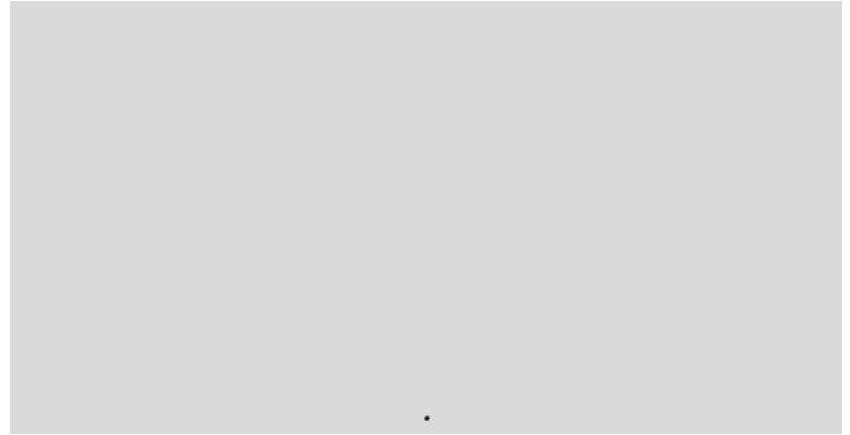
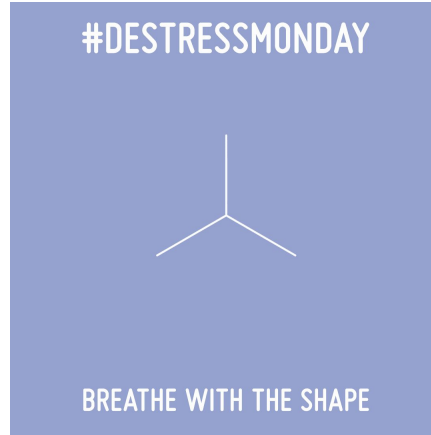
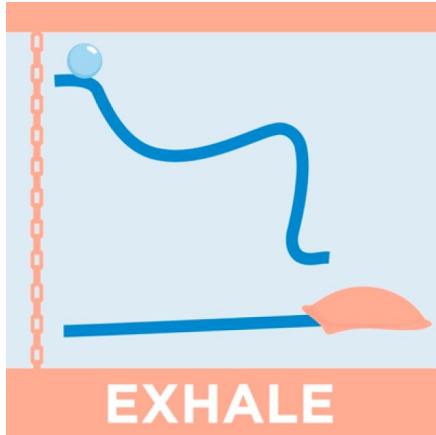


# Breathely

An app that provides a meditative escape,  
especially for those facing stress and  
anxiety, through audio and visuals.

# Background Research



# Audience Research



Name: Mia

Age: 25 years old

Career: Public Relations

Income: \$70,0000

Location: City

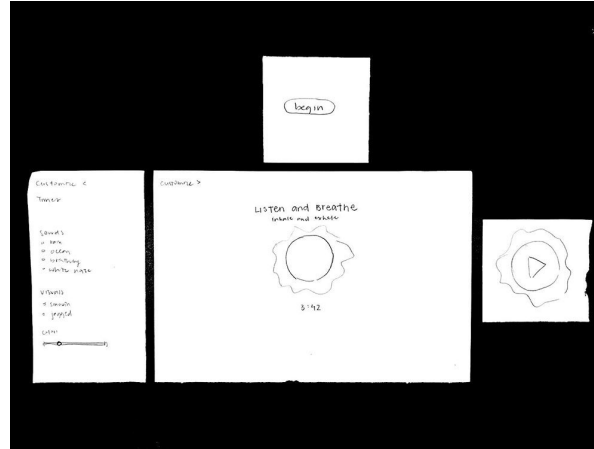
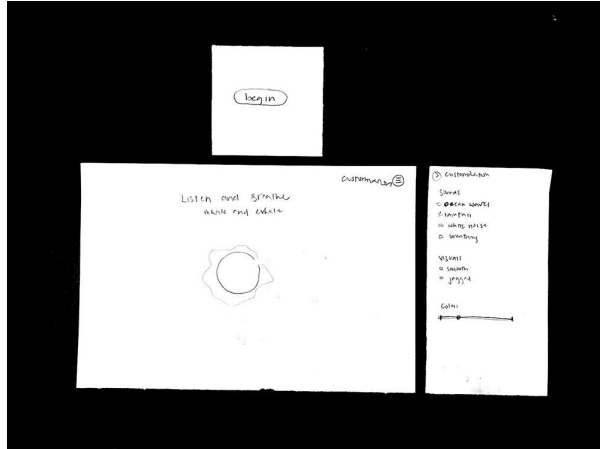
## Motivations:

- Find ways to meditate without having to escape somewhere far
- Use small breaks in her day to her advantage

## Frustrations:

- There is too little time in the day to meditate
- There aren't many platforms that encourage an immersive kind of meditation

# Paper Prototype



## Design

- Begin > Breathing ball > Customization

## Testing Feedback

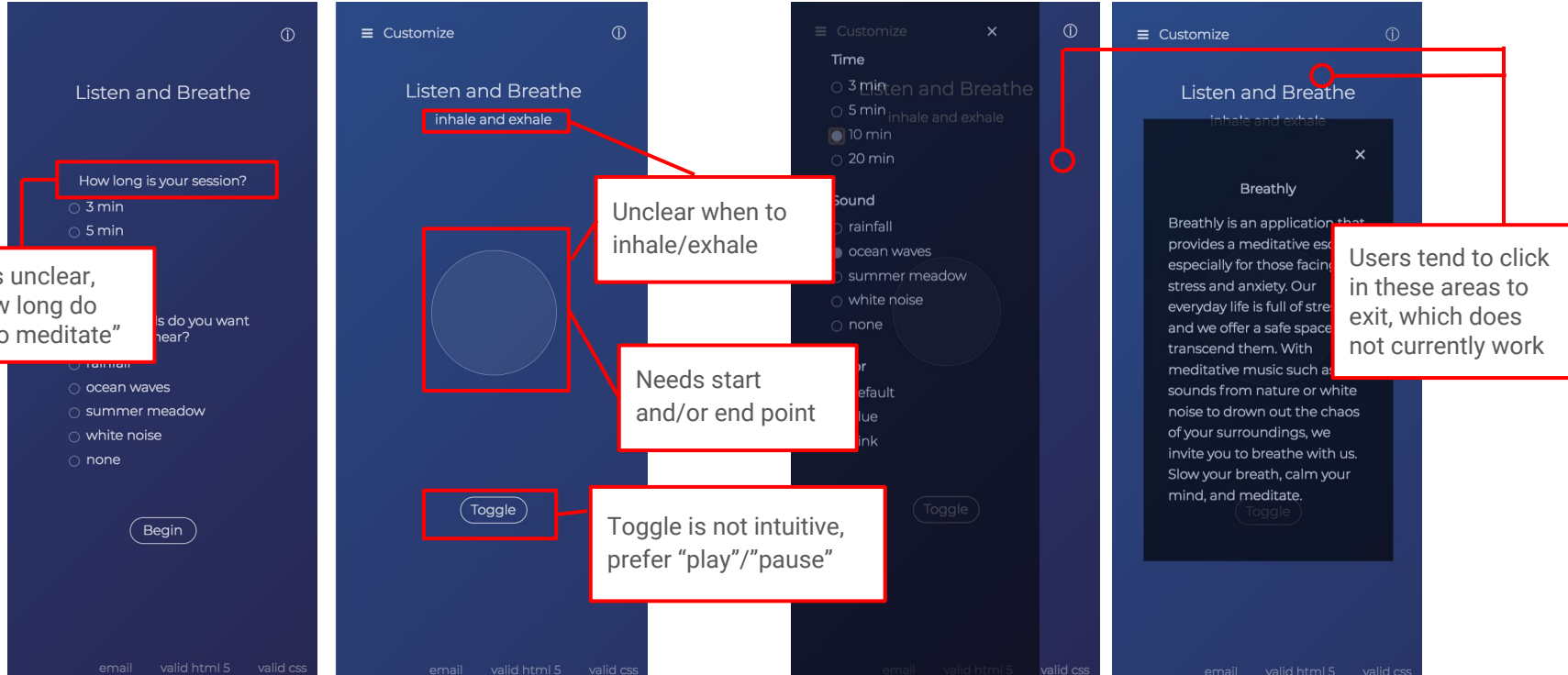
- "play" and "pause" button
- "customize" panel not noticeable
- duration of meditation
- Make this mobile => portable

# Prototyping

<https://celinaleong.github.io/des157-g/process/development/proto2/index.html>

(optimized for mobile viewport)

# Testing and Feedback



# Reflection

- Importance of early and frequent feedback, agile
- Overcoming egocentrism