

Fillip

TOGETHER, TO GET THERE

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SOFIA PERACCHI

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Adapt to a new reality

Quarantine has strongly impacted people's lives: social distancing has enhanced the **struggles of maintaining a healthy lifestyle** while locked up at home, **without external incentives** and stimuli.



Caterina Comini



**It's difficult to think and to elaborate ideas,
while trapped here between four walls.**



Sofia Peracchi

Giorgio

Through **interviews, surveys**
and **digital diaries**, we learned
how people's routine has changed
and we identified the problems
in maintaining a productive lifestyle

**Know
your
people**

Life's rhythm influences people's habits

People are **struggling to maintain old habits** and to **develop new ones**. They are afraid of losing their healthy routine, once their life goes back to being **stressful**.

The importance of empathic relationship

Human contact is a very **strong stimulus**, both in a positive and negative way: it can distract you but also **push you to work better**. Empathy has therefore an impact on both **morale** and **productivity**.

Stubbornness is the key to success

To maintain the motivation, a well-structured program or reminders that can be easily ignored are not enough. What is really missing is not the instrument, but the **constancy to follow it**.



Casual planner

Giorgio, 24 yrs

He has little experience with organization, and he keeps almost everything in mind. Something always escapes him.

MAJOR NEED

Some help to keep a regular & healthy routine.



Active student

Marta, 18 yrs

School organization is not a problem, but there are a lot of distractions around her. It's easy to get lost and fail to achieve her goals.

MAJOR NEED

Something to fill her time and keep her busy.



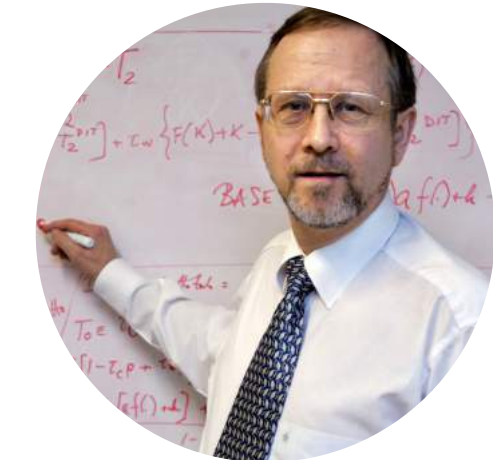
Remote coworker

Lucia, 35 yrs

It's not important where her studio is, anywhere is a good place to work. But having a coffee with colleagues is a must, even on Skype.

MAJOR NEED

The same companionship she used to have daily.



Jazz educator

Raffaele, 48 yrs

Playing the sax distracts him from his work and educational commitments. Part-time teacher, jazz amateur and last, but not least, father.

MAJOR NEED

A way to keep active and connected with his band.

Get better together

An app to help people to **track and maintain habits together**. It will be a **free platform**, which allows **people to share a common path** towards personal development.

Get better together

TARGET

People without strict routines
based on external factors

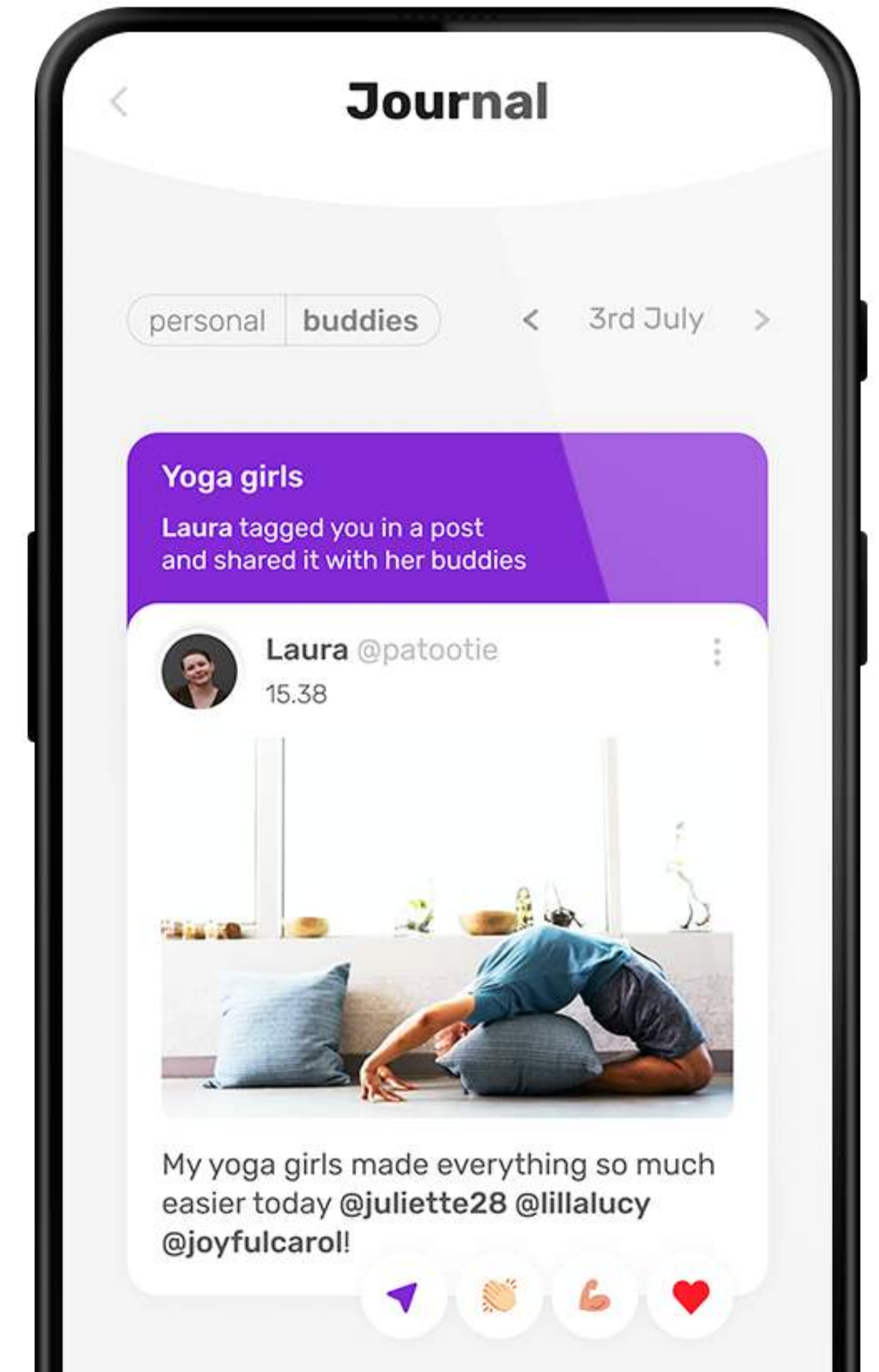
MAIN FEATURES

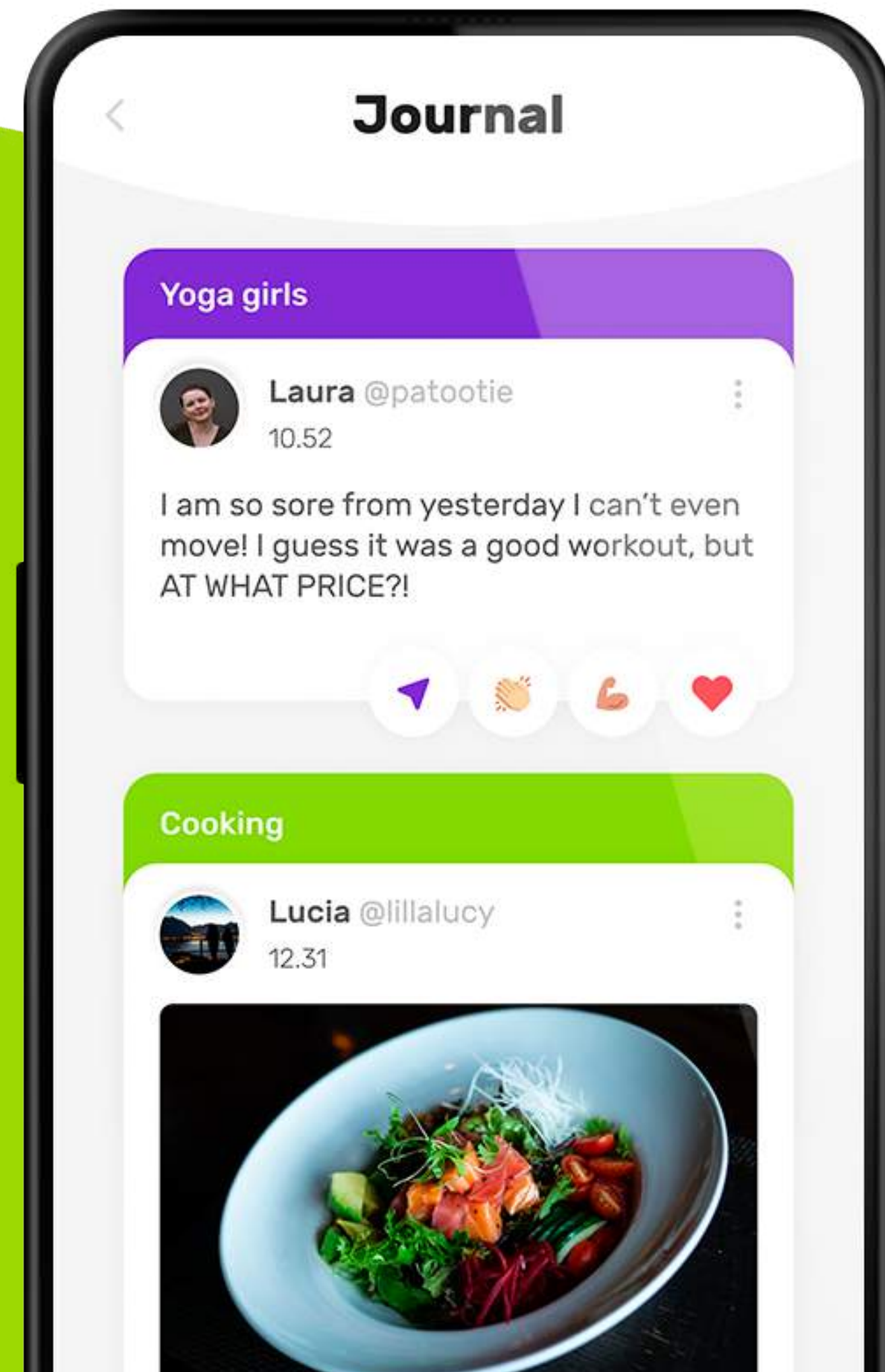
Habits tracking, sharable plans,
in-app interactions, statistics,
and advanced privacy settings

Shared goals

It allows to log photos, videos, and more, and to **share them** with friends.

Sharable habits helps people boost their motivation and achieve their goals together.





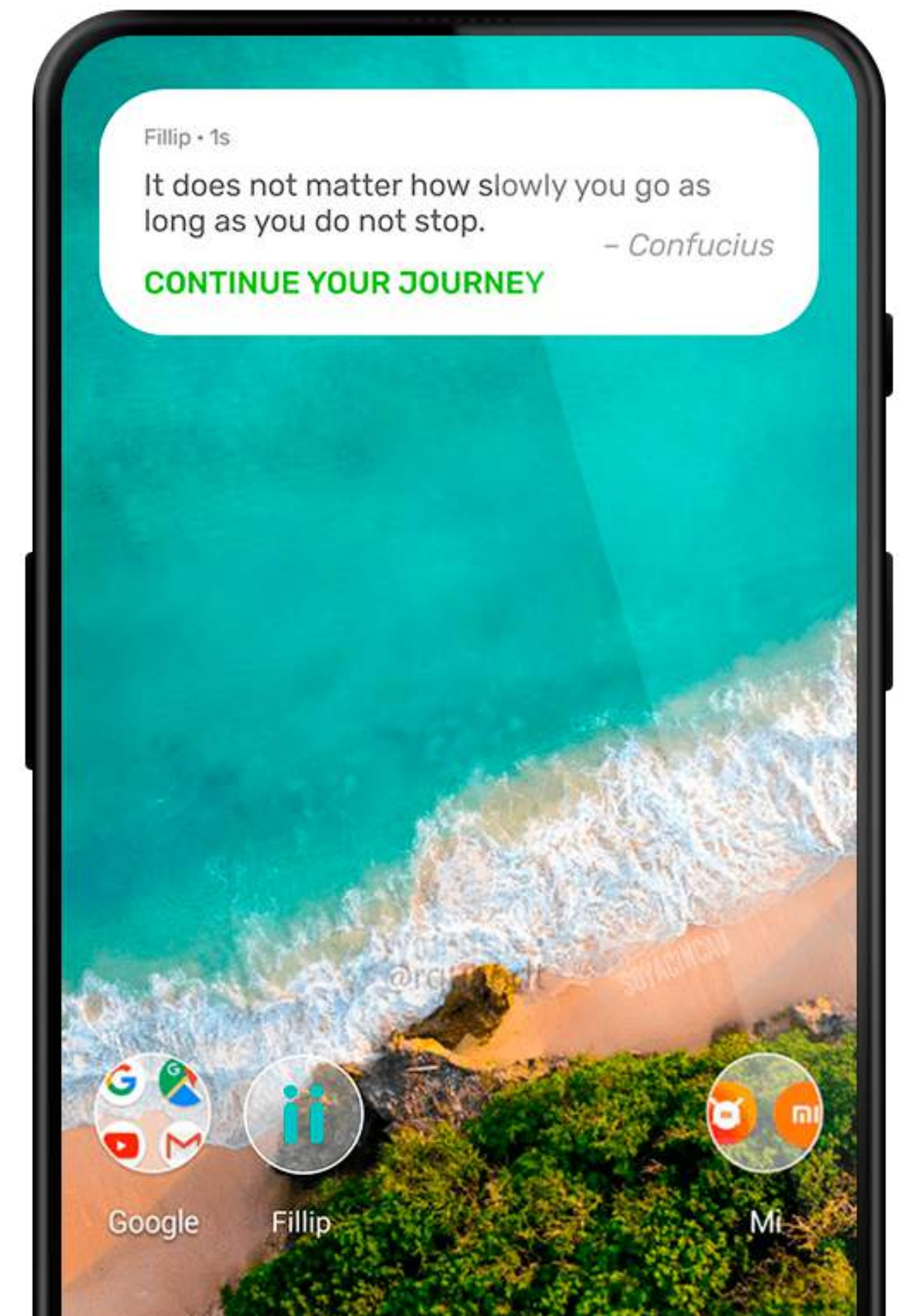
Unique habits tracking

Fillip wants to help people improve their lives, not only by **fulfilling goals**, but also thanks to all the **interactions** and **exchange of support**.

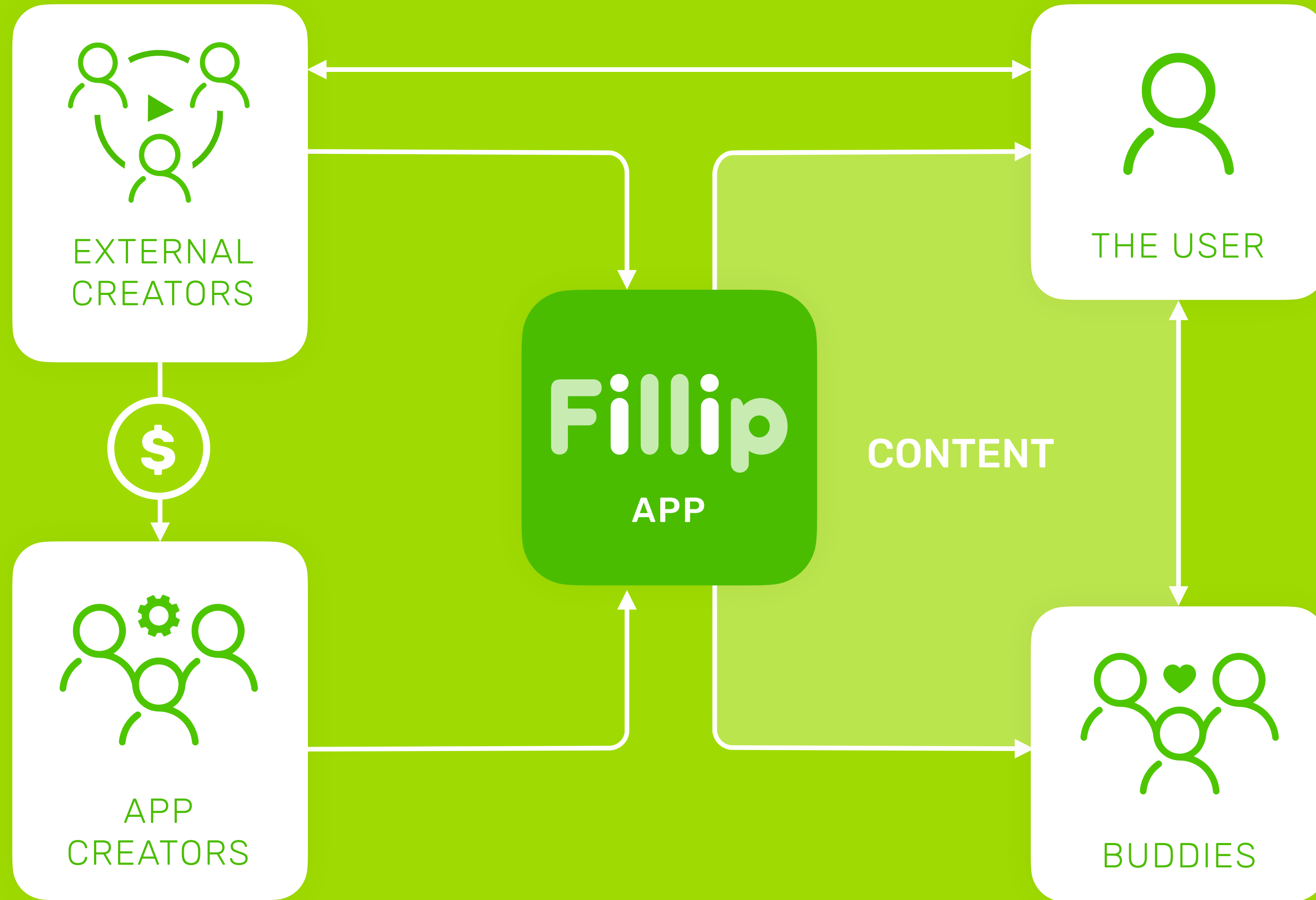
Customizable content

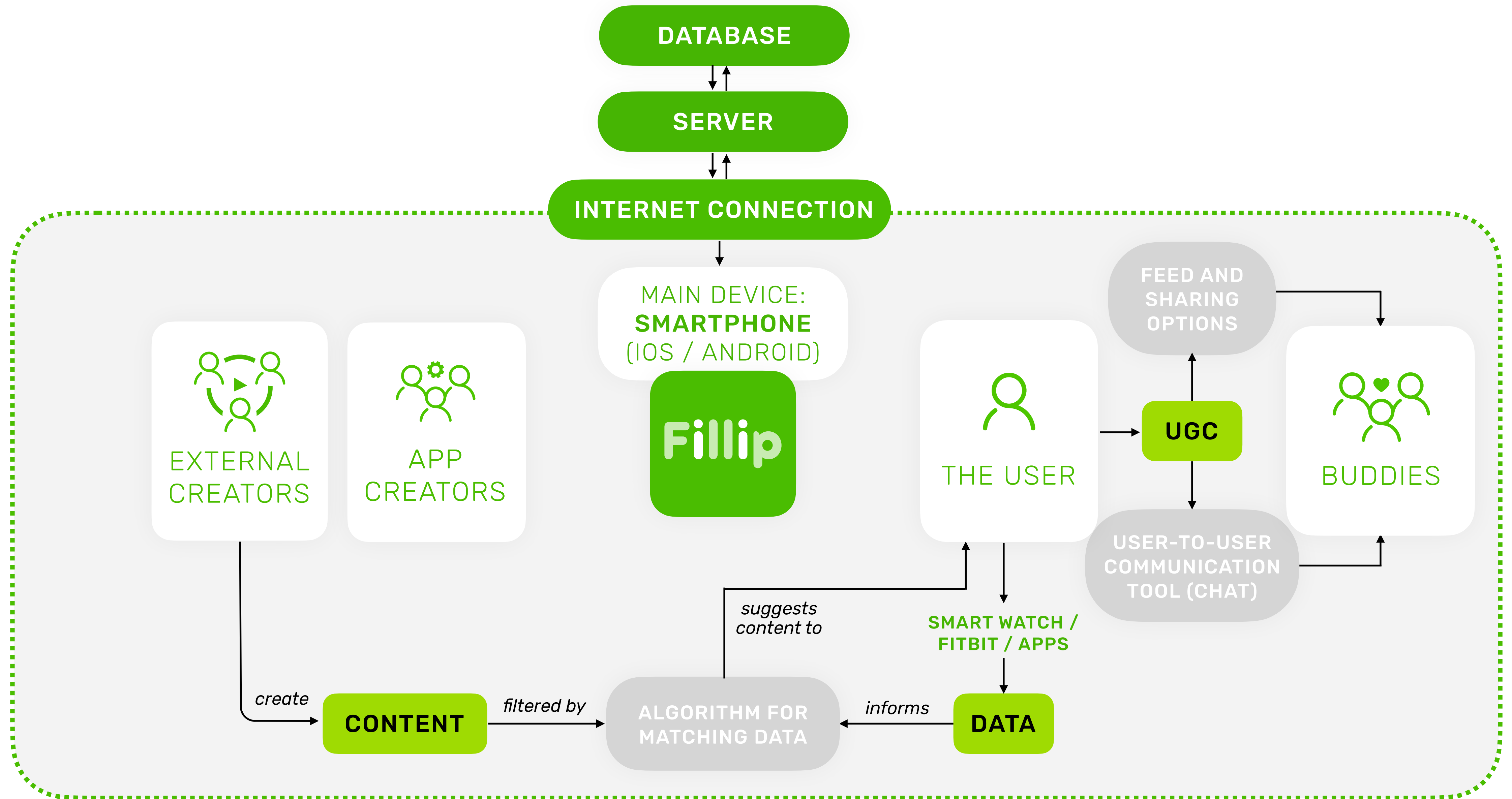
The user can personalize the habits:
select icon and color and set reminders.

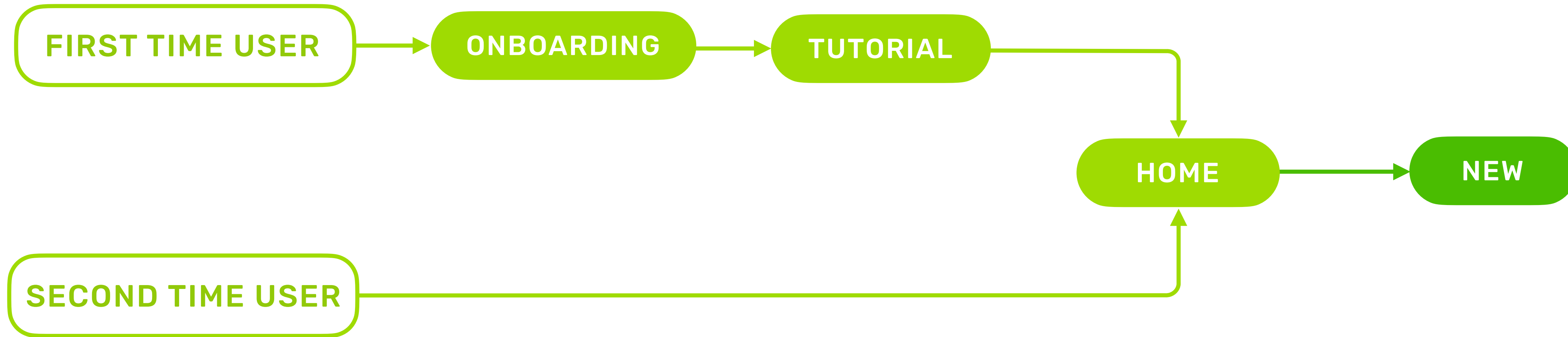
The app will provide **motivational quotes**,
and **suggest content** according to the
needs and the interests of the user.

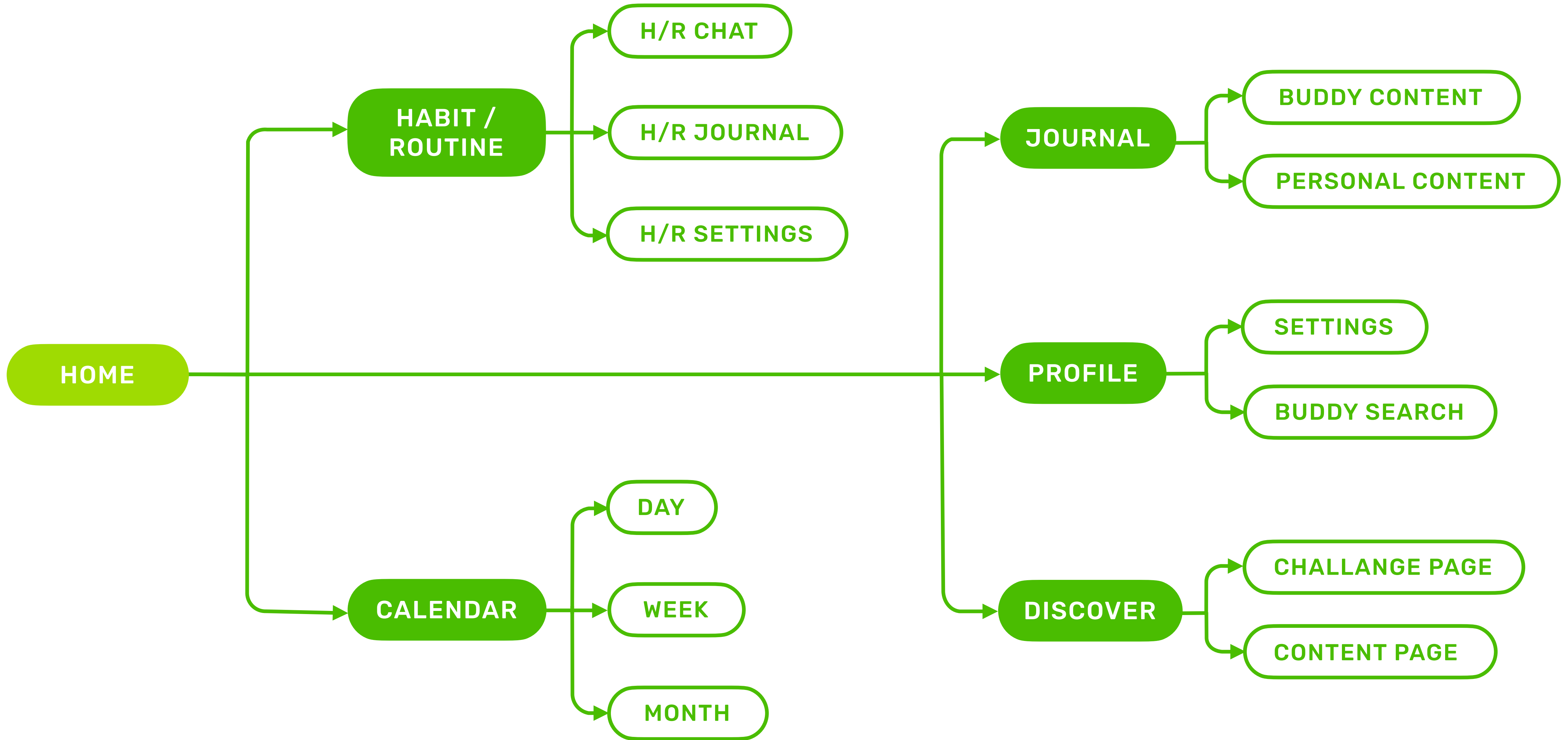


07 – SYSTEM MAP









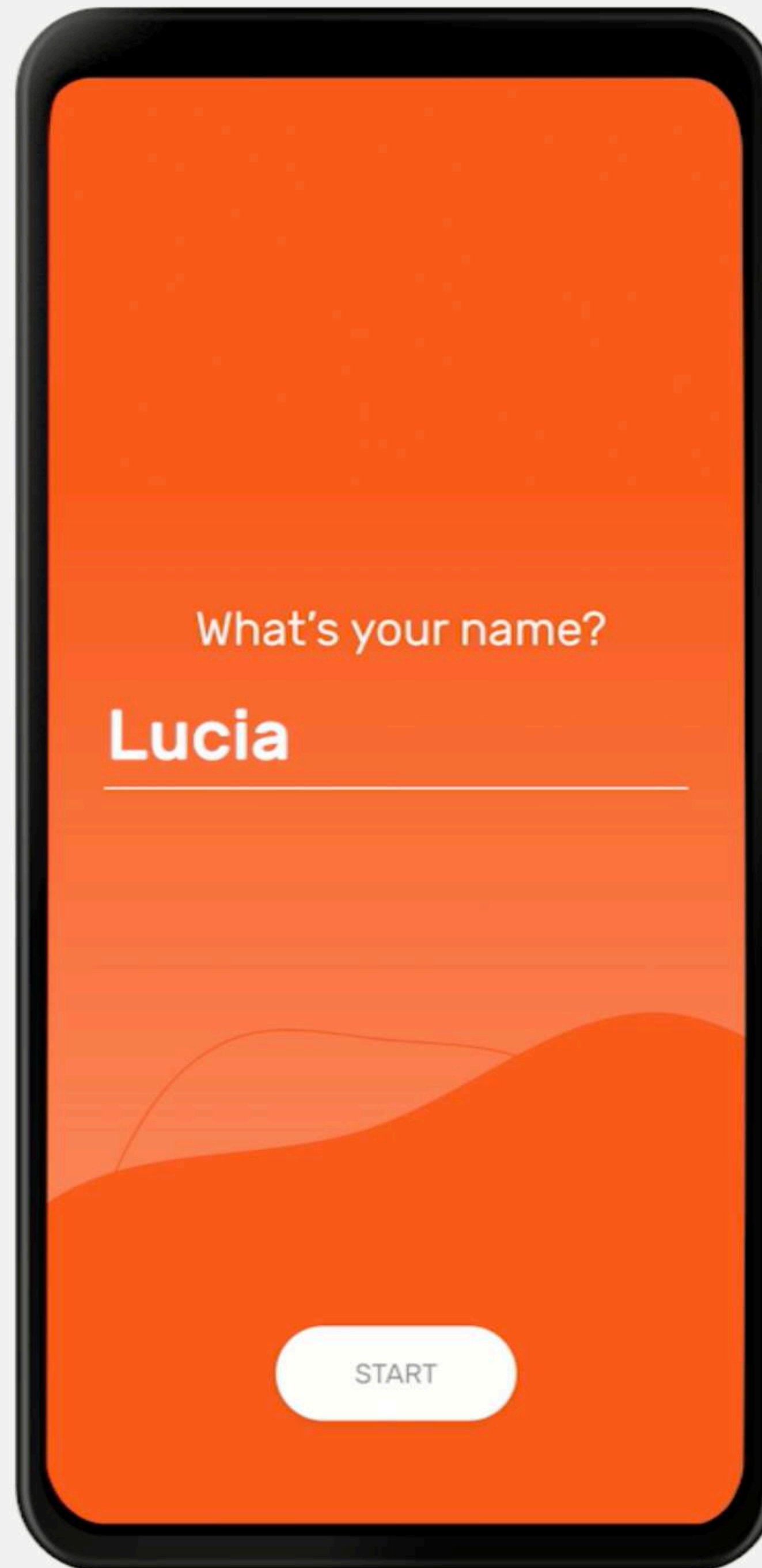
Prototype

The app has been developed through **flows of interactions**, inspired by the **benchmark analysis results** and the personas' **user journeys**.



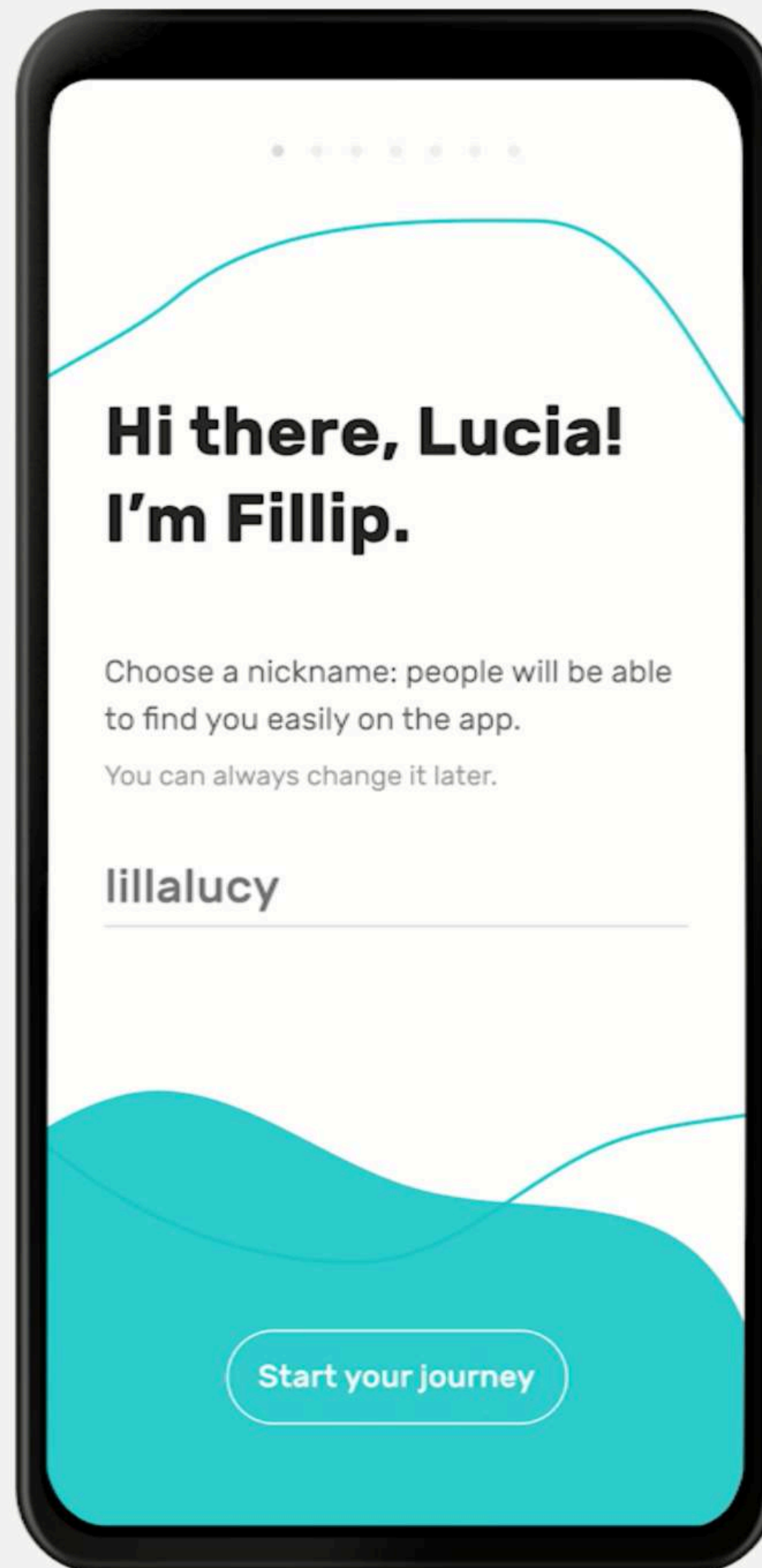
Onboarding sequence

Name



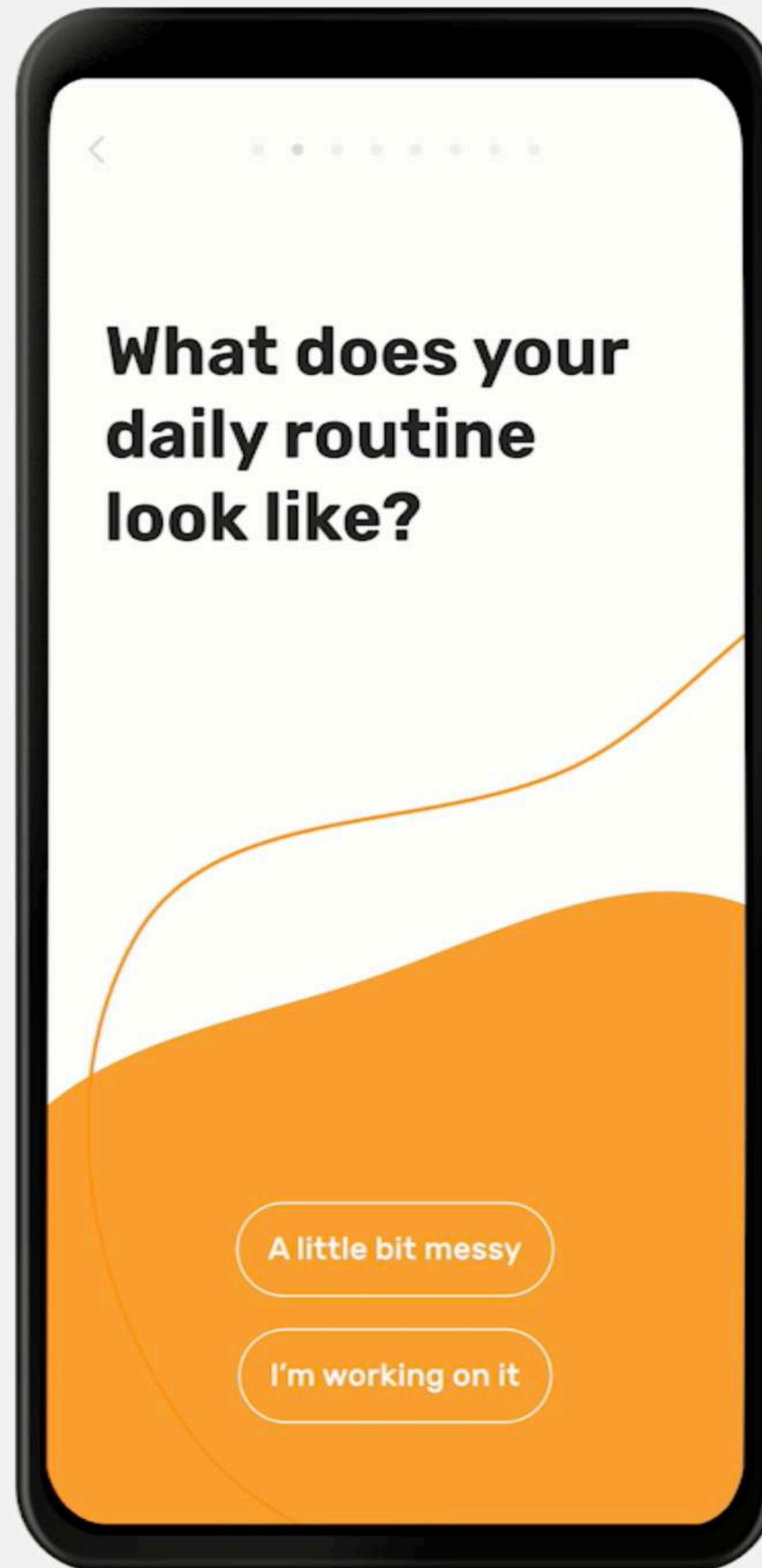
Onboarding sequence

Handle



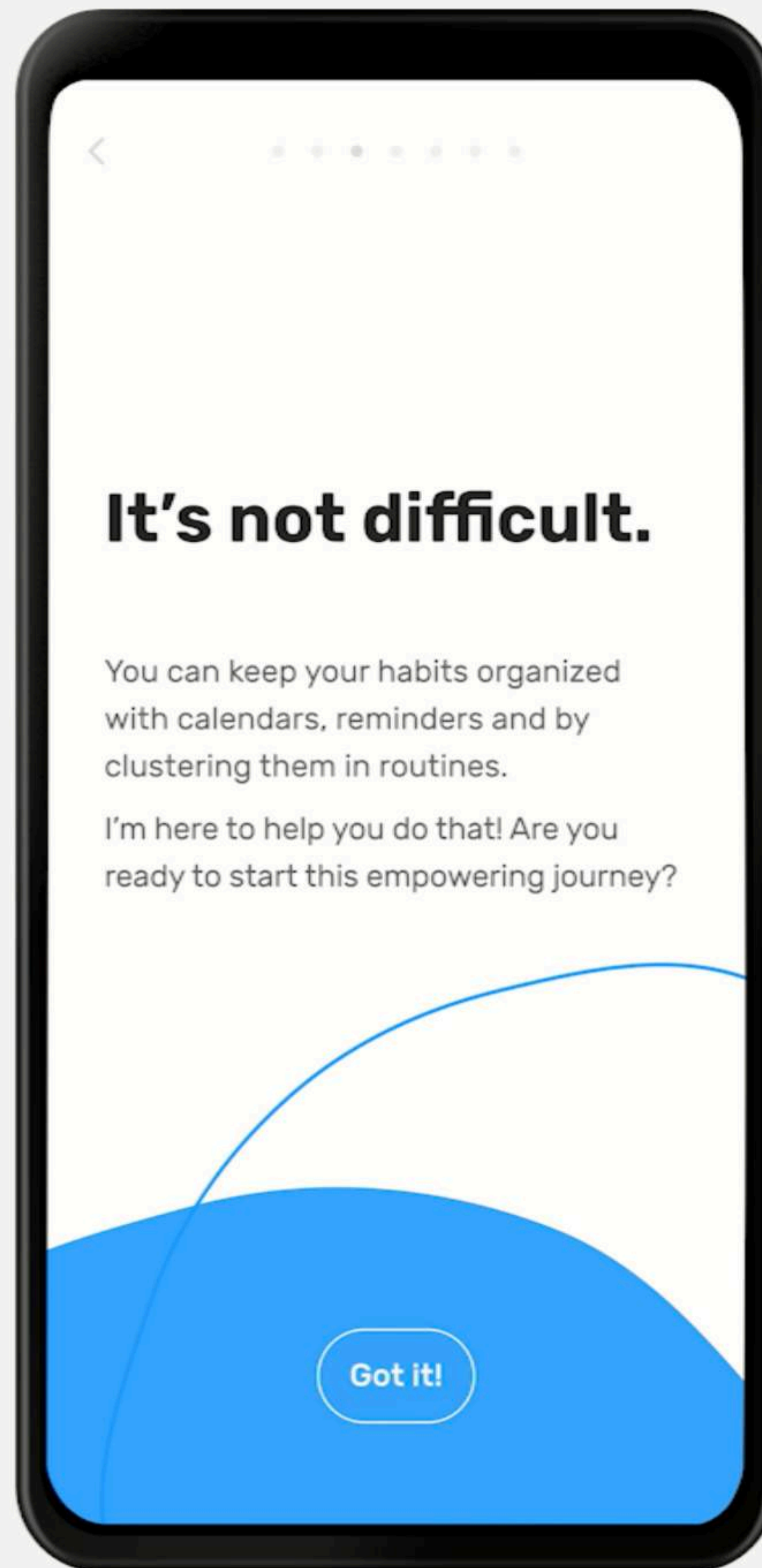
Onboarding sequence

Fillip introduction



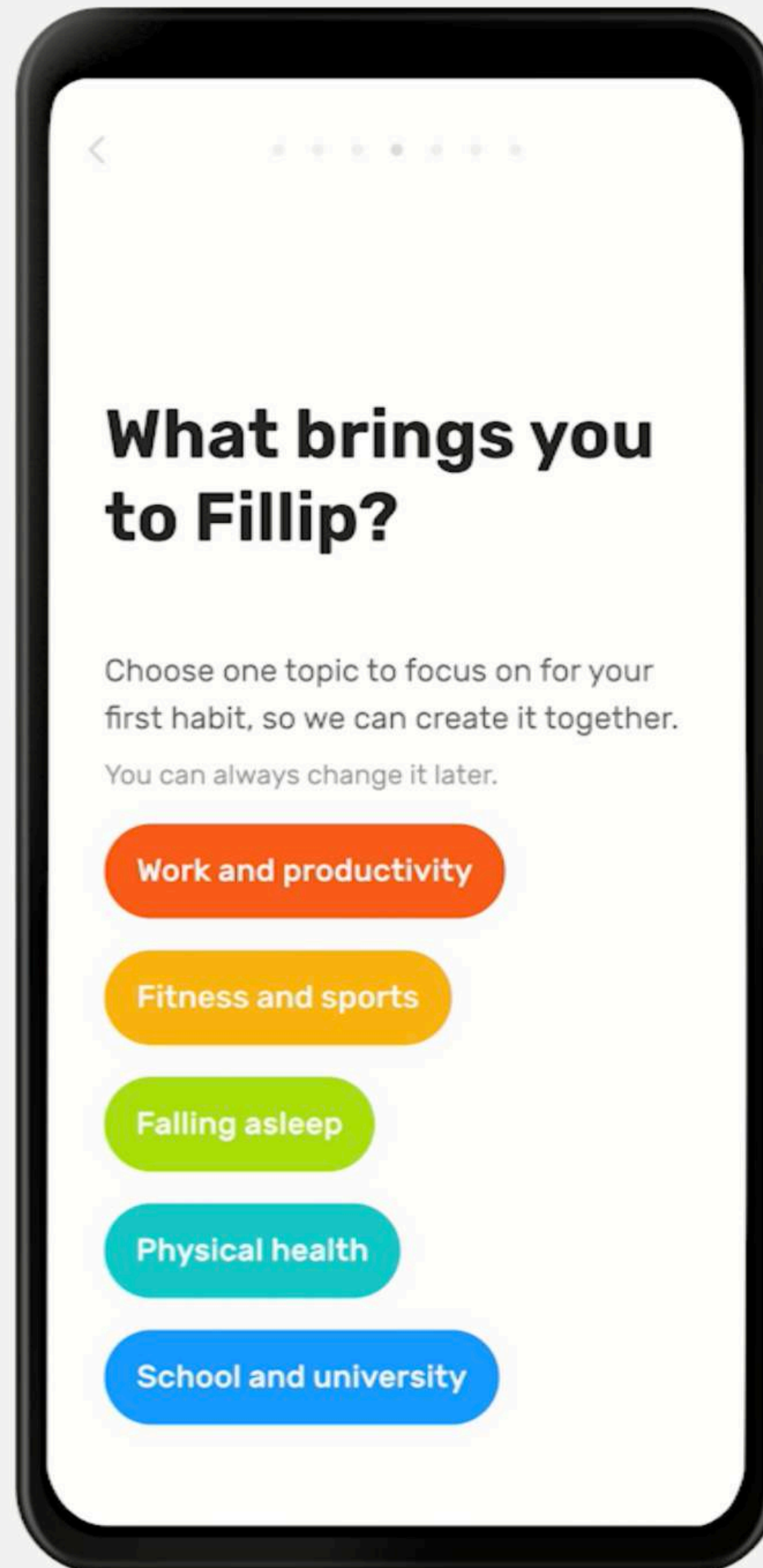
Onboarding sequence

Fillip introduction



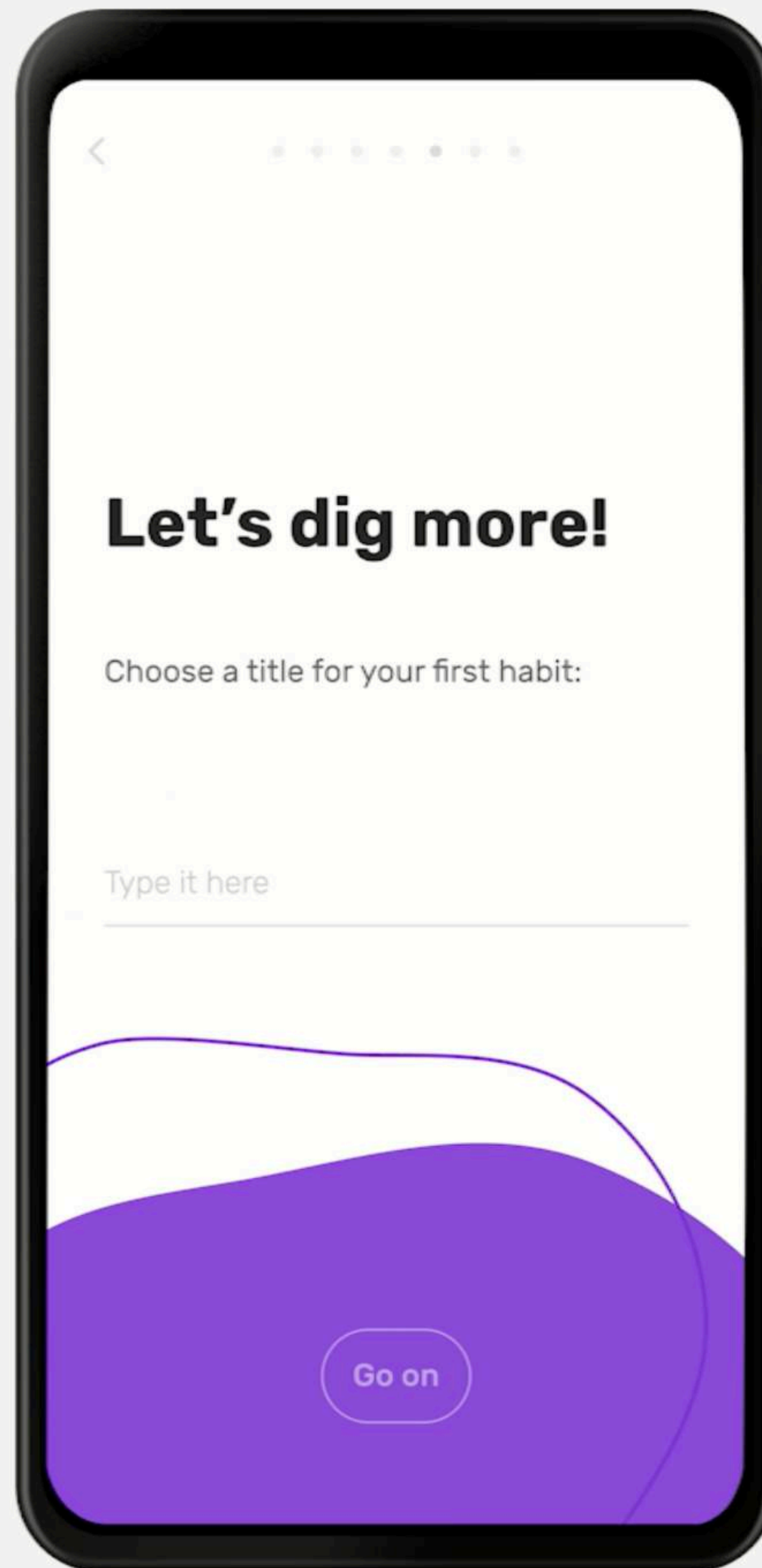
Onboarding sequence

Topic choice



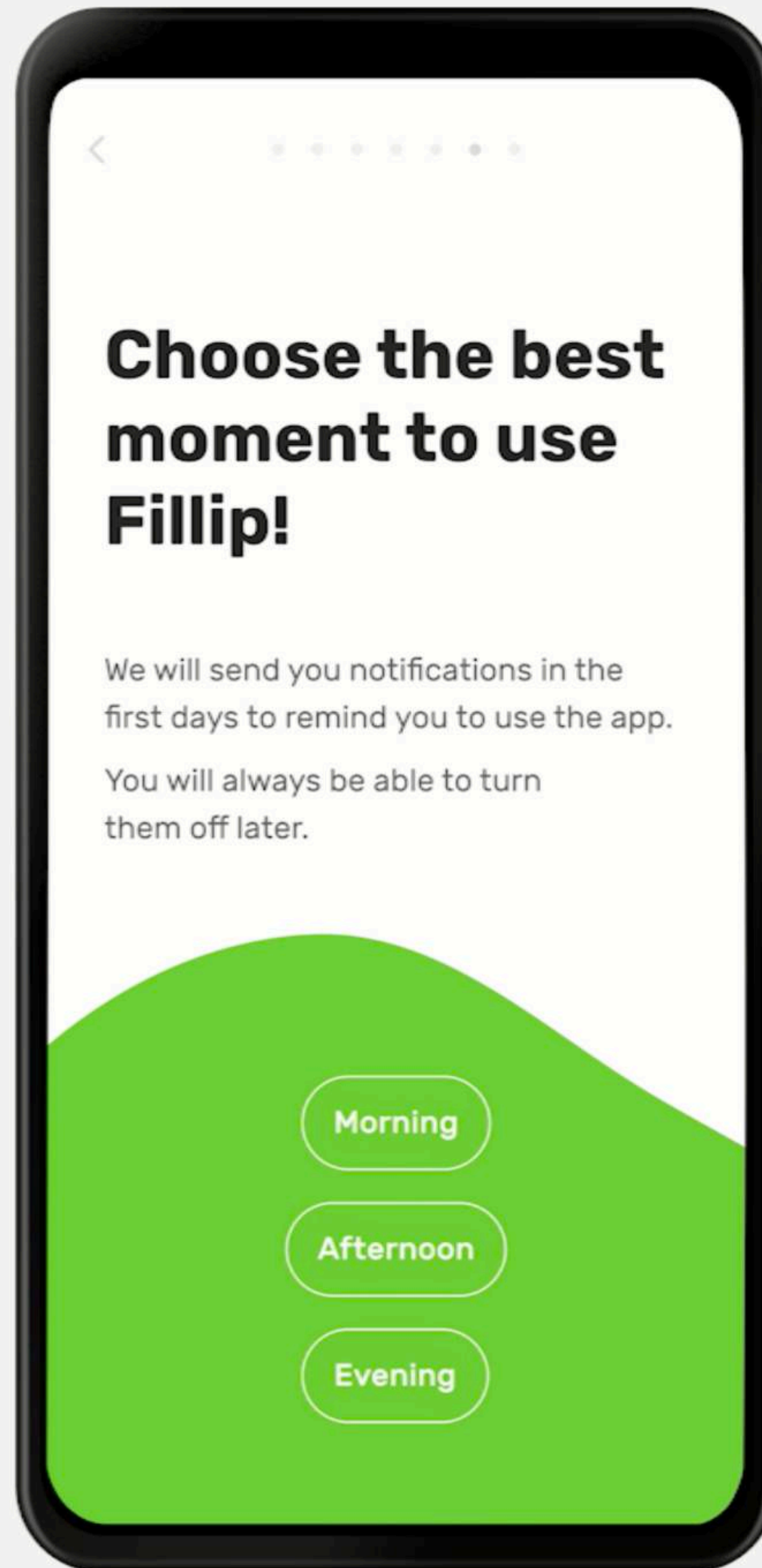
Onboarding sequence

Name of the habit



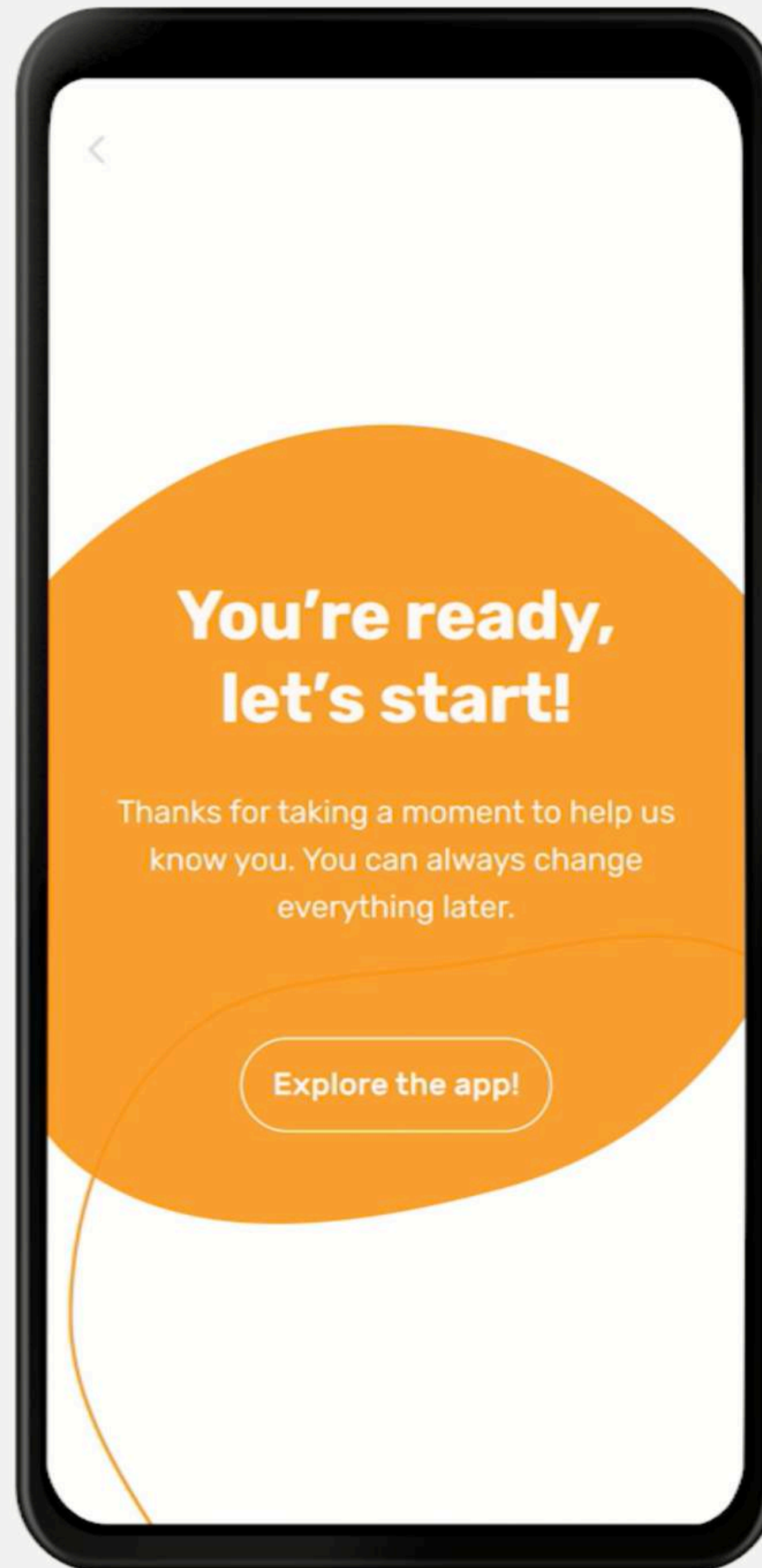
Onboarding sequence

Daily reminder



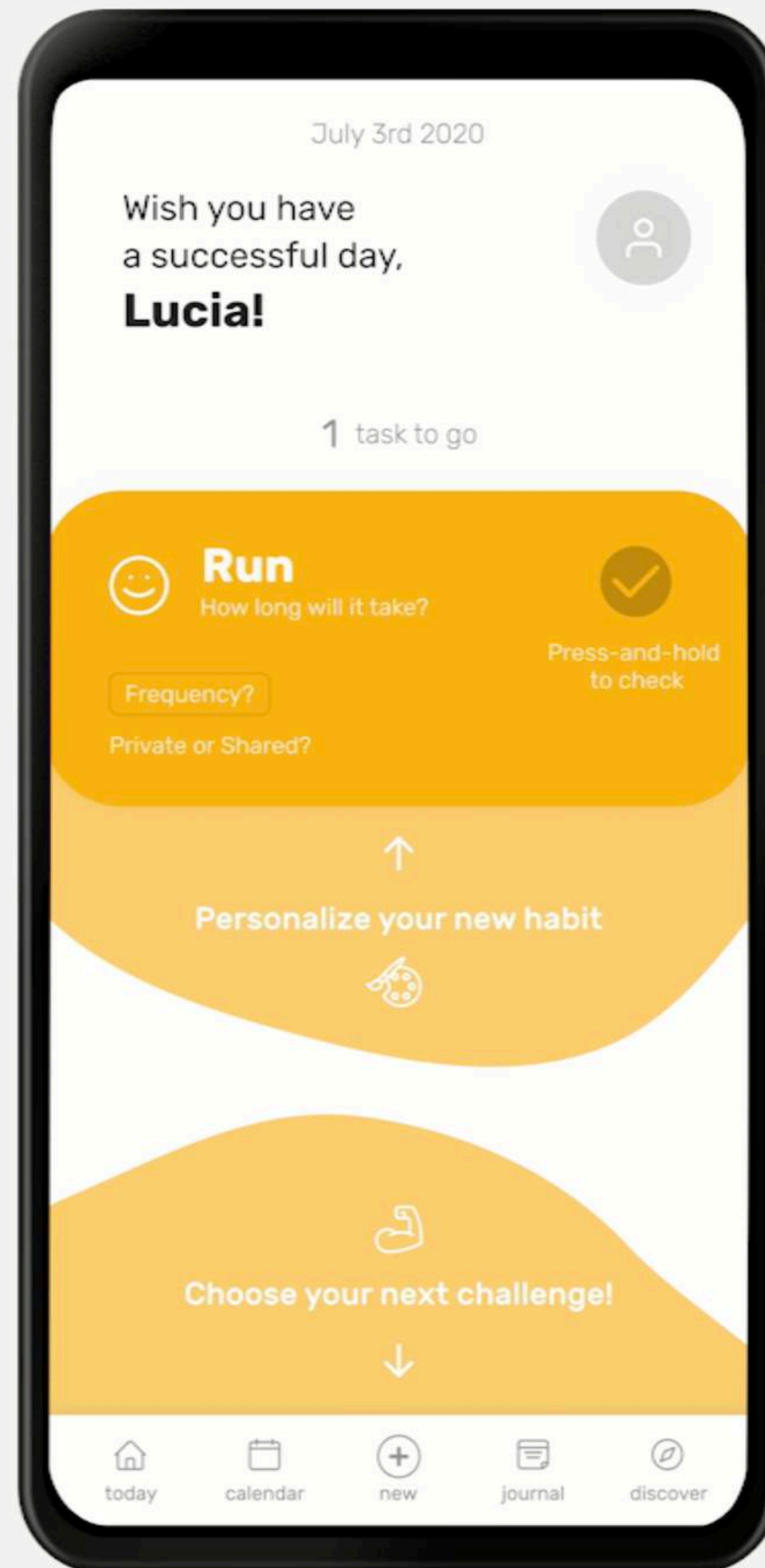
Onboarding sequence

Set up

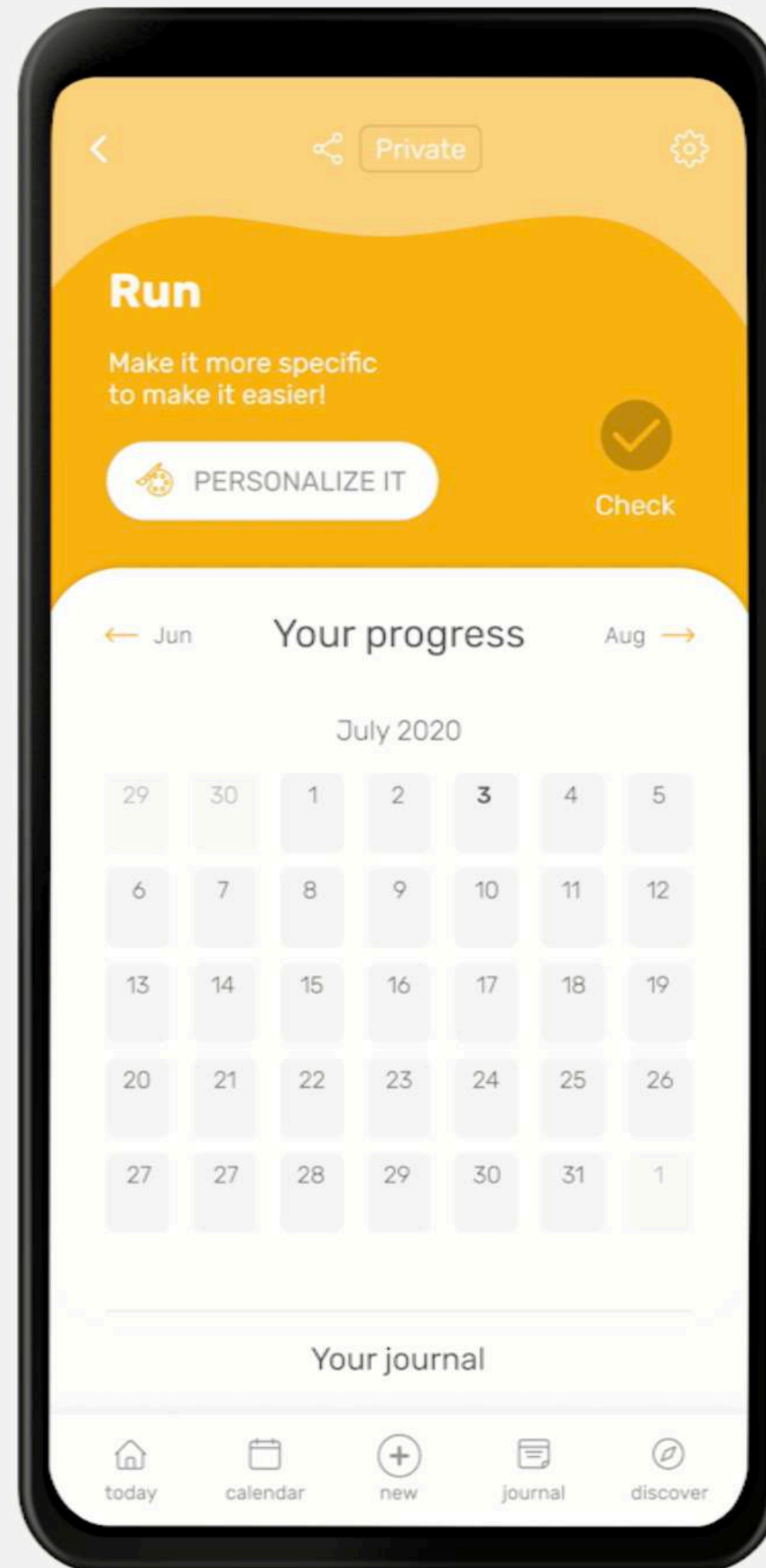


Onboarding sequence

Homepage

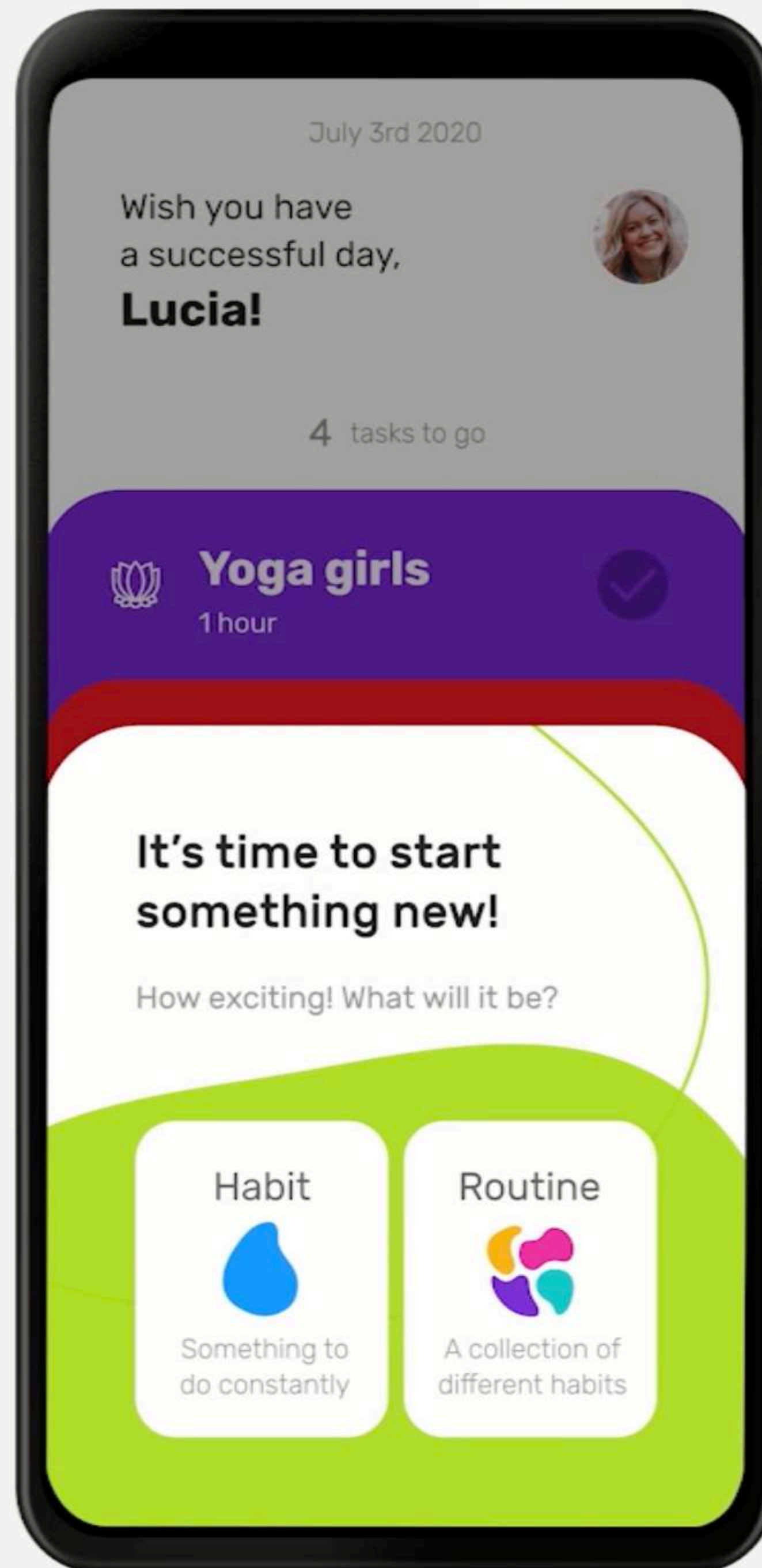


Onboarding sequence



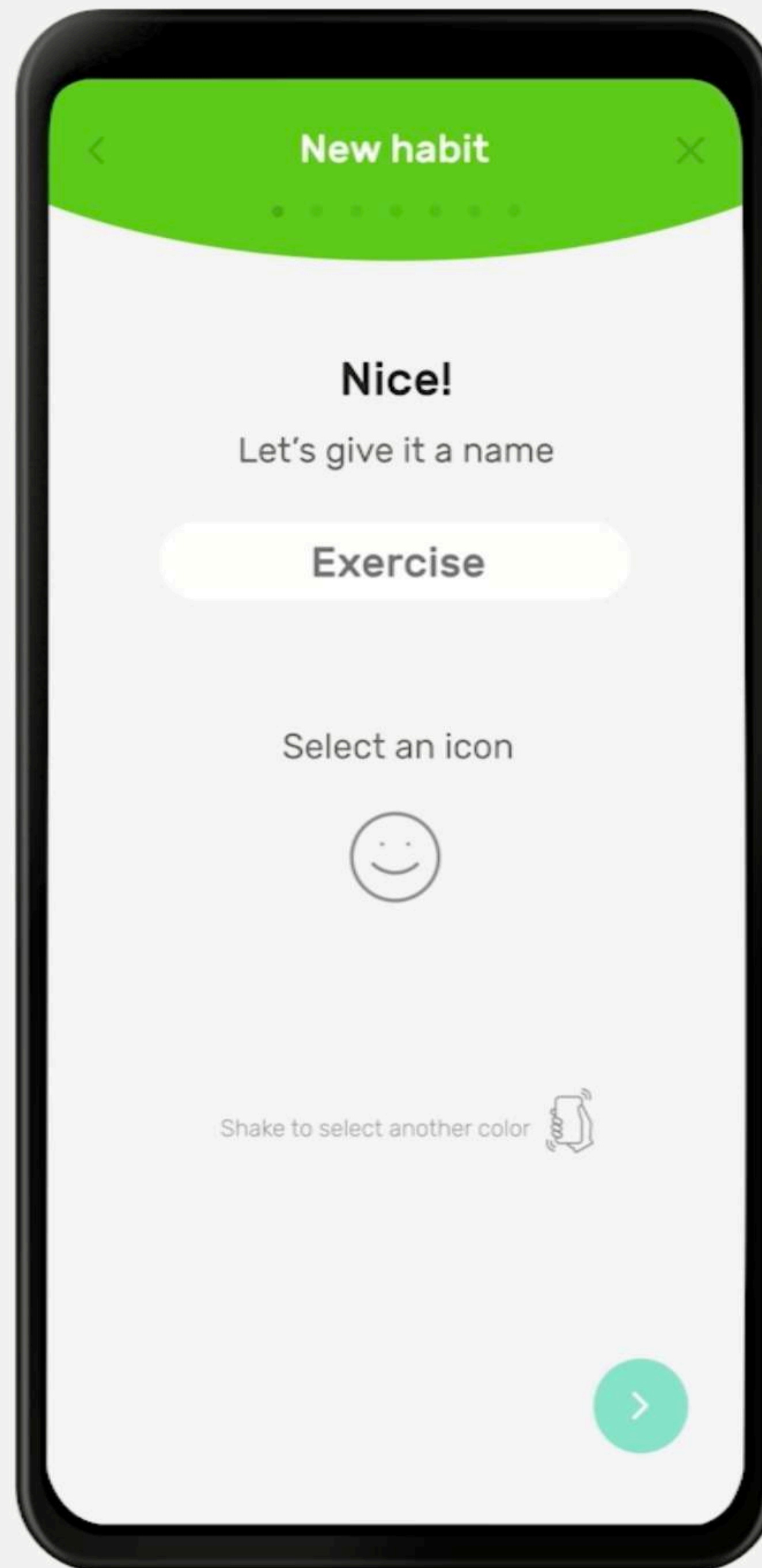
New habit flow

Select habit or routine



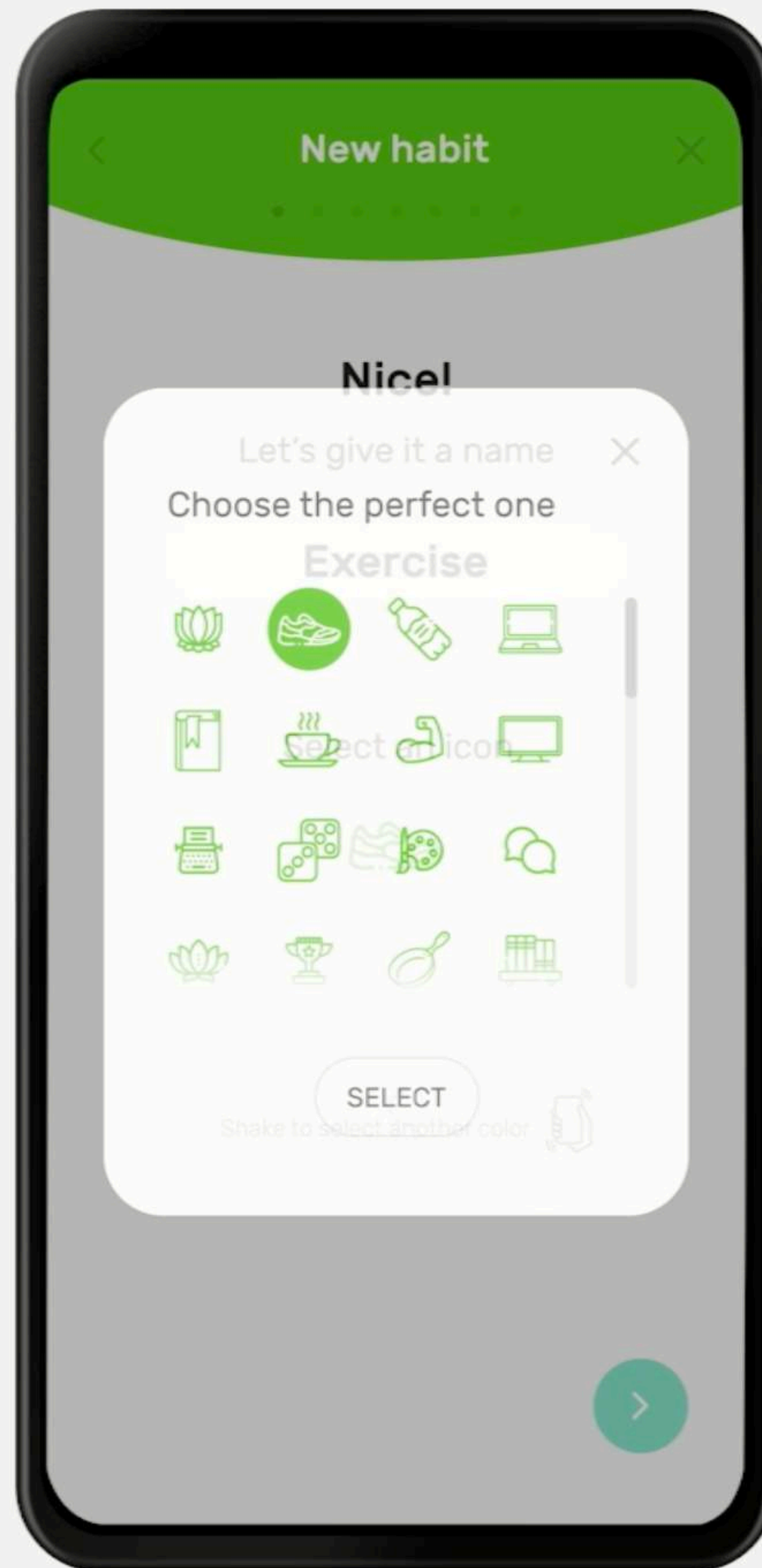
New habit flow

Select name, icon
and color



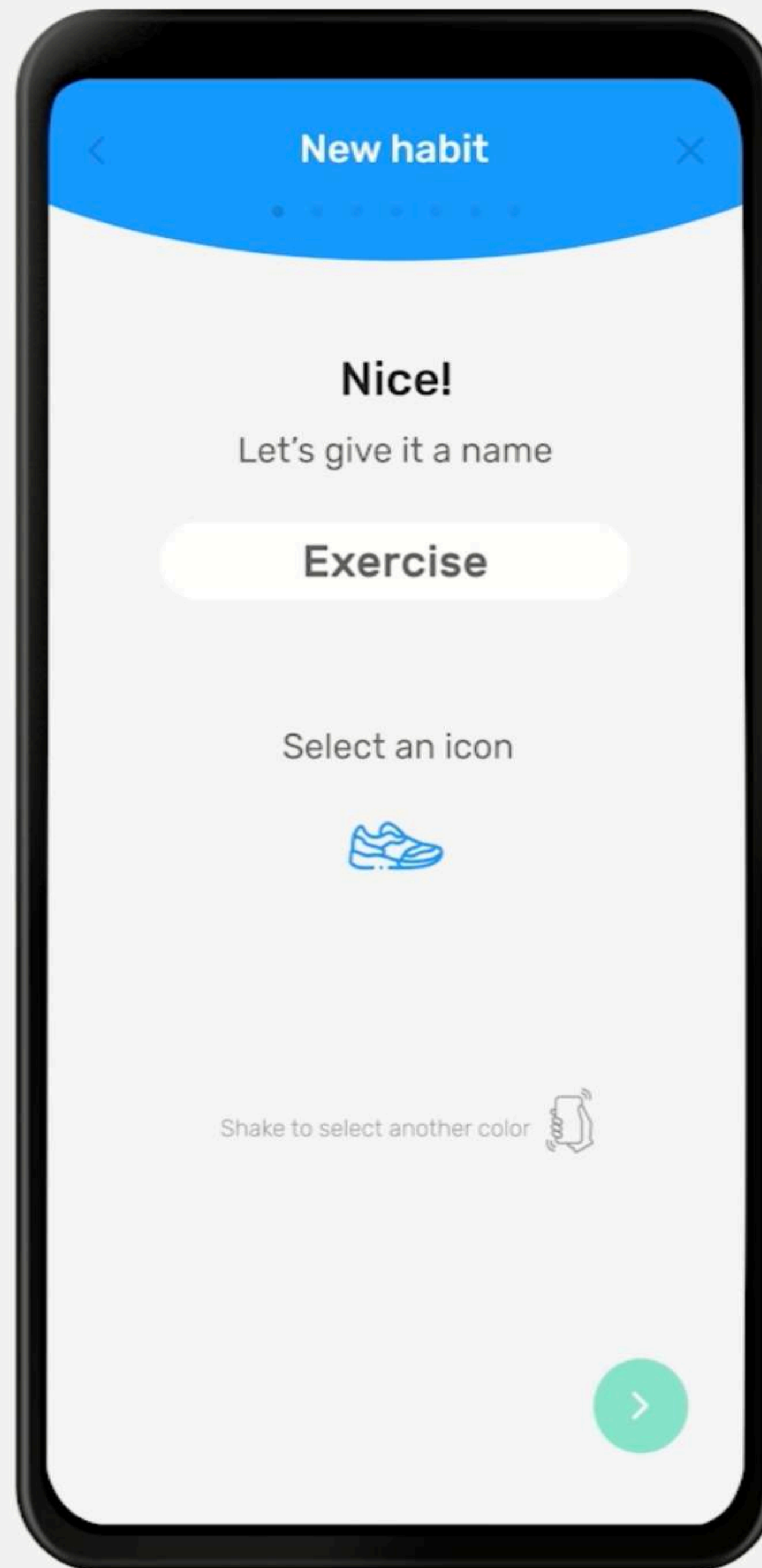
New habit flow

Select name, icon
and color



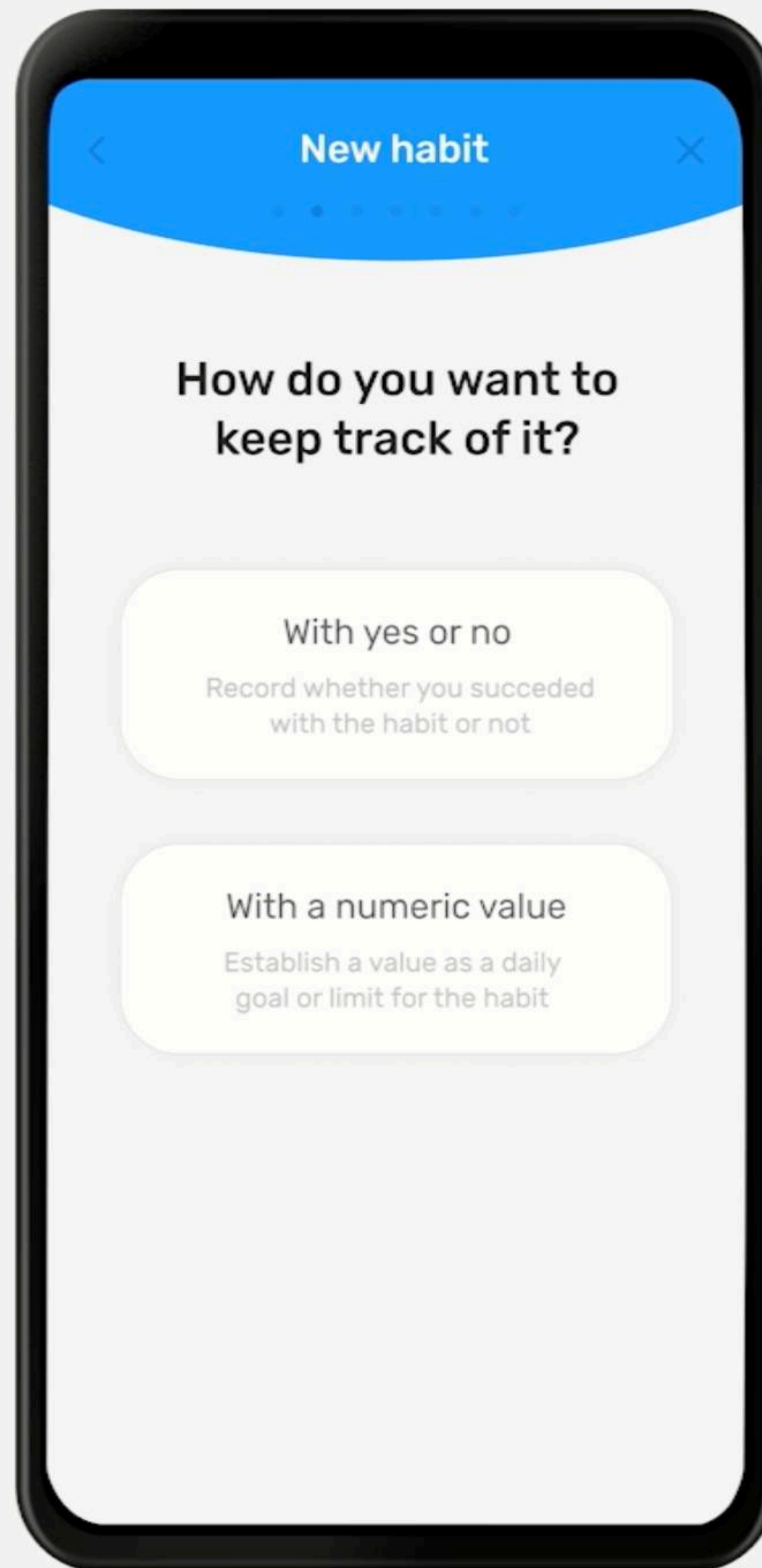
New habit flow

Select name, icon
and color



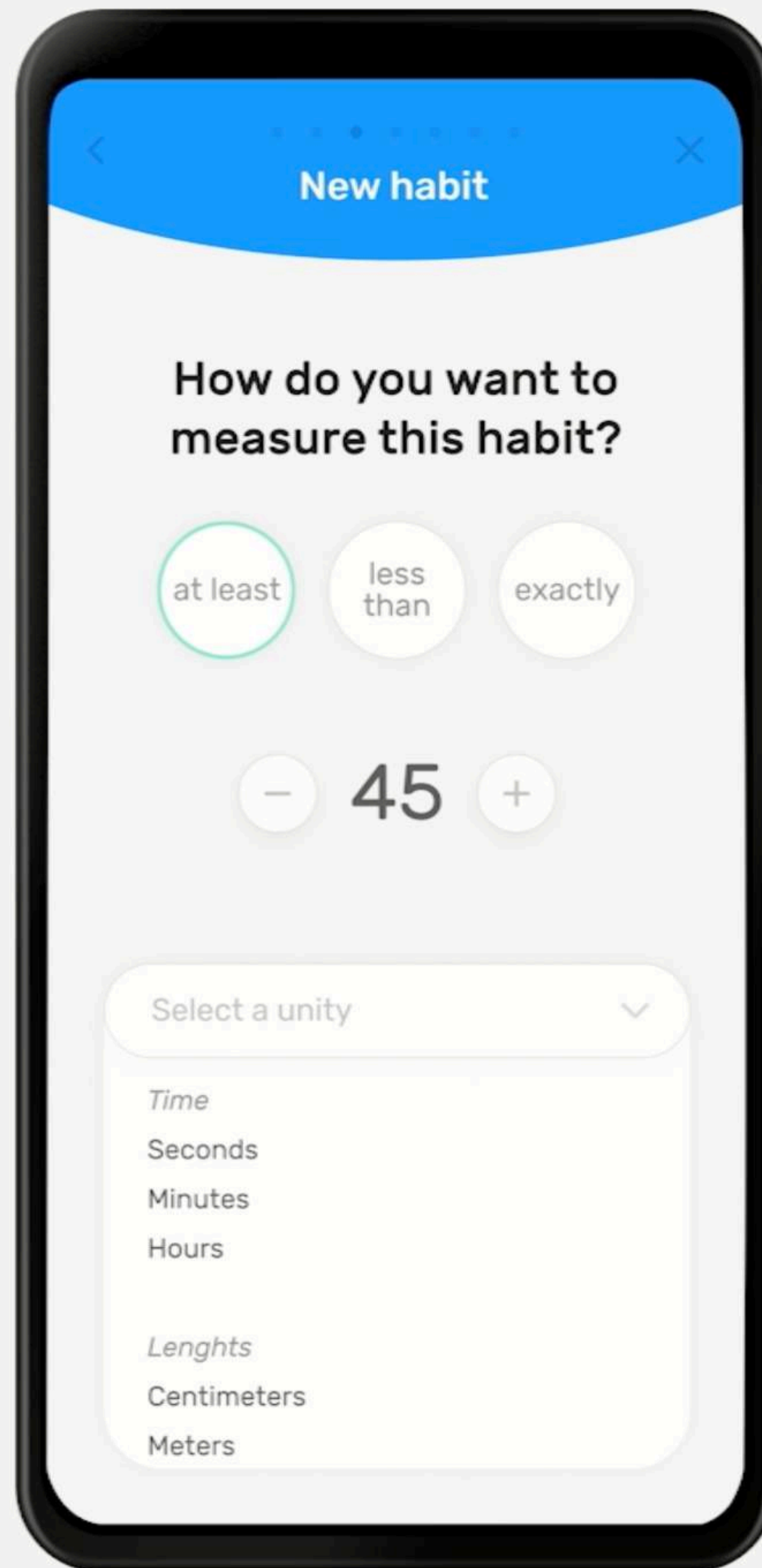
New habit flow

Habit check type



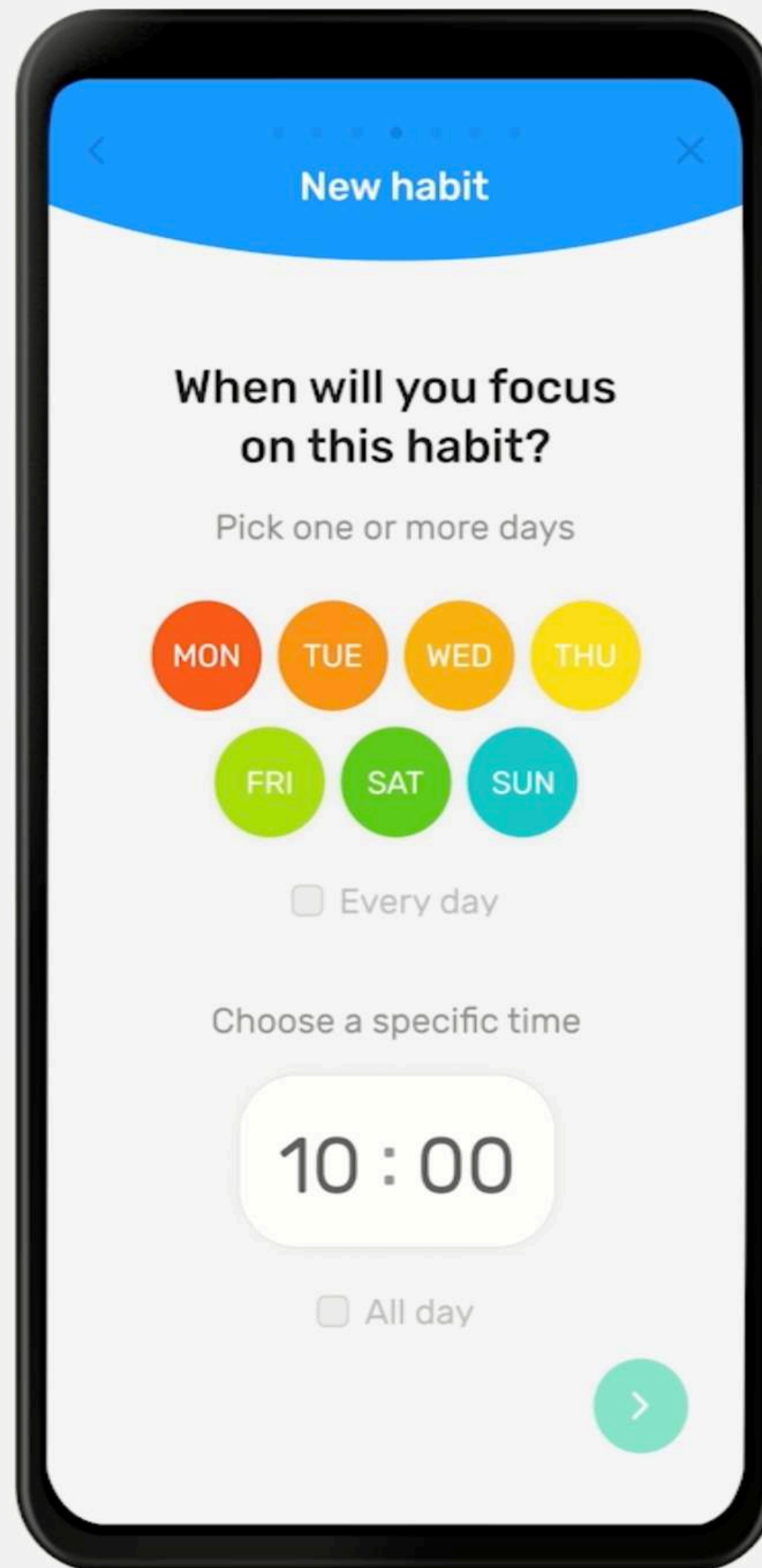
New habit flow

Habit measures



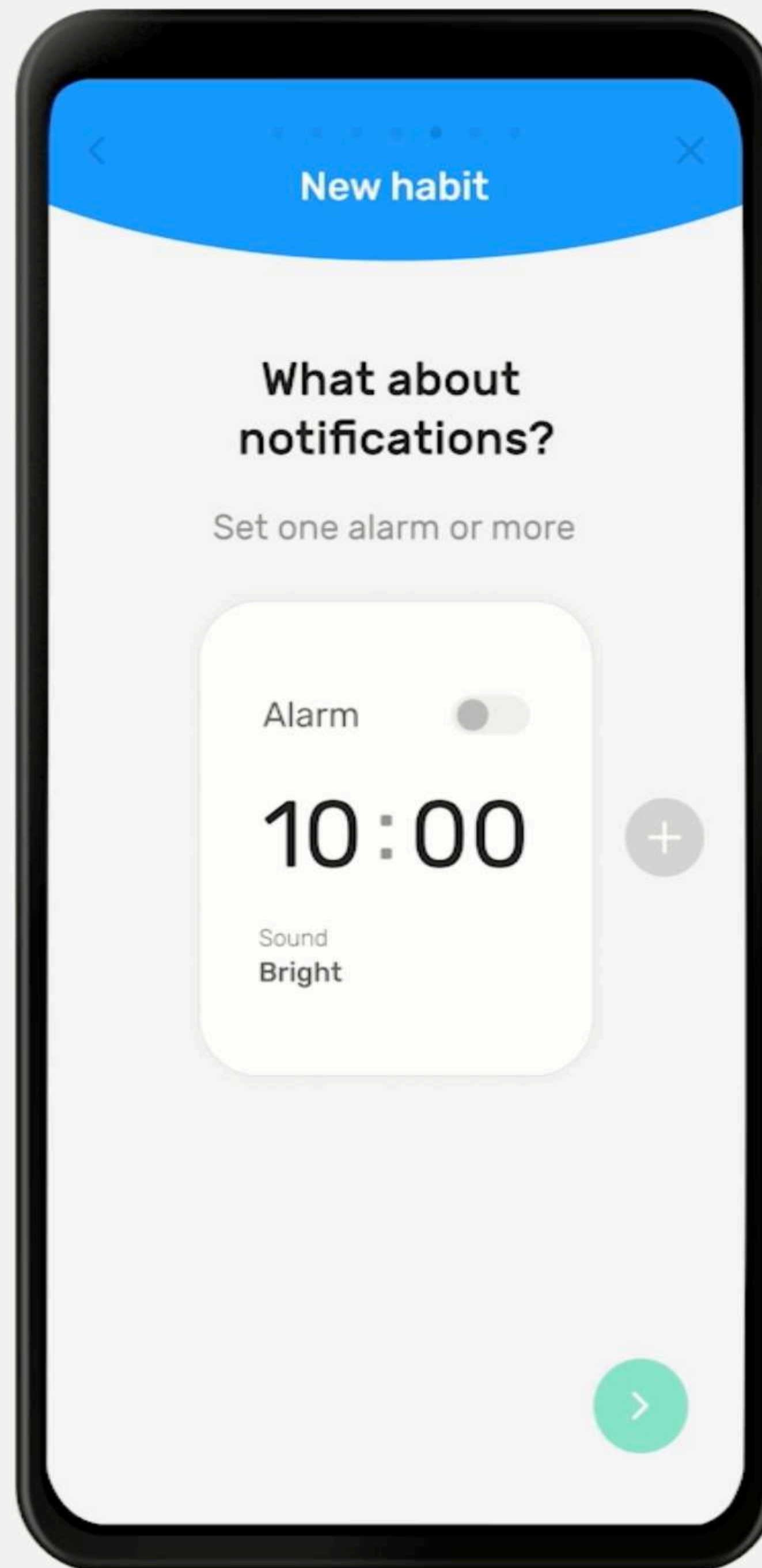
New habit flow

Habit frequency



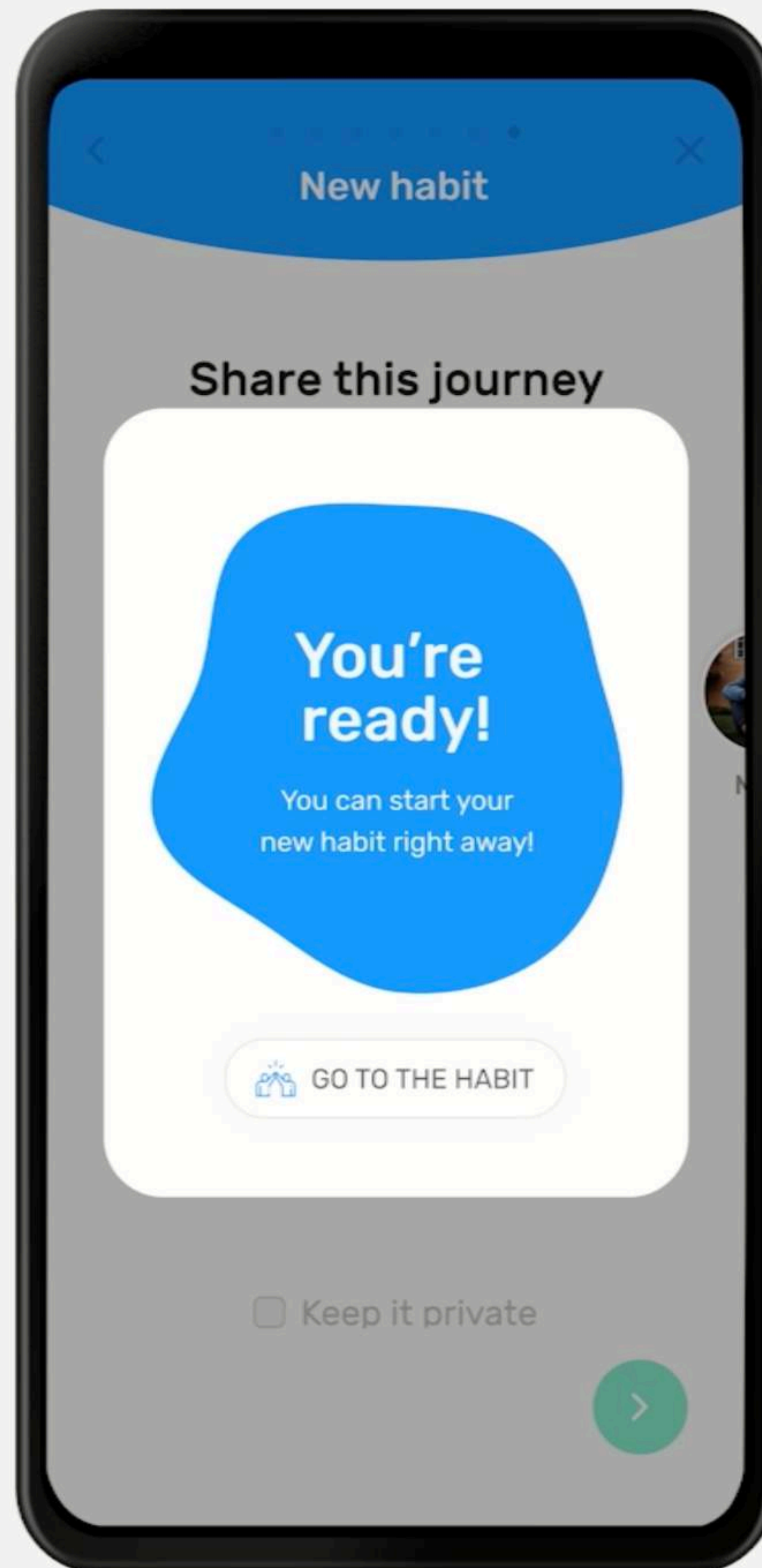
New habit flow

Notifications settings



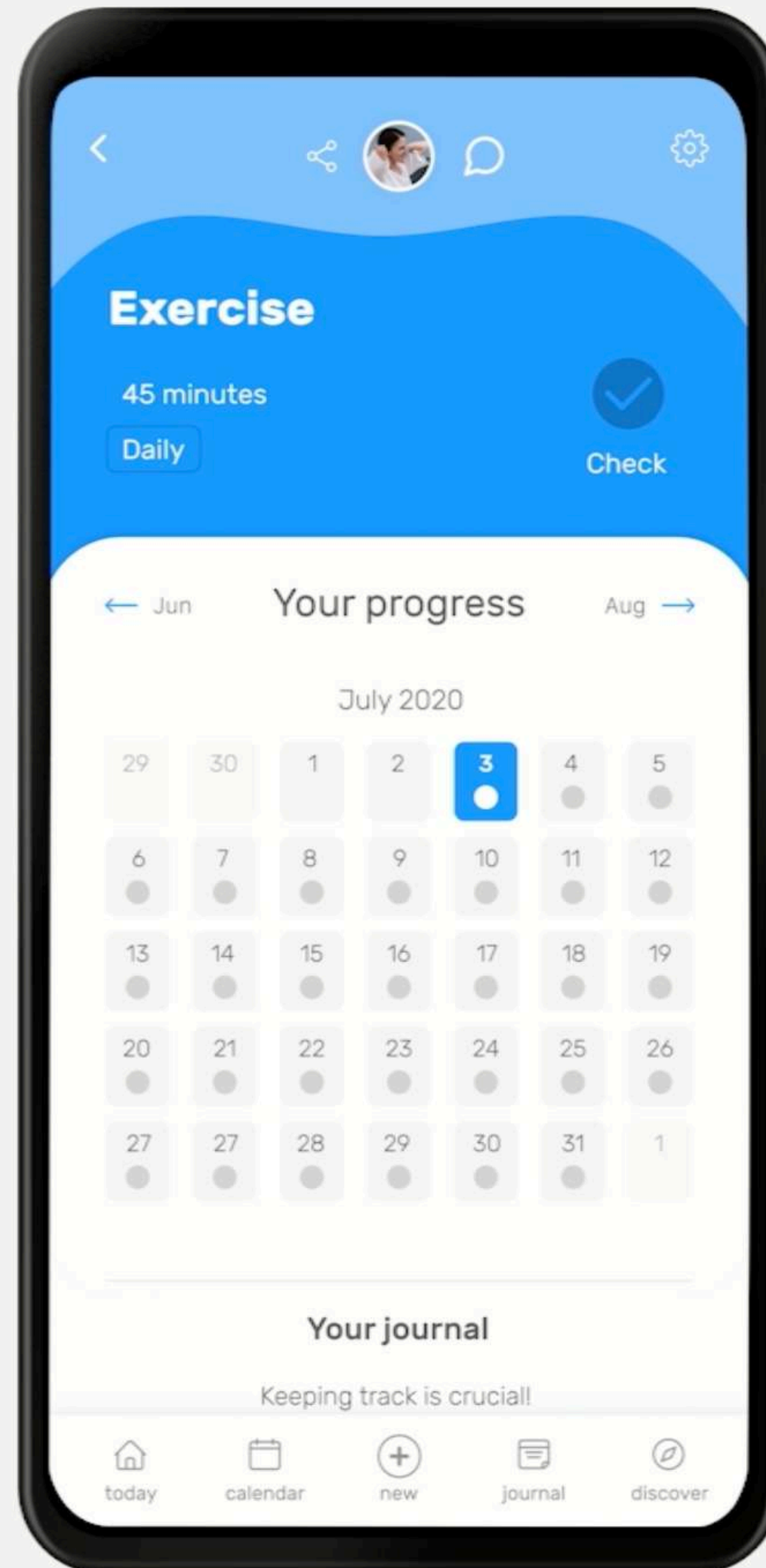
New habit flow

Sharing options

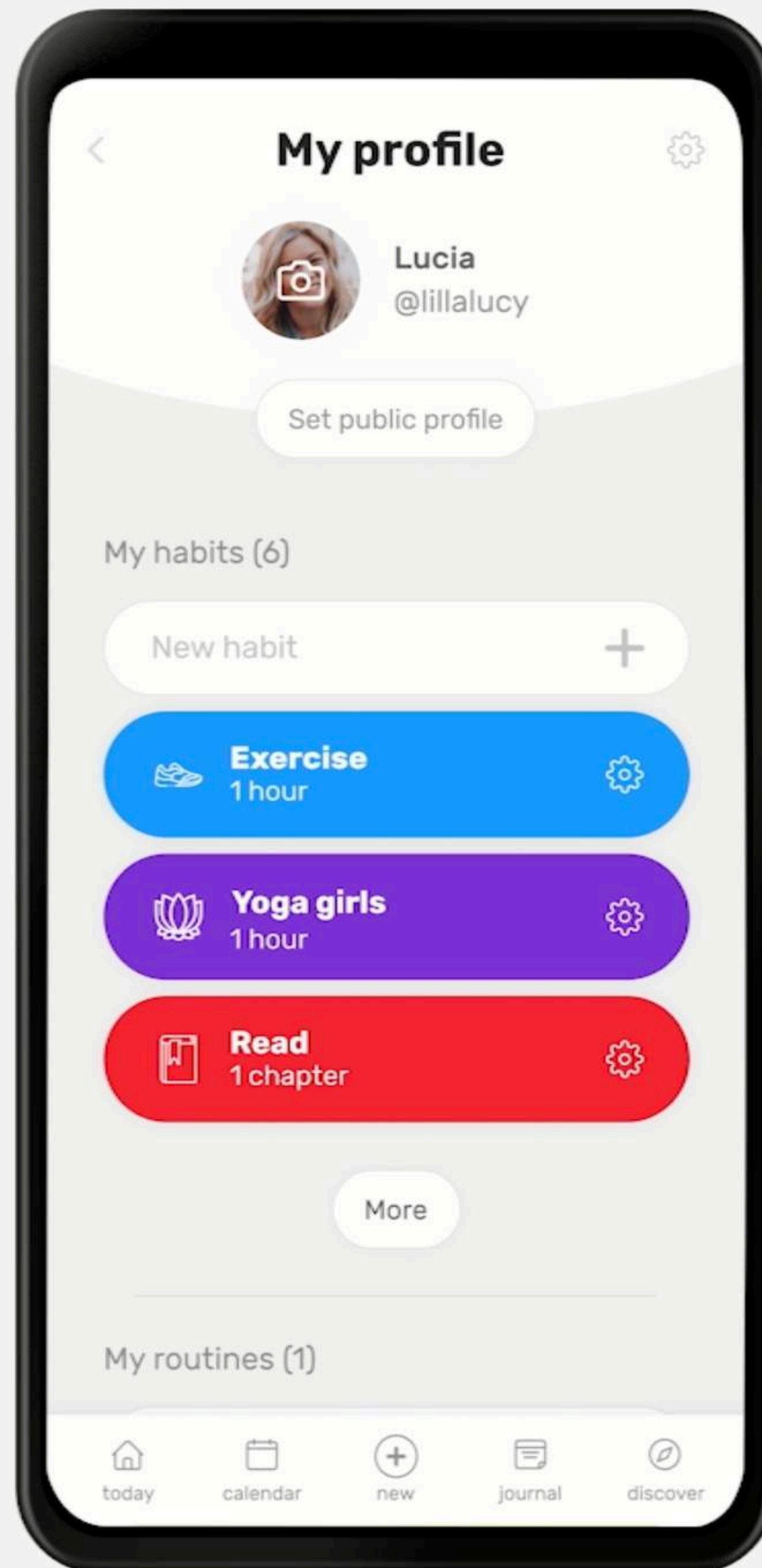


New habit flow

New habit

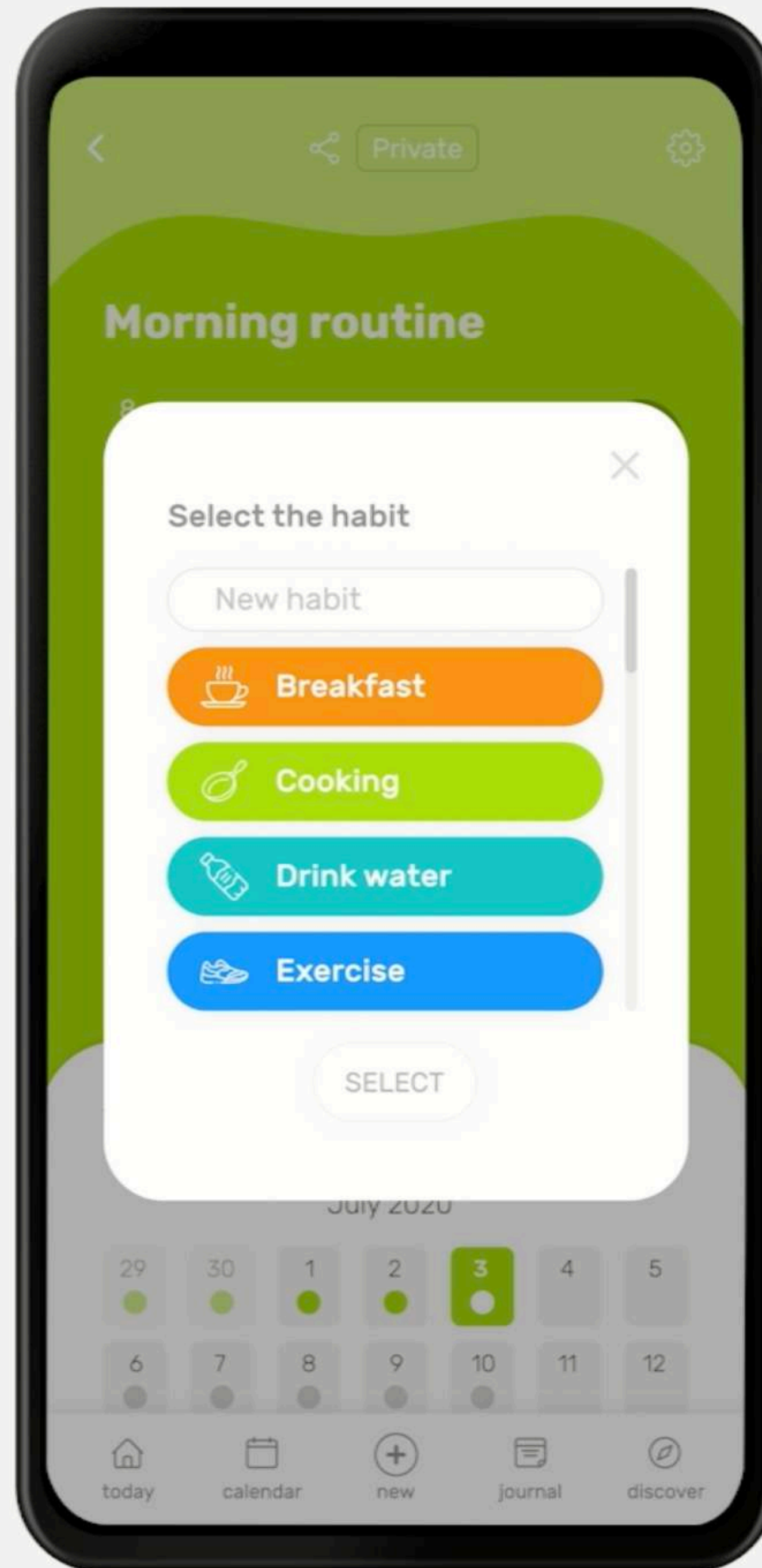


Profile page



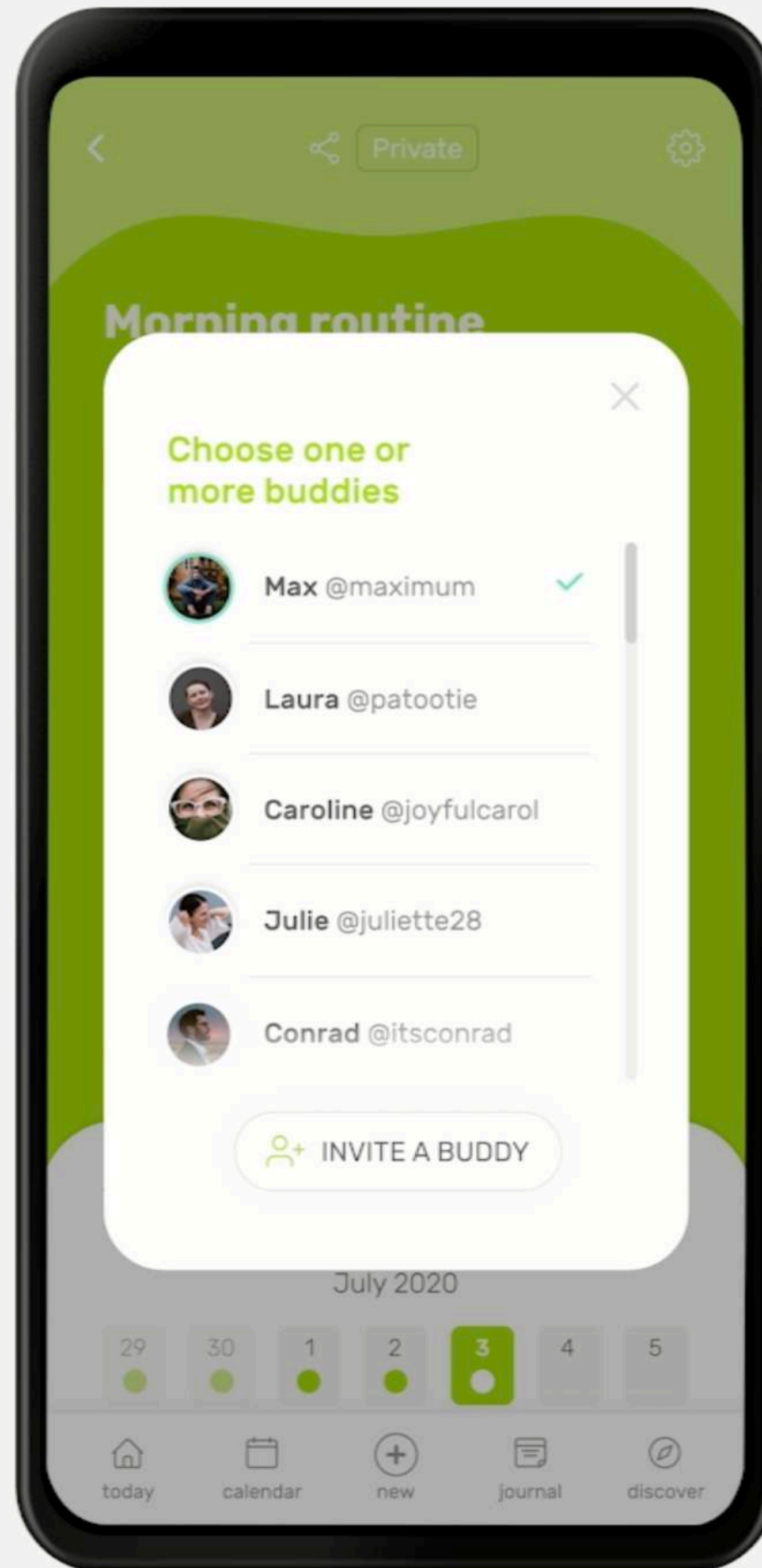
Routine

Add habit to routine



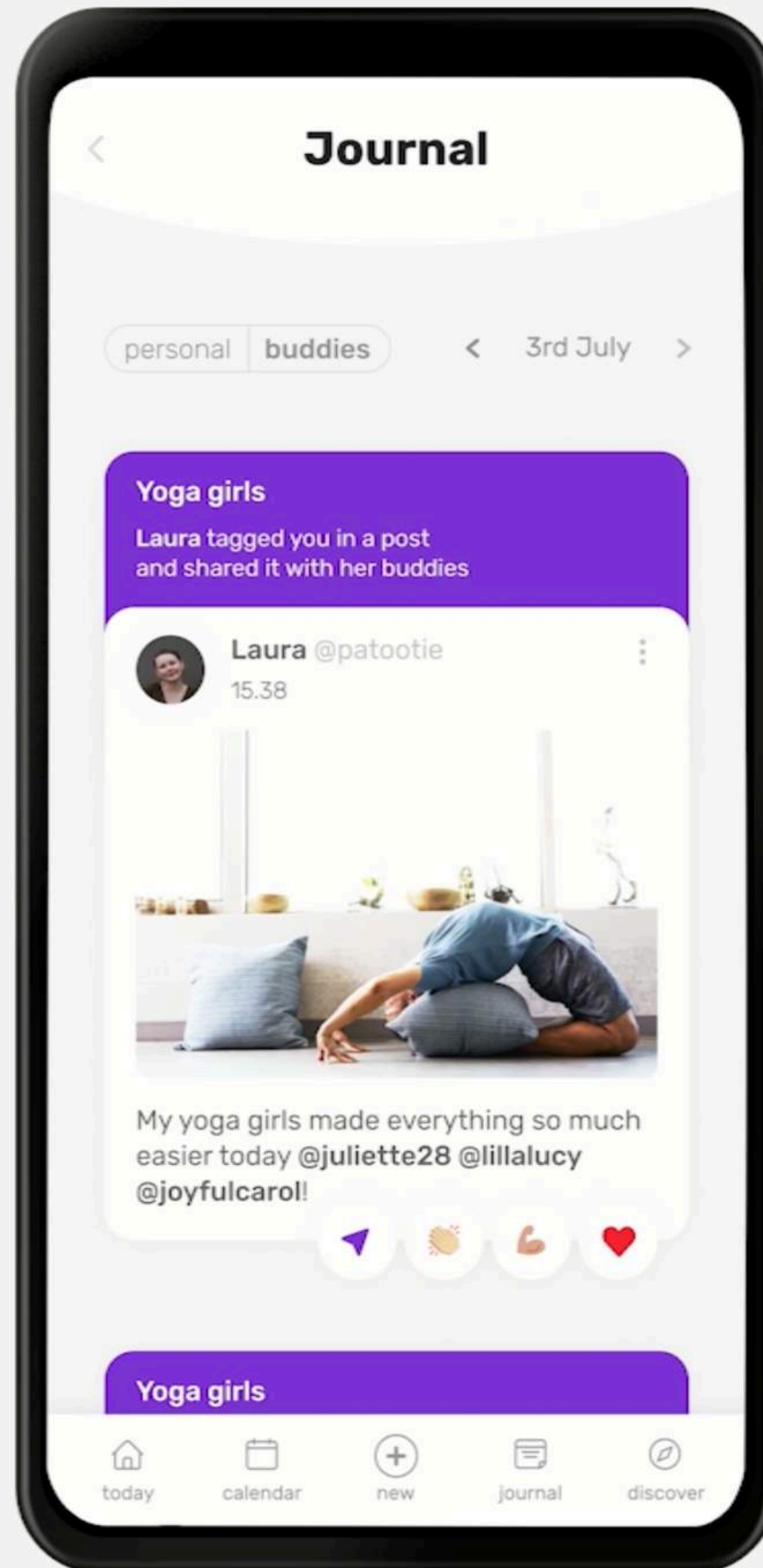
Routine

Add buddies to routine



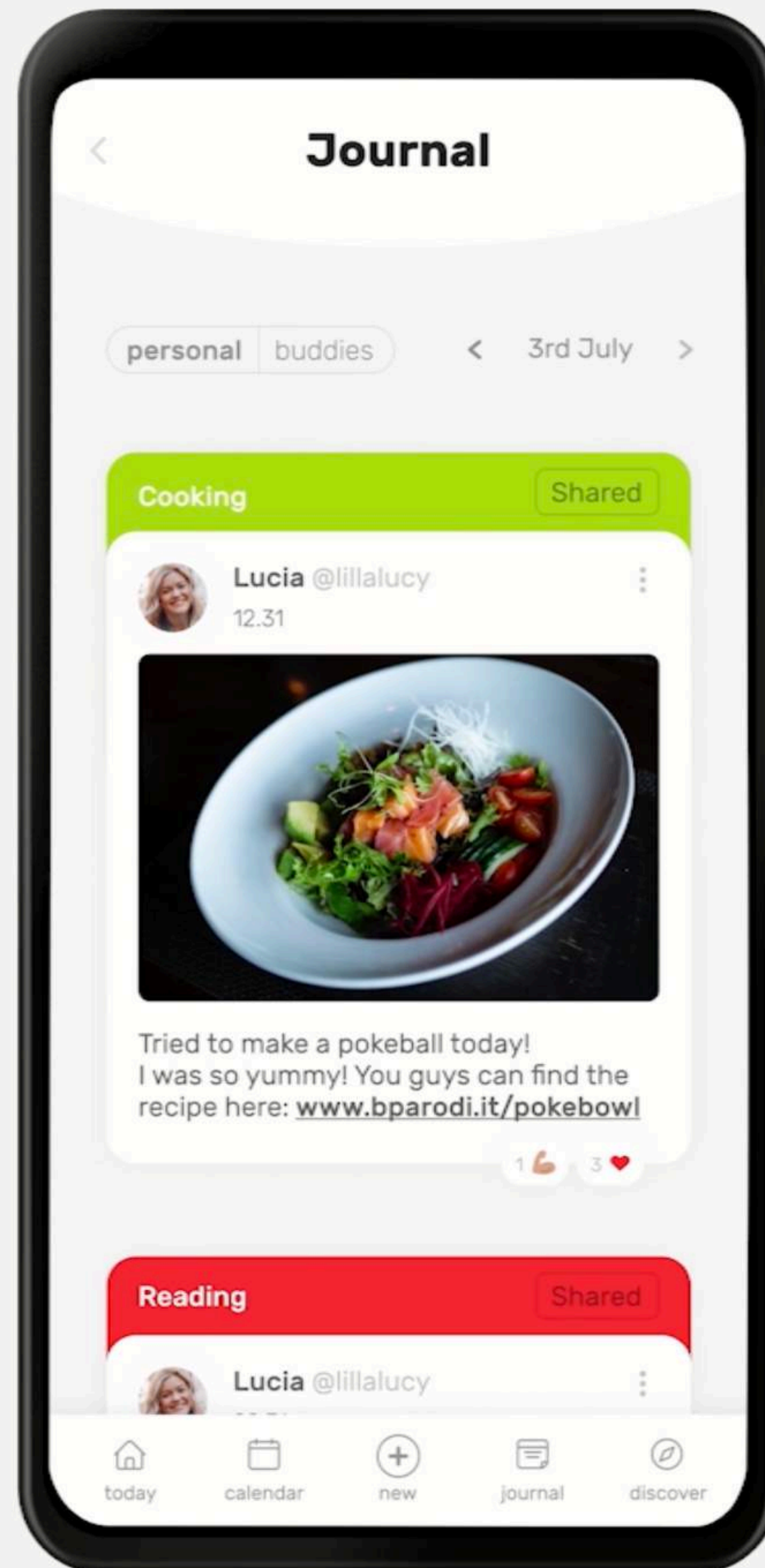
Journal

Buddies filter

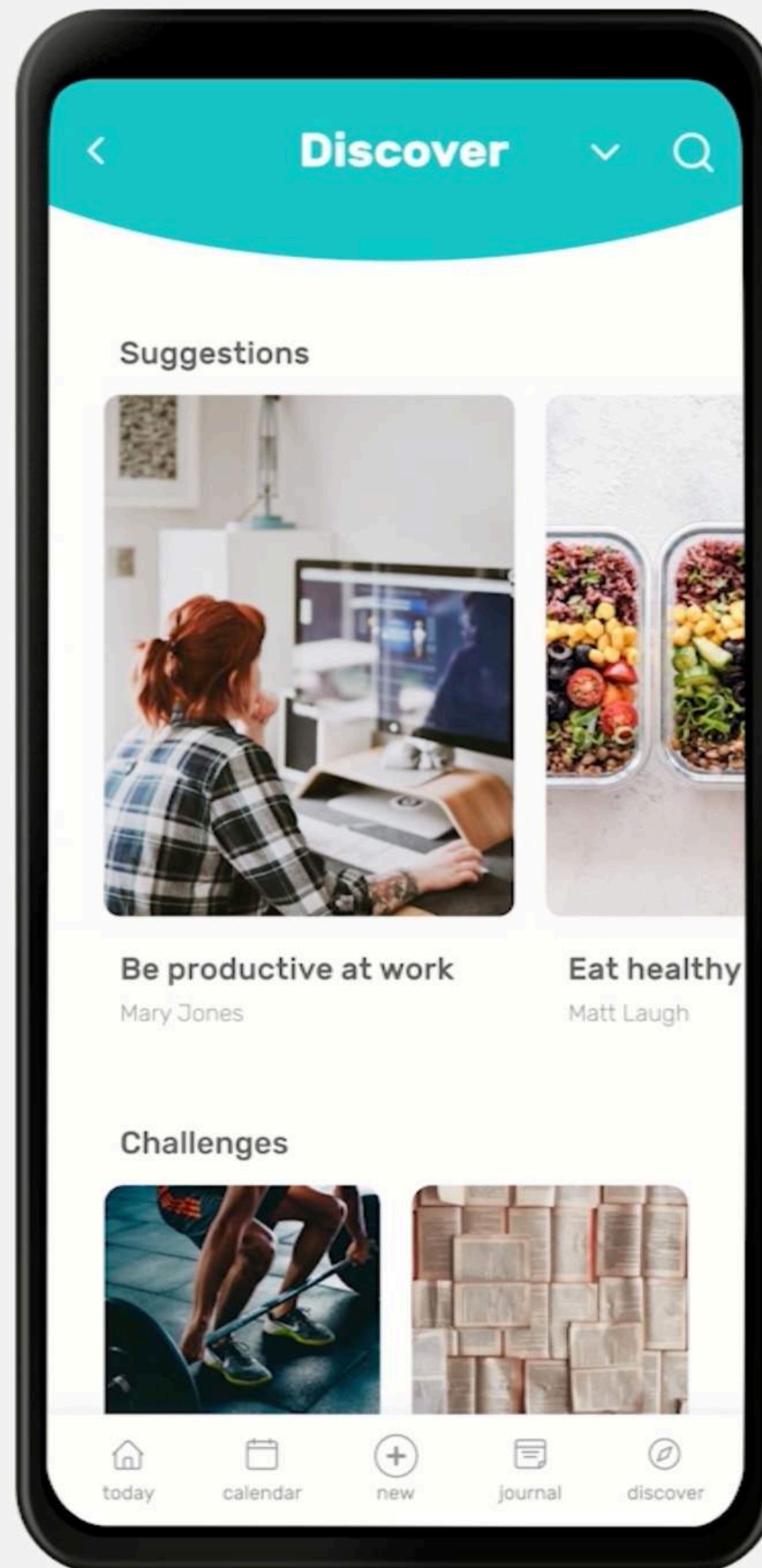


Journal

Personal filter

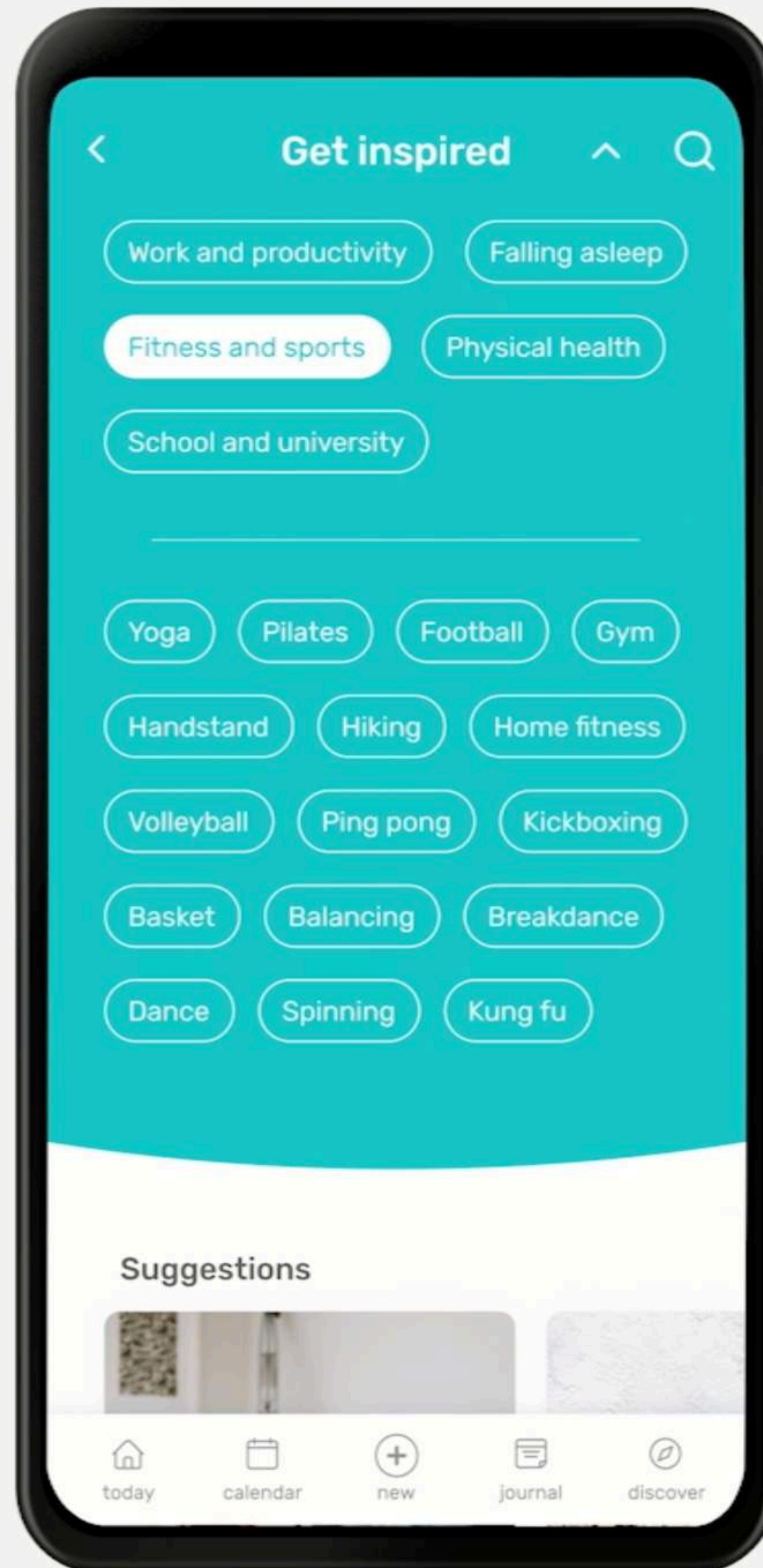


Discover



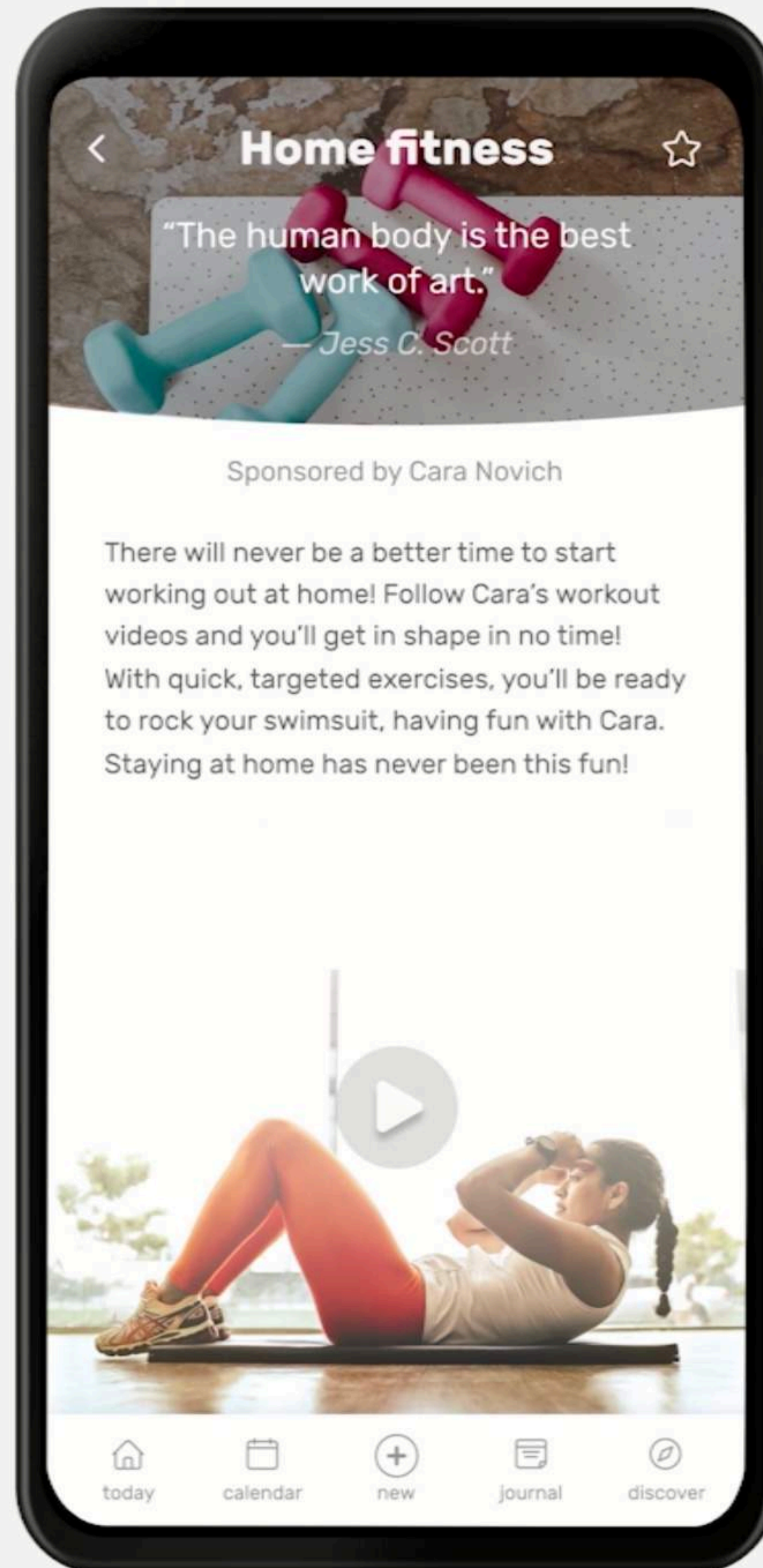
Discover

Get inspired

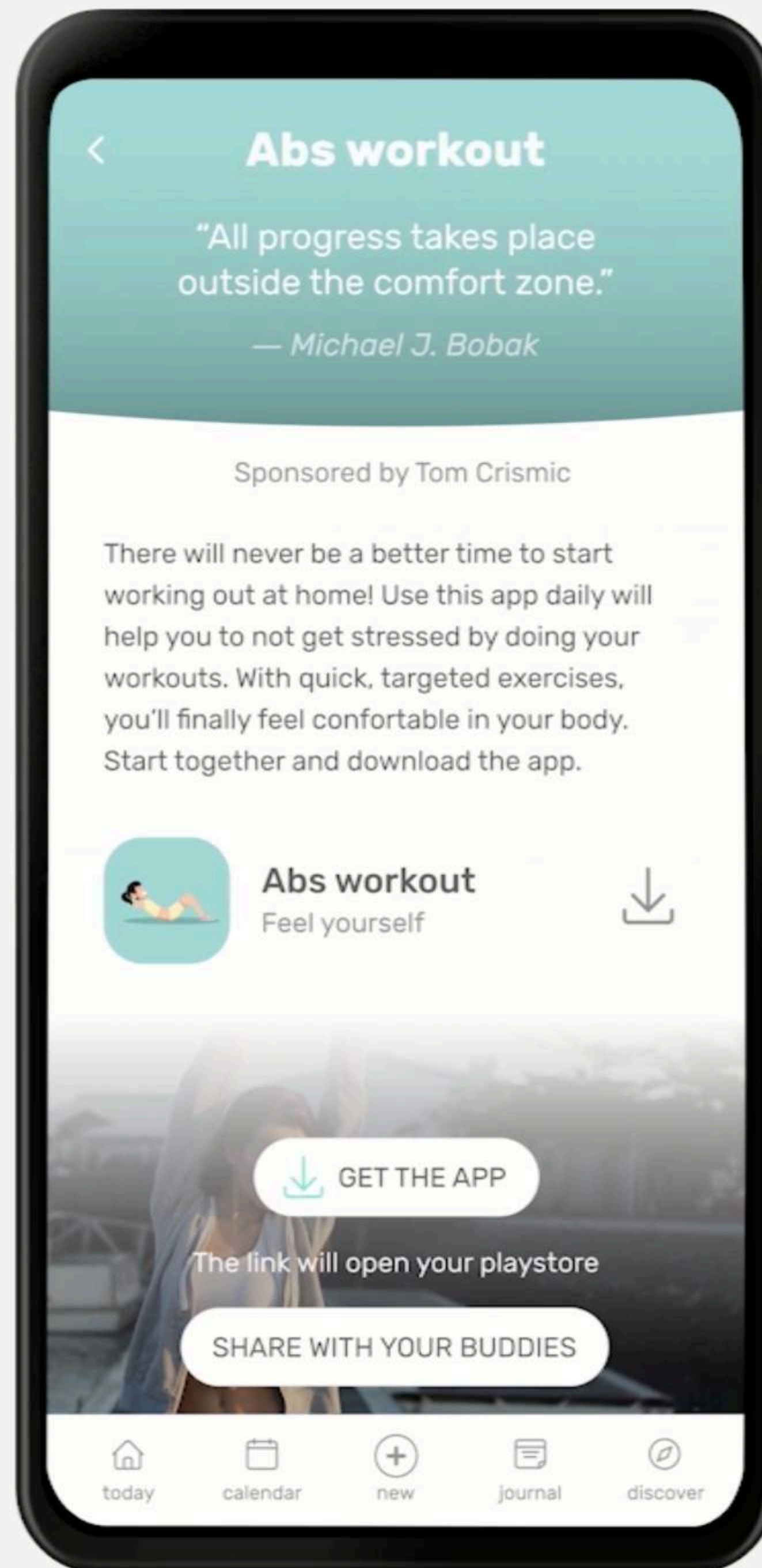


Discover

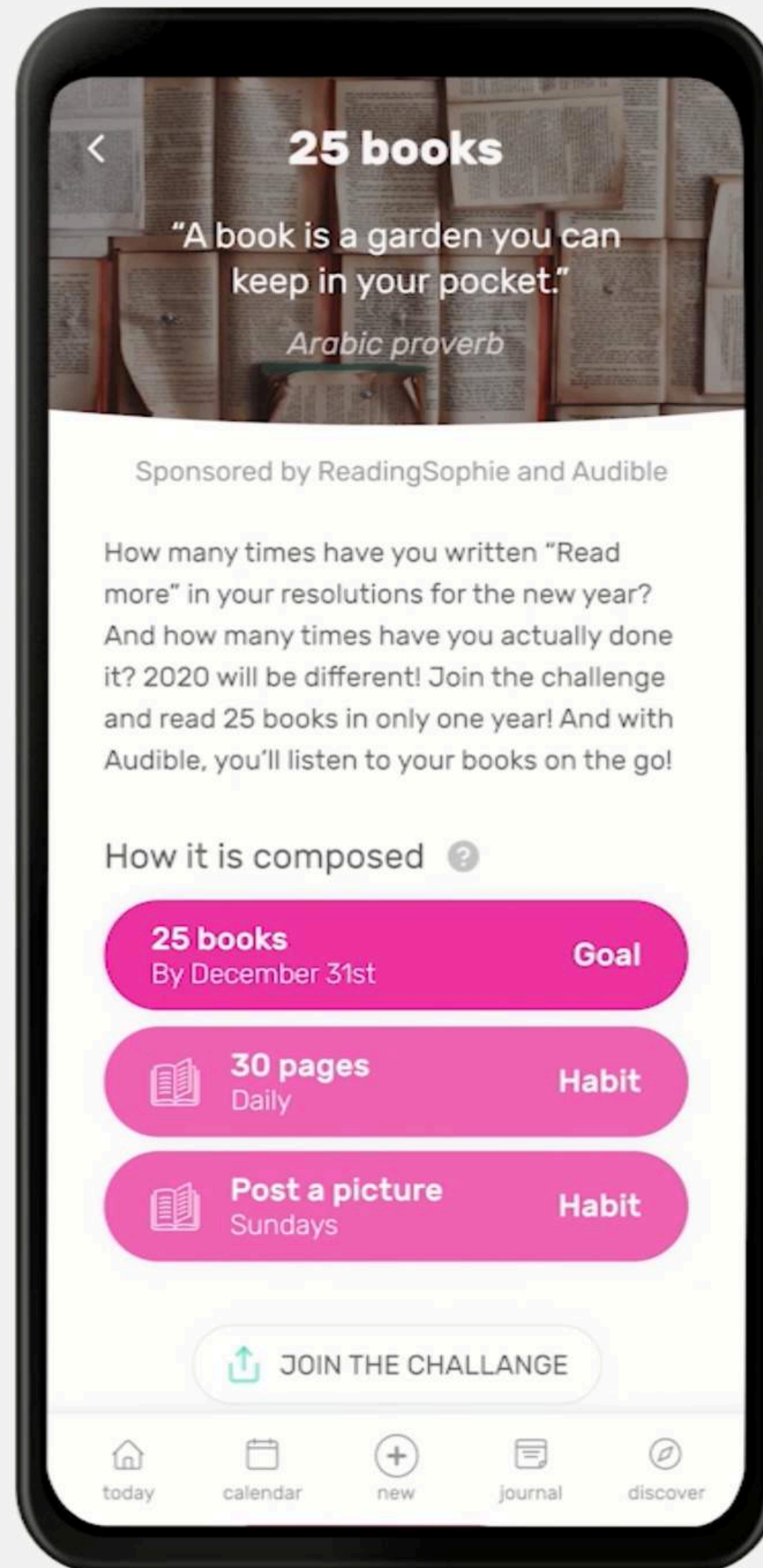
Content page



Discover

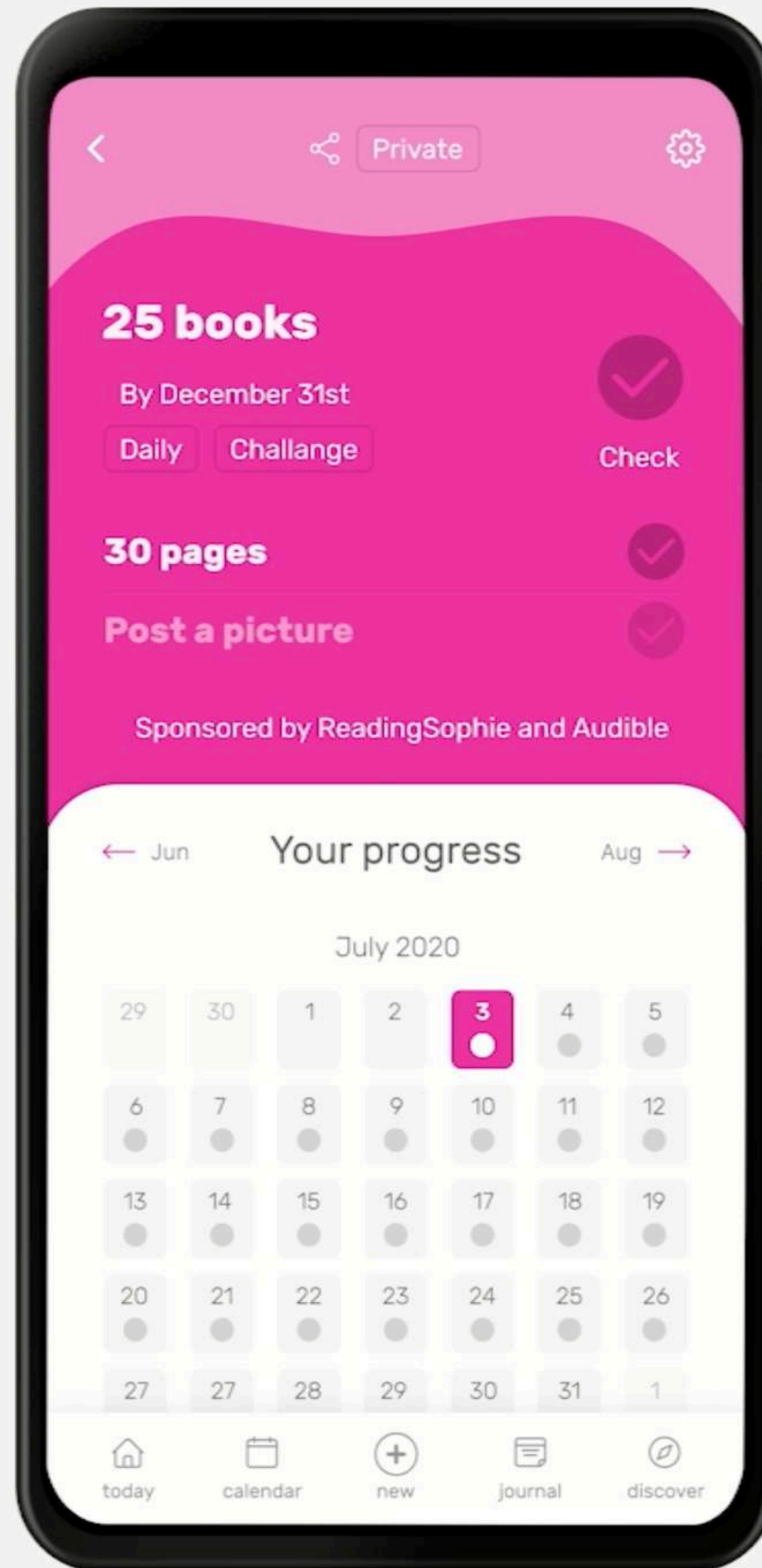


Discover Challenge page

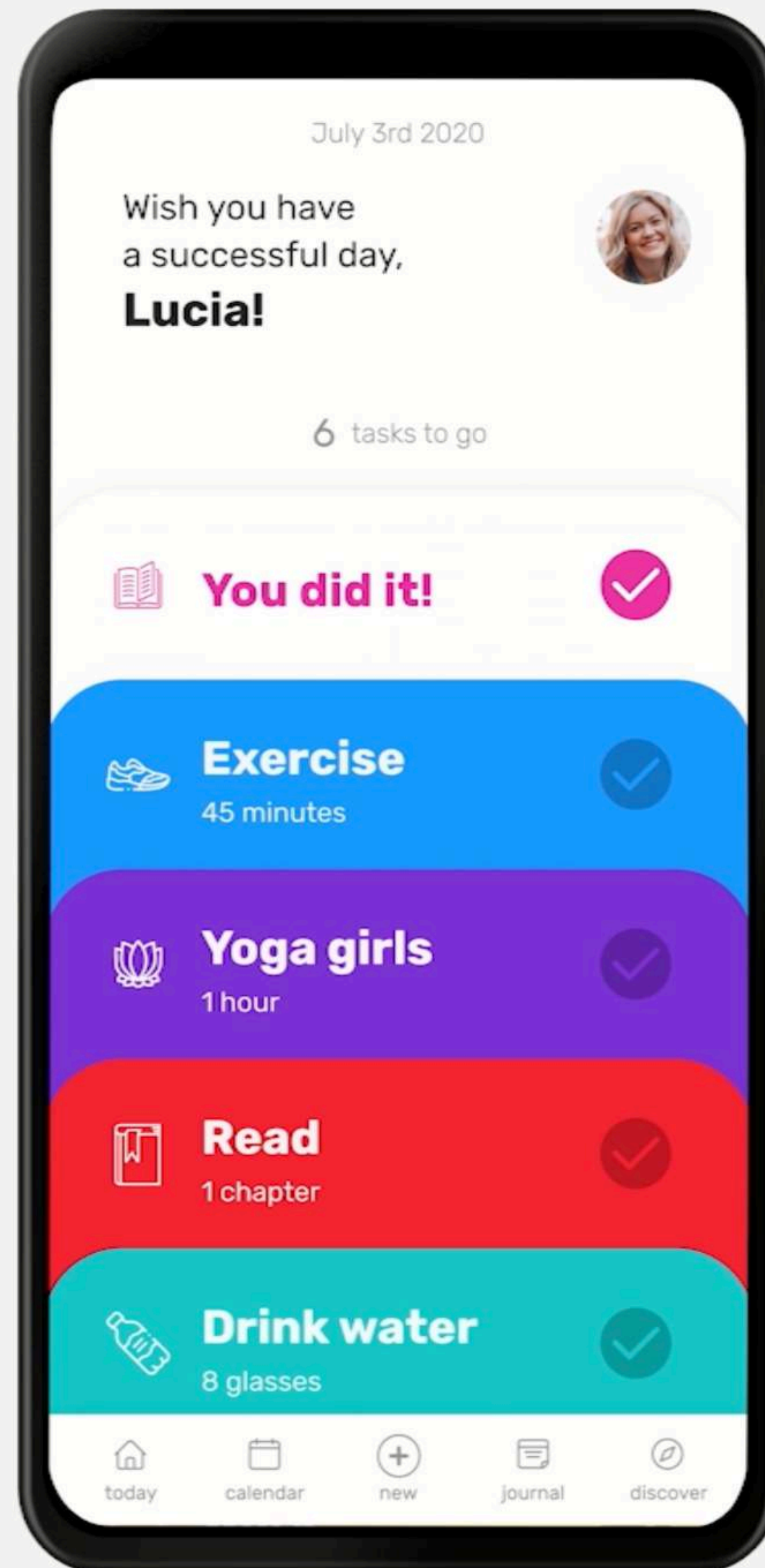


Discover

Challenge routine



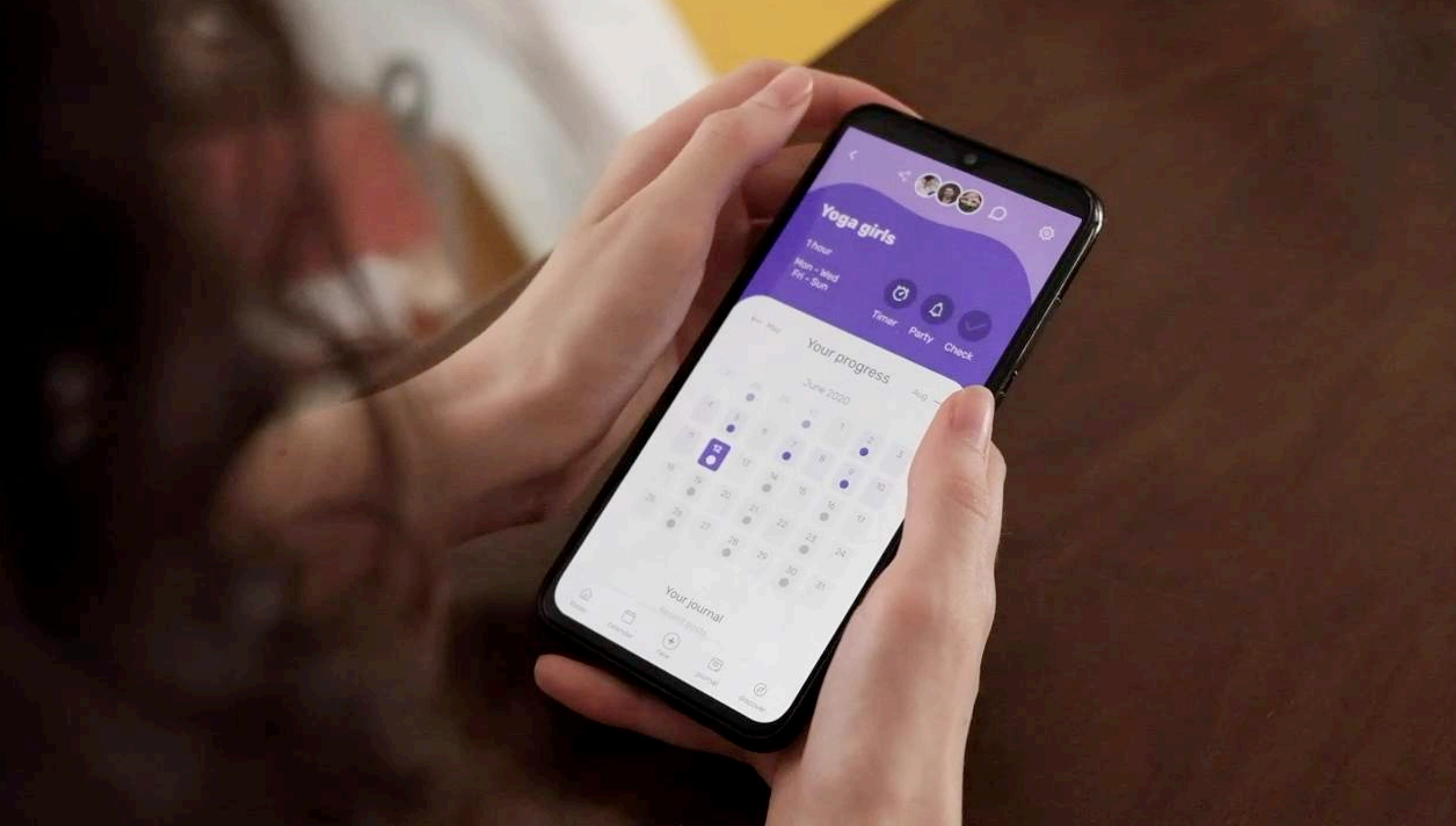
Homepage



A large, solid orange shape with a curved, organic edge on the left side of the slide, extending from the bottom left towards the center.

Lucia's scenario

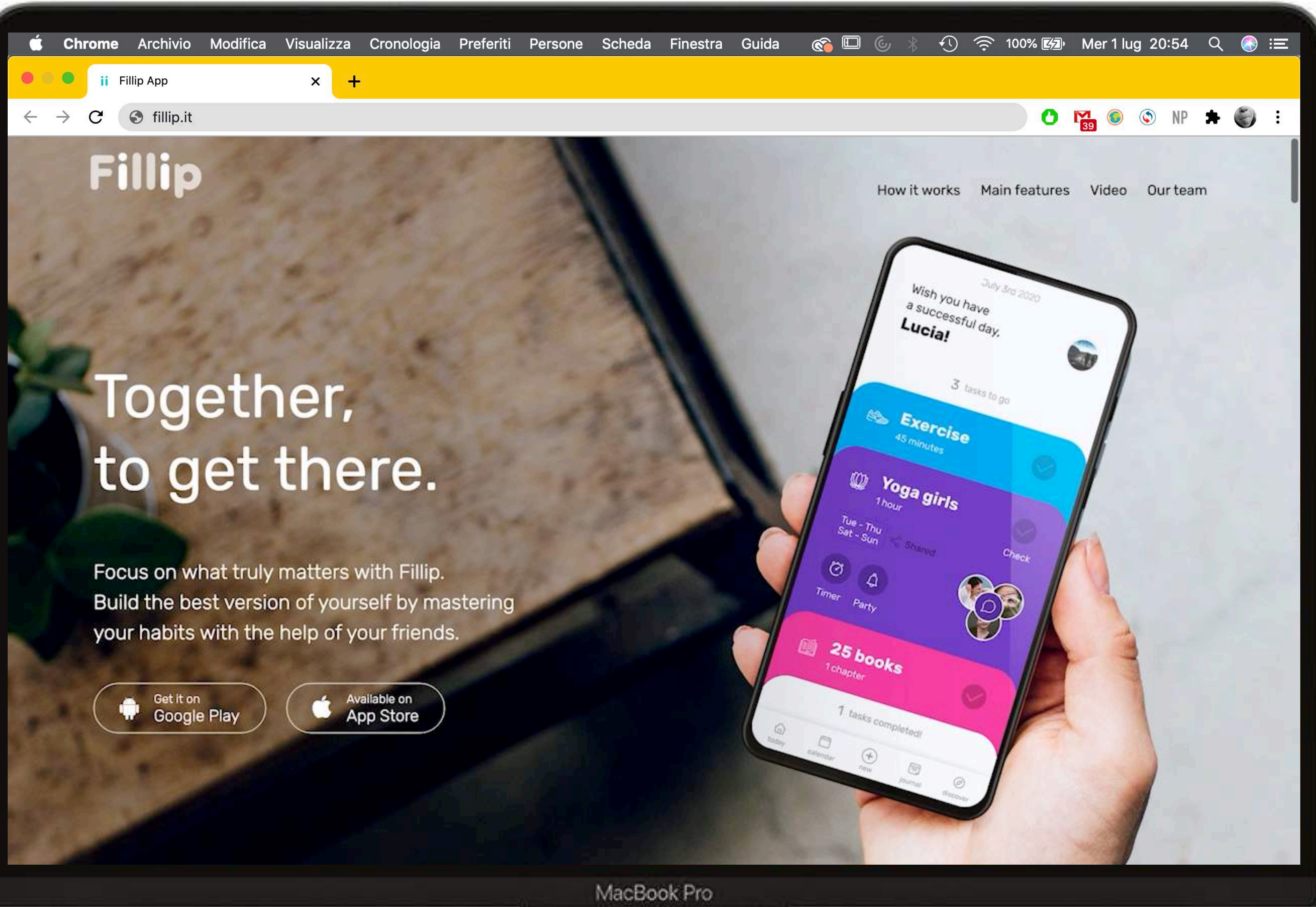
Lucia needs to feel **close to her friends** even in time of social distancing and endless work schedules. Because of this, she created a **shared habit** with her best friends to do yoga together.



Website

A **landing page** with an informational purpose.

It aims to sum up Phillip's **main features** and connect the user directly to the **App Store**.



Phillip

How it works Main features Video Our team

Together, to get there.

Focus on what truly matters with Phillip. Build the best version of yourself by mastering your habits with the help of your friends.

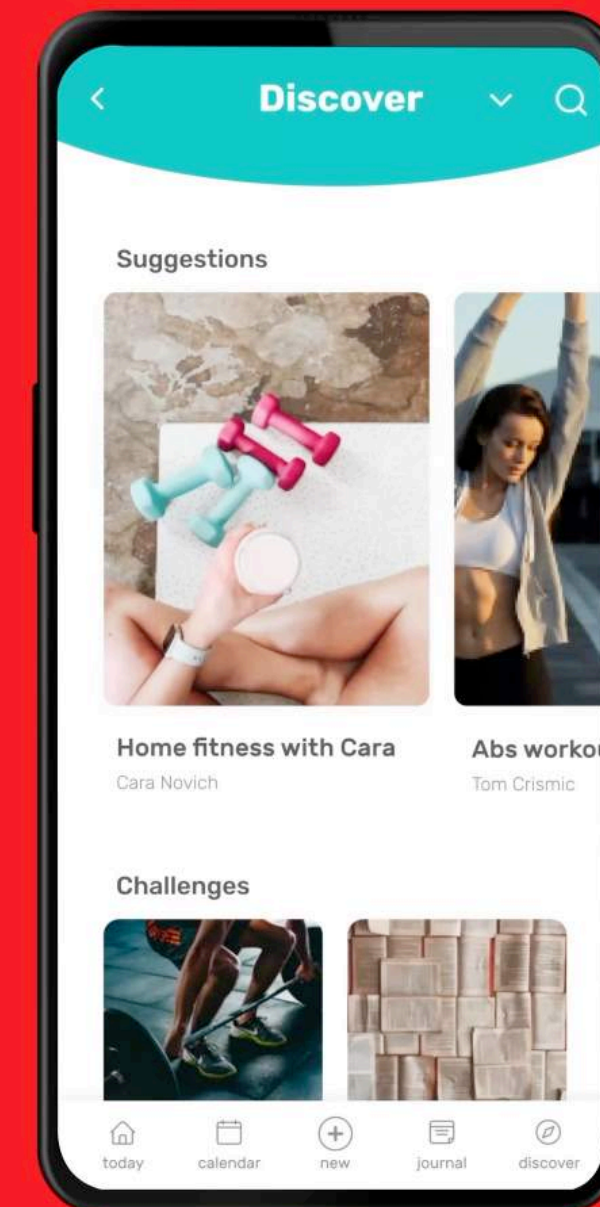
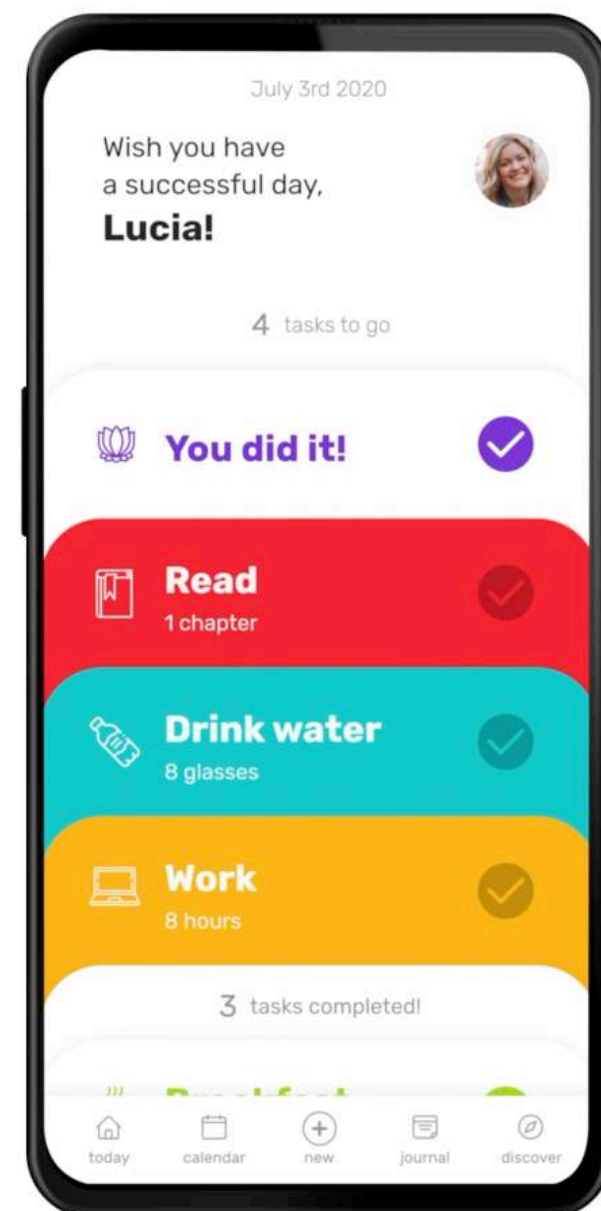
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Available on App Store

life



Find
your
buddy



hustles

Thank you