

# Ally

CASE STUDY

NICOLE GU

# Content

1. Problem & Hypothesis Solution
2. Research (User Survey)
3. Design Solution (Branding)
4. Product User Journey Map
5. Key User Task Wireframe
6. User Testing

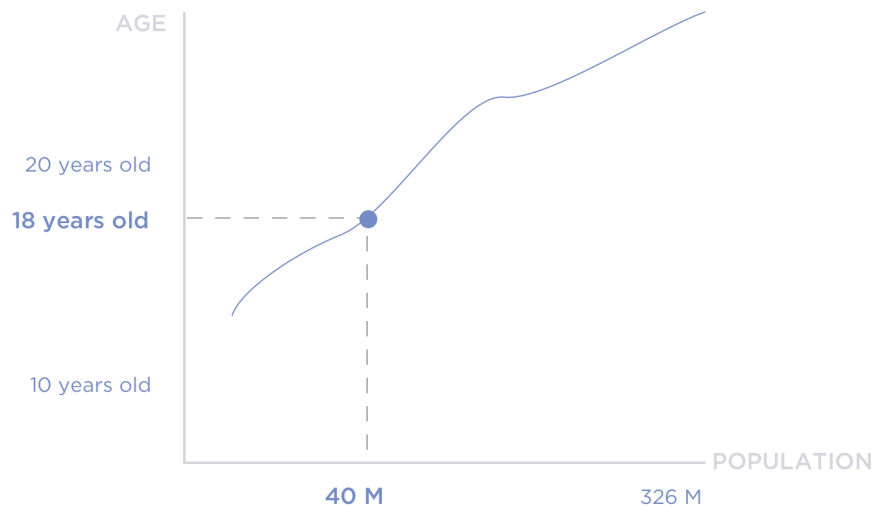


# Problem & Hypothesis Solution

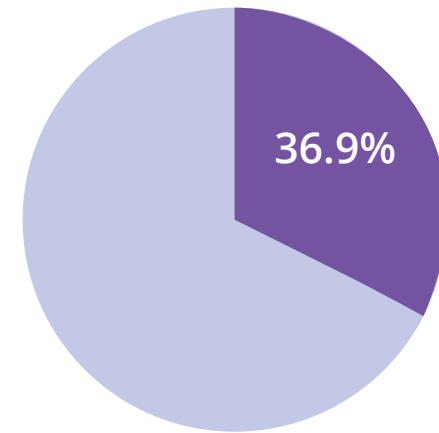
P R O B L E M   R E S E A R C H   &   S O L U T I O N

# Problem Statement

Anxiety and panic attack are the most common mental illness in the U.S. People often don't realize the onset of a panic attack before begins.



Anxiety affecting 40 million adults in the United States out of 326 millions age 18 and older



only 36.9% of those suffering receive treatment.

# Problem Statement

## What is anxiety / Panic attack?

Anxiety is the body's reaction to stressful, dangerous, or unfamiliar situations. Anxiety disorders keep people from sleeping, concentrating, talking to others, or even leaving their home.

## Symptoms of anxiety panic attacks

Shortness of breath

Chest pain

Sweating

Choking feeling

Dizzy, light-headed, or faint

Trembling or shaking

# Hypothesis Solution (App + AI assistant + IoT)

The problem, is that people don't realize a panic attack is beginning until it is too late, and don't know that they need help. More research found there is a term for this coined by **psychologist** Gary Klein. It's called **Pre-mortem**. I believe that providing a useful method of intervening before a panic attack takes its hold will help people suffering from anxiety.

## HOW IT WORKS

1.

User feels anxiety



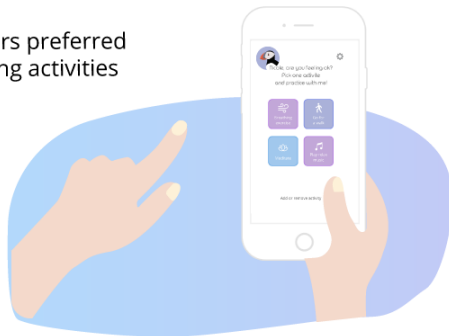
2.

Ally watch app detects stress, prompts user to open app



3.

App offers users preferred anxiety reducing activities



4.

Anxiety is reduced, user feels good again



# Research

USER SURVEY

# User Survey

## Purpose

- (1) Learn about what causes participant's anxiety and panic attacks;
- (2) How often do the anxiety/panic attacks happen to them during the day?
- (3) How badly are anxiety/panic attacks effecting their life?
- (4) What are the current solutions they are using?
- (5) Get insights on how familiar they are with technology.

## Method

Create a question list of 13 questions, send them out through network to friends who have anxiety problems, one of them is a psychologist.

**Target audience:** People who suffer from anxiety

**Estimated time:** About 20 minutes

Interview Question: Christina

**1. How are you today? Can you tell me some hobbies you like to do while you have free time?**

I'm doing good tonight. I had a rough morning and afternoon, but after work decided to do yoga and meditation and that always helps me feel better. That's why I like to do that in my free time. I also like nature, to work out and paint and meet friends.

**2. Have you ever felt anxiety?**

YES!

**3. What situations will make you anxiety?**

Stress at work and disharmony in relationships. Wrong food makes me anxious. coffee.

**4. What does anxiety feels like to you?**

I get tense, and worried, and sad and feel like thoughts are just spinning.

**5. What symptoms do you get when you feel anxiety?**

I have digestive problems and headaches from it

**6. Have you ever had a panic attack?**

I don't know. But certainly had high levels of anxiety that I didn't feel comfortable being in public.

**7. What do you do when you feel anxiety? Do you have any solution or strategy?**

I meditate, do breathing exercises or call someone friend or family to talk to. Sometimes journaling helps too. A walk in nature or sport is good when one has the energy

**8. How often do you feel anxiety?**

Too often!!!

**9. How much the anxiety effect your life?**

If I didn't know meditation and yoga to relieve it, I could not have gone through my studies.

**10. Have you take any steps to learn about it? What did you found out?**

I learned about that it can be related to food intolerances & digestive problems, gut-brain axis. And learned lots about stress relief strategies.

**11. What kind of tech do you use daily? Smart Phone? Watch? Computer? Tablet ?**

smart phone and laptop.

**12. What kind of accessories do you like to wear?**

Watch, bracelets, rings, earrings.....

# User Survey (Questions)

1. How are you today? Can you tell me some hobbies you like to do while you have free time?
2. Have you ever felt anxiety?
3. What situations will make you feel anxiety?
4. What does anxiety feel like to you?
5. What symptoms do you get when you feel anxiety?
6. Have you ever had a panic attack?
7. What do you do when you feel anxiety? Do you have any solution or strategy?
8. How often do you feel anxiety?
9. How much does anxiety affect your life?
10. Have you take any steps to learn about it? What did you found out?
11. What kind of tech do you use daily? Smart Phone? Watch? Computer? Tablet ?
12. What kind of accessories do you like to wear?
13. Anything you want to say and share? What I can learn from your experience?

# User Survey (Respondents)



**Name:** Christina

**Age:** 28 years old

**Job:** UX designer

**Stress level:** 9 out of 10;

Works 70 hours/week



**Name:** Tanya

**Age:** 60 years old

**Job:** University Instructor

**Stressed level:** 6 out of 10;

Works 55 hours/week



**Name:** Jordan

**Age:** 29 years old

**Job:** Psychologist

**Stress level:** 7 out of 10;

Works 60 hours/week



# User Survey Insights

## **1. Situation causing anxiety :**

When trying new things; stress from work, wrong food; crowded places.

**2. There is no one solution. Anxiety isn't something that can be cured but rather managed by being more aware of when it acts up.**

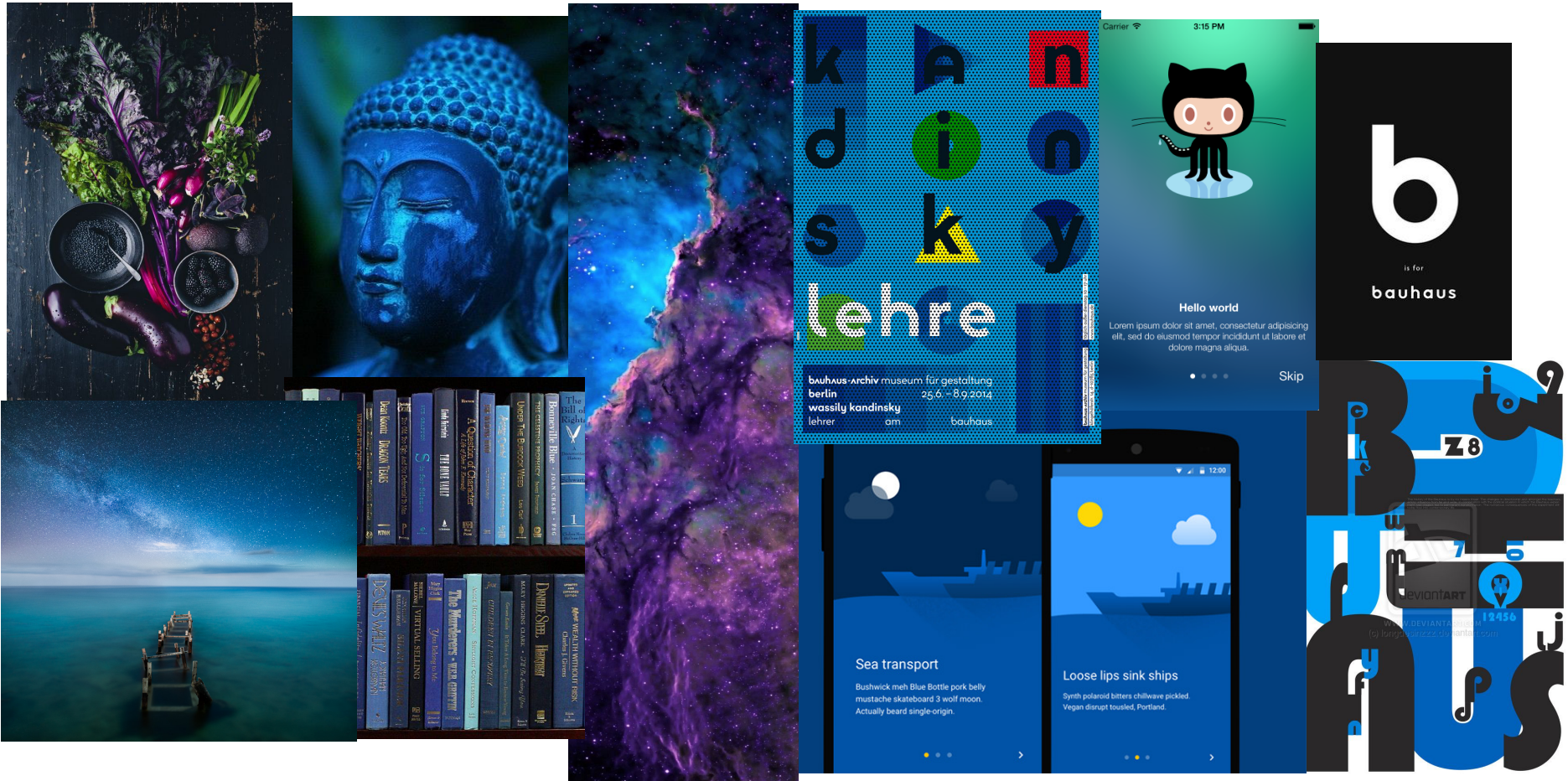
## **3. Ways that respondents found that helps their anxiety:**

Meditate; breathing exercises; talk to a friend or family; journaling; a walk in nature or sport; food digestive problems; transcendental Meditation.

# Design Solution

BRANDING

# Inspiration & Type Board

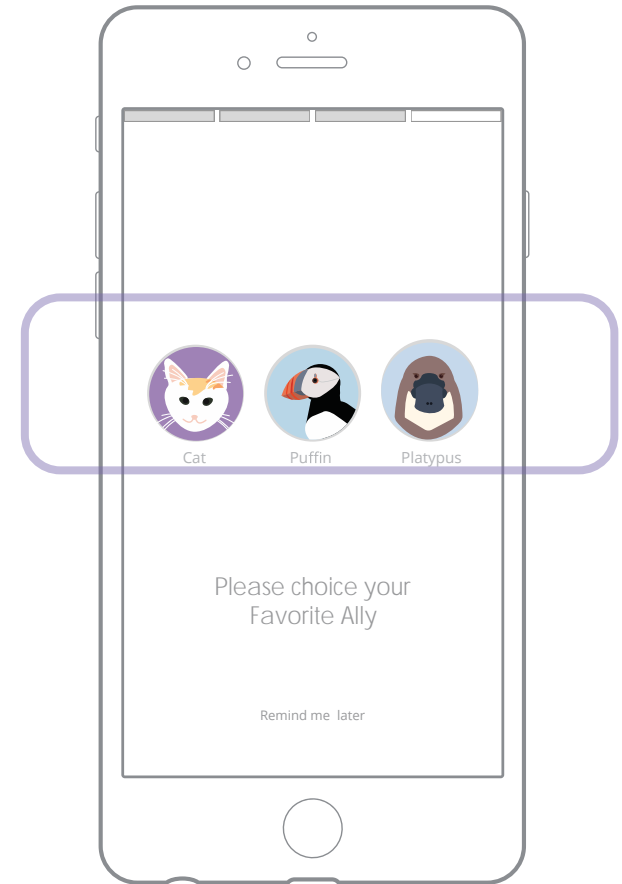


# Illustration Guideline

**Ally's** mission is to stop anxiety before it starts!

We chose a colorful, rounded, illustration style to fit its personality. We want our users to see the world as colorful and friendly.

To make users feel they are not alone, we provided them the option to choose a favorite animal assistant during the onboarding process.



# Brand Personality



The Ally design system is built on the idea that when you think of Ally, you will feel it is trustworthy and knowledgeable. Also to create the feeling that Ally is a best friend, someone cares about you and always will be there for you. Ally communicate this visually by choosing the calm, peaceful, friendly colors, also elegant typeface, and playful imagery/illustrations are used to make you feel like Ally is a comfortable and trustworthy companion.

# Color

## Primary colors

Purple & blue were chosen  
to make people emotionally  
feel calm



#1664AE

#9167B0



#A1C7ED

#C1A7D8



#7EB9EE

#815EDC

## Secondary colors



#F9C852

#E25C4A



#EEEEEE

#555555

# Typography

## Typo Round

The font is chosen  
for its friendliest.

Headline \_ \_ \_ 88 pt

Sub-headline \_ \_ \_ \_ 48 pt

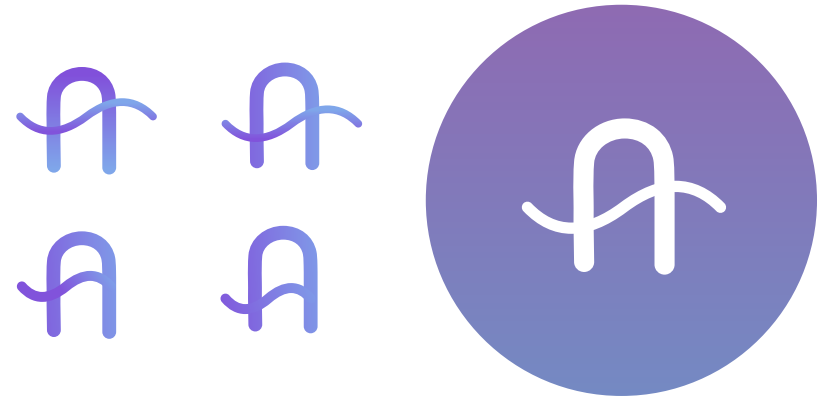
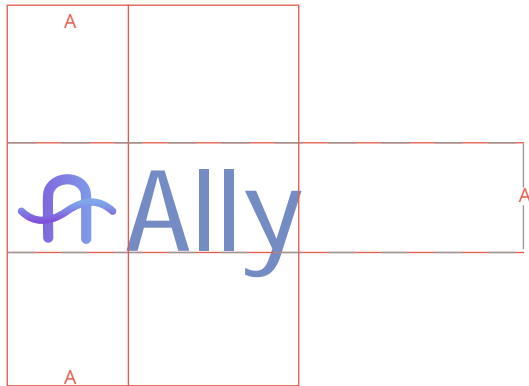
## Open Sans

Title \_ \_ \_ \_ \_ 32pt

**1. Lorem ipsum dolor** \_ \_ \_ \_ \_ 22pt

tofu Umami mumblecore polaroid bitters  
brunch subway tile Brooklyn pour-over  
marfa paleo flannel readymade everyday. \_ \_ \_ \_ 16pt

# Logo



## Logo Analysis

Logo type face: Typo Round

The logo represents two arms holding each other, and helping each other. The font was chosen because of its rounded edges feel friendly and caring.





# User Journey Map & Key Tasks

FINDING USER NEEDS & 3 KEY TASKS

# Persona

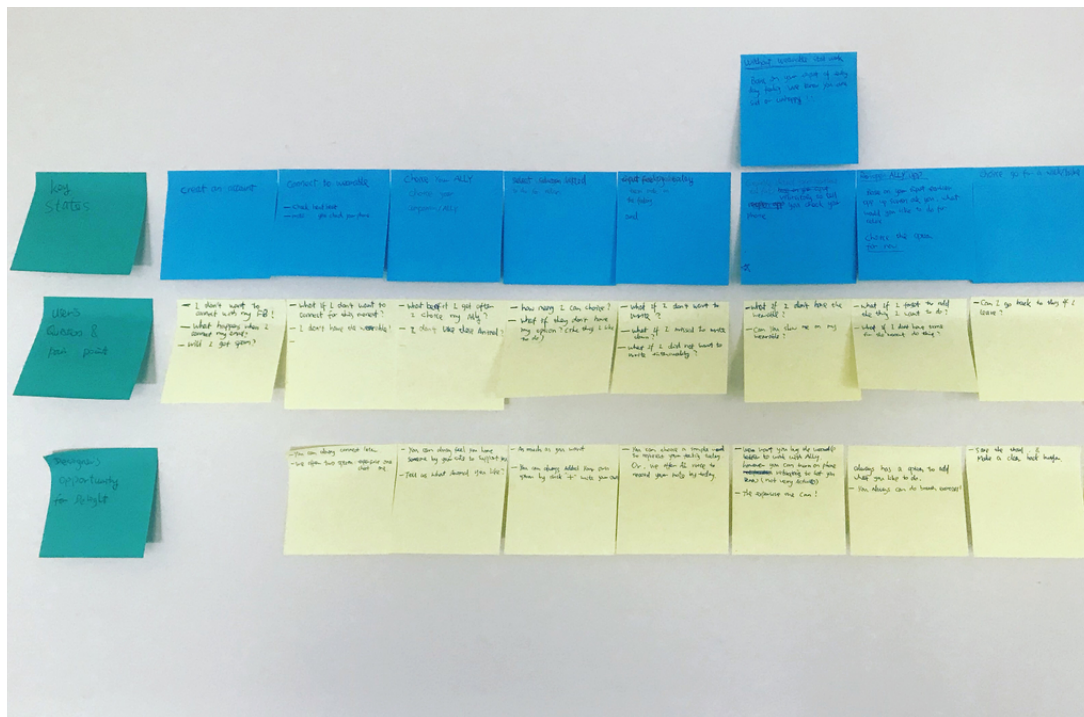


<b>Name:</b>	Christina
<b>Age:</b>	28 years old
<b>Life Style:</b>	Tech savvy, works in SF
<b>Job:</b>	User experience designer
<b>Income:</b>	\$80,000
<b>Stress Level:</b>	9 out of 10; works 70 hours a week
<b>Pain Point:</b>	Anxiety attacks often can't be controlled
<b>Goal:</b>	Be aware of the anxiety comes

Designer Christina is a hard working designer live in San Francisco. One day she was having trouble breathing and had a panic attack. This started to happen more often and began negatively affecting her life. She discovered her own ways to catch her anxiety before it gets worse, helping her finding balance in her daily life. Ultimately she was able to live a happy, balanced life.

# User Journey Map Process

Created 3 user tasks based on the user survey insights.



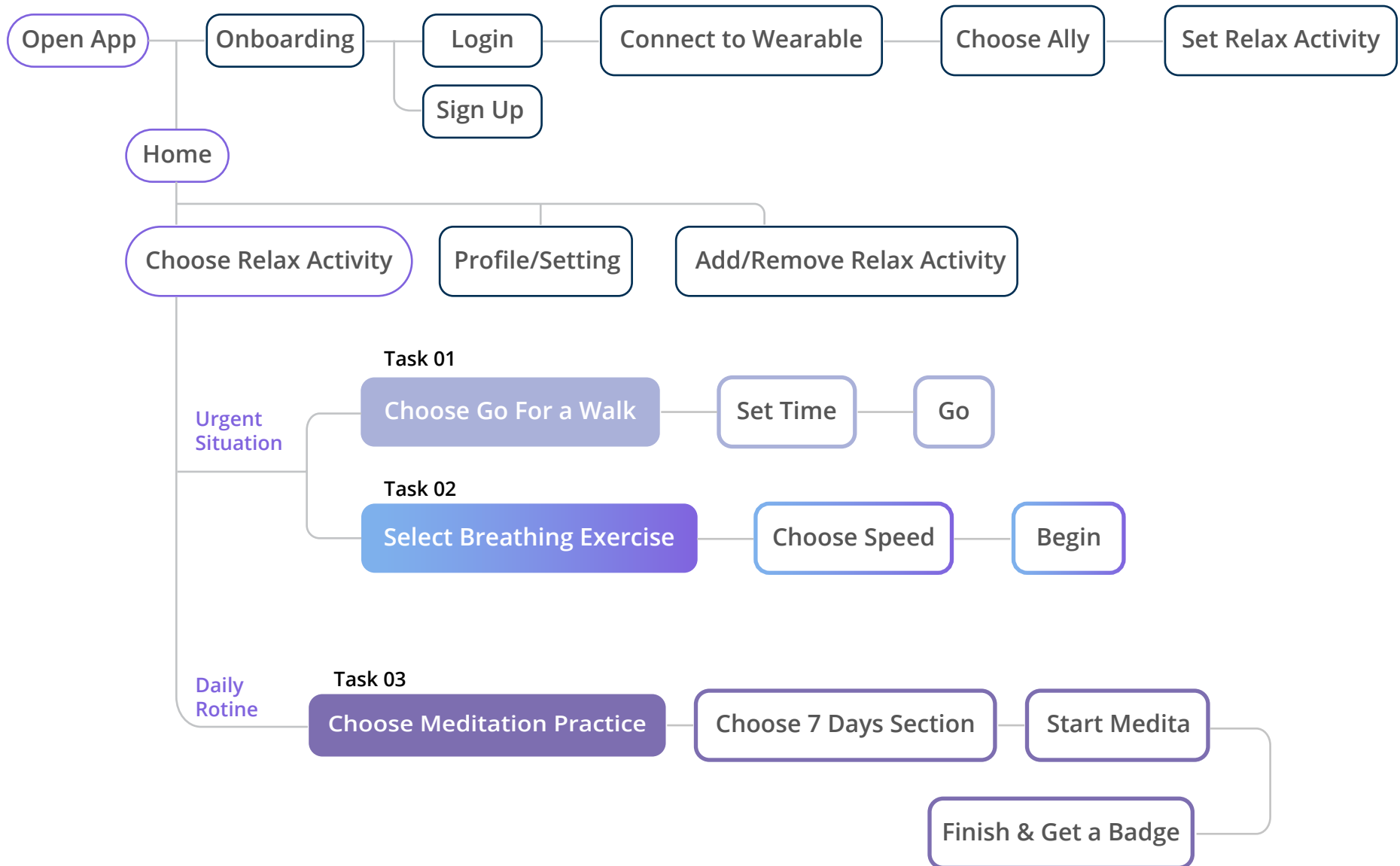
**There are two scenarios:**

1. Emergency situation (users have enough time to do activity) Let's **go for a walk**; If (users don't have time?) They can select to do the **breathing exercise**.

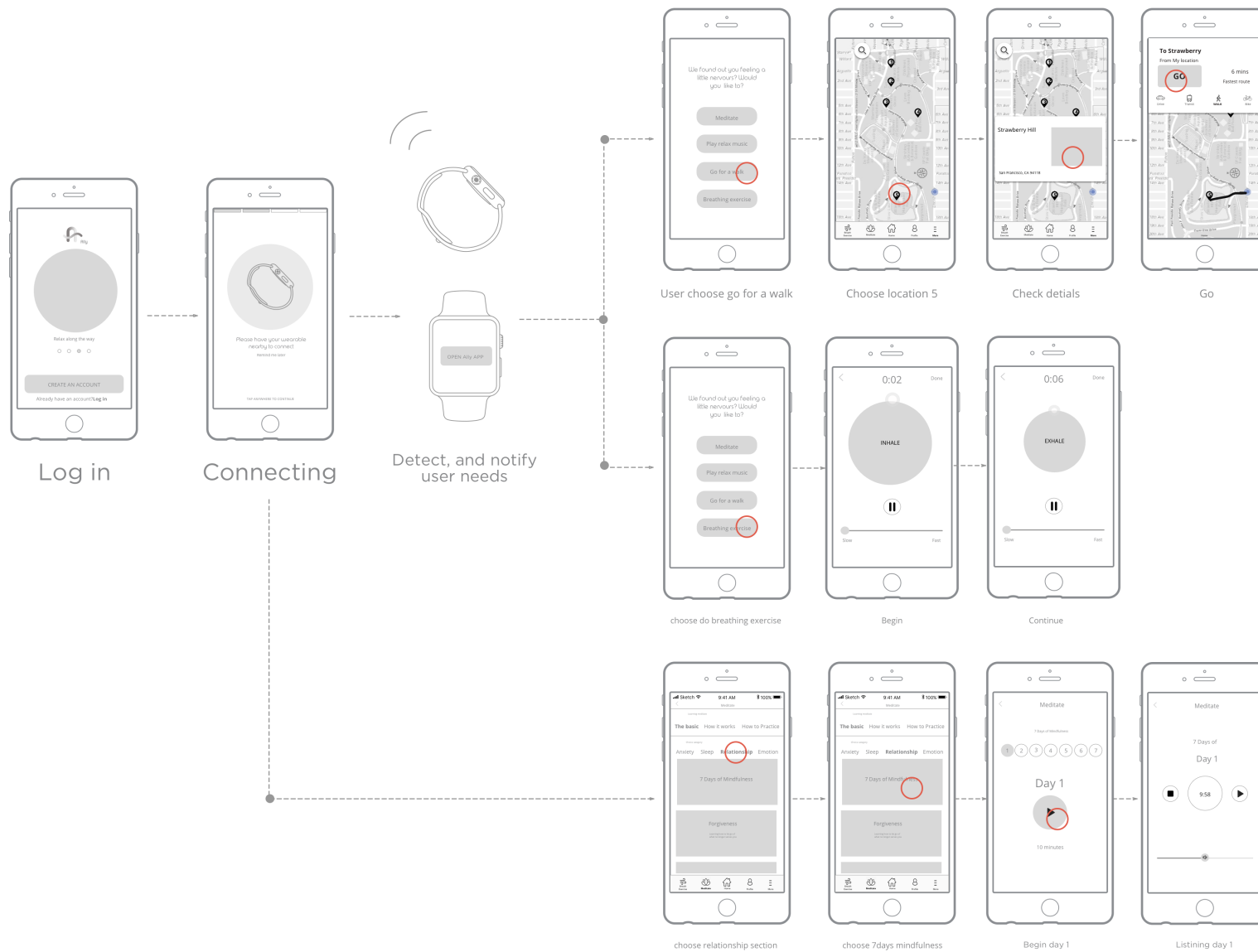
2. **Daily Meditation Practice.** This is a scenario where user feels they want to practice their mindfulness. A meditation practice. When finishing each section of meditation practice, users earn a badge. After 21 consecutive days they can earn a free new class.

	Week 1					Week 2	
Stage	Awareness	Research	Decision	Setup		Use	Share
Doing	Discover Ally online	Open app store & check on Ally's reviews	Download "Ally"	Open app & register a new account		- Open app by alrect from my apple watch - Try daily activity	Share to my social media
Thinking	-This Ally seems interesting. I want to check it out. -I want to know how what is their method.	-This app looks very calming! - Over 800 reviews found! -What is this app? -Maybe I will download to try it out myself.	-Hope download goes fast -Hope setting up is quick.	-I can directly login with my gmail. It's time saving, love it. -It connects with my spotify? Smart! -Wow, I can choice my animal and relax activity? Great!		-I wasn't realized I was in a panic attack. Thanks Ally guide me thought my pain. -I want to try the daily meditation practice.	I want to share this awesome app that actually helping people.
Feeling							
Emotion							

# User Flow (Including 3 tasks)



# Wireframe (Including 3 tasks)



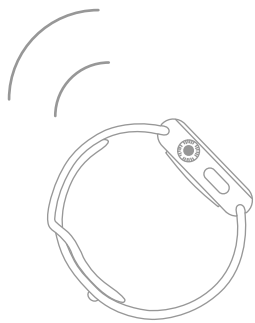
# User Task 1 - Go for a walk



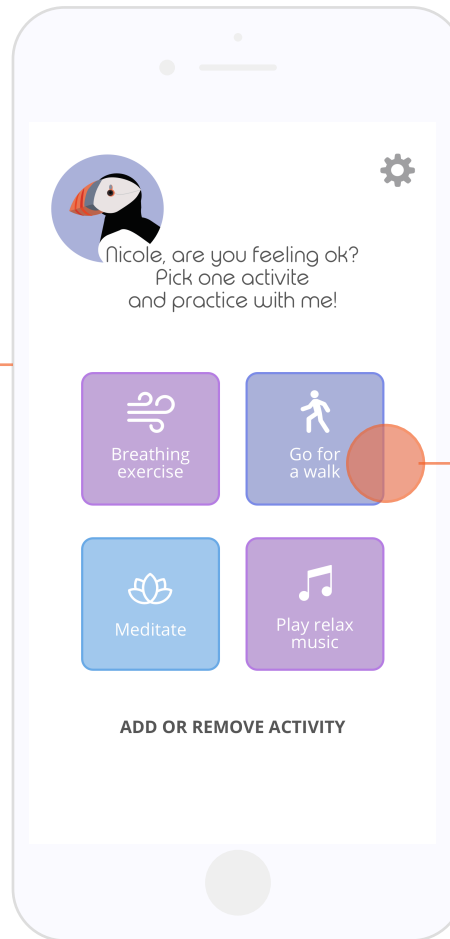
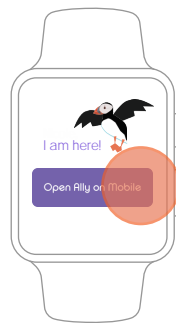
EMERGENCY SITUATION

[View Prototype - Task 1](#)

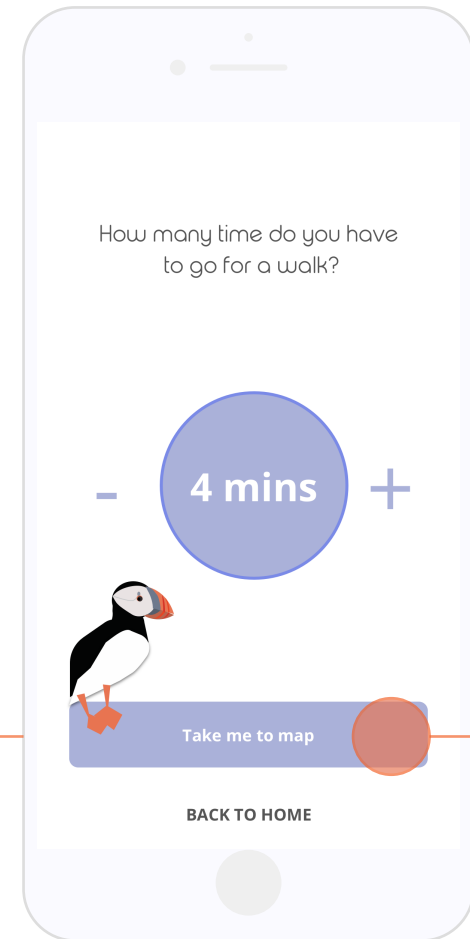
# User Task 1\_1 (Go for a walk)



Wearable recognizes user heartbeat is too fast, vibrates to prompt user to open app



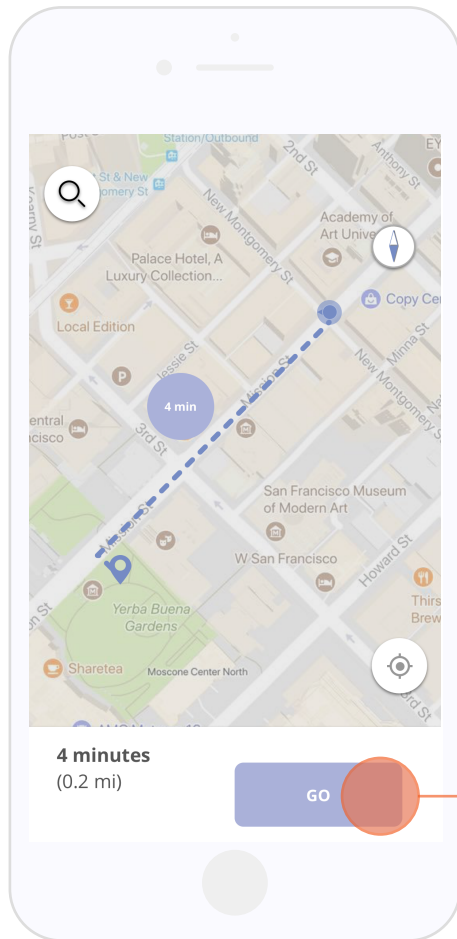
1. Choose go for a walk



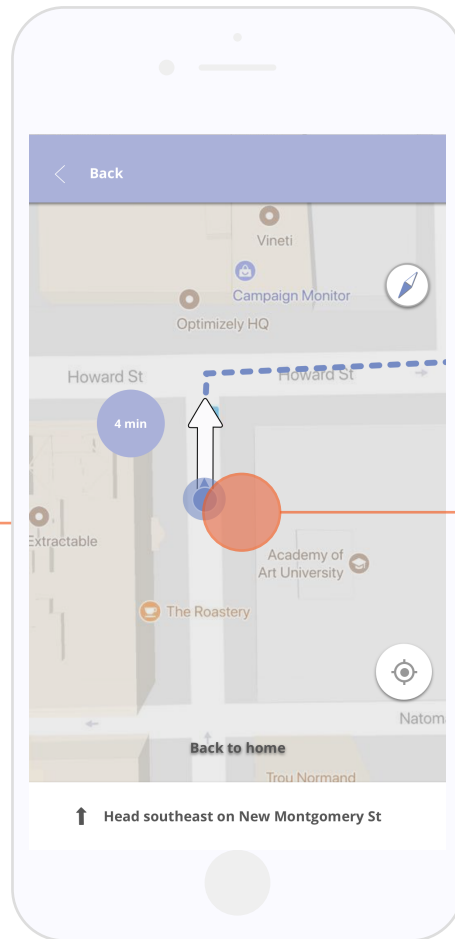
2. Input time



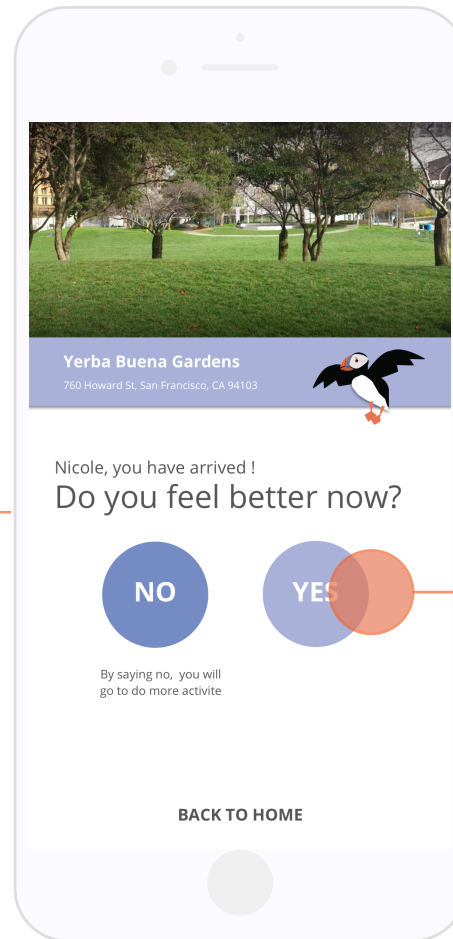
# User Task 1\_2 (Go for a walk)



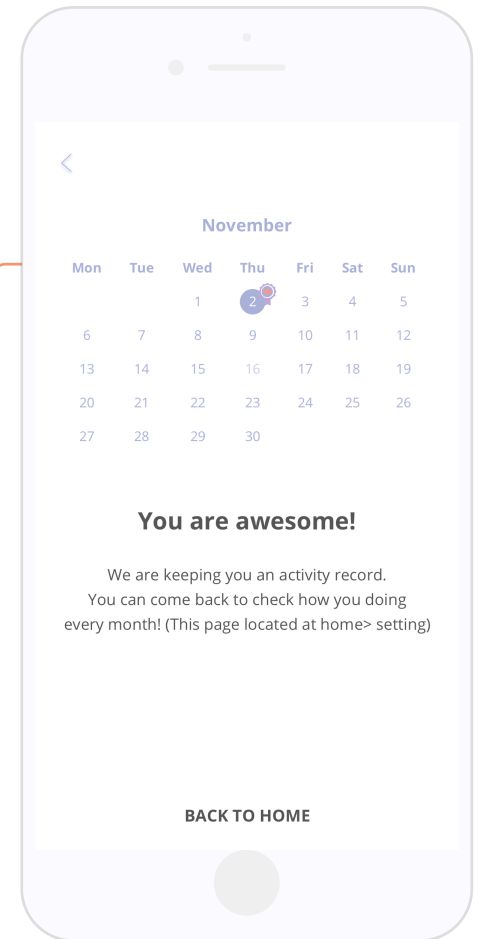
3. Go!



4. On the way!



5. Check point!



6. Calendar

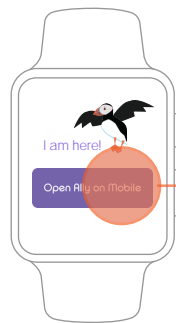
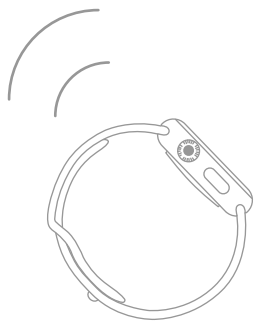
# User Task 2 - Breathing Exercise



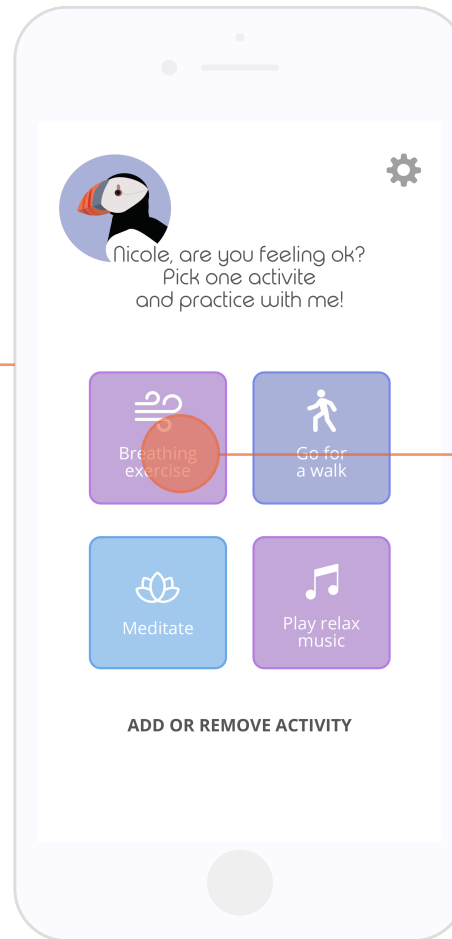
EMERGENCY SITUATION

Watch Prototype Video

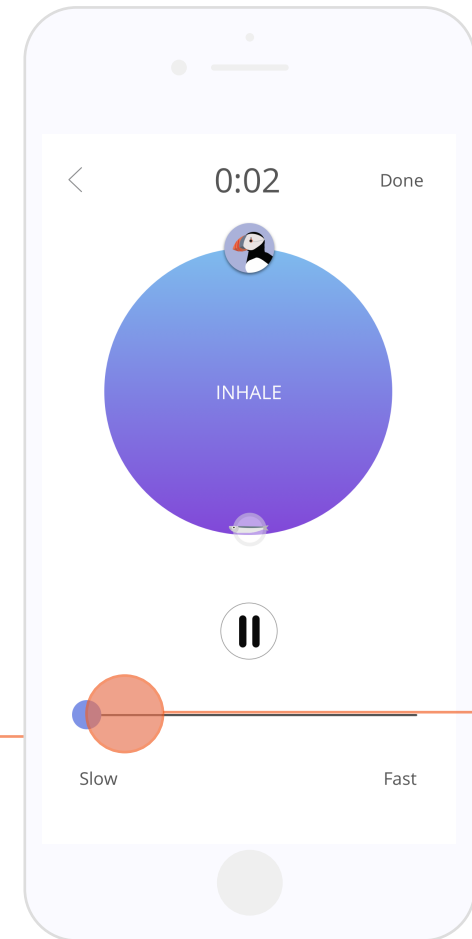
# User Task 2\_1 (Breathing Exercise)



Wearable recognizes user heartbeat is too fast, vibrates to prompt user to open app

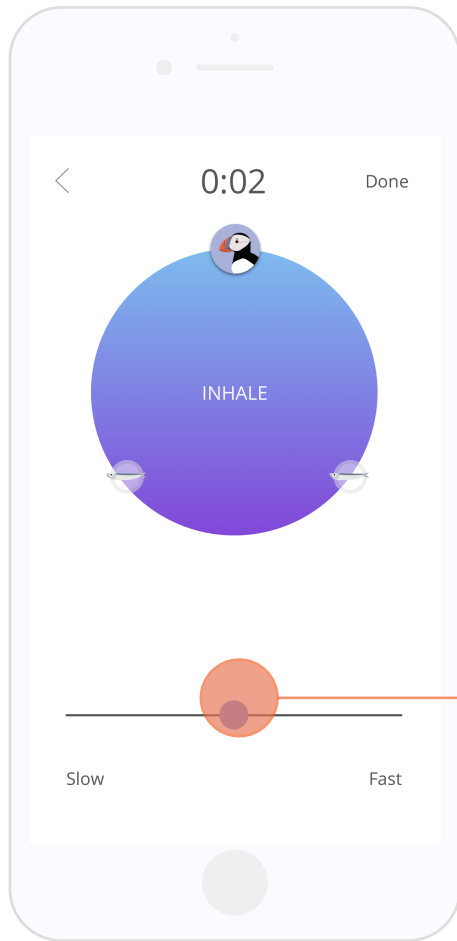


1. Choose breathing exercise

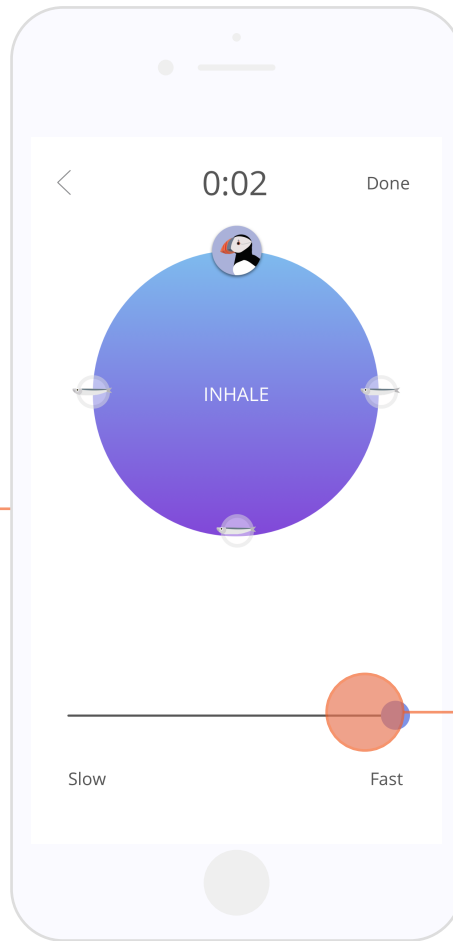


2. On breathing exercise page

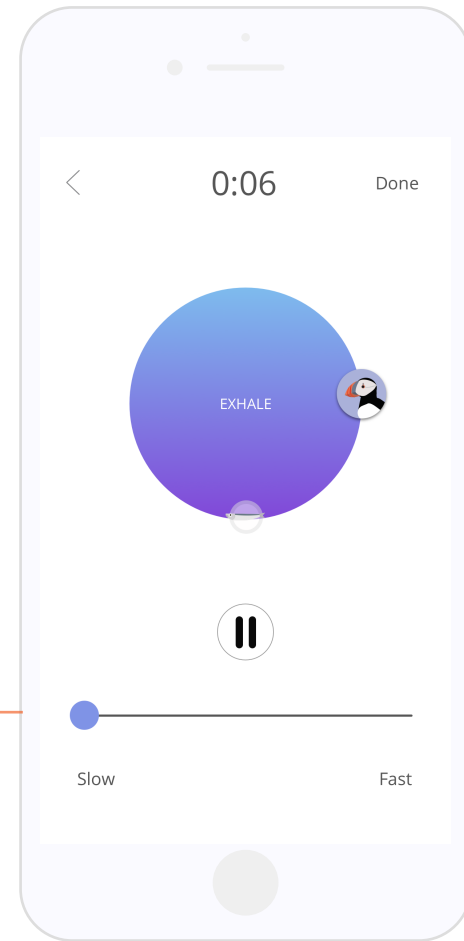
## User Task 2\_2 (Breathing Exercise)



3. Choose breathing speed



4. Choose breathing speed



5. Begin to breathing exercise

# User Task 3 - Meditation Practice



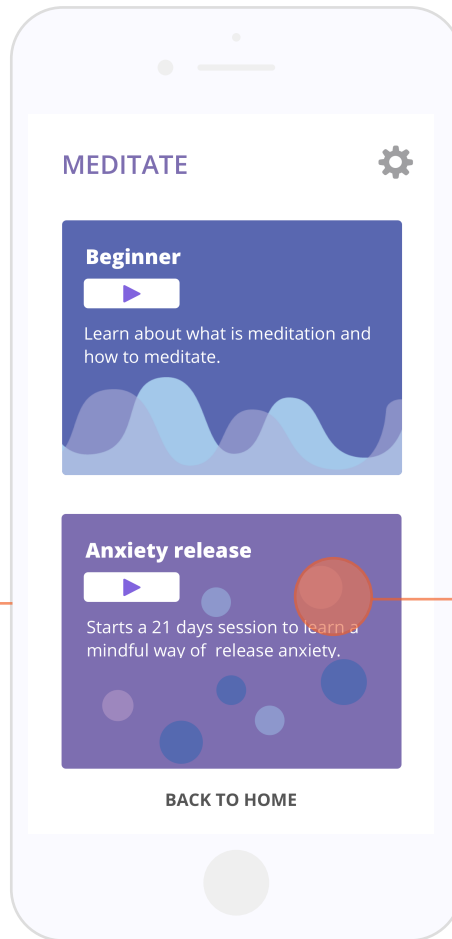
DAILY ACTIVITY

[View Prototype - Task 3](#)

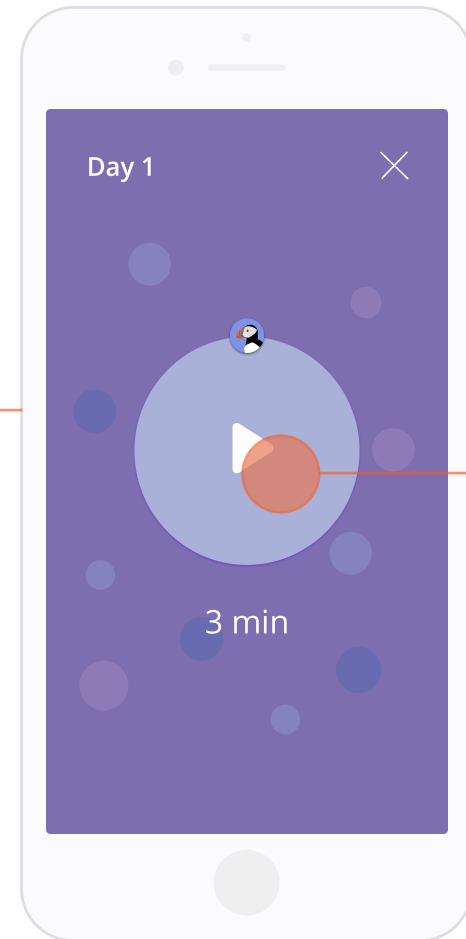
# User Task 3\_1 (Meditation Practice)



1. Do mediation practice

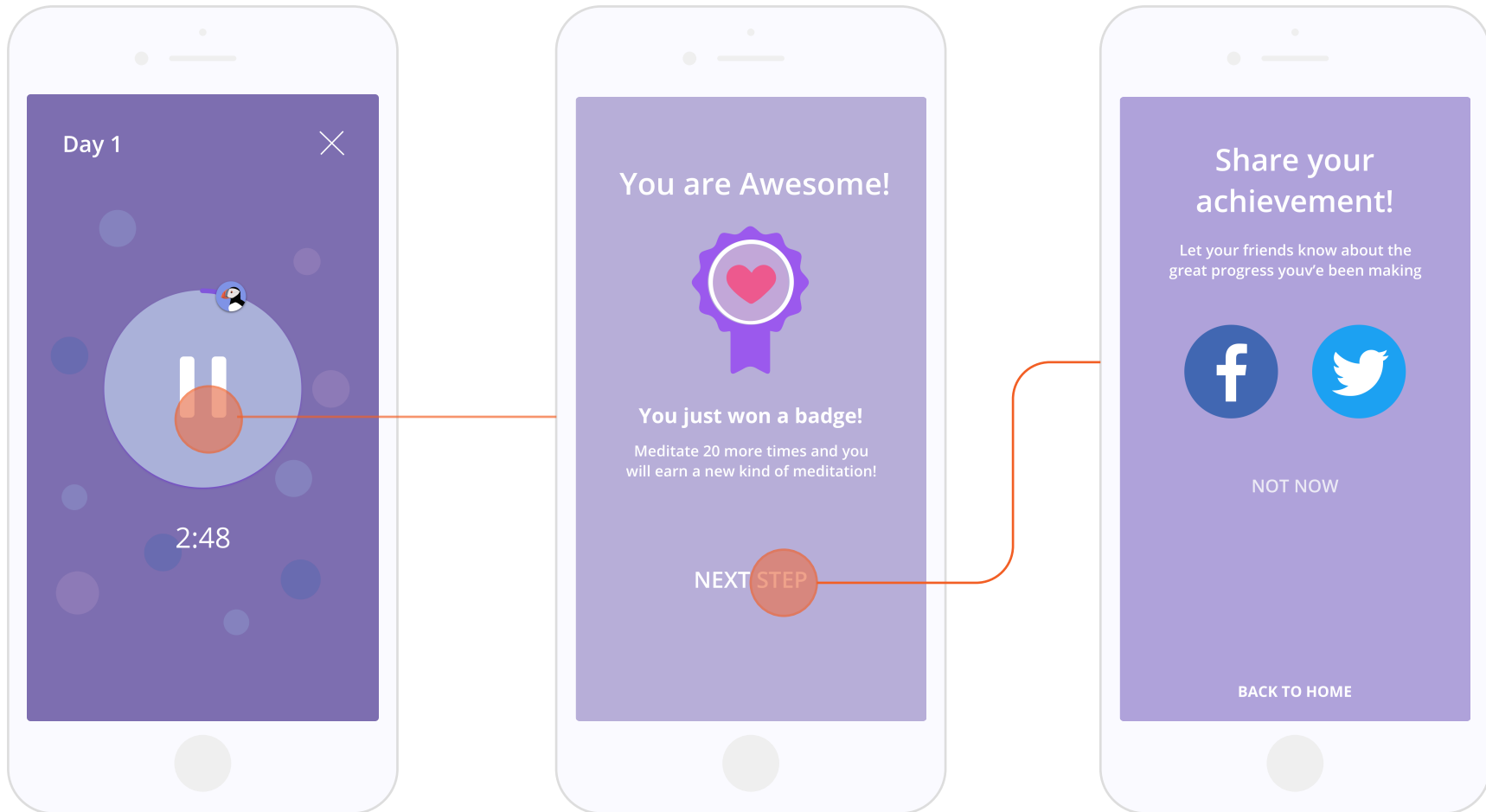


2. Choose anxiety release



3. Play day 1

## User Task 3\_2 (Meditation Practice)



4. Playing day 1

5. Earn a badge

6. Share to social media

# User Testing

USABILITY TESTING



# User Testing

## Purpose

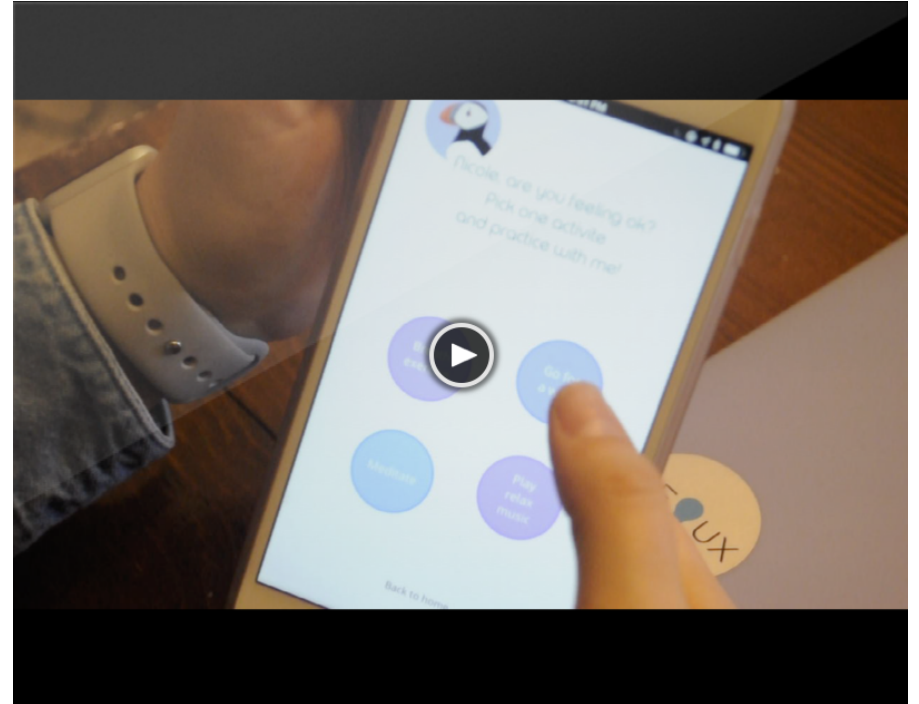
(1) To compare design A with design B and find out which one more understandable. (Onboarding & homepage on app)

## Method

(1) A B Testing;  
(2) Duration calculation;  
(3) Video record for future reference.

## Estimated time:

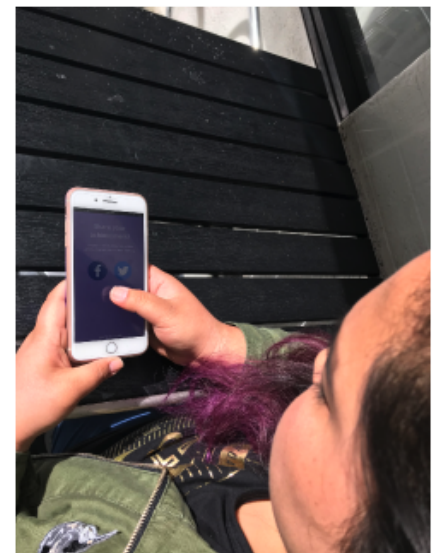
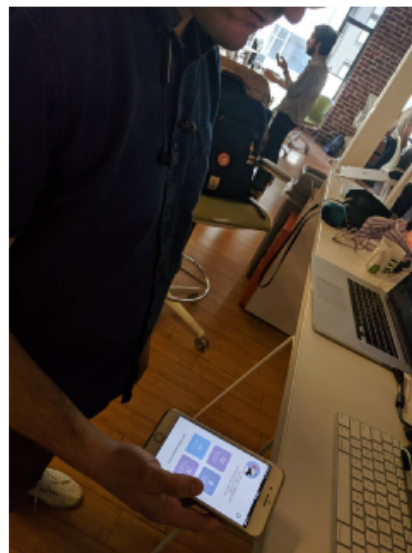
About 10 minutes



# User Testing Photos

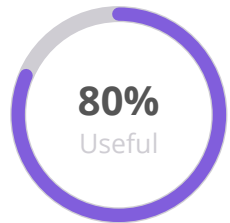


WIREFRAME TEST



HIGHT FIDELITY PROTOTYPE TEST

# Test Result



80%  
Useful

16  
show  
interests

4  
Don't think  
useful

How **often** do you thik you'll use Ally?

*Test adoption of Ally*



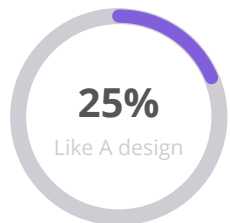
98%  
Success

19  
Success

1  
Fail

Open app and **do a relax activity**.

*Test success: usability of Ally main function*



25%  
Like A design

15  
Like  
B design

5  
Like  
A design

AB test for **Ally onboarding-select activity**.

*Test usability between A design VS B design.*



70%  
Like B design

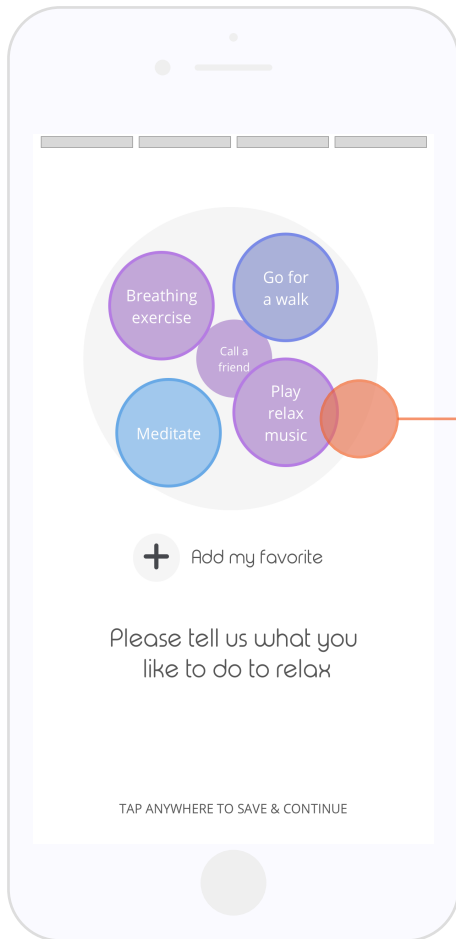
14  
Like  
B design

6  
Like  
A design

AB test for Ally **home page**

*Test usability between A design VS B design.*

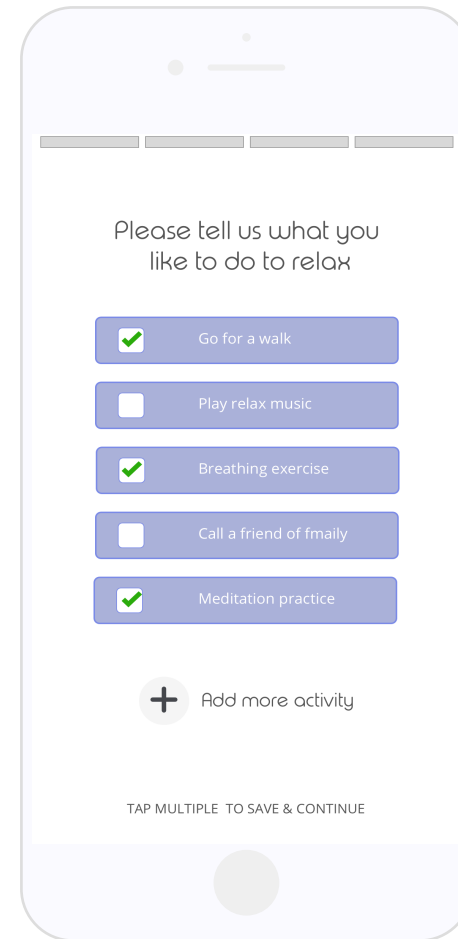
# Test Result (Redesign - onboarding)



A design

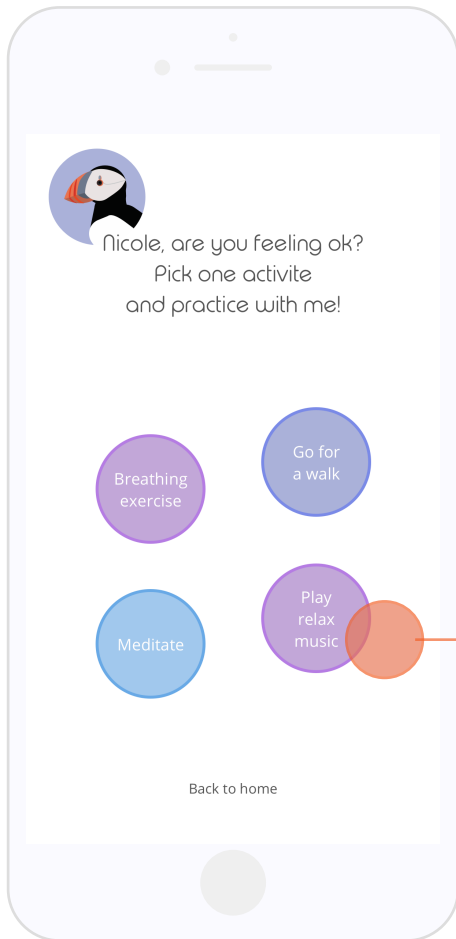
( Select relax activity page)

Make it more easy for user to understand. Added check marks to indicate selected activity.



B design

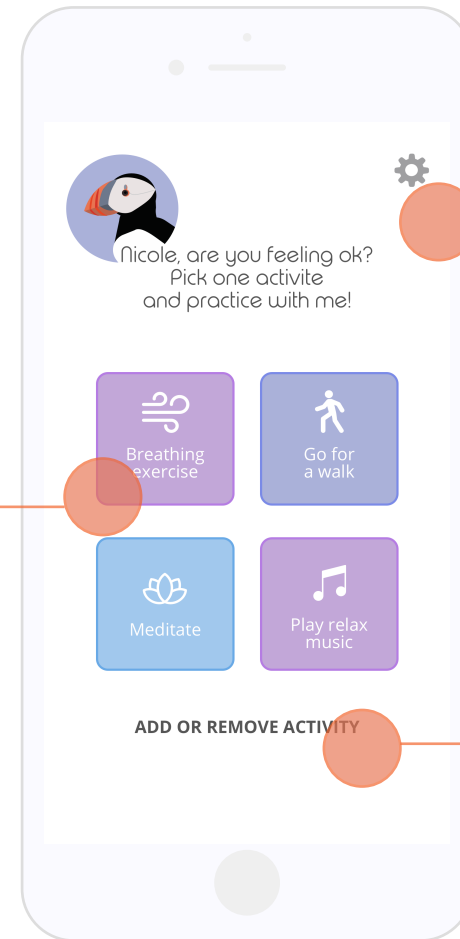
# Test Result (Redesign - home page)



A design

Getting rid of "home" page, make this page become the home page. Because this is anti-anxiety app, the most important thing is how quickly a user can go to the activity.

All circle selection change into squares to make easy to read.

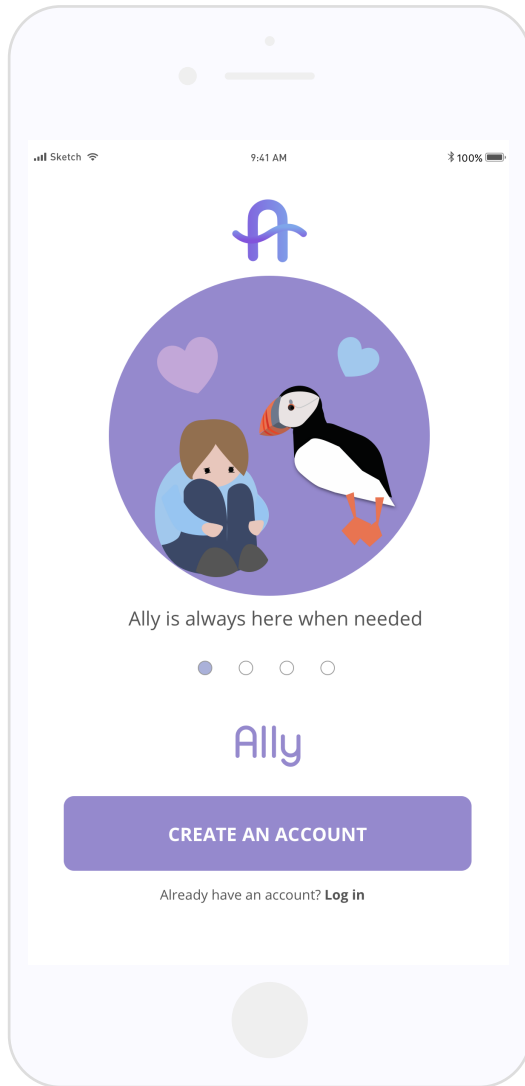


B design

Adding a setting icon for user profile and history.

Users can add or remove relax activity any time by clicking this.

# App Prototype



[View Full App Prototype](#)

[View Task 1 Prototype](#)

[Watch Task 2 Video](#)

[View Task 3 Prototype](#)

# Concept Video



[Watch video](#)

Thank you!