



Fabulous: Motivate Me!

Mobile App Research, Review, and Analysis

Overview

Get Science-based Coaching to increase your energy, feel vibrant health, lose weight and sleep better by **instilling healthy habits and routines** in your life. Reach any of your Health & Productivity goals by following a step-by-step program.

Just use TheFabulous to coach yourself to **reach your goals**, lift yourself to Get Active, Eat Better, Sleep Better, Lose Weight and Stay Motivated by installing 5 healthy living habits that will make you forget about fatigue and low-energy. This is not just a habit tracker or a quantified self app. The Fabulous is a **holistic approach**, it's your own happiness trainer.

You'll take your fitness and diet to a new level by using the integrated coaching: 7-minute scientific Workout, zen and vipassana meditation for breathing & mindfulness, Happiness Trainer, Power Nap sessions and a Starter stretching for total flexibility.

You will start by setting your morning routine and then your own personal voice coach that will offer you **personalized advice** based on your everyday habits.



Use/Purpose

The main purpose of this app is to incorporate healthy actions into your daily routine, that can develop into everyday habits.

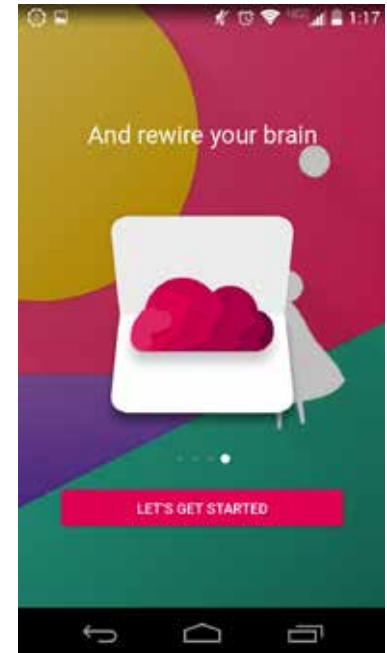
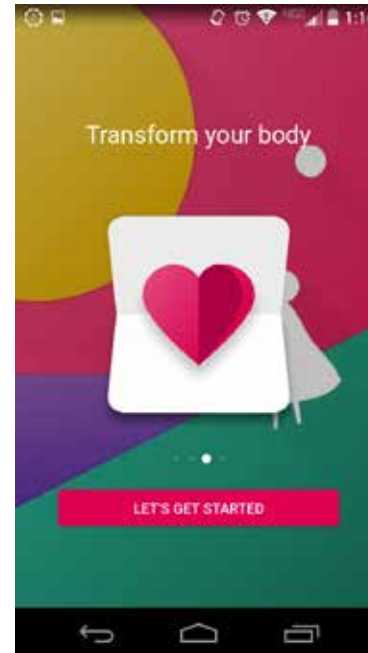
Categorization

Health & Fitness/Productivity

Welcome Screens



Pagination- swipe left to navigate screens.



Tap "Let's Get Started" to begin.

Comparison

Fabulous: Motivate Me! does not have a mobile web experience.

The app's developer website, <http://www.thefabulous.co/>, serves only as a promotional and communicational tool.

Devices/Technology

Supported on android devices and made available through the Google Play app store.

Created with Java

Not available in IOS.

The image shows a hand holding a smartphone displaying the 'The.Fabulous' app interface. The app screen shows a 'Drink more water' notification with a green button and a photo of a woman drinking water. To the right, the website header features the 'The.Fabulous' logo and a promotional message: 'Last week 1,321 persons downloaded The Fabulous to build the perfect morning routine for a more energetic and productive day. Today it's your turn (and it's Free)'. Below this is a 'GET IT ON Google play' button and a newsletter sign-up form with the text 'Sign up to receive our Health & Productivity Newsletter'. The main content area has a dark background with a quote: 'I don't know how you're doing it, but you're making me jump out of bed!'. Below the quote are three numbered sections: 1. 'Feel Energized the whole day' (Build the perfect morning routine...), 2. 'Get Your Own Real Coach' (You are going to be coached by real human coaches...), and 3. 'Get health knowledge gradually' (We're going to send you bite-sized and smart-targeted health information...). The footer contains a 'www.thefabulous.co' link and navigation links for 'Home', 'Blog', 'Twitter', 'Facebook', and 'Support'.

<http://www.thefabulous.co/>

Projected Users

The content rating for Fabulous: Motivate Me! app is for everyone. However, the primary users of this app are either people who are trying to establish a daily routine, trying to improve their health/well-being, or are trying to keep track of daily tasks/habits.

Value

Fabulous provides a unique personalized experience to creating new habits. They can choose which area of their daily life they want to improve and as time progresses they receive reports on their progress and tips that can help them to improve their performance.

Presentation of Information

The presentation of information takes the form of record-keeping of what they have done and achieved, readings that are educational about habits and ways to be successful with those habits, and as encouraging messages to encourage them to keep working towards their habits.

Gamification

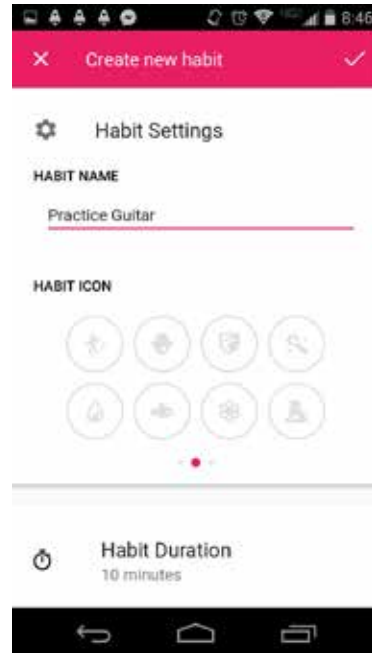
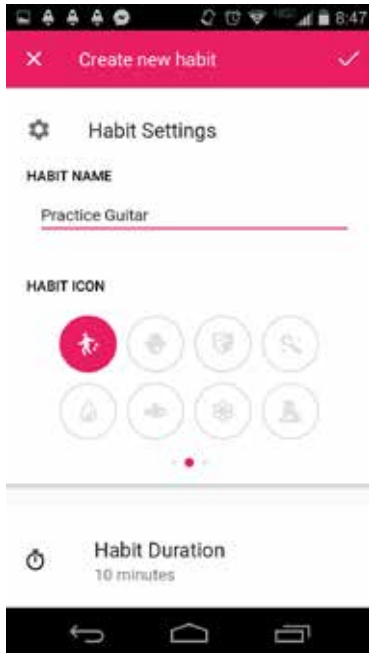
This app also utilizes gamification mechanisms by presenting challenges, showing progress, and providing positive affirmation to motivate the user to continue to use the app and improve their performance.

Image Usage

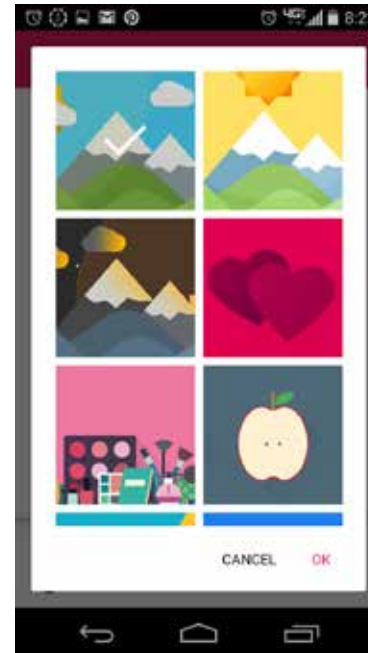
Vector

The Fabulous: Motivate Me! app is very icon heavy. They are used by the user to make habits more easily identifiable at a glance, and person-

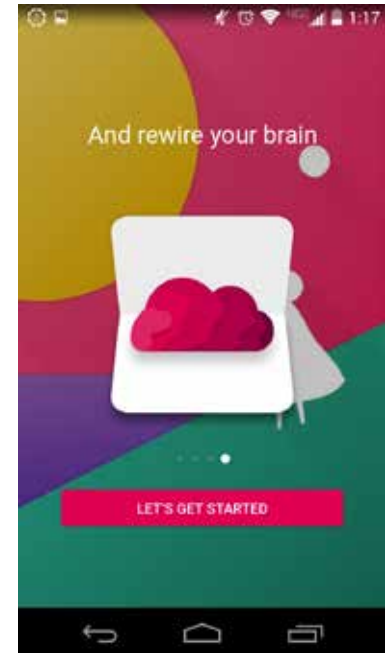
alize the experience. The icons also become the background images for many of the screens.



Choose your habit icons.
Swipe through options.



Choose your own vector-based ritual banner image.



App logo as background image.

Image Usage

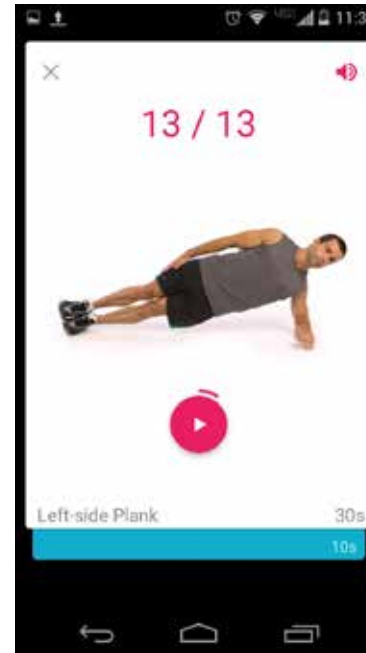
Raster

There are some raster images scattered throughout the app, but are not as prevalent as icons. They are

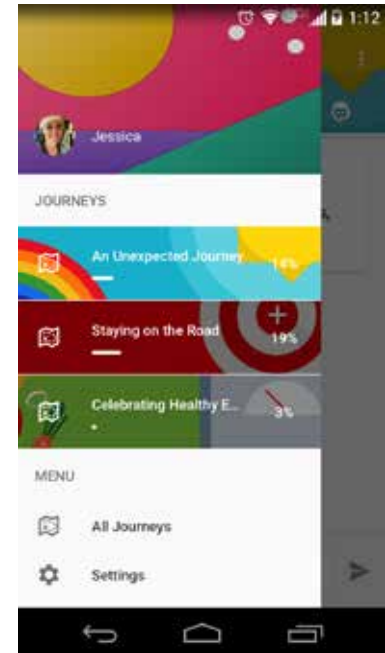
used in the Letters, action habits such as exercises, and for the user's profile picture.



Raster banner photo for letters to the user.



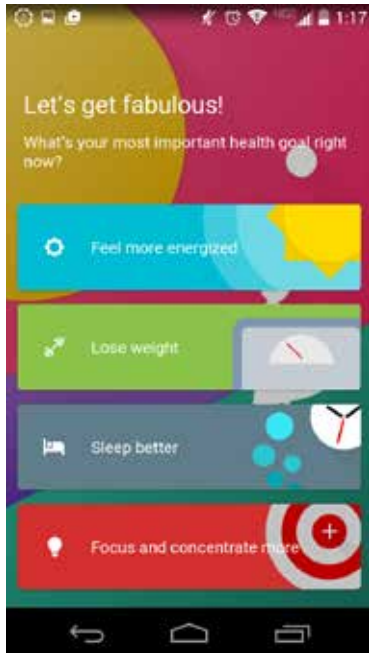
Photos to help explain different exercise moves for specific habits.



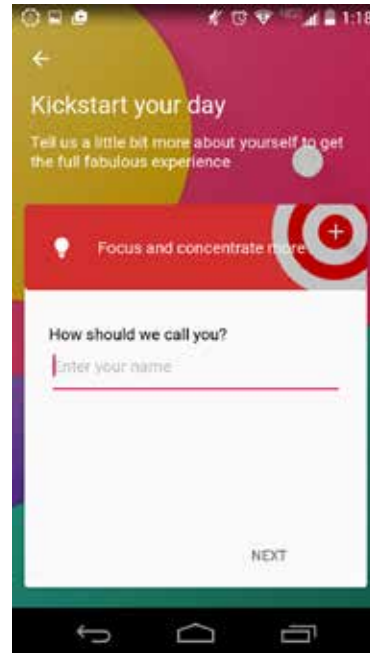
Profile Picture imported from Facebook.

How it works

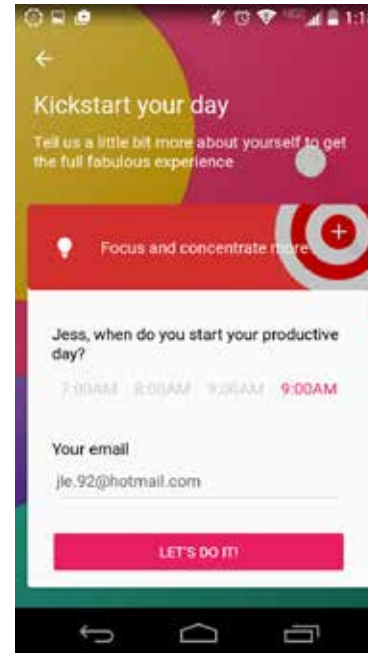
Initial Set-up



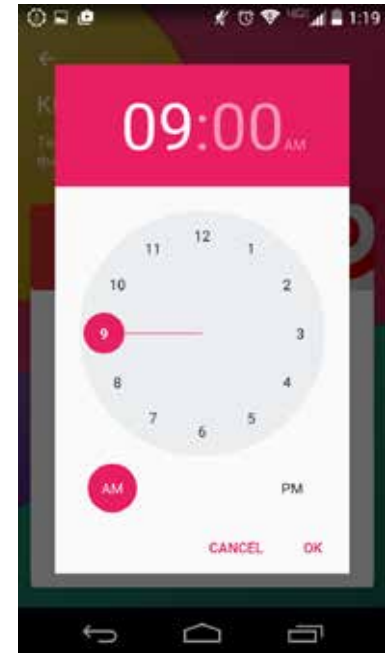
Tap which habit-building journey to take.



Input name utilizing keyboard.



App personalizes experience by addressing you by name.



Input time by tapping on a number or dragging the time marker to set alarm for ritual..

UI Visuals

Trends

The overall aesthetic of the app utilizes flat shapes with subtle gradients that help to show both depth and to provide distinction of buttons and what can be interacted with. The typefaces used are sans-serif and they typographic hierarchy is consistent.

Branding

The app's logo is used as a background image for several screens including the menu and the intro screens.

Buttons

One of the main buttons is the round rocket icon. It is placed in the bottom right-hand corner of the main screen for easy access. When pressed this button launches your daily ritual. The color of the button changes from journey to journey.

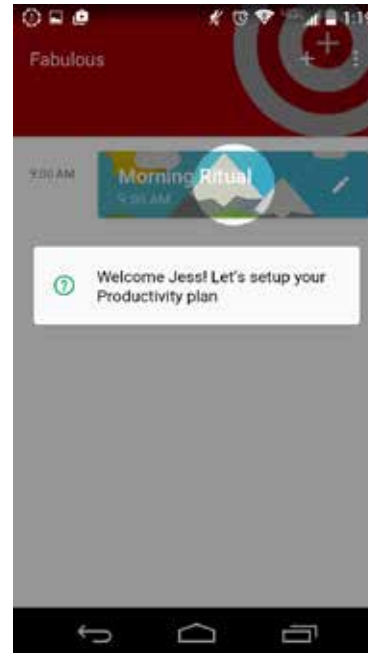
This round button style translates as a standard button style in other areas of the app as well.

This app has a very logical placement of buttons with ample touch target areas and padding, creating successful and intuitive UI patterns.

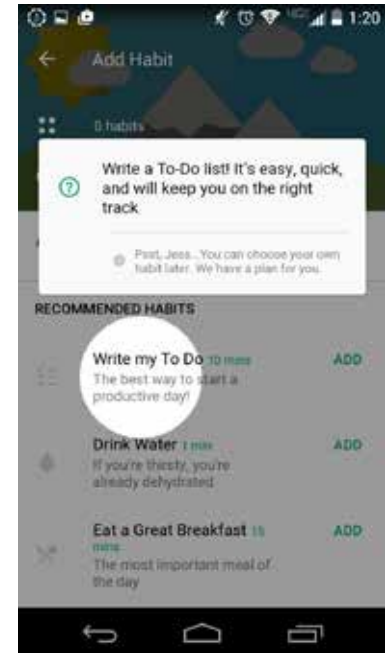
How it works

Joy Ride

Overlays and help text modals help the user to become familiar with the app layout and functions.



Overlay direct user how to initially set up a morning ritual.



Overlay shows user how to add habits to their morning ritual.

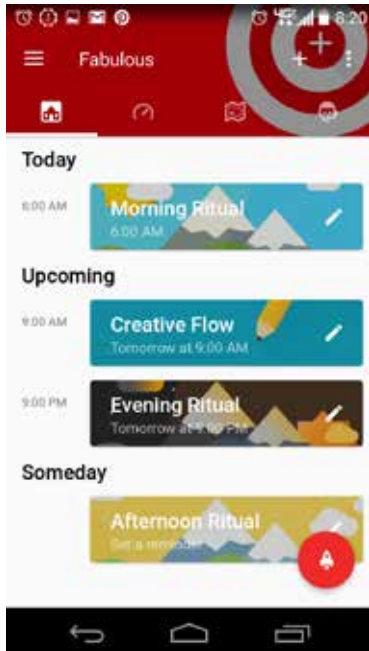
Navigation Methods

Tray Navigation

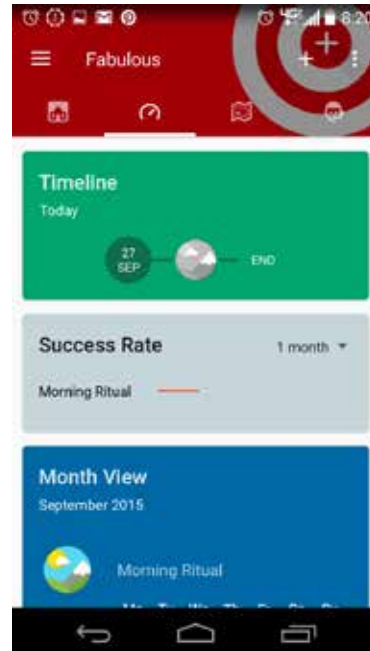
Having a main tray navigation on the top half of the screen allows the

user to **click and pivot** through the app. They can choose to either tap

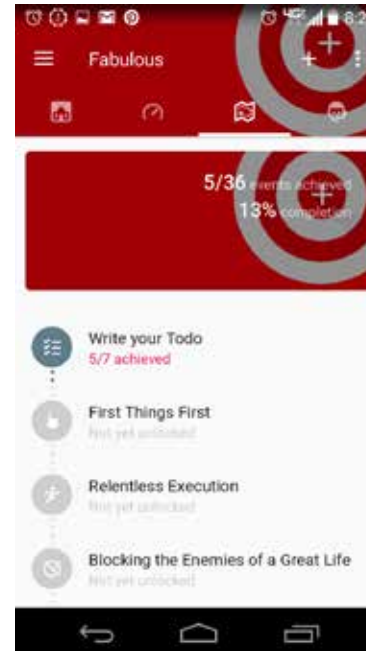
the tray icons or swipe to navigate between the main tabs and then explore those tabs and delve deeper into the app by tapping different modals in each of the tabs.



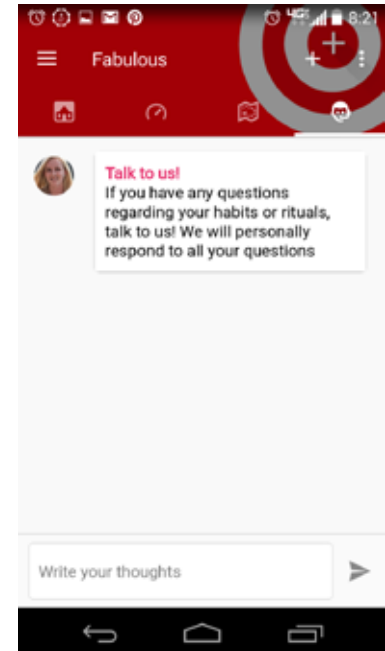
Main tab that includes the agenda and challenge tasks when available.



Timeline tab that includes a record of your completed rituals.



Journey tab provides an overview of the challenges you can complete to "master" your habit.

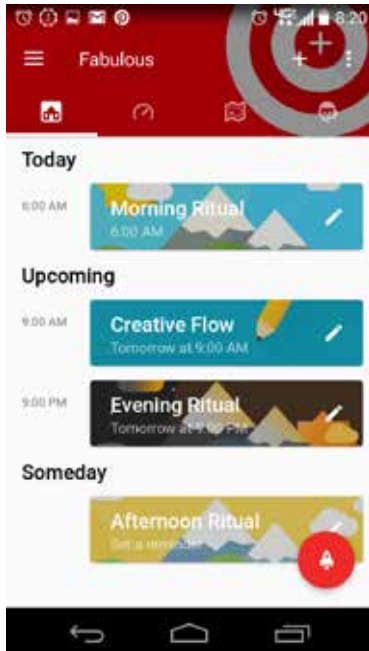


Main tab that includes agenda and challenge tasks when available.

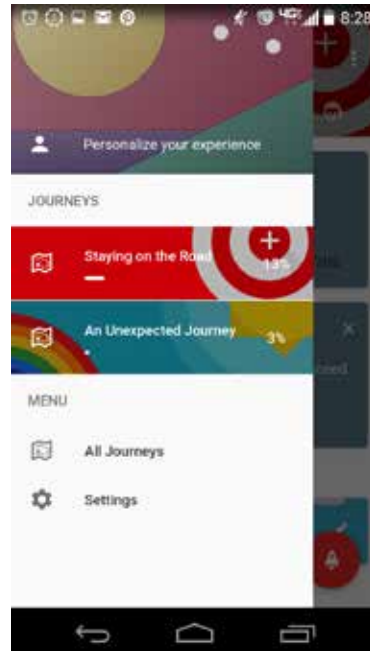
Navigation Methods

Secondary Navigation

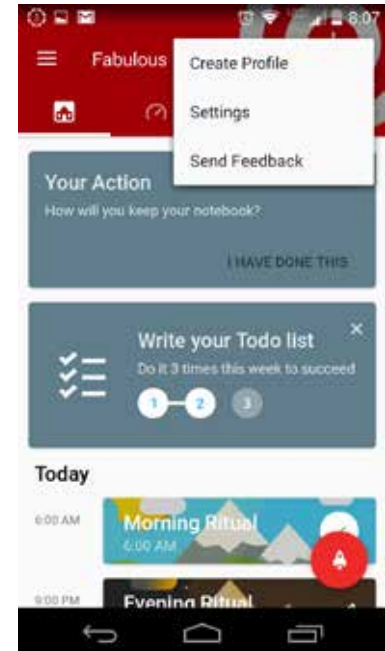
Includes menu (hamburger button), name of app, add (new habit) button, and a button for quick access to give feedback and navigate to settings



Tap hamburger button or swipe from upper left-hand corner access menu



The menu allows the user to navigate to create profile, select their journey, add a new journey, or go to settings.



the icon of the three stacked dots, when tapped, opens a modal that includes options to create profile, access settings, or give feedback.

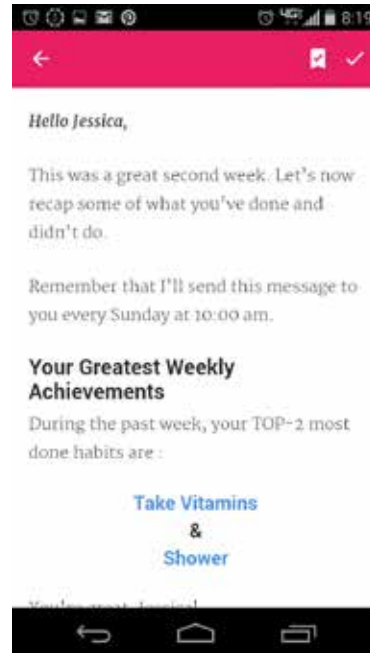
Main Tab Content

Weekly Reports

The app delivers personalized weekly reports to the user that highlight their greatest weekly achievements, the habits they need to work on, and suggestions of how to improve.



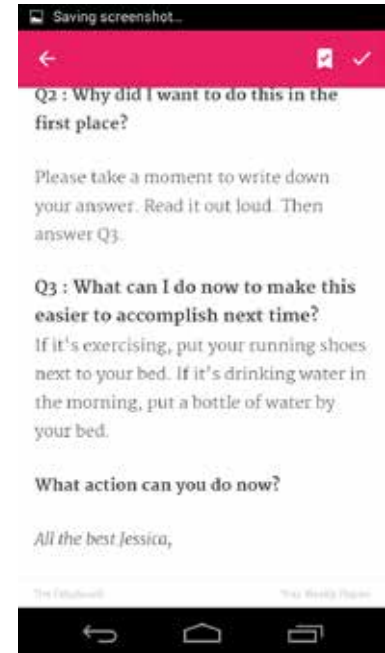
Tap on the weekly report.



Report highlights your greatest achievements and what you need to work on.



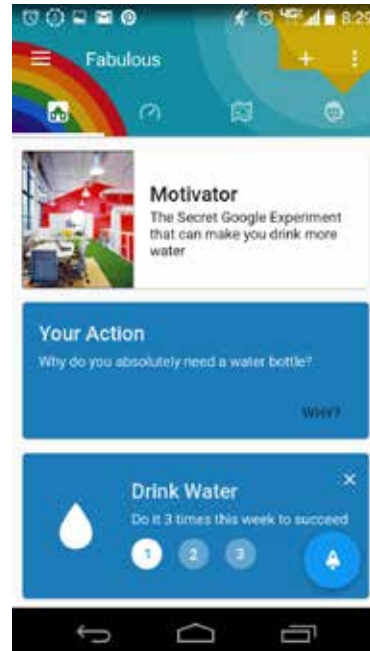
scroll down to continue reading.



Tap the check mark in the upper right hand corner to remove the report from the home screen or press back to finish reading later.

Main Tab Content

Actions

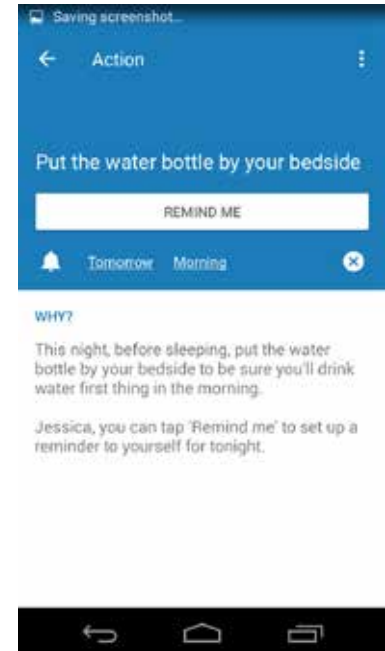


Actions appear in the main tab that will help you master your habits.



WHY?
This night, before sleeping, put the water bottle by your bedside to be sure you'll drink water first thing in the morning.
Jessica, you can tap 'Remind me' to set up a reminder to yourself for tonight.

The actions include an explanation why the action is helpful.



WHY?
This night, before sleeping, put the water bottle by your bedside to be sure you'll drink water first thing in the morning.
Jessica, you can tap 'Remind me' to set up a reminder to yourself for tonight.

Can choose "I have done this" or opt for a reminder at a later time.

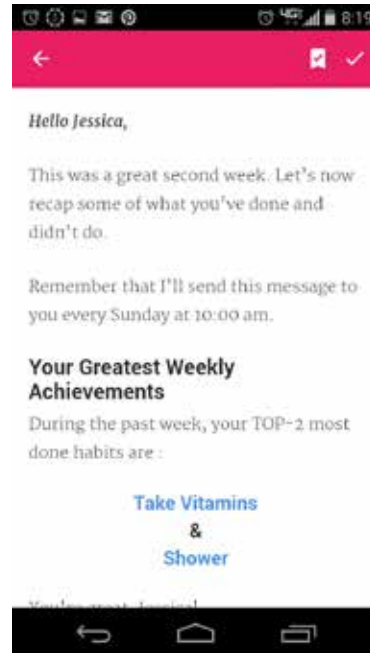
Main Tab Content

Daily Rituals

The app delivers personalized weekly reports to the user that highlight their greatest weekly achievements, the habits they need to work on, and suggestions of how to improve.



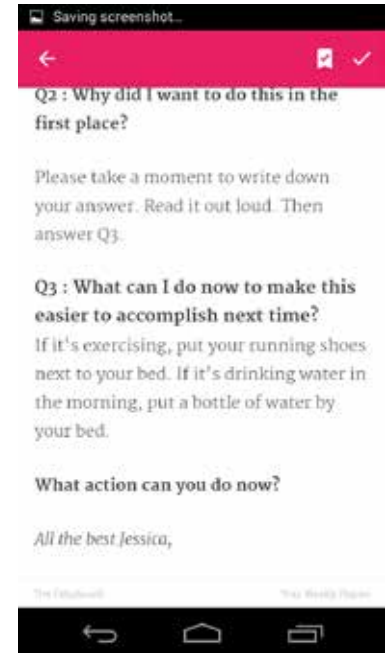
Tap on the weekly report.



Scroll down to read the report.

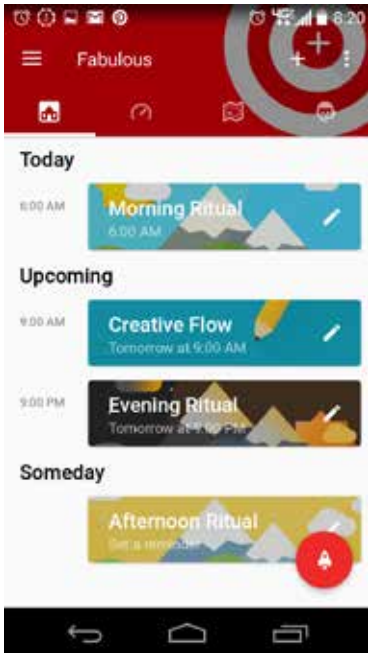


scroll down to continue reading.



Tap the check mark in the upper right hand corner to remove the report from the home screen or press back to finish reading later.

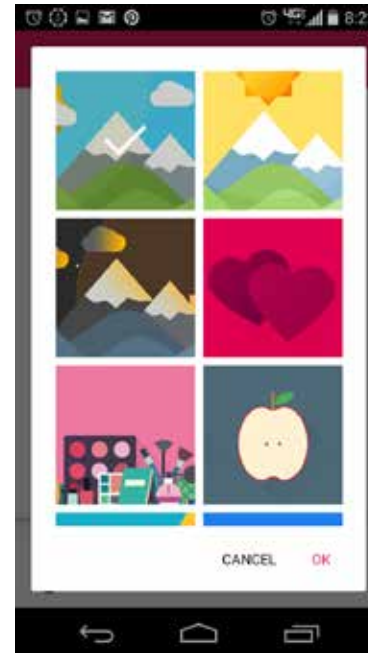
Creating New Rituals



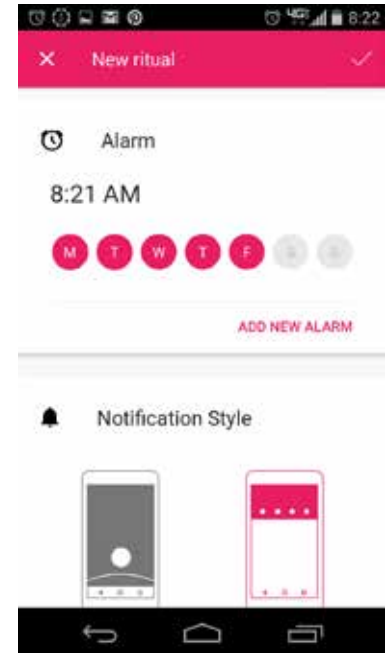
Tap plus sign in upper right corner to add a new ritual.



Text input for ritual name.



Select image for ritual



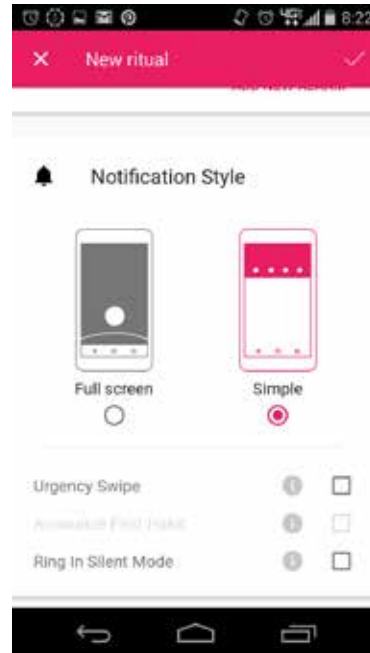
Alter or add alarms for your ritual, and specify

Creating New Rituals

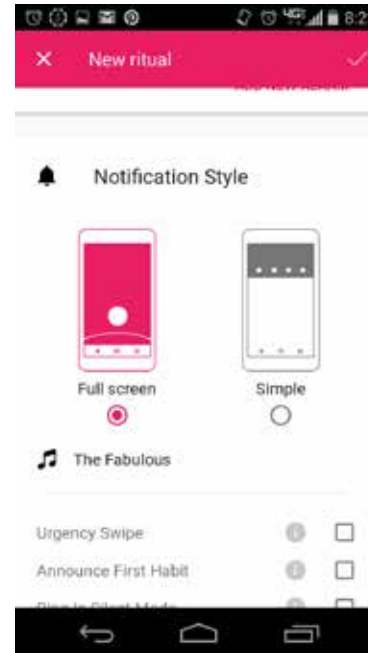
Continued



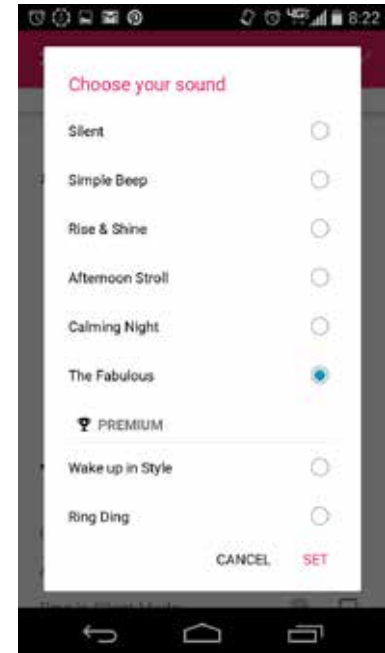
Set notification time



Toggle between notification style.



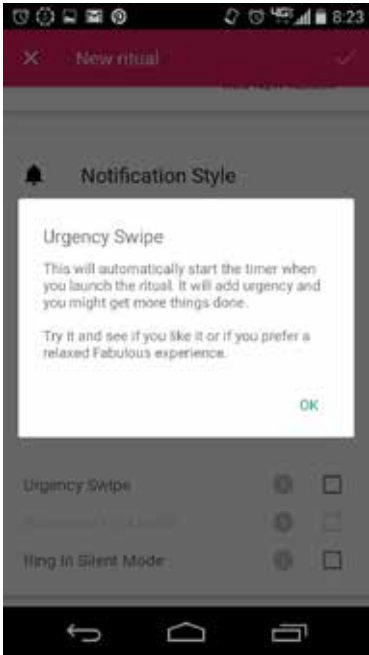
Notification sounds become available for full screen option



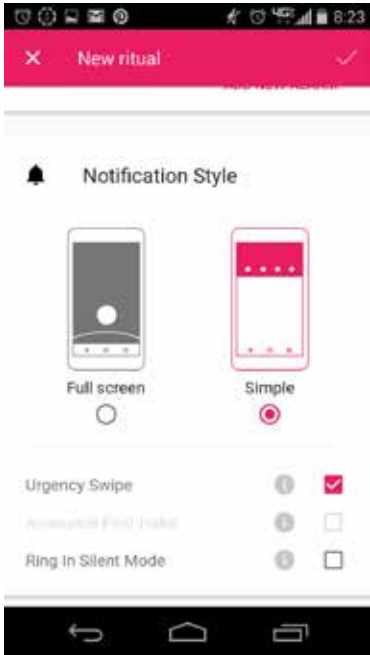
select your notification sound. More sounds available with [premium](#).

Creating New Rituals

Continued

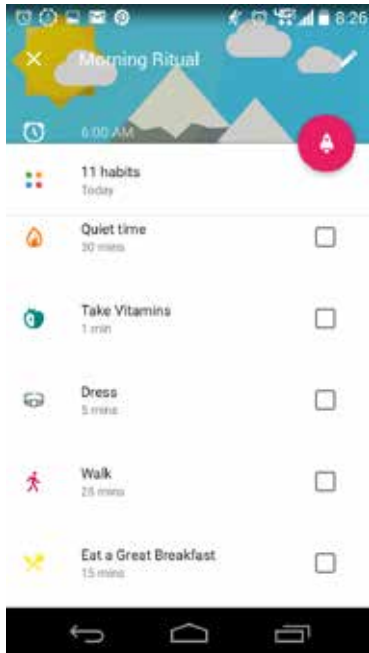


Help text modals

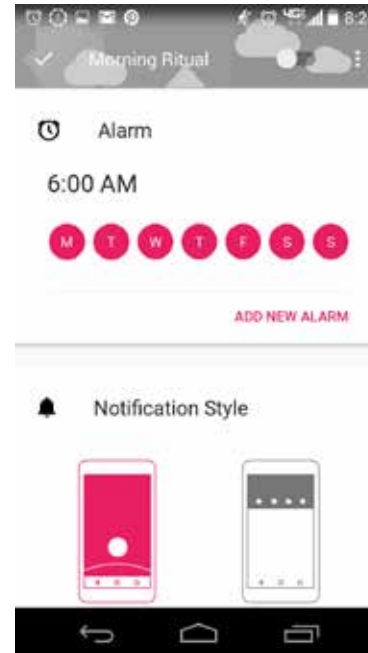
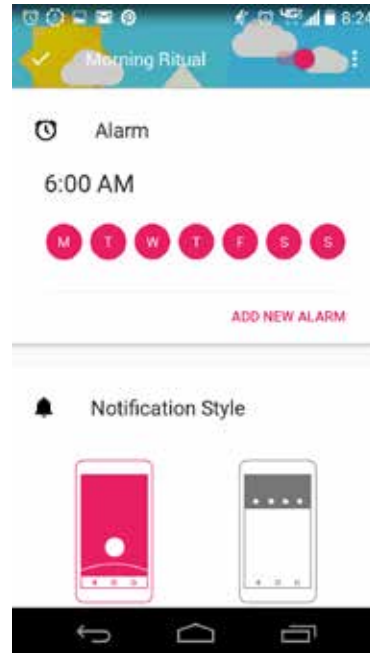


Check-box selection

Editing a Ritual



Edit a ritual by tapping the pencil in the upper right



Toggle the ritual off

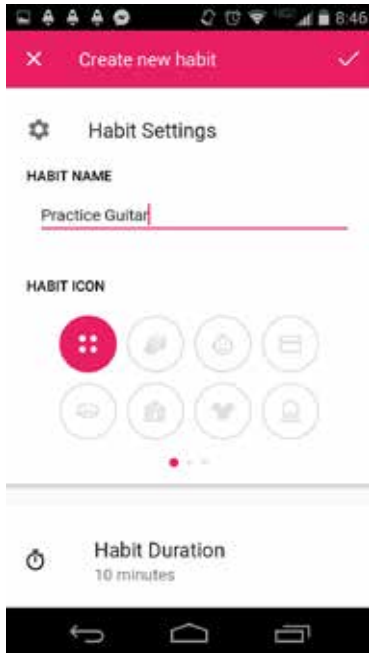


drag gray buttons on the right to reorder your habits

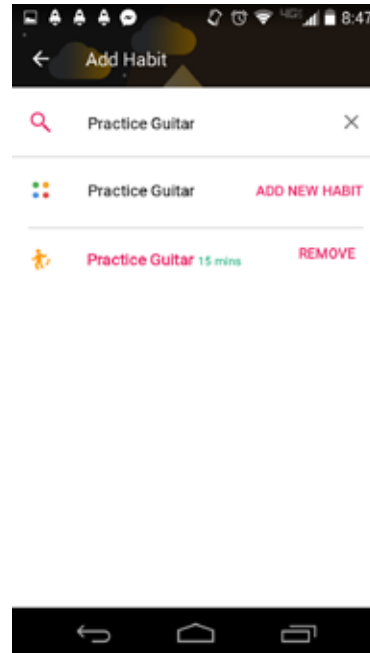
Add a habit, reorder habits, edit length of habit, or remove habit.

Adding Habits to your ritual

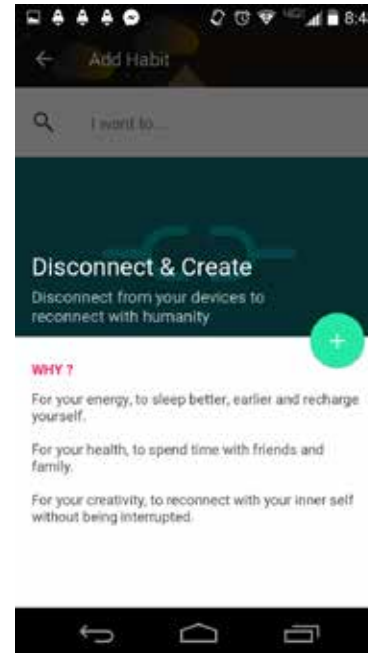
If you select a pre-programmed habit, they will give you a description of why it would be beneficial.



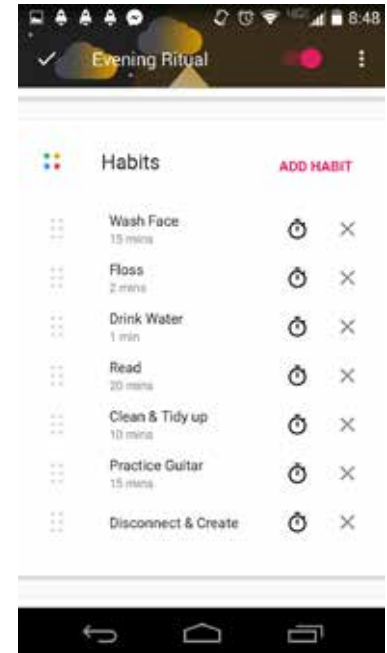
Start typing name of ritual



List comes up of matching rituals.



Tap green plus sign button to add the habit to your ritual

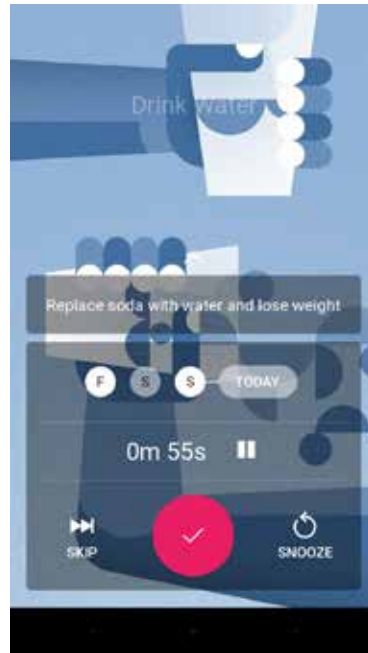


The habit is added to the end of your ritual

Completing a ritual



Tap the spaceship to begin ritual.



Countdown timer begins. Advances to next habit if you tap skip or pink button.



Next ritual. Controls are hidden unless you flick in an upward motion.

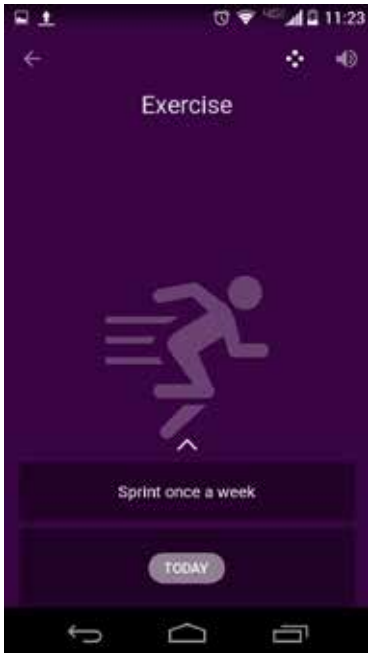
Days of the week bubbles indicate how much of this ritual you did in the past three days.



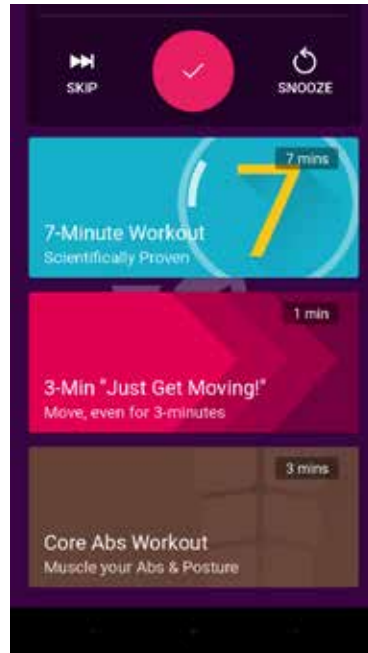
Positive affirmation for completing ritual.

Completing a ritual

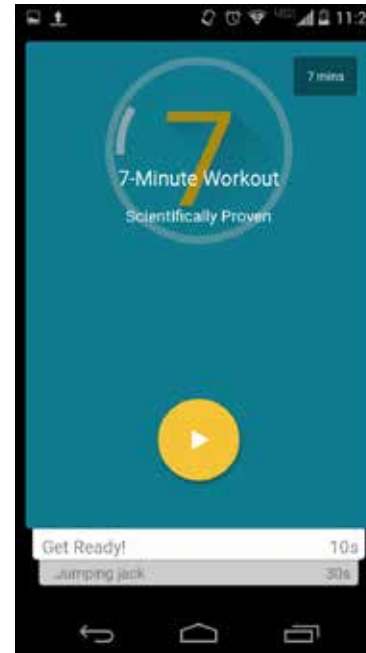
actions within a habit



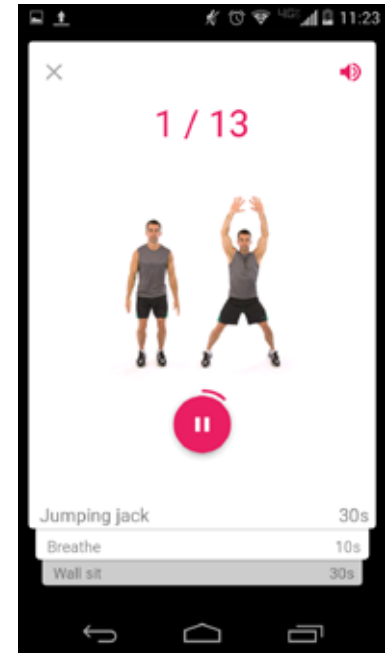
If it has the icon next to the volume icon, then it has actions you can do within the habit.



Swipe upward to see options.

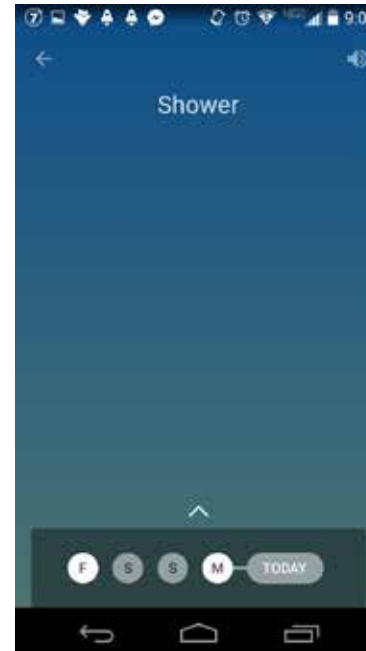


After you select one of the options, follow the directions on the screen.

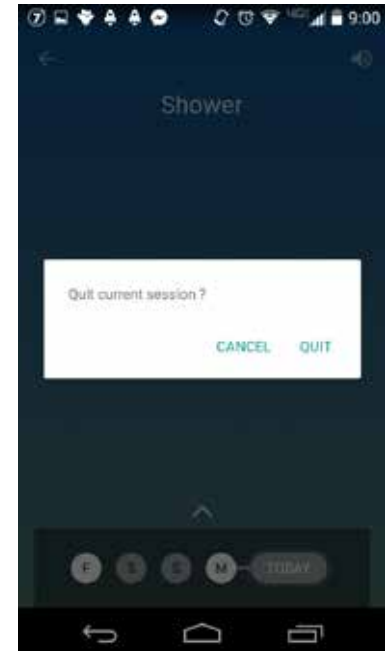


Completing a ritual

Back Arrow



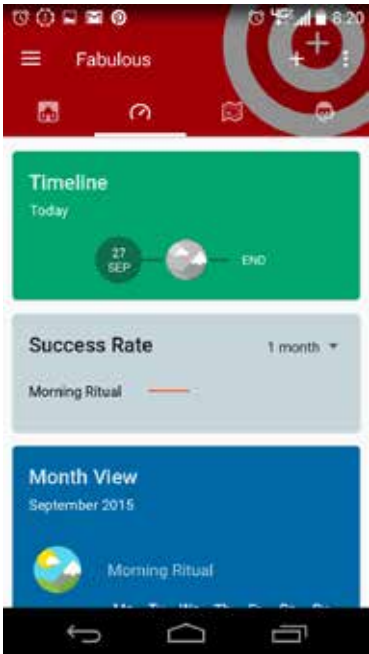
Press back arrow



Modal confirming whether you would like to quit current session.

Second Tab

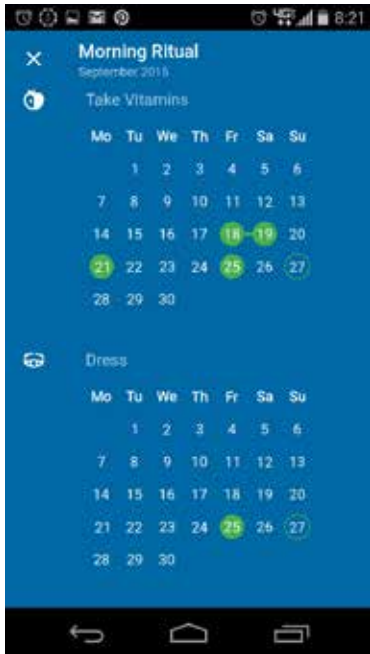
Track Your Success



Visualize your success.



Monthly view of overall morning ritual completion

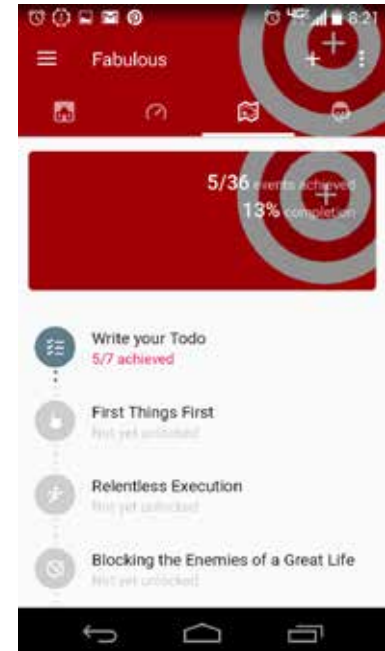


Itemized view of monthly morning ritual completion

Journey Achievements Tab

Unlock Additional Content

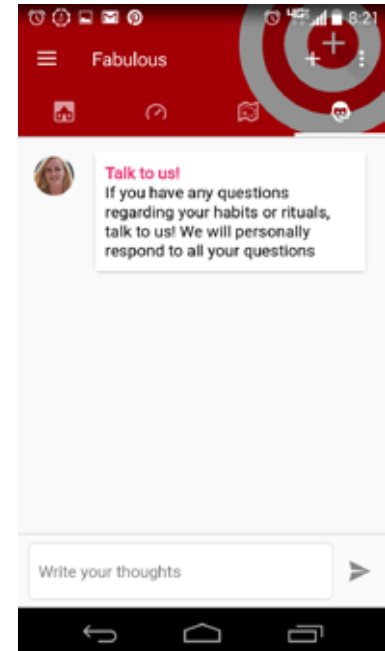
This app has quite a bit of content available to help the user to learn more about different habits and ways to reinforce them. The user is able to unlock more content by being consistent in completing daily rituals and by completing challenges.



Overview of what you need to do to unlock content.

Fourth Tab

Talk to us

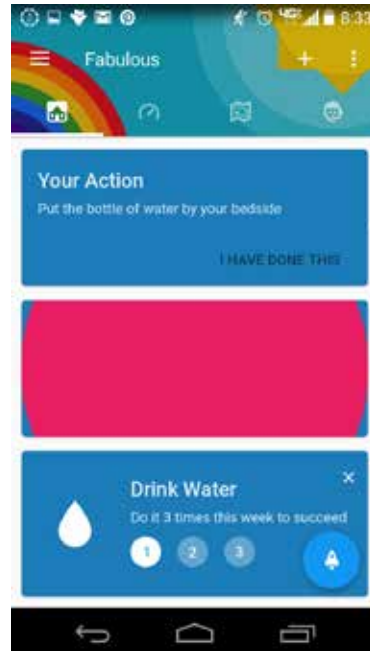


Visualize your success.

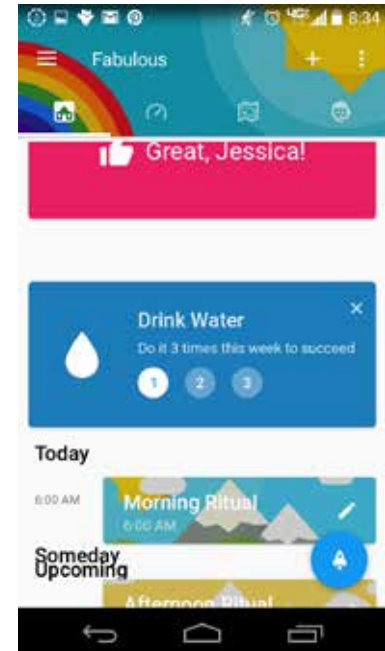
Animation

task completion

Circular animation from blue to pink.



Pop up of "Great, Jessica!" with a thumbs up. Positive affirmation.



Button Animations

Hamburger button

when the hamburger button is tapped or the menu is swiped open from the left side of the screen, it rotates.

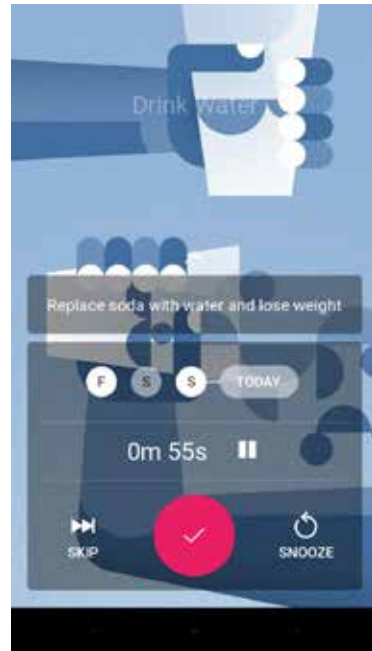
Dropdown menu

When dropdown list is tapped, the arrow flashes the Fabulous pink color before opening the list modal.

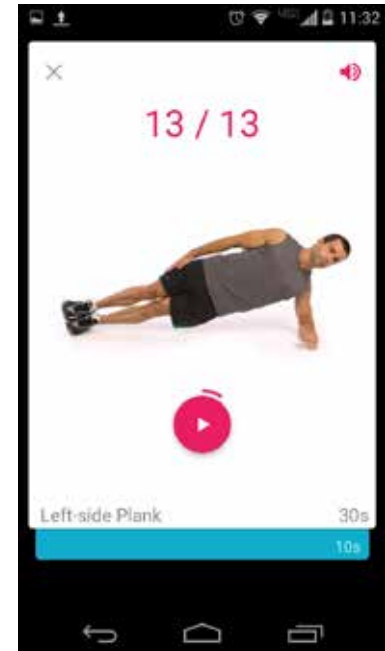
Animation

time lapse

The app has an animation that displays a time counter when a ritual is in progress.

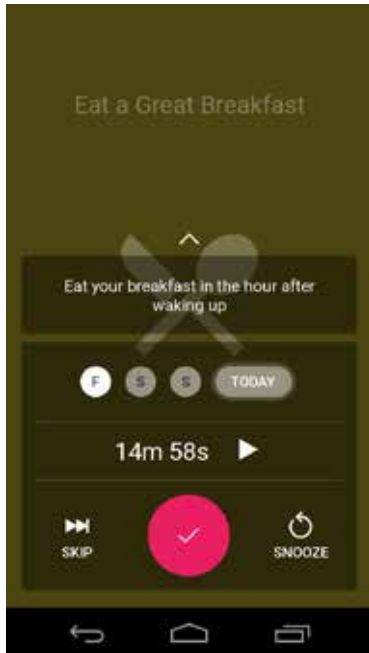


The app has an animation that shows time is passing by a line that slowly revolves around the circle and completes back at the top when time is up.



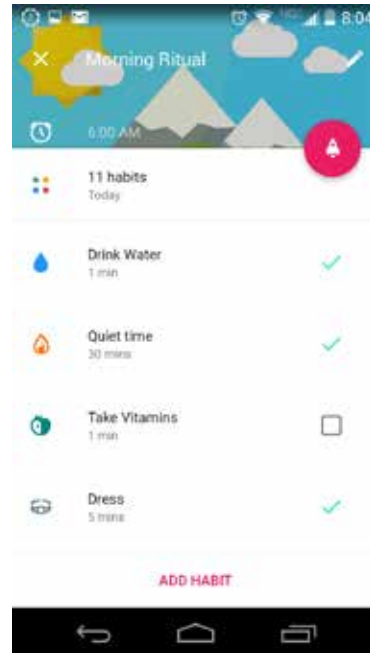
Pain Point Observations

Snoozing



Alarm doesn't ring when you snooze a ritual

Check-boxes



Not able to uncheck a habit if checked by accident

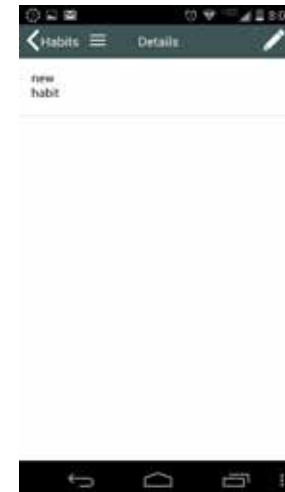
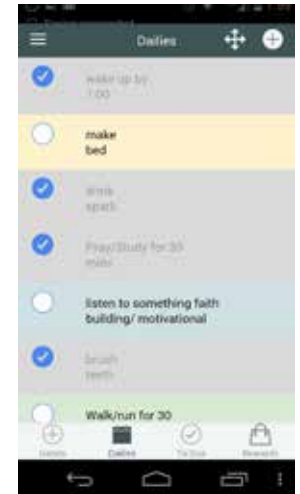
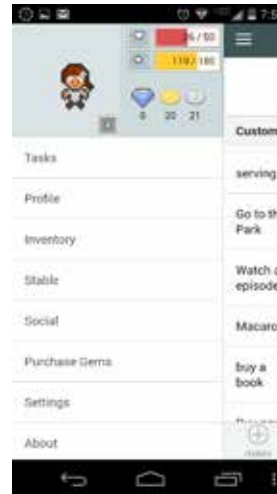
App with similar functionality

HabitRPG

Create a “ritual” based on the order of your tasks in a **checklist** form.

Create a **personalized** profile. Different from Fabulous in the fact that it is avatar based instead of your personal identity.

I think the **Gamification** factor is stronger in this app because you get health points and coins based on your completed tasks which you can then use to **reward yourself**.



Conclusion

The **Fabulous: Motivate Me!** app is a great way to get an individualized habit-building experience. The people who will get the best results are those who are motivated by racing against the clock and who want accountability and tips when it comes to creating good habits.

