

Behind the scenes of



Process Overview

Project brief	01
Target audience	02
Story	03
Deriving pain points	04
Identifying opportunities	05
Defining the purpose	06
App objectives	07
Flow diagrams	08-13
Wireframes	14-19
Usability testing	20-26
Visual system	
• Logo	27-28
• App icon	29
• Character	30
• Colors	31
• Foundation	32
• Components	33
App design	34-40
Prototyping	41

Project Brief

The objective was to **develop an app concept that addresses a problem from my life**, by drawing out multiple pain points and turning them into opportunities for an experience to solve. The app then needed to be designed and prototyped for proof of concept.

Objectives:

- **Identify pain points** that can be solved by a mobile application, but haven't already been solved before.
- **Craft a linear user experience** that strategically and empathetically solves each pain point
- **Brand and design the application** in a cohesive and appropriate manner

Deliverables:

App concept
Visual design system
App design
Prototype

Target Audience

I developed a user persona, that was loosely based on me, of a woman named **April who loves the environment and wants to live sustainably** for the sake of the planet, but is demotivated by a number of external factors.



April Bloom

- 👔 Lawyer
- 📍 Chicago
- 🏠 Apartment

April is a young professional, who lives alone in an apartment in Chicago. She also loves fashion, makeup and cooking, although she rarely finds the time to cook.

As a lover of animals April saddened by the plight of endangered species. Every morning, she resolves to change her life and live sustainably. However, with her work timings, long commutes, undying loyalty to her favorite brands, and her love for shopping, she doesn't know how to even begin her journey and dismisses the whole idea for being too much work.

Story

I then wrote out the story of **a day in April's life**, in order to identify how this problem manifests throughout her daily experiences. The highlighted phrases harken back to her **inability to stay committed to living sustainably**.

I wake up to the soft chime of my alarm, and glance at my phone. The notifications pull me in and I begin scrolling through Instagram, yawning and stretching, still in bed. Amidst someone's travel pictures, another's workout reels and the usual tired barrage of wedding and baby photos, I see a post about Lonesome George – the very last tortoise of his kind in the Galapagos Islands. Reading his story breaks my heart and brings tears to my eyes just thinking about the lonely existence of the last animal of a species. I read on to find that the Galapagos tortoises went extinct because of plastic waste and human interference in their habitats. **I start to feel guilty, knowing there's a lot I can do to help the planet but just don't because it's such an effort.**

As I get ready for work, I'm suddenly hyper-aware of everything I'm doing and keep thinking back to Lonesome George. **As I'm putting on my makeup I think – "Is this an ethical brand?" As I go to my fridge to forage for breakfast – "Yikes, that's a lot of plastic packaging". And as I grab my car keys – "I should walk, but who has the time for that". Ashamed, I promise myself that today's the day I'll make a change and I look around for something I could do. I grab my reusable water bottle, mentally patting myself on the back for this small victory, and head out the door.**

On the way to work, I drive through Starbucks as usual to pick up my latte. I cannot handle my colleagues without a hit of caffeine. **I take my first sip, relishing the warmth and bittersweetness, and as I set it down in the cupholder, I look at the cup with remorse. More plastic, I shouldn't have.** After back-to-back meetings, I take my lunch break in the pantry with a colleague. I eat my sandwich and then with my newfound dedication to the planet, I carefully assess the three bins and throw out the box in the right one. Meanwhile, my colleague absent-mindedly tosses a styrofoam cup in the wrong bin as she regales with me her work woes. **Frustration and disappointment bubble up, leaving me feeling isolated in my efforts. What's the point of doing the right thing when no one else cares?**

As I set out to drive back home, I realize it's going to be a while and so I call my sister from the car. We talk about everything from our day to the Theranos scandal. Along the way, we touch upon the environmental crisis since it was weighing on my mind. I tell her about my resolution and she retorts that it won't even last a week. Indignant, I argue with her and dig my heels in, but secretly I know she's probably right because **I do have a hard time sticking to new habits.** "I'll show her!", I think to myself as I walk into my house and turn all the lights on. **I pause for a moment, and then turn some of them off and wish she could've just witnessed my moment of mindful behavior.**

Exhausted from a long day, I'm too tired to cook so I think about ordering in. I immediately imagine all the single-use plastic that would entail and my mind goes back to poor Lonesome George again. **No, I'll cook instead and somewhere on some island far away, a tortoise might thank me. Well, I can only hope that my little actions actually have a real impact.**

Deriving pain points

The highlighted **excerpts from the story were then examined closely** and emphatically to identify April's underlying pain points. This process led me to **four main pain points** that I would try to tackle through my solution.

As I'm putting on my makeup I think – "Is this an ethical brand?" As I go to my fridge to forage for breakfast – "Yikes, that's a lot of plastic packaging". And as I grab my car keys – "I should walk, but who has the time for that".

Ashamed, I promise myself that today's the day I'll make a change and I look around for something I could do.

I take my first sip, relishing the warmth and bittersweetness, and as I set it down in the cupholder, I look at the cup with remorse. More plastic, I really shouldn't have.

No, I'll cook instead and somewhere on some island far away, a tortoise might thank me. Well, I can only hope that my little actions actually have a real impact.

I grab my reusable water bottle, mentally patting myself on the back for this small victory, and head out the door.

I wish she could've just witnessed my moment of mindful behavior.

Frustration and disappointment bubble up, leaving me feeling isolated in my efforts. What is the point of doing the right thing when no one else cares?

I want to live sustainably but it's too much effort and I don't know where to start.

I want to make the right choices, but in the moment I either forget or realize I'm not prepared.

It's hard to stay accountable in my quest for sustainability when I can't see the results.

I feel proud when I do the right thing, and would like to inspire others to do the same.

Identifying opportunities

By further empathising with April, I was able to **derive her emotions during each of the four pain points**, thereby arriving at opportunity areas to help her live a sustainable life. These **opportunities would help to define the purpose of the application**, elaborate its brag points, and more clearly and inform product features.

PAIN POINT 1

I want to live sustainably but it's too much effort and I don't know where to start.

EMOTION

Confused about how to begin a sustainable life and overwhelmed by the perceived effort.

OPPORTUNITY

Suggest habits to users that are easy to incorporate into their existing lifestyle.

PAIN POINT 2

I want to make the right choices, but in the moment I either forget or realize I'm not prepared.

EMOTION

Disappointed when she misses a chance to make the sustainable choice

OPPORTUNITY

Remind users to act or be prepared to act sustainably in their daily lives.

PAIN POINT 3

It's hard to stay accountable in my quest for sustainability when I can't see the results.

EMOTION

Helpless, demotivated not knowing if her efforts are creating an impact.

OPPORTUNITY

Encourage users to track habits and show them tangible impact when they achieve their goals.

PAIN POINT 4

I feel proud when I do the right thing, and would like to inspire others to do the same.

EMOTION

Proud about even small wins, but frustrated when others don't do their part.

OPPORTUNITY

Help users share their progress with their community, to motivate and inspire them.

Defining the purpose

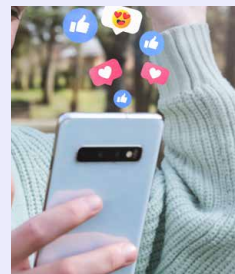
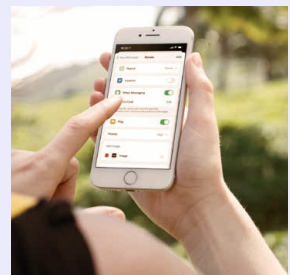
Having clearly defined the problems and opportunities, I drafted a purpose statement for the application ensuring all aspects were covered:

- **Suggest habits** to users that are easy to incorporate into their lifestyle
- **Remind users to act** or be prepared to act sustainably in their daily lives.
- **Encourage users to track habits** and show them tangible impact when they achieve their goals.
- **Help users share their progress** with their community, to motivate and inspire them.

Habitat is designed to empower you to live a more sustainable and eco-conscious lifestyle in the easiest way possible, create a real impact and be part of a like-minded community.

The app analyses your daily routine, from commuting to eating, and offers personalised eco-friendly habit suggestions that seamlessly fit into your daily life. Track your activity for your new habits to reach goals and make a real difference to the planet.

Habitat is more than just an app; it is also a supportive eco-conscious community. By connecting with others who share the same vision, you can share your impact and inspire change.



App objectives

From the purpose statement, I **crystallised these four objectives** for the app, each coming directly from a pain point and phrased as **offerings to the user**.



Make your everyday eco-friendly

We'll give you easy habits to fit sustainability into your lifestyle.



Never miss a chance to help the planet

Get reminders at the right time and place to stay on top of your habits.



See your actions impact the environment

Track your activity, achieve your goals, and make a real difference.



Share your green victories, inspire others!

Celebrate your successes with your community and motivate them

Flow Diagrams

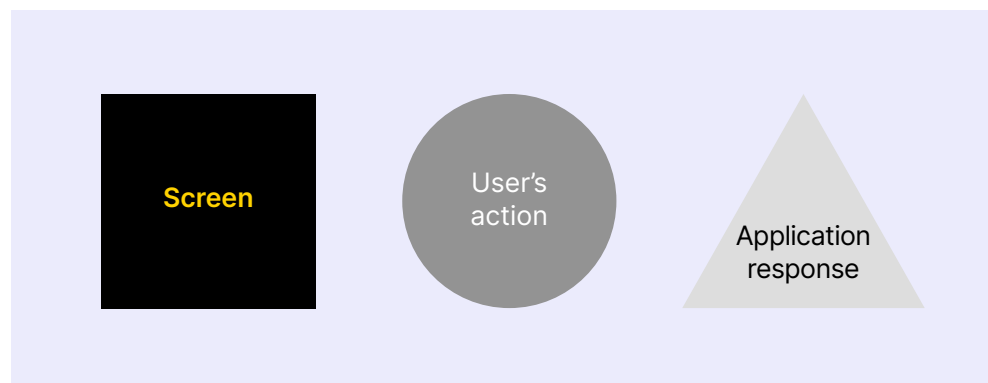
The **four objectives were turned into four flows** that would enable a user to begin and maintain an eco-friendly way of life. With an initial sign-up process, this helped me **lay out the plan for the user's journey** through the app.

FLOWS

1. Sign-up
2. Habit suggestions
3. Setting reminders
4. Tracking & impact
5. Sharing progress

The diagrams elaborated the screens, user's actions, and application responses for each of the five flows.

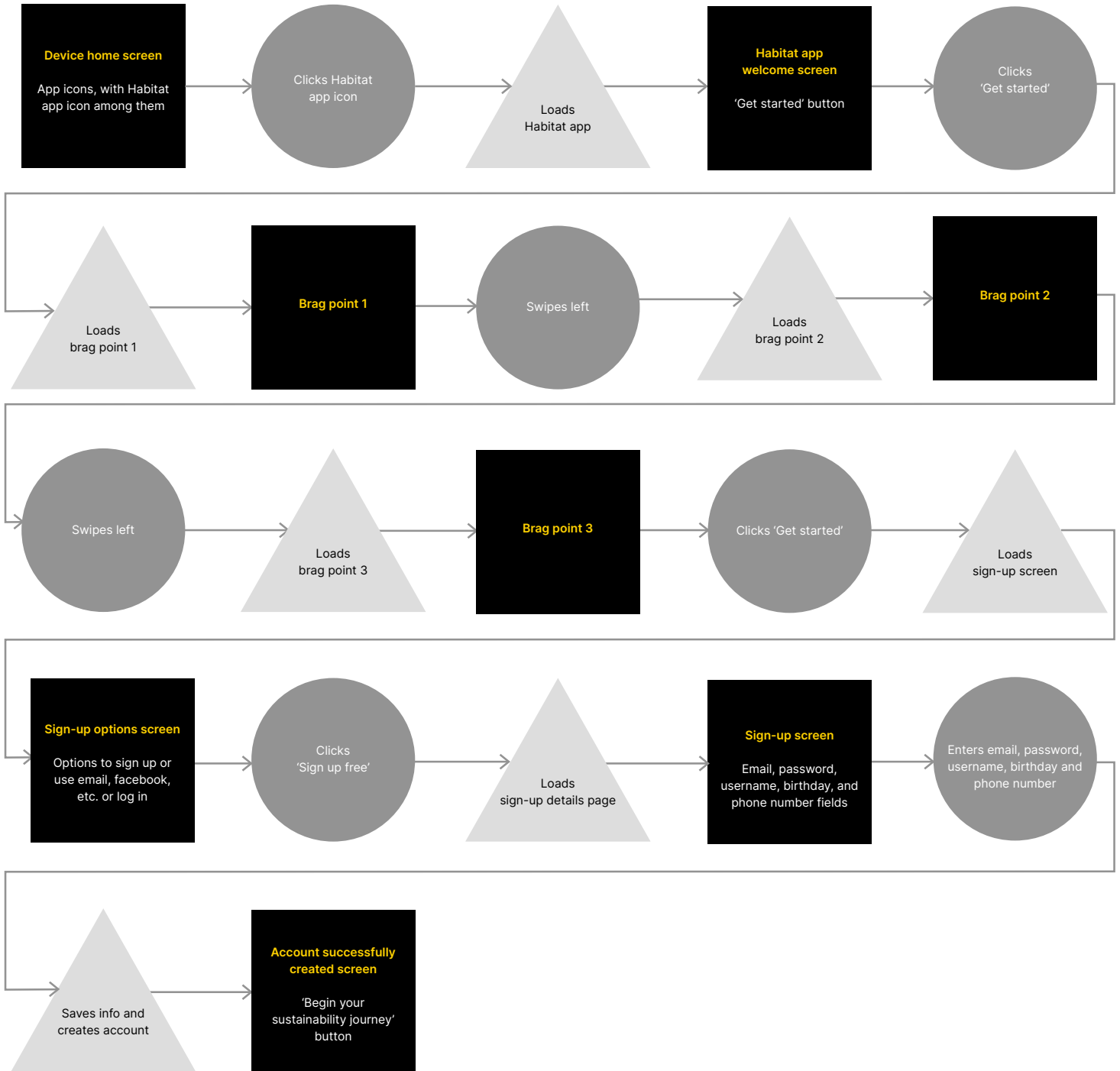
LEGEND



FLOW 1

SIGN-UP

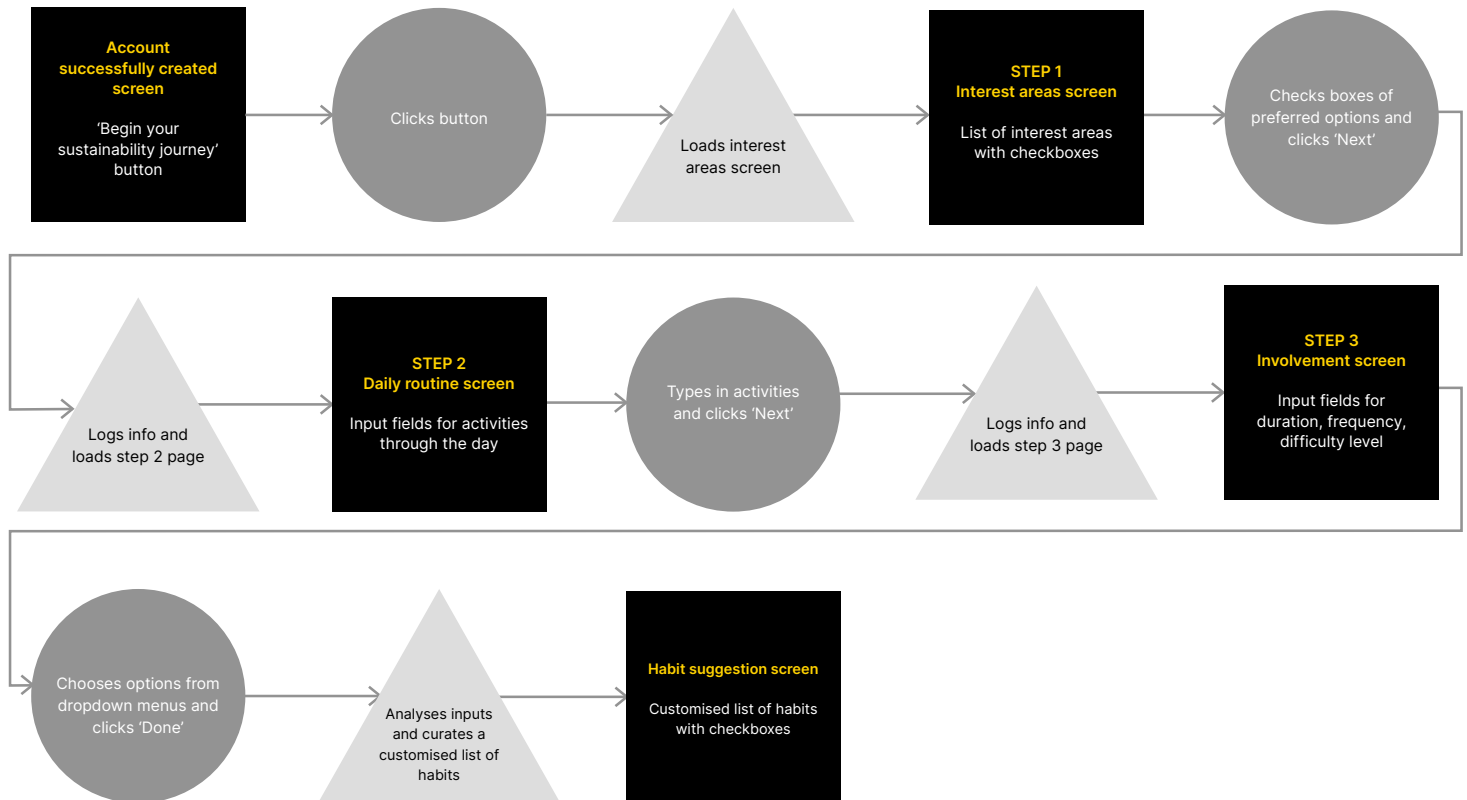
Users are **welcomed with a short walkthrough** of what they will gain from the app, followed by a standard sign-up process that allows them to create an account.



FLOW 2

HABIT SUGGESTIONStt

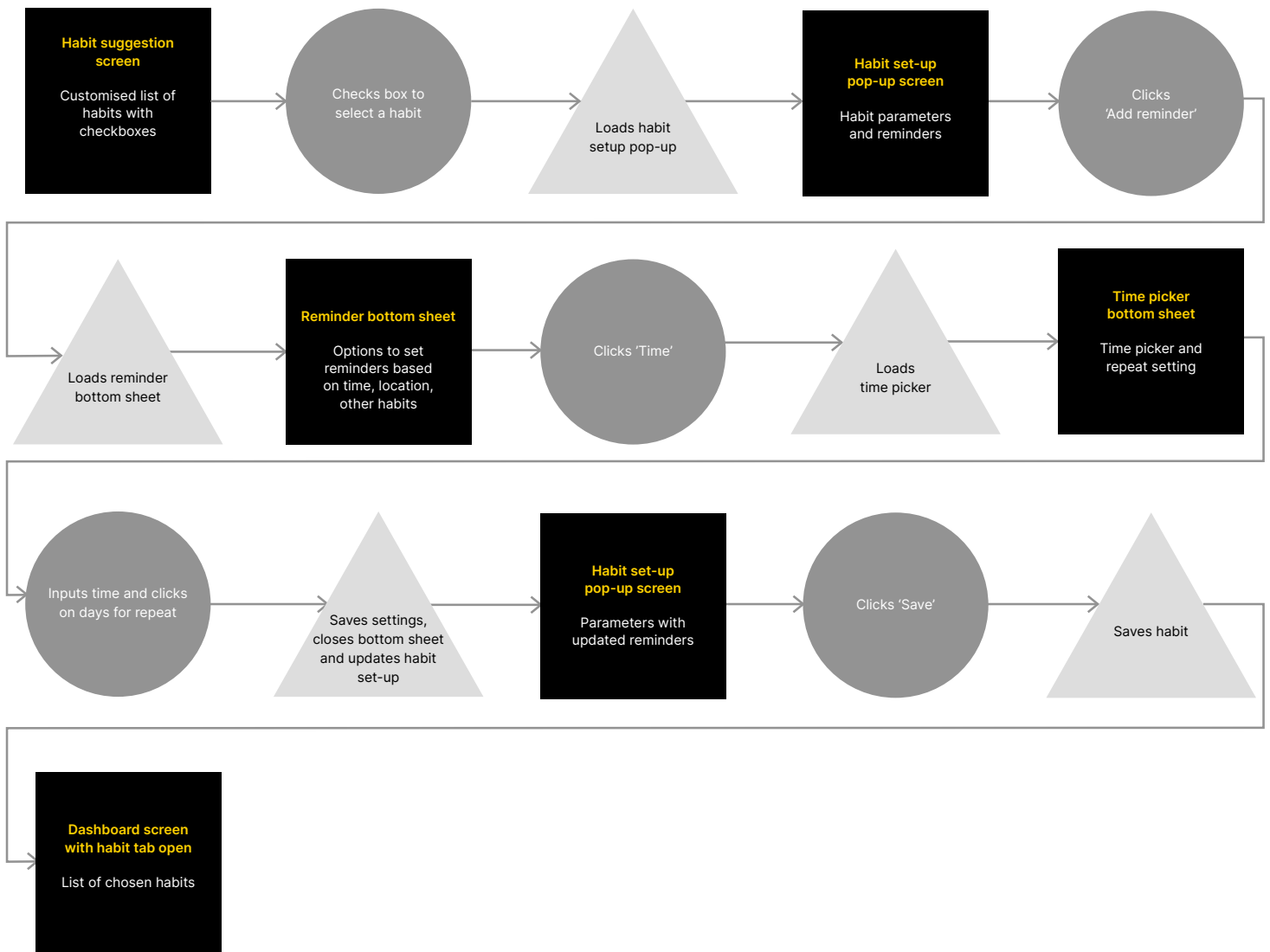
The user is taken through **3 steps of onboarding wherein they choose the things they care about, enter their daily routine and the amount of effort** they are willing to put in. The app then analyses their inputs and suggests a personalised list of sustainable habits for them to choose from.



FLOW 3

SETTING REMINDERS

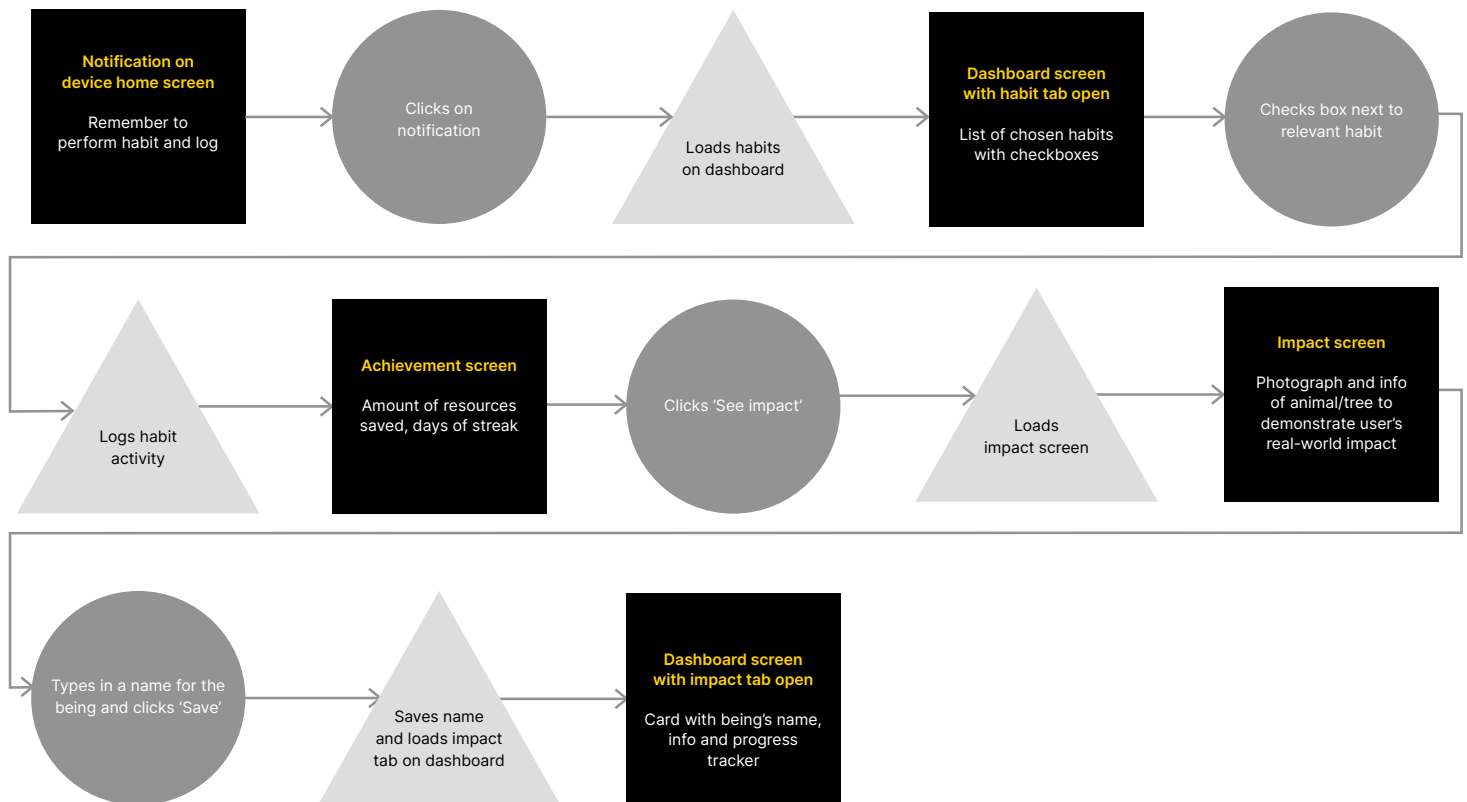
The user can **choose the habits they want to take on** from the list curated for them, and then **set reminders** based on time, location or link to other habits. The app then sets up a dashboard for the user with all their habits in one place.



FLOW 4

TRACKING AND IMPACT

The user gets a notification as per their reminder settings, which they can click on to see their dashboard and **log their activity** for the day. The app then celebrates their achievements and **shows them their real-world impact** which they can save to their dashboard under 'impact'.



FLOW 5

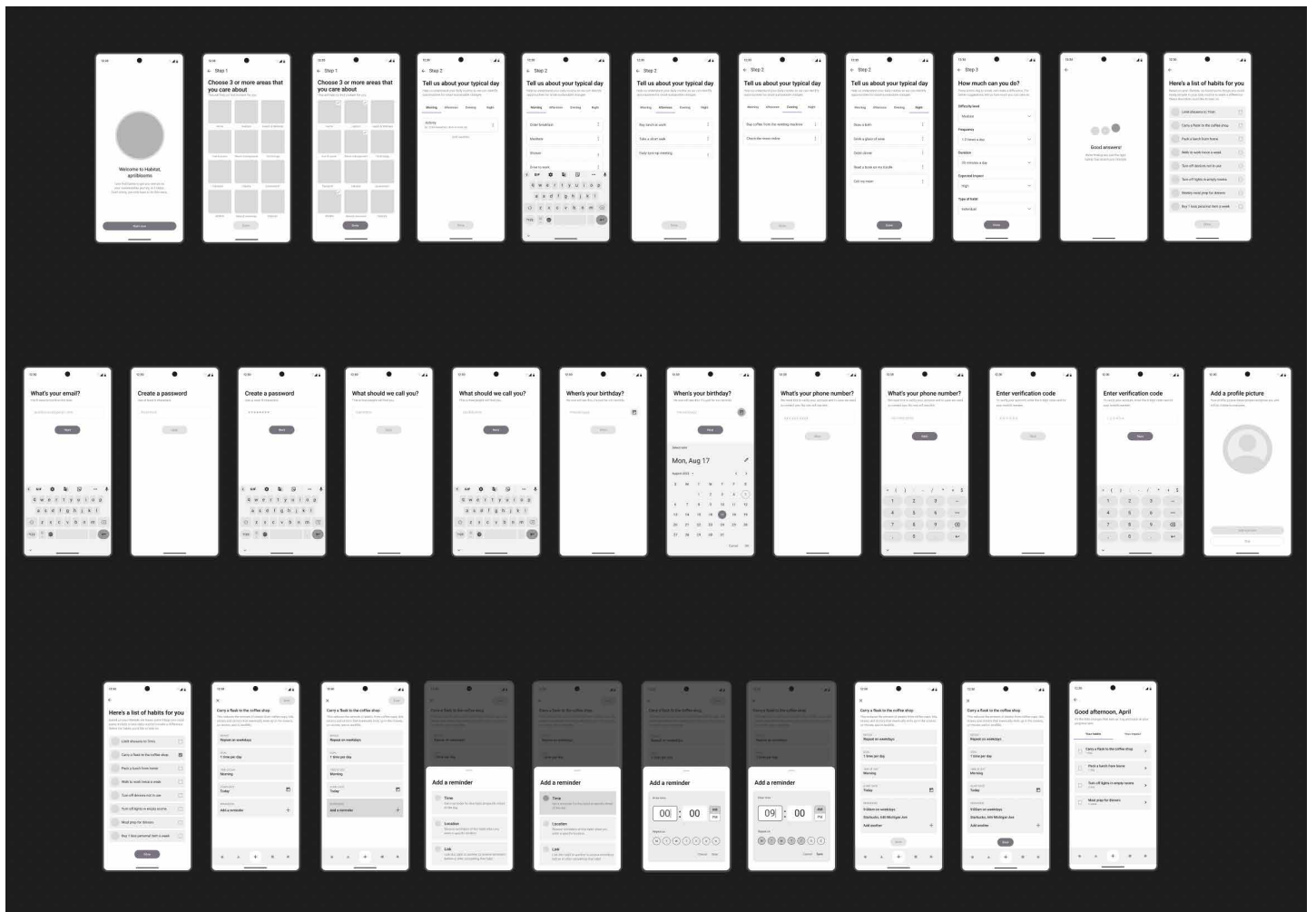
SHARING PROGRESS

The user has the option to share their impact. The app allows them to **build a network by adding friends** and joining groups, with whom they can subsequently **share their updates, compare progress, like, comment and interact**, thereby fostering community-building, motivation and social validation.



Wireframes

With the flows and logic seemingly in place, I proceeded to **develop low-fidelity wireframes for every single screen** of all five flows on Figma. Along the way, a few changes were implemented for practical purposes.

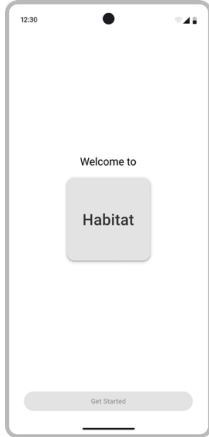


FLOW 1

SIGN-UP



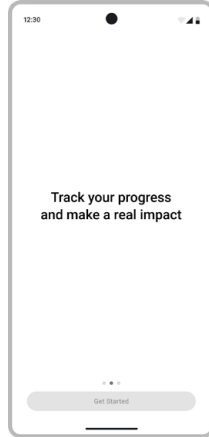
Device home screen



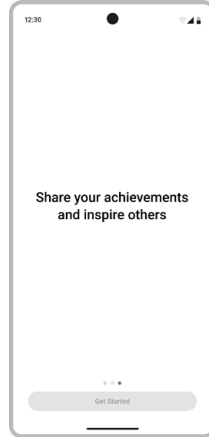
App welcome screen



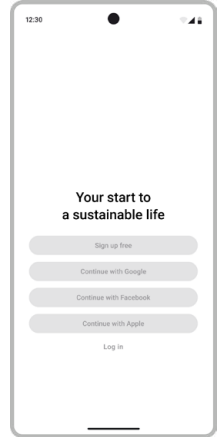
Brag point 1 (carousel)



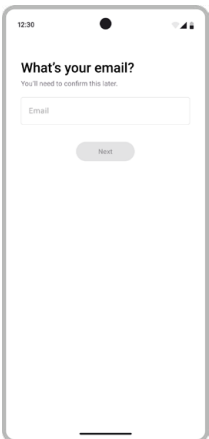
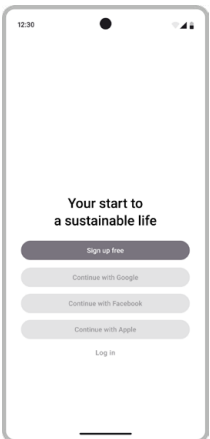
Brag point 2 (carousel)



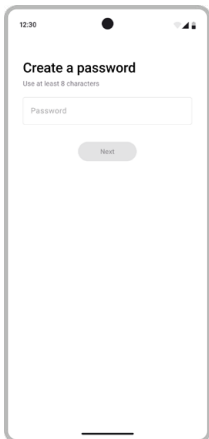
Brag point 3 (carousel)



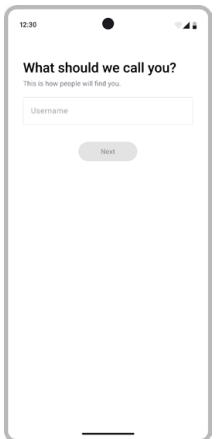
Sign up and log in options



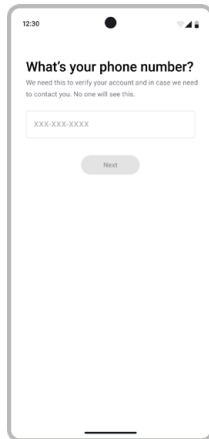
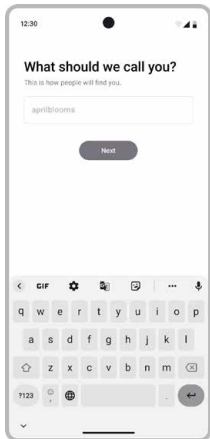
Email input screen



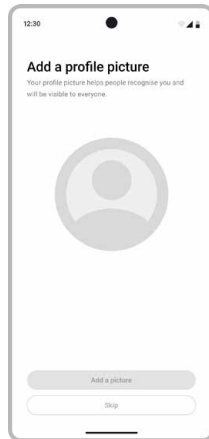
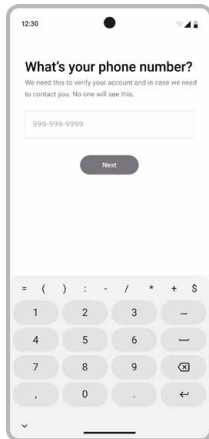
Password creation screen



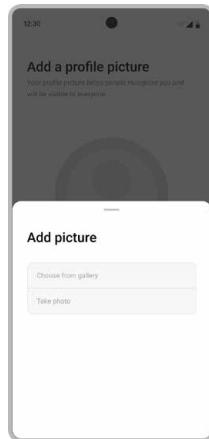
Username creation screen



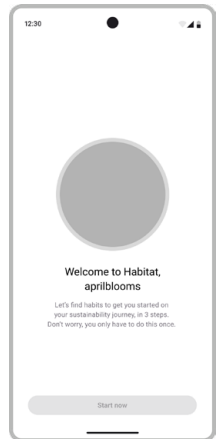
Phone number input for verification



Add profile picture screen



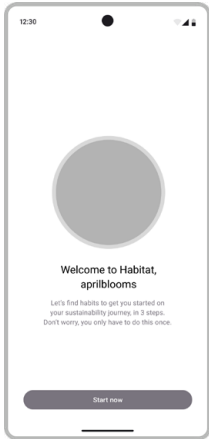
Choose source of profile picture



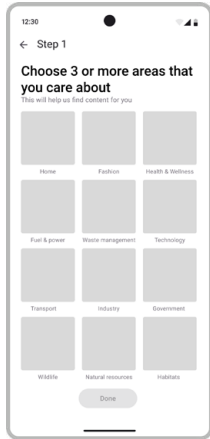
Account successfully created screen

FLOW 2

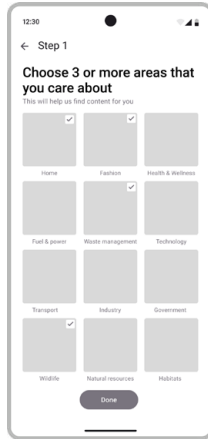
HABIT SUGGESTIONS



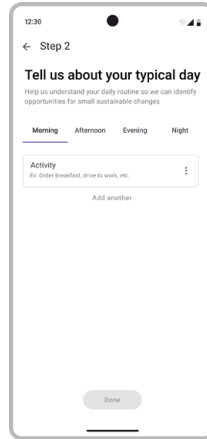
Account successfully created screen



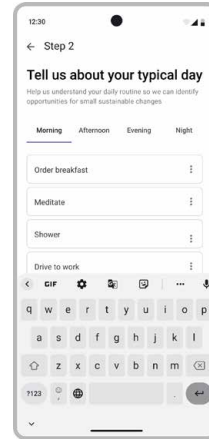
List of areas that user can choose by tapping



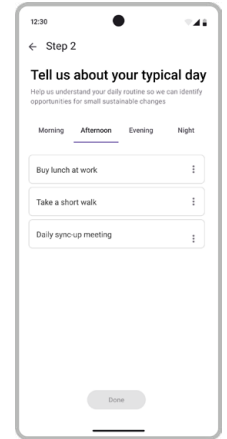
Areas in selected state



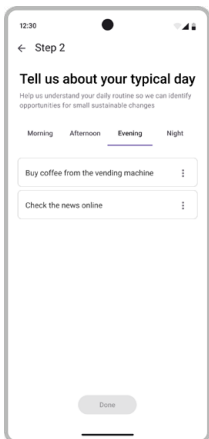
Routine input screen with tabs for time of day, text fields, option to add more fields & examples of activities as cues for the user



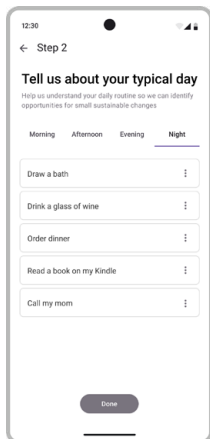
Filled state of 'Morning' tab



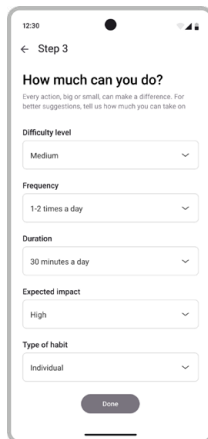
Filled state of 'Afternoon' tab



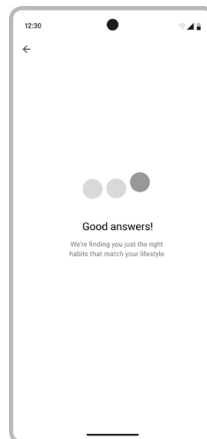
Filled state of 'Evening' tab



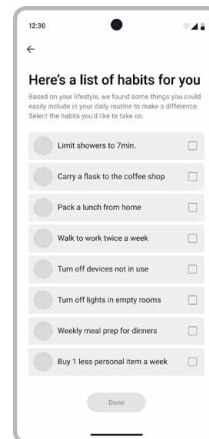
Filled state of 'Night' tab



Involvement screen with drop down menus for each



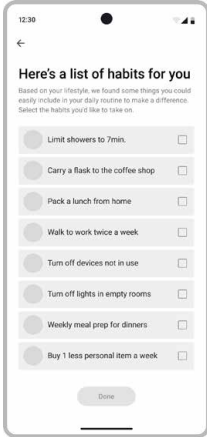
Analysing inputs screen



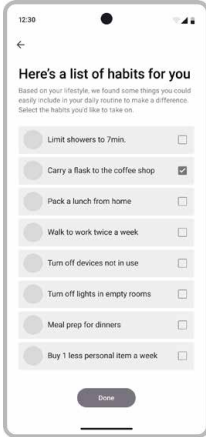
Habit suggestion screen with checkboxes for users to choose

FLOW 3

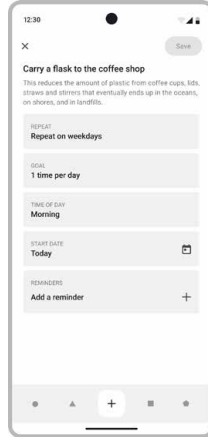
SETTING REMINDERS



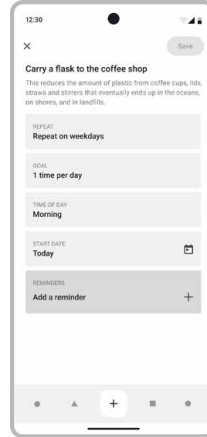
Habit suggestion screen with checkboxes for users to choose



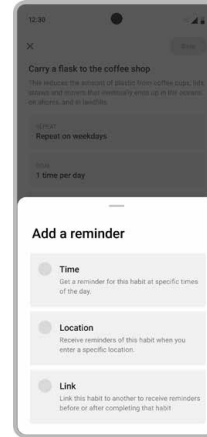
Habit in selected state



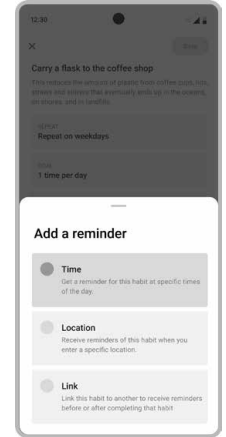
Pop-up to set up selected habit



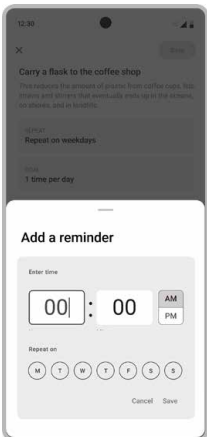
'Add reminder' selected state



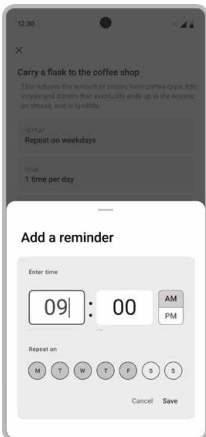
Bottom sheet to choose type of reminder



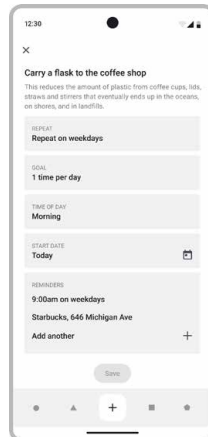
Time-based reminder in selected state



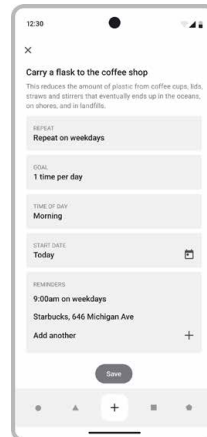
Time and frequency selection screen – manual inputs and selection



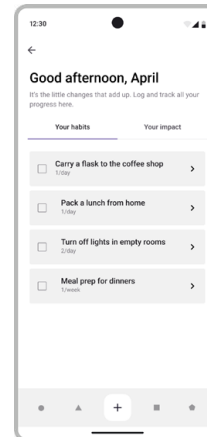
Time and frequency defined



Pop-up of selected habit with reminders updated



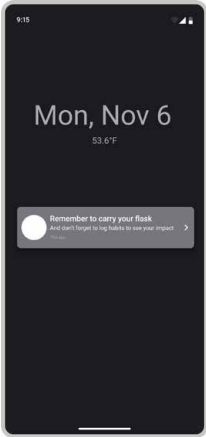
'Save' button clicked



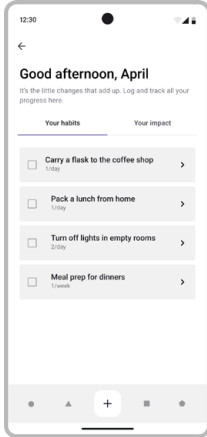
Dashboard with user's chosen habits under 'Your habits' tab

FLOW 4

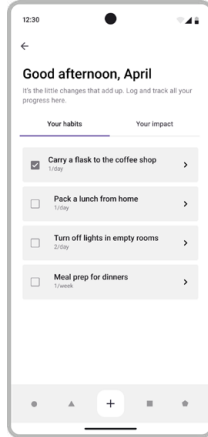
TRACKING AND IMPACT



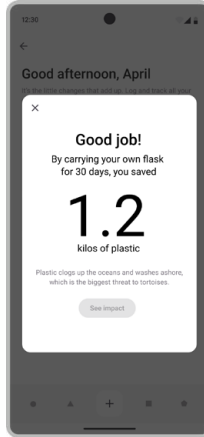
Notification on device home screen as per user's defined reminder schedule



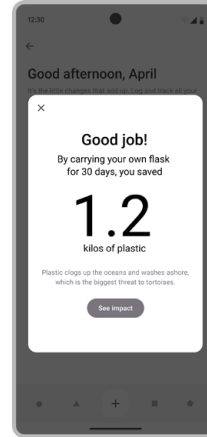
Dashboard with user's chosen habits under 'Your habits' tab



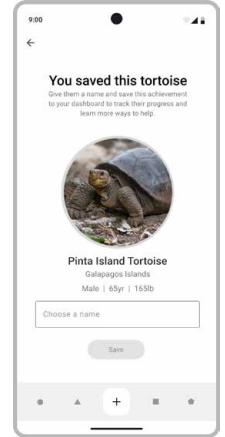
Habit logged as suggested by notification



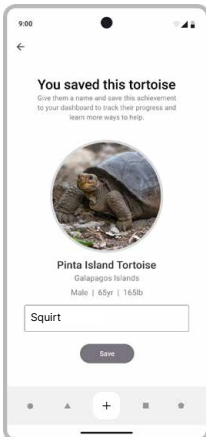
Achievement pop-up with an option to 'See impact'



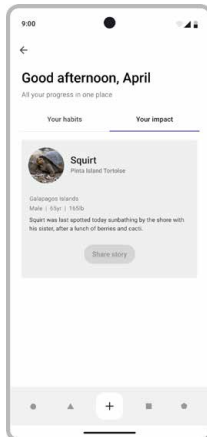
'See impact' button clicked



Impact screen showing real world impact – a tortoise that the user's efforts has saved, along with its basic info. Field for user to name the tortoise



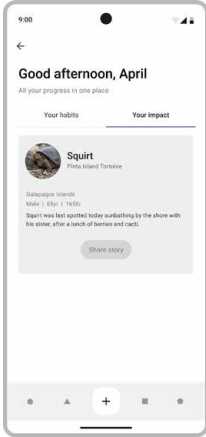
Name entered and 'Save' button clicked



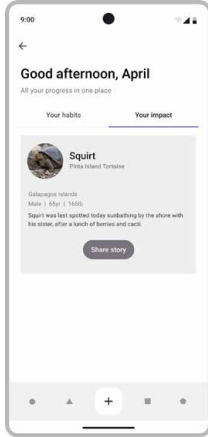
Impact saved in 'Your impact' section of dashboard

FLOW 5

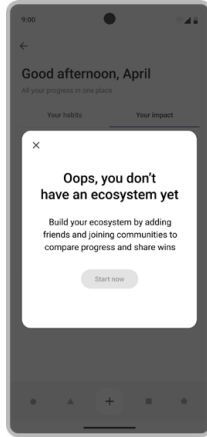
SHARING PROGRESS



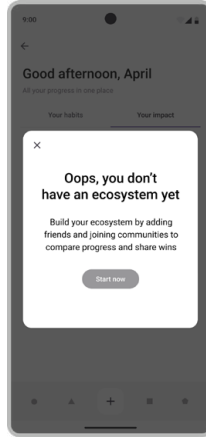
Impact saved in 'Your impact' section of dashboard, with an option to share



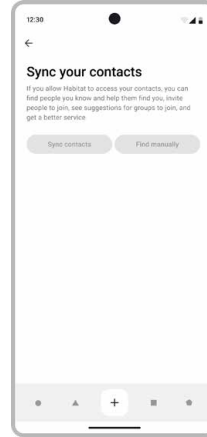
'Share story' button clicked



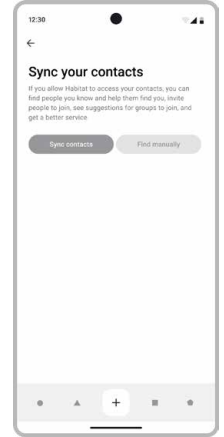
Build network error pop-up



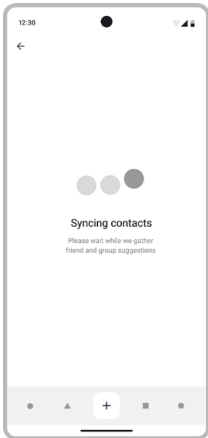
Build network error pop-up with 'Start now' button clicked



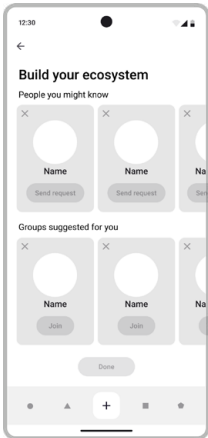
Sync contacts screen with option to sync or find manually



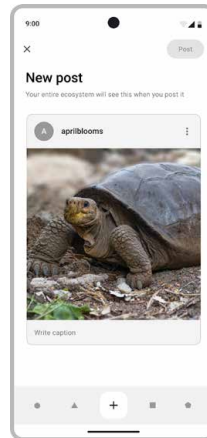
Sync contacts screen with 'Sync contacts' clicked



Syncing contacts in progress



Build ecosystem screen where the user can add friends and join groups, in carousel format



'New post' screen



Post caption added and 'Post' button clicked



Post live on the user's feed, followed by other users' posts



Notifications on bottom bar



Notifications screen with list of recent notifications and thumbnails of relevant posts



Comments and liked updated on user's post

Usability Testing

METHODOLOGY

6 users were **taken through the wireframes, and asked questions** at various points. They were encouraged to give detailed responses, no matter how obvious it may have seemed, and ask questions if they didn't understand something.

INTRODUCTORY SCRIPT

"Imagine you're April – a young professional, who lives alone in an apartment in Chicago. You care about the environment, but because you work long hours every day, you find it's too much effort to live sustainably. You love fashion, makeup and cooking, although you rarely get the time to cook"

TESTING PROTOCOL

Task-based and observational questions were drafted as a framework to conduct the test for each flow, while situational questions were added along the way.

Flow 1: Set-up

1. Were you able to follow the steps?
2. How difficult did you find this process?
3. How likely are you to complete the set-up process?
4. At any point did you feel like quitting?
5. Was there any information you found unnecessary or uncomfortable sharing?
6. Did you understand how to input your details easily?
7. Did you know how to proceed or regress from one step to the next?

Flow 2: Onboarding

1. How would you choose areas that you care about?
2. Give me an example of how you would add an activity here? What would you write?
How would you add the next thing?
3. After you finish adding things on this screen, what would you do next? (Check if they notice the tabs)
4. What do all the fields here mean to you?
5. Did you find this process too tedious? What, if anything, did you find unnecessary? Did you want to quit at any point? Did you find yourself wondering when it would be over?
6. What does this screen mean to you?

Flow 3: Choosing and getting reminders

1. How would you choose? Do you think you can choose one or more?
2. Do these activities seem doable? Do you need more information before choosing?
3. If you wanted to change any of the presets, do you think you can? How would you do it?
4. Do you understand the types of reminders?
5. If you wanted to set a time-based reminder, how would you do it?
6. How would you choose a time and frequency?
7. Now that you've set your reminders and checked everything, what would you do?

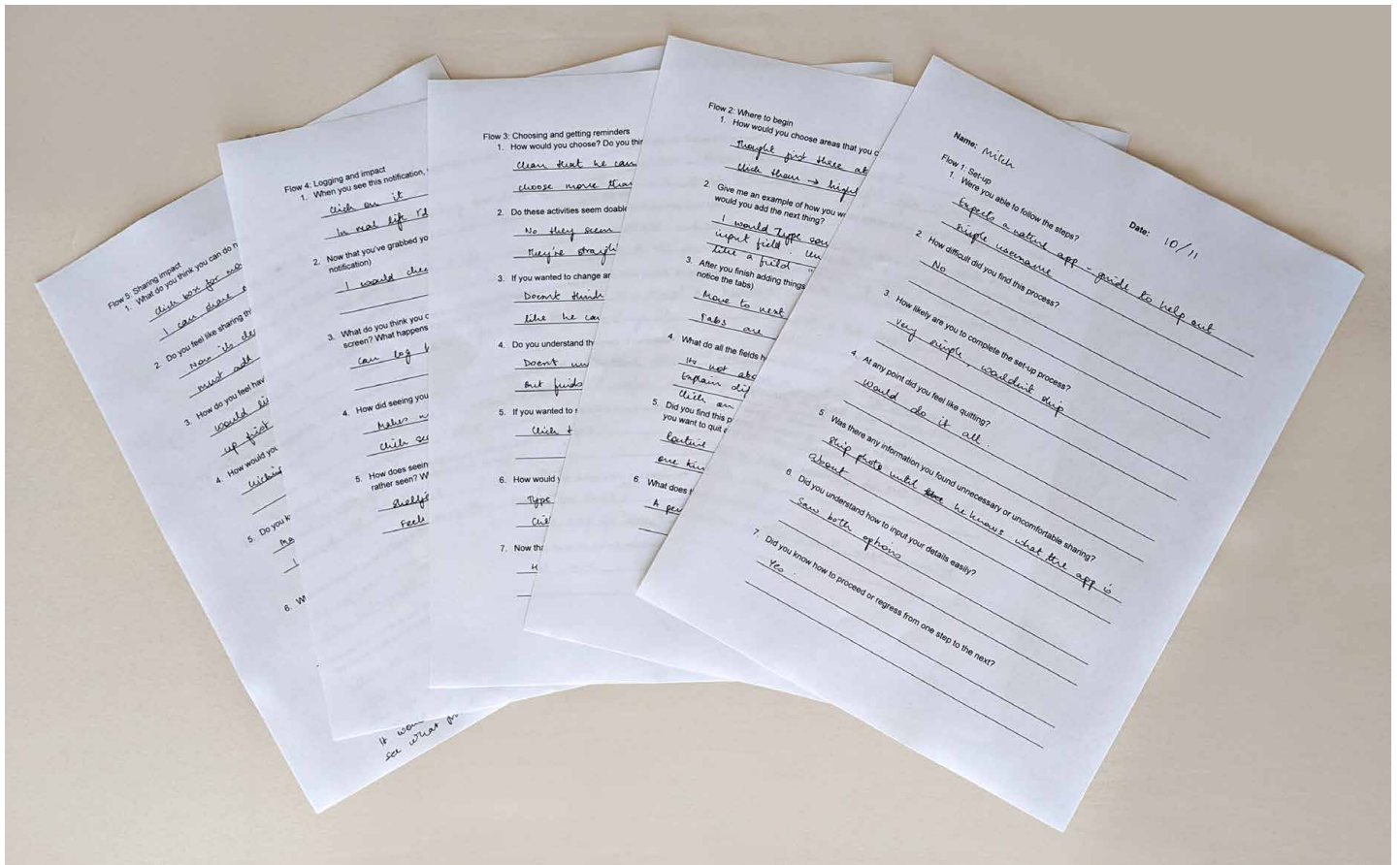
Flow 4: Logging and impact

1. When you see this notification, what would you do?
2. Now that you've grabbed your flask, what would you do? (See if they would click on the

Usability Testing

RESPONSE RECORDING

In order to collect users' responses efficiently, I printed out the test protocol and **took notes** as they interacted with the test. I also **recorded all the tests** on my devices so as not to miss any details, and maintain the ability to go back to verify information.



Usability Testing

RESULTS

Collating all the responses gave me **quantitative and qualitative data** that helped me understand the **successes and weaknesses of the current experience**. These findings enabled me to **identify changes I needed** to implement in the app.

SIGN-UP

100%

of users understood what the app would be about after the joyride.

83%

said they won't add a profile picture now because they don't yet know what the app is about.

"Skip. At least until I know what the app is about."

100%

of users knew how to input their information in every screen, despite the variety of input types.



NEXT STEPS

- **Reduce apprehension about uploading a profile picture** by communicating the need for it, ex: This is for friends to recognise you when you add them to your network'.
- Follow the profile picture step with network building to close the loop and establish the extended purpose of the app.

Usability Testing

HABIT SUGGESTION

50%

of users find it tedious to log their daily routines

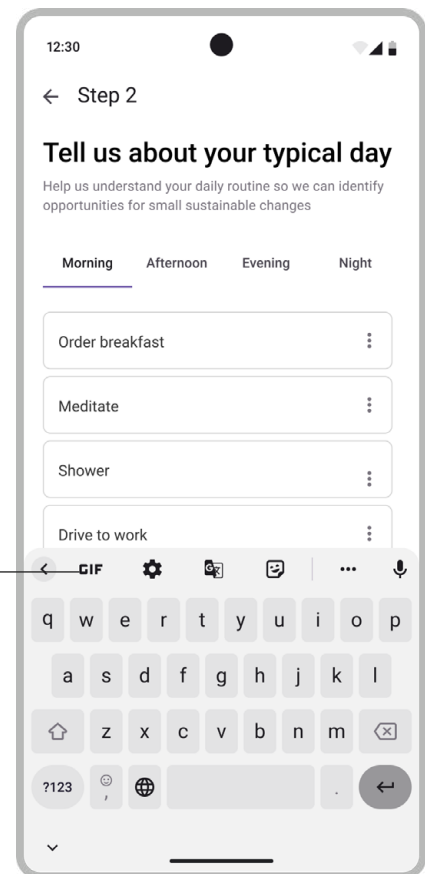
“Adding my routine is a little too much to do, but I guess it’s okay if it’s just one time.”

50%

of users had trouble understanding the meaning of the fields on the ‘How much can you do?’ screen

100%

of users knew how to interact with every screen and how to make their selections, add inputs, and switch tabs.



NEXT STEPS

- Make the process of **logging the daily routine seem easier**. This can be achieved by reinforcing that it’s a one-time process, providing suggestions or options, giving users a starting point from where they can edit.
- Create a **more flexible routine structure**. While most people appreciated the time-of-day split, one user’s perspective of a changing daily routine brought up an interesting use case.

Usability Testing

SETTING REMINDERS

100%

of users knew exactly how to choose habits, and found them to be doable

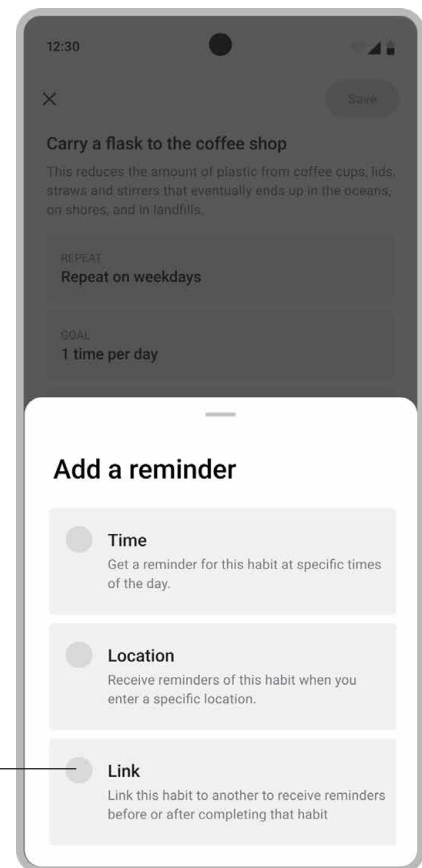
67%

of users were unsure what 'Link' meant under the types of reminders.

"I don't know what the third one is. I'd just click on time and location."

100%

of users successfully set a time-based reminder.



NEXT STEPS

- Clarify the meaning of the 'Link' reminder by using simpler language or providing an example.
- Consider integrating the user's calendar application when setting reminders as this would enable the user to see them amidst all their other daily tasks/events.

Usability Testing

TRACKING AND IMPACT

100%

of users are likely to click on the reminder notification

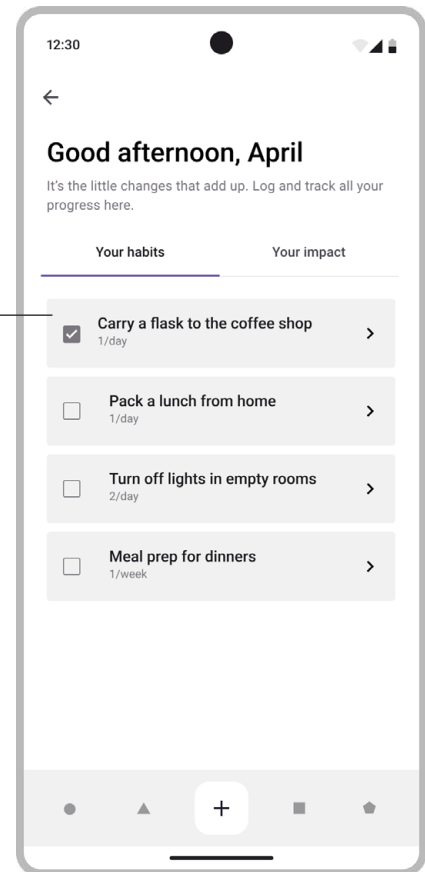
33%

of users had difficulty understanding how to log their habits and expressed confusion because of the arrow icons

“I’d click the box but I’m not sure because there’s also an arrow.”

100%

of users feel very positively after seeing the achievement screen



NEXT STEPS

- Make the **process of logging clearer**, possibly by adding a 'Log' button that triggers a pop-up or drop down, changing the header text to indicate it's the checklist for the day, or reducing the actionable options for each habit.
- Add authenticity to the impact screen – geolocation, live feed, facts, information sources or reports. If this doesn't seem practical, then consider other ways of showing real impact.

Usability Testing

SHARING PROGRESS

50%

of users reported that they would have preferred to build their networks earlier on – during sign-up.

“This is the fun part! I’d prefer if I did this in the beginning, then I would have understood the app better.”

50%

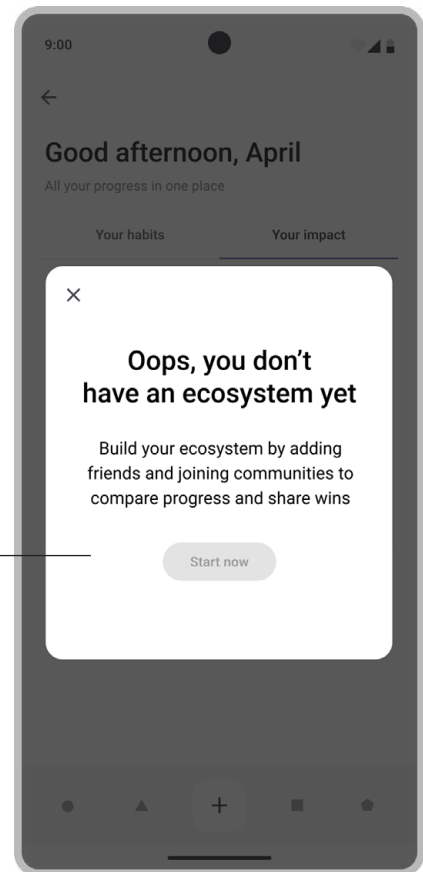
of users expected to be able to share their progress on their existing social media accounts/apps

100%

of users feel very positively on seeing other users’ reactions to their post and to being a part of a like-minded community on Habitat

NEXT STEPS

- Consider providing the **option for users to share progress to other social apps** in addition to sharing on Habitat
- **Shift the network-building part of this flow to the sign-up flow**



Visual System

LOGO

I decided on **the name 'Habitat' because of its environmental connotations** and the fact that it contains the word 'habit' which is the fundamental offering of the app. I further decided to use the '@' symbol as part of the word to allude to the social aspect of the app.

Iterations of the app logo revolved around highlighting the '@' symbol and adding an ec-friendly touch. I tried variations **housing the '@' symbol inside a green budding seed to communicate sustainability, growth and potential**. The final iteration best captured the essence and was chosen for further development.

habit@

habit@

habit@

habit@

habit@

habit@

Visual System

LOGO

The chosen concept was further refined with **attention to the little details**, leading to the final logo.



The seed and leaves were modified into friendlier forms, and the letter 't' was carved out to fit the leaves snugly.



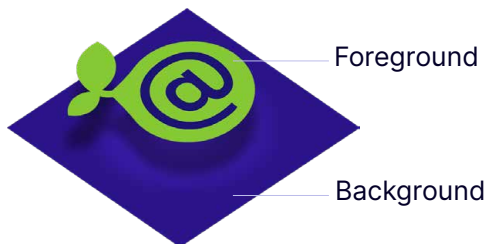
Visual System

APP ICON

As per Material Design guidelines, the app icon is **composed of a background layer and a foreground element**. Having an asymmetrical form, the foreground element is placed very **carefully within the safe space of the app icon keyline** for a visually center aligned outcome.



App icon



Keyline Grid
(75% asset size)



App icon as on
Play Store

The app icon is provided in a **range of specifications** to suit different screen densities.



1X
MDPI
128 × 128px
For 160dpi
screens



1.5X
HDPI
192 × 192px
For 240dpi
screens



2X
XHDPI
256 × 256px
For 320dpi
screens



3X
XXHDPI
384 × 384px
For 480dpi screens



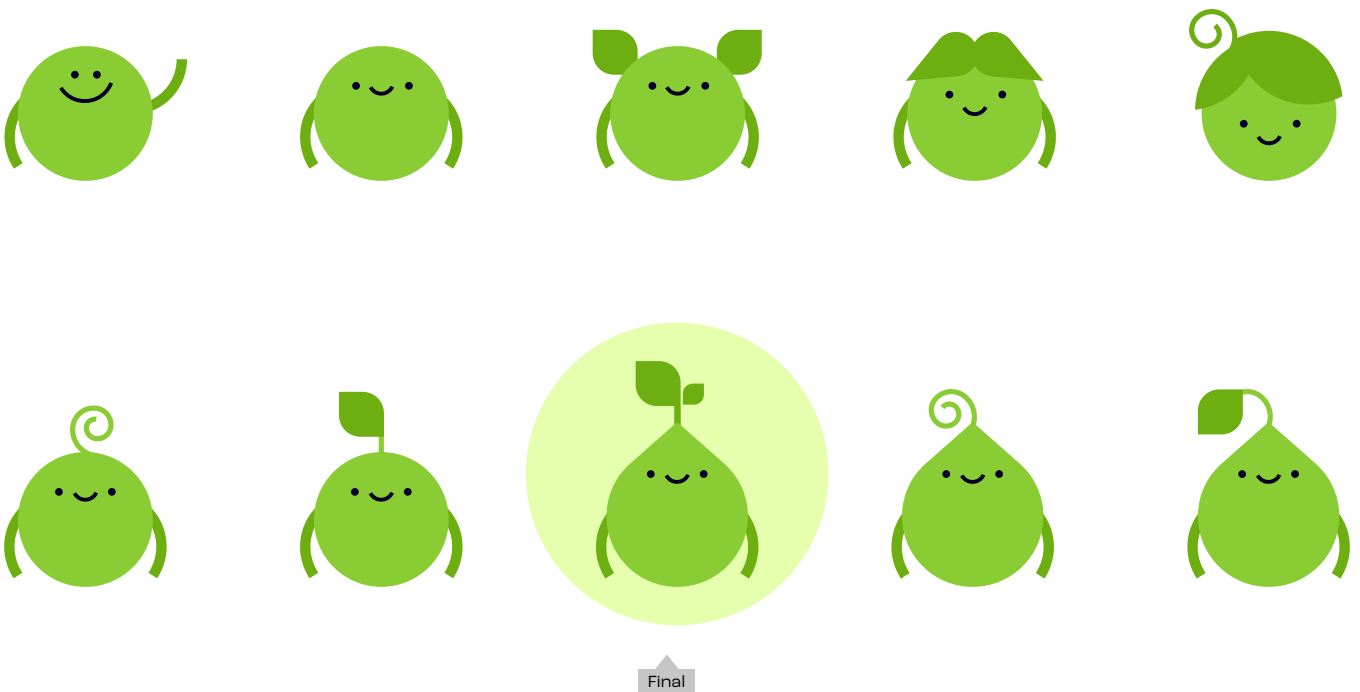
4X
XXXHDPI
512 × 512px
For 640dpi screens

Visual System

CHARACTER

Using the logo form and concept, I wanted to develop a **mascot that would be used across strategic points** in the user's journey and guide users to live sustainably. I created Bud to represent the power of small things and their potential within to grow and achieve great feats.

After numerous iterations using different forms and accessories, I chose the one that most **closely resembled the logo, embodied a seed effectively,** and was versatile.



Visual System

COLORS

Knowing that green would be essential to communicate sustainability, I tried multiple palettes to complement it before finally arriving at one that **represented the natural environment, but enhanced for the digital space**. The tones were kept vibrant to maintain an engaging and empowering feel, while together creating a balanced palette.



Final

Visual System

FOUNDATIONS


I went on to define all other foundational elements of the design system including **typography, illustration styles, photography styles, grids, spacing**, and more. The **use cases and guidelines** were also developed to ensure that designing the app would be a seamless process.

COLOR palette

Colors were chosen to reproduce elements of the natural environment enhanced for the digital space. Their tones were kept vibrant to maintain the engaging and empowering feel, while together creating a balanced palette.


Brand

While the green tints and shades are used for illustrations and key visual elements, the indigo tints and shades are reserved mainly for backgrounds and text.



Leafy Green
#89CC35

#365C01
#61A007
#89CC35
#CDEF62
#EEFFB6




Deep Sea Indigo
#1D1473

#040028
#100E54
#1D1473
#5A6AB7
#C4C4F2

Accent

The orange has only a single tint, which is used for buttons and clickable elements.



Fiery Orange
#E15233

TYPOGRAPHY specifications

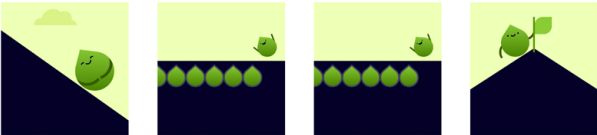
Frescito and Poppins are used throughout the experience in different ways.

Display text	Frescito Bold	40px/2.5em
Headings	Frescito Medium	22px/1.375em
Paragraph title	Poppins Semibold	15px/0.9em
Body copy	Poppins Regular	13px/0.8em
Call to action	Poppins Medium	12px/0.75em

ILLUSTRATION library


Creative storytelling

At crucial points in a user's journey, as seen in the joy ride, Bud is used for storytelling to get them more involved in the app.




Functional support

Illustration is also used as visual support for information that might seem intimidating to a user, as seen in the habit suggestions.




PHOTOGRAPHY style


Since imagery is an integral part of the storytelling experience, photography is used to lend authenticity and garner empathy. Photography is also used to add context to textual information for clarity and easy recognition. Photographs are chosen carefully and cropped intentionally to elicit an appropriate response.




Empathy
Through intimate close-ups



Immersion
Through rich landscapes



Inspiration
Through achievable perfection



Realistic
Through relatable setups

Visual System

COMPONENTS

To complete the guidelines, I fleshed out all the components that would make up the experience based on needs identified in the wireframes – **buttons, chips, lists, forms, navigation, dialogs, posts, and more.**

BUTTONS in use

Primary button
This is the preferred action that we want the user to take

Secondary buttons
These are not the preferred actions, but are provided to the user as options for convenience

Alternative action
The last option for the user in case nothing else applies

Inactive button
The user cannot proceed until they have input a phone number

Active button
Now that the user has input their phone number, the button becomes active

ACTIVITY style

Habitat helps users track their progress for the planet by logging every time they perform their eco-friendly habits. The logging of the activity is done through a toggle switch that allows the user to mark it as done. The user can also reverse it back to its incomplete status. A vertical ellipsis provides additional actions that the user might want to perform such as delete, edit, or read more.

Activity incomplete
With the toggle switch in its default position

Activity logged
With the toggle switched to complete, indicated through position, color and the tick icon.

BOTTOM SHEET style

Bottom sheets are pop-ups that appear from the bottom of the screen. They contain supplementary content or options for an action the user is trying to take. Habitat uses bottom sheets for a variety of use cases including reminders, voice dictation and more.

Overlay
This helps reduce the distraction of the screen behind when the bottom sheet is active. It also reassures users that they haven't left their place on the previous screen

Collapse Indicator
The signal to the user that sliding down will collapse the bottom sheet

Bottom sheet content
The content on the bottom sheet is limited to this area. On this screen, the bottom sheet is used to provide options to a user trying to set a reminder. The bottom sheet will remain until the all the steps of setting the reminder are complete.

FORM ELEMENTS in use

Type input form
Your username is how your friends will find you.

Survey
How much can you do? Every choice you make can make a difference for better habit suggestions, tell us how much effort you are willing to take on.

Parameter definition
Carry a flask to the coffee shop. This includes the amount of plastic from coffee cups, lids, straws and other items you only end up in the ocean, on shores, and in landfills.

LIST style

Options are presented in the form of lists. Habitat gives its users a list of habits curated for their lifestyle from which they can choose the ones they want to take on. The list features individual content items stacked vertically.

Unchecked box
This shows that the user can but has not selected this particular item from the list

Checked box
This shows that the user has selected this particular item from the list

Full list
All items stacked as a list, 12px apart, each containing an image, text, and a checkbox.

DIALOG style

Dialogs are prompts or responses triggered by a user's actions. When a user completes a habit, or achieves a goal, a dialog opens to celebrate it and offer the user a further course of action.

Cancel
This allows the user to close the dialog if they want to. It is treated subtly as a secondary action as it is of the least priority.

Dialog box
The content of the dialog fits within the box.

Call to action
This primary button encourages the user to further explore the impact of achieving their goal.

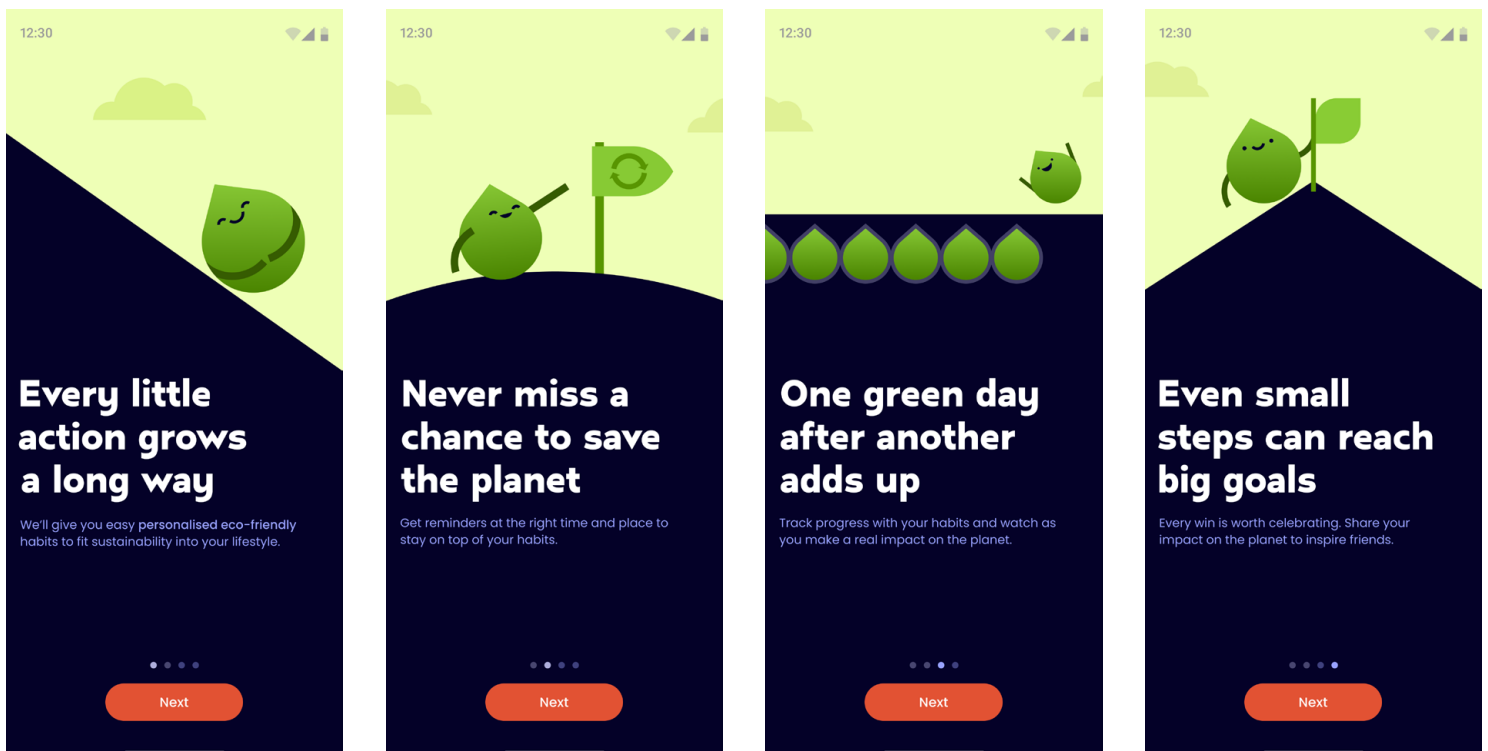
Overlay
This helps reduce the distraction of the screen behind when the bottom sheet is active. It also reassures users that they haven't left their place on the previous screen.

Designing Screens

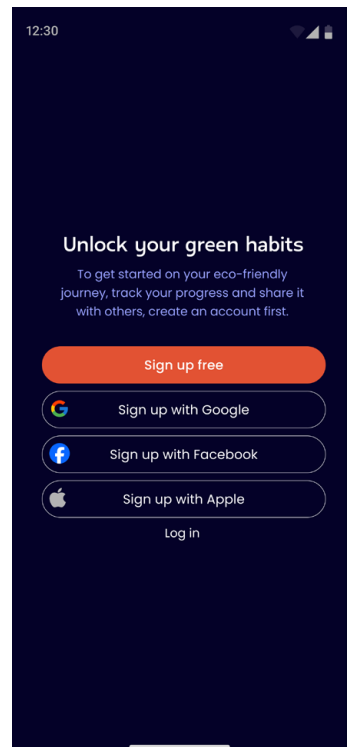
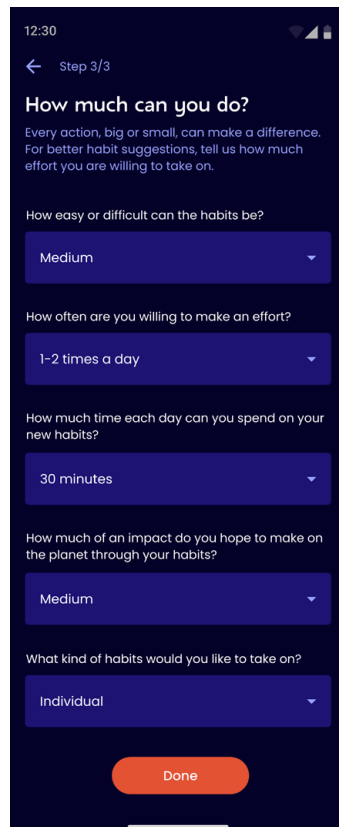
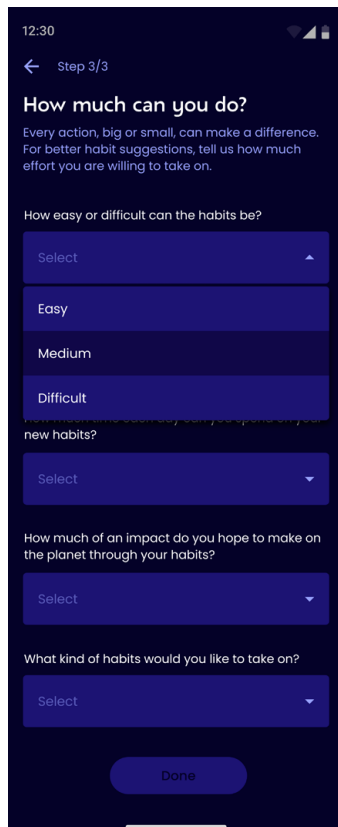
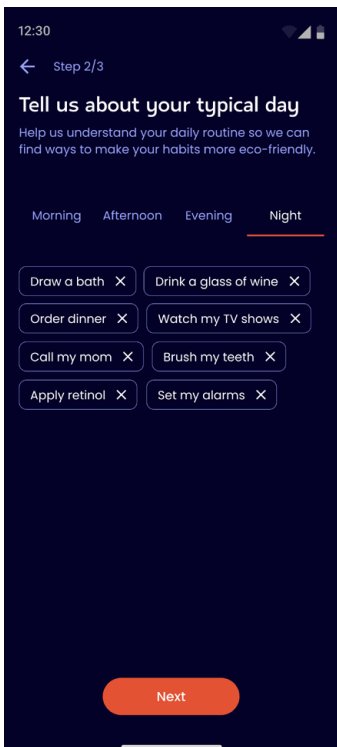
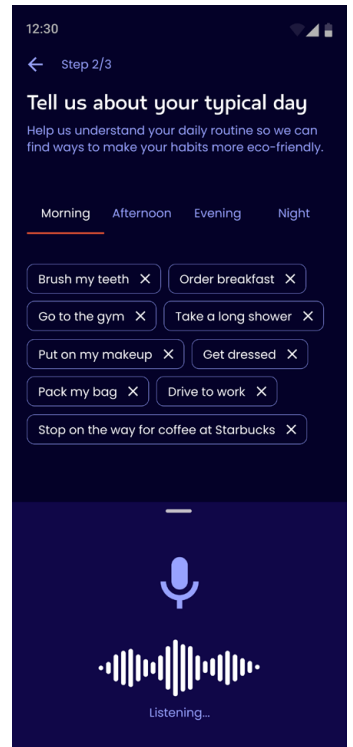
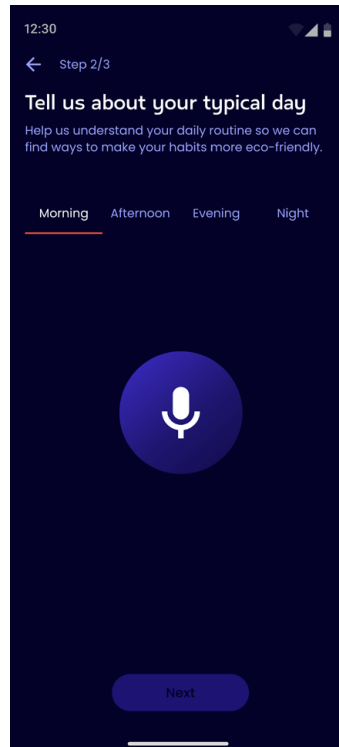
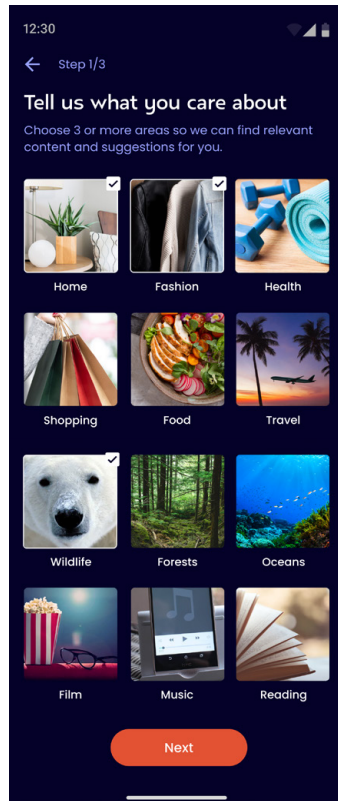
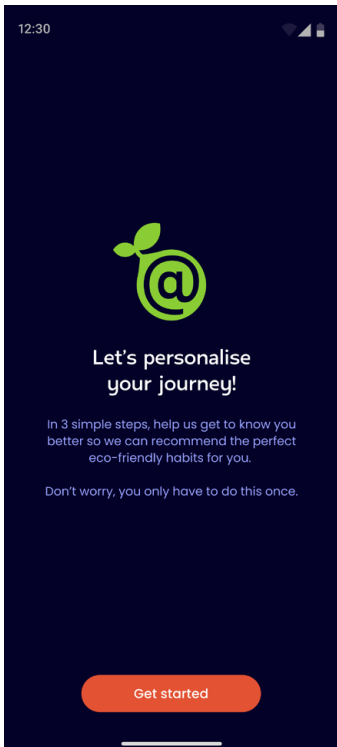
Designing the final screens involved the following steps:

- Referencing **Material Design guidelines** and identifying standard formats and approaches
- Implementing **key changes identified from the usability testing**
- **Applying the visual system** to the wireframes
- **Creating illustrations** and sourcing appropriate imagery
- **Writing UX copy** for all the screens

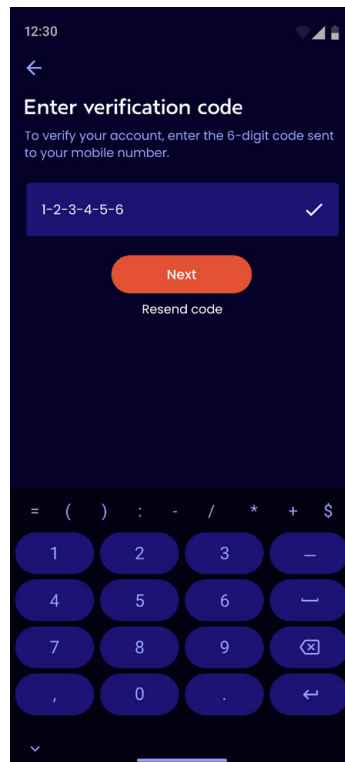
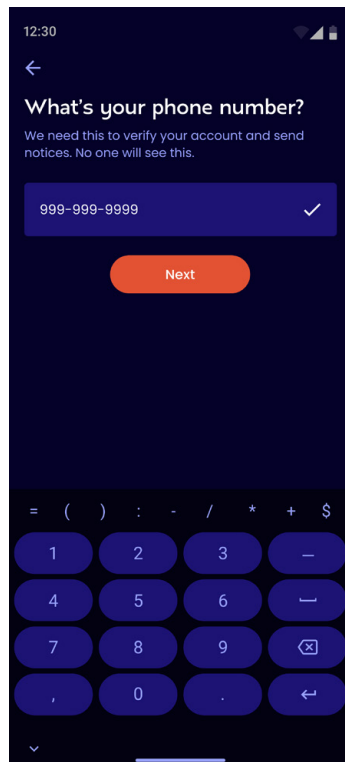
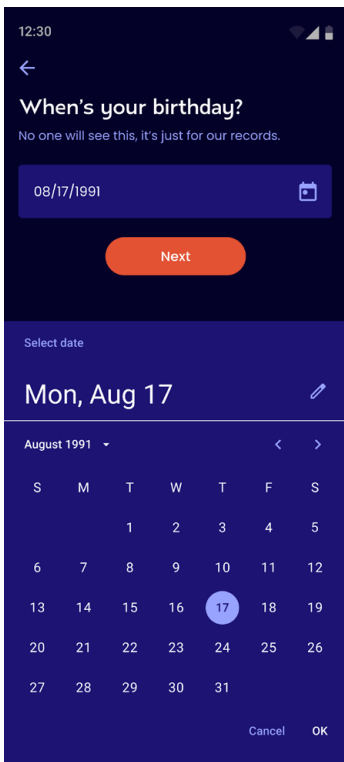
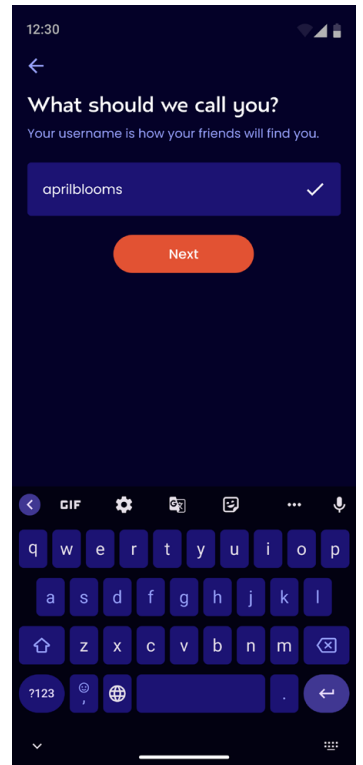
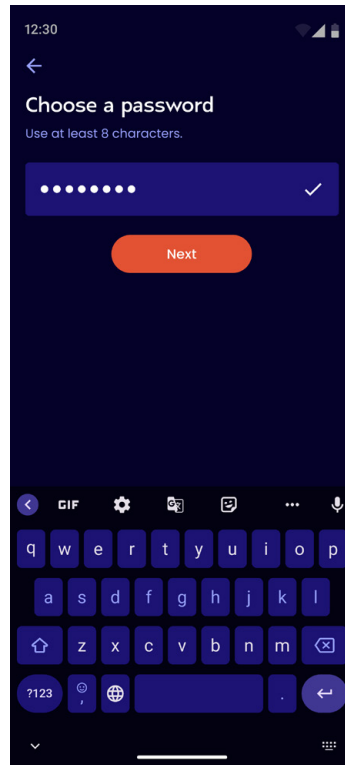
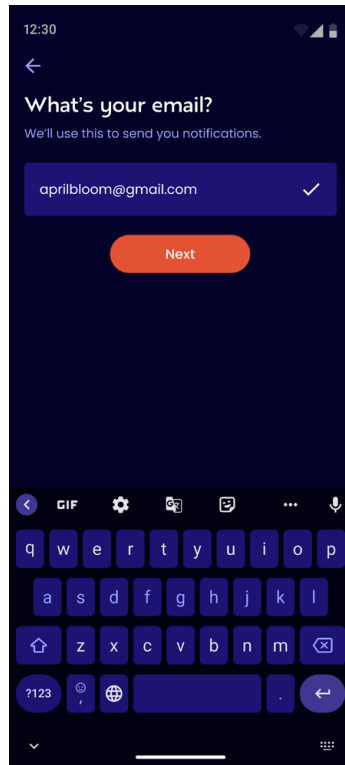
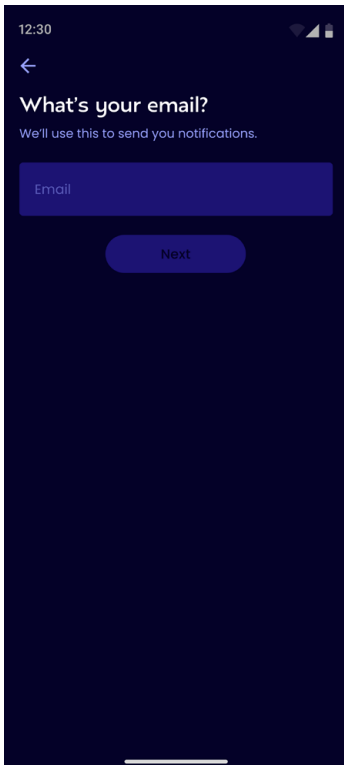
JOYRIDE

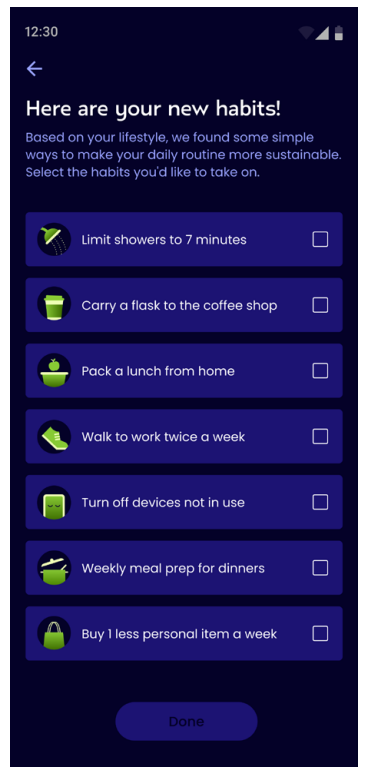
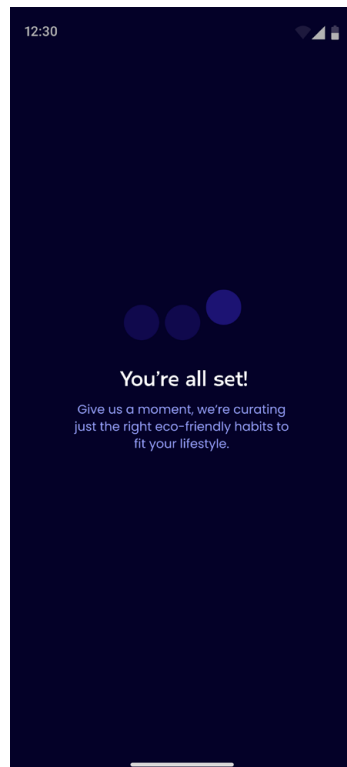
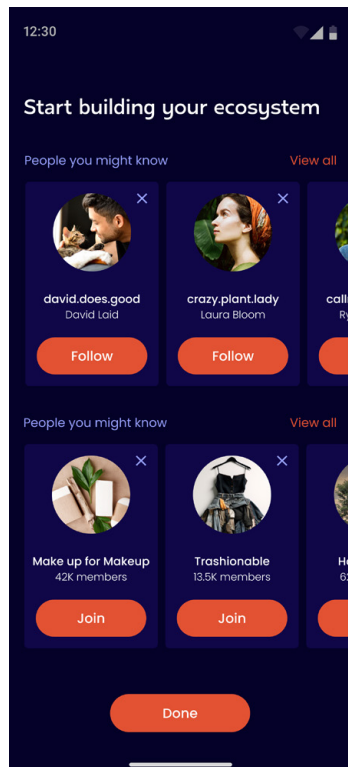
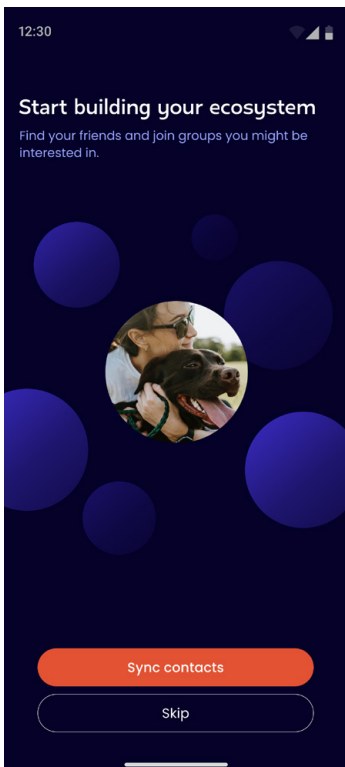
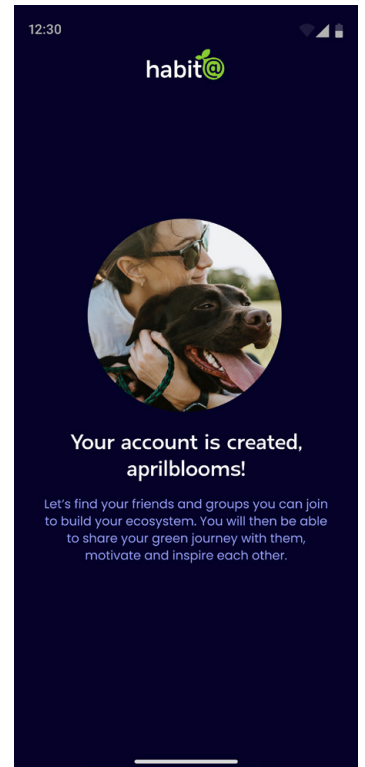
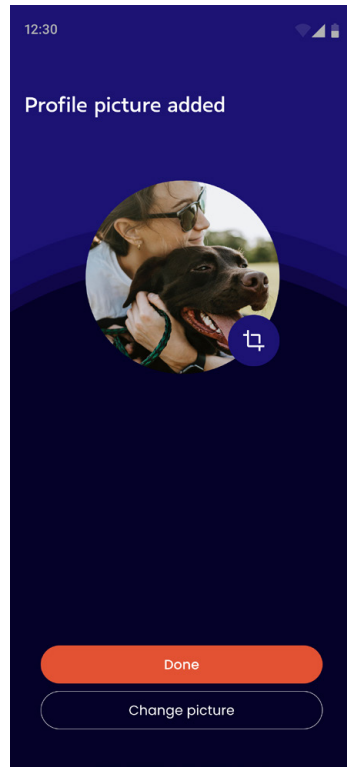
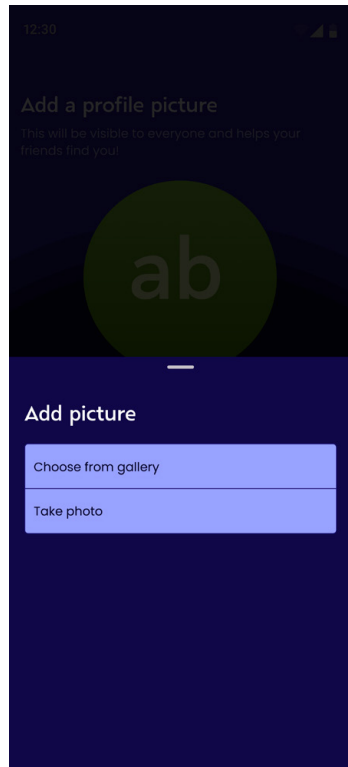
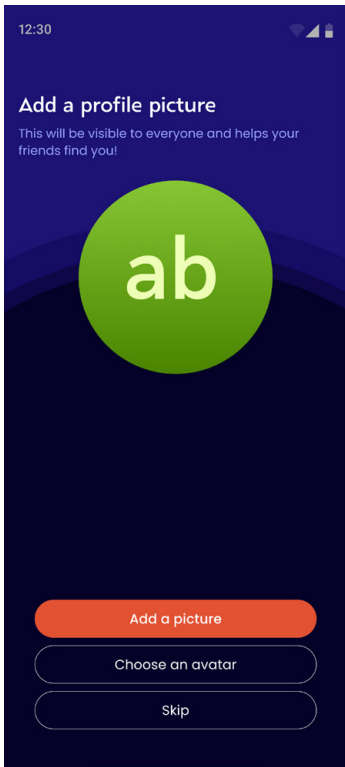


ONBOARDING

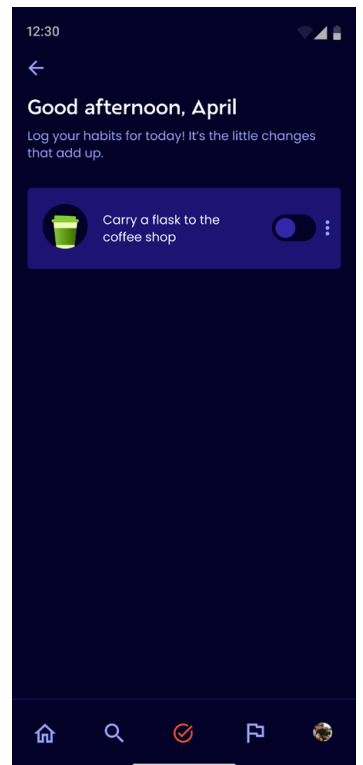
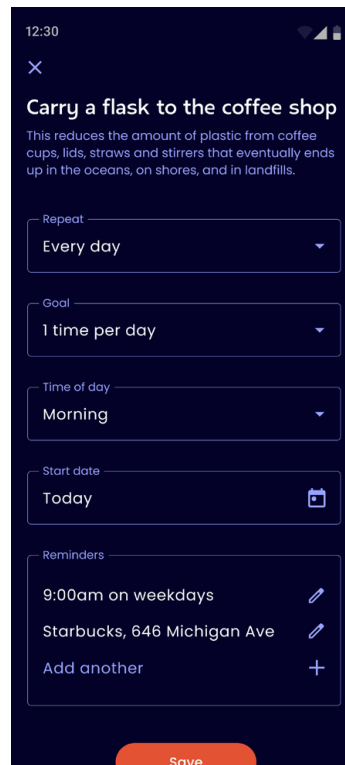
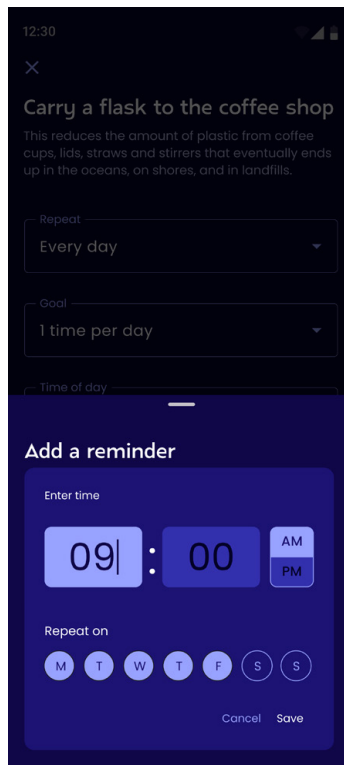
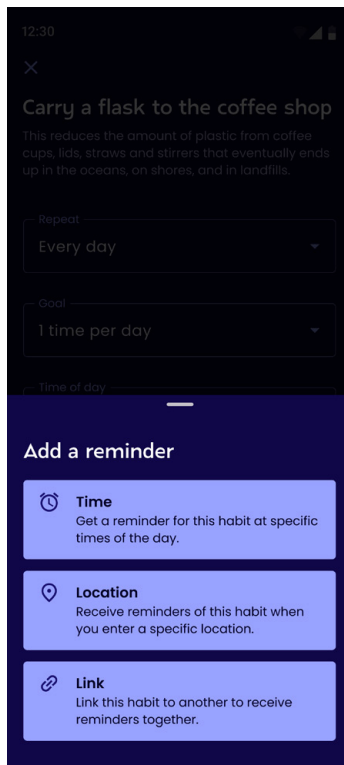
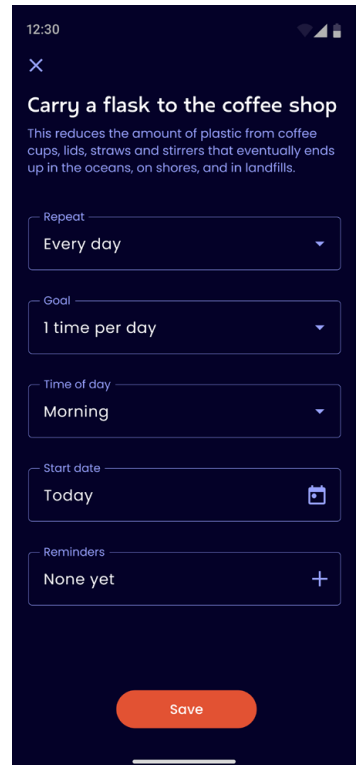
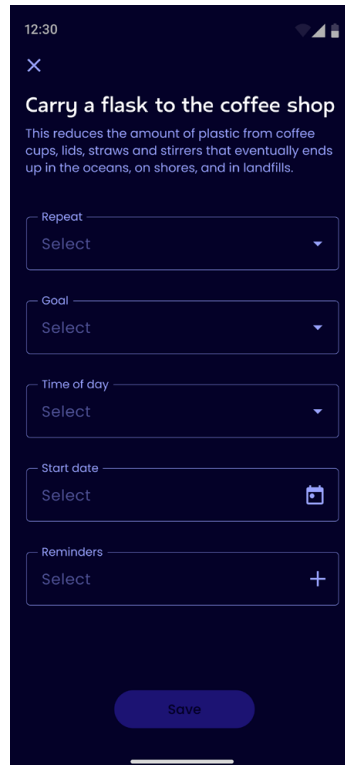
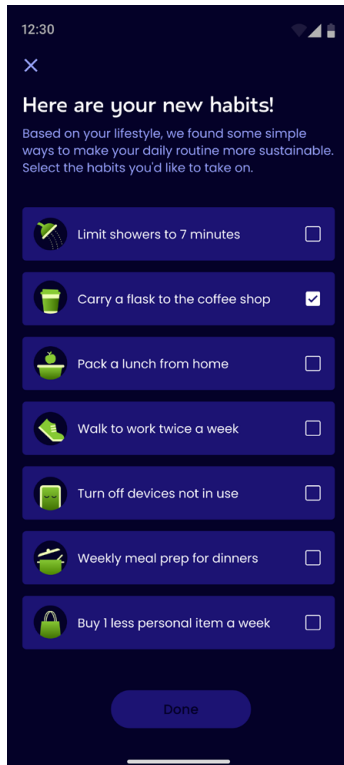
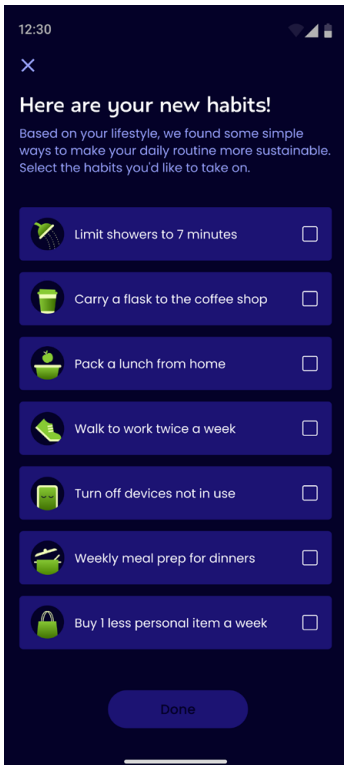


SIGN-UP

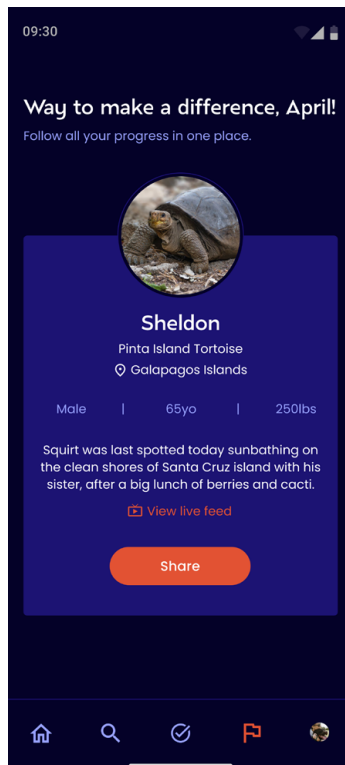
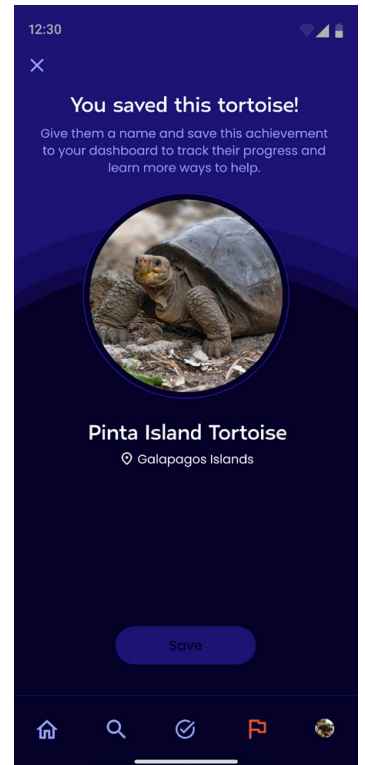
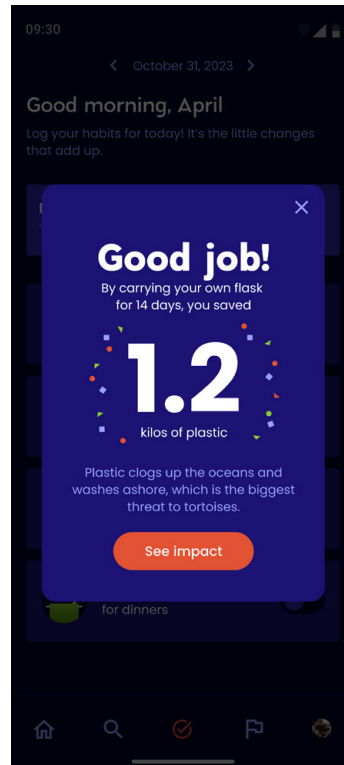
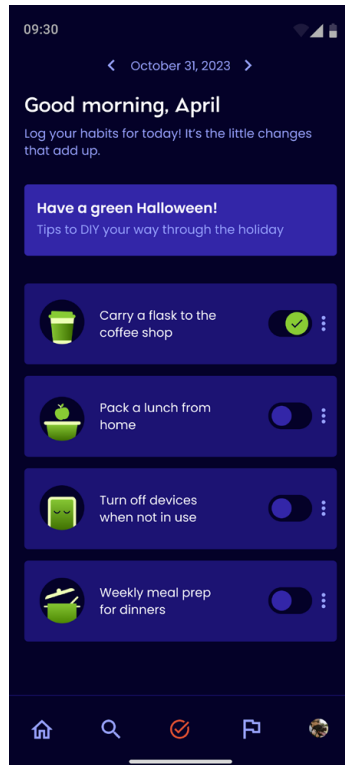
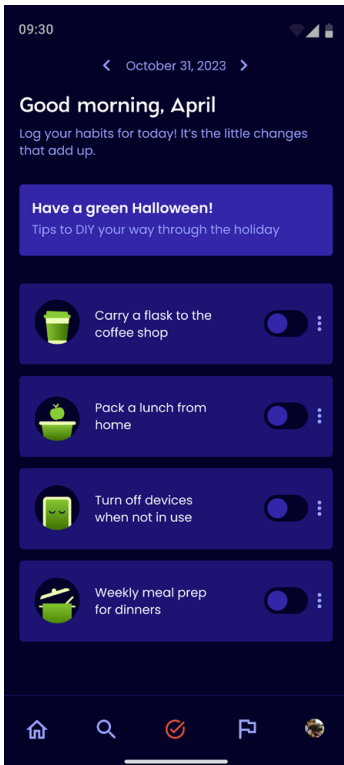




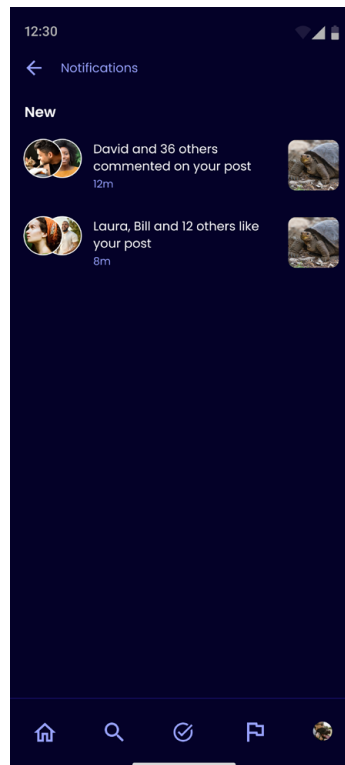
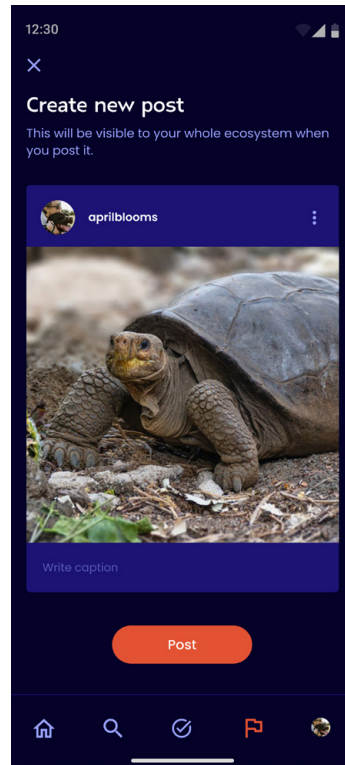
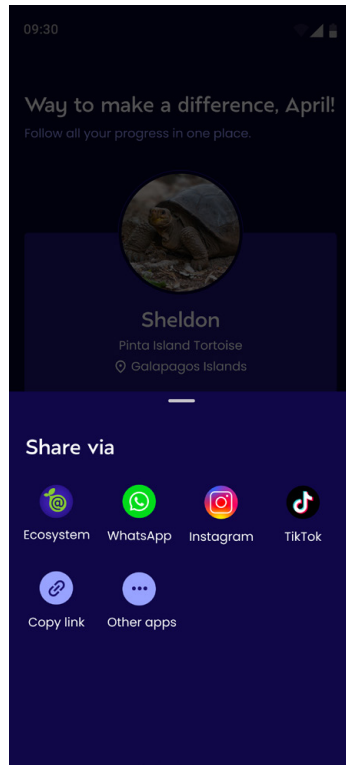
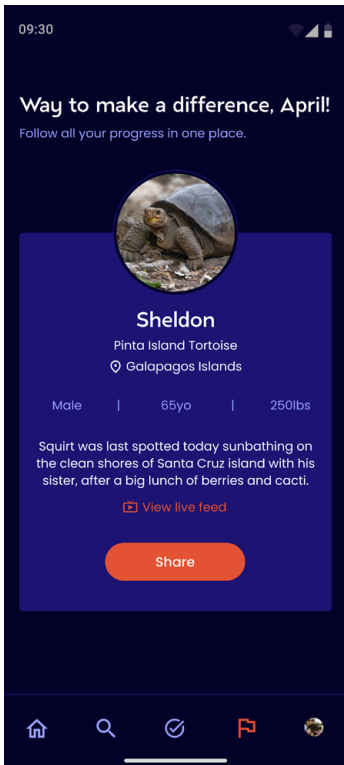
HABIT SUGGESTIONS



TRACKING & IMPACT

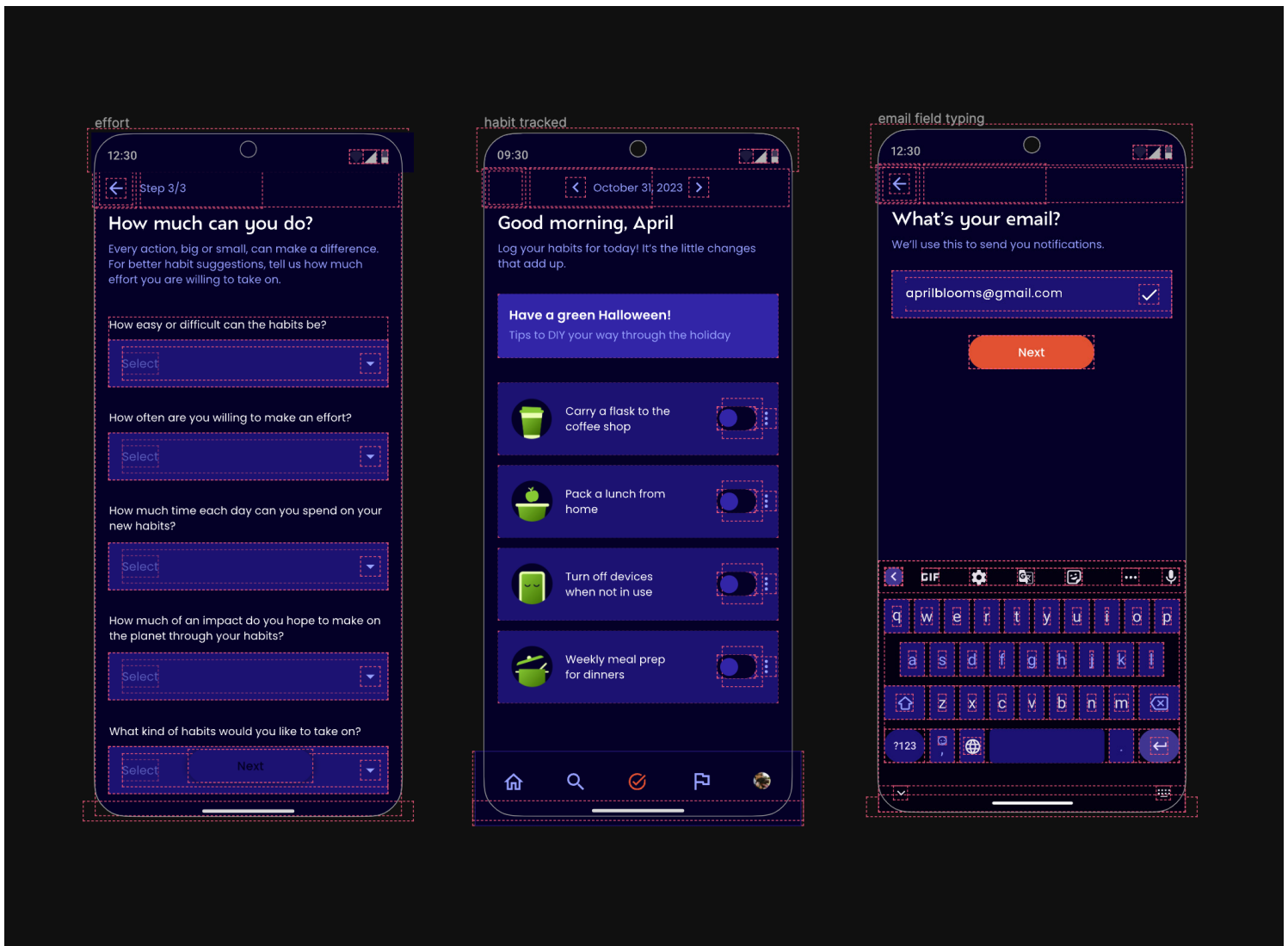


SHARING PROGRESS



Prototyping

Using Protopie, I **brought Habitat to life** by creating a working prototype that offers proof of concept and allows users to test the experience.



The End

The process behind Habitat may be over,
but the journey to eco-friendly living is
just beginning for users everywhere.