Let's get you relaxed!
Start dhyana

dhyana

iF DESIGN AWARD 2020

OVERVIEW

- A new product in the market, dhyana is the world's first meditation wearable. It teaches meditation and quantifies mindfulness
- The ring has a heart rate sensor which helps in measuring mindfulness
- Took over the project from the beta version of the dhyana app
- A need of the hour product, my goal was to closely work with the R&D and the Tech team to redefine and develop the UX of dhyana that is market ready

ROLES PLAYED

UX Designer

User Research, Interaction, Information Structure, UI, Prototyping & Testing

+ Lead

Visual Design, Brand Strategy & Design, Experiential Design for product demo/tours across India

November 2018 – November 2019

APPROACH

1
step 1.
BRIEF

2
step 2.
RESEARCH & INSIGHTS

3
step 3.
TARGET USER & PERSONA

4
step 4.
PROBLEMS & SOLUTIONS

1 BRIEF

Design an **app experience** narrating the **story & science of mindfulness.** Marry the **ring** with the app, **amplifying its usage** while also motivating users to **cultivate the habit of meditation.**

My brief is my bible. I define the objective, goal and the golden circle from this bible.

And then, I start asking questions.

2 RESEARCH & INSIGHTS

RESEARCH	INSIGHTS
Technology Ventured into an in-depth understanding of the science of measuring mindfulness, how the ring works and the data that is programmed to monitor	**Make non-tangible, tangible** Make data more consumable. Convert monitored values into quantifiable mindful minutes also making the science behind a session more transparent
User User behaviour, pattern, demographic shifts, trends, take on mindfulness	**Millennials are growing up** Mental health becomes a global conversation leading to a rise in practises like meditation
Meditation Different meditation practices, science behind mindfulness, effects on body, biology and mind	**Meditation can be fun** Keeping the core tenets of meditation in tact, realised a session can be wrapped into something more fun, easy and relevant
Competitor Analysis An in-depth content, user, design and user journey analysis of Calm and Headspace	**No goal, no gain** A goal-oriented approach drives motivation, retaining the user for a longer run

3 TARGET USER & PERSONA

TARGET USER

Corporate Millennials

Take for example, Shruthi – a persona I sketched out.

This is Shruthi

27, Works at Google, Bengaluru
Has a disposable income of over a lakh a month
Travels often to US for work
The more the responsibilities, the more the pressure and stress
Health conscious
Educated about mindfulness but isn't motivated enough to embrace it
Her colleagues are her friends, they frequently hangout at culturally happening cafes/places
Has been into yoga on and off
Is passionate about coffee and cooking

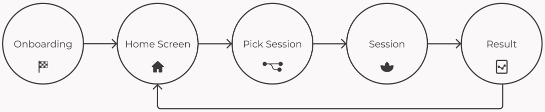
4 PROBLEMS & SOLUTIONS

Shruthi's introduced to dhyana via:

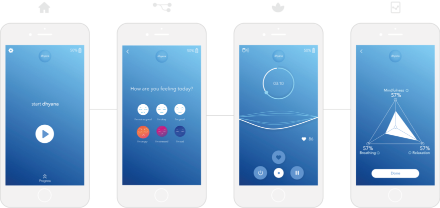
- *A brand activation workshop at Yogisthan Cafe.*
- *Stumbles upon it on Amazon under the health & lifestyle category.*
- *Discovers an ad on Instagram.*
- *And, finally reaches the website.*
- *Intrigued, she places an order.*

Her journey with dhyana begins.

Core experience


Onboarding
Home Screen
Pick Session
Session
Result

PROBLEMS



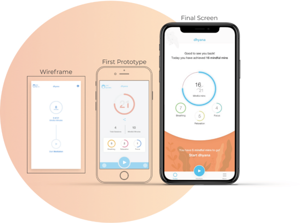
Shruthi was first faced with this.

Beta version of the app

- The **home screen** is very limiting and uninviting. Lacks relevant information or background of any previous usage. Lacks motivation for the user to come back to the experience.
- **Pick your session** experience imposes a challenging question that might not relate to every type of user.
- The **session** experience disconnects the app from the product.
- The gratification of a **result** post-session doesn't last long as the user might not entirely understand the data presented. Leaving them with more questions unanswered.

SOLUTIONS

Instead, now she's presented with this.

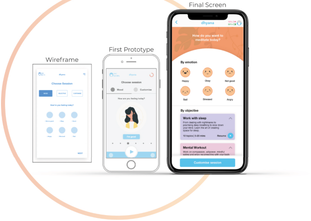


Good to see you back!
Today you have achieved **16 mindful mins**

You have 5 mindful mins to go!

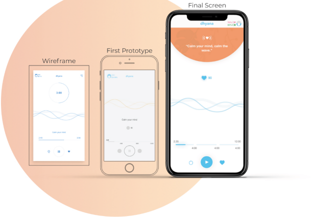
The story of a daily goal

- Took a gamification approach for the **home screen** to motivate the user by setting a daily goal.
- Keeps a track of the day's mindfulness activity.
- A static menu with a play button that lets the user get started with meditation immediately at any part of their journey in the app.



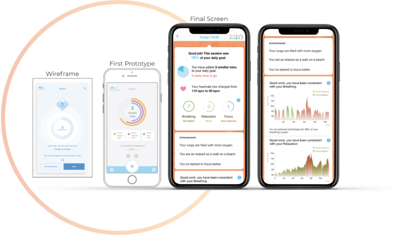
Content plays a crucial role

- **Pick your session** experience presents the user with choice, a topic that anyone would be able to relate to.
- Replacing a challenging question with context, this experience caters to beginners, amateurs and experts all alike.



The ring plays protagonist

- A live biofeedback from the ring, letting the user know how well its monitoring their **session**.
- A mindwave that lets the user visualise their mind.
- A visual breakdown of a meditation session.



Revamping Data & Result

- The **result** now presents the user with useful and understandable information of how they faired during the session.
- A before & after values of heart rate along with quick bites of achievements gives the user a sense of instant gratification.
- A detailed trend of the user's breathing, relaxation and focus during the session which can be shared, saved or accessed later from their profile.

VALIDATING DESIGNS

Worked in an Agile way to push an update every two weeks. Involved the user right from the beginning, iterating constantly and investing in user testing and customer feedback through:

- *Brand activation exercises*
- *Workshops with the Marketing team*
- *Newsletters and re-branding to existing users*

RESULTS & TAKEAWAY

- Built **structured UX** leaving room and research material for further updates, expanding on gamification to begin with.
- A **similar UX** is being adapted for **other verticals of dhyana** like dhyana for sports and dhyana lite for freebies

AWARDS & ACCOMPLISHMENTS

- Had the opportunity to present dhyana to **Mr. Pullela Gopichand** who liked the experience enough to give a heads up and co-partner with **dhyana for sports**.
- Dhyana has won the prestigious **iFDesign Award 2020** for the **wearable and mobile app,** honoured by the **international iF Jury** calling the **winning entries** as one of the **best designs of the year.**

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