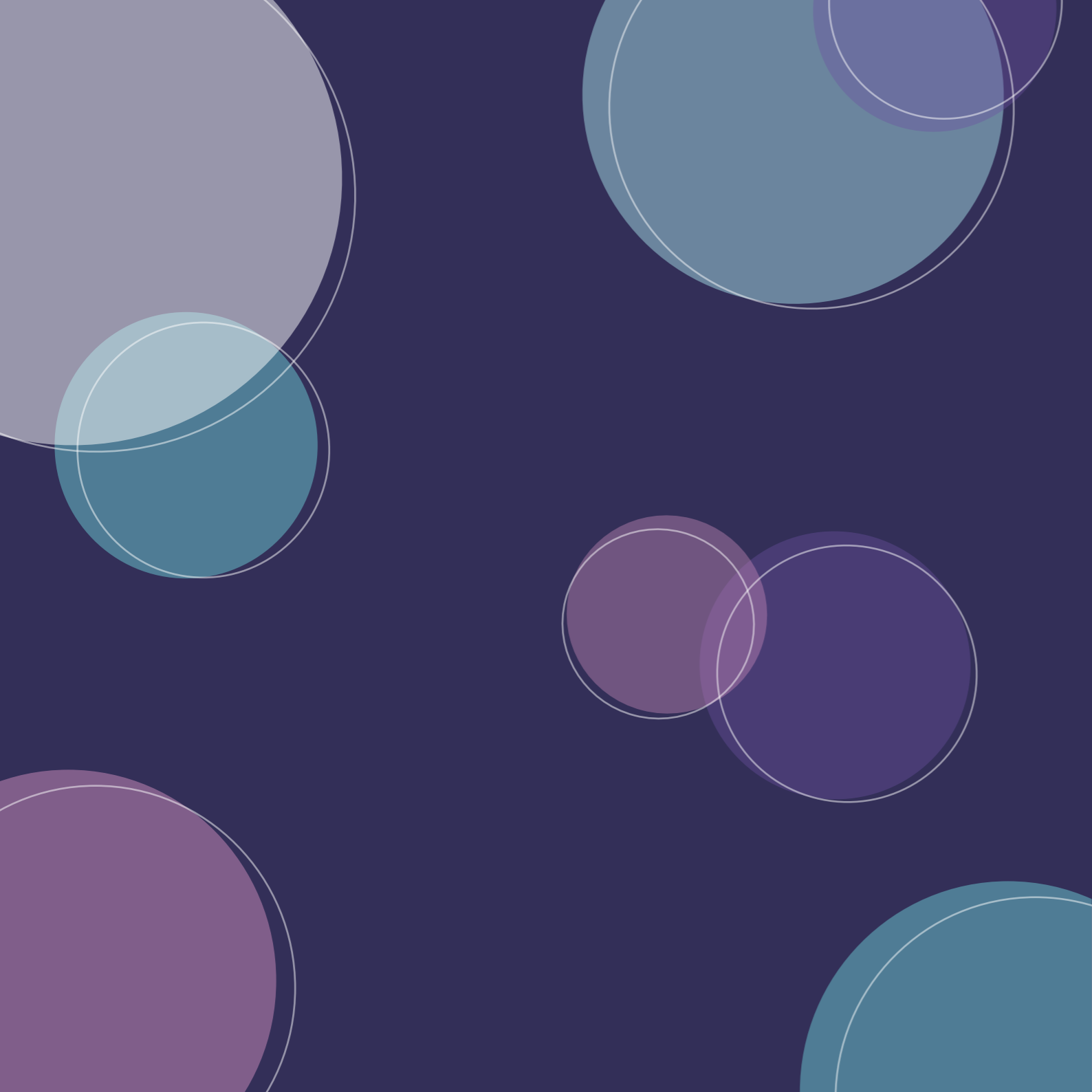




**Flare**

Colophon Report



### **Thanks to...**

I'd like to say thank you to Paul, Kyle and Daniel for the past four years. The lessons they have taught including the immense support they have given, I will be carrying for the rest of my professional career. I am grateful for this valuable experience - it's been fun!





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# Introduction

## What is Flare?

Flare is an app created mainly for women managing eczema during pregnancy and medical practitioners monitoring patients. Hormonal Changes are a big part of the pregnancy cycle; with eczema, women may gain flare-ups for the first time causing an impact on their everyday life. A vague understanding of how to manage the condition can lead to confusion. Women may experience severe outbreaks, requiring close monitoring by doctors. Due to close observation, it would require face-to-face meet-ups, which can be challenging to schedule and add to the workload of managing patients in the healthcare system.

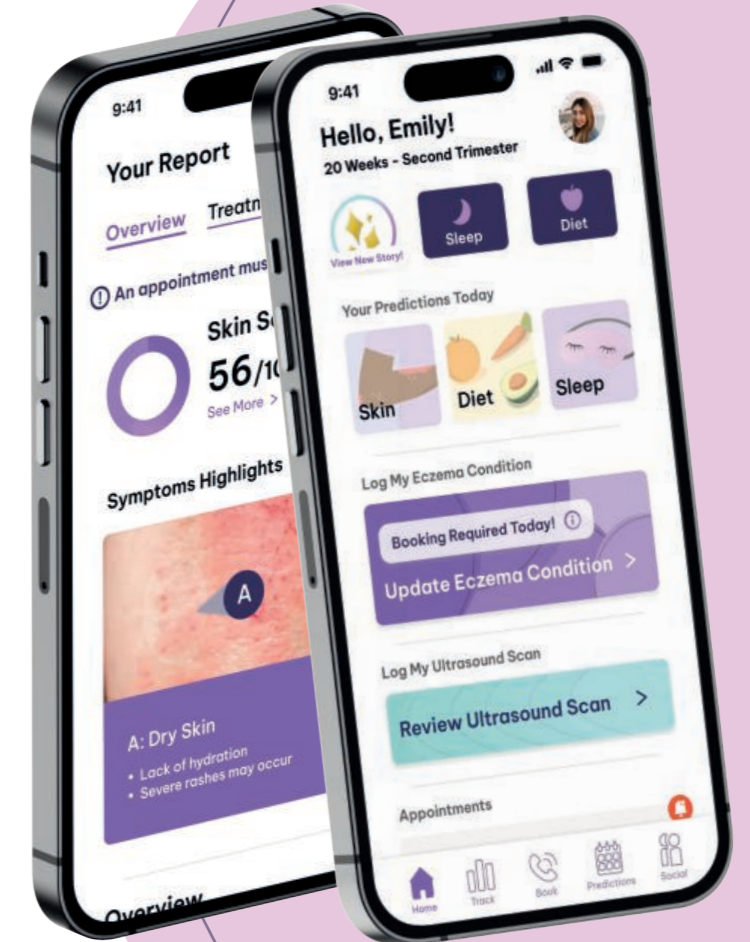
Therefore, Flare can reduce these issues by bringing in benefits to provide more for patients and healthcare partitioners.

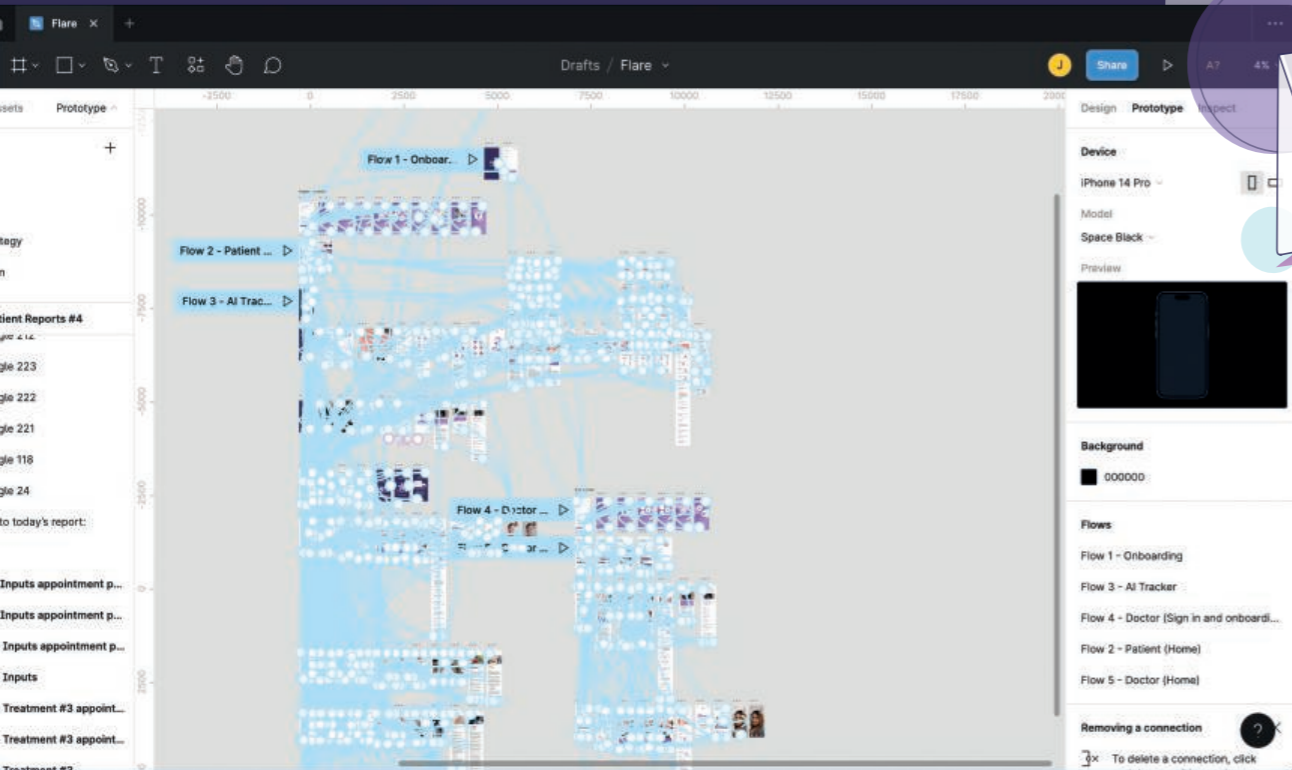
The aim is to help pregnant users to identify their eczema symptoms by updating their condition using an Artificial Intelligence (AI) tracker. It will then provide them with an insight into treatments they can undertake. In return, the results will be sent to do further analysis by their assigned supervisor. Flare is not a diagnosis app - it is built to ease the uncertainty and make life easier, so if there are any precautions to discover further, the doctor can contact them.

Flare's AI is an effective piece of technology that allows users to grasp the rising issues and the reasonings behind the symptoms. Inspired by the Flo app, a Prediction feature is also available to strengthen the user's control in acknowledging what symptoms may occur before it happens.

As a secondary feature, pregnant women can use the application to take photos from their ultrasound scan and log in their information taken from the screening. The feature is reliable for users to gather and view content in one app. Allowing users to see changes in their baby throughout the trimesters on an interactive map.

I created this project to make the pregnancy journey more effortless for women by providing comprehensive support. I aim to ensure that they receive all the help they need. With regards to eczema, although it is an ongoing problem, it can still be evaluated and reinvented from the existing process.

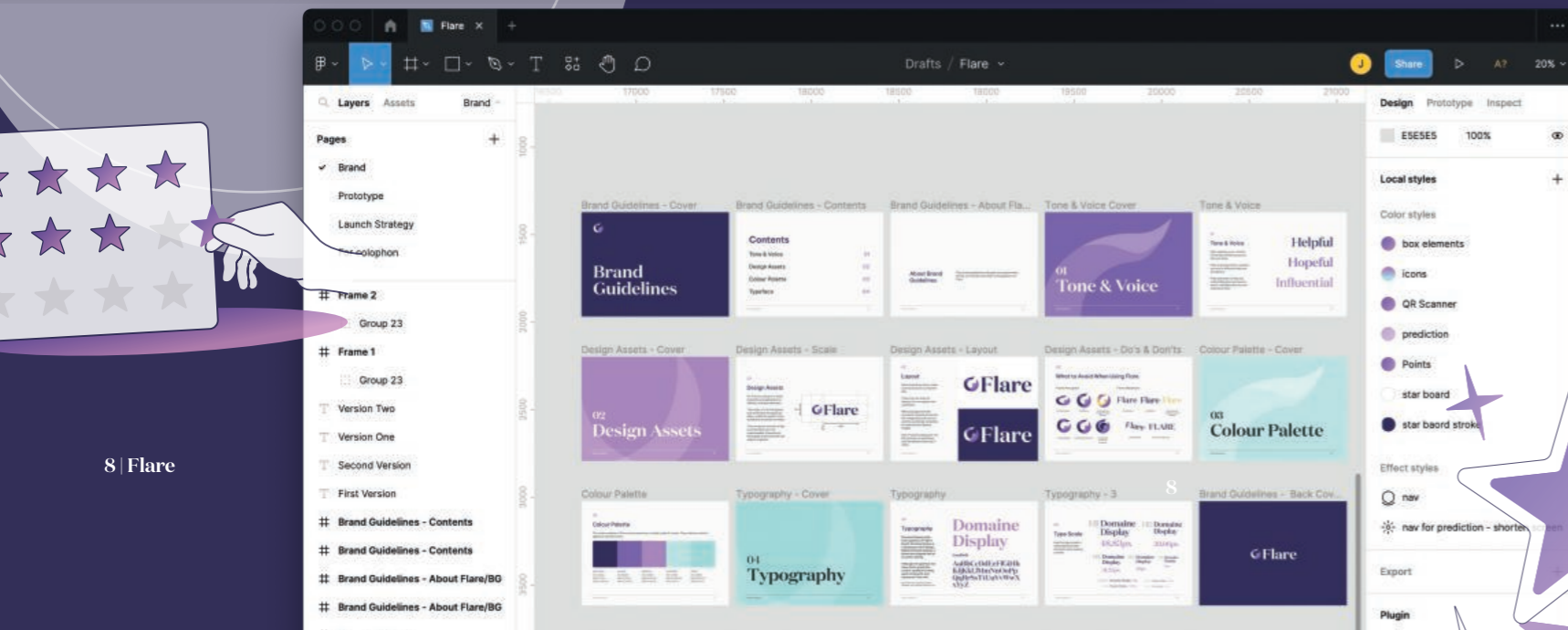




# Strengths

A strength I have carried throughout the project included skills I've taken from my placement as a Junior Designer at David Henderson Design. It has allowed me to envision how I wanted the app to portray and these skills include UX/UI, branding and illustration. During placement, my work consisted of doing hands-on graphical tasks, which is why working on visual and interactive aspects of Flare is one of my strong points. After working on a branding project for a church in New Zealand (Friends of First Church) and a website design for Accessoloo, I am more confident in showcasing and incorporating my abilities, especially in displaying a structured design system.

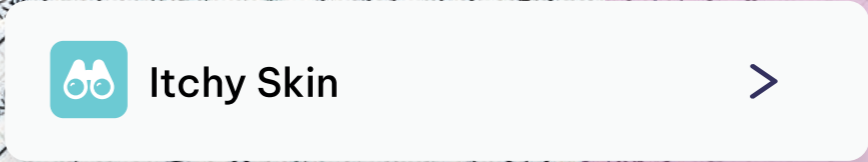
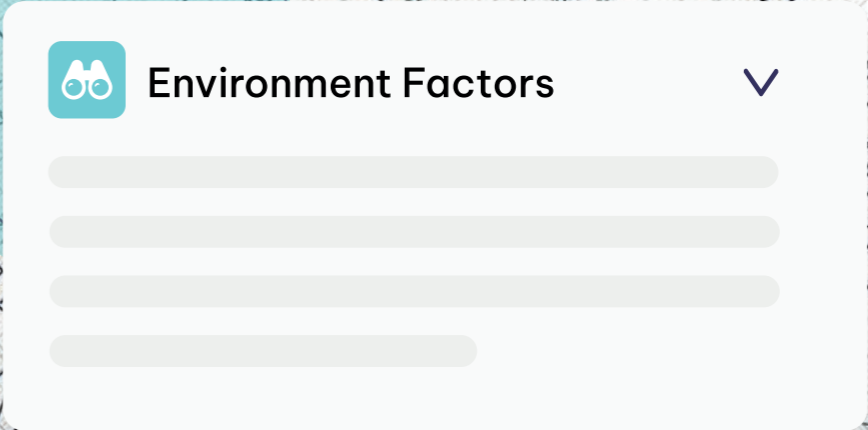
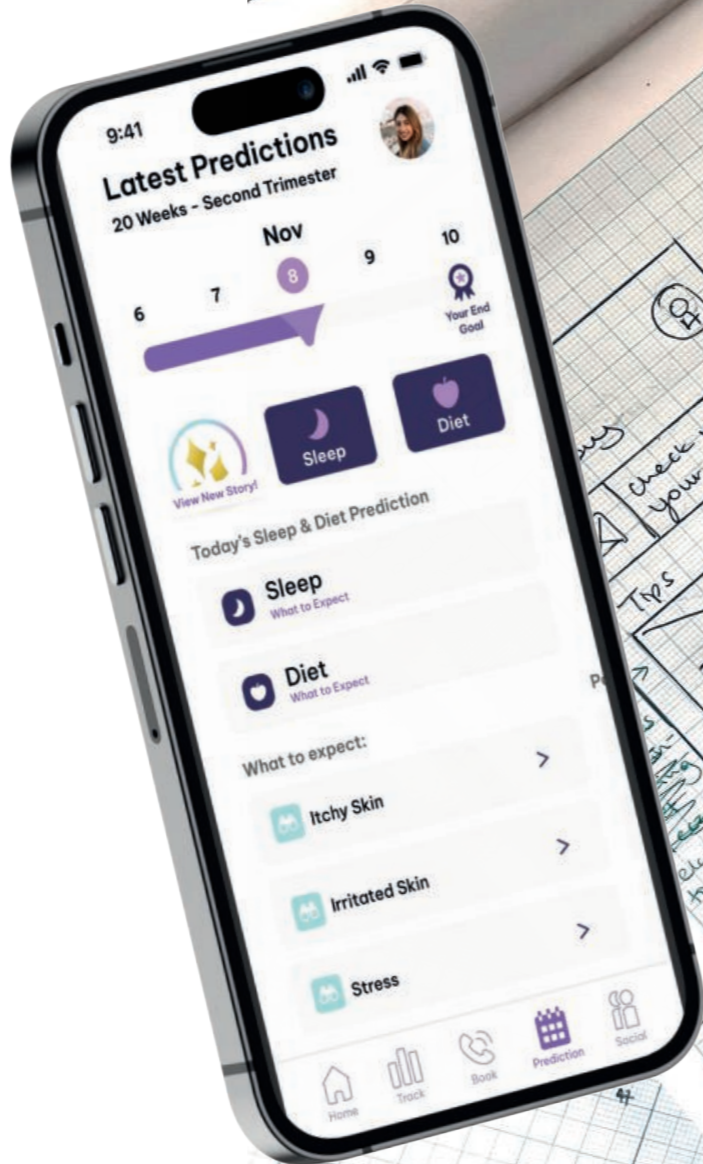
By identifying these approaches of colour palette, typography, UI design, prototyping and illustrative points, I have thought about how these skills would bring Flare to life; I intended to create an app where users would feel encouraged to participate and thoroughly enjoy. I have highlighted how the brand should be captured by combining 'flare-ups', a 'baby bump' and a 'foetus' inside a womb to create a brand that can be comprehended well. I am happy with the overall brand; I went through several trials and errors for it to look perfect so it sets apart from other brand identities.



# Weaknesses

One weakness that occurred when I was prototyping the wireframes on Figma was when I learning how to create an interaction where CTA (Call to Action) elements expand and drop down (the elements are placed at the bottom of the wireframe) and whenever the user taps on one of them, the frame of the screen will also expand in height to fit all of the sections in one screen.

Although, when I was prototyping, the opposite happened; the contents got cropped off causing it to look unpresentable and not interactive for users. It took several tries and time before fixing it, however, it's all part of a learning curve. I wanted to develop an app that promotes a good user experience whilst learning new skills. It is another interaction I have learned that I can use in future projects.





# Challenges Faced

A few challenges I faced during the project, one of which was restarting my research. Originally my idea was focused on creating a product on eczema for general use, however, when I was doing initial competitor analysis, the idea I was planning on producing have already been done, which is why I had to re-evaluate how the app could be different from other applications.

I researched the idea further and discovered that pregnant women can develop eczema due to hormonal changes. Since they may be unsure of how to handle the condition, I developed Flare to guide users on how to control their condition. It was a challenging process in the end but I am satisfied with the decision because it is a topic that is usually unheard of and I wanted to create a product that would serve more of pregnant women's needs.

## Project Ideas

### Idea One: Healthcare

Healthcare products focusing on tracking/improving eczema condition

#### Overview

The aim of the product is to help pregnant women understand the severity of their eczema. The product will help them to monitor the symptoms and also enable them to track triggers that can be monitored. The product will monitor their preferences.

#### Who is it for

It is aimed at adults who want to understand their condition.

### Idea Two: Beauty

An application circulating around makeup/skincare

#### Overview

This product can be used for various reasons; similar to my first idea, it is an application focusing on detecting any skin problems (sensitive, dry skin etc) using AI before recommending products and creating a skincare routine. It also features beauty tips on the latest makeup/skincare products, as well as makeup looks which users can follow. Users are also encouraged to connect with other users using a social network feature, allowing them to share beauty tips through posts, blogs, videos etc. Lastly, an e-commerce store would be included where users can explore products on and book beauty services.

#### Who is it for

It is aimed at all audiences, especially ages 13 and up.

#### Pros

- The product is catered for their needs and goals

#### Cons

- The beauty market is difficult to compete in general, especially since there are many apps already available. E.g. Sephora, L'Oréal, etc. The app is also too advanced for some users. Their data taken and stored. (Create)

### Idea Three: Environment

Gamification app that focuses on being more environmentally friendly and conscious.

#### Overview

The last idea focuses on creating a game using AR Technology. Inspired by 'Pokemon GO', users would go through series of challenges to complete tasks. The app would have a carbon footprint tracker that users would also use to compete tasks given from a series of tasks ('Pick up plastic on the beach', 'Go vegetarian for the day' etc). The app also shares tips on how to be more environmentally friendly such as cutting the use of plastics, promoting green spaces, learn sustainable living. The depth behind this game is to encourage users to do their part in making the planet a better place.

#### Who is it for

Ages 13 and up. However, it is advised that children and young teens should have paternal guidance when playing due to their surroundings and environment. Families will also have access to complete tasks together.

#### Pros

- The younger audience can discover the importance of the world interactively
- Creates a unique user experience and engagement
- Improve the younger audience's productivity - encourages them to go outdoors

#### Cons

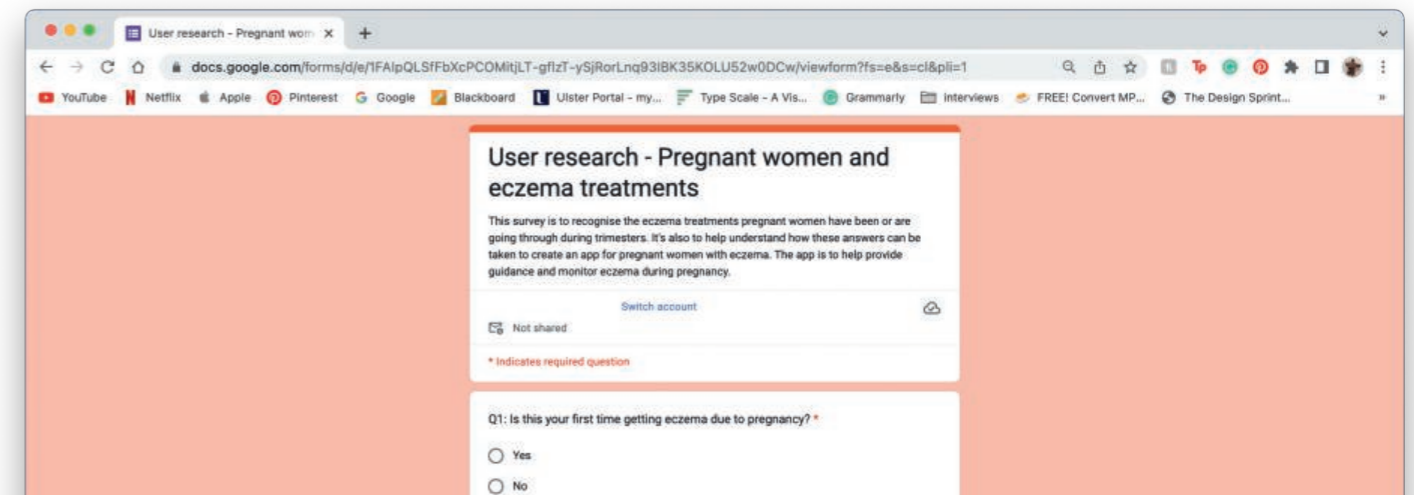
- Would need Wifi to play the AR game
- Not everyone would have access to AR - some devices do not support it.
- Can cause psychological effects - bring and fantasise fictional content into the real world.
- Data being taken - Location tracking

Another challenge that occurred was the survey results. To summarise, during the research stage, I received a lack of responses on two surveys, so it was difficult to gain insight into people's views from users. The surveys were published on Facebook groups; since there are certain rules on posting content in certain groups, there were not many opportunities to get my post approved and sent. This caused another disadvantage, which limited my chances of gathering insightful information. If there were more responses, it would've made the research more manageable and learn how I can provide more for people and know what problems to solve.

Lastly, one task that took a while to solve was trying to centre the app more

on pregnant women in general. It was a challenge because Flare's features are only available for certain users in this situation. It was important to figure out what other problems that could be solved relating to pregnancy which led to the Ultrasound scan feature.

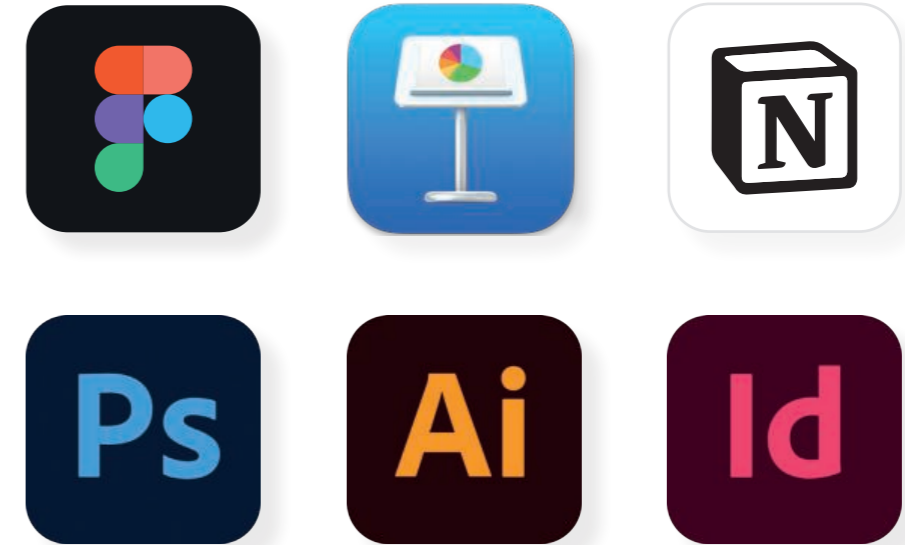
Originally, the plan was to build a feature that included scanning ultrasound scans to detect health problems in the foetus, however, due to ethical concerns (for example false reports causing the mother to lose trust in the app and cause anxiety) and reliability, it was removed. This was then replaced with the user adding their ultrasound screening contents which was much easier to produce since the first idea would be a dangerous implication.



# Technologies Used

The technologies used throughout the semesters are Figma, Keynote, Notion, Adobe Photoshop, Illustrator and InDesign. Figma played a prominent part in this project, I used it to develop my brand, mockups and prototypes. I feel the most comfortable when I use Figma since I've been using it to assemble previous projects. It's also easy to build components and variants. Along the way, I was still discovering new interactions/transitions I could use with Smart Animate. FigJam also played a role within Figma; I used FigJam to summarise research findings (User journeys, user personas, and user flows etc) and construct a visual inspiration of mood boards (UI design, branding, brand guidelines and illustrations).

In terms of Adobe software, I used Photoshop to create mockup designs of my wireframes, which helped people visualise how the screens would look on a mobile device. As for InDesign, the colophon report was created using this software. I was introduced to this software during placement, so I was confident in designing content for this report - navigating around the program was merely difficult. Lastly, Adobe Illustrator helped me create effective illustrations that made the overall app stand out more.



Finally, Keynote and Notion are also essential tools used throughout the year. Presentations were a big part of presenting my work, so Keynote was used multiple times to showcase which development stage I was at with Flare. Notion helped me stay organised by keeping track of which tasks I should focus on next and updating my research blog.

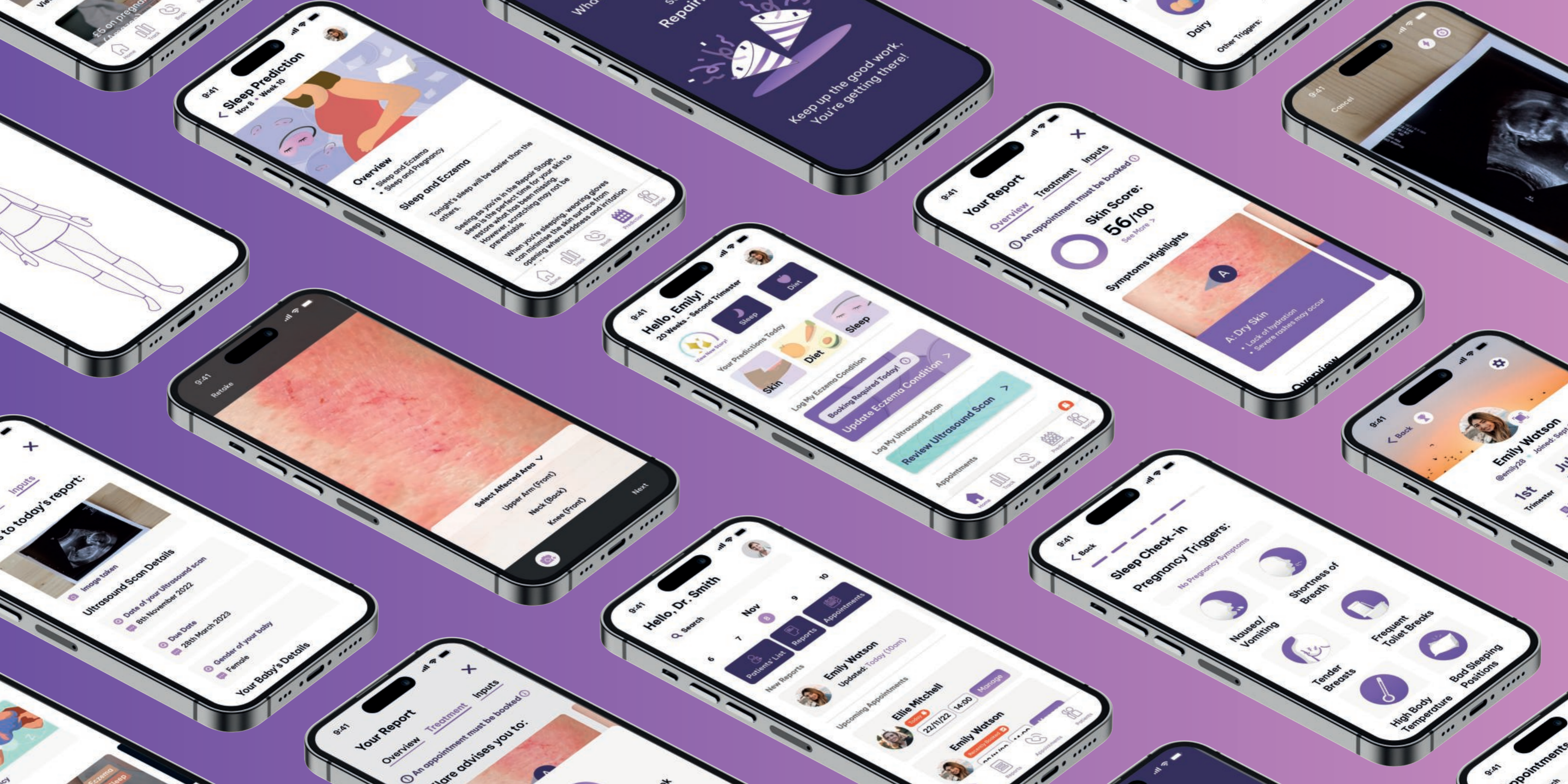


## Target Market

Available on all app stores, Flare is developed for two target groups - pregnant women with eczema and Obstetricians. The app is also available for general use, meaning a referral code is not necessarily needed to use it.

Reflecting on referral codes, when a doctor assigns a patient for close monitoring, the patient is asked to download Flare and provided with a specific referral code given by the doctor. The referral code allows data to be linked between the patient and the doctor so that the practitioner can receive daily symptom reports and ultrasound reviews.

The app is a great way of handling normal to severe symptoms in remote environments and discovering unseen, it lowers the need of booking appointments and easing conflicts in schedules. It is beneficial for both parties because it tackles unnecessary face-to-face interactions - especially if there are no major concerns about the patient's condition.



# Conclusion

To conclude, working on Flare has surfaced as one of the most promising and versatile works I've accomplished. It was challenging to base my app on this subject, nevertheless, I overcame these issues by seeing it as an insightful learning curve which can improve over time.

Other than negatives, it doesn't mean there were no positives; from branding, mockups and prototype, this assignment has helped improve my current skills and has built a foundation of new skills I will carry forward onto my next projects.

Overall, it has been an enjoyable ride. In the foreseeable future, I can see Flare evolving to become more prominent than it currently is. It is an app that has no limits in benefiting the user's needs.



Helpful  
Hopeful  
Influential

Created by Jessica Wong  
May 2023