



Ease

- Take Care of Your Eyes -

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Web Design & New Media • Academy of Art University

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OVERVIEW

Autobiography

Résumé

Elevator Pitch

Thesis Abstract

Statement of Interest

Autobiography

I am Chao-Tzu Kao, My English name is Nancy. I am from Taipei, Taiwan. a beautiful small island. I love to eat, take pictures, record my life, painting and travel, I like to share and help people. I feel happy when I feel that I am useful, can bring the happiness to others. I'd like to be an open-minded person who learned to respect the different voice and idea in the world although it is opposite to mine.

I love graphic design, particularly packaging, CD covers, and books. I am always easily to be attracted by beautiful packaging and covers. I also enjoy to go to Trader Joe's, Costco, IKEA, Crate & Barrel shopping or just to look around, take a walk without any purpose. I like to visit friends and to see how they decorate their house. I like to know about what the meaning or image of the home to the different people.

I learned fine art in the junior high and senior high school. In college, I selected the commercial design to be my major, laid a solid foundation for the graphic design and learned more relevant professional knowledge. Layout and packaging classes cultivated my strong interest in graphic design. I also expect to engage in related jobs in the future.

After college, I expect to leave the original fixed framework and comfortable zone to bring more opportunity for myself, such as going to a new place or getting with new experiences. That is why I study abroad. My major is Graphic design at first, but I changed to Web Design and New Media now. I think a whole new area can bring me more opportunities. The UI and UX design combined both humanity and graphic design with the technology. I am enjoy learning a new skill and get a new challenge get a new limit. It worth to try.

I hope I can exploring and attempting to understanding the world we live in, and be real considerate for other people. And I hope myself can be a helpful person, can help others people in any forms or ways. Succeed as an individual, without forgetting that we are a part of the human race, and all share this planet.

Résumé

Education

Academy of Art University (AAU)
MFA of Design in Web Design & New Media
06/2012 to 12/2015 (projected)

Ming Chuan University (MCU), Taiwan
Bachelor of Design in Commercial Design
09/2006 to 06/2010

Experience

Beyond Public Relations Co., Ltd. Taiwan 2009 to 2011

Participated and coordinated in SKII Press Conference
Planned and coordinated Abbott products' promotion activities
Assisted Adidas to choose and collect the latest products for shooting photos being used in an magazine
Participated and coordinated the fashion show of Izzue flagship shop opening
Participated and coordinated Love & Support of Colon Cancer Activity held by Formosa Cancer Foundation to set the Guinness World Records

Oriental Communication Co., Ltd. Taiwan 01/2009 to 07/2009

BCBD Association of Chinese Branding Development
Member of Graphic Design Section
Young Branding Leader Group
Responsible for the design of name cards, badges, catalogs, cover of publishing, and set design of related activities

Tidepool. San Francisco 07/2015 to 12/2015

Junior Design Assistant, the roles and responsibilities of this position include user experience and graphic design.

Awards

4A Yahoo! Creative Awards - Yahoo! Corp

Received Excellent Work Award
05/2009

Chinatimes - Times Award

Nomination for Want Want Holdings Limited advertising posters
06/2009

Taipei City Fire Department

The video "Disaster Prevention" was nominated
09/2009

Quanta Culture & Education Foundation

Received Excellent Work Award for Wandervogel Program
06/2010

Languages

English
Mandarin

Skills

Adobe CC Suite, UI/UX Design, HTML5, CSS3, Sketch, Keynote / PPT, Illustration

Elevator Pitch

Nowadays people keep browsing their smartphones and tablets and have the habit of watching one spot for a long time and forgetting to take a break. The muscles of the eyes will stiffen and then the eyesight will decline. Myopia and other eye problems that are caused by computer, smartphone, and tablet use have increased drastically over the past decade. Overuse of the eyes has become a serious problem in modern days.

The eyes are the window to the world, but most people don't think that taking care of their eyes is important until their eyesight begins to fail. Caring for one's eyesight is as important as caring for other parts of the body.

Thesis Abstract

The more you train a muscle the more it can do for you. Your eyes are just the same. One of the reasons why our vision weakens is because the elasticity of our eye ciliary muscles declines. The muscles lose their ability to reshape the lens to focus on an object. Meanwhile, the excessive use of eyes with modern technology, long-term eye strain which causes ciliary muscle tension, and unable to relax all lead to vision recession at a younger age. Eye problems related to digital screen use have been rising drastically.

Other reasons that vision degenerates are the loss of elasticity of the crystalline lens and as the vitreous liquefaction. Since our crystalline lens and vitreous are not muscles, we can not train them.

However, we can improve our CVS (Computer Vision Syndrome) with exercising and resting our eyes, and to keep the blood flowing around our eyes in order to promote cell metabolism. Hence keeping good blood circulation in our eyes is an important way to keep the eyes healthy.

The “Ease” app was created to encourage users to take care of their eyes. It records how long the user spend on their smartphone. It provides usage reports in Daily, Weekly, and Monthly formats. The user can see how much time they spend on their smartphone. If their usage is over the recommended maximum of two hours per day, the app can help them to control their usage.

There is also a function to remind the user to take a break when they are focusing on the smartphone for too long. The Relax function provides step by step instructions to helps the user to train their eyes. It has audio instructions and animation guiding the user through the exercises. This program can stimulate the muscles, blood vessels and nerves around the eyes to promote better blood circulation and relieve eye strain. The user follows the exercise by sounds instead of staring at the screen during the exercise.

“ Developing a habit of regularly resting your eyes and exercising your eye muscles can help you maintain the health of your eyes and perhaps even restore your vision. ”

Statement of Interest

Overusing one's eyes have become a serious problem. Nowadays we use our eye muscles very little when we look at things. Many of us tend to stare at the a screen for long periods of time and at a very short distance due to the popularity and availability of smartphones, computers, and tablets. I also have the problem of browsing my smartphone continuously, forgetting to take the break, and making my eyes tired. Also, lots of my friends and family have this same problem. There are a few ways to prevent eye strain such as reducing the time spent on the small screen every day, looking out at an object in the far distance, trying to move your eyeballs in different directions, and training your eye muscles by focusing on objects in various directions and distances. All of these are simple and effective ways to keep your eyes healthy.

The aim of Ease is to remind you to take care your eyes and develop good smartphone habits. It provides some easy programs like smartphone usage time tracking to help you to control and reduce the time spent using your smartphone.

The Reminder function reminds you to rest your eyes every 20 minutes when you are staring at the small screen of your smartphone.

Also, the Relax function provides some simple exercises, and the Prescription function helps the user record their prescription from their optometrist. The goal of the app is to help the eyes gradually feel more comfortable and may help to prevent eye issues from getting worse.

I would like to be a UI Designer in the future. The hardest part of the thesis project is making the UI beautiful and easy to read and navigate. It is a good chance to learn how to build

a UI and UX design together and make it look nice and useful. Through this project, I can learn how to design a good user interface for the user and how to balance between useful and beautiful. Every part of the UI should have a purpose. I hope I can accomplish these goals through the final thesis process.

PROOF OF CONCEPT

Concept Video Link

Prototype Link

Information Architecture

Task 1 - User Flow

Task 1 - Scenario

Task 1 - Set Reminder

Task 2 - User Flow

Task 2 - Scenario

Task 2 - Eyes Relax

Task 3 - User Flow

Task 3 - Scenario

Task 3 - Take an Exam

Task 4 - User Flow

Task 4 - Scenario

Task 4 - Check Usage of Eyes Record

Task 5 - User Flow

Task 5 - Scenario

Task 5 - Check Eyes Prescription

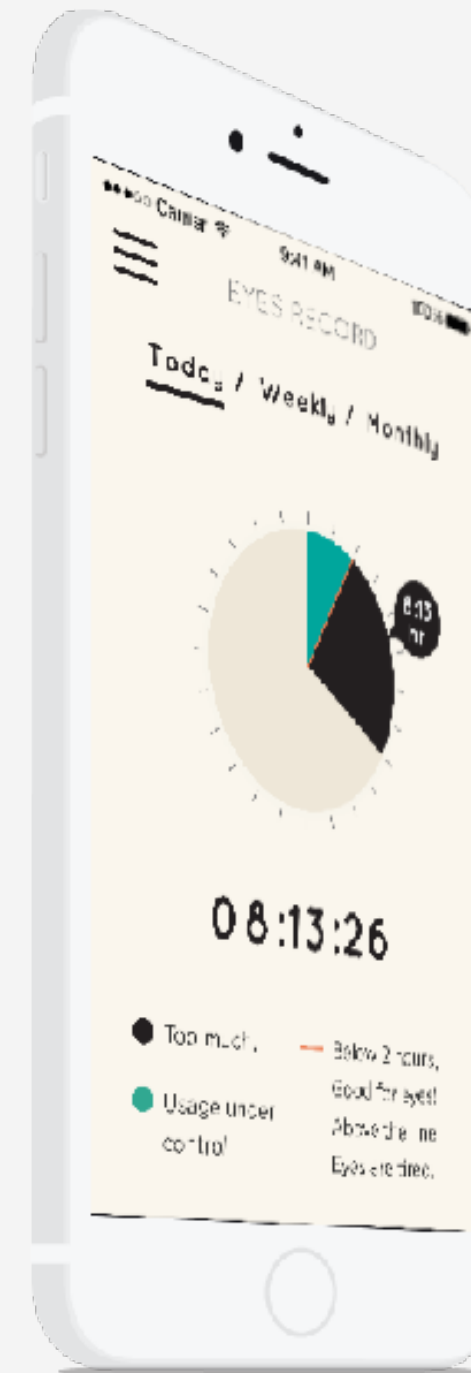
Concept Video Link

<https://www.youtube.com/watch?v=m47X-QadcyZE&feature=youtu.be>

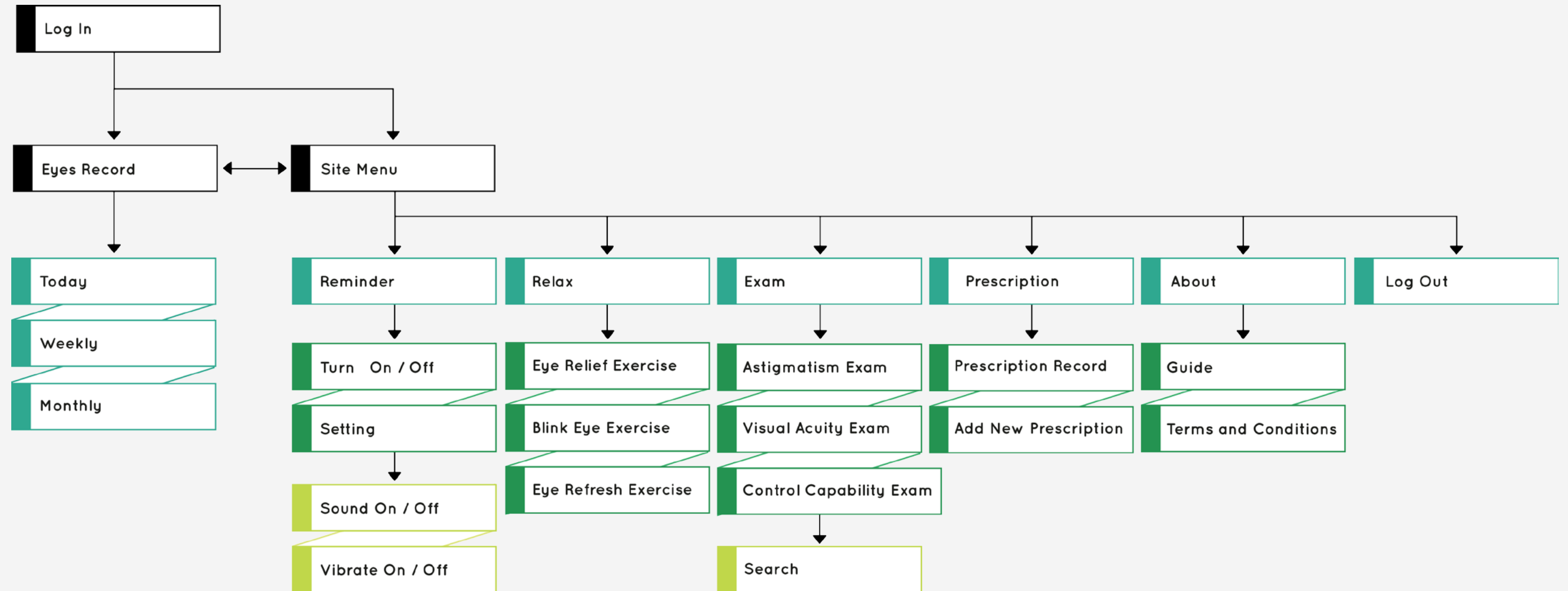


Prototype Link

http://www.nancykao.com/ease/index_1.html



Information Architecture



Task 1

- User Flow

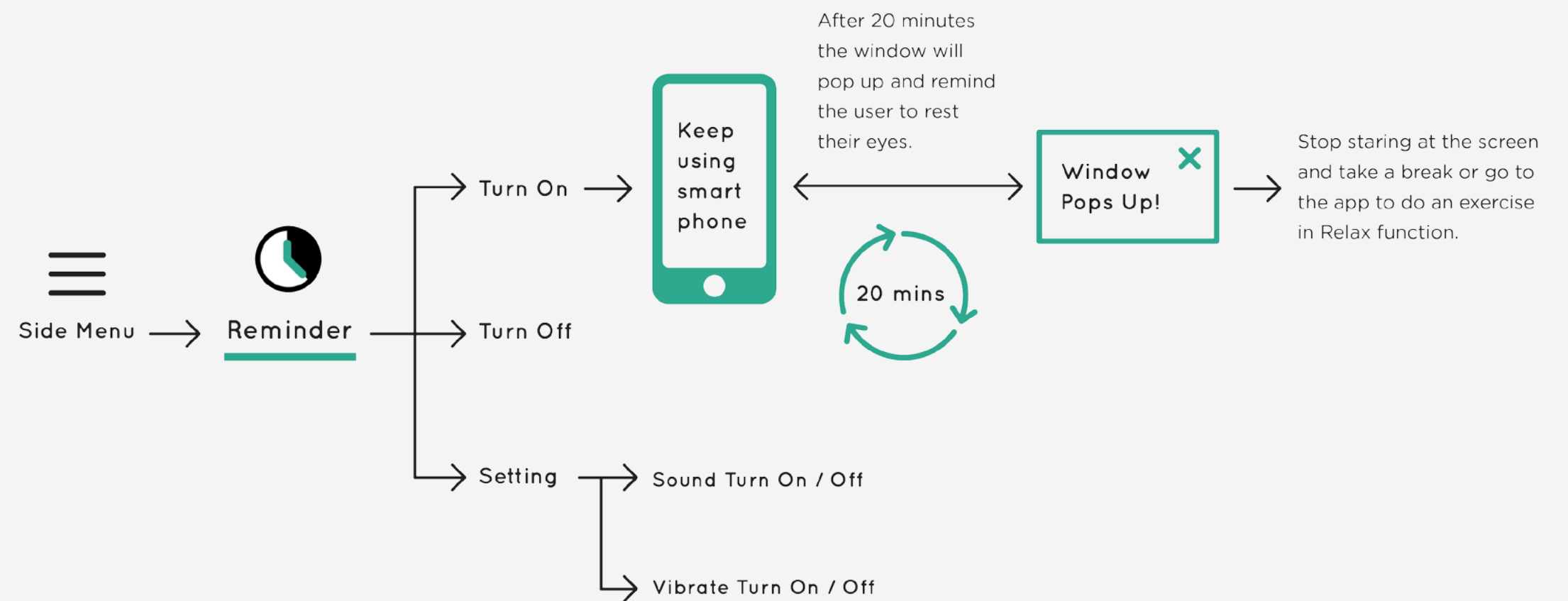
Set Reminder

Problem

Lali always stares at the screen too long and wants to remind herself to rest her eyes to stop herself from focusing on her smartphone too long and making her eye sight worse.

Solution

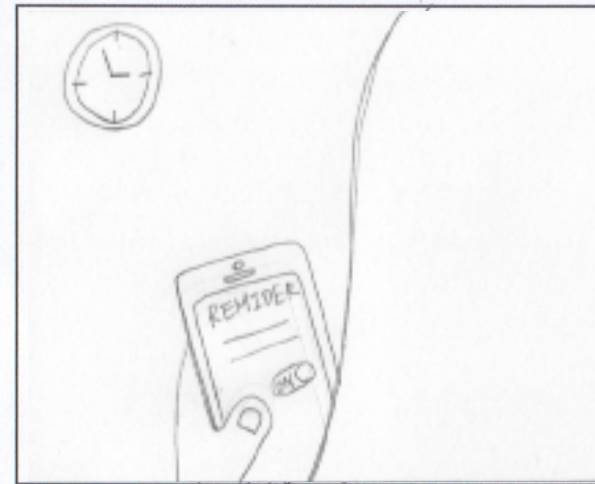
She stops using her smartphone and rests her eyes whenever the pop up reminder appears.



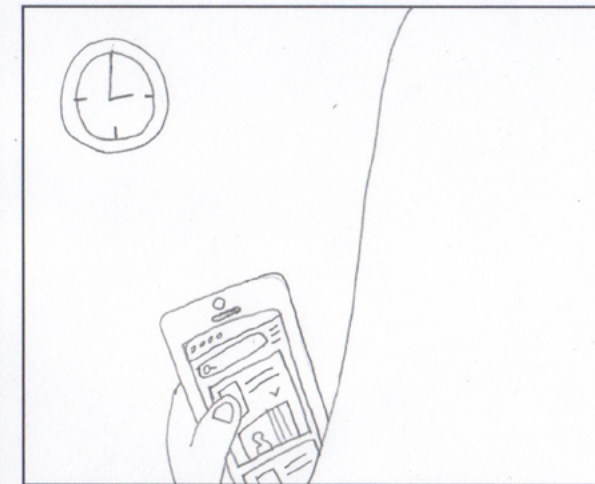
Scenario



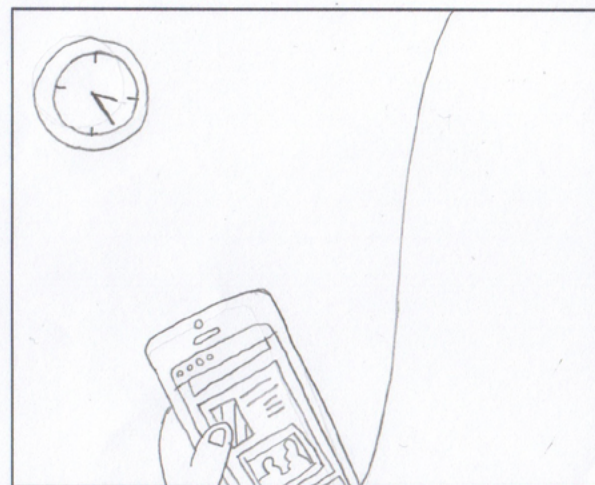
Lali wants to remind herself to rest her eyes to stop herself from focusing on her smartphone



She opens her app Ease and go to the Reminder to turn on the notice.



She keeps enjoying her navigation on her smartphone.



She is staring at the screen, getting closer and closer.



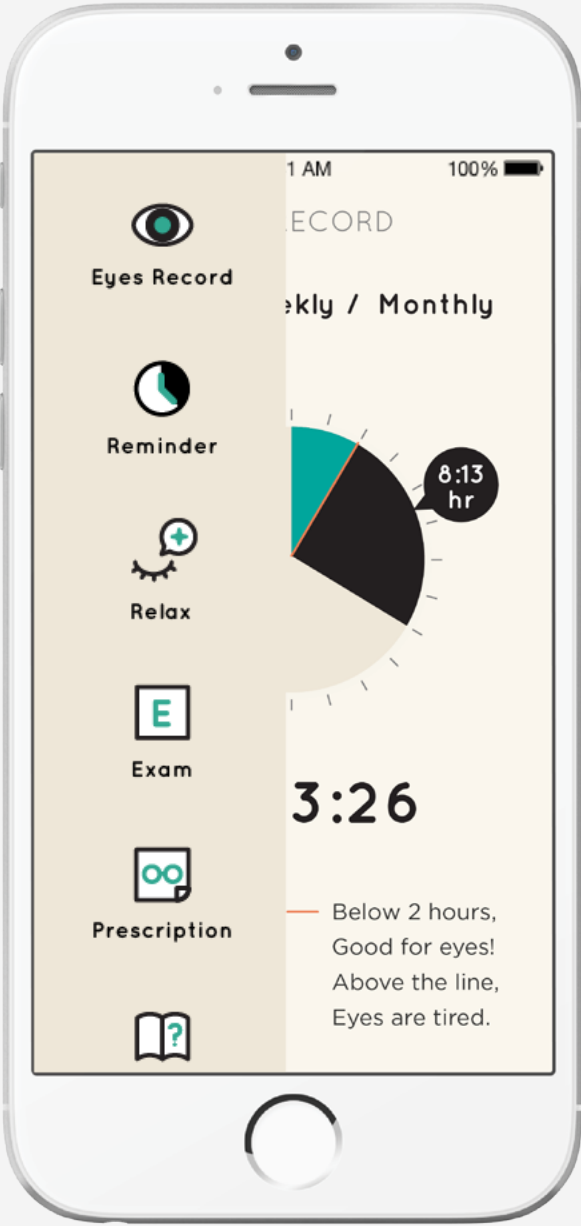
After 20 minutes, the window pop up and remind her to take a rest.



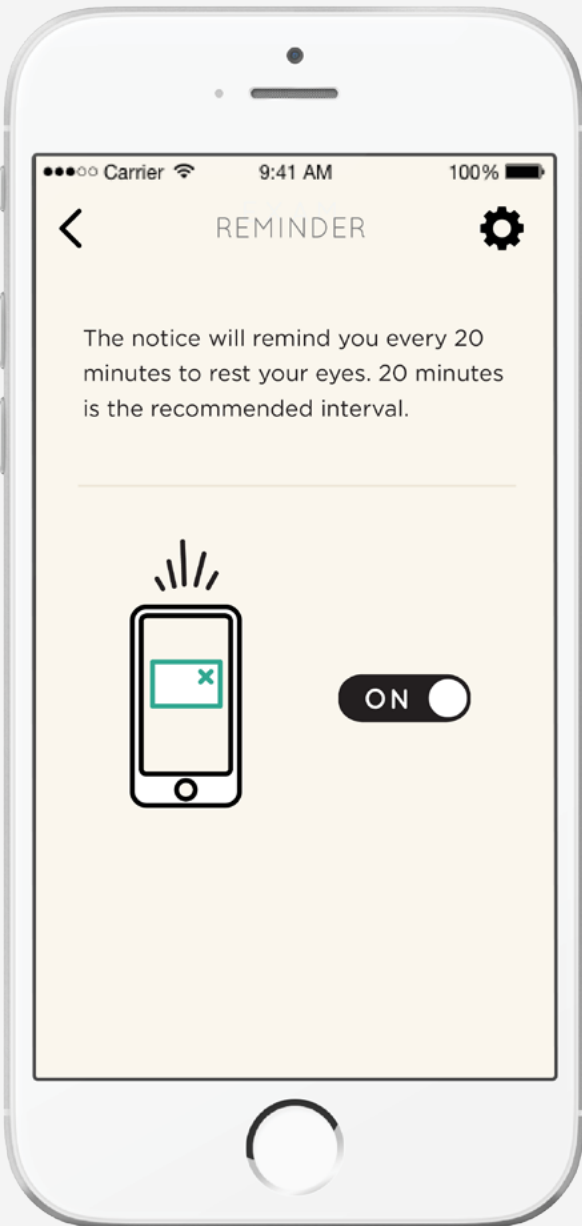
She stop browsing her smartphone and take a rest of her eyes.

Task 1 - Set Reminder

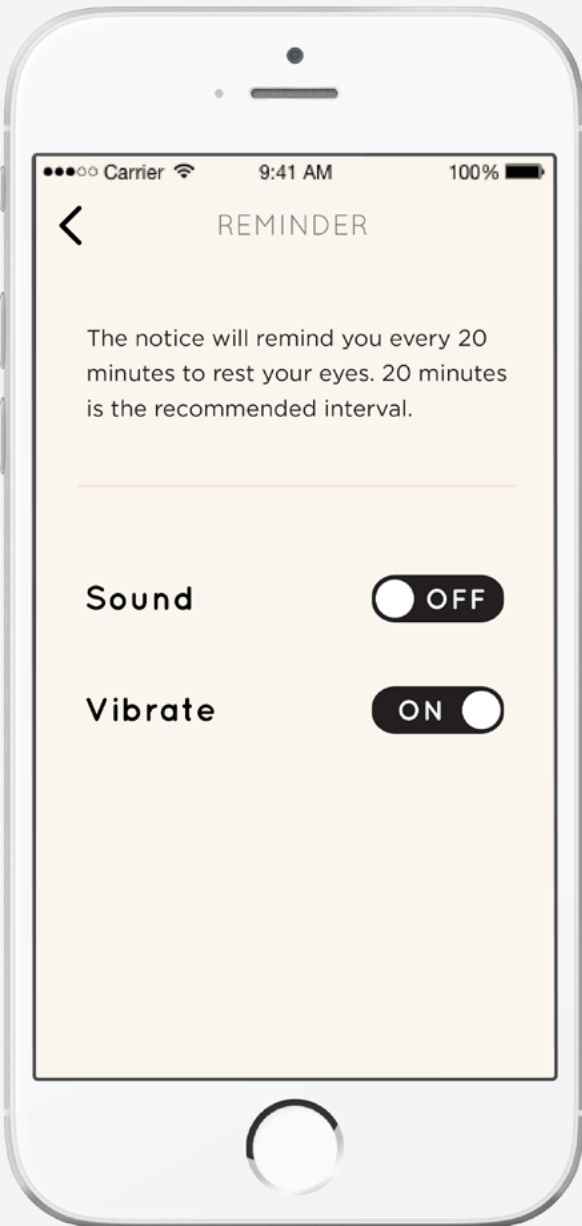
☰ Open the menu bar and tap "Reminder".



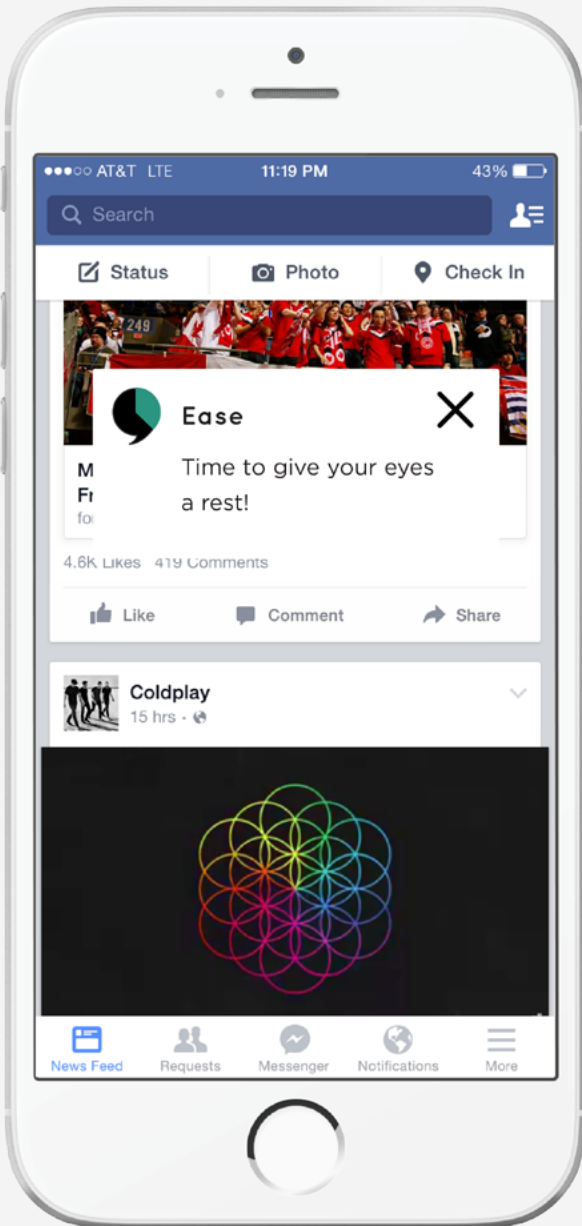
Change the toggle switch to ON.



To turn on or off the sound or vibration, tap the setting icon in the upper-right corner.



After 20 minutes, the Reminder window pops up and the smart-phone vibrates to remind the user to rest the eyes.



Task 2

User Flow

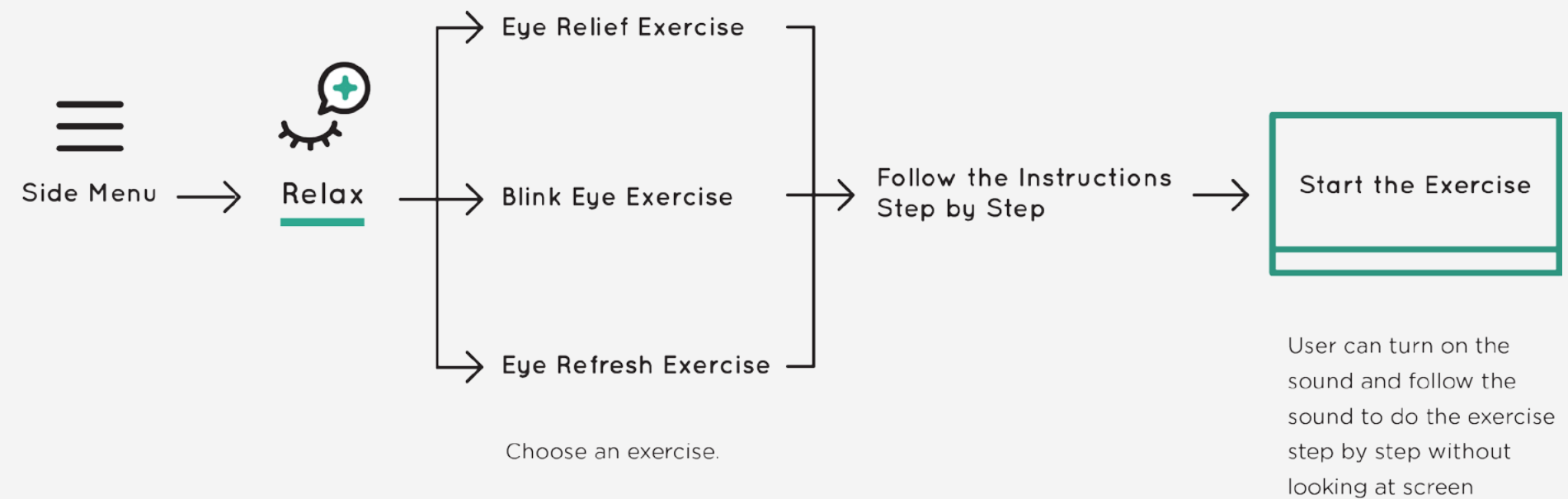
Eyes Relax

Problem

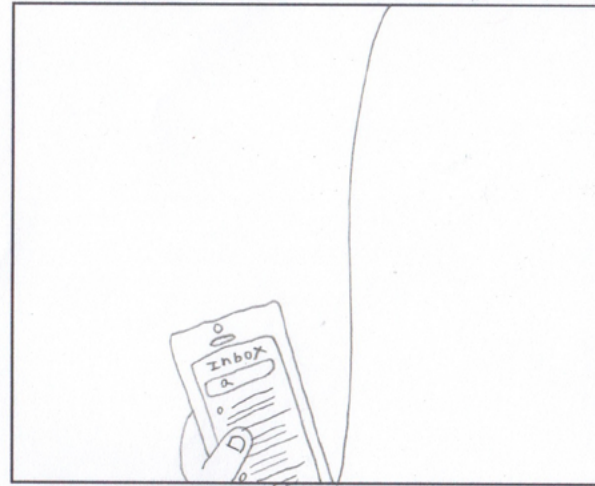
After focusing on the screen too long, Lali's eyes feel tired and uncomfortable. She wants to do an exercise to relax her eyes.

Solution

After the exercise, Lali's eyes feel better and comfortable. She is able to focus easily.



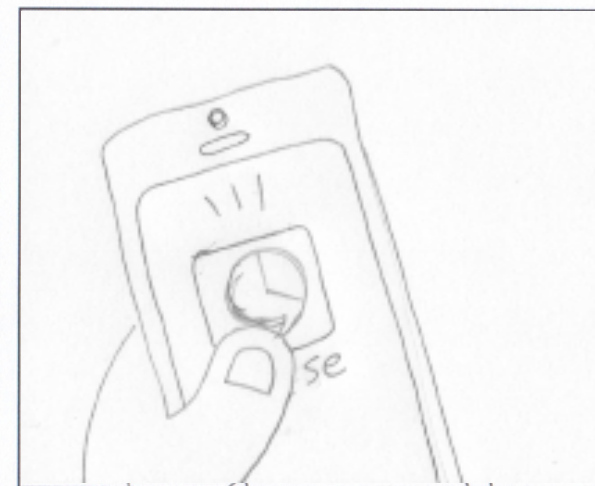
Scenario



Lali always uses her smartphone to check emails and handle her daily schedule.



After staring at the screen for a long time, her eyes feel tired and uncomfortable.



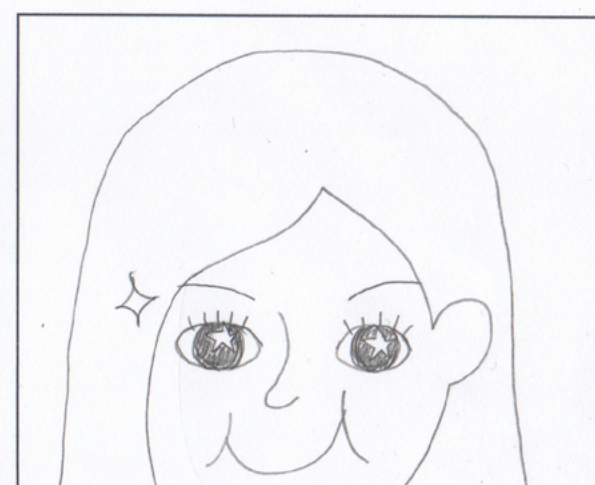
She opens her Ease app.



She wants to do some eyes exercise to relax her eyes; therefore, she goes to the Relax.



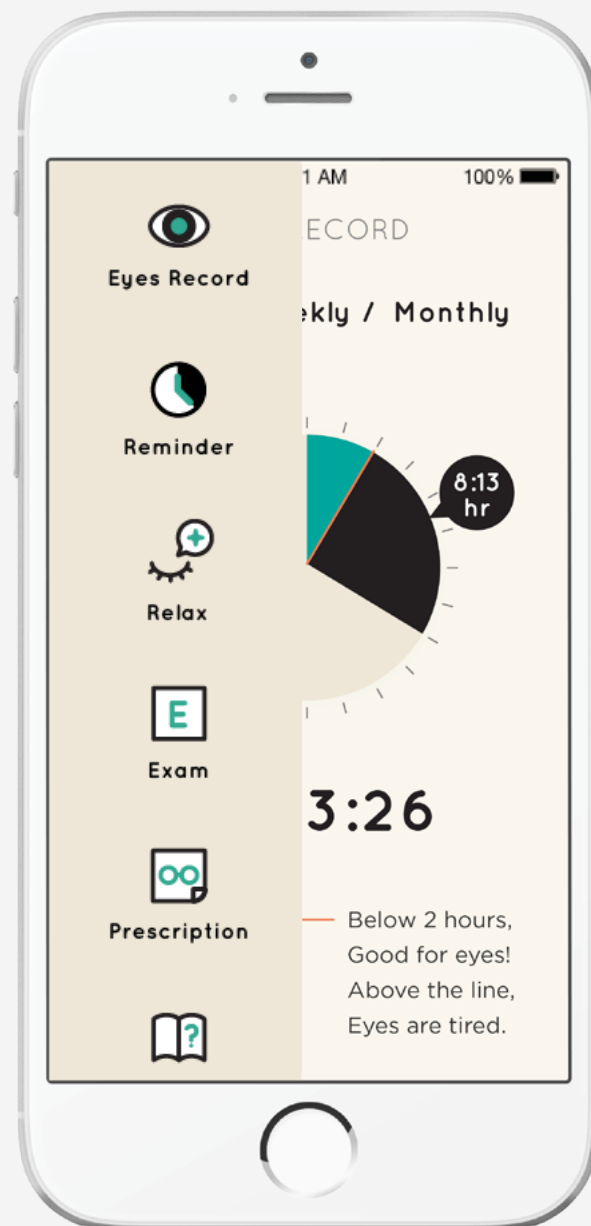
She follows the sound in the video to do the exercise step by step.



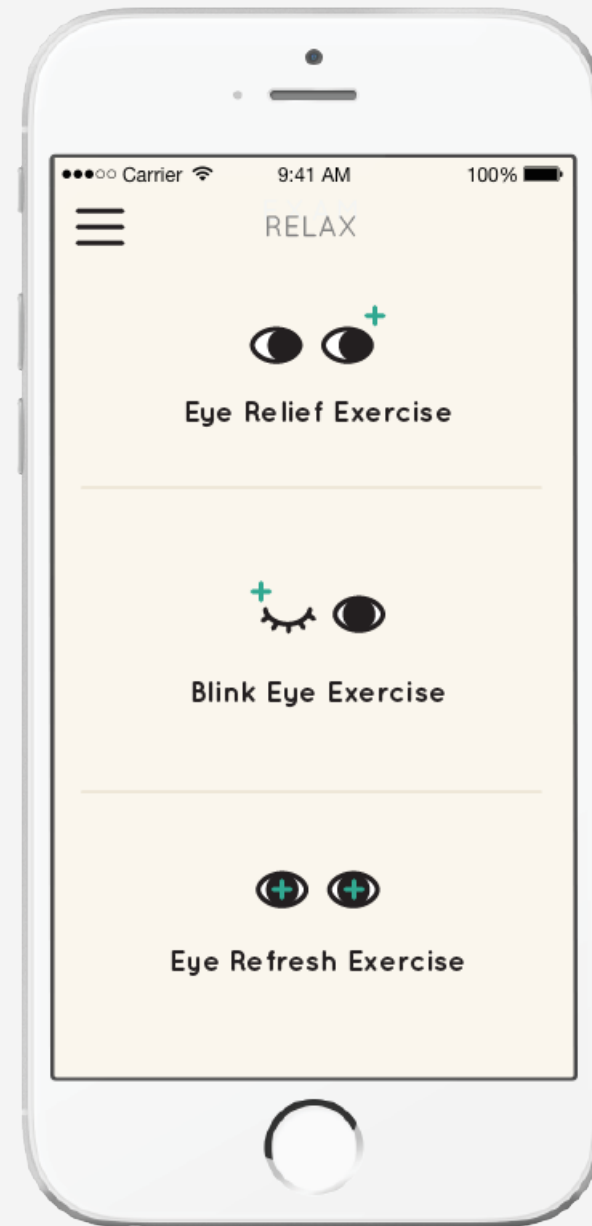
After the exercise, her eyes feel better and comfortable!

Task 2- Eyes Relax

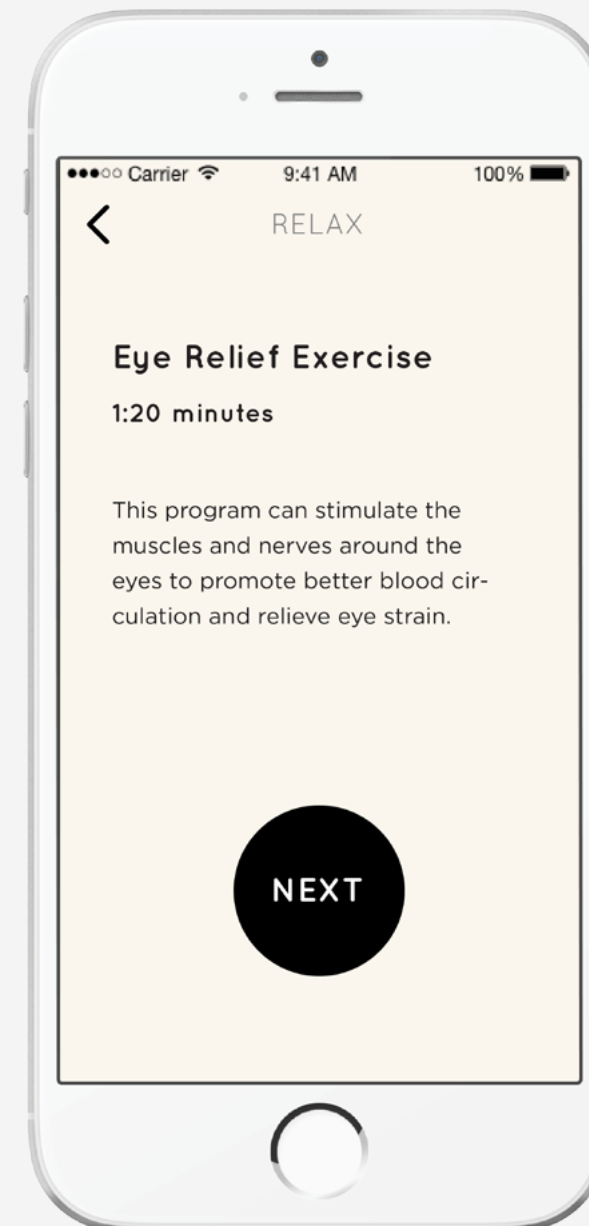
☰ Open the menu bar and tap
“Exercises”.



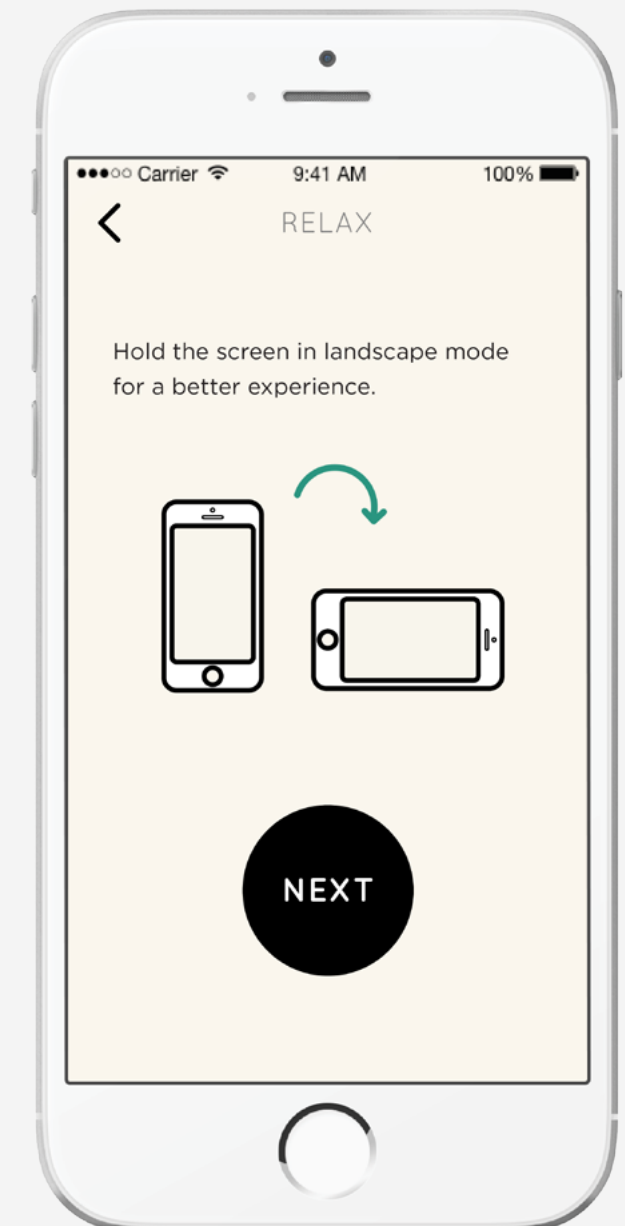
Choose one of the exercises
and tap it.



Read the brief introduction
and tap Next.



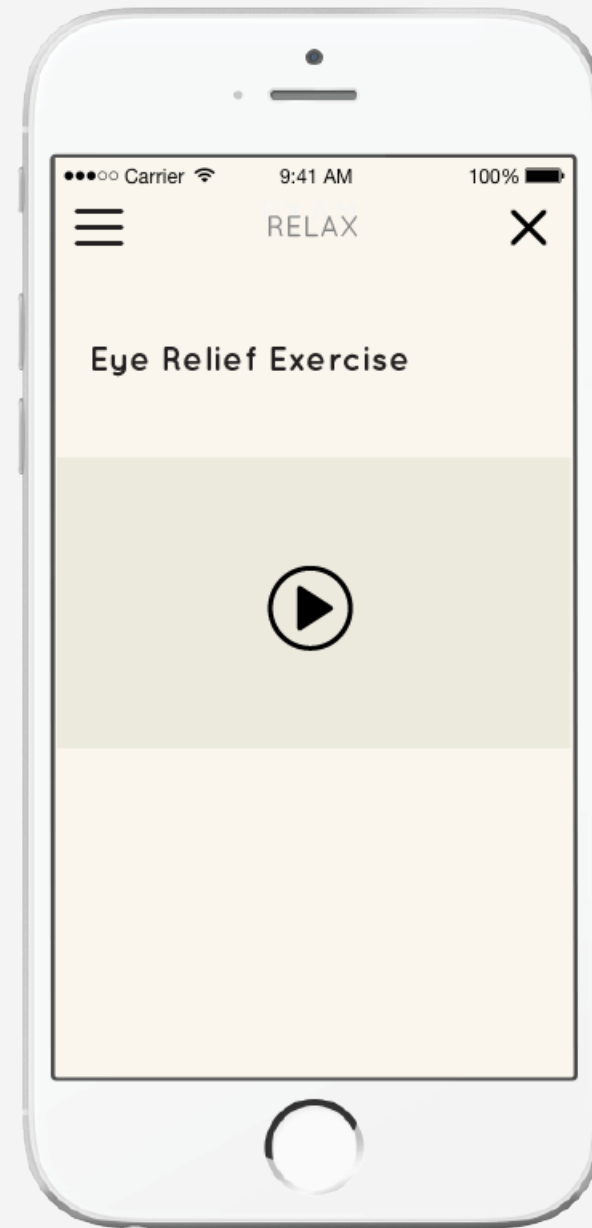
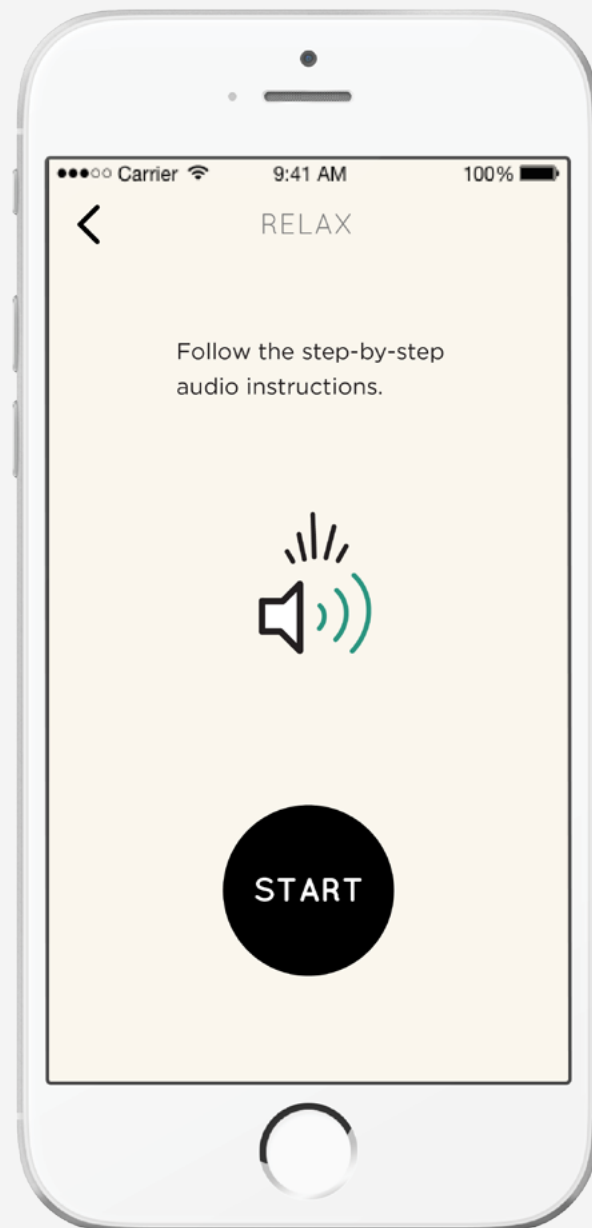
Follow the introduction to
get a basic understanding of
the exercise.



Task 2- Eyes Relax

The user can turn on the sound and follow the sound to do the exercise without staring at the screen.

Start the exercise and follow the step by step video.



Hold the screen in landscape mode for a better experience.



Task 3

User Flow

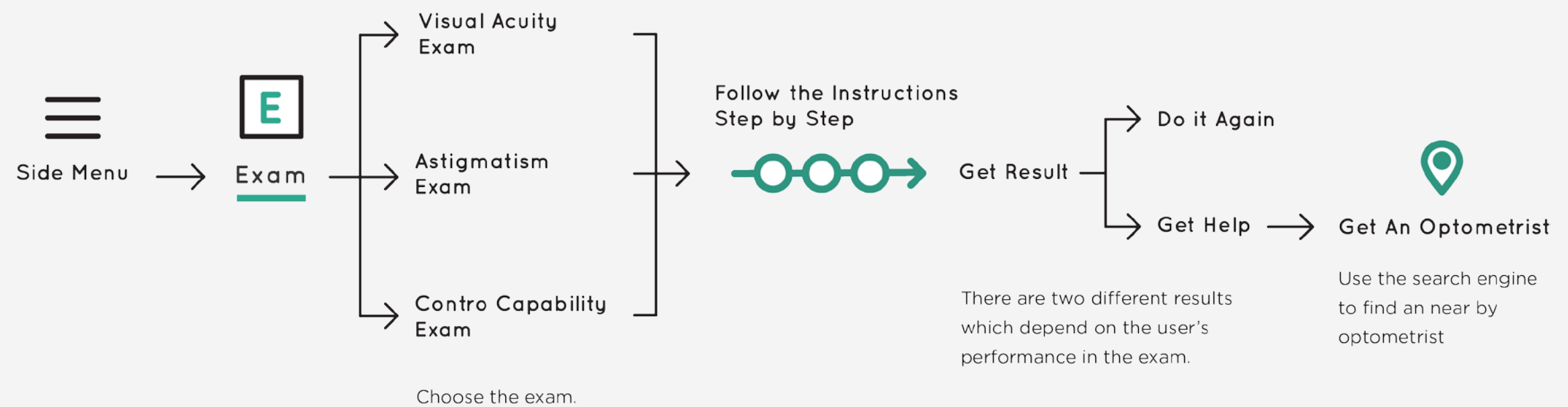
Take an Exam

Problem

Ariel feels things are blurry sometimes when she is reading so she wants to do a vision test for astigmatism.

Solution

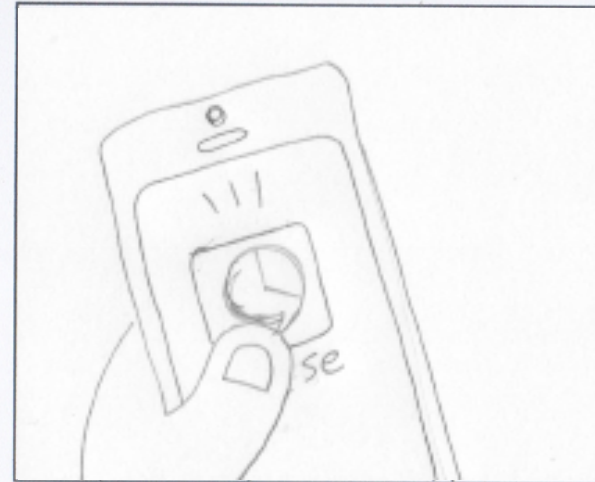
After she finishes the exam she gets the result with a recommendation to visit an optometrist to do a professional vision test. The app helps her to find a nearby optometrist.



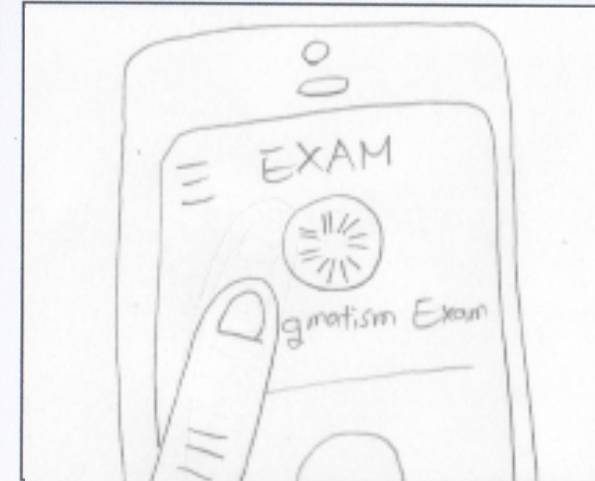
Scenario



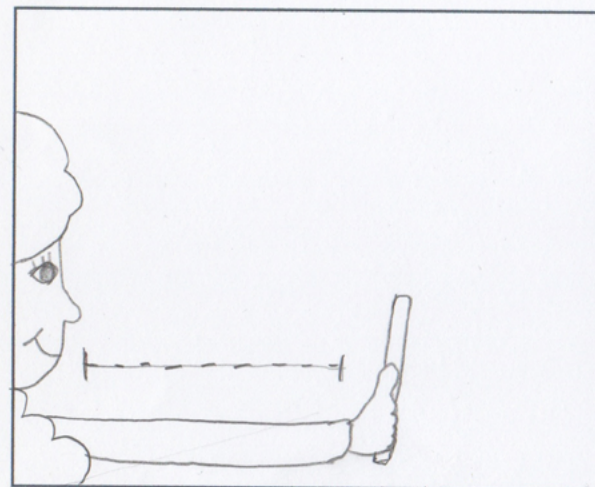
Ariel found that her vision sees something blurred when she was reading.



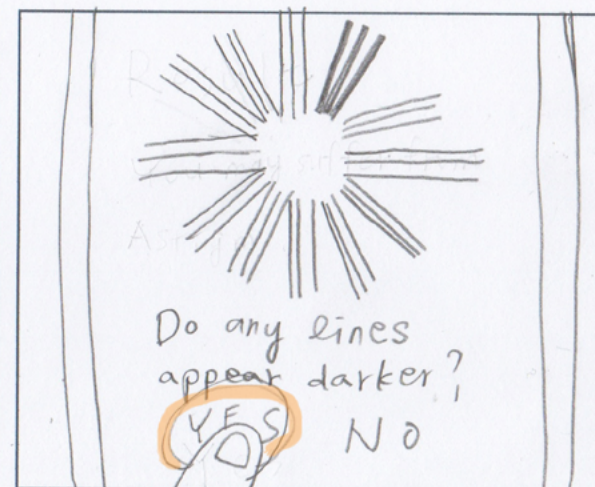
She opens her Ease app in her smartphone.



She wants to do an Astigmatism Exam to check her eyes.



She follows the instruction to make the right position.



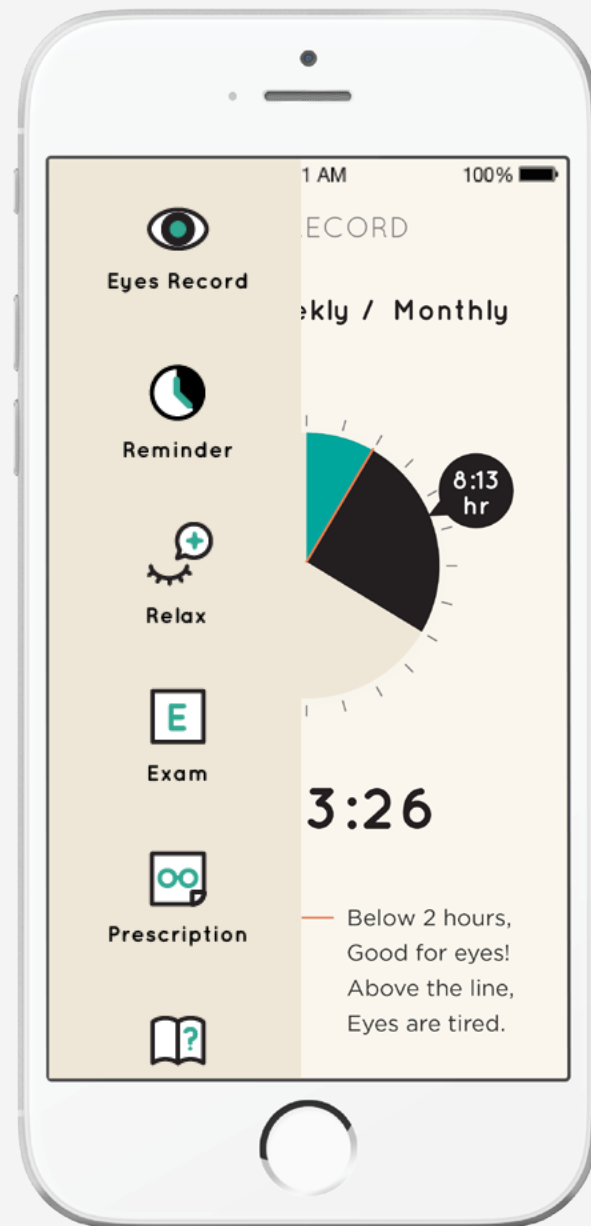
She follows the instruction step to do the exam.



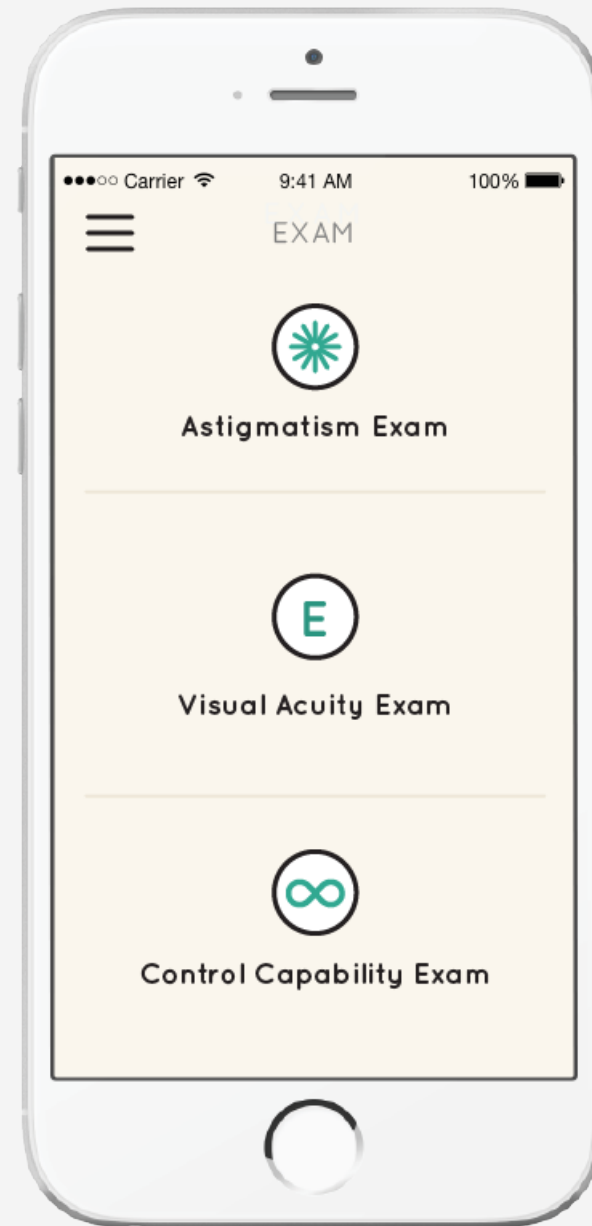
After she finished the exam, she gets the result which adjusts her to see the optometry to do a complete test with her eyes and provide the nearby optometrist.

Task 3 - Take an Exam

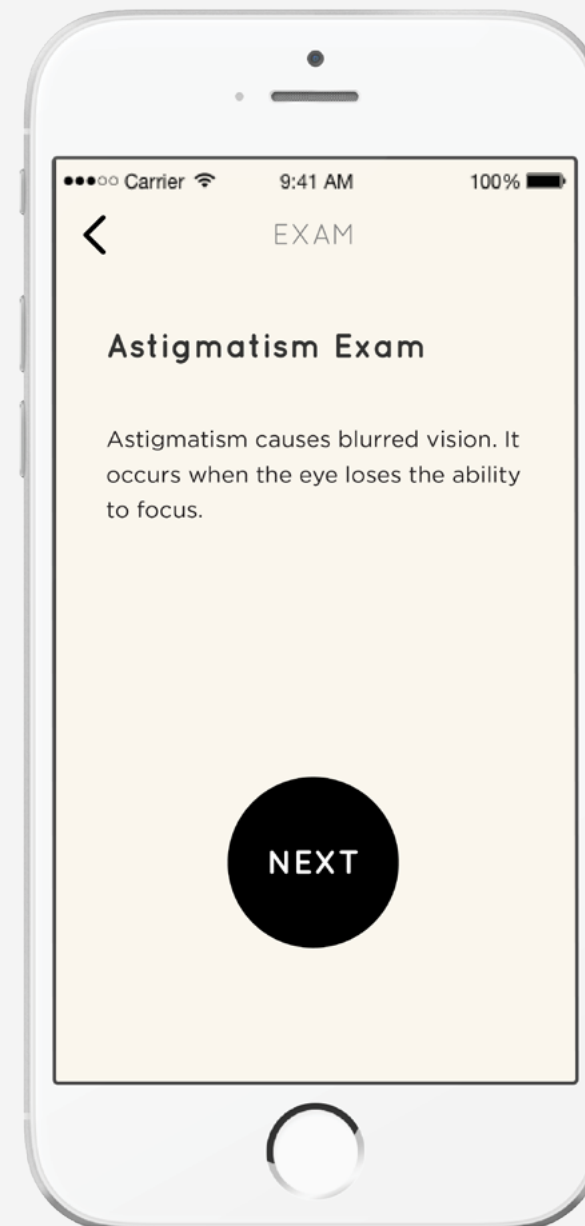
☰ Open the menu bar and tap "Exam".



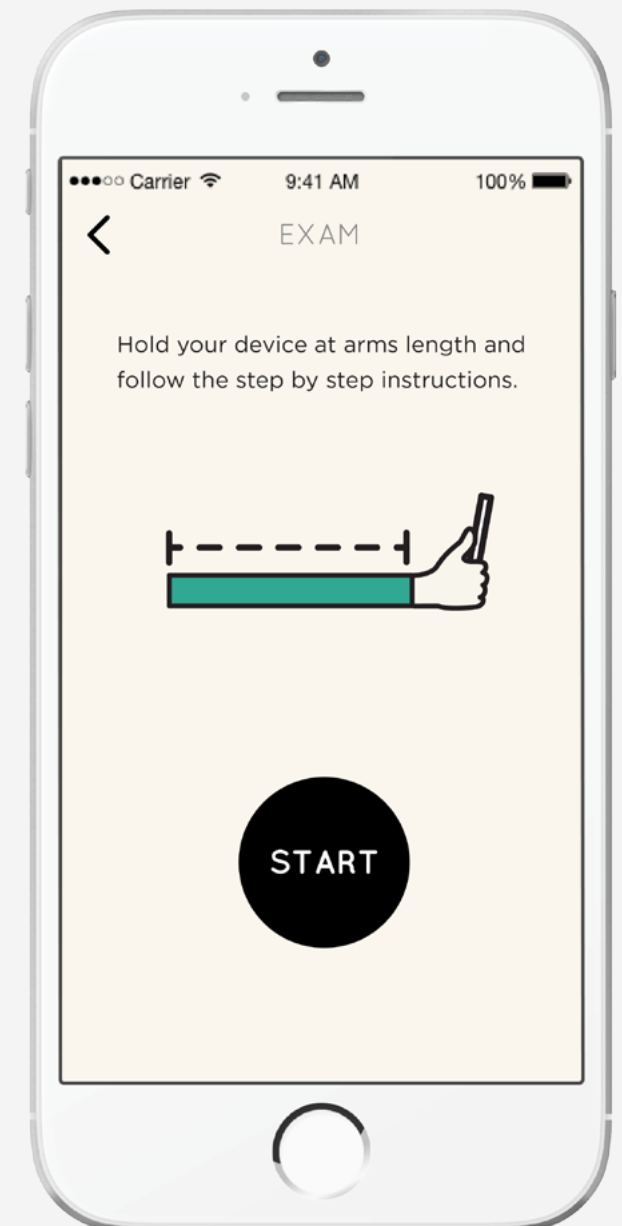
Tap Astigmatism Exam.



Read the brief introduction and tap Next.



Follow the introduction to get a basic understanding of the exam.

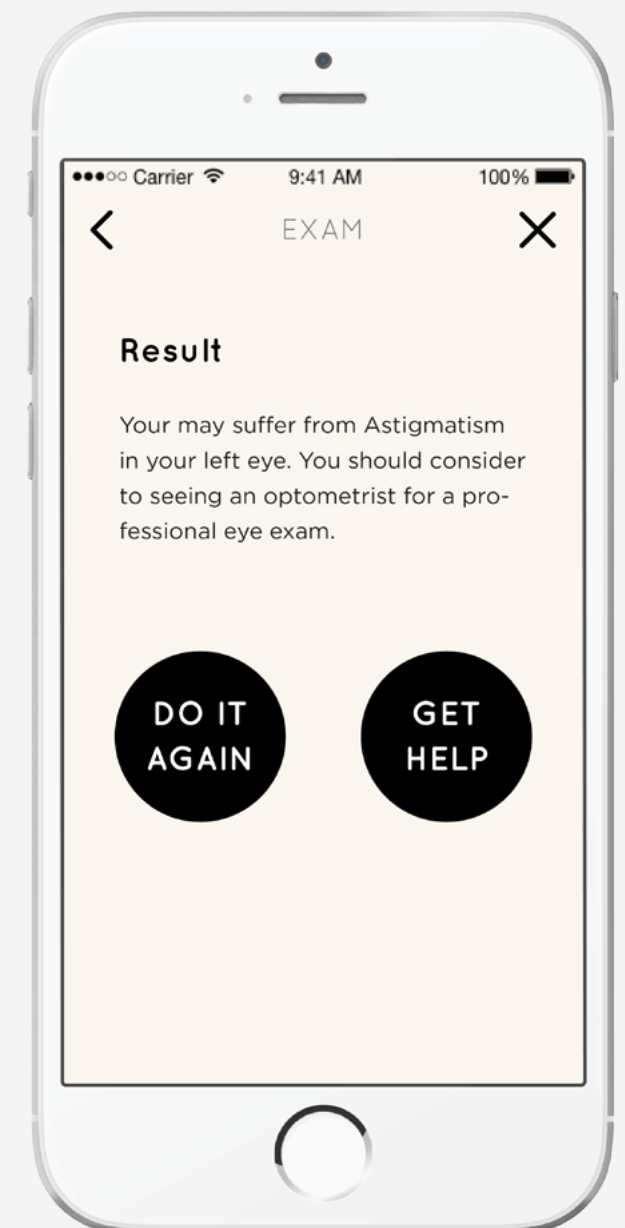
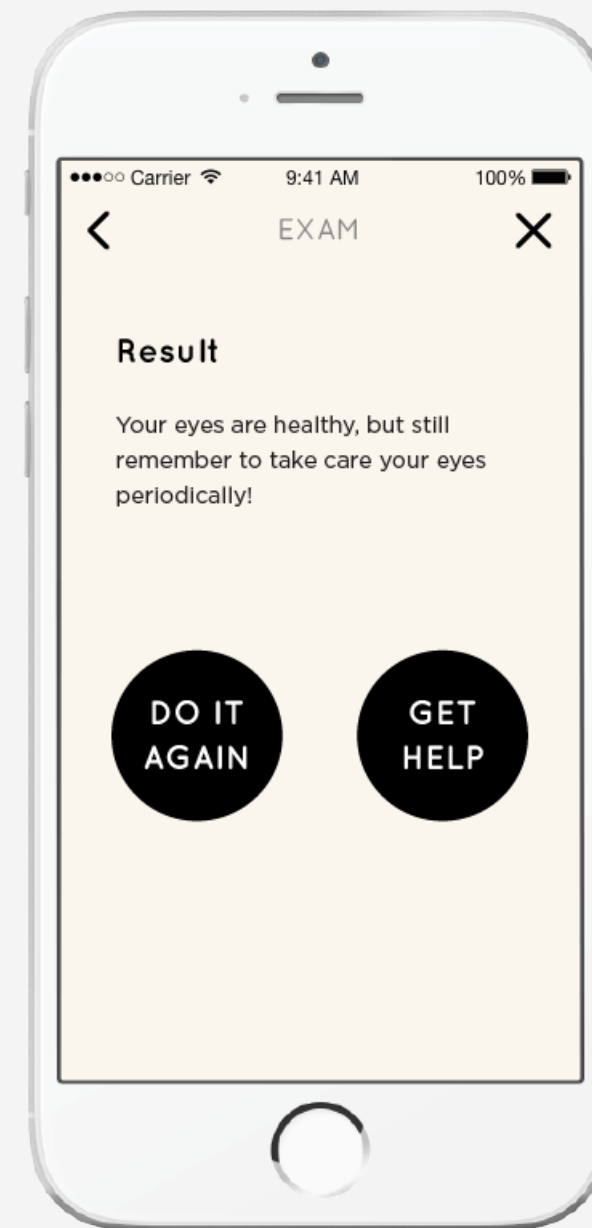
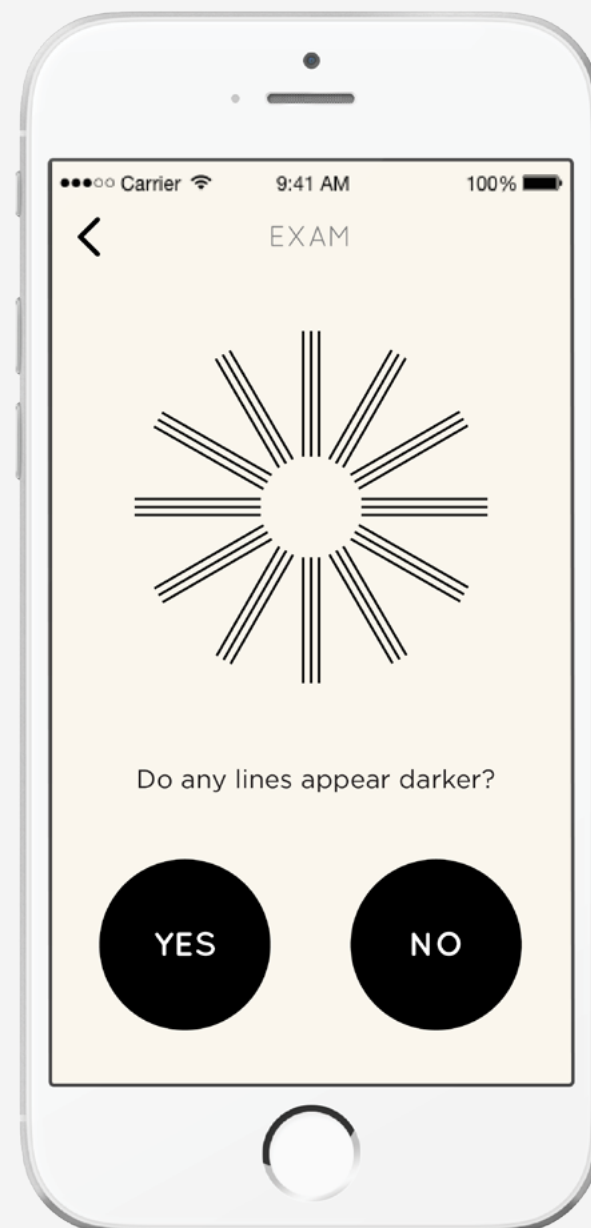
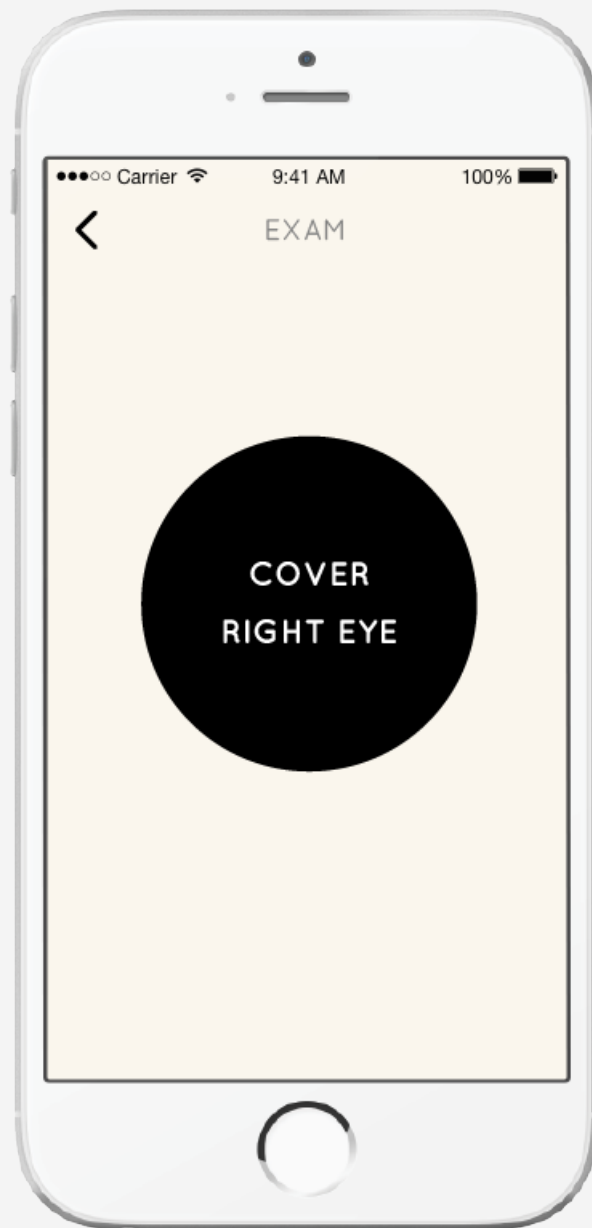


Task 3 - Take an Exam

Follow the steps.

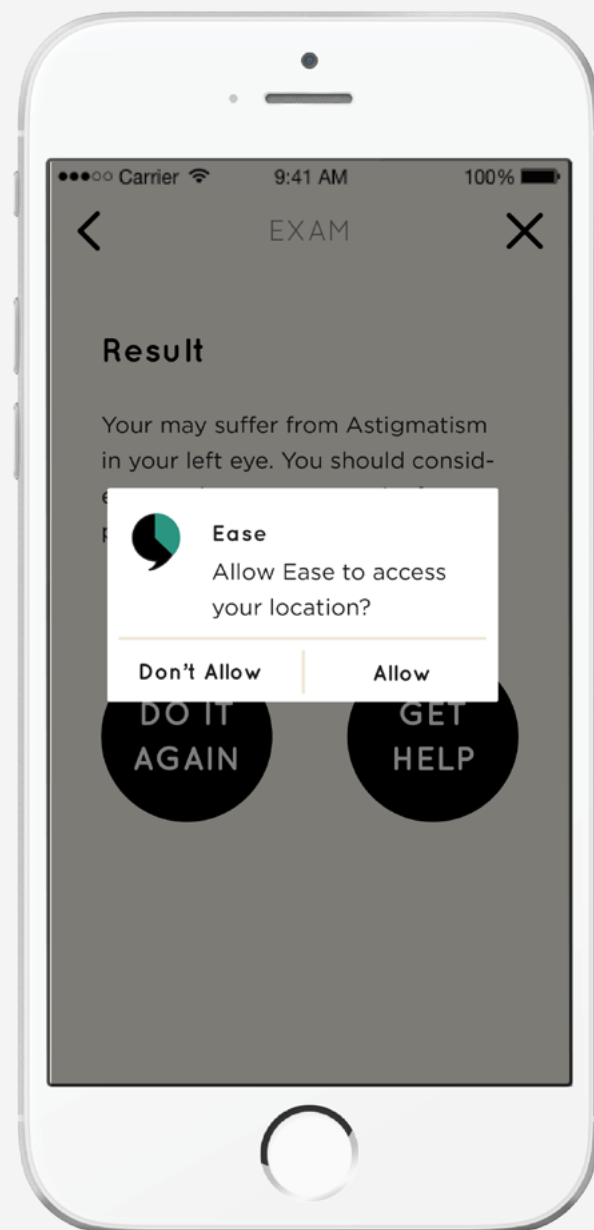
Get the exam result. There are two different results which depend on the answers chosen.

If the result suggests to going to an optometrist, the user can tap Get Help.

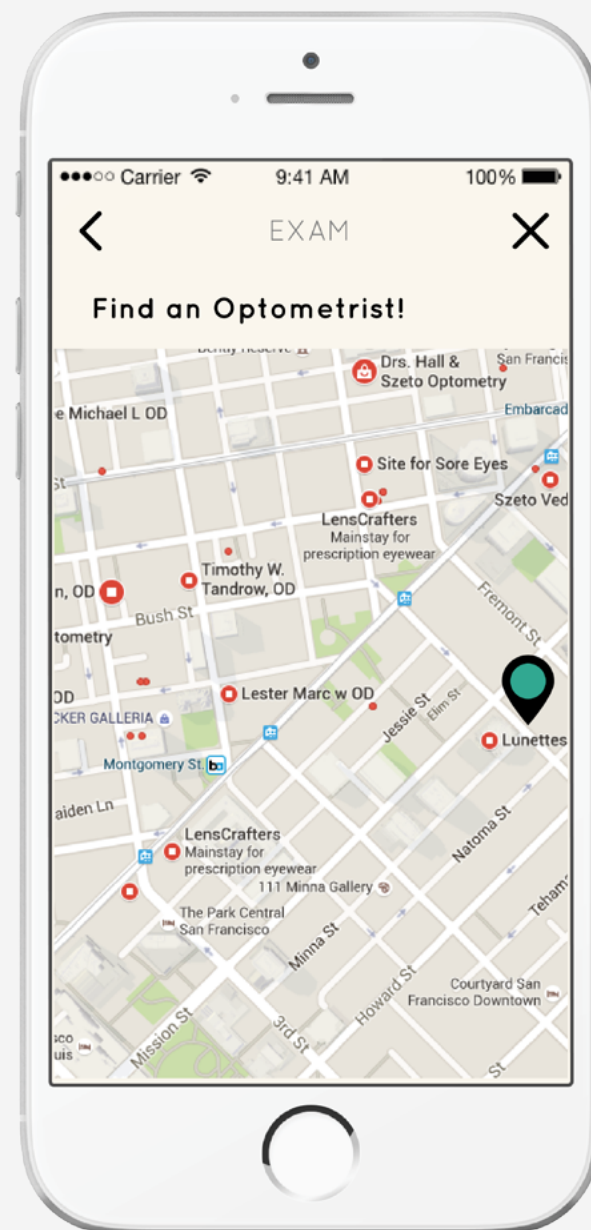


Task 3 - Take an Exam

A window pops up asking for the user's location.



If the user allows access, it shows a map with nearby optometrists.



Task 4

User Flow

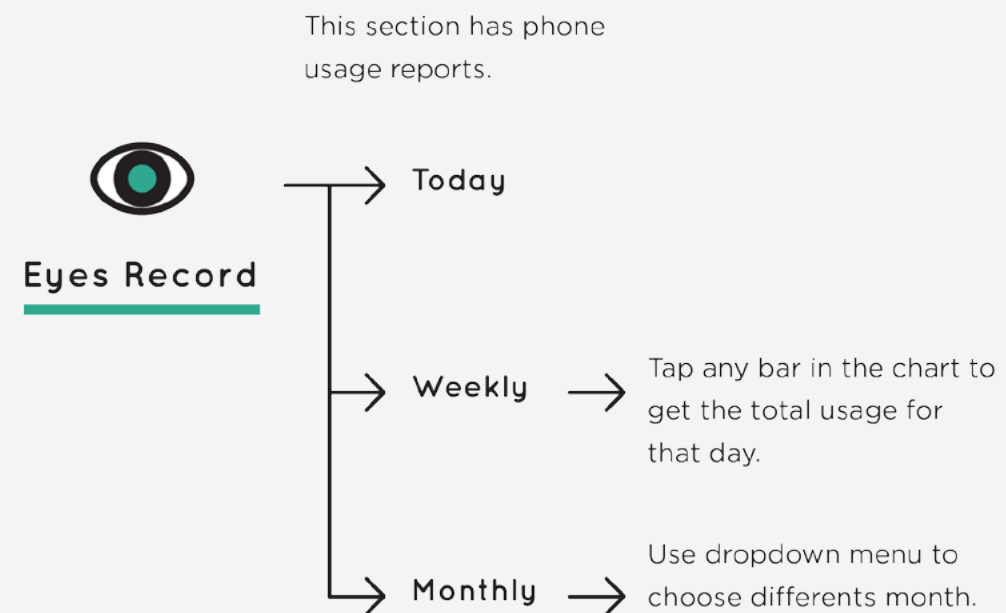
Check Phone Usage Reports

Problem

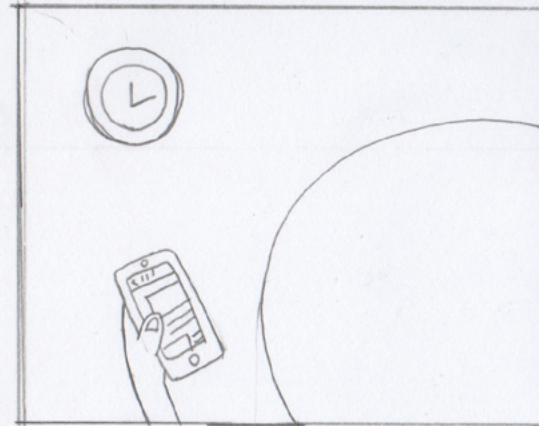
James wants to check how long he used his smartphone each day this week.

Solution

He found that he used his smartphone over two hours almost every day. He decides to reduce his usage every day.



Scenario



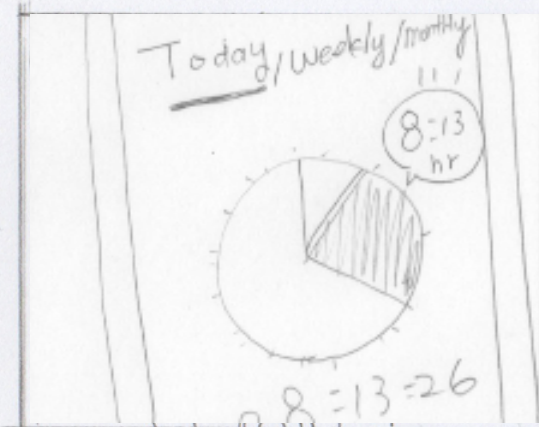
James spend a lot of time on his smartphone.



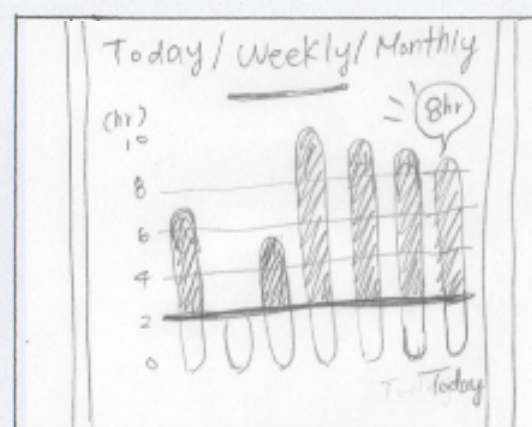
He was staring at the screen too long, and his eyes feel tired.



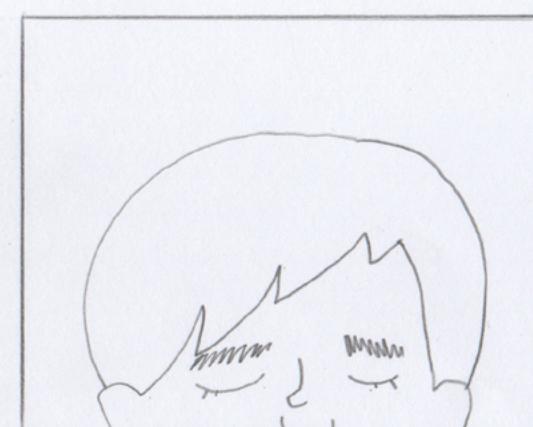
He opens the app Ease.



He found that he already spend eight hours on the smartphone today.



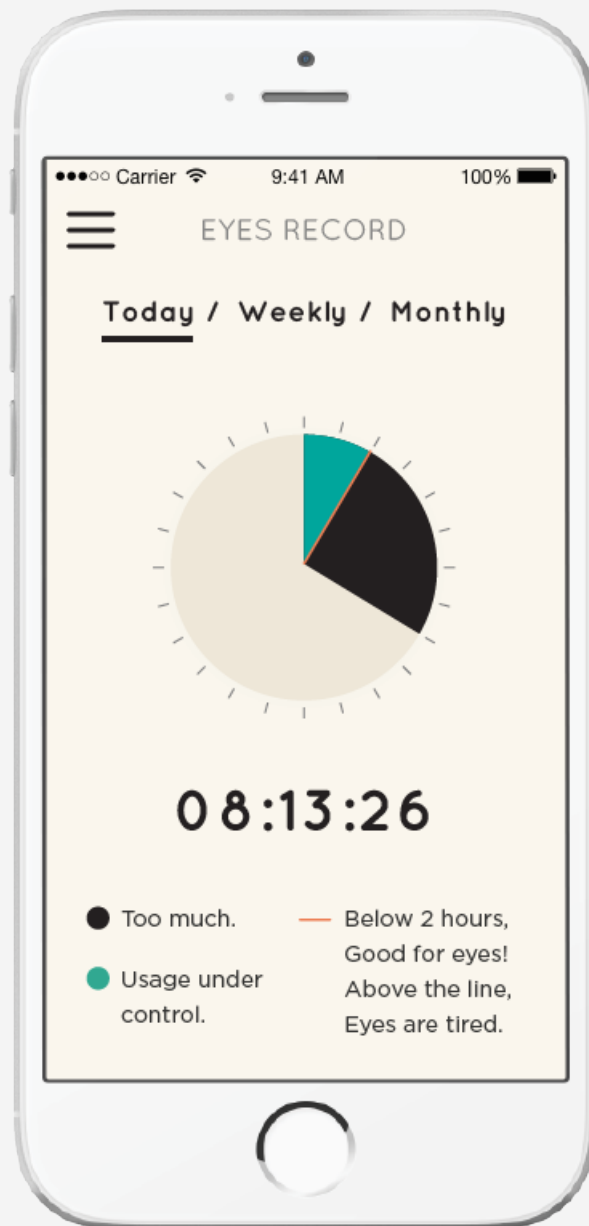
He also found that he uses his smartphone over two hours almost every day this week.



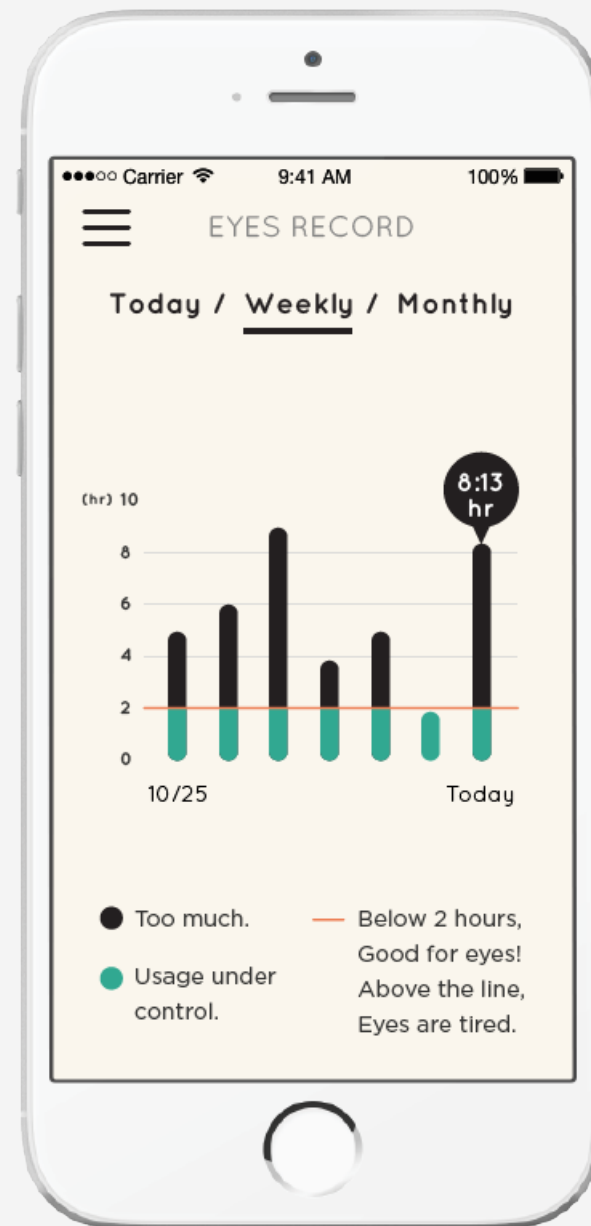
He stops using his smartphone and decide to close his eyes to take a break.

Task 4 - Check Phone Usage Reports

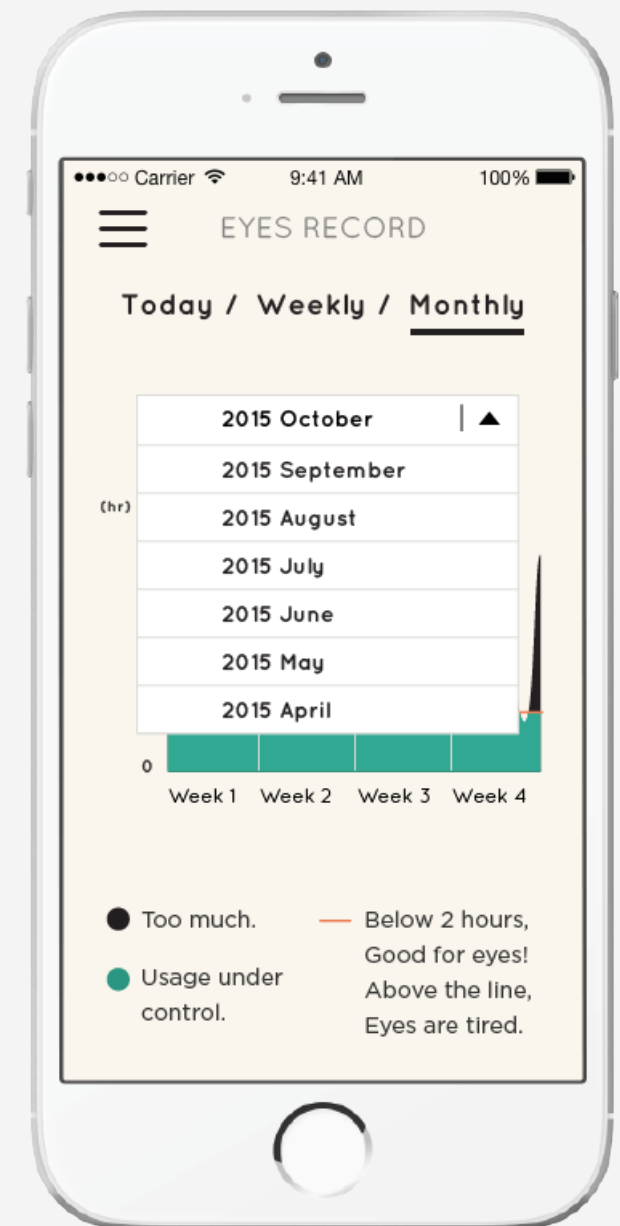
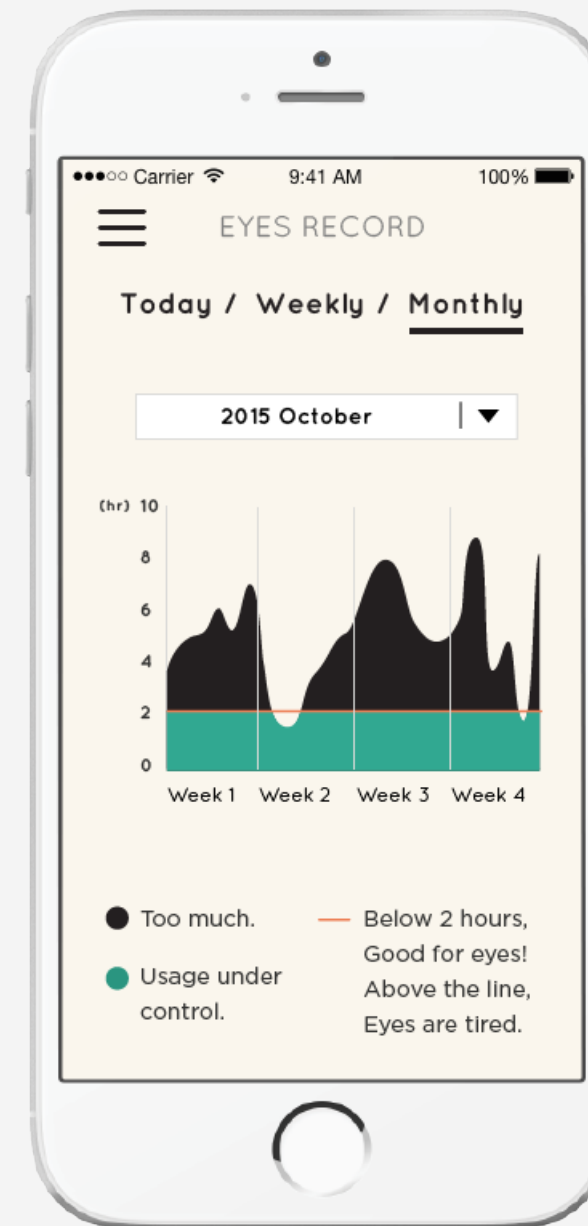
When the user opens the Ease app, the app starts out showing Today's usage report.



In the weekly report, the user can tap the bar for any day to see the total usage for that day.



In the monthly report, the user can use the drop-down function to choose different months.



Task 5

User Flow

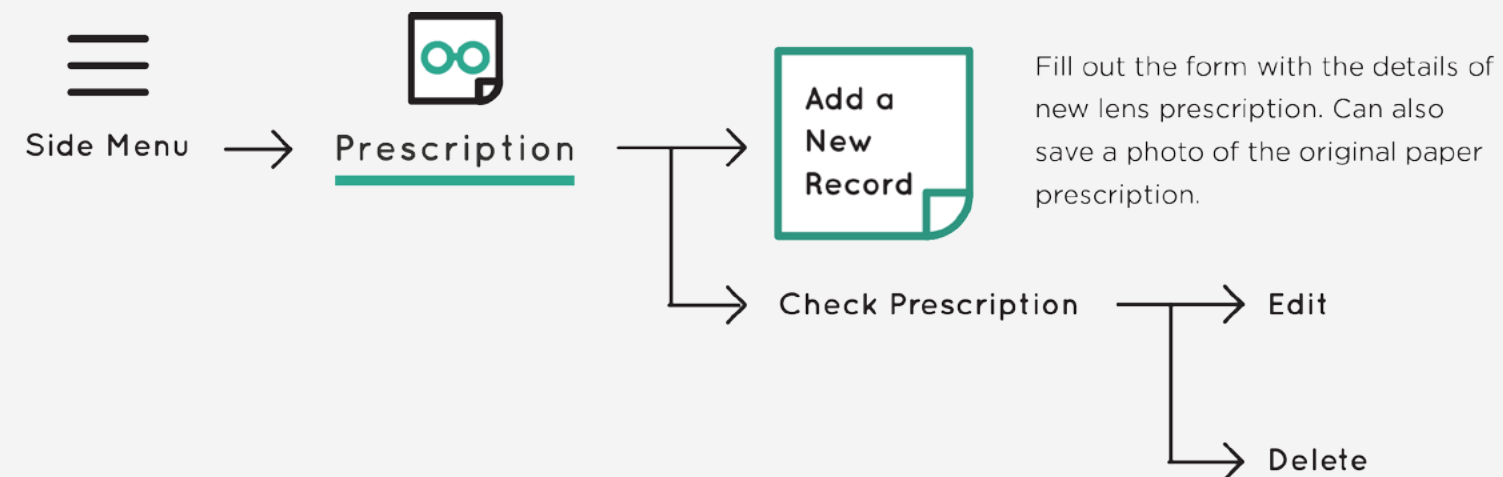
Save and Review Prescription

Problem

James wants to save his prescription info and use it to get a new pair of glasses.

Solution

He saves his prescription info in the app and shows it to the optometrist to make his new pair of glasses.



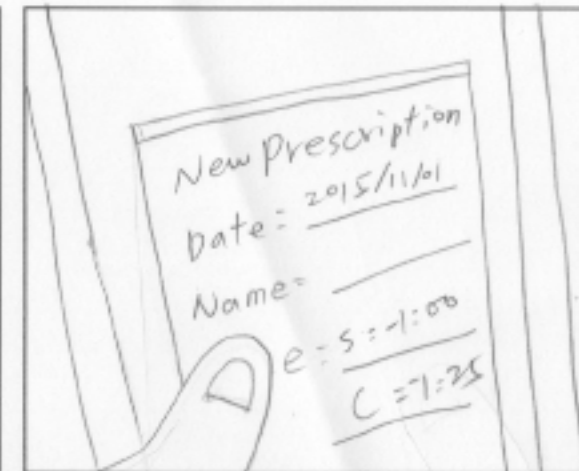
Scenario



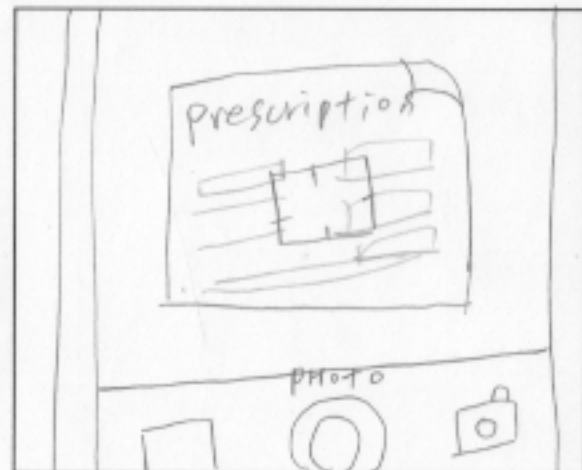
James get a new prescription from the optometrist for getting a new pair of glasses.



He goes to the Prescription function in his Ease app to save the record.



He fills the form with the information on his paper prescription.



He takes a photo of his original paper prescription so he won't worry about lost his paper prescription.



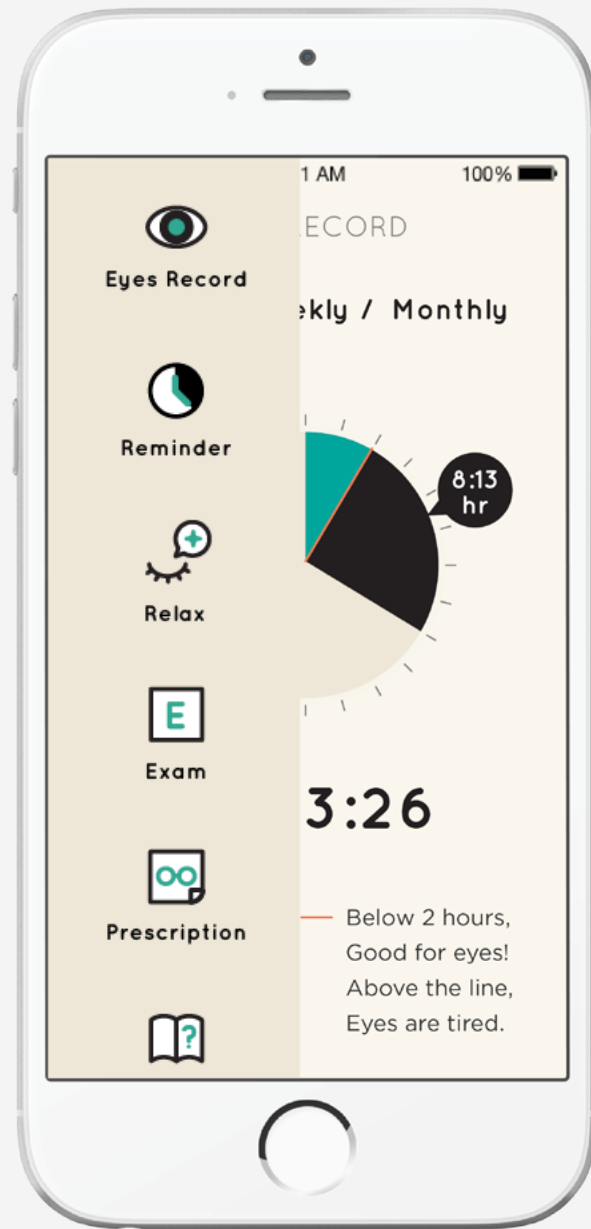
When he go to buy the new glasses, he shows his prescription record on his phone to the store.



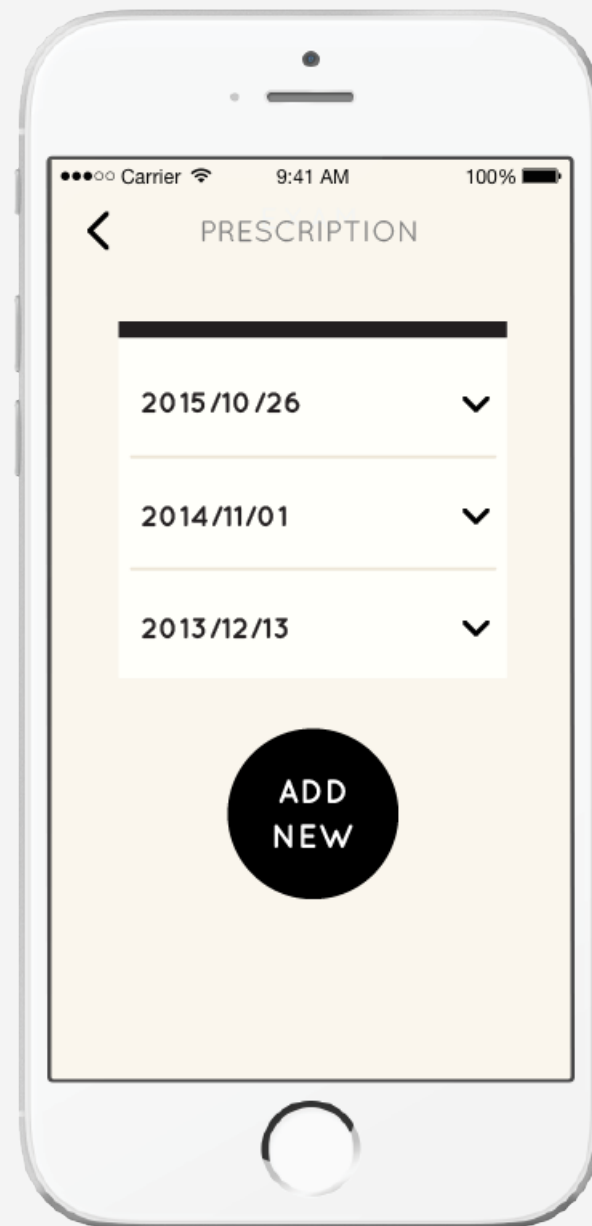
He got his new glasses!

Task 5 - Save and Review Prescription

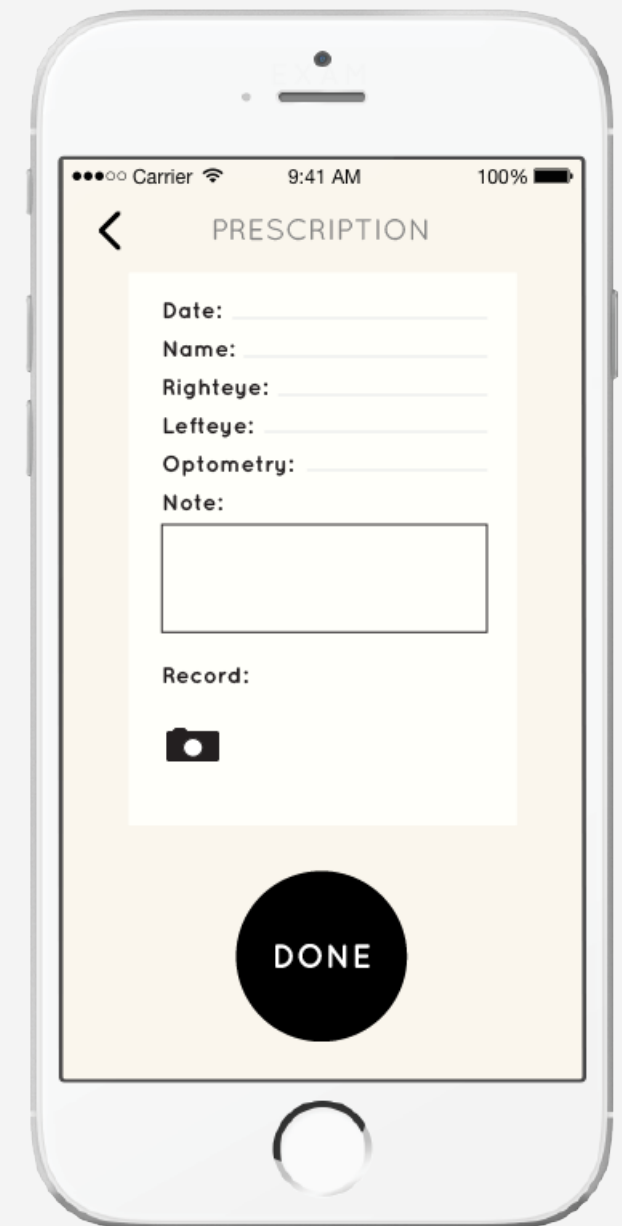
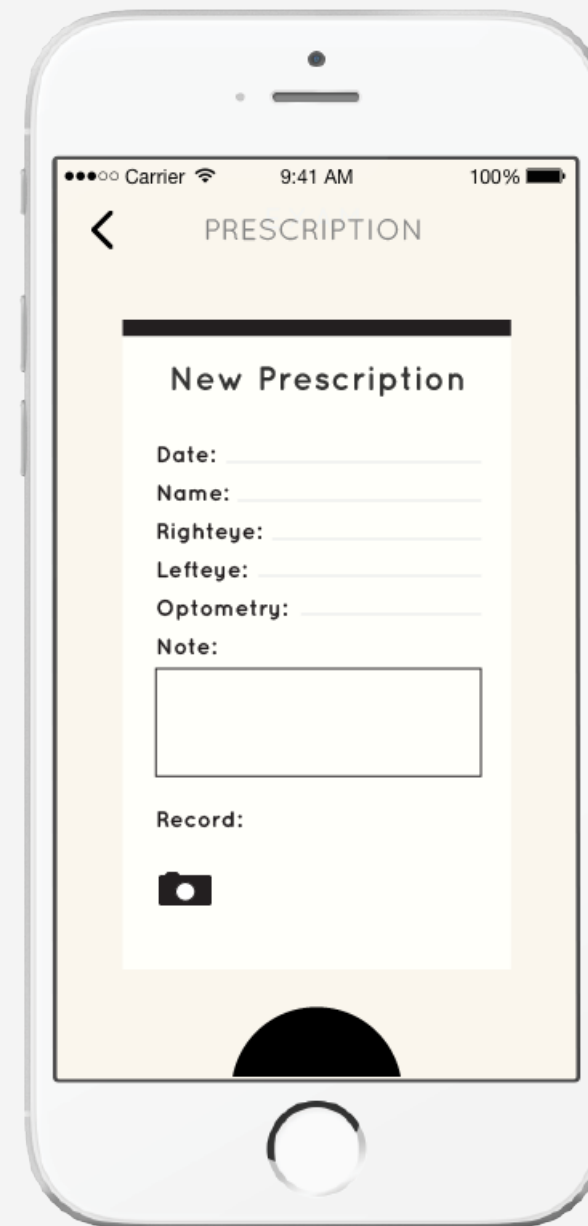
☰ Tap the menu bar and tap "Prescription".



Tap Add New to add a new prescription record.

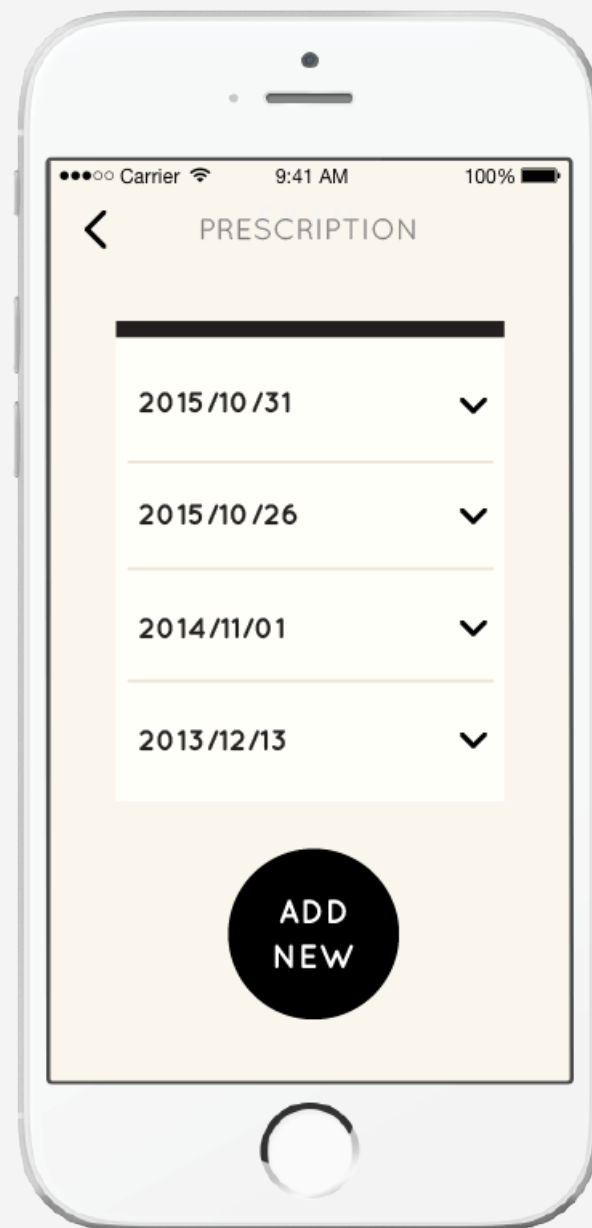


Fill out the form with the prescription info from the optometrist and take a photo of the paper prescription. Tap Save.

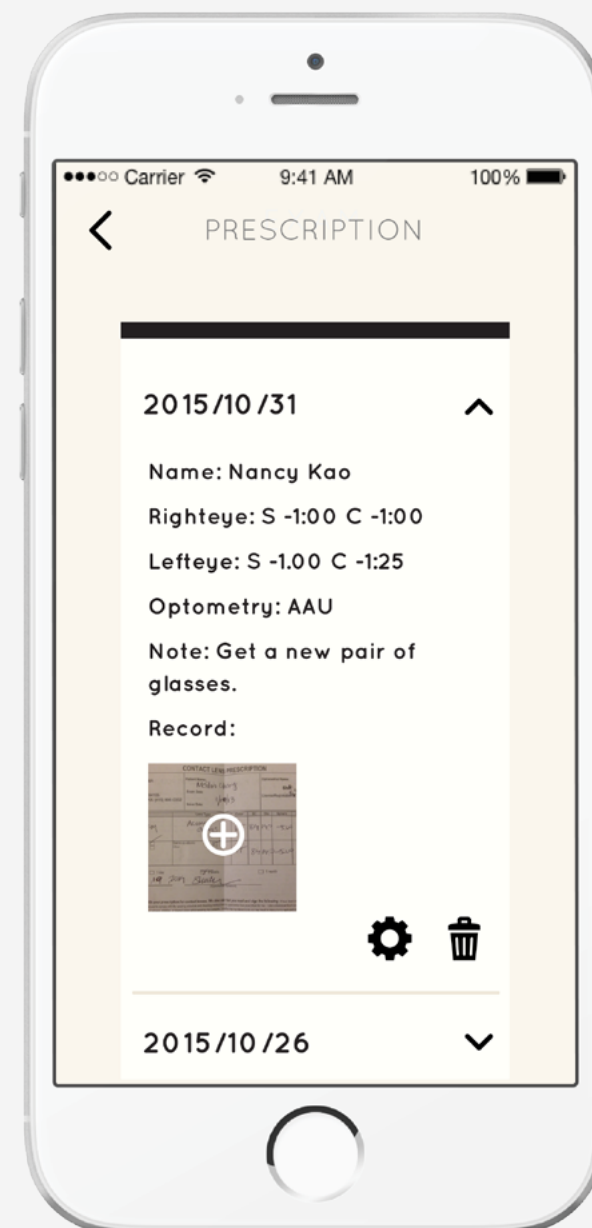


Task 5 - Save and Review Prescription

Tap the chevron to view the prescription record.



Tap the thumbnail to view the photo of the original prescriptions.

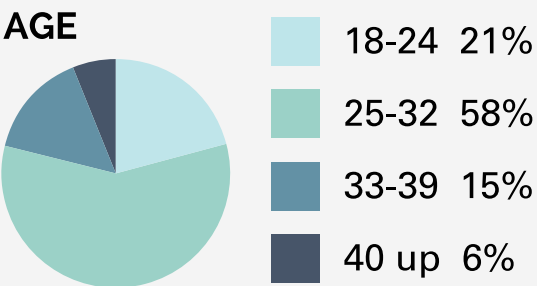
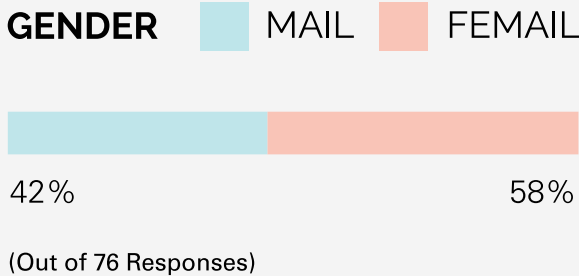


STRATEGIC PROCESS

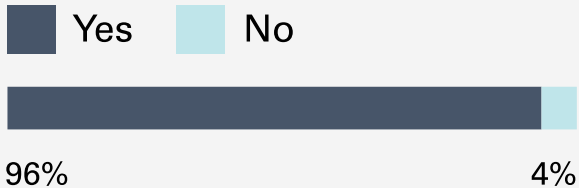
Thesis Ideas Survey
Thesis Ideas Research
Competitive Analysis
Competitive Matrix
Unique Positioning Statement
Inspiration
Content Map
Target Audience Description
Personas
Experience Map

Thesis Ideas Survey

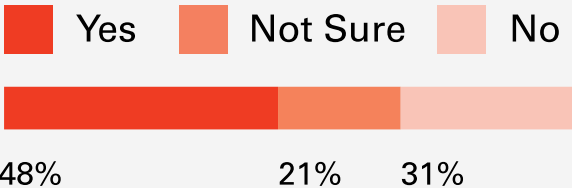
About Your Eyes



Do you have any smartphone or tablets?



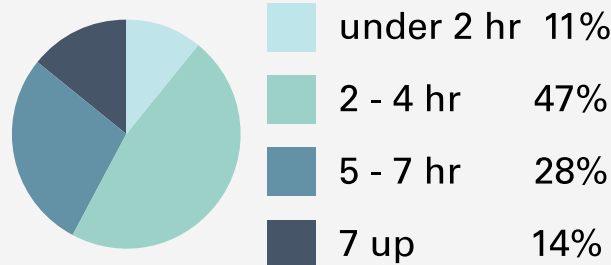
Do you have any eyes issue or problem? (include myopia and presbyopia)



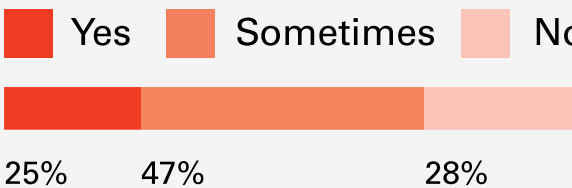
Do you want to control your usage of smartphone and tablets?



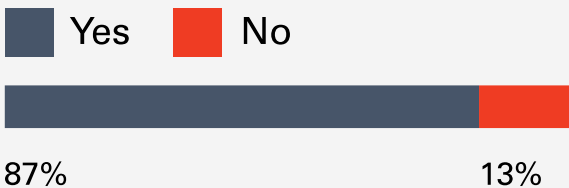
How much time do you spend with your smartphone, tablets and computer per day?



Will your eyes feel tired after use smartphone or tablets?

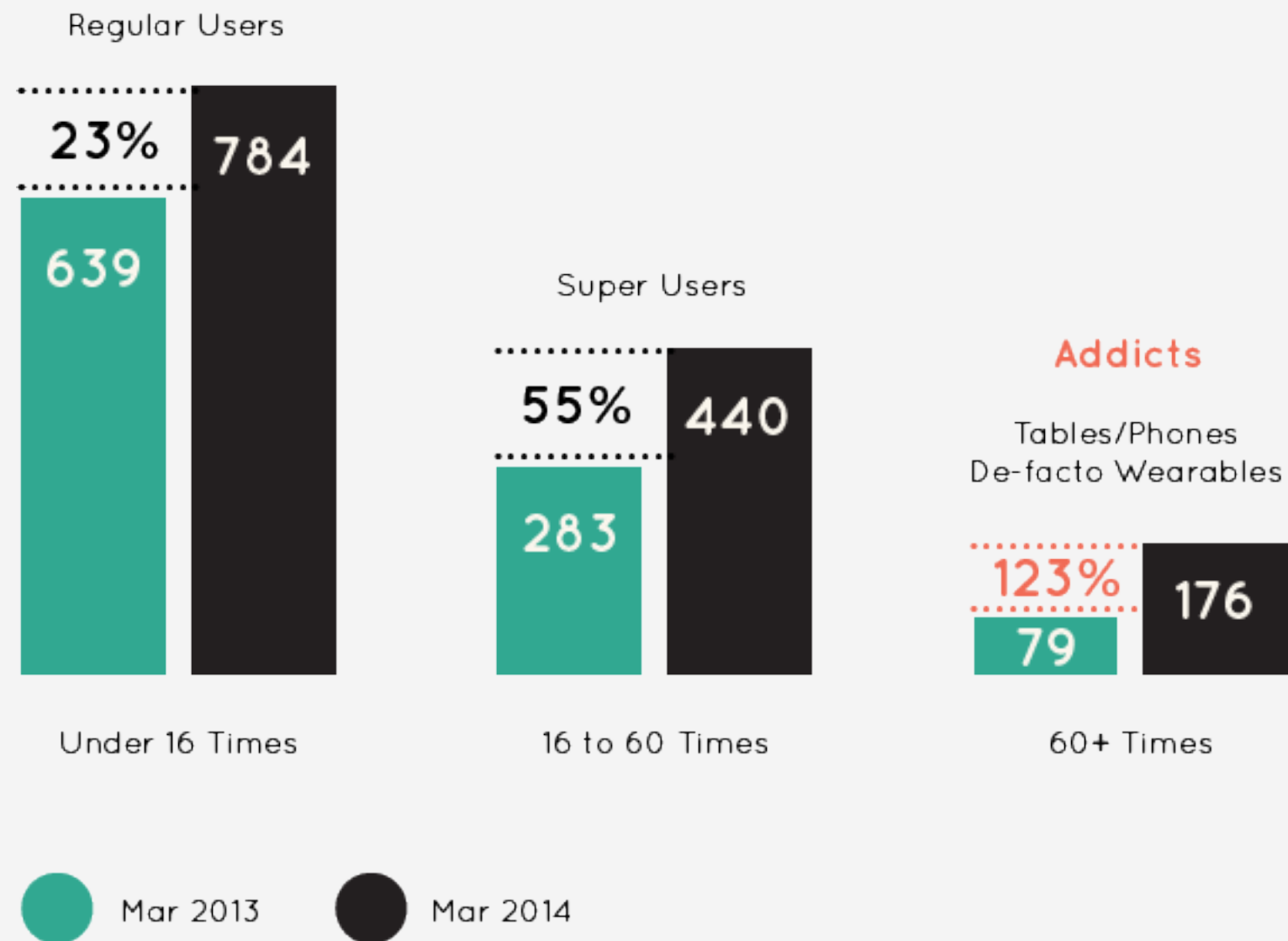


Do you want to do something good to take care of your eyes?

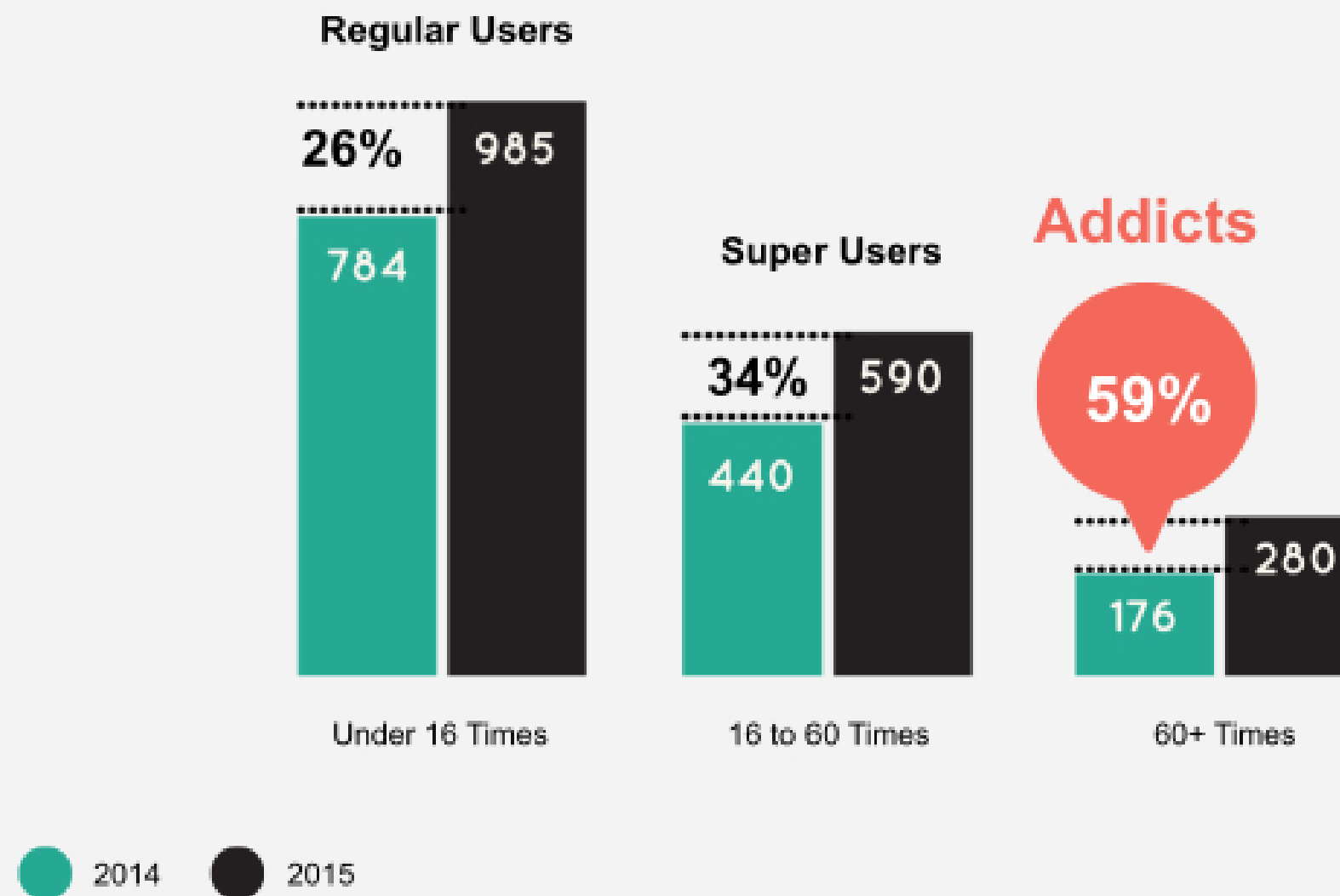


Mobile Has Become Addictive

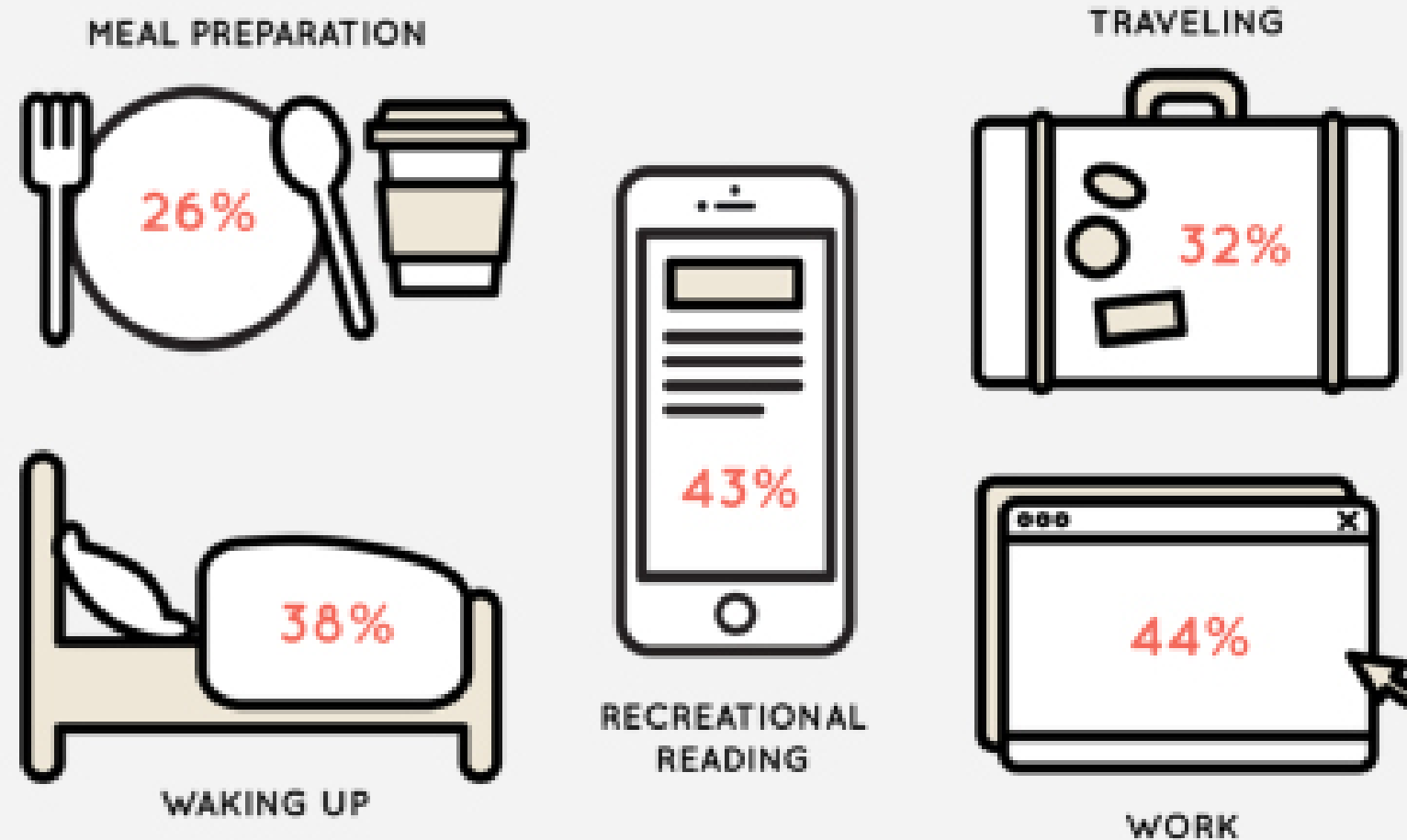
Worldwide Daily App Usage Distribution (Millions)



Mobile Addiction Continues to Rise



When Do We Use Digital Devices?



SYMPTOMS REPORTED:

Eye Strain (32.8%)

Neck / Shoulder / Back Pain (32.6%)

Headache (24%)

Blurred Vision (23%)

Dry Eyes (22.8%)

Competitive Analysis

Eye Exerciser

\$2.99

Category: Health & Fitness



Features

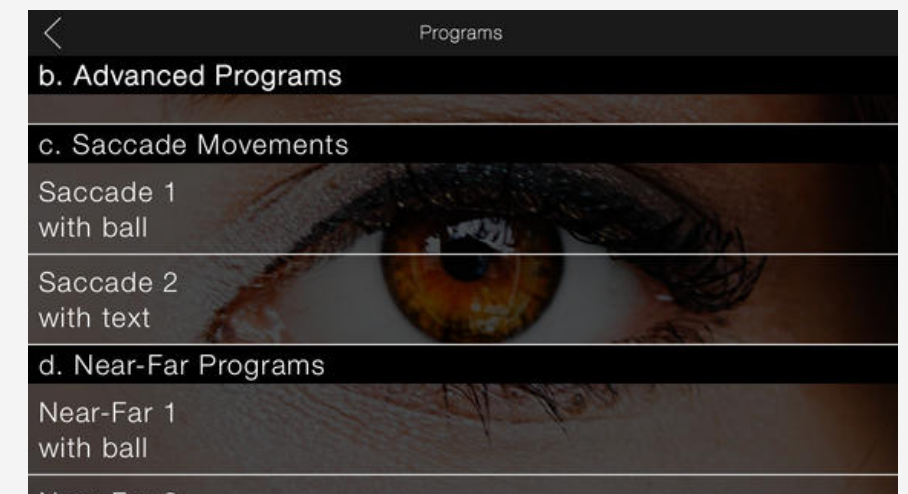
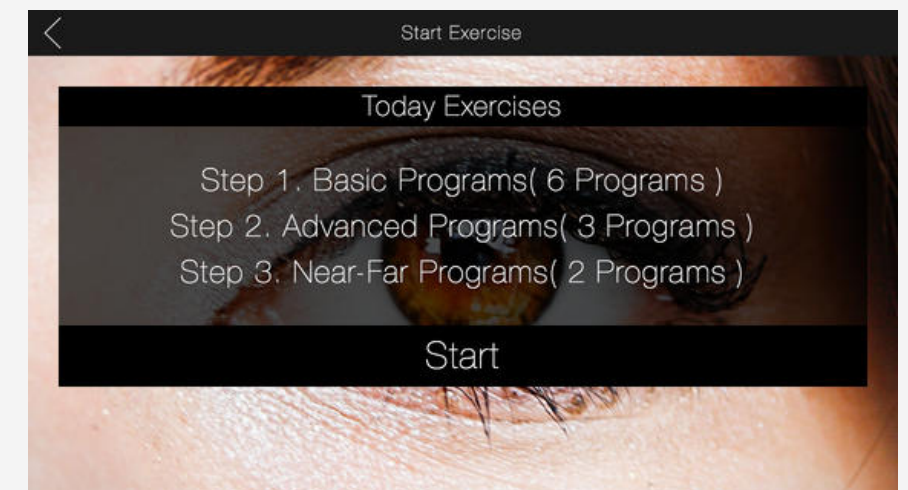
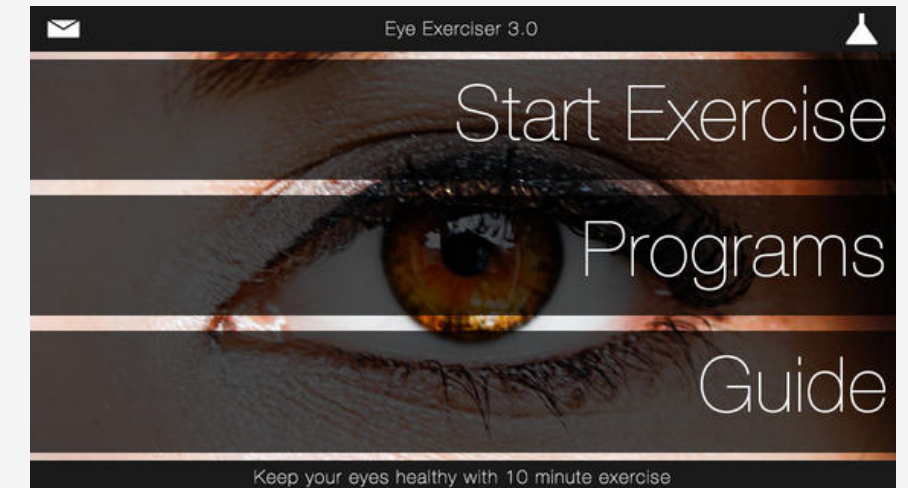
- The aim of Eye Exerciser is to stimulate the muscles of eyes and to improve the eyes.
- This app has various programs to exercise the eyes.
- The app has a complete program of the eye exercise.

Strength

- The visual design of the exercise is simple and clean.
- The exercise programs are complete as a set.

Weakness

- Eyes need to keep stare at the screen to follow the spot. The eyes might get more tired.
- The background of the app is too fancy.
- This app only has exercise functions.



Competitive Analysis

Moment

\$Free

(Limit function in free version)

Category: Health & Fitness



Features

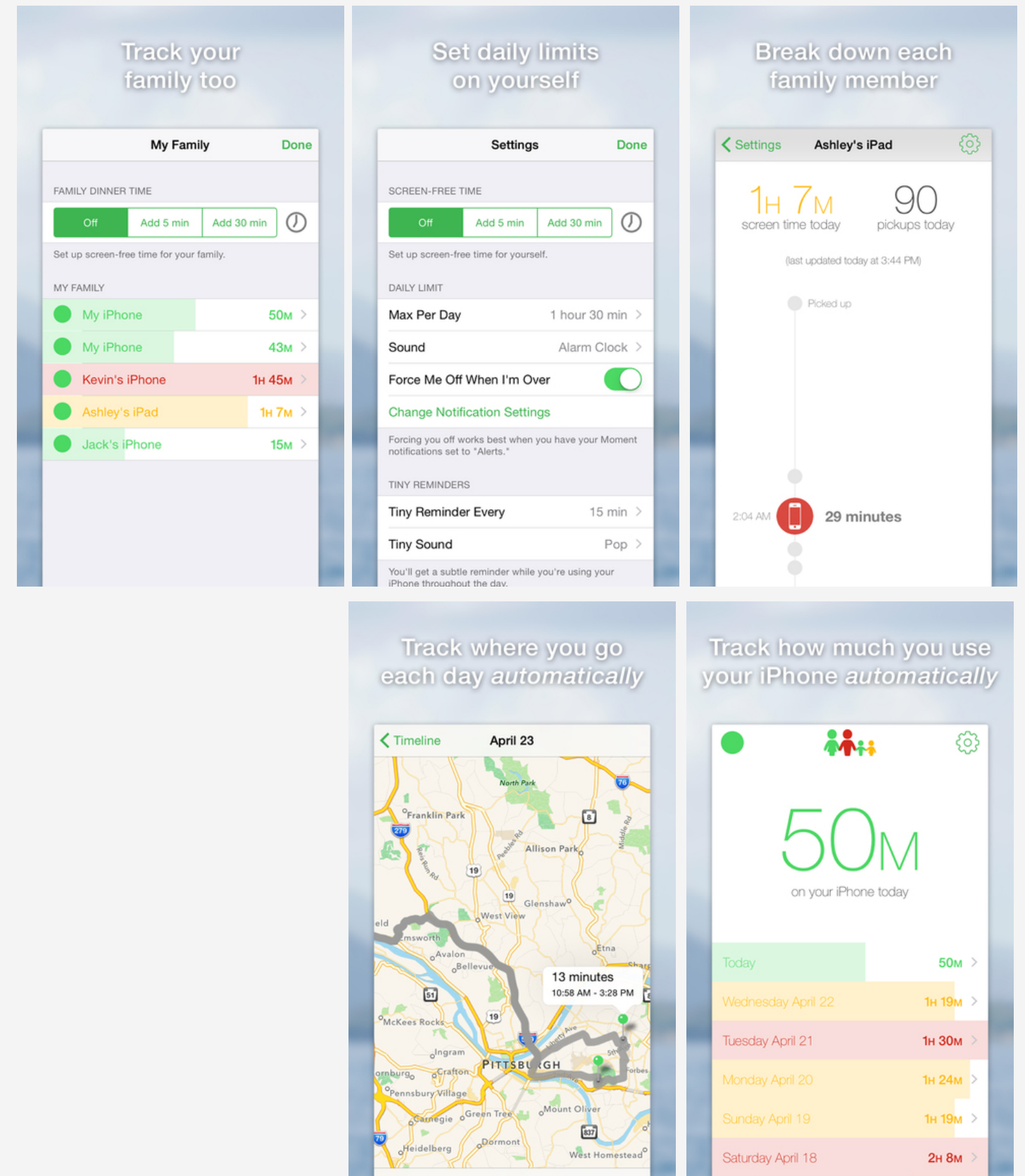
- Track how much you and your family use your iPhone and iPad each day, automatically.
- Quickly see how long you and your family have used your phone today also on Apple watch.
- Monitor, all of your family member, 's screen time.

Strength

- Start screen-free family dinner time, which means for the next 60 minutes, every time a person in your family picks up their iPhone or iPad, an annoying alert will go off, and everyone will hear it.
- Set daily limits on it and find a balance for the screens in your life.
- Break down each day to see when you're on your device.

Weakness

- The battery is draining too fast when using this app.
- The color is too bright and neon in the app.



Competitive Analysis

Usage Log

\$0.99

Category: Lifestyle



Features

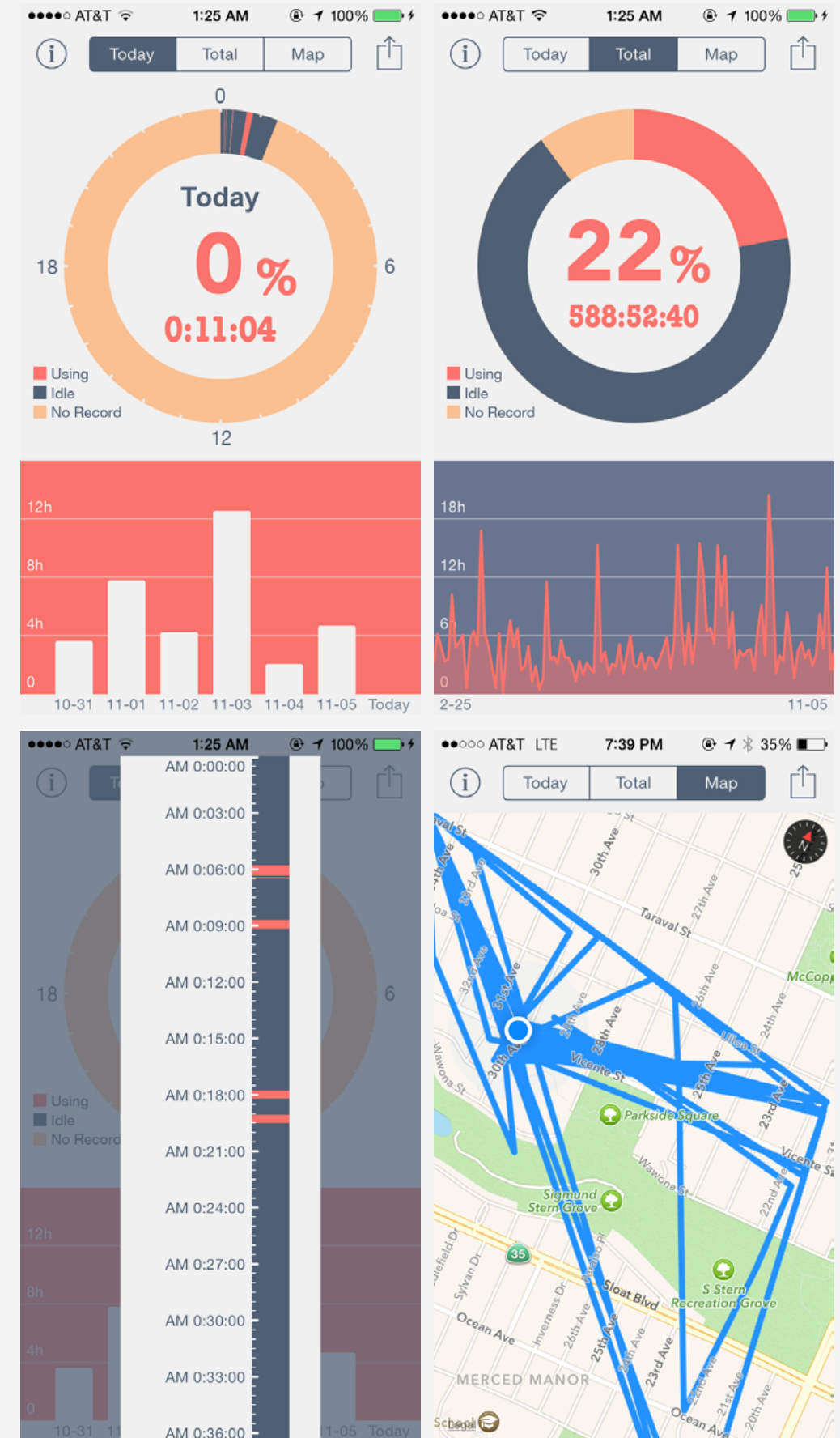
- Let you know how long you spend on your iPhone every day.
- Let you know when you or someone has used your iPhone.
- Remind you to relax when you have been playing with your iPhone for the preset time interval to protect your eyesight.
- Be helpful for parents who want to know how often their children are using their iPhone.

Strength

- The infographic has plenty information. It has very details record in every moment. It shows that you are using iPhone or not in the Today view.
- The color is distinct and neat in the app.

Weakness

- Sometimes the reminding message will pop up when the smartphone is not using.
- Some information in the chart and info section are complicated and not very easy to understand it directly.
- Tracing the path of user's direction in the Map is not quite necessary.



Competitive Analysis

Eyes Health Program



\$ Free

Category: Utilities

Features

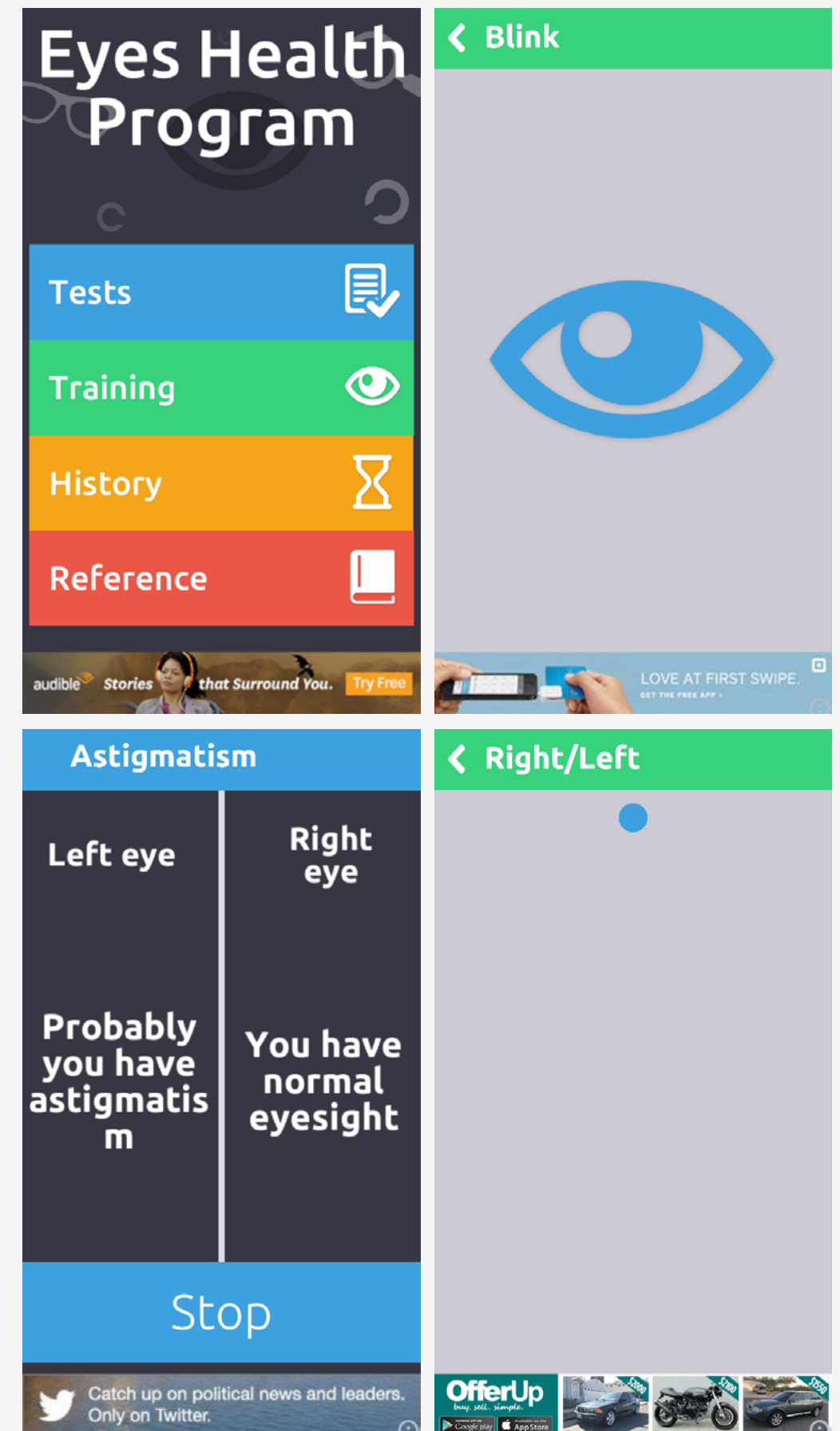
- Plenty of very useful exercises and training for your eyes.
- There are different tests to check acuity of vision, contrast sensitivity, visual field, etc.
- You can read useful articles in reference books and track your results in the “History” tab.

Strength

- Big and clear text which is easy to get the information.
- There are many different choices in the tests and training.
- The nutrition info in the food of the app is interesting and easy to get it.

Weakness

- The color looks a little bit messy and too bright on the screen.
- Some training in the app needs to keep following the screen which makes eyes more tired.
- The line spacing in the articles of the app is too tight to read.
- History function in the app is hard to understand and useless.



Competitive Analysis

Eye Relax - Exercise your eyesight and avoid eyes fatigue

\$0.99

Category: Lifestyle



Features

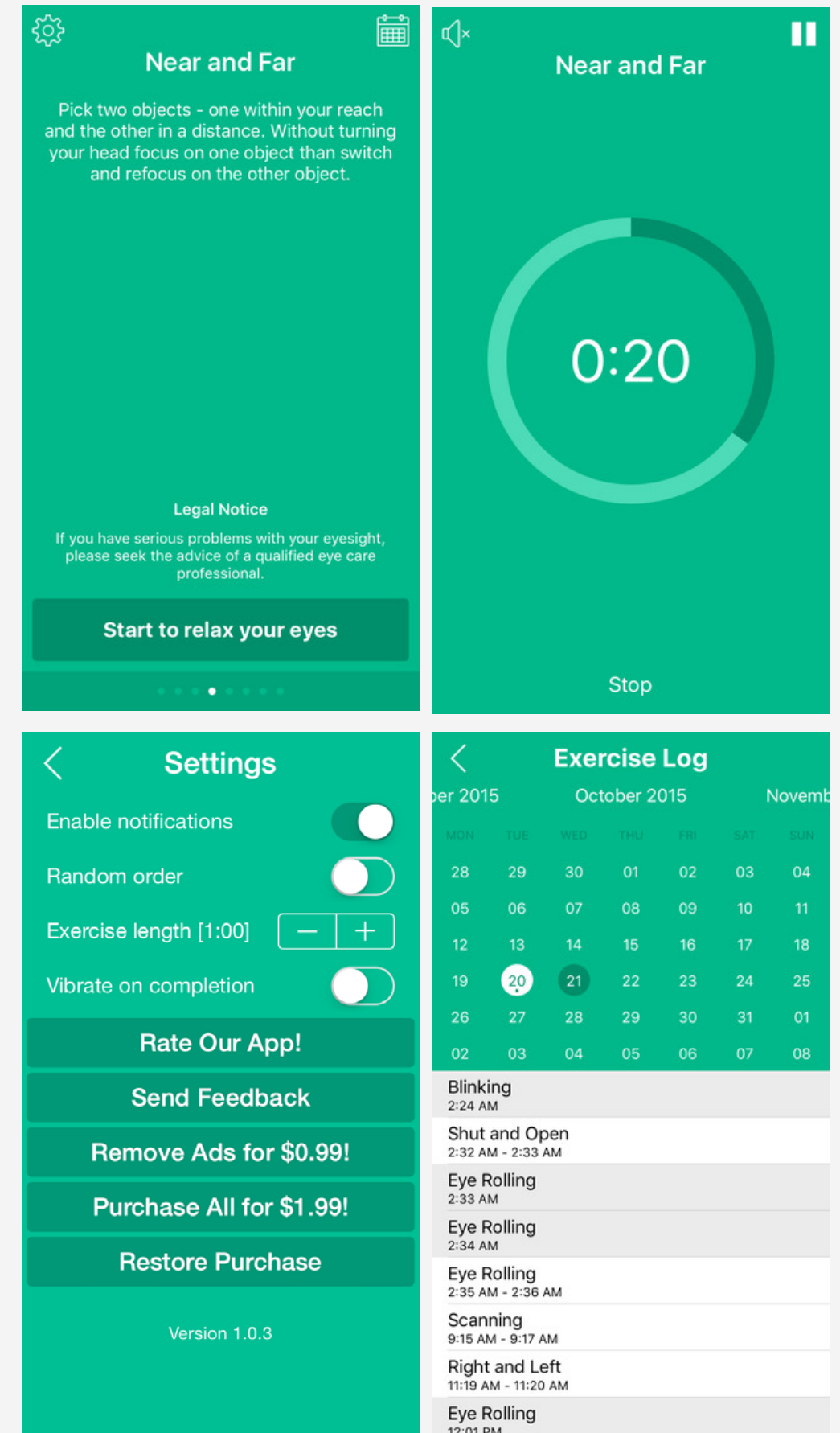
- Offers the simple eye relaxation exercises to help you reduce eyestrain.
- 12 eye relaxation exercises (4 free and 8 available via in-app purchase)
- Random exercise order (via in-app purchase)
- Custom exercise length (via in-app purchase)

Strength

- The interface of the application is simple and consistent.

Weakness

- The timer and the sound of timer just like the usual timer.
- The color of the screen is too light. White text on it is not very easy to read.



Competitive Matrix

	Eye Exerciser	Moment	Usage Log	Eyes Health Program	Eye Relax	Ease
Interactivity	●	●●	●●●	●●	●	●●●
Design	●	●	●●●	●	●●	●●●
Usability	●●	●●●	●●	●●	●●	●●●
Concept	●●	●●●	●●	●●	●●	●●●

Unique Positioning Statement

Ease included in the category of health and fitness. The unique positioning of my app is that it has everything the user needs to develop good smartphone habits.

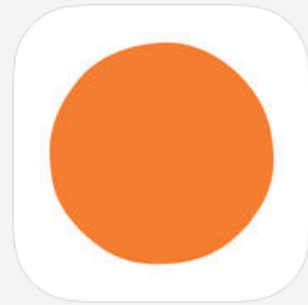
The target users of Ease are people ages 25-40, use their smartphone a lot, staring at the small screen for a long time, and are afraid that their eyesight will degrade. They care about the health of their eyes and want to control their daily smartphone usage to want to prevent eye issues.

Ease reminds the user to stop staring at the small screen of the smartphone every 20 minutes. This is the best interval for resting the eyes. It shows the user how much time they spent on their smartphone each day and encouraged them to reduce. Also, the Relax function gives step by step instructions to helps the user to exercise their eyes. It has audio instructions and animations guiding the user through the exercises.

The exam function helps the user to do several simple eye sight tests. Of course, the exam function can not replace a professional exam administered by an optometrist. Therefore, after the test, Ease helps the user to find a nearby optometrist to do a full exam. Lastly, there is also a Prescription function that lets the user save a photo of their paper prescription.

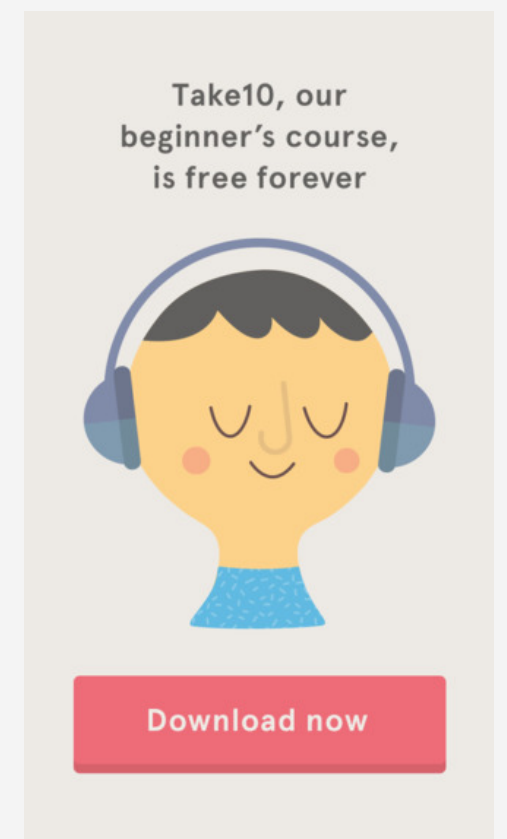
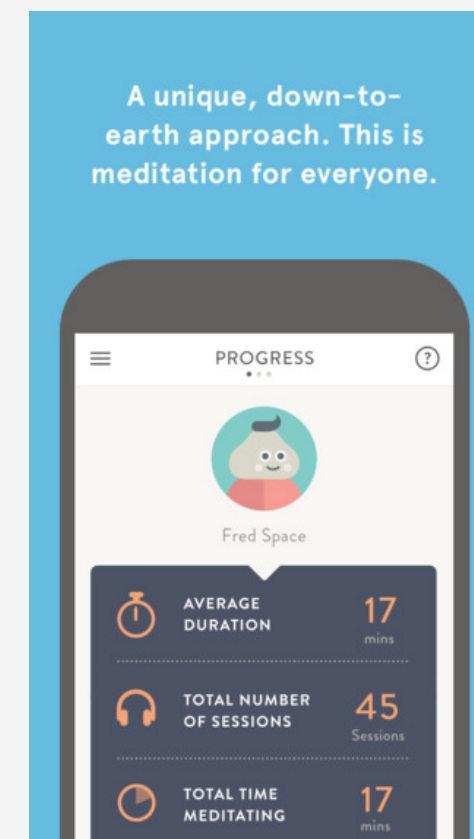
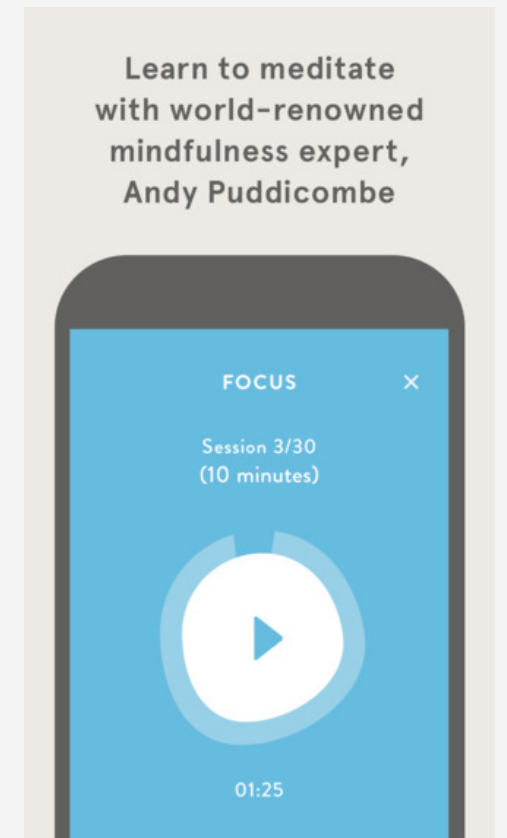
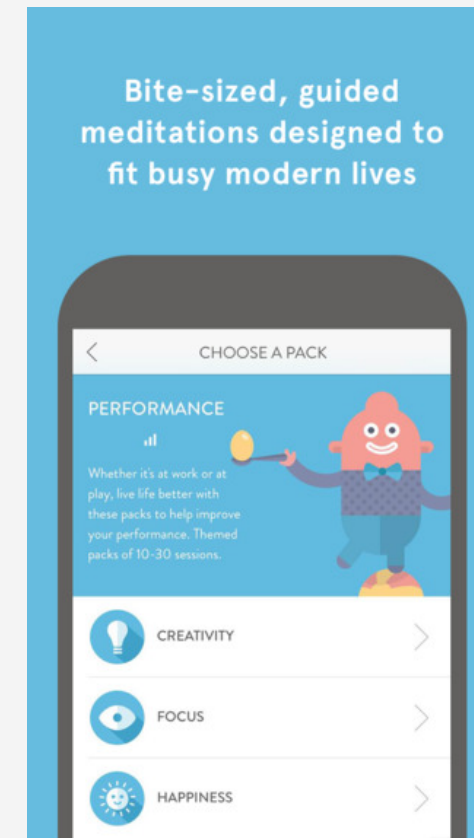
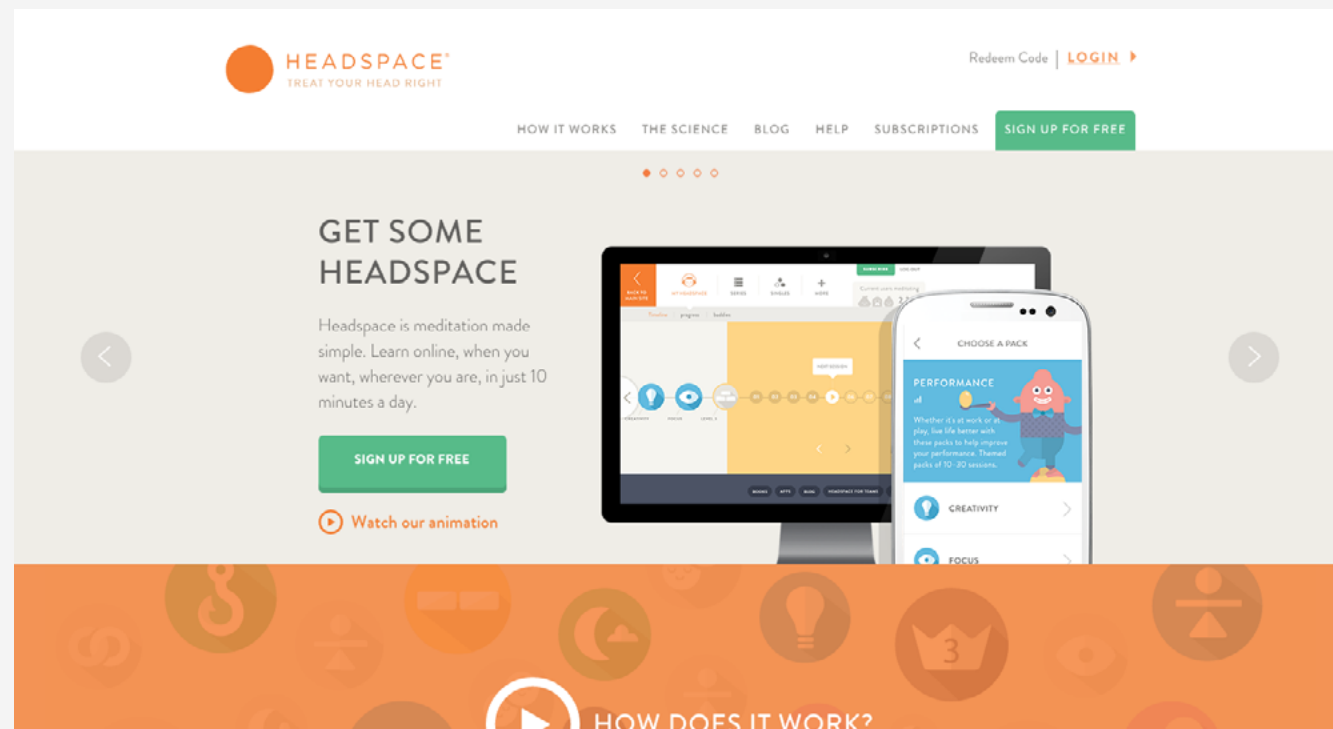
Inspiration

Headspace

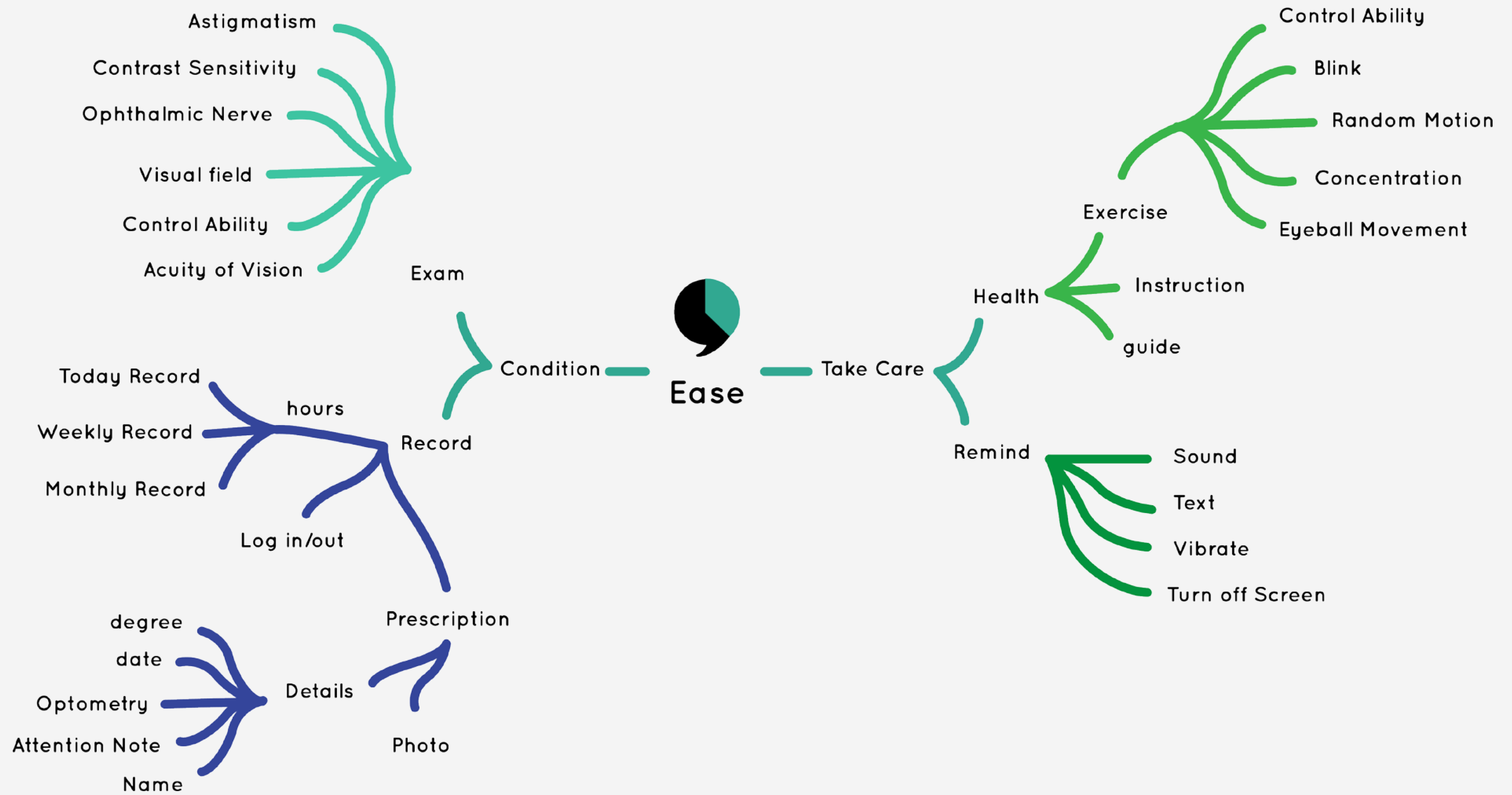


Headspace is meditation made simple. Install today to learn meditation and mindfulness in just 10 minutes a day.

- Better self-awareness, perspective & focus
- Less stress & worry
- Smile more
- Love, eat, sleep & train better
- Be present and become a better listener
- Experience peace of mind & better mind-body connection



Content Map



Target Audience

Digital eye strain is a serious problem now. The target users are people aged 25-40 who spend many hours every day using their smartphone for business or entertainment (or both).

Sometimes people easily focus on what they are doing on the screen and forget to rest or blink their eyes. So the target users also include the people who care about the health of their eyes, are afraid of digital eye strain and eyesight degeneration, and want to control their usage of their smartphone.

“ If you’re constantly checking your phone despite the pleas of your mom, boss or significant other, you might just be a “mobile addict” — and you’re not alone. ”

“ The number of people who launch apps more than 60 times per day on phones or tablets doubled in the past year. ”

Persona A



Ariel

Age: 40

Female

New York

Designer and householder

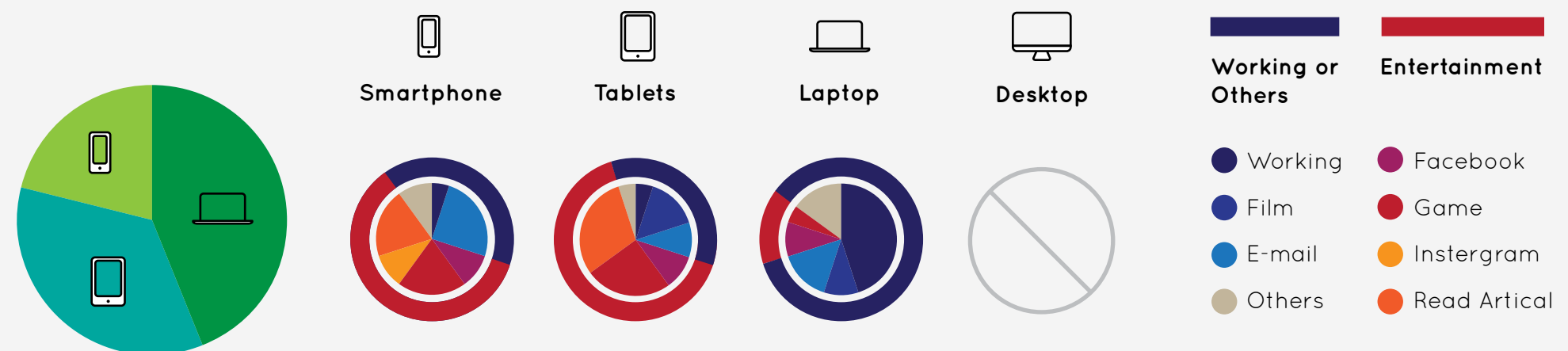
“ I hope that I can keep my eyes healthy in this digital world. There is more and more eye strain caused by using digital devices. ”

Ariel lives with her husband and children the city. She thinks that everyone only has one pair of eyes, and once lost, good eyesight can never be replaced. Unlike the teeth and other parts of the body, the eyes do not usually hurt when there is something wrong. She thinks resting her eyes is very important, especially in this digital world. She hopes that she can keep her eyes healthy and continue reading as she gets older.

Goals

- Wants to develop good habits for using digital devices to take care of the health of her eyes.
- Wants to know how long she uses her smartphone each day.

Devices

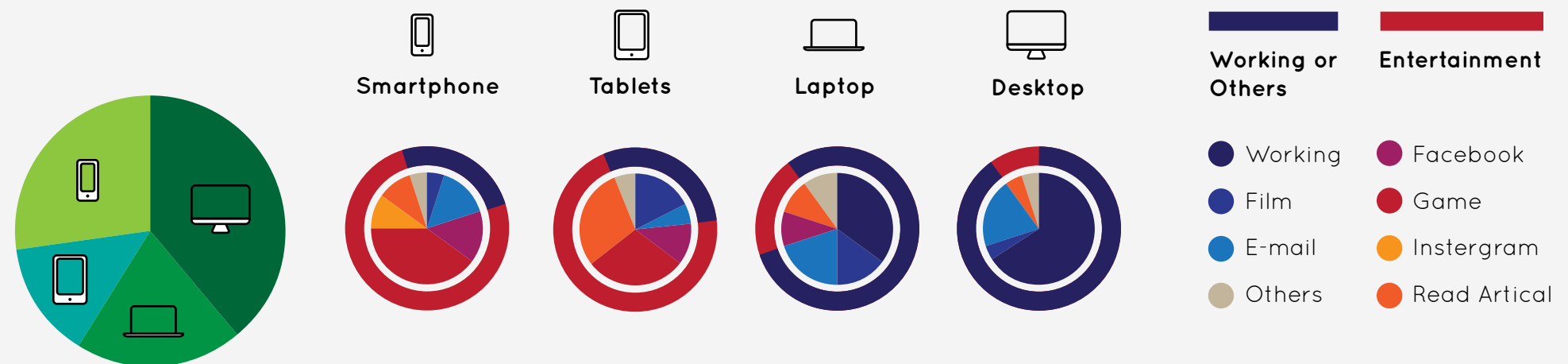


Persona B



James
Age: 34
Male
San Jose
Engineer

Devices



“ I stare at the screen for a long time at work. Remembering to rest my eyes is really important. ”

James is an engineer at a local company. In his spare time, he enjoys researching new things, browsing the Internet and playing games on his iPhone and iPad for relaxation. He thinks iPhones and iPads are a convenient way to keep organize his daily life and keep in touch with friends. He likes to use his iPhone to help him organize his schedule. Sometimes his eyes feel really tired after he stares at his smartphone too long. He started to worry about the health of his eyes. Healthy eyes are really important to his work and his life.

Goals

- Wants to control the time spent using his smartphone and tablet.
- Wants to reduce his consumption of entertainment on the smartphone.

Persona C



Lali

Age: 25

Female

San Francisco

Student

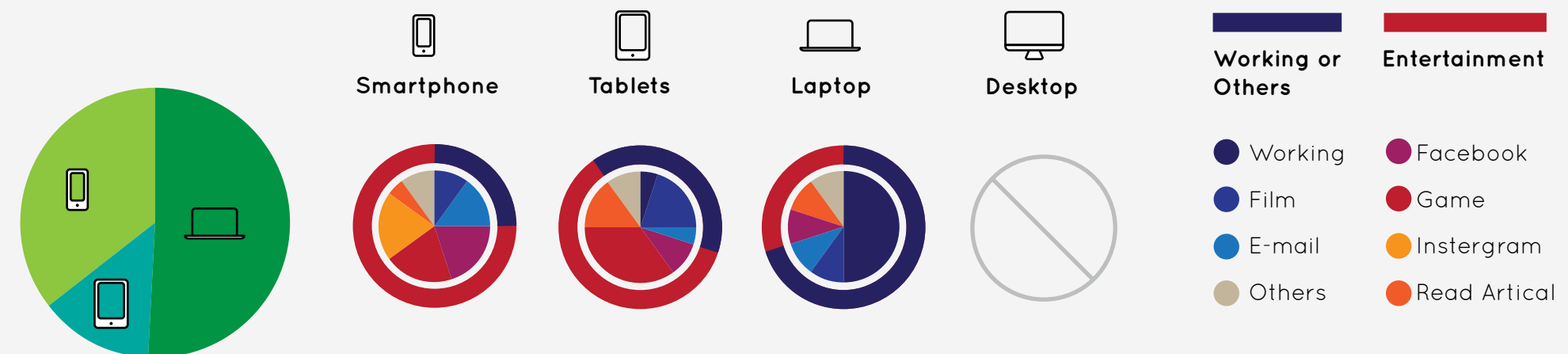
“ I use my iPhone all day! So I really need to remind myself to take care of my eyes or my eyesight will get bad soon. ”

Lali is a graduate student. She is never without her iPhone. She uses it to check email and maintain her schedule. She also likes to play games, read articles, and browse Facebook and Instagram in the little free intervals throughout her day. She worries that if she always overuses her eyes, her eyesight will degrade soon. Contacts and glasses are both inconvenient to wear. She doesn't want her eyesight to decrease too quickly.

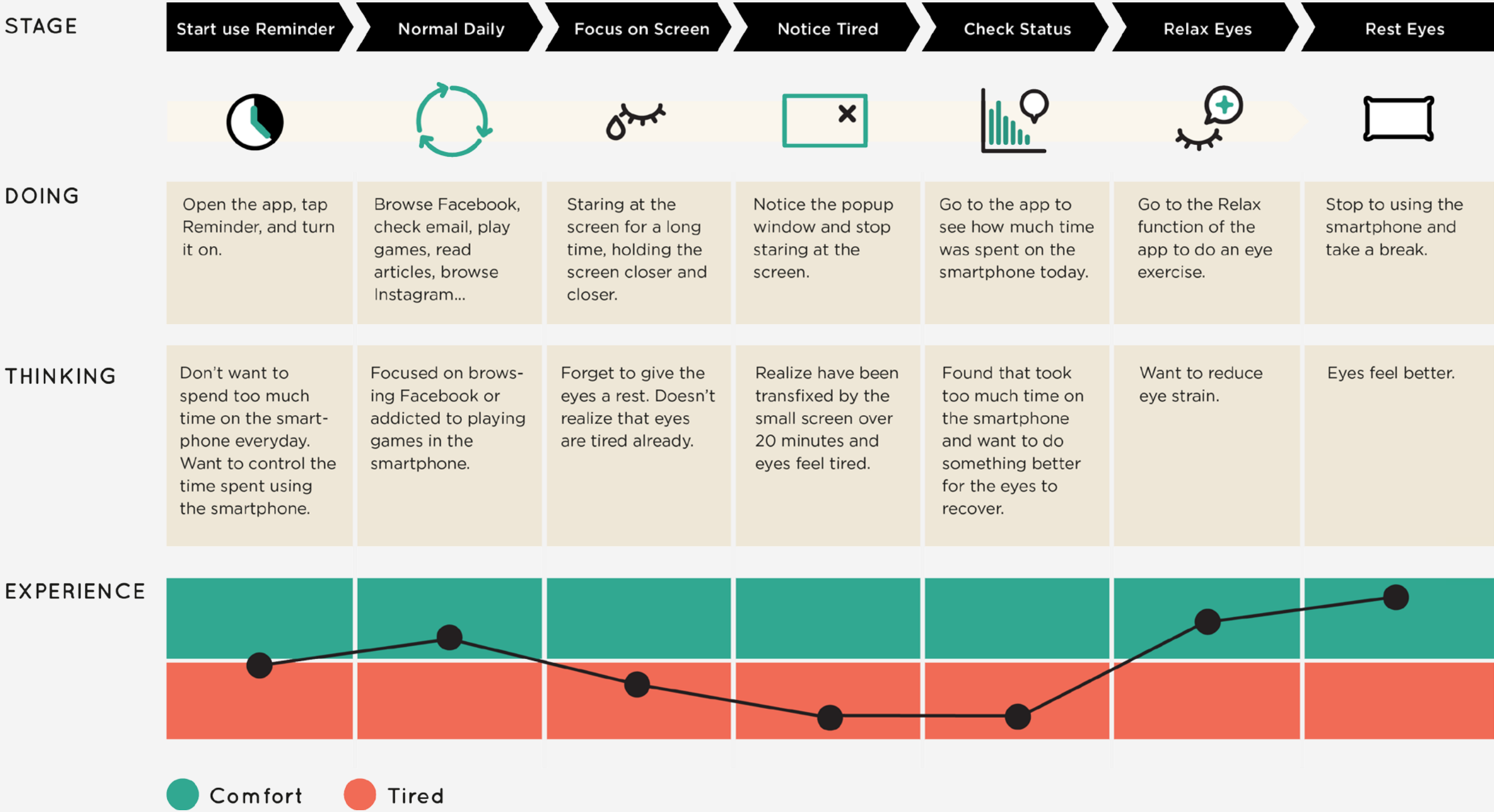
Goals

- Wants to control the time she uses her smartphone.
- Stop herself from focusing on her smartphone too long.
- Wants to take care of her eyes.

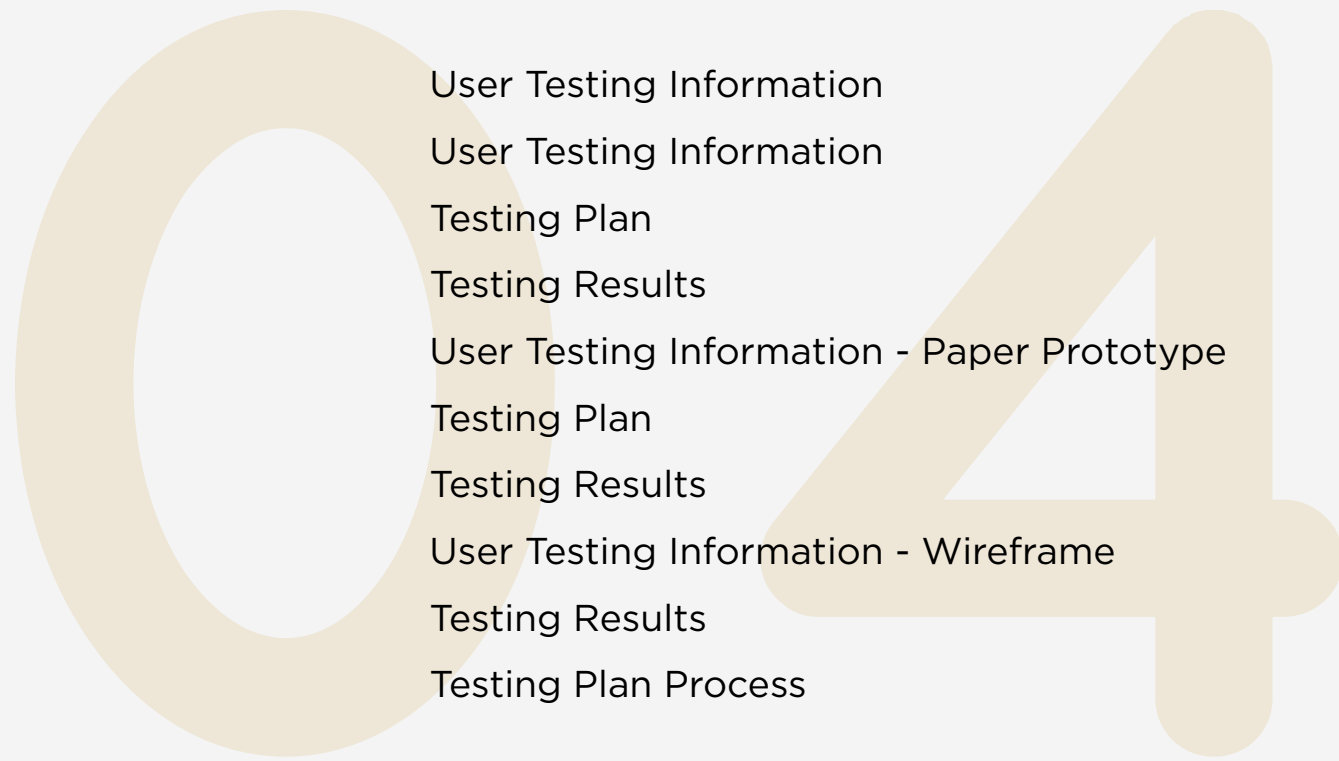
Devices



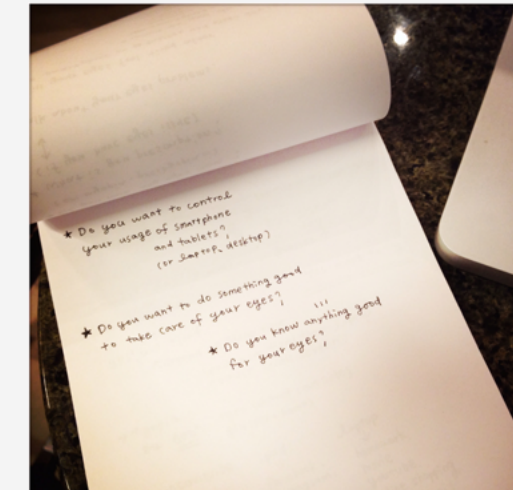
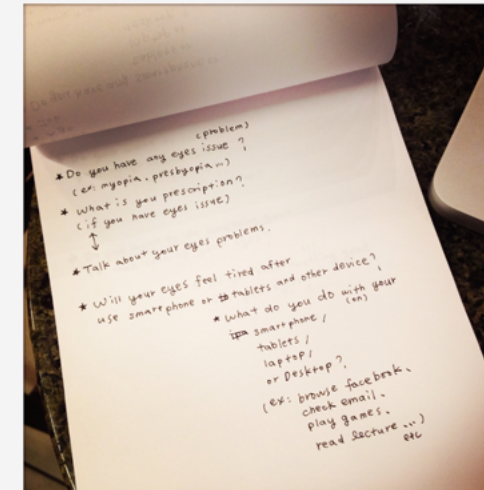
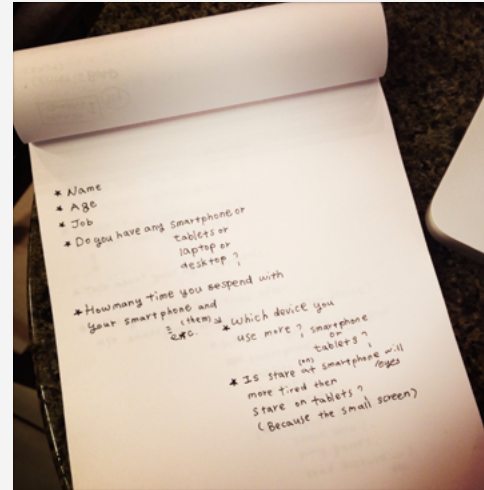
Experience Map



UX PROCESS



User Testing Information



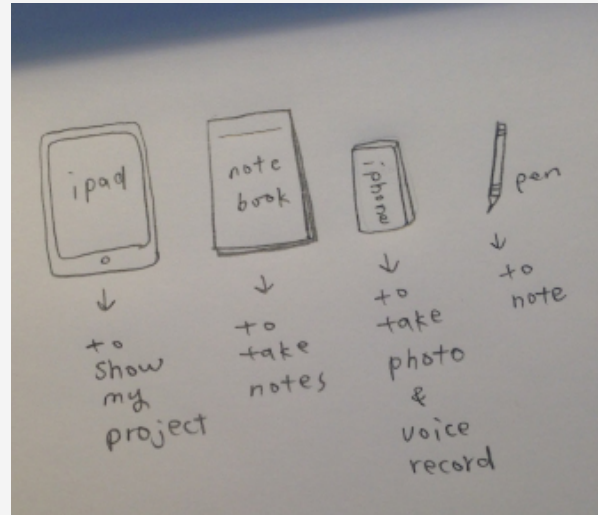
09/2014

- Name
- Age
- Male/Female
- Job
- Do you have any smartphone, tablets, laptop or desktop?
- How many time you spend with your smartphone and other devices?
// Which device you use more? (smartphone or tablets or depends on which device you have)
- Will your eyes feel tired after use smartphone or tablets and other devices?
// Is stare at smartphone eyes will more tired then stare at tablets? (Because the small screen)
- Do you have any eyes issue (problem) ? (ex: myopia, presbyopia ... etc)
// What is your prescription? (If you have eye issue)
// When it start? What was happening that caused you to get glasses? (If you have eye issue)

// Who do you go to to get your eye exams and prescriptions? Paper? Does your ophthalmologist or optometrist give you electronic prescriptions? How do you keep track of your glasses prescriptions? ! // Talk about the eyes problem you face.

- What do you do with your smartphone and other devices you have? (ex: browse Facebook, check email, Play games, read lecture, browse Instagram... etc) !
- Do you want to control your usage of smartphone and others devices? !
- Do you want to do something good to take care of your eyes and why? !
- Do you know anything good for your eyes?
// Do you know of any eye care preventive stress exercises or activities? // Have you ever try any product or software which good for your eyes?
//Do you practice any kind of eye care? • Do your parents wear glasses?

Testing Plan



EYE RELEASE

Name
Age
Male/Female
Job

- Do you have any smartphone, tablets, laptop or desktop?
- How many time you spend with your smartphone and other devices?
// Which device you use more? (smartphone or tablets or depends on which device you have)
- Will your eyes feel tired after use smartphone or tablets and other devices?
// Is stare at smartphone eyes will more tired than stare at tablets? (Because the small screen)
- Do you have any eyes issue (problem)? (ex: myopia, presbyopia ... etc)
// What is your prescription? (if you have eye issue)
// When it start? What was happening that caused you to get glasses? (if you have eye issue)
// Who do you go to to get your eye exams and prescriptions? Paper? Does your optthalmologist or optometrist give you electronic prescriptions? How do you keep track of your glasses prescriptions?
// Talk about the eyes problem you face.

- What do you do with your smartphone and other devices you have? (ex: browse Facebook, check email, Play games, read lecture, browse Instagram... etc)
- Do you want to control your usage of smartphone and others devices?
- Do you want to do something good to take care of your eyes and why?
- Do you know anything good for your eyes?
// In you know of any eye care preventive stress exercises or activities?
// Have you ever try any product or software which good for your eyes?
// Do you practice any kind of eye care?
- Do your parents wear glasses?

Location

- Coffee Store
- Optometry

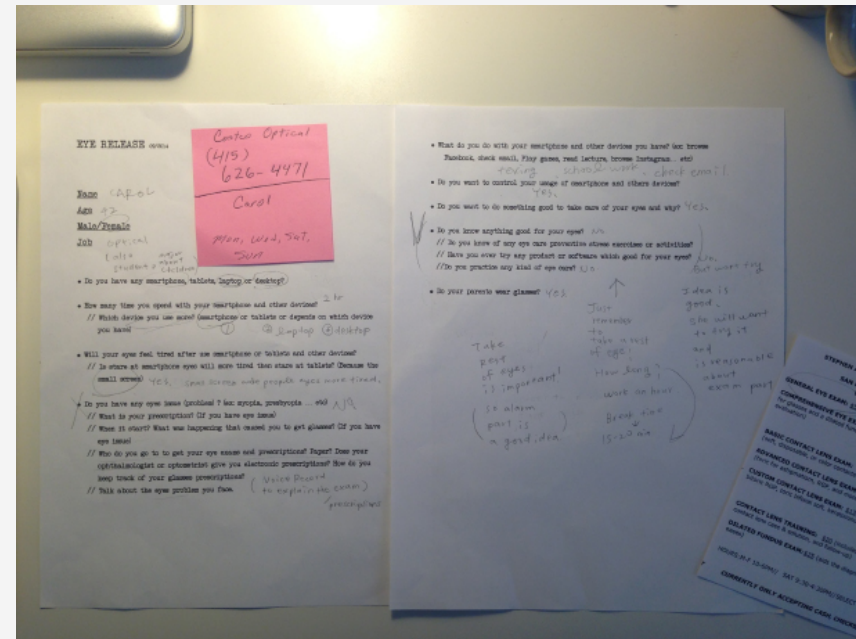


Testing Results

Fang Cheng Chou
 man
 25
 student
 - tablet / laptop (more)
 10-7hr ↑
 Yes! will tired.
 (depend on sleep time
 ipad more tired than laptop
 (cause small screen))
 → myopia
 R 600° eyes contact (outside)
 glasses (home)
 Yes! want to control.
 (since high school)
 blue light? 3rd in junior high school
 glasses ↑
 Yes! want to try!

Cherry
 26
 Female
 Student
 Smartphone / tablets / laptop
 3hr on ↑
 7hr or more
 - laptop more tired cause usually use smartphone for relax laptop for work
 - myopia R 450° L 450°
 After get into high school homework makes.
 - went to ophthalmology to check myopia machine text.
 will go to ophthalmology to check eyes once a year.
 - Sometimes it's tired when use the laptop and smartphone for long time.
 - Facebook, news, youtube
 - Yes
 - After 25 start to take care of my body ↑
 No.
 No.
 No.
 Yes.

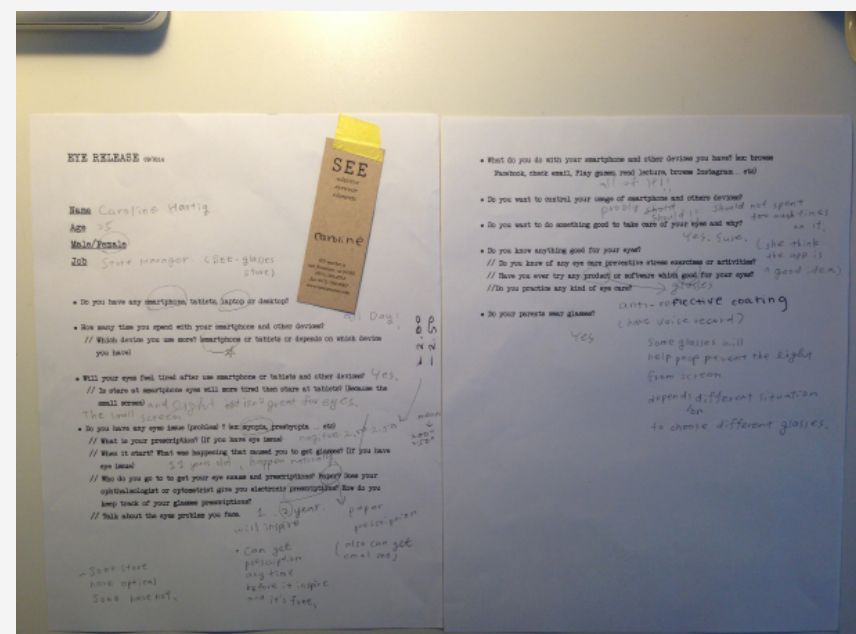
Micky Huang
 27
 Female
 Student
 - have everything
 - smartphone all day more than 5 hours on desktop more than 2 hour on ipad
 - Yes, smartphone's screen is too small
 - Myopia when 10 years old
 Do lots of exercise so wear glasses is very unconvience.
 She do the laser eye surgery when 3rd grade in high school
 Because spend too much time on computer, so still have myopia problem right now.
 - want to control usage of smartphone cause can not prohibit to use desktop to do the homework.
 - Yes, don't want deepen myopia
 - Only take medication to care eyes.
 - Mother wear glasses



Wei Chen Lu
 28
 Male
 Student
 - smartphone / tablets / laptop
 use a lot
 2 hour
 4 hour
 - Yes, small screen make eyes tired
 - myopia R 800° L 700°
 2 grade junior high school
 head lied on the bed when reading head in dark place and will move and more close.
 watching TV
 - Got to optometries to get glasses.
 didn't trace the prescription till eyes feel unclear again.
 - wear glasses is very unconvience without glasses almost blind and eyes easy get tired.
 Smartphone
 Play games
 text
 browse fb
 ipad
 play games
 read
 comic books
 Laptop
 browse website
 do homework
 watch movie.
 - Yes.
 - Yes. Don't want increase myopia.
 - No. Just know close eyes.
 - Yes want to try
 - Mother wear glasses.

Tonson Pathompongum
 31
 Female
 Student
 - smartphone / laptop all day
 - Usually use smartphone more in daily life
 - Yes, feel tired after stare at phone all day.
 - Have astigmatism and myopia since 11, 12 years old
 couldn't see things clear in school
 went to get eye exam get prescription from optometrist and got glasses.
 At first wasn't okay with eyes problem but when it has been taking many years kind of used to it.
 - Browse fb, check email, read articles, browse Instagram
 - Definitely Sure! want to have a good eyes vision to see things clearly.
 - Sometimes use eyedropper to refresh tiredness eyes.
 - Yes.
 L 450°
 150° (astigmatism)
 R 350°
 100° (astigmatism)

Casper Lai
 36
 Male
 Web designer
 - iPhone, Macbook Pro, PC (at work)
 - 8 hour per day / Desktop, PC
 - Yes, Yes.
 - myopia like junior high, reading at dark place go to see the ophthalmologist at least once a year
 - browse fb, check email, play games read lecture.
 - not really (He hope he can get more time to play game)
 - yes, the most important thing is healthy
 - no, no, no, no
 - yes.



Testing Results

Summary of the research. First, everyone has smartphone and laptop. Some people also have tablet and desktop. They spend lots of time on their smartphone and laptop. Most of the people use the laptop to do their work and use the smartphone to do the others schedule and entertainment which likes browse Facebook, play games, check email, text, read the news. Almost everyone said that stare at the smartphone is more tired than the other devices because small screen.

Second, almost everyone has myopia and get their prescription from the optometrist. The prescription will inspire in two years. If they want to track their prescription, they will ask their doctor. It is for free by email or paper. Lots of people got the eye issue when they were children like 11 years old. The reason some people got eye issue is because bad read habits. And everyone feels inconvenient with their eyes problem.

Most of the people use their smartphone do anything. They will check email, text people also play games and browse social media application. And they use their laptop do their work and homework which likes official work. Almost everyone wants to control their usage of the smartphone because they don't want addict on it. They want to do the good thing to their eyes because they don't want to increase their eyesight. All people know that health of eye is very important to us. Almost everyone does not do any special care with their eyes except some people wear specific glasses which have special lens. But all the people would like to try something good for their eyes, and they think the functions of the app which can remind people take a rest and do some easy exercises is a good idea.

User Testing Information

- Paper Prototype

QUESTION

- Male / Female
 - Age Range
 - Devices
 - Do you have any smartphone, tablets, laptop or desktop? Which device you use more? •
- Do you have any eyes issue (problem) ? (ex: myopia, presbyopia ... etc)
- If yes, how do you track your prescription?
 - Will you remember to take a break when you use those device?
 - Do you want to control your usage of smartphone and others devices?

TASK

TASK 1

Lali stares at the screen too long and wants to remind herself to rest her eyes for prohibit herself focuses on browsing her smartphone too long

TASK 2

After focusing on the screen often, Lali's eyes feels tired and uncomfortable, so she wants to do an eye exercise about the blood circulation of eyes and to relax her eyes

TASK 3

Ariel feels things are blurry when she was sometimes reading, so she wants to do a vision test about Astigmatism

TASK 4

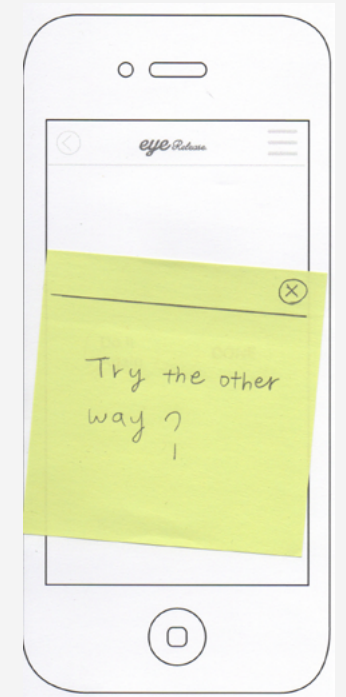
James wants to check how long he uses his smartphone a day and the record of different terms to control his usage of smartphone

TASK 5

James wants to check his prescription also add a new description record

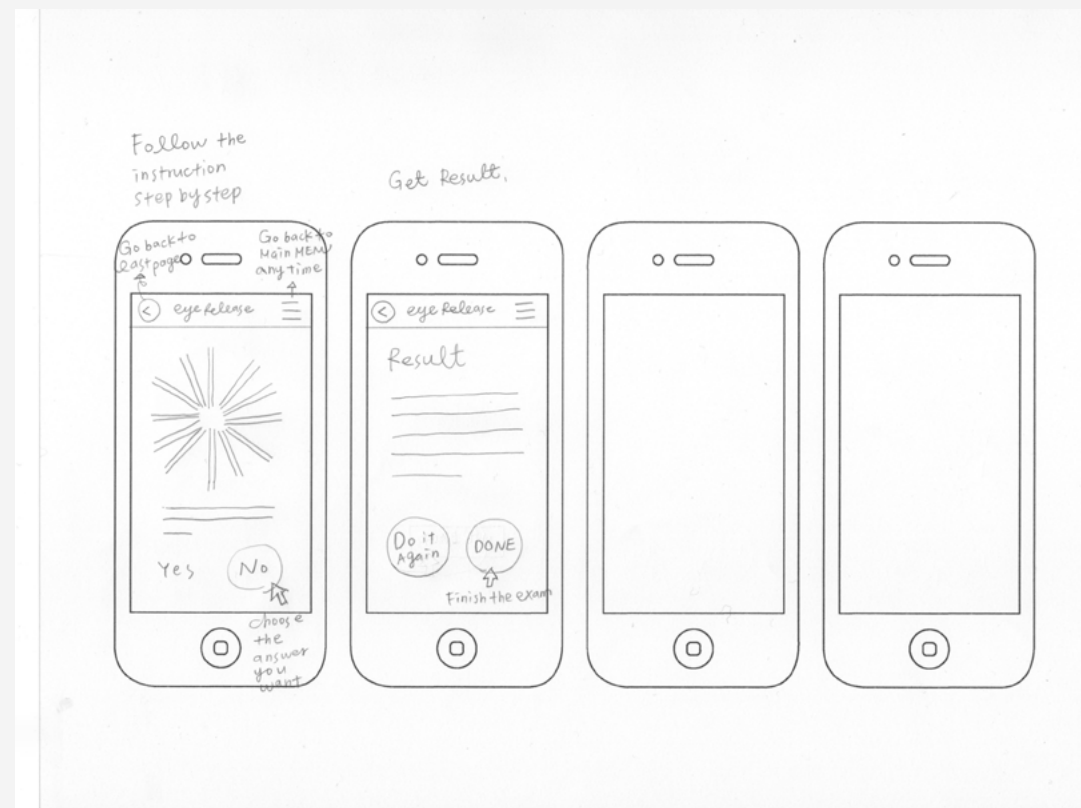
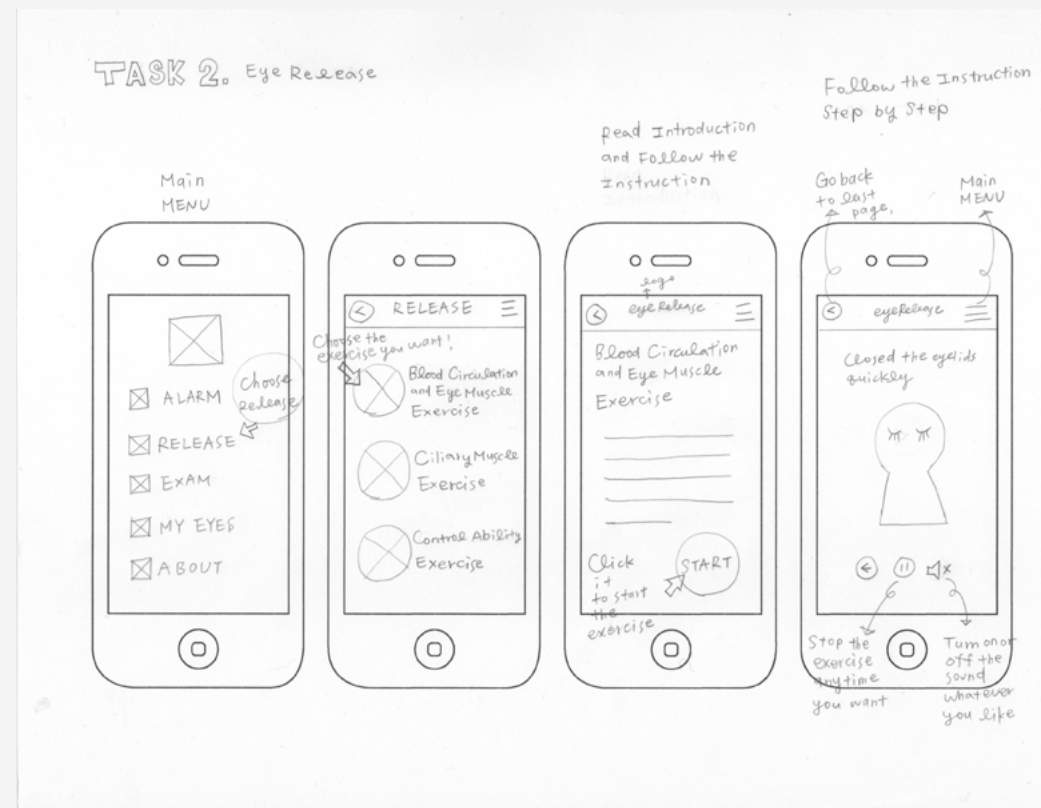
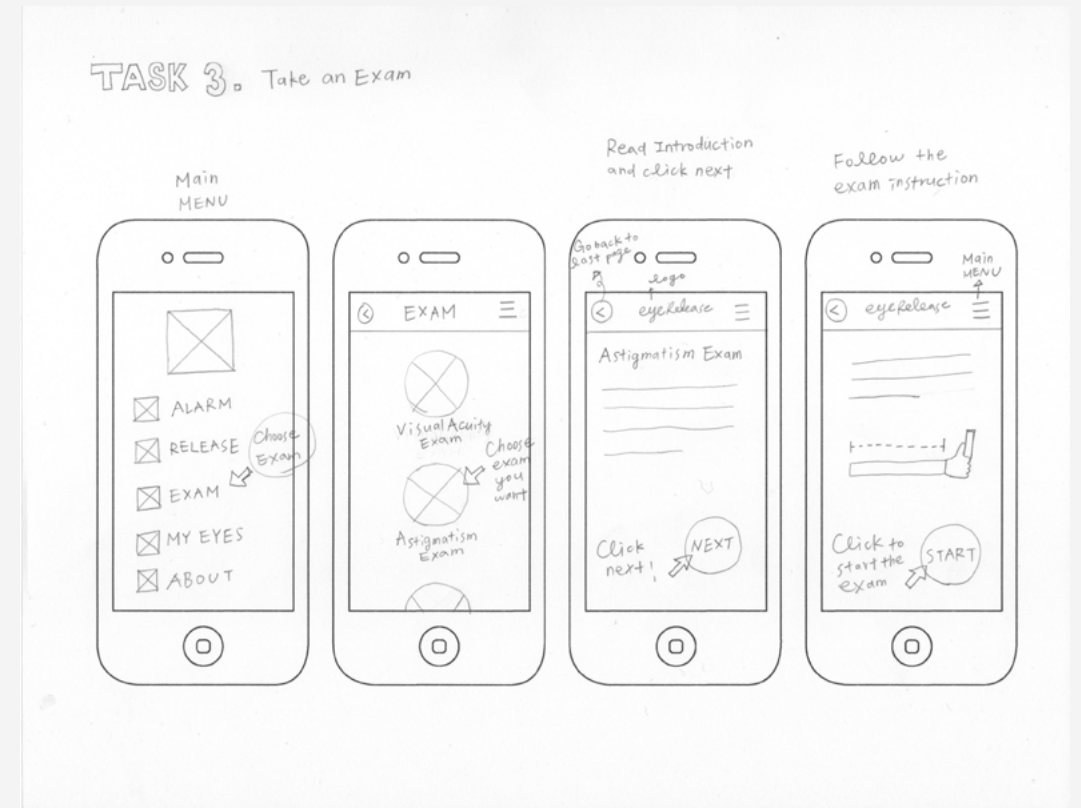
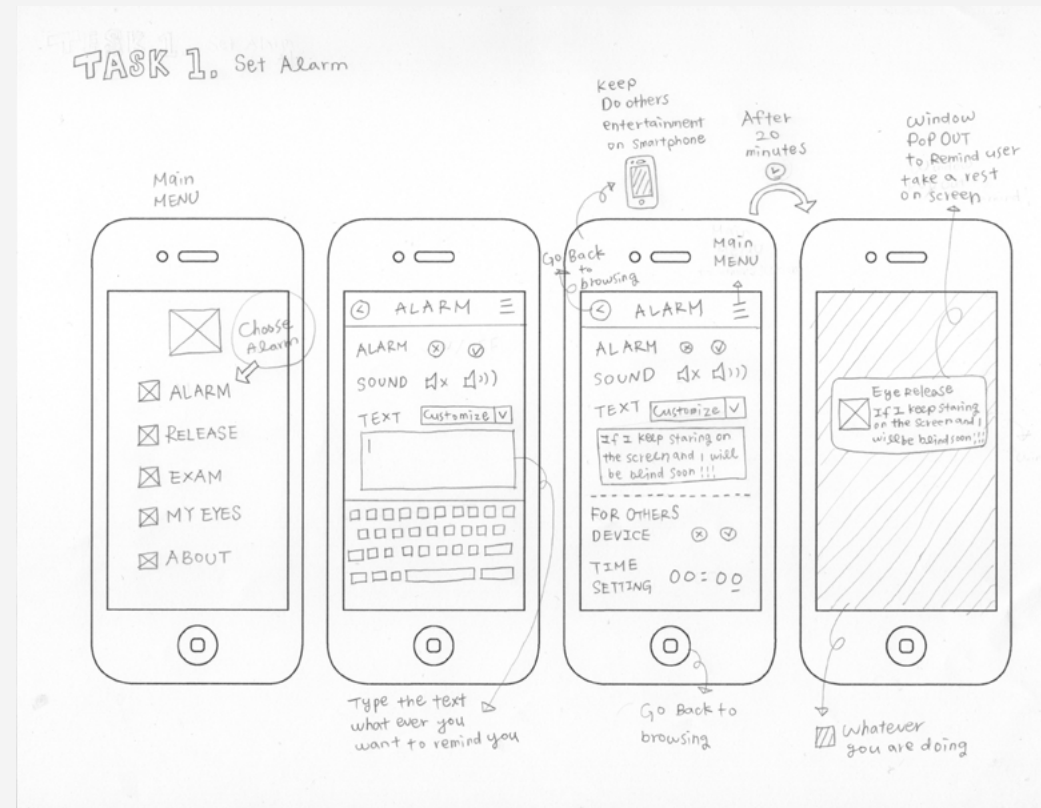
TASK *

James also wants to do some changes in the infographic of eye from female to male and gray to black



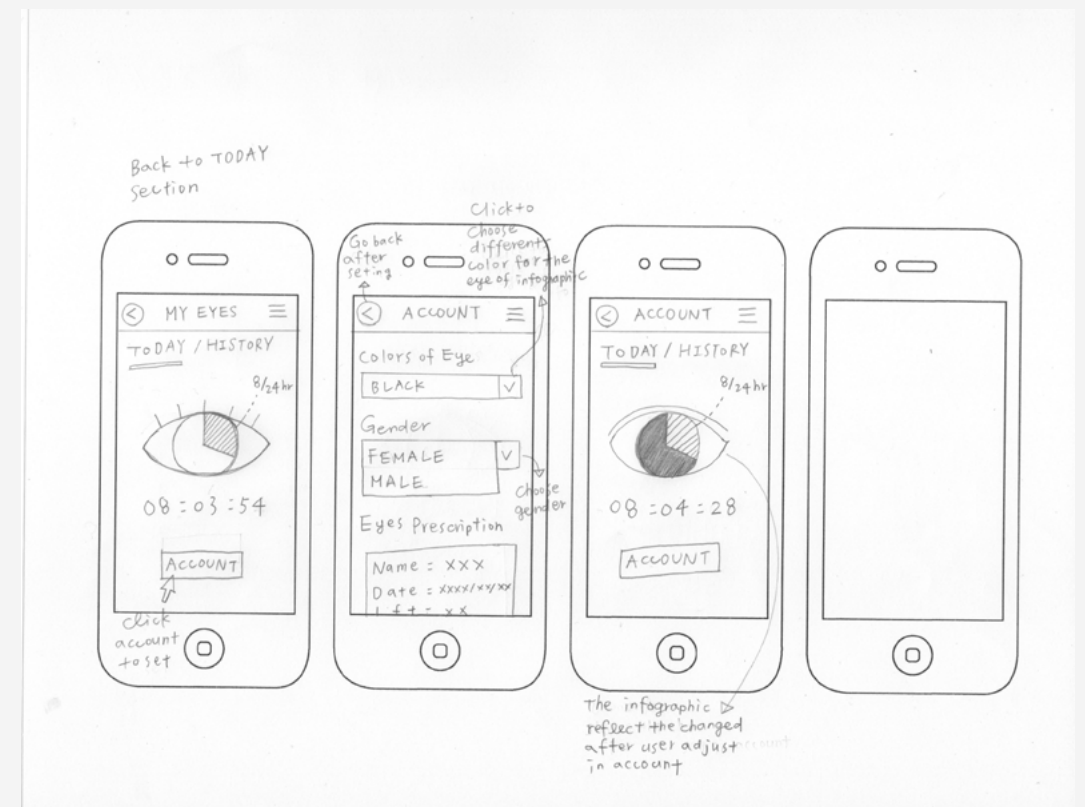
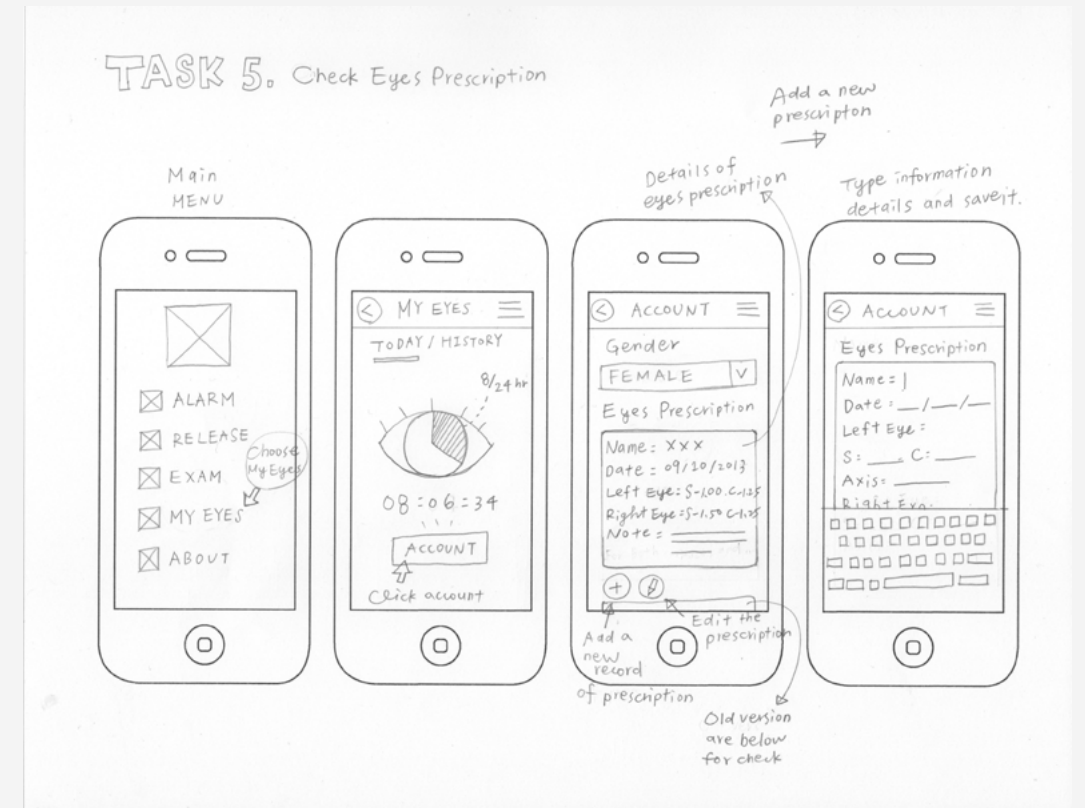
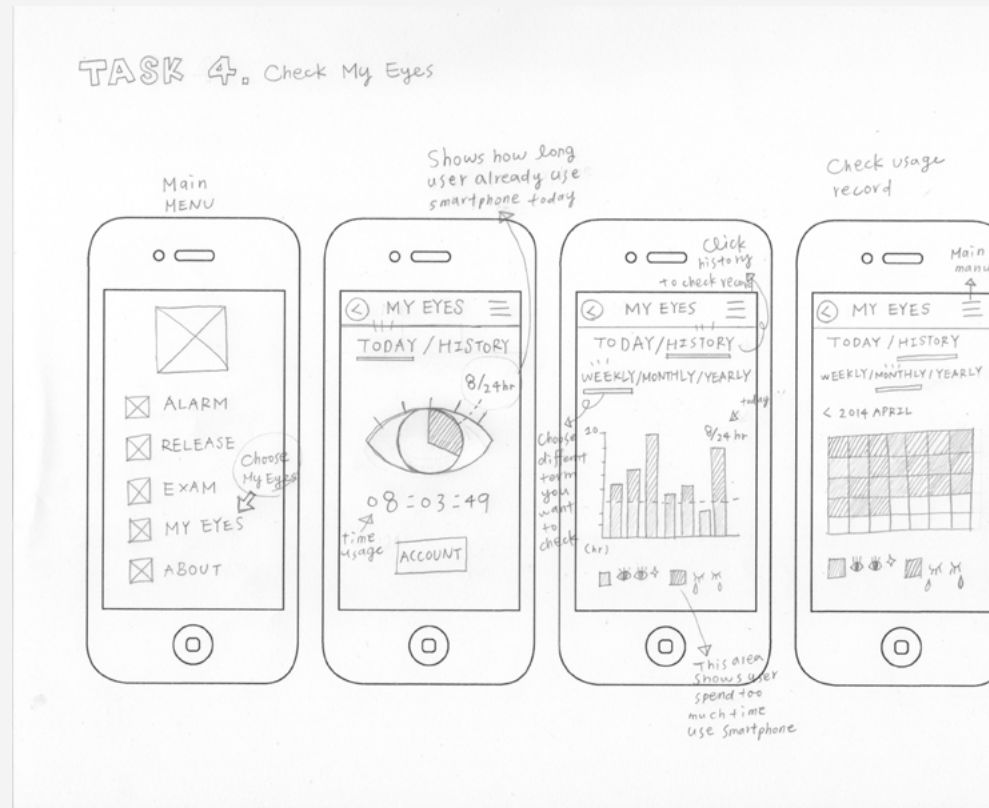
Testing Plan

- Paper Sketch



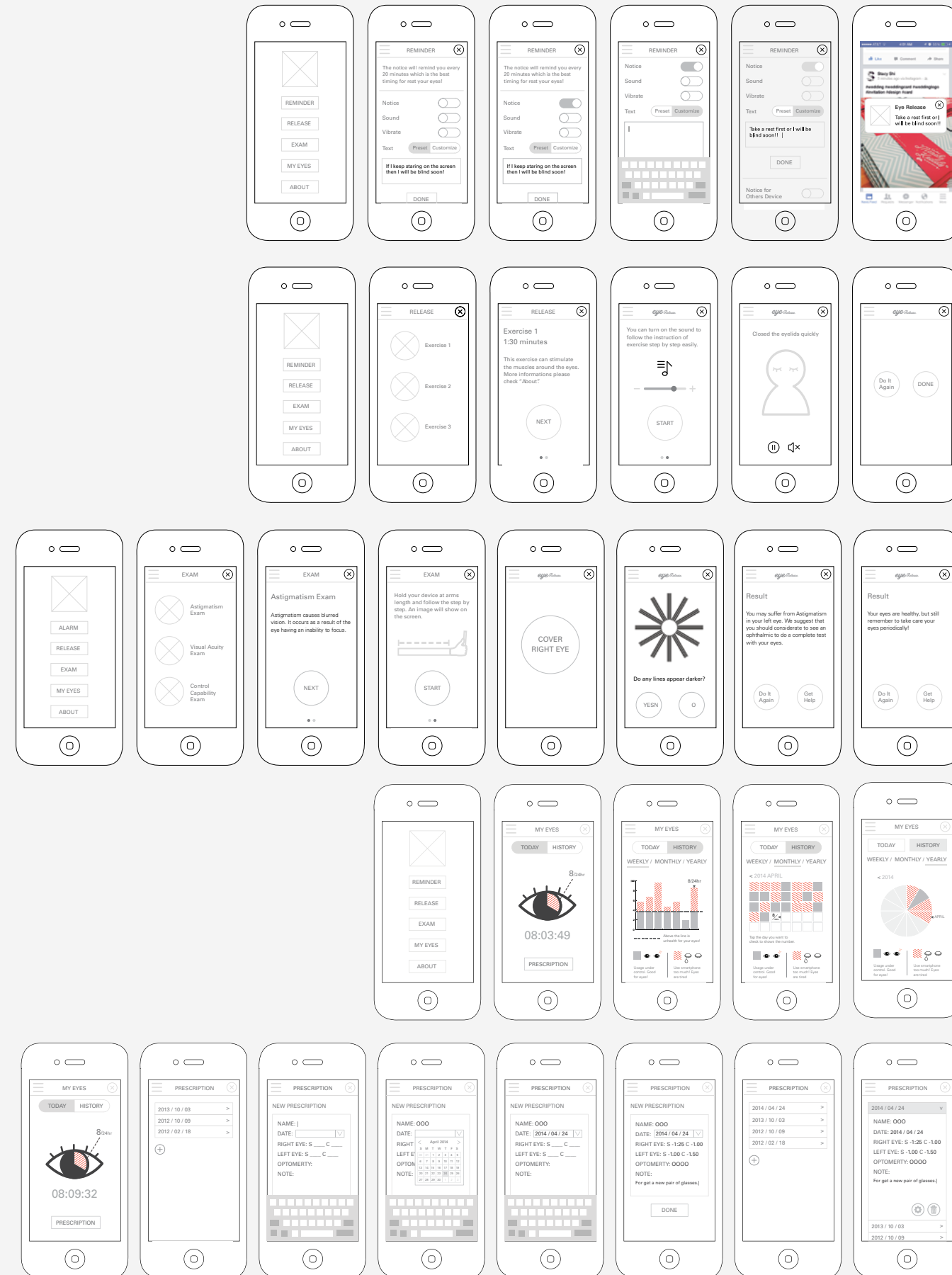
Testing Plan

- Paper Sketch



Testing Plan

- Printed Paper prototype



Testing Results

② Female
25-30
Desktop
✓ Laptop
Tablet
✓ Smartphone ✗
- Yes.
light myopia
150° degree
&
200°
- When want to get
a new pair of glasses
will go to get optimistic
to do a regular test
- Yes
Easy to fascinated
on smart phone

TASK 1. ✓
TASK 2. description a little
bit long
TASK 3. ✓
TASK 4.
Add description with
icons
TASK 5. ✓
TASK * ✓
Some confusion
with the name of nav

10/27
Coffee Store → Blue
Bottle

10/27
Coffee Store → Blue
Bottle

③ Male
25-30
Desktop
✓ Laptop ✗
✓ Tablet
✓ Smartphone ✗

- Yes. Myopia
- Didn't pay attention on it
+ till next time
eyes feel blurry
- No, will fascinated
on the game or
novel.

- Yes.

10/27
Home

TASK 1.
- How to close the popup
(turn off)
window?
- change the name
from Preset → Default?

TASK 2. ✓
TASK 3.
Add more function on the
Results.

EX: link to google research
to get optimistic
or
link to remind
or
calendar
in the phone.

TASK 4.
Add a line on infographic
3hr - - - - above
too much (week)
(month
& Add more info
year) like actual number

TASK 5. ✓

TASK * ✓

① Male
25-30
Desktop
✓ Laptop ✗
✓ Tablet
✓ Smartphone ✗

- No.
- Sometimes
will remember
rest eyes
- Yes.
want to control
the usage
to keep eyes
healthy

10/27
School → Building
795F

TASK 1. ✓
TASK 2. Release → ?
exercise?

• Some
Names make confuse
Introduction is too long

TASK 3. ✓

TASK 4.
Add some description with icons

TASK 5. ✓

TASK * ✓
or
↓
Make Account (prescription)
Seperate
with
change name?
record
profile?

Female
25-30
Desktop
✓ Laptop ✗ } same
✓ Tablets ✗ }
✓ Smartphone ✗ }
- myopia
- go to optimistic
once a year
or two years
- ~~when~~ Will remember
rest eyes when working
but not in game
when play
- She want to control
her boyfriend's usage
of smartphone

TASK 1.
ALARM
→ NOTIFICATION
bottom
↔ to
switch
Snooze?
preset | customized
add
a FINISH
button?
add link
or
close window

11/1
HOME

Female
25-30
✓ desktop in school
✓ laptop
✓ tablets
✓ Smartphone ✗

- myopia
- Once a year
→ Optimistic
Remember
in brain
keep the note
from doctor
- Will remember
take rest
when use
desktop
will forget to
rest when use
smartphone

- Try

TASK 1. ✓
TASK 2. menu position?

TASK 3. note
how long the
exercise is.

TASK 4. HISTORY OR RECORD?

TASK 5. MYEYES
↓
portfolio?

TASK *.
Make a setting
section

11/1
HOME

(MENU position?)



TASK 2.
(check
target
eye drop's
name)

↓
Change the
name of
exercise?

make
descriptio
to → image?

note the
timing.

+ movement

TASK 3.
how long
the exams
get move
information



TASK 4.
Name
confuse

TASK 5.
ACCOUNT
↓
prescription

↓
Accordion?
↓
prescription
menu



Testing Results

- Point Record

Introductions of the exams and exercises might be too long for the user to read.

I shortened the introductions, keeping the important parts.

I also added to the descriptions how much time the exercises take.

Add more functions in the options.

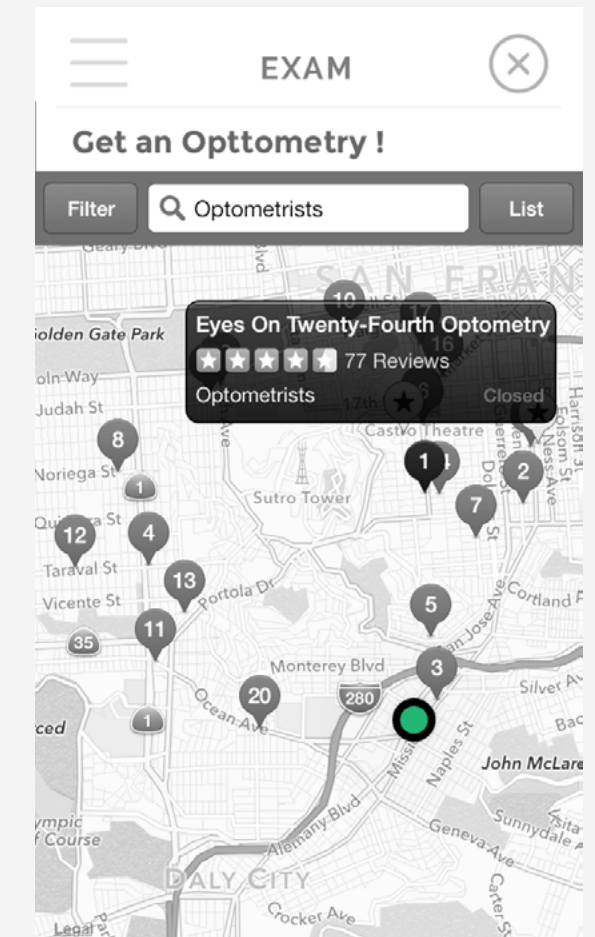
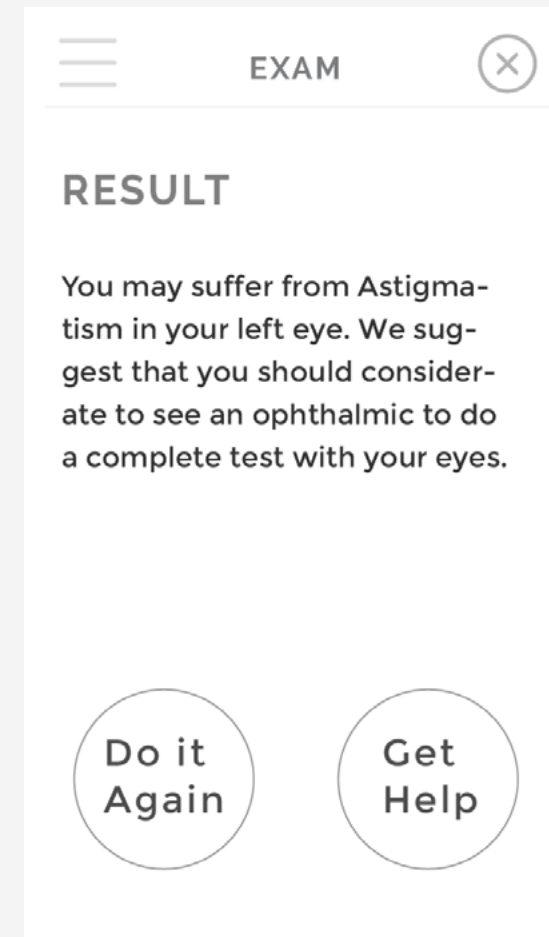
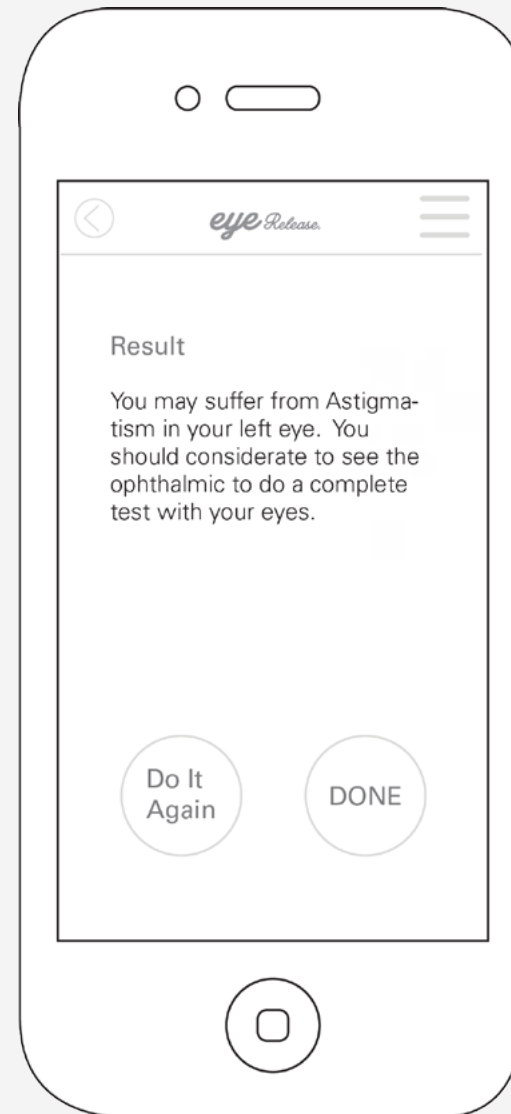
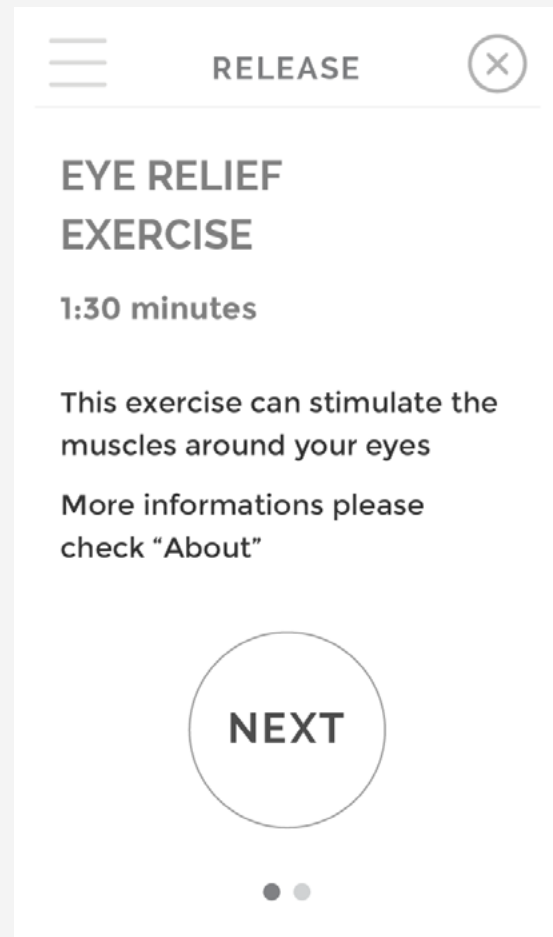
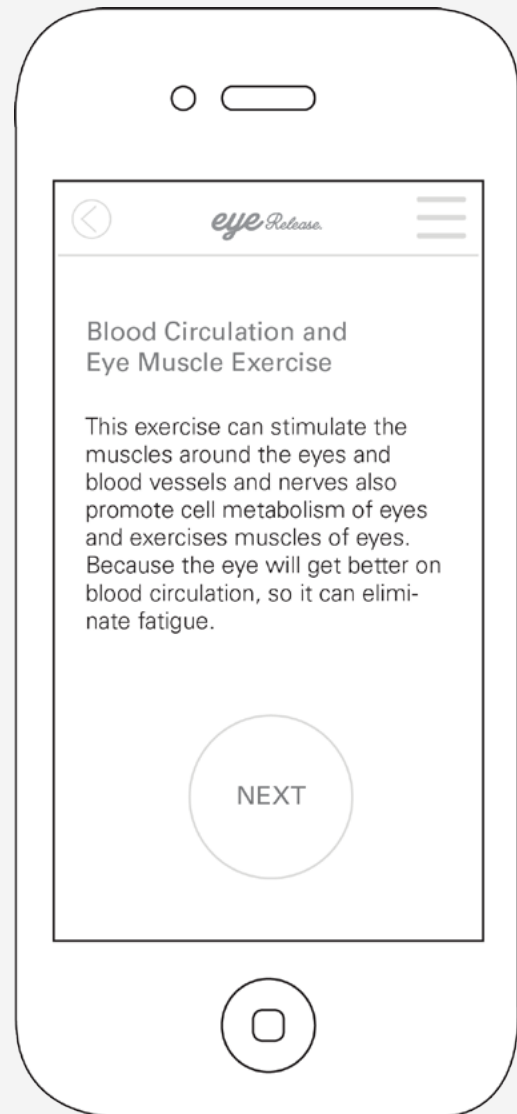
ex: link to other place to get some information.

Way 1.

Add a button to search for nearby optometrists with Google Maps or Yelp.

Way 2.

Add a button that adds a Calendar entry to visit an optometrist.

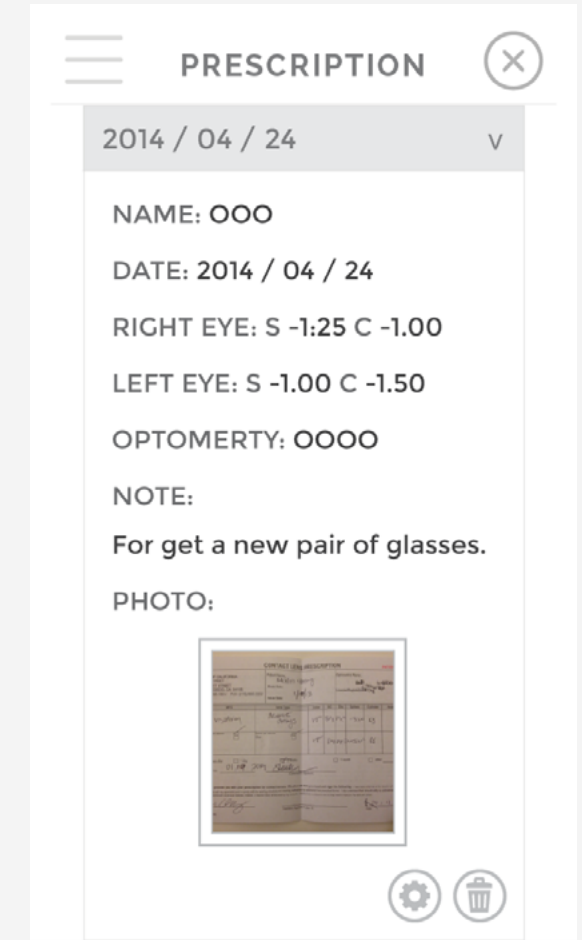
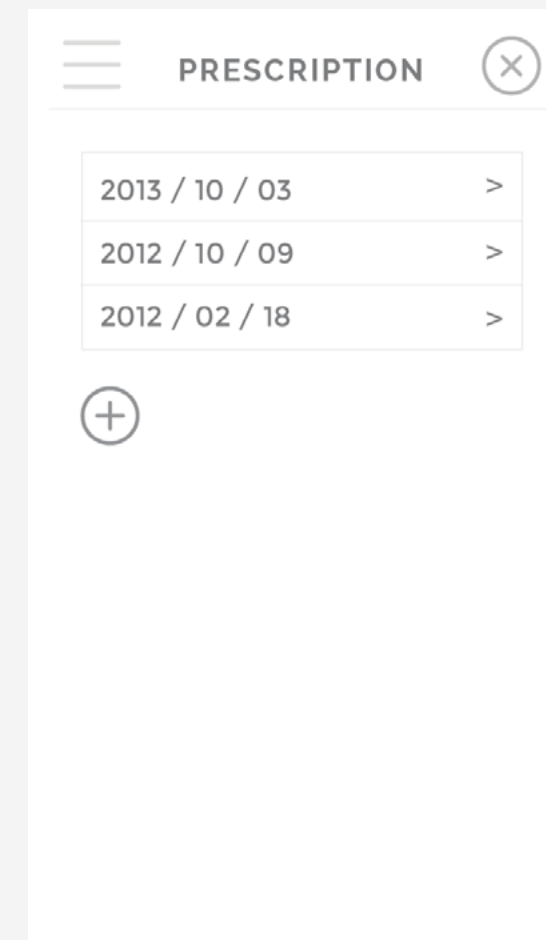
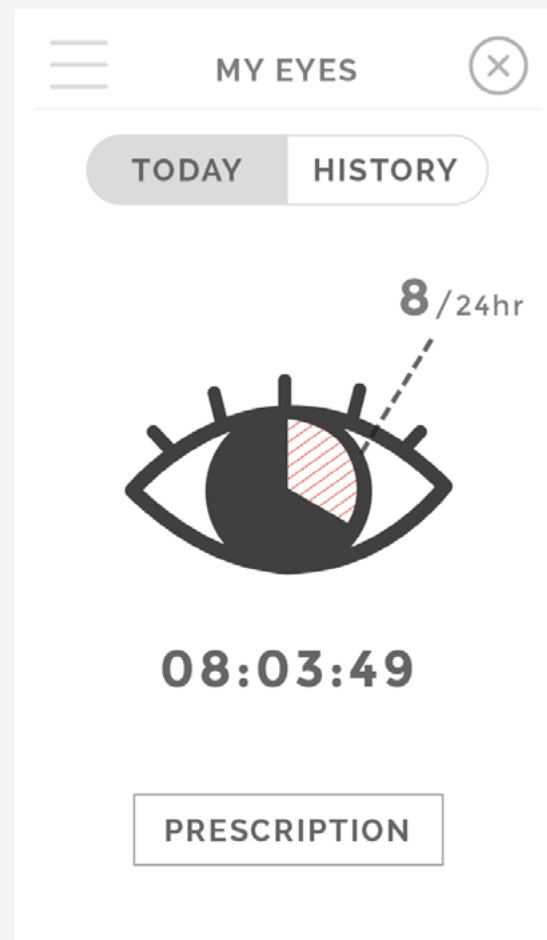
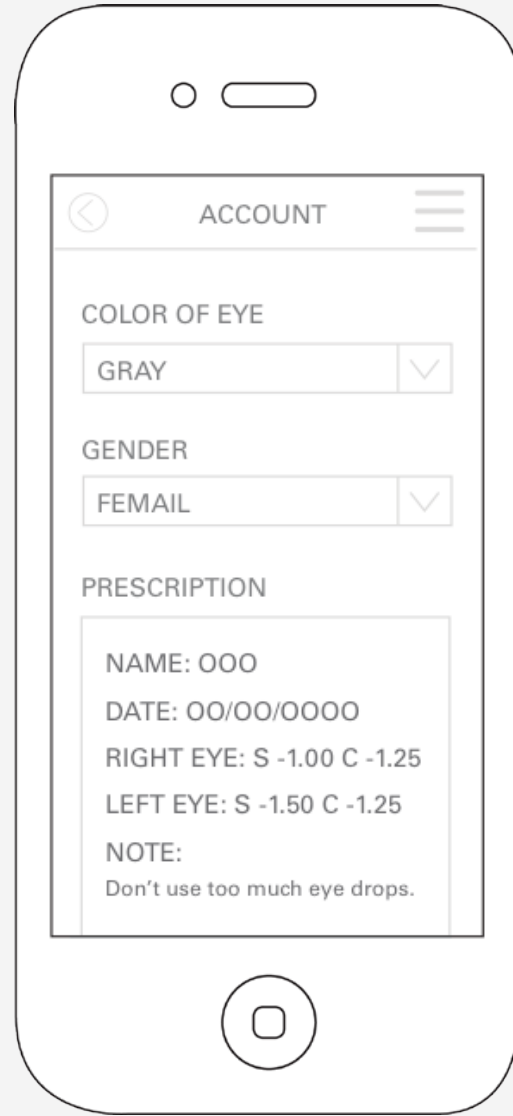
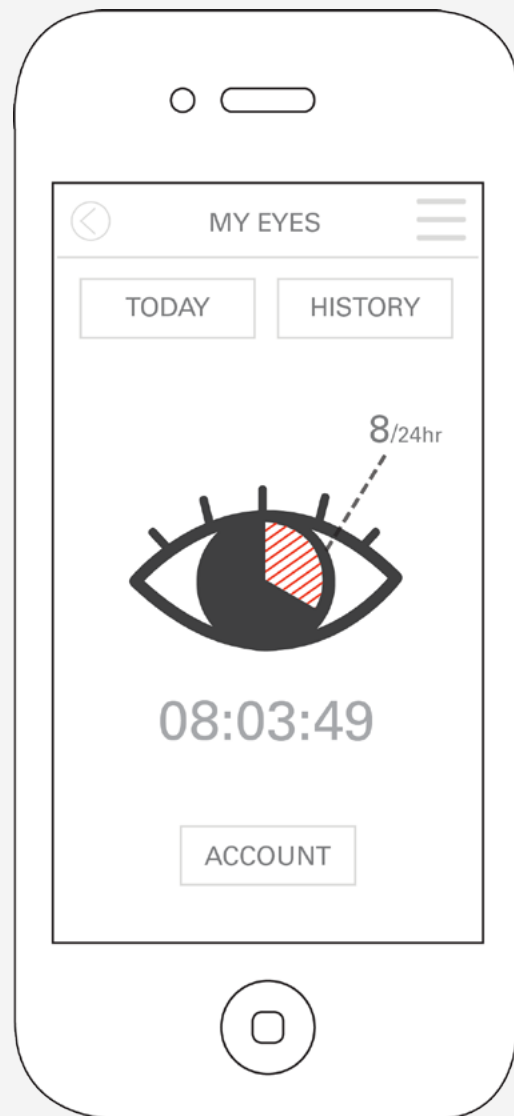


Testing Results

- Point Record

The gender and eye color options on the Account page are not necessary.

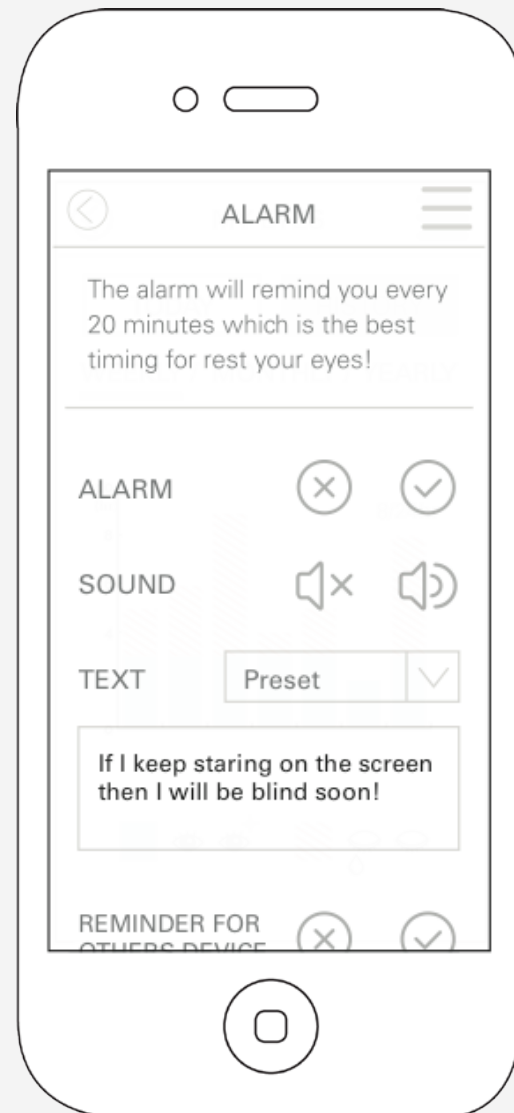
Remove "Account" and move the prescription saving function to a "Prescription" button on the Eyes Record screen.



Testing Results

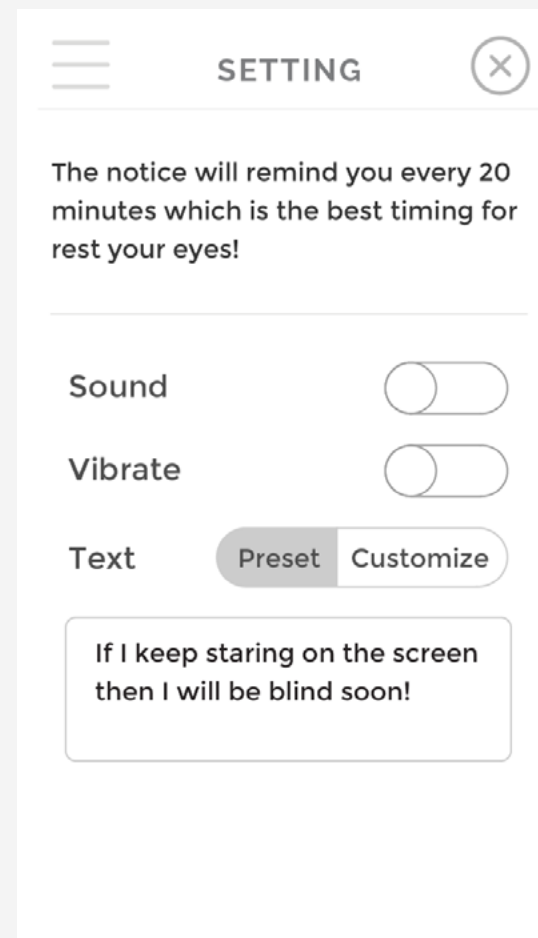
- Point Record

Button images were confusing.



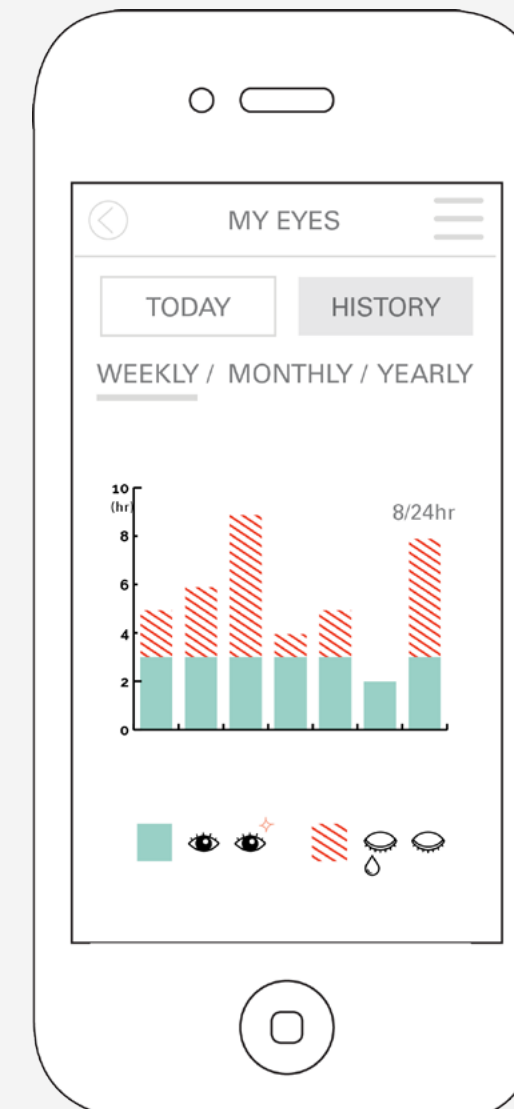
Changed the button from images to a simple and common toggle switch.

Also change the name from "Alarm" to "Reminder". This page below is the Reminder Setting screen.



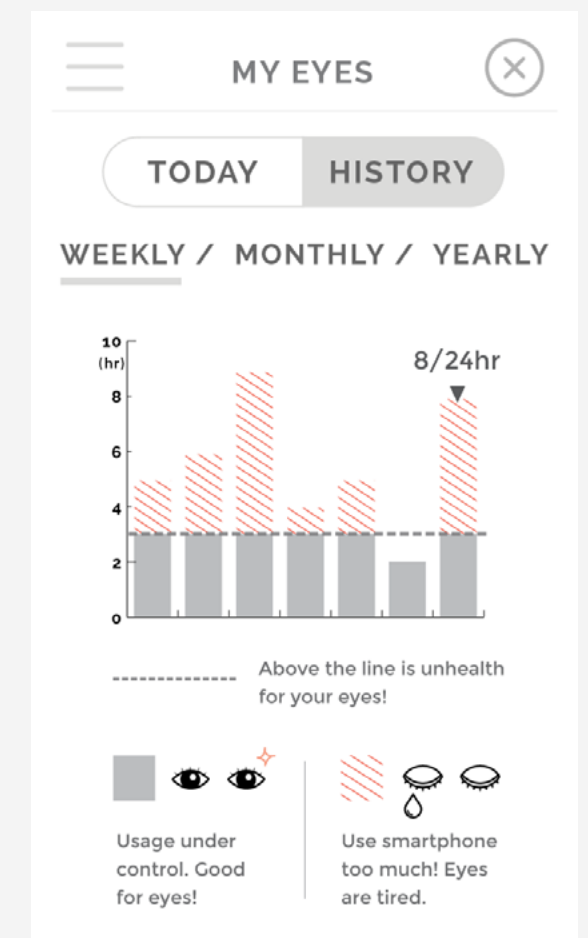
Add a line showing the recommended 3 hour maximum smart phone usage per day.

Add some text explaining the meanings of icons.



Added a dashed line at 3 hours.

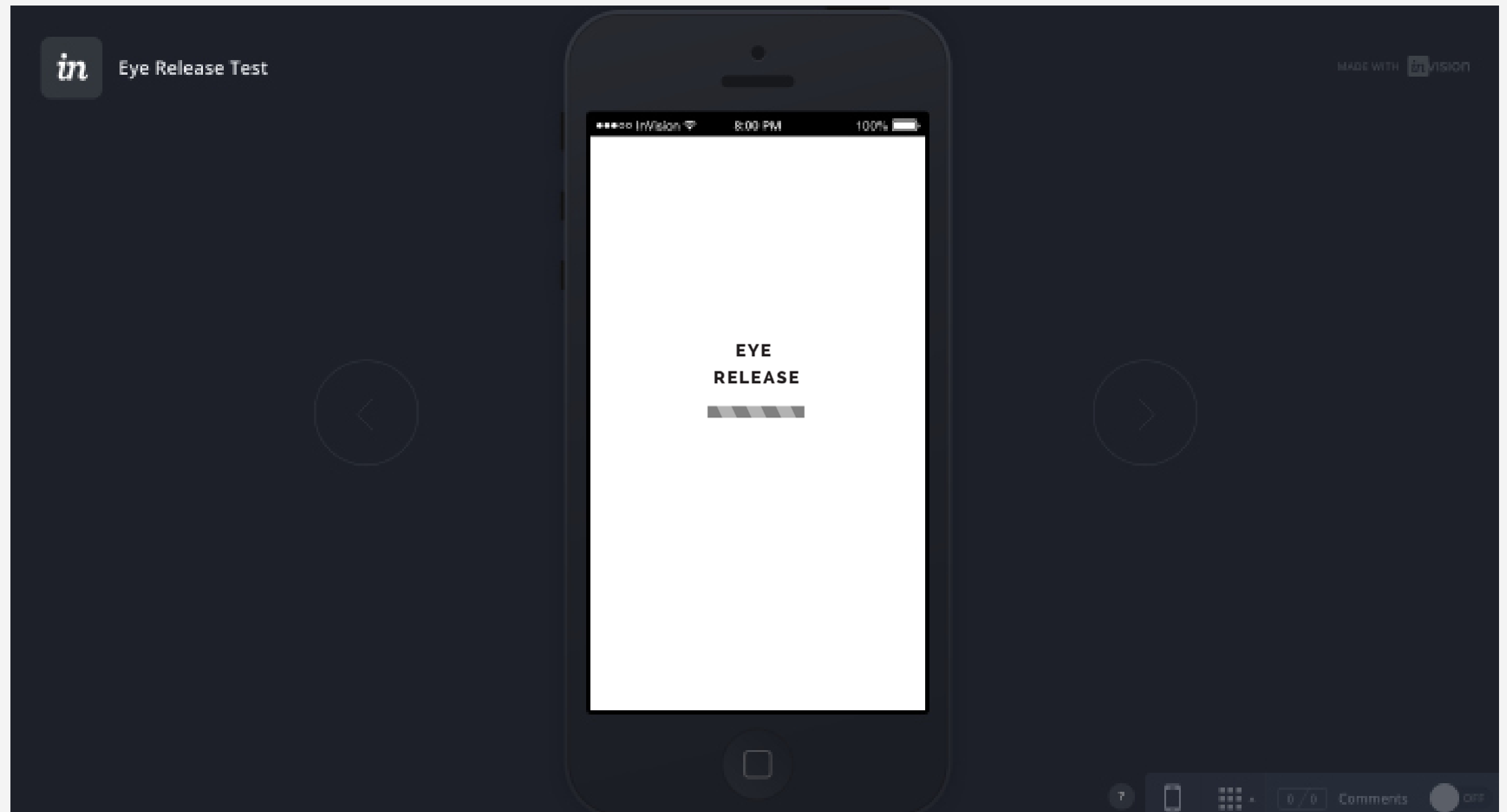
Added a brief description below the icons.



User Testing Information

- Wireframe (InVSION)

<http://invis.io/VB1OE925Z>



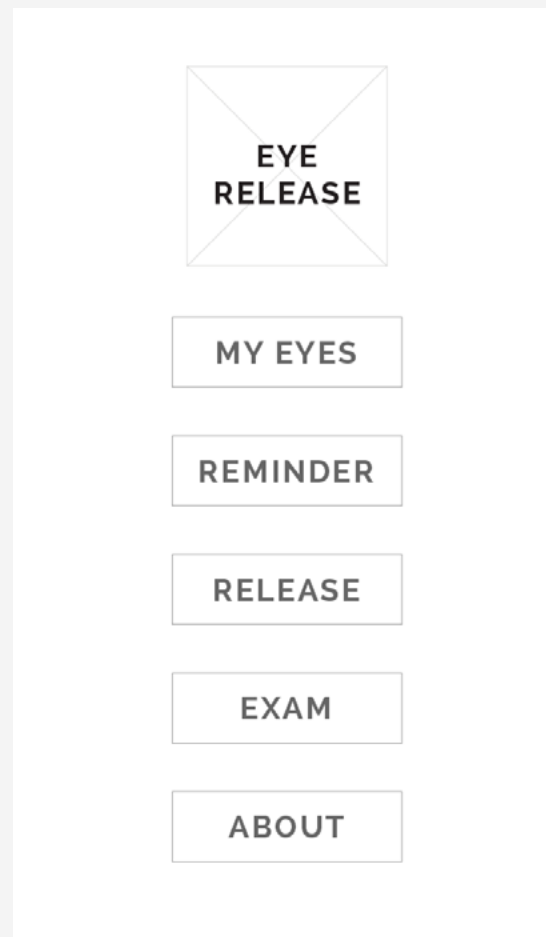
Testing Results

Problem and Fix

- Menu

- "Release" is a little bit hard to understand what is this function's meaning. Change "Release" to "Exercise" or "Relax"?

- Not sure what should do at first in the home page.

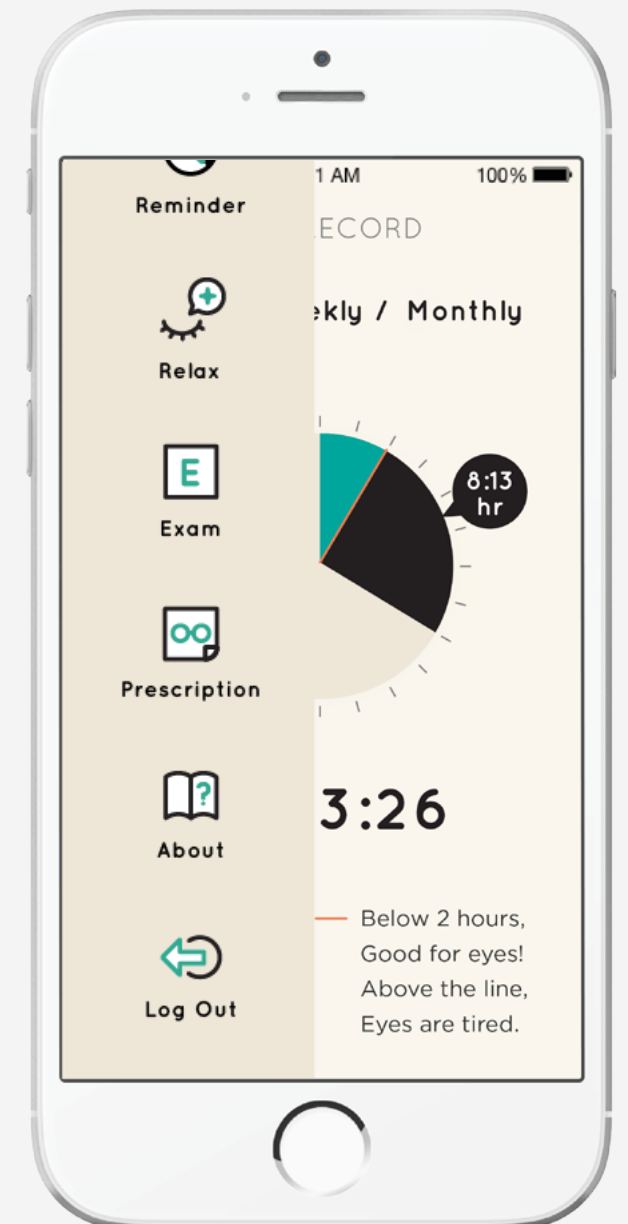
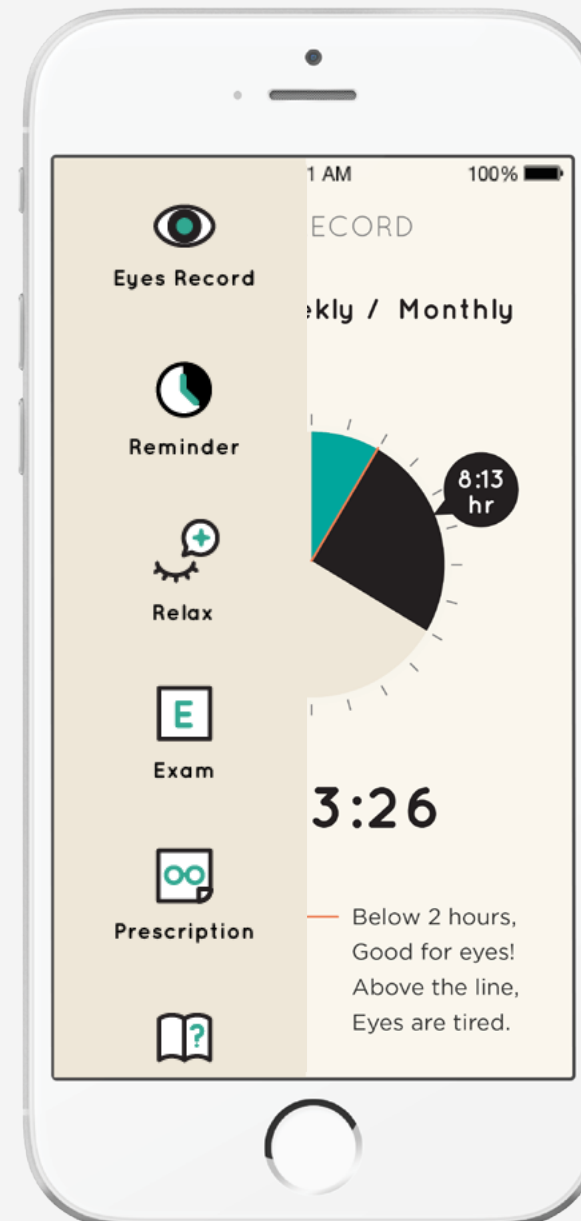
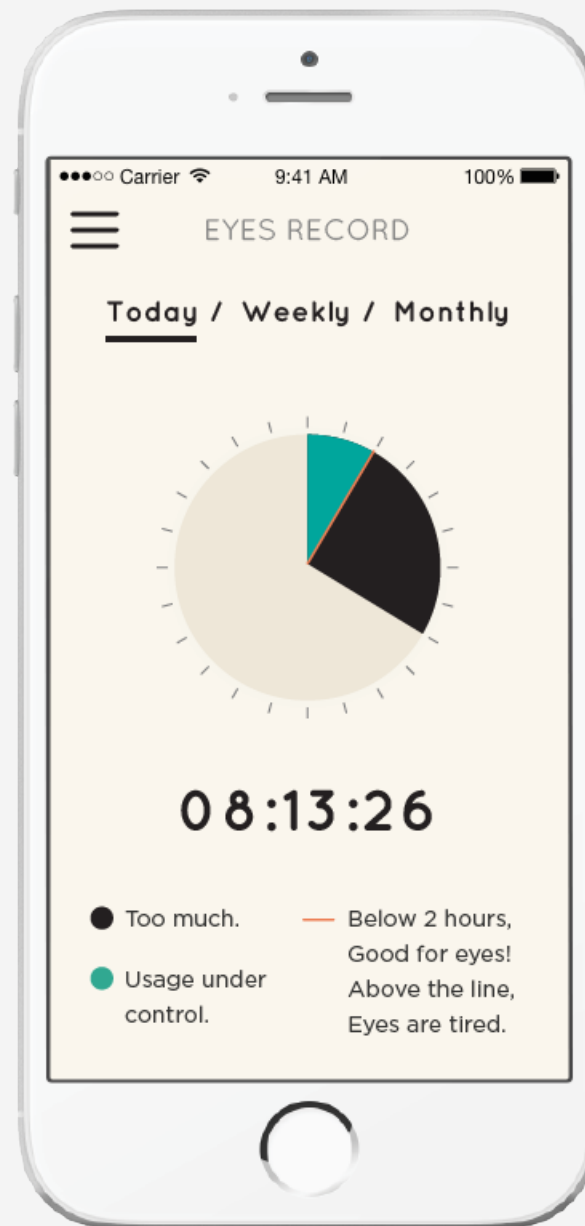


- Change the app name from Eye Release to Ease.
(Shorter and more simple for user)

- Make the primary usage report function to be the home page which helps user to easily get what they want.

Change "Release" to Relax. This is easier to understand.

The Login feature will let the user use the app on different devices and see their usage across all devices. We need a Logout function on the main menu.



Testing Results

Problem and resolution

- Reminder and Relax

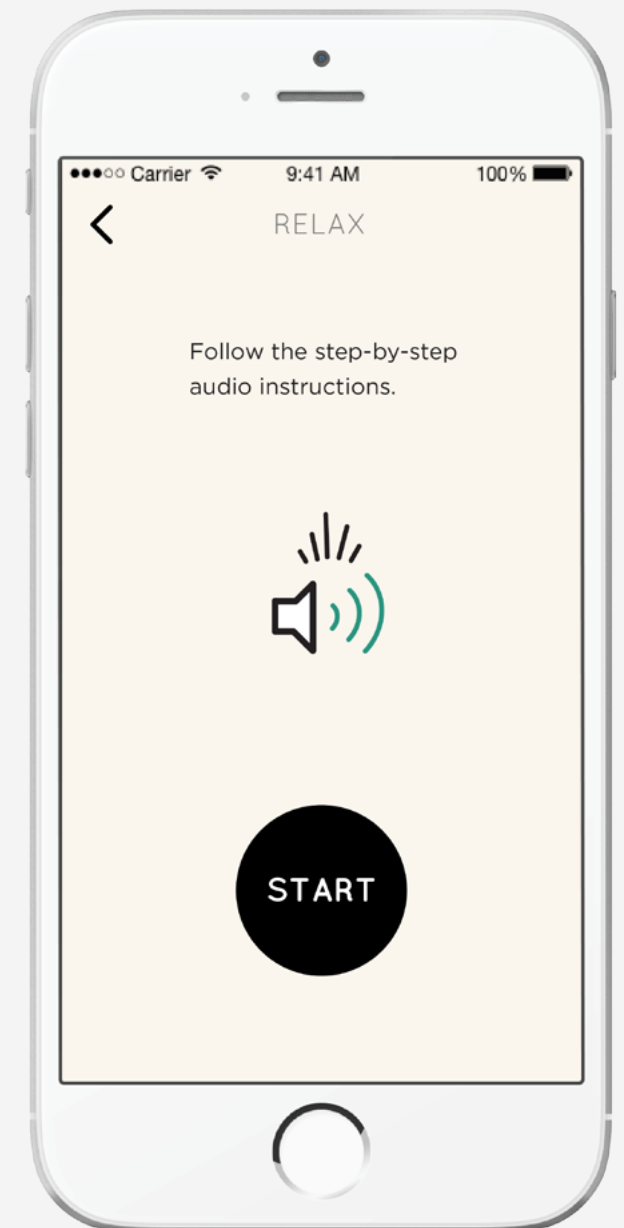
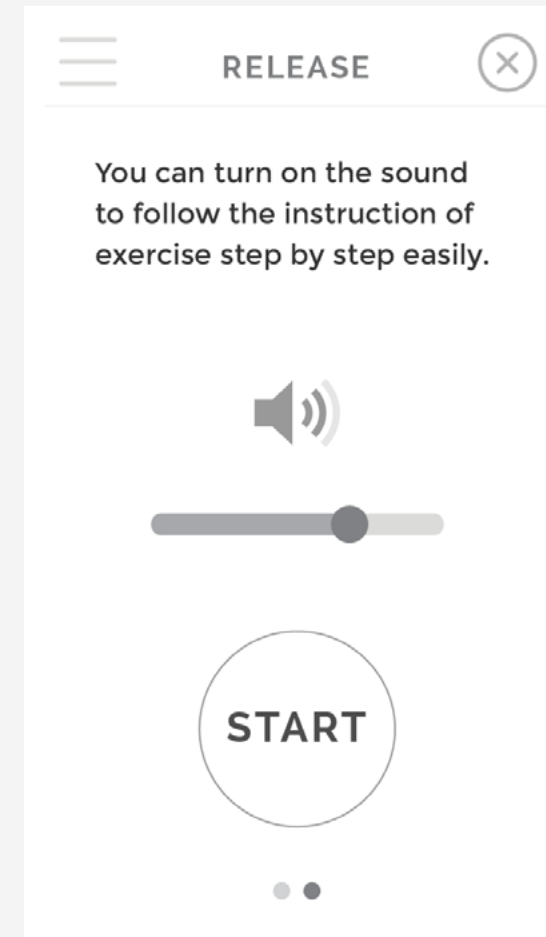
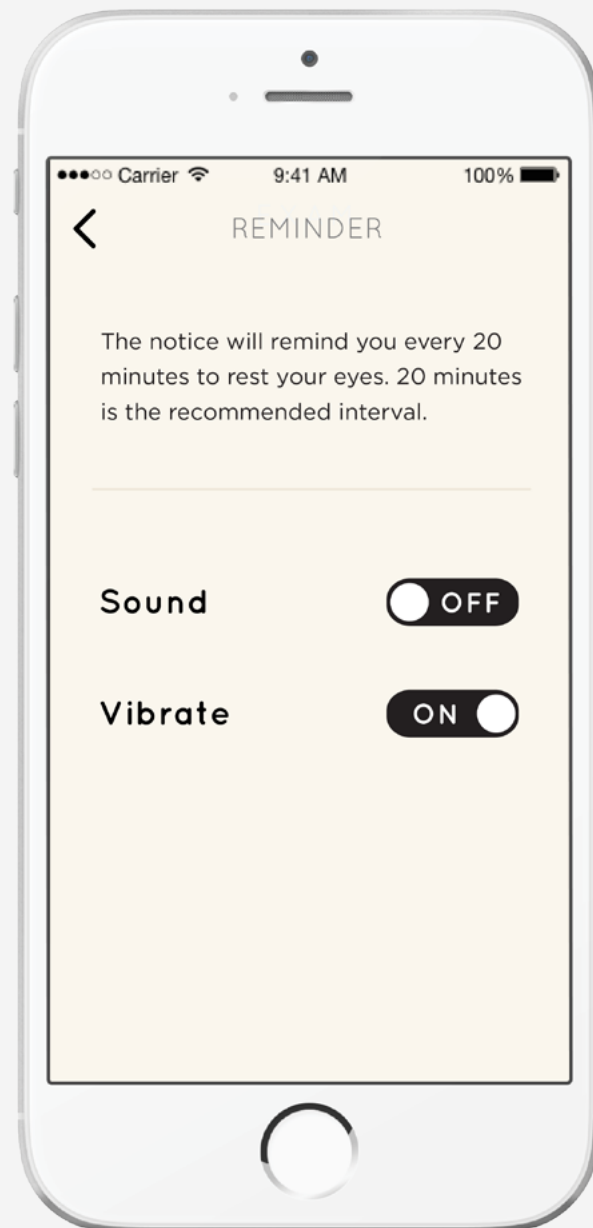
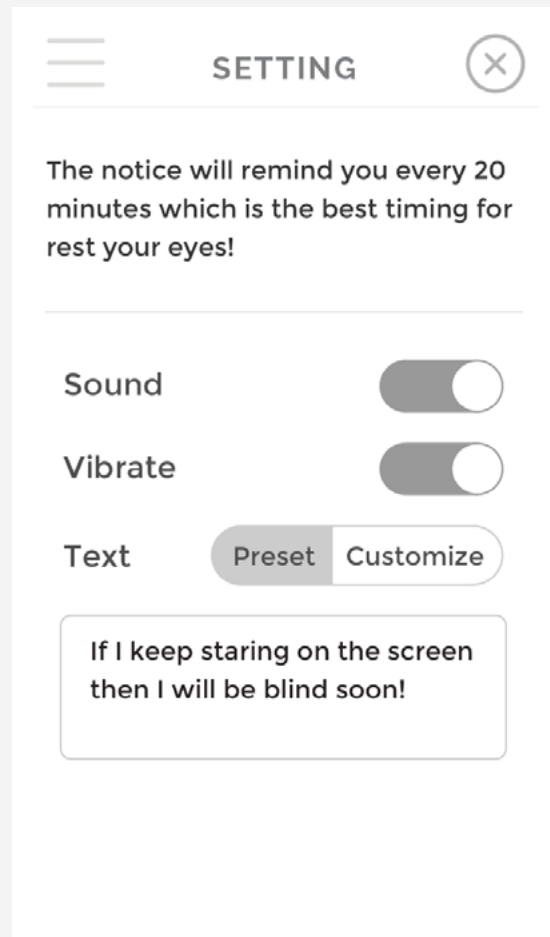
- Change "Preset" to "Default"?

- Is Customize text necessary?

Delete the custom text option.
Most of user testing feedback said it's not necessary.

iPhone users can adjust the volume anytime by the buttons on the left side of the phone. It is not necessary to adjust the sound in the app here.

Delete the volume bar and use an icon to remind the user to turn on the sound.



Testing Results

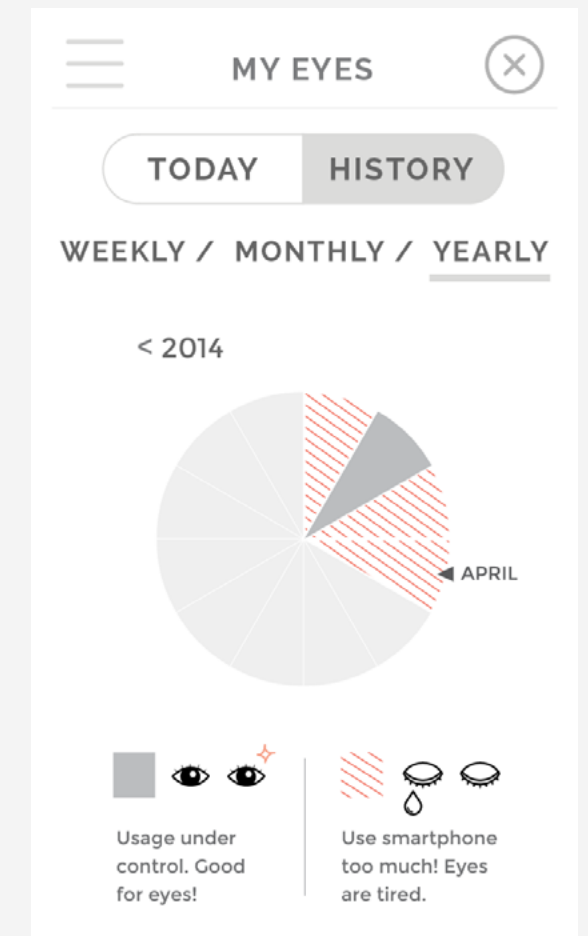
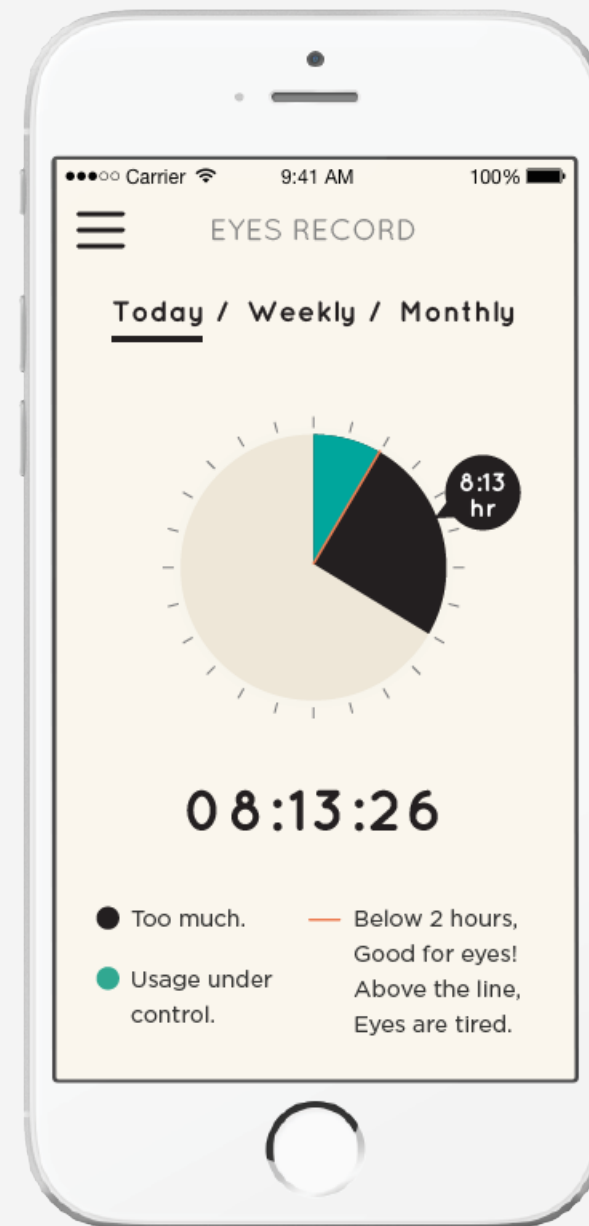
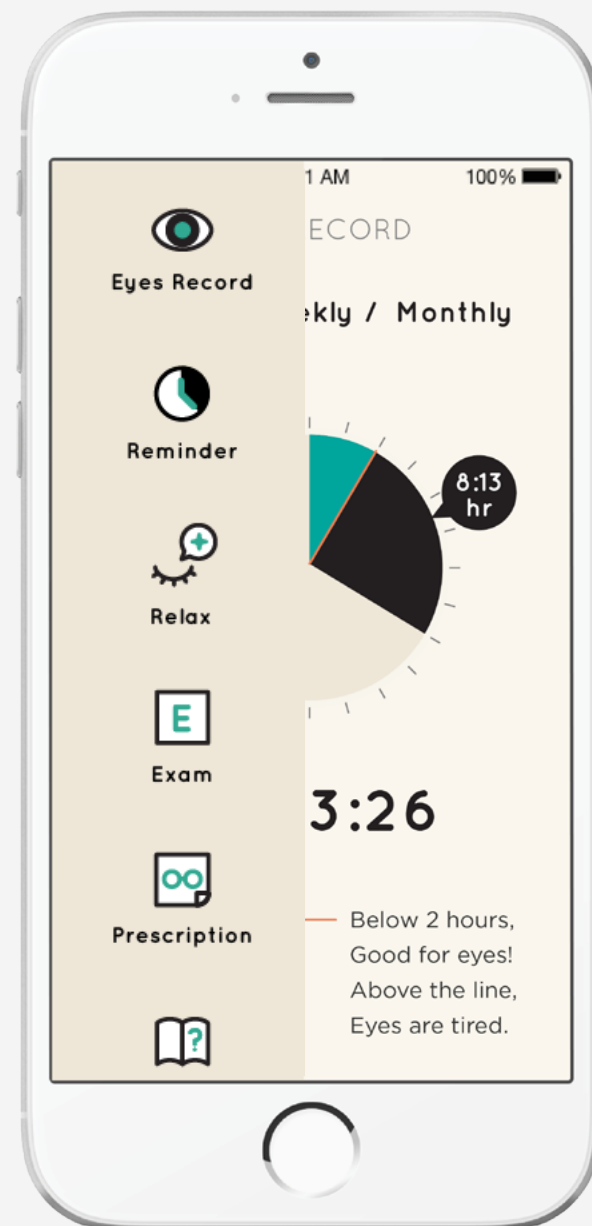
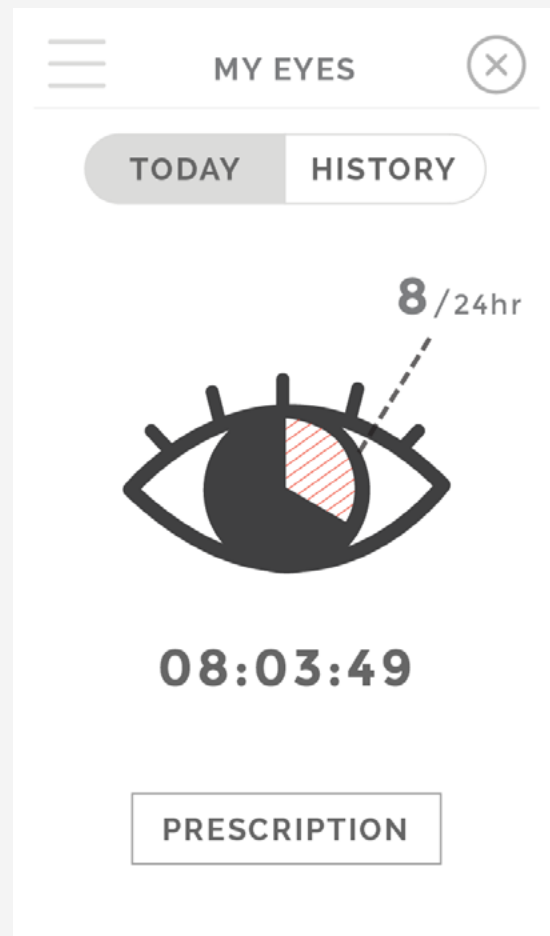
Problem and Fix - Eyes Record

Put the Prescription with other functions the same place to be consistent. Then it can be found easily and directly.

Change the eyes infographic to a pie chart to make the visual simple and not wierd.

Delete the Yearly feature. Because it's not very useful. The drop-down function of Monthly report provides the user enough information already.

Why put the Prescription function here?



Testing Results

Problem and Fix

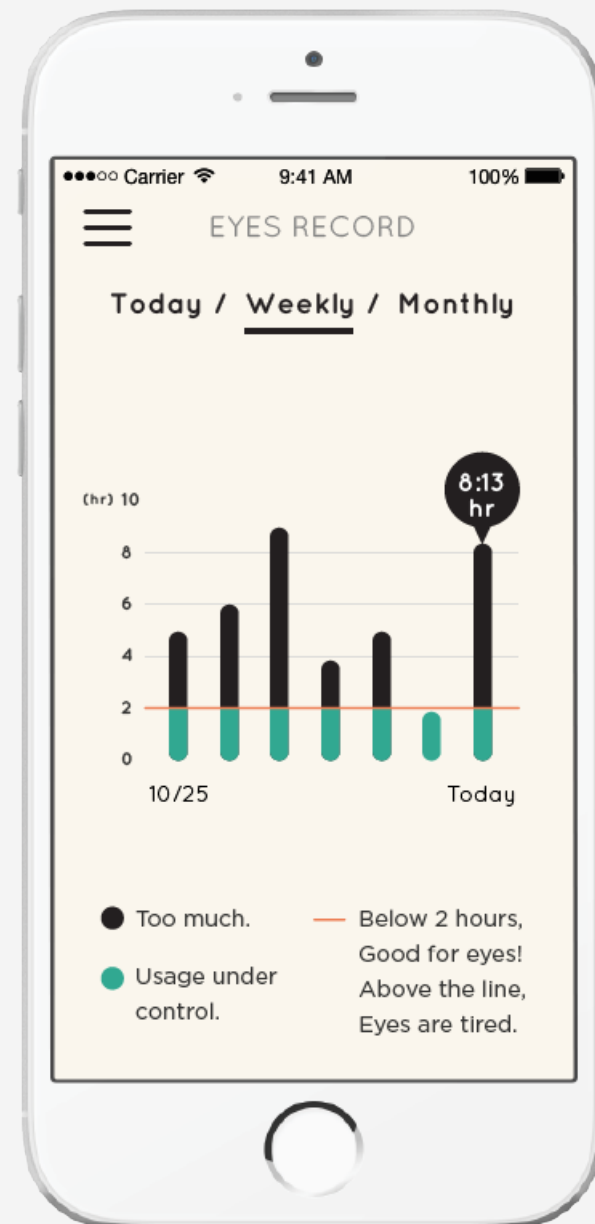
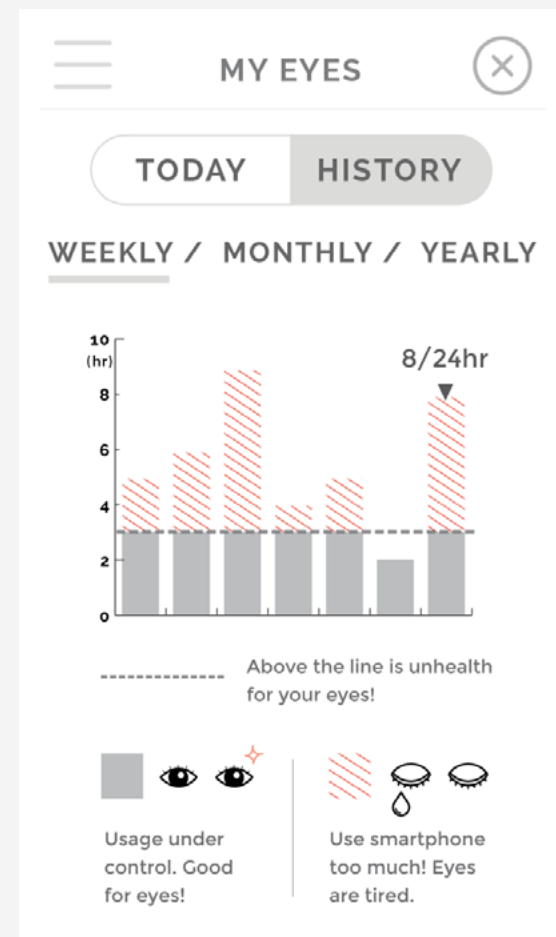
- Eyes Record

- The eyes images below might not directly present the meaning of it.

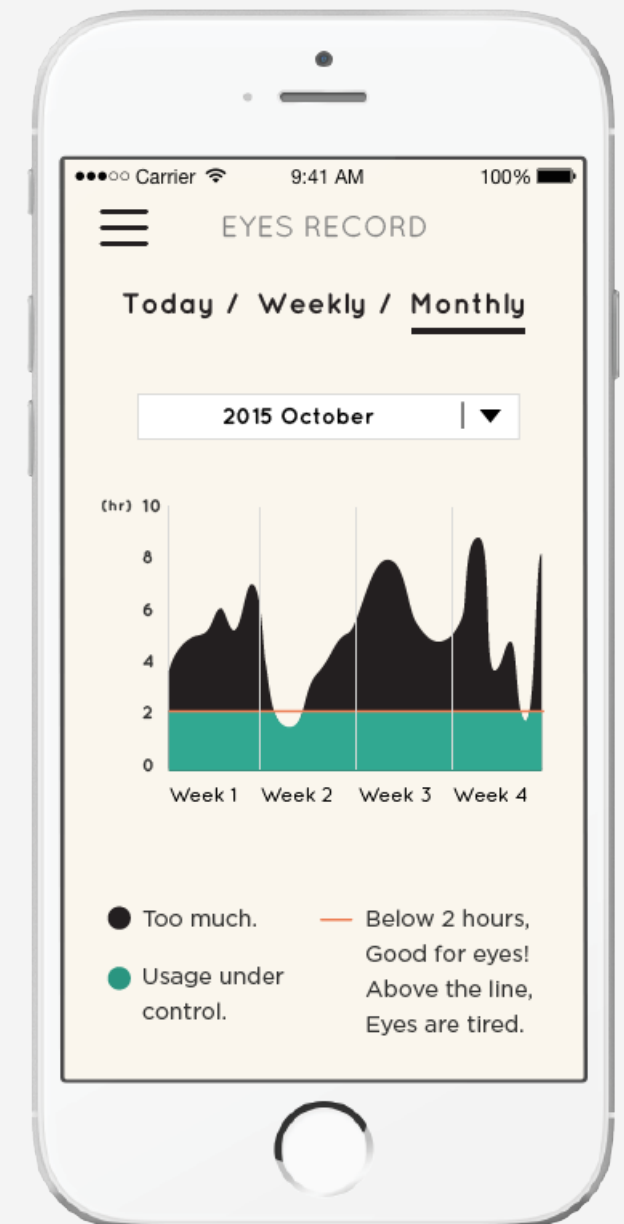
- Is the red dash lines appropriate for the eyes?

Use solid colors instead of dashed lines and icons.

Use a common chart that users are familiar with. Switch to a drop-down menu which lets the user easily select the month they want to view.



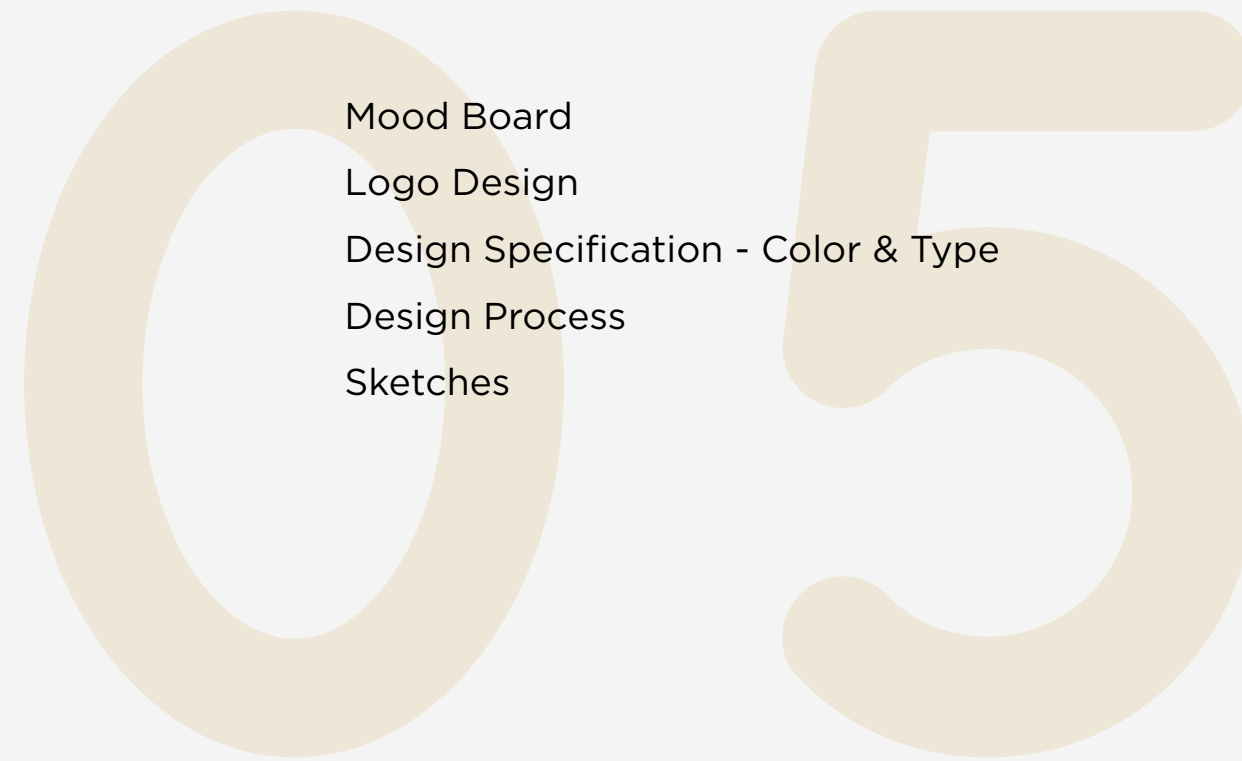
Are there other ways to show the monthly usage better?



Testing Plan

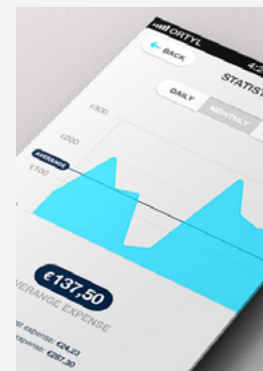
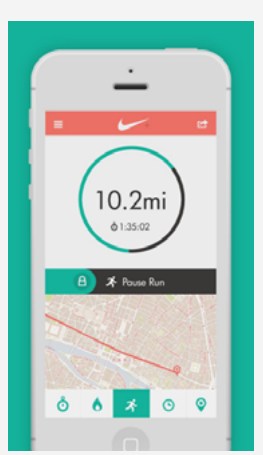
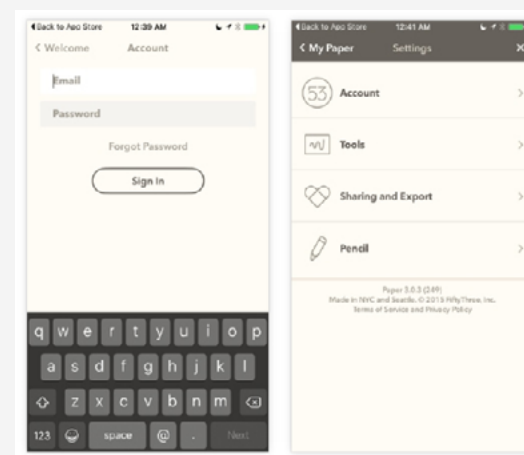
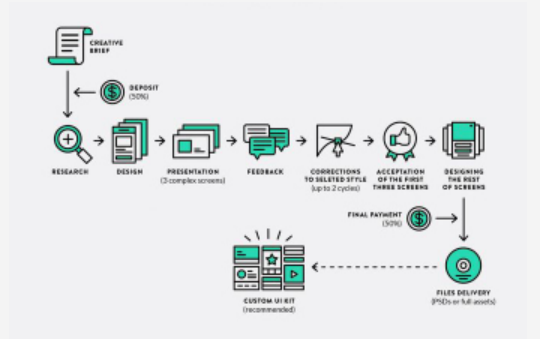
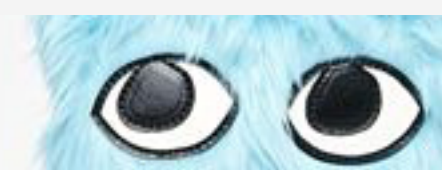
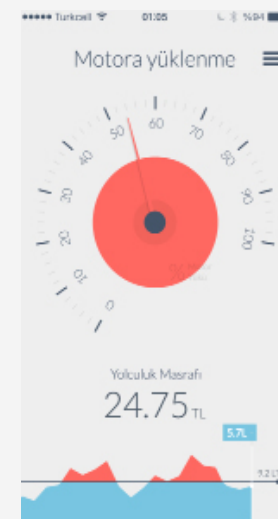
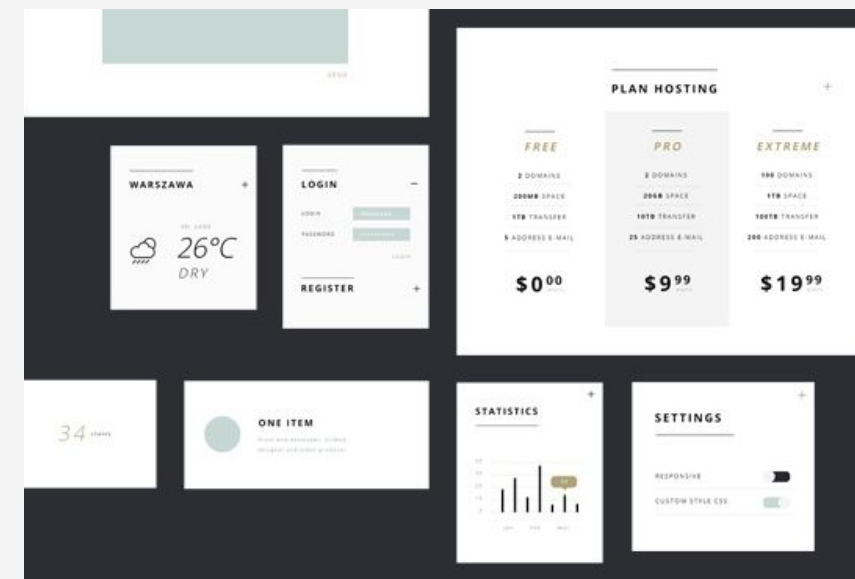
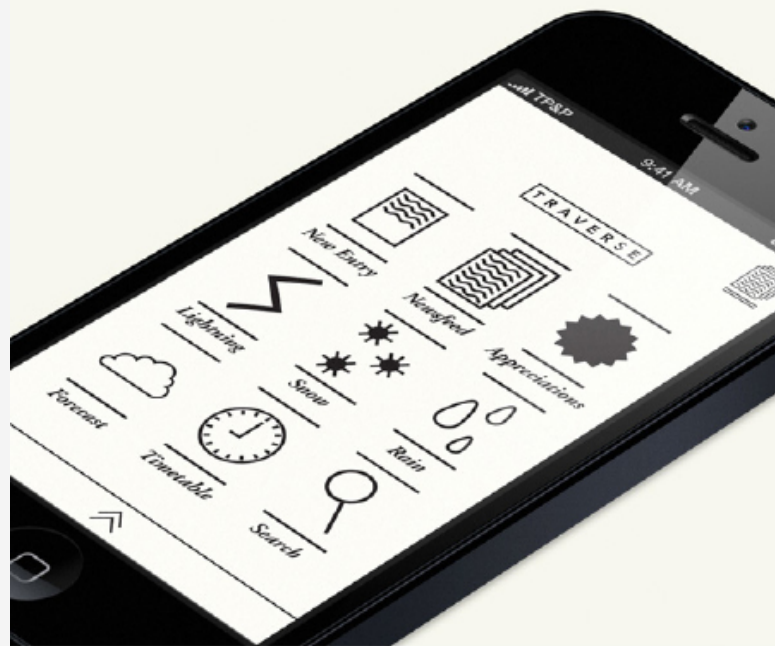
Phase	Time	Numbers of people	Prototype
Research Interview	2014 Sep.	8	N / A
Low-Fidelity paperprototype	2014 Oct.	6	Sketch paperprototype
Height-Fidelity paperprototype A	2014 Nov. - 2014 Dec.	8	Printed paperprototype
Height-Fidelity prototype B	2014 Dec. - 2015 Apr.	7	Test through Invision URL: http://invis.io/VB1OE925Z
Height-Fidelity prototype C	2015 Apr. - 2015 Sep.	6	N / A Test with PDF file
Prototype	2015 Oct - 2015 Nov.	6	URL: http://www.nancykao.com/ease/index_1.html

VISUAL DESIGN PROCESS



- Mood Board
- Logo Design
- Design Specification - Color & Type
- Design Process
- Sketches

Mood Board

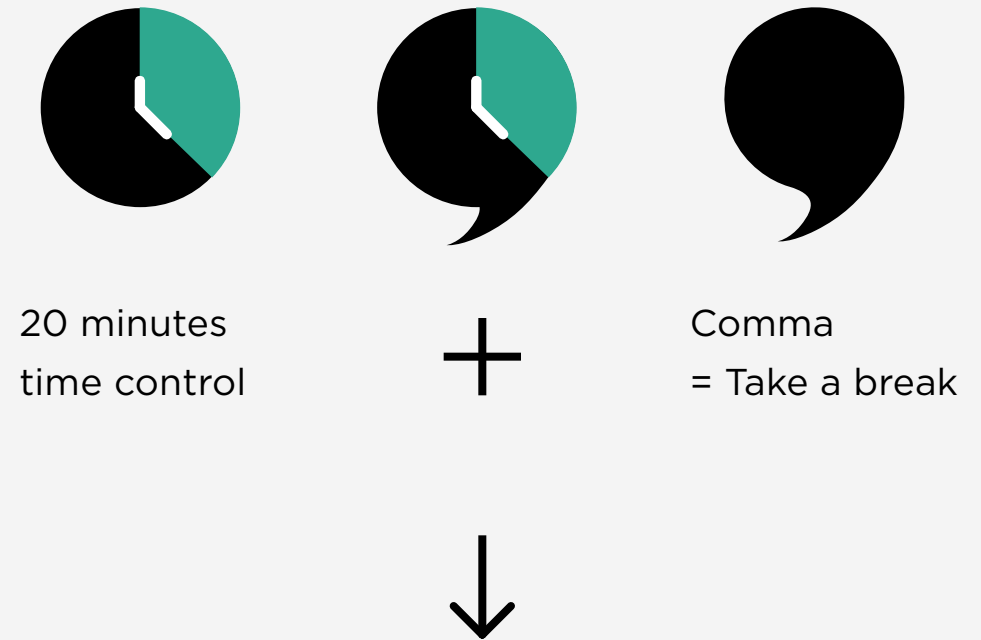
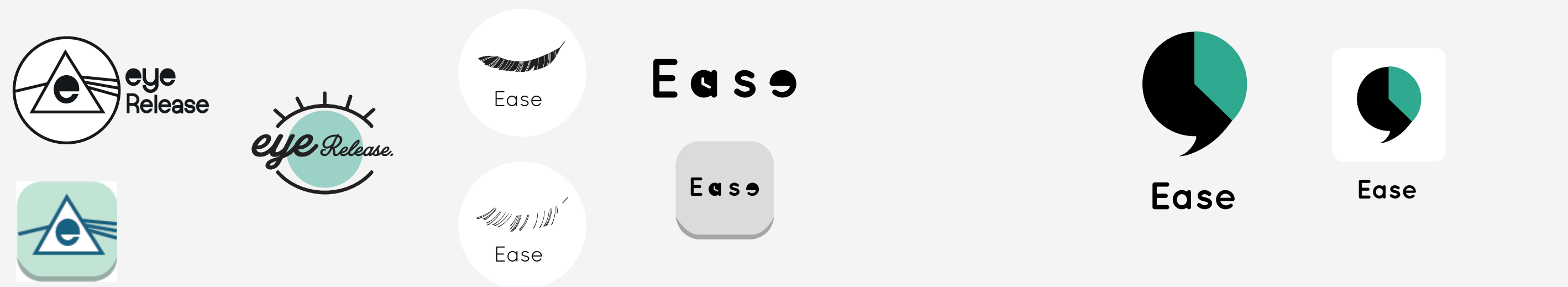


Logo Design

Previous Version

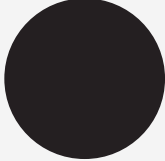






Final Version



Design Specification - Color & Type

Color Scheme

	R: 35 G: 31 B: 32	C: 70 M: 68 Y: 64 K: 74	# 231f20
	R: 255 G: 255 B: 255	C: 0 M: 0 Y: 0 K: 0	# ffffff
	R: 250 G: 246 B: 237	C: 1 M: 2 Y: 6 K: 0	# faf6ed
	R: 238 G: 231 B: 215	C: 6 M: 7 Y: 15 K: 0	# eee7d7
	R: 49 G: 168 B: 145	C: 75 M: 10 Y: 53 K: 0	# 31a891
	R: 241 G: 107 B: 86	C: 1 M: 73 Y: 67 K: 0	# f16b56

Typeface

QUICKSAND (For Title)

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

*ABCDEFGHIJKLMN
OPQRSTUVWXYZ*

abcdefghijklmnop
qrstuvwxyz

*abcdefghijklmnop
qrstuvwxyz*

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ**

*ABCDEFGHIJKLMN
OPQRSTUVWXYZ*

**abcdefghijklmnop
qrstuvwxyz**

*abcdefghijklmnop
qrstuvwxyz*

GOTHAM (For Context)

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

*ABCDEFGHIJKLMN
OPQRSTUVWXYZ*

abcdefghijklmnop
qrstuvwxyz

*abcdefghijklmnop
qrstuvwxyz*

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ**

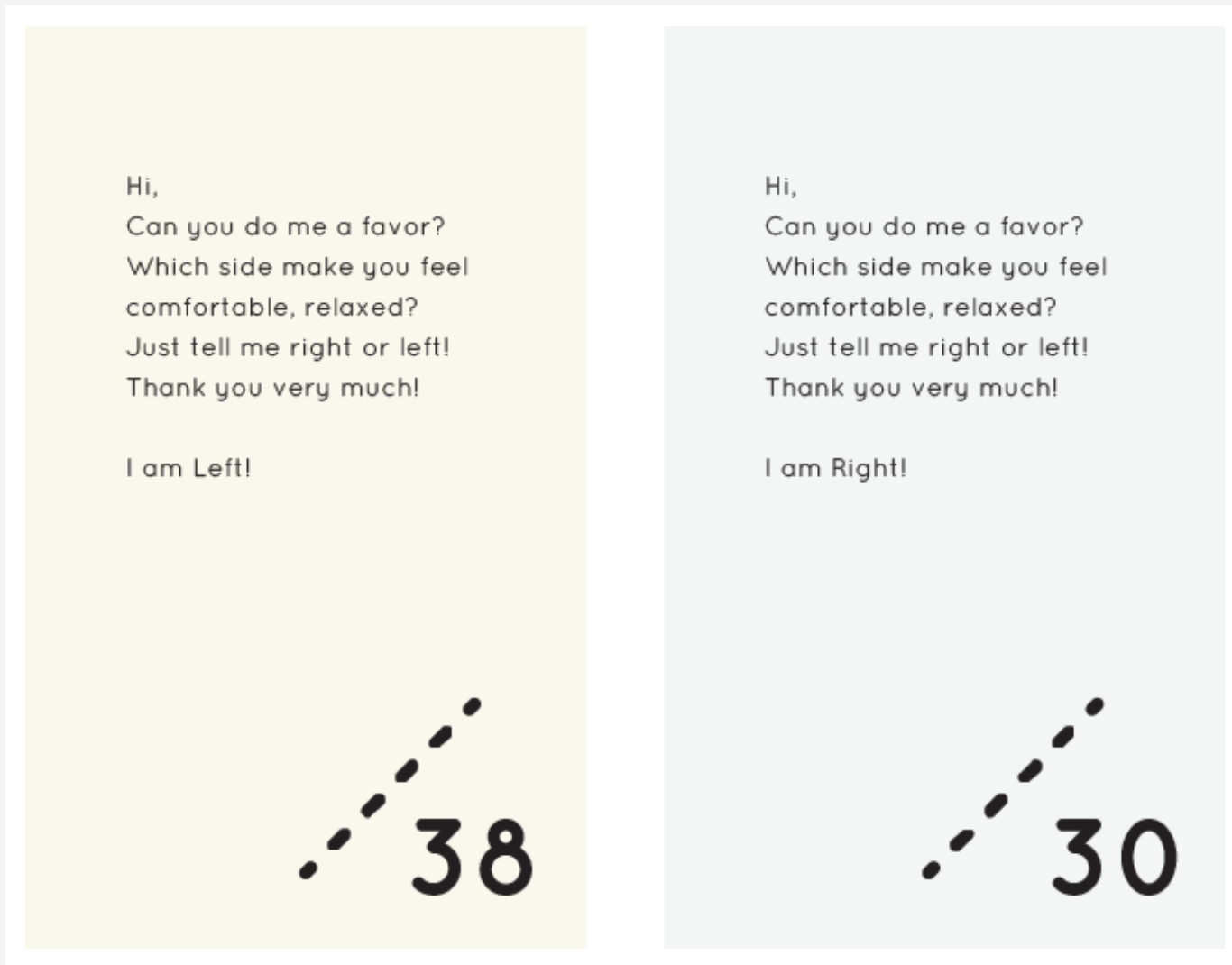
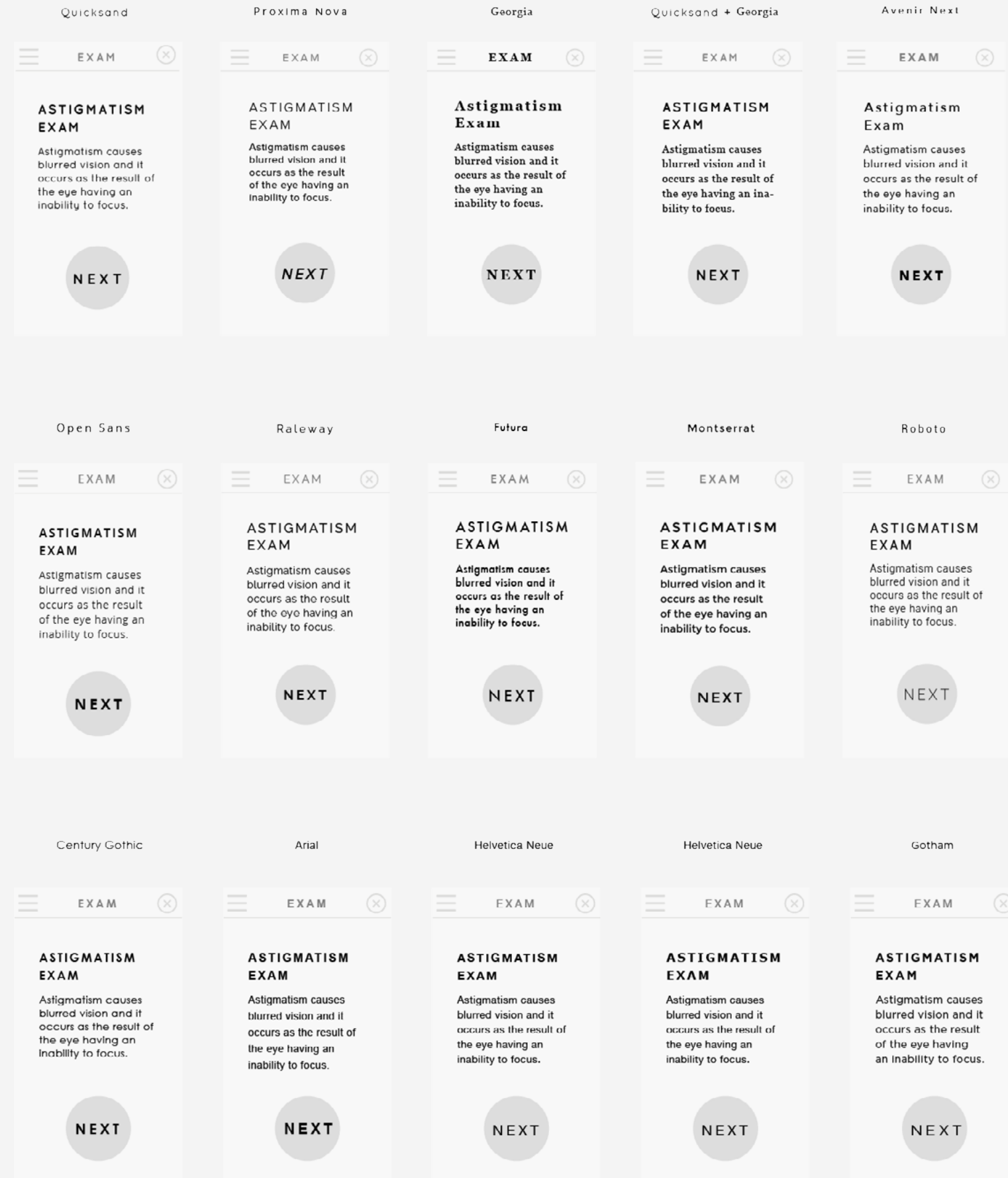
*ABCDEFGHIJKLMN
OPQRSTUVWXYZ*

**abcdefghijklmnop
qrstuvwxyz**

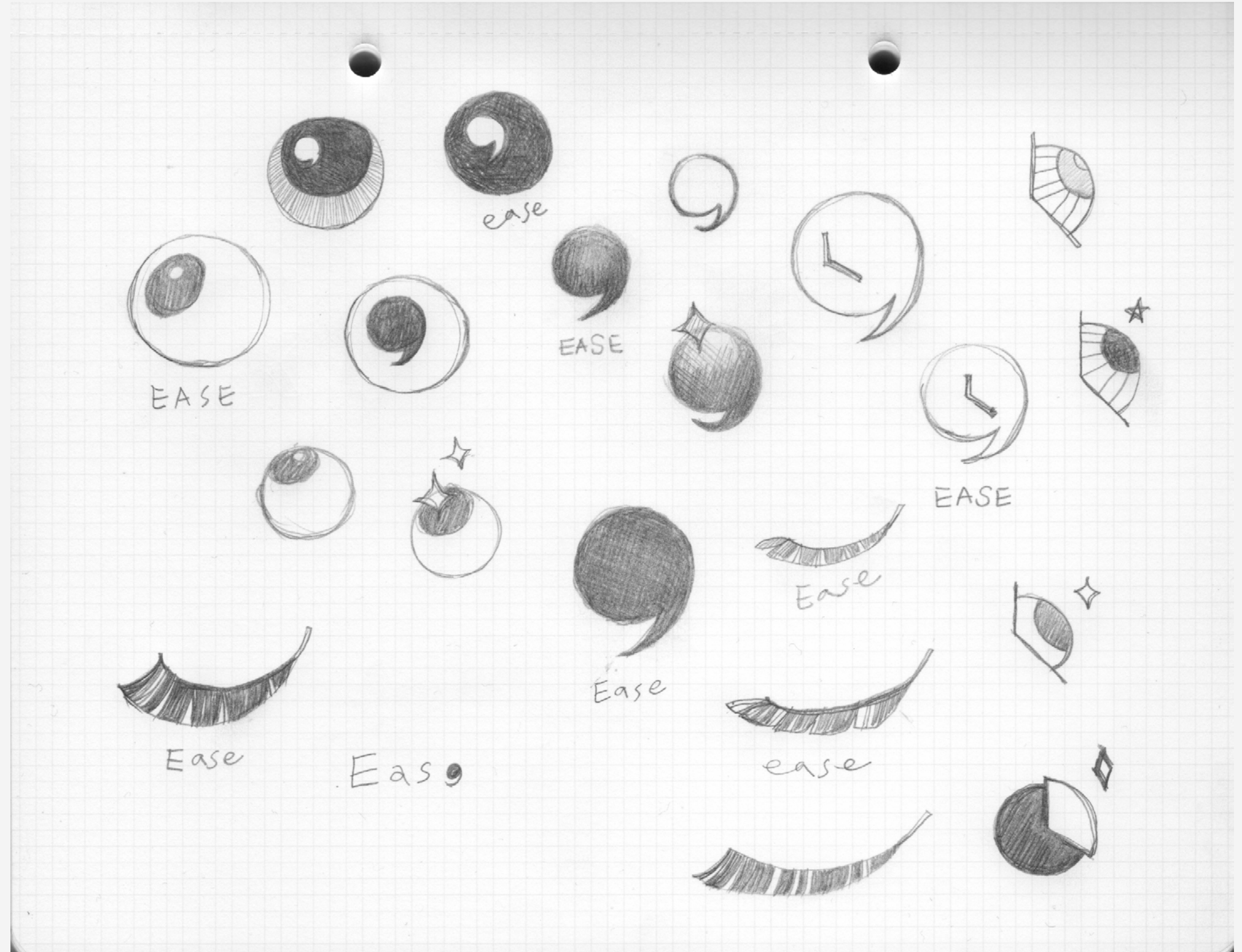
*abcdefghijklmnop
qrstuvwxyz*

Design Process

- Typeface & Background Color



Sketches



TECHNICAL PROCESS

06

Technical Specification

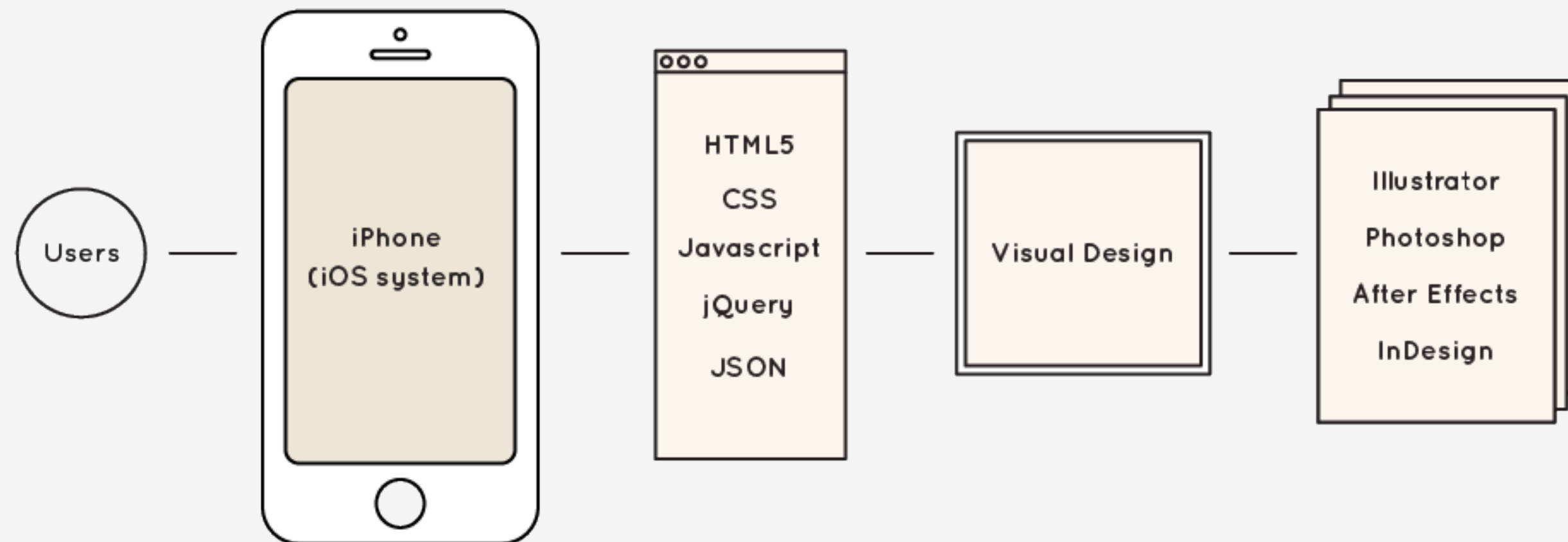
Technical Specification

Ease is an application for the iOS smartphones. The prototype is implemented with HTML, CSS and a customized bootstrap framework.

My main focus has been the UI and UX design of my project. The prototype is not fully functional in some technical areas which requires high technical understanding.

Technology Requirements

- HTML, CSS, Javascript, jQuery
- Illustrator, Photoshop, InDesign - Visual Design
- After Effects - Exercise film of Relax function/ Concept Video



Technical Specification

Prototype HTML, CSS, JS resources

Bootstrap

Bootstrap is the most popular HTML, CSS, and JS framework for developing responsive, mobile first projects on the web.

URL: <http://getbootstrap.com/>

Bootstrap - Simple Sidebar

Simple Sidebar is a basic sidebar menu page layout for Bootstrap websites with off canvas navigation on smaller screen sizes.

URL: <http://startbootstrap.com/template-overviews/simple-sidebar/>

Bootstrap JavaScript

Bring Bootstrap's components to life with over a dozen custom jQuery plugins. Easily include them all, or one by one.

URL: getbootstrap.com/javascript/

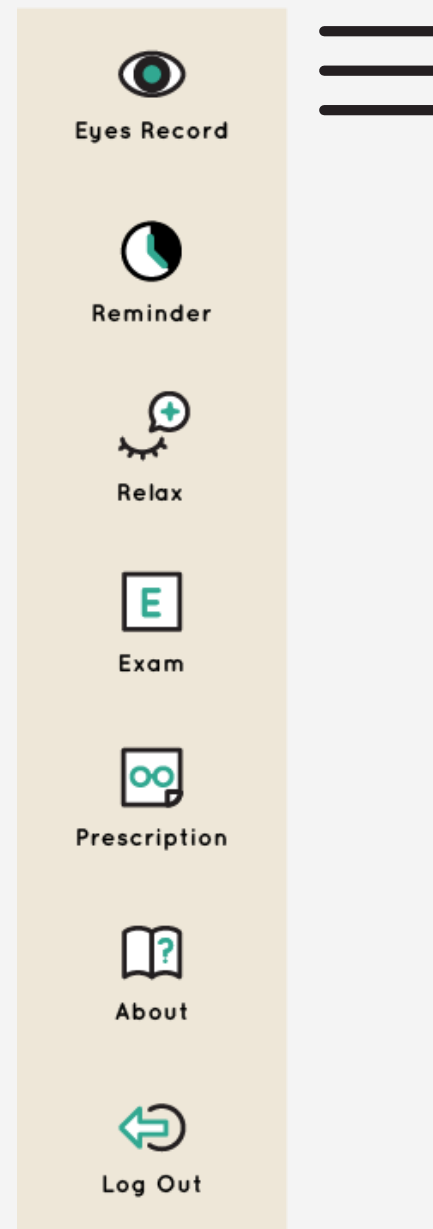
```
index_1.html
1 <!DOCTYPE html>
2 <html lang="en">
3
4 <head>
5
6 <meta charset="utf-8">
7 <meta http-equiv="X-UA-Compatible" content="IE=edge">
8 <meta name="viewport" content="width=device-width, initial-scale=1">
9 <meta name="description" content="">
10 <meta name="author" content="">
11
12 <title>Ease</title>
13
14 <!-- Bootstrap Core CSS -->
15 <link href="css/bootstrap.min.css" rel="stylesheet">
16
17 <!-- Custom CSS -->
18 <link href="css/simple-sidebar.css" rel="stylesheet">
19 <link href="css/style.css" rel="stylesheet">
20 <link href="https://fonts.googleapis.com/css?family=Quicksand:400,300,700" rel="stylesheet" type="text/css">
21
```

```
163
164 <!-- Timer JavaScript -->
165 <script src="js/timer.js"></script>
166
167 <!-- Pie Chart -->
168 <script>
169 $(function() {
170
171     $('.chart_pie').easyPieChart({
172         scaleColor: "#bcbcbc",
173         lineWidth: 92,
174         lineCap: 'butt',
175         barColor: '#000000',
176         trackColor: "#eeeade",
177         size: 220,
178         animate: 500
179     });
180 });
181 </script>
182
183 <script src='http://cdnjs.cloudflare.com/ajax/libs/jquery/2.1.3/jquery.min.js'></script>
184 <script src='http://rendro.github.io/easy-pie-chart/javascripts/jquery.easy-pie-chart.js'></script>
185 </body>
186
187 </html>
188
```

Line 1, Column 1 Spaces: 4 HTML

Technical Specification

Bootstrap



```
1 <!DOCTYPE html>
2 <html lang="en">
3
4 <head>
5
6   <meta charset="utf-8">
7   <meta http-equiv="X-UA-Compatible" content="IE=edge">
8   <meta name="viewport" content="width=device-width, initial-scale=1">
9   <meta name="description" content="">
10  <meta name="author" content="">
11
12  <title>Ease</title>
13
14  <!-- Bootstrap Core CSS -->
15  <link href="css/bootstrap.min.css" rel="stylesheet">
16
17  <!-- Custom CSS -->
18  <link href="css/simple-sidebar.css" rel="stylesheet">
19  <link href="css/style.css" rel="stylesheet">
20  <link href='https://fonts.googleapis.com/css?family=Quicksand:400,300,700' rel='stylesheet' type='text/css'>
21
22
23 </head>
24
25 <body>
26
27   <div id="wrapper">
28
29     <!-- Sidebar -->
30     <div id="sidebar-wrapper">
31       <ul class="sidebar-nav text-center">
32         <li class="sidebar-brand">
33
34           </li>
35         <li>
36           <a href="#"></a>
37           <br>
38         </li>
39         <li>
40           <a href="reminder_1.html"></a>
41           <br>
42         </li>
43         <li>
44           <a href="release_1.html"></a>
45           <br>
46         </li>
```

Technical Specification

JSON

2015/10/26	▼
2014/11/01	▼
2013/12/13	▼

```
136 <script type="text/javascript">
137 window.onload = function(){
138     var output = '<ul>';
139     console.log(output);
140
141     var jsondata = [{
142         "date": "2015/10/26",
143         "name": "000",
144         "date2": " 2015/10/26",
145         "righteye": " S -1:00 C -1:00",
146         "lefteye": " S -1.00 C -1:25",
147         "Optometry": " 0000",
148         "Note": " For get a new pair of glasses.",
149     },
150     {
151         "date": " 2014/11/01",
152         "name": " 000",
153         "date2": " 2014/11/01",
154         "righteye": " S -1:25 C -1:00",
155         "lefteye": " S -1.25 C -1:50",
156         "Optometry": " 0000",
157         "Note": " Do not use too much eye drop.",
158     },
159     {
160         "date": " 2013/12/13",
161         "name": " 000",
162         "date2": " 2013/12/13",
163         "righteye": " S -1:25 C -1:00",
164         "lefteye": " S -1.50 C -1:50",
165         "Optometry": " 0000",
166         "Note": " For get a new pair of glasses.",
167     }
168     ]
169
170
171
172     function runjson(arr) {
173         $.each(arr, function(key, val){
174             output += '<li><input type="checkbox" checked> <i></i><h2>';
175             output += val.date
176             output += '</h2><p>Name: ';
177             output += val.name + '<br>';
178
179             output += 'Date: '+ val.date2 + '<br>';
180             output += 'Right Eye: '+ val.righteye + '<br>';
181             output += 'Left Eye: '+ val.lefteye + '<br>';
```


Technical Specification

JavaScript



Ease



Time to give your eyes
a rest!

```
129     <label class="switch switch--turn-payments-on-off ng-scope" ng-click="vm.c
130     <input type="checkbox" checked="" class="switch_checkbox">
131     <div class="switch_toggle"></div>
132     </label>
133
134     </div>
135
136
137
138     </div>
139     </div>
140     </div>
141     </div>
142     <!-- /#page-content-wrapper -->
143
144 </div>
145 <!-- /#wrapper -->
146
147 <!-- jQuery -->
148 <script src="js/jquery.js"></script>
149
150 <!-- Bootstrap Core JavaScript -->
151 <script src="js/bootstrap.min.js"></script>
152
153 <!-- Menu Toggle Script -->
154 <script>
155 $("#menu-toggle").click(function(e) {
156     e.preventDefault();
157     $("#wrapper").toggleClass("toggled");
158 });
159 </script>
160
161 <!-- Pop out -->
```

CONCLUSION



Conclusion
Portfolio
Direct Study Journal Highlights
Bibliography

Conclusion

In this digital age, overuse of the eyes has become a serious problem. People are inclined to spend a lot of their day staring at their smartphones. As a result, myopia and other eye problems related to digital screen use have been rising drastically.

The aim of Ease is to encourage the user to take care of their eyes to prevent digital eye strains.

I learned a lot in the process of designing Ease. I felt satisfied as I solved problems and completed each stage of the design process. The biggest challenge I met is how to find the balance between different suggestions from user testing feedback.

Sometimes two opposing ideas both have good reason based on the different user behavior. Through the more and more user testing and discussions to find an effective solution to building the final prototype helps me learned a lot in the created process.

I tried to design an excellent interface for the user to have a good experience when using the app. I did a lot of research and applied what I learned in each design decision. I also

learned a lot of coding knowledge when building the final prototype. Writing code was another big challenge for me. I started learning from the beginning how to build this final prototype. I felt achievement when made the prototype work as I designed it.

I really appreciate the people who helped me during the user testing process. I am grateful for their great feedback and suggestions. I am indebted to the professors who helped me with UI/UX and provided technical support as I built this final project. I feel that I am achieving my education goals when I look at how far the structure and design of the project have come since midpoint reviews.

Conclusion

In The Future

In the future, Ease will have responsive design that can be used on tablets and computers. The user will be able to log in and track their usage across all their devices. It also helps the user to control their usage on tablets and computers, in addition to smartphones.





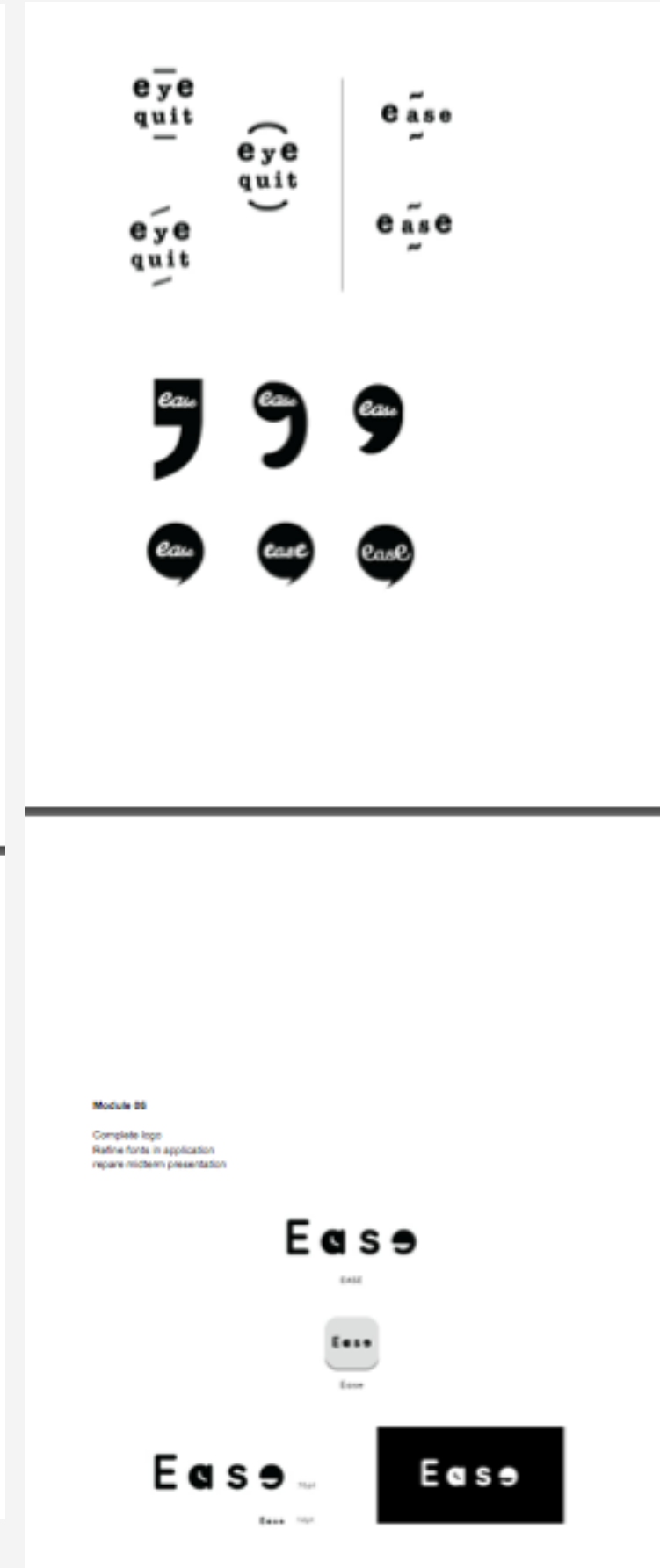
Direct Study Journal Highlights

WNM 801 13: MS: Group Directed Study: User Experience

WNM 801 06: MS: Group Directed Study: Responsive Web

WNM 801 03: MS: Group Directed Study: Visual Design

WNM 801 08: MS: Group Directed Study: Content Management Systems



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<https://itunes.apple.com/us/app/headspace-meditation-techniques/id493145008?mt=8>

<http://codepen.io/>

<http://getbootstrap.com/>

<http://startbootstrap.com/template-overviews/simple-sidebar/>

<https://itunes.apple.com/us/app/headspace-meditation-techniques/id493145008?mt=8>

Competitor Research

<https://itunes.apple.com/us/app/eyes-health-program/id943742030?mt=8>

<https://itunes.apple.com/us/app/eye-exerciser/id453960878?mt=8>

<https://itunes.apple.com/us/app/moment-track-how-much-you/id771541926?mt=8>

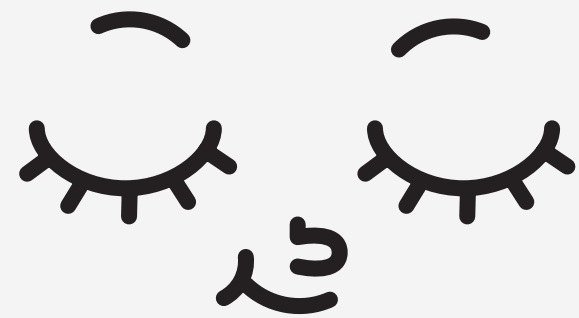
<https://itunes.apple.com/us/app/eye-relax-exercise-your-eyesight/id1043926269?mt=8>

<https://itunes.apple.com/us/app/usage-log/id887870065?mt=8>

Credits

Voice Record: Nick Riggall

Music: Advertising Piano - The Wildlife



THANK YOU