

BellSant App Audit and Suggestions

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Initial Analysis

This is my first impression of the app upon opening it and may empathize with the thoughts of new users.

BellSant is a health tracking app. Users can select goals to focus on. Through regular blood tests, BellSant can update the users process on their goals and give an estimate to their Biological Health vs their Actual age, with insights and assessment into specific health categories of Energy, Heart & Lungs, Hormones, Immunity, Liver & Kidneys, Mobility, Nutrients, Outlook, Relationships, Resilience, and Sleep.

Check-in With My Health

This is the main task a user will achieve using BellSant.
This includes checking assessment results and
monitoring real changes in health categories.

Audit

Based on my experience and education in the field, for this challenge, I will present two aspects that I find to hinder the optimal User Flow.

1) UX PROBLEM

*Unclear Self-Tracking
Flow*

2) UI PROBLEM

Icons & Labeling

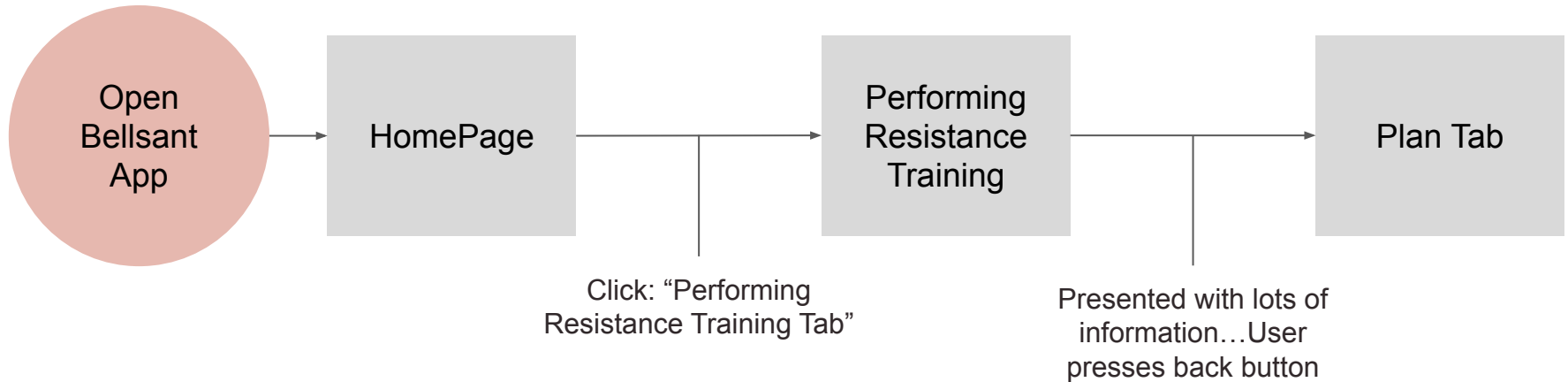
1) UX PROBLEM

Unclear
Self-Tracking
Flow



User Flow

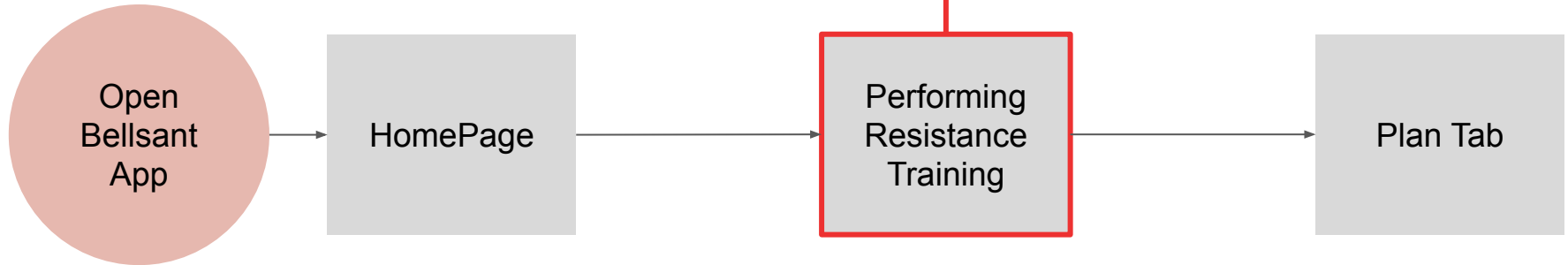
Scenario: A User would like to update their process on Performing Resistance Training manually. Currently BellSant shows Performing Resistance Training in the following flow:



The Issue

The user expectation would be to immediately see their progress and a way to record their progress. On the Performing Resistance Training Page, they will not see either immediately or at all.

Recommendation: To the Performing Resistance Training Page, add a CTA to manually log training, connect Apple or MyFitness Pal tracking (and if connected, show what has been tracked), and move the Related Markers up and preview within the page.

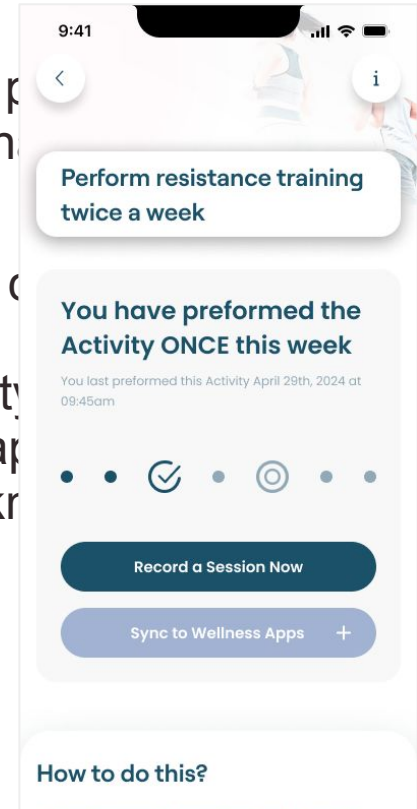


Forefront Solution

Adding a simple tracking UX will vastly inform the User of their progress and challenge. In the example to the right, I've added a few ideas that I think will help with this:

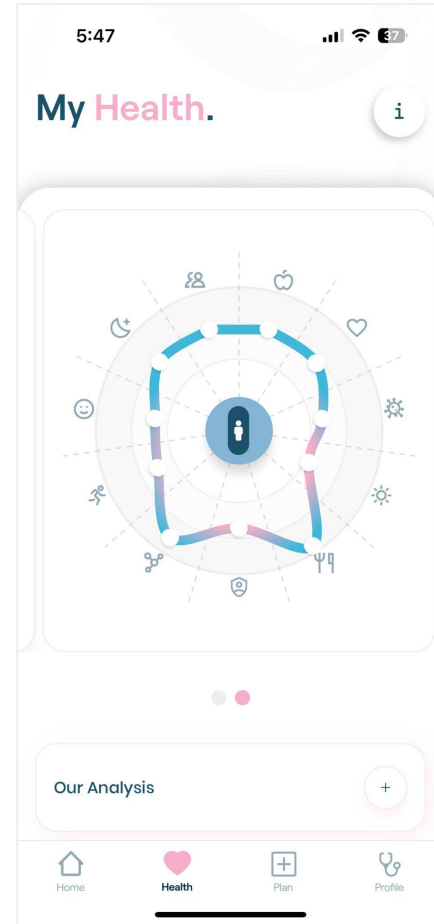
- A Tracker with further details on when the activity was last performed and a visual representative on the process for that week
- CTA that allows users to self-track or connect their 3rd party app. If already connected, an inactive “connected” button would appear
- Moving these buttons further up on the page so the User knows their status without scrolling.

*Note: buttons were present in the Figma Library but not on the live app.



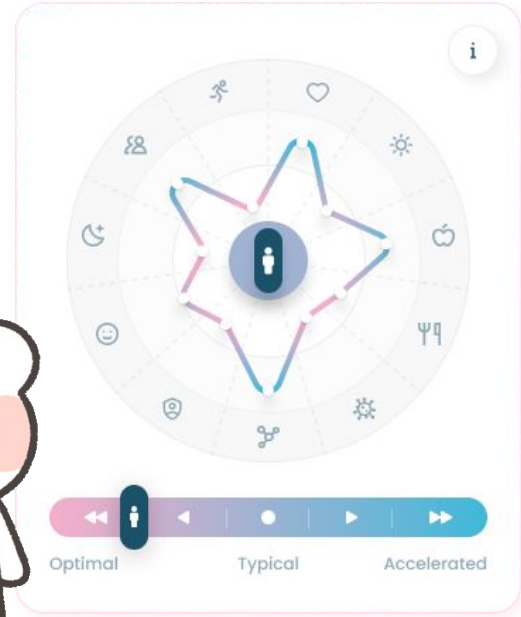
2) UI PROBLEM

Icons & Labeling



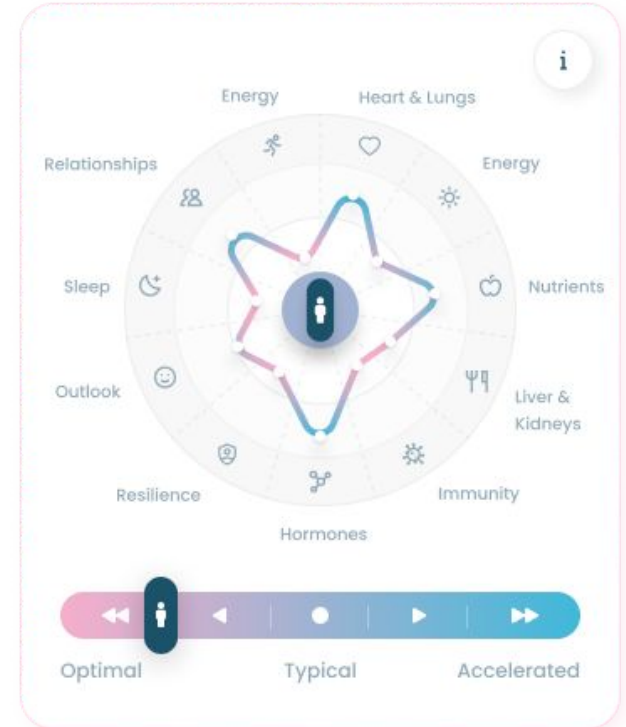
Issue

The Pace of Aging Graph is a great visual that should definitely be highlighted. However, the major issue is that none of the categories are labeled. As a user, I expect to click on these icons and go to that category's insight page to learn more. This is the two-part problem to this UI.



Put a Label on It

Labels clarify the purpose of an icon, reducing ambiguity and enhancing user experience. Since new users are unfamiliar with these categories, its best to keep labels attached. It can help pre-existing users remember what these icons represent as well. Furthermore, for accessibility purposes, these icons need to be separated (in code) and have labels attached for screen readers to dictate.



Recap

In this brief audit, the two major solutions were:

- Refine the User Flow of tracking in Health Categories by aligning with the User Objective, by adding a tracker and CTAs, and moving buttons within the first screen view within that category.
- Label icons, they help both new and returning users build recognition in the app, and maintain accessibility!

Further Thinking

Besides these two solutions, more UX/UI tuneup could be applied. They are:

- Track the User flow for all categories and improve the User Involvement like the suggested for Performing Resistance Training. Each category will have its own strategy
- Define Hierarchy. Pages have a lot of info; define what is most important and place on top.
- Match Category Icons to 3D illustrations. At this time, they do not look the same when side by side. By adjusting this, BellSant will improve matching user expectations
- Clarify when a category was last tracked and how
- Push notifications for due testing

Thank You!

I look forward to helping BellSant achieve a greater User Experience in the near future.

MORE ABOUT THE DESIGNER

ANNA THIEL

Creative designer passionate about accessibility, user research, and prototyping. Over 5 years of experience working with the Japanese market. Design experience in Pharmaceutical Marketing, Public Health, Wellness, Finance, Technology and Startups.

- BFA Digital Design, Seattle University
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- 12 years Graphic Design Experience
- 3 years UI/UX Experience

