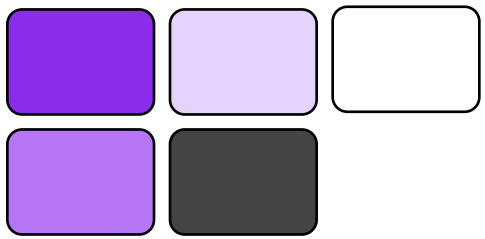
Tummy Tracker

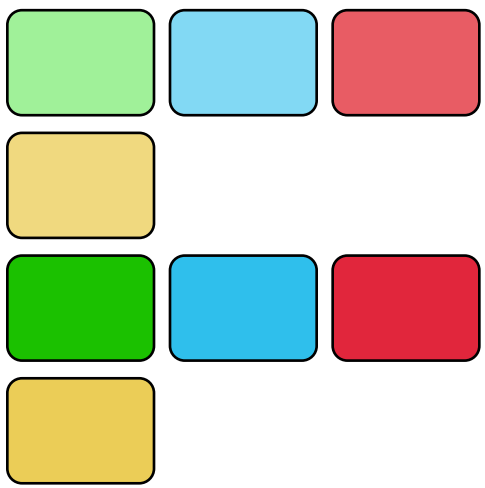
Tummy Tracker

Colour:

Main Colours:



Accent/tracker colours:



Visual Hierarchy:

H1 Headings

Bookmania - Bold - 29.3px

H2 Headings

Bookmania - Bold - 23.44px

H3 Headings

Bookmania - Bold - 18.75px

Body Text

Nunito Sans - Regular - 12px

Tummy Tracker

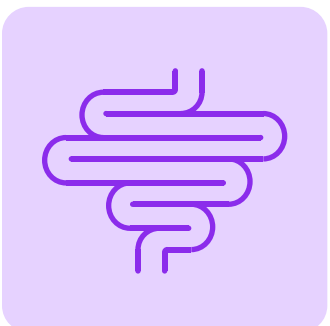
Brand Story:

With IBS having such a stigma, not many people feel entirely comfortable talking about their symptoms to DRs and dieticians. Tummy tracker is an app that will allow people to track their own symptoms, and help themselves without the anxiety that may arise when arranging - and attending - medical appointments.

Tone of Voice:

Useful, friendly, inviting, helpful, informative, reliable

Logo:



Tummy Tracker

User Personas:

Jaden Harris

Demographics

Age: 27

Gender: Male

Occupation: Artist

Years with Diagnosis: 6

Location: Belfast

Goals

- Be able to monitor and control his IBS symptoms
- Easily find necessary changes to make to his diet

Motivations

- He wants to be able to live a normal life, and enjoy food without worrying about it

Frustrations

- Frequently struggling with stomach pains that stop him from having fun in his life
- Not knowing which foods are triggering flare-ups

Skills

- Technology
- Creativity
- Quick learner
- Cooking

Kerri Dougan

Demographics

Age: 24

Gender: Female

Occupation: Accountant

Years with Diagnosis: 2

Location: Lisburn

Goals

- Be able to understand IBS better, without having to go to a Dr
- Figure out how to prevent frequent flare-ups

Motivations

- She wants to get the help she needs, as soon as she can get it

Frustrations

- Taking too much time off work because of severe IBS flare-ups
- Not getting information and resources without going on waiting lists

Skills

- Arithmatic
- Communicating
- Technology
- Fitness

Tummy Tracker

User Personas:

Anna Matchett

Demographics

Age: 31

Gender: Female

Occupation: Teacher

Years with Diagnosis: 9

Location: Bangor

Goals

- Be able to track the relationship between food and flare-ups
- Track and monitor bowel movements

Motivations

- She wants to be able to understand how what she eats affects her IBS and bowel movements

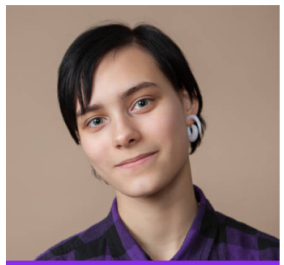
Frustrations

- Having confusing and infrequent bowel movements
- Having to rely on laxitives to be able to go to the bathroom

Skills

- Writing
- Technology
- Charismatic
- Patience

Grey Jenson



Demographics

Age: 19

Gender: Non-Binary

Occupation: Student

Years with Diagnosis: 3

Location: Belfast

Goals

- Be able to control their IBS without going to a Dr or dietician
- Be able to go out for food with friends again

Motivations

- They want to be able to have fun with friends and enjoy their social life more

Frustrations

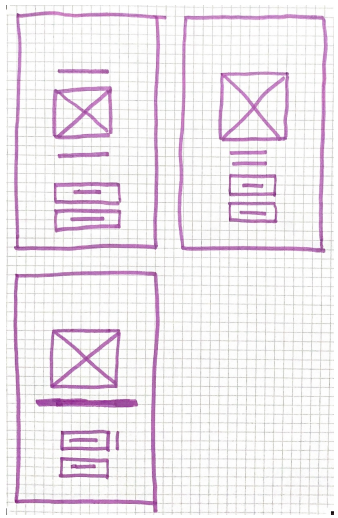
- Being too anxious to speak to dieticians and doctors about symptoms
- Not being able to eat in restaurants for fear that the food will cause a flare-up

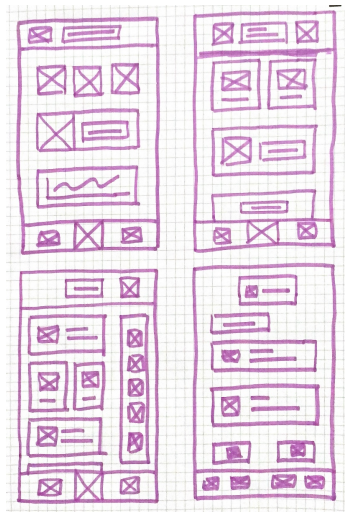
Skills

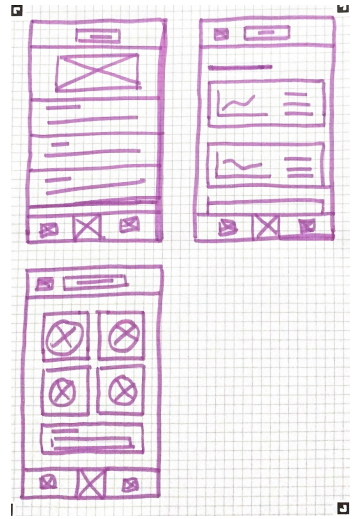
- Creativity
- Language
- Swimming
- Organised

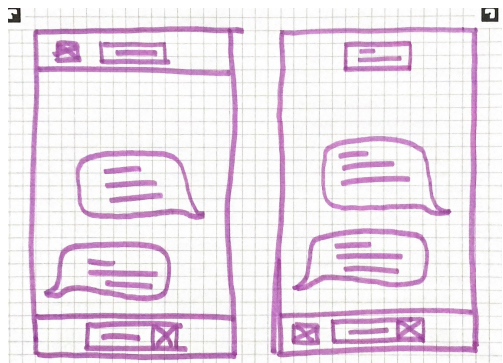
Tummy Tracker

Paper Wireframes:









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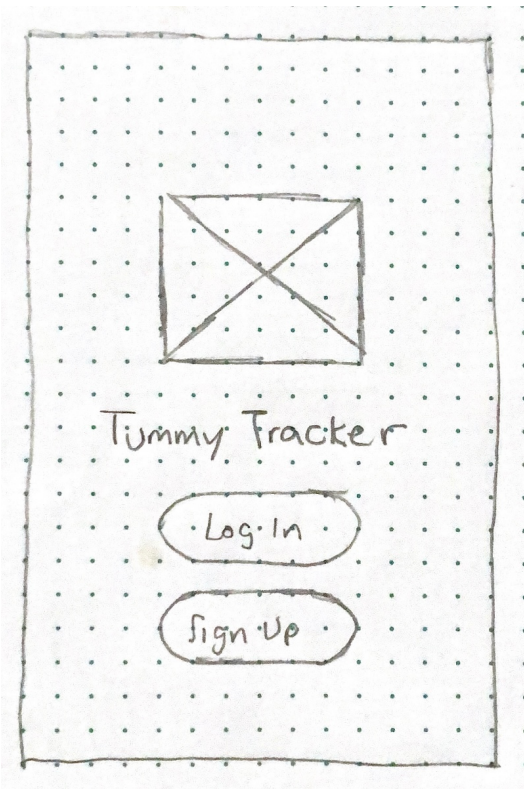

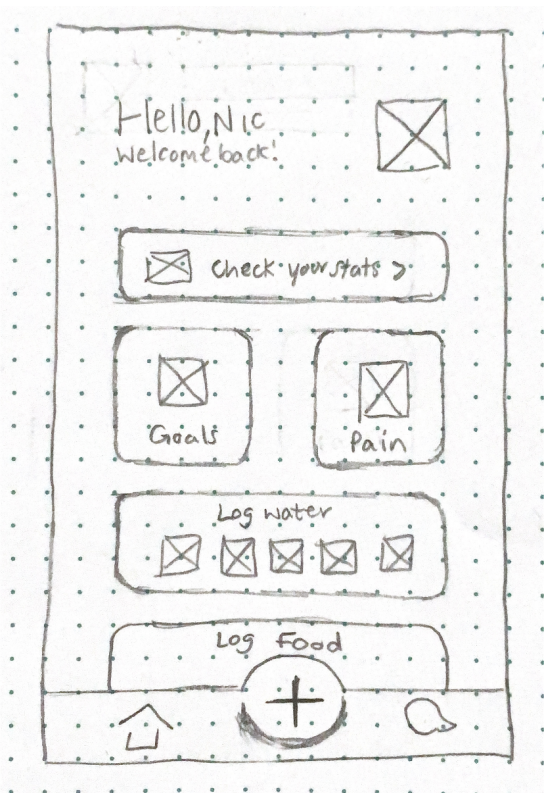

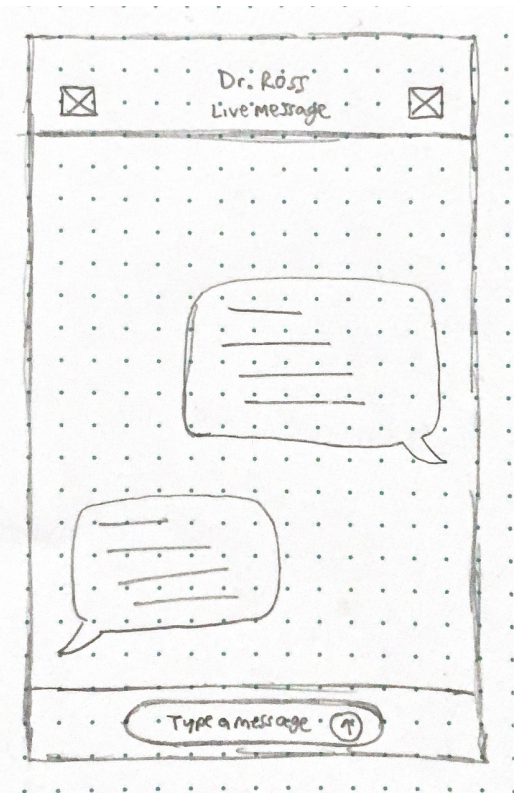

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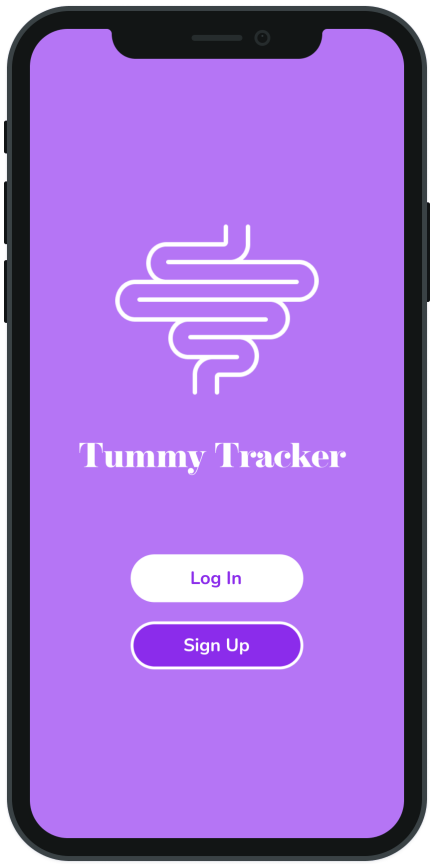
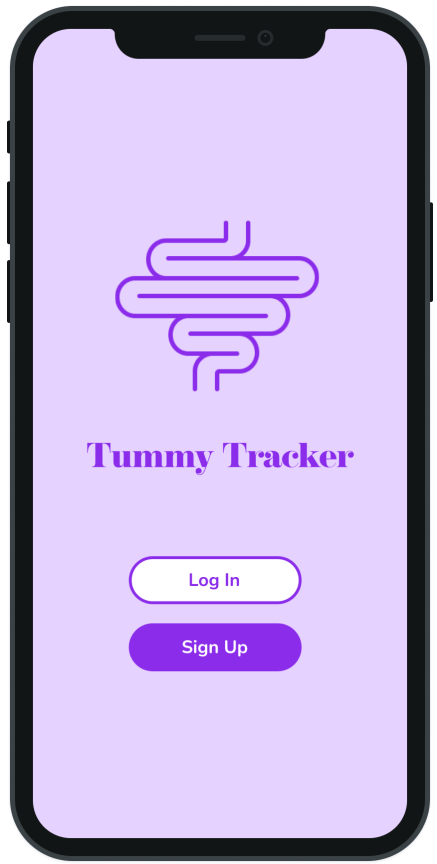
First Mock-ups:





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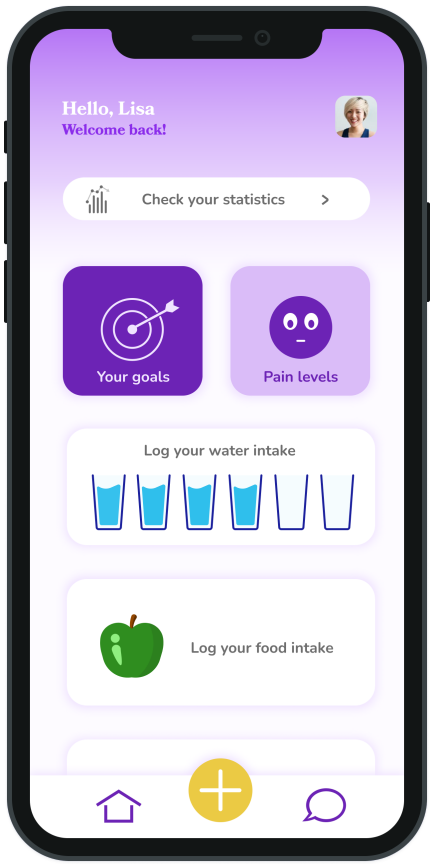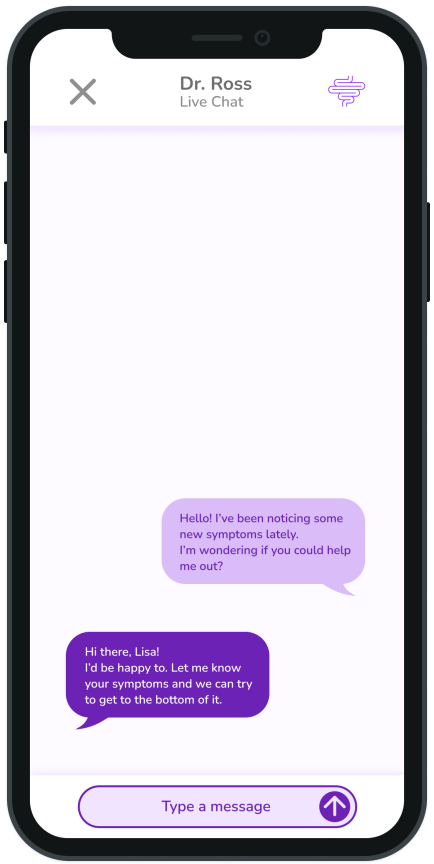
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