UX Case Study

TOTORO Track

By Ghina Ibrahim

About

Totoro Track is a playful habit-tracking app designed to help people build routines without guilt or pressure. Inspired by nature and guided by a friendly Totoro mascot, the app turns tasks and habits into a growing “garden” of progress. It combines a light, accessible interface with gentle reminders, gamified rewards, and simple navigation.

Problem Statement

People often lose motivation with habit trackers because they feel repetitive, strict, and unengaging.
Totoro Track aims to turn habit-building into a supportive, playful, and rewarding journey that keeps users consistent over time.

Project Overview

2 Weeks	+33	Ai Ps	Android
Timeline	Screens	Tools	Project

Design Process

01 Discover

User Interviews
User Research
Competitive Analysis

02 Define

Persona
Empathy Map

03 Ideate

User Flow

04 Design

Visual Design
Mockups

05 Test

Usability Testing

Discover Phase

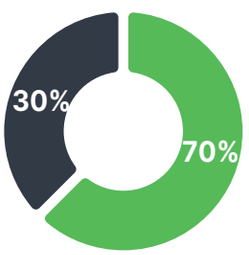
- **Qualitative Research**

We conducted interviews with habit-tracking app users to understand their experiences, motivations, and frustrations. The focus was on why users stop using apps, how they stay motivated, and what features or tones encourage long-term engagement.

- **Key Insights Derived From The interviews**

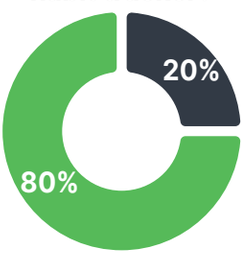
- Many users abandon apps because they feel too strict or repetitive.
- Visual rewards and encouragement are preferred over negative feedback or rigid streaks.
- Supportive, nature-inspired tones make users feel less pressured and more motivated.
- Simplicity and ease of use are crucial — overly complex apps cause frustration.

Do you currently use a habit tracker?



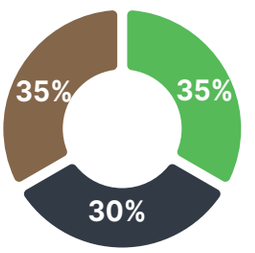
- Yes
- No

Preferred tone in a habit tracker?



- Supportive
- Strict

Main reason for stopping a habit tracker



- Too strict
- Boring
- Forgot

- **Key Insights Derived From The Surveys**

- Visual style matters: playful/nature-inspired tones are more motivating than minimalist or strict designs.
- Celebrating small wins (animations, positive feedback) is highly motivating.

• Supportive, nature-inspired tones make users feel less pressured and more motivated.
• Drop-off is strongly linked to apps being too repetitive or punishing.
• Users value gamification but prefer gentle encouragement over rigid streak pressure.

Competitive Analysis

	HabitNow	HabitGenius	Totoro Track
Gamification	🟢	🟢	🟢
Visual Design Appeal	🟠	🔴	🟢
Ease of Use / Learning	🟢	🟠	🟢
Personalization	🟠	🟢	🟢
Progress Visualization	🔴	🟠	🟢

🟢 : strong / present 🔴 : weak or absent 🟠 : partially present

Define Phase

Personas

Age: 24

Work: Graduate Student (Design Major) & Freelance Designer.

Status: Single

Location: Beirut, Lebanon

Tech Comfort : High – uses apps daily, but quickly abandons unengaging ones.

Lina Hamzeh

About

Lina is a 24-year-old graduate student pursuing a design major while freelancing on the side. Living alone in a busy urban apartment, she juggles studies, work, and personal well-being. She relies on digital tools to stay organized but easily disengages from apps that feel rigid, cluttered, or uninspiring.

Goals

- Build consistent study and self-care habits
- Stay motivated without feeling pressured
- Visualize progress in a playful, relaxing way

Frustrations

- Apps feel cold or punishing
- Streak resets are discouraging
- Overwhelmed by notifications and too many features

Age: 30

Work: Marketing Specialist

Status: Married with one child

Location: Beirut, Lebanon

Tech Comfort : Moderate – tries multiple apps but abandons after frustration

Adam Omar

About

Adam is a 30-year-old marketing specialist balancing a busy work schedule with family life. He's interested in building healthy routines like exercise and meditation but often struggles to keep momentum when apps feel rigid or uninspiring.

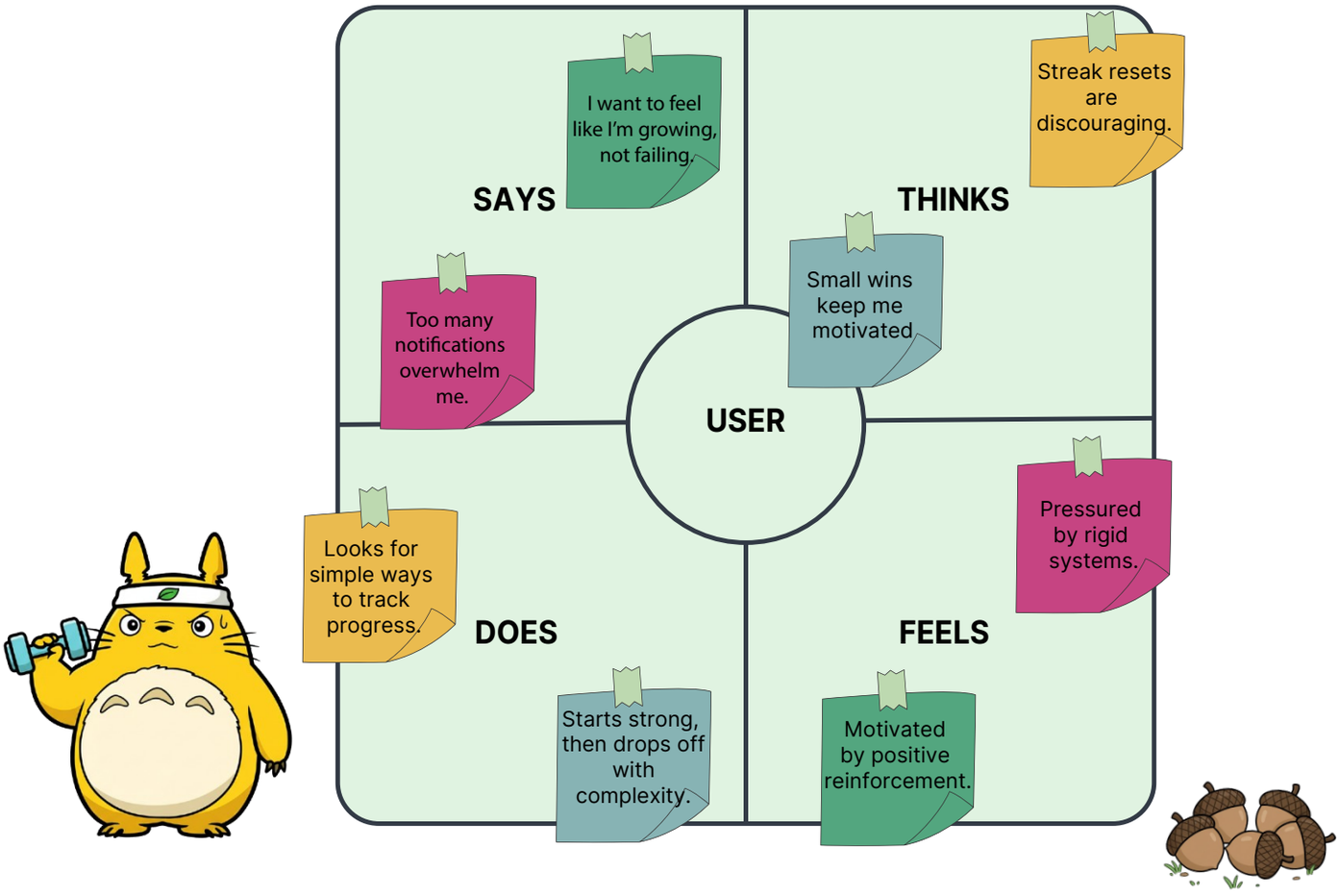
Goals

- Maintain daily exercise and meditation habits
- Feel rewarded for small achievements
- Have optional social/community involvement for accountability

Frustrations

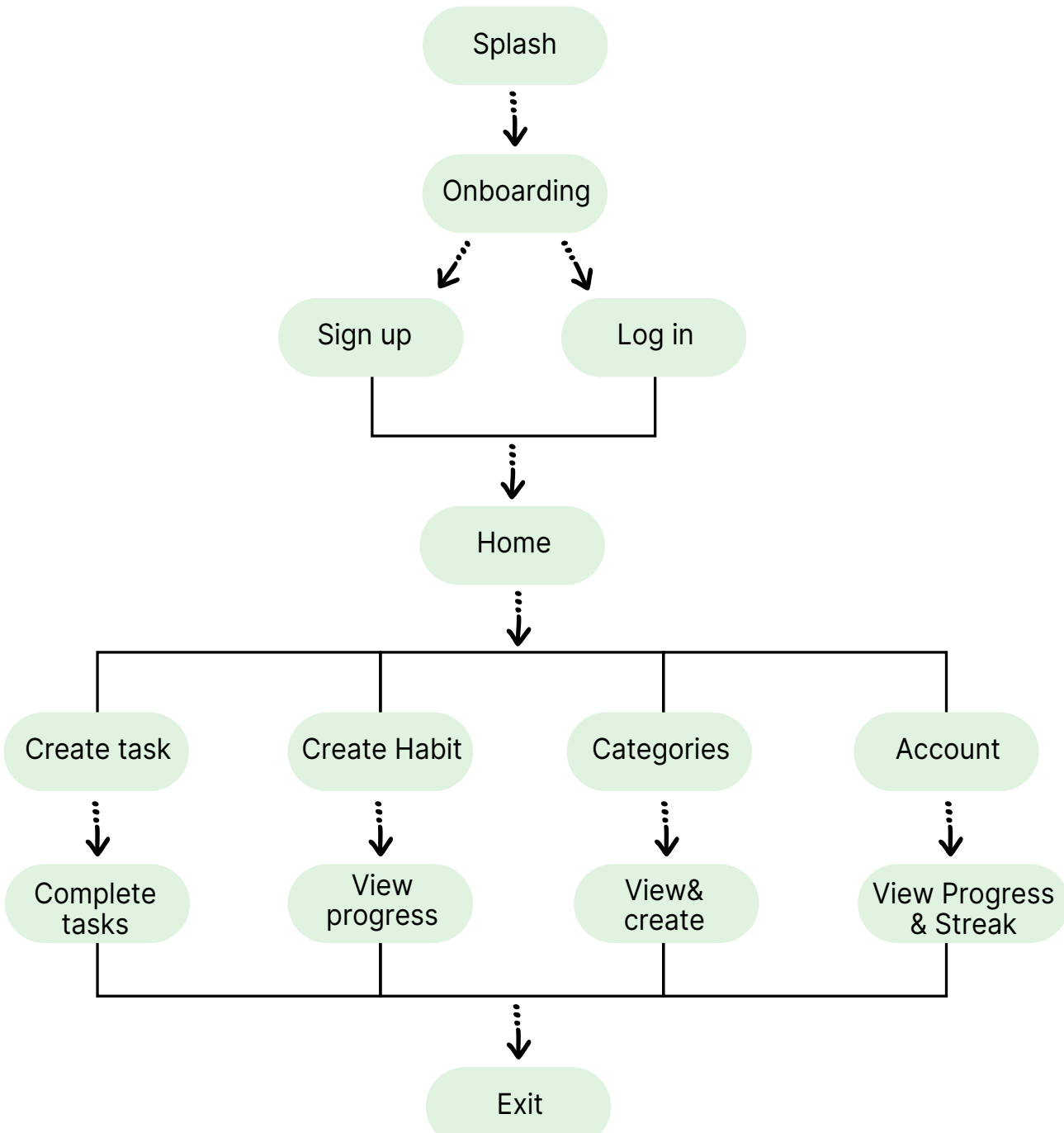
- Strict notifications feel like nagging
- Apps are too text-heavy or boring
- Community features feel overwhelming if mandatory

- **Empathy Map**



Ideate Phase

- **User Flow**



Platform Choice

- **Platform = Android, Why Android?**

- Most of our target users already use Android devices.
- Android has the largest market share in our region.
- Material Design lets us customize while staying usable.
- Easier and faster to prototype and test on Android first.

Accessibility and inclusive design

- High Contrast & Readable Text: Light backgrounds with dark text and scalable fonts for users with low vision.
- Color Accessibility: Palette checked for color-blind friendliness; no key information shown by color alone.
- Clear Touch Targets: Large, well-spaced buttons for easier tapping on small screens.
- Plain Language: Gentle, simple wording to reduce cognitive load.

Totoro's Solution

Totoro Track transforms habit tracking into a supportive, nature-inspired experience. Instead of harsh streaks and nagging reminders, it uses a playful Totoro mascot, plant-growth visuals, and gentle notifications to motivate users. The app's Android-first design offers simple navigation, accessible layouts, and customizable reminders. By replacing strict dashboards with soft visuals and rewards, Totoro Track helps users build habits in a way that feels friendly, flexible, and sustainable.

Design System

Typography

Aa

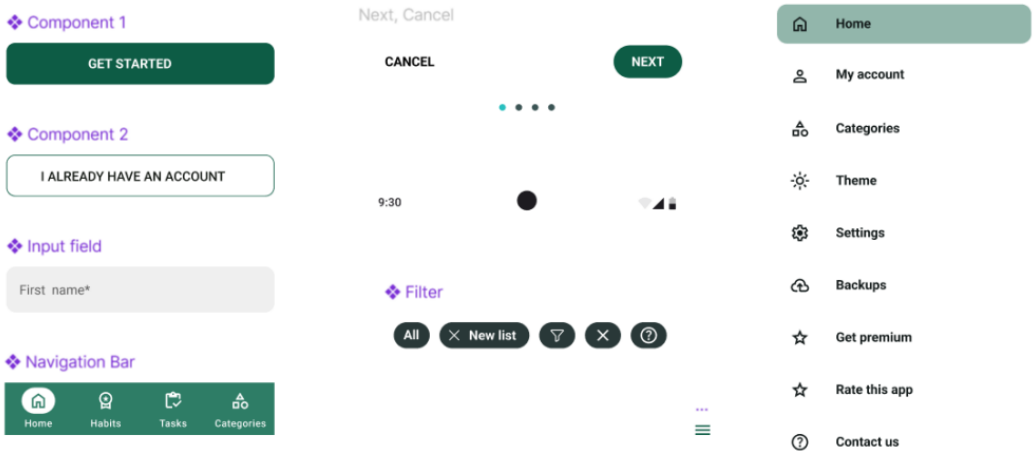
A B C D E F G H I J K L M N O P Q U R S T U V W X Y Z
a b c d e f g h i j k l m n o p q u r s t u v w x y z

Roboto Regular **Medium** **Semi- Bold** **Bold**

Colors

#0D5C45 **#21823b** **#5C5C5C** **#FFFFFF** **#121717**

Components



Usability Testing

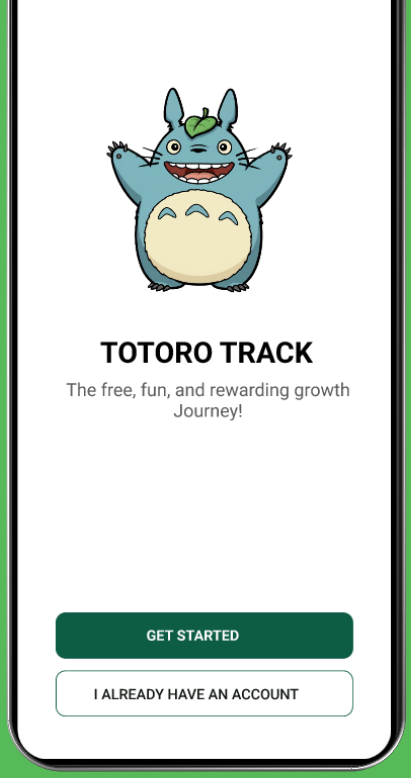
To validate the prototype, I conducted an informal usability test with a friend. She explored the demo without guidance and reported that it felt clear, easy to navigate, and accessible. This quick feedback confirmed that the Totoro mascot, simple navigation, and gentle visuals worked well together, reducing friction and improving the overall experience.

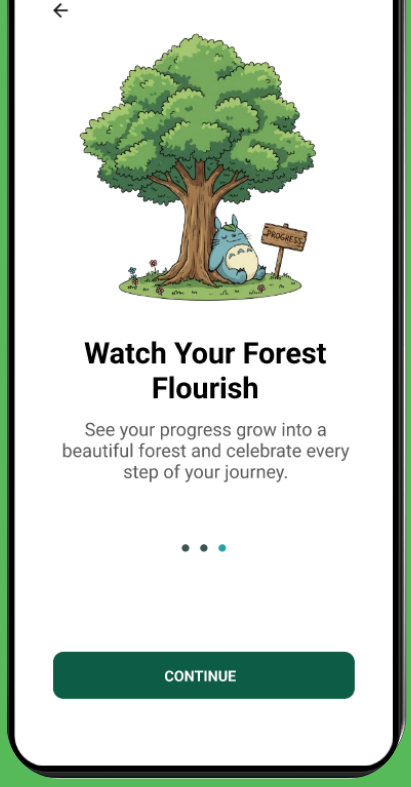
- **AI in the Design Process**

I used AI tools to speed up research synthesis, create visuals, and refine copy. AI helped me summarize interview insights, generate Totoro-inspired illustration ideas, and draft initial UI concepts. This allowed me to iterate faster, test more options, and focus my time on creative problem-solving and user experience rather than repetitive tasks.

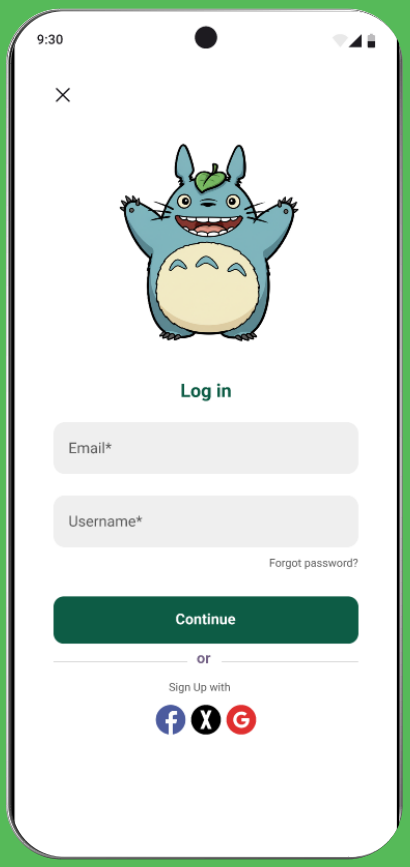
Mockups

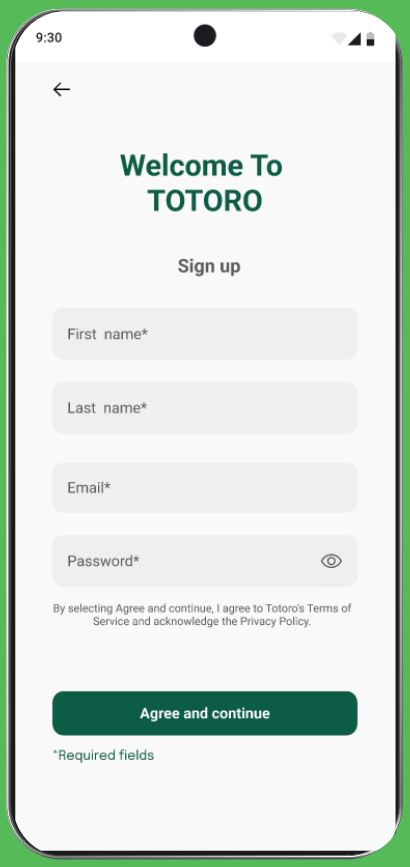
- **Onboarding**



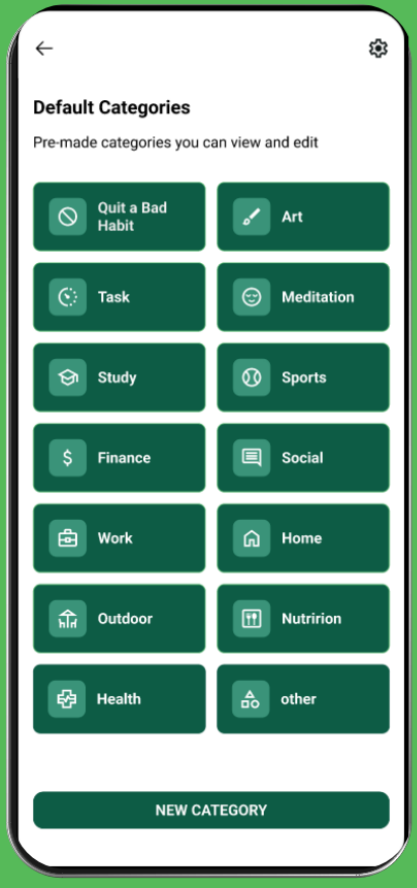


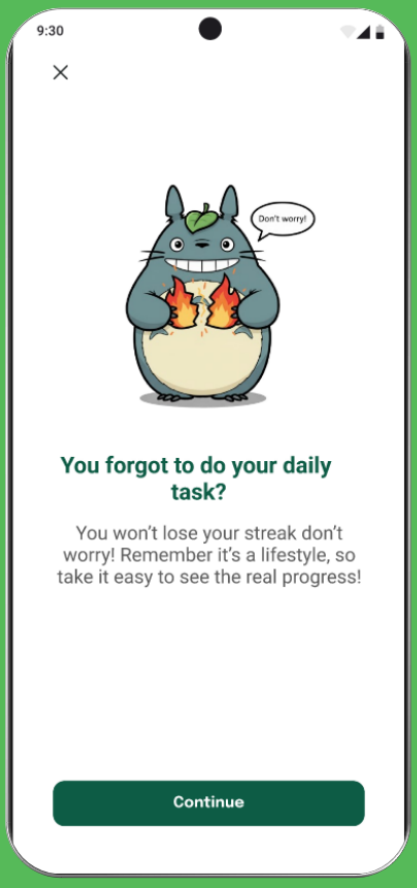
- **Log in & Sign up**





- **Home Screen & Navigations**





View Demo

Conclusion & future features

By replacing strict streaks with plant-growth visuals, a friendly Totoro mascot, and gentle reminders, the app helps users form habits without guilt.
Looking ahead, Totoro Track plans to introduce a Community Section. This feature will let users optionally join group challenges, share progress, and grow a “community garden” together. Participation will remain completely optional so users who prefer a solo experience can keep the app simple and private, while others can opt into supportive social elements.