

SORGIVA

Wellness Learning Lab

By: Kristina Biundo

American University of Florence | Fall 2024

Sorgiva Wellness Learning Lab App

WHY AN APP?

- **There is an existing website BUT there isn't the capability of managing appointments**
- **Seamless User Experience**
- **To bring larger foot traffic to SORGIVA**

FIELD RESEARCH



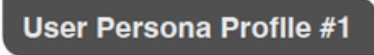
- **Interviewing FUA-AUF students**
 - **Design**
 - **Accessibility**
 - **Students previously visited spas said it was easier to navigate an app**
 - **Personal experience on website**



Target Audience

USER PERSONAS

- FUA-AUF student
- Goals are to have a work life balance and the spa would help
- Wants to be able to have an easy way to access appointments



FUA Student

John | 38

Goals

- John loves to relax after a long day being a tour guide, the spa is his way to decompress
- John enjoys hiking so being able to have his alone time after these activities are a must.
- He doesn't have the ability to go to the spa all of the time, so spending time with his dog Lucy is a good alternative

Values

- God first, faith is important to him.
- Being able to go out for some fresh air
- Accompanied by his dog and his friends

Overview

Age: **John 38**
Status: **Single (Dog Dad)**
Occupation: **John, Tour Guide**
Income: **Household \$60,000**
Location: **Salt Lake City, UT**
Education: **Bachelors**

Problem solving opportunities

He wishes that he had more time with his dog Lucy, but these tour groups take up most of his time as well as going to the spa.

It seems like he's never home and is always outside, his boss won't let him take his dog on tours with him.

The spas are expensive in Salt Lake City


but he's a great cook, just too tired to cook when he gets home. In Florence, he hopes to be able to use the facilities here and eventually bring it back with him to Salt Lake City.

He hopes that his dog will forgive him that he's not here as much between class and his tours he wants to be with his dog more often.

USER PERSONAS

- FUA-AUF visitor
- Goals are to decompress and enjoy the little things
- Wants to be able to have an easy way to access appointments

User Persona Profile #1



Florence Visitor
Susane | 50

Goals

- Susane loves to spend time with her kids and she's in Florence visiting her daughter this week and wanted to go to the spa
- She is so excited to see her daughter and the friends she made here
- Susane just got off a long flight and wanted to be able to decompress

Values

- God first, faith is important but so is family.
- Spend time with her family.
- If her kids aren't there, she won't be there

Overview

Age: 50
Status: Mother of 4
Occupation: Phone Receptionist
Income: Household \$120,000
Location: Green Bay, WI
Education: Bachelors

Problem solving opportunities

Susane loves her kids so much but sometimes she feels that she doesn't give herself the time she needs to decompress so she thought the spa was a great idea.

Green Bay doesn't have any spas and the ones there cause more harm than good so Susane has always steered clear away from that!

She hopes that her daughter is just as excited that she is to come visit her on her first trip abroad by herself.

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NEEDS AND GOALS

1

Target users need to be able to change appointments with ease and stress free

2

Straight forward ways to access appointments and products

3

Relaxing colors and fonts since this is a relaxation journey which drives the application design

User Benefits

APPLICATION FEATURES

● Me vs. Them

- Clean and simple compared to competitors
- Appointment, Product, and Confirmed Appointments in one area

APPLICATION FEATURES

● Meeting the consumer demand

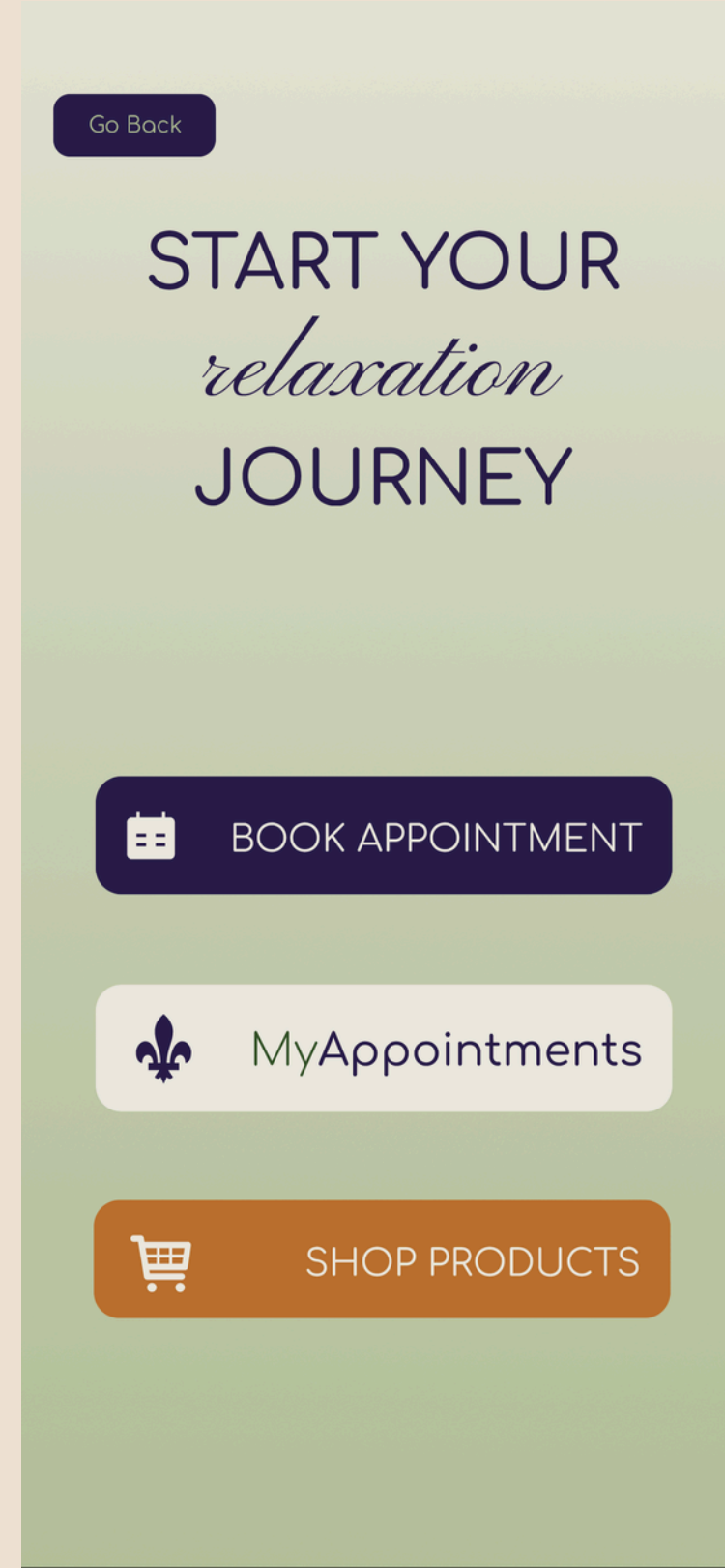
- Expressed feelings on not wanting to talk to people to make an appointment
- To be able to edit times and appointments at a touch
- Having an explanation of certain treatments before booking

Final Mockup & Design Choices

DESIGN CHOICES

● Home Screen

- **Colors**
 - Light Green, Cream, Purple-Blue
- **Fonts**
 - SORGIVA branding
 - Calming
- **Photo**
 - Break up the buttons and text



DESIGN CHOICES

● **Book Appointments**

- **Scroll**
 - **See options**
 - **Time it takes**
- **Click on Appointment**
 - **Description**
 - **Calendar availability**
 - **Photo of potential appointment**

SORGIVA
WELLNESS LEARNING LAB

- Massaggio al Cioccolato**
Chocolate Massage | 45 min.
- Massaggio Aromaterapia**
Aroma Therapy Massage | 50 min.
- Massaggio Drenaggio Linfatico**
Lymphatic Massage | 50 min.
- Massaggio Esfoliante Mani**
Hand Peeling and Massage | 20 min.
- Massaggio Esfoliante Corpo**
Body Peeling and Massage | 50 min.
- Massaggio Linfatico Viso**
Facial Lymphatic Massage | 30 min.
- Massaggio sportivo/decontratturante**

Home | Calendar | Profile | Cart | User

Massaggio Aromaterapia

☆☆☆☆☆ Submit

Explaining what the treatment is and how long it will take.

\$45,00 -or- 9 Units (\$31,50)

SCHEDULE

CANCEL

Home | Calendar | Profile | Cart | User

Go Back

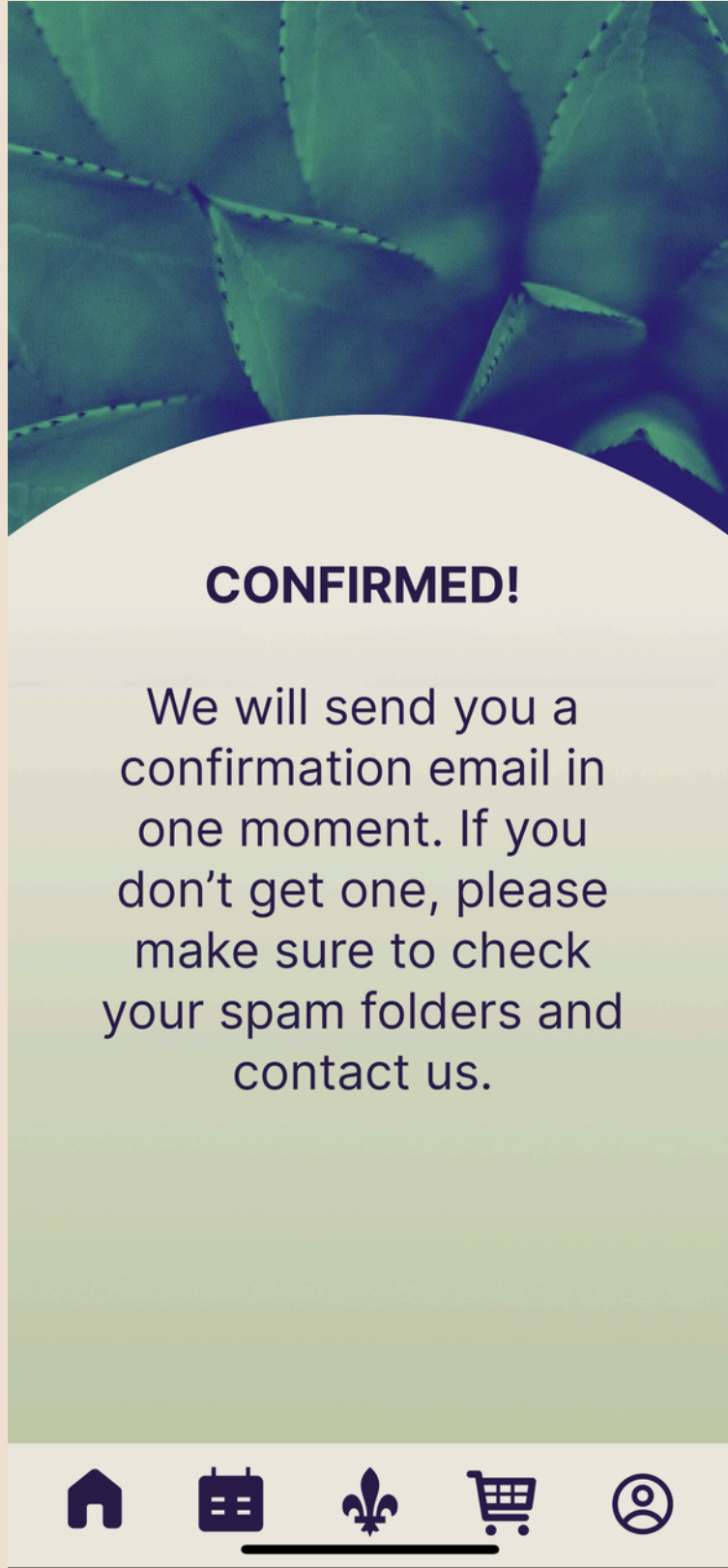
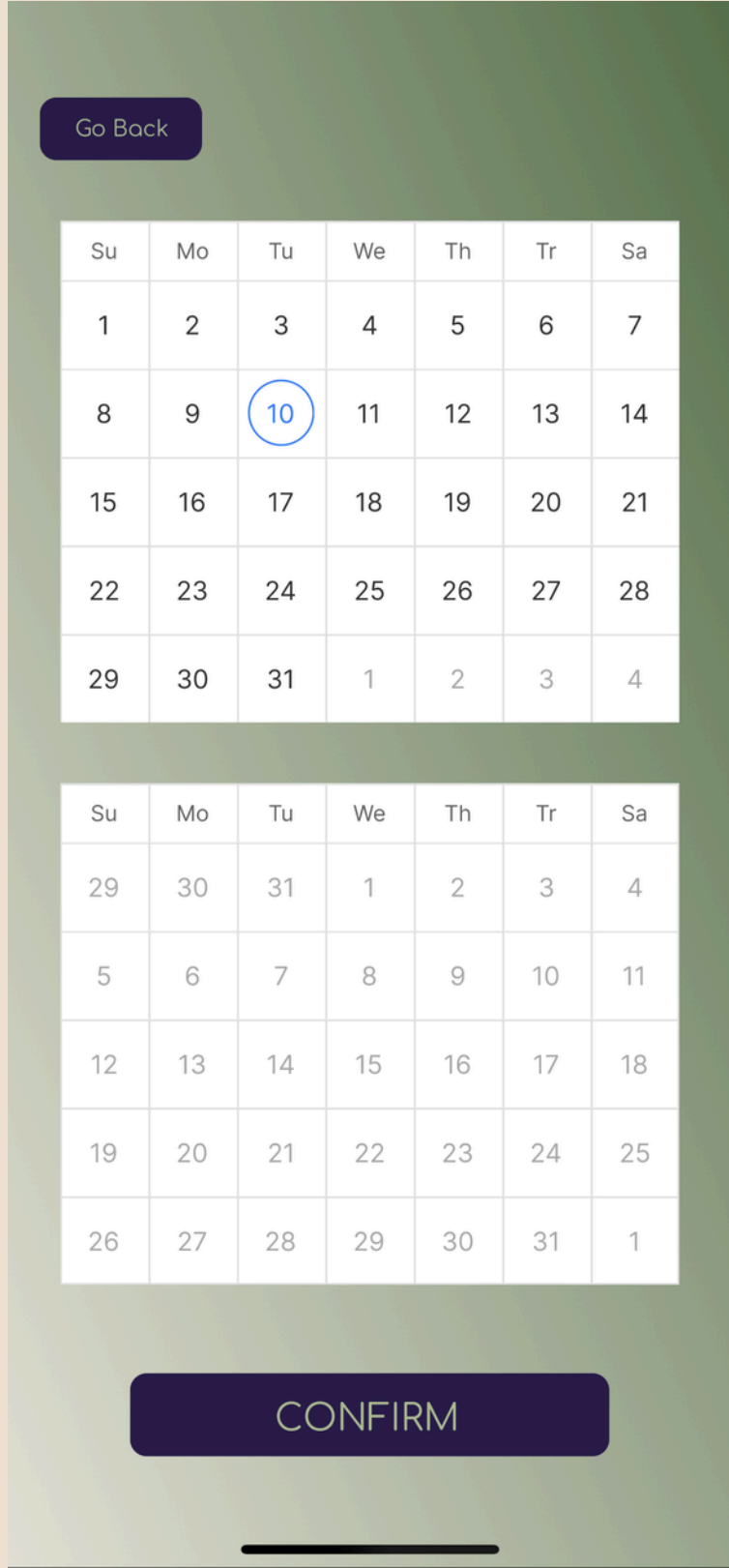
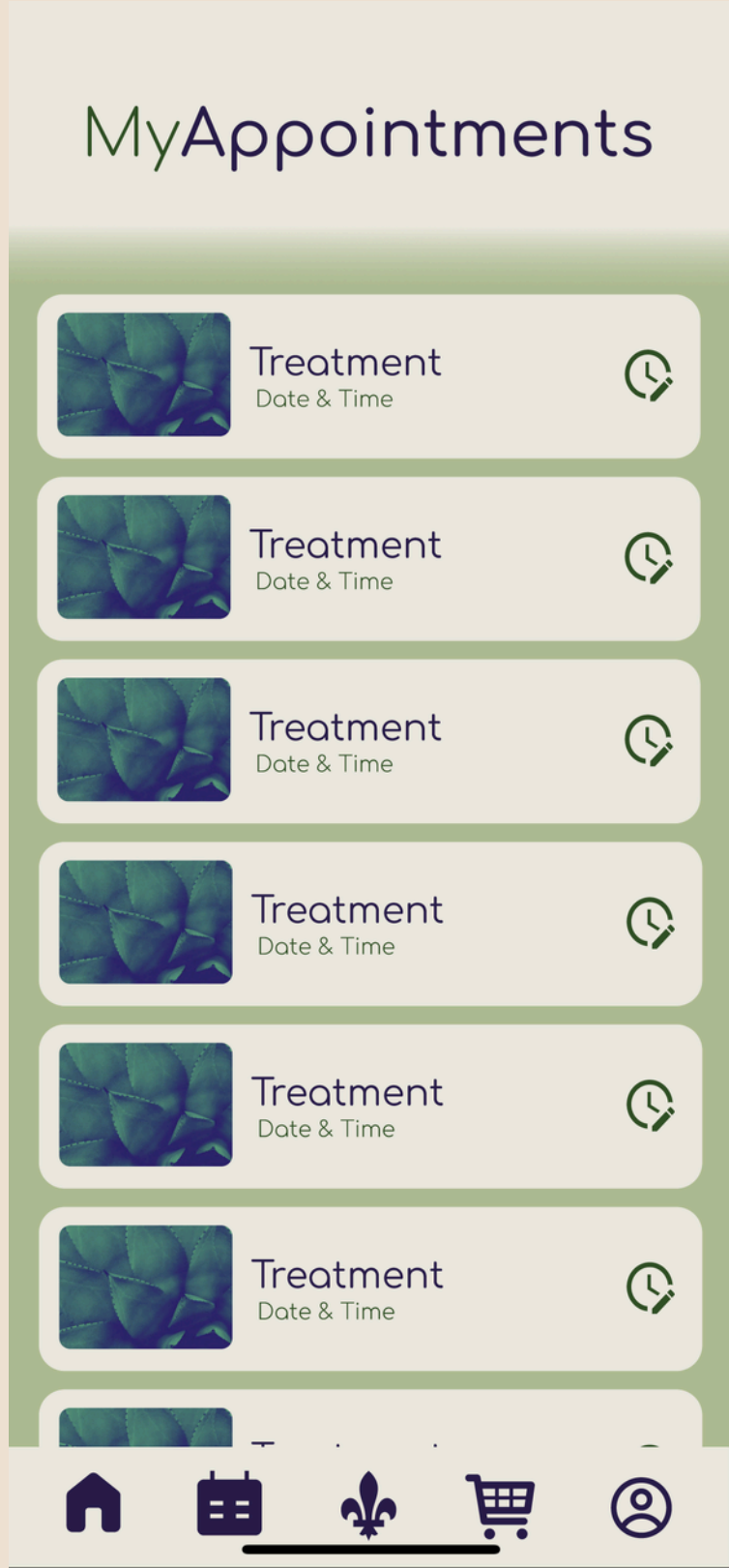
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CONFIRM

DESIGN CHOICES

- **MyAppointments**
 - **Easy access to edit appointment**
 - **Back to calendar**



DESIGN CHOICES

● Shop Products and Reviews

- Access from home page
- Able to see reviews on Treatments and Products




Go Back

START YOUR *relaxation* JOURNEY

BOOK APPOINTMENT

MyAppointments

SHOP PRODUCTS



Product \$\$\$

Product \$\$\$

Product \$\$\$


Product \$\$\$

Product \$\$\$

Product \$\$\$

Product \$\$\$

GO TO CART



Name of Product

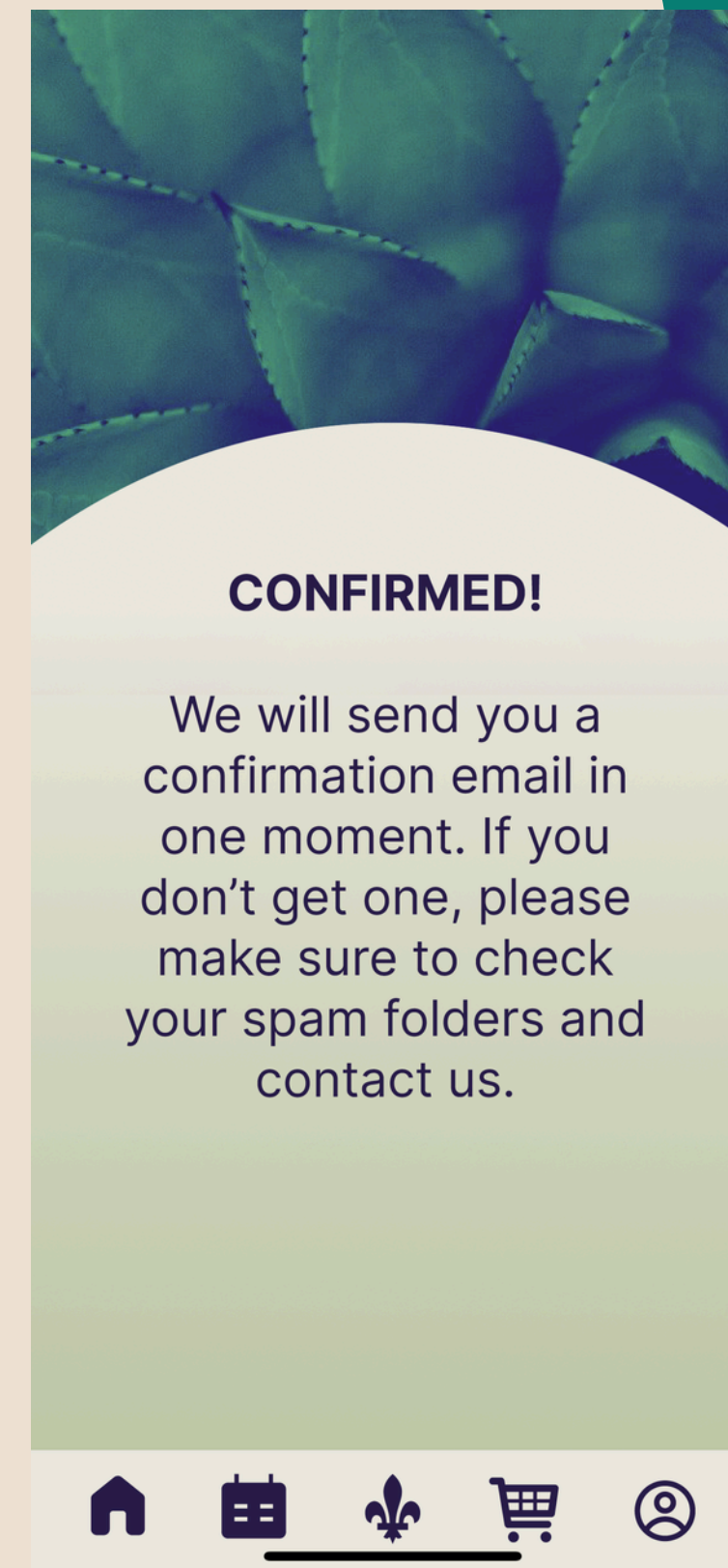
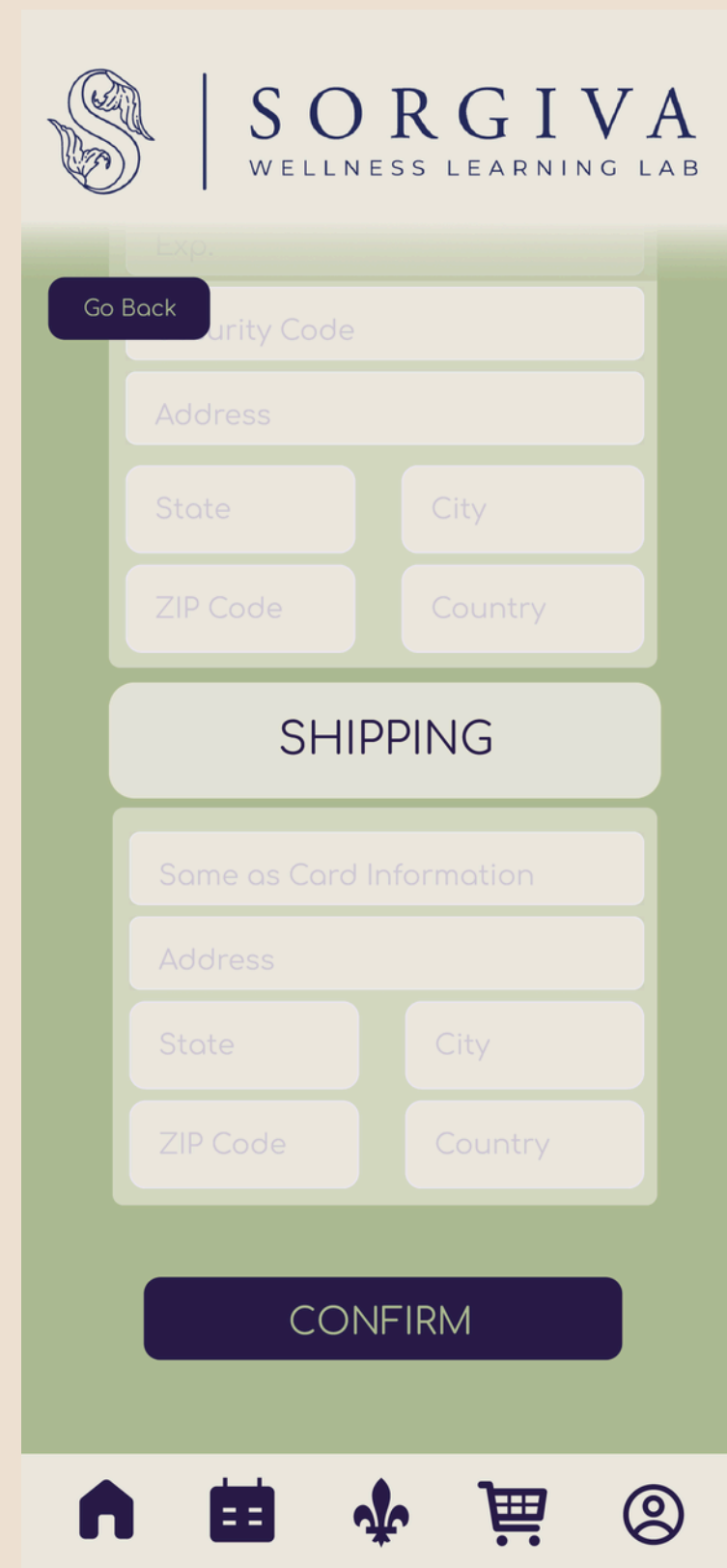
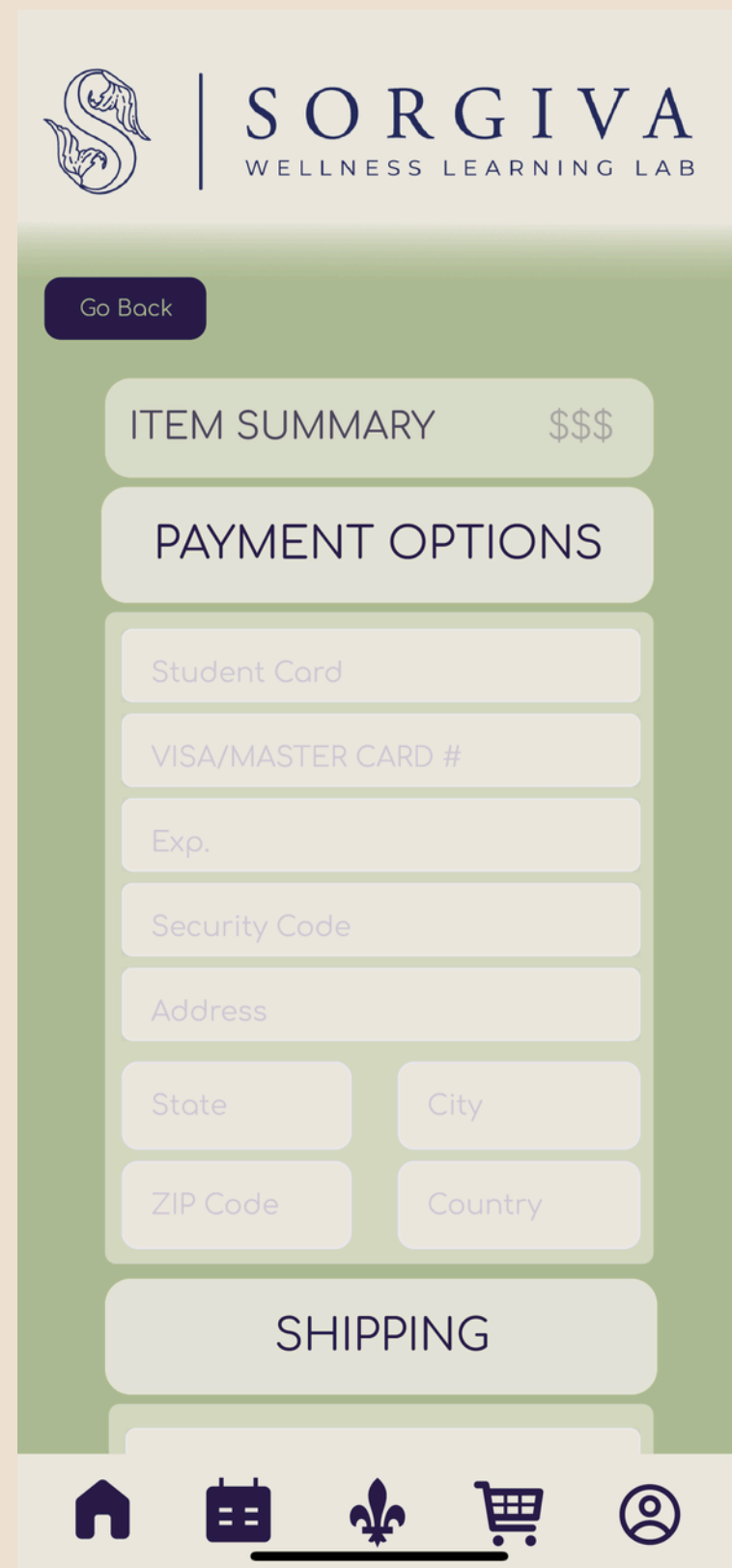
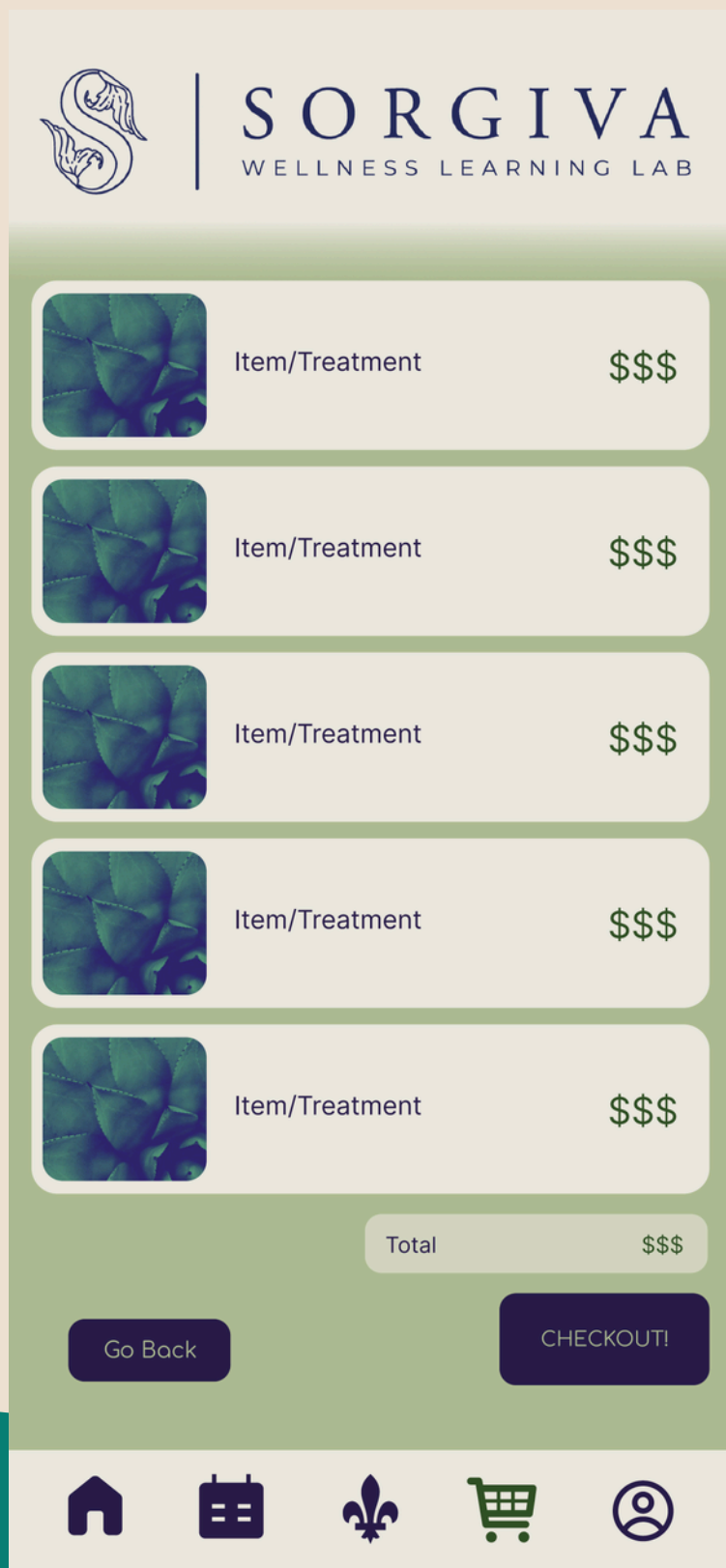
☆☆☆☆ Submit

Explaining what the treatment is and how long it will take.

\$\$\$

ADD TO CART

REVIEWS



Problem Solving

EXPECTED RESULTS

- **Easy for Customers!**
 - **Will drive foot traffic up**
 - **Customers have the chance to change and see at a touch of a fingertip**
 - **Relaxing way to book appointments**
 - **Target audience was reached with color and simplicity**

EXPECTED RESULTS

● Initial Feedback

- **Testers believe it to be**
 - **Fast**
 - **Easy**
- **Implemented smaller buttons and icons**
- **More Photos**
- **All fit in with target audience**



THANK YOU

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