



BOBBY

Health Support App

UX/UI Design Case Study & Product Proposal

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"Proactive health support for people who need it most."

Bobby Health App — Core Design Mission

01 · EXECUTIVE SUMMARY

The Problem We're Solving

People living with chronic conditions face a critical gap: existing tools are reactive rather than proactive. Bobby was designed to change that — detecting warning signs early, alerting caregivers in real time, and giving users meaningful control over their own safety.

Missed Warning Signs Patients frequently overlook early indicators, leading to preventable emergencies.	Reactive Solutions Current apps respond after incidents. Bobby acts before a crisis develops.	Caregiver Disconnect Caregivers lack real-time visibility into patient status, creating dangerous gaps.
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02 · RESEARCH & INSIGHTS

What We Discovered

- 1

Symptom Tracking Fatigue
Users consistently forget or neglect to log symptoms, leading to incomplete health data and missed patterns.
- 2

Caregiver Urgency
Emergency contacts require instant access to patient location and health status during critical incidents.
- 3

Wearable Potential
Smartwatch integration dramatically improves monitoring accuracy and caregiver response time.

03 · THE SOLUTION

Introducing Bobby

Bobby is a proactive health support app built for people living with chronic conditions. It combines smartwatch integration, predictive AI alerts, and caregiver connectivity into one calm, accessible, and beautifully designed experience.

Early Warning Detection

Tracks personal warning signs — dizziness, headaches, vision changes — to detect patterns before episodes occur.

Smartwatch Integration

Connects to wearable devices for continuous, real-time physiological monitoring without user effort.

Predictive Alerts

Sends intelligent notifications to users and caregivers before a critical health episode develops.

Live Location Sharing

During emergencies, broadcasts the user's live GPS location to all emergency contacts instantly.

CONDITIONS SUPPORTED

Epilepsy

Diabetes

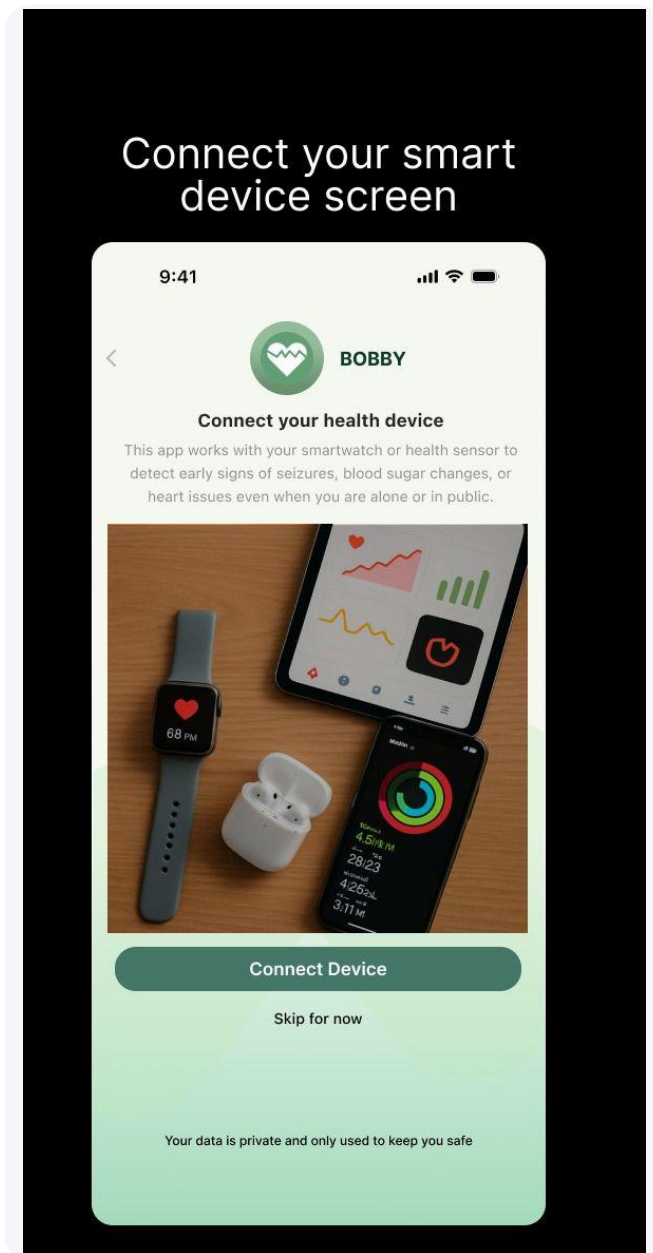
Heart Conditions

Blood Pressure

Custom Conditions

04 · SCREEN 01 — KEY SCREENS WALKTHROUGH

Connect Device Screen



The design uses a large product image and a clear CTA ('Connect Device') to build trust and guide first-time users toward device pairing. The soft green tones reinforce health, safety, and calmness while reducing onboarding anxiety. Showing a real smartwatch and phone immediately communicates the app's wearable-first approach, helping users understand the value proposition before making any commitment.

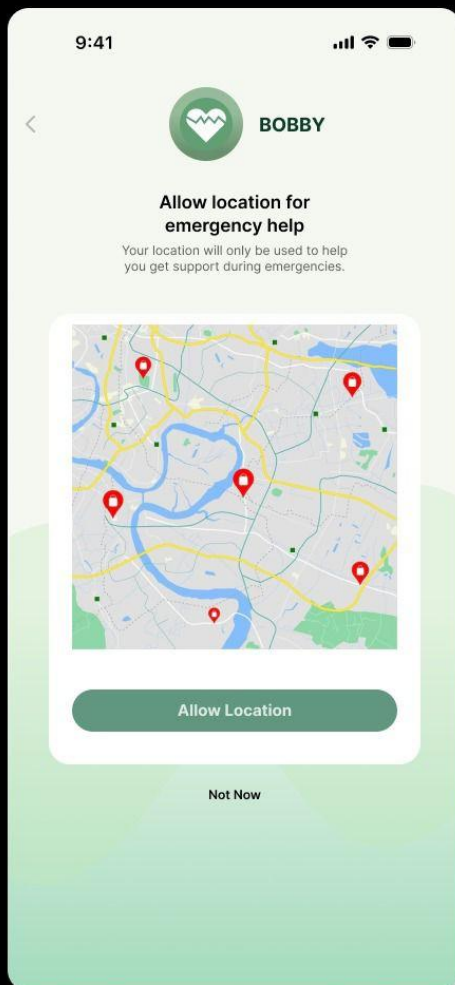
DESIGN DECISIONS

- Large hero image creates instant product familiarity and trust.
- Single primary CTA reduces decision fatigue for new users.
- Green palette signals health, safety, and calm — not clinical coldness.
- 'Skip for now' preserves user autonomy and reduces onboarding drop-off.

04 · SCREEN 02 — KEY SCREENS WALKTHROUGH

Allow Location Screen

Allowed location screen



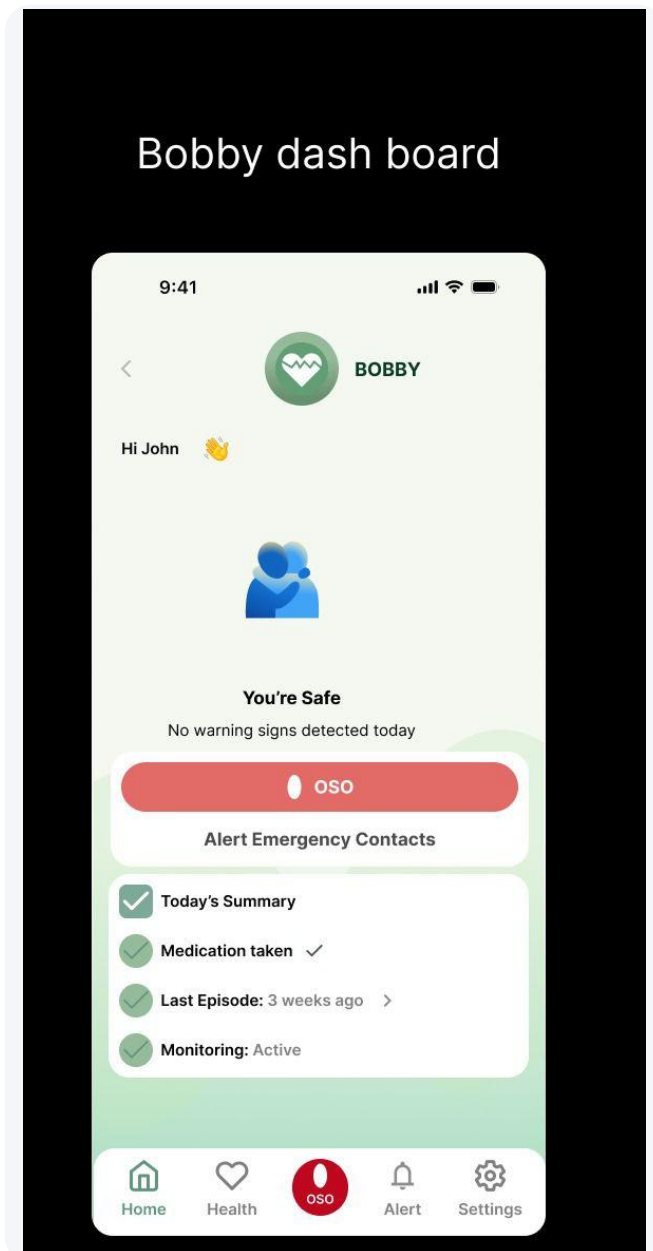
The map visual provides direct context for why location access is needed, increasing transparency and user trust. Rather than showing a generic system permission dialog, Bobby contextualises the request by showing exactly how location data will be used — to help emergency contacts find the user in real time. The primary CTA is emphasised, while 'Not Now' keeps user autonomy, supporting ethical permission design.

DESIGN DECISIONS

- Contextual map makes the permission request feel meaningful, not intrusive.
- Transparent copy ('only used to help you during emergencies') builds trust.
- 'Not Now' option reflects ethical design — users are never coerced.
- Green CTA button maintains visual consistency with the app's health theme.

04 · SCREEN 03 — KEY SCREENS WALKTHROUGH

Bobby Dashboard



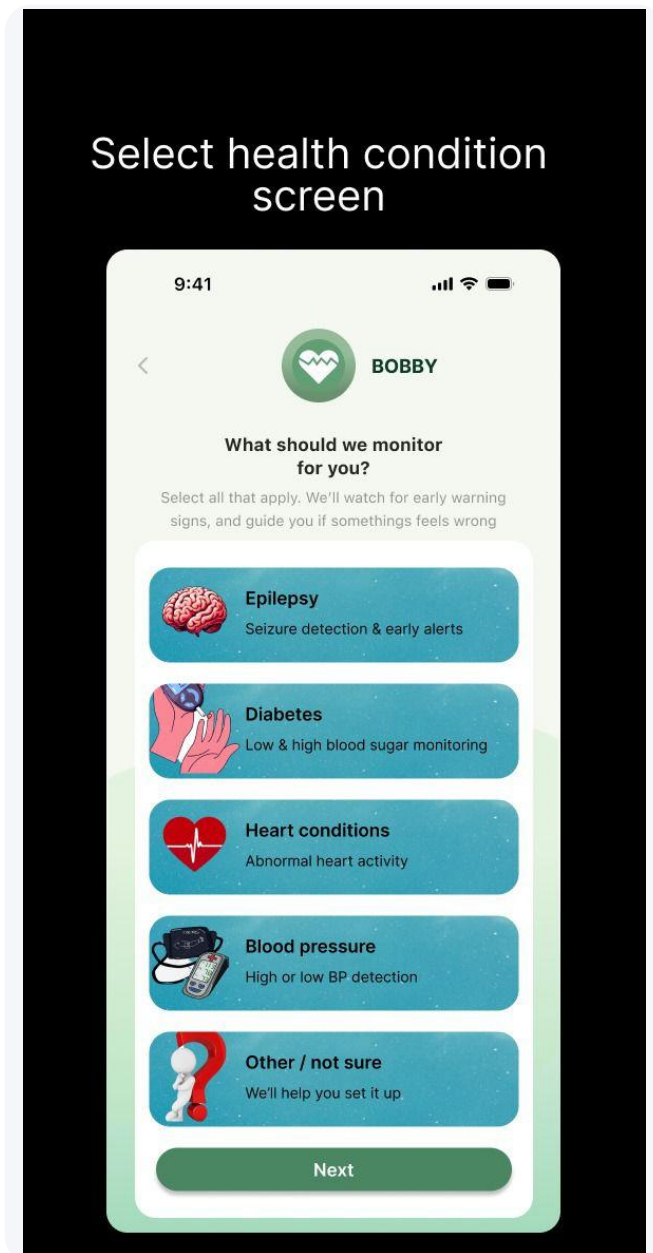
The dashboard prioritises reassurance with a strong 'You're Safe' status at the top, immediately communicating the user's current health state. The OSO emergency button is large and prominently placed for one-tap access in critical moments. Information is grouped into simple summary cards — Today's Summary, Medication taken, Last Episode — to reduce cognitive load and support users during vulnerable moments.

DESIGN DECISIONS

- 'You're Safe' status gives immediate emotional reassurance on every open.
- OSO emergency button is oversized and unmissable — critical for crisis moments.
- Summary cards group related info to prevent overwhelming the user.
- Friendly avatar and personal greeting ('Hi John') create warmth and connection.

04 · SCREEN 04 — KEY SCREENS WALKTHROUGH

Select Health Condition Screen



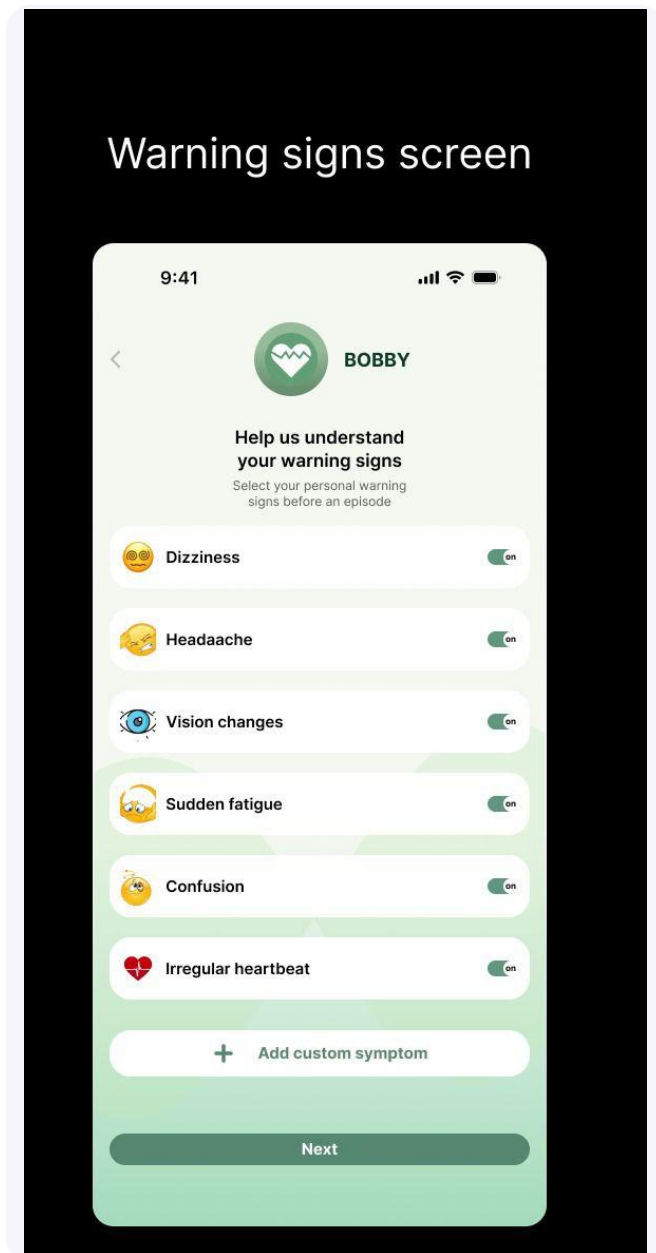
This screen uses clear, friendly language and large illustrated buttons for major health conditions — Epilepsy, Diabetes, Heart Conditions, and Blood Pressure — making it easy for users to select their monitoring needs quickly and confidently. Each condition card includes a short subtitle explaining what Bobby will monitor. The inclusion of an 'Other / not sure' option ensures all users, regardless of their specific condition, feel supported and can proceed.

DESIGN DECISIONS

- Illustrated icons make medical conditions feel approachable and non-intimidating.
- Short subtitles ('Seizure detection & early alerts') set clear expectations.
- 'Other / not sure' option ensures no user is excluded from onboarding.
- Teal card backgrounds maintain the health-positive visual language.

04 · SCREEN 05 — KEY SCREENS WALKTHROUGH

Age Selection Screen



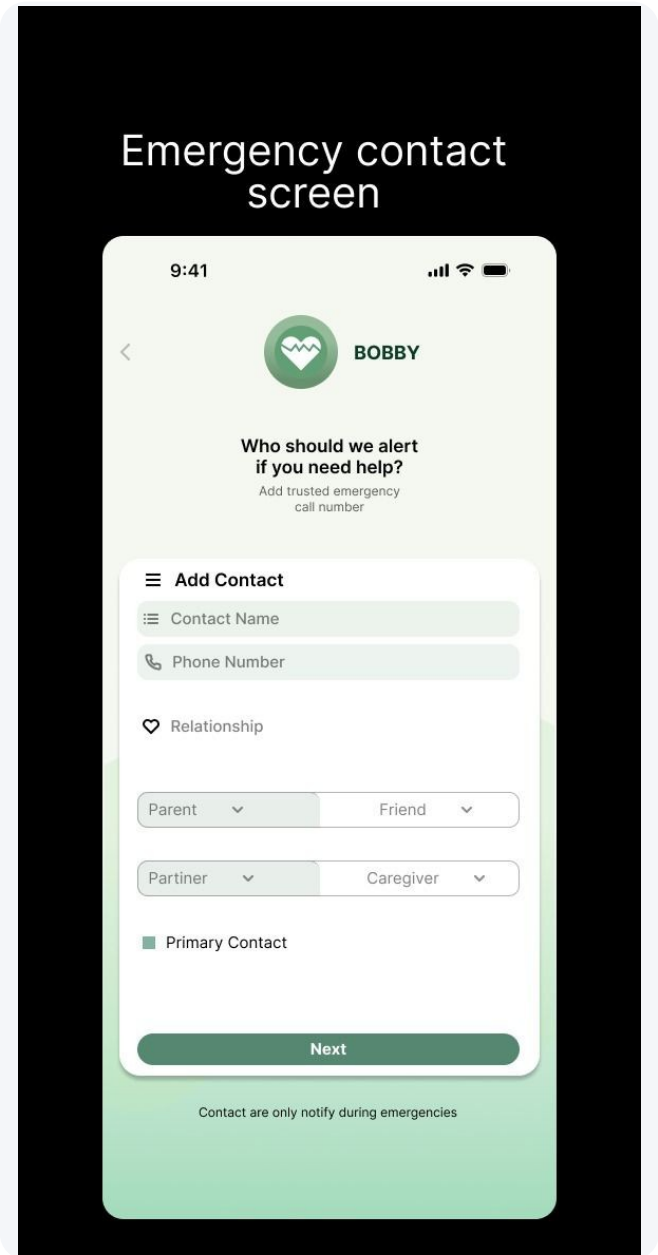
This screen uses friendly, inclusive illustrations and clearly defined age categories (Kids 6–12, Adults 13–64, Seniors 65+) to make the initial setup feel welcoming and straightforward. By asking 'Who is this app for?', the design immediately signals that the experience will be personalised, building user trust from the very first interaction. The illustrated characters also make the app feel warm and human rather than clinical.

DESIGN DECISIONS

- Age-based personalisation signals that Bobby adapts to the individual.
- Illustrated characters (kids, adults, seniors) create warmth and inclusivity.
- Large tap targets on each card reduce errors, especially for older users.
- Progress dots at the top show users where they are in onboarding.

04 · SCREEN 06 — KEY SCREENS WALKTHROUGH

Warning Signs Screen



This screen uses simple emoji-style icons and relatable labels for common symptoms — Dizziness, Headache, Vision changes, Sudden fatigue, Confusion, Irregular heartbeat — making it quick and intuitive for users to personalise their warning signs. Toggle switches allow one-tap selection without friction. The 'Add custom symptom' option provides flexibility, ensuring the app can be tailored to individual, less common experiences not listed by default.

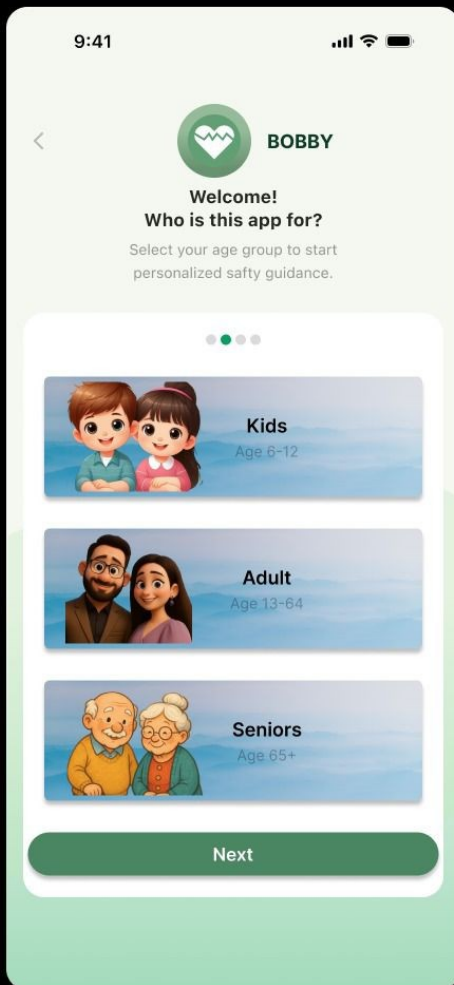
DESIGN DECISIONS

- Emoji icons make medical symptoms feel familiar and non-clinical.
- Toggle switches allow fast, frictionless personalisation.
- Custom symptom entry ensures the app supports every unique health journey.
- Clean list layout reduces cognitive load during a potentially anxious setup step.

04 · SCREEN 07 — KEY SCREENS WALKTHROUGH

Emergency Contact Screen

Age selection screen



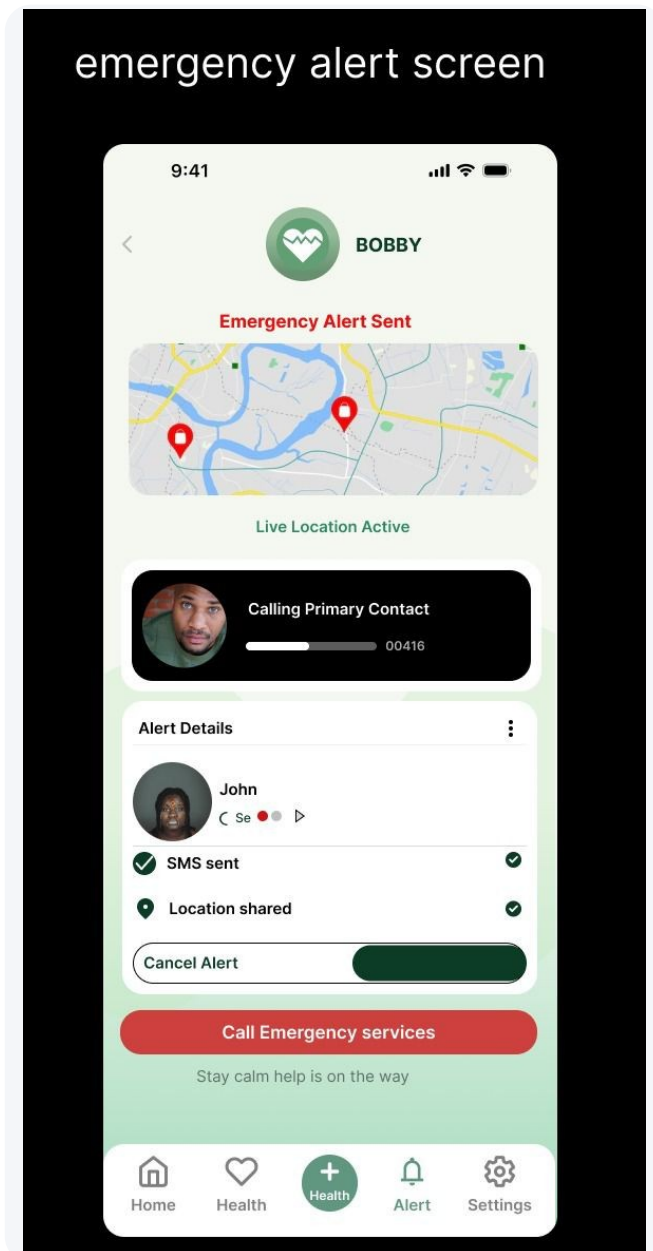
This screen simplifies adding emergency contacts by using clear input fields and predefined relationship tags — Parent, Friend, Partner, Caregiver — which reduce cognitive load during what can be an emotionally significant setup step. The prominent 'Primary Contact' checkbox and a reassuring privacy note make this critical feature feel both easy and secure. Keeping the form minimal ensures users complete this step rather than abandoning onboarding.

DESIGN DECISIONS

- Predefined relationship tags reduce typing effort and decision fatigue.
- 'Primary Contact' designation clarifies who gets alerted first in emergencies.
- Minimal form fields lower the barrier to completing this critical onboarding step.
- Privacy-conscious framing reassures users their contacts' data is safe.

04 · SCREEN 08 — KEY SCREENS WALKTHROUGH

Emergency Alert Screen



The Emergency Alert screen is designed for clarity and control during the most high-stress situations. A large 'Emergency Alert Sent' header with live location map confirms immediate action has been taken. The 'Calling Primary Contact' card provides real-time status of the outgoing call. Dedicated status indicators for SMS sent and Location shared give the user full transparency, while the 'Cancel Alert' option maintains control even in a crisis.

DESIGN DECISIONS

- Bold 'Emergency Alert Sent' header gives instant confirmation of action.
- Live map shows location is being shared in real time, building confidence.
- Calling card with contact photo humanises the emergency response process.
- 'Cancel Alert' option is always visible — maintaining user control under stress.

05 · DESIGN DECISIONS

Color, Layout & Accessibility

Color Language

Green tones convey health, safety and calm throughout the app. Red is reserved exclusively for emergency actions — creating an intuitive visual language users understand instantly, even under stress.

Minimal Cognitive Load

Every screen is stripped to its essential elements. Clean white space, generous padding and grouped content allow users — including those experiencing health episodes — to act quickly and confidently.

Large, Accessible Buttons

All interactive elements are intentionally oversized to reduce input errors and improve accessibility. This is especially critical during emergencies or for users with motor impairments.

Age-Inclusive Design

The age selection screen adapts the entire experience to each user group — Kids, Adults, Seniors — ensuring Bobby is genuinely usable across the full spectrum of patients and caregivers.

06 · REFLECTIONS & NEXT STEPS

What I Learned & Where Bobby Goes Next

What I Learned

Designing for users in stressful situations demands radical simplicity. Every element must earn its place — clarity is a safety requirement, not a style choice.

What I Improved

My ability to simplify complex health information into intuitive interfaces grew. I gained confidence designing emergency-critical features with empathy and precision.

Next Steps

Real user testing

Accessibility audit

Enhanced device integration

Clinical validation

App store launch

APPENDIX · FULL APP OVERVIEW

Bobby App — Complete Screen Overview

By Happiness Damilola John · [View the prototype on Figma](#)

