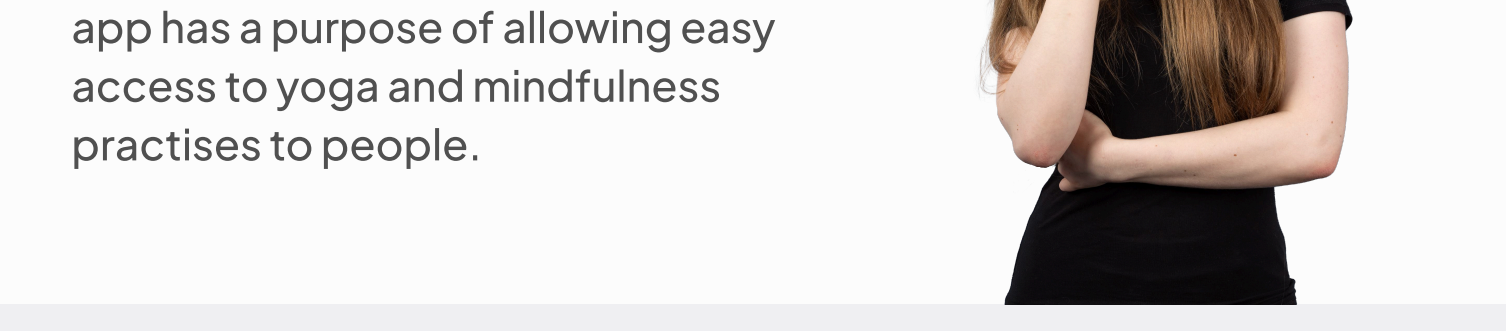


Yogiflow

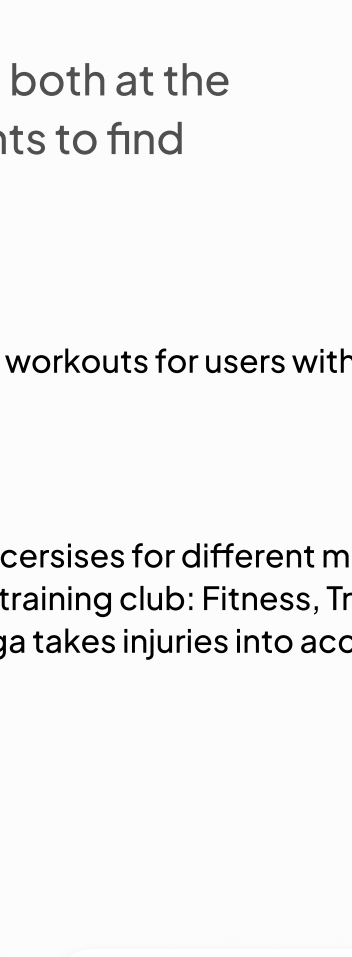
Your mindfulness journey in one app



Where	Lahti, Finland	What	Cross-platform app	Why	Portfolio Project
Role	Designer, Researcher	Category	E-commerce, Wellbeing	When	2025

Why I made this project

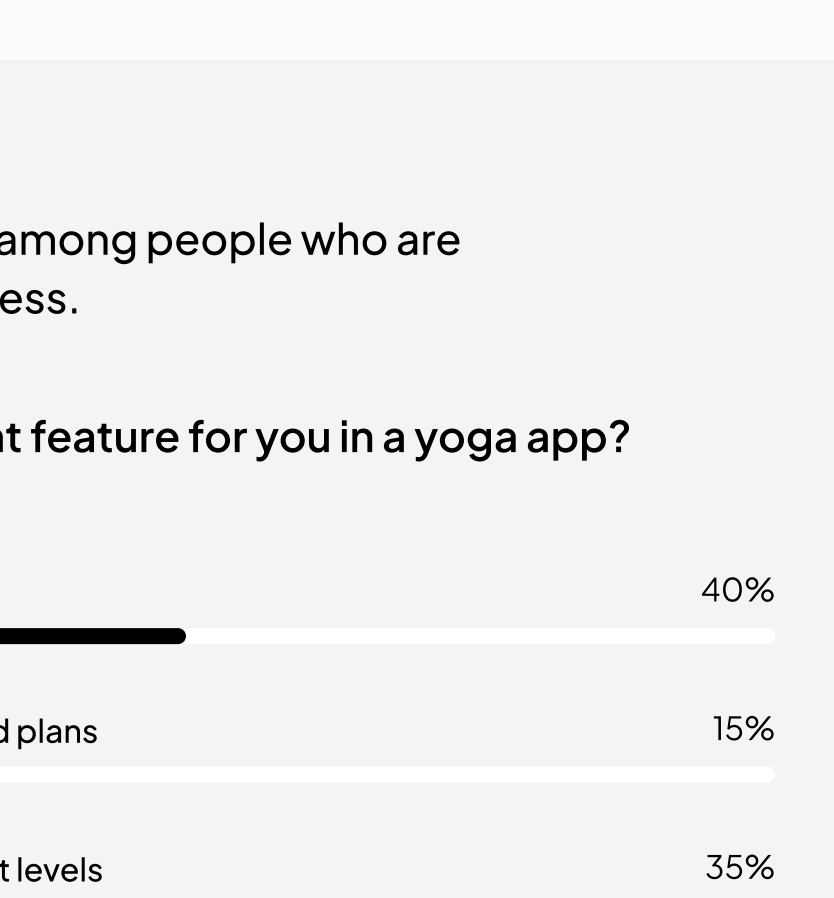
I'm a big fan of yoga and mindfulness. This app has a purpose of allowing easy access to yoga and mindfulness practises to people.



Market Research


The claim
Wellness app market has been growing rapidly since 2015. The market is now estimated at around 9.25B.

The problem
Users often struggle to find solutions that inspire them to move while offering a low threshold for getting started.




Competitive analysis


I analysed 3 popular apps in the space – looking both at the workout experience and the app store comments to find patterns.



Nike Training Club: Fitness



Daily Yoga

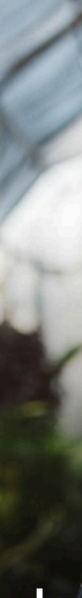


Track Yoga

The good
All apps offer workouts for users with varying fitness levels


The bad
There is no exercises for different muscle groups (Nike training club: Fitness, Track Yoga), only Daily Yoga takes injuries into account.

Problems from the comments




I can't see the exercises before registering — would really appreciate being able to!

Amanda



The progress bar for saved workouts is confusing and doesn't update correctly.

Beea




You can't turn off the voice guidance, and it's very irritating.

Arttu

User survey

I conducted a quick user survey among people who are interested in yoga and mindfulness.



What's the most important feature for you in a yoga app?
80 participants

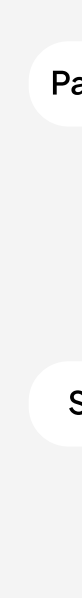
Guided yoga sessions 40%

Progress tracking and personalized plans 15%

A variety of yoga styles and difficult levels 35%


Other (please comment) 10%

Notable comments



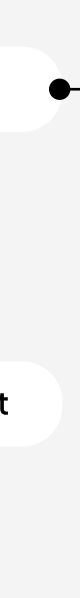
An option to customize session length would be really helpful.

Anonymous



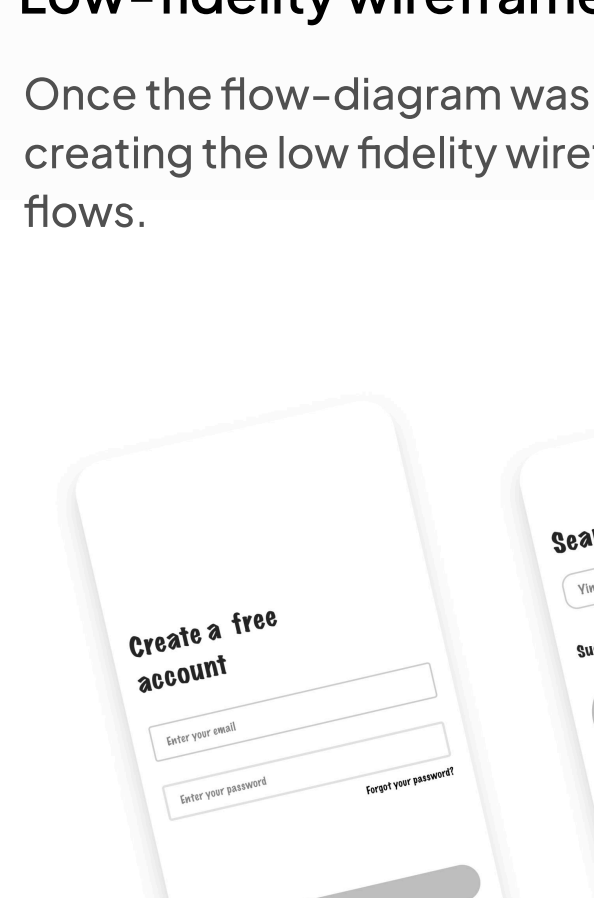
I'd appreciate integration with my smartwatch to monitor heart rate.

Anonymous



A calming music playlist during sessions would enhance the experience.

Anonymous



Janina Mäkelä
University student

"I like to practice yoga with simple moves and go at my own pace."

Goals

To practise yoga in a gentle way that takes account her knee injury.

To create a routine of practicing yoga regularly

To find a simple, stress-free way to incorporate yoga into her life without feeling intimidated

Frustrations

Finding time to work out, often feels like most yoga programs are too advanced or time-consuming

Finding exercises that suit for her knee injury

To find a simple, stress-free way to incorporate yoga into her life without feeling intimidated

About Janina

Age: 27 Education: University of Helsinki Hometown: Helsinki

Janina is a student, studying nutrition and wellbeing in university. Passionate about health, she's always seeking ways to improve her own lifestyle while learning how to help others do the same.

With a keen interest in the mind-body connection, Janina understands the importance of balance and self-care, yet she struggles to maintain consistency in her own routine amidst her busy academic schedule.

Goals

Continue advancing in yoga, aiming to perfect more challenging poses like headstands and arm balances.

Use yoga and mindfulness to stay focused during high-pressure periods at work.

Continuously enhance flexibility and strength to support both yoga practice and overall well-being.

Frustrations

Finding time to work out, often feels like most yoga programs are too advanced or time-consuming

Not looking for intense, advanced poses but wants to feel more flexible, relaxed, and energized

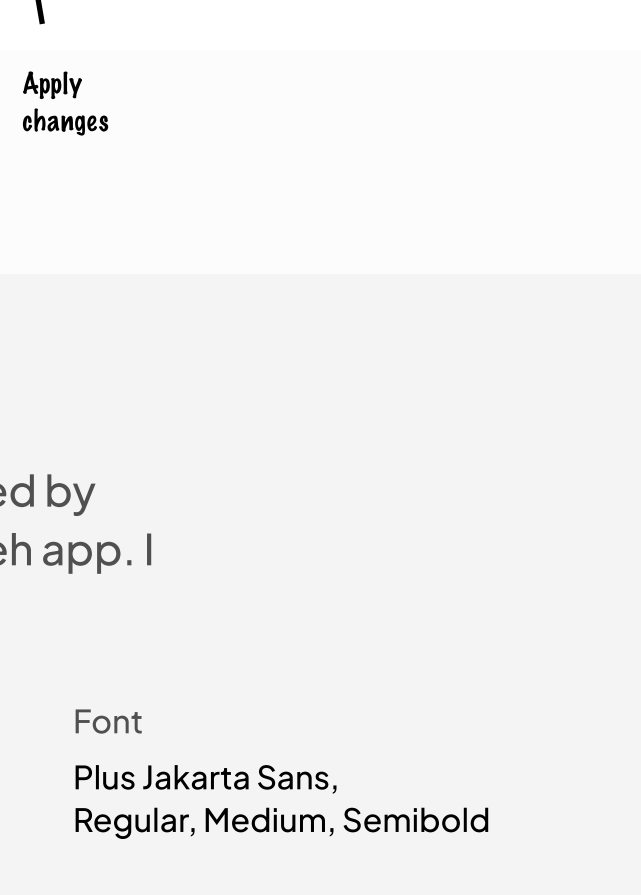
To find a simple, stress-free way to incorporate yoga into her life without feeling intimidated

About Jari

Age: 40 Occupation: Accountant Hometown: Helsinki

Jari is a 40-year-old accountant with a deep passion for yoga. What started as a way to manage work stress has transformed into a holistic lifestyle that shapes his daily habits, mindset, and outlook on life. Jari sees yoga as more than just physical exercise—it's a journey of self-discovery, balance, and mindfulness.

He enjoys blending the structure of his professional life with the fluidity of yoga, often finding creative ways to incorporate mindfulness into his busy schedule.

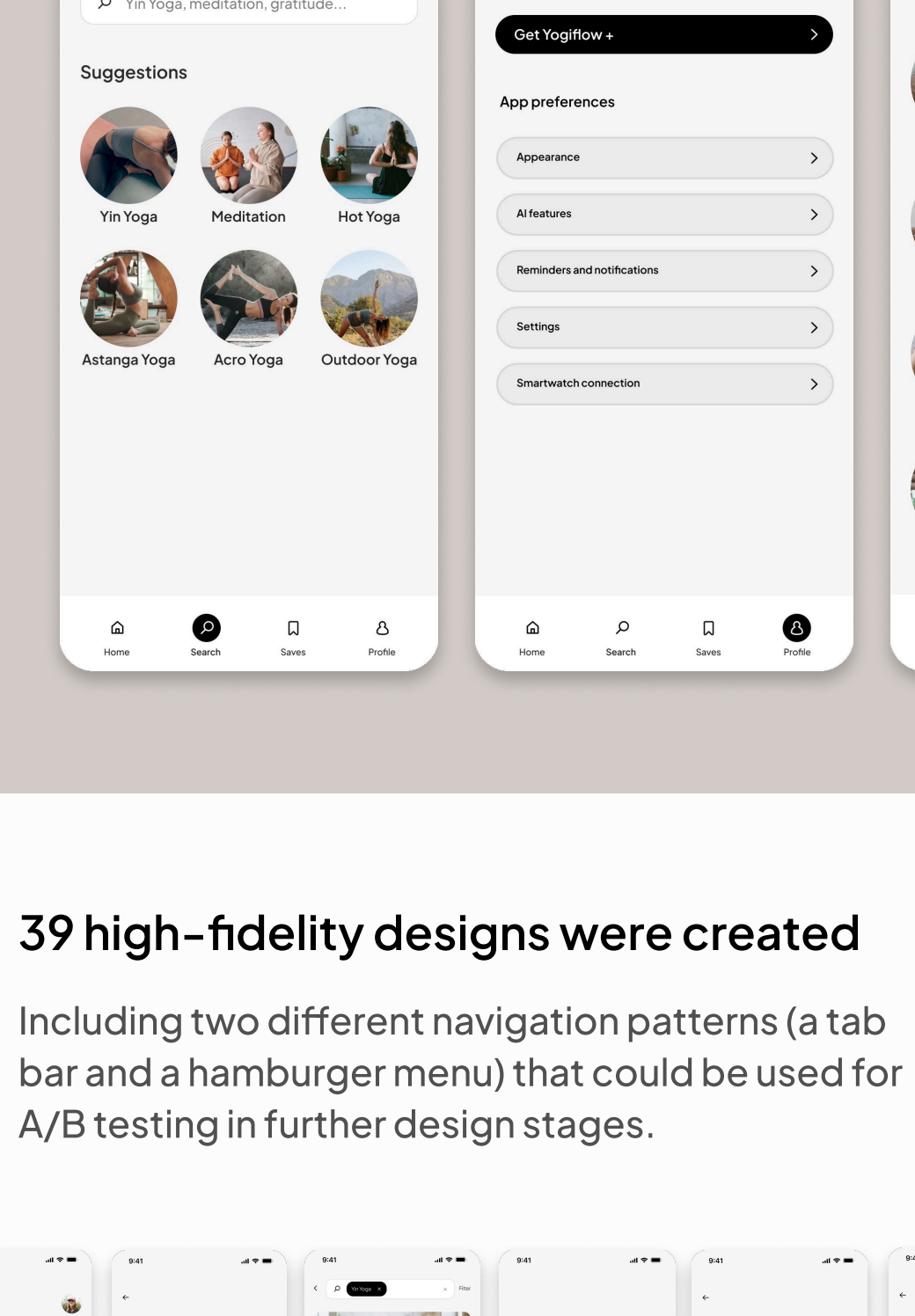


Jari Tamminen
Accountant

"Yoga is a lifestyle for me. I love to try new ways to practise it."

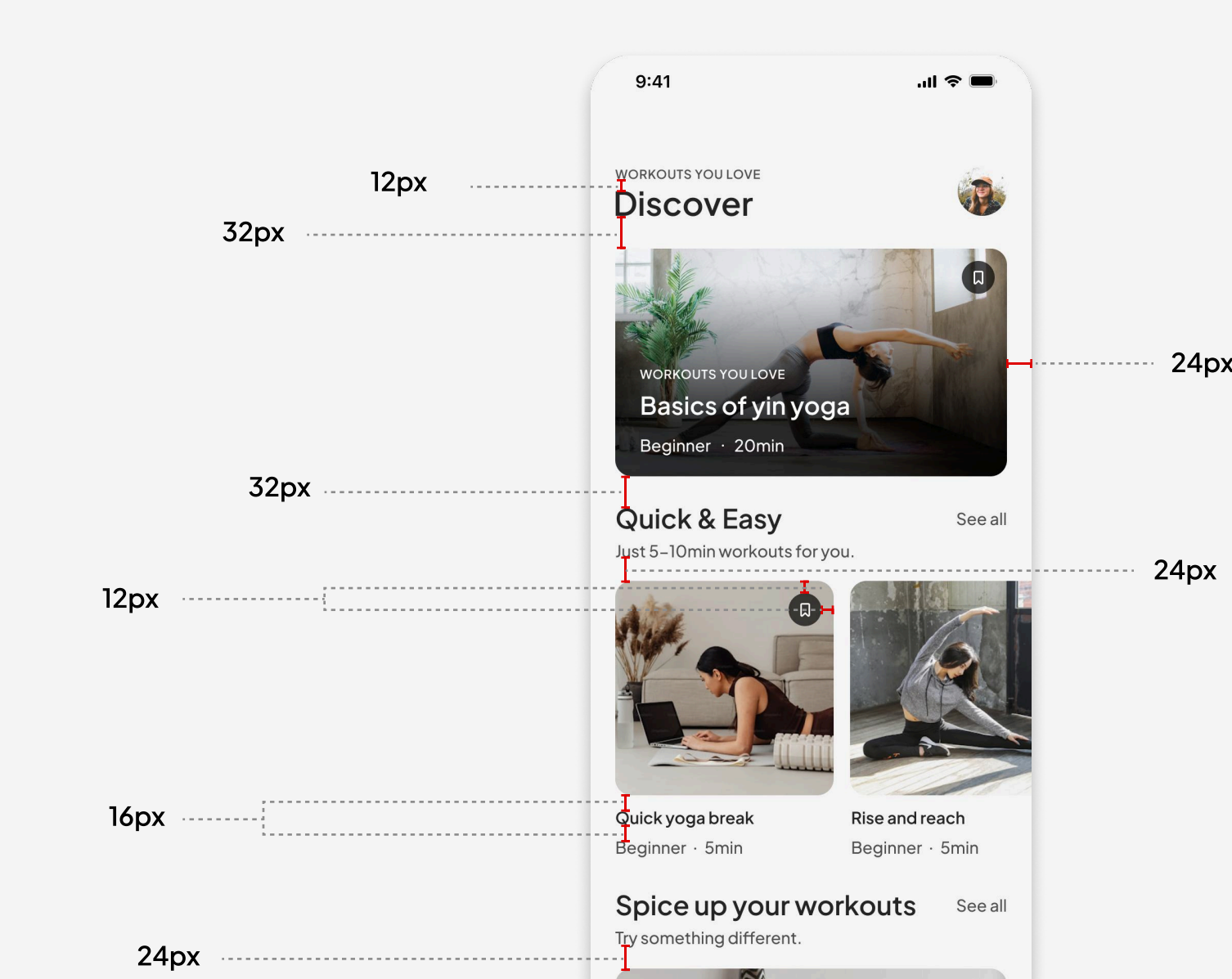
Flow Diagram

To outline all the necessary functionality I created a simple flow diagram of the main tasks the user can do. One of the flows is shown below. Fail state flows were also created, but not shown due to space constraints.



Low-fidelity wireframes

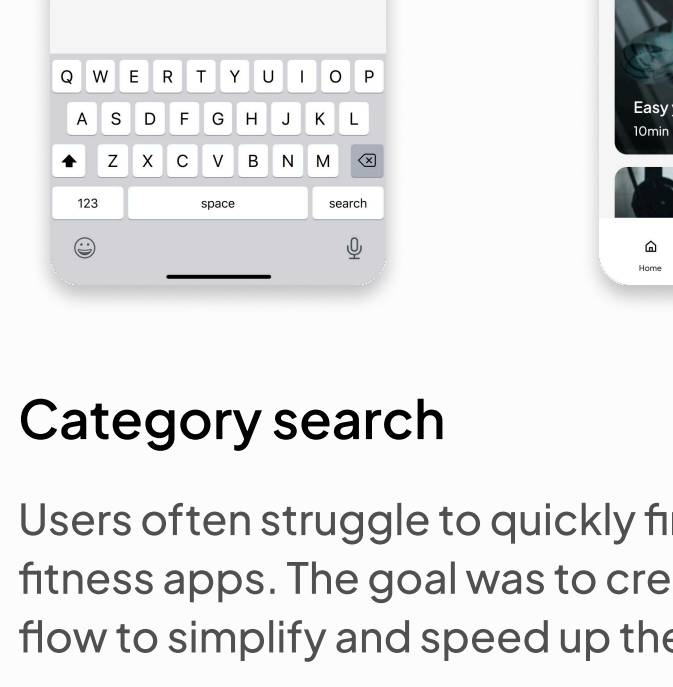
Once the flow-diagram was established, I started creating the low fidelity wireframes of the main flows.



High-fidelity UI Design

Once the initial flow was complete, I started by creating a couple of the main screens of the app. I started by defining the fonts and colors.

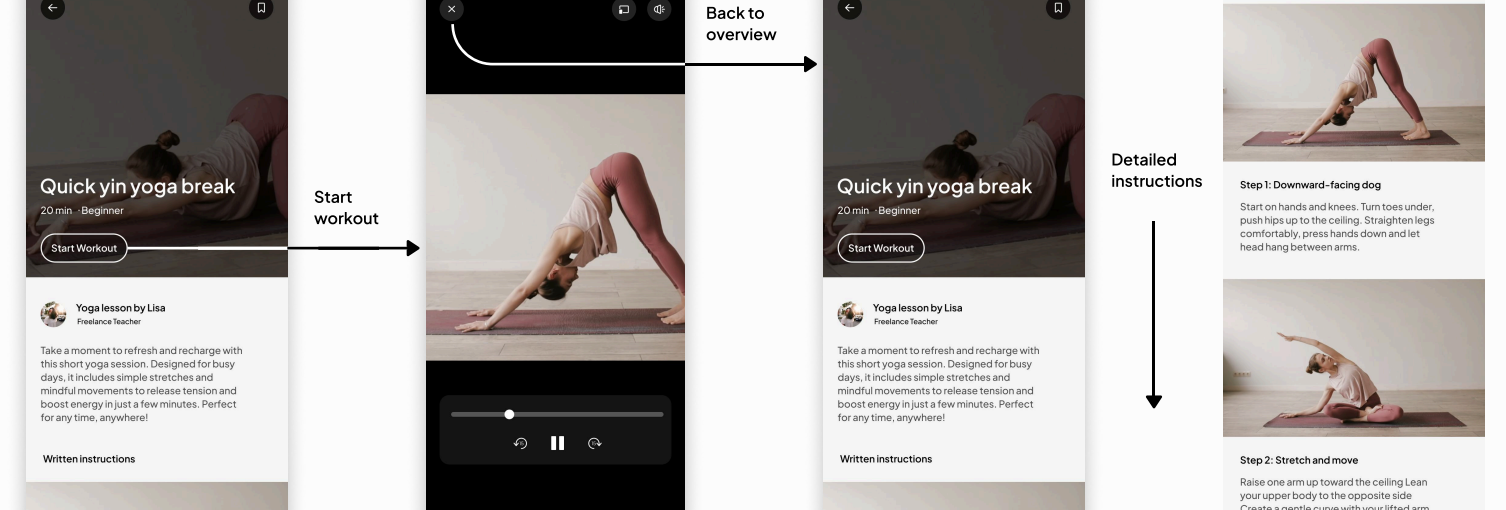
Color palette
Main CTA color, text colors, stroke, background



Font
Plus Jakarta Sans, Regular, Medium, Semibold

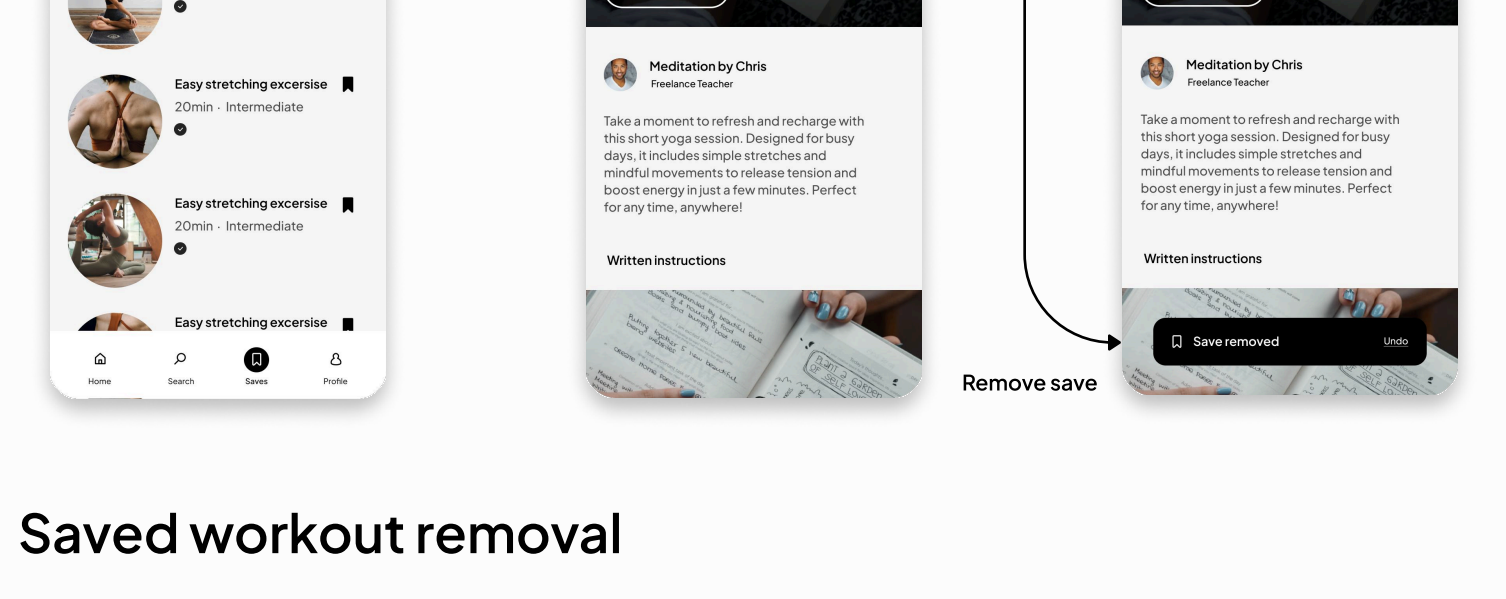
AaBbCcDdEeFfGgHh

Sleek look and feel
In a world of visual noise, Yogiflow embraces sleek look and feel which is achieved with neutral black and white color palette.



39 high-fidelity designs were created

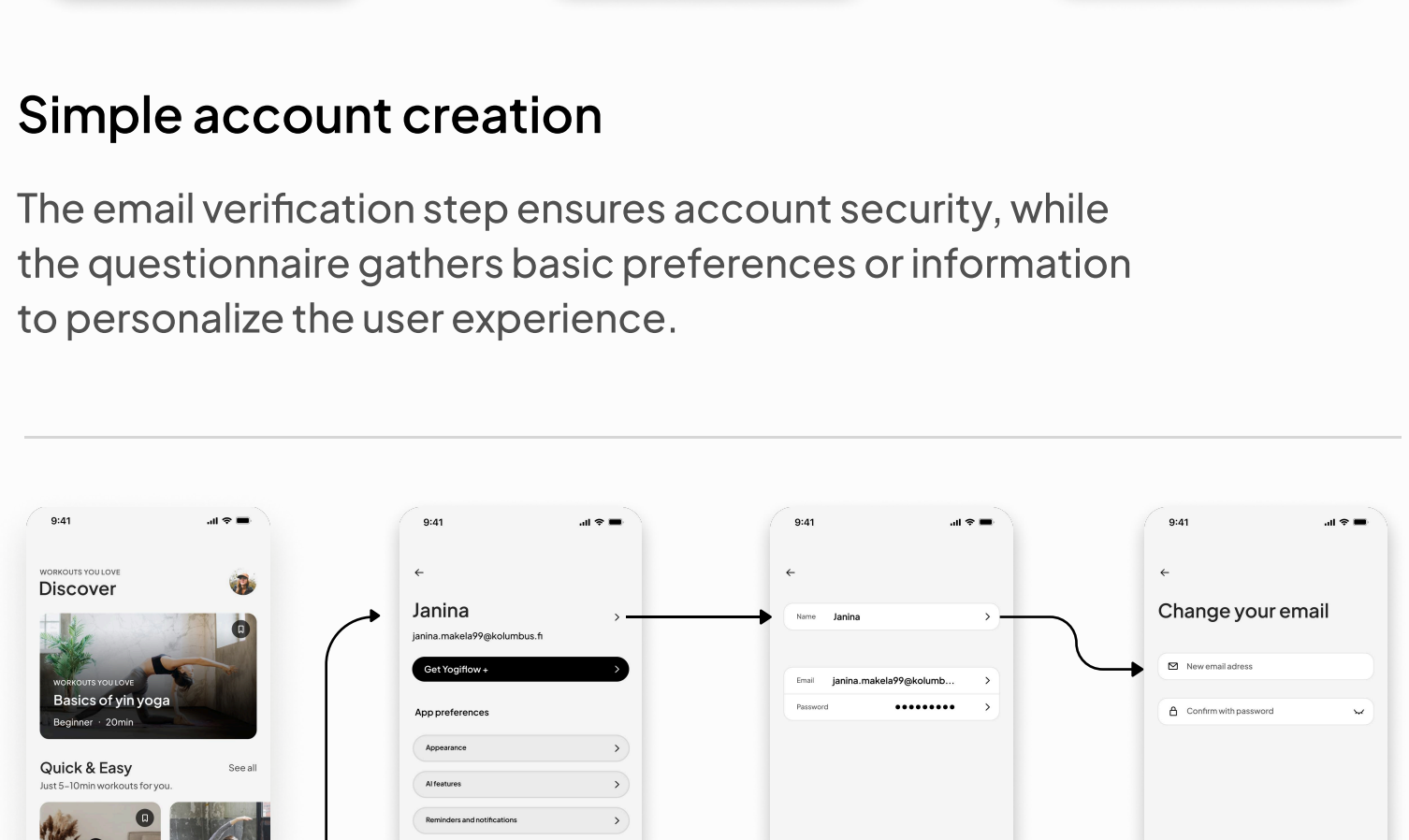
Including two different navigation patterns (a tab bar and a hamburger menu) that could be used for A/B testing in further design stages.



Example of the chosen tab-bar navigation

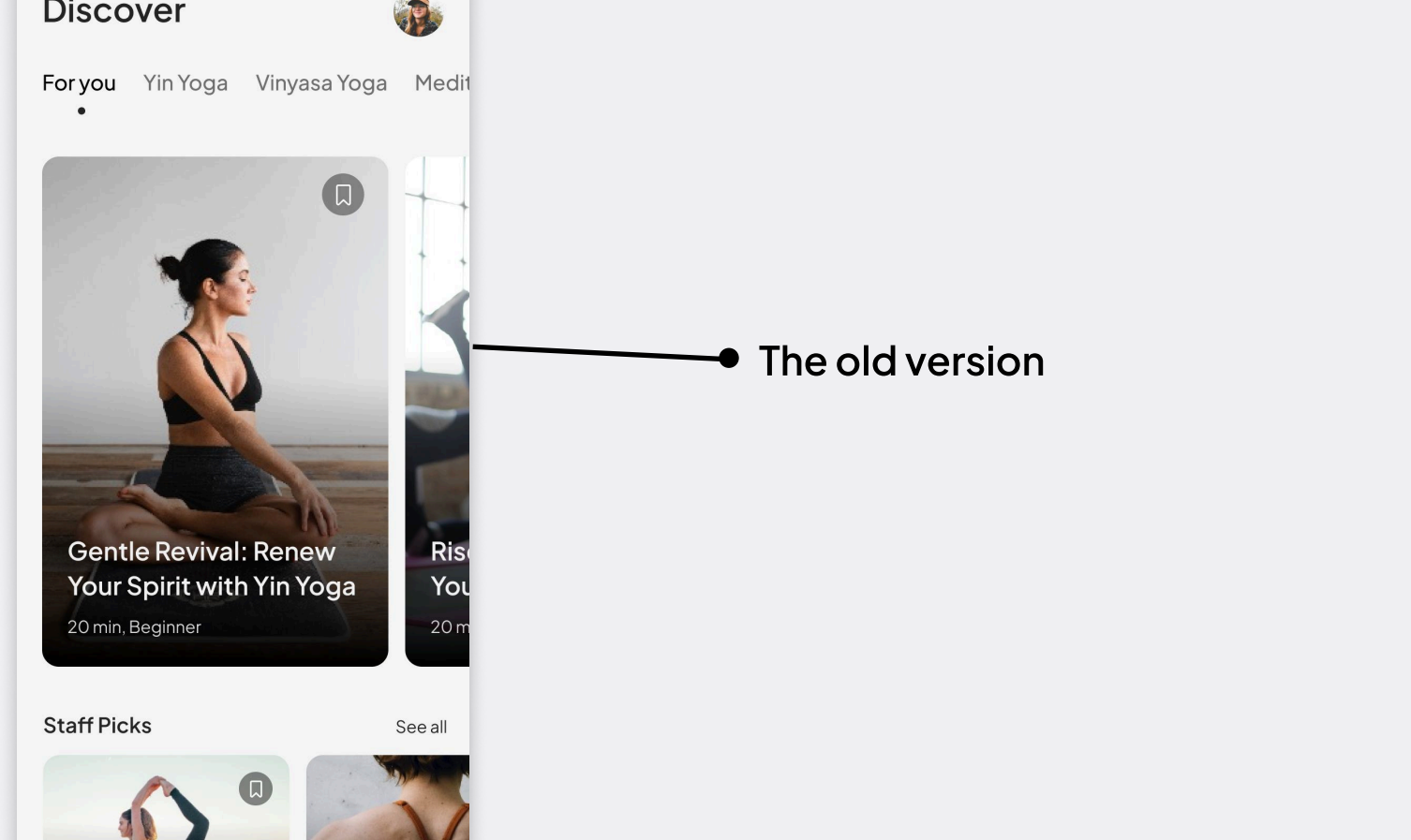
Alignment and grid

I picked an 8-point grid for the project and set the margins for within groups at 8, 12 and 16, with margins between groups at 24, 32 and 48.



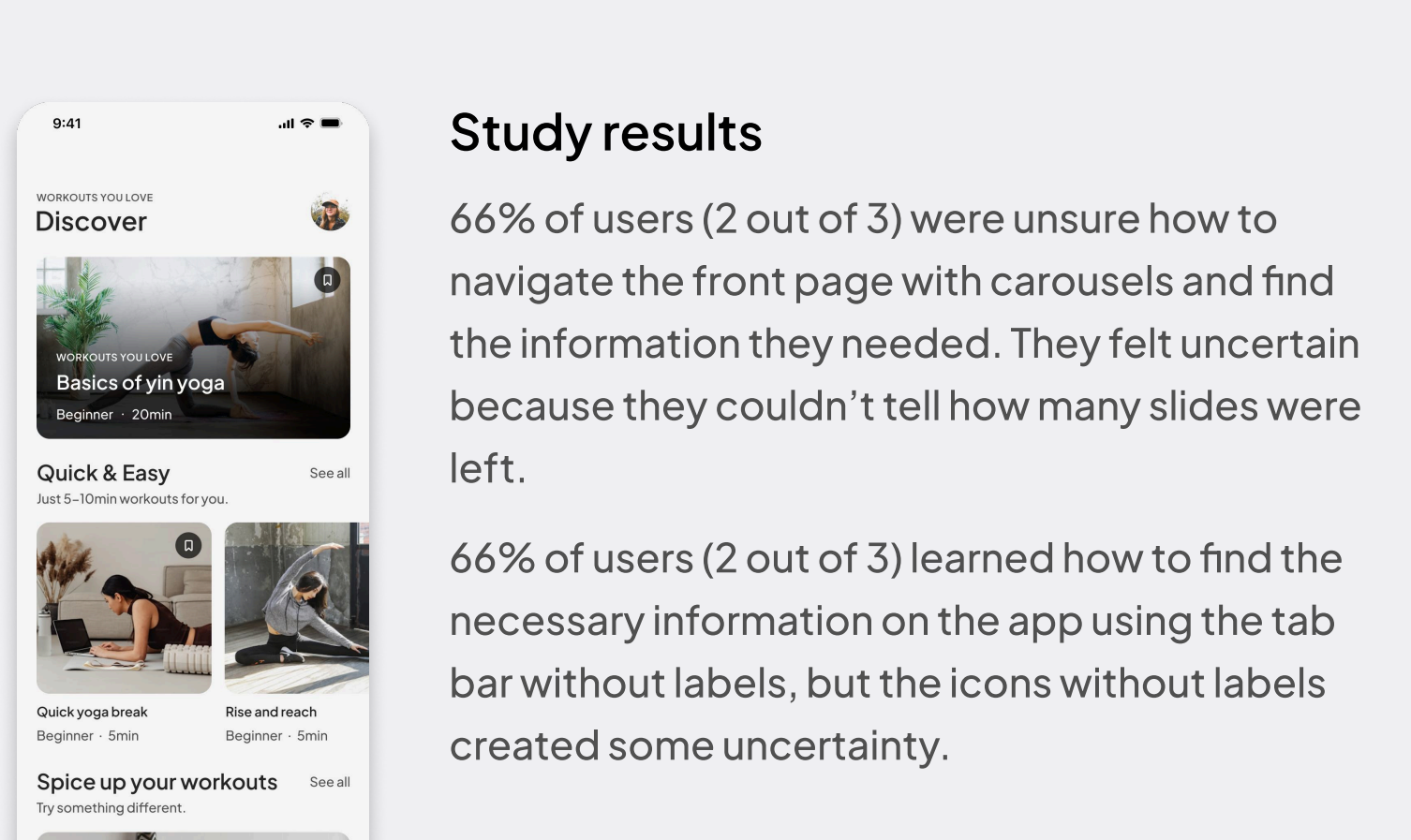
High-fidelity prototype

I created a high-fidelity prototype to show how the product would work.



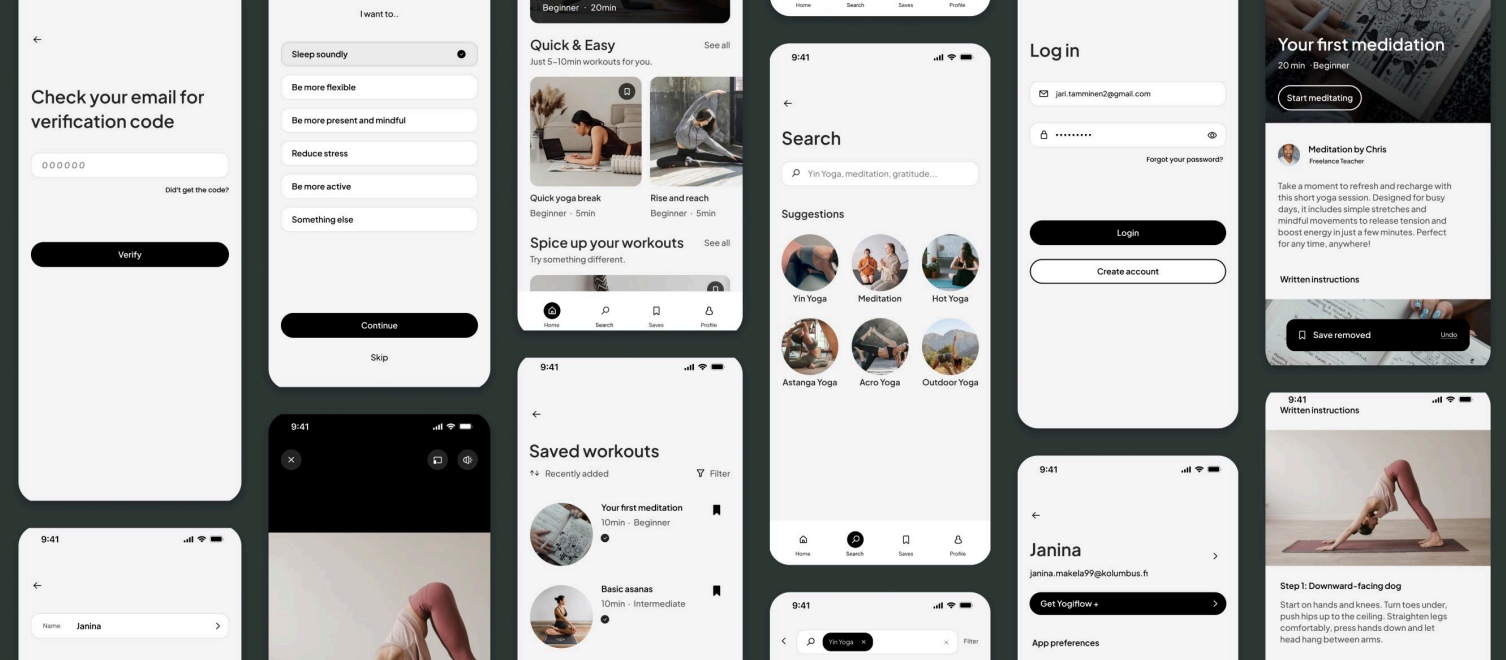
Category search

Users often struggle to quickly find relevant workouts on fitness apps. The goal was to create a streamlined search flow to simplify and speed up the discovery process.



Written instructions

In the workout detail section, written instructions ensure that users understand proper form, technique, and progression, reducing the risk of injury.



Saved workout removal

Removing saved workouts is made simple while ensuring users don't accidentally delete them

Simple account creation

The email verification step ensures account security, while the questionnaire gathers basic preferences or information to personalize the user experience.

Easy profile navigation

A profile with easy navigation provides a clean, intuitive layout, allowing users to quickly access key information and settings.

The iteration of the previous version

This case study focuses on the latest version of the app, but I'll briefly mention some of the previous iteration. I tested the old prototype with 3 users, each focusing on the carousels and tab-navbar sections. The goal was to ensure users understood how the carousel-based front page worked and the meaning of the icons in the tab-navbar.

This was tested over a zoom call, where I introduced the user to the app and asked them questions. The questions were dedicated to finding out whether the carousel-pattern and tab-navbar were easy enough to understand.

Study results

66% of users (2 out of 3) were unsure how to navigate the front page with carousels and find the information they needed. They felt uncertain because they couldn't tell how many slides were left.

66% of users (2 out of 3) learned how to find the necessary information on the app using the tab bar without labels, but the icons without labels created some uncertainty.

Prototype update concept

Because of time constraints, I wasn't able to run a second usability study on the updated prototype this case study is about. However, to summarize the changes made to the current version (the new version), I added labels to the tab bar and changed the front page to focus on scrolling while keeping small carousels for bite-sized workouts.

