

Soul script - Emotional Journal Platform

Core Philosophy: "Your Safe Space to Feel Everything"

ESSENTIAL FEATURES (MVP)

1. Quick Emotional Check-in

- **Mood Selector** (visual emotions: 😞 😓 😐 😊 😄 😭 😔 😩 etc.)
- **Intensity slider** (1-10: how strong is this feeling?)
- **Quick tags**: "bad day", "crying", "overwhelmed", "anxious", "happy moment", "breakthrough"
- One-tap entry start based on emotion

2. Multi-Modal Journaling

The "Moment Capture":

- **Text entry** - free-form emotional writing (no character limits)
- **Photo capture** - take/upload photos in the moment (crying selfie, where you are, what you see)
- **Video recording** - record yourself talking/crying/expressing (up to 5 min)
- **Voice notes** - quick audio rants or thoughts (unlimited length)
- **Mix everything** - one entry can have text + 3 photos + 2 voice notes + 1 video

In-App Capture:

- Camera integration (take photo/video directly)
- Audio recorder (record voice directly)
- Timestamp everything automatically

3. Privacy-First Design

- **100% Private by Default** - nothing is public unless explicitly chosen
- **Optional Public Sharing** - toggle per entry if you want to share
- **Face Blur Option** - auto-blur faces in photos for extra privacy
- **Secure vault** - PIN/biometric lock for app access
- **No social pressure** - no followers, no likes required on private entries

4. Emotional Timeline

- **Visual calendar** with emotion indicators (color-coded by mood)
- **"How I Felt" view** - see patterns over time
- **Crisis moments marked** - easily find "rock bottom" vs "breakthrough" days
- **Photo/video gallery** - visual journey of your emotional states

5. Reflection & Growth Analytics

Weekly Emotional Report:

- Mood distribution chart
- Most common feelings
- Number of "release" moments
- "You journaled X times this week - that's brave"
- Emotional patterns (e.g., "You feel worst on Mondays")

Monthly Emotional Journey:

- Mood trend line (are you improving?)
- Your strongest emotions this month
- Most cathartic entry (most media attached)
- Growth indicators: "You had 5 good days this month, up from 2 last month"
- Memory highlights: revisit powerful moments

Personal Insights:

- "When you journal with video, you feel 40% better"
- "Crying selfies help you process emotions faster"
- "You write most at 11 PM"

6. Supportive Features

Prompts for Hard Moments:

- "What happened today?"
- "What does this feeling look like?"
- "If your emotion had a color, what would it be?"
- "What would you tell your best friend feeling this way?"

Post-Entry Support:

- "Thank you for being honest with yourself"
- "It's okay to not be okay"
- Breathing exercise option after intense entries
- Crisis resources if needed

Memory Vault:

- "On this day last year" - see your growth
- "Remember when you got through this?" - revisit past struggles
- Progress markers

7. Storage & Media Management

Free Tier:

- 500 MB storage (about 100 entries with media)
- Unlimited text entries
- 3-minute video limit
- Standard photo quality

Premium Tier (\$4.99/month):

- 10 GB storage (thousands of entries)

- 10-minute video limit
- HD photo/video quality
- Download all entries as backup
- Encrypted cloud backup
- Multiple journals (work emotions, relationship, family, etc.)

8. Customization for Comfort

Themes:

- Soft/calming colors (pastels, dark mode)
- Fonts that feel safe (rounded, friendly)
- Backgrounds (solid, gradients, nature scenes)

Entry Templates:

- "Bad Day Dump"
- "Gratitude Check"
- "Anxiety Release"
- "Happy Moment Capture"
- "Therapy Prep Notes"
- Blank/freestyle

8. The Auditory Atmosphere (Immersive Features)

To truly create a "sanctuary," the app must engage more than just the eyes. We will include an audio layer that helps users disconnect from the outside world while they write.

- **Background Ambience:** Users can toggle on "White Noise," "Rain on a Roof," "Crackling Fire," or "Binaural Beats" (calming frequencies) while they journal.
- **The "Silence" Option:** A dedicated mode that mutes all system notifications on the phone while the app is open, ensuring no texts or emails interrupt a vulnerable moment.

9. Engagement & Retention Strategy

How do we ensure users return to the app without using toxic "social media" tactics?

- **Home Screen Widgets:** A simple, beautiful button on the user's phone home screen that asks: *"How are you holding up?"* Tapping it launches directly into the mood selector.
- **"Letters to Future Self":** A feature allowing users to write a note to themselves that locks until a specific date (e.g., *"Read this in 6 months"*). This creates a guaranteed future return to the app.

- **Gentle Streaks:** Instead of "don't break the chain" (which causes anxiety), we use "Commitment Circles." If a user misses a day, the app says: *"It's okay to rest. We are here when you are ready."*
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FEATURES TO ADD LATER (Post-MVP)

Phase 2:

- Anonymous public community (share struggles without identity)
- Therapist sharing option (export entries to share with your therapist)
- Emotional pattern alerts ("You've had 5 bad days in a row - reach out?")
- Crisis hotline integration
- Friends vault (share specific entries with trusted people)

Phase 3:

- AI companion for journaling prompts
 - Voice-to-text auto transcription
 - Emotion detection from photos/voice tone
 - Guided journaling sessions
 - Group journals (with consent - family healing, support groups)
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DESIGN PRINCIPLES

1. **No Judgment Zone** - interface should feel warm, not clinical
 2. **Quick Access** - crying? Open app → hit record → done in 10 seconds
 3. **Visual Honesty** - embrace raw, unfiltered moments (messy hair, tears, realness)
 4. **Growth Visible** - show progress, not just pain
 5. **Control** - users own their data, can delete anytime
 6. **Mobile-First** - people journal in bed, in bathrooms, in cars
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KEY DIFFERENTIATORS

- Not Instagram (no performance pressure)
 - Not therapy (but can complement it)
 - Not a mood tracker (it's deeper - full expression)
 - **It's your emotional witness** - the app "sees" you and holds space
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TECHNICAL PRIORITIES

1. Fast media upload (can't wait when you're crying)
 2. Offline mode (journal anywhere)
 3. Encrypted storage (trust is everything)
 4. Simple, intuitive UI (emotional people need easy)
 5. Reliable auto-save (never lose a vulnerable moment)
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