Project: Zenyu

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INTRO:

Today we'll be pitching our product called ZENYU.

Our product definition is as follows: In order to encourage individuals to lead a healthy lifestyle, our product will solve the average person's problem of struggling with overwhelming emotion such as stress or anxiety by giving them a user-friendly web application that provides a structured approach to journaling for guidance and offers safe boundaries. We know if our product works when we see improvement of mood over time as people continually use the app.

Now we'll delve into each of these points, starting with our vision.

VISION:

Our vision is to give people a mental break. With our application, we hope to encourage people to lead a healthy lifestyle, especially during this pandemic. Public health actions, such as social distancing, can make people feel isolated and lonely and increase stress. Fear and anxiety can be overwhelming and cause strong emotions. In order to cope with stress and feeling overwhelmed, we provide our journaling app Zenyu.

TARGET AUDIENCE:

Our target audience are people who struggle with overwhelming emotions and are looking for a healthy way to cope with their stress, fear, anxiety and other feelings. We have also included individuals who prefer private reflection, or those who wish not to verbally express themselves to others. And we include all age groups.

USER PROBLEM:

From our target audience, we identify the following as the user problem. First our user is looking to cope with their overwhelming emotions. Second, the user struggles with identifying and processing negative thoughts and behaviors along with stressors and triggers. Lastly, the user is searching for a way to express themself in a way that is both comfortable and healthy.

STRATEGY:

Our strategy is to provide a browser-based web application that offers a structured approach to journaling. Zenyu will allow users to privately express and reflect on their personal experience. Our app will offer safe boundaries and guidance by engaging the user with therapeutic prompts to write about their thoughts and feelings and to track their mood. Our app aims to help the user cope in a healthy way and to come to a deeper understanding about themself.

GOALS:

We have identified the following goals for our project. First, we plan to achieve a functional product. The content should be informative, and the navigation should be straightforward to

the user. Functions (i.e. writing/viewing a post and tracking mood) should be easy to use and understand. In addition to providing a user-friendly application, we expect to create a simple, consistent, and visually appealing design. We hope the look and feel of the layout and content appeal to our users. Lastly, we plan to have Zenyu used in a variety of environments such as laptop, mobile, and tablet. We aim to design the app to be compatible on multiple platforms.

PROJECT DETAILS:

Now, we'll discuss the technical details of our project, starting with our tech stack.

TECH STACK:

For our tech stack we will be using React for the frontend, C# for the backend and PostgreSQL for the database. For our project, we're specifically using CloudSQL to host the PostgreSQL database. For communication we're using Trello to maintain our tasks and delegate work and messenger for group communication. We're going to be using React for the frontend because it's what some of our team members already have experience using. It's also a very popular framework that a lot of companies use so it would be a good learning experience for those who don't know it when entering the workforce. Because it's also one of the most popular js frameworks, there's a lot of documentation online for it and is one of the easier frameworks to learn. We will be using C# /ASP.NET Core for our back-end because they allow us to easily scaffold our database and their IDE is very good for debugging. It is also very easy to build off of their RESTful API templates. We will use a Postgres database

as a lot of us have experience using it and we see a lot of relationships in the application for our DB entities.

MOCK UI'S:

Now for the mock UIs, this is all still prototype; we will be making small design changes to the UI as we progress.

The top picture is the first part of the homepage. It allows for the user to log in or register.

The bottom picture is explaining why we created this website and how the user can use it in order to help themselves.

The left picture shows the features the user will be able to navigate from monthly to daily with the ability to add pictures. The next part shows how an entry would look to the logged in user, with the ability to choose a different day and emotion as well as post or edit the post. This one shows the ability to choose what the user's emotion was on that day so that they are able to pinpoint what it is that they need to express for that day. The next picture shows another way that the user can decide to post depending on whether they want to include a picture or if they want to choose from a prompt.

THE TEAM:

Finally, we'll go over the team.

The responsibilities of the team are as follows. Angela will assume the roles of information architect and product manager. As the info architect, she is the "master planner" of Zenyu. She is responsible for gathering and documenting requirements, including key objectives,

functional requirements and content requirements. As the product manager, she will coordinate all tasks of each team member and track progress using Trello. And she will facilitate communication between the team and the professor.

Denysse will assume the role of UI/UX designer and web developer. She will be responsible for designing the website and will check in with the other group members regarding the status of the website. She will also be involved in building the functionality of the website.

Gillian will assume the roles of web content specialist and web developer. She is responsible for organizing, preparing, and loading website content. She will work closely with the UI/UX designer in order to develop a consistent and engaging message. As a web developer, she will assist in building the functionality of the website, primarily through server-side scripting.

Shariar will take care of database architecture, deploying the server and creating the restful API. Database work will include the design, creating of the tables, and any normalization required. Deploying of the server will include making sure the API is publicly available. The restful API work will include any creation, deletion, and updates of entities our client needs.

THANKS:

That concludes our presentation. Thank you. Does anyone have any questions?