

Nuvana

Awaken Your Health Journey

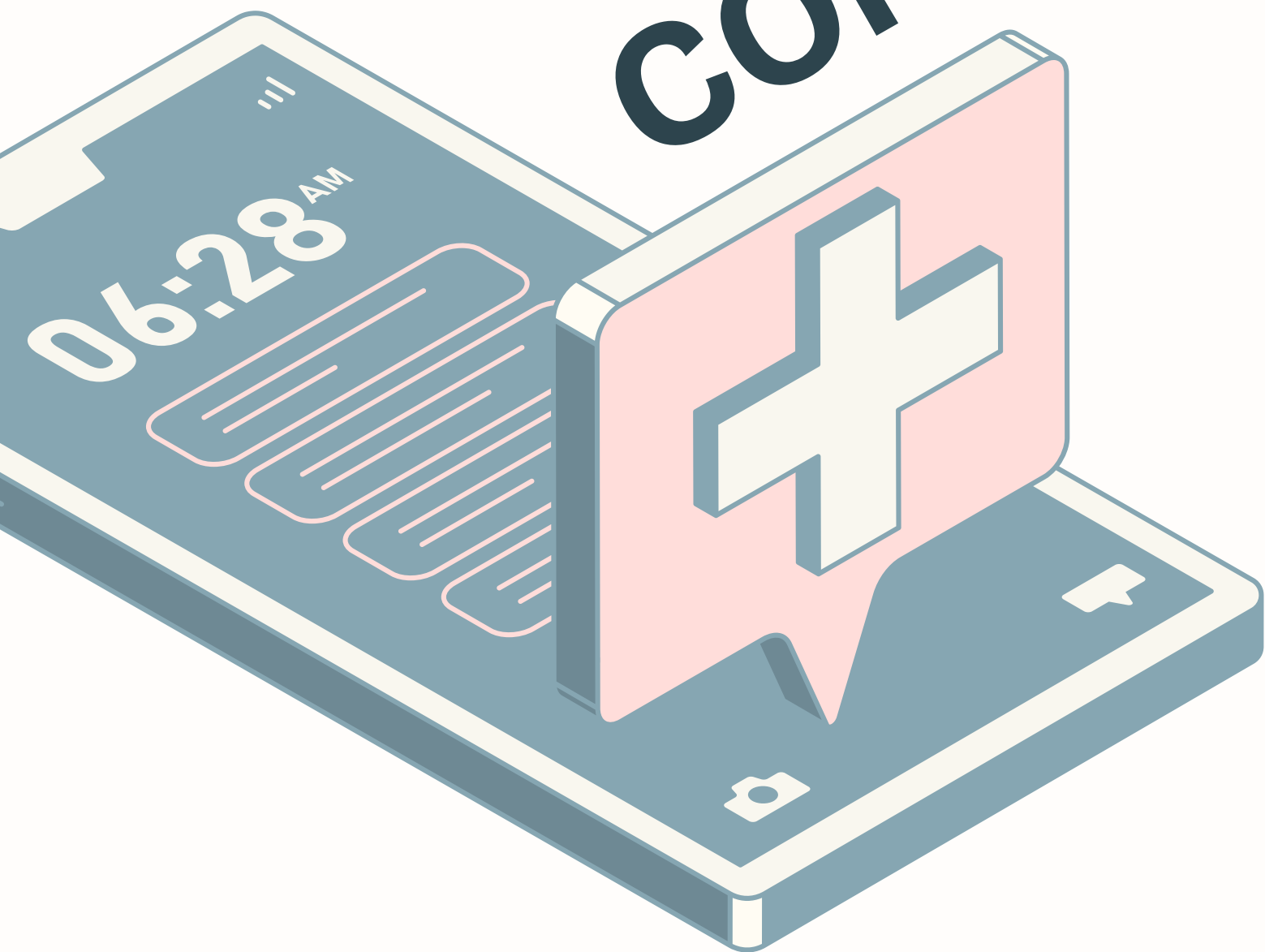
Industry
Healthcare

Location
VA, USA

Year
2025



CONTENT



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Nuvana is your **all-in-one** sidekick for feeling your best — whether that means moving more, eating well, staying mindful, or remembering your meds. It brings everything together in one friendly, personalized space, so staying healthy feels a little less like a chore and a lot more doable.



Problem

Health-conscious users need an inclusive and user-friendly way to manage their healthcare and wellness because existing portals often lack the effective, comprehensive tools required to support their diverse needs and lifestyles.

Goal

This project is all about creating an all-in-one app with easy-to-use, inclusive tools that help people take care of their health, stay active, and find balance in their daily lives. It brings together a variety of self-care features designed to support both younger and older users, no matter where they are in their health journey.

Design Process



Discover

1

- Conducted a competitive analysis
- Interviewed users



Define

2

- Created problem statement, user personas and user flows
- Mapped out clear goals



Design

3

- Built mid-fidelity wireframes
- Developed a design system
- Created high-fidelity prototypes



Test

4

- Ran usability tests and preference tests
- Collected peer feedback



Iterate

5

- Made multiple design updates based on user insights and testing
- Focused on simplifying interactions, improving visuals, and boosting personalization

Before diving into the design, we started with research to better understand what we were building, how it should work, and who we were designing for. This included a competitive analysis and user interviews to gather insights. Here's what we discovered.

Competitive Analysis

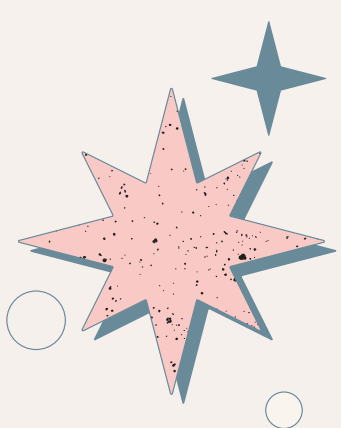
Our main competitors are popular wellness and health apps like **Apple Health**, **MyFitnessPal**, **Headspace**, and **Fitbit**, known for offering tracking, personalized insights, and holistic health features.

RISKS

- **Tough Competition**
Big names like Apple Health and Fitbit are hard to beat.
- **Specialized Rivals**
Niche apps may offer deeper features in their areas.
- **Feature Creep**
All-in-one apps risk becoming cluttered without careful focus.

- **Design for All**
Inclusive features can serve overlooked user groups.
- **One-Stop Wellness**
Integrating health, fitness, meals and mindfulness boosts engagement.
- **Emotional Hooks**
Friendly visuals and habit-building can drive long-term use.

OPPORTUNITIES

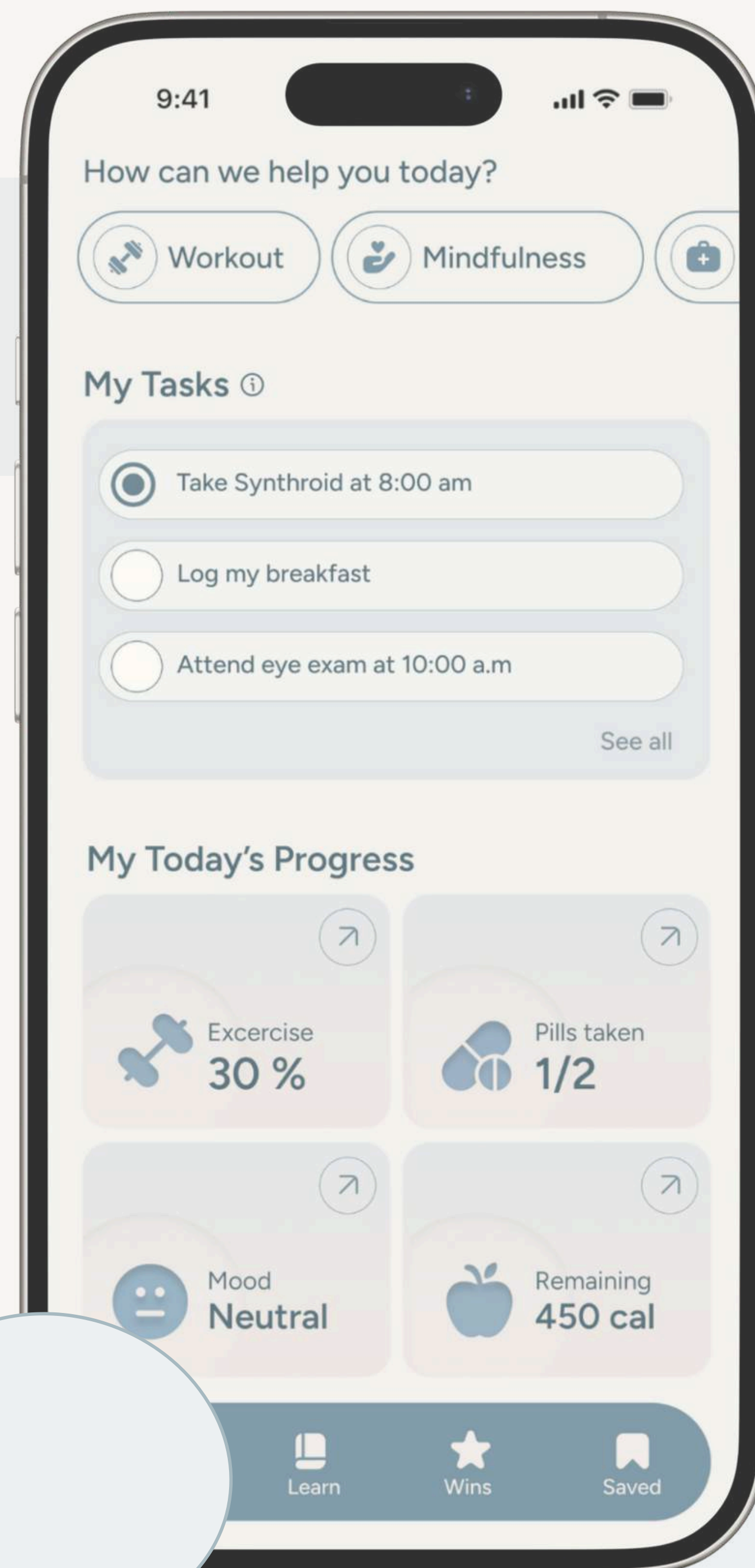


Learnings

While competitors focus on fragments of wellness, we bring the whole picture together. Our app unites healthcare, mindfulness, fitness, and nutrition into one inclusive, intuitive experience, designed to adapt to real lives, real needs, and real moments of care.

Organized wellness in one place

Clear and simple dashboard that shows today's tasks and progress at a glance, no clutter, just what you need



Interviews

We interviewed three participants to uncover key **pain points**, understand their **behaviors and preferences**, and explore their expectations around **privacy and security** in health management apps



Interviewee #1

"It's like they assume everyone knows how to use these things already."

"I'm open to explore digital tools if they are straightforward and show clear benefits."

"I'm worried about forgetting critical health-related tasks if reminders fail."

"I struggle to find relevant features in current apps due to lack of guidance."



Interviewee #2

"I need something that connects everything in one place."

"I like apps that keep me on track without feeling like a chore."

"I value proactive notifications for appointments and prescriptions."

"I lack motivation due to apps not feeling interactive or personal."



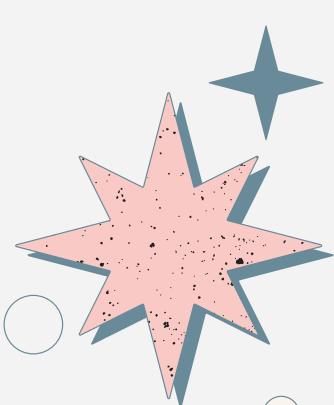
Interviewee #3

"Sometimes I feel like I'm piecing everything together myself, it should be smarter than that."

"I'd like advanced features like progress badges or new challenges to maintain interest."

"I expect seamless, dependable features to support my long-term goals."

"I love apps that give me real, actionable data—it keeps me motivated."



Learnings

Users want healthcare apps that feel trustworthy, personalized, and easy to use, offering clear guidance, motivation, and a centralized experience that adapts to their needs without adding complexity.

Onboarding that sets you up for success

Friendly and straightforward questionnaire that personalizes the app right from the beginning



To better understand the people we're designing for, we created two user personas: **Kayla**, a busy young adult juggling wellness and a fast-paced lifestyle, and **Pedro**, a senior user managing his health with the help of digital tools. These personas guided our design decisions by keeping real user needs, goals, and frustrations at the center of the process.

THE BUSY
SELF-CARE SEEKER



KAYLA MORGAN

Architectural
Designer

About

Kayla has recently entered the workforce and is adjusting to a fast-paced urban lifestyle. She values health and fitness but lacks a consistent routine due to unpredictable work hours and social commitments.

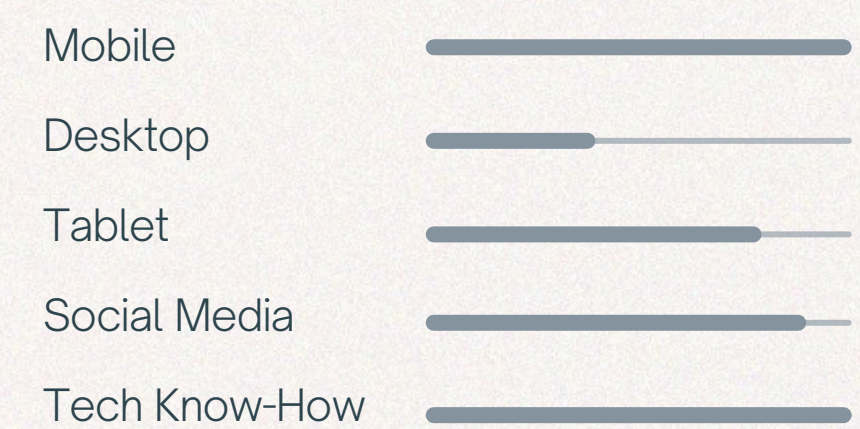
Frustrations

- Overly complex apps that assume prior experience.
- No all-in-one solution for fitness, nutrition, and stress.
- Hard to stay motivated; lacks accountability tools.

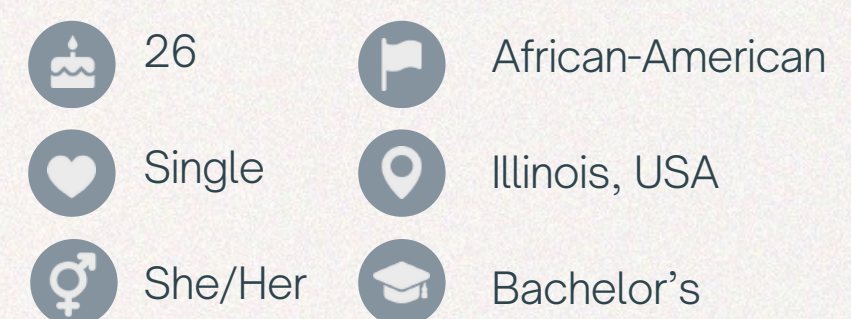
Goals & Needs

- Quick fitness and meal plans that fit her schedule.
- Stay motivated with clear goals and progress.
- Reduce stress through mindfulness tools.

Devices & Internet Usage

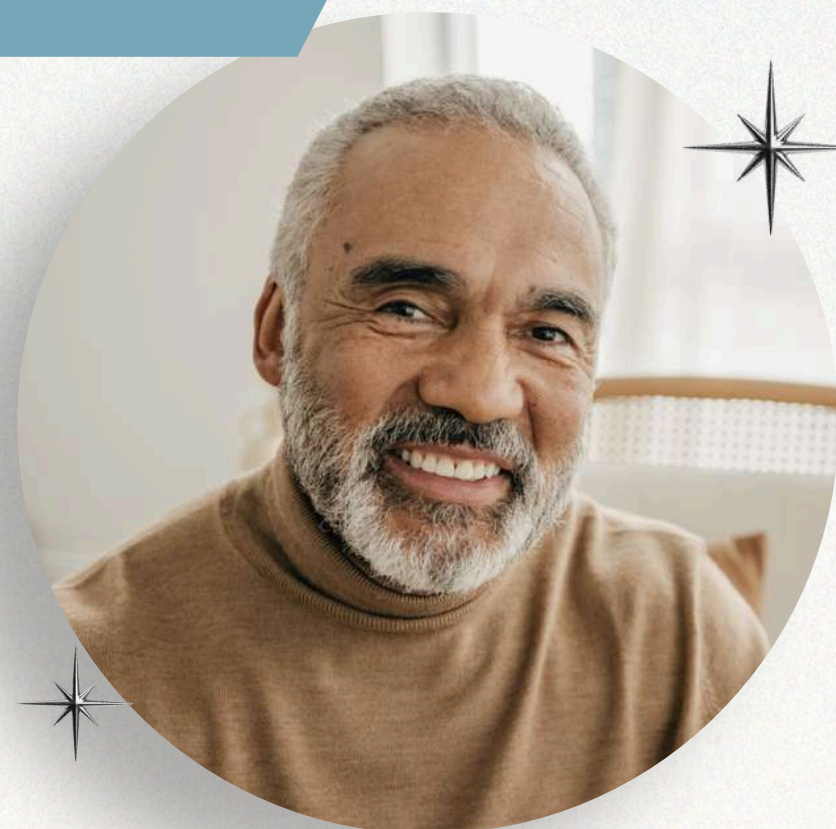


Demographics



“ Why do I need three different apps just to manage my workouts, meals, and stress? It should all be in one place.

THE HEALTH-
CONSCIOUS SENIOR



PEDRO ALVAREZ

Retired
Teacher

About

Pedro wants to stay healthy and independent for his grandchildren. He takes daily medications for high blood pressure and arthritis but needs reminders. Though he values exercise and a balanced diet, he struggles to find plans suited to his age and abilities.

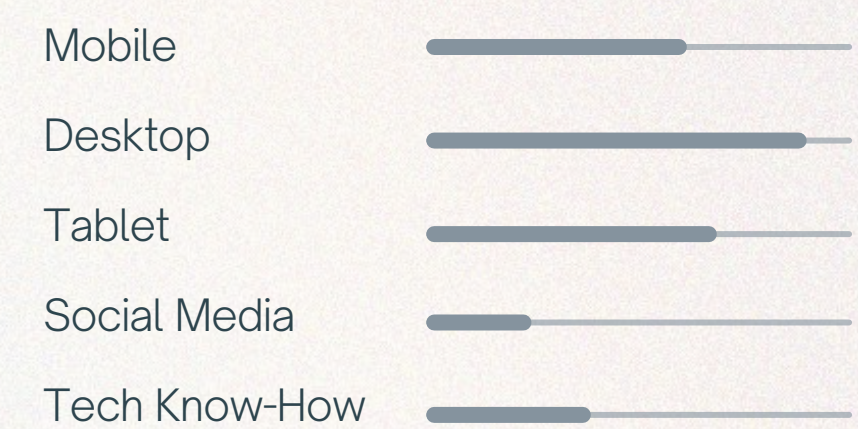
Frustrations

- Hard-to-navigate apps not built for seniors.
- Few fitness plans that suit physical limitations.
- Overwhelming small text and complex features.

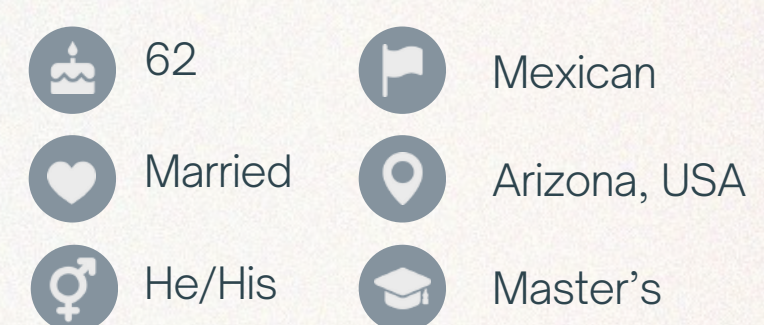
Goals & Needs

- Get clear, timely med reminders.
- Follow age-friendly fitness and diet plans.
- Use an easy-to-read app with large text and icons.

Devices & Internet Usage

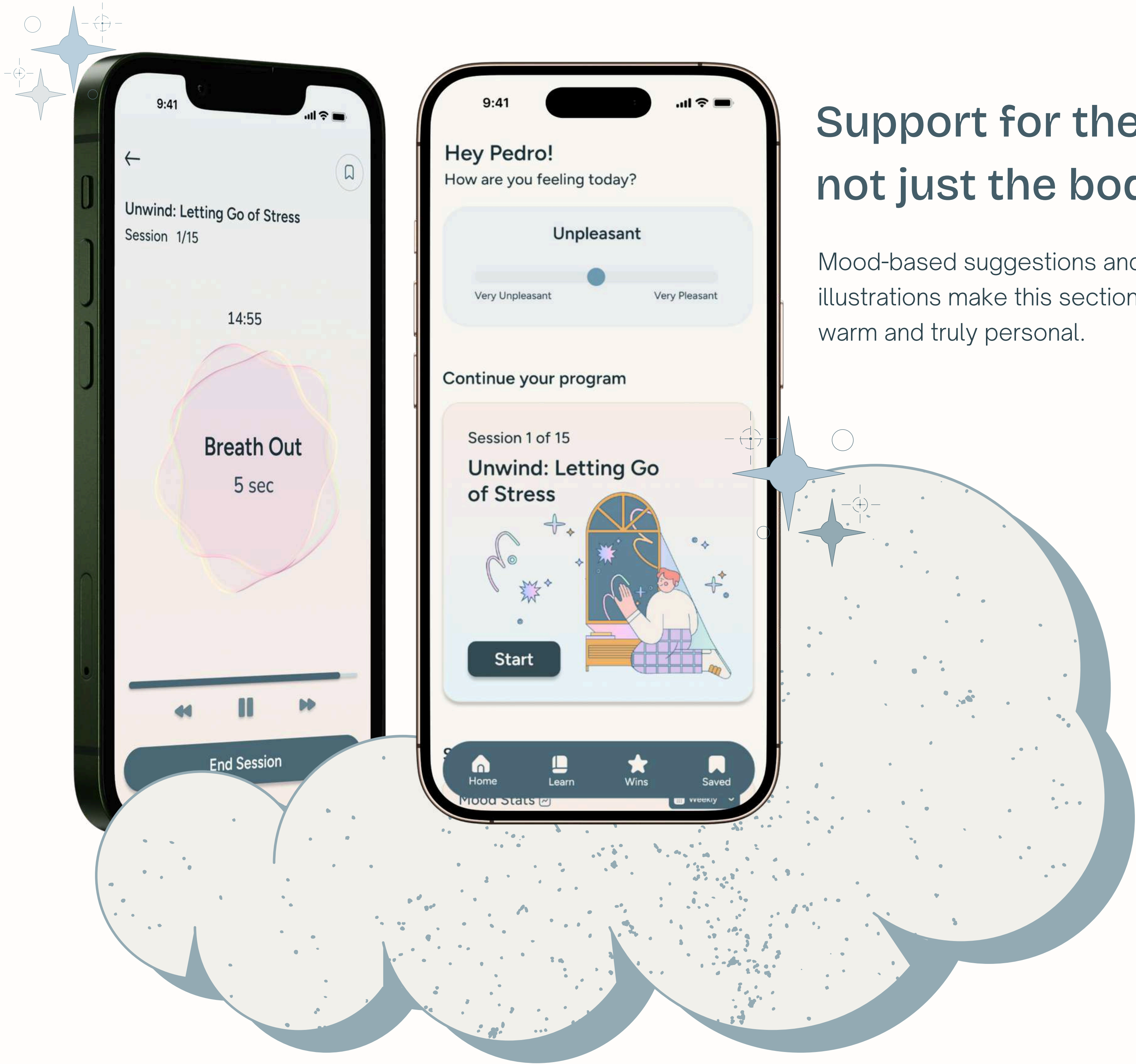


Demographics



“ I want an app that feels like it's designed for me, with reminders I can rely on and tools that are easy to use.

Nuvana isn’t just a fitness app—it’s built to support real-life needs. **Inspired by our user personas**, it includes features like **mood-based mindfulness** (Kayla) and **medication tracking** (Pedro), to offer care that’s personal, practical, and often missing in typical wellness apps.

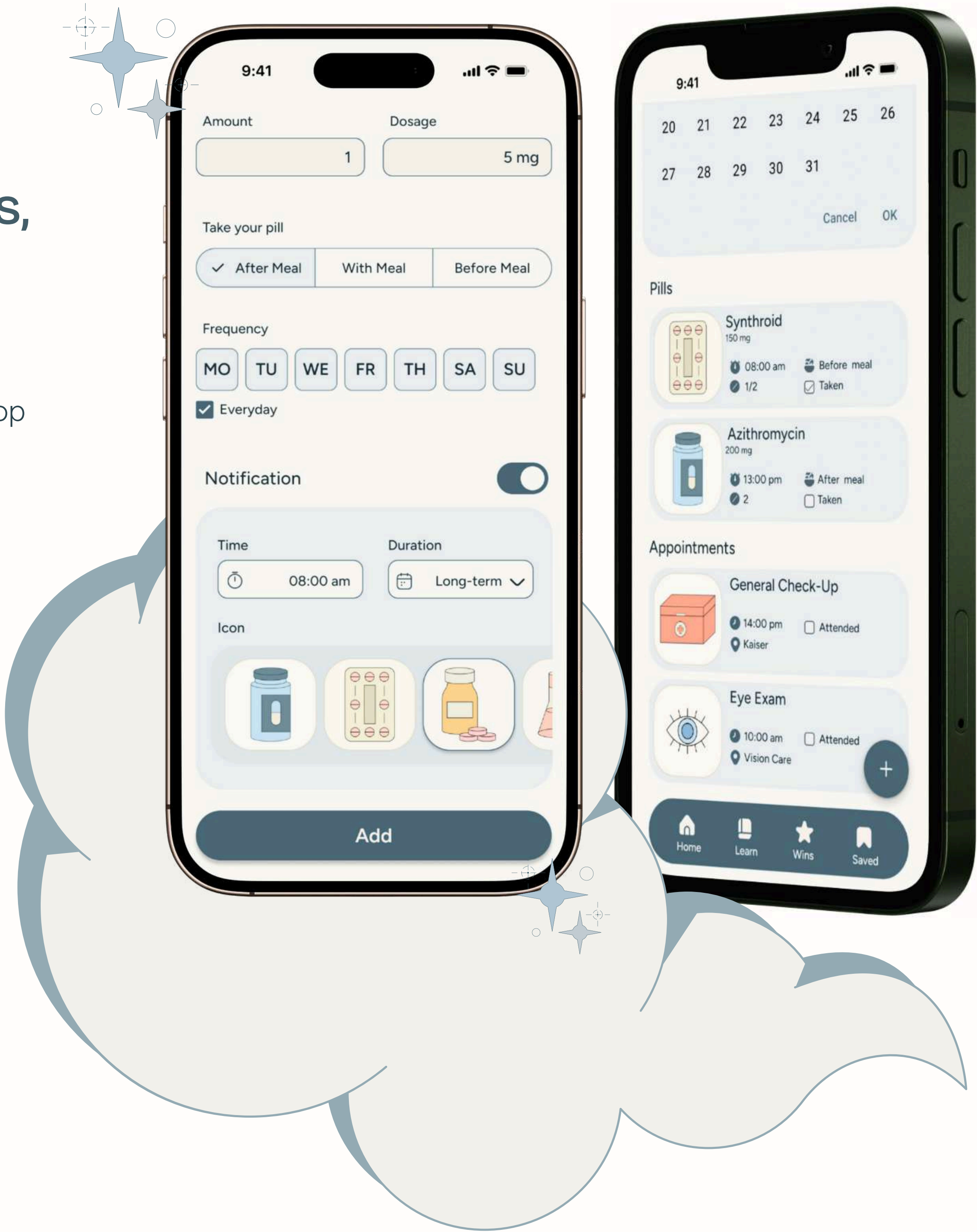


Support for the mind, not just the body

Mood-based suggestions and soft illustrations make this section feel warm and truly personal.

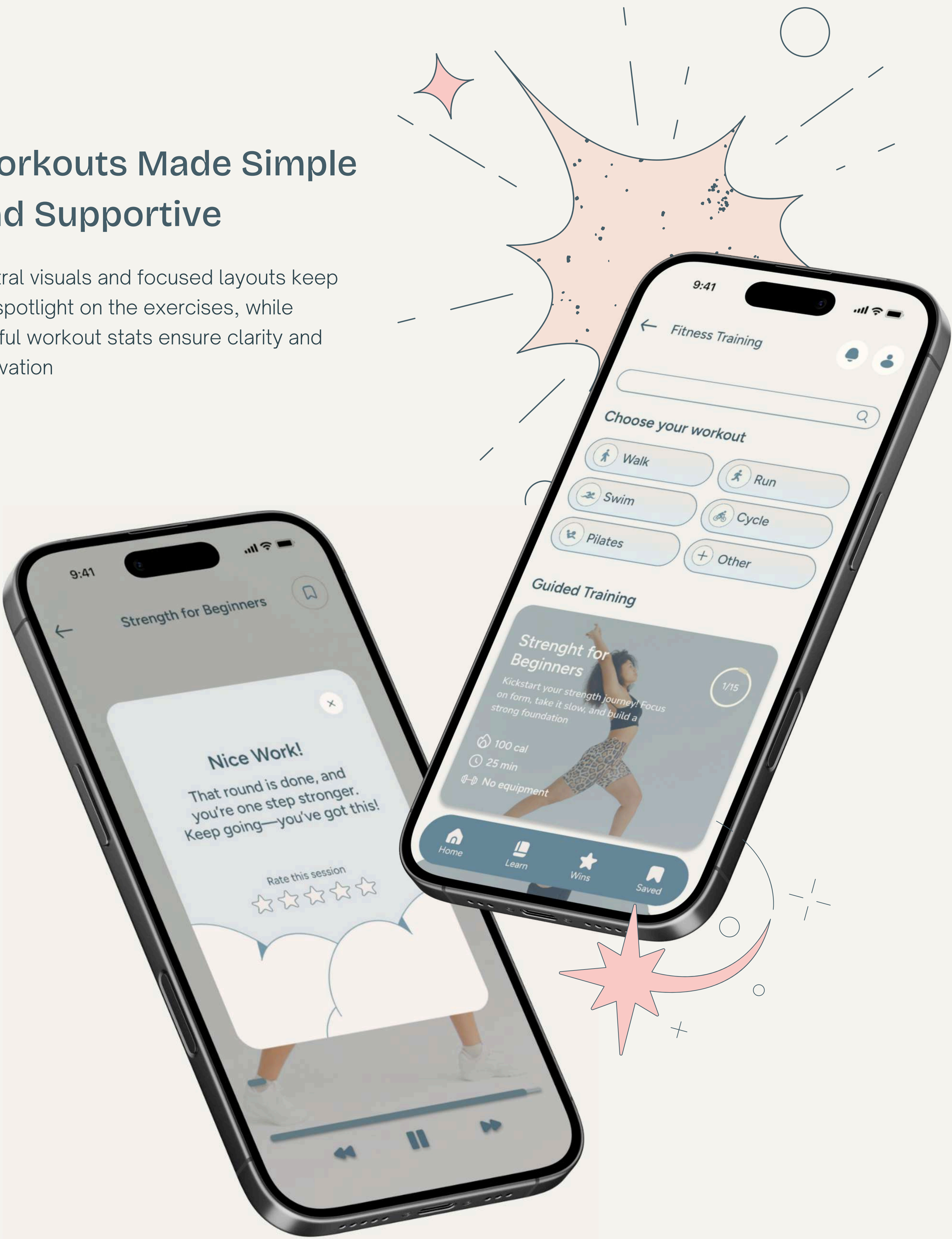
Smart Reminders, Clear Forms

Easy-to-fill forms and smart reminders help users stay on top of their medications without confusion.



Workouts Made Simple and Supportive

Neutral visuals and focused layouts keep the spotlight on the exercises, while helpful workout stats ensure clarity and motivation

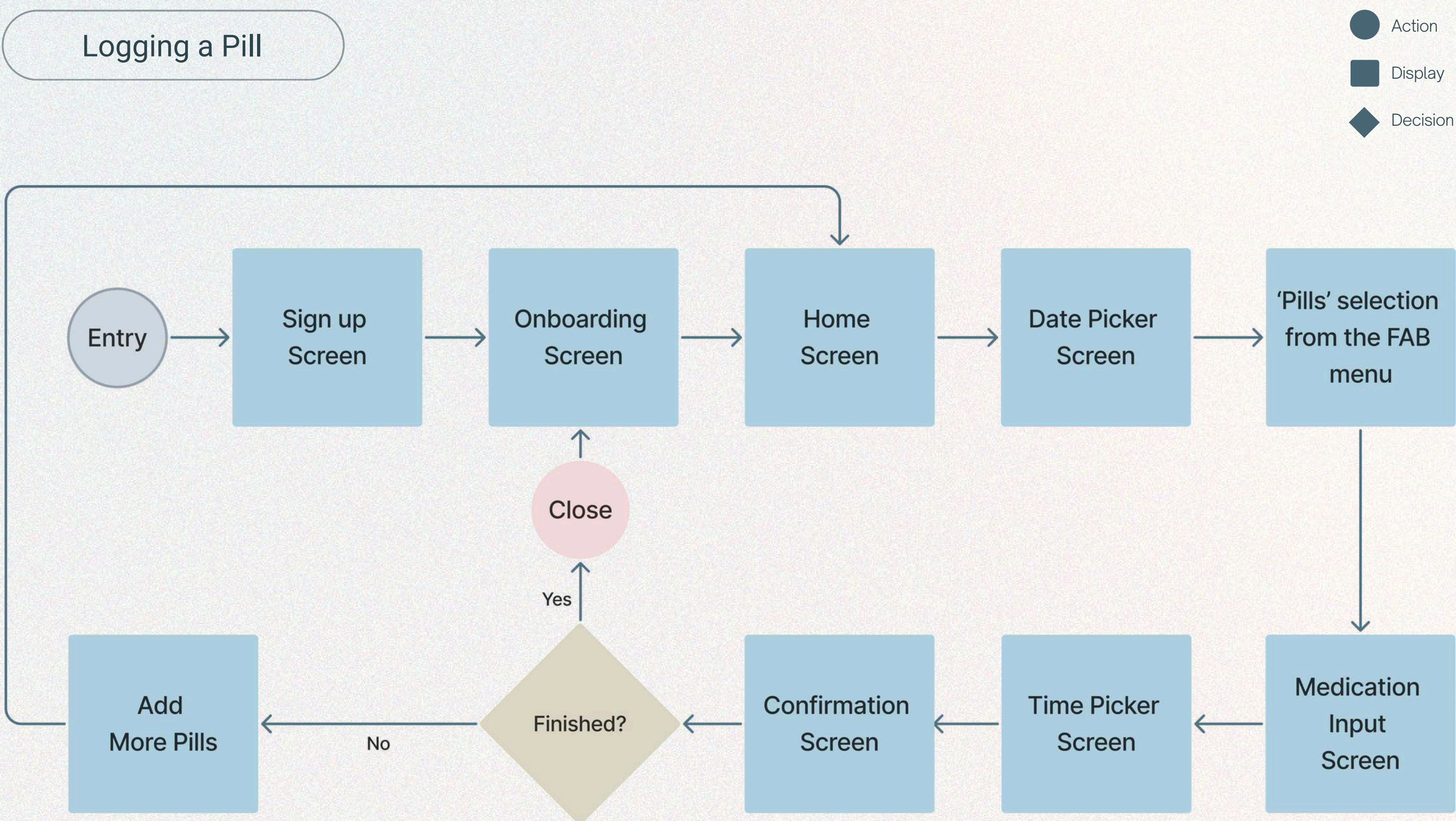


3 USER FLOWS

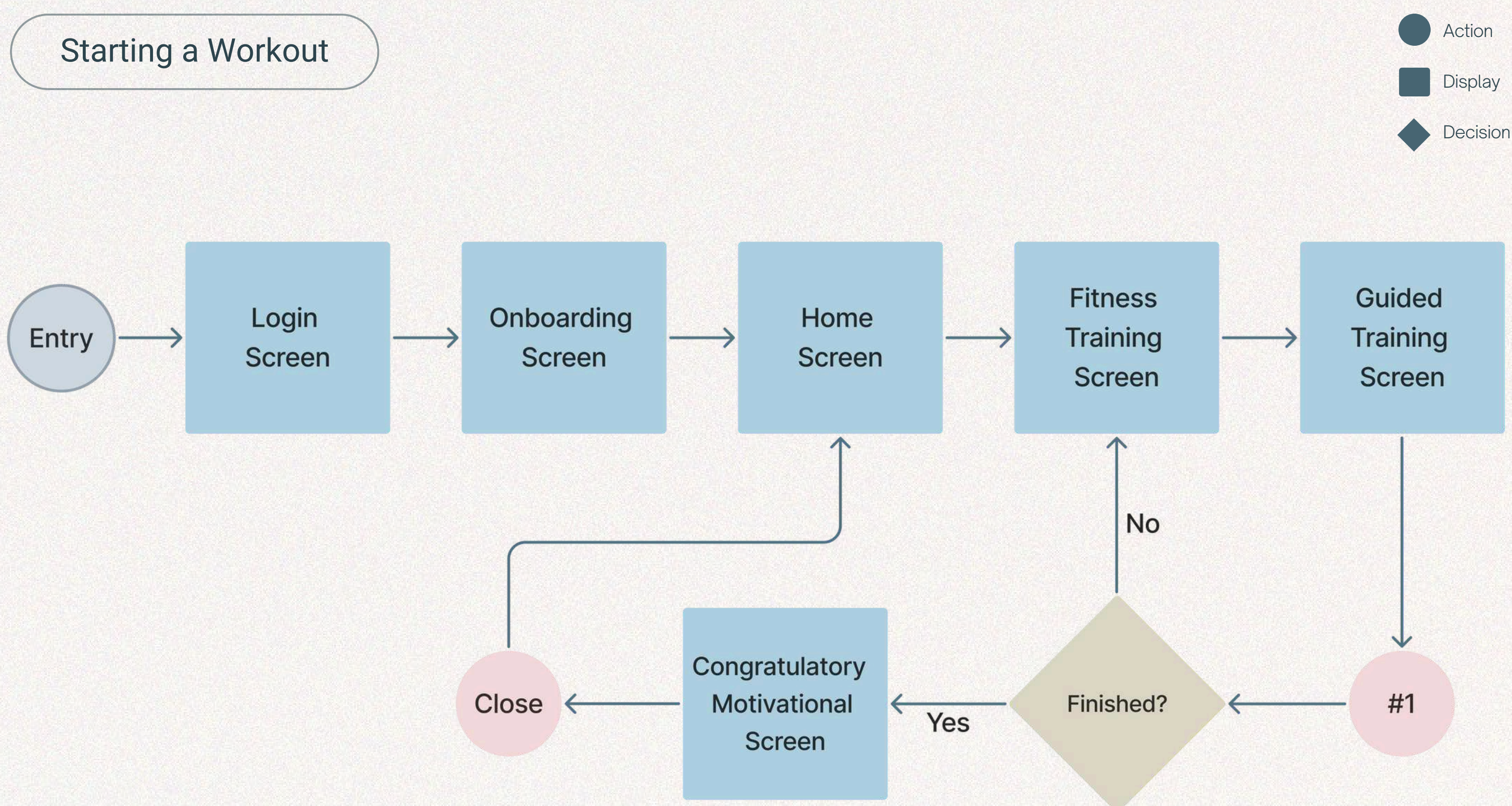


Before diving into screens, we mapped out key user flows to define how users would interact with the core features of the app. These flows helped us ensure a smooth, intuitive journey, from logging medications to starting a mindfulness session, while identifying potential roadblocks early in the process.

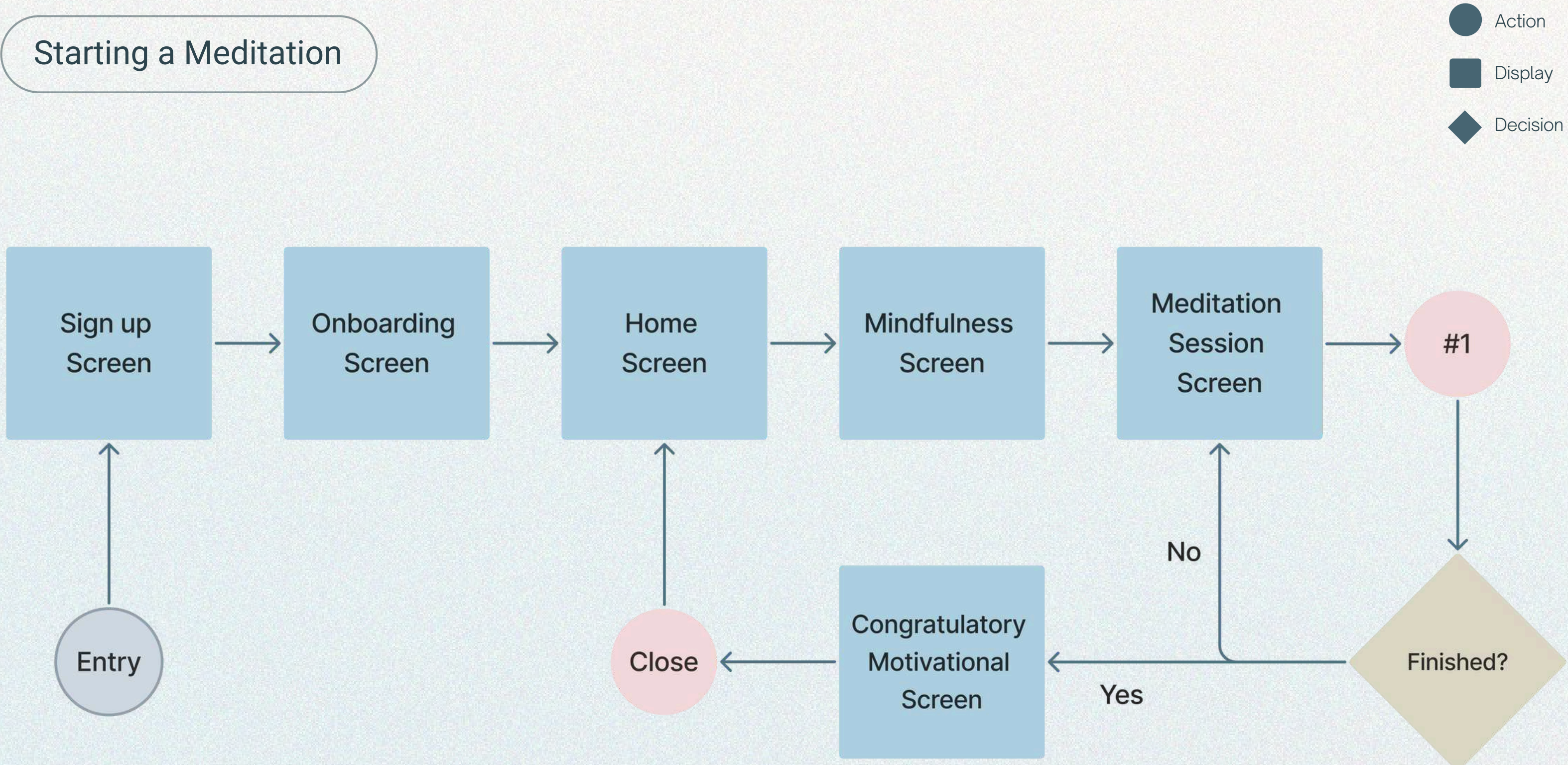
Logging a Pill



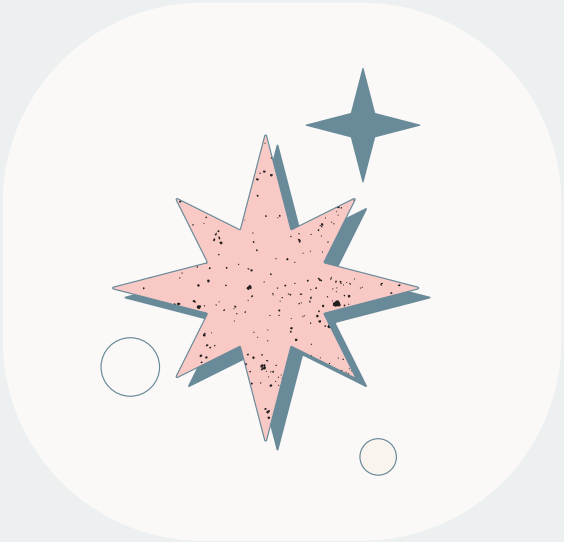
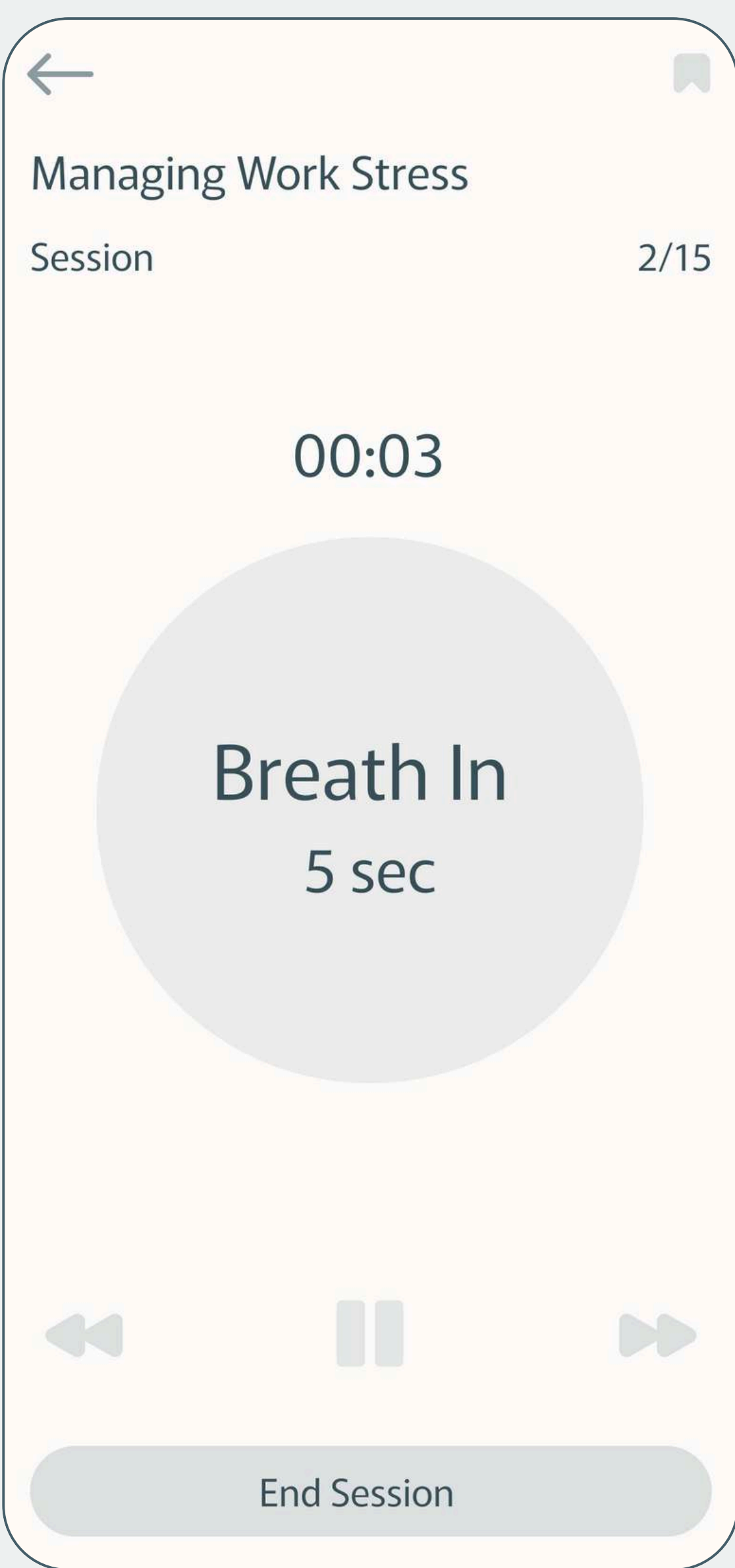
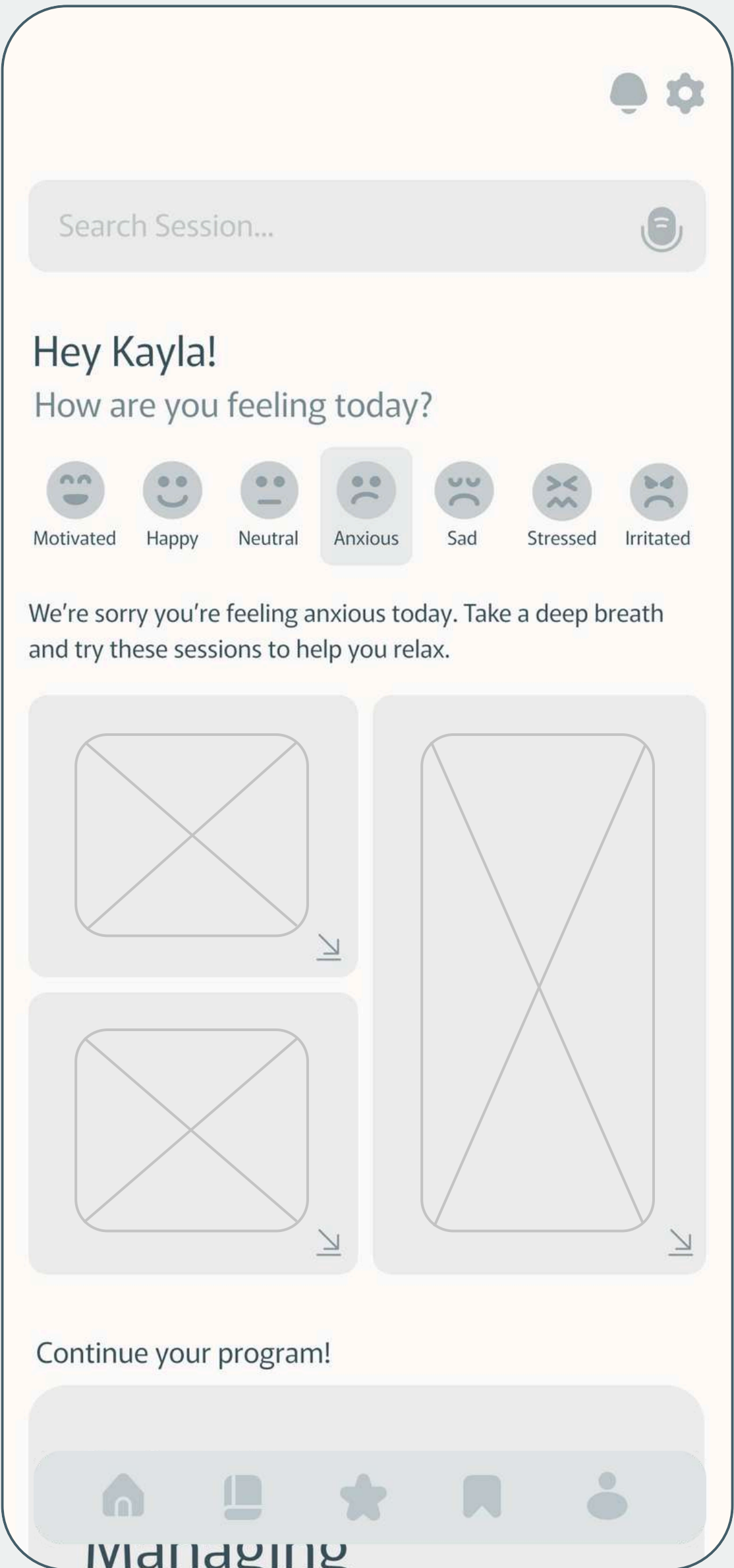
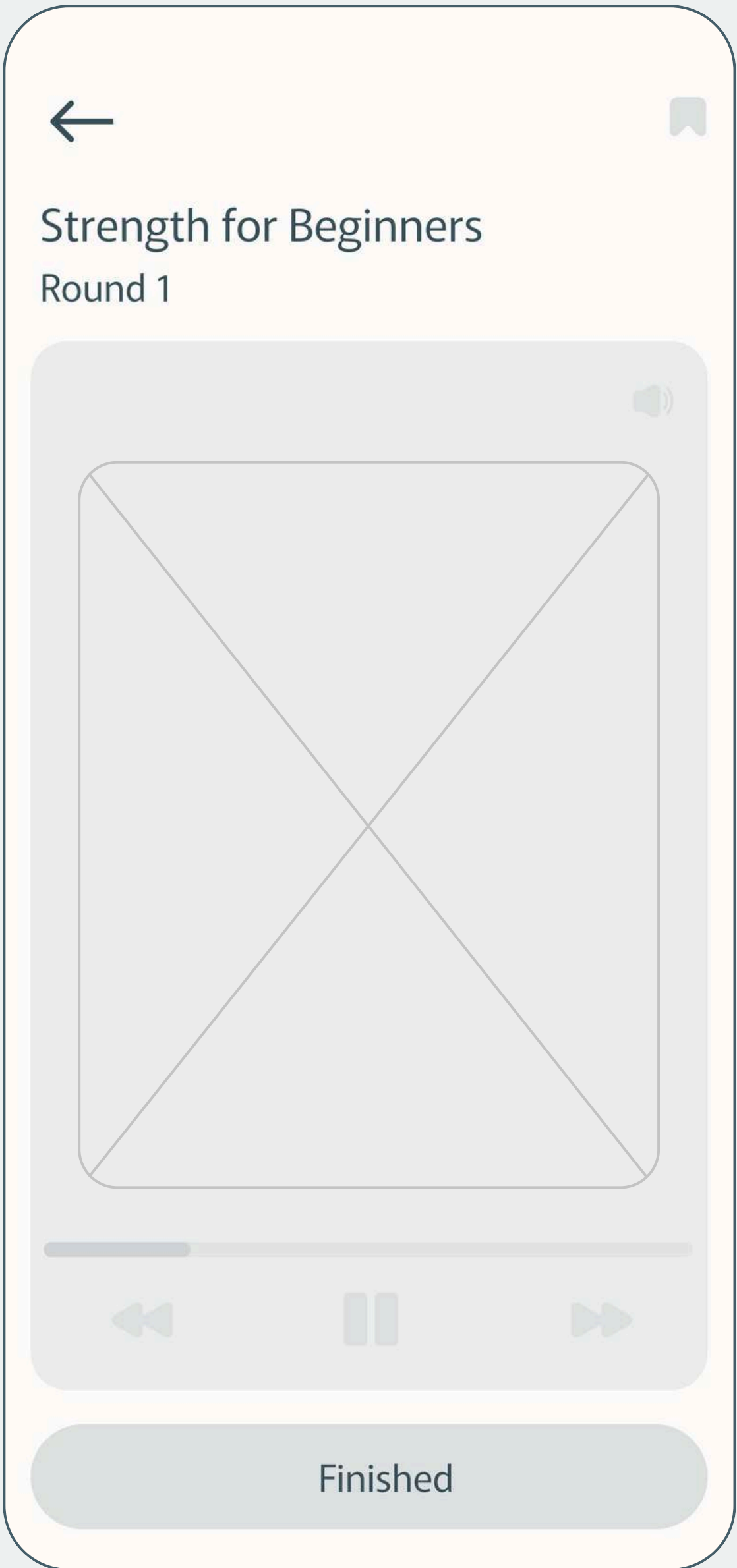
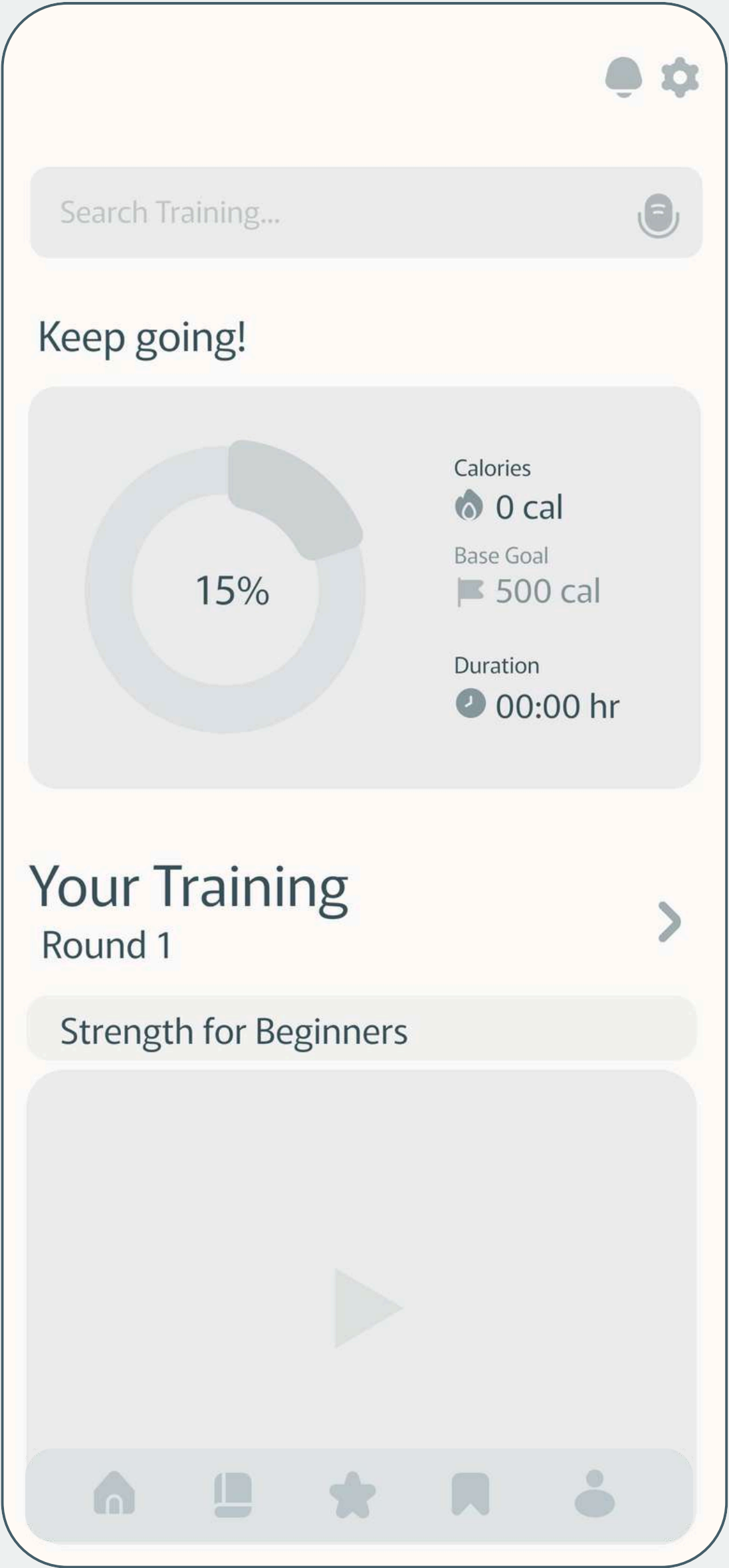
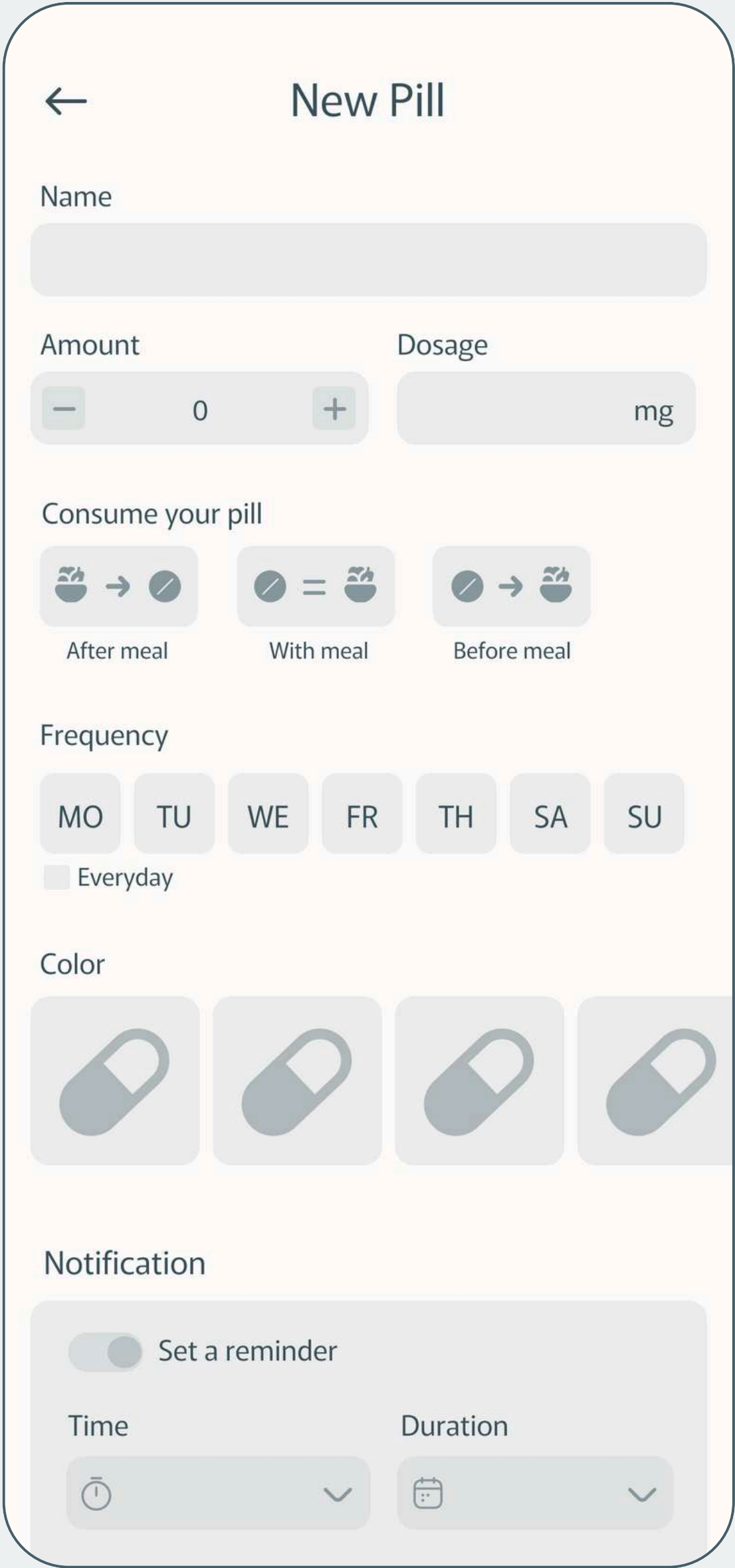
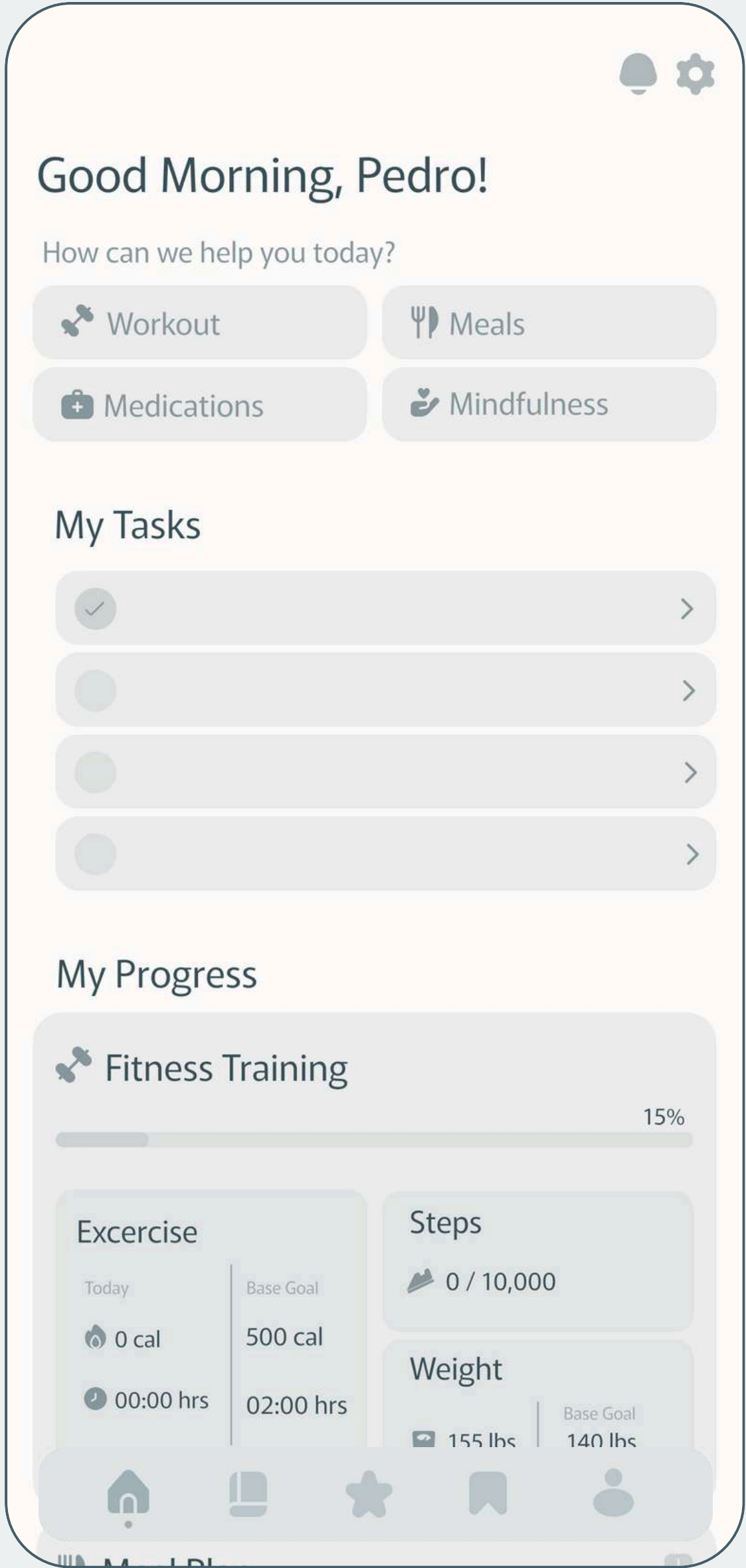
Starting a Workout



Starting a Meditation



Creating the mid-fidelity wireframes was a key step in shaping a smooth and user-friendly experience. They allowed us to focus on structure and functionality, especially when refining progress tracking graphics and card layout. This stage was essential for testing how users move through the app and interact with core features.



Learnings

Prioritizing usability early helped ensure that every visual choice later on had a meaningful purpose. That reflects our belief that strong design is built on clear navigation and thoughtful iteration, not just visuals.

01

Usability Test

We kicked off the testing process with a moderated usability test involving six participants. The goal was to evaluate how smoothly users could interact with core features and navigate the app.

What we learned?



- Some icons weren't clearly understood
- Visual elements needed better guidance
- Workout and tracking options felt a bit limited

What we did?



- We improved personalization, added more functionality, and enhanced visual cues, making Nuvana easier to use and more inclusive for a broader audience.

02

Preference Test

Next, we ran a preference test with ten participants, comparing two onboarding screen styles to see which visual tone connected best with users.

What we learned?



- Option B won with 55% of the votes
- Clarity and organization were top priorities (82% agreement)
- People also appreciated visual appeal and friendly tone (36%)

What we did?



- Since the results were close, we combined the strengths of both screens, keeping the clarity and friendly tone of Option B, and the structure and action-oriented style of Option A, to create a balanced, engaging onboarding experience.

03

Peer Feedback

Lastly, we shared our near-final prototype with peers to gather general feedback before moving toward a polished version.

What we learned?

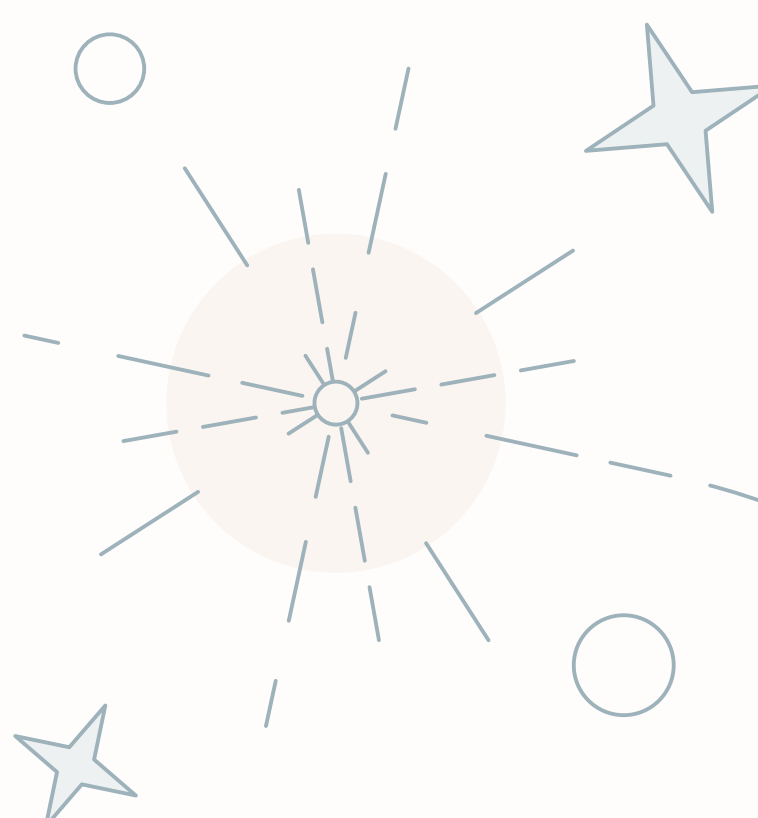


- Highlighted overlooked details like spacing, contrast, and onboarding flow
- Conflicting feedback pushed us to reflect critically on our design choices
- Reminded us that clarity and usability matter just as much as aesthetics

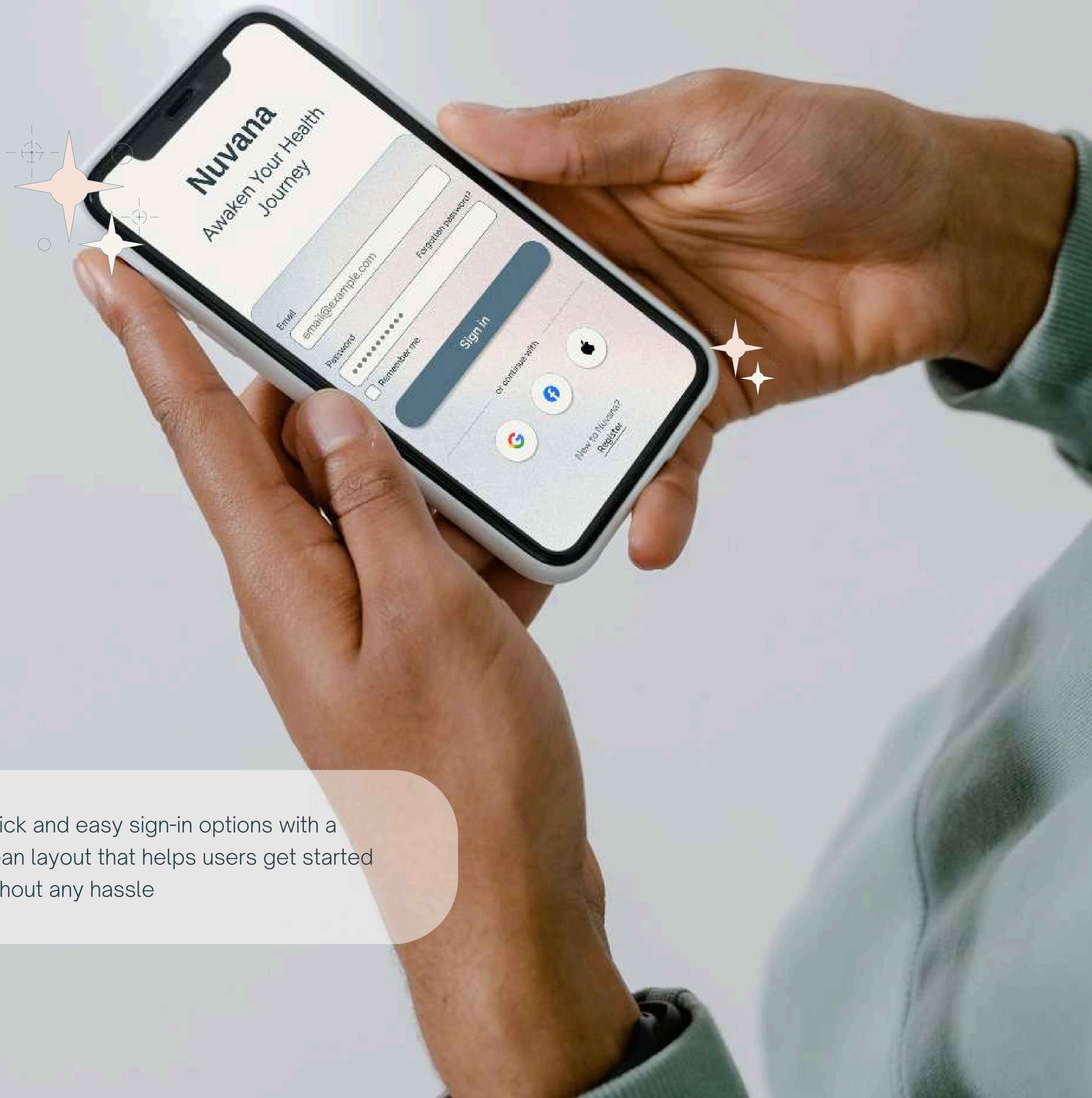
What we did?



- Increased spacing for better readability
- Improved button contrast and icon clarity
- Tweaked the welcome screen and onboarding flow
- Change wording for more user friendly tone



A Smooth Start



Quick and easy sign-in options with a clean layout that helps users get started without any hassle

Every visual element in the design system was thoughtfully crafted to create a clean, welcoming interface that supports both ease of use and user engagement. From typography and color choices to button styles and iconography, each component was designed to guide users smoothly through their tasks while keeping the experience visually appealing.



Figtree

Font Family



Typography

Style	Weightage	Font Size	Use Case
H1	SemiBold	30px / 28px	Page heading
Title 1	Semibold	25px / 24px	Card titles, section title, button
Titles 2	SemiBold	20px / 18px	Section title, button
Body 1	Medium	16px / 14px	Section subheading, body text, tab
Body 2	Regular	16px / 14px	Section subheading, body text, tab
Body 3	Medium	13px / 12px	Section subheading, body text, tab
Body 3	Semibold	13px / 12px	Section subheading, body text, tab

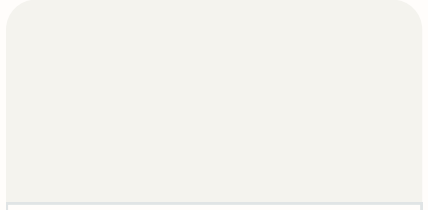



Primary Shades Used for buttons

	
Primary/50(Disable) HEX: #93AAB3	Primary/100(Enable) HEX: #445D68

Text Used for title, body and captions

	
White HEX: #F4F3EE	Dark Blue HEX: #2D444D

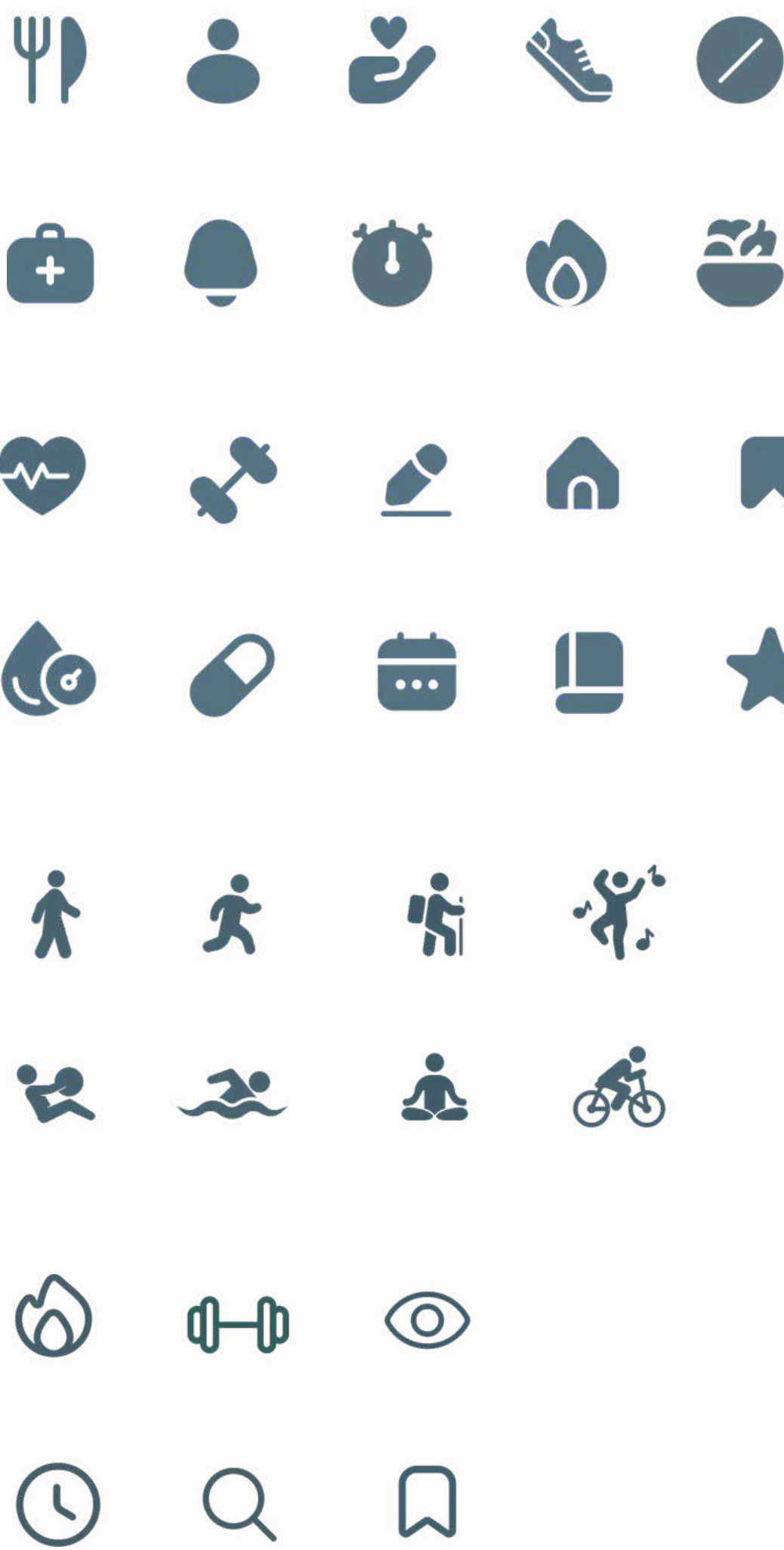
Icon Used for icons

			
White HEX: #F4F3EE	Icon/100 HEX: #7C97A9	Icon/200 HEX: #557382	Icon/300 HEX: #445D68

Structural Used for background

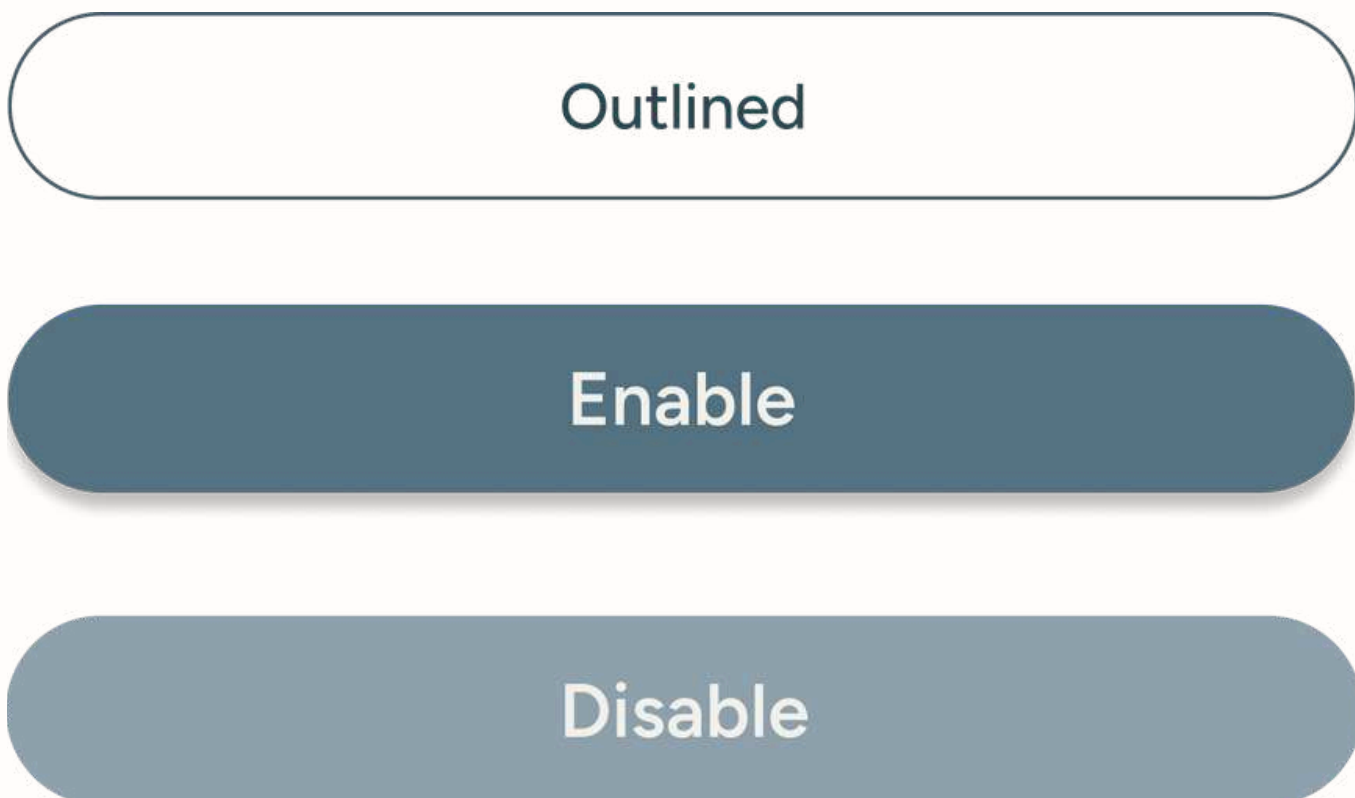
		
White HEX: #F4F3EE	Linear Fill HEX: #F0E6E0 #E1E5E6	Light Blue HEX: E1E5E6

Colors

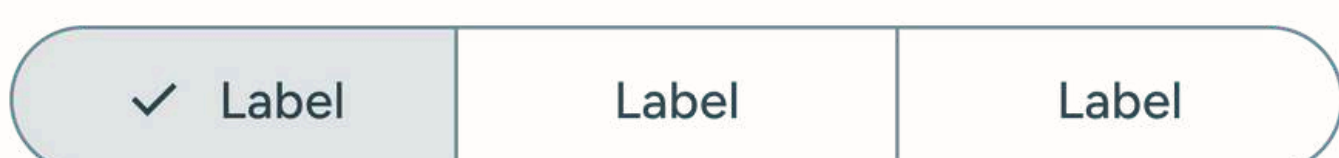


Icons

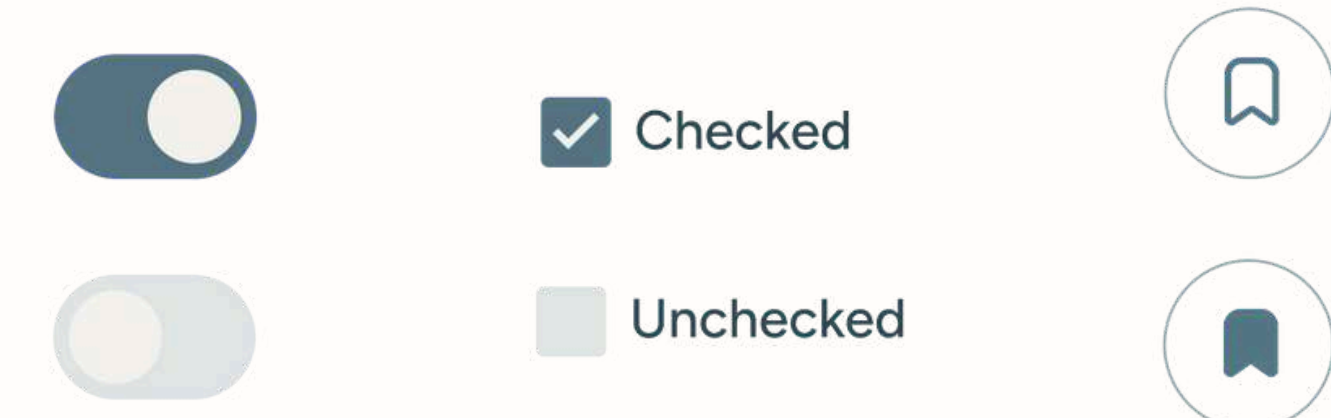
Buttons



Segmented button



Toggle, check box and bookmark button



Radio button



Progress rings



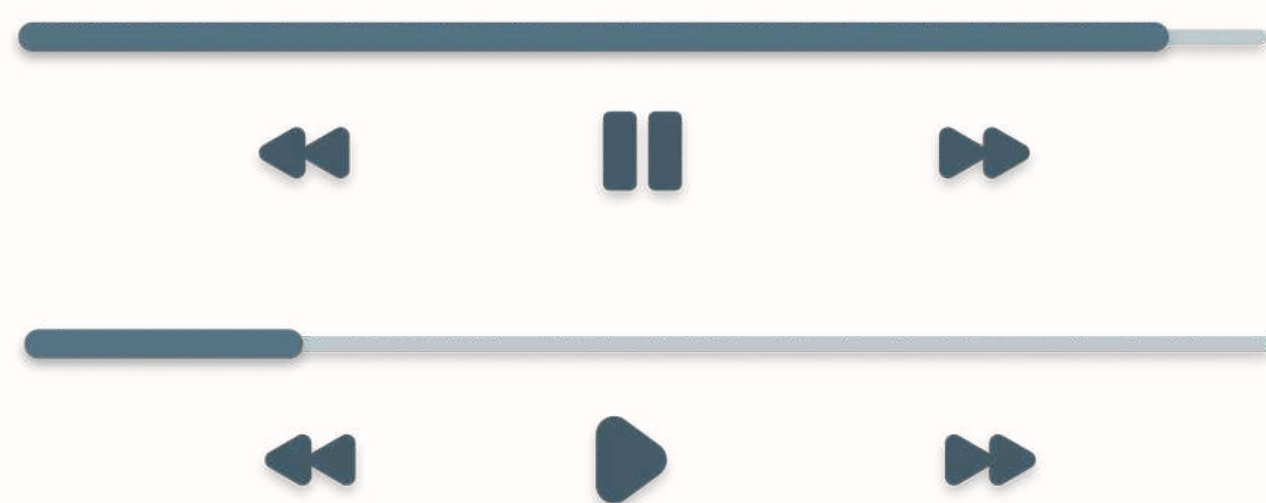
Progress bar



Slider



Media controls



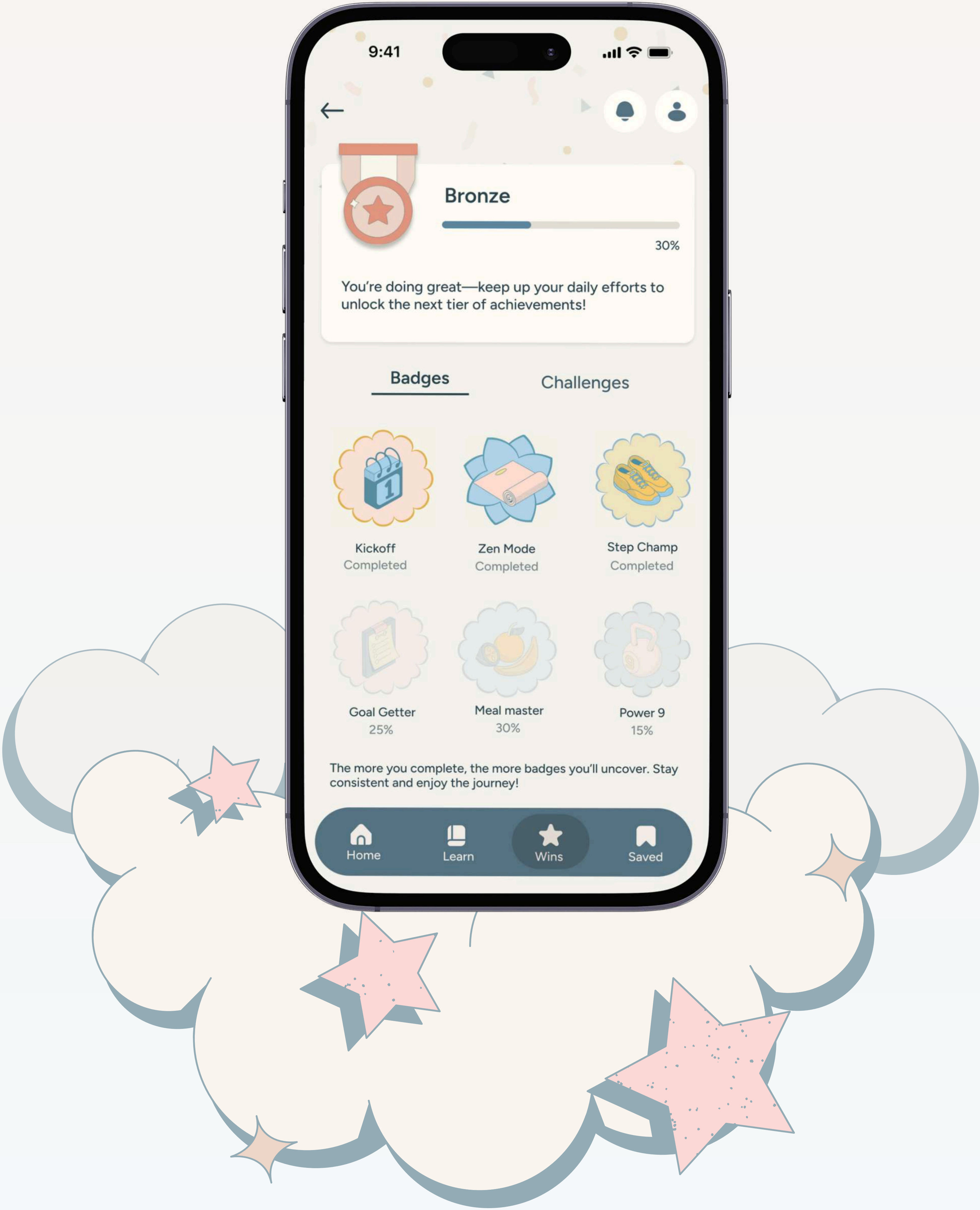
Progress indicator



UI Eleemnts

Celebrating Progress, Big and Small

Badges turn everyday habits into little wins, helping users stay motivated with fun, encouraging rewards that grow with them on their wellness journey.



Final Thoughts and Next Steps

Designing Nuvana taught us the power of designing with empathy, clarity, and inclusivity at the core. Balancing diverse wellness needs was a real challenge, but also where the biggest growth happened. It helped refine our process, sharpen our decisions, and build something meaningful for real people.



Moving forward, the next steps will ensure those values are carried into every iteration, from usability testing to expanding features across devices:

- Conduct usability testing to validate flows and refine the overall experience.
- Review accessibility to ensure inclusivity across all users.
- Explore feature expansion and cross-platform scalability for tablet and desktop.



That's a wrap!

Thanks for scrolling, thinking, and feeling along the way.

If this project sparked your curiosity and you'd like to know more, let's chat!

