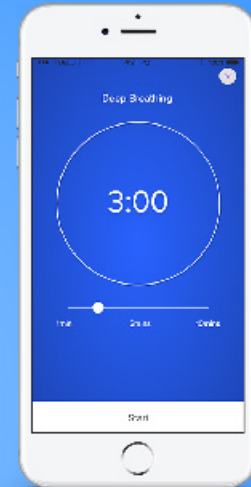
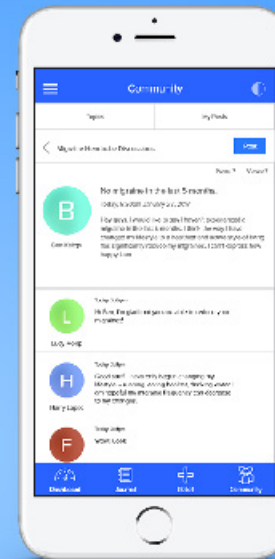




LEVELHEADED

Headache Relief App.



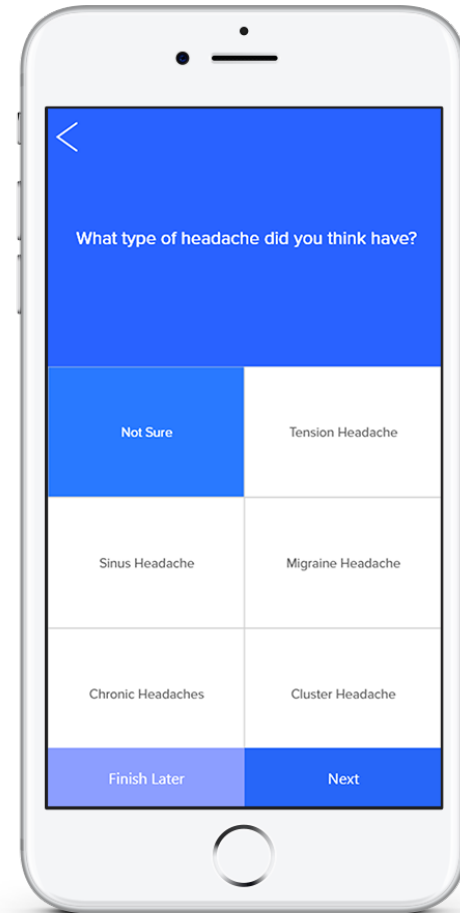
LEVELHEADED OVERVIEW

Introduction, Info Graphic, Project Findings, Project Objectives, Competitors, Target audience

Introduction

What is LEVELHEADED?

LEVELHEADED is a mobile application that helps users suffering from frequent and infrequent headaches with tools that will make it easy for users to understand the complexities of their headaches. Users will be able document their headaches, view detail reports, learn new ways to relieve headaches, and share their experiences with other users.



Introduction

What are headaches?

Headaches are one of the most common ailment disorders in the world. Most people if not all have occasionally experience the symptoms of the common headache – tension type headache, which can make you feel numb in the head or feel like you have been hit by a sledgehammer. Migraine headaches on the other hand can become extremely disabling, preventing the sufferer from doing activities.

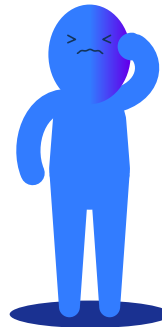


Info Graphic

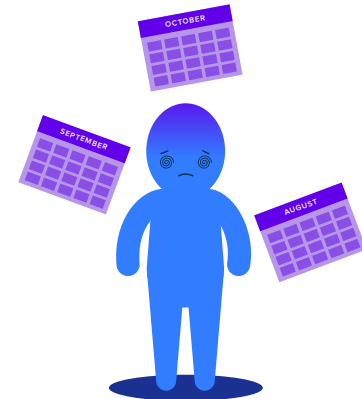
Headache Research



Tension type headaches have affected 90% of the world population.



1 billion of the world population have suffered a migraine and 114 million have suffered it chronically.



Chronic headaches can last over a period of 3 months.

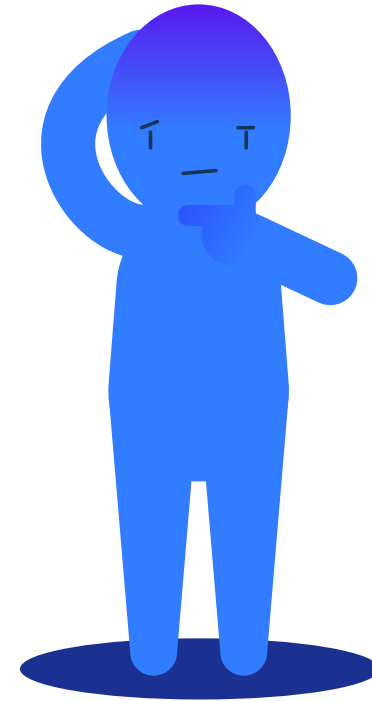
Project Findings

The Problem

Most individuals who suffer from headaches have a hard time figuring out what is causing them, and in turn do not know how to properly combat them. There are a lot of causes and symptoms of any given headache, which makes it harder for the sufferer to properly identify.

The Solution

To create a headache diary that could properly identify the type of headache a sufferer has, and find proper treatment to combat the headache through rest and exercise.



Project Objectives

Mission Statement

Most individuals who suffer from headaches have a hard time figuring out what is causing them, and in turn do not know how to properly combat them. There are a lot of causes and symptoms of any given headache, which makes it harder for the sufferer to properly identify.

Project Components

Brand identity

Logo

Colors

Typography

Application

Diary/Journal

Viewable headache timeline

Establish a growing community

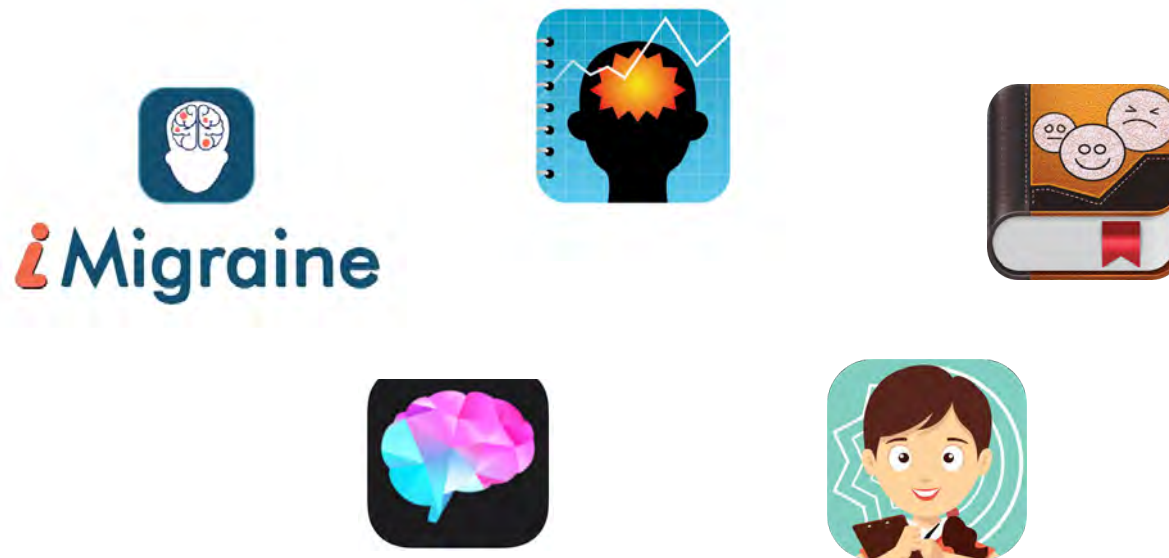
Create a exercises for relief

Marketing

Print ads

Web site portal

Motion graphic promo

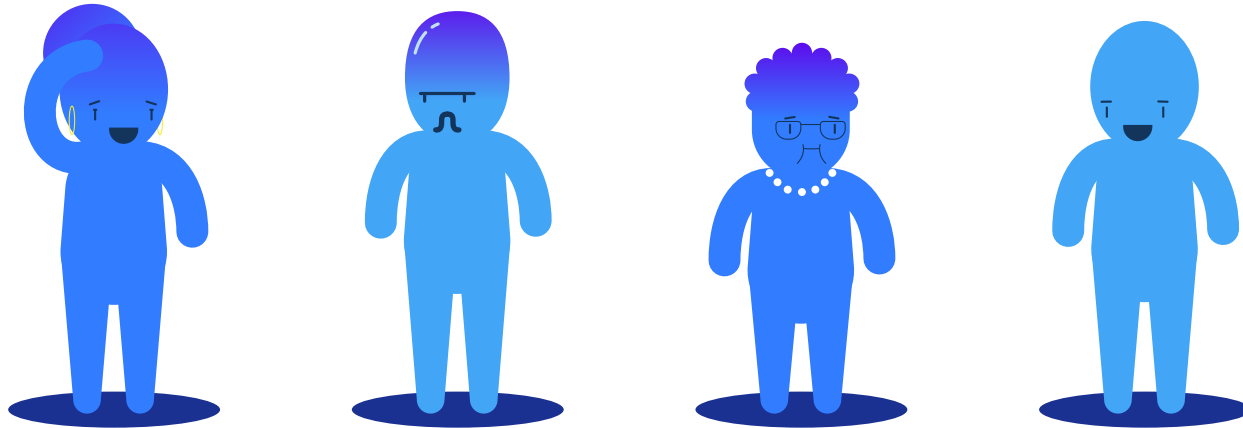


Introduction

Competitors

iHeadache, Migraine, iMigraine, Migraine Buddy, and My Pain Diary consist of unique features that set each other headache application apart, and each of these headache applications include their own variation of their headache diary/tracker. While some features are valuable in supporting headache relief and recording headaches, however some of the features are narrowed down to a specific headache.

Migraine and iMigraine's has features that delivers headache information, goals, and analytics, but it's aimed at users who suffer from migraines rather than all types of headaches. Another goal from researching competitors was to find what made their user experience strong and what made it vulnerable. Figuring out the user's journey through these apps helps to understand what they are thinking when navigation, but also understand the developers' intentions.



Introduction

Target audience

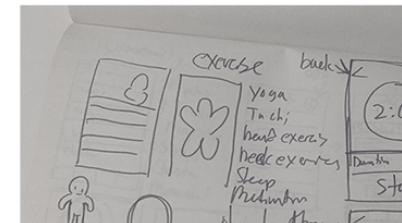
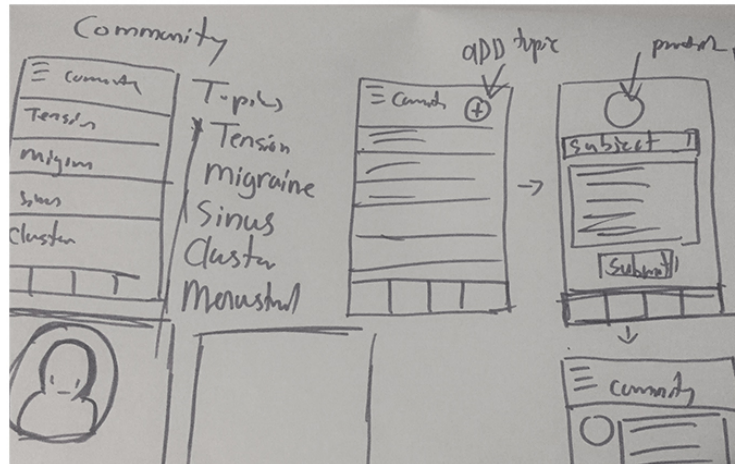
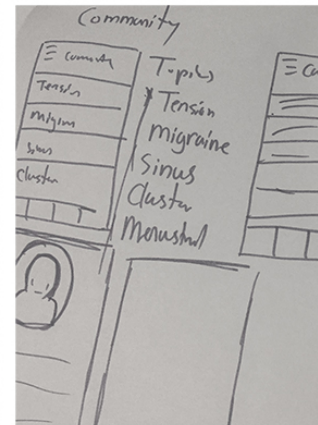
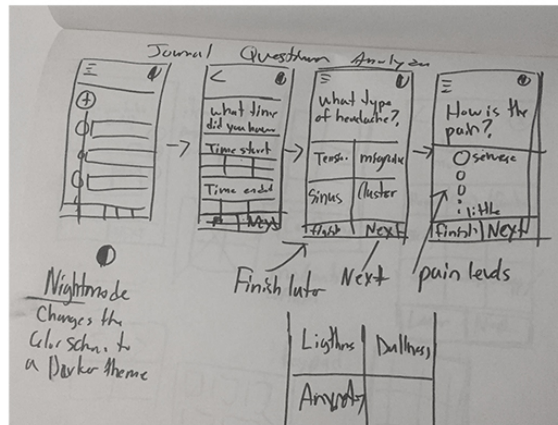
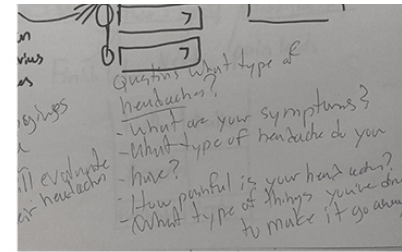
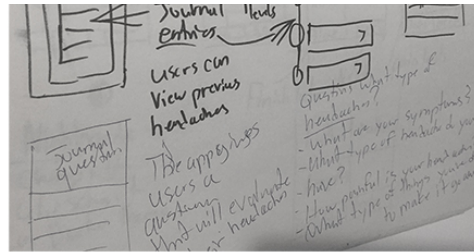
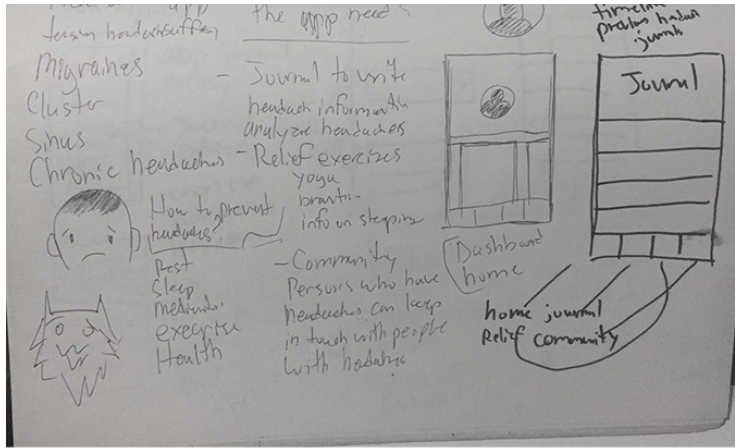
Levelheaded targets users who suffer from headaches daily and chronically. The targeted users can be any gender, age, and background -- headaches don't discriminate. Users who want to find more information and interact with individuals who experience similar experiences.

USER EXPERIENCE DESIGN

Early Sketches, Sitemap, App Features, Task Flows

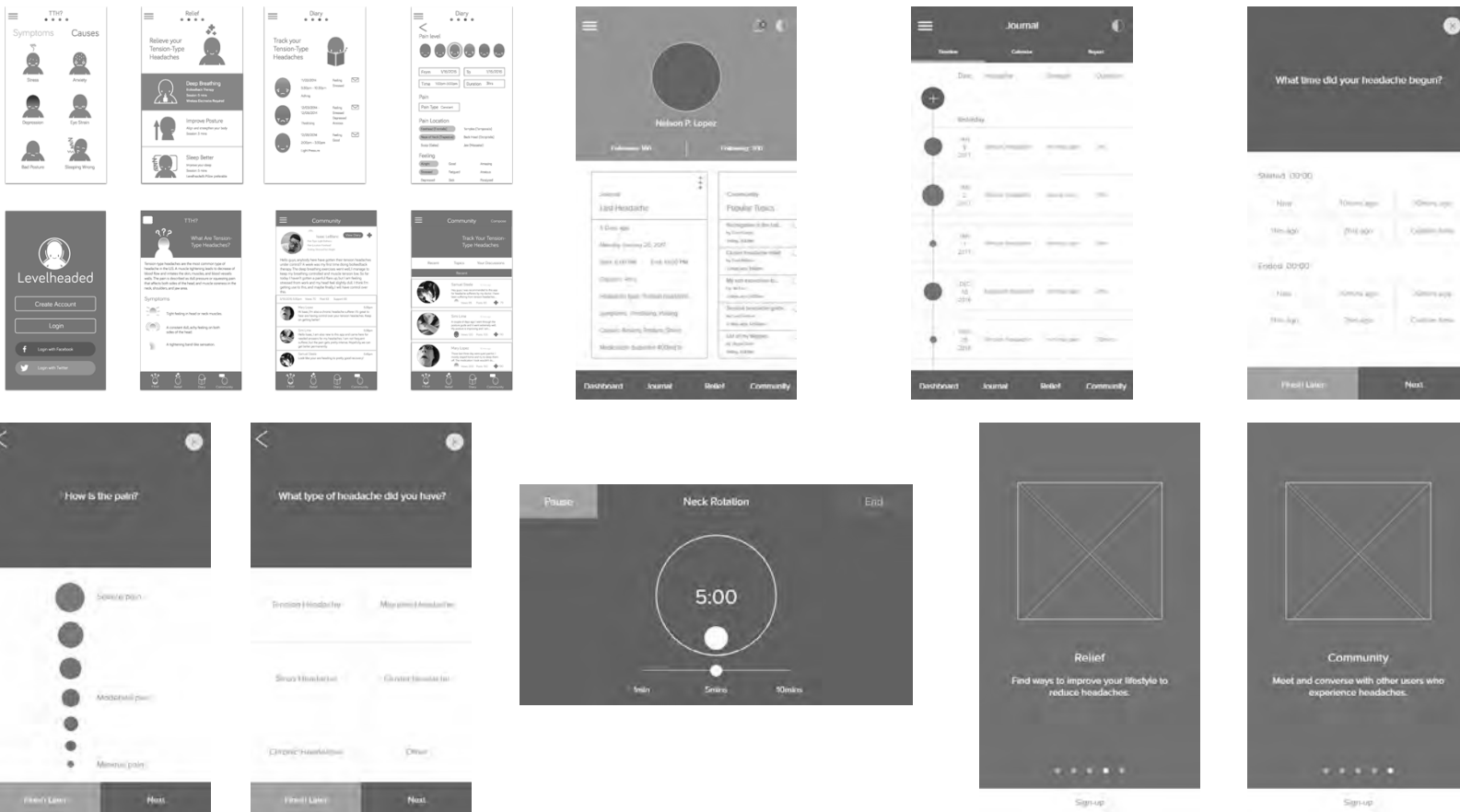
Early Sketches

LEVELHEADED app content ideas and concepting navigation.



Wireframes

Early wireframe versions



User Testing

The objective of this usability test was to find how the participants interacted with the LEVELHEADED prototype. Seeking out their behaviors, motivations, and wants will let us know what aspect of the app they found valuable, useful, accurate, and accessible. Uncovering any information from these users will help in refining or redesigning aspects of the navigation, content, and interface design.

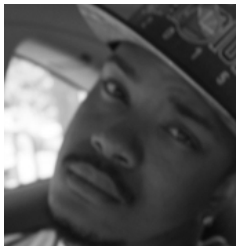
LEVELHEADED Task

You have been having a headache for the past three days and you want to document its symptoms for reference. Additionally, you want to find some proper relief to reduce your discomfort. You also want to know about other people like you who are currently dealing or have dealt with headaches.

LEVELHEADED Prototype

<https://xd.adobe.com/view/888bc6a9-0b36-427f-8ec3-3a34fa73721b/>

The User Participants



Jayleon Jordan



Samantha Hernandez



Eddie Beccera



Rita Hernandez

User Testing Findings

Observations

Participant Sam finished the task at 4 minutes and a half, while Jay finished in 6 minutes. Eddie finished a little over 5 minutes. Both users seem to navigate through the prototype, but several times when recording their headache information they both stopped to re-read the questioner or go back to the previous screens. I also noticed that they were trying to re-click different symptoms. Users seems to spend a troubling amount of time selecting their medication. I noticed that users moved their head in to look closely at the screen when they were navigating the community screens – probably because the text is smaller than other parts of the app.

User Response

Eddie said, “The colors of Community message board are too dark and text has is too white, but I like the rest of the colors.”

Jay said, “I really liked the experience of logging my symptoms. I think there should be a way to unlock an option that you clicked on. For example if you clicked the pain location on the top of your head you should be able to click it again to deselect it.”

Rita noted that she wanted more screens to play with the Journal. She also, thought the Community text was too small.

Changes

Fix misspellings and change the language. Revamp the medication selecting process – make it known to users when selecting and exiting the selection process.

Change the dark color scheme (night mode) into something more legible, as well as increase the size of text.

Sam said, “Once you enter the type of medicine and you enter how many mg and etc..., I was looking for an “enter” button to exit the screen. The “X” button can be confusing to users, which may think all their options aren’t saved. I would recommend a “enter” button or a simple “click off screen” option. I attached the screenshot for your reference.”

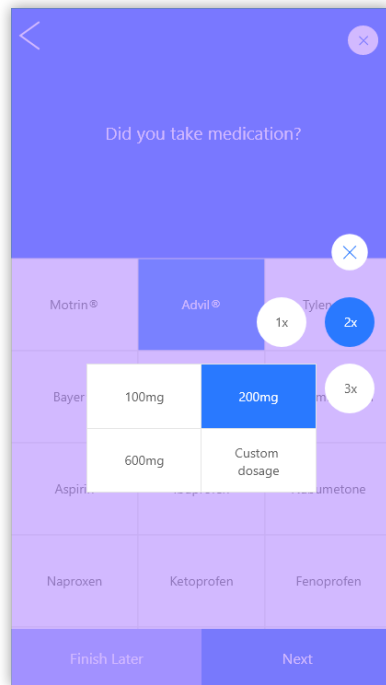
User Testing Findings

Popup

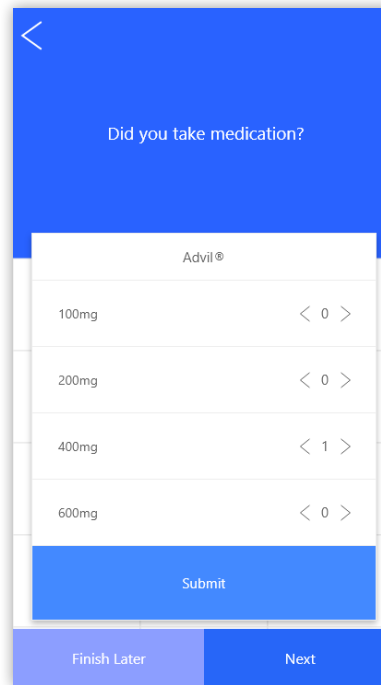
The users spent too much time on the medication dosage popup screen. They had trouble leaving the screen, the “x” button above wasn’t an obvious choice for the users so they would spend some time clicking around trying to get rid of the popup. The new popup is designed to be simple in a list form, and instead of giving them an “x” exit button given them a Submit button for assurance that dosage will be accounted.

Prototype Revision

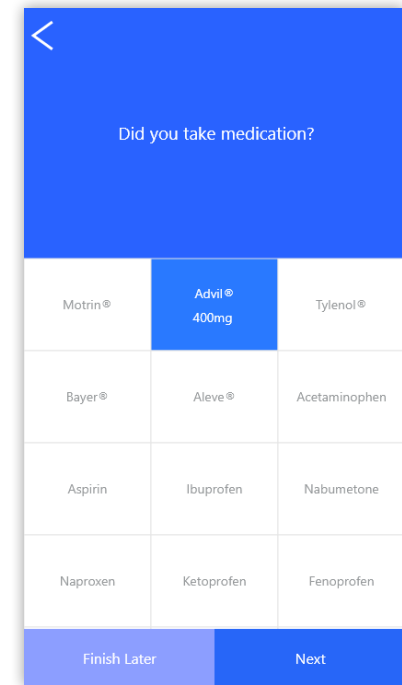
<https://xd.adobe.com/view/e5f18fbe-ae9d-4db3-869f-6c1728346d5f>



Revision



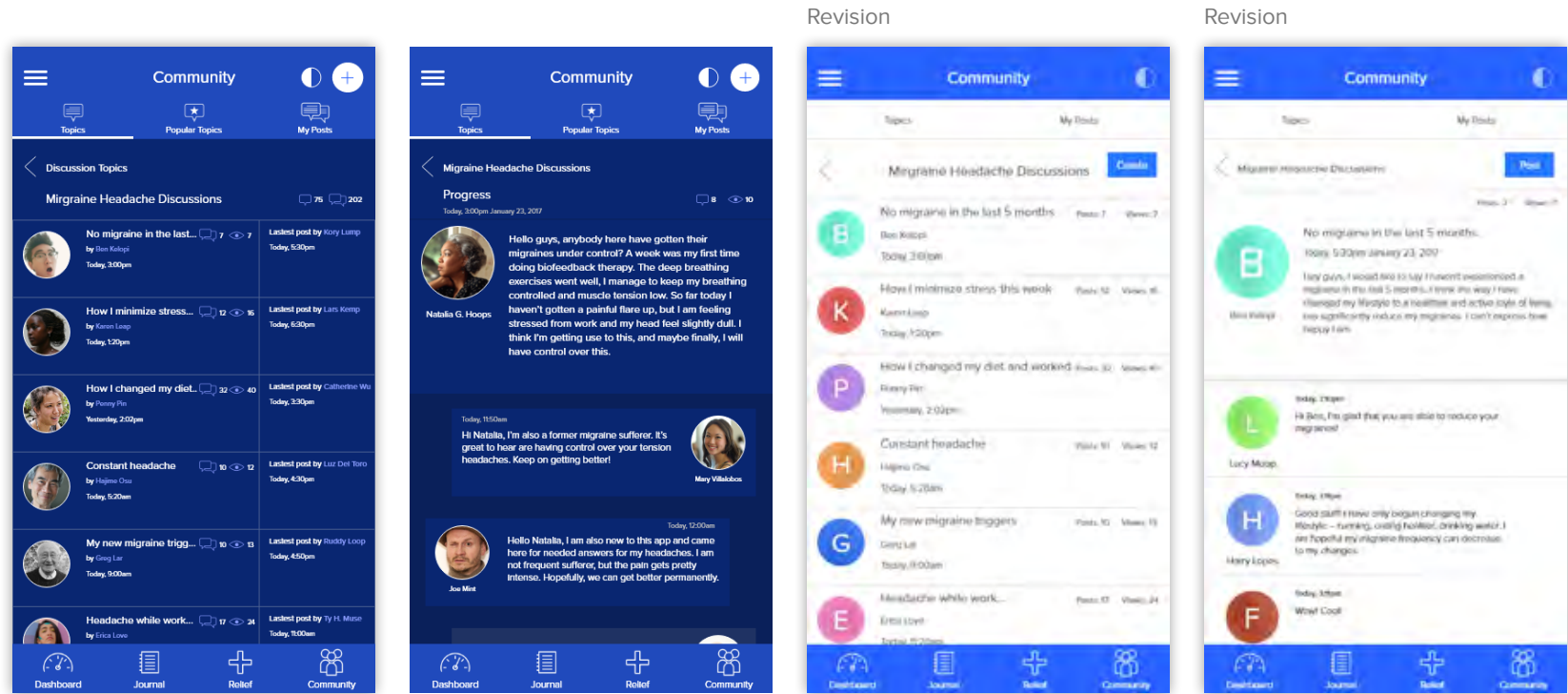
Revision



User Testing Findings

Legibility

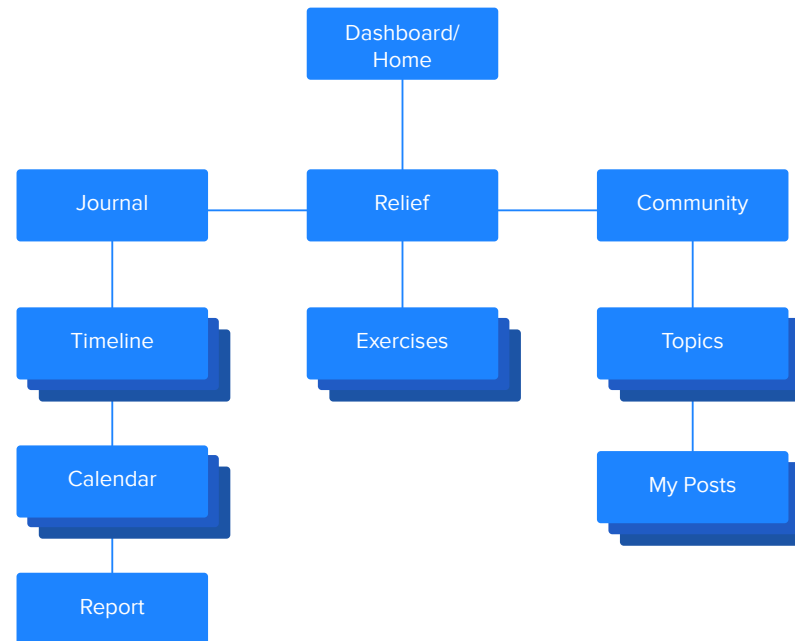
It was apparent from observations and feedback that legibility was a problem. Colors, text size, and hierarchy of buttons cause discomfort when navigating the Community, a social hub where users can interact with each other. In the new Community revision the colors are a lot less harsh, the text is larger, icons switched to text, creating a thread post and creating a post to a discussion is clearer.



User Experience

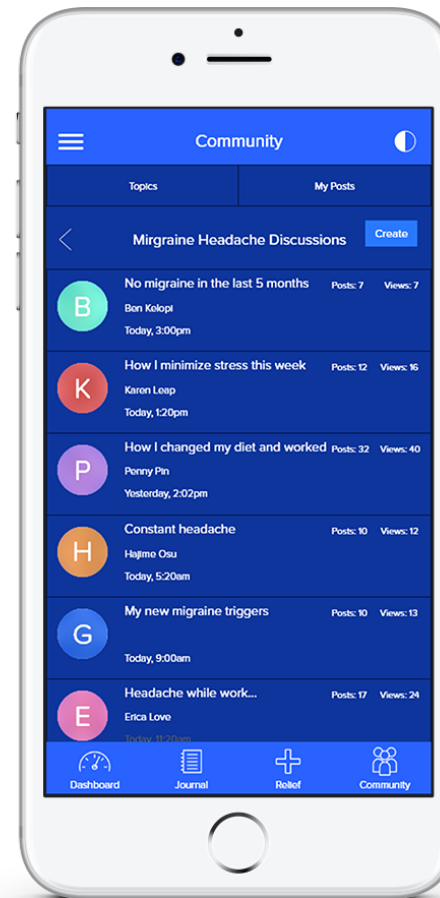
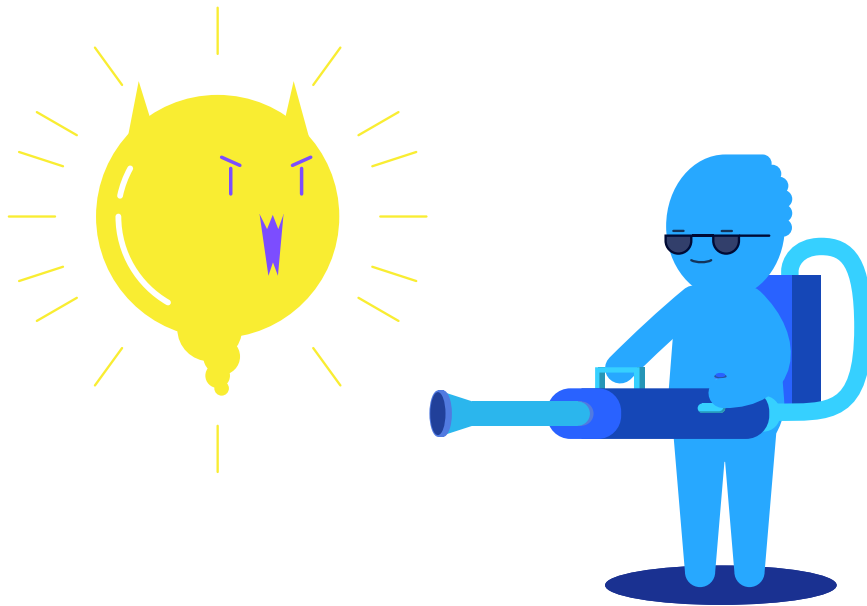
Sitemap

Levelheaded is categorized by three levels: “Journal”, “Relief” and “Community.” Each level offers there own unique features that will help support people with headaches.



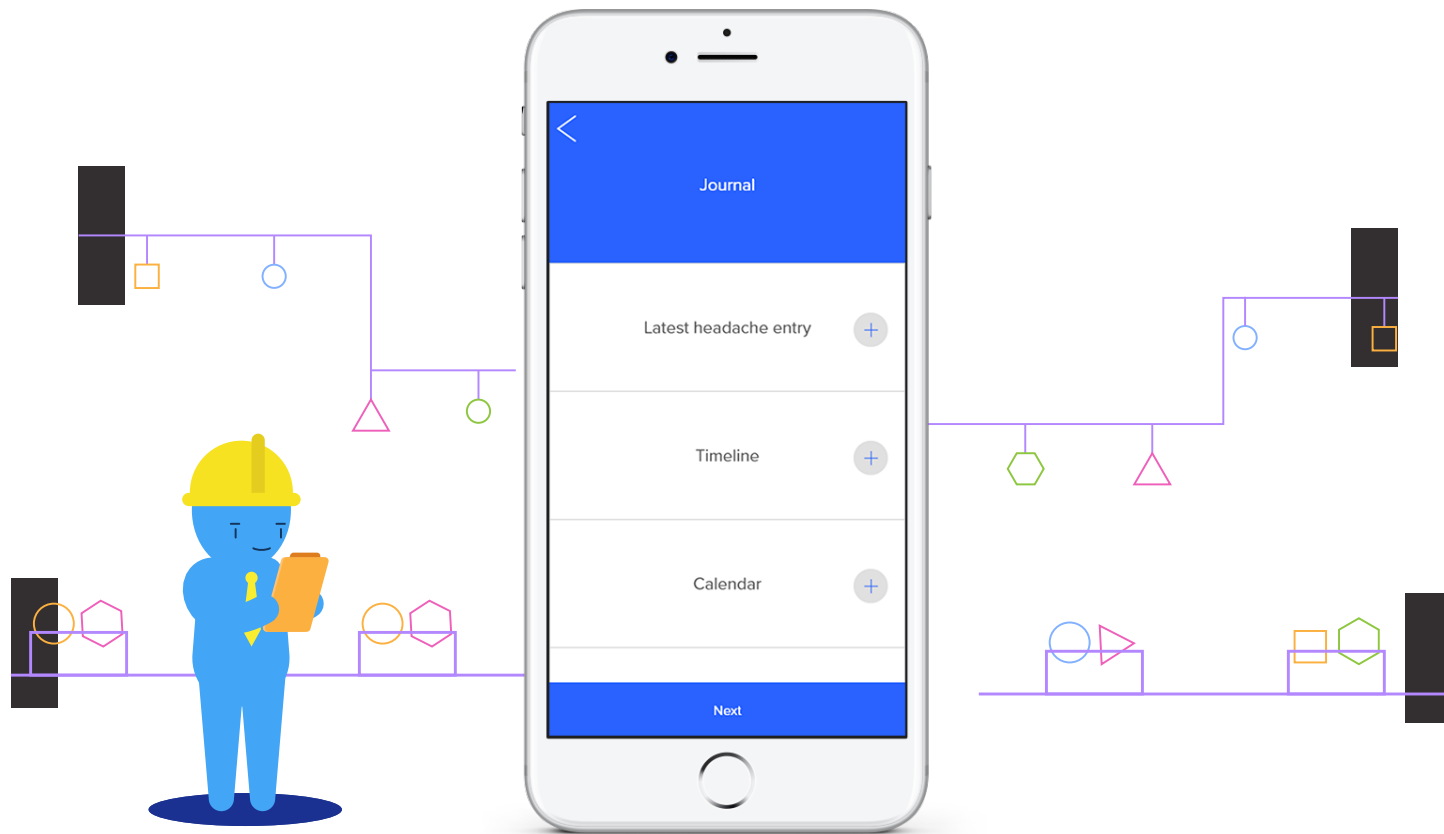
Nightmode

Night mode allows the users to change their app interface into a darker color scheme. This allows users who are suffering from migraine symptoms to view the screens comfortably.



Dashboard

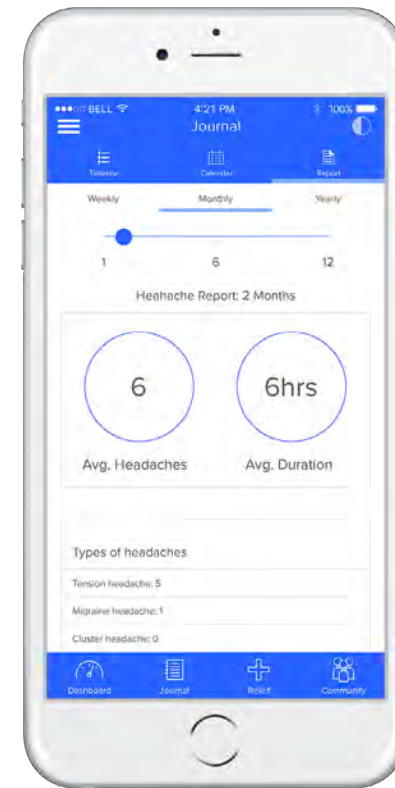
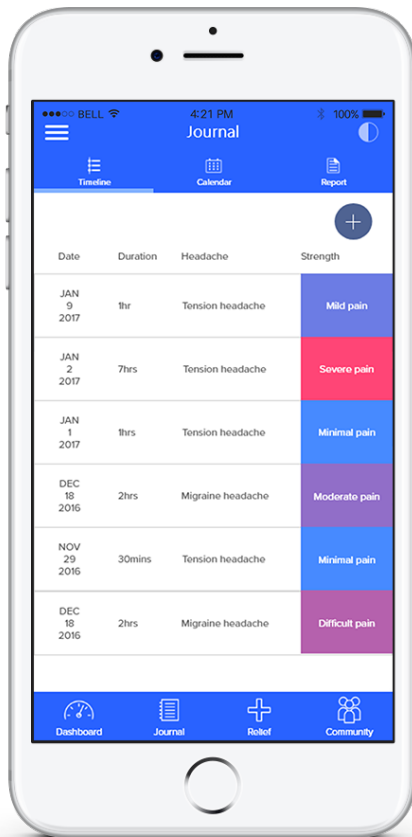
The Dashboard is the user's home screen where they are able to customize their choice feeds with numerous relevant information.



UX Features

Journal

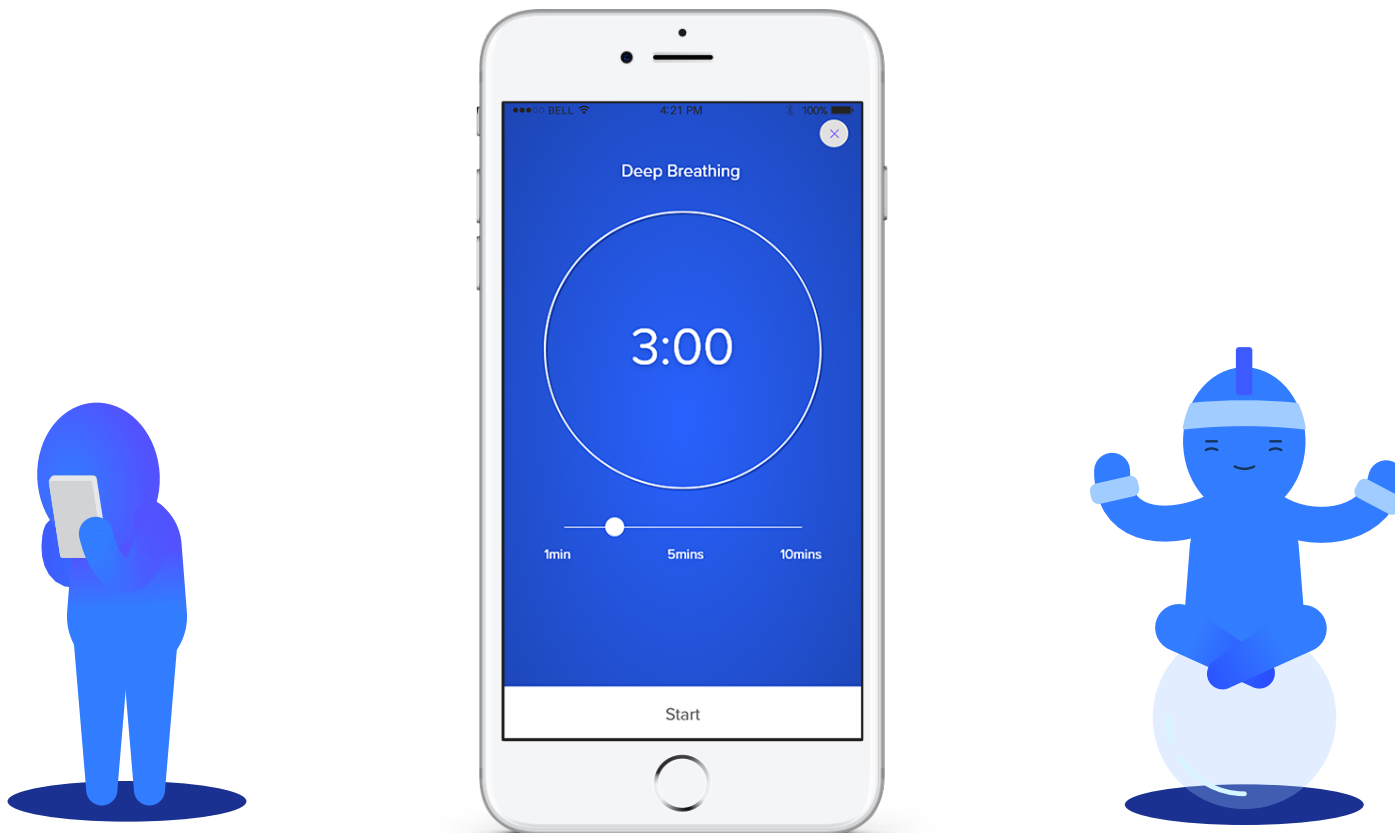
The Journal screen is where users will be able view their documented headaches in a timeline. Users will also be able to view their data they accumulated from their headache entries. Users can view their headaches by causes, headache totals, averages, symptoms, and much more.



UX Features

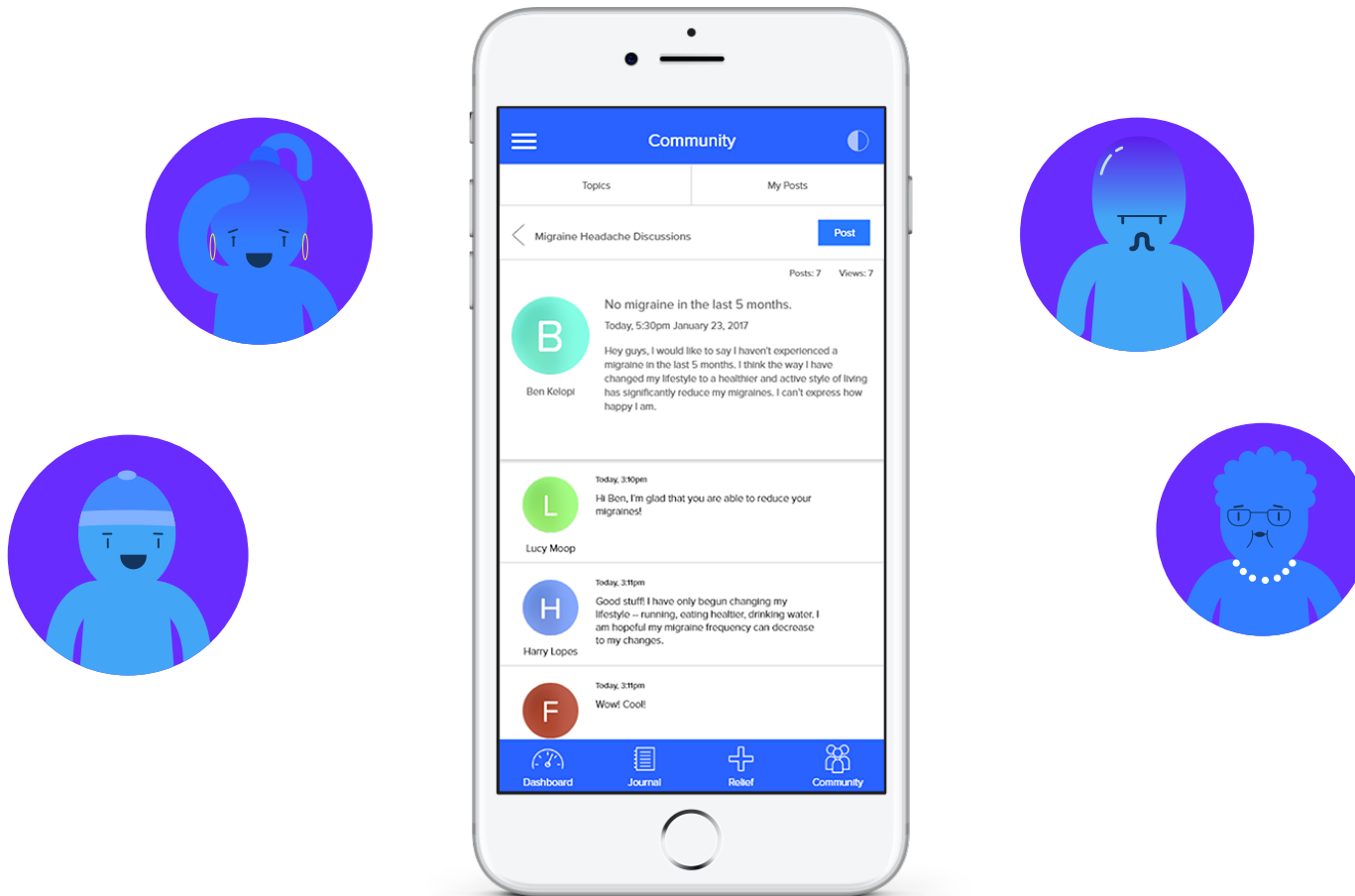
Relief

The Relief screen is where users can do exercises that will improve their posture, neck, muscles, and users can also do timed breathing exercises.

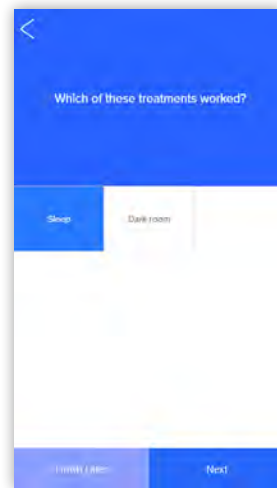
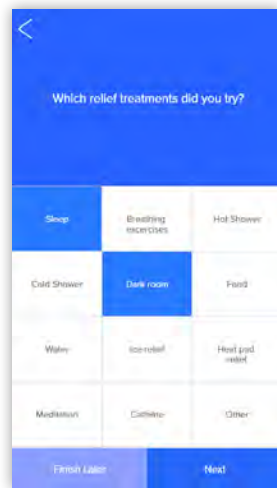
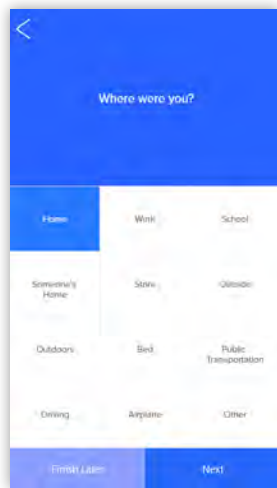
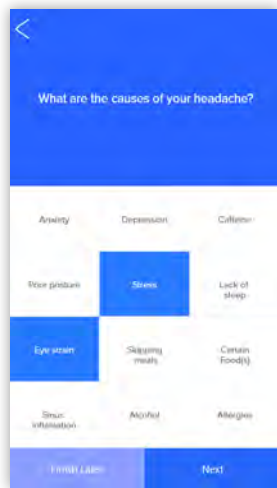
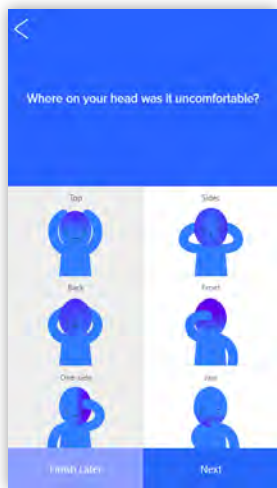
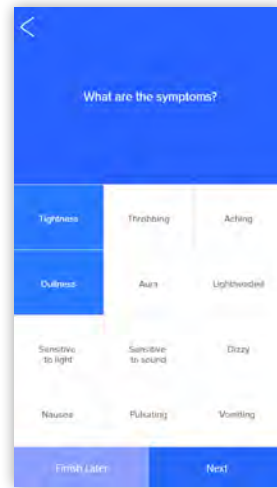
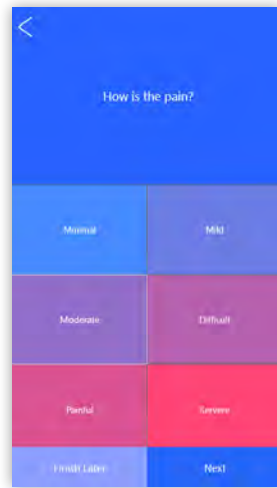
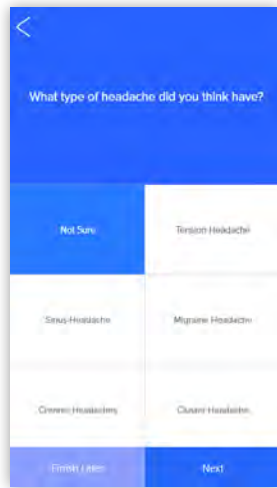
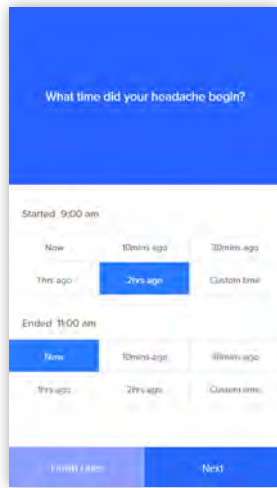
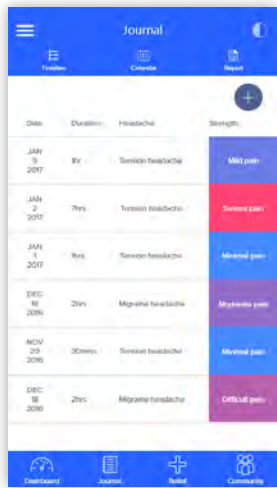


Community

The Community screen is where users can converse with a community that have experienced headaches of all kinds. Here users can support each other, provide tips and knowledge, and get to know each other.



Journal Entry



Journal Entry

Did your headache cause discomfort when doing activities?

Affected sleep	Affected work	Missed school
Affected school study	Affected home activities	Missed social gatherings
Missed work	Could not concentrate	Other

Finish Later Next

Did you take medication?

Motrin®	Advil®	Tylenol®
Bayer®	Aleve®	ibuprofen
Aspirin	ibuprofen	Nabumetone
Naproxen	ketoprofen	fenoprofen

Finish Later Next

Did you take medication?

Advil®

100mg < 0 >

200mg < 0 >

400mg < 0 >

600mg < 0 >

Submit

Finish Later Next

Did you take medication?

Advil®

100mg < 0 >

200mg < 0 >

400mg < 1 >

600mg < 0 >

Submit

Finish Later Next

Did you take medication?

Motrin®	Advil® 400mg	Tylenol®
Bayer®	Aleve®	Acetaminophen
Aspirin	Ibuprofen	Nabumetone
Naproxen	Ketoprofen	Fenoprofen

Finish Later Next

Journal entry

January 23, 2017
9:00am - 10:00am
2 hours

Migraine Headache

Mild pain

Dullness, tightness

Top left, top right, right side, left side

Sleep, eye strain

Stress, eye strain

Stress

Sleep, food, hot liquid, water, caffeine, breathing exercises

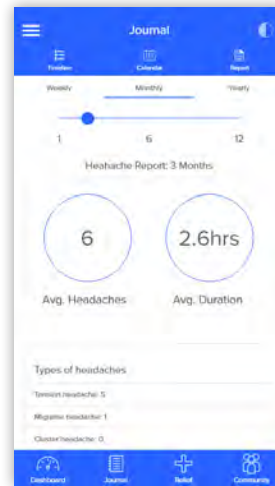
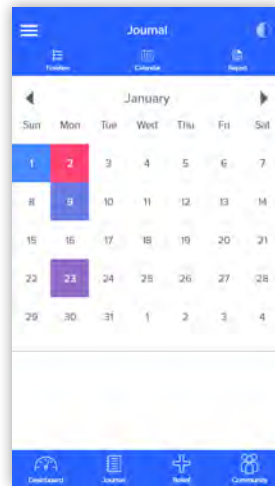
Sleep, food, water, breathing exercises

Delete Entry Confirm

Journal

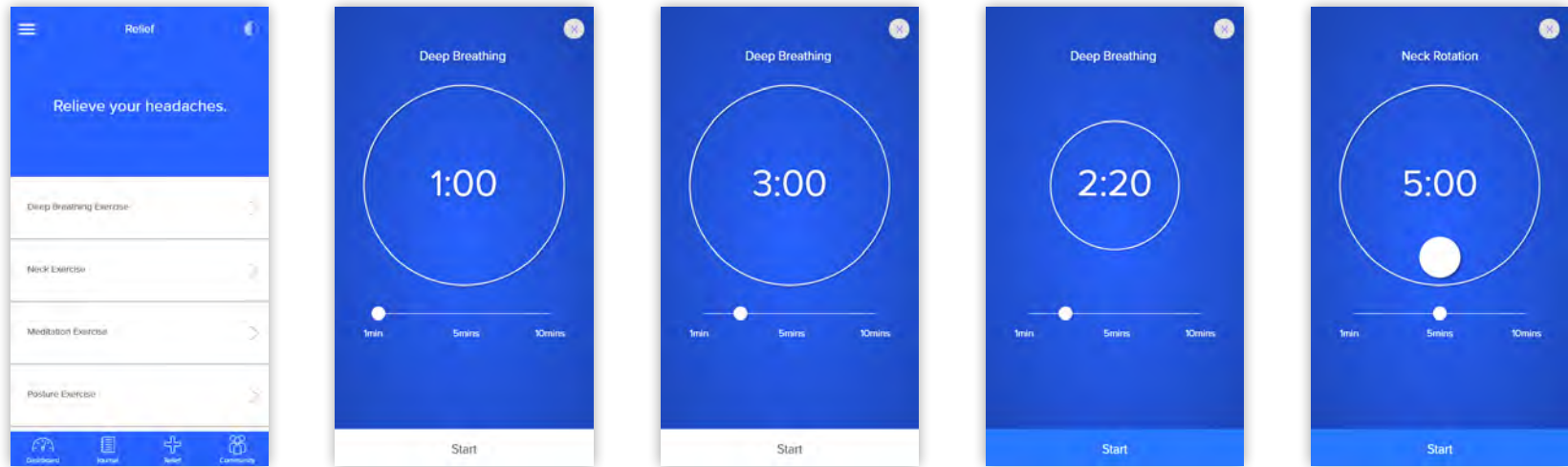
Date	Duration	Headache	Severity
JAN 23 2017	2hrs	Migraine Headache	Moderate pain
JAN 19 2017	1hr	Tension headache	Mild pain
JAN 2 2017	7hrs	Tension headache	Severe pain
JAN 1 2017	1hrs	Tension headache	Mild pain
DEC 18 2016	2hrs	Migraine headache	Moderate pain
NOV 29 2016	30mins	Tension headache	Mild pain
DEC 18	7hrs	Migraine Headache	Moderate pain

Dashboard Journal Add Community

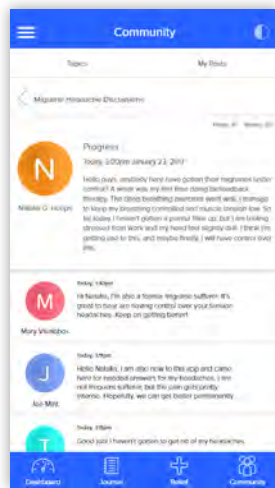
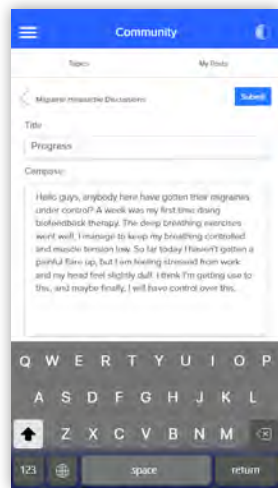
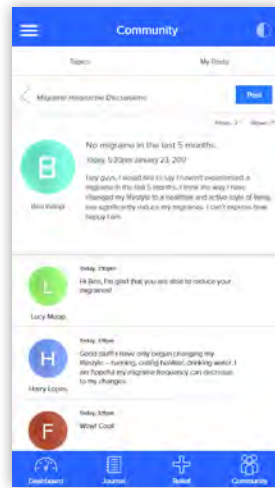
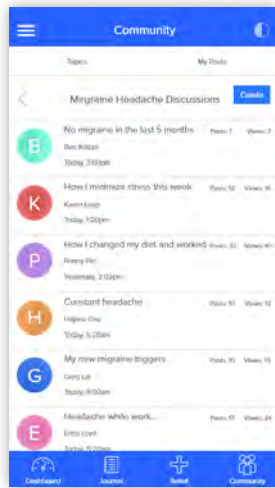
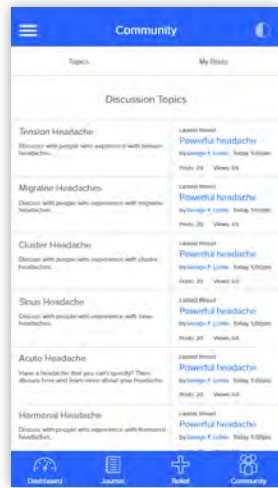


Task Flows

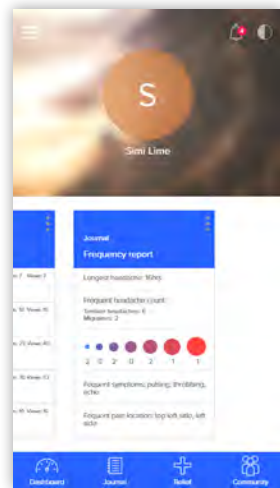
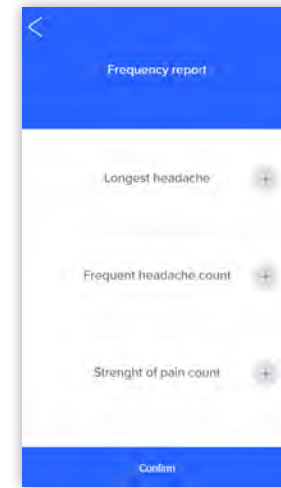
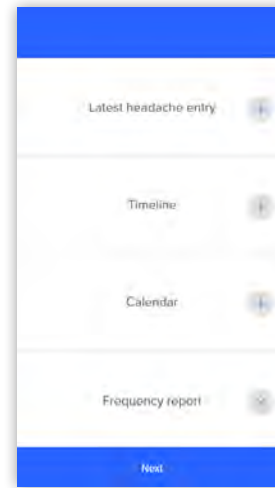
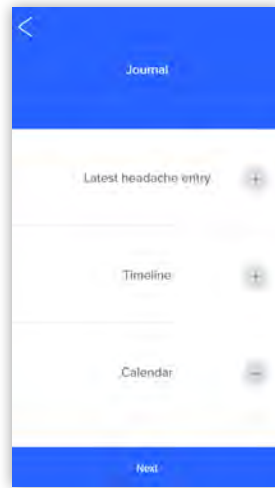
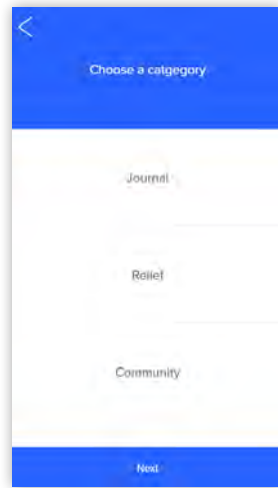
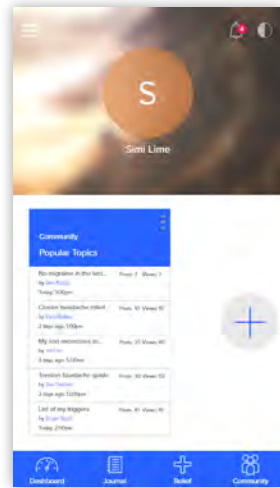
Relief Task



Community Task



Dashboard Task



BRAND CAMPAIGN

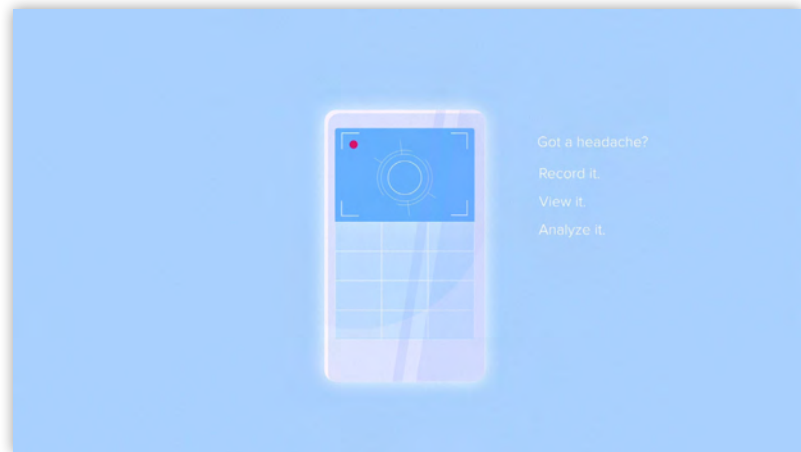
Motion Graphics, Website, Print Advertising

Motion Graphic

“Headache Attack”

The Levelheaded motion piece is a walkthrough that demonstrates the features of the Levelheaded app. The animation is centered on a character who is being bullied by pesky headache monsters who won't leave him alone.

Video link: <https://vimeo.com/232389746>



Concept Exploration

The concept behind the Levelheaded motion piece was to convey how difficult and agonizing headaches can be, and one of the goals was to show the animation in an amusing tone.

<ul style="list-style-type: none"> • What are we trying to say in our narration as a whole • What mood do we want our audience to be in throughout the story and at any given time within a specific scene or shot? • What is the function of this moment within the story? • How are we going to take our audience there? • What in our drawing is contributing to the general statement? 	<p>Record your headache.</p> <p>Consistent Shiny thing</p>	<p>App coming down from the heavens.</p> <p>Rankes do get it App</p>	<p>TARGET Acquired!</p> <p>ELIMINATED!</p>
<ul style="list-style-type: none"> • Cuddly • awareness • health • fun • cute • comical • goofy • layable <p><u>Cohesive</u> make sense show the efficiency of the brand.</p> <p><u>to nothing</u> <u>Story</u></p>	<p>2. Got a headache?</p> <p>yes yes!!</p> <p>ow... what?</p>	<p>Headache app preview</p> <p>Show the functions of the app through story telling</p> <p>Show the features of the app in scenes so the audience can experience the story and product</p> <p>Visuals support the app</p>	<p>Storyboard.</p> <p>features: 1. Journal 2. Relief 3. Community 4. Dashboard?</p> <p>1. Show the figure being attacked by a figurative headache monster. The monster attacks the head stomping causing the figure back pain. "Warning Headache!"</p>

Motion Graphic

Character Exploration

Headaches are annoying and they could last hours to a couple of days -- to portray this I thought it was a neat idea to illustrate them as a Dennis the Menace-like. Reckless and troublesome behavior these headache monsters were designed to have angular and sharp features. The "blue peep" is the main protagonist of the motion piece the character embodies people who suffer from headaches. The character is a complete opposite from the headache monsters – its features are round, docile, and blue.



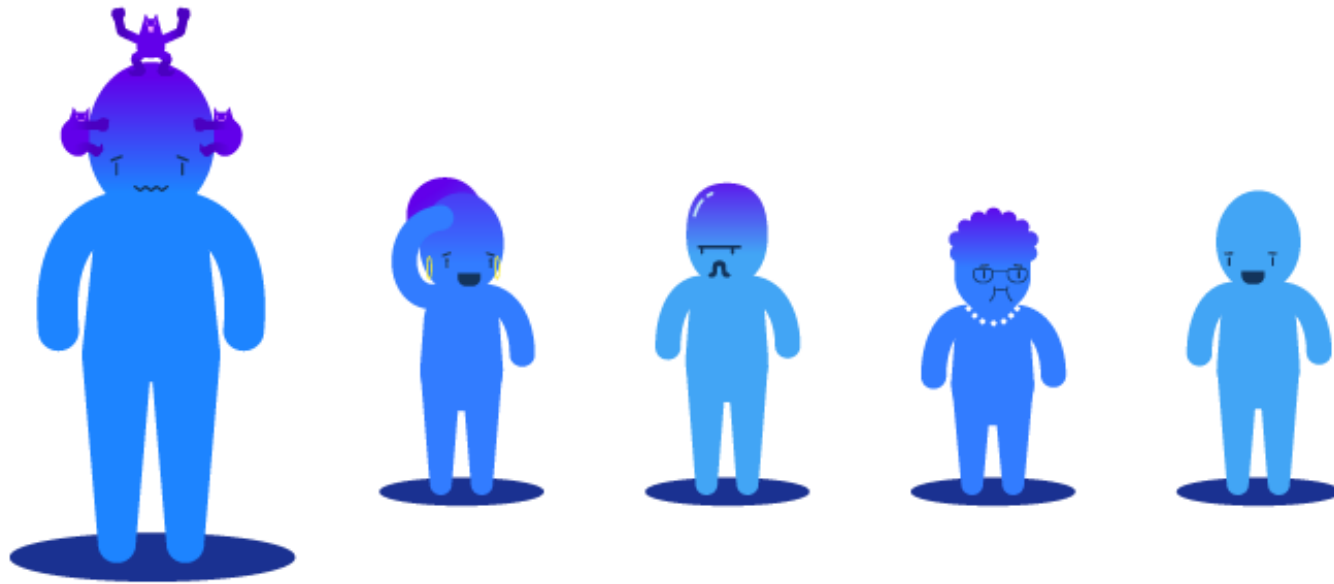
Motion Graphic

Final Character Designs



Motion Graphic

Final Character Designs



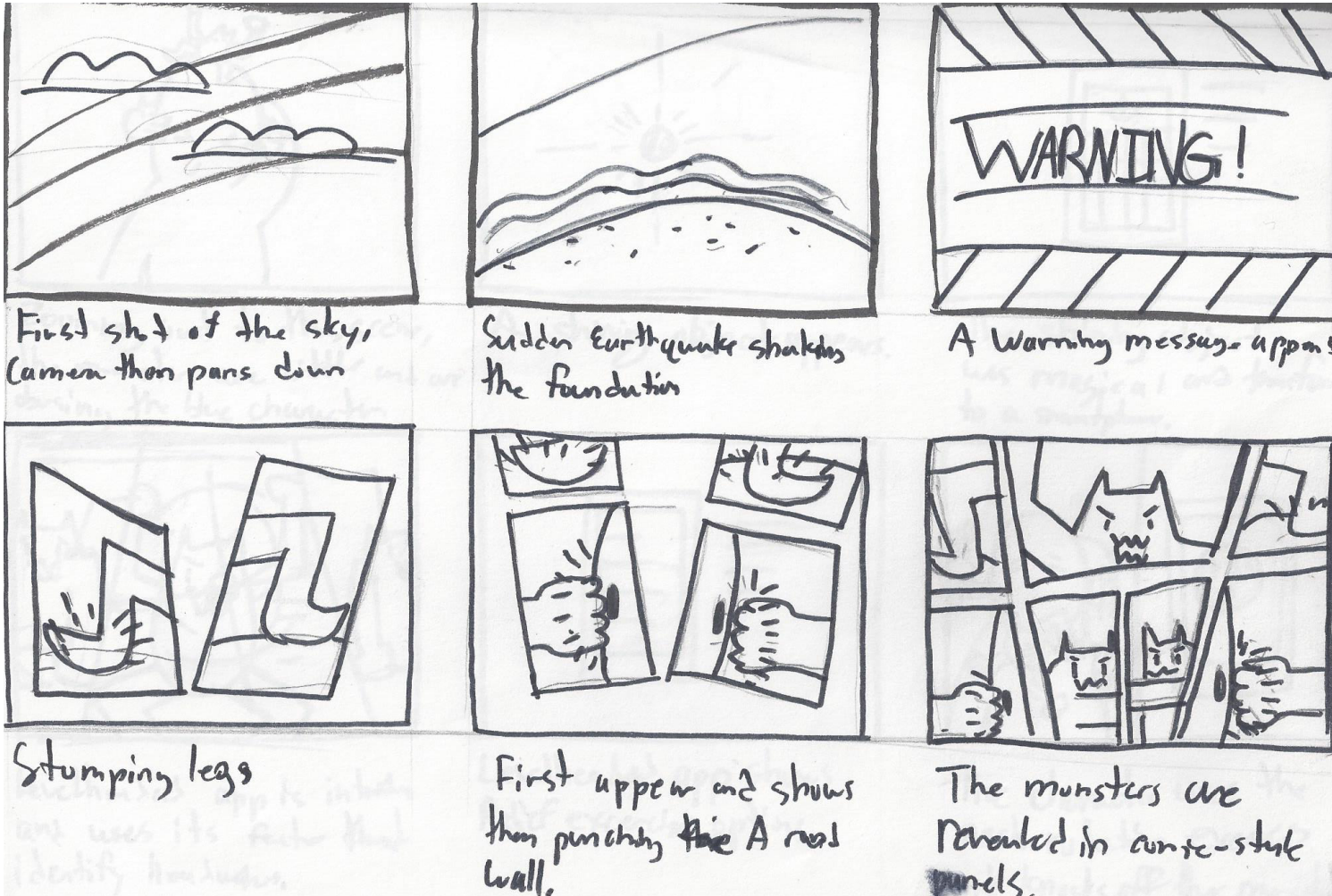
Motion Graphic

Storyboard

The storyboards explores the concept of large monsters causing havoc somewhere around the world, but it's revealed that the monsters are little monsters personifying headaches causing a commotion. Levelheaded app is introduced as “magical” item that displays all of its features and used to “knock out” the headache monsters away from the protagonist.



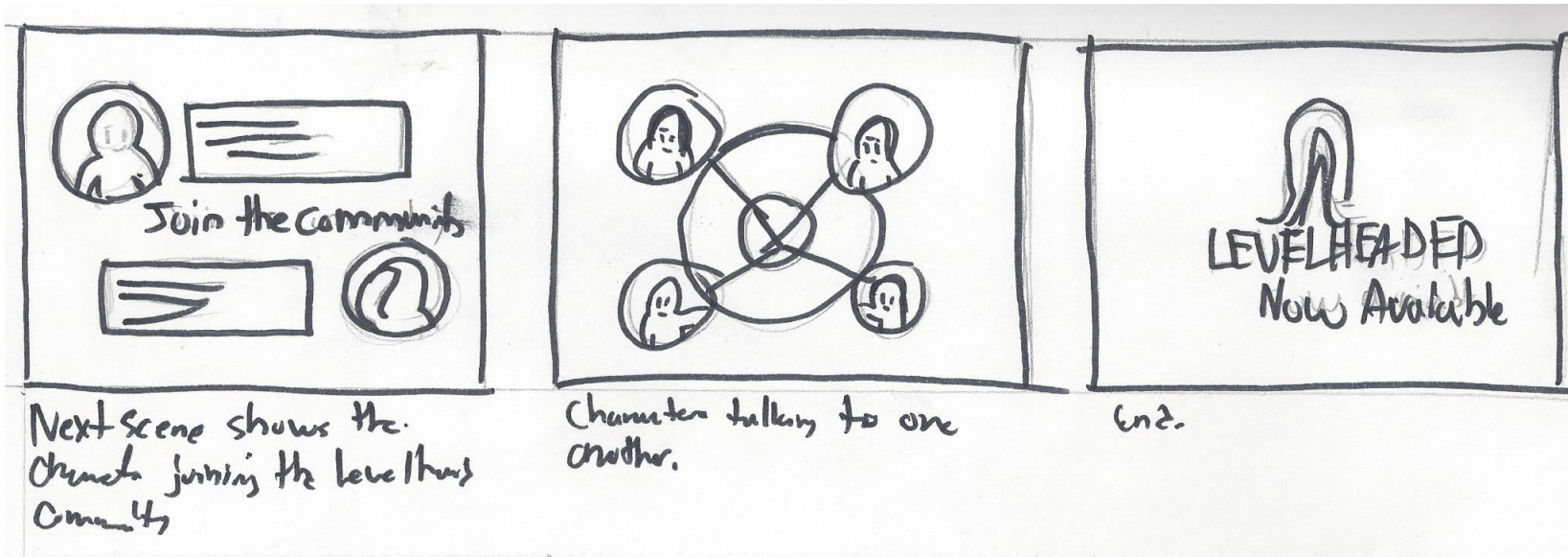
Final Storyboard



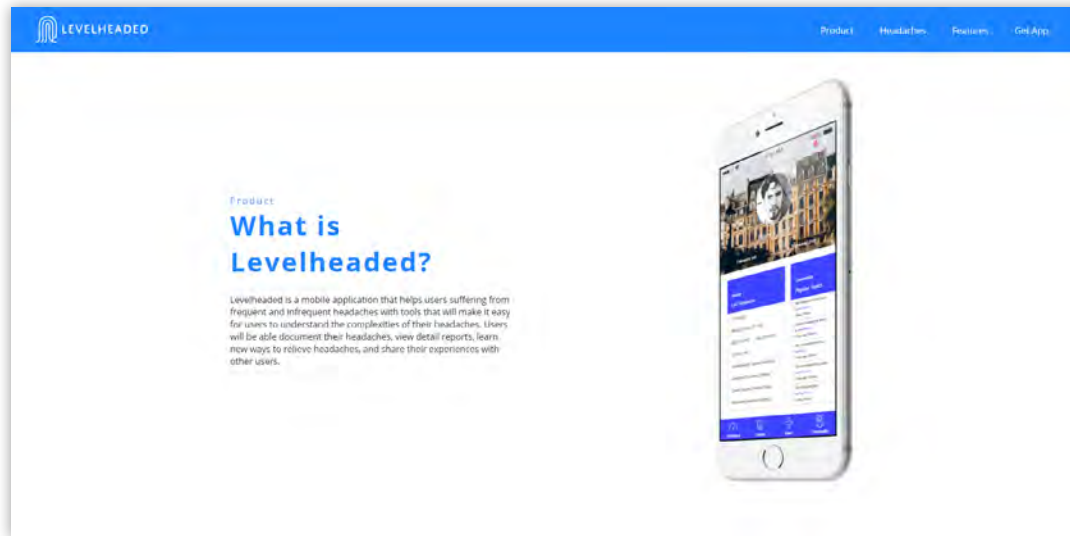
Final Storyboard



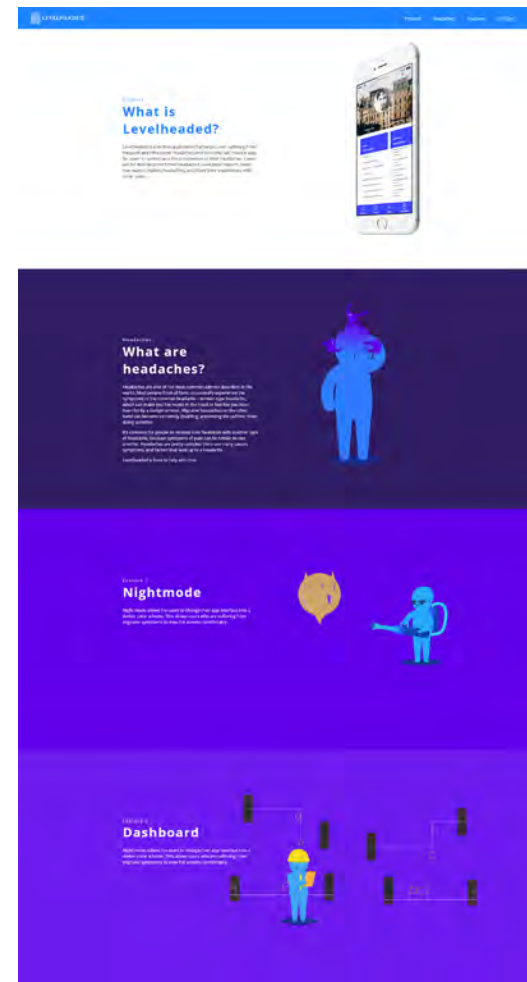
Final Storyboard



Levelheaded Website



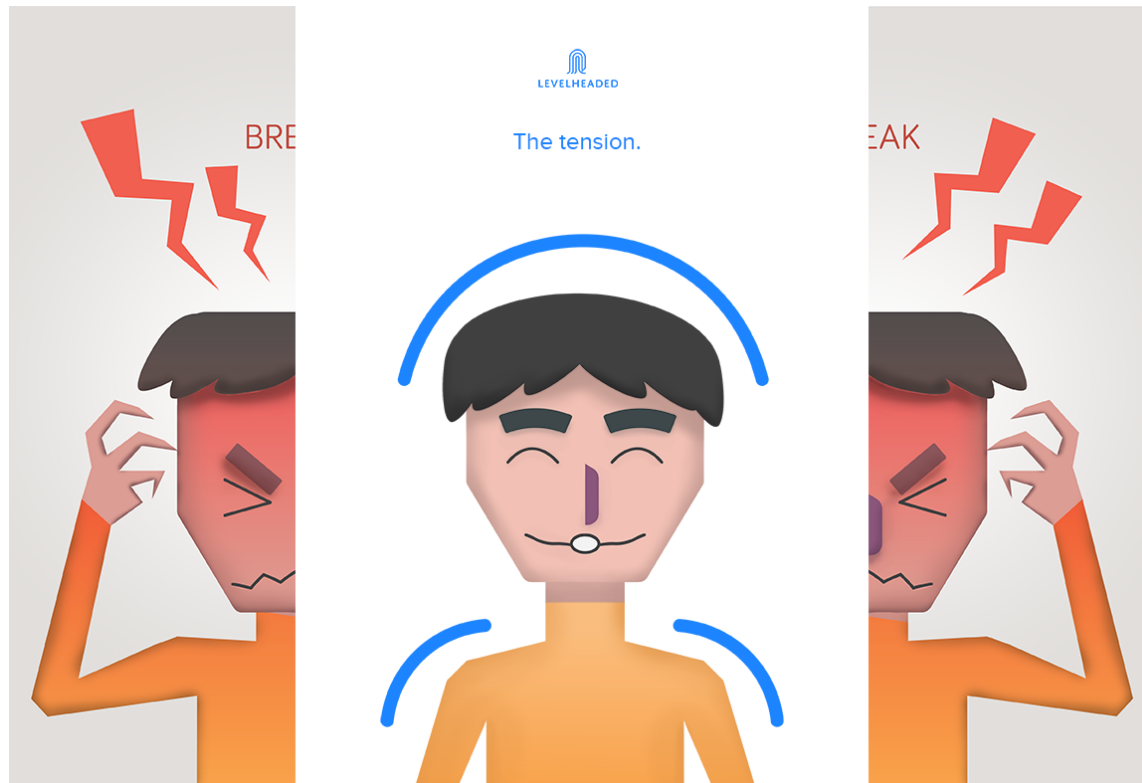
Website link: <http://anthonyjhernandez.com/levelheaded>



Print Advertisement

Break the Tension

Folded magazine ad



Print Advertisement

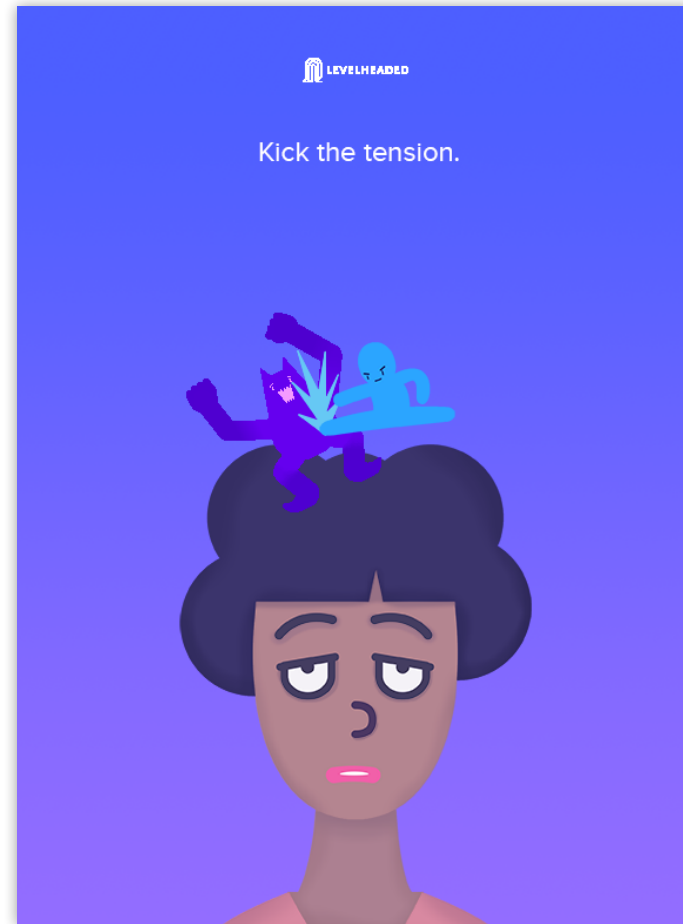
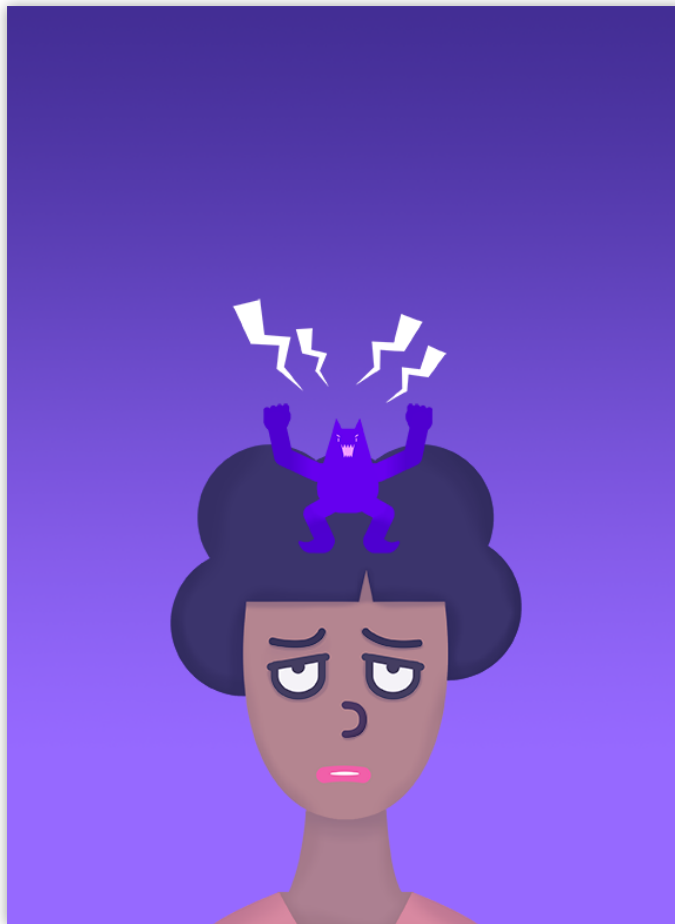
Break the Tension Mock up



Print Advertisement

Kick the Tension

"Kick the tension" is a two page ad.



Print Advertisement

Kick the Tension Mock up



BRANDING GUIDELINES

Word list, Moodboard, Logo, Typography, Brand colors

Brainstorming

Word list

advantage	excited	pounding
assistance	mind	throbbing
peace	above	anxiety
delight	brain	stress
encourage	blessing	depression
pleasure	aid	photophobia
relief	health	suffering
reduce	soothe	panic
relaxation	serenity	weight
calm	active	overdo
support	mentality	sufferer
decrease	posture	spiky
cool	tension	sharp
warm	headache	burn
tranquil	hassle	subdued
silence	inconvenience	lifeless
steady	annoyance	dormancy
hopeful	frustration	pulse

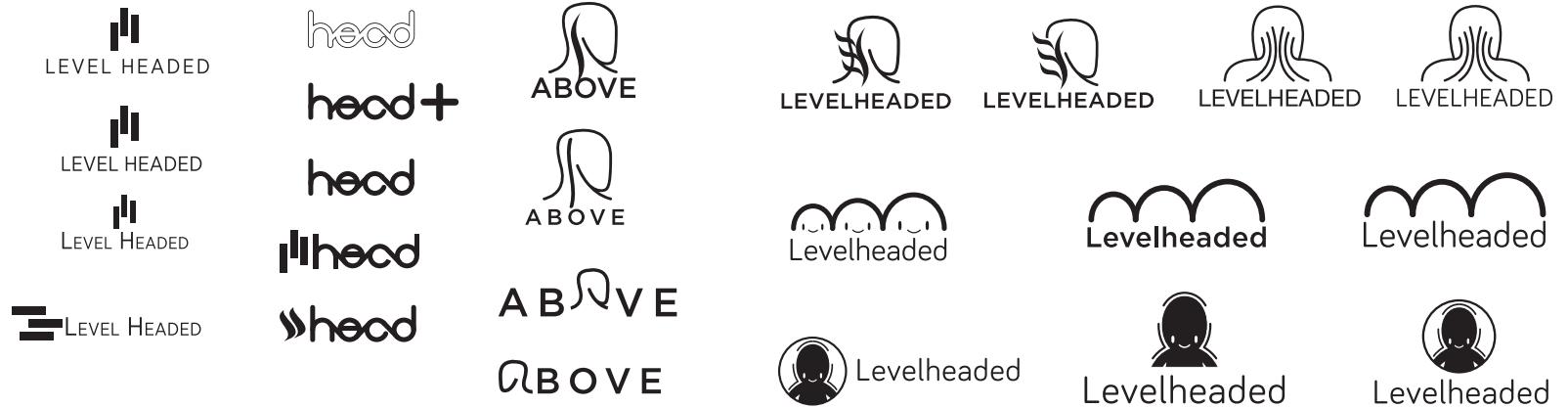
Brainstorming

Moodboard



Logo Design

Logo Concepts



Logo Design

The identity mark is a representation of the head, mind, and the inner ligaments and workings of the body



Logo Design

App icon



Logo Design

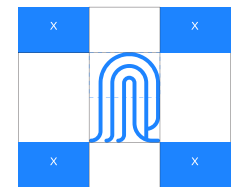
Black and white alternates



Logo Guidelines

Clear Space

Top half of the logo mark and its width is the acceptable amount of clear space.



Logo Misuses



Do not vertical scale the logo.



Do not rearrange the logo elements.



Do not change the logo's color.



Do not horizontal scale the logo.



Do not place the logo over low contrast color.



Do not give the logo a stroke of any kind.



Typography

Logo Typeface

DOMUS TITLING MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Typography

Campaign Fonts

Proxima Nova is our primary typeface to be used for advertising, body copy, and video.

Proxima Nova Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Proxima Nova Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Typography

Application Fonts

Our app uses Proxima Soft for body copy, headlines, categories, and other naming conventions.

Proxima Soft Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Proxima Soft Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Typography

Website Fonts

LEVELHEADED website uses Open Sans typeface.

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

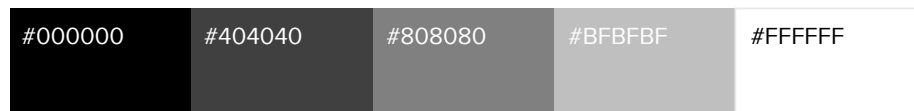
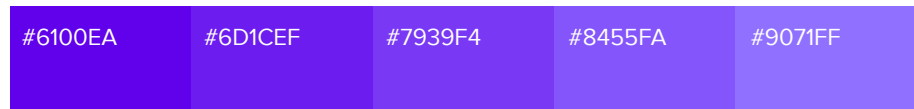
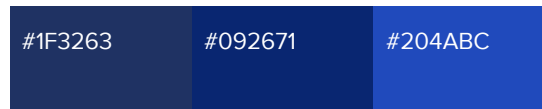
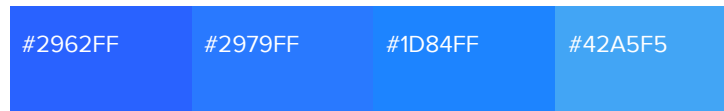
Open Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Colors

Main brand colors

Our brand colors are used for visual imagery, graphics, ads, and typography.



Headache research links

<http://www.ihateheadaches.org/headache-statistics.html>

<https://americanheadachesociety.org/wp-content/uploads/2017/07/CMinforgraphicPosterWEBzoom.pdf>

https://americanheadachesociety.org/wp-content/uploads/2017/07/GENERALMIGRIANE_FINAL_WEB.pdf

<http://migraineresearchfoundation.org/about-migraine/migraine-facts/>

<https://www.theraspecs.com/blog/facts-and-statistics-for-migraine-and-headache-disorders/>

Thank you.