

# Fabulous: Motivate Me!

Mobile App Research, Review, and Analysis

# Overview

Get Science-based Coaching

instills healthy habits and routines

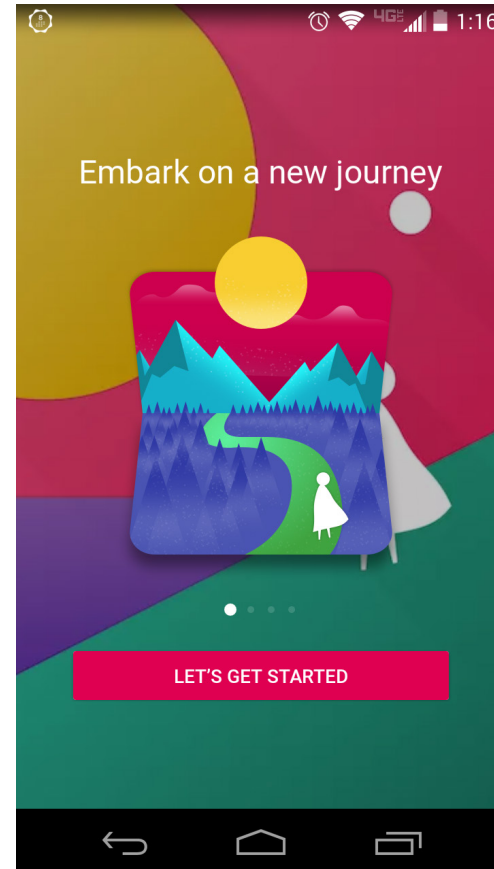
reach your goals

holistic approach

personalized advice

# Categorization

Health & Fitness/Productivity



# Comparison

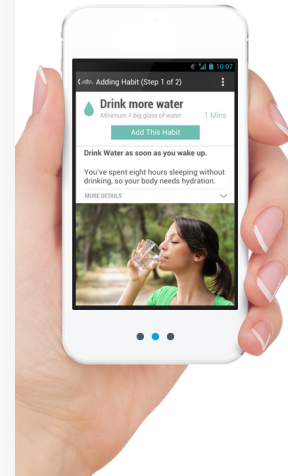
no mobile web experience.

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

# Devices/Technology

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

Not available in IOS.



## The.Fabulous

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).



Heard about our Health & Productivity Newsletter ?



Sign-ups are open for a limited time.

" I don't know how you're doing it, but you're making me jump out of bed!"

1.

### Feel Energized the whole day

Build the perfect morning routine grounded on scientific researches that will give you high energy for the whole day.

2.

### Get Your Own Real Coach

You are going to be coached by real human coaches. You'll get personalized advice based on your everyday behavior.

3.

### Get health knowledge gradually

We're going to send you bite-sized and smart-targeted health information so you learn how to better manage your health & energy.

PERSONAL MOBILE ANALYTICS

Contact Blog Twitter Facebook Support

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

# Projected Users

people who are trying to:

establish a daily routine  
Improve their health/well-being  
keep track of daily tasks/habits.

## *Value*

personalized experience to creating new habits

## *Presentation of Information*

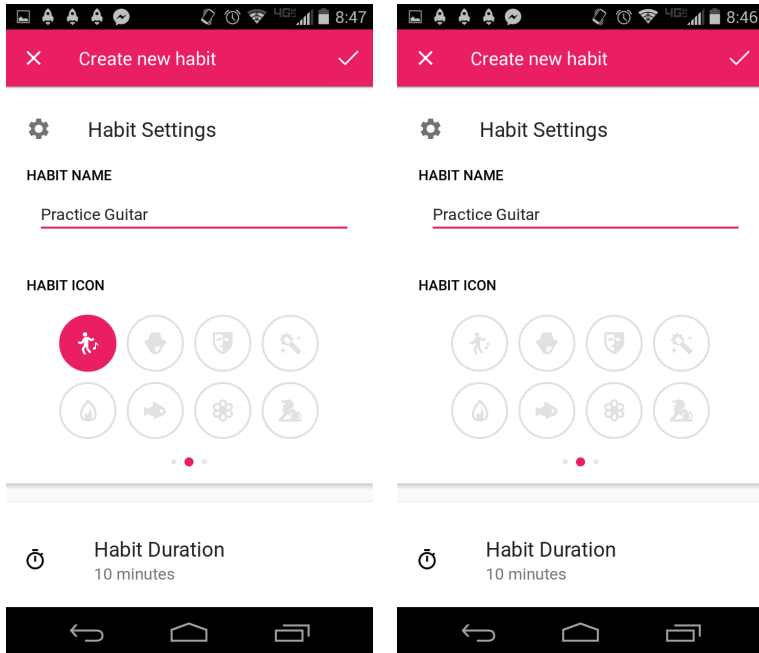
record-keeping  
educational  
encouragement

## *Gamification*

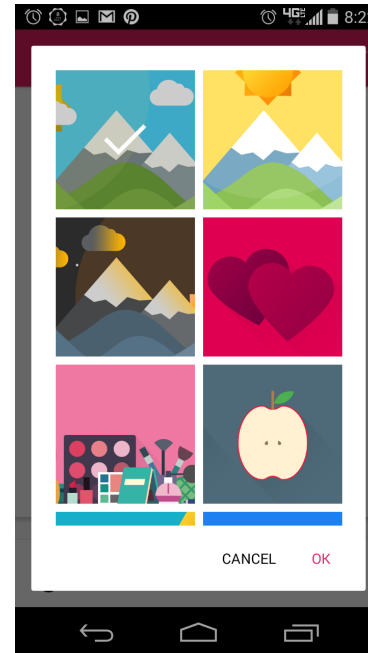
challenges  
showing progress  
positive affirmation

# Image Usage

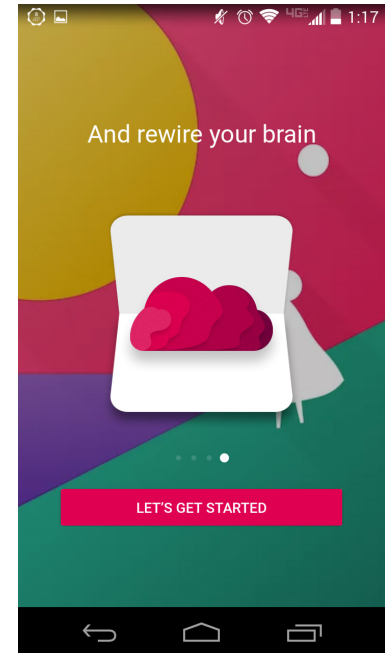
## Vector



Choose your habit icons.  
Swipe through options.



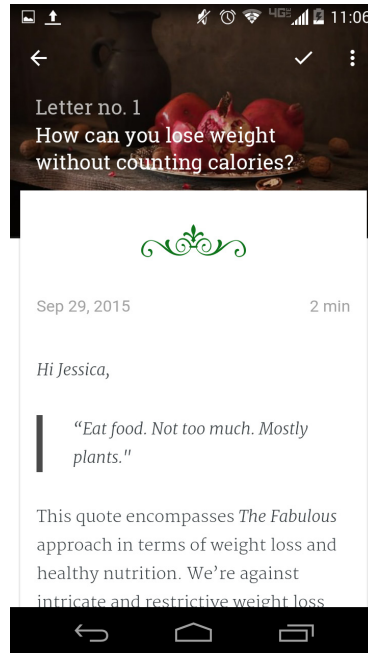
Choose your own vector-  
based ritual banner image.



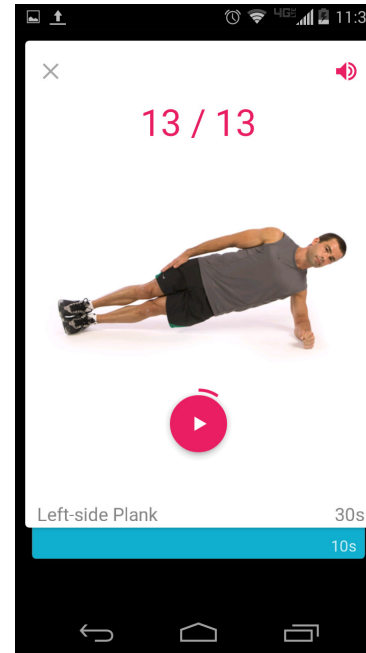
App logo as background  
image.

# Image Usage

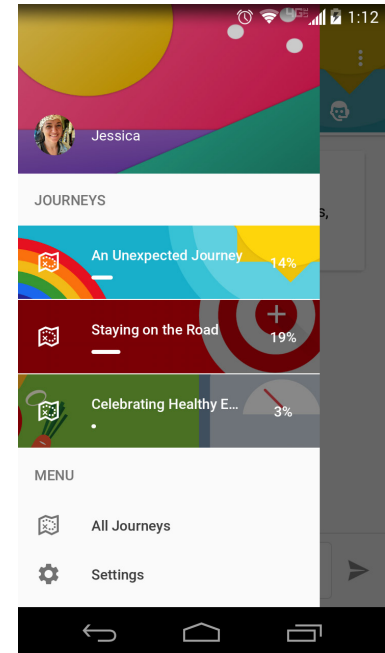
## Raster



Raster banner photo for letters to the user.



Photos to help explain different exercise moves for specific habits.



Profile Picture imported from Facebook.

# UI Visuals

## Trends

aesthetic  
typefaces

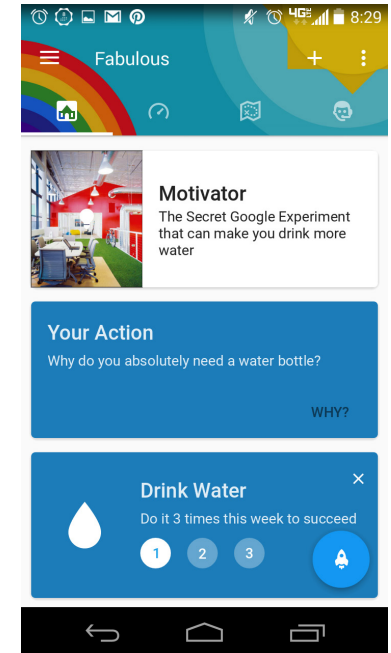
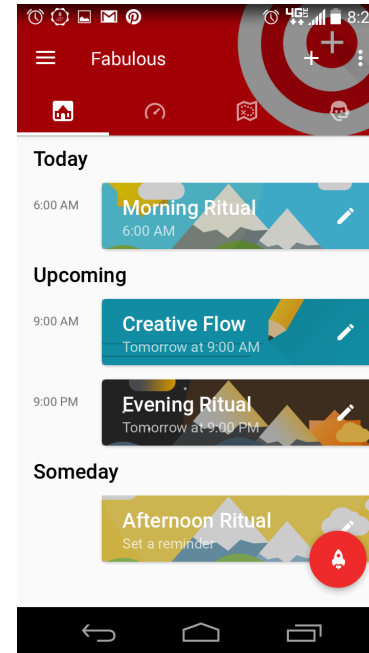
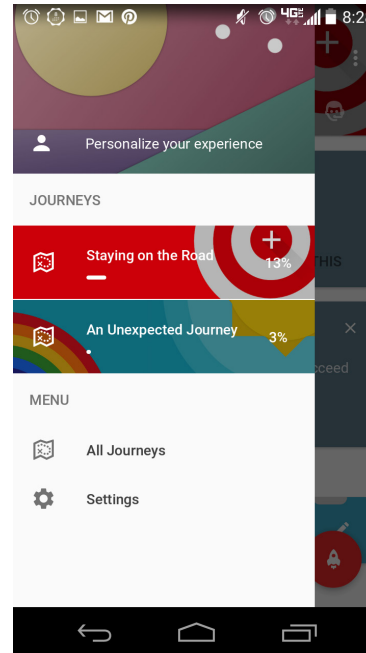
## Branding

logo as imagery

## Buttons

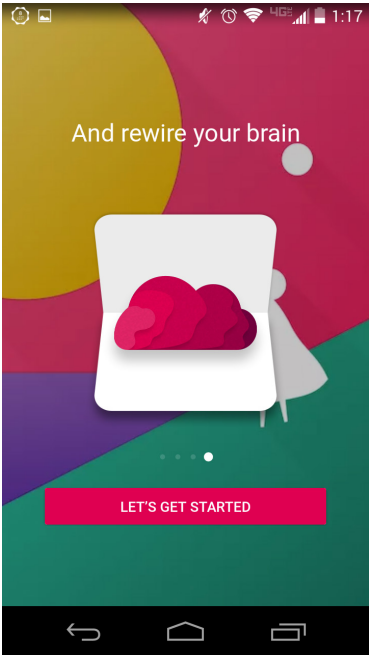
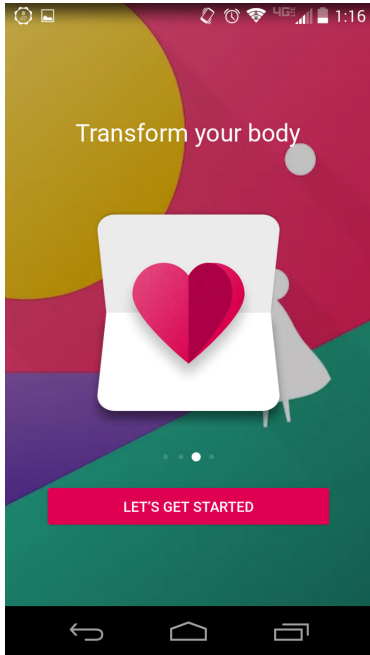
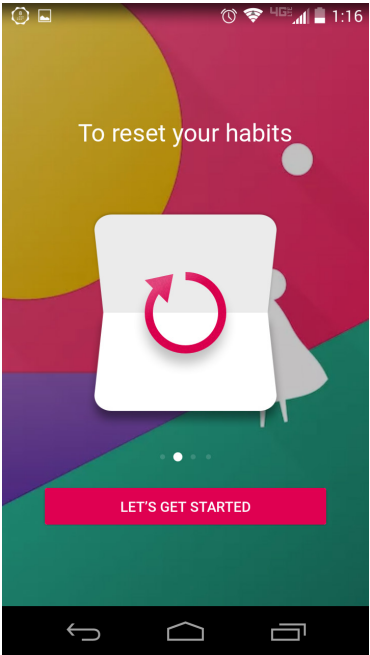
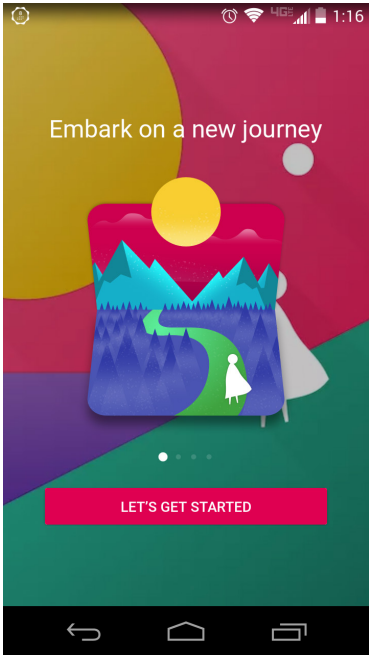
round rocket icon  
bottom right-hand corner  
launches your daily ritual  
color of the button changes

standardization  
logical placement



# Welcome

## Welcome Screens



Pagination- swipe left to navigate screens.

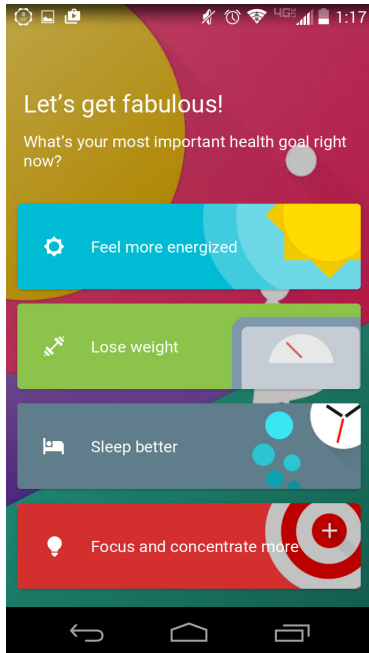


Tap "Let's Get Started" to begin.

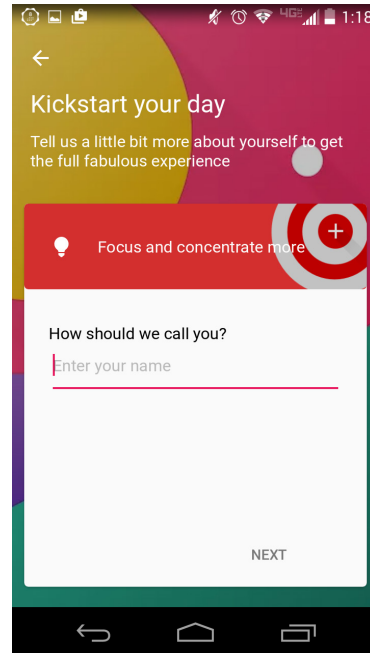


# How it works

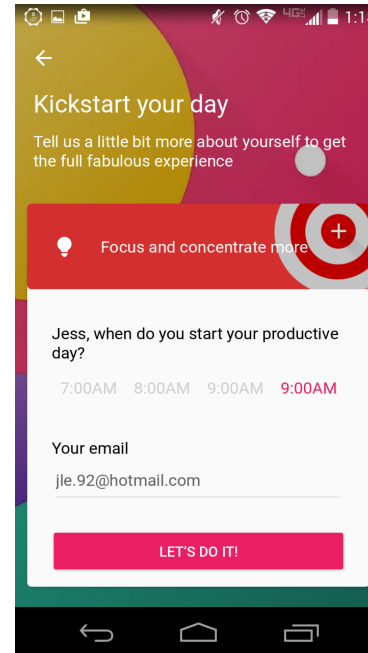
## Initial Set-up



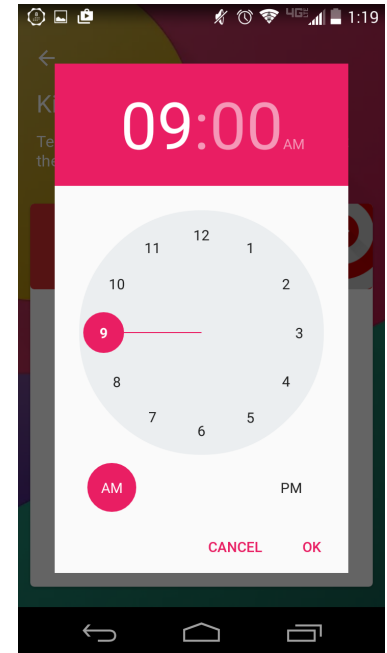
Tap which habit-building journey to take.



Input name utilizing keyboard.



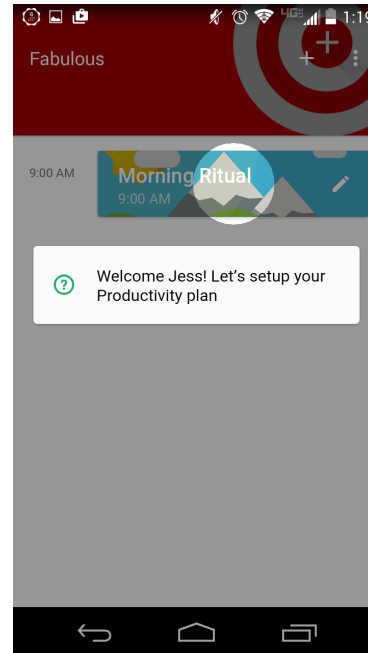
App personalizes experience by addressing you by name.



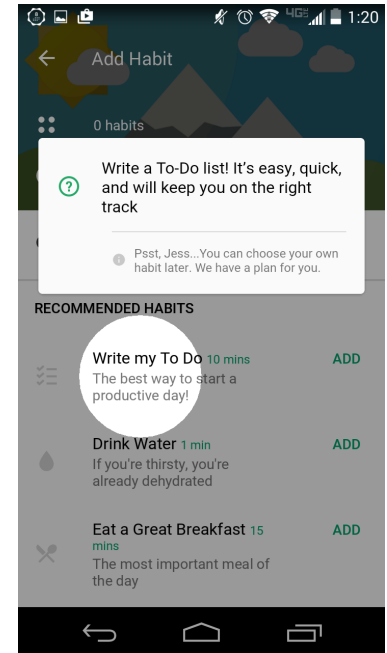
Input time by tapping on a number or dragging the time marker to set alarm for ritual..

# How it works

## Joy Ride



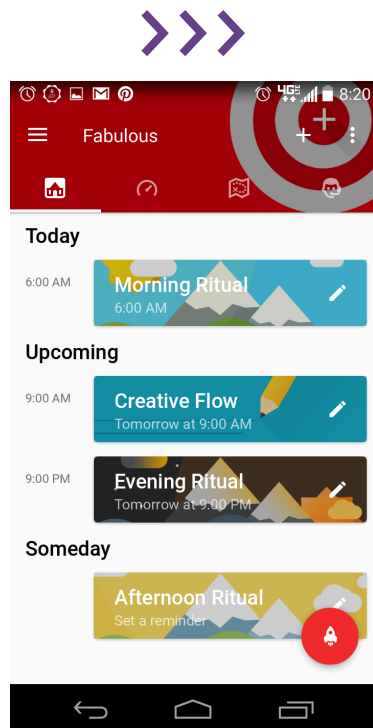
Overlay direct user how to initially set up a morning ritual.



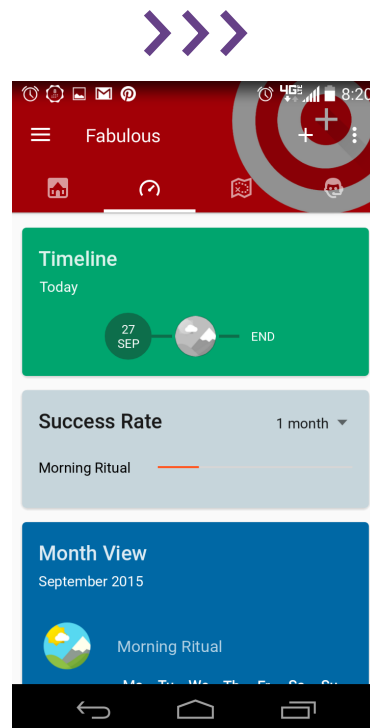
Overlay shows user how to add habits to their morning ritual.

# Navigation Methods

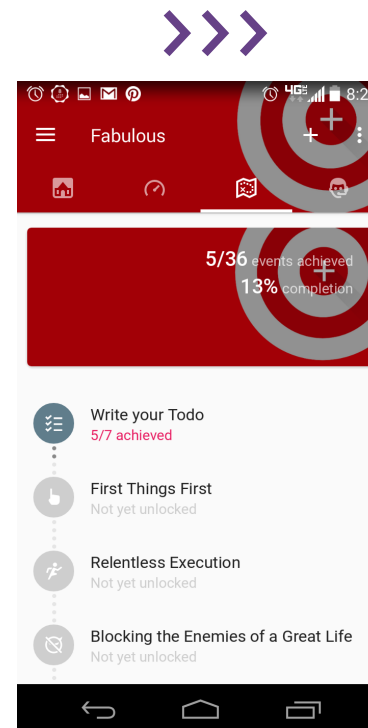
## PrimaryTray Navigation



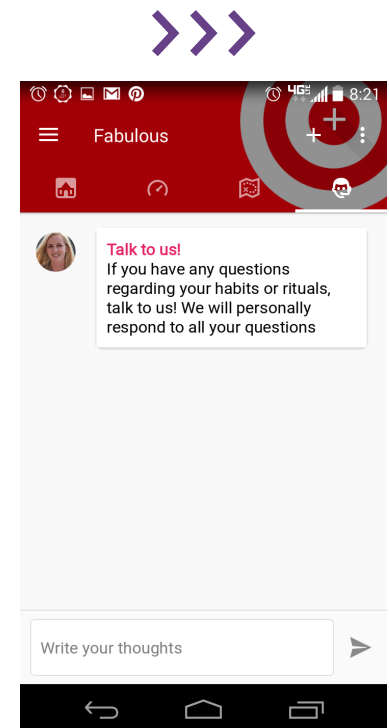
Main tab that includes the agenda and challenge tasks when available.



Timeline tab that includes a record of your completed rituals.



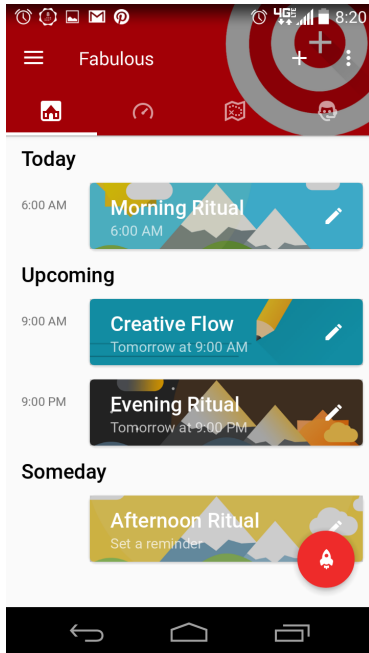
Journey tab provides an overview of the challenges you can complete to "master" your habit.



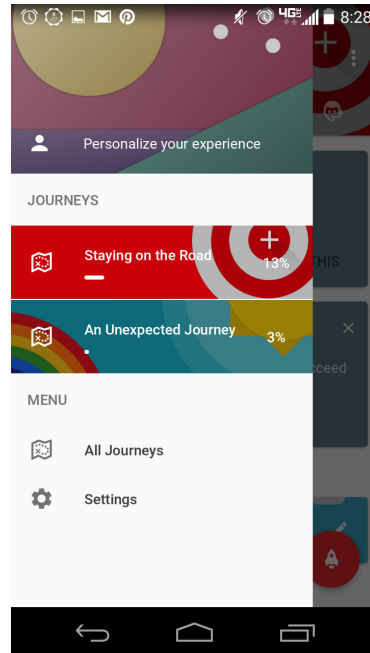
Main tab that includes agenda and challenge tasks when available.

# Navigation Methods

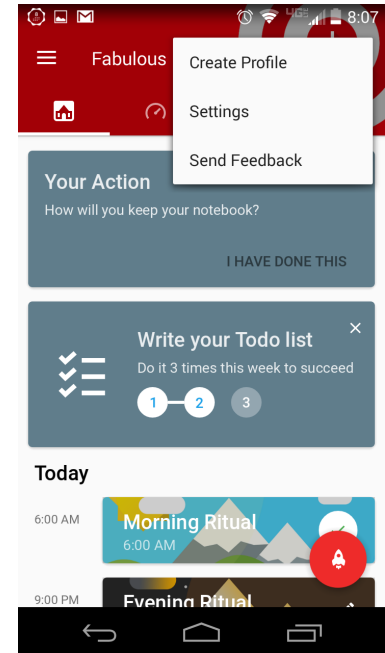
## Secondary Navigation



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

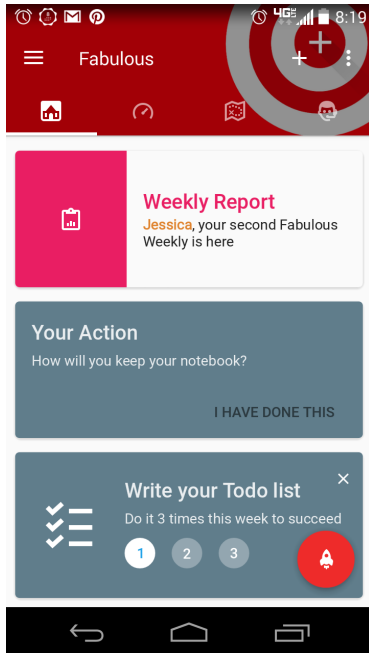


The menu allows the user to navigate to create profile, select their journey, add a new journey, or go to settings.



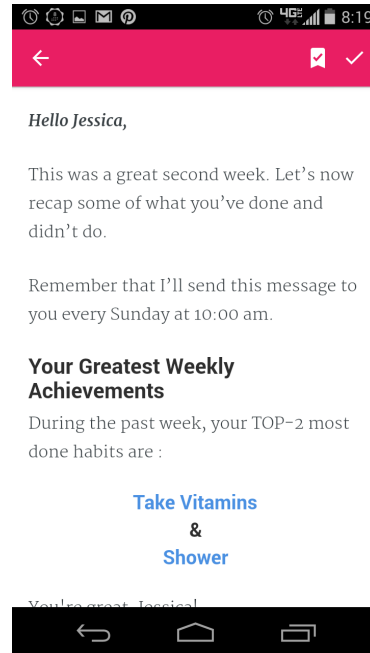
the icon of the three stacked dots, when tapped, opens a modal that includes options to create profile, access settings, or give feedback.

# Main Tab Content

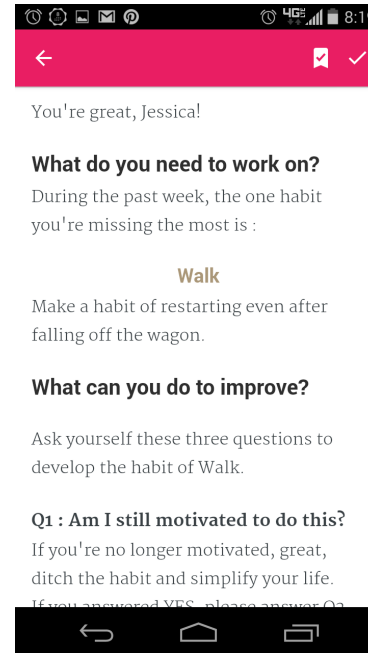


Tap on the weekly report.

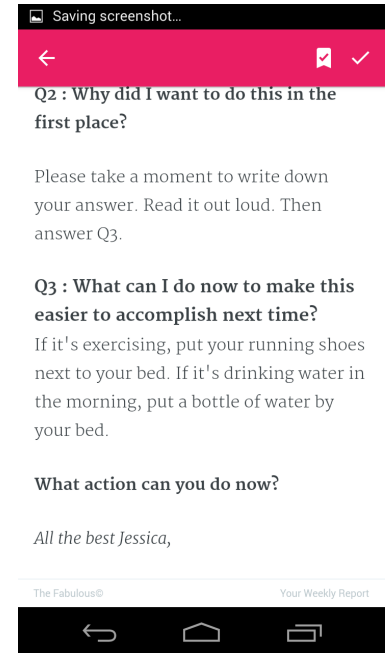
## Weekly Reports



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



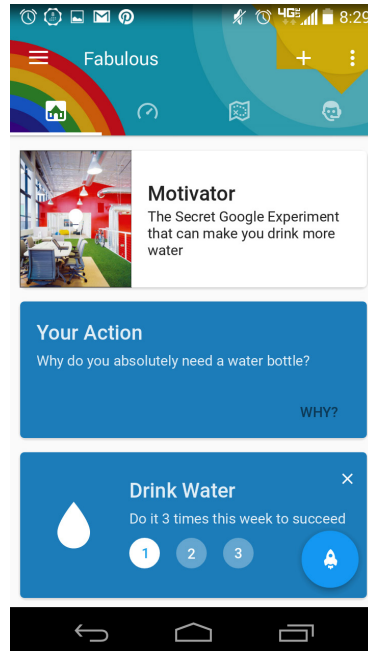
scroll down to continue reading.



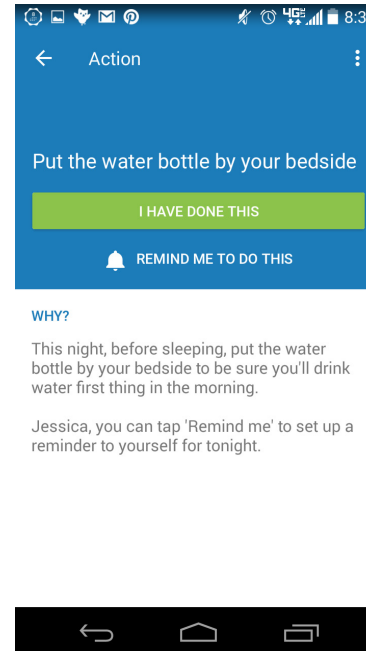
Tap the check mark in the upper right hand corner to remove the report from the home screen or press back to finish reading later.

# Main Tab Content

## Actions



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

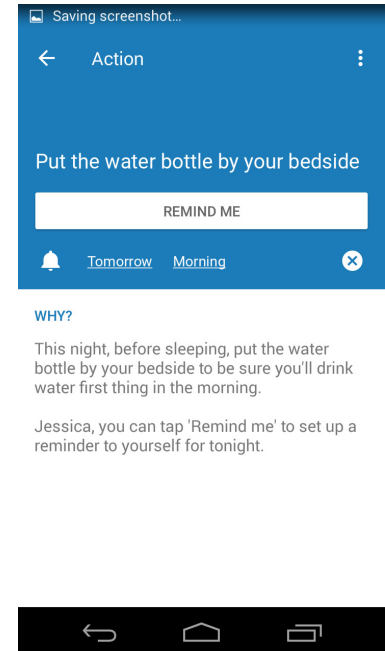


### WHY?

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?

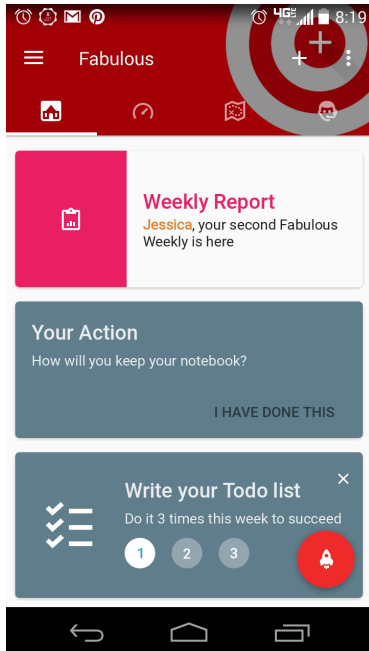
This night, before sleeping, put the water bottle by your bedside to be sure you'll drink water first thing in the morning.

Jessica, you can tap 'Remind me' to set up a reminder to yourself for tonight.

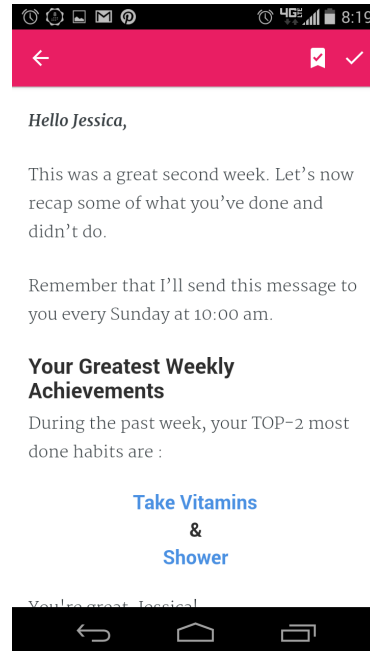
Can choose "I have done this" or opt for a reminder at a later time.

# Main Tab Content

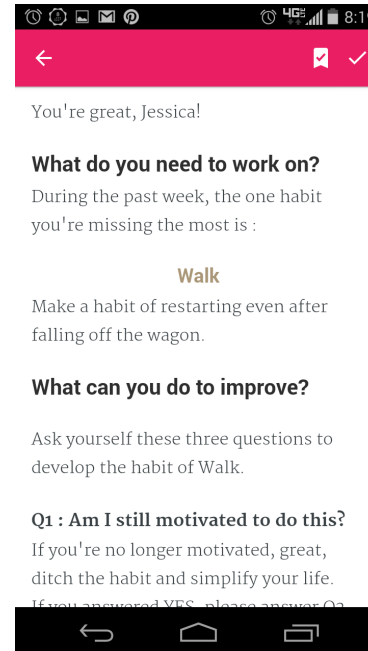
## Daily Rituals



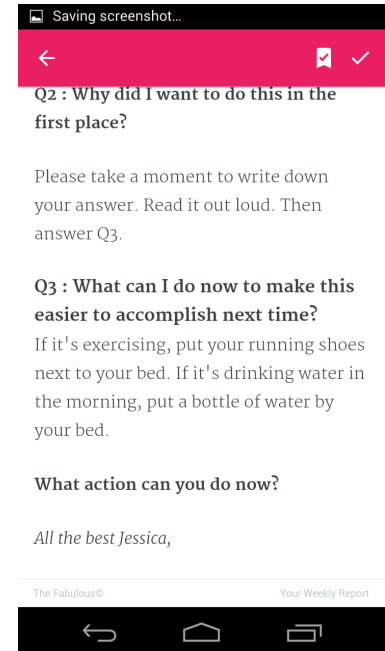
Tap on the weekly report.



Scroll down to read the report.

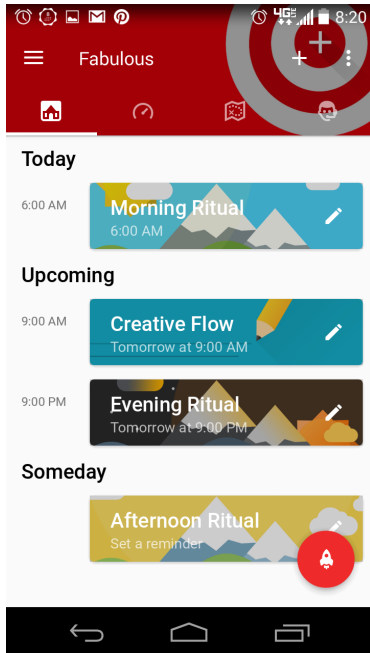


scroll down to continue reading.

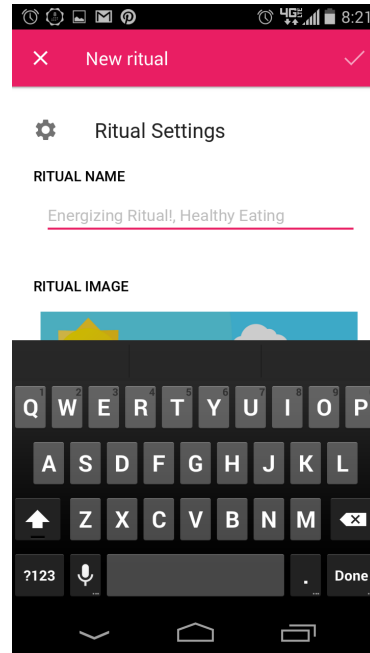


Tap the check mark in the upper right hand corner to remove the report from the home screen or press back to finish reading later.

# Creating New Rituals



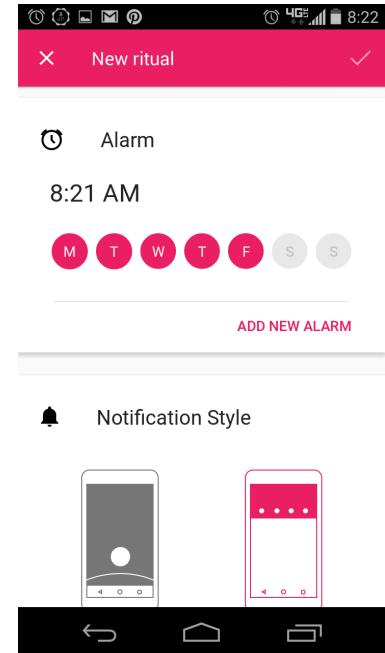
Tap plus sign in upper right corner to add a new ritual.



Text input for ritual name.



Select image for ritual

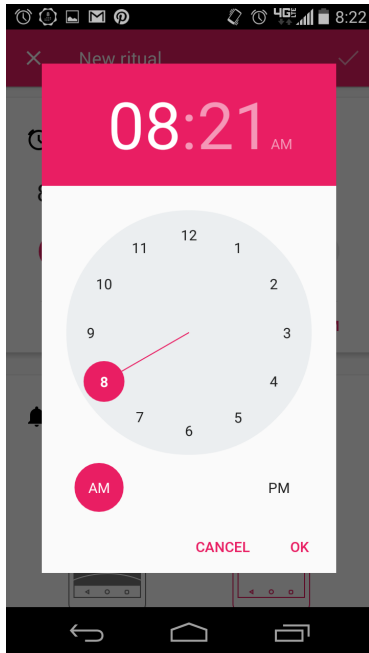


Alter or add alarms for your ritual, and specify

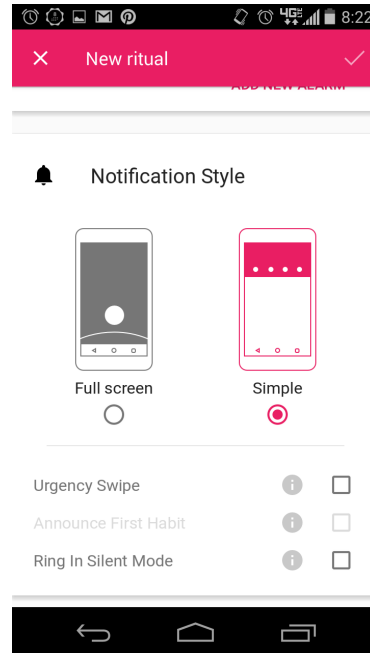


# Creating New Rituals

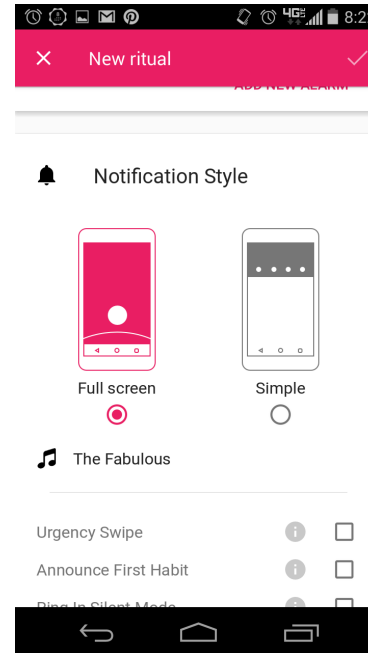
*Continued*



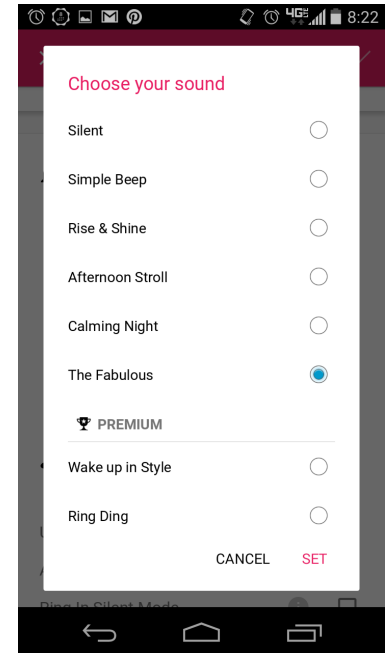
Set notification time



Toggle between notification style.



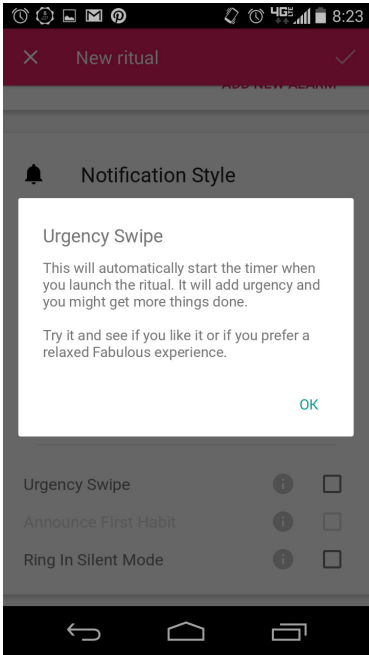
Notification sounds become available for full screen option



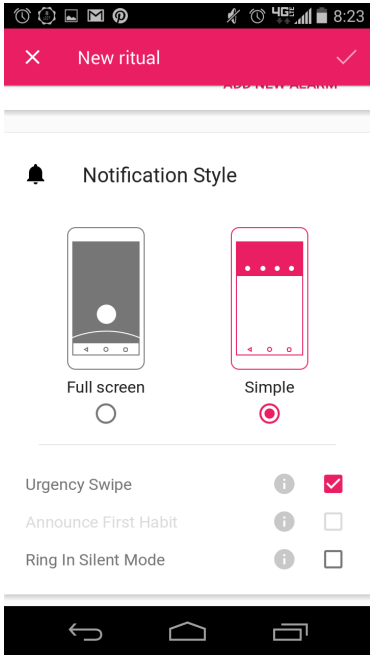
select your notification sound. More sounds available with [premium](#).

# Creating New Rituals

*Continued*

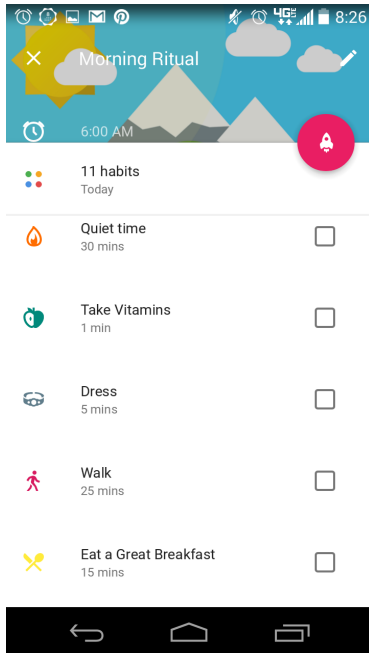


Help text modals

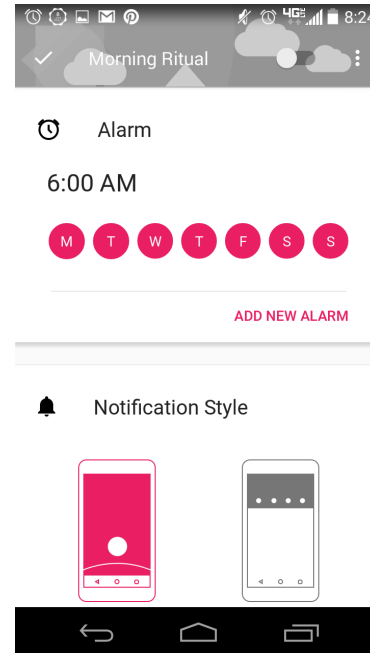
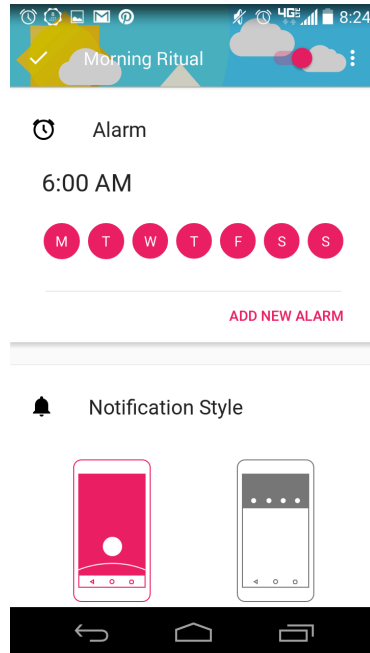


Check-box selection

# Editing a Ritual

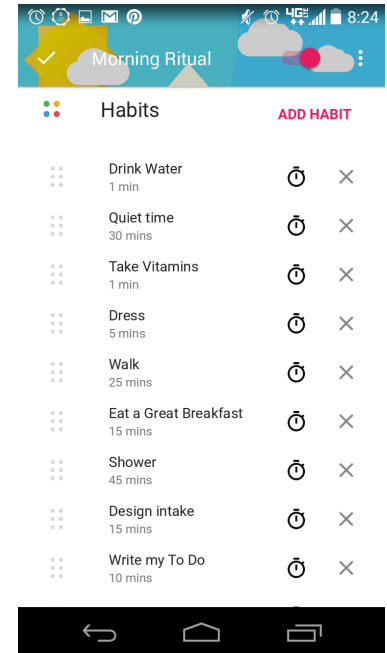


Edit a ritual by tapping the pencil in the upper right



Toggle the ritual off

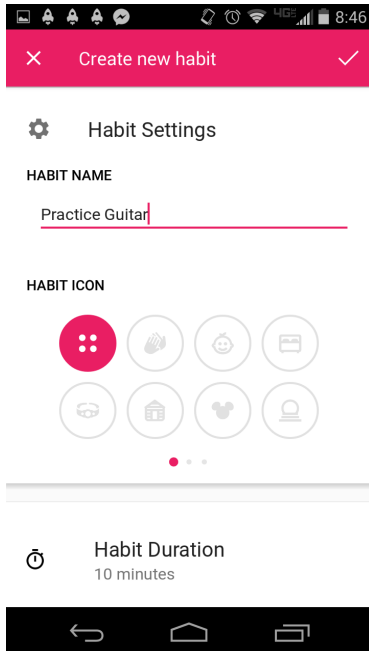
drag gray buttons on the right to reorder your habits



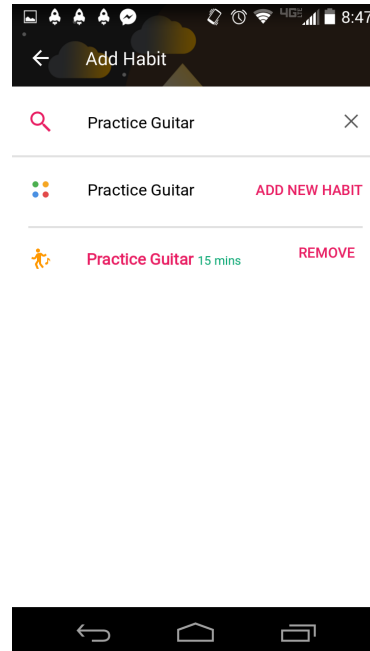
Add a habit, reorder habits, edit length of habit, or remove habit.

# Adding Habits to your ritual

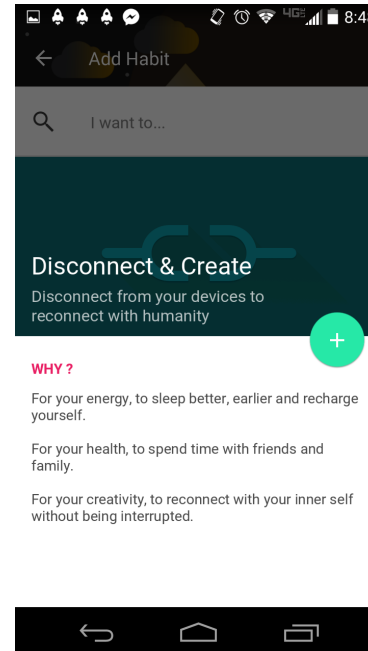
If you select a pre-programmed habit, they will give you a description of why it would be beneficial.



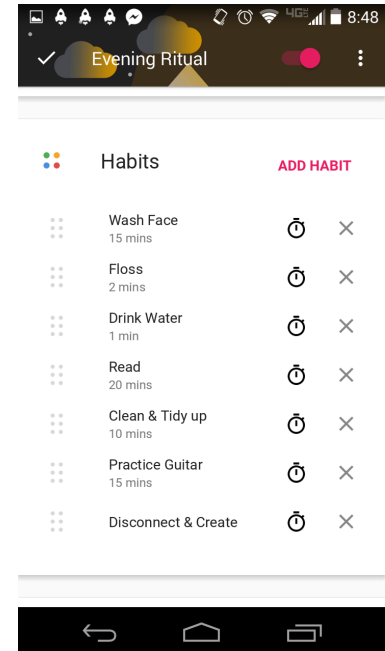
Start typing name of ritual



List comes up of matching rituals.

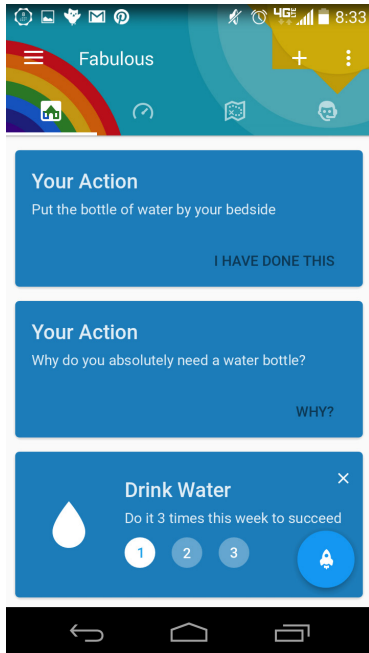


Tap green plus sign button to add the habit to your ritual

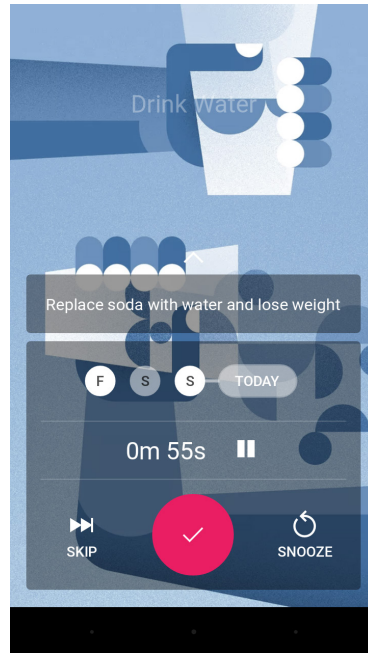


The habit is added to the end of your ritual

# Completing a ritual



Tap the spaceship to begin ritual.

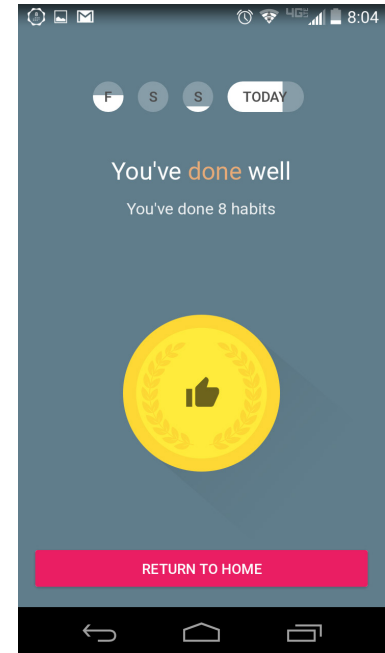


Countdown timer begins. Advances to next habit if you tap skip or pink button.



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

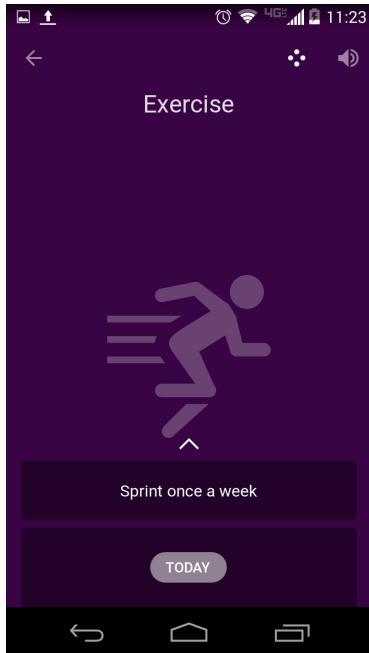
Days of the week bubbles indicate how much of this ritual you did in the past three days.



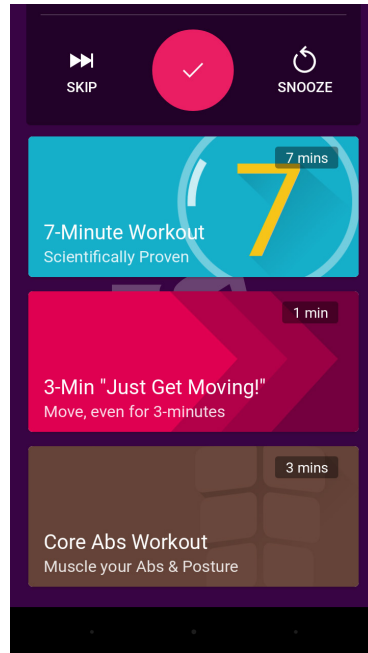
Positive affirmation for completing ritual.

# Completing a ritual

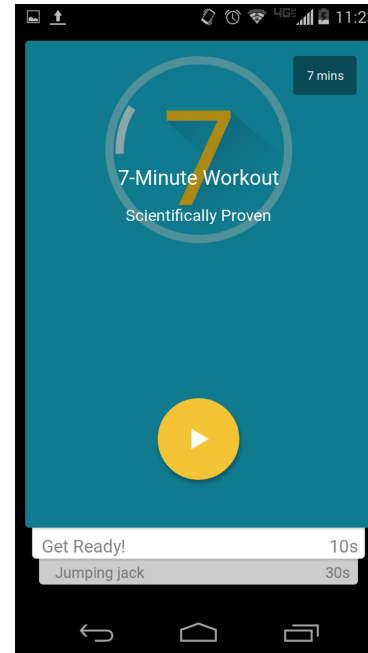
*actions within a habit*



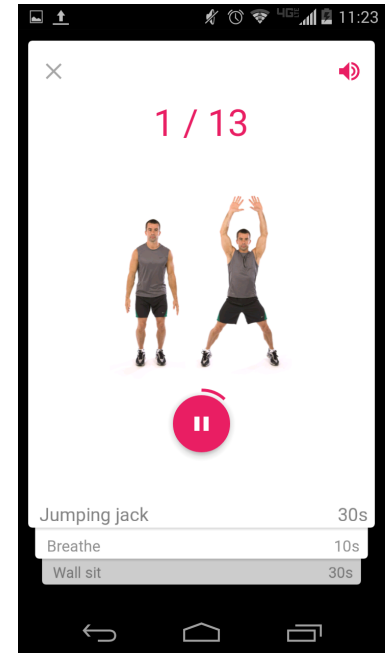
If it has the icon next to the volume icon, then it has actions you can do within the habit.



Swipe upward to see options.

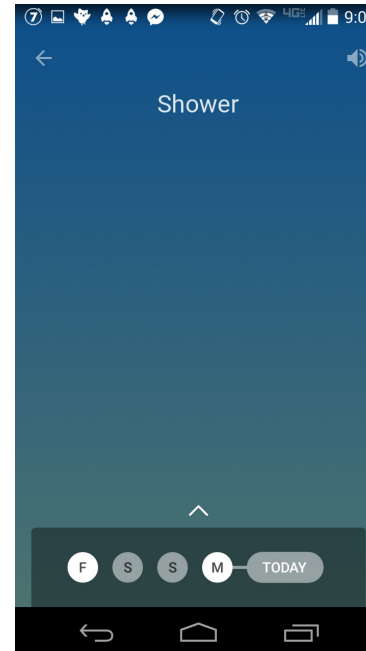


After you select one of the options, follow the directions on the screen.

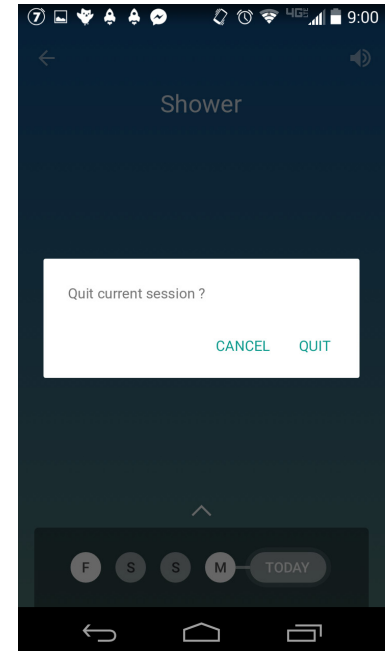


# Completing a ritual

*Back Arrow*



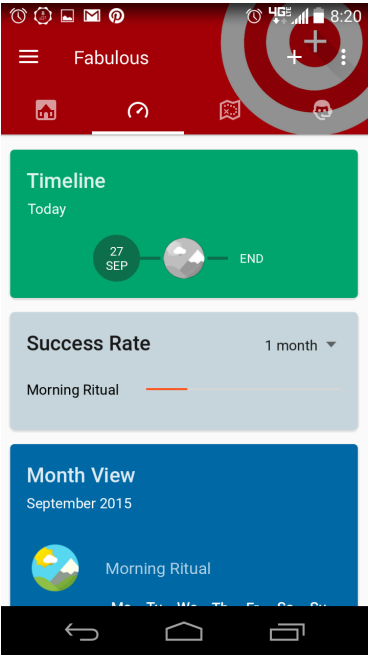
Press back arrow



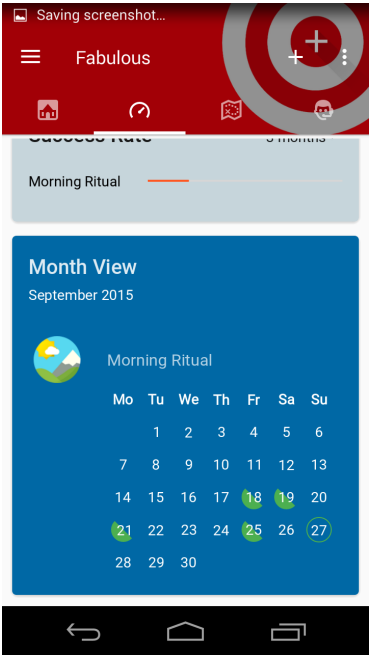
Modal confirming whether you would like to quit current session.

# Second Tab

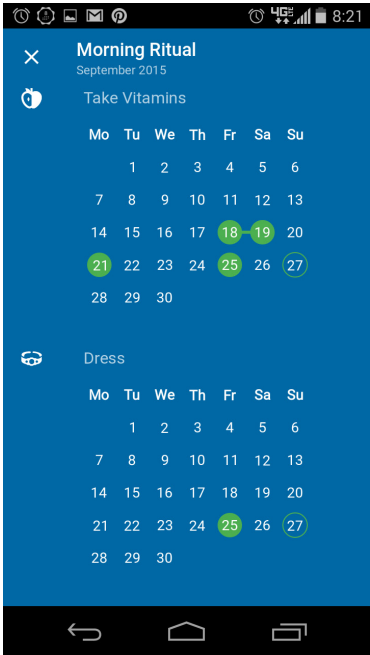
Track Your Success



Visualize your success.



Monthly view of overall morning ritual completion

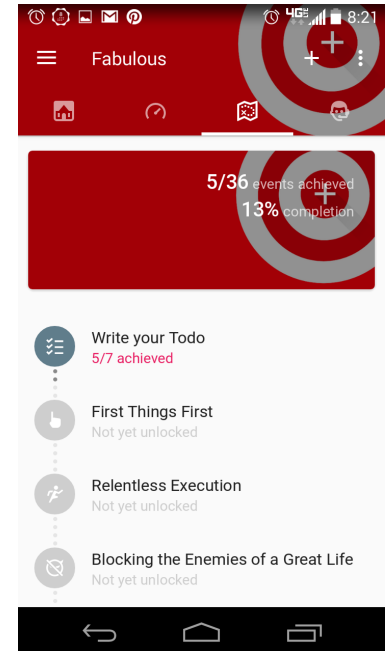


Itemized view of monthly morning ritual completion



# Journey Achievements Tab

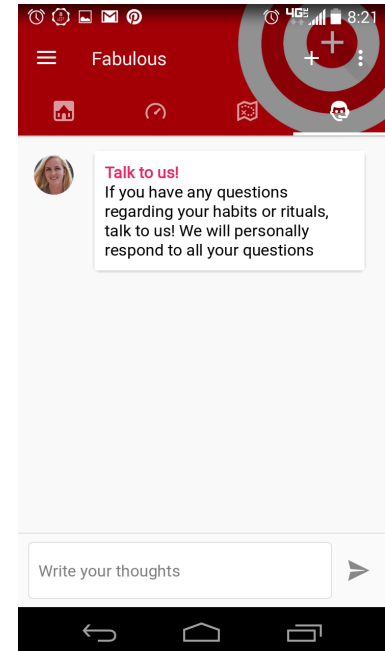
*Unlock Additional Content*



Overview of what you need to do to unlock content.

# Fourth Tab

*Talk to us*

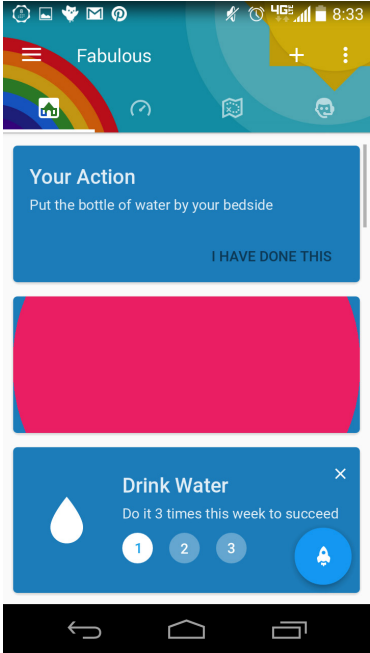


Visualize your success.

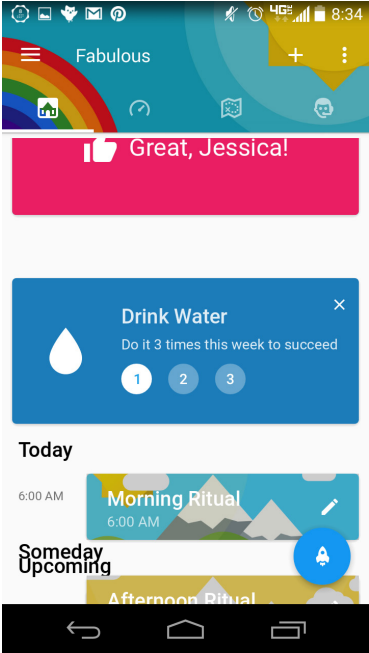
# Animation

*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.

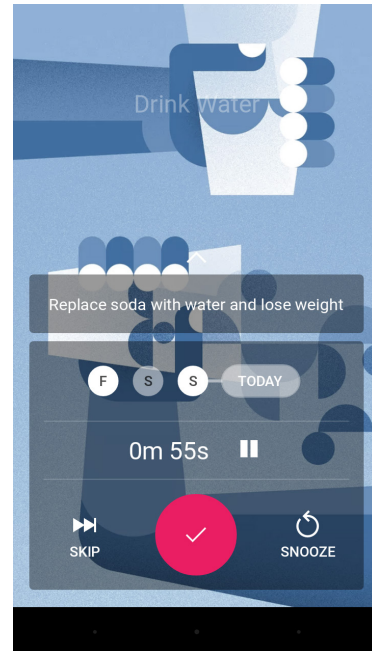
## *Dropdown menu*

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

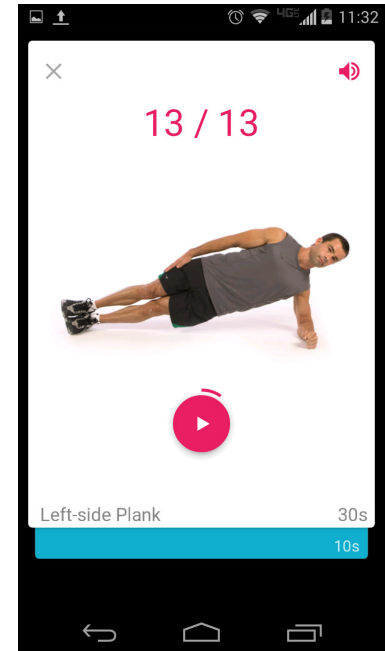
# Animation

## *time lapse*

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

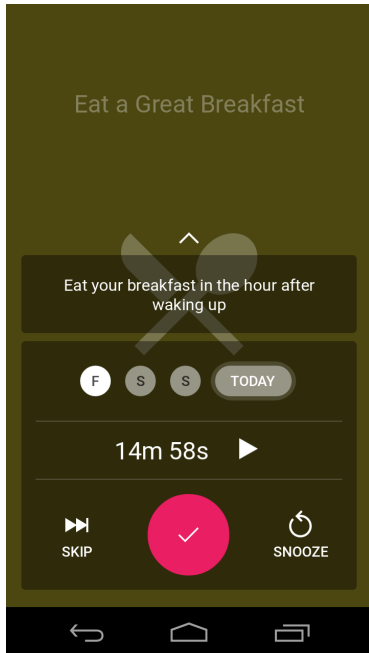


The app has an animation that shows time is passing by a line that slowly revolves around the circle and completes back at the top when time is up.



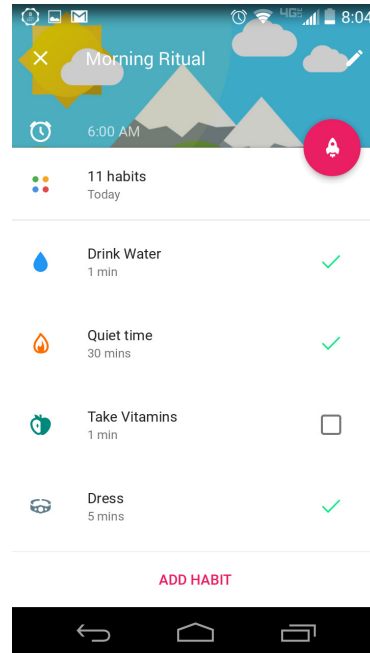
# Recommendations

## Times up!



No alarm when time is up

## Check-boxes



Not able to uncheck a habit if checked by accident

# App with similar functionality

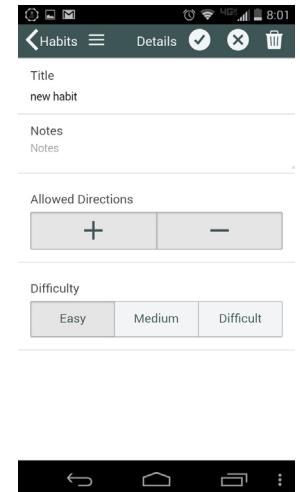
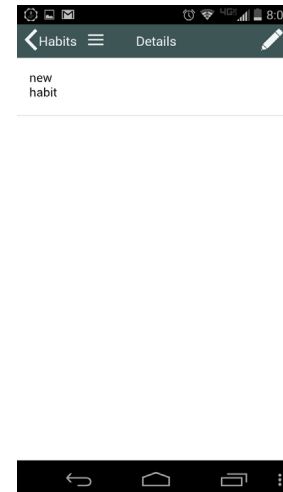
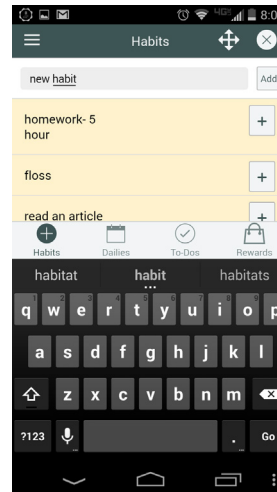
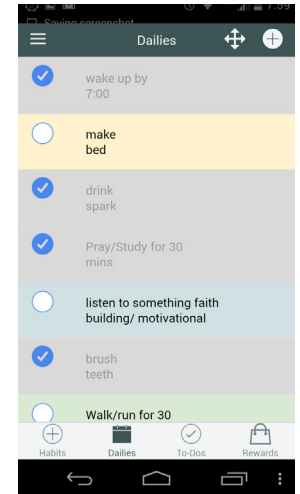
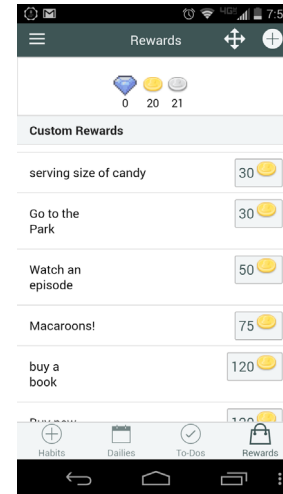
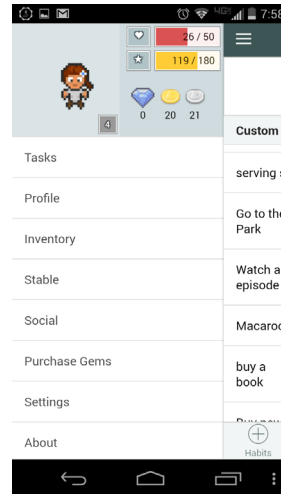
*HabitRPG*

checklist

personalized profile

Gamification

reward yourself



# Conclusion

## Fabulous: Motivate Me!

an individualized habit-building experience with simple data visualization, gamification, and education

