

Leigh Davis
Capstone Part 3
March 2023



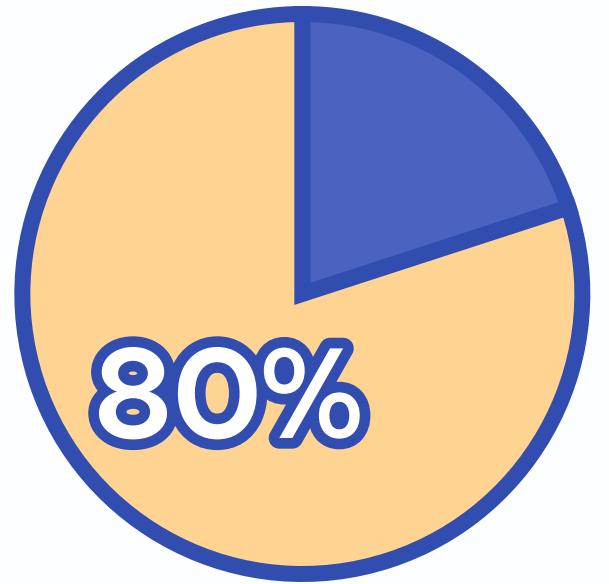
Problem Space

Creative individuals in America believe that they are falling short of their creative potential, struggling with hindrance stresses, creative blocks, burnout, and discouragement. There is a need for innovative solutions to address these challenges and help individuals unlock their full creative potential in a personalized and effective way.

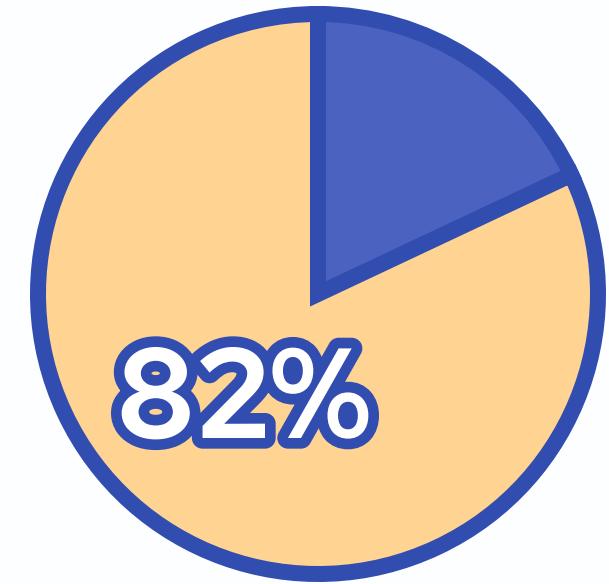
Research

Secondary Research

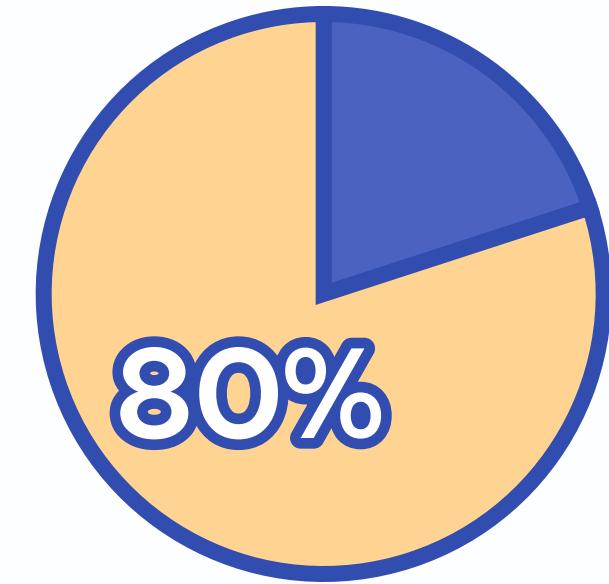
Stress is a well-known creativity killer, says psychologist Robert Epstein, PhD.



feel that unlocking
creativity is critical
to economic growth



feel they are not
living up to their
creative potential



are under growing pressure
to be productive in the priorities
of daily life/work
rather than be creative

Research Themes & Insights

Organizing Thoughts and Ideas

Notes on creative thoughts are often sporadic writings and visuals to help remember ideas. These can be difficult to organize.

Finding and Sustaining Inspiration

Inspiration is critical to the creative process but can be elusive, especially when experiencing creative blocks. Inspiration can come from various mediums.

Self-Doubt and Procrastination

The pressures of work/life priorities and mental/emotional blocks can derail even the most inspired creative process and lead to creative blocks.

How Might We

How might we help aspiring creative individuals work through their creative blocks, so that they can work can feel confident in living up to their creative potential?

Epics

Finding Inspiration

As a creative individual, I want games that promote creativity so that I can find new ideas and inspiration in a fun and engaging way.

Productivity

As a creative individual, I want to have a space to organize my creative notes so that I can easily bring my ideas to life and take action on them without feeling overwhelmed or stuck.

Mindfulness and Confidence

As a creative individual, I want a self-assessment tool so that I can identify the root cause of my creative block.

Core Epic

Mindfulness & Confidence

Persona:

A young, creative individual who wants to create in their free time and spread creative aspects into their work life, but struggles with creative blocks and burnouts.

Primary task /product function:

A mobile app that offers self-assessment tools, guided stress reduction exercises, and gamified features (free writing/drawing prompts and image/word association) that can help creative individuals identify the root cause of their creative blocks, recharge their creativity, overcome their fear of judgment, experiment with new techniques, and set small achievable goals to build momentum and gain confidence in their work.

Persona



Delilah, 28

New York, NY

Environmental Engineer

“

Creative block is just a wave,
don't let it sink your ship. ”

Background

Delilah loves to create visual art, music and food recipes in her free time, but she often struggles with creative blocks and burnout after being under the pressure to be productive in her work/life priorities.

Ambitions

- To productively create in her free time and spread creative aspects into her work life

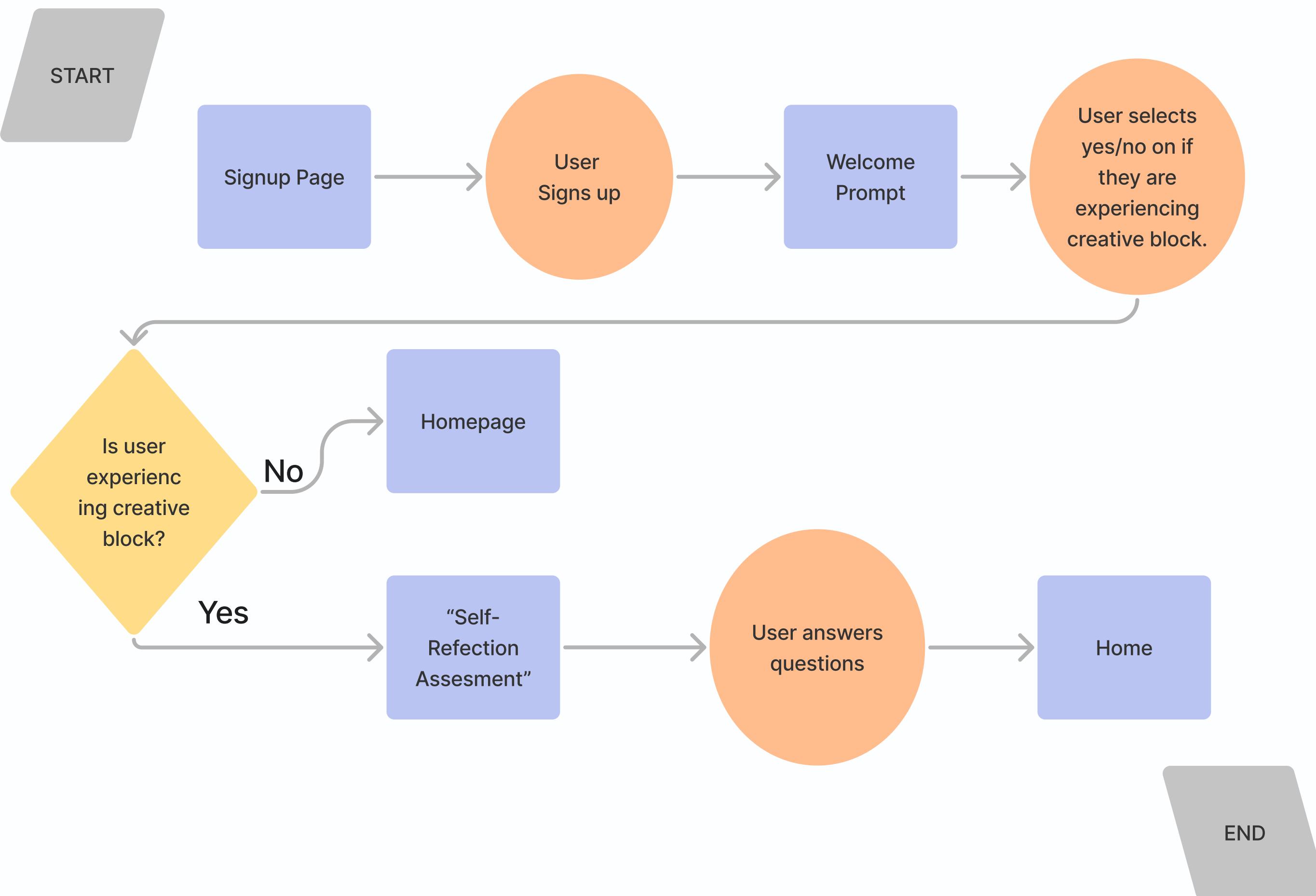
Frustrations

- Struggles with creative blocks and burnouts

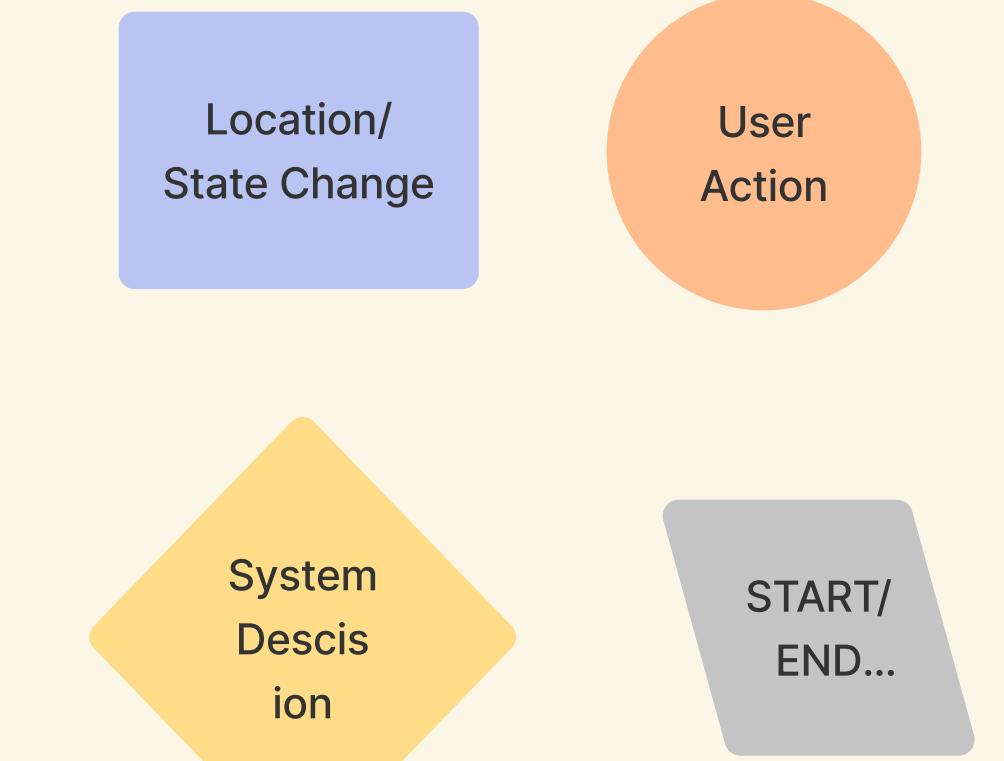
Behaviors

- Actively seeks new sources of inspiration to fuel her creativity

Task Flow



Legend:



Branding

Moodboard



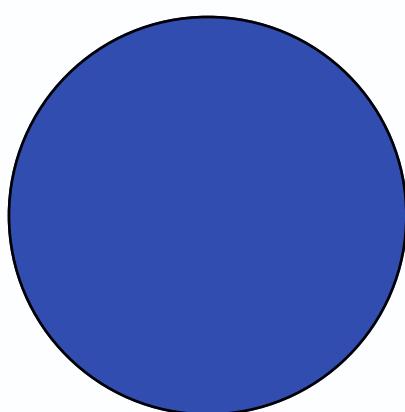
Naming

UnBloc

A name that embodies the brand's focus on facilitating creativity by removing barriers in a lucid and spacious manner, yet stimulating, balanced and polished, while avoiding any offsetting or cramped elements that could exacerbate creative block.

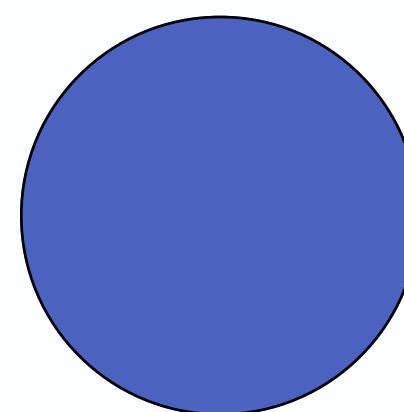
Colors

Primary



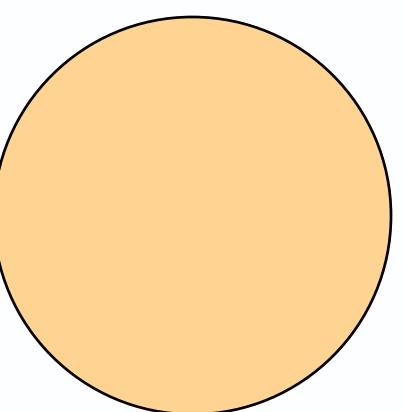
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Blue 100



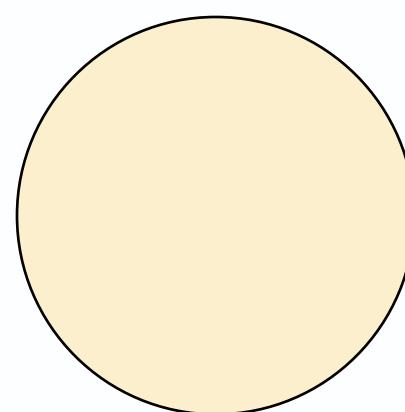
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Blue 200



#FFD392

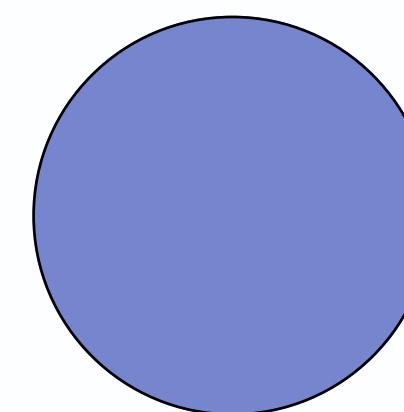
Orange 100



#FCEFCE

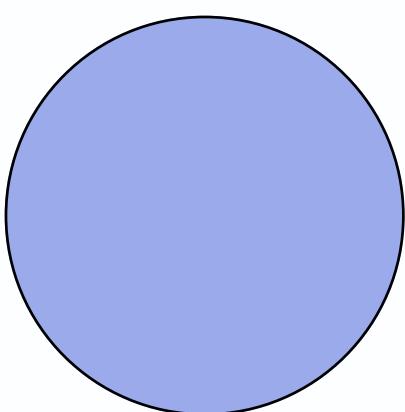
Yellow 100

Secondary



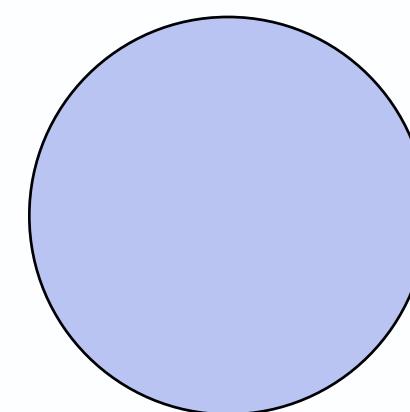
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Blue 300



#9AAAEA

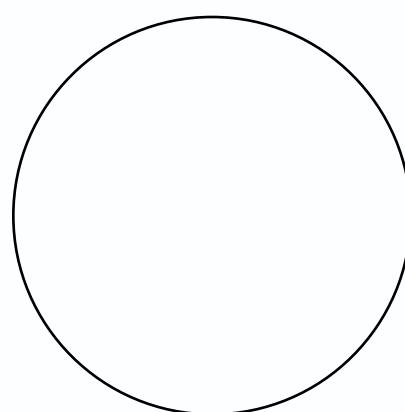
Blue 400



#B9C4F2

Blue 500

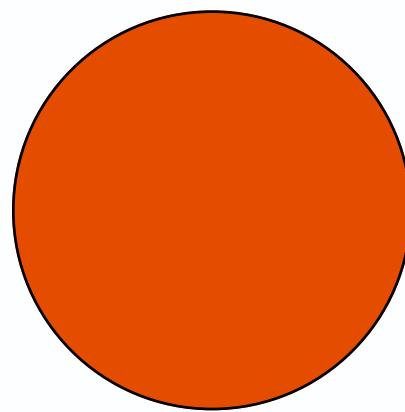
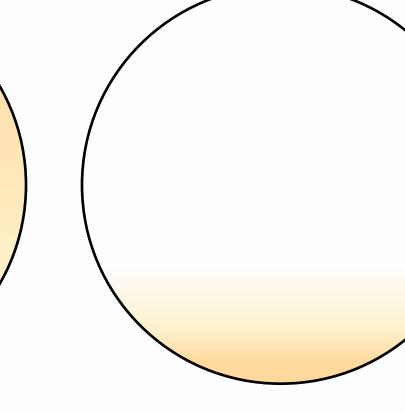
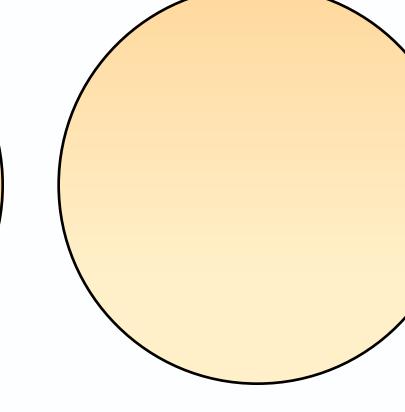
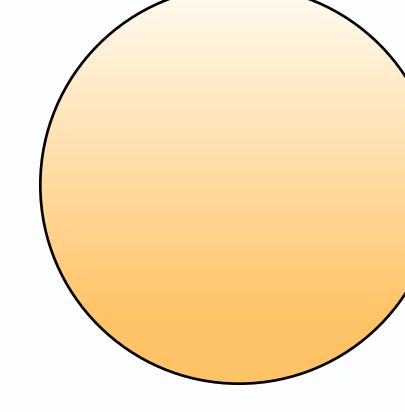
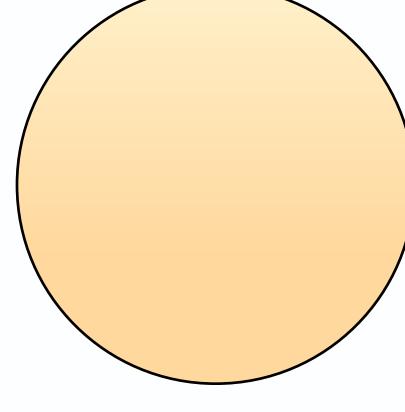
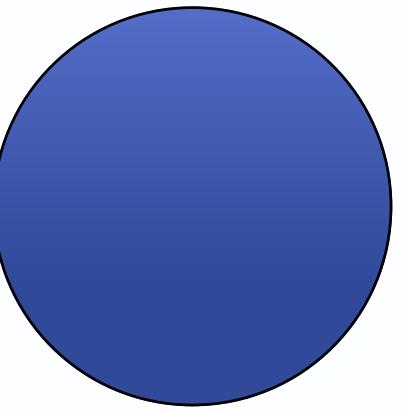
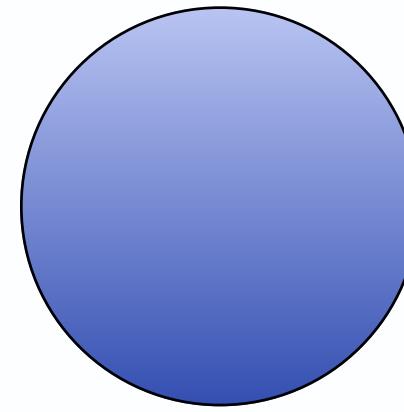
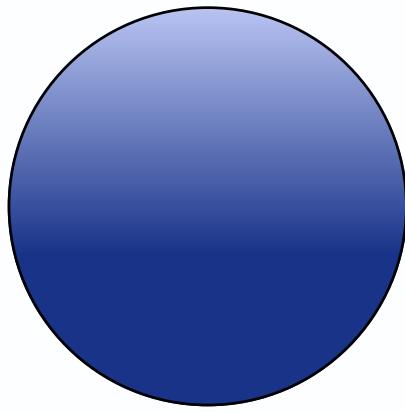
Neutrals



#FDDEFF

Off-White 100

Linear-Gradients

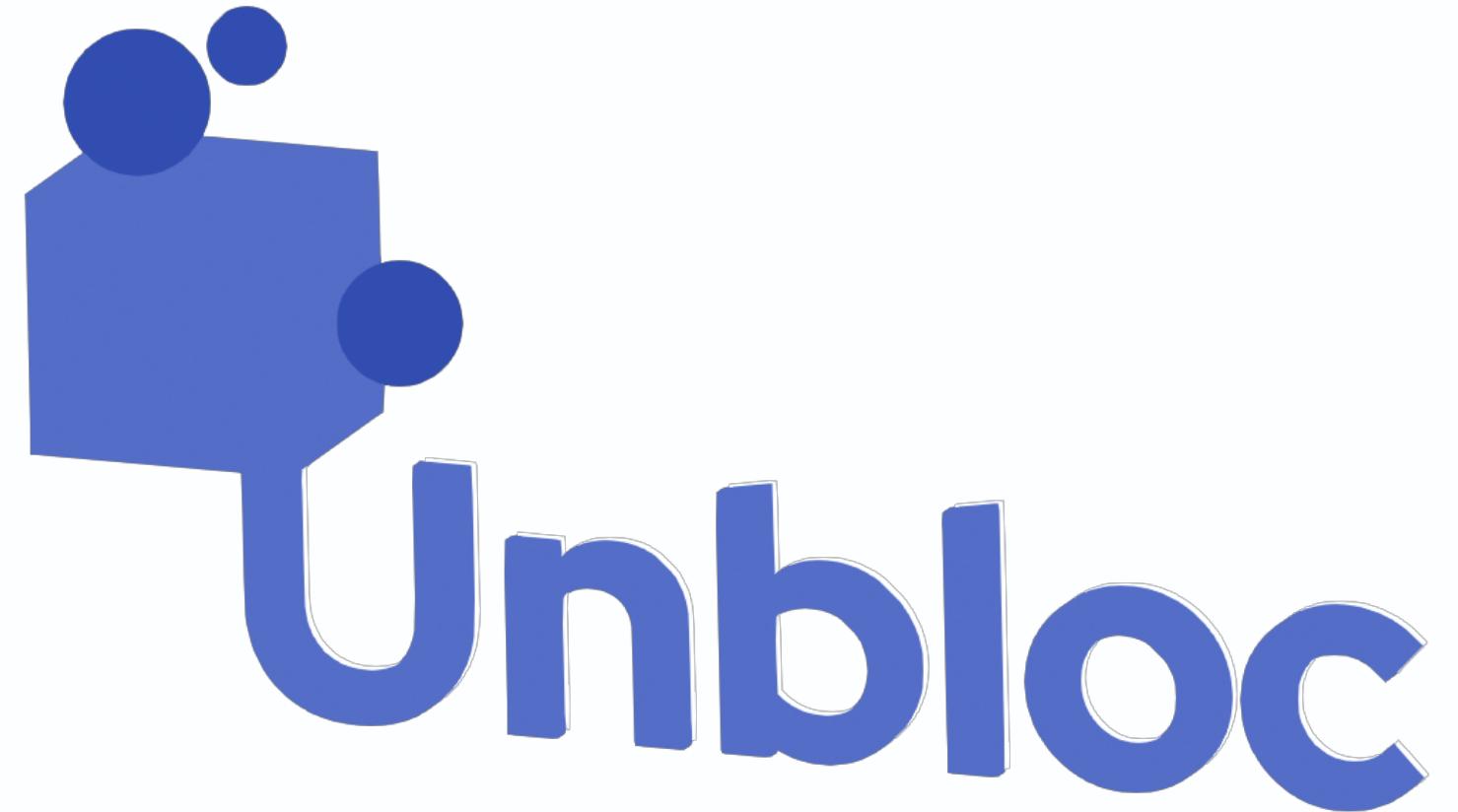


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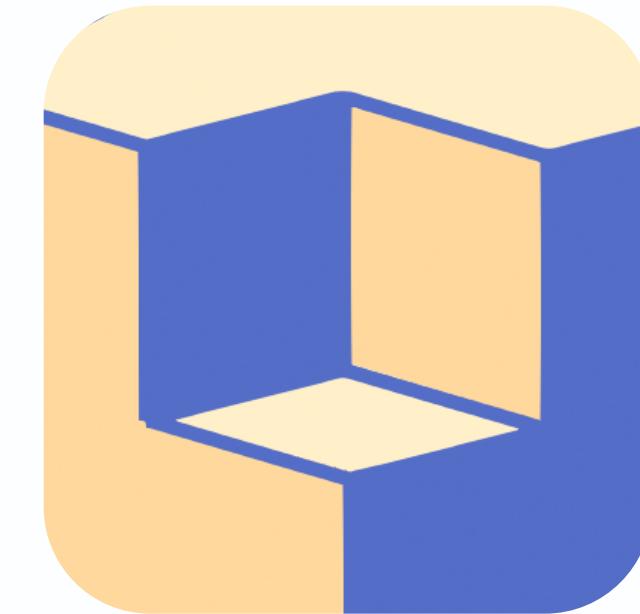
Red 100

Watermark and App Icon

Wordmark



App Icon



Actual Size



Typography

Font: Red Hat Display

Medium

The quick brown fox jumps over the lazy dog 36px
The quick brown fox jumps over the lazy dog 28px
The quick brown fox jumps over the lazy dog 20px

Bold

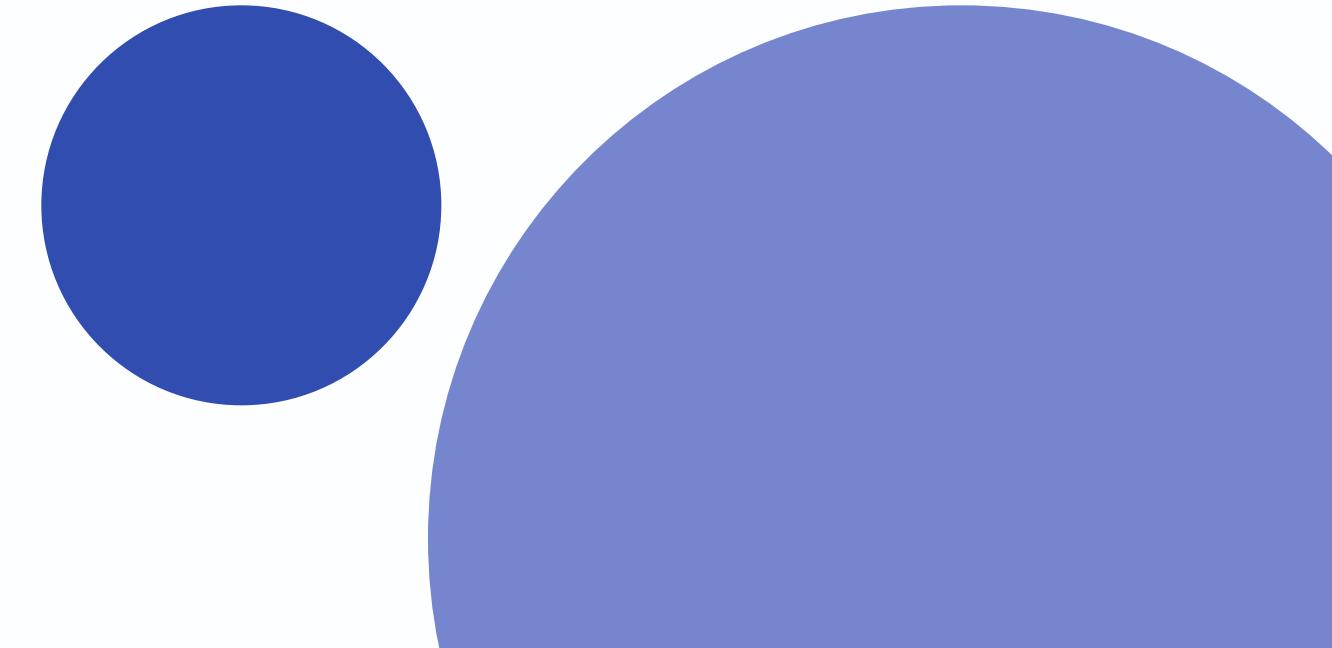
The quick brown fox jumps over the lazy dog 48px
The quick brown fox jumps over the lazy dog 27 px
The quick brown fox jumps over the lazy dog 20 px

Regular

The quick brown fox jumps over the lazy dog 32 px
The quick brown fox jumps over the lazy dog 24px
The quick brown fox jumps over the lazy dog 16px

SemiBold

The quick brown fox jumps over the lazy dog 32px
The quick brown fox jumps over the lazy dog 20 px
The quick brown fox jumps over the lazy dog 16px



UI Design

UI Inspo

Headspace Stories



Your app brings so much peace and tolerance to our home.

Rachael, UK

on meditation's positive effect on family life



I came to learn that the storyline in my head ... was holding me back.

Peter, Belgium

on what he learned when sitting with himself

Meditation and mindfulness for any mind, any mood, any goal

Meditation

[What is meditation](#)
[Meditation for beginners](#)
[Benefits of meditation](#)
[Guided meditation](#)
[Meditation techniques](#)
[See more →](#)

Stress

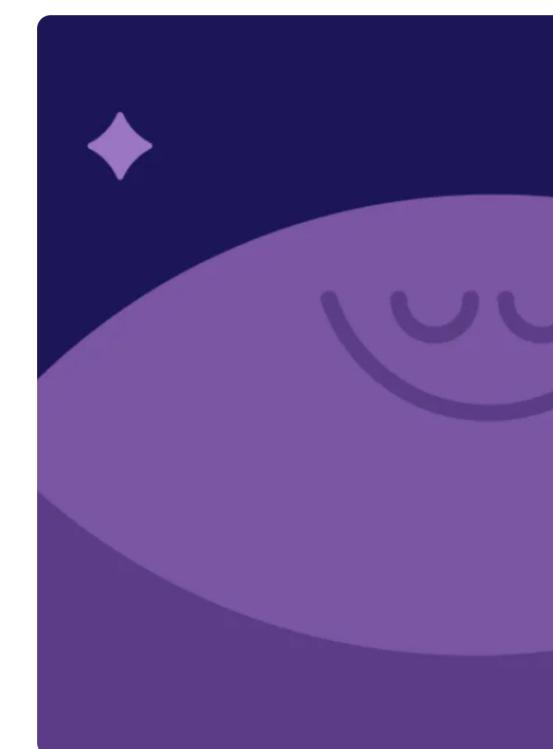
[Meditation for anxiety](#)
[How to relieve stress](#)
[Meditation for stress](#)
[How to relax](#)
[How to reduce anxiety](#)
[See more →](#)

Sleep

[How to sleep better](#)
[Meditation for sleep](#)
[How to fall back asleep](#)
[How to wake up](#)
[Sleep hacks](#)
[See more →](#)

Mindfulness

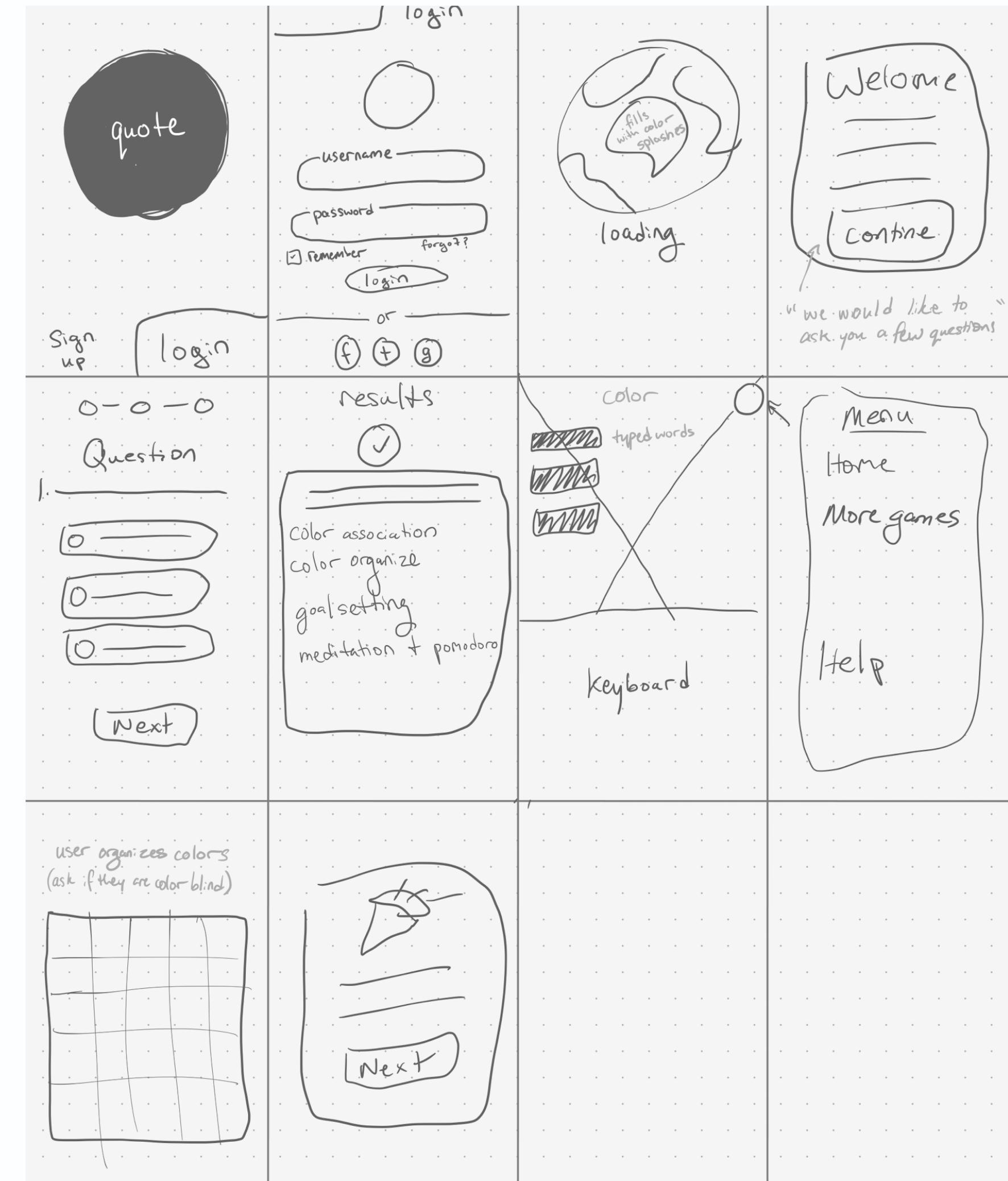
[How to stop worrying](#)
[How to form a habit](#)
[How to be more grateful](#)
[How to be more present](#)
[How to improve self-esteem](#)
[See more →](#)



Exploratory Sketches

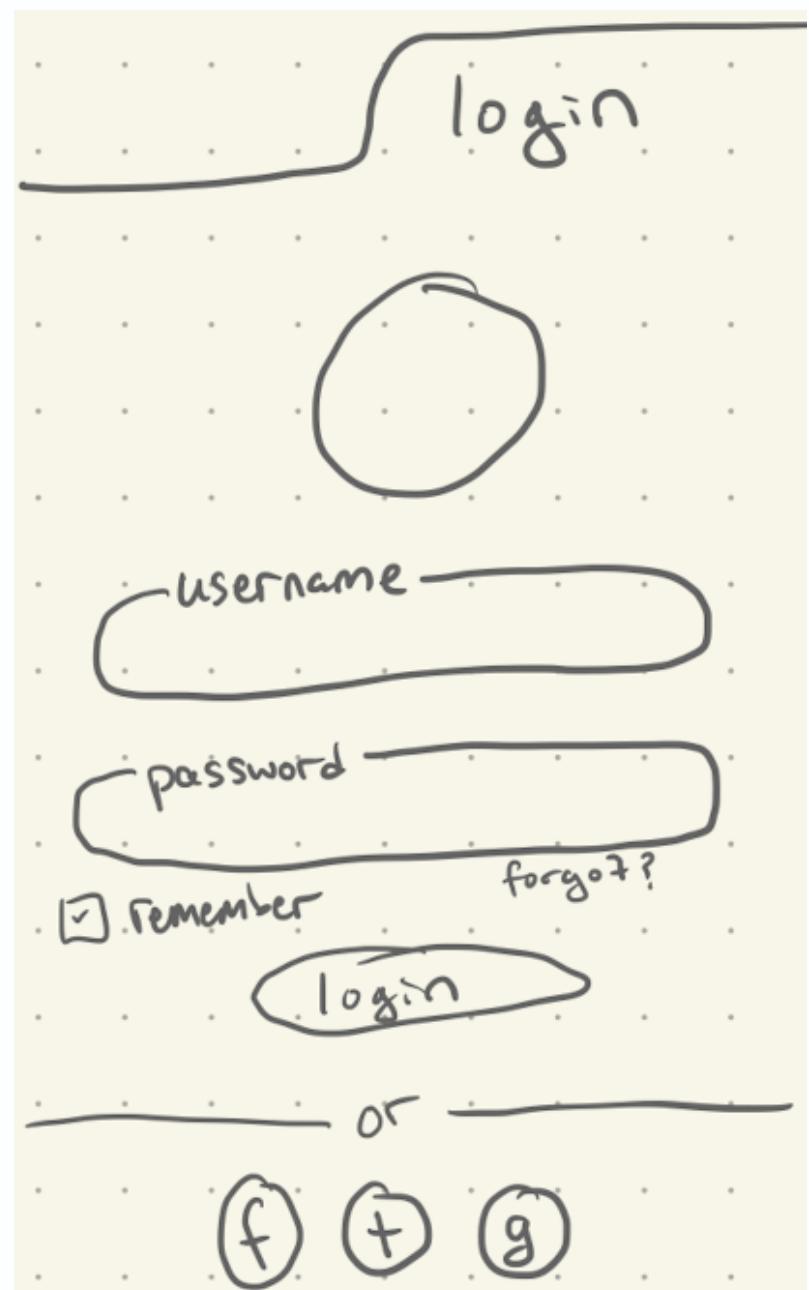


Solution Sketches

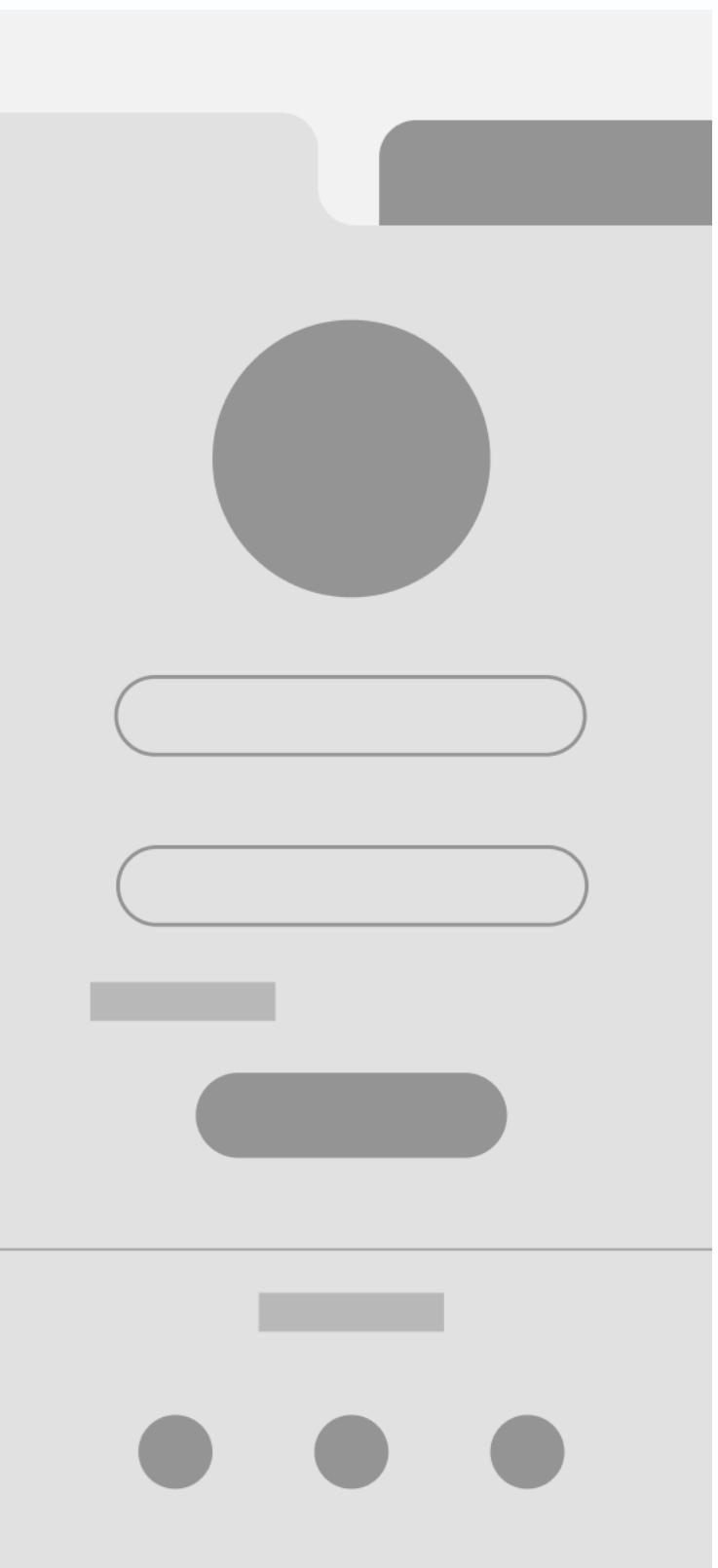


Progress

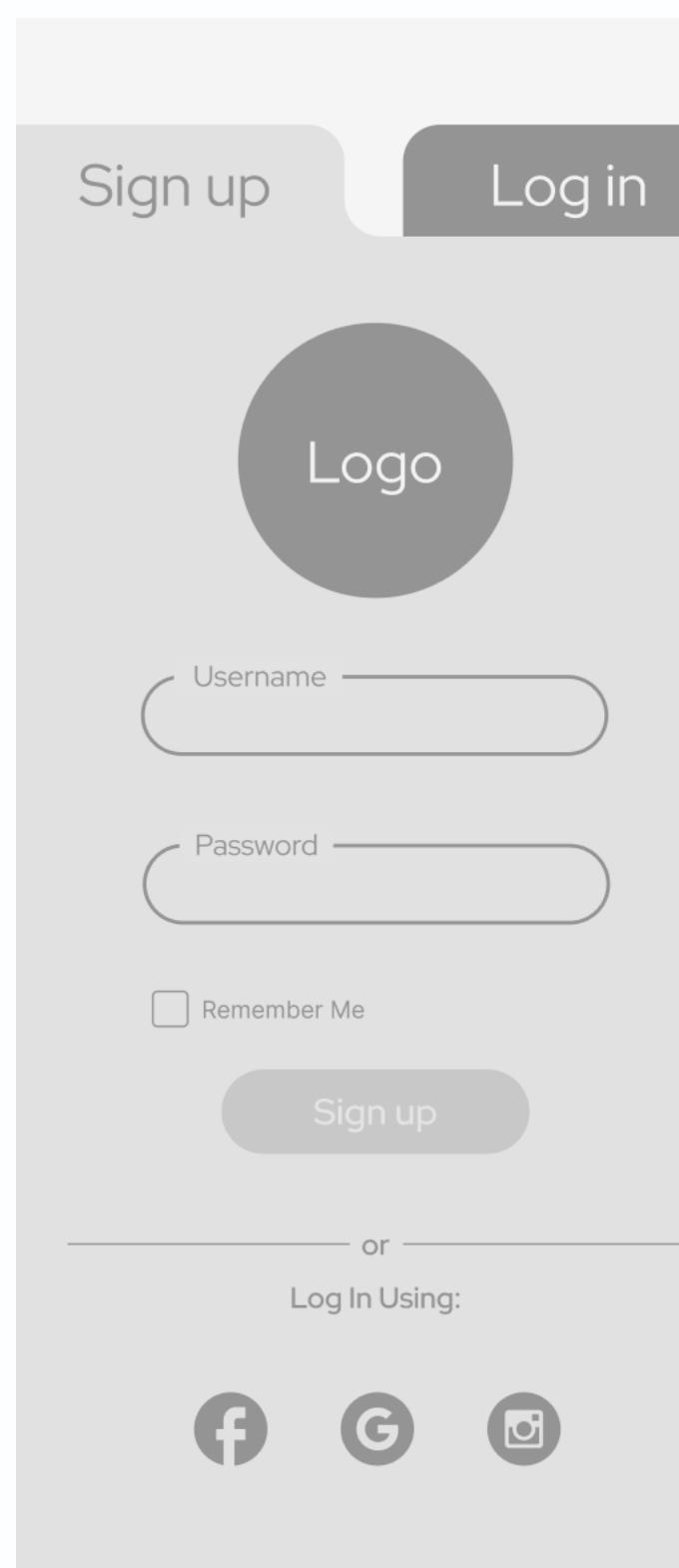
Sketch



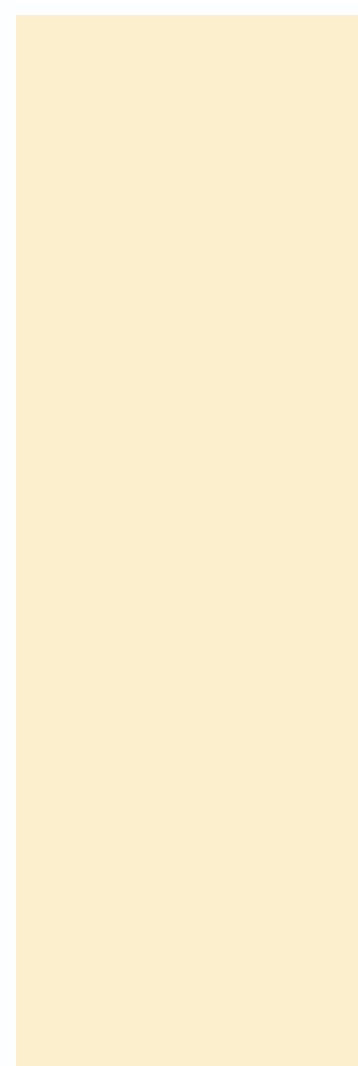
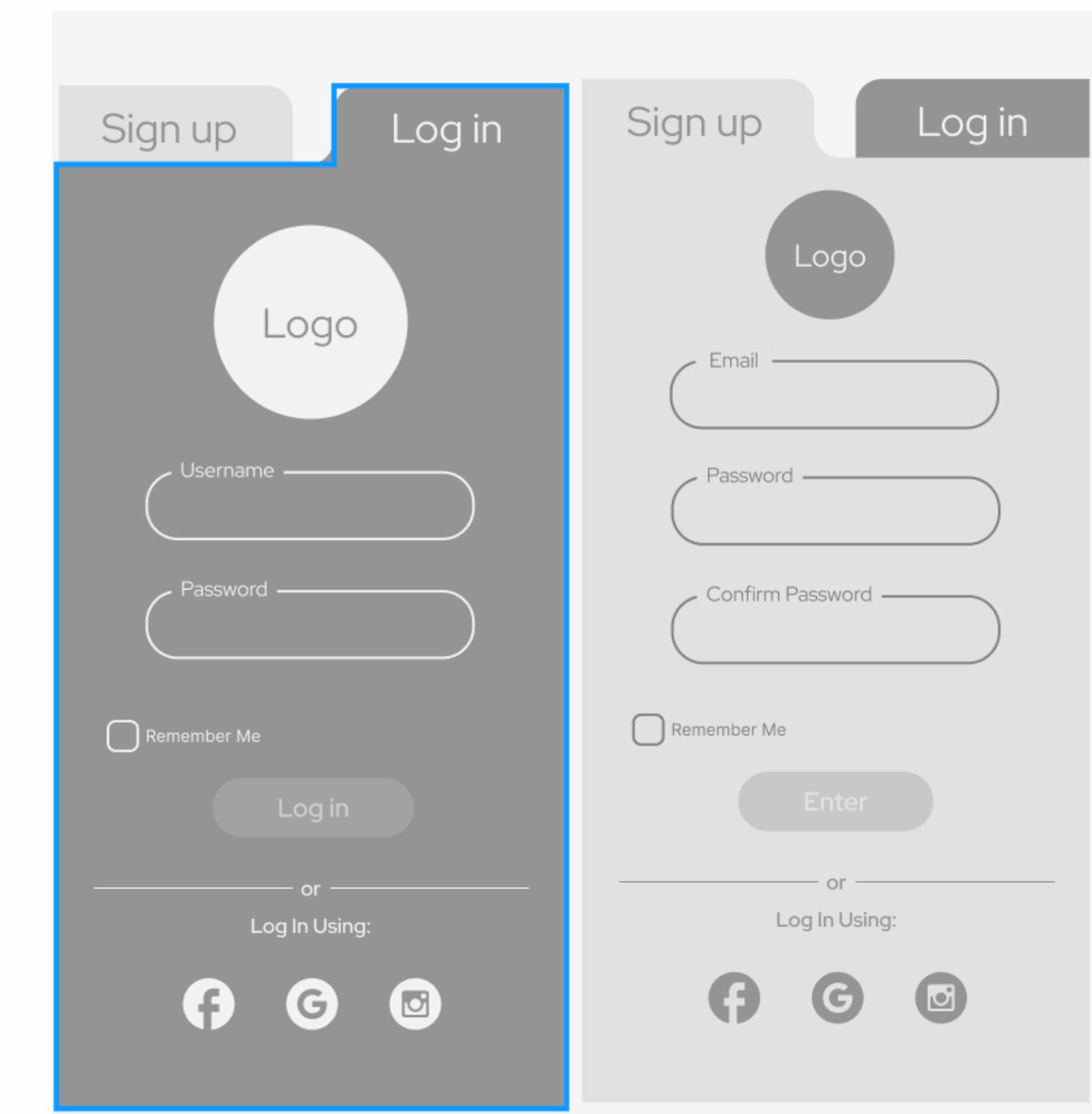
Wireframe



First Iteration

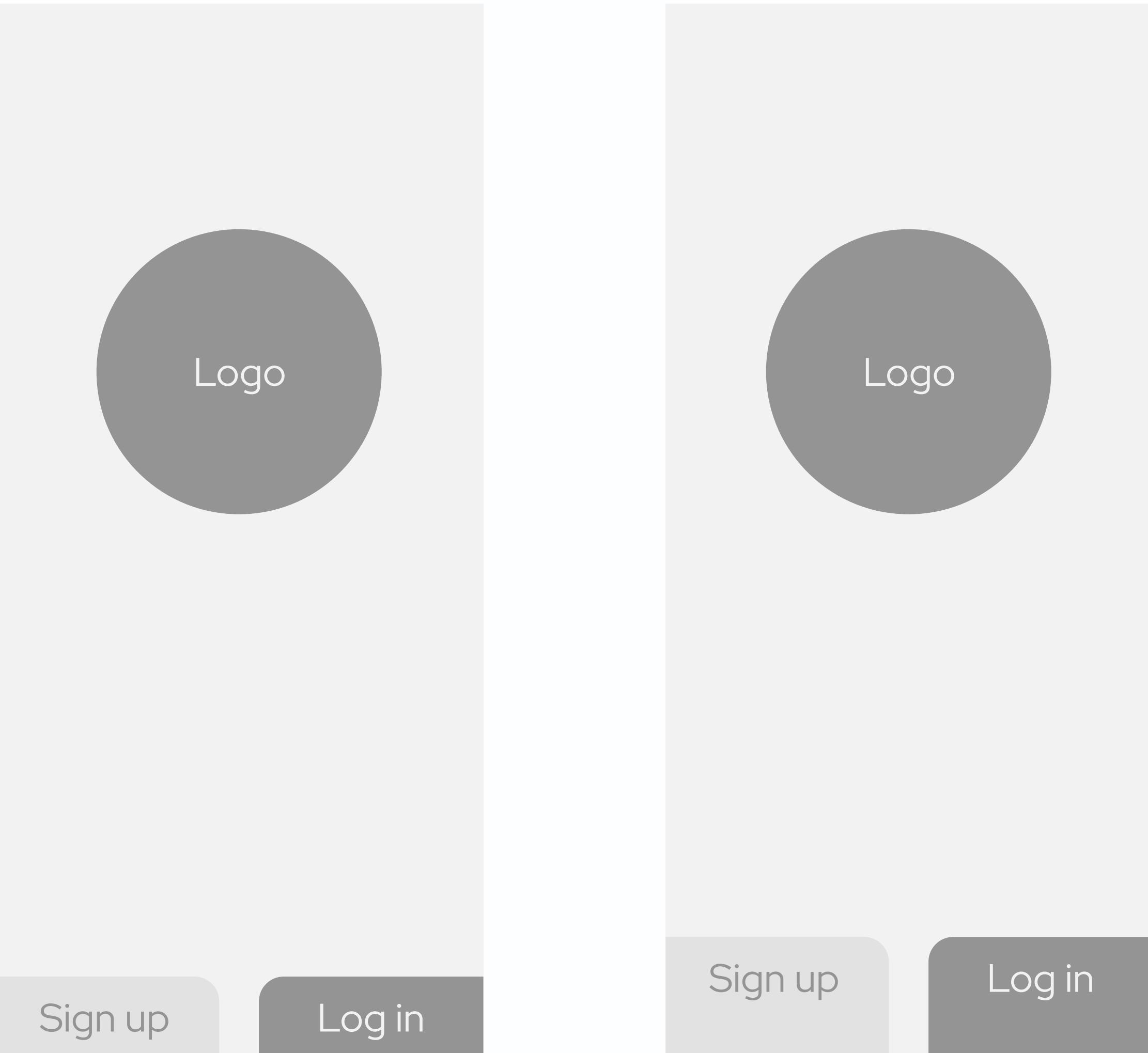


Second Iteration



Changes

Move the Sign up buttons
into view



Changes

Widen the options

Move the skip button to remove temptation of clicking

Q1 — Q2 — Q3

Question 2

What type of creative work are you trying to achieve?

Writing

Music

Visual Art

Other

Skip

Q1 — Q2 — Q3 — Q4

Question 2

What type of creative work are you trying to achieve?

Writing

Music

Visual Art

Other

Back Next Skip

High Fidelity

24



[Click here](#)

Final Thoughts

Challenges

Organizing Thoughts and Ideas

Notes on creative thoughts are often sporadic writings and visuals to help remember ideas. These can be difficult to organize.

Finding and Sustaining Inspiration

Inspiration is critical to the creative process but can be elusive, especially when experiencing creative blocks. Inspiration can come from various mediums.

Self-Doubt and Procrastination

The pressures of work/life priorities and mental/emotional blocks can derail even the most inspired creative process and lead to creative blocks.

Key Learnings

Details

Spend less time on details and more on the larger picture

Scope Creep

Managing scope creep is essential to developing a successful project

Next Steps

Pomodoro Timer

Designing a
pomodoro timer

Games

Adding additional
games and features

Thank You!