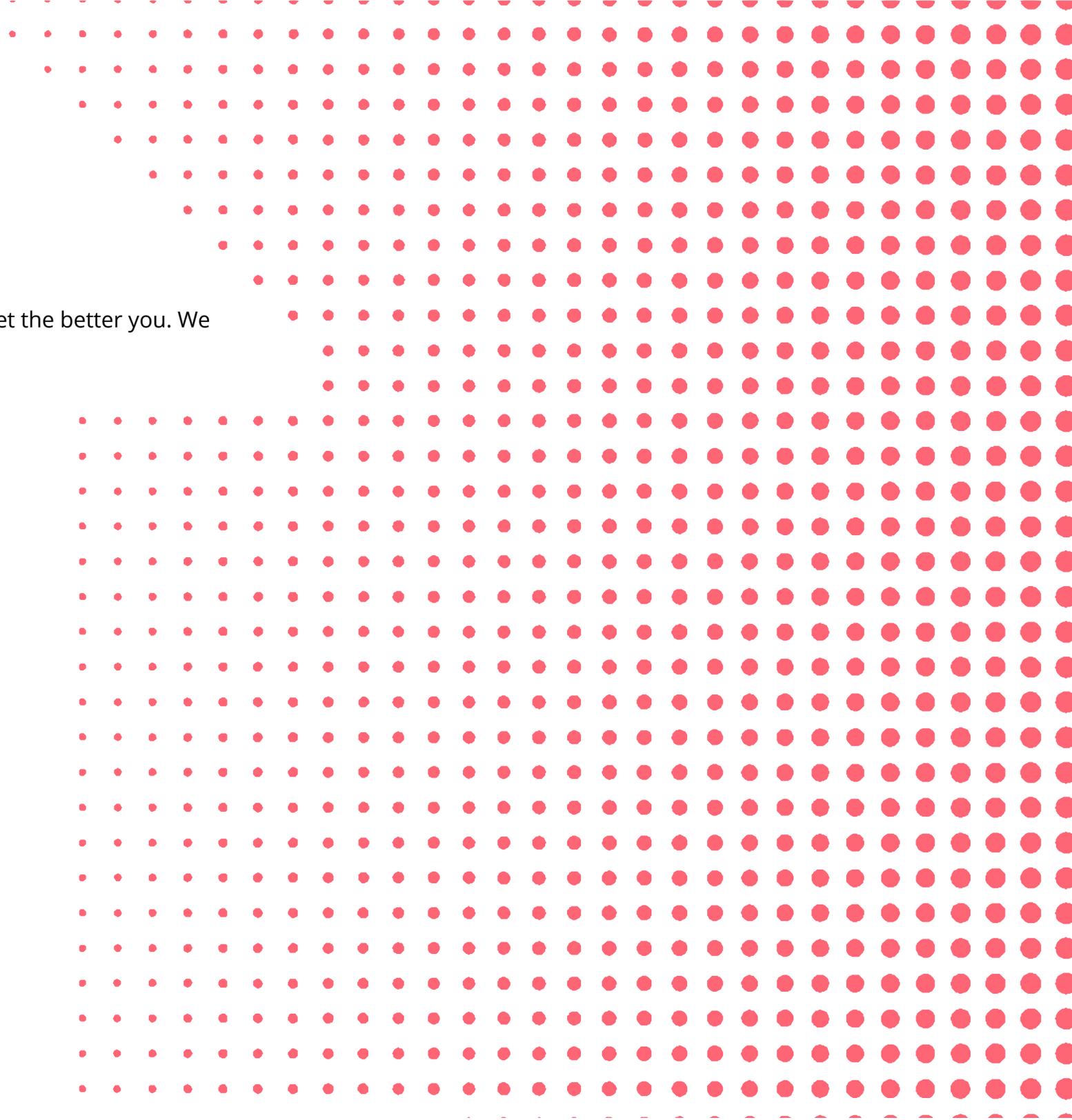




# WeUp

Stand up, move around, meet the better you. We  
up, how about you?



# 01 Introduction

02 Research

10 Problem Statement

11 Target Audience

13 Personas

20 User Testing & Iteration

26 Final Product

39 Style Guide

48 Merchandising Items

52 Conclusion

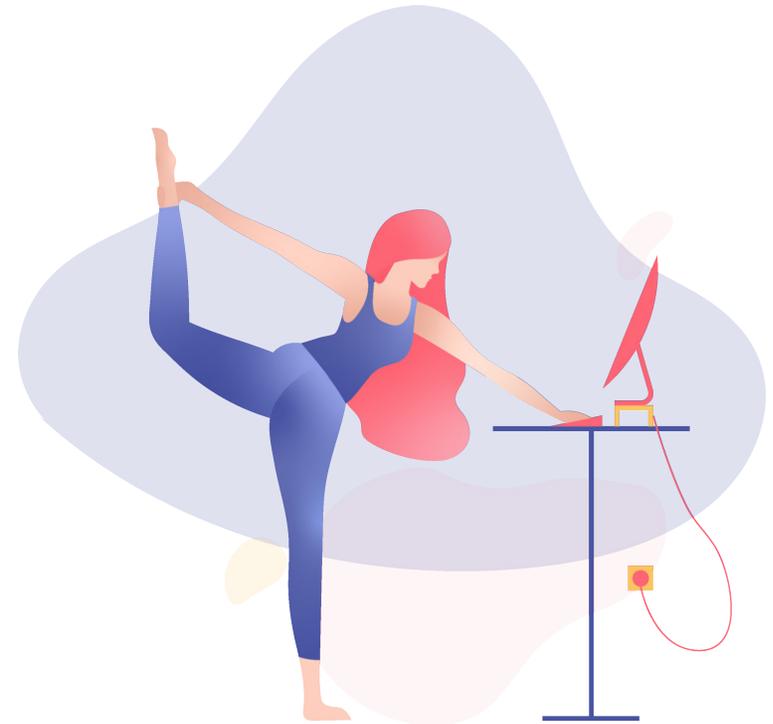
## Fight the Sedentary Lifestyle

### WEUP

It's very common that people need to sit in front of a computer all day long. However, **sitting still all day is bad for your health.**

I would like to create an app that reminds people to **move around, change posture after a certain time.** It's basically like a Pomodoro for your health. WeUp also includes **video tutorials** inside for the user to follow along with some light exercises that's easy to do in any environment.

Say bye to the sedentary lifestyle, meet the better, healthier you. We up!





# Project Timeline

The process of develop the app from scratch to the final presentation

Duration: 7 Weeks

**Research**

Week 1

- Problem framing
- Competitor analysis
- Target audience
- Brand keywords

## Week 2

Logo exploration sketches

Typography

Color palette

Persona, user flow



## Week 4

Iteration on wireframes

Key screens development

## Brand Identity & Target Audience



## Week 3

Final logo

App wireframes

Usability testing

## Iteration

## Prototype & Merchandising Collaterals

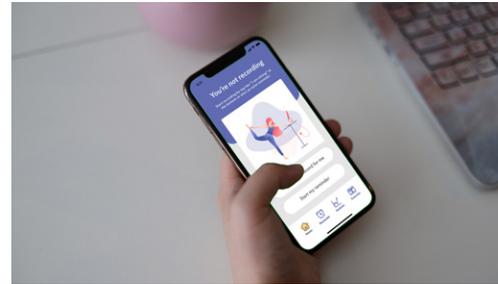
## Week 5

User flow prototype animation  
Merchandising items mockup

## Week 6

Shoot live footage  
Edit live footage with the prototype

## Concept Video



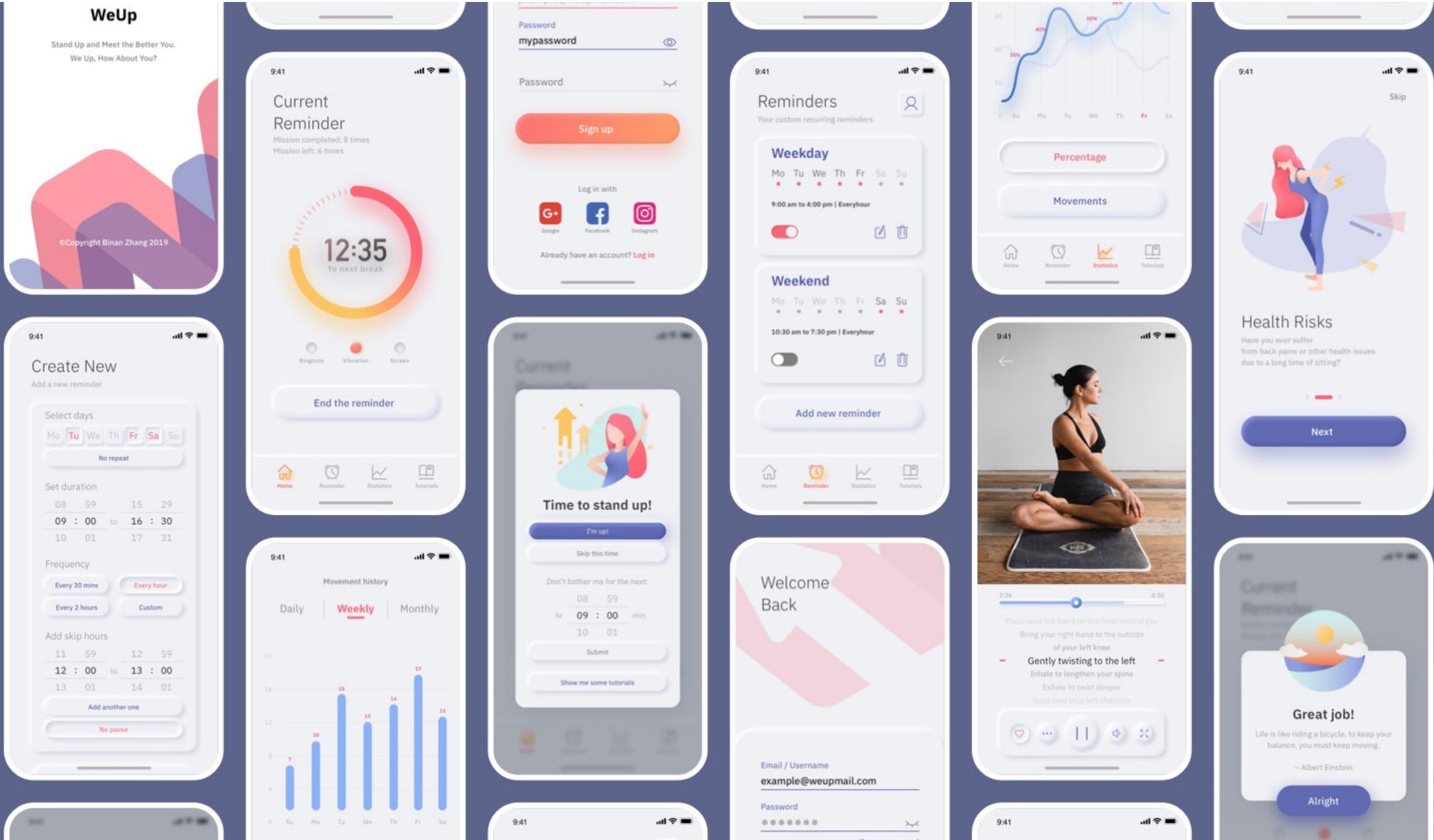
## User Testing & Iteration

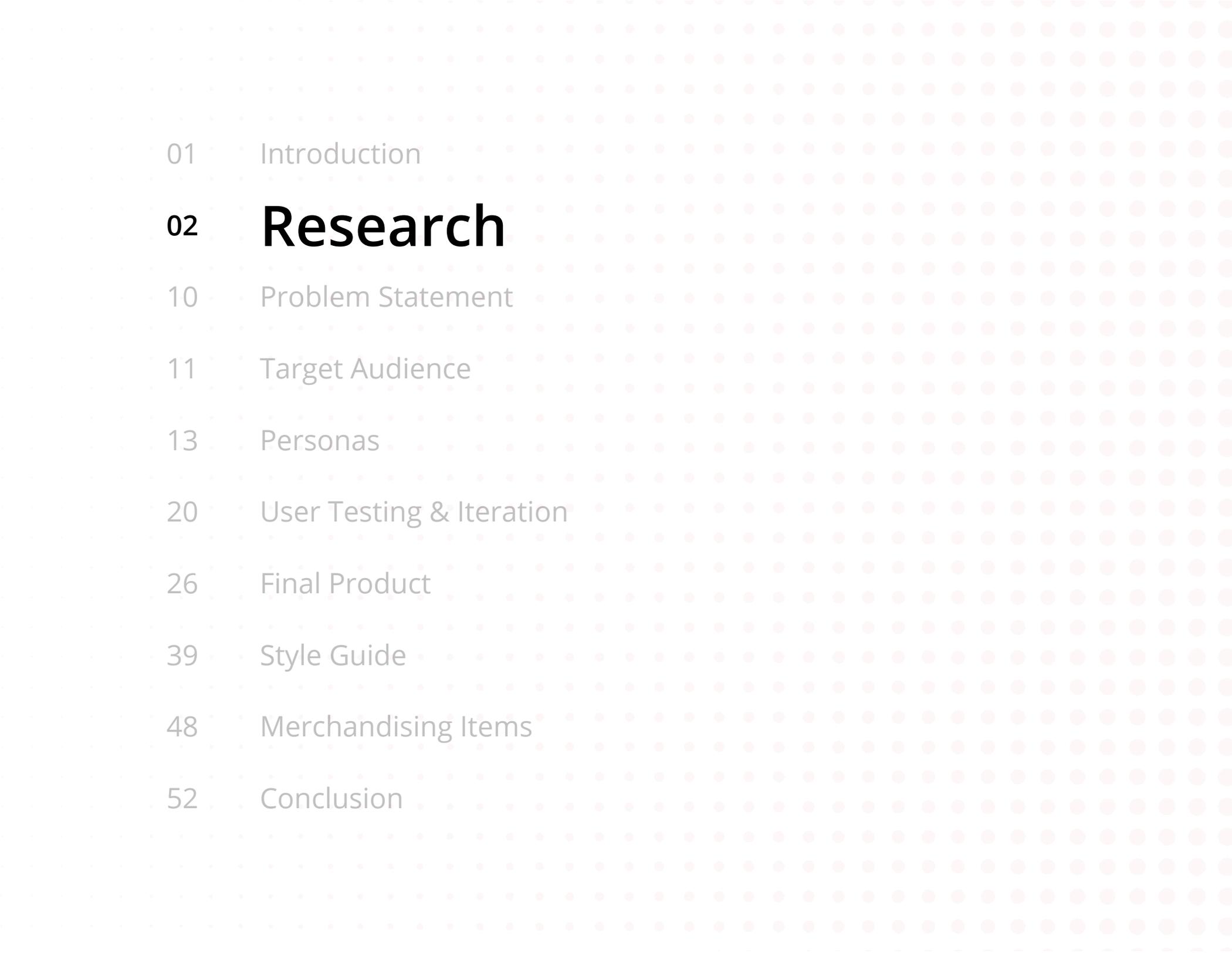
## Week 7

Analyze feedback  
Iterate the product again

# Final Product

The final deliverable includes user interface, brand guidelines, merchandising items mockup, design assets.



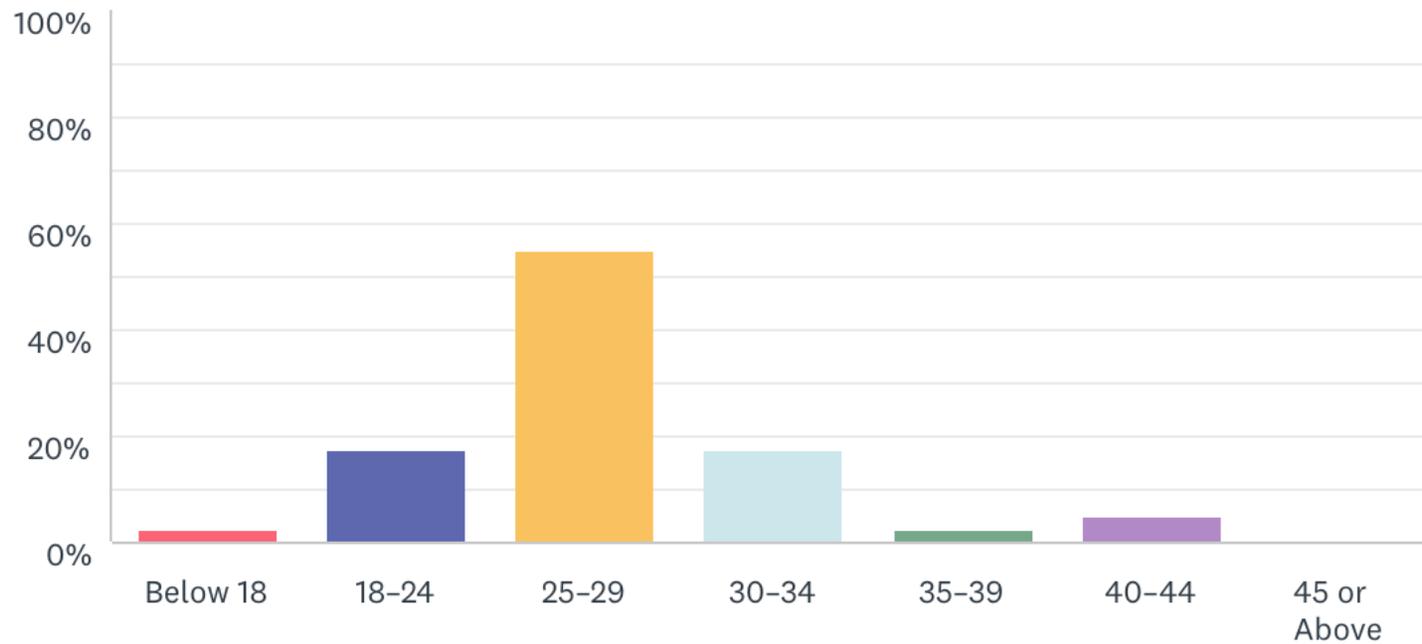


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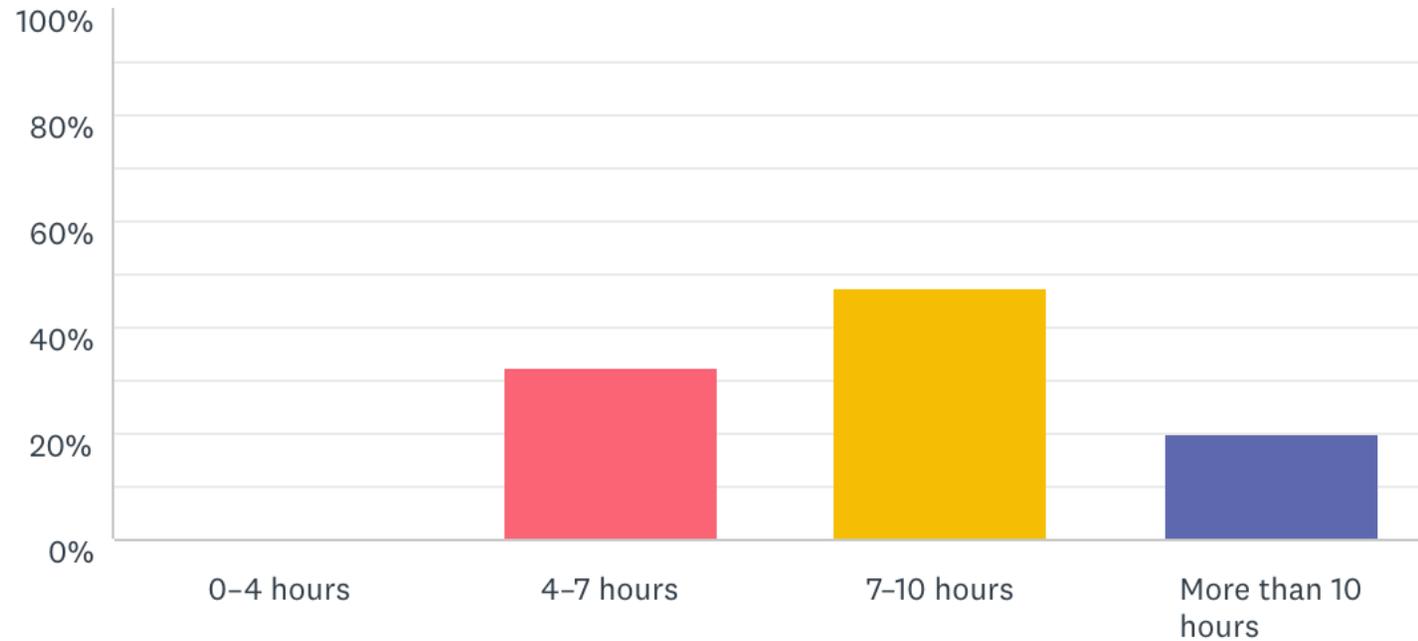
## Age Range

Survey on questions about people's lifestyles and if they've experienced any symptoms that are related to long sitting.

Total participants: 40.

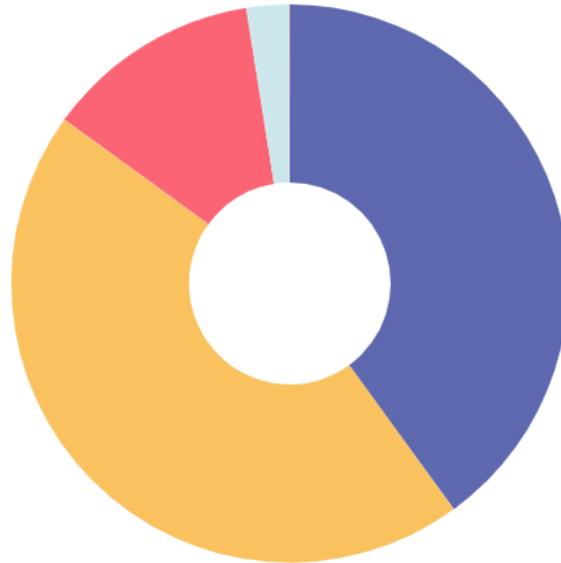


## Normal Sitting Hours Per Day



Key points: **Most** participants sit **over 7 hours** per day.

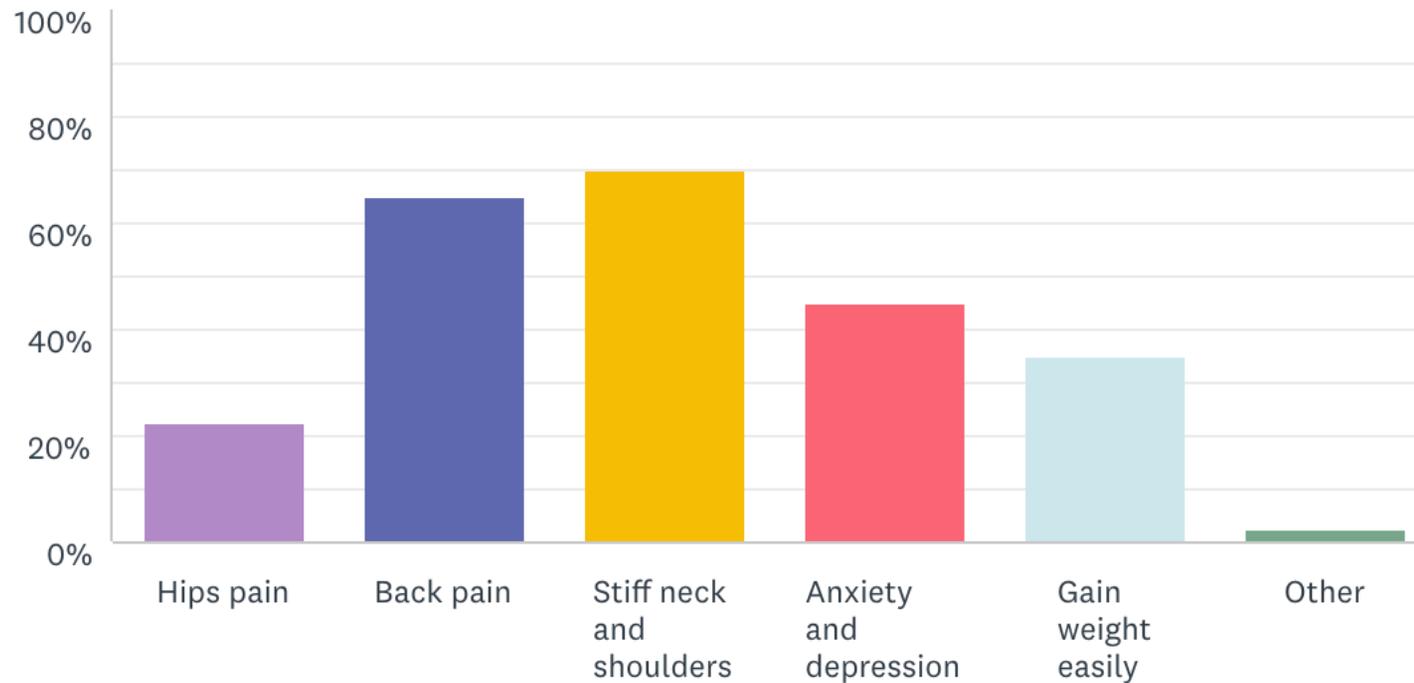
## Activity level



■ Sedentary: Little or no exercise   ■ Exercise 1-3 times/week   ■ Exercise 4-5 times/week  
■ Daily exercise or intense exercise 3-4 times/week   ■ Intense exercise 6-7 times/week

**Key points:** The **majority** of the participants do **very little exercise** or **no exercise** at all.

## Discomforts and Other Symptoms

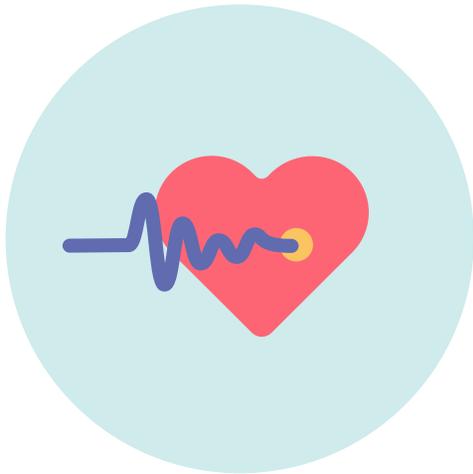


**Key points:** All participants experience discomfort or other symptoms. Back pain, stiff neck and shoulders, anxiety and depression are the top three symptoms.

## ✓ The Dangers of Sitting

Secondary source about the harm of sitting too long.

### WHY SITTING IS THE NEW SMOKING



Sitting for too long increases the risk of **chronic health problems**.

Including heart disease, diabetes and some cancers.



Too much sitting can also be **harmful to mental health**, such as experiencing depression and anxiety.



A sedentary lifestyle will also cause many **discomfort** such as back pain, stiff neck and shoulders...etc.

## Competitor Analysis: Stand Up!

### OVERVIEW



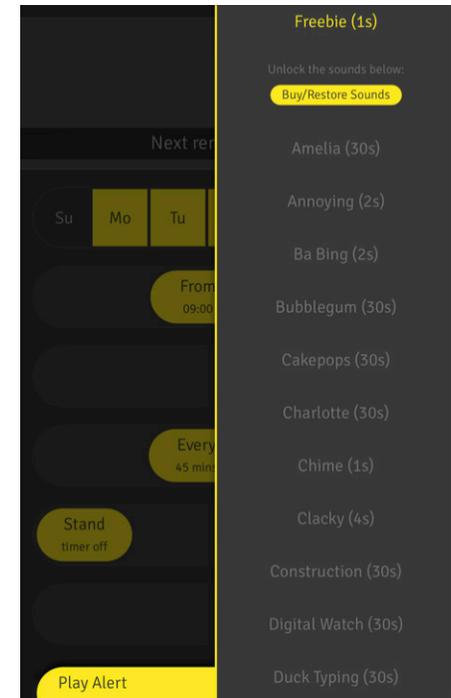
Stand Up! is a flexible work break timer. It lets the user set up reminders with customizable frequency and duration.

### PROS

- Simple to use
- Options to select the frequency for the reminder
- Option to set the start and finish time

### CONS

- The dark background makes some users have trouble seeing the screen in the sunlight
- Alert volume is low and limited varieties of notification
- The alarm only goes off once, there is a chance to miss it



## Competitor Analysis: Desk Job

### OVERVIEW



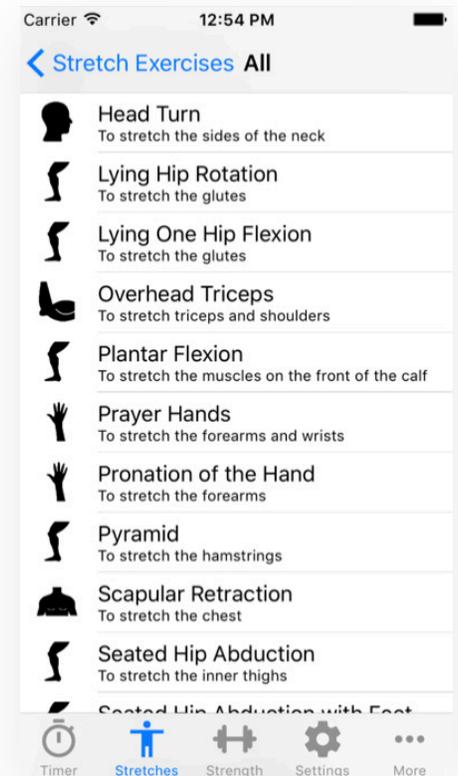
The desk job is a reminder app that has over 70 stretch and strength exercises that help people to fight long sitting hours at the office.

### PROS

- The app has tutorials that user can follow along
- Easy to navigate in the app

### CONS

- The reminder itself is just a timer without other functions
- The notification is really easy to miss
- Doesn't have any statistic showing how long the user has been standing versus sitting



## Competitor Analysis: Randomly RemindMe

### OVERVIEW



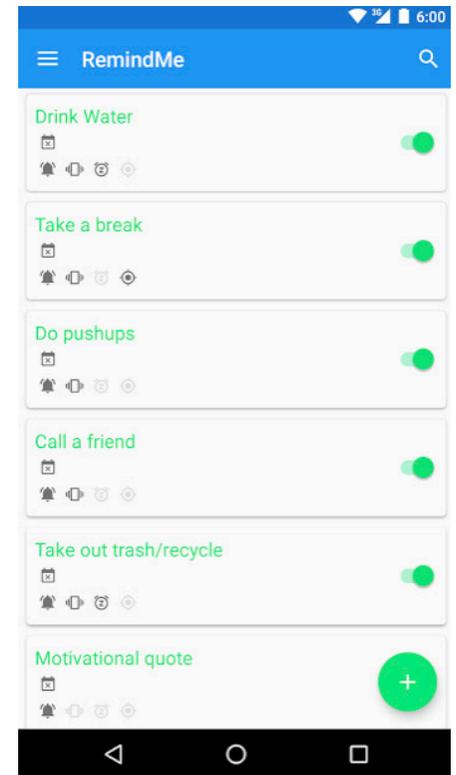
A reminder app that helps the user to achieve good daily habits such as drink water, walk away from the computer by randomly remind them.

### PROS

- Reminders are customizable to fit user's need
- Simple, straight forward functions
- Some users like the idea of being reminded randomly with their random things, they find that it won't be ignored as easily as using regular alarms with a set time.

### CONS

- Some users complain that this app is not easy to use
- The app ignores the "do not disturb" setting in the phone



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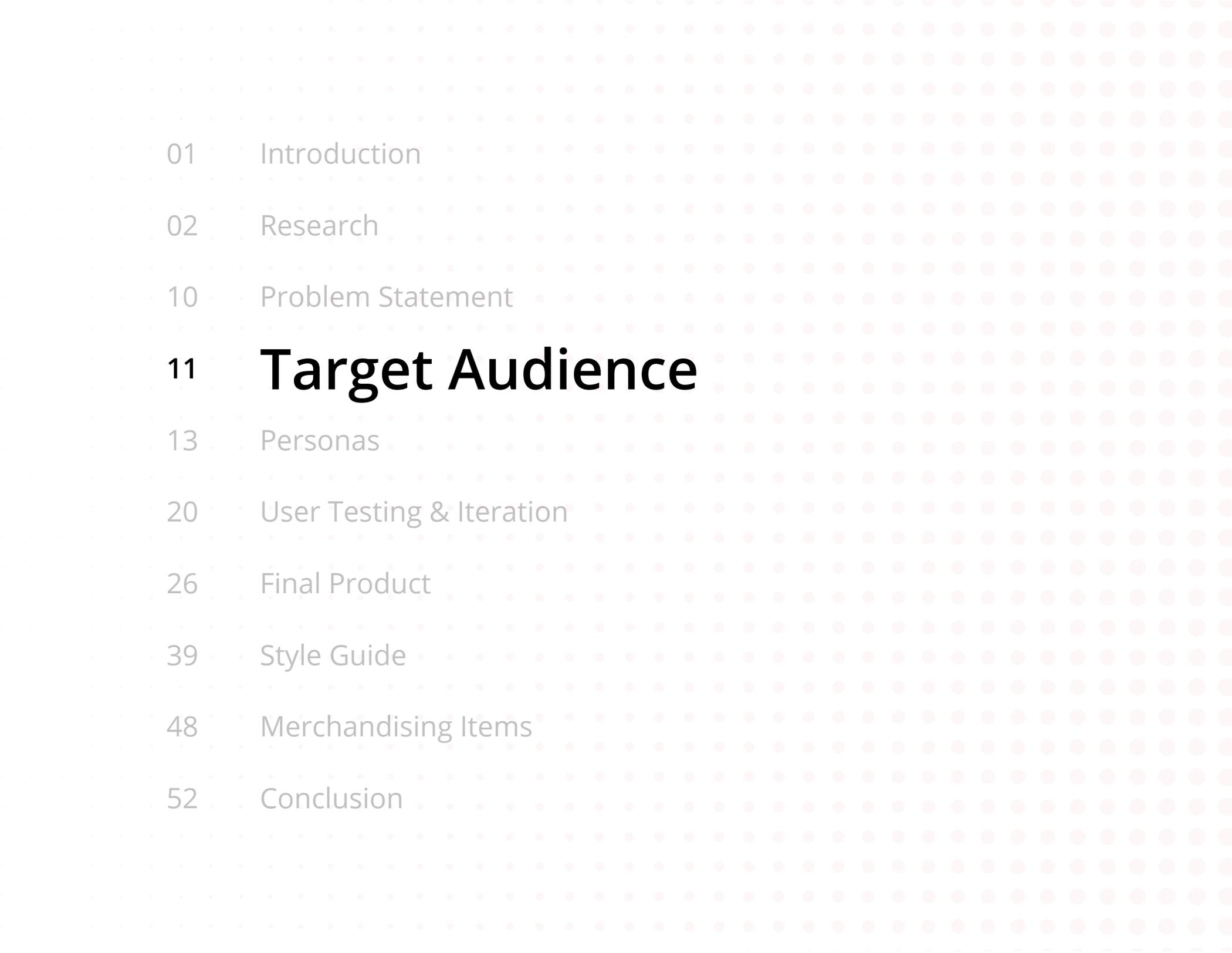
48 Merchandising Items

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 **HMW Statement**

## **Problem Statement**

How might we improve the health conditions of people with sedentary lifestyles by encouraging them to be more active?



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## Primary Audiences

Main target audiences who are living with a sedentary lifestyle that has a bad impact on their health condition.

**AGE RANGE**

18 to 45

**GENDER**

Male and Female

**OCCUPATION**

Student, office worker, driver...etc.

**SITTING HOURS**

Usually sit for at least 7 hours per day

**ACTIVITY LEVEL**

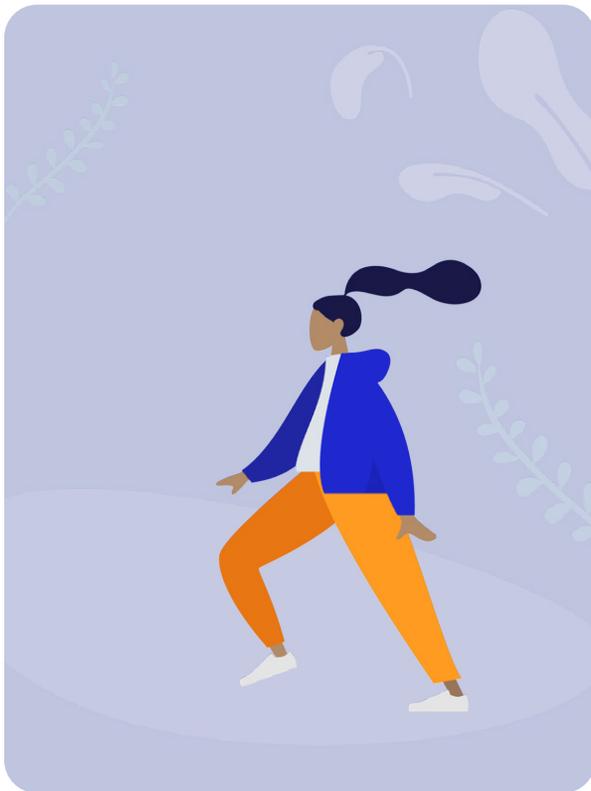
Very little to no exercise at all

**HEALTH CONDITION**

They've already noticed some discomfort in the body such as back pain, stiff shoulders. They want to be healthier but not sure what to do.

## Secondary Audience

Secondary audiences who don't have a bad sedentary lifestyle but want to have a reminder and learn more about how to stay healthy.



### **AGE RANGE**

18 to 60

### **GENDER**

Male and Female

### **OCCUPATION**

Any occupation, or people who usually stay at home

### **SITTING HOURS**

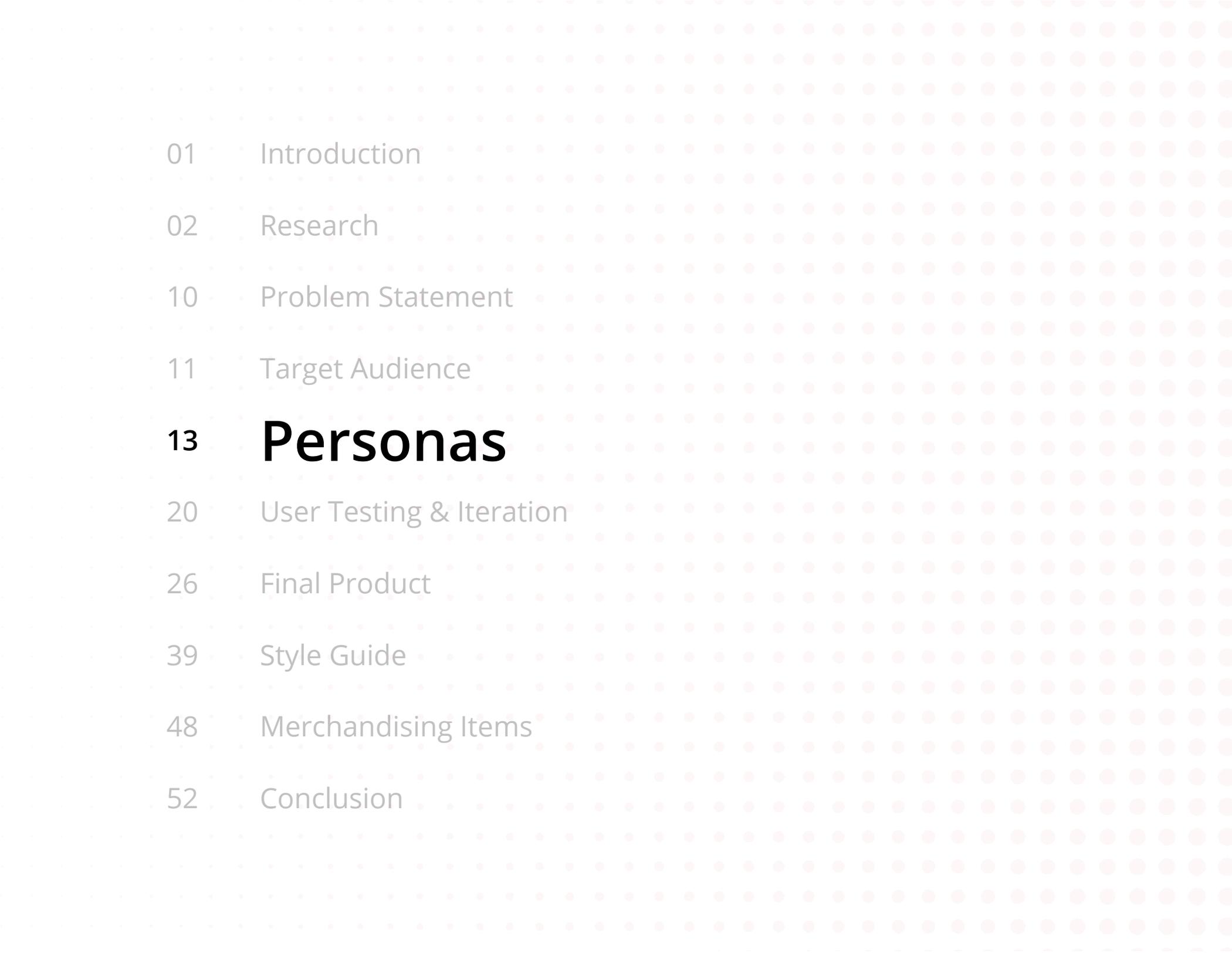
Usually sit for 2 to 7 hours per day

### **ACTIVITY LEVEL**

They have good exercise habit or a job that needs to move around often

### **HEALTH CONDITION**

They have little or no discomfort. However, they want to build an even better lifestyle and learn more about tips and postures to improve their health condition.



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## Persona 1

*"I work a lot and always have sore shoulders; I wish I had a reminder to help me stretch."*



### Eden Mack

👤 Age: 34

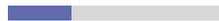
📍 Location: Milpitas, CA

👔 Occupation: Application Developer

👫 Status: Married

Extroverted: 

Tech-savvy: 

Athletic: 

Motivated: 

### Bio:

William lives in a house in Milpitas with his wife and two kids. He works as an application developer in a tech company located in Silicon Valley. Due to his job nature, William always needs to sit in front of a computer for a whole day. He feels the tension at his lower back and some discomfort around his shoulder area.

### Challenges:

- When he is too into his work, he forgets that he has been sitting for too long.
- Doesn't really know what to do to help the body relax and stay healthy.

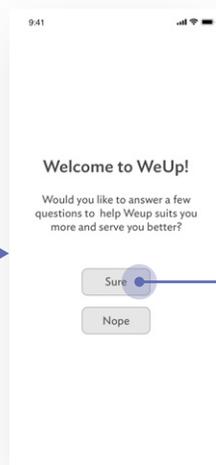
## Persona 1 User Flow

When the user uses the app for the first time, the app will ask a few questions in order to have tutorials/schedule recommendations based on the user's data.

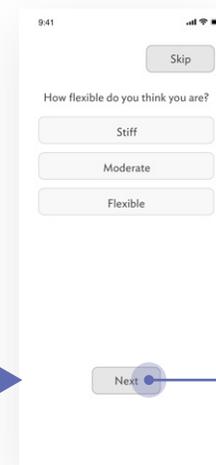
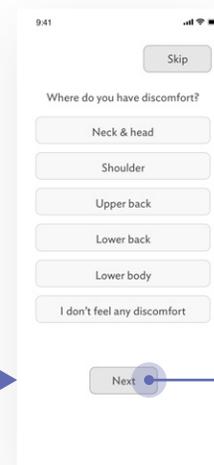
Open the app.



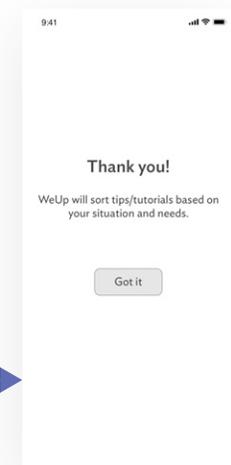
Welcome page,  
Choose "Sure".



Fill in questions on the page. (For 1st time user only)



Confirmation  
page.



## Persona 2

*"I wish there is a smart reminder for move around that is customized for my schedule."*



### Melinda Kim

👤 Age: 27

📍 Location: Chicago, IL

👔 Occupation: Freelance Illustrator

👫 Status: In a Relationship

Extroverted: 

Tech-savvy: 

Athletic: 

Motivated: 

### Bio:

Melinda is a freelance illustrator who usually works at home with a flexible schedule. She sometimes teaches students online, and work on her contract illustrations at the rest of the time. Melinda recently learned that long sitting is very bad for her health, so she tried to create a lot of alarms on her phone as reminders. However, it's very inconvenient to manage those alarms.

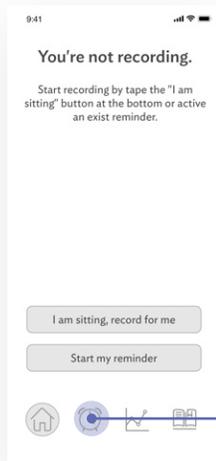
### Challenges:

- She can't find a way to manage reminders to fit with her schedule.
- It's annoying to switch between apps for reminders and stretch tutorials.

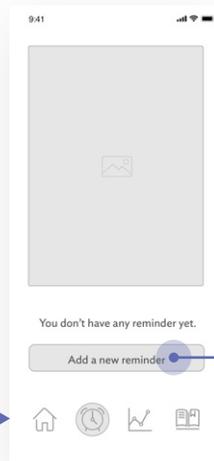
## Persona 2 User Flow

This user journey is when the user wants to create a customized reminder that fits their schedule.

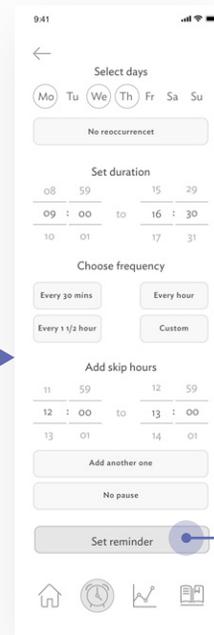
Homepage,  
choose the  
reminder tab.



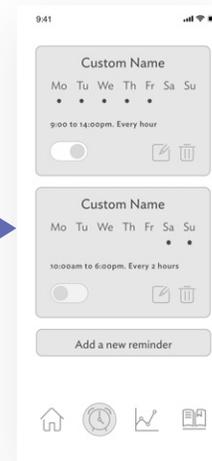
Choose "Add a  
new reminder".



Customize the  
reminder.



The reminder is  
added with  
custom name.



## Persona 3

*"I don't mind stand up or move around at all, I just happen to always forget about it."*



### Justin Washington

👤 Age: 21  
📍 Location: New York, NY  
🎓 Occupation: College Student  
♂️ Status: Single

Extroverted:   
Tech-savvy:   
Athletic:   
Motivated: 

### Bio:

Justin is a college student major in biology. He likes to workout and goes to the gym at least 5 times a week. Justin loves to play games and when he starts to play, he will spend hours on it without notice the time has passed. He wants to find a way to remind him that it's time to move around. Justin also is interested in learning some some stretch postures.

### Challenges:

- When he plays the game, he doesn't realize that he's been sitting for a very long time.
- He is concerned that the normal exercises won't counteract the harm from long sitting.

## Persona 3 User Flow

This user journey is when the user knows that he/she is going to sit for a while and wants to be reminded for a certain frequency.

Choose "record for me".

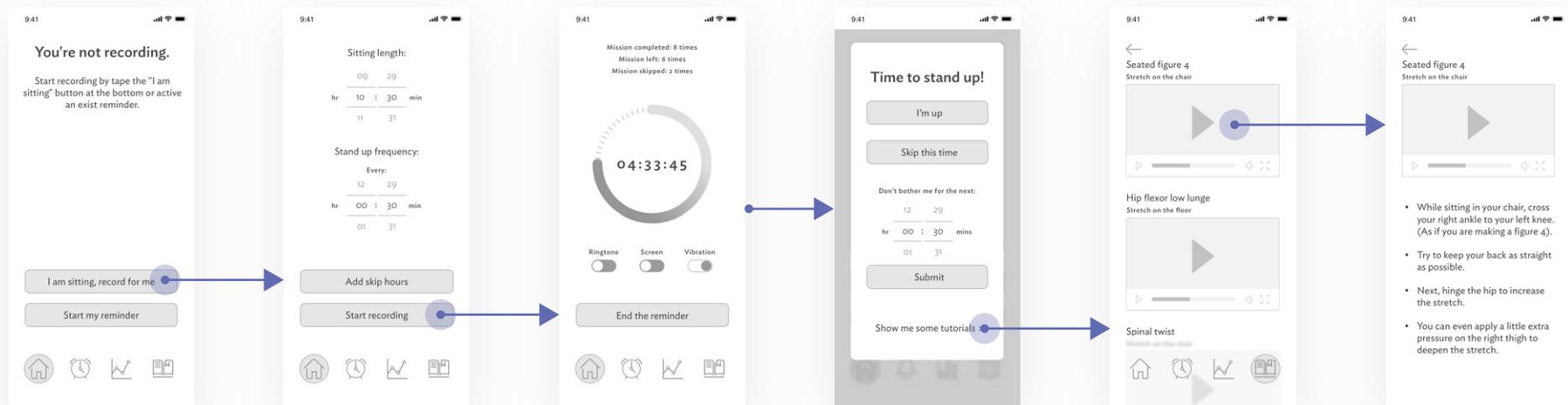
Choose length and frequency.

The app starts to record the data.

The app will remind you when it's time.

Selects the tutorial of the user's choice.

The detail page of the tutorial.



# App Wireflow



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## Iteration Based on the Feedback

With all the feedbacks, create low fidelity wireframe and test it again.



### ITERATION PLAN

- Add a button at the homepage for quick record & remind immediately.
- Add statistic panel where user can see their movement history and statistics with movement goal completion rate.
- Add a skip hour function at the notification page, where the user can choose to skip a certain time without affecting the reminder setup.

## ✓ User Testing with Medium-fidelity Wireframe

The goal for this user testing is to see the functionality and if it's easy for the user to complete tasks. Participants: 6

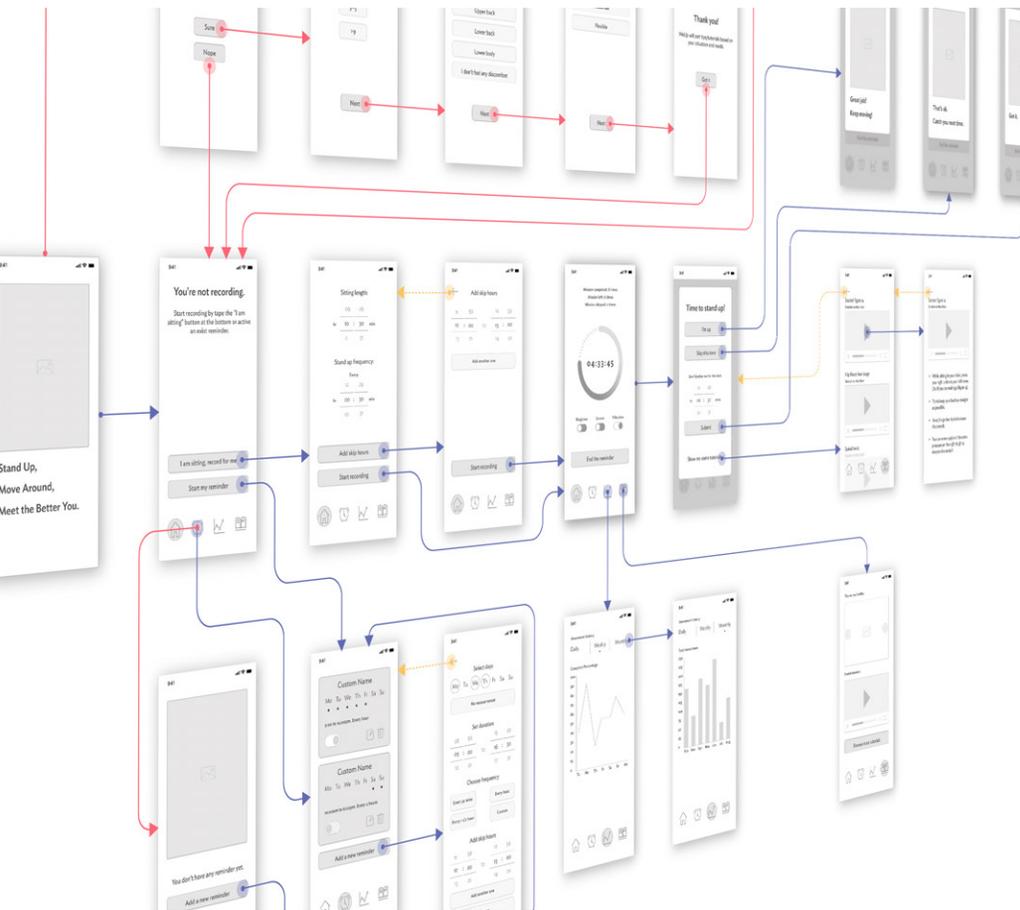


### FEEDBACK

- It's very easy to use, I didn't have any problem to navigate through it.
- The icons for the navigation bar seems **a little too big**.
- I like its function and can't wait to see it in color.
- If there is the **title for the navigation** bar it will be more intuitive.

## Iteration Based on the Feedback

The usability of the app got really good responses. The next step is to move on to high fidelity design.



### ITERATION PLAN

- All users think that the app is easy to use.
- Reduce the size of the navigation bar icon.
- Add titles to the navigation bar.
- Create a couple of key screens in high fidelity and gather feedback regarding the design and look.

## ✓ User Testing with High Fidelity Key Screens

Created a couple of key screens in high fidelity to gather feedback regarding the design and look. Participants: 5



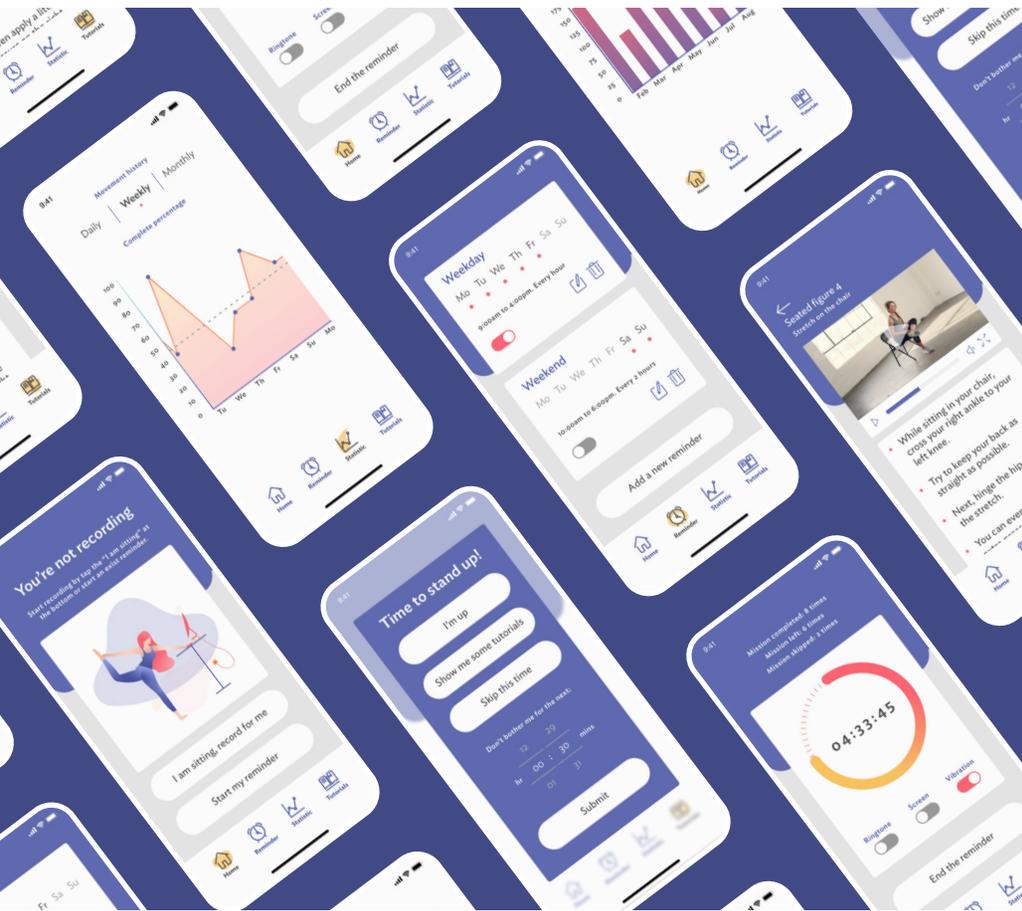
### FEEDBACK

- I hope there is a way for me to **log in with an account**, so if I ever change my device I can still have my old data and achievements.
- I like its color, but it might be a little too much? For an app like this, I prefer to have a **clean look** that's refreshing and relaxing.
- I feel like the navigation bar is a little too far from the edge, there is **so much room at the bottom**.

[View the Concept Video](#)

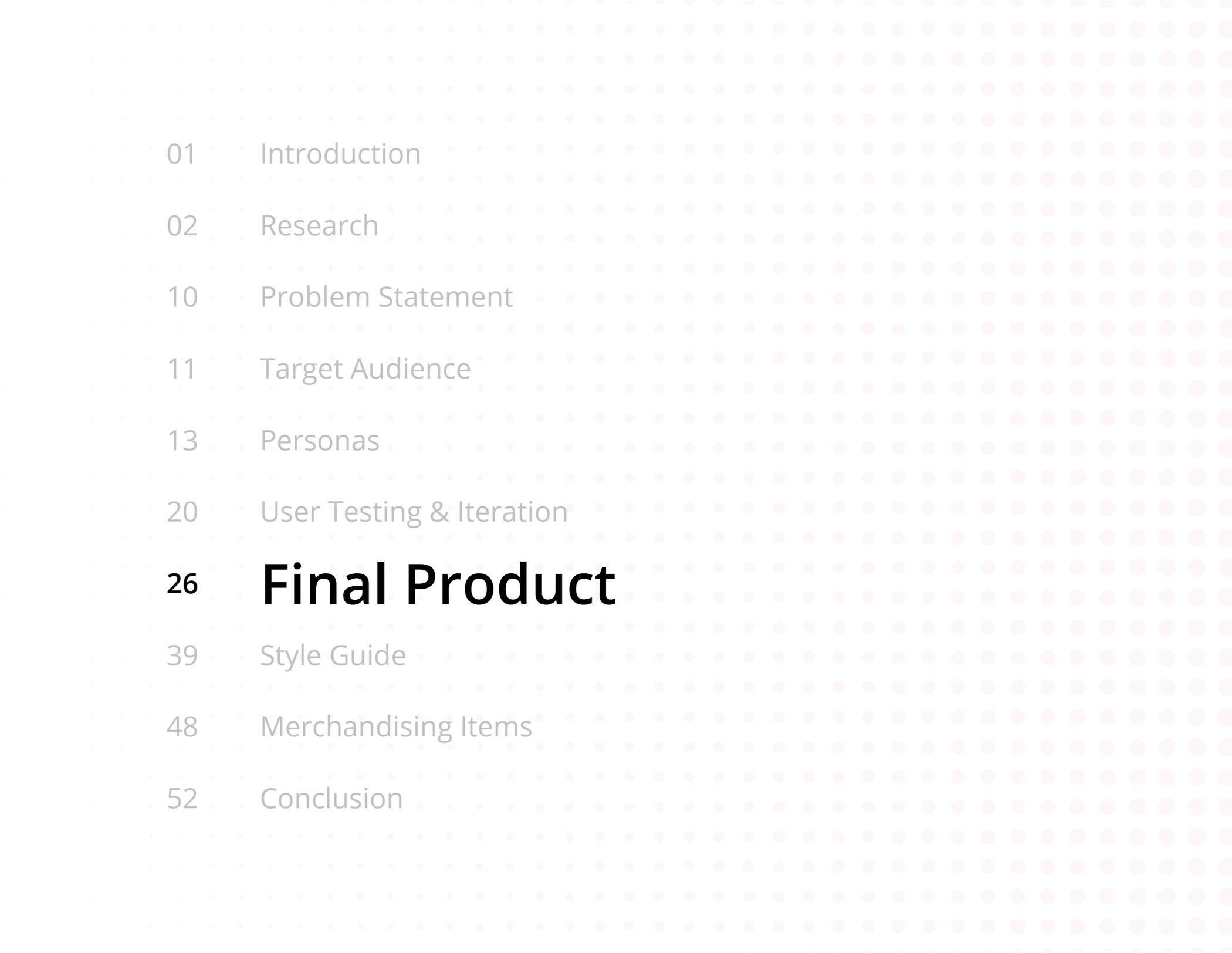
## Iteration Based on the Feedback

Modify the design based on the user's feedback and create more screens.



### ITERATION PLAN

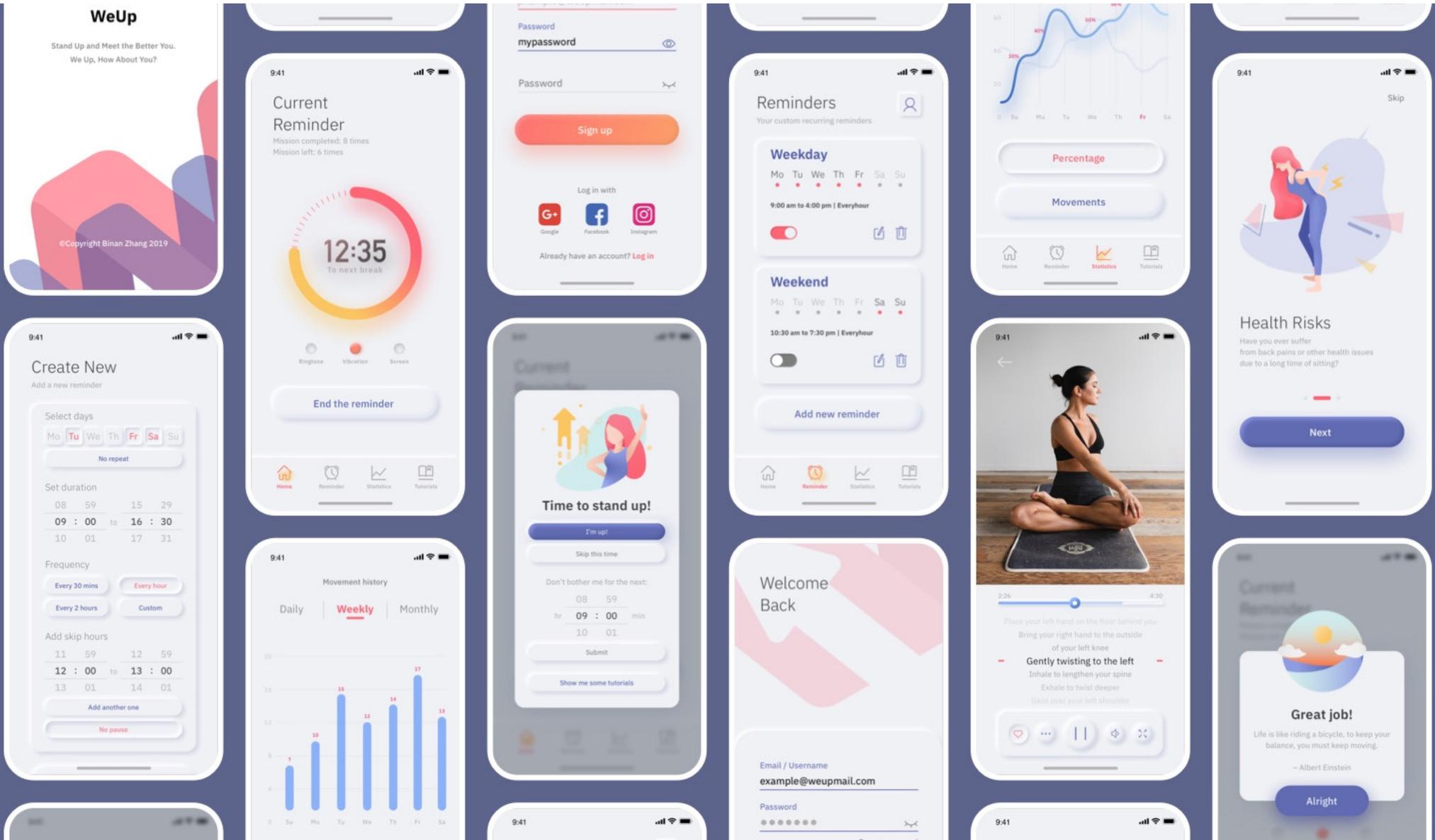
- Add a function for the user to log in/sign up for an account in order to always have their data.
- Create a cleaner look that's more refreshing.
- Move the navigation bar more towards the bottom.



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# User Interface

The final design after rounds of iterations.



## Keywords

These three keywords are what WeUp is aiming for.



WeUp strives to refresh the user's daily life, not just on the physical body but also the mental healthiness.



With this app, users should feel more relaxed and comfortable. They will also be energized and well prepared for daily tasks.

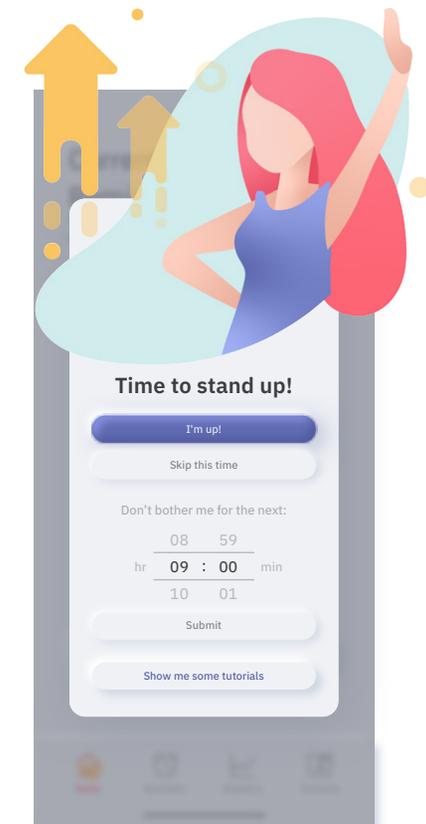
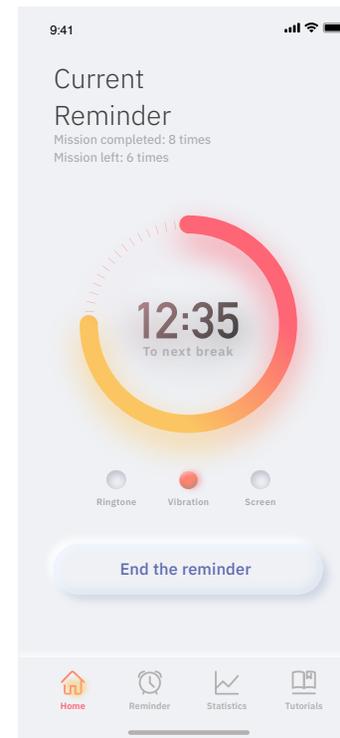


The app has a positive tone that always encourages the user to be more active.

## Reminder

The main function of the app, smart reminder to remind the user to stop sitting and move around.

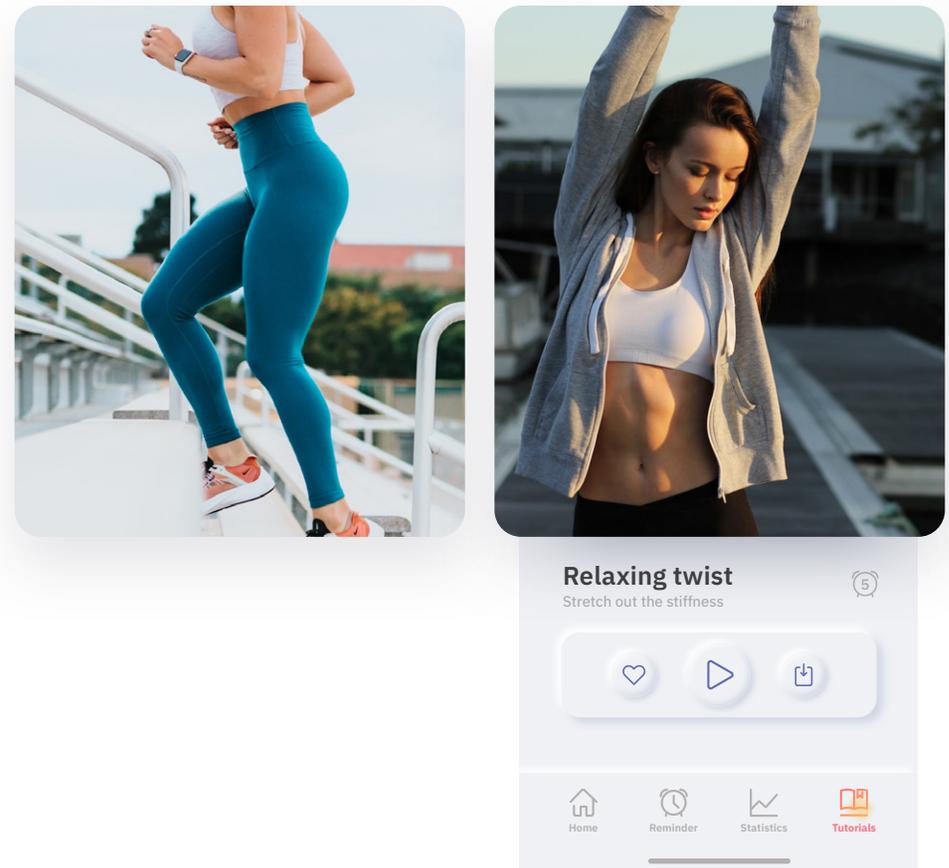
- Start to record anytime with customizable duration and stand up frequency
- Three notification options to choose from, ringtone, vibrate and screen light up
- Easy to see the process and stage of complete the cycle
- Option to skip this time and extend the skip time for a certain period of time to fit user's case



## Tutorials

The tutorials page is available for the user to browse around helpful videos.

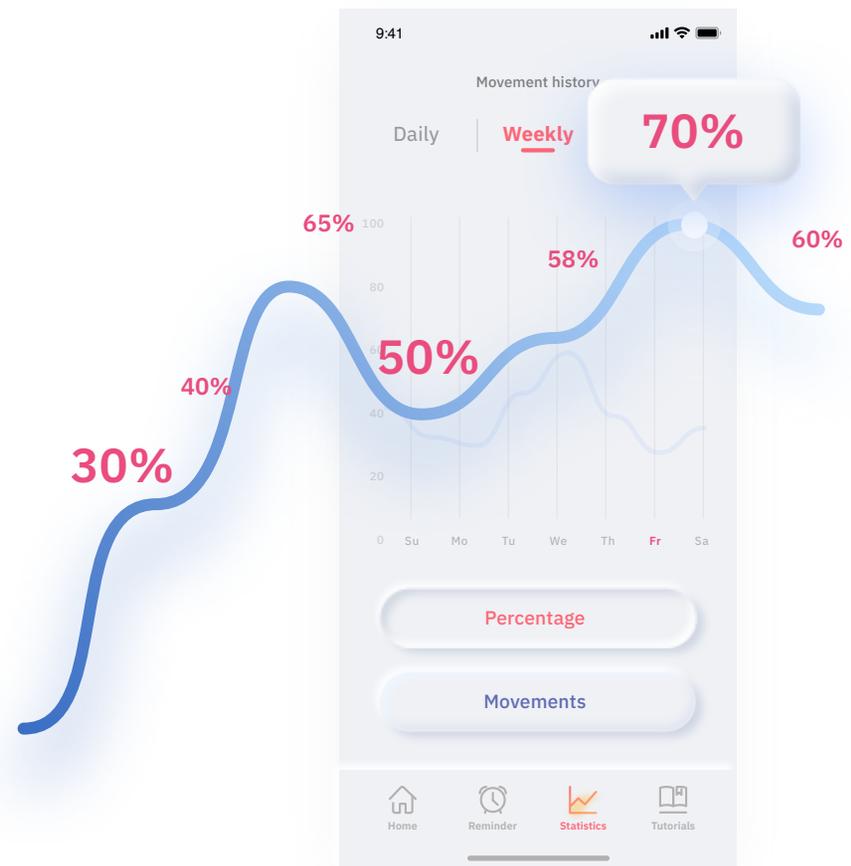
- Tutorials are sorted based on the user's status
- Browse tutorials that are specifically selected to counteract with the sedentary lifestyle
- Easily to see the tutorials duration
- Collect your favorite tutorials
- Upload your local videos to the tutorials collections



## Statistics

The statistics page contains the history of the user's movement data.

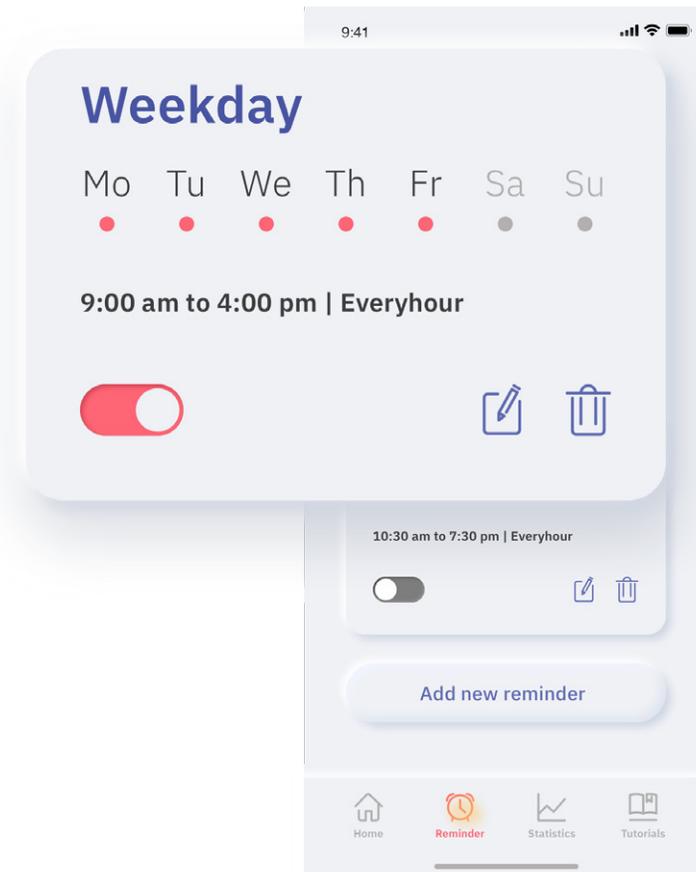
- Check your daily/monthly/yearly goal completion status
- Toggle between completion percentage and movement counts
- Specific day's data will be highlighted with one tap



## Custom Reminders

User can easily to add custom reminders that fit their unique schedule.

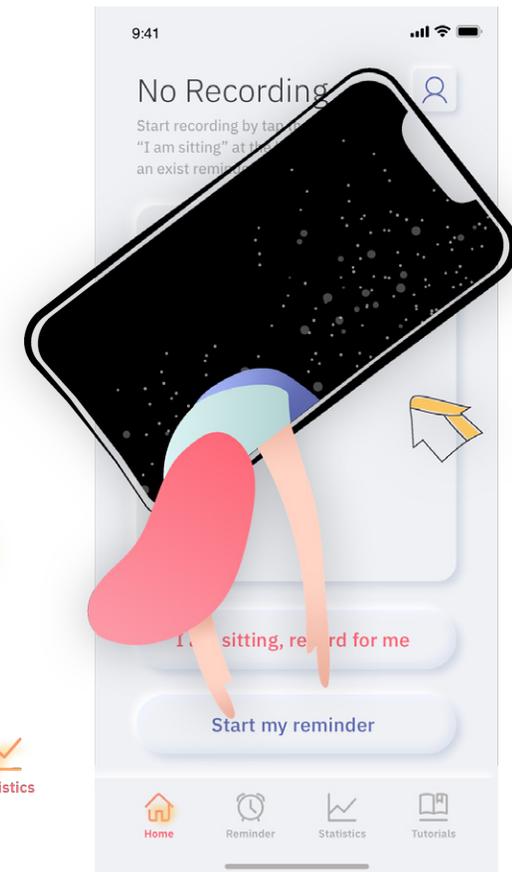
- Easy to see the reminder frequency, duration and which days will it be active
- Toggle on/off for each reminder
- Customize name to easily label different reminders
- Skip hours also can be added for the customized reminder to fit a flexible schedule



## Fun Illustrations

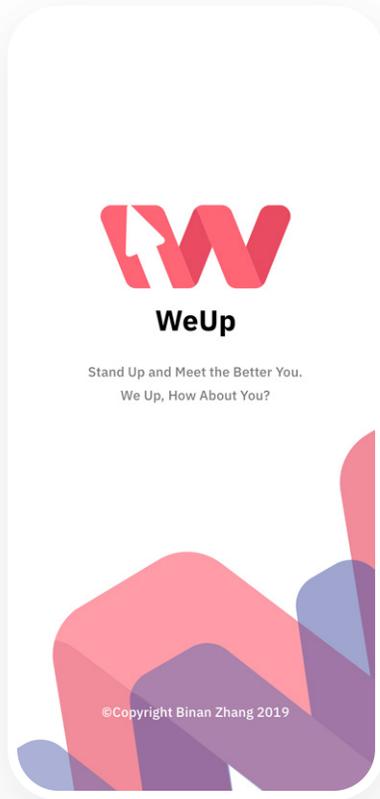
Illustrations are used in the walkthrough page, empty state, notification page...etc.

- Illustration on the empty state to encourage the user begin to record their sitting time
- Bright color schemed navigation bar for delightful user experience
- Easily start recording right away or active an existing reminder at home page

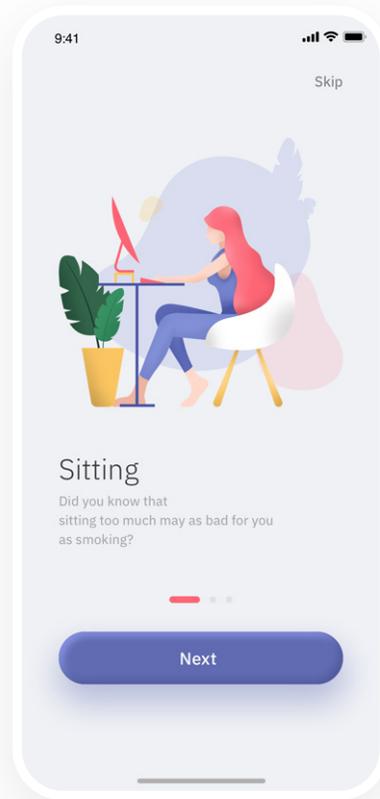


# ▄ Landing Screen

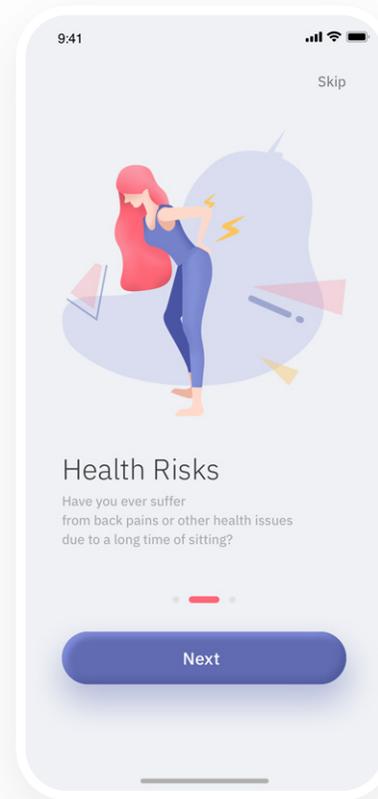
Landing page



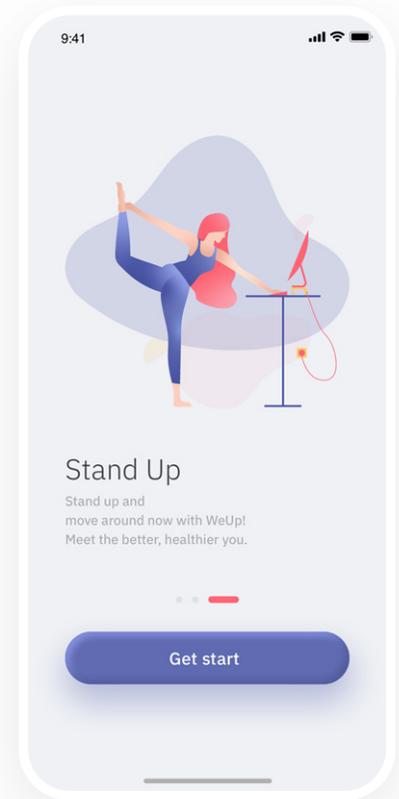
Introduction screen | 1



Introduction screen | 2



Introduction screen | 3



## Log in | sign up

Log in page

Welcome Back

Email / Username

Password [Forgot password](#)

[Log in](#)

Do not have an account yet? [Sign up](#)

Log in page | filled

Welcome Back

Email / Username  
[example@weupmail.com](#)

Password  
●●●●●● [Forgot password](#)

[Log in](#)

Do not have an account yet? [Sign up](#)

Sign up page

Create an Account

**Invalid email address**  
[example@weupmail.com](#)

Password  
[mypassword](#) [eye icon](#)

Password [eye icon](#)

[Sign up](#)

Log in with

[G+](#) [Facebook](#) [Instagram](#)

Google Facebook Instagram

Already have an account? [Log in](#)

Sign up page | error

Create an Account

Email  
[example@weupmail.com](#)

Password  
●●●●●● [eye icon](#)

**Password is not matching**  
[mypassword](#) [eye icon](#)

[Sign up](#)

Log in with

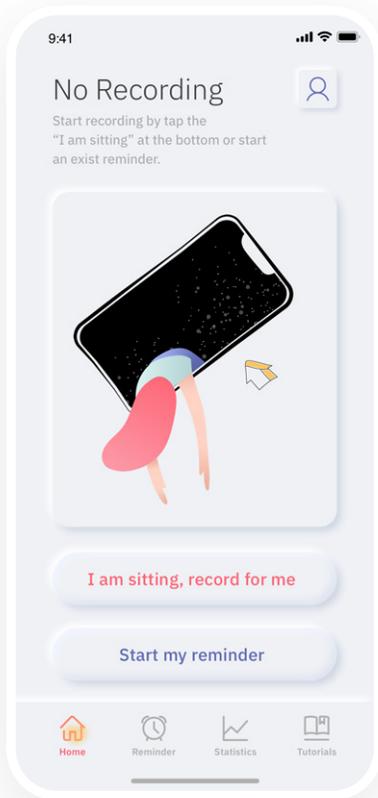
[G+](#) [Facebook](#) [Instagram](#)

Google Facebook Instagram

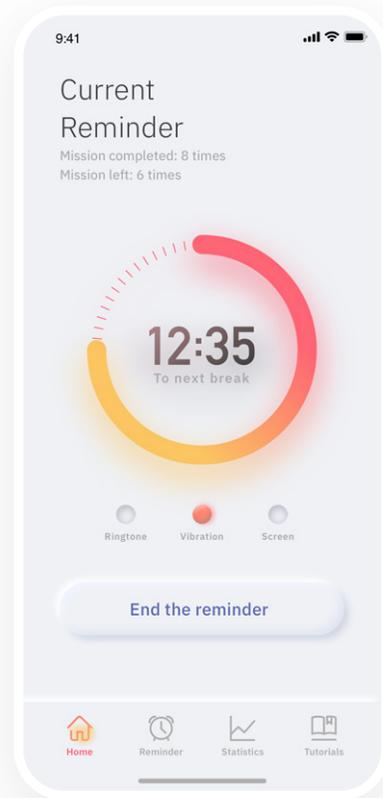
Already have an account? [Log in](#)

# Home Page

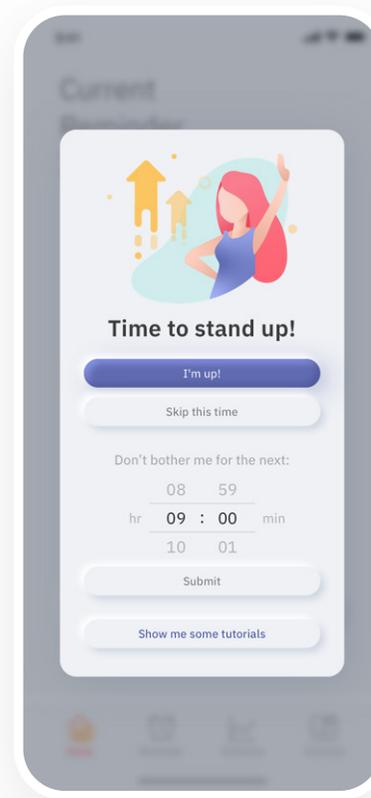
Empty state



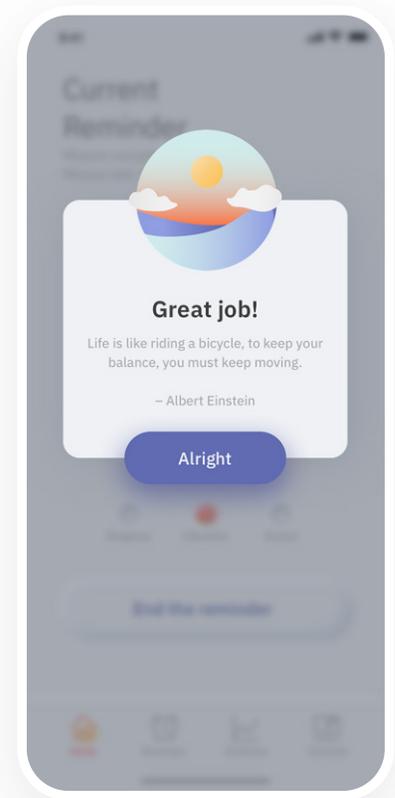
Ongoing reminder



Reminder notification

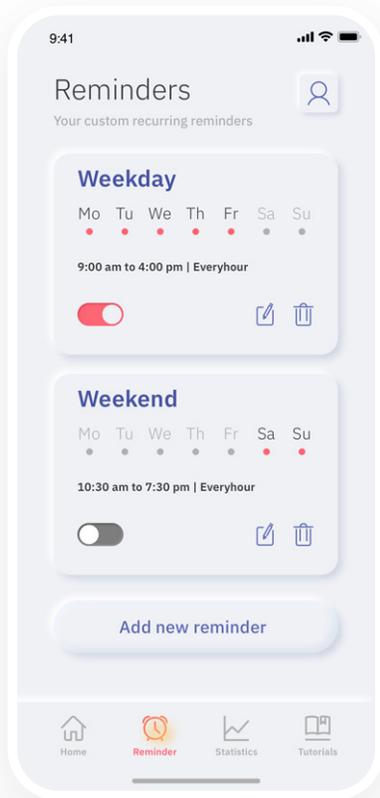


When the user is up

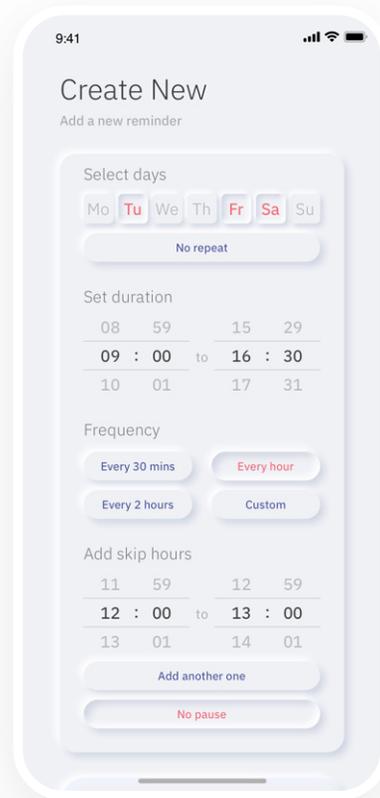


# Reminder Page

Customized reminders



Add a new reminder



# Statistics Page

Weekly status in percentage



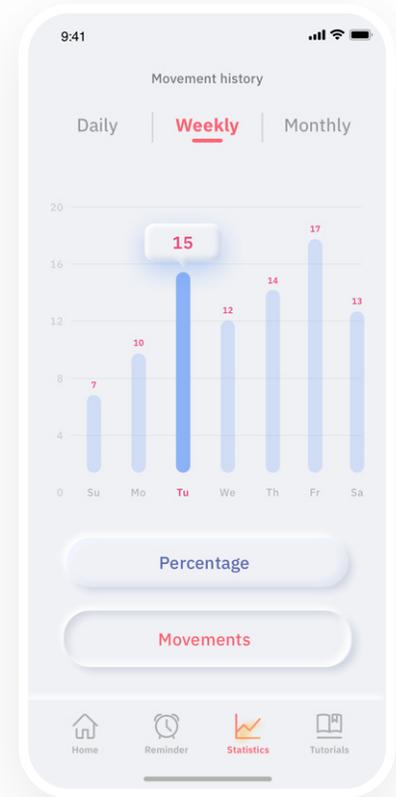
Highlights after click



Weekly movement counts

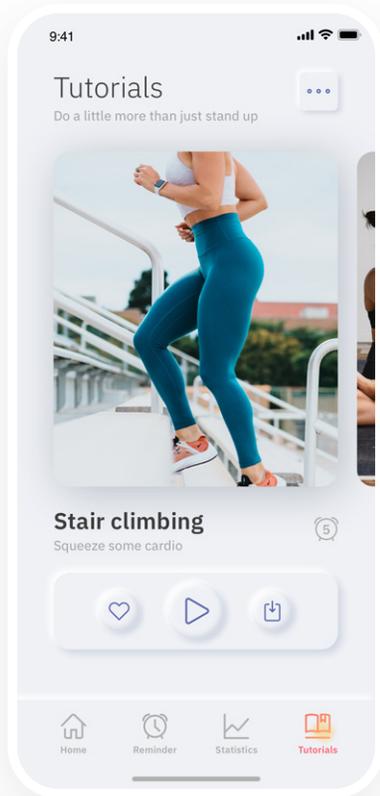


Highlights after click

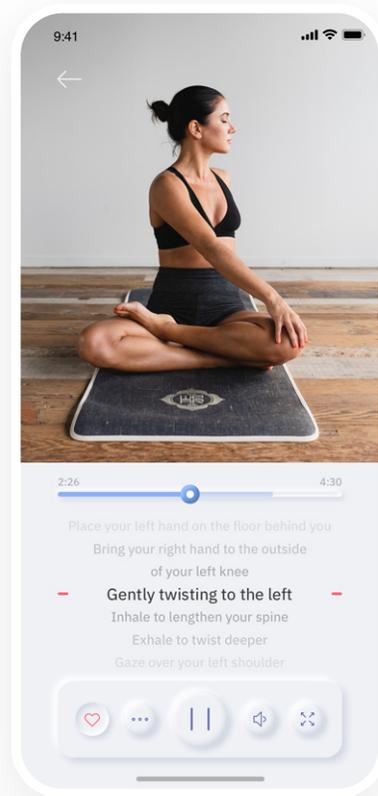


# Tutorial Page

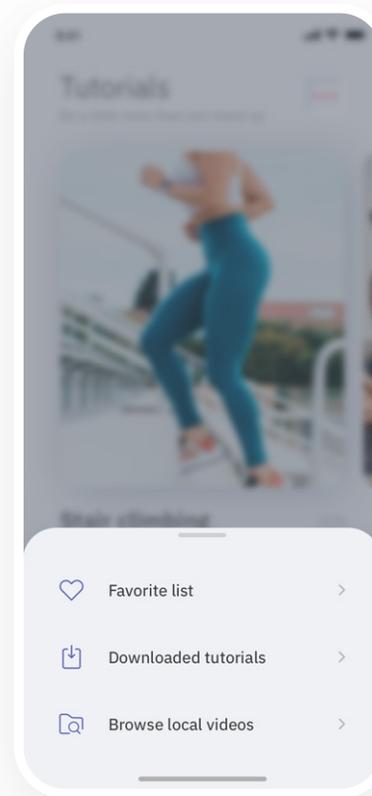
Tutorial page



Ongoing tutorial



The menu for tutorials



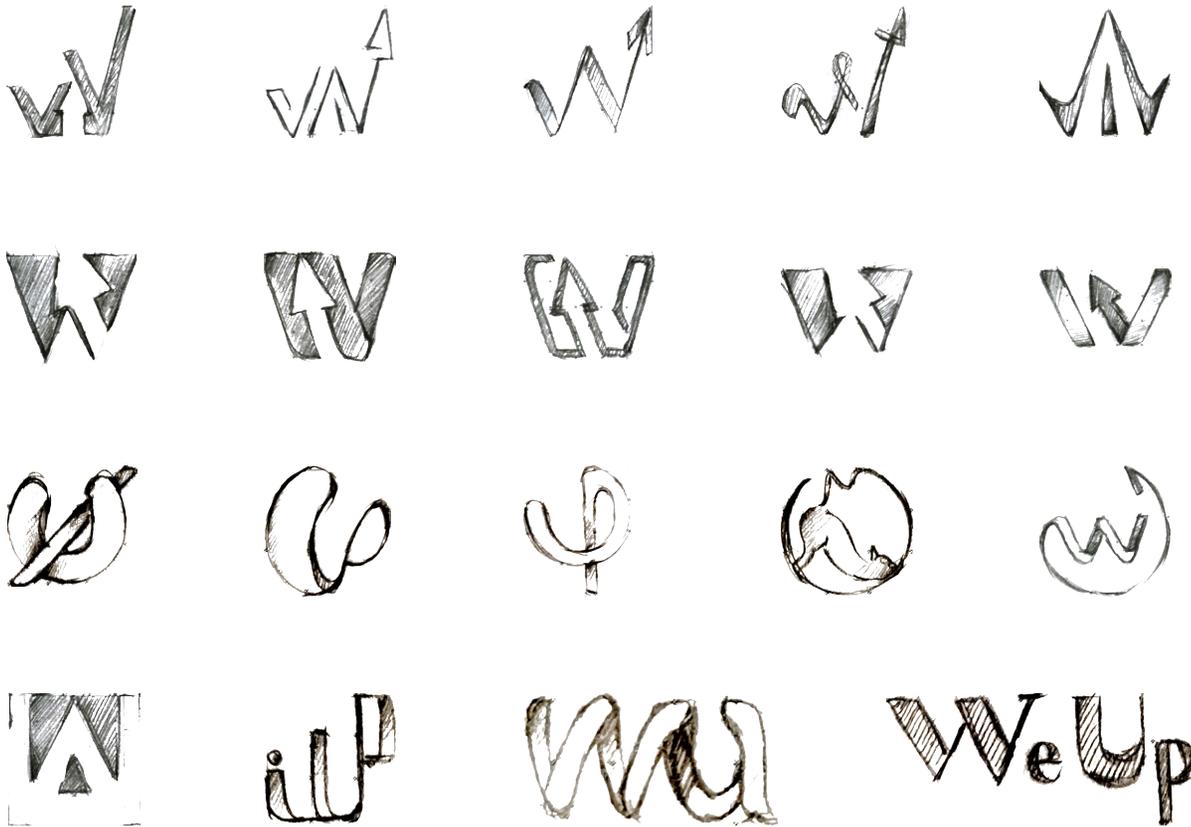
01	Introduction
02	Research
10	Problem Statement
11	Target Audience
13	Personas
20	User Testing & Iteration
26	Final Product
<b>39</b>	<b>Style Guide</b>
48	Merchandising Items
52	Conclusion

## Logo Development



## Logo Sketches

Using hand sketches for brainstorming logo ideas.



## Digital Exploration

Explore more ideas of the logo digitally.



1.0



1.1



1.2



1.3



1.4



2.0



2.1



2.2



2.3



2.4



3.0



3.1



3.2



3.3



4.0



4.1



4.2

## Final Logo

### CONSTRUCTION



### MONO & COLOR LOGO OPTIONS

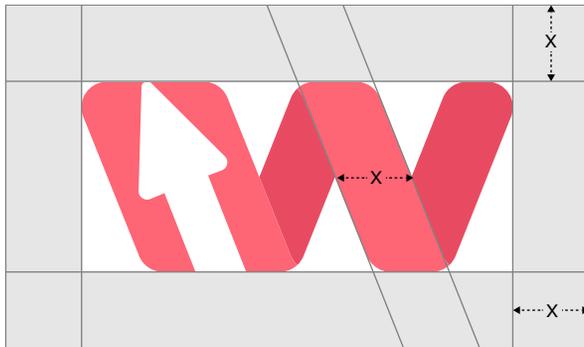


### LOGO ANATOMY

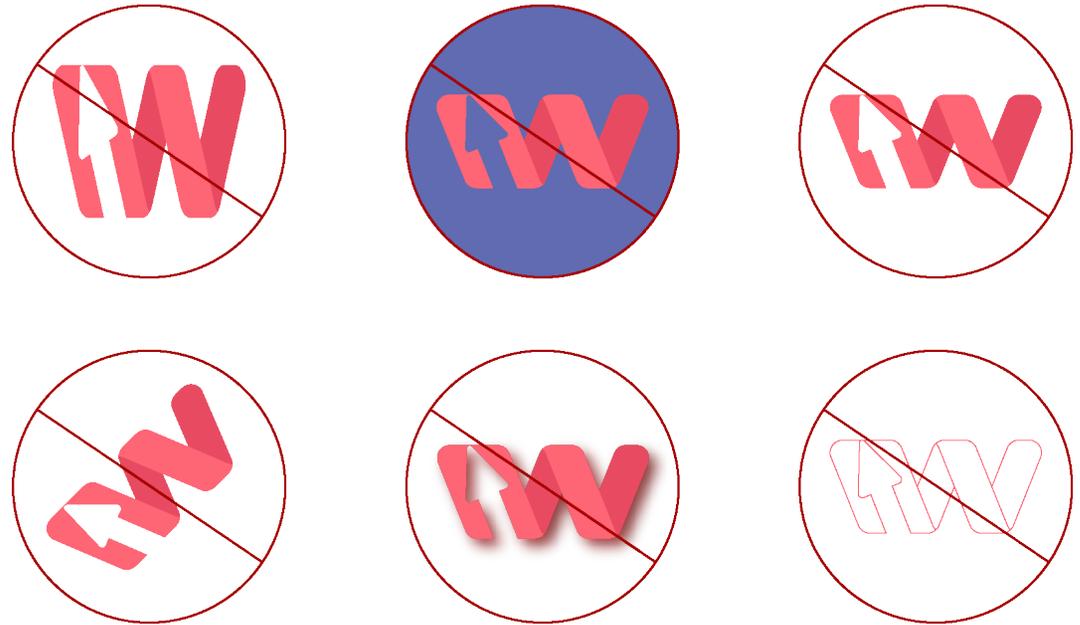


## Logo Guidelines

### CLEARSPACE



### FORBIDDEN USAGES



### MINIMUM SIZE



## Color

Primary colors create an energetic but refresh feeling. In the app, the main color is white which keeps a clean tone.

### COLOR USAGE PORPORTION



#### PRIMARY COLOR



Watermelon  
#FE6575  
R254 G101 B117



Lapis  
#606BB1  
R96 G107 B177



Blueberry  
#4955A3  
R73 G85 B163

#### ACCENT COLOR



Aqua  
#D0ECEC  
R208 G236 B236



Mustard  
#FBC561  
R251 G197 B97

#### NEUTRAL COLOR



White  
#FFFFFF  
R255 G255 B255



Fog Grey  
#E6E6E6  
R230 G230 B230



Charcoal  
#4A4A4A  
R74 G74 B74

## Typography

Used IBM Plex Sans to create a clean, modern feel. It's also a typeface that can be used across the whole app with different weights.

### IBM PLEX SANS

W w

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o  
p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

Page Title: Light

Section Title: Medium

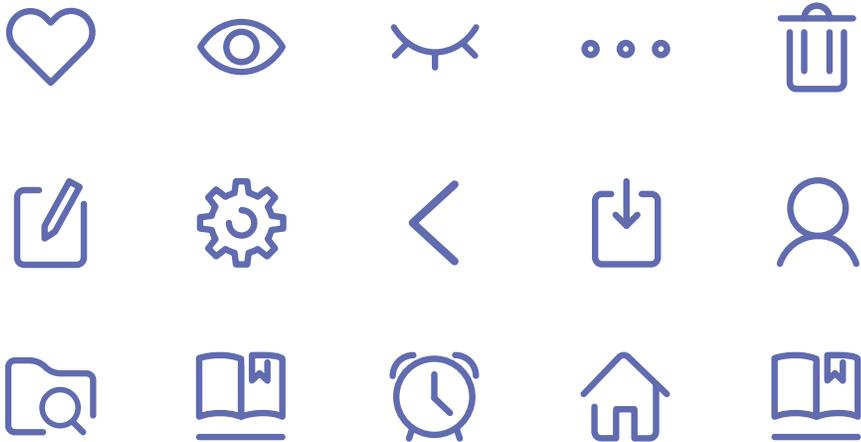
SUB TITLE: SEMIBOLD

Body Text: Text

Unfortunately, many of us are losing good posture, and this does no good for our lower backs. With the “slouching” that most of us do, tons of excess stress is put on the lower back and the vertebrae. As you sit throughout the day, focus on sitting up tall, with a straight spine, and keeping your shoulders drawn back.

## Iconography

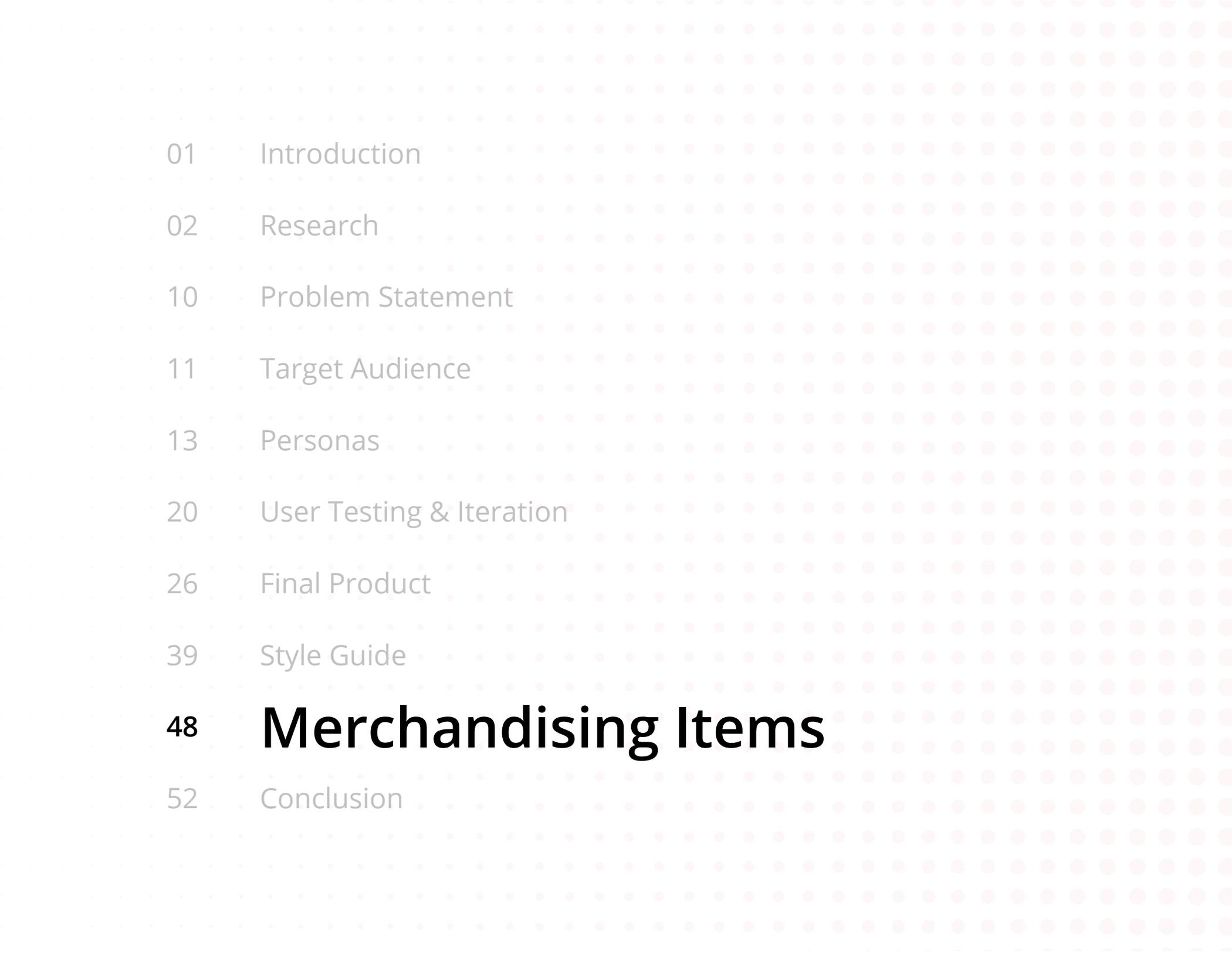
Icons are line icons with simple style, colors are used to indicate the different stage/status.



## Illustration

Illustrations are designed in branded color. They are used as the main visual elements in the app.





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## Water Bottle

When the user uses these water bottles on their desk to drink water, it reminds them to stand up.



## ▄ Glasses Case

For the users who wear glasses, having this glasses case will help to promote an active lifestyle.



## ✓ Fidget Spinner

Fidget spinner is popular for stress relief, with the brand logo on it, it helps to remind the user don't forget to stand up when they can.



## Wristband

The wristband is for people who like to wear sports wristbands, when they raise their arms they would see the slogan to remind them to stand up.



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## Conclusion

### **SUMMARY**

From both the prime source and secondary source, we can see that a sedentary lifestyle is a big problem for a lot of people. Action is needed in order to help people maintain good health. With WeUp, users can easily set reminders that are tailored to their specific schedules. The history function also allows users to see their movement statistics. Tutorials and tips within the app assist users to access useful information.

### **WHAT I LEARNED**

User testing is crucial as it allows me to better understand users' needs. It's important to step out of my shoes and see the product from other people's point of view. There might not be a perfect product that fits everyone's expectations. I've learned to prioritize and select feedbacks that have things in common. This helps me a lot with improving the product functionality.

### **NEXT STEPS**

Considering having a prototype for the full app with high fidelity interfaces and test again with the target audience. Also, do A/B testing regarding design details.



Say bye to the sedentary lifestyle.

**WeUp.org**

