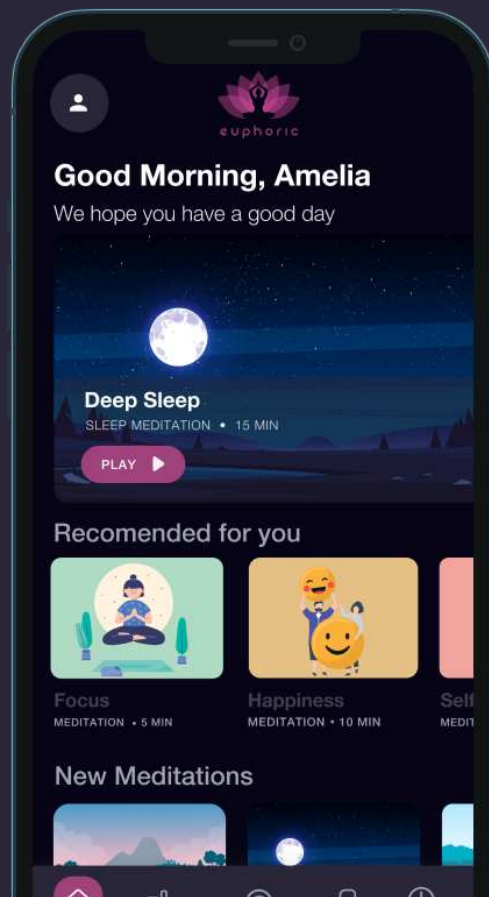# euphoric

Meditation and breathing App

Avis Williams

Project overview

The product:

Euphoric is a meditation & breathing app for mediators who are struggling to meditate. Mediators can learn basic breathing techniques using mantras, and listen to short guided meditation and music. Shorter guided meditations will help mediators gradually become accustomed to meditation and will want to meditate for longer.

Project duration:

March 2022 – April 2022
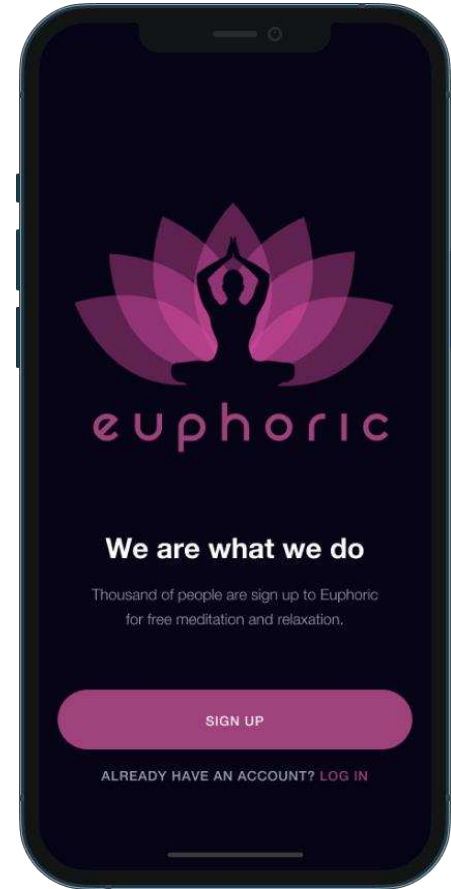
Project overview

The problem:

New mediators who lack the time and motivation to meditate.

The goal:

Design an meditation and breathing app for users who are struggling to meditate and relax.

Project overview

My role:

UX/UI designer designing a meditation & breathing app from conception to delivery.

Responsibilities:

Conducting foundational UX Research, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary

I interviewed and created empathy maps of 5 people. Between the ages of 24-65, they are all beginner meditators or are struggling to meditate. The users were 3 females and 2 males including one user with a visual impairment and one user who isn't fluent in English.

This user group confirmed that they wanted an app that is easily accessible to them.

User research: pain points

1

Accessibility

Users with visual impairments and language barriers. Needs the app to be accessible.

2

Time

Users find it hard to find the time to meditate. Platforms don't offer Shorter guided meditations.

3

Beginner friendly

Platforms for meditation don't offer the basics in breathing and meditation.

4

Simple To Use

Platforms for meditation has a lot of content and can be overwhelming to use.

Persona: **Amelia Taylor**

Age: 24

Education: Art Degree

Occupation: Phd Student

Status: Single

Location: London, UK

"I feel anxious and stressed. I want to de-stress and get a good night sleep."

Background

Amelia is a full-time PhD student living in London. She's studying every day and has assignments that she needs to hand in on time. She is very stressed with the workload, feels anxious and finds it hard to get a good night's sleep.

Goal & Ambitions

• To manage stress and anxiety
• To sleep better.
• To reach the atma.

Frustrations

• Difficulty concentrating
• Lack of motivation to do it
• Finding time to do it

User journey map

User Journey	Sign up ▶	Choose goal ▶	Select meditation ▶	Choose Sleep meditation ▶	Play Track ▶
Action Steps	• Click on sign up. Enter your name, email and password. • Verify your account.	• Scroll down to select your meditation goal • Select your goal for better sleep	• Click on the meditation icon. • Choose the sleep meditation category	• Scroll down to select your meditation goal • Select your goal for better sleep	• Play the guided sleep meditation track. • Save as favourite, if you like it.
Feeling	• Stressed out	• Eager , to get going	• Impatient, can't wait to start	• undecided on what I would like to listen to	• Excited, to get started
Opportunities	• Options to login with Google or Facebook	• Visual accessibility features high contrast color scheme so that text, images, and icons become easier to read for anyone who might have color blindness	• Have guided sleep meditation recommendations displayed • Monitor and record user sleep improvement daily or weekly	• Browse guided sleep meditation recommendations or the most liked by users.	• Phone vibrates when meditation is finished (haptic assistance) • The app will close when the sleep meditation ends

Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

Paper wireframes of Homepage

Taking the time to draft iterations of the homepage of the app to ensure that the elements that made it to digital wireframes would be well-suited to address user pain points. For the home screen, I prioritized a **quick and simple start meditation process** to help users save time.
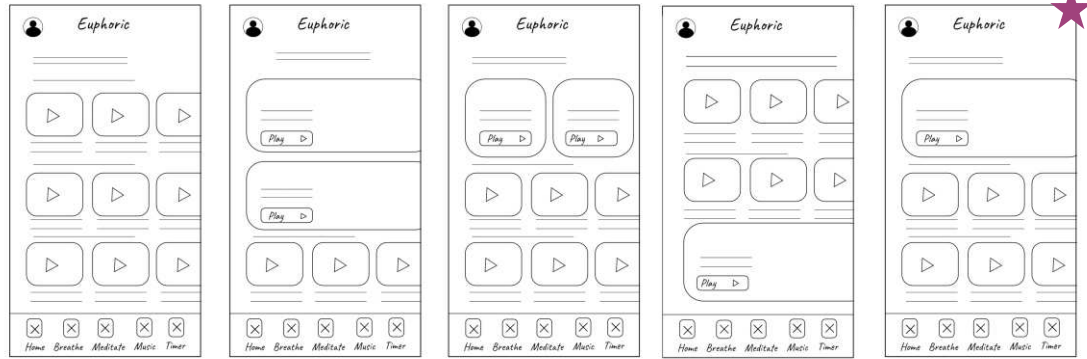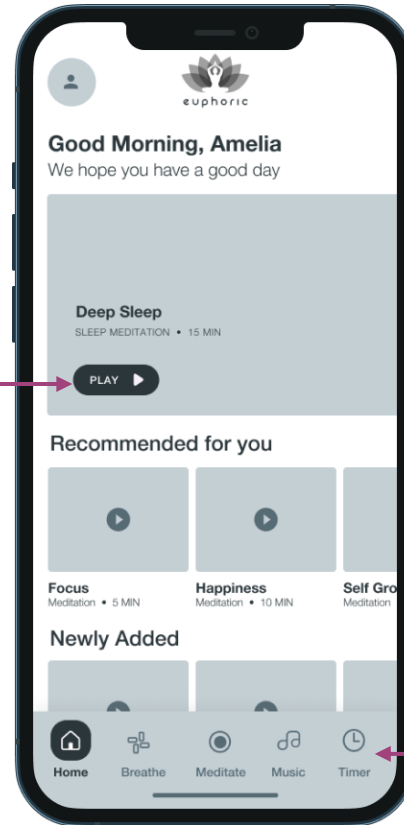

Stars were used to mark the elements of each sketch that would be used in the initial digital wireframes.

Digital wireframes

Initial design from paper
wireframes and I made sure
to base screen designs on
feedback and findings from
the user research.

This button provides
an easy option for
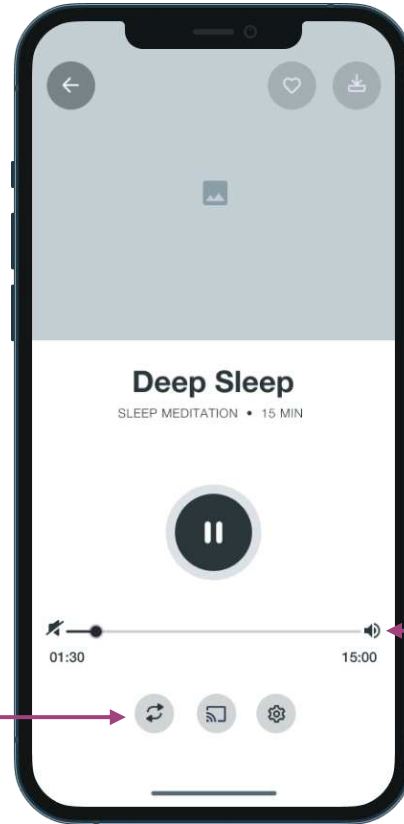users to **play
recommended or
frequently played
meditations**

Users can easily
navigate to
other screens
of the app

Digital wireframes

Audio setting options and a feature to adjust the volume was a key user need to address in the designs.

Deep Sleep

SLEEP MEDITATION • 15 MIN

01:30

15:00

This button provides an easy **option for users to adjust the volume**

These buttons provide an easy option for users to repeat meditation, cast the video and adjust the volume. I also added the **audio settings button** which includes narrator settings

Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow was to sign up and start a meditation, so the prototype could be used in a usability study.

View the low-fidelity prototype

Click here

Usability study: findings

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

Round 1 findings

1. Users wanted an option to sign in using Google or Facebook

2. Users wanted an option to change the language

3. Users wanted audio settings and a feature to adjust the volume.

Round 2 findings

1. One user couldn't go forward and backward within the meditation flow.

2. One user couldn't returned to the starting point when they complete the flow.

3. All the users loved the app design.

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility
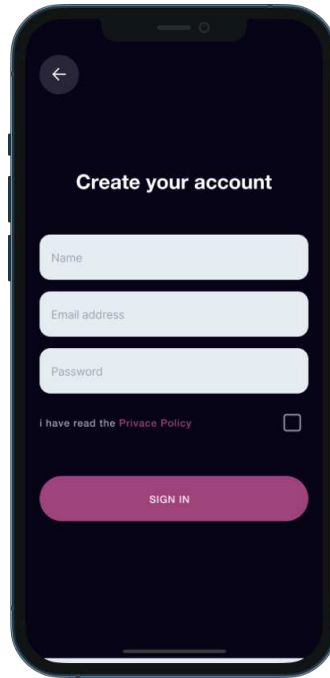
Mockups

Early designs allowed for some customization, but after the usability studies, I added an **option to sign in using Google or Facebook**. I also revised the design to **add a "hide password icon"** in the login and sign up forms
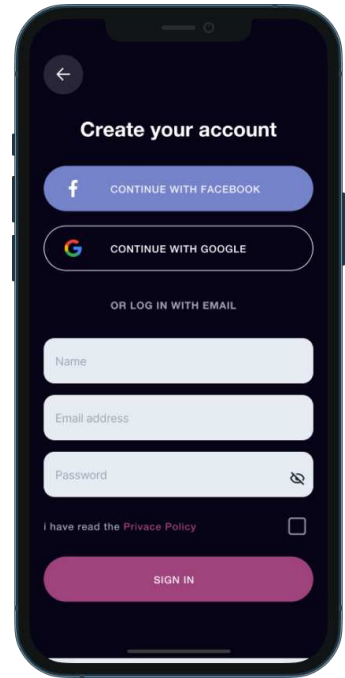
Before usability study

After usability study

Mockups

The usability study revealed that users wanted more features on the audio player. I **added features to repeat meditation, cast the video and adjust the volume**. I also **added audio settings icon** which includes narrator settings.
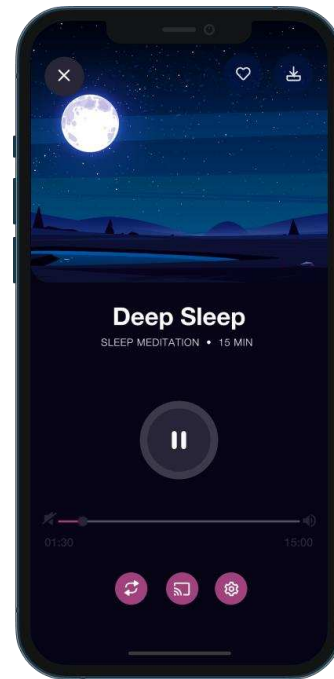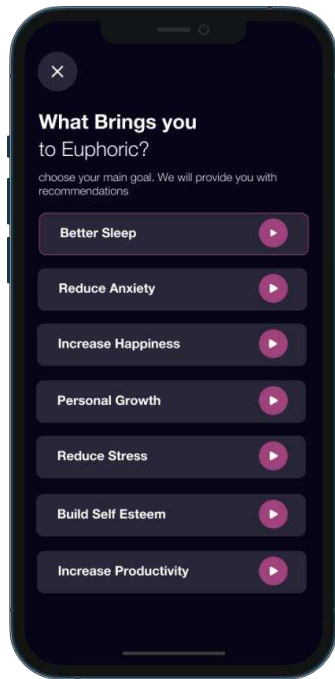
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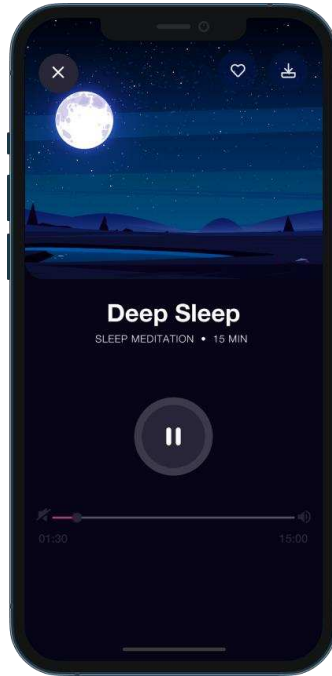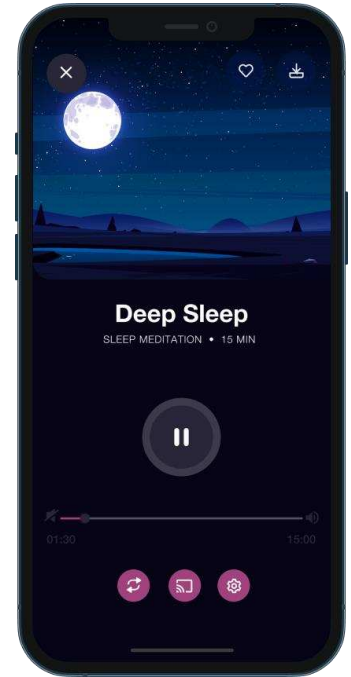
Key Mockups
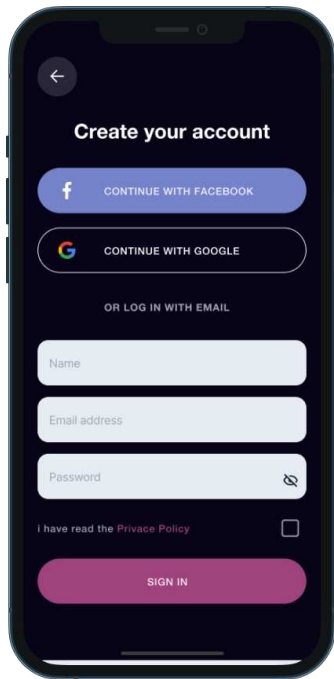
High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for starting a meditation.

View the high-fidelity prototype

[Click here](#)

Accessibility considerations

1

Add haptic assistance in the player settings, so that the phone vibrates when meditation is finished

2

Improve Visual accessibility feature high contrast colour scheme so that text, images, and icons become easier to read for anyone who might have colour blindness

3

Add narrator settings on the player so that users can change the meditation narrator voice

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

The users loved the app design and enjoyed using it.

One quote from a user:

"Excellent design and very good flow."

What I learned:

While designing the Euphoric app, I learned that my initial ideas for the app were just the beginning. The user feedback from the User research and Usability studies. Helped me to design an app based on the user's needs, and not based on what I wanted.

Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of need.

Let's connect!

Thank you for your time reviewing my work on the Euphoric app! If you'd like to see more or get in touch, my contact information is provided below.

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