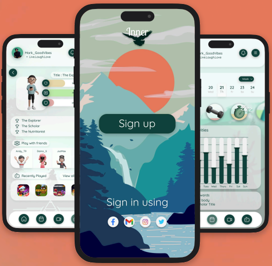
UI/UX Case Study


Inner
Sign up
Sign in using

Inner Habit App

Designer: Niko Padayachi
Date: September 2023

Problem Statement

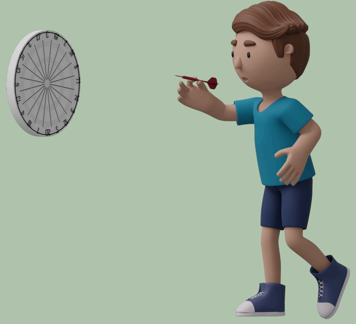
Many teenagers struggle to maintain healthy habits and stay organised in their daily lives, leading to stress, poor academic performance, and diminished well-being. Without effective tracking and accountability, it's challenging for them to develop consistent routines that promote physical health, mental wellness, and academic success. We aim to create an app that empowers teenagers to easily track and manage their habits, fostering self-discipline, motivation, and a balanced lifestyle.

Possible Solution

Engaging users in habit tracking through technology can be tough. Many find digital platforms impersonal or uninspiring, leading to low engagement and dropped habits. We're committed to changing that by creating a tech-driven experience that's intuitive, motivating, and tailored to make habit tracking a seamless and rewarding part of daily life.

Target Audience

- Teenagers
- Students
- Age : 13 - 18



The Approach

To design a habit-tracking app for teenagers, a user-centred approach was taken, starting with research to understand their needs, goals, and preferences. Key features like gamification, habit customisation, and peer challenges were prioritised during ideation. Prototypes with teen-friendly visuals were tested with users, and feedback was used to refine the design. An agile, iterative process ensured the final app was engaging, intuitive, and tailored to its audience.

My Role

Researcher

UX writer

User Interface Designer

Product designer

Accounting for accessibility

Information architecture

Prototyping

Iterate on Designs

Interaction Design

Visual Designer

Design Process in action

Emphatize → Define → Ideate → Design → Test

Empathise Phase

Qualitative Research

Qualitative research was conducted to gain deep insights into teenagers' habits, motivations, and challenges. This included user interviews and focus groups with teens aged 13–18, exploring their daily routines, goals, and pain points with existing habit-tracking tools. The findings highlighted the importance of flexibility, gamification, and social features to maintain engagement, shaping the app’s design and functionality to align with their needs.

Interview Questions

Daily Habits and Routines

1. Can you describe a typical day for you?
2. What are some habits you’re trying to build or improve?
3. What challenges do you face when trying to stick to a habit?
4. How do you currently track your habits, if at all?

Motivations and Preferences

5. What motivates you to start or maintain a habit?
6. What makes habit-building fun or rewarding for you?
7. Do you prefer working on habits alone or with friends? Why?

Technology Usage

8. What apps do you use regularly, and why do you like them?
9. Have you ever used a habit-tracking app? If yes, what did you like or dislike about it?
10. What features or tools would you find helpful for tracking your habits?

Gamification and Social Features

11. Do you enjoy games or apps that have rewards, levels, or challenges? Why or why not?
12. How important is it for you to share your progress with friends or family?
13. Would you participate in habit-related challenges with friends?

Design and Accessibility

14. What kind of app design do you find appealing or engaging?
15. What would make you want to use an app every day?
16. Are there any features or elements in apps that frustrate or discourage you?

Key Insights Derived

1. Teenagers' Routines are Diverse: Teenagers have varied daily schedules, influenced by school, extracurricular activities, and social interactions, requiring a flexible habit app that adapts to different routines.

2. Challenges with Consistency: Many struggle with maintaining habits due to lack of motivation, time, or forgetfulness, highlighting the need for reminders and encouragement features.

3. Gamification Increases Engagement: Teens are motivated by gamified elements such as rewards, streaks, and challenges, making these essential for sustained usage.

4. Peer Influence is Powerful: Sharing progress and participating in challenges with friends boosts accountability and excitement, suggesting a strong role for social features.

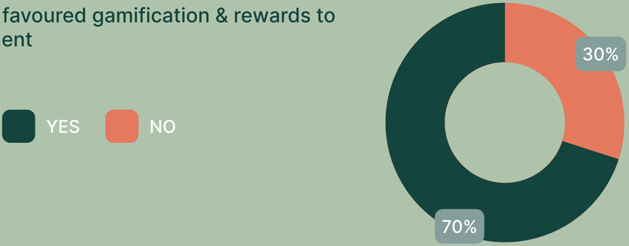
5. Preference for Simple, Appealing Design: Teenagers favour apps with colourful, intuitive, and dynamic interfaces that feel fun and inviting without being overly complex.

6. Tech-Savvy but Critical Users: While familiar with apps, teens are quick to abandon those with clunky navigation or irrelevant features, emphasising the need for smooth user experiences.

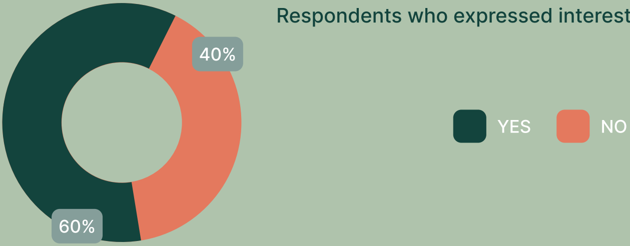
7. Need for Personalisation: Teens value being able to customise their habit goals, notifications, and visual themes to make the app feel personal and relevant.

Quantitative research was conducted through online surveys targeting teenagers aged 13–18 to gather measurable data on their habits and preferences. The survey focused on frequency of habit-tracking, preferred app features, and motivational factors.

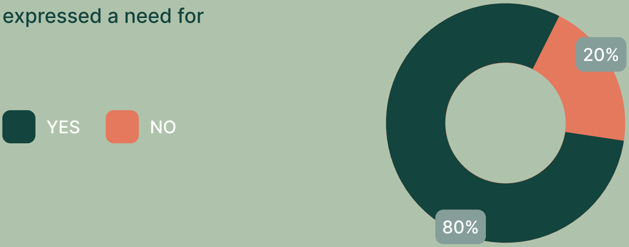
Respondents who favoured gamification & rewards to maintain engagement



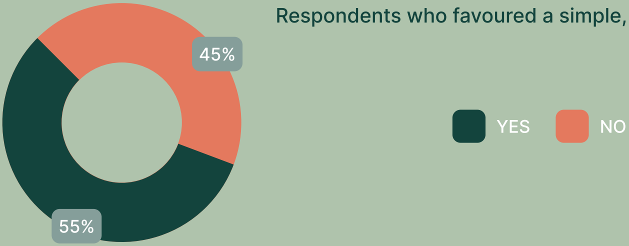
Respondents who expressed interest in social features



Respondents who expressed a need for personalisation



Respondents who favoured a simple, appealing design



Key Insights Derived

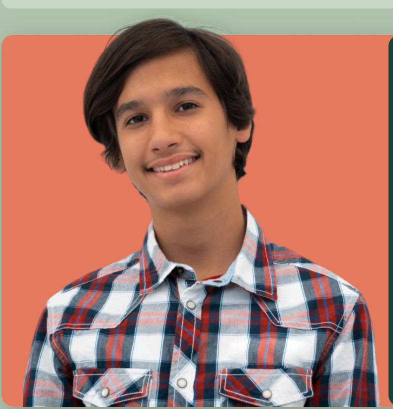
Results showed that over 70% of respondents favoured gamification and rewards to maintain engagement. Additionally, 60% expressed interest in social features, such as challenges with friends. The difference between those who preferred a simple, appealing design to those who would favour a more complex design amounted to only 10%. These insights provided a data-driven foundation for prioritising app features and validating user needs.

Define Phase

User Persona

To ensure the habit app meets the needs and preferences of its target audience, a detailed user persona was developed based on insights from qualitative and quantitative research. This persona represents a typical teenage user, capturing their goals, behaviors, pain points, and motivations. By understanding their daily routines, challenges with habit-building, and engagement drivers, the persona helps guide design decisions to create an app that is both functional and appealing for teenagers.

> *"I know what I need to do, I just can't find the motivation. Whatever free time I get after studying I want to use it playing games and enjoying my time."*



David Danka

17
Durban, South Africa
Living with his parents
High school

Tech

Mobile	●●●●●
Desktop	●●●○○
Social media	●●●●○
Gaming console	●●●●●

Bio

David is a high school student living with his parents in the suburbs of South Africa. In his free time he enjoys playing video games and watching videos on his phone.

Socials

Wants & Needs

Do more exercise to become fit so he can join a sports group in university.

Develop a good eating and sleeping habit.

Frustrations

Can't find the motivation to exercise.

Would prefer spending his free time enjoying video games or watching videos.

> *"I just want to get my life in order. I need something simple and efficient ."*

Anna Swarski

- 16
- Durban, South Africa
- Living with her mother
- High school

Tech

Mobile	●●●○○
Desktop	●●●●●
Social media	●●●●○
Gaming console	●○○○○

Bio

Anna is a foreign high school student who lives with her mother in the suburbs of Durban. Anna moved To South Africa a year ago and studies English online after school.

Socials

Wants & Needs

She wants to develop a healthy lifestyle.

She wants something simple and easy to control her habits.

Frustrations

Still learning the native language so she finds it difficult to use some Apps with lots of information.

Define Phase

Says

- "I always forget to stick to my habits."
- "It's hard to stay motivated after a few days."
- "I'd love to track my progress and see how I'm doing."
- "If it's boring, I'll stop using it."
- "I want something that feels personal and fun."

Thinks

- "How can I stay consistent with my habits when I'm so busy?"
- "I want to see quick results to stay motivated."
- "Will this actually help me improve, or will it feel like extra work?"
- "My friends might think it's cool if we do it together."

Does

- Frequently uses social media and games that offer rewards or challenges.
- Tries to start new habits but often forgets or gives up after a few days.
- Looks for apps with simple, colourful, and intuitive designs.
- Occasionally shares accomplishments with friends for encouragement.

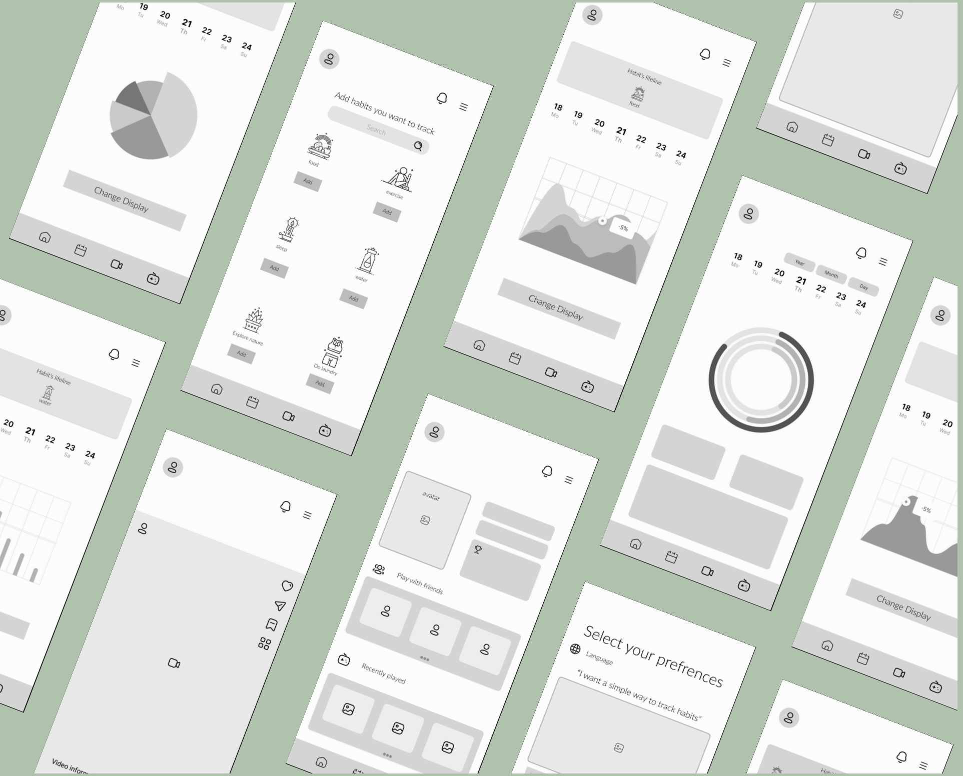
Feels

- Frustrated by the difficulty of sticking to new habits.
- Excited when progress is visible and rewarded.
- Overwhelmed by overly complex or rigid tools.
- Empowered when achieving small wins and being recognised for effort.

Competitive Audit

Habitica	Way of life	Habitify	Streaks
Direct	Direct	Direct	Direct
Global Online	Global Online	Global Online	Global Online
Helps track & create good habits	Helps track & create good habits	Helps track & create good habits	Helps track & create good habits
$15-$48 USD	$15-$48 USD	$15-$48 USD	$15-$48 USD
Large business	Large business	Large business	Large business
Students, young adults, adults & gamers	Students, young adults, adults & gamers	Students, young adults, adults & gamers	Students, young adults, adults & gamers
First Impression 🖥	**First Impression** 🖥	**First Impression** 🖥	**First Impression** 🖥
Strong branding engaging & interesting Complicated	Visually appealing Easy navigation Complicated No desktop App	Simple Easy navigation Lacks engaging features	Easy navigation Strong branding Not engaging to younger audience
First Impression 📱	**First Impression** 📱	**First Impression** 📱	**First Impression** 📱
Strong branding engaging & interesting Complicated	Simple Easy navigation Not visually appealing low branding Not engaging	Simple Easy navigation Lacks engaging features	Easy navigation Strong branding Not engaging to younger audience

Low-Fidelity Wireframes

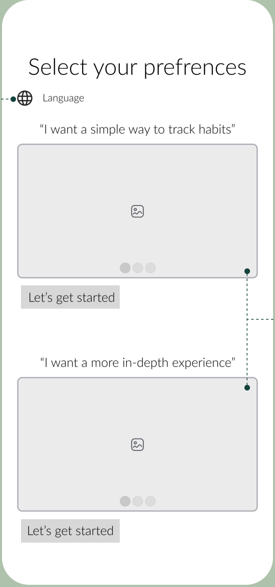

Change Display
Add habits you want to track
Search
food
exercise
sleep
water
Explore nature
Do laundry
Add
Habit's lifeline
18 Mo
19 Tu
20 Wed
21 Th
22 Fr
23 Sa
24 Su
-5%
Year
Month
Day
avatar
Play with friends
Recently played
Select your prefrences
Language
"I want a simple way to track habits"
Video inform

Visual Design

Digital Wireframes
Mobile App Start-up page

The start-up page easily allows users to change the language settings before proceeding to the next step.

Users are able to select how they would prefer to experience the App by choosing between a simple way to track habits and an In-Depth experience which may be more engaging to users.



Select your prefrences

Language

“I want a simple way to track habits”

Let’s get started

“I want a more in-depth experience”

Let’s get started

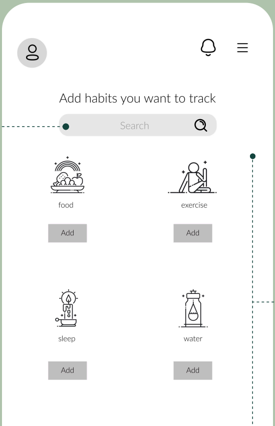
Users have the option to change the language settings before doing anything to ensure that users of all languages are able to effectively use the App.

Users have the options between an in-depth experience that may be more engaging for them and a simple way to track habits.

Digital Wireframes
Adding habits

Some users were unsure of which habits they would like to track so suggestions have been added to speed up the processes of selecting/adding habits.

A search bar makes it convenient to find habits not suggested.

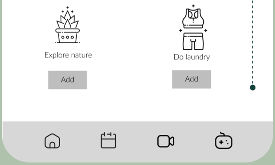


Add habits you want to track

Search
food
Add
exercise
Add
sleep
Add
water
Add

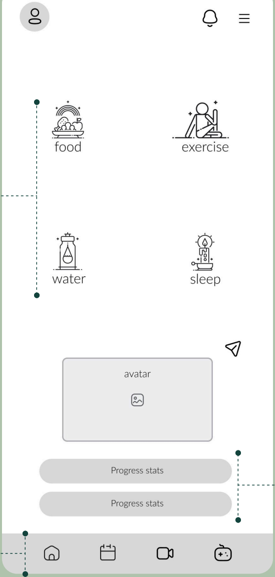
Search bar added so users can easily find the habits they want to track

Suggested habits are added so users can quick select most common habits to track


Explore nature
Add
Do laundry
Add

Digital Wireframes Homepage

The homepage displays habits with their progress for easy tracking. A navigation bar was added to be displayed at all times to allow quick navigation.


food
exercise
water
sleep
avatar
Progress stats
Progress stats

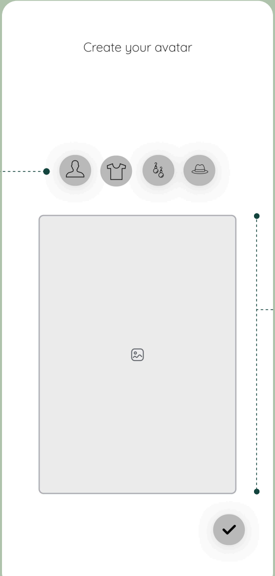
Habits added are displayed on homepage. Users can quick press to complete habit tracking.

A navigation bar was added to be displayed at all times to allow quick navigation.

Progress is displayed on the homepage so users are able to efficiently keep track of their progress.

Digital Wireframes Avatar Creation

Some users were finding the process of tracking habits boring and non engaging. By allowing users to create their own avatars and unlock more customisation features the process of tracking habits can be made more fun and motivating for users.

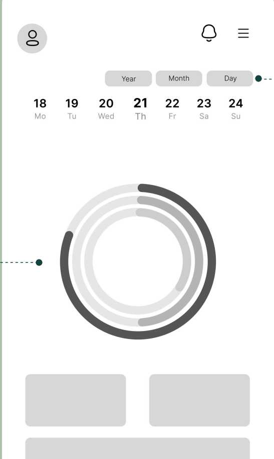

Create your avatar

Buttons of different categories for editing user avatars are were created for easy navigation

Real-time display of user avatar was added to ease the make the avatar creation process simple and engaging.

Digital Wireframes
App Calendar

The Apps calendar can be customised to be displayed in different ways so users can easily check their progress. Incorporating both an in-depth analysis as well as a simple means of tracking habits, the calendar feature can meet all users needs.


Year
Month
Day
18 Mo
19 Tu
20 Wed
21 Th
22 Fr
23 Sa
24 Su

Year, month, day options are added so users can easily navigate

A simple display of progress is shown for users who want a simple way to track their habits.

Typography & colours

Font Used

Quicksand

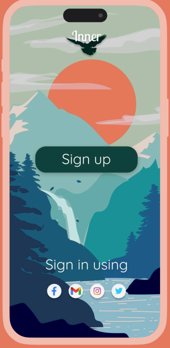
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

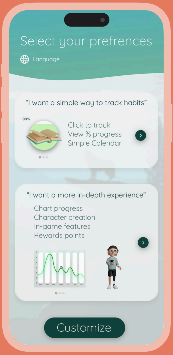
Quicksand is a modern, sans-serif typeface designed with geometric simplicity and clarity in mind. Originally created by Andrew Paglinawan, it is optimized for readability on digital interfaces, making it an excellent choice for UX design. Its rounded edges and clean, approachable style give it a friendly and contemporary feel, ideal for creating a user experience that is both engaging and visually appealing. Quicksand’s versatility and legibility make it perfect for applications aimed at younger audiences, such as habit-tracking apps for teenagers.

Bold Medium
Regular Light

Colour pallet

● #70CDFF
● #70FAFF
● #82D9BF
● #3D7068
● #14453D


Inner
Sign up
Sign in using

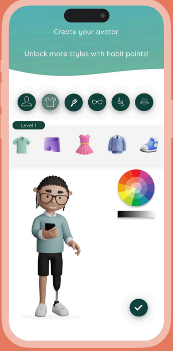

Select your prefrences
Language

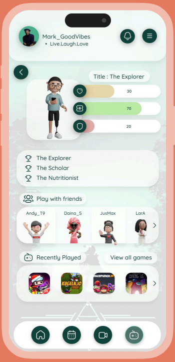
"I want a simple way to track habits"

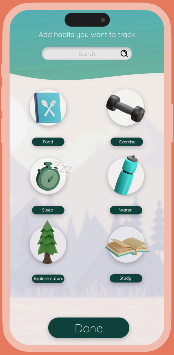
90%
Click to track
View % progress
Simple Calendar

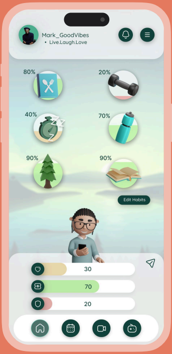
"I want a more in-depth experience"

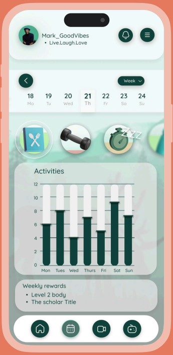
Chart progress
Character creation
In-game features
Rewards points
Customize

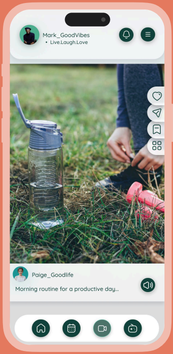

Create your avatar
Unlock more styles with habit points!
Level 1


Mark_GoodVibes
• Live.Laugh.Love
Title : The Explorer
30
70
20
The Explorer
The Scholar
The Nutritionist
Play with friends
Andy_T9
Daina_S
JusMax
LarA
Recently Played
View all games


Add habits you want to track
Search
Food
Exercise
Sleep
Water
Explore nature
Study
Done


Mark_GoodVibes
• Live.Laugh.Love
80%
20%
40%
70%
90%
90%
Edit Habits
30
70
20


Mark_GoodVibes
• Live.Laugh.Love
Week
18 Mo
19 Tu
20 Wed
21 Th
22 Fr
23 Sa
24 Su
Activities
12
10
8
6
4
2
0
Mon
Tues
Wed
Thurs
Fri
Sat
Sun
Weekly rewards
• Level 2 body
• The scholar Title


Mark_GoodVibes
• Live.Laugh.Love
Paige_Goodlife

Morning routine for a productive day...

Usability Study

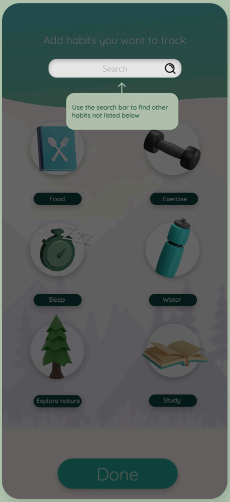
Study Parameters

- Location: China
- Moderated
- Length: 30-60 minutes
- Participants : 8

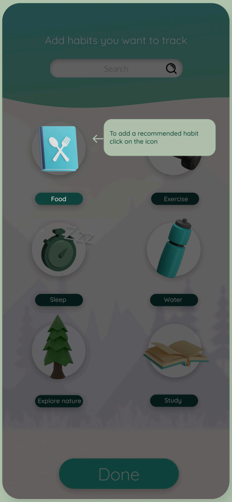
Round 1

- Users would like a guided tour of the app before using the app.
- Users would like to edit the homepage background.

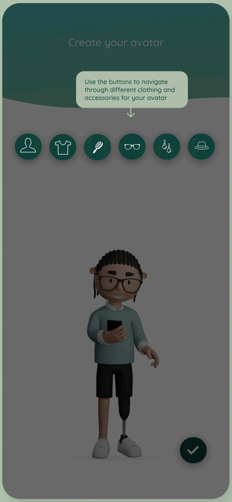
Based on usabilities studies a guide was added to different screens to give users an outline of the App and make them feel more comfortable.


Add habits you want to track
Search
Food
Exercise
Sleep
Water
Explore nature
Study
Done

Use the search bar to find other habits not listed below


Add habits you want to track
Search
Food
Exercise
Sleep
Water
Explore nature
Study
Done

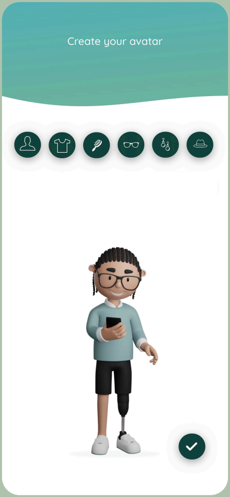
To add a recommended habit click on the icon


Create your avatar

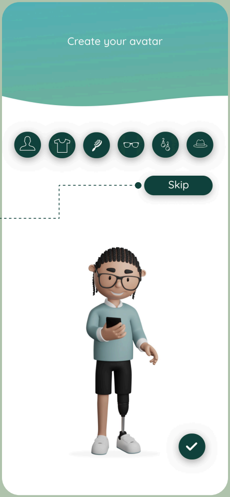
Use the buttons to navigate through different clothing and accessories for your avatar

Round 2

- Users want an option to skip avatar creation
- Users wanted a more clear way to view the % on the homepage

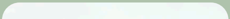

Create your avatar

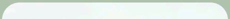
Based on usabilities studies some users wanted the option to skip avatar creation at first and them come back to it later. A skip button was added to the avatar creation page.

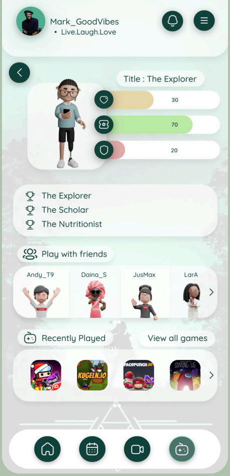

Create your avatar
Skip

Round 3

- Users want a way to search for other users.
- Some text were not clearly visible to some users



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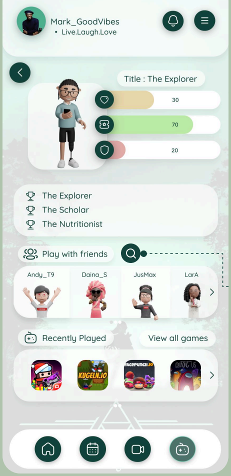
LarA
Recently Played
View all games
KUGELN.IO
FACEPUNCH.IO
AMONG US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Play with friends
Andy_T9
Daina_S
JusMax
LarA
Recently Played
View all games
KUGELN.IO
FACEPUNCH.IO
AMONG US

Based on usabilities studies a search button was added to the gaming page to allow users to search for other users.

Accessibility Considerations

An option to change the language was added for those who are not native English speakers.

The site was designed with alt text available to allow for a smooth screen reader access.

The structure of the website allows for easy navigation as there are landmarks to help users with assistive technologies.

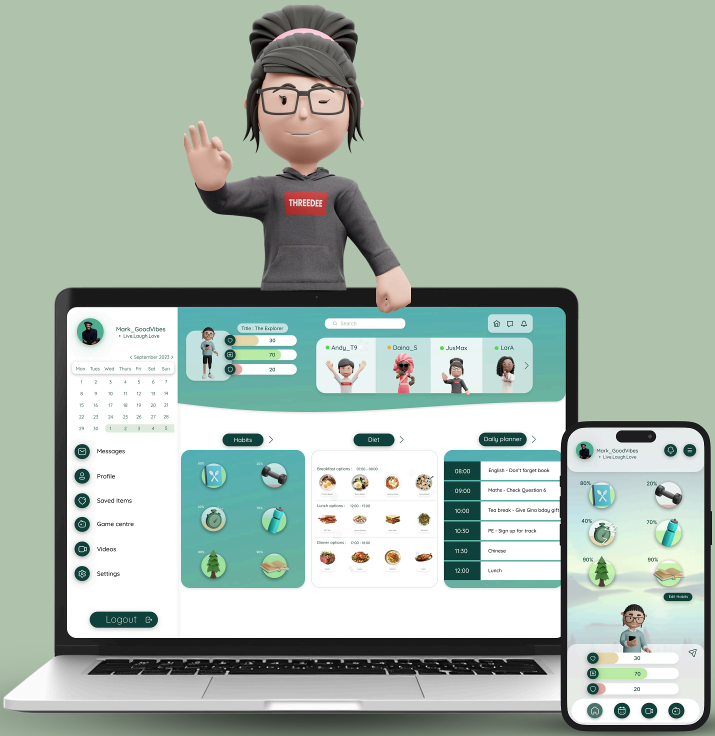
Sitemap

Homepage

- Calendar
  - View
  - Habits
  - Stats
  - Rewards
- Video
  - Like
  - Share
  - Save
  - Options
- Games
  - Stats
  - Rewards
  - Friends
  - Games
- Settings
  - Privacy
  - Notifications
  - Help
  - Appearance
  - About
- Profile
  - Stats
  - Title
  - Avatar
  - Account
  - Friends
  - Logout

Responsive Design

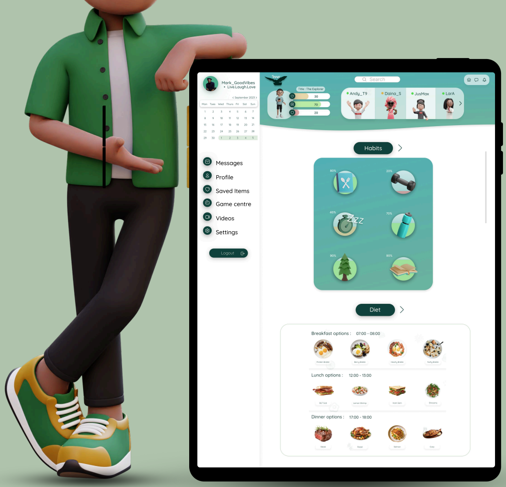
Mark_GoodVibes
• Live.Laugh.Love
80%


THREEDEE
Mark_GoodVibes
• Live.Laugh.Love
Title : The Explorer
30
70
20
Search
Andy_T9
Daina_S
JusMax
LarA
Messages
Profile
Saved Items
Game centre
Videos
Settings
Logout
Habits
Diet
Daily planner
80%
20%
40%
70%
90%
90%
Breakfast options : 07:00 - 08:00
Lunch options : 12:00 - 13:00
Dinner options : 17:00 - 18:00
Edit Habits

‹ September 2023 ›

Mon	Tues	Wed	Thurs	Fri	Sat	Sun
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5

08:00	English - Don't forget book
09:00	Maths - Check Question 6
10:00	Tea break - Give Gina bday gift
10:30	PE - Sign up for track
11:30	Chinese
12:00	Lunch


Mark_GoodVibes
Live.Laugh.Love
September 2023
Messages
Profile
Saved Items
Game centre
Videos
Settings
Logout
Search
Title : The Explorer
Andy_T9
Daina_S
JusMax
LarA
Habits
Diet
Breakfast options : 07:00 - 08:00
Lunch options : 12:00 - 13:00
Dinner options : 17:00 - 18:00

Thank you for reviewing my case study on the Inner App and website.

If you'd like to view more of my work or contact me, my details are provided below:

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