

Case Study



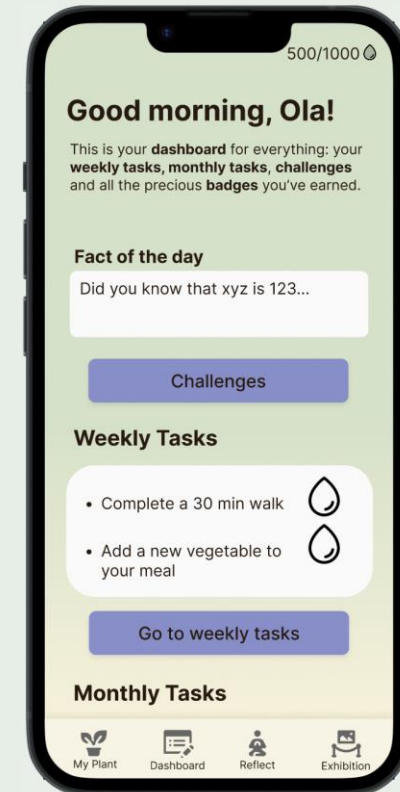
Droplet's

Erica Grusell

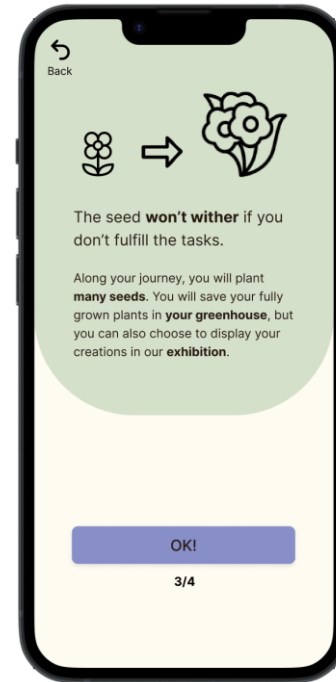
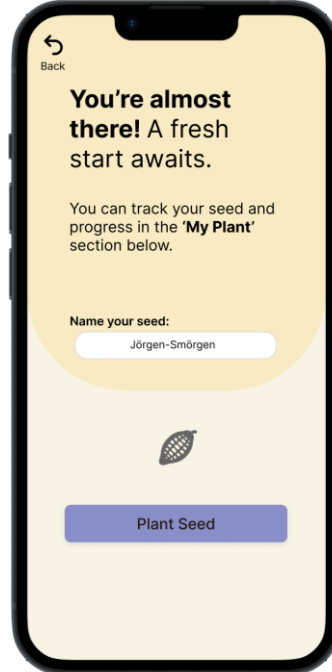
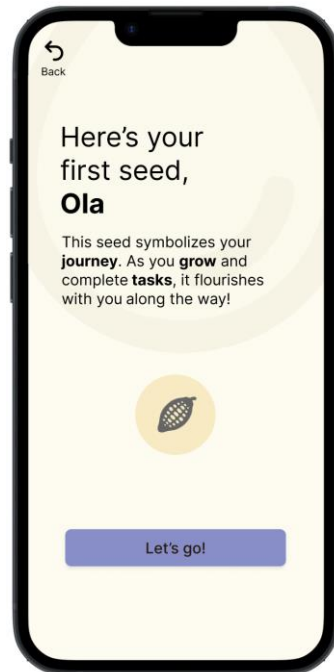
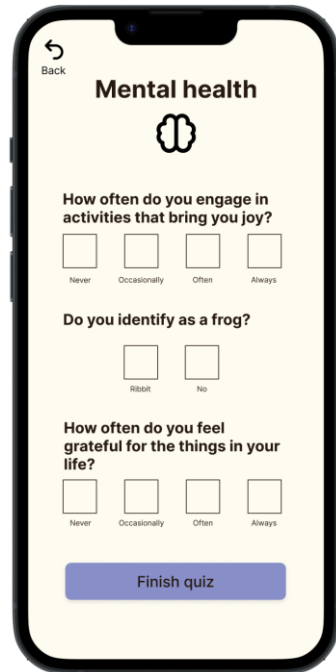


Introduction

Droplet's is a gamified health app designed to foster **personal growth** and **well-being** through engaging, rewarding experiences. Tailored for individuals dedicated to **self-improvement**, Droplet's helps users achieve their **health** and **wellness goals** by offering a series of **weekly** and **monthly** tasks. As users complete these tasks, a **virtual plant** grows within the app, visually representing their **progress** and **achievements**. With features like **journaling** and **mood tracking**, Droplet's provides a fun, motivating, and sustainable path to better health through **gamification** techniques.



Onboarding



App Basics:

- Complete tasks and challenges to earn 'waterdrops' for your plant's growth.
- Missed tasks? No worries—your plant won't wither and you can pick up where you left off.
- Engage regularly to help your plant flourish.

1. Personalize your Experience.

- Answer a few quick questions about your health and habits.
- Tasks are tailored specifically for you.

2. Meet your first seed

- Introduce your plant seed and give it a name (e.g., "Jörgen-smörgen").

My plant



View Your Plant:

- See your plant growing and track its progress with a watering can progress bar that fills up as you complete tasks.

Greenhouse:

- Store and view all fully grown plants, see growth timelines, and review achievements.

Exhibition:

- Share your plants with a global community in a showcase of your progress.
- **Customization & Inventory:** Customize your plant and check your current seed inventory.

Dashboard



Tasks and Challenges

- Weekly Tasks: View and complete tasks to earn waterdrops

Challenges

- Take on challenges to earn additional droplets for your plant.

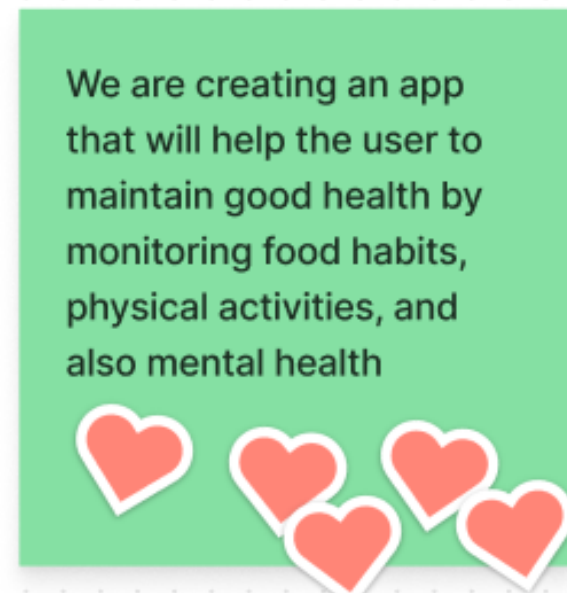
Badges

- See all badges you've earned for your achievements

Idea Development

Our team began **the ideation process** with a brainstorming session where we shared **personal interests** and discussed **global challenges** we were passionate about solving. After exploring various themes, we connected them to real-world problems and voted on the one we were most passionate about. This process highlighted themes such as "motivating myself to exercise and eat healthy," "being active," "lack of discipline," and "obesity," which led us to focus on **self-development** as the central theme for our app.

To further refine our idea, we conducted a "**What Are We Looking For?**" exercise, defining our goals and user needs. This helped us identify the core features that would support our theme, such as habit tracking, progress visualization, and rewarding user engagement.



What are we looking for

The combined Crazy 8

Each team member developed a comprehensive scenario for the app, incorporating key elements like onboarding, gamification mechanics, rewards, and the app's core concept. We then voted on our favorite aspects from the various wireframes and merged them into a unified timeline.



During this phase, we began exploring the idea of a character leveling up as users completed tasks. However, after several rounds of iteration and brainstorming, we opted to replace the character with a plant. This change felt more appropriate for a health app, providing a soothing, organic element that aligned with the app's calming and wellness-focused design.

User Flow

1. Onboarding

- **Health & Habit Questionnaire:** Answer questions about health and habits to personalize the experience.

2. Receiving the First Seed

- **Introduction to the Seed:** Overview of the seed/plant concept.
- **Planting the Seed:** Guided process to plant the first seed in the app.

3. Task Completion

- **Task List:** View tasks related to health and habits.
- **Complete Tasks:** Perform and check off tasks to help the seed/plant grow.

4. Growth and Progress

- **Seed/Plant Growth:** Visual representation of seed/plant growth based on completed tasks.
- **Rewards & badges:** Earn rewards or badges as the plant grows.

5. Journal

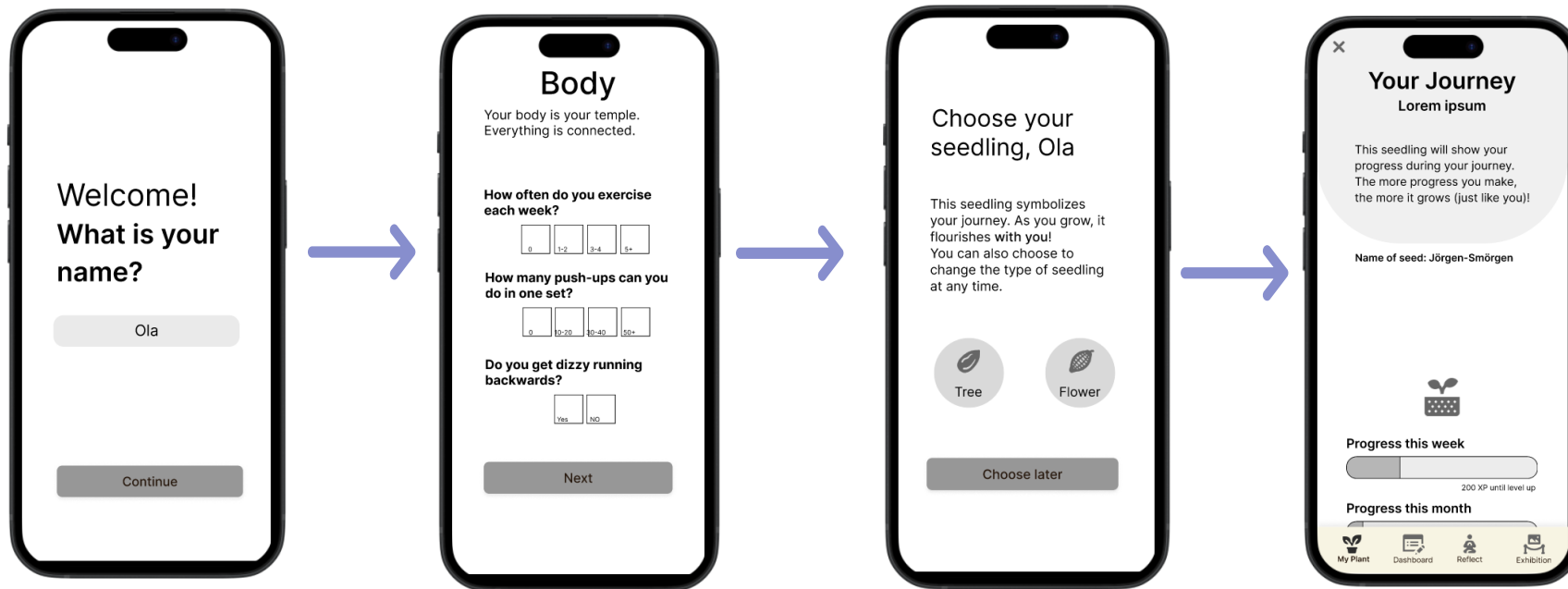
- **Access Journal:** Option to open and fill out the journal.
- **Record Entries:** Document health updates, reflections, or progress.

6. Repeat

- **New Seed/Plant:** Option to start a new seed/plant cycle after completing the previous one.
- **Ongoing Task Management:** Continue completing tasks to support ongoing plant growth.

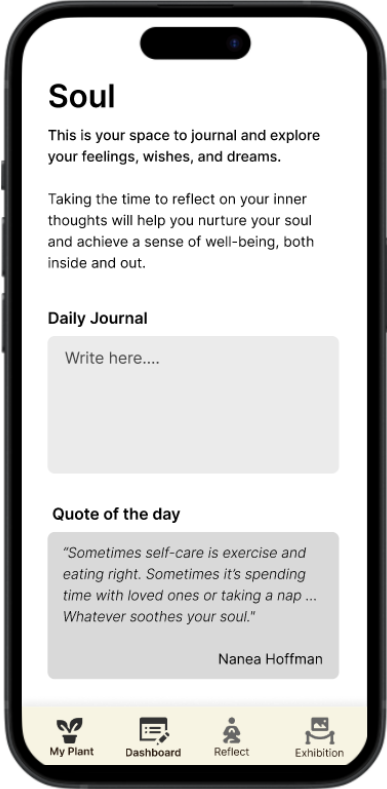
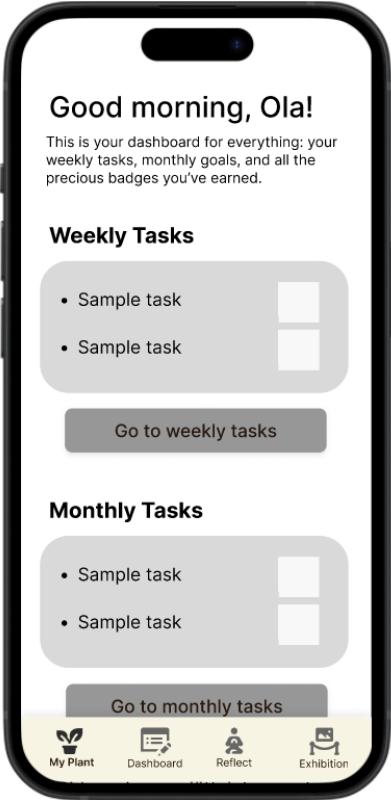
First Figma Mockups

We created our initial Figma mockups of the app, and during this phase, we made the decision to implement a **plant growth system** instead of a traditional **level-up avatar**. Below are selected screenshots.



Note: This navigation bar is not the one we started with. We accidentally switched our first prototype navbar to the final one. The order at this stage was "Tasks", "Mental", "Soul", "My Journey"

First Figma Mockups

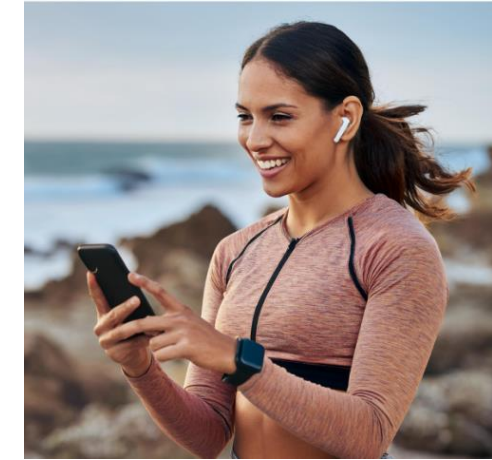


Your Badges



Player types

To ensure our app aligned with the needs and motivations of different user groups, our team created detailed player personas based on Marczewski's Gamification User Types. Each team member developed a persona by answering targeted questions that helped identify which player type the persona most closely resembled.



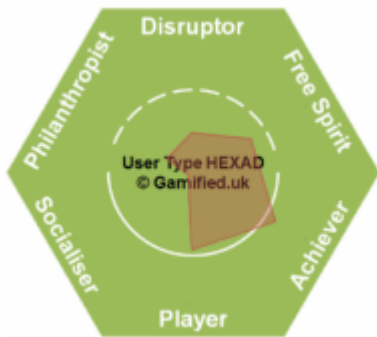
This photo is AI generated with Adobe Firefly



Player types

Once we had a clear understanding of our player types, we conducted a reverse analysis to validate our app's alignment with these personas. Using Marczewski's User Type analysis tool, we assessed which areas of the app were most appealing to different user types and identified any gaps.

Our analysis confirmed that the app was well-suited to the personas we created, though we observed a stronger emphasis on Achievers than initially expected. This insight helped us refine our approach to better cater to a balanced range of player motivations."



Achiever: 30.8%

Player: 24.4%

Free Spirit: 21.8%

Through this test we knew that we had to focus on badges, achievements, experience points, creativity tools, exploration choices, customization, challenges, progression and certificates.

Feedback and Iteration

Onboarding Feedback:

Users felt overwhelmed by the initial setup and unclear about where to find features.

Update: We streamlined the onboarding process and added a tutorial step to clarify feature locations. This improvement has made the onboarding experience more intuitive, reducing initial confusion.

Plant Management Feedback:

Users wanted a more interactive experience with planting and task management. They were also confused about earning “XP” as they felt it wasn’t plant related.

Update: We introduced features like the “Name your seed” option and placeholders in the greenhouse. Interactive task buttons and a mood slider were also added. These updates have made the planting experience more engaging and personalized. We replaced xp with waterdrops and exchanged the progress bar to a watering can.

Journal Feedback:

The journaling section was too dense and challenging to navigate.

Update: We revised the "Your Journey" section to be more concise, focusing on key reflections. This has improved the readability and ease of use for users documenting their progress.

General Feedback:

Users encountered inconsistencies with navigation and interface elements.

Update: We improved navigation consistency, removed placeholder text, and ensured a unified scroll experience. These changes have contributed to a more polished and user-friendly interface.

Feedback and Iteration

Navigation Feedback:

Previous Navigation Labels:

- Tasks
- Mental
- Soul
- My Journey

New Navigation Labels:

- **My Plant:** Displays the user's plant and progress.
- **Dashboard:** Shows all tasks and challenges.
- **Journaling:** Replaces "Soul" for easier reflection and personal notes.
- **Exhibition:** Allows users to share their plant with others globally.

Feedback: Users found the previous navigation labels confusing and difficult to understand.

1. "Tasks" was too generic.
2. "Mental" and "Soul" were unclear in terms of content.
3. "My Journey" didn't clearly convey its purpose.

Update:

1. **My Plant:** We renamed this section to focus on the user's plant and its progress. This change makes it immediately clear where users can view and interact with their plant.
2. **Dashboard:** Consolidated all tasks and challenges into one accessible location. This simplifies task management and improves user organization.
3. **Journaling:** Replaced "Soul" with "Journaling" to clarify the section's purpose for personal reflection and note-taking.
4. **Exhibition:** Added a new section where users can share their plant with a global community, enhancing the social aspect of the app.

Challenges

Personalization:

- Challenge:** Ensuring tasks and features are **relevant** to diverse **user needs** and **goals**.
- Solution:** Developed a comprehensive **onboarding process** to gather **user health and habit data**, allowing for **tailored tasks** and **personalized experiences**.

Community Building:

- Challenge:** Creating a **meaningful platform** for users to **share their progress**.
- Solution:** Added the **Exhibition feature** for **global sharing** and incorporated **social elements** to foster a sense of community and shared achievement.

User Flexibility:

- Challenge:** Balancing the app's structure with **user flexibility** to avoid **discouragement** from missed tasks.
- Solution:** Implemented a system where **missed tasks do not** negatively impact the plant's growth, allowing users to continue their journey without pressure.

User Engagement:

- Challenge:** Maintaining user motivation and engagement over time.
- Solution:** Introduced a variety of **tasks and challenges**, a **rewarding system** with 'waterdrops', and a visual representation of progress through plant growth. Regular updates and new challenges help keep the experience fresh and engaging.

Conclusion

Droplet's caters to users who value **autonomy**, **creativity**, and **progress**. They seek **flexibility** and **customization** in their health journey, motivated by **personal fulfillment** and **external rewards**. Whether focusing on health, **mindfulness**, or achieving milestones, Droplet's offers the **challenges**, **insights**, and **motivation** needed to succeed. The app also fosters **community engagement**, allowing users to **connect**, **celebrate progress**, and stay motivated throughout their journey.

