



# PIECE OF MIND

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*A piece of your mind. for some peace of mind*



[pieceofmind.com](http://pieceofmind.com)

# ABOUT

Piece of Mind

**Piece of Mind is a website that aims to give users a unique digital experience, and provide an emotional outlet for those that need it.**

*“Pieces” are submitted anonymously from people all over the world and are archived for everyone’s viewing (this is optional).*

# THE VISION

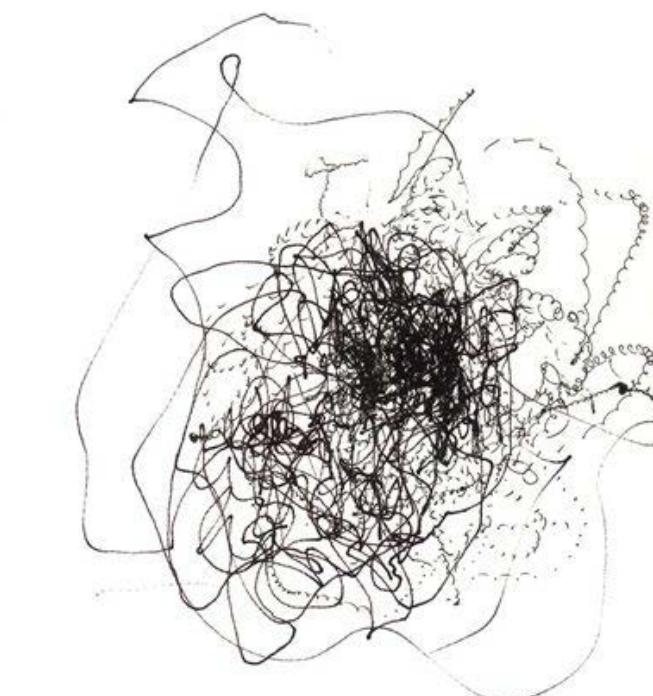
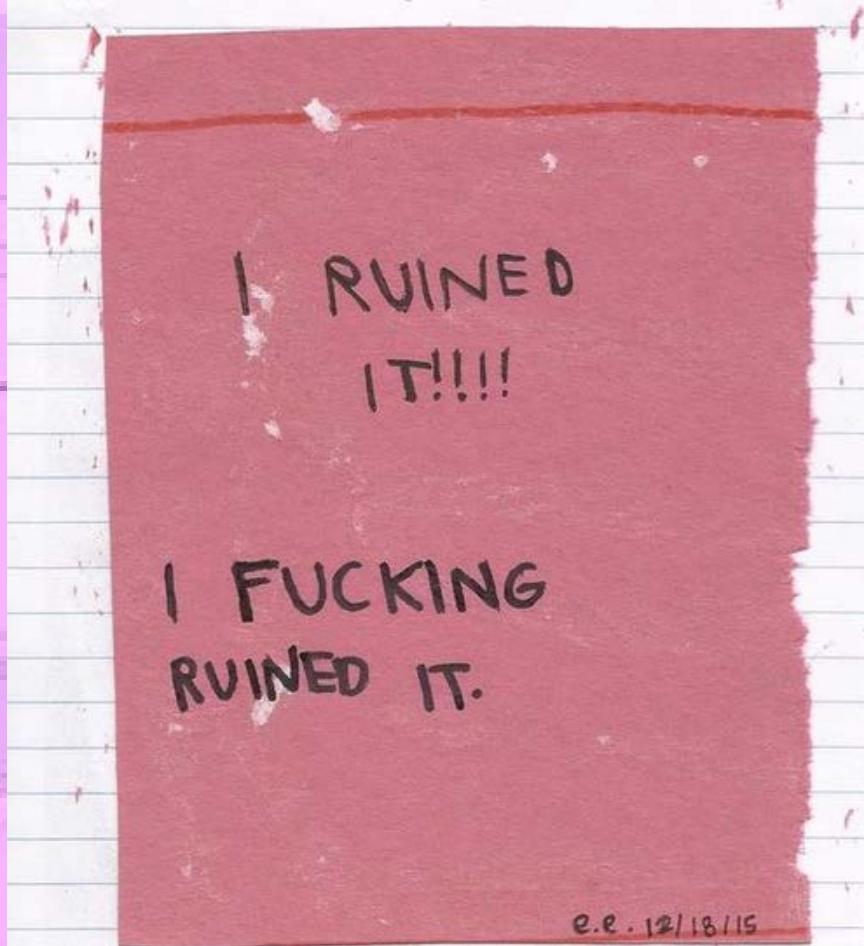
A place to acknowledge and let thoughts be temporary. Share your thoughts anonymously with no judgement, burn/throw/scribble on these thoughts and learn to let go and move on.

# PURPOSE

Piece of Mind is a fictional company that sells journals and stationary. The aim of the website is to advertise their products indirectly via an interactive experience where users are introduced to online micro journaling.

The website essentially works as anonymous confession page (will be moderated), and users can choose to support the project by purchasing stationary through their shop.

# VISUAL REFERENCES



# PERSONA #1

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## OLIVE

**27 YEARS OLD**

Freelance Graphic  
Designer  
Salary: ~35K

## BACKGROUND

**Olive has been freelancing for two years and has found joy in being able to work from the comfort of her home and near her beloved cats at all times. She loves journaling, her cats and karaoke.**

## FRUSTRATIONS

While she adores her work, she has recently found herself burnt out and frustrated with the lack of work in the market.

## NEEDS

Olive feels somewhat embarrassed about sharing her work situation with friends/family. She needs a place to share her frustrations and be reminded that her situation is completely normal.

# PERSONA #2

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**MAI**

**32 YEARS OLD**

Hand Model / Content  
Creator  
Salary: ~50K

**BACKGROUND**

**Mai has gained popularity by sharing videos of her daily life as a hand model. In her free time she enjoys playing the piano, rhythm games and plants.**

**FRUSTRATIONS**

Her online persona gained popularity in an incredibly short time and she often feels pressured to maintain a particular image for herself.

**NEEDS**

Mai is dealing with a lot of internal conflict and feels she could use to let her frustrations out without any commitment or repeatedly venting to her friends.

# PERSONA #3

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## SUNNY

**17 YEARS OLD**

Student

Salary: Monthly Stipend

## BACKGROUND

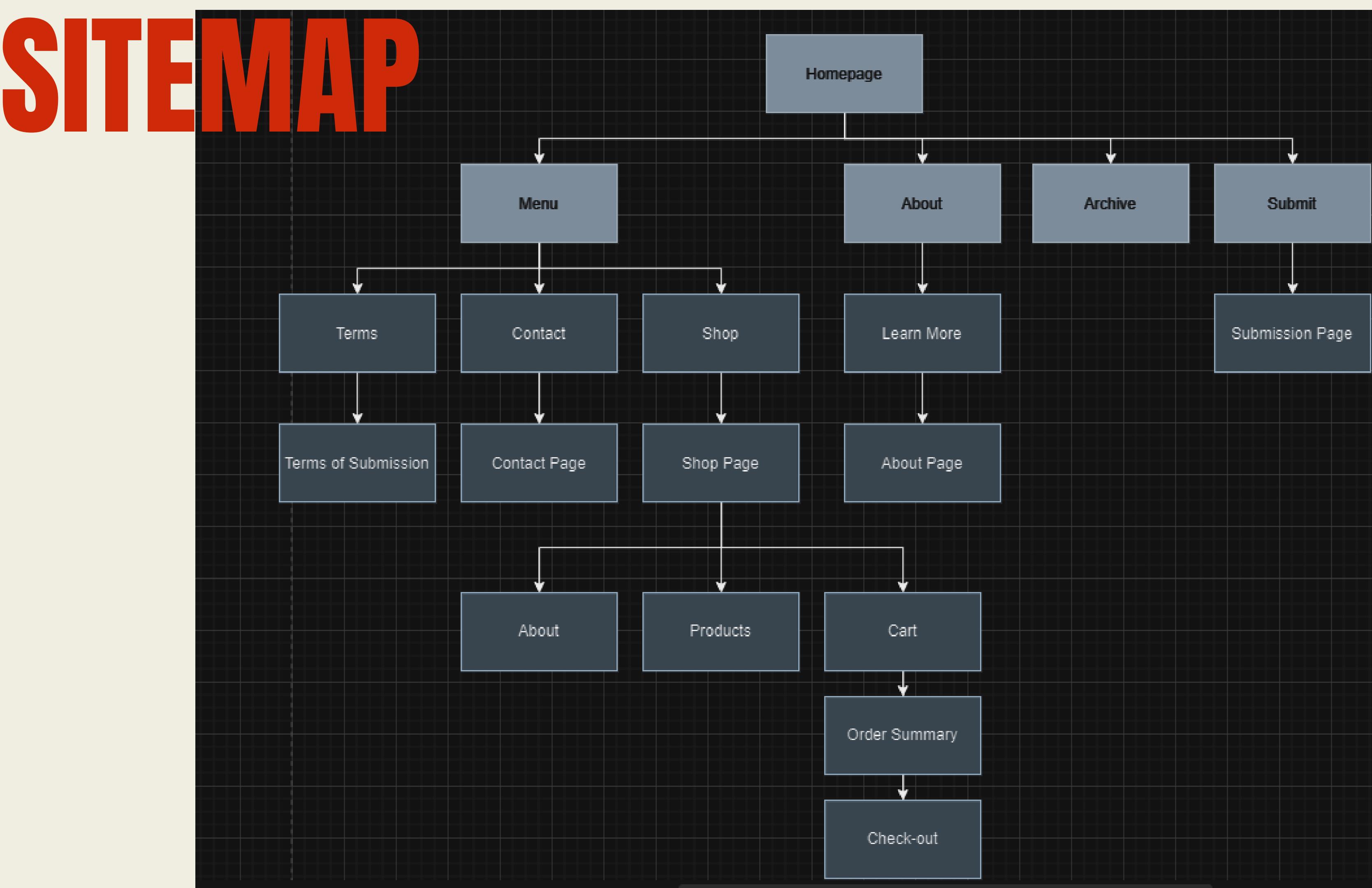
**Sunny is a full time student who occasionally helps out at his family business. He enjoys learning languages, video games and reading comics.**

## FRUSTRATIONS

Being in his final year before entering university, he feels frustrated with not having the time to indulge in his hobbies as well as having worries about his future.

## NEEDS

Sunny needs a place to find solace from people going through/who have gone through the same situation as him. Journaling could benefit him to set his goals straight and let out any worries without judgement.



# STYLE GUIDE

**PIECE OF MIND**

**PIECE OF MIND**

Primary

Secondary

Primary

Secondary

**Anton**

**Header 1**

**Header 2**

**Header 3**

**Header 4**

**Inter**

This is a Body Copy. *Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.*

*Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.*

*[This is a link](#)*

#0C0B0B

#9AB4D4

#FOEDE1

#CE2A09

Input	Process	Output
<ul style="list-style-type: none"> <li>• <b>Click on Submit button in Homepage</b></li> </ul>	<p>Button changes colour on hover Change page to Submission Page</p>	<b>Homepage changes to Submission page</b>
<ul style="list-style-type: none"> <li>• <b>Click on Menu</b></li> </ul>	<p>Menu tab opens as a hamburger menu</p>	<b>Menu options are displayed</b>
<ul style="list-style-type: none"> <li>• <b>Click on Terms in Menu</b></li> </ul>	<p>Terms Button changes colour on hover Load Terms of Submission Page</p>	<b>Display Terms of Submission</b>
<ul style="list-style-type: none"> <li>• <b>Click on Shop in Menu</b></li> </ul>	<p>Button changes colour on hover Open new tab and load Shop Page</p>	<b>Display Shop Page</b>
<ul style="list-style-type: none"> <li>• <b>Click on Contact in Menu</b></li> </ul>	<p>Button changes colour on hover Load Contact Page</p>	<b>Display Contact Page</b>

# IPO CHART

Input	Process	Output
<ul style="list-style-type: none"> <li>• Submit Contact Form</li> </ul>	<p>Button changes colour/icon on hover</p>	<p><b>Contact Form submitted</b></p>
<ul style="list-style-type: none"> <li>• Click cancel in Contact Form</li> </ul>	<p>Reset all Input in form</p>	<p><b>Contact Form resets</b></p>
<ul style="list-style-type: none"> <li>• Refresh in Homepage</li> </ul>	<p>Submissions displayed in a carousel component in the Homepage change to most recent submissions</p>	<p><b>Recent Submissions are displayed in the carousel</b></p>
<ul style="list-style-type: none"> <li>• Click on Learn More on the About section</li> </ul>	<p>Button changes colour on hover Load About Page</p>	<p><b>About Page is displayed</b></p>
<ul style="list-style-type: none"> <li>• Drag lighter icon and interact with Paper</li> </ul>	<p>Paper burns as mouse hover over the paper if dragging the lighter icon</p>	<p><b>Submit prompt appears as pop-up</b></p>

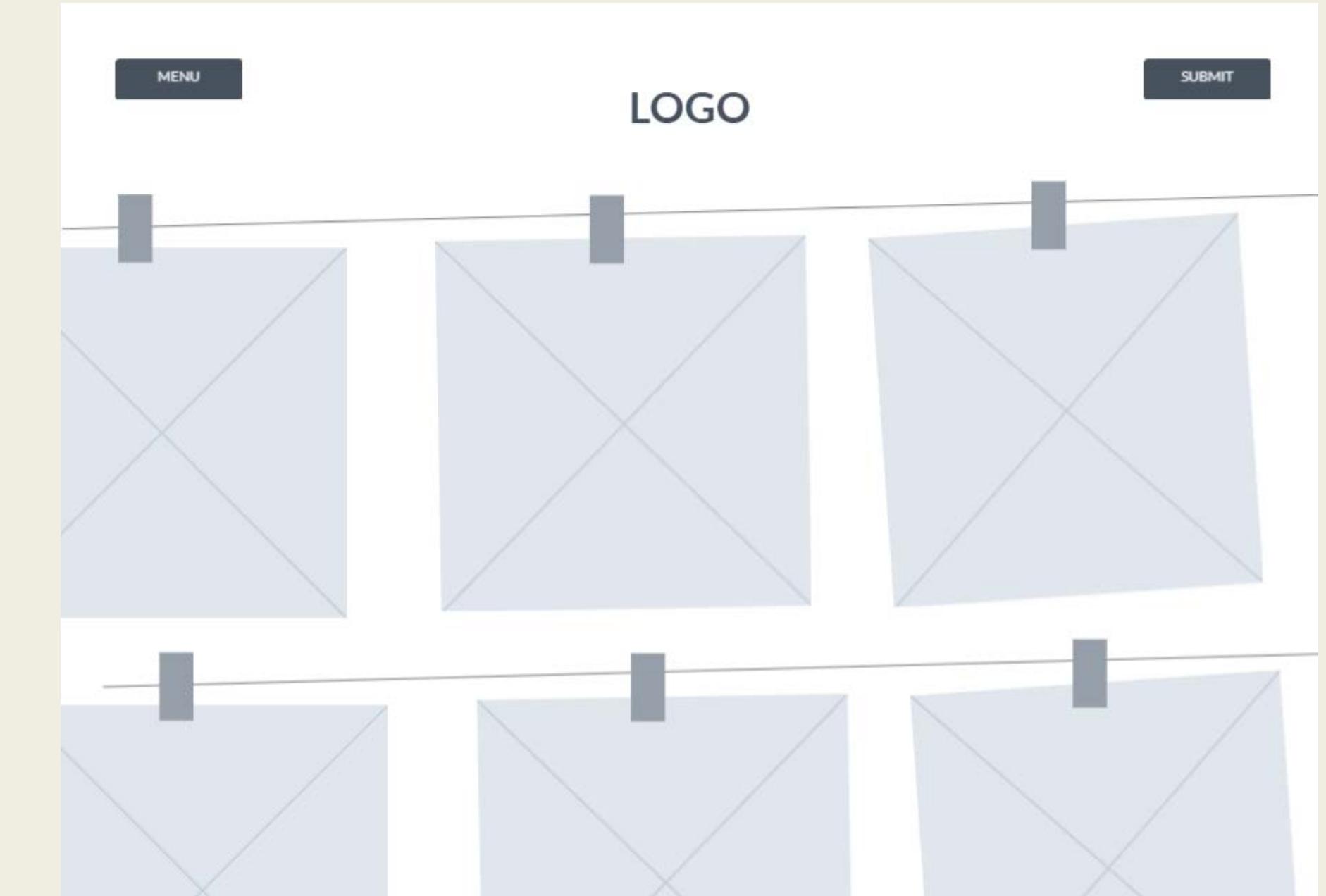
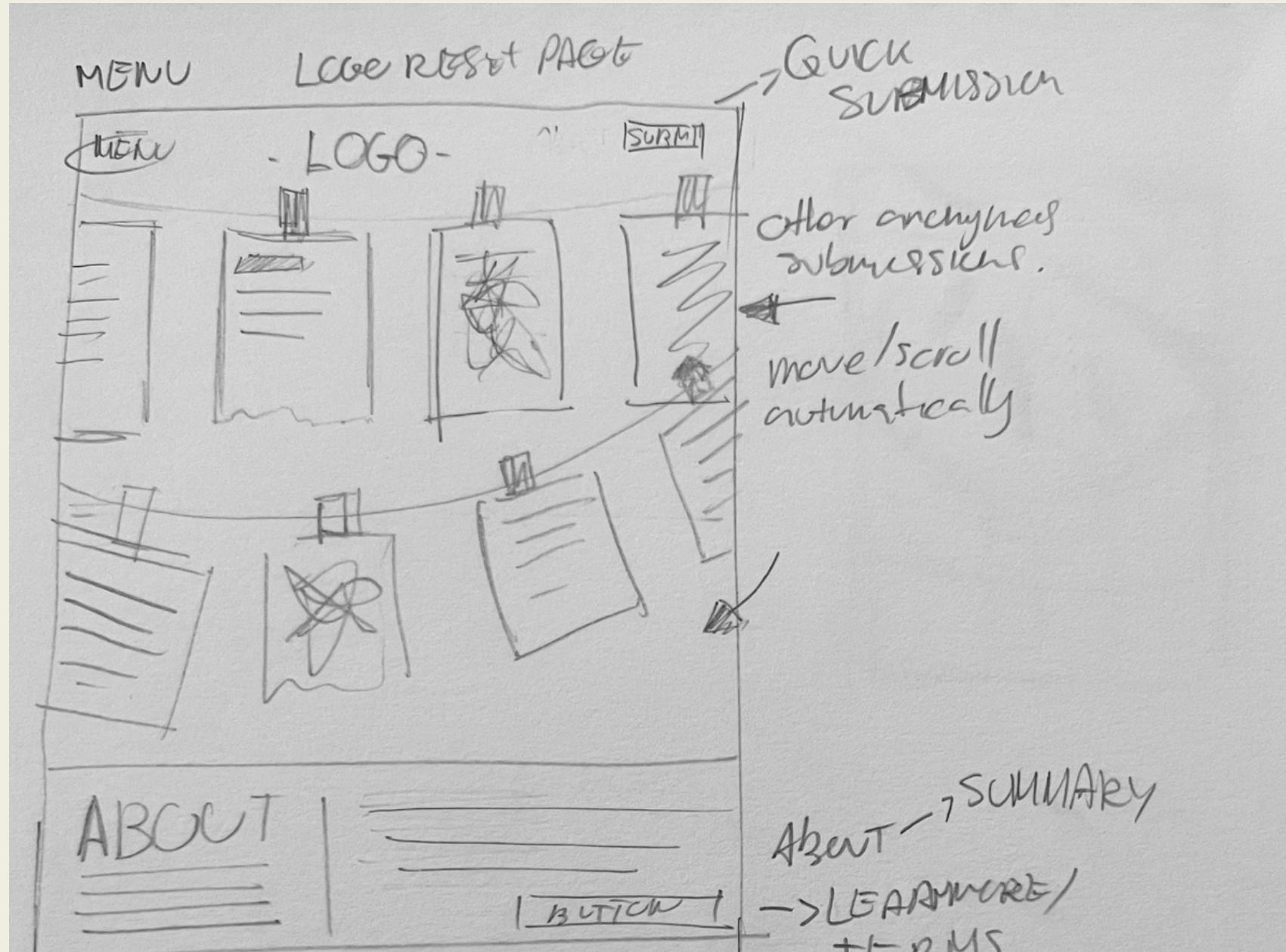
# IPO CHART

Input	Process	Output
<ul style="list-style-type: none"> <li>• Click on Product in Shop page</li> <li>• Add Product to Cart</li> <li>• Click on cart</li> <li>• Click on Check-out button</li> <li>• Click on About in Shop Page Navigation</li> </ul>	Load Product Page  Add item to cart Change cart icon to display added item  Load Cart/Order Summary  Load Check-out Page  Load Shop About page and FAQ	<b>Display Product Description/Page</b>  <b>Product added to cart</b>  <b>Display Order summary/Items in Cart</b>  <b>Display Check-out Page</b>  <b>Display About Page and FAQ</b>

IPO CHART

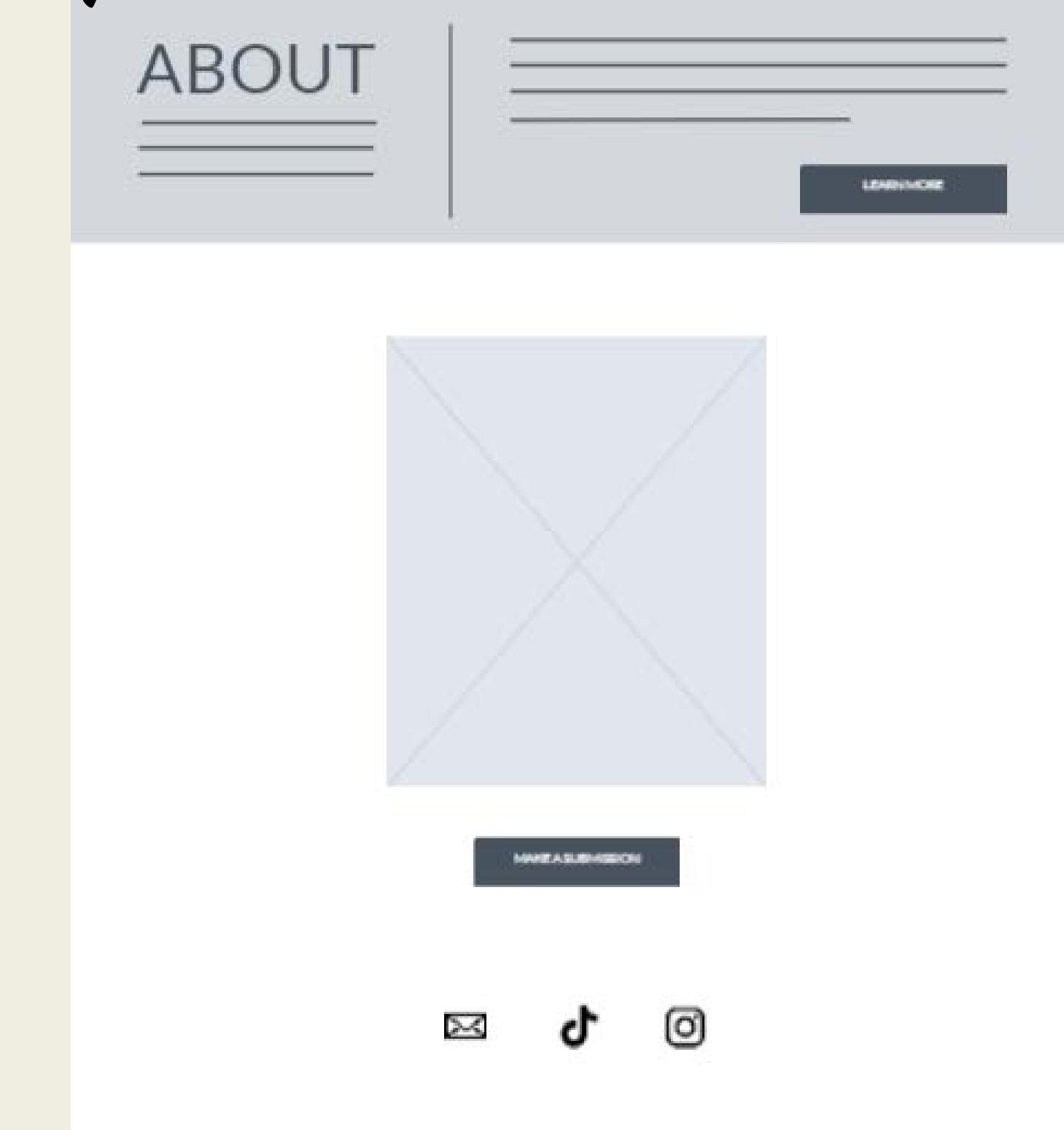
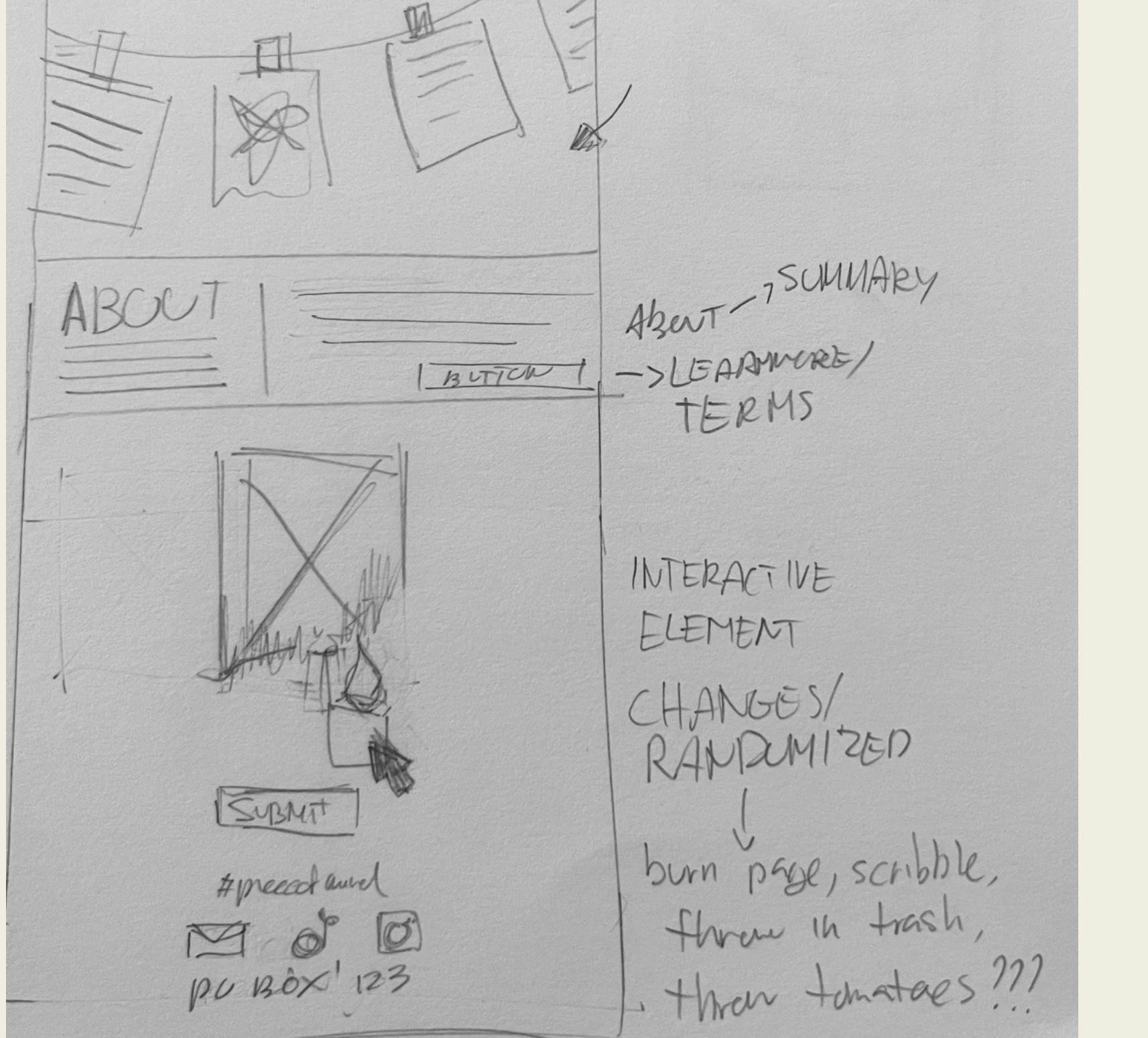
# WIREFRAMES

## Homepage



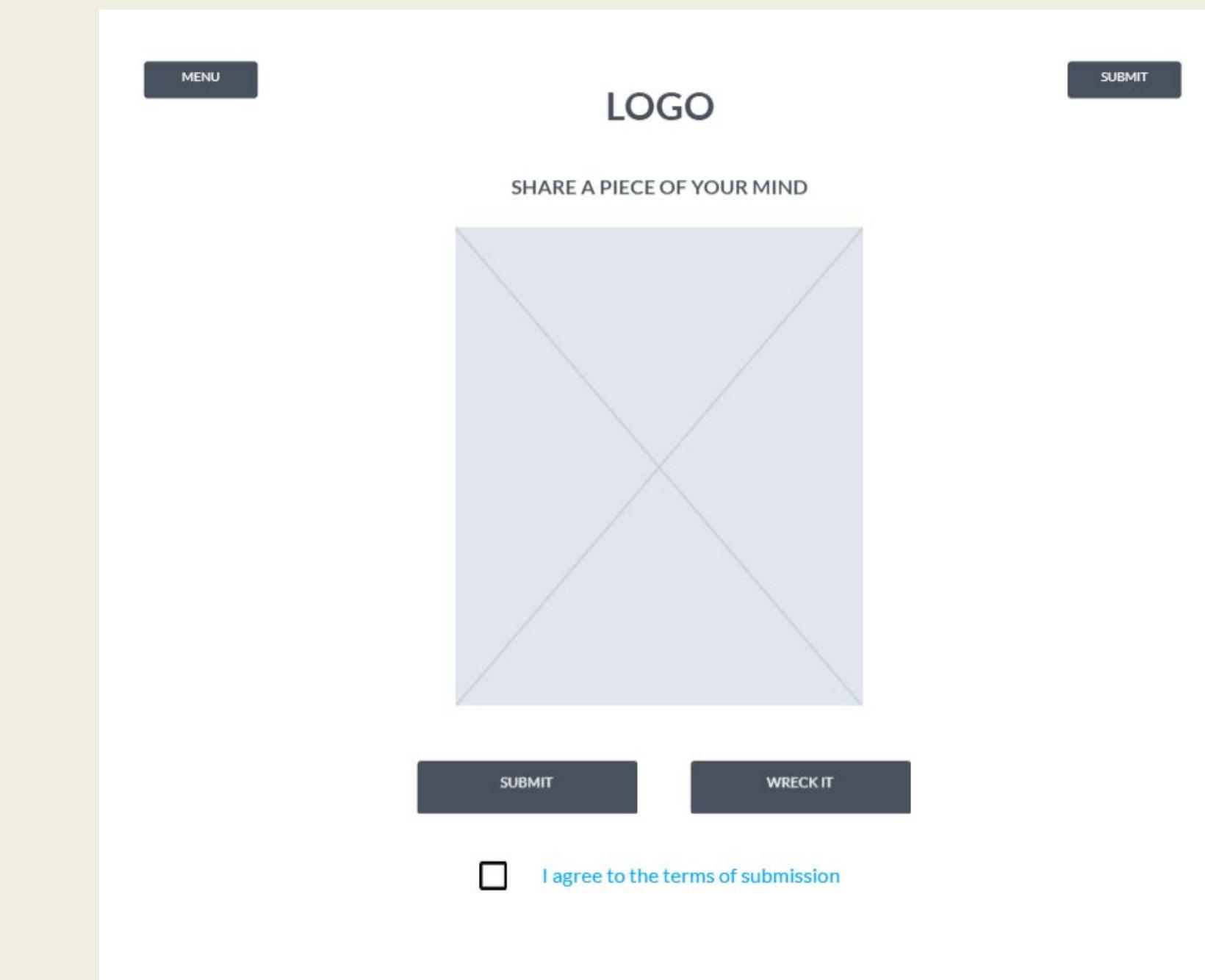
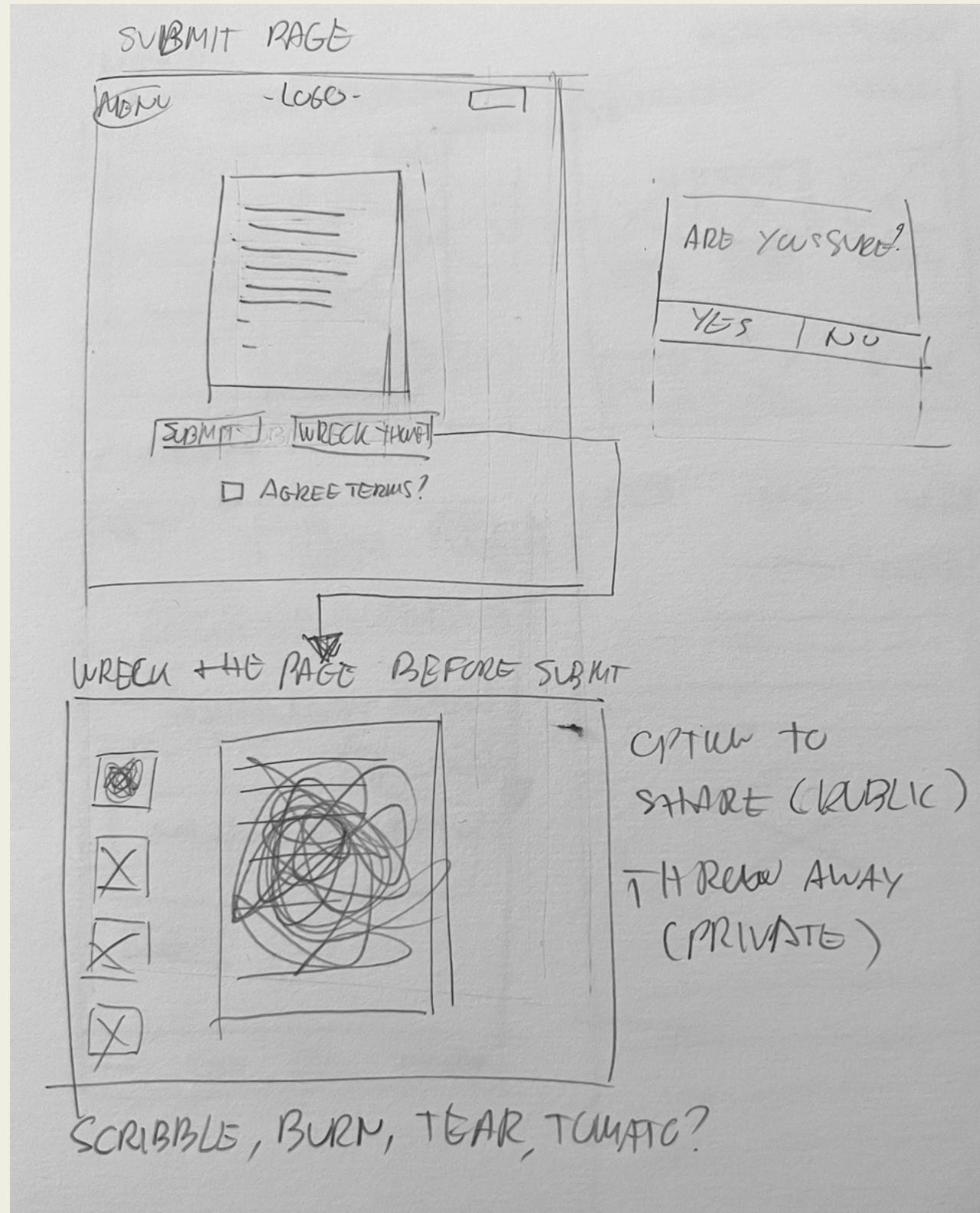
# WIREFRAMES

## Homepage



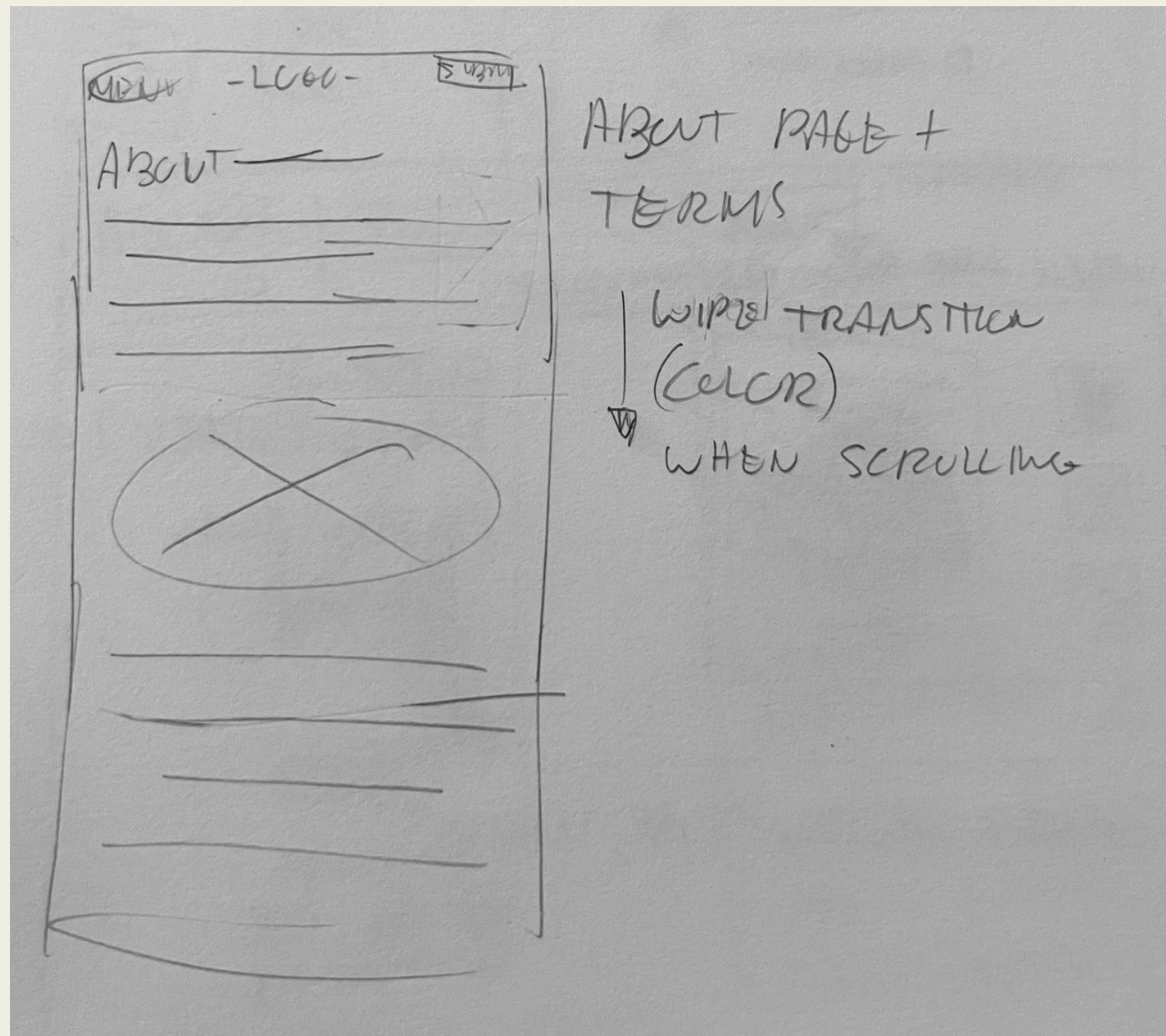
# WIREFRAMES

# Submission Page



# WIREFRAMES

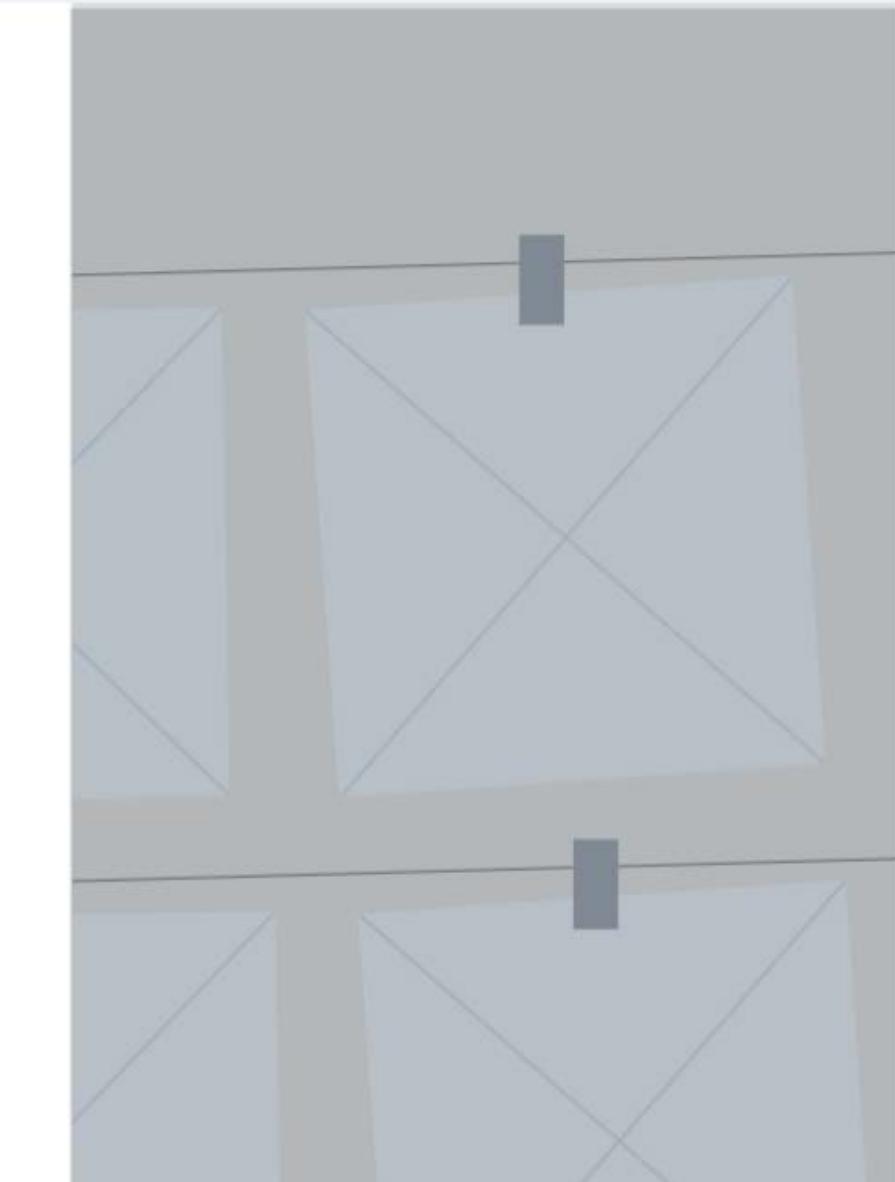
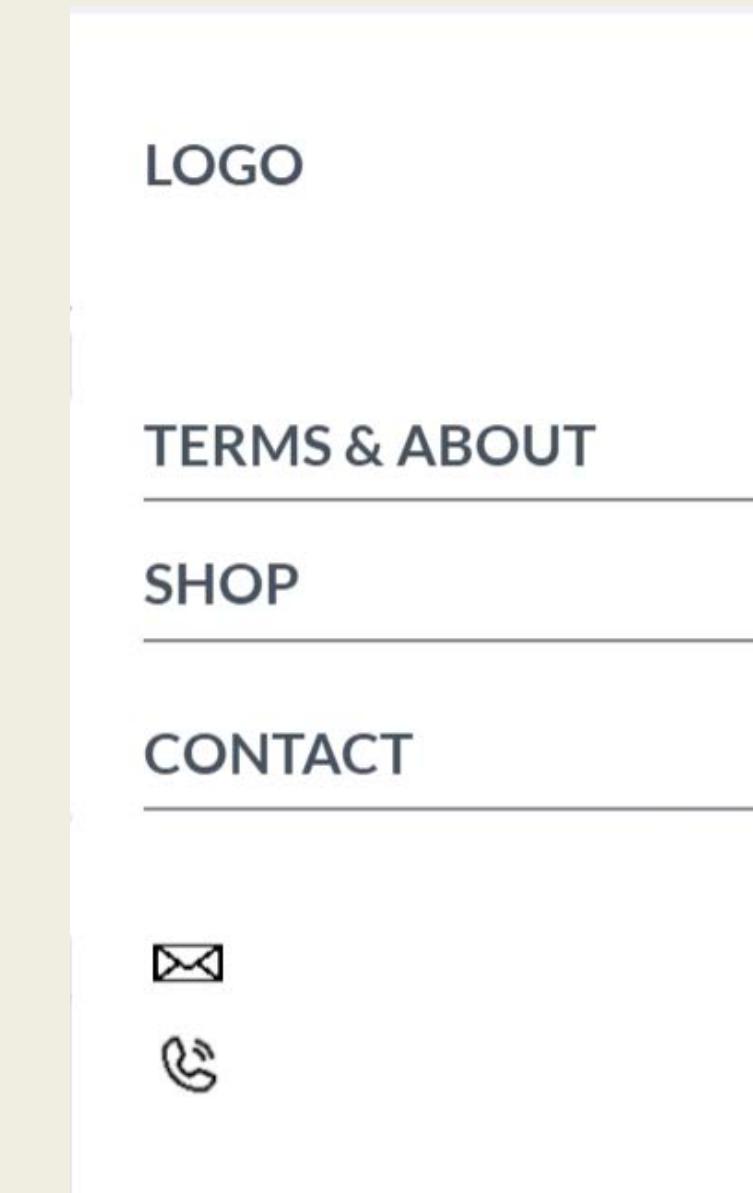
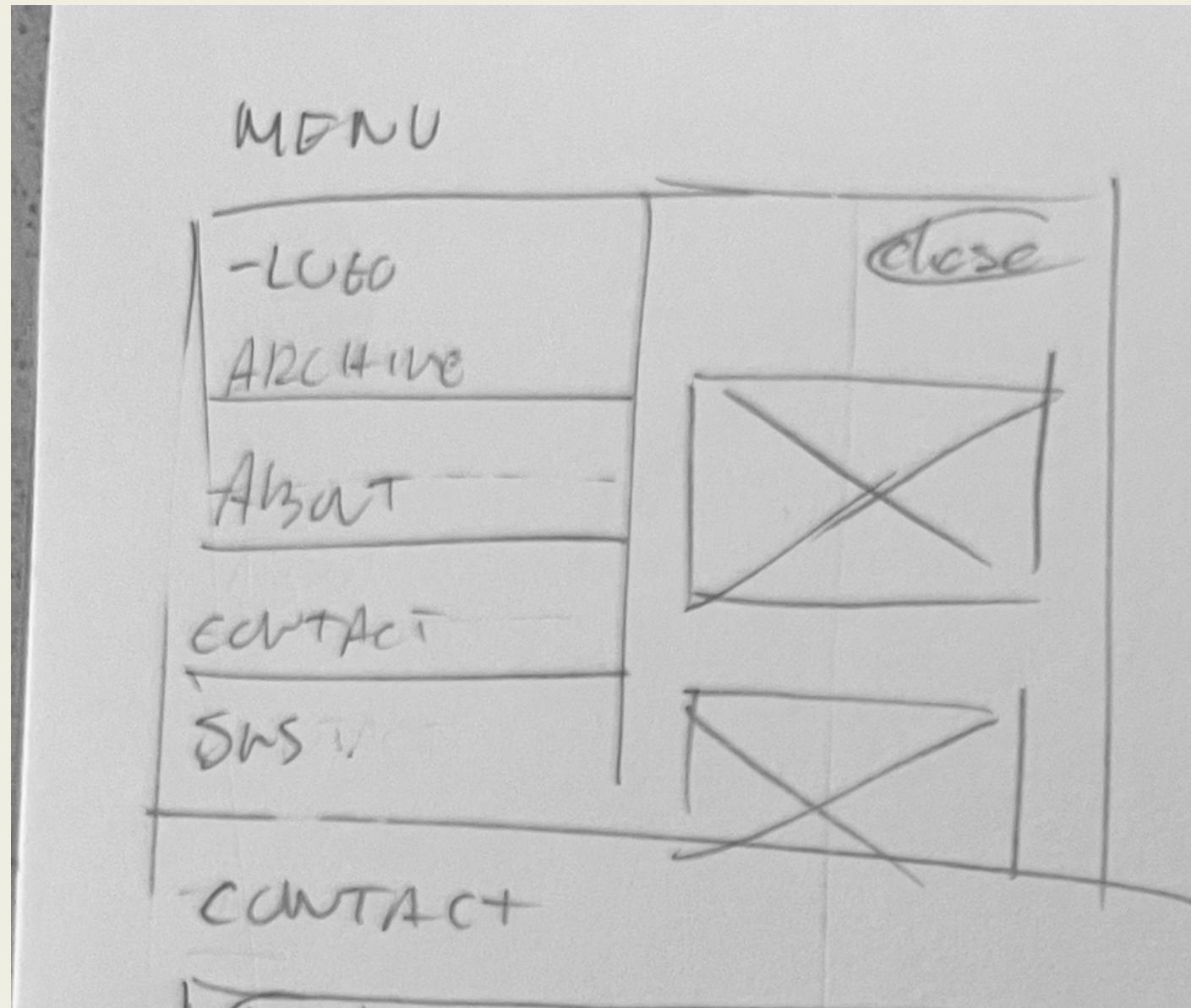
## About Page



A digital wireframe of the About Page. The header features 'MENU' and 'LOGOUT' buttons. The main content area contains the text: 'Piece of Mind is a project that aims to give users a unique digital experience, and provide an emotional outlet for those that need it.' Below the text is a light blue rectangular area with a faint 'X' watermark.

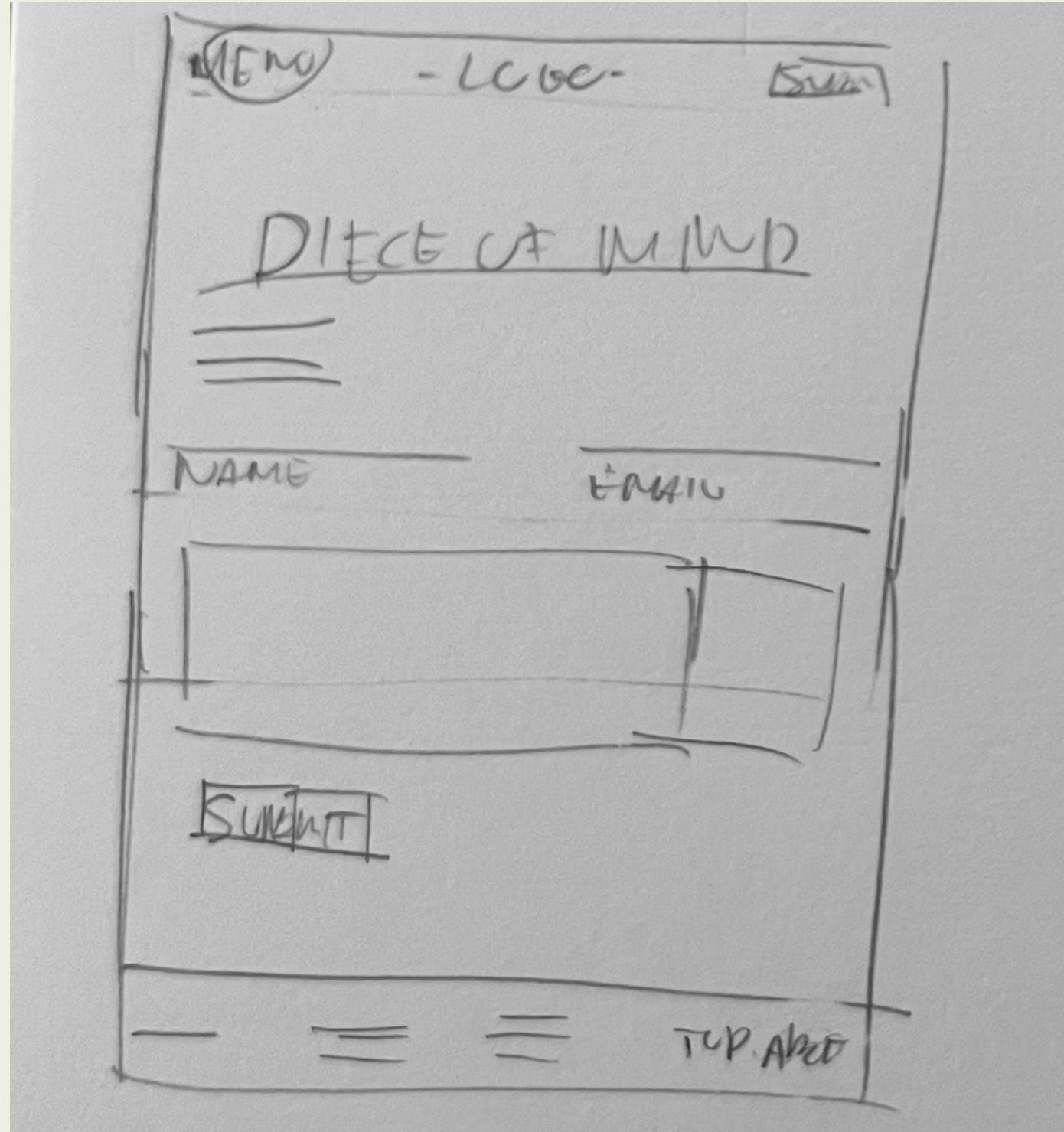
# WIREFRAMES

Menu



# WIREFRAMES

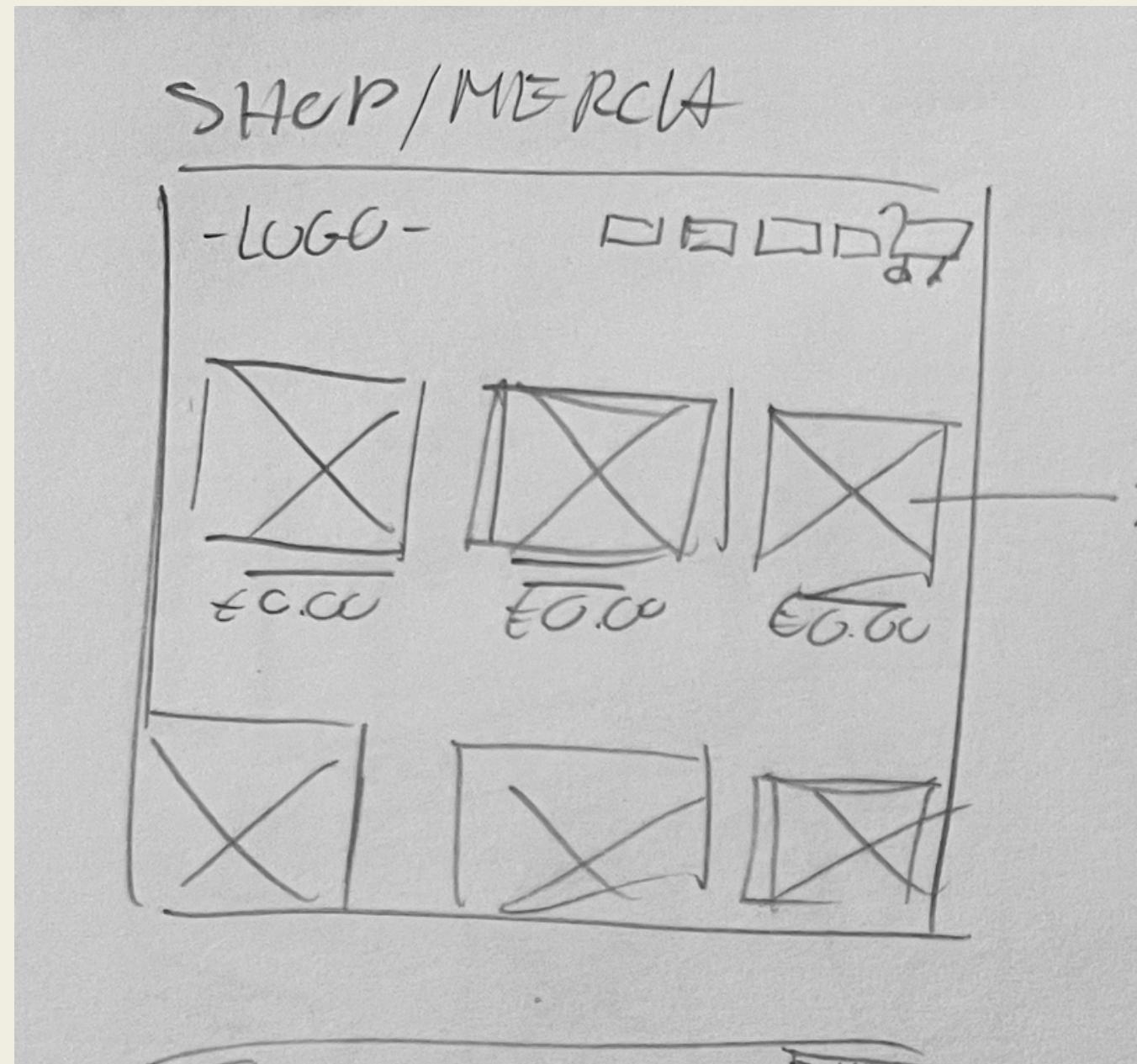
## Contact Page



A digital wireframe of a contact page. At the top left is a dark blue "MENU" button. At the top right is a dark blue "SUBMIT" button. In the center is a large, bold "LOGO" placeholder. Below the logo is a paragraph of placeholder text: "Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.". Below this text is a section titled "CONTACT US" with two input fields: "Name" and "Surname", each preceded by a horizontal line. To the right of these fields is a dropdown menu currently set to "Inquiry". Below these fields is a large text area with a placeholder message: "Type here your message".

# WIREFRAMES

## Shop Page



The digital wireframe of the shop page has a header "LOGO SHOP" and a navigation bar with "HOME", "ABOUT", and "PRODUCTS" buttons, plus a shopping cart icon. The main content area displays three products, each with a placeholder image (a light blue square with a large diagonal "X"), the product name "Product #1", and the price "\$0.00". Below the main content are three smaller, identical placeholder images.

LOGO SHOP

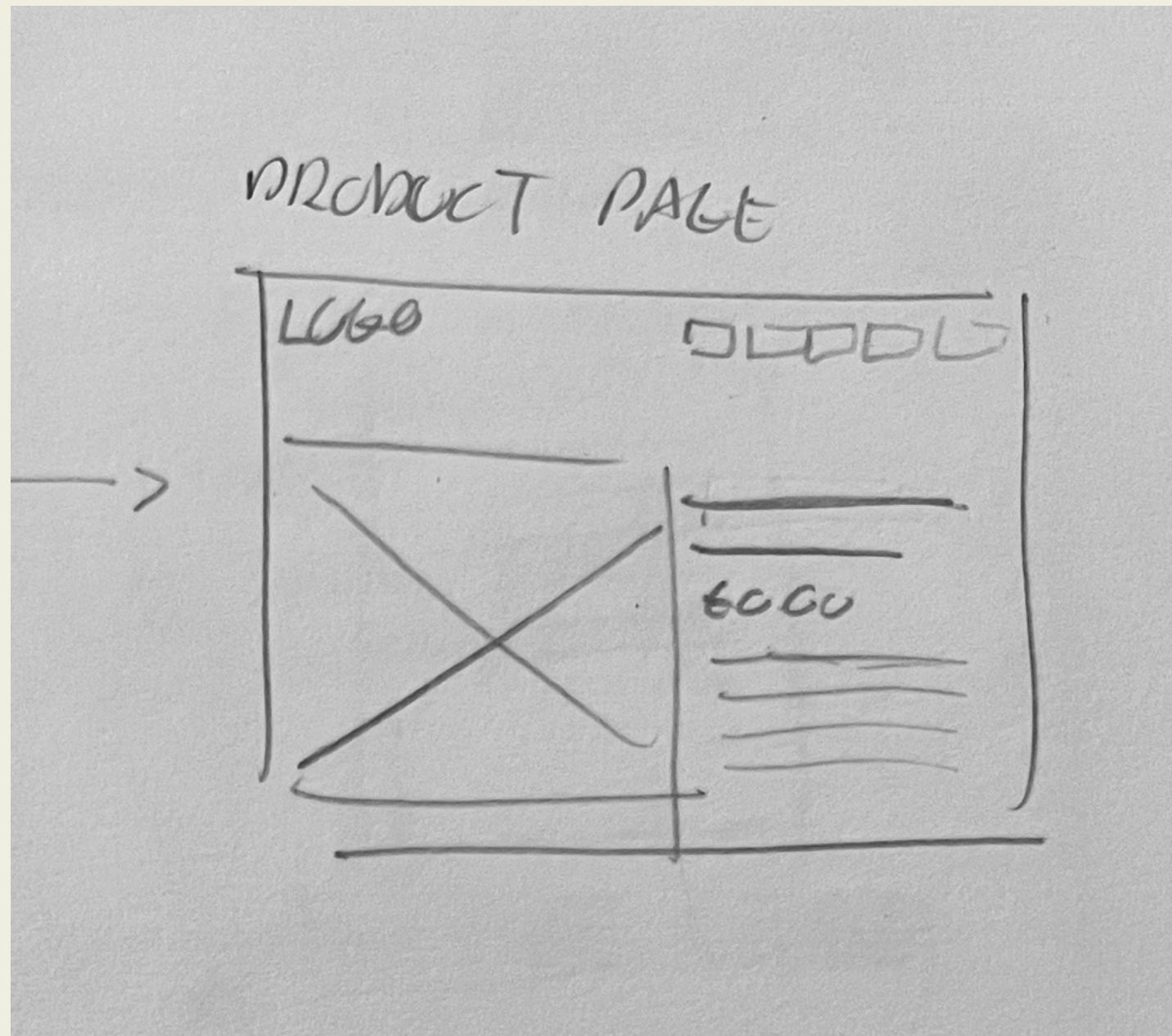
HOME ABOUT PRODUCTS

Product #1  
\$0.00

Product #1  
\$0.00

Product #1  
\$0.00

# WIREFRAMES Product Page



LOGO SHOP

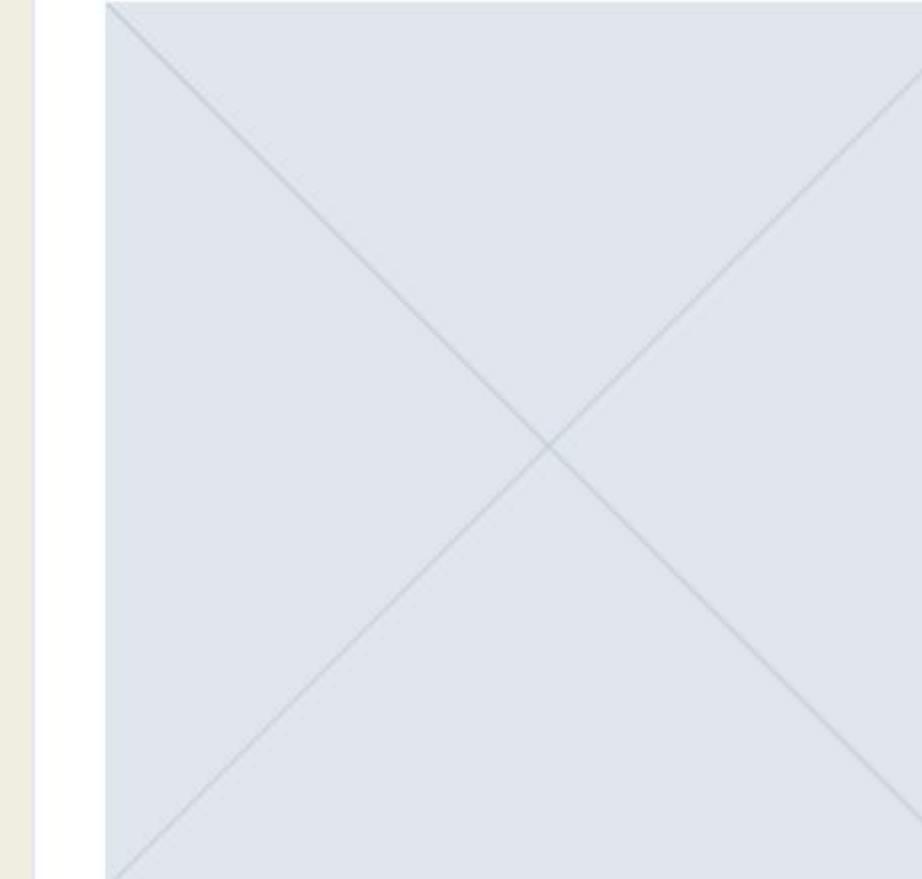
HOME ABOUT PRODUCTS 

DESCRIPTION

\$0.00

*Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.*

ADD TO CART



**PIECE OF MIND**

*Thank you!*



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