



GriefGuide: A Case Study

Connect. Share. Heal

Presented by:

Jalisa Keyser (UX Research/Design)

Karen Klinedinst (UX Research/Design)

Rachel Manu (UX Research/Design)

Project Overview

PROBLEM: Grief is a normal response to losing a loved one. Yet, too often it's difficult to find a safe space to connect and share grief with others who are experiencing a similar loss.

SOLUTION: GriefGuide is a social app that helps those experiencing grief and loss connect to others who are experiencing a similar loss through moderated chat groups, and resources such as: helpful checklists, books, articles, podcasts, videos and links to in-person bereavement groups. GriefGuide is a safe space to connect, share and heal.

TEAM: Jalisa Keyser, Karen Klinedinst, Rachel Manu

ROLES: UX Research, UX Design

TOOLS: Miro, Figma

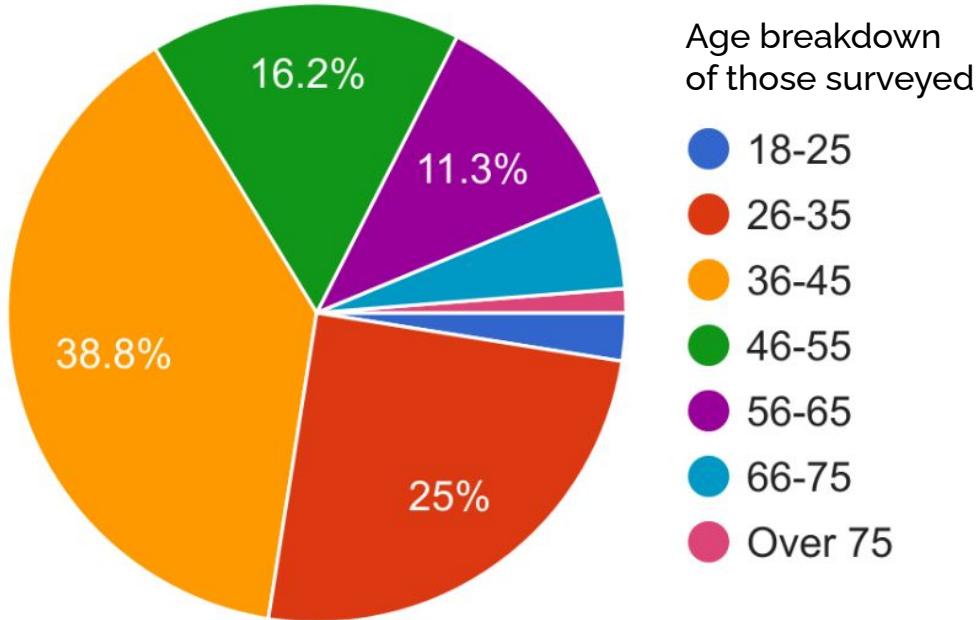


User Research

GriefGuide

Survey

What is your age?
80 responses



Grief and Loss Case Study Survey

Responses: Grief and Loss Survey

Interview Plan

[GriefGuide Interview Plan](#)

How long ago has it been since you lost your loved one? If you were married, how long were you married?

What resources or support systems did you find most helpful when dealing with grief?

Do you think having the ability to connect with others who are grieving would be beneficial, and if so, in what format (e.g., chat, discussion boards)?

Are there specific features or tools you wish you had during your grieving process that could have made it easier?

What are some common emotions or struggles you experienced while grieving that you believe an app could address?

Interview Transcripts



"I wish I had a way to kind of connect with people [who are also grieving]."
- Leah Hunt



"I think it would be helpful to know 'okay, we've all experienced this and we're moving forward together.'" - Afia Nyarko

"If you could have the connection with other people going through it? I think that would be the most important." - Cheryl Atkins



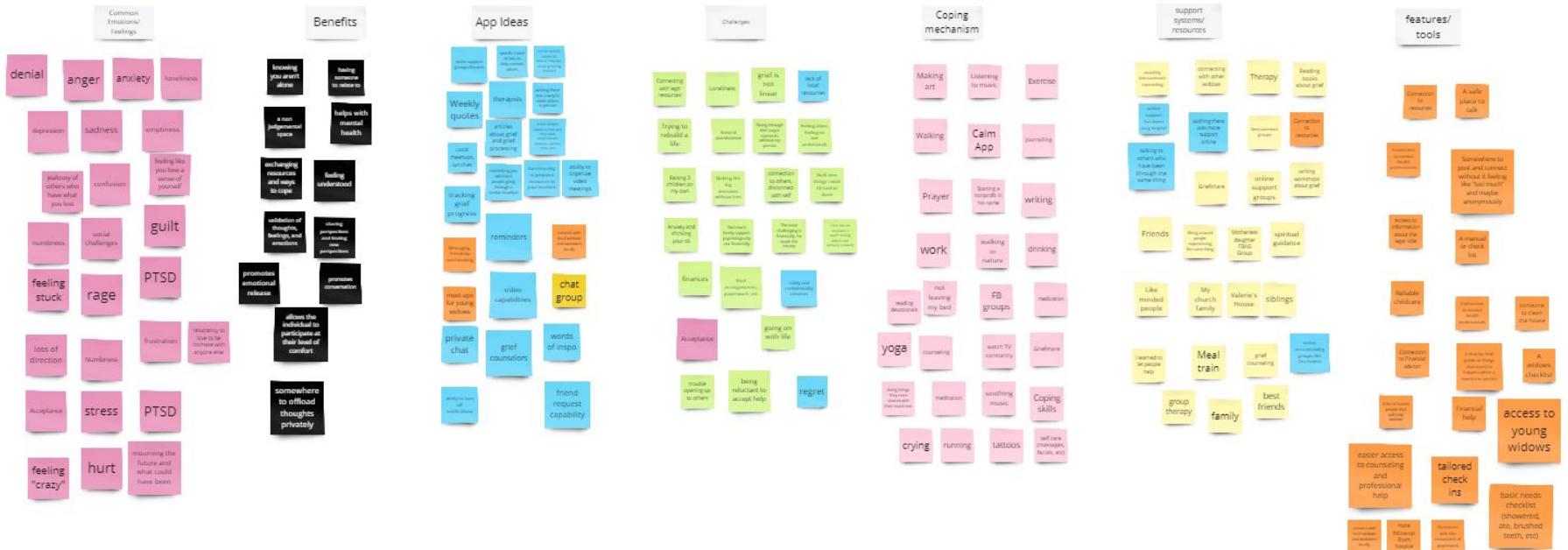
"There's a real void of other people who've lost their life partners and do want to talk about it." - Susan Rosenberg



"In retrospect, looking back, I imagine that [an online support group] would be helpful." - Jenny Ciattei



Affinity Diagram



Affinity Diagram

User Persona



Allison

Age: 55

Location: Charlotte, NC

Income: \$75K

Occupation: Teacher

Status: Widow

"I'd like to find additional support and connections with other widows as I try to rebuild my life."

Behavioral Demographics + Drive

- Spends extra time with her children
- Listens to grief podcasts, such as "Terrible, Thanks for Asking."
- Tech savvy
- Married for 25 years, widowed for one year
- Two grown children
- Goes to monthly bereavement counseling

Goals and Needs

- Consistent and reliable emotional support
- Having a safe space to express her grief
- Connecting with other widows/widowers in the same stage of the grieving process

Hesitations and Pain Points

- Paying for final expenses
- Paperwork
- Sense of overwhelm
- Feeling alone

miro

Definition & Ideation

GriefGuide

User Insight

Allison, a newly widowed middle aged professional, needs a reliable & safe way to connect to others also experiencing loss because communicating with people who understand can assist greatly in the grief healing journey.



The Problem

As a result of the death of her husband, Allison needs to find a safe space that offers consistent, reliable support along with others who are experiencing a similar loss to hers.

How might GriefGuide assist those going through the grief process by providing support to its users?

Problem Statement

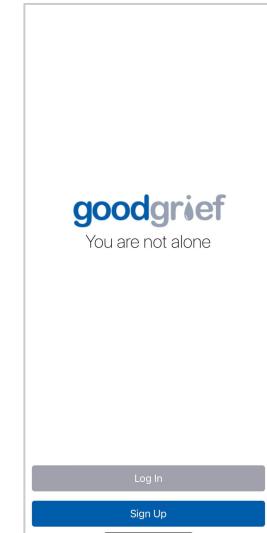
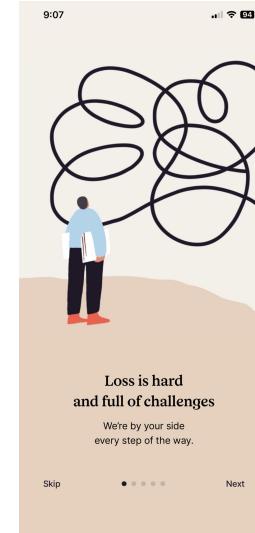
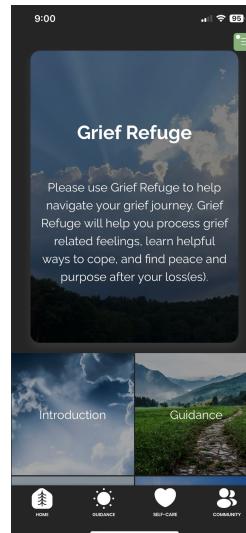
We believe creating an app for those experiencing grief and loss will help users feel a sense of belonging and understanding in knowing that they are not alone.

Hypothesis Statement

Competitor Analysis

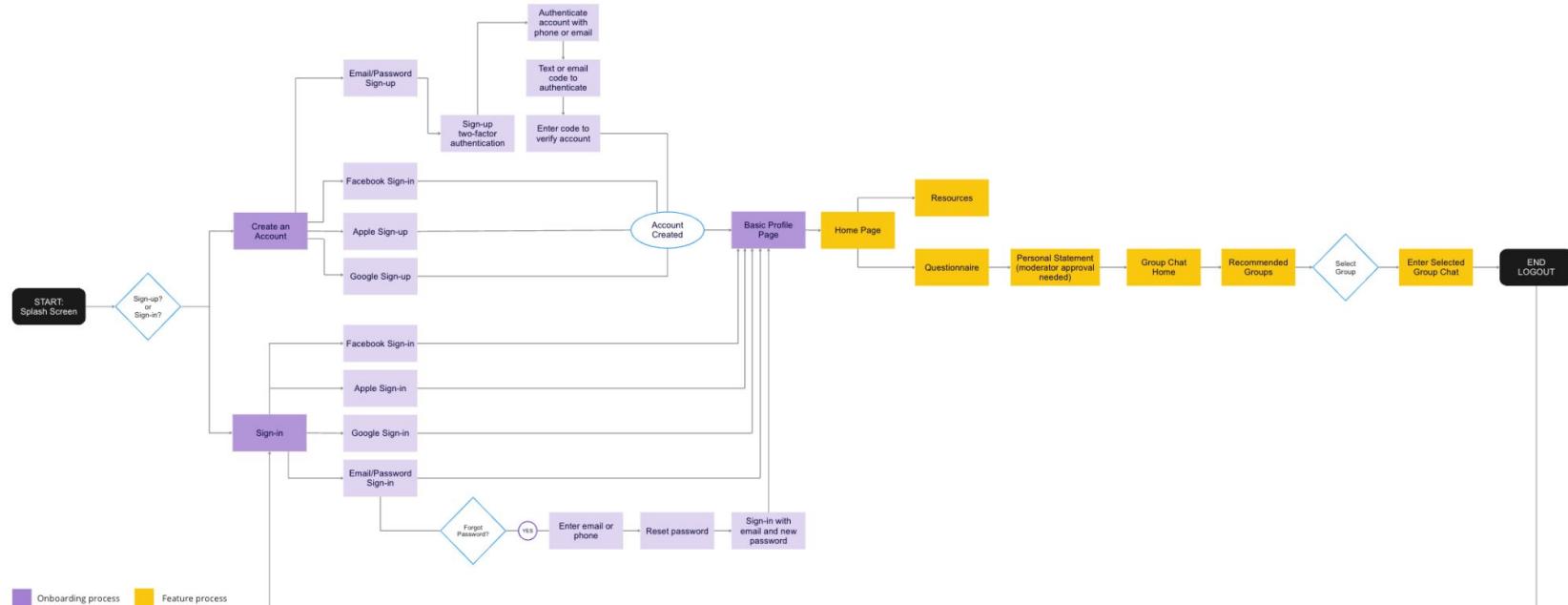
We looked at the following competitors to review their features, strengths and weaknesses:

- Grief Share
- Grief Refuge
- Empathy Loss Support
- Good Grief



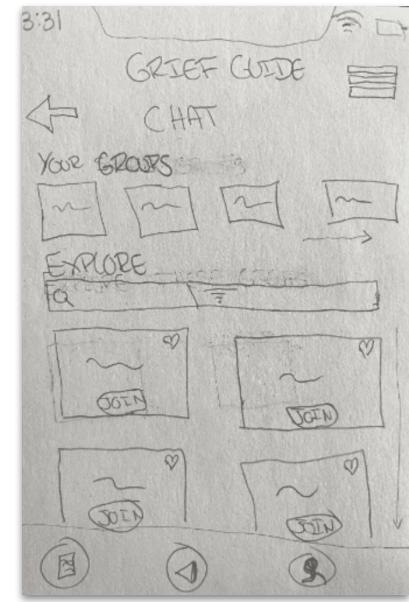
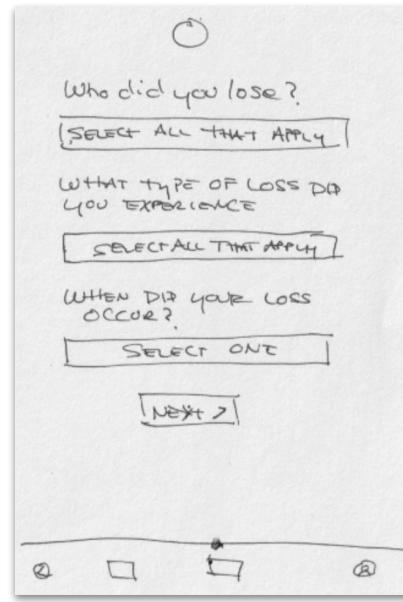
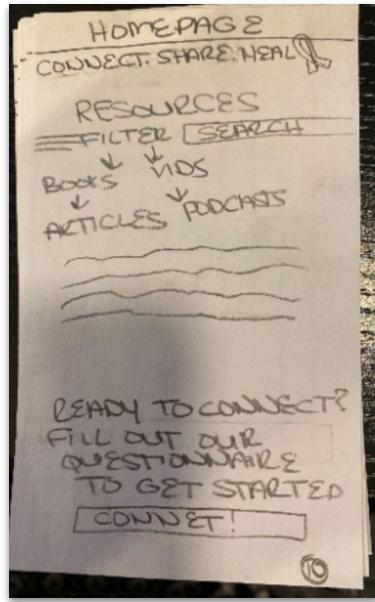
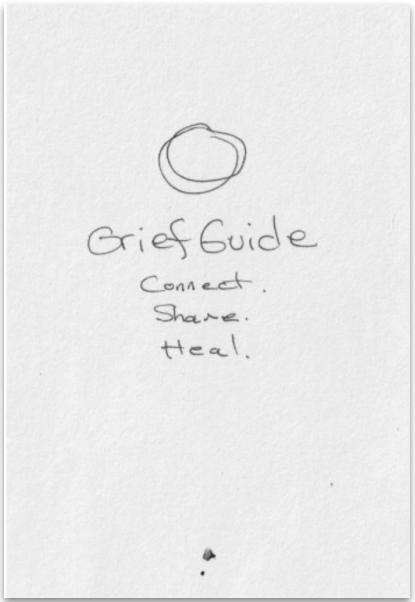
Competitor Analysis

GriefGuide User Flow



Iteration 1: GriefGuide User Flow

Sketches



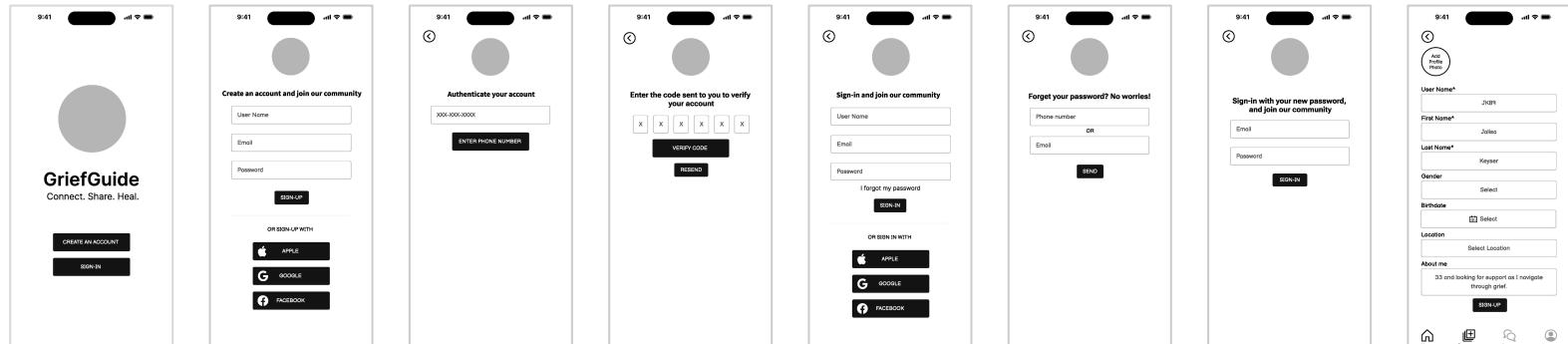
[Jalisa's Sketches](#)

[Rachel's Sketches](#)

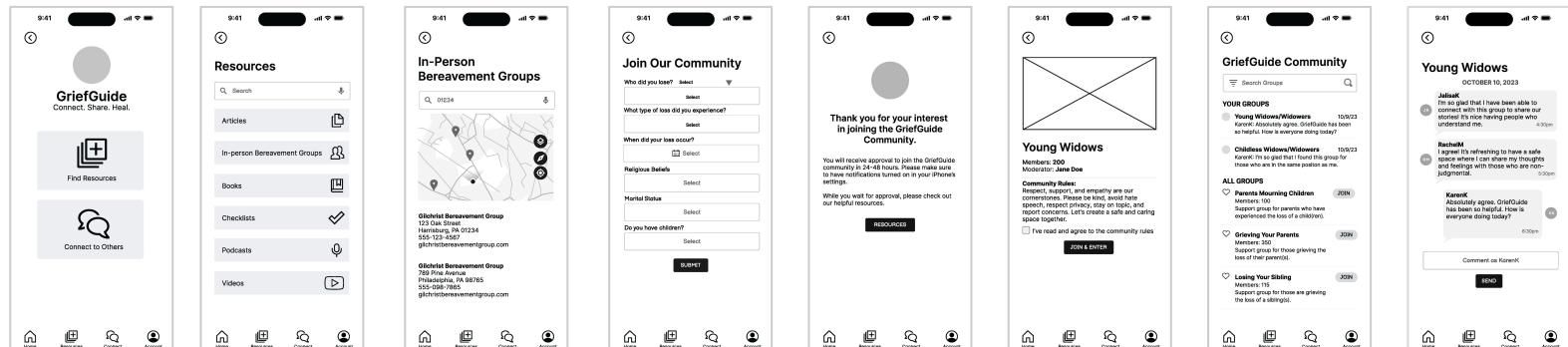
[Karen's Sketches](#)

Digital Wireframes

[Clickable Digital Wireframe](#)



Onboarding Process



GriefGuide Home and Resource Feature

Onboarding for Group Chat

Group Chat Feature

Testing and Iterating

GriefGuide

Recorded User Tests

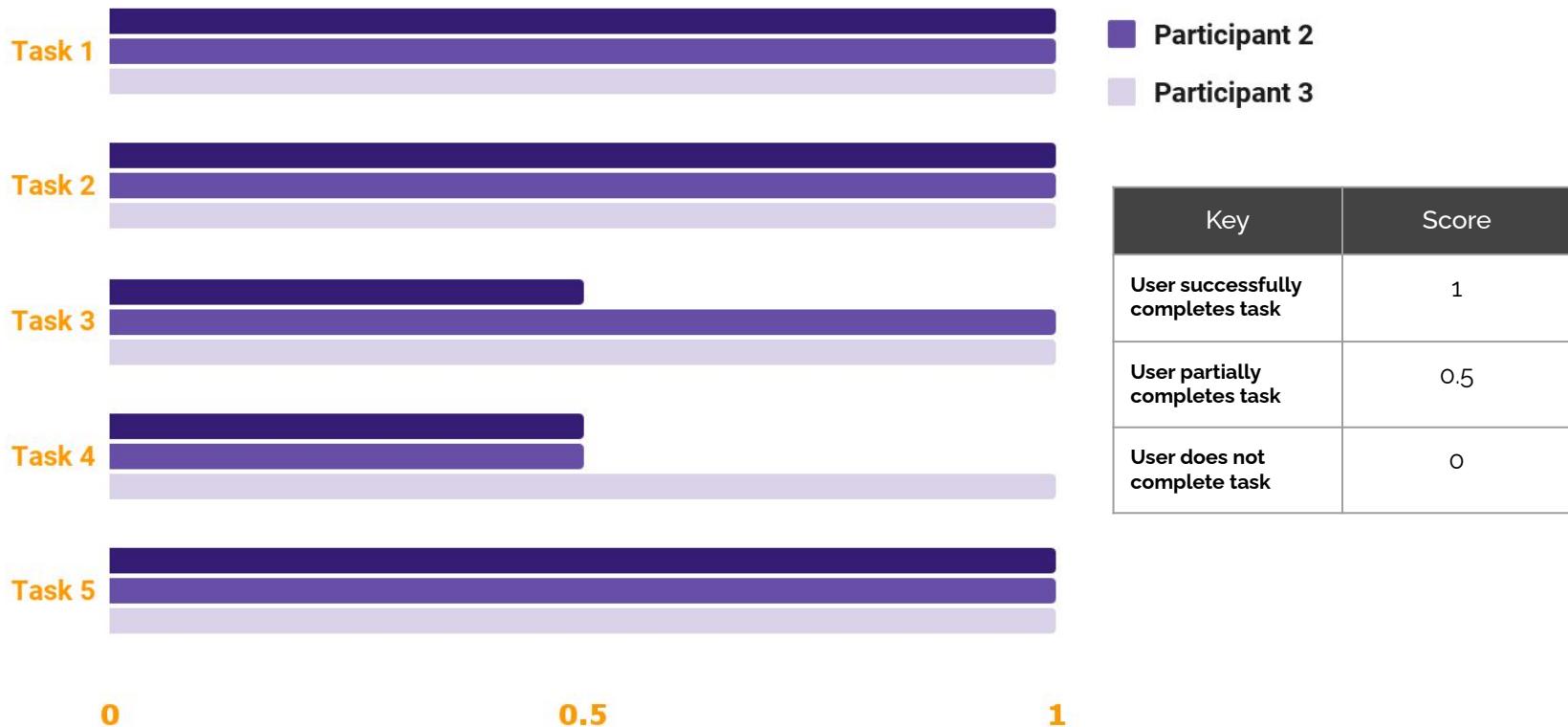
- Participant 1
- Participant 2
- Participant 3

The image shows a composite view of a user testing session. On the left, a screenshot of a web browser window displays a mobile application interface for 'In-Person Bereavement Groups'. The app shows a map with several location markers and two group details sections for 'Gächrist Bereavement Group' (Harrisburg, PA) and 'Gächrist Bereavement Group' (Philadelphia, PA). At the bottom are navigation icons for Home, Resources, Connect, and Logout. On the right, a video conference interface shows four participants in a grid:

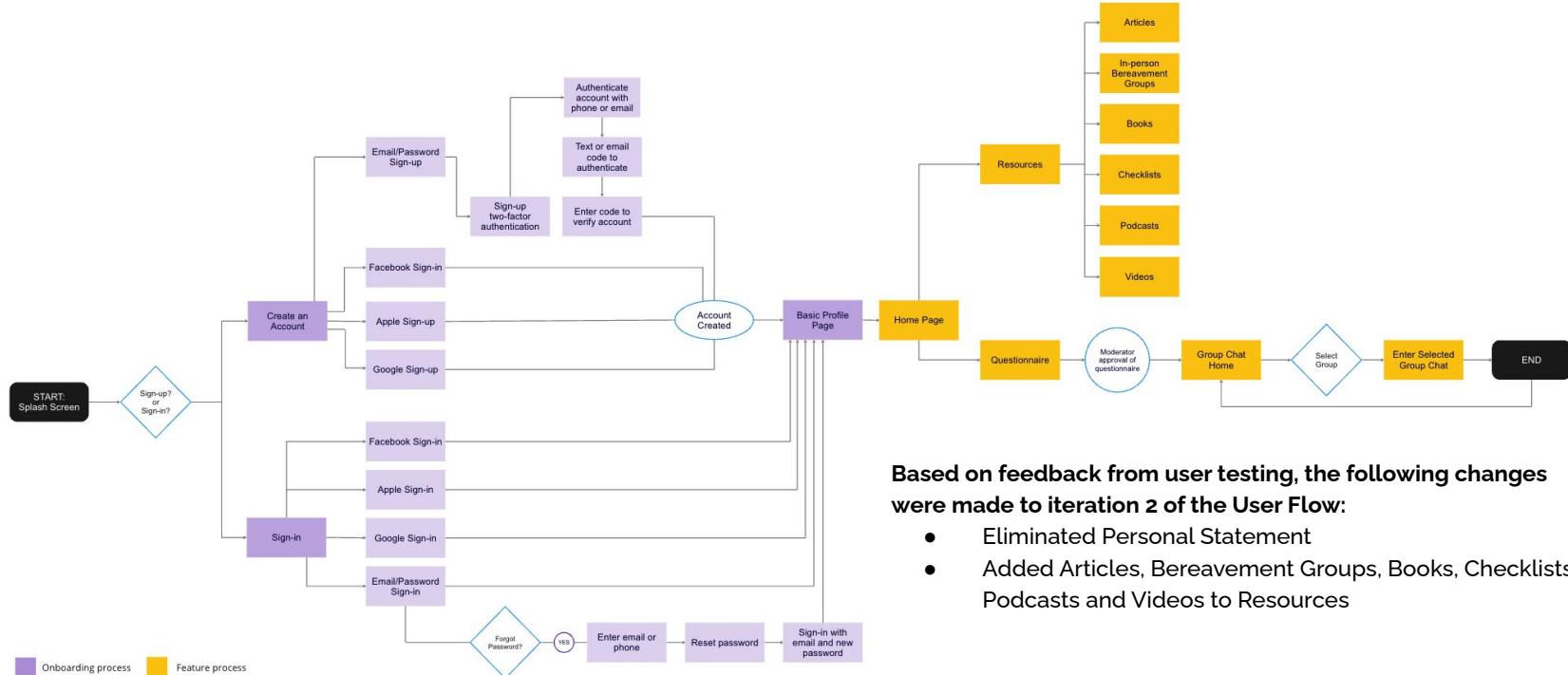
- Rachel Manu (top-left)
- Keyser, Jalisa (top-right)
- Klinedinst, Karen (bottom-left)
- Gio Montoya (bottom-right)

Each participant has a small video thumbnail and their name displayed below it.

User Testing Results



Iteration 2: GriefGuide User Flow

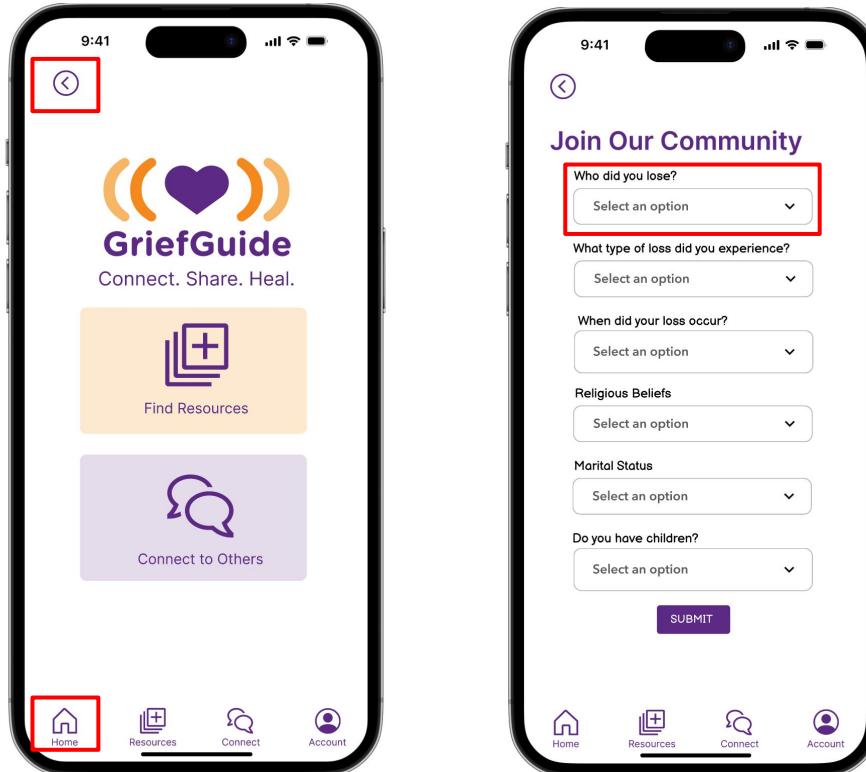


Iteration 2: GriefGuide User Flow

Iteration 2: iOS Prototype

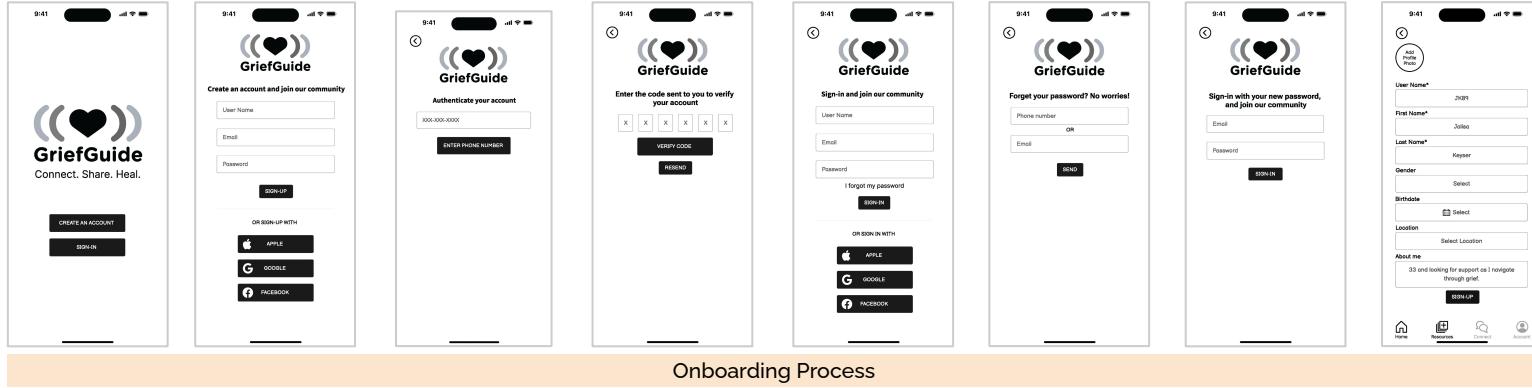
Based on feedback from user testing,
the following changes were made for
iteration 2 of the iOS Prototype:

- Added Home icon and labels to feature icons in bottom navigation
- Moved back button to top of screen
- Improved functionality of Questionnaire

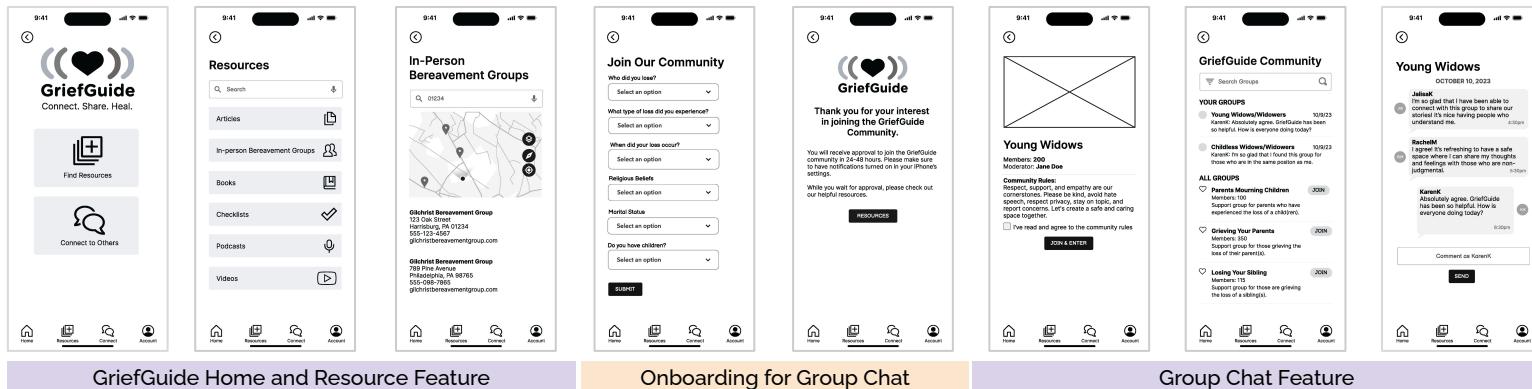


Iteration 2: iOS Prototype

[Clickable iOS Prototype](#)



Onboarding Process



GriefGuide Home and Resource Feature

Onboarding for Group Chat

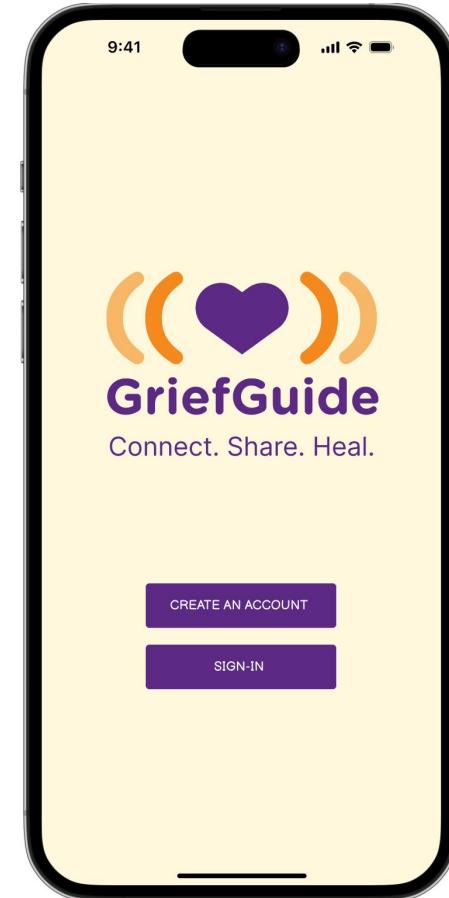
Group Chat Feature

Final Thoughts / Conclusion

This project quickly became a passion project for all three of us involved as death and grieving is a universal experience to every human. It was a special and fulfilling project to undertake that we all felt deeply.

Our Learnings:

- Teamwork makes the dream work
- Constructing the competitor analysis earlier in the process had a positive impact in the overall app ideation



Final Thoughts / Conclusion

Next Steps:

- High Fidelity prototype
- Add a chat group creation feature
- Include spaces for pet loss or other types of non-traditional loss
- Expand on available resources to access

