



# tend.

crafting a purposeful wellness app


# table of contents

Design Team .....	3
Scenario .....	4
The App .....	6
Exploration .....	8
Execution .....	16
Appendices .....	28


# design team



**Sydney McCrory**  
project manager




**Juleen Mathias**  
art director



**Nick Wozniak**  
graphics + animation



**Brittany Osmond**  
graphics + photos



**Deborah Owen**  
app design



**Tatjana Ormerod**  
graphics + animation



**Brian Mondaca**  
animation

# scenario

## the premise

As the world becomes increasingly digital, people are integrating technology into their health and wellness habits. With the advent of smartphones has come a new set of physical and emotional wellness challenges. But we're entering a new era of users who are self-aware of these challenges and are taking active steps to reclaim their lifestyle and build new habits.

## the problem

The market is oversaturated with health and wellness apps. The demand for apps continues to increase as awareness of the importance of personal wellness grows. But so many developers launch simple wellness apps that are leaving users unsatisfied because the app is either unattractive or non-functional.

The apps that nail an aesthetic are usually lacking in practicality and depth. And many apps that function well lack personality and design. These are both major roadblocks that get in the way of users accomplishing what they set out to do, which is to set goals and reach them.

# solution

## objectives

As a team of seven designers, we set out to design a goal-setting app with three main objectives:

- Ease of use
- Provides value to the user
- Visually appealing

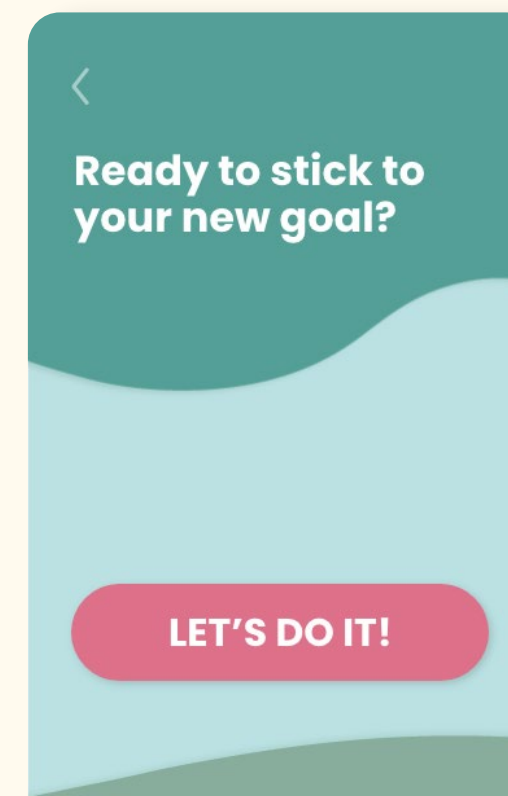
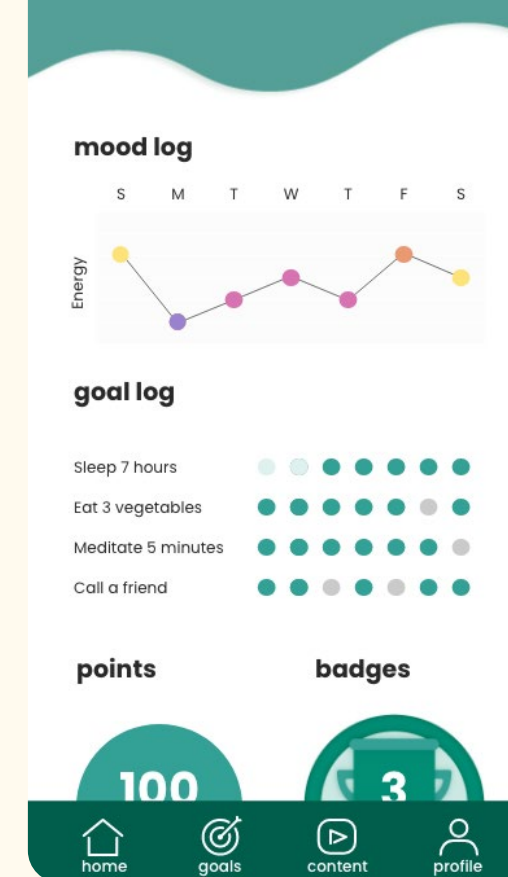
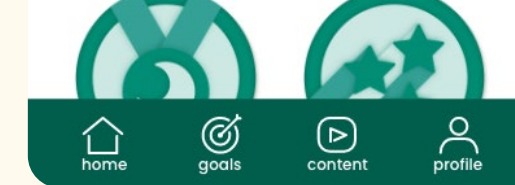
## the end goal

This app would present goal-setting in a simple, fun, and engaging way. It would provide users with incentive to track daily habits and offer educational content like animations, infographics, and quotes.



The idea isn't inherently unique, but our approach combines several big ideas into something new and different from other apps on the market.

This idea pulls in the gamification of apps like Duolingo, the tracking of Apple Health, and the playfulness of Headspace. This, combined with the tailored educational content housed within the app, will provide a high-value user experience.



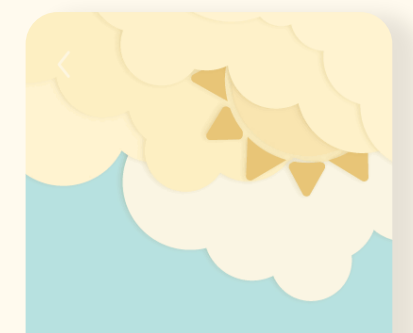
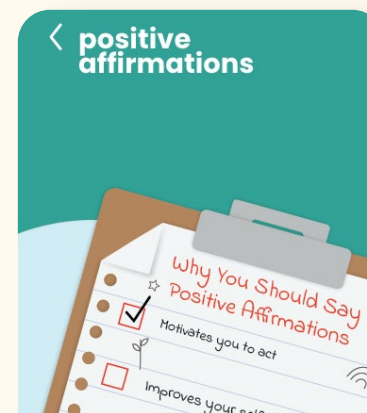
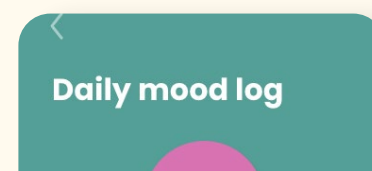
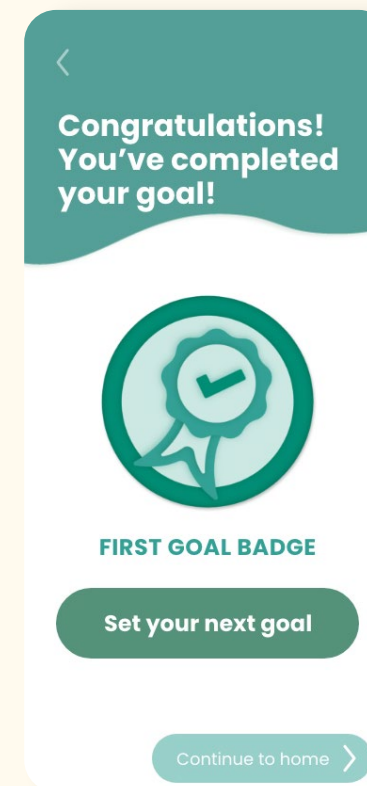
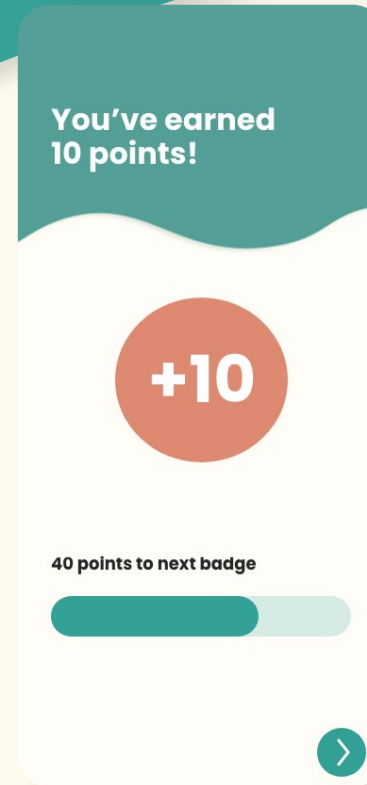
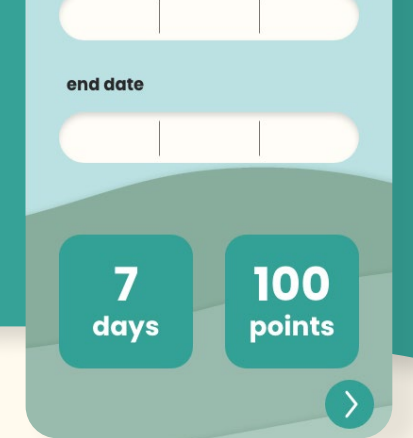
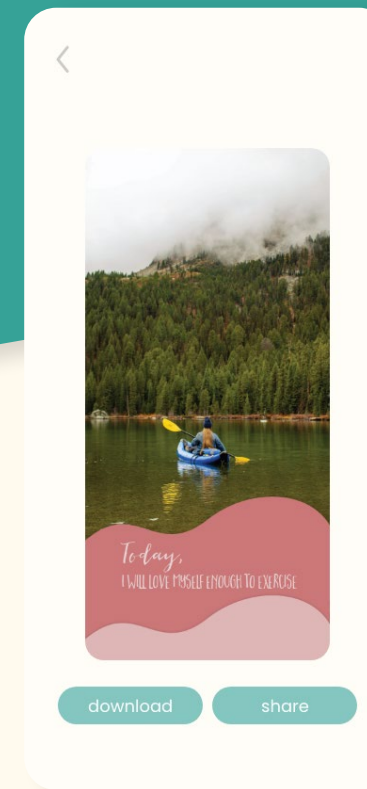
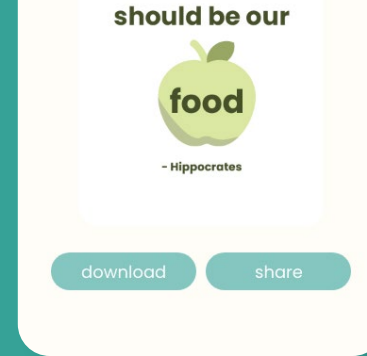
# what is tend?

## a wellness app

Tend allows you to set custom goals that fall under 8 different topics. The app also features education content that ties into each topic.

Users complete a daily log recording their progress on each goal they set, and each day unlock content related to the category of the goal they set.

Users earn points and badges when they complete goals and view content within the app. Users have the option of logging their mood, setting a custom avatar, and recording journal entries.



# the app



Click to view the full app at

PHASE ONE  
**exploration.**



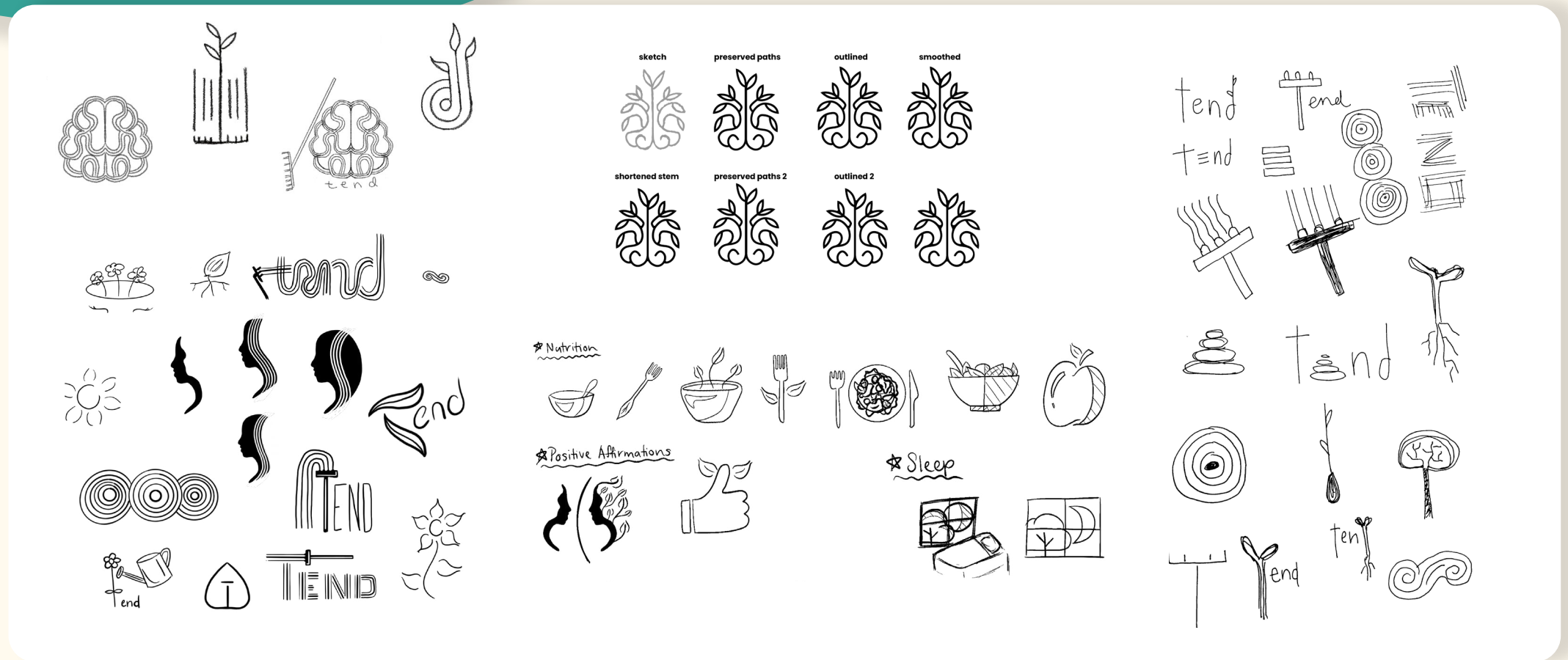
# ideation

As we began exploring the possibilities for our app we explored opportunities to create a brand that would be able to connect to people who want to create more meaningful habits and enjoy an engaging wellness experience.

## setting the tone

We wanted to balance the feeling of friendliness and fun with stillness. We wanted to create a mark and supporting elements that create a sense of wellness, growth, and peace. We began with ideation and research.

We gathered references and created moodboards, explored fonts and colors, and began sketching forms and concepts that would suit the brand.



# audience

## creating a persona

Not only did the app need to look good and convey the right messages, fundamentally it needed to work.

Early on our team spent hours sharing ideas and brainstorming how we could create a wellness app that would be fun to use and actually help people who needed that little extra edge to develop better habits and create the life they want. We knew identifying a persona was key in this venture.

As a result, we created Abigail.



### persona card

■ Abigail

**age**  
17

**relationship status**  
Single

**occupation**  
High School Senior

**key psychographic**  
Driven but lacking tools to find success

### bio

- Moving away from home soon and discovering the world
- Values family, friends, reading, plants, and exploring trends
- Sees the world as exciting; ready to try new things
- Not emotionally mature
- Faces high expectations and is met by inadequacy

# design style

## crafting a style

With Abigail in mind, we could create a brand to meet user needs and develop every aspect of the app with a clear north star. Wielding this understanding we created our style guide.

We went for cool calming greens that are also vibrant and accented with pops of pink and orange. The cool colors capture the sense of peace and growth that we want users to experience, while the warm and bright accents would create a sense of urgency and optimism.

Poppins serves as a legible but friendly primary typeface because of its wide and round design, and come with a variety of weights for different needs.

## fonts

**Poppins Bold**

Poppins Regular

## colors

**SATURATION: 50%**  
**BRIGHTNESS: 50%**



**SATURATION: 10%**  
**BRIGHTNESS: 100%**



**SATURATION: 50%**  
**BRIGHTNESS: 90%**

# art style

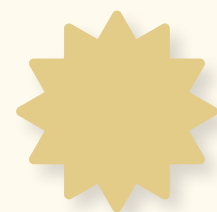
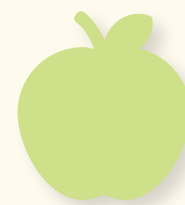
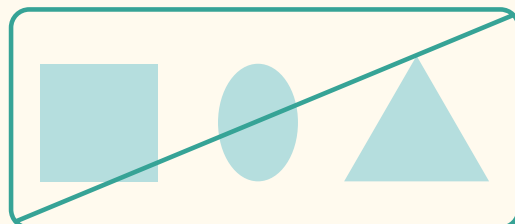
## shapes & colors

We used smooth and soft shapes that would communicate youthful energy. We embraced a color system that utilized desaturated colors across the color spectrum which all paired well with our base green.

This brought wide variety to the color while keeping it cohesive. It also introduced a simple system that would help users follow along, capturing the simplicity and optimism we want users to grasp as they set and achieve their goals.

We wanted to push that even further by making it feel like a paper cut-out, layering solid shapes, and adding subtle shadows. This pushes that youthful concept even further, communicating that just like a

child crafting with scissors, you play a big role in shaping how your goals turn out. The illustration style morphed over time but what remained the same was the smooth, flowing shapes and the depth within the illustrations.



# wireframe

## user journey

After determining the overall goal and the target audience, and while developing the visual style, decisions about the app itself needed to happen. We began mapping out the ideal user journey, focused on how we can make it as simple as possible for the user to accomplish what they set out to do.

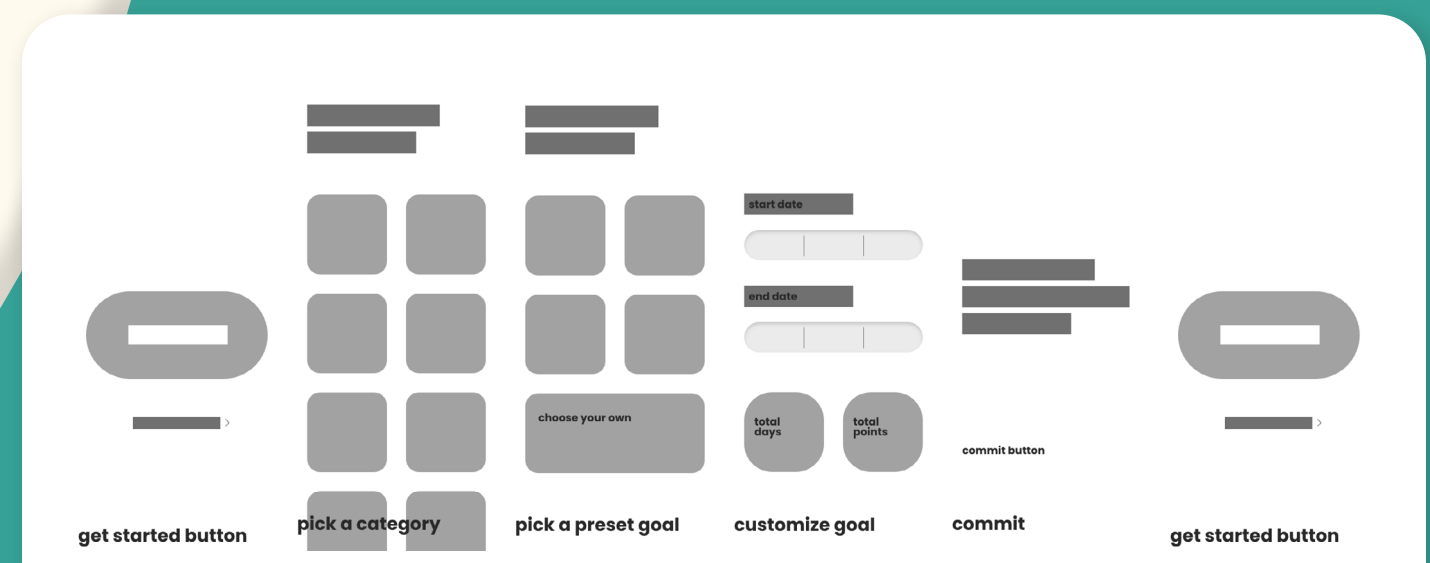
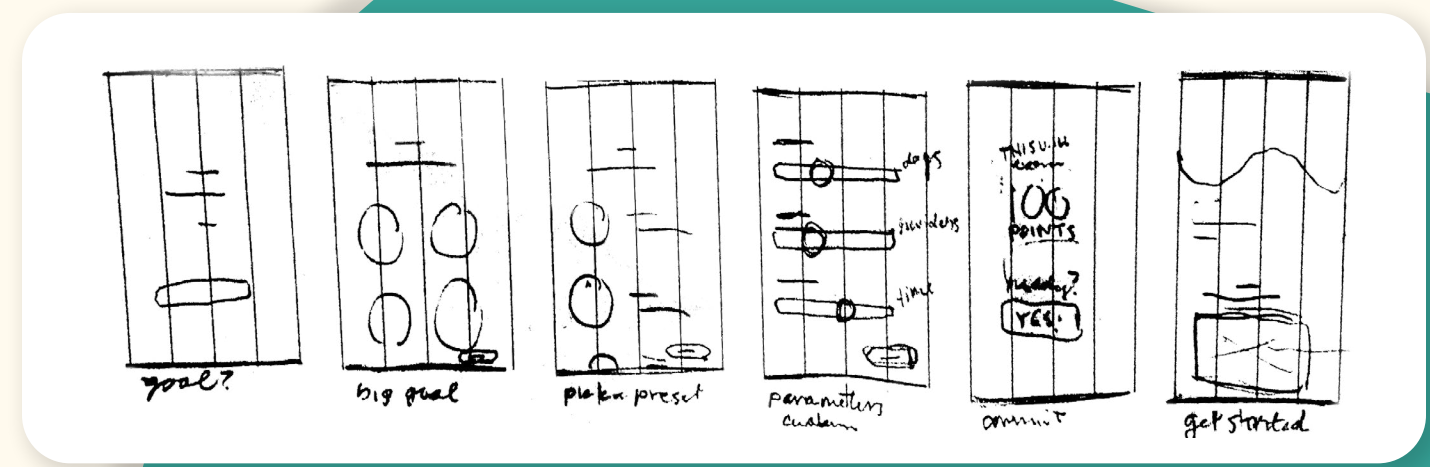
We walked through the experience of setting a new goal and logging daily progress and explored several possibilities for how to go through the experience.

## wireframing

Wireframe sketches were a key part of exploring this process, by experimenting with the placement of the content and the flow from screen to screen. While sketching some screens, ideas for other layouts within the app came about.

This led to a more robust app than originally anticipated because the process of exploration revealed new ideas for how to deliver high value and ease of access to the user.

Because we already made the majority of layout decisions in the sketching process, taking these wireframes into Adobe XD proved to be simple. Soon we had a fully laid-out application wireframe.



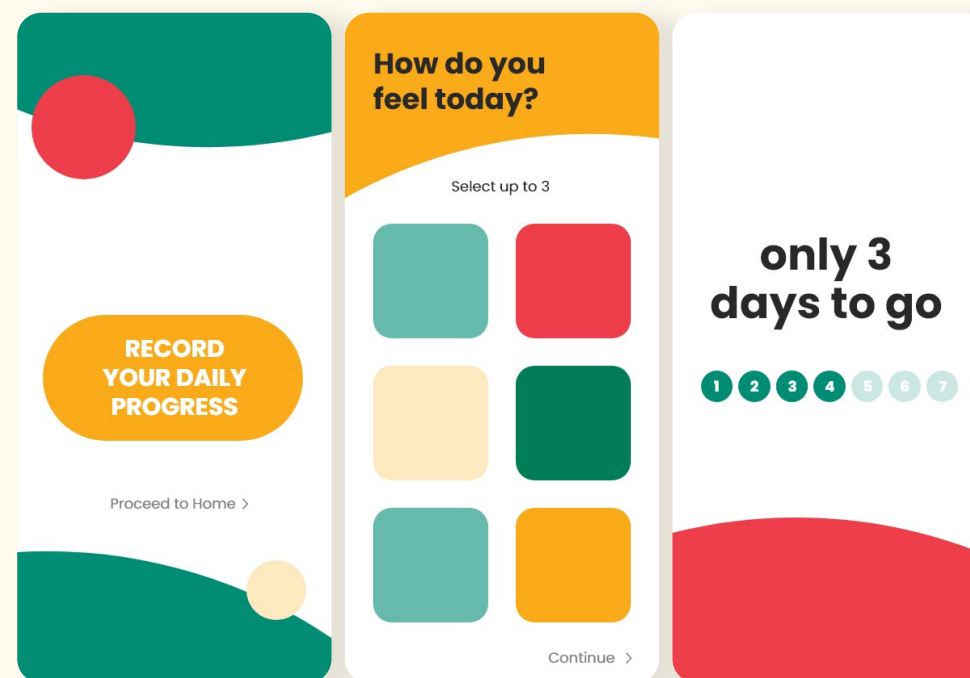
# app style

At this point, we needed to choose the best way to apply the style to the app. The app design and illustration design development were happening concurrently, so it took some trial and error to decide how to approach the app style.

We attempted executions in several styles, based on the styles we were also exploring among the illustrations. In some cases, the illustrations informed the app design, bringing in consistent drop shadows to mimic the paper cut-out style in the art.

In other cases, the app informed the illustrations. When the color palette needed to be simplified and modified to better fit the app interface, the illustrations followed suit. Because of this intimately connected process, the illustrated content fit like a glove when housed within the app.

## EXECUTION 2



## EXECUTION 1



## EXECUTION 3



# final execution



Click to view the full app at

PHASE TWO  
**execution.**



# logo

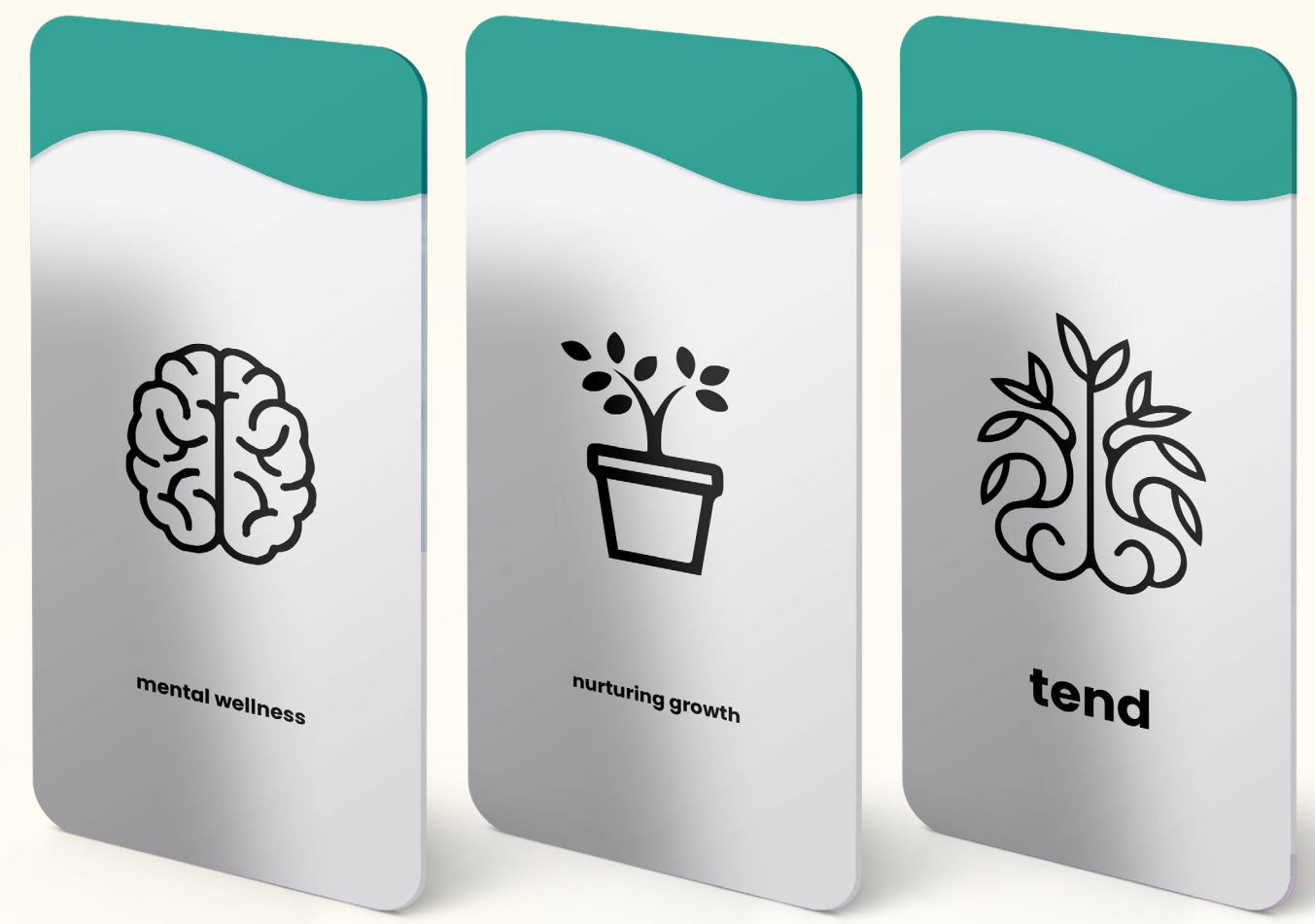
## behind the mark

We wanted to balance the feeling of friendliness and fun with stillness. We wanted to create a mark and supporting elements that create a sense of wellness, growth, and peace.

The logo mark takes the form of a brain with a plant growing from it, representing wellness, growth, and peace.

The name Tend means to tend the garden of one's mind and a nod to the tendencies we all have that we must understand in order to form new habits.

We explored a lot of variations of the concept before choosing this logo design for best capturing the energy we wanted to achieve with the logo. This design succeeds at intertwining plant-like characteristics with the form of a brain.



# illustrations

## capturing ideas

The illustrations are one of the most critical elements of the app because they introduce the user to each topic and lay the precedent for the paper cut-out style seen throughout the app.

Due to the variety of topics, finding ways to capture the essence of each in a full-screen illustration in a cohesive way was challenging. We needed to determine what commonalities it was important for the illustrations to share, and where it was essential that they varied. This also begged the question of how complex each one should be.



# illustrations

## creating rules

This paper cut-out style introduced some helpful limitations, as we had to ask if what we were designing could be reasonably done with just paper and scissors. With some concepts like exercise being pretty straightforward to capture, we struggled to capture more abstract things like positive affirmations.

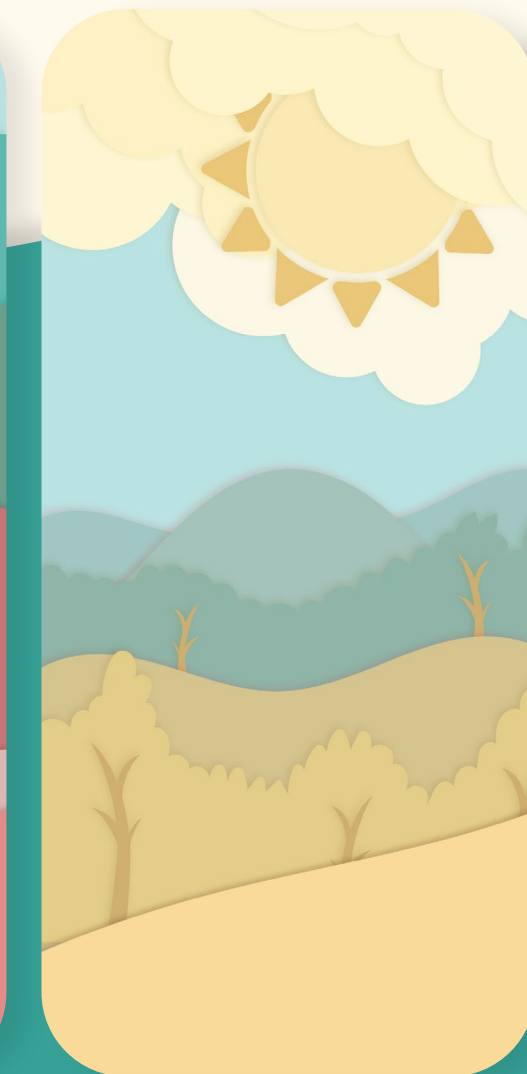
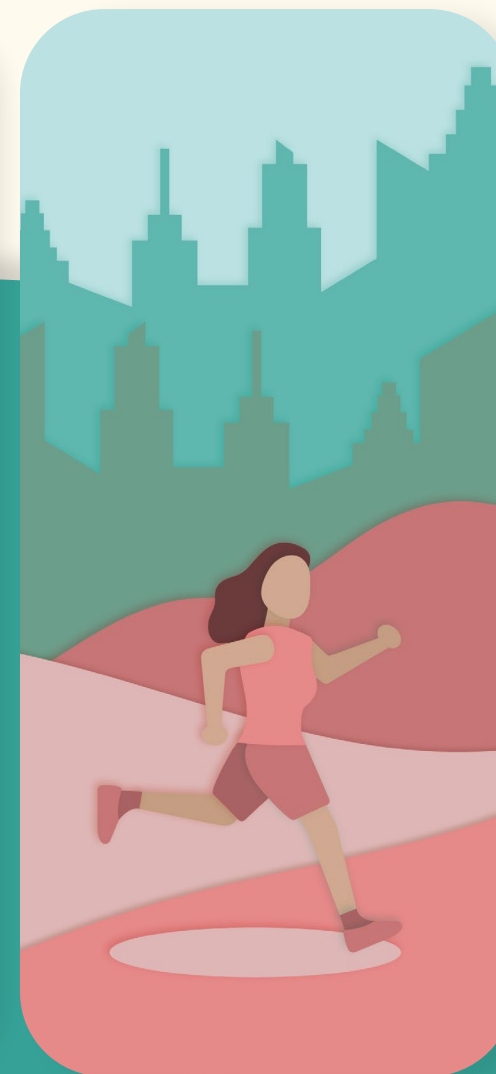
After honing in on a character illustration style and creating guidelines for how many layers to place in the foreground and background, the illustrations started coming together. We unified the colors by sticking to the same limited color palette and artfully decided when to break the rules to make for the strongest designs.

light sky blue



faceless human forms

2-3 layers behind subject



stacked foreground layers

# topic icons

## symbol system

Within an app, icons are essential for symbol recognition and navigation. They tell users what to expect and where they're going. This is why developing icons for each category was important. These icons would distill down the essence of the illustration to create a cognitive connection between them and establish expectations that the user can rely on.

With the illustrations, the challenge was capturing each concept in a full image, while the icon had to do it with a simple shape. We explored a lot of possibilities as we weighed the potential size and complexity of each one.

It was also while developing the icons that we decided to assign each category a dominant color. This introduces a color system consistent throughout the app to help users follow along and quickly recognize things.

Every iteration of the topic icons simplified them further, aiming for maximum impact with the simplest form possible. This also allowed us to incorporate the icons into each illustration, further confirming the connection for users.



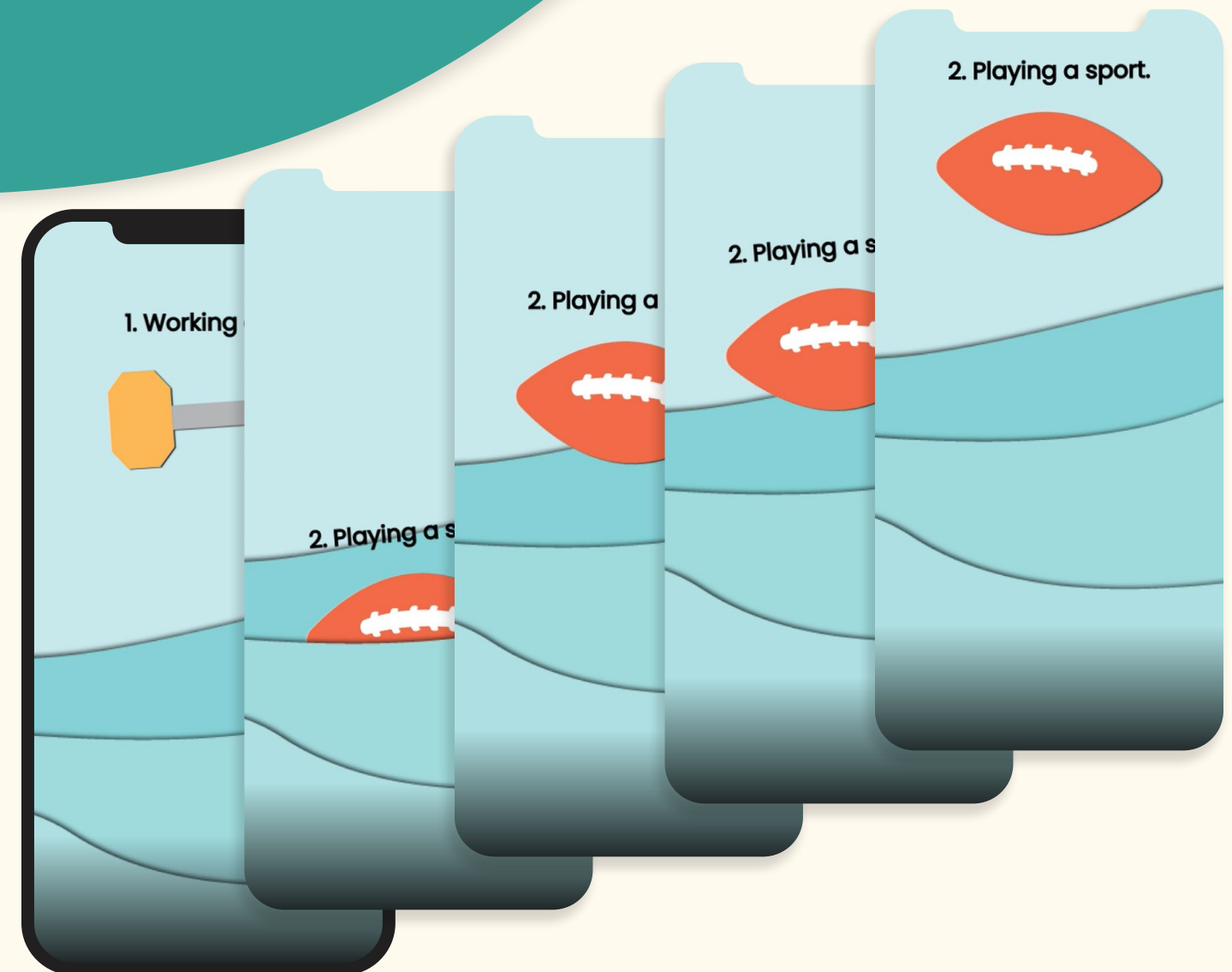
# videos

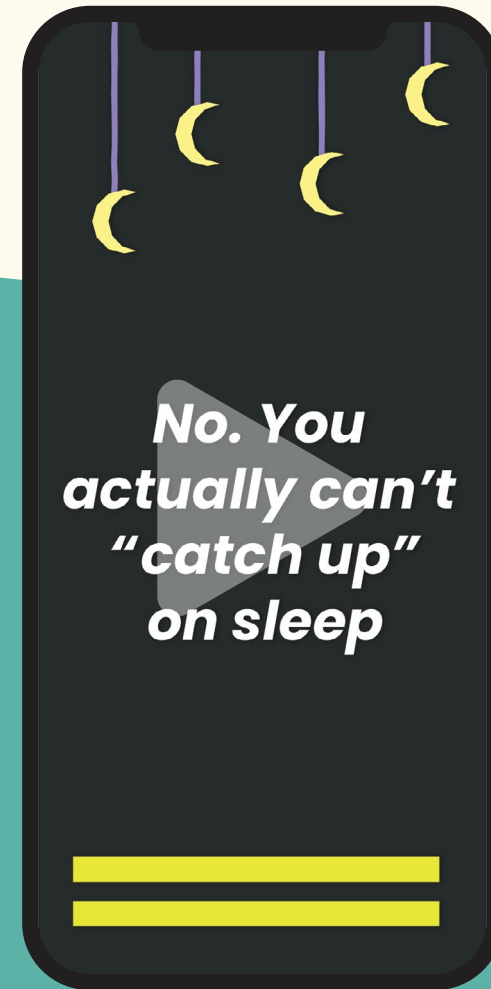
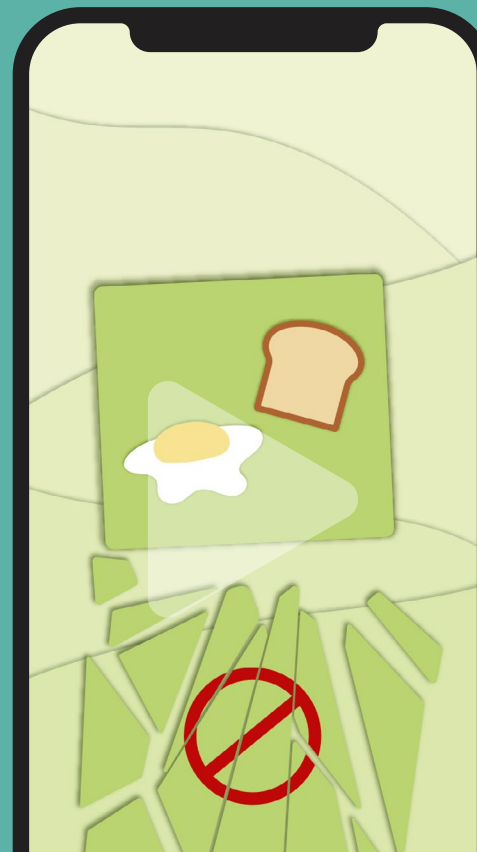
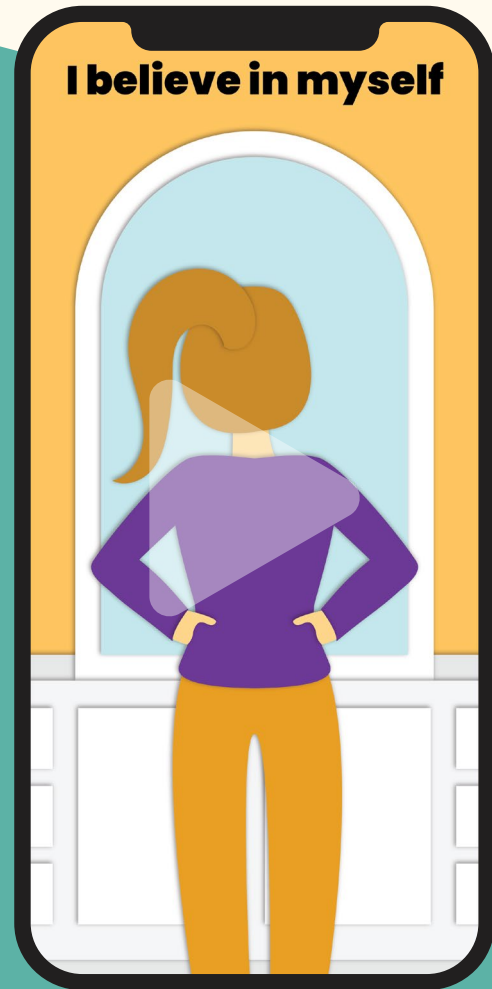
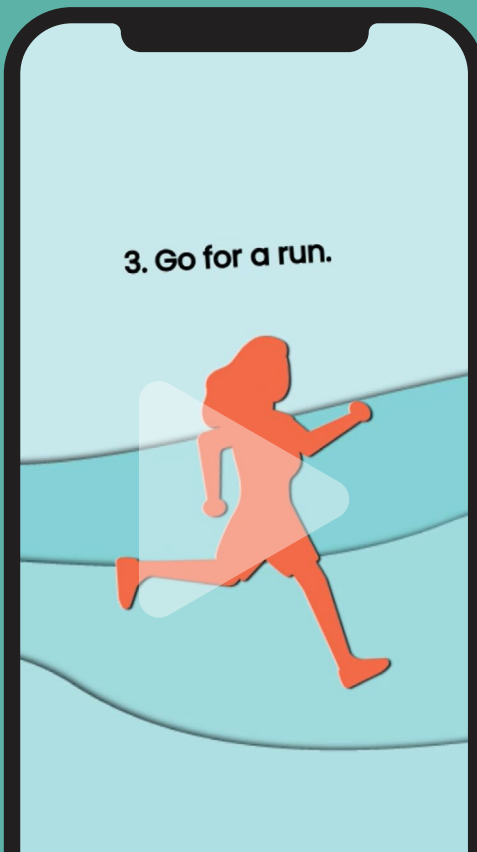
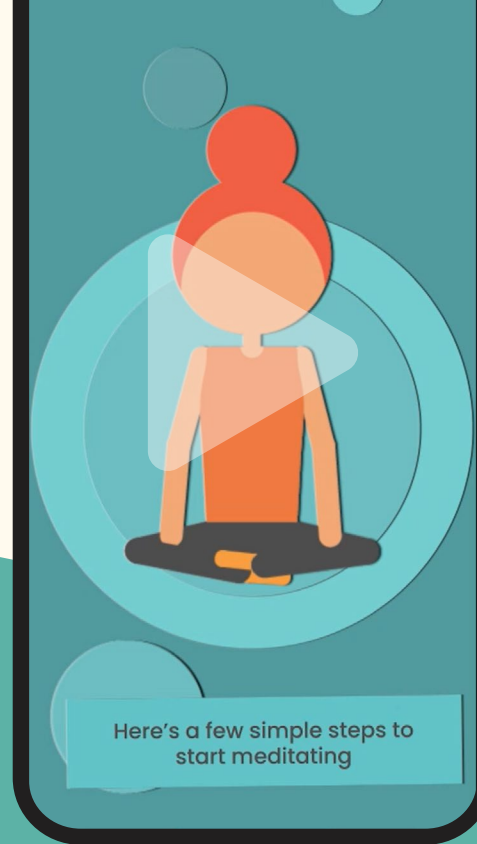
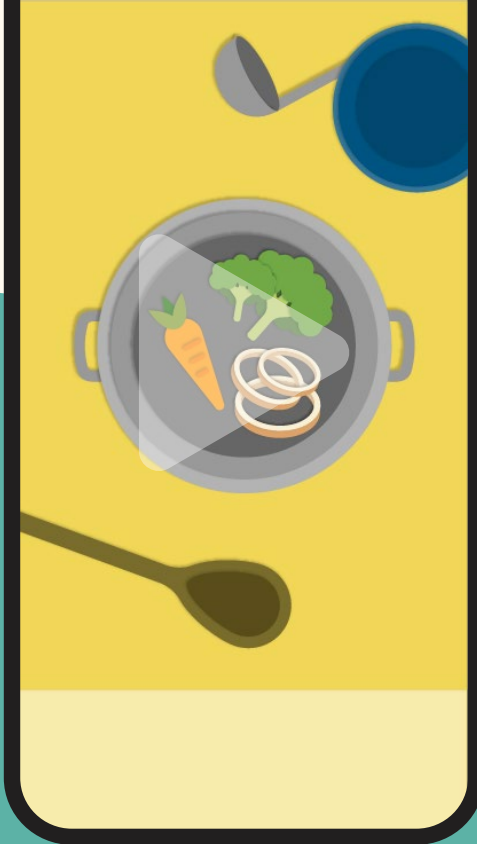
Every piece of in-app content was designed to inspire the user to progress with their goals. The videos were no exception. Each animation was storyboarded to fit our unique style while informing the user of the specified topic. With roughly 30 seconds of animated content per topic, the user would continue on their journey to reach their goals with fun videos to keep them motivated.

Doing a stop motion effect for the animations seemed to be an excellent choice to compliment the paper cut-out style. When storyboarding, the main goal was to break down the frames to see the movement that would explain the information the user would digest.

To create a stop motion effect, artboards were duplicated with subtle movements that were played in sequence to create a motion effect. After creating a variety of animations from the exploration phase, we honed in on the Service-themed video and used that as the basis for determining the pacing and motion style of all the other animations.

Even with some compelling animation, the videos fell flat without audio. After accomplishing the stop motion effect in the animations, we added complimentary music and sound effects to make the animations more engaging. More revisions were made to keep the style consistent with the rest of the app.





Click to view animations at

# quotes

Finding inspiration to tend to yourself can be done in many different ways. Our intention with each inspiring quote design is to not only motivate users to work on their goals, but to create a tool they can download and use as a reminder or share with others. Some need reminders throughout their day, so setting a phone wallpaper to have an inspiring quote can be the perfect reminder.

To introduce some variety, we decided to use both photos and graphics for these quotes. The majority of the photos were taken outside and in nature. This helps connect users back to the concept of tending to themselves like they would plants they find outdoors. More important than every photo featuring green outdoor backdrops, though, was tailoring the photo to connect to the topic and message.

Making the style consistent through each quote design was challenging initially, but as the illustration style was refined, determining which elements to incorporate helped everything fall into place. Having the waves flow through each photo and graphic allowed for each individual inspiring quote to stay cohesive even though they were all so different.

These quotes also introduced the element of stylized typography that wasn't prevalent anywhere else in this project. To help these designs connect with the target audience, we selected stylized hand-lettered fonts that all felt cohesive with each other in order to capture the unique handmade-but-sleek feel of the other app content.





NATURE  
DOES NOT HURRY  
YET EVERYTHING  
IS ACCOMPLISHED

...the part  
...s been missing  
- Russell Simmons



Time spent  
is never  
wasted time  
*Amongst  
Trees*  
-Katrina Mayer

Write your thoughts

SLEEP <sup>zzzz</sup>  
ALL  
YOUR TROUBLES  
AWAY

The act of  
*meditation*  
is being spacious.

If you keep  
**GOOD FOOD**  
in your fridge,  
you will eat  
**GOOD FOOD**  
-Erick McAdams

*Sore Today.*  
**STRONG TOMORROW.**

*Journal:*  
fitting your heart and soul  
into ruled lines

Click to view quotes at

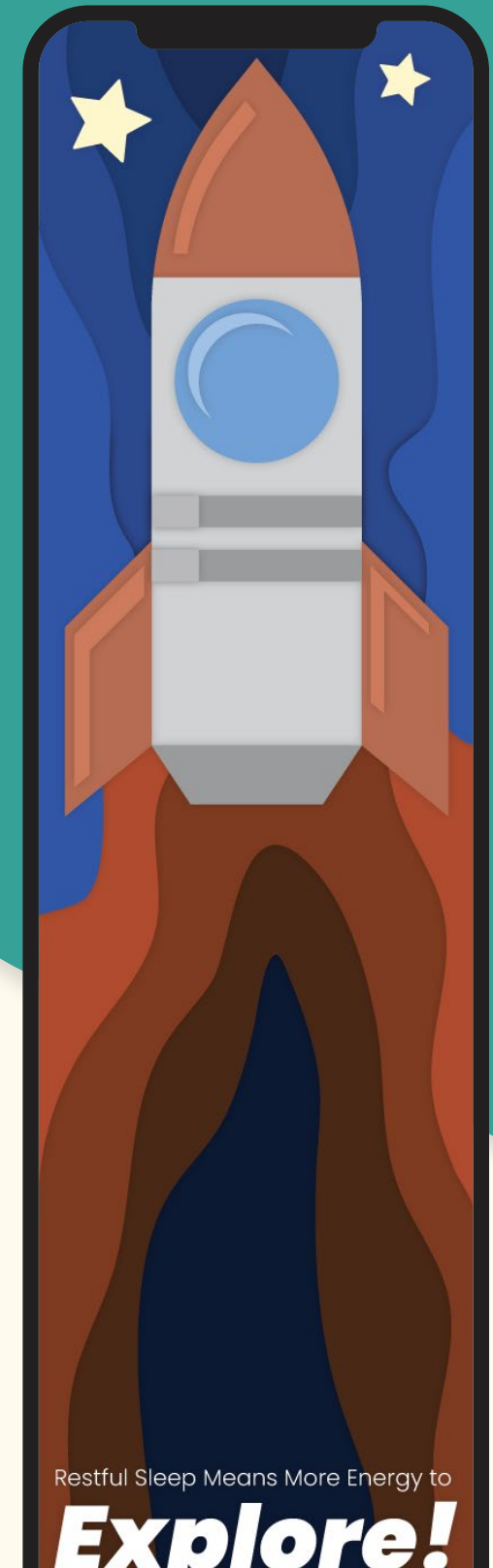
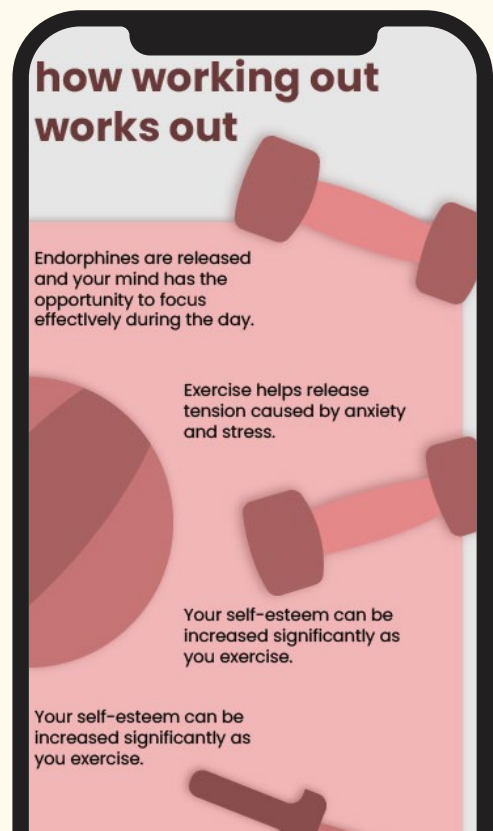
Sleep is the best  
**MEDITATION**



# infographics

The purpose of the infographics is to provide interesting information in a visual way to users as they set goals. Because of the narrow format of a phone screen, these needed to be approached differently from traditional infographics which often feature multiple columns. Instead, these functioned more as illustrated articles, designed to give users an immersive experience where they can scroll through them at their own pace as they learn.

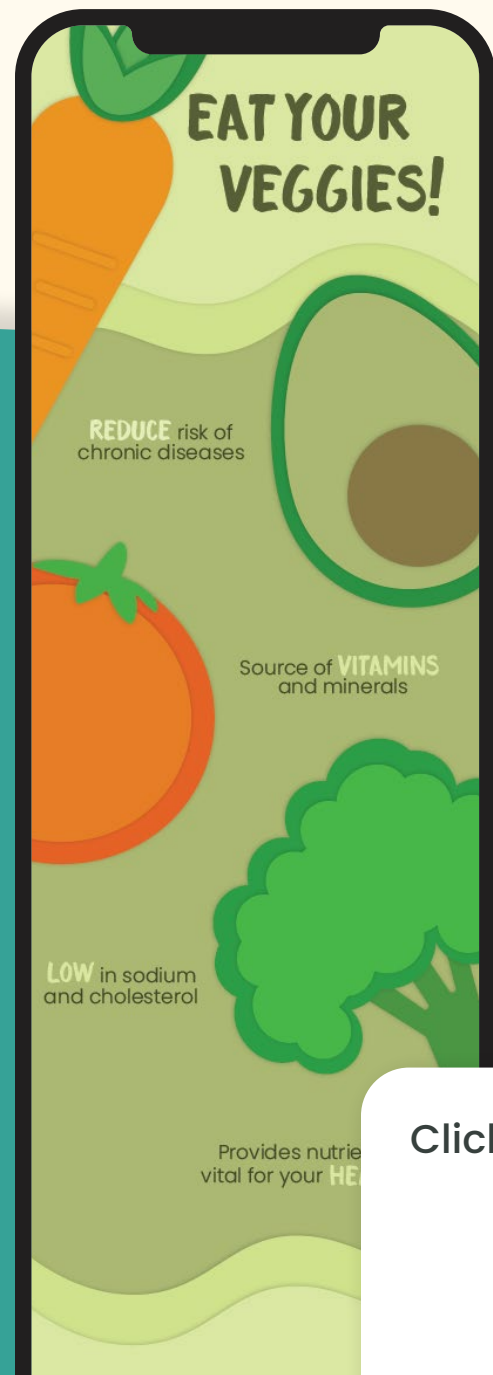
During the exploration process, we divided infographics between the entire team, with each member tackling one or two topics. The illustration style was still in its early stages, without many set rules or even colors. As a result, when we came back together our work was extremely varied with only a few common threads between them.



# infographics

After our divergent explorations, it was time to come together, compare, and determine which direction to go. We got feedback from industry professionals with infographic experience, which helped us identify our weak points and figure out how to better organize the information.

We streamlined and simplified the layouts and the information itself, picking out the strongest designs to base the remainder on. We also incorporated more length into most of the designs, giving them space to breathe and create an interesting scrolling experience.



Click to view infographics at

# takeaways

The process of taking Tend from the rough idea of “goal app” all the way to a fully-fleshed out, well-designed product in only 10 weeks took effort, skill, and a drive for creating something worthwhile.

In the beginning we created the persona of Abigail to act as our guide. As we went through the process from start to finish, we asked ourselves questions that tied back to Abigail and our original objectives. Was our app intuitive? Was it visually appealing? Would it be a valuable tool in Abigail’s life? Keeping these questions in focus kept us on track and moving in the right direction.

The intention of design is to create impact. A lot of things can look pretty, but without function in mind, design can quickly fall flat. This project posed several challenges for our team as we had to marry function and design together. We came to the table ready for the challenge and overcame the obstacles we experienced.

The result was a product filled with high quality visuals designed to a thoughtful style with a specific audience in mind.

**PHASE THREE**

**appendix.**

# Deborah Owen

## meet the designer

I believe that design should always be people-focused and craft purposeful messaging that creates real value in people's lives.

I'm a visual communication specialist with advanced skills in graphic design, typography, web design, copywriting, product design, and content creation.

## roles

Style development, User experience design, Prototyping, User testing, Illustration, Iconography



# getting started

## why goals?

Goal setting is the universal predicament. We all want to achieve impressive things and become better people, yet nearly everybody struggles to reach the goals they set for themselves. I've seen that time and again in my life and experienced it, ironically, while working on this project. But humans are creatures of habit, so when we recognize and modify those habits a step at a time, we can begin reaching those goals.

## narrowing the focus

When our team first began developing the idea behind Tend, we started with the concept of a planner app. Something that would help users organize their lives, fit in their priorities, and achieve their goals. At the same time, we wanted to create a collection of informational videos and graphics.

As we met as a team to craft our vision, we decided to shift our plan to one which could better encompass our main objectives. We chose to design a goal-setting app, with content being introduced within the app to supplement the goal-setting system.

# getting started

## developing style

As we developed our proposal, I went out and did some extensive mood boarding. I focused on finding strong examples of illustrations in the style we wanted to achieve, and looking for app layouts which incorporated illustration, because we knew we wanted to take a heavily illustrated approach.

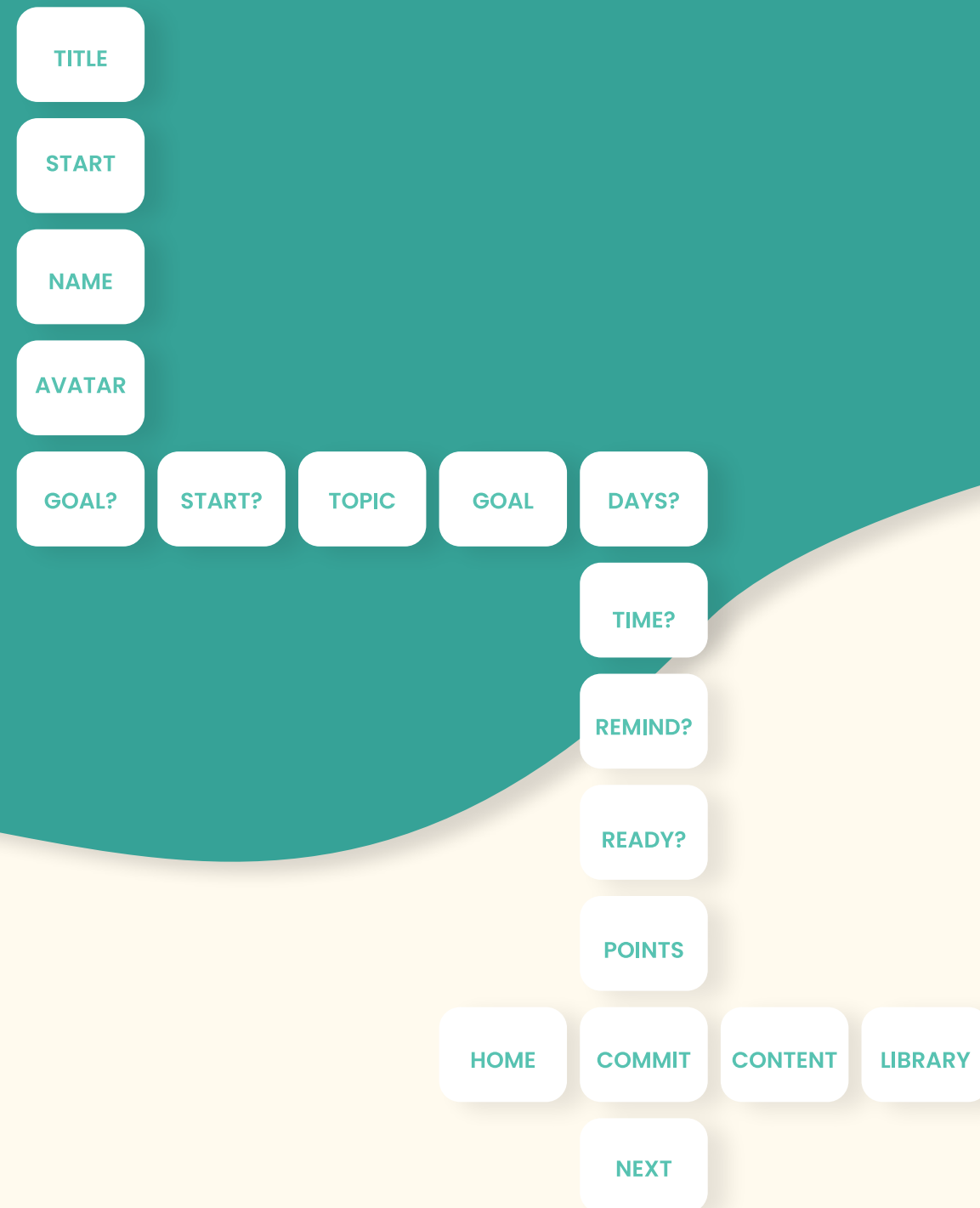
The target audience of the app evolved as a result of this explorative process. Initially we wanted to target men in their late 20s working a corporate job. While this audience could benefit from a goal setting app, I realized that the styles we wanted to achieve and the function we intended to build into the app appealed to a younger audience, so we shifted gears.



# user experience

## plotting the journey

A key part of developing the entire project was beginning with a user journey map. I was tasked with planning out the structure of the app. We talked extensively as a group about what we wanted users to achieve from using the app, and I synthesized that into a simple user flow chart, with labels for what the function of each screen would be. Creating this map helped us extract a list of every asset we needed to make in order to design a fully functional app.



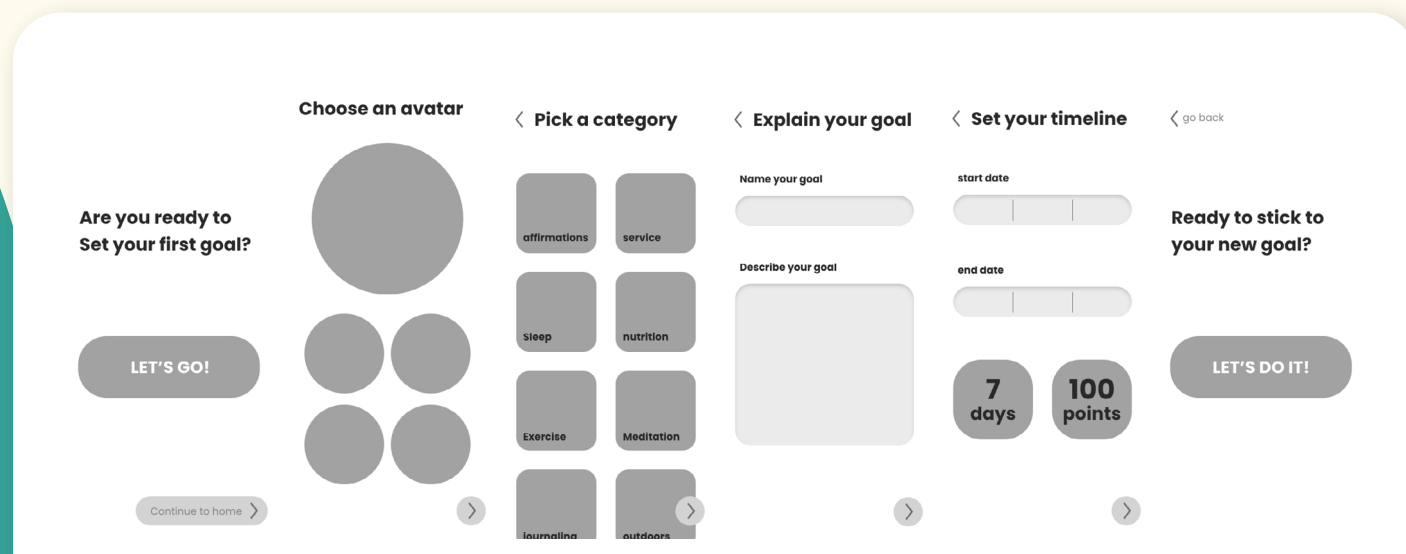
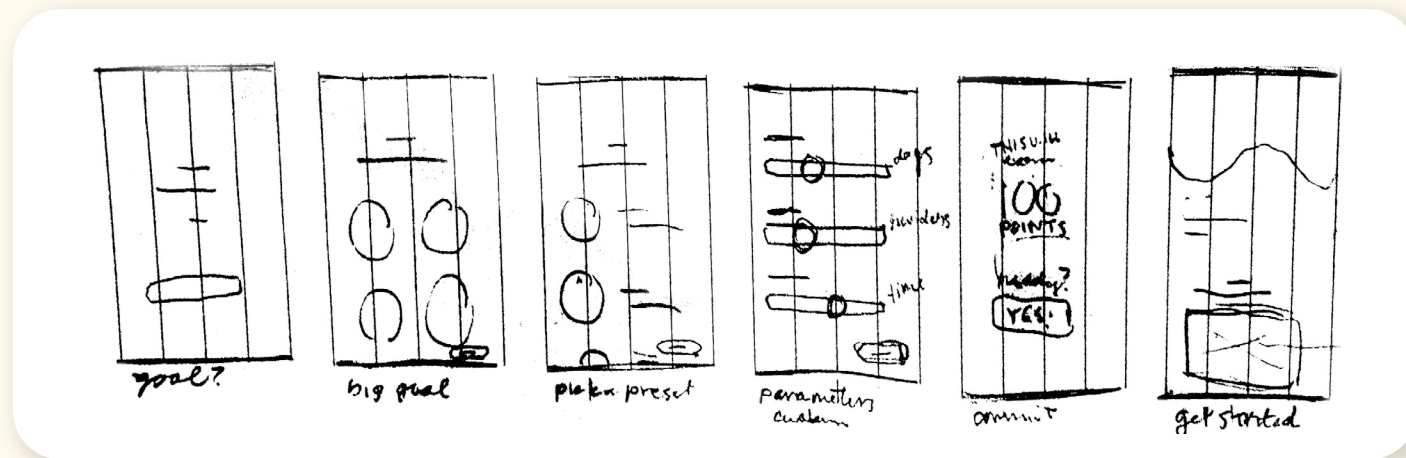


# user experience

## developing the journey

I took this map and began sketching out the structure of the app as a rough wireframe. I focused first on sketching the pillar pages of the app, which would then flow into other sections. These needed to be filled with information without being overcrowded, while many other pages were deliberately light on content.

A huge part of the app to consider was the journey when a user first opens the app. I developed a simple set-up flow for a first-time user, and another flow for returning users to complete a daily log. These were developed first after the pillar pages, because they set the stage for the user experience.

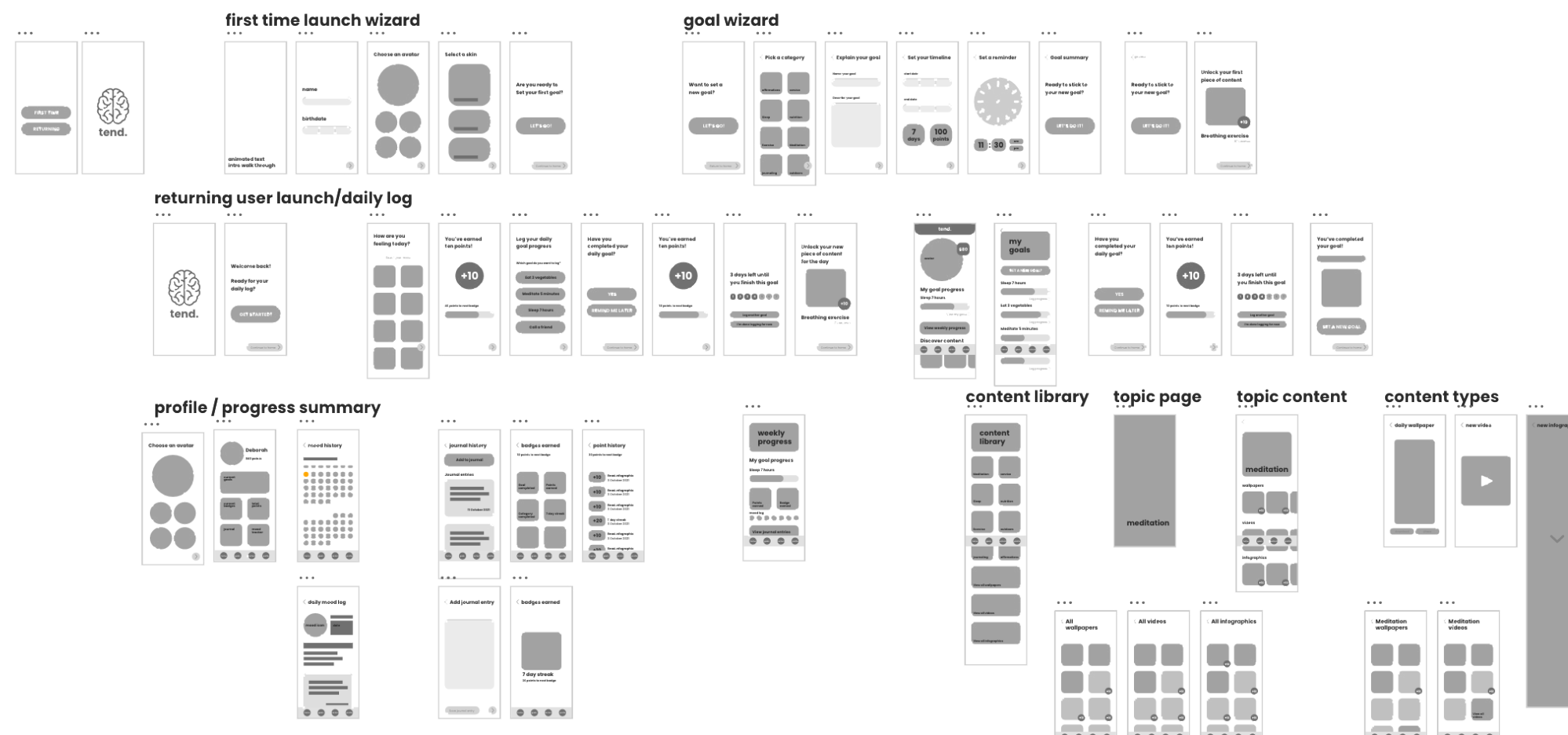


# user experience

## digitizing wireframes

After going through pages of sketches I had discovered several patterns which worked well, and had the composition of nearly every page planned out.

I transferred these wireframes into Adobe XD, paying attention to consistencies between screens so that as we refined things, we could move a lot faster. Because of the detailed planning that went in at the sketching stage, digitizing the app went quickly.

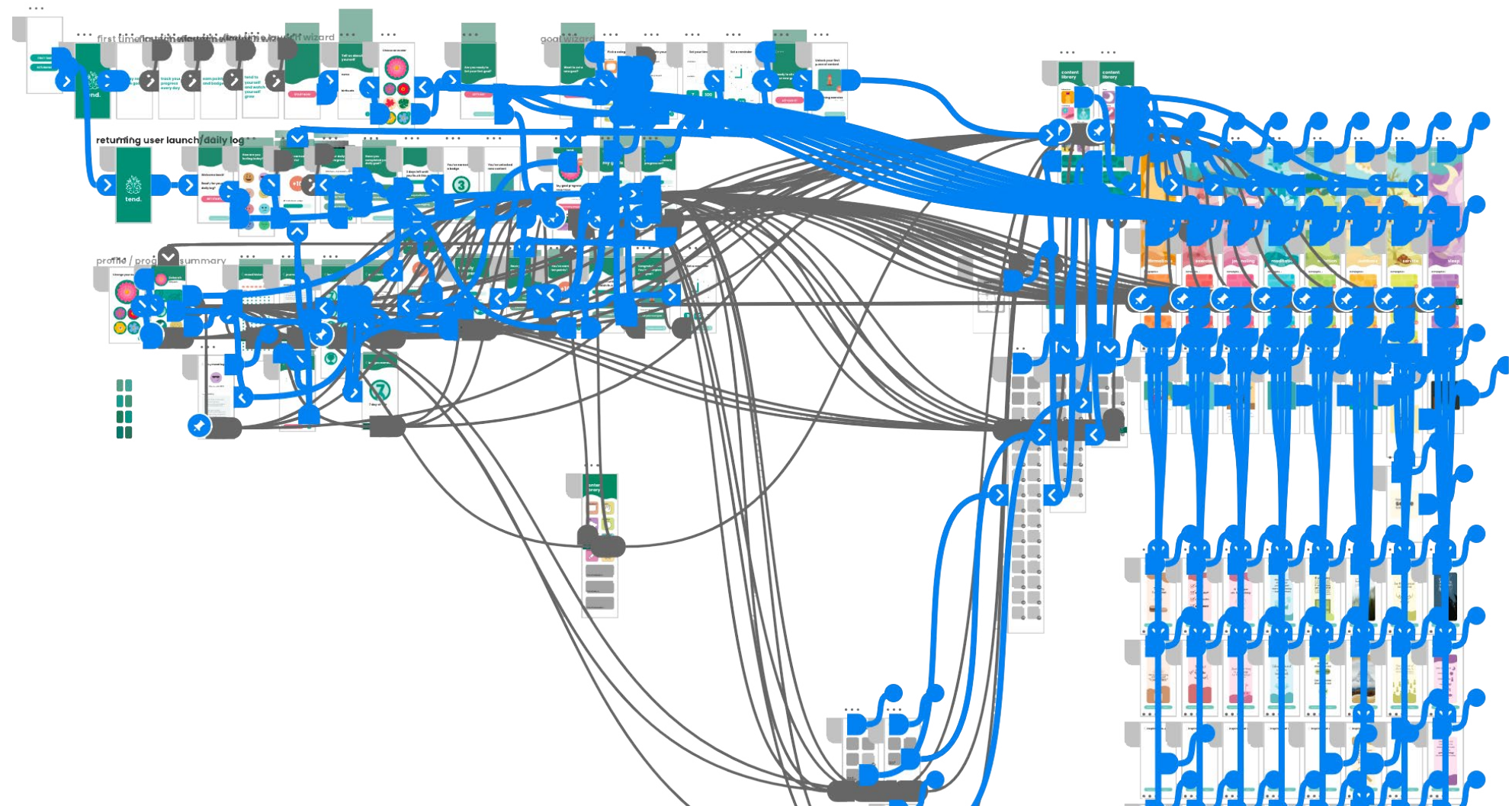


# user experience

## prototyping and testing

With a basic wireframe of boxes and labels, I prototyped the app together so pages would link to each other. The sooner this could happen the better, because it allowed for some basic user testing. I tested the app with a small group of users.

Some were given no direction and just explored. Others were asked to navigate to the journal section, find a meditation video, or set a new goal. This allowed me to see if the layout and structure was intuitive and made sense to users.



# developing style

## choosing illustrations

Simultaneous to developing the app, the illustration style was taking form. We verbally decided we wanted to do a paper cut-out style – but now we had to figure out what that meant. I attempted several options for illustrations, with variations to color, shadow depth, and texture. When we came together, we decided to run in the direction of the moon illustration with subtle shadows, multiple layers, and a simplified color palette.



final illustration by Juleen Mathias based on concept art by Deborah owen

# developing style

## exploring colors

Other designers were primarily tasked with developing the branding and illustration style for the app while I worked on the wireframe, but I was still heavily involved in the decision making processes. An initial color palette had been pinned down, so I began building out an app sequence in that color palette, in several styles. Some things were working well. Other things weren't.

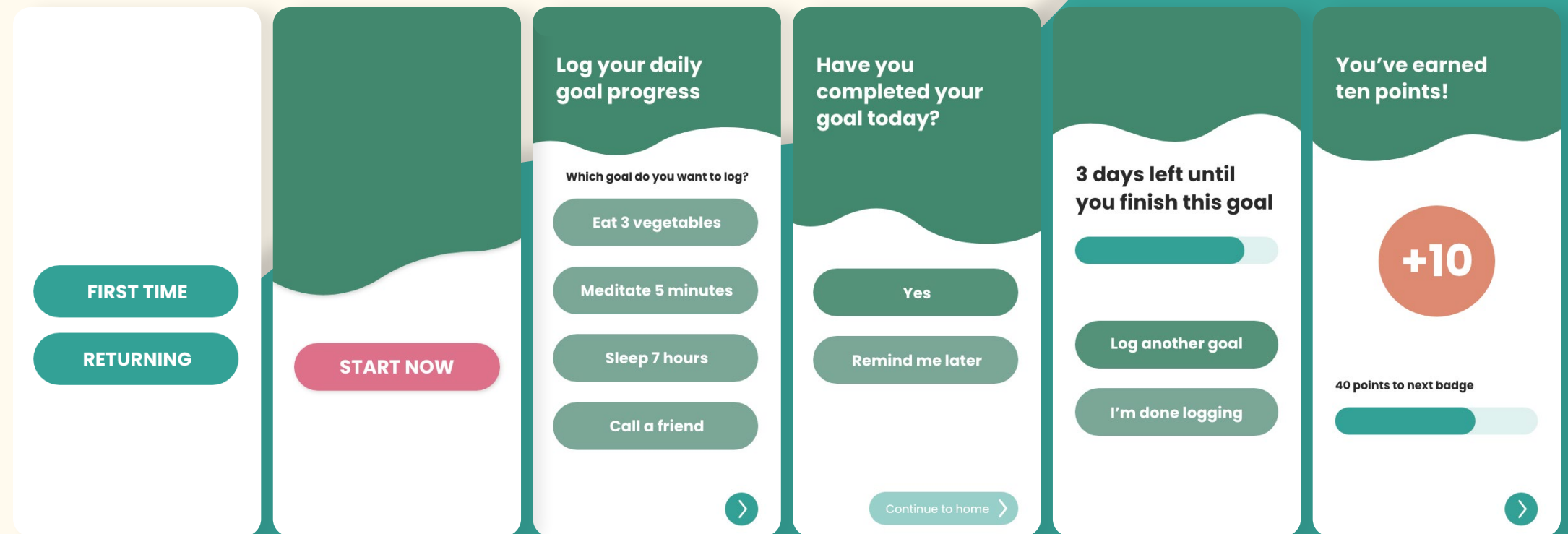
Seeing the color palette in a row of squares is an entirely different experience from seeing it applied to a product. The forest green paired with red and yellow looked good, but it didn't feel like something a young woman would be using.



# developing style

## refining colors

I proposed an alternate color palette, desaturating and lightening the green, and using a pinker red and orange. This still brought the vibrancy of the original colors, but introduced a more calming and feminine effect. It worked well when applied to the app, and would tie in well with the illustrations. So we ran with it.



# developing style

## systemizing colors

A second color challenge we ran into came as we began developing our 8 topics. We knew we needed to find a way to distinguish each topic quickly and simply. The fastest way to create that distinction is through a color system. I proposed a color-code system, where each color had some association with the topic, and the hue would pair well with the base green color.

The concern arose that this would create too much visual conflict because of how bright everything was. I revised the color palette, this time greatly desaturating the colors so they wouldn't feel like

- Meditation**
- Sleep**
- Exercise**
- Outdoors**
- Service**
- Nutrition**
- Affirmations**
- Journaling**



they're competing for attention. I created swatches in a range of values for each color, so illustrators could pull in darker or lighter colors and keep their designs looking cohesive across the board.

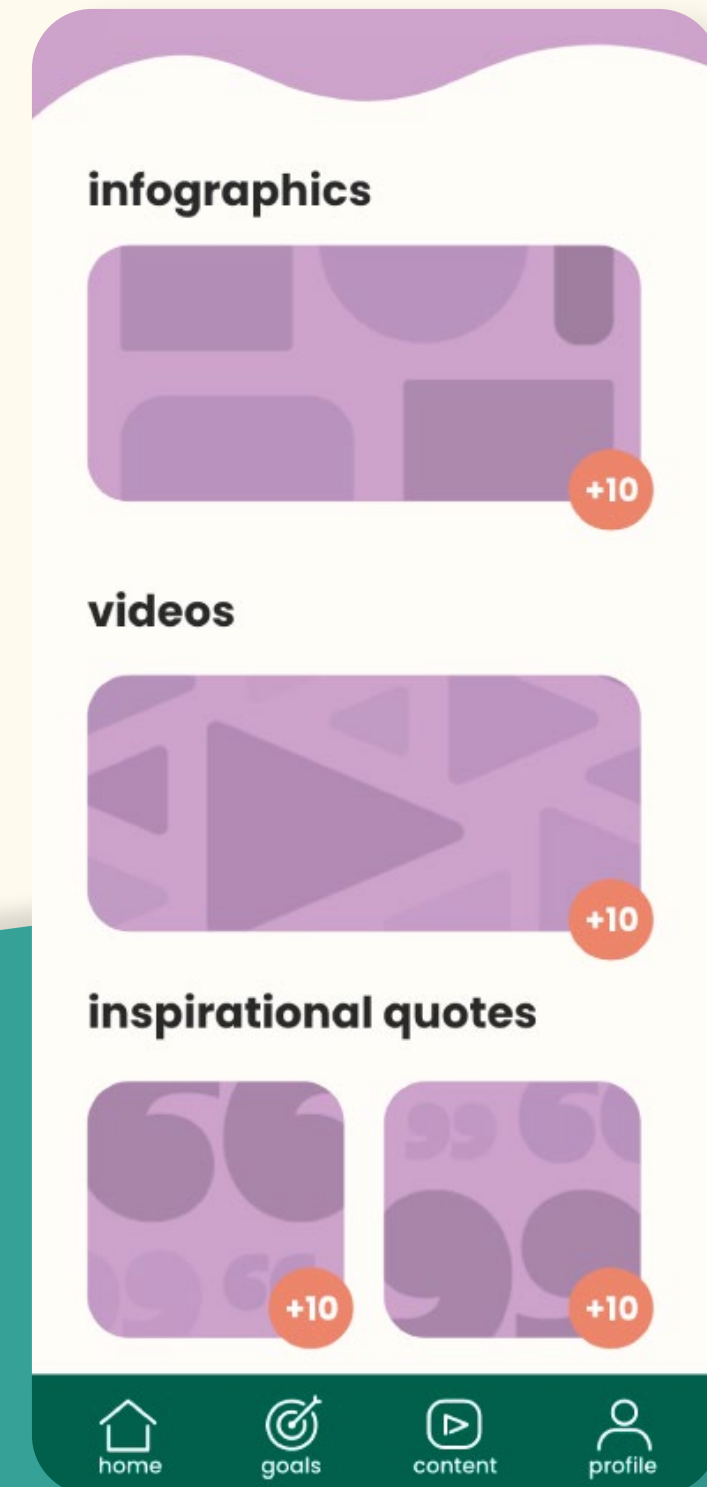


# iconography

## navigation

A key part of this organization system within the app was the iconography. Navigation is a crucial part of experiencing an app. I crafted a navigation menu with four simple icons that would take people to the pillar pages of the app. Each icon is made of simple lines and is displayed at a small size, but clearly visualizes the section it links to.

Another element of navigating the app and tying things together was creating thumbnails for the different types of content. I needed to create something a user could look at and know what type of content they were going to find after tapping. So I made a simple pattern for each of the three types of content and then applied each topic color.



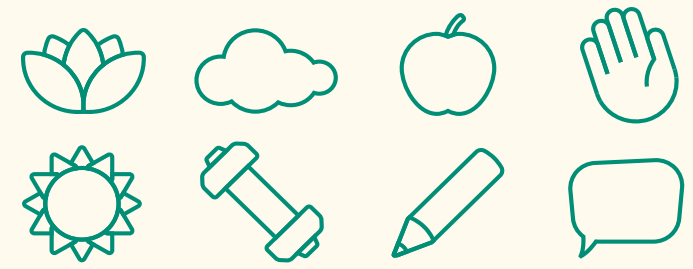


# iconography

## symbolizing topics

Each of the 8 topics in the app needed icon thumbnails. We use symbols to identify things and can recognize them faster than words. So we needed to find a way to teach this symbol system to a new user through repetition, and included icons that imbued symbolism that the user could recognize and quickly associate with that topic.

Some topics had simple symbols associated with them already that made a lot of sense to use right away. Others had a lot to choose from, and others were more abstract and required deeper thinking. I created an initial collection of icons, then sought out feedback. They were working alright, but needed to be simplified.

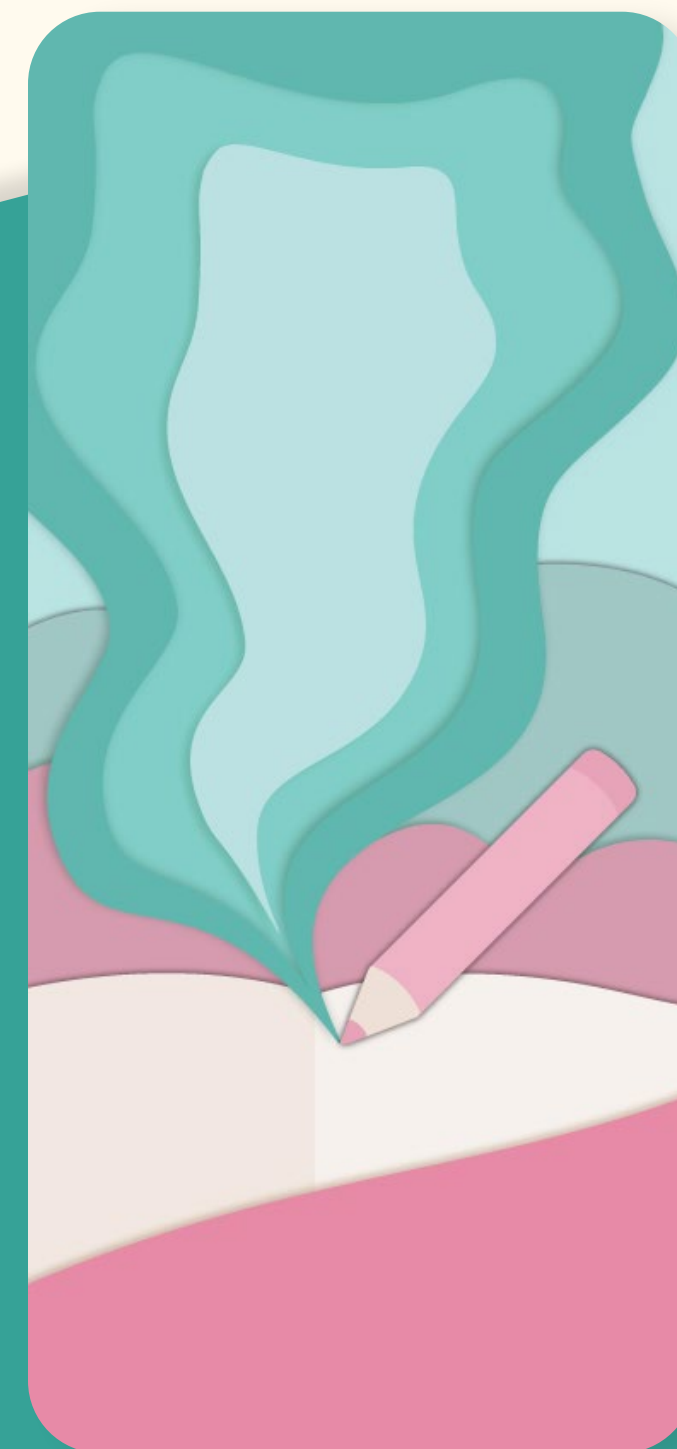


# illustrations

## following rules

Another team member was primarily responsible for the full-screen illustrations for each topic. We worked closely with each other in discussing the illustration style while she did the bulk of execution. I was brought in to create two illustrations, for the journaling and nutrition topics. She had developed a strong style but her attempts at these illustrations weren't meeting that style.

I created these illustrations following the rules we laid out, using the same sky blue color, using between 7-10 layers, and adding shadows that made it look like they were cut out on top of each other. I also made minor revisions to other illustrations, creating the character design for the meditation graphic.



# illustrations

## tying it together

As the illustrations progressed, we recognized that there would be value in tying them together with the icons. In some cases, the icons changed to include an element from the illustration. In other cases, the illustrations changed to include the icon.

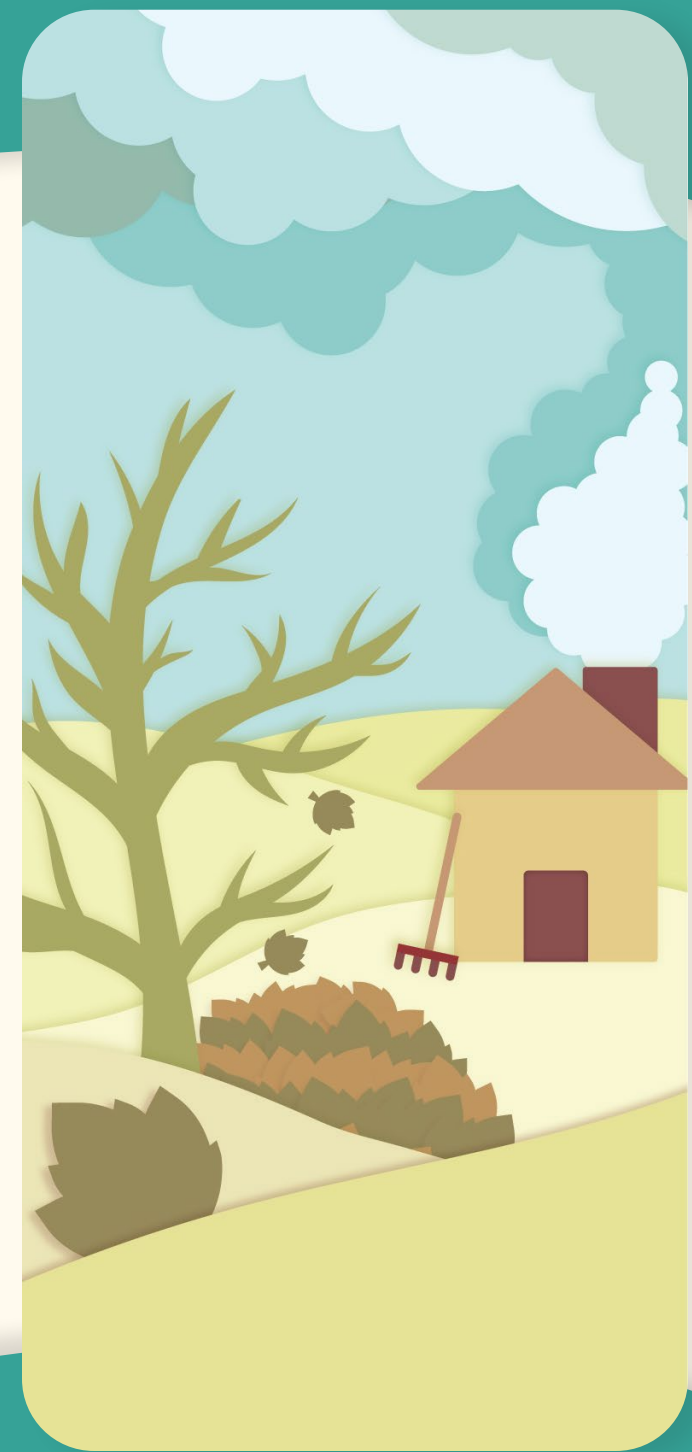
As we were finalizing the illustrations, I made final revisions to make sure every illustration and icon was tied together. This included changing both the icon and illustration for the service topic by changing the icon to a leaf, then incorporating that leaf shape into the illustration.

This, along with the color system, communicated the connection to the user and created an improved experience.

**BEFORE**



**AFTER**



# refining the app

## adding details

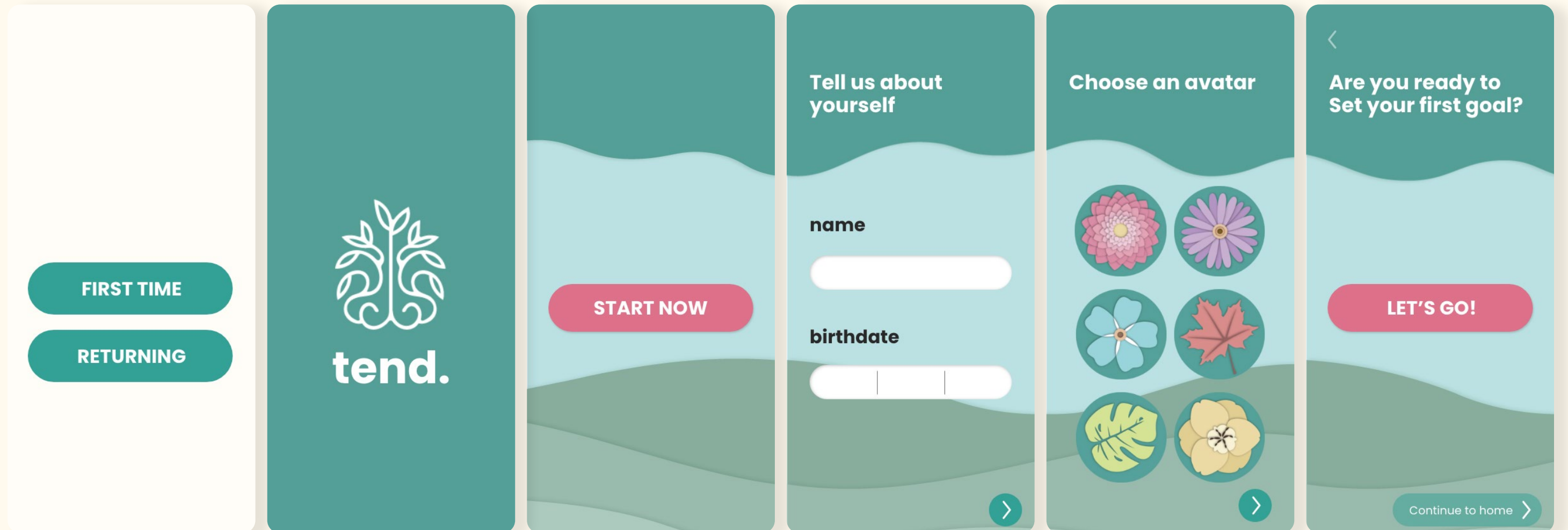
In order to tie the app in better with the illustrations, I applied drop shadows consistently to buttons and introduced a seamless wave across the app. Originally each page had a green wave on the top, but after considering the user experience it made sense to make it flow seamlessly from one screen to the next. This small but intentional decision helped elevate the app design.

At the same time, I decided to add in a seamless background to the launch flow.

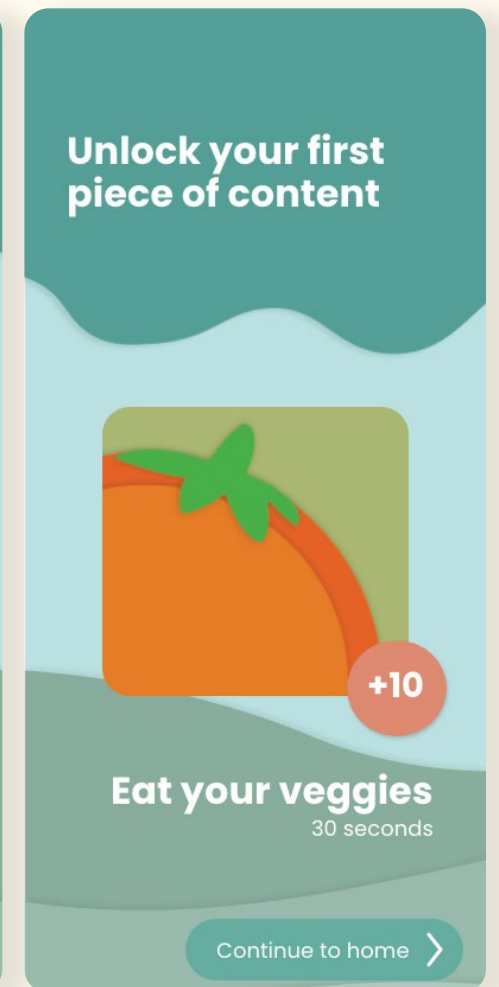
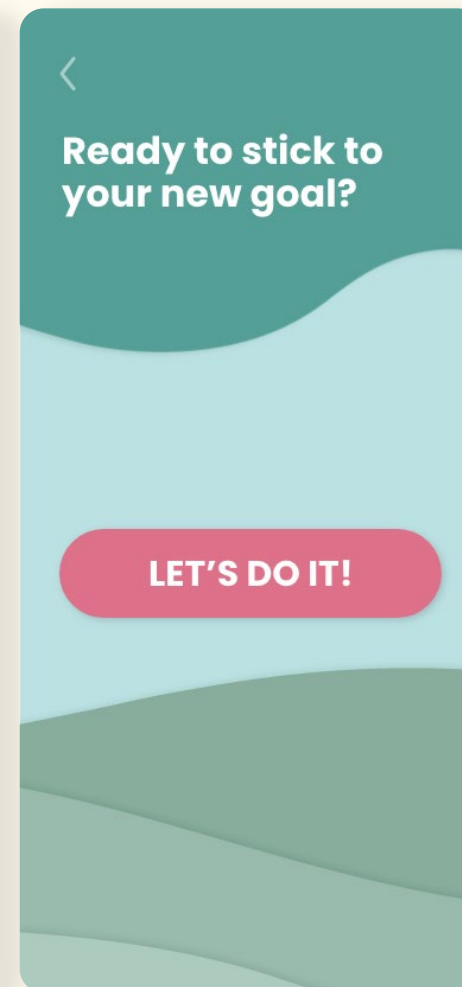
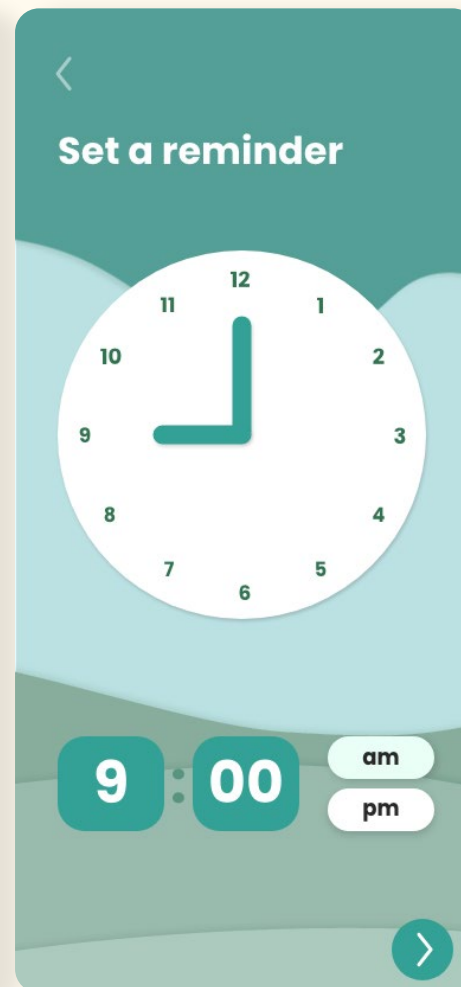
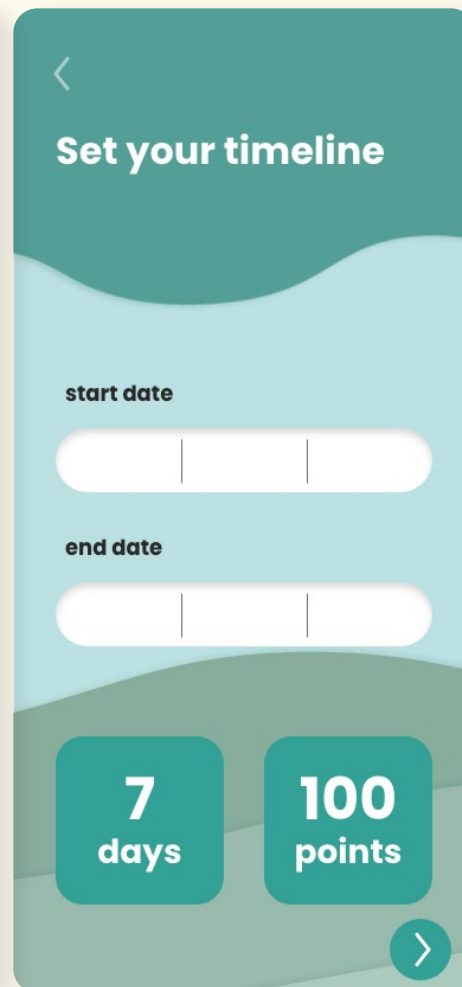
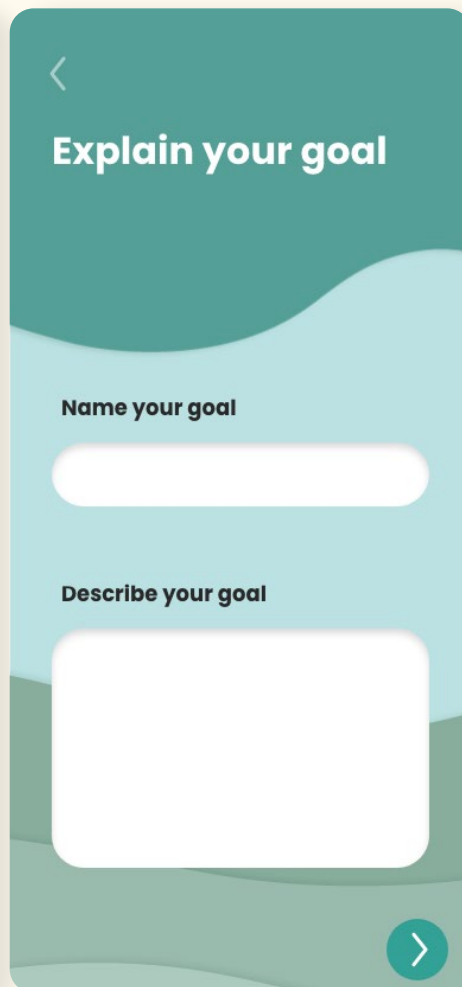
While most of the app uses an off-white background, this would have a sky and ground similar to what's found in several illustrations. Adding these illustrated elements created a more immersive launch experience.



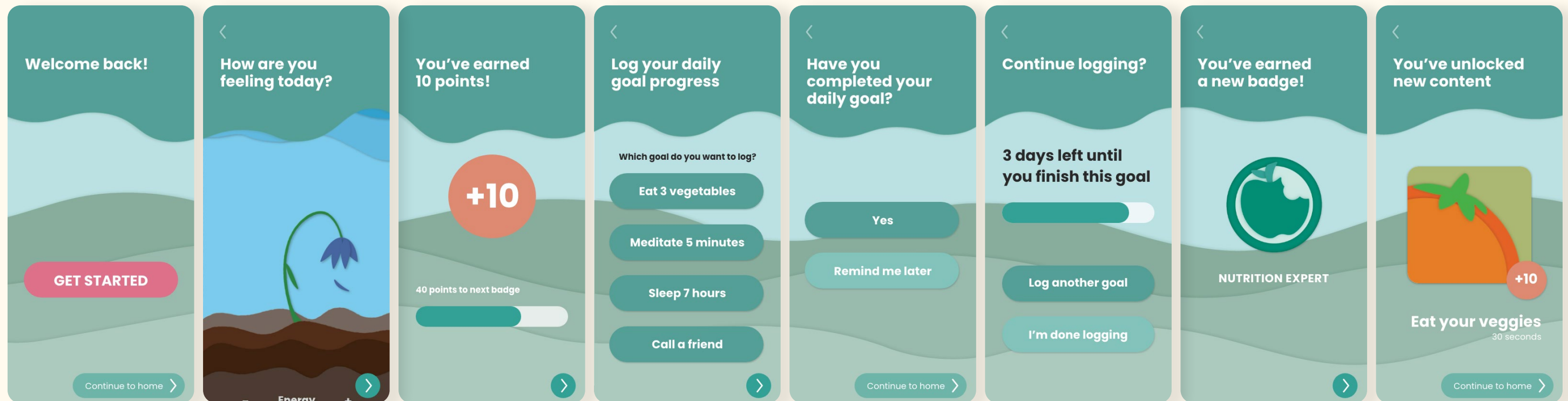
# first time user flow



# goal setting flow



# returning user flow



# pillar pages

680

## My goal progress

Sleep 7 hours

View my goals >

View weekly progress

### Discover content

home goals content profile

## my goals

Sleep 7 hours

Log progress >

Eat 3 vegetables

Log progress >

Meditate 5 minutes

Log progress >

Call a friend

home goals content profile

## content library

Sleep Exercise

Journaling Meditation

Nutrition Outdoors

home goals content profile

Abigail

840 points

view goals

100 points

home goals content profile

## weekly overview

mood log

S M T W T F S

Energy

goal log

Sleep 7 hours

Eat 3 vegetables

Meditate 5 minutes

Call a friend

points badges

home goals content profile

## journaling

infographics

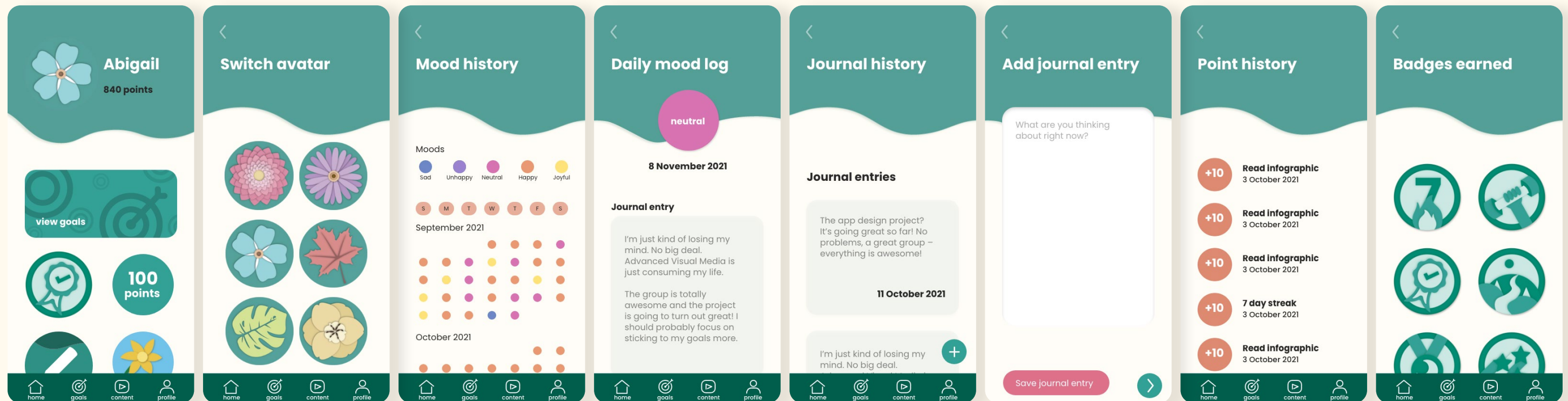
+10

videos

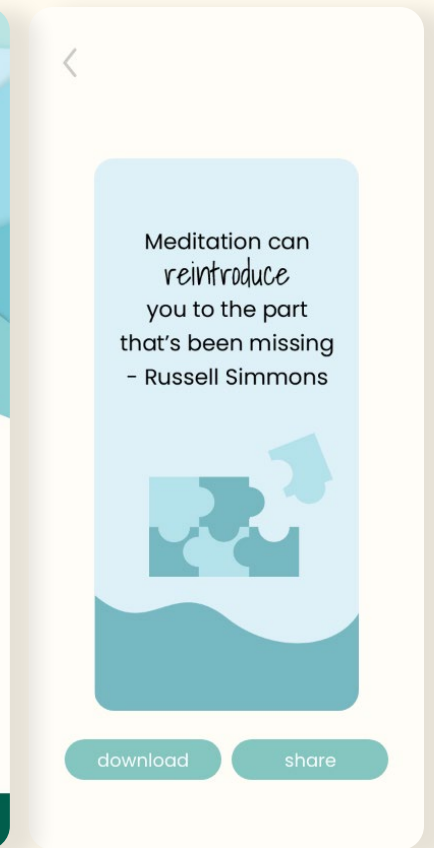
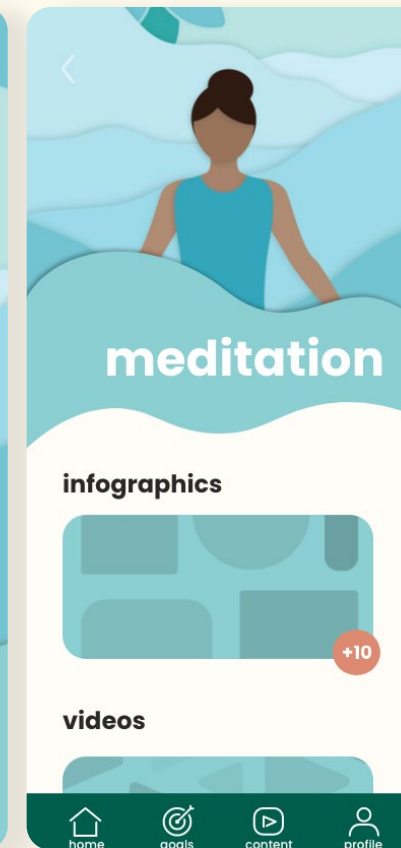
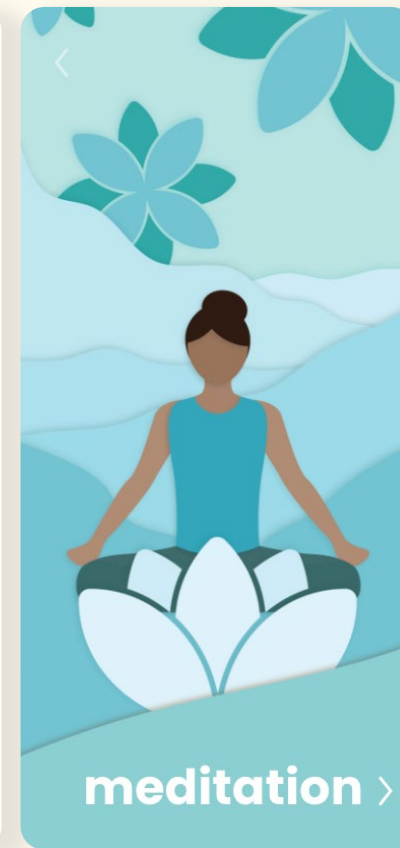
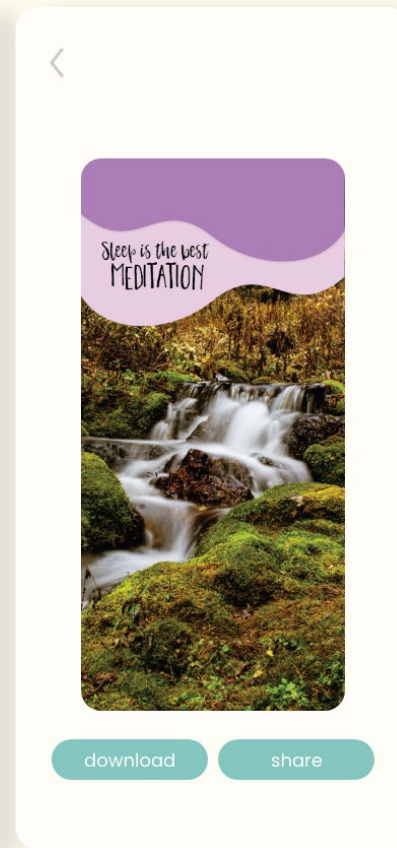
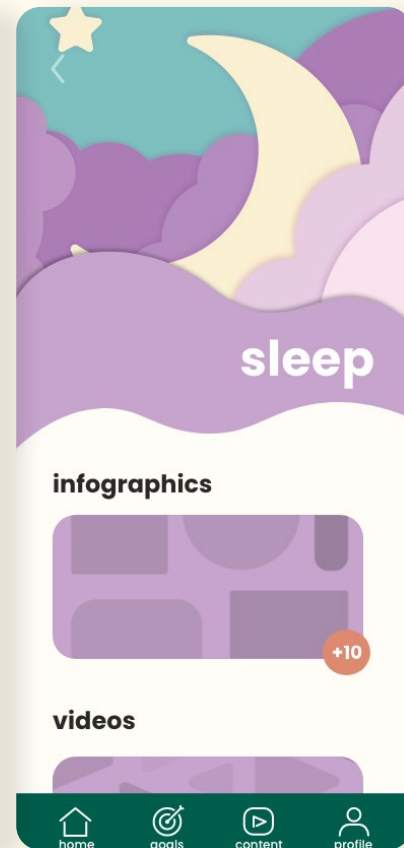
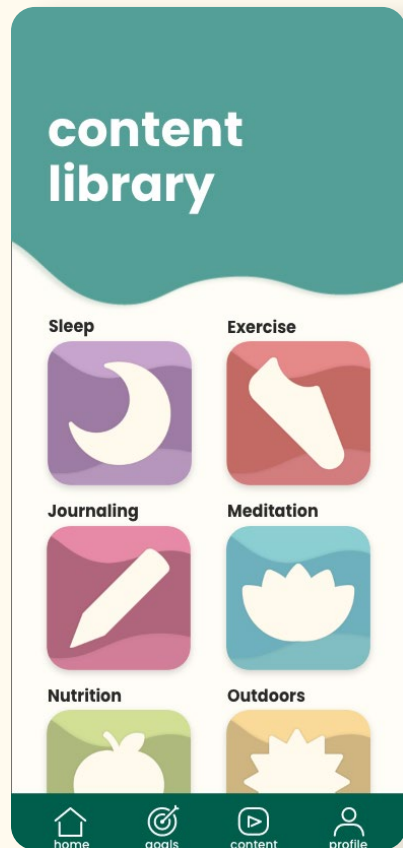
home goals content profile



# profile pages



# content pages





weekly overview

mood log

goal log

sleep

nutrition

infographics

videos

Log your daily goal progress

Abigail  
840 points

view goals

Mood history

sleep

infographics

videos

NUTRITION EXPERT

You've earned 10 points!

THIS or THAT

You've unlocked new content

positive affirmations

Eat your vegetables

View the full app at

# takeaways

## a complex journey

One of the big ironies of this project is that while we worked to craft a fairly linear user journey for our audience, the process of creating this app was definitively non-linear. There were so many moving parts, and so many things happening concurrently with each other.

Design decisions needed to happen at so many checkpoints, and decisions in one lane would then carry over and impact other lanes. Managing this complex project was no easy feat, but because of the hard working, creative minds involved it was ultimately successful.

Throughout the project I was repeatedly asking myself how a user would respond to the design. Does the layout or system make sense? Is it easy to use? Will the user understand what we're asking them to do? These are factors that don't always come into play in other areas of design. But learning to ask these questions has shaped how I approach design across the board.

User experience design is ultimately just good design. The key distinction between art and design is that design is intended to communicate a clear message. User experience design just takes that idea a step further by placing that design into a tangible product that a user will see, touch, and experience.

### Get in touch!

[deborahjowen@gmail.com](mailto:deborahjowen@gmail.com)

253.278.0509