User Experience

Project Milestone-4

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Section 1: User Stories & User Journey Map

User Stories

- As a user who struggles to express emotions through words, I want a visual way to track my moods so that I can better understand my emotional journey.

- As a creative individual, I want to use color and design to express how I feel daily so that I can track my mental health in an engaging way.

- As someone who prefers anonymity, I want to share my mood anonymously so I can still connect with others without revealing my identity.

- As a person interested in mental health, I want to see visual trends of my emotions over time so I can gain insights into my mental well-being.

User Journey Map

Persona: Jordan
Goal: Use Mood Mosaic to visually track emotions without needing to use words.

ACTION	Get App	Create Mosaic	Reflect Mood	Share Emotion	Track Progress
TASK LIST	Download app Create account	Select mood color Use drag-and-drop to design	Finalize design Reflect on mood	Post anonymously View others' mosaics	View mood collage Identify trends
FEELING ADJECTIVE	Curious, hopeful	Creative, expressive	Validated, seen	Connected, safe	Informed, reflective
IMPROVEMENT OPPORTUNITIES	Offer onboarding tutorial Mood onboarding quiz	Pre-built templates for mood	Reflective prompt suggestions	Moderation & feedback tools	AI insights on mood patterns

Section 2: Problem Statement, Hypothesis & Value Proposition

Problem Statement

The difficulty of many people to verbally communicate their feelings makes mood tracking tedious and clinical. Current solutions don't capture the depth of feelings or promote sustained involvement; instead, they mostly concentrate on text-based journaling or emoji selection.

Hypothesis

Users will interact more frequently and get a deeper understanding of their emotional health if they are provided with an imaginative and visual method to monitor their moods.

Value Proposition

With Mood Mosaic, users can utilize pixel art rather than words to convey their feelings. It provides a non-textual, visually appealing method of tracking moods that encourages self-expression, emotional introspection, and sustained engagement. Through anonymous sharing, the app also fosters a community of support.

Section 3: Competitive Analysis / Competitive Audit Report

1. Goals of Competitive Audit

The goal of this competitive audit is to analyze how existing apps and platforms that focus on mood enhancement, music, or visual engagement perform in the market. The audit aims to:

- Recognize the terrain of emotional wellness
- Identify the features that engage users and retain them
- Find the gaps where *Mood Mosaic* can provide something special.
- Compare your design, personalization, and accessibility to those of your direct and indirect rivals.

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2. Who are your key competitors?

Direct Competitors

- Calm
- Headspace
- Endel
- Brain.fm

Indirect Competitors

- Spotify
- YouTube Music
- Pinterest

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3. What are the type and quality of competitors' products?

- **Calm**: Offers high-quality guided meditations, sleep stories, and music tracks tailored to different moods and times of day. Highly polished, calm-inducing design and audio content.
- **Headspace**: Focuses on guided meditation and mindfulness exercises. Clean and engaging visuals, with a strong focus on building meditation habits.
- **Endel**: Provides AI-generated soundscapes for sleep, focus, and relaxation. High quality, but niche in appeal.
- **Brain.fm**: Uses neuroscience-backed music to improve focus, sleep, and meditation. Audio quality is scientifically structured, but app design is more functional than emotional.
- **Spotify**: Massive music library with powerful personalization algorithms. High-quality app but not specifically designed for emotional wellness.
- **YouTube Music**: Wide access to music videos and tracks. Strong integration with Google's ecosystem, but lacks wellness-specific features.
- **Pinterest**: A discovery platform for mood-based and interest-based visuals. Excellent for inspiration, but not music-based or interactive.

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4. How do competitors position themselves in the market?

- **Calm**: Marketed as a premium mental wellness app. Focuses on stress relief, mindfulness, and sleep. Targets users looking to improve their mental health.
- **Headspace**: Positioned as a daily wellness and meditation coach. Friendly, accessible tone aimed at new and experienced meditators.
- **Endel**: Emphasizes its scientific and AI-driven personalization. Marketed as cutting-edge tech for mental focus and relaxation.
- **Brain.fm**: Positions itself around productivity and brain performance, backed by science.
- **Spotify**: A general-purpose music platform for all moods, events, and genres. Marketed for everyone.
- **YouTube Music**: A video-first music experience, focusing on variety and visual content.
- **Pinterest**: Positioned as a creativity and inspiration board platform—great for visual expression and mood exploration.

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5. What do competitors do well? What could they do better?

Do Well:

- Calm and Headspace offer excellent mood-driven meditation journeys with intuitive design.
- Spotify and YouTube Music excel in content diversity and AI-driven recommendations.
- Endel provides real-time adaptive content based on environment and user input.
- Pinterest leads in visual mood inspiration with curated boards and suggestions.

Could Do Better:

- Calm and Headspace could expand their musical diversity and visual interactivity.
- Brain.fm could improve the aesthetic and emotional resonance of its app.
- Spotify and YouTube Music lack mood-check-in features and emotional feedback loops.
- Pinterest does not integrate music or guided mood support—only visuals.

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6. How do competitors talk about themselves?

- **Calm**: "The #1 app for sleep, meditation, and relaxation." Focuses on reducing stress and improving sleep.
- **Headspace**: "Everyday mindfulness and meditation, made simple." Conversational and friendly branding.
- **Endel**: "AI-powered soundscapes for focus, relaxation, and sleep." Futuristic, science-forward language.
- **Brain.fm**: "Music designed for the brain to improve focus, meditation, relaxation, and sleep." Data- and results-oriented messaging.
- **Spotify**: "Listening is everything." Inclusive and emotionally open branding.
- **YouTube Music**: "The world of music, personalized for you." Casual and wide-reaching tone.
- **Pinterest**: "Find new ideas to try." Focused on inspiration, creativity, and visual moodboarding.

7. Competitive Audit

Competitive Audit				
Competitor	**Competitor Type**	**App Visual Layout**	**Payment Process**	**Usability for Non-English Speakers**	**Accessibility Features**
Calm	Direct	Polished, calm inducing visuals	Subscription-based, premium tiers	Limited multilingual support	Sleep stories, guided visuals
Headspace	Direct	Clean, friendly visuals	Subscription-based, trial available	Offers some language support	Simple UI, habit-forming flows
Endel	Direct	Minimalistic, tech-oriented	Premium model with personalization	Limited language options	Adaptive soundscapes, environment-based
Brain.fm	Direct	Functional, less emotional	Paid access with trial	English-focused	Science-backed modes, but limited UX refinement
Spotify	Indirect	Highly personalized, dynamic visuals	Freemium model	Broad multilingual support	Accessibility settings, screen reader support
YouTube Music	Indirect	Video-first interface, visually rich	Freemium with premium tier	Supports many languages	Captioning, video playback customization
Pinterest	Indirect	Visually inspirational layout	Free access	Wide language options	Visual search, curated boards

8. Team Dynamics

Team Name: 16-DesignMinds

To ensure a balanced and efficient division of tasks, our team collaboratively assigned roles based on individual strengths and interests. The responsibilities for Milestone 4 were divided as follows:

Amna Rafi (21i-0742)

- Led the creation of **User Stories** and **User Journey Maps** (Section 1)
- Designed and organized **Design Sprint Sketches** including Crazy 8s and Solution Storyboards
- Coordinated the **Google Slides deck** for Section 4 and collected all design artifacts

Ali Mansoor (21i-0593)

- Took the lead in **writing the Problem Statement, Hypothesis, and Value Proposition** (Section 2)
- Managed **Design Sprint documentation** and conducted the **Dot Voting/Decision Matrix** during the Decide phase
- Assisted in polishing the final PDF document for submission

Momina Ali (21i-2521)

- Conducted the **Competitive Analysis** (Section 3), researched 7+ competitors and created the Competitive Matrix
- Compiled the **final written report** (Sections 1–3), ensuring formatting and naming guidelines were met
- Verified alignment with milestone instructions and contributed edits to improve overall flow

9. Appendix

A. User Journey Map (Section 1)

Persona: Jordan
Goal: Use Mood Mosaic to visually track emotions without words.
(Visual User Journey Map attached in Google Slides)

B. Design Sprint Sketches (Section 4)

Crazy 8s Sketches:

- Each team member generated 8 quick solution ideas

- Themes included: Color Grid Mood Picker, Emotion Wheel, Pixel Canvas
  Solution Storyboards:

- 3-step and 6-step storyboards designed to capture user flow

- Focused on: Mood Selection → Visual Expression → Anonymous Sharing
  (Slides with sketches uploaded to Google Slides deck)

C. Design Sprint Phases Summary

Phase	Activities Performed	Tools Used
Understand	Defined goals, user pain points, and app vision	Whiteboard, Google Docs
Sketch	Crazy 8s, mind maps, and UI sketching	Paper, Pen, Google Slides
Decide	Dot voting, decision matrix to select best idea	Google Jamboard
Prototype	Low-fidelity wireframes, mood-tracking layout design	Figma

D. Competitive Audit Matrix (Section 3)

Highlights:

- Direct competitors: Calm, Headspace, Endel, Brain.fm

- Indirect competitors: Spotify, YouTube Music, Pinterest

- Identified feature gaps: visual expression tools, mood-based engagement, anonymity

E. Useful Links & Resources

- Design Sprint Slides Deck (Google Slides)
  https://docs.google.com/presentation/d/1Oa6GOeiqQWPryE5HnF99CPnIKPDsfWgkyt SDjFwFgac/edit#slide=id.g34dee30ba16_0_7