

User Experience

Milestone 2: Project Brief & Needs Finding Plan

Design Minds (A-16)

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Section 1: Project Brief

Design Challenge: Technology for Mental Health

Problem Statement

Numerous people find difficulty when it comes to expressing their emotions through wording, which makes it so much difficult to track mood. It makes mood tracking monotonous and clinical. All the existing solutions have a main focus on text-based journaling or through simple emoji selection, which don't capture depth of emotions or encourage long-term engagement .

Proposed Solution.

Mood Mosaic gives an artistic and non-textual way to keep track of a user's emotions . It gives users the ability to create **pixel art/mosaics** , which represents their daily feelings. With the passage of time , It creates a visual timeline , which shows the emotional journey of user's in an engaging and artistic format.

Key Features

- Users are able to create a **mood mosaic** daily by selecting the color which suits their current mood.
- A **drag-and-drop interface** for easy mosaic design.
- Feature to **share mood mosaics anonymously** and see other's mood mosaics with similar emotional patterns.
- A **mood collage** that shows the emotional trends over time.

Competitive Landscape

Existing Solutions	Key Features	Limitations
Daylio	Simple emoji-based mood tracking	Lacks creativity, only provides limited emotional representation
Reflectly	AI-powered journaling	Relies on text, which can be tedious for users who struggle with expression
Moodfit	Cognitive Behavioral Therapy-based tracking	More focused on therapy rather than self-expression and visualization

Targeted Population

- People aged between **18 to 35** having familiarity with technology and are likely to use digital tools.
- People who are interested in mental **well-being and self-reflection**. This includes both those who are familiar with mood-tracking tools and those who are new to it.
- Those who prefer **visual expression** (e.g., artists, designers) or those who struggle with text-based emotional journaling.
- People who want to **express their emotions anonymously** while still engaging in a supportive community.

System Goals

- **Motivates self-expression** without replying to text-based journaling.
- **Provide a visually engaging** and interactive way to track moods.
- **Assists users in identifying emotional patterns** with the passage of time through evolving mosaics.
- **Encourages a supportive community** through anonymous mood-sharing and emotional pattern discovery.

High level Goals

- Gives an **alternative** approach of mood tracking through creativity which enhances self-expression
- **Boosts sustained participation** in emotional health activities.
- **Reduce the difficulties** in mood tracking by providing **non-textual** , visual engaging approach
- Assists users in **identifying emotional trends** and patterns for better self-awareness

Section 2: Needs Finding Study Plan

Study Goals

The main goal of this study is to know :

1. How do users track their mood, if at all?
2. What are the challenges in expressing emotions?
3. How comfortable they are with non-textual self-expression?
4. Would they engage more with a mood-tracking tool if it were interactive and artistic?

Recruiting Criteria

We will recruit **6-8 participants** who meet the following criteria:

- **Primary Users:** People who are interested in self-reflection and mental well-being.
- **Diversity in Experience:** There must be diverse experiences like some participants are already using mood tracking apps while others have no prior experience.
- **Age Group:** Age must be around 18-35 years old (tech-savvy and likely to engage with digital well-being tools).
- **Emotional Expression Styles:** A mix of users who prefer writing, drawing, or other forms of self-expression.

Interview Protocol

The interviews will be **semi-structured** which includes the following questions :

1. Background Information

- Can you describe your daily routine and how you manage your emotions?
- Have you ever used a mood-tracking app before? If yes, which one and what was your experience?

2. Mood Tracking Habits

- How do you currently track your emotions or reflect on it, if at all?
- What are the challenges you face in expressing your emotions?
- Do you prefer writing about your emotions, or do you express them in other ways (e.g., art, music, etc.)?

3. Concept Feedback

- If a mood-tracking app allowed you to create pixel art instead of writing about your feelings, would you use it? Why or why not?
- What features would make this app engaging for you?

- Would you be interested in seeing patterns of your emotions over time through a mosaic?
- Would you be comfortable anonymously sharing your mosaics to find others with similar emotional trends?

4. Closing Questions

- What would make you more likely to use a tool like this regularly?
- Do you have any concerns about privacy, usability, or accessibility?

Observations

We will notice the participants who are already using mood-tracking apps and take note of:

- Their interaction with the interface.
- How engaged they're with the app.
- Points of frustration or confusion.

Work Breakdown Summary

Task	Team Member Responsible
Research on existing solutions	Ali Mansoor
Writing problem statement & project brief	Amina Rafi
Designing user research plan	Momina Ali
Planning interviews & observations	Ali Mansoor, Amina Rafi, Momina Ali
Compiling findings & writing final report	Ali Mansoor, Amina Rafi, Momina Ali