

# VERA

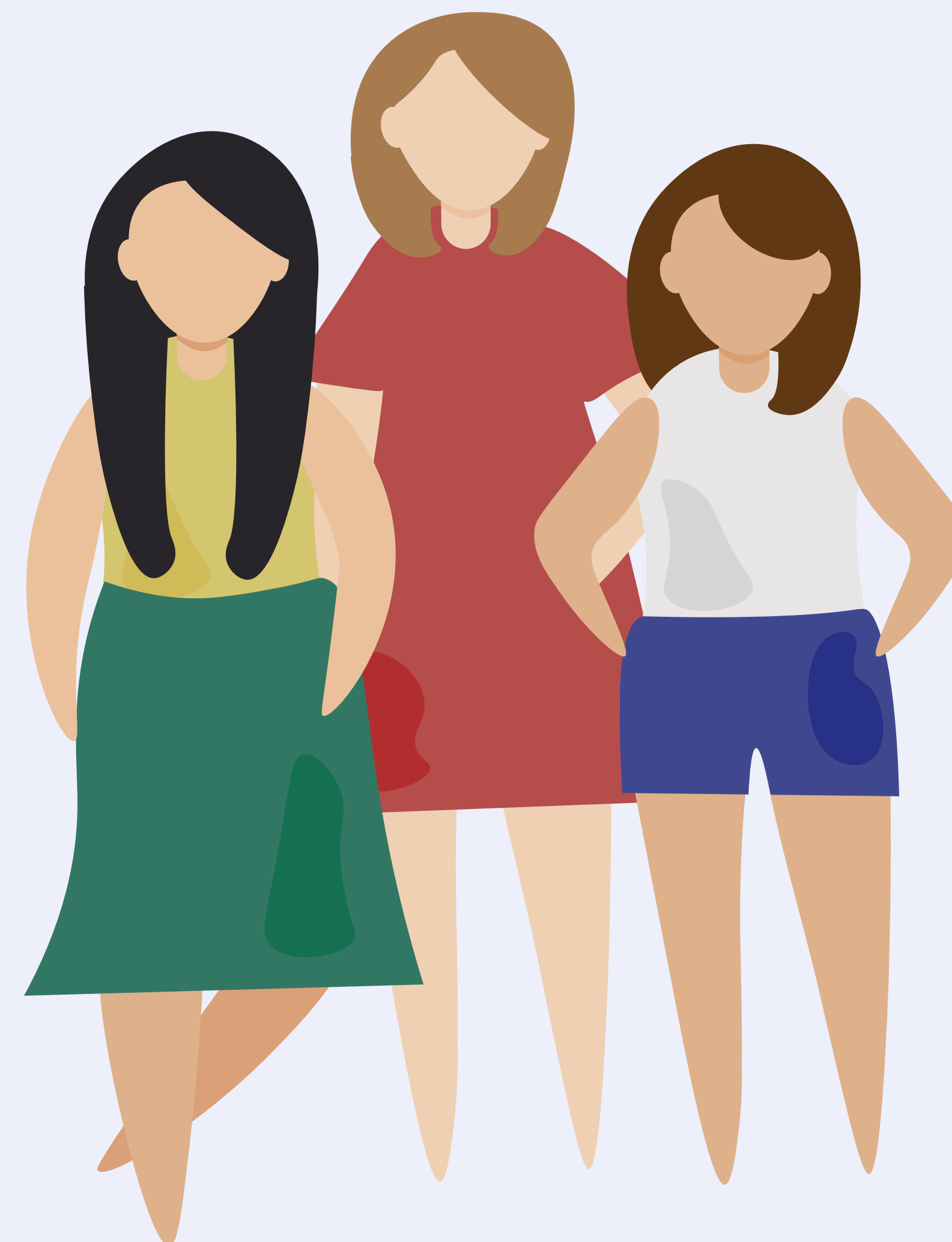
DESIGN SPECIFICATION

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Master of Human-Computer Interaction + Design

University of Washington

2018 Capstone Project



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# Overview

## EXECUTIVE SUMMARY

Menopause is a natural phase of life that affects half of the world's population. Yet, it is rarely discussed and often seen as a taboo topic.

Menopause is not a disease, so we use the word "signals" instead of symptoms. Signals can include hot flashes, insomnia, irregular periods, and many others physical and emotional changes. Menopause can also affect a person's quality of life since signals can be disruptive, surprising, or confusing.

During our primary research, we learned that menopause greatly varies across individuals, cultures, and lifestyles. Most of the people we interviewed felt unprepared and confused about their menopausal timeline. Instead of seeking support or sharing information, menopausal people often silently endure their experience.

However, when they did learn about menopause's effect on their bodies, they also discovered a sense of agency. The ability to mentally prepare themselves or make a lifestyle change felt empowering. We call this empowerment and knowledge about oneself body literacy.

## DESIGN PRINCIPLES

### **Celebrate the change**

By using a bright, warm style, we strive to make menopause a positive subject.

### **Recognize the natural phase of life**

The word "signals" is used instead of "symptoms" to show that menopause is not a disease.

### **Consider the variety of experiences**

Because of the variety of experience, Vera is a platform personalized to an individual's own experience.

### **Acknowledge aging**

Menopause happens in the midst of many other changes in life. Through "Assessments", individuals can learn about lifestyle habits that impact menopause.

### **Be direct and clear**

Vera's language and visuals are carefully selected for their directness, approachability, and tone.

### **Respect agency and empower**

Through data tracking and content curation, Vera empowers individuals to take emotional and physical control of their menopause.

### **Be sensitive about the taboo**

Vera creates a safe space for individuals to begin an internal and external dialogue with their signals.

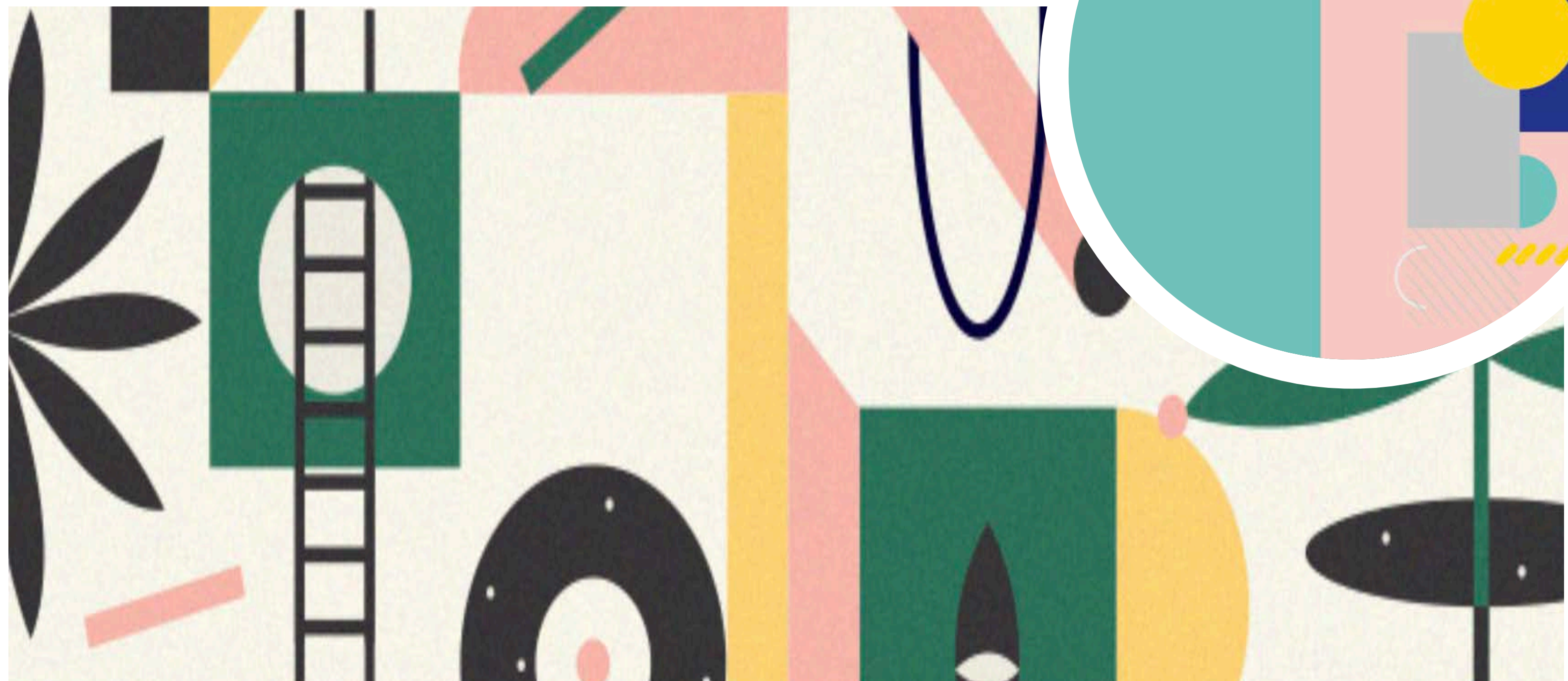
# Visual System

Mood Board / Typography / Colors / Logo

Iconography / Buttons / Illustrations / Redlines

VISUAL SYSTEM

# Mood Board



Veras' mood board conveys our three communications goals: be confident, be friendly, and be supportive. Menopause can be a terrifying time because it feels like your body is not in your control. Throughout our mobile app experience, these communication goals are embedded in the voice and tone of our content and visual design.

## VISUAL SYSTEM

# Typography

Two fonts are used throughout our visual design system. The first font is Eczar which gives Vera a playful, yet confident personality through its serif typeface. It is used sparingly for Headlines H1 and Headlines H2. To complement Eczar, Vera uses different font weights of Avenir which adds to Vera's friendly, approachable tone.

### Headline H1

**Eczar - Font-size: 30px - Font-weight: semibold - Line-height: 34px - Tracking: 0.8**

### Headline H2

**Eczar - Font-size: 20px - Font-weight: semibold - Line-height: 28px - Tracking: 0.5**

### Headline H3

**Avenir - Font-size: 16px - Font-weight: heavy - Line-height: 20px - Tracking: 0**

### Headline H4

**AVENIR - FONT-SIZE: 11PX - FONT-WEIGHT: BLACK - LINE-HEIGHT: 12PX - TRACKING: 1.5**

### Text T1 - Subtitles

**Avenir - Font-size: 12px - Font-weight: medium - Line-height: 16px - Tracking: 0**

### Text T2 - Call to Action Button

**AVENIR - FONT-SIZE: 12PX - FONT-WEIGHT: BLACK - LINE-HEIGHT: 12PX - TRACKING: 1.5**

### Text T3 - Icon Button

**Avenir - Font-size: 16px - Font-weight: roman - Line-height: 18px - Tracking: 0**

### Text T4 - Body

**Avenir - Font-size: 15px - Font-weight: roman - Line-height: 21px - Tracking: 0**

Every woman is pretty familiar with the signs of menopause—unbearable hot flashes, thickening waists, moods that fluctuate wildly—but what about all those other signs of “aging,” like thinning hair, flighty cycles, brittle nails, and weird sleep disturbances? We’ve learned it’s likely perimenopause, a drawn-out period of time when your body’s reproductive system slows down until you hit menopause, which is actually the technical term for the full year anniversary of not having a period.

Source: “Yep, It’s Perimenopause” - goop.com

## VISUAL SYSTEM

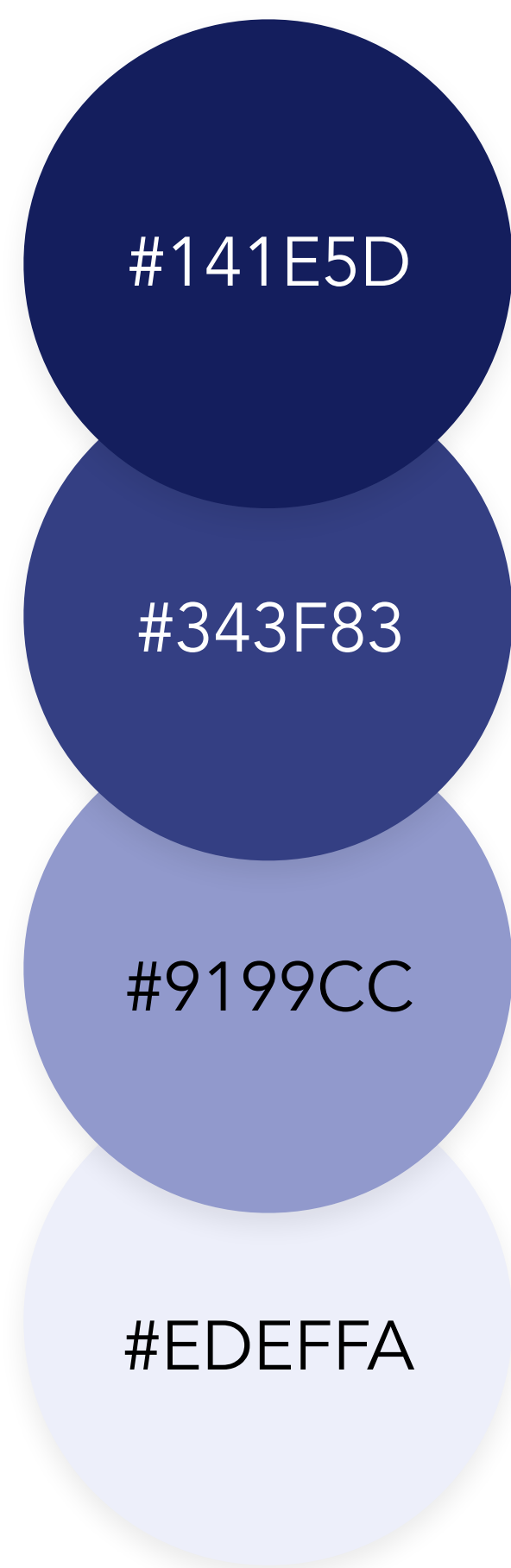
# Color Palette

Our color palette uses a variety of cool colors that feels mature, yet soft in nature and the orange and yellow hues give a warm, welcoming touch. The boldness of the colors continues the theme of confidence as individuals use Vera to help manage their menopausal experience. Additionally, the boldness of the colors are balanced out by the pale-grey background of the mobile app.

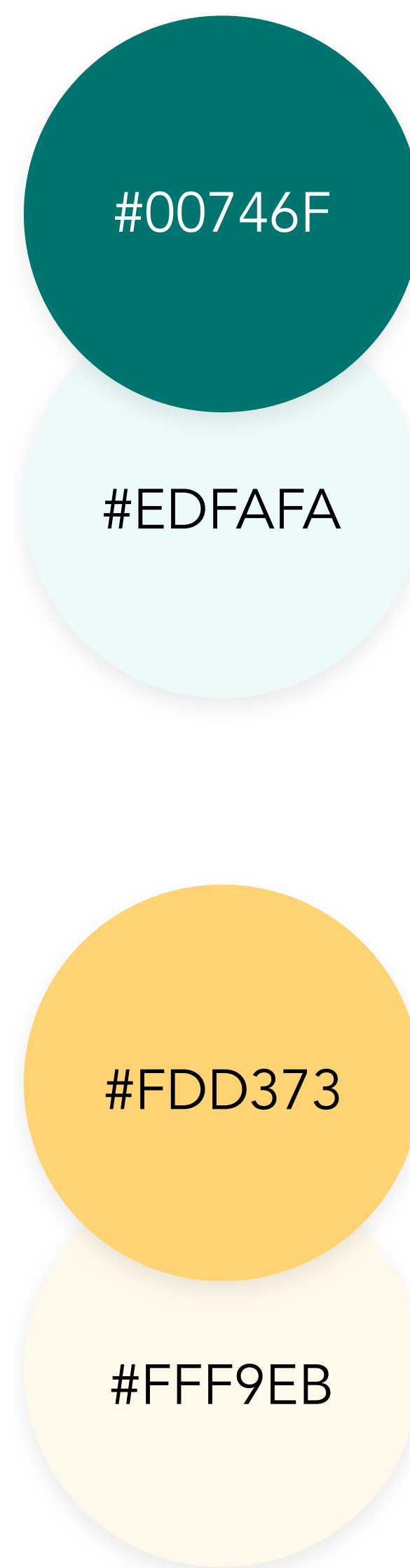
### Grayscale



### Primary



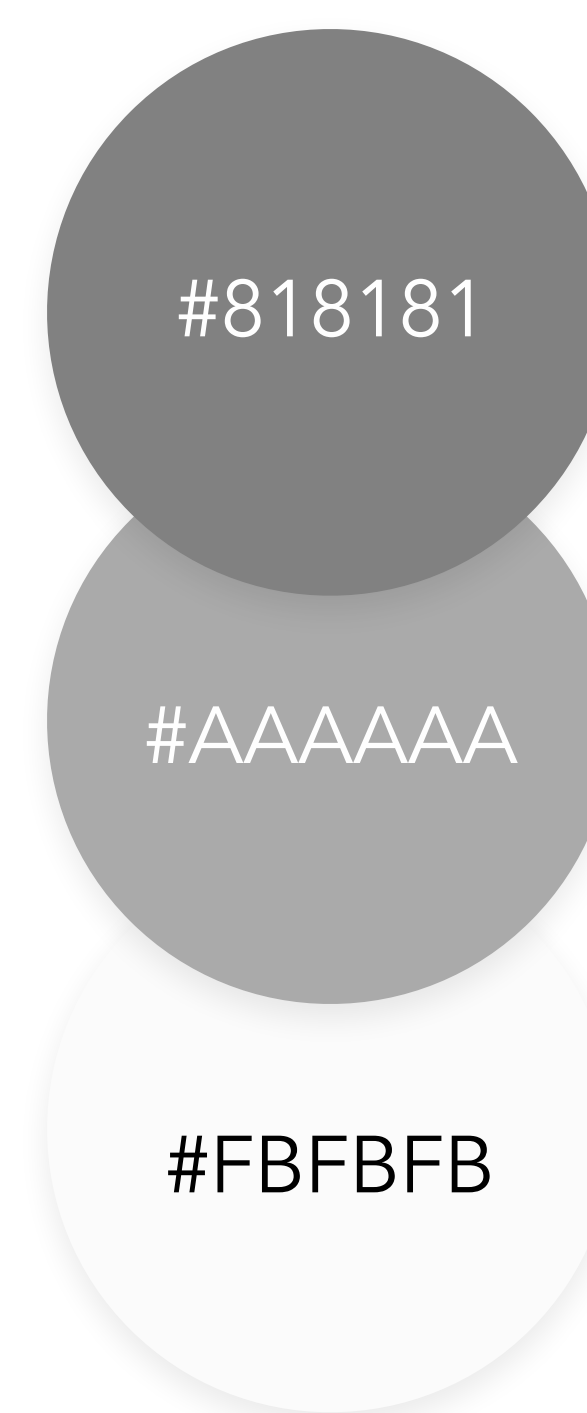
### Secondary



### Hot Flashes



### Tab Bar

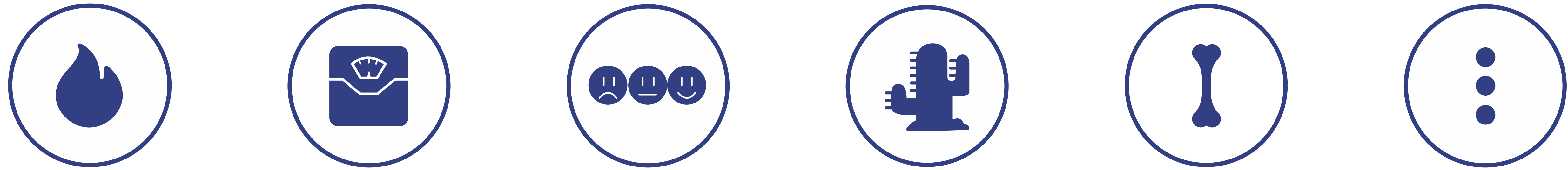


VISUAL SYSTEM

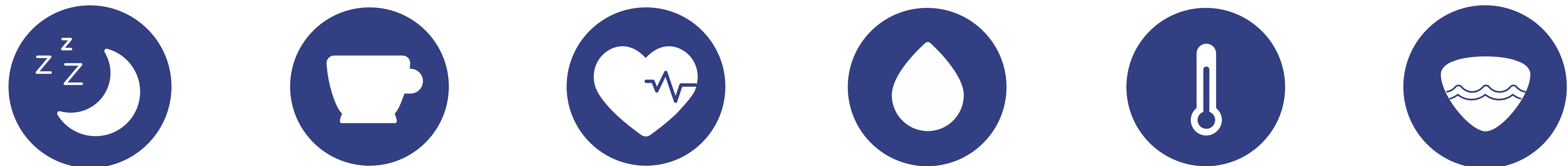
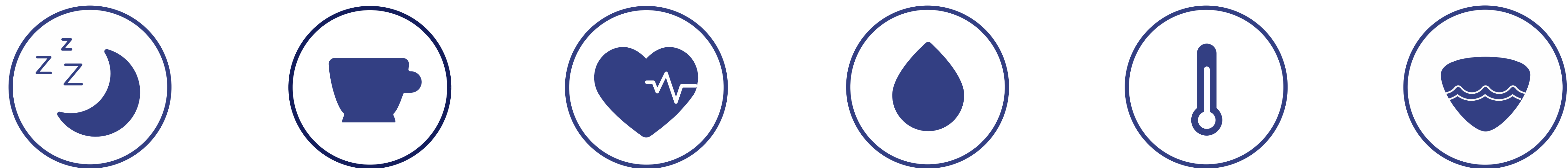
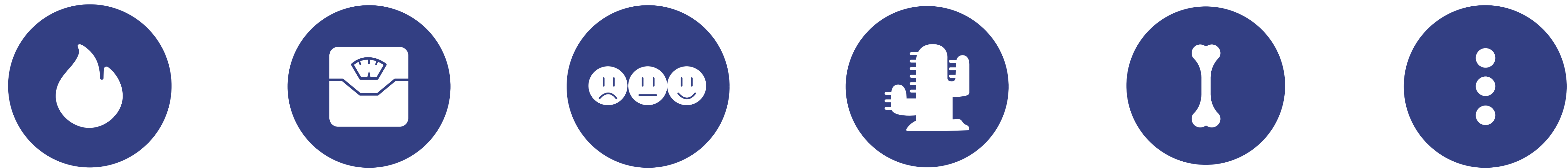
# Iconography

To embody the friendly tone, Vera use icons with a border line weight of 2 px.  
When an icon is selected the colors are inverse.

DEFAULT STATE



SELECTED STATE

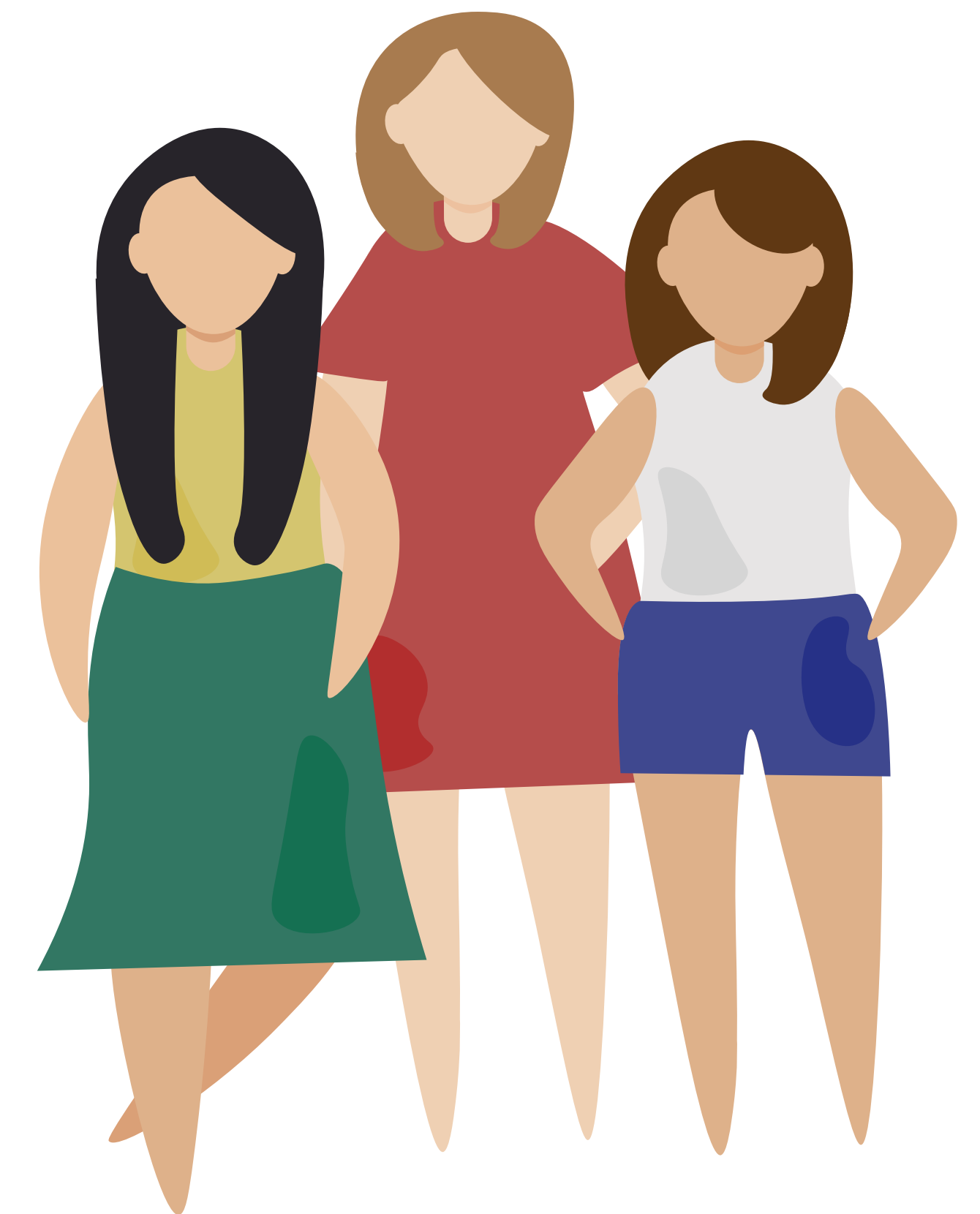
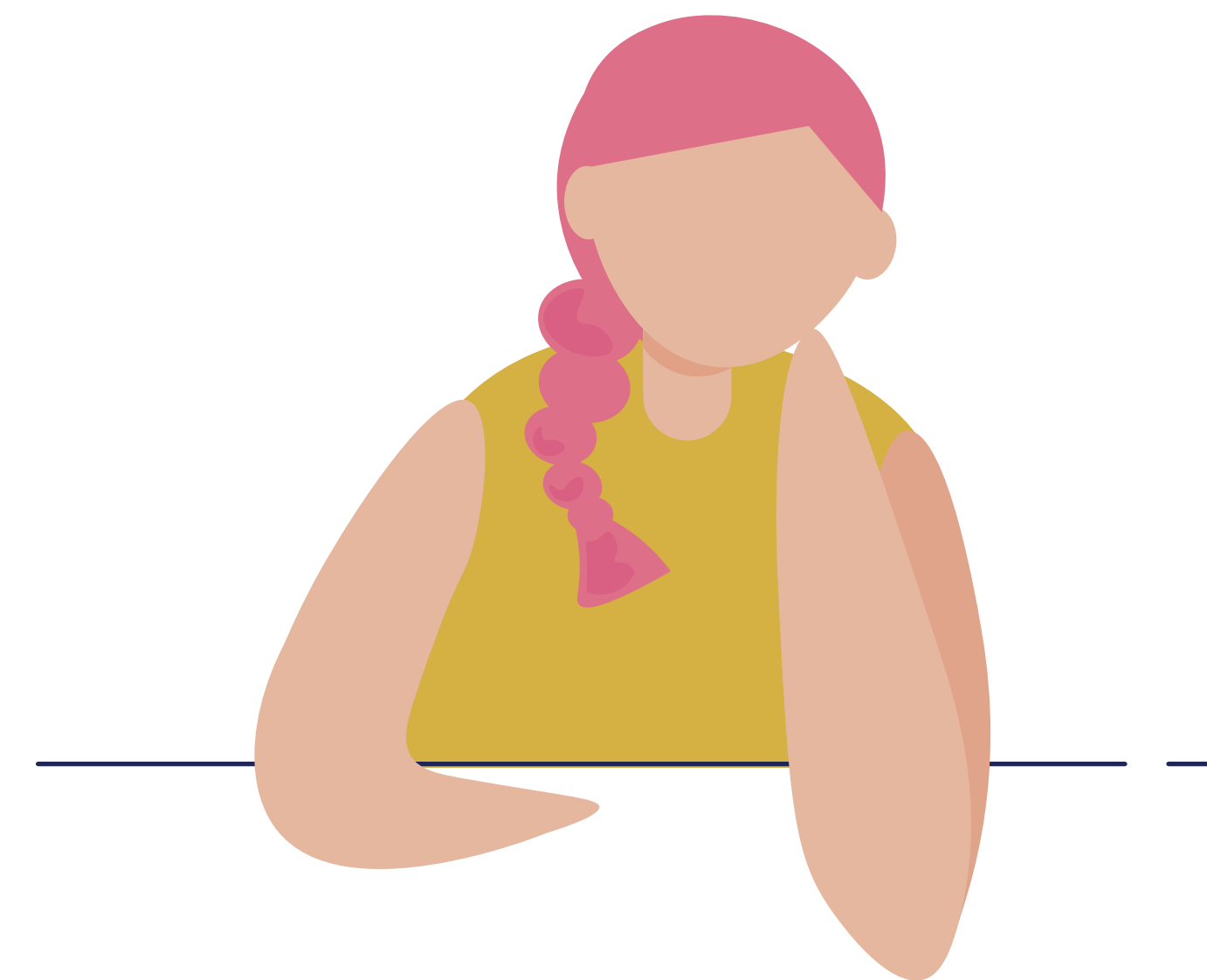




VISUAL SYSTEM

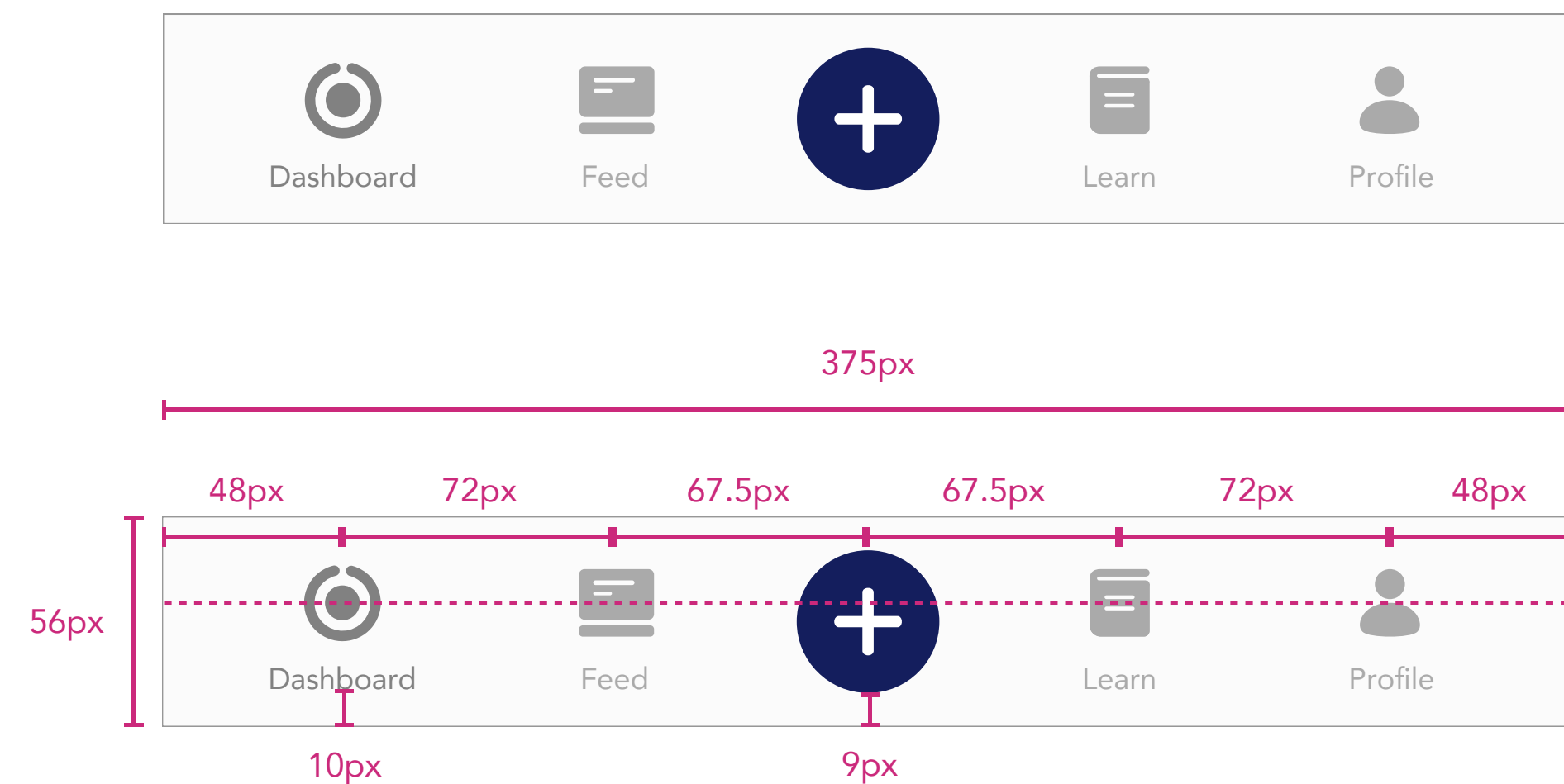
# Illustrations

Embrace the curves! That was our team's motto going into the visual design system. We wanted to utilize shapes in order to create illustrations that felt friendly, inclusive, and supportive. Illustrations are used for onboarding and assessment cards.



# Navigation

## Primary Navigation



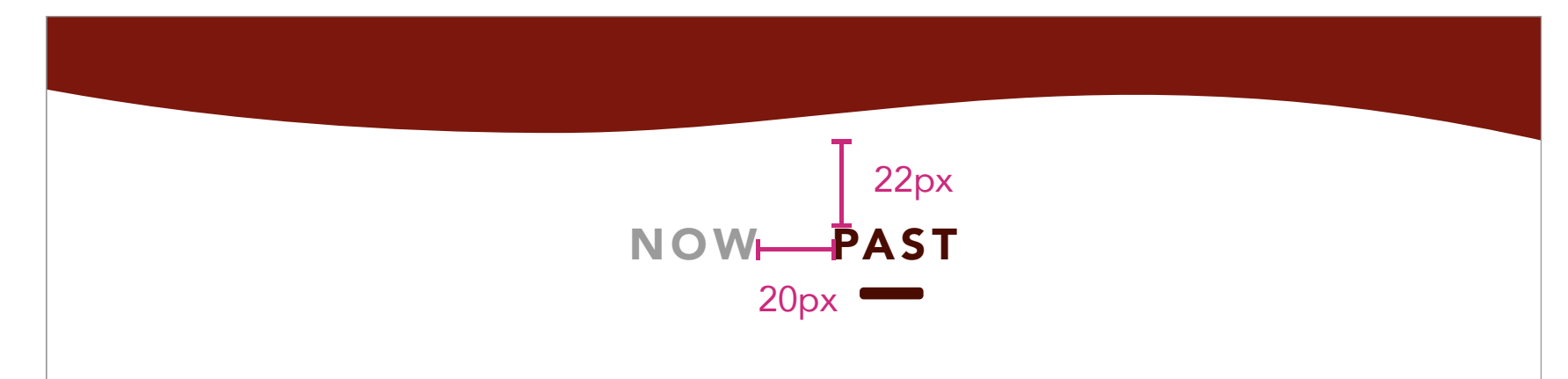
## Alternatives



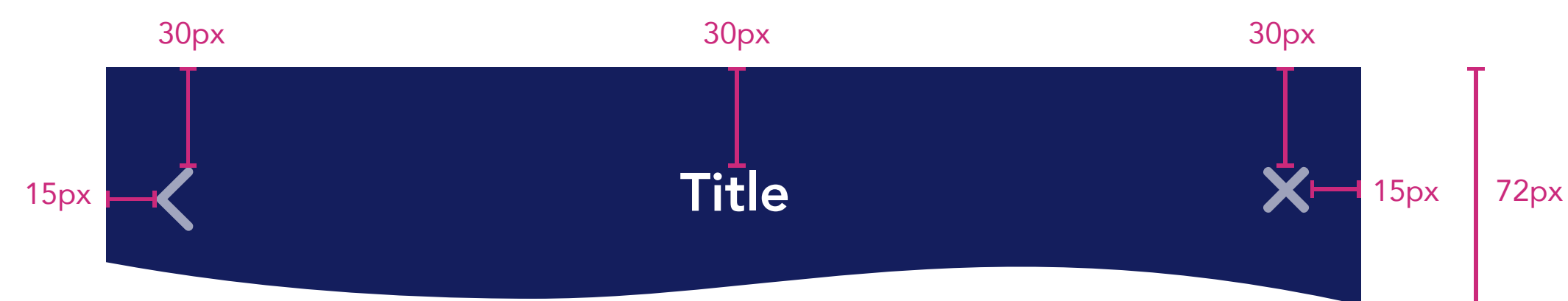
## Nav Bar Primary



## Secondary Navigation

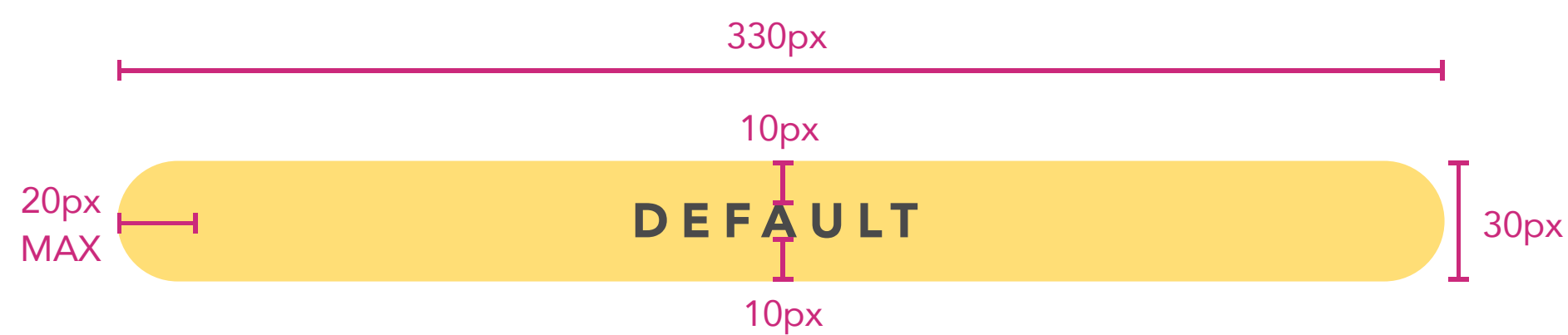


## Nav Bar Secondary



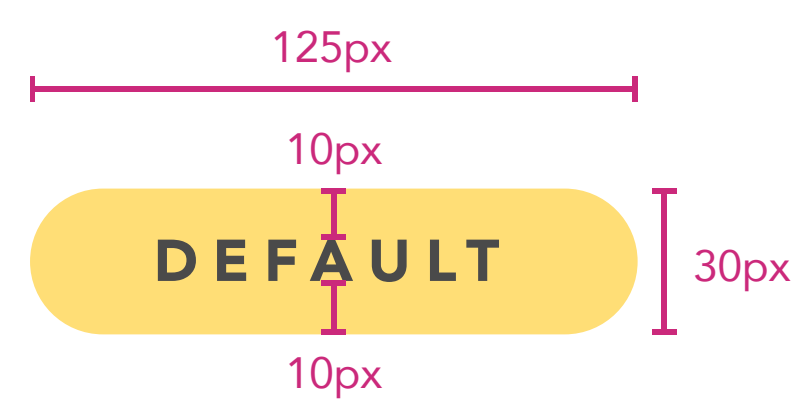
# Buttons

## Primary - Large



Maximum width: 330px  
Background color: Darker Page palette  
Text color: #4A4A4A or lighter hue of background color

## Primary - Small



Maximum width: 125px  
Background color: Page palette  
Text color: #4A4A4A or darker hue of background color

## Secondary



Minimum width: 125px  
Default background: Transparent  
Text color: Page palette  
Border: 2 px  
Border color: Same as text color  
Active text color: #F7F7F7  
Active background color: Same as default text color

## Tertiary

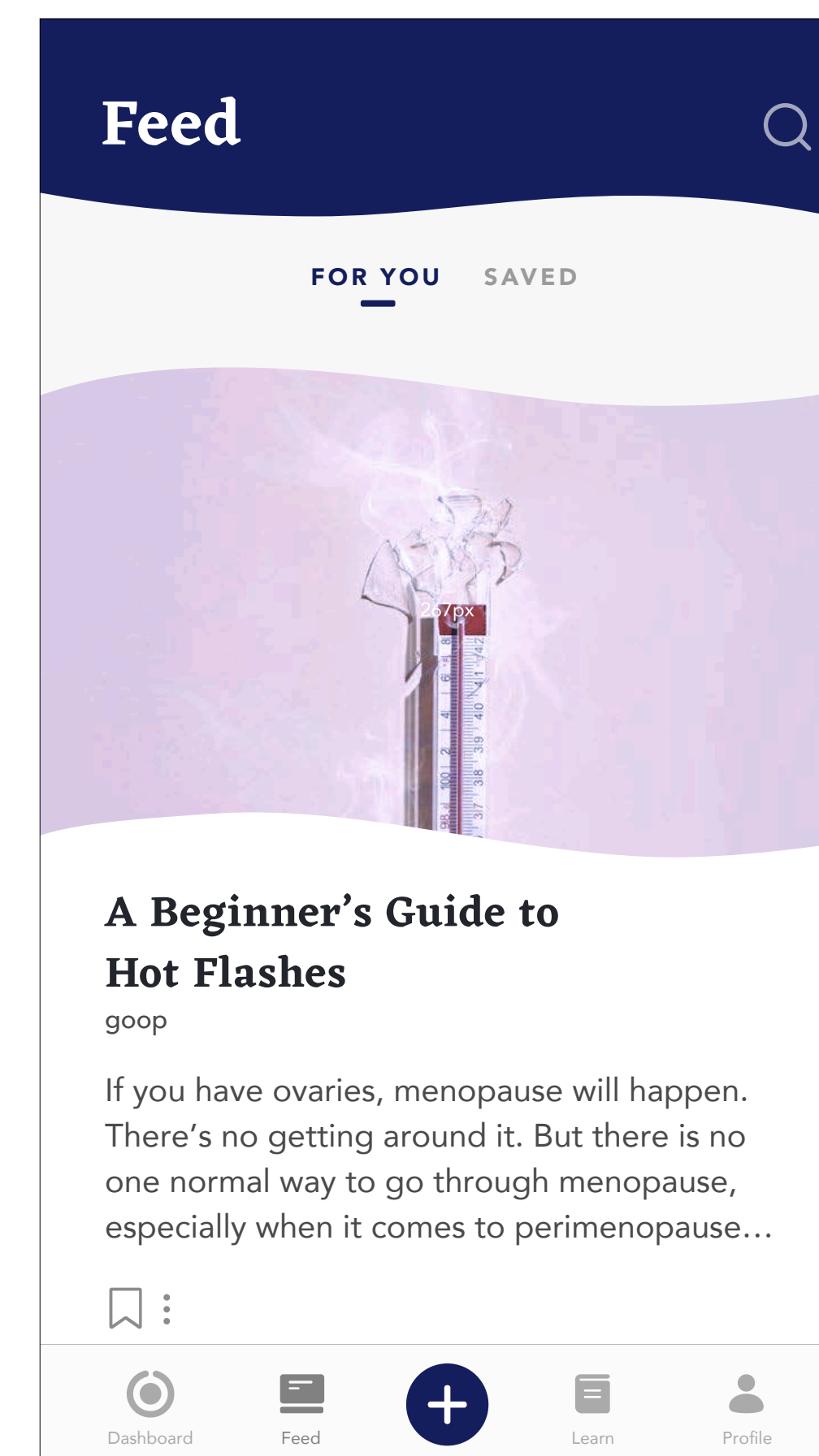
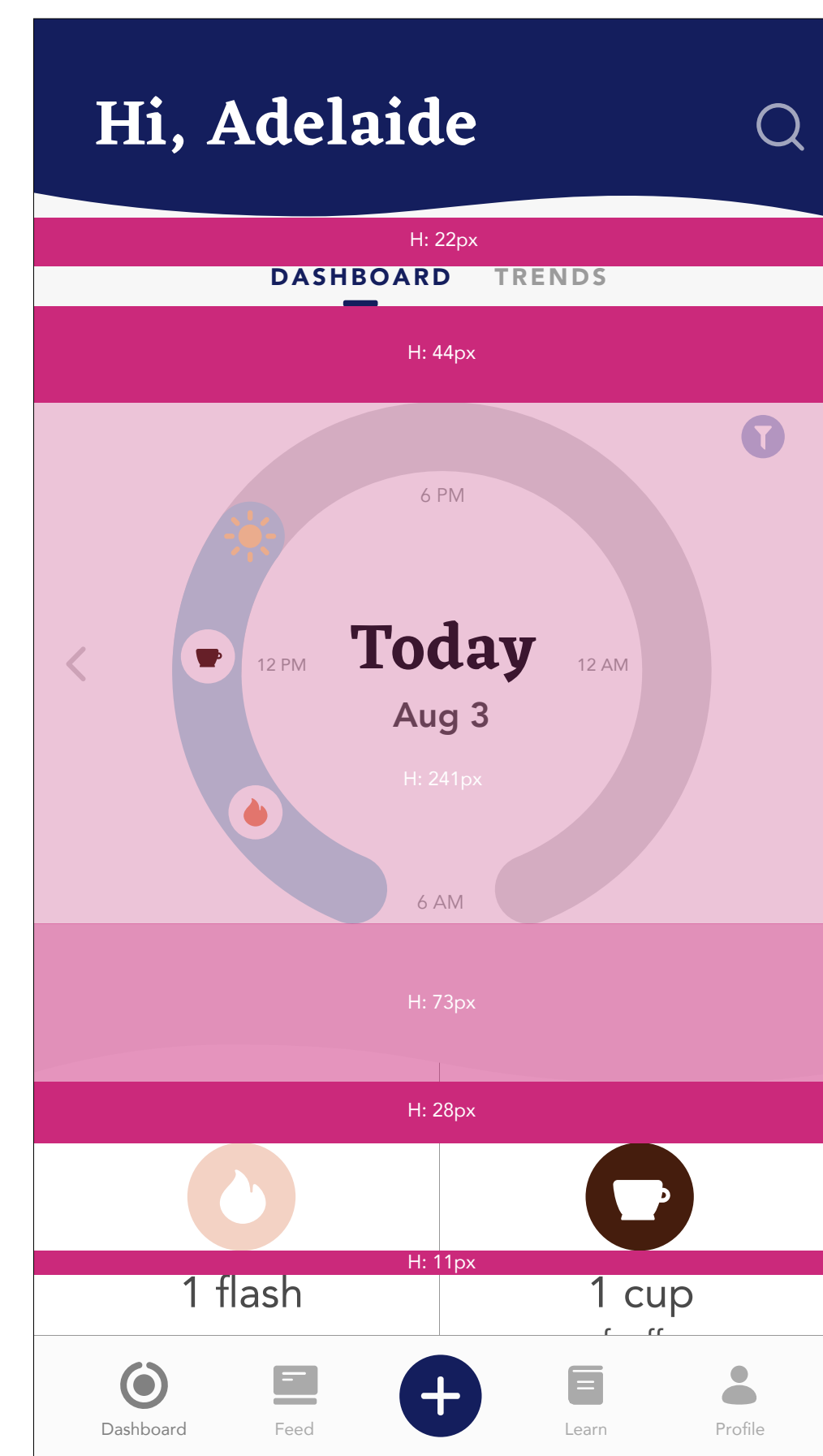
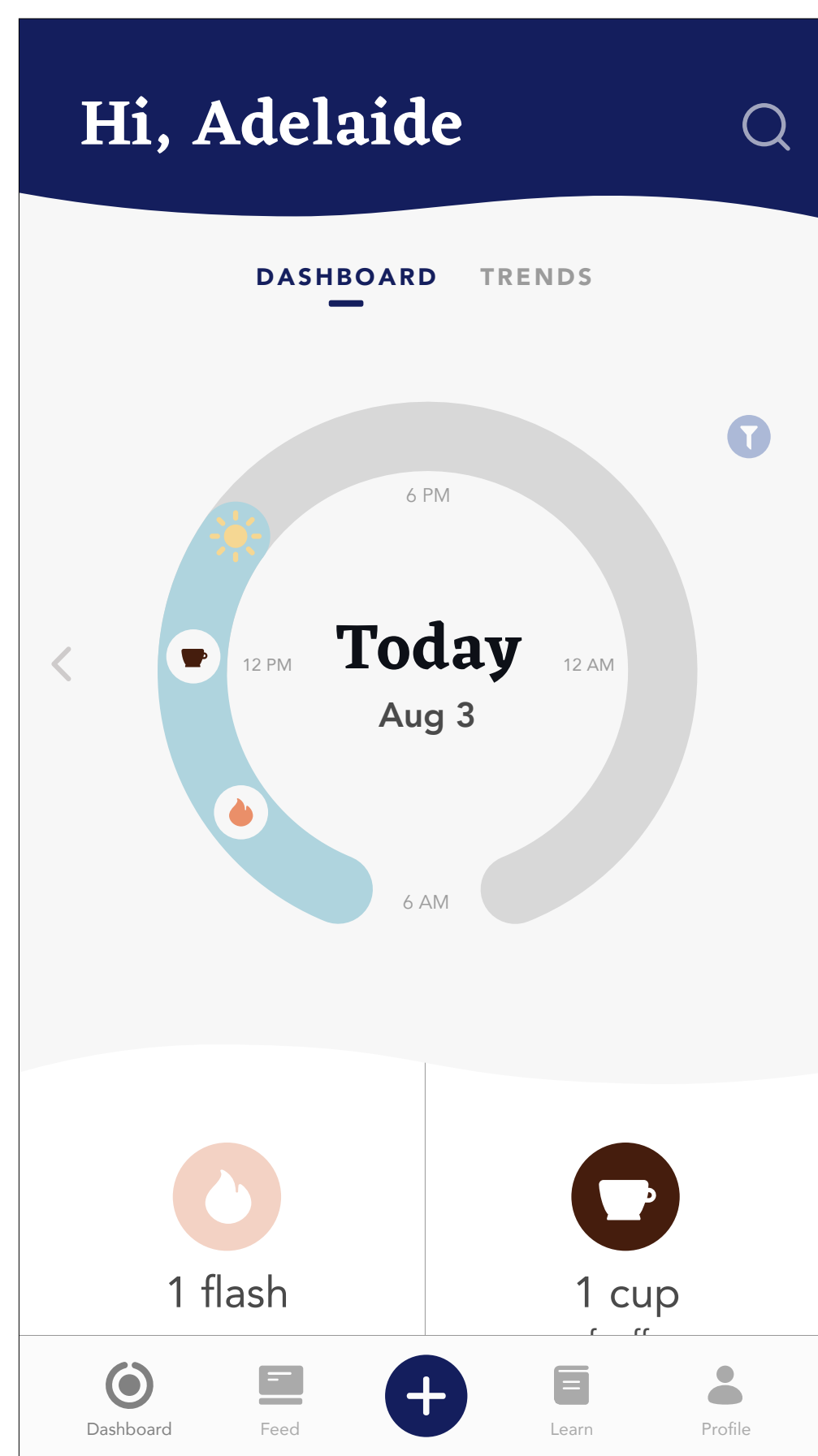


Maximum width: 330px  
Background color: Lighter page palette  
Text color: #4A4A4A or lighter hue of background color

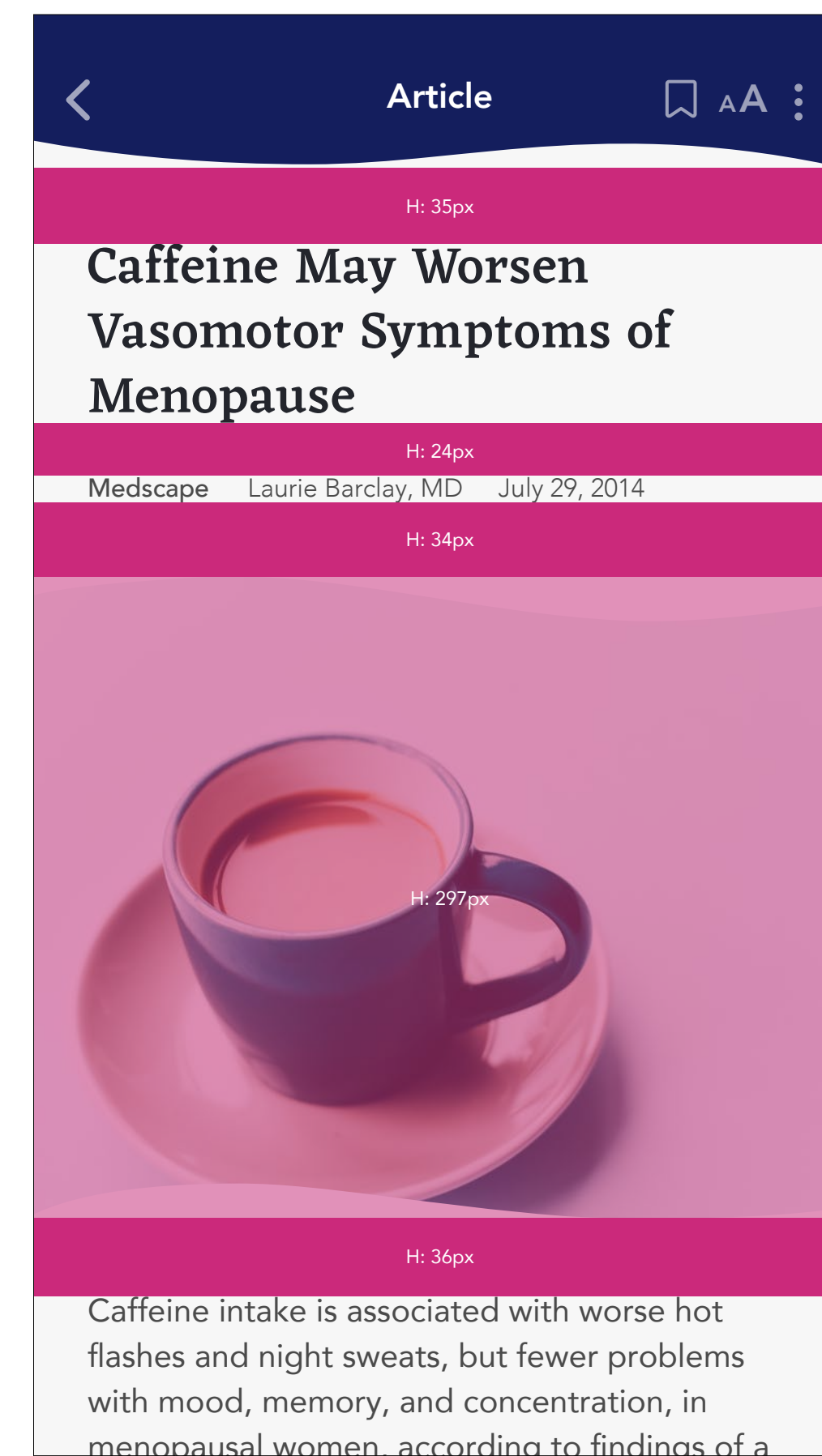
Primary Buttons serve as call to action buttons. They should scale according to content and maintain a top and bottom padding of 10px and a max padding on the right and left of 20px.

# Dashboard

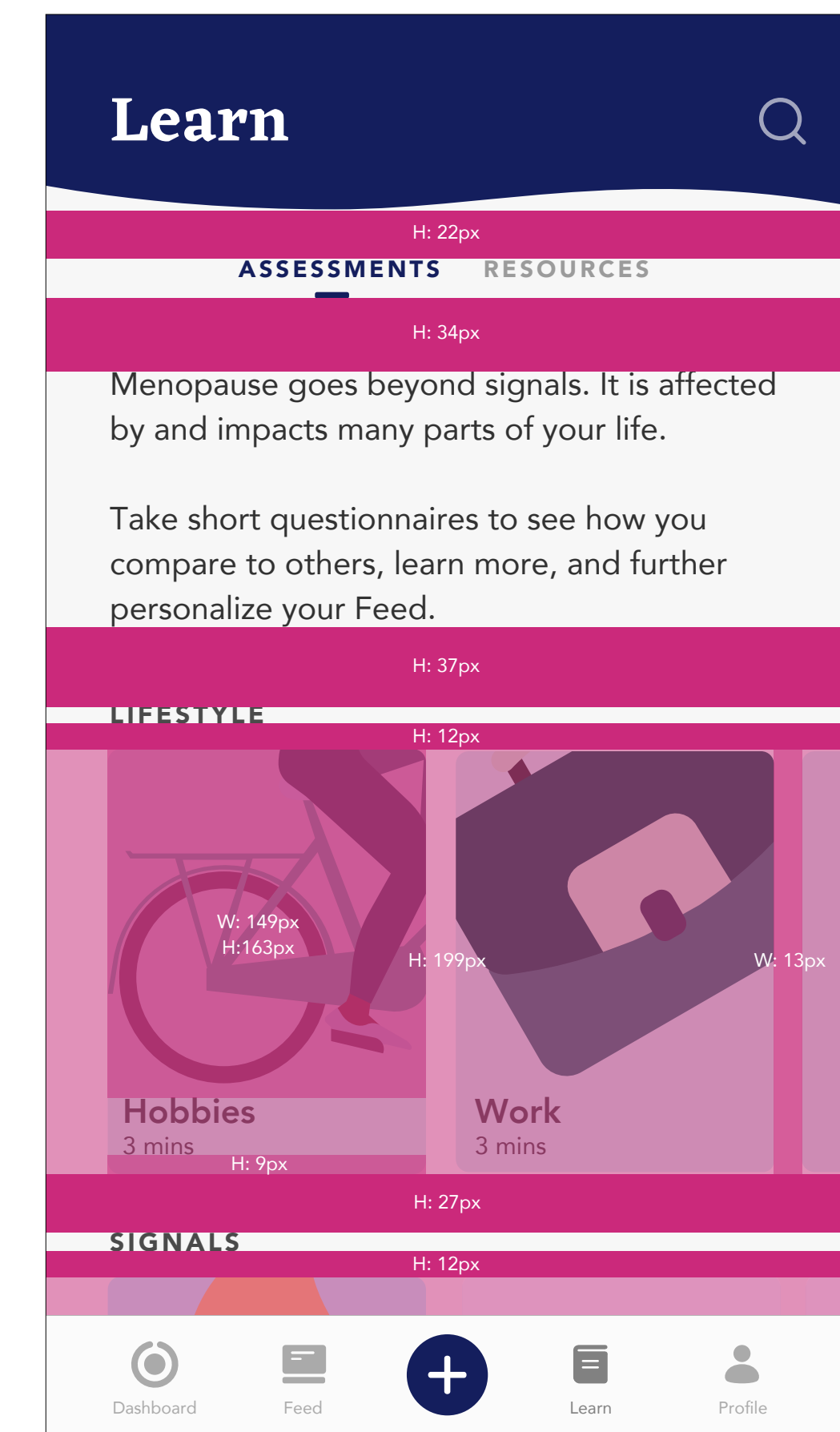
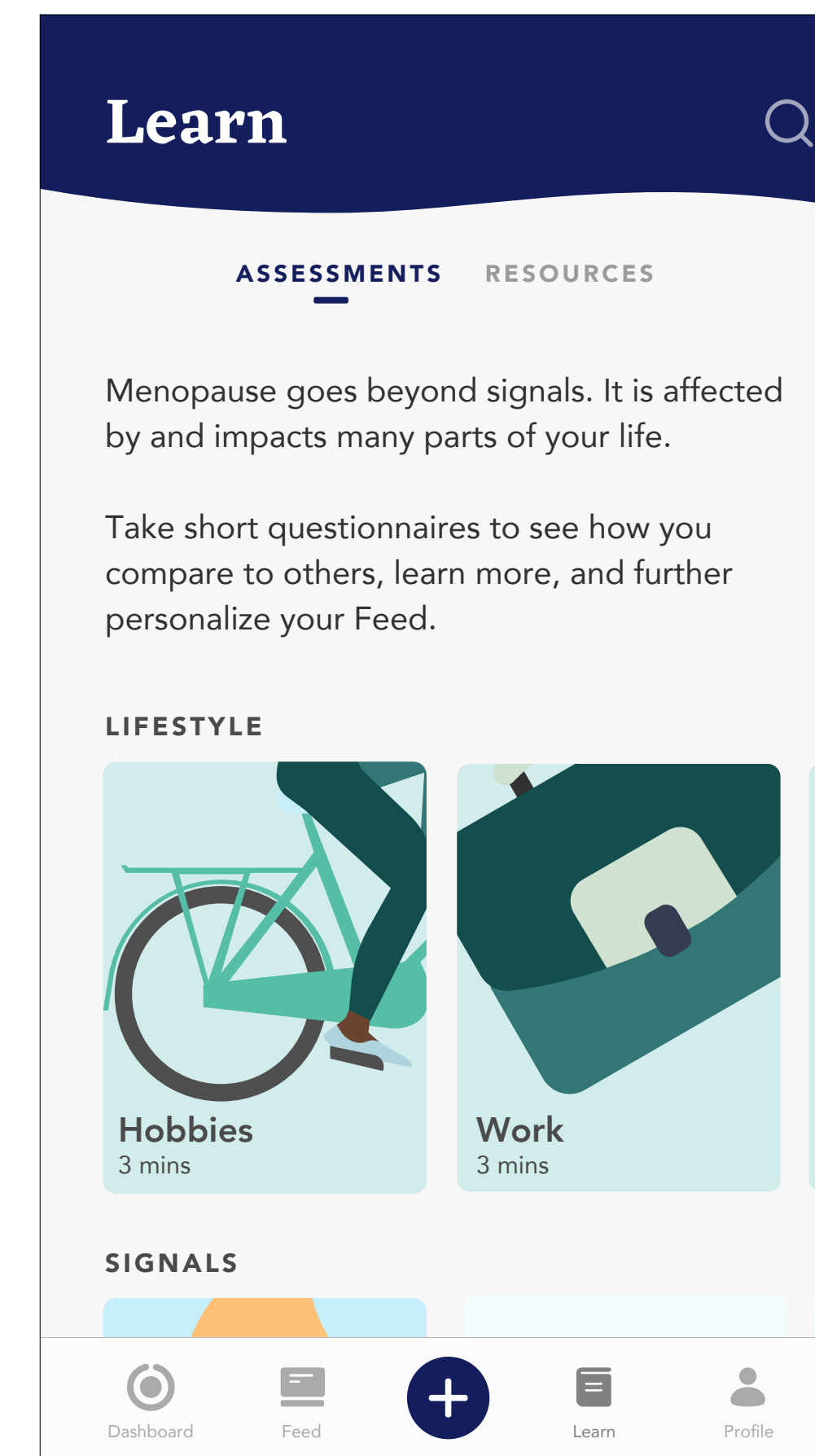
# Feed



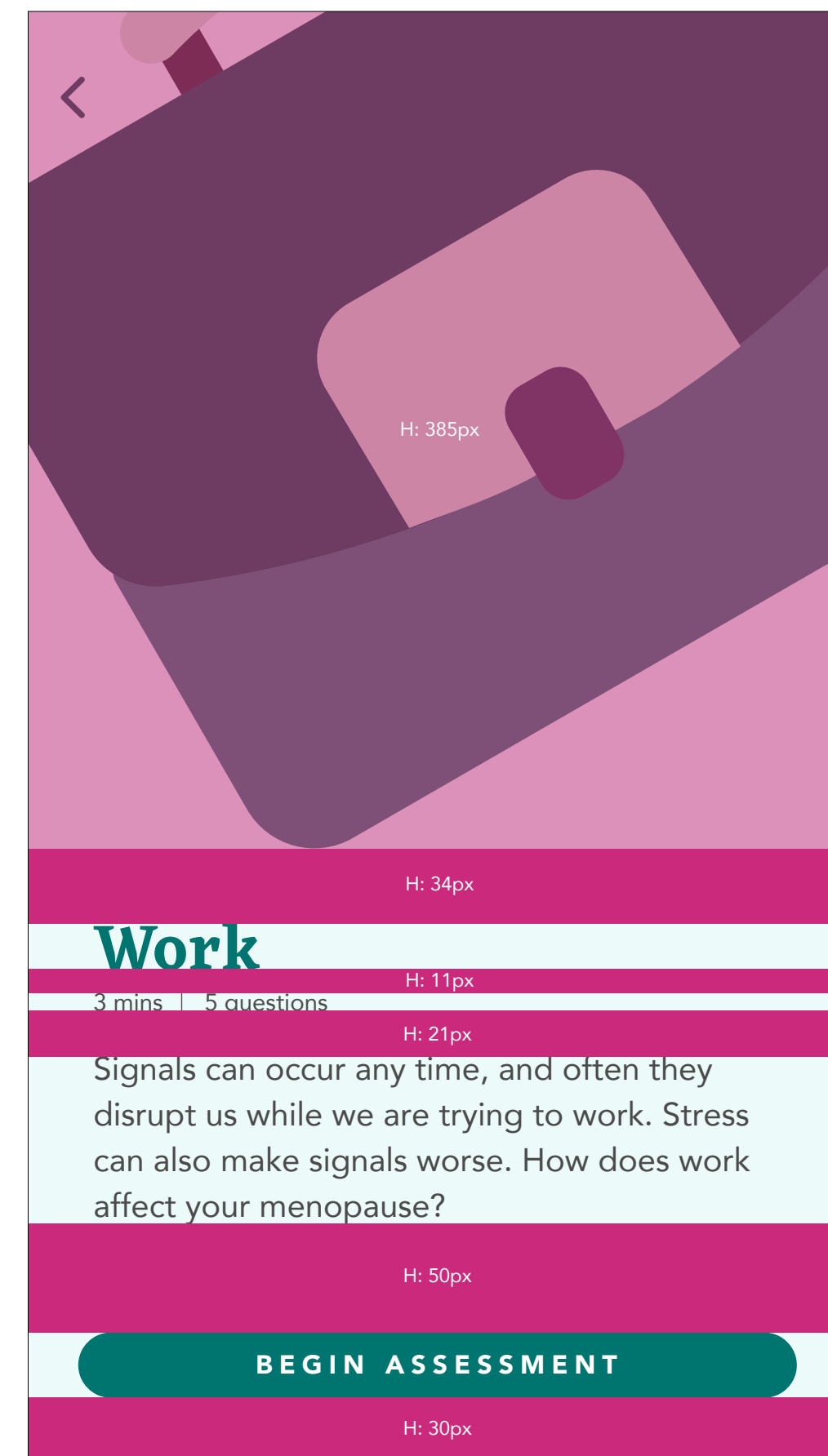
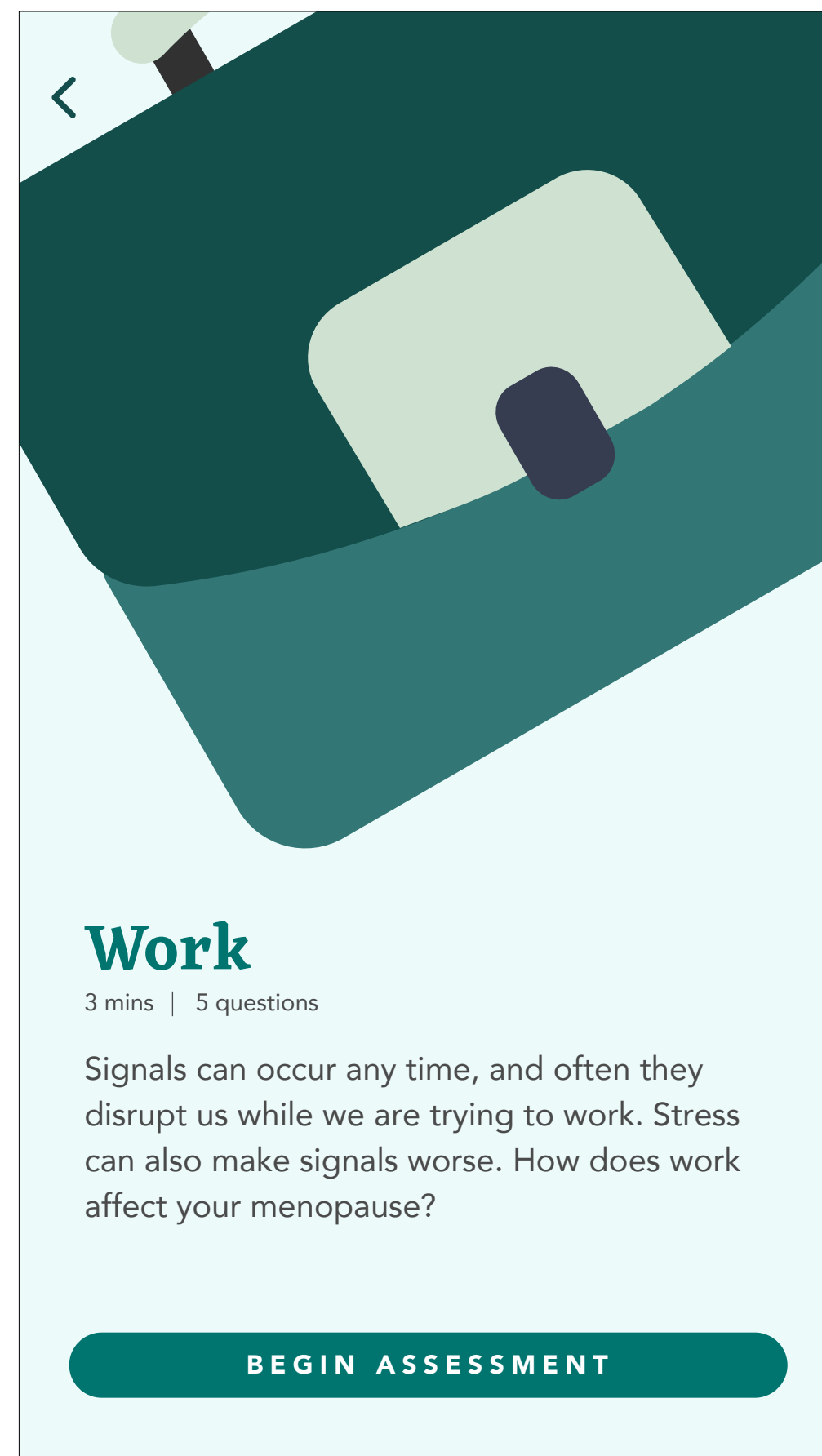
# Article



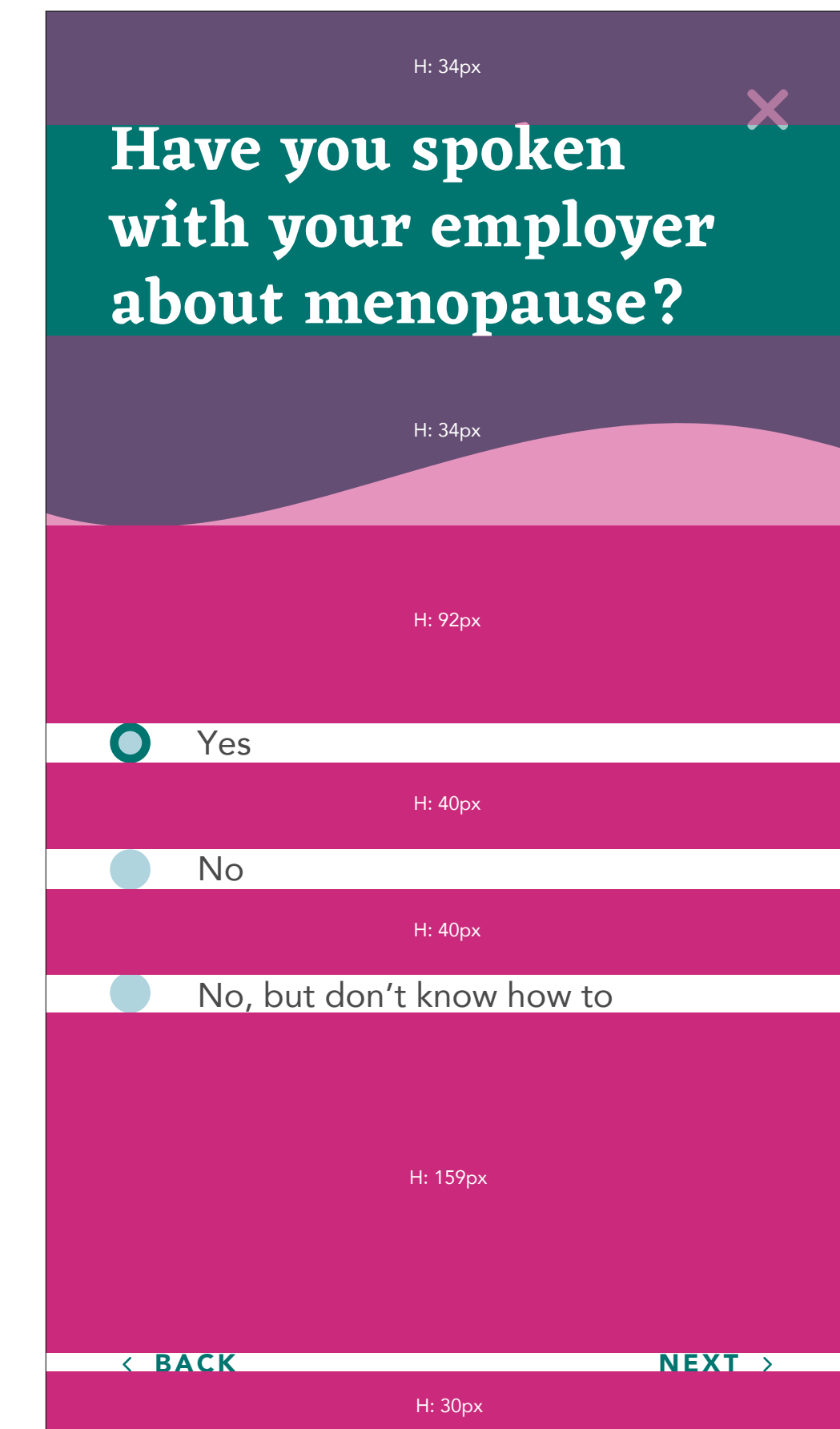
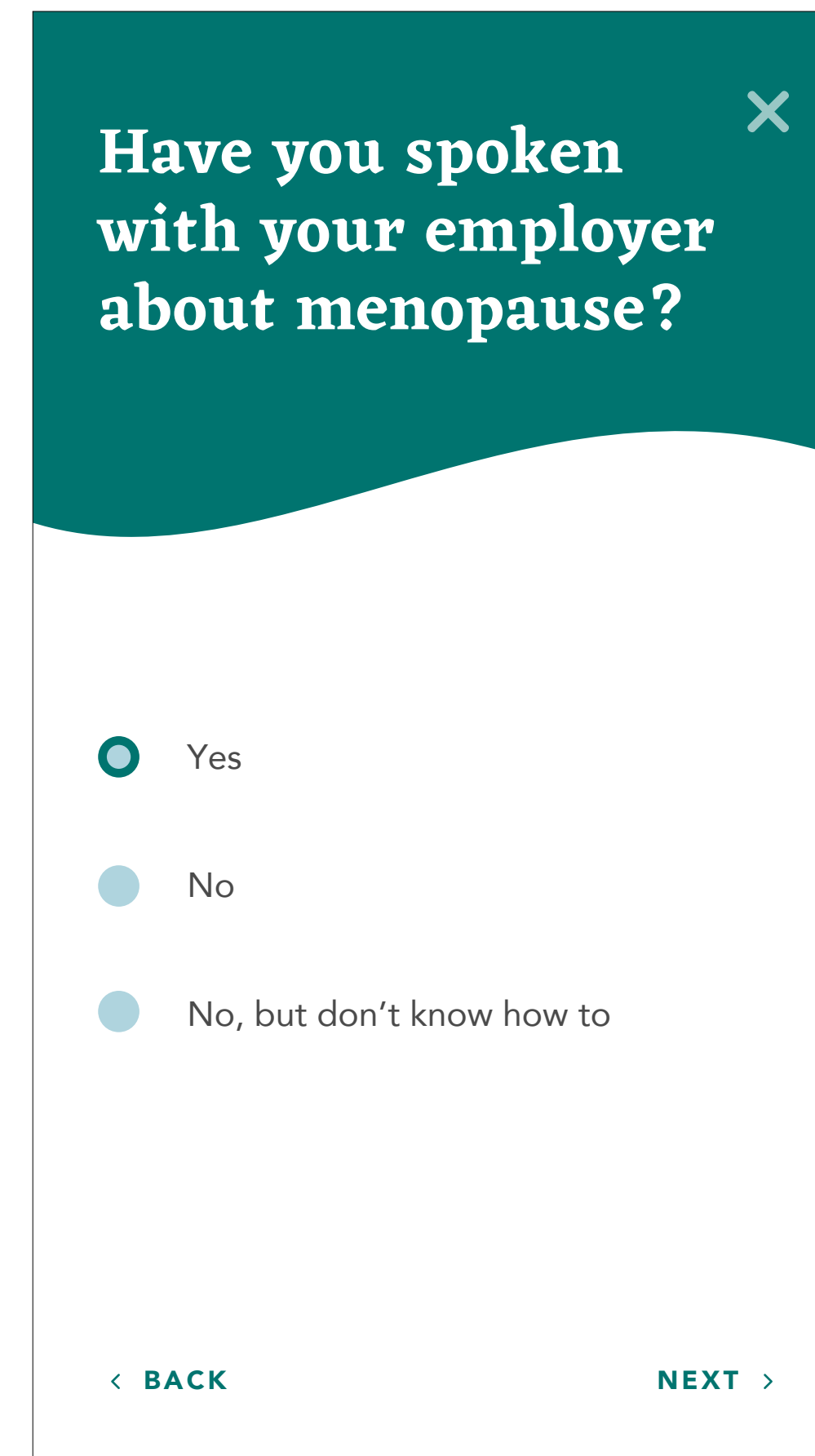
# Assessments



# Assessment Overview

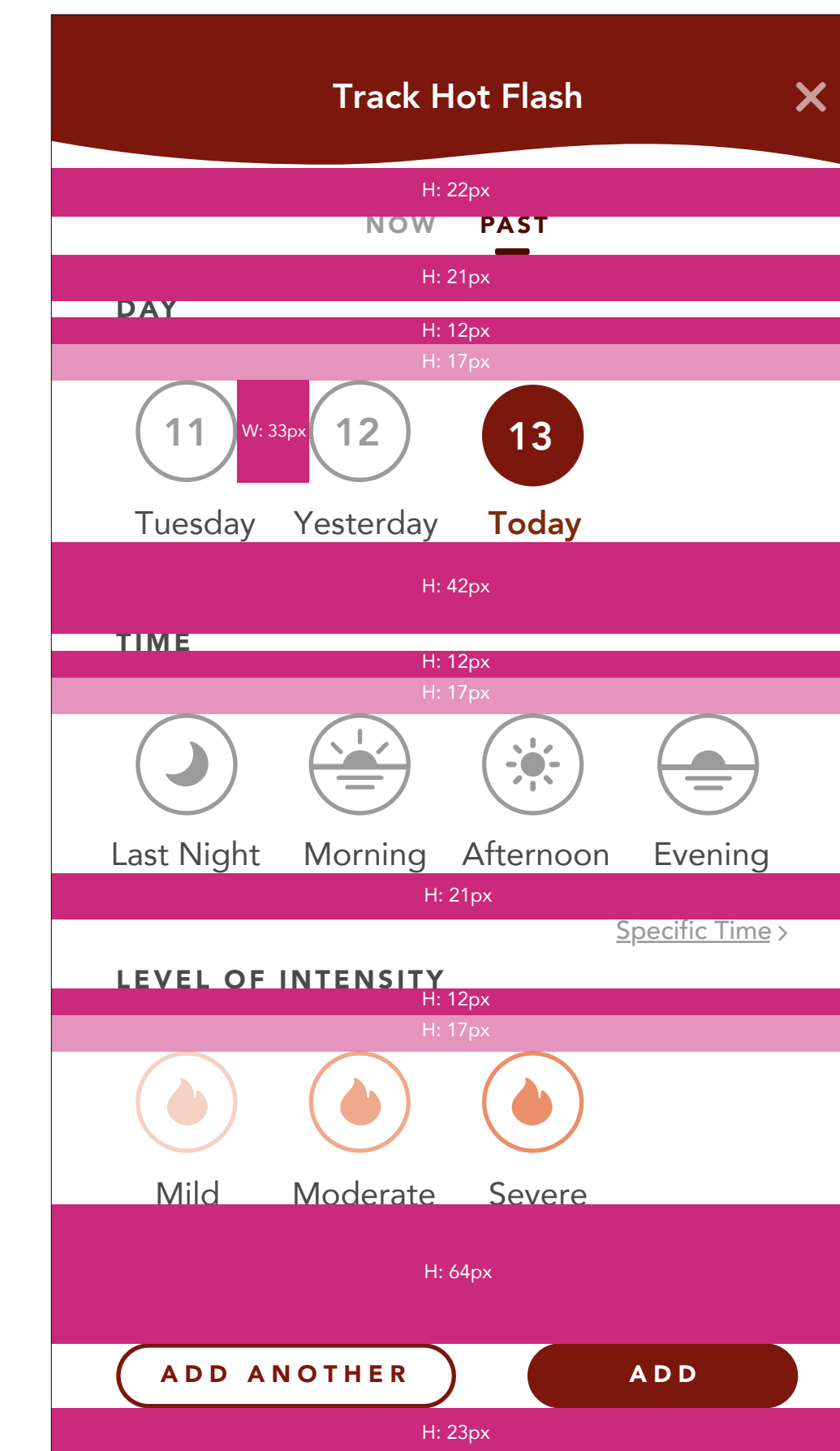
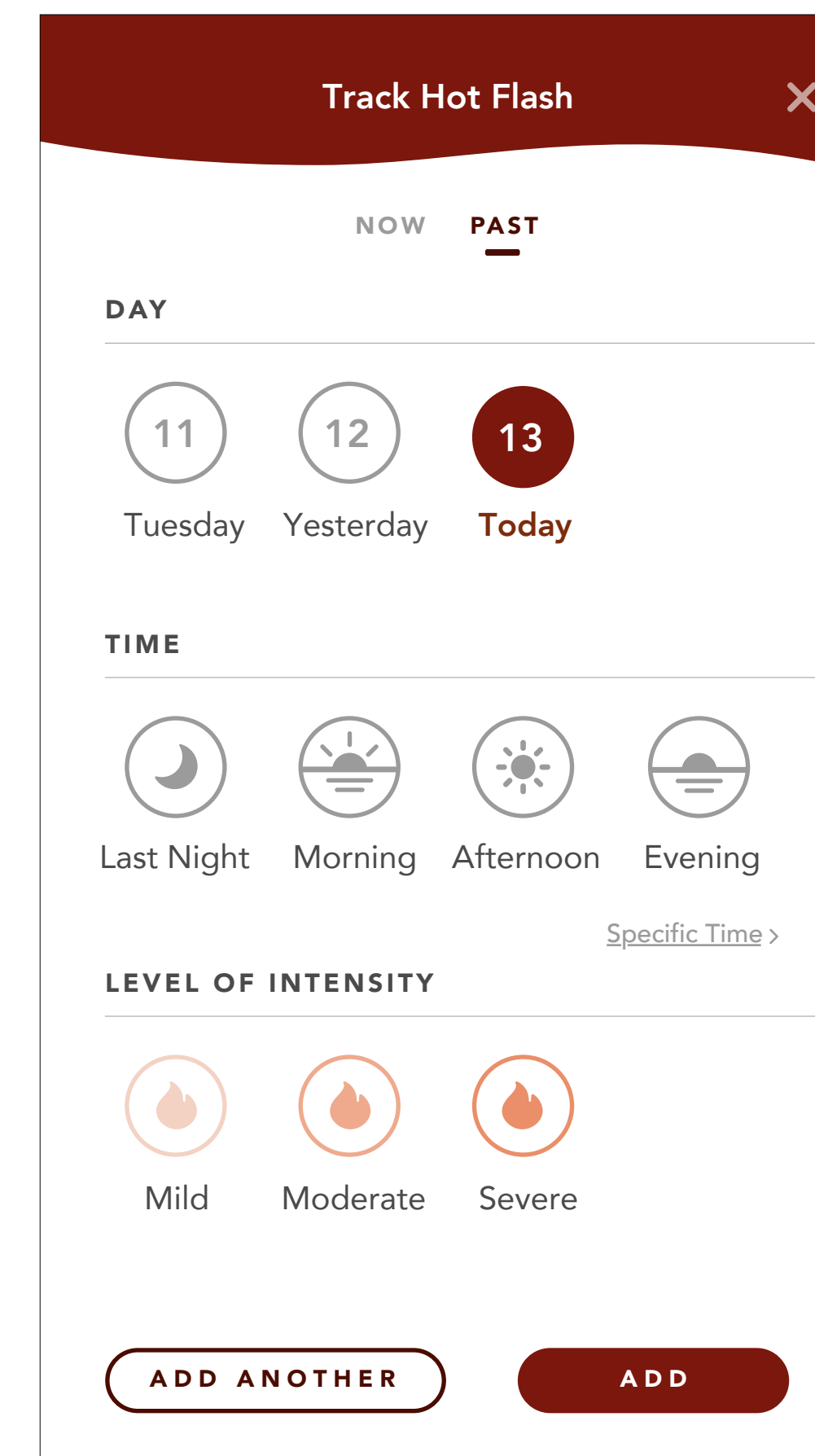
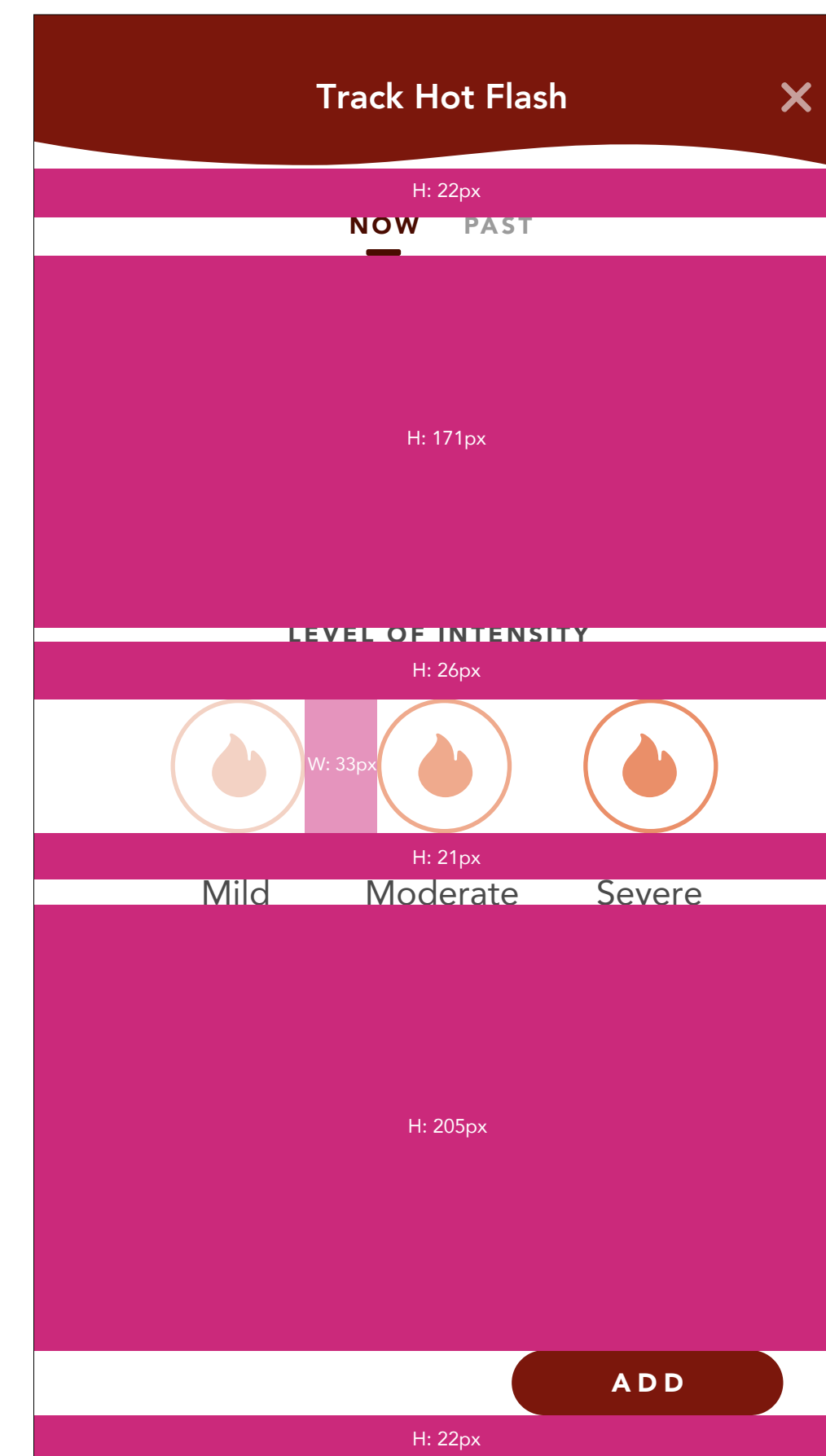
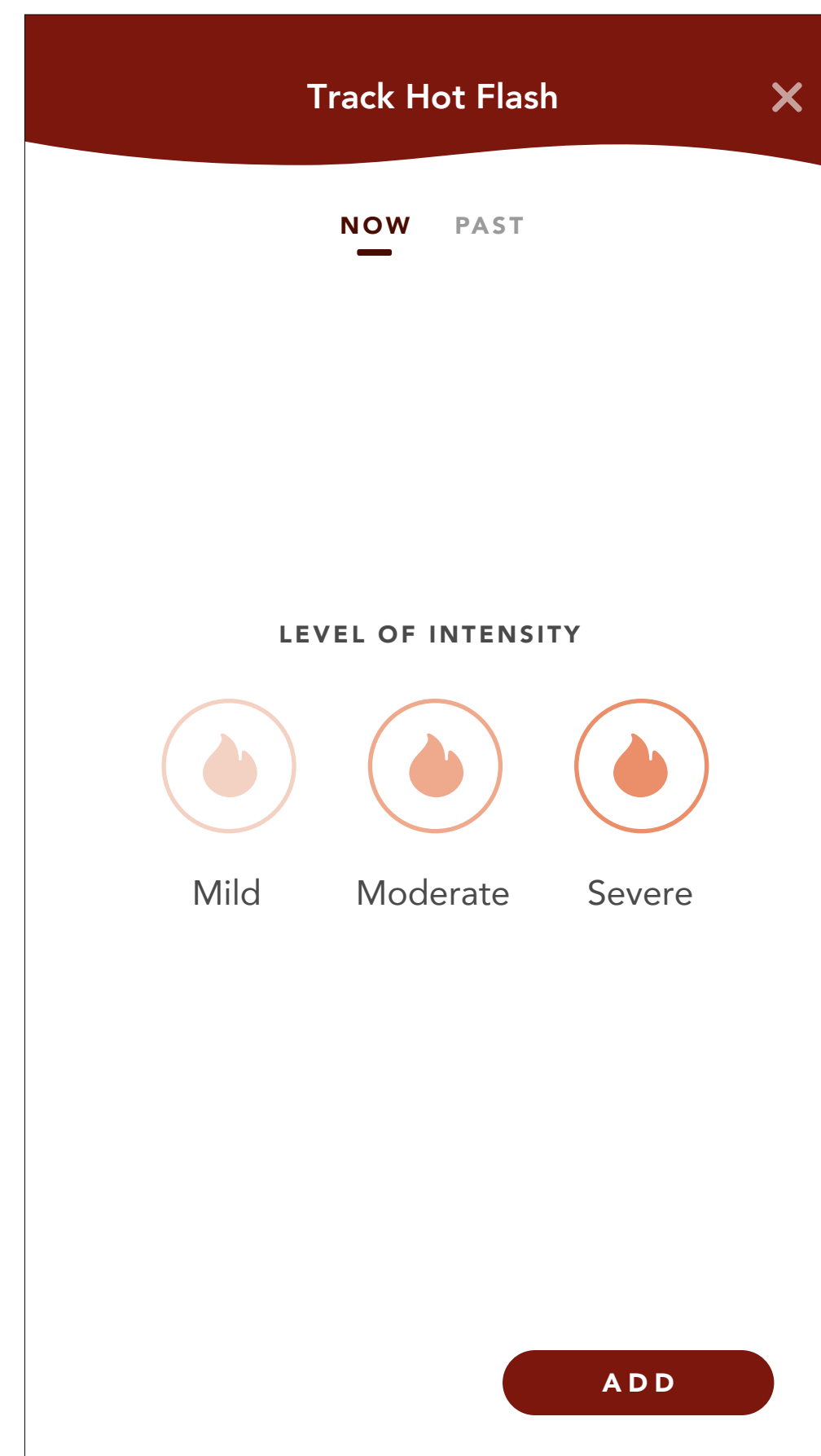


# Assessment Question



# Track Now

# Track Past



# Mobile Application System

Annotated Screen Layouts / Key Path Scenarios

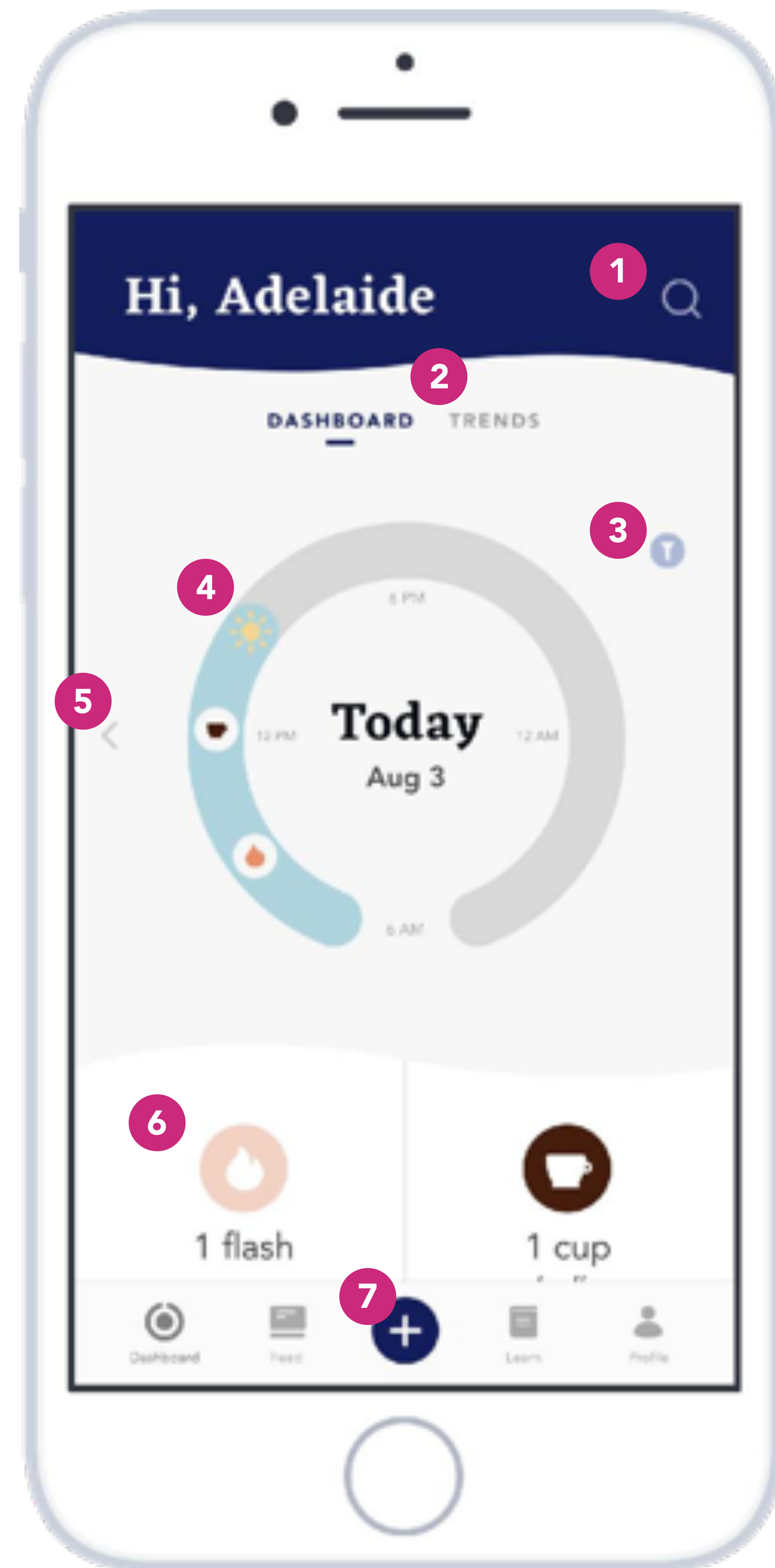
Site Map / Interaction Flows



# Dashboard

The Dashboard is the home page of the application. When a user opens Vera, they can quickly see their data and stats for the day. The Dashboard serves as a launching point to dive deeper into their data.

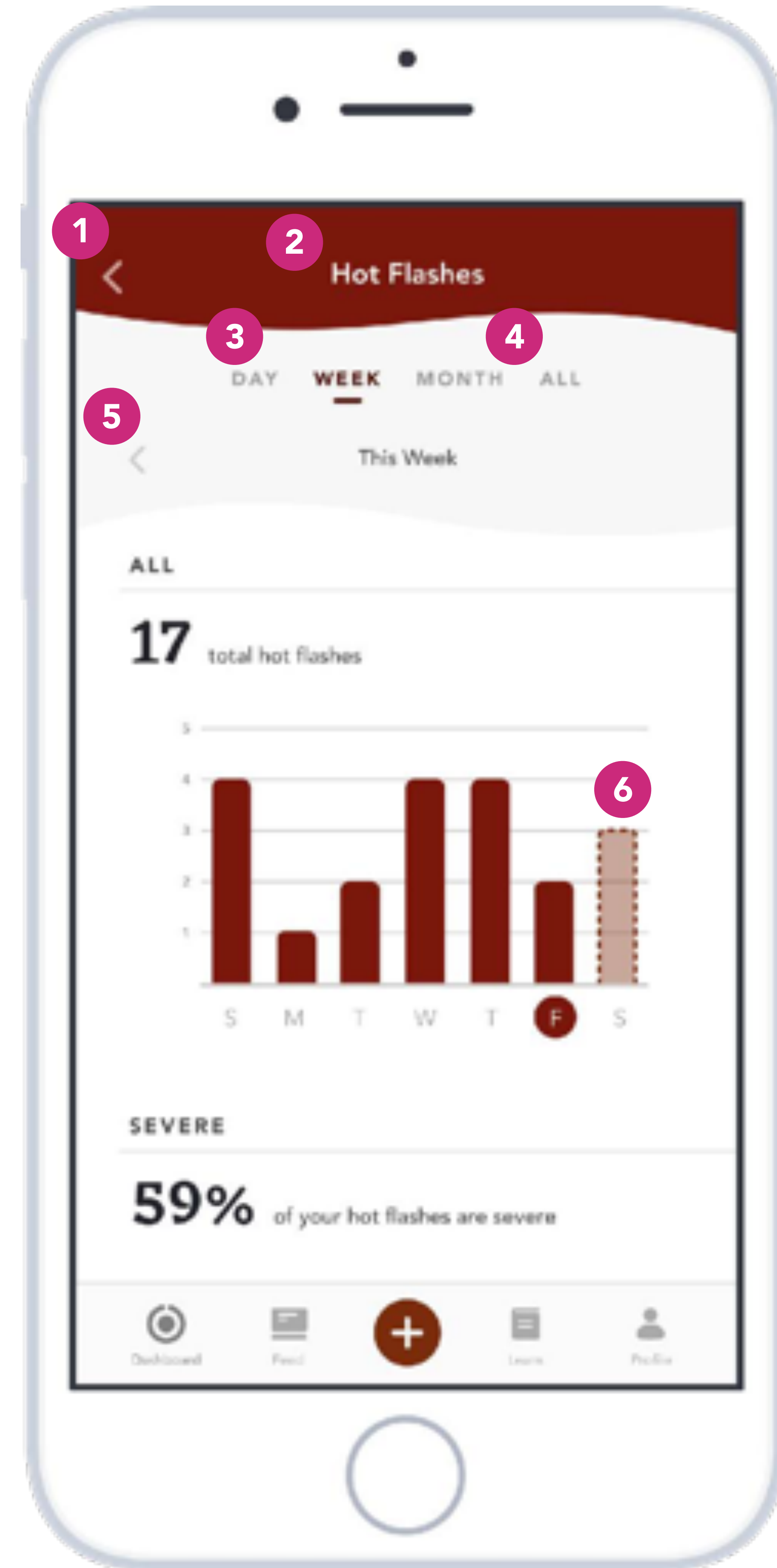
- 1 The Search feature is on every main page so users can promptly search for answers to their questions.
- 2 When a user taps Trends, they can compare all of their tracked data across longer periods of time to discover patterns.
- 3 The filter allows a user to adjust what data they are tracking. This informs what appears on the Dashboard and add menu.
- 4 Throughout the day, the daily stats infographic changes colors (light blue to dark blue) and icons (sun to moon).
- 5 Using the left and right arrows allows the user to flip between prior days.
- 6 Tapping on a statistic directs the user to more data visualizations about that specific signal or trigger. (SEE: HOT FLASH DATA)
- 7 Tapping on the plus button reveals an add menu that allows the user to manually track signals. (SEE: TRACKING HOT FLASH)



# Hot Flashes Data

A user can dig deeper into data through daily, weekly, monthly, and full breakdowns of trends. If the user continues to scroll, their data is broken down further by additional specifics, like severity.

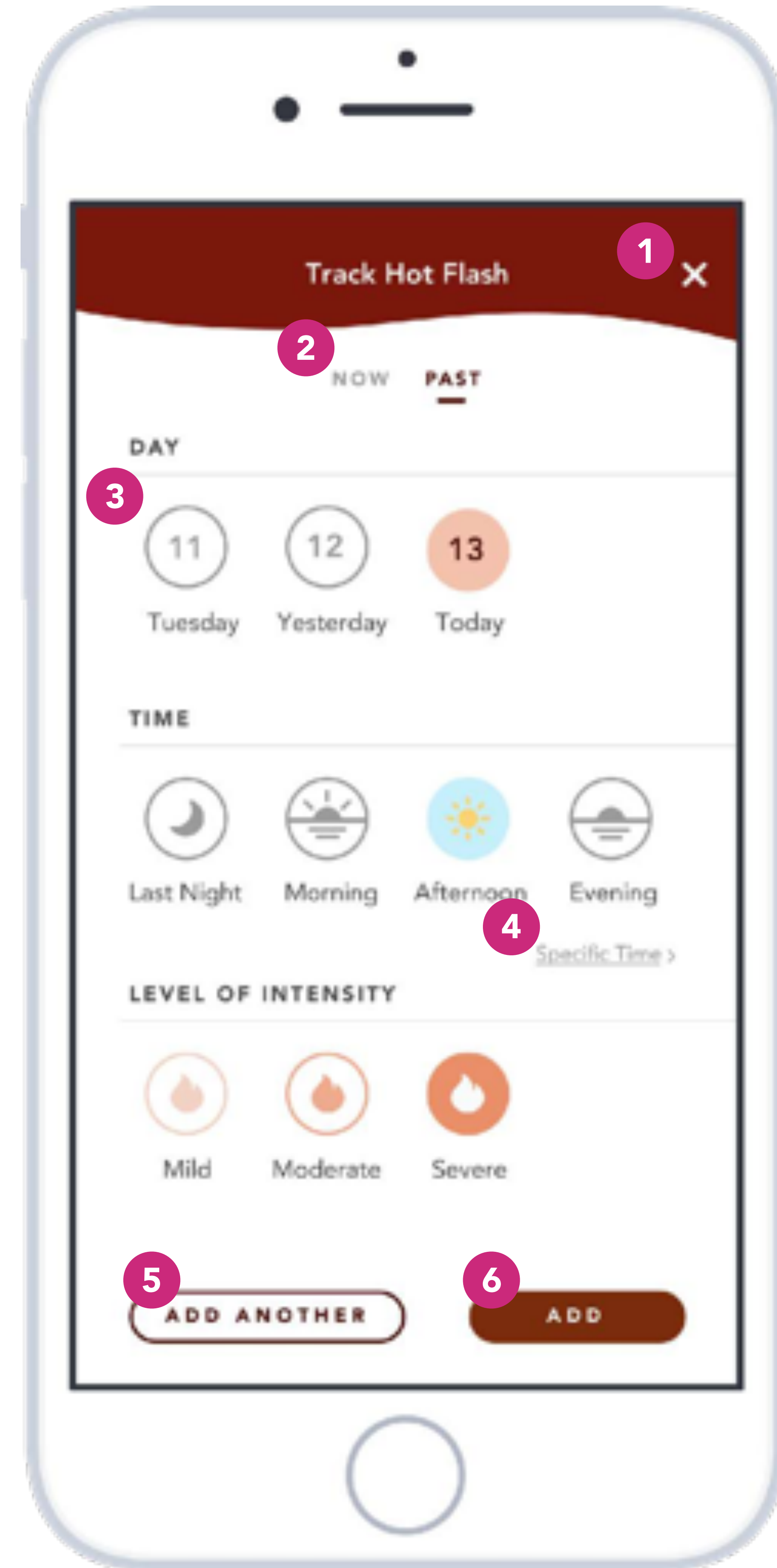
- 1 To return to the Dashboard, the user can hit the back arrow.
- 2 The header is color-coded to the type of data displayed. For example, hot flashes are red.
- 3 The single day breakdown shows a donut pie chart of severities and a chronological breakdown of that day's hot flashes.
- 4 Monthly and all-time breakdowns appear similar to how the weekly breakdown appears.
- 5 Using the left and right arrows allows the user to flip between prior weeks.
- 6 Predictions appear based on trends for that user and similar users.



# Tracking Hot Flash

After selecting what to track, the user is brought to a modal form to track for "Now", but can switch to tracking in the "Past". This form would be similar for different signals and triggers.

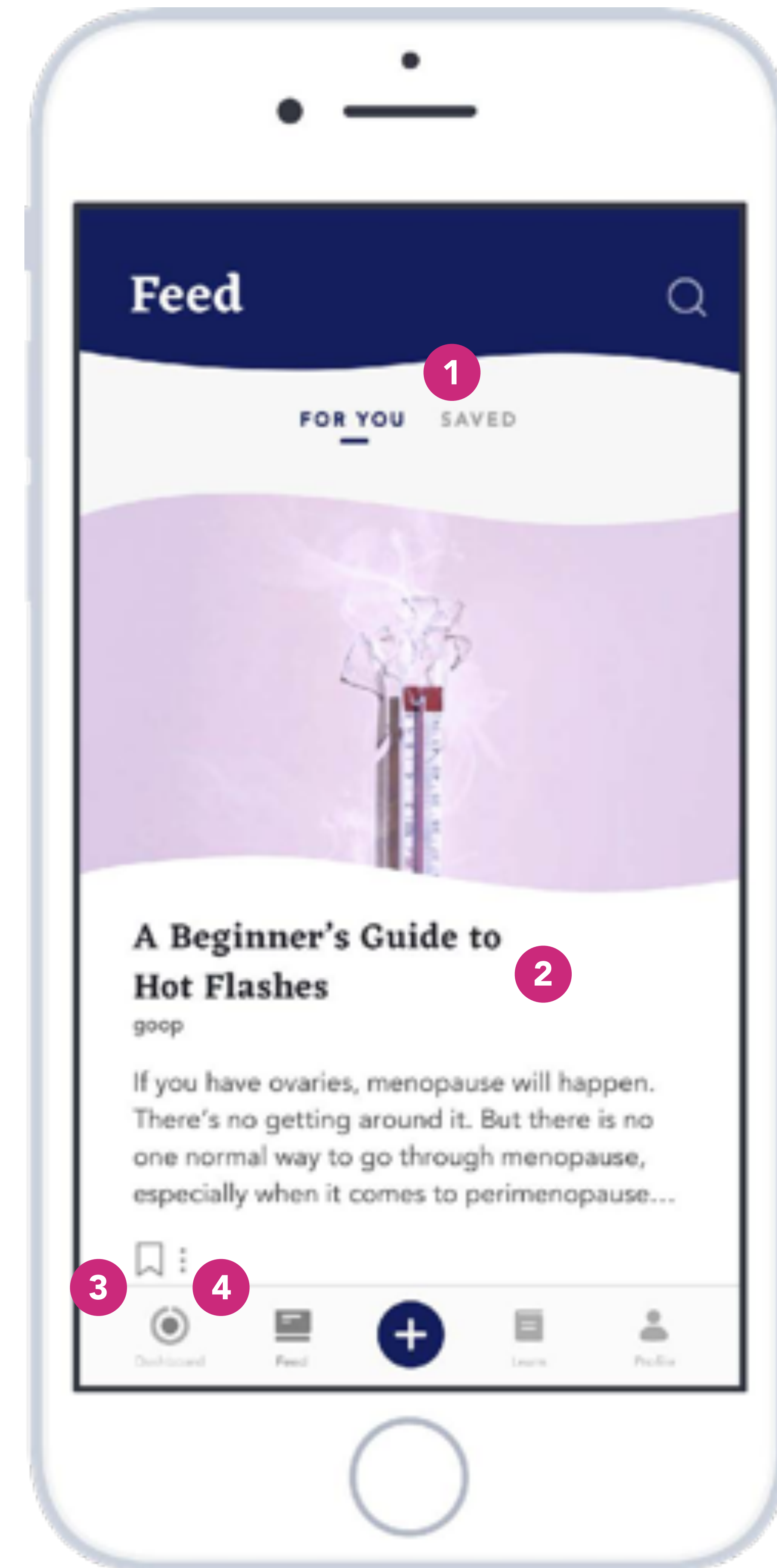
- 1 To return to the Dashboard or cancel, the user can hit the X to close out of the form.
- 2 If the user would prefer to track a hot flash in the moment, they can track on the "Now" tab and simply select the intensity.
- 3 The form uses icon buttons that are visual and easy to identify. It contains no more than 3 questions.
- 4 If a user prefers to track more specifically, they can choose a specific time.
- 5 For retroactive tracking, the user can directly add another hot flash. This makes end-of-day tracking easy to do.
- 6 To save the hot flash, the user taps "Add" and is returned to the Dashboard, where the new hot flash will appear.



# Feed

The Feed is a place to discover news, articles, tips, facts, and other resources. What appears here is curated by an algorithm built by the user's preferences, tracked data, and assessments.

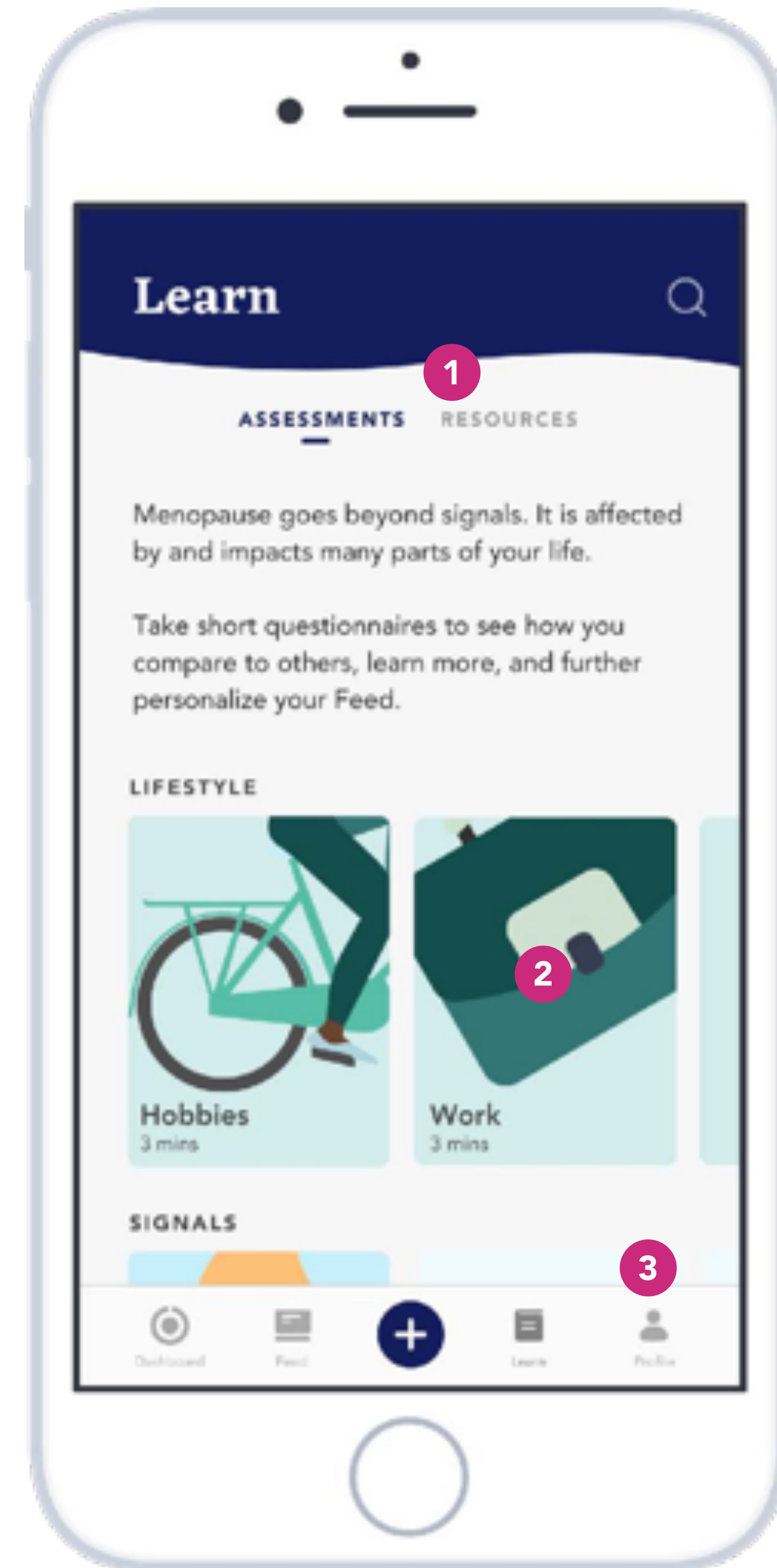
- 1 Users can find their saved resources in a separate feed.
- 2 Tapping on an image or headline of an article allows the user to read the article.
- 3 By clicking on the bookmark icon, the icon is selected and the article shows up in the "Saved" feed.
- 4 Via the overflow feature a user can "dislike" a resource. This feedback is then used to update the feed personalization.



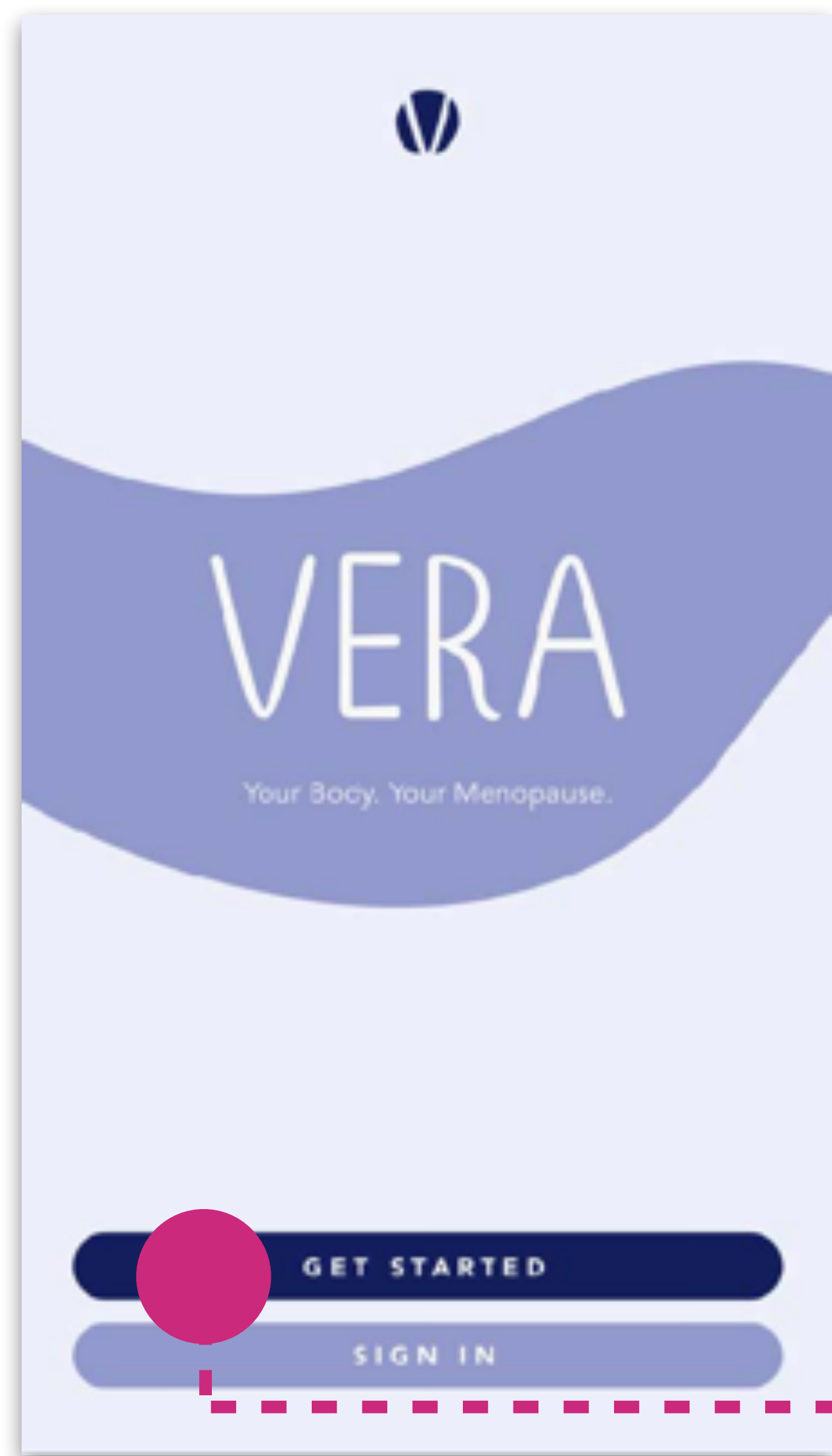
# Learn

The Learn feature contains assessments and resources. Assessments are short questionnaires which allow a user to see how they compare to the community, find relevant information, and further curate their Feed.

- 1 Detailed information about various topics related to menopause are in the Resources tab.
- 2 Tapping on an assessment leads the user to an overview about that assessment.
- 3 Completed assessments are greyed out, but if a user wants to update their responses, they can retake the assessment.

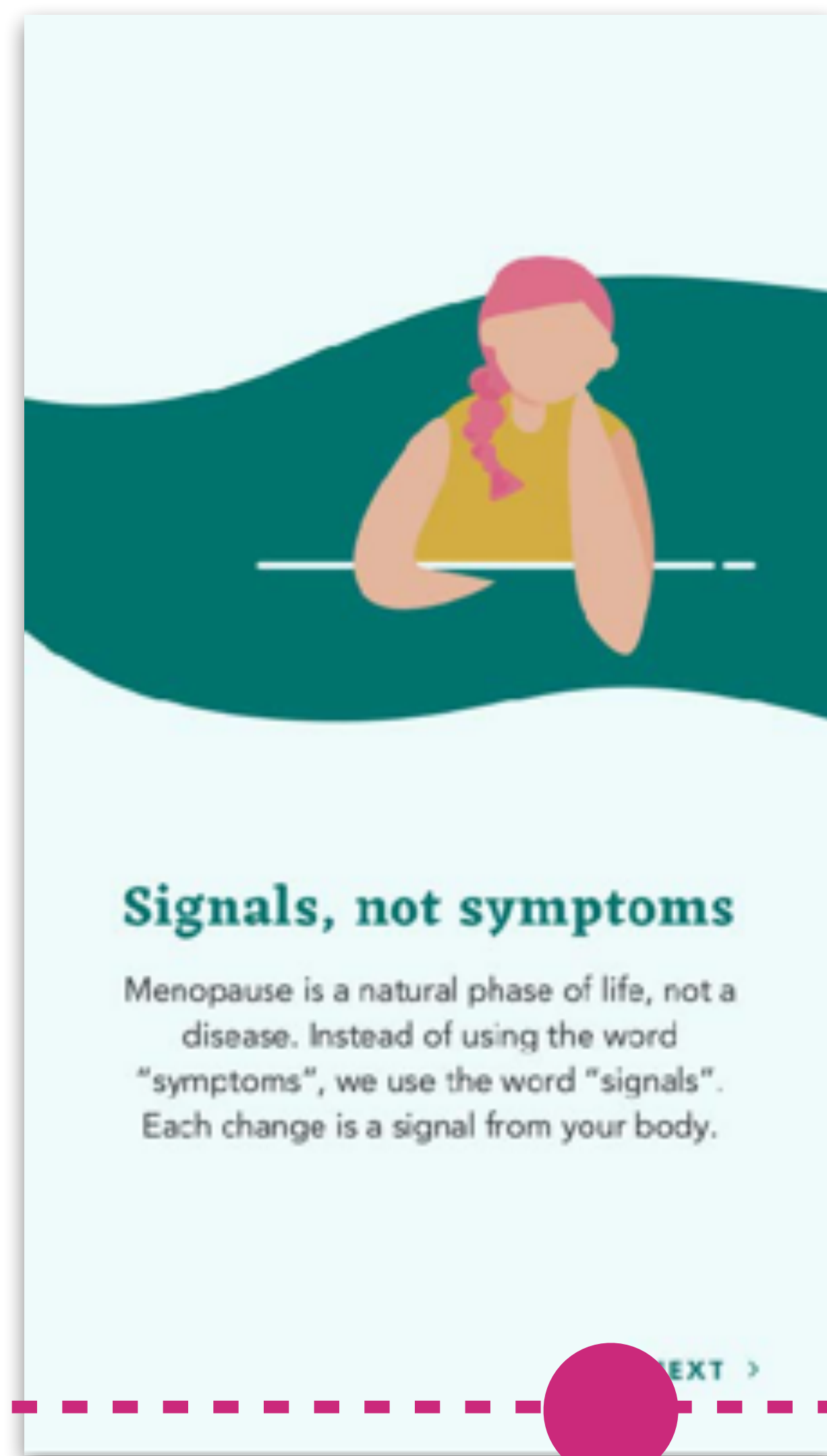


# Onboarding (1/3)



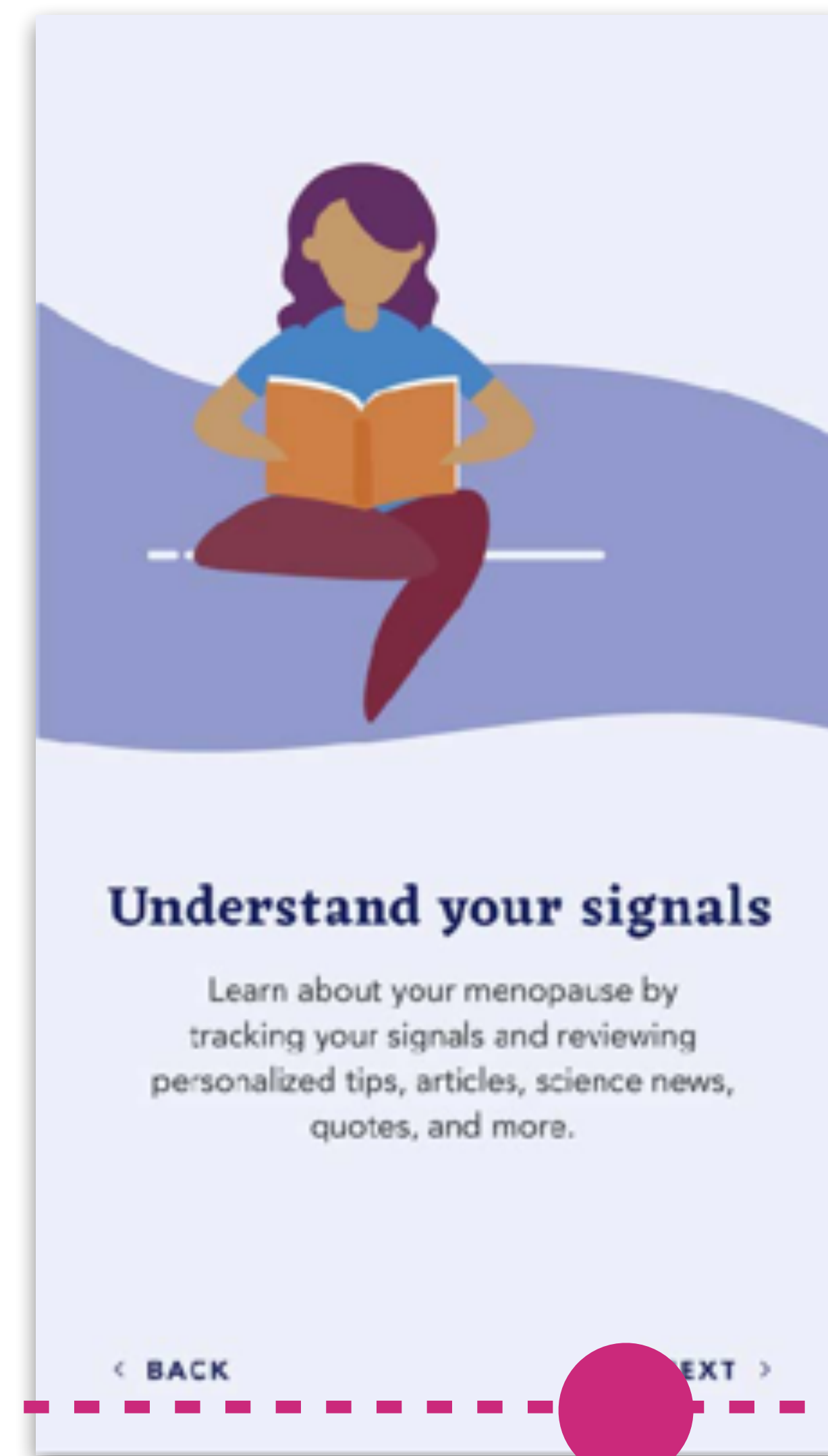
01

From the splash screen, a user can log into their account or create a new account.



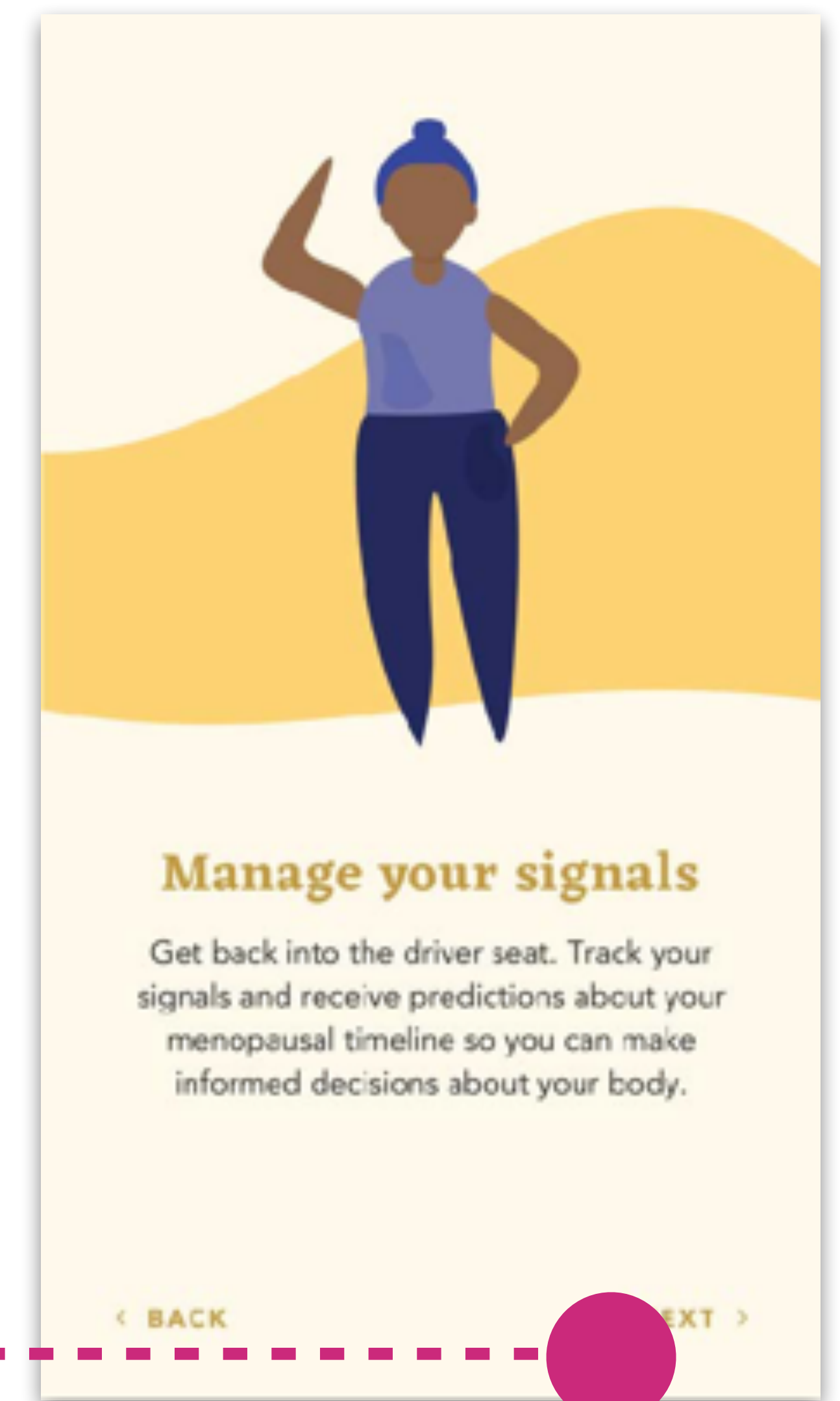
02

The first welcome screen introduces the term "signals"



03

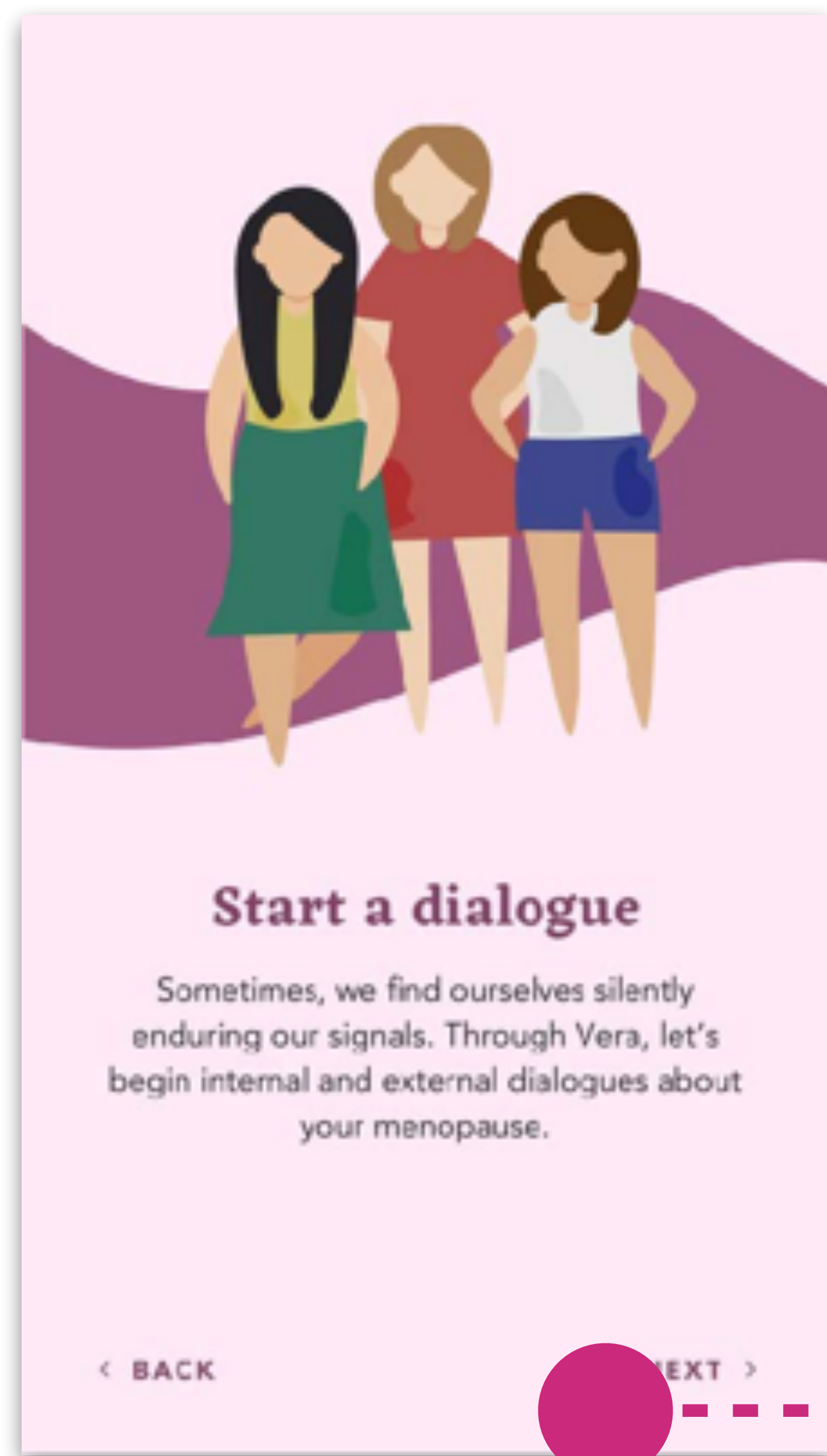
The next screen describes the key features of the application.



04

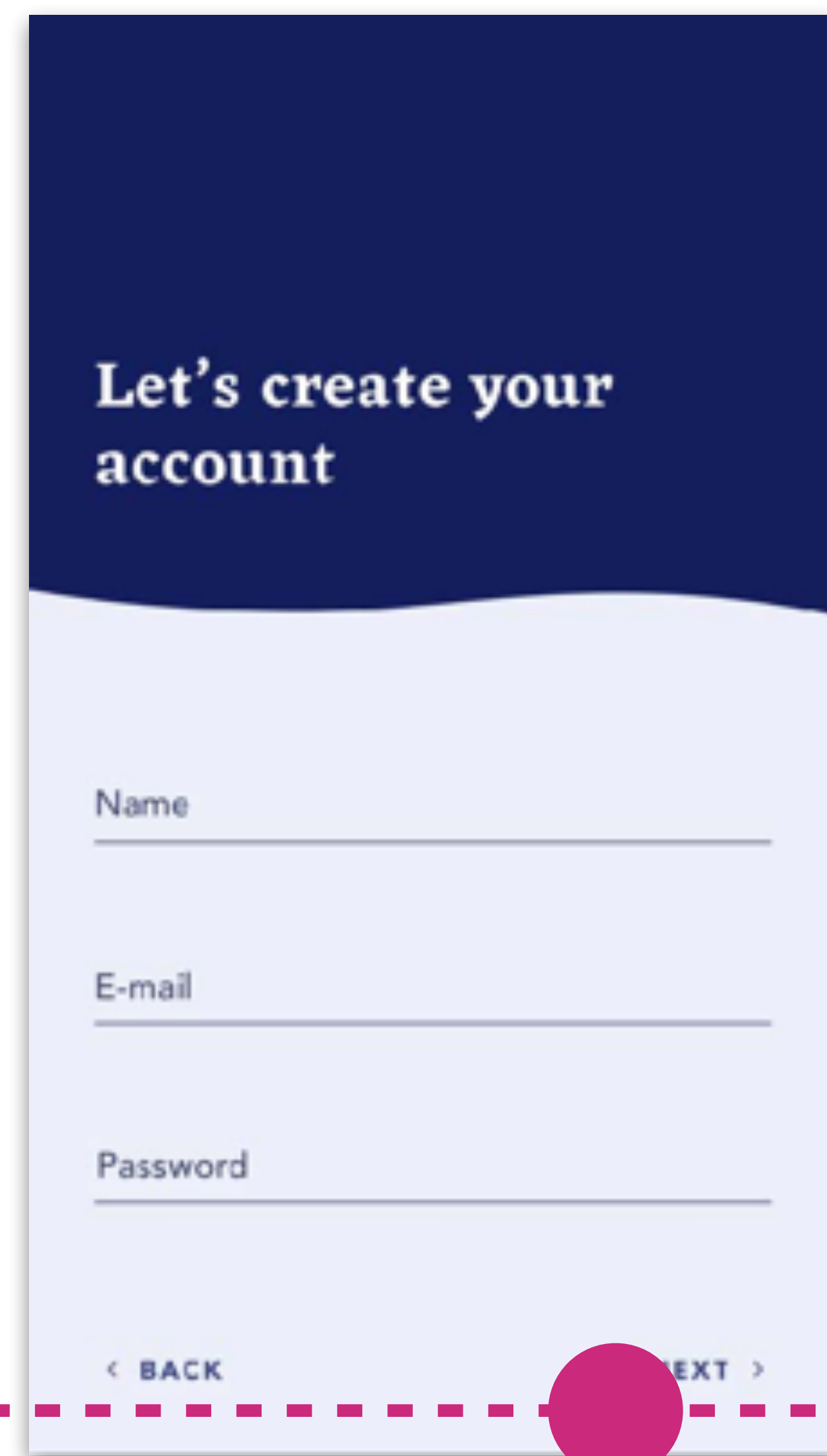
The following screen highlights the personal value — you can manage your menopause.

# Onboarding (2/3)



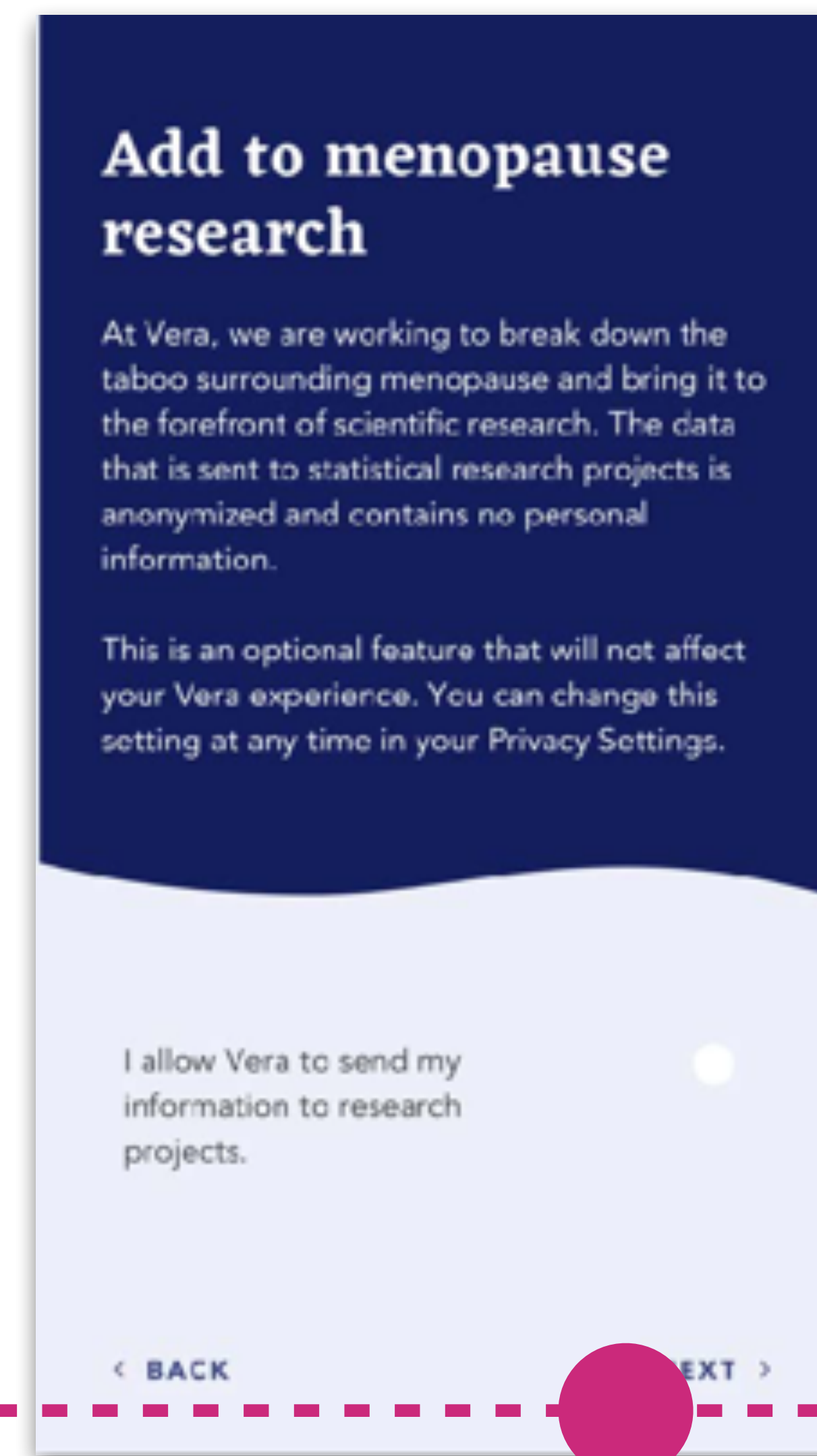
05

The final welcome screen introduces the broader social value of the app.



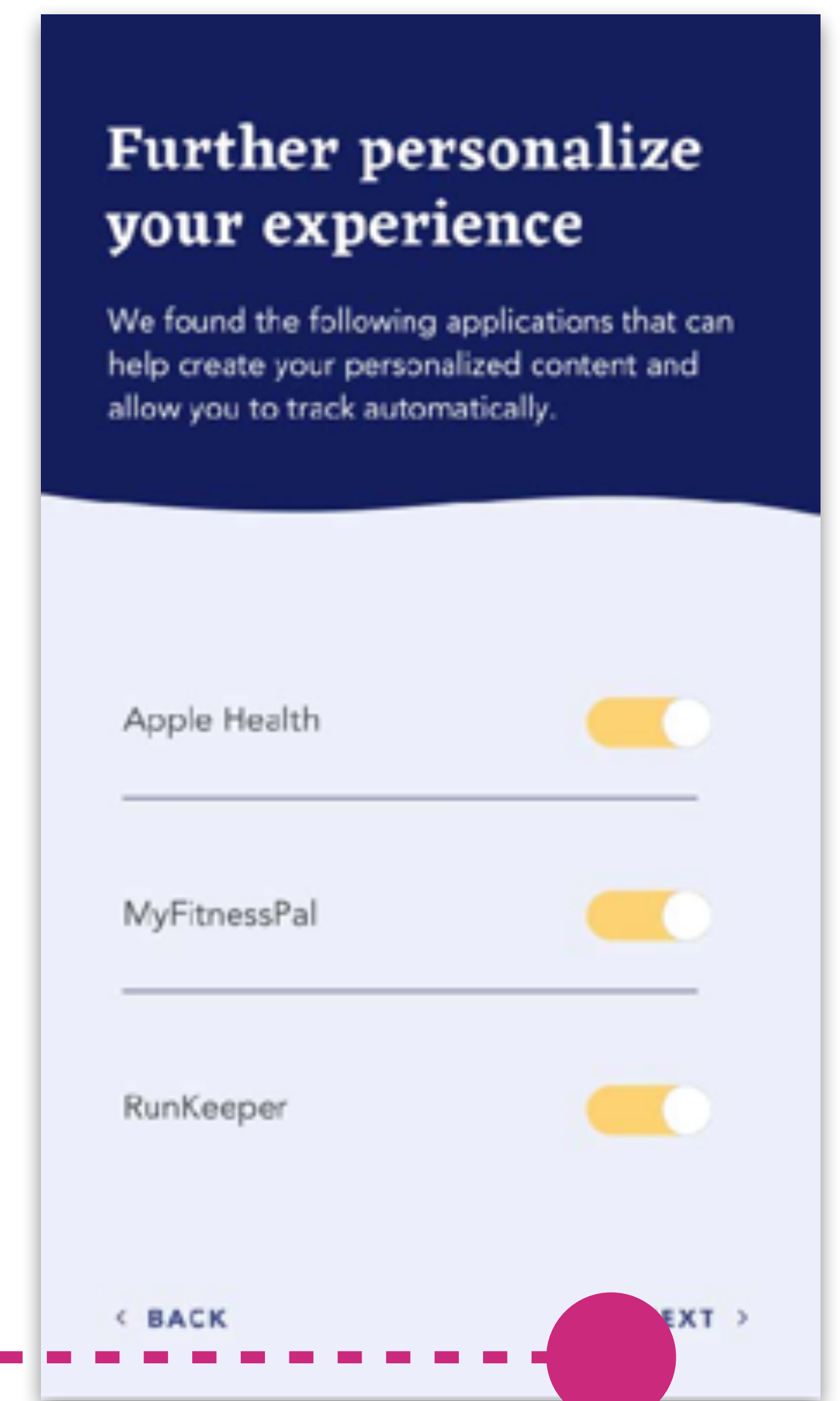
06

The user can quickly create a secure account.



07

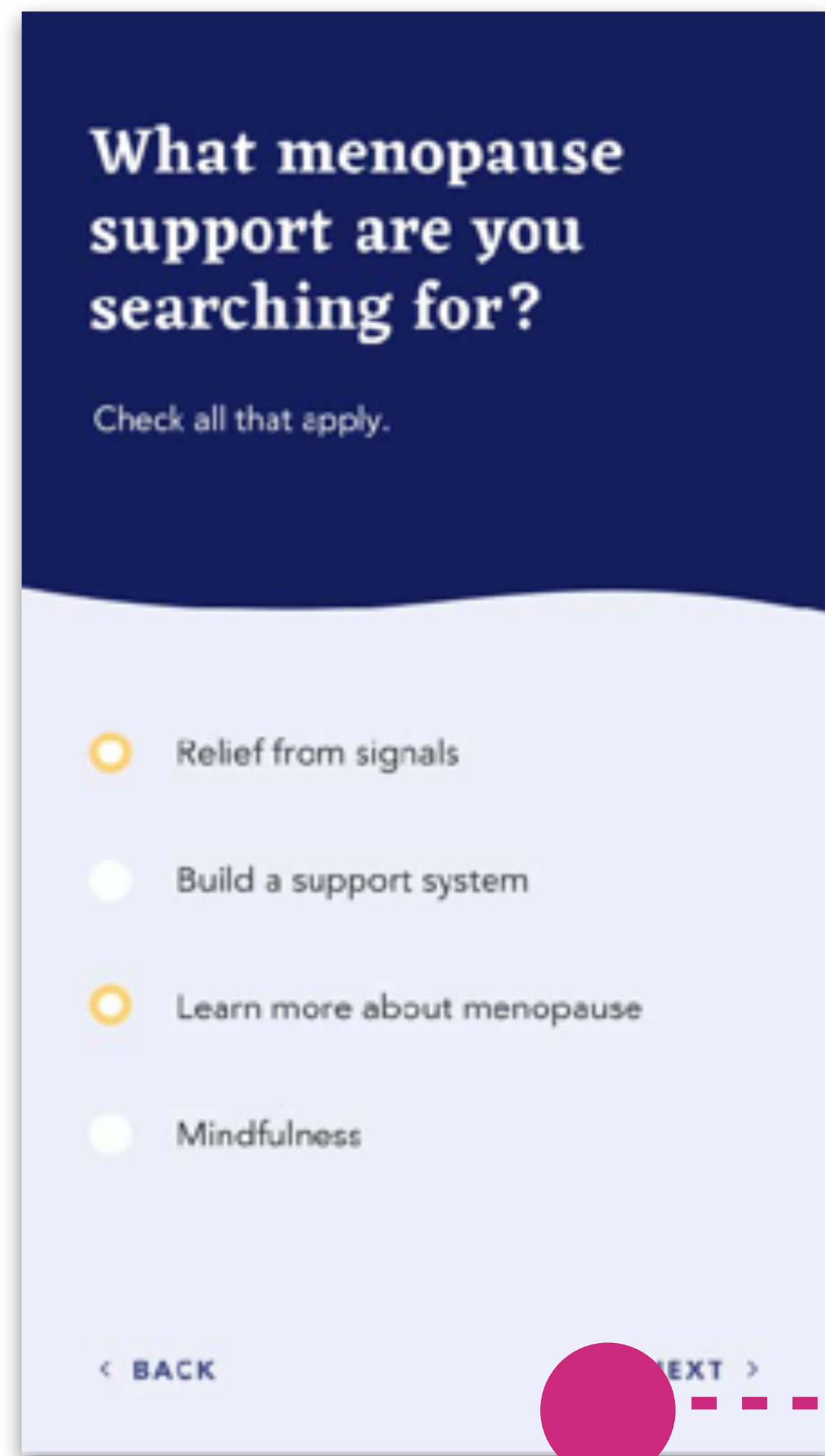
The user is asked to share their data with research, but this is completely optional.



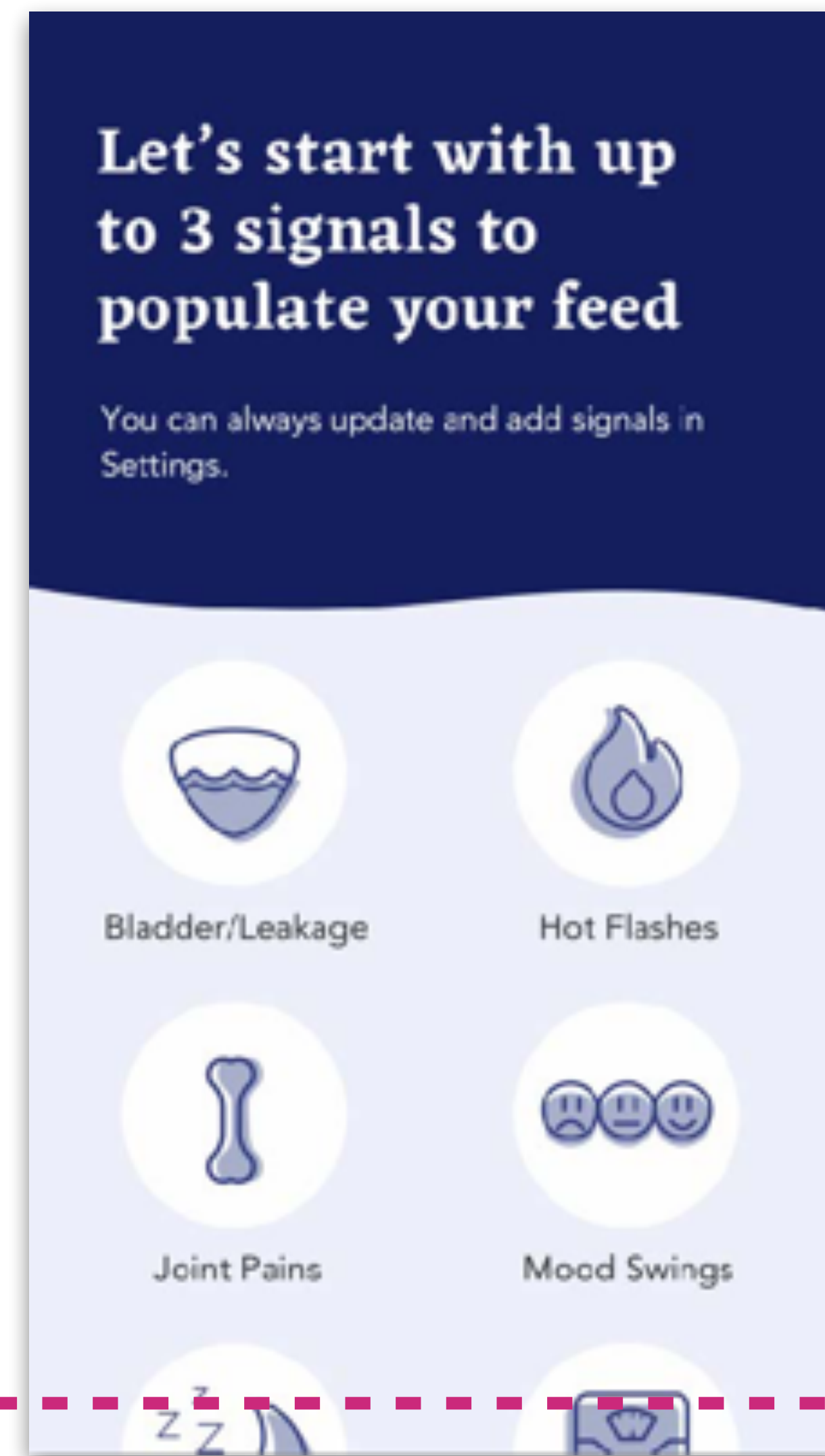
08

Vera detects other applications already on the user's phone to track biometrics.

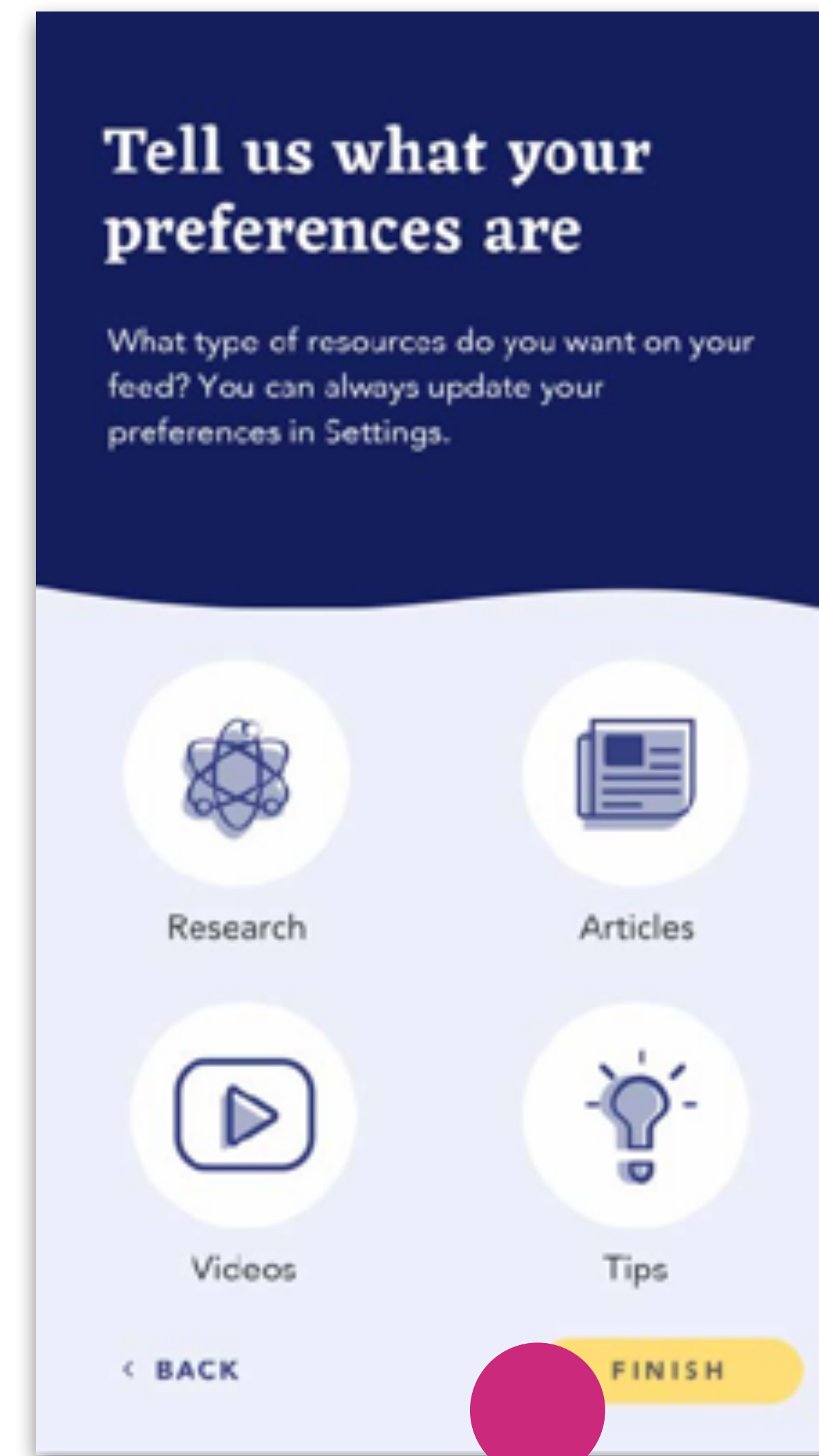
# Onboarding (3/3)



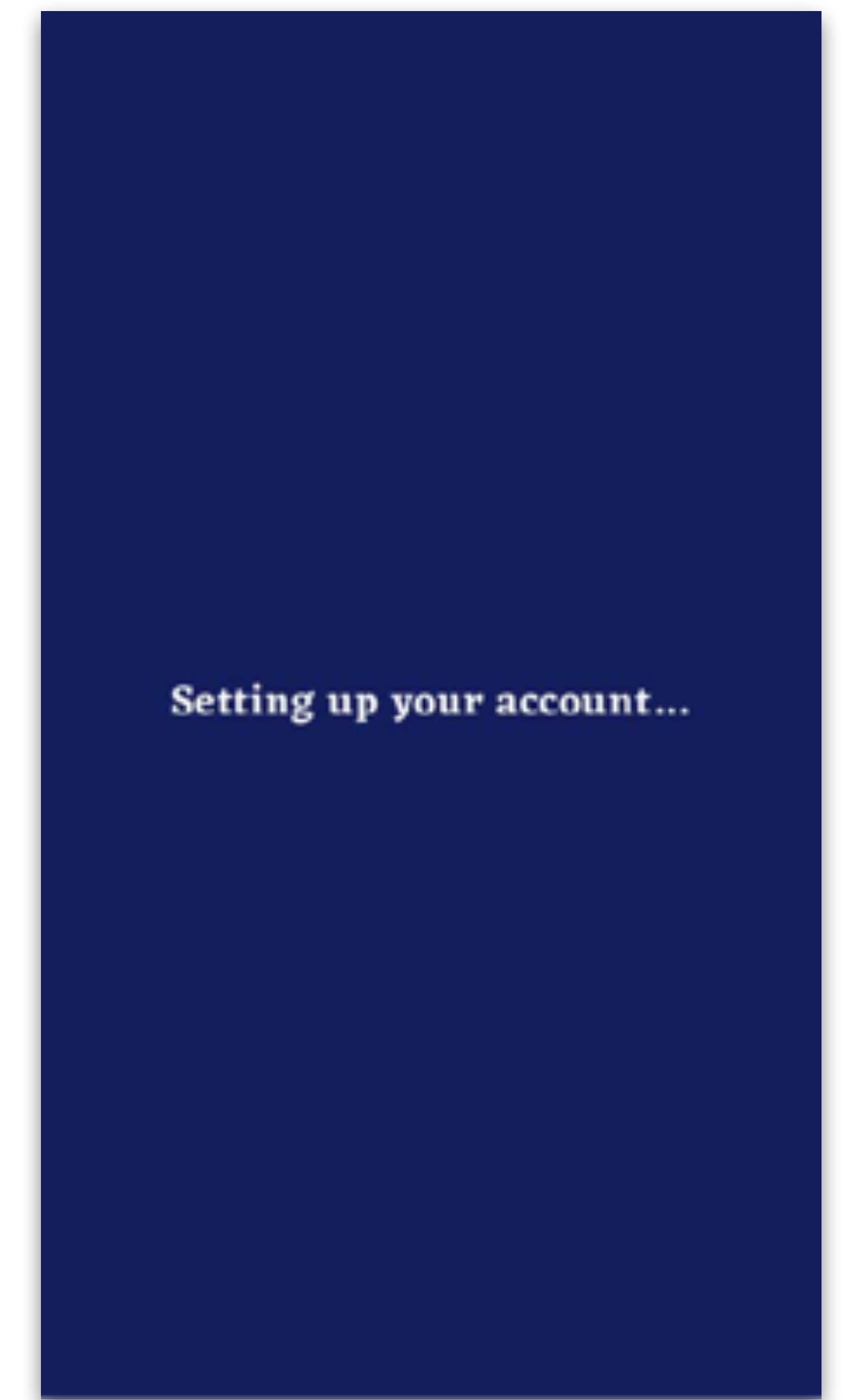
**09**  
To curate a more personalized feed, Vera asks what types of support the user wants.



**10**  
To begin populating the feed and dashboard, Vera asks for the user's primary signals.



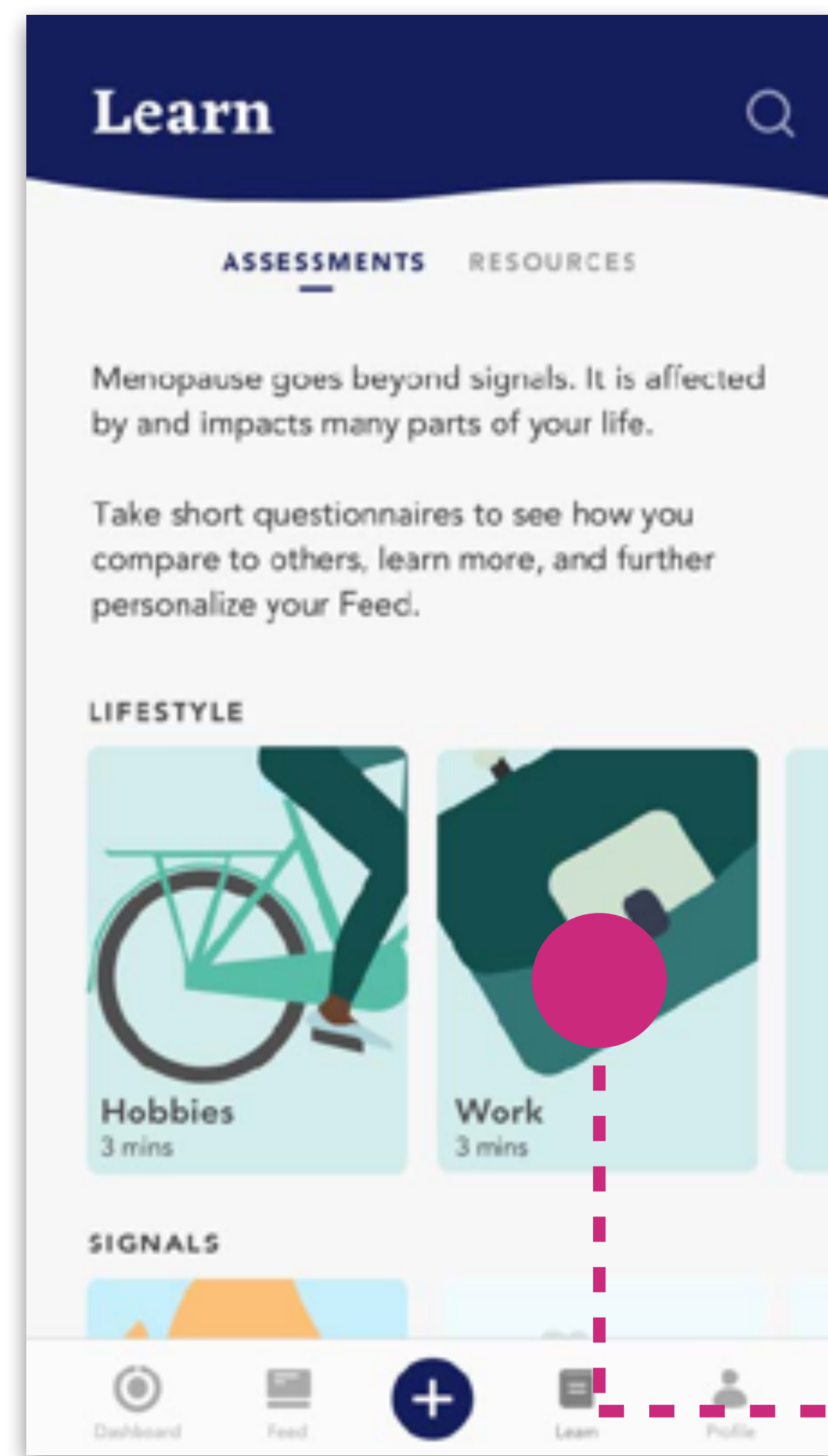
**11**  
To curate a more personalized feed, Vera asks what types of content the user prefers.



**12**  
To prepare the user to be launched into the application, a loading screen appears.

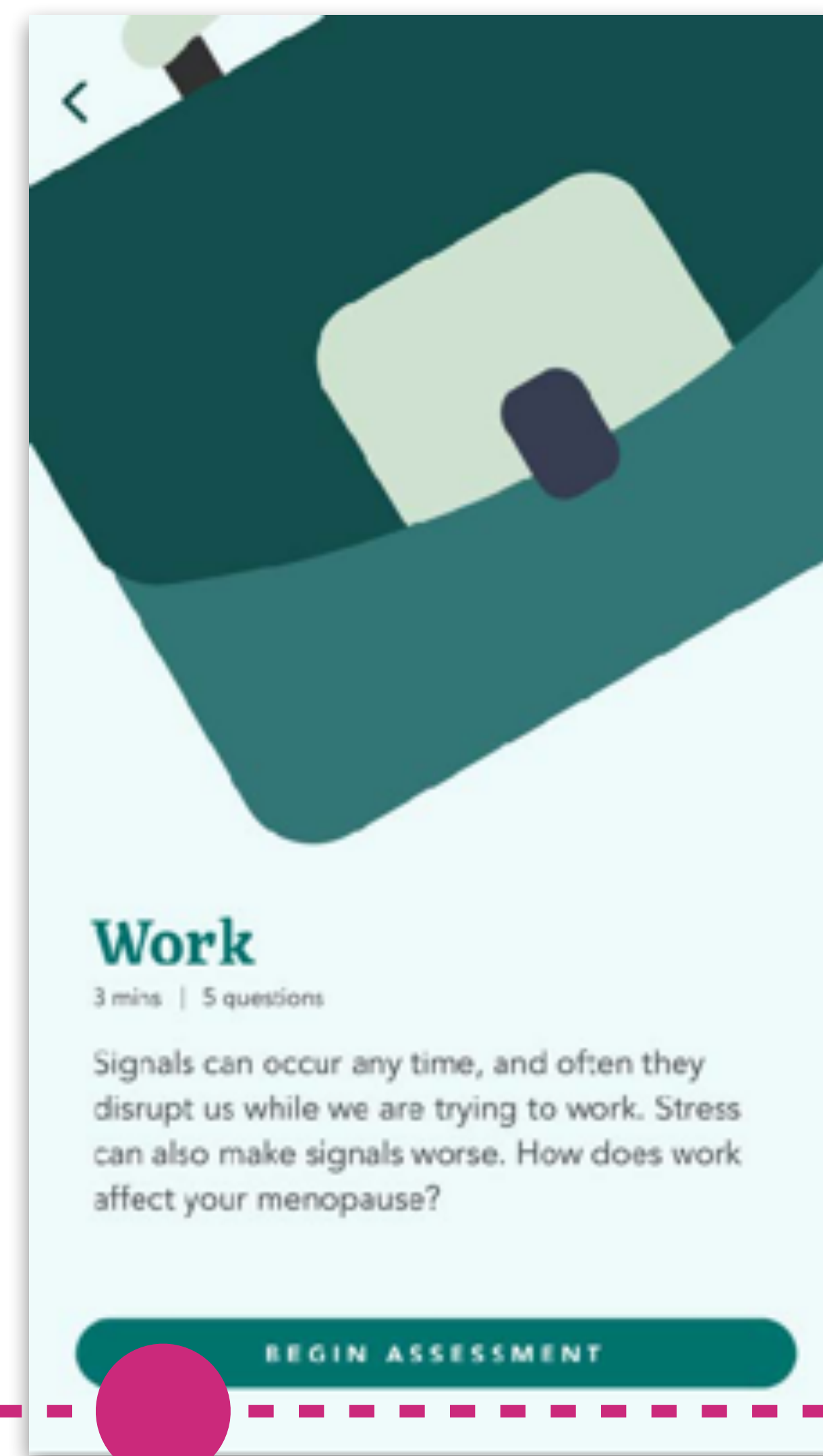


# Assessments (1/2)



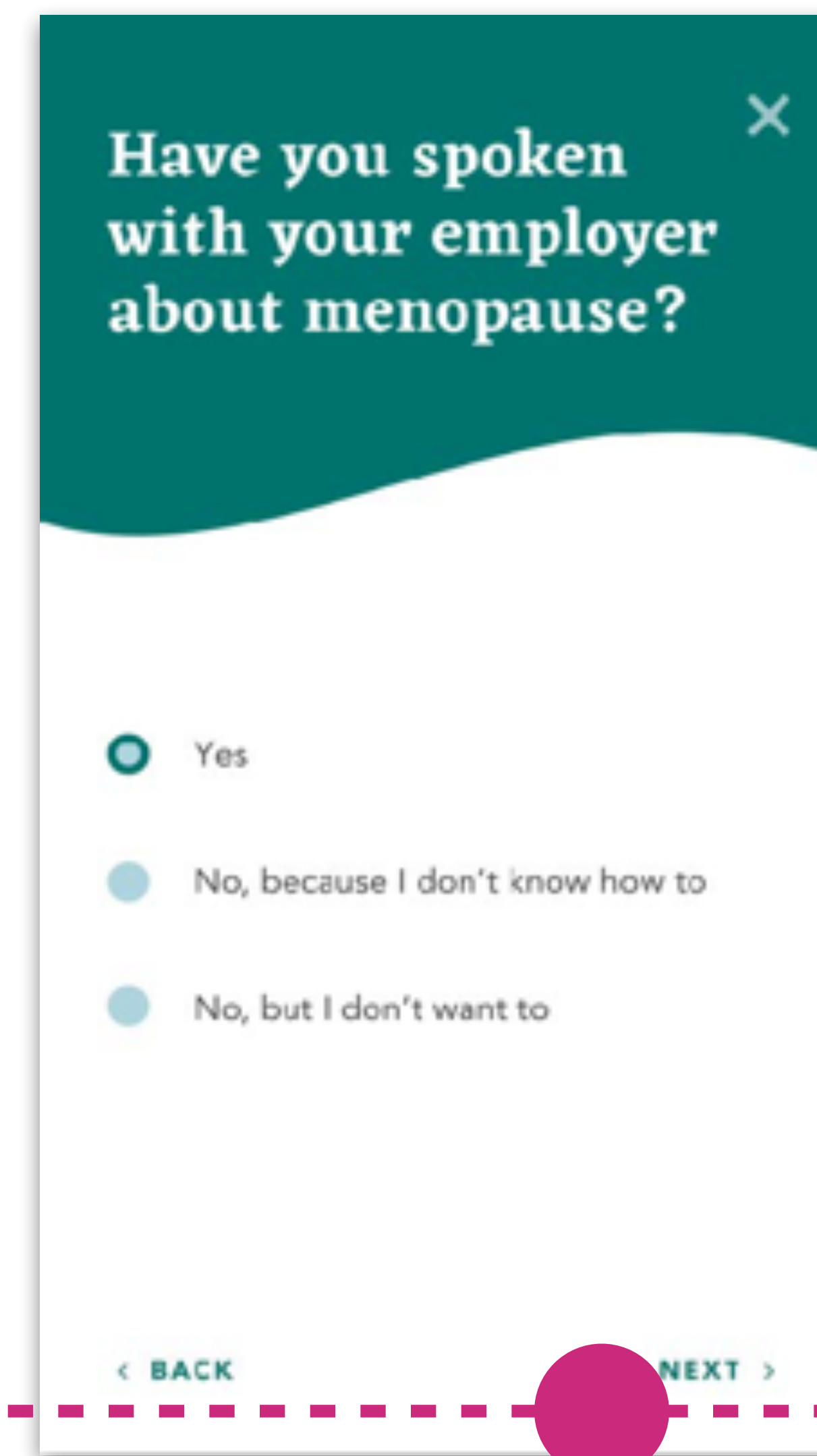
01

On the Learn page, a user can select an assessment they'd like to take.



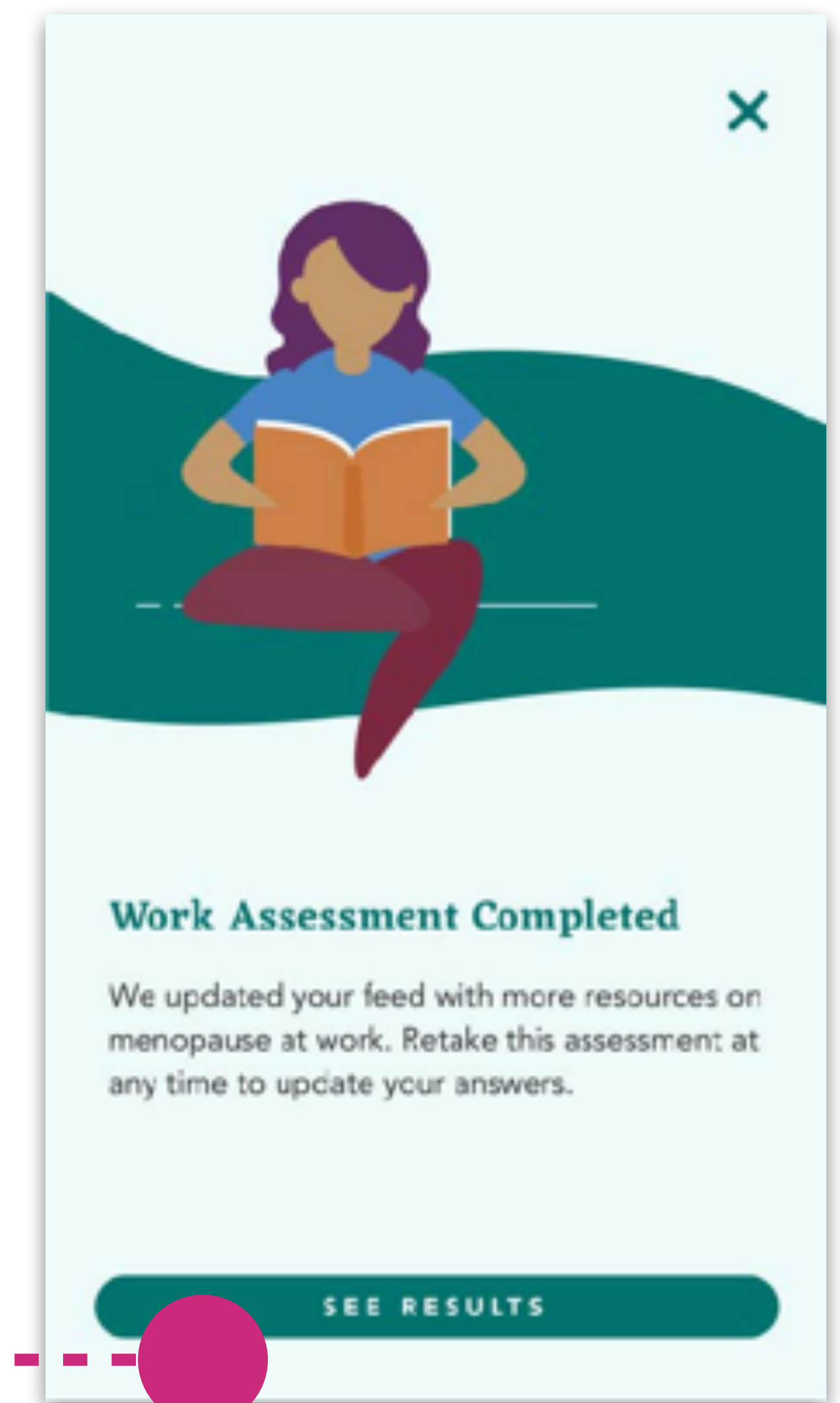
02

Before starting an assessment, the user can review how long it will take and what it will contain.



03

Questions are presented one page at a time.



04

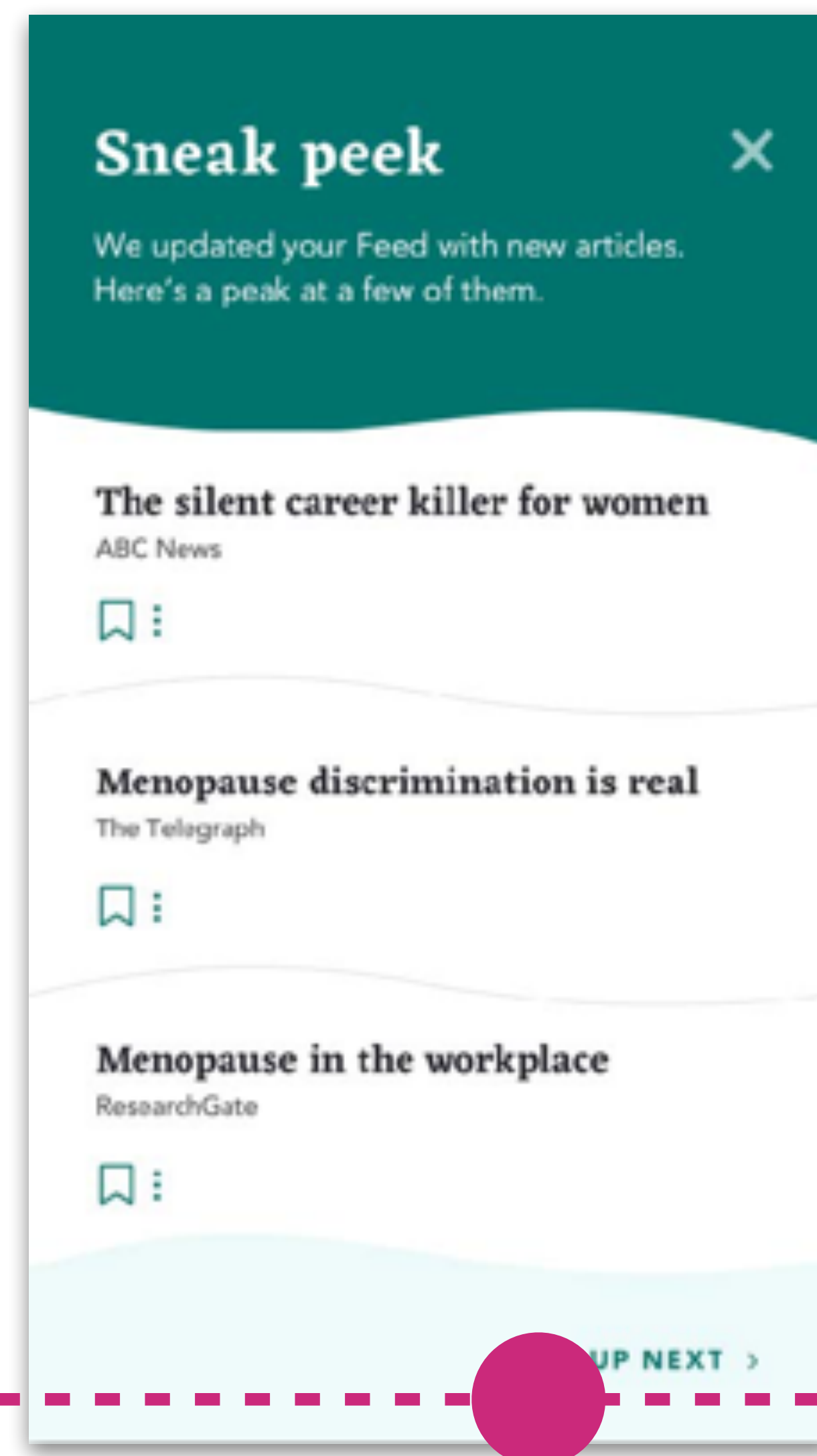
A completion page informs the user that they can retake assessments and see the results.

# Assessments (2/2)



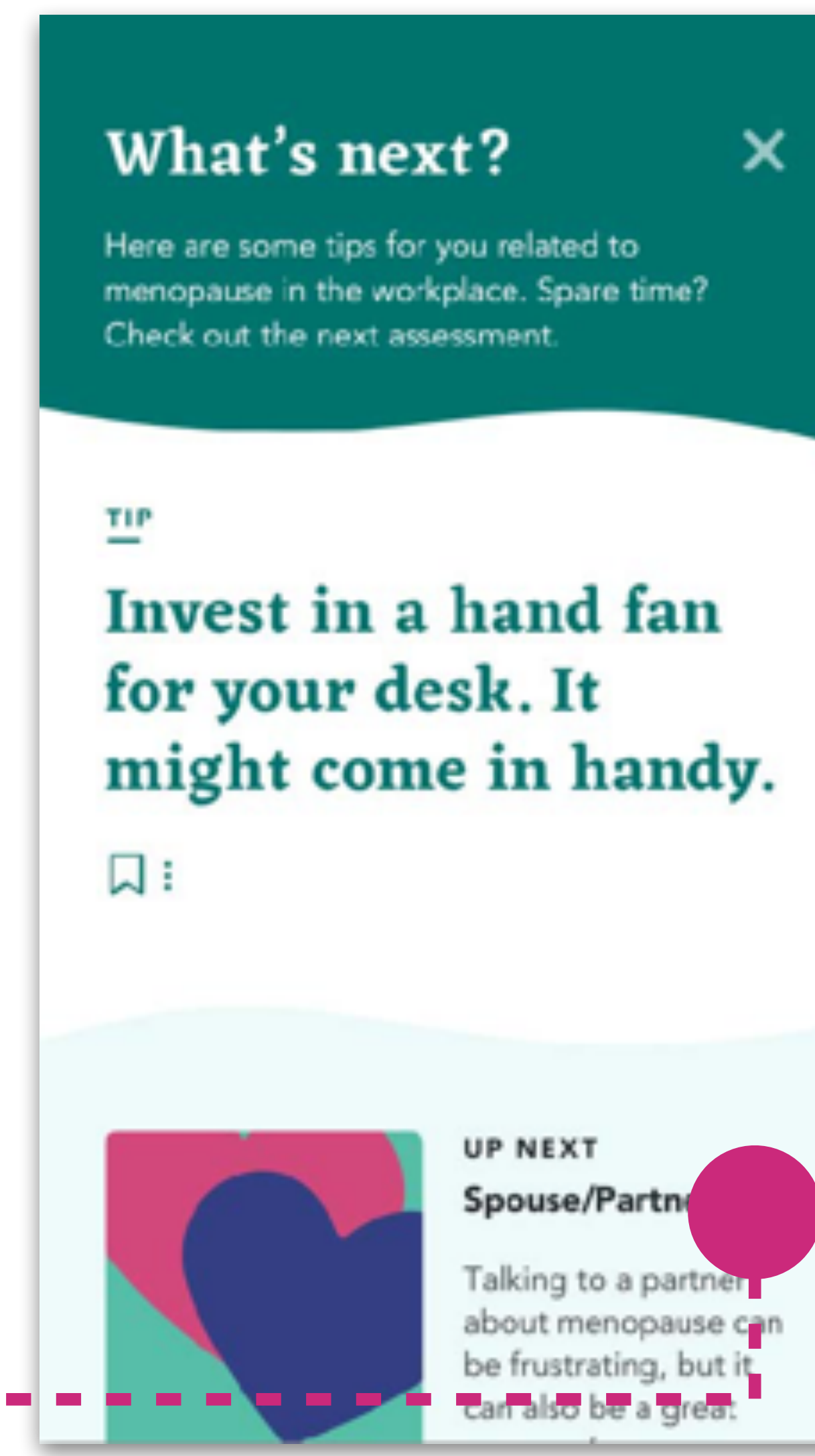
05

Users can see how they compare to others and learn more about how the community stacks up.



06

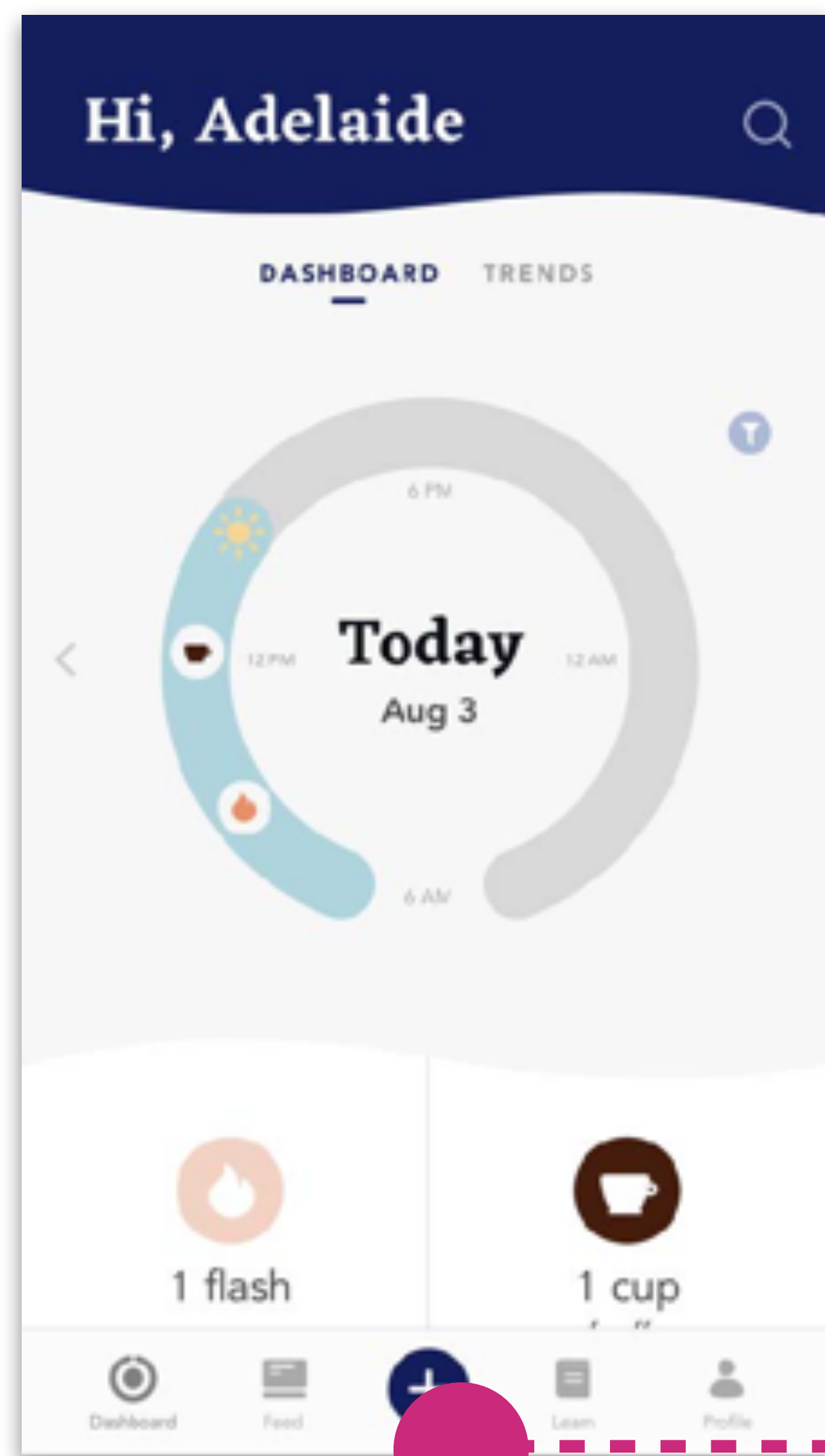
Vera selects a few example readings relevant to the user's result.



07

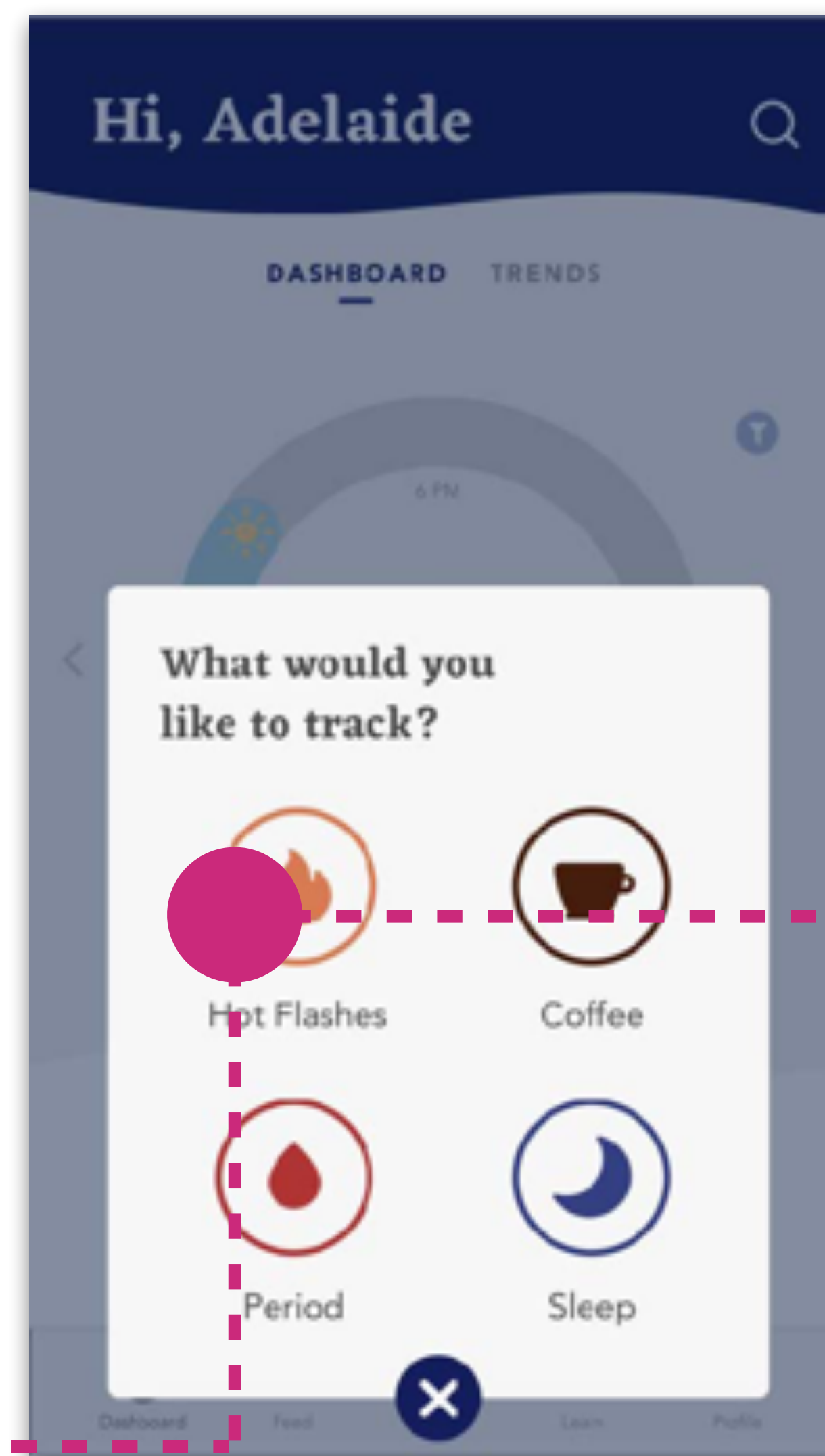
A relevant tip is provided. Then a user can decide to take another assessment or return home.

# Tracking Data (1/2)



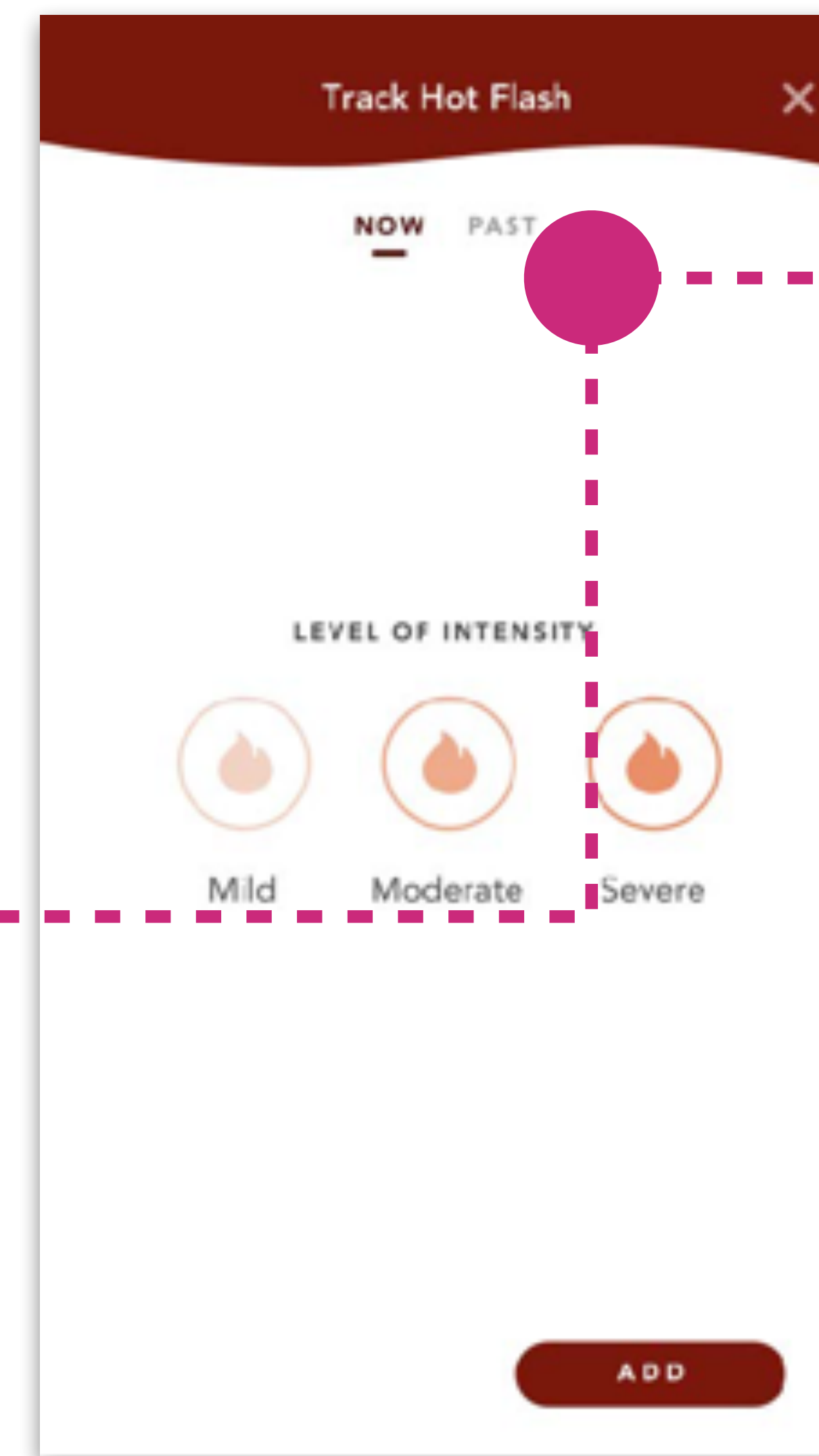
01

A user can track from anywhere by selecting the plus sign in the tab bar.



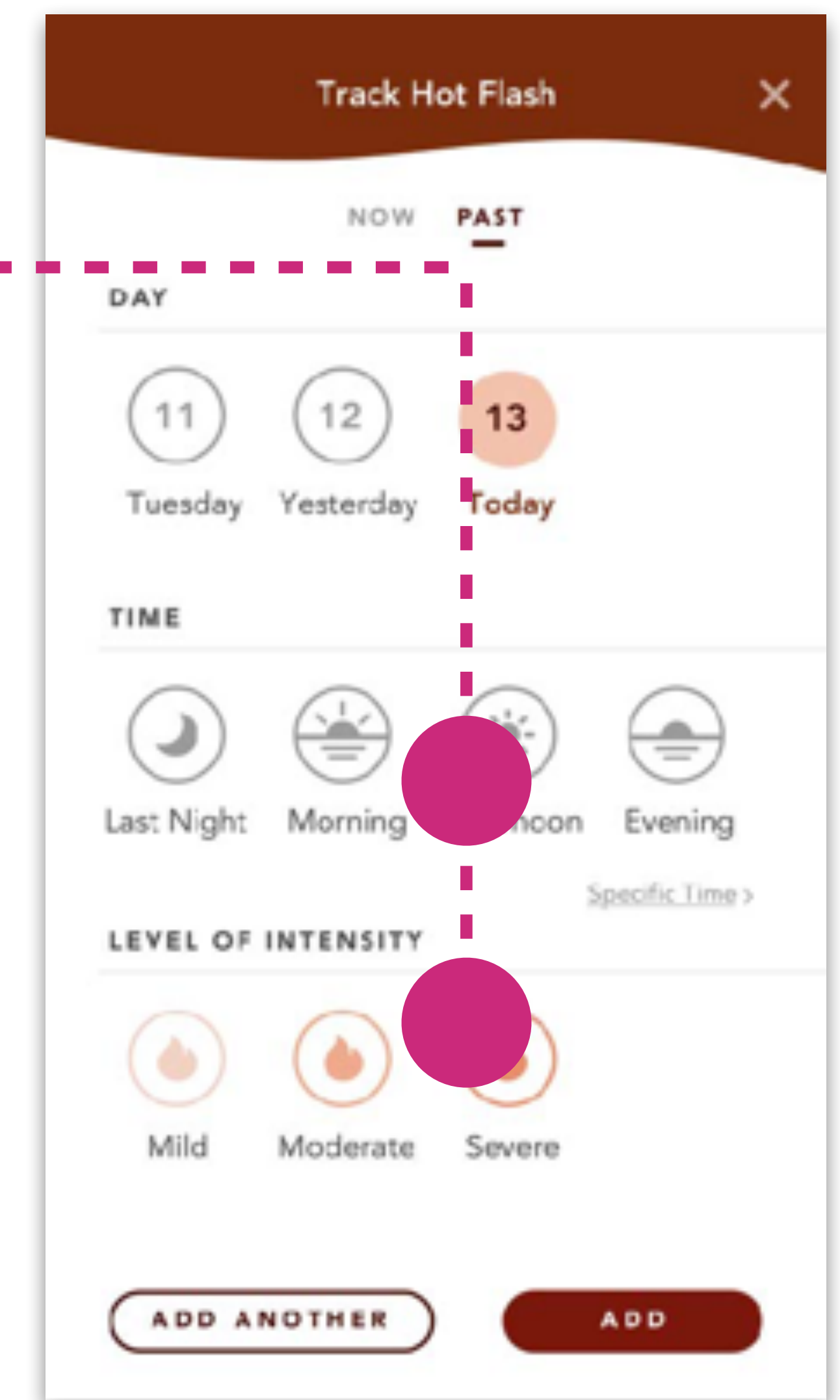
02

Anything that the user is actively tracking appears in the Add menu.



03

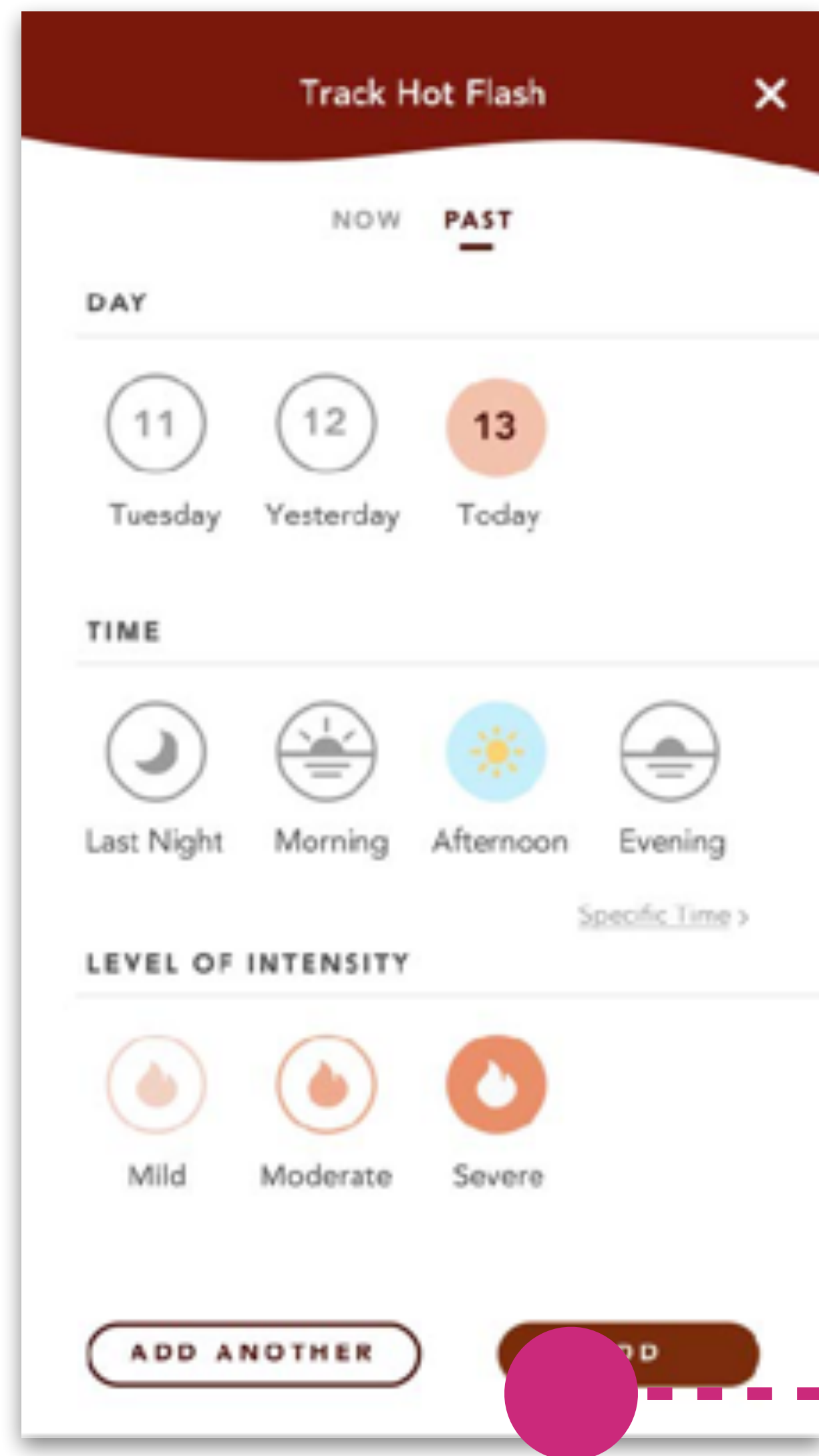
The first option is "Now", but the user can switch to "Past" to retroactively track.



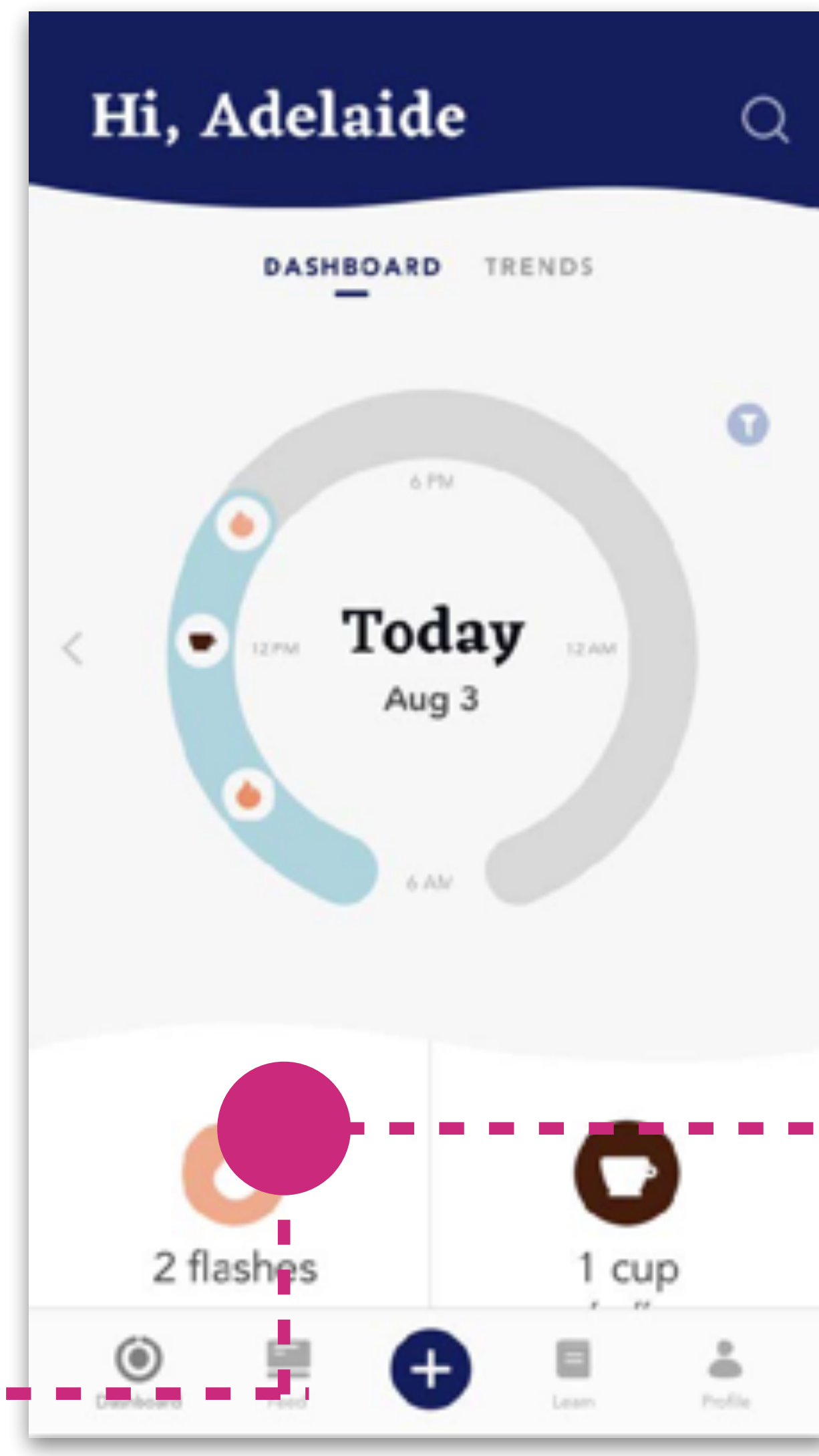
04

The user makes a few quick selections to track a hot flash.

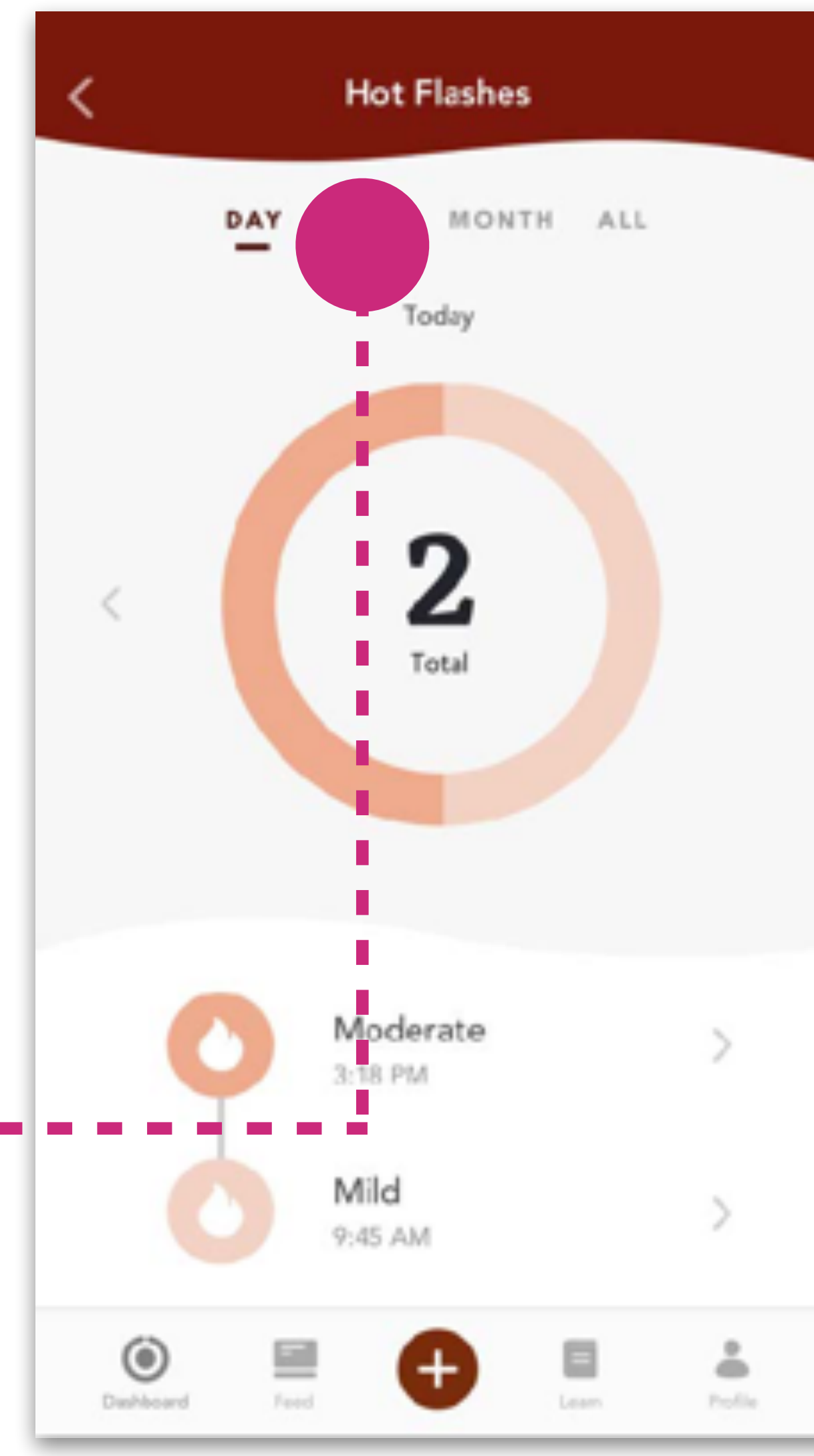
# Tracking Data (2/2)



**05** If tracking multiple instances, they can choose "Add Another", but in this case they just "Add".



**06** On the dashboard, a user's new hot flash appears on the "Today" view.

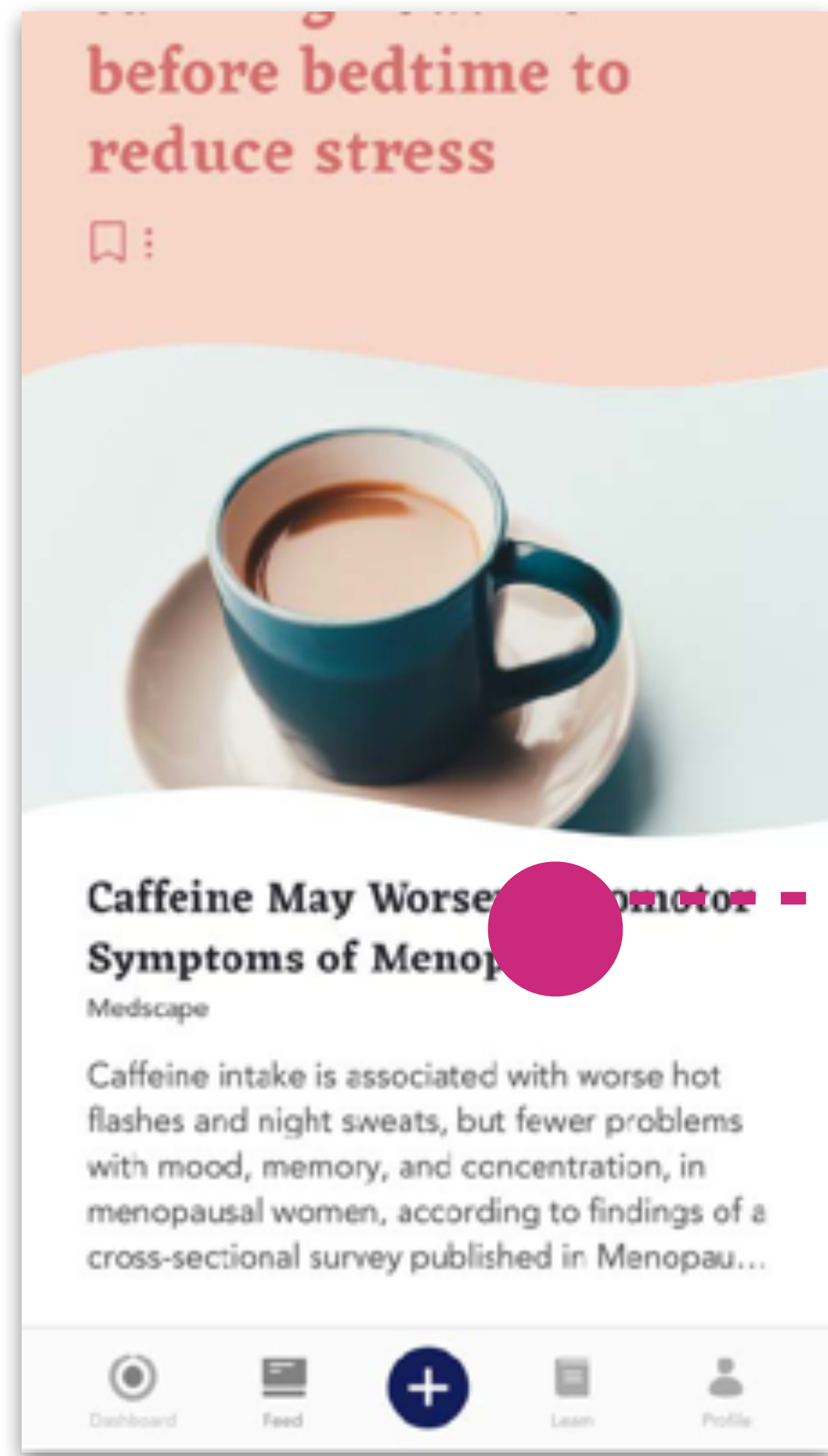


**07** By tapping "Hot Flashes" on the dashboard, they can see today's breakdown of their hot flashes.

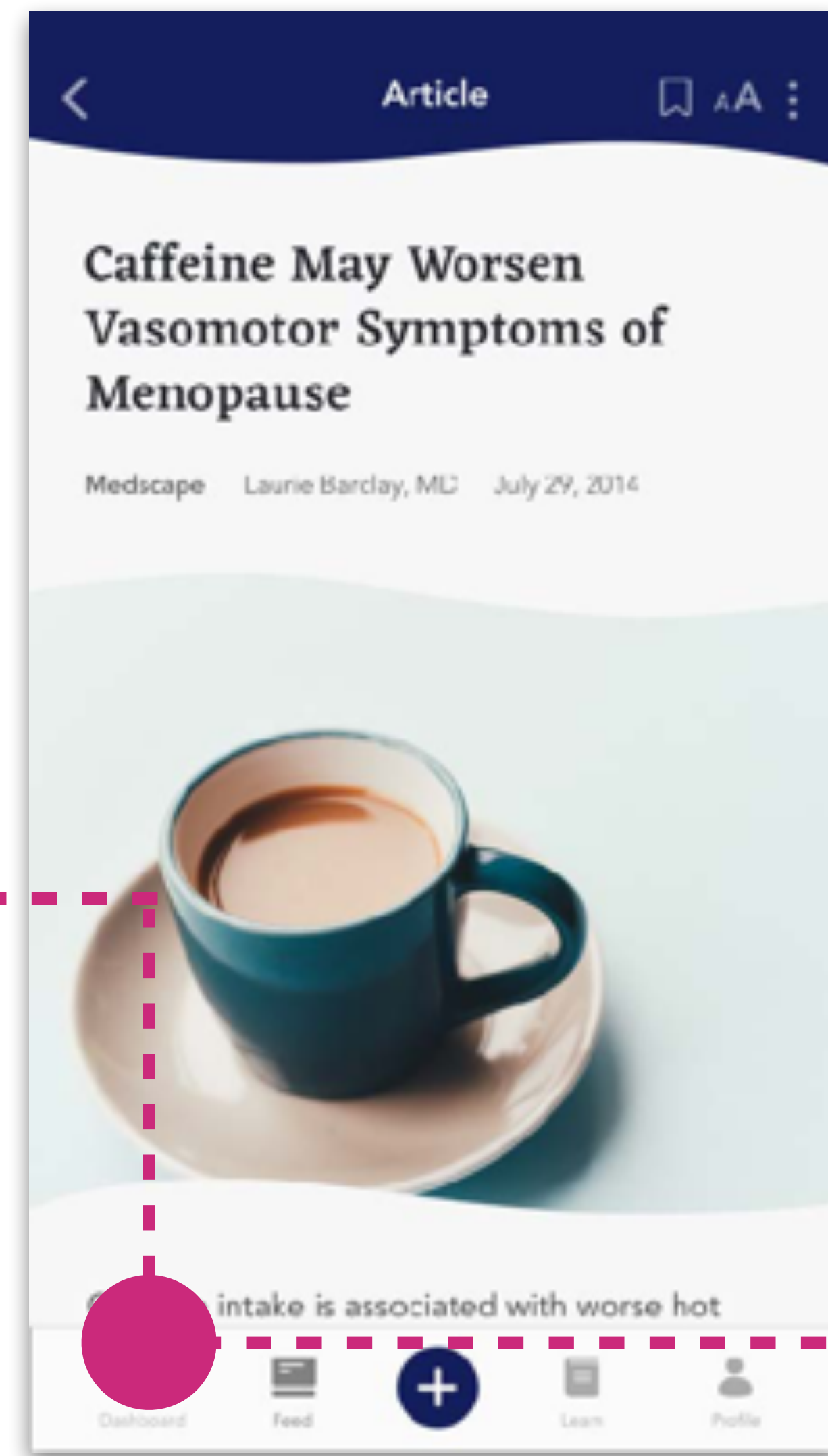


**08** The user can also view timelines of their hot flashes by week, month, and all.

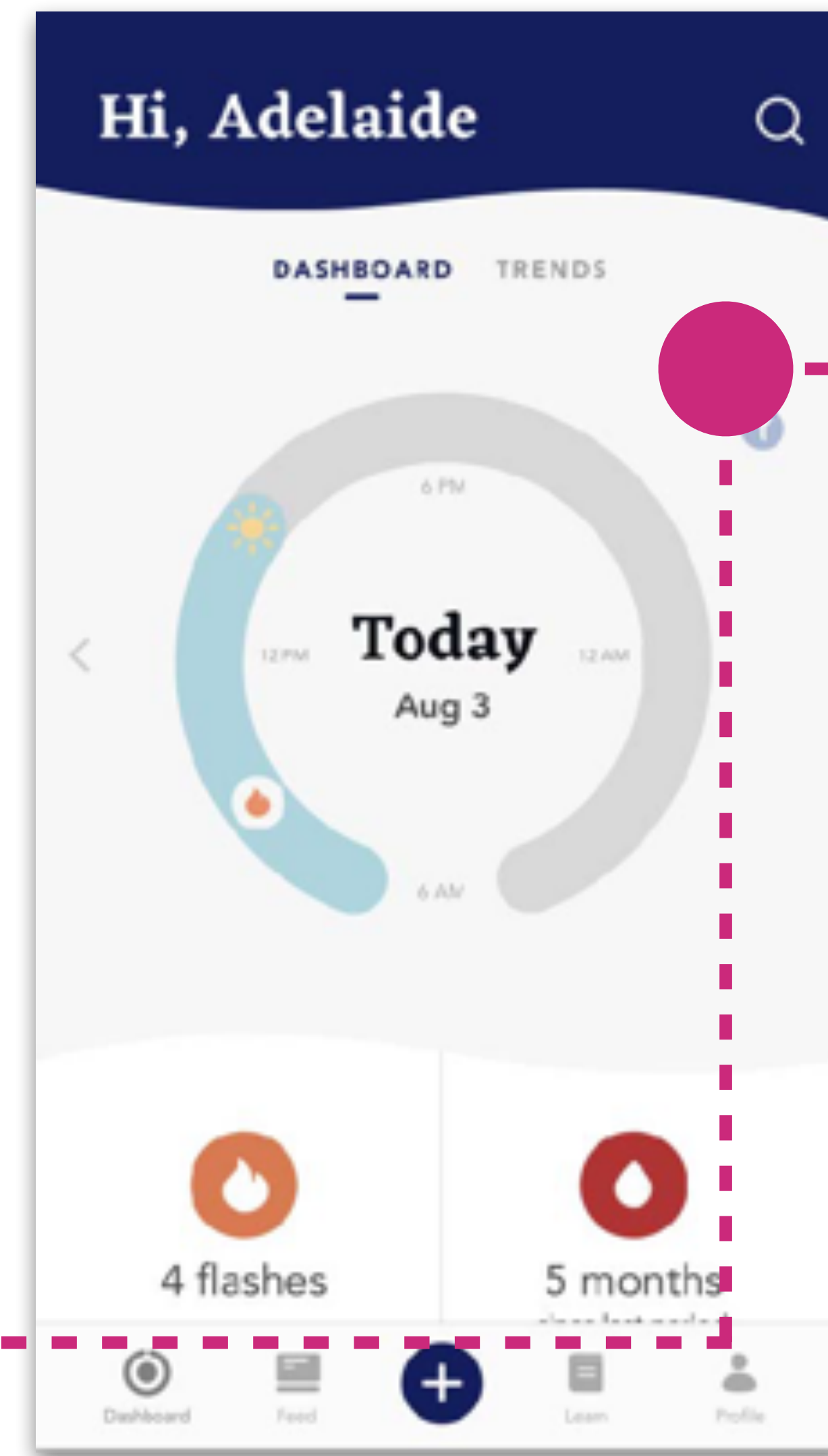
# Seeking Trends (1/2)



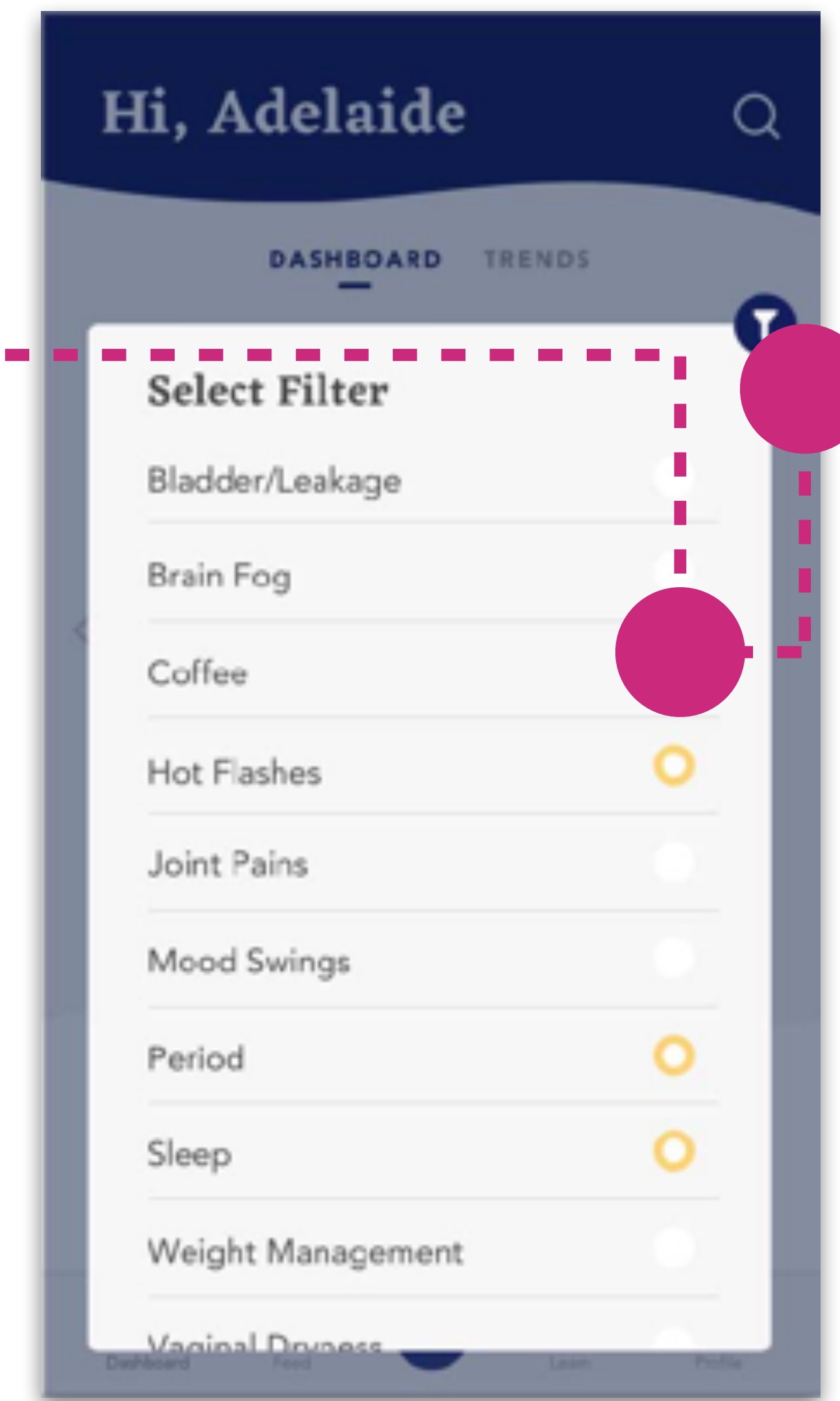
**01**  
In the Feed, a user discovers content like news and tips that are relevant to them.



**02**  
A user might learn something that makes them curious, so they can review their own data.

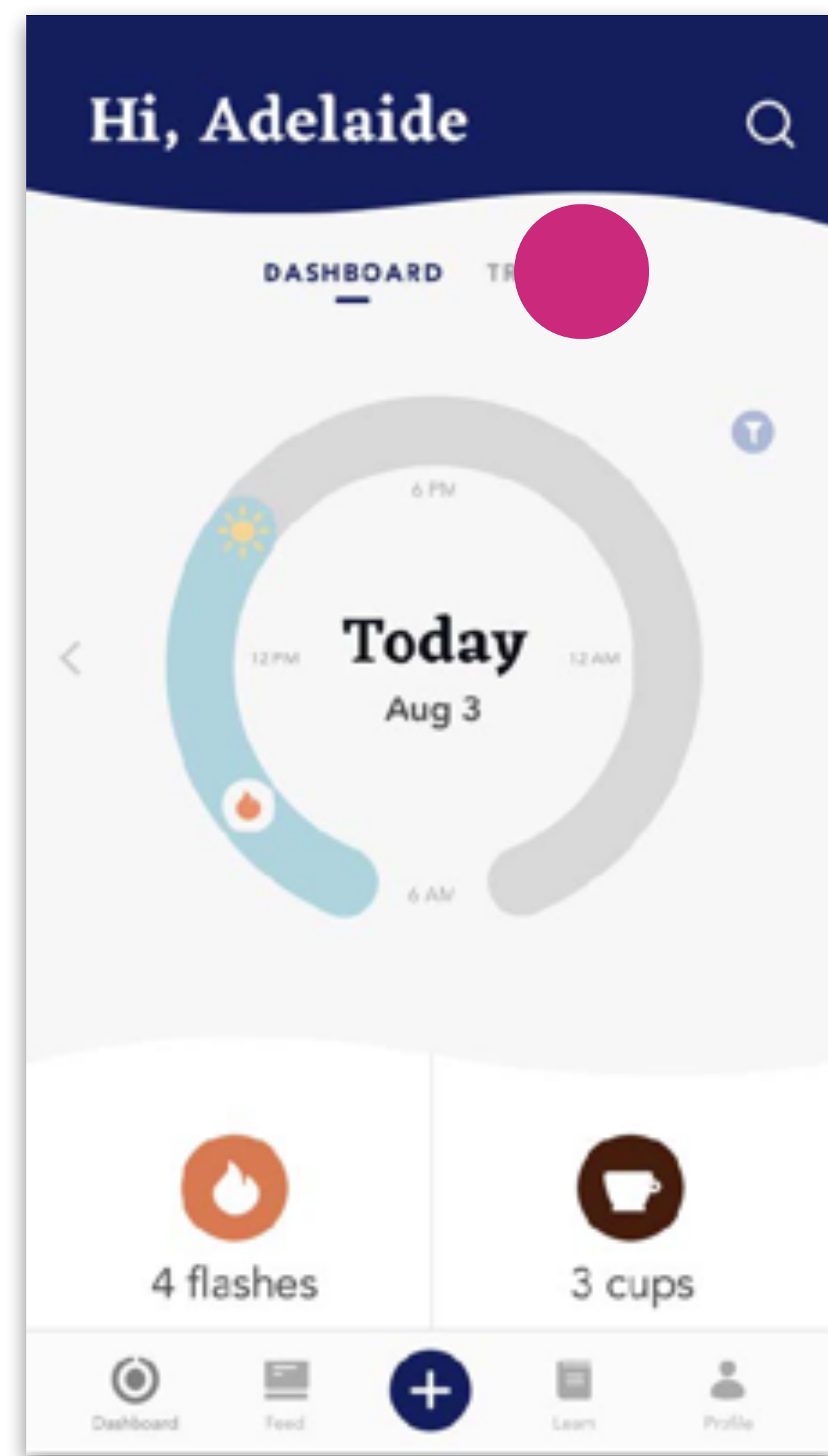


**03**  
If coffee is synced from a calorie counting app, it will appear as an option in the filter.



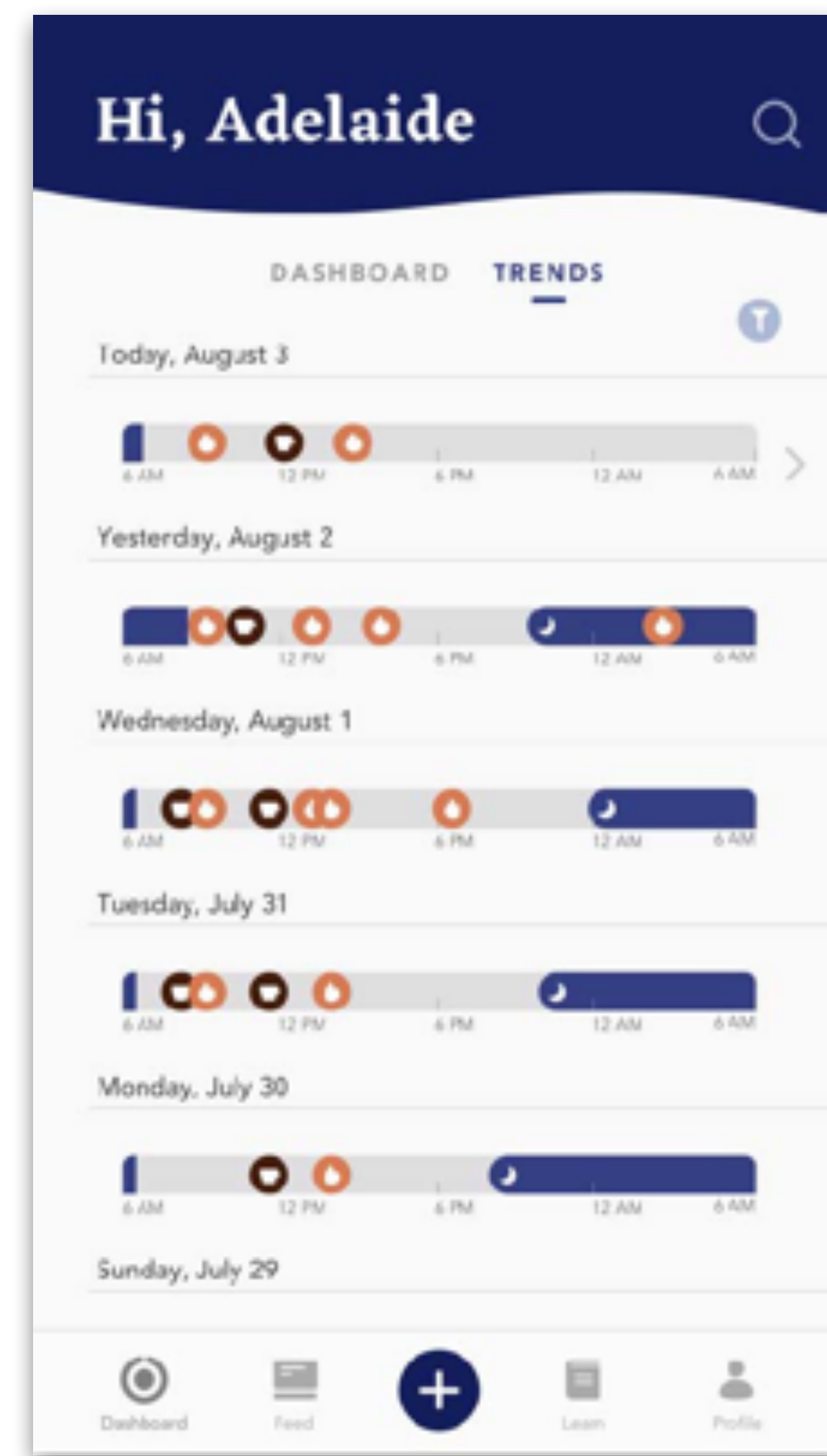
**04**  
Coffee can be added to the dashboard by using the filter feature.

# Seeking Trends (2/2)



05

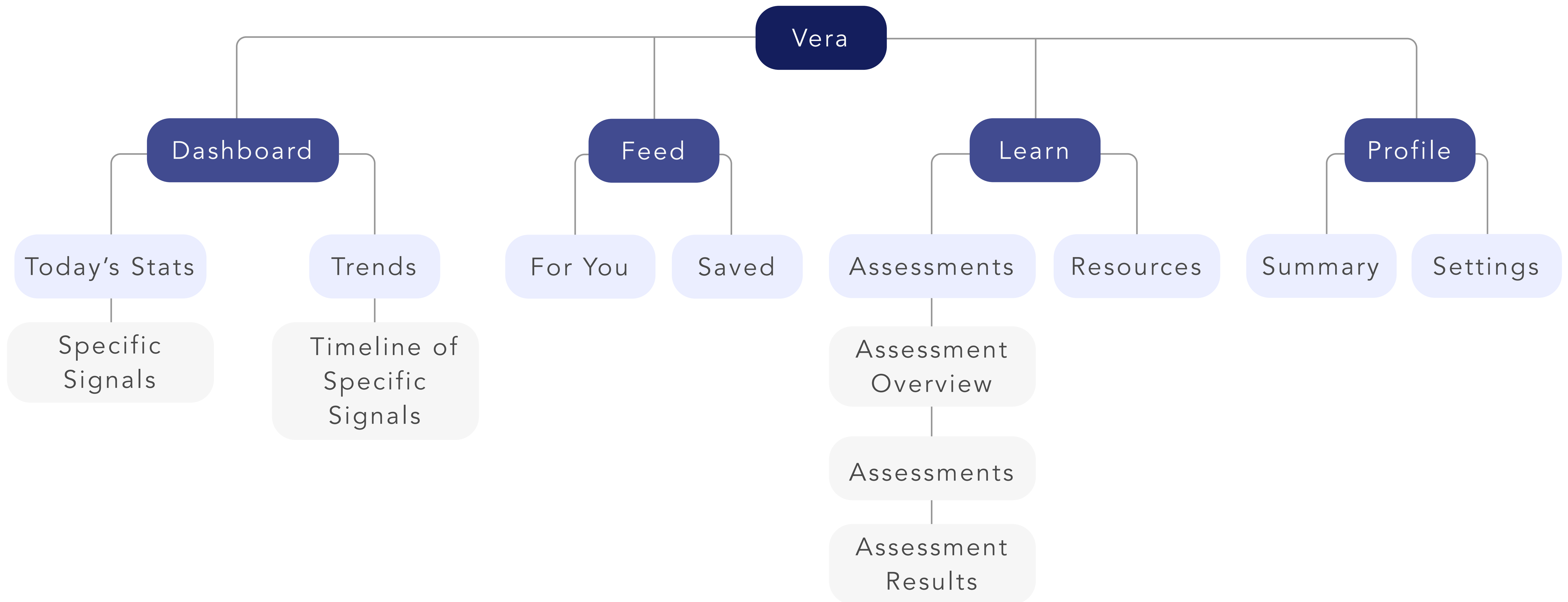
The user can jump to Trends to compare their data over longer time periods.



06

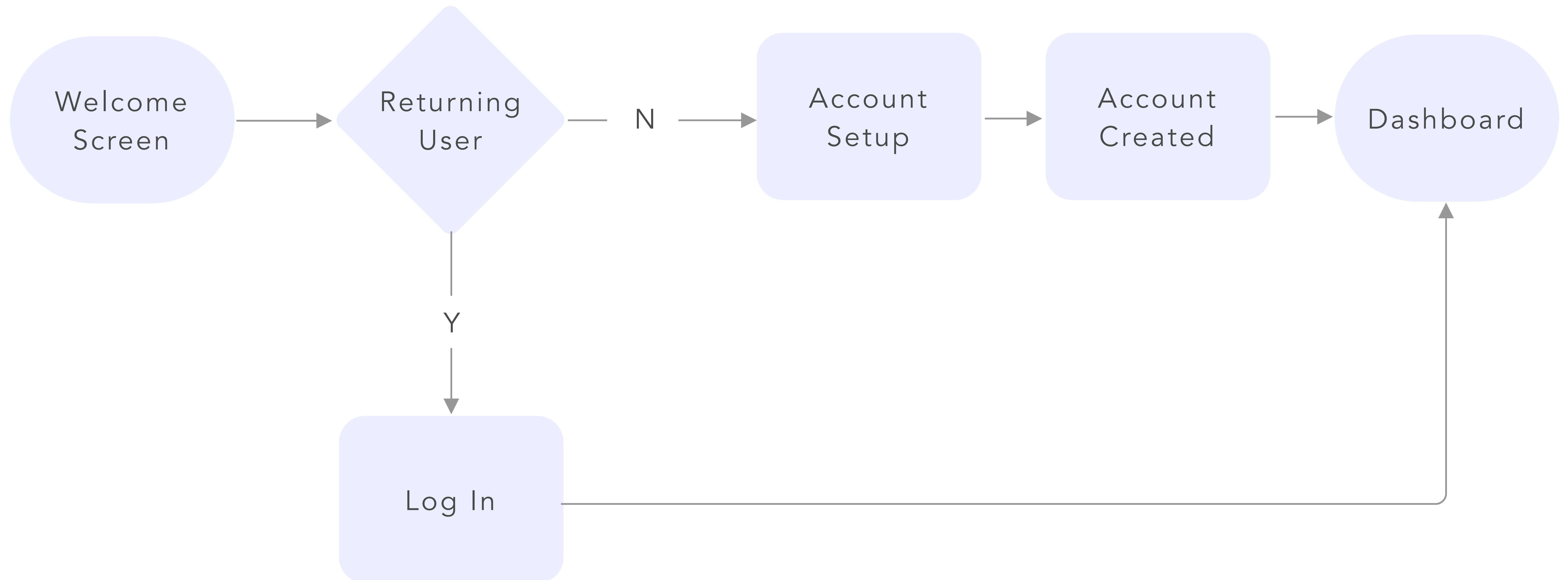
On Trends, a user may observe a correlation that allows them to consider drinking less coffee.

# Site Map



# Onboarding

This interaction flow outlines Vera's onboarding scenario for a first-time user and a returning user.





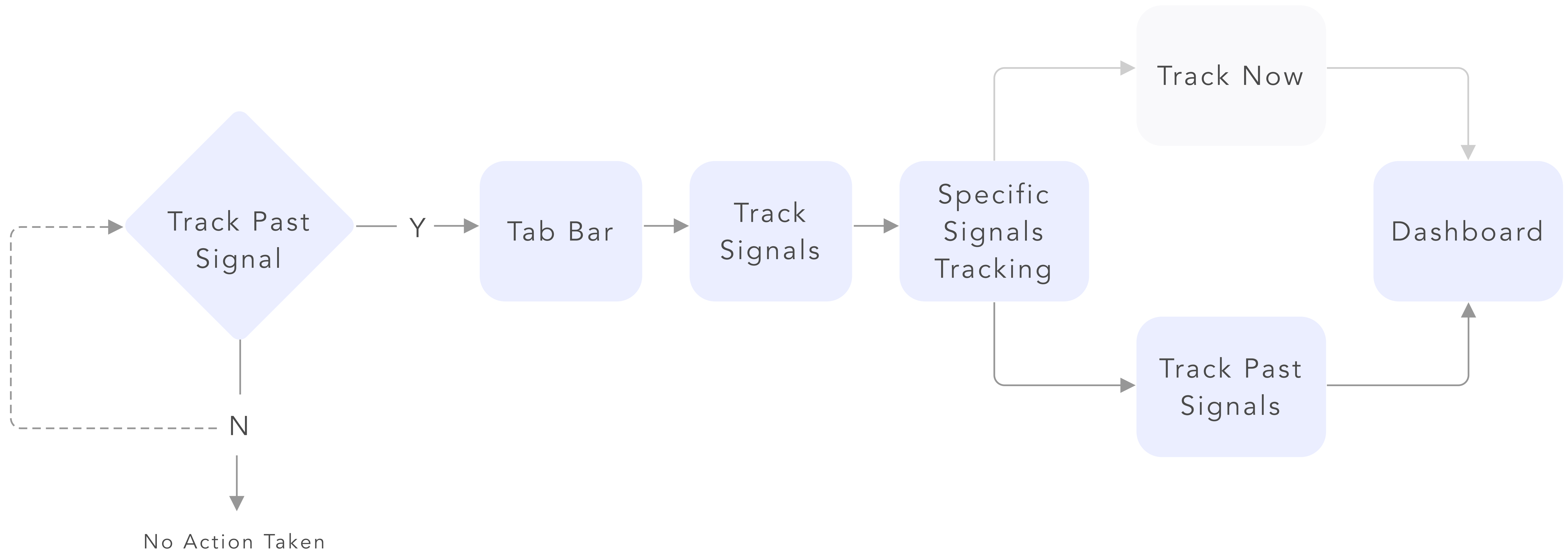
# Tracking Now

This interaction flow shows how a menopausal person would track a signal or trigger in the moment or shortly after it happens.



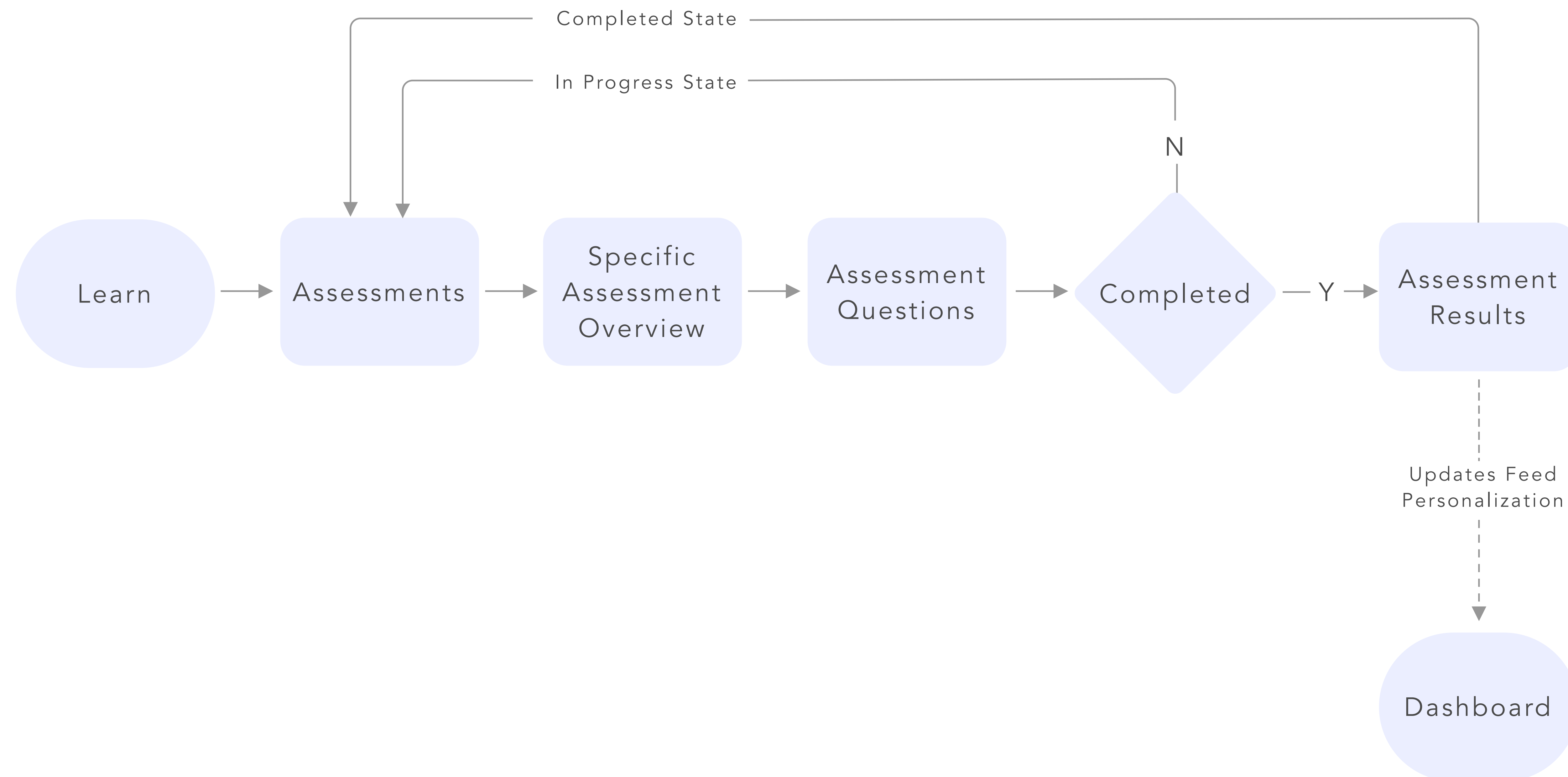
# Tracking Retroactively

A menopausal person can also choose to manually tracked past signals. In their settings, if push notifications are turned on they would also get a daily reminder to do so. Tracking is optional, since the Feed still works without it, though the personalization would be limited.



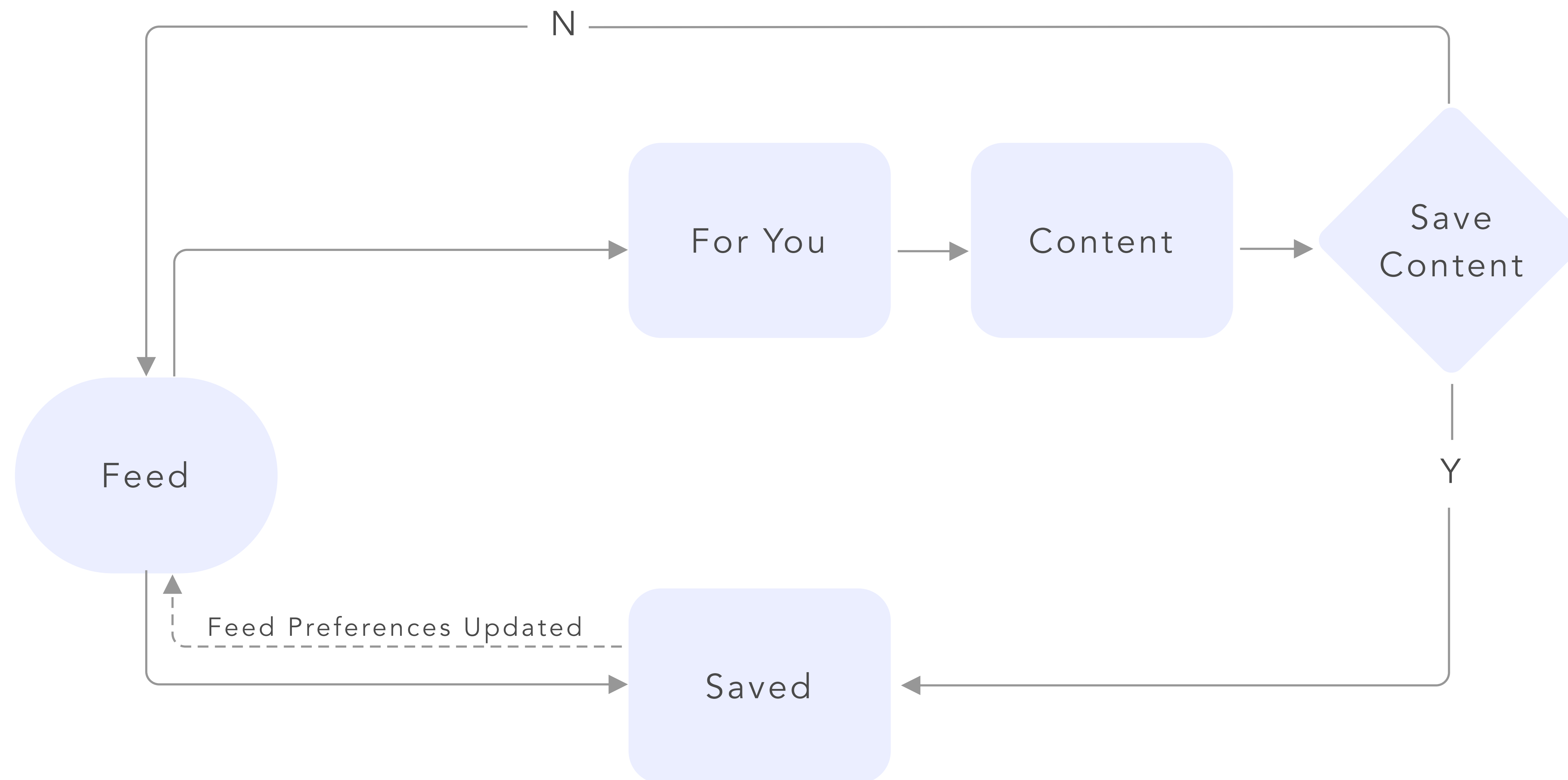
# Assessment

Assessments allow users to provide more information about menopause in their broader life. They can be retaken at any time.



# Saving Content in Feed

This flow describes how an individual would save an article or other content to read or refer to later.



# Removing Content from Feed

This flow describes how a user could mark a piece of content as uninteresting so the algorithm could further improve their personalized Feed.

