JOB TO BE DONE

Help me recognize the good things in my life, so that I feel good about myself.

JOB STORY

WHEN I'm feeling self-pity / sorry for myself / not happy with life... I WANT TO find an app to make me feel better... SO THAT I can look on the brighter side of life and feel good about myself.

STAGE / JOB STEP

Onboarding **Awareness**

APP STORE

USER INTERFACE / TOUCHPOINTS

What does the user see in the context of the app?

HOW MIGHT WE...

What are the

opportunities for design?

 ...make messaging and brand appeal to prospective user's desire to develop a positive outlook on life?

MARKETING /

WORD OF MOUTH

...encourage the user to download the app from the store, using imagery and positioning that appeals to their desire to develop a positive

outlook on life?

 ...get the user journalling ASAP? ...help the user understand the benefits of journalling gratitude? (write lots, scan photos, remember recent conversations, songs) ...encourage regular journalling? (through useful/

WELCOME

lots, scan photos, remember recent conversations, songs) ...make this really easy? ...use items on the phone that may be good prompts? Prompt scheduled notifications?) the user if there is nothing (or nothing new) available on the

...help the user think about

how to express gratitude?

What are you grateful for?

WRITE FIRST

GRATITUDE(S)

 ...get the user to feel the ...show the user something benefits immediately? (e.g., they can feel good about? Get user/remind to opt-in to Exercise: Write as many gratitudes as you can?) (write

content access (photos, etc.)? ...give a sense of progress?

DASHBOARD

...give Insights into their life? ...help them feel like they're not alone? (Share Gratitudes from around the world?)

• TBD

MESSAGING What is the conversation with the user?

• TBD

 Expressing gratitude regularly trains your brain into looking for the positive things in life.

There's lots to be grateful for!

(I am grateful for...) Having trouble thinking of things to be grateful for? [Show me my photos] are grateful for]

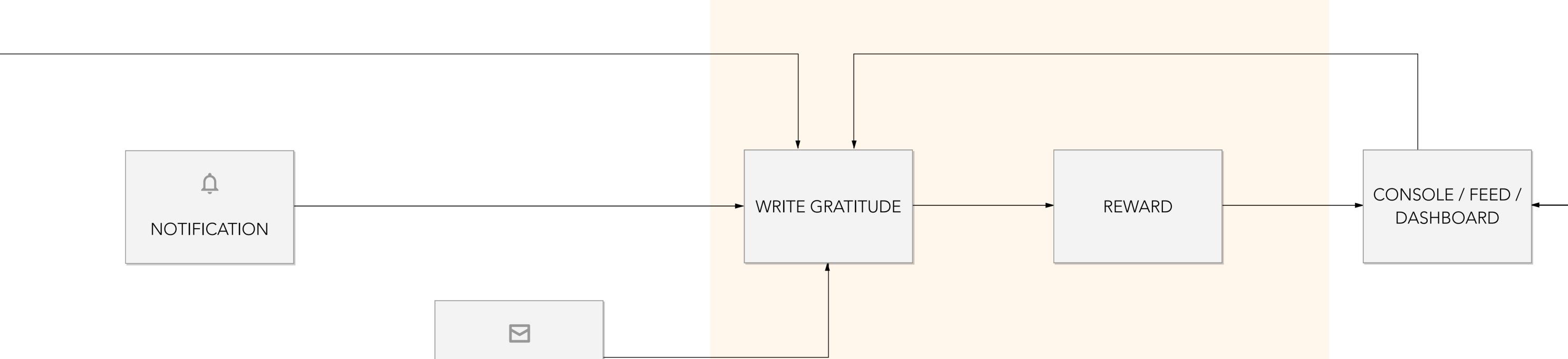
[Show me what other people Picking a time to journal each day is a great way to build the gratitude habit. [Research quote] [Set a reminder] Backup your fuzzies! Just give us your email and a password, and you'll be able to get to your fuzzies on any

 What others are grateful for... [Show me!]

WHEN I remember to write down something I'm grateful for... I WANT TO easily journal my gratitudes... SO THAT I can build the habit of looking for positive experiences in my life.

Trigger THOUGHT

Define > Locate > Confirm > Execute Monitor > Modify > Conclude



write a gratitude?

...be top of mind, wherever the user is?

...inspire the user to write something? (Prompt to think about the events of the day? Change the question with each notification?) ...get them to take action on

the notification? (Allow them to enter information directly from the prompt?) ...prompt the user to remember something that's

happened since the last time we journaled? (What if the user works night shifts? Weekends? Notification is set to mornings? Has "Today" happened yet?)

 ...provide useful content that helps users feel good about themselves? Encourages app

EMAIL

usage? (Share success stories ...get input during the day from others?) when time is limited, and get more details later when time is ...provide email content that matches up with the user's status? (e.g., Provides help if

less limited? ...help the user think about they're not using it. Gives usage how to express gratitude? stats over time. Other states?)

...thank the user for having ...make it fast and easy to gone out of their way to journal something? (Animation, ...be in the flow of work?

progress?)

• ...provide a *variable* reward? (Share other users' gratitudes with quick actions to "Me

 ...help the user feel a sense of progress? ...show Insights the user has

collected about themselves? ...show the user that they're not alone? (Gratitudes from others?)

...make the user feel good about themselves? (List of previous Gratitudes.) ...show progress such that the user does not feel guilty?

...use past or other people's gratitudes to prompt further gratitudes? ...encourage the user if they

get off-track, without making them feel guilty? ...encourage the user to rate

the app?

 What others are grateful for... [Show me!]

 Having trouble keeping your habit? (If reminders disabled:)

 What have you seen that you're grateful for? Did something make you smile? Let's write about it! Who are those great people in your life?

 What if you wrote a love letter to yourself? Let's give it a go! It's time to give yourself a fist

What rocks your world? Heart yourself.

What did you find fun today? Who do you appreciate?

been grateful for. (Share your gratitudes to inspire others!)

Having trouble thinking of

through your photos. Try this

exercise. Join this

things to be grateful for? (Look

community...) Here's what other users have

 Having trouble thinking of things to be grateful for? [Show me my photos] [Show me what other people are grateful for]

What are you grateful for?

(I am grateful for...)

 Elsewhere in the world... • [Show me what other people are grateful for]

 What others are grateful for... [Show me!]

[Setup a reminder] [Show photos]

ABOUT ME +

SETTINGS

...provide insights about the

...encourage the user to turn

...encourage users to enable

useful notifications, if they

user over time.

on device access?

haven't already?