

UX/UI Design Case Study

dripp!

Presentation

An interactive water tracking app to help you build a healthy hydration habit.



Context

Although all liquids can help with hydration, water is usually the best choice as it has no sugar or calories. Besides quenching thirst, water has been the “it” beverage in recent years due to its ability to maintain healthy skin, aid digestion, and assist in other bodily functions. Drinking water is clearly beneficial to our overall health and is easy to access in most cases. But why is something that sounds so simple so challenging and how might we help people drink water more frequently?

Role

Sole UX/UI Designer with full ownership of the product from conception to delivery

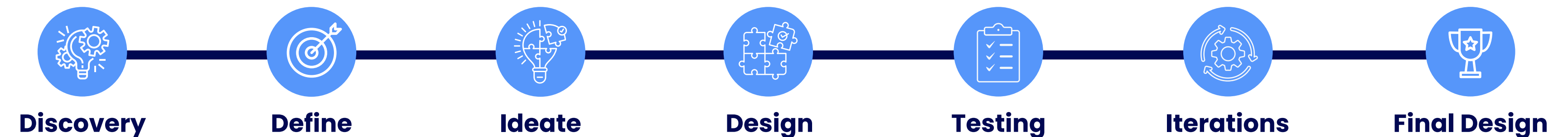
Method

Interviews, Surveys, Competitor analysis, User personas, Journey map, HMW questions, User testing, Wireframes and Prototyping

Tools

Figma, Miro, Adobe Illustrator, Adobe Photoshop

Process





Discovery



Discovery

Secondary Research

To get a better understanding of the problem space, I began to draw from research articles on the topic of **water hydration** and **motivation**.



Discovery: Secondary Research

Water Hydration

Over the years, there have been various studies suggesting that we drink at least 8 glasses (2 litres) of water each day. Despite this claim, an average adult falls short of that and only drinks 0.5-1 litre daily whilst still being able to function well day to day. This is because no single formula fits everyone. Our individual water needs depend on many factors such as **age, environment, activity level, and overall health**. Keeping this in mind, our users should have the ability to **personalize their hydration goals** to ensure that they are drinking the proper amount based on their needs.

Though most of us can survive with less than 8 glasses of water a day, an average person usually has no idea that they are dehydrated! Drinking water doesn't come naturally to us as it should due to our busy schedules, as well as the tendency to opt for sweeter or caffeinated drinks. Hence, it's important to **find opportunities to remind users to drink and motivate them to choose water** over other beverages.



Discovery: Secondary Research

Motivation

When looking into what motivated and inspired people to achieve their goals, I stumbled upon an eye-opening statistic from the [American Society of Training and Development](#):

*“..people are 65 percent likely to meet a goal after making their goal public. But their chances of **success increase to 95 percent when they have a specific accountability partner to report to**”*

Fortunately, the encouragement and support of another person can fuel one's desire to be consistent and succeed in their goals.



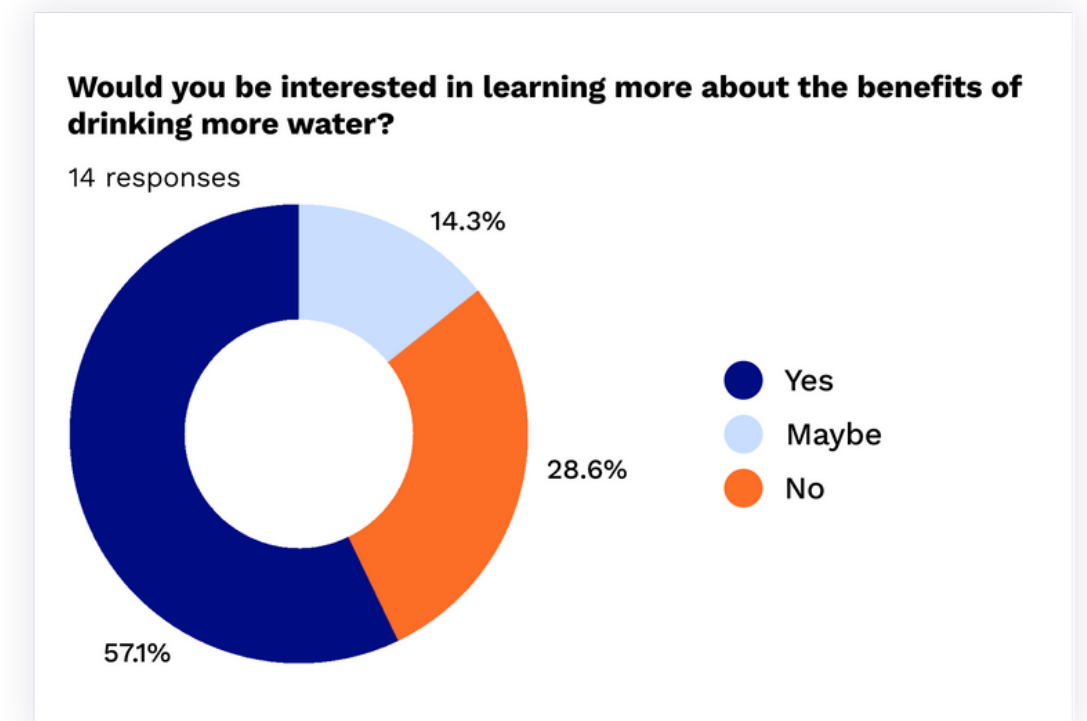
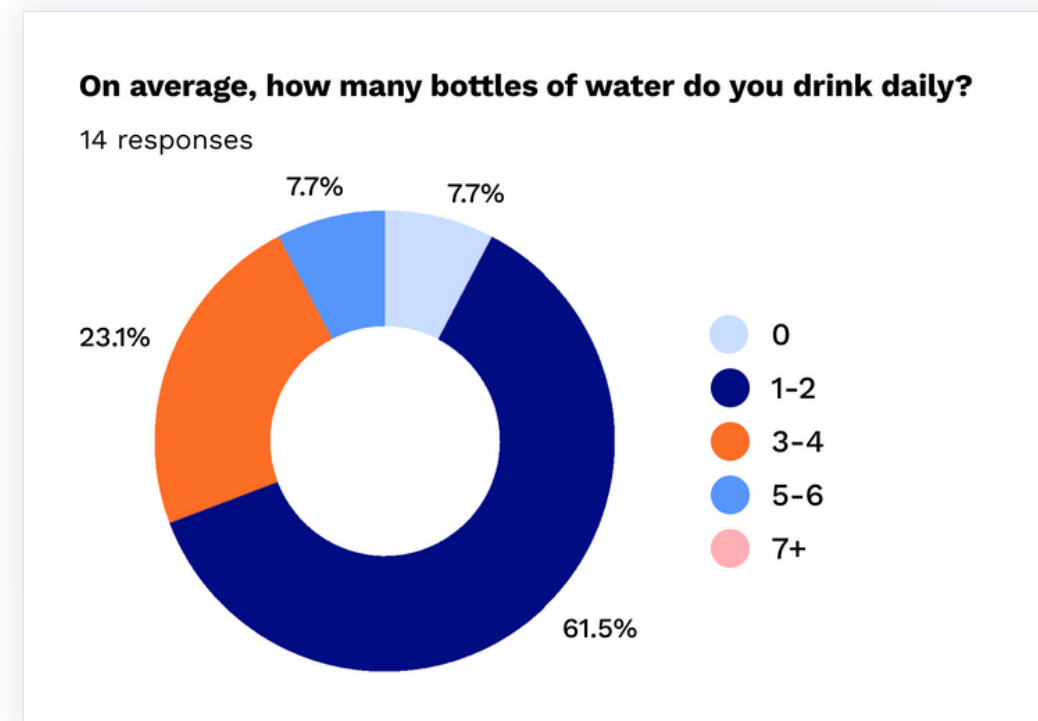
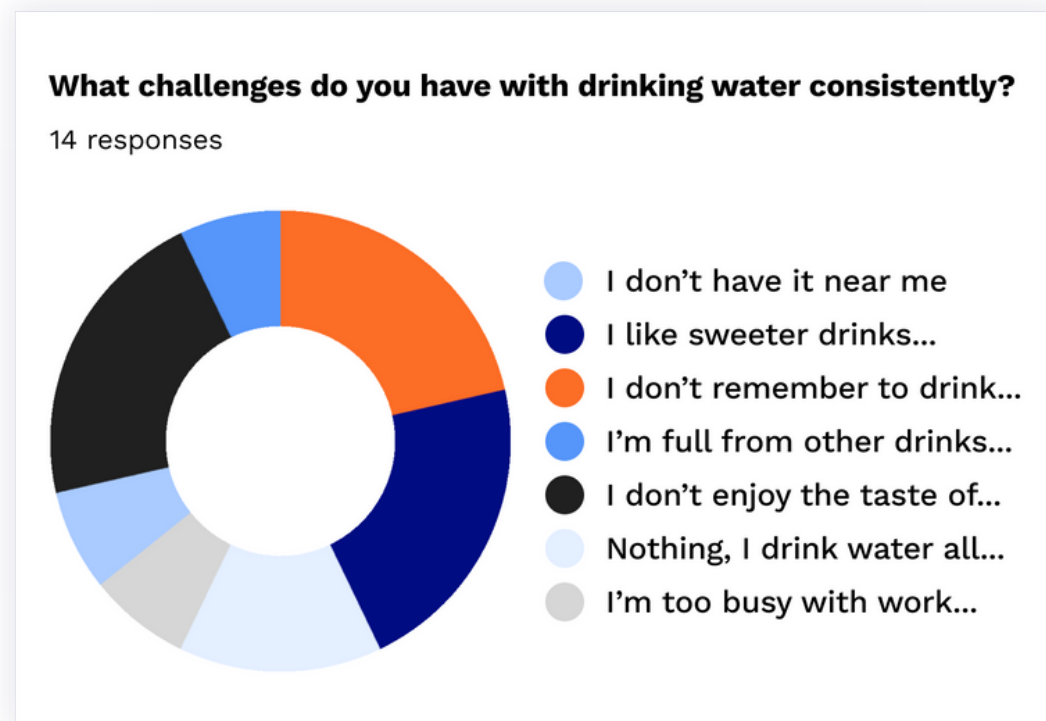
Primary Research



Discovery: Primary Research

Survey

My focus with the screener survey was to determine which participants had difficulty drinking water consistently and to find out their challenges. This will help me discover what I can incorporate into their routine in order to motivate them.





Discovery: Primary Research

User Interview

With the goal of understanding how an average person made use of existing water tracking methods, which features they thought were most important, the issues they faced, and their personal experience with developing and maintaining habits, I surveyed 5 users of varying lifestyle and activity levels.

Interview Questions:

- What is your process for trying to achieve your goal of drinking more water?
- What reasons keep you from drinking water more frequently?
- Tell me about a time you had to do something difficult and accomplished it.
- Tell me about the tools you are using/have used to help you drink more water.
- Tell me about a goal/task you've set to do by yourself vs with others.

| drippi Water Tracker app - Interview Questions/Answers | | | | |
|---|--|--|--|---|
| What reasons keep you from drinking water more frequently? | What was your process for trying to achieve your goal of drinking more water? | Tell me about a time you had to do something difficult and accomplished it. | Tell me about the tools you are using/have used to help you drink more water. | Tell me about a goal/task you've set to do by yourself vs with others. |
| Prefers caffeinated drinks that give more energy throughout the day | Set multiple alarms on my phone to remind me | Exercising consistently - hard to find motivation to do it at home so joined a gym instead so could be in an environment where they're forced to get active | Phone alarm, water bottle | Wanted to get fit and exercise more regularly. Though could get some workout in by themselves, it was so much more efficient and consistent when they joined a gym with a friend. Having made the plan with another person made it less likely to skip a session. |
| Don't like the taste of water so opts for sweeter beverages | Incorporate it into routine where already has a habit set (e.g. before breakfast, right when I get home) | Doing final projects for school - easy to fall off of a schedule and procrastinate on the projects. It was nice to be in a study group where you could be with colleagues who were working on the same thing | Structured app (schedule daily routine but no water tracker) | Made a goal to create a habit of waking up earlier. It was hard to do it by themselves because would just end up hitting the snooze button and go back to bed. A friend expressed that they would also like to wake up earlier, so decided to hold each other accountable by calling each other in the morning. |
| Too lazy to refill bottle/glass | Used a water tracking app before but ignores reminders | Learning a new language - used a language learning app, watch series/movies in the language, talked to people with that native language | MyWater app (water tracker and reminder), 2L water bottle nearby at all times | Her and her friends set a goal of wanting to eat healthier, so decided to send each other pictures of what they ate/drank. It worked for a short period but eventually some would forget to take pictures and wouldn't update. This demotivated others to keep sending pictures. |
| Forget to drink water when focused on a task | Place a bottle of water near workstation | Stretching/taking breaks from work - downloaded a desktop extension where it would freeze screen work when it was time to take a break | Countdown timer on computer to remind myself | Wanted to exercise more. It was hard being consistent when working out at home so joined a weekly spin class which kept up her stamina and momentum = more likely to exercise. |
| Don't have water nearby | Use a habit share app with a friend | Being active - started going for evening walks with partner after dinner | HabitShare app (accountability) with a friend to get streaks and reminder, refillable water bottle | To have a healthier lifestyle, user wanted to incorporate a 30-minute low impact activity into their daily routine. She decided to go on walks with her partner after dinner and this helped her form a habit. |

[View board in full size](#)



Discovery: Primary Research

Competitor Analysis



MyWater



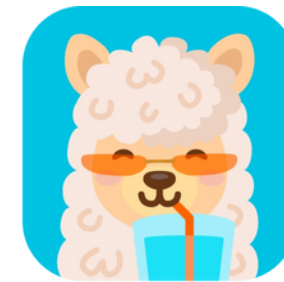
WaterReminder



Drinkminder



**Drink Water
Reminder N
Tracker**



Waterllama



HabitShare

I analyzed 6 apps related to increasing water intake and forming habits. Based on my research, I knew that an accountability component is key to helping users achieve their daily hydration goals more consistently. The habit-forming app provided some insight into how another user with the same goal can help with staying motivated and consistent. However, I found that **none of the water-tracking apps had a focus on accountability partners and friendly competition**. This then became my opportunity for the solution.



Discovery

Research Synthesis

After conducting the surveys, interviews, and competitor research, I now have a better understanding of the needs and frustrations of my users. I was able to gather a few important key findings to help shape my project



Discovery: Research Synthesis

Insight 1 – Accountability is key

As the accountability statistic above mentioned, a person is more likely to achieve their goals when they have a specific partner to report to. This was further emphasized when the interviewees reported difficulty accomplishing goals they worked on by themselves versus having a partner who worked alongside them.

Solution: Have an accountability-focused functionality where users can easily motivate and remind each other to drink water.



Discovery: Research Synthesis

Insight 2 – Drinking water is not a priority

Those who had busy schedules or were preoccupied with an activity did not see drinking water as a priority. When focused on a task, people often forget to take a sip of water especially when they don't feel thirsty. Regular reminders such as phone alarms or placing their cups beside them were helpful but were also sometimes dismissed.

Solution: Encourage users to prioritize drinking water by correlating it to a digital character that they need to take care of as well as regular reminders with motivating messages.



Discovery: Research Synthesis

Insight 3 – Drinking other beverages

One of the reasons why interviewees did not drink enough water was because they were already full from sugary or caffeinated drinks. Although drinking any kind of beverage to stay hydrated is better than drinking none at all, water is still the best choice as it has no sugar or calories. There are water flavoring products in the market but we want to encourage users to get used to drinking plain water.

Solution: People are more likely to do something if they know the “why” behind it. We can't change people's taste preferences but we can encourage them by informing them of the benefits of drinking plain water.



Discovery

User Personas

Since one of the key findings from my user research was the fact that there were varying factors that determined a person's hydration needs and willingness to accomplish a goal, I created 3 different personas: the **anti-water drinker**, the **preoccupied drinker**, and the **dehydrated drinker**. I often revisited these user personas to remind myself of the needs and frustrations of my users, and to maintain a user-centric focus throughout the project.



Discovery: User Personas (The Anti-water Drinker)

Forrest

The Anti-water Drinker | 20 years old | Engineering Major | Eureka, Nunavut



About

Hello, I'm Forrest. I'm 20 years old and I'm an engineering major. I often spend a lot of time studying and sometimes lose track of time so I forget to drink water and hydrate myself. When I do, I find myself drinking caffeinated drinks instead to help me stay awake during long study sessions. Despite my busy schedule, I still try to be more conscious about my health, so I usually eat healthy meals. Because of this, I view drinks as my personal treat and end up choosing sugary drinks when I'm thirsty. I don't really like the taste of plain water but I've noticed that I haven't been drinking enough of it so I want to change that.

Pain Points

- Always carries a bottle of water with him but often forgets to drink or refill it.
- Finds himself choosing sugary or energy drinks over water. Already eats healthy meals, so feels that he doesn't have to be strict when it comes to beverages.
- Drinking water is not an enjoyable experience and sometimes feels like a chore.
- Often forgets to sip on water when focused on studying.

Goals

- Understand more about the benefits of water for a healthy lifestyle so he can be more proactive with choosing water over sugary or caffeinated drinks.
- Remember to drink water regularly throughout the day.
- Be able to track water intake to make sure he is drinking a healthy amount.



Discovery: User Personas (The Preoccupied Drinker)

Katherine

The Preoccupied Drinker | 36 years old | Entrepreneur | Edmonton, Alberta



About

Hello, I'm Katherine. I'm 36 years old and I run my own clothing e-commerce site. I am also a single parent to two young kids. With so many things on my mind in a day, drinking water has never been a priority. When I have meetings or work on the computer, I try to take a sip of water periodically but I often just forget about it. In the mornings, I am in such a rush that drinking water doesn't even cross my mind. I want to find a better way to be reminded to constantly drink water whilst juggling my kids and business.

Pain Points

- Constantly on the go, running a business and taking care of kids.
- When preoccupied with another task, drinking water is not a priority.
- Wants to drink more water but doesn't know how to plan it into her routine.
- Often forgets to drink water. Even when she remembers, it's easy to dismiss it.

Goals

- Make drinking water a priority.
- Feel hydrated and energized throughout the day to tackle on busy schedule.
- Remember to drink water during a morning school rush and when working.



Discovery: User Personas (The Dehydrated Drinker)

Ari

The Dehydrated Drinker | 28 years old | Athlete and Instructor | Victoria, BC



About

Hello, I'm Ari and I'm a 28-year-old athlete. I have a very active lifestyle as I train for badminton most of the day and teach a fitness class in the evening. Because I am always moving, I want to ensure that I am drinking enough water and replacing the fluid I sweat out. I don't track how much I drink but I don't think it's enough. I sometimes feel light-headed when I train and have dry mouth/skin. This is starting to concern me so I need to find a way to ensure I drink sufficient water everyday.

Pain Points

- Forgets to replenish body with enough water during training sessions and fitness classes.
- Notices signs of dehydration. Wants to stop having light-headedness and dry skin when working out.
- Doesn't have an effective way to track water intake throughout the day.

Goals

- Reach a daily goal of water intake to compensate for a very active lifestyle.
- Be able to track water intake and progress.
- Remember to drink water throughout workouts and fitness classes.
- Optimize health to be able to train properly and safely.



Discovery

Journey Mapping

Keeping my target users in mind, I created a user journey map in order to understand how the user might interact with the different features of the app and to create a more intuitive user experience.



Discovery: Journey Mapping

| User Journey Map | | | | | | |
|----------------------|--|---|--|--|--|--|
| Phase | Personalization | Reminders | Accountability | Check Progress | Water Intake | Reach Goal |
| Tasks | <ul style="list-style-type: none"> Create account Input personal statistics (age, height, weight, activity level) Get recommended water intake | Select notification schedule | Add accountability partner | <ul style="list-style-type: none"> Check personal goal progress Check partner's goal progress | <ul style="list-style-type: none"> Get a reminder Add drink Select amount type | <ul style="list-style-type: none"> Meet daily water intake goal Adjust goal/statistics |
| Thoughts | <p>"Signing up is boring but I like how I get to create my own character!"</p> <p>"I don't know my health statistics right now"</p> <p>"I don't agree with their recommended goal"</p> | <p>"I don't want to get too many alerts the whole day"</p> <p>"I want to differentiate this notification from others on my phone"</p> <p>"Hopefully I don't just snooze all of these reminders"</p> | <p>"I don't know who to add"</p> <p>"I feel motivated to work on the same goal with someone else!"</p> | <p>"How is my character doing?"</p> <p>"Have I been consistently achieving my daily goals?"</p> <p>"How's my partner doing today?"</p> | <p>"Time to hydrate my character!"</p> <p>"Should I ignore this message and drink later?"</p> <p>"Inputting a drink is fast and simple"</p> | <p>"Yay my character has been taken care of today!"</p> <p>"I am proud of my progress so far"</p> <p>"I can increase my daily water intake now"</p> |
| Emotions | 😐 | 😐 | 😊 | 🤔 | 😊 | 😄 |
| Opportunities | <ul style="list-style-type: none"> Create app character during account sign up Sync existing health statistics to app (feature optional) Can accept recommended water intake goal or create own | <ul style="list-style-type: none"> Set notifications within a time window, with intervals Option to turn on/off partner notifications Option to change notification type/sound | <ul style="list-style-type: none"> Allow to find partners through other social media platforms Quickly show friends' progress with option to send reminders/messages | <ul style="list-style-type: none"> Quick overview of character on home screen with current water intake amount Show weekly/monthly statistics Overview of personal and partner's progress | <ul style="list-style-type: none"> Have character say a positive message after adding drink Reminders have motivational messages Daily tips of benefits of drinking water Have water amount suggestions for quick input or custom amount | <ul style="list-style-type: none"> Send a notification a few minutes before the end of reminder time window if user hasn't reached daily goal yet Have rewards feature for achieving goals consistently Notifications to/from friends after each achievement Option to change goal |



Discovery

"How Might We" Questions

To identify possible issues that the users might experience with the product, I developed a few HMW (How Might We) problem statements to guide me in developing creative solutions and focusing on the right problems to solve.



Discovery: "How Might We" Questions

| drippi "How Might We" Questions/Ideas | | | | | | | | |
|---|--|--|--|---|--|---|---|--|
| How might we ensure the user can track their water intake in an easy and effective way? | How might we ensure the reminders get the user to drink water? | How might we get users to choose water over other beverages? | How might we encourage accountability partners to motivate each other? | How might we inform users of water benefits in a non-intrusive way? | How might we ensure the users are not under/over drinking water? | How might we make users feel happy after drinking water? | How might we make the water input process quick and intuitive? | How might we get the users to consistently achieve their daily water intake goal? |
| Quick and intuitive process to add water | Have motivating/encouraging messages | Have tips section that talks about benefits of water | Have functionality to send an instant encouraging message or reminder | Only show it during scheduled reminders | Recommend water intake amount using user's health statistics | Visually show positive reaction of character after each added drink | Have options with common fluid amount that users can just quickly press | Show congratulatory messages after each milestone |
| Progress bar to show daily progress | Alert the user when character is dehydrated | Include tips such as having a water bottle around, choosing water when eating out, drink hot or cold | Alert partner if user has not been making progress | Have a section in the app where users can navigate to | Include information about risks of over/under hydration in tips section | Send an encouraging message after added drink | Have ability to change measurement units based on user's preferences | Have streak option for when users achieve daily goal |
| Weekly and monthly water intake report | Occasionally show tips/benefits of water in reminder message | | Have chat feature so partners can send personalized messages | | Consider user's activity level and climate when recommending intake goal | Send a congratulatory message after each milestone | Have labels such as cups/glass/bottle next to fluid amount | Ability to get rewards/level up |
| Show quick stats such as drinks per week, average percentage | Show accountability partner's progress to encourage friendly competition | | Show overview of user's progress compared to partners | | | | | Ability to customize or change character after leveling up |
| | | | | | | | | Have users' daily progress be reported to accountability partner at the end of the day |

[View board in full size](#)



Define



Problem Statement

Users of every age, lifestyle, activity level, and in any climate need a way to easily track their water intake progress, as well as be motivated to consistently achieve their daily hydration goals.



Feature Prioritization

After exploring some ideas, I decided on a few core features of the app that I wanted to prioritize. These features will best help in addressing the user's needs and solving the issues revealed during my previous research.



Define: Feature Prioritization

Friends

Having an accountability-focused app can help encourage users' willingness to drink throughout the day, as well as create a positive and motivating environment.

Statistics Overview

Having an easy and intuitive way of viewing their daily, weekly, and monthly water intake ensures that users can efficiently track their progress towards their hydration goals.

Character Management

Making sure their character stays healthy and happy will help influence users to drink water consistently and input the amount in the app instead of just dismissing a drink reminder.

Achievements

This includes in-app challenges users can do by themselves or with a friend, as well as badges they can earn from completing milestones - all of which can help engage users to use the app and be consistent.



Define: Feature Prioritization

"Tips" Page

Gaining more knowledge about the benefits of water will encourage users to choose water over other beverages.

Personalized Goals

The ability to get a personalized water intake recommendation ensures that the user's goals are aligned with their personal health and environmental needs.

Optional Notifications

By being able to customize their notifications, users are more likely to respond to them well. The type and frequency of the reminders can be tailored to fit their schedule on a specific day.



Ideate



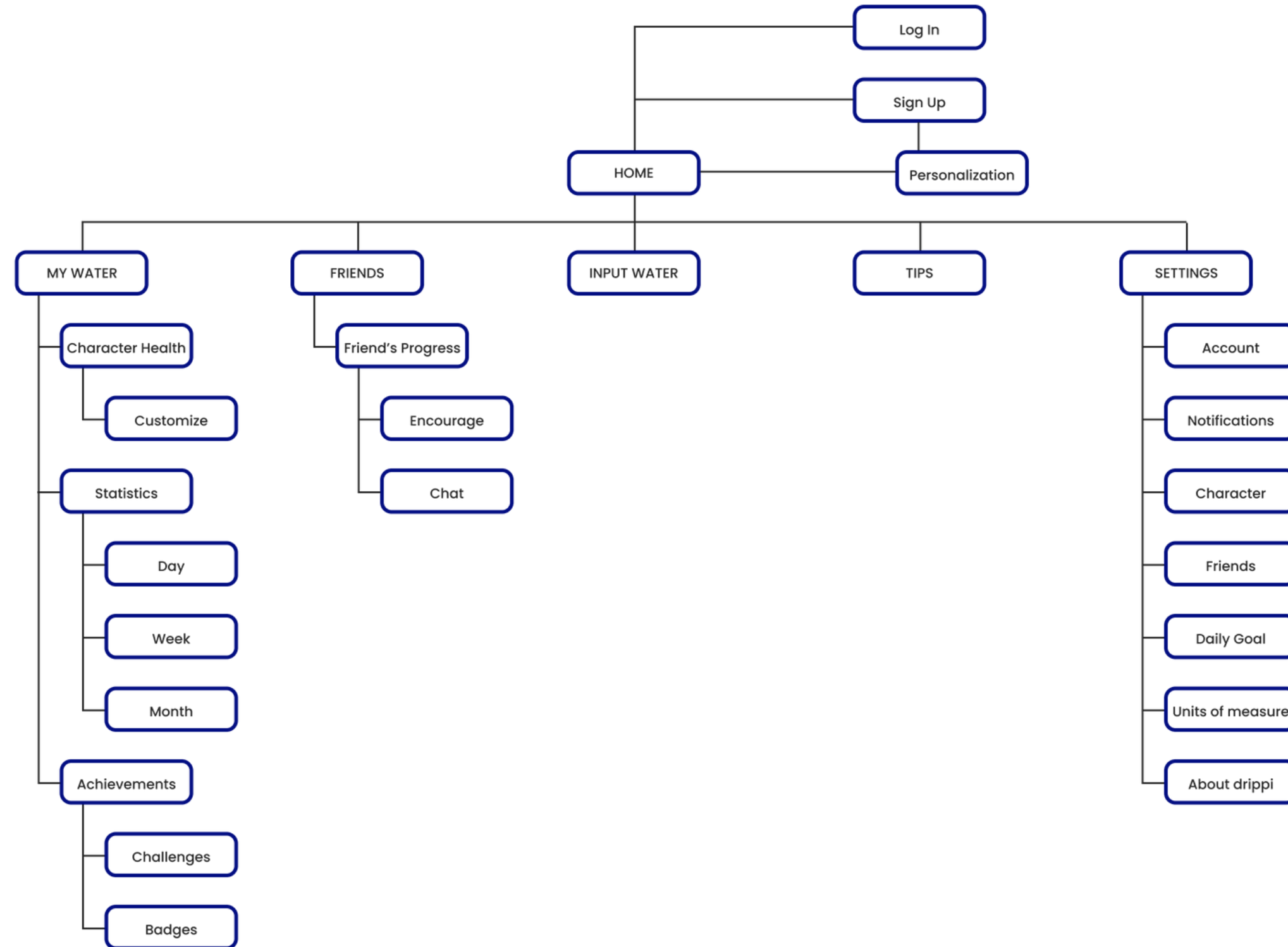
Ideate

Sitemap

The Journey Map and HMW Questions helped me better understand the emotional experiences the users might have navigating the app and the possible solutions to them. Taking this insight, I identified core features that I wanted to focus on for the product and used the results to create a sitemap.

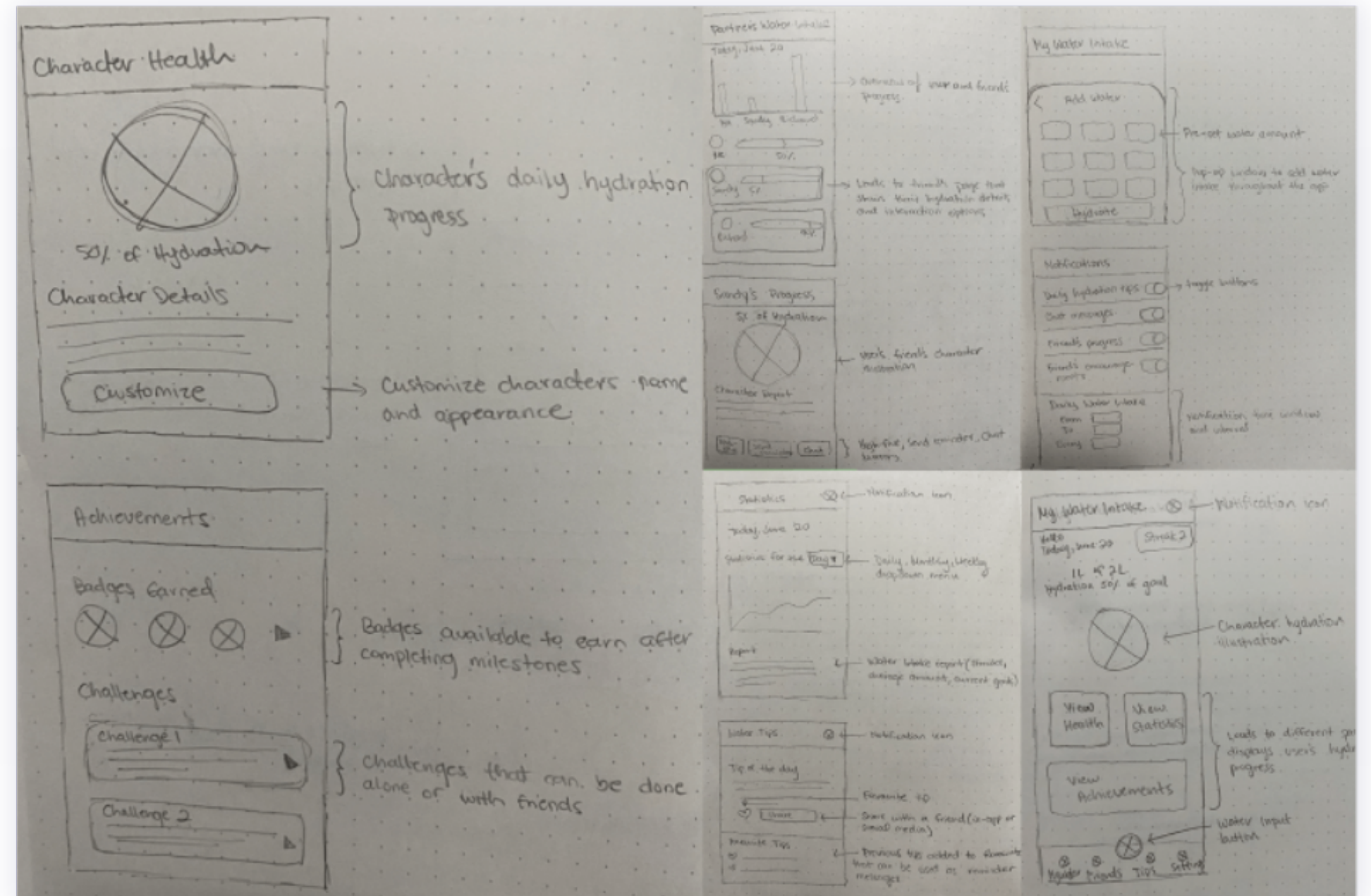


Ideate: Sitemap



Sketches

Now that I have a better understanding of how the users might expect the content to be organized and displayed, as well as the core features to include in the app, I began sketching some ideas of how each screen might look like. This was an efficient way of exploring different ideas and iterating them before taking the time to produce them digitally.





Design



Design

Mid-fidelity Wireframes

Simplicity and ease of use are one of the biggest aims of the app so I wanted to keep the number of screens to a minimum and highlight only the necessary features. I started with pen and paper, sketching different versions of each screen until I found a combination of features that I thought would display the concept of the app in the most intuitive way.



Design: Mid-fidelity Wireframes



I then transferred these onto digital mid-fidelity wireframes and made a clickable prototype for my users to test.



Testing



Testing

Objective

The core purpose of this application is to ensure that the users can easily track and view their hydration progress, as well as to motivate them to reach their daily hydration goals. By conducting usability tests, I was able to refine what features users were finding useful and what they weren't satisfied with. The users were asked to complete a few scenario-based tasks that allowed them to navigate through all of the features within the app.

Test Questions/Tasks

- Is the user able to input their water intake at any time throughout their navigation of the app?
- Can the user easily view how much water they drank today, this week/month?
- Can the user easily view their friend's water intake and encourage them?
- How does the user feel about comparing their daily water intake with their friends? Does it help in accomplishing their daily target?
- How does the user feel about the concept of taking care of a character to accomplish their goals?
- Does the user feel like they can personalize their notifications according to their preference?
- How does the user feel about the onboarding process and the ease of getting started with the app?
- Is the "Tips" feature helpful in encouraging the user to choose water over other beverages?
- What is the user's experience with navigating from one page to another?
- How satisfied is the user with the overall design of the app?



Testing

Testing Results

Overall, the users found the drippi app efficient to use. I made notes of the positive and negative feedback so that I knew what areas to keep expanding upon and what minor problems needed to be addressed.

Positive

- Users were able to complete tasks quickly and navigate throughout the app efficiently.
- Users thought the customizable character, challenges, and “Friends” was a fun way to motivate them to reach their daily goals.
- Users thought the “Tips” feature was insightful.

Negative

- Users wanted a way to revisit their water intake from a previous day.
- Users wanted to customize their character more than just changing its colour/name.
- Users wanted a better overview of their daily hydration progress.



Iterations



Iterations

Design Changes

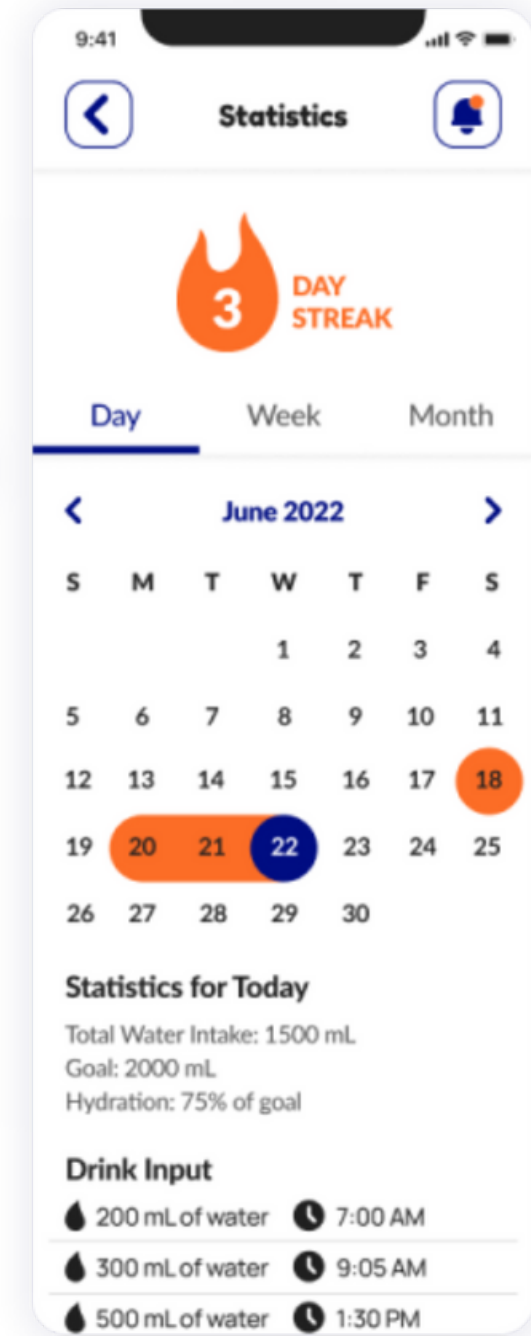
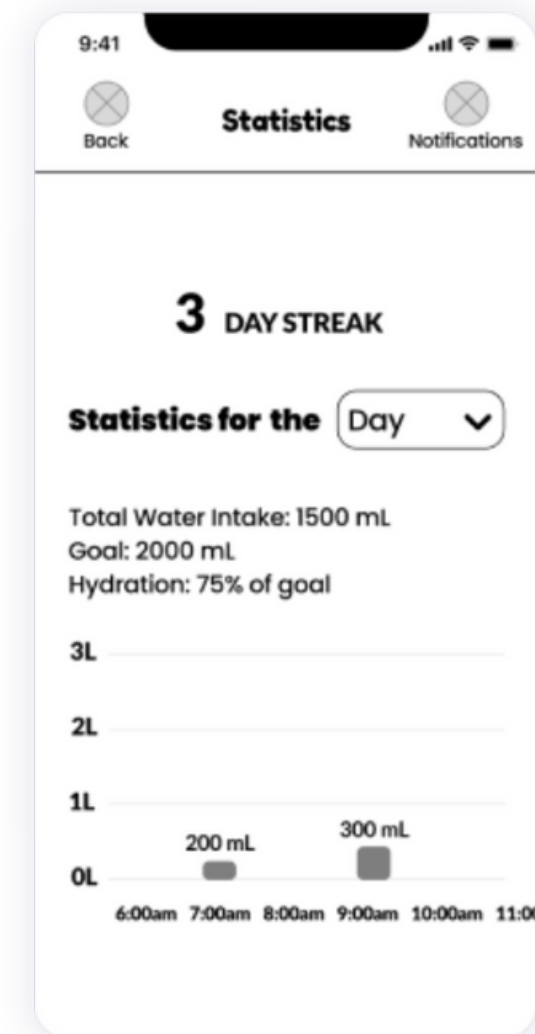
Based on the user feedback, I made a few changes on the design and features of the app. I also reached out for additional feedback from some fellow designers. Throughout my redesigning process, I made sure to apply the Gestalt Principles, colour theory, and made use of grids to ensure consistency within the entire app.



Iterations: Design Changes

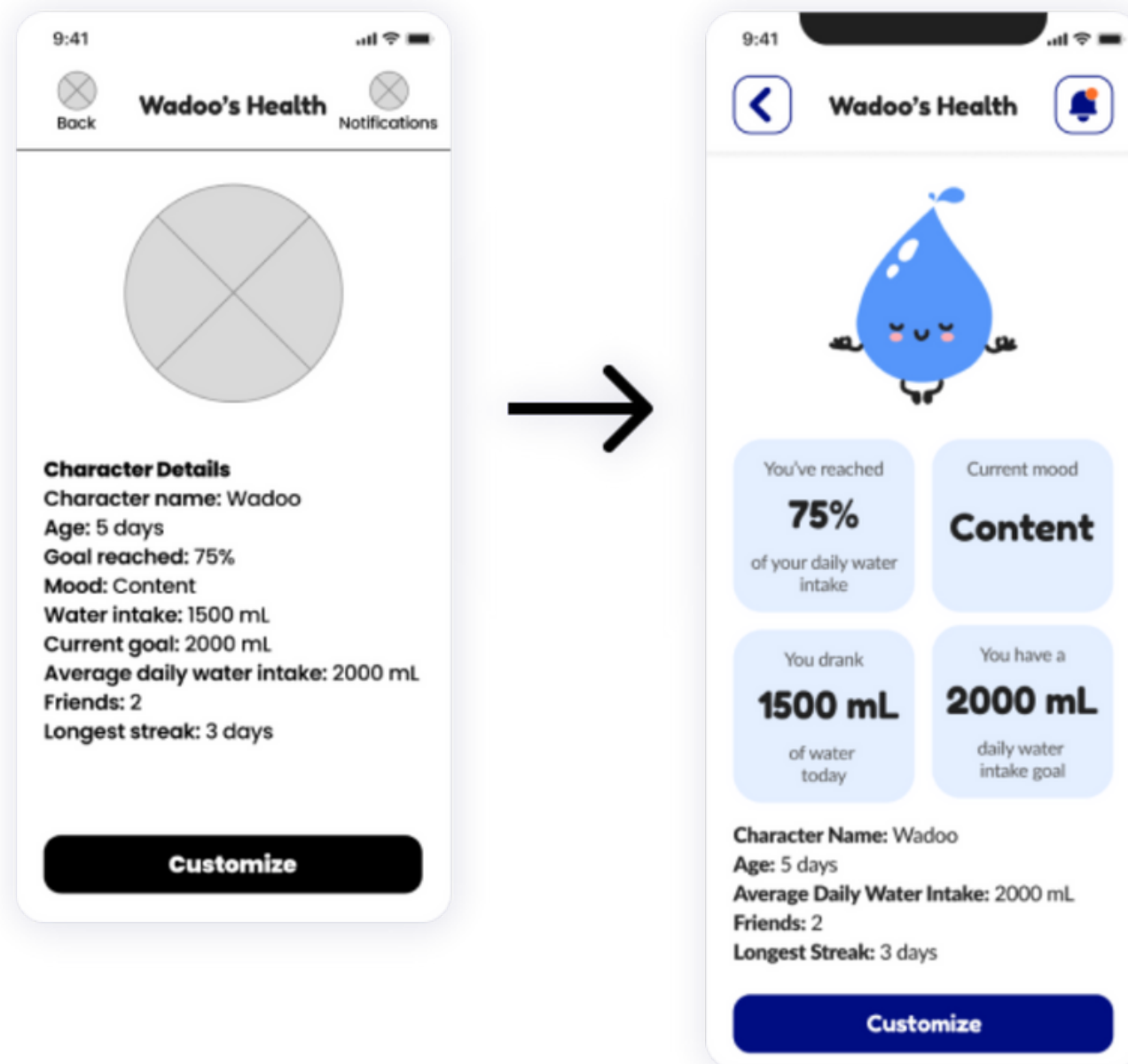
1. Daily Drink Input

Users that wanted to revisit their water input from a previous day were unable to do so with the initial design. To solve this issue, I redesigned the Statistics page so that a full calendar is displayed under the “Day” tab. Users can then tap on a specific day and view the Drink Input from that day. This also helps give a better visual overview of their daily progress and of any streaks.





Iterations: Design Changes



2. Hydration Overview

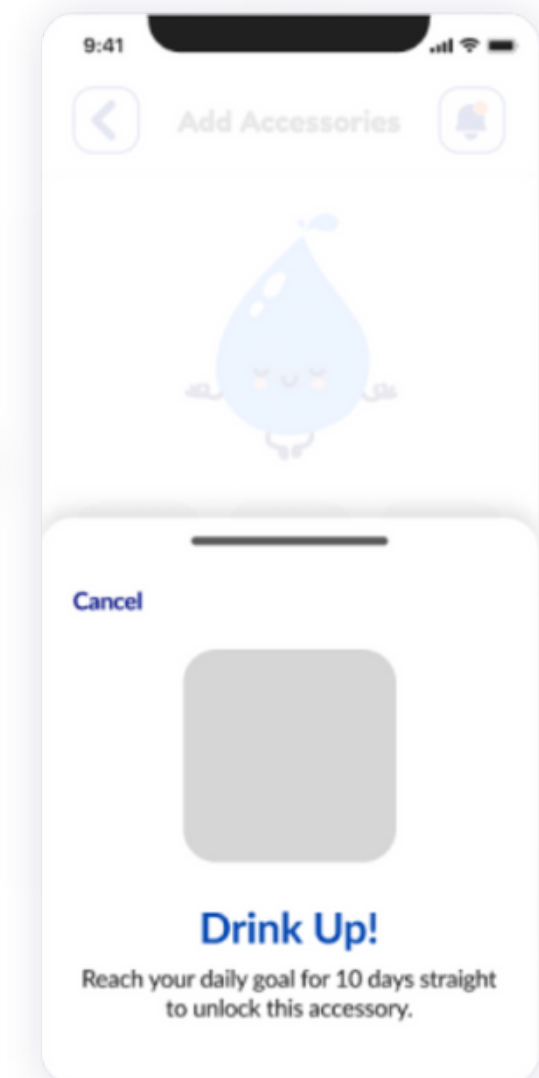
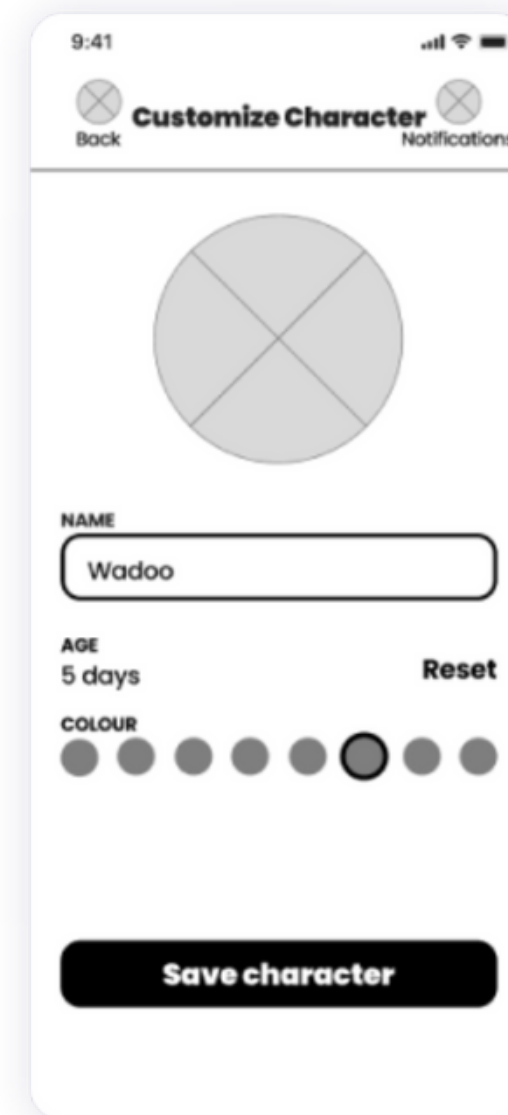
Users wanted a better way to view their daily hydration progress (their character's health) instead of just reading it through a body of text. To solve this, I determined which parts of their character's health the users would want to have an easy and quick glance of. After prioritizing 4 of these, I designed them onto a card where the main information was enlarged and capitalized.



Iterations: Design Changes

3. Additional Character Customization

Users enjoyed the concept of taking care of a character in order to accomplish their goals. However, they wanted to customize their character with more than just a change of name and colour. After developing a few ideas, I decided to add an accessories feature and use this to incentivize users to complete challenges, earn badges, or reach a certain day streak to unlock an accessory. This will further engage users to use the app, interact with their accountability partners, and be consistent in drinking their water.





Iterations

Accessibility

After conducting some research on accessibility in design, I made a few changes in order to meet WCAG requirements.



Iterations: Accessibility

1. Placeholders and labels

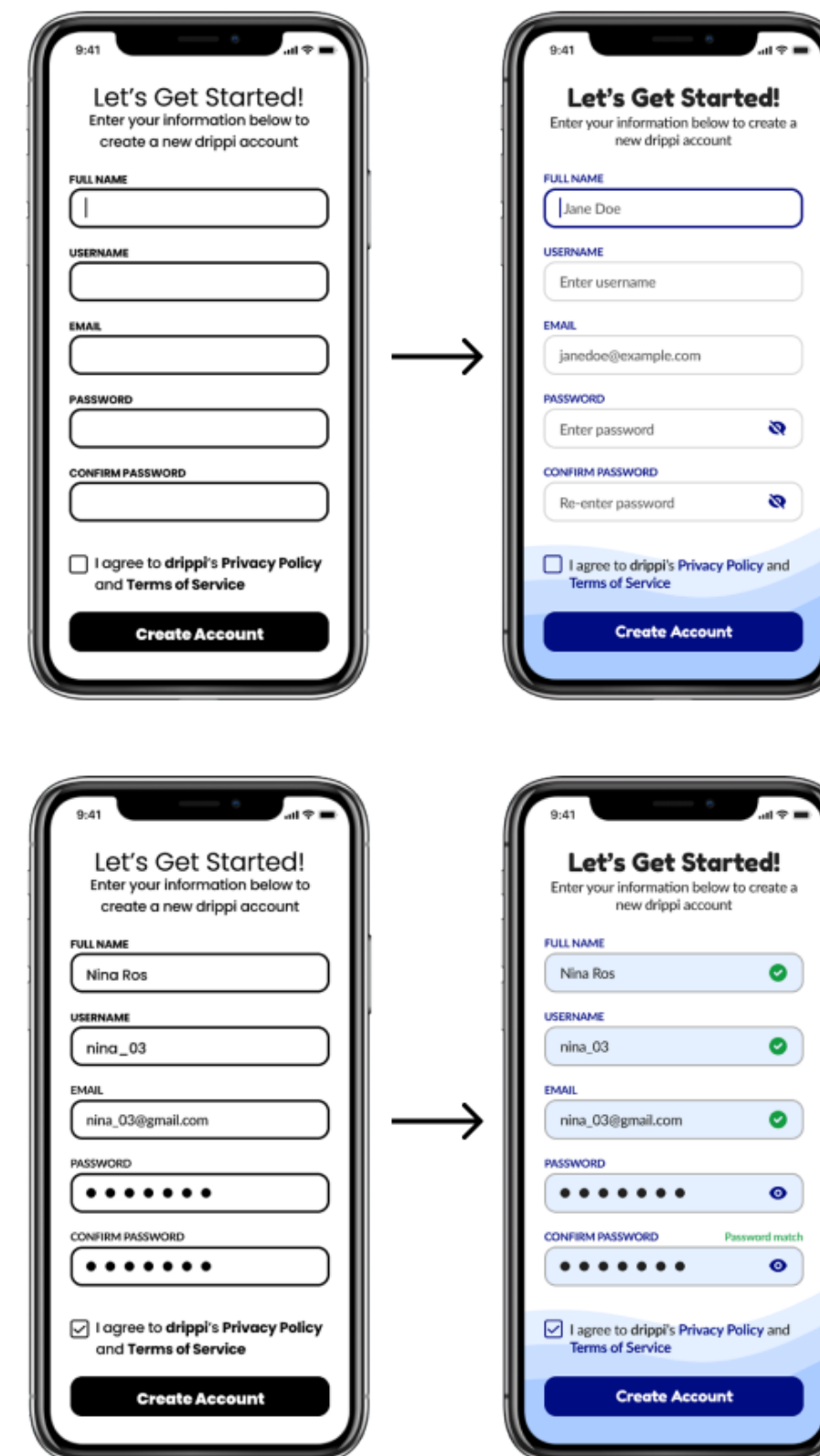
Originally, drippi's sign up form used only labels for each input field. Now, it also includes placeholder text to better guide users on the right information required.

2. Adding an indicator state

Originally, the only way for users to know which input field they clicked on would be the flashing text cursor. Now, there is a highlighted border to indicate the selected input field and where they will be typing.

3. Form validation

Originally, the only way to know if you had typed valid information was after submitting the entire form. Now, users are shown validation states (check mark, 'x', or text) while they are typing so they know right away if they need to re-type or change their response.

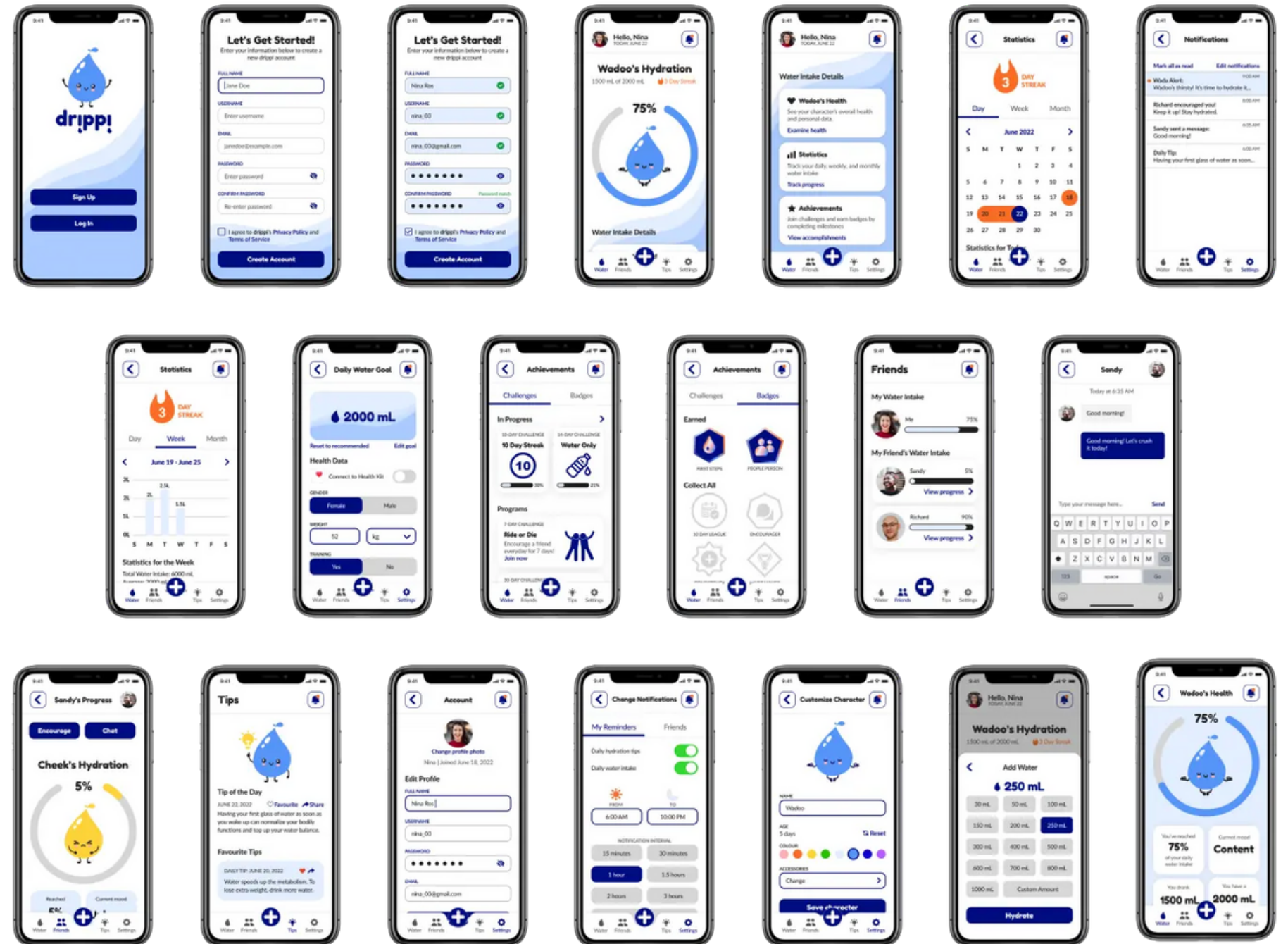




Final Design

High-fidelity Wireframes

After many tests and iterations, I was able to create a final product that solved the main problems users face when it comes to drinking enough water: consistency/prioritization, tracking their progress, and choosing water over other drinks. I was able to include core features within the app that aligned with my target users' needs and frustrations, while appearing visually appealing and simple to use. You can [open the prototype here](#).



Design System Language

Lastly, I created a design system language that can be used by other designers in the future to ensure consistency throughout the app. You can [view the full document here](#).

drippi! DESIGN SYSTEM LANGUAGE

01 COLOURS

drippi's colour palette allows the user's interaction to be easier and more predictable. It is used to assist in navigation, create branding consistency, highlight important information, and give an enjoyable user experience.

Color Palette

| | | | | |
|-------------------|---------------------|----------------------|-----------------------|---------------------|
| Indigo #000D82 | Azure #5696FA | Sky #AACEFF | Light Blue #C9DEFF | Ice Blue #E4FFFF |
| Orange #FC6D26 | Charcoal #202020 | Dark Grey #595959 | Light Grey #D6D6D6 | White #FFFFFF |

Color Combinations

DO: Use Indigo background colour with white text

DON'T: Use low contrast for background and text colours

Use gradients as backgrounds

02 TYPOGRAPHY

drippi's typography aims for minimalism and ease of readability. drippi makes use of two fonts, one for the website headings and another for the rest of the content within the website.

| LOGO TEXT | CONTENT TEXT |
|---|---|
| This is drippi's logo font Fredoka One Regular 50px | This is drippi's content text Lato Medium 18px |

FONT TYPE & SCALE SPECIFICATIONS

| | |
|--|--|
| This is Heading 1 Fredoka One Regular 30px | This is Heading 2 Fredoka One Regular 22px |
| This is Heading 3 Lato Bold 22px | THIS IS HEADING 4 Lato Bold 14px |
| This is Body Lato Medium 18px | |
| THIS IS PRIMARY AND SECONDARY BUTTONS Fredoka One Regular 22px | THIS IS TERTIARY BUTTON Lato Bold 18px |

03 UI ELEMENTS

Buttons

Button Specifications
Use the same specifications for all buttons to ensure consistency throughout the app.

Button Size
50px
225px
Corner radius: 15

Differentiate States
Ensure user clearly knows the status of the button at all times. Only primary buttons are used and are the default buttons users should click.

Tertiary Buttons
This is an example of a tertiary button. Use the tertiary button for actions that require the least emphasis. Use tertiary buttons in the following instances:

- Expanding/contracting information
- Editing/making minor changes
- Redirecting to a correct screen (eg. Sign up)

Input Forms
Make use of placeholder text for every input field.

Default
Placeholder

Password
Enter password

Active

Typing

Error

Passwords do not match

Other UI Elements
Tab and Top Navigation Bar
Apply drop shadow:
X: 0, Y: -4, Blur: 4, Color: #202020, Opacity: 5%

Bottom Navigation Bar
Apply drop shadow:
X: 0, Y: -4, Blur: 4, Color: #202020, Opacity: 5%
Add supporting text to icons in the bottom navigation bar.

Cards
Apply drop shadow:
X: 0, Y: -44, Blur: 30, Color: #595959, Opacity: 15%
Apply corner radius: 25

04 GRIDS

Grid Specifications

GRIDS AND SPACING

| | |
|---------------|---------|
| Columns: | 4 |
| Gutter Width: | 15 |
| Margin: | 25 |
| Type: | Stretch |

05 ICONOGRAPHY

Icons should be used in order to communicate or enhance an action. They should be designed and used with purpose with the aim to assist.

DO: Use easily recognizable and simple icons

DON'T: Use too many unnecessary details in icons

Ensure consistency in icon style

Change commonly understood icons

Bottom Navigation Bar Icons

Selected

Unselected

In-App Icon Library

Touch Targets
Ensure that a touch target of at least 44px by 44px is used around icons in order to assist with mobile tapping.

06 LANGUAGE AND TONE

The communication for drippi is friendly and direct. The wording choices are user-focused with clear call-to-action buttons and headings. Content should be written as if you were writing to a friend in a polite manner.

DO: Be concise. Keep sentences short without sacrificing context

DON'T: Use jargon unless necessary

Use active voice to make copy sound more natural

Use words for numbers

Use a friendly tone

Use vague words such as "Click here".

07 ACCESSIBILITY

drippi strives to comply to the WCAG 2.1 success criteria.

DO: Use good colour contrast and a readable font size

DON'T: Use jargon unless necessary

Follow a linear logical layout

Use complicated language

Group related items together

Make buttons vague and unpredictable



Retrospective



Retrospective

Challenges

My biggest challenge for this project was data visualization. I struggled with figuring out ways to display the Statistics information for example without making any charts/graphs too small to view on a mobile screen. I spent a lot of time creating iterations that would best show the hydration reports in an informative but also visually appealing way. This pushed back my timeline somewhat and I could not spend enough time on other aspects of the app such as illustration and overall design.



Retrospective

What can be improved?

Though my aim for the design was for it to be minimal and easy to use, I would have liked to explore different colour palettes or include additional illustrations/images to improve the aesthetic of the app. Having a unique branding can further motivate users to engage with the app and utilize its helpful features.



Retrospective

What's next?

I spent a lot of time looking into UI best practices towards the end of this project, and I believe drippi will benefit greatly from a UI rework. There were also a few additional screens I would like to add in the future such as what participating in each challenge would look like or creating a more satisfying reaction after a user has added a water intake.



Thanks for watching!

If you have any feedback, want to collaborate or just say hello, don't hesitate to [send me a message](#) :)