarity.

Problem Statement

In today's fast-paced world, health-conscious individuals often **struggle to manage their health and wellbeing** efficiently. With multiple platforms required to track diet, physical exercise, and mental health, users face a fragmented experience that leads to frustration and inefficiency. The lack of customization and poor user experience across these tools makes it difficult for people to achieve a holistic view of their health.

Possible **Solution**

The Lotus App seeks to solve this problem by providing a **centralized, user-friendly platform** that integrates these essential features, allowing users to seamlessly log and track their health data in one place. This unified approach not only enhances convenience but also empowers individuals to take control of their physical and mental wellbeing without the overwhelm of juggling multiple apps.

My **Role**

I led the end-to-end UX design process, from user research and persona creation to prototyping and usability testing. I crafted an accessible information architecture, developed a cohesive design system, and delivered high-fidelity prototypes that support health-conscious users' mental and physical wellbeing.

Project **Duration**

20

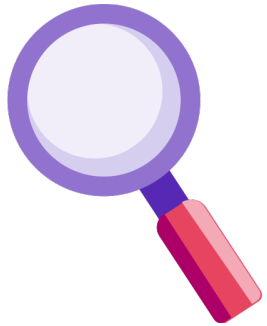
Weeks

Tools Used

Design Thinking

"**Design Thinking** is a solution-focused discipline that aims to match a customer's needs with well-designed, technologically feasible solutions."

Throughout the development of the Lotus app, I followed the **design thinking process** to ensure the user remained at the heart of every decision. From empathizing with health-conscious users and defining their pain points to ideating, prototyping, and testing solutions, I aimed to create a platform that truly addresses their needs in a meaningful and user-centered way.



Discover

The research phase explored the pain points of health-conscious individuals, uncovering with using multiple platforms to manage diet, exercise, and mental health.

Define

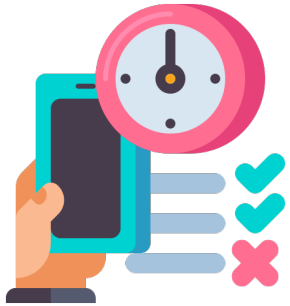
Key insights were synthesized into a clear problem statement, emphasizing the need for a unified platform that simplifies and enhances the user experience in managing personal health data.

Ideate

Various creative solutions were ideated, focusing on features that seamlessly integrate diet, exercise, and mental health tracking into a cohesive and intuitive app.

Design

Wireframes and prototypes were developed with a user-centered approach, prioritizing intuitive navigation, accessibility, and an engaging interface.



Test

Usability testing provided valuable feedback, leading to refinements in the design to ensure a smooth, user-friendly experience that meets the needs of the target audience.

Discover Phase

Qualitative Research: Interviews

Research Goals

Understanding **User Needs** and **Preferences**

To identify what health-conscious users specifically look for in a health and wellbeing app, including their preferences for features such as health tracking, appointment scheduling, and wellness resources.

GOAL #1

Evaluating User Experience with Current Solutions

To document user opinions and experiences with existing health and wellness apps, focusing on what aspects they find beneficial and areas where they feel these apps are lacking.

GOAL #2

Determining **Usability** and **Accessibility** Requirements

To discern the types of tasks users perform on health apps and the challenges they encounter, aiming to understand how Olive can enhance usability and accessibility for a diverse user base.

GOAL #3

Interviews

To understand the user better, 3 individuals were interviewed. The questions were exploring individual opinions around the following topics:

- Basic **User Needs** for a Health Management App
- **User Experience** with Existing Health Management Apps
- **Feature-Specific** Questions
- **Accessibility** and **Usability**
- **Engagement** and **Motivation**
- Additional **Features**
- Comparative Questions

Sarah
(34, gym-goer and nutrition enthusiast):

• Prefers integration of diet and exercise tracking.
• Seeks more personalization and recipe suggestions based on activity.
• Finds small text in apps to be a usability issue.

David
(42, corporate worker):

• Needs simple, straightforward functionality without complex input requirements.
• Values reminders for health check-ups and quick access features for on-the-go usage.
• Prefers automated tracking and clear health progress reports.

Lisa
(29, yoga instructor):

• Uses multiple apps for scheduling and tracking yoga routines.
• Desires an app that integrates physical, mental, and social health.
• Looks for features that support personalization to different skill levels and social sharing.

Interview **Key Insights** and High-Level **Learnings**

The interviews provided diverse insights into the needs and preferences of health-conscious users. Each candidate highlighted unique aspects of what they seek in a health app, from integration of multiple health aspects to simplicity and usability.

- **Feature Integration**: Users are looking for comprehensive solutions that integrate fitness, nutrition, medical information, and mental wellness.
- **Simplicity and Usability**: There is a strong desire for user-friendly interfaces that require minimal input but offer detailed health insights.
- **Customization and Personalization**: Users value the ability to customize apps according to their health needs and lifestyle preferences.
- **Community and Engagement**: Features that encourage community interaction and provide motivation through challenges or rewards are highly favored.
- **Accessibility**: Users are conscious of design aspects like text size and app navigation, suggesting a need for accessible design choices.

(Quick) **Competitive** Analysis

MyFitnessPal:

• Robust in diet and nutrition tracking.
• Limited integration with mental health and wellness resources.

Headspace:

• Strong in mental wellness with guided meditations.
• Lacks comprehensive physical health tracking features.

Define Phase 

Persona

Based on the interviews and all the gathered insights, a persona was created to represent the typical user of the Lotus app: someone deeply invested in maintaining their physical and mental wellbeing. This persona helped guide the design decisions by outlining the user's goals, frustrations, and motivations, ensuring the app's features were tailored to meet their needs and streamline their health-tracking experience. By keeping this user in mind, the upcoming processes, from ideation to testing, remained focused on delivering real value and a seamless experience.

Jordan Lockwood

The Creative Professional

"I need tools as flexible as my lifestyle, helping me stay healthy without the hassle."

Age:27
Job: Freelance Graphic Designer
Status: Single
Pronouns: He/Him
Location: Austin, TX

About

Jordan Lockwood is a freelance graphic designer based in Austin, Texas, who thrives in a dynamic, creative environment. He juggles multiple projects and seeks a health management tool that can adapt to his flexible lifestyle and alleviate the stress associated with his freelance work.

Goals and Needs

Jordan needs an all-in-one health management app that adjusts to his flexible schedule and varying daily demands. He seeks an app that aids in stress management and supports his mental health due to the isolating nature of his work.

Everyday Activities

- Designs visuals for multiple clients from home.
- Balances tight project deadlines with personal health management.
- Participates in online design communities and freelance networks

Everyday Activities

- Designs visuals for multiple clients from home.
- Balances tight project deadlines with personal health management.
- Participates in online design communities and freelance networks

Frustrations

- Overwhelmed by apps requiring extensive input and customization.
- Finds many health apps are not tailored to the needs of freelancers who manage irregular hours.

Device and Internet Usage

- Primarily uses desktop for design work and smartphone for socials.
- Active on Instagram and Pinterest for inspiration and to showcase his work.
- Comfortable with new technologies, preferring intuitive user interfaces.

Empathy Map

Does

- Juggles multiple freelance design projects with tight deadlines.
- Actively participates in online design communities and networks for inspiration and professional growth.
- Uses health apps inconsistently due to their complex
- input requirements and lack of flexibility.
- Prioritizes work but often feels overwhelmed by
- balancing health and work commitments.

Thinks

"I need a simple, all-in-one solution to track my health without it being another burden."

"It's hard to find an app that truly supports my unpredictable schedule as a freelancer."

"Managing stress and mental health is just as important as my physical health."

Feels

- Stressed and overwhelmed due to the isolating nature of freelance work and juggling multiple responsibilities.
- Frustrated with the rigidity of many health apps that don't accommodate a flexible lifestyle.
- Anxious about maintaining a healthy work-life balance but motivated to improve his overall wellbeing.

Says

"I just need something that fits into my day, not the other way around."

"Why are these health apps so complicated? I don't have time to figure it all out."

"My mental health is suffering because I'm always either working or thinking about work."

User Journey Map

I created a detailed user journey map to track interactions at each stage of the app, enabling me to identify opportunities for enhancing the user experience while also monitoring thoughts and feelings throughout the journey.

App Discovery & Download

Jordan seeks a flexible health management app like Lotus that adapts to his freelance lifestyle and efficiently supports his physical and mental wellbeing with minimal effort.

Pain Point
(Severity: Nuisance):

Lack of detailed user reviews focusing on freelance professionals.

Personalization of Settings

Jordan aims to customize the Lotus app to fit his specific health goals and tracking features to seamlessly integrate with his daily routines without being overwhelming.

Pain Point
(Severity: Moderate):

Some features require frequent readjustments, interrupting workflow.

Daily Health Logging

Jordan's goal is to consistently log his health data and track progress toward his goals, seamlessly integrating the app into his daily busy routine, and valuing ease of use.

Pain Point
(Severity: Moderate):

Interface glitches or slow load times disrupt quick Logging.

Participation in Communities

Jordan's objective is to engage with communities for motivation and support, engage wit communities that encourage healthy habits and foster social interaction.

Pain Point
(Severity: Moderate):

Limited engagement from other community members can reduce motivation.

Reviewing Health Trends

Jordan aims to review his health progress using the app's analytics to adjust his strategies and goals, ensuring it stays aligned with his evolving professional and personal life.

Pain Point
(Severity: Moderate):

Complex data makes it hard to quickly understand health trends.

- Relieved to find an app that seems to fit his needs
- Skeptical about whether it will be as good as it claims

- Pleased with the flexibility to customize settings to his personal health goals
- Comforted by the user-friendly interface that simplifies customization

- Satisfied with the quick and easy daily logging
- Positively surprised at how seamlessly the app fits into his daily routine

- Engaged and motivated by community interactions and challenges
- Excited about competing and sharing progress with others

- Analytical as he examines his health trends and progress.
- Thoughtful about adjustments needed to his health plans based on app feedback

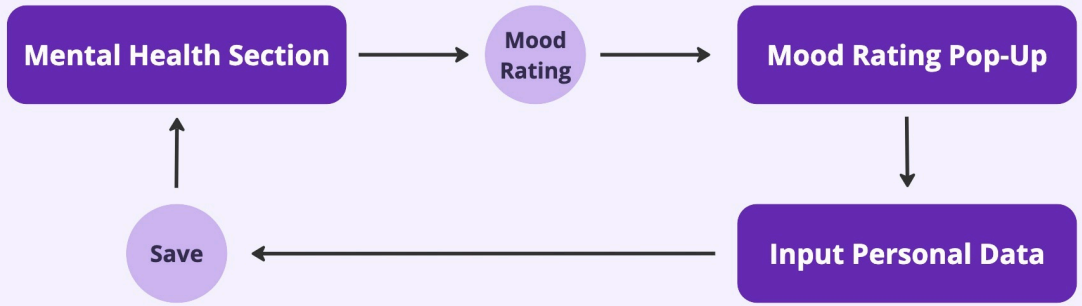
Ideate Phase

User Flows

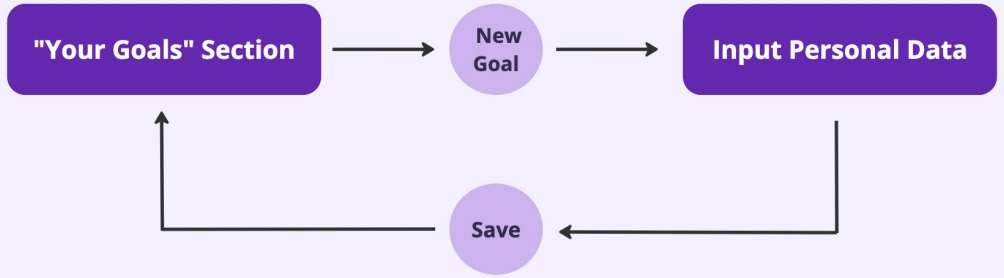
To visualize user navigation, 3 user flows have been created for 3 different features.

Feature #1: Log In and Onboarding

Feature #2: Mood Rating (Mental Health Section)



Feature #3: New Goal Setting ("Your Goals" Section)



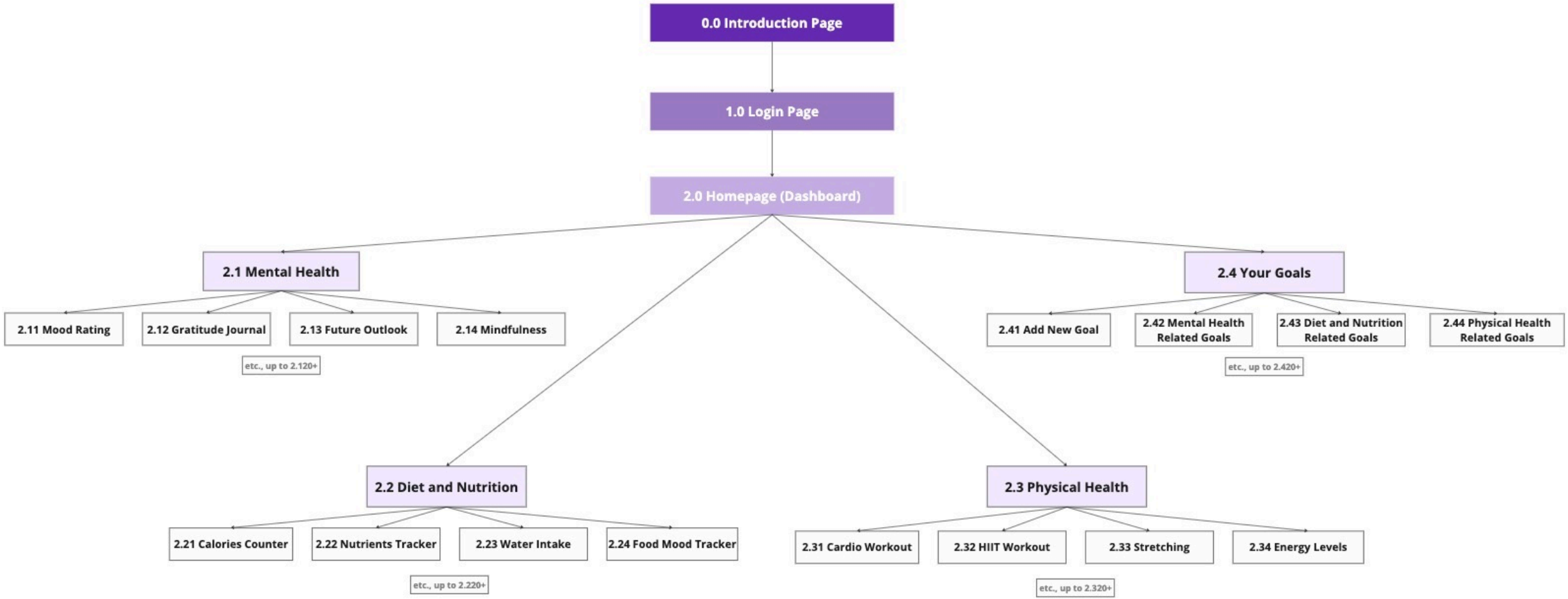
Card Sorting

The goal of the card sorting exercise was to determine whether to create a separate **"Your Goals"** section or integrate goal-setting into each core section. The results showed that **users categorized goal-related elements separately** from the core sections, indicating that a **standalone goals section would be more intuitive**, allowing goals to span across all areas of the app.

Mental Health	Diet and Nutrition	Physical Health	Additional Features
Mood Rating	Daily Meal	Cardio Workout	Goals
Stress Levels	Food Trends	HIIT Workout	Achievements
Meditation	Nutrients Tracker	Daily Steps	Challenges
Mindfulness	Calories Counter	Stretching	Insights
Future Outlook	Water Intake	Workout History	Trends
Gratitude Journal	Food Mood Track	Energy Levels	Progress Tracker
Relaxation			Summaries

Information **Architecture**

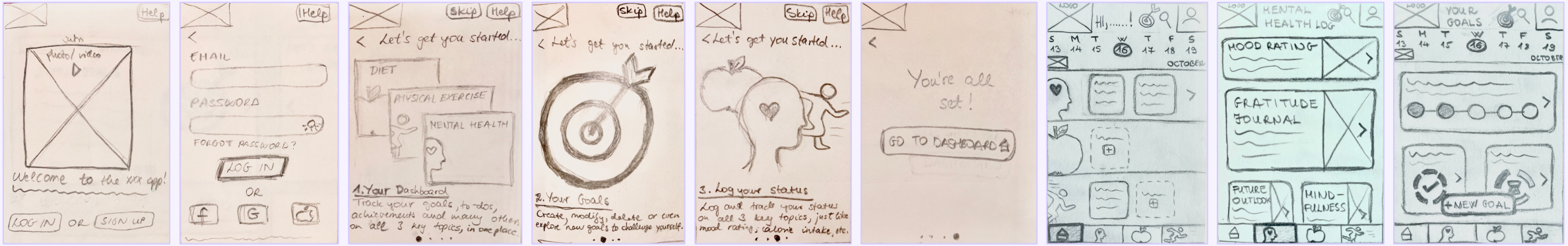
The final Information Architecture for the core sections, updated based on the Card Sorting results.



Design Phase 

Hand **Sketches**

The Lotus App design process started with hand-drawn sketches to quickly explore layout ideas and core functionalities. These sketches later were then transformed into low-fidelity wireframes, providing a clear foundation for the app's structure and user flow.

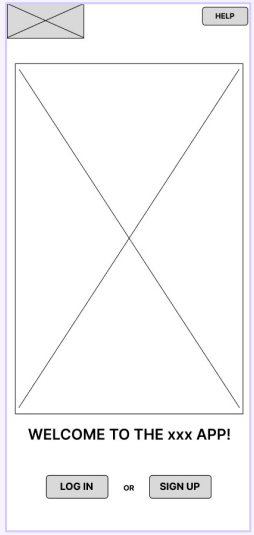


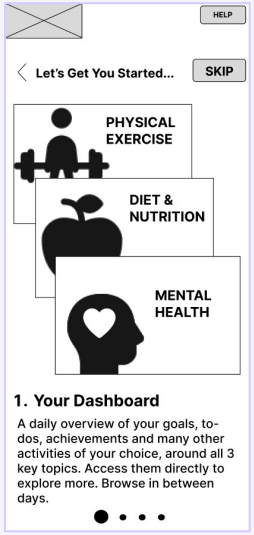
Key Learning:
In the initial sketches, too many details were included early on, where only text and image placeholders should have been used. **Next time**, I'll stick to placeholders to speed up the iteration process, which is especially crucial in the early stages of design.

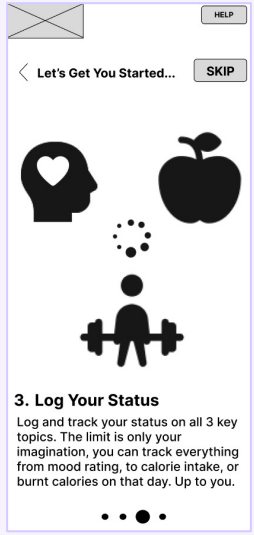
Low- and Mid-Fidelity Wireframes

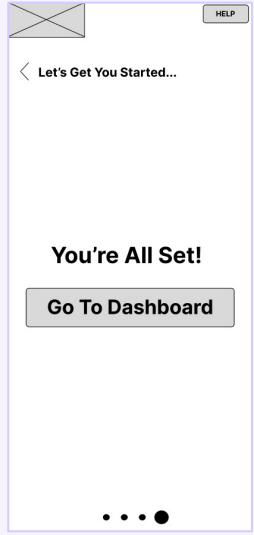
After the hand sketches I have built the low- and mid-fidelity wireframes to outline the basic structure and layout of key features, focusing on functionality and user flow, by adding more and more details. This early stage helped visualize the app's core sections and allowed for quick iterations based on initial feedback.

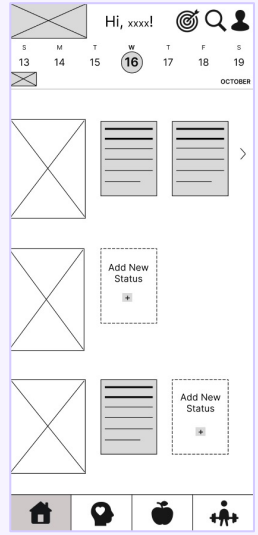
#1 First Time Log In and Onboarding



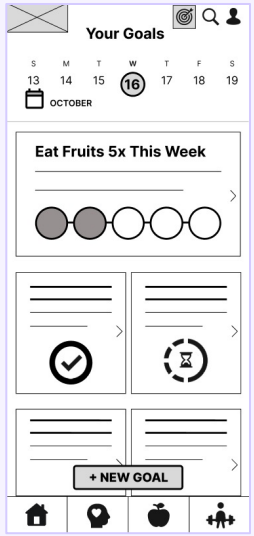


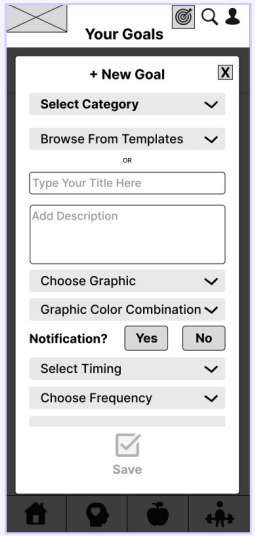


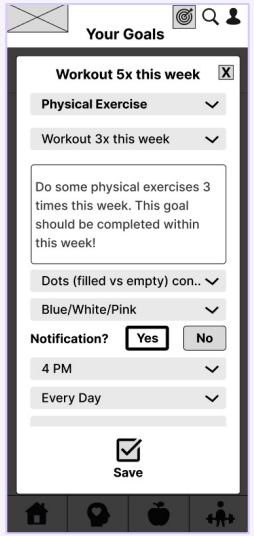


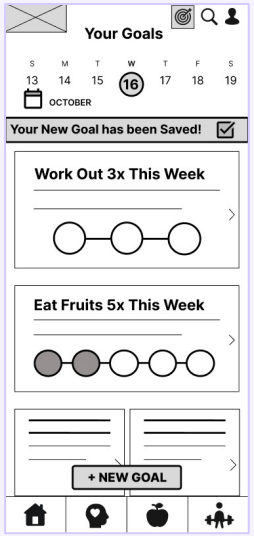


#2 New Goal Setting

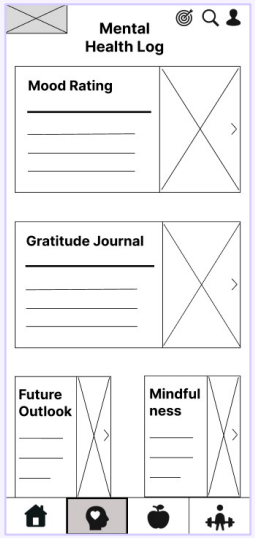


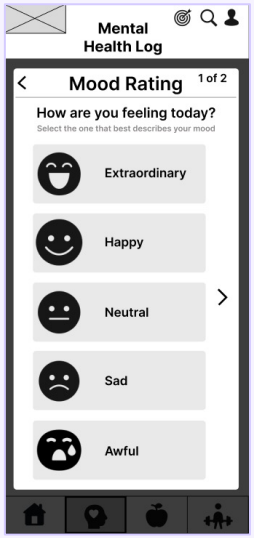


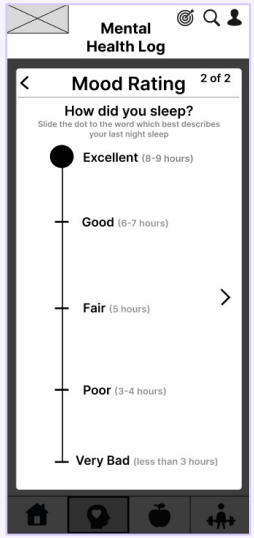


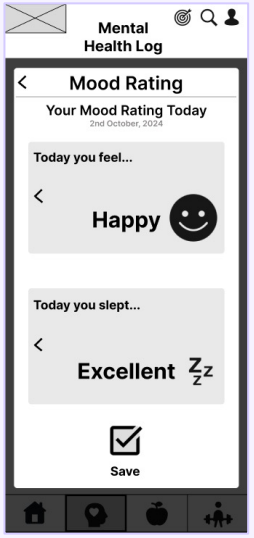


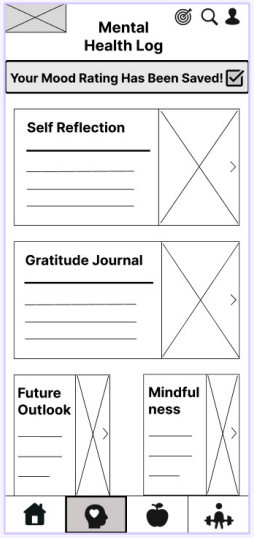
#3 Mood Rating (Mental Health Section)











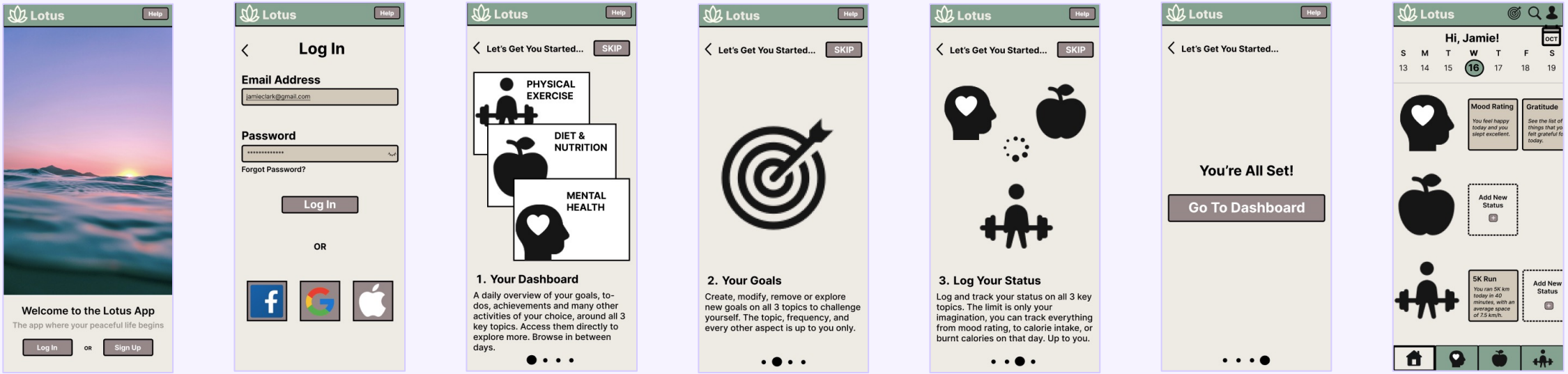
Key Learning:

Similarly to the sketches, I added too many details (text, icons, logos, etc.) to the low-fidelity wireframes, causing most screens to already qualify as mid-fidelity. **This has taught me** the importance of focusing on overall structure and task flows early on, rather than details, to allow for quicker and more efficient iteration rounds.

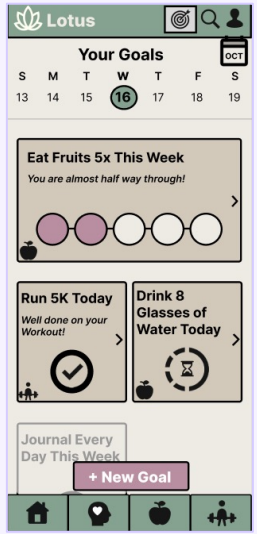
High-Fidelity **Wireframes**

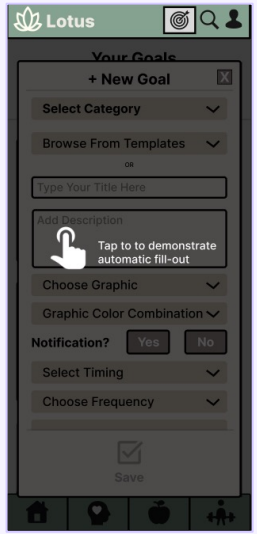
After completing the mid-fidelity wireframes, I transitioned to the high-fidelity ones to bring the Lotus App's visual design and interactive elements to life. These wireframes incorporated detailed UI components, color schemes, and typography, providing a realistic representation of the final product and allowing for more specific feedback on both aesthetics and functionality, getting the design ready for usability testing.

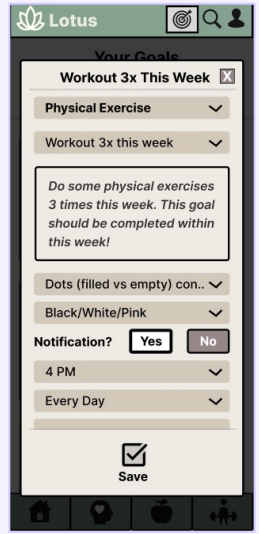
#1 First Time Log In and Onboarding

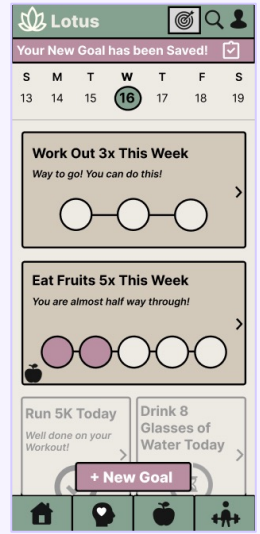


#2 New Goal Setting

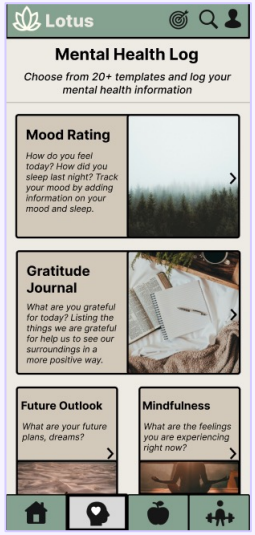


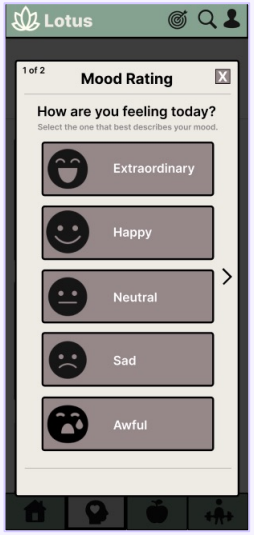


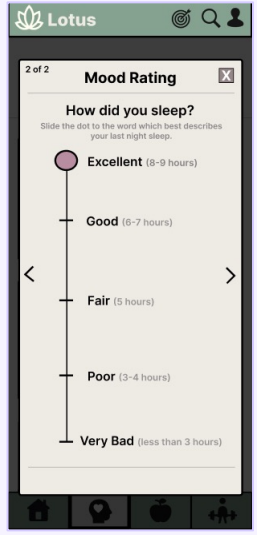


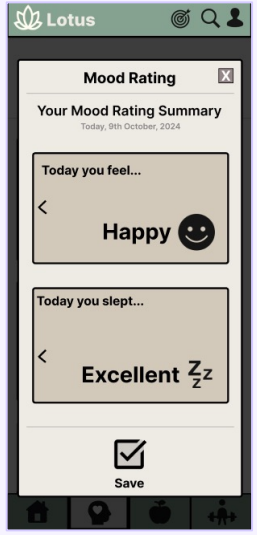


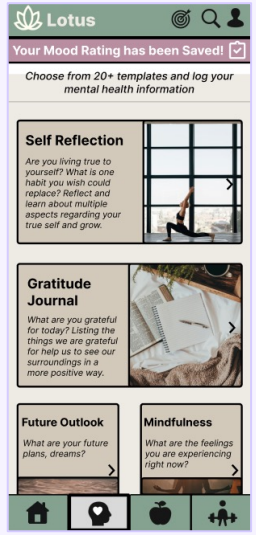
#3 Mood Rating (Mental Health Section)











Key Learning:

At this stage, I lacked a **strong design system**, so I was experimenting with colors and components like buttons without a clear rationale. The design didn't feel cohesive yet, but with usability testing ahead, I looked forward to real user feedback to refine and iterate on the design. This process would also allow me to express my creativity and build a solid design system for the final high-fidelity design, that was still in the pipeline.

Test Phase

Usability **Testing**

With the first set of high-fidelity designs, I conducted in-person moderated usability tests. I began with demographic and background questions, followed by initial open-ended questions to ease participants in before starting the actual testing. Since the app is **mobile-first**, reflecting how users will primarily interact with it, each participant was given **3 direct tasks** and **2 scenario tasks**. During the sessions, I closely observed how they navigated the app while completing the tasks.

Goals:

The goal of this usability study is to evaluate the ease with which new users can **navigate core functionalities** of the Lotus app, such as logging health data and setting personal goals. The study aims to determine the app's value and learnability from the perspective of users.

Details:

- Participants: **6 people**
- Location: **Local Gym**
- Methodology: **Moderated, In-Person Tests**
- Recording: **Yes** / No

Test Objectives:

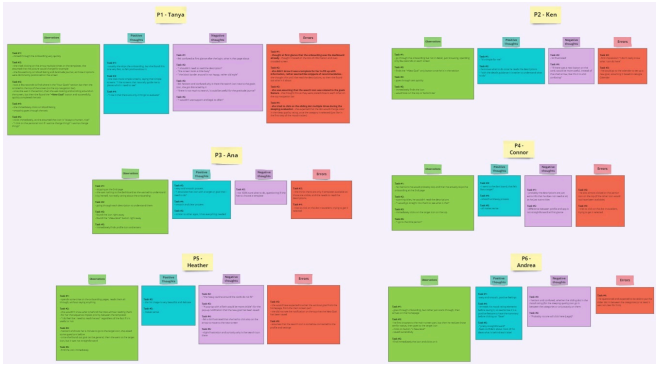
- Determine if users understand the purpose of the Lotus app.
- Assess users' ability to navigate core features (mental health management, data logging, goal setting, onboarding, etc.) without confusion.
- Identify any usability challenges related to task completion and navigation.

See here the full Usability Test Plan and Report and Usability Test Script.

Rainbow Spreadsheet Highlights

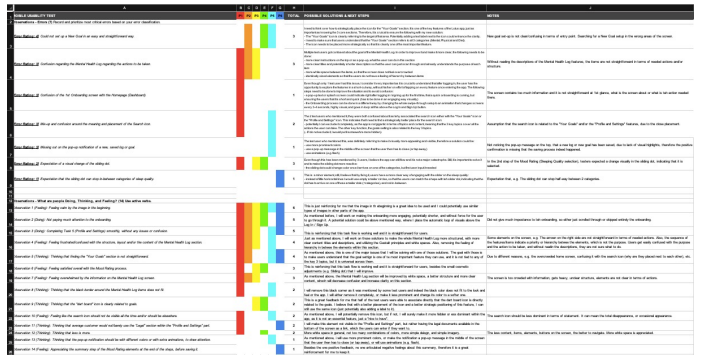
I created an **affinity map** based on the results of the usability tests, organizing user feedback to identify key patterns. Then using a **rainbow spreadsheet**, I categorized and prioritized the insights, identifying **7 errors** (with severity ratings from 1 to 4). My focus was on the most critical issues that prevented users from successfully completing tasks, which hindered interaction with the app's core features. Additionally, I reviewed **14 key observations** on what users were **saying**, **thinking**, and **feeling** during the tests to further refine the design. Overall, the usability tests provided valuable insights, highlighting both areas for improvement and what was working well in the design. Based on this feedback, I reworked the design to address the issues and enhance the overall user experience.

Affinity Map Preview:



See here the full Affinity Map.

Rainbow Spreadsheet Preview:



See here the full Rainbow Spreadsheet.

Key **Improvement Areas / Issues**:

- Difficulty With Setting Up a **New Goal**
- Confusion Regarding **Mental Health Log Actions**
- Confusion Between **Onboarding Screen** and **Homepage** (and **Skipped Onboarding**)
- Misunderstanding of the **Search Icon's Purpose**
- Missing **Pop-Up Notifications** for Saved Logs or Goals

Suggested **Changes** / Potential **Solutions:**

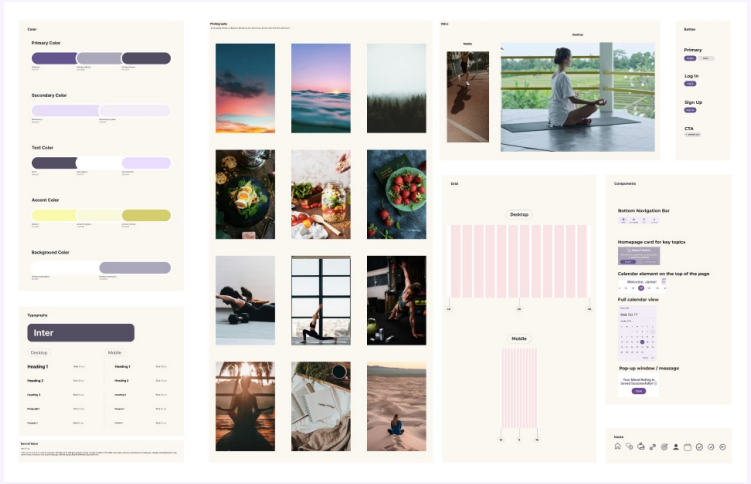
- Revisit the whole **user flow** of locating the "Your Goals" section and setting up a new goal and **reposition** the **icon**.
- Clarify the **goal** of, the **descriptions**, and the **white space** between items within the **Mental Health** section.
- Restructure and clarify the **onboarding process** (e.g. **video**).
- Relocate/remove the **search function** as a core, always-visible function (and icon).
- Highlight **pop-up notifications** more prominently (e.g. colors) and make it a central pop-up **requiring action**.

Key Learning:

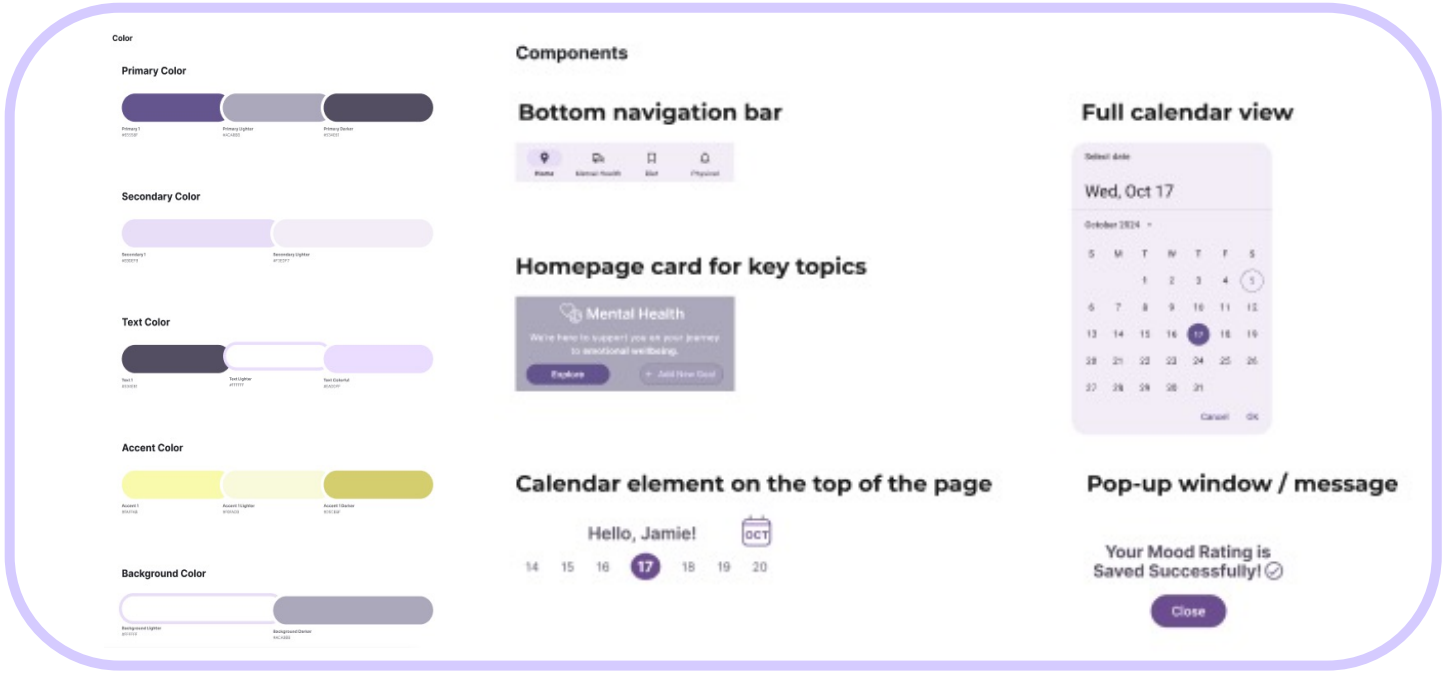
I realized the value of focusing on users' **emotions** and **behaviors** during task completion to better understand their frustrations and needs. **Next time**, I will prioritize ask more targeted follow-up questions to dive deeper into user feedback and avoid adding too many details too early in the wireframes to facilitate quicker iterations based on user insights.

Design System

After receiving feedback from the usability tests on both functionality and the look and feel, it was time to revise the design and create a system users would like. The resulting **design system** includes key elements like colors, typography, buttons, etc., ensuring consistency and improving the overall usability and visual appeal of the app.



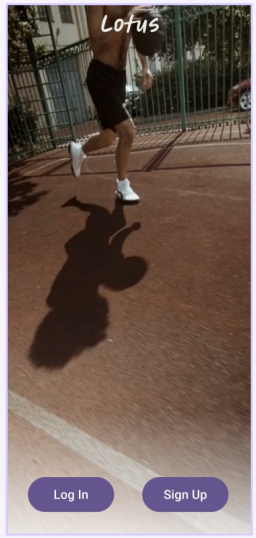
See here the full [Design System](#).

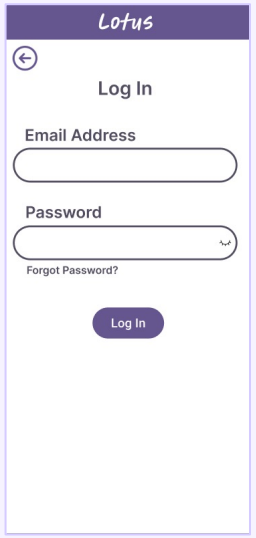


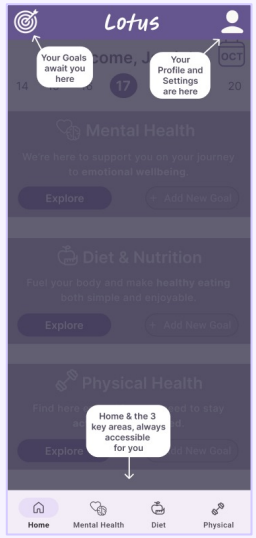
Implemented **Feedback**

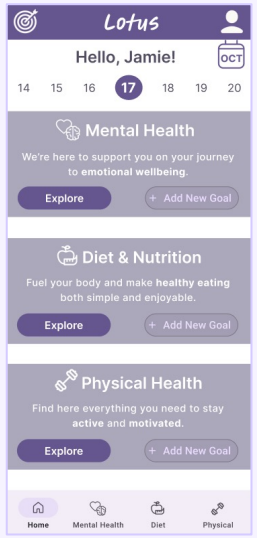
In the **revised high-fidelity wireframes**, I implemented all relevant feedback to improve the design's usability, incorporating insights from both **usability** and **preference testing**. Additionally, elements from my design system, along with **Google's Material 3 Design System** components, were consistently applied to create a cohesive and visually appealing interface. The following changes were made based on careful consideration of all the feedback.

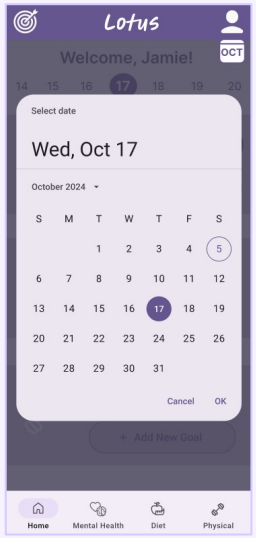
#1 First Time Log In and Onboarding





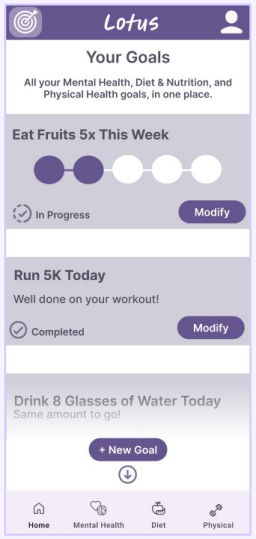


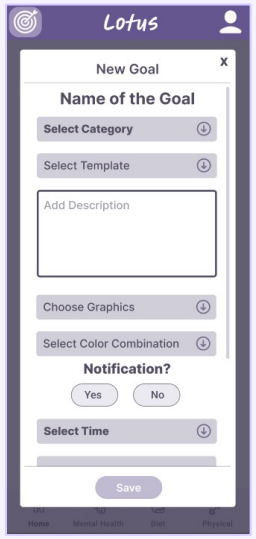


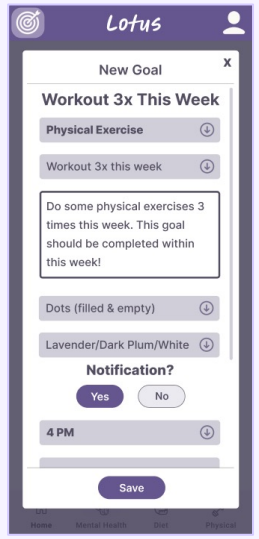


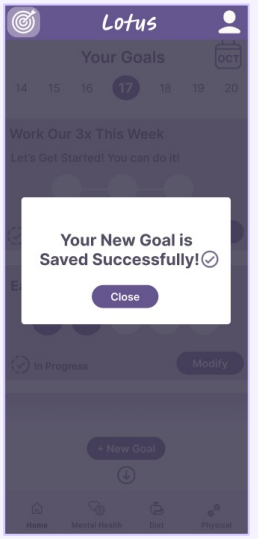
This is a **Video Element** (infinite loop)

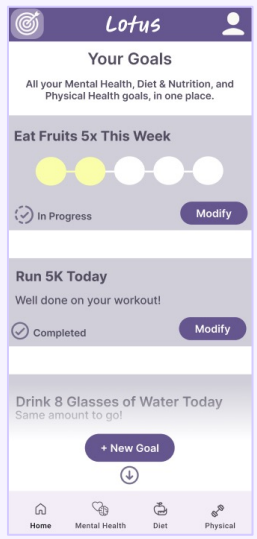
#2 New Goal Setting



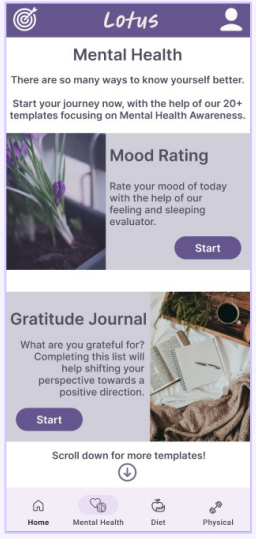


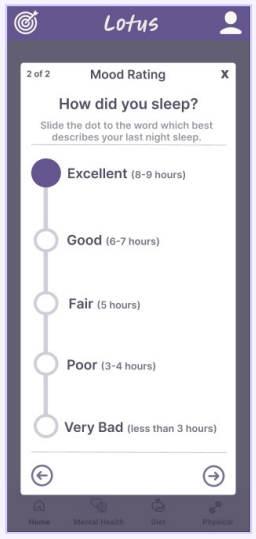


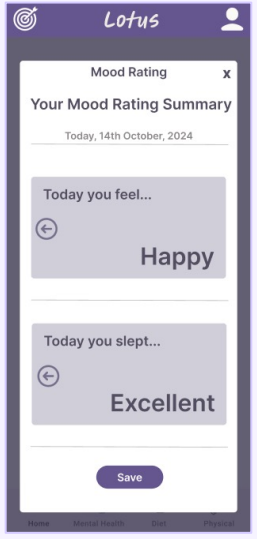


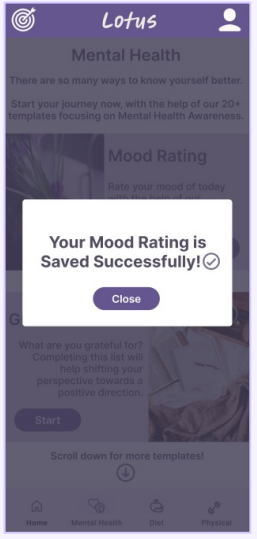


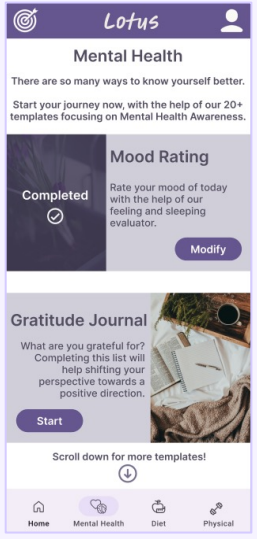
#3 Mood Rating (Mental Health Section)







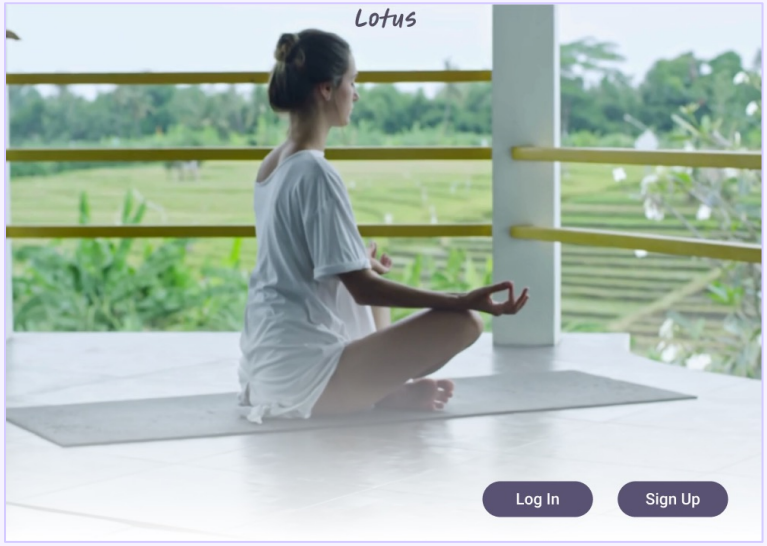


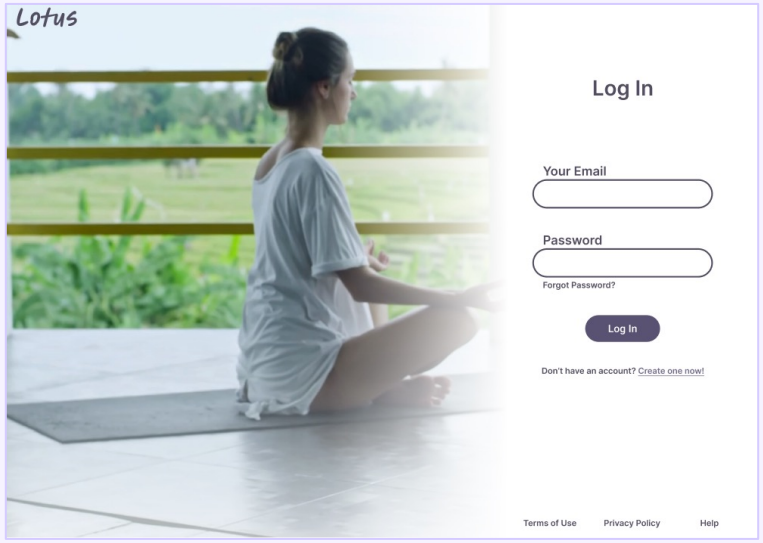


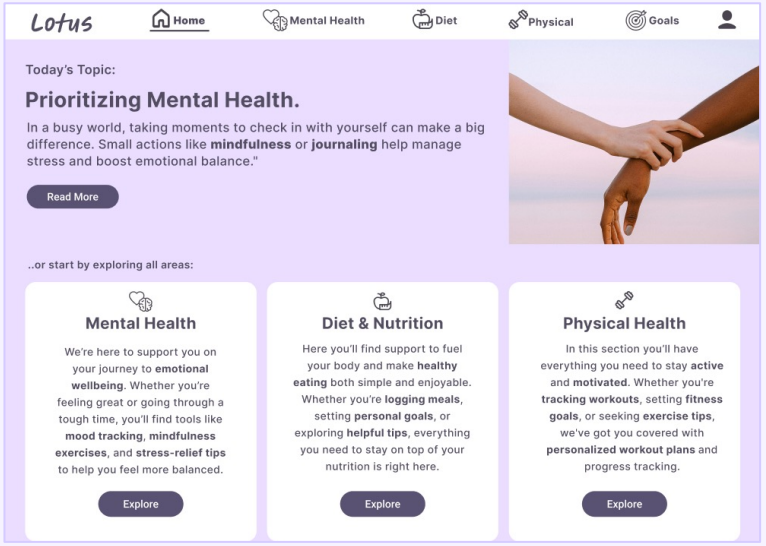
See here the finalized [high-fidelity (mobile) prototype](#).

Desktop Version **Additional** Design

Even though my app is mobile-first and primarily intended for **mobile use**, I also designed some **desktop screens** for the **#1 First Time Login and Onboarding** process to provide a complete picture of the user experience across devices.







These are **Video Elements** (infinite loop)

See here the finalized high-fidelity (desktop) prototype.

Reflections / Summary

What Went Well:
The project successfully followed an end-to-end UX design process, resulting in a cohesive, accessible design that meets the needs of health-conscious users. Usability testing provided valuable insights, leading to iterative improvements that enhanced the user experience. Crafting a design system helped streamline consistency across prototypes, and the emotional design strategy effectively engaged users.

What Didn't Go Well:
Time constraints limited the depth of research and the number of usability tests conducted. Balancing multiple tasks, such as prototyping and system design, occasionally impacted efficiency. Some features, such as advanced personalization or integrations, were deprioritized due to scope limitations.

Key Challenges:
- Ensuring the design adhered to WCAG accessibility standards while maintaining aesthetic appeal.
- Incorporating diverse user feedback within a tight timeline.
- Navigating the trade-off between ambitious features and project feasibility.

If There Was More Time:

I would deepen the research phase by conducting more extensive user interviews and surveys to uncover nuanced insights. Additional usability tests would refine features further, and I'd explore integrating advanced health tracking or personalized recommendations to enrich the user experience. Additionally, I'd test and optimize the app's responsiveness on a wider range of devices.

Thank **You**!