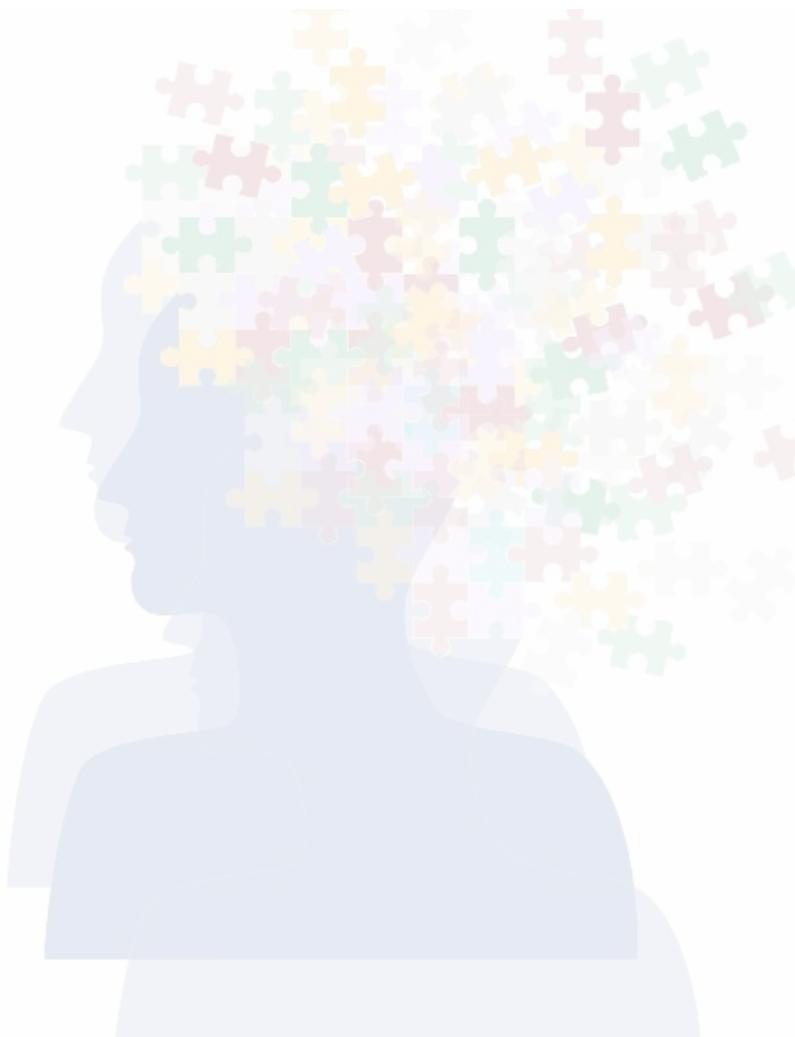


# Precious Mind

Federica  
Maio  
UX/UI Designer



# Project overview



## The product:

### Precious Mind

Remember who you are, your loved one, and train your brain not to forget any moments, any faces you met in your life!



## Project duration:

July-August 2022

# Project overview



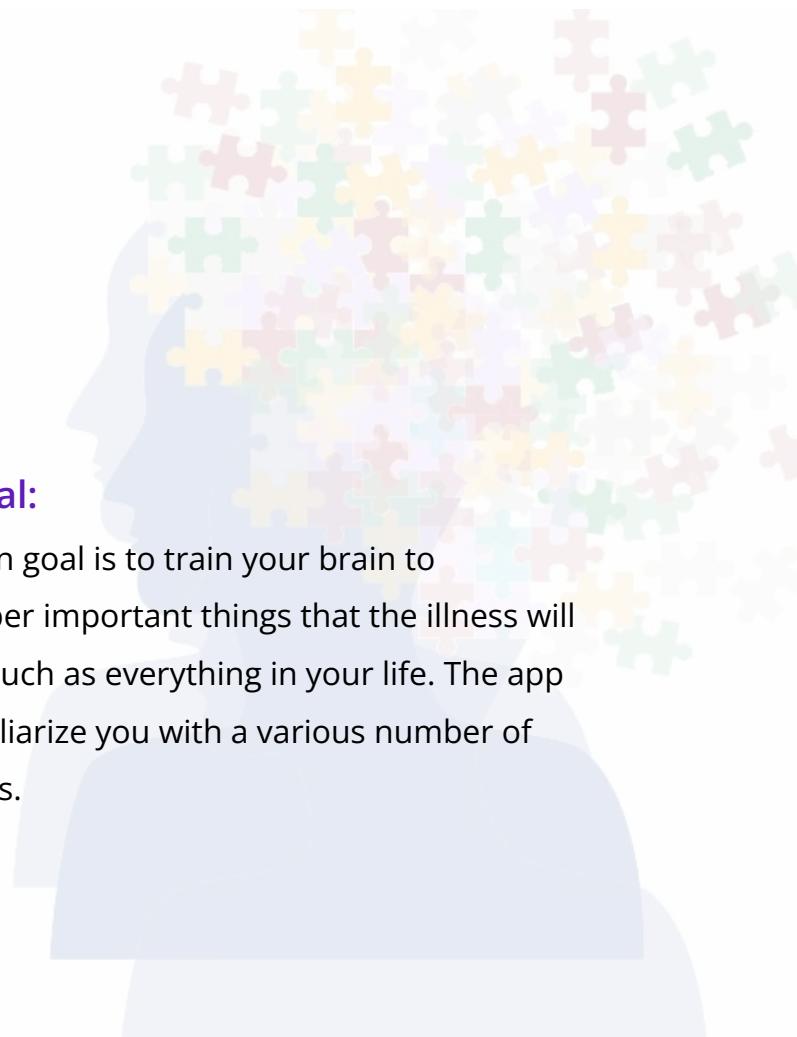
## The problem:

It's an app for young people affected by Alzheimer's. They are considered the "Early-onset," the people affected by Alzheimer's before 65 years old.



## The goal:

The main goal is to train your brain to remember important things that the illness will delete, such as everything in your life. The app will familiarize you with a various number of exercises.



# Project overview



## My role:

Lead of the design project, focused more on the UI features aspect.



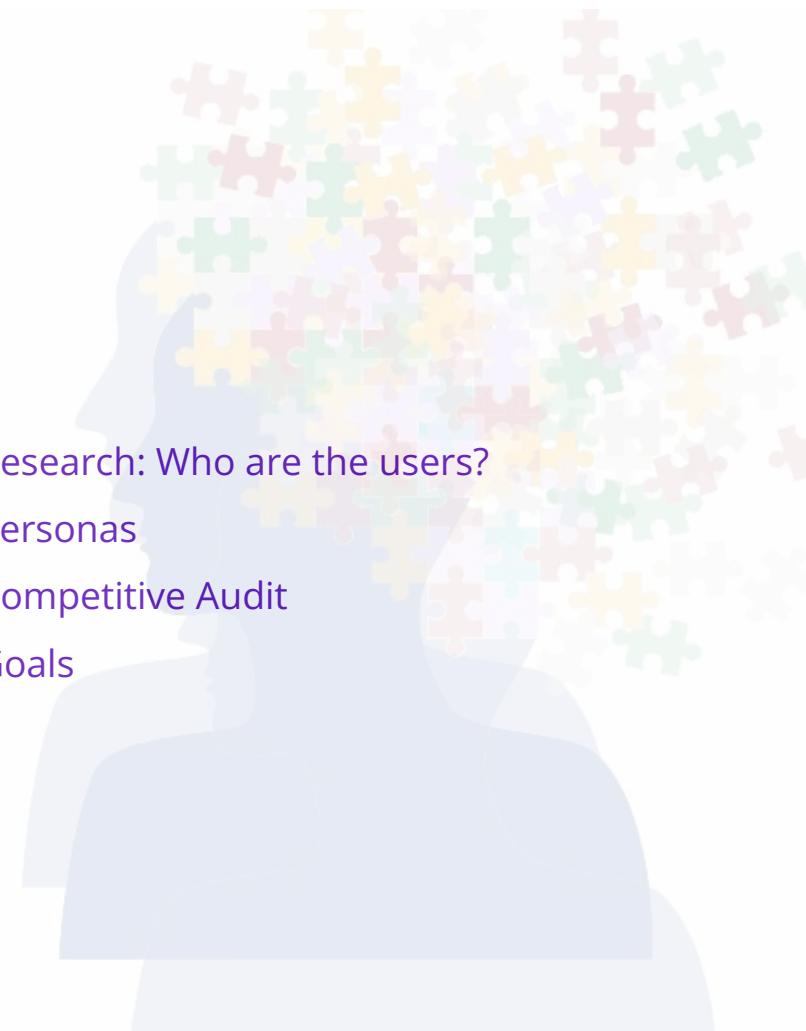
## Responsibilities:

Goals, features, Wireframes, Mockups, Low-Fidelity Prototype & Hi Fidelity Prototype



# Understanding the user

- Research: Who are the users?
- Personas
- Competitive Audit
- Goals



# Introduction: Research



There is still no cure for this illness yet, but the app will try to train your brain not to forget the essential things in your life. Every day the app will ask you to repeat a specific sentence selected from the system that will tell from the number of words you remember how disconnected you are that particular day. The app will drive you to a trainee in specific exercises based on how many words you remember when you repeated the sentence. The activities are based on your important life moments, your family and friends' faces, or with questions about your hobbies, your job, and everything that will reconnect you with your life, and to the main goal: REMEMBER.



# Persona: Phil



**Name:** Phil

**Age:** 50

**Education:** Master's degree

**Hometown:** White Plain, NY

**Family:** married

## Goals

- Keep the brain active
- Remember every occasions in his life by training the brain
- Slow down as much as possible the illness

## Frustrations

- “I struggle to remember my wife face”.
- “I do not remember my name friends sometimes”.
- “I have started to dot remember the day when my children were born”.

Phil, 50 years old. He lives in White Plain (NY) and is a big company manager.

He has been married for 15 years. He has two children, 10 and 14 years old.

He is always busy at work and likes to watch sports with his friends and his kids during the weekend.

# Competitive audit

## AlzCall, MindMate, Lumosity, Meternally

There are a lot of apps to train your brain for dementia and for Alzheimer's.

The first and the last ones on my list are some similarities with mine.

**AlzCall** is more of a virtual assistant. If your loved one with Alzheimer's calls you and you cannot answer the phone, the virtual assistant will play a message with your voice to calm him/her down.

**MindMate** is more of an app with multiple brain games, videos, and tips to stay healthy.

**Lumosity** is also an app that has a lot of cognitive games and adapts the programs to maintain the trainee habits.

**Meternally** sells images/cards based on your favorite things, but it is mostly for the oldest people.



# Main Goals

The main goal is to train your brain to remember important things that the illness will delete, such as everything in your life. The app will familiarize you with a various number of exercises:

1

Pictures of your loved ones, family, friends, coworkers, the cashier at your favorite bar, or the waitress at your favorite restaurant, where the main goal is to speak up about their names and how they are related to you.

2

Essential phone number in case of emergency.

3

Puzzles of families' vacations, weddings, and holidays, and happy memories.

# Main Goals

The main goal is to train your brain to remember important things that the illness will delete, such as everything in your life. The app will familiarize you with a various number of exercises:

4

Listen to voice messages from the people you love the most, guess their names, and their relationship with you, and record a specific happy moment in your life with them.

5

Games focus on your favorite hobbies to remember your interests.

6

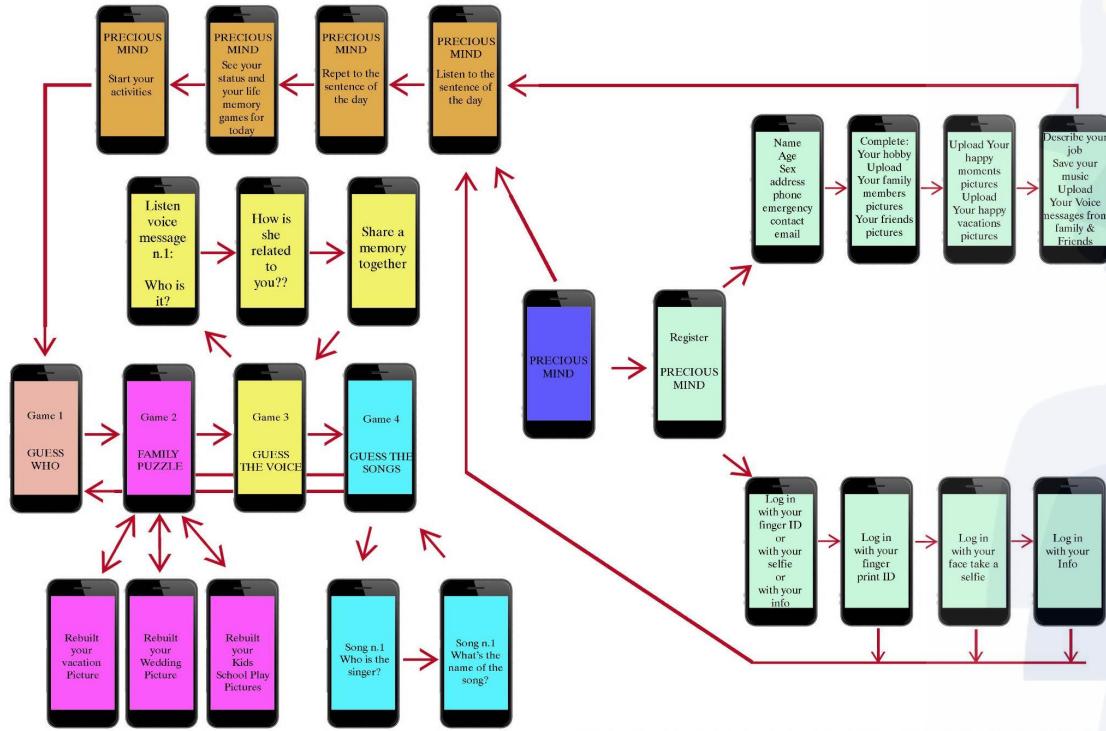
Listen to the music, like the songs, adding to your playlist, and the app will ask you to write or speak up the song's or the singer's name.

# Starting the design

- Architectural SiteMap
- Digital wireframes
- Low-fidelity prototype



# Architectural SiteMap



# Digital wireframes

Home page



Detect your daily status



Personal Games

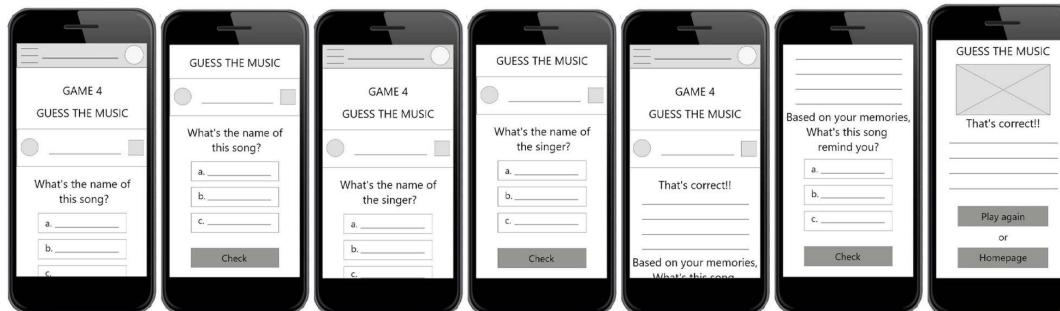


# Digital wireframes

Personal  
Games



Personal  
Games



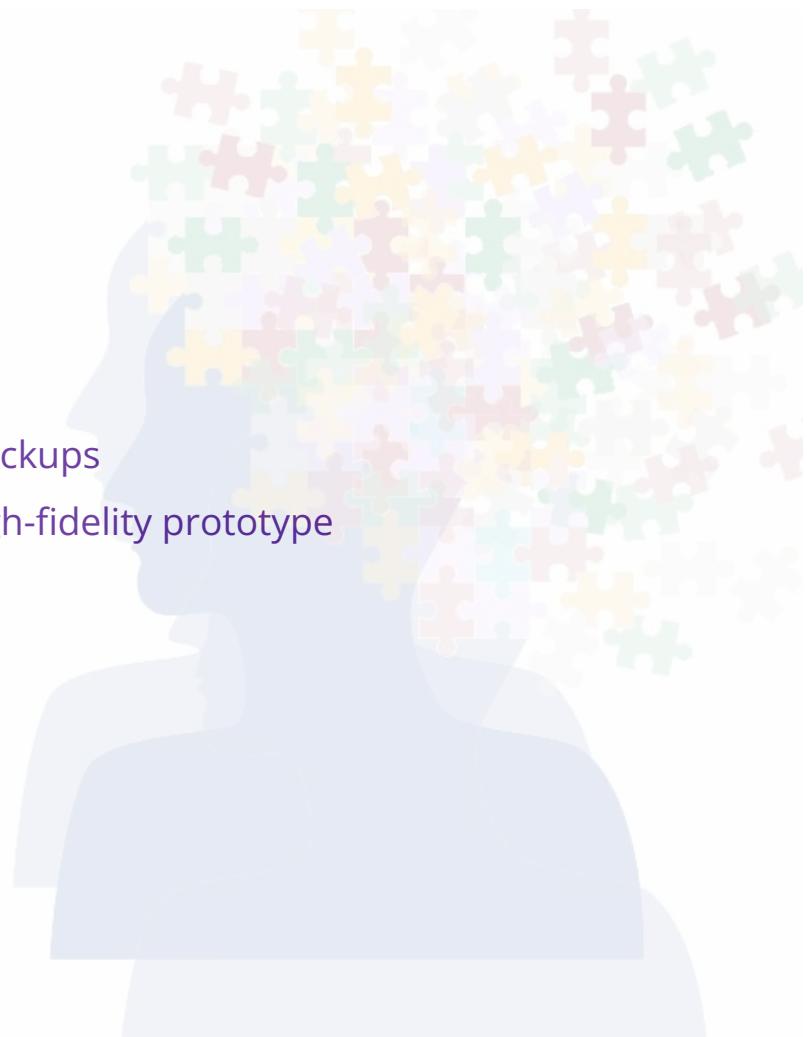
# Low-fidelity prototype



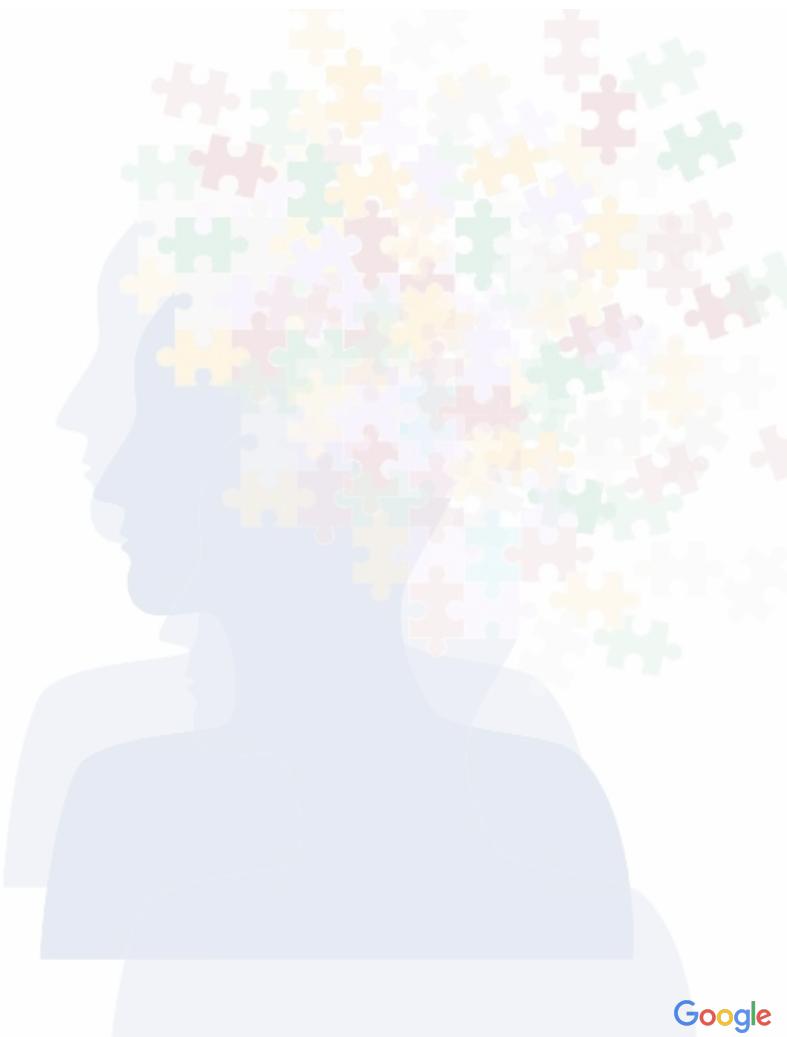
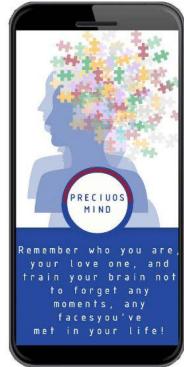
[Low-Fidelity prototype Link](#)

## Refining the design

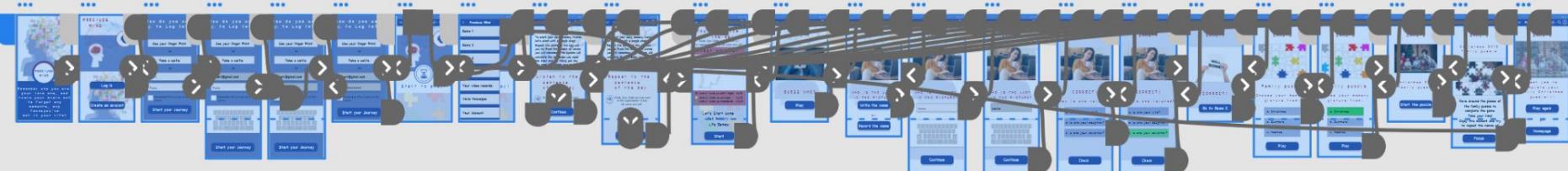
- Mockups
- High-fidelity prototype



# A few Mockups



# High-fidelity prototype



[Hi-Fidelity Prototype Link](#)

# Going forward

- Accessibility Consideration
- Takeaways
- Next steps

# Accessibility Consideration

1

To guarantee accessibility, I used icons to make the navigation easier.

2

To guarantee the accessibility, I considered typical and popular gesture to click the buttons, and motions from a page to the next one, or the back one.

3

To guarantee the accessibility, I consider to use high contrast colors from the Homepage through the entire flow. All the buttons have dark color to be more intuitive to click on.

# Next steps

1

Conduct a usability studies to confirm if the features in the app design are effective for the memory loss.

2

Conduct more user research to determine any new features improvements.

# Let's connect!



If you'd like to  
see more or get in touch, my contact information is provided below.

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[Website: My Portfolio](#)