



WholisticMe

WholisticMe is based on wellness application, which scans the body, tells the condition inside it, gives information and medication for it. It provides both natural (physical and mental) home remedies and allopathic medicines to the user.



By Kush Bhatija

Content

01

Design Research

Market Res, Questionnaire, Interviews, Insights etc.

02

Creative Narration

Structure, Organization, Heirarchi, Content etc.

03

Information Architecture

Personas, Empathy Map, User Journey

04

Visual Interface Design

Layout, Typography, fonts, Color Scheme etc.

05

UX & UI Design

User flow, wireframes, Mockups, prototype etc.

Design Brief



Problem Identified

In today's world everyone is packed in their busy lives. And they don't get time to prioritize their health in these busy lives. Even if there is a minor pain, people try to avoid it as they don't get time to go to doctors. The problem is that there should be an app, which can detect/ scan the body disease when person is still feeling healthy.

Intent of making the Application WholisticMe

To identify the problem/disease the person will develop in future and act before it gets severe. For example, the application can detect an injury/ disease developing inside the person's body. The app will guide you with home remedies, videos and tell some exercises to heal up your body. For example, guide how to get rid of diabetes problem. Other examples, what to eat if u have pain in joints, how to remove specs in certain number of days, what exercise to build up stamina, how to grow your hair if you feel is less, etc.

Goal of the Project

To discover the disease, prevent it, provide remedies, physical exercises and videos to watch to have a healthy lifestyle.

Target market/ Audience

All people like sports person, children, adults and aged group.



Chronic health problems of people around world



By WHO

- Over 1 billion people live with some form of disability.
- The number of people with disability are dramatically increasing. This is due to demographic trends and increases in chronic health conditions, among other causes.
- Almost everyone is likely to experience some form of disability – temporary or permanent – at some point in life.

Over 1 billion people are estimated to experience disability. This corresponds to about 15% of the world's population, with up to 190 million (3.8%) people aged 15 years and older having significant difficulties in functioning, often requiring health care services. The number of people experiencing disability is increasing due to a rise in chronic health conditions and population ageing.

The middle class is growing; and with urbanization accelerating, people are adopting a more sedentary lifestyle. This is pushing obesity rates and cases of diseases such as diabetes upward. According to the **World Health Organization**, chronic disease prevalence is expected to rise by 57% by the year 2020. Increased demand on healthcare systems due to chronic disease has become a major concern.

10 Common Chronic Conditions for Adults 65+

QUICK FACTS



80%
have at least 1
chronic condition



68%
have 2 or more chronic
conditions



**Hypertension
(High Blood Pressure)**
58%



**High
Cholesterol**
47%



Arthritis
31%



**Ischemic/Coronary
Heart Disease**
29%



Diabetes
27%



**Chronic Kidney
Disease**
18%



Heart Failure
14%



Depression
14%



**Alzheimer's Disease
and Dementia**
11%



**Chronic Obstructive
Pulmonary Disease**
11%



Mental health of people around countries : In 2020 and 2021

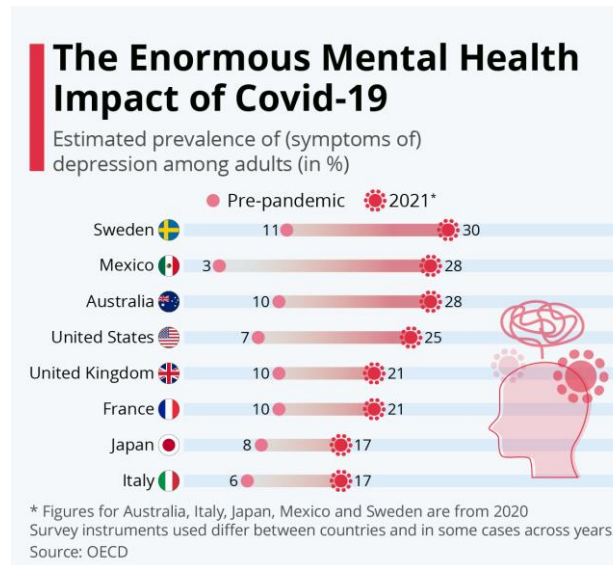
By WHO

Today, nearly 1 billion people live with a mental disorder and in low-income countries, more than 75% of people with the disorder do not receive treatment. Every year, close to 3 million people die due to substance abuse. Every 40 seconds, a person dies by suicide. About 50% of mental health disorders start by the age of 14.

It is estimated that over 160 million people need humanitarian assistance because of conflicts, natural disasters, and other emergencies. The rates of mental disorders can double during such crises. 1 in 5 people affected by conflict is estimated to have a mental health condition.

The World Bank and mental health

According to the World Health Organization (WHO), the COVID-19 pandemic has disrupted or, in some cases, halted critical mental health services in 93% of countries worldwide, while the demand for mental health is increasing.



Mental health statistics worldwide

- Anxiety affects 284 million people in the world.
- Depression affects 264 million people.
- Alcohol use disorder affects 107 million people.
- Drug use disorder affects 71 million people.
- Bipolar disorder affects 46 million people.
- Schizophrenia affects 20 million people.
- Eating disorders affect 16 million people.



Drug Use Increased by 30% in India in Last 10 Years, Says UN Report

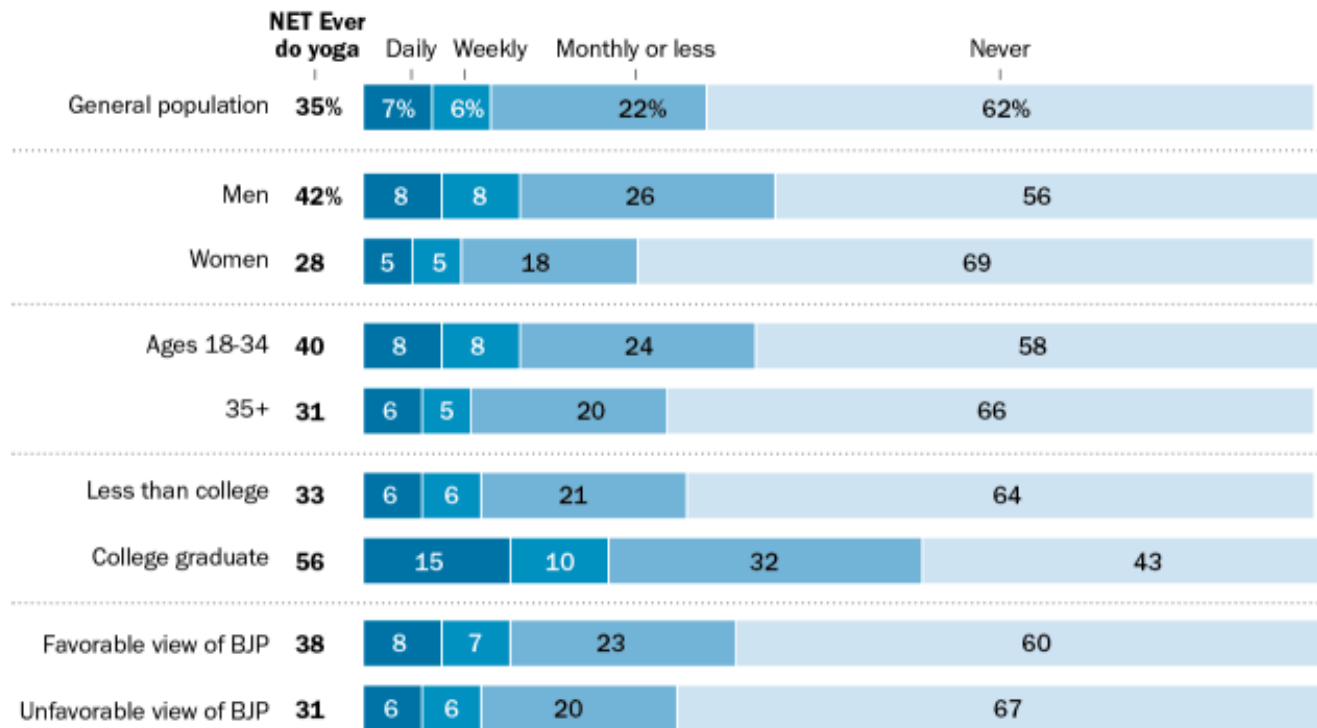
The Indian survey was based on interviews with **5,00,000 people** across the nation. The studies have contributed to more accurate figures of drug use globally. The report estimated that of the 271 million people that used any drug, 35 million (nearly 13 percent) suffer from a drug use disorder.



Type of users doing Yoga in India

Yoga more common among college-educated, younger Indians

% of Indian adults who say they practice yoga ...



Note: Don't know/Refused responses not shown. BJP is the Bharatiya Janata Party.

Source: Survey conducted Nov. 17, 2019-March 23, 2020, among adults in India. See Methodology for details.

"Religion in India: Tolerance and Segregation"

PEW RESEARCH CENTER

Most Indians do not practice yoga

Still, a new [Pew Research Center survey](#) shows that most Indians do not practice yoga. Just about a third of Indian adults (35%) say they *ever* practice yoga, including 22% who say they do so monthly or less, and even fewer who do so daily (7%) or weekly (6%).



A survey on Usage of Mobile Health Apps among Medical Undergraduates



Sex	Number		Aware of Health Apps			Uses Apps on Mobile		
			Yes	No		Yes	No	
Male	58	41.4%	Yes	51	87.9%	Yes	33	64.7%
						No	18	35.3%
			No	7	12.1%			
Female	82	58.6%	Yes	76	92.7%	Yes	42	55.3%
						No	31	40.8%
						No Ans	3	3.9%
			No	6	7.3%			
Total	140		Yes	127	90.7 %	Yes	75	59.1%
						No	49	38.5%
						No Ans	3	2.4%
			No	13	9.3%			

Table 3: Summary of awareness and use of Health Apps.

		Number	
Users	For Fitness/To be Fit	44	58.7%
	Weight Loss/Weight Gain	19	25.3%
	No Reason Given	7	9.3%
	Other Reasons	5	6.7%
			75
Non Users	Don't know how to obtain them	4	6.2%
	I don't trust them	24	36.9%
	No Need to use Health Apps	26	40.0%
	No reason given	11	16.9%
			65

Table 5: Reasons for using and not using Mobile Apps.



A survey on Usage of Mobile Health Apps among Medical Undergraduates



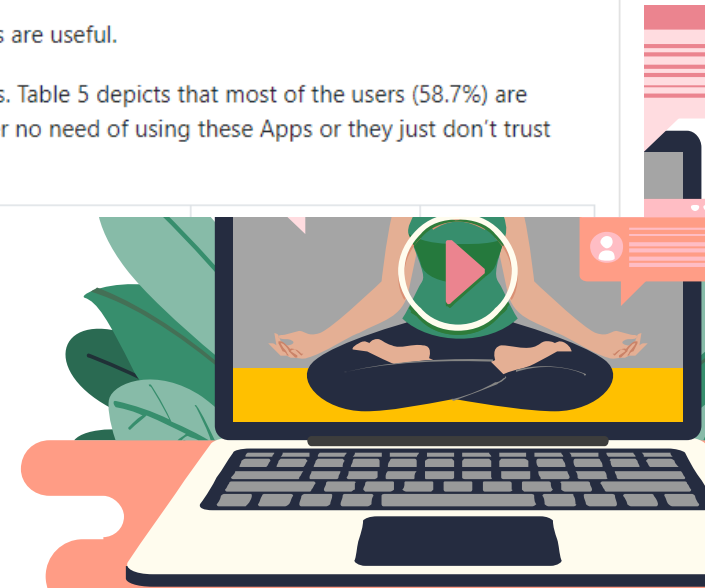
Conclusion: The present study reveals that many students were aware of the apps and using it regularly to track their physical activity and calorie intake. Users are taking these Apps quite seriously and update the credentials regularly so that output can be appropriately tracked. Accordingly, they are not only finding the tips and suggestions useful but also using these Apps in different ways like tracking calories, weight and monitoring sleep quality. Also, they are reviewing the data on monthly/ weekly basis to change the fitness activities or food intake.

Table 4 tells that out of 127 people who are aware of Health Apps, 88 (69.3%) people believe that these Apps are useful. It is interesting to note that it also includes the number of people who are not actually using these Apps.

	Yes	No	Total
Male	40	14	54
Female	48	25	73
Total	88	39	127

Table 4: Mobile Health Apps are useful.

Everyone may have different reasons for using or not using the health Apps. Table 5 depicts that most of the users (58.7%) are motivated of being fit as main reason while 76.9% non-users feel that either no need of using these Apps or they just don't trust these Apps. Table 6 enlists all different Apps used by students.



Mental health and illness issues

Mental illness is a general term for a group of illnesses that may impact on a person's thoughts, perceptions, feelings and behaviors.

Mental illness can affect working and personal relationships.

Medication, counselling or both can help you manage mental illness.

Types of Mental Health

- Anxiety disorders
- Behavioural and emotional disorders in children
- Bipolar affective disorder
- Depression
- Dissociation and dissociative disorders
- Eating disorders
- Obsessive compulsive disorder
- Paranoia
- Post-traumatic stress disorder
- Psychosis
- Schizophrenia



Solutions for dealing with mental health issues

1. Value yourself:

Treat yourself with kindness and respect and avoid self-criticism.

2. Take care of your body:

Be sure to:

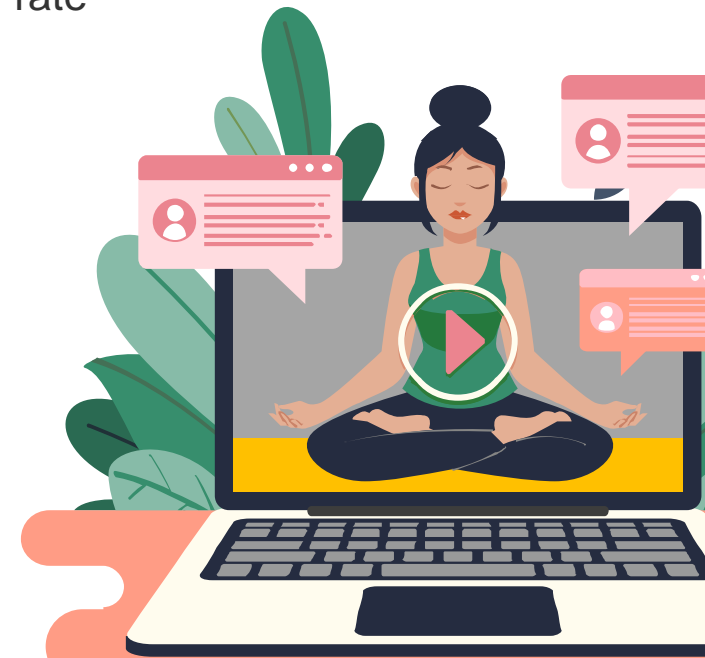
- Eat nutritious meals, Avoid smoking and vaping, Drink plenty of water, Exercise, which helps decrease depression and anxiety and improve moods, Get enough sleep. Researchers believe that lack of sleep contributes to a high rate of depression in college students.

3. Surround yourself with good people:

4. Give yourself:

Volunteer your time and energy to help someone else.

5. Learn how to deal with stress:



6. Quiet your mind:

Try meditating, Mindfulness and/or prayer. Relaxation exercises and prayer can improve your state of mind and outlook on life.

7. Set realistic goals:

Decide what you want to achieve academically, professionally and personally, and write down the steps you need to realize your goals.

8. Break up the monotony:

Although our routines make us more efficient and enhance our feelings of security and safety, a little change of pace can perk up a tedious schedule.

9. Avoid alcohol and other drugs:

Keep alcohol use to a minimum and avoid other drugs.

10. Get help when you need it:

Seeking help is a sign of strength — not a weakness.



Competitive Analysis



Apps related to Healthy Diet, exercise, and Home Remedies



*Health and Nutrition
Guide & Fitness
Calculator*



Heathy Pal



**101 Natural Home
Remedies Cure**



Herbs Encyclopedia



**Home Remedies+
Natural Cures**



**Disease and
Home Remedies**

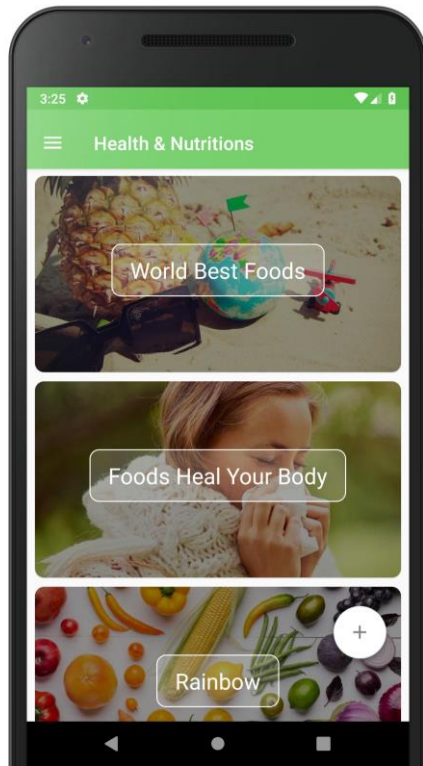




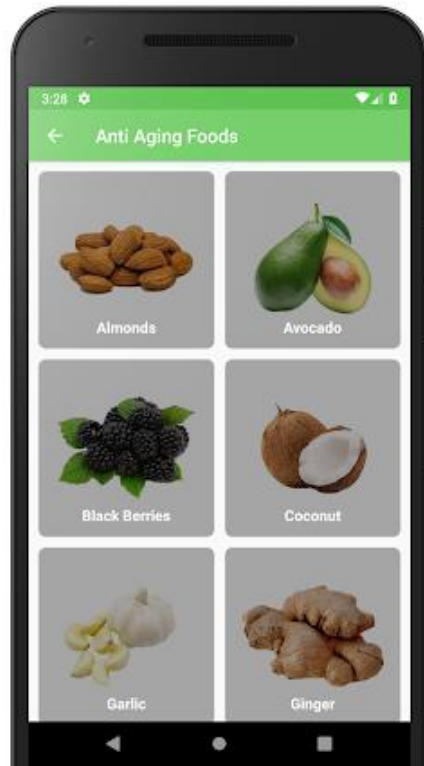
Health and Nutrition Guide & Fitness Calculator

This app helps you understand how the choices you make about your overall diet, rather than fixating on certain nutrients, affect your health and nutritional intake.

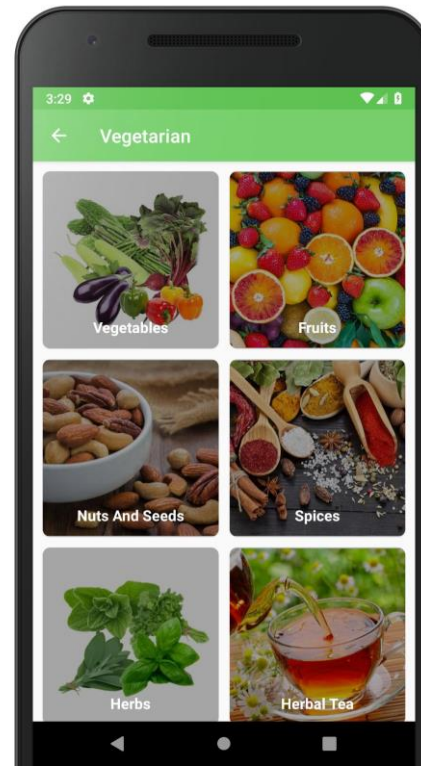
Complete **Nutrition** Guide



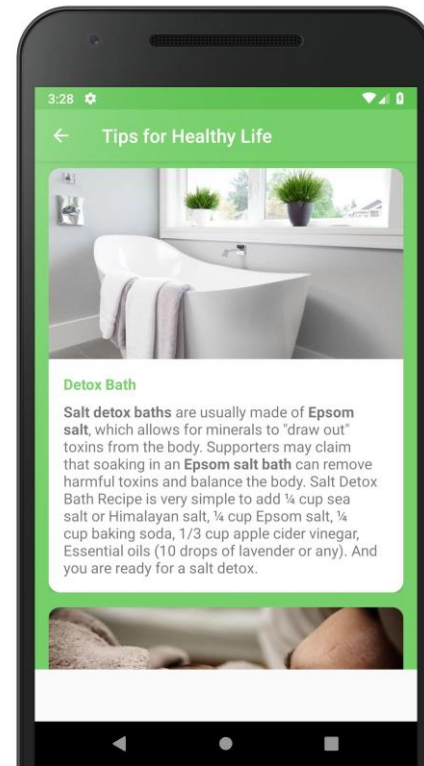
Best **Nutrition** Information



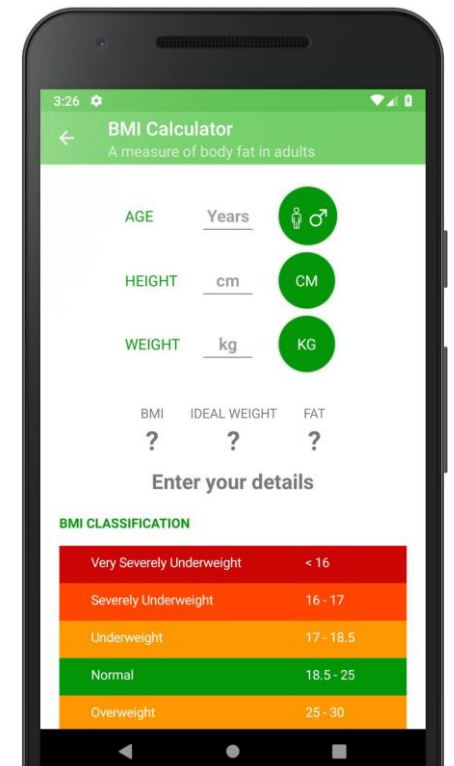
Your **Daily Nutrition** Guide



Basic **Concept** Understanding



Calculate Your **BMI** and
Stay Fit

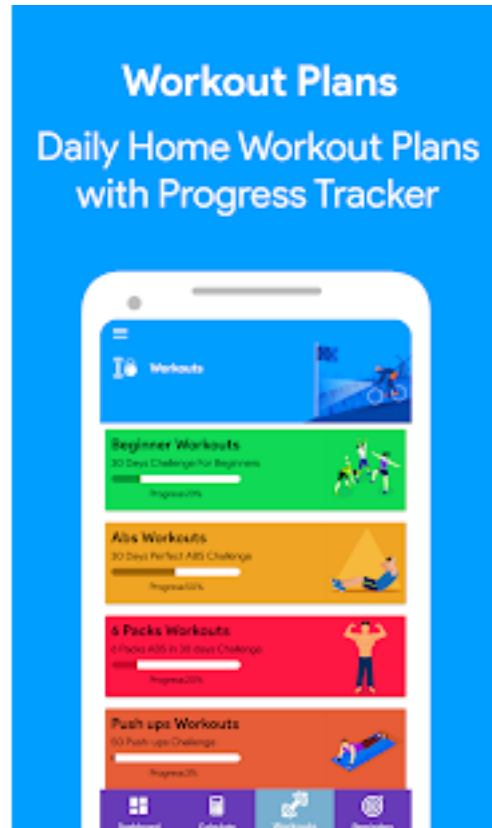
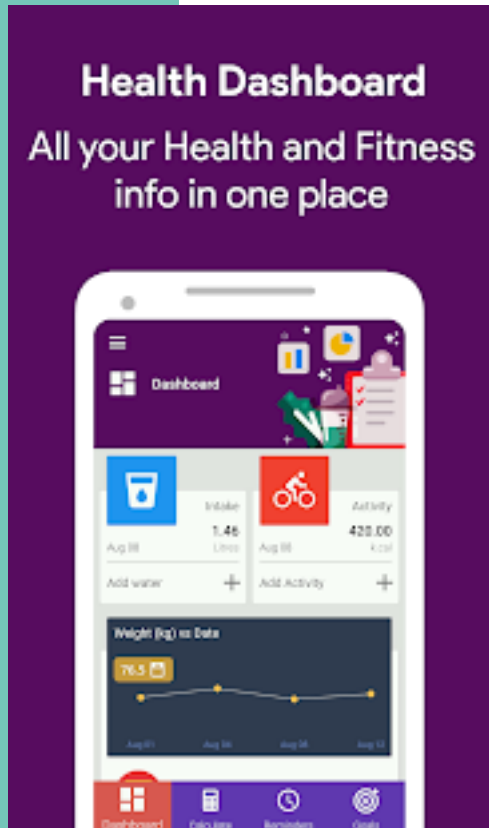




Healthy Pal

Health Pal has all the features you'd ever think to need to keep your lifestyle healthy. From a step counter and diet reminders throughout the day to food and exercise trackers.

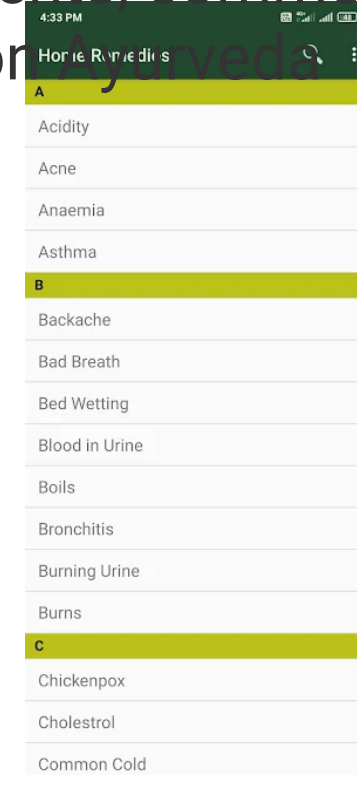
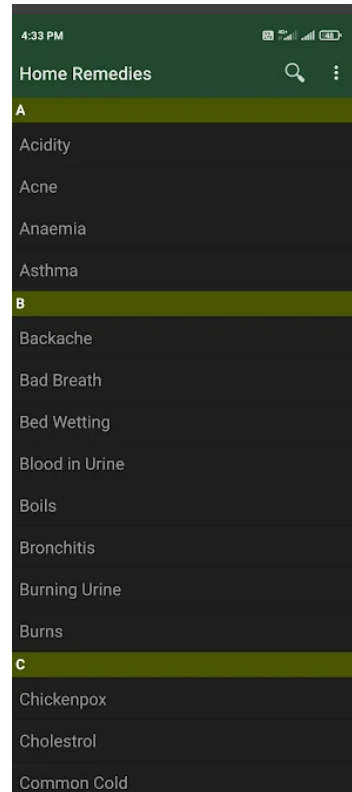
The Health Pal app is a daily companion tool to empower your journey toward a holistically healthy lifestyle.





101 Natural Home Remedies & Natural Cures

101 Natural Home Remedies & Natural Cures is your perfect companion when you need quick and natural remedies for common health alignments. All remedies suggested in the application are natural, ayurvedic and the ingredients, commonly



4:27 PM
Common Cold

1. Add 2 mgs of roasted asafetida to a glass of warm milk and drink this twice a day.
2. Add a teaspoonful of turmeric powder to milk and consume this mixture twice a day.
3. Prepare tea by adding 1 tbsp of pepper powder in a cup of milk along with a pinch of turmeric and little sugar.
4. Take a cup of water and boil it with ginger powder till it becomes half. Add some honey to it. Drink it at night.
5. One lemon along with a teaspoon of honey should be diluted in a glass of warm water and taken once or twice a day.



4:27 PM
Asthma

1. The juice of one clove of garlic with a tsp of honey should be taken twice a day.
2. 1/2 a tsp of hing and 50ml of sesame oil and a pinch of camphor are mixed and applied on the chest to cure the congestion.
3. A teaspoon full each of green ginger, betal and garlic juice are mixed and one tsp of it can be taken thrice a day.
4. Equal portion of tulsi juice and honey is also a good remedy.
5. Onion juice is also helpful.



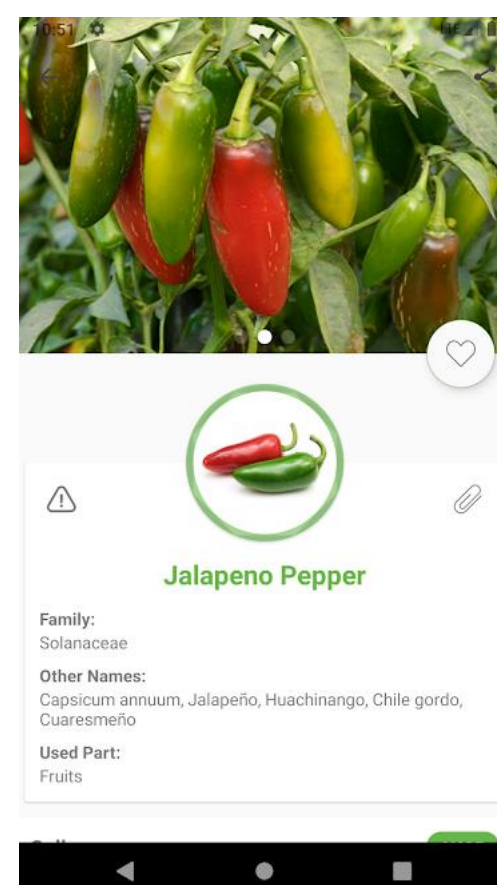
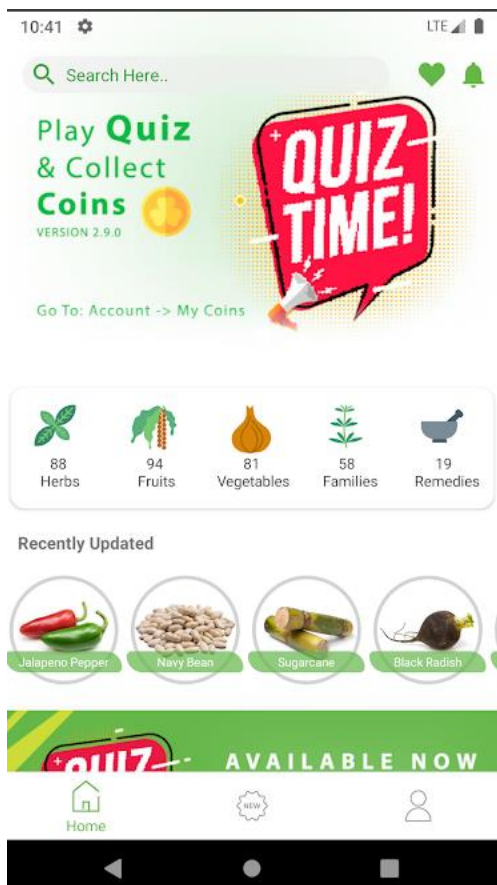
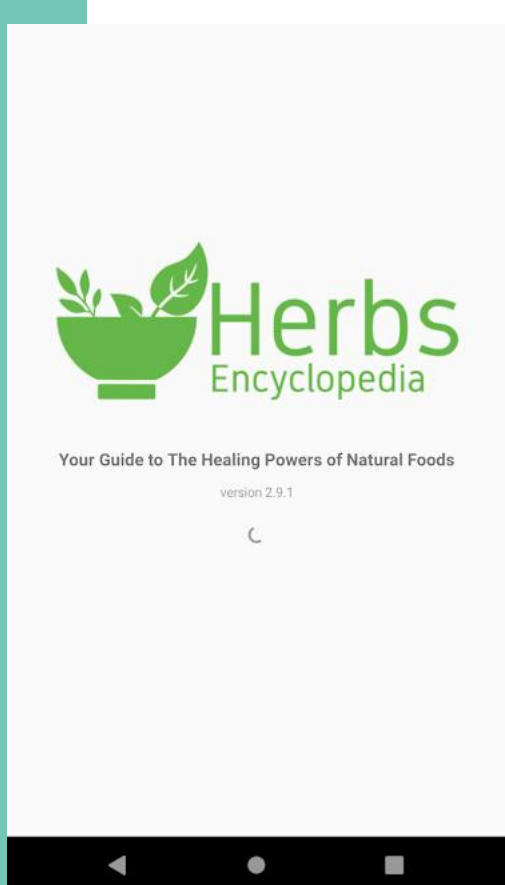
4:33 PM
Home Remedies

- A
- Acidity
- Acne
- Anaemia
- Asthma
- B
- Backache
- Bad Breath
- Bed Wetting
- Blood in Urine
- Boils
- Bronchitis
- Burning Urine
- Burns
- C
- Chickenpox
- Cholestrol
- Common Cold



Herbs Encyclopedia

Herbs Encyclopedia is a FREE application that provides information and details about herbs, vegetables, and fruits. Additionally, the app has a home remedies section which is continually updated.





Home Remedies+ Natural Cures

Complete guide to Home Remedies and Natural Cures for Common diseases, ailments and illness.

Home Remedies and Natural Cures is perfect companion when you need quick and natural remedies for common health alignments.

Home Remedies
Natural Cure

Most of the non life threatening illness can be treated at home.



Home Remedies
Natural Cure

200+ diseases and illness treatment through natural herbs



Home Remedies
Natural Cure









1500+ remedies for 200+ diseases and illness





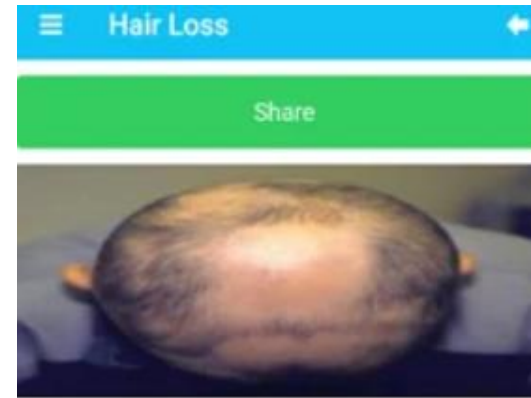
Disease and Home Remedies

Proven Natural Therapies for SKIN GLOW, HAIR LOSS, Nail, Skin cancer, Pimples, Eczema, fungal infection and much more

Skin Diseases	
 Acne, Pimples for teenager and Adult	➔
 Skin Glow Naturally	➔
 Hair Loss	➔
 Eczema or dermatitis	➔
 Diaper Rash	➔
 Athlete Foot	➔
 Skin Burn	➔
 Chicken Pox	➔




Your skin is your friend. You like your skin. Your skin likes you. It protects you from the elements and literally keeps you together. You in turn do your best to protect it from any kind of damage. Then, one day, acne rears its ugly head, and you suddenly hate your skin. What do you do then? Turn to harsh chemicals, and expensive scrubs? That's a fine way to thank a friend who's been there for you since day one. Your epidermis isn't at fault here-it can't help that your hormones are causing all that extra sebum to clog up your pores, or the fact that bacteria is running rampant. If your skin could talk it would say something along the lines of "patience, grasshopper. Treat me right and I shall repay you in kind."



What is alopecia areata/Hair Loss?

Alopecia is a general term for hair loss. Alopecia areata is a specific, common cause of hair loss that can occur at any age. It usually causes small, coin-sized, round patches of baldness on the scalp, although hair elsewhere such as the beard, eyebrows, eyelashes, body and limbs can be affected. Occasionally it can involve the whole scalp (alopecia totalis) or even the entire body and scalp (alopecia universalis). It is not possible to predict how much hair will be lost. Regrowth of hair in typical alopecia areata is usual over a period of months or sometimes years, but cannot be guaranteed. The hair sometimes regrows white, at least in the first instance. Further hair loss is not uncommon. In alopecia totalis and alopecia universalis, the likelihood of total regrowth



How to get a glowing skin? How to have flawless skin? These are the questions that most of us ask the skin specialists and dermatologist and which need a satisfying answer. Clear glowing skin is a dream for every person. No one likes pimples, zits, dark spots, baggy eyes or dark circles. There are different skin types and different problems associated with them. Dry skin can get itchy sometimes and needs to be hydrated often to keep it glowing. Oily skin is prone to pimples and has a greasy texture. Some people have normal skin, which is God's gift, and then there are people with combination skin who have to face the problems of both dry skin and oily skin. Perfect skin is not too oily or dry but needs to be taken care with regular toning and cleansing. There are various types of facial masks made with natural ingredients which can also help in providing natural glow to the skin.

Simple Tips to Get Clear Glowing Skin Naturally - Have Flawless Skin

Clear Glowing Skin Naturally

Competitive Analysis

Applications



Health and Nutrition



Heathy Pal



101 Natural
Home
Remedies Cure



Herbs
Encyclopedia



Home Remedies+
Natural Cures



Disease and
Home Remedies

Features

Home Remedies A-Z	✗	✗	✓	✗	✓	✓
Mental Remedies	✗	✗	✗	✗	✗	✗
Physical Remedies	✗	✗	✓	✗	✓	✓
Food tips and benefits.	✓	✓	✓	✓	✓	✓
Physical Activities	✗	✗	✗	✗	✗	✗
Reference Videos	✗	✗	✗	✗	✗	✗
Description and Methods	✗	✗	✓	✓	✓	✓

Questionnaire

WholisticMe Questionnaire

This is to conduct a research on health and wellness for creating an application on health and Fitness. Staying fit is something you need to maintain. We should go for regular exercise and have a good diet. Having food fulfills your daily need and doing physical activities makes you active and fit. So please take out 5 minutes to fill this questionnaire based on fitness and health.

kushbhatia.21@wud.ac.in [Switch account](#)



Your email will be recorded when you submit this form

1. Name:

Your answer _____

2. Age:

Your answer _____

Gender

- Male
- Female
- Other

4. How often do you eat outside food?

- Daily
- Twice in a week
- Four
- Never

5. How often do you eat home food?

- Daily
- Twice in a week
- More than twice in a week
- Never

6. How often do you feel sick or insecure because of your health?

- Daily
- Once in week
- Once in a Month
- Quite Often in Months
- Never

7. Do you feel taking a beneficial diet can help you in staying healthy for your long life?

- Strongly Agree 1 2 3 4 5 Strongly Disagree
-

8. Where do you look to get to eat beneficial food?

- Consult Doctor
- Ask Family or Friends
- Look for beneficial videos
- Others

9. Do you use a health app for eating beneficial food for body?

- Yes
- No

10. Do you follow the food tips to maintain healthy lifestyle?

- Yes
- No
- Sometimes

11. Do you feel following a health app gives result to your body?

- Option 1
- No



Questionnaire

12. Recent research suggests that covid is less likely to affect people leading an active lifestyle. Does that motivate you to work out?

- Yes
- No
- Not Sure

13. How often do you work-out in a week?

- Once
- Twice
- More than Twice
- Five or more than five times
- Never

14. What are the factors that prevent you from working out?

- I workout daily
- Time Management
- Financial Issues
- Laziness
- Insecurity
- I am not sure why...

15. What are your favorite WAY OF work out?

- Yoga
- Gym
- Cardio
- Walking or Running
- Home workout
- Others
- I don't workout

16. How do you prefer to track your work out?

- Fitness app
- Wearables bands (smart watches, Fitness bands)
- Others (Virtual Classes)
- I don't track my workout

17. Have you ever used an app for exercising or fitness?

- Yes
- No

18. For what purpose have you used the fitness or health app for?

- For Food
- For Exercise (JYM, YOGA, OR ANYOTHER)
- For Tracking diet
- For curing disease
- Others

19. Do you feel if fitness or health application is useful?

- Yes
- No

20. In this busy world, what do you do to relax and calm your mind?

- Take Medicine
- Consult Doctor
- Do Meditation
- Party
- Music
- Food
- Others

Questionnaire

21. Do you feel Yoga meditation can bring peace to your mind?

Strongly Disagree 1 2 3 4 5 Strongly Agree

22. Do you do yoga meditation?

- Yes
- No

23. How usually you are dependent on allopathy medicines?

- Daily
- In week
- In month
- In year

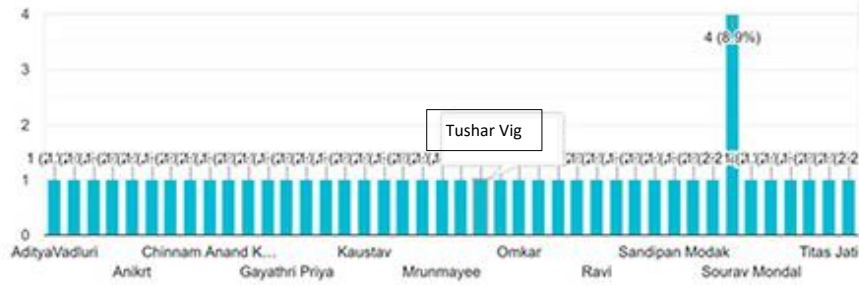
24. Do you feel natural remedies can be an alternative to the medicines?

Strongly Disagree 1 2 3 4 5 Strongly Agree

Questionnaire Responses

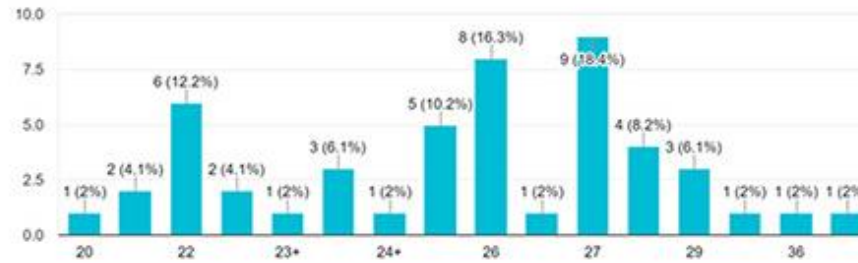
Your Name?

28 Responses



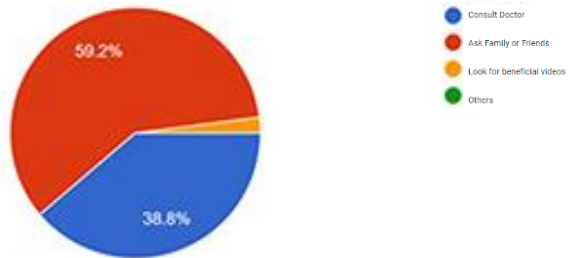
Your Age?

28 Responses



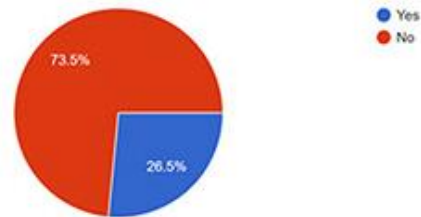
Where do you look to get to eat beneficial food?

28 Responses



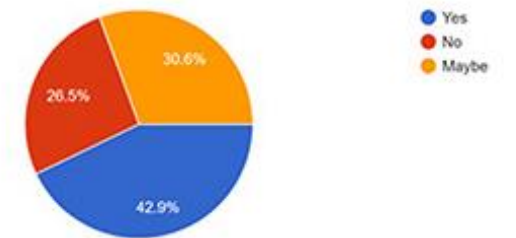
Do you use a health app for eating beneficial food for body?

28 Responses



Do you follow the food tips to maintain healthy lifestyle?

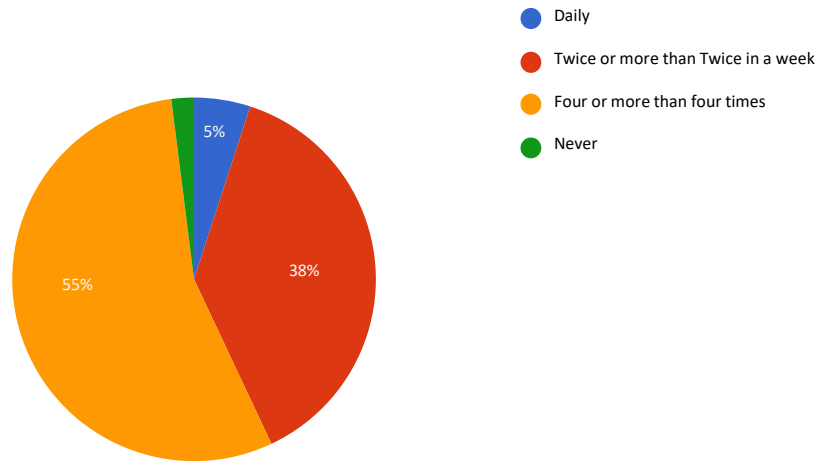
28 Responses



Questionnaire Responses

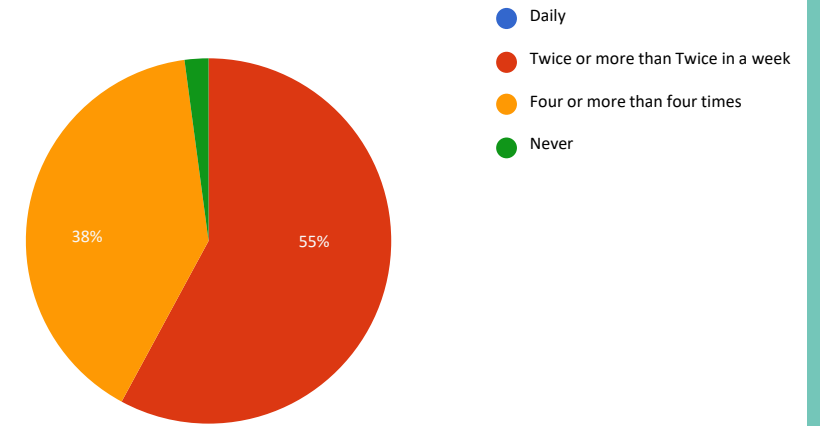
How often do you eat outside food?

28 Responses



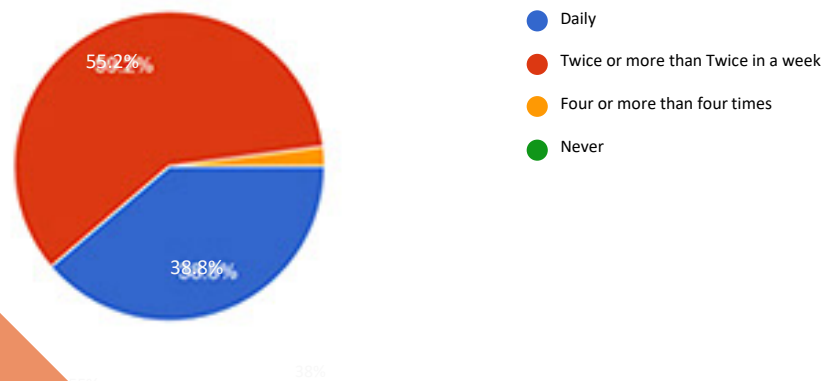
How often do you eat home food?

28 Responses



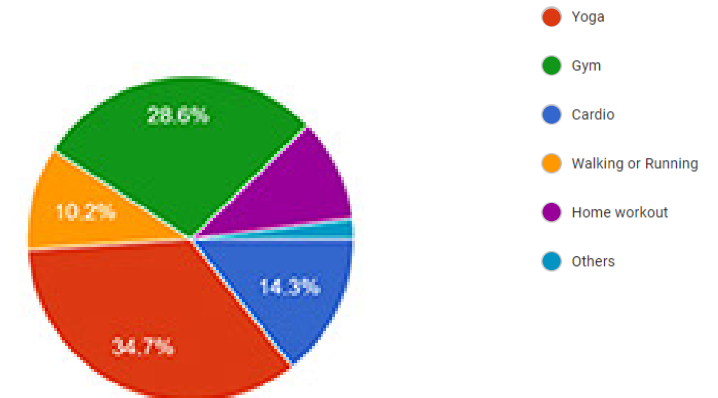
How often do you feel sick or insecure because of your health?

28 Responses



What are your favorite WAY OF work out?

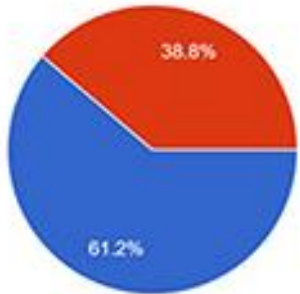
28 Responses



Questionnaire Responses

Do you feel following a health app gives result to your body?

28 Responses



- Yes
- No

Recent research suggests that Covid-19 is less likely to affect people leading an active lifestyle.

Does that motivate you to work out?

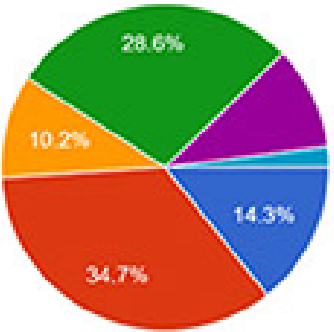
28 Responses



- Yes
- No
- Maybe

What are the factors that prevent you from working out?

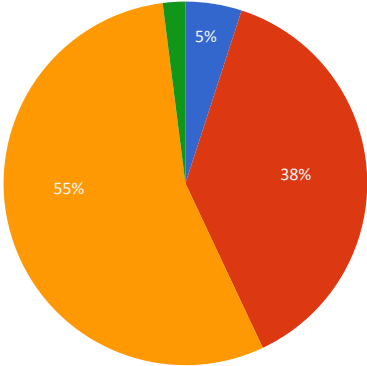
28 Responses



- I workout daily
- Time Management
- Financial Issues
- Laziness
- Insecurity
- I am not sure why...

How do you prefer to track your work out?

28 Responses

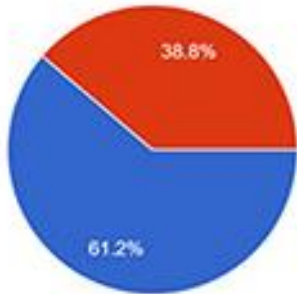


- Fitness app
- Wearable Bands
- Others (Virtual classes)
- Never

Questionnaire Responses

Have you ever used an app for exercising or fitness?

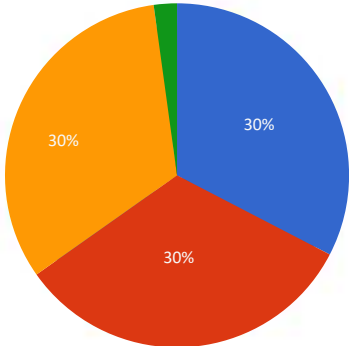
28 Responses



- Yes
- No

For what purpose have you used the fitness or health app for?

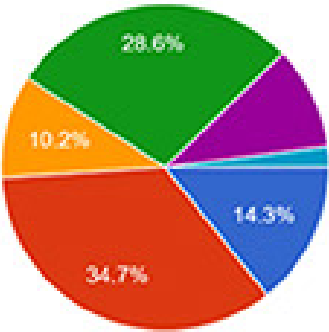
28 Responses



- For Food
- For Exercise (GYM, YOGA, OR ANYOTHE
- For Tracking diet
- For curing disease

What are the factors that prevent you from working out?

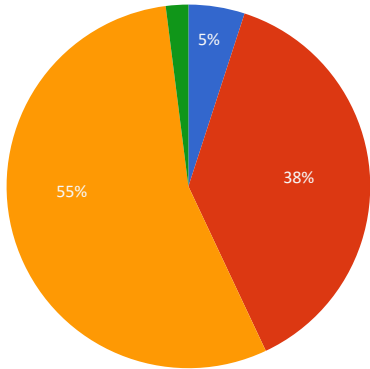
28 Responses



- I workout daily
- Time Management
- Financial Issues
- Laziness
- Insecurity
- I am not sure why...

How do you prefer to track your work out?

28 Responses

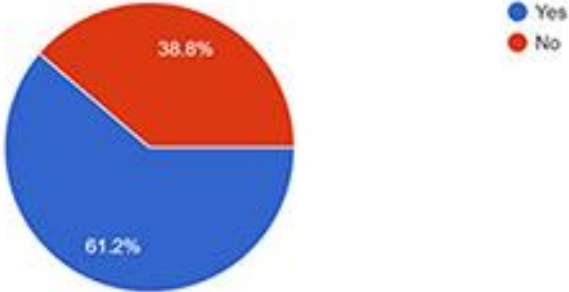


- Fitness app
- Wearable Bands
- Others (Virtual classes)
- Never

Questionnaire Responses

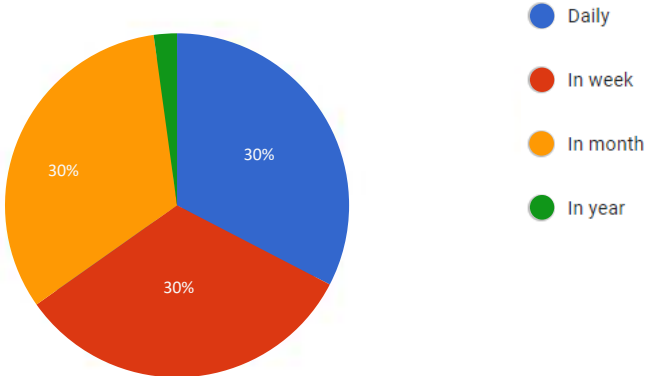
Do you do Meditation?

28 Responses



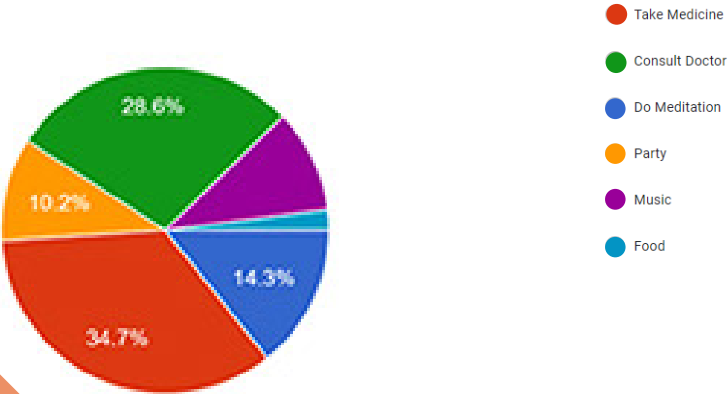
How usually you are dependent on allopathy medicines?

28 Responses



In this busy world, what do you do to relax and calm your mind?

28 responses



Questionnaire Insights

Quantitative Research

20% people who do Yoga.

10% people do Meditation.

72.5% of people do walking.

61.2% of people have fitness application

Qualitative Research

They don't get time for Exercise.

They take allopathic medicines to recover.

Most of them have fitness app.

They do a lot of walking and Cycling.

Proposed Solution

Real-time detection and management of chronic disease

Technology advancements has made real-time detection of health changes a reality to allow individuals to report of symptoms and signs or other health indicators (e.g., heart rate/patterns, blood pressure) in real-time when they experience the changes

Incorporating of Body Scan Feature

The REAL X-Ray spex: New 'terahertz' scanner lets mobile phones to see inside the human Body. Close up of a CMOS chip - a new version of the commonly used chips would allow users to capture images 'through' walls and even inside the human body.

- Scanner uses 'terahertz' spectrum - between infrared and microwaves
- Can see through walls, wood and plastics
- Doctors could use small, affordable devices to see tumors inside body

The wearable terahertz imaging of human hand without external terahertz sources is an important step for future medical applications, enhancing real-time monitoring of daily health conditions,” said lead author professor Yukio Kawano, PhD of the TITECH Laboratory for Future Interdisciplinary Research of Science and Technology.

Portable Terahertz Scanner Images the Human Body

“We are planning to integrate our terahertz camera with a signal read-out circuit and a wireless communication device into a single chip and to develop a high-speed terahertz inspection system. Real-time medical monitoring applications are our next step.”



Proposed Solution

Incorporating Breath Scan

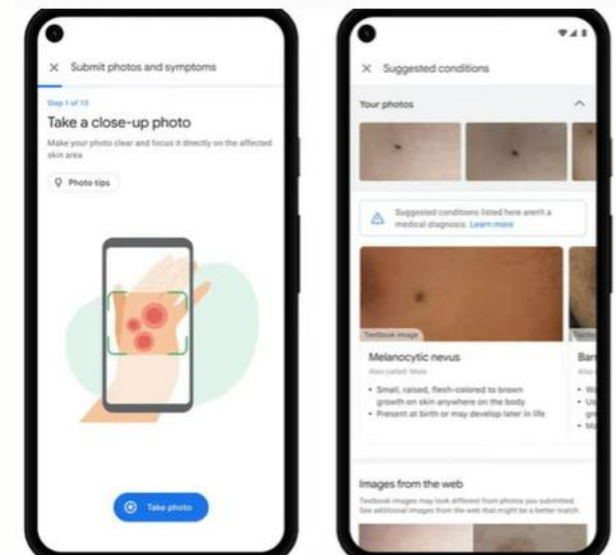
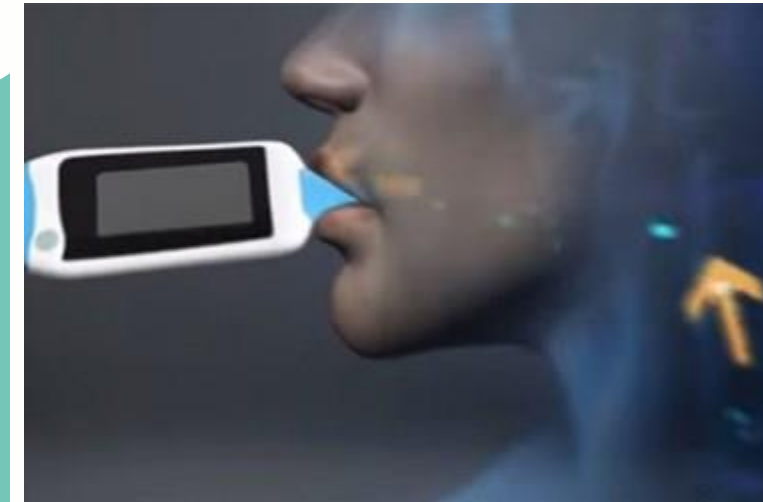
The Na-Nose technology will be incorporated into the smart phone. So, once the person talks over the phone, the smart phone will react to the content of the breath, and it will analyze the results. This is quite an approach because it allows every person to get a diagnosis of the disease without going to the clinic and it might enable early diagnosis of the disease even though we are feeling healthy.

SniffPhone is a new 2020 prototype, compact handheld device that measures exhaled breath for early diagnosis of cancer. The user holds the device in front of his or her mouth, and exhales onto the SniffPhone. The device then takes a sample of the exhaled breath and measures the contained Volatile Organic Compounds (VOCs) using highly sensitive nanotechnology-based chemical sensors. The measurements are sent via Bluetooth using a smartphone to a dedicated cloud platform, where they are analyzed by the appropriate medical personnel.

Incorporating Skin Scan (Electronic skin to diagnose skin disease)

Integration of Nanotechnology into so called Electronic Skin. The Electronic Skin is a kind of a patch which you can stick either to your inner part of your arm or your chest. And then the patch will interact with volatile organic compounds, which are emitted from infectious disease to the blood stream. Capture three images from your phone camera from different vintage points. Here AI analyzes will the information and searches its database of 288 skin conditions.

With the help of AI you will be able to detect and diagnose different types of disease.



User Segmentation

Primary Users



School Children
5-15 years



Job/Businesspeople
24-50 years



Youngsters
16-23 years



Aged People
65-85 years



Athletes/Sportsperson
12-40 years



Gym People
17-65 years

Secondary Users



Doctors



Nurses



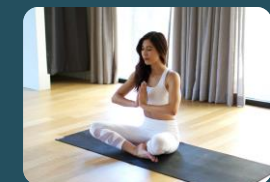
Dietitian



Counselor



Gym Trainer



Yoga Trainer

Personas (Ideal for using WorldNews Application)

Looking for tips to prevent his hair falling.

Persona 1

John (Job person) Age:25



John has got a new job where he finds a lot workload. He is so busy in his work that he is unable to take out time for his health. He realizes he hasn't taken care of his health therefore is losing some of his hair. So, for this he uses google to get some solutions to grow his hair. He wishes he could know more about the solutions as he is cautious in using the treatment.

Goals

John wants to work without taking pressure so that he can take care of his health. He is also looking for some home remedies so that he can prevent his hair from ruining.

Wants to check if there is any disease in her body.

Persona 2

Serena (Teacher) Age:48



Serena is a tuition teacher and teaches to college kids. She is packed in her busy life as she handles her household work and earn her living by herself. She feels tired thinking that something is wrong with her body. She doesn't get time to go to doctor also. So, she wants an app that could allow herself to check at her home.

Goals

Serena wants to check her health herself at her home and wants to know if there is any disease in her body.

Persona 1

John (Job person) Age:25

John has got a new job where he finds a lot workload. He is so busy in his work that he is unable to take out time for his health. He realizes he hasn't taken care of his health therefore is losing some of his hair. So, for this he uses google to get some solutions to grow his hair. He wishes he could know more about the solutions as he is cautious in using the treatment.



Looking for tips to prevent his hair falling.

Goals

John wants to work without taking pressure so that he can take care of his health. He is also looking for some home remedies so that he can prevent his hair from ruining.

Pain Points

Frustrated with the pressure of workload. Looking a legit app to get the home remedies.



Empathy Map of John

What User Thinks

Looking for a medical app that heals body.
Current apps are not good fit as there is limited content.
Trying to search the appropriate videos for healing.

▪ What User Says

- I want peace of mind so that I can relax and do my work at same time.
- Wants an app that could guide meditation as well as remedies of running hair.
- Wishes if there could be a Lifestyle app.

What User feel

He is busy with workload and frustrated with his situation.
He is confused which is legit and reliable remedy app for healing.
He is worried how to cope up with stress.

What User Does

Search YouTube videos to find the healing app for hair.
He also searches different apps on and looks if all features are there in one.
He downloads different apps and delete them.

USER JOURNEY JOHN

Stages	Discovery	Evaluation	1st Interaction	Loyalty
User Journey	<ul style="list-style-type: none"> Looking for a medical app that heals body. Current apps are not good fit as there is limited content. Trying to search the appropriate videos for healing. 	<ul style="list-style-type: none"> He looks for such application online. He finds a lot of options. He download the Healthify Me 	<ul style="list-style-type: none"> His friend suggested to download Holistic Healing: Home Remedy. Unfortunately, after few days he had fever because of stress. He used Holistic Healing app to get help. 	<ul style="list-style-type: none"> Suggested his friend about Holistic Healing application. Saw varieties of healing process like exercises, meditation, food, and listening songs.
Pain Points	<ul style="list-style-type: none"> Gets tired in finding a legit and reliable video. He is worried of losing his hair. 	<ul style="list-style-type: none"> Healthify Me doesn't meet his requirement as he is looking for home remedy. Some Apps charge for features. 	<ul style="list-style-type: none"> He used the app and saw the videos of dealing stress by meditation. He also got some tips to deal stress. 	
Digital Touchpoints	<ul style="list-style-type: none"> He looks out YouTube videos and gets the remedy solution. He also searches meditation videos to get relief from stress. 	<ul style="list-style-type: none"> Searches for related apps. Looks for high rated apps and download those. Search on Quora for Suggestion. 		<ul style="list-style-type: none"> Send download link to his friend. Get important offers. Get notification regarding updates.
Features	<ul style="list-style-type: none"> Looking for a feature which can not only give physical, or food tips but also mental tips. 			

Emotional Journey

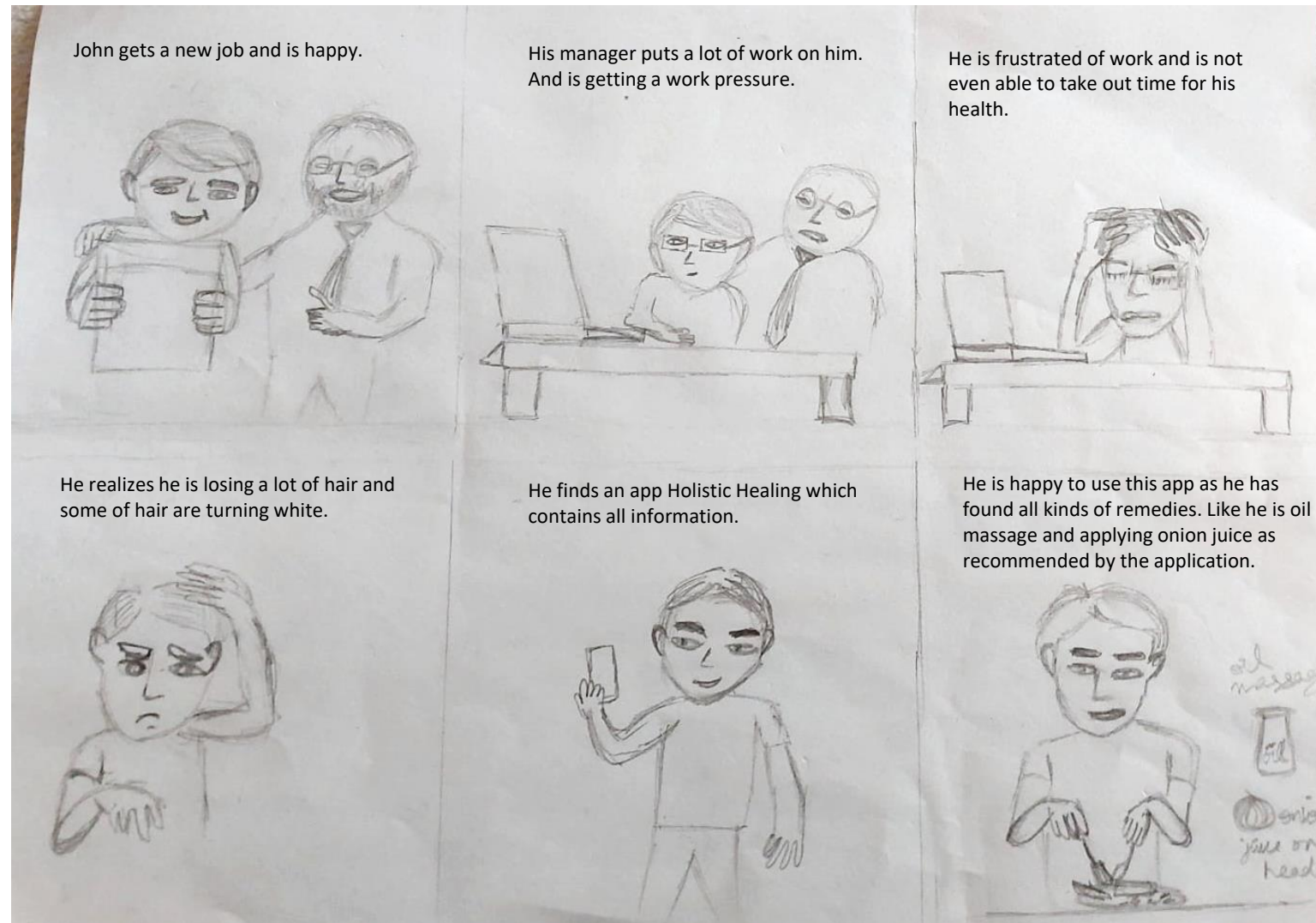
Stressed out

Optimistic

Happy & Relaxed

Satisfied

Storyboarding John



Persona 2

Sophia (Student & Worker)
Age 28

She works as a part time in a restaurant and doesn't get time for cooking her home food, so she is partly dependent with outside food. Due to this she often gets sick as a result of eating junk food. Therefore, she takes the medicines under compulsion, which she feels is not a good option. For this she searches on Google to find a home remedy solution and avoid taking allopathic medicines. This is because she feels allopathic medicines are not good in a long run.



Looking for home remedies to avoid taking allopathic medicines.

Goals

Sophia is looking for home remedies to avoid taking allopathic medicines.

Wants to look for legit home remedies.

Pain Points

Often gets sick because of eating junk food.

Unable to find an application for home remedies.

Empathy Map Sophia

What User Thinks

She needs to find good healthy food for better health. Thinks that allopathic medicines are not good in long run.

Tries to ask someone about home remedies for better health.

What User Says

- Allopathic Medicines are not good in long run.
- Wants an app that could guide in making home remedies.
- Wishes if there could be an app where she could order home remedies.

What User feel

Eating outside food makes her feel annoyed. Often gets sick and takes medicine in compulsion She is worried how to cope up with diseases.

What User Does

Always searches on google to get a home remedy for body.

Trying to search the appropriate videos for healing.

She also searches different apps on and looks if all features are there in one.

USER JOURNEY SOPHIA

Stages	Discovery	Evaluation	1st Interaction	Loyalty
User Journey	<ul style="list-style-type: none"> Looking home remedies. Current apps are not good fit.. Trying to search the appropriate videos for healing like cold and cough. 	<ul style="list-style-type: none"> She looks for such application online. She finds a lot of options. She download the Home Remedies & Natural Cure 	<ul style="list-style-type: none"> Her friend suggested to download Holistic Healing: Home Remedy app. Unfortunately, after few days she had stomachache because of junk food. She used Holistic Healing app to get help. 	<ul style="list-style-type: none"> Suggested her friend about Holistic Healing application. Saw varieties of healing process like exercises, meditation, food, and listening songs.
Pain Points	<ul style="list-style-type: none"> Gets tired in finding a legit and reliable video. She is worried of taking medicines as it is not good for long run. 	<ul style="list-style-type: none"> Home Remedies & Natural Cure doesn't meet his requirement as she is looking for not only looking for food tips, but also exercises. Some Apps charge for features. 	<ul style="list-style-type: none"> She used the app and saw the videos of curing stomachache. She also got some tips to do Yoga for better Health. 	
Digital Touchpoints	<ul style="list-style-type: none"> She looks out YouTube videos and gets the remedy solution. She also searches Yoga postures videos to get relief from stomachache. 	<ul style="list-style-type: none"> Searches for related apps. Looks for high rated apps and download those. Search on Quora for Suggestion. 	<ul style="list-style-type: none"> . 	<ul style="list-style-type: none"> Send download link to her friend. Get important offers. Get notification regarding updates.
Features	<ul style="list-style-type: none"> Looking for a feature which can not only give physical, or food tips but also mental tips. 			

Emotional Journey

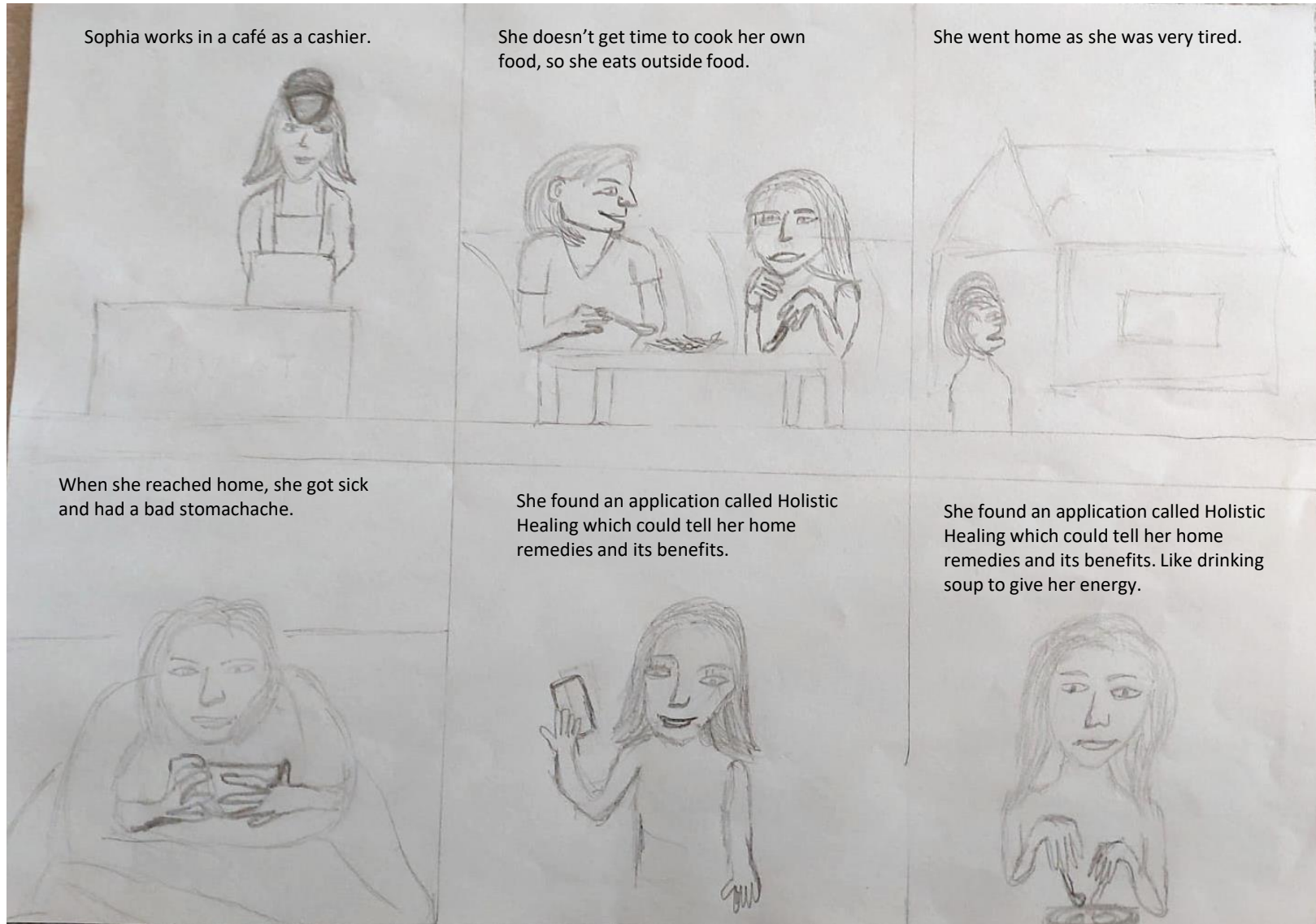
Stressed out

Optimistic

Happy &
Relaxed

Satisfied

Storyboarding Sophia



Persona 3

Mike (Student)
Age 15

Mike is a teenager in school. He is aggressive and loses his temper in minutes. He is not able to calm himself and is frustrated to make friends in school. For this he is looking for someone to guide him and teach him meditation so that he can be calm.



Looking for meditation to be stable and calm its anger.

Goals

Mike wants to control his temper and be calm with his friends.
He wants an application that could guide him in doing meditation.

Pain Points

Looses his temper and is not able to make friends in his school.
Not able to stay calm when someone teases him.

Empathy Map Mike

What User Thinks

User thinks he needs someone to be his friend.
User wants to be calm, and others not make his fun.
Trying to how to become friends with others.

What User Says

- He wants to become a part of others group.
- He wants someone to teach him meditation to calm himself.
- Wishes if there could be an app of meditation.

What User feel

User feels lonely and frustrated.
He feels how to control his anger.
He is worried how to cope up with his anger.

What User Does

Search YouTube videos to calm himself.
He also searches different apps.
He downloads different apps and delete them.

USER JOURNEY MIKE

Stages	Discovery	Evaluation	1st Interaction	Loyalty
User Journey	<ul style="list-style-type: none"> Looking for meditation to be calm. People make fun of him. Trying to control anger. 	<ul style="list-style-type: none"> He looks for such application online. He finds a lot of options. He download the Hello Mind for Meditation. 	<ul style="list-style-type: none"> His friend suggested to download Holistic Healing: Home Remedy application. Unfortunately, after few days he had anger because of some bickering with friends. He used Holistic Healing app to get help. 	<ul style="list-style-type: none"> Suggested his friend about Holistic Healing application. Saw varieties of healing process like exercises, meditation, food, and listening songs.
Pain Points	<ul style="list-style-type: none"> Gets annoyed with his friends. Looses his temper. 	<ul style="list-style-type: none"> Hello Mind doesn't meet his requirement as he is looking for exercises also. Some Apps charge for features. 	<ul style="list-style-type: none"> He used the app and saw the videos of dealing anger by meditation. He also got some tips to deal stress. 	
Digital Touchpoints	<ul style="list-style-type: none"> He looks out YouTube videos for controlling anger. He also searches meditation videos to get relief from anger. 	<ul style="list-style-type: none"> Searches for related apps. Looks for high rated apps and download those. Search on Quora for Suggestion. 		<ul style="list-style-type: none"> Send download link to his friend. Get important offers. Get notification regarding updates.
Features	<ul style="list-style-type: none"> Looking for a feature which can not only give meditation, but also control anger tips. 			

Emotional Journey

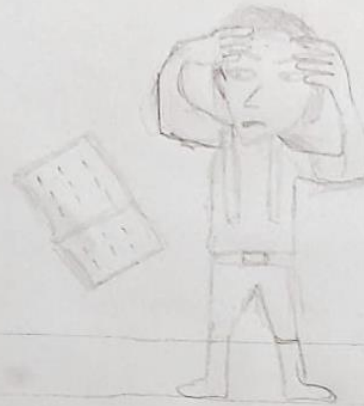
- Stressed out
- Optimistic
- Happy & Relaxed
- Satisfied

Storyboarding Mike

Mike is teased by other students in school.



Mike is frustrated by other people comments.



He loses his temper and starts fighting with them.



Someone recommends him this application called Holistic Healing in which he learns how to control anger.



Moreover, he also learns meditation to keep mind stable and how to not be affected by others.

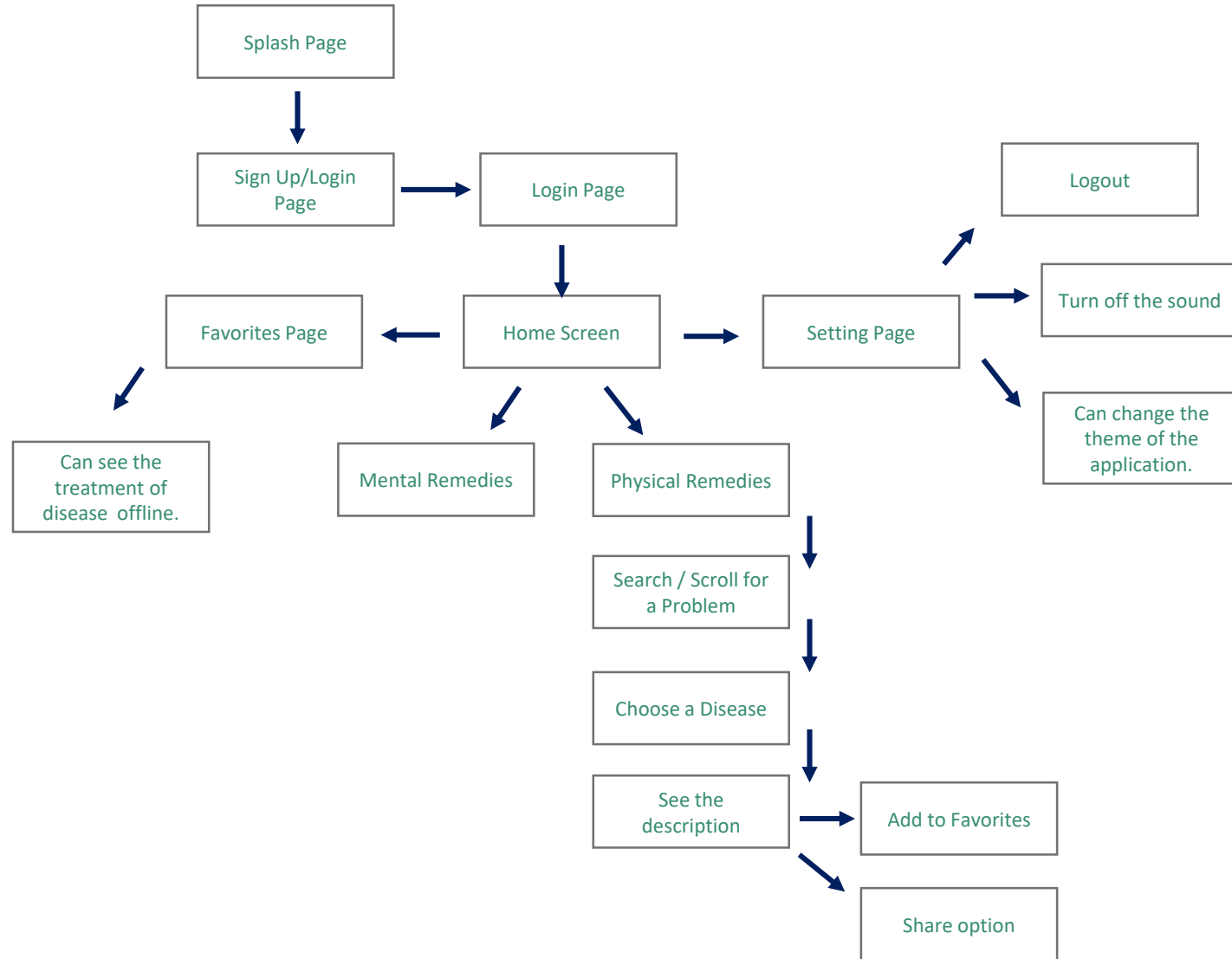


With this attitude he is now able to make friends in school.

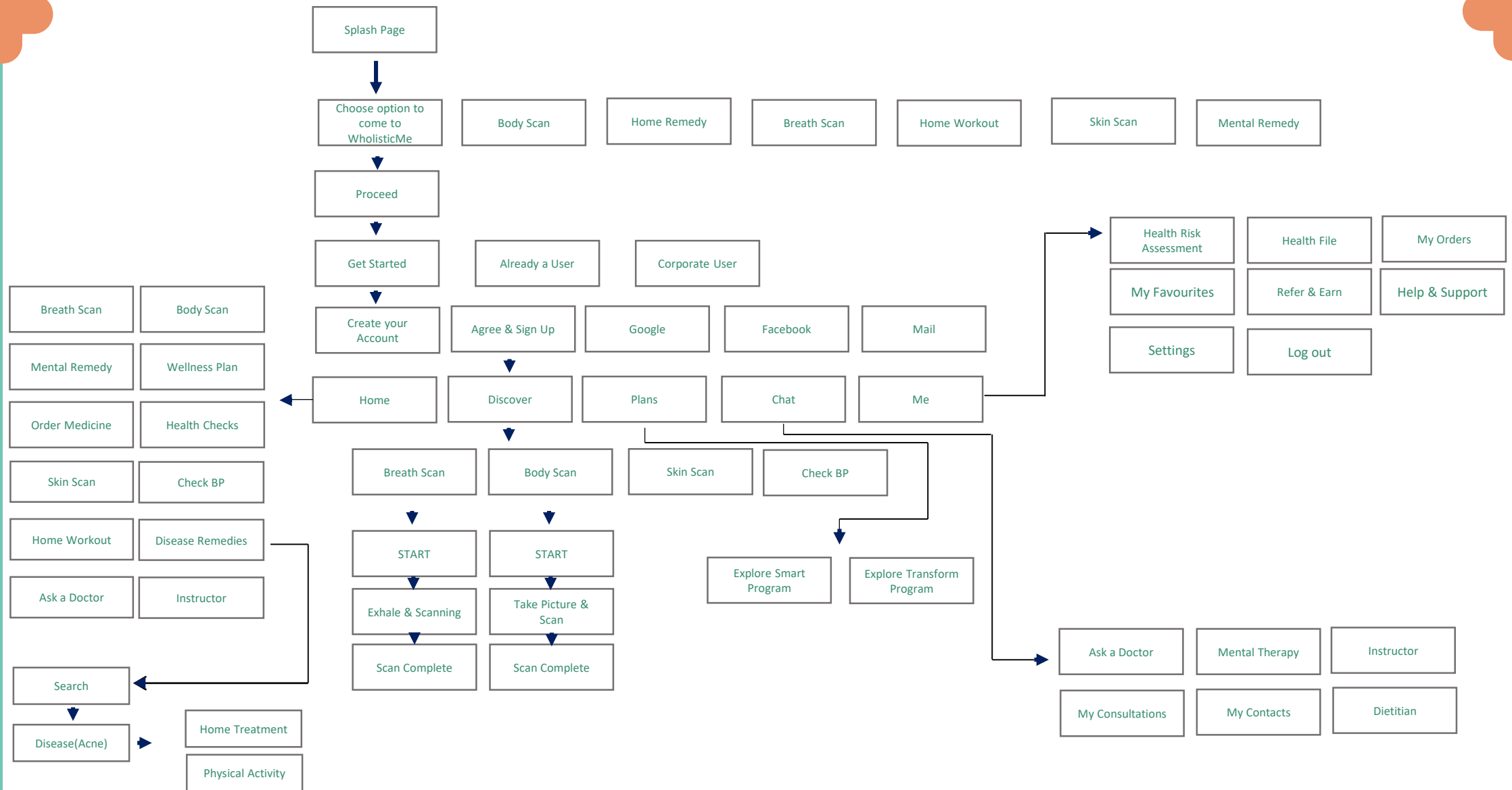


Information Architecture

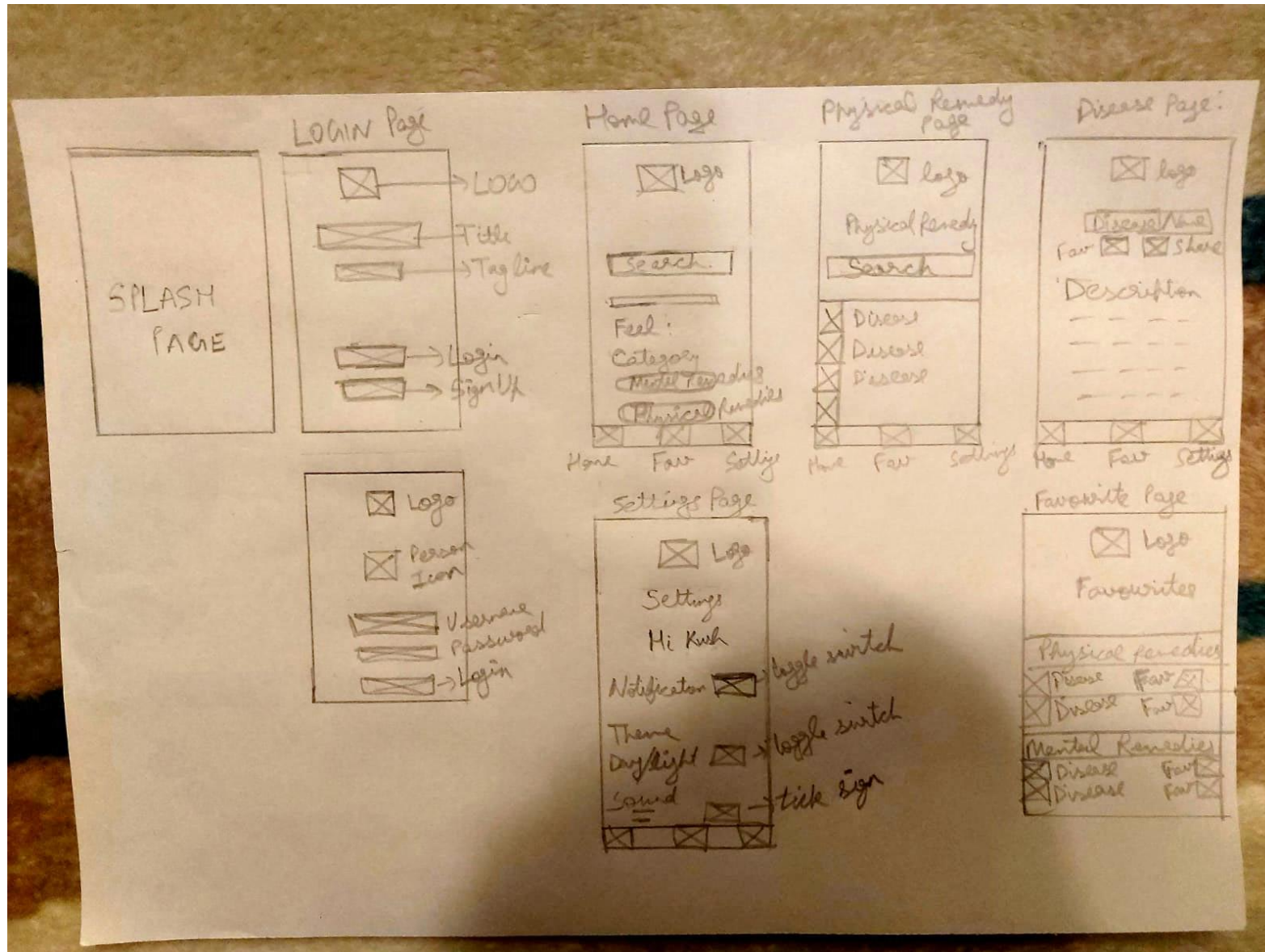
VERSION 1



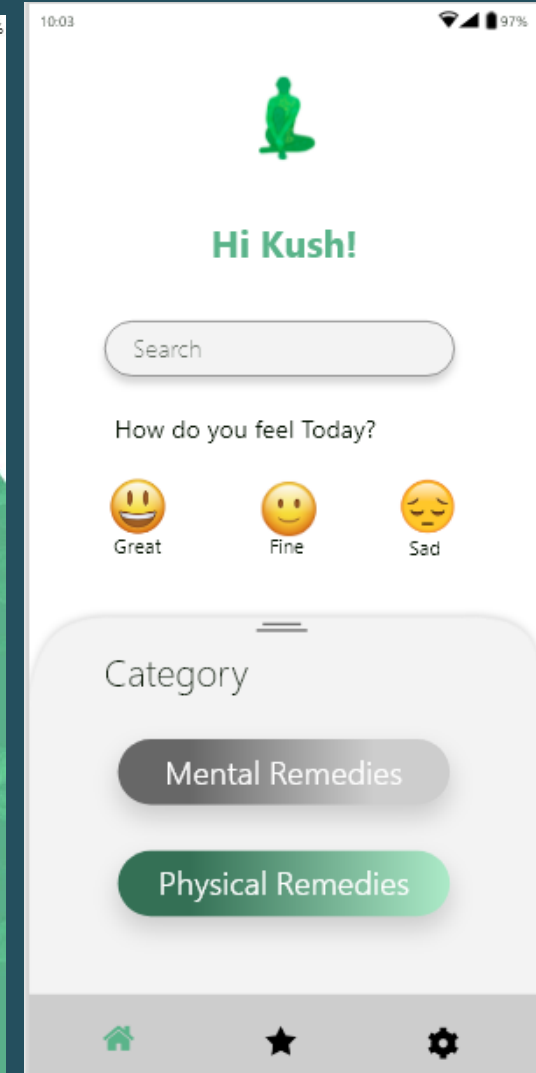
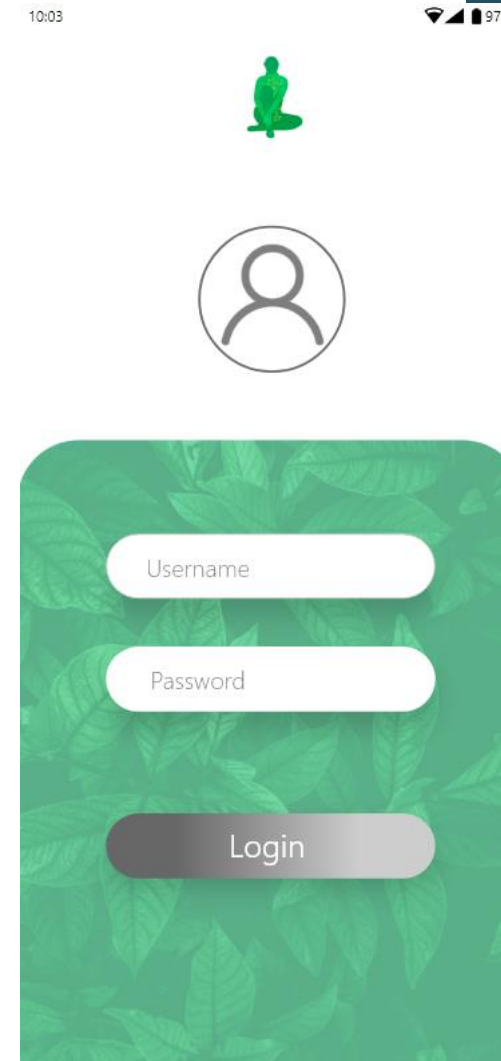
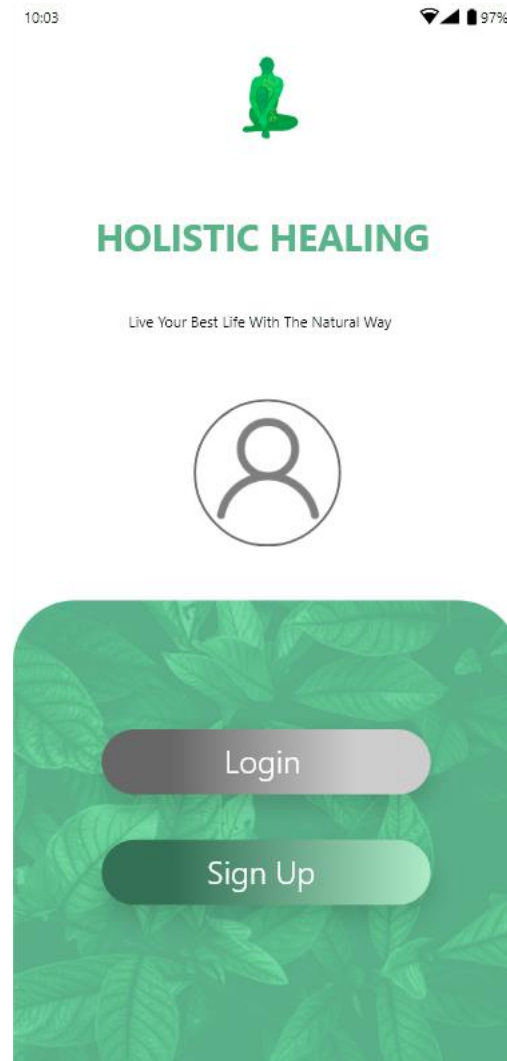
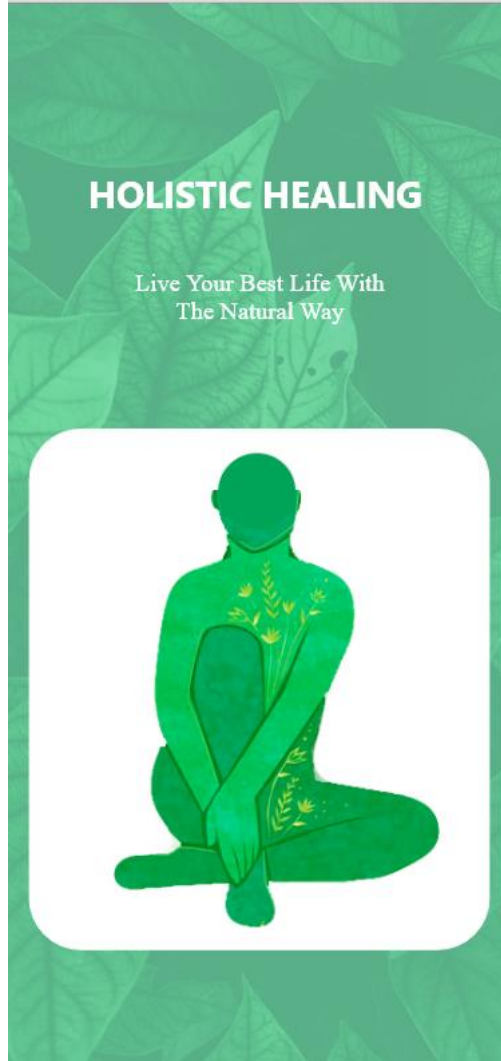
VERSION 2



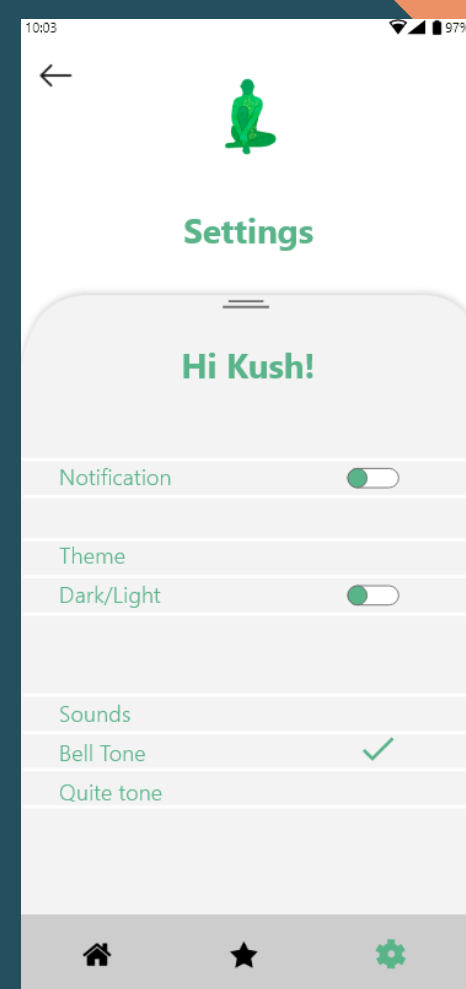
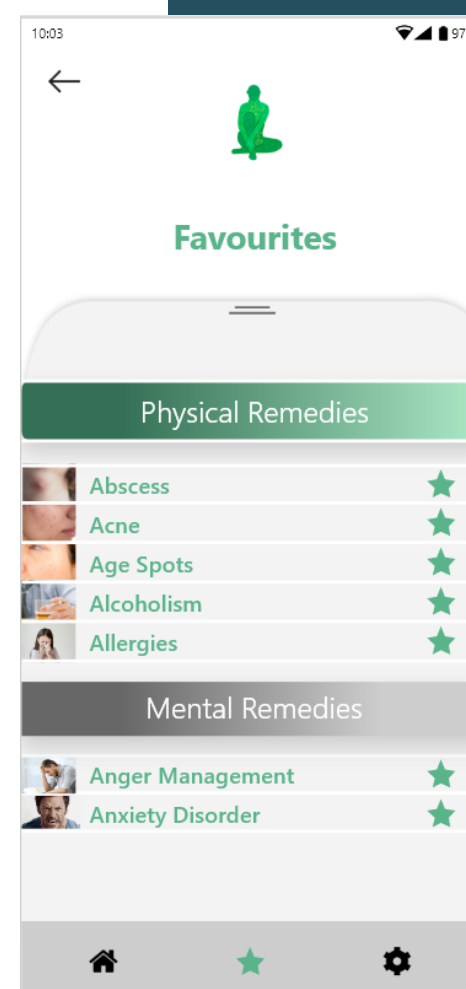
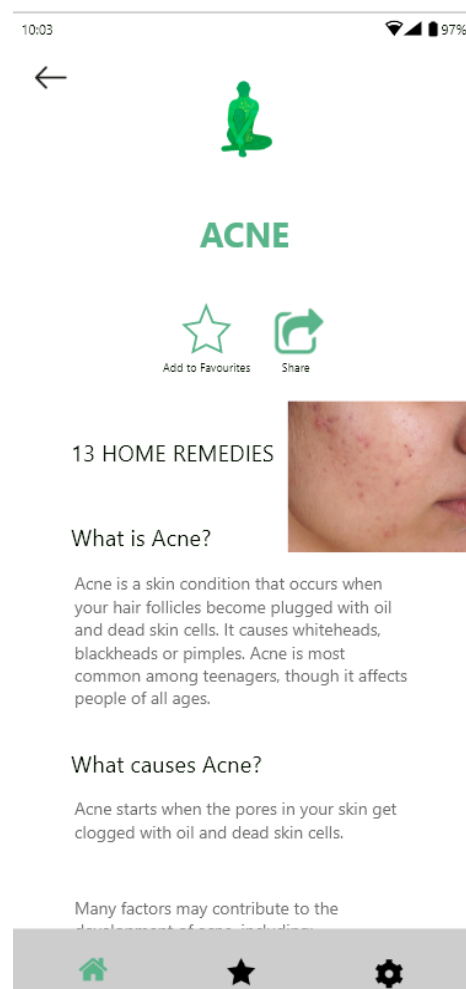
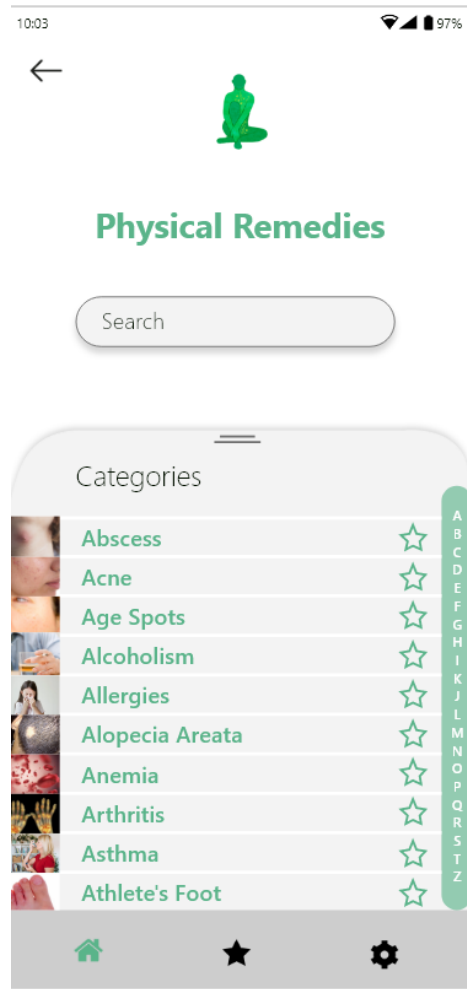
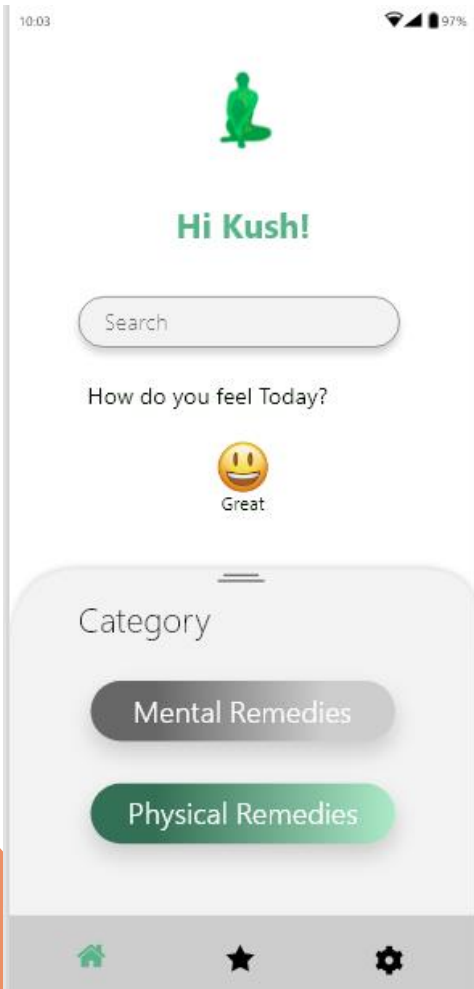
Low Fidelity Wireframes



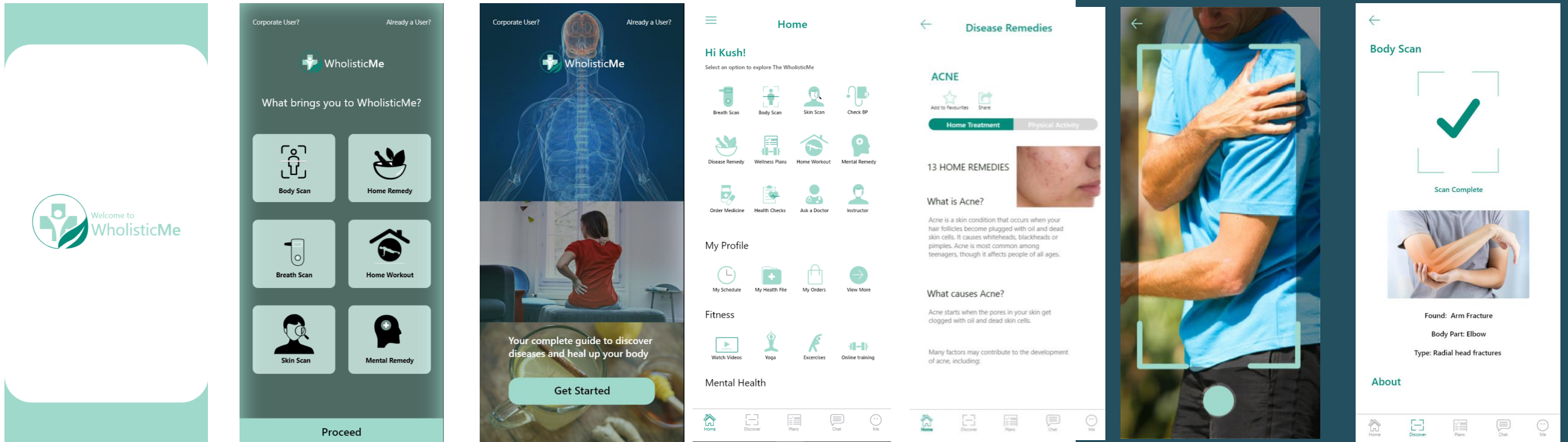
Mockups 1



Mockups 1



Mockups 2



Link to the Prototype

<https://xd.adobe.com/view/d74e1084-f928-427a-8614-e0a656b978d0-821d/?fullscreen>

UI KIT

WholisticMe Logo



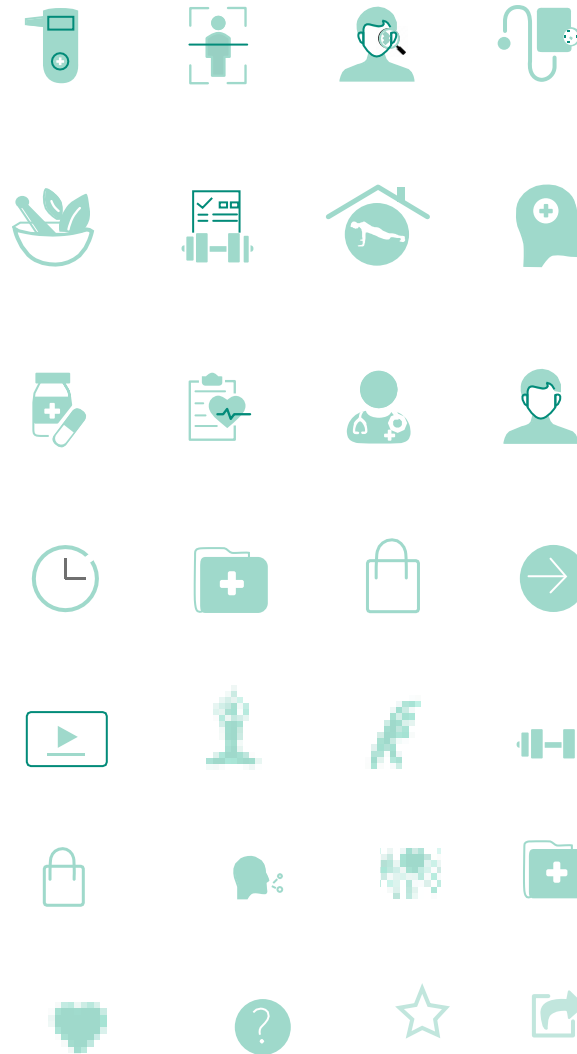
Navigation Default Buttons



Navigation Icons Selected



Icons



Buttons



Primary Action Button

Typography

Fonts

Segoe UI Family

Bold

Semi-light

Light

Colors



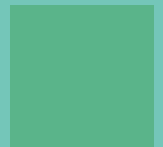
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Thank You

