



User Interface

Emiliana Forestiere



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Buddhify

Buddhify è un'app pensata per la meditazione ovunque ci si trovi e in qualsiasi momento ed è apprezzata da migliaia di persone in tutto il mondo.

Rohan Gunatillake, creatore dell'app, si è reso conto che gli insegnamenti tradizionali di meditazione non si adattavano bene alla vita frenetica che viveva ogni giorno.

Questo lo ha portato a cercare un modo per integrare la meditazione con la sua quotidianità.

Ha scoperto così il potere della "meditazione in movimento", adattando le tecniche classiche alla vita di tutti i giorni, trasformando momenti come i viaggi in metropolitana o il lavoro al computer in opportunità per meditare.



MISSIONE

La missione di buddhify è offrire strumenti di meditazione che aiutino le persone a diventare autonome nella loro pratica, mantenendo autenticità e valori umani al centro dell'esperienza.

VALORI

I valori di buddhify si basano sull'indipendenza, l'autenticità, l'inclusione e il benessere della comunità. Buddhify valorizza le persone più del profitto, mantenendo integrità e successo commerciale insieme. L'innovazione è bilanciata con il rispetto per le tradizioni della pratica, e l'inclusione è fondamentale, con un team e un gruppo di insegnanti diversificati per rappresentare meglio la comunità.

Style guide

HIGH-FIDELITY PROTOTYPE

Tipografia

DM Sans e Plus Jakarta Sans portano chiarezza geometrica e modernità, mentre Lora aggiunge calore calligrafico. Insieme, danno a buddhify una voce consapevole e contemporanea

Plus Jakarta Sans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
 Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
 Uu Vv Ww Zz
 01 02 03 04 05 06 07 08 09 00

DM Sans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
 Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
 Uu Vv Ww Zz
 01 02 03 04 05 06 07 08 09 00

Lora

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
 Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Zz
 01 02 03 04 05 06 07 08 09 00

Typescale

Rapporto di scala pari a 1.5 tra le dimensioni dei caratteri, un modo di definire una scala modulare con buoni principi armonici.

H1 36px Meditation done differently

H2 24px Meditation done differently

H3/p 16px Meditation done differently

H4 11px Meditation done differently

Fonts

Button

DM Sans - 16px - Medium

H1

Plus Jakarta Sans - 36px - Bold

H2

Plus Jakarta Sans - 24px - SemiBold

H3

DM Sans - 16px - SemiBold

H4

DM Sans - 11px - Regular

H1 Alternative

Lora - 36px - Medium Italic

p

DM Sans - 16px - Regular

Typescale

Rapporto di scala pari a 1.2 tra le dimensioni dei caratteri, un modo di definire una scala modulare con buoni principi armonici.

H1	33.18px	Meditation done differently
H2	23.04px	Meditation done differently
H3	19.2px	Meditation done differently
p	16px	Meditation done differently
Small	13.33px	Meditation done differently

Fonts

Button

DM Sans - 16px - Medium

H1

Plus Jakarta Sans - 33.18px - Bold

H2

Plus Jakarta Sans - 23.04px - SemiBold

p

DM Sans - 16px - Regular

H1 Alternative

Lora - 33.2px - Medium Italic

H3

DM Sans - 19.2px - SemiBold

Small

DM Sans - 13.33px - Regular

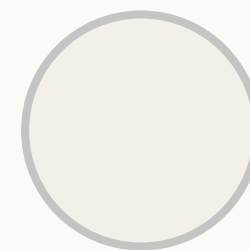
Palette colori #1

SFONDO



#FAFAF7

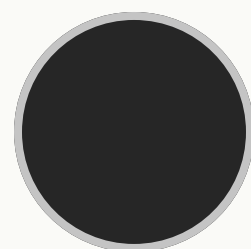
Usato per lo sfondo in generale



#F2F0E8

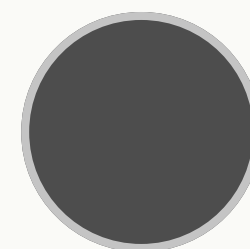
Usato per mettere in risalto alcune sezioni rispetto allo sfondo normale

TESTO



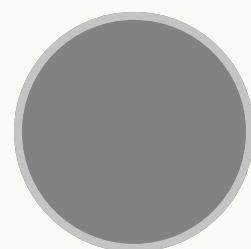
#262626

Usato per i titoli di testo



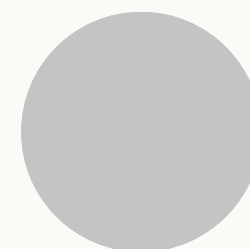
#4D4D4D

Usato per i testi del body



#828282

Usato per testi più piccoli



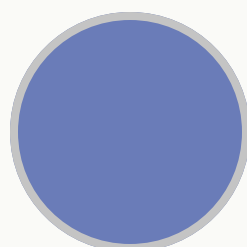
#C4C4C4

Usato per testi placeholder nei form

Palette colori #2

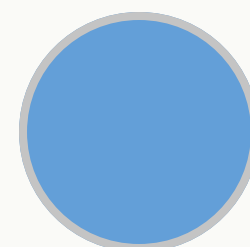
COLORI PRIMARI

L'azzurro è simbolo di calma, fiducia, lealtà e serenità.
È associato alla tranquillità, alla comunicazione e alla spiritualità,
spesso usato per infondere fiducia.



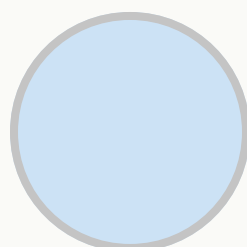
#6A7CB8

Usato per mettere in risalto alcuni elementi



#639FD8

Usato principalmente per i pulsanti



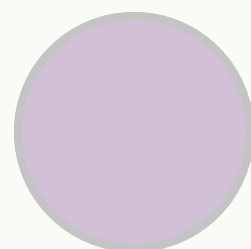
#CCE2F5

Usato per mettere in risalto alcune sezioni

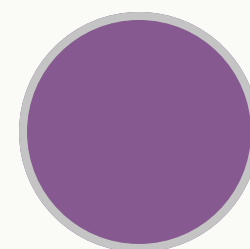
Palette colori #3

PALETTE MEMBERSHIP

Il viola simboleggia spiritualità, saggezza, intuizione e connessione con la parte più profonda di sé.

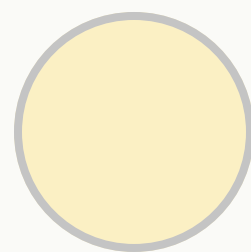


#D2C1D6

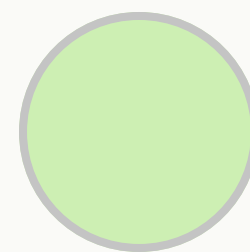


#865A90

COLORI USATI PER METTERE IN RISALTO ALCUNI ELEMENTI



#FBF0C4



#CDEFB3

Tone of voice

I testi presenti nel sito hanno come obiettivo far sentire il lettore compreso e rassicurato usando un linguaggio semplice e pacato che trasmette gli obiettivi di buddhify.

Pragmatico

Niente spiritualità astratta, ma riferimenti alla vita quotidiana e come l'app sia adatta a qualsiasi situazione si possa dover affrontare nella vita.

Empatico e accogliente

Uso di frasi che fanno sentire la persona compresa e ascoltata nei suoi problemi, piccoli o grandi che siano, fino a farle sentire che con buddhify viene accolta in una famiglia che la sostiene nei momenti più difficili.

Accessibile

Uso di un linguaggio semplice, senza tecnicismi, in modo da far sentire tutti inclusi.

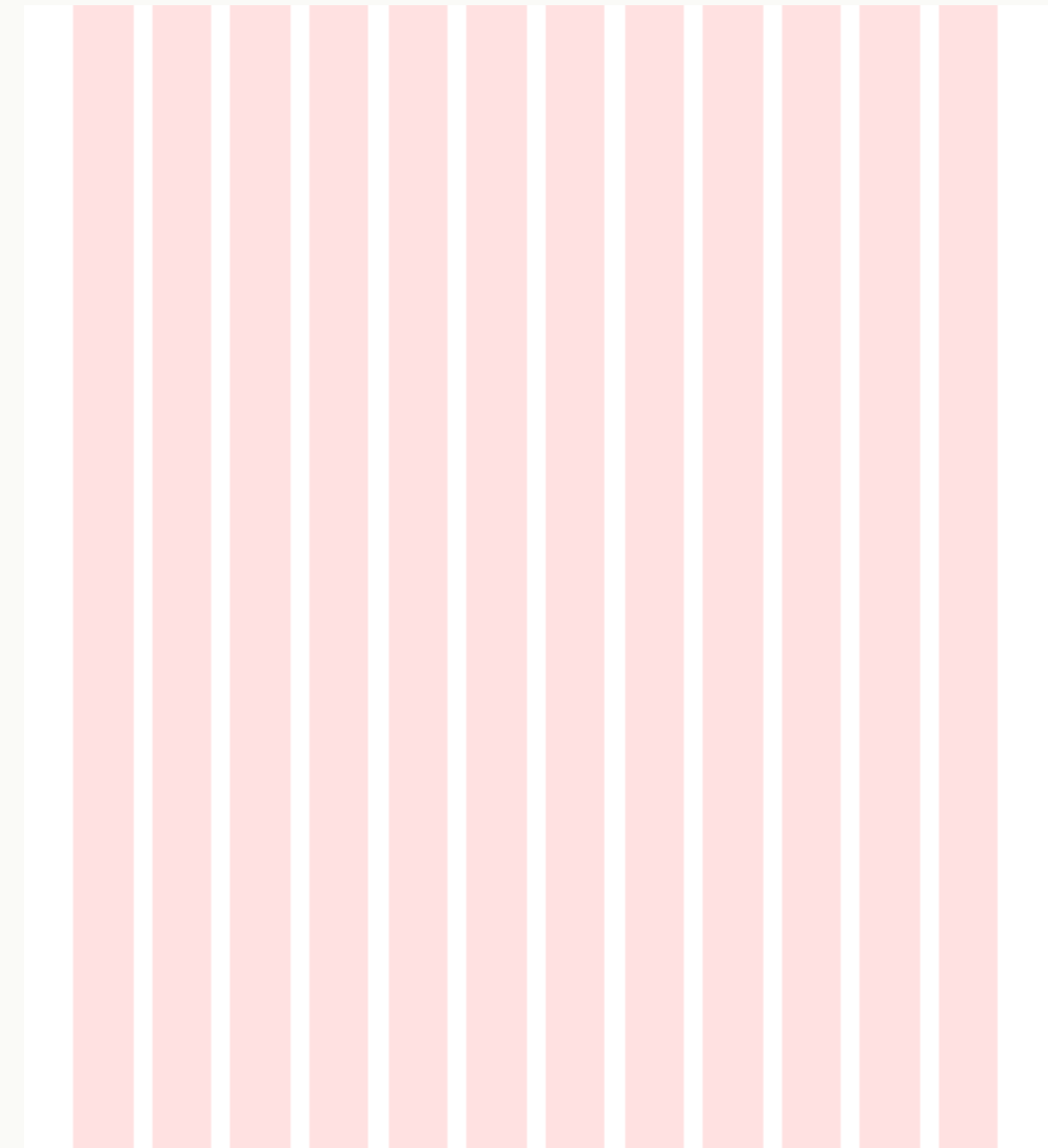
Specifiche griglie

Per la versione desktop ho adottato una griglia a 12 colonne con margini di 64px per permettere al contenuto di espandersi lasciando comunque un po' di respiro dai bordi e gutter di 24px per mantenere gli elementi correlati visivamente connessi senza risultare compressi.

Colonne: 12

Margin 64px

Gutter 24px



Specifiche griglie

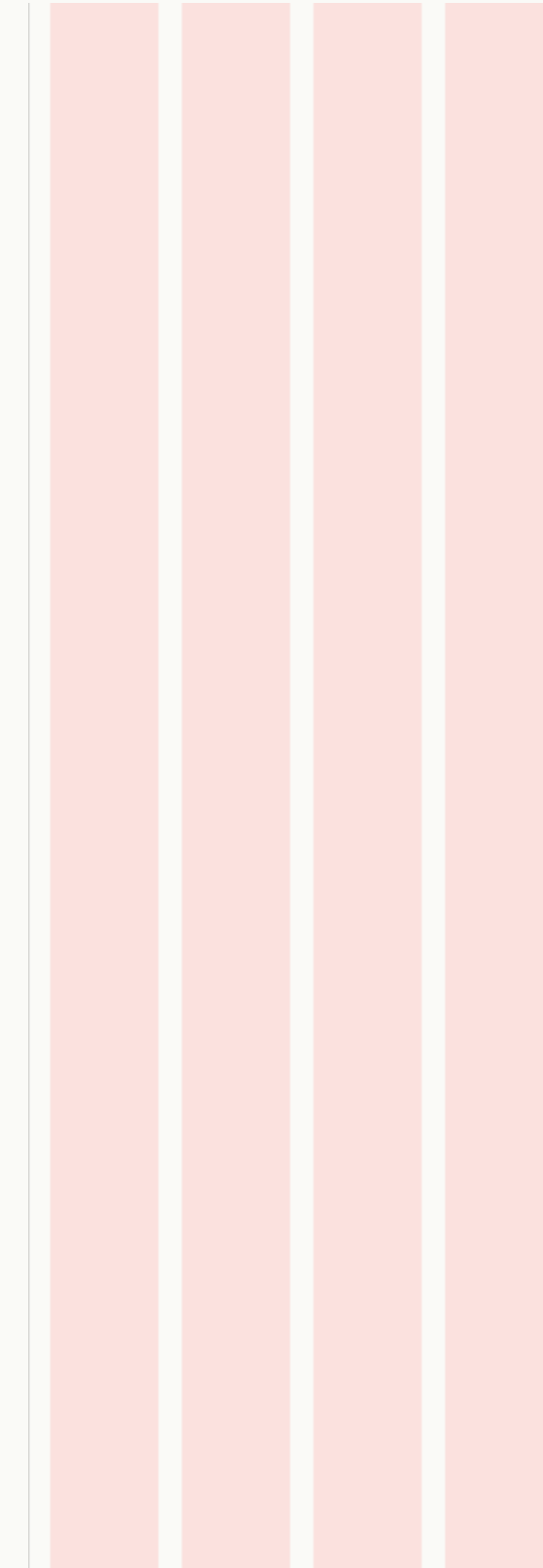
Per la versione mobile ho adottato una griglia a 4 colonne con margini e gutter di 16px, valore coerente con la scala di spacing a 8px.

Questa scelta garantisce consistenza visiva, migliorando la leggibilità e mantenendo una distanza equilibrata sia dai bordi sia tra gli elementi.

Colonne: 4

Margin 16px

Gutter 16px



Screens

 [PROGETTO FIGMA DESKTOP](#)

 [LINK DIRETTO AL PROTOTIPO DESKTOP](#)

 [PROGETTO FIGMA MOBILE](#)

 [LINK DIRETTO AL PROTOTIPO MOBILE](#)

Screens

Homepage

Meditation done differently



buddhify is the only meditation app designed to fit into a busy modern lifestyle

[Start your free trial](#) [How it works](#)

Free for 4 days, cancel anytime.

Mindfulness for real life

Most apps ask you to set aside quiet time you don't always have. buddhify was built around the idea that your life already contains the space to practise.

Choose your moment
The wheel will guide you to a meditation made for that situation in your day.

Find your calm, anywhere
Sessions fit into a lunch break to the minutes before you sleep.

Pick your time
Wherever you are buddhify brings the practice to you.

What's inside Buddhify

Short, guided sessions for the moments you struggle most. Explore meditations for sleep, anxiety, travel, work breaks and more.



Want to meditate on your own? Learn with guided sessions, then continue independently with our tools.

[Discover what's in the app](#)

About us

We created Buddhify to bring meditation into real, messy, busy lives, not just into perfect quiet moments.

Our team of meditators, designers, and teachers has one goal: helping you find a little more calm exactly where you are, on the train, at your desk, in the middle of a tough day.

[Read our story](#)



GET BUDDHIFY

Download the app
Available on iOS and Android

[Download on the App Store](#) [GET IT ON Google Play](#)

Find inspiration in our blog

Self-care with a chronic illness
What I do to check in with my heart, mind, and body each day.

[Read the article](#) By Cathy Kramer

Keeping anxiety monsters at bay with meditation
How I learned to accept mindfulness is a "practice" and not a "perfect".

[Read the article](#) By Diana M.

[Explore all articles](#)

Thousands already use buddhify to bring more calm into their busy lives

100K+ Daily meditations | 80+ Guided sessions | 4.7 App store rating

MATT JOHNSTON
Business leader

"My life has not been the same since I started using this amazing meditation app"

VIV GROSKOP
The Host

"The genius of Buddhify is that you can choose how much time you have, even if it's only a few minutes."

BRIAN HAMMAN
NY Times

"buddhify cleverly weaves mindfulness into your daily activities in a way that broadens your experience."

ALAN HENRY
Lecturer

"The guided meditations help you calm down and ground yourself, whatever you're doing."

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Screens

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[GET IT ON Google Play](#)

Find inspiration in our blog




STORIES 6 aprile 2020

Self-care with a chronic illness

What I do to check in with my heart, mind, and body each day

[Read the article](#) by Cathy Kramer



STORIES 6 aprile 2020

Keeping anxiety monsters at bay with meditation

How I learned to accept mindfulness is a "practice" and not a "perfect"

[Read the article](#) By Cristin M.

[Explore all articles](#)

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Our mindfulness newsletter, in your inbox

Your email


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BUDDHiFY

The app: About the app, Support, Blog, Contacts
Policies: Terms of use, Privacy policy, Cookie policy

Download the app: [GET IT ON Google Play](#), [Download on the App Store](#)

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Screens

Homepage



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[Blog](#)

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 EN 



1

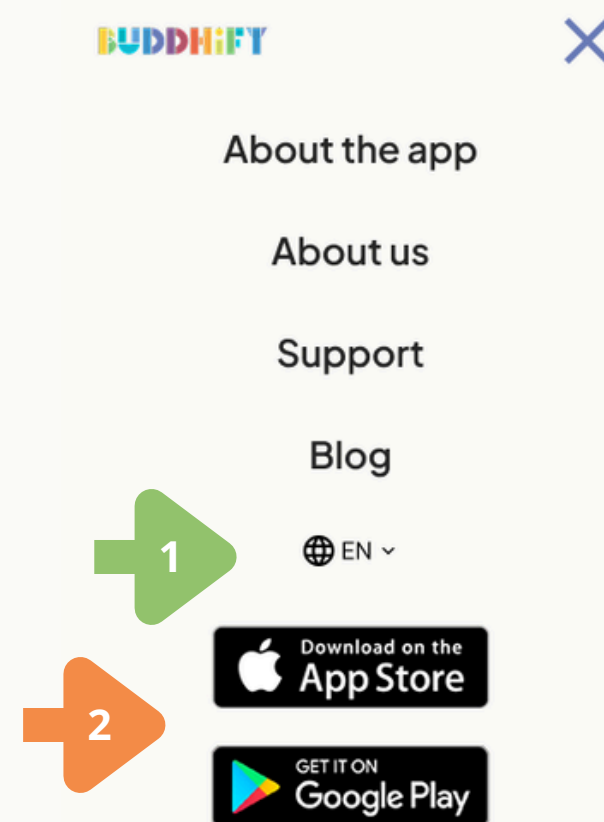
"Download the App" è posizionato nell'header per essere sempre facilmente raggiungibile dall'utente.

2

La possibilità di selezionare la lingua rende il sito più internazionale e inclusivo.

Screens

Menu mobile

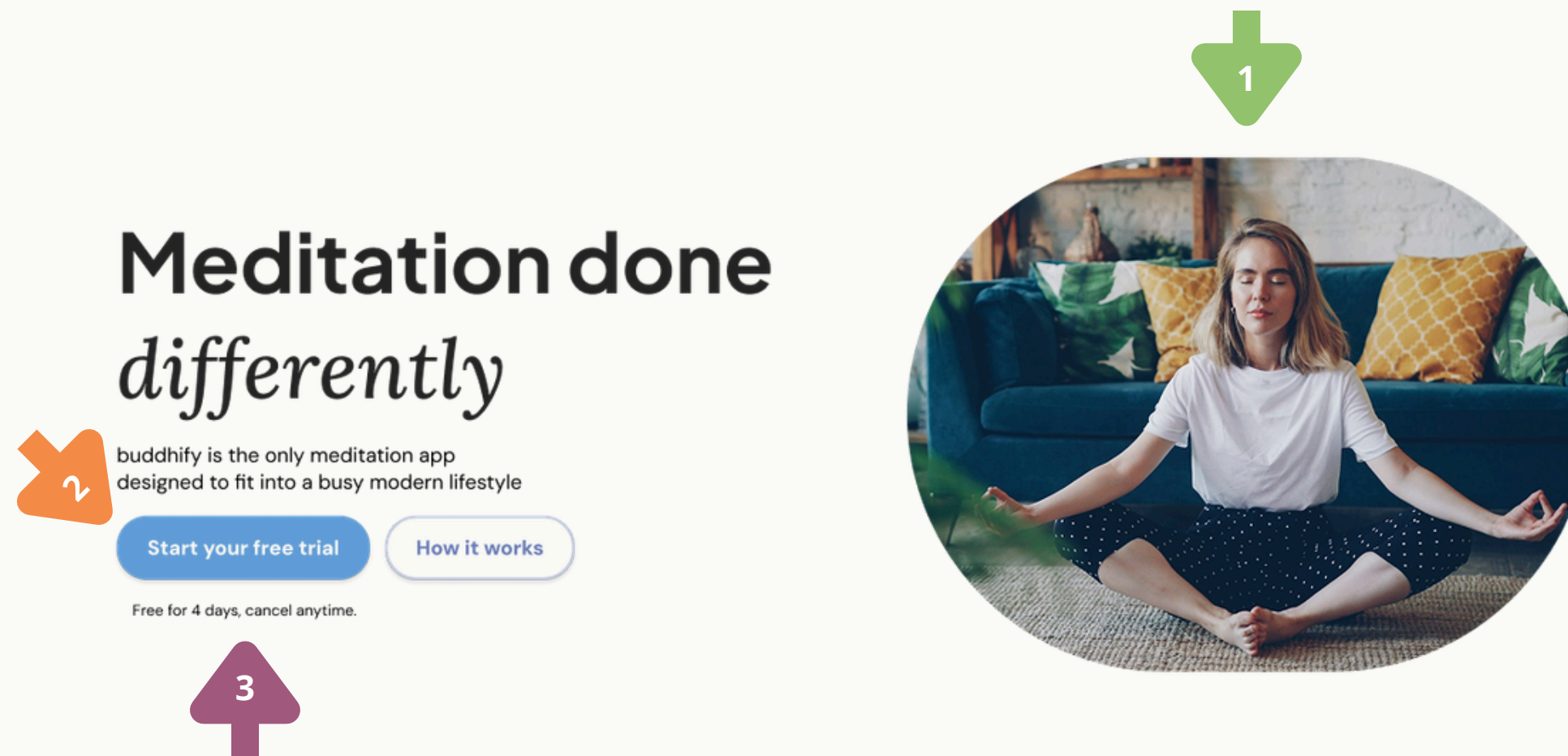


1

La possibilità di selezionare la lingua rende il sito più internazionale e inclusivo.

2

Rispetto all'header della versione desktop, nella versione mobile ho inserito direttamente i link agli store dove poter scaricare l'app



1

L'immagine è arrotondata per creare delle linee morbide e l'immagine scelta vuole far capire a primo impatto di cosa tratta l'app.

2

"Start your free trial" è la CTA primaria, rivolta agli utenti già convinti: il colore azzurro del primary button la rende immediatamente visibile e comunica l'azione principale.

"How it works" è invece una CTA secondaria, pensata per chi ha ancora bisogno di esplorare: lo stile visivo differenziato segnala all'utente che si tratta di un'azione di livello diverso, che lo accompagna verso contenuti di approfondimento anziché verso una conversione diretta.

3

Il micro-copy sotto la CTA "Free for 4 days, cancel anytime" è fondamentale per abbassare la friction psicologica (paura di impegnarsi o di essere addebitati).

Mindfulness *for real life*

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Pick your time

Wherever you are buddhify brings the practice to you.

1

Le tre card con i loro colori richiamano l'identità visiva del brand e presentano i benefici principali dell'app in modo sintetico, riducendo il carico cognitivo dell'utente.



What's inside Buddhify

Short, guided sessions for the moments you struggle most.
Explore meditations for sleep, anxiety, travel, work breaks and more.



Want to meditate on your own?
Learn with guided sessions, then continue independently with our tools.

Discover what's in the app



1

La scheda ha un colore di sfondo diverso in modo da farla risaltare di più rispetto al resto della pagina.

2

“Discover what's in the app” porta a una pagina che permette all'utente di approfondire i contenuti dell'app senza inserire troppi dettagli sulla homepage che ne risulterebbe appesantita.



About us

We created Buddhify to bring meditation into real, messy, busy lives, not just into perfect quiet moments.

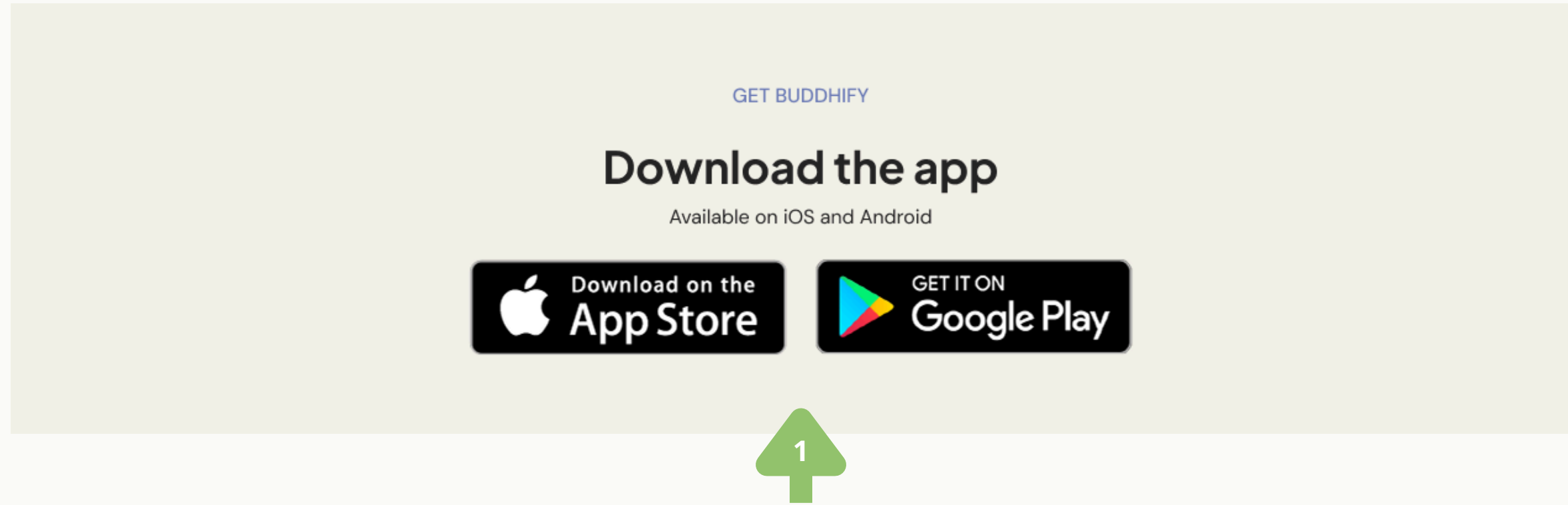
Our team of meditators, designers, and teachers has one goal: helping you find a little more calm exactly where you are, on the train, at your desk, in the middle of a tough day.

[Read our story](#)



1

La sezione "About us", posizionata a metà pagina, introduce il team con foto e descrizione per costruire fiducia nel momento in cui l'utente conosce già il prodotto, ma non ha ancora deciso se affidarsi ad esso.



1

Una CTA intermedia rivolta agli utenti già convinti, posizionata nel momento in cui hanno ricevuto informazioni sufficienti per agire. Il blocco più scuro rompe la continuità dello sfondo chiaro per attirare l'attenzione e i link diretti agli store permettono di scaricare l'app immediatamente.

Find inspiration in our blog



The screenshot shows a section titled "Find inspiration in our blog". It contains two article cards. The first card has a background image of a red heart on a string and is titled "Self-care with a chronic illness" by Cathy Kramer. The second card has a background image of a blue sky with clouds and is titled "Keeping anxiety monsters at bay with meditation" by Cristin M. Both cards include a "STORIES" tag, the date "6 aprile 2020", and a "Read the article" link. Below the cards is a blue button labeled "Explore all articles".

1

Per gli utenti che vogliono approfondire, la sezione blog offre un accesso diretto ai contenuti tramite una CTA a bassa pressione: "Explore all articles" invita semplicemente a esplorare i temi trattati da Buddhify. Mostrare solo 2 articoli è una scelta intenzionale: riduce il sovraccarico visivo e dà più respiro a ciascun contenuto.

Screens

Homepage



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1

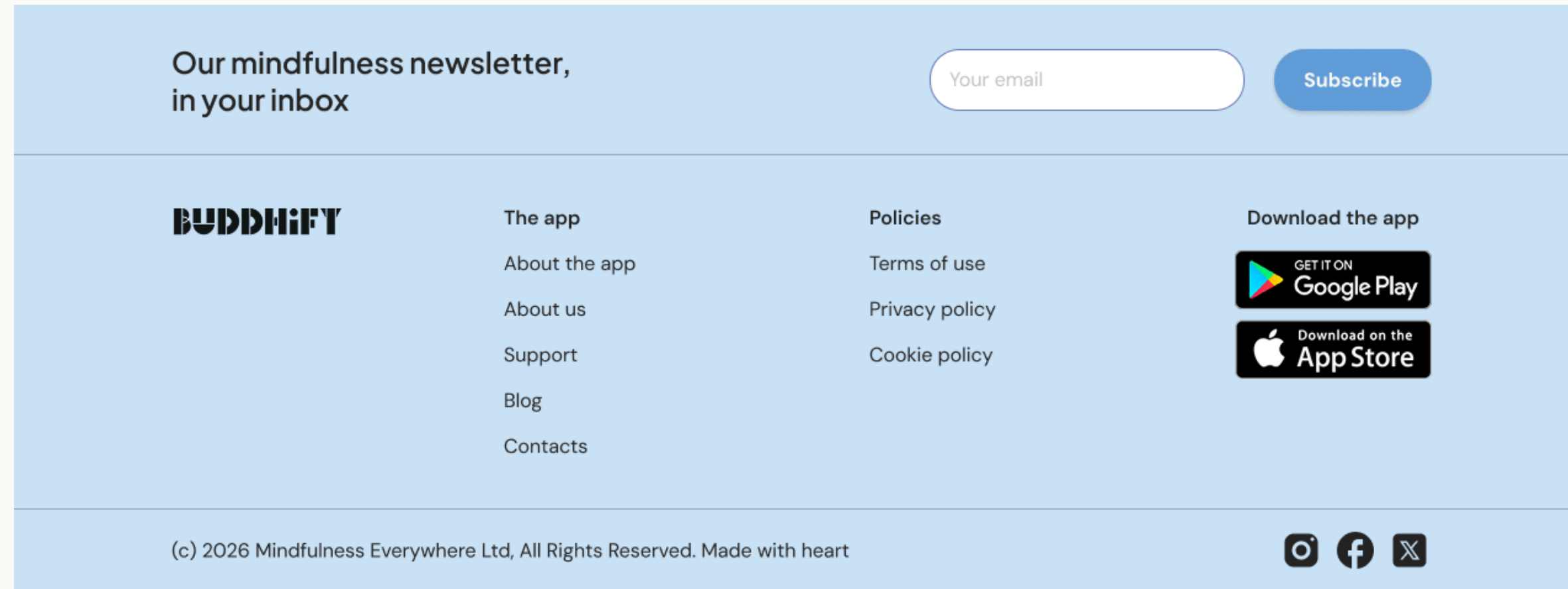
I dati numerici forniscono una prova concreta del valore del prodotto. Evidenziarli con uno spazio dedicato e una tipografia di grandi dimensioni li rende il punto focale della sezione, aumentando la loro efficacia persuasiva.

2

Le citazioni di professionisti provenienti da testate riconoscibili come BuzzFeed o il New York Times fungono da social proof autorevole: il nome della fonte aggiunge credibilità alla testimonianza e rafforza la percezione di qualità del prodotto prima della conversione.

Screens

Homepage



1

La newsletter, posizionata prima del footer, intercetta gli utenti arrivati fino in fondo alla pagina ma non ancora pronti ad agire: rappresenta un'alternativa per chi vuole approfondire e rimanere aggiornato, senza dover utilizzare subito il prodotto.

2

Nel footer l'utente può trovare vari link organizzati in colonne tematiche e ancora una volta dei link per scaricare l'applicazione.

Screens

About the app

The screenshot displays the 'About the app' page for BUDDHiFY. At the top, there is a navigation bar with links for 'About the app', 'About us', 'Support', 'Blog', and 'Download the app'. Below this, a blue header reads 'About the app' with the tagline 'Designed for busy, modern lives wherever you are.' The main content is divided into three sections: 'Guided meditation', 'Independent meditation', and 'More tools inside the app'. The 'Guided meditation' section features a circular menu with categories like 'Sleep', 'Travelling', 'Growing the Love', 'Going to Sleep', 'Coping with Stress', 'Work & Study', 'A Friend', 'Mindfulness', 'Transcendental', 'Stress & Distress Emotions', and 'Just Meditation'. Below the menu are three buttons: 'Sleep', 'Travelling', and 'Explore all categories'. The 'Independent meditation' section has two buttons: 'Foundation' and 'Timer'. The 'More tools inside the app' section includes 'Statistics & Achievements', 'Try gifting a meditation', and 'Buddhify for Kids'. At the bottom, there is a 'Pay once, use it forever.' section with a 'See all pricing options' button, a newsletter sign-up form, and a footer with links to 'The app', 'Policies', and 'Download the app' (Google Play and App Store). The footer also includes copyright information and social media icons.



Screens

About the app

About the app

Designed for busy, modern lives wherever you are.

Guided meditation

We help you learn and find exactly what you need, with short sessions for different moments of your day.



Sleep
For the nights when your mind won't switch off. >

Travelling
For crowded trains, long flights, and in-between places that leave you drained. >

[Explore all categories >](#)

Independent meditation

Want to meditate on your own? We'll help you get there.

Foundation
We teach you the basics so you can meditate confidently on your own. >

Timer
A simple timer for any length of practice. >

More tools inside the app



Statistics & Achievements

See how long you've meditated, which sessions you love most, and how your practice grows over time.

[View your stats](#)



Try gifting a meditation

Send meditations to friends and family who need a little support.

[Gift a meditation](#)



Buddhify for Kids

Gentle meditations designed to help children unwind and sleep more easily.

[Explore Buddhify for Kids](#)

Pay once, use it forever.

[See all pricing options](#)

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BUDDHIFY

The app

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Download the app



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Screens

About the app



Independent meditation

Want to meditate on your own? We'll help you get there.



1

La ruota è un elemento dell'interfaccia reale dell'app: mostrarla sul sito crea continuità tra l'esperienza di navigazione e quella d'uso, rendendo il prodotto riconoscibile già al primo avvio.

2

Mostrare solo due categorie tra le più rappresentative evita il sovraccarico cognitivo, mantenendo la sezione leggibile e focalizzata. La CTA "Explore all categories", evidenziata da un colore distintivo, invita chi vuole approfondire a scoprire l'intera offerta in una pagina dedicata.

Screens

About the app



More tools inside the app

Statistics & Achievements

See how long you've meditated, which sessions you love most, and how your practice grows over time.

[View your stats](#)



Try gifting a meditation

Send meditations to friends and family who need a little support.

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Buddhify for Kids

Gentle meditations designed to help children unwind and sleep more easily.

[Explore Buddhify for Kids](#)



Pay once, use it forever.

[See all pricing options](#)

1

"Pay once, use it forever" è un differenziatore competitivo esplicito rispetto ai competitor basati su abbonamento.

La sezione è posizionata in fondo alla pagina intenzionalmente: solo dopo aver esplorato il prodotto, i suoi contenuti e il suo valore, l'utente viene invitato a scoprire come acquistarlo.

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Categories

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Discover what's inside

Choose a category to play a 1-minute sample before trying the full session in the app.

- Waking up →
- With a friend
- Travelling
- Going to Sleep
- Just Meditation
- Work Break

Waking up

These meditation guides you from the first moments of the day into a calm, focused state of mind.

00:59 100

Liked what you heard?

Download buddhify to unlock all meditations.

See all pricing options

Edit mode

You can create the wheel with whichever categories you want.

If you're not sure where to start with Edit Mode you can try one of the wheel curated by the team.

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With a friend

Travelling

Going to Sleep

Just Meditation

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Liked what you heard?

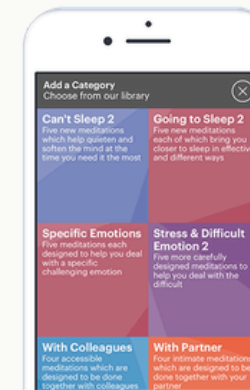
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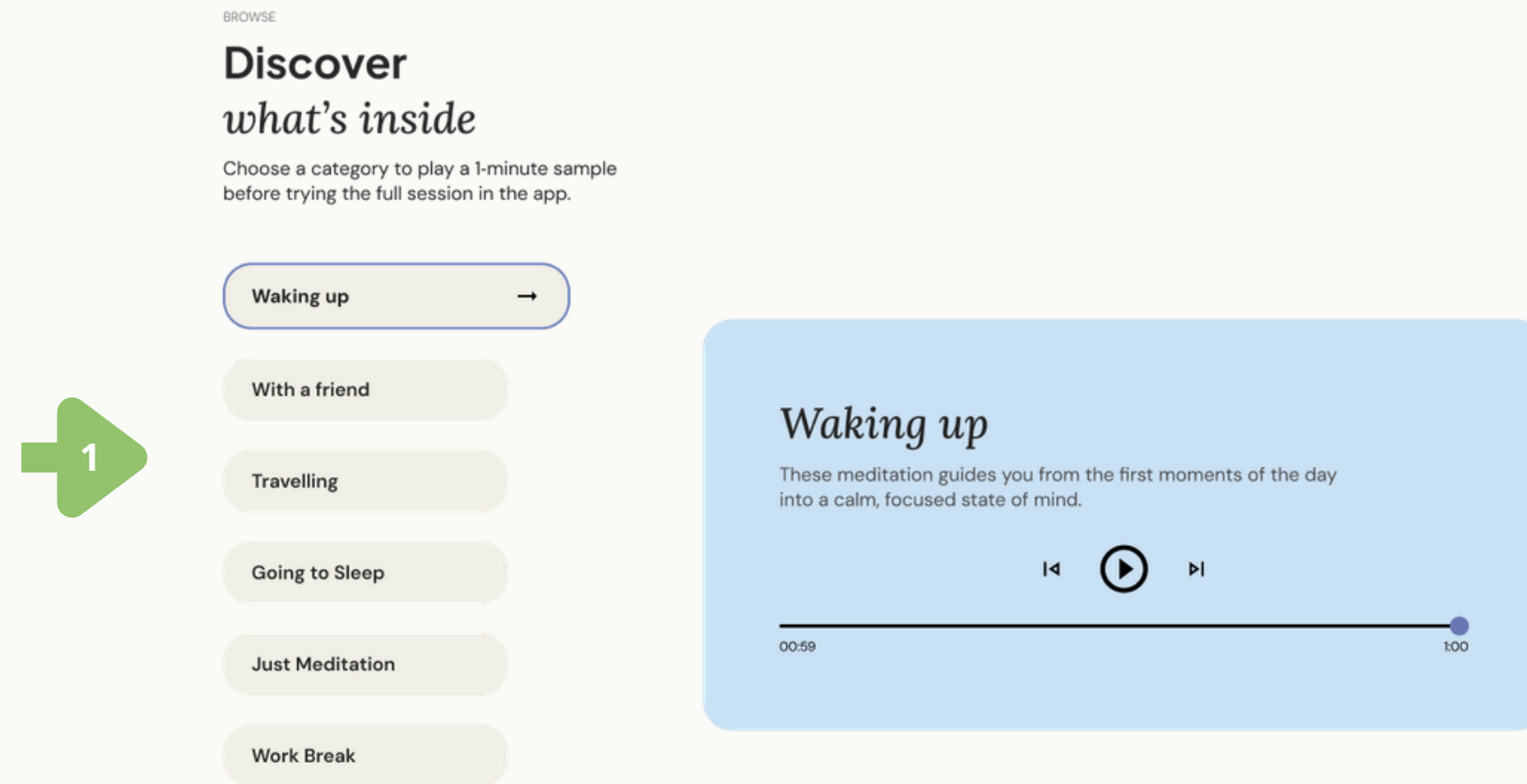


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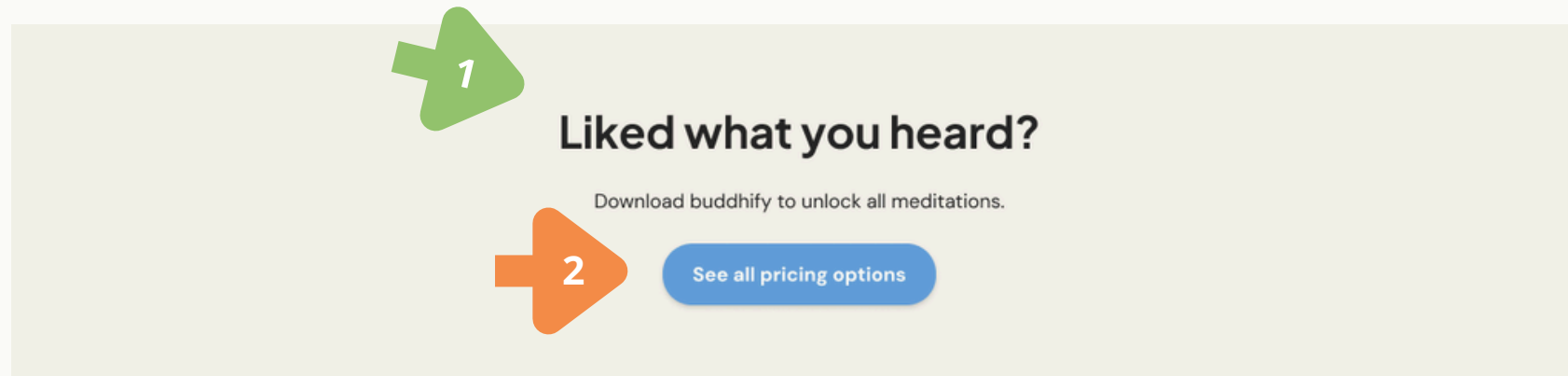


1

Il player permette di ascoltare un'anteprima di un minuto di alcune meditazioni guidate disponibili nell'app. L'interfaccia è volutamente essenziale, per non distrarre l'utente dal contenuto e rendere l'ascolto immediato e semplice.

Screens

Categories

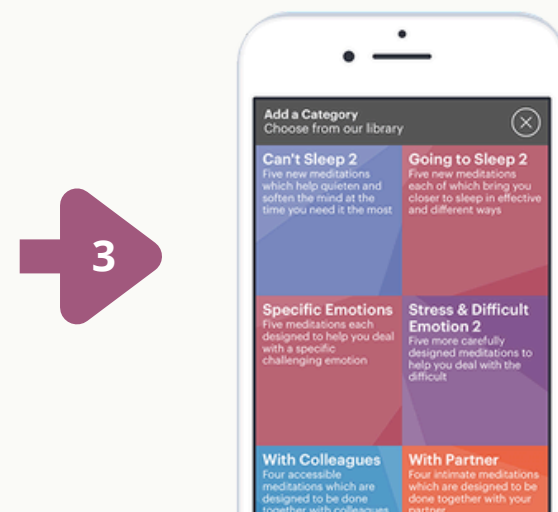


1

"Liked what you heard?" domanda diretta che presuppone un'esperienza positiva appena avuta. L'utente ha appena ascoltato qualcosa e la domanda lo porta a riflettere consapevolmente su quella sensazione prima di presentargli la CTA.

2

"See all pricing options" adotta un tono neutro e non pressante: invita a esplorare le diverse soluzioni senza spingere all'acquisto immediato.



Edit mode

You can create the wheel with whichever categories you want.

If you're not sure where to start with Edit Mode you can try one of the wheel curated by the team.

3

La "Edit Mode" è presentata alla fine della pagina per evitare di sovraccaricare l'utente nelle fasi iniziali. Uno screenshot ne comunica immediatamente il funzionamento, senza bisogno di spiegazioni complesse, suggerendo al tempo stesso la profondità e la varietà delle funzionalità disponibili nell'app.

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- 80+ guided sessions
- 10 activity categories
- No subscription needed

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one-time purchase

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\$30 /year
about \$2.5/month

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- 9 customisable wheel modes
- Early access to new features
- Supports our independent team

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- 2 Use it without pressure**
The base app already stands on its own, so the purchase feels complete even without any recurring payment.
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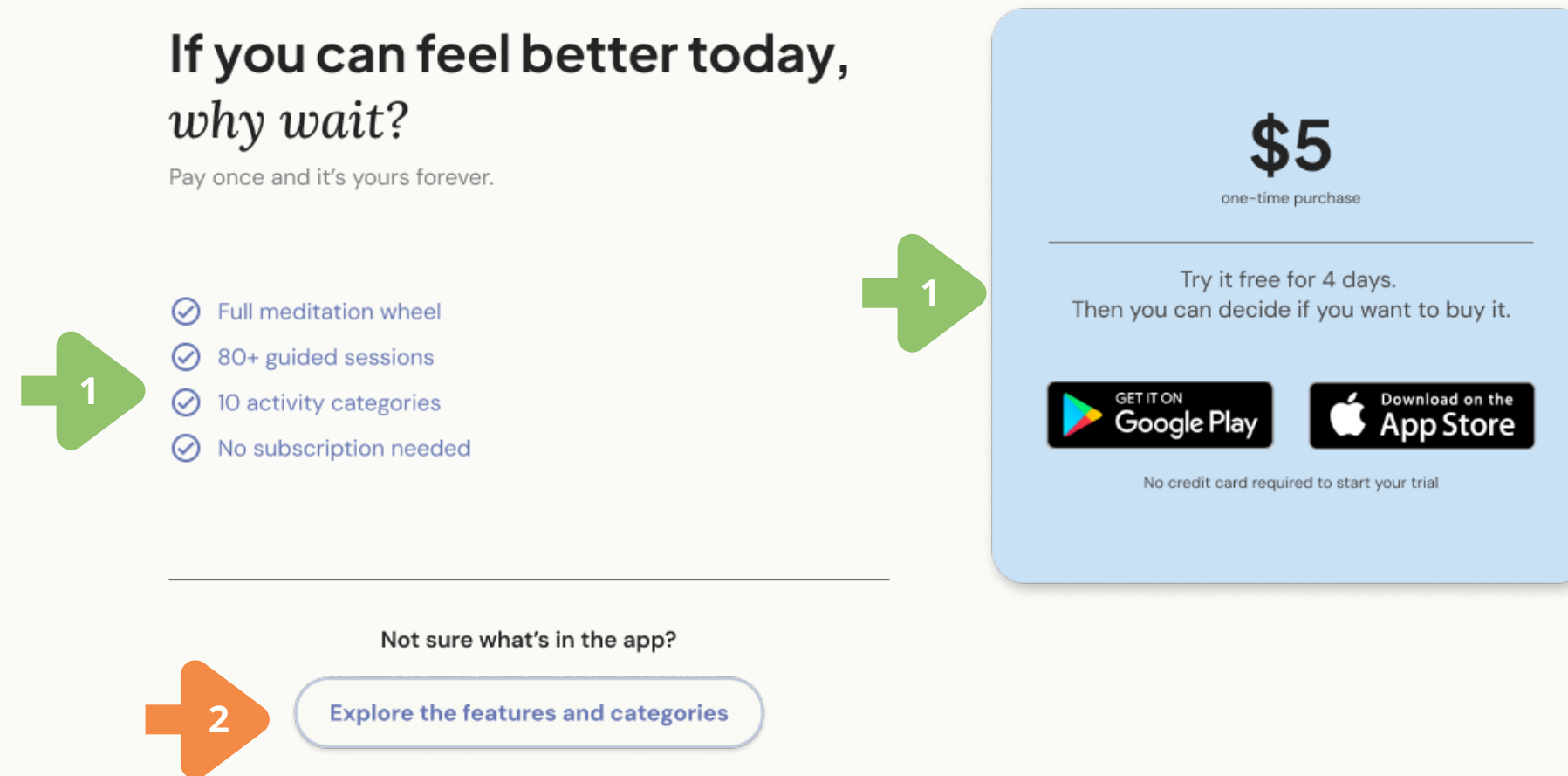


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Pricing



1

L'integrazione di dati quantitativi per comunicare la ricchezza dei contenuti disponibili e le informazioni chiare sul funzionamento dell'acquisto rendono l'offerta trasparente. La card è evidenziata da un colore azzurro, in continuità con le CTA, per rafforzare il richiamo all'azione.

2

Per chi è arrivato sulla pagina "Pricing" senza aver prima esplorato bene cosa potrebbe trovare nell'app ho aggiunto un link diretto alla pagina "About the app".

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Ross, UK

Gli elementi legati alla Membership sono evidenziati dal colore viola, che segnala immediatamente un cambio di sezione e aiuta l'utente a distinguere questa parte del contenuto.

1

Le informazioni principali sono messe in evidenza per stimolare la curiosità e favorire l'approfondimento nella pagina dedicata. La dicitura "optional", posizionata sopra al prezzo e resa ben visibile, attenua la percezione di costo e riduce il rischio di scoraggiare l'utente davanti a una cifra elevata.

2

Accanto al prezzo totale di \$30, che può risultare elevato, ho introdotto l'equivalente mensile di \$2.5, percepito come più accessibile. La dicitura "Cancel anytime" contribuisce inoltre a ridurre la percezione di rischio legata all'impegno.

3

Una sequenza di passaggi, posizionata in fondo alla pagina, chiarisce che la Membership è facoltativa e attivabile solo dopo l'acquisto dell'app.

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what \$10/month

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A first-of-its-kind karaoke-style feature that lets you read and share our most popular meditations in your own voice with the people you love.
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Helps you grow your formal meditation skills with 10 short-course meditations based on six core techniques.
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Weekly video courses, practice themes, deep dives into popular meditations, and community stories starting with "How to Design Your Own Meditations".
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Do I need to be an existing user?
Yes. You need the app and an account to activate buddhiFY Membership.

Is it auto-renewed?
Membership is auto-renewed annually unless cancelled in your App Store or Google Play settings.

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- Together: new content added every week.
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How do I cancel or update payment details?
You can manage or cancel your Membership, and update payment details, directly via the App Store or Google Play account settings.

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By becoming a Member, you will be supporting the buddhiFY team's ability to grow and continue to make the most creative mindfulness products around. The extra revenue as well as the closer relationship that Members will have with the team, means we can make even more content and new features best suited to what you need and want.

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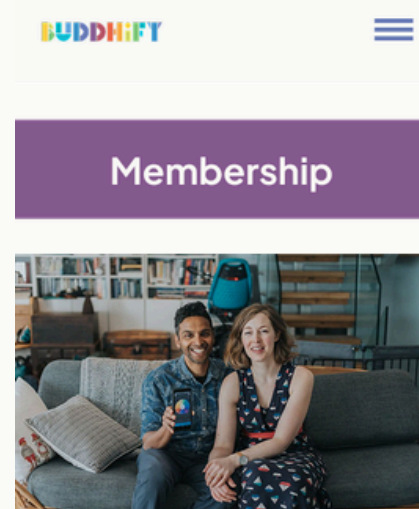
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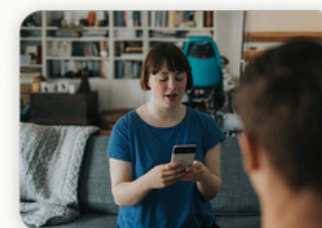
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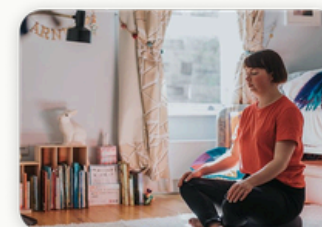
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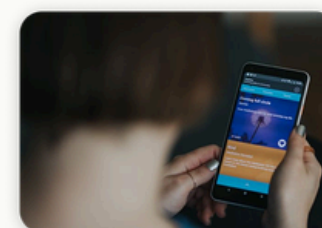
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1

A chi è già utente dell'app viene spiegato come diventare membro, chi non ha ancora l'app viene reindirizzato al download. Questo evita che l'utente senza app si blocchi su una pagina che non può ancora usare.

2

Una piccola scelta inclusiva che segnala che il prodotto è internazionale e riduce la friction per gli utenti che devono fare conversioni mentali.

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1

Le FAQ sono organizzate in elementi collassabili, anziché in blocchi di testo estesi: questa struttura riduce il carico cognitivo visivo e consente di individuare rapidamente le risposte senza dover leggere l'intero contenuto.

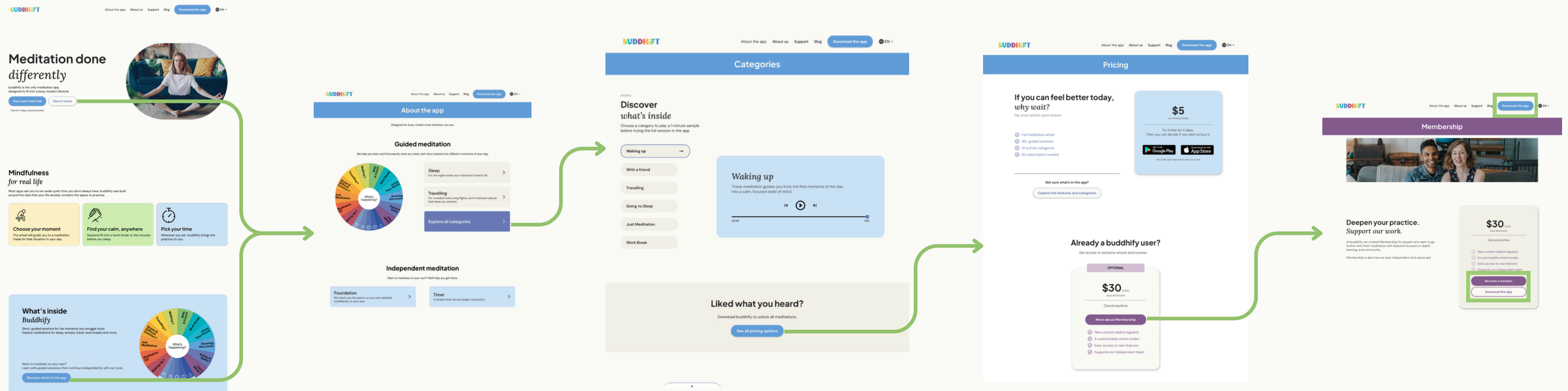
2

Il form, posizionato subito dopo le FAQ, intercetta gli utenti che non hanno trovato risposta ai propri dubbi, offrendo un canale diretto di contatto ed evitando che abbandonino la pagina con incertezze irrisolte.

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Meditation done differently
 buddhify is the only meditation app designed to fit into a busy modern lifestyle

Start your free trial

How it works

Free for 4 days, cancel anytime



What's inside Buddhify
 Short, guided sessions for the moments you struggle most.
 Explore meditations for sleep, anxiety, travel, work breaks and more.

Want to meditate on your own? Learn with guided sessions, then continue independently with our tools.

Discover all practice tools

About the app
 Designed for busy, modern lives wherever you are.

Guided meditation
 We help you learn and find exactly what you need, with short sessions for different moments of your day.



Sleep
 For the nights when your mind won't switch off.

Travelling
 For crowded trains, long flights, and in-between places that leave you drained.

Explore all categories

Waking up
 These meditation guides you from the first moments of the day into a calm, focused state of mind.

00:59 100

- With a friend
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Grazie per l'attenzione

Emiliana Forestiere

