

Prototype
Case Study
Design System

March 2025

MeditationWise

Mobile Application

IDS Interface Design

What to expect

Prototype

Onboarding
Tutorial/Introduction
Interacting With Data
Desirability and Persuasion

Case Study

Overview
Process
Competitive Analysis
Design Iterations
Final Design
Next Steps/Lessons Learned

Design System

Branding
Color
Imagery
Typography

Prototype

Onboarding
Tutorial/Introduction
Interacting with data
Desirability and persuasion

Onboarding & Introduction

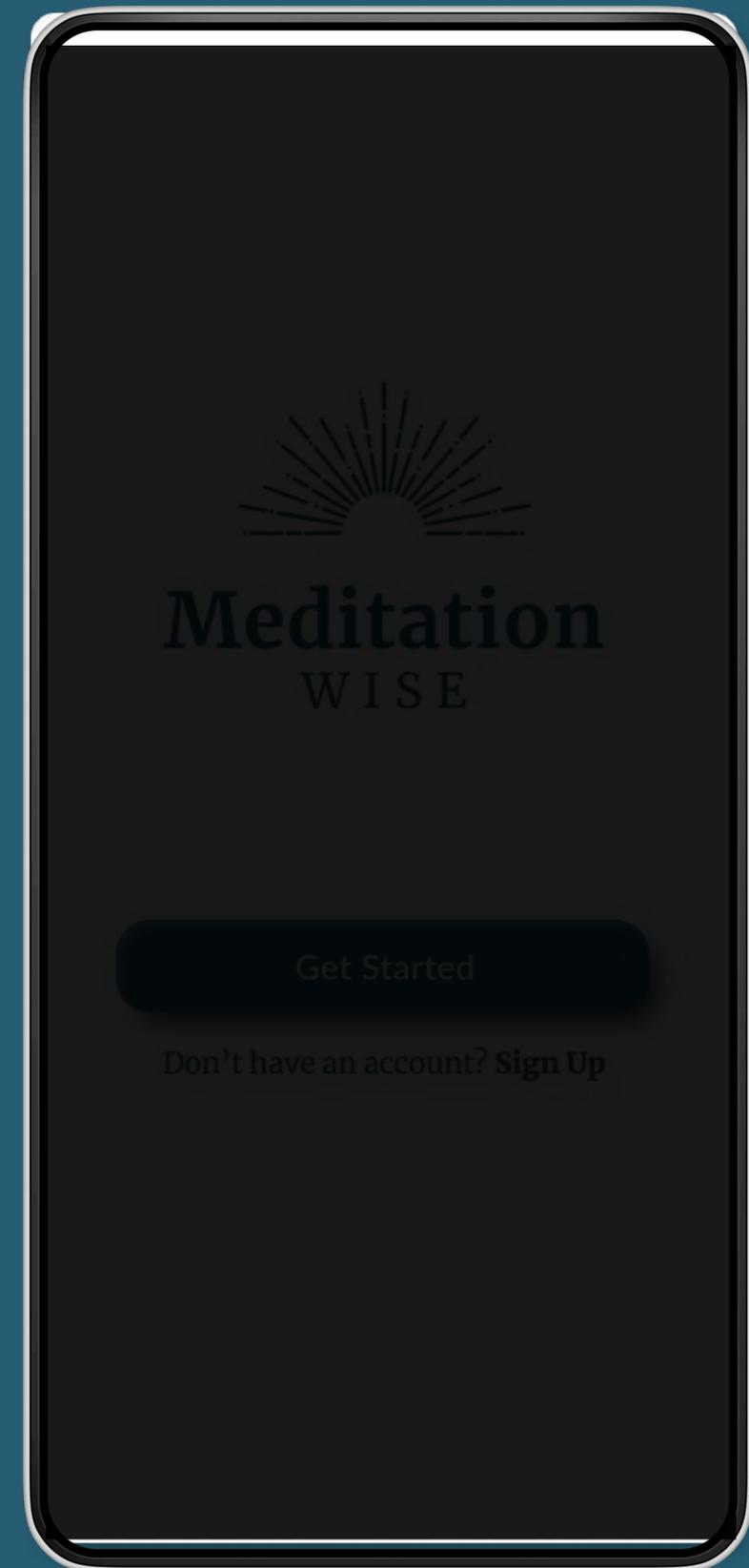
Focused on simplicity by allowing users to freely input their expectations from this platform, leveraging user data to create a more personalized and meaningful meditation journey.

Interaction with data

The vision is to deeply personalize the app for each user, offering curated techniques tailored to their goals, such as spiritual growth or stress relief.

Desirability & Persuasion

Helping users deepen their understanding of their traditions, identify their needs and interests, and establish a sustainable daily practice or habit.



Case Study

- Overview
- Process
- Competitive Analysis
- Design Iterations
- Final Design
- Next Steps/Lessons Learned

How might we design a globally accessible, **culturally inclusive** meditation platform that integrates diverse spiritual traditions, such as Hinduism, Judaism, and others, to provide **personalized** and **tradition-rooted** mental well-being experiences for individuals seeking deeper connections with their cultural or spiritual identities?

Current meditation tools provide generic content, overlooking users' cultural and spiritual preferences.

Problem Statement

Develop a platform offering guided practices rooted in diverse spiritual traditions, led by authentic experts.

Goals

Target users are young adults (18 - 35 years) who are relatively tech-savvy and comfortable with digital platforms. Users that are looking to explore their cultural and spiritual identities and are open mindfulness and mental well-being practitioners.

Target Audience

Project Summary

I began with a higher-fidelity prototype and revisited earlier stages to incorporate new insights and learnings. One key takeaway was the importance of fostering an emotional connection with users.

The app should not only offer practices but also guide users in selecting the techniques that resonate most with their emotional and spiritual needs.

Competitive Advantage

MeditationWise can incorporate guided meditation practices rooted in Hinduism, Judaism, and other spiritual traditions, led by verified experts or spiritual leaders, allowing for more personalization.



Calm

A wellness app with meditation, sleep, and relaxation content but focused on generalized practices rather than cultural depth.

Relaxation and mental well-being with a focus on sleep, relaxation, and mindfulness



InsightTimer

Offers diverse meditation content, including spiritual practices, but doesn't emphasize personalization or strong cultural inclusivity.

Community-driven platform with a large library of meditations and courses from diverse creators



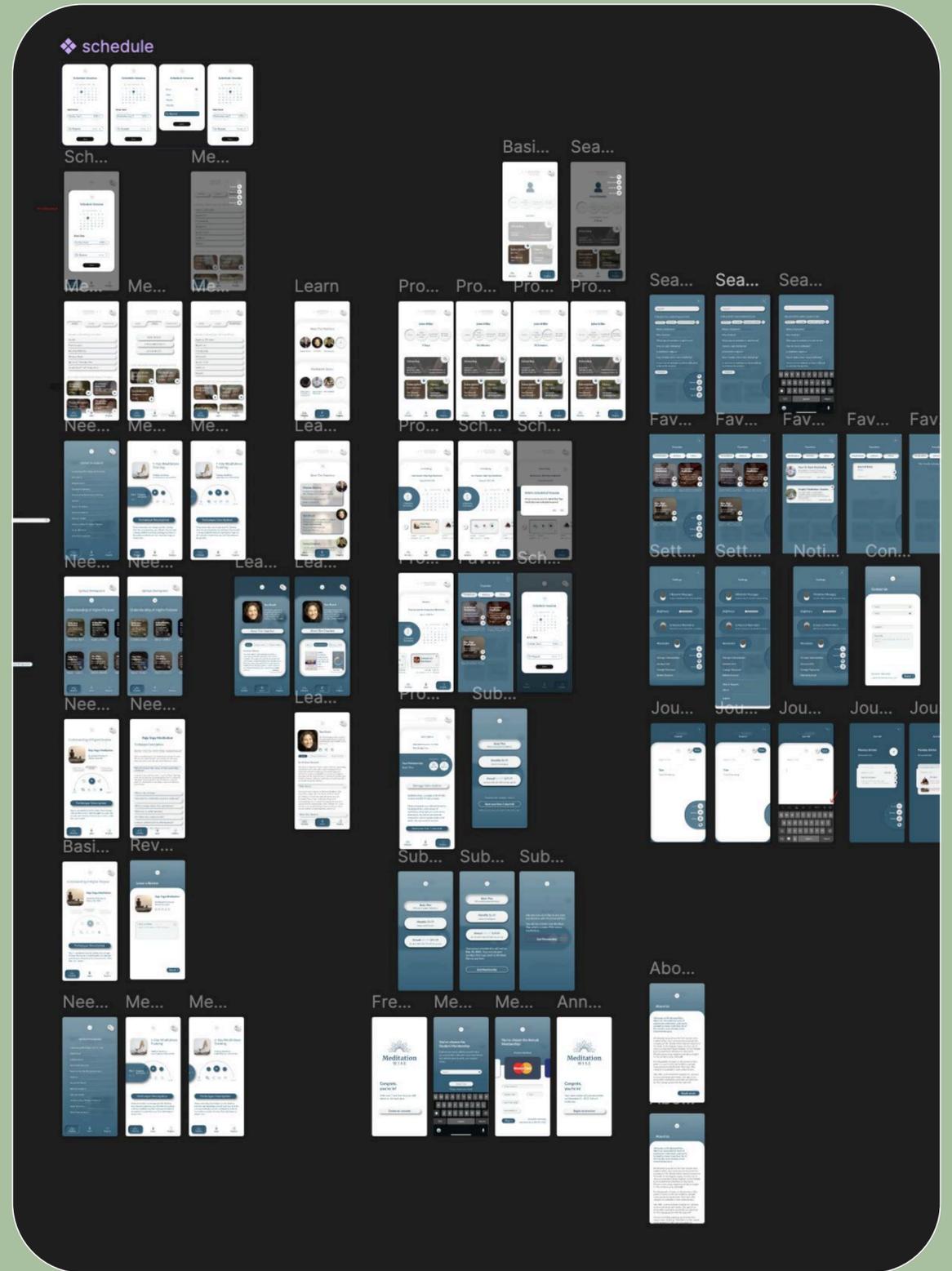
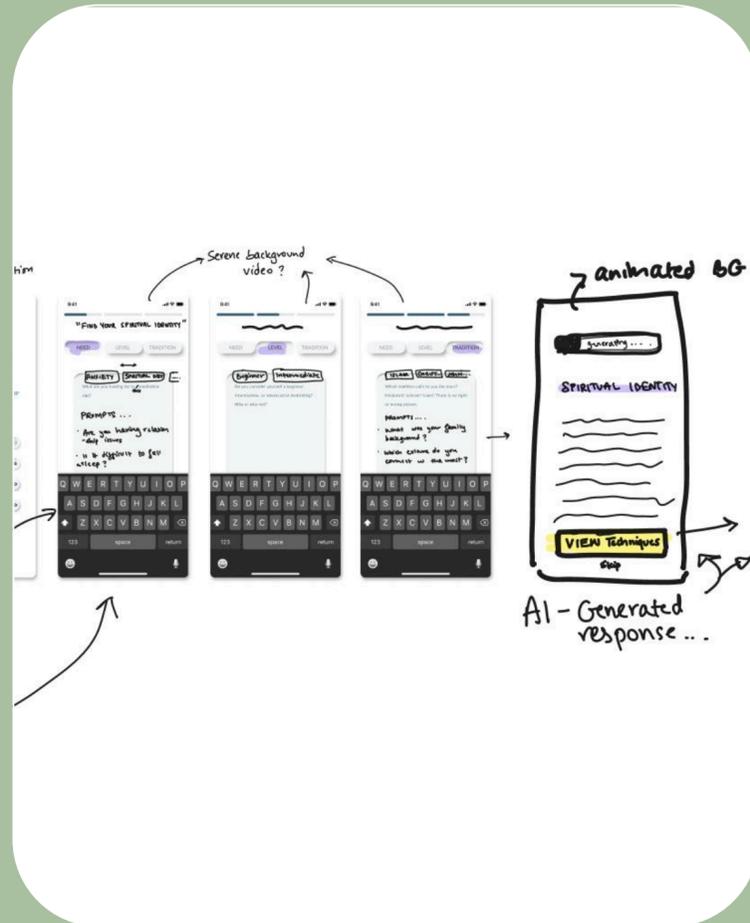
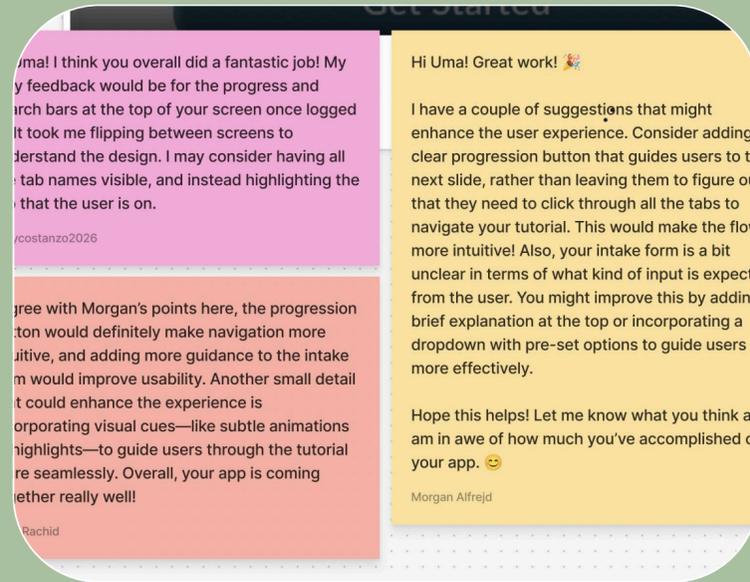
Headspace

A popular meditation app offering guided sessions but lacking cultural diversity and tradition-specific practices.

Design Iterations & Feedback

With the help of critique exercises, I was able to discover the following gaps and work on them:

- Progress bar during onboarding
- Including pre-set options/brief explanations
- Including subtle animations & visual cues



Usability Testing

During the research phase, after a competitive study, I conducted user interviews to better understand what UI improvements were needed

Visual

- OUTDATED LAYOUT
- NO MOVING ELEMENTS
- Visual

Functional

- PITCH LAYOUT
- CONS
- FUNCTIONAL

User Flow:

- Scrolls home page
- 'Meditate' button - Free 7-day Mindfulness Training - Reads description
- Reads each question
- Goes back to 'Choose technique by Tradition' - clicks 'Christianity'
- 'Biblical' - reads description
 - reads each concept question
 - spends one minute reading
 - Clicks link inside a question to visit site
- 'How it works' - begins reading and goes back immediately
- Finds 'Biblical' meditation again
 - Clicks 'play' on guided practice (subscribe page shows up) - user goes back
- 'About us'
- 'Home'
 - Clicks 'Meditate' - same thing
 - Clicks 'Free 7-day mindfulness..'

Jide | 21 | Digital Artist

User Flow:

- Scrolls up: browsing
- Selects 'Learn' page
 - Clicks links: "books", "inspiration", "meditation"
- Scrolls through articles: uninterested
- FAQs page
- Contact page
- Profile page: sees "sign up"
- Search icon: "hinduism" (one result), "ageless wisdom" (same result - "why meditate")

Jide Feedback:

Is it easy to navigate? What are some issues with navigation?

"Yes... it does a good job. No matter which page I go on, it falls under where it's supposed to be. This is all fine as long as it's not too much info or cluttered (selects all the how it works text and about us text). I don't like reading, I will if I must but won't if I don't necessarily have to. I want quick little things."

Would you think this site is credible? Does it provide the information you would want to know?

"Because it looks a little outdated, it's where it probably loses most of its credibility. If you could make it look cleaner, and more modern, the credibility would go up. The functionality just works really well though. And the data looks good too."

If you could see this as an app, what would you suggest it do differently?

"Cleaner and better colors... better theme? Less clutter. The website doesn't make me wanna subscribe... the information would be looking at the site, I don't think I would subscribe. I'm trying to imagine this as an app... trying to see how this would be a better app than the website. I would say that the main headers could be more clearly related to the subject at hand. Less clutter in the menu and provide this at the bottom instead or just the little buttons you could click on a screen that would take away the clutter."

Parul | 35 | Project Management

User Flow:

- Scrolls through 'Home'
- 'About us'
- Scans text

Parul's Feedback:

"I think there's a lot of words, too much writing. I feel like there's a lot of writing and when I'm looking at something, especially a meditation site, I'm not looking for a lot of words, just the final result. Just how to meditate. Also 'about us'... if I have time to know 'see pictures. I understand you're talking about meditation but what about YOU guys? Who was involved? How did this come to mind? In the 'contact'... I would make this a bit more clear. Instead of 'how can we help?', use more... 'we're in a message...'. 'Looking for something special?', 'wanna learn more meditation?' (You should also have a mailing list... to learn more instead of having to subscribe. Love the front picture, but I can't see the whole thing cause it's cut off the picture (user sees a 'Thinkpad laptop'). I like the front page - I just think pictures need to be reduced a bit more. 'How it works'... I was expecting less words and maybe like little icons to explain how it works would be cool. It should be more of a diagram... (shows me pictures like the diagram on google images), 'Meditate'... I like that for sure. Different techniques is good. Under 'theory', I think, this in general, all the images look too big for my screen. It'd be nice to see multiple instead of just two (images). (Shows me www.swirlygear.com for reference)"

What do you think this website is about so far?

"There isn't like one technique... there are many ways that you can go about it. Especially religion. Taking in these perspectives historically. There's an inclusion of scriptures of each religion that they provide and that's really the thing that stands out here. I don't know many other meditation apps - maybe calm and tree (?) - and that's about it when it comes to that but this is cool I guess."

Is it easy to navigate? What are some issues with navigation?

"It comes off as being cluttered in a way - it feels like a maze that you would be looking at religion. With this type of info, it's like the latest things pertaining to latest techniques of meditation and then the different sections that had to me more info on specific topics (articles sections). There are more options for learning about it and overall putting up of site for this website is really done. Not too cluttered! I would say: 'The main help out a bit. It helps to get the important pieces of text."

Would you think this site is credible? Does it provide the information you would want to know?

"I think it could use some more publishing - in comparison to a lot of websites I go to now, I think it's a bit basic for a brand. A lot of things include scrolling and if you're trying to add more design, it'll keep users more engaged on the website. There's not really any value either. 'Meditate' is a lot of things these days more than others things. More moving elements would help out a bit."

Would you subscribe?

"I mean... for free... I guess a year? I would say yes cause it seems credible in the sense that there's a lot packed in a page that I could navigate. I would probably make an effort to subscribe just to be in a bit more."

If you could see this as an app, what would you suggest it do differently?

"Get out down amount of info for app - cause smaller screens. A lot of info is intense so people that wouldn't be reading all that. Incorporate more elements that'll keep people more interested and engaged for whatever message. Make people wanna subscribe."

Finding 1: Preference for concise and engaging content

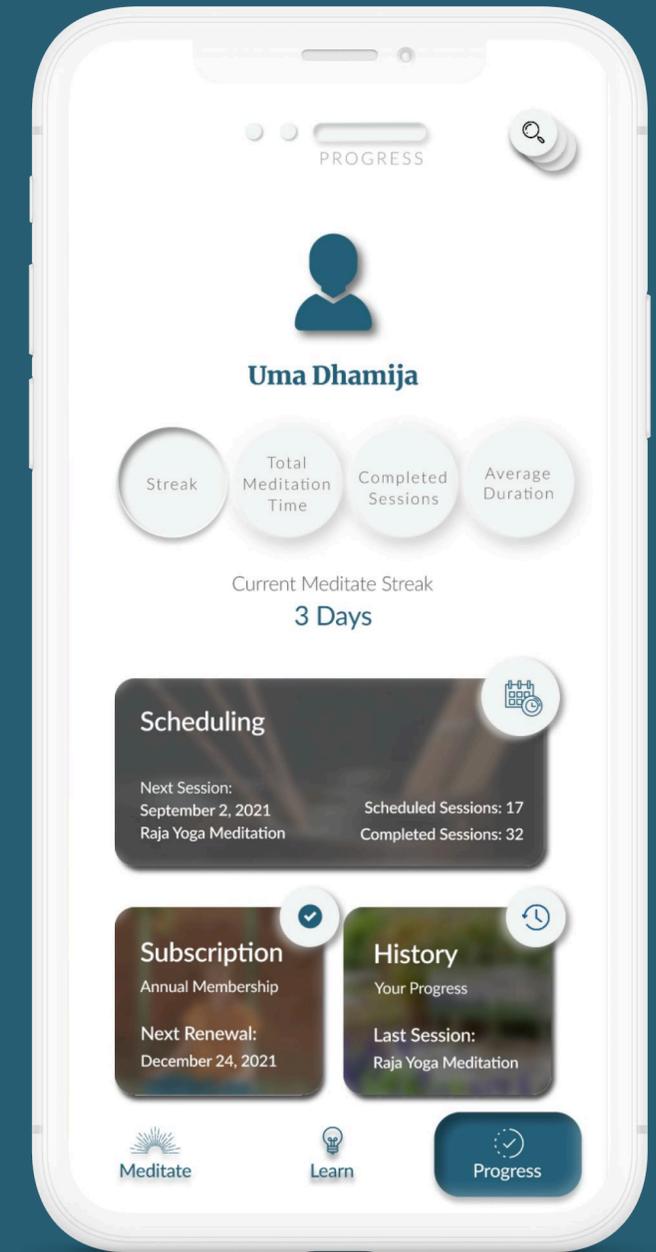
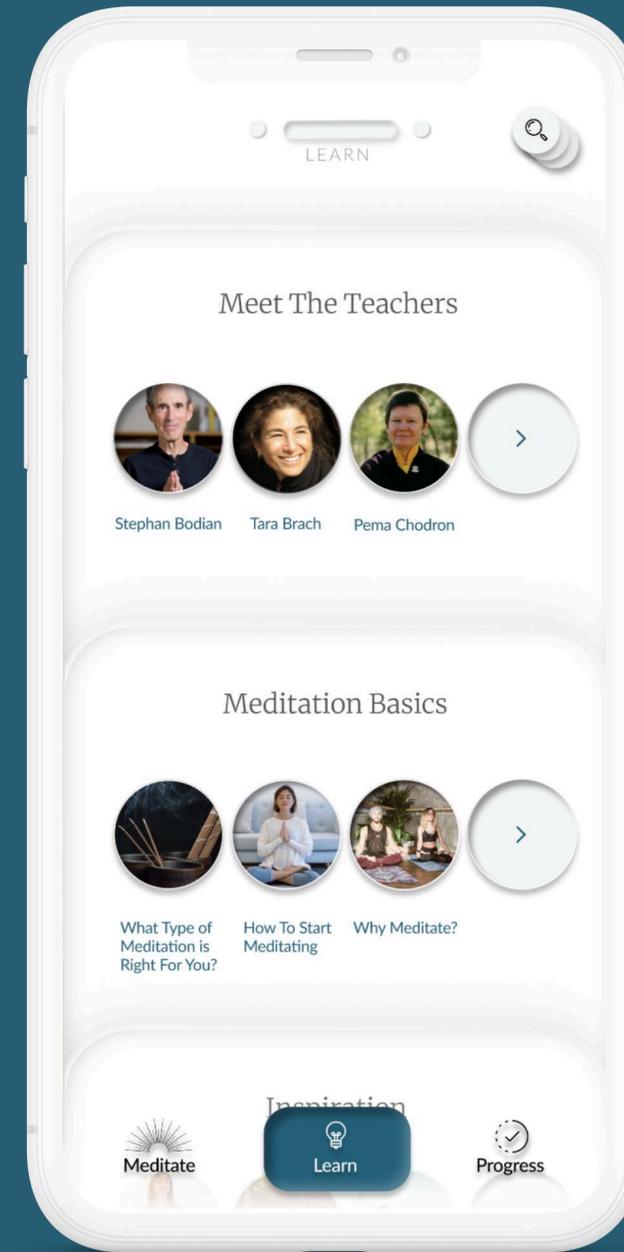
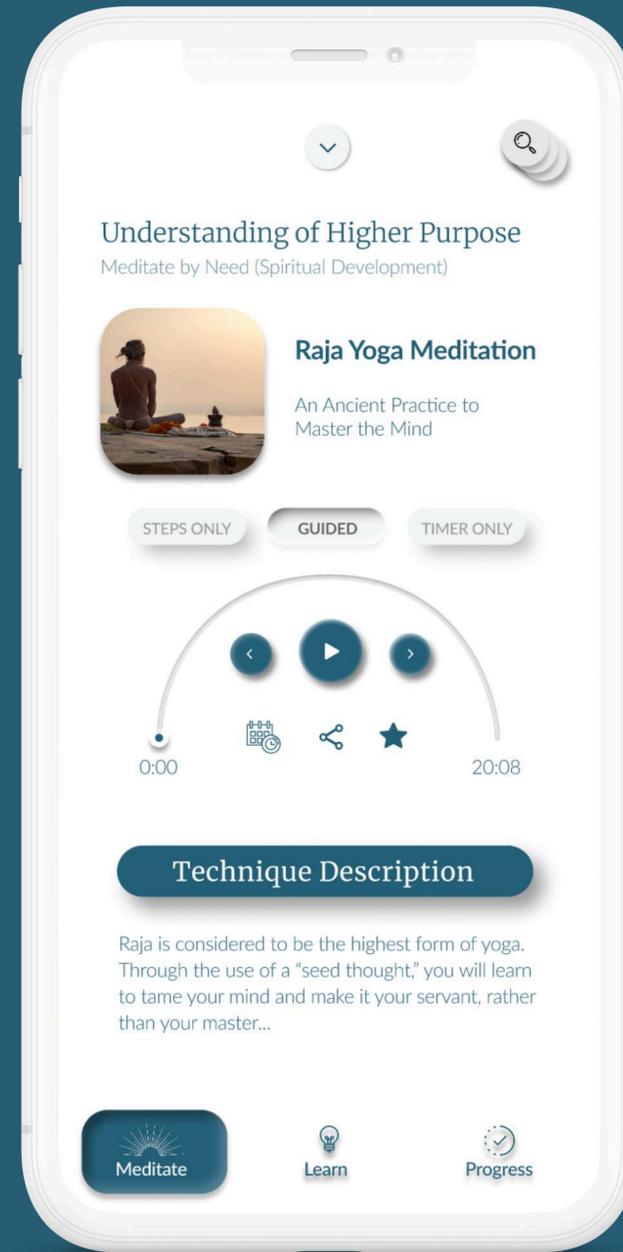
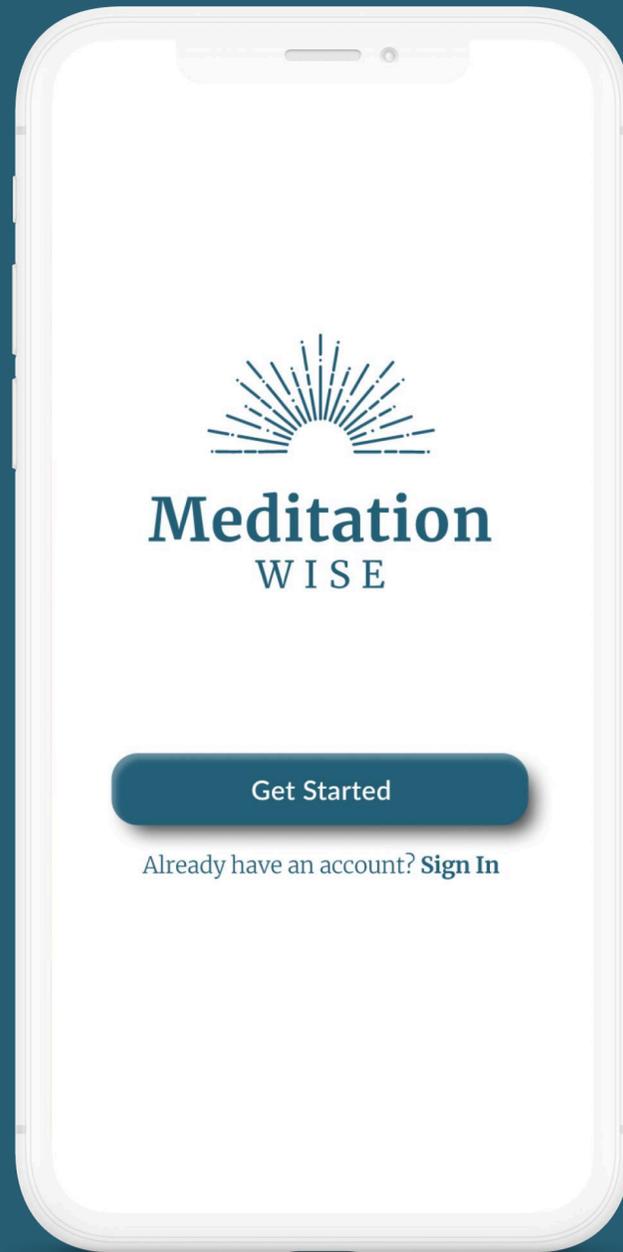
Users prefer concise, visually engaging content over text-heavy sections, showing interest in interactive features like categorized meditation techniques and linked resources.

Finding 2: Specialized content needs clarity

Users are drawn to specialized content but get frustrated with repetitive or unclear search results, emphasizing the need for unique, well-organized information.

Finding 3: Streamlined navigation and clear CTAs

Users skim through dense pages but respond well to clear calls-to-action, highlighting the importance of intuitive navigation and prominent actionable elements.



Stickiness

Gamification

Incorporate progress tracking, badges, and rewards to motivate users and make meditation engaging. This approach encourages consistent practice by turning mindfulness into a rewarding experience.

AI

Integrations

- AI-driven suggestions through onboarding based on user preferences, cultural background, and goals.
- Integration with wearable devices: sync with devices like Fitbit or Apple Watch to track meditation impact on health metrics.

Health

Wearables

Leverage wearable technology to provide real-time feedback on meditation's impact, such as heart rate and stress levels. This integration enhances user trust and personalizes the meditation journey.

Design System

Typography
Branding
Color

1

Typography

To balance readability with a touch of elegance and warmth

Pairing a serif font (Merriweather) with a sans-serif font (Lato) would create a balanced and visually appealing hierarchy for a product like MeditationWise

Lato

Clean, sans-serif design ensures clarity and simplicity

+

Merriweather

Serif style to add warmth, perfectly reflecting the brand's values

Light

Subtle accents (captions, footnotes)

Light

Regular

Body text (paragraphs, descriptions)

Regular

Medium

Subheadings (section titles)

Semi Bold

Emphasis (callouts, buttons)

Bold

Bold

Headings (main titles)

Extra Black

Strong impact (hero text, logos)

Black

Icons & Media

Icons and media should reflect simplicity and serenity, using clean lines and soothing imagery to align with MeditationWise's calming aesthetic.



2

Branding

To meet tranquility, balance, and mindfulness, creating a calming and harmonious user experience

Icons & Media

identity, Values, and Messaging

Identity, Values, & Messaging

Consistent use of icons and visuals reinforces the brand's identity, ensuring every element communicates mindfulness and balance.



Primary

To convey trust, depth, and warmth, establishing a strong and reliable foundation for the brand

Deep Teal

1F4E79

Deep Navy

1E2A38

Warm Gold

F2A007

Secondary

These softer tones provide balance and versatility, enhancing readability and creating a soothing atmosphere.

Light Gray

F2F2F2

Warm Beige

E8D7C4

Pale Ice Blue

DCEFF5

Accent

Subtle vibrancy fosters serenity and creativity, guiding focus gracefully.

Muted Lavender

A6C5E0

Dusty Rose

D8A7A0

Soft Sage Green

A8BFA0

2

Colors

The color palette should reflect MeditationWise's values: tranquility, balance, and mindfulness, creating a calming and harmonious user experience

Primary Colors: Deep Teal, Deep Navy, Warm Gold

Secondary Color: Light Gray, Warm Beige, Pale Ice Blue

Accent Color: Muted Lavender, Dusty Rose, Soft Sage Green



Meditation Wise