

PORTFOLIO 2025

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Julianna Garrett

# Olive: Health and Wellness App

# About Me

Name: Julianna

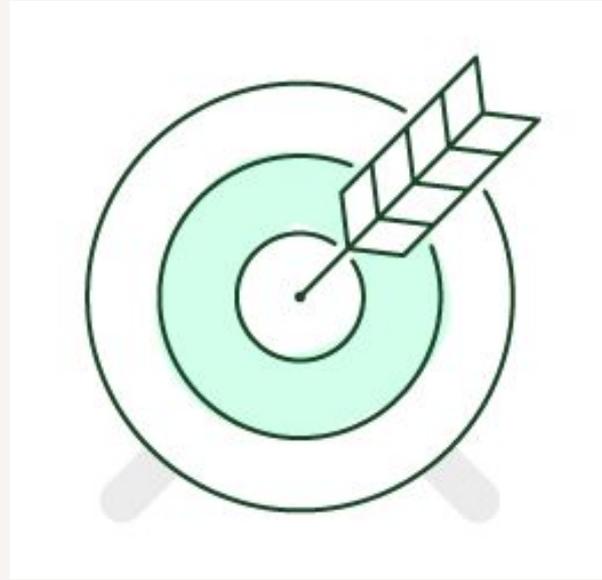
I'm a UX designer with a background in social media marketing and website design. My career shift stems from my passion for creating intuitive and user-friendly digital experiences. Having honed skills in audience engagement and content strategy, I bring a unique perspective to UX design. My goal is to contribute to a team focused on crafting solutions that enhance user interaction and satisfaction, aligning functionality with creativity.



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# 01 Initial Goals



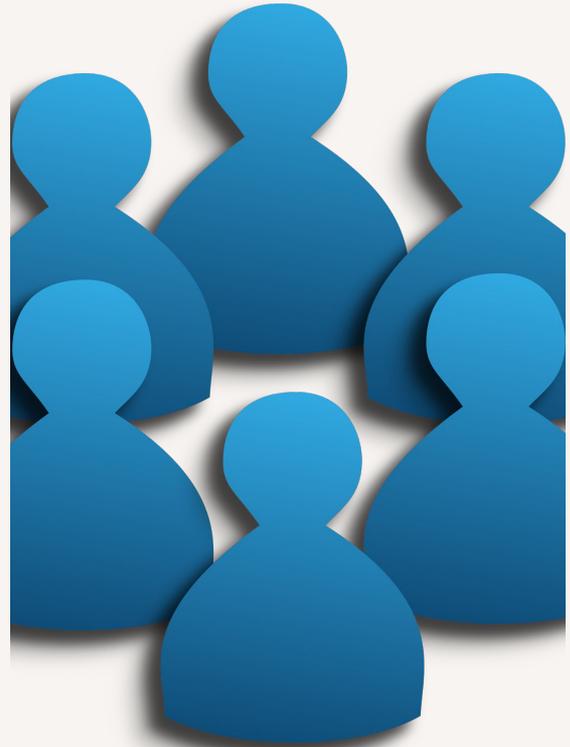
# Why Olive was created?

Health-conscious individuals struggle to manage their well-being effectively due to difficulty tracking health data across various platforms and devices.

Lack of personalized recommendations tailored to their unique needs.

Inaccessible or confusing user interface that hinders user engagement. Difficulty finding reliable health information within apps.

# 02 User Personas



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# Why User Personas Matter in App Development?

When designing an app, it's crucial to understand the people who will use it. User personas help define the needs, goals, and pain points of our target audience, ensuring that every design decision is rooted in real user behavior.

For Olive, my goal is to create a health and wellness app that fits seamlessly into user's busy lives. By developing detailed personas, we can prioritize features, improve usability, and create a more engaging user experience.



# Alex Turner

The Busy Professional

Alex is a 30–45-year-old mid-level manager living in an urban area. With a demanding job, he struggles to maintain a consistent health routine and feels overwhelmed by conflicting health advice. He needs a simple, efficient solution to track his wellness without disrupting his schedule.

## Goals

- Improve overall health and well-being
- Manage stress and achieve fitness goals efficiently
- Find balance between work and personal health

“I want something simple and easy to use.”

“I need something to keep me motivated.”

## Challenges

- Limited time for exercise and meal planning
- Difficulty staying consistent with health routines
- Overwhelmed by too much information

## User Behaviors

- Uses a smartphone heavily for work and personal life
- Prefers quick workouts and easy-to-prepare meals
- Interested in technology and wearable devices



# Riley Carter

The Fitness Enthusiast

Riley is a 22–35-year-old student or young professional who is passionate about fitness and loves tracking progress. They seek an app that keeps them engaged, competitive, and connected with like-minded users.

## Goals

- Achieve optimal physical fitness
- Track progress and set new challenges
- Engage with a fitness community

“I want to connect with other people using the app.”

“I like challenges and rewards.”

“I prefer a visual representation of my food intake.”

## Challenges

- Finding time for workouts and meal prep
- Staying motivated to maintain consistency
- Access to quality fitness facilities or equipment

## User Behaviors

- Active social media user
- Enjoys challenges and competition
- Likely to use fitness trackers and wearable devices

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# How These Personas Shape Olive?

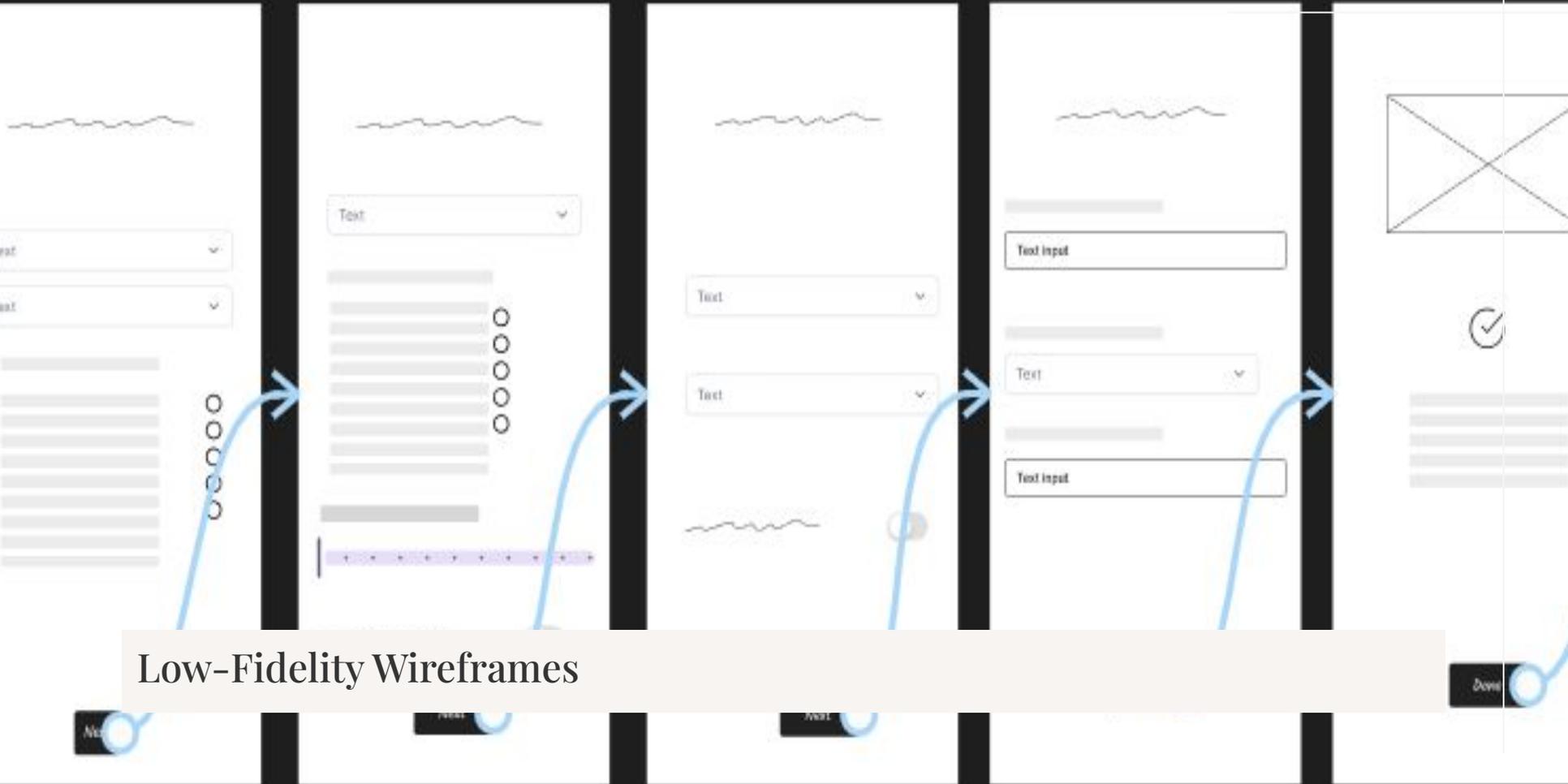
By designing for Alex and Riley, we ensure Olive meets real user needs:

- Personalized tracking features for different lifestyles
- Time-saving solutions like quick logs and smart reminders
- Seamless integration with wearables and fitness devices
- Community-driven features for motivation and engagement

# 03

## Low & Mid Fidelity Wireframes





Low-Fidelity Wireframes

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# Why Low-Fidelity Wireframes Matter?

Low-fidelity wireframes are an essential step in the iterative design process. They allow for quick testing, rapid adjustments, and user feedback before investing time in high-fidelity prototypes. These wireframes helped shape the Olive Health & Wellness App, ensuring a user-centered approach from the start.

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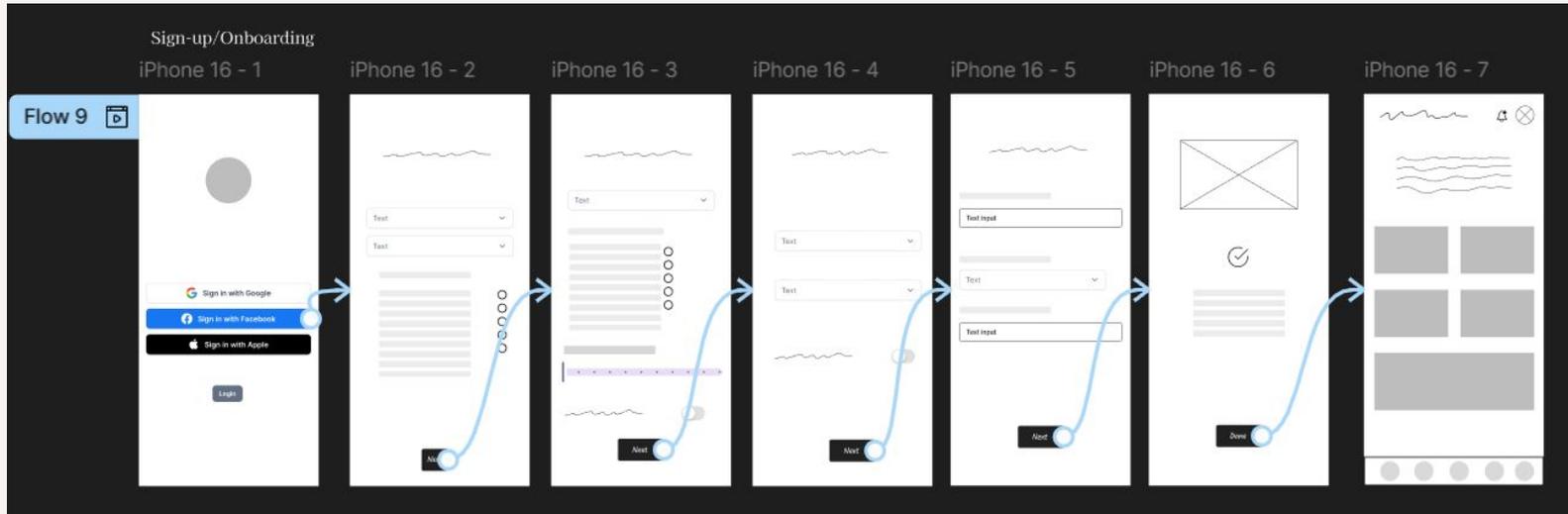
# How Wireframing Shaped the Final Design

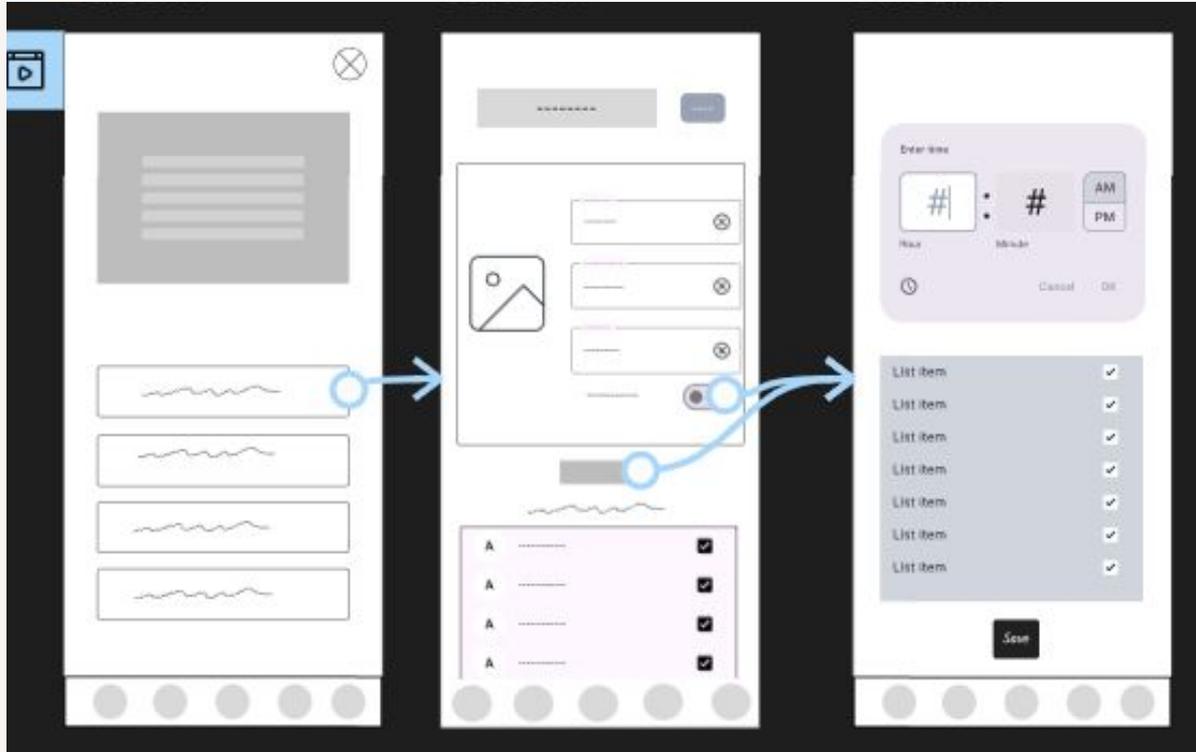
These low-fidelity wireframes allowed for early-stage testing and valuable user insights, leading to:

- Improved navigation with clearer labels and guidance
- Streamlined on-boarding with a skip option and progress tracking
- Enhanced medication logging with an improved scanner and reminder visibility
- Better content accessibility with a search feature and audio options

# Onboarding

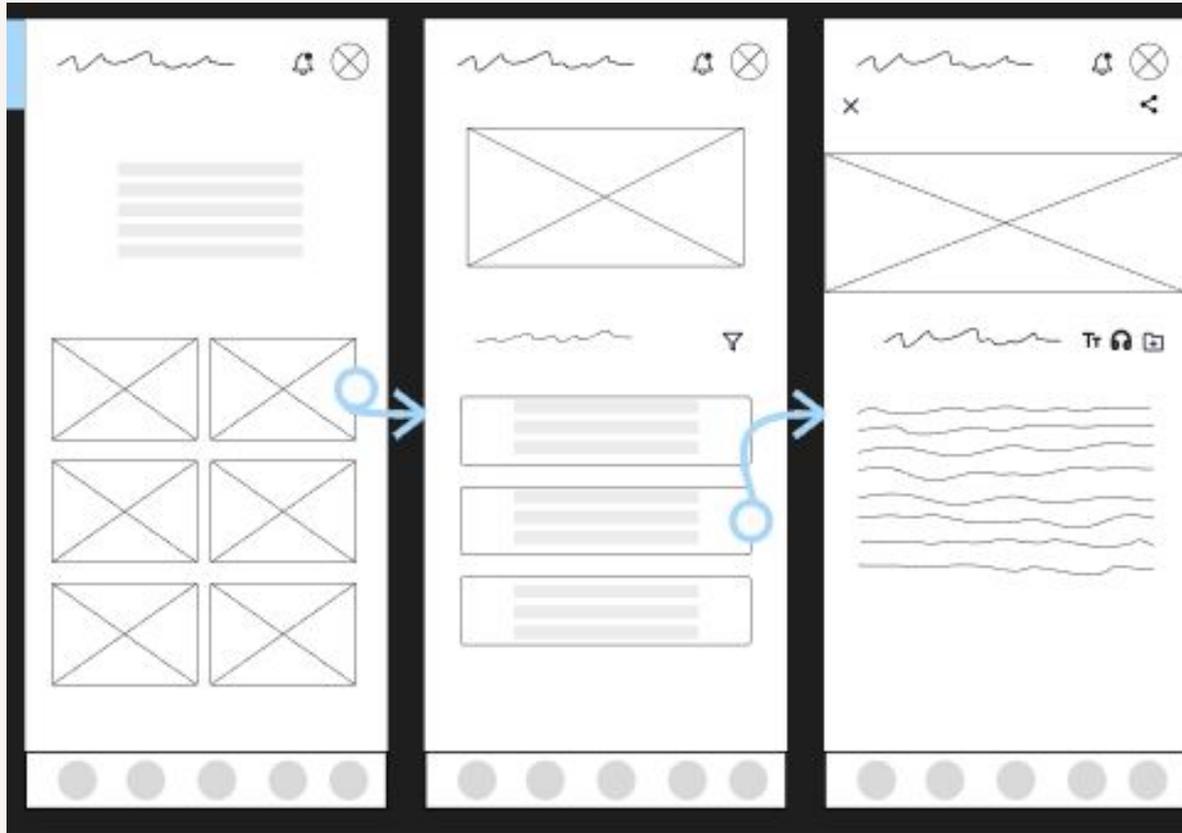
1. Account Login: Users can log in with existing credentials or third-party sign-in options.
2. Onboarding Questionnaire: Users answer questions about exercise habits, food intake, medical history, and sleep patterns.
3. Navigation to Home Page: After completing the questionnaire, users are directed to the home screen to start using the app.





## Logging Medication & Vitamins

1. Navigating to the Medication Page: Users visit the page to add a new medication.
2. Entering Medication Details: Users can manually input information or use a scanner to auto-fill data.
3. Setting Reminders: Users can customize reminders with time, frequency, and days of the week.



## Accessing Resource Articles

1. Recommended Articles: Users see suggested articles based on their logging habits.
2. Browsing Categories: Users explore different health and wellness topics.
3. Navigating to Articles: Users can select a category to view relevant articles.
4. Interacting with Articles: Users can adjust font size, listen to an audio version, save articles, or share them.

# What I've learned from the wire framing process

## On-boarding Process

- Users preferred a clear progress indicator during on-boarding to track completion.
- Some participants wanted an option to skip questions and return later.

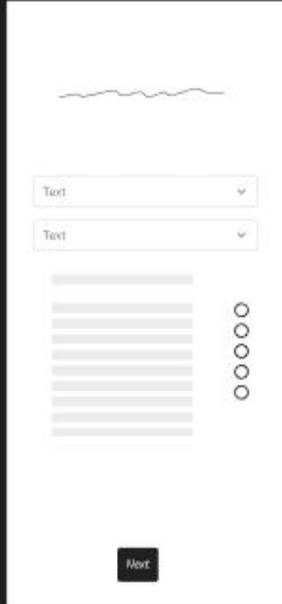
## Logging Medication & Vitamins

- Users found the scanner feature helpful but wanted a way to edit auto-filled details.
- Some users struggled to find the reminder settings, prompting a design adjustment for better visibility.

## Accessing Resource Articles

- Users wanted a search bar for quick access to articles.
- The audio read-aloud feature was highly appreciated, especially for multitasking users.

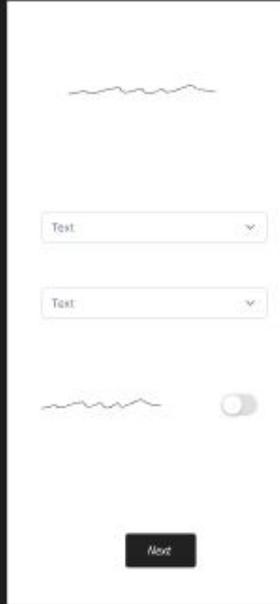
Onboarding - 8



Onboarding - 9



Onboarding - 10



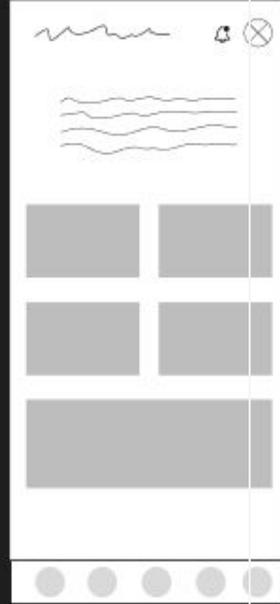
Onboarding - 11



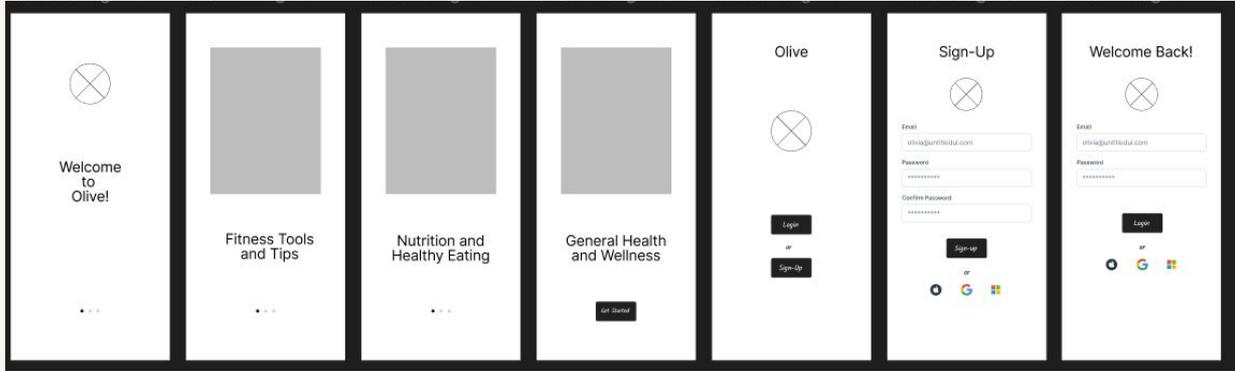
Onboarding - 12



Onboarding - 13

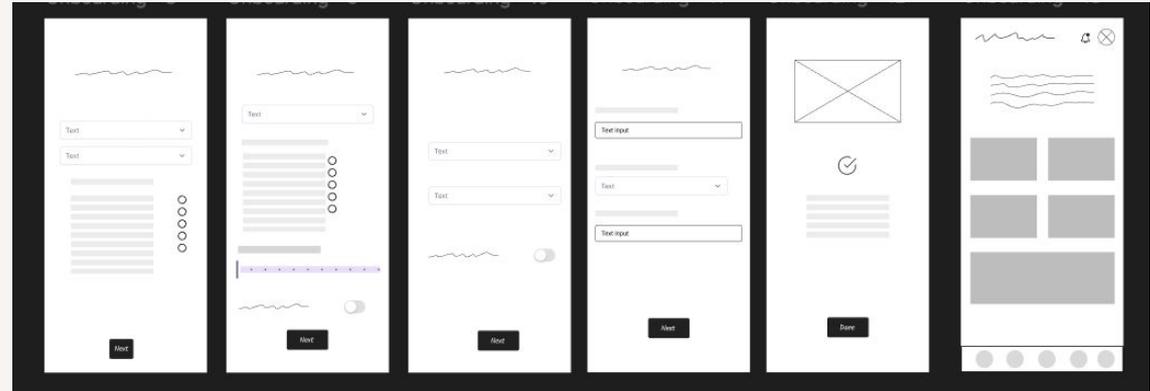


## Mid-Fidelity Wireframes



# Onboarding

1. Account Login: Users log in using their credentials or third-party sign-in options.
2. Onboarding Questionnaire: Users provide details about their exercise habits, food intake, medical history, and sleep patterns.
3. Navigation to Home Page: Upon completion, users land on their personalized home screen.

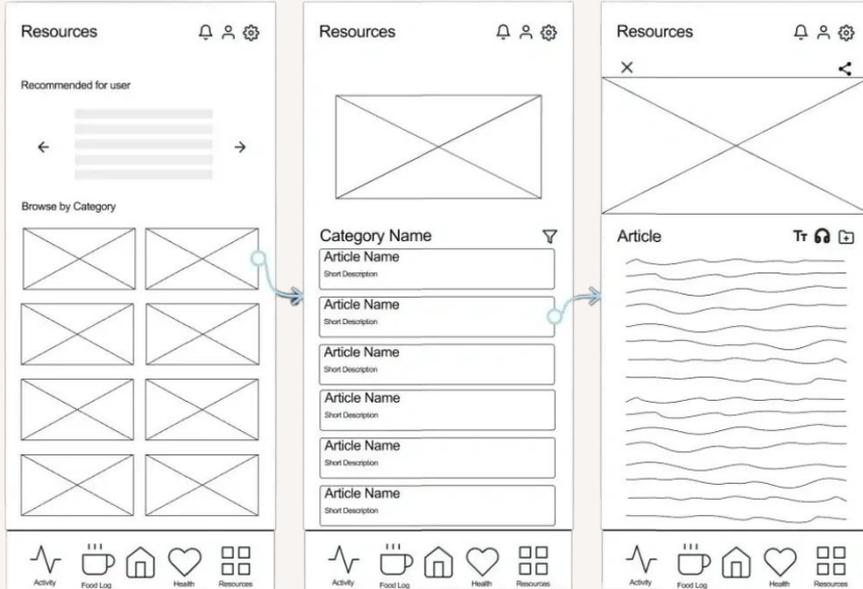


# Logging Medication & Vitamins



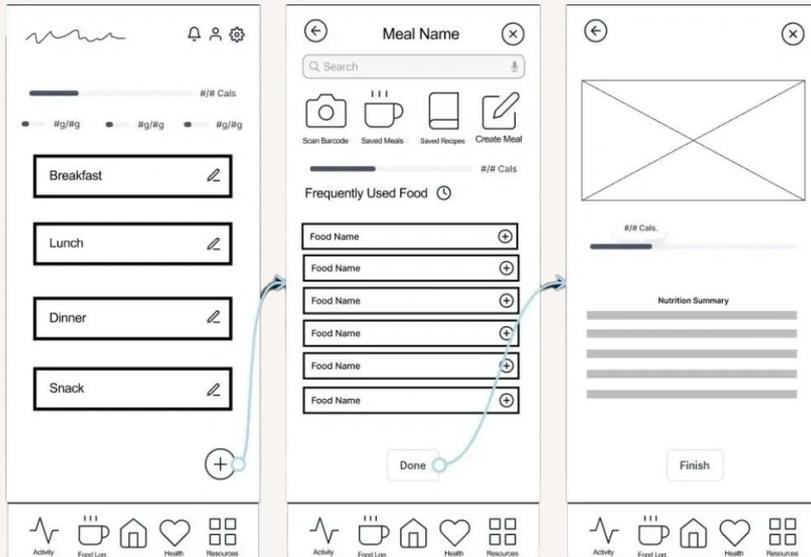
1. Navigating to the Medication Page: Users visit the medication section to add a new entry.
2. Entering Medication Details: Users can manually input medication names or use a scanner to auto-fill information.
3. Setting Reminders: Users schedule notifications with options for time, frequency, and days of the week.
4. Review & Save: A confirmation screen ensures users can double-check details before saving.

# Accessing Resource Articles



1. Recommended Articles: Users receive suggestions based on their wellness habits.
2. Browsing & Searching: Users can explore health-related categories or search for specific topics.
3. Enhanced Interaction: Options to adjust font size, listen to articles, save, and share.

# Logging Food Intake



1. Adding Food Entries: Users enter meals and select portion sizes.
2. Quick Logging: Frequently eaten foods appear as quick options for faster input.
3. Visual Tracking: Users can see a breakdown of nutritional values for logged meals.

# Key Improvements from Low-Fidelity:

## On-boarding Process

- More structured layout with clearly labeled progress steps
- Optimized input fields for a smoother flow
- Improved button hierarchy for better visibility and interaction

## Accessing Resource Articles

- Introduced a search function for easier access to content
- Improved typography and spacing for better readability
- Enhanced accessibility options, including audio playback and text resizing

## Logging Medication & Vitamins

- Streamlined navigation: Reduced steps to access and log medications
- Enhanced auto-fill scanner: Users can now edit scanned information for accuracy
- More intuitive reminder setup: Improved layout for setting schedules quickly
- Confirmation step: Added to prevent errors and ensure correct logging

## Logging Food Intake

- Better visual hierarchy to differentiate input fields
- Simplified portion selection for a more intuitive experience
- Added nutritional insights to help users track health goals

04

# Testing & Results



# Testing Process and Results

## Overview

The usability testing for Olive, conducted on November 16-17, 2024, aimed to evaluate the core functionalities of the app, including medication logging, food tracking, and resource accessibility. The goal was to identify usability challenges and improve the overall user experience.

## Testing Methodology

**Participants:** 6 users from diverse backgrounds

**Session Length:** 30-45 minutes per participant

Key Tasks Tested:

- Logging a new medication
- Tracking a meal with portion sizes
- Navigating to wellness resources
- Editing a saved health entry
- Understanding in-app icons

# Key Findings and Challenges

## **Issue 1: Accidental App Exit (High Severity)**

Problem: One participant unintentionally exited the app while saving a medication log due to poorly placed buttons.

Solution: Introduced a confirmation dialog before exiting and implemented an auto-save feature.

## **Issue 2: Difficulty Locating Features (High Severity)**

Problem: Three participants struggled to find key sections, like the resources tab.

Solution: Added an interactive onboarding tutorial and contextual tooltips to guide users.

## **Issue 3: Food Logging Delays (Medium Severity)**

Problem: Users had trouble finding the portion size selector, leading to longer task completion times.

Solution: The portion size selector was moved to a more prominent location.

## **Issue 4: Difficulty Editing Entries (Medium Severity)**

Problem: Users couldn't easily edit their saved meal or medication logs due to the absence of an Edit button.

Solution: A clearly visible Edit button was added next to saved entries.

## **Issue 5: Unclear Icon Recognition (Low Severity)**

Problem: Some users hesitated before selecting icons, unsure of their function.

Solution: Icons were redesigned with text labels and tooltips for better clarity.

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# Improvements Implemented

- Refined Onboarding – Added a guided tutorial for new users
- Optimized Navigation – More intuitive UI with better labeling
- Enhanced Food Logging Interface – Faster and more accessible portion selection
- More Accessible Edit Options – Users can now easily update previous logs
- Better Icon Design – Improved recognition with tool tips

# Rainbow Spreadsheet Results

MOBILE USABILITY TEST	P1	P2	P3	P4	P5	P6	TOTAL	POSSIBLE SOLUTIONS & NEXT STEPS	NOTES
<b>Errors - Record and prioritize most critical errors based on your error classification.</b>									
participant exited the app unintentionally while trying to save a medication log, highlighting an issue with button placement.							1	Introduce an exit confirmation dialog and autosave feature for all logs to prevent data loss. Adjust button placement to minimize accidental clicks, and validate these changes in usability tests.	
participants had trouble locating specific features (e.g., the resources tab) during their first attempts							3	Enhance onboarding with an interactive tutorial and add contextual tooltips or banners for first-time users to highlight essential features. Test the onboarding process with new users for effectiveness.	
Participants struggled to edit previously saved entries (e.g., meals or medications) due to the lack of visible "edit" options.							2	Add an "Edit" button prominently next to saved entries, ensure consistent placement across features, and validate the redesign in usability tests.	
Participants hesitated to identify certain icons, such as those for medication logging or accessing resources, as their intended meanings were unclear.							3	Redesign icons to include brief labels or tooltips, ensuring clarity. Test the updated icons for immediate recognition in future usability sessions.	
participants found the portion size selector difficult to locate, leading to delays in completing the task.							2	Redesign the food logging interface to place the portion size selector alongside the main food entry field. Conduct usability tests to confirm the revised design resolves this issue.	
<b>Observations - What are people Doing, Thinking, and Feeling? Use active verbs.</b>									
<b>Doing</b>									
Actively explored the app but hesitated when engaging with new tasks like food or medication logging.							3		
Relied on trial-and-error to locate options for portion sizes during food logging.							2		
Experienced a navigation error, accidentally exiting while saving a log.							1	Provide predictive guidance for common actions on the home screen, like logging meals, and test user responses to these dynamic suggestions.	
<b>Thinking</b>									
Confused by the menu layout and struggled with initial navigation expectations.							2		
Found the logging process unintuitive due to hidden options							2	Update the app's menu layout based on user testing with card-sorting exercises to align with common expectations and improve consistency.	
Felt the app should prevent accidental exits by prompting users before closing a task.							1		
<b>Feeling</b>									
Frustrated during the onboarding and exploration process but satisfied once tasks were completed.							2		
Annoyed by the minor usability hurdles but pleased with task completion speed after understanding the flow.							2		
Frustrated by the accidental exit but appreciated the overall simplicity of other features.							1	Create a comprehensive help guide with troubleshooting steps accessible from every screen and validate its usability with further testing.	
<b>Negative Quotes - Any negative soundbytes? Record them here.</b>									
"It took me too long to figure out where to start logging my meal. I thought it would be on the main screen"							1		
"I accidentally exited while trying to save my medication log. That shouldn't happen so easily".							1		
"The portion size selector is hard to find. I had to dig through too many menus"							1		
<b>Positive Quotes - Any positive soundbytes? Record them here.</b>									
"Once I found it, logging my food was quick and straightforward".							1		
"The design is clean and doesn't feel cluttered, which I like".							1		
"It's nice that the medication logging shows time suggestions for the day".							1		

# A/B Preference Testing

**Test Overview:** A preference test was conducted to compare two designs (Option 1 and Option 2) for the "Edit" functionality on the Homepage of the Olive Health and Wellness app. The test focused on user preferences between a written-out label ("Edit") and an edit symbol (pencil icon).

## Findings:

14 participants (93%) preferred Option 2 for its clean, minimalist design and adherence to common app conventions.

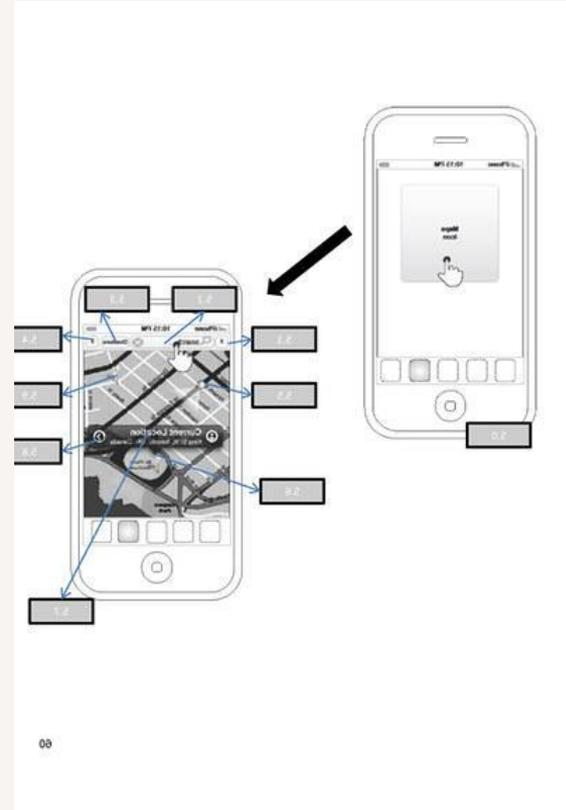
1 participant (7%) preferred Option 1 for its clarity and explicit labeling, particularly for new or less experienced users.

**Conclusion:** Option 2 (edit symbol) will be implemented as the primary design, adding tooltips or hover labels to improve clarity for first-time users. This approach balances the simplicity of the icon design with the accessibility of descriptive text, addressing feedback from both groups of users.



# 05

## Final Mockups

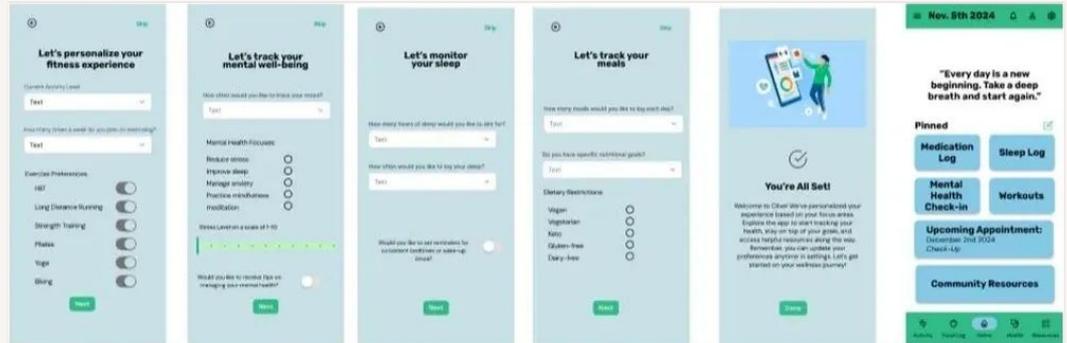


# Onboarding

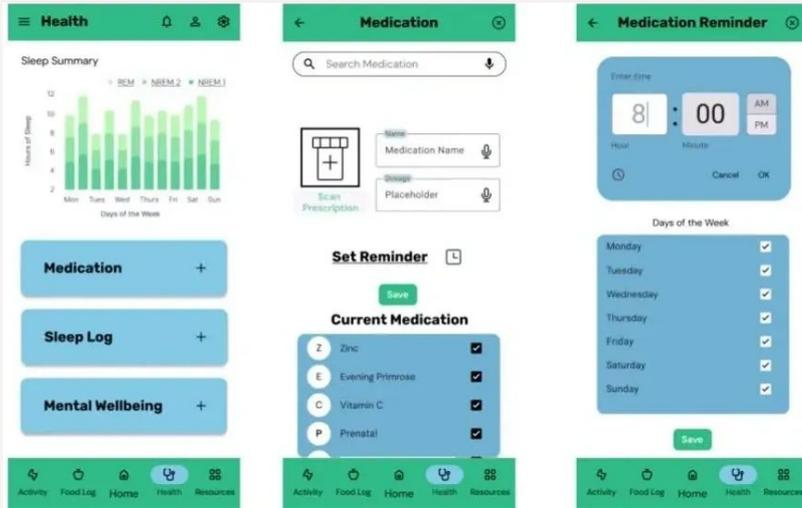
1. Interactive user journey to set up preferences
2. Guided onboarding to explain key features
3. Optimized login flow with multiple sign-in options
4. Personalized dashboard setup

## Final Design Enhancements:

- Welcoming visual design with clear steps
- Improved progress indicators for better user guidance



# Logging Medication & Vitamins



- Refined UI for easy medication input
- Enhanced scanner feature for quick auto-fill
- Streamlined reminder setup with a clear schedule view
- Modernized visuals for better readability

## Final Design Enhancements:

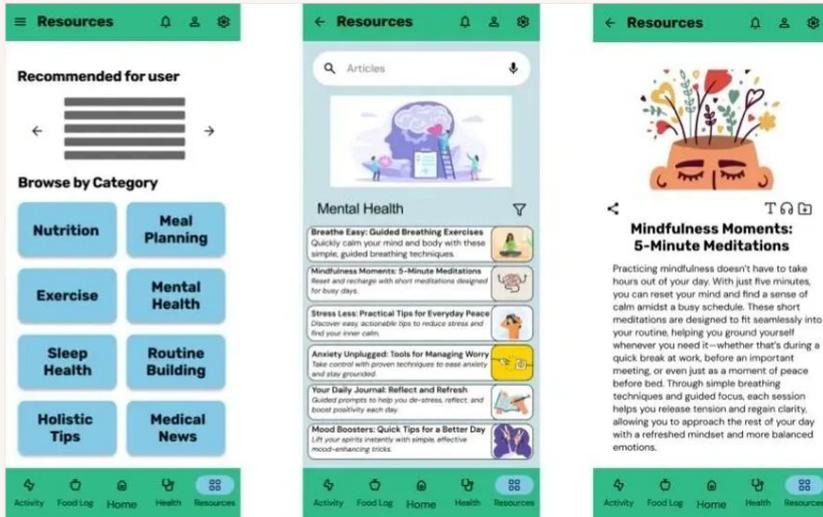
- Consistent iconography for intuitive navigation
- Improved color contrast for accessibility
- Clear call-to-action buttons for quick interactions

# Accessing Resource Articles

- Personalized recommendations based on user activity
- Easy-to-navigate categories for better content discovery
- Search functionality for quick article access
- Custom accessibility settings (text size, read-aloud option, etc.)

## Final Design Enhancements:

- Larger imagery and improved typography for readability
- Increased accessibility features to support different user needs
- Refined content layout for a smoother reading experience



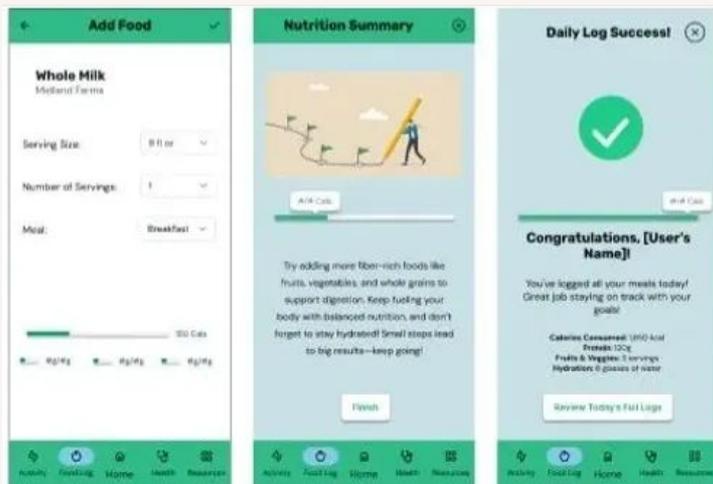


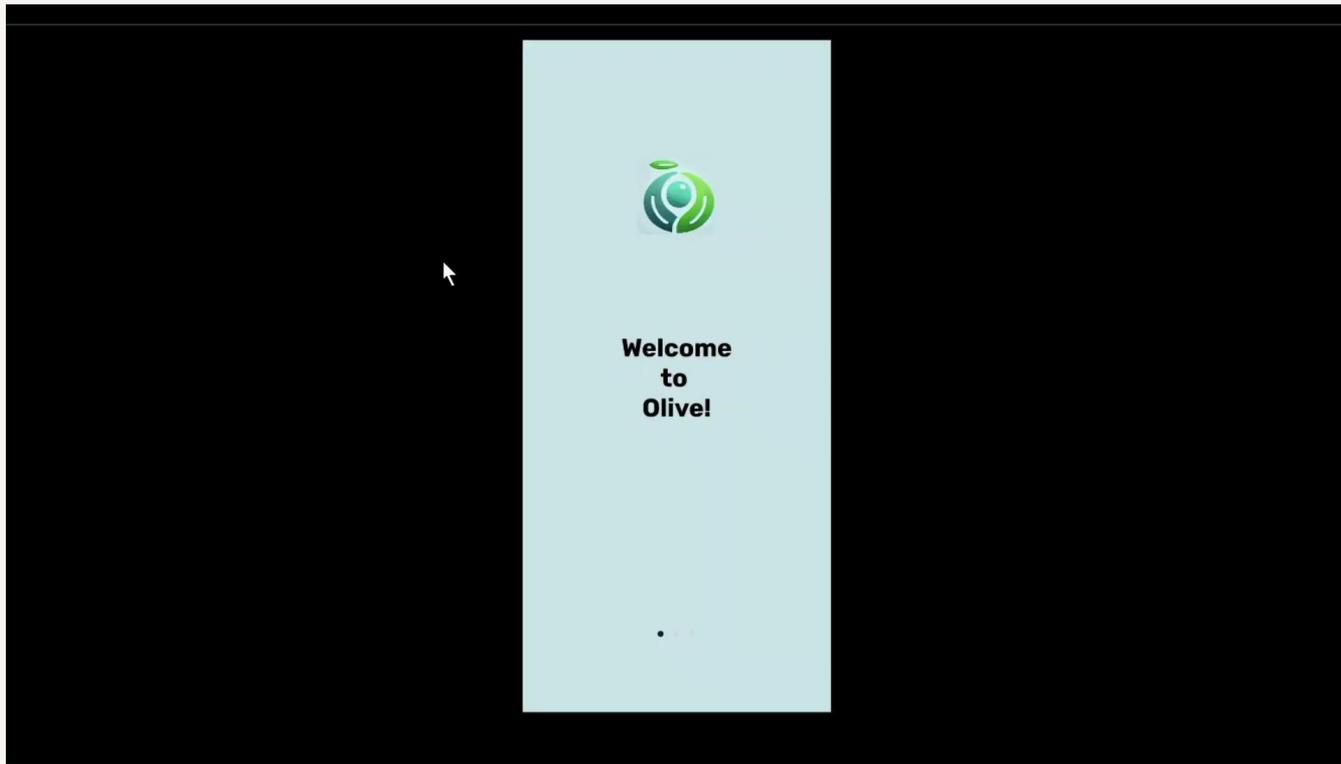
# Logging Food Intake

- Quick logging options with meal presets
- Enhanced portion size selector for better usability
- Real-time nutritional tracking with improved visual cues
- Streamlined food entry with smart recommendations

## Final Design Enhancements:

- Refined spacing and typography for easier readability
- Faster logging process with predictive meal suggestions
- Updated visual hierarchy for a more seamless experience





## Olive Final Mock-ups Presentation

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06

Conclusion

# Conclusion & Reflections

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## What Went Well?

- User-Centered Approach: Research and testing shaped the design at every stage.
- Navigation & Simplicity: Users found the final design intuitive and easy to use.
- Feature Refinements: Iterative changes significantly improved food logging, medication tracking, and resources accessibility.

## What Would I Change?

- More Personalization: Some users wanted customizable dashboards to prioritize features they use most.
- Expanded Wearable Integration: Adding more syncing options with fitness trackers could improve engagement.
- Refining Visual Hierarchy: Some UI elements could have stronger contrast for better accessibility.

## What I'd Do Differently Next Time?

- Earlier User Testing: Conducting usability tests earlier in the process could have helped validate design decisions sooner.
- More Diverse Testing Participants: Expanding beyond the initial test group to include a wider range of users with different accessibility needs.
- Prototyping More Quickly: Creating interactive prototypes earlier would have allowed for faster iteration.

# Check out the Final Prototype on Figma

