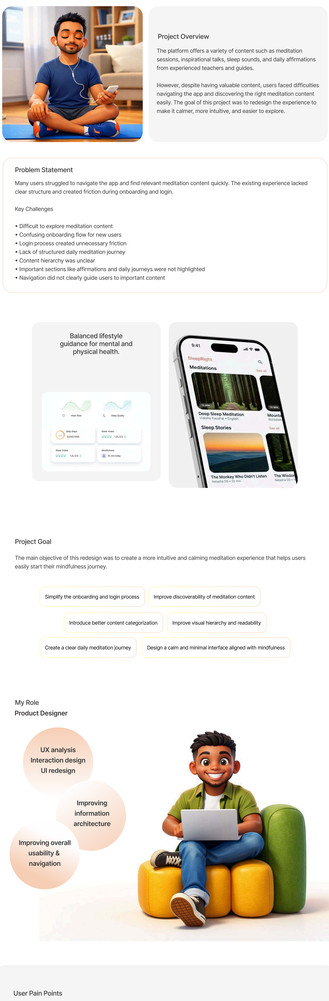
Role
Product Designer

THINKRIGHT



Project Overview

The platform offers a variety of content such as meditation sessions, inspirational talks, sleep sounds, and daily affirmations from experienced teachers and guides.

However, despite having valuable content, users faced difficulties navigating the app and discovering the right meditation content easily. The goal of this project was to redesign the experience to make it calmer, more intuitive, and easier to explore.

Problem Statement

Many users struggled to navigate the app and find relevant meditation content quickly. The existing experience lacked clear structure and created friction during onboarding and login.

Key Challenges

- Difficult to explore meditation content
- Confusing onboarding flow for new users
- Login process created unnecessary friction
- Lack of structured daily meditation journey
- Content hierarchy was unclear
- Important sections like affirmations and daily journeys were not highlighted
- Navigation did not clearly guide users to important content

Balanced lifestyle guidance for mental and physical health.

Project Goal

The main objective of this redesign was to create a more intuitive and calming meditation experience that helps users easily start their mindfulness journey.

- Simplify the onboarding and login process
- Improve discoverability of meditation content
- Introduce better content categorization
- Improve visual hierarchy and readability
- Create a clear daily meditation journey
- Design a calm and minimal interface aligned with mindfulness

My Role
Product Designer

- UX analysis
- Interaction design
- UI redesign
- Improving information architecture
- Improving overall usability & navigation

User Pain Points

Difficult Content Discovery
Users found it hard to browse meditation content because categories were not clearly structured and important content was buried within the interface.

Confusing Onboarding Experience
The onboarding process did not clearly explain the value of the app or guide users toward their first meditation session.

Login Friction
The login process added unnecessary friction before users could start exploring the meditation content.

Lack of Guided Journey
Users were not guided through a structured daily routine such as morning meditation, reflection, and sleep sessions.

Poor Content Hierarchy
Important features like affirmations, daily journeys, and meditation sessions were not visually prioritized.

Research & Insights

To better understand the problem space, I reviewed the existing product experience and analyzed user behavior patterns.

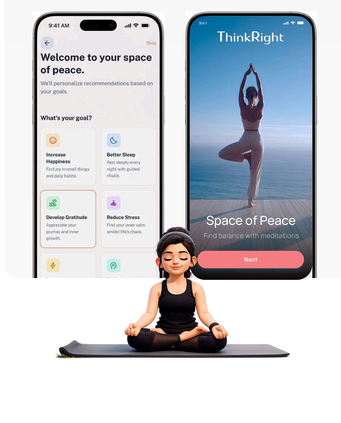
Key Challenges

Research Included
- Reviewing existing user flows
- Evaluating navigation structure
- Studying meditation apps like Calm and Headspace
- Identifying friction points in the current interface

Key Insight
Users prefer quick access to guided meditation sessions and a structured daily journey rather than browsing through complex navigation.
Meditation apps should feel calm, simple, and effortless to use.

Research & Insights

The redesign focused on three core principles.



Solution

The redesigned ThinkRight app improves usability by introducing a more structured and calming interface.

- Simplified login and onboarding flow
- Structured home screen highlighting daily affirmations
- Improved content discovery with categorized meditation sections
- Introduction of "Daily Journey" to guide users through mindfulness routines
- Clear hierarchy for meditation content and teachers
- Better visual design aligned with mindfulness and wellness

Outcome

The redesigned experience makes the app easier to navigate and encourages users to engage with meditation content regularly.

Improvements
Faster content discovery
Reduced login friction
Clear meditation journey for users
Better content hierarchy
Improved visual experience

The redesign helps users quickly start their mindfulness journey and build consistent meditation habits.

