

SPAM

SWELL: EVERYDAY WELLNESS



Prepared by SPAM

ABOUT

SWELL

SWELL IS A DAILY SELF-CARE APP THAT
AIMS TO IMPROVE THE DIFFERENT
CATEGORIES OF WELLNESS HOLISTICALLY
THROUGH THE RECOMMENDATION OF
SIMPLE TASKS.

USERS

COLLEGE STUDENTS

Burnout

Stress

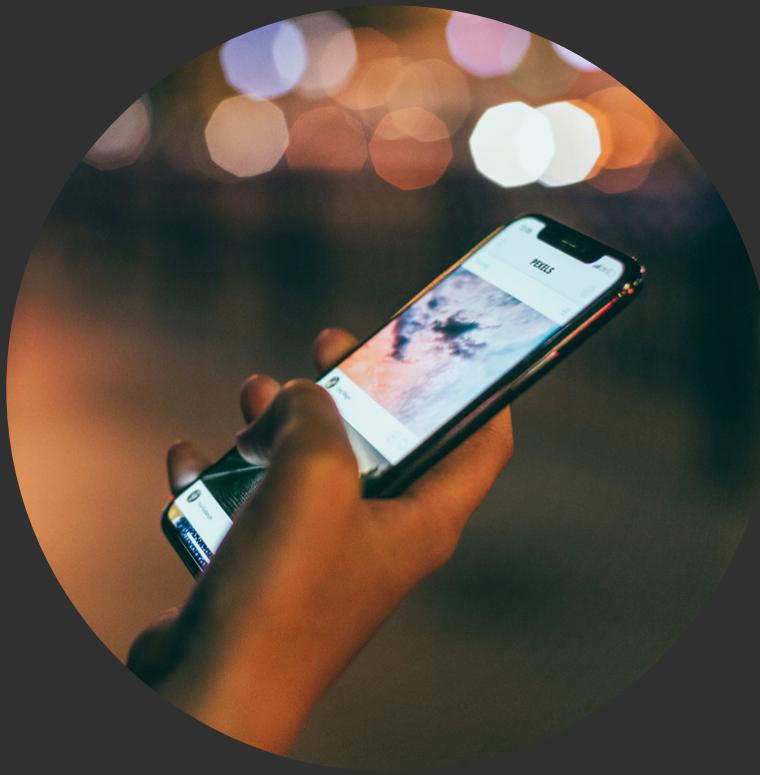
Lack of motivation

Unhealthy belief that we don't need sleep

Making everyday meaningful

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APPS

Nike Training Club

Instagram Stories



WRITTEN ENTRIES

Diary

Bucket lists

To-do lists



PROBLEMS WITH THESE METHODS

Focuses on one aspect of wellness only.

Users lack motivation and discipline to continually do something.

SWELL

SOLUTION TO THE PROBLEM

Create an app that tackles the different aspects of wellness and allows the users to choose various activities for wellness. Because wellness is an active process, we created a web app to keep track of their day-to-day wellness and to be a platform for daily reflection.



ORIGIN

SWELL

(ADJ.) EXCELLENT, VERY WELL

(V.) BECOMING LARGER IN SIZE AS A
RESULT OF ACCUMULATION

WHAT IS THE APP FOR?

For people to gradually develop all-around wellness by doing short,
simple activities daily.

“

You miss 100% of the
shots you don't take.

WAYNE GRETZKY

Main Features

ACTIVITIES

Short, simple activities catered to the different wellness categories. Users are also given the option to enter their own activities.

TITLE OF THE DAY

Users can easily reflect on the day and remember the most important thing about it.

PROGRESS REPORTS

Users can easily view their wellness activity for the past days, weeks, or months, as well as their accomplishments and goals.

GAMIFICATION

Users get badges when they reach a certain number of tasks or days in a row.

Recommendations

DO IT WITH A FRIEND

To increase social wellness, users can challenge themselves and work with others.

FAVORITE DAYS

Users can favorite specific days to easily look back on them.

MOBILE APP

For more consistent and convenient usage, a mobile version is preferred.

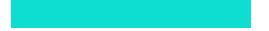
ANALYTICS

Summarize and visualize user activity.

BIT.LY/SPAM-PROTOTYPE

DESIGN PROTOTYPE

THANK YOU!



MAKE SOMETHING
HAPPEN TODAY.

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