

Personal Daily Mood Diary App

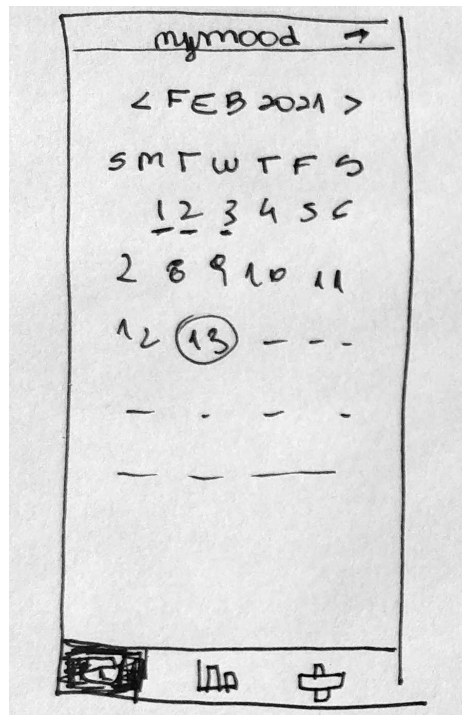
Proposal

The MyMood app is developed for users to track their mood daily, or even hourly in a simple and easy way and be able to keep track of what is affecting their mood either in a positive or negative way. The user has a calendar input option where users select a specific hour and register their mood, extra information like the activity they were doing, thinking, feeling and external factors can be described. With this data the app generates statistics and displays them as graphics that make it possible for the user to track and analyse the change of mood and what is possibly related to that change, enabling them to change or keep habits that improve their mood and thus providing a better quality of life. The app features include:

1. A monthly interactive calendar, where the user selects the chosen day, a specific hour and can add their mood at that moment; On the calendar is also possible to quickly overview which days have inputs.
2. An input option on the calendar that users score their mood within the hour and day selected, in a scale mode 1-10 (10 being the best mood), and describe feeling, thoughts, physical symptoms at that moment and the activity they were performing as well as describing any other external factors like, places, other people, or events.
3. A page that shows statistics charts generated from the data inputted by the user that shows days and the scale from 1-10. The user can select a specific period of days to be able to see how the mood varied during a certain period. The user can see details of what happened on a specific day by touching on top of the day.
4. A page with extra features like:
 - 4.1. Setting alarm: where is possible to set alarms to remember to record the activities.
 - 4.2. Settings: where the user can change layout, colour mode, personal information, language configuration about notifications
 - 4.3 An about section: with information about the app, its version and who developed it
 - 4.4 FAQs: with most commonly asked questions to be able to help users without external help.

Key Features:

1- Calendar with feature for daily and hourly input of mood



2 - Feature for mood input

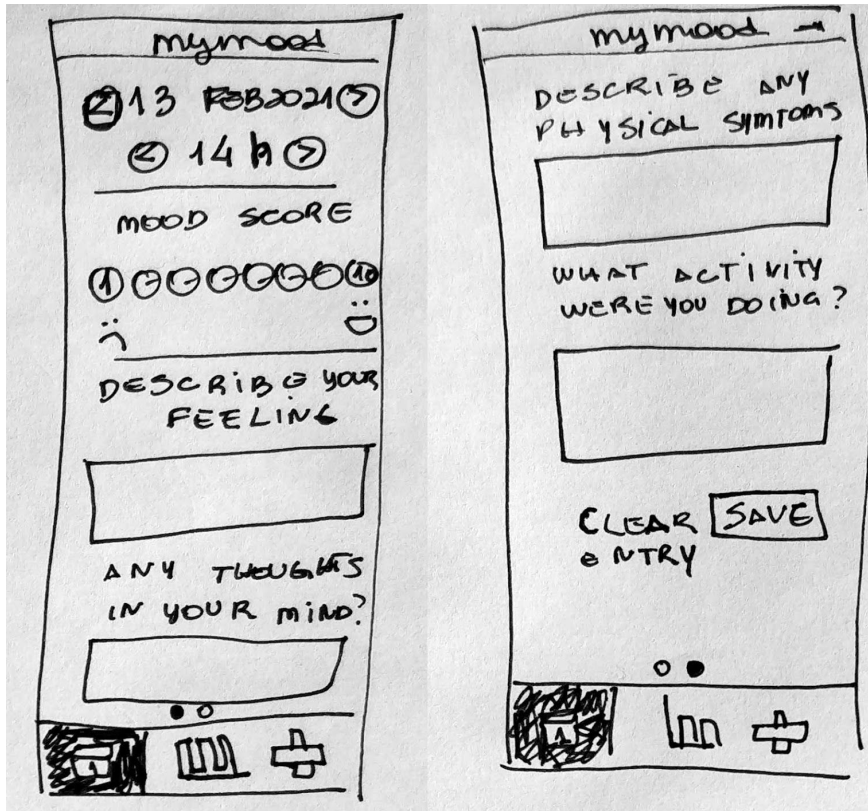
User chose a Mood scale from 1-10 (1 being the worst mood, 10 the best)

Describe what are you feeling:

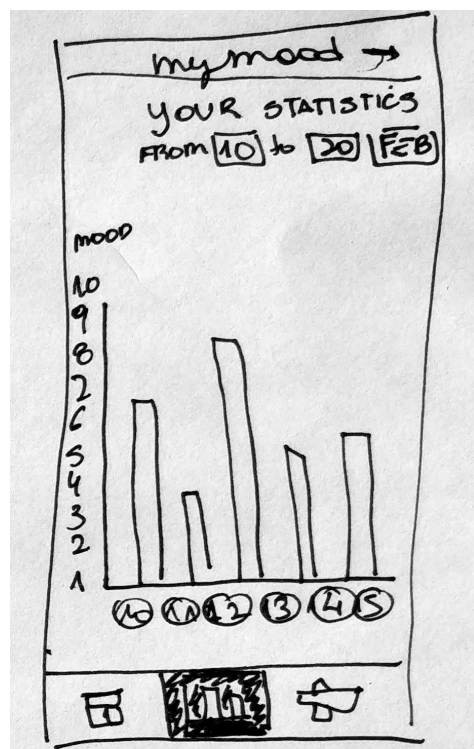
Any thoughts in your mind?

Describe any physical symptoms:

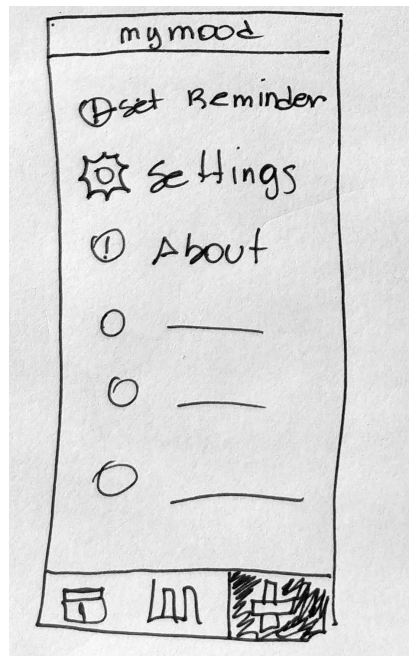
What activity were you doing?



2- Show statistics - The user can select a specific period of time and click on the days below the charts graphics for more information.




3- Extra Features: Alarm reminders - Settings - About - FAQs



User Profiles

Persona 1

Alice Smith



ShySensitiveMindful

Goals

- To be able to identify what puts her into a bad mood.
- To reflect on what impacts her emotions.
- To identify and change bad habits.

Frustrations

- Lack of trust in how the app collects personal data.
- She doesn't want to forget to input her mood.
- Dodgy and unfriendly copy.



Bio

Alice is a first-year Arts student that is very empathic to others and frequently act on her emotions, which in some situations leads her to react or make choices badly, bringing consequences that she struggles to deal with. She is looking for a tool that can help her with tracking her mood and to discover what can be causing or influencing in specific moments where she feels sad or frustrated even when it's clear for her that nothing seems wrong. She hopes to find the causes for her emotional struggles and start working towards making changes in her habits or attitude.

Motivation

Fear	80%
Growth	90%
Social	60%

Brands & Influencers



bansky.official

DAVID HOCKNEY

Preferred Channels

Traditional Ads	20%
Online & Social Media	80%
E	40%
Mobile	70%

Personality

Introvert	10%	Extrovert
Thinking	10%	Feeling
Sensing	20%	Intuition
Judging	10%	Perceiving

Age: 18
Work: College Student
Family: Single
Location: Cork
Character: Creator

"I wish I could have better control of my decisions and to make them smartly."

Alice would use the MyMood app in order to be able to follow closely and keep track of shifting on her mood and what is possibly affecting these changes in a positive and negative manner. She would create a diary by accessing the main page of the app, where the calendar is, and select a day, and start adding information through the feature that allows her to make new entries of how her mood is.

She would input information about her feelings on a daily basis, at least once in the day, but ideally two or more times in different moments of the day: in the morning when she wakes up, in the afternoon and in the evening. She would set alarms to remember herself to do it.

During weekdays, in the morning she is at home, getting ready for college, and would input her data, scoring her mood and any first relevant thoughts of the day while she eats breakfast with her family.

During the afternoon she is at the college and during her break she would ideally register the second input of the day, giving a new score to her feeling, detailing what she is feeling and if she notices that there is any factor that has relation to her current mood.

In the evening she normally would make another input, again, giving a score to her mood, writing what she is feeling, what he is thinking at that moment and what activity she was performing and with who, if with someone.

During the weekends she wouldn't have a fixed routine and she would make less inputs, probably one per day.

If she wants to edit her entries or even review previous ones she can simply go to the landing page of the app and on the desired day, selecting the entry and making any changes to it.

If she wants information on how her mood is shifting, she will go to the statistics page that will provide her with a chart showing how her mood was during a specific period, she can also access the entries of the days on this page, touching the desired day and being redirected to a page of that specific day(the same she uses to make new entries).

Persona 2

Lucas Fischer



Righteous Funny Pro-active

Goals

- Manage shifts on mood and identify patterns.
- Find healthier ways to cope with depression other than medicine.
- Make better decisions based on data.

Frustrations

- Excessive need of information to input.
- Don't have effective results using the app.
- Notifications about the app.

Bio

Lucas is a Software Developer, a tech-savy person that is very reclusive and has difficulty approaching and socialising with people. He has been struggling with depression and social anxiety for 3 years, and beyond taking medicine and doing therapy on a regular basis, he is seeking for more natural alternatives for coping with it. He wants to be able to capture an identify if there are any habits that he can't notice on his daily routine that can be changed for achieving a healthier and happier lifestyle.

Motivation

Fear

Power

Social

Influence

Brands & Influencers

Jeff Bezos

Microsoft

TESLA

Personality

Introvert Extrovert

Thinking Feeling

Sensing Intuition

Judging Perceiving

Preferred Channels

Online & Social Media

Mobile

Email

"I want to find an efficient way to help me cope with my emotional struggles"

Age: 32
Work: Software Developer
Family: Single
Location: London
Character: Everyman

Lucas would use the MyMood app with the goal of identifying the different emotions he experiences and if they are related to any external factors in order to have insights into what he can change to improve his lifestyle, helping him cope with social anxiety and depression. He would use MyMood as an alternative to his current physical diary, a notebook that he writes in whenever his mind is filled with thoughts and he uses it as a reference to having a better understanding of himself. He would start using the digital app because it's convenient to access it over his smartphone because he wants to identify patterns on his behaviour, as the statistics feature page makes it possible for the user to visualise and access information easily, without having to check many different pages for each day.

He would create his diary using the feature to do entries that can be found on the calendar, that is displayed on the app landing page. He would ideally make two inputs during the day.

During his working hours: This would be done whenever he has a shift of humour, he would make an entry, score his humour and describe what happened and what else (if anything) was involved at that moment.

When he is at home: Lucas lives alone and would use the app to score his mood, record his feelings and thoughts in a different scenario too.

He wouldn't use any alarms to be reminded of the inputs and would turn off any notifications that the app can possibly send.

Through the page that shows statistics generated with all the data Lucas has inputted, he can have an overview of a specific period that is informed by the user, he would be presented with colourful charts and he would look at the charts presented with different information and how they change, so he can then analyse and capture possible patterns of behaviour and give special attention to the details of what happens when his mood is really low. He can access a specific day by simply touching over the date that he desires.