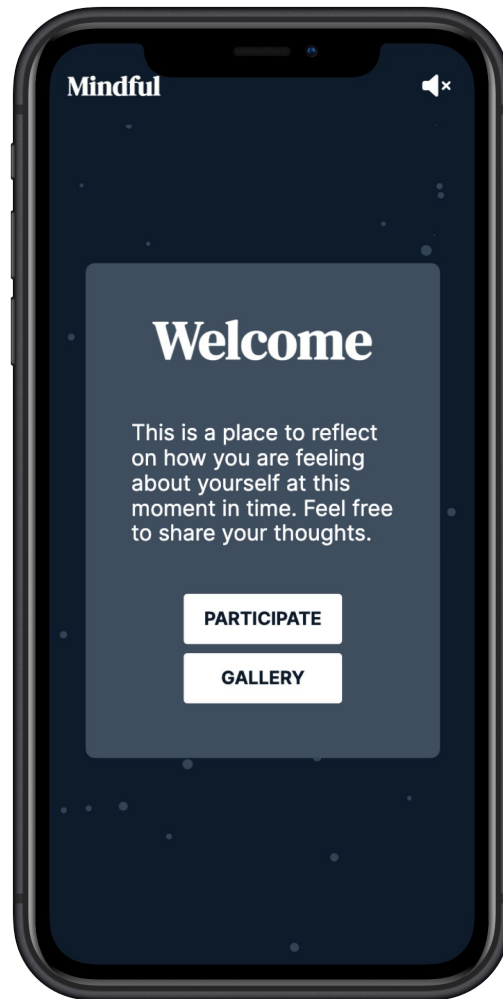


Mindful

Case Study

Ama Dadzie



About the project

This is an interactive project I created for my design class that serves as a collective memory project. My professor had the class participate in a group mind map to spark curiosity and inspiration for the project. After this class activity is when I worked on my own and started to brainstorm ideas for what would eventually become my final project, *Mindful*. I ended up working with a partner later on, as my professor allowed for it. They were also a designer and a developer. However, I did come up with the concept and the design myself.

(01)

Introduction

My Role: Designer and Developer

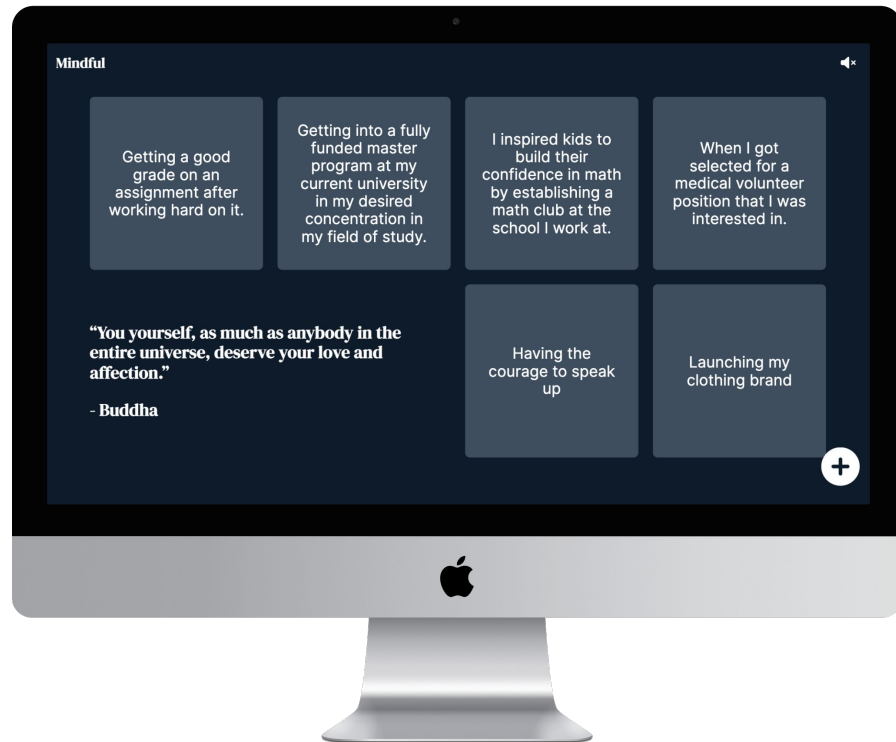
Timeline: Feb–Mar 2022 (5 weeks)

Problem Statement

Some people do not have a way or feel as if they are not able to express how they are feeling and tend to have a negative self-image. How can someone express their thoughts without the added pressure of social media where anyone can comment or interact with what they have shared and potentially make them feel worse

Solution

An online platform where users are able to express themselves in that moment in time and reflect on themselves and how other people see them



(02)

Research

“Functions of Emotions” by Hyisung Wang and David Matsumoto

This article was about the importance of emotions and its functions. It discusses emotions, prepares us for action, influences our thoughts, as well as how they signal to others how we are feeling. Another important point is the role of culture on our emotions because of the cultural norms and rules we grow up with, culture plays a role in how we manage our emotions.

“What Is Self-Image and How Do We Improve It? Definition + Quotes.” by Courtney Ackerman

This article was about self-image. Ackerman defines it, and distinguishes it from self-esteem, self-content, and how it is related to identity. She also talks about the importance of positive self-image and the disorders associated with it.

“What Is Self-Expression and How to Foster It? (20 Activities + Examples).” by Courtney Ackerman

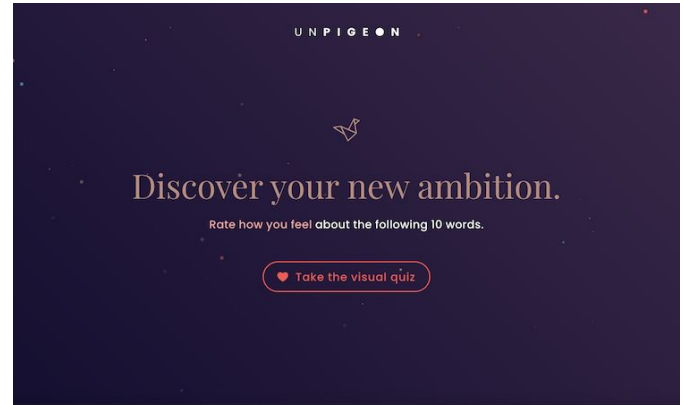
This article talks about self expression. Ackerman defines it and discusses self expression values and how it differs in different countries. She also mentions the importance of it and how the importance differs by location and culture. Ackerman also provides suggestions about how to develop self expression in children and how to increase self expression in adults.

Initial Thoughts: This project was very beautiful and calming

Findings:

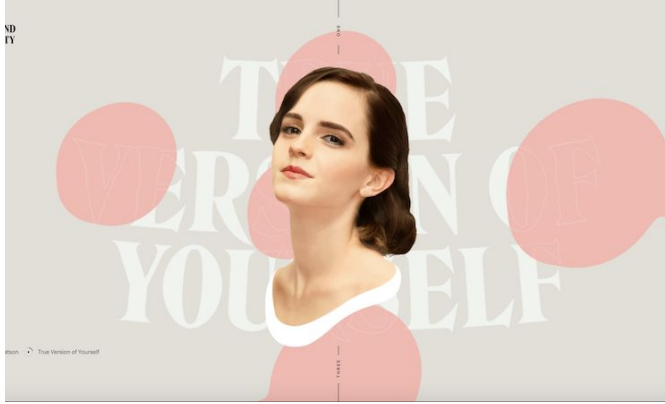
- Simple and minimal
- Initially confused what would result from taking the quiz
- Was interactive
- Had visual feedback

Influence: Inspired us to make our questions more engaging so that users were not mindlessly going through the motions



Unpigeon

Comparative Analysis



Beyond Beauty

Initial Thoughts: The design was beautiful and I really like the message of this project

Findings:

- Integrated quotes
- Had a song and animations
- Mouse visuals to explain the interactive parts of the site
- Audio of celebrities speaking

Influence: Inspired us to use quotes and integrate audio in our project

Moodboard

Abril Fatface

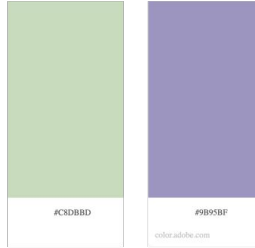
Chloe.

Bastia
serif with bonus sans

Silka



**breathe easy.
breathe easy.
breathe easy.
breathe easy.
breathe easy.**



**You are not lost, you are
redirecting. You are not a
failure, you are learning.
You are not behind, you
are preparing.**

©karibikfruechtchen

Initial List of Features

- Have users answer questions to post a response
- Users will be able to see other users responses
- When users hover over a response in gallery view, the long answers changes to show the short answers (descriptive words)
- While answering questions, have users be able to interact with the background animation with their mouse
- Calming music where users have the option to turn it off/on

Technology

- Database (Back4App) to store users responses
- p5.js for background animation and mouse interactivity
- Make a JSON file for quotes I would like to use
- The rest of the features can be done with regular HTML/CSS/JS

Assessment of technology skills

I was not very proficient with Back4App but because I used it in a previous assignment, I thought I could become skilled enough within the timeframe. My partner was more familiar with Back4App so there was also less trial and error.

We both were not very proficient with p5.js but we found an example that was similar to what we wanted to include in our project for the background animation, so we thought that we could use that to guide us.

Because my partner and I were able to easily meet and work together, we worked side by side on the project assignments. We also did this with the final project itself and alternated on coding it.

(03)

Goals

Goals

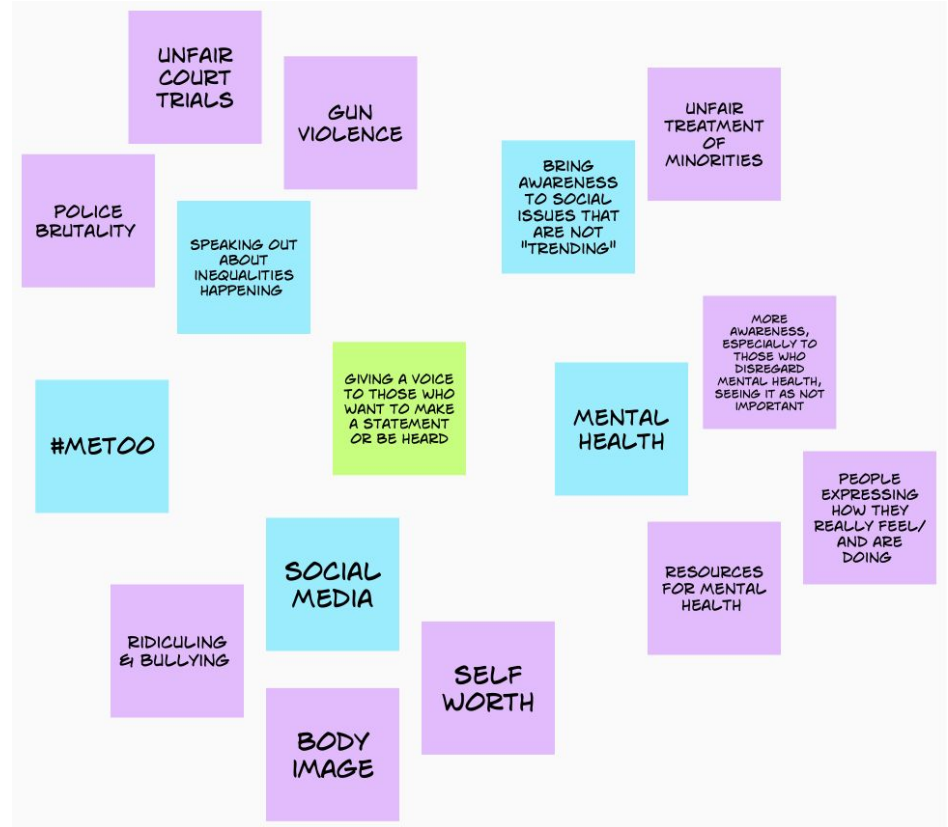
- Have a safe space for users to share how they are feeling
- Use colors that are calming
- Integrate quotes
- Include music in the background. Users will have the option to mute this
- Background animation
- My intended goal is to have users feel comfortable expressing themselves, even if it's just marginally. In case they don't feel comfortable talking to someone in that moment or just in general, the goal of the site is to give them a platform without judgment

(04)

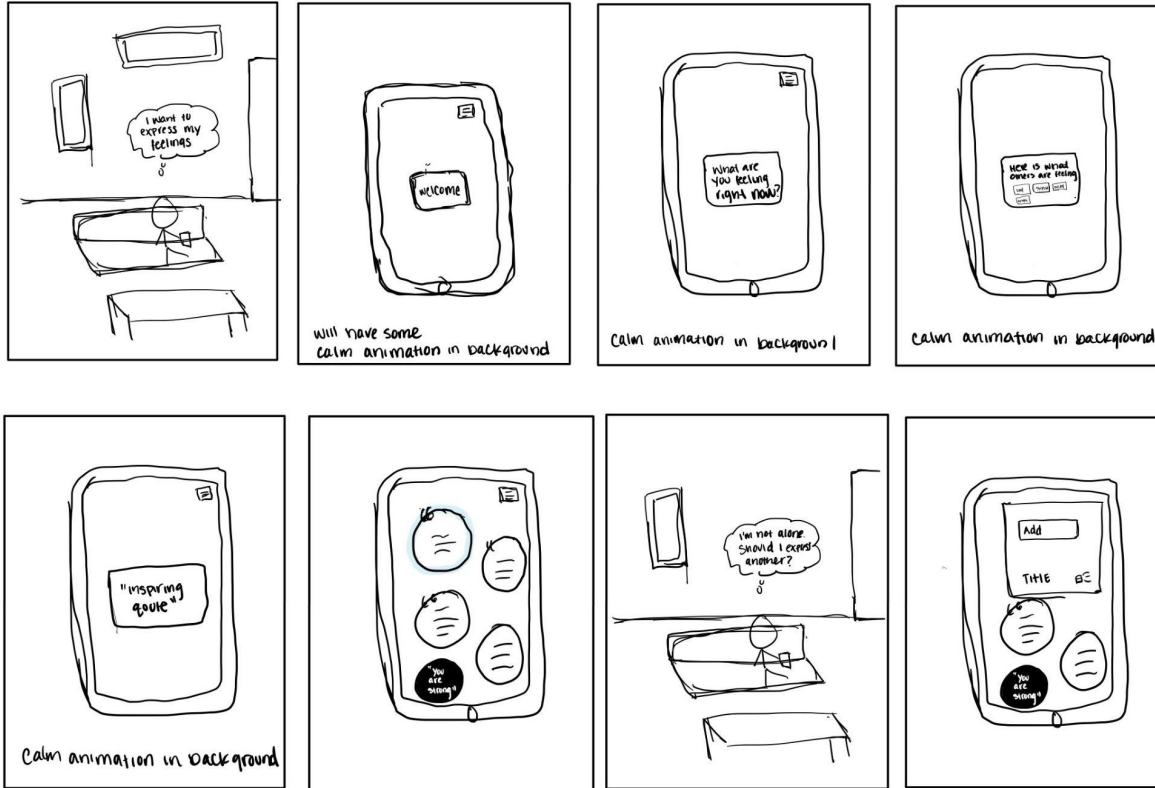
Design Process

Mind Map

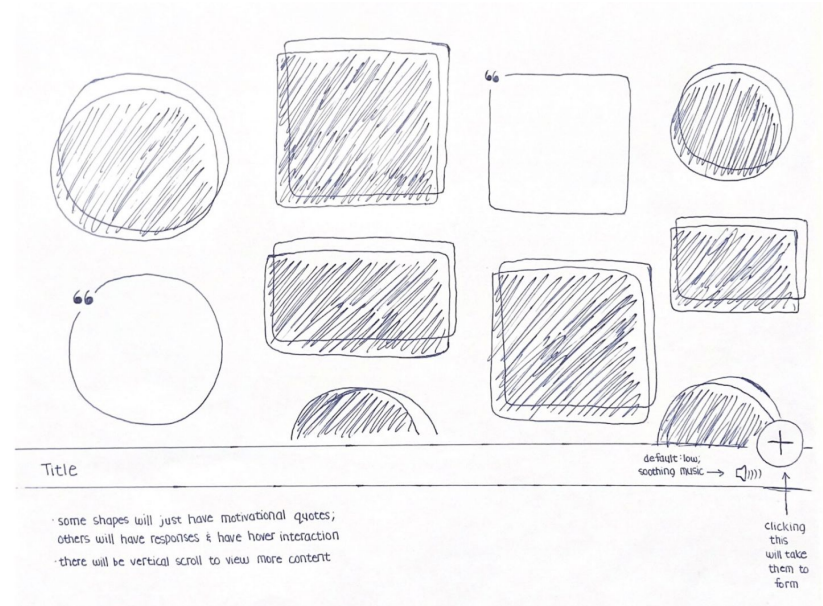
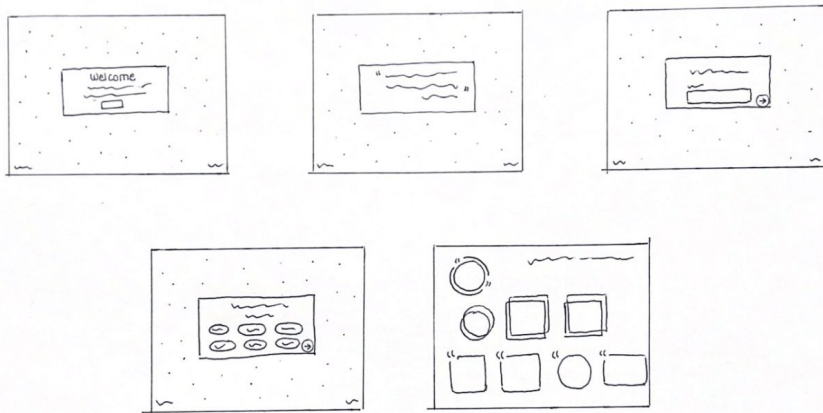
- A central idea
- At least 7 or more sub ideas
- At least 5 ideas at the sub sub level



Storyboard

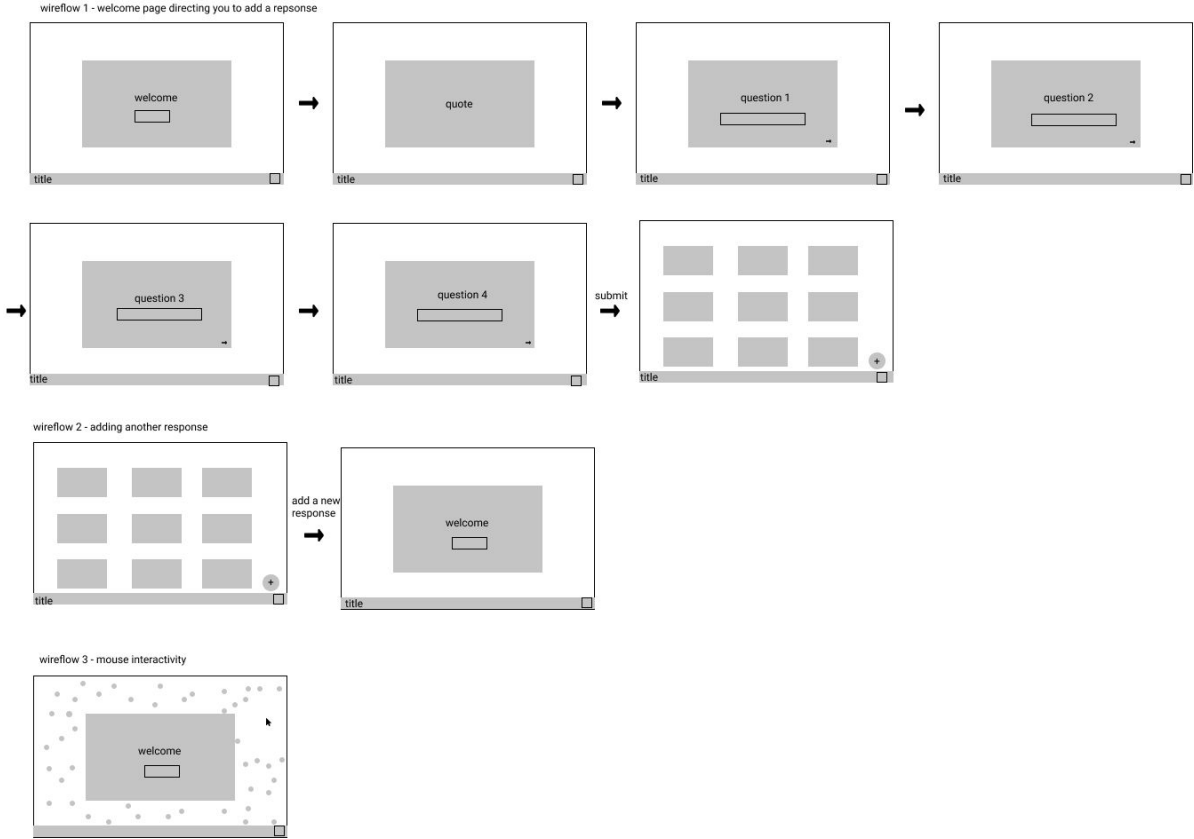


Sketches



- some shapes will just have motivational quotes;
- others will have responses & have hover interaction
- there will be vertical scroll to view more content

Wireframe



(05)

*Development &
Testing*

Versions

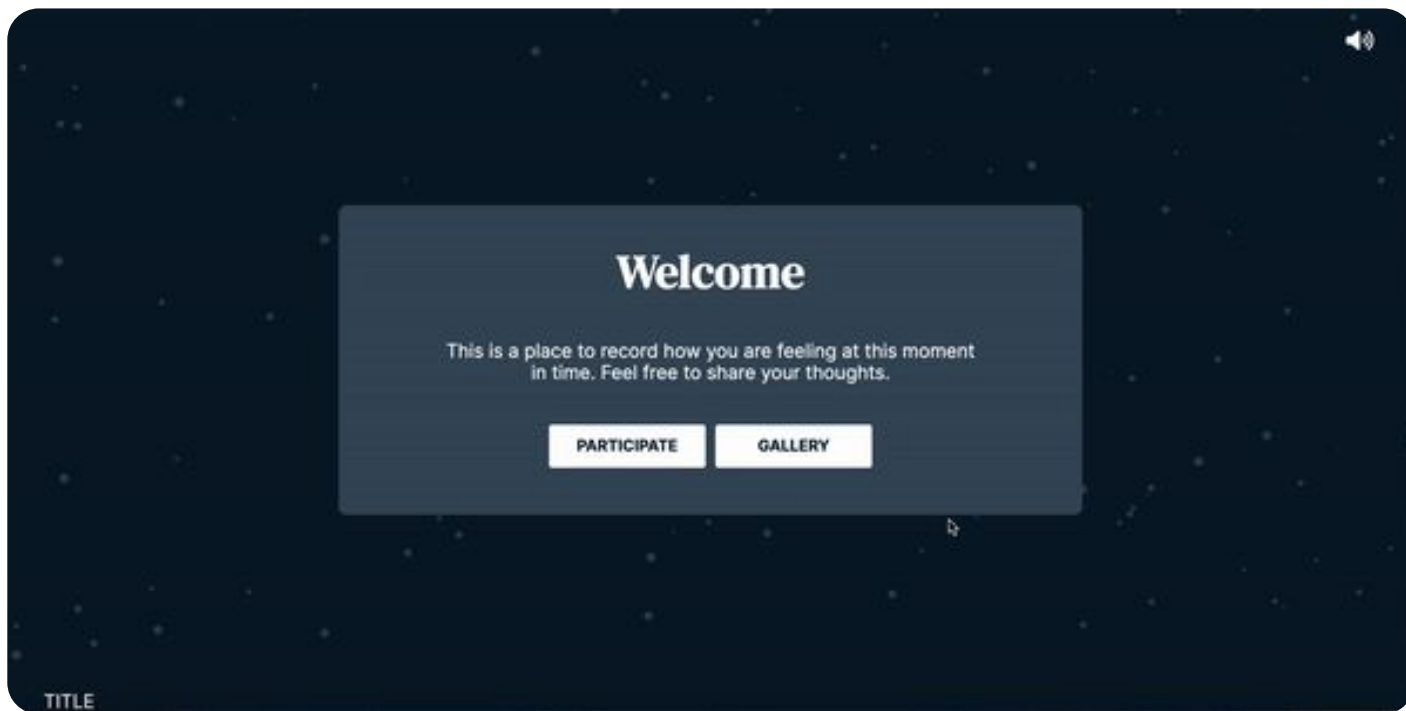
- Figma Prototype – [Link](#)
 - Showed the flow of the site
- Version 1
 - One screen with no interactivity
- Version 2
 - Interactivity
 - However was missing a few functionalities, and designs aspects
- User Testing Version
 - Was still missing a few functionalities (such as overlay to show all the user's responses) and design aspects but users could add a new response when on gallery page
- Final

Prompt: Thoughts

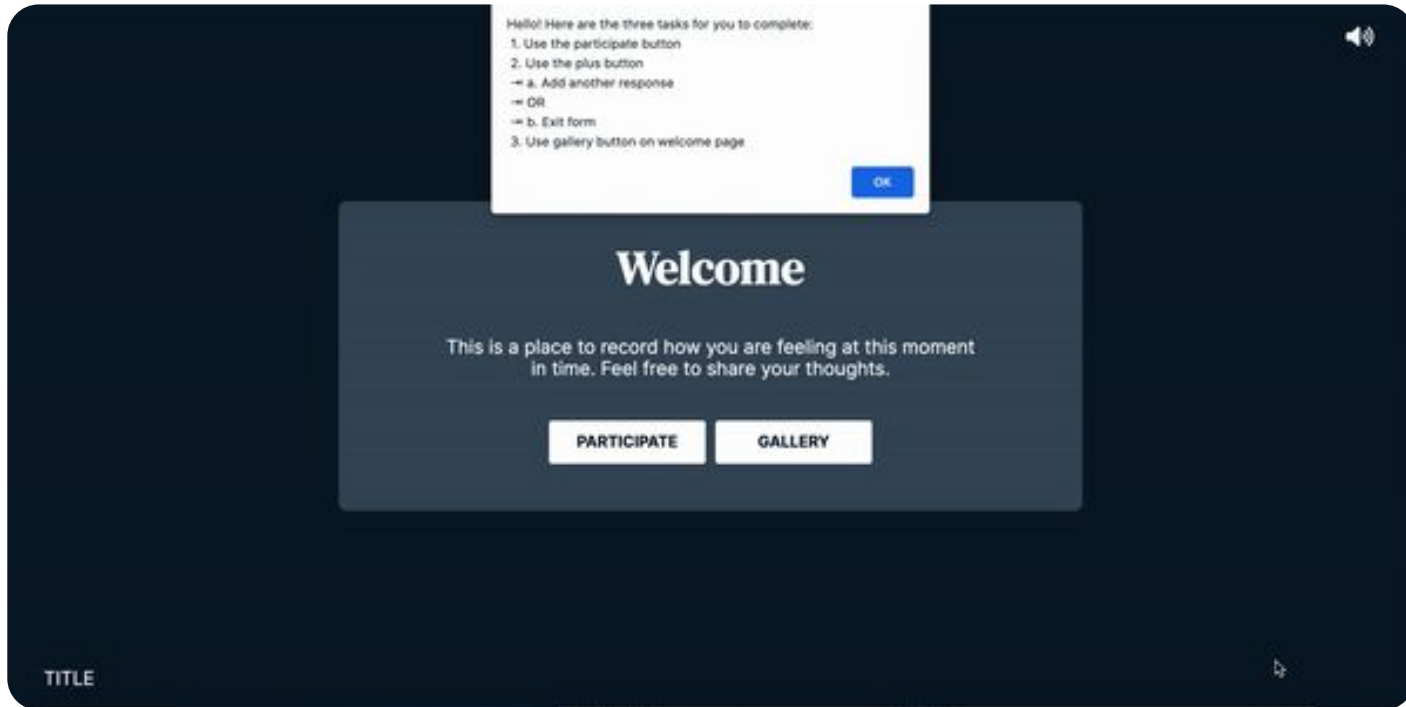
THIRTY WORDS OR LESS

NEXT

PREV



User Test



Usability Results

Users wanted to...

- Have an option to navigate back to the welcome page
- Have the close button always appear on forms
- Have the button on the quote pages to show up right away without any delay

Other notable feedback

- Have visual feedback when hovering over a response on the gallery page
- Asking one of the form questions in a different manner as it felt repetitive

(06)

Changes Made

Design Changes

Removed screen showing previous responses

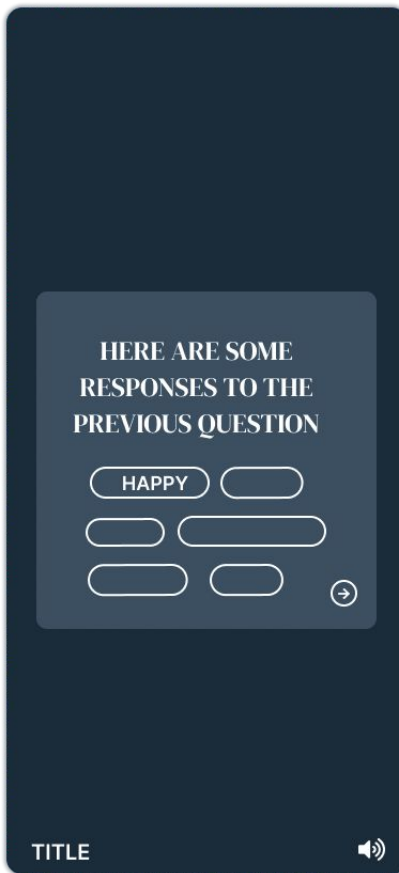
- Disrupted the flow of users answering questions

Moved Title and Volume to Top

- Wanted to adhere to design pattern

Rephrased some questions

- Some questions were too broad and/or didn't quite fit with our topic and idea for our website

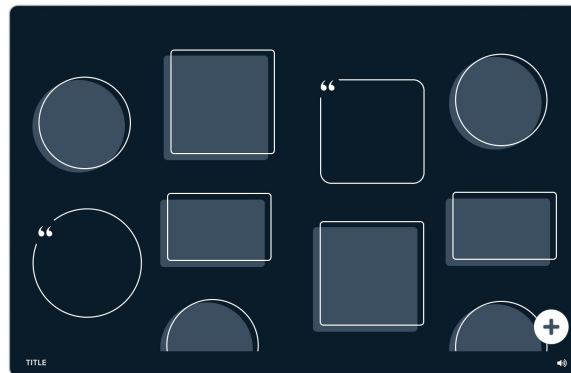
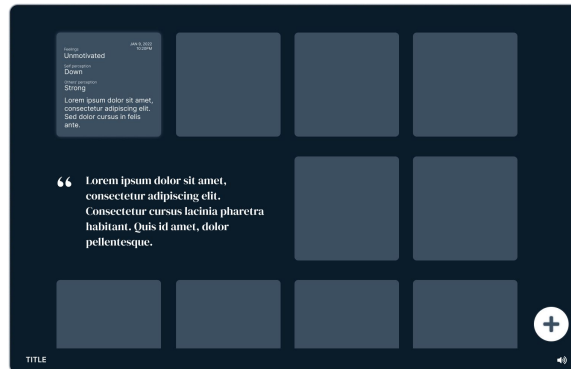


Design Changes

Changed how each response look

- To avoid lots of texts
- Make each response look unique on the gallery page
- Avoid the page looking too busy

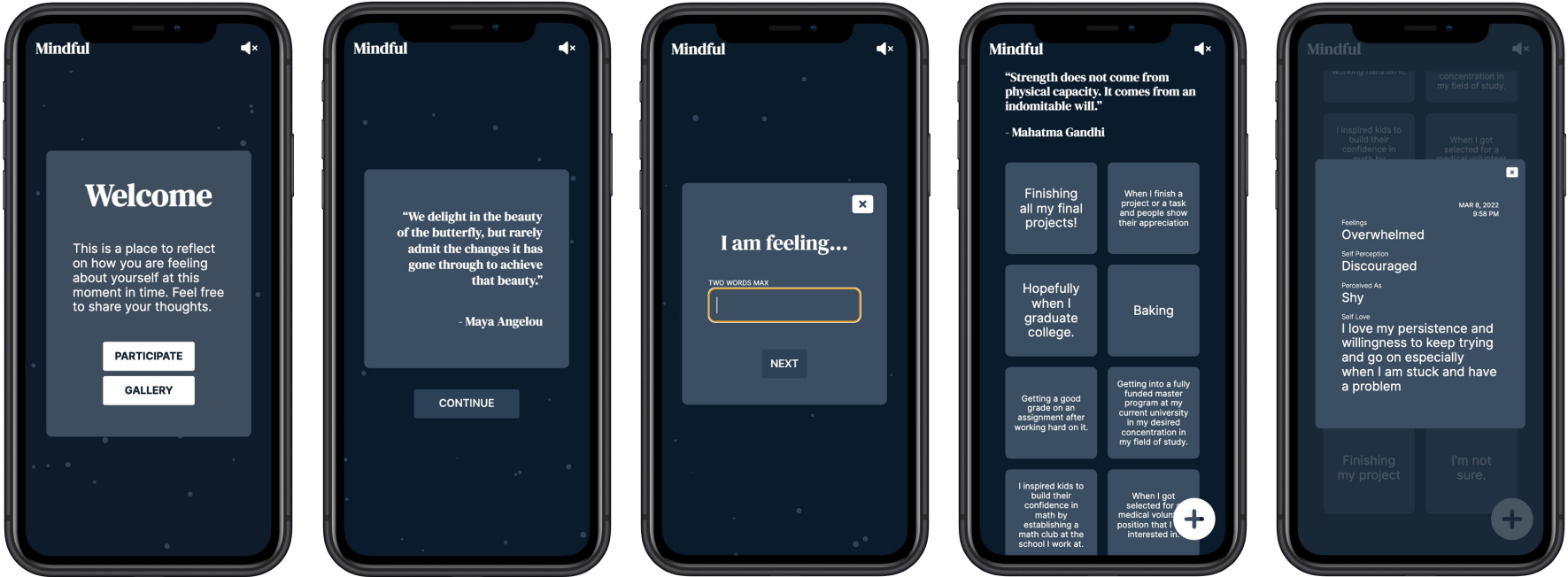
To condense the amount of text displayed, each card highlights a proud moment and the remaining responses are displayed in an overlay.



(07)

Final Project

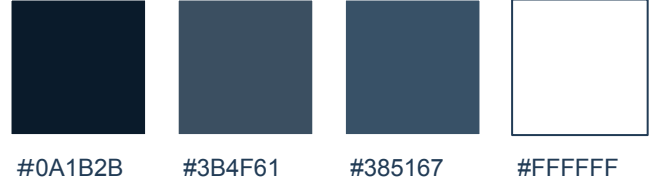
Final Designs



The overall design is very simple as we wanted the feel of the site to be calm and peaceful

Color

- Calming colors which is why we went with blue and kept the design monochromatic



Font

- Wanted contrast between headings and paragraph text which is why we chose a serif and sans serif font

DM Serif Display
Inter

(08)

Next Steps

Further Development

Further development would involve making our project more interactive and visual

Future Features:

- Mouse interaction to background animation
- Have an option to respond visually to the questions, such as drawing or with images

Thank You

