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problem

People are unable to cement memories in a consistent and frictionless manner

Reflection is a desirable but seemingly unattainable goal

Existing solutions are unintuitive and unorganized

process



medium-fi



lo-fi



hi-fi

solution

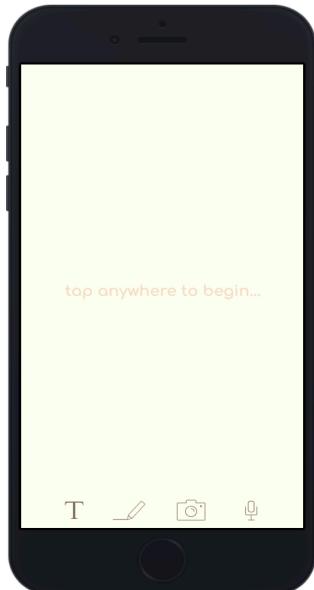
A blank slate where you can record, edit, and organize your memories

minimalist design to simplify experience

multimodality of mediums

create goals and track progress over time

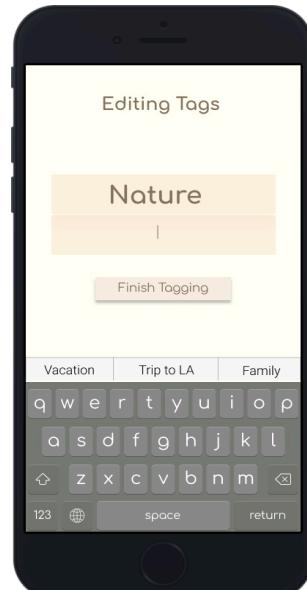
key features



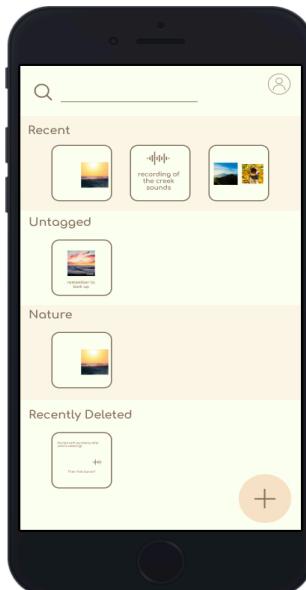
Create memories using text, photo, draw, or audio mode



Edit your memories by resizing, deleting, or adding



Tag each blank slate to view in collections



View each blank slate and in collections