



SMILING. MIND

**Advanced Users
UX Guidance**

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SOLUTION

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APPROACH

EMPATHISE



- 6 x user interviews
- Empathy Mapping
- Mind Map

DEFINE



- Affinity mapping
- Personas
- Customer journey map

IDEATE



- Cont. Affinity mapping
- Competitor Analysis
- Scenario sketching
- User Stories
- Mental Model

PROTOTYPE



- Workflow Mapping
- Sketch Prototype (Low-Fi)
- Clickable Prototype (Hi-Fi)

TEST



- 5 x 1:1 User testing sessions

ADVANCED USER NEEDS

*Smiling Mind is a unique web and app-based program developed by psychologists and educators to help bring balance to people's lives. Currently helping those **new to meditation** or at a **beginner** level.*

Our task was to ask users how can **Smiling Mind** help those who are more **advanced**?



IN CRISIS

EDUCATION

COMMUNITY

ADVANCED USER PERSONAS

ISSAC

30, Teacher

4 years practicing

Experienced and sees benefits but, falls in and out of his routine.



"Meditation has helped me strengthen my mind and cope with day to day life and the pain of old sports injuries"

ELISE

36, Designer

15 years practising

Doesn't require app to practice, feels comfort knowing SM is there as a support.



"I used to react blindly, I now respond mindfully. There's space between thought & action."

MADELINE

50, Business woman

20+ years practising

Often neglects herself, wants freedom to meditate how and when it suits her.



"Meditation amplifies my experience of life"

UX OPPORTUNITY

To create a solution for situational / crisis moment

support: *Advanced users may no longer need the app regularly; but go back to it as a support tool, during certain crisis moments.*

Aim to make this; simple and efficient.

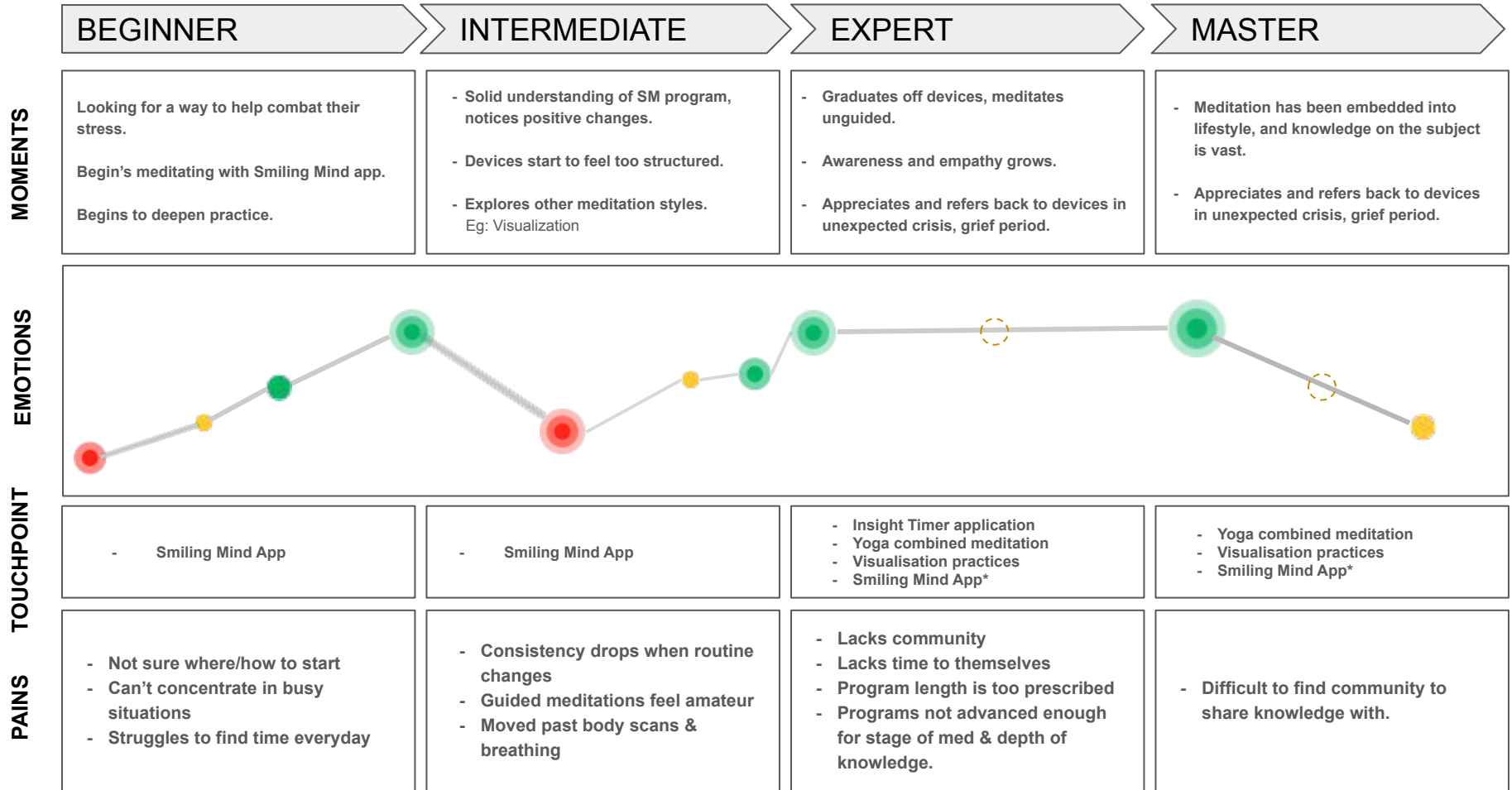
How might we...

Design a UX that clearly offers and accommodates for crisis / situation based meditation.

Provide better options for advanced users in specific crisis or life moments.

JOURNEY PAIN POINTS

This is the simplified journey, for beginners, intermediate and advanced meditation practitioners.



SOLUTIONING

PROPOSED MINIMUM VIABLE EXPERIENCE

MUST HAVE

- Simple intuitive layout, easy to navigate.
- Visible program options for urgent support.
- Provide visible feeling based queue.

NICE TO HAVE

- Allow users to see meditations or elements of the app, being used simultaneously with them.
- Platform for discussion with fellow SM community members.
- Repository for easily digestible insights and research.
- Visual of the most used and popular programs, scenario based.

HYPOTHESIS & USABILITY TASK

Hypothesis Statement

We believe advanced users; will, in moments of crisis, look for support that guides them through a step by step process. Success will mean the user has found a playlist or program that supports their urgent need.

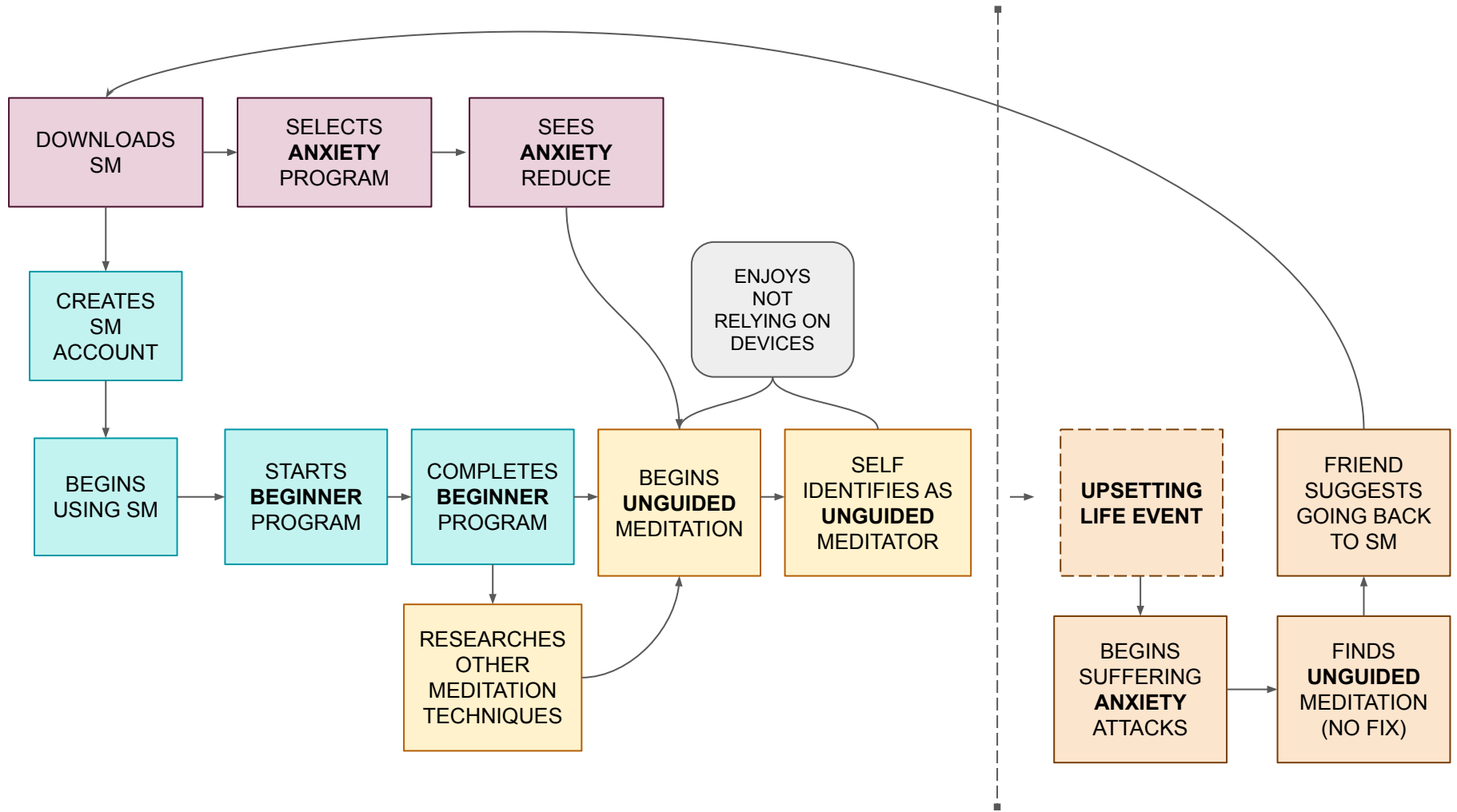
Usability Scene

You're experiencing a severe bout of anxiety at work and struggle to calm yourself and mind; you have 5 minutes between meetings and look for guided assistance.

Task

Find a program that best fits your time and how you're feeling.

ADVANCED USER FLOW

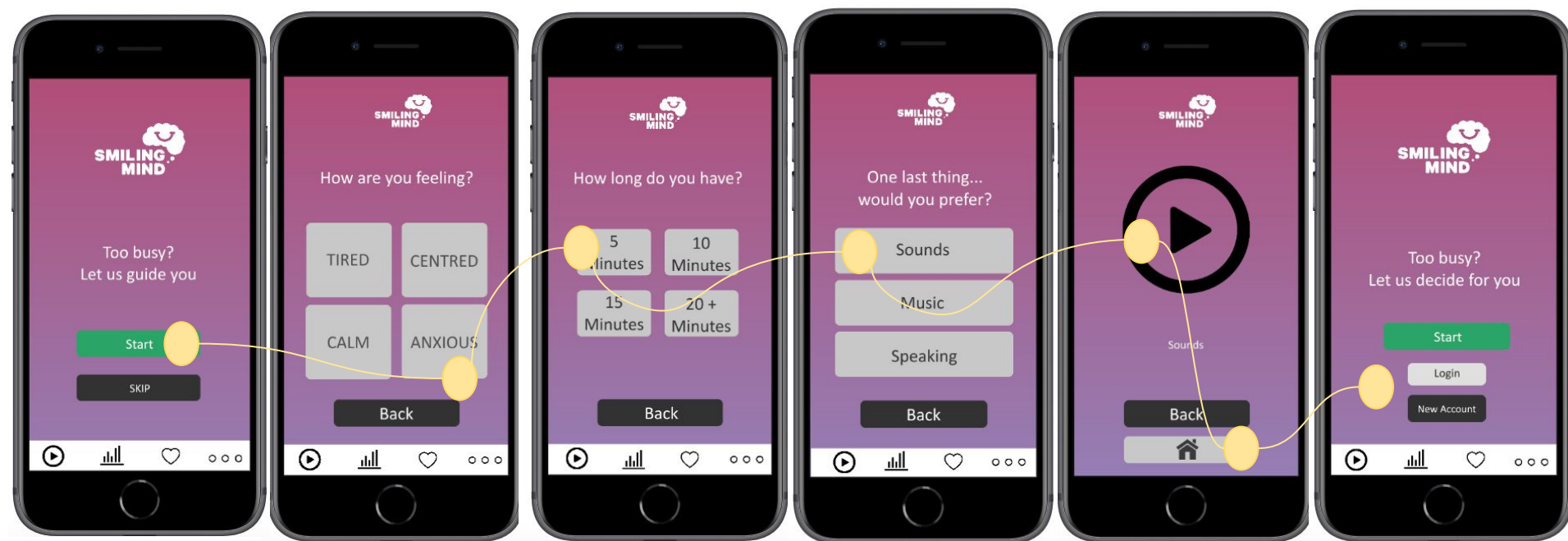


CLICKABLE PROTOTYPE

The Prototype is based on the **must have MVE features**, designed with the flow of processes and calls to action required to complete the task.

<https://projects.invisionapp.com/prototype/cjx8cpxzh01d6fk010nzeq7mt/play>

TESTED PROTOTYPE



"I like the colour purple, it's calming, it's a gender neutral tone and nurturing colour."

"I'm feeling anxious, but it's still clear to see which program would help me"

"Easy, clear to understand. Wording is quite casual, easy to connect with. Engaging."

TESTING SUMMARY & RESULTS

Scene	Tasks	Hypothesis	Tester	Tester	Tester	Tester	Tester
<i>Setting the scene of the task, to provide context</i>	<i>Short, specific tasks to complete, without any how-to prompting</i>	<i>We believe that (user) will (action) to achieve (result)</i>	1	2	3	4	5
You're experiencing severe bout of anxiety at work and struggle to calm yourself and mind; you have 5 minutes between meetings and need some guided assistance.	Find a program that best fits your time and what you're feeling.	We believe that the user will land on the homepage, press start and locate a anxiety specific program , for 5 minutes in their moment of crisis	PASS	PASS	PASS	PASS	PASS

RECOMMENDATIONS

STOP

- Overcrowding screens
- Presenting content that is not filtered in a logical way
- Having the home page as the profile page

START

- A simple clear layout
- Taking the user step by step through the process
- Catering for instant program use.
- Include more support feeling labelled options.
Eg: anxiousness, grief
- Include additional options of groupings
 - Sounds
 - Songs
 - Speaking

CONTINUE

- Offering a wide variety of content
- Allowing users to 'favourite' sessions so that they can curate and take ownership of their mindfulness.
- The session page presentation, users like; voice, options to turn music on and off.

CONCLUSION

We know there is a need for **simple, clear situational support** for advanced users, who in moments of dire need, want to be able to locate and progress through programs that quickly resolve their negative feelings.

SM acts as an additional layer of support if the user cannot calm themselves.

KEY SUCCESS FACTORS

- Must be simple, clear and not over crowd the screen
- Options presented must make sense to the situation / feeling
- Cater to people of all user levels, easy to navigate in stressful situations.

APPENDIX

SMILING MINDS OPPORTUNITY

BUSINESS PROBLEM

- Who are advanced Mindfulness and Meditation (M&M) practitioners?
- How can Smiling Mind (SM) better serve advanced user needs?
- How can SM connect with advanced users to increase their engagement with their app?

USER CHALLENGE

- Advanced M&M users don't use an app. Tending to practice independently.
- Accommodate flexibility and changes within their life and practice of M&M.
- Have progressed past guided meditations and offered programs.

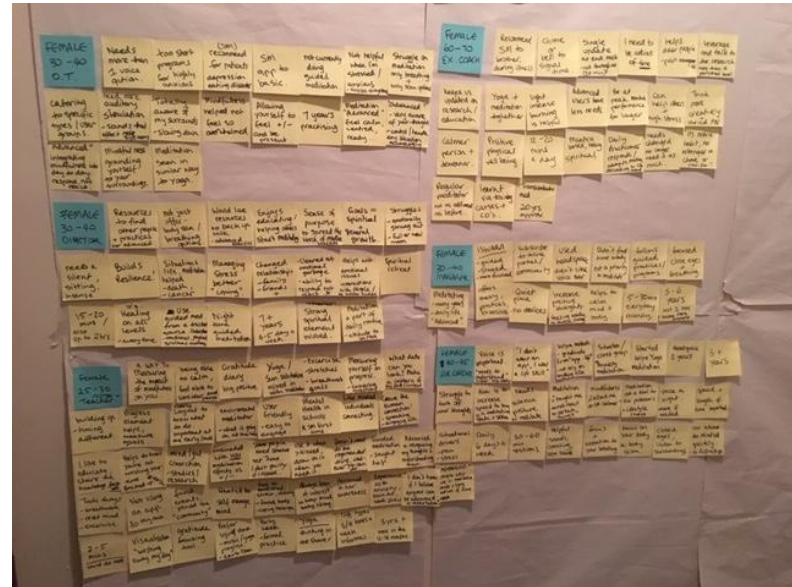
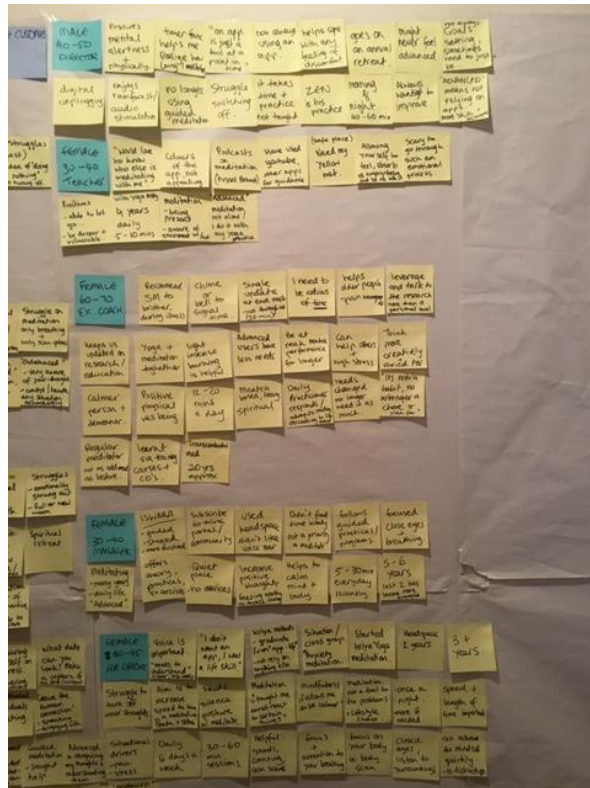
THE OPPORTUNITY

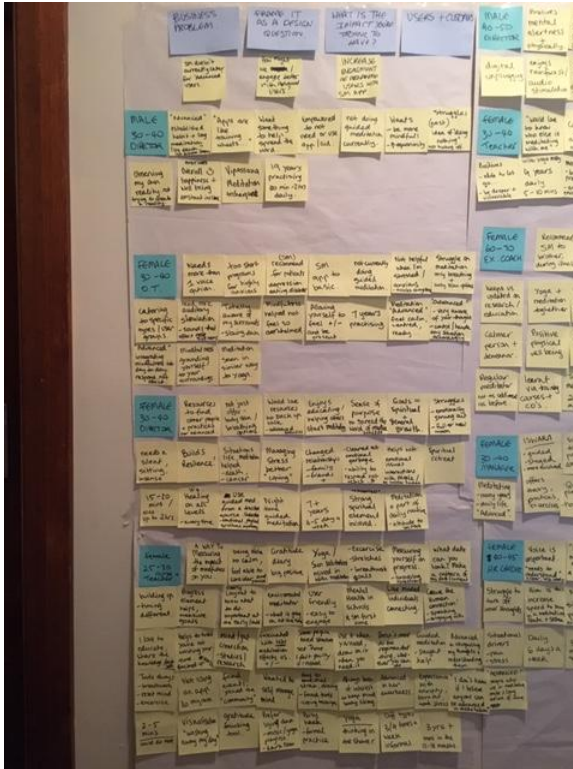
Provide situational / crisis moment support.

Further educate and offer programs that match advanced user practices.

Ability to connect and engage with the wider M&M community within the app.

APPENDIX - SYNTHESIS / AFFINITY MAPPING





KEY THEMES



1. Community

Users want to know like minded individuals



2. Crisis

Users want to know they can go back to the app as a support during certain life crisis moments



3. Education

Users want to spread the word of the benefits and evidence of meditation & mindfulness

EMPATHY MAP - OVERALL ADVANCED USERS

SAYS

- “An app is just a tool at a point in time”
- “Mindfulness allows me to be calmer”
- “I feel centred, calm, ready” Post meditation
- “I only use apps, when I really need too and go back to basics”

THINKS

- I need to be conscious of time, how long I’ve been meditating in a session.
- It’s really helpful when in high stress moments and I’ll pass onto others who I see need help.
- I always want to improve and grow.



DOES

- Needs silence, good posture to meditate.
- Closed eyes in a quiet place, focusing on surroundings.
- Often practices at night time, “wash away the day”
- I love to share my knowledge and find new resources.

FEELS

- Sense of purpose
- Mentally calm
- Emotionally aware
- Embracing the feeling; positive or negative
- I feel the benefits and practise more when experiencing pain or stress

JOURNEY PAIN POINTS

TO VIEW LARGER VERSION - <https://uxpressia.com/export/p/pxmDS/m/ruNwX.png?theme=default&isExport=true&isBranding=false>

	BEGINNER	NOVICE	INTERMEDIATE	EXPERT	MASTER
User expectations	<ul style="list-style-type: none"> - Looking for a way to combat and manage their stress levels. - Not sure what they're looking for, curious to see what is out there. 	<ul style="list-style-type: none"> - Limited Experience, but more relaxed with the practice of meditation. - Starting to develop a regular practice. - Has felt and seen benefits and trusts the practice works. 	<ul style="list-style-type: none"> - Practices regularly - Can meditate for longer, more consistently - Is more mindful in day to day life. - Has made positive changes for their wellbeing and continues to see progress within the SM app. 	<ul style="list-style-type: none"> - Maintains calm and clarity - Looking for education and programs that match their deeper understanding. - Is more mindful and present in relationships. - Feels more free in their meditation practice - High level of empathy 	<ul style="list-style-type: none"> - Meditation & Mindfulness are now engrained in their lifestyle. - Shares knowledge and insights with others. - Actively helps others who they see may benefit from practising mindfulness and meditation techniques. - Teaches meditation
Touchpoints	Finds Smiling Mind application.	Smiling Mind application	Smiling Mind application Insight timer application Treat application Visualisation techniques	Yoga combined with meditation Visualisation practices	Yoga combined with meditation Visualisation practices
Experience	<p>The journey map illustrates the emotional progression of the user. It begins with 'Interest' (yellow smiley face), rises to 'trust' (yellow smiley face), dips to 'pensiveness' (blue sad face), rises again to 'serenity' (yellow smiley face), and finally reaches 'ecstasy' (yellow smiley face).</p>				
Pain points	<ul style="list-style-type: none"> - Not sure where to start, but is interested. 	<ul style="list-style-type: none"> - Finds it difficult to concentrate in busy situations. - Struggles to find time to practise each day. 	<ul style="list-style-type: none"> - Lack of time to themselves - Consistency drops off, due to life and routine changes. - Guided meditations begin to feel more amateur. - Have started to move past body scans and breathing. But where to next? - Begins to explore other app's and educational resources. 	<ul style="list-style-type: none"> - Lacks a community to share with. - Still struggles to find time to themselves - Find a lot of app programs no longer fit their needs. 	<ul style="list-style-type: none"> - Lacks a community to share with.

PERSONA 1 - INTERMEDIATE ISAAC



Age: 30

Occupation: Teacher

Gender: Male

Practising: 4 years

"Smiling Mind demystified meditation for me. It was great for learning the basics and I saw great benefits."

"Meditation has helped me strengthen my mind and cope with the pain of an old sports injury"

Background - General

Isaac was recommended to use Smiling Mind by his sports psychologist in his rehab period, after he was mentally struggling, after a serious shoulder injury. He has been meditating for 4 years, multiple times a week. He has seen great benefits from meditating. If he misses a session, he feels it in himself. He now enjoys mentally challenging himself. Often using grounding and breathing exercises when he stressed at work.

Smiling Mind Specific

Isaac loved how structured the beginner's program was. He likes to track his progress, so he can see when he gets the best results, for himself, not to compare to anyone. Initially using Smiling Mind every day for 8 months, after a while, he found the programs a bit repetitive. He didn't feel the need to rehash the basics, but it was good to have them to go back too if needed. He wanted to start to think about not rely on the app as much and beginning to try less guided meditations and longer sessions.

Pains

- Maintaining focus,
- Not judging himself for not staying focused

Gains

- Wants to meditate for longer;
- Desires to maintain better focus;
- Hopes to embed different parts of the practice into his everyday life.

PERSONA 2 - EXPERT ELSA



Age: 36

Occupation:

Designer

Gender: Female

Practising: 15+ years

“I delve into these practices to try to understand where another person might be coming from.”

“Where I used to react blindly, I now respond mindfully. There’s space between thought & action.”

Background - General

Elsa has worked hard to succeed. She has practised meditation for 15+ years. It helps her with self & social awareness and empathy. She reads a lot about its Buddhist origins and positive psychological benefits. She practices self-guided meditation for 20 mins daily and embeds mindful moments into her day. She is conscious of the positive impact that practicing regularly has on her overall wellbeing. She can think more clearly and is able to make better decisions with food and exercise.

Smiling Mind Specific

Elsa discovered Smiling Mind a couple of years ago, when googling for further reading materials on meditation. She liked that it was developed by psychologists. She completed a few programs and enjoyed the format. The content was simple but not simplistic. After a while, she returned to self-guided meditation. During difficult life events or moments of high stress, Elsa sees value in repeating basic programs occasionally, as she feels like she can overthink and re-clarifying each step helps.

Pains

- Struggles to maintain focus during meditation;
- Finds moments of acute stress hard to manage

Gains

- Wants to become a better version of herself; strives to practice empathy; aims to read more about meditation & psychology

PERSONA 3 - MASTER MASIE



Age: 52

Occupation:

Business women

Gender: Female

Practising: 20+ years

"Meditation amplifies my experience of life. Anytime I can be present and in the moment with everything I'm doing, it brings those moments of peace where I'm not looking for the distractions."

Background - General

Masie leads a busy life as a divorced single mother. She has been practicing and teaching yoga for 20+ years. She runs her own yoga studio and embeds meditation into each lesson to help her students feel calmer and more connected. She has authored 28 lessons on self-mastery. She meditates daily for long intervals. Some days she'll meditate twice. She tries to embed meditation into day to day activities, like walking on the beach or shopping. She loves expanding her skills and knowledge, so she is always studying to learn more.

Smiling Mind Specific

Masie has heard of Smiling Mind from her students and from friends, but she's never used it personally. She tried a couple of other apps a while ago, when meditation apps were first becoming "a thing" but didn't like using them. When using apps, she felt like they added a physical barrier that wasn't usually there. She feels good about not needing to use an app and being able to rely on her own skills but if there was an app that contained scientific facts and data, she wouldn't hesitate trying it out.

Pains

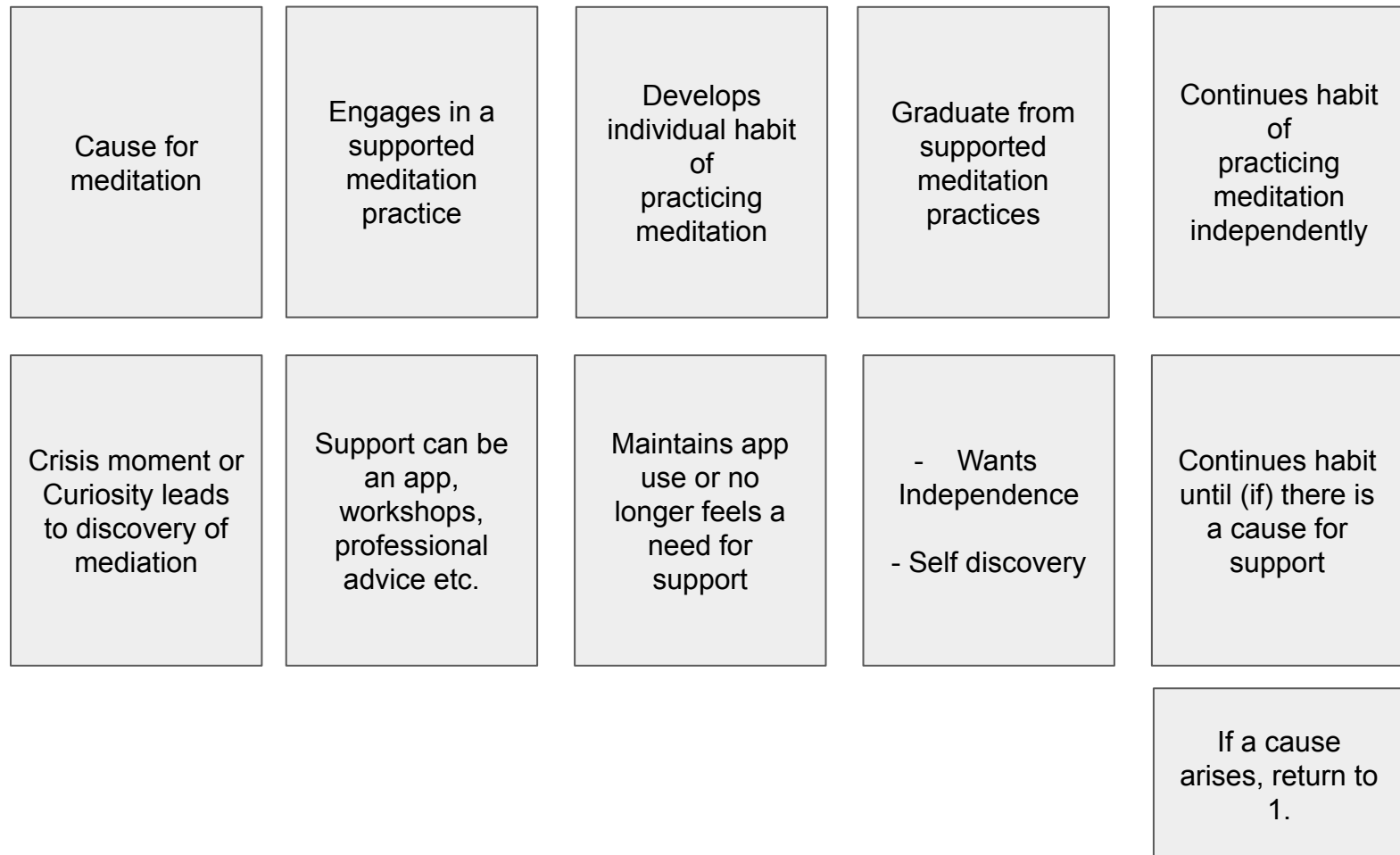
- Can be too focussed on others and neglect herself; struggles to find time to meditate as much as she'd like to.

Gains

Wants to have more meaningful and present relationships; desires more freedom to meditate how and when it suits her.

KEY MINDFULNESS & MEDITATION JOURNEY STAGES

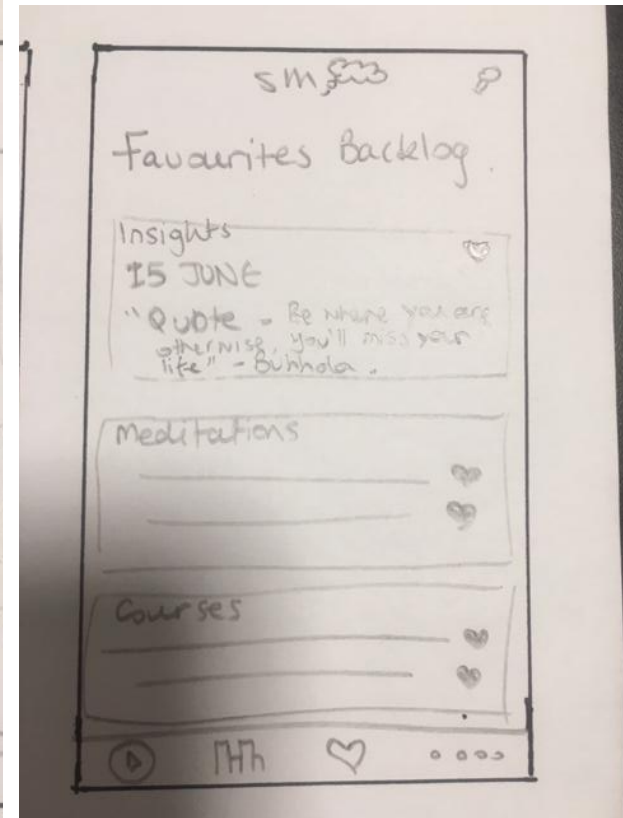
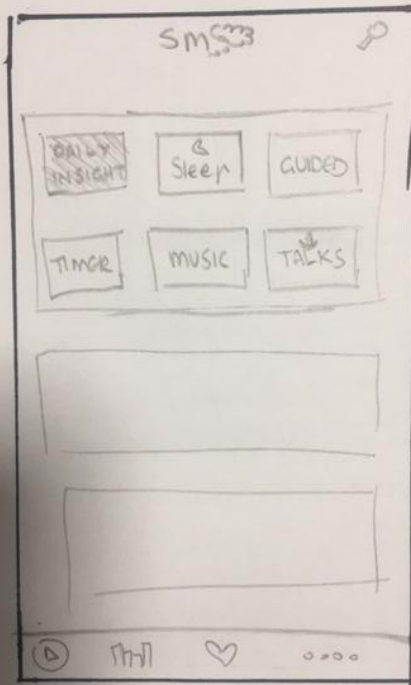
This is the simplified mediation journey, throughout life, for beginners, intermediate and advanced meditation practitioners.



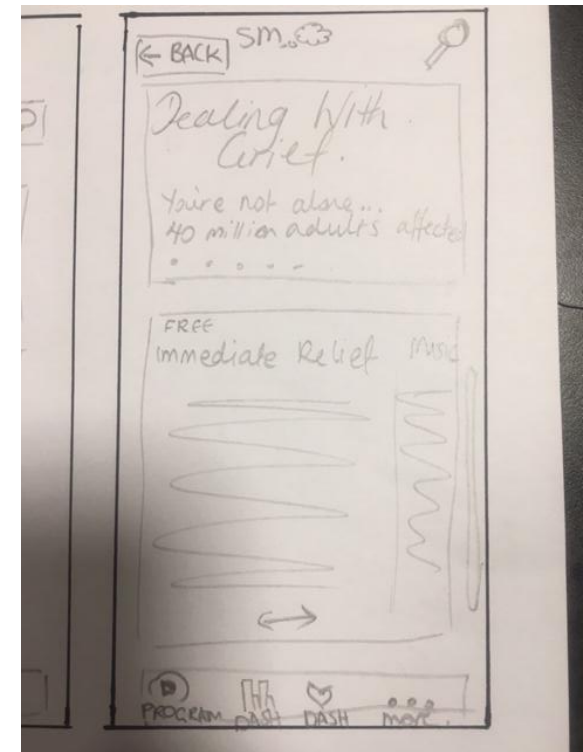
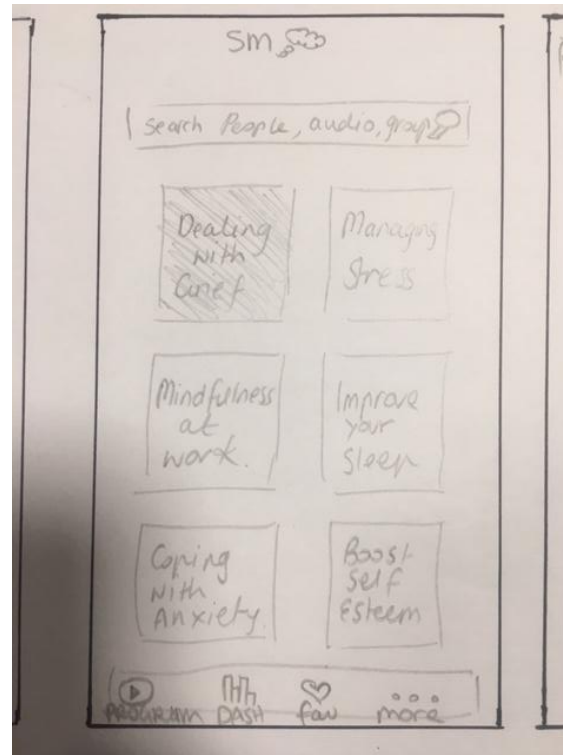
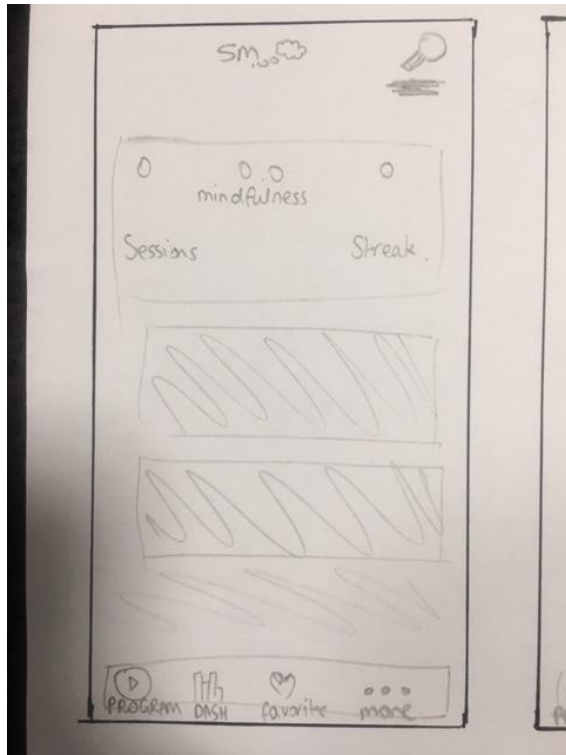
HOW MIGHT WE...

- Provide meditations and options for Advanced Users in specific crisis or life moments.
- Design a User Experience that clearly presents and accommodates for circumstance based meditations.
- Provide a meaningful way of engaging or sharing experiences with the wider mindfulness community

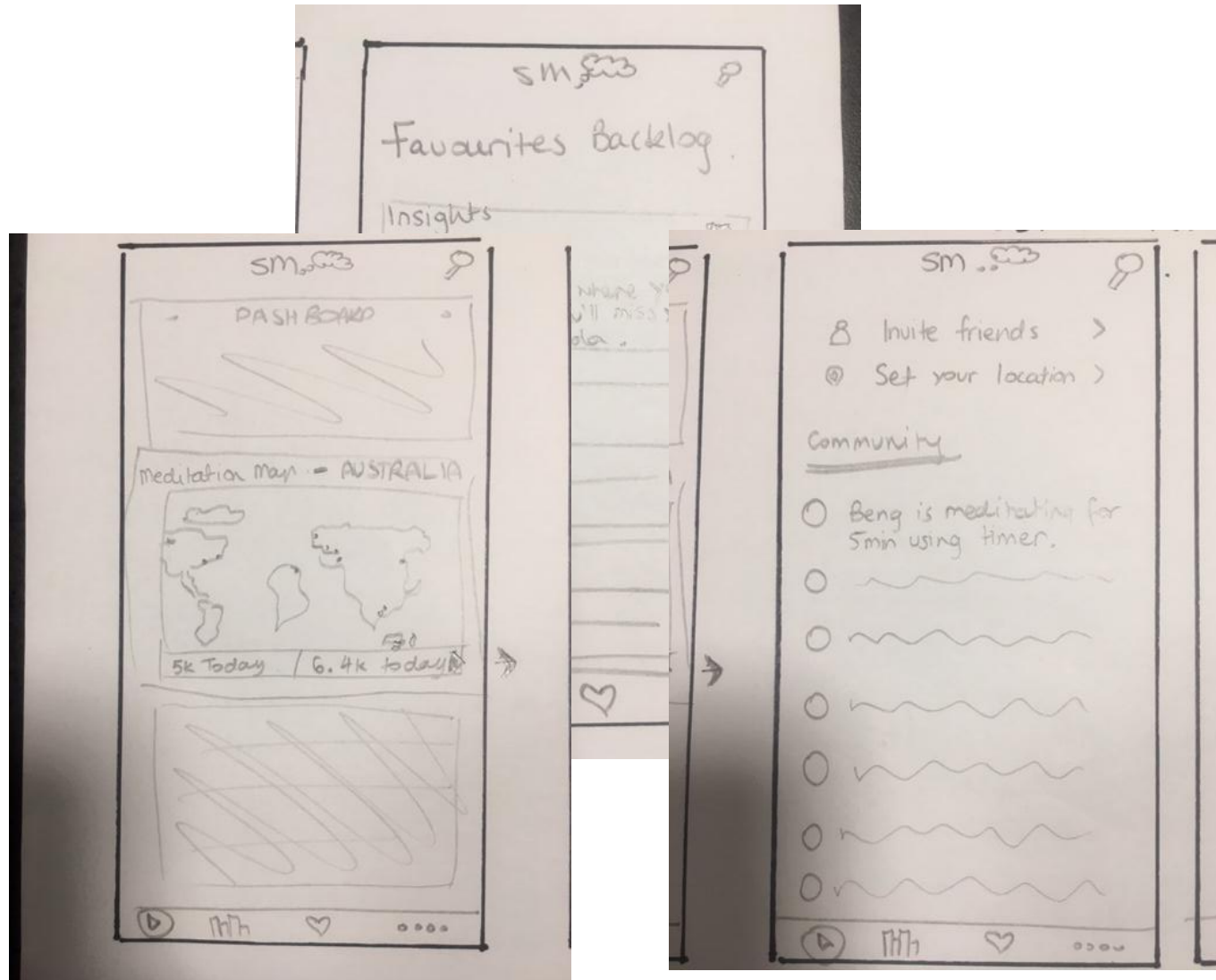
WIREFRAME SKETCHES - DAILY INSIGHTS



WIREFRAME SKETCHES - PERSISTENT SEARCH



WIREFRAME SKETCHES - COMMUNITY CONNECT



PAINS & GAINS

GAINS – what are their wants, needs, hopes and dreams?



With mindfulness in general

- To increase their happiness
- To have empathy for others
- To have a consistent, daily practice
- To have more meaningful and present relationships
- To have resilience and patience in stressful situations
- To make good choices for their wellbeing

With Smiling Mind app

- To have education and programs that match their level of understanding
- To have freedom in the way they meditate
- To continue seeing progress in app

GAIN CREATOR

- Connection to community
- Access to educational material
- Ability to share with others
- **Shortcuts to main practise**

PAINS – what are their fears and anxieties?



With mindfulness in general

- Independent meditators - often use a self-directed, silent practice
- Lack of community experienced as a beginner
- Lack of time to themselves to meditate with family commitments or busy occupation
- Consistency drops when routine

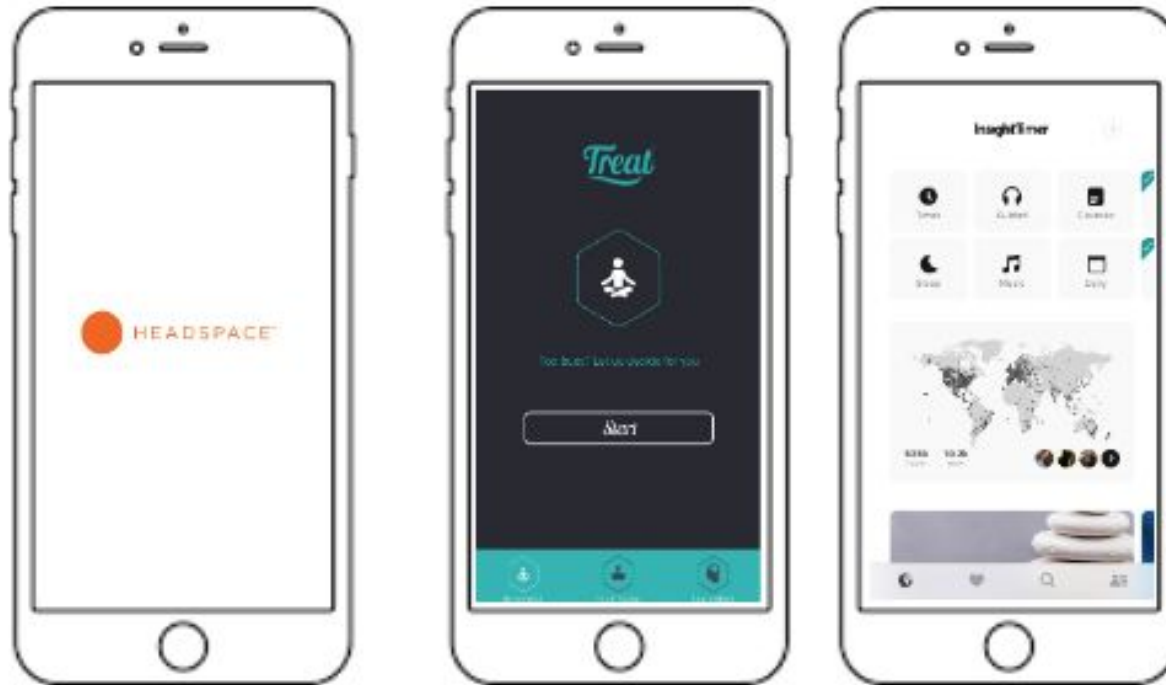
With Smiling Mind app

- Program length is too prescribed
- Programs don't feel it's advanced enough for their stage of meditation and depth of knowledge
- Seeking a timer or sounds to mark time
- Have graduated past guided meditations

PAIN RELIEVER

- Minimally intrusive guidance
- **Range of relevant techniques**
- Timer showing progress
- Options for short and long meditations

COMPETITOR REVIEW



USER TESTING RESULTS

		Tester	Tester	Tester	Tester	Tester
	<i>HIGH / LOW</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
Does / does not make sense? Why?	COMPREHENSION	Yes, very simple and clear, limited options, visually quick to read. Simple wording	it was a little bit confusing, 4 squares Might be feeling multiple options.	Yes Not sure about the decide wording, guide might be better.	Easy and clear to understand. I know I want to get through the steps.	Yes Could also add the word guide into the start
Is it / is not useful? Why?	RELEVANCE	Straightforward, would be useful if you preferred listening to music, if you knew your trigger point or key thing that clamed you down. - Know it will make you feel a certain way	Practical Have to get up and still go for a walk. Wouldn't meet all my needs	Yes it make me refocus and draw my focus to a soothing noise. Offer me a release from the situation.	Practical Have to get up and still go for a walk. Wouldn't meet all my needs	
Is it / is it not simple & easy to use? Why?	USEABILITY	Yes, because it had big buttons, large text, easy navigation, I like the colour purple it's calming.	Yes easy to use, prompts make sense.	Easy to follow, clear, not sure how the word centred means. Frustrated, irritated if i'm at work could be any of the above.	Yes easy to use, clear, make sense.	Yes easy to use, prompts make sense.

CLICKABLE PROTOTYPE

In a market where **advanced** practitioners of Mindfulness and Meditation, often 'graduate' and no longer rely on technology to practice; Smiling Mind has the opportunity, to provide this user group, ***a place of support, to re-centre their routine*** in crisis and to return too at any time.