

Mood4U

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# OUR APP

- Topic: journal application with mood-tracking features
  - Keep track of thoughts and feelings
  - During times of stress, mental health is important!
  - Phone application for easy access
  - The goal: Help users reflect, boost mood, & relieve stress
- Our Audience:
  - Anyone interested in journaling, bettering themselves, or interested in mental health
  - Ideal for someone who is busy and cannot take extra time out of their day to sit down and grab a pen and paper.

# AUDIENCE NEEDS

- **Mental health is important to users:**
  - Through our interviews, we solidified that mental health is a really important aspect of our potential users' daily lives
- **Organization:**
  - Users think about ways to organize their thoughts. Our users optimized the tools they had around them in creative ways as outlets for tracking their mental health.
- **Reflection:**
  - Reflection helps users to process life events. This theme was important to all users that we interviewed because it helps them think about what happens daily including the good and bad. The users reflect about a variety of events in their life.



# FEATURES

## Greg Stevens

Age 29

Occupation Information Technology

Location Tampa, Florida

Archetype The Workaholic

Bright Stressed Introverted

### Bio

Greg struggles to find a balance between his stress inducing job and his love for rock climbing. He has a few close friends, but is unable to see them due to his introverted tendencies and busy schedule. Most of his nights consist of staying up late while he pets his cat, Rocco.

"I lost some of my friends due to my hectic lifestyle and I need to take care of myself better"



### Goals:

- To have a healthy emotional outlet for himself
- To keep his mental health in check
- To relieve stress and anxiety

### Motivations:

- Easy to use, Organization, Reflection, Self-help

### Pain points/Frustrations:

- Doesn't have a lot of time to write in a journal
- Has trouble staying awake at work
- Never journaled or worked on his mental health before so does not know how to start

## User need:

- To have a healthy emotional outlet for himself to relieve anxiety and stress from work
- New user

## Feature:

- Statistics
  - Seeing how mood changes over time
  - Help him keep on track and visualize his improvements & achievements

# FEATURES

## Linda Smith

Age 21

Occupation Full time student

Location Portland, Oregon

Archetype The Mindful One

Calm Friendly Compassionate

### Bio

Linda is a full time student studying Sociology. She likes to run everyday and take care of her plants. She is very in tune with her emotions and journals everyday, tracking her mood and events of the day.

"I want to be able to journal on the go and I need an app that will adapt to my active lifestyle"



### Goals:

- To find a new place to track her thoughts when her physical journal is not present
- To keep a balanced and healthy lifestyle
- To track her physical health

### Motivations:

- Socially Conscious, Achievement, Growth, Community based

### Pain points/Frustrations:

- Journal is too large to carry with her everywhere
- Struggles to find an efficient journaling service
- Mental health apps cost a lot and she is on a budget in college

## User Need:

- Same freedom and creativity of a physical journal while being able to save and organize the entries

## Features:

- Calendar
  - Visually see all days in which she journaled
- Past journal entries
  - Get a better look at the exact entry and each entry has a date

# FEATURES

User need:

- Easy, quick way to reflect

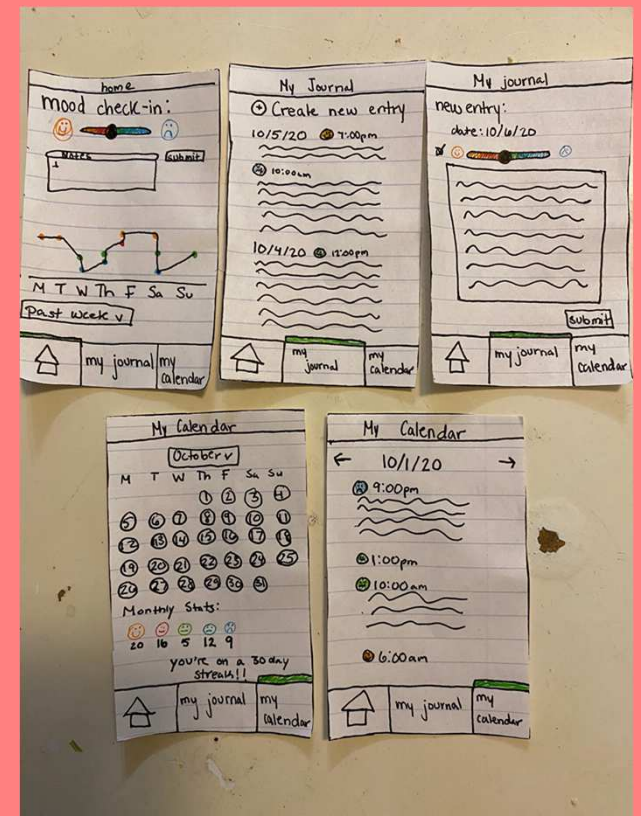
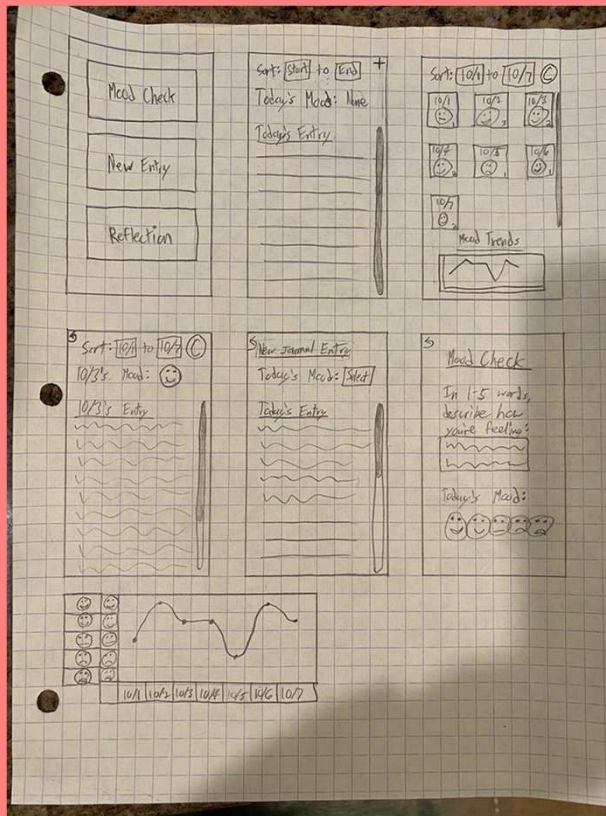
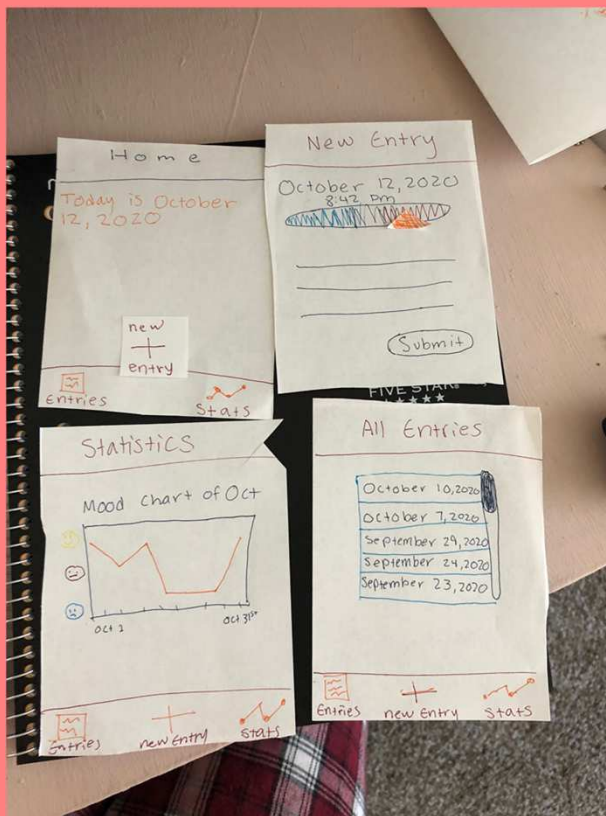
Feature:

- New entry
  - where she can write as much or as little as she wants
  - Could even just put a emoji

## Rough day reflection (reflection)

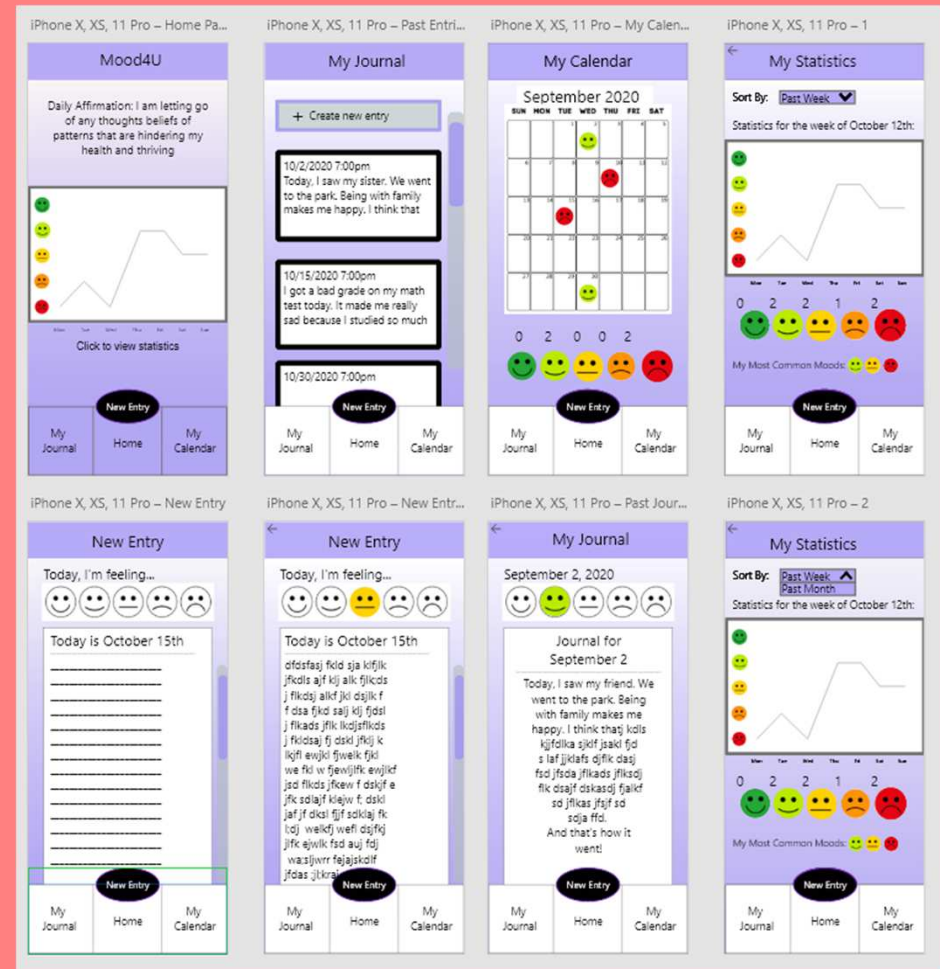


# ITERATIVE DESIGN: PAPER PROTOTYPES





# ITERATIVE DESIGN: ADOBE XD PROTOTYPE





# DESIGN CHOICES

- Design Language:
  - Bright coral color for clickable new entry and save buttons
  - Symbols to represent each page
  - Different colors representing each mood
- Design Patterns:
  - Tab system on bottom of each page
  - Past Entry List for quick access
  - Matching labels on top of each screen

# HEURISTICS

- Visibility of System Status
  - Clear titles indicating what page you are on
- Help and Documentation
  - Added help page to aid new users in how to use app and find different features
- Aesthetic and Minimal Design
  - Created similar, cohesive color palette
  - Removed statistics from homepage for to follow a more minimalist design
- Flexibility and Ease of Use
  - Tab system on bottom to easily switch to different pages
  - New entry button on each page for quick access

# FINAL DESIGN

Demo: [https://nvp3kc.axshare.com/#id=wf6y0e&p=home\\_2&g=1](https://nvp3kc.axshare.com/#id=wf6y0e&p=home_2&g=1)

Our needs are reflection, organization, and mental health

- We give users the option to reflect by viewing their past entries
- We present information in an organized manner and allow users to have their thoughts organized how they prefer
- The subject of our app emphasizes mental health and is a safe space for users to express themselves

# Mood4U

Today is November 1, 2020 

## Affirmation of the Day:

*I am letting go of any thoughts beliefs of patterns that are hindering my health and thriving*

You haven't journaled today.  
Create a new entry to keep your **24** day streak!!

Feeling Blue? Try getting outside or doing something you love!

New Entry



My Journal



Home



My Calendar

THANK YOU! QUESTIONS?