

SPIRO

A time log journal app

The Project

Tasked to create a health/wellness app for Prototyping class in UX Design Master's program at Maryland Institute College of Arts

Done over an 8 week process where I iterated, researched, designed, and prototyped

Worked in a team of 1, myself, as the designer, researcher, and project manager

Product Vision

To encourage productivity and self awareness--the goal is for users to visualize their day and feel accomplished with their completed clocks. Users will be able to keep a detailed log of their day down to the minutes and look back at old clocks to reflect.

Business Rationale

The app is for users that view journaling as keeping a log of what they did each day rather than for personal thoughts and feelings. Users will be able to view their day logged by the minute and look back on previously logged days to reflect.

Additionally, a digital spiraldex/chronodex app does not exist on the Apple app store currently. This app can also be used as a time management/planning app to rid the user of their mental clutter if that is what the user prefers.

Proto-Personas



Allyson, 17

high school senior

Demographics

- Female
- Entering college in the fall -- undecided but leaning towards Political Science
- Volleyball Team

Behaviors

- Enjoys staying busy
- A part of the National Honors Society
- Plays the violin

Needs/Goals

- Log her schedule between school, extracurricular, leisure, etc.
- Wants to keep track of life so she can look back to see how much she grew and improved



Ryan, 28

9-5 office worker

Demographics

- Male
- 4 years of experience
- Works in Finance

Behaviors

- Always working -- little work/life balance
- Tries to go on a run everyday
- Enjoys playing video games during his freetime

Needs/Goals

- Log tasks and events for his morning before work, office work, any after work to-dos, and leisure time
- Wants to be mindful of where he allocates time each day



Mary, 40

stay at home mom

Demographics

- Female
- Married with 2 kids -- 9 year old and 13 year old
- Has an Etsy store

Behaviors

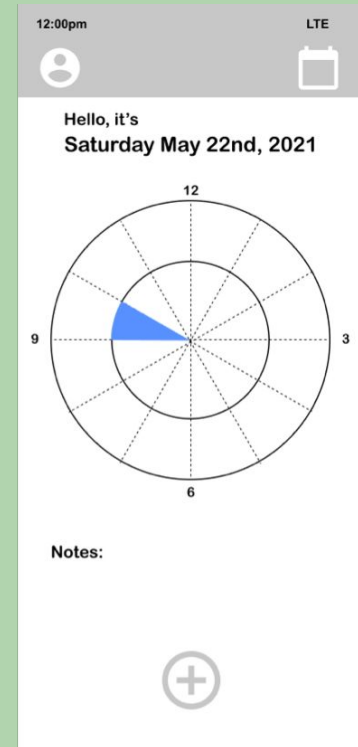
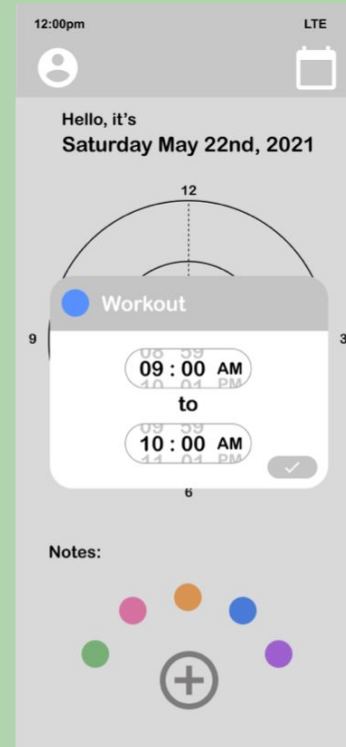
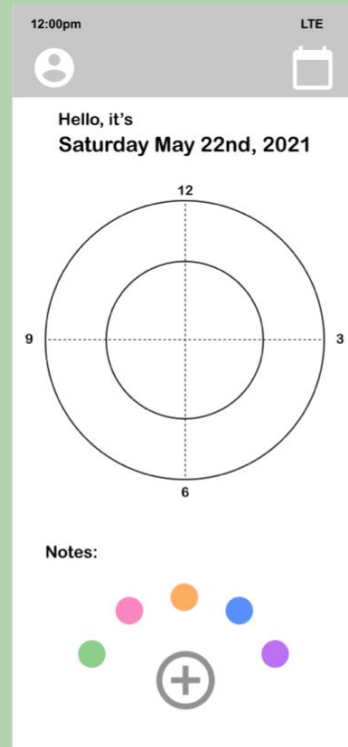
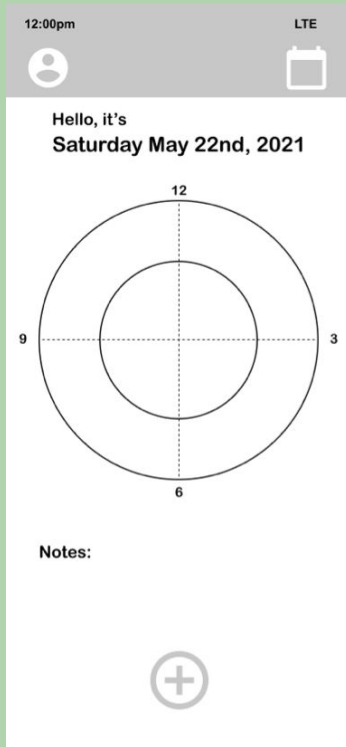
- Loves knitting
- Primary caretaker of the home
- Avid Yogi

Needs/Goals

- Distinguish between tasks for her life and tasks for her family's life
- Wants to keep a daily log of everything done so she can look back at it one day

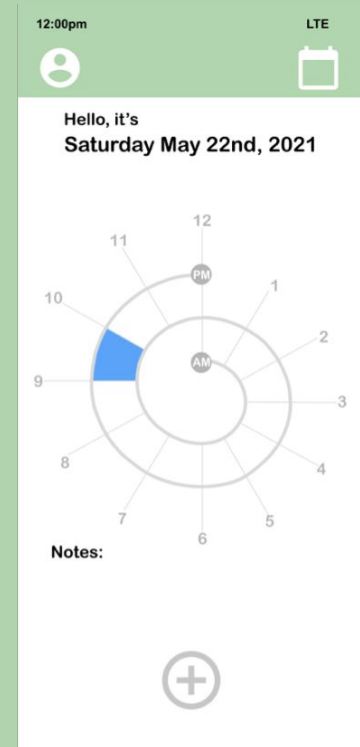
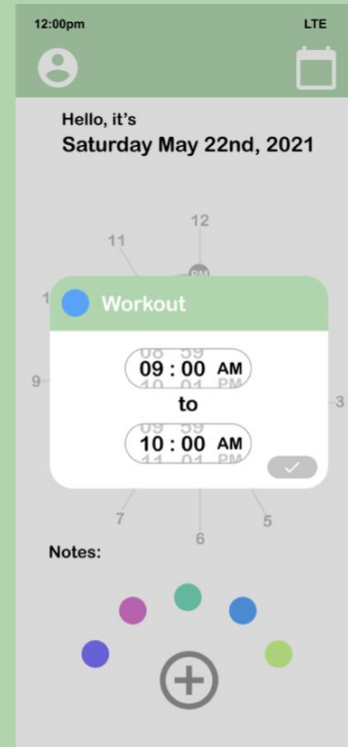
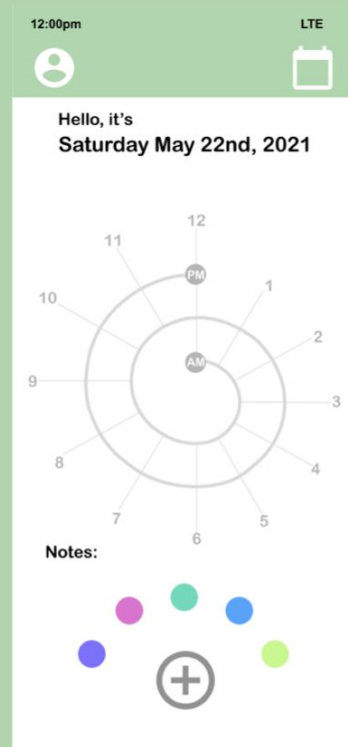
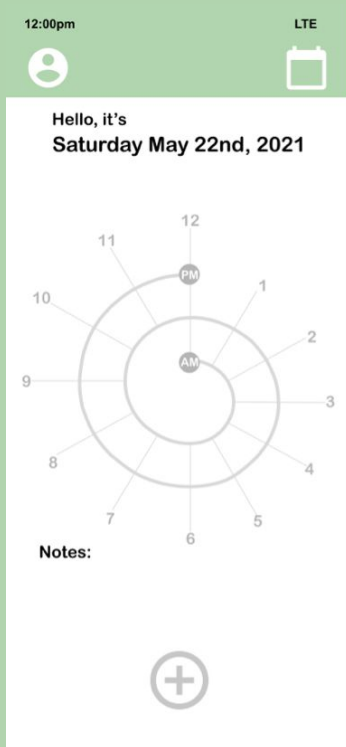
Wireframes - Logging Time

● ○ ○ low



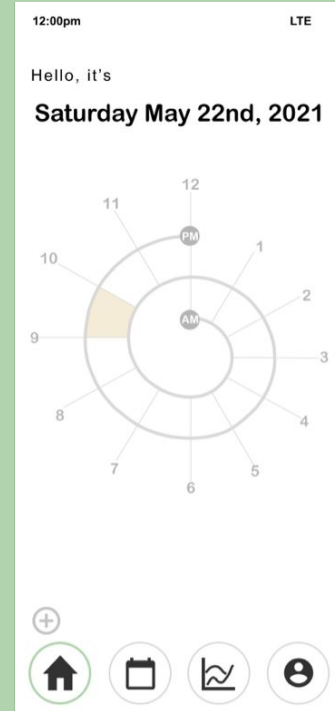
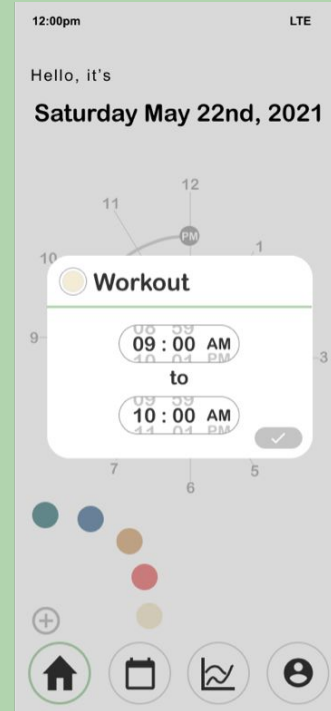
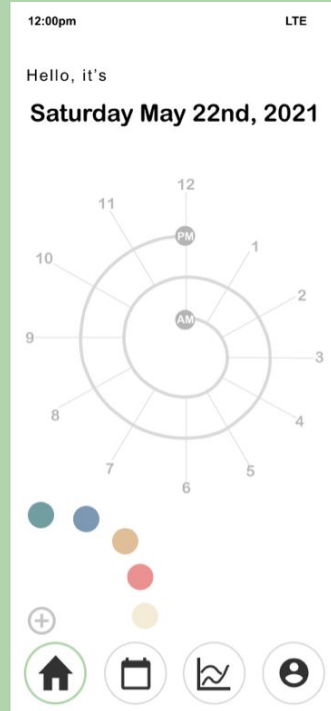
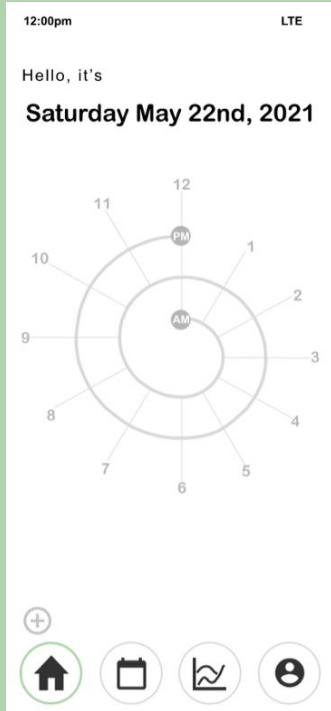
Wireframes - Logging Time

● ● ○ mid



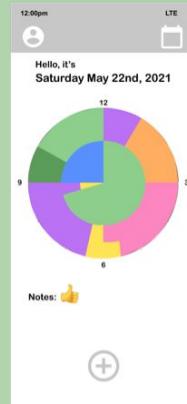
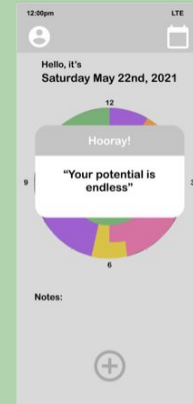
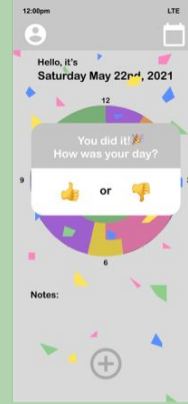
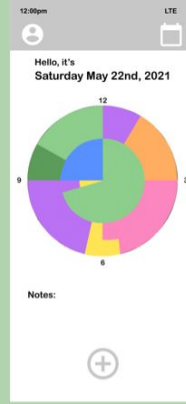
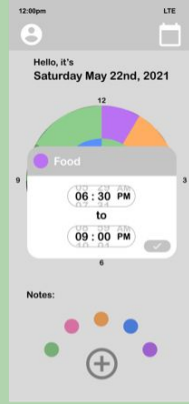
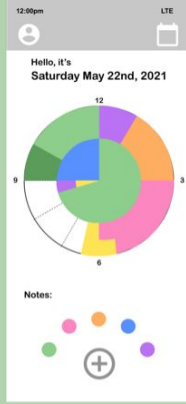
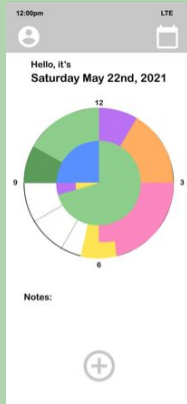
Wireframes - Logging Time

● ● ● mid-revised



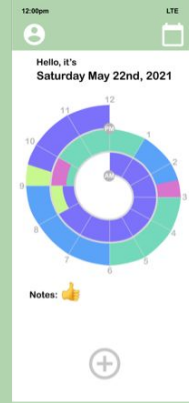
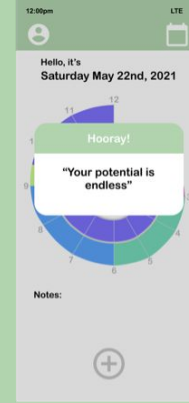
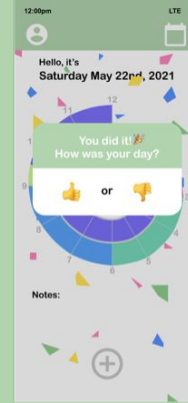
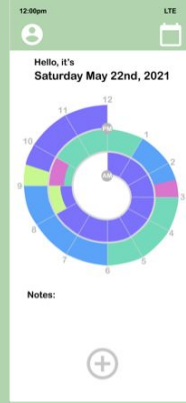
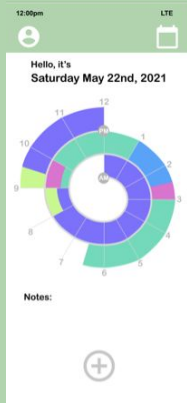
Wireframes - Completed Clock

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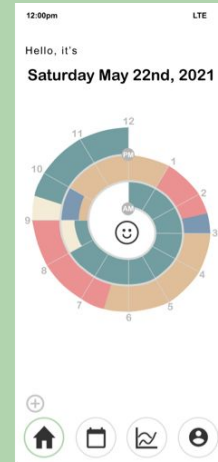
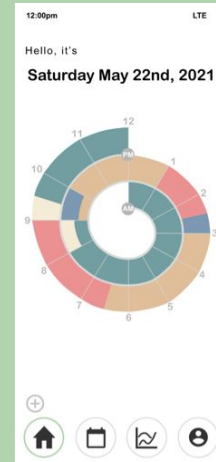
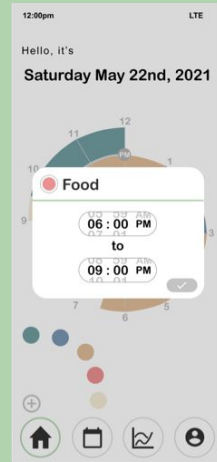
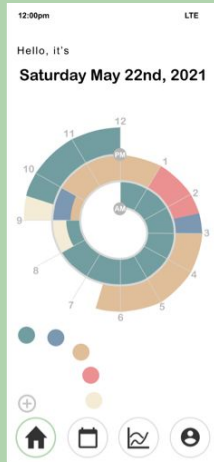
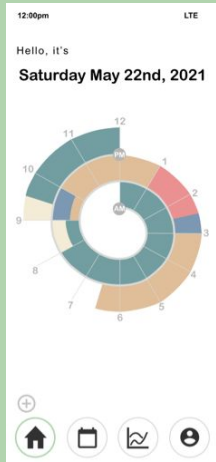
Wireframes - Completed Clock

● ● ○ mid



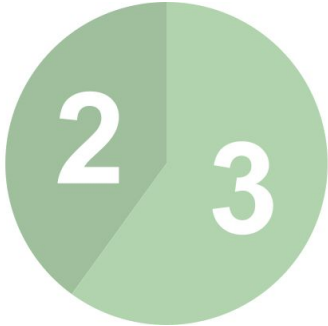
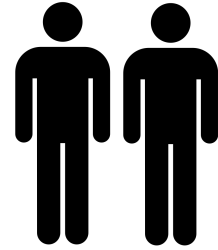
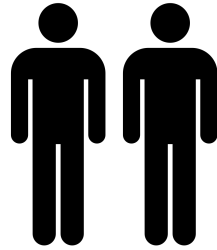
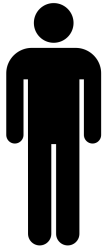
Wireframes - Completed Clock

● ● ● mid-revised



Research

details



2 males & 3 females

21-56
years old

Occupations:

- Students
- 9~5 office worker
- Housewife

Research

key findings

Design & layout

- Vertical space can be more efficiently used
- Middle space of clock seems to be wasted
- Task colors are customizable by the user, colors they choose may clash with the light green accent color on the app ... stick to mainly whites & greys and keep the green as minimal as possible

Miscellaneous

- Have pre-set color palettes for user's clocks
- Have a data screen to view stats
- Compatibility with light/dark mode

Research

next steps

- Redesign the design system and wires
 - Layout
 - Spacing
 - Colors utilized
- Create color palettes
- Create data screen
- Create components and wires for dark mode

Design System

design tenants

Simple

The goal is for first time users is for them to be able to quickly understand the app and the spiraldex clock. The goal moving forward is to ensure that the user never feels overwhelmed from the design of the app.

Calming

This app should always act like a safe space for the user. Whether it is just for logging their days or helping them ease their mental clutter, the user will always know that the app exists for them to ease their lives.

Efficient

We don't want the user to be spending all day trying to figure out the app -- for this purpose, users will have the ability to quickly utilize and navigate the app. A clear design with minimal choices will allow the user to get back to their day as quick as possible.

Encouraging

We want the user to feel empowered through each clock they complete -- to be able to look back at their day or past days and remind themselves of what they accomplished and how much they've grown.

Design System

branding

Logos

Primary:

SPIRO

Secondary:

SPIRO

Icon



Typeface

Headline - Arial rounded 30pt - weight: 400

Subheadline - Arial 25pt (10% letter spacing) - weight: 400

Body - Arial 20pt - weight: 400

Links - Arial 20pt - weight: 400

Colors

#FFFFFF

#E7E7E7

#D9D9D9

#C4C4C4

#B6B5B5

#A5A4A4

#323232

#000000

#B1D4AE

#9FBF9D

Design System

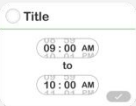
components

Modals

Text Modal



Time Modal



Buttons

Primary button



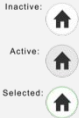
Check button



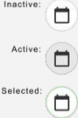
+ button



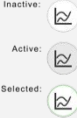
Home button



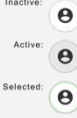
Calendar button



Graph button



Profile button



Arrow button



Mood buttons



Text buttons



Toggle buttons



Content

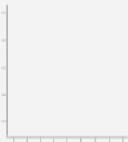
Title box



Clock / Spiralindex



Graph



Color circles

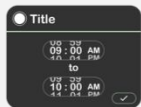


Color palette

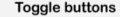
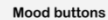
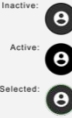
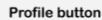
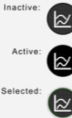
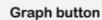
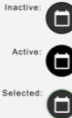
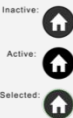
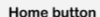


Separator line

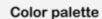
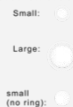
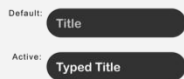
Text Modal



Primary button



Title box



Next Steps

- Prototype screens for dark mode
- User research findings:
 - Functionality for calendar view: zoom feature
 - Share feature & layout for the shareable image
 - A legend layout/design
- Create a pattern/overlay design to use instead of colors or with the colors. This will be ideal for users who have trouble distinguishing color since the current color palettes may not be ideal or just for people who don't want to deal with colors.
- Get user feedback on revised mid fidelity wires and/or prototype