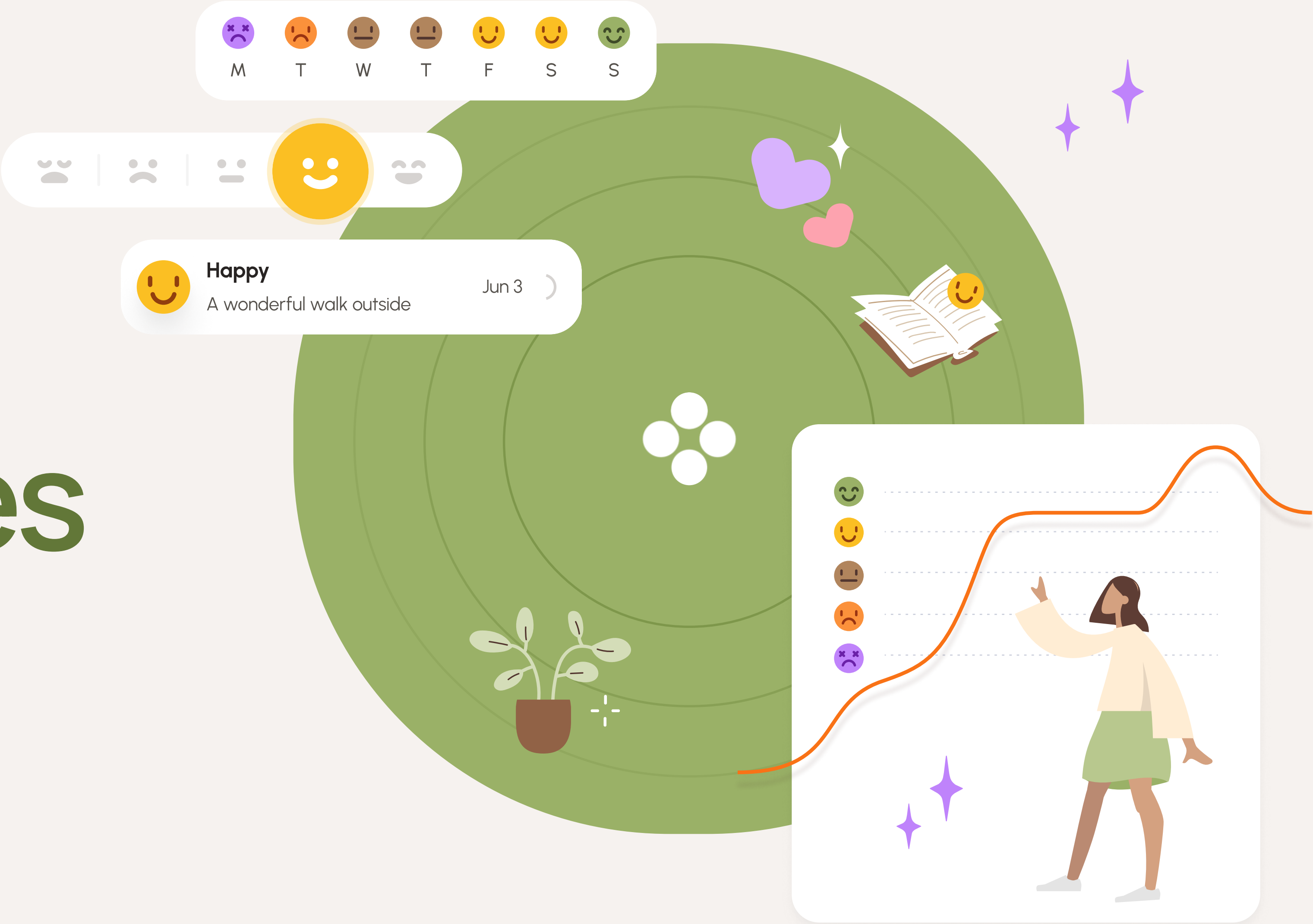21 December 2025

UX Design Case Study

SunnyNotes

Family Well-Being Tracker App

Katerina Kolberg

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Introduction

This project explores the design of a family well-being and symptom tracking app aimed at helping parents record daily observations and recognise patterns over time. The focus is on supporting **everyday reflection** rather than providing medical guidance, with an emphasis on **simplicity, clarity**, and a calm, family-friendly experience.

As a **mother of two**, I have experienced how difficult it can be to remember day-to-day details when a child is dealing with recurring issues such as eczema or changes in behaviour. Being able to track not only symptoms, but also general well-being indicators like mood, sleep, and energy, can be incredibly valuable for parents. Based on this experience, the app was designed with the understanding that parents often have very limited time, making **quick, low-effort logging a key priority**.

A central design challenge was also how to present collected data in a way that feels easy to read and meaningful. The app focuses on **clear data visualisation** that helps parents recognise patterns across days and weeks without feeling overwhelmed. Understanding how to translate daily entries into accessible insights was a key part of the design process.

This project was created within a limited timeframe and as an individual design effort, so the focus is on showcasing the core features and main user flows. While the prototype demonstrates the essential concept, there is clear potential for further development and expansion in future iterations.

COMPETITOR RESEARCH

Competitor research helps identify common interaction patterns, user expectations, and effective approaches to daily tracking. By installing and testing several existing well-being and mood-tracking apps on my iPhone, I gained hands-on insight into what supports quick check-ins, how information is typically visualised, and where opportunities exist to create a calmer, more family-friendly experience.

Feely (MVP)

Feely is a Bulgarian MVP specifically designed for tracking the mood of children and teenagers. It includes both parent and child modes and offers supporting articles. The app appears to focus mainly on teenagers, and due to its MVP state, not all features could be fully explored or evaluated.
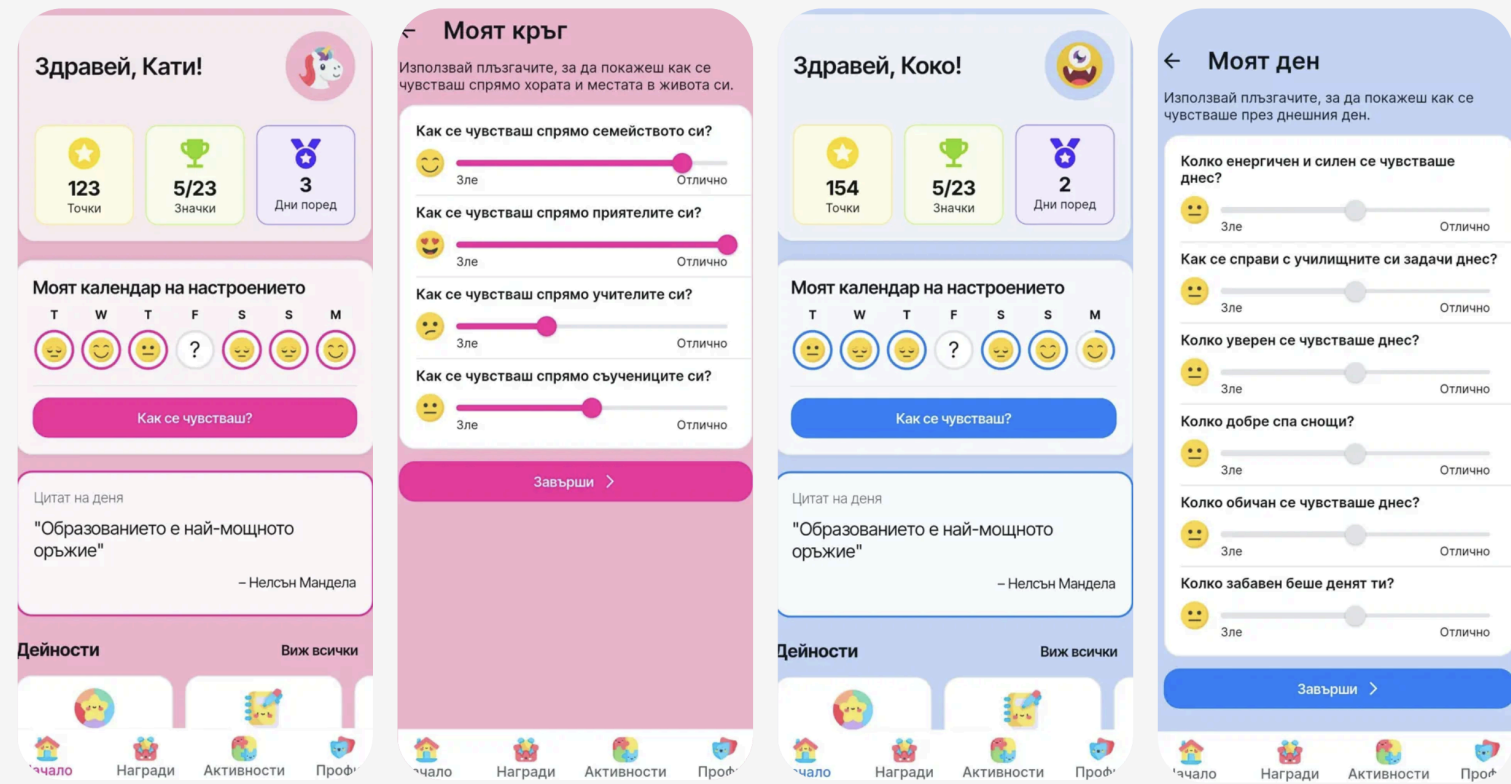
Moodflow

Moodflow stands out as the only app tested with a strong dark theme, combined with a very short and simple sign-up process. The language used throughout the app is gentle and supportive, and the interface feels modern and calm. Designed primarily for adults, it offers a well-balanced experience that combines simplicity with the essential data needed for daily mood and symptom tracking.
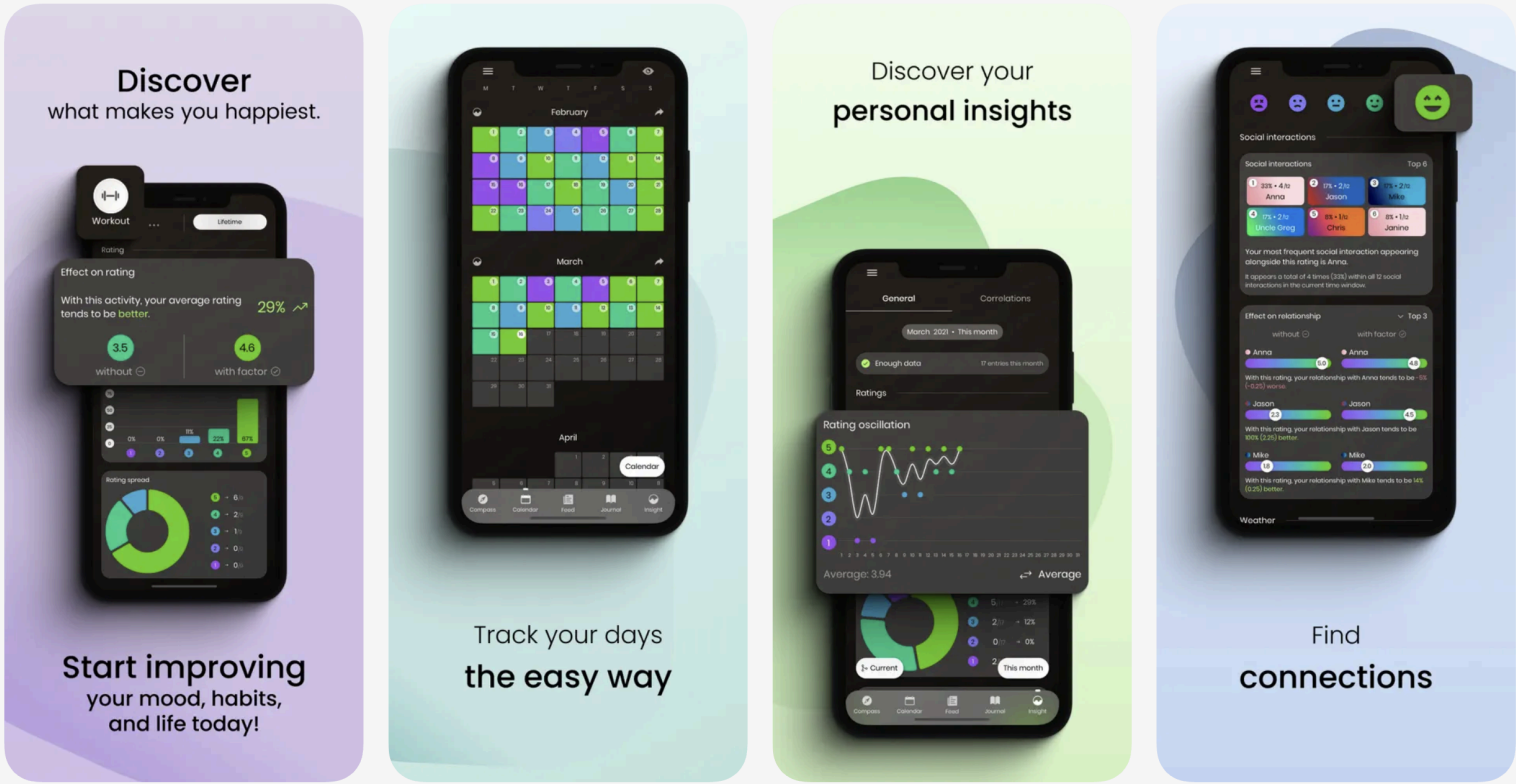

Mood Tracker Journal

This app offers extensive functionality, including goal setting and the ability to log mood multiple times per day. However, the experience feels more complex and fragmented, as many features are hidden behind separate sections that must be opened individually. While powerful, the app requires more time and effort to use, which may be challenging for users seeking quick daily check-ins.

Moodnotes

Moodnotes provides a very simple and focused experience, allowing users to log their mood and reflect on their day through short notes. In addition to tracking, the app includes educational articles related to mood and psychology. Data insights are minimal, keeping the experience lightweight and reflective rather than analytical.
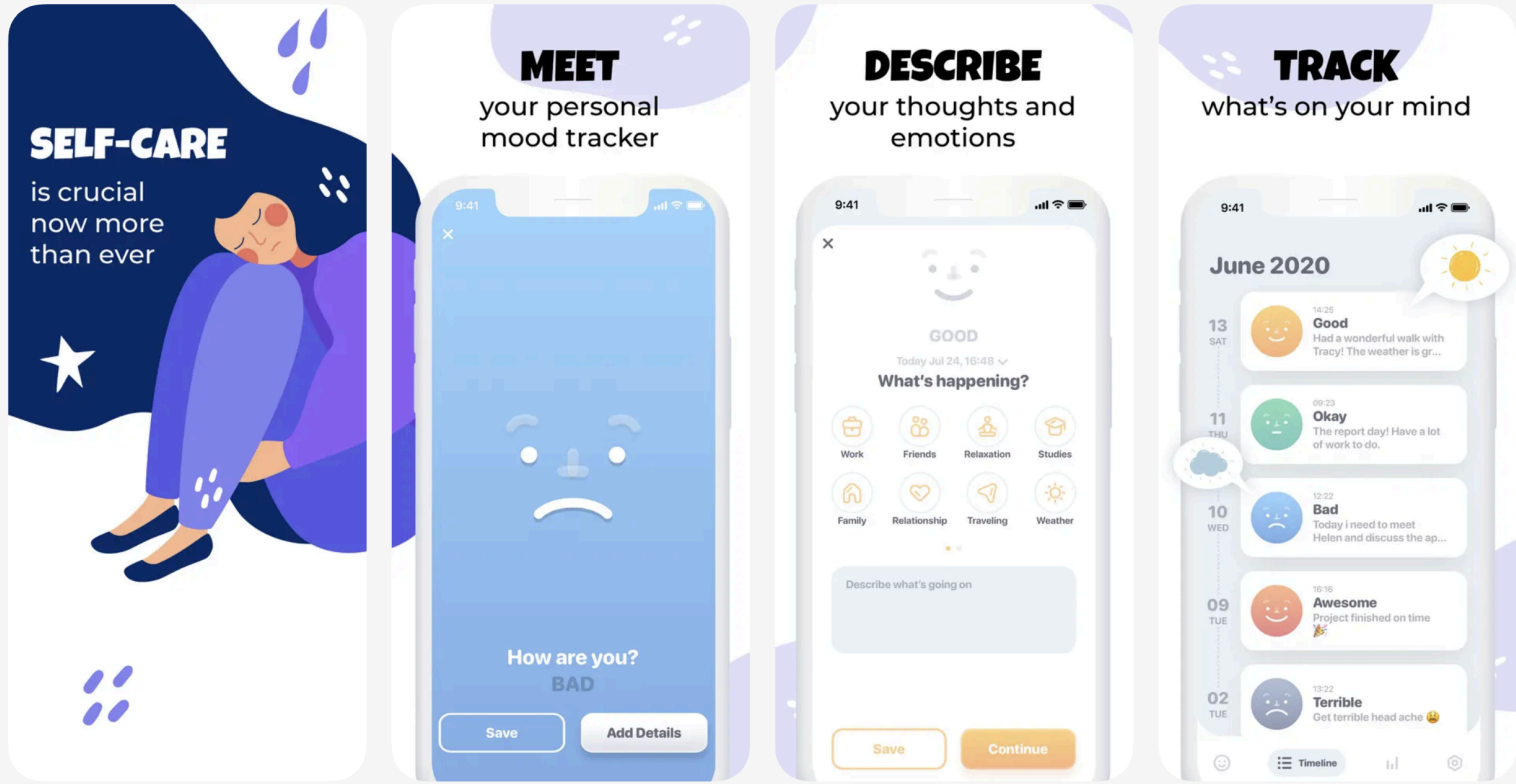
Emma Larsen

ABOUT

Emma balances a full-time job with parenting responsibilities. Mornings are rushed, evenings are busy, and mental energy is limited. She wants to be attentive to her son's well-being but often relies on memory rather than written notes, which leaves her feeling unprepared when asked for updates by teachers or caregivers.

Right now, her 7-year-old son, Lucas, through a transition period that often leaves him feeling overwhelmed. She has noticed frequent changes in his mood and behaviour and suspects these shifts may be influenced by daily routines and sugar intake. Emma is actively trying to reduce sugar in Lucas's diet and wants a simple way to track how these changes affect his mood, energy, and overall well-being over time.

GOALS

· Quickly log how Lucas is doing each day
· Notice patterns in mood, sleep, appetite, or minor symptoms
· Keep simple notes in one organised place
· Feel prepared when talking to teachers or caregivers
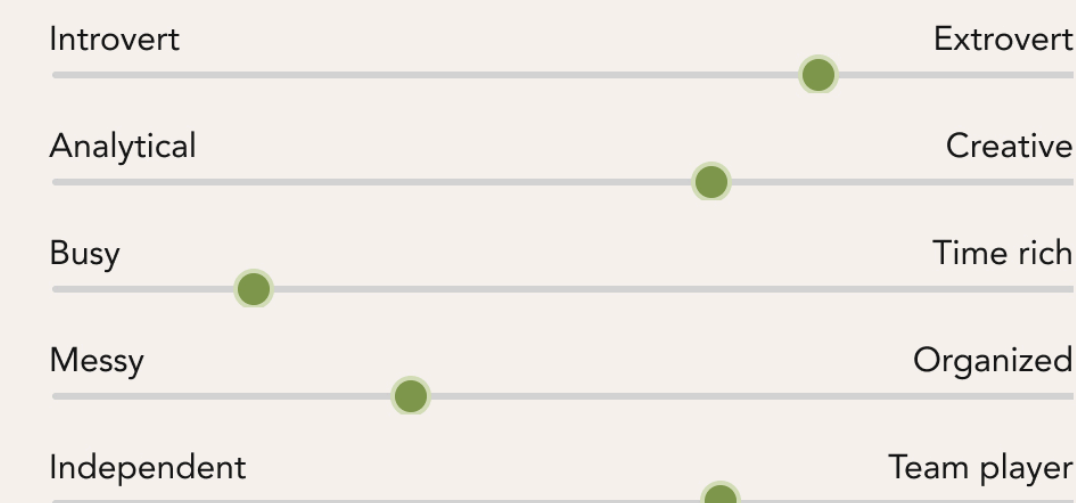
NEEDS & MOTIVATIONS

· A fast, low-effort daily check-in
· Clear, visual summaries instead of raw data
· Reassurance that nothing needs to be "perfect"
· A calm, non-medical tone that reduces stress

PAIN POINTS

· Forgetting small but important daily details
· No clear overview of changes across the week
· Notes scattered between memory, messages, and calendars
· Feeling unsure when asked for specifics

PERSONALITY

Introvert — Extrovert
Analytical — Creative
Busy — Time rich
Messy — Organized
Independent — Team player

FAVORITE BRANDS

Apple · LinkedIn · SKEIDAR · Avène

"I just want a simple way to remember how my child has been doing — without overthinking it."

LOCATION   Asker, Norway
AGE   35
JOB TITLE   Accountant
FAMILY: Single mother of Lucas (7)

TIME-CONSTRAINED   RESPONSIBLE

CARING   ATTENTIVE   PRACTICAL

65%   10%   25%

Ideation

While exploring competitor apps, I created hand sketches of layouts, UI elements, and interaction patterns that I found particularly clear and useful. Sketching these screens helped me break down how different apps structure information, present daily entries, and visualise patterns over time. Alongside this, I explored my own ideas for data representation, testing how different metrics could be grouped and compared in a way that feels intuitive for parents.

This sketching process also supported the development of the information architecture, making it easier to define screen hierarchy, navigation paths, and relationships between features. Working on paper allowed me to iterate quickly and focus on structure and clarity before moving into digital wireframes.
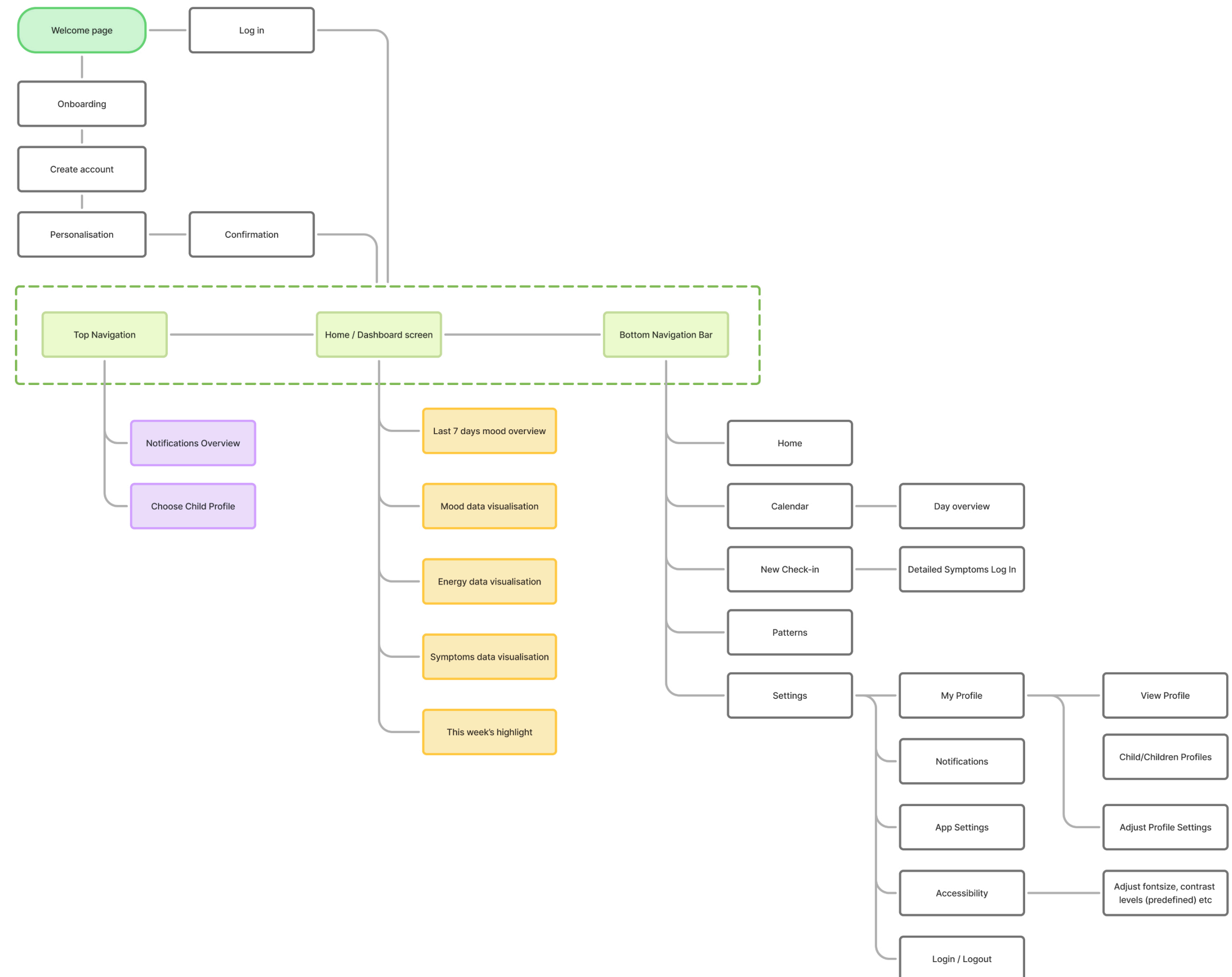
Lo-fidelity wireframes
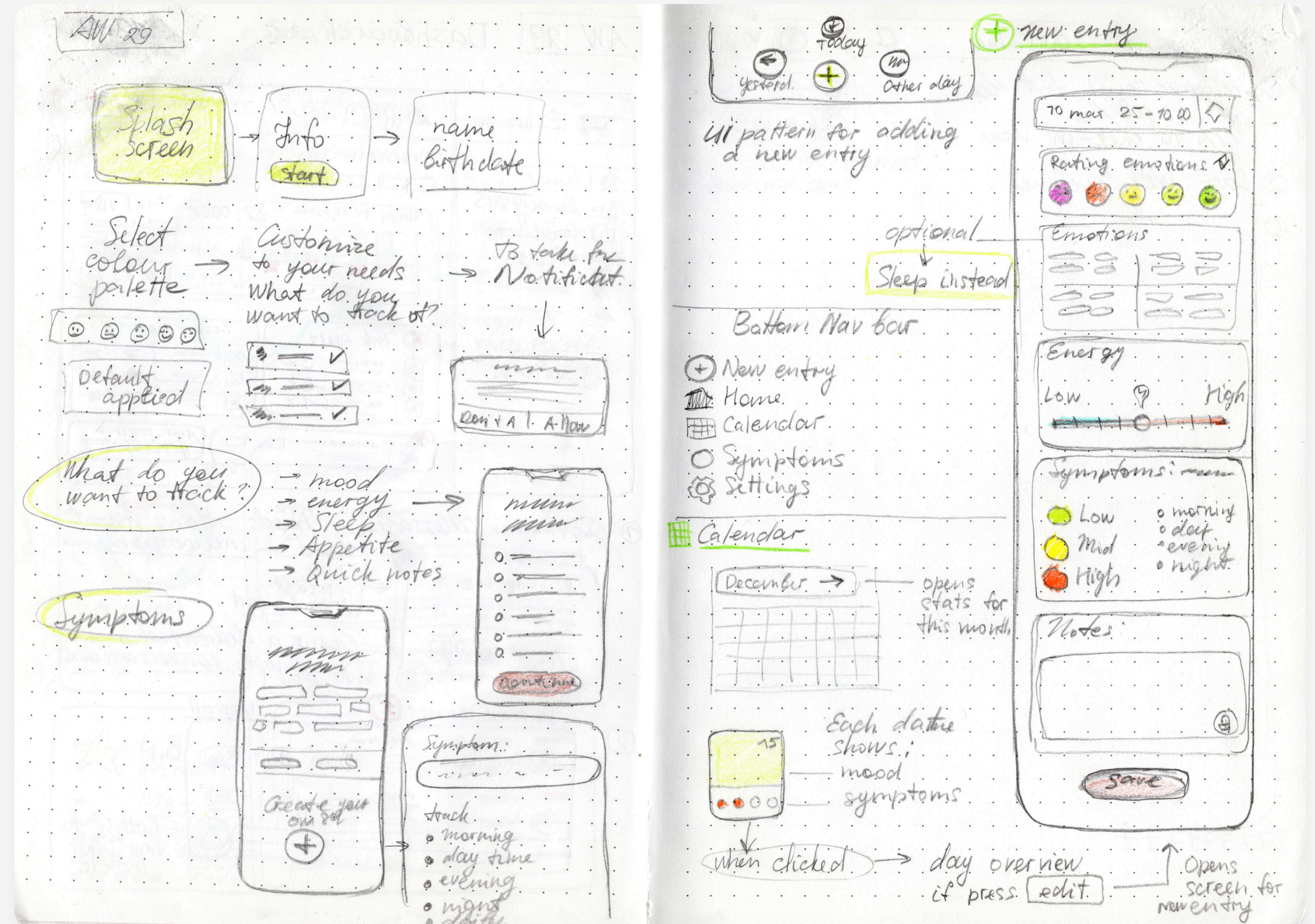
Information Architecture

The information architecture outlines the app's core structure, sign-up flow, and main navigation, ensuring a clear and intuitive experience for parents.

AI in FigJam

Graphic Design

Visual Style & Layout

All cards, buttons, and UI components use a consistent corner radius (primarily 24px) combined with subtle drop shadows to create a sense of depth. Generous spacing around elements supports clarity and ease of interaction, while the soft shapes and layered surfaces give the interface a modern, approachable, and calm visual character suitable for family use.

The design also incorporates playful emoji for mood selection and mood-focused data visualisation, helping make daily check-ins feel friendly and unintimidating. Light, illustrative elements are used to reinforce a cozy, family-oriented atmosphere, encouraging regular engagement without making the experience feel clinical or overly serious.

M   T   W   T   F   S   S
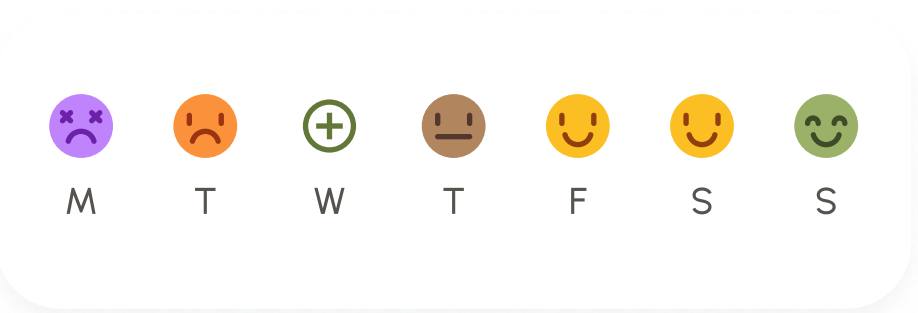
Colours

The initial colour direction was inspired by a UI component set found in the Figma Community, using a palette of beige, brown, and green tones. This combination aligned well with my vision for a family-oriented app, as it feels warm, calm, and natural. During the design process, I refined and simplified the palette, reducing visual complexity and shifting the balance more toward green tones to create a fresher, more cohesive look while maintaining a supportive and approachable mood.

To ensure the app is usable for all users, I checked all colours using Figma's built-in contrast checker. Every text–background combination meets **WCAG AA contrast** requirements, ensuring clarity, readability, and accessibility across the entire interface.

Your name

Emma

Get Started →

Yesterday   17 December 2025 - 10:25

+
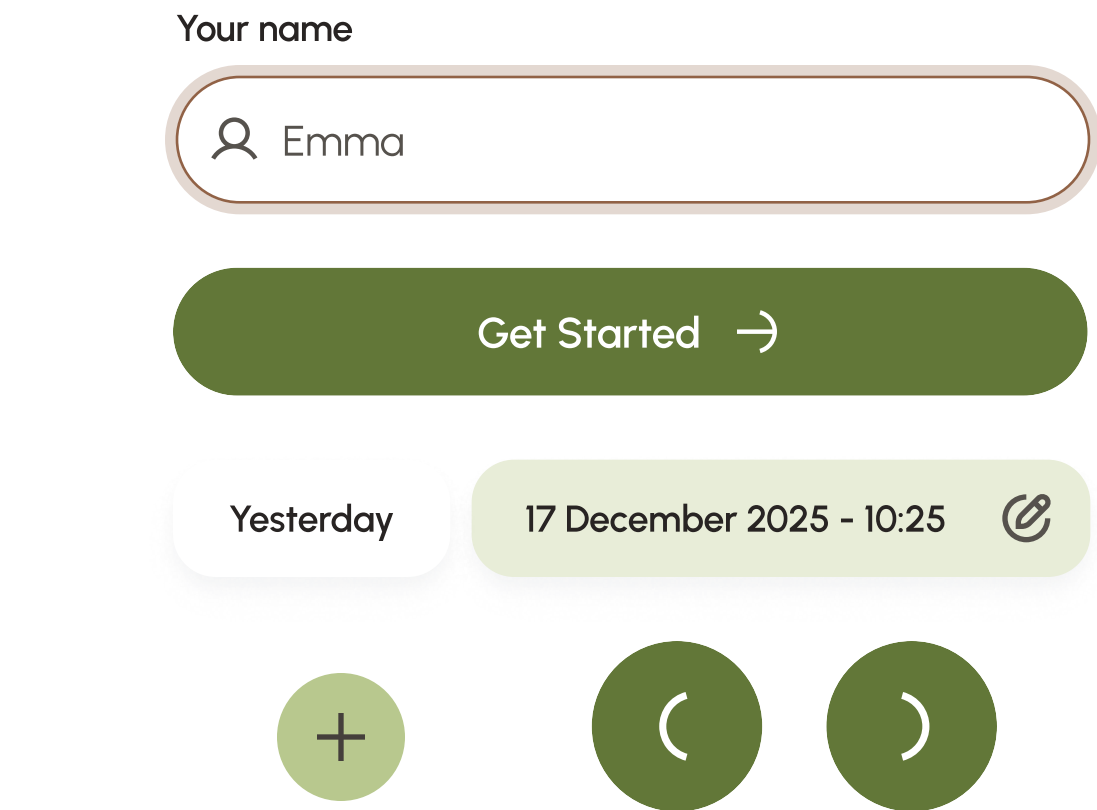
Typography

Urbanist is a modern sans-serif typeface with soft, rounded forms and high readability. Its friendly yet clean appearance supports a calm and approachable tone, which is important for a family-focused well-being app. The font performs well at smaller sizes, making it suitable for quick daily check-ins and data labels, while still feeling warm and non-clinical.

Urbanist

Aa

Brand 90
#533630

Brand 05
#F7F3EF

Green 20
#D4DEB8

Green 60
#C1E6BA

Violet 30
#C4B5FD

Yellow 40
#F59E0B
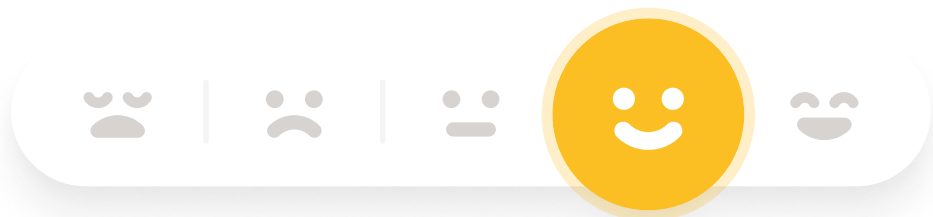
High-fidelity Wireframes

Wireframes in Figma

Prototype in Figma

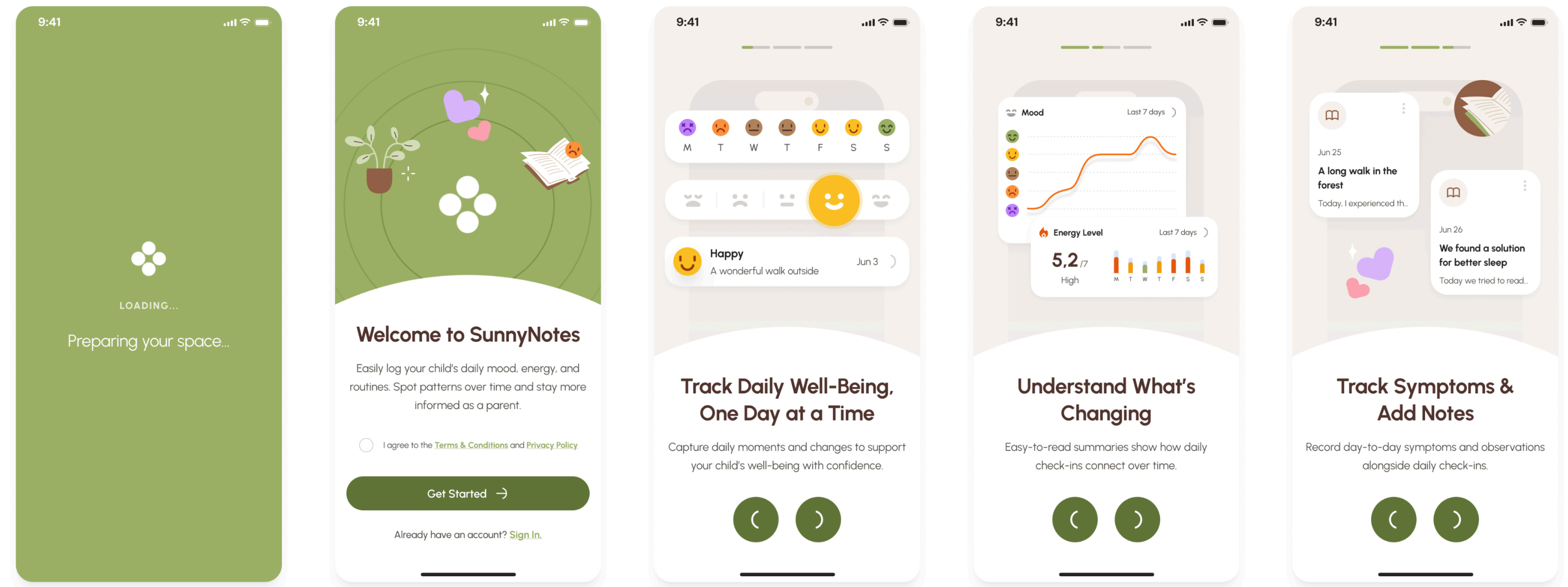After refining the concept through hand sketches and low–fidelity wireframes, the design moved into high-fidelity, where visual style, components, and interactions were fully developed.
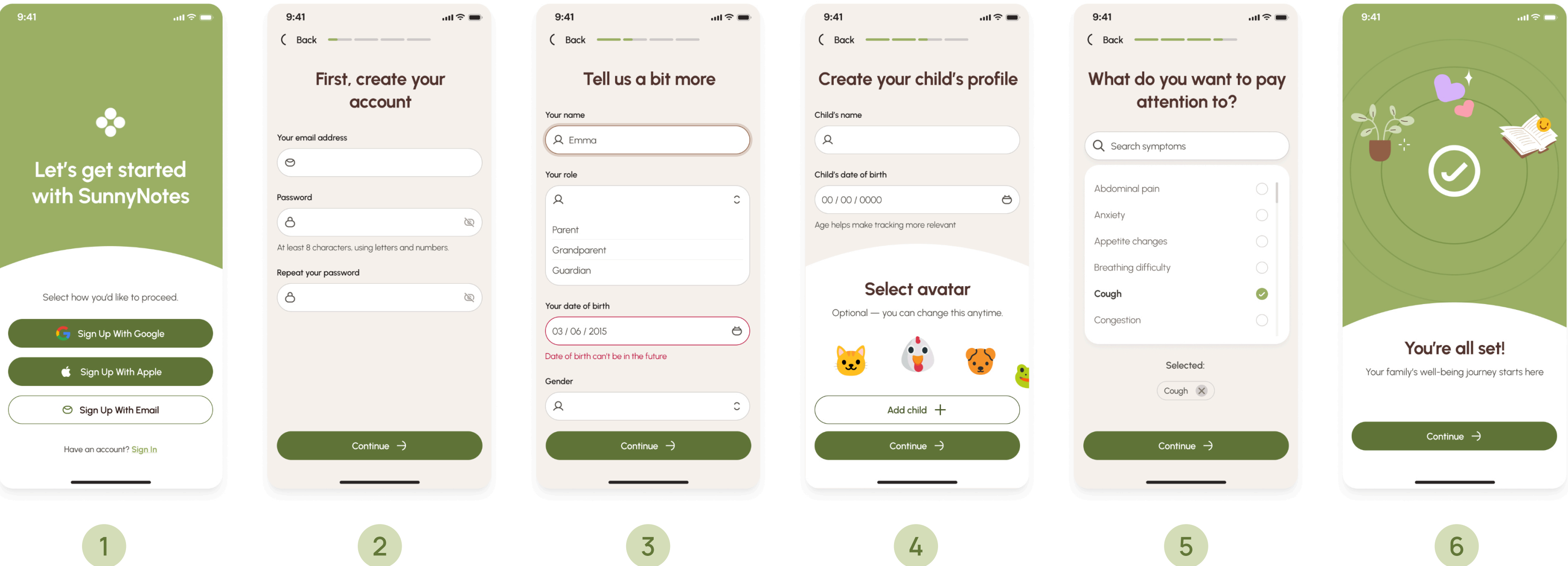
Onboarding Flow

The onboarding creates an inviting, low-pressure first impression while clearly showing how easy the app is to use. Simple, easy-to-read data visualisations and introduction of core tracking features, along with additional options such as symptoms tracking and notes, setting a calm and approachable tone.
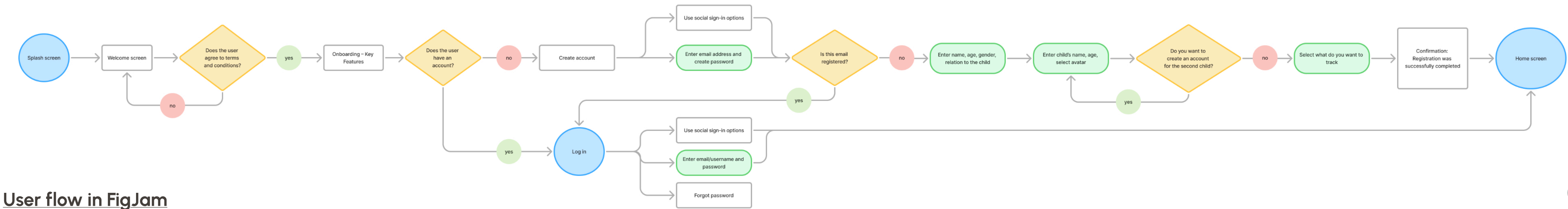

LOADING...

Preparing your space...

Welcome to SunnyNotes

Easily log your child's daily mood, energy, and routines. Spot patterns over time and stay more informed as a parent.

☐ I agree to the Terms & Conditions and Privacy Policy

Get Started →

Already have an account? Sign In.

Track Daily Well-Being, One Day at a Time

Capture daily moments and changes to support your child's well-being with confidence.

Happy
A wonderful walk outside   Jun 3

Understand What's Changing

Easy-to-read summaries show how daily check-ins connect over time.

Mood   Last 7 days

Energy Level   Last 7 days
5,2 /7
High

Track Symptoms & Add Notes

Record day-to-day symptoms and observations alongside daily check-ins.

Jun 25
A long walk in the forest
Today. I experienced th...

Jun 26
We found a solution for better sleep
Today we tried to read...

Sign-up flow

1. **Familiar entry points**
Recognisable sign-up options such as Google and Apple are provided to reduce friction, with a clear Sign in link placed at the bottom for returning users.

2. **Clear progress and control**
The top navigation includes a back action and a step indicator, helping users understand how many steps remain. Email and password creation happens early in the flow, allowing quick validation if an account already exists.

3. **Clear input feedback**
All form fields include visible focus states and clearly communicated error states with supportive helper text, ensuring users understand what is required at each step.

4. **Flexible family setup**
Users can add more than one child, with a clear distinction between primary and secondary actions to guide decision-making without confusion.

5. **Inclusive and accessible tracking options**
The app allows parents to track not only symptoms but anything child-related (e.g. behaviour, routines, sugar intake). Checkbox spacing meets the recommended 48px touch target, supporting accessibility and ease of use.

6. **Reassuring confirmation**
A confirmation screen clearly indicates that all selected settings and tracking preferences have been saved successfully, providing closure and confidence before entering the app.

User flow in FigJam

Check-in Flow

UX best practices applied

1. **Guided empty state with clear affordance**
   The empty home screen uses a soft illustration to communicate how data visualisations will appear once entries are added. A subtle animation draws attention to the primary "Add" action, encouraging the first interaction. At the top of the screen, switching between child profiles is kept simple and always accessible.

2. **Minimal steps for daily logging**
   The flow is designed to reduce friction by allowing users to select what they want to track during the initial customisation step. Once set up, daily observations can be logged quickly with minimal interaction. Quick notes include text and voice input, supporting different usage contexts.

3. **Flexible date selection with spatial feedback**
   Users can log entries for a custom date. Transitions and animations originate from the point of interaction, helping maintain spatial orientation and making the experience feel natural and predictable.

4. **One-handed interaction support**
   Sliders and controls are designed to be easy to use with one hand, supporting quick input during busy moments and aligning with mobile usability best practices.

5. **Clear and reassuring confirmation**
   An animated confirmation screen provides immediate feedback after completing a check-in and smoothly transitions the user back to the home dashboard, reinforcing a sense of completion.

6. **Overview-first dashboard design**
   The home dashboard presents key information using clear, scannable cards. Each card can be expanded to access more detailed insights, while the top summary highlights the last seven days and gently prompts users to log missing entries.


User flow in FigJam

10
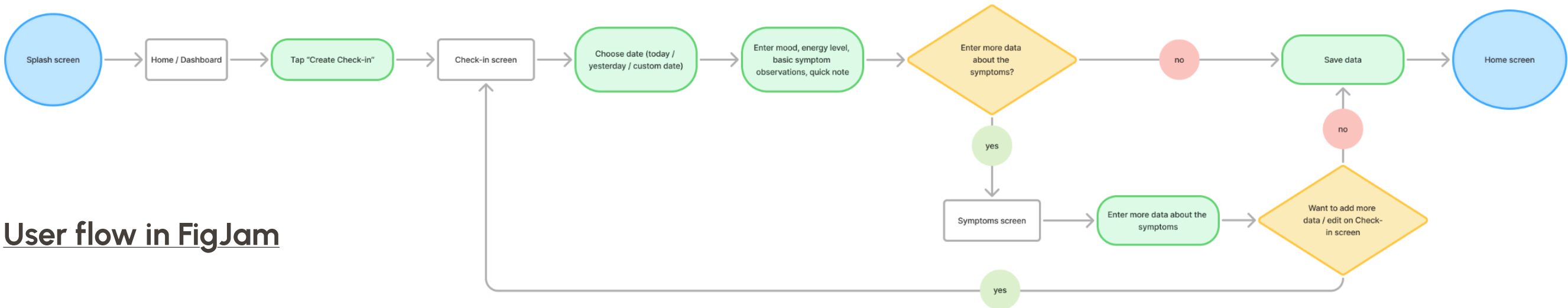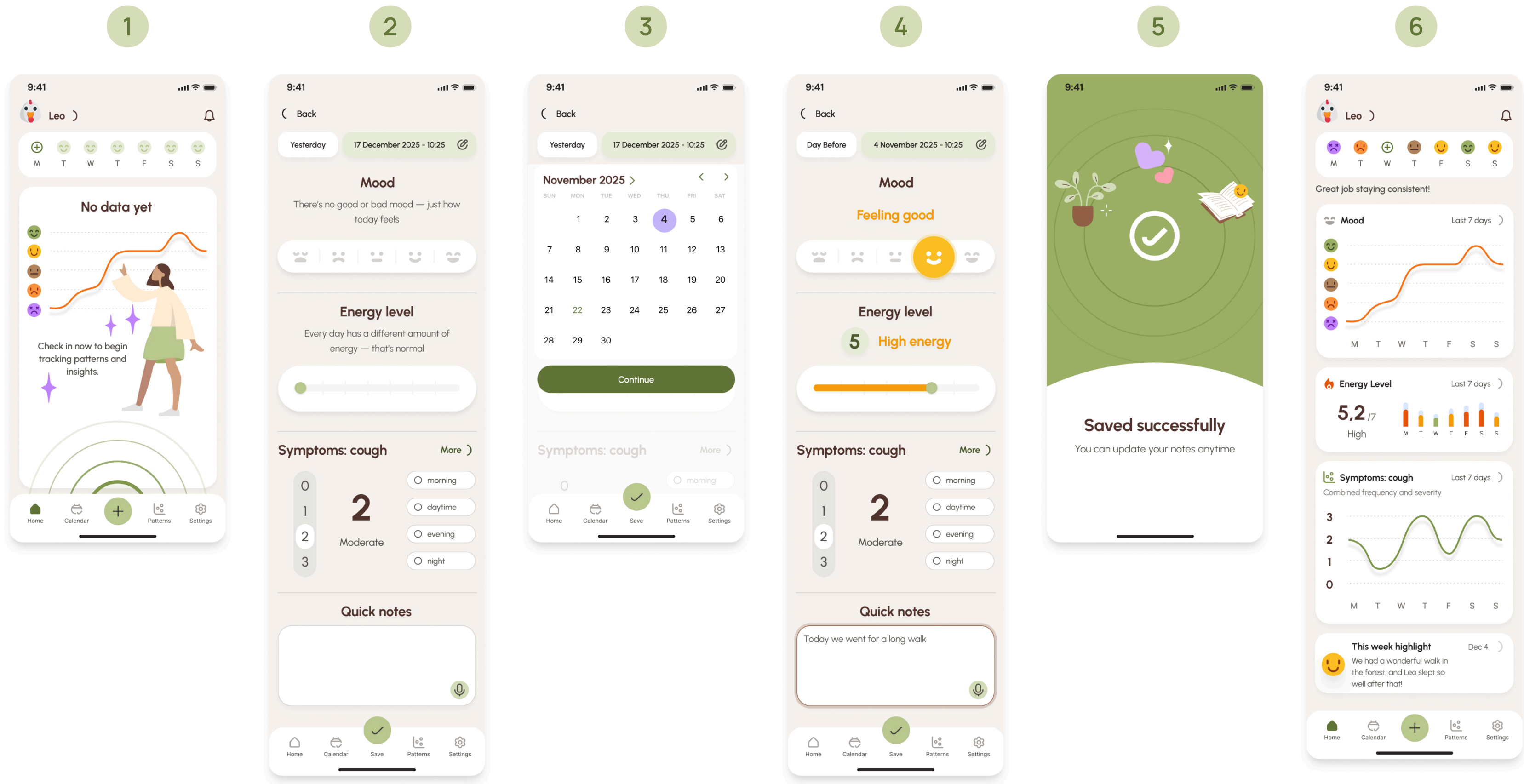
Conclusion

This project focuses on presenting the key functionalities and core screens of the app. While features such as the **calendar** and **patterns** are introduced in the bottom navigation bar, they offer clear opportunities for deeper exploration, including more advanced data visualisation and expanded tracking options.

The visual style, UI elements, and illustrations are intentionally designed to support richer animations and transitions in future iterations, recognising that motion and interaction play an important role in shaping a meaningful and engaging user experience in today's mobile landscape.

The next phase of this project would focus on testing and refinement. Usability testing with parents would help validate the clarity of the check-in flow, the effectiveness of data visualisation, and whether daily logging truly feels fast and effortless in real-life situations.

9:41

M   T   W   T   F   S   S

You're all set!

Your family's well-being journey starts here

Continue →
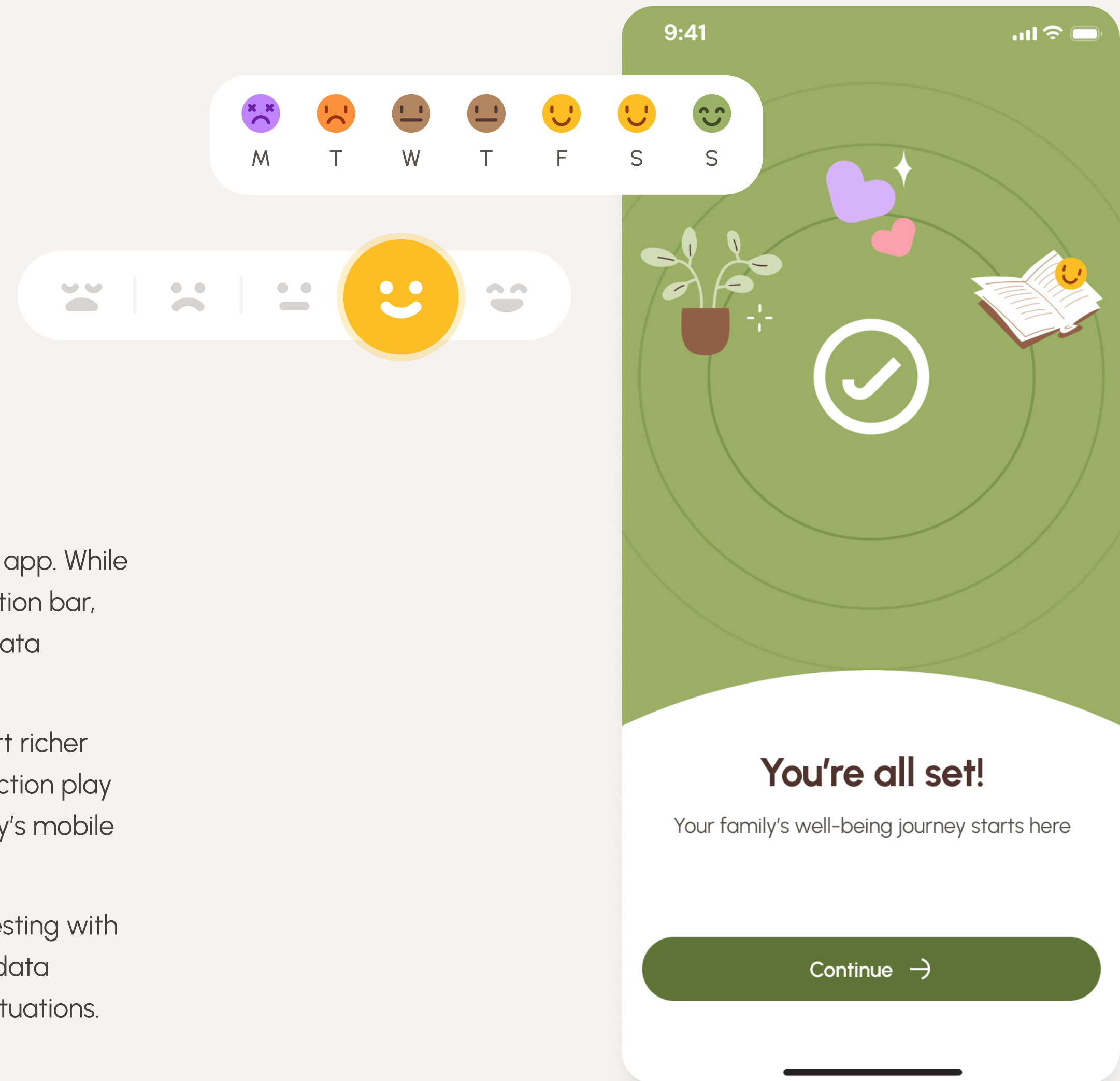
References

Resources

- Section: AW29 - Module 1. Prototyping | Norofflearning.noroff.no (accessed 15 December 2025).
- Material Design – Accessibility & Motion Guidelines. Available at https://m3.material.io/
- 7 fundamental user experience (UX) design principles all designers should know (2024) available at https://www.uxdesigninstitute.com/blog/ux-design-principles/?utm_source=chatgpt.com
- Design for the Invisible: How to Make Digital Products Feel Real. Available at https://medium.muz.li/design-for-the-invisible-how-to-make-digital-products-feel-real-6d680502098e
- 5 Best Practices for the Sign-up Flow (with examples!) Available at https://blog.prototypr.io/5-best-practices-for-the-sign-up-flow-with-examples-f55832edc8a3

Image References

- AI-generated illustrations using Adobe Firefly, generated on 21 December 2025.
- Vector illustrations from Figma plug-in Humaaans
- Vector illustrations from UI elements set Freud