



QK INNOVATIONS





We provide a range of all-inclusive services to assist you with executing your ideas, developing e-commerce platforms, boosting website traffic, and modernizing your business. Our services are characterized by their exceptional quality, efficiency, transparency, and affordability.

In the subsequent pages, you will find a prime illustration of our design process, which will provide you with a clear understanding of the actions we undertake at each stage.

01



UNDERSTANDING OUR CLIENTS' NEEDS

OUR CLIENT

Through our introductory calls with clients, we obtained vital information, as well as an overview of the projects and their ultimate objectives.

Palou is a tech startup working on the development of a health tracker. they specialize in wearable devices for tracking vital health metrics. Their flagship product, They have a wearable chip device that captures real-time data on the user's physical activity, heart rate, Blood Oxygen, and other vital metrics.

To help users make sense of this data and make informed decisions about their health and wellness, our client required a native iOS application that would seamlessly connect to the Paloucore device and visualize all relevant data.



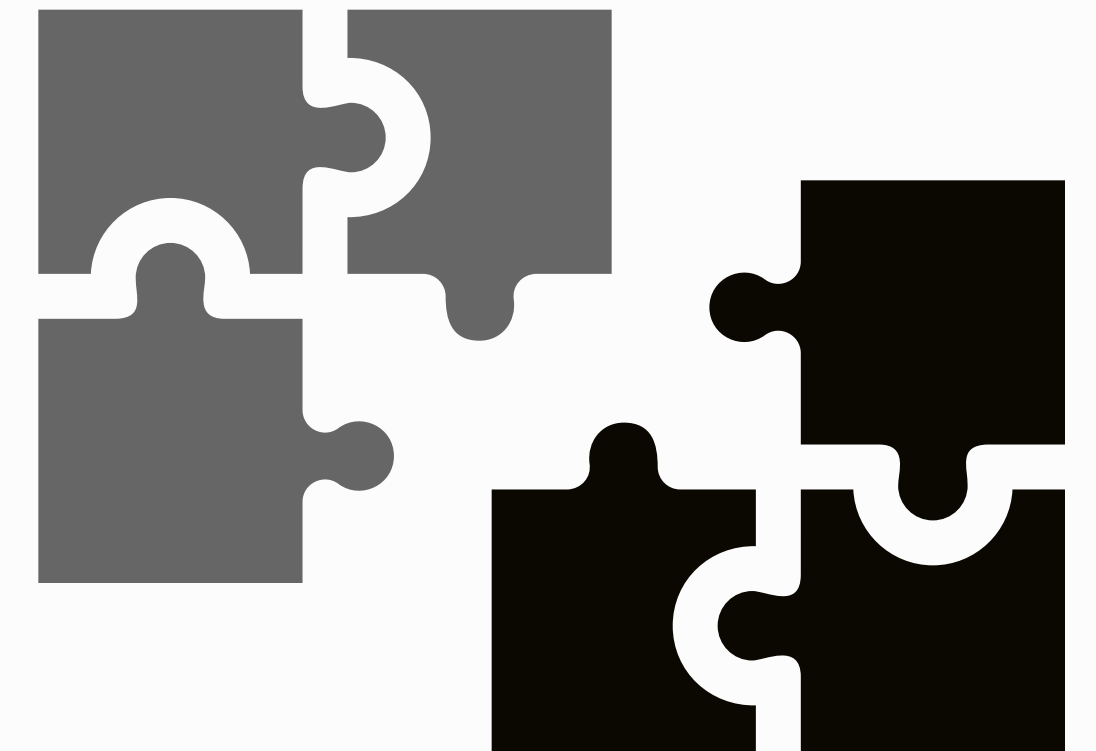
CHALLENGE

Our challenge is to develop an iOS native application that seamlessly connects with the client's chip technology.

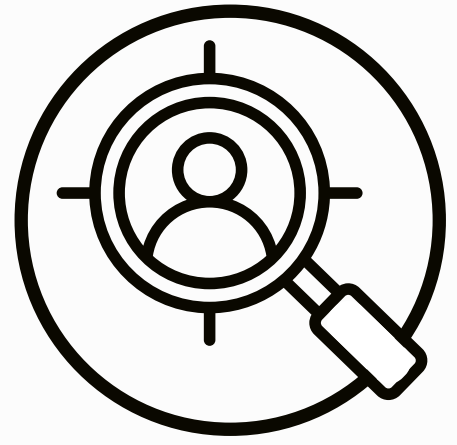
The application should provide a user-friendly interface that allows users to access its functionalities with ease.

Additionally, the application should ensure smooth and secure data transmission between the chip and the device while maintaining high levels of performance and reliability.

Our ultimate goal is to create a cutting-edge solution that satisfies the client's needs and exceeds their expectations, delivering a superior user experience.



02



CONDUCTING USER RESEARCH

QUANTITATIVE USER SURVEY

85 Potential Users

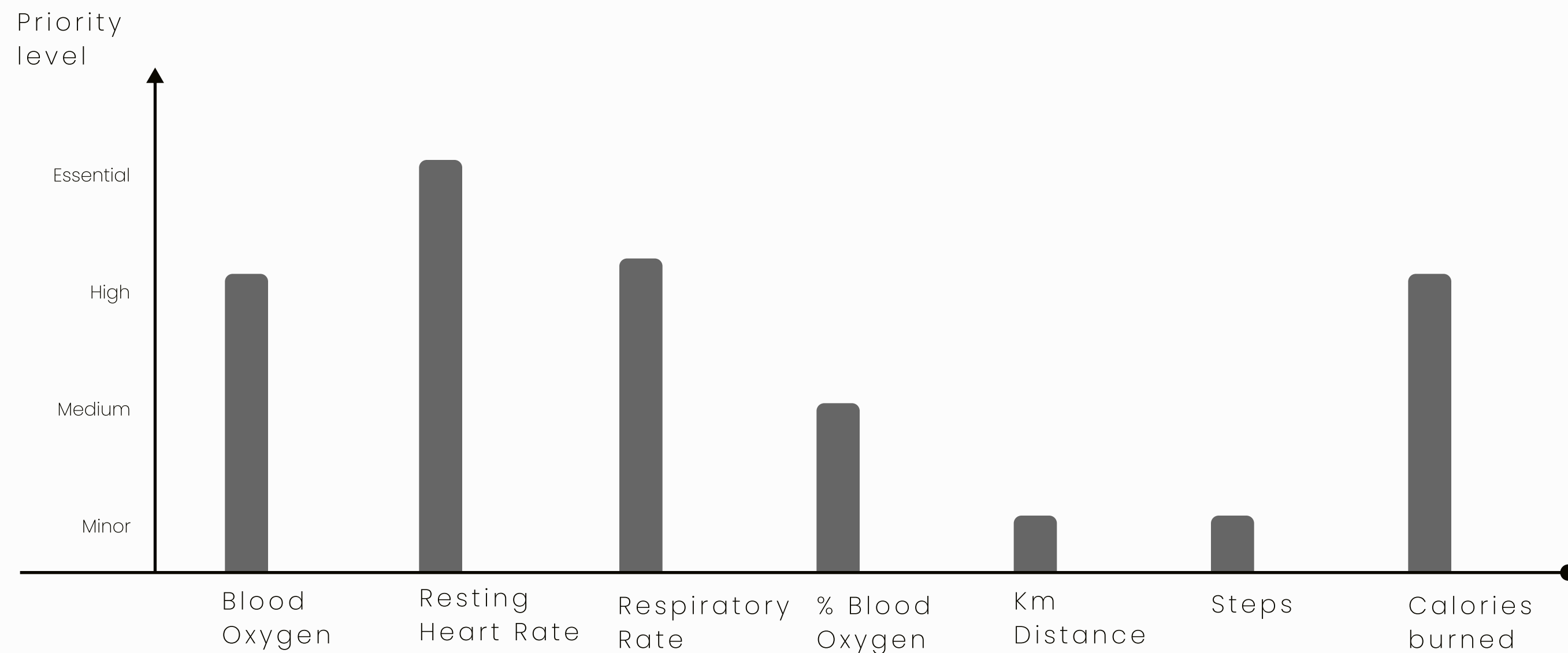
6% < 19 y/o

37% 36-55 y/o

55% 20-35 y/o

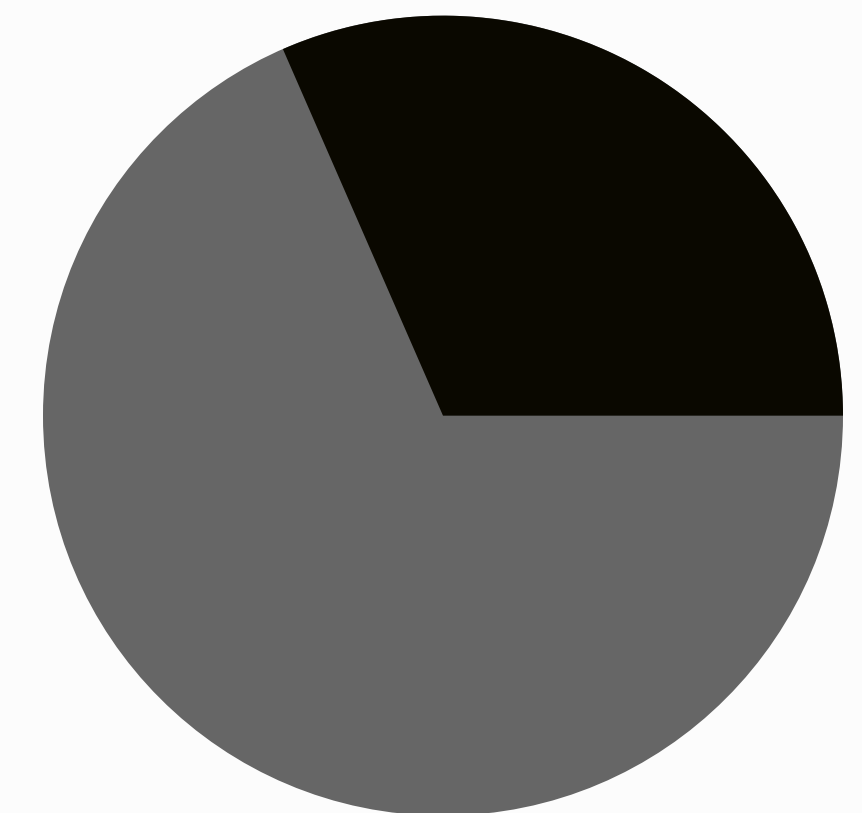
2% > 56 y/o

The Priority for tracking each vital metric



What should be the main focus of the app?

- Focus on tracking vital metrics 31.6%
- Additional Features 68.4%



FOCUS GROUP INTERVIEWS

8 potential users, 20-45 y/o.

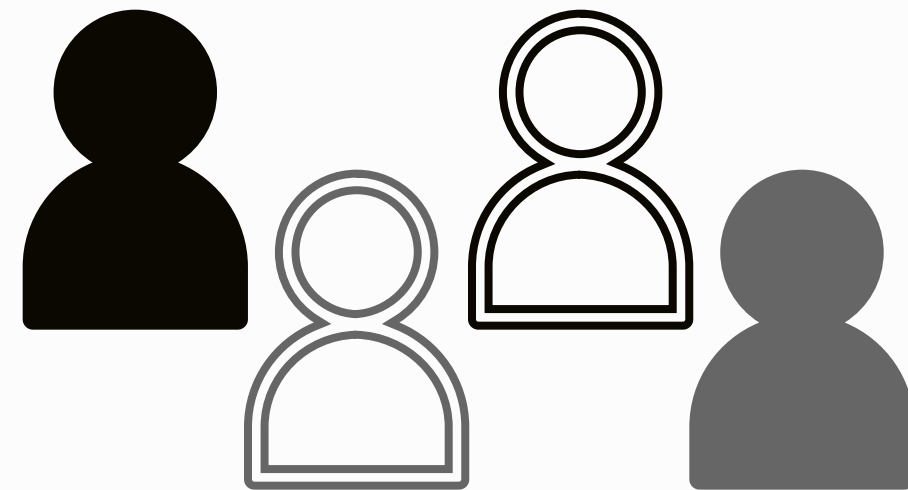
They care about their mental and physical health

Most common pain points:

"I need it to be more **fun!**"

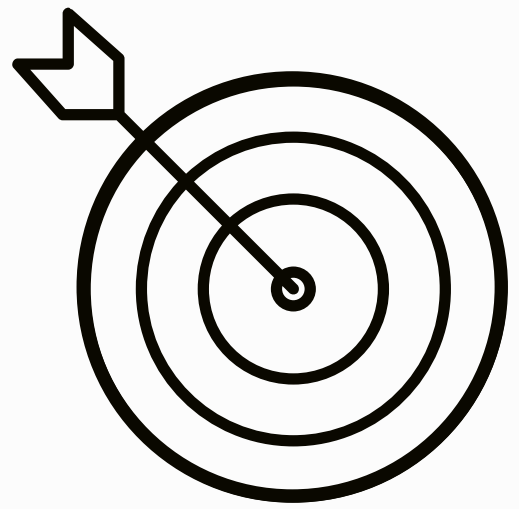
"I require external sources of **motivation** to maintain my routine."

"I need a **versatile app** that can fulfil **multiple purposes**, unlike the current single-purpose apps."



" I lack **interactive group activities** in my daily routines the most."

0 3



DEFINING THE PROBLEM

PRIMARY USER PERSONA

Joshua

"I regret sitting for extended periods in my daily routine and would love to set goals and push myself."



👤 32 y/o

📍 Munich

💼 Marketing Manager

Bio

- Active & Organised
- Loves to travel
- Sport enthusiast
- Vegan
- flexible working hours

Goals

- A better work-life balance
- Observe and improve his mental and physical condition
- have a chance to workout both individually and in group

Frustrations

- Lost in the sea of training apps, unsure which are accurate and reliable to improve his work-life balance
- No means of tracking the physical changes resulting from his workout.
- Struggles to maintain discipline in his workout routine due to a lack of motivation

SECONDARY USER PERSONA

Lisa

" I love to workout as long as it is fun! "



👤 27 y/o

📍 Berlin

📁 Business Analysis

Bio

- Curious
- Loves to meet new people
- Active & Motivated
- Extrovert & Outgoing
- Busy working schedule

Goals

- She needs to find a way to socialise while working out to make it more fun.
- would like to compete with other people when she exercise.
- Building up healthy habits

Frustrations

- Exercising alone is quite boring
- No means of tracking the physical changes resulting from his workout.
- the need to download tons of apps. Because they are mostly focusing specifically on one type of of activity

1ST PROBLEM STATEMENT

As active sports enthusiasts strive to achieve their fitness goals, they face the challenge of **effectively tracking their physical activity and vital data**. They seek a solution that allows them to monitor their workout results and observe the impact on their body.

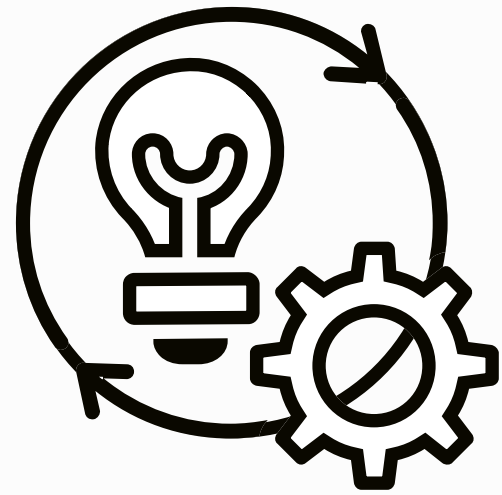


2ND PROBLEM STATEMENT

Young busy professionals seek a solution to organize **virtual exercise groups**, as they find working out with others to be **motivating and enjoyable**. They face the challenge of limited time to engage in physical activities in real life and require a convenient and effective way to establish exercise routines with like-minded individuals virtually.



0 4

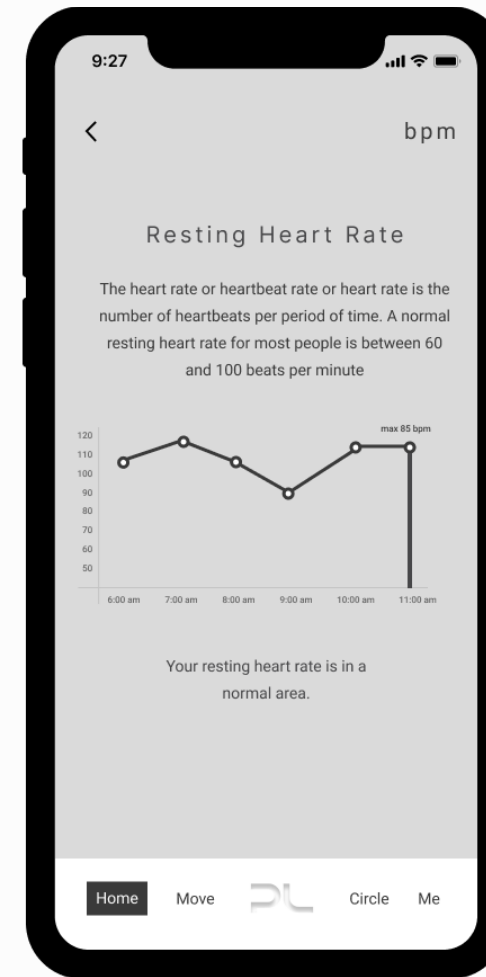
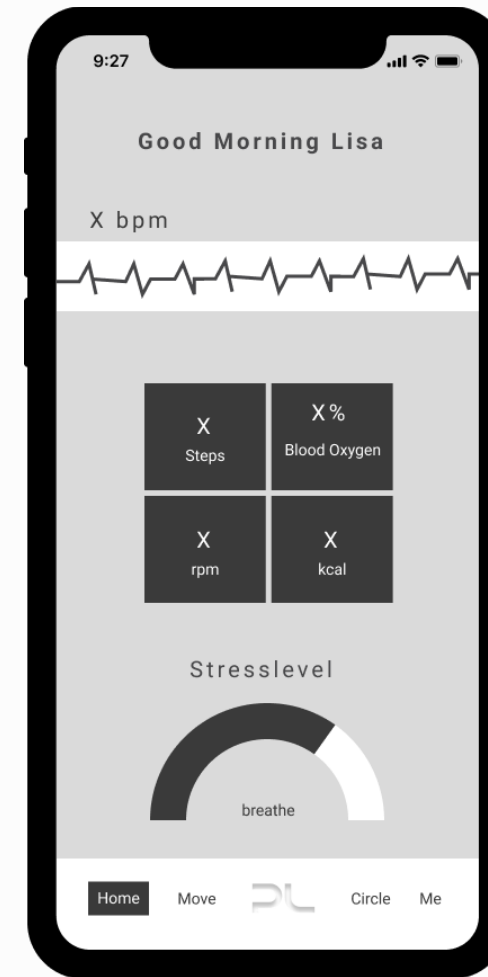


IDEATION AND PROTOTYPING

IDEATION

Feature 1 : Tracking Vital Data

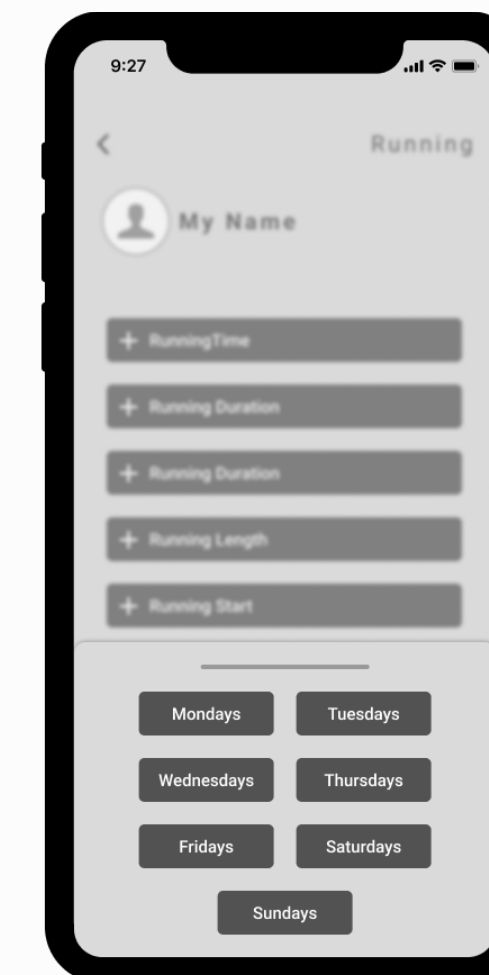
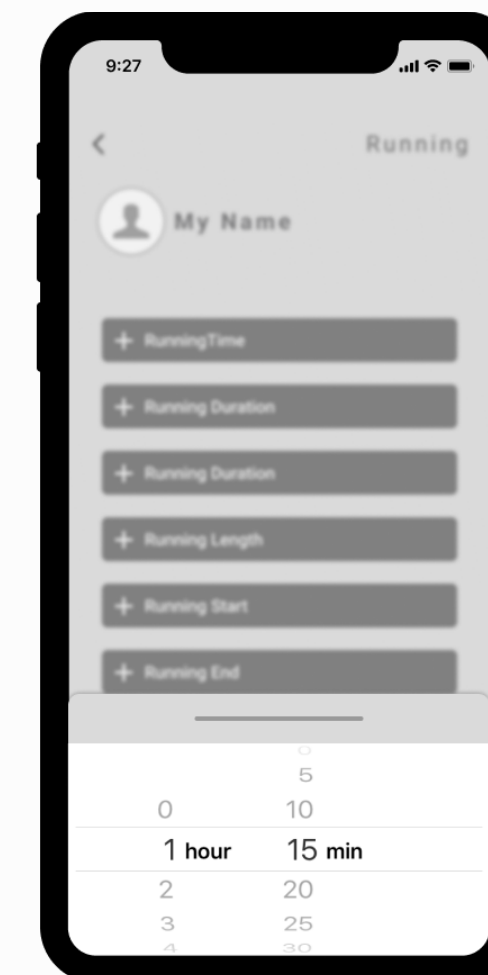
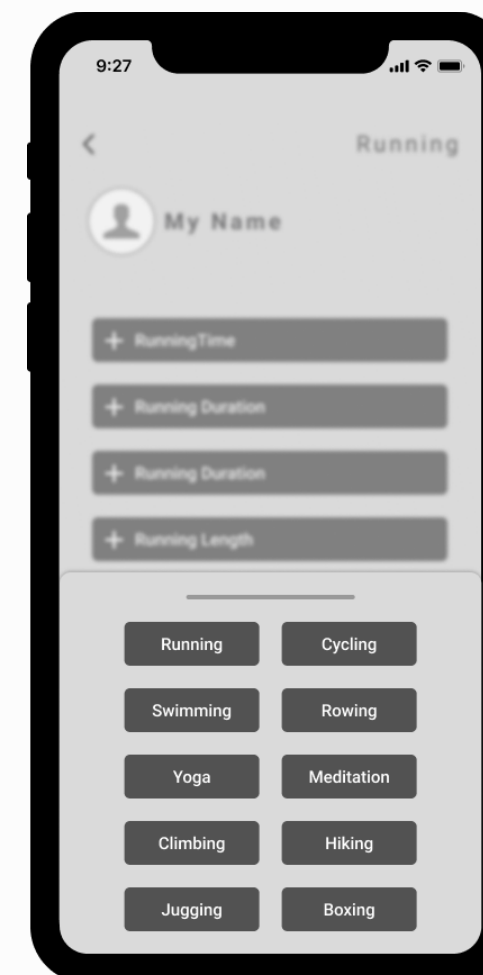
The homepage should provide users with easy access to their essential information.



They should be able to quickly locate the type of data they need and obtain additional details by clicking on it.

Feature 2 : Organizing individual Activities

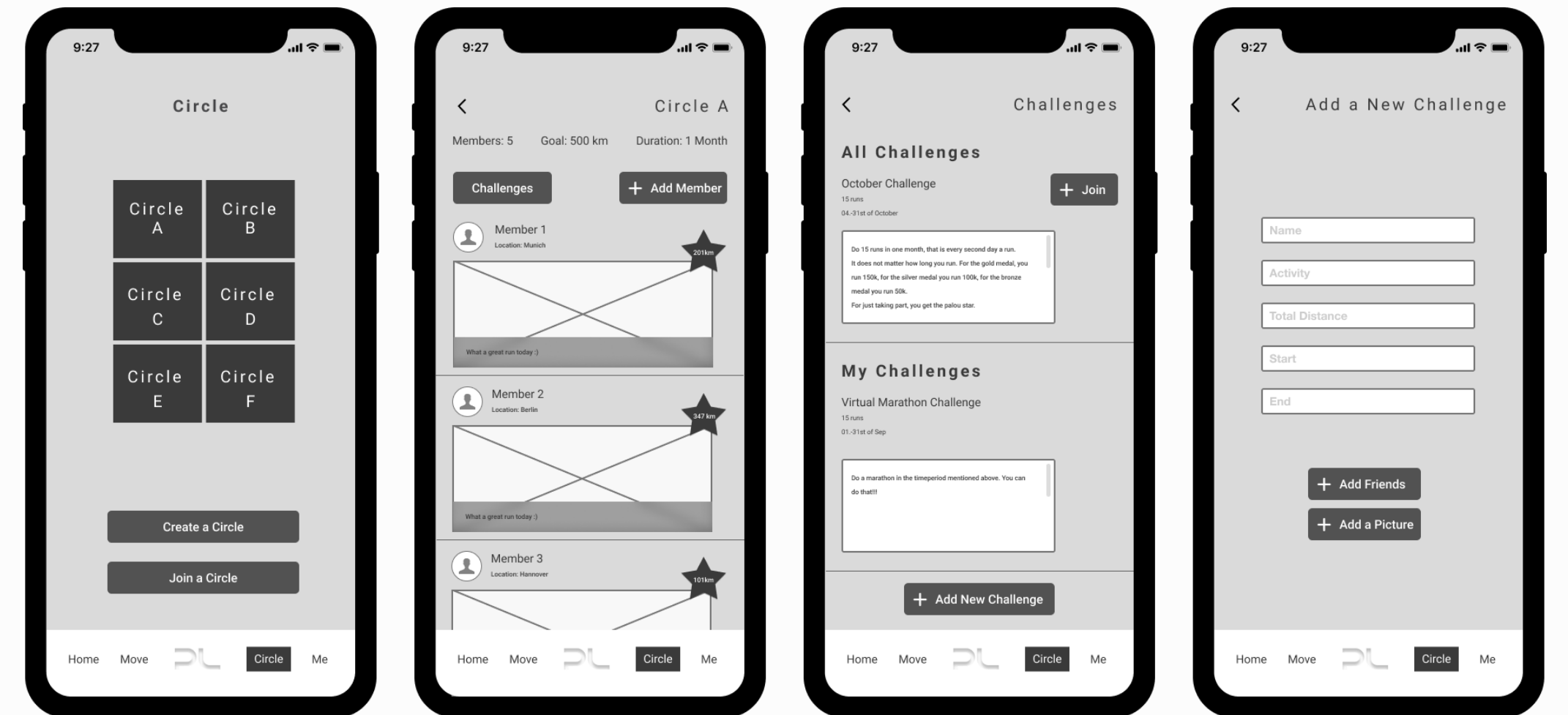
It should be possible for users to create and customize their own activities, as well as set the duration and frequency of each activity.



IDEATION

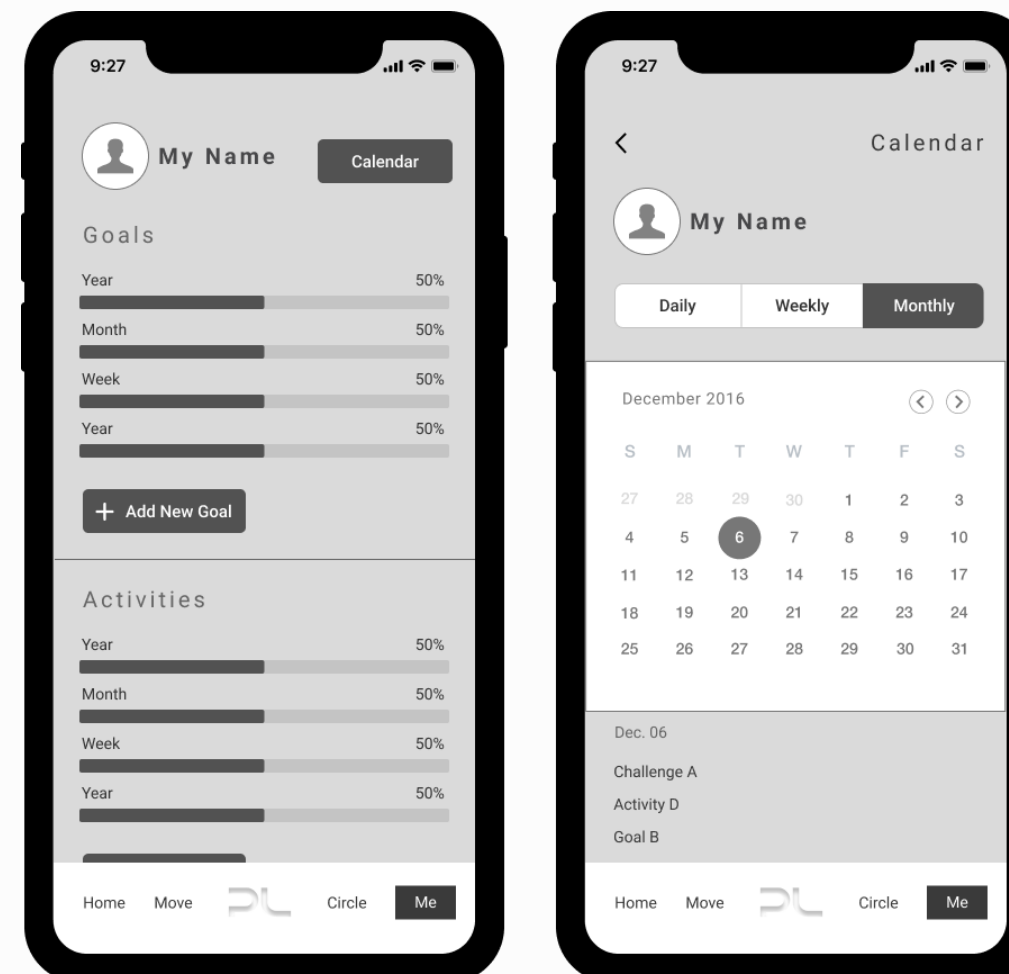
Feature 3 : Organizing Group activities

Users should be able to create or join groups based on shared challenges, fostering a sense of community and collaboration.



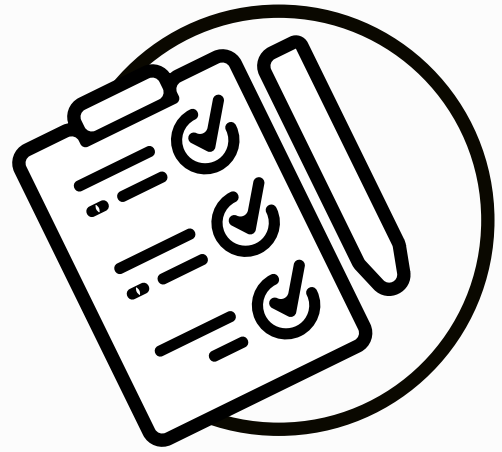
Feature 4: Profile

Users should be able to easily track their progress towards achieving their goals and challenges.



Users should be able to view and schedule their activities, goals, and challenges on a calendar for easy management and tracking.

05



TESTING AND ITERATING

MOODBOARD & BRAND IDENTITY

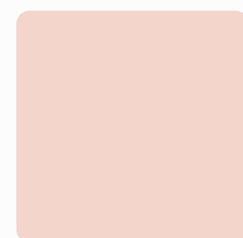
simple



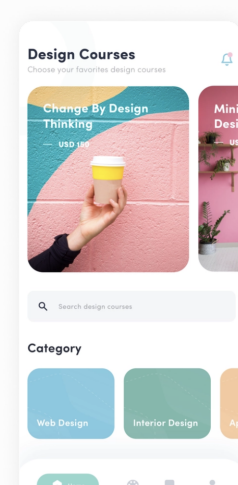
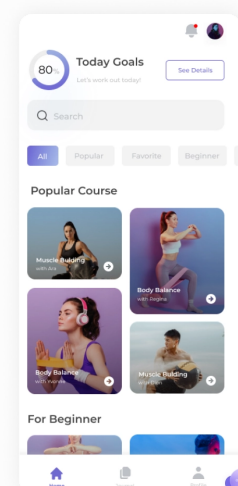
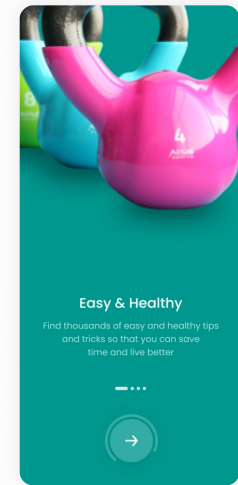
stylish



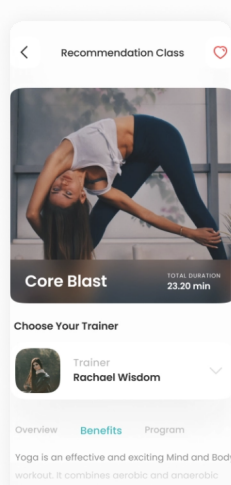
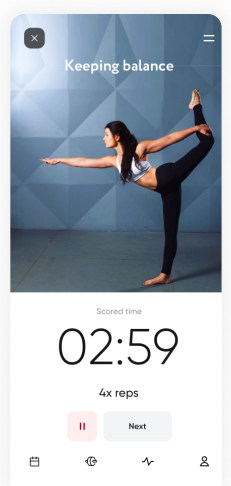
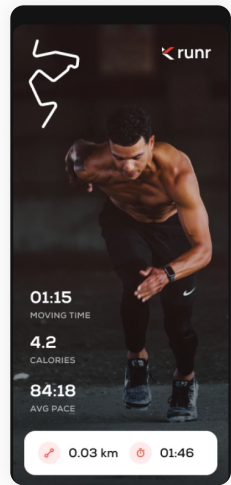
inspiring



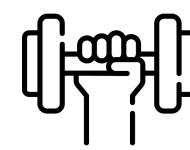
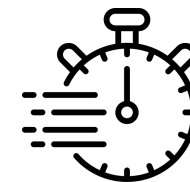
clean



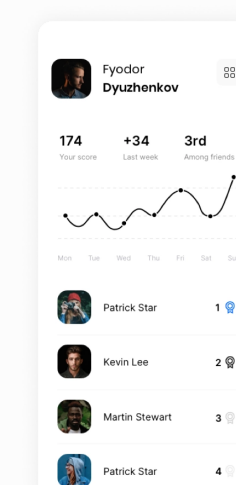
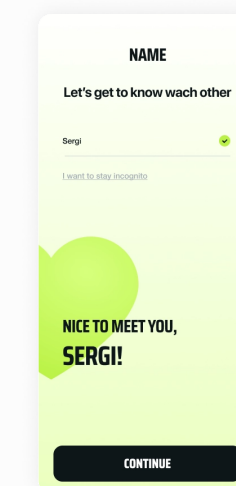
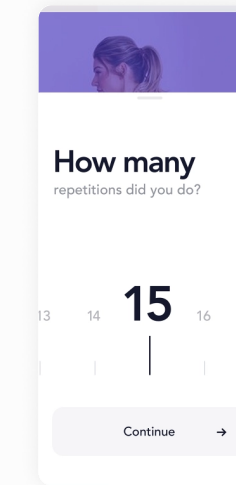
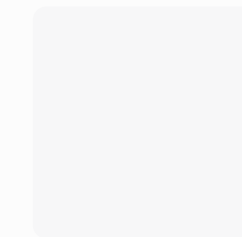
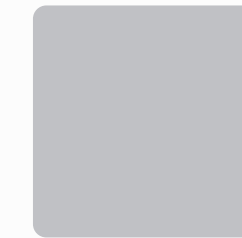
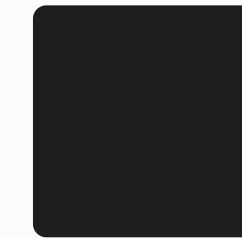
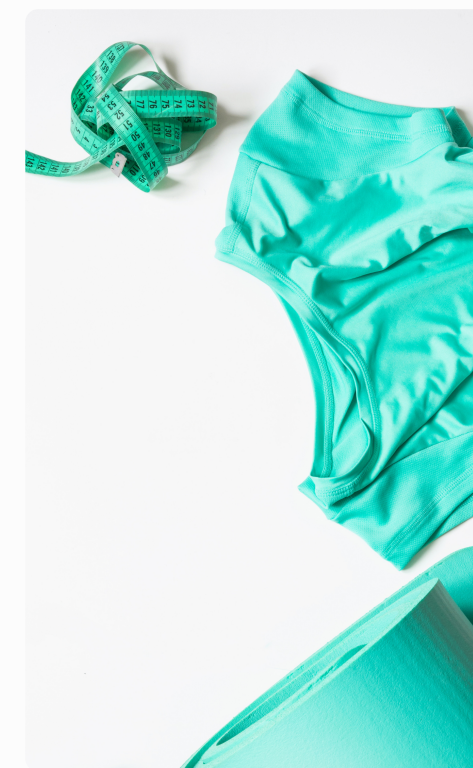
easy



easy

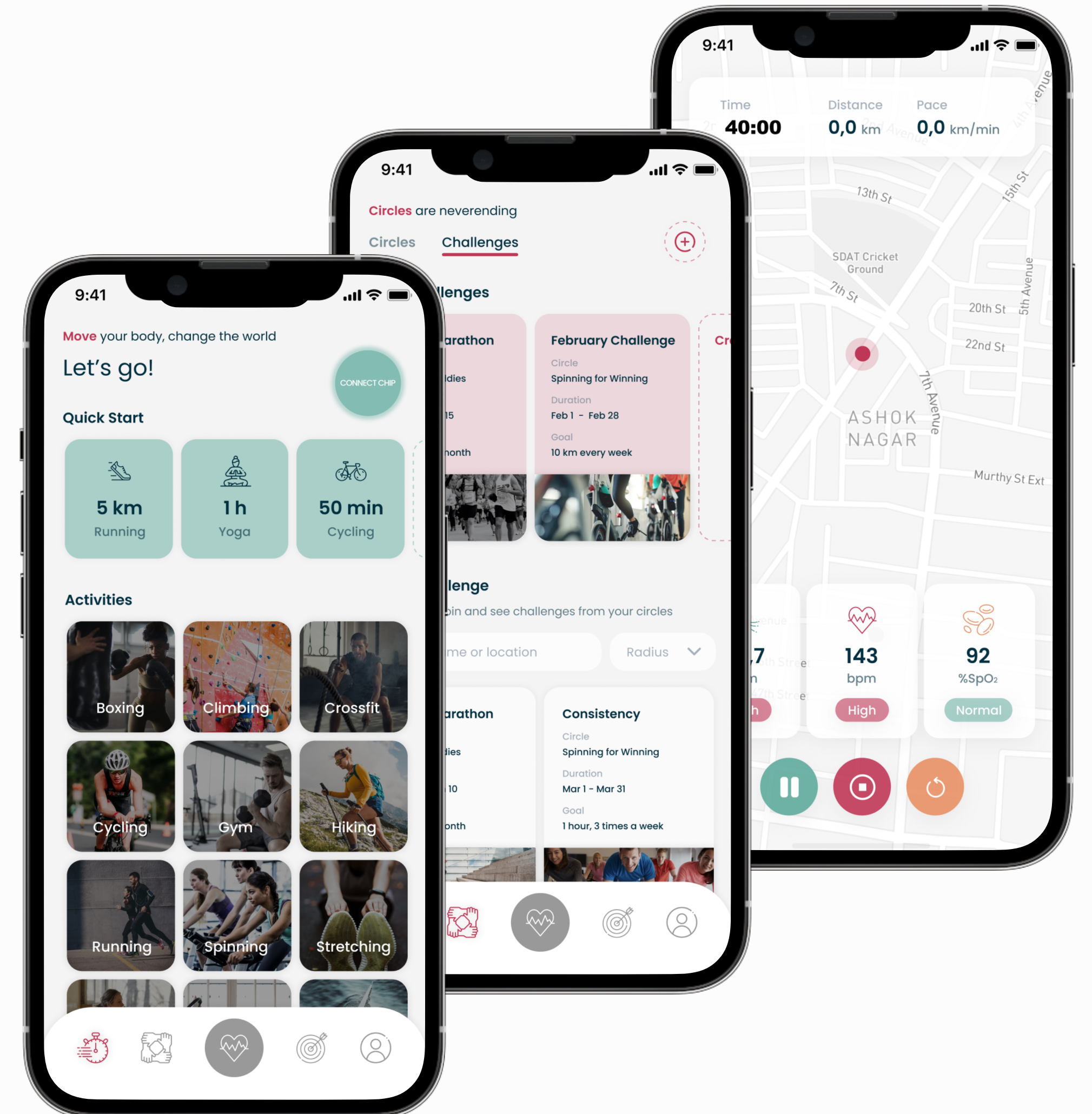


minimalistic

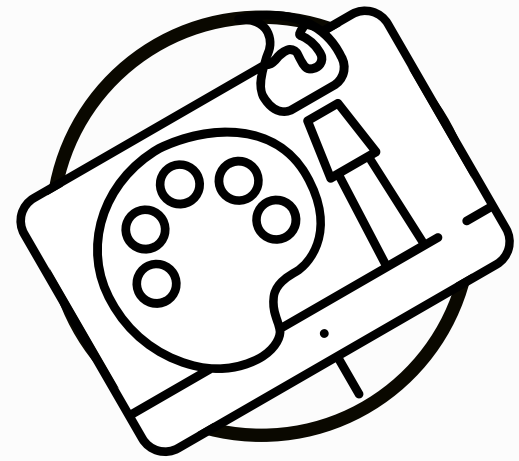


FIRST ITERATION & USABILITY TEST RESULTS

- The color pallet is too feminine
- The pictures overcrowded the interface
- replace the pictures with clear icons



06

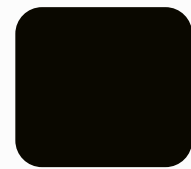


FINAL VISUAL DESIGN

STYLE TILE

Colors

#000000
Text Color



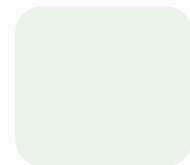
#F0E97E
Primary Color



#293E4C
Accent Color



#EAF2E9
Accent Color



#606470
Accent Color



Icons



Typography

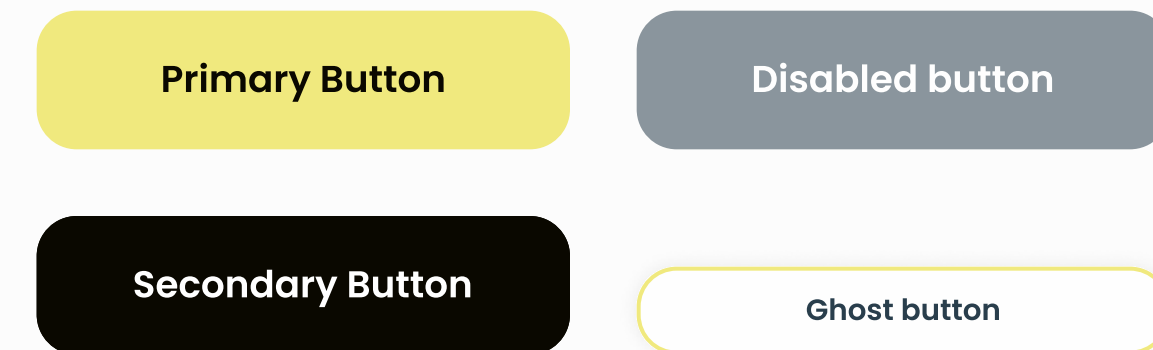
Header- Poppins | Semibold | 22px

Paragraph- Poppins | Regular | 14px

Sub-header- Poppins | Semibold | 15px

List Items- Poppins | Regular | 12px

Buttons



CTA button



Toggle Button



Icon Button



Logo

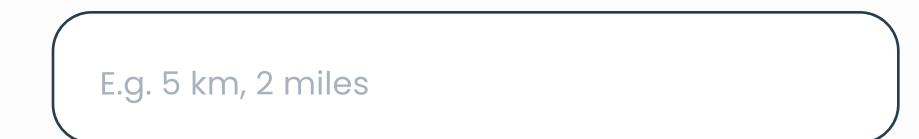


Images



UI Elements

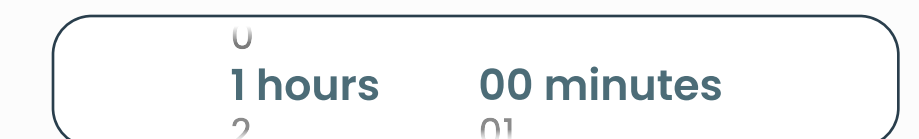
Input Field



Dropdown Menu



Time Selector



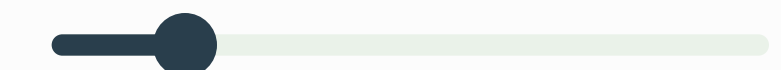
Check box



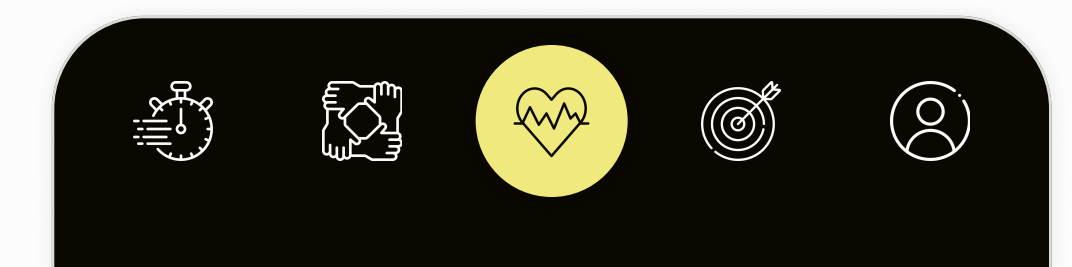
Pagination Icon



Slider



Navigation Bar



FINAL WIREFRAMES

- neutral color pallet
- Minimalistic design
- Consistent icons instead of photos

