

The Clean Divorce

Rewrite the divorce narrative embracing technology

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1. Introduction

Divorce is not just a legal process. It is a life altering transitional event filled with grief, confusion, overwhelming amount of decision making. Traditionally, lawyers are the one who lead divorce process. However, it is mostly directed at quick wins and legal battles. Divorce mediation is also available, which allows the parties to maintain some control over the outcome of a divorce unlike litigation. However, a novel solution is required to provide the emotional support which is required for a divorce.

Despite of Today's abundant informational access, processing through a divorce can be of a challenge. Most of the websites are very information heavy and can be either intimidating start with or overwhelming to comprehending on. Therefore, a gap is there to for an app to handhold a person during this chaotic period to navigate this journey to increase the likelihood of better outcome for the families involved.

Clean Divorce, which was founded by Suzanne Winlove-Smith, tries to address this gap in the market and the product portfolio, acts as a compassionate guide for the people who are going through or thinking of getting a divorce. The current products are available as informational website which facilitate divorce mediation and relationship coaching as a guided journey. It helps to understand the all the aspects of divorce process before moving forward. Furthermore, other resources such as guided journal, consultation is also available on the website. However, for today's attention-deficit audience and their reliance on smartphone, these solutions could be enriched by an app accommodating all these products.

2. Novelty

The Clean Divorce App will have the following motto:

Rewrite the divorce narrative, replacing bitterness with understanding, conflict with compromise and despair with hope. – Suzanne Winlove-Smith

The idea is to create a wholesome product combining all the separate products into an integrated app, which provide bite size informational chunks. An Integrated Journey Map can be created which is a dynamic pathway that adapts based on different user circumstances. The core of the pathway will be a structured and progressive journey which is consist of series of manageable 'bite-sized' chunk. These steps would be visualised to create consistent engagement, tracking progress.

Furthermore, this app can be also augmented by guiding user to use useful tools for financial goals, personal goals, checklists before selecting lawyers, which could help the user to get some overall idea, which would make the divorce or mediation process easier.

The consultancy sessions booking can also be baked into the journey as suggestions as the user moves through different chapters, which is traditionally presented in a separate directory (like the webpage services section).

3. Transformative Experience

3.1. From a User Perspective

At the start of the divorce process, things can be nerve wracking and overwhelming. Using this app help the user to isolate from informational overload, isolating from the noise and the big problem into small, achievable daily tasks, similar to some language learning apps like Duolingo.

Without the app, one will only have generic tools which are currently scattered over the internet to assess his/her emotional state. The app will give you an assessment tool to identify the emotions and current circumstances. The “21 Day New Beginnings Digital Journal” can help to build the emotional readiness and self-reflection to help the users enter the mediation process with a clearer head fostering more collaborative experience.

The current market in the therapy space would require opening up to a professional, which might shy away lot of help seekers. The user can feel this app as a private, non-judgemental guide which can be consumed at his/her own pace. The visualized milestones which make the user aware of the current progress and providing a sense of moving forward.

Without the app, the user may have to do his/her own research on their own or consume multiple products to get an overall understanding of the divorce journey. This app will provide the required information in one place and in small doses. The augmented functionalities like planners, checklists, make the separation or divorce process easier.

3.2. From the Company Perspective

The current consultation model that the business operates makes it harder to scale the business. Although the web-based service delivery can resolve some of the scalability problems of the business, it has not integrated the initial assessment, user journey and services. Since they are in separate silos, which could discourage potential customers. A mobile app can create more revenue for the company.

The customer profile and initial assessment tool information can be stored in the CRM, which would enable company to have better customer relationships, understand the customer prior to a mediator session, provide meaningful product and service recommendations facilitating cross selling.

Approaching a larger target market and cross selling opportunities can justify the business case for Clean Divorce Mobile App.

4. Market Research

This app is targeted at a person who may be struggling with their marriage or who are going through a divorce.

Based on the market research, currently there are direct and indirect competitors for Clean Divorce. In addition, many websites available for divorce mediation, which may overwhelm a potential user with the informational overload.

Direct Competitors

Direct competitors such as OurFamilyWizard, Talking Parents, 2 Houses are currently in the market. However, they are in the Co-Parenting space which are designed to reduce conflict, so the kids can thrive after a separation or divorce. However, this serves only a part of the target market and this app gets involved in the later part of a separation or divorce.

Indirect Competitors

Indirect competitors can be found in the therapy space such as BetterHelp, which is a convenient way to get licensed therapist's help, which could be helpful to navigate through the passage of separation or divorce.

However, these competitor offerings may not provide a holistic solution as the proposed Clean Divorce App. Therefore, the users of this app will significantly benefit from the app.

5. People, Activity, Context and Technology

5.1. People

The primary users for this app are:

- a person who is going through a separation or a divorce
- a person who is contemplating separation or divorce due to relationship struggles

Both user categories may be at an emotionally turbulent time, which lack focus and trying to break away from the external noise and informational overload. Furthermore, the age demographic can have high variability with varying levels of tech savviness. Therefore, the UI/UX must be clear and less intimidating.

5.2. Activities

The core activities in the app would be doing the initial assessment, progressing through the structured milestones in the Freedom journey, processing at his/her own pace. The other supporting activities may consist of use of financial planners, using checklist for legal processing, booking services with mediators etc.

The UI/UX experience should be suggestive to take use of these supporting activities based on the milestone that he/she is in the Freedom journey.

5.3. Context

The app will be accessible for the user 24x7, in the individuals' private moments. However, it is planned to be bite-sized, to motivate the user fostering short and meaningful interactions.

5.4. Technology

The app would be designed for both iOS and Android. Since the privacy of this kind of an app is paramount, authentication should be required (To a level that it does not discourage the usage of the app). Users can also be able to customize the notification settings for them to receive reminders as well. Since there are products and services suggestion available for the user, secured payment methods and calendar integration can also be implemented for better integration.

6. Value Proposition

Clean Divorce app helps the individuals who are contemplating or going through separation or divorce, providing a structured and holistic pathway breaking down the overwhelming process into manageable steps and milestones giving a sense of control and forward momentum. This non-judgemental, private emotional support saves time and money on legal fees. All the resources required, will be in one place to reduce user confusion and anxiety, shielding from external noise and information overload, empowering a strong foundation to start a new chapter.

7. Requirements Gathering

7.1. Objectives for Requirements Gathering User Study

The main objectives were as follows:

1. Identify what motivates the user behaviour and emotional needs that lead individuals to seek support during separation or divorce, and what they hope to achieve.
2. To understand and uncover pain points that the users face, both emotionally and practically.
3. To determine which specific app features are most valued by the users for the proposed CleanDivorce.
4. Understand the emotional and practical needs to cope-up with the transition and practical tools required.
5. Get some sense on user comfortability on using technology and privacy expectations

7.2. Choice of User Study and User Sample

Method	We have used MS Office forms for an online survey (using a structured questionnaire).
Target Users	The survey was sent to the individuals who are contemplating, currently undergoing, or have recently completed a separation or divorce. Since this is a Riipen project, we have taken the company support to collect responses which are relevant for the context.
Sample Size	11 total participants completed the survey.
Rationale	The proposed app is designed to support users through the entire divorce journey, (pre and post). Therefore, we sought input from users at different stages to understand the user requirements.

7.3. Questionnaire

Our team conducted a user study (survey) to better understand the needs, preferences, and behaviours of potential CleanDivorce users. The questionnaire for the survey is as follows:

1. What is your age group? *

- 18-24
- 25-34
- 35-44
- 45-54
- 55+

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- 18-24
- 25-34
- 35-44
- 45-54
- 55+

2. What is your gender? *

- Man
- Woman
- Prefer not to say
- Other

3. Which of the following best describes your current situation? *

- I am considering a divorce/separation.
- I am currently going through a separation.
- I am currently going through a divorce.
- I have already gone through a divorce.
- Other

4. Which of these best describes your current emotional experience of the separation process?

- Overwhelmed and Anxious:** I feel buried by the complexity and uncertainty of it all.
- Sad but Focused:** I am grieving, but determined to move forward constructively.
- Empowered and Ready:** I see this as a difficult, though a necessary step toward a new chapter.
- Stuck and Conflicted:** There is significant disagreement, and it's hard to find a path forward.
- I'm not sure how I feel:** I have mixed emotions which change from day to day.

5. Do you have any dependent children? *

- Yes
- No

6. What are your top goals during this turbulent time period? (Sort them according to your ranking) *

Find emotional support and cope with the transition

Ensure financial stability and fairness

Understand my legal rights and options

Co-parent effectively with my ex-partner

Minimize conflict and stress

7. How do you usually look for information or help during this period? (Select all that applies) *

- Friends or family
- Online articles or websites
- Professional consultations (lawyer, therapist, mediator)
- Social media or online communities
- Mobile apps or digital tools

8. What are the biggest challenges you face during or after a divorce/separation? (Select all that applies) *

- Emotional stress or anxiety
- Managing legal procedures
- Co-parenting and family communication
- Financial planning or budgeting
- Finding trustworthy resources
- Lack of privacy when seeking help
- Other

9. When visiting websites or online resources about separation/divorce, what do you find most difficult? *

- Too much text / overwhelming information
- Hard to find personalized help
- Impersonal or judgmental tone
- Complicated navigation or design
- Lack of emotional guidance
- No difficulty
- Other

10. What is your level of comfort with using mobile apps for managing sensitive important life tasks in general? *

- Very comfortable
- Somewhat comfortable
- Neutral
- Somewhat uncomfortable

11. What are the feature would you value the most in a divorce/separation support app? *

	Not Valuable	Slightly Valuable	Neutral	Valuable	Extremely Valuable
A personalized, step-by-step checklist	<input type="radio"/>				
Guided journaling	<input type="radio"/>				
A visual progress tracker	<input type="radio"/>				
Educational contents such as (articles, videos)	<input type="radio"/>				
A co-parenting communication tool	<input type="radio"/>				
A simple financial planner tools specific to divorce/support process	<input type="radio"/>				

12. What is your preference regarding the consumption of information and guidance? (Select the top 3) *

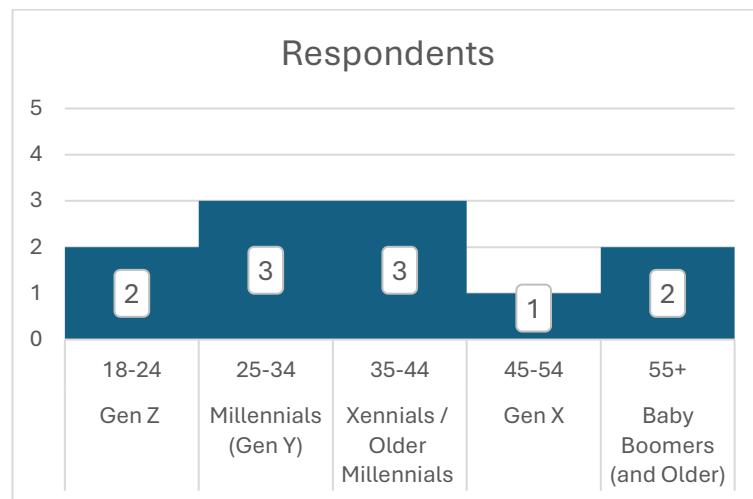
- Reading articles and checklists
- Short videos
- Audio clips or podcasts
- Interactive exercises and quizzes
- Talking to a person

7.4. Data Analysis

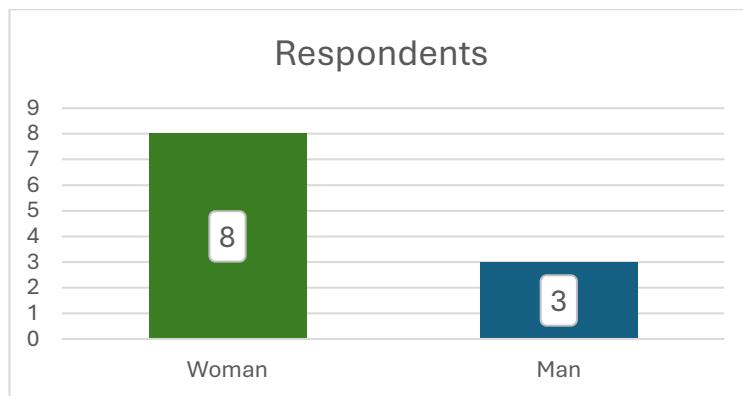
From the 11 participants, we highlight a few summarized findings:

Respondent Distributions

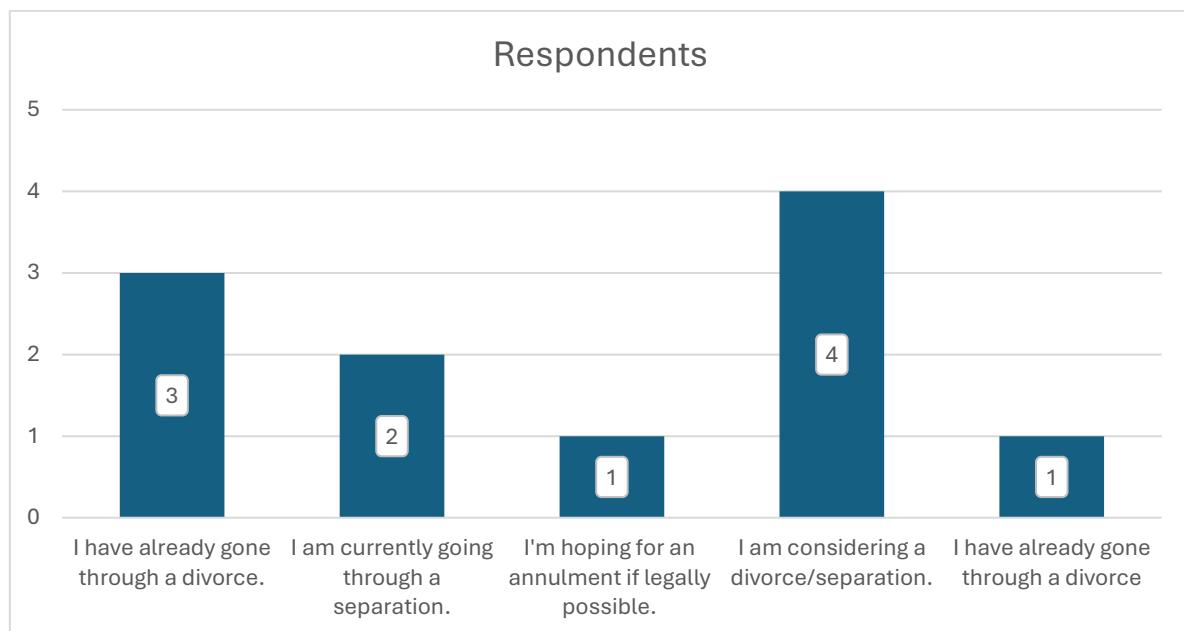
Based on Age



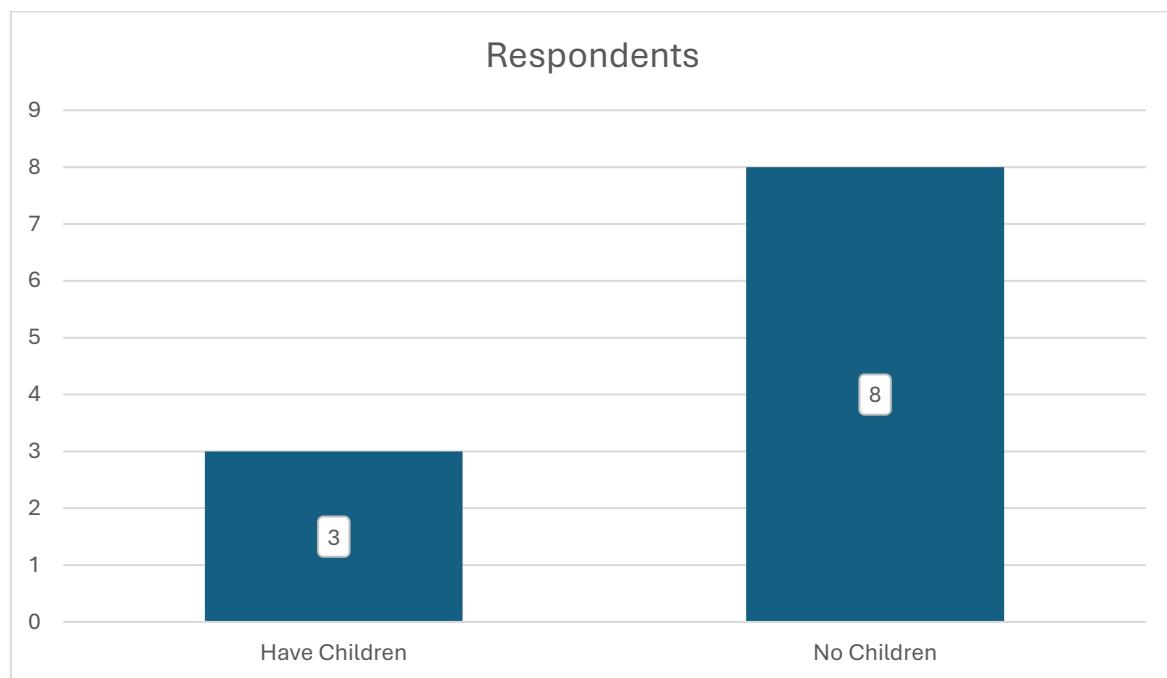
Based on Gender



Based on Situation



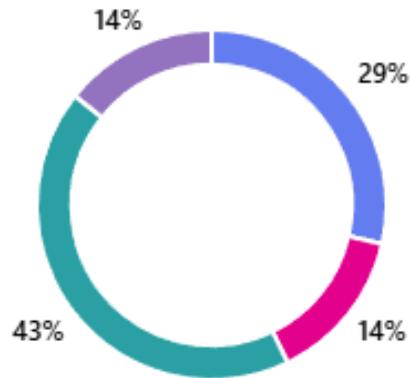
Based on Having Dependent Children



Visualisations based on User Needs and Behaviours

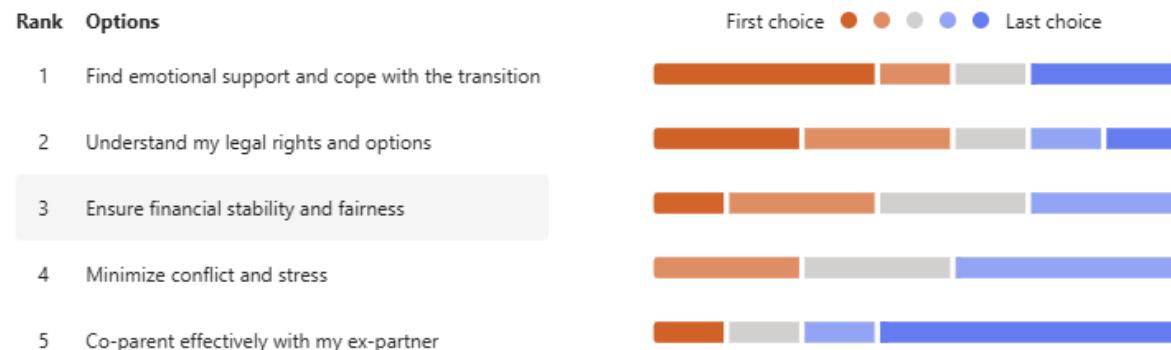
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- **Empowered and Ready:** I see this as a difficult, though a necessary step toward a new chapter.
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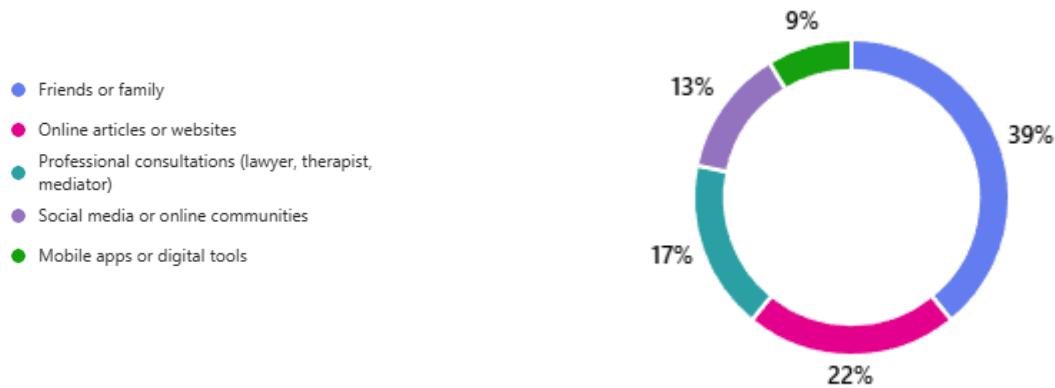
Majority of the respondents given their response as “Empowered and Ready”. This was followed by the “Overwhelmed and Anxious Goal”.

We asked the users to rank their top goals during this turbulent time. The following was the ranking results of that question.



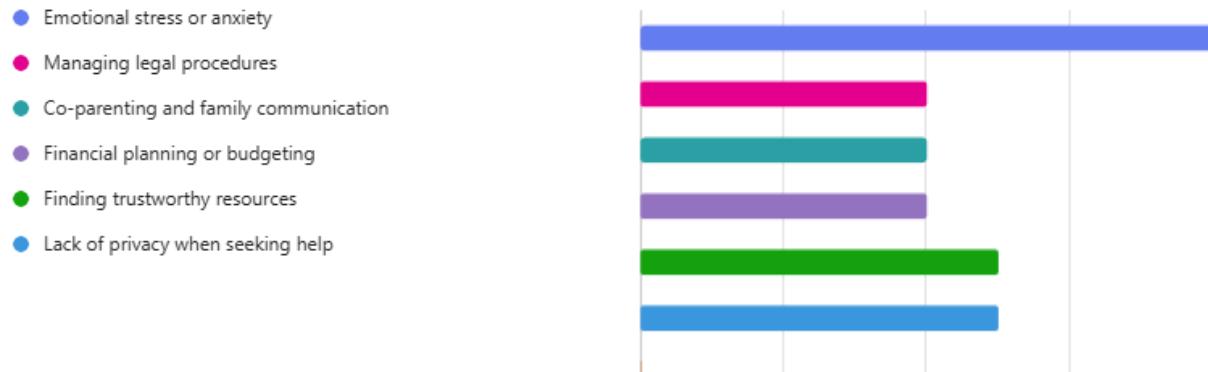
Many people prioritise finding emotional support during this transition is their top priority, followed by understanding their legal rights and options.

When asked about the how do they look for information or help during the period, the respondents have the following feedback.



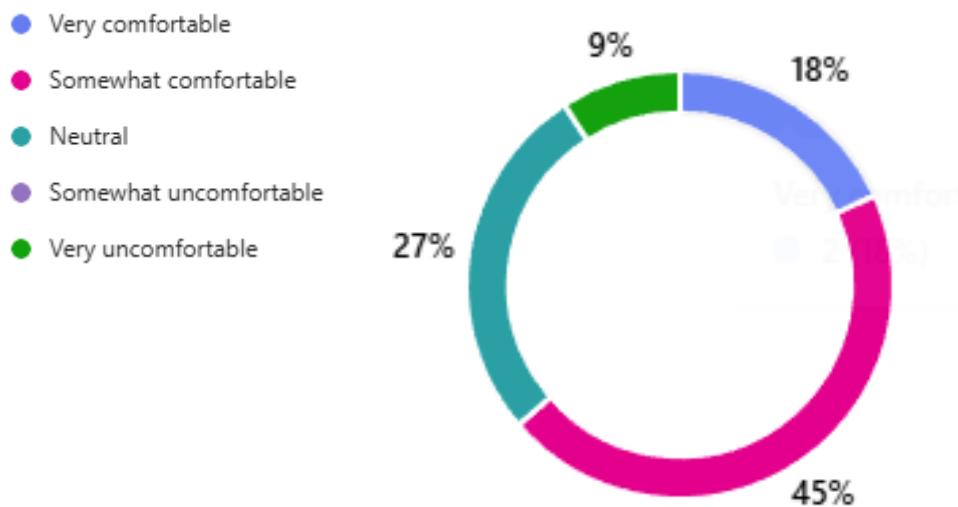
Majority of the respondents have suggested they are seeking help from family and friends. However, they also listed down that they seek support of online articles and website over professional consultations. This may be useful insight specially to understand how users approach a problem such as separation or when considering user onboarding strategy.

They have listed down their challenges during their turbulent period as follows:

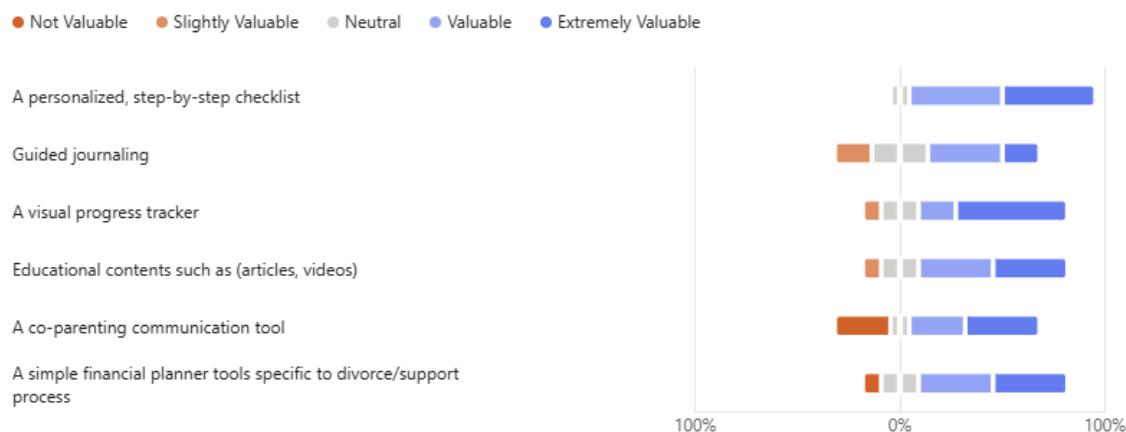


The emotional stress and anxiety were considered the most challenging item that was faced by the respondents. Since CleanDivorce is providing major support in this area, the proposed app could help out individuals to steer through these difficult times.

When asked on the level of comfort with using mobile apps for managing sensitive and important life tasks in general, nearly 90% of the respondents responded either they are neutral or comfortable. This could be a promising start for the proposed app.



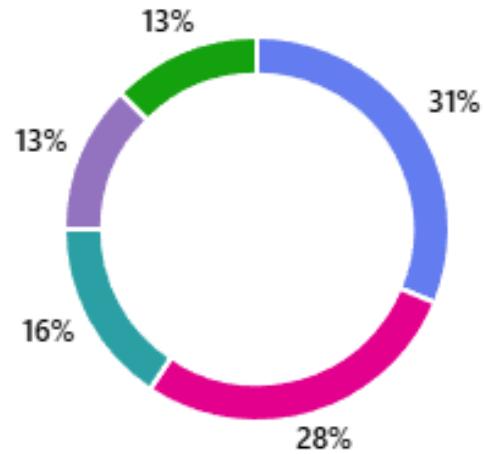
The respondents provide the following for the most valued features in a divorce/separation support app.



This directly provides insights on feature generation adding customer value.

User preference regarding the consumption of information and guidance was as follows:

- Reading articles and checklists
- Short videos
- Audio clips or podcasts
- Interactive exercises and quizzes
- Talking to a person



The insights in here can be useful to finetune the way the app and content is delivered. Most of the people preferred reading articles and checklists, which was closed followed by the preference for short videos.

When asked about the importance of different aspects for a personal-support app, over 90% of the respondents responded that all the aspects listed here as important.



Finally, we have asked about the digital experience that the users expect which would make their life easier during their divorce journey. This was an open-ended question, and we got the following responses.

5 respondents (56%) answered emotional for this question.

The top 3 areas were “Emotional”, “Legal” and “Financial”.

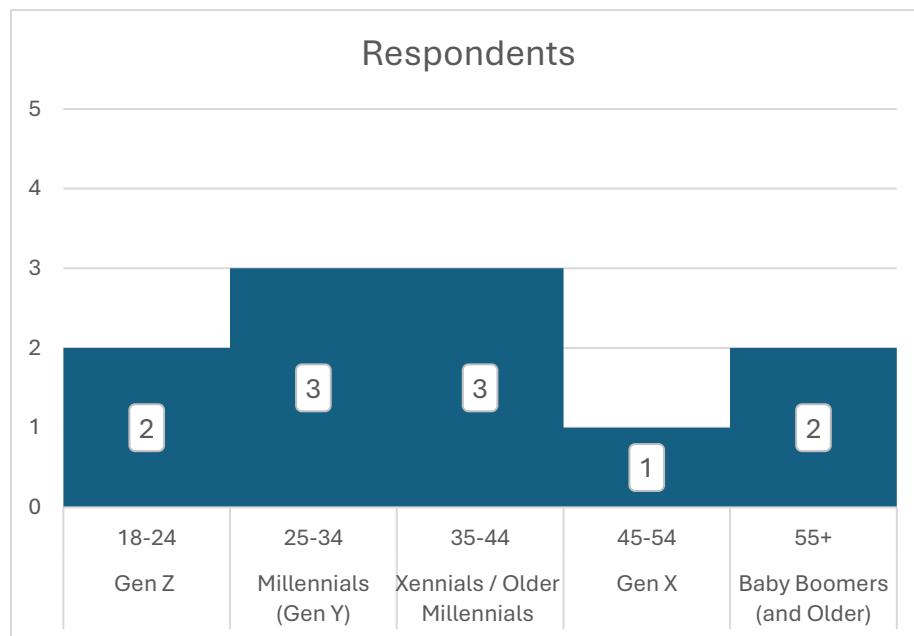
Based on the demographic profile and the behaviour of respondents, we have clustered our responses, before preparing the user personas in the next section. All these user personas are mainly derived based on the data that we collected.

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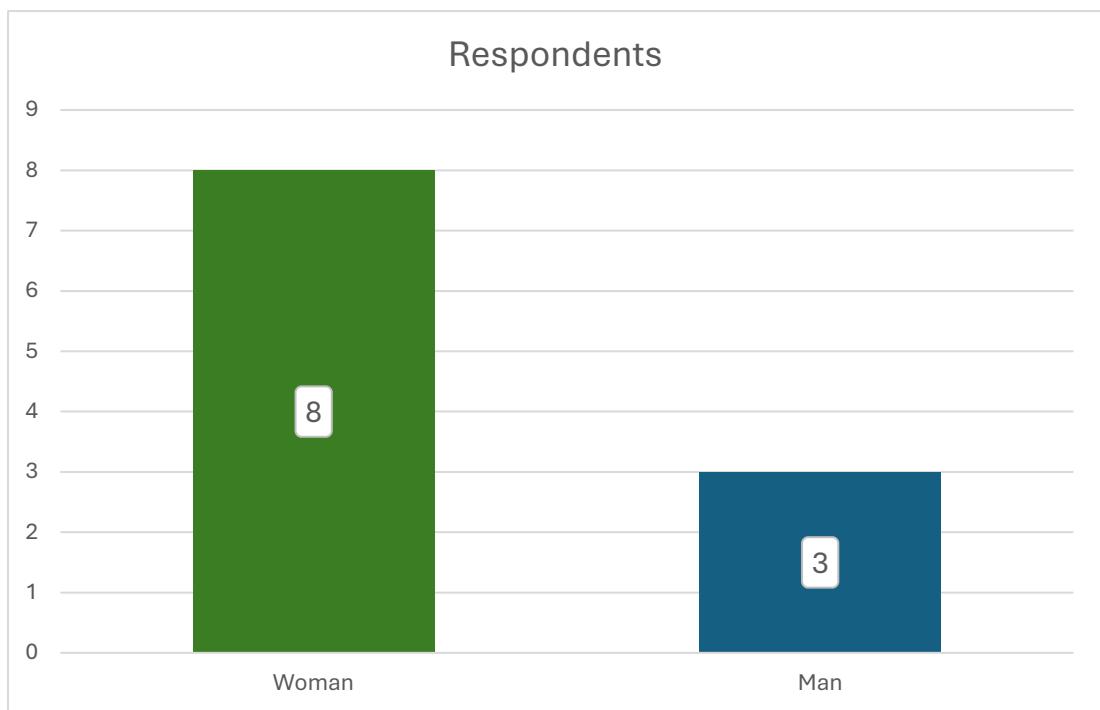
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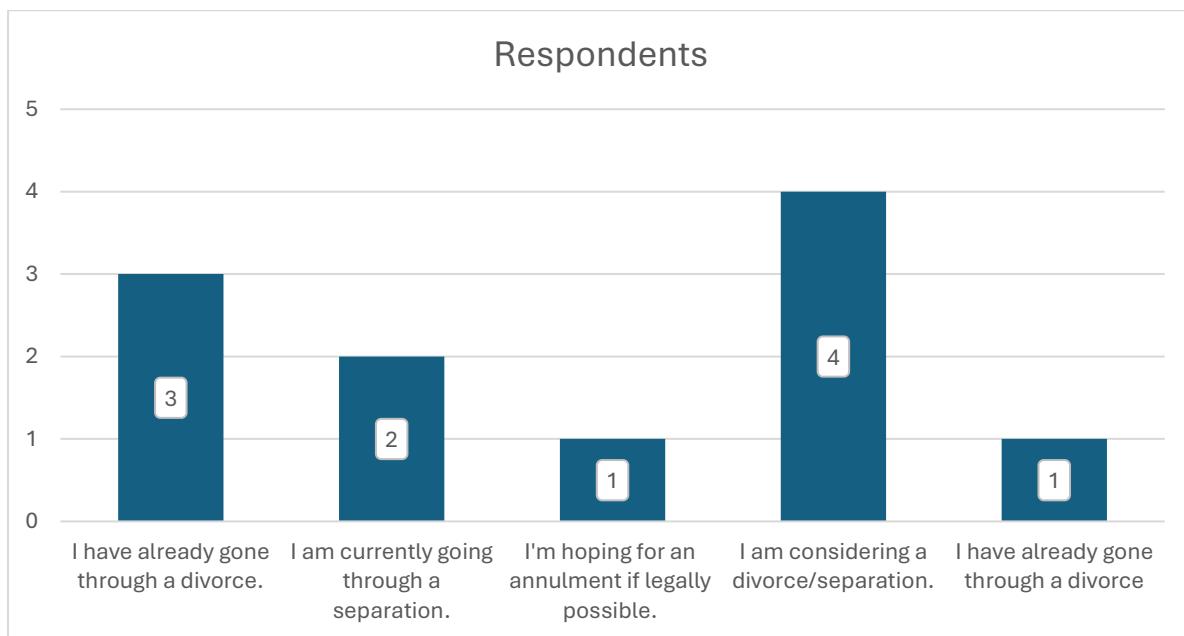
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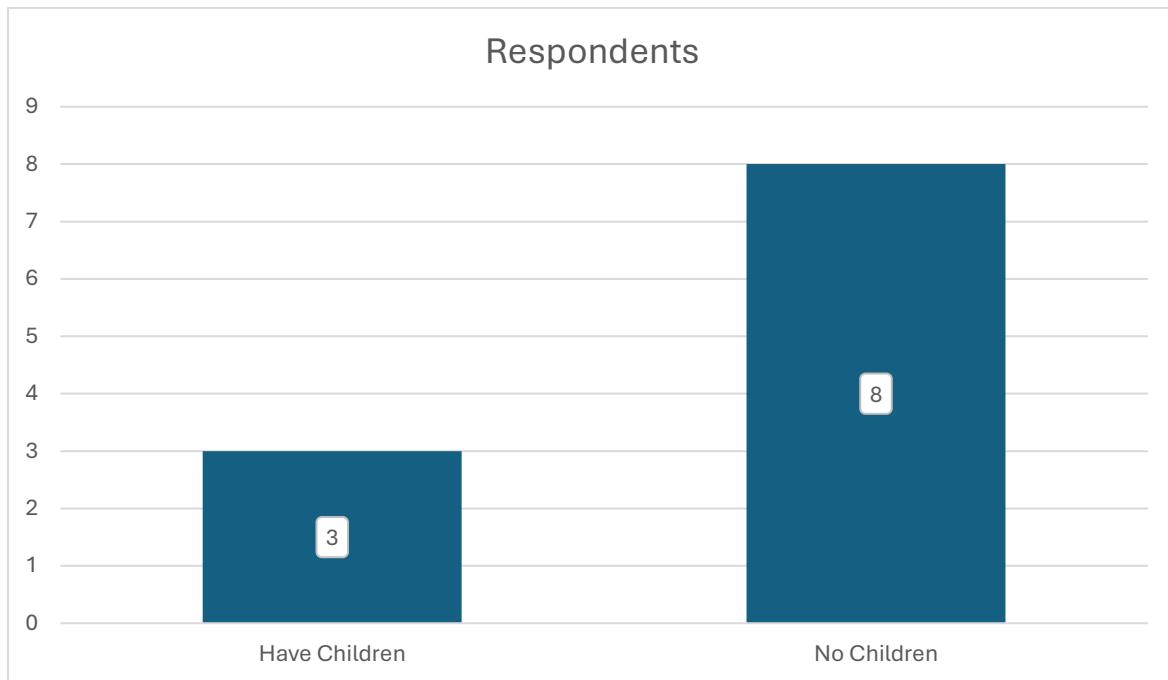
7.8. Based on Gender



Based on Situation



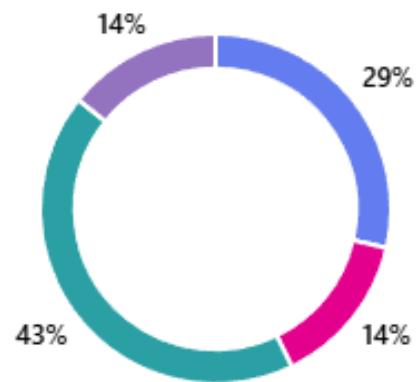
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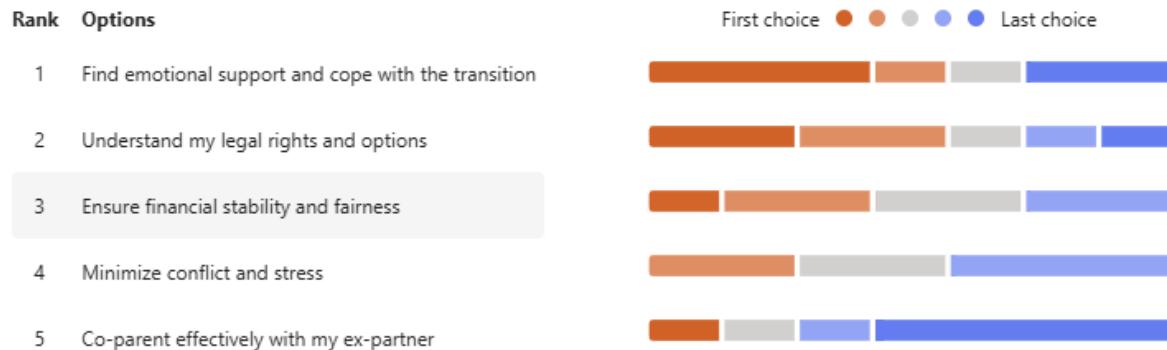
The respondents current emotional experience of the separation process is as follows:

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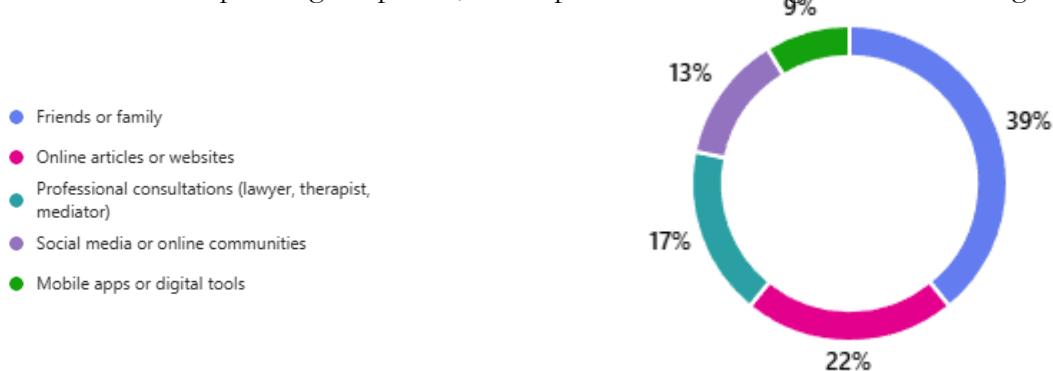


Majority of the respondents given their response as “Empowered and Ready”. This was followed by the “Overwhelmed and Anxious” Goal.

We asked the users to rank their top goals during this turbulent time. The following was the ranking results of that question.

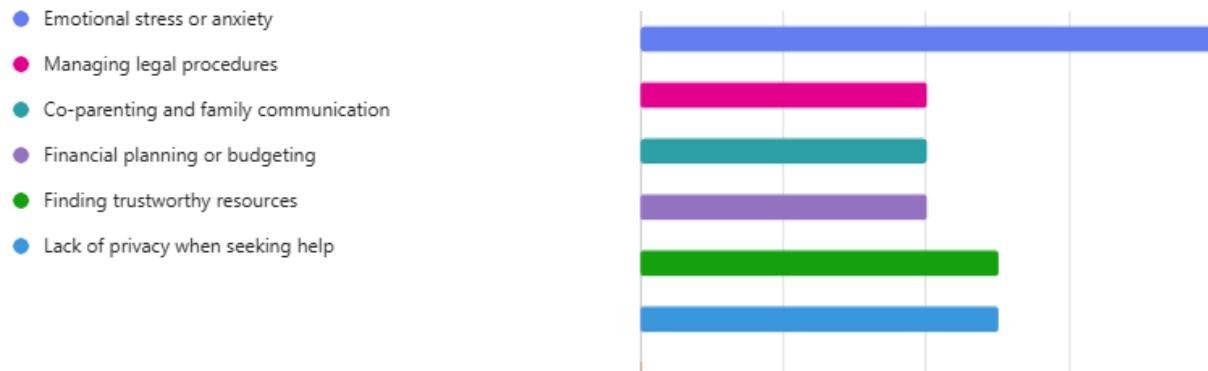


Many people prioritise finding emotional support during this transition is their top priority, followed by understanding their legal rights and options. When asked about the how do they look for information or help during the period, the respondents have the given the following feedback.



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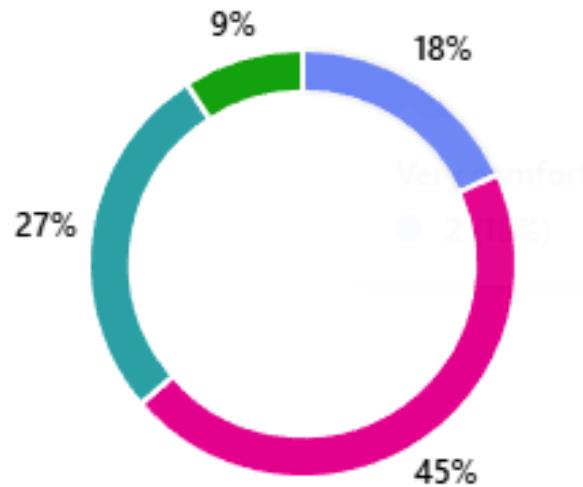
They have listed down their challenges during their turbulent period as follows:



The emotional stress and anxiety were considered the most challenging item that was faced by the respondents. Since CleanDivorce is providing major support in this area, the proposed app could help out individuals to steer through these difficult times.

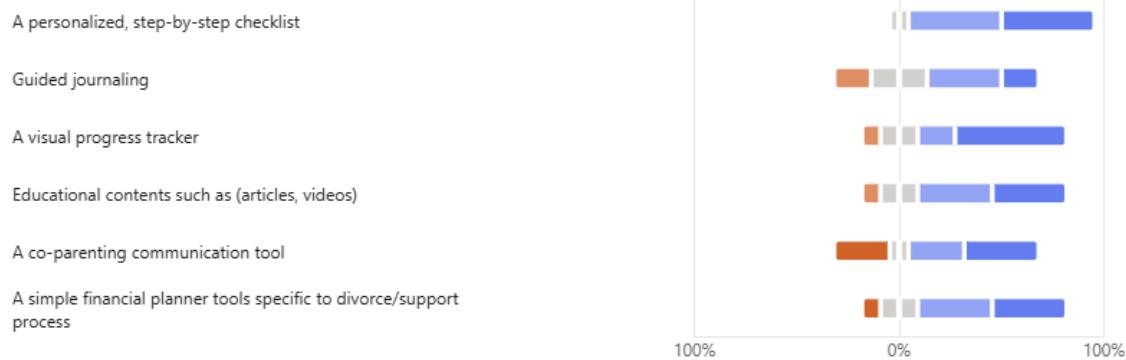
When asked on the level of comfort with using mobile apps for managing sensitive and important life tasks in general, nearly 90% of the respondents responded either they are neutral or comfortable. This could be a promising start for the proposed app.

- Very comfortable
- Somewhat comfortable
- Neutral
- Somewhat uncomfortable
- Very uncomfortable



The respondents provide the following for the most valued features in a divorce/separation support app.

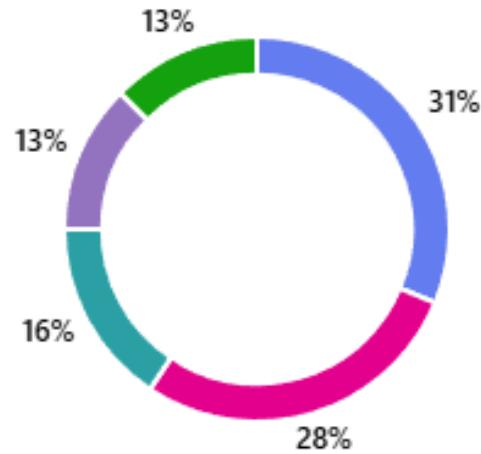
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Finally, we have asked about the digital experience that the users expect which would make their life easier during their divorce journey. This was an open-ended question, and we got the following responses.

5 respondents (56%) answered emotional for this question.

list of supports emotional situation emotional intelligence financial steps supports & resources
legal information financial **emotional** legal content Currently I feel
legal areas checklist emotional wellbeing legal steps dashboard of the progress
Legal Guidance emotional support suggestive checklist moving forward

The top 3 areas were “Emotional”, “Legal” and “Financial”.

Based on the demographic profile and the behaviour of respondents, we have clustered our responses, before preparing the user personas in the next section. All these user personas are mainly derived based on the data that we collected.

8. User Personas

8.1. Persona 1: “Overwhelmed, but wants to steer through”

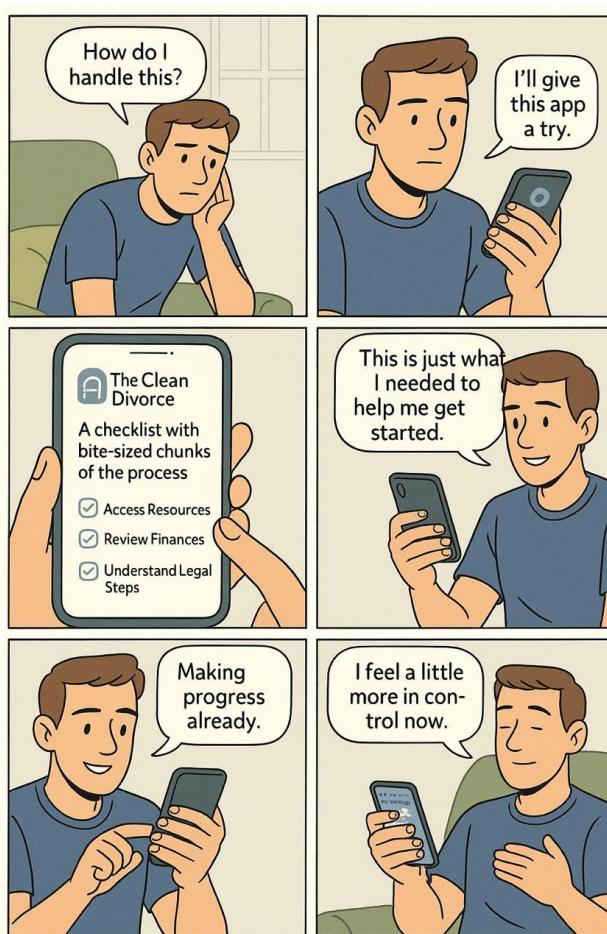
Alias: Mark

Age: 35

Gender: Man

Family Status: No Dependent Children

Current Situation: Considering a divorce/separation



Scenario

Mark is considering divorce/separation as his relationship with his wife is struggling. He is facing internal conflict, feeling overwhelmed by the gravity of the decision he no longer has the comfort

of his planned life ahead with his wife. He is anxious about whether he is making the right decision. He is worried about how to face the changes, finances, legal battles, etc.

His motivation is to get some sense of control and manage the uncertainty that he is facing. Since the uncertainty is overwhelming, he need support to start so he can steer through this. He seeks this support from his friends as well as online resources.

His Top Goals

- Ensure financial stability and fairness
- Understand his legal rights and options
- Find emotional support and cope with the transition

Primary Challenges and Pain Points that Mark Faces

Emotional stress and anxiety

Financial planning and budgeting

Finding trustworthy resources

Privacy Concerns

Behaviour & Context

Mark is Xennial (Older Millennial) and he is comfortable with using mobile apps and researching on the web. However, the vast number of articles and content is adding to his anxiety. Finding answers to steer through uncertainty seems far away as his go to method is overloading his brain. Moreover, so many content but, it also feels impersonal.

Expectations from a Digital Tool

He values a personalized, step-by-step checklist and a visual progress tracker/dashboard because they may provide the structure that currently lacks. He need support from an emotional point of view, but he also needs to be aware of the legal process so he can plan to mitigate his concerns about the financial stability of his separation/divorce.

Interface wise, he prefers a calm, private and easy navigation interface for a digital tool. He prefers content as bite size chunks of short videos, articles to give the information that he requires.

8.2. Persona 2: “Empowered and Ready ”

Alias: Eleanor

Age: 55

Gender: Woman

Family Status: Has Dependent Children

Current Situation: Has already gone through a divorce.



Scenario

Eleanor already has finalised her divorce sometime back ago. She feels empowered and has wants to build a good foundation for a new chapter in life. She is adjusting for her life after the divorce, and her focus is on fine-tuning her long-term financial plan to ensure her financial stability and managing a co-parenting schedule with her ex-partner. She sometimes feels stressed ensuring all the legal and financial agreements are being maintained. Her motivation is to build a secure, independent, and happy future for herself and her family.

Her Top Goals

Co-parent effectively with my ex-partner

Ensure financial stability and fairness in the long term

Understand my ongoing legal rights and options

Primary Challenges and Pain Points that Eleanor Faces

Lack of emotional guidance

Financial planning and budgeting for the future

Finding straightforward, trustworthy legal and financial information

Complicated navigation or design

Behaviour & Context

Eleanor is a Baby Boomer who is somewhat comfortable with technology. She seeks information from friends and professionals like lawyers. However, she also likes to do her own research to be more diligent. She gets frustrated by websites with complicated navigation, therefore, prefers clear, direct answers. She values efficiency and credibility above all.

Expectations from a Digital Tool

In Eleanor's scenario, she finds a personalized checklist and a financial planner extremely valuable to keep her post-divorce life organized. A co-parenting communication tool is also in her priority list to simplify logistics. She values guided journaling but prioritizes practical and easy-to-navigate tools for legal and financial planning and awareness which delivers bite-sized, actionable information. (clear articles, checklists, or short videos)

8.3. Persona 3: "The Anxious Navigator"

Alias: Ashley

Age: 32

Gender: Woman

Family Status: No dependent children

Current Situation: Currently going through a separation, hoping for an annulment.



Scenario

Ashley is in the early stages of her separation. She is grieving the loss of her planned future and feels a deep sense of sadness. However, she is also determined to handle this with grace and constructiveness. Her primary focus is on understanding her unique legal standing, (specifically the possibility of an annulment). Simultaneously she is trying to manage her emotional well-being. She understands she need to balance between healing and need of understand complex legal concepts. She actively seeks information but is frustrated that she can't find resources that feel personalized or specific for her situation.

Her Top Goals

- Understand my legal rights and options
- Find emotional support and cope with the transition
- Minimize conflict and stress

Primary Challenges and Pain Points that Ashley Faces

- Finding trustworthy and relevant legal resources
- Managing emotional stress and anxiety
- Hard to find personalized help; information is too generic

Behaviour & Context

Ashley is a Millennial who is somewhat comfortable with technology. Most of the time, she turns to friends, family, and online articles for support. She gets information overload when doing her research online, as she gets lost in a sea of generic advice and cannot find clear answers to her specific questions. She is highly concerned with privacy and is cautious about what she shares online.

Expectations from a Digital Tool

She wants an app that blends emotional and practical guidance. She finds educational content "Extremely Valuable" and highly values guided journaling and a visual progress tracker to manage her anxiety and feel a sense of forward momentum. In terms of content delivery, she prefers audio clips, podcasts, and short videos, which fits her personal scenario. (and content to be bite-sized, manageable pieces). The expected app should be a private, easy to navigate one with a visually calming interface. She needs the app to act as a compassionate guide that helps to build her emotional wellbeing while building the awareness of the legal path ahead.

8.4. Persona 4: “Guided, but in private.”

Alias: Chloe

Age: 24

Gender: Woman

Family Status: No dependent children

Current Situation: Considering a divorce/separation



Scenario

Chloe is young lady, and she is contemplating leaving her partner. She approached professional help earlier, however, her trust in professionals has been shattered by a past therapist who took her ex-partner's side. She feels she can steer through the existing financial and legal resources and what she truly needs is guidance on how to navigate this personal crisis gracefully. She is currently navigating this almost entirely on her own as she wants to keep things to herself.

Her Top Goals

- Find emotional support and cope with the transition
- Understand my legal rights and options
- Ensure financial stability and fairness

Primary Challenges and Pain Points that Chloe Faces

- Lack of privacy when seeking help

- Emotional stress or anxiety
- Managing legal procedures
- Financial planning or budgeting Behaviour & Context

Chloe is a Gen Z digital native who is somewhat comfortable with technology but feels failed by the traditional in person help. She likes to manage and evaluate her options to divorce/separation on her own as of now and she actively seeks information online but is frustrated by resources are overly focused on the legal/financial aspects instead of the how manage her emotional wellbeing. She values privacy above all.

Expectations from a Digital Tool

She values a personalized, step-by-step checklist, guided journaling, educational content, and a visual progress tracker to provide the emotional framework and sense of direction. She like the app to be a private place with visually calming interface, easy to navigate, and full of bite-sized, emotionally intelligent content that feels trustworthy and compassionate. It must be supportive to her emotional wellbeing while helping to bring other information and planning tools to evaluate her ongoing situation.

9. Requirements Generation (Designer Analysis)

The following requirements were derived from our four personas (Mark, Eleanor, Ashley, and Chloe). Each requirement addresses the user needs and challenges identified during our persona analysis.

1. Personal Journey and Progress Tracking

- **Most of the personas valued the personal journey and progress tracking tools. Therefore, at onboarding, there could be an initial questionnaire that help to determines the user's situation, goals, and challenges to personalize their experience from the beginning.**
- **A visual progress** tracker is need as it can shows completed steps and what's next. This may give a sense of moving forward and acknowledge the small wins which may feel rewarding.
- The personalised checklists should be matching the phase of each user and resources, and guidance should be tailored according to that. The content must cover a wide variety of emotional, financial, legal topics and should get suggested or easily accessible according to the user profile.
- **Customizable Reminders can be created to** allow users to set preferences for notification types (progress reminders, journaling prompts, deadline alerts) and frequency.

2. Emotional Wellbeing Support

- **Guided Journaling (Such as 21 Day New Beginnings Digital Journal)** could be offered in structured writing exercises focused on processing emotional states and help tracking the mood. This should be provided in a form integrated to the app which can help to build the emotional readiness and self-reflection. Ensuring privacy concerns in this is extra crucial.
- **Curating emotional wellbeing content library** that specifically teach coping strategies, communication skills, and emotional regulation techniques.

3. Legal and Financial Guidance

- Curate content on legal awareness for the users considering a separation, annulment or divorce. These can be structured in bitesize chunks. Filters may be configured based on the user's current stage or situation.
- Ensure all legal and financial information is presented in simple, accessible language with visual aids

4. Organization & Planning

- **Financial Planning Tools** with simple calculators for asset division, support payments, and budget planning for post-divorce life. **For post-divorcees, the same tools can be extended as checklist and personal planning finance planning tools.**
- **A secure document vault can provide** safe place for important documents (financial records, legal filings, marriage certificates) with easy categorization.

5. Co-parenting Support

- Create a platform for co-parenting communication with shared calendars, expense tracking, and templated messages to reduce conflict. Since most of the existing apps are addressing this, the minimal functionality threshold should be matching the competitors.

6. Privacy & Accessibility

- Allow users to control what information is stored and shared with clear data protection explanations is a must.
- The users prefer information chunks in multiple formats (short videos, audio clips, articles, checklists). Therefore, the libraries of content should be compatible and accessible allowing users to access the same core information through their preferred medium.

7. Feedback on the Content

- The users could rate the content so it would be suggestive for similar user profiles.

8. Anonymous Community Forum

- A safe space of anonymous users to share their experience and find peer support.

By implementing these requirements, CleanDivorce could address the core needs across all user segments. The users across the board from those just considering divorce to those navigating post-divorce, can manage their life transition with privacy, trust, and emotional support.

10. Project Requirements & Priority

Combining insights from the survey, and the designer-driven requirements from our personas, we have created a final, prioritized list of requirements for the CleanDivorce app.

High Priority (Must-Haves)

- User onboarding must be present with an initial assessment that create customized step-by-step pathway based on the user's situation (considering, in-process, post-divorce), goals, and challenges. The user journey should be dynamic and personalised for each user's goals.
- Integrated, private guided journaling tool must be present for emotional processing and self-reflection, crucial for building emotional readiness. This is part of the core product of the Clean Divorce website.
- Secure document vault must be available for critical financial and legal documents addressing privacy and safety concerns.
- A curated content hub is needed covering emotional, legal, and financial topics, delivered in user-selectable formats (short videos, audio clips, articles, checklists).
- A dashboard/Visual progress tracker that shows completed steps and upcoming tasks, providing a sense of accomplishment and moving forward which keep the user motivated.

Medium Priority (Should-Haves)

- Financial Planning Tools such as basic calculators for asset division, support payments, and post-divorce budgeting to reduce financial anxiety.
- Co-parenting Communication Hub: A neutral platform for shared calendars, expense tracking, and templated messages to reduce conflict for users with children.
- Customizable Notification System: Allows users to set preferences for reminders (e.g., journaling prompts, deadline alerts) to stay engaged without feeling overwhelmed.

Low Priority (Could-Haves / Nice-to-Haves)

- Content rating & suggestion system could allow the users to rate resources, enabling the app to suggest the most helpful content for similar user profiles.
- Anonymous community forum if required, however, this kind of a feature would require greater effort of moderation, and oversight to maintain safety. Furthermore, this is mainly coming from designer team idea and not backed by the user survey.

11. Design

11.1. Design Patterns

This prototype uses some familiar patterns for users which aims at making this app intuitive to use. The following are the key things that we have used.

Onboarding Assessment Wizard: This is a step-by-step form, which is used for the initial assessment and suggest the user what can be the useful features of this app.

Card-based Layout for Services & Resources: This was implemented for services and articles (content). These cards display key information such as title, price at a glance, which is a common modern-day pattern.

Filter Chips: Filter Chips were added for the resources page, so the user can filter the content by topic.

Filter Button: Filter for different type of media can be selected with this button on this page.

Push-Notifications: When a task is created in the co-parenting tool or when a service is booked, a user will get a push notification.

Step-by-Step Guided Journey: The '21 Day Guided Journal' tool and the 'Journey to Freedom' tool use a linear step-by-step pattern, providing structural guidance for the user, without overwhelming the user with information overload.

Tabbed Navigation with Chips for Complex Data Entry Pages: Monthly Financial Budgeting uses different tabs for different categories (Home, Healthcare, Children and Other) which can be accessed through chips. This helps to prevent overwhelming the user.

Calculator Wizard: We also have done a wizard for Equalization Payment Calculator feature, which guide the user through a complex financial calculation. (Spouse A info → Spouse B info → Results (Who owes whom, the amount owed, the basis))

Dashboards: The co-parenting calendar and task list has a dashboard which shows the upcoming responsibilities and a task list.

Floating Action Button: We have used floating action button in the home screen, which can be used for contacting the business. A popup chat option opens as a user clicks on it.

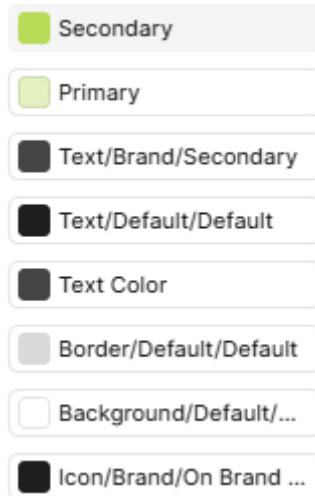
Bottom Navigation Drawer: The bottom navigation was implemented to navigate home, resources and services pages. This somewhat mimics the functionality of the navigation bar on the original website.

11.2. Design Choices

This app is mainly catering to The Clean Divorce™ (<https://www.thecleandivorce.com/>) and therefore, most of the design choices were in accordance with the mentioned website.

Colour Palette & Typography

The website is employing a calm neutral tone with accents of green as their primary colours. Therefore, the primary colours were taken as follows:



We have selected ‘Georgia’ as the primary font as it conveys a clear, legible, and professional vibe avoiding overly decorative fonts to ensure readability.

Branding

We have mainly used the website main icon in several places, namely splash screen, login/sign up page, contact us sheet and freedom journey map to give enough visibility to the brand.



Mood boards



The grid contains four service cards:

- Free Consultation**
\$0 · 15 minutes
Zoom Conferencing
- Separation and Divorce Coaching**
CA\$200 · 1 hour
Zoom Conferencing
- Family Mediation 2 hours, plus intake**
CA\$250 · 30 minutes
Zoom Conferencing
- Relationship Renewal**
1 hour
Zoom Conferencing

Each card features a small image related to the service: three people in a consultation, a woman coaching a group, a woman mediating, and a couple embracing on a beach.

The colours and the images from the original website was used in various places to keep the mood.

Tone of Voice

We ensured that the language throughout the app is empathetic, empowering, and supportive mainly aligned for 'The Clean Divorce' website and its contents.

Visual Hierarchy

This was mainly achieved through the font size and weight

Input Flexibility

The prototype has various input methods tailored, namely, text fields for user input, text areas for journaling, radio button for quizzes etc.

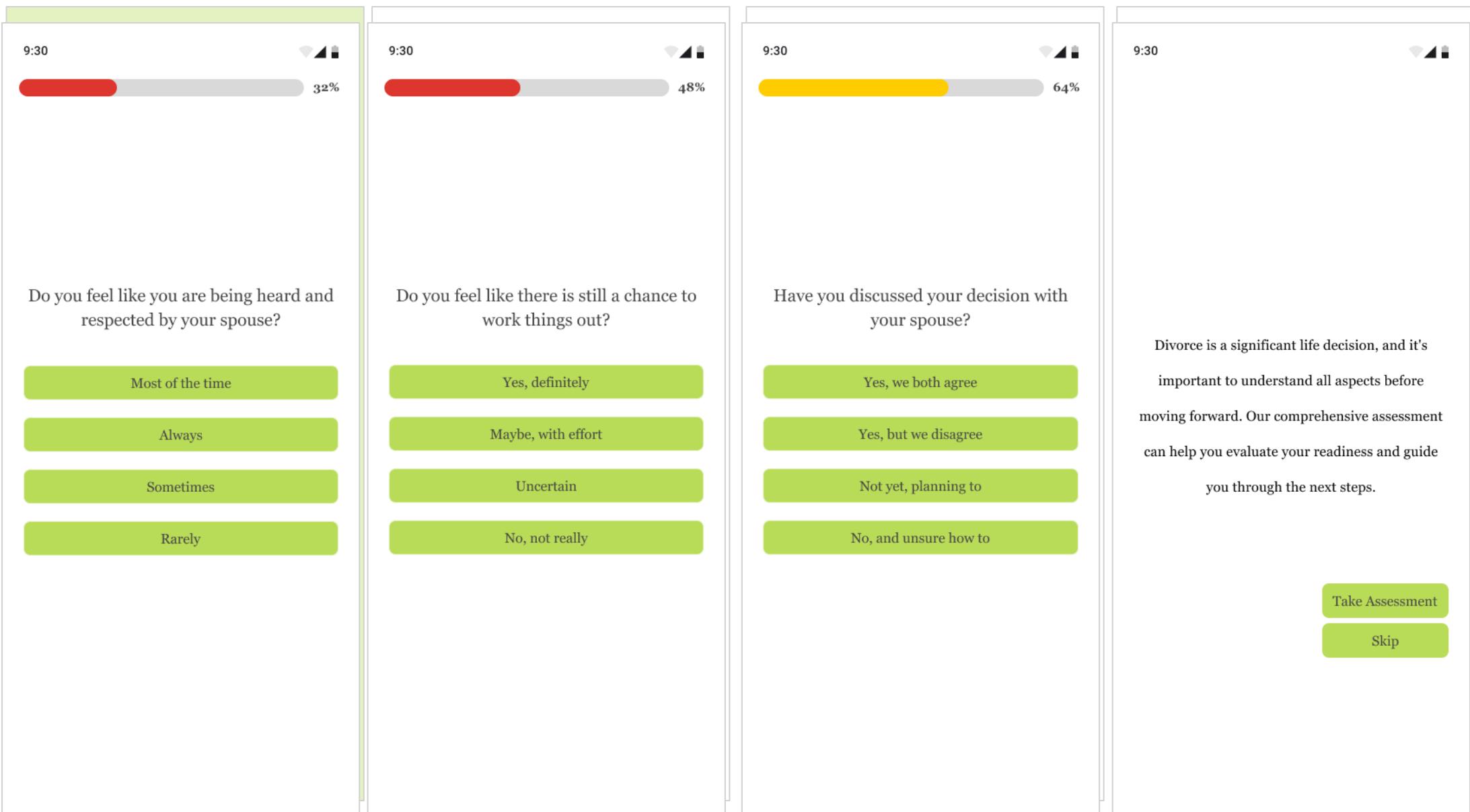
Progress and Feedback

The assessment tool, the journal and the freedom journey indicate the progress providing feedback to the user.

11.3. Workflow on Figma

- **Simple Design System:** This was a pre-built UI kit to help you get started faster using pre-built examples and components. We have used some of its buttons in our screens.
- **Component-Based Design:** We have designed reusable components such as buttons, input fields, navigation bars, and service cards to ensure visual consistency across all screens and add different variant to showcase the user interactions and animations.
- **Auto Layout** was used for various lists, cards, and form elements.
- **Fixed and Scrolls Elements:** Scrollable Frames: Frames containing long-form content, such as the blog articles and Journey to Freedom Chapter. (Vertical scrolling). Meanwhile, navigation and action elements were designed as fixed elements.
- **Prototyping and Interactions:** Figma's prototyping tools were used to create high fidelity interactions with the user.

12. Screenshots of Figma Prototype



9:30



Can you afford to go through with a divorce?

Yes, I am financially prepared

I think so, but unsure

Not really, need more planning

No, I cannot afford it

9:30

9:30



Have you considered the living arrangement options following separation?

Yes, fully planned

Yes, but need more options

Somewhat considered

Not considered at all

9:30



Assessment Results

Please enter the following information to see your results!

First Name

Enter your first name here...

Last Name

Enter your last name here...

Email

Enter your email here...

Keep me informed with exclusive resources

See my results

9:30



Your main challenge Emotional Turmoil

Your emotions are running high, and it's hard to find clarity in the midst of so much change. The confusion and overwhelm are normal, but you don't have to stay stuck in this space.

Find Peace & ANSWERS Amid the Chaos—Support is Here for You

New Beginning Journal

Reflect on your emotions, set healthy boundaries, and regain clarity.

The Freedom Roadmap

Manage family dynamics and co-parenting responsibilities with less stress.

Separation & Divorce Coaching

Get expert guidance to manage responsibilities without feeling overwhelmed

Family Mediation

Work together with your partner to make decisions collaboratively.

Sign-up

9:30



The Clean Divorce

E-mail

Password

Confirm Password

[Next](#)[Already have an account?](#)

9:30



The Clean Divorce

First Name

Last Name

Phone Number

Postal Code

[Register](#)

9:30



The Clean Divorce

Email

Password

[Forgot the password?](#)[Login](#)

9:30

Home



Tools



Financial Planning Tools

\$ Monthly Financial Budgeting

□ Equalization Payments

Co-parenting Tool



Pick where you left off



Navigating Separation and Divorce: Establishing ...

Navigating a separation or divorce can be overwhelming, like sailing on stormy seas. The whirlwind of emotions, stress, and ...



How to Protect Your Children During Divorce: Expert Advice

Divorce is a challenging journey that affects every aspect of life, especially when children and family dynamics are ...



How to Protect Your Children During Divorce: Expert Advice

Divorce is a challenging journey that affects every aspect of life, especially when children and family dynamics are ...

[Contact Us](#)

Home



Resources



Services

9:30

Home

Divorce is a challenging journey that affects every aspect of life, especially when children and family dynamics are ...

11:34

How to Protect Your Children During Divorce: Expert Advice

Divorce is a challenging journey that affects every aspect of life, especially when children and family dynamics are ...

4:10

Recommended for you

New Beginning Journal

Reflect on your emotions, set healthy boundaries, and regain clarity.

The Freedom Roadmap

Manage family dynamics and co-parenting responsibilities with less stress.

Separation & Divorce Coaching

Get expert guidance to manage responsibilities without feeling overwhelmed

Family Mediation

Work together with your partner to make decisions collaboratively.

Contact Us

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Back

Monthly Financial Budgeting

Home Healthcare & Insurance Children Other

Housing

Home Insurance Enter the amount

Rent or Mortgage Enter the amount

Home Maintenance Enter the amount

Total Housing \$0

Food & Household

Groceries Enter the amount

Household Supplies Enter the amount

Dining Out Enter the amount

Total Food & Household \$0

Utilities & Communication

Phone Service Enter the amount

Total Out-of-Pocket \$0

9:30

Back

Monthly Financial Budgeting

Home Healthcare & Insurance Children Other

Health Insurance

Insurance (Self) Enter the amount

Dental Insurance Enter the amount

Vision Insurance Enter the amount

Insurance(Children) Enter the amount

Total Health Insurance \$0

Out-of-Pocket Healthcare

Prescriptions Enter the amount

Dental Care Enter the amount

Physio Therapy Enter the amount

Mental Health Care Enter the amount

Total Out-of-Pocket \$0

9:30

Back

Monthly Financial Budgeting

Home Healthcare & Insurance Children Other

Childcare & Education

Childcare Enter the amount

School Tuition Enter the amount

Extracurriculars Enter the amount

School Supplies Enter the amount

Total Childcare & Education \$0

Child-Related Expenses

Children's Clothing Enter the amount

Children Activities Enter the amount

Allowance Enter the amount

Total Child Expenses \$0

Summary

9:30

← Back

Monthly Financial Budgeting

Transport

Car Payment	<input type="text" value="Enter the amount"/>
Car Insurance	<input type="text" value="Enter the amount"/>
Gas & Maintenance	<input type="text" value="Enter the amount"/>

Total Transportation \$0

Entertainment & Personal

Entertainment	<input type="text" value="Enter the amount"/>
Personal Care	<input type="text" value="Enter the amount"/>
Clothing	<input type="text" value="Enter the amount"/>

Total Entertainment & Personal \$0

Utilities & Communication

Savings/Investments	<input type="text" value="Enter the amount"/>
---------------------	---



9:30

← Back

Equalization Payment Calculator

Spouse A Financial Information

Enter Spouse A's financial details at separation and marriage.

House Value at Separation

Bank Accounts at Separation

Car Value at Separation

RRSP at Separation

Investments at Separation

Credit Card Debt at Separation

Mortgage at Separation

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Equalization Payment Calculator

Spouse A Financial Information

Enter Spouse A's financial details at separation and marriage.

House Value at Separation

Bank Accounts at Separation

Car Value at Separation

RRSP at Separation

Investments at Separation

Credit Card Debt at Separation

Mortgage at Separation

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Car Value at Separation

RRSP at Separation

Investments at Separation

Credit Card Debt at Separation

Mortgage at Separation

(-)

Assets at Marriage

Liabilities at Marriage

Previous

Calculate

9:30

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Equalization Payment Calculator

A B ?

Equalization Payment Results

Based on the information provided, here is the calculated equalization payment.

Equalization Payment

\$ 7,125

Owing Spouse

Spouse A

Calculation	Spouse A	Spouse B
Net Worth at Separation	\$ 14,254	\$ 0
Net Worth at Marriage	\$ 0	\$ 0
Net Family Property (NFP)	\$ 14,254	\$ 0

9:30

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+ Add New Task

October 2025 < >

1	2	3	4	5		
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

20th October 2025

Prepare clothes for school Me
8:30pm

Skip Mark as Done

Sign school permission slip Ex-partner
6:00am

Skip Mark as Done

Update child's medication log Me
11:00pm

Skip Mark as Done

Daycare payment Ex-partner
8:00pm

Skip Mark as Done

9:30

Create a new task

October 2025 < >

1	2	3	4	5		
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

October 21, 2025 10:45 AM

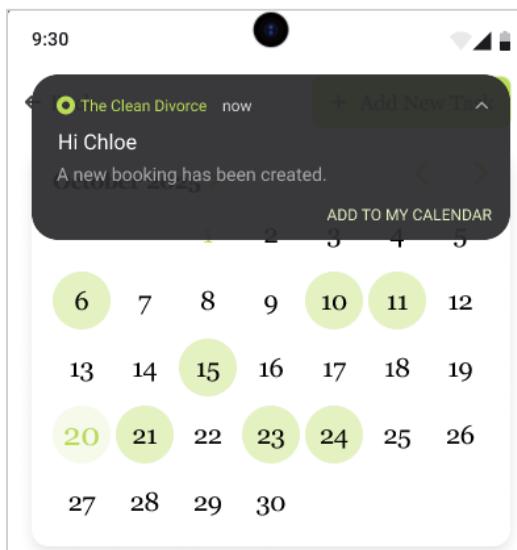
Task Name

Assignee

Me

Notes

Create task



20th October 2025

Prepare clothes for school Me
8:30pm

Skip Mark as Done

Sign school permission slip Ex-partner
6:00am

Skip Mark as Done

Update child's medication log Me
11:00pm

Skip Mark as Done

Daycare payment Ex-partner
8:00pm

Skip Mark as Done

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Navigating Separation and Divorce: Establishing Empowering Boundaries with “The Clean Divorce” Guide

Jane Doe
21st October 2024
4 min read

Divorce is a challenging journey that affects every aspect of life, especially when children and family dynamics are involved. Approaching this transition with collaboration can make a significant difference in how smoothly the process unfolds. When both parties work together, it creates a foundation for healthier communication, better decision-making, and ultimately, a more positive outcome for everyone involved.

Understanding the importance of collaboration during divorce coaching empowers women to take control of their situation. It helps them find solutions that support their emotional well-being and protect their children’s interests. This article explores why collaboration matters, how divorce coaching can help, and practical steps to foster

Share

9:30 Home Tools

Financial Planning Tools

- \$ Monthly Financial Budgeting
- ◻ Equalization Payments

Co-parenting Tool →

Pick where you left off

Navigating Separation and Divorce: Establishing ...
4 min read
Divorce is a challenging journey that affects every aspect of life, especially when children and family dynamics are ...

How to Protect Your Children During Divorce: Expert Advice
11:34
Divorce is a challenging journey that affects every aspect of life, especially when children and family dynamics are ...

How to Protect Your Children During Divorce: Expert Advice
4:10
Divorce is a challenging journey that affects every aspect of life, especially when children and family dynamics are ...

Contact Us

Home Resources Services

9:30 Home Tools

Financial Planning Tools

- \$ Monthly Financial Budgeting
- ◻ Equalization Payments

Co-parenting Tool →

Pick where you left off

Navigating Separation and Divorce: Establishing ...
4 min read
Divorce is a challenging journey that affects every aspect of life, especially when children and family dynamics are ...

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11:34
Divorce is a challenging journey that affects every aspect of life, especially when children and family dynamics are ...

How to Protect Your Children During Divorce: Expert Advice
00:00
Divorce is a challenging journey that affects every aspect of life, especially when children and family dynamics are ...

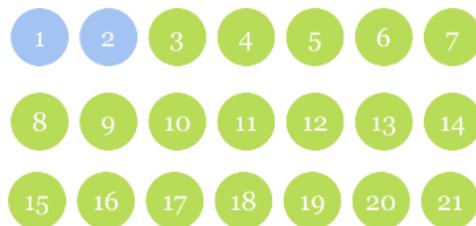
Home Resources Services

9:30

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21 Day Guided Journal

Your mission should you choose to accept it is to face this head on, understanding there is no going back



9:30

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DAY 3

Emotional - Baggage

ANGER = FIRE

FIRE IS FUEL

Anger when directed properly can burn away all our fears and bring light to our actions. When we learn how to direct our anger responsibly, we can bring about powerful changes in our lives.

Our pain turns to anger.

Anger to motivation.

Motivation to transformation.

[Read More](#)

[Back](#)

[Day 3 - Journal](#)

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DAY 3

Emotional - Baggage



Now that you have your list of feelings, we can address them in helpful ways. Emotions that aren't dealt with don't just go away. There is a mind-body connection; meaning your mental and emotional health impacts your physical health. Each trapped emotion resides in a specific location in the body, vibrating at its own particular frequency. When you stuff down your emotions, they become trapped in a way that actually affects our ability to think and find positive solutions.

Repressed negative emotional energy can express itself as:

- Resentment
- Poor decision-making
- Brain fog
- Self-sabotage
- Overreaction
- Increased stress and anxiety
- Hyper vigilance
- Depression
- Controlling behaviour
- Fatigue

Have you been experiencing these

9:30

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DAY 3

Emotional - Baggage



Write about your day...

[Save](#)

[Back](#)

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Journey to Freedom



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Chapter 1.1

Evaluation, Reduce Conflict & Seeking Success



The End of the Relationship

Ending a relationship is tough, like witnessing a major upheaval that shakes your whole world. Whether you're the one leaving or the one left behind, the emotional ride is pretty similar, even if it doesn't seem that way on the outside.

Breaking up, which is unique for every couple, can feel either inevitable or like a sudden storm. Some folks describe it like a crazy car crash, where everything gets chaotic, thoughts go haywire, and life turns upside down. Others say it's like time slows down, and you feel completely devastated.

[Roadmap](#)

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Journey to Freedom



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Chapter 1.2

Evaluation, Reduce Conflict & Seeking Success



The End of the Relationship

Ending a relationship is tough, like witnessing a major upheaval that shakes your whole world. Whether you're the one leaving or the one left behind, the emotional ride is pretty similar, even if it doesn't seem that way on the outside.

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Journey to Freedom



Chapter 1

Chapter 2

Roadmap

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Chapter 1.3

Evaluation, Reduce Conflict & Seeking Success



Navigating Separation

Navigating the initial stages of a separation is like going through emotional first aid for your family. The journey can be tough, and it'll take time to figure things out.

Here are some first steps to keep in mind:

1. Patience and Asking for Help:
 - Be patient with yourself, and don't hesitate to ask for help when you need it.
 - Realize that life will feel upside down for a while.
2. Taking Care of Yourself:
 - It's crucial to take the necessary steps to ensure your well-being.
 - If you feel steady and well-supported, you'll be in a better position to support your children as your family undergoes changes.
3. Self-Care Importance:
 - Just like putting on your own oxygen mask first on an airplane, focusing on your well-being is key during separation.

Roadmap

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Journey to Freedom



Chapter 1

Chapter 2

Roadmap

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Chapter 1.4

Evaluation, Reduce Conflict & Seeking Success



Self-care:

Self-care is essential during divorce because it's a time of immense change and emotional upheaval. By prioritizing self-care, you're nurturing your own well-being and resilience, ensuring you have the strength and clarity to navigate this challenging chapter with grace and determination. Remember, taking care of yourself isn't selfish—it's an act of kindness and self-preservation that empowers you to heal, grow, and ultimately thrive beyond the pain of divorce. So, embrace self-care as a powerful tool for reclaiming your sense of worth, finding inner peace, and building a brighter future filled with hope and possibility. Here's why it's so important:

- 1. You Deserve Happiness: First and foremost, remember that you deserve to be happy and fulfilled, regardless of the circumstances you're facing. Taking care of yourself is not selfish; it's an essential part of honoring your own worth and finding joy in life.*
- 2. Strength for the Journey: Navigating divorce can be emotionally and mentally draining, so it's important to build up your strength and resilience to face whatever lies ahead. By investing in your well-being, you'll be better equipped to handle the challenges and uncertainties that come with this transition.*
- 3. Setting a Positive Example: Taking care of yourself sends a powerful message to yourself and others that you value your health and happiness. By prioritizing self-care, you're setting a positive example for those around you and demonstrating resilience in the face of adversity.*

Roadmap

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Journey to Freedom

Chapter 1

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Chapter 1.5

Evaluation, Reduce Conflict & Seeking Success

Developing Healthy Boundaries

Introduction: Understanding Boundaries

Boundaries are essential for maintaining healthy relationships and promoting personal well-being. They serve as guidelines that define acceptable behavior and interactions between individuals. Developing strong boundaries is crucial for fostering respect, communication, and self-care. This worksheet will guide you through the process of understanding, setting, and maintaining healthy boundaries.

1. What Are Boundaries?

Definition: Boundaries are the limits we set for ourselves in relationships, both with others and with ourselves. They define what is acceptable and what is not, creating a framework for healthy interactions.

Example: Imagine a friend constantly borrowing your belongings without asking. A healthy boundary would involve expressing your discomfort and setting limits on what can be borrowed and when.

2. Types of Boundaries:

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Journey to Freedom

Chapter 1

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Chapter 1.6

Evaluation, Reduce Conflict & Seeking Success

Quiz: Evaluation to Reduce Conflicts and Seek Success

Q1. Why is self care emphasized during the divorce process?

- It helps one person gain control over the situation
- It's necessary to maintain emotional well-being and resilience
- It reduces the cost of divorce
- It impresses family and friends

Q2. What is the "Emotional Bank Account" metaphor about?

- The financial support required during divorce
- The level of trust built up in a relationship through positive actions
- Saving money for the future
- The balance of emotions felt during the separation process

Q3. How does using "I" statements help in communication during divorce?

- It places blame on the other

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Journey to Freedom



Chapter 1



Chapter 2

9:30

Resources

[Search for an article or a post...](#)

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[Divorce Process and Legal Guidance](#)

[Life After Divorce](#)

[Divorce](#)



Navigating Separation and Divorce: Establishing ...

Navigating a separation or divorce can be overwhelming, like sailing on stormy seas. The whirlwind of emotions, stress, and ...



How to Protect Your Children During Divorce: Expert Advice

Divorce is a challenging journey that affects every aspect of life, especially when children and family dynamics are ...



Strengthen Your Relationship with Trust and Communication

Building a strong, healthy relationship takes effort, especially when trust has been shaken or communication has faltered ...



Introducing a New Partner to Your Children After Divorce ...

Introducing your children to a new partner after divorce can be one of the most delicate steps in your co-parenting journey.



Finding Resources for Divorce Assistance

Navigating through a divorce can be overwhelming. Emotions run high, and the complexities of legal proceedings ...

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Resources

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Navigating Separation and Divorce: Establishing ...

Navigating a separation or divorce can be overwhelming, like sailing on stormy seas. The whirlwind of emotions, stress, and ...



How to Protect Your Children During Divorce: Expert Advice

Divorce is a challenging journey that affects every aspect of life, especially when children and family dynamics are ...



Strengthen Your Relationship with Trust and Communication

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9:30

Services



Free Consultation

\$0 · 15 minutes

Zoom Conferencing



Do I Need a Divorce or Trial Separation?

CA\$200 · 1 hour

Zoom Conferencing



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Free Consultation

\$0 · 15 mins

Service Description

The choices you make now create your future. Let The Clean Divorce help you to harness your power to achieve success and use this life change as a time of possibility, a time of growth, and an opportunity to reevaluate your life.

You can begin moving toward your life of empowerment, success, and wisdom by making a plan with us. The first step is yours; schedule your FREE confidential consultation today.

Contact Details

+13433000566
info@thecleandivorce.com

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Schedule your service

The first step to transforming your life

October 2025 < >

	1	2	3	4	5	
6	7	8	9	10	11	12
13	14	15	16	17	18	19
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8:30 am 8:45 am 9:00 am
 9:15 am 9:45 am 9:30 am
 10:00 am 10:15 am 10:30 am

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9:30

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10:00 am 10:15 am 10:30 am

Full Name

Email

Phone Number

How did you hear about our services?

What would you like to discuss in our conversation?

Payment for Free Consultation
 Journey to freedom roadmap

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← The Clean Divorce now

Hi Chloe
 A new booking has been created.
[ADD TO MY CALENDAR](#)

Schedule your service

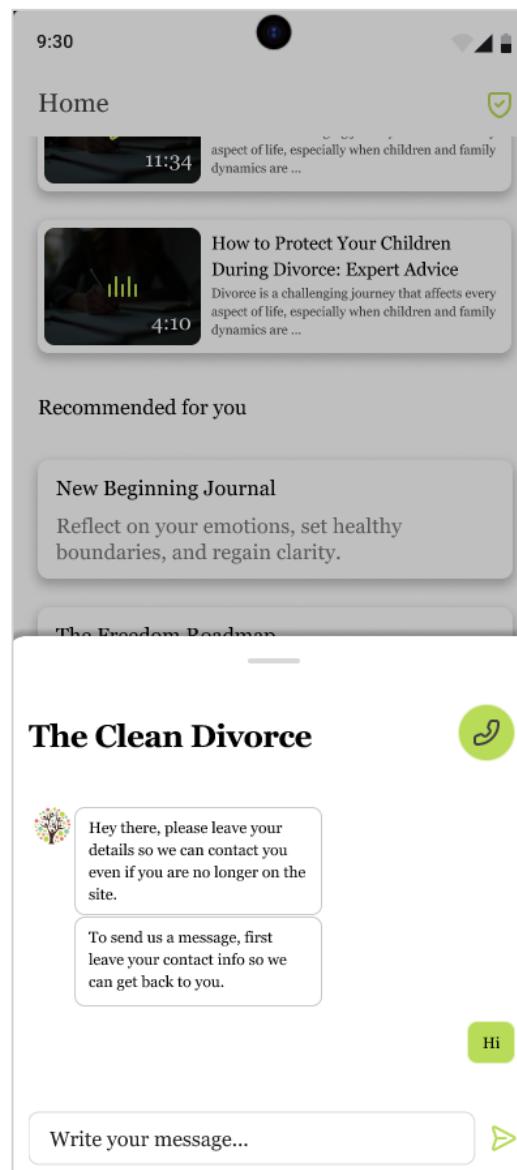
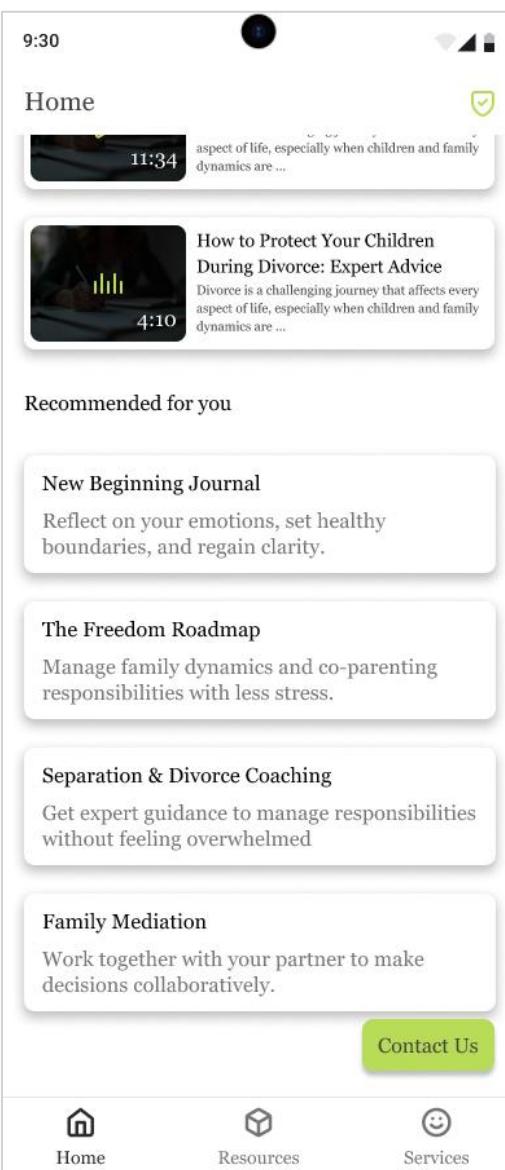
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Full Name

Email



13. Designer Based Prototype Evaluation

This evaluation was done to ensure the quality and consistency before we send out our prototype before user testing. Since two team members had separate areas of work, we have done a structured peer review process where the two designers evaluated each other's design parts in the Figma prototype.

The following areas are the ones that we have covered.

Visual Consistency: This is mainly done for the colours, styles and components used. Most of the buttons and input fields were realigned to fit one theme.

The inconsistency in font size created the impression that users were viewing a part of the app that was not in sync with the app's established typography. This visual mismatch disrupted the overall design language and made the affected section appear disconnected from the rest of the interface, reducing the sense of cohesion and polish in the user experience.

Interactions: Each clickable and draggable interaction points were tested to whether it is behaving in the same way. A couple of bug fixes were corrected to navigate into the intended page.

14. User-based Prototype Evaluation (User Study 2)

A formal user study was conducted to gather qualitative feedback on the prototype's usability, the vibe resonated by the app, effectiveness of the features for the target audience.

14.1. Purpose and Objectives

Since the app is designed by our team, assuming most of the features are intuitive. However, we wanted to identify any points of confusion and frustration using different features. Furthermore, we also wanted to get some idea on the emotional impact and the perceived value of the tools.

14.2. Choice of user study

This prototype was sent to 8 individuals who matched the target demographic. This was followed by a survey designed on Microsoft Forms. We were able to get 7 responses.

14.3. Draft of the User Study Survey

This survey was done covering the following areas which altogether add up to 20 questions. (18 MCQ and 2 Open Ended Questions)

1. Background Information
2. First Impressions & Overall Experience
3. Navigation & Usability
4. App-Specific Feedback
5. Content & Emotional Tone

The following is the full survey.

CleanDivorce App: Prototype Evaluation Survey

CleanDivorce is a mobile app designed to support individuals through separation and divorce by providing emotional guidance, practical tools, and access to resources. The feedback from this survey is vital in helping us to fine tune the app's conceptual design and functionality before development.

* Required

Background Information

1. 1. What is your current relationship status? *

- Single
- Married
- Separated
- Divorced
- Prefer not to say

2. What is your age group? *

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64

3. How familiar are you with using mobile apps for personal support or life management? *

- Very familiar - I use them regularly
- Somewhat familiar
- Neutral
- Not very familiar
- Never use them

First Impressions & Overall Experience

4. How would you describe your first impression of the app's overall design?

- Very appealing and professional
- Appealing
- Neutral
- Unappealing
- Very unappealing

5. On a scale of 1-5, how would you rate the app's visual style and color scheme? *

- 1
- 2
- 3
- 4
- 5

6. How easy was it to understand the app's purpose from the onboarding experience?

- Extremely easy
- Somewhat easy
- Neutral
- Somewhat not easy
- Extremely not easy

Navigation & Usability

7. How easy was it to navigate between the main sections (Financial Tools, Co-parenting Hub, Progress Tracking)?

- Extremely easy
- Somewhat easy
- Neutral
- Somewhat not easy
- Extremely not easy

8. How intuitive was the tab navigation at the bottom of the screen?

- Very intuitive
- Somewhat intuitive
- Neutral
- Not very intuitive
- Confusing

9. Were the icons and buttons throughout the app easy to understand?

- Yes, very clear and intuitive
- Mostly clear, with a few exceptions
- No, I had trouble understanding many of them

10. How did you find the overall flow of moving through different screens?

- Very smooth and logical
- Generally smooth
- Neutral
- Somewhat confusing
- Very confusing

App-Specific Feedback

11. Financial Tools: How clear was the budget planner interface?

- Very clear and straightforward
- Mostly clear
- Neutral
- Somewhat confusing
- Very confusing
- Didn't use this feature

12. Financial Tools: How easy was it to use the Equalization Payment Calculator?

- Very clear and straightforward
- Mostly clear
- Neutral
- Somewhat confusing
- Very confusing
- Didn't use this feature

13. Co-parenting Tool: How intuitive was the co-parenting calendar and communication features?

- Very clear and straightforward
- Mostly clear
- Neutral
- Somewhat confusing
- Very confusing
- Didn't use this feature

14. Journaling Tool: How helpful was the 21 day Journal feature?

- Very helpful
- Helpful
- Neutral
- Not very helpful
- Not helpful at all
- Didn't use this feature

15. Freedom Roadmap: How helpful it was to use this feature?

- Very helpful
- Somewhat helpful
- Neither helpful nor unhelpful
- Somewhat unhelpful
- Very unhelpful
- Didn't use this feature

Content & Emotional Tone

16. How would you describe the tone and language used throughout the app?

- Compassionate and supportive
- Professional and clear
- Neutral
- Somewhat cold or impersonal
- Inappropriate for the context

17. Did the content feel relevant to your needs or situation?

- Very relevant
- Somewhat relevant
- Neutral
- Not very relevant
- Not relevant at all

18. How comfortable did you feel while using the app, considering the sensitive nature of divorce?

- Very comfortable
- Comfortable
- Neutral
- Uncomfortable
- Very uncomfortable

19. What features did you find most helpful or valuable?

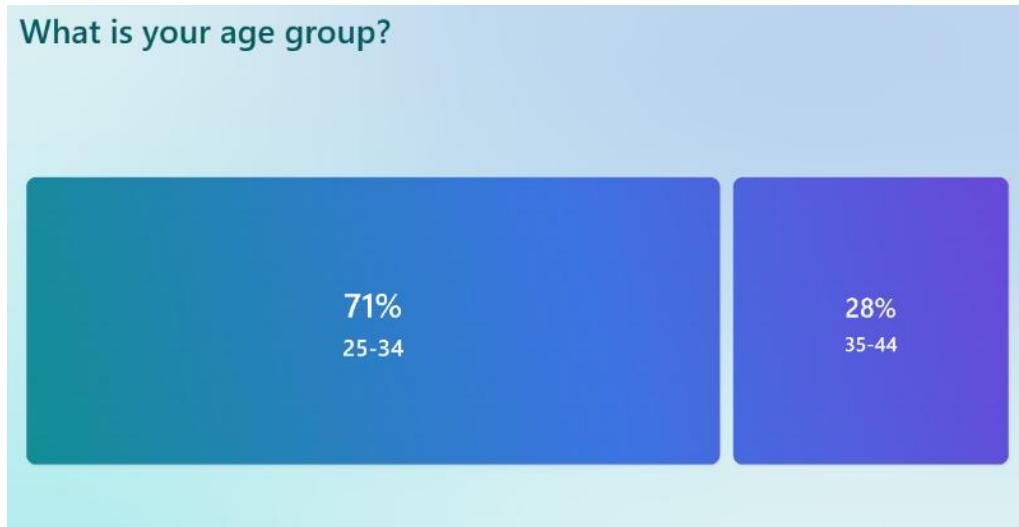
20. Was there anything confusing or difficult to use? Please describe any challenges you encountered.

14.4. Data Visualization and Analysis

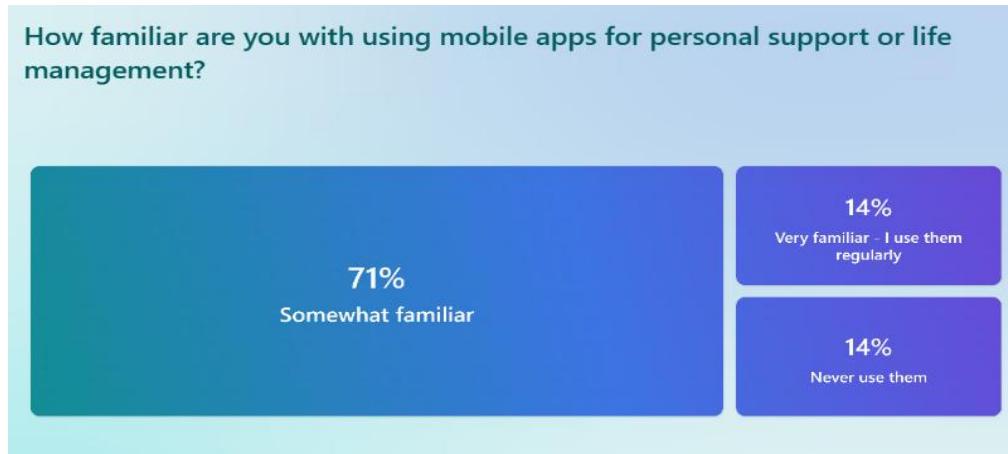
Background Information



Majority of the people who participate in this is who are still married. Age group wise, the majority was in 25-34 age group. This is highly biased towards the mentioned demographic groups. Therefore, some of the insights cannot be generalized.

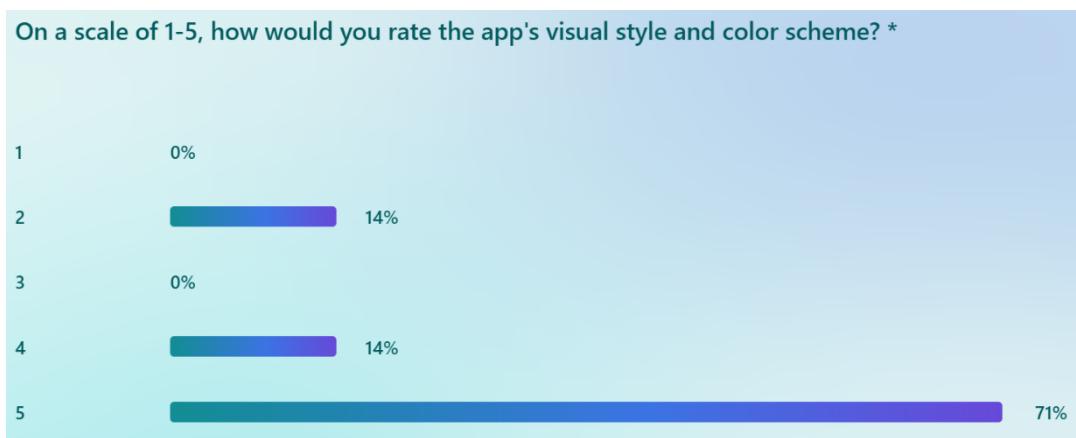


Except for one respondent, all the others were either somewhat familiar or very familiar in using mobile apps for personal support or life management.

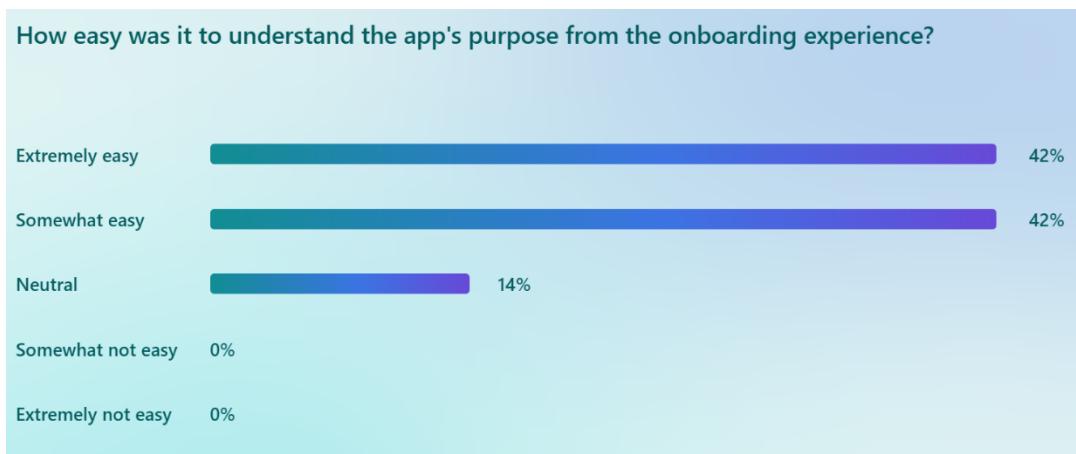


Over 70% of the participants in the survey respondent saying the app's overall design give very appealing and professional first impression.

Most of the participants rated the visual style and colour scheme as 4 or above.



Less than 50% responded mentioned the onboarding as extremely easy. Similar level of responses was there for somewhat easy as well. This made us wonder whether the initial assessment is too overwhelming for some users.

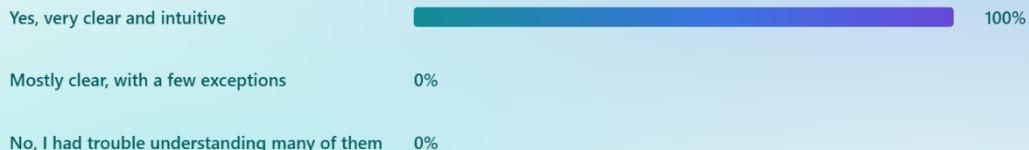


Majority of the respondents responded the navigation between main sections were extremely easy. Similar results were there for the intuitive nature of the tab navigation.

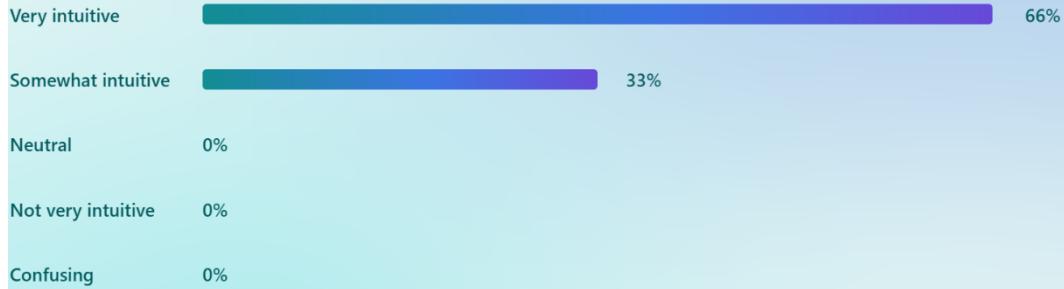


None of the participants had issues with understanding the buttons and icons.

Were the icons and buttons throughout the app easy to understand?

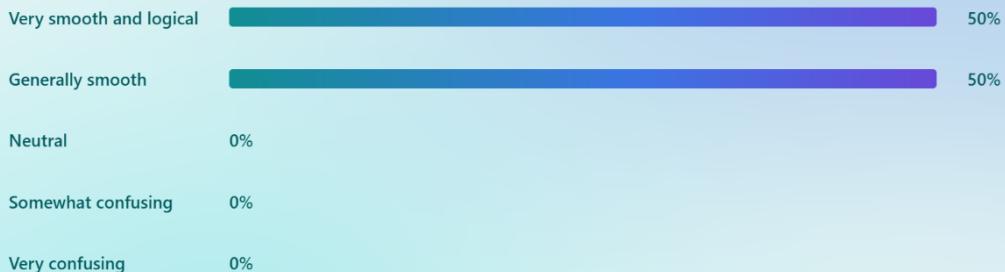


How intuitive was the tab navigation at the bottom of the screen?

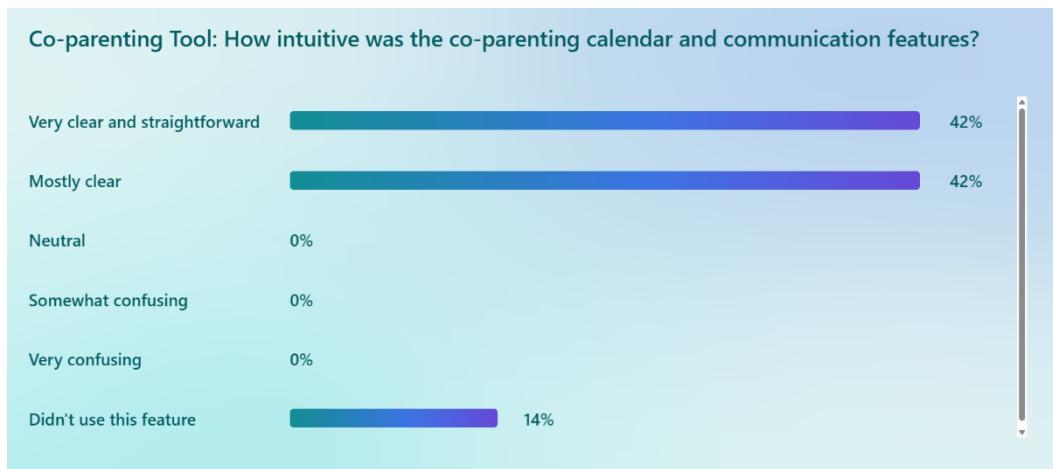


All the participants responded as the overall flow of moving through different screen is general smooth or better

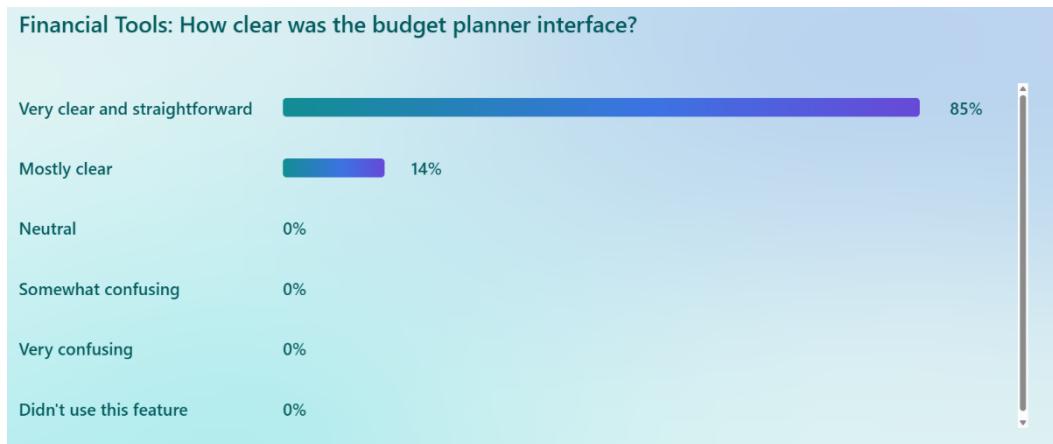
How did you find the overall flow of moving through different screens?



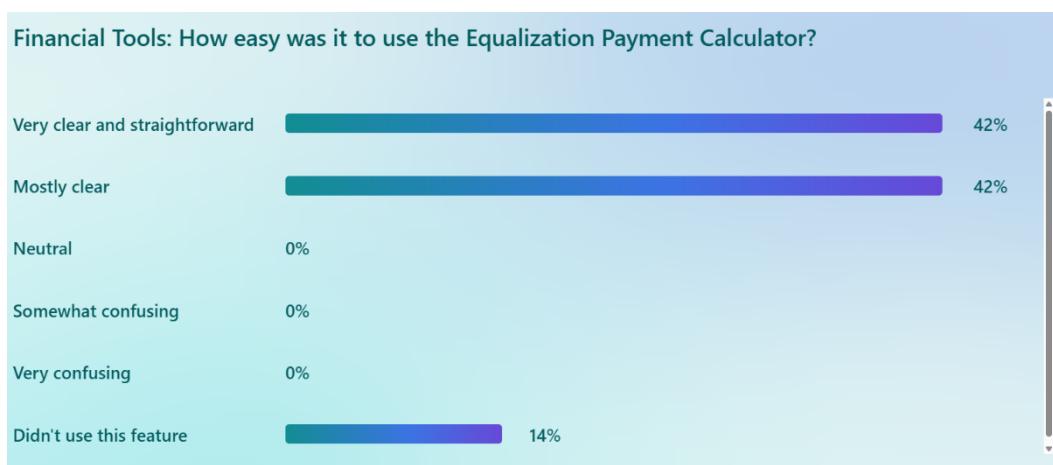
Responses on the Evaluation of Features



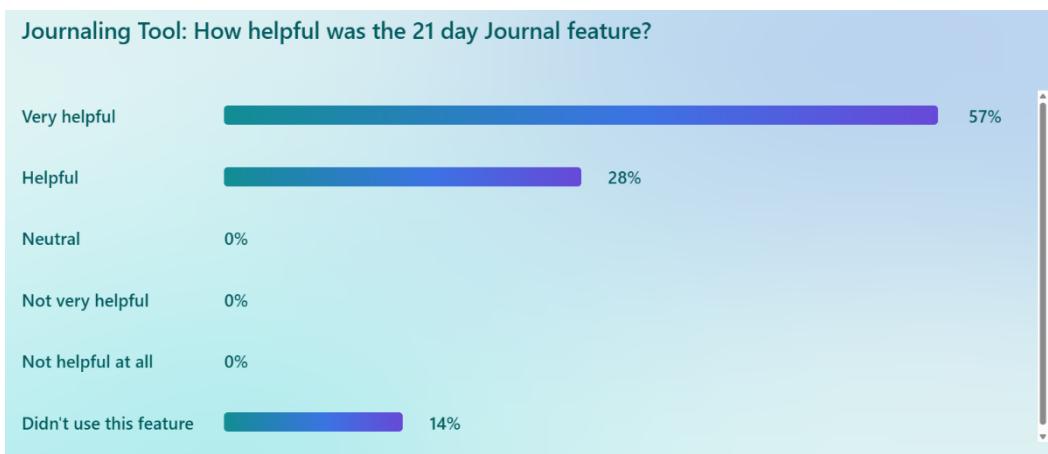
The participants found the budget planner interface as Mostly clear or better.



Over 80% of the participants responded the Equalization Payment Calculator is clear and easy to use.

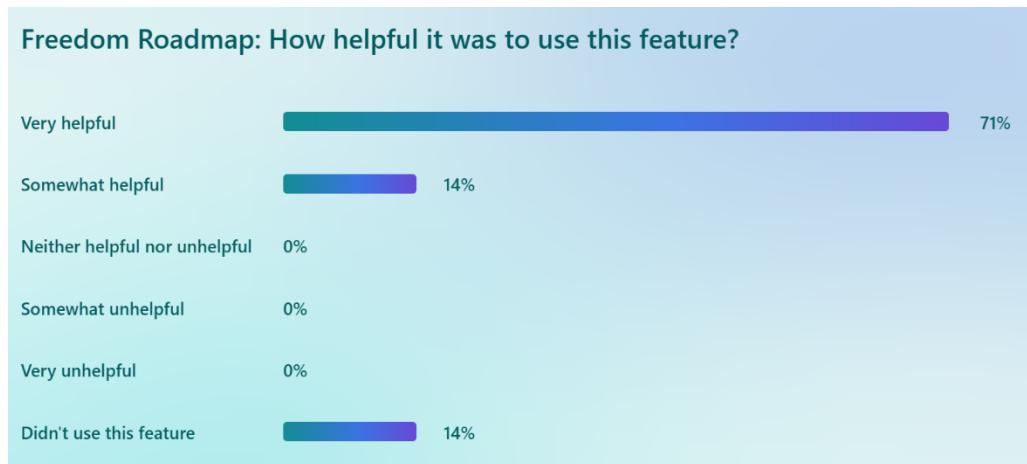


Similar results were therefore the co-parenting calendar feature.



Out of the respondents who used the 21-day journal feature, 100% of the respondents found that this feature is helpful or better.

Similar results were there for Freedom Roadmap as well.



Content and Emotional Tone

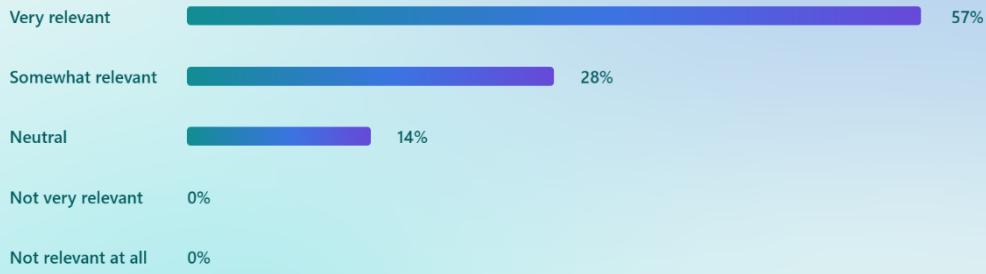
5 respondents felt that the apps language and tone is compassionate while 2 felt its very professional.

How would you describe the tone and language used throughout the app?



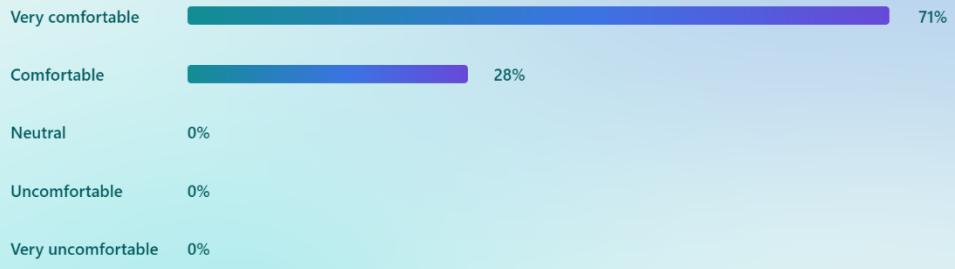
With regards to the relevance of content to the need or situation, over 50% found the content is relevant.

Did the content feel relevant to your needs or situation?

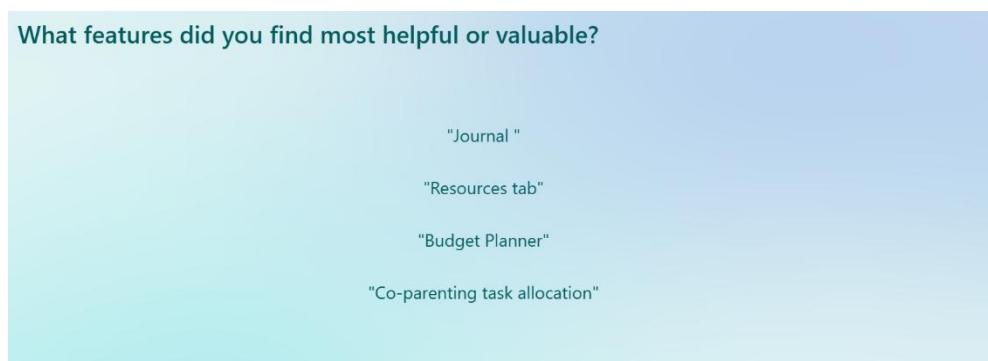


All the respondents mentioned they are comfortable how they felt when they were using the app.

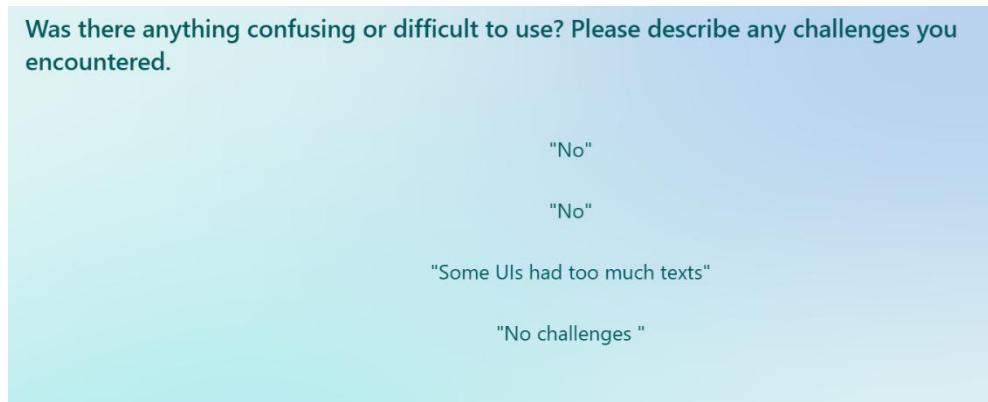
How comfortable did you feel while using the app, considering the sensitive nature of divorce?



For various users, the important feature varied across the participants.



Some participants said that the UI had too much text.



14.5. Insights from the Results

Since the data is heavily skewed towards a younger or currently married demographic, we should find a core group that represents various demographics that we are intending to serve.

Since the visual design was noted to be very appealing and professional, the translation of the web services to the app may be effective.

Since less than 50% of users found the initial onboarding assessment "extremely easy.", the onboarding process may need to be revamped.

Features were found valuable by the users. However, significant effort has to be put to reduce the amount of text when we are translating the web services to a mobile app.

The language use within the app project a compassionate and professional tone. Future content design also should be done keeping the same standards, making users feel comfortable.

14.6. Changes to the design based on Prototype Evaluation

- Based on the feedback from the user survey, we have done the following:
- We have put a skip button in the initial assessment questionnaire.
- The text content in the Freedom Journey was improved incorporating the images from the e-book.

15. References

1. Clean Divorce. (2025, October 4). Retrieved from The Clean Divorce: <https://www.thecleandivorce.com/>
2. Winlove-Smith, S. (2025, October 4). *About Clean Divorce*. Retrieved from <https://drive.google.com/file/d/1id4CRI-bVIfJWOS0WnOUa6TYub0hRKcH/view>
3. Winlove-Smith, S. (2025, October 4). *Project Proposal: Enhancing the "FreedomRoadmap" Course*. Retrieved from <https://docs.google.com/document/d/1q6kFLQcmBaSdfPn94w82Tl9kQREi6WpITMBZ1RbZDl8/edit?tab=t.0>

16. Project Logs

Team Member: Upul Atapattu

Date	Hours	Description of Work Done
23-Sep-2025	1	Going through the Clean Divorce website to understand the company with the available information.
29-Sep-2025	1	Discussion with the instructor on how to approach the riipen project.
30-Sep-2025	1	Meeting with the Employer (Online) for the initial discussion to understand what the possible options are to do UI/UX project with her product vision.
02-Oct-2025	3.5	Going through the material shared by the Employer Part 2. (Freedom Roadmap)
02-Oct-2025	0.5	Discussing the project scope idea with the other teammate.
04-Oct-2025	2	Preparation of project proposal. (Transformative Experience, Market Research, PACT, Value Proposition etc)
05-Oct-2025	1	Review other member contributions
05-Oct-2025	0.5	Creating the GitHub Repo and Submission
07-Oct-2025	1.0	I started a Figma design course on Udemy to better prepare for the project. I completed few modules on the Figma interface, frame and shape tools, and started learning about components.
09-Oct-2025	0.75	Continued with the Udemy course, focusing on Pages and Prototyping.
13-Oct-2025	1	Did some Udemy lessons, covering the creation and use of component variants. I practiced by building a simple button set with different states (default, hover, pressed) etc.
14-Oct-2025	0.5	Went some YouTube videos on issues that are faced by divorced people in Canada.
15-Oct-2025	0.5	Riipen platform onboarding call
20-Oct-2025	1	Went through the requirement gathering video in detail making notes to how we could use it for CleanDivorce project.
26-Oct-2025	2	Drafted up possible questions to include in the survey based on the guidelines and chapter content as in the requirement gathering video compiled by the instructor
28-Oct-2025	1.5	Worked with Vidarshan, the other member to check the progress on the survey before publishing it to collect user responses.
29-Oct-2025	1	Reviewed the survey again after getting feedback from the instructor. Incorporated the feedback and added an open-ended question and a dragable multiple-choice question to include participant's perspectives in their own words and added a dragable mcq question to allow users to prioritize their requirements.

1-Nov-2025	2	Started working on the requirements document by evaluating survey responses, establishing our idea of requirements gathering and why it is important.
2-Nov-2025	4	Created the report section on survey respondents and data analysis. Created two personas (Mark and Chloe). Review the final document.
03-Nov-25	2	I started sketching out the initial screen designs for the financial planning related tools. This was focus on how a user enter their financial information for budget planning. Mostly done in excel.
04-Nov-25	2	I started building the first digital versions of the financial tool screens in Figma.
06-Nov-25	2.5	Researched on how the co-parenting hub design should look like based on the competitive apps. Then have done the design sketches in Figma
08-Nov-25	1.5	Started creating a design on Equalization Payment calculation and making it easier for user to enter the required information. It was bit challenging to simplify the given excel file to process into an intuitive, step-by-step data entry experience for the user.
09-Nov-25	3	Implemented the equalization payment calculation in Figma in my local file. This is mainly to implement the logic and the visual design so I can see how it gets functioned
11-Nov-25	2.5	I started working on designing the progress-tracking features. Had to Experimented with different ways to visually show users that how far they have come. Got bit of inspiration from apps such as Babbel and Duolingo. Based on the design, such as a timeline of completed steps and % bar for each feature. For example, one bar for journaling, 1 bar for the roadmap etc. This may give the users a clear sense of accomplishment of the overall app usage.
15-Nov-25	3	Started bringing out all three sections (financial, co-parenting, progress) together into on my local prototype.
16-Nov-25	2.5	
18-Nov-25	2	I incorporated the financial tools and co-parent tools. This required lot of component creation and interaction handling.
21-Nov-25	2	Worked on the step-by-step journey for the Freedom Journey and the graphical design and the required component with variants to change colours. (Each chapter component) Linked with dummy pages with text-based content
22-Nov-25	1	Created additional pages for onboarding.
23-Nov-25	2	Created components for the radio button group. Had to learn how to do it in YouTube and created a reusable component. It was successfully incorporated into Chapter 1.6 of the freedom journey quiz.
24-Nov-25	1	Created the prototype evaluation survey and implemented it in the Microsoft forms. Share it with the participants selected.

25-Nov-25	1.5	Tested the design components that was done by Vidarshan.
26-Nov-25	4	<p>Created additional newer content for the freedom journey instead of the only text-based components. Shared the prototype with Suzanne for her feedback.</p> <p>Applied gestures for zooming the text content.</p>
27-Nov-25	5	Worked on the final report mainly describing on the design part and the prototype evaluation via the user survey.
	63.25	

Team Member: Vidarshan

Date	Hours	Description of Work Done
22-Sep-2025	1 hour	Going through the riipen project list to select feasible project matching to our resource capability
23-Sep-2025	1 hour	Going through the Clean Divorce website to understand the company with the available information.
29-Sep-2025	1 hour	Discussion with the instructor on how to approach the riipen project.
30-Sep-2025	1 hour	Meeting with the Employer (Online) for the initial discussion to understand what the possible options are to do UI/UX project with her product vision.
02-Oct-2025	2.5 hours	Going through the material shared by the Employer Part 1. (21 day guided journal)
02-Oct-2025	0.5 hour	Discussing the project scope idea with the other teammate.
03-Oct-2025	0.5 hour	Setting up project proposal document and formatting on the document. Formatting on the document and adding sections as stated on the template.
04-Oct-2025	2 hours	Preparation of project proposal. (Into, Gap, Novelty, Motto, Project Outcomes etc).
05-Oct-2025	1 hour	Review other member contributions
October 28, 2025	2 hours	Setting up requirements gathering document and survey questions based on the research done so far. Updated Riipen dashboard to the latest milestone.
October 29, 2025	2 hours	Created the Microsoft form to collect the user response as a survey, and then communicated to the other member about the progress, rectified changes and then shared it for further evaluation. Also shared the survey to initiate responses.
November 1, 2025	3 hours	Generate 2 user personas by evaluating user responses for the survey.
November 2, 2025 (morning)	1 hour	Gather and prepare the AI use section for this submission and reviewed the survey responses.
November 2, 2025 (evening)	2 hours	Generate storyboards with AI (art form) for the personas (loosely based) we wrote. Iterated several times to make the images as clear as possible due to the weakness of AI to generate text on images.
November 3, 2025 (Afternoon – 11:00am-2:00pm)	3 hours	Started to explore Figma and generated some designs to experiment based on the requirements generated
November 3,	1.5 hours	Continued to explore Figma and generated some designs to experiment based on the requirements generated

(Evening – 6:00pm- 7:30pm)		
November 8, 8:30pm – 11:30pm	3 hours	Completed the “Assessment Tool” for the application on Figma
November 10, 10:30am – 2:30pm	4 hours	Completed the dashboard, components for blog and navigation.
November 10 7:30pm – 8:30pm	1 hour	Completed the services screen, navigation for the services screen.
November 11 3:30pm – 7:30pm	4 hours	Revised the components, added a theme font and configured the theme colour, and screens for articles
November 12 6:30pm – 8:30 pm	2 hours	Animated to assessment tool, services screen, and all components which provide navigation.
November 12 10:30pm – 12:00 am	1.5 hours	Started working and completed on the resources screen by adding horizontal scroll, multiple content types and cards holding different content types.
November 13 6:30pm – 8:30pm	2 hours	Added the co-parenting tool along with bottom sheet to imitate the form. Added a customized the calendar to match the app theme
November 14 11:30am – 2:30pm	3 hours	Learnt about variables in Figma, and how it can be used to change content on the prototype and used the concept to switch between different content types (blog, videos and audio).
November 14 4:00am – 6:00pm	2 hours	Revised (clean up and removed unused elements) of the prototype to handover the app to Upul (other member) to work on the remaining interfaces.
November 17 11:00am – 12:00pm	1 hours	Reviewed changes done by Upul, provided feedback and started fixing the component (Button) as it was not responding to hover events. This involved several hours of work as the styles of the button had to be changes along with interactions.
November 18 3:00pm – 5:30pm	2.5 hours	The first round of new interfaces by Upul was provided, I observed a mismatch of components he used, so started converting them to a one standard component for the whole app.
November 20 2:00pm – 4:00pm	2 hours	Continued refining new interfaces by Upul, by rectifying the mismatch of components he used, so started converting them to a one standard component for the whole app.
November 21 1:00pm – 3:00pm	2 hours	Upon fixing the components, I worked on adding gestures such as frag to go back and auto layout to arrange the layout elements in rows/columns to make arrangements and alignments easier.

November 24 4:00pm – 6:00pm	2 hours	Fixed some breaking changes caused due to some navigation changes where the components which should be fixed on the screen was not being fixed anymore.
November 25 3:00pm – 5:00pm	2 hours	Fixed some edge cases where the prototype was navigating to wrong screens along with the changes to make the whole app to follow one single font or a font style as multiple different variants of the same font was being used.
Final Report Preparation		
November 25 6:00pm – 8:00pm	2 hours	Started preparing the final report by compiling content from the requirements gathering document.
November 26 6:30pm – 8:30pm	2 hours	Continued preparing the final report by compiling content from the requirements gathering document, project proposal and the recently finalized user evaluation.
November 27 1:30pm – 3:30pm	2 hours	Updated the repository with Readme file, to include project description and project demonstration. Complied and added the AI usage section to the document.
Total	65 hours	

17. AI Usage

AI Tool	Version, Account Type	Purpose
ChatGPT	5.0, Free	Generating ideas for the introduction in the project proposal (https://chatgpt.com/s/t_68dee213ff64819199e9ed30eb4d6d77)
ChatGPT	5.0, Free	Project contract template generation (https://chatgpt.com/s/t_68e31871409c81919a795e50ed68ebf5)
Chat GPT	5.0, Free	Requirements gathering options Best free survey platforms
Chat GPT	5.0, Free	Novelty in project proposal Novelty of a divorce planning and wellness app
ChatGPT	5, Free	When I'm writing a persona for a mobile app requirement gathering, how should I structure that? I have few demographic information from the questionnaire. But, no names or personal context. Few question responses are also there, which related to the problem that he is trying to solve using the app. (Like his priorities, his emotional state, goals etc) Can I use an alias for a profile and summarise bunch of responses? What are the things that we are allowed to imagine? https://chatgpt.com/s/t_69083a7464a08191a4f7bdd5ca264a9c
ChatGPT	5, Free	Can we map Age groups of 18-24

		<p>25-34 35-44 45-54 55+ for different generations? Gen-Z, Millennials etc?</p> <p>https://chatgpt.com/s/t_6907e619ac3881919e8dbbf58f59741d</p>
ChatGPT	5, Free	<p>Can you evaluate what we have written? Persona 1: “Overwhelmed, but wants to steer through” Alias: Mark Age: 35 Gender: Man Family Status: No Dependent Children Current Situation: Considering a divorce/separation</p> <p>.....</p> <p>https://chatgpt.com/s/t_69083a5a8a848191bb1e801918655f69</p>
ChatGPT	5, Free	<p>Can you suggest a tag line for this user persona? Persona 4: Alias: Chloe Age: 24 Gender: Woman Family Status: No dependent children Current Situation: Considering a divorce/separation Scenario.....</p> <p>https://chatgpt.com/s/t_69082722e5b881918305ded3a187f25c</p>
ChatGPT	5, Paid	We are trying to make a divorce support, consultation and wellness app. We have done an anonymous user survey and I want to make a persona based on responses. What should I not miss when writing them?
ChatGPT	5, Plus	Using variables on Figma to dynamically change content
ChatGPT	5, Plus	Co-parenting application must have features
ChatGPT	5, Plus	Customizing overlay position on Figma
ChatGPT	5.1, Plus	Figma preview on a mobile device
ChatGPT	5.1, Plus	I'm writing a report for the prototype and it should have the following topics. What should I include in each area? Design: Design patterns Design choices Workflow on Figma

17.1. Value Addition

- We have taken some guidance from the GPT output. However, we have added the value on top this by referring to the actual company and its materials and resources.
- Prompt: “Co-parenting application must have features” should contain basic yet the most vital tools for a co-parenting app.
- Mark (Attached Persona to the message) - using this persona, emphasize that this person is currently anxious about his decision to proceed with a divorce. Give the impression where his feelings are affirmed, which gives him assurance of his decision through using this app
- Chloe (Attached Persona to the message) - using this persona, emphasize on privacy and assurance related to personal data and generate the story board of this user discovering and using the app
- About Microsoft Form platform since we use Microsoft at school,
- which could help us to integrate the results

17.2. Appendix

