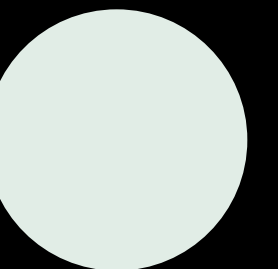
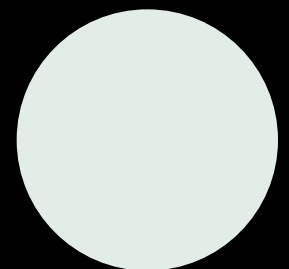


OnRise to Nestly

A Friendly Touch



Johanna Jarvis
IDM213 Interface Design– Animations

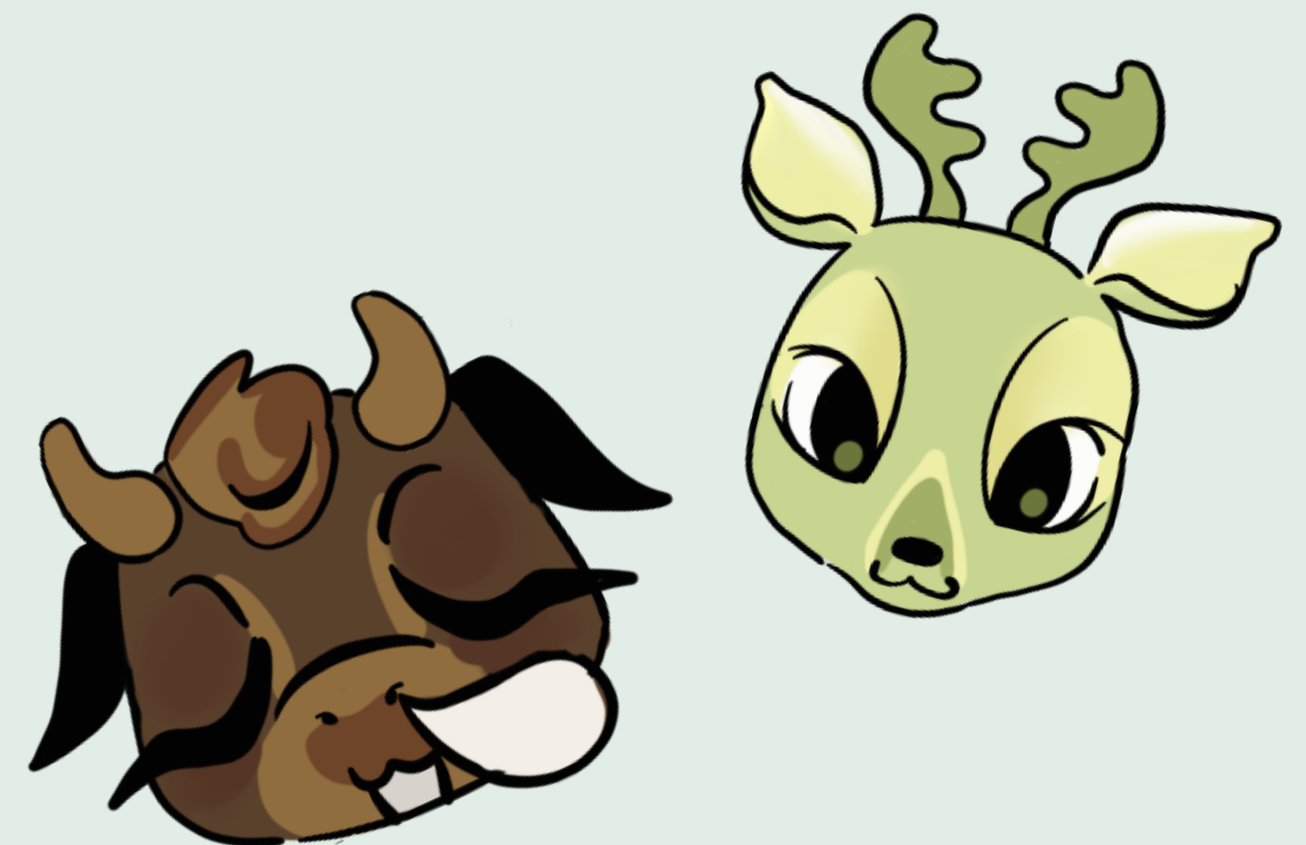


OnRise

OnRise is a minimal-designed app that helps users build habits. Designed to support personal growth without distractions, it offers a clean, ad-free experience grounded in behavioral science.

Nestly

Nestly plays into the minimal design through adding fun elements (animals + animations) to make the process more inviting.

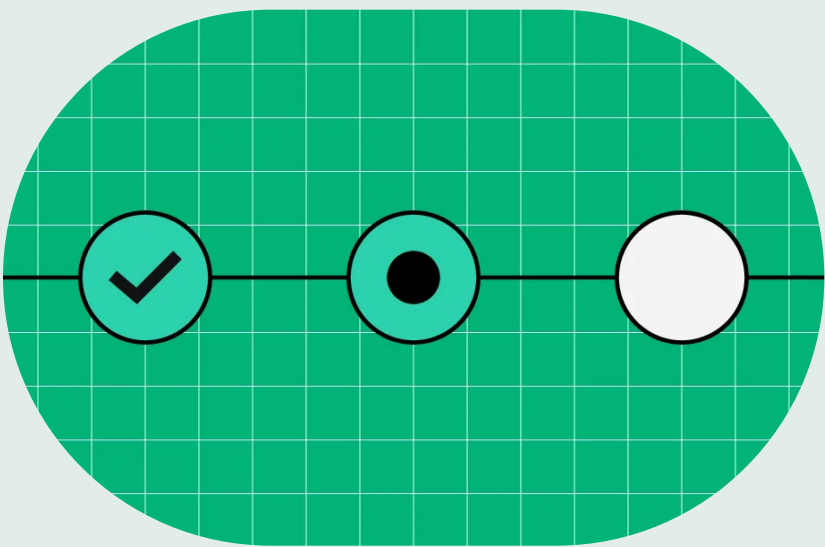


User Persona



Erica Munroe
Office Coordinator
Age: 36
Location: Philadelphia, PA

Erica recently transitioned from a freelance lifestyle to a full-time office job, and it’s been... a lot. Adjusting to a strict schedule she wasn’t emotionally prepared for, Erica often feels like she’s spinning. She’s trying to reclaim a sense of control, and her first goal is to drink a gallon of water a day. But that’s easier said than done. She forgets, she gets distracted, she misses the mark, and then she feels ashamed for failing a “simple” goal.



Goals

- Establish simple, sustainable wellness habits (like drinking more water)
- Maintain a better work-life balance
- Feel encouraged—not judged—when she slips
- Use tools that soothe, not stress



Pain Points

- Apps that feel crowded or cold
- Overwhelming dashboards and long onboarding processes
- Habit trackers that feel more like punishments than support
- Too busy to input too much—she needs low-maintenance

How Nestly Helps Erica

Gentle UX: Instead of harsh reminders, Erica is greeted by adorable characters

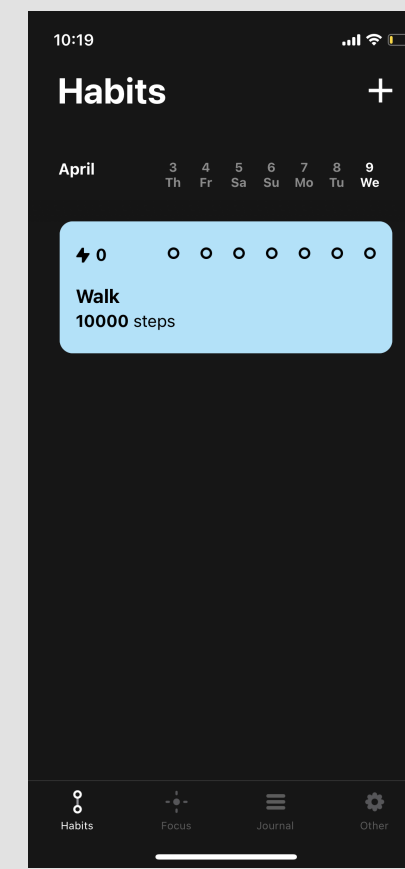
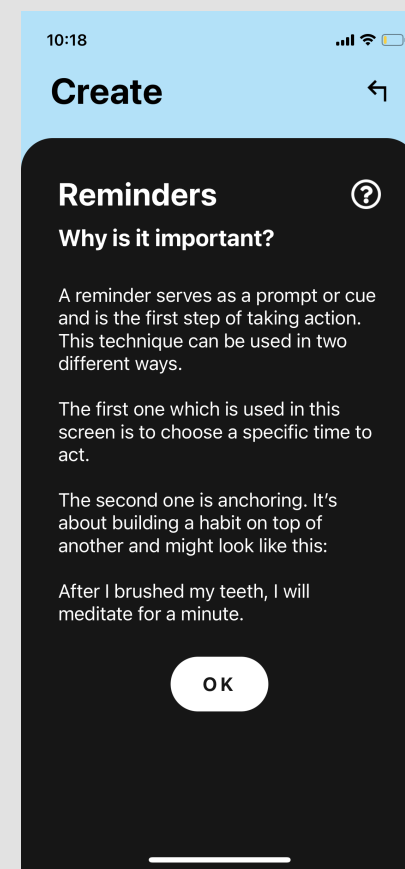
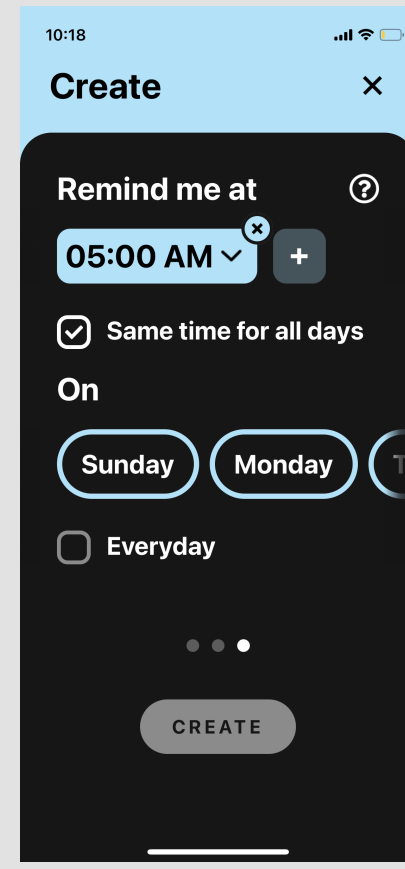
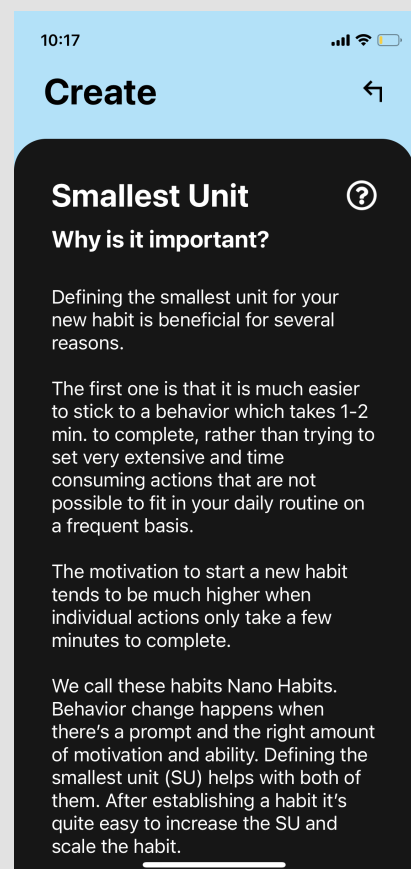
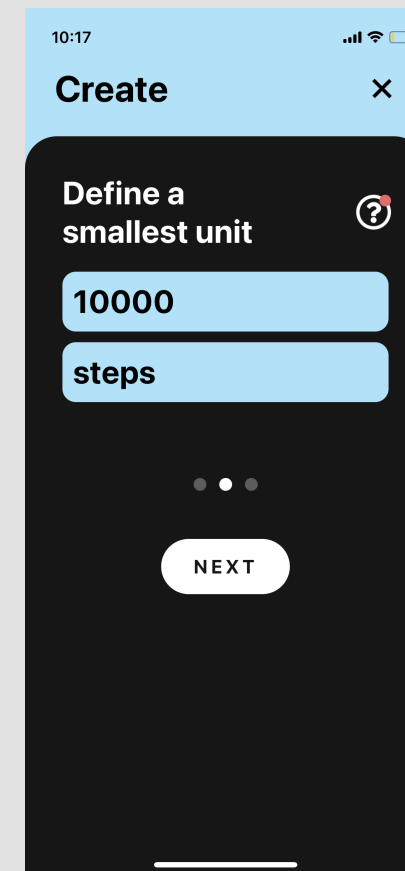
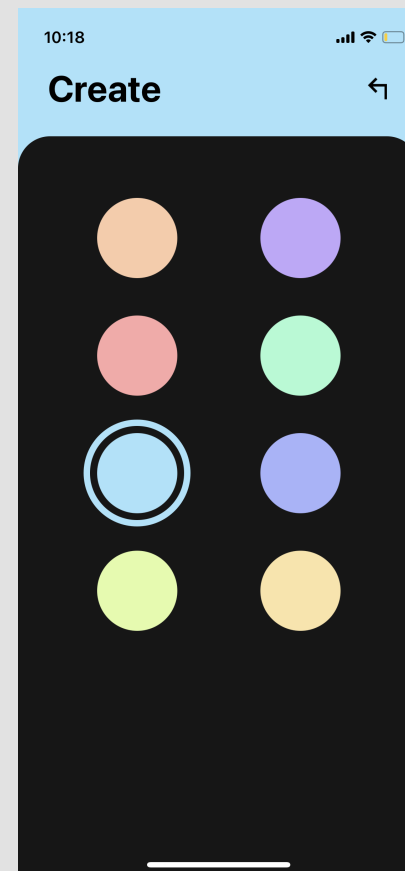
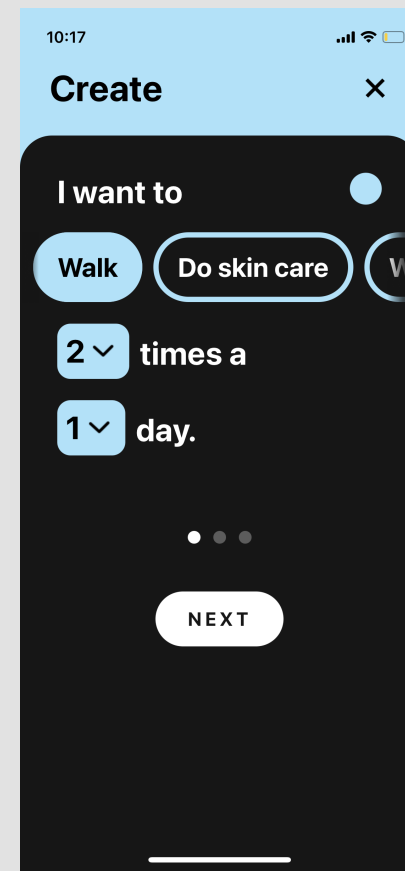
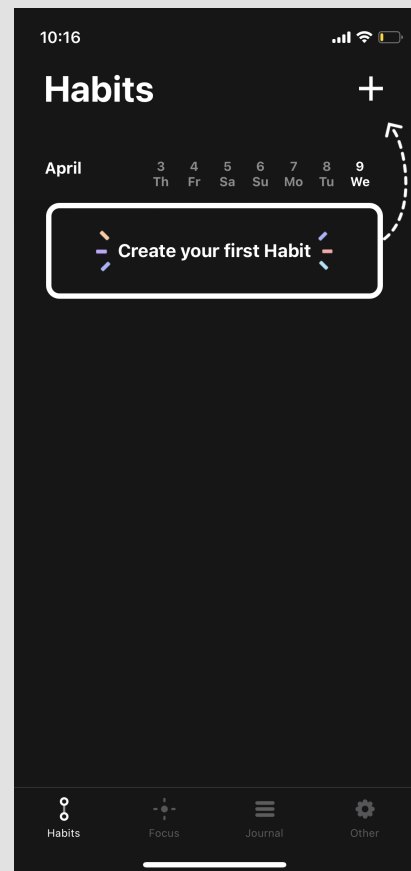
Quick Start: Set a habit in under 30 seconds—no over-customizing

Compassionate Nudges: If she misses a habit, her app kindly reminds her to check in on her pal

Visual Joy: The cozy forest world of Nestly gives Erica a tiny escape—an emotional breather from the stress of daily grind

Identity & Encouragement: Her Nest grows as she builds habits—small wins build self-esteem

ORIGINAL IX FLOW



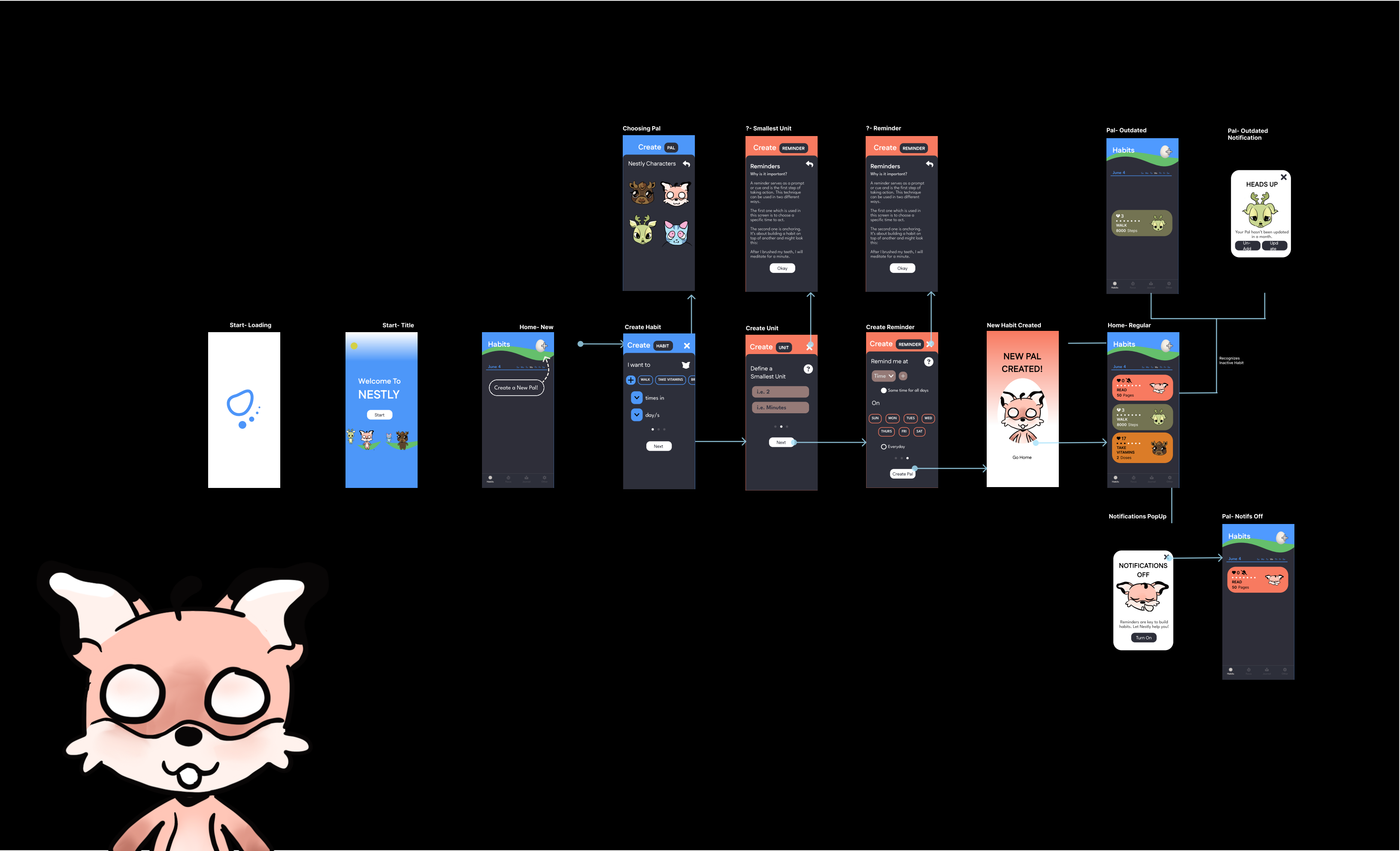
Simple, Possible Confusing Flow

- Lacks Visual Distinction
 - “What Am I Creating?”
 - “Which Habit is this?”
- No Clear User Incentives (for User Return)

How Animation Could Help

- Add Distinction in Style and Liveliness
- Guide Attention via Micro-Interactions

NEW IX FLOW

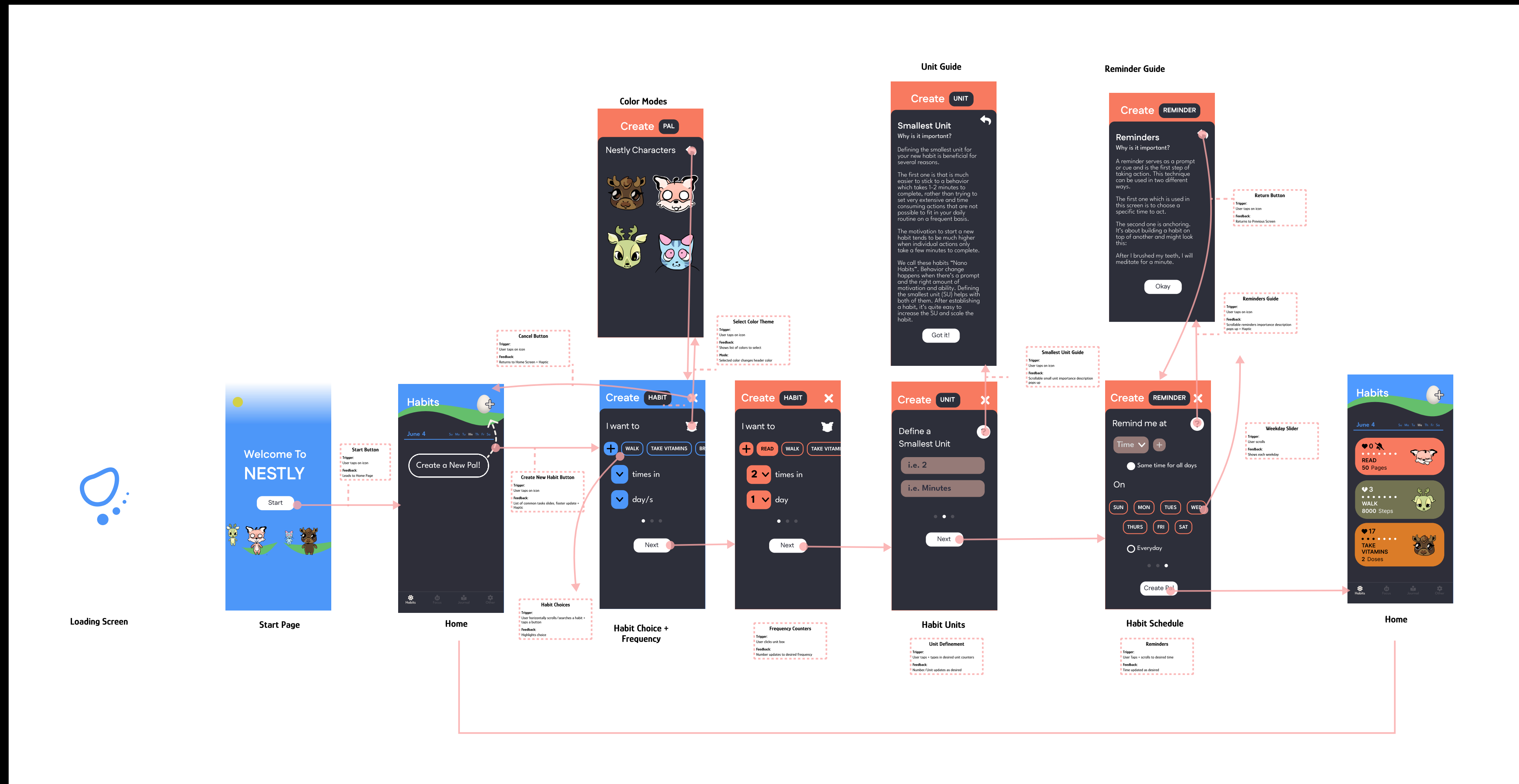


Some Solutions

- Changing Type-In Option to + Button
- Spacing Differently for lack of scrolling + efficiency
- Assigned Characters to Colors for Image-Habit Recognition
- Easing the process through “Re-Adding an Old Pal” and “Updating a Pal”



Interaction Guides



- Start
- Create Habit Egg Icon

- Habit Scroll
- Day/Time Inputs

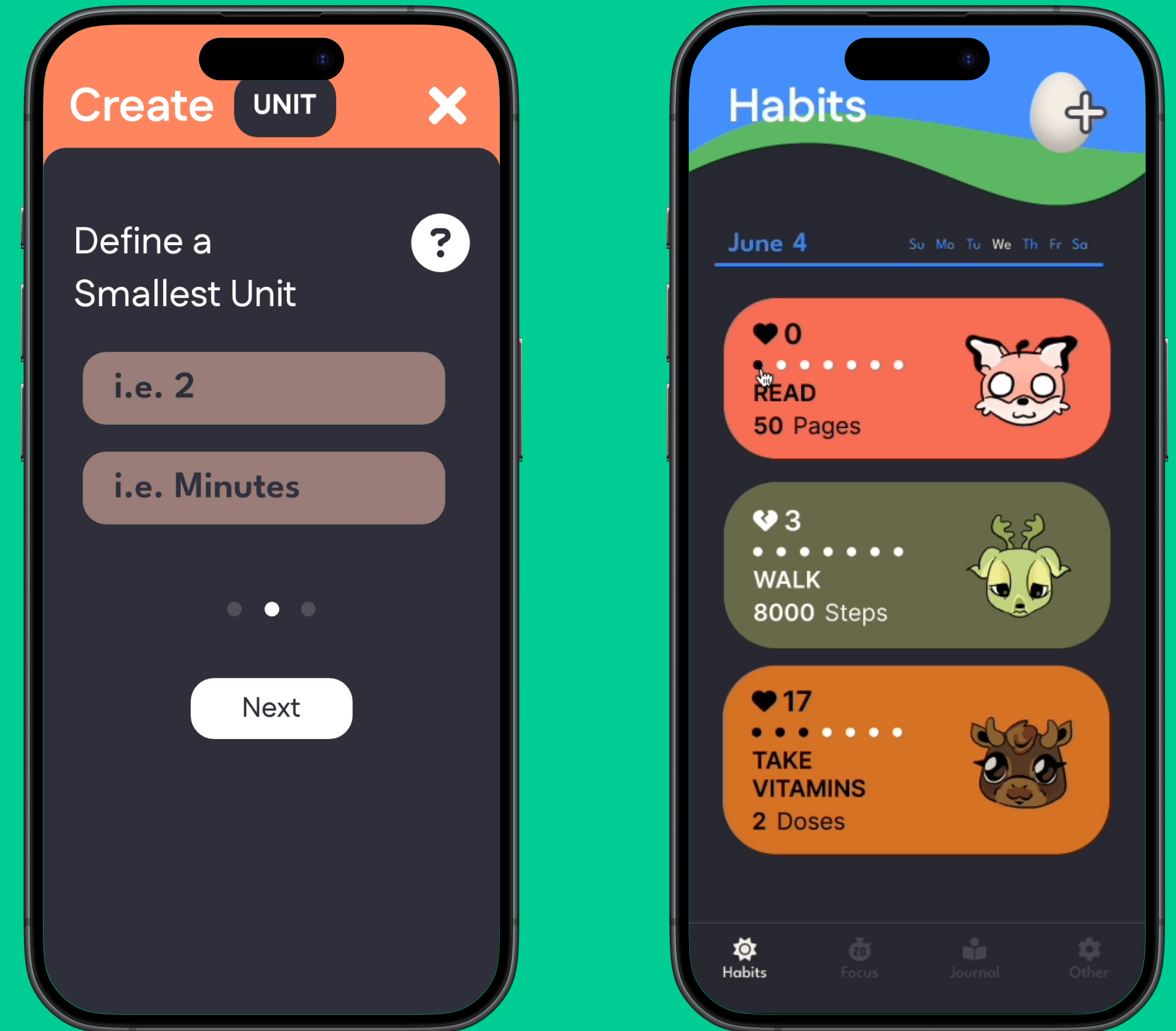
- Character/Color Selector
- Information ? Icon

- Logging Habit

UI Animations

Jitter

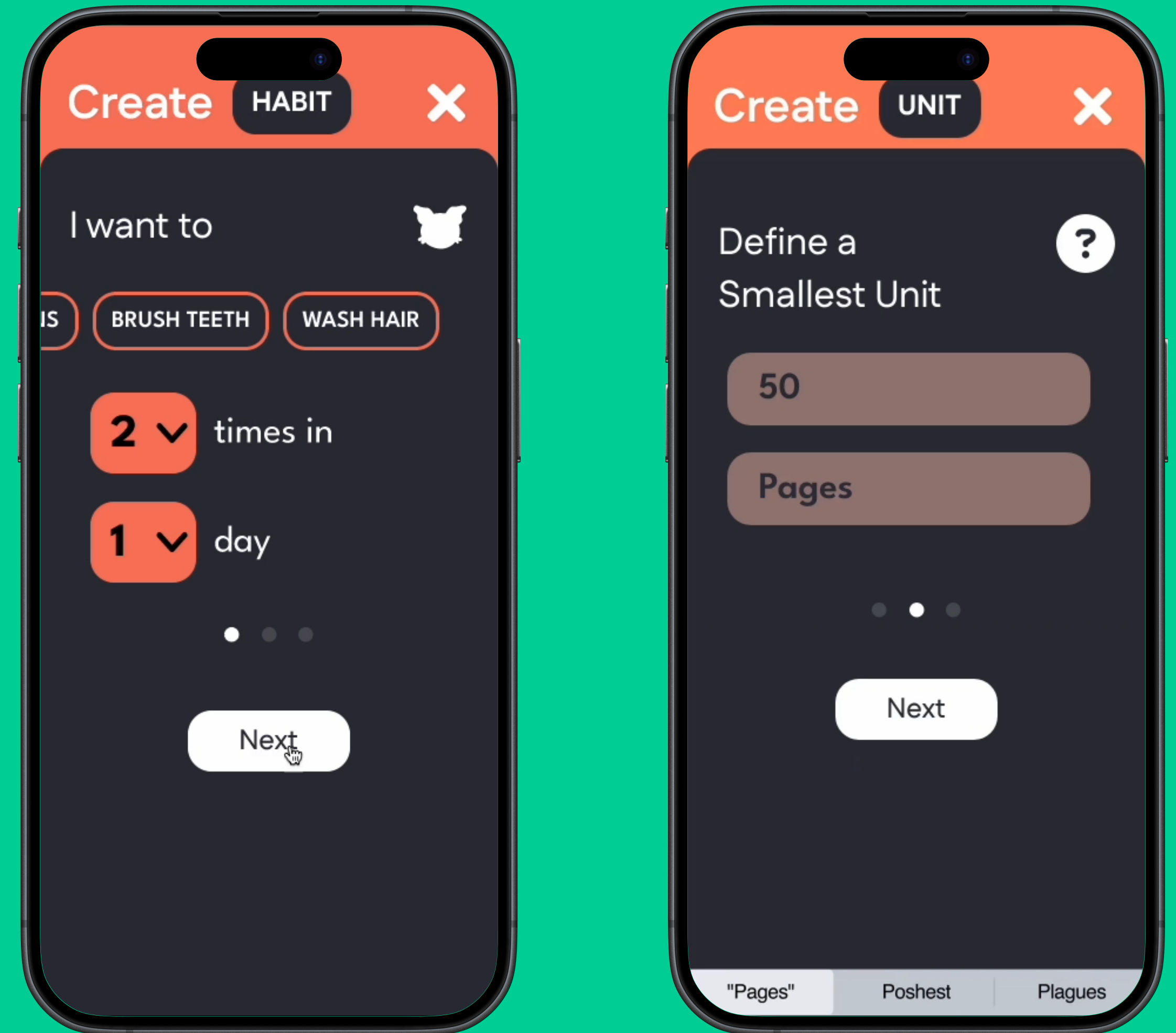
Used for Mock-Typing instead of using time for functional keyboard inputs



UI Animations

Page Flipping

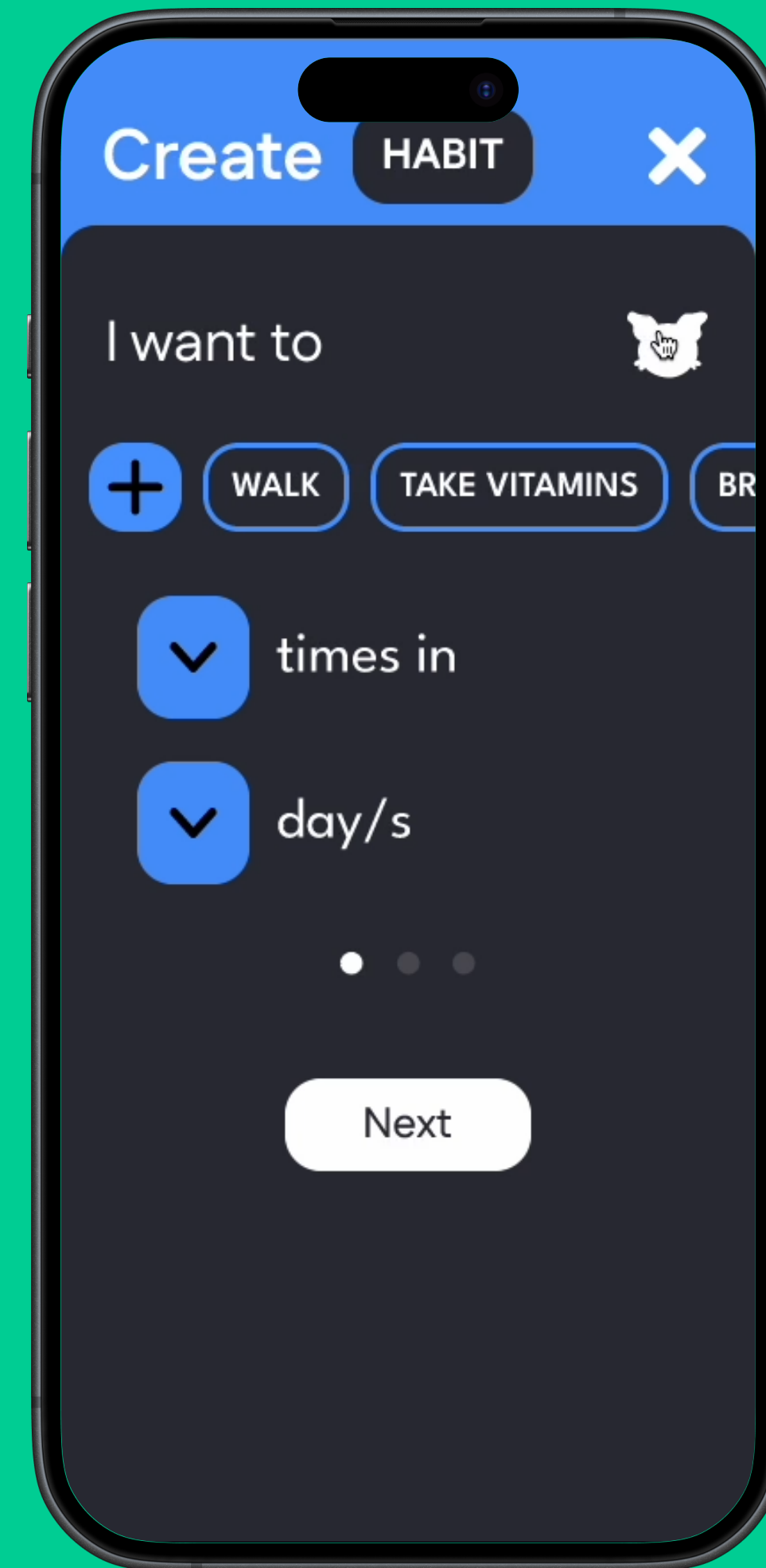
Wanting to have a real-life inspired animation based off Sticky Notes- something someone might have in their desk supplies to write/track things down.



UI Animations

Character “Hovers”

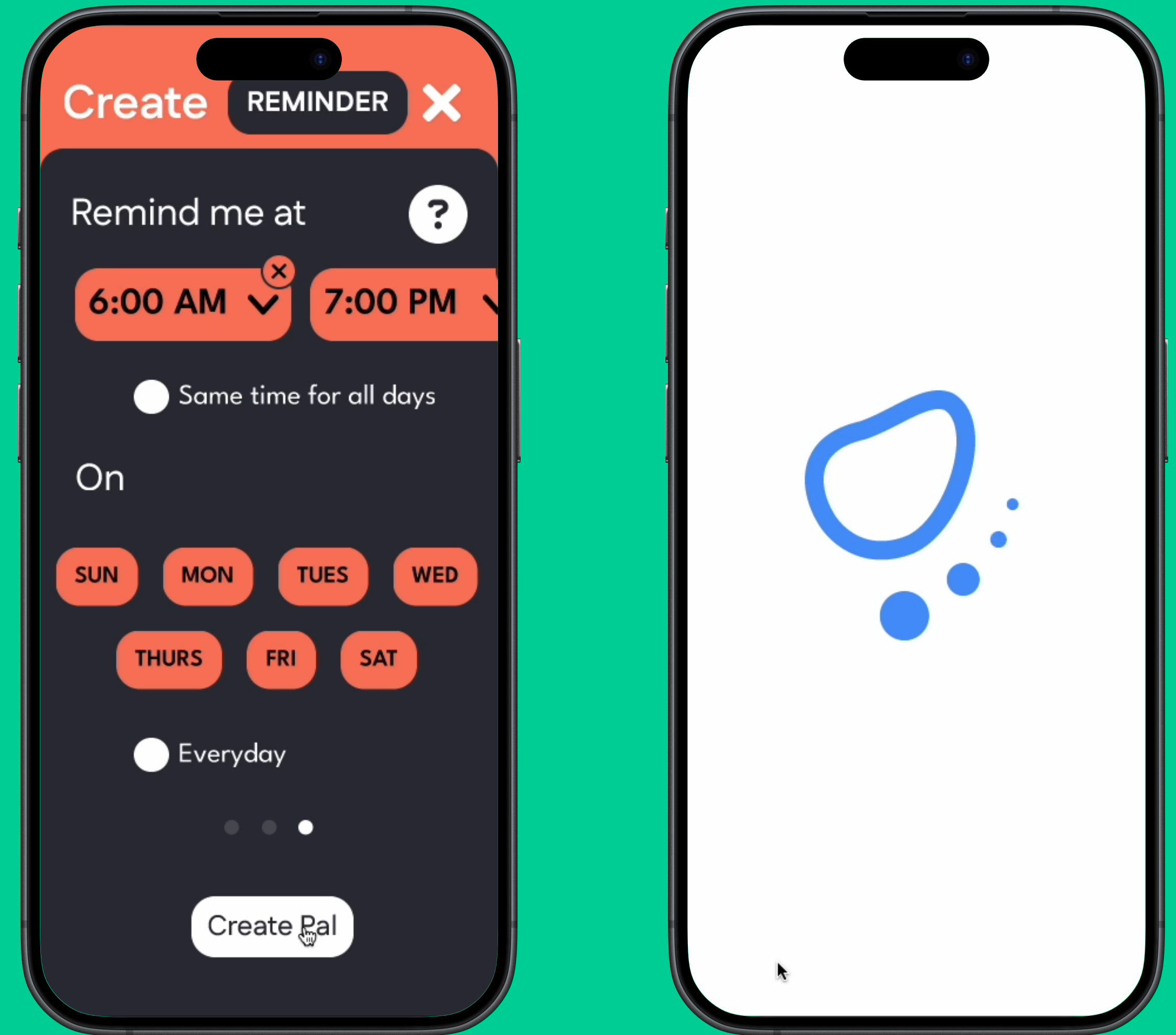
Bringing the Characters I made to life through facial expressions as simple as clicking, or a habit card variation (notifications off, un-updated, or idle)



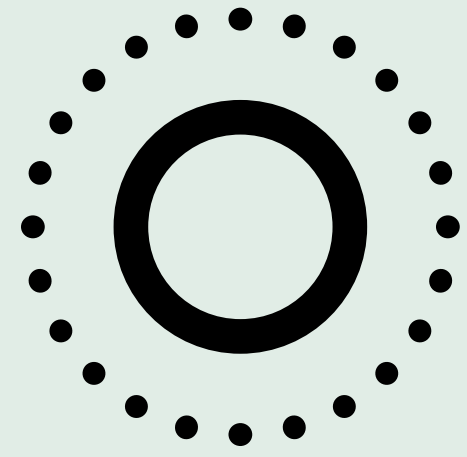
UI Animations

ETC

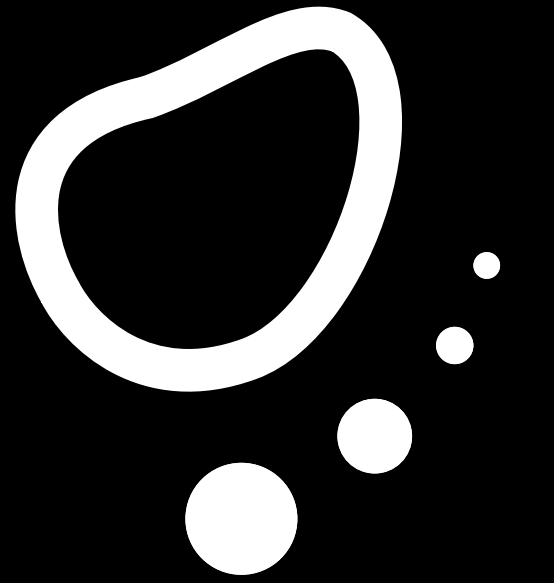
Subtle Smart Animates for Transition



OnRise



Nestly



Thank you!

Reach out to us if you have questions.

