

# Graphite

## Brand Strategy & User Experience Design

In a market overrun with convoluted, feature-bloated products, Graphite makes a commitment to simplicity and a few simple facts.

### About Graphite

Graphite, developed by Graphite Wellness Solutions, LLC, is a simple calorie management tool that gives users the support needed to make easy lifestyle changes that lead to lower weight, improved fitness and better health. Based on the Energy Balance principle, it is a web-based application that aims to fit easily into the lives of its users, and take the guess work and mystery out of weight management.

### The Challenge

With a first-generation prototype in limited release, iTrak Online — the name it was then operating under — was struggling with how to grow its user base and differentiate itself in a brutally crowded marketplace. iTrak was competing not only with a multitude of calorie management tools, but with a cacophony of diet and fitness products and services that ran the gamut from gimmicky to academic.

### The Process

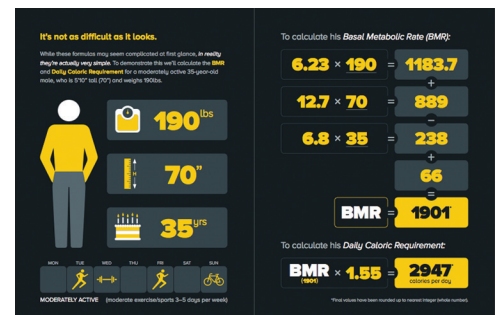
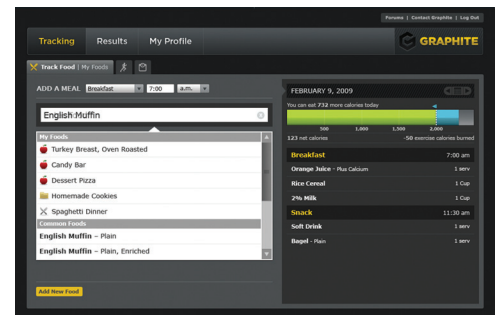
In order to discover what made iTrak different from other weight management solutions, KA+A reviewed existing brand materials and support documentation, performed an extensive audit of competitive products and services, and conducted interviews with customers and a select group of health and wellness professionals. At the end of the process, it was clear that iTrak's opportunity lay in two key areas: First, it would continue its unwavering dedication to simplicity and ease of use. Secondly, iTrak would position itself uniquely in the market by focusing primarily on male users.

This fresh strategy called for a bottom-up overhaul of iTrak's brand assets, including the organization's name, landmark and communication materials, and the calorie management application itself. The team settled on the name Graphite for its obvious reference to journaling (i.e. tracking), and for its relationship to carbon, a foundational building block of all life, including the human body. KA+A then developed a logo, website, and communication system to support Graphite's newly refreshed brand.

With the brand strategy portion of the engagement complete, KA+A moved into the design of the Graphite calorie management application. One major goal of this phase was to keep as much of the application's existing architecture in place, while still making significant improvements to the user interface. With that in mind, the team developed process flows, an information architecture, wireframes, and a hi-fidelity prototype to assist in the application's final development.

### The Result

Graphite officially launched in the summer of 2009. Existing users were delighted with the updated product, and the user base continues to experience positive growth. Future plans for Graphite include mobile versions of the web application, and partnerships with corporate HR departments, health and wellness organizations, and training facilities across the country.



### Disciplines Utilized:

- Brand Strategy
- Experience Strategy & Design
- Interaction Design