

A person wearing a dark grey t-shirt is holding a rolled-up teal yoga mat with both hands. The mat is thick and has a textured surface. The background is dark and out of focus.

Course
assignment

Postnatal Exercises

Design challenge – low-fidelity wireflow

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Assignment: **W11.WRF03**

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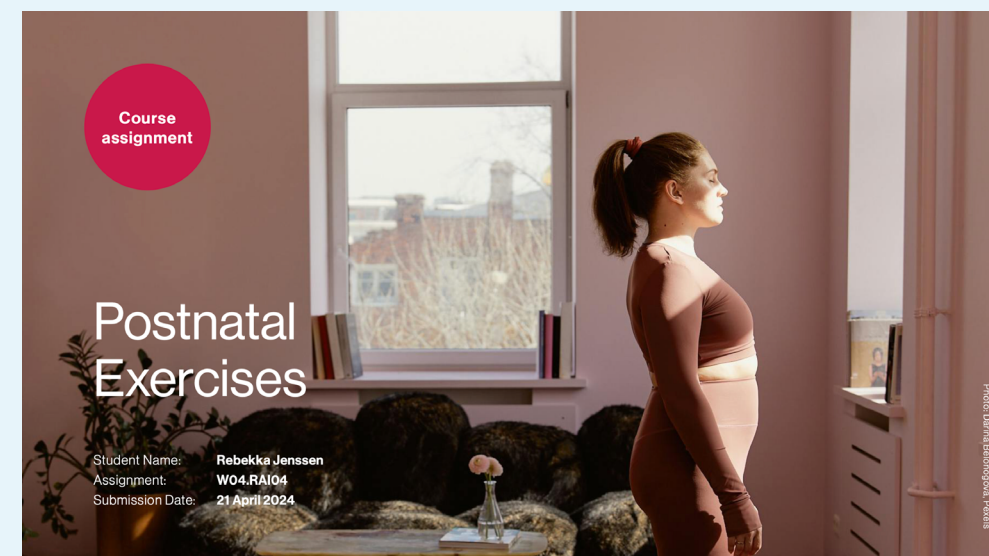
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Introduction & background

This assignment report revisits the topic from the RAI04 course, building upon the research and ideation stages of the design thinking process. In the previous phases, I have conducted research, identified user goals and needs, and ideated various solutions. In this phase, I will translate the concept into wireframes and wireflow.

The report shows the approach to low-fidelity wireframing, considering all prior research and ideation. The goal is to create a clear, effective wireflow that addresses user needs and provides a solid foundation for further design development for an exercise app aimed at mothers in their postnatal phase.

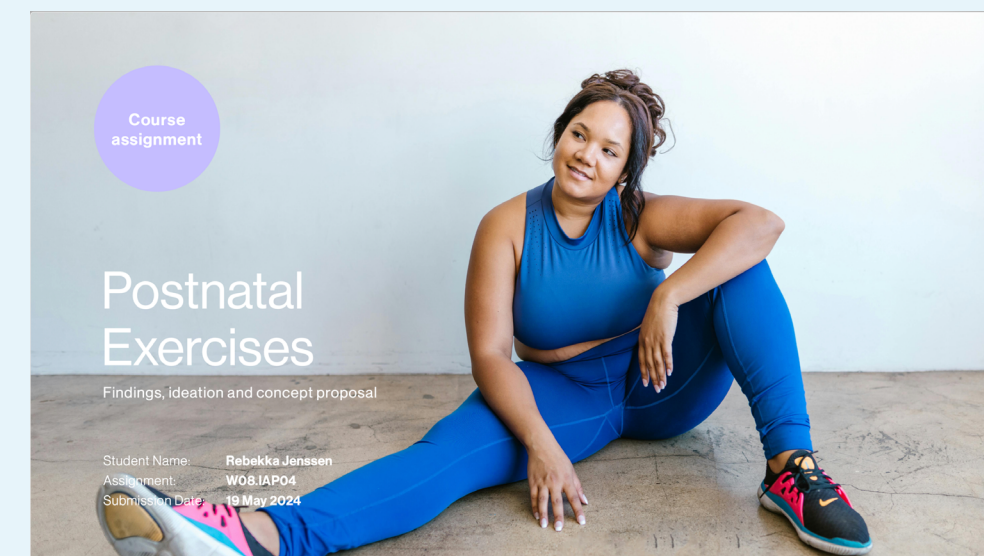




[RAI04 View project](#)



[IAP02 View project](#)



[IAP02 View project](#)

This report builds upon previous assignments on Postnatal Exercises: RAI04, IAP02 and IAP04. To view the complete assignment reports, follow the document links.

The design challenge

The design challenge is to create a low-fidelity wireflow that addresses the identified problem. Key questions guide this process: Who is the target audience? Will my designs focus on a primary persona or also a secondary persona? What core problem am I solving? How can I design to meet the personas' needs? What scenarios will the primary persona encounter?

Persona and goals

My designs for this assignment focus on the primary persona, Helene.

Helene, 28, is a new mom to her three-month-old son, Emil. Before she became a mother, she led a balanced life working as a teacher, engaging in various social activities with friends. Now, her life has shifted, with her primary focus on caring for Emil and adjusting to the many challenges of being a first time mother.

This has left her with limited personal time, leading to feelings of exhaustion, social isolation, and guilt for neglecting her friends. She experiences a mix of joy and love for Emil, and overwhelming tiredness from frequent nighttime awakenings.

Helene's goals are to regain her energy, prioritize her physical and emotional well-being, and build confidence in her new role as a mother. She wants to feel more like herself again, manage stress better, and find a balance between her responsibilities as a mother and her personal interests and needs. Her motivation is to be a healthy and happy mother for Emil and improving her mental health.

The design of the app addresses Helene's needs by offering features like time-efficient workout routines that fit into her busy schedule, emotional support through meditation and stress-relief exercises, and progress tracking to monitor her fitness journey and build confidence.



To learn more about the persona, scenario and the ideation process, visit the assignment report [IAP02](#)



Helene Moe

Age _____ 28
Profession _____ Teacher
Status _____ Engaged
Children _____ One
Location _____ Trondheim

”

*Asking for help makes
me feel like I’m failing as
a mother.*

Excerpt from IAP02 [View project](#)

PRIMARY PERSONA

Bio:
Helene is a 28-year-old first-time mother who gave birth to her son, Emil, three months ago. Before becoming a mother, Helene led a harmonic life, working full-time as a teacher and enjoyed social activities with friends in her spare time. Since Emil's arrival, Helene's life has revolved around caring for her newborn and adjusting to the challenges of motherhood.

Interests:



Baking

Gardening

Crafting

Dining with friends

Personality:

Self-aware

Caring

Sociable

Organized

Frustrations/pain points:

- Limited free time, as caring for Emil requires her full attention round-the-clock.
- Experiences a range of emotions, from joy and love for her baby to feelings of overwhelm and exhaustion.
- Always tired, because she has difficulties going back to sleep after been woken up several times every night.
- Bad conscience for neglecting her friends

Goals and needs:

- Regain her energy and vitality after childbirth, as she wants to feel more like herself again.
- Wants to prioritize her own well-being, both physically and emotionally
- Build confidence in her abilities as a mother and feel more comfortable and capable in her new role.

Motivations:

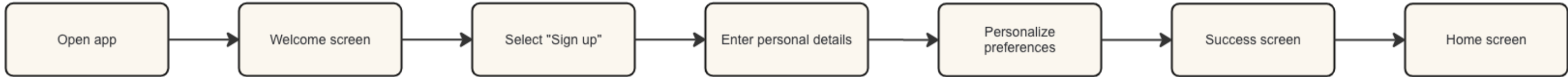
- To be a healthy and happy mother for Emil,
- Improving mental health, manage stress better, boost her mood, and maintain a positive outlook on life.
- Find balance between her new role as a mother and her own needs, interests and friends.

User flow & task flow

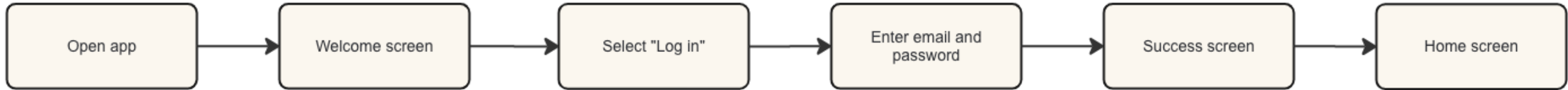
The following pages presents user and task flow. The user flow shows examples of paths users take through the app. This helps the planning and improvement of it. The task flow shows a simple outline of the steps that users will take to reach their goals.

Task flow

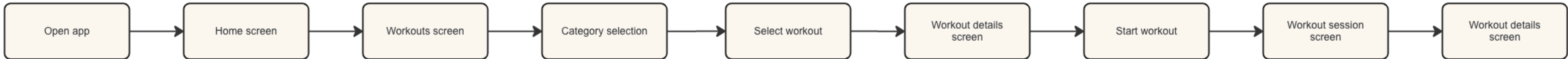
Sign up



Log in

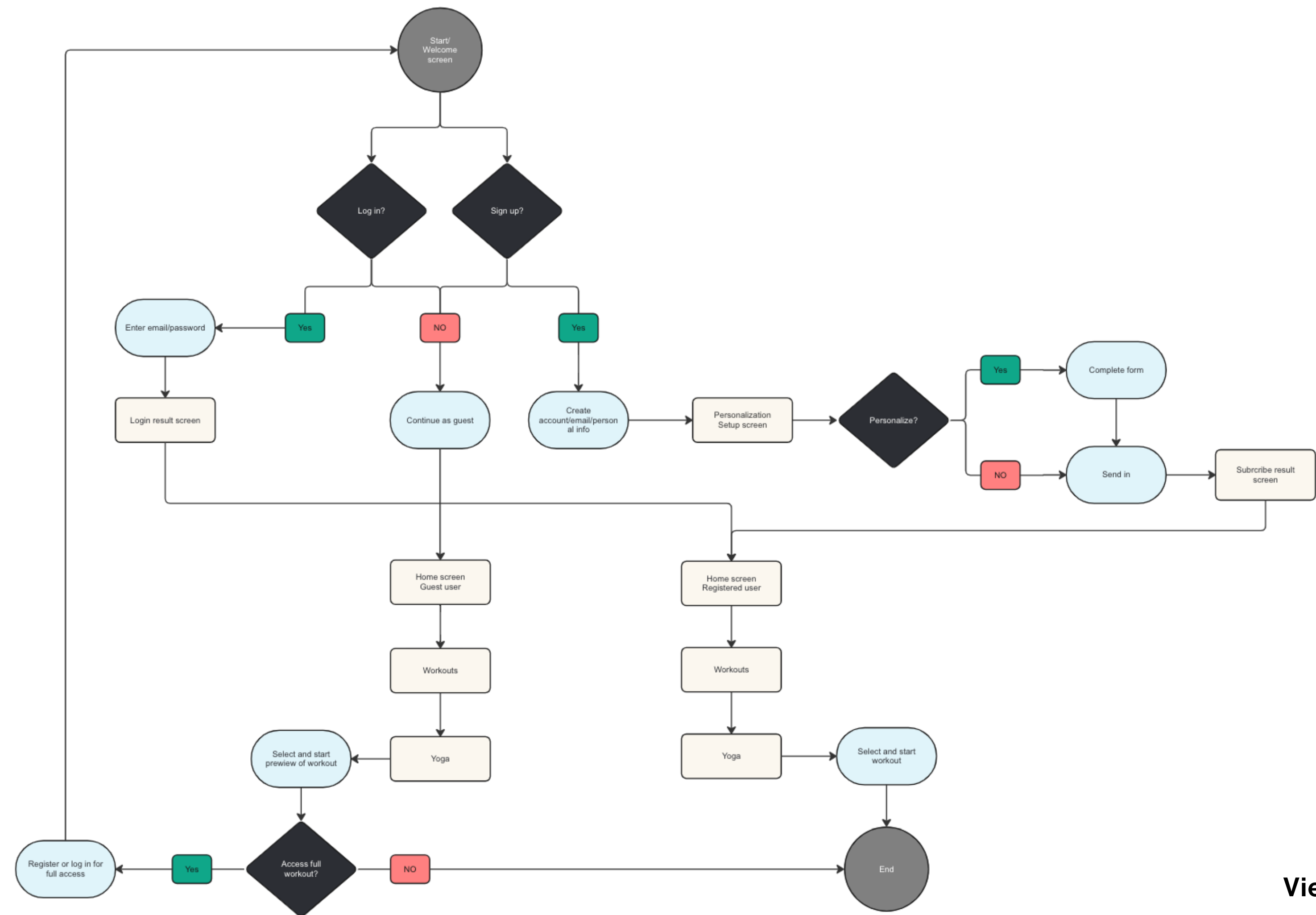


Preform work out session



[View Task flow in Miro](#)

User flow

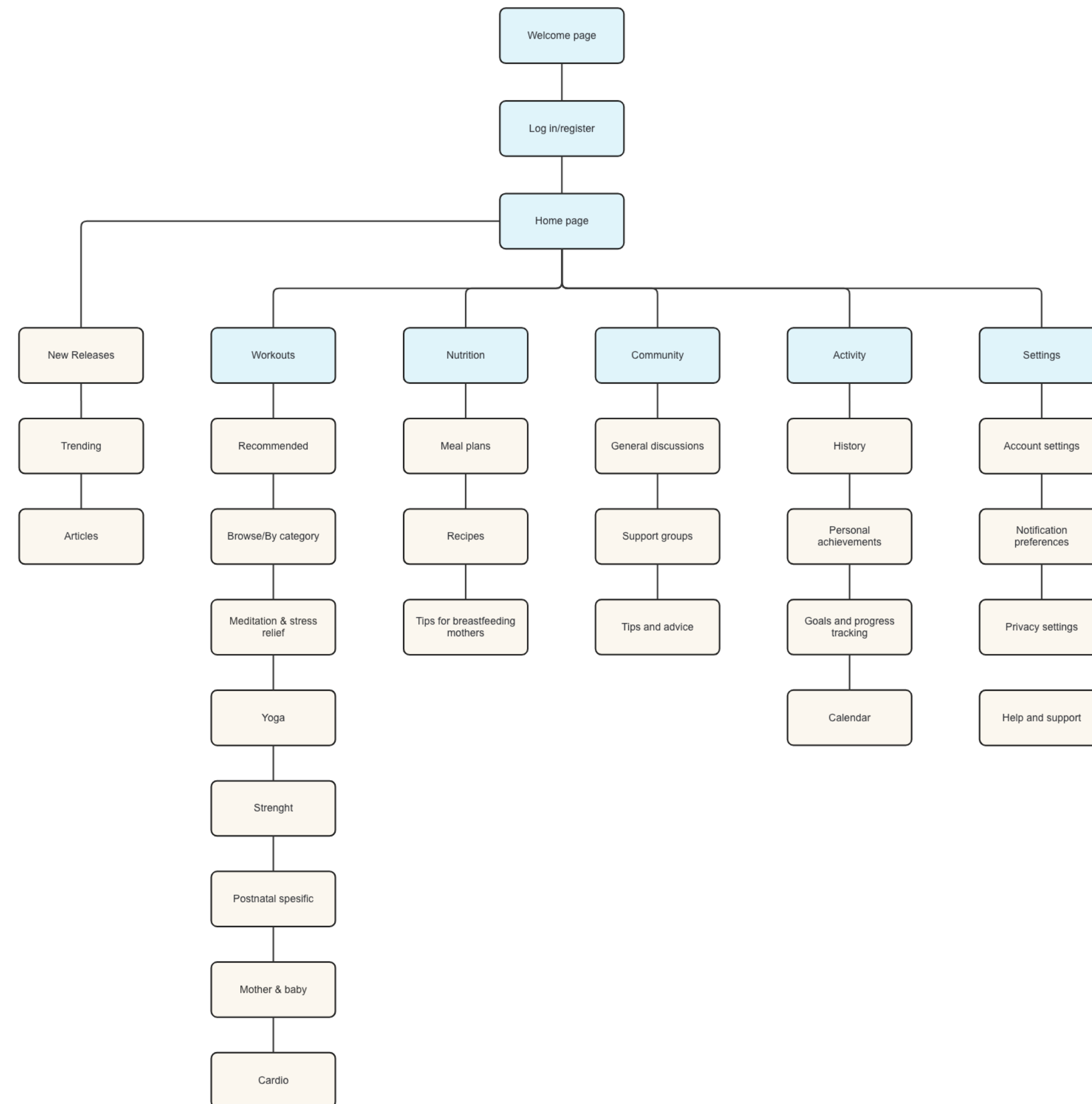


[View User flow in Miro](#)

Information architecture

The architecture reflects the persona's goal to regain energy, prioritize well-being, and balance her new role as a mother. A clear categorization of the content addresses Helenes needs and allows her to quickly find relevant content without feeling overwhelmed.

View [Information architecture in Miro](#)



Solution requirements

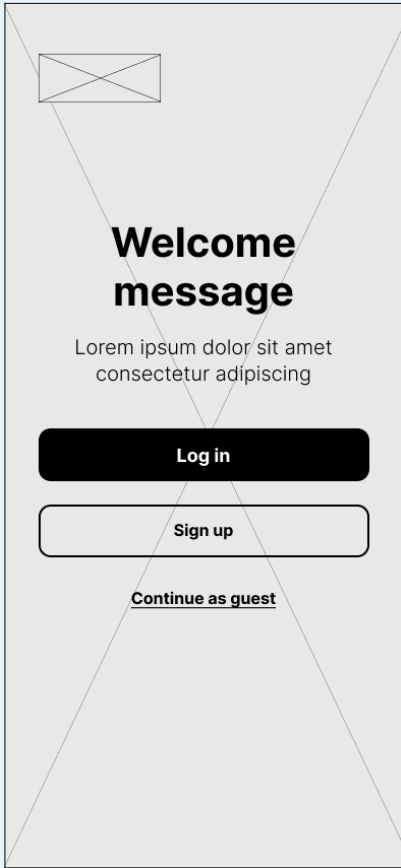
Data requirements	Technical requirements	Functional requirements	Contextual requirements
Personal details	Secure login and registration	Create account	Designed for mothers who are at home
Interests and preferences	Guest access functionality	Log in/log out	Considering a mother's unpredictable schedule
images, videos, illustrations	Secure storage for user data	Password reset	Allow users to skip registration and use the app as a guest
Workout categories	Video streaming	Profile setup interests and preferences	Simple and intuitive interface
Workout history and progress		Personalized workout recommendations	Clear and readable text
Personal achievements		Start, pause and resume workouts	
Recipes and meal plans		Access to forums and discussion groups	
Forum posts		Post, comment, and like in the community	
		Monitor and display user progress and achievements	
		Manage account settings	
		Notification preferences	
		Privacy settings	
		Browse and search workouts	
		Browse and search nutrition tips and recipes	

Wiew [Google spreadsheet](#)

Wireframes & wireflow

The wireflow showcase the user journey through selected app functionalities. Each screen transition and decision point is designed to ensure a smooth and intuitive user experience, guiding users efficiently through the app's features from logging in to finding and selecting workout session. The wireframes annotations, explains how I have applied design principles, patterns and best practices.

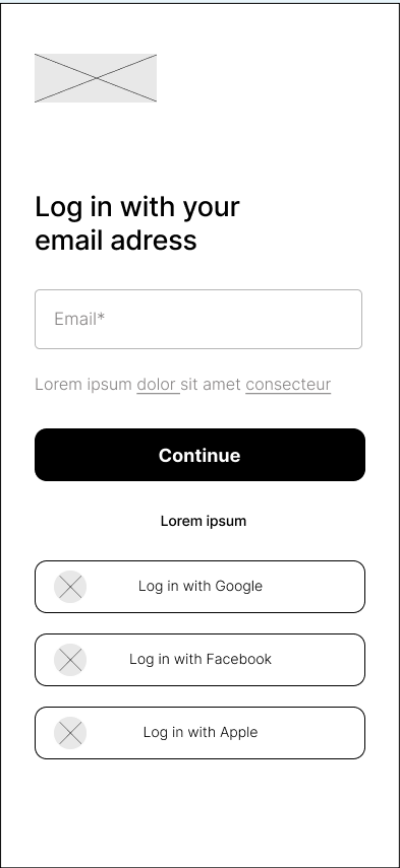
Log in/Sign up wireframes



Clear call-to-action
Buttons draw attention and guides users towards the log in/registration process, providing a clear path for users. The buttons are differentiated to guide users effectively.

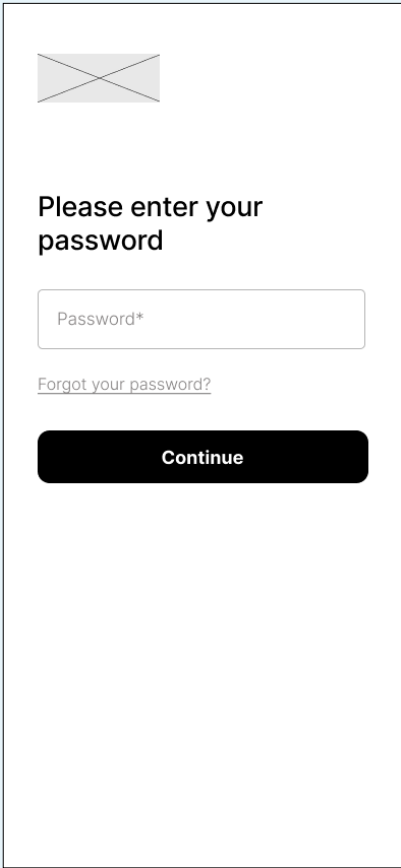
Minimal design
The design is kept minimal to reduce cognitive load and reduces decision time.

User engagement
A welcoming message and engaging visuals (suited image/illustration or video) creates an emotional connection.



Consistent layout
The layout is kept consistent ensuring visual consistency and ease of use

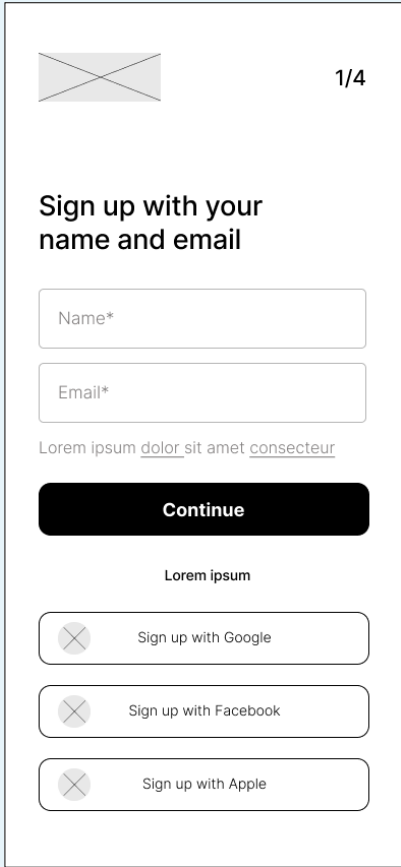
Third party login options
Integrating Google, Facebook, and Apple login buttons provides users with multiple sign in options, enhancing user control and flexibility.



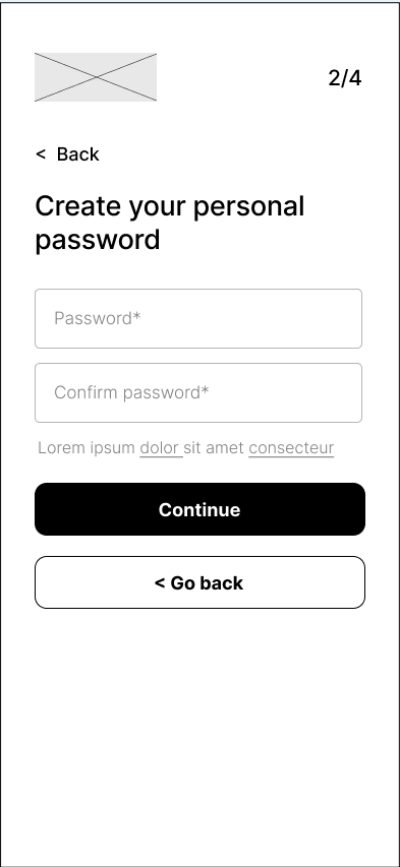
Error prevention
The "Forgot your password" link provides an easy way to recover account details, minimizing user frustration.



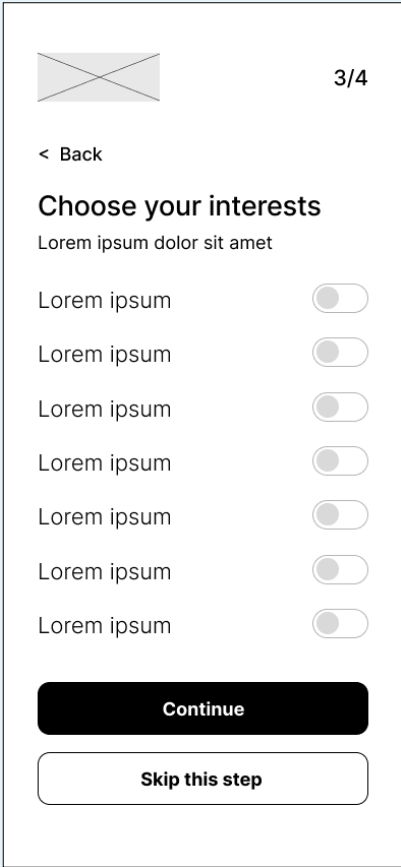
User Control
The checkbox provides users with the choice to not see the success screen in future logins, giving them control over their experience. For users who frequently log in, seeing the same success screen can become annoying.



Progress feedback
Step indicators shows the users progress through the sign-up process, informing users about their current position and how many steps remain. This helps reducing uncertainty.

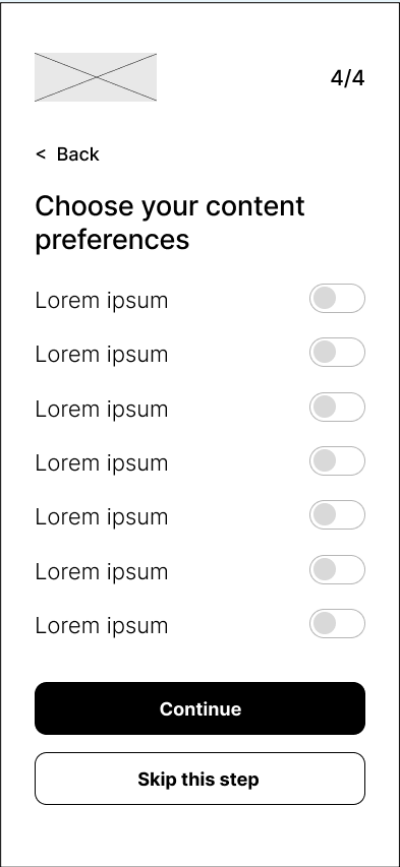


User control and error prevention
"Back" link lets users easily navigate back to the previous step in the sign-up process, giving them the ability to modify, correct mistakes or review previous information.



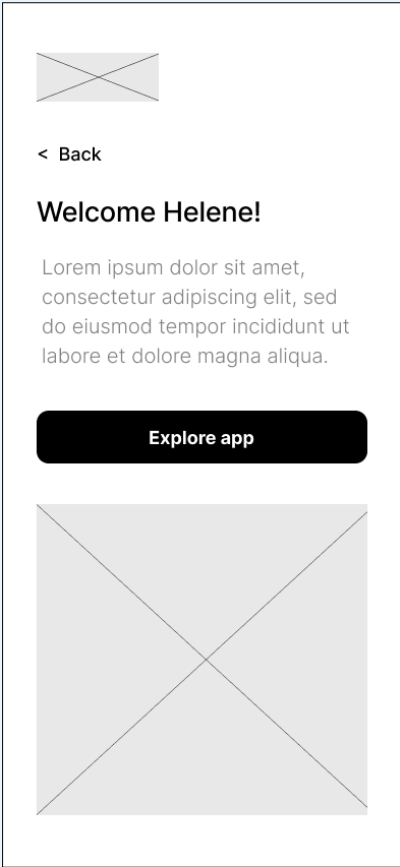
User control
Users can customize their experience by selecting interests, giving users control and options.

Simplicity
The use of toggles simplifies the input process, reducing the likelihood of errors and making it easy for users to make selections.



Personalization
The options to select content preferences allow for a tailored experience, enhancing relevance and user satisfaction.

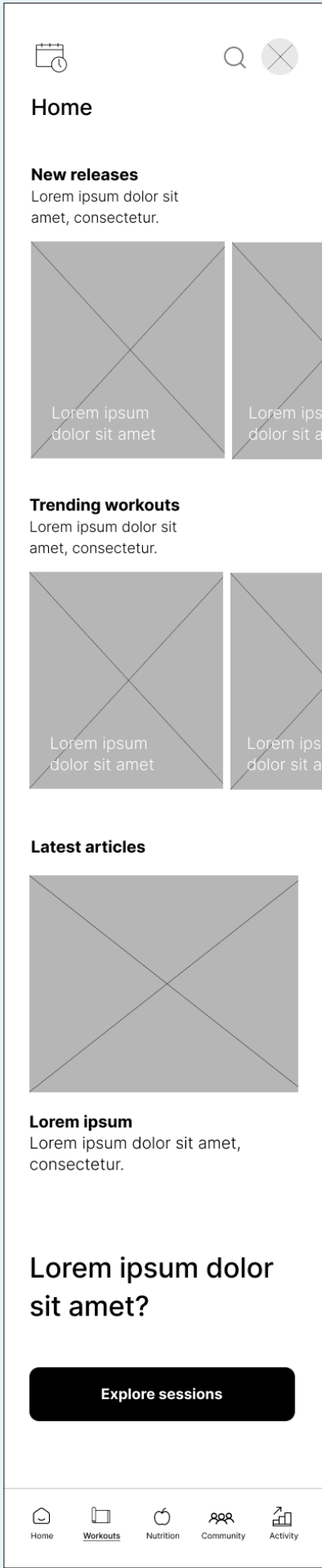
Clear visual elements
The interface is designed to be engaging with clear visual elements that help users quickly make their choices.



Personalization
The success screen welcomes the user by name and a personal message, enhancing user experience by making the app feel more relevant and personal.

View wireframes in Figma

Home and Workouts wireframes



Accessibility

The calendar's placement in the top corner ensures it is easily accessible, allowing users to quickly navigate to their saved and planned workouts, reducing the number of steps required.

Intuitive design

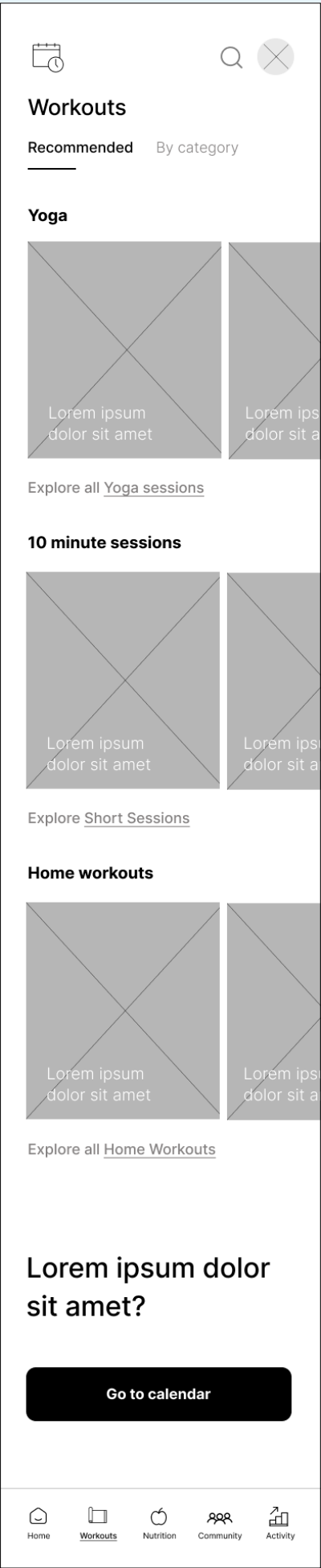
The top corner placement of the calendar aligns with common user expectations. This intuitiveness makes the feature user-friendly and quick to locate.

Easy access to personalization

A user settings icon (or profile image) in the top corner provides users with quick access to their personal settings, ensuring they can easily find and modify their settings or profile without navigating through multiple screens.

Navigation clarity

The navigation bar at the bottom provides quick access to main features to streamline navigation.



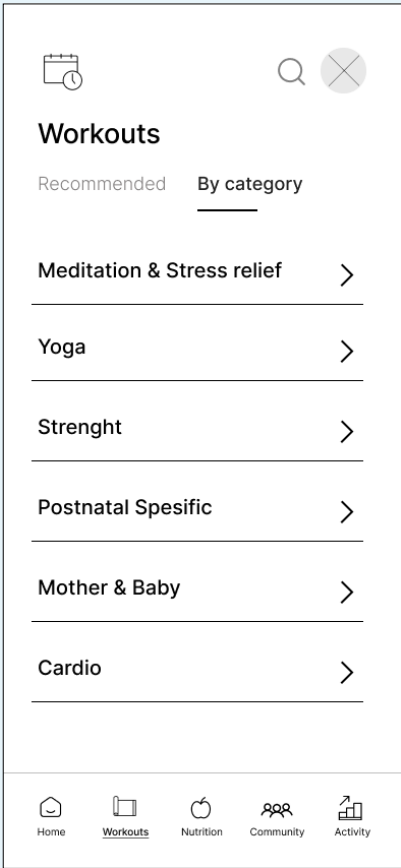
User centric design

The content switcher allows users to toggle between "Recommended" and "By category" views.

The content switcher is placed in the top section of the page, to ensure hierarchy and ease of navigation. The placement ensures that users can easily access and switch between different content views, improving the user experience.

Personalization

The "Recommended" tab provides users with personalized suggestions based on their previous activity and preferences. This delivers content that is relevant and tailored to individual users.

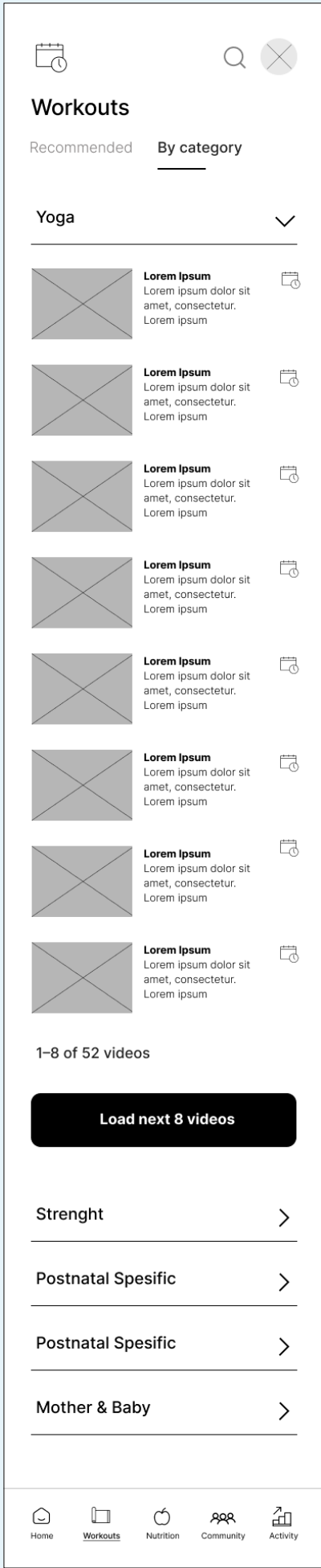


Content categorization

Workouts are categorized for quick identification and reducing cognitive load

Efficient navigation

Search option in the top right corner allows users to quickly locate and access the search functionality, making it easier for users to find specific workouts or information in the app.

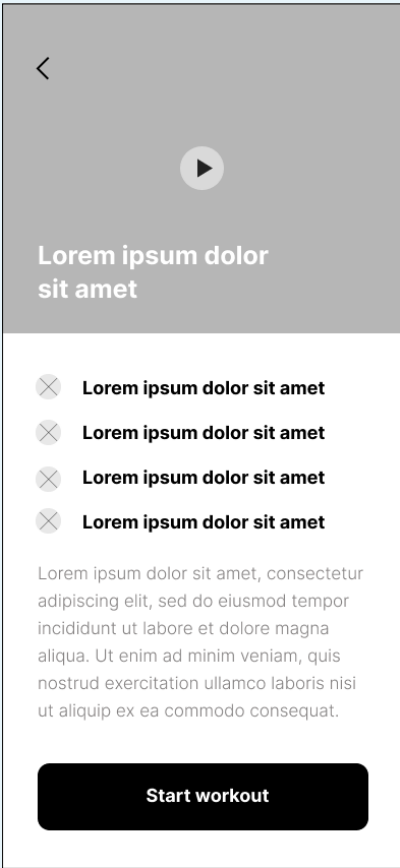


Ease of use

The placement of the calendar next to workout videos provides easy access to scheduling. This ensures that users can quickly and easily schedule workouts without needing to navigate away from the current screen.

User controll and efficiency

The "Load next 8 videos" button allows users to load additional videos in manageable chunks. This improves performance and usability by displaying content gradually, preventing users from feeling overwhelmed. By providing a manual load button, users have direct control over the content they view.



Quick Information Access

A list of features with icons for the specific workout video provides users an overview of key information. This helps users to quickly understand if the workout meets their preferences.

View wireframes in Figma

Wireflow



[View wireflow in Figma](#)

Design principles, patterns and best practices

When designing the chosen app features, I focused on creating a user-friendly experience for the target users.

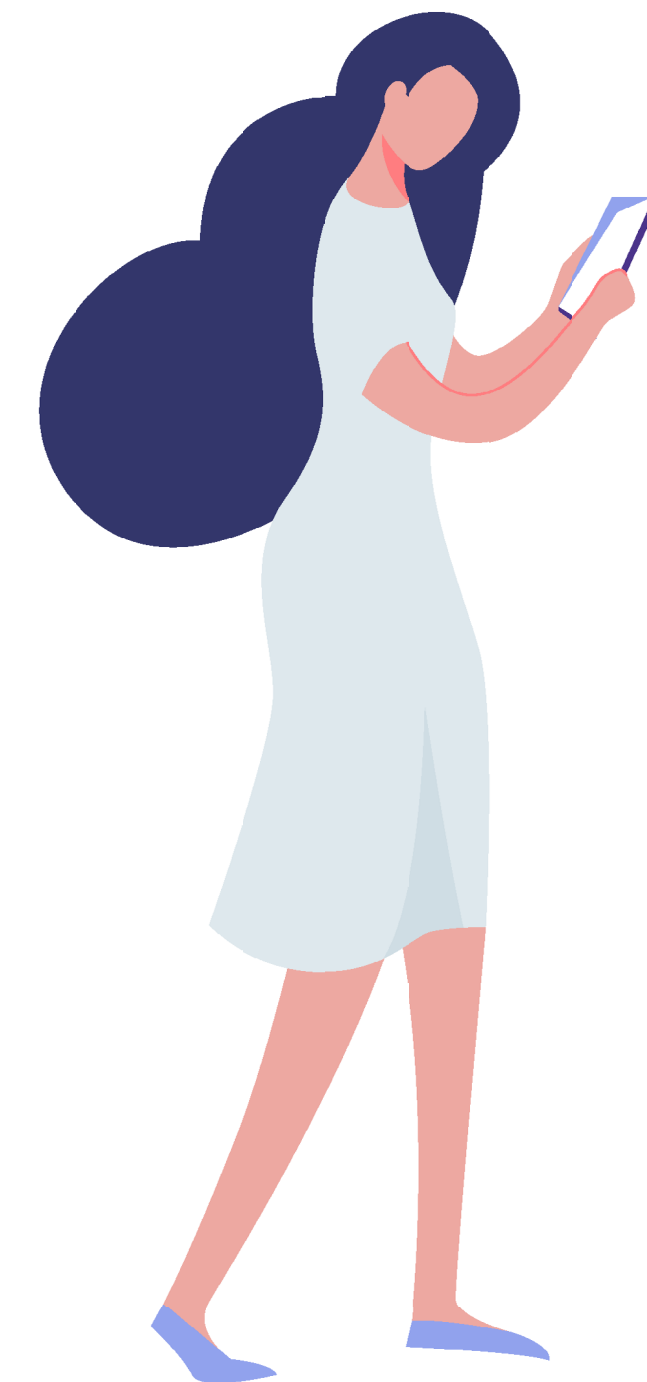
I used the persona and scenario to understand and address the needs and challenges of new mothers, ensuring the app would be practical and helpful.

I kept the interface simple and clear to make navigation easy and quick, which is important for busy users. Consistency in design elements and familiar patterns makes the app easy to learn and use.

Accessibility is important – readable fonts, high-contrast colors, and a responsive design that works well on different devices contributes to making the app usable for a wide range of people.

The app offers personalization, providing tailored workouts and customizable profiles to keep users motivated and make them feel supported.

With this, the app aims to be a helpful tool for new mothers, supporting their health and well-being.





Conclusion

This assignment has been insightful, learnful and fun. By focusing on user-centered design principles, my aim was to create a user-friendly and supportive app.

Due to time constraints, I concentrated on selected tasks and screens, ensuring that the essential functions and features were designed thoroughly and aligned with the user goals. Hopefully, this groundwork sets a foundation for future enhancements and further development of the solution.

References & sources

Educational

<https://noroff.bravais.com/s/CZXJRqcAhqri9NqKycyX>
<https://noroff.bravais.com/s/aqPe3bCOPEnWkpBhUC5G>

Images

<https://www.pexels.com/photo/a-woman-doing-yoga-in-the-kitchen-6768002/>
<https://www.pexels.com/photo/a-portrait-of-a-woman-wearing-a-sweater-6209640/>
<https://www.pexels.com/photo/photo-of-people-on-swimming-pool-4668955/>

Illustrations

<https://stock.adobe.com/no/489487048>
<https://stock.adobe.com/no/464922365>
<https://stock.adobe.com/no/280465153>

Online workspace/board

<https://www.figma.com/design/g1dyFiy1K39yfuJra4W8Ck/W11.WRF03?node-id=0-1&t=W9ZD-FXCSQ2qUNfTb-1>
https://miro.com/app/board/uXjVK_IKfUg=/?share_link_id=164437201941
https://docs.google.com/spreadsheets/d/1_wB4gIOBgbu4iVVPVvqERj8QfD7qVR7mu_ibfR-sTod4/edit?usp=sharing

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