

MY JOURNAL

Track your mood, reflect on your emotions, calm your mind, in one app



About

Personal project with Career Foundry



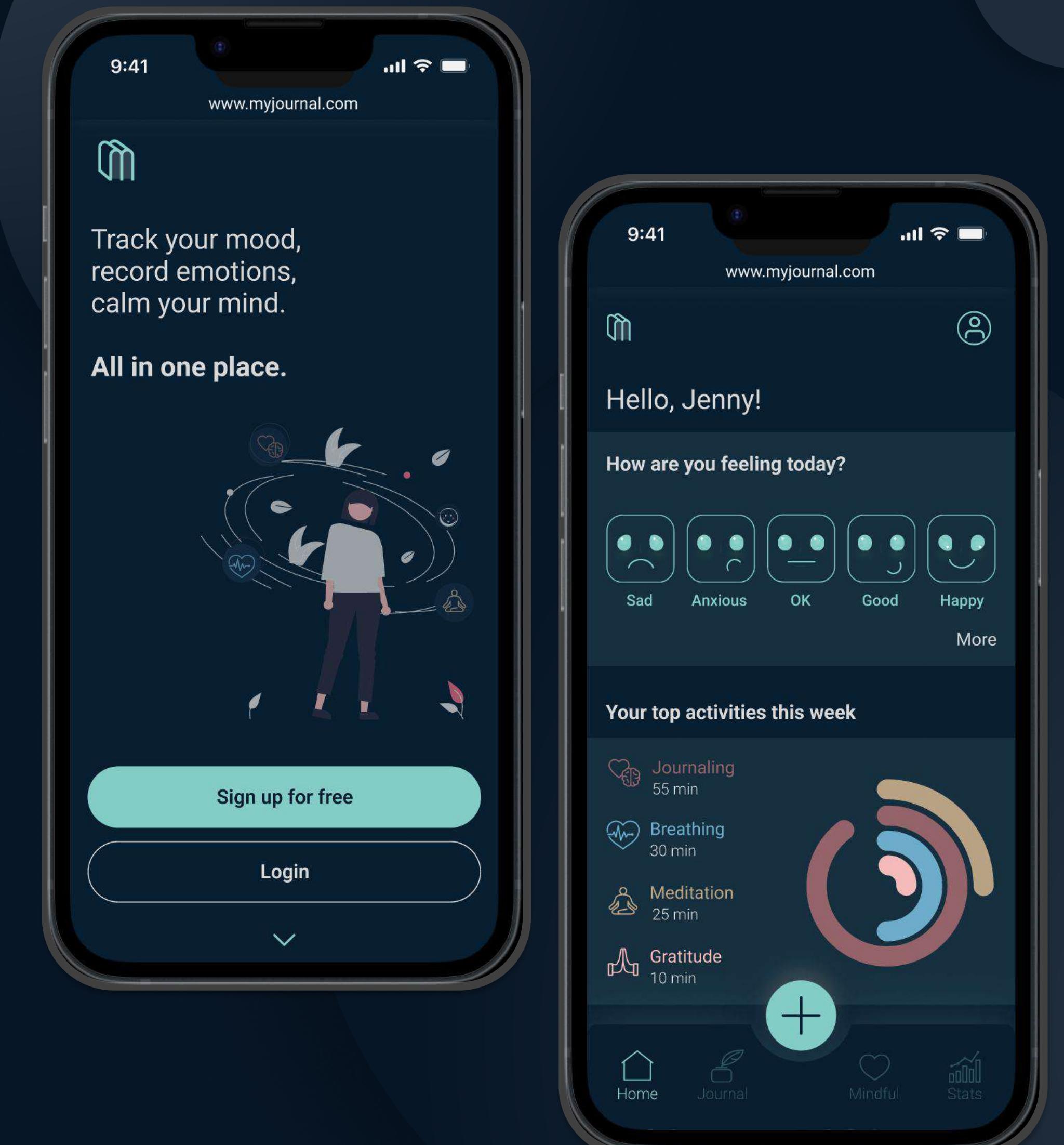
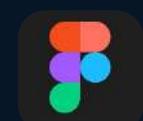
Time

6 months
part time



Role

UX Researcher
UX Designer
UI Designer



What is My Journal App?

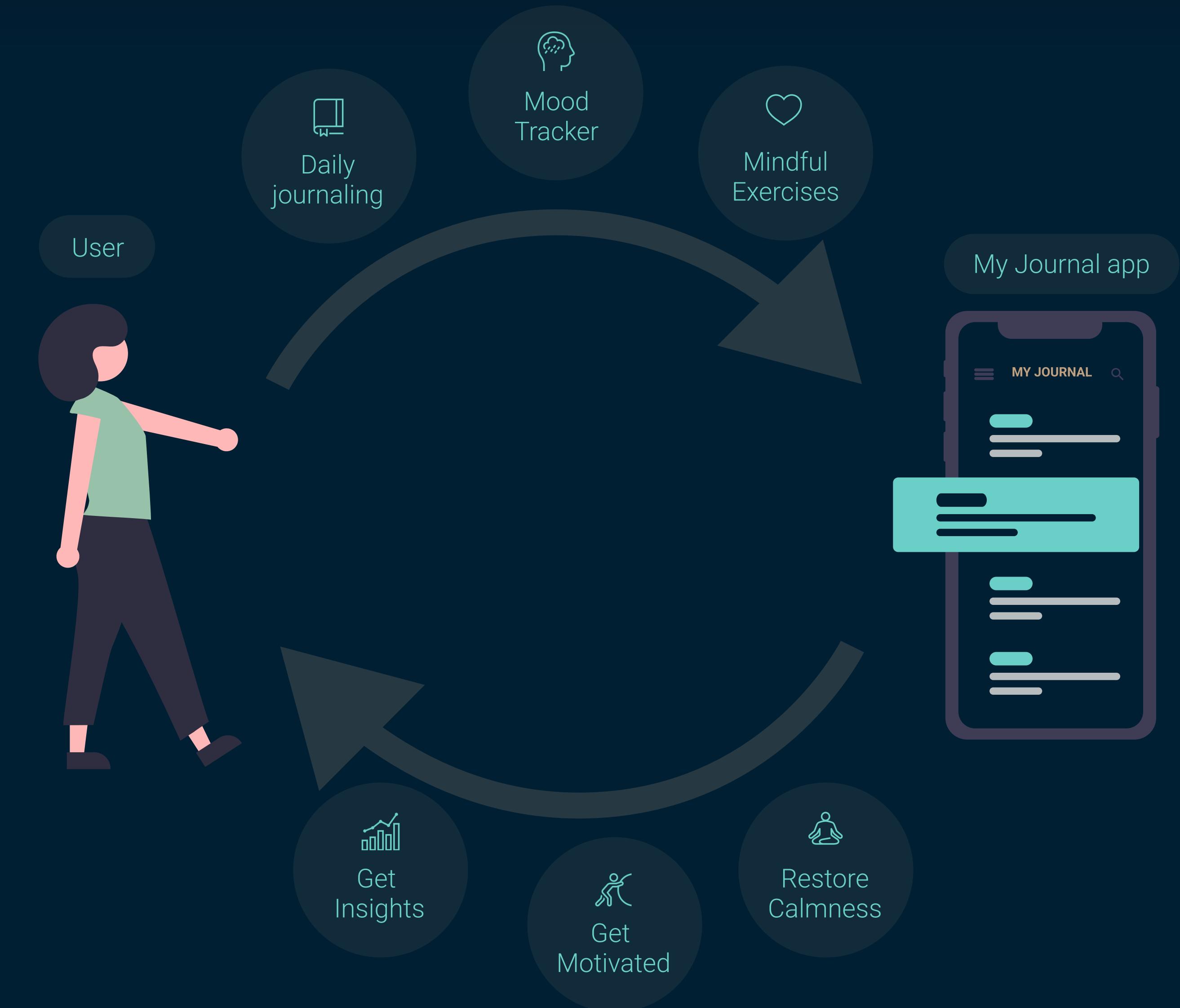
My Journal is a **Web/iOS/Android app** designed for users concerned **about** their **mental health**.

It allows them to **reflect daily on emotions and triggers** and track them to gain insights, advice, and motivation to stay connected to themselves.

Problem statement

A group of **mental health-conscious individuals** needs an **easy and guided way to document** their **daily emotions and stressors**; because **finding time for self-reflection is challenging** in a hectic day-to-day schedule.

We will know this to be true when we observe a consistent **20% monthly increase in the frequency** and **depth of journal entries** over a three-month period.



The Design Process

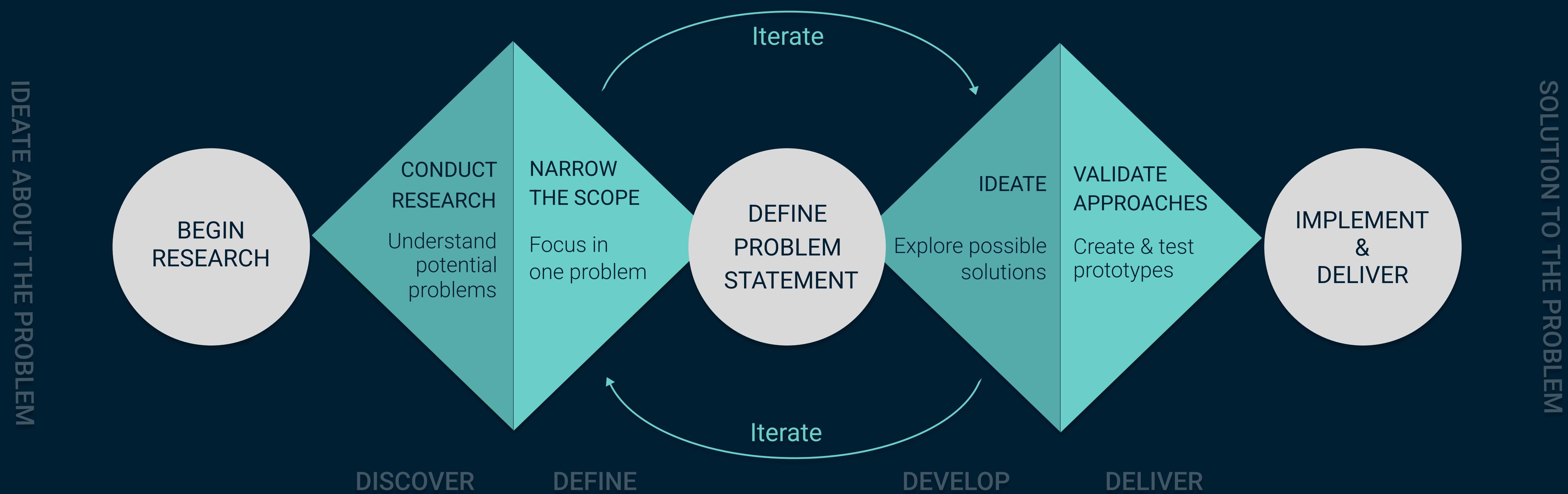


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COMPETITIVE ANALYSIS

- Stoic Journal SWOT Analysis
- Daylio SWOT Analysis
- Competitive Analysis Conclusion & Opportunities

Stoic Journal SWOT Analysis

Objectives: ⏰ personalized daily planner
⌚ notes & to-do lists
⌚ mood tracker
⌚ journaling

SWOT			
Strengths	Opportunities	Weaknesses	Threats
<ul style="list-style-type: none">The app's emphasis on mindfulness and personal development aligns with the growing trend of users looking for holistic well-being in digital experienceThough minimalistic, Stoic Journal has an intuitive and user-friendly interface, enhancing the overall journaling experience for users of varying technical backgroundsAdvanced algorithm and source of the most accurate information	<ul style="list-style-type: none">Incorporating collaborative features for shared reflection or group discussion could attract users interested in communal introspectionExpanding the app for Android users and increasing awareness among the potential users	<ul style="list-style-type: none">Only available for Apple usersNot optimized for Google search	<ul style="list-style-type: none">Shifts in trends related to mindfulness practices could impact the app's relevance, requiring continuous adaptation to evolving user preferencesAn app with the same features but a more appealing interface can be more motivational for the users

S.

Daylio SWOT Analysis

Objectives:

- ⌚ Reach self-improvement by being mindful of your days
- ⌚ Validate your hunches
- ⌚ Form a new habit in an obstacle-free environment.

SWOT			
Strengths	Opportunities	Weaknesses	Threats
<ul style="list-style-type: none">• User-friendly app that is easy to navigate and customizable• Takes under five minutes to complete a journal entry• Comprehensive free version	<ul style="list-style-type: none">• Adding prompts that will lead people who don't know how to journal but would like to learn• Adding a feature to interact with the community	<ul style="list-style-type: none">• No journal prompts and very little writing involved• No community space to engage with others• Users must back up data manually; the app does not save anything to a cloud	<ul style="list-style-type: none">• It's not the best choice for those who seek more profound mental health components and analytics, so some users might seek a better option• Too many features and notifications might overwhelm the users and cause frustration or demotivation

Competitive Analysis Conclusion

Competition

My Journal app aspires to **blend** the **functionalities** and interface of two prominent applications: Stoic Journal and Daily0 Journal.

It envisions becoming a **comprehensive mental health journaling app** where users can, in a **safe and guided way**, **reflect on their emotions**, become aware of their triggers, and create healthy lifestyle habits.



Risks

Privacy concerns: Mitigate by implementing robust encryption and user-controlled sharing features.

User engagement: Addressed through gamification elements, regular feature updates, and community-building initiatives.

Regulatory changes: Stay informed about evolving data protection laws to ensure compliance.



Opportunities

Partnerships with mental health professionals for integrated support.

Continuous **improvement** based on user feedback and **evolving mental health research**.



Conclusion

Mental health journaling app presents a valuable opportunity to **positively impact the well-being** of our target audience.

By **combining innovative UX** design with a thoughtful **feature set**, we aim to create a market-leading solution. **Continuous adaptation** based on user feedback, **strategic partnerships**, and a proactive approach to **risk management** will be key to the app's success.



USER INTERVIEWS

- Research Goals
- Affinity Mapping
- Interview Insights

Research Goals



Affinity Mapping

Communication Methods

Guided/
Prompted
Journaling

Writing box

Picture upload
with the
description/
note box

Voice recoder

Drawing box

Dashboard & Features

Mood tracker

Mood report &
stat

Mental
exercises

Quotes &
Affirmations

Blog/Case
studies about
the benefits of
mental
exercises

Mobile First but
accessibility on
multiple
devices

Short & quick
sessions- up to
5 min

User-friendly
interface

Sustainability

Interviewees

Fatima, 42



Zena, 34



Ivana, 31



“Journaling is almost like talking to someone- sometimes you just want someone who will listen to you with no necessary input.”

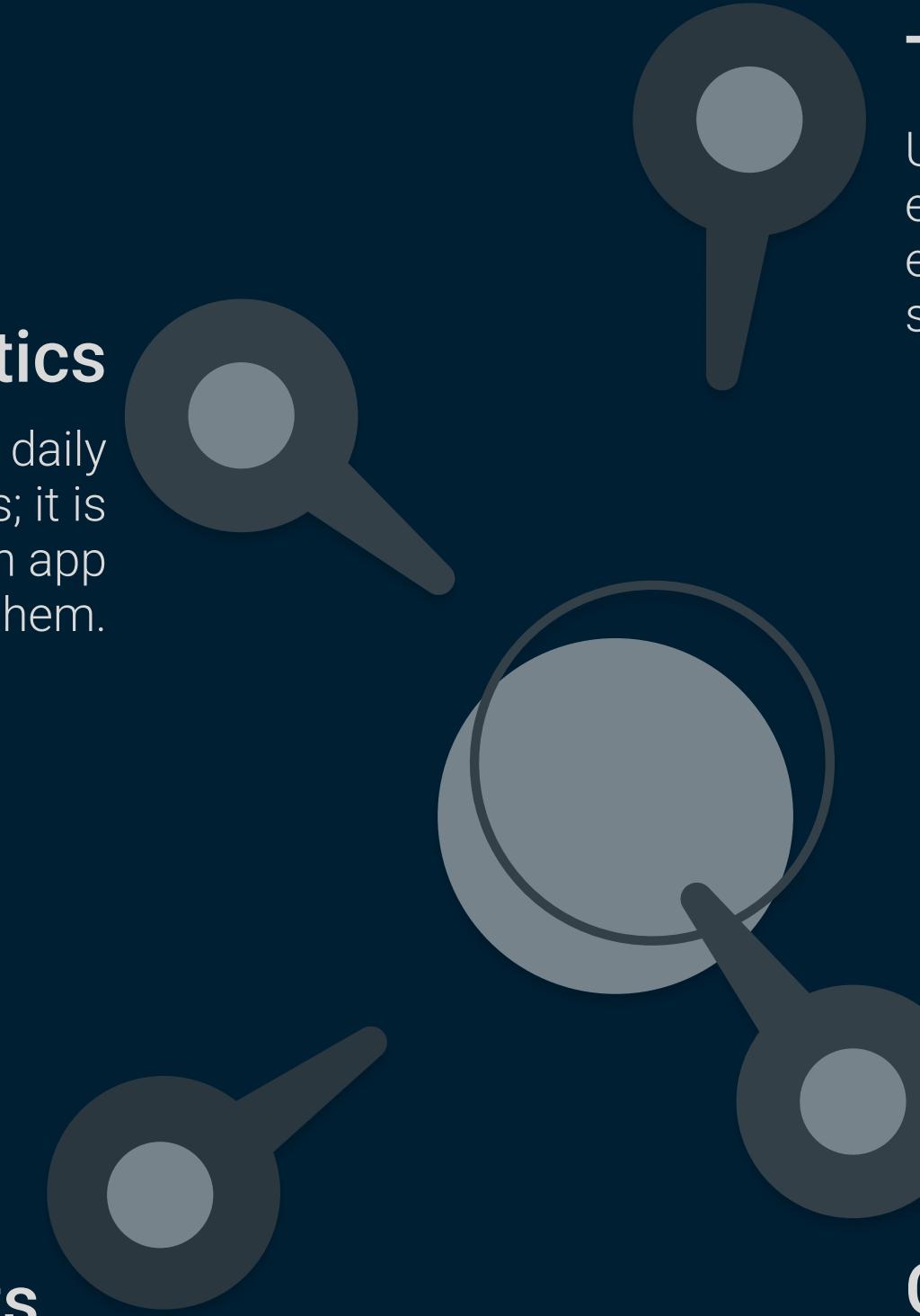
“I would love to start journaling because I feel that my life is very much up in the air, and I feel like journaling would help me navigate and structure my life.”

“I fail to devote enough time to self-reflection, which i'd like to change.”

Interview Insights

Statistics

Most users are unaware of their daily thoughts, triggers, and emotions; it is more likely that they would use an app that summarizes that information for them.



Prompts

Most users would use the journaling app but don't know how to journal; if the app has prompts and questions to guide them, they are more likely to use it.

Time

Users need a journaling app that will enable them to log in all their daily emotions, thoughts, and stressors in a short period of time and in an easy way.



Mood Tracker

Most users are unaware of their daily mood and don't keep track of it; they would use an app that tracks their daily mood and gives them weekly or monthly insights about it.



Communication

Different users have different communication preferences and need an app that can be used equally for writing and voice recording.

BUILDING EMPATHY

- User Personas
- User Journey
- User Flow

User Persona

Fatima, 42



Status: Single, in love with life

Pronouns: She/Her

Job: Quality Control Manager

Location: Lives in Dubai, originally from Pakistan

"Journaling is almost like talking to someone. Sometimes you just want someone who will listen to you with no necessary input."

About:

Fatima is a 42-year-old Quality Control Manager. She is single and very outgoing, always up for a new adventure. But she is also a very spiritual individual and pays a lot of attention to her mental well-being.

Device & internet usage:

Mobile ■ ■ ■ ■ ■

Desktop ■ ■ ■ ■ □

Social Media ■ ■ ■ □ □

Tech-know-how ■ ■ □ □ □

Behaviours & Activities

Fatima practices Islam and prays several times per day.

She practices yoga, which helps her take care of her body and soul.

She always tries to find time to practice gratitude, even when overloaded with work.

She is open to trying new technologies related to mental well-being, which will help her better organize her thoughts and habits.

Needs & Goals

Fatima wants to improve her overall mental and physical health and create more consistent habits.

She needs a tool that will be easy to use and guide her on how to log her thoughts and emotions.

She needs to feel safe while logging her emotions on the app and rest assured that her data hasn't been shared.

Motivations

Though she likes paper and pen, she is excited about trying a journaling app with multiple ways of logging thoughts and tracking emotions, as it will be more diverse compared to old-school pen and paper.

Fatima is assured that this kind of app will motivate her to be consistent in this habit and will make an impact on her well-being in the long term.

Frustrations

Fatima worries about the app's simplicity and whether it will be time-consuming, which will demotivate her from using it.

Data privacy is another big concern, as she doesn't want for her most personal thoughts to be public.

User Persona

Ivana, 31



Status: Married, mum of two cats

Pronouns: She/Her

Job: Brand Manager

Location: Singapore

" I fail to devote enough time to self-reflect and I wish to change that."

About:

Anna is 30 years old, newlywed, and recently promoted. Though positive, these big changes caused some anxiety that Anna struggles to navigate and needs to find a proper outlet to absorb all her thoughts and emotions.

Device & internet usage:

Mobile ■ ■ ■ ■ ■

Desktop ■ ■ ■ □ □

Social Media ■ ■ ■ ■ □

Tech-know-how ■ ■ ■ □ □

Behaviours & Activities

Anna exercises at least 3 times per week as it helps her regulate her anxiety.

She struggles to express how she feels.

She tried psychotherapy but gave up because of the bad experience.

She is open to trying new ways to help with the anxiety that she can control and use how suits her.

Needs & Goals

Anna wishes to heal her anxiety and dedicate more time to her mental health.

She needs a digital way that she can control easily to help her express herself.

She needs access to mental exercises that can quickly help when an anxiety attack occurs.

Motivations

Anna finds guided journaling and mood tracking very helpful in regulating daily stressors.

She wants to enjoy her new life the best she can and minimize anxiety triggers as much as she can.

Frustrations

Anna has had experience with non-user-friendly applications that caused her stress and demotivated her to stay persistent.

Time-consuming apps. Anna already has hectic days and needs a quick way to self-reflect and stay consistent.

User Journey

Fatima, 42



Status: Single, in love with life

Pronouns: She/Her

Job: Quality Control Manager

Location: Lives in Dubai, originally from Pakistan

Scenario:

Fatima is a positive, outgoing person who handles stressful situations well. Her job requires her to multitask and always be on top of her business, which she doesn't mind but does exhaust her emotionally.

She enjoys grounding herself and needs a tool that will help her record her thoughts and emotions in a quick and simple way and keep improving her mental well-being.

PHASE

Customize the profile

- Choose favorite guided journaling questions to set the journaling template
- Set quote library on fast access

TASKS

"I feel good when I have quick and easy access to use the app the way I like it and is best for me."



grounded ■ stable ■ focused

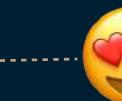
QUOTES

"Starting my day with the intention set makes me feel more in control and better prepared for whatever comes ahead."

Set the mood for the day

- Open the MyJournal app and set intentions for the day, like important tasks to be completed
- Use the app's mindfulness prompts to start the day on a positive note, like reading positive quotes

"Having a convenient and fast way to capture my thoughts on the go helps me feel centered."



inspired ■ motivated ■ hopeful

EMOTIONS

Enable users to filter guided questions based on their preferences and needs

OPPORTUNITIES

Throughout the day journaling

- Jot down the thoughts and emotions as they come up during the day; for example, if a specific situation occurs at work and emotions that are awoken
- Utilize quick journaling templates for efficient expressions of emotions and ideas

"Taking time to reflect and express my gratitude before bed calms me down and helps me maintain a positive attitude."



focused ■ connected ■ empowered

Evening reflection & gratitude

- Review journal entries to reflect on the day's experiences and add a gratitude list
- Engage with guided meditation or relaxation exercises to unwind and prepare for sleep.



content ■ grateful ■ serene

Check the data

- Open the report page
- See the insights from her past logs to see if there are any patterns or repetitive triggers

"Often, I lose track of what is triggering me or how my mood changes."



worried ■ curious

Opportunities- implement an AI-supported tracking feature that will inform them about their logs, patterns and if they need professional help

User Journey

Ivana, 31



Status: Married, mum of two cats

Pronouns: She/Her

Job: Brand Manager

Location: Singapore

Scenario:

Ivana recently started experiencing anxiety attacks. Often, it happens in a work environment due to a stressful load.

She needs an app that will enable her to calm down her anxiety quickly and effectively through breathing and other mental exercises.

PHASE

Morning anxiety check-in

- Access current anxiety levels and triggers upon waking up using the MyJournal app's anxiety tracking feature
- Engage with breathing exercises to start the day with a sense of calm

QUOTES

"Starting the day with the mindful exercises helps me manage my anxiety."



apprehensive ■ alert ■ cautious

Integrate a real-time anxiety tracking data

Anxiety attack at work

- Recognize the onset of an anxiety attack and open the MyJournal app
- Use the app's quick access feature to navigate to breathing exercises or calming techniques

"I feel overwhelmed and my heart is racing. I need to calm down quickly."



panic ■ stress ■ urgency

Implement a dedicated panic button or shortcut for immediate access to anxiety-relief tool

Calming Exercises

- Engage with deep breathing exercises to regulate breathing and reduce physical tension
- Explore guided visualization or progressive muscle relaxation techniques to shift focus away from anxious thoughts

"Breathing exercises help me regain control of my body and mind."



relief ■ relaxation ■ empowerment

Integrate biofeedback features to provide real-time feedback on stress level.

EMOTIONS

OPPORTUNITIES

Post-anxiety Reflection

- Reflect on the experience through journaling, noting triggers and coping strategies
- Set reminders for regular self-care practice to prevent future anxiety attacks

"Journaling helps me process my emotions and plan for better self-care."



reflective ■ determined ■ hopeful

Offer personalized insights and recommendations based on user's entries and self-care habits



excited ■ supportive ■ positive

Prompt user to rate the app and leave a review occasionally

TASKS

PHASE

Leave a review

- Leave a 5-star rate on a rating scale
- Write a review about benefits and helpfulness of the app

"Finally I found a way to manage my anxiety and feel more confident."



User Flow

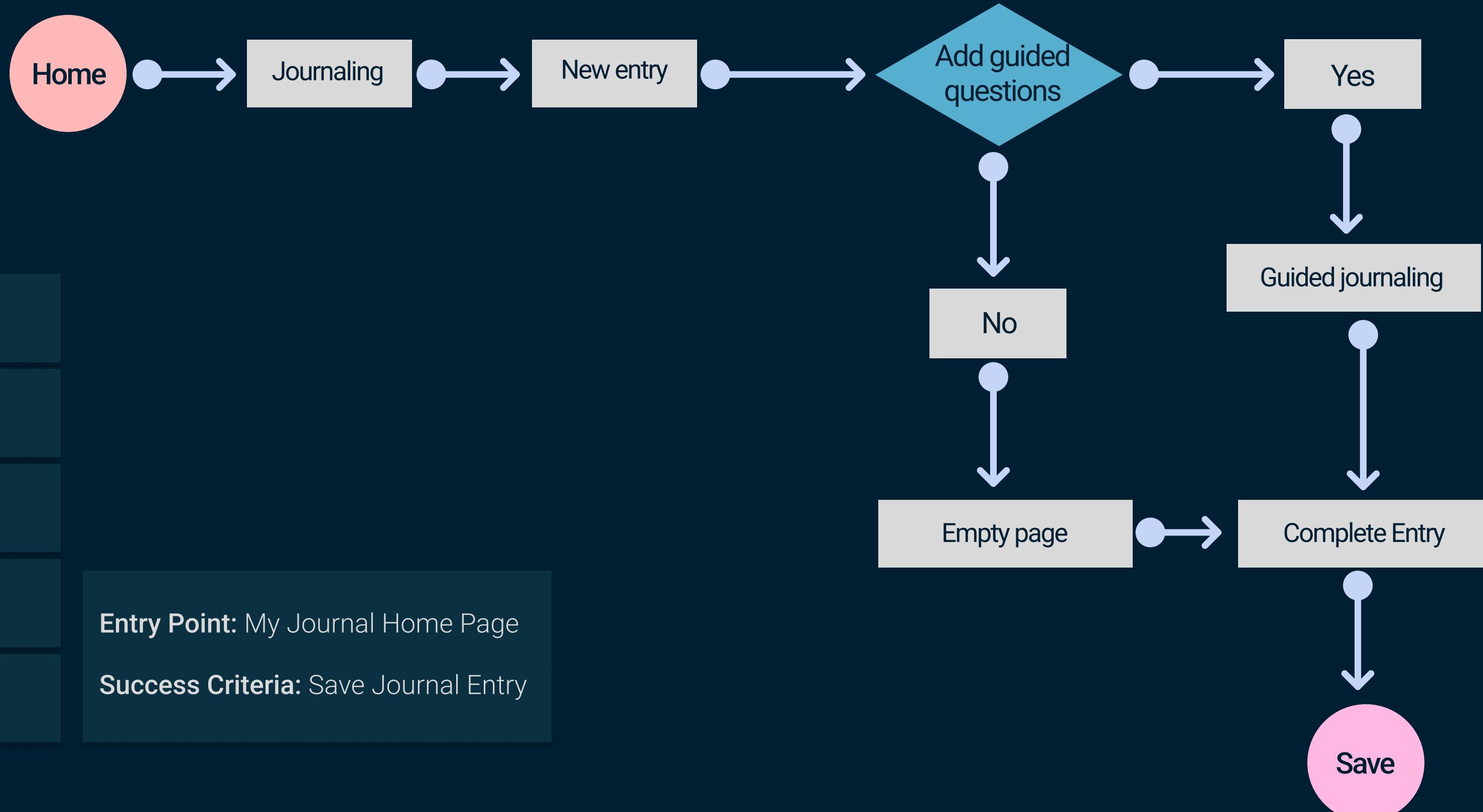
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User Flow

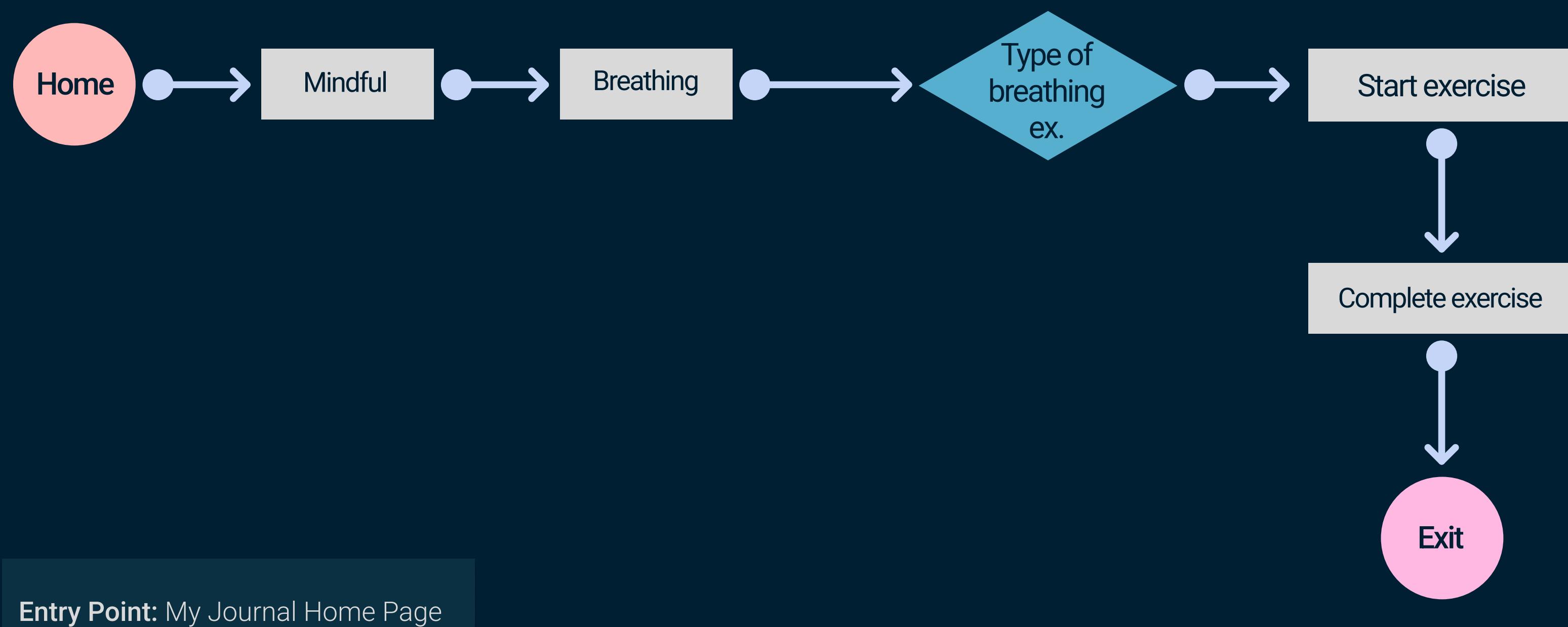
Ivana, 31



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Task Flow

- 01 Open the app
- 02 Select Mindful feature from nav bar
- 03 Select type of exercise
- 04 Complete the exercise
- 05 Exit

Entry Point: My Journal Home Page
Success Criteria: Breathing Exercise Completed

Legend: Start/ End

Process

Decision

INFORMATION ARCHITECTURE

- Card Sorting
- Site Map

Card Sorting

I utilized **OptimalSort** to conduct **an open card sorting exercise**. Participants were asked to **organize 19 cards based on an initial sitemap**.

This process **helped me evaluate the effectiveness** of my groupings **and determine if the initial naming conventions** accurately conveyed their intended functions.

Key Learnings

Open card sorting created some confusion between the users when it came to creating categories and what certain features are supposed to do.

Most of the users grouped together the tracking features with the main features (for example, breathing exercises with breathing insights).

This indicates that users do understand the correlation.

However, I will make clear labels and separate tracking features for the utmost user experience in the design.



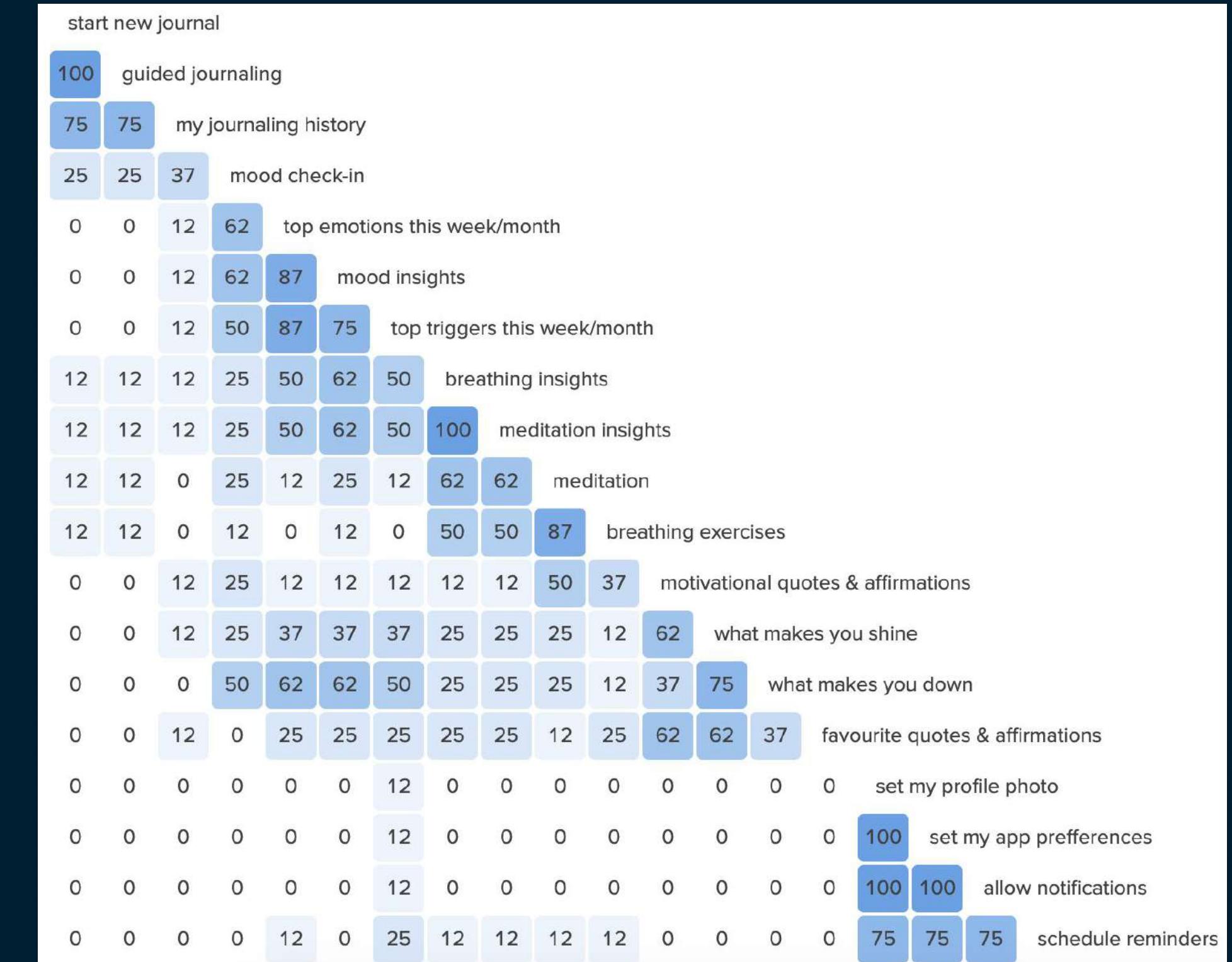
9 participants



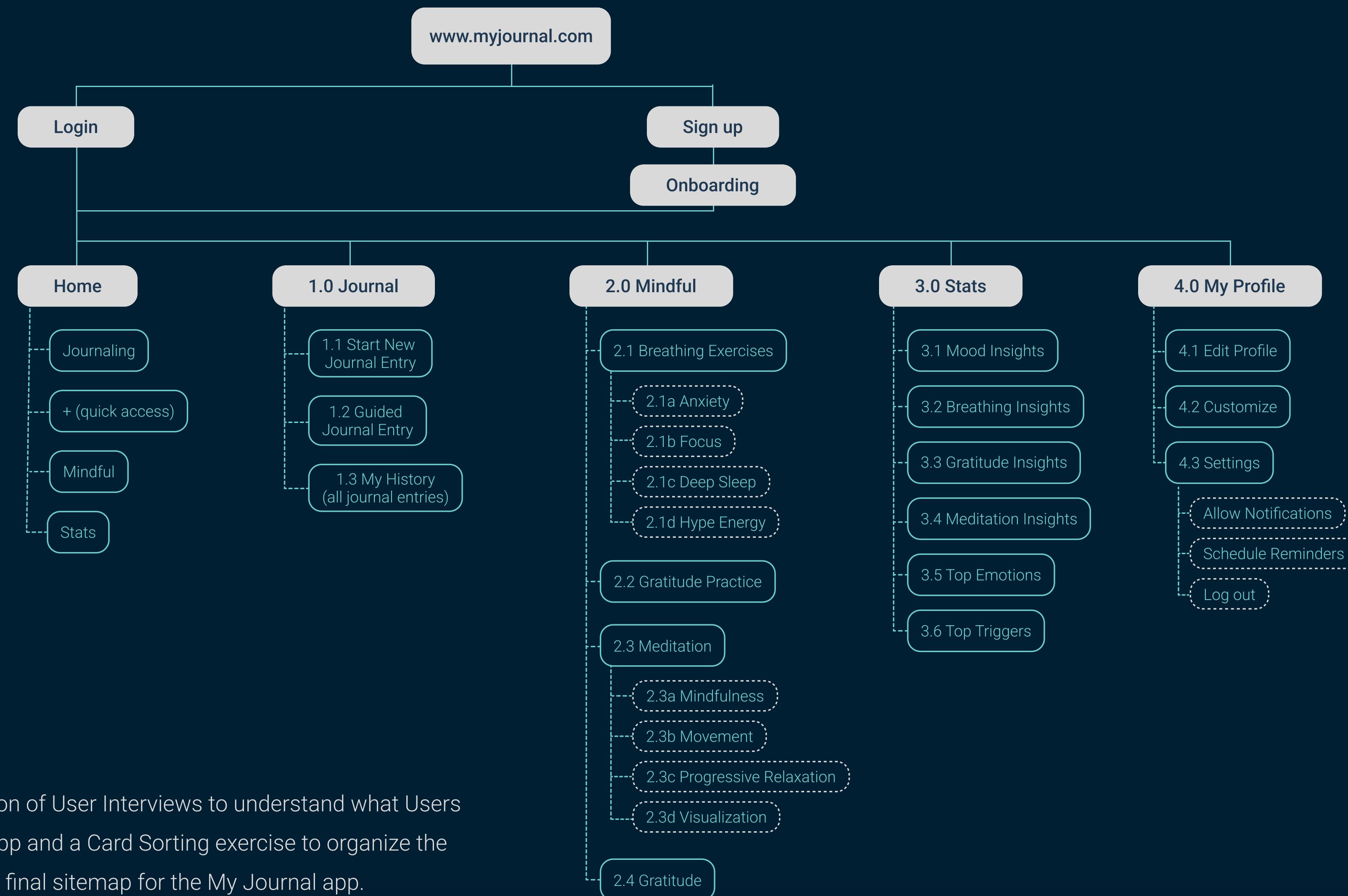
7 min on average



6 categories created



Site Map



PROTOTYPE & TESTING

- Low to High Fidelity Wireframes
- Usability Test & Results
- Revisions

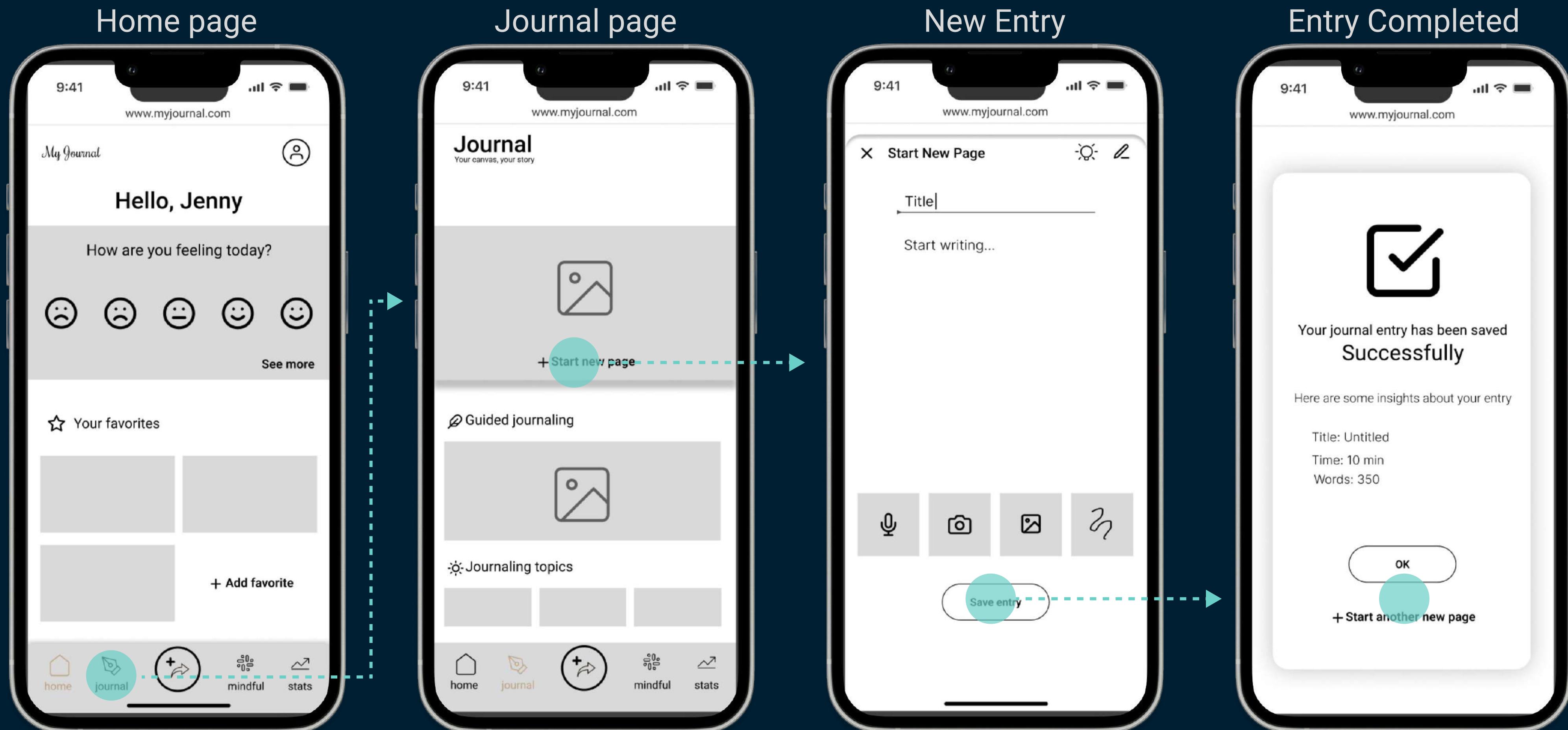
Low-Fidelity Wireframes

Task flow: New Journal Entry



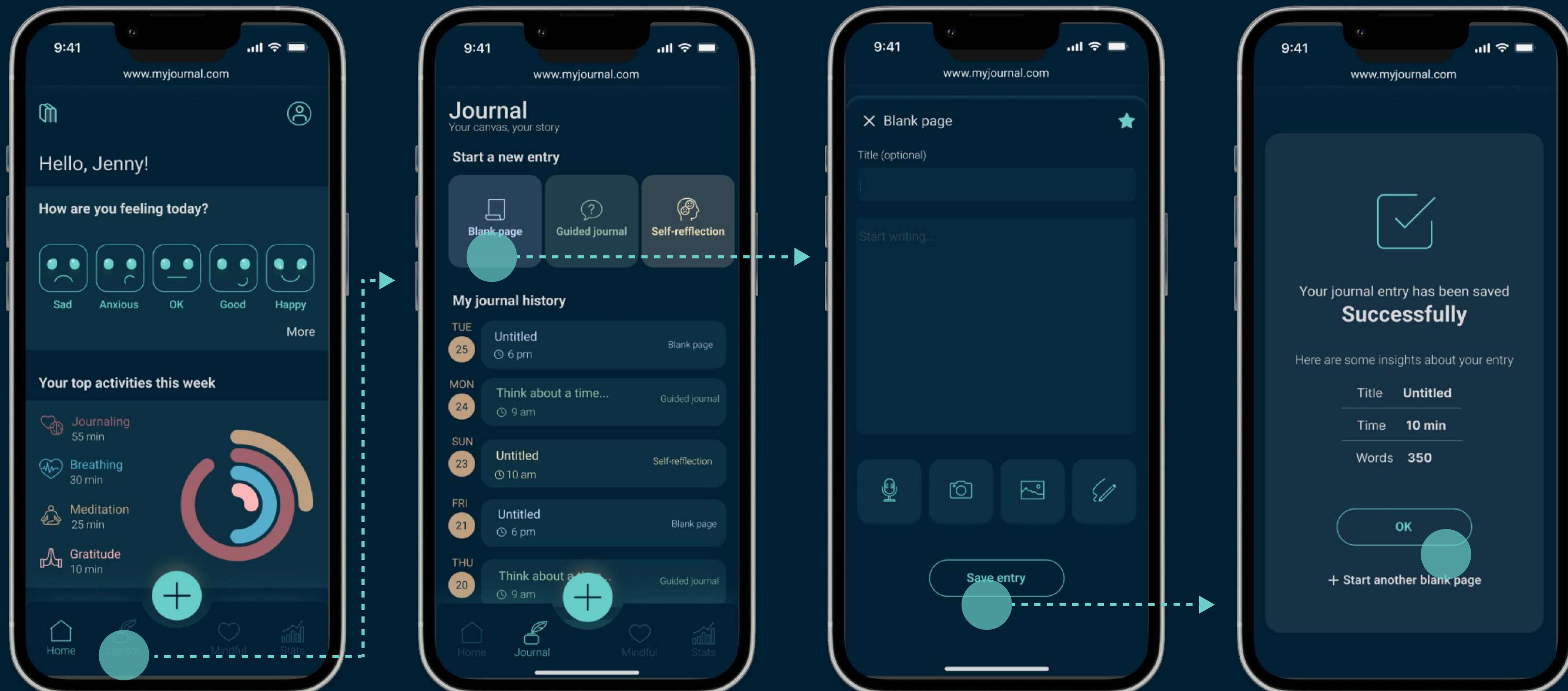
Mid-Fidelity Wireframes

Task flow: New Journal Entry



High-Fidelity Wireframes

Task flow: New Journal Entry



Usability Test & Results

Overview

For this **moderated remote usability testing**, I selected 6 participants from my social network to complete the following tasks:

1. Signup & Onboarding
2. Start & Complete New Journaling Entry
3. Start & Complete the Anxiety Breathing Exercise

To **assess** the **errors** during this testing session, I used **Jakob Nielsen's rating scale** and **documented the results** in a **Rainbow Spreadsheet**.

Usability Test Goal

1. Identify how easily new users interact with the app
2. Are there any accessibility issues
3. Gather feedback and assess room for improvements



I think it's cool that you have a mood tracker and it's the first thing you see when you open the app.

I like the multiple options to record my journal. Sometimes, I prefer to talk over the writing.

It's great how intuitive is to do a breathing exercise.



Task 1

Signup & Onboarding

Issue 1- Email & Password Separation

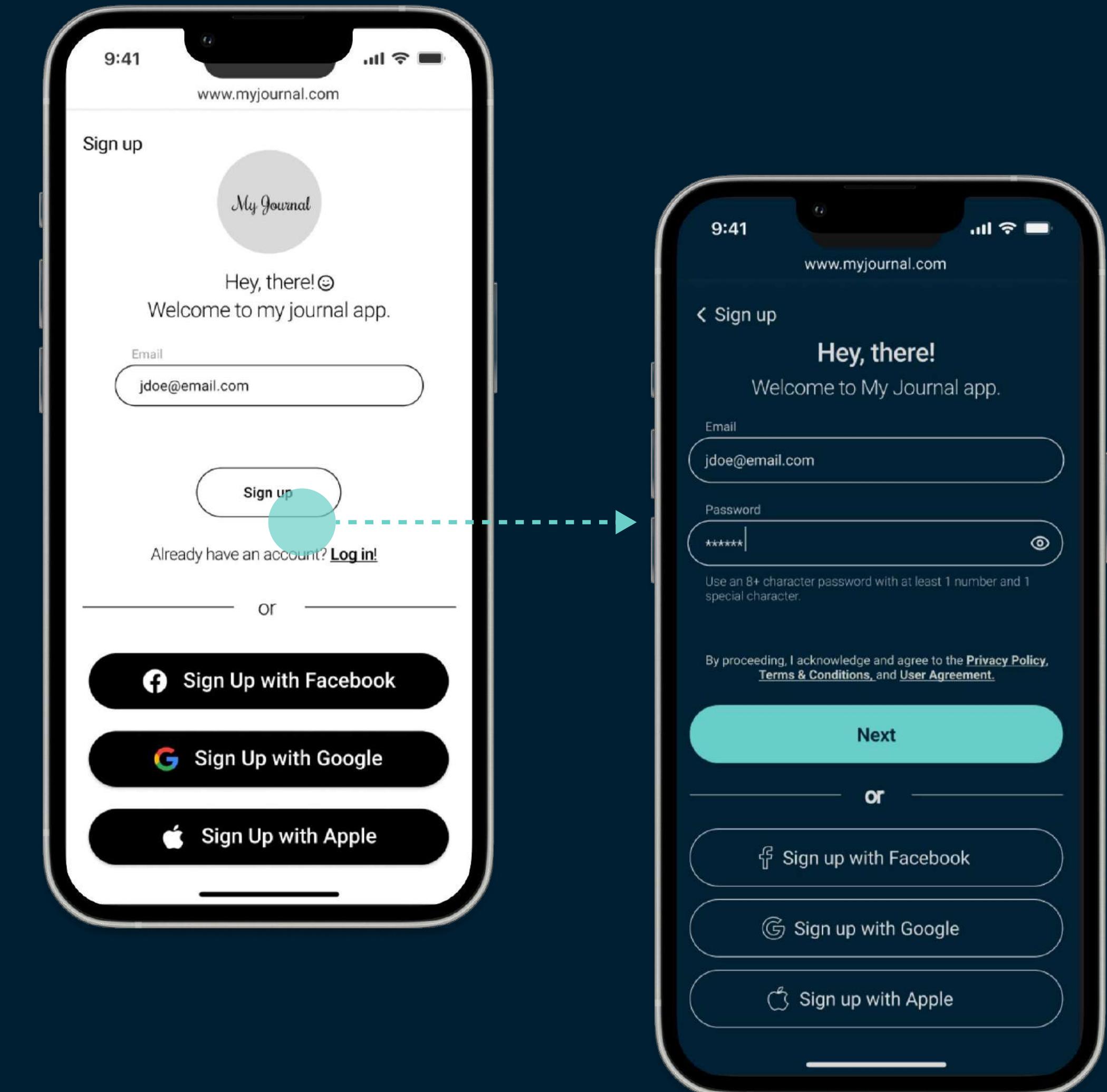
Evidence: 3 out of 6 users were questioning why email and password input fields were not on the same page, leaving the impression that account creation would take a lot of time.

Solution: To keep email and password input fields on the same page.

Issue 2- Confusing CTA Button

Evidence: 3 out of 6 users were questioning whether the sign-up button will confirm their email or take them to a new sign-up page.

Solution: Rename the CTA button to make it clearer for users.



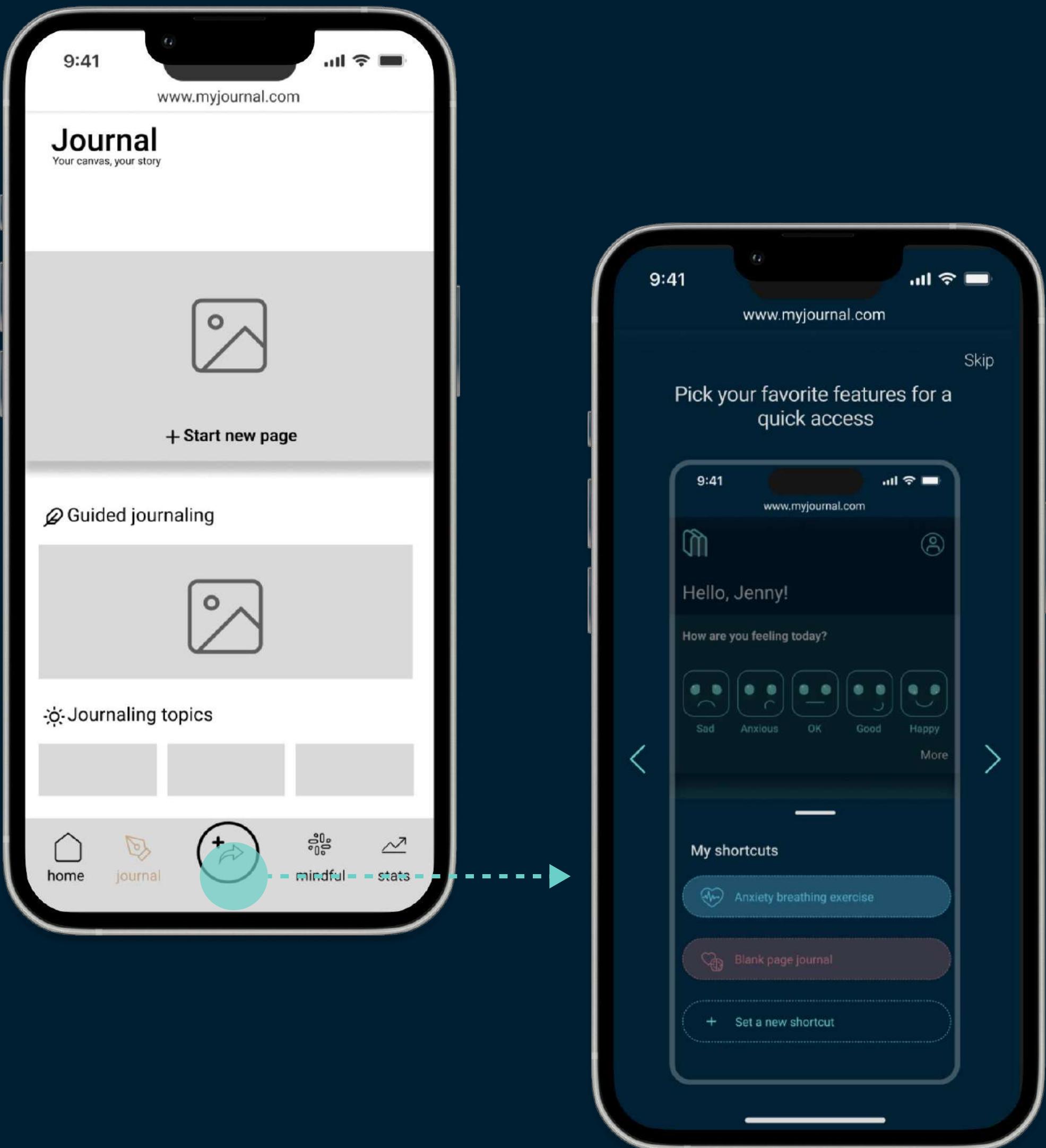
Task 2

Start & Complete New Journal Entry

Issue- Confusing Navigation

Evidence: 4 out of 6 users, in order to complete the first task, clicked on the middle navigation button, assuming since it's in the middle, it must be for the main functionality- new journal entry.

Solution: To explain during the onboarding process the functionality of that button.



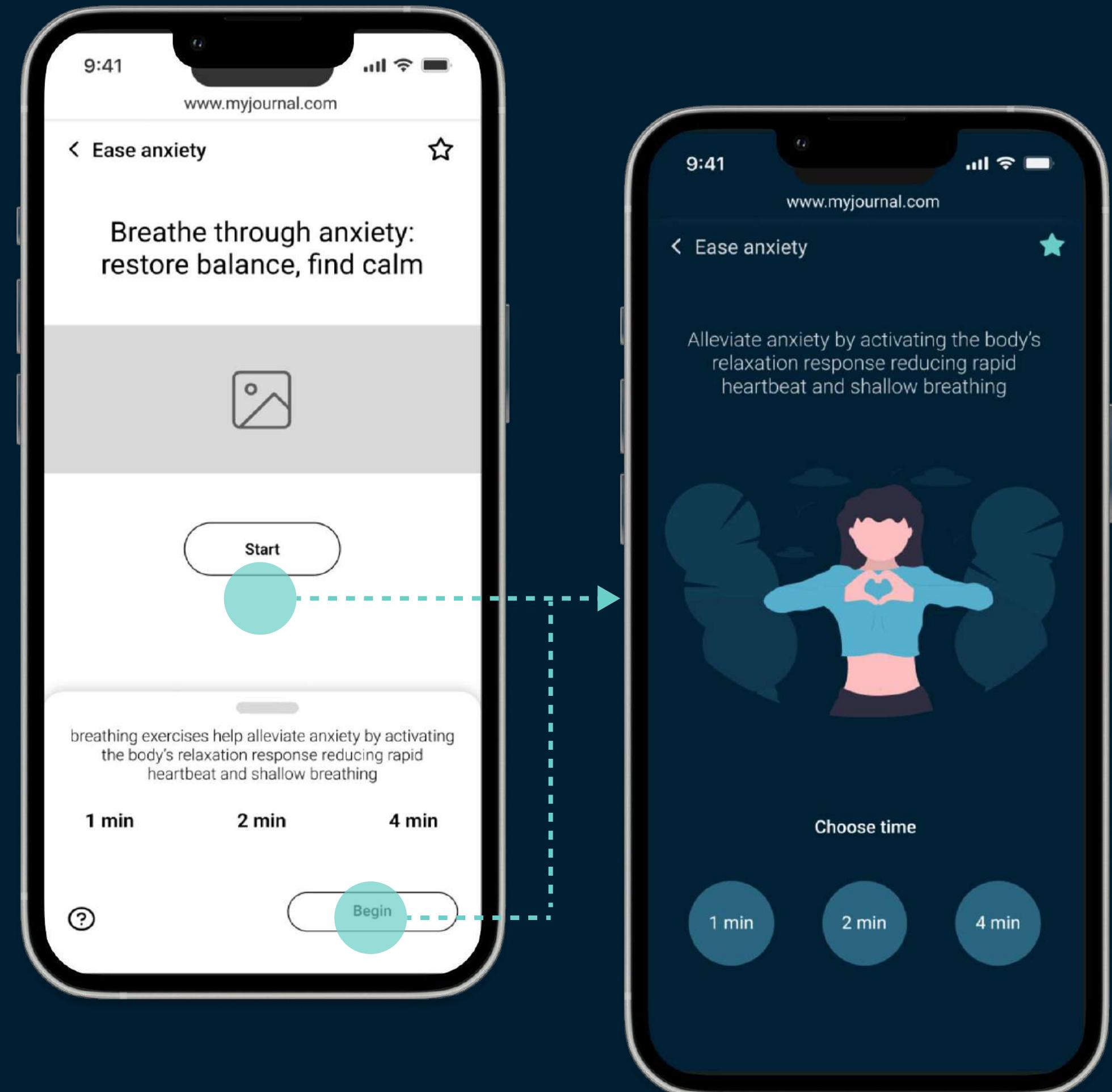
Task 3

Start & Complete the Anxiety Breathing Exercise

Issue 4- Confusing Double CTA Button

Evidence: When asked to start an exercise after selecting the time, 4 out of 6 users were confused about which button to click: start or begin.

Solution: Keep only one button as a clear indicator of starting an exercise.



Usability Study Takeaway

Conducting a usability test for this project was an enriching and ultimately successful endeavor.

Every aspect, from planning and scripting to comprehensive documentation, was meticulously executed.

Engaging The Right Participants



I believe that the success of User Testing will depend on user selection.

I made sure to select users with different backgrounds who fit my targeted audience to get the most valuable feedback from actual future users, and nothing was overlooked.

Proper Communication



Other than functionality and navigation, the language users encounter has a major impact on their decision to trust the app or not.

It was essential for me to ensure that all labels were understood and the content was easy to understand.

Strategic Design



Design is not only what users see.

By using certain psychology methods and the right information architecture, design can strategically lead users in the direction we intend and make them focus on the things we decide.

UI DESIGN & IMPLEMENTATION

- Style Guide & Design Documentation

Colors

My Journal is an app about **mental health**, and I wanted to represent **calmness, tranquility, and softness**.

Using **color psychology**, I decided to use blue shades as they reflect peace, with a pop out of soft colors to help distinguish different features.

Base



#011F33

Use it as a background color to create a dark mode.

Dark mode is lighter for the eyes, and blue shades create a more relaxing experience.

Primary



#D9D9D9

Use it for the typography and interactive text.

Secondary



#6ACFC7

Following the rule 60-30-10, this is the accent color to be used for CTA.

Use this color for navigation bar icons and all primary CTA's.

Data Visualization Colors



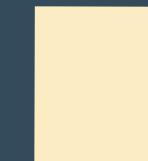
#C5D5F7



#9E616A



#97C1A9



#FCECC3



#56AFCE



#FFB8B8



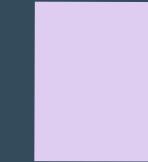
#C7DBDA



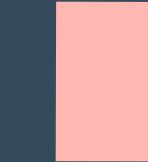
#FFD9F9



#BFA181



#DFCCF1



#FFB8B1



#D0E37F

Use it to differentiate the app's features or functionalities.

One color can not have two different meanings/actions.

Typography

App Title

Rochester- My Journal
35 px Regular

Usually, the initial thought behind journaling might be the feather pen and handwriting style.

Rochester creates that feeling, which makes it a great choice for the app title style.

Primary Text

Roboto

Heading 1- 30 px Regular

- use for the page name

As the app's main functionality involves a lot of writing and reading, Roboto is a great style choice choice.

Heading 2- 20 px Regular

- use for the section title

It's easy on the eye and provides a lot of font-weight variety, which helps in creating a visual content hierarchy.

Heading 3- 20 px Light

- use for the section content

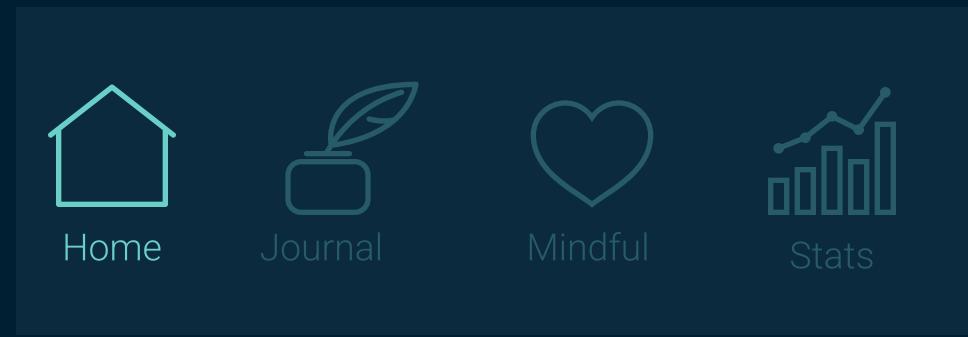
Body- 16 px Regular

Labels- 14 px Light



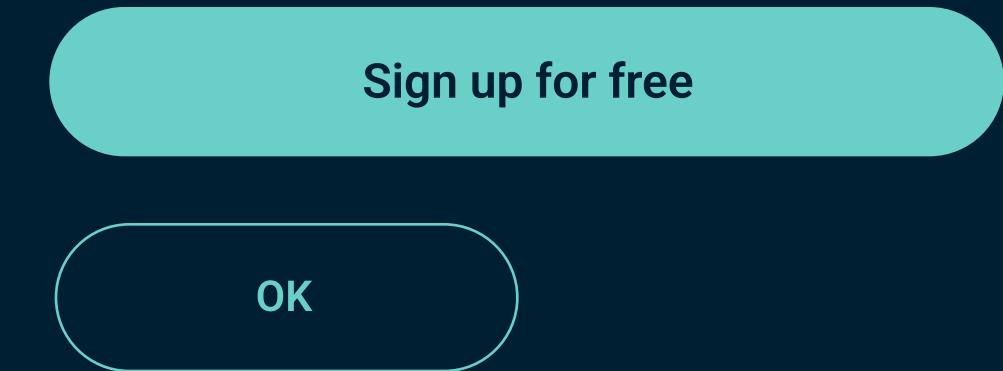
UI Elements

Navigation Bar



- Icon size in Nav bar 30 x 30 px
- Use secondary color #6ACFC7
- Active page icon full opacity; inactive page icons pass through layer at 30%

Buttons



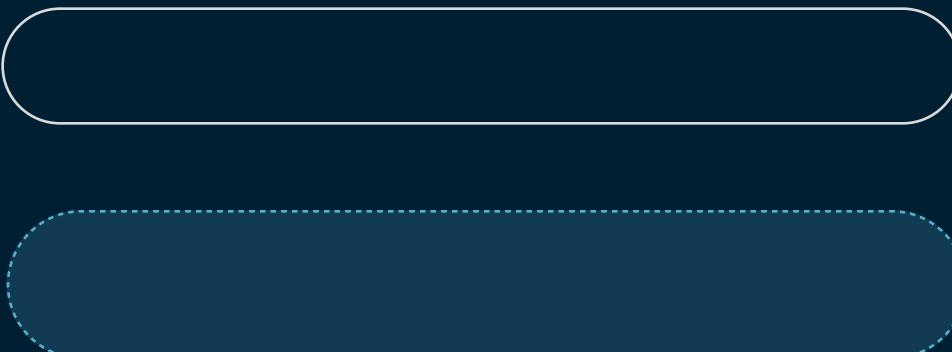
- Filled button for primary action; use on the landing page and throughout onboarding process
- Outlined button for secondary actions; use on the feature pages
- W: variable; H: 56px

Features



- Icon size in Mindful page 80 x 80 px
- Icon size in the content 30 x 30 px
- Icon size in the Stats page 20x 20 px

Input fields



- Email & password fields W: 360 px; H: 44 px
- Shortcut fields W: 360 px; H: 56 px

UI Elements

Cards



- W: 176 px; W: 240 px
- Use for Mindful page

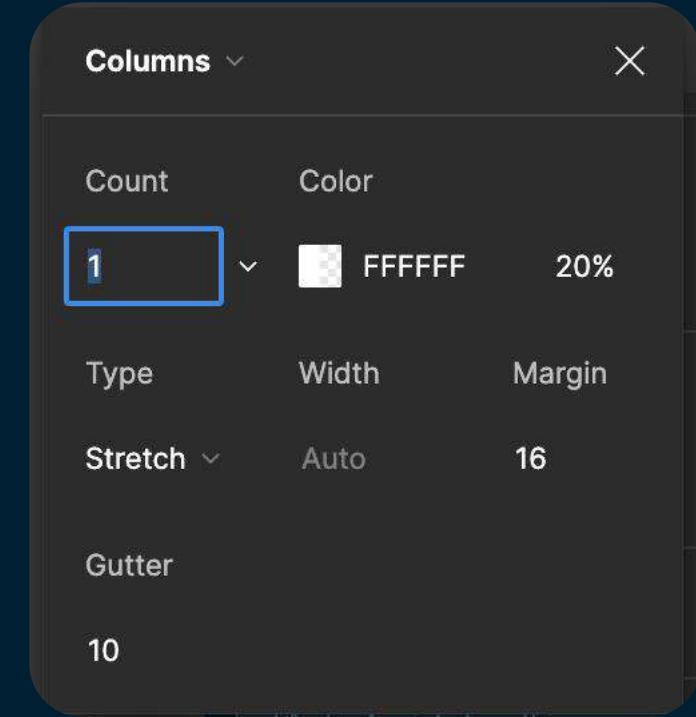
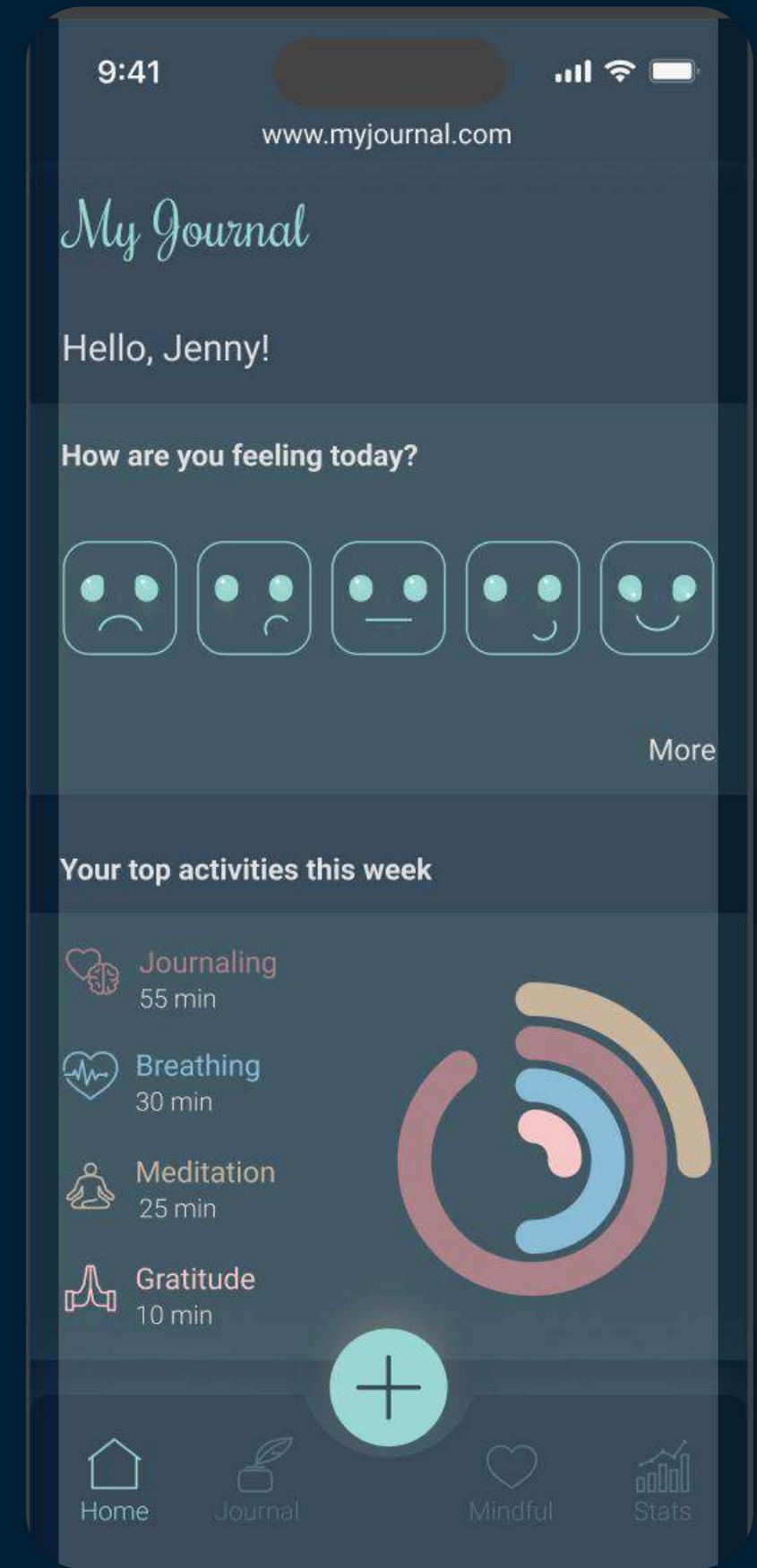


- H: 120 px; W: 120 px
- Use on Journal page for journaling type

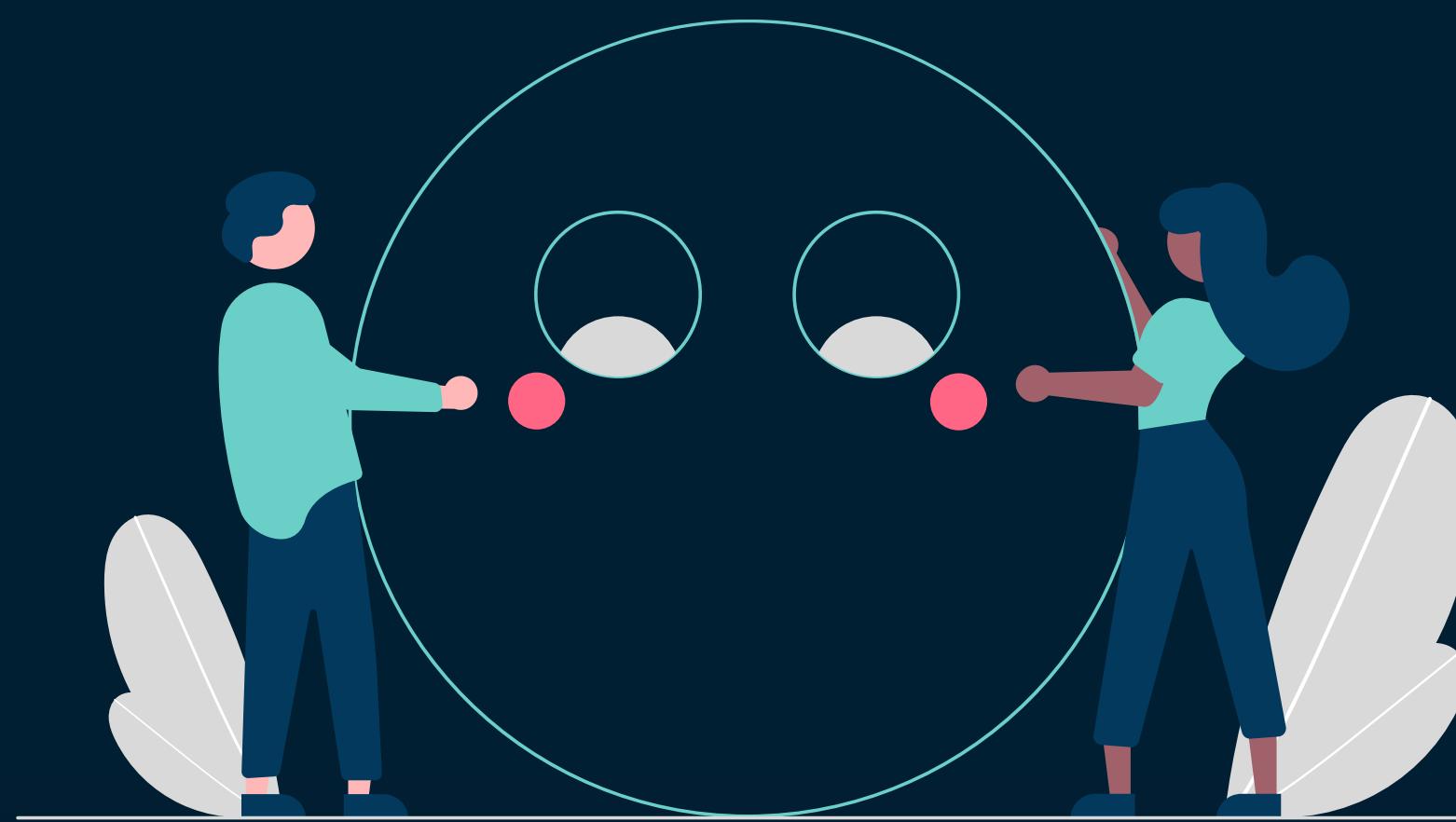
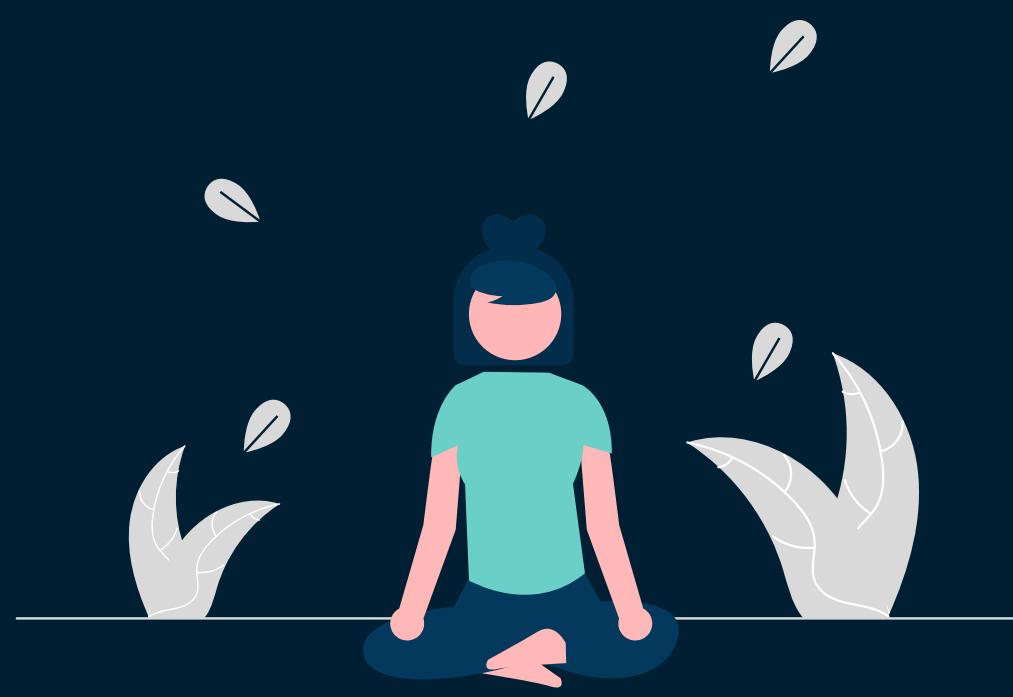


- H: 80 px; W: 80 px
- Use on Journal entry page for entry type

Mobile Grid



Imagery & Illustration



- A 2D imagery style is used to evoke a warm, friendly, and playful atmosphere
- The design should be clean and simple with a monochrome aesthetic
- Avoid real photography and art
- Use only filled colors (combine base color of different shades with primary, secondary and data visualization color))
- Source: undraw.co

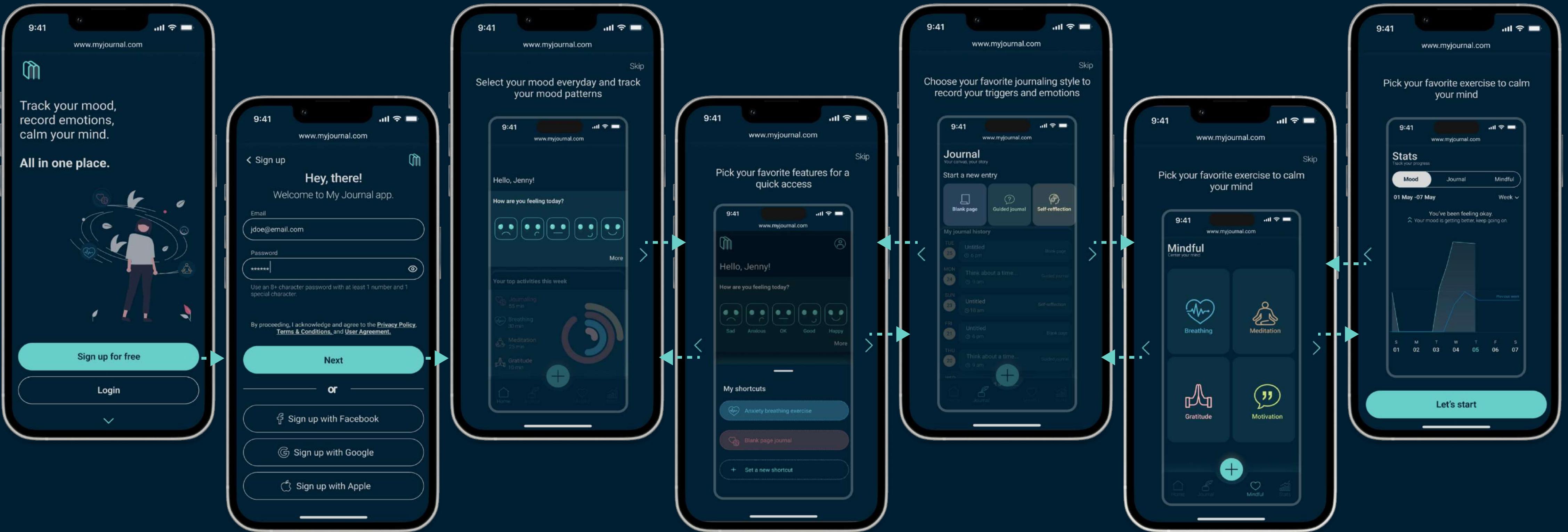
FINAL SCREENS

- Final Screens
- Prototype

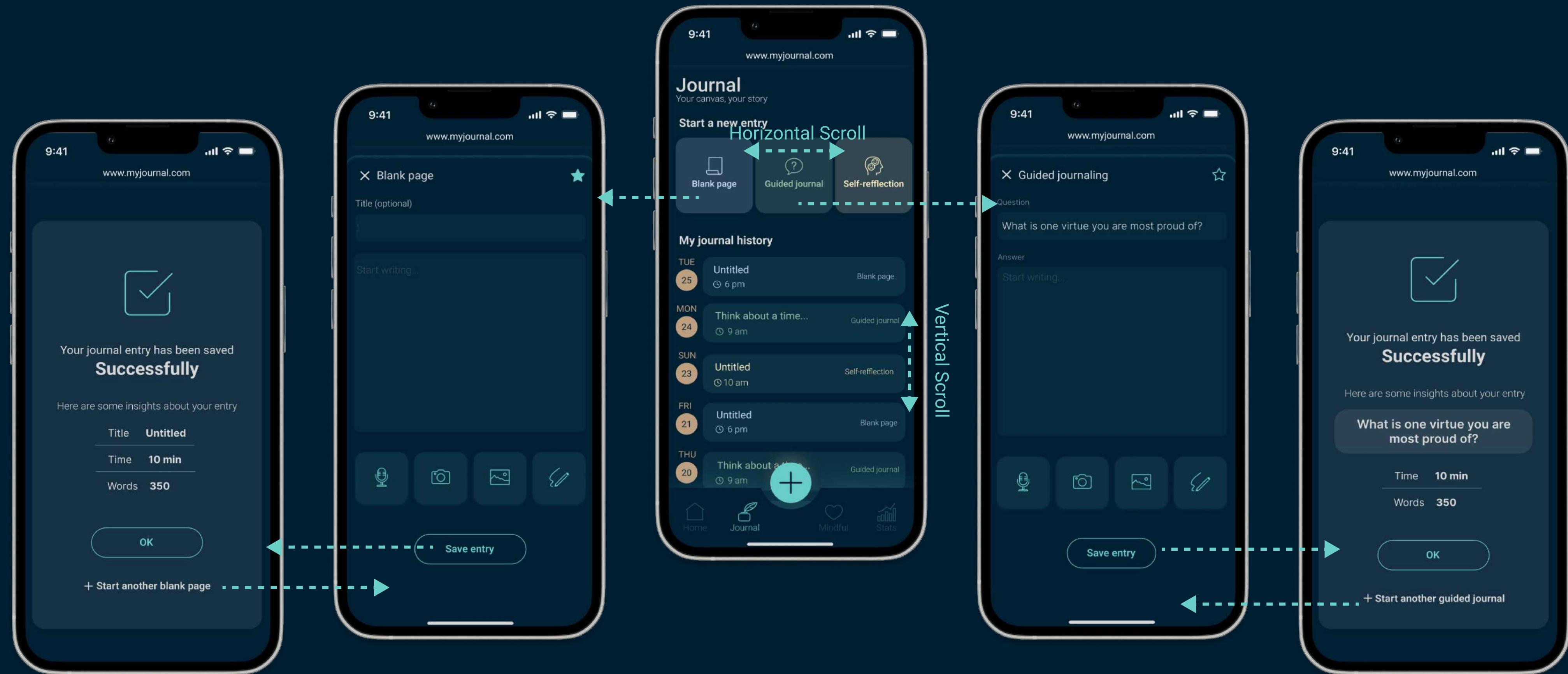
Navigation Bar



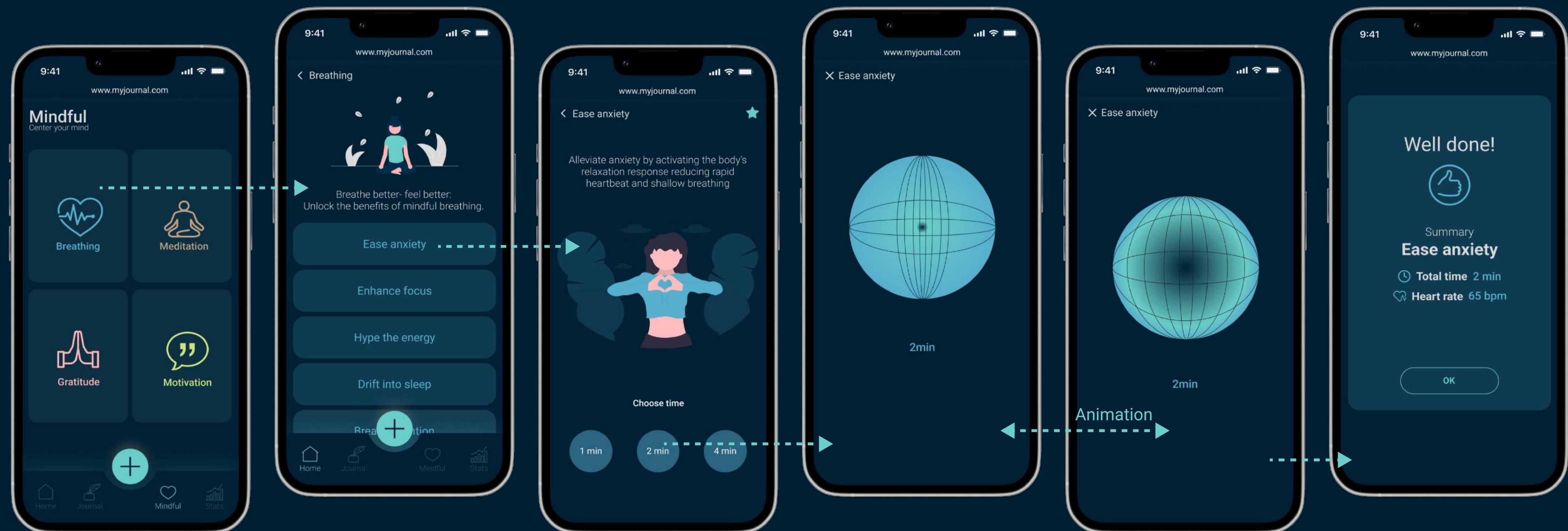
Landing Page & Onboarding



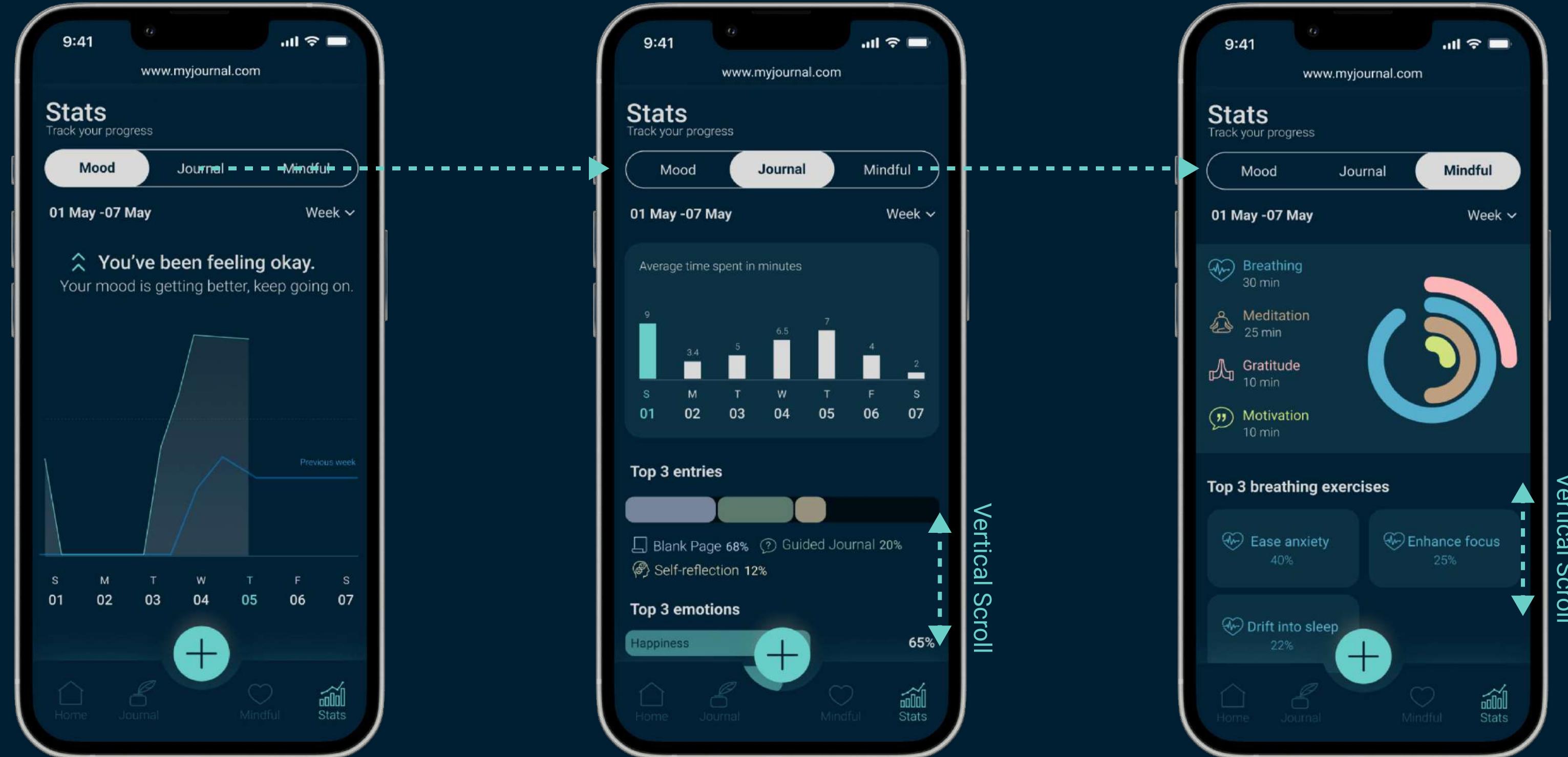
Journal



Mindful- Ease Anxiety Breathing Exercise



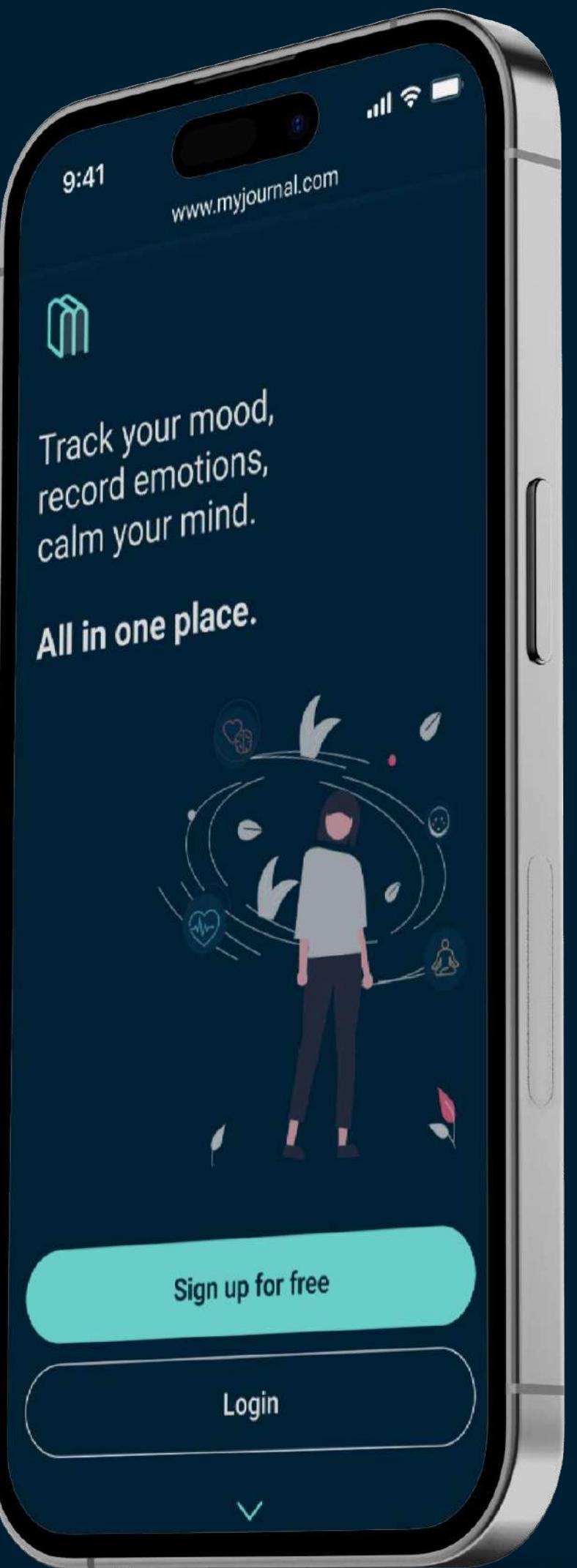
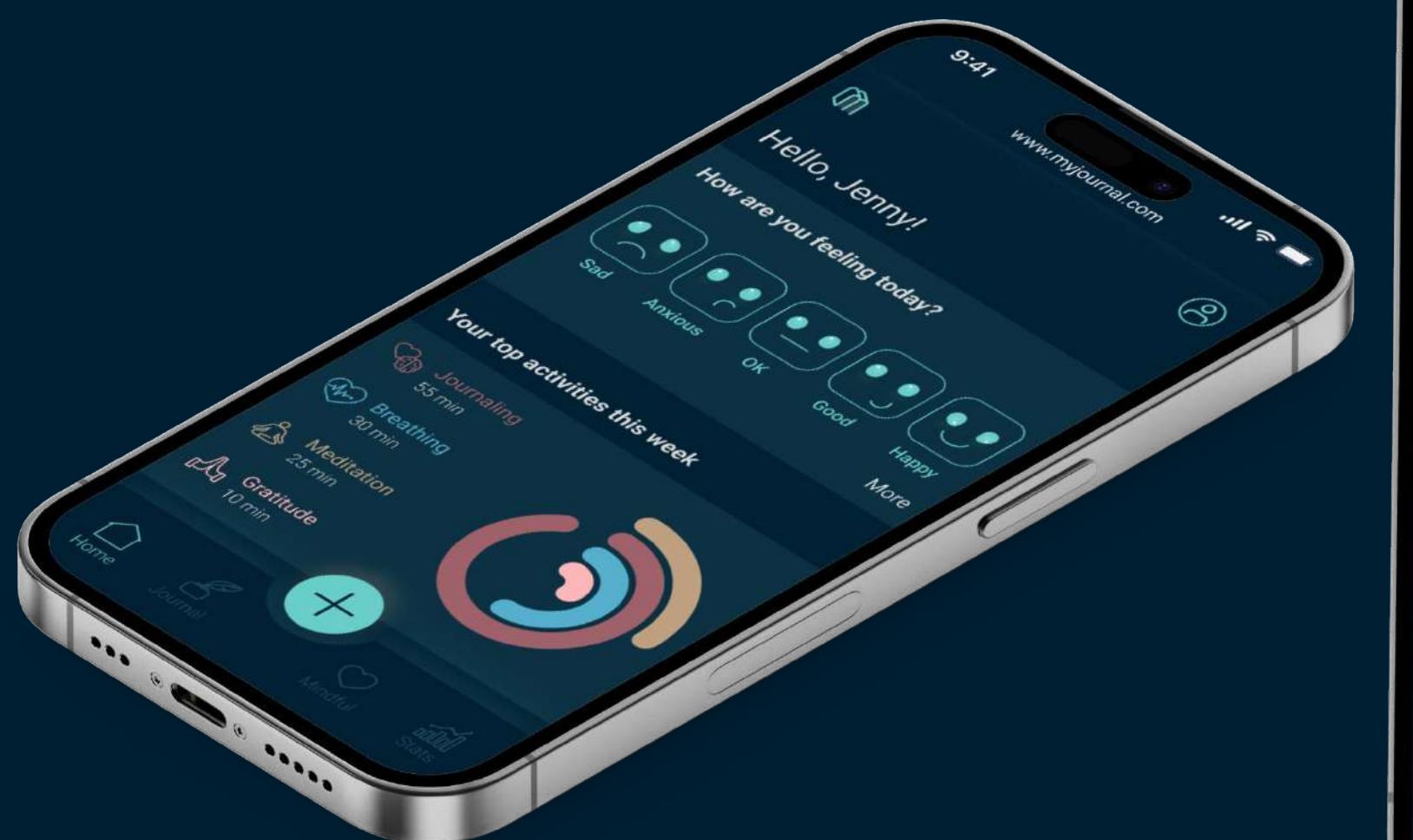
Stats





Video Presentation

Prototype



CHALLENGES & REFLECTION

Challenges

The main purpose of this project was to create a minimal viable product (MVP) that would serve as a solid foundation for further development and improvements.

Although I consider this MVP a successful achievement, I am aware that there are still a number of features that need refinement.

Professional Assistance

Initially, My Journal was developed to promote mental health and ensure users' ability to reflect on their emotions and learn about their patterns.

However, ultimately, the idea is to provide easy access to a professional therapist for those users who feel the need for it.

One priority for future development would be to find a group of professionals who would like to integrate with the app and start connecting with users who seek help.

Building Community

Though a lot of people are becoming more open to discussing mental health, there is still a certain stigma about it that demotivates people to make a step toward that path.

Allowing users to create anonymous communities related to different topics would add great value not only to the app but also to the quality of users' lives, as they would have a way to share common issues without feeling alone.

Subscription Plan

To make this business model sustainable, I would introduce several subscription options allowing users full access to the app.

Often, subscription motivates users to stay committed and motivated in their journey.

My Learnings

This project took me on an incredible journey of collecting new knowledge and discovering the best ways to implement what I learned into something tangible.

Some of the tools and principles that made the most substantial impact on me were:



Business Vs Users

It is common for business requirements not always to meet the user's goals and needs. As Designers, we are responsible for bridging the gap by creating solutions that will satisfy all parties.

Journaling is one of the main features of this project. However, by creating a shortcut button (plus button in the bottom navigation), I gave the users the option to select multiple choices and define for themselves what they want to access quickly in "case of emergency."

Iterations & Revisions

One of the greatest and most important skills for UX Designers is the ability to empathize with users. This project taught me that there are a lot of back-and-forth steps while trying to find the best solution.

By working in iterations and continuously testing new design solutions, I will ensure that the final product meets the users' needs and reduce the potential costs of the redesigning process in the final stage.

UI Design Principles

It is important to familiarize yourself with Gestalt Properties and Design Principles, as most users expect apps to be designed according to certain patterns.

If we, as designers, try to break those patterns only to introduce "something different," we can easily lose users as they will struggle to learn new ways to use an app.

THANK YOU!

I would love to hear your feedback and connect to share the experience.

Drop an email to mashazigic91@gmail.com