

Smiling Mind UX Response 2018

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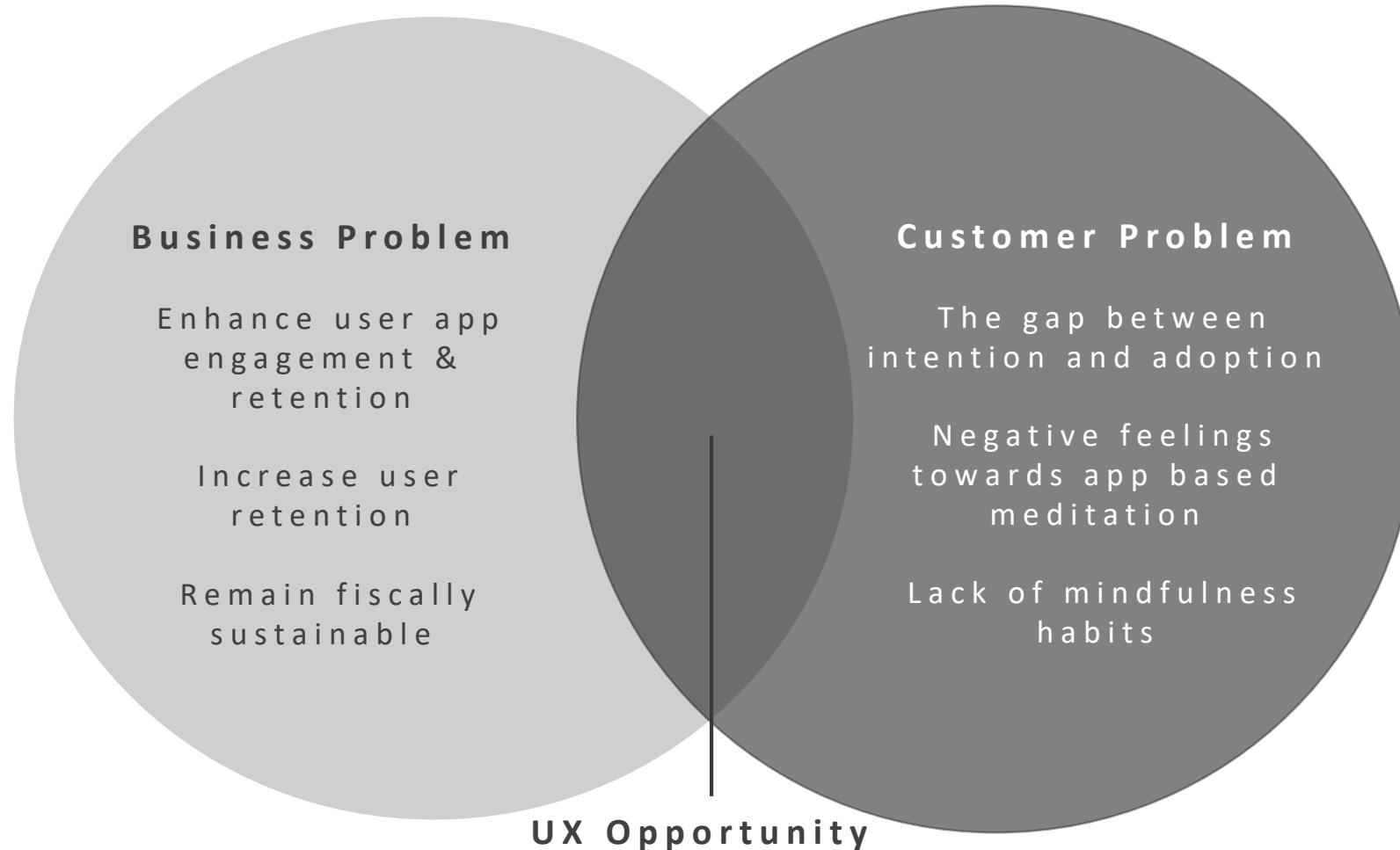
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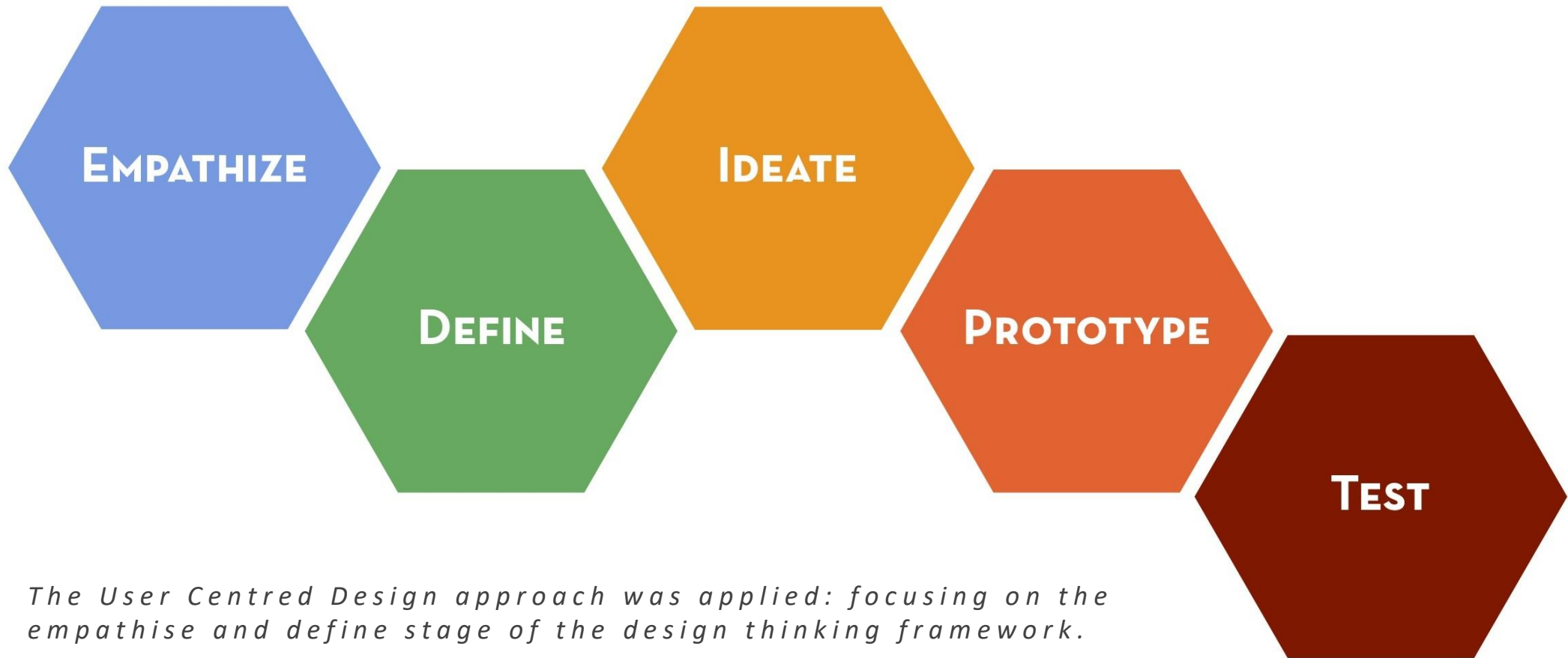
Scenarios, Missions & Results

Situation



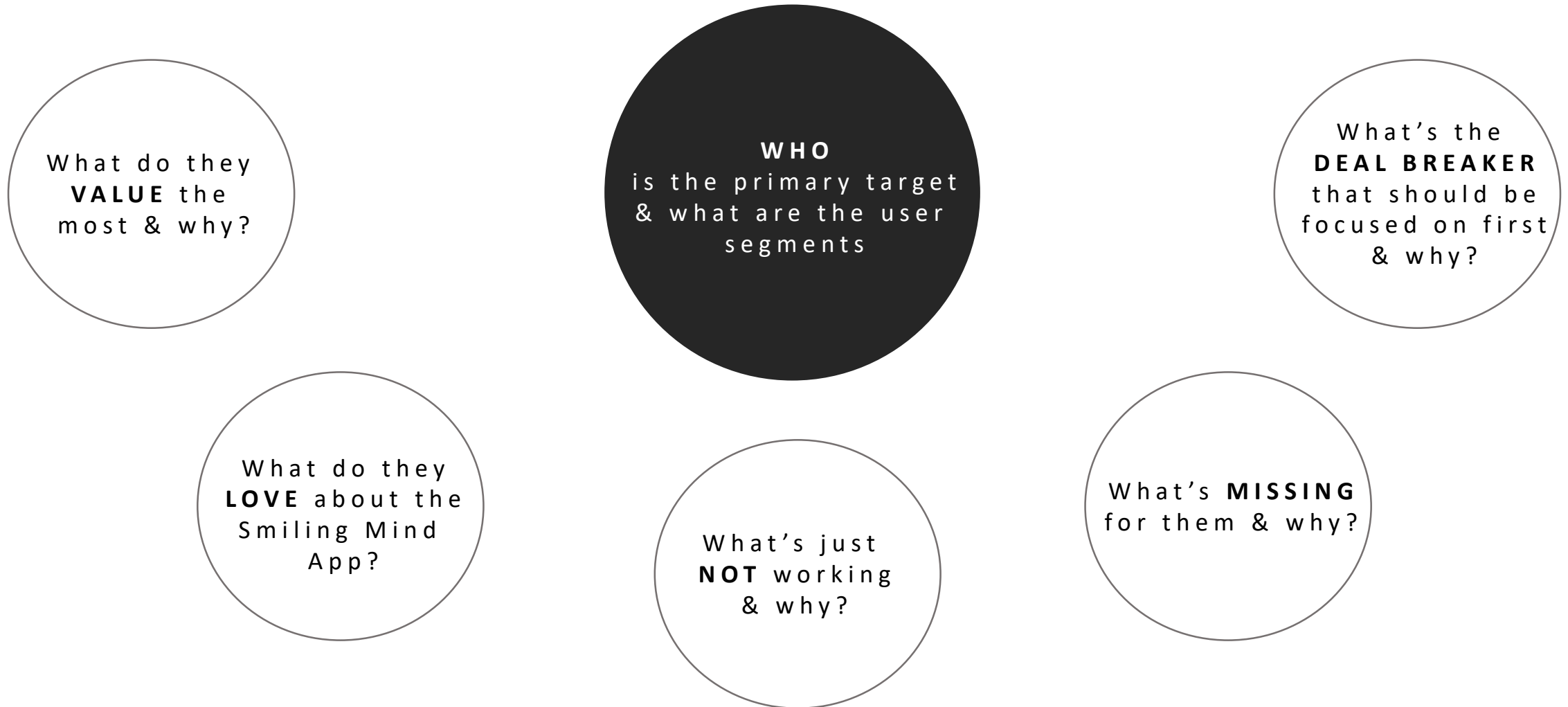
To gain deeper empathy for Smiling Mind's key customer segment by identifying opportunities for optimizing the end to end customer experience.

Approach

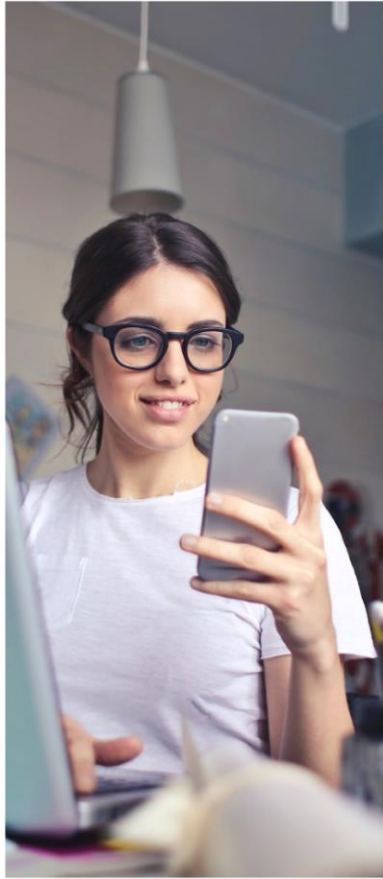


The User Centred Design approach was applied: focusing on the empathise and define stage of the design thinking framework.

User Research Objectives



Primary Smiling Mind User



Studious Sally



Time Poor Nancy




Ambitious Mandy

Females
25 - 44



The Opportunity

How Might Smiling Mind Create A Deeper Connection With Its Users?



Provided a guided
introduction to
personalize app

Creating a
community
aspect for
engagement

Simplifying content
structure for
guidance

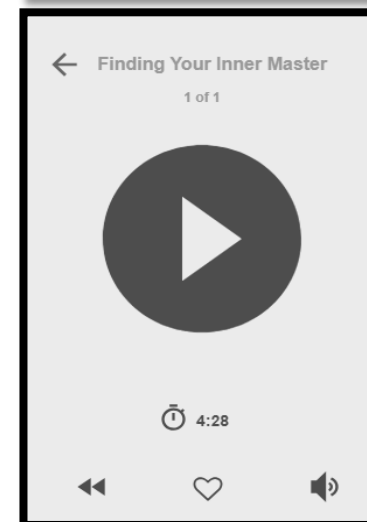
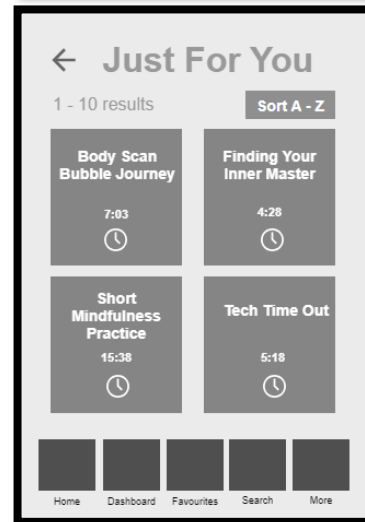
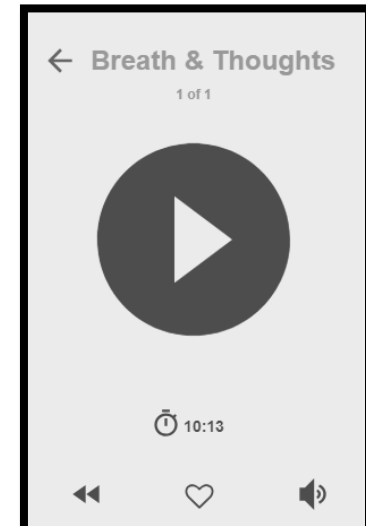
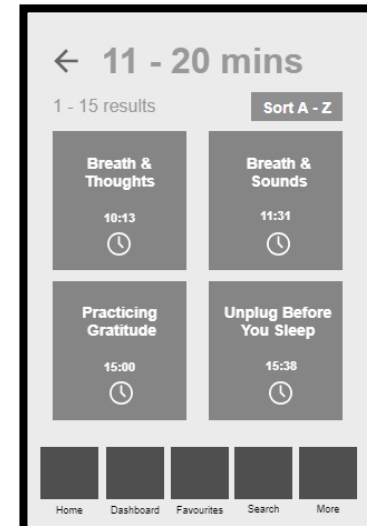
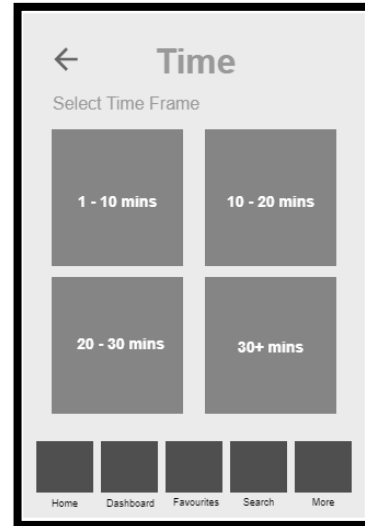
Proposed Customer Value Proposition

Only Smiling Mind can engage people like Sally, Nancy and Mandy to create a mindfulness habit for free by guiding them to their desired meditations, with a personalised feel.

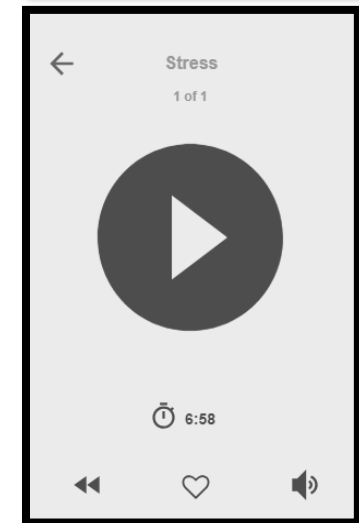
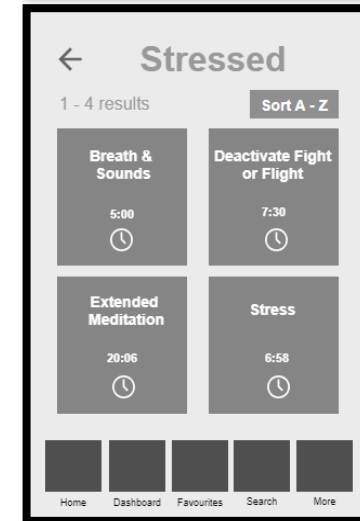
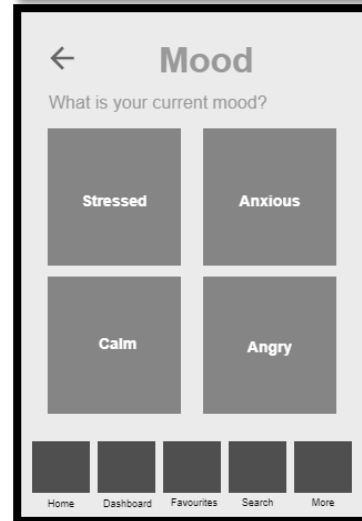
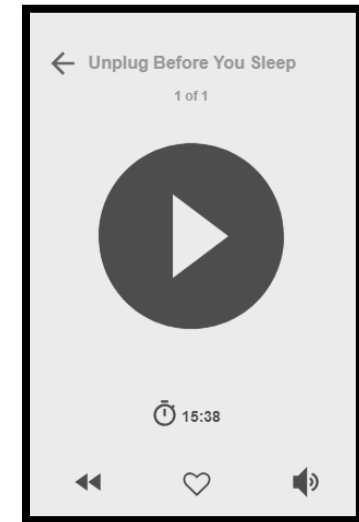
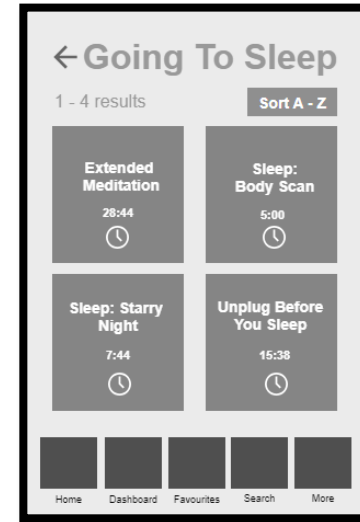
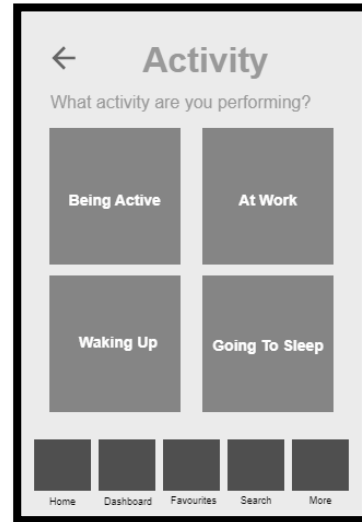
The Proposed Minimum Viable Product

	User Stories			Ideas
Primary	As Sally, I want to be able to find meditations for bedtime, so that I get a restful night sleep every night I meditate.	As Nancy, I want a mindfulness app to point me in the direction of where I need to go so I stay focused as I have a tendency towards boredom.	As Mandy, I want to easily find meditations for my mood so that I don't lose my patience and commit to the process.	Develop & create app navigation which guides and engages by embracing simplicity (no bugs).
Secondary	As Sally, I want to have an app that has programs relevant to me and my lifestyle so that I can get the most value from my meditation.	As Nancy, I want an app that intuitively knows what I want so that I don't have to unnecessarily think about what to select next.	As Mandy, I want an app where I can see my progress so that I know that I'm moving forward with my mindfulness goals in a positive direction.	Create a personalised app.

Usability Stimulus : Concept Model



Usability Stimulus : Concept Model



Usability Stimulus : Concept Model



Before we dive in, I just want to ask you some quick questions to get to know you better

→

How would you describe your experience with meditation?

First Timer

A little experience

Borderline Yogi

←

What is your rough age bracket?

Less than 18

18 - 24

25 - 34

35 - 45

45 +

Prefer not to say

←

What is your reason for meditation?

Alleviate Stress

Improve Mood

A good night sleep

Achieve Calm

Curiosity

Harness Focus

←

When do you meditate the most?

Morning

During the day

Night time

←

So based on your feedback..

You're a first timer

Age between 25 - 34

Looking to improve mood

Your preferred time to meditate is night time

← →

Thank you Nancy!
Here are some options just for you

Get Started

1:00

Sleep : Starry Night

7:44

Internal Weather

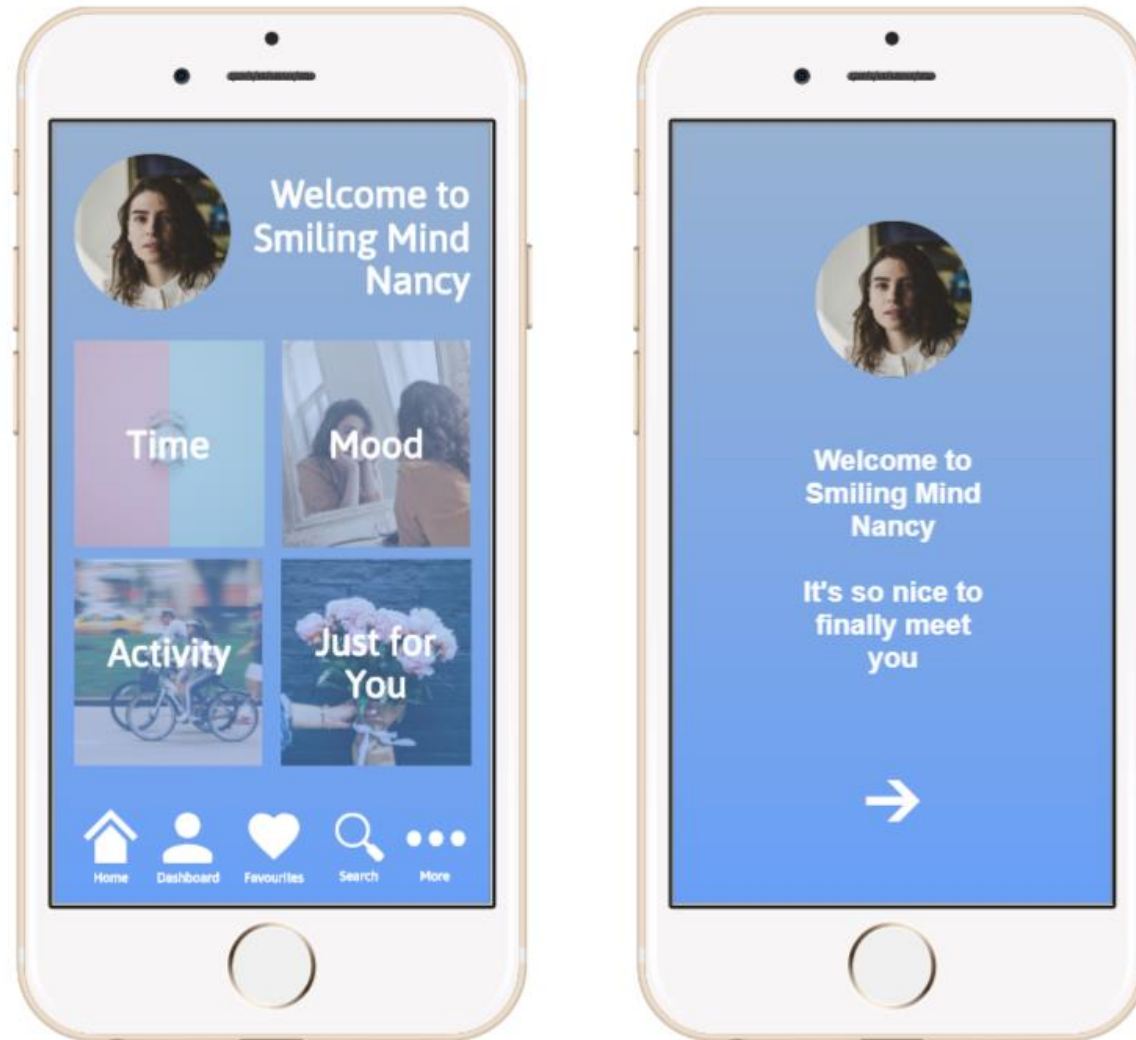
2:47

One Minute Body Scan

1:00

← I'll explore solo thanks

Proposed UX Solution : Refined Prototype



UX Recommendations

Start

- Using images (as descriptors) to engage users and simplify categories
- Using a guided 'one time' introduction to eliminate irrelevant information
- Segment meditations into intuitive and easy to locate categories
- Adding a social element to the app
- Using a home & search button for easier direction
- Using more personal language in communication with users

Stop

- Using small font and colours difficult to read
- "How do you feel" before and after every meditation
- Too much copy in descriptions
- Lumping categories together in non sequential order

Continue

- Honoring simplicity
- Providing user statistics
- Meditation volume controls
- 'Favourites', 'dashboard' & 'more' buttons
- Continuity in branding

Secondary Opportunity : Generating Revenue

Objective

Raise revenue for Smiling Mind.

Insight

Users expressed the desire for social/community through the app.

Recommendation

Provide online dedicated video e-courses to minimize spend (time and money) and maximize outreach to workplaces, schools etcetera (promoted through popular social media channels).



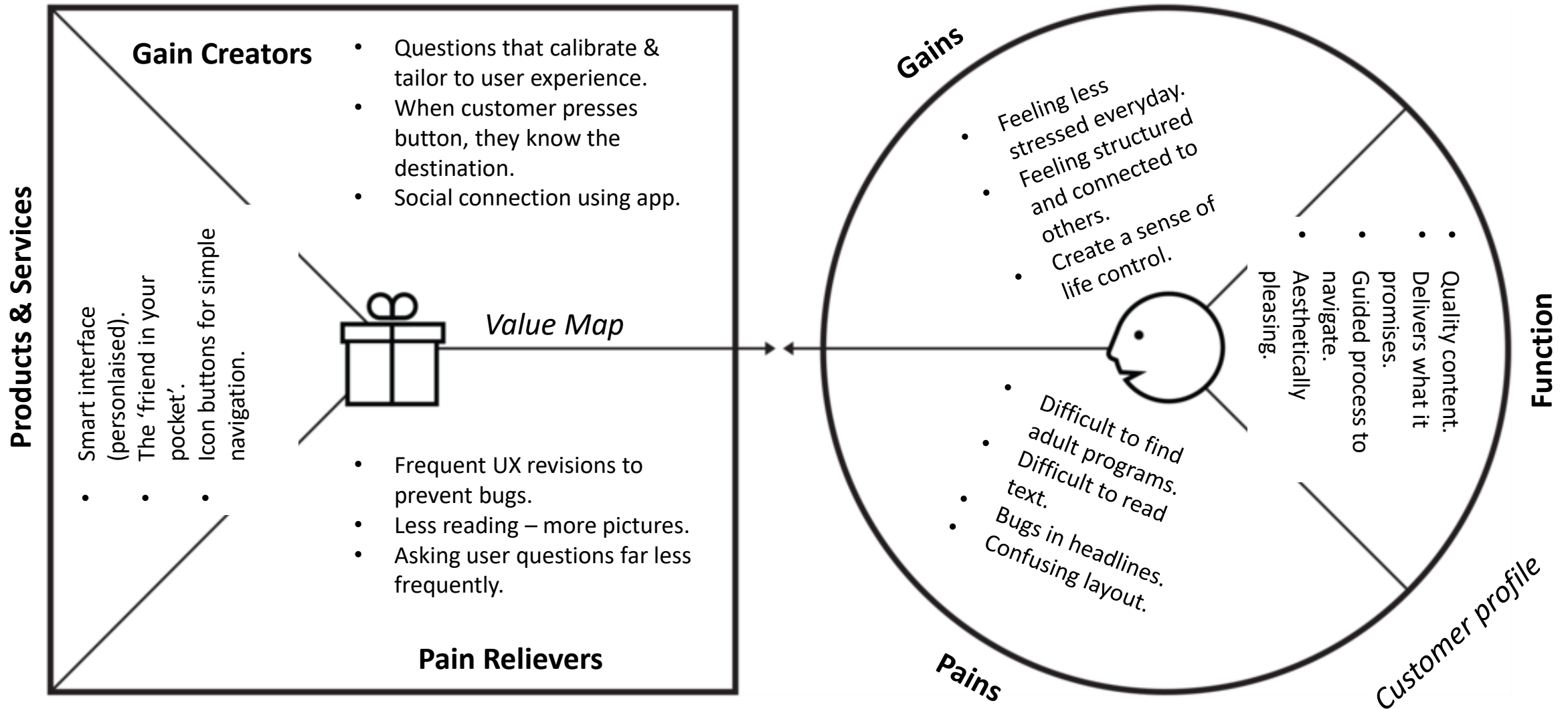
Summary

Smiling Mind users find the app intuitive, engaging & inviting - the ultimate success formula for a meditation app. With formal guidance and simplified categories, users satisfaction will increase remarkably. The app will encourage loyalty thus promoting healthy mindfulness habits.

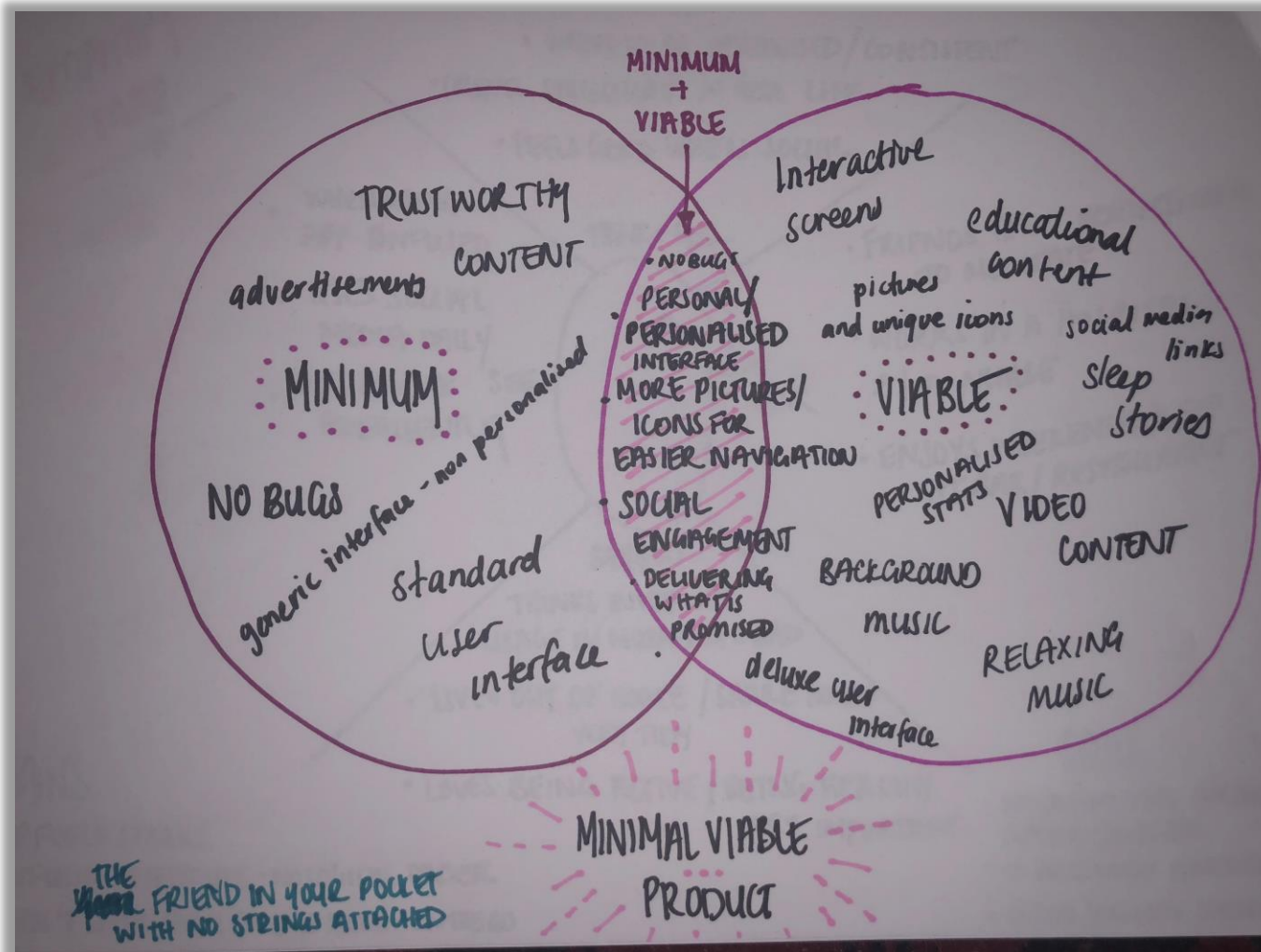
Appendix



Draft Customer Value Proposition Model



Draft Minimum Viable Product Model



What really matters to the Smiling Mind User...

Personas : Studios Sally

Studios Sally



"I want to be the best version of myself so I can share this with others."

Age: 24

Work: Casual

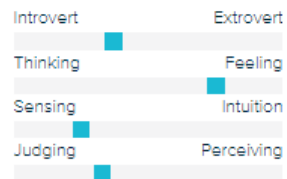
Administration/Student

Family: Single, No Children

Location: Sydney, New South Wales

Character: The Defender

Personality



Helpful

Analytical

Loyal

Dislikes Change

Goals

- To be meditating before bed for better night sleep.
- To live a healthier and more balanced lifestyle.
- To graduate University in Business Administration.

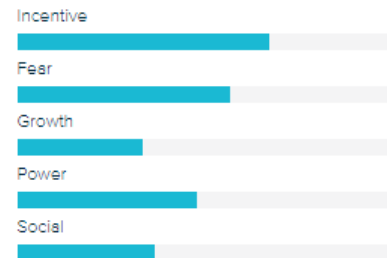
Frustrations

- Finds the colours of the app unappealing.
- "How do I know I'm on the home page...doesn't make sense?"
- Technical glitches with the app which is why she prefers "Calm".

Bio

Sally has been infrequently meditating for over 2 years after she found it really helpful during her exam period. She is aware of the benefits of meditation as she has researched the topic and has friends and family who also meditate/practice mindfulness. Although she isn't one to stress out for no reason, Sally finds she overloads her plate with tasks as she sets high standards for herself. She had tried Smiling Mind once before however she used the app once and never touched it again. Instead she uses Calm which she finds easier to use and better all around. She particularly likes the sleep meditation and wishes to make this a more consistent practice as this suits her the best.

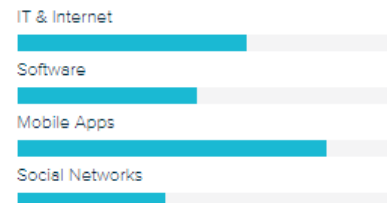
Motivation



Brands & Influencers

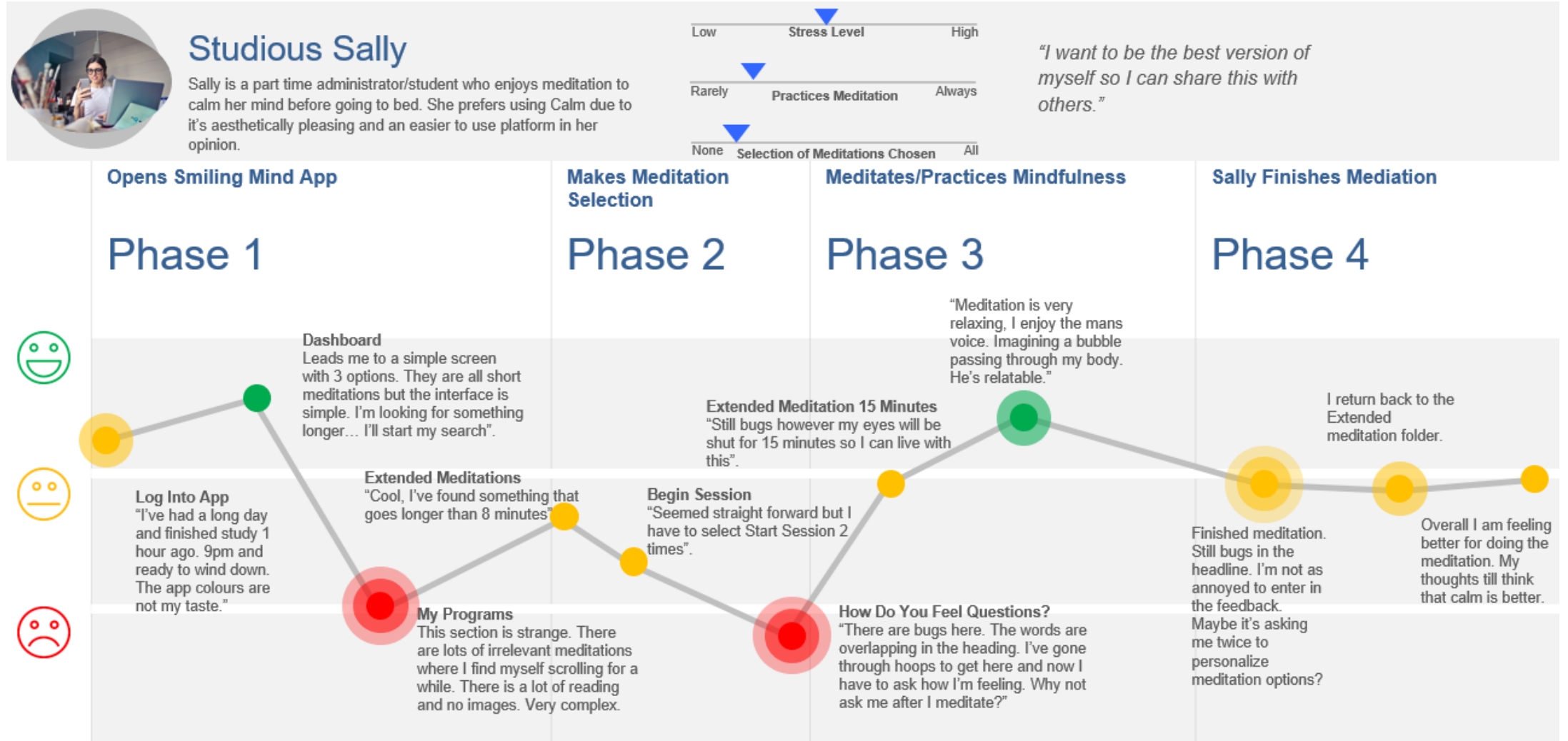


Technology



"I want to be the best version of myself so I can share this with others"

Journey Map : Studios Sally



Personas : Time Poor Nancy

No Time To Spare Nancy



"I want an app I can mindlessly use to become more mindful".

Age: 29

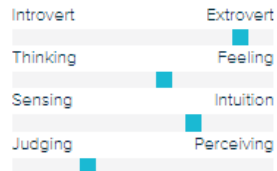
Work: Nursing

Family: In a Relationship, No Children

Location: Sydney, New South Wales

Character: The Nurturer

Personality



Kind

On the Go

Spiritual

Anxious

Goals

- To no longer use the internet in the morning.
- To be meditating consistently everyday.
- To no longer feel stressed about situations she can't control.

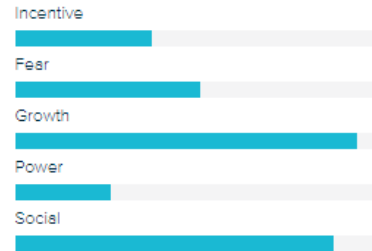
Frustrations

- Confusing interface leading to time wasted searching for programs.
- "This app feels like a textbook...too much digging".
- App feels boring with no personalisation or pictures.

Bio

Nancy has been dabbling in the field of meditation for the last 6 months. She had heard of the app through a psychologist recommendation and seeing it on the app store. She began using the app after a poor experience using the "Head Space" app. She has expressed discontent with mindfulness apps saying that they aren't personal enough and lack attention to her needs, as often she is on the go and doesn't have much time at home to sit and meditate unless it is right before bed time. She longs for structure in her life given the sporadic nature of her job and wants the app to be simpler so that she isn't wasting her time digging through content that doesn't relate to her or answering what she believes to be "irrelevant questions" before each meditation sitting.

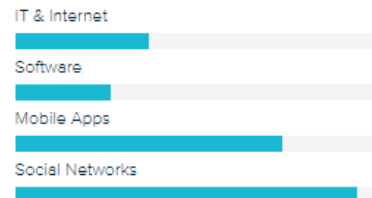
Motivation



Brands & Influencers

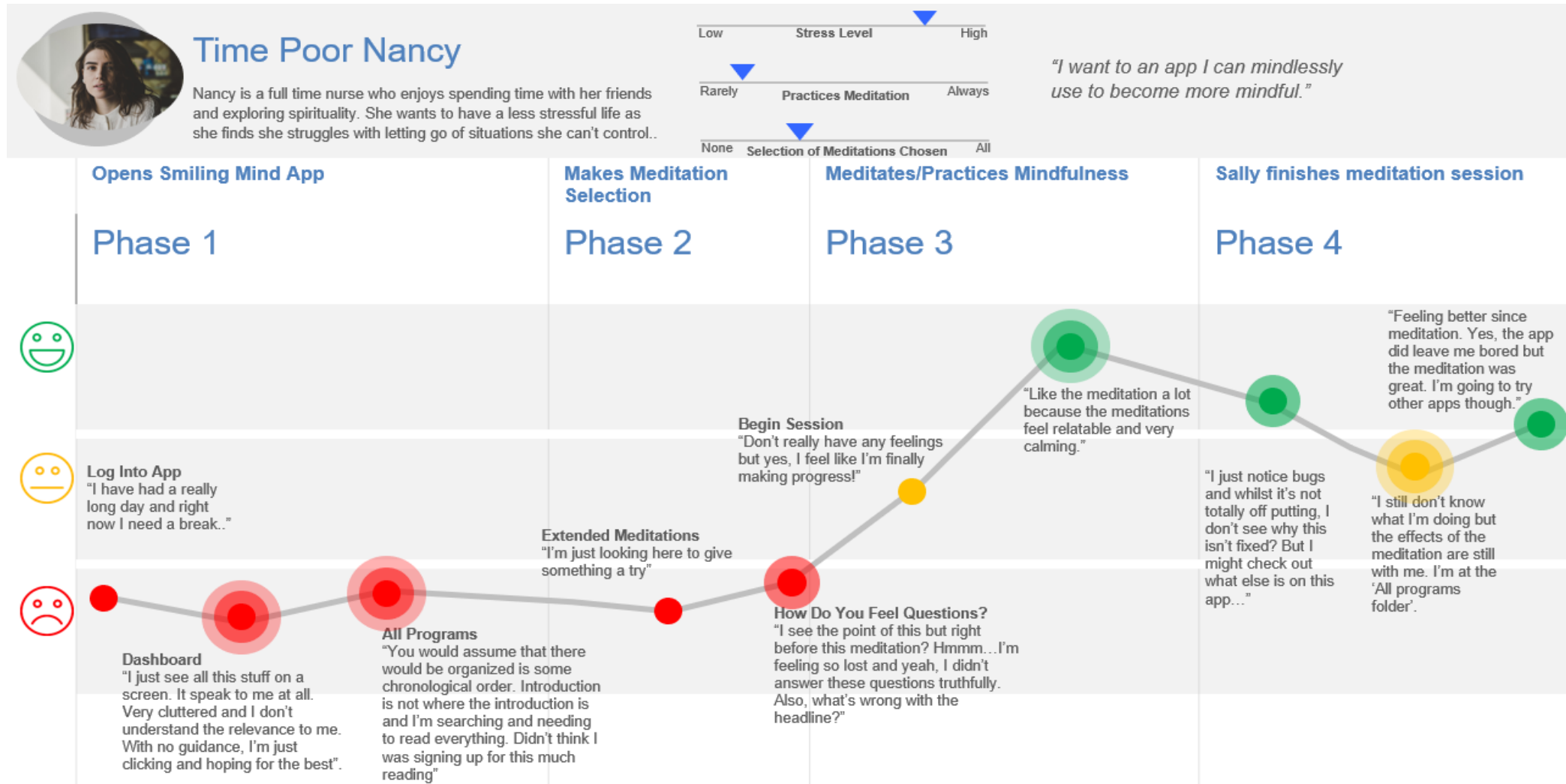


Technology

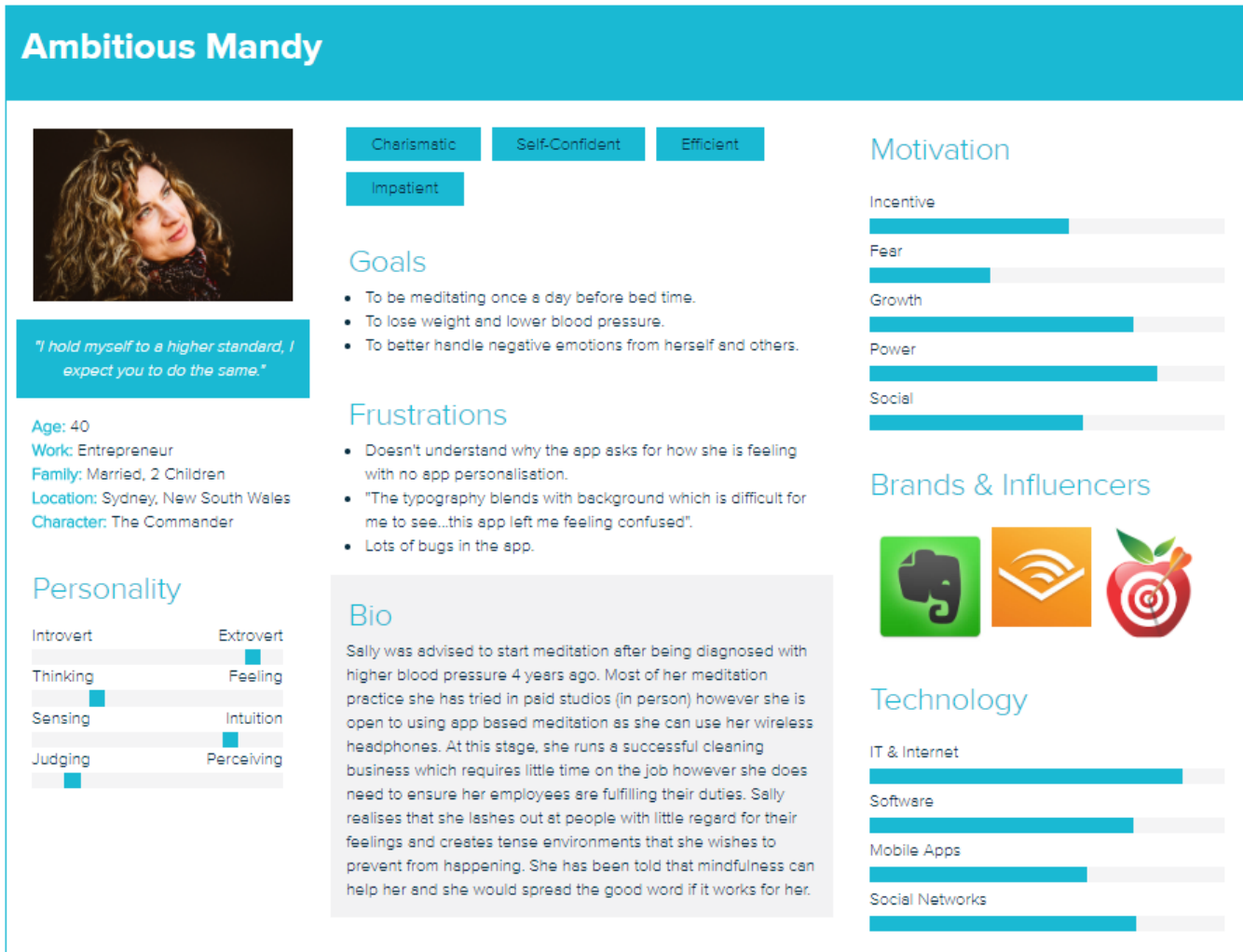


"I want a mindfulness app I can use mindlessly"

Journey Map : Time Poor Nancy

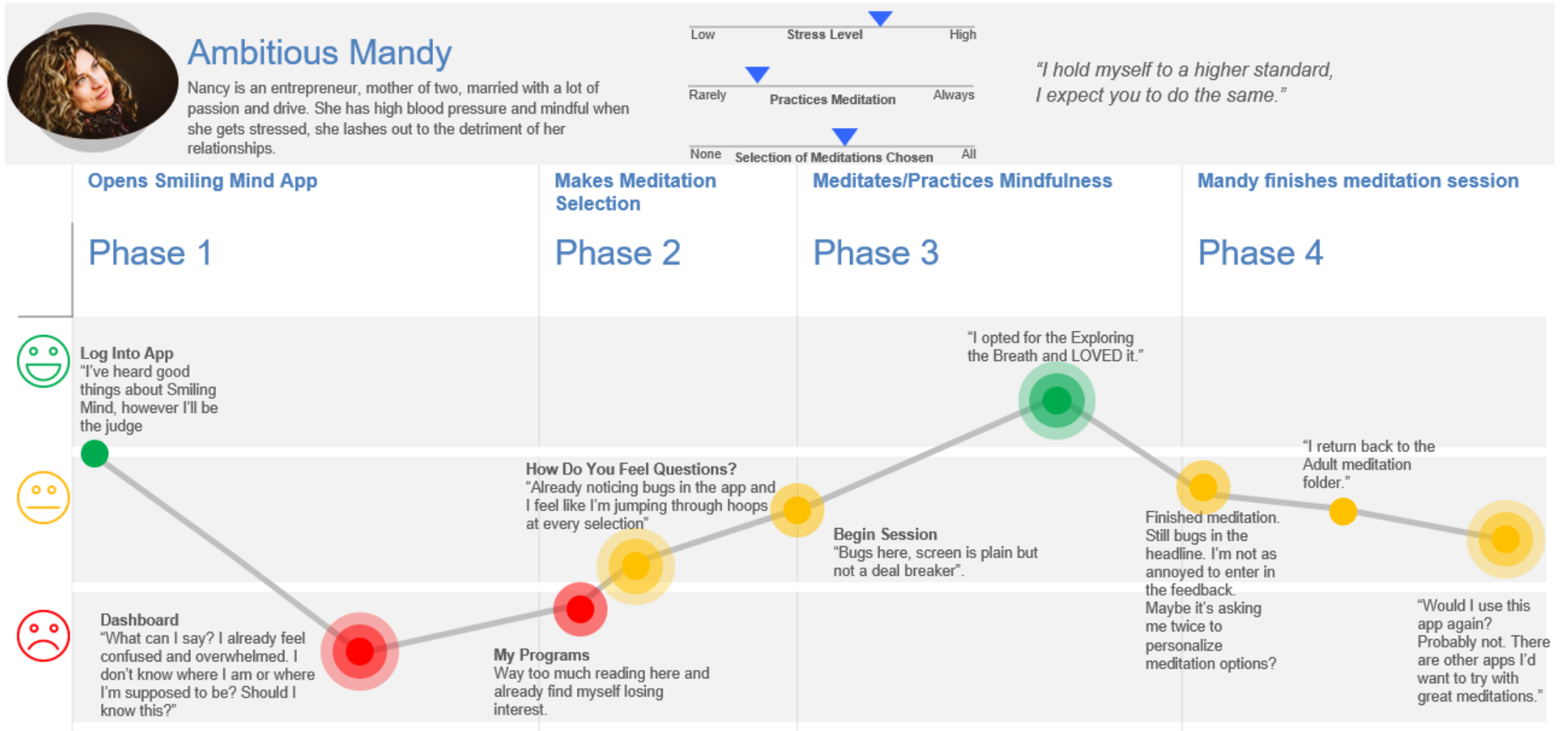


Personas : Ambitious Mandy

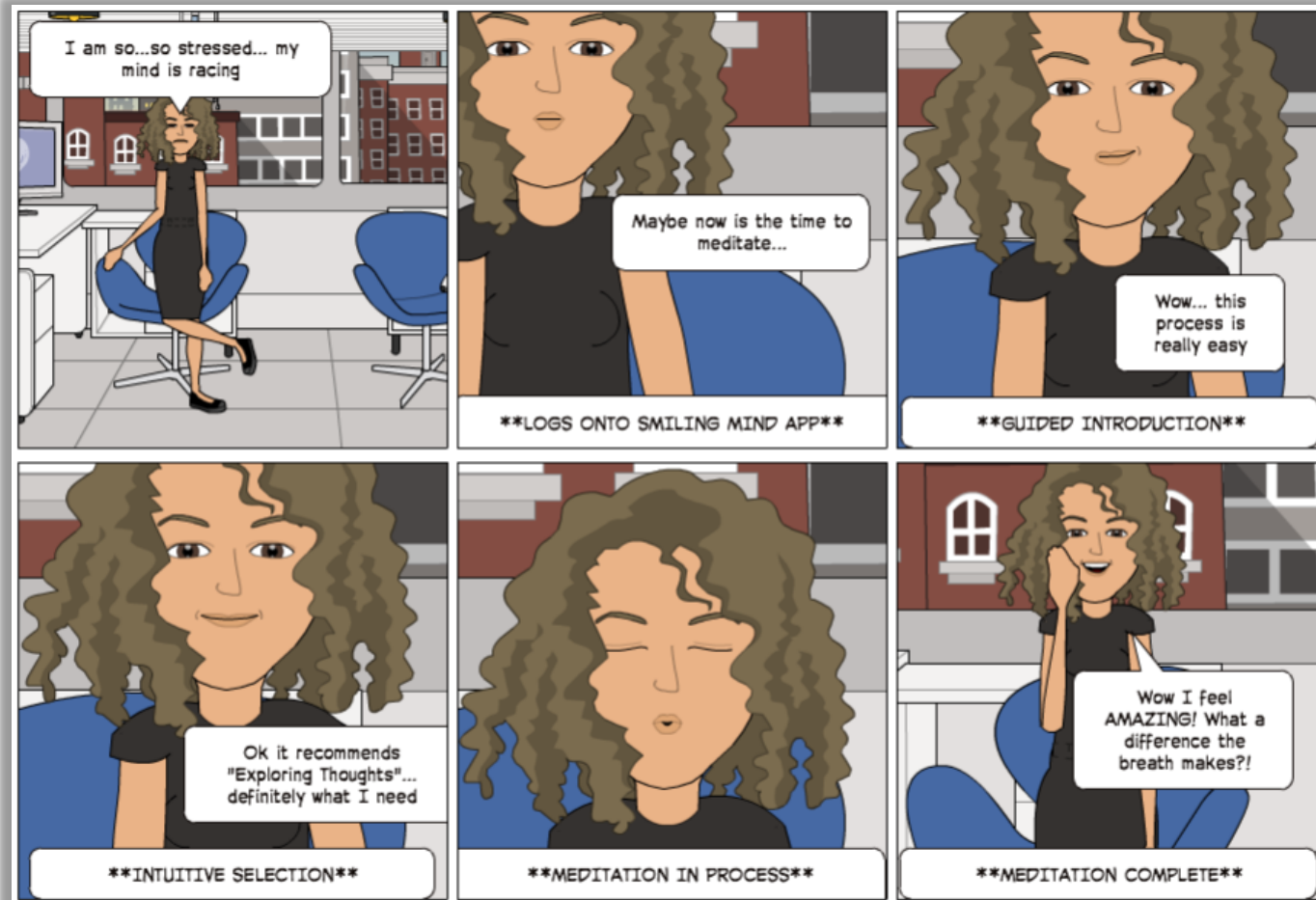


"I hold myself to a higher standard and I expect you to do the same"

Journey Map : Ambitious Mandy



Storyboard: Guiding The User To What They Need



An ideal user scenario for the updated Smiling Mind app

Competitors: Strong UI Engagement Promoting Easier Navigation



Ideation Thinking

How Might We Statements:

HMW create an app that feels like a friend/more personal?

HMW simplify categories of meditation?

HMW guide users through Smiling Mind's app?

Hypothesis Statements:

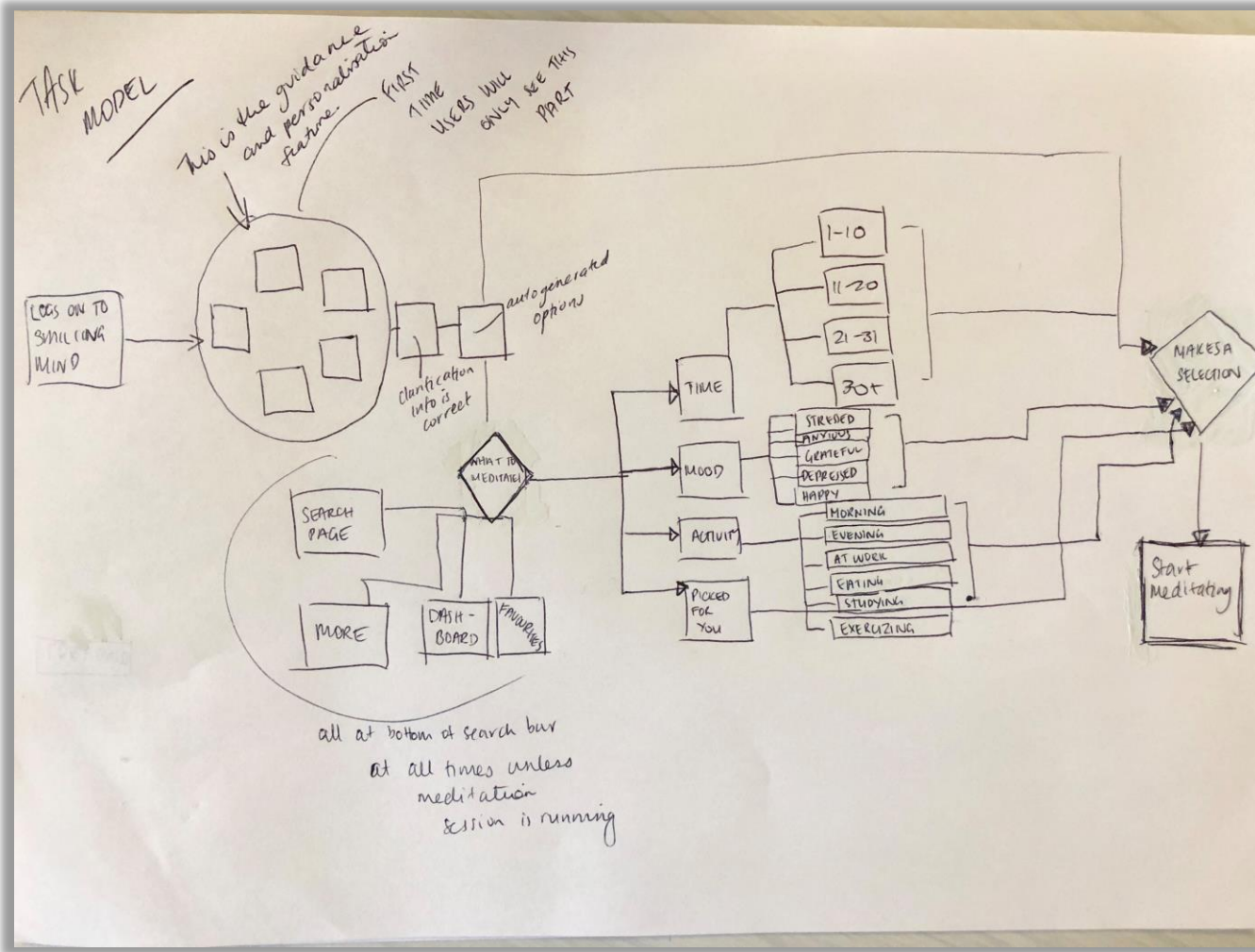
We believe that people like Mandy have a problem being guided to meditations which causes a lack of engagement.

We will know we have succeeded when she engages with the app daily, which will naturally increase the personalisation of the app over time according to her needs. Pending the success of the hypothesis above, the same principles will be applied to solve challenges for Nancy and Sally.

Sketching Scenarios

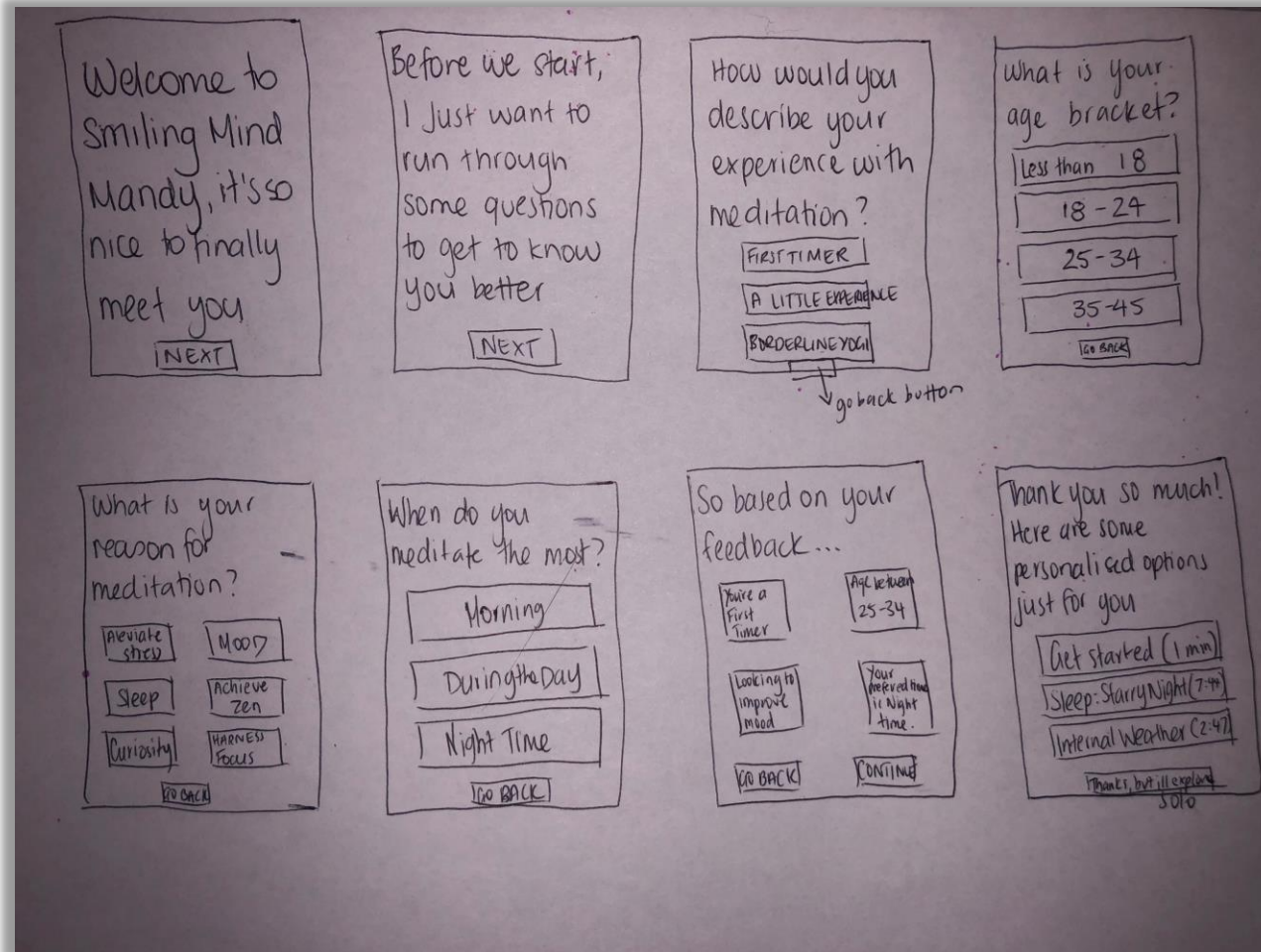


Sketching Wireframes



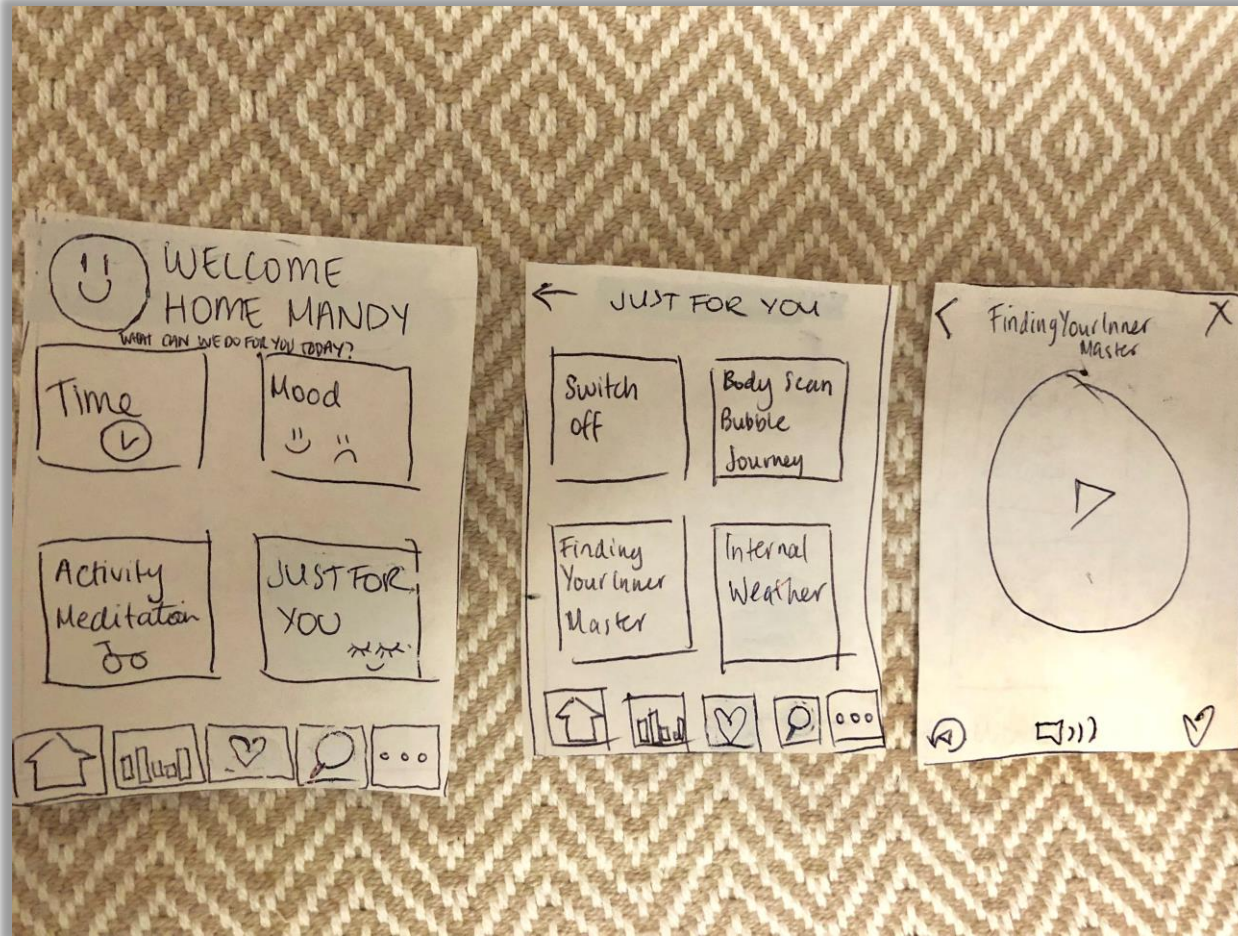
Draft Models & Information Architecture

Sketching Wireframes



*Sketches of
Introduction
for first time
users*

Sketching Wireframes



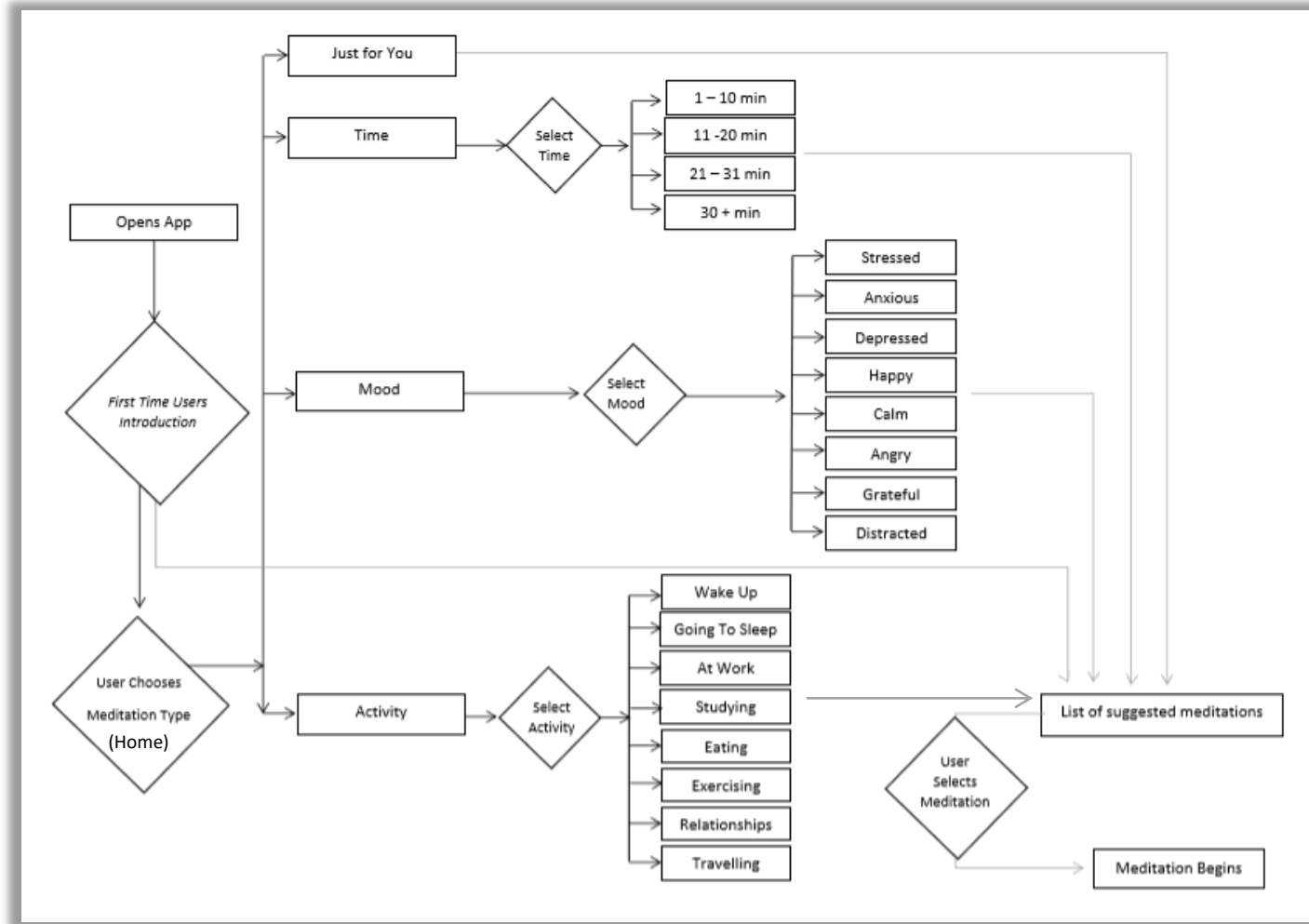
Sketches of the new 'Just For You' option

Sketching Wireframes

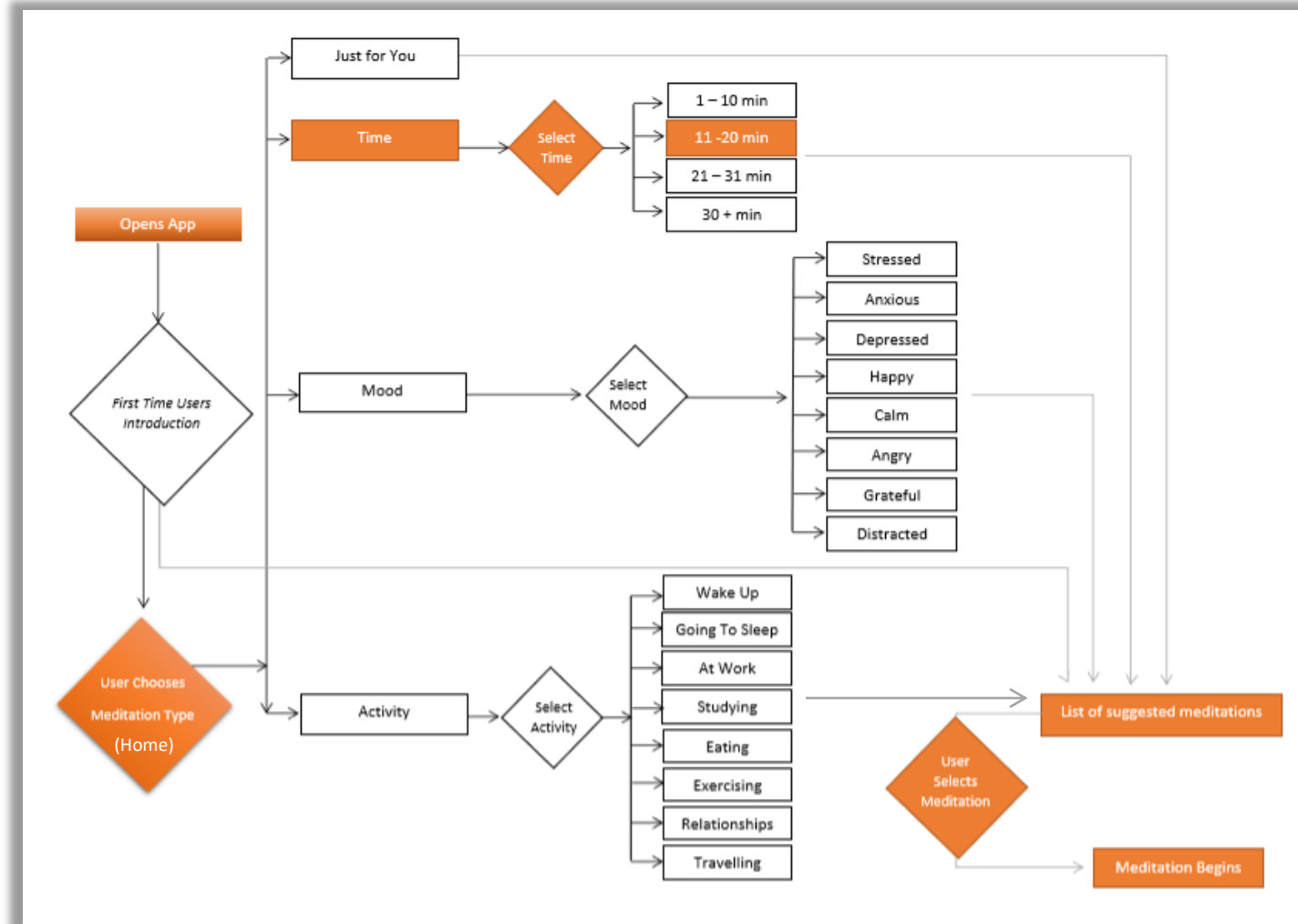


*Sketches of the
new 'Mood'
option*

The User Flow



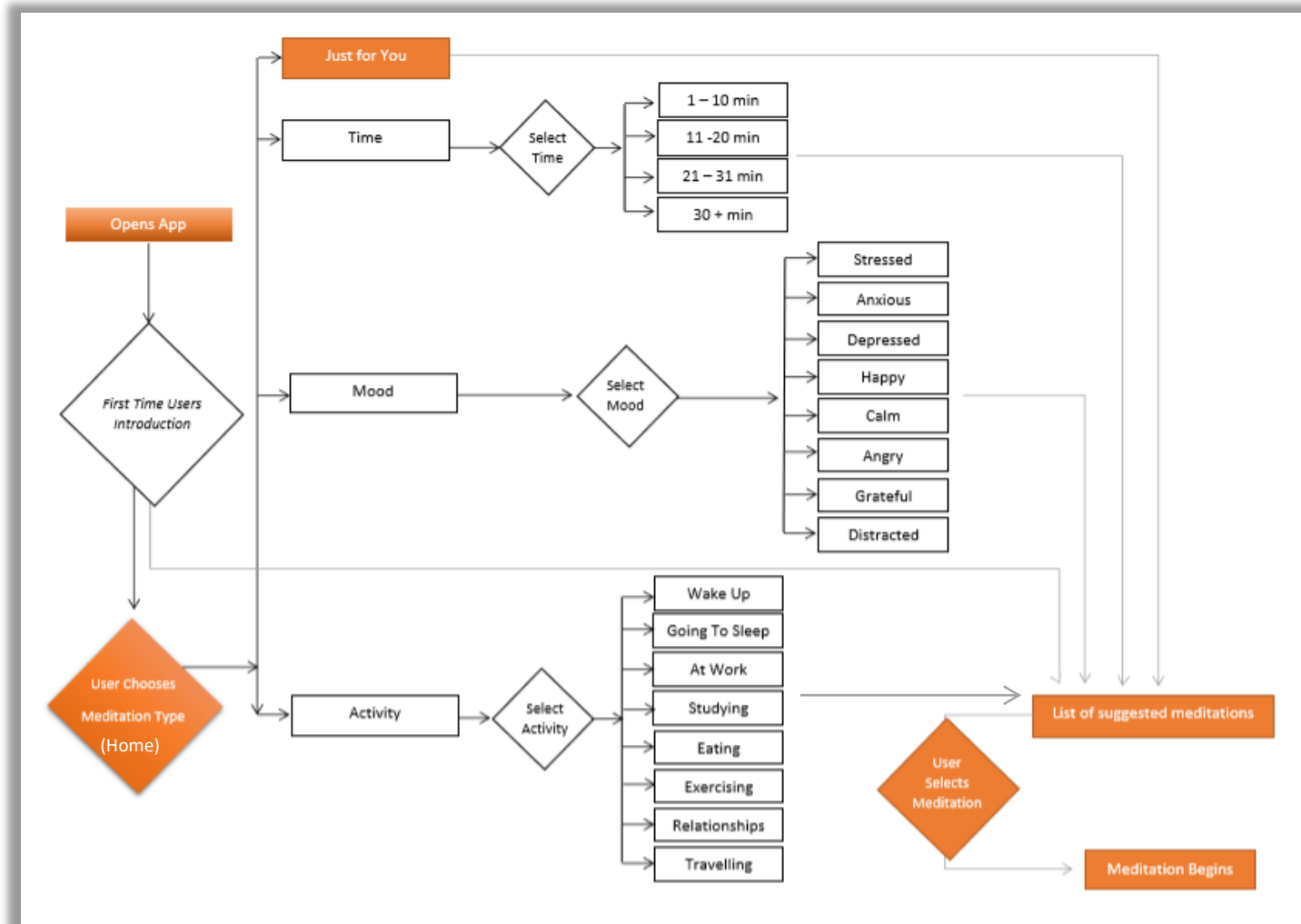
The User Journey: Time



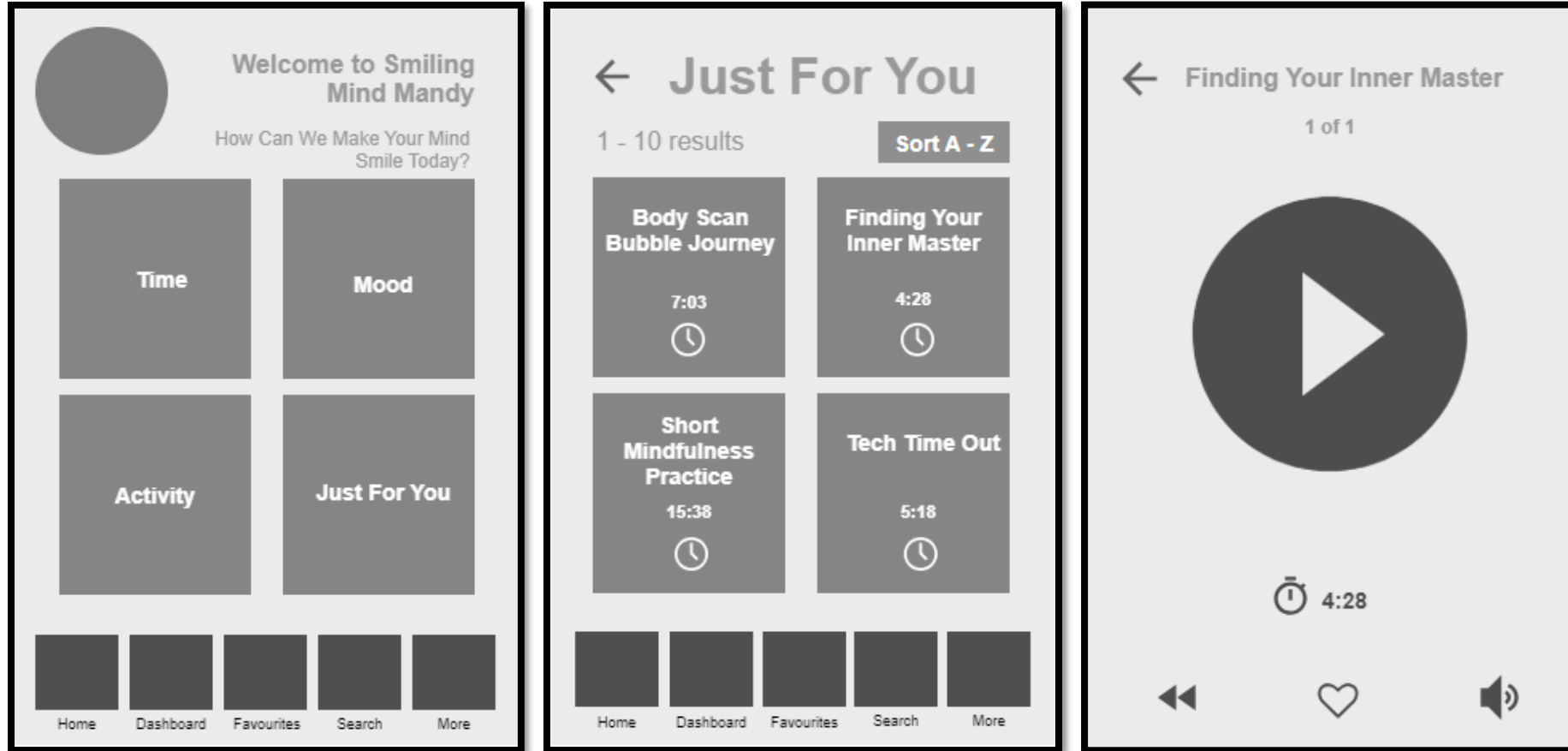
Concept A Wireframe : Time User Journey



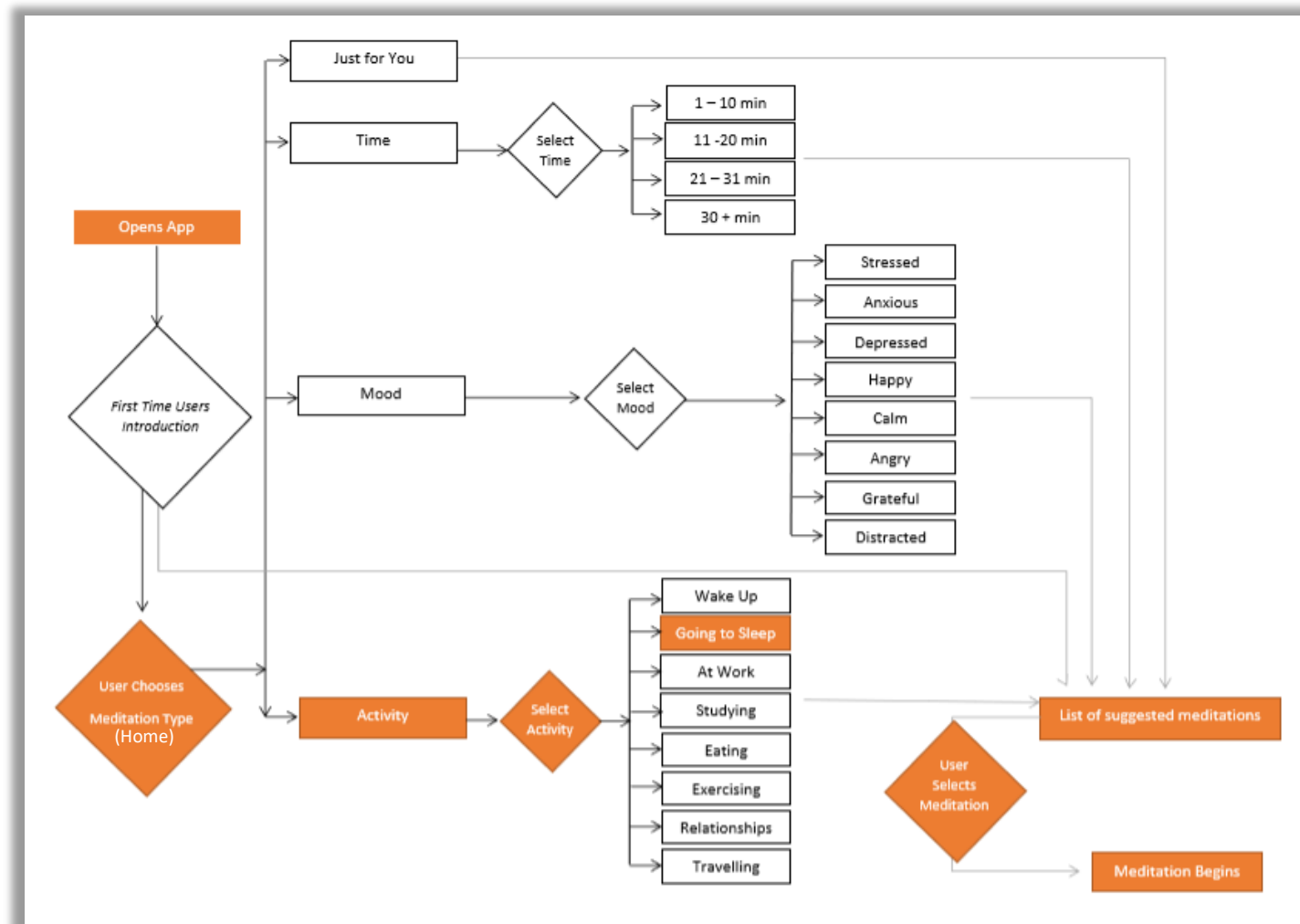
The User Journey : Just For You (Personalised Option)



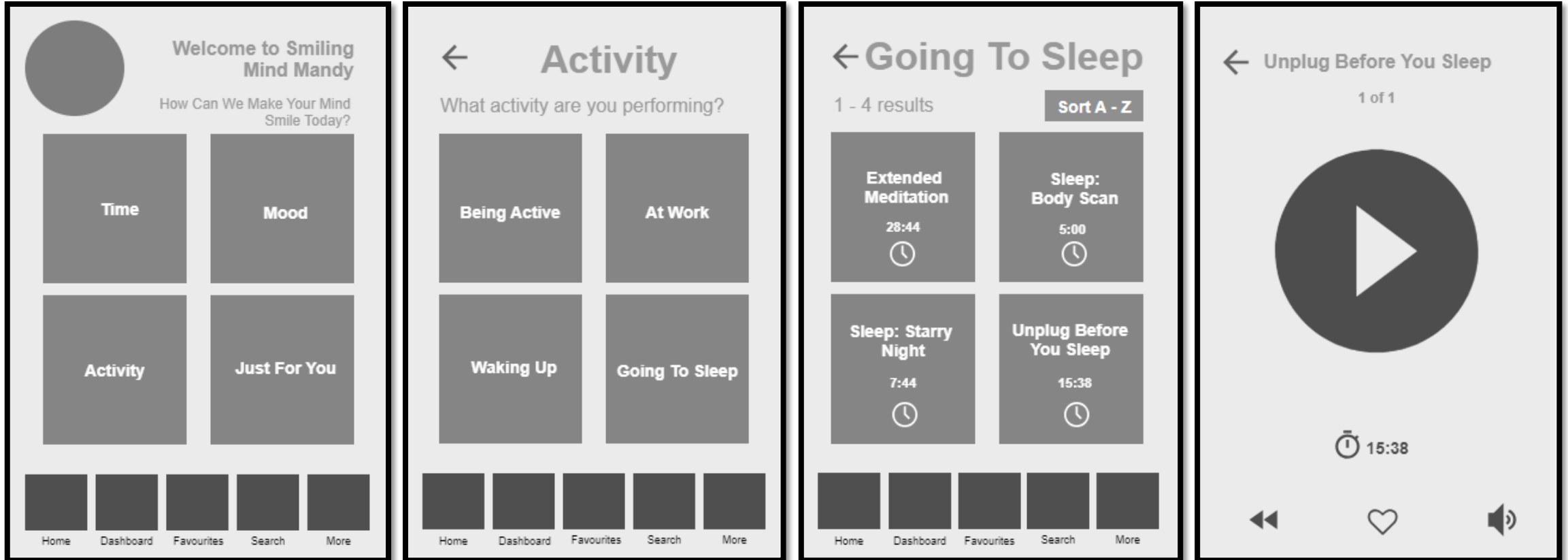
Concept B Wireframe : Just For You User Journey



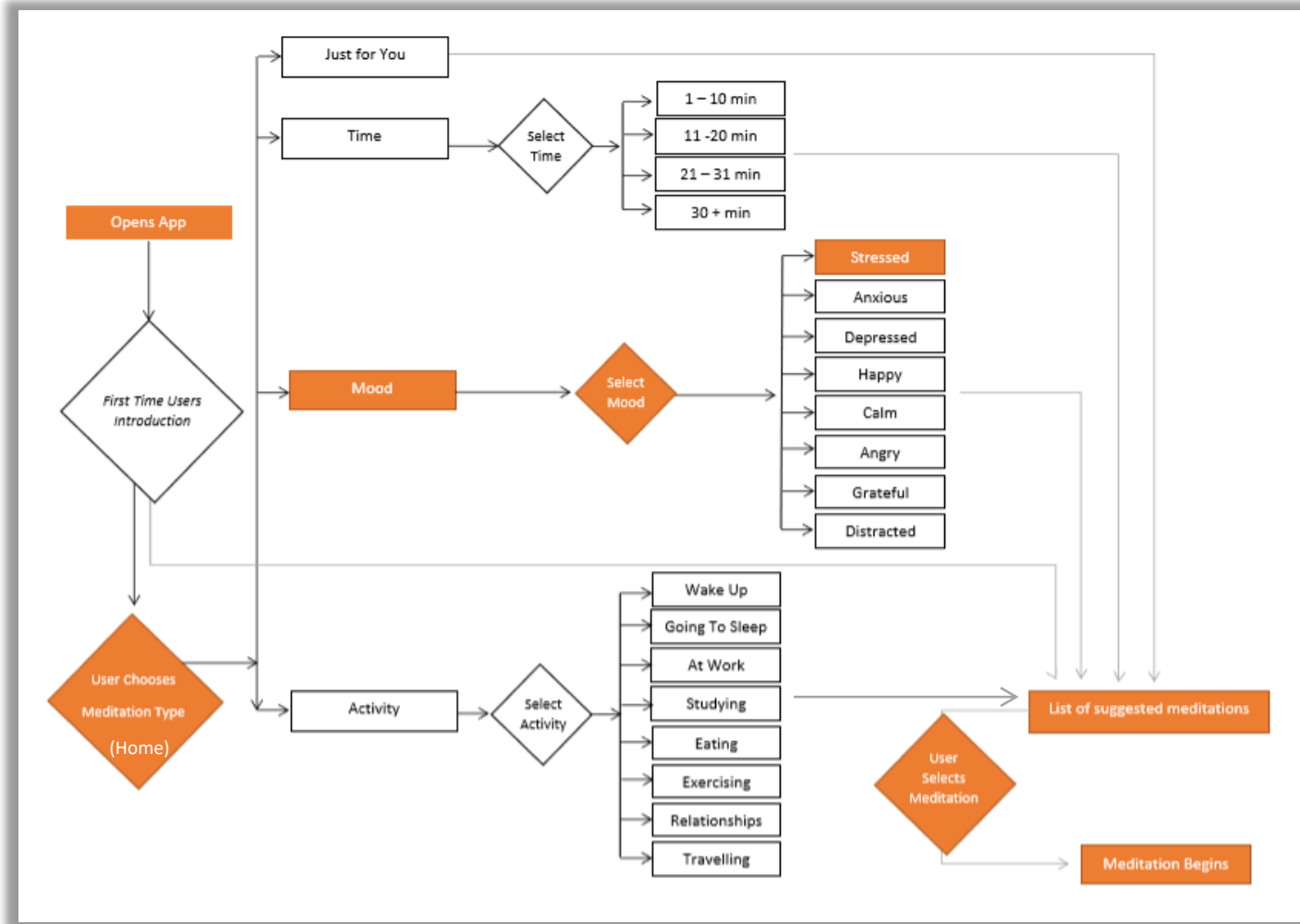
The User Journey : Activity



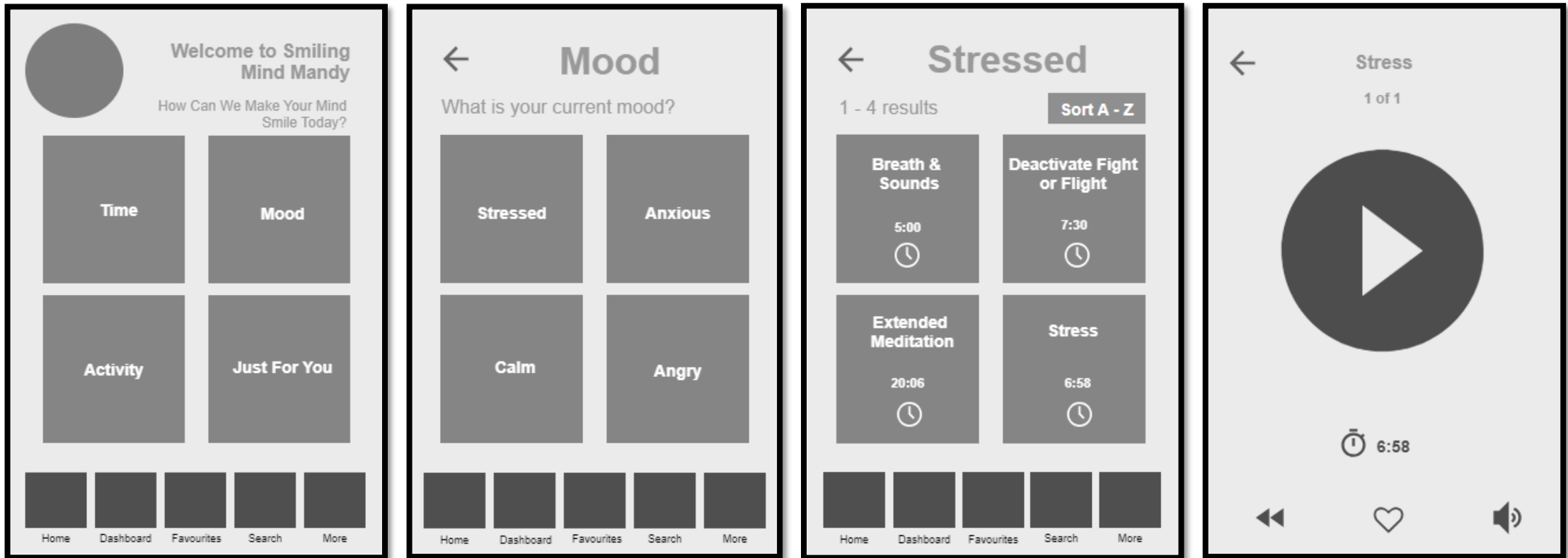
Concept C Wireframe : Activity User Journey



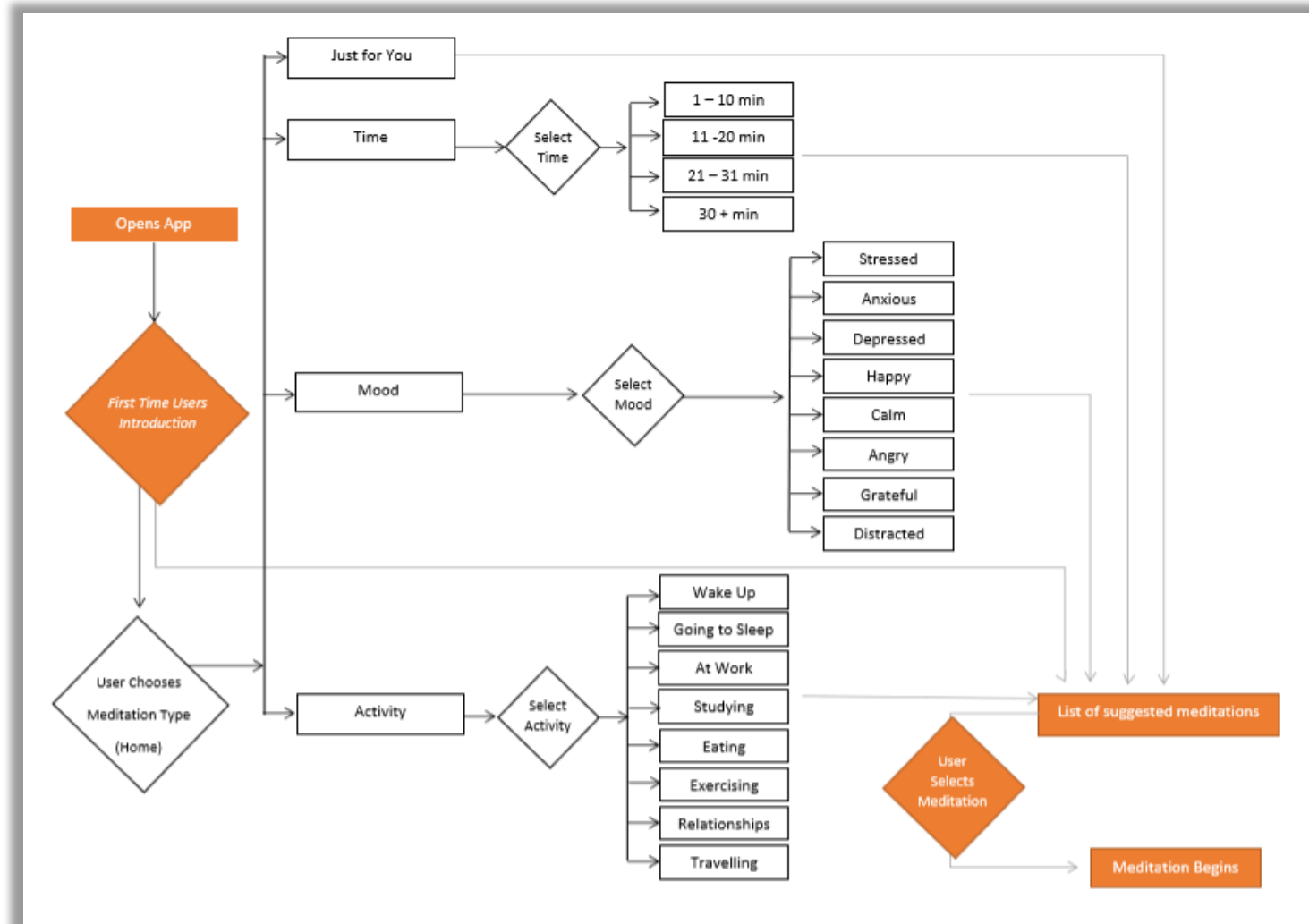
The User Journey : Mood



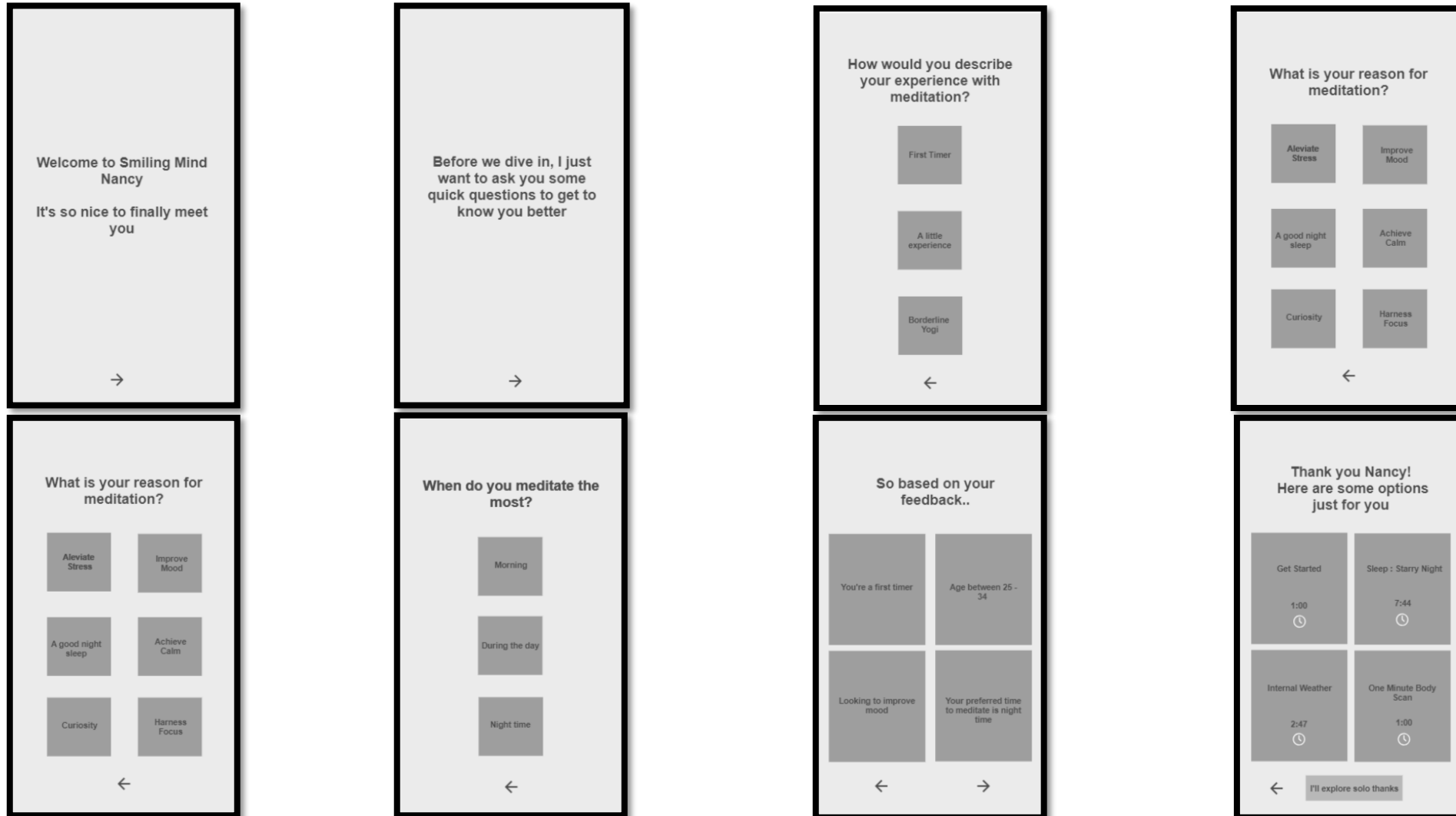
Concept D Wireframe : Mood User Journey



The User Journey : Guided Introduction



Concept E Wireframe : Guided Intro User Journey



Testing & Results Summary

Testing	Category Feature				Introduction Feature
Scenario	1. You have a short window during your lunchbreak and decide that you are going to meditate to calm your mind.	2. You are on the bus, bored and thinking meditation is going to make you feel better given your still 20 minutes from home.	3. It's approximately 11pm and you know you need to be awake at 5am tomorrow, so you think a meditation to wind down will help.	4. You take a moment to gather yourself to meditate after a stressful conversation with a staff member.	5. You have never meditated before and decide to give Smiling Mind a try after the positive news you have heard.
Mission	Without using the search function, locate a meditation that is 5 minutes and under.	Without using the search function, select your personalised meditation within 30 seconds.	Without using the search function, find 'Unplug Before You Sleep' meditation within 3 clicks.	Without using the search function, locate the 'Stress' option within one minute.	Navigate to the home screen within 30 seconds.
Hypothesis	User will select Time User will select options between 1 – 10 minutes.	User will select 'Just for You' User will select and option. User will achieve this in 2 clicks.	User will select Activity category. User will select 'Going to Sleep' User will select 'Unplug Before You Sleep'	User will choose the 'Mood category' User will choose 'Stress' User will do this within 3 clicks.	User will select each option as it comes. They will pass 8 screens. At the end, they will choose the 'explore solo button'
Results	86%	67%	86%	50%	86%
Comments	<ul style="list-style-type: none"> Look to create more branded illustrations with very brief descriptions of categories – pictures attracted more engagement with eye tracking results. Provide an interactive introduction to new sections (when used for the first time). Dashboard should be renamed as 'my profile'. The clean layout is not overwhelming to look at and is visually appealing and was noted as a 'liked' feature. Potentially look to integrate some kind of newsfeed with a social element added to the app. Every candidate approved of a news feed stating it was simple to use. Some users thought 'tired' was in 'mood' option. Overall consensus was that the app felt like it belonged to the user. 				<ul style="list-style-type: none"> Some of the candidates found the introduction unnecessary. Instead of saying 'explore solo', say 'return home' as a button. Some privacy concerns with information being stored – perhaps add an option to skip straight to the home page.

Test Results Table

Scenario & Mission	1. Time	2. Just For You	3. Activity	4. Mood	5. Guided Intro
User 1.	Pass	Pass	Pass	Pass	Pass
User 2.	Pass	Fail	Pass	Pass	Pass
User 3.	Pass	Fail	Fail	Pass	Pass
User 4.	Pass	Pass	Pass	Fail	Fail
User 5.	Fail	Pass	Pass	Fail	Pass
User 6.	Pass	Pass	Pass	Fail	Pass
Pass Rate	86% Pass	67% Pass	86% Pass	50% Pass	86% Pass