

Bloomsëlf



UX / UI Design Master

Fall 2025

Rene Pante - Iván González



THE PROJECT

Bloomself is an app designed to help you organize your day, stay active, and achieve your goals with the help of your virtual assistants, the Blooms, who will improve alongside you.

DESIGN PROCESS



Empathize



Identify problems

Briefing

Quantitative
Research

Qualitative
Research



Define



Benchmarking

User Persona

Journey Map



Ideate



Information
Architecture Maps

User Flows



Prototype



Design System



Test



Prototype

User Testing

EMPATHIZE

Identify problems

Briefing

Quantitative Research

Qualitative Research



IDENTIFY PROBLEMS

THE PROBLEM

- Important appointments are **forgotten**
- **Lack of consistency** in habits
- **Organization** often feels like a **chore**
- Productivity apps tend to be **boring** or unmotivating
- There is no emotional connection with **personal progress**

THE GOAL

- **Increase** user consistency in important **habits** and **tasks**
- Enhance **motivation** to **organize** and achieve daily goals
- Encourage **regular** and **fun** physical **activity**
- Create an **emotional bond** between the user and their personal progress through a **virtual pet**

THE SOLUTION

- **Design an app** that motivates walking and moving
- Make daily **organization** more manageable
- Add an **emotional and fun touch** to productivity
- Allow the user to **improve** while watching their virtual pet grow
- Feel **rewarded** for our efforts

PROJECT BRIEF

USER PROFILE

- Young people aged 18 to 35.
- They seek to organize quickly and easily from their mobile phones.
- They want incentives to establish and maintain daily routines.
- Interested in improving their physical health, especially with daily walking goals.
- Do not require advanced technology skills.
- Attracted to apps with a cozy aesthetic.

[View Project Brief](#)



QUANTITATIVE RESEARCH

1 - USE OF DIGITAL CALENDARS

70% use digital calendars

46.7% prefer mobile calendar

28.3% use paper format

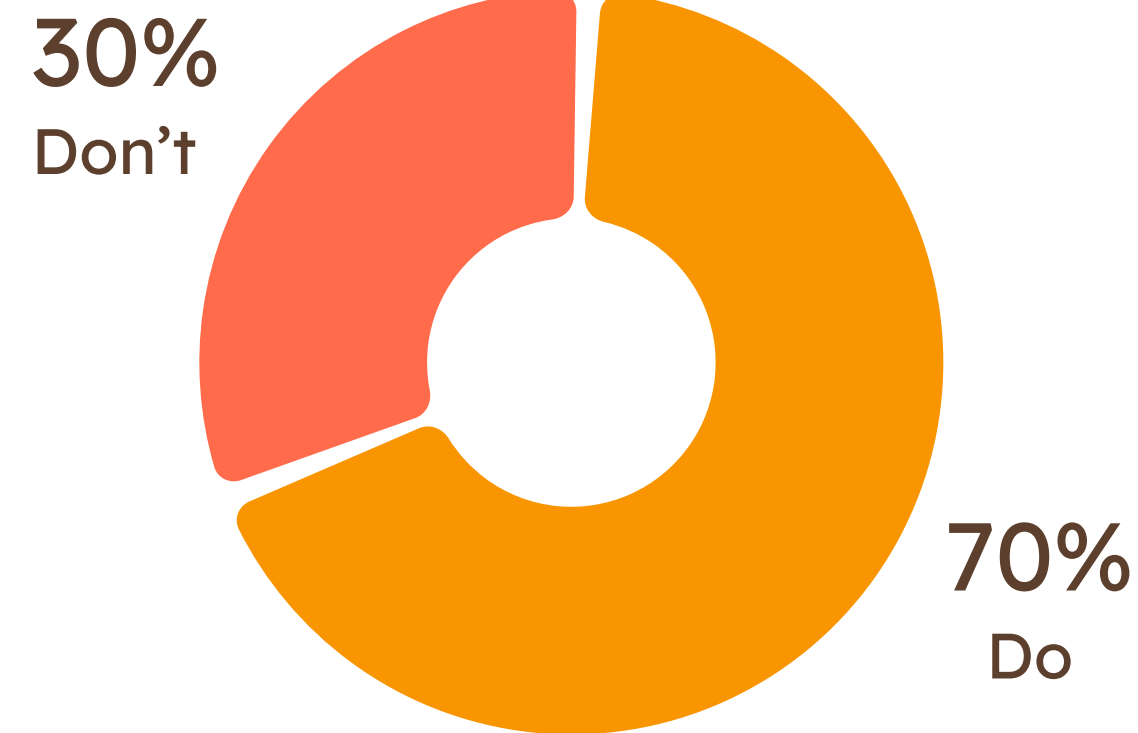
CONCLUSION

Most people already organize their lives on mobile, which reduces friction in adopting Bloomself as the main tool.

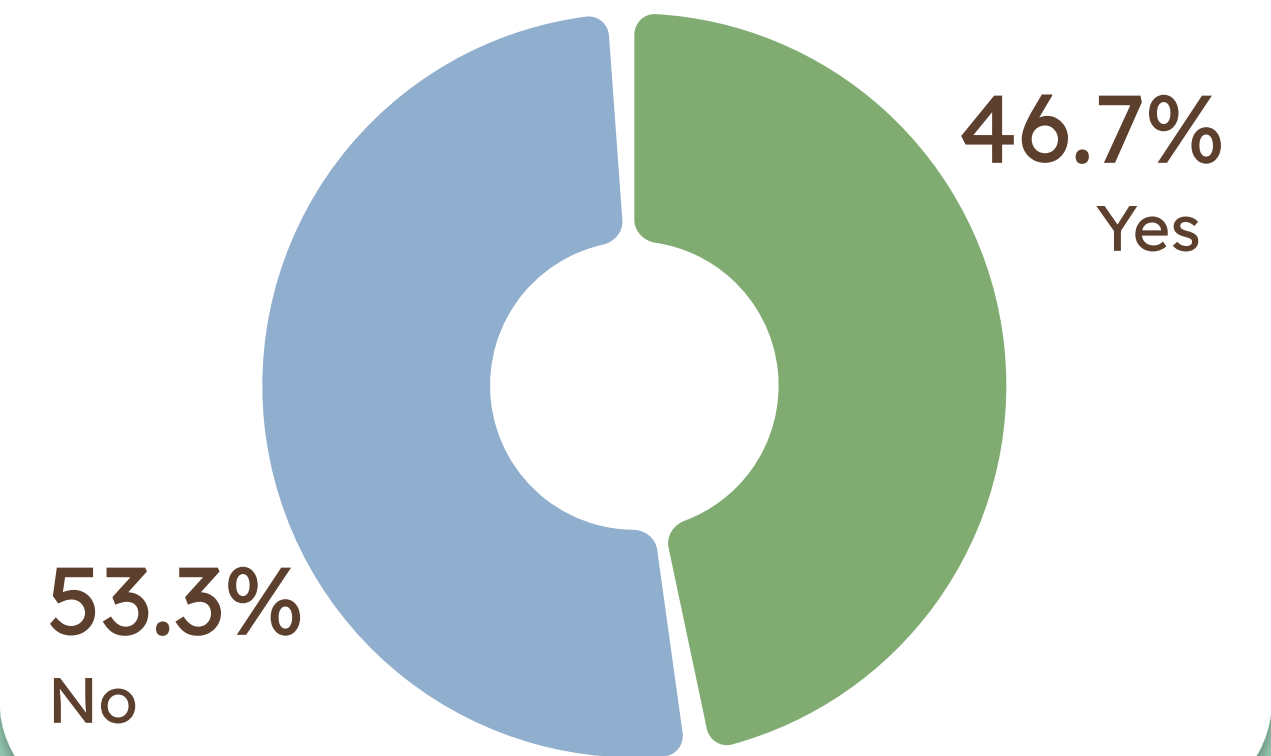
[View Quantitative Report](#)

Preference between mobile, desktop, and paper

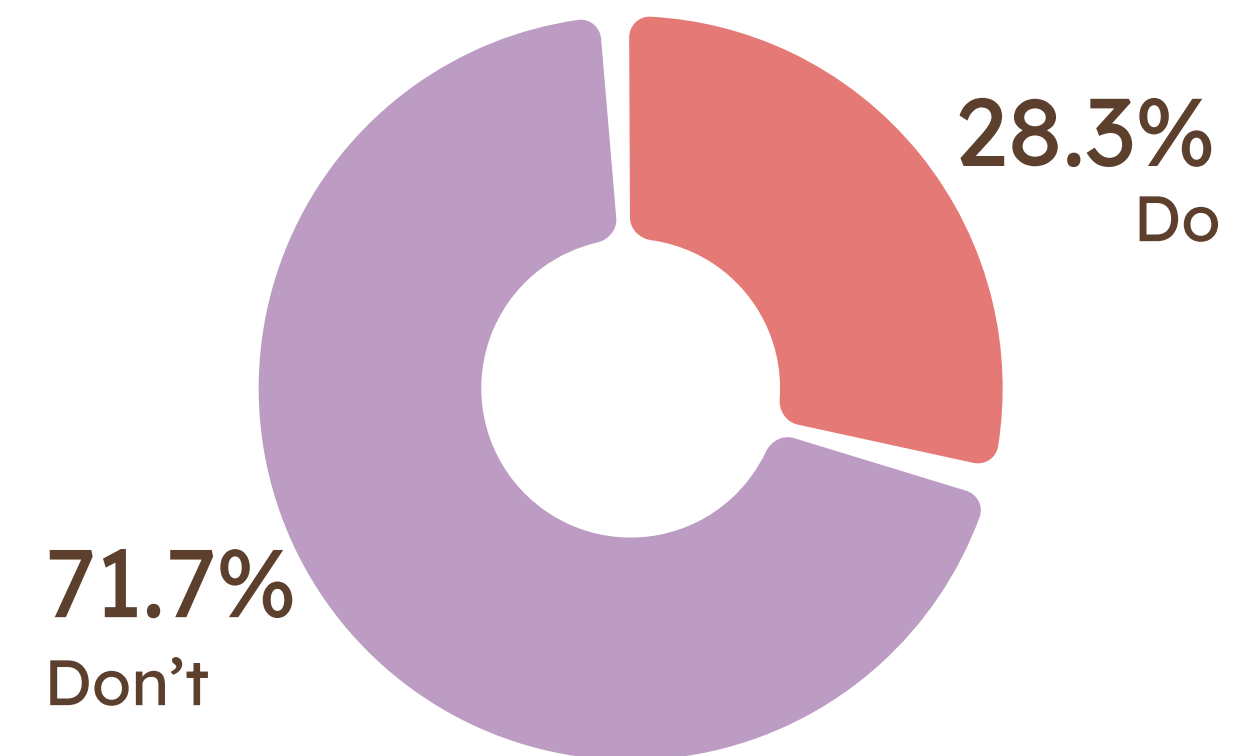
Use of digital calendars



They prefer mobile calendars



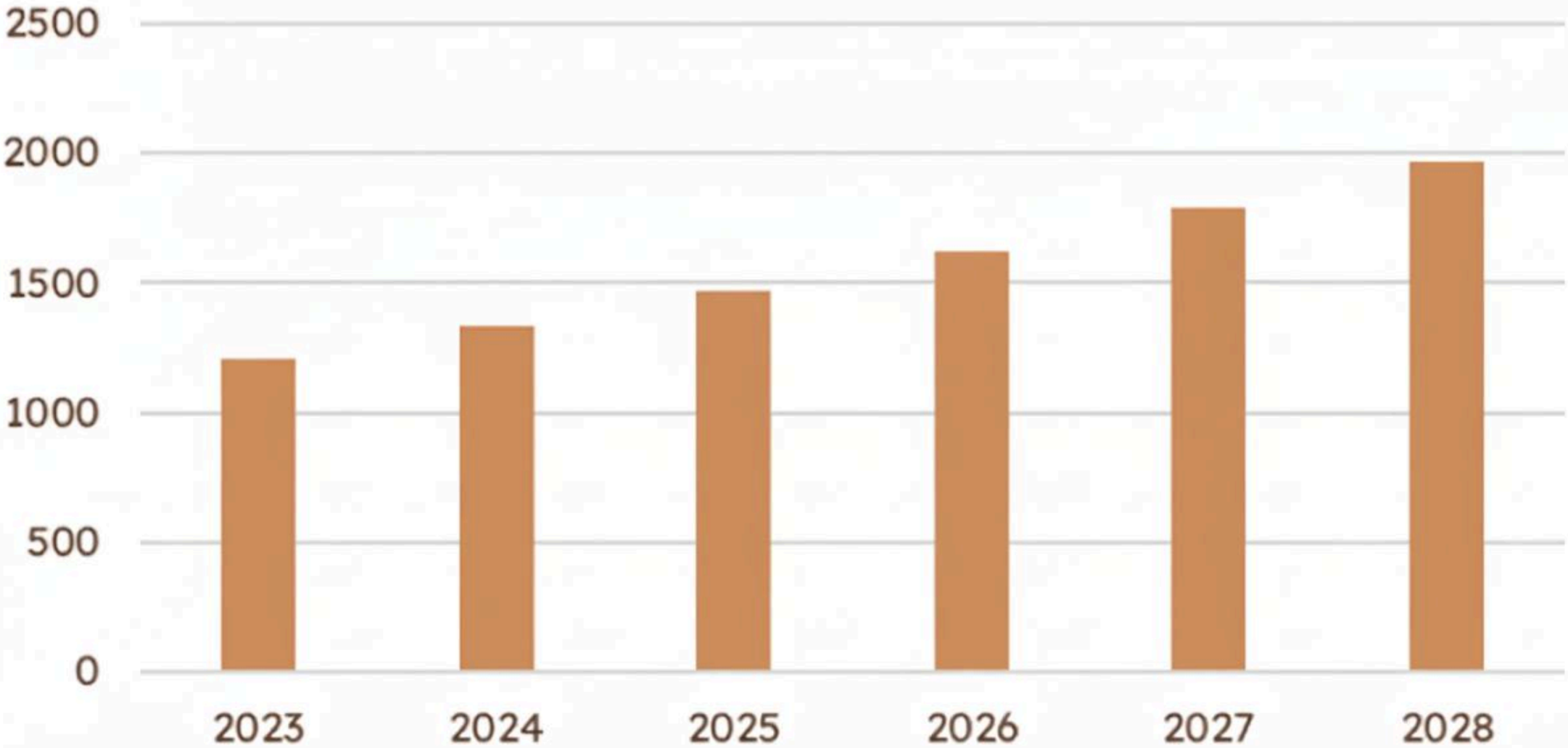
Use of paper format



2 - VIRTUAL PET MARKET

- \$1.2B in 2023
- Projection: \$1.9B in 2028
- 62% Gen Z users
- +40% retention with dynamic personality

Global growth of virtual pet applications
(in millions)



CONCLUSION

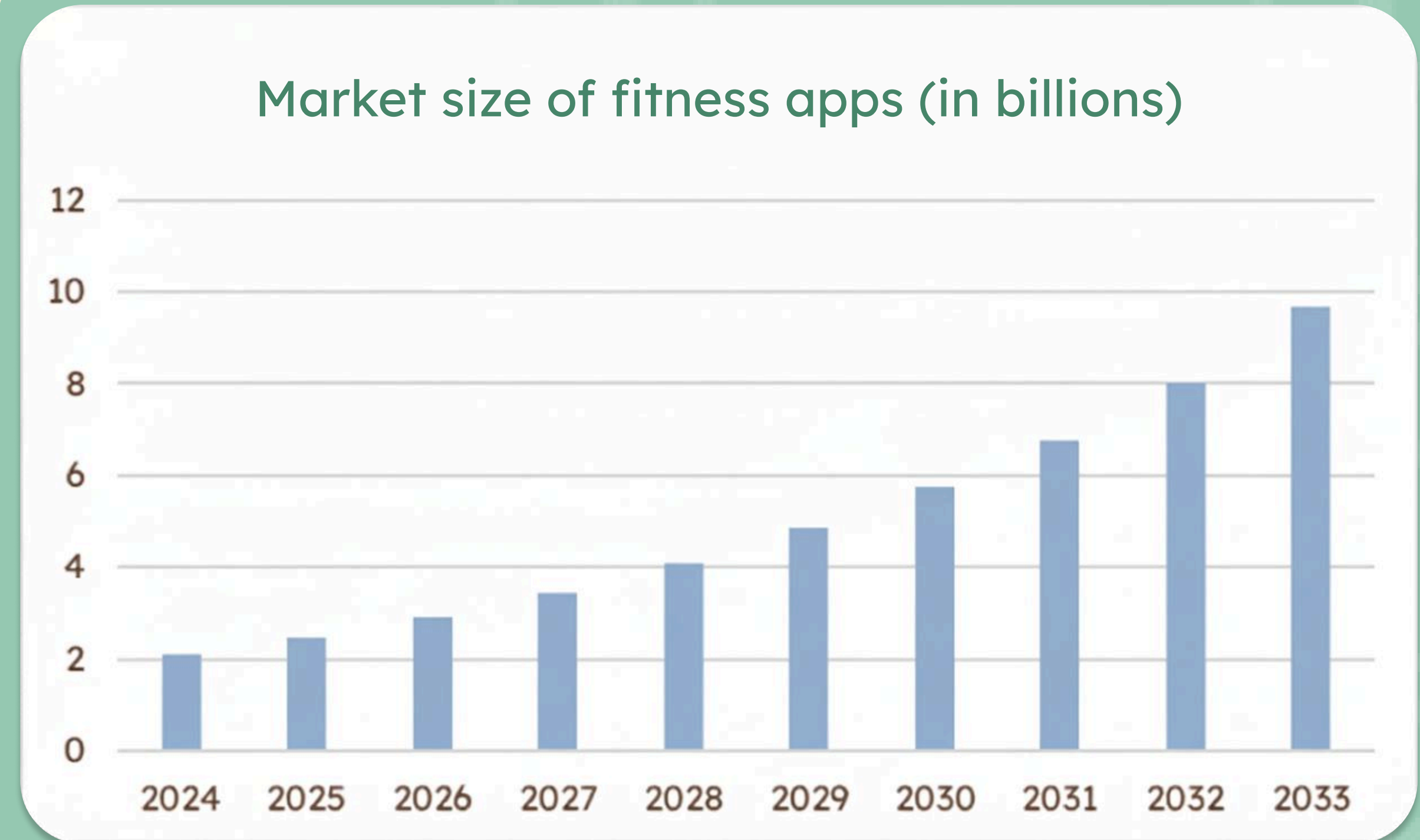
It is an expanding market. Pets with adaptable personalities and rewards enhance retention and emotional bonding.

3 - FITNESS APP / PEDOMETER MARKET

- \$2.10B in 2024
- Projection: \$9.67B in 2033
- 56% log in 10+ times a week
- 60% of users are women

CONCLUSION

Interest in fitness activity apps is growing rapidly, especially among young people and women, the same target audience.



QUALITATIVE RESEARCH

USER FINDINGS



- Young people want to improve their habits and move more in a fun and motivating way.
- Virtual pets create connection and motivation; they value their evolution and personality.
- Daily rewards and missions increase consistency and app usage.
- Positive and direct reminders help complete tasks with less pressure or more ease.
- They prefer quick, simple digital organization accessible from mobile devices.
- Combining physical activity + schedule + virtual pet is perceived as ideal, comfortable, and practical.

[View Qualitative Report](#)

DEFINE

Benchmarking







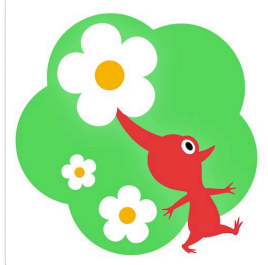











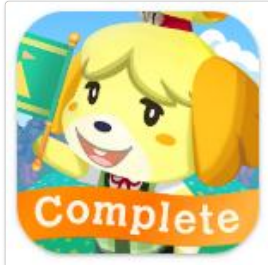





User Persona

Journey Map



BENCHMARKING

After conducting a competitive analysis, we found no app that offers everything Bloomself provides. We analyzed the most similar ones.

Mobile Applications	Organization	Pedometer	Virtual Pet	Rewards System	Customization
 Roubit Roubit Inc.					
 Pikmin Bloom Niantic, Inc.					
 My Tamagotchi Forever BANDAI					
 Animal Crossing Nintendo Co., Ltd.					

[View Benchmarking \(in Spanish\)](#)

USER PERSONA

This is a person that represents our potential users.



Marta Gómez

Diseñadora gráfica freelance

Edad: 28 años.

Estado Civil: soltera.

Residencia: Barcelona.

Gustos: Aficionada a la ilustración digital y amante de los animales.

HABILIDADES TECNOLÓGICAS

Domina herramientas de diseño y usa el móvil para casi todo. Es curiosa con nuevas apps, pero no soporta interfaces confusas.

“Quiero recuperar el control de mi rutina y sentirme orgullosa de mis pequeños logros diarios.”

Marta es una diseñadora gráfica autónoma que trabaja desde casa desde hace dos años. Le encanta su trabajo, pero su rutina es caótica: pasa muchas horas sentada, le cuesta organizar su día y siente que no avanza en sus objetivos personales. Hace tiempo intentó retomar el ejercicio físico, pero siempre termina abandonándolo por falta de motivación.

OBJETIVOS

- **Caminar más** para sentirse mejor física y mentalmente.
- **Organizar su día**, como en bloques de trabajo, descansos y hábitos saludables.
- Crear una **relación emocional** con su **mascota virtual** que la motive a seguir.
- **Recompensas** que **refuercen el hábito** (crecimiento de la mascota, logros, accesorios).
- Disfrutar una **app** que **no se sienta** como **obligación**, sino como un juego **relajante**.
- **Reducir el estrés** y mejorar su sensación de autocontrol semanal.

FRUSTRACIONES

- **Falta de constancia** cuando no tiene un refuerzo visual o emocional.
- **Abandona apps que solo muestran números** y estadísticas.
- **Siente culpa** cuando **no cumple objetivos** y deja la app por días.
- **Pierde tiempo probando apps** que prometen motivación pero no enganchan.
- **Temor** a que una **app sea muy compleja** o requiera demasiado mantenimiento.

[See User Persona and Journey Map](#)



Marta Gómez Freelance Graphic Designer

A small food distribution company has commissioned her to design a flyer promoting the opening of their new branch in Barcelona. However, they need it in less than a week, and Marta, who prefers to take her time with work, usually asks for more time to finish projects. Despite the tight deadline, she accepts because it's a good opportunity to build trust with a client, so she'll have to find the best way to organize herself this week.

BEFORE

DURING

AFTER

SITUATIONS

Marta wakes up energized and early on Monday; she has to deliver the flyer design by Thursday at 8:30 PM and hasn't started yet. She also wants to take breaks occasionally to walk and clear her mind because she has committed to improving her physical health.

When she starts working, Marta alternates between the flyer project, administrative tasks, and leisure moments. Her rhythm is interrupted by regular notifications, file clutter, and procrastination, making the project challenging.

After finishing work, she takes a short walk and feels somewhat more in control of her routine, although aware she could have managed the day better to avoid unnecessary stress.

TOUCHPOINTS

She organizes mentally while having breakfast, quickly making a paper list of essential tasks to start them in order and thus begin the day more easily.

Her tools are scattered: loose notes, timers she doesn't follow, and a pedometer she stops checking. There is no structure supporting her.

She reflects on what she accomplished during her walk, usually checking her daily list and crossing off some tasks, which makes her feel more satisfied with her progress.

EXPECTATIONS

She wants to maintain this energy throughout the day, with a clear and organized routine to advance her work, starting that Monday so the workload doesn't pile up for Thursday.

She hopes for some help to get her out of the block, to remind her to move without making her feel pressured, but she often gives up due to lack of motivation and ends up doing everything somewhat discouraged.

She wants to end the day feeling she made some progress, even if small, to start the next day with less chaos and in a more pleasant way.

PAIN POINTS

Although motivated, she lacks a well-defined structure to divide the day. Her paper list is too basic, and the pedometer app she uses is somewhat confusing because the buttons to record activity aren't very obvious.

She dives into work without breaks, loses track of time, feels physically heavy and unmotivated. Nothing guides or motivates her, so she feels overwhelmed and needs a push to overcome this situation.

She struggles to evaluate her day: achievements are scattered, she lacks a real visual record, and feels she depends on her memory to validate her effort, which mentally exhausts her and makes her consider giving up or doing everything less properly.

EMOTIONS



OPPORTUNITIES

- The user can choose predefined and customizable routines to organize tasks into small steps, while the pet sends reminders to avoid backlog and support them.
- The app suggests active breaks, tracks walks with a simple pedometer, and rewards movement and progress.
- A visual panel gathers tasks and habits in one place, showing progress and reducing the mental effort of organizing.

- The app would include an emotional reinforcement system through the pet, showing kind messages accompanied by the personality characterizing the pet the user currently has.
- Focus mode with a detector for long inactivity periods, which would open the opportunity to notify the user to take a break and thus reinforce consistency.

- The app offers a simple visual summary that automatically collects completed actions, helping the user recognize their effort without mentally reconstructing the day.
- The pet accompanies the end of the day with reactions and messages adapted to the user's actual performance, reinforcing a sense of control and emotionally preparing for the next day's start.

JOURNEY MAP

Marta has many problems staying organized and motivated.

[See User Persona and Journey Map](#)

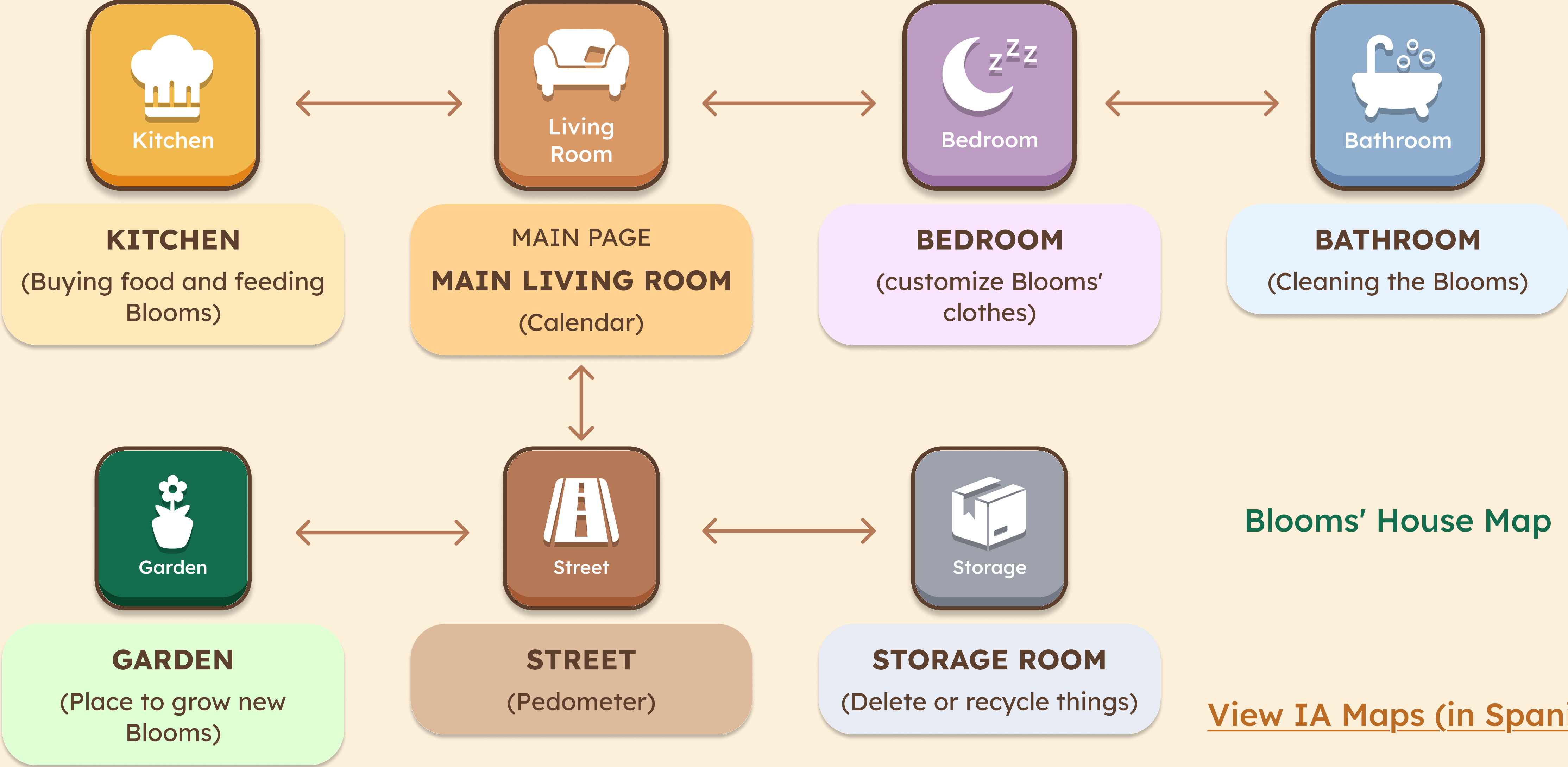


IDEATE

Information
Architecture Maps

User Flows

IA MAPS



PERMANENT

Settings

Increase/Decrease music volume

Increase/Decrease sound volume

Customer support

Help

Language

Save to cloud

Profile

Profile picture

Username

Level

Email

Password

Reset account

Delete account

Map

MAIN LIVING ROOM

BEDROOM

BATHROOM

KITCHEN

STREET

GARDEN

STORAGE ROOM

Augmented Reality Camera

Decorations

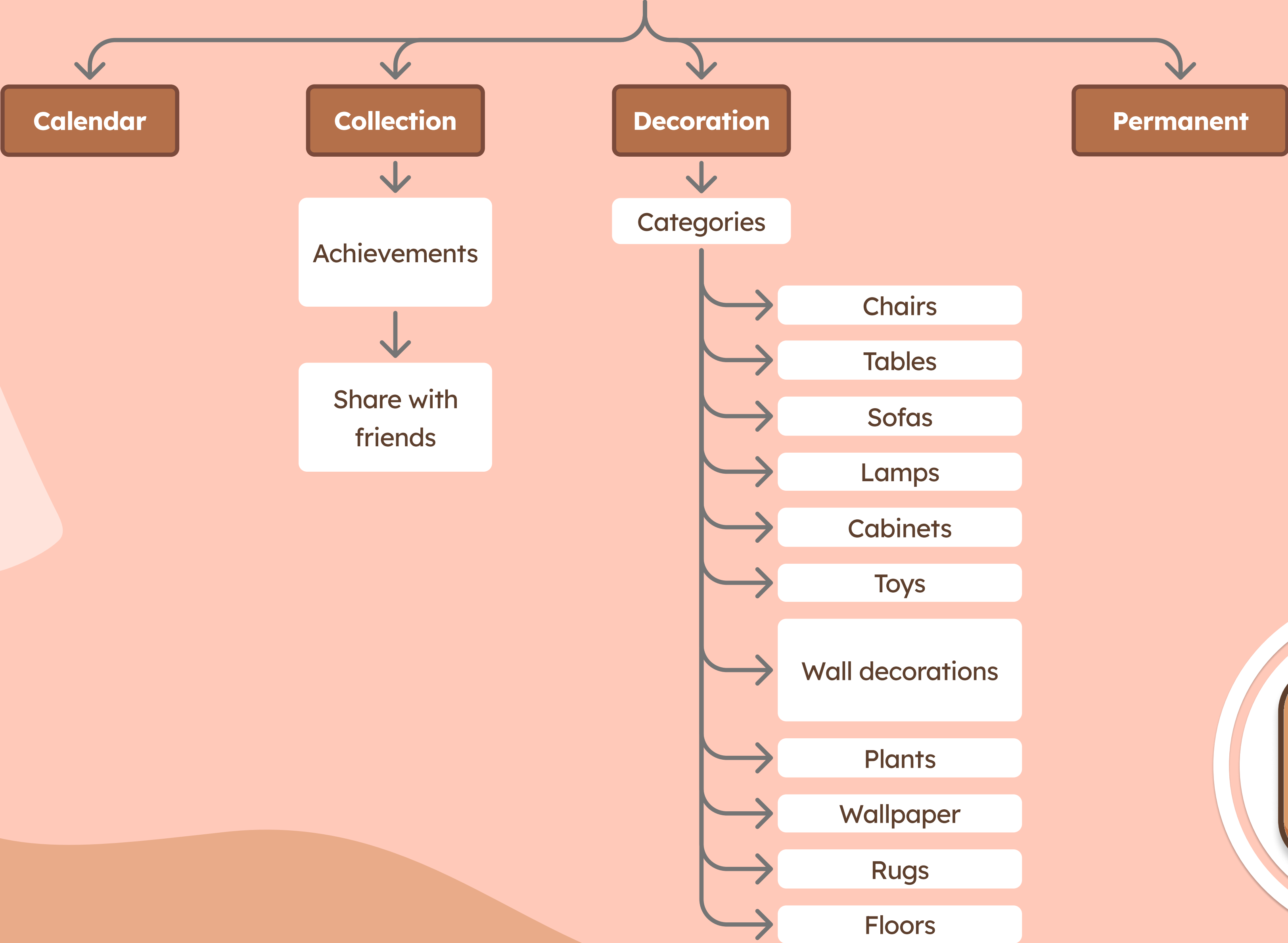
Furniture

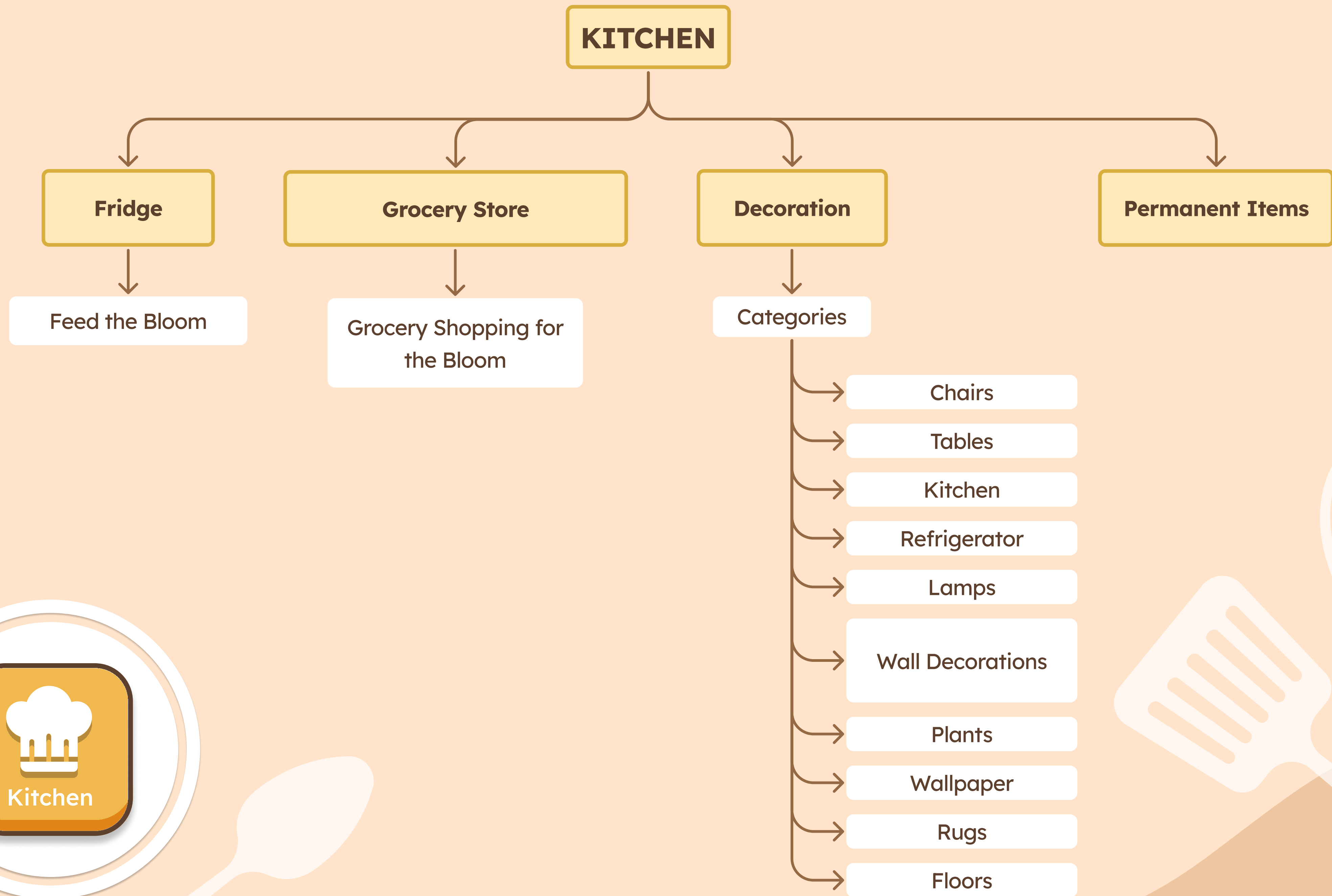
Blooms

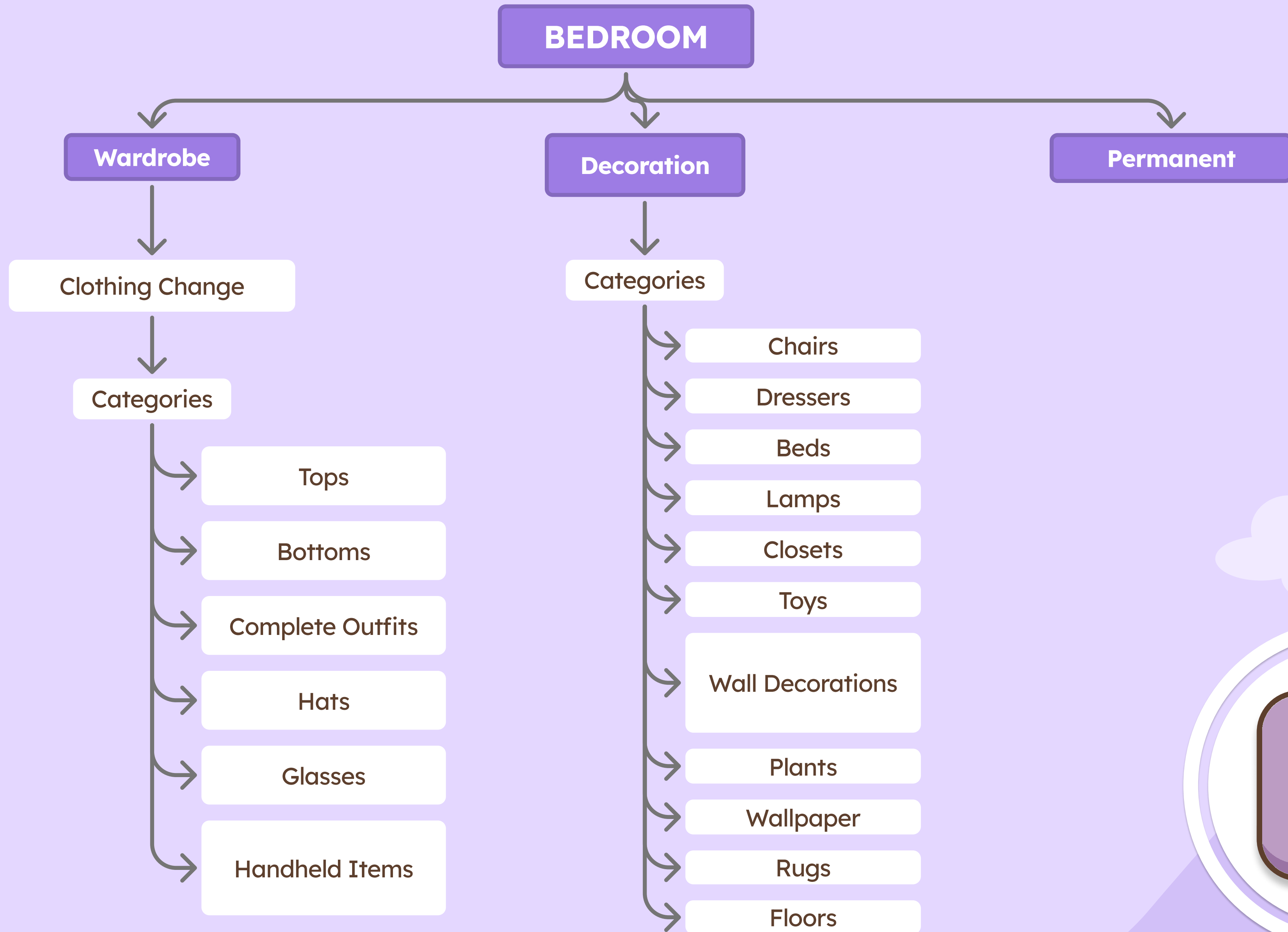
Clothing

Accessories

LIVING ROOM







BATHROOM

Permanent

Toilet

Bathtub

Decoration

Bloom's Needs

Bathing
the Bloom

Categories

Bathtubs

Shower

Toilet

Toiletries

Lamps

Wall Decorations

Plants

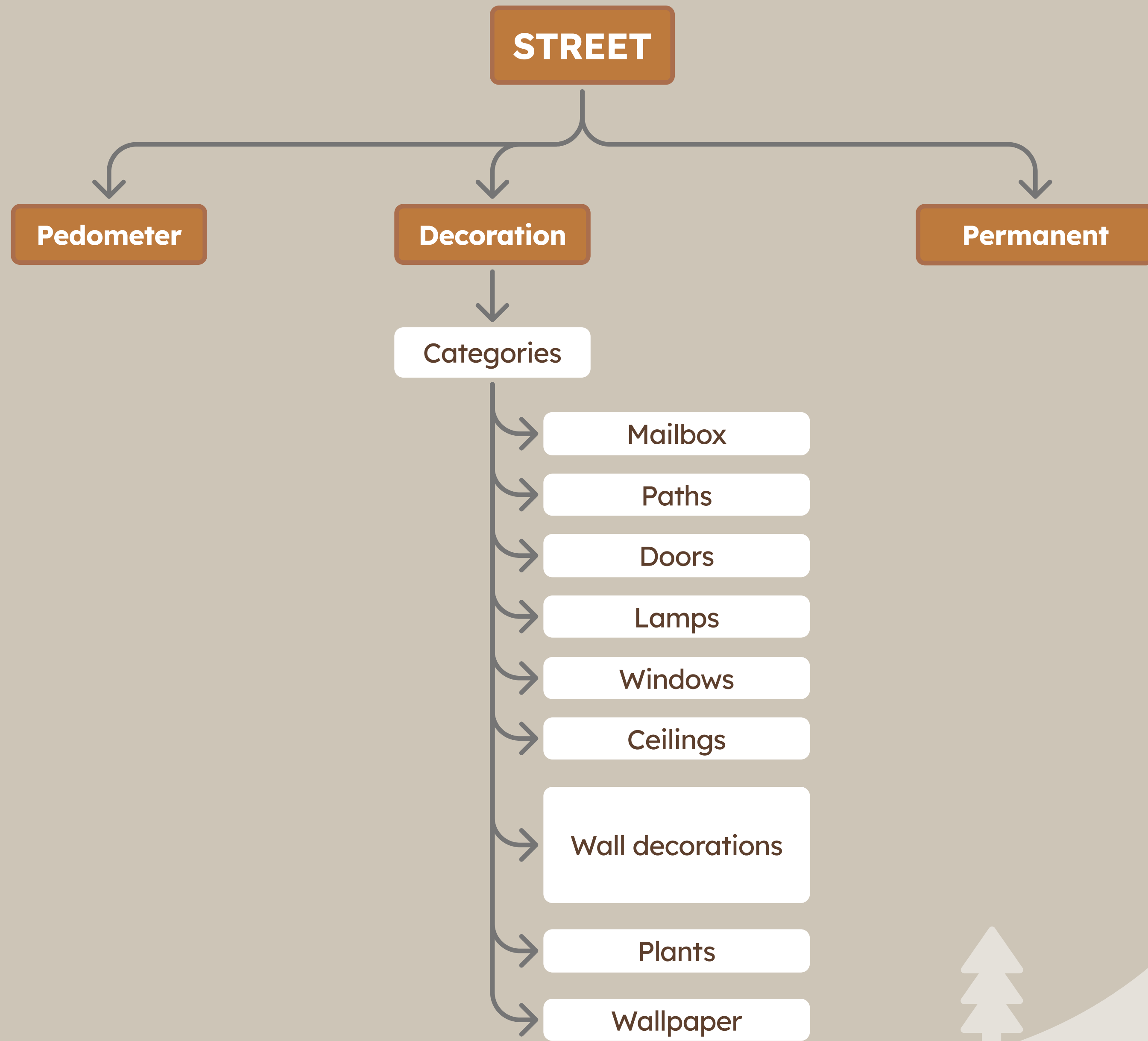
Wallpaper

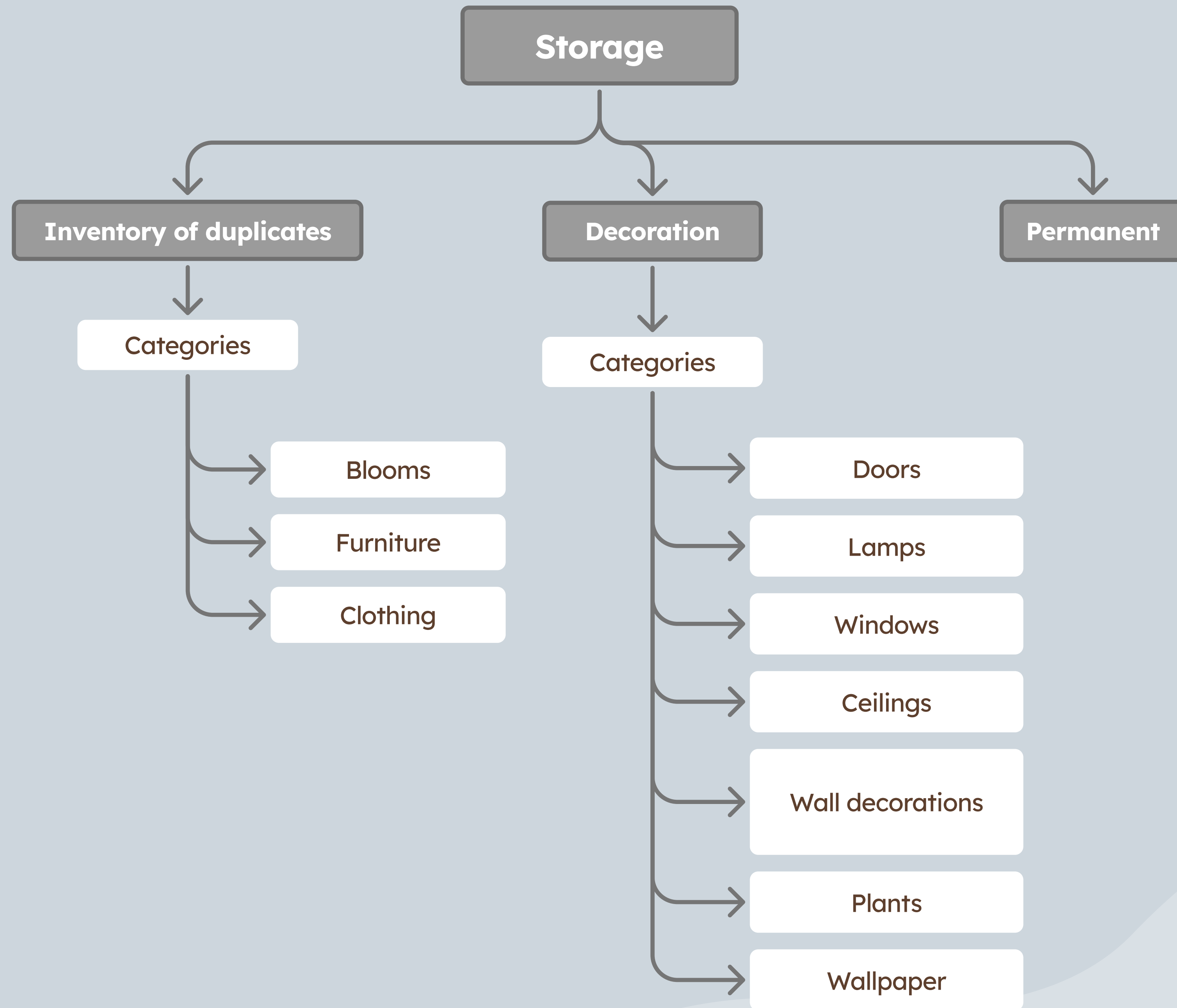
Rugs

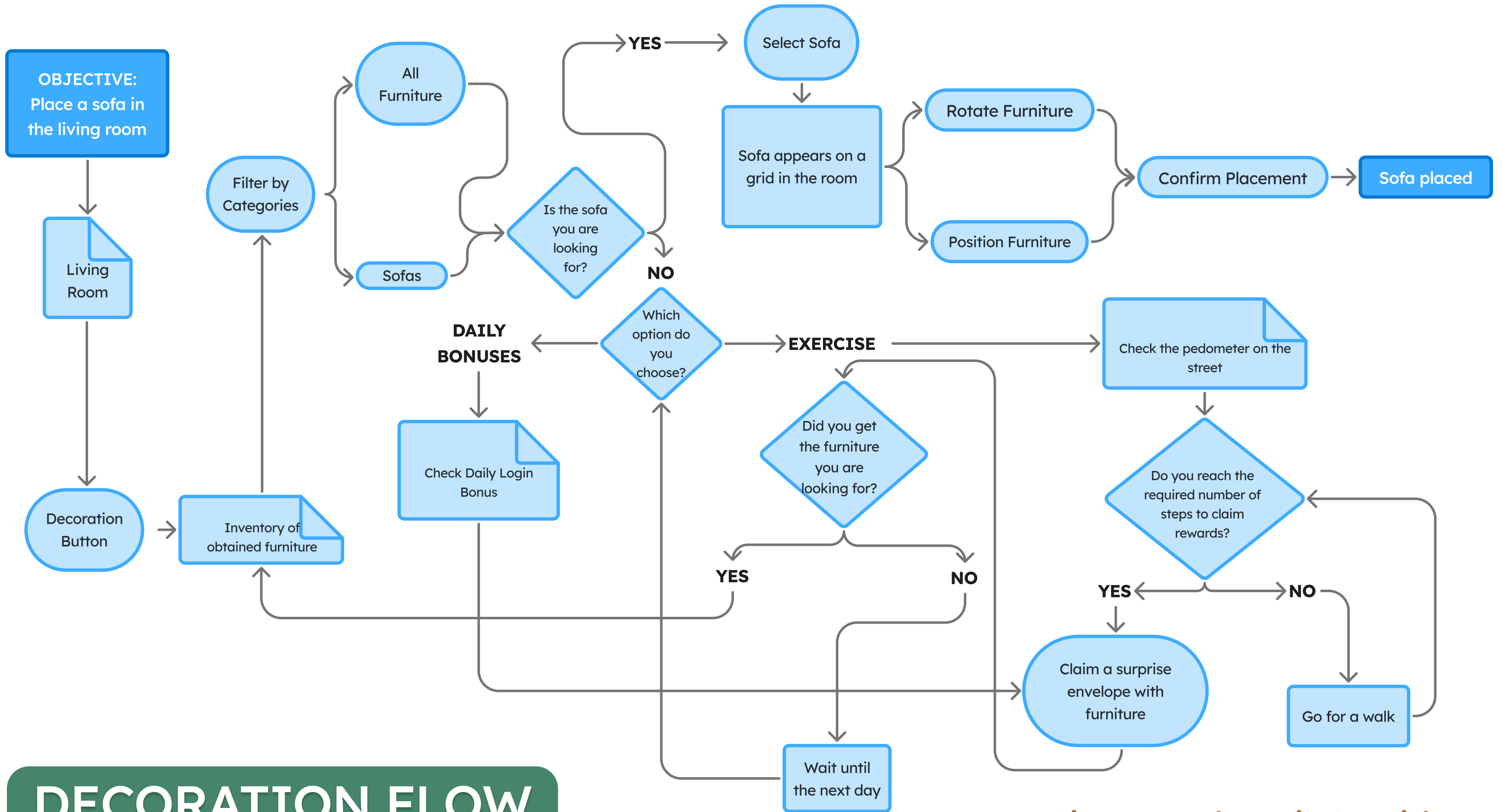
Floors



Bathroom



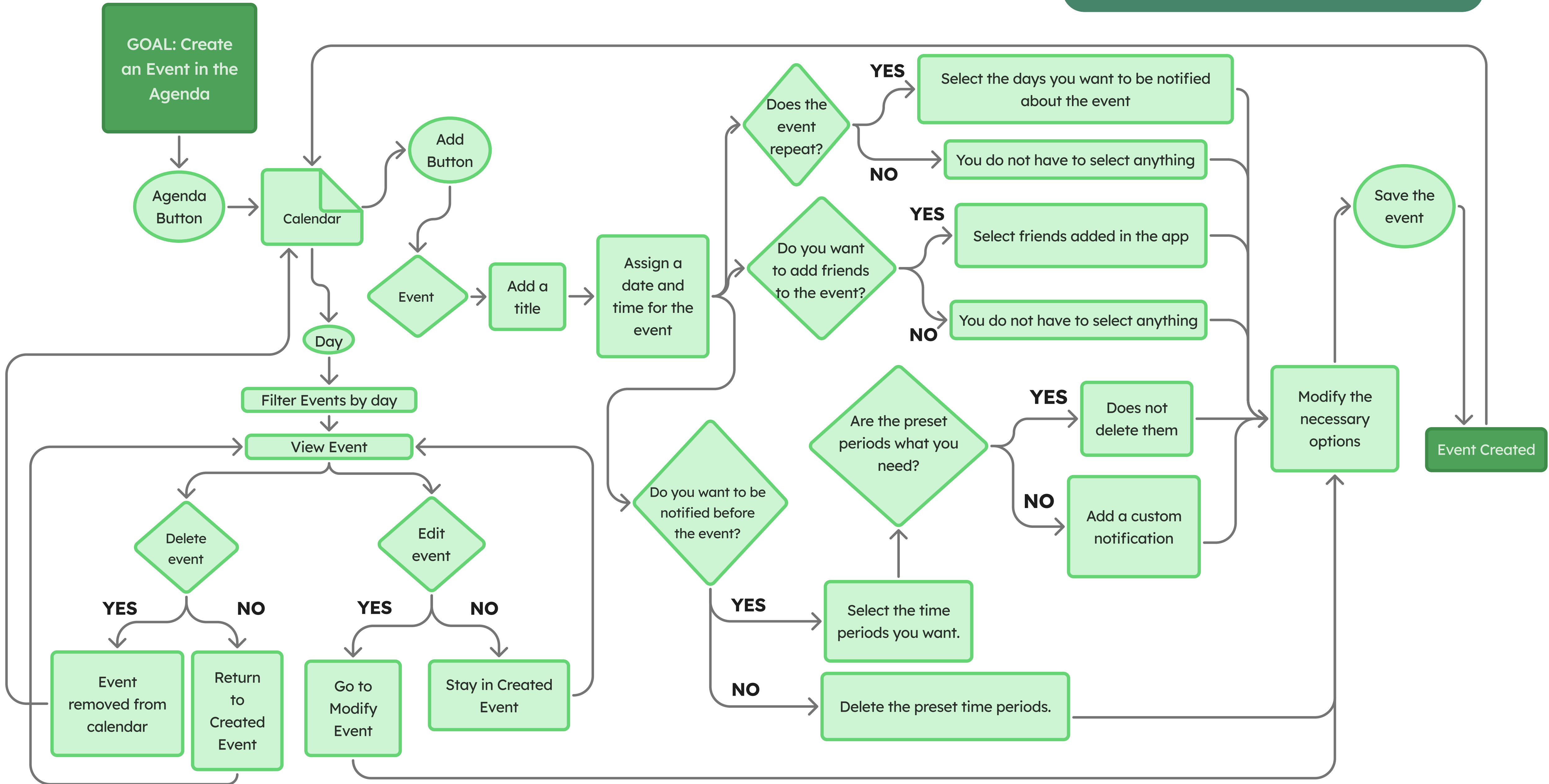




DECORATION FLOW

[View User Flows \(in Spanish\)](#)

AGENDA FLOW



PROTOTYPE

Design System



ILLUSTRATION'S COLORS

Medium Red



Plants



Aquamarines



Light Wood



Pinks



Blues



Purples



Medium Wood



Yellows



Whites



Earths



Grays



DESIGN'S COLORS

Oranges (To Emphasize)



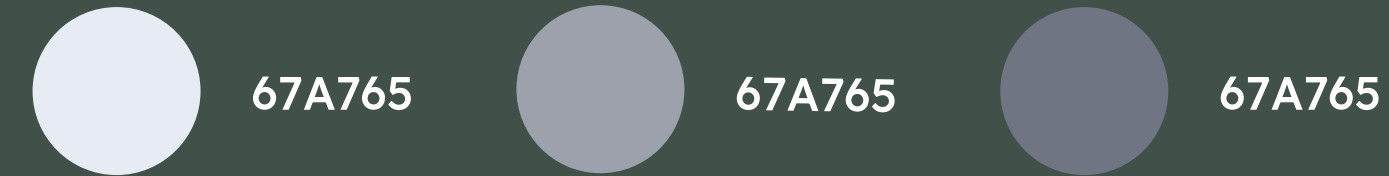
Yellows - Browns



Reds



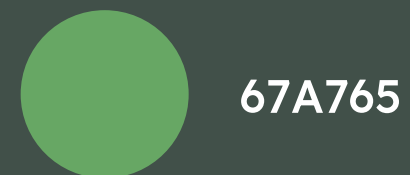
Grays



Whites (Neutral)



Greens (Interface)



TYPOGRAPHY

- It has more variants than other similar typefaces.
- Sans Serif.
- It greatly facilitates reading in smaller sizes.

Lexend

Regular, Medium

Aa Bb Cc Dd Ee Ff Gg

HEADLINE 1	MEDIUM	32
Headline 2	Medium	24
Headline 3	Medium	20
Paragraphs - Buttons	Regular	16
<u>Links</u>	<u>Regular</u>	<u>16</u>
Icons	Medium	14

Furniture Catalog - Agenda



ICONS

The project features a wide variety of icons, maintaining the same aesthetic of rounded shapes.

Menu Options



Primary



Secondary



Menus



Packs



BUTTONS

- Rounded Corners.
- Pale tones that contrast with the colorful backgrounds.
- Orange tone for highlighted actions.
- Many have shadow effects, giving them a raised appearance.

Navigation Arrows



Primary Buttons



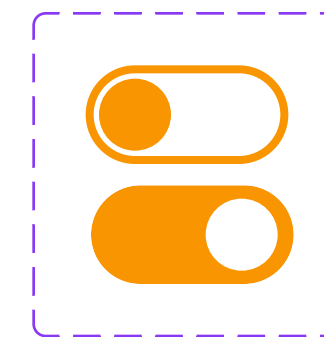
Secondary Buttons



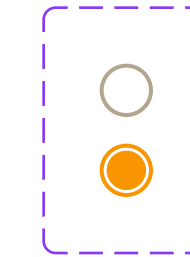
Menu



Switches



Radio Button



Menu Button



Settings

Gamification and Utility Buttons



Agenda

Map Buttons



Bathroom



Bedroom



Street



Kitchen



Living Room



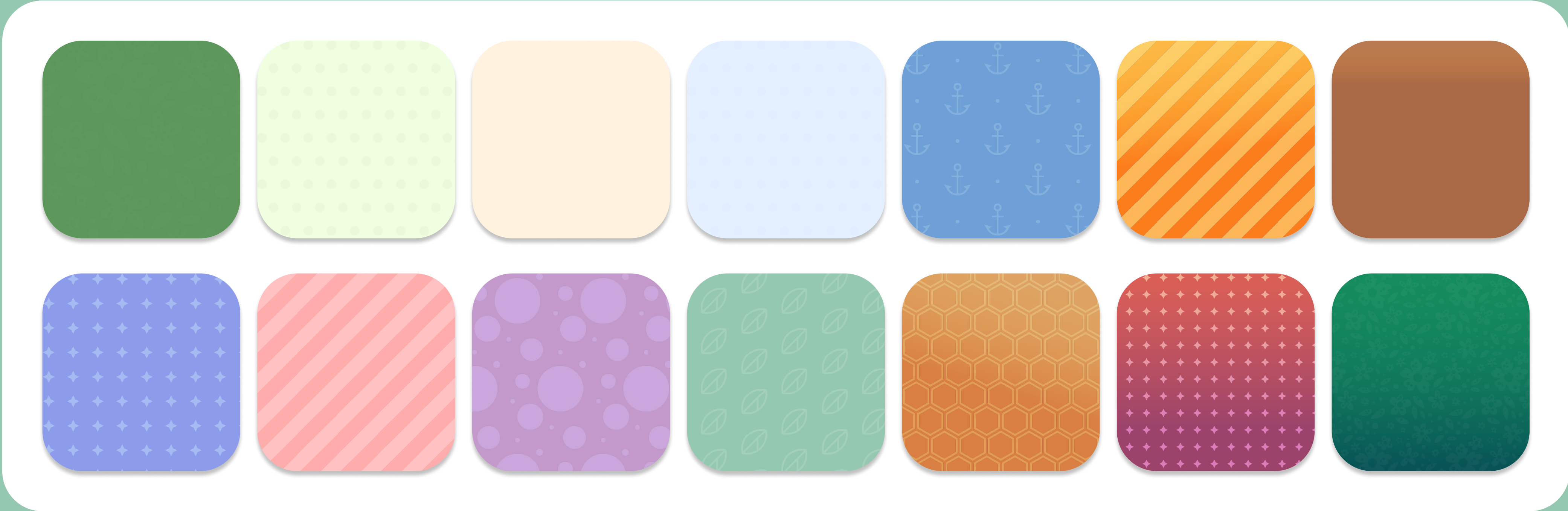
Garden

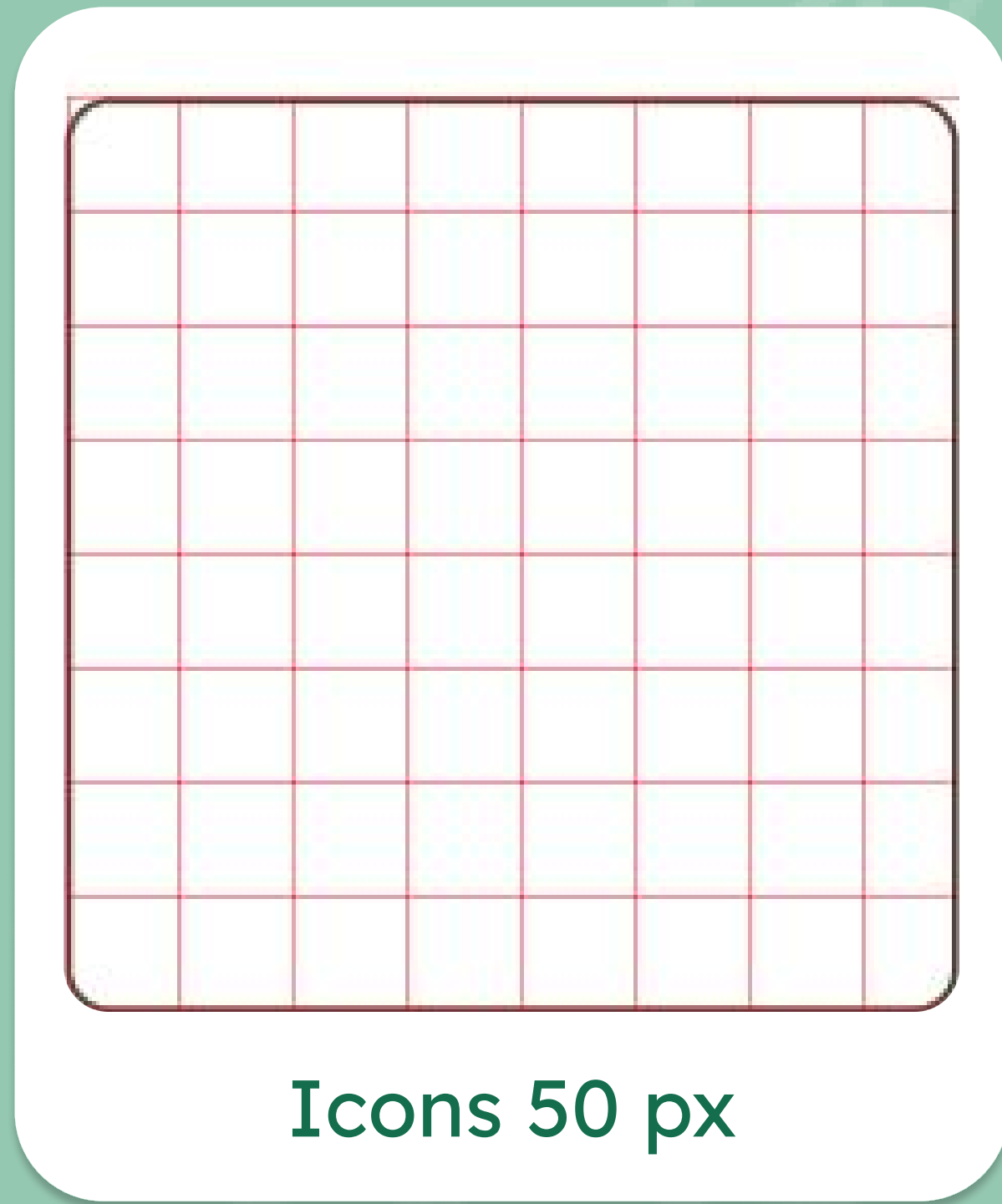


Storage Room

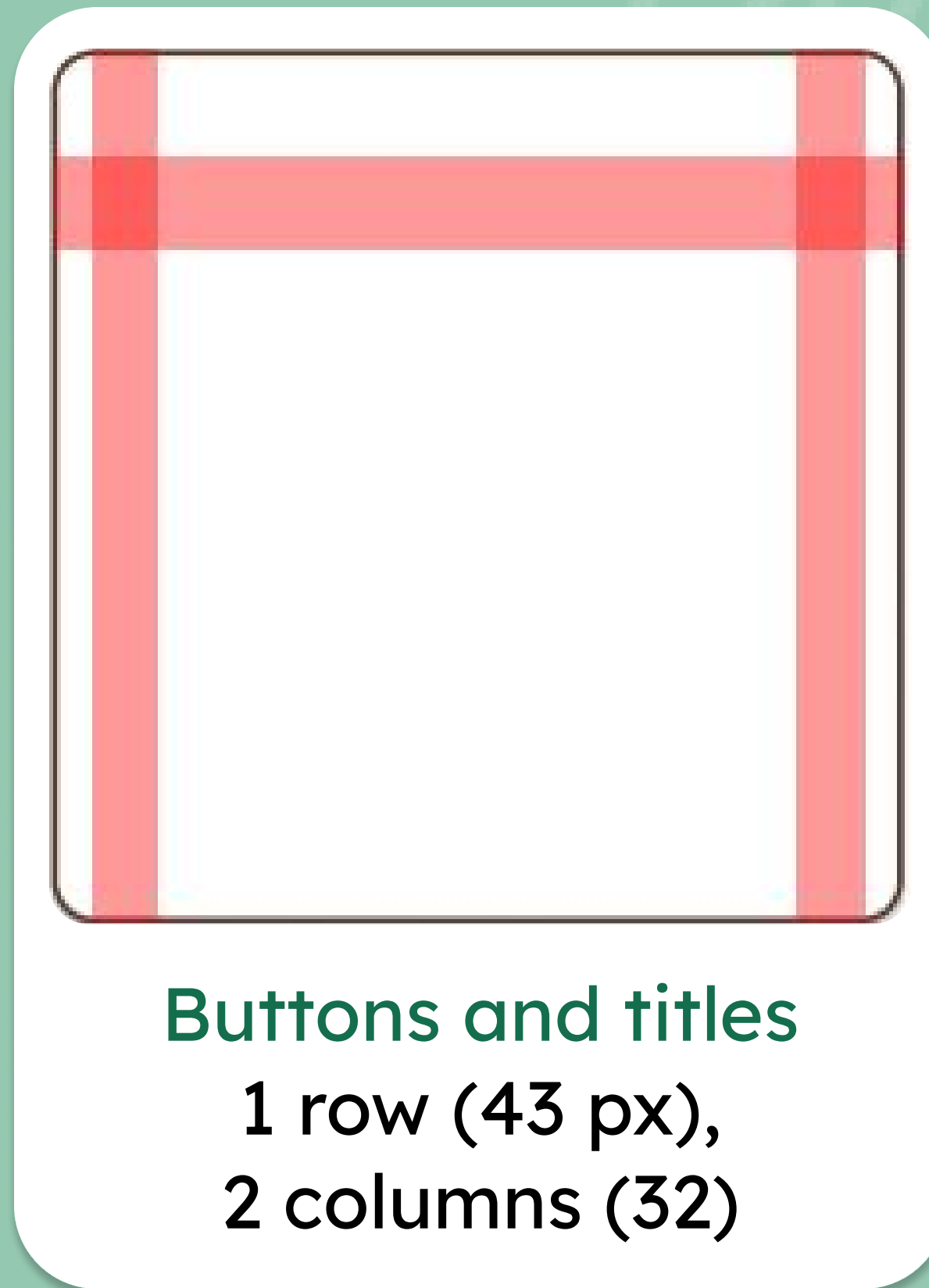
PATTERNS

For the backgrounds of many of the screens and reward cards, a repertoire of them was needed, which breaks the monotony of flat backgrounds.





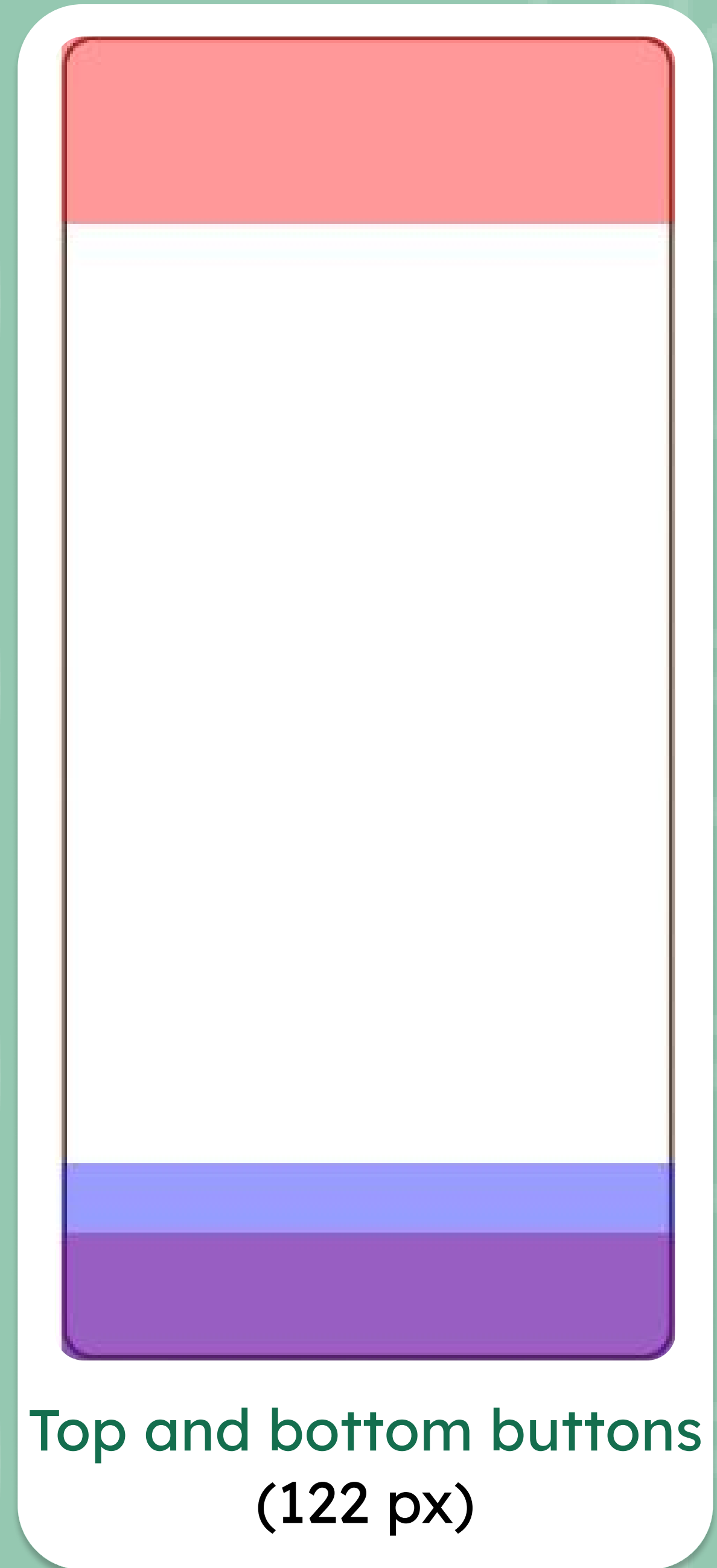
Icons 50 px



Buttons and titles
1 row (43 px),
2 columns (32)



Furniture placement
(22 px)



Top and bottom buttons
(122 px)

GRIDS



TEST

Prototype

User Testing

THE PROTOTYPE

After the entire previous design process, we obtained this first prototype of **Bloomself**.



[Test the prototype \(in Spanish\)](#)

TEST #1

Profile of the participant:

- Does not belong to Generation Z (>45 years old).
- Female.
- Does not use apps of this type.

Positive aspects

- The design of the icons made it easier for her to search.
- She liked the illustrations.

Aspects to improve

- **PROFILE:** The person did not know she could swipe down to see more content.
- **DECORATION:** The placement by tapping is less accessible.

TEST #2

Positive aspects

- The icons were very intuitive for her.
- The flow felt comfortable and practical.
- She loved the graphic design.
- It felt familiar due to its similar appearance to other related apps.

Areas for improvement

- The scrolling between screens became secondary after seeing the map icon for navigation.
- The placement of furniture was a bit more complicated since it was a prototype.

Profile of the participant:

- Belongs to Generation Z (29 years old).
- Female.
- Has a high proficiency with technology and usually uses similar apps.

IMPROVEMENTS

- Banner's size and avatar was reduced so part of the lower content is visible, allowing users to anticipate that there are more features by swiping the screen.



BEFORE



AFTER



Thank you!

UX / UI Design Master

Fall 2025

Rene Pante - Iván González