unruffled.

formally known as Aloe Bud

_____

App Redesign

Reviews

The app I choose to redesign is Aloe Bud. I did not think the name of the application suited the tasks it did so therefore I renamed it Unruffled. Unruffled describes itself as an "all-in-one, self-care pocket companion".

The description explains that a user could "bring awareness to self-care activities, using encouraging push notifications", along with "helpful reminders from yourself, to yourself".

The first step in this redesign process was to look at Unruffled's reviews and ratings. This helped with what I needed to focus on in the redesign. Overall, this application had a 4.8 out of 5 stars. When testing out the application I thought the overall layout was not easy to work with. While going through the reviews I found that users thought the same thing when it came to the navigation. They also were in need of a space to free write which I plan on giving them.

Unruffled
self-care pocket companion

"I like the theme of this app, it's very cute, fun and creative, but it's a little boring. It only reminds you, there's no meditation. You can create reminders but there's nothing fun about it, yes it could be handy. But I would rather have a app for regarding how my day is… and have reminders. I like this app but I don't recommend this app for all of you out there who are more fun and creative, who are very above and beyond!

"This app is incredibly helpful and easy to use. I've tried many self-care apps in the past, but I can confidently say my search is over. The only feature I would like to see is a widget to put on the home screen. Besides that, the app is amazing!"

"This app is great and I love that it doesn't require a subscription. My only wish would be an option to write journal entries. I have this app in a separate journal app, but I wish I could combine them to all be in the same place. Thanks for this app, it's the best self-care up I've come across!"

"The app and the concept of it! It also helps with giving you a sense of accomplishment for the day. A feature that I would enjoy with it is having it show you everything you have done so you kind of keep a better track."

4.8 out of 5 Stars
3.1K Reviews & Ratings
3 years old
Developer: Aloebud LLC
Developed in 2018 with version 1.0
Current version is 1.1

Competitor Analysis

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The purpose of a competitor analysis is to see what the competition is doing right and wrong compared to your product or project.

When completing the research part of this project, I came across three main competitors of Unruffled: Jour, Stoic and Tangerine. Each application has its differences when it comes to navigation, UI and the way it comes together. I wanted to incorporate some of those things into my design.

In the Stoic application, they do a really great job at is keeping the screen very clean and is very customizable. A really great feature this application has that I wanted to include in my redesign was a quick mood assessment. Another feature this application is more succcessful is naviagation. It is easier to move around the app with little to no confusion.

Jour: Daily Self-Care Journal ★★★★★

CBT Guided Journaling for Joy

4.9 out of 5 Stars

8.9K Reviews & Ratings

4+ years old

Developer: Forward Human Inc.

Developed in 2017 with version 1.0

Current version is 2.75.2

"This app is really nice, and the graphics are so cute and simple! It's so nice to be able to say whatever thoughts I have and have the data be password protected. The only complaint I have is that there's a membership I didn't know about, so not everything is freely available. But overall It's a really good way to reflect."

"What a fantastic app! Most are just a blank slate, and as journaling is not really my thing, I find it hard to get going in those. Some provide you with prompts, but I've never felt like the prompts got my anywhere. Jour is different. I've been struggling with depression, and the current pandemic and the California wildfires have made it increasingly difficult to handle my emotions in a healthy way. Just a single session with Jour and I found myself smiling, sitting here at my desk and thinking about how great it is to have a place to sit and write. But even without the paid features, the app feels like a full-functioning CBT Approach to journaling, and I love this first experience."

Stoic.

be happy, tranquil and mindful

★★★★★

4.8 out of 5 Stars

19K Reviews & Ratings

4+ years old

Developer: Maciej Lobodzinski

Developed in 2017 with version 2017.1

Current version is 2021.17

"For anyone looking to have a casual day journal or an aggressive routine of mental exercises, this is for you. Stoicism has so much to offer everyone and they even include the option of focusing your day around Buddhist, Taoist, or catholic teachings (or a mix of all four) if you'd like those instead. Can't recommend more, seriously. Also, well worth the price of subscription."

"I already begin my mornings with two excellent meditation apps (Calm and Waking Up), but I felt I needed something additional from a different perspective. None of the many CBT and other self-help apps was successfully filling that void. Stoic helps me to find peace by way of a variety of tools including journaling, breathing exercises, walking meditations and other thoughtful guidance. Indeed, all common techniques, but the particular approach taken by stoic, with its clean user interface and striking graphical design, all resonated so quickly and completely within me that I paid for lifetime premium access almost immediately upon installing it. May this app be as useful to you as it is to me."

S.

Tangerine: Self-Care and Goals

★★★★⯨

Habits. Mood tracker. Journal.

4.7 out of 5 Stars

1.4K Reviews & Ratings

4+ years old

Developer: Bitdreams OU

Developed in 2017 with version 1.0

Current version is 3.1.2

"I love that this app combines habit and mood tracking! Overall, the look of the app is simple and cute which is exactly what I was looking for. I also love the ability to add the number of times you want to do a habit. For example, I have a habit for drinking water 8 times a day. Really great to be able to get that detailed. However, the mood tracker portion needs more customization options. I'd like to be able to list my own reasons for a good or bad day. The app Daylio is a better mood tracker because you can input your own moods and activities. I really hope Tangerine incorporates this."

"I've tried a few other habit trackers, and Tangerine is my favorite. Beautiful and seamless UI makes it quick and fun to check in with my habits daily, and I really like that you can cross them off from a long tap on the icons as well. There's also a great flow that maps your mood to factors from the day and lets you write a note- a great way to reflect daily in an app I already use."

User Interviews

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Goal:
What does the app succeed in when inputting information? When finding the perfect self care app what do you look for?

Questions:

1) What are your initial thoughts on the design of this app?

2) What works (functionality) within the app?

3) What does not work (functionality) within the app?

4) How do you feel about the navigation of the app?

5) Please write down any and all observations

6) What do you think this app is rated out of 5 stars?

7) Have you used any sort of Journal/ self care app in the past?

8) If so, what did you like and dislike about it?

9) Is there anything you would add to the app?

Interviewee #1

1) What are your initial thoughts on the design of this app?
Very bland. Poor instruction on how to navigate and use, terrible illustrations.. and really no useful information.

2) What works (functionality) within the app?
Nothing

3) What does not work (functionality) within the app?
There is no information to access

4) How do you feel about the navigation of the app?
Very bad. No direction or explanation on how to use or what info it will provide.

5) Please write down any and all observations.
This app does not guide, inform, excite, or engage me.

6) What do you think this app is rated out of 5 stars?
0

7) Have you used any sort of Journal/ self care app in the past?
Yes.

8) If so, what did you like and dislike about it?
Calm

9) Is there anything you would add to the app?
I would add some useful content.

Interviewee #2

1) What are your initial thoughts on the design of this app?

Looks unprofessional, not that much functionality

2) What works (functionality) within the app?

I like the concept of the app and the functionality within it (menu bar, notes, reminders) , however I don't think it is enough

3) What does not work (functionality) within the app?

Menu bar seems unorganized

4) How do you feel about the navigation of the app?

Doesn't seem like there's a navigation bar, only a menu

5) Please write down any and all observations.

I love the color scheme, don't exactly like the layout, needs a navigation bar, not much functionality to it.

6) What do you think this app is rated out of 5 stars?

2/5

7) Have you used any sort of Journal/ self care app in the past?

No i have not

8) If so, what did you like and dislike about it?

n/a

9) Is there anything you would add to the app?

Navigation, track progress/calendar

Interviewee #3

1) What are your initial thoughts on the design of this app?

Hard to navigate through to find certain stories.

2) What works (functionality) within the app?

Everything seems to appear well to the eye

3) What does not work (functionality) within the app?

Everything works functionally

4) How do you feel about the navigation of the app?

Navigation seems a little confusing.

5) Please write down any and all observations.

I notice a lot of recent stories.

6) What do you think this app is rated out of 5 stars?

3

7) Have you used any sort of Journal/ self care app in the past?

No.

8) If so, what did you like and dislike about it?

N/A

9) Is there anything you would add to the app?

Creating a profile/sharing with friends.

Interviewee #4

1) What are your initial thoughts on the design of this app?

I like the leaf design aspect, it's cute. The mint green design color is very peaceful, I like it.

2) What works (functionality) within the app?

It's simple to use. You hit one button to make a reminder and another to do said reminder

3) What does not work (functionality) within the app?

I mean the app is kind of useless. It's just the reminders app but make it aesthetic. Remind me to breathe and stimulate? Lol. Dumb.

4) How do you feel about the navigation of the app?

It's easy because there's not much on the app.

5) Please write down any and all observations.

It's cute. I am going to delete it though because it's too like flower fairy nonsense for me. It's not helpful, it just makes you feel better.

6) What do you think this app is rated out of 5 stars?

2-3

7) Have you used any sort of Journal/ self care app in the past?

No.

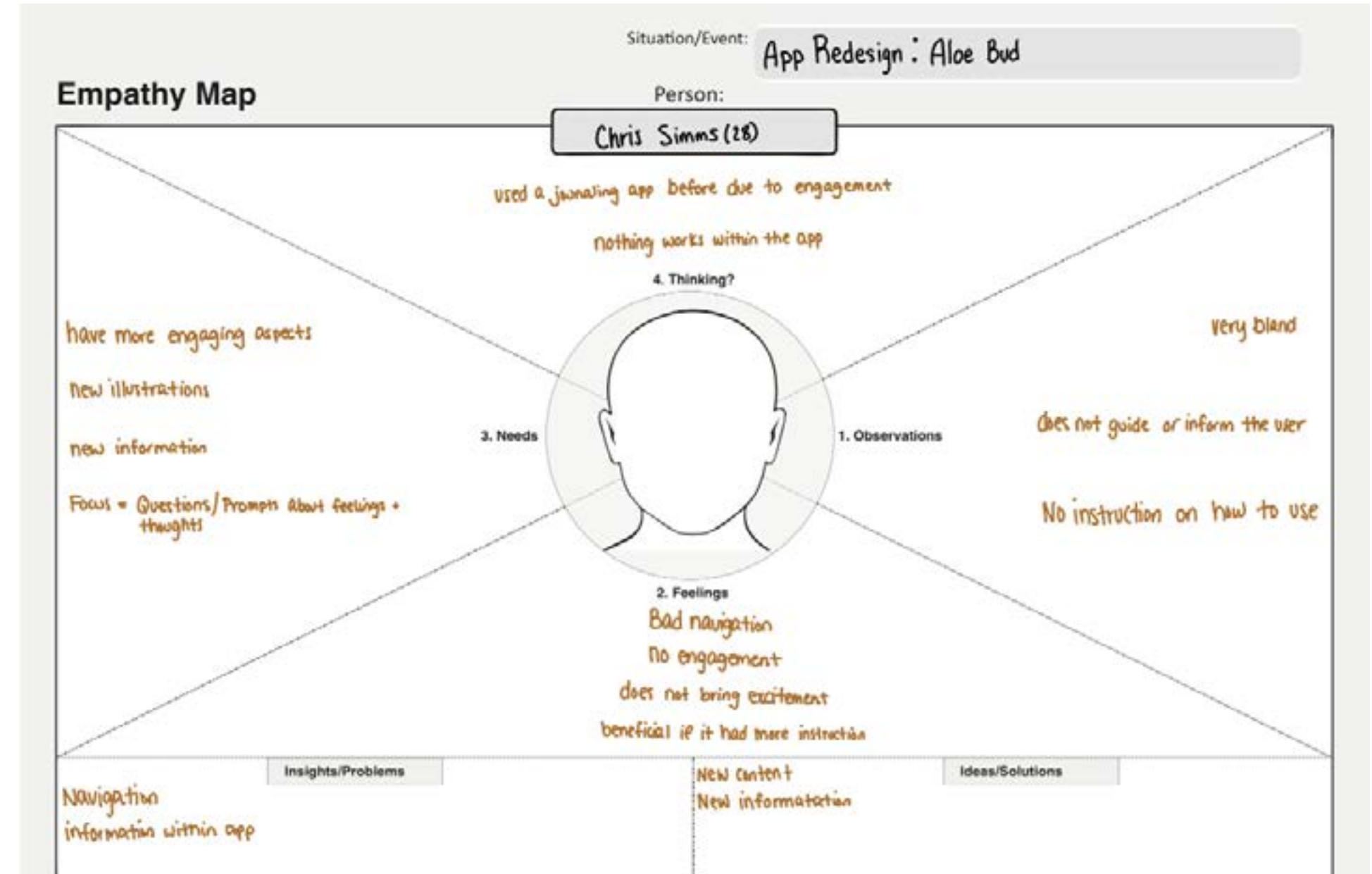**8) If so, what did you like and dislike about it?**

N/A

9) Is there anything you would add to the app?

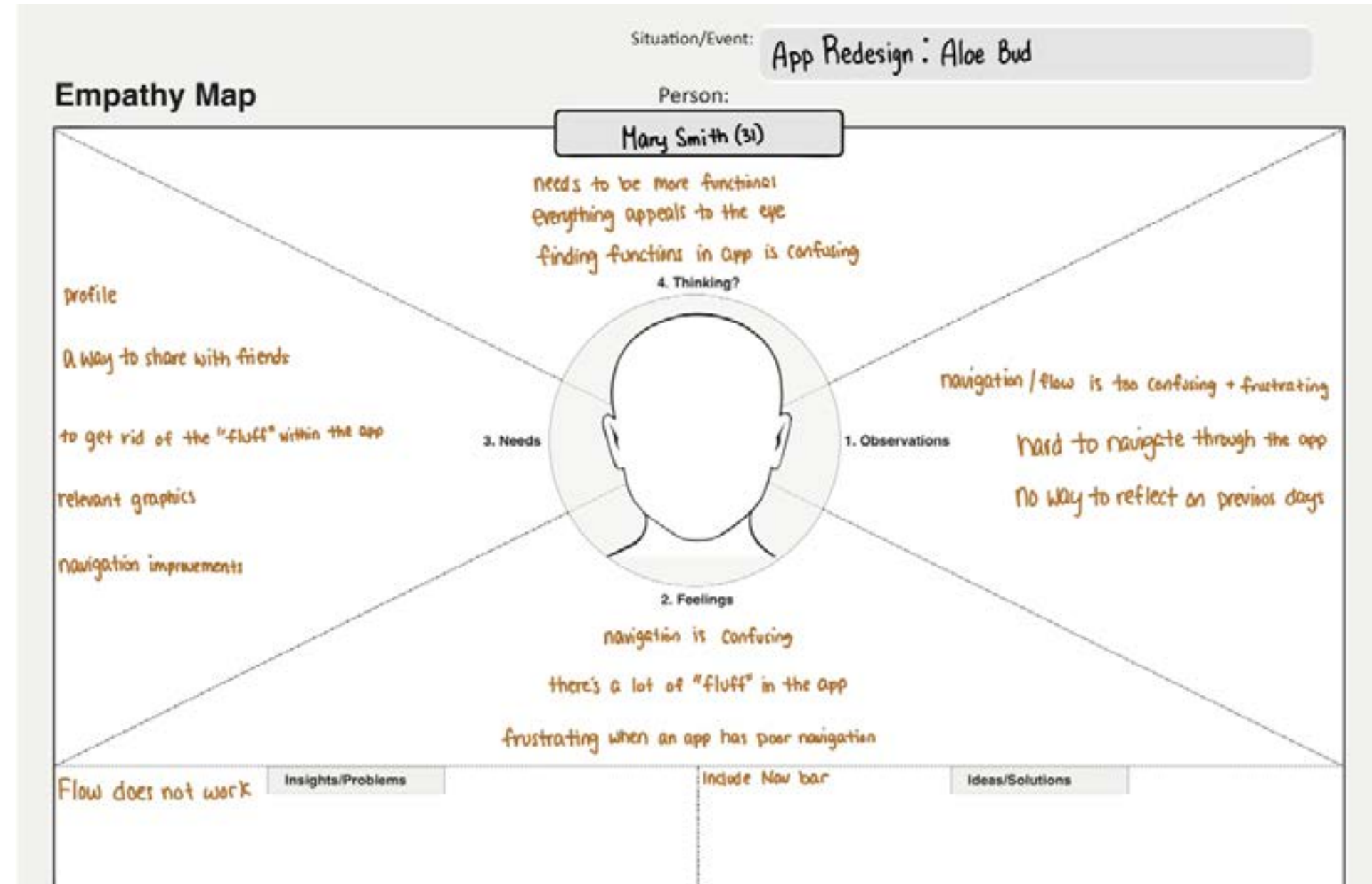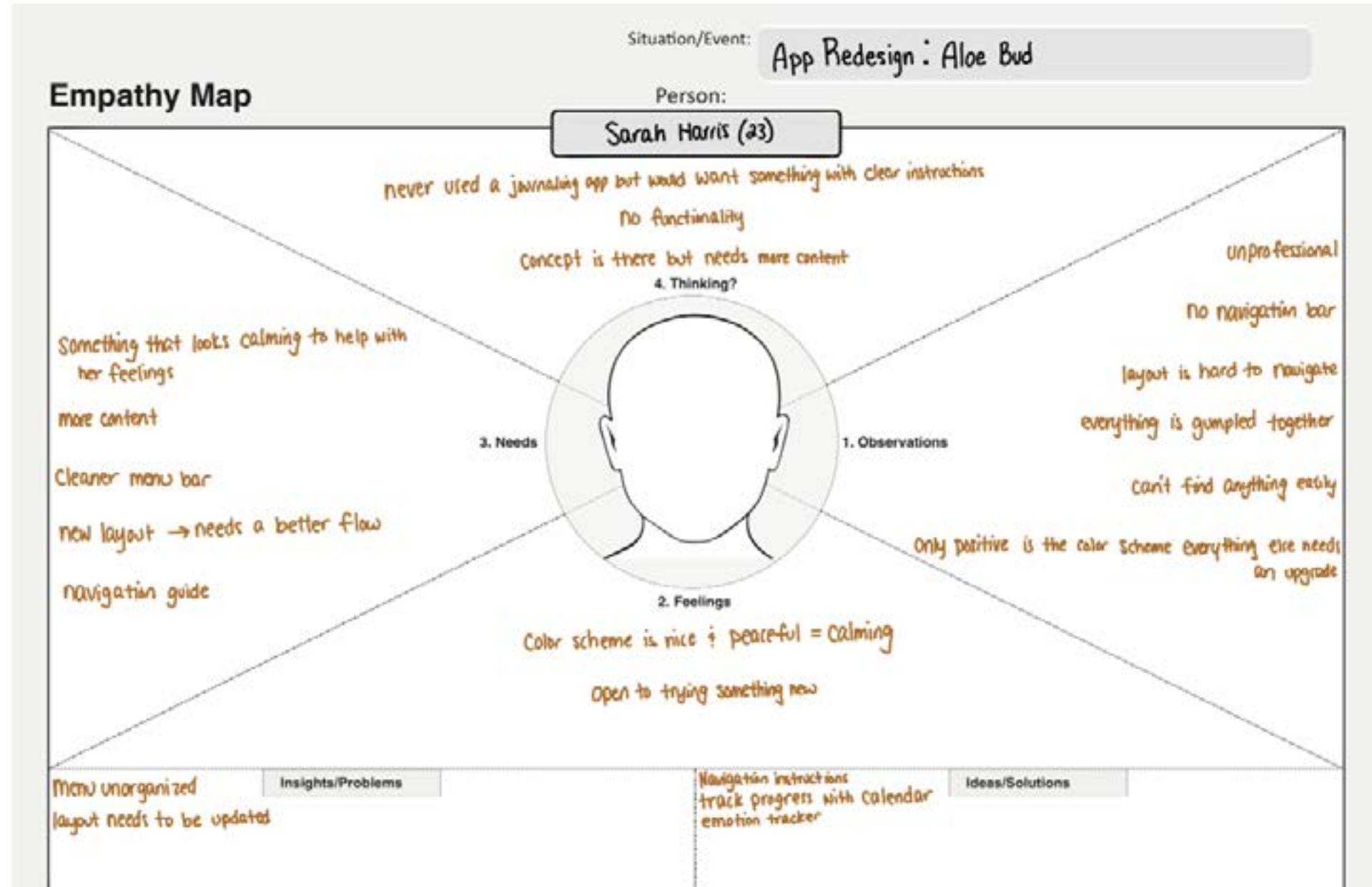Functionality. Some other function that isn't just a reminders board.

Empathy Maps

In order to make sense of the user interviews, I created a some empathy maps based off of the results. An empathy map allows us to take these personas, and figure out certain attributes of the person. It gives us a deeper look into who they are and allows us to see what they think, say, do, and feel.

This way, we can understand and prioritize their most important needs. With this information, we can also remove any bias from our designs and focus it around what the user wants to see, not us.

Empathy Map

Situation/Event: App Redesign : Aloe Bud

Person: Sarah Harris (23)

never used a journaling app but would want something with clear instructions

No functionality

Concept is there but needs more content

4. Thinking?

unprofessional

No navigation bar

layout is hard to navigate

everything is jumbled together

can't find anything easily

Something that looks calming to help with her feelings

more content

Cleaner menu bar

new layout → needs a better flow

navigation guide

3. Needs

1. Observations

Only positive is the color scheme everything else needs an upgrade

2. Feelings

Color scheme is nice & peaceful = calming

open to trying something new

Menu unorganized
layout needs to be updated

Insights/Problems

Navigation instructions
track progress with calendar
emotion tracker

Ideas/Solutions

Empathy Map

Situation/Event: App Redesign : Aloe Bud

Person: Mary Smith (31)

needs to be more functional
everything appeals to the eye
finding functions in app is confusing

4. Thinking?

profile

a way to share with friends

to get rid of the "fluff" within the app

relevant graphics

navigation improvements

3. Needs

1. Observations

navigation / flow is too confusing + frustrating

hard to navigate through the app

No way to reflect on previous days

2. Feelings

navigation is confusing

there's a lot of "fluff" in the app

frustrating when an app has poor navigation

Flow does not work

Insights/Problems

Include Nav bar

Ideas/Solutions

Personas

In order to make sense of the user interviews, I created a persona. This persona represents the people that may be interested in using the application. Her personality is curated towards the features on the app and her about is based off of the answers given in the survey.

Chris
Simms, 28

"I love the idea of Self-Journaling! But there's something missing in the ones I've tried. Nothing keeps me engaged."

About

Chris is a Regional Director who travels frequently for work. He is away 4-5 days out of the week, and has minimal downtime, much in high-end service work, and has struggled to "find time for himself". He has tried self journaling applications in the past, but hasn't quite found what he is looking for. He wants an application that keeps him engaged and provides guidance. After a long day, Chris wants the space to sit down and reflect, without causing more stress to his busy day.

Frustrations

Chris feels that a self journaling app would be beneficial to him, but has yet to find one that suits his needs. He likes the calming aspect, but finds that most self journaling type apps leave you to write with very little instruction. He wants the freedom to enter more when needed, but would also like an app that focuses on helping to work through the users thoughts/goals. Something that takes a bit more well-life facts that can plague are confusing and a threat to his goals.

MOTIVATIONS

PERSONALITY

Sarah Harris, 23

"I've never tried Self-Journaling but if I did I'd need clear instruction on how to start. Could be useful! "

About

Sarah is a marketing specialist who recently moved to New York City for work. She's been trying to balance her social and work life, but has found herself getting burnt out easily. She's always been outgoing but isn't used to moving records. She moved from a suburban area and has been having trouble adjusting to her new lifestyle. She's looking for an easy outlet to express and write her thoughts.
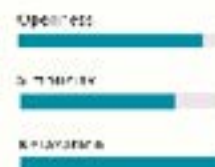
Frustrations

Sarah struggles to find an app that's like her needs. She's looking for an app that simply calms her, because of the overwhelming feelings she's been feeling recently. She wants one that flows easily and one that can track her emotional progress. She's skeptical about a self journaling app because she feels like it may not stress. If the layout is simple with a nice color scheme, she is open to trying one.

MOTIVATIONS

Openness

Community

Achievement

PERSONALITY

Introvert — Extrovert

Passive — Active

Analytical — Creative

Mary Smith, 31

"If I'm going to use a self-journaling app, I want it to be simple and functional."

About

Mary is a financial advisor in New Haven, CT who spends an overwhelming amount of time at work, and doesn't have a lot of free time. She is content with not much, but thinks and family have suggested to download a self journaling app and do some self reflection. She doesn't make much time for herself and doesn't have too much of a social life, but knows what she does and isn't afraid to speak her mind.

Frustrations

Mary doesn't like fluff. She likes content to be presented in a functional and simplistic way. It should be visually pleasing and peaceful, but not too focused on extra cheesy aspects. If she were to use a self journaling app, she wants it to be easy to navigate. Apps with poor navigation frustrate her.

MOTIVATIONS

Time save

Effectiveness

Functionality

PERSONALITY

Introvert — Extrovert

Passive — Active

Analytical — Creative

Information Architecture

For the first step in redesigning Unruffled, I created an information architecture. This allows us to understand how I will lay out the appliation, and what I will be including in each navigation tab.

Our tabs will inclide the main page, which includes a quick emotion assessment, how to record a morning and night routine and a way to compare two nights of sleep. I will then have a tab for exercises which will be a way for the user to free write, answer guided questions, and mediate either freely or timed. My third tab is used for insights to show emotional trends along with sleeping trends. My fourth tab is the settings tab that the user can customize the application to their specific desires.
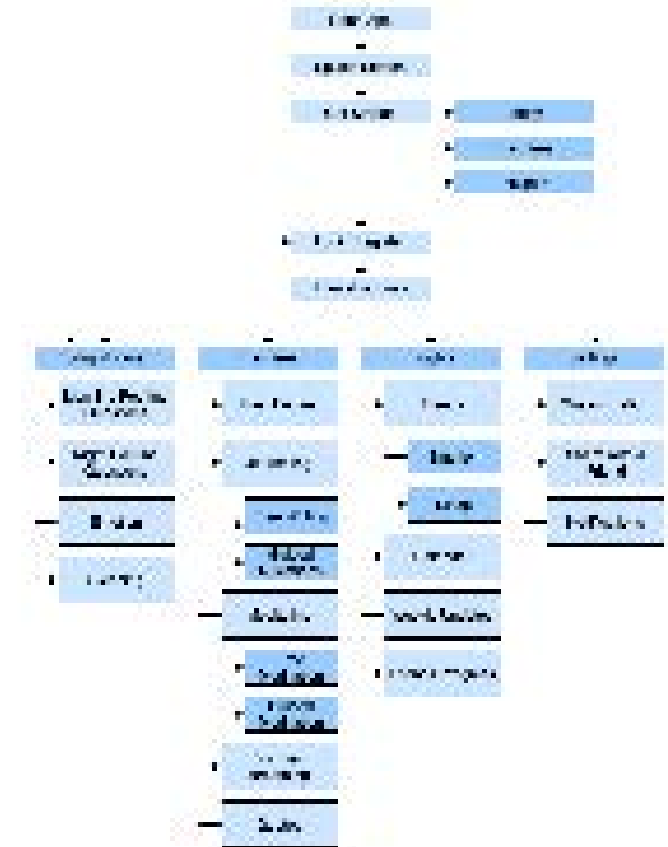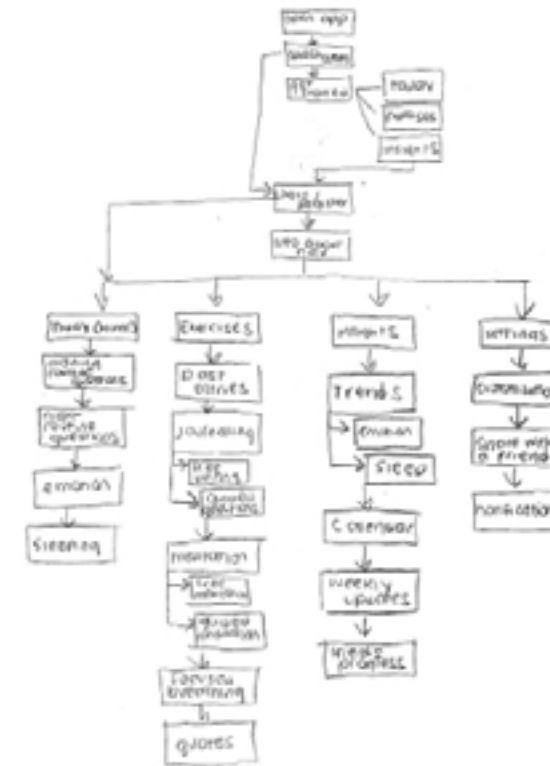
Wireframes

In order to start building the application, I created wireframes. These wireframes give me an idea of how I want the application layout to be. It's a good way to put our design onto paper without worrying about color, typography or images. It is a very basic structure that allows me to invison the application.

Trying to come up with the aesthetcis and the layout of an application at the same time is difficult. The wireframe gives me a good in between step to help me understand the content before I combine it with visuals.
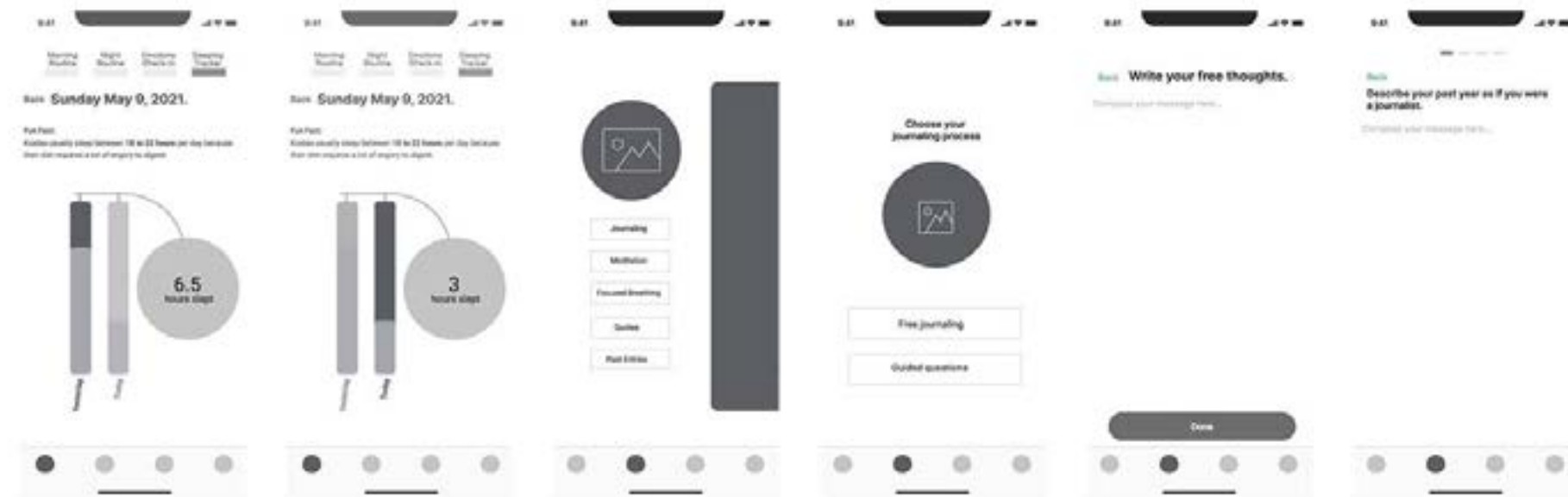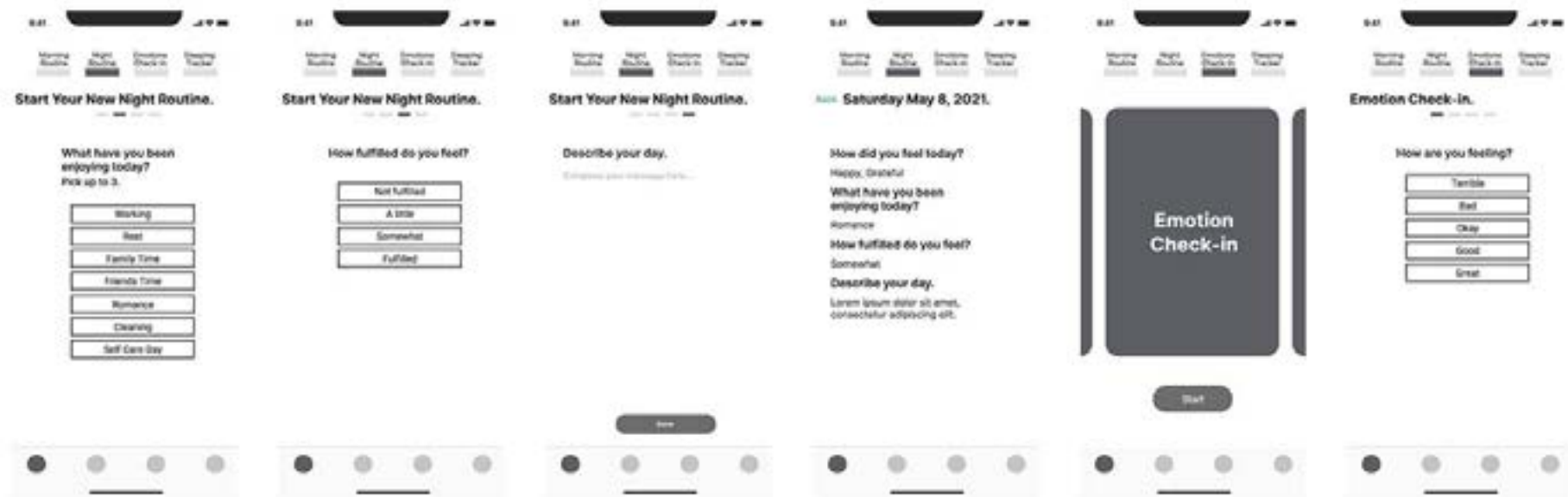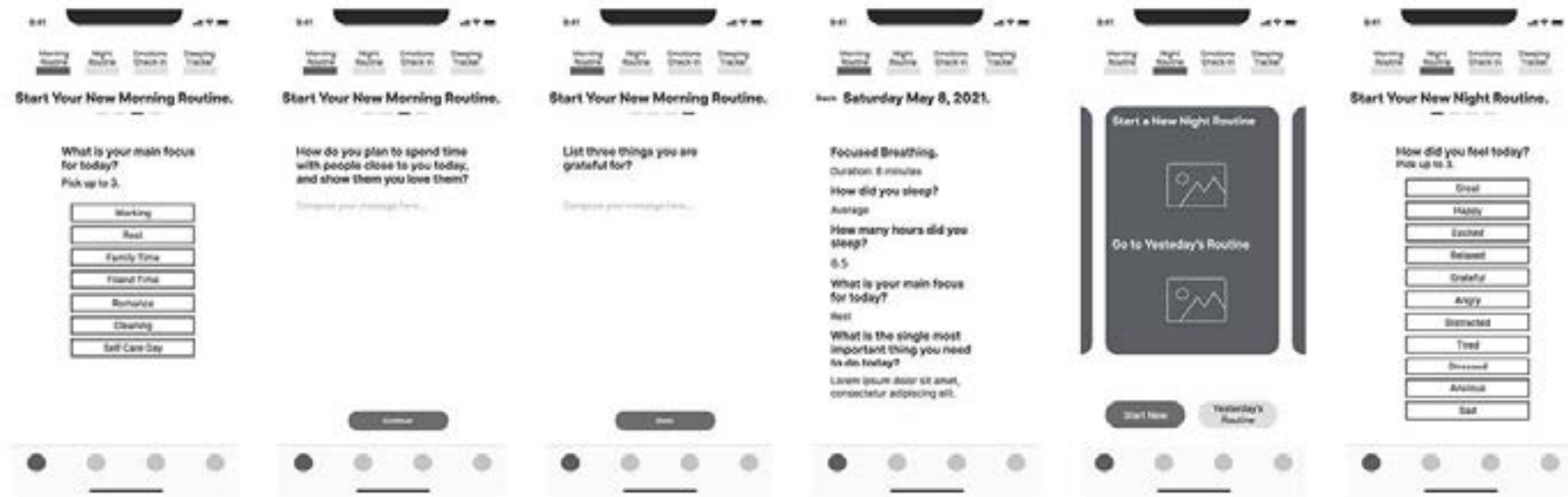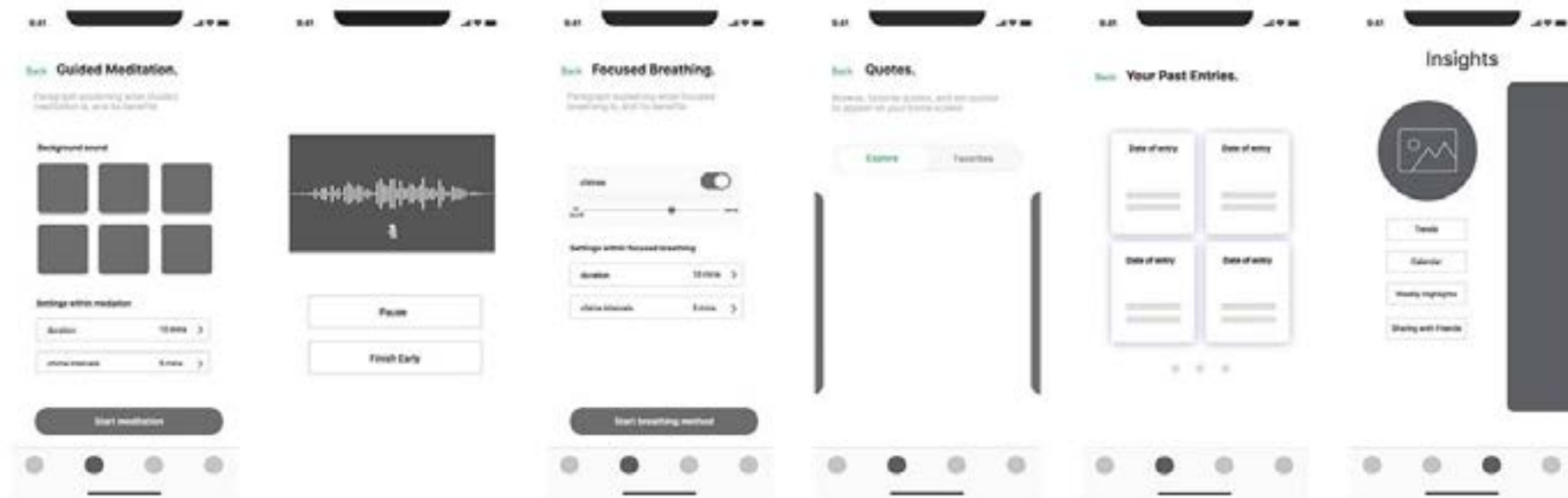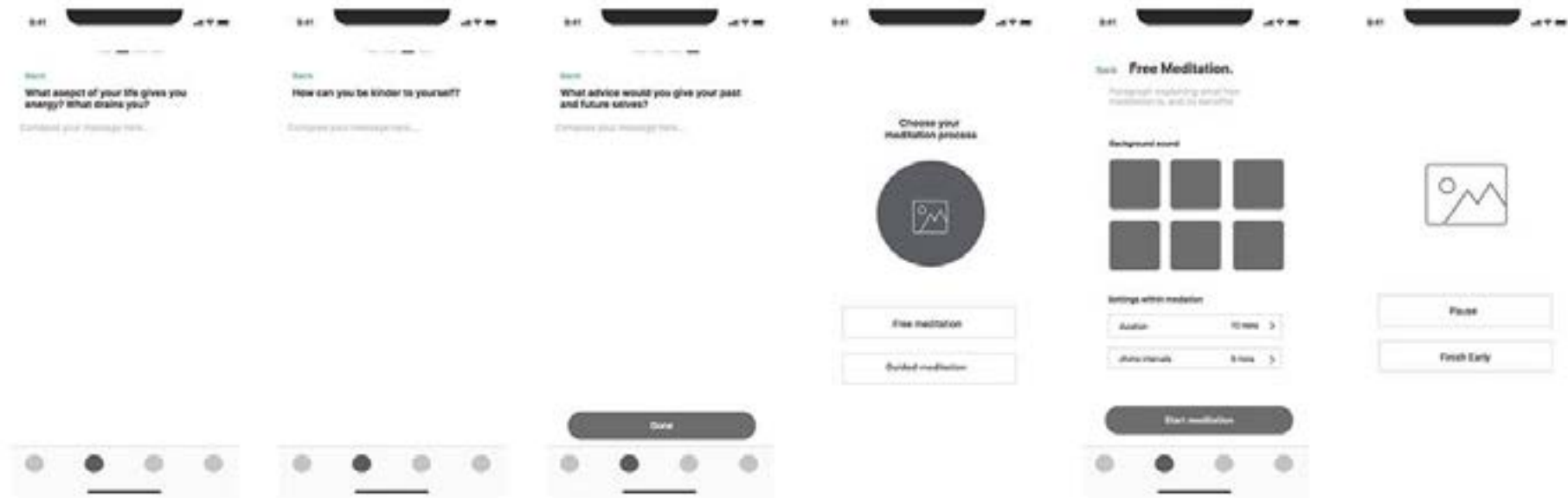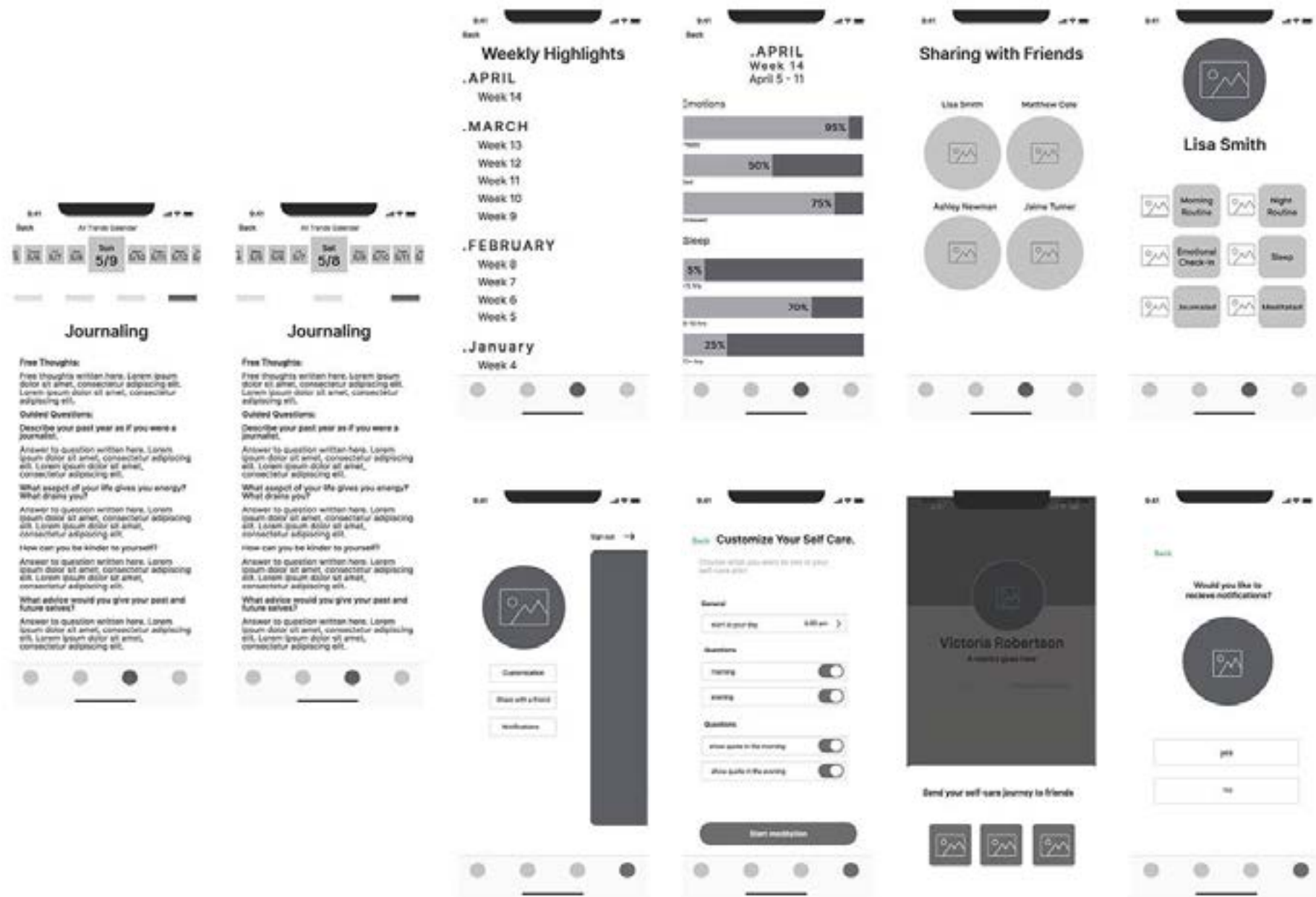
Inspiration

This content includes ideas for this project in terms of inspiration. I searched visual images of other application designs, that was related to self care apps. I used this information to get an idea for my aesthetic.

34|

35|
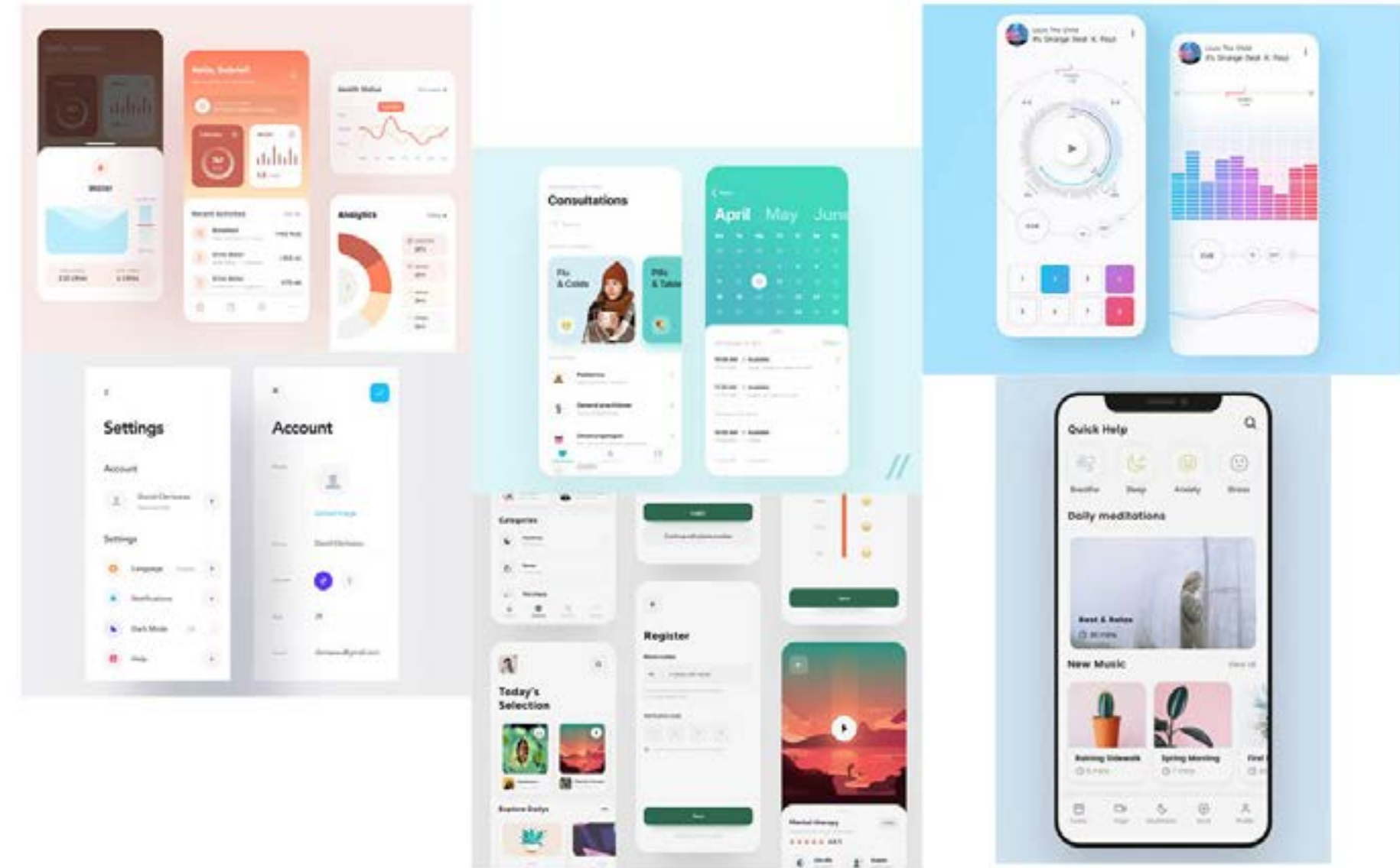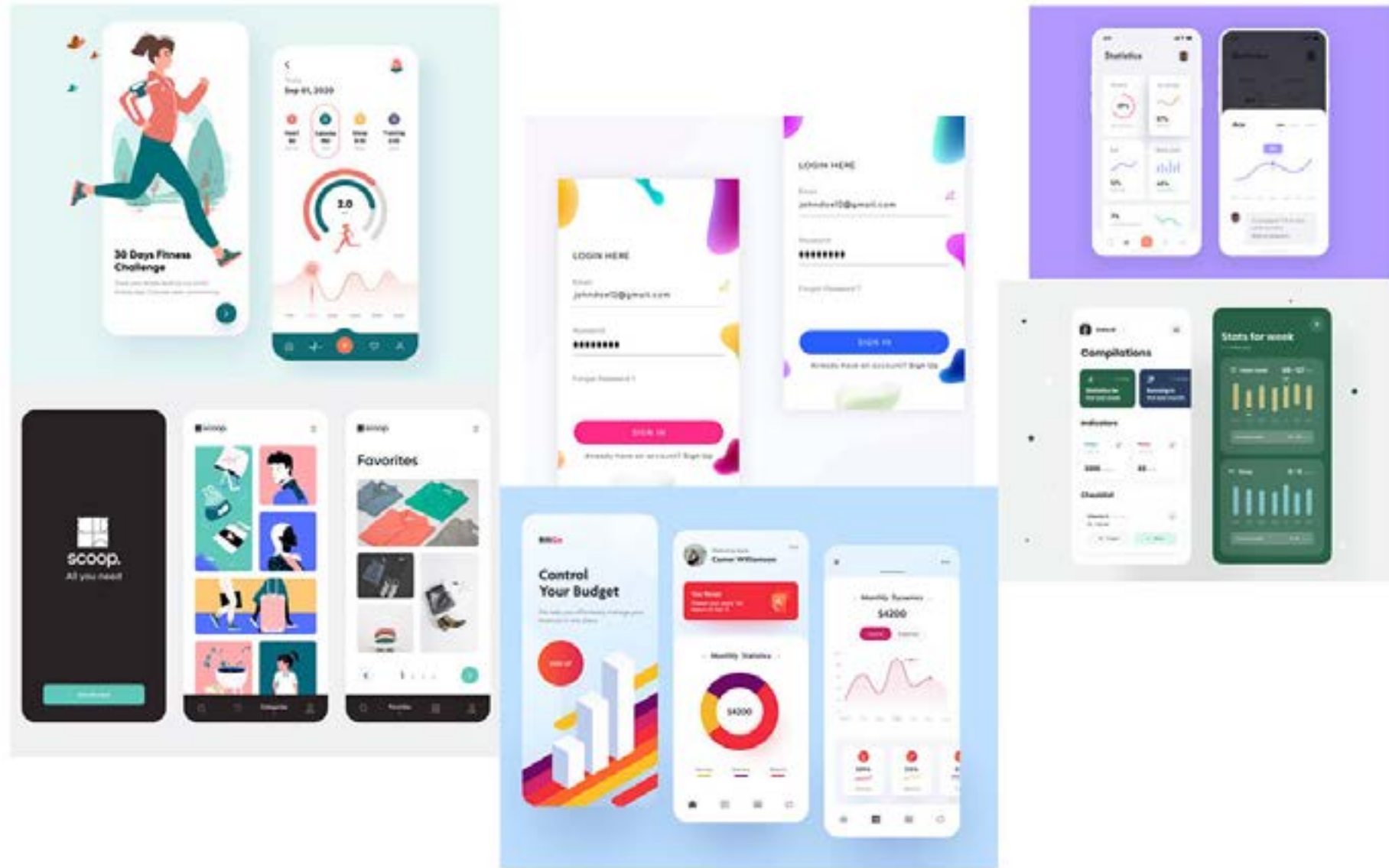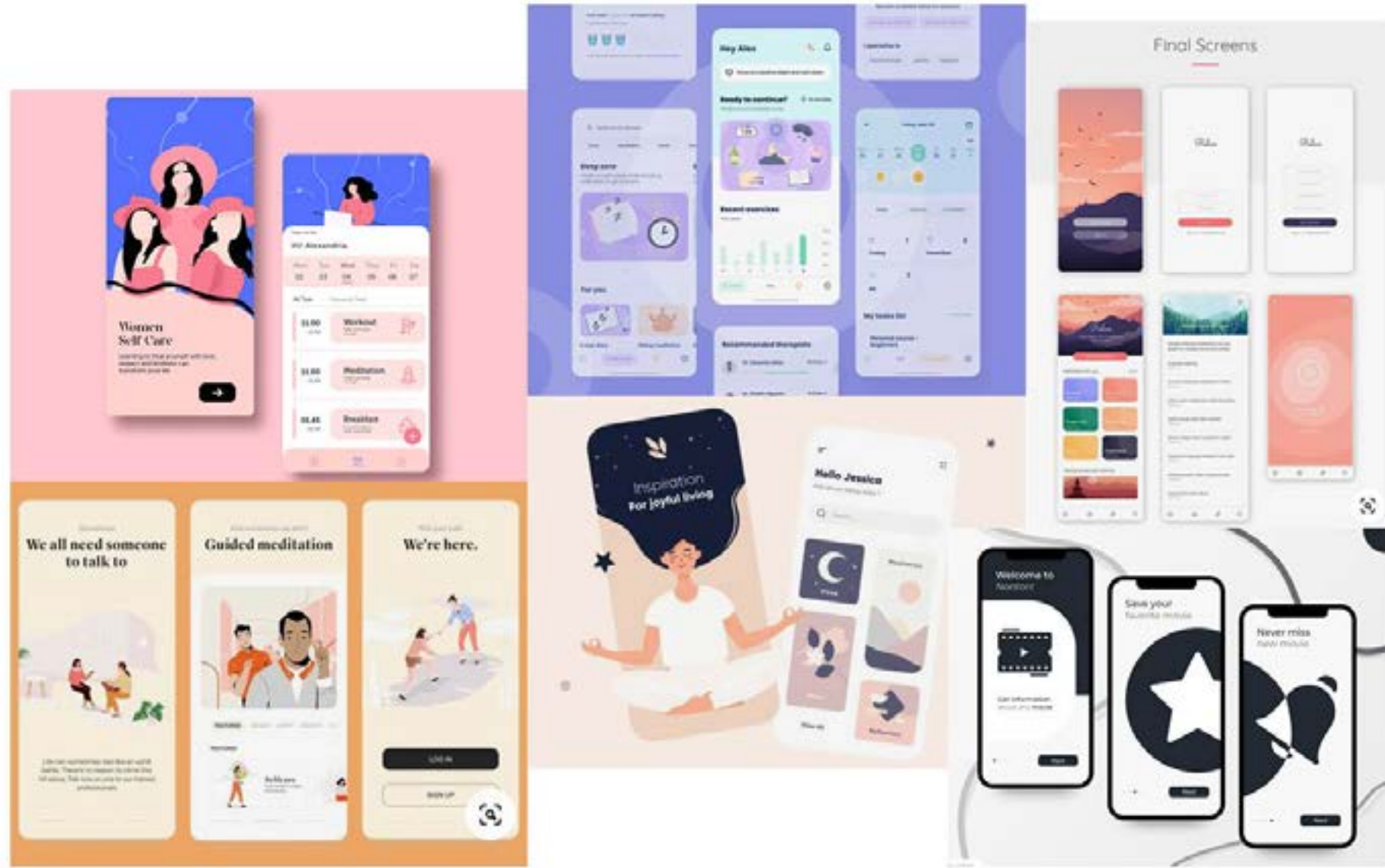
Type Studies

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Another step in creating the brand book, is by determining the typeface I want to use in Unruffled. I know I want a typeface that I will be able to use throughout the body and has a lot of different variations. Picking out a typeface allows for consistentcy.

To do a type study, I created a list of typefaces that would work best with a portion of the text. I kept testing them out until I found one that I liked and believed works best with my other components.

Minion Pro

Hello Kelly!
Regular, 16pt

Marion

Hello Kelly!
Regular, 16pt

Hello Kelly!
Italic, 16pt

Hello Kelly!
Bold, 16pt

Century Gothic

Hello Kelly!
Regular, 16pt

Hello Kelly!
Italic, 16pt

Hello Kelly!
Bold, 16pt

Hello Kelly!
Bold Italic, 16pt

STIXGeneral

Hello Kelly!
Regular, 16pt

Hello Kelly!
Italic, 16pt

Hello Kelly!
Bold, 16pt

Hello Kelly!
Bold Italic, 16pt

Khmer MN

Hello Kelly!
Regular, 16pt

Hello Kelly!
Regular, 16pt

Honey Script

Hello Kelly!
Light, 40pt

Hello Kelly!
SemiBold, 40pt

Romantic

Hello Kelly!
Regular, 16pt

Please write me a song

Hello Kelly!
Medium, 25pt

Poppins

Hello Kelly!
Thin, 16pt

Hello Kelly!
Extra Light, 16pt

Hello Kelly!
Light, 16pt

Hello Kelly!
Regular, 16pt

Hello Kelly!
Italic, 16pt

Hello Kelly!
Medium, 16pt

Hello Kelly!
SemiBold, 16pt

Hello Kelly!
Bold, 16pt

Hello Kelly!
Extra Bold, 16pt

Hello Kelly!
Black, 16pt

Work Sans

Hello Kelly!
Extra Light, 16pt

Hello Kelly!
Thin, 16pt

Hello Kelly!
Light, 16pt

Hello Kelly!
Regular, 16pt

Hello Kelly!
Italic, 16pt

Hello Kelly!
Medium, 16pt

Hello Kelly!
SemiBold, 16pt

Hello Kelly!
Bold, 16pt

Hello Kelly!
ExtraBold, 16pt

Hello Kelly!
Black, 16pt

Brand Guideline

With all my aesthetics decided, I went ahead to create a brand guideline. This includes all the components that make up the design of my application. The logo, colors, and typeface. The brand guideline is a simple way to get everything together in one spot.
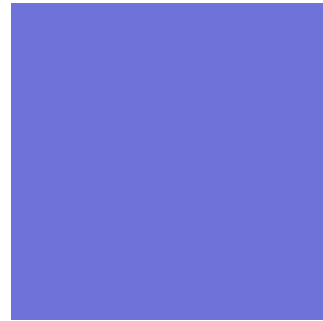
Logo

unruffled.

Colors

#f35b04

R 243	**C**	0%
G 91	**M**	79%
B 4	**Y**	100%
	K	0%

#1a1c6c

R 26	**C**	100%
G 28	**M**	99%
B 108	**Y**	25%
	K	8%

#6f72d8

R 111	**C**	64%
G 114	**M**	59%
B 216	**Y**	0%
	K	0%

#fb9b9b
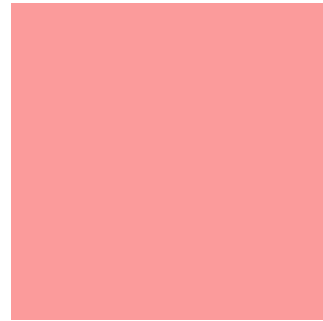
R 251	**C**	0%
G 155	**M**	49%
B 155	**Y**	27%
	K	0%

#dadada
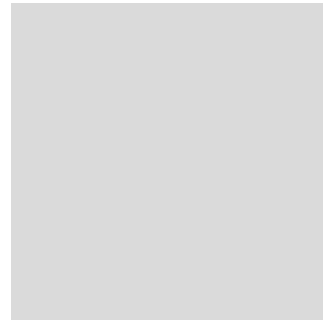
R 218	**C**	13%
G 218	**M**	10%
B 218	**Y**	11%
	K	0%

#3d348b

R 61	**C**	94%
G 52	**M**	97%
B 139	**Y**	7%
	K	1%

#9b9cd9
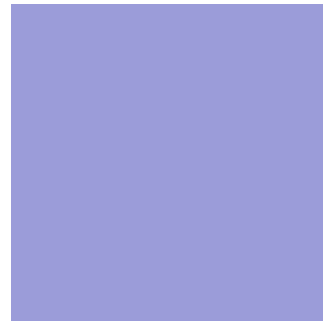
R 155	**C**	39%
G 156	**M**	36%
B 217	**Y**	0%
	K	0%

#898a8d

R 137	**C**	49%
G 138	**M**	40%
B 141	**Y**	38%
	K	4%

Typeface: Avenir Next

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
~ Regular ~

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
~ Medium ~

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
~ DemiBold ~

Aa
Aa
Aa

Designing Prototype Comps

With my research and brand identity done, I can finally begin on constructing Unruffled's redesign. By following the wireframes and aesthetics, I created a comp based on what my vision for the application. I have to design every page in Figma and then connect all the screens together to make it a live application.

Making the comp is where I can really be creative. However, I have to make sure we keep in mind the user so that they have the best experience possible. I need to make sure we include all the information they would need and also make sure they can interact with it properly. My other focus is the design aesthetics so that it instantly catches the eyes of the user.
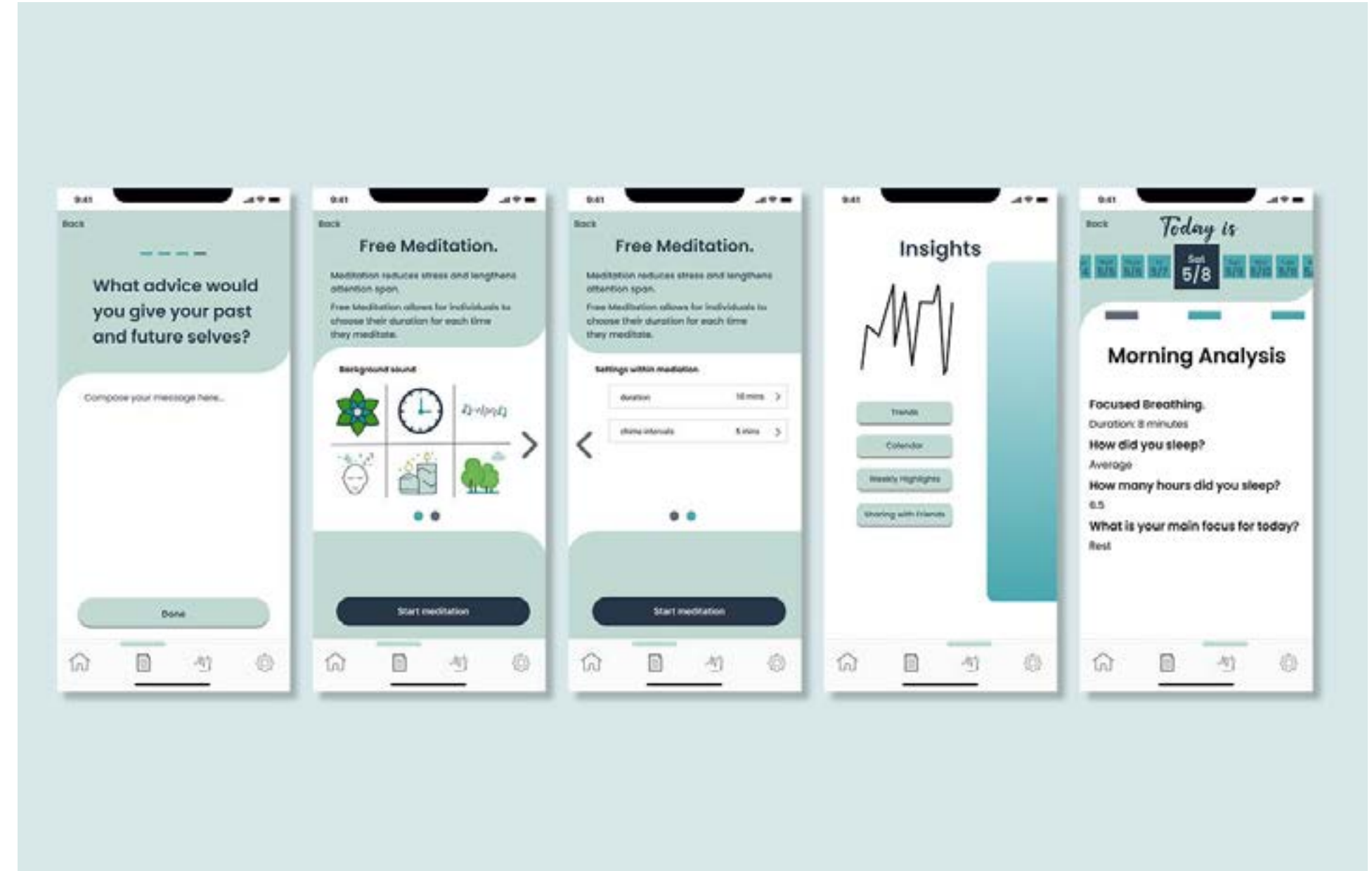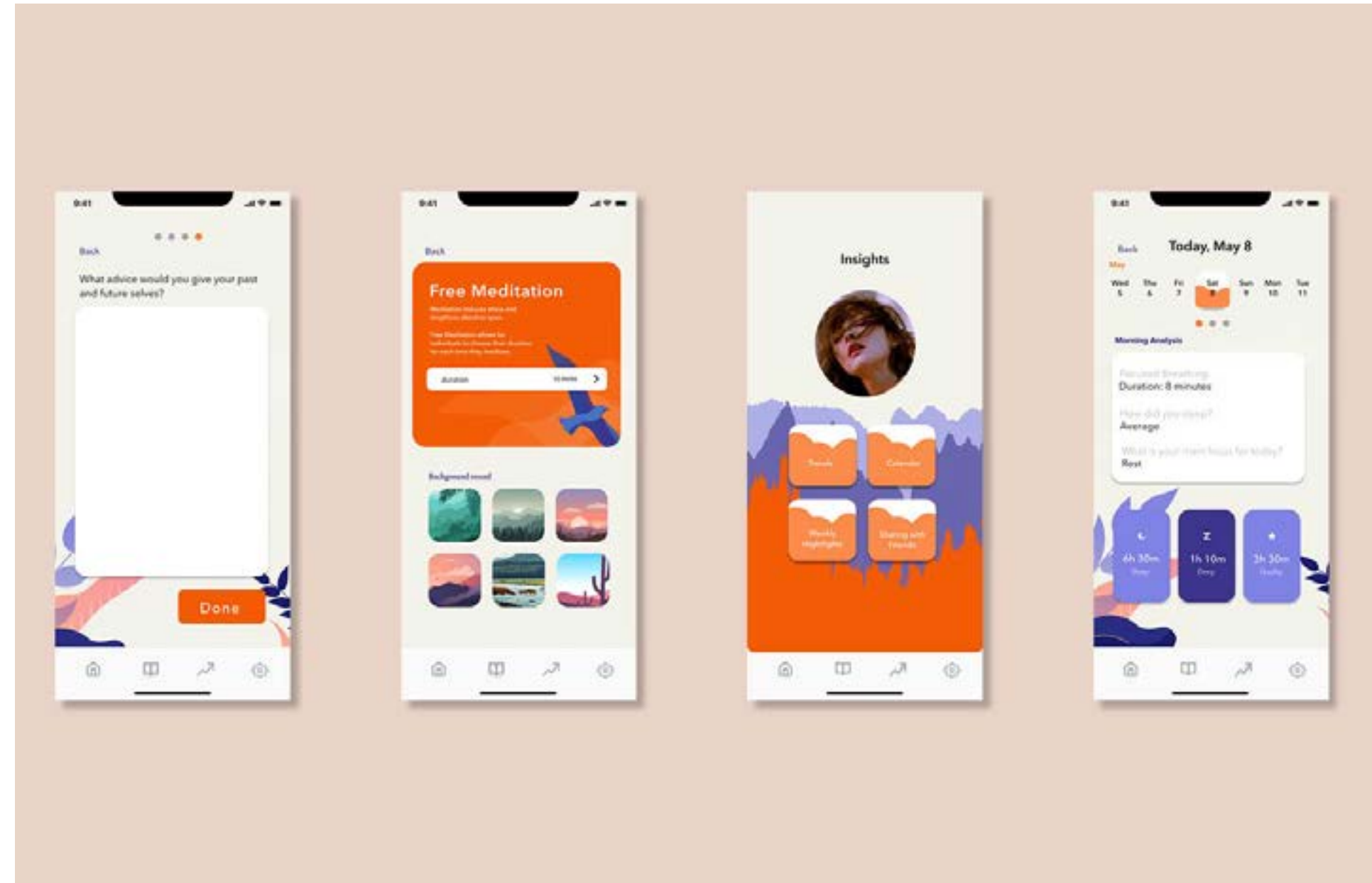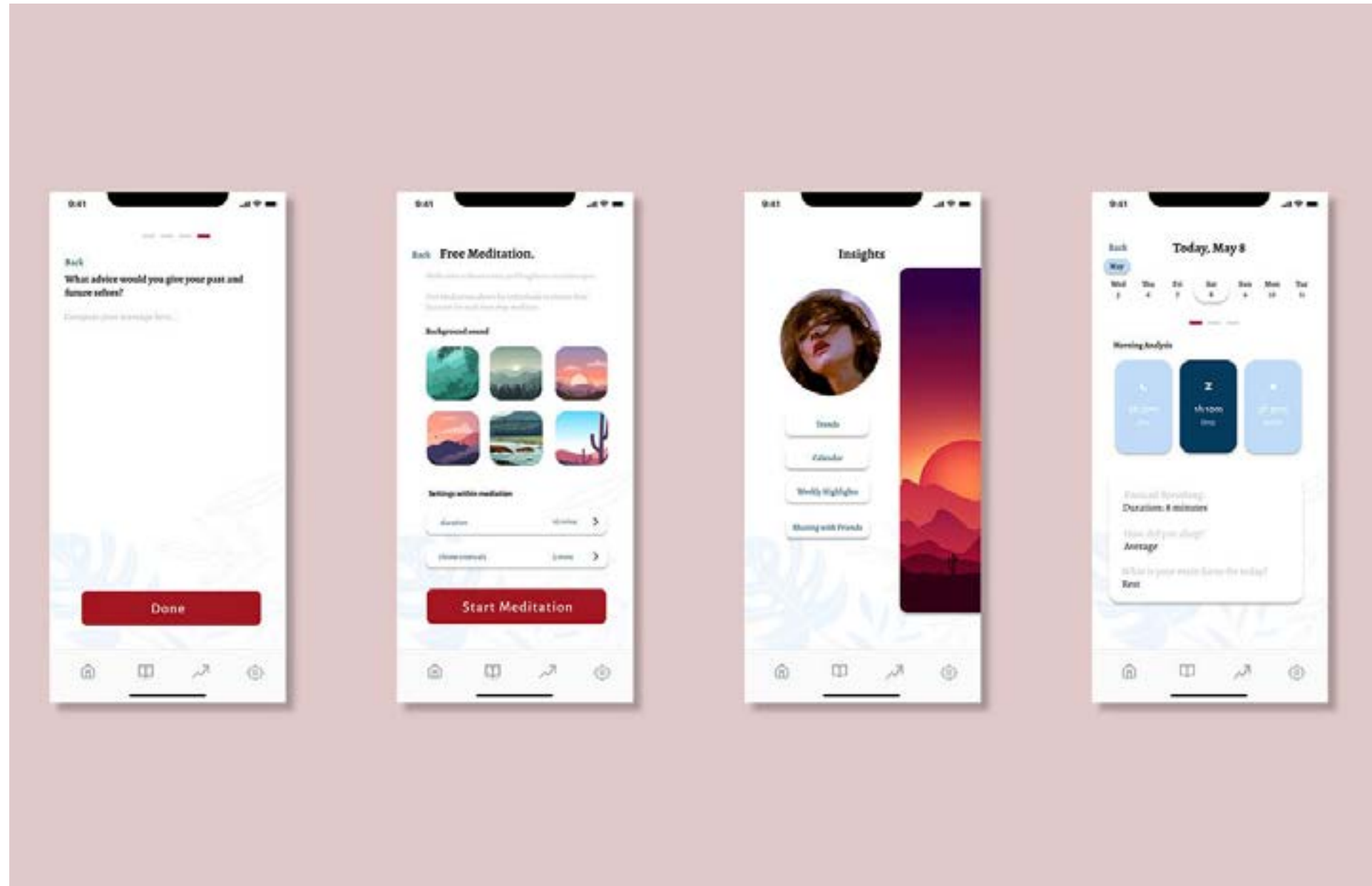
Final Prototypes

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Live Mobile Prototype - Click Here

Brittany Rose