

# MOOOD

A social app where you can easily express how you are feeling, without getting lost in translation.

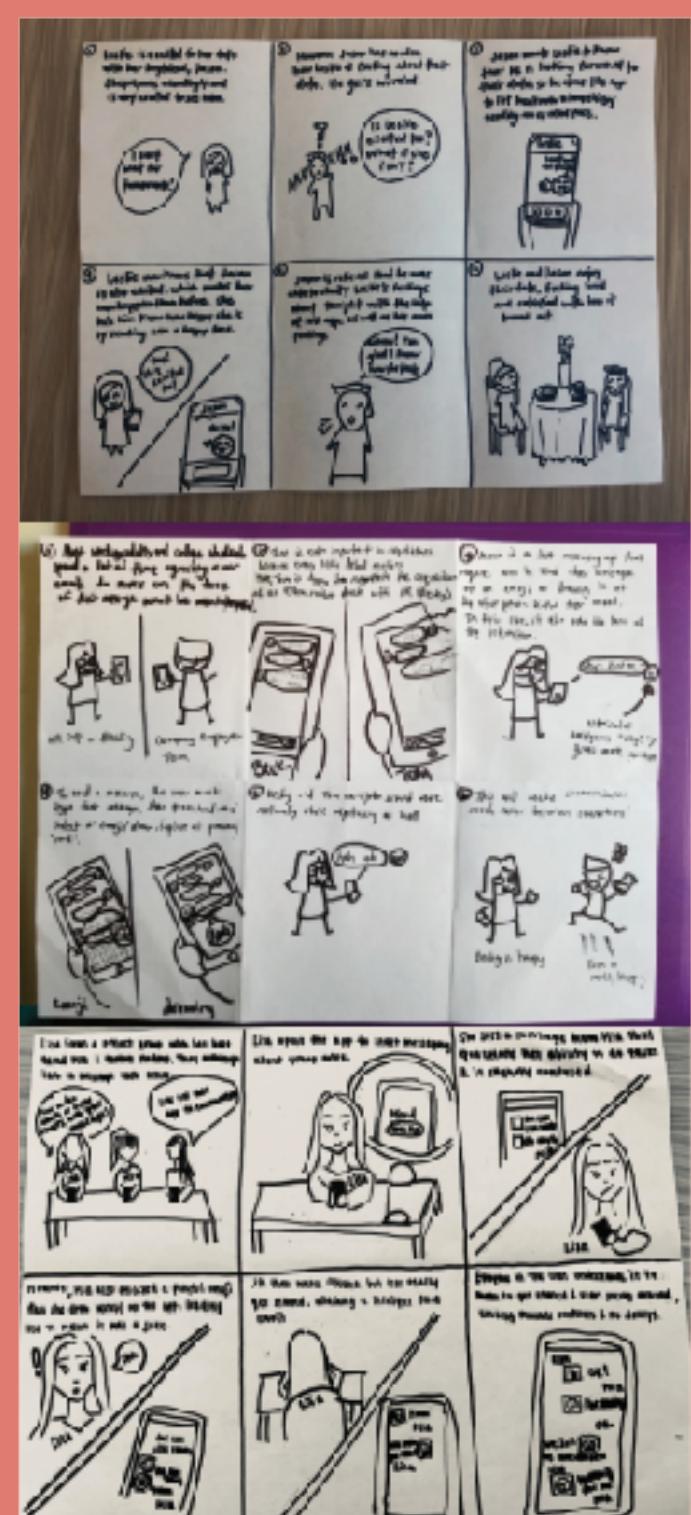
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## Point of View

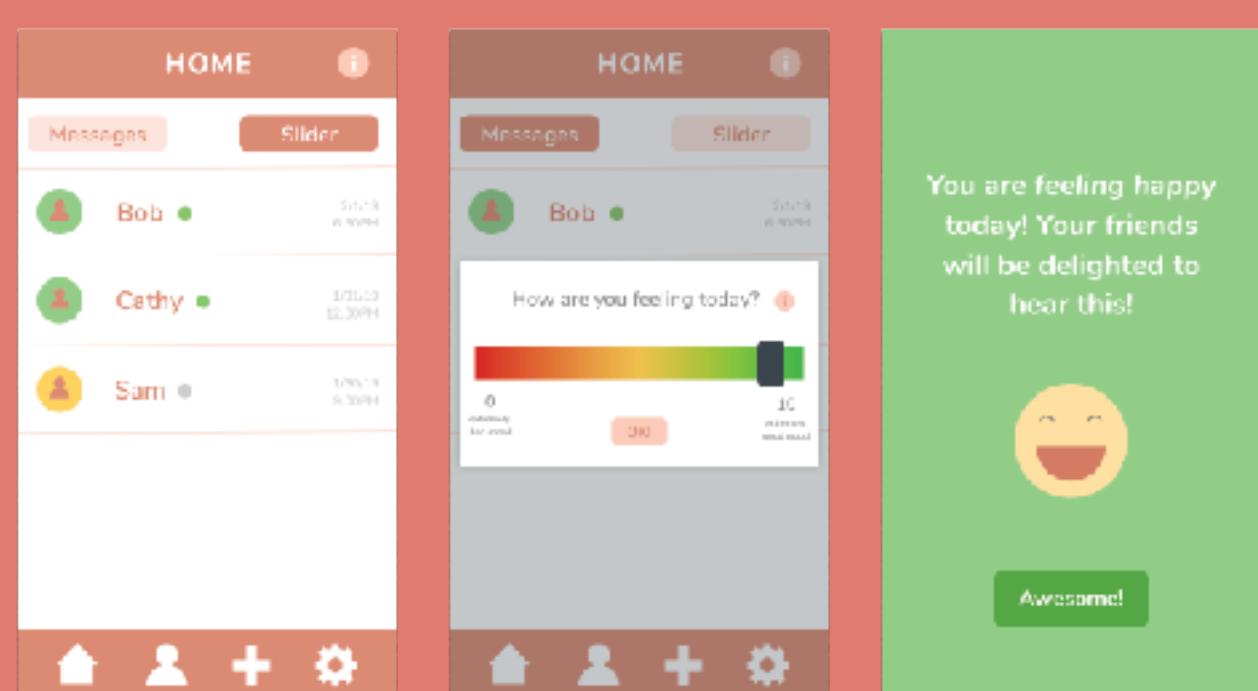
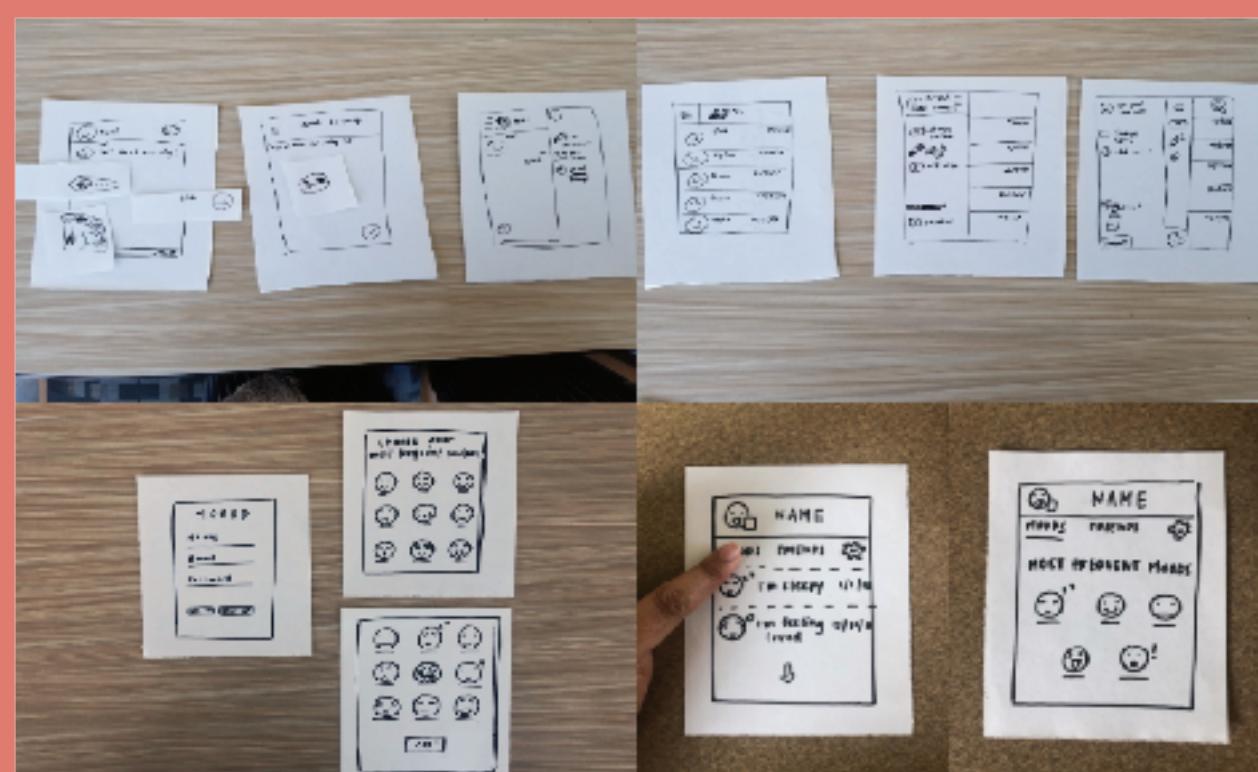
People aim to find a balance between self-disclosure and emotional expression in virtual communication, where users need to be provided more context clues that are present in face-to-face communication (hand gestures, facial expressions, etc.). People are often unable to publicly express certain feelings and allowing others to be aware of them.

## Design Process

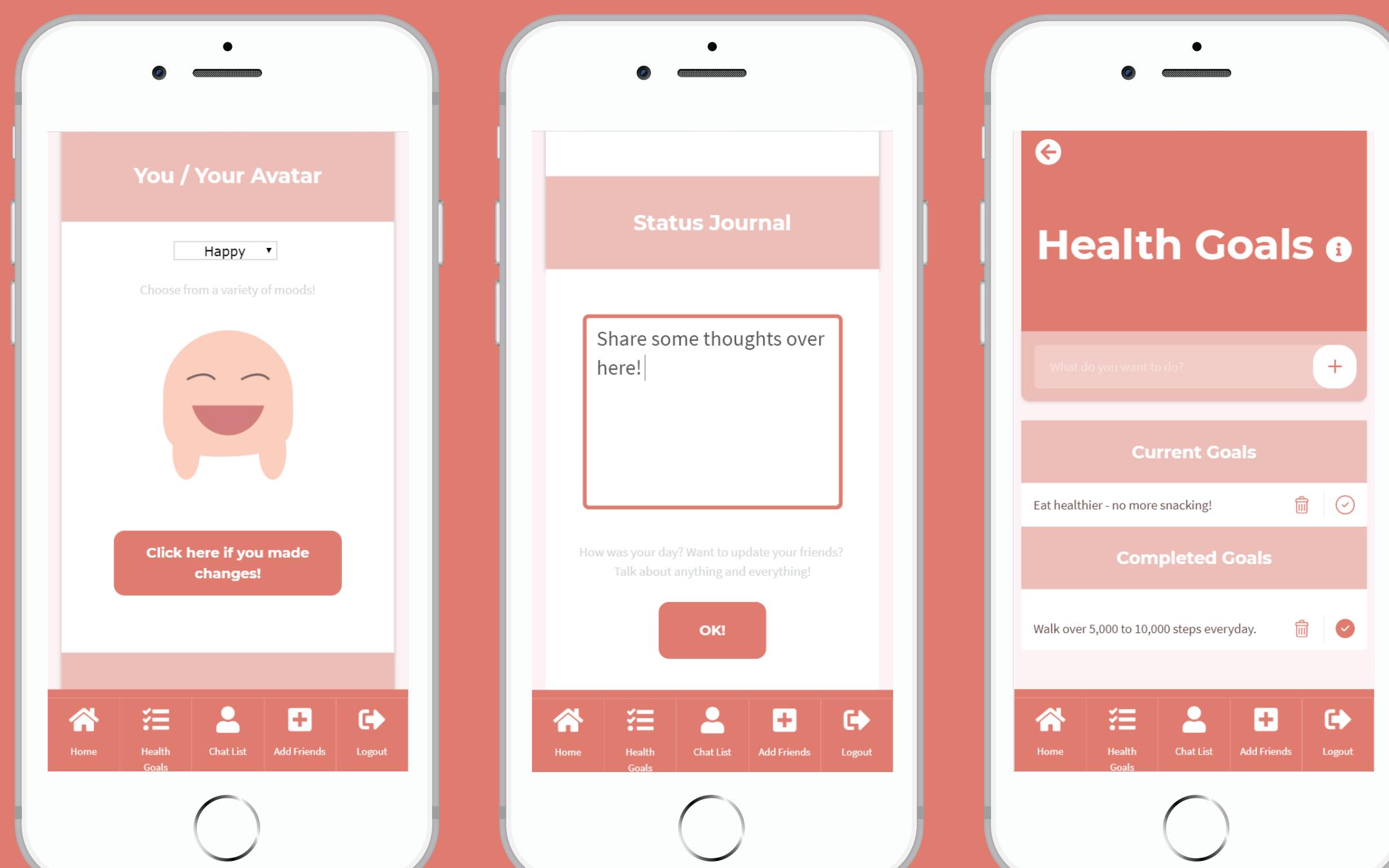
### Needfinding



### Wireframing & Prototyping



### FINAL PROTOTYPE



### User Testing & A/B Testing

For our design process, we began by creating different storyboards to develop potential app ideas. We then created prototypes to see how we wanted our app to flow. After gaining feedback, we reiterated our design to flow better. This allowed us to move on and create wireframes for sketching out different interface layouts. Once the user interface and its respective functions, were finalized, we conducted user testing, followed by A/B testing to see what needed to be changed. Many people enjoyed the fact that they were receiving personalized messages every time they changed their avatar or entered a new status on the journal function, finding each function to be generally useful.

## Core Features

Our team initially made messaging to be our app's primary feature, but we noticed that this was considered taboo. With this, we brainstormed on different ideas that connected to our point of view. Ultimately, we decided to implement a function where users can change an avatar based on how they feel, along with a journal function. This allows them to express how they were feeling without needing to disclose it on a personal level (if they were uncomfortable). Our team also included a "Health Goals" screen to allow for this sense of self-awareness of not only their emotions but their mental (and physical) health as well.

