

YOUTOPIA

An app that makes tracking your health fun, visual, and personal.

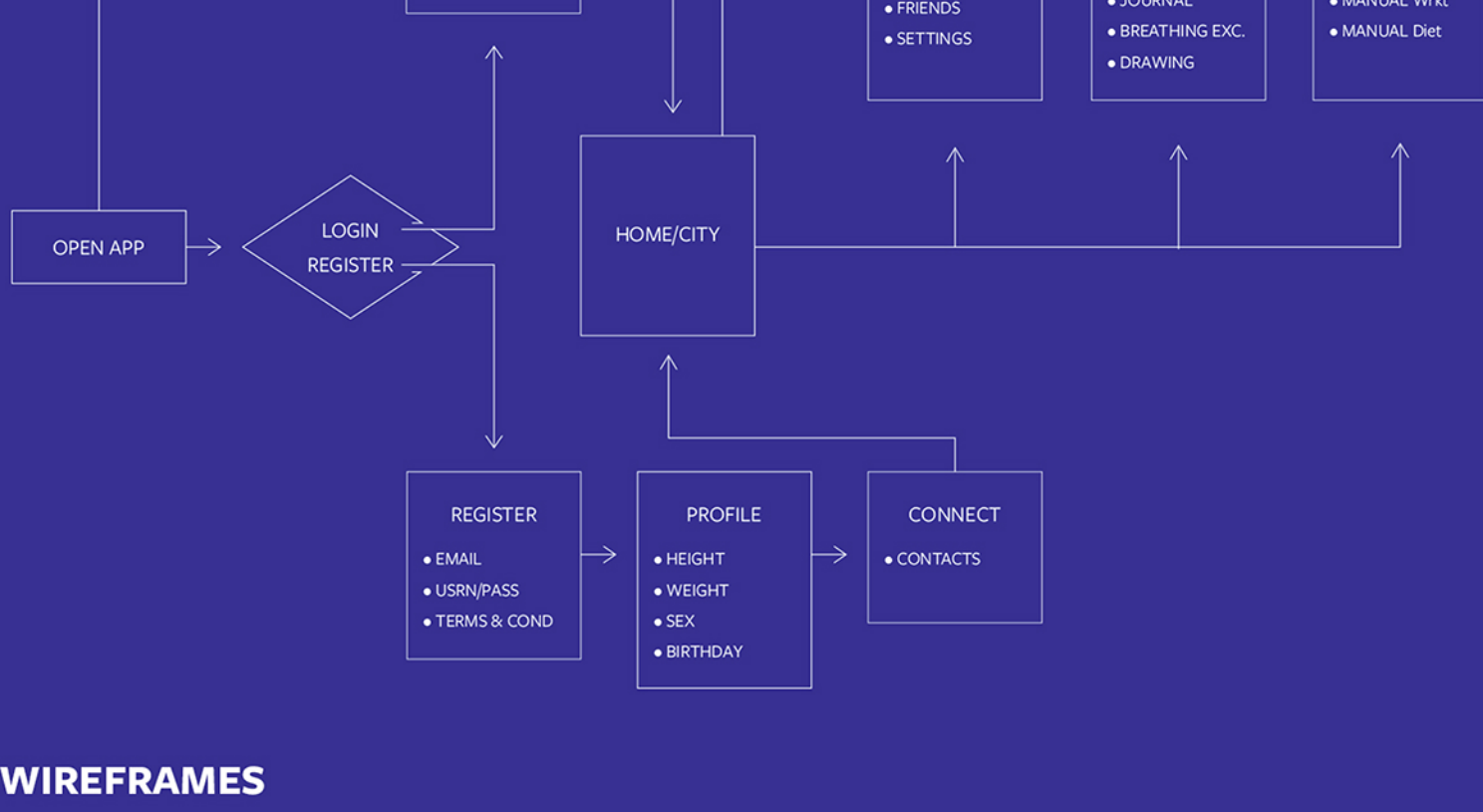
01

OVERVIEW

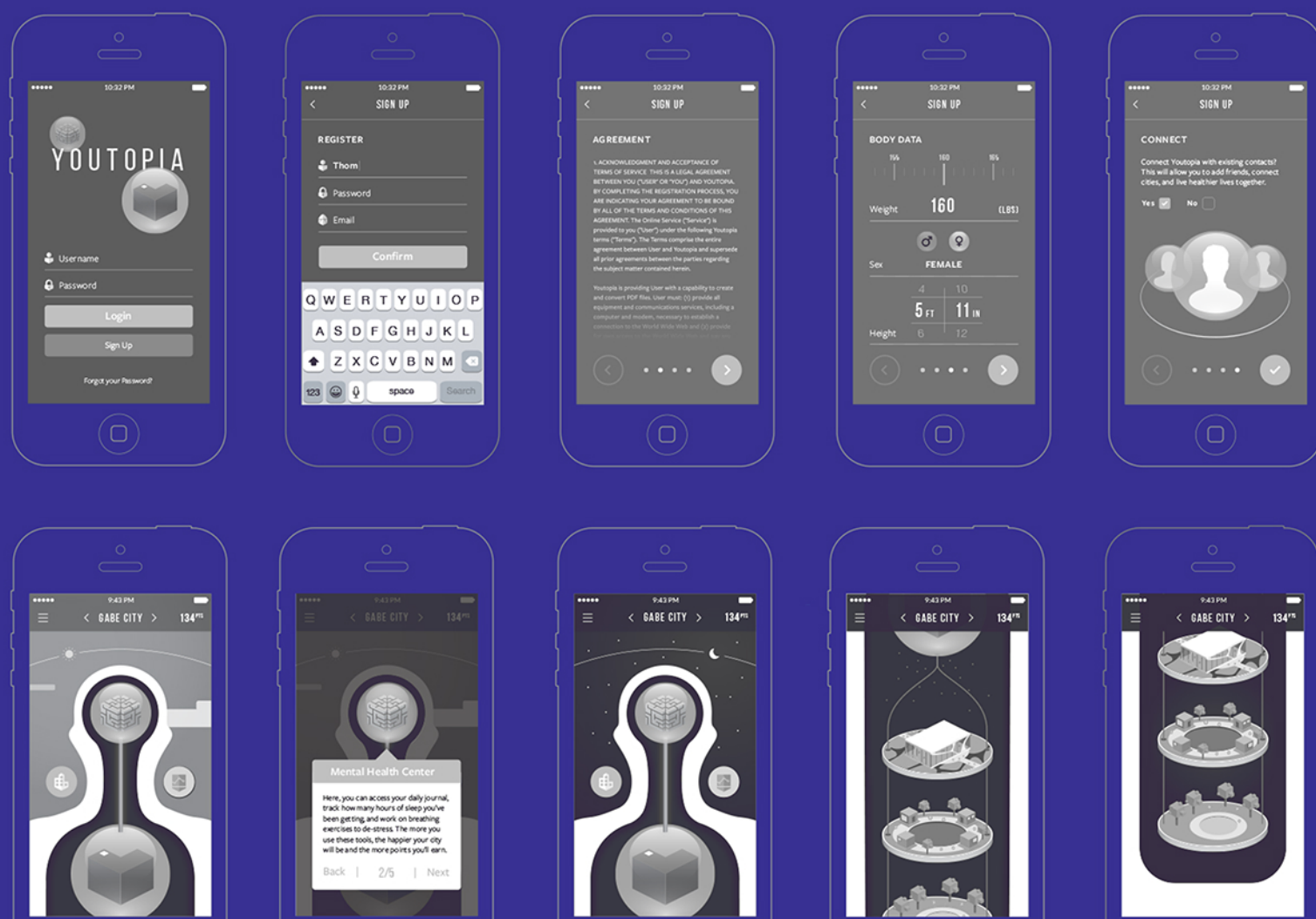
Youtopia is a new health and wellness app that allows players to create and customize a city that visualizes their exercise and eating habits in real-time. The healthier they live on a day-to-day basis, the healthier and happier their city will be.



USER FLOW



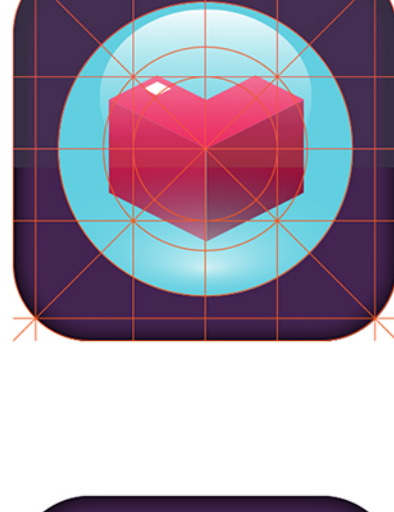
WIREFRAMES



02

BRANDING

For Youtopia's logo, I wanted to convey the idea of health and fun through a simple visual solution. I used isometric design to create an ownable heart icon and to communicate the type of visual style a player would expect from the game.



TYPOGRAPHY

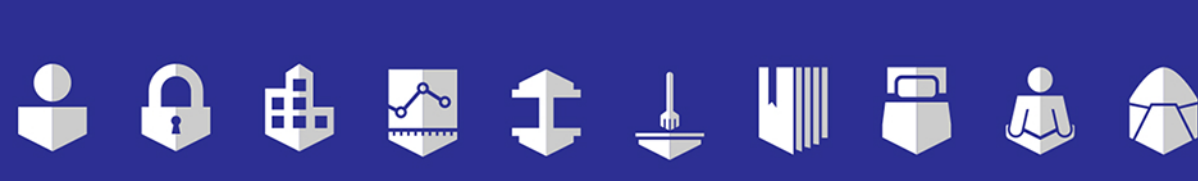
Freight Sans Pro

THIS IS AN ALL CAPS EXAMPLE

Freight Sans is the sans-serif companion to the typeface Freight Text. Its humanist forms give it a warm and friendly appearance. In my opinion, I think it's a great sans for setting body copy. Freight Sans is available in five weights—light, book, medium, bold and black—each with matching italics and small caps styles.

BEBAS NEUE

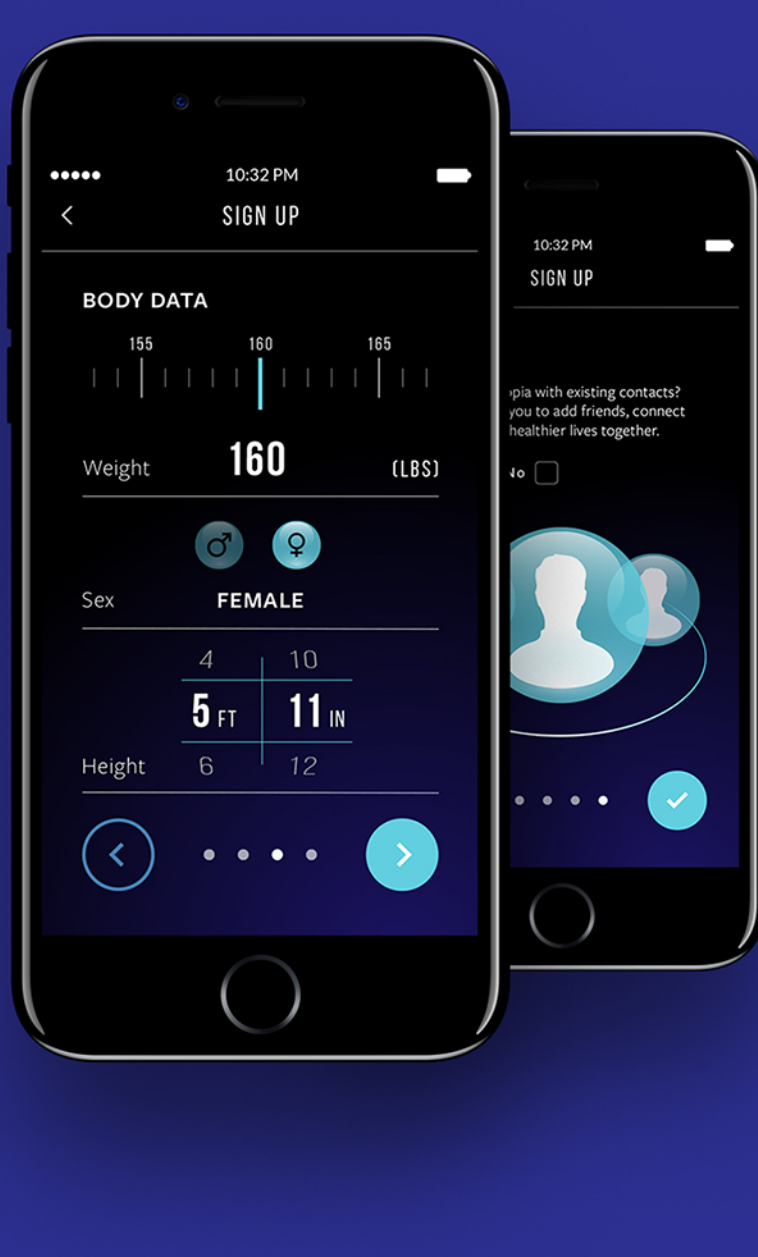
AABBCC



03

LOGIN & REGISTERING

When a user opens the app for the first time, they are brought to the landing screen where players can either login or create an account. When creating an account, players enter information about their current health. This allows the game to create a starting point for the user to improve from.



04

CITY

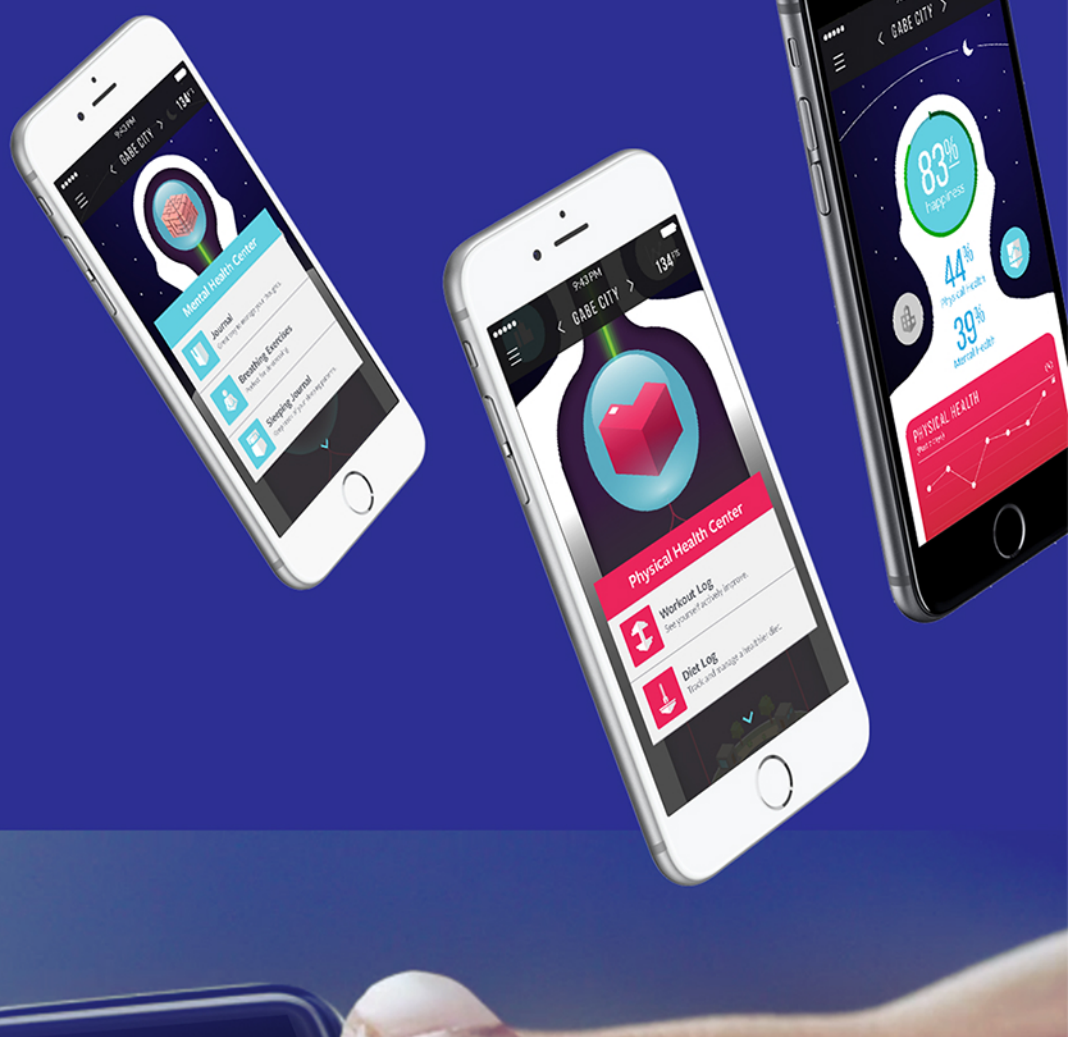
The city's layout is vertical and works in stacks of land. This makes it mobile friendly and requires scrolling rather than pinch and dragging to view. Here, users access the Mental and Physical Health Center and also customize their city by re-layering and purchasing more land types.



05

TRACK & VIEW DATA

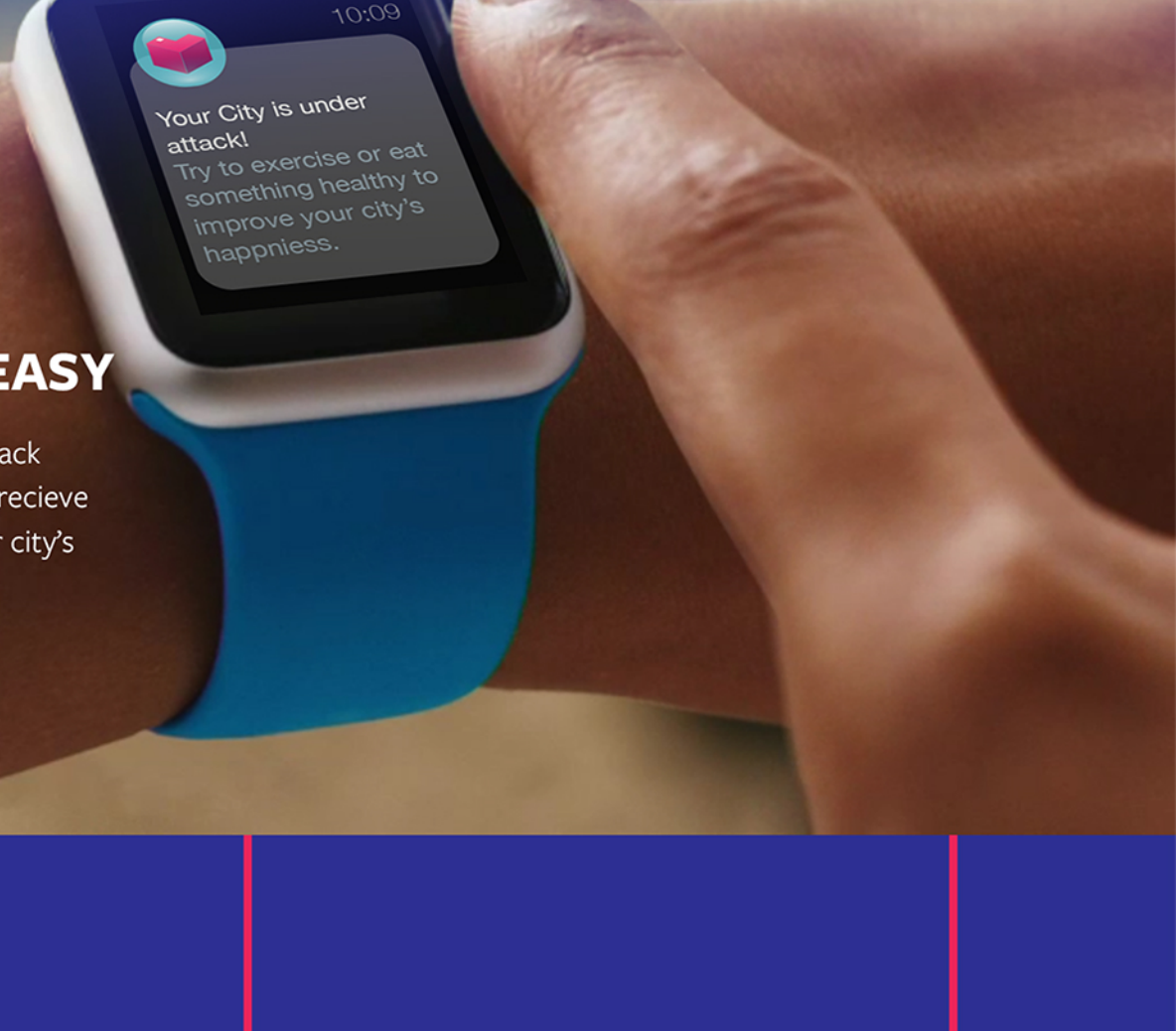
By flipping over to the data side, users can examine their progress over a week long period. Their city's "happiness" level is calculated by how strong your mental and physical health is. Your "happiness" determines how well your body can defend from viruses and bacteria.



06

TRACKING MADE EASY

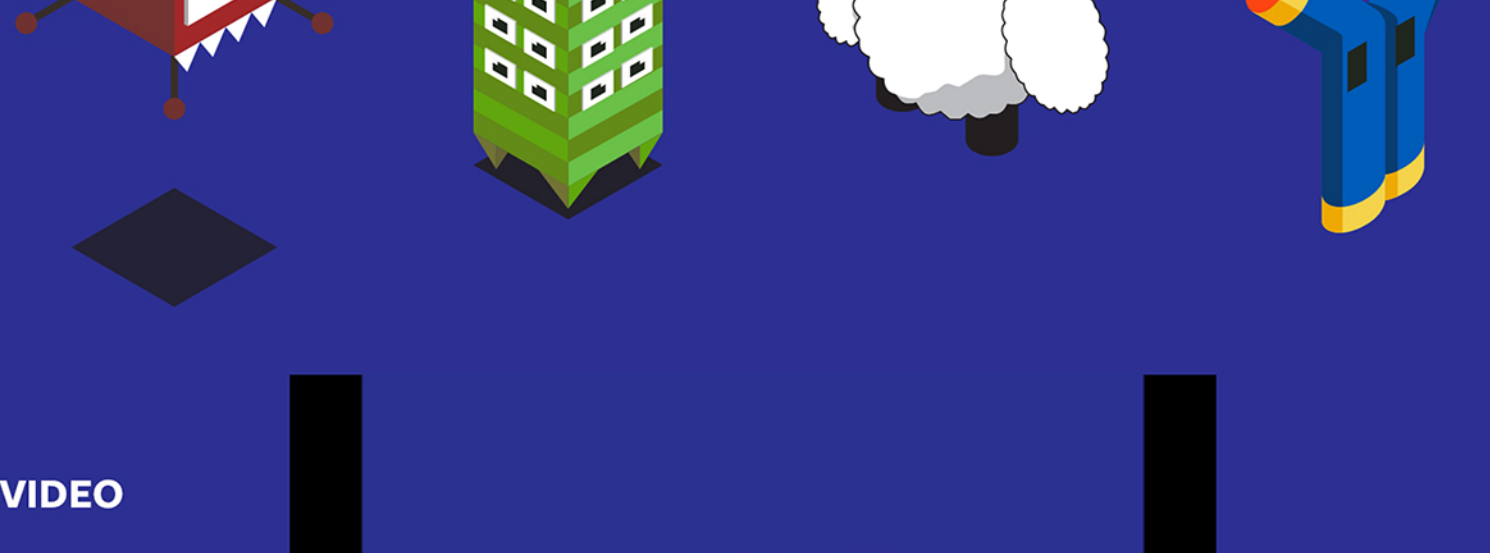
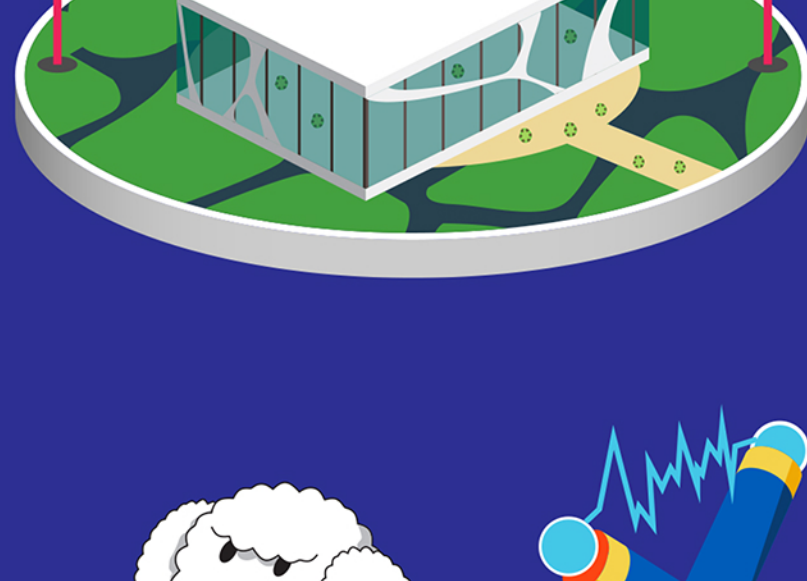
With the apple iWatch, players can track their physical health more easily and receive notifications about the status of their city's happiness level.



07

ISO DESIGN

Besides the icons for the game, characters and icons are also designed in an isometric grid to create a unified and branded look to the app as a whole.



VIDEO

