

How can we turn the **negative** feedback from the **PANDEMIC**

data into a **positive** experience?

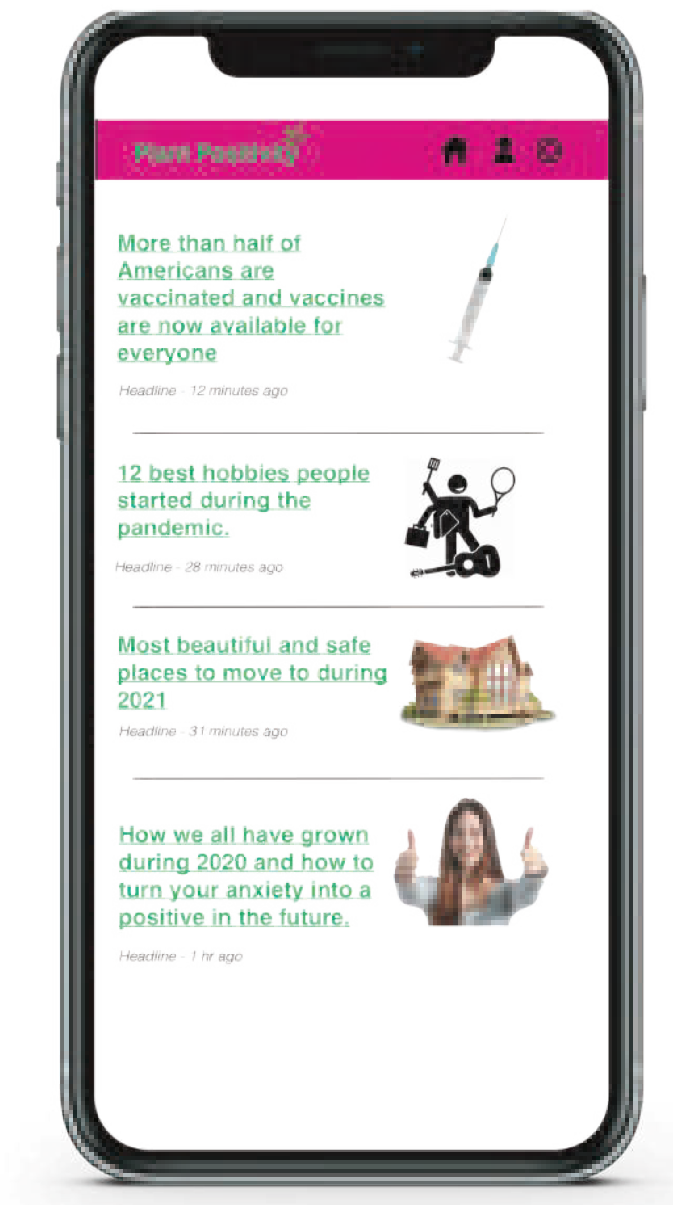
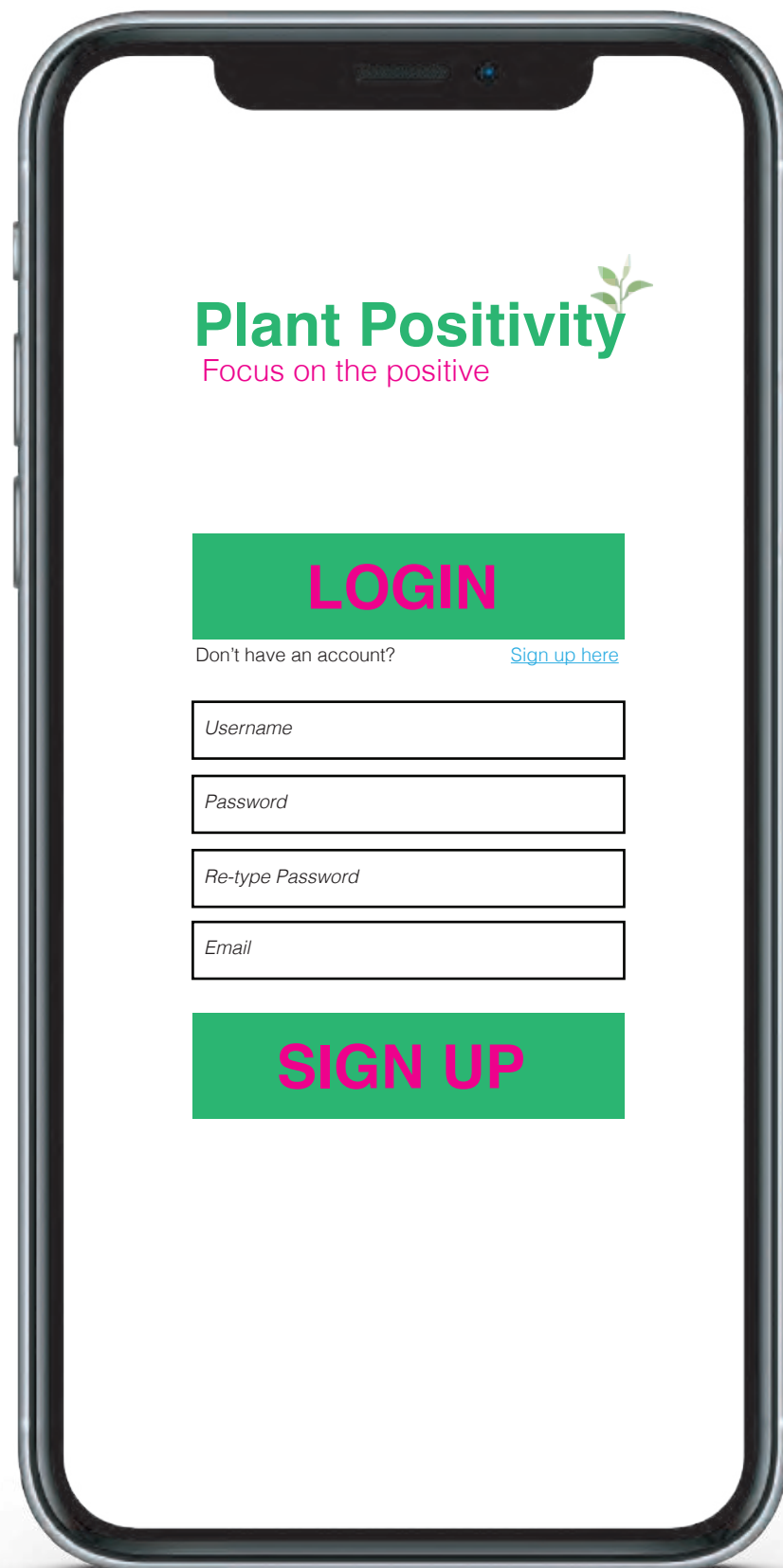
with...

**Plant Positivity**  
...focus on the positive

Timeline: January 2021 - April 2021

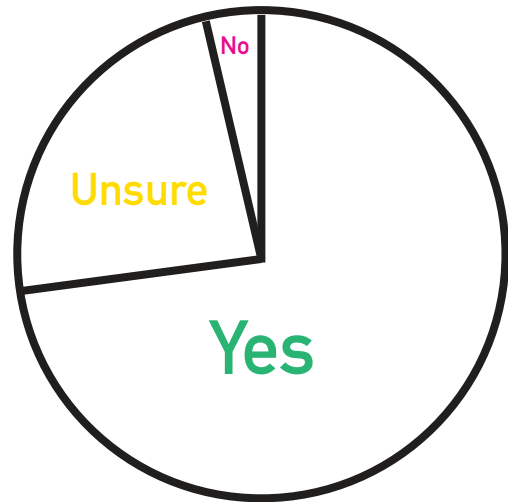
By: **Mikaela Tommy** and **Payton O'Brien**

We began our journey wondering if we could change people's attitudes towards the heaviness of the pandemic. We both did research as well as collaborated every step of the way! Payton took care of the interactive map section of the app while Mikaela focused on the color scheme, journey map, and home page of the app.

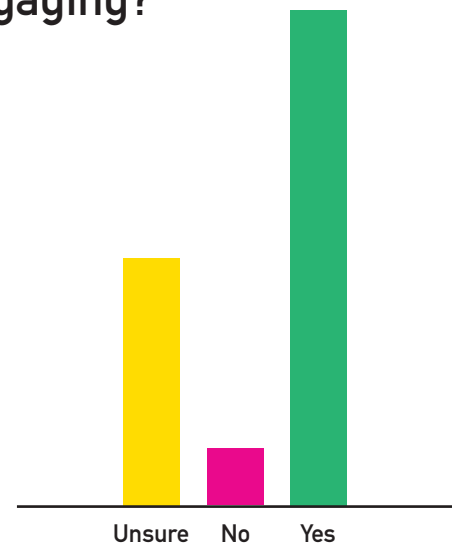


# Research Survey

Do you think Covid data could be displayed in a more positive way?



Do you think making Covid19 data more engaging would make it more engaging?



## Key Takeaways

- 1 Covid data is necessary but needs to be more influential.
- 2 Most people want to see Covid data displayed in a more positive way.
- 3 Covid data needs to be factual but more hopeful.

## Interview

How often do you check Covid stats?

Used to everyday, but now once a month, I check less because I am no longer afraid.

How do you feel when you read Covid stats?

Discouraged. Media makes it sound worse than my personal experience.

What emotion do you associate with Covid?

Annoyance and frustration. But also I am grateful because I had a lot of time for self reflection and there has a lot of positive environmental impacts from quarantine.

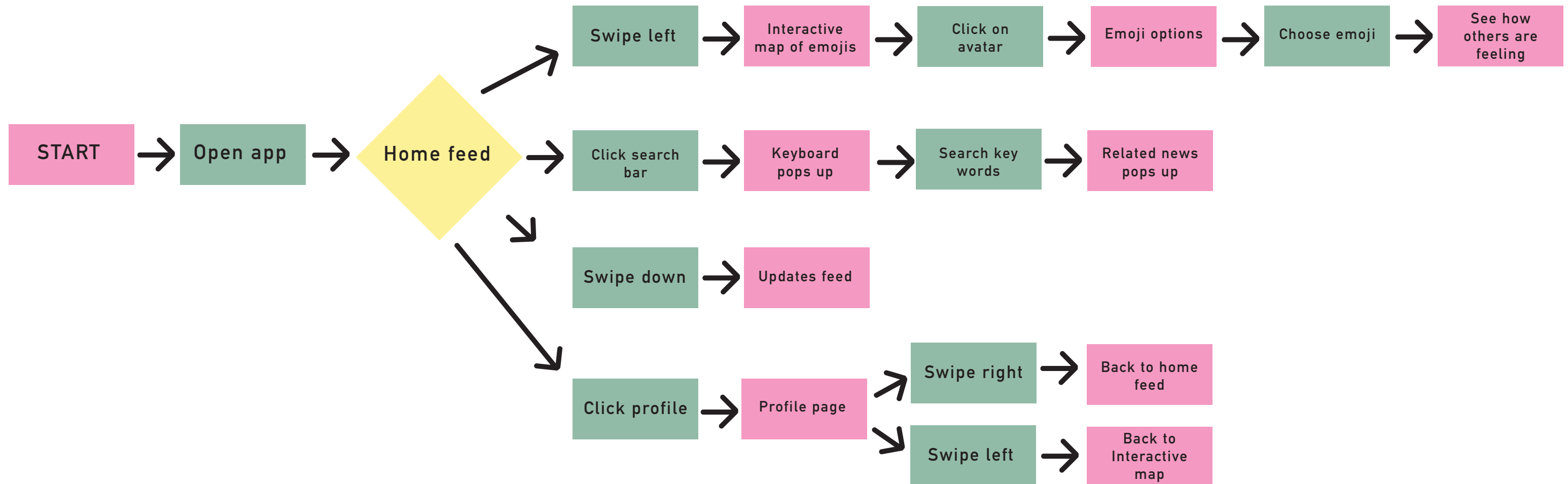
What media has inspired you this past year?


The people I folow on instagram. Poets and yogis sharing positive perspectives. I liked seeing people take up new hobbies and it inspired me to dive into yoga and school more deeply.

# Journey Map

A persona that we belived would benefit from the app and how it might change their experience.

# User Flow Diagram



**Persona:** Anxious Ally 

**Scenario:** Ally is scared of covid and has been experiencing anxiety around the pandemic. She was advised to try the app plant positivity to help with her anxiety.

**Opening the App**

**Checking the positive news**

**Swiping to the map**

**Posting an update**

Ally is feeling anxious so she opens the Plant Positivity App.

Ally reads about the positive news surrounding the pandemic and starts to feel hope.

Ally swipes left with her finger to view the interactive live map of how others are feeling around her.

Ally clicks on her avatar and posts an emoji stating how she feels.

**Oppourtunities**

On the app you will be able to see positive news about the pandemic and see how the anonyomous people around you are feeling.

**Oppourtunities**

The home page will be a live positive news feed.

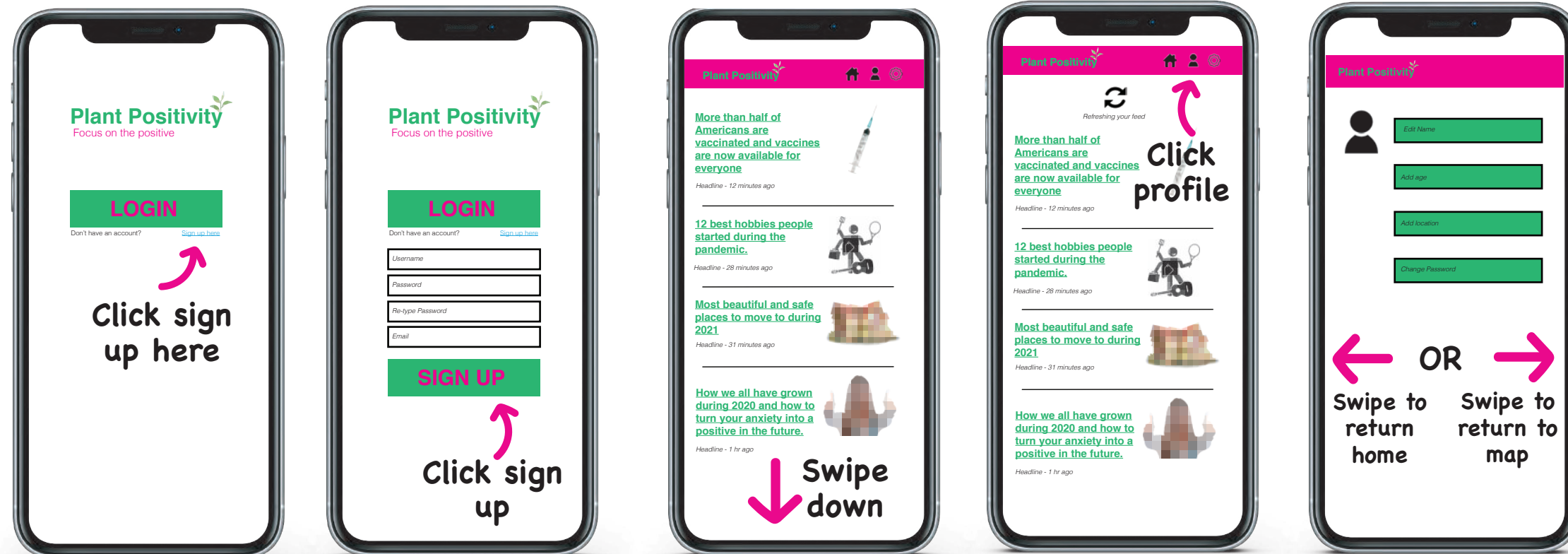
**Oppourtunities**

Here you can swipe to find out how many people around might be feeling exactly how you are that day. So you don't have to feel alone.

**Oppourtunities**

You can post a quick and simple emoji to express how you might be feeling throughout your day.





# Pain Points

The swipe down frame of Mikaela's wire frame needs to be clearer that it will refresh

What's the difference between profile and settings? Wouldn't the edit profile be in settings?

# Wireframes

Make the message button on Frame 4 clearer and easier to read.

Make the names clearer and easier to read on the map.

Swipe left



Zoom in

Click name

Select emoji

Swipe to map