



# My Mood

Karen Chang  
05/20/2023



# Proposal Abstract

The purpose of this project is to build a mobile app that provides a private and personalized environment for individuals to record and analyze their thoughts, emotions, and behaviors. By writing down their thoughts and emotions in this journal, users can gain greater insight into their patterns of thinking and identify any cognitive distortions that may be contributing to negative emotions.

The results this project aims to bring its users include increased self-awareness, strengthened self-care, better mental health, and enhanced productivity.



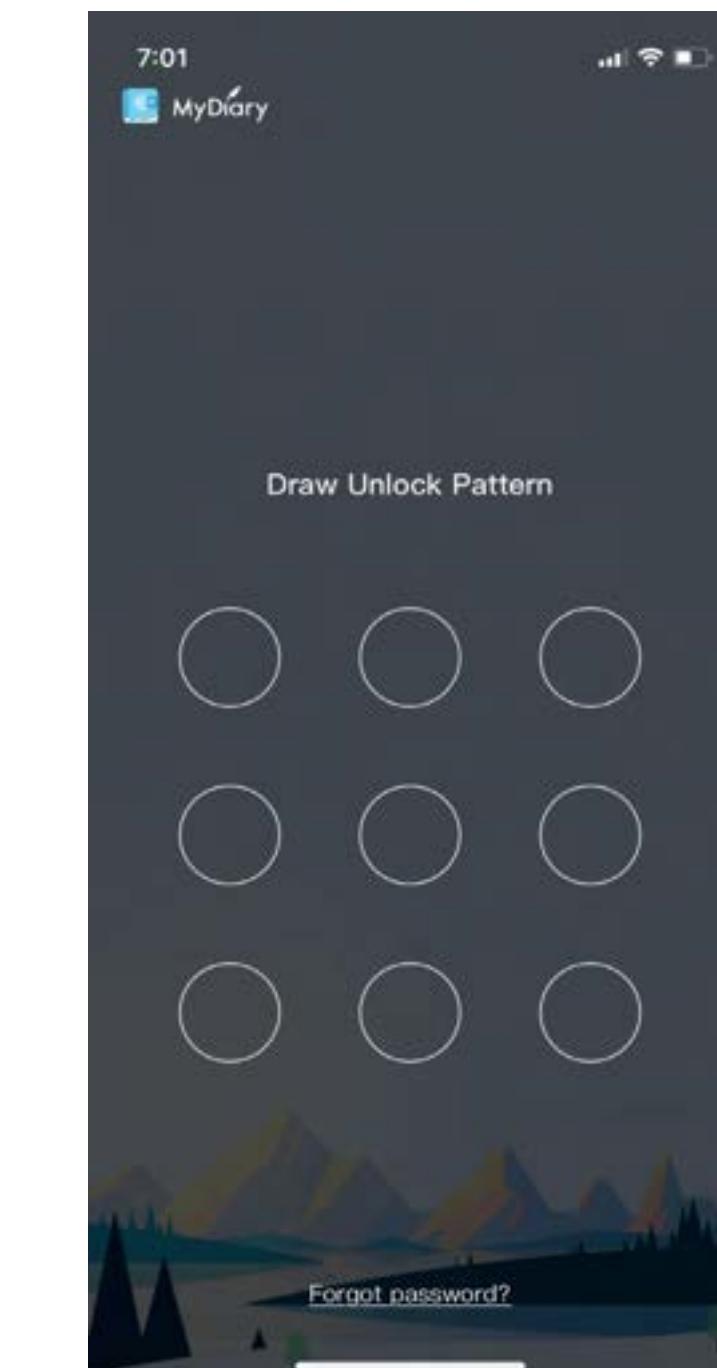
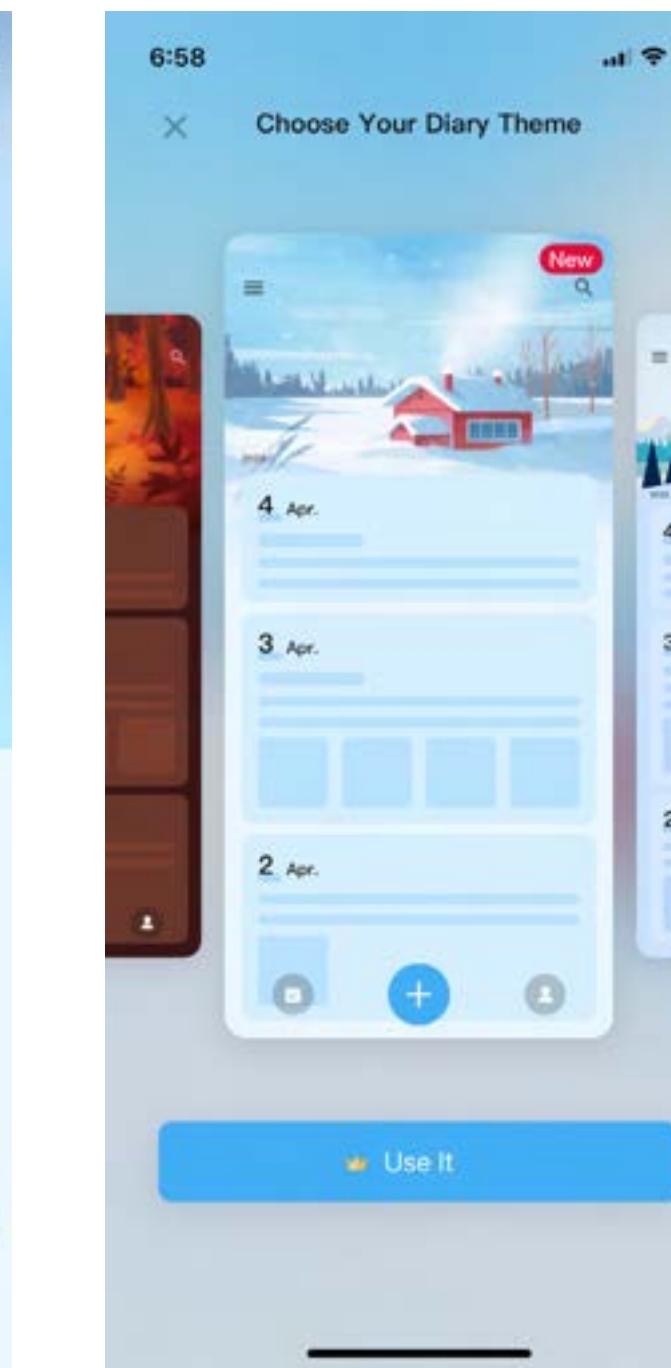
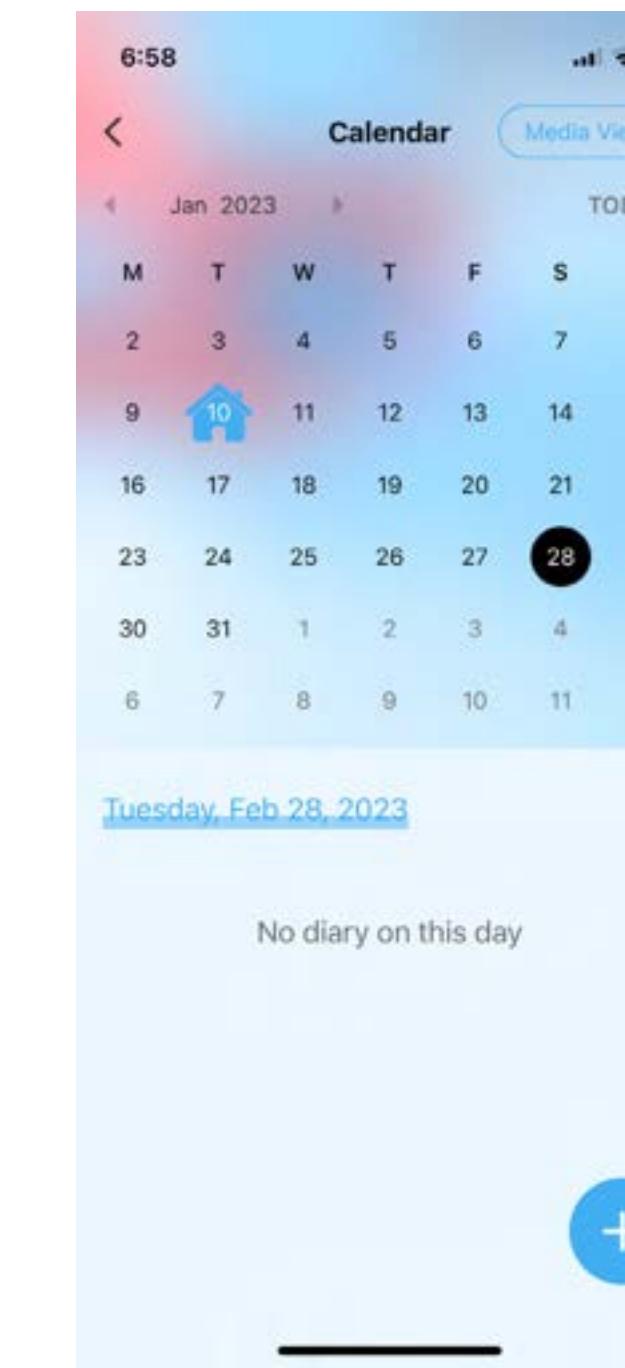
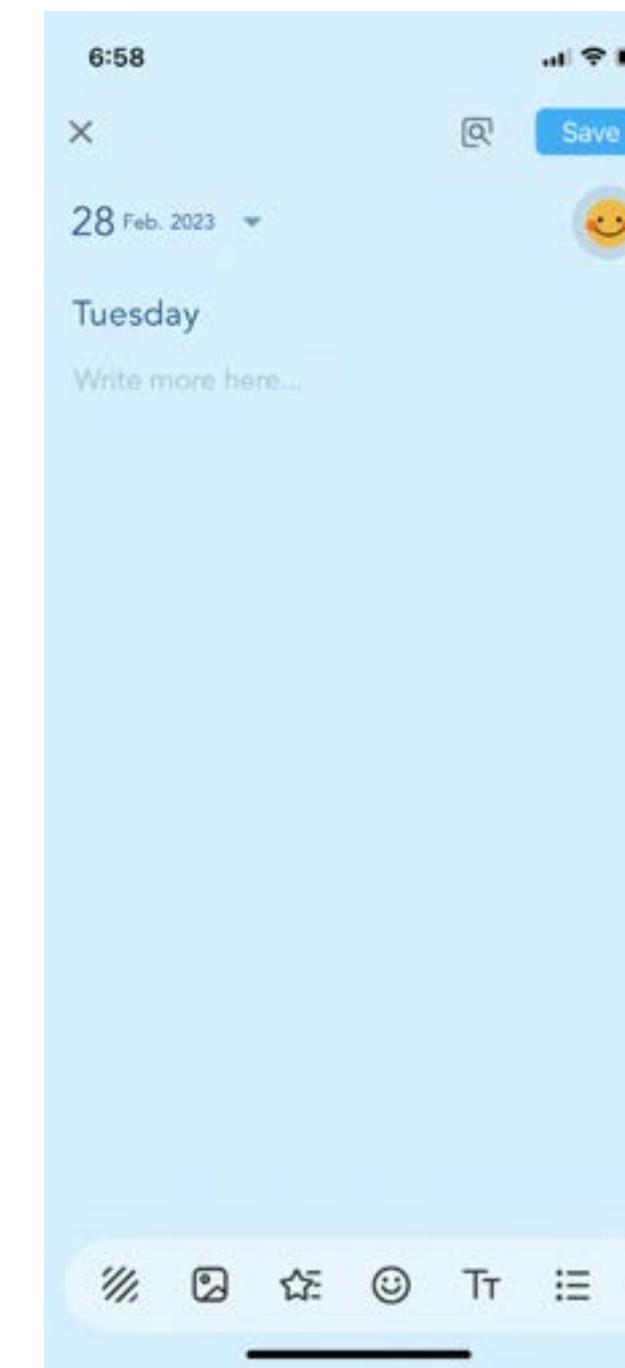
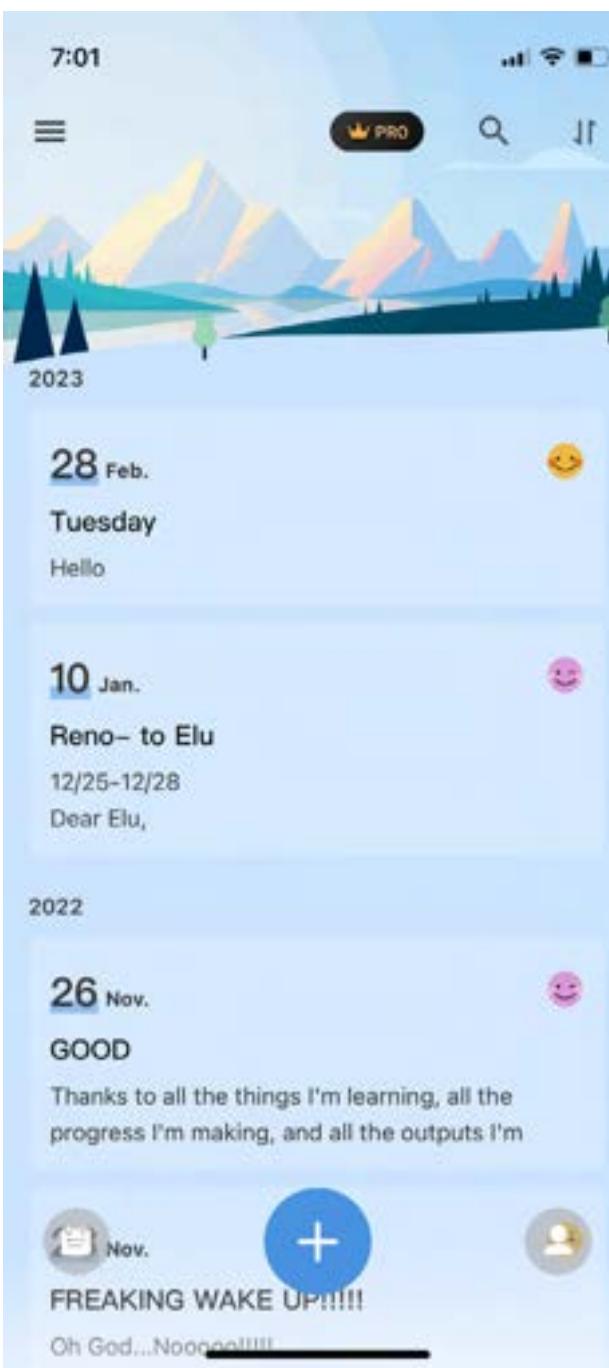
# Inspirational Project



## My Diary

Link: <https://my-diary-journal-diary-daily-journal-with-lock.en.uptodown.com/android>

- A daily journal with lock



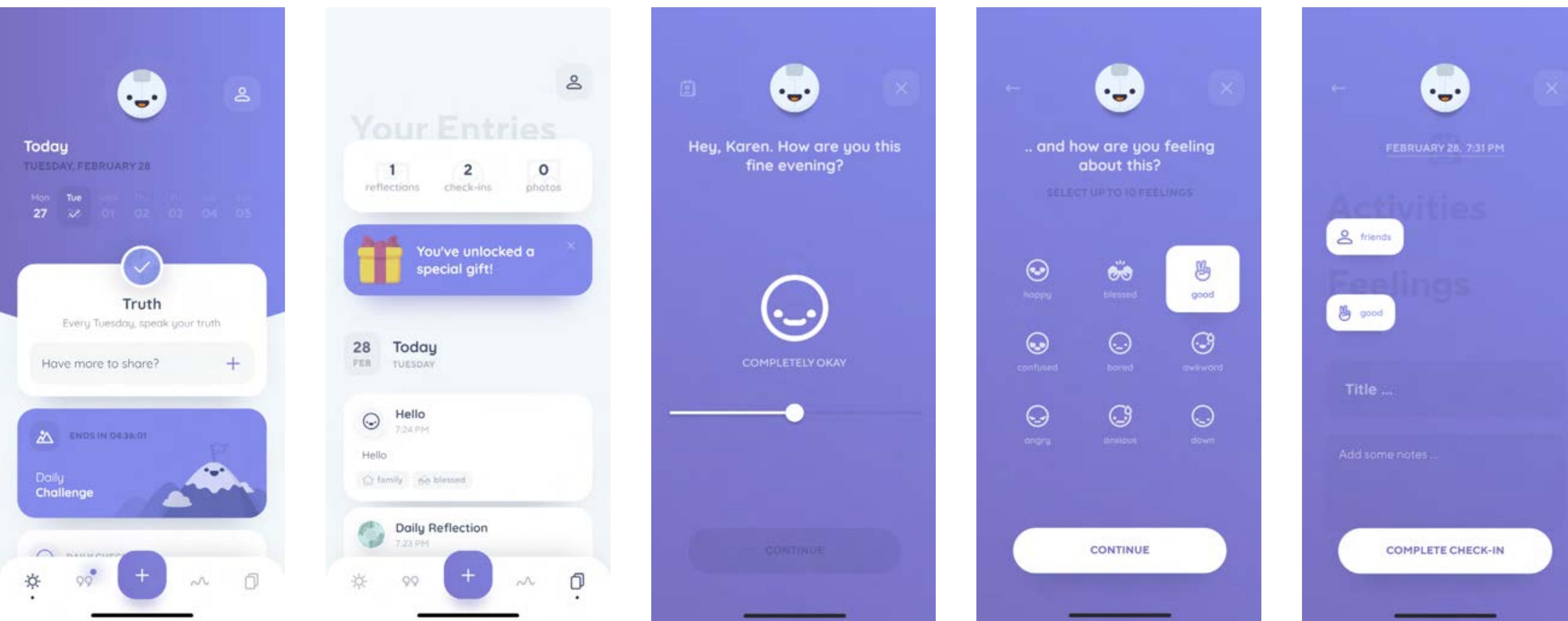
# Inspirational Project



## Reflectly

Link: <https://reflectly.app/>

- A journal utilizing artificial intelligence to help individuals structure and reflect upon their daily thoughts and problems.



# Rationale

How is this project unique?

- It allows the users to customize the look and feel of their journal entries to reflect their mood of the moment.
- It allows users to lock their diary with a 4-6 digit passcode.
- It provides mental health guidance and relevant articles.
- It displays the users' journal entries in a clear and organized way.

How does this help me?

- The project pushes me to explore customizable features on mobile apps.
- It allows me to put my 15-year experience of mental-journal-writing into developing useful functionalities for people who need mental helps.
- It inspires me to discuss with my fellow UI/UX designers and software engineers about potential business ideas.



# Unique Positioning Statement

My Mood helps young people to gain insight into patterns of thinking and identify cognitive distortions that may be contributing to negative emotions. Its target audience are individuals aged 18-35 who are experiencing stress, anxiety, and cycles of negative thinking.

Gaining insight into our thought patterns can be incredibly beneficial for individuals in many ways, including improved mental health, better decision making, improved relationships, increased self-awareness, and enhanced resilience.

My Mood stands out from its competitors by having a highly customizable UI. Users can style their journal entries according to their own mood and preferences. This feature also allows users to leverage their creative potentials and create personalized digital writing environments that enlightens their hearts and souls.



# Consultant / Expert



## Interview Summary

- Depending on the demographic of the user, they may need more than just writing in a journal. Possibly video. There might also be a need to handle situations where people can get more professional help.
- The project should be supportive of the user both visually and through its functionality. Customization should be handled very carefully, as not to be another distraction from the task at hand.
- It is very important to provide resources to mental health issues.
- There should be high level of security for the journal entries as they can be of a personal nature.
- I would expect that there is little barrier to entry in adding a journal.

**Fred McHale**

- Director:  
School of Interaction  
& UI/UX Design



# Consultant / Expert



**Joseph Rameer**

- Mental Health SEO

## Interview Summary

- The top priority in a thought journal app are the interface and security. An appealing dashboard that is customizable but not overwhelming with features is required.
- Daylio is a strong competitor as well as a good reference. After looking into various options for thought journal apps, I decided on Daylio due to the various features and customizable UI.
- Do not overprice the app or any in-app features. If you can, avoid in-app purchases altogether.
- If the app has a mood log, then mood stats should be a given.



# Competitors Analysis Matrix

	Passcode Lock	Mood Tracking	Mental Health Resources	Customizable UI	Emergency Help
My Mood	●	●	●	●	●
My Diary	●	●		●	
Daylio	●	●		●	
Day One	●				
Thought Diary		●	●		
Reflectly		●			



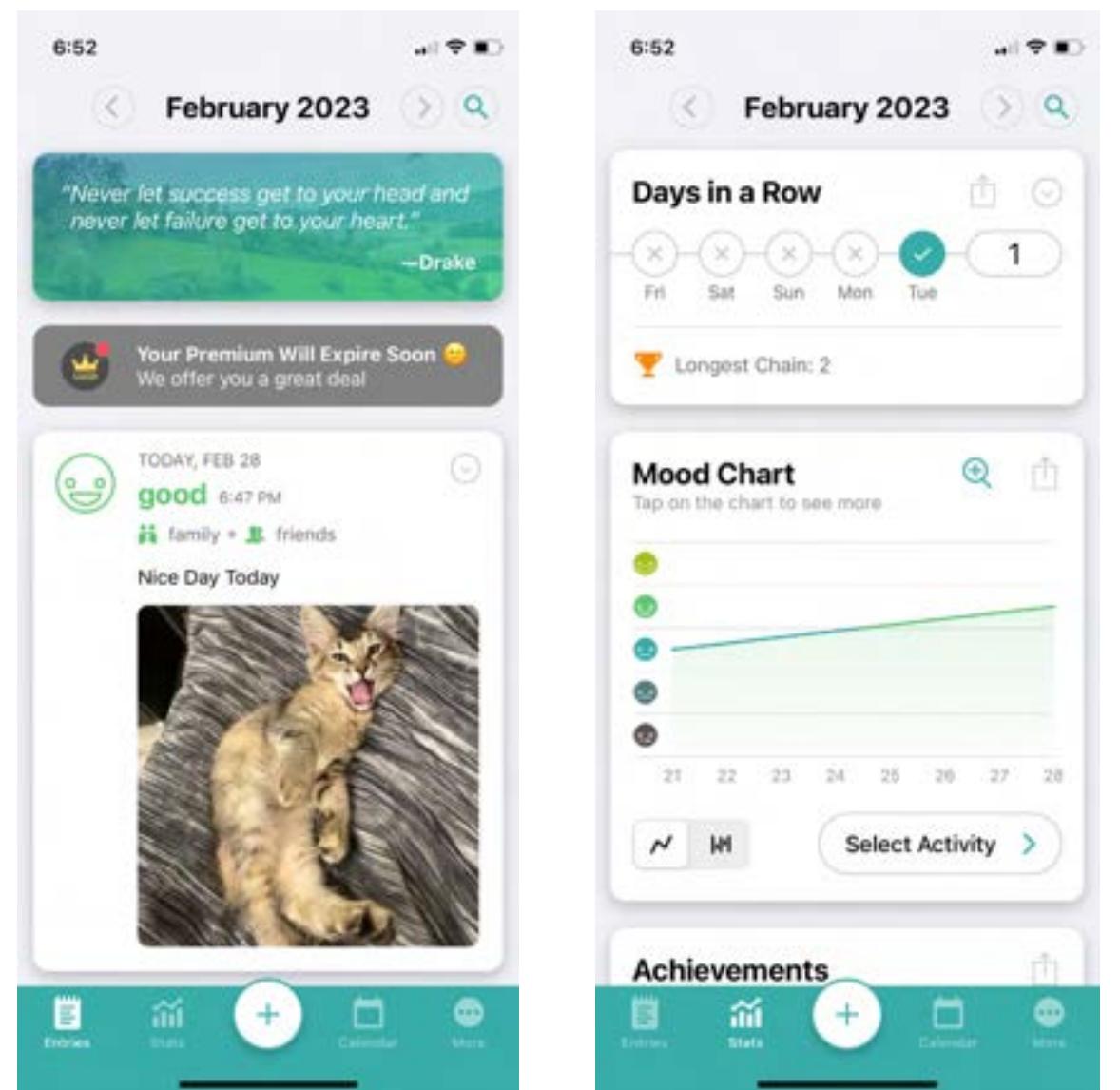
# Competitors



## Daylio

Link: <https://daylio.net/>

- A journal and mood tracker



### Pros

- It has a huge library of mood emojis to choose from.
- It provides activity icons for users to record what they've been up to.
- It has different charts that display mood stats.

### Cons

- Its writing interface is bland and non-customizable.
- The panel for entry-display is crammed and unstylized.
- It does not provide mental guidance or relevant articles.



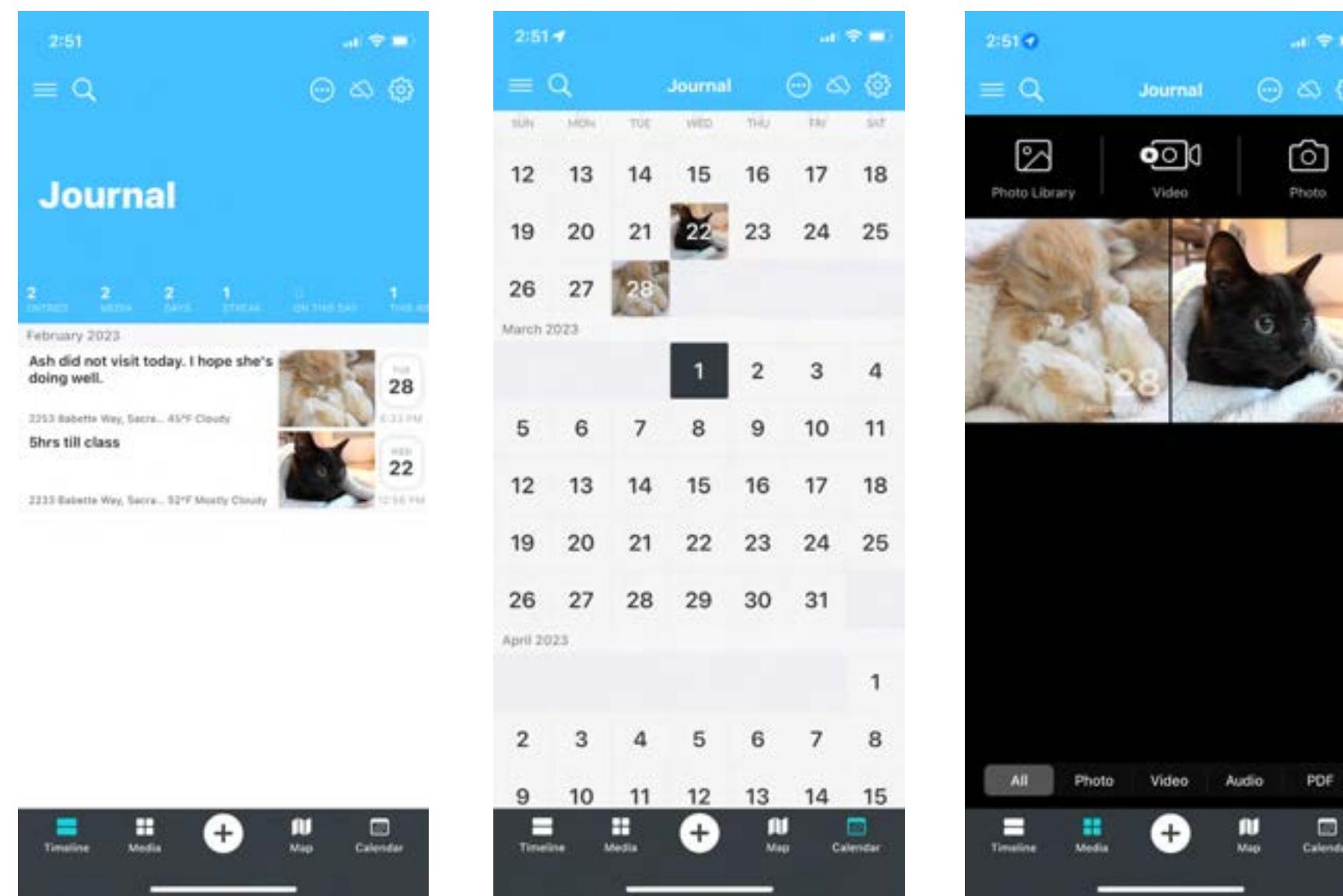
# Competitors



## Day One

Link: <https://dayoneapp.com/>

- A daily journal with lock



### Pros

- Clean and organized entry display.
- Simple and user-friendly interfaces.
- Beautiful calendar display.
- The map feature logs user's location.

### Cons

- Bland and non-customizable writing panel.
- No mood icons for use.
- No mood stats or analysis.



# Target Audience

## Primary Audience

- Young adults aged 18-35 who seek mental help and guidance.
- Young people who desire a more calm and organized lifestyle

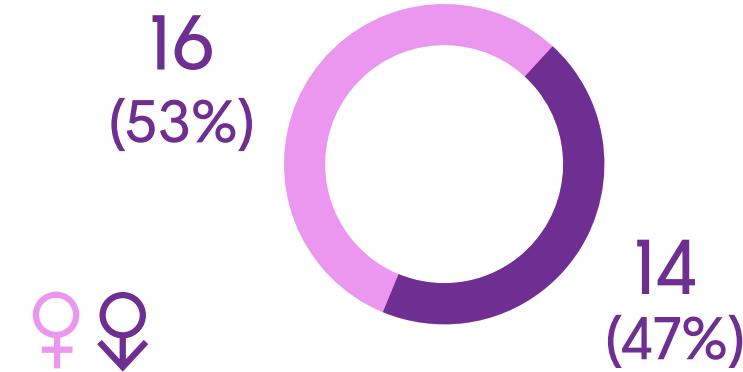
## Secondary Audience

- Mental health workers and therapists who are looking for resources to assist/recommend to their patients.

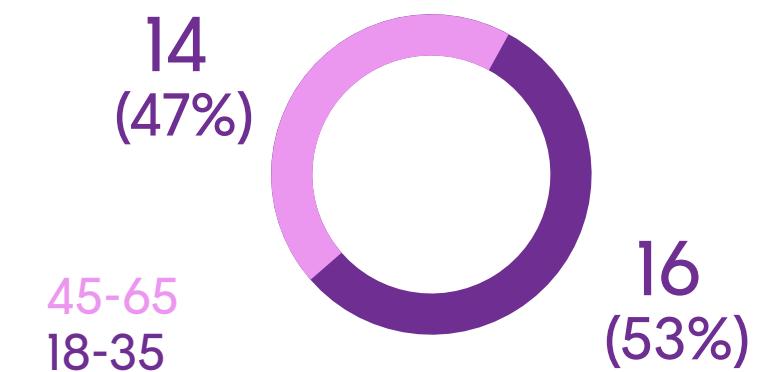


# Target Audience Research

## Gender



## Age



30  
Interviews

## Questions

- Which approach do you turn to when seeking mental guidance or inspirations:



More people prefer reading and self researching when seeking mental help.

- The kind of interface you prefer when writing a journal or diary on a mobile app:



More people prefer a simple and straightforward interface when journaling.

- Contents do you want to see first when logging into a journaling app:



More people want to see their journal entries when they first log into a journal app.



# Persona 1



## Alyssa Middleton Ph.D

- Age: 35
- Gender: Female
- Location: Washington, KY
- Occupation:

Oncology Researcher

### Problems & Needs

- I personally like to write prompts when I'm feeling uninspired or need something to jog my brain.
- I often had to write down my thoughts when I'm down or feeling unorganized.

### Expected Features

- The ability to track moods with emojis or a numeric scale.
- Easy-to-use interface with the ability to write as little as I want, and add pictures/links.
- Privacy
- Mix of prompts vs free writing options

### Problem With This Project

- The intended age range is too wide. It's such a large range that the articles, customization options and prompts would vary so much for a 12-year-old compared to a 35-year-old. Narrowing it would make content creation infinitely easier especially for the articles due to the inability of a 12-year-old to comprehend concepts in the same way as an adult.

### Recommendation

- Narrow down the age range.



# User Story 1



Primary Audience

## Alyssa Middleton Ph.D

Oncology Researcher

Alyssa's day typically starts with academic conferences, research working groups, and/or grand rounds. On clinic days, she typically starts seeing patients at 8:30 AM and see anywhere from 12 to 20 patients through the rest of the day. Although Alyssa tries to remain calm and highly productive under pressure, she often experiences burnout due to the emotional toll of working with cancer patients, witnessing their pain and suffering, and dealing with the stress of making life-altering decisions for them.

One Monday evening when Alyssa gets home from the clinic, she feels overwhelmed by her negative thoughts and emotions. She opens up My Mood mobile app and browses through her past journal entries. She recognizes some of her thought patterns and identifies many of her unnecessary worries and emotions. After reflecting on her thought processes, she has some new ideas and new perspectives on her feelings. She taps on the "New Entry" button on the home page and quickly jots down these ideas for future references. She now feels more calm and at ease.

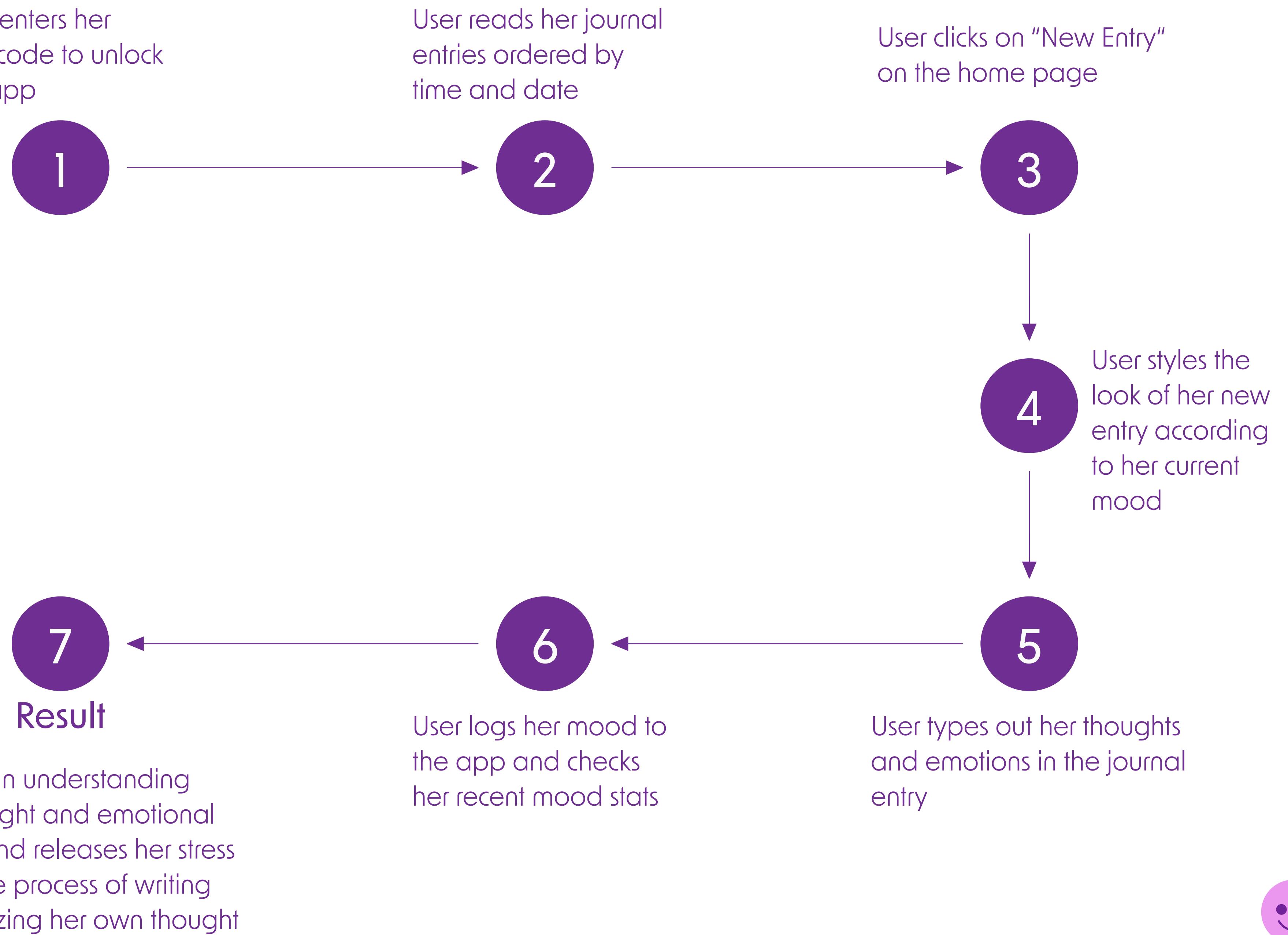


# Task Flow 1



Alyssa  
Middleton

Task: Read and create new journal entries and record mood stats



# Persona 2



## Katherine Smutka

- Age: 29
- Gender: Female
- Location: Colorado Springs, CO
- Occupation:

Admission Communication Counselor

### Problems & Needs

- When I journal, I often have a hard time knowing where to start, so journal prompts are extremely helpful.

### Expected Benefits

- A secure place to record daily events to allow for processing of thoughts and emotions which can lead to identification of patterns or habits contributing to emotional or physical health concerns. A place to track progress and remind me of my goals. An app that is enjoyable and engaging enough that I would look forward to using it daily instead of it feeling like a "have-to-do" task.

### Problem With This Project

- Lack of a vision board. A vision board allows individuals to focus on what's positive and possible rather than what they perceive to be negative and less-than.

### Recommendation

- Local resources such as therapists, community groups, and online support groups are very helpful to include.



# User Story 2



## Primary Audience

### Katherine Smutka

Admission Communication Counselor

As an admission communication counselor, Katherine ensures an effective communication process to students and their families, support students one on one in their application process, selection of courses, and meeting application deadlines. She helps in promoting the recruitment events for their school to potential students and their parents, meeting with alumni and creating networking systems to find promising potential applicants. Her day-to-day routine is to interact with students, answer their questions, and troubleshoot problems through resolution. Although she aims to identify conflict, reason logically, and make pleasant conversations, she sometimes feels overwhelmed by the emotions the students and parents pour on her, and she is having a hard time being objective and not taking it personally when people project their anger on her.

One morning, Katherine is on the phone with an angry parent who complains to her about the school policies and demands an immediate alteration in the policy. After she hangs up, Katherine feels emotionally exhausted and can no longer take any calls. She opens up My Mood mobile app and went to the discover page to look for instructions on how to calm herself. She finds an article about anxiety-coping skills and carefully reads through it. She then does what's suggested in the article and finally finds peace of mind.

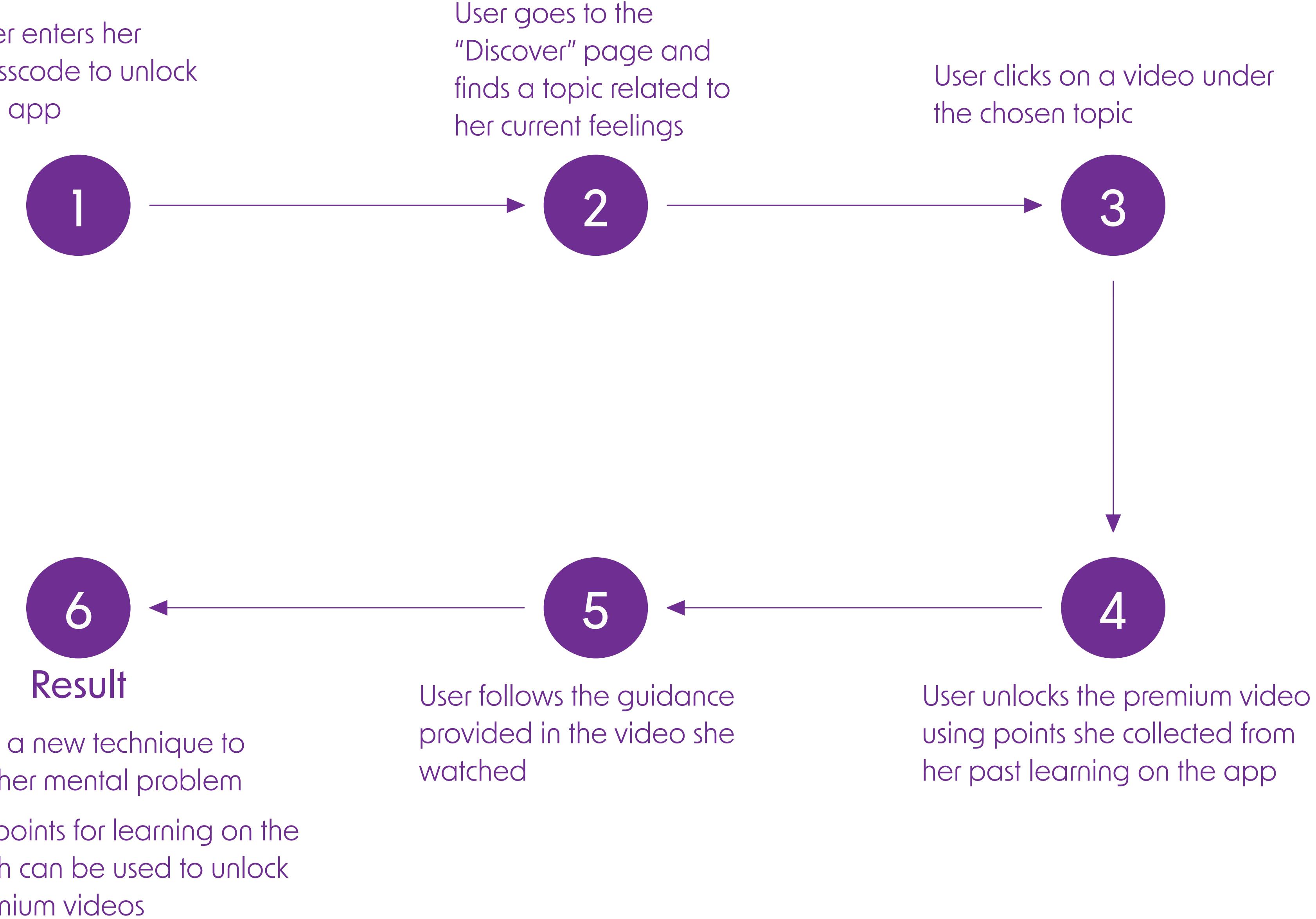


# Task Flow 2



Katherine  
Smutka

Task: Get mental health  
guidance and anxiety-  
coping strategies



# Persona 3



## Brittany Ferri Ph.D

- Age: 27
- Gender: Female
- Location: Newark, NY
- Occupation: Therapist

### Problems & Needs

- I'm constantly looking for resources to help my patients build routines and self-care habits.

### Expected Benefits and Features

- A high level of guidance to help people build routines and self-care habits surrounding the practice of journaling.
- I would expect to see some reassuring security measures - including but not limited to measures that prevent someone from accessing the app on the user's phone (via a passcode, face lock, fingerprint lock, and possibly MFA) along with details about how confidentiality is protected from others on the internet.
- Highly customizable UI.

### Problem With This Project

- The age range is too wide.

### Recommendation

- I care most about customization and "making it my own," much as I would have if I used a physical journal - I can choose the cover I want, put a lock on it, place it where I feel it will be safe, use various colored pens, make drawings, write in any size I want, take snapshots to easily share with others



# User Story 3



Secondary Audience

## **Brittany Ferri Ph.D**

Mental Therapist

Brittany spends most of her day everyday talking with her patients to review and encourage their mental health goals and listening as they articulate their recent feelings and thoughts. She works to remove barriers and hardship, and she provides trauma-informed, person-centered mental healthcare to her patients. She conducts Cognitive Behavioral Therapy (CBT) to help people identify patterns of unhelpful behaviors or thoughts. However, she cannot always attend to her patients when they need immediate guidance, and she also has trouble coming up with strategies or ideas to help her patients immediately.

One day when a patient brings up her concern about not being able to find help when an emotional breakdown suddenly occurs, Brittany introduces her to My Mood mobile app and guides her through the methods of getting urgent help using the app, including where to find urgent help resources, who to call, and how to find the nearest therapist.

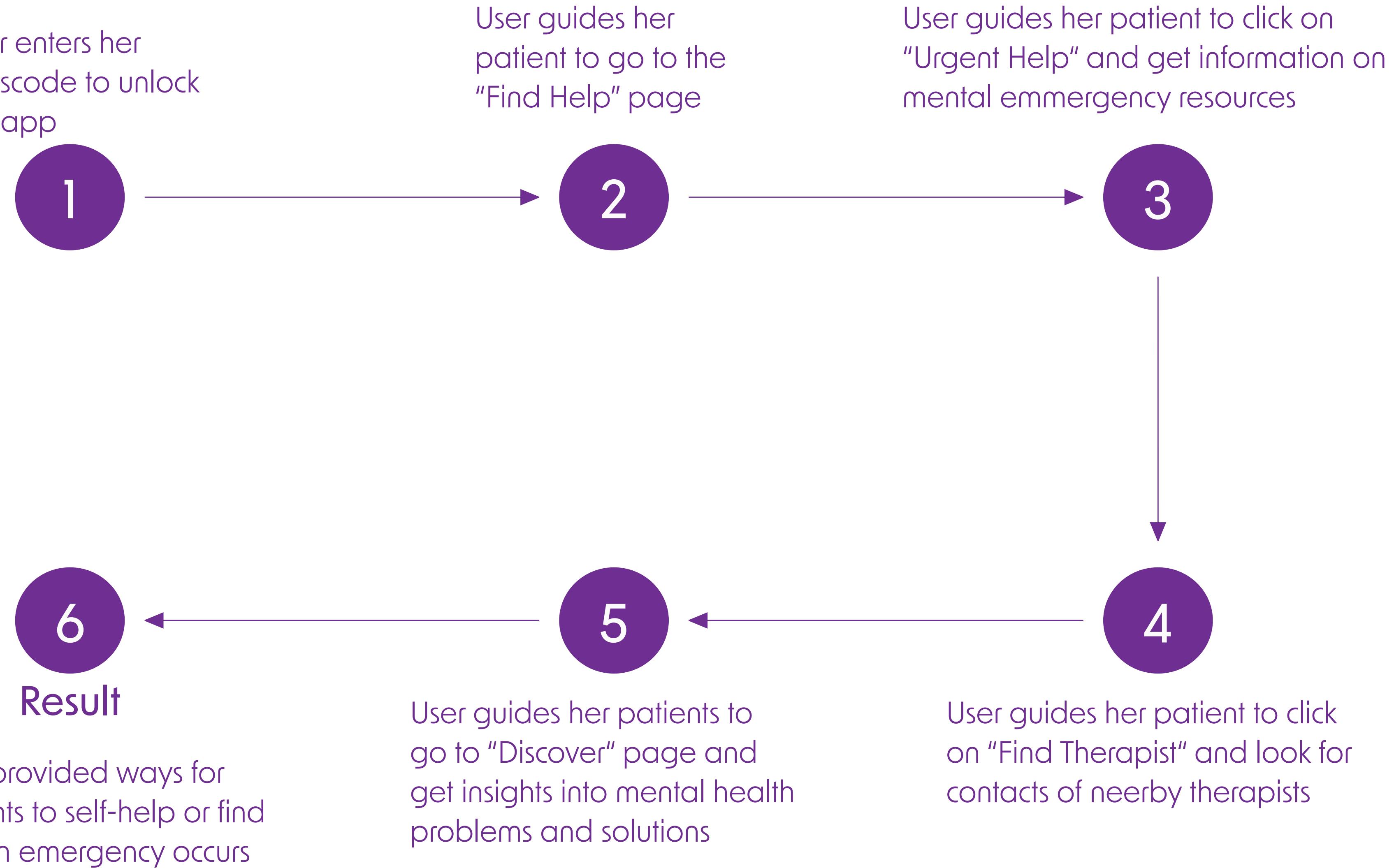


# Task Flow 3



Brittany Ferri

Task: Assist and educate patients on finding help



# Card Sort

**Task-1: Get insight into past mood and thoughts; record current mood and thoughts.**  
**Result: Recognize patterns of thoughts and mood; obtain peace of mind and a better understanding of oneself.**

Click "Save"

Read through a past journal entry

Browse changes in the mood

Click "New Entry" on navbar

Choose a background color

Enter passcode to unlock the app

Choose a font size

Choose an emoji that represents the current mood.

Click into a past journal entry

Choose a font

Click "Close"

Click "Mood Analysis" on navbar

Choose a font color

**Task-2: Find resources on anxiety coping skills. Result:**  
**Learn new skills to ease anxiety and maintain composure.**

Watch the video

Click "Discover"

Browse different mental health topics

Click on the play button

Enter passcode to unlock the app

Click on a video

Browse videos and articles related to anxiety coping strategies

Click "Anxiety"

Click "Close"

Click "Unlock" to unlock the video

**Task-3: Find Urgent Help.**  
**Result: Resolve emotional emergency.**

Enter Zip Code in the search bar

Dial the phone number provided

Click "Search"

Click "Find Help" on navbar

Click "24-Hour Crisis Line"

Enter passcode to unlock the app



# Card Sort Results

## Alyssa Middleton

Primary

- Enter passcode to unlock the app
- Click into a past journal entry
- Read through a past journal entry
- Click the back arrow
- Click "Mood Analysis" on navbar
- Browse changes in mood
- Go to home page and click "+"
- Choose an emoji
- Choose a font
- Choose a font size
- Choose a font color
- Choose a background color
- Write down current thoughts
- Click "Save"

## Katherine Smutka

Primary

- Enter passcode to unlock the app
- Click "Discover" on navbar
- Browse mental health topics
- Click on a topic
- Browse videos and articles
- Click on a video
- Click "Unlock" to unlock the video
- Click on the play button
- Watch the video
- Click "Close"

## Brittany Ferri

Secondary

- Enter passcode to unlock the app
- Click "Find Help" on navbar
- Enter zip code in the search bar
- Click "Go"
- Click "24-Hour Crisis Line"
- See the phone number provided



# Storyboard 1

1



Alyssa goes through her daily routine of seeing cancer patients and listening to their troubles.

2



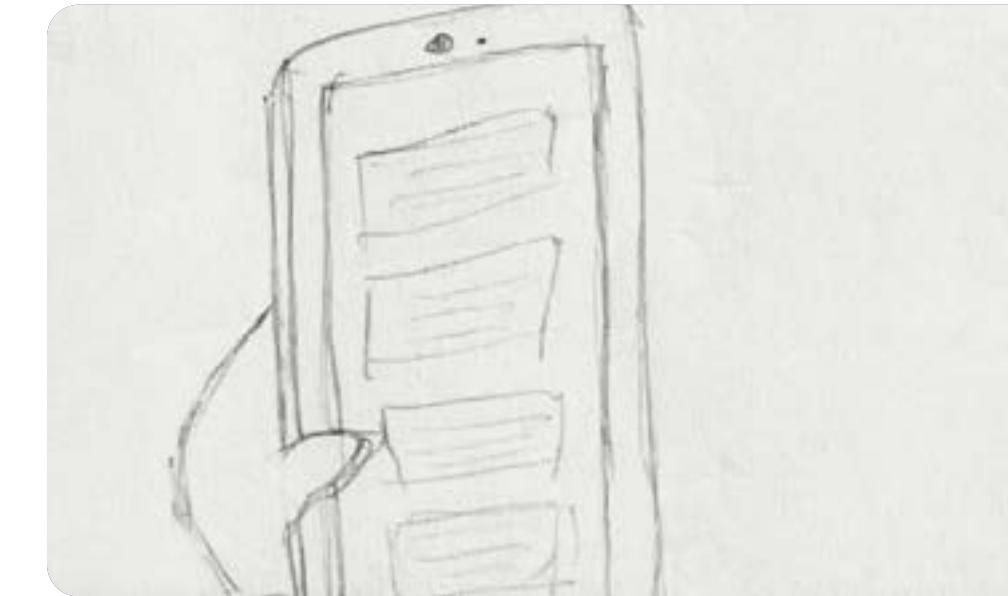
When she gets home, she feels tired and depressed.

3



She unlocks My Mood mobile app.

4



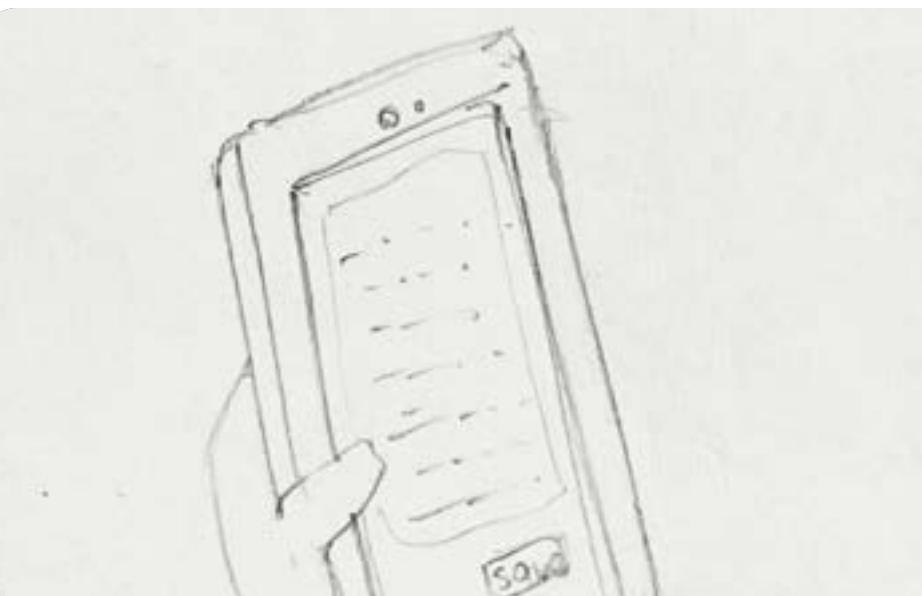
She reads through her past journal entries and recognizes a negative thought pattern.

5



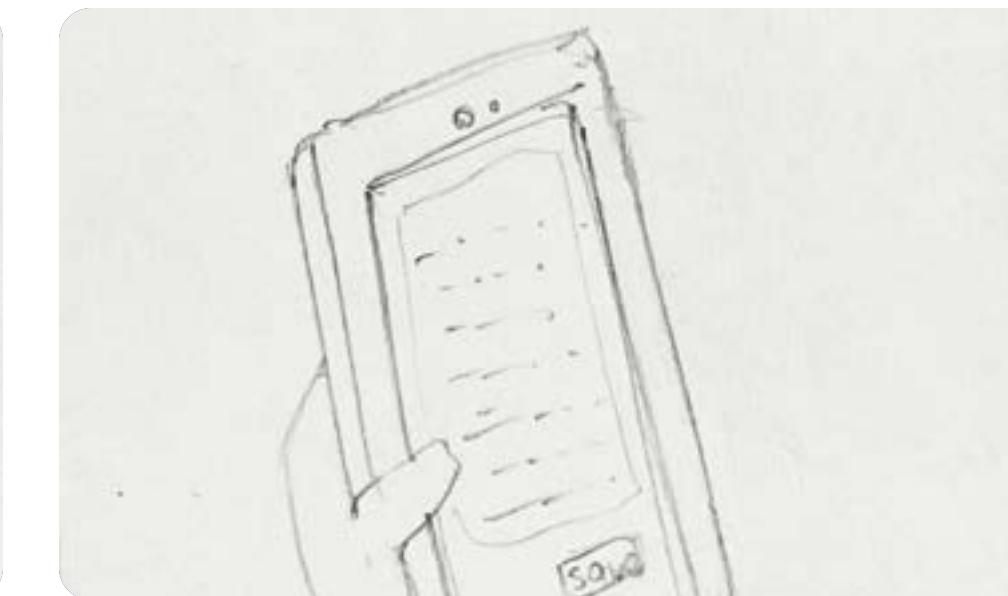
She realizes she can stop this thought pattern and practice positive self talk.

6



She opens a new entry and styles the look of the entry according to her current mood.

7



She writes down her ideas and inspiration.

8

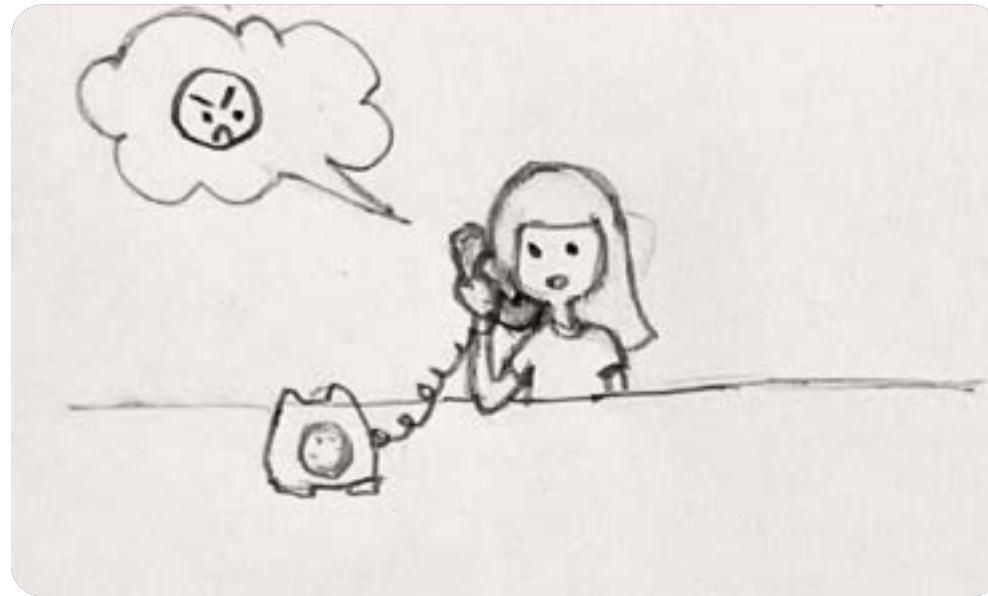


She feels relaxed and is ready for future emotional challenges.



# Storyboard 2

1



Katherine is at work when an angry parent call to complain about school policies.

2



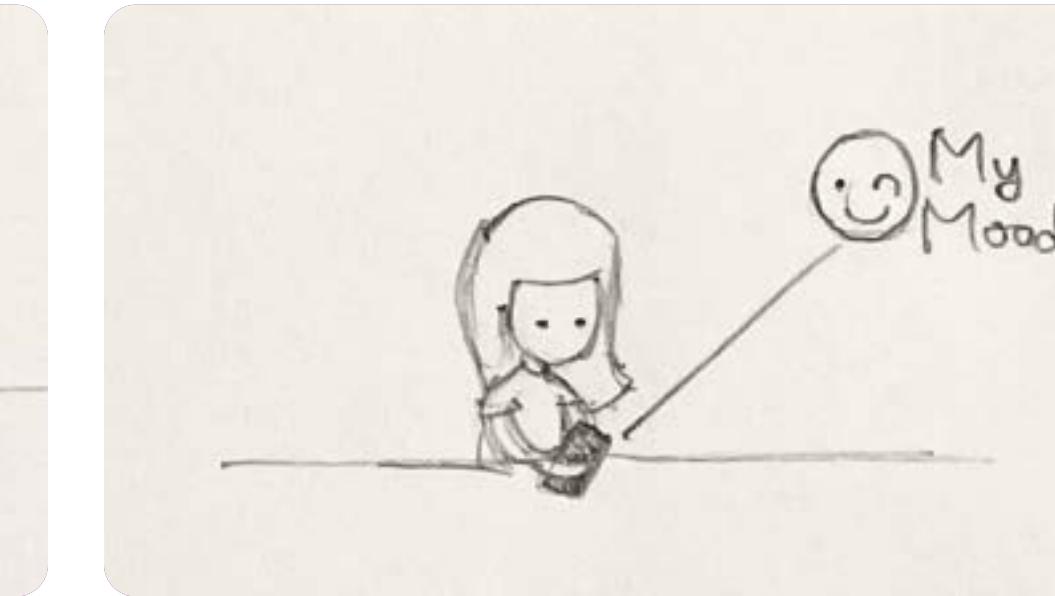
The person on the line pours her anger on Katherine, who cannot help but take it personally.

3



When she hangs up, Katherine feels anxious and emotionally exhausted, and she needs a break.

4



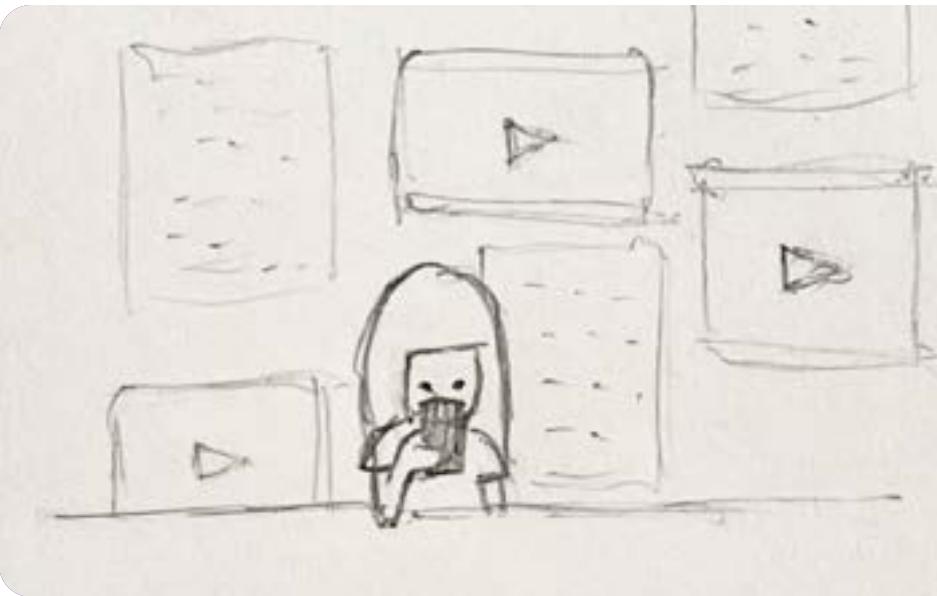
She unlocks My Mood mobile app to look for solutions.

5



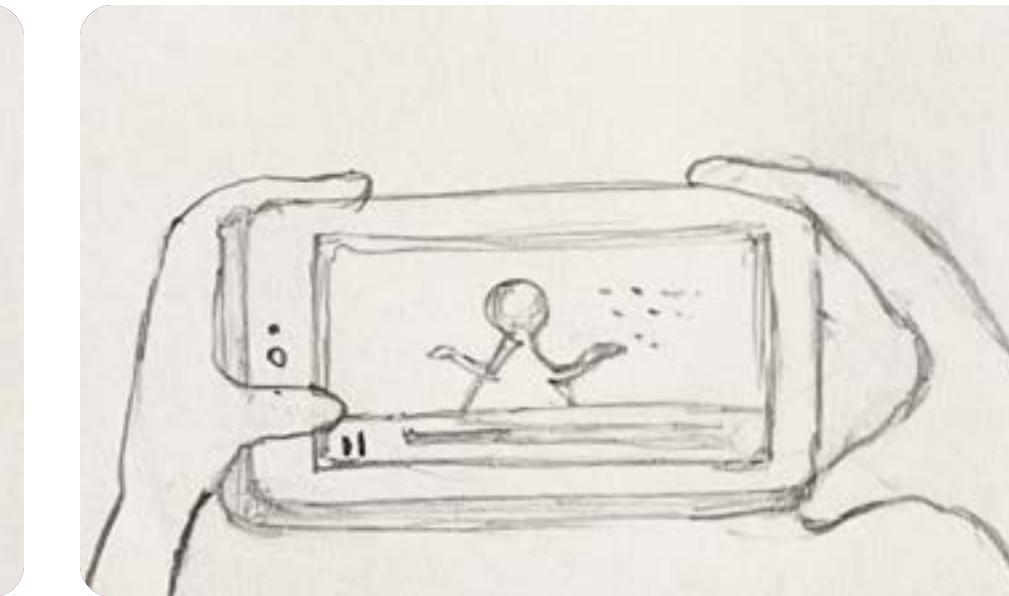
She goes to the discover page and clicks into a topic that relates to her situation.

6



She browses through articles and videos on the topic, and she clicks into one that she is interested in.

7



She watches the video and learns techniques to cope with her anxiety.

8



She utilizes the skills she has learned, and she now feels good and is ready for work.



# Storyboard 3

1



Brittany is having a therapy session with her patient.

2



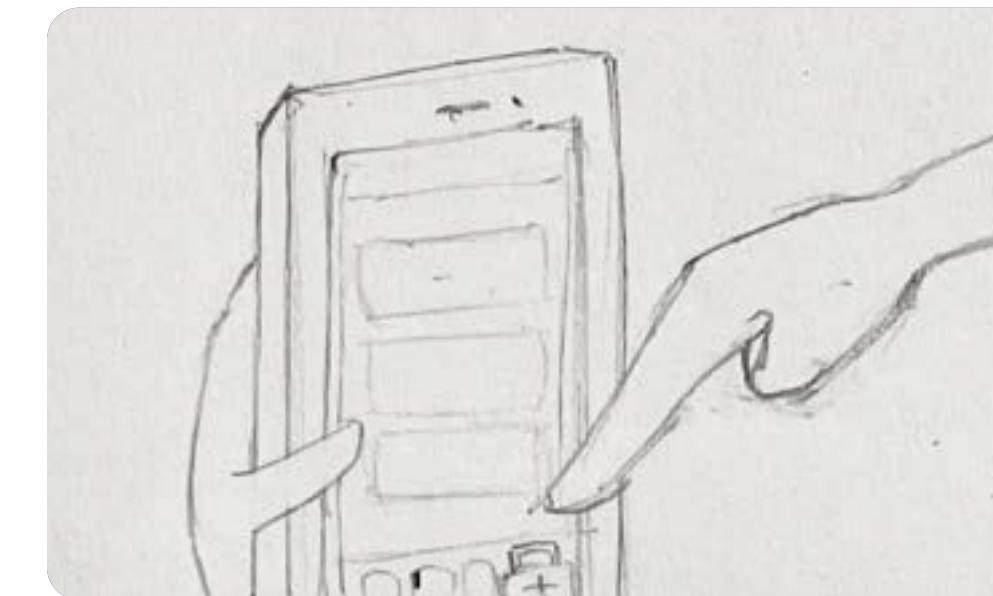
At the end of the session, the patient expresses her concern about running into emotional emergencies.

3



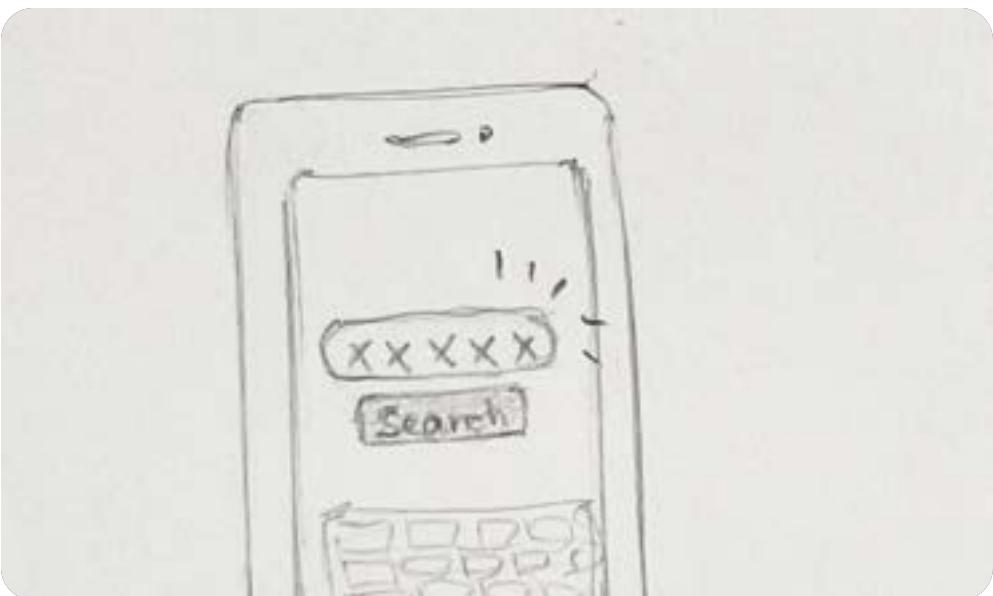
Brittany unlocks My Mood and introduces the app to her patient.

4



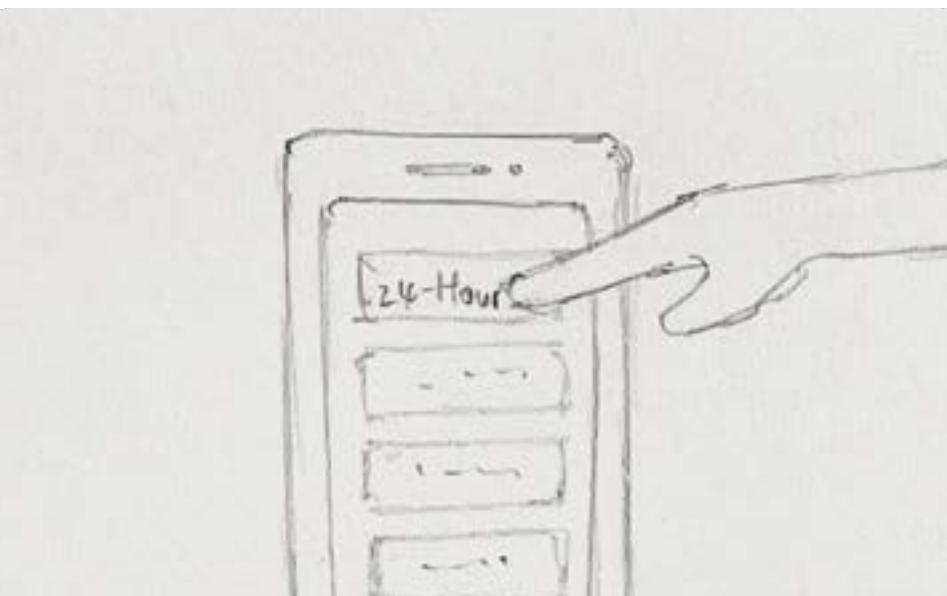
She guides her patient to go to the "Find Help" page.

5



They enter the zip code of their current location and click "Search".

6



They choose "24-Hour Crisis Line" among the many urgent help resources.

7



They find the number to call when emergency happens.

8



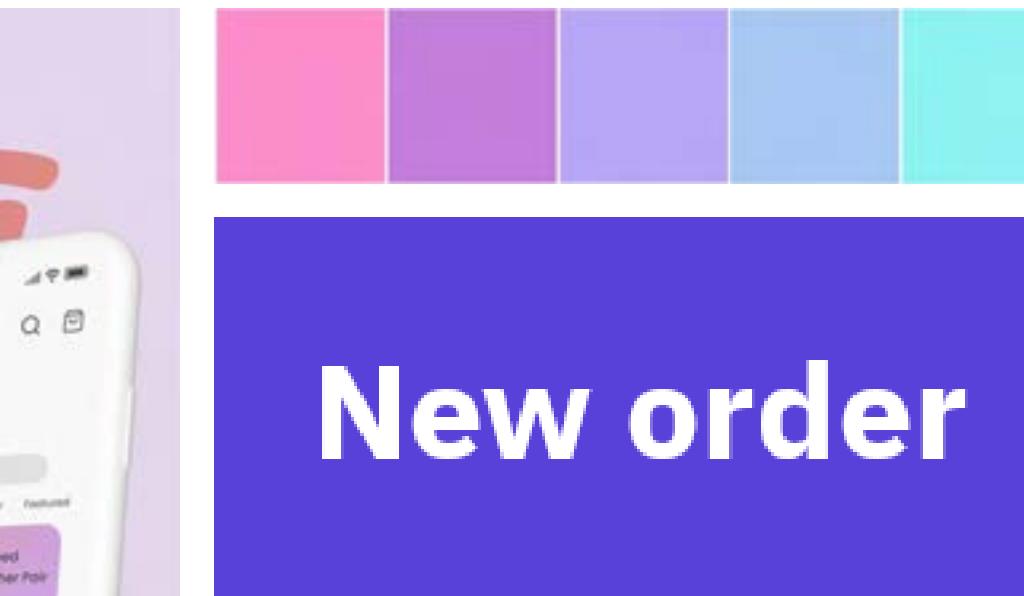
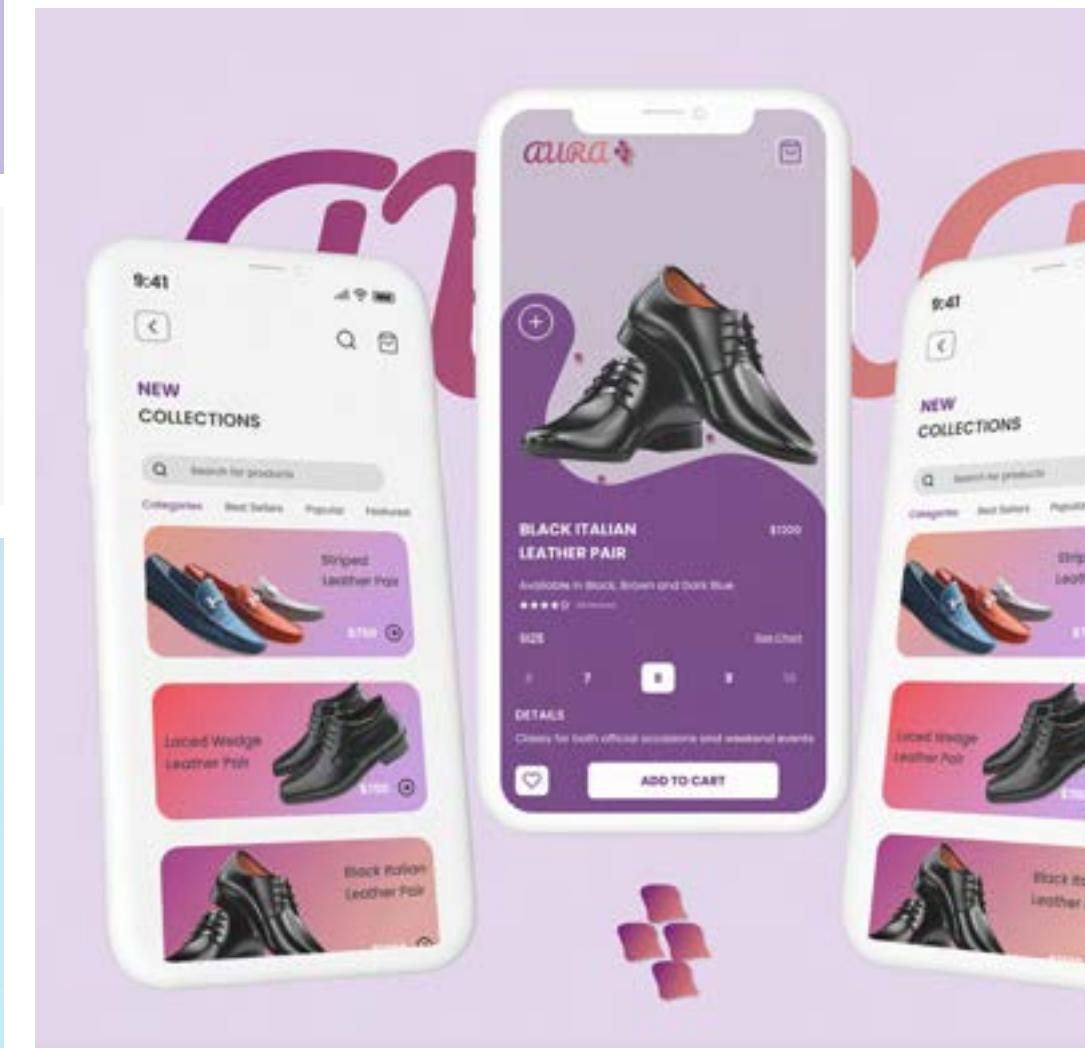
The patient now knows how to self-help during urgent situations.



# Mood Board



AaBbCcDd



# Proof of Concept



# Task 1

## Scenario:

The user wants to record her current thoughts and emotions by typing them out.

## Goal:

Create a journal entry with custom background color.

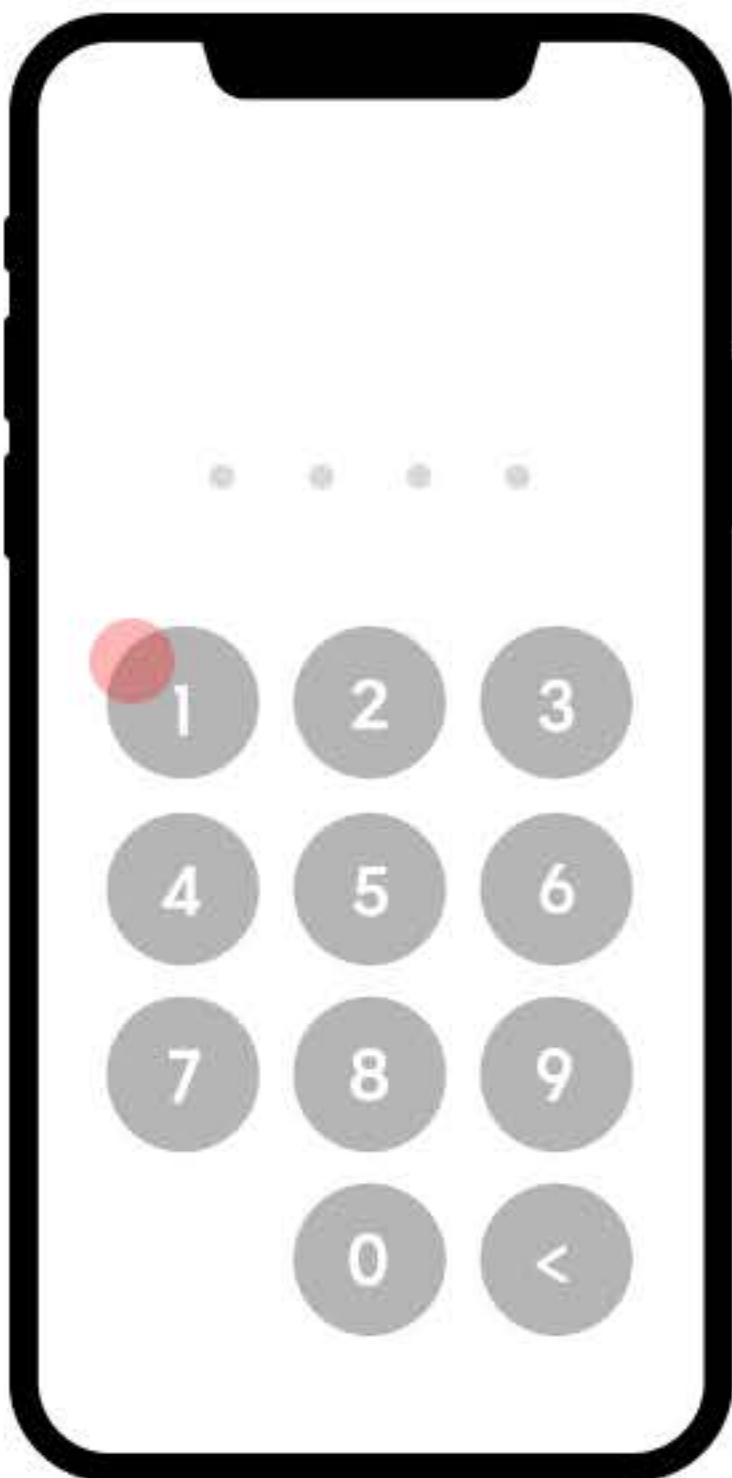
## Result:

A new entry with custom background is created.



# Task 1

1 of 7



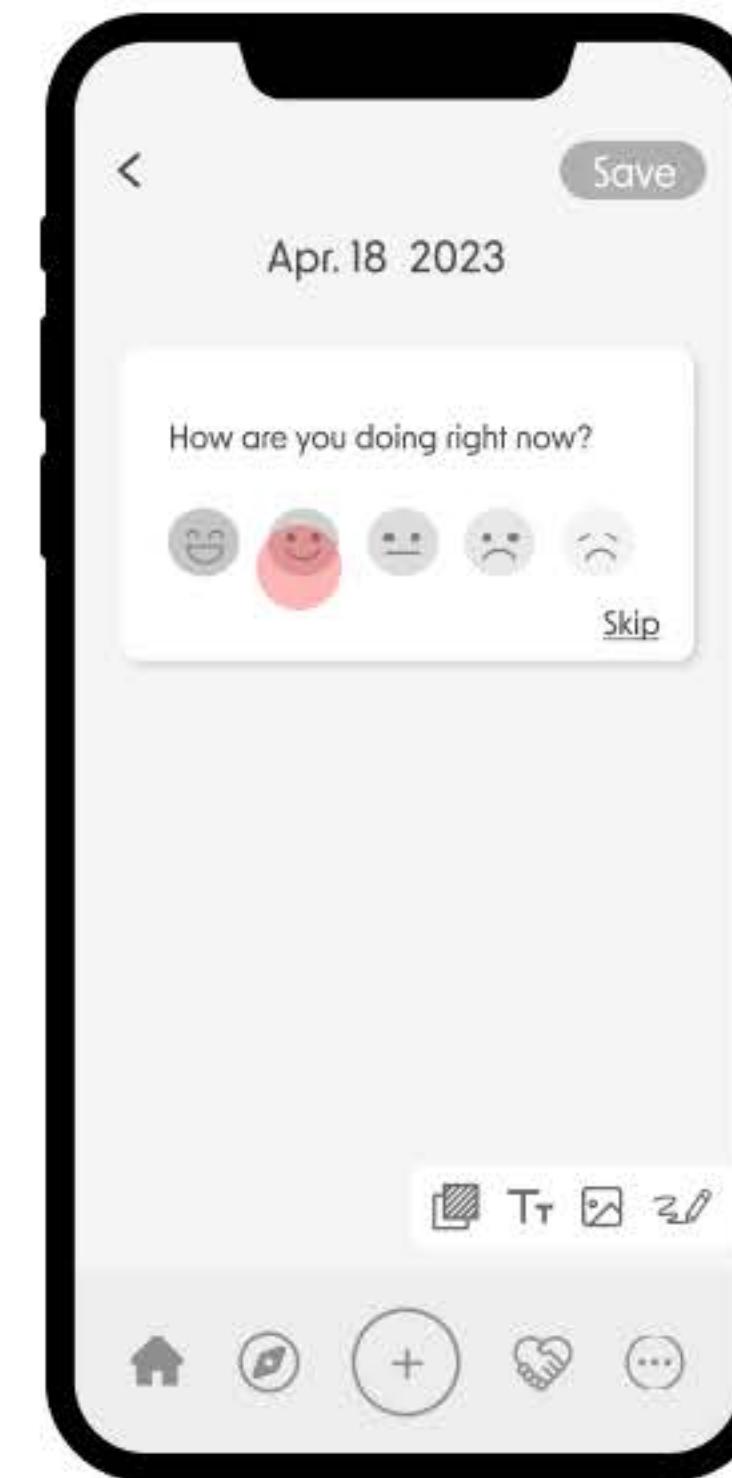
User enters a passcode  
to unlock the app

2 of 7



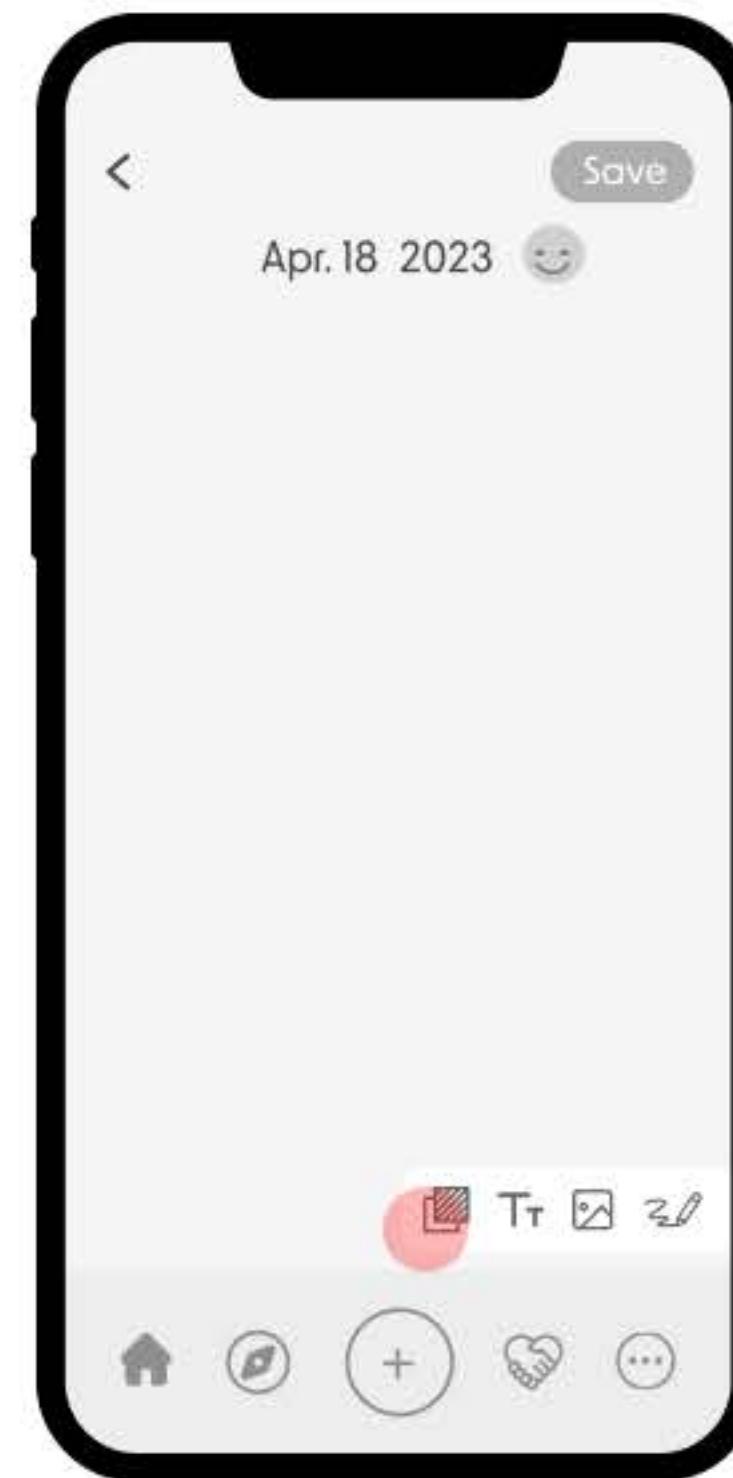
User clicks the "+" sign to  
start a new entry

3 of 7



User clicks on an emoji

4 of 7

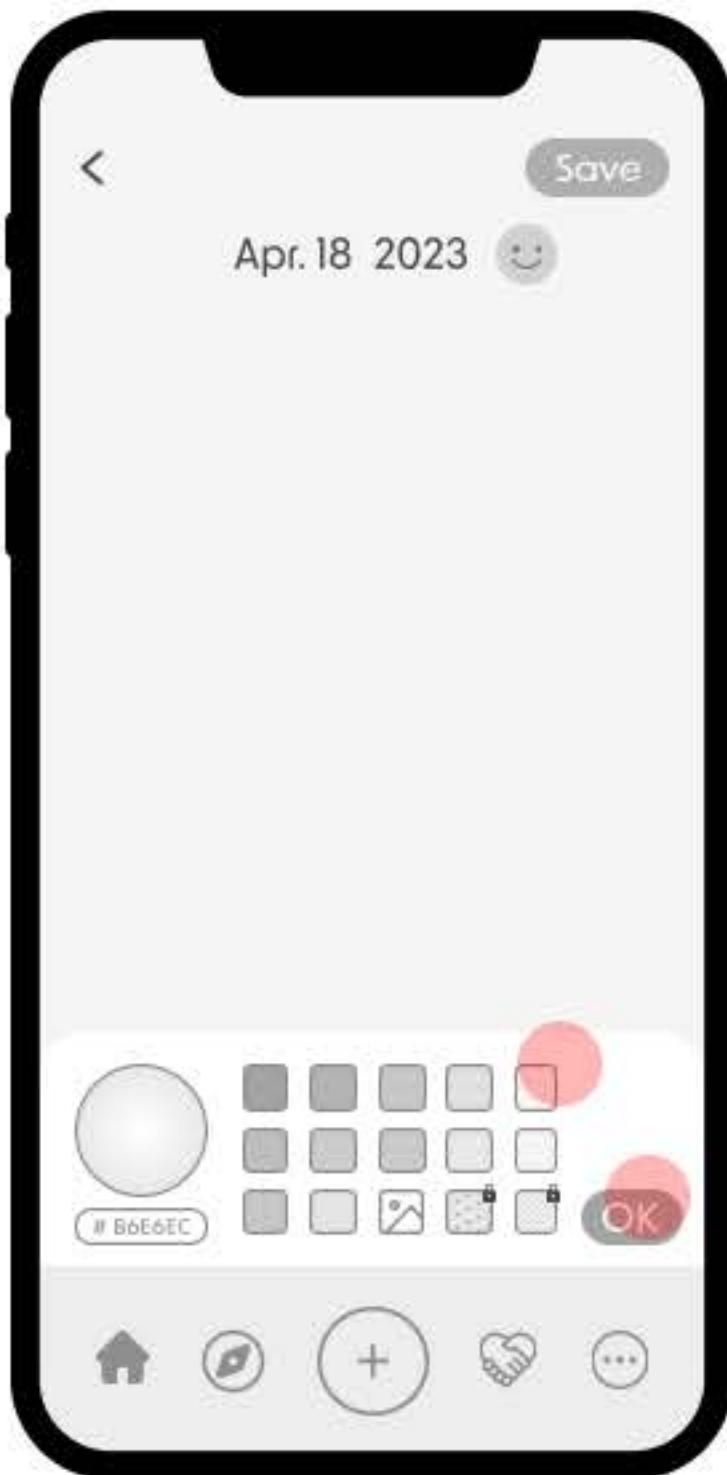


User clicks on the  
"background" icon



# Task 1

5 of 7



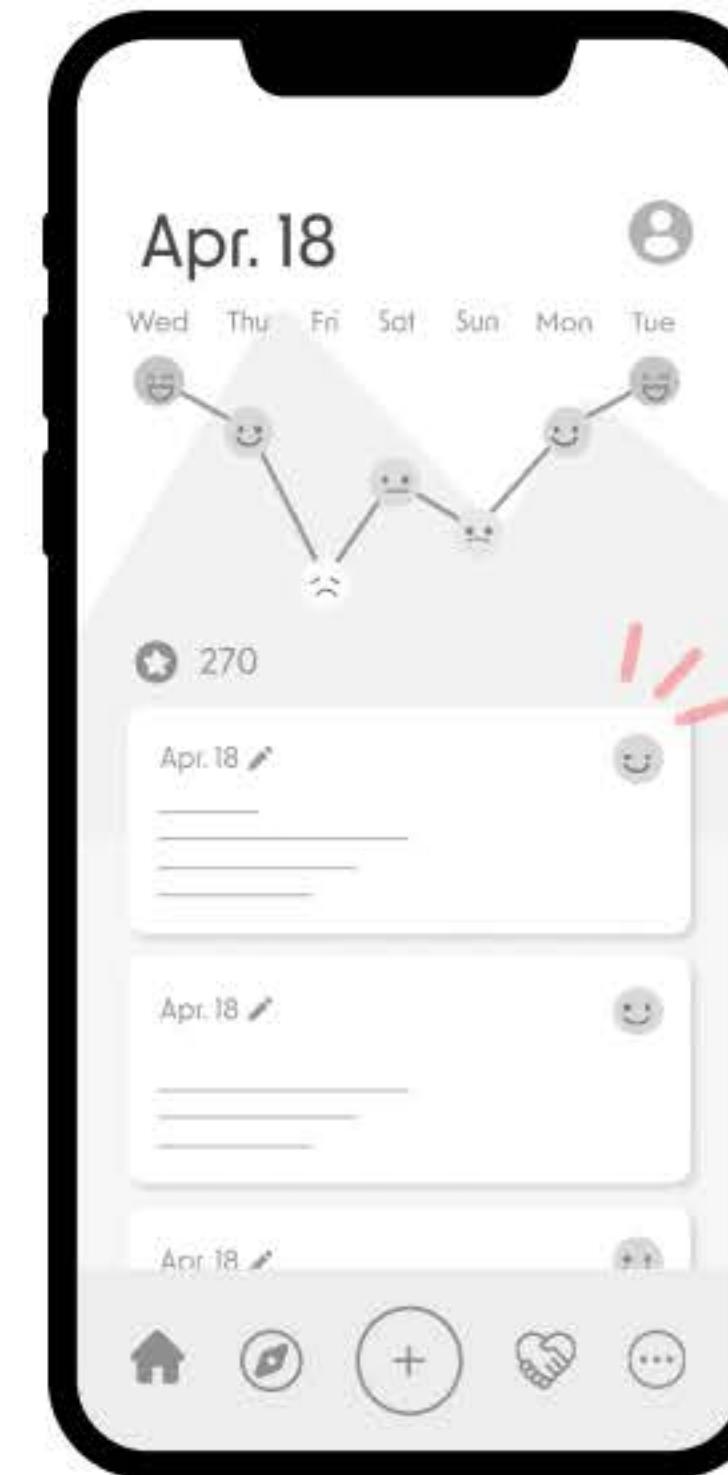
User clicks on a color swatch and clicks "OK"

6 of 7



User types out some contents and clicks "Save"

7 of 7



User is redirected to the home page and their new entry shows up in the queue.



# Task 2

## Scenario:

The user is experiencing anxiety and wants to find instructions on how to cope with her feelings.

## Goal:

Watch a video under any topic.

## Result:

Earn 50 points.



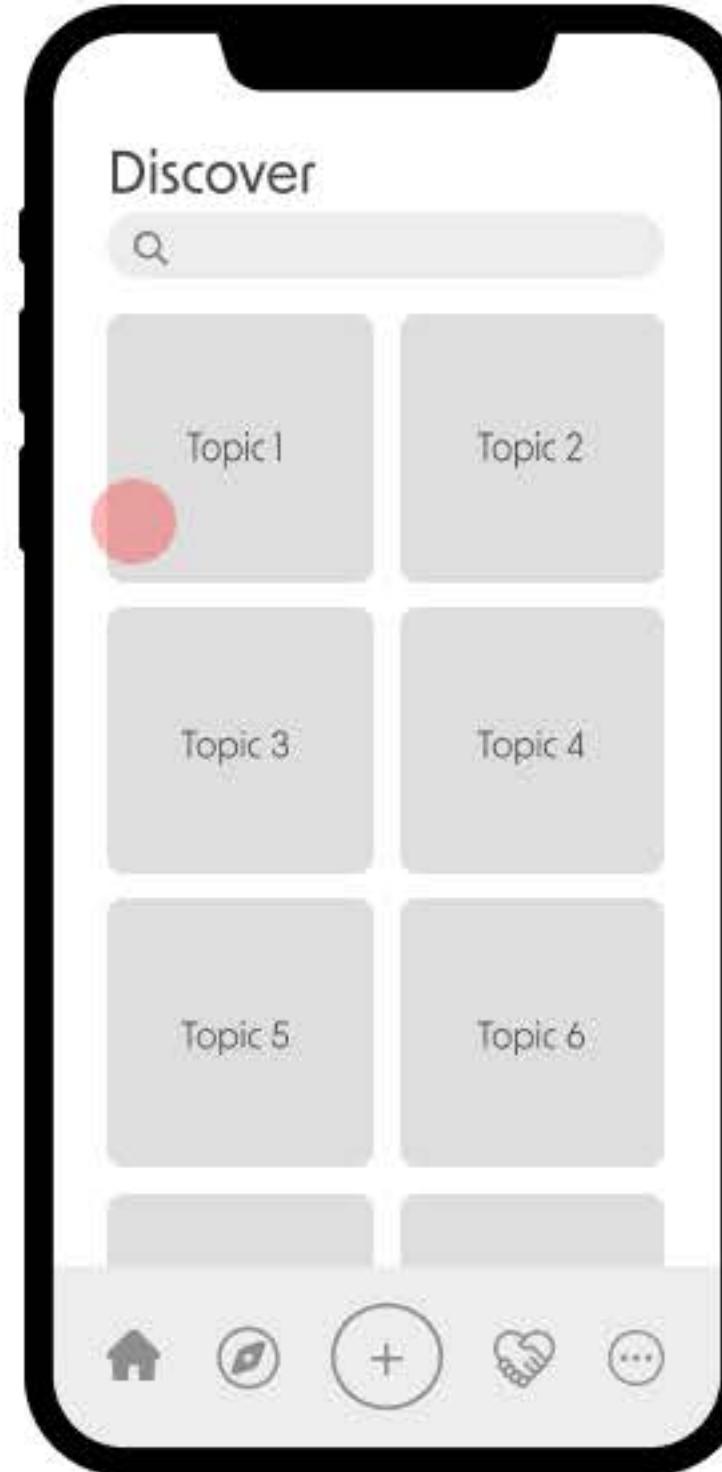
# Task 2

1 of 6



User clicks the  
"discover" icon

2 of 6



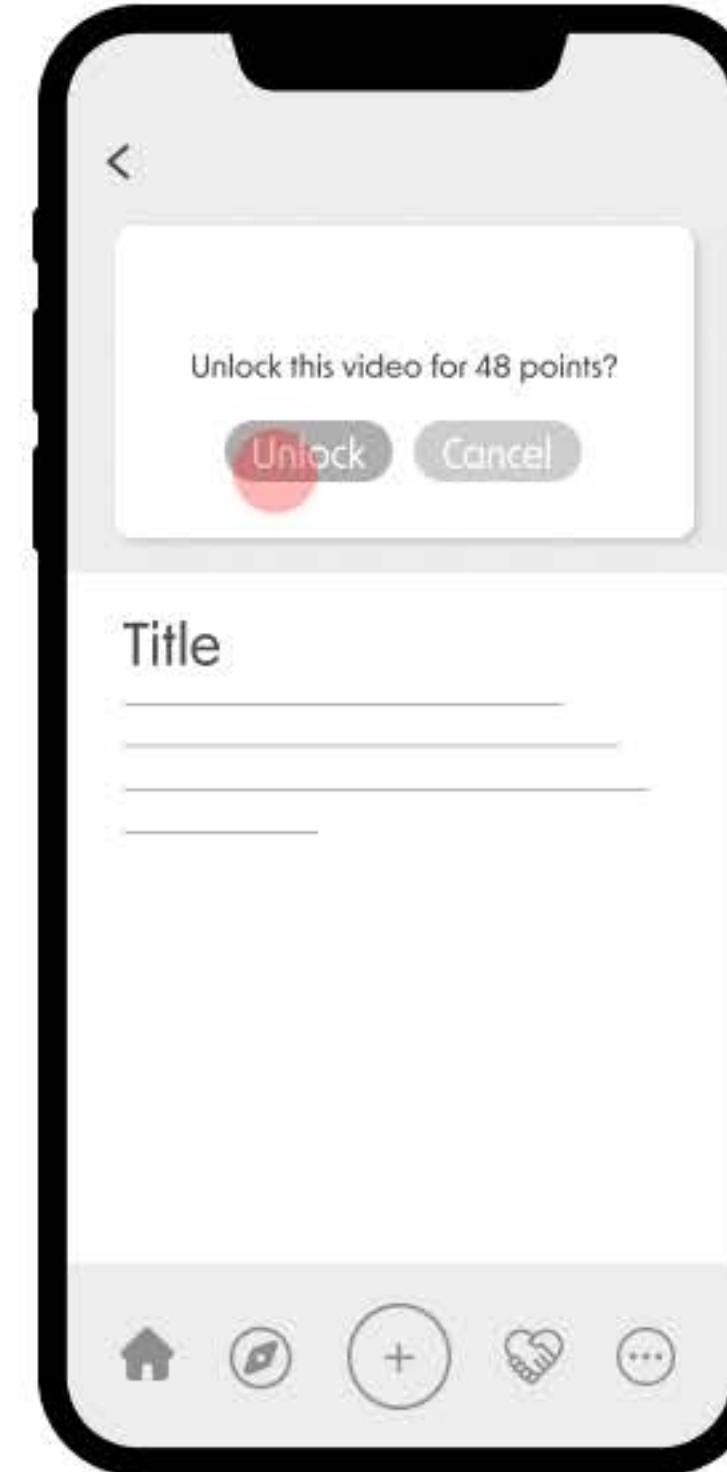
User clicks on a topic

3 of 6



User clicks on a video

4 of 6

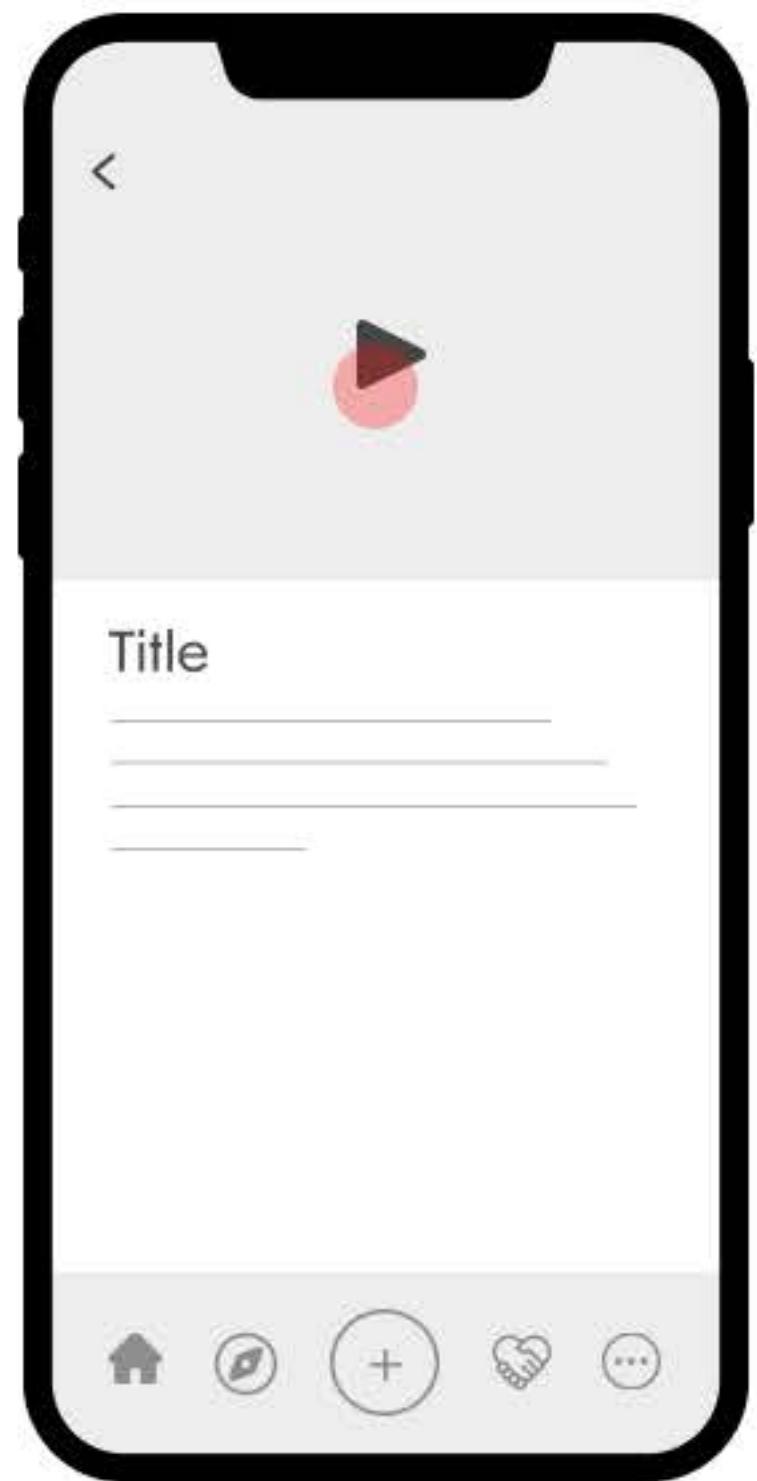


User clicks "Unlock" to  
unlock the video



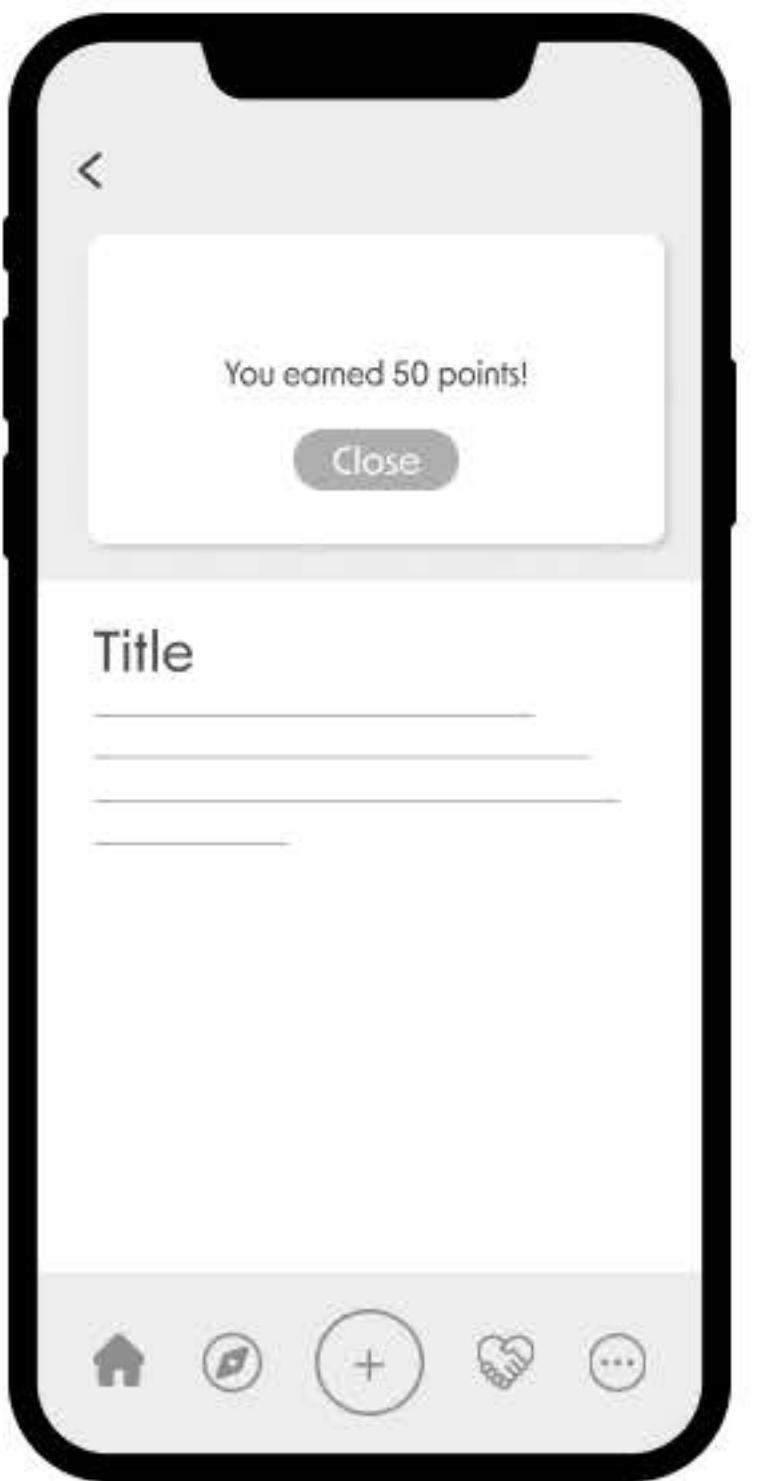
# Task 2

5 of 6



User clicks the play button and plays the full video

6 of 6



User earns 50 points



# Task 3

## Scenario:

The user is having a panic attack and needs urgent consolation.

## Goal:

Find a number to call for help.

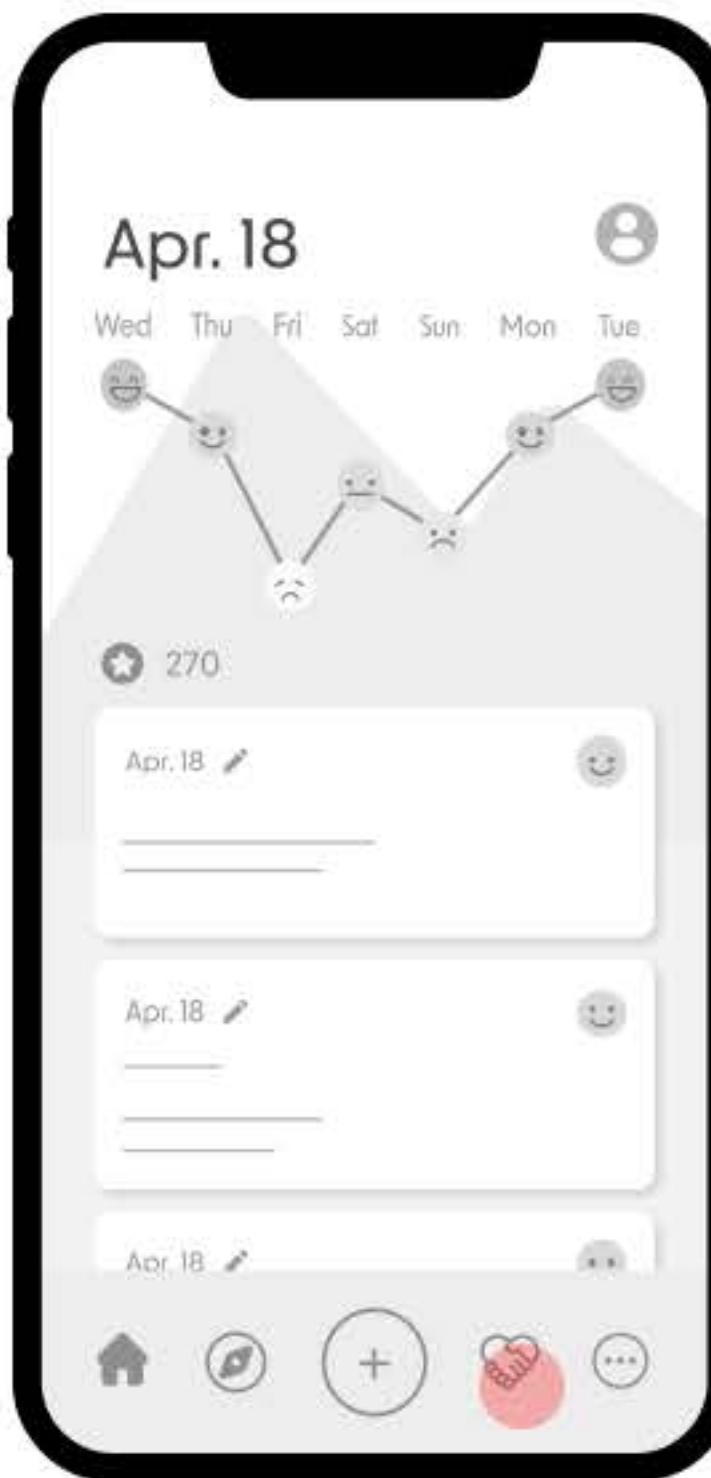
## Result:

Get the number and information of the service provider.



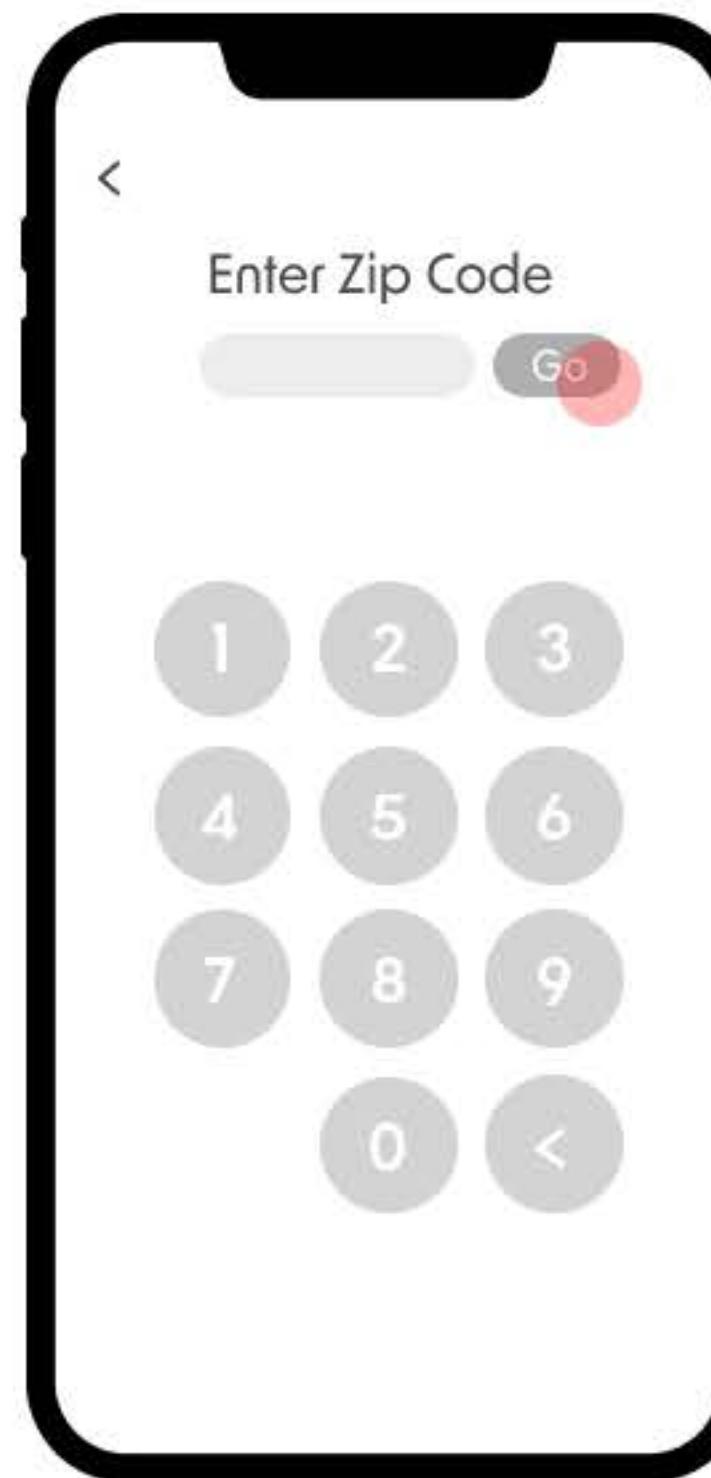
# Task 3

1 of 4



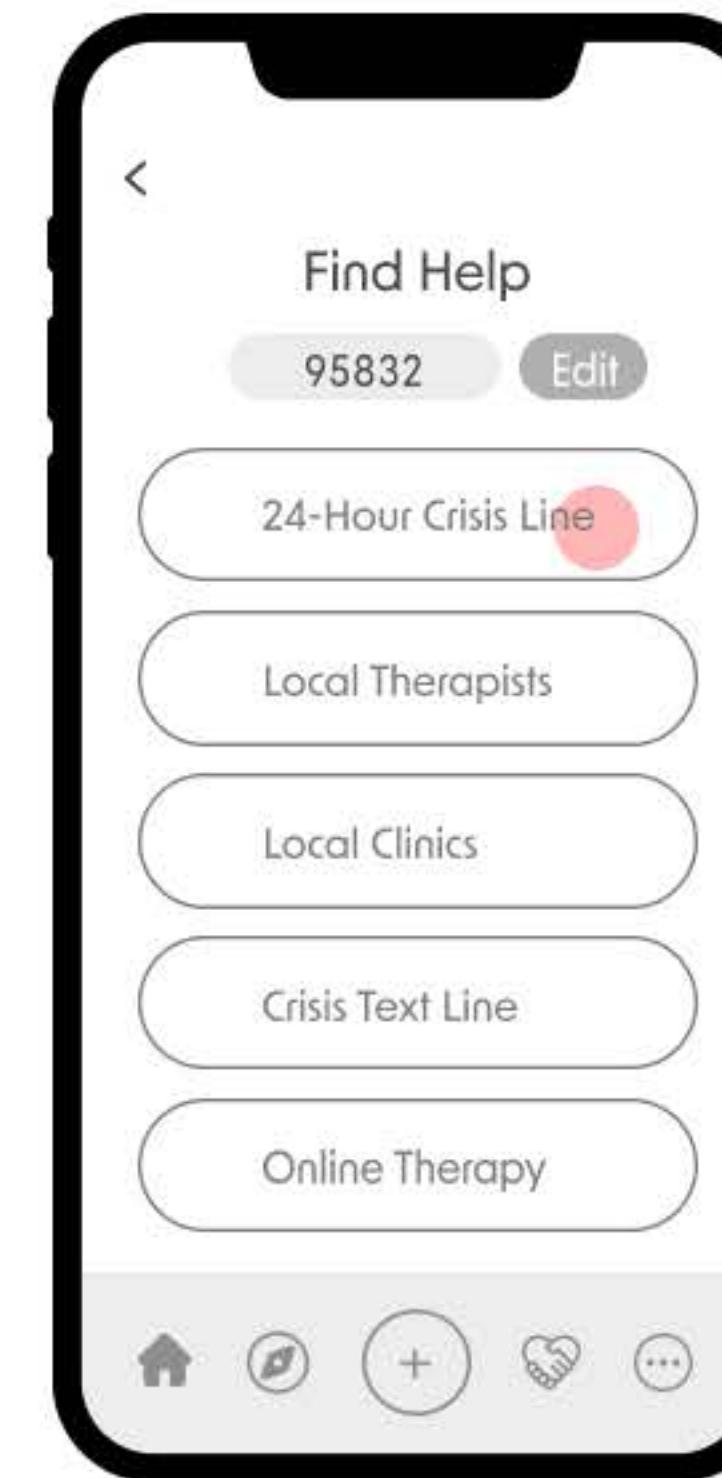
User clicks the "Find Help" icon

2 of 4



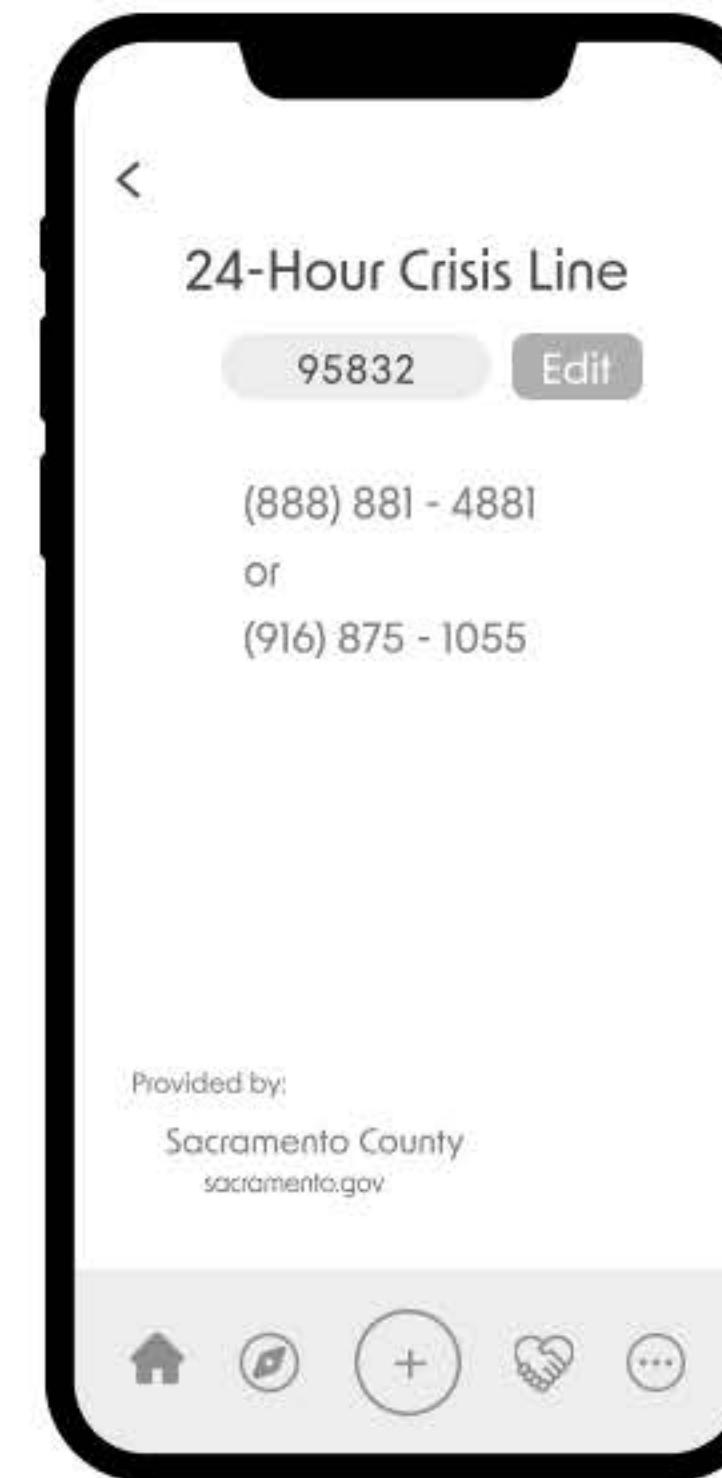
User enters a zip code and clicks "Go"

3 of 4



User clicks "24-Hour Crisis Line"

4 of 4



User gets the number and information on the service provider



# Paper Prototype Tests (R1)



# Tester Results (R1)

## Task 1

### Result:

The user thinks it is hard for a new user to instantly know where to click to create a new entry.

### Fix:

Include a window prompt that encourages the user to click on the "+" sign the first time the user login the app on a new day.

## Task 2

### Result:

The user thinks it is not clear that the search bar on the discover page is for that specific page and not for the whole site.

### Fix:

Add a search button that indicates the purpose of the search bar.

## Task 2

### Result:

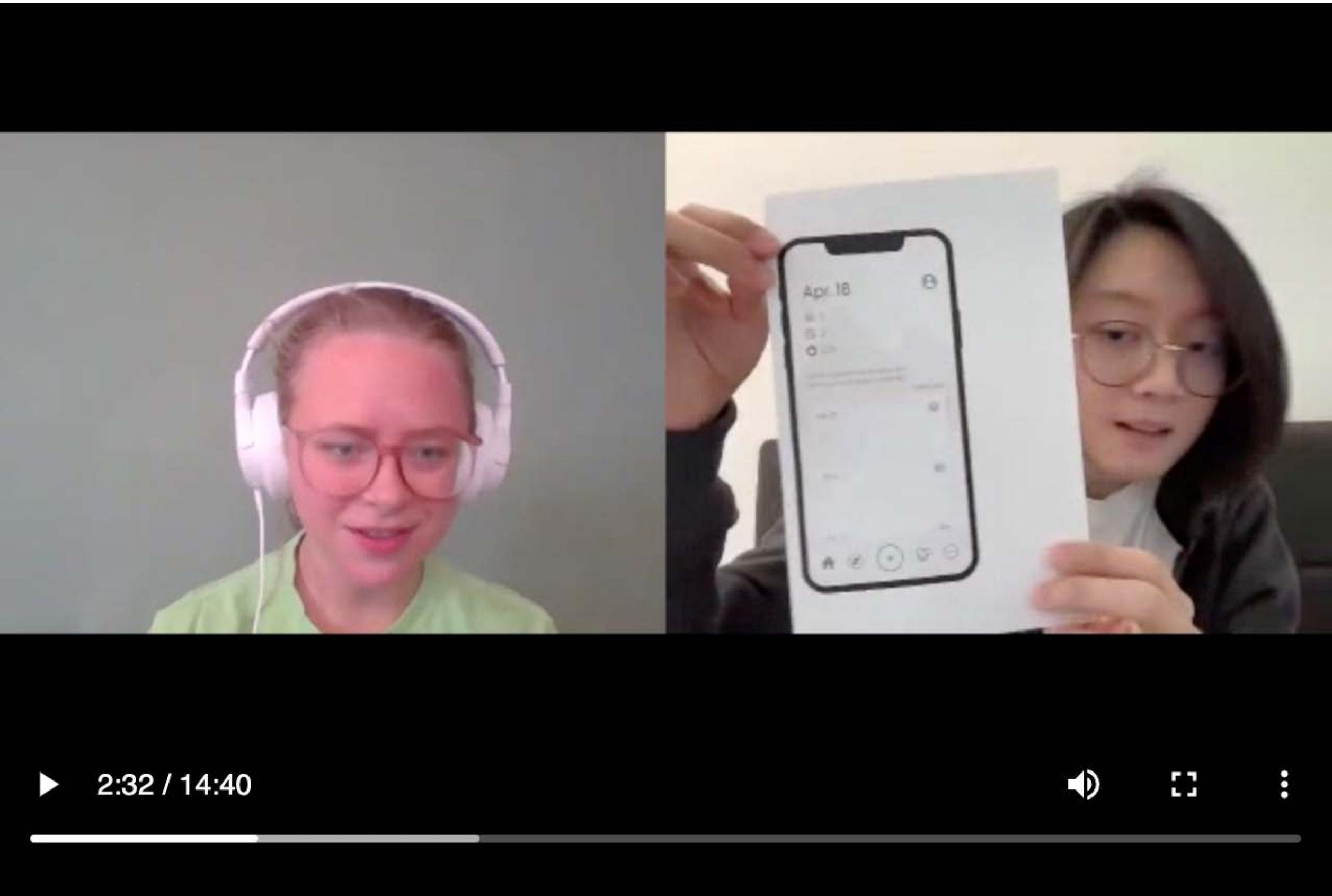
The user thinks the icon for "discover" does not indicate the purpose clear enough.

### Fix:

Replace the discover icon.



# Test 1



Tester: Jemma

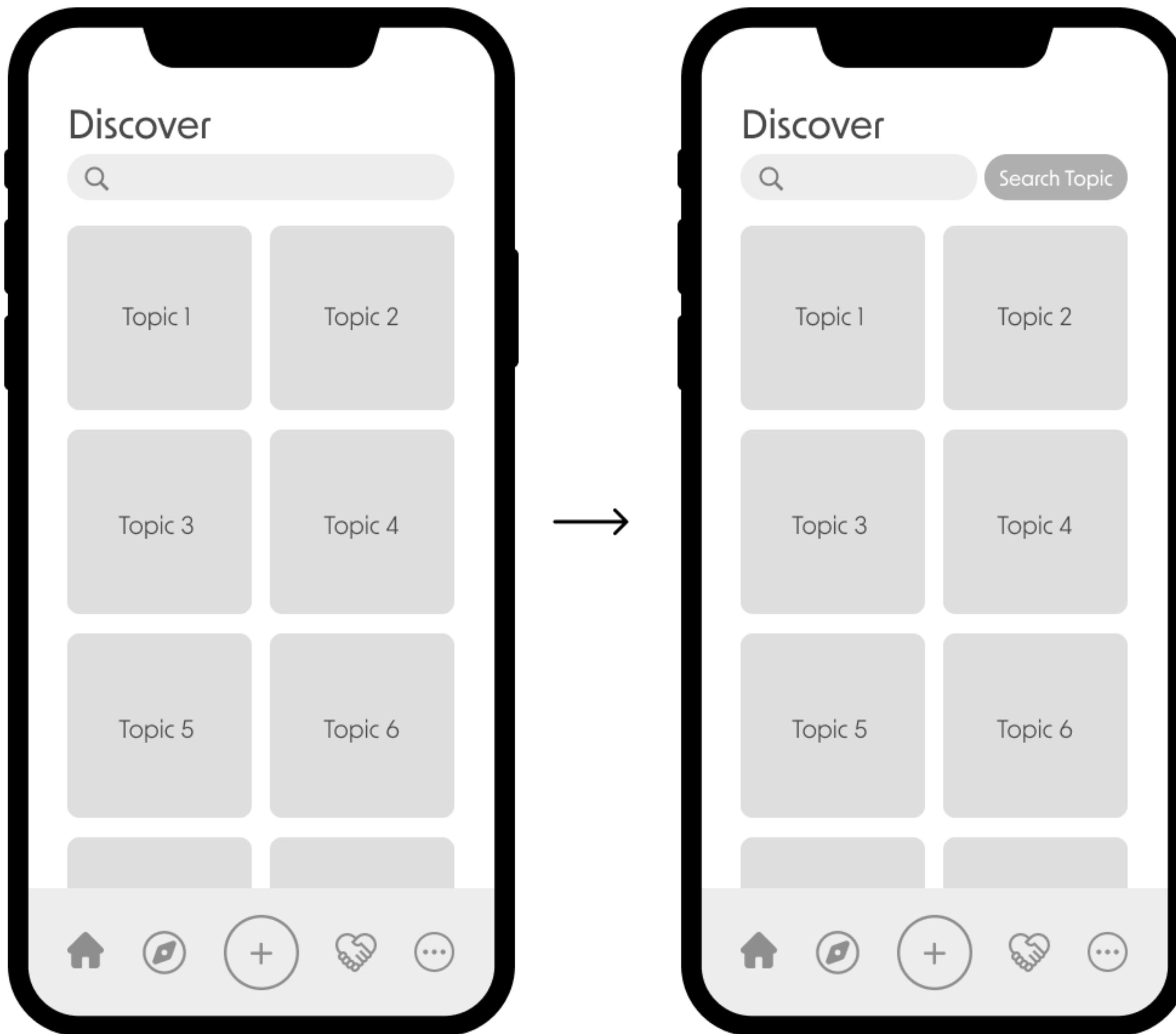
Moderator: Karen

## Feedback:

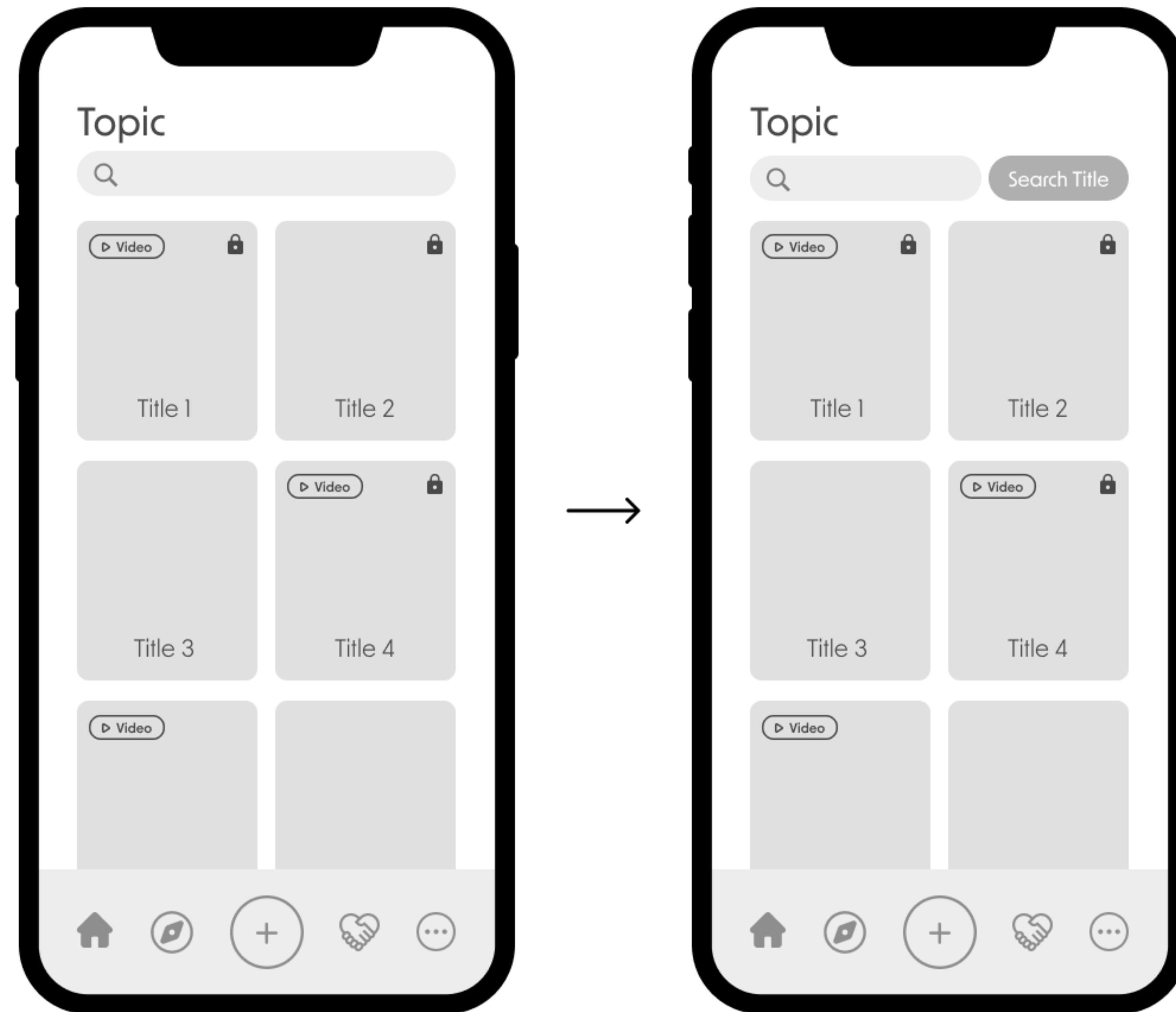
It is not clear that the search bar on the discover page is for that specific page and not for the whole site.



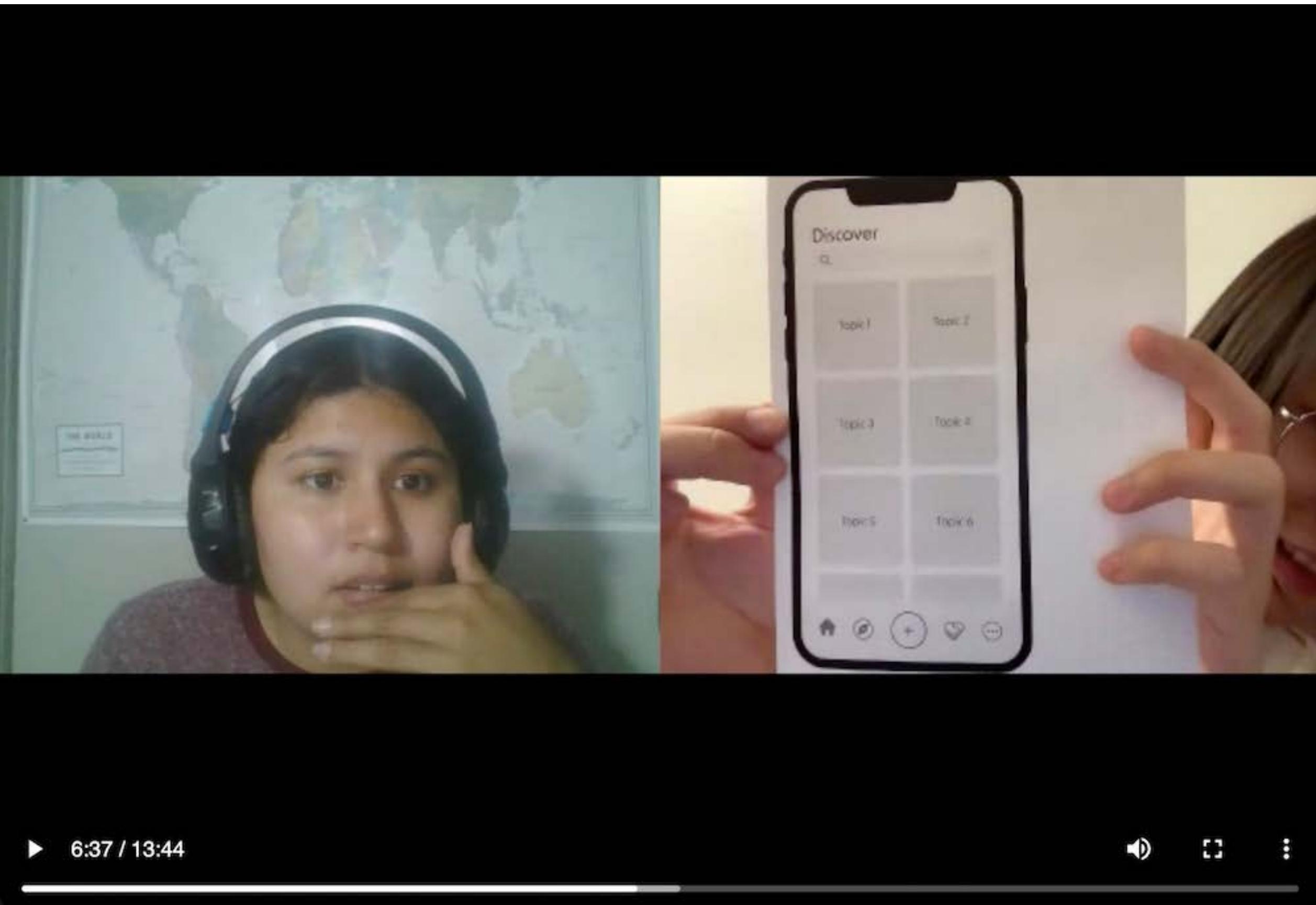
# Modification 1



# Modification 2



# Test 2



Tester: Jessie

Moderator: Karen

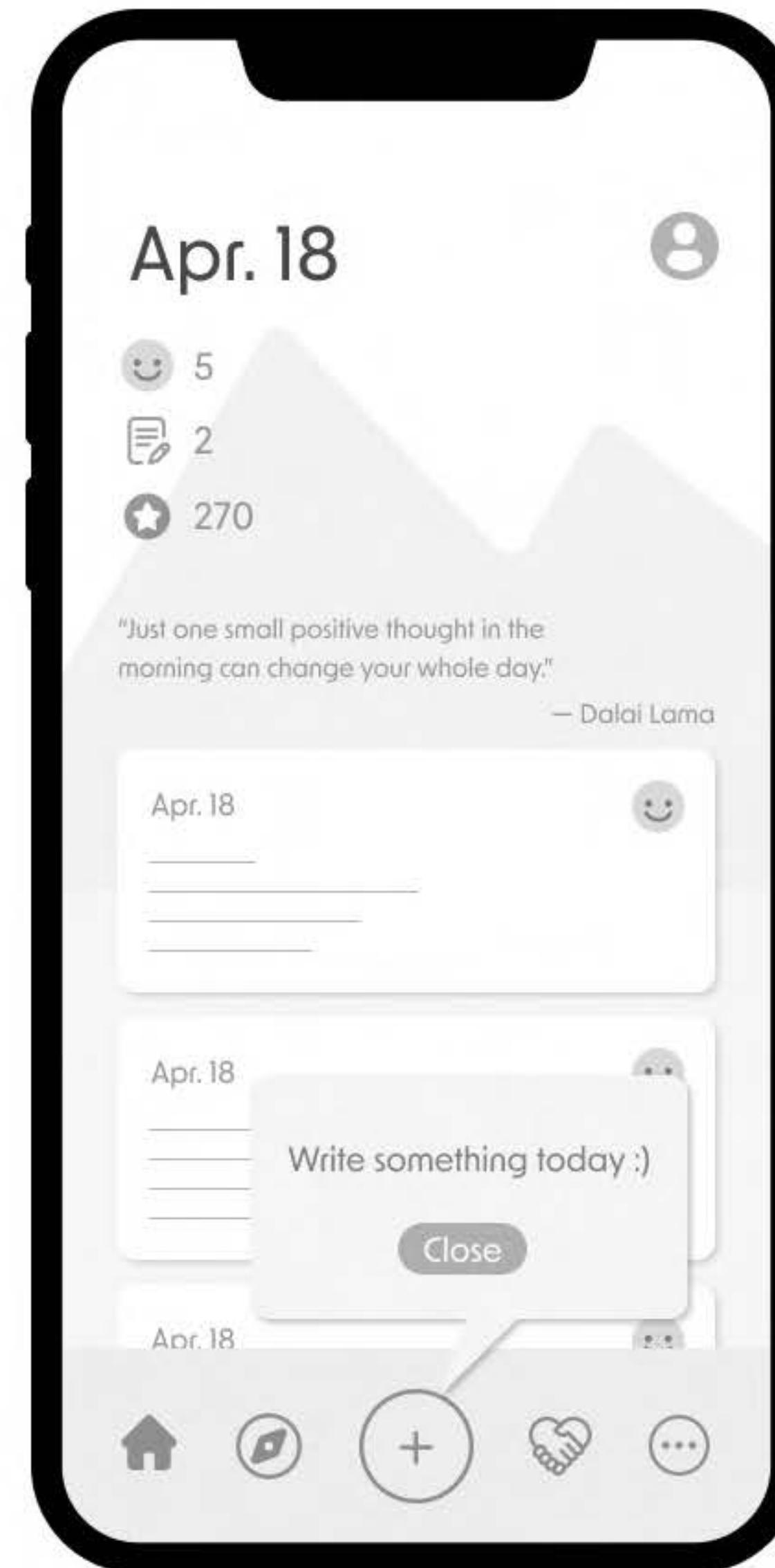
## Feedback:

It's hard for a new user to instantly know where to click to create an entry.

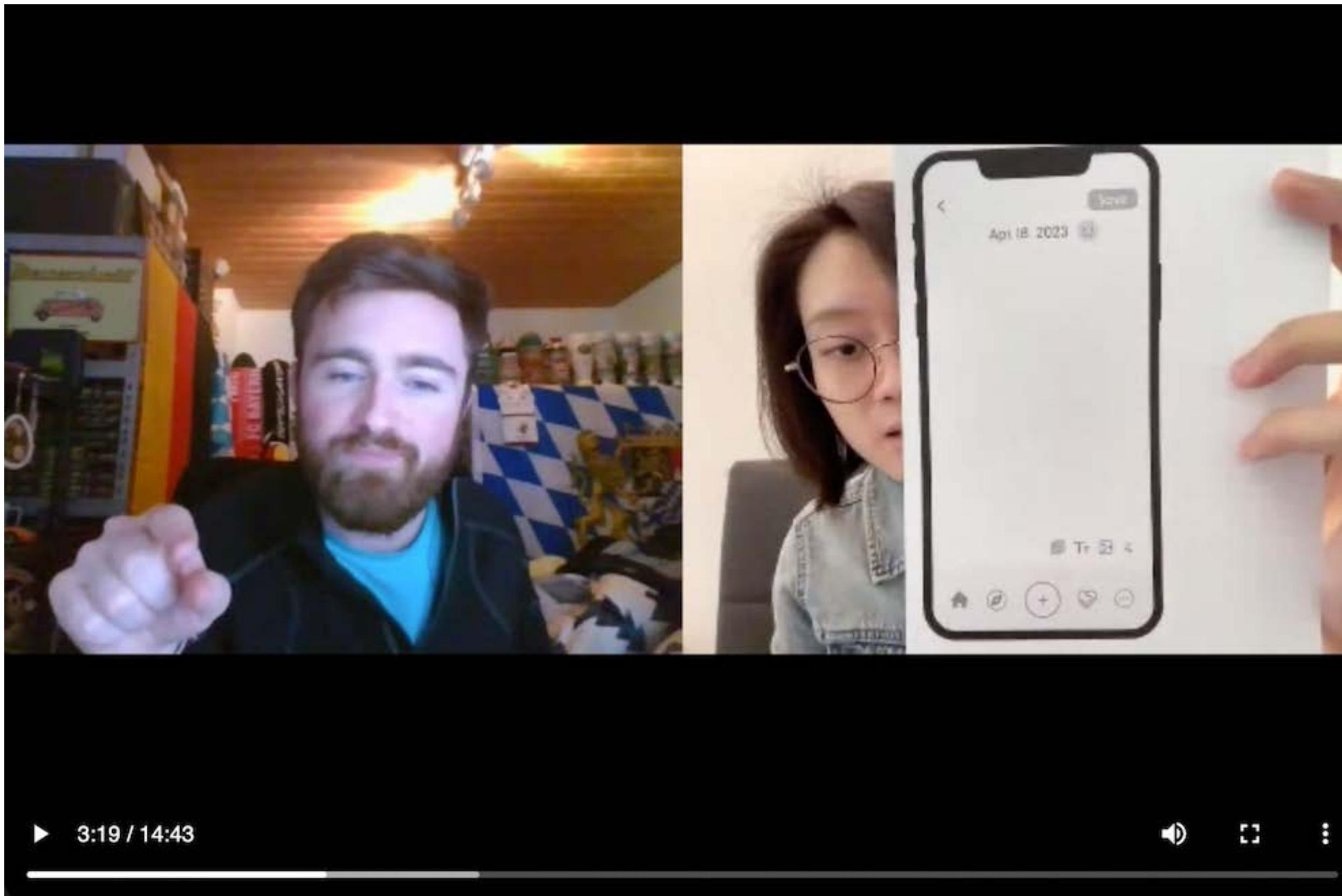


# Modification 3

Include a window prompt that encourages the user to click on the "+" sign the first time a user opens the app on a new day.



# Test 3



Tester: Spence

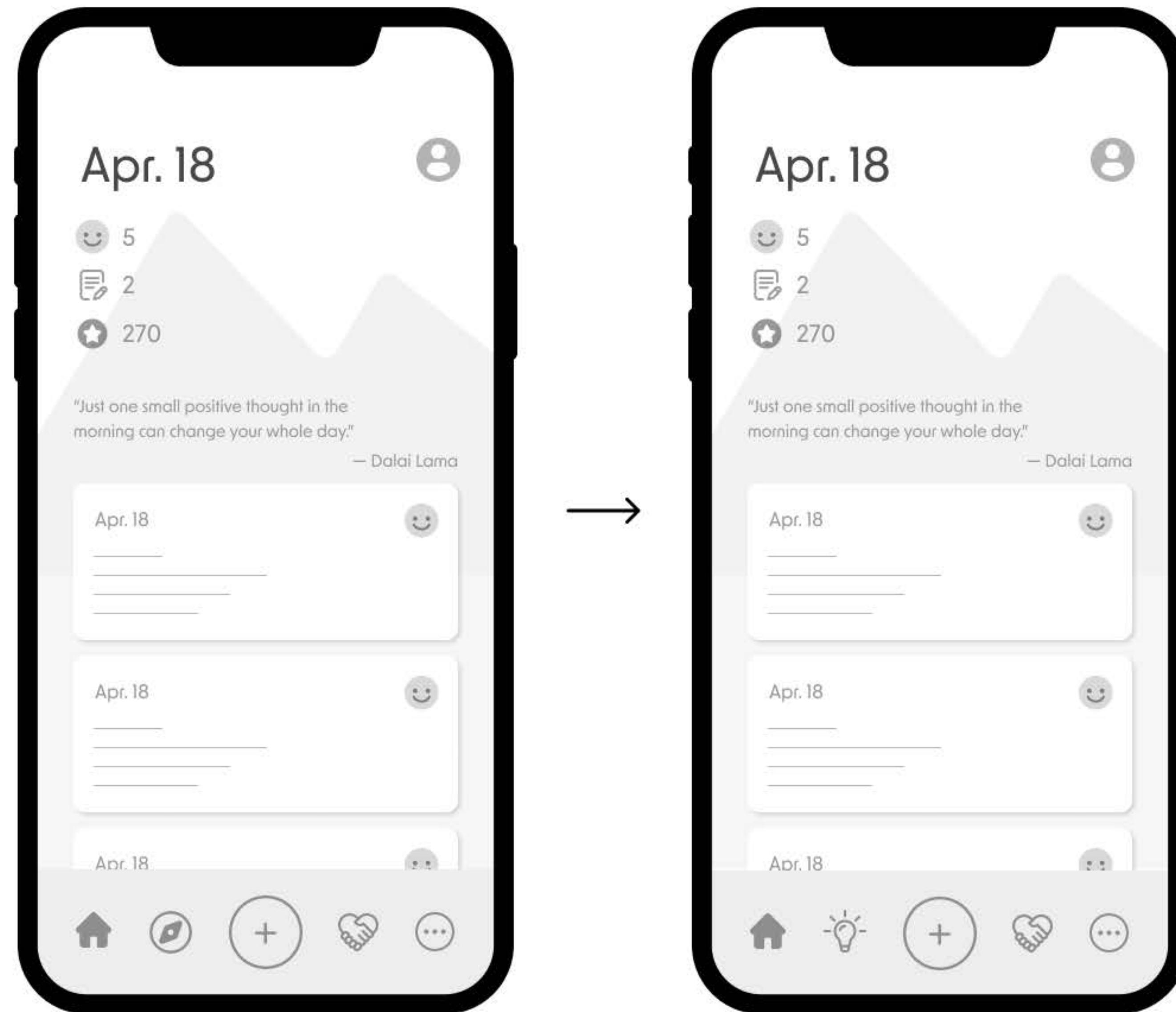
Moderator: Karen

Feedback:

Replace the the  
“discover” icon.



# Modification 4



# High Fidelity Wireframes



# Task 1

## Goal:

Create a journal entry with custom background color.

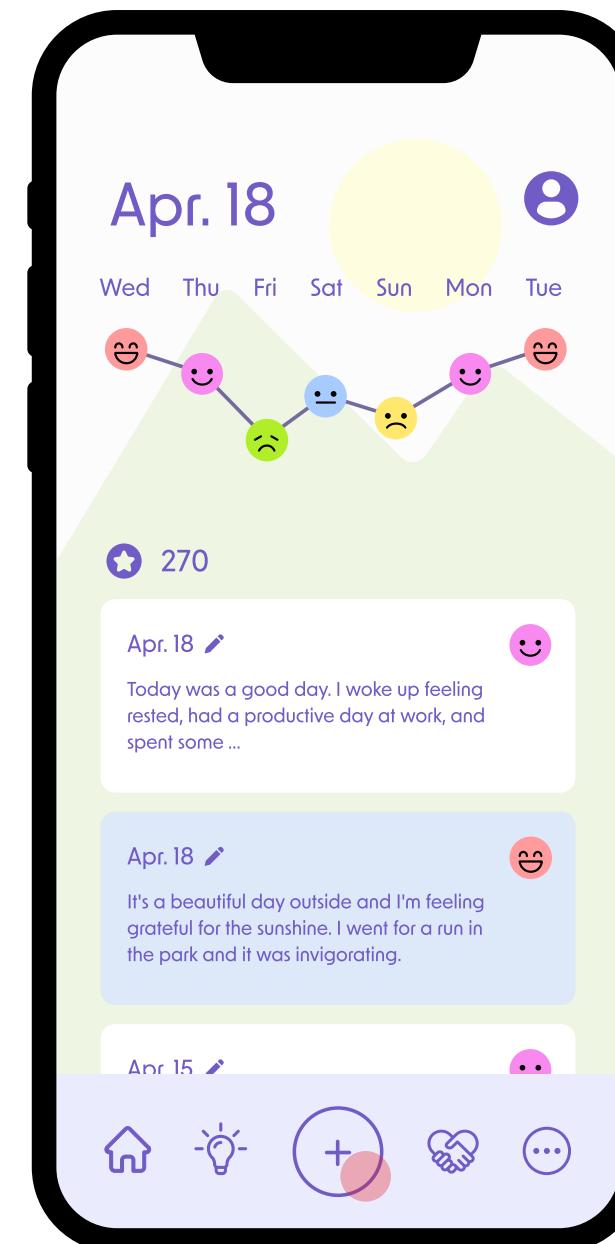
## Result:

A new entry with custom background is created.

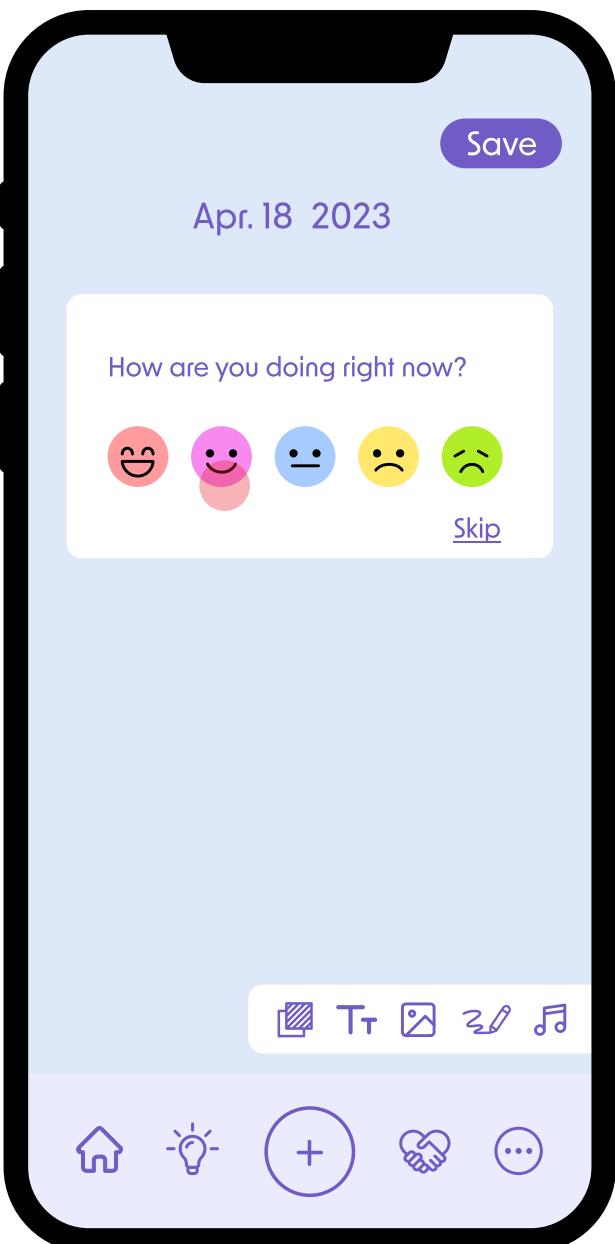
1 of 7



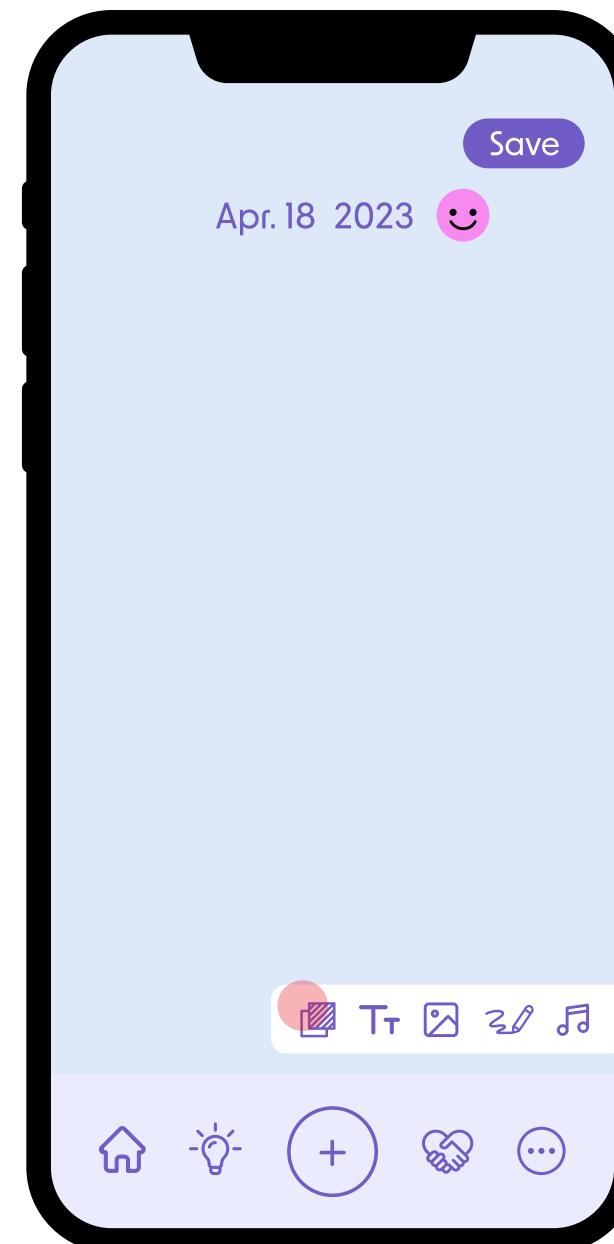
2 of 7



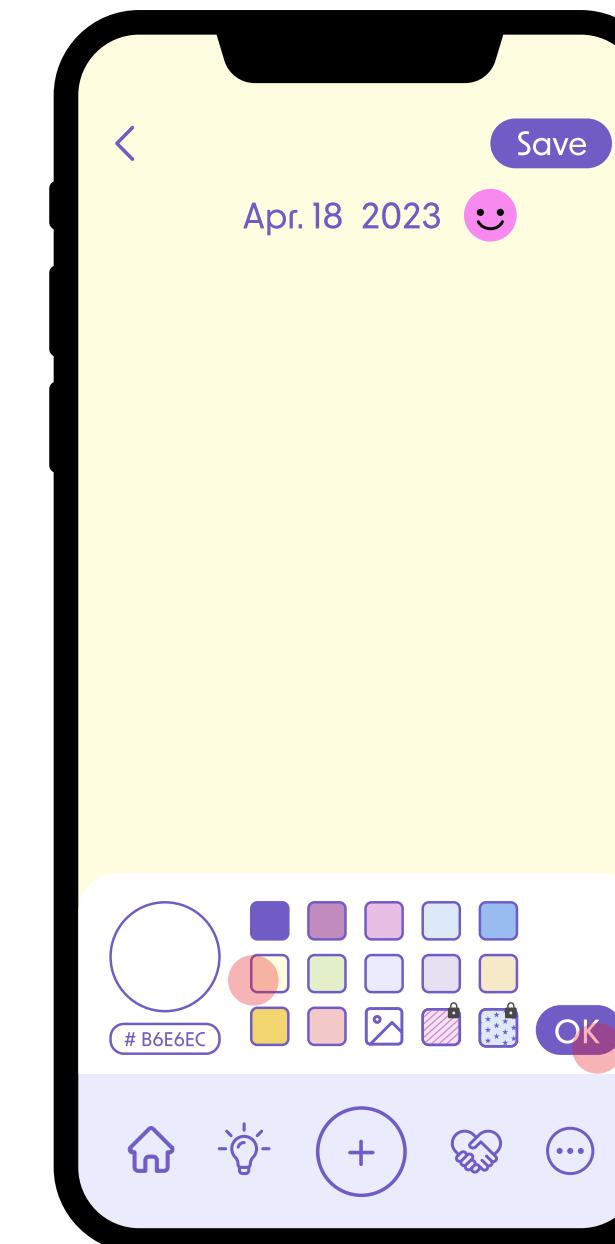
3 of 7



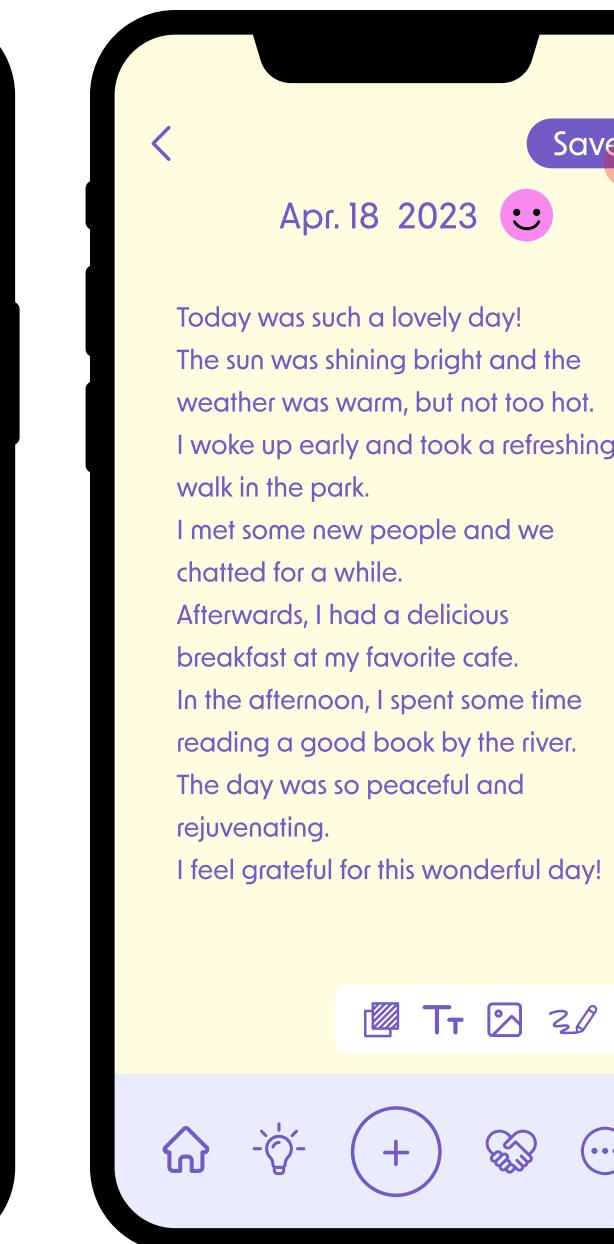
4 of 7



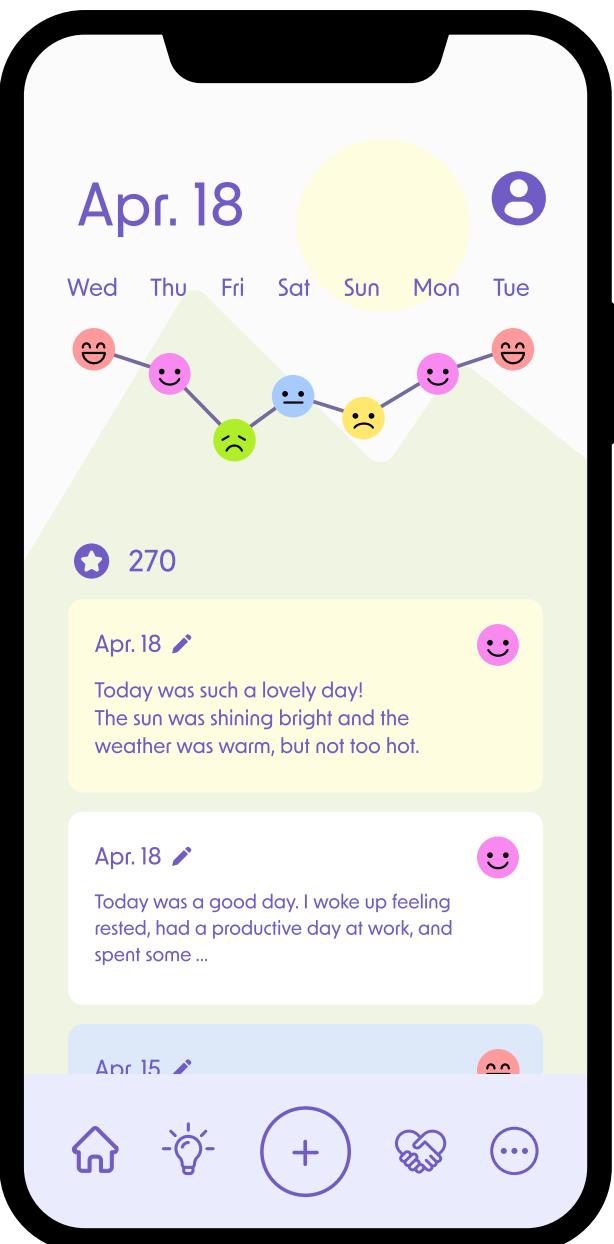
5 of 7



6 of 7



7 of 7



User enters their passcode to unlock the app

User clicks the "+" sign to start a new entry

User clicks on an emoji

User clicks on the "background" icon

User clicks on a color swatch and clicks "OK"

User types out some contents and clicks "Save"

New entry is created



# Task 2

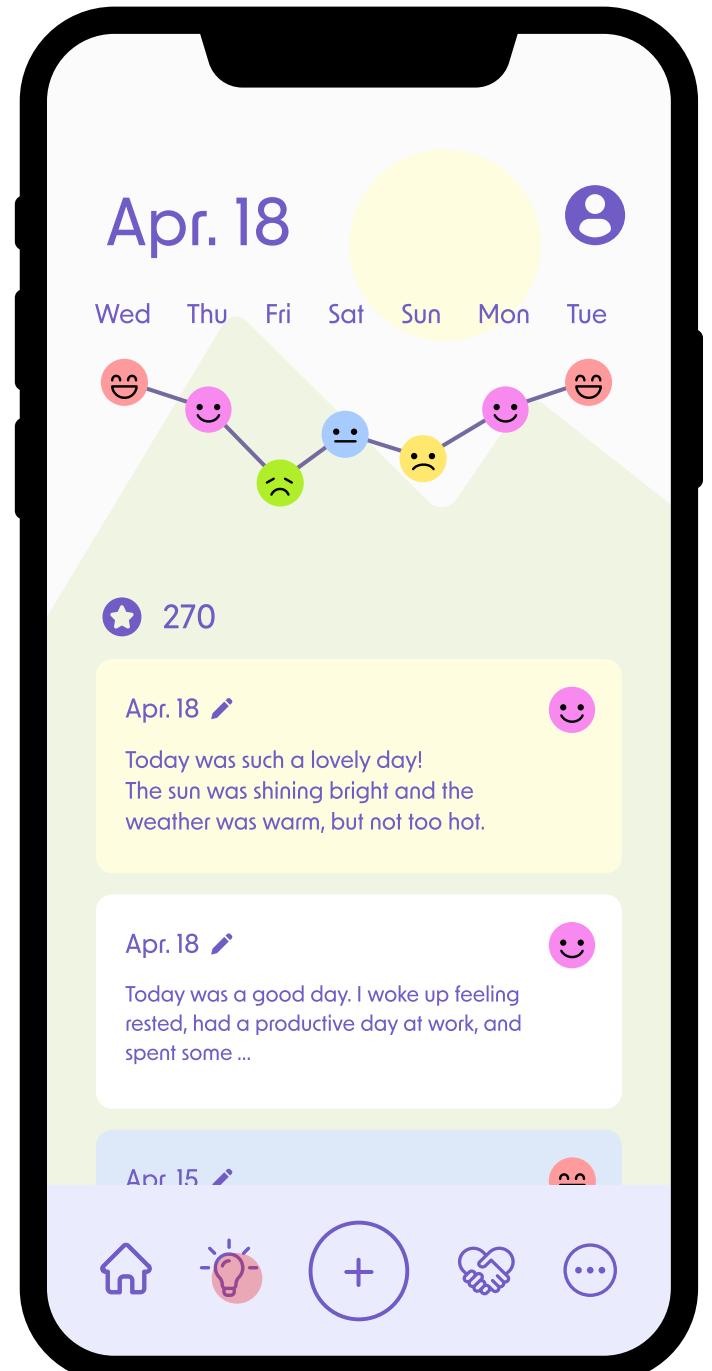
## Goal:

Watch a video under any topic.

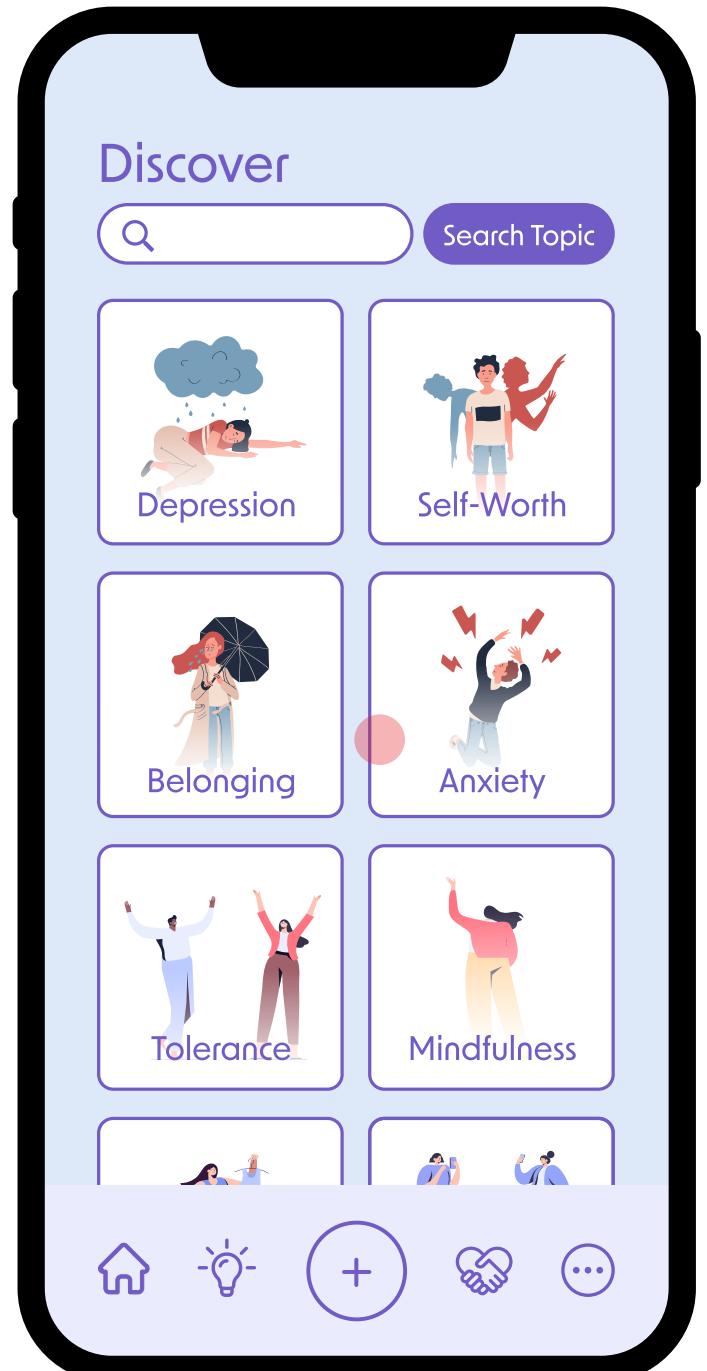
## Result:

Earn 50 points.

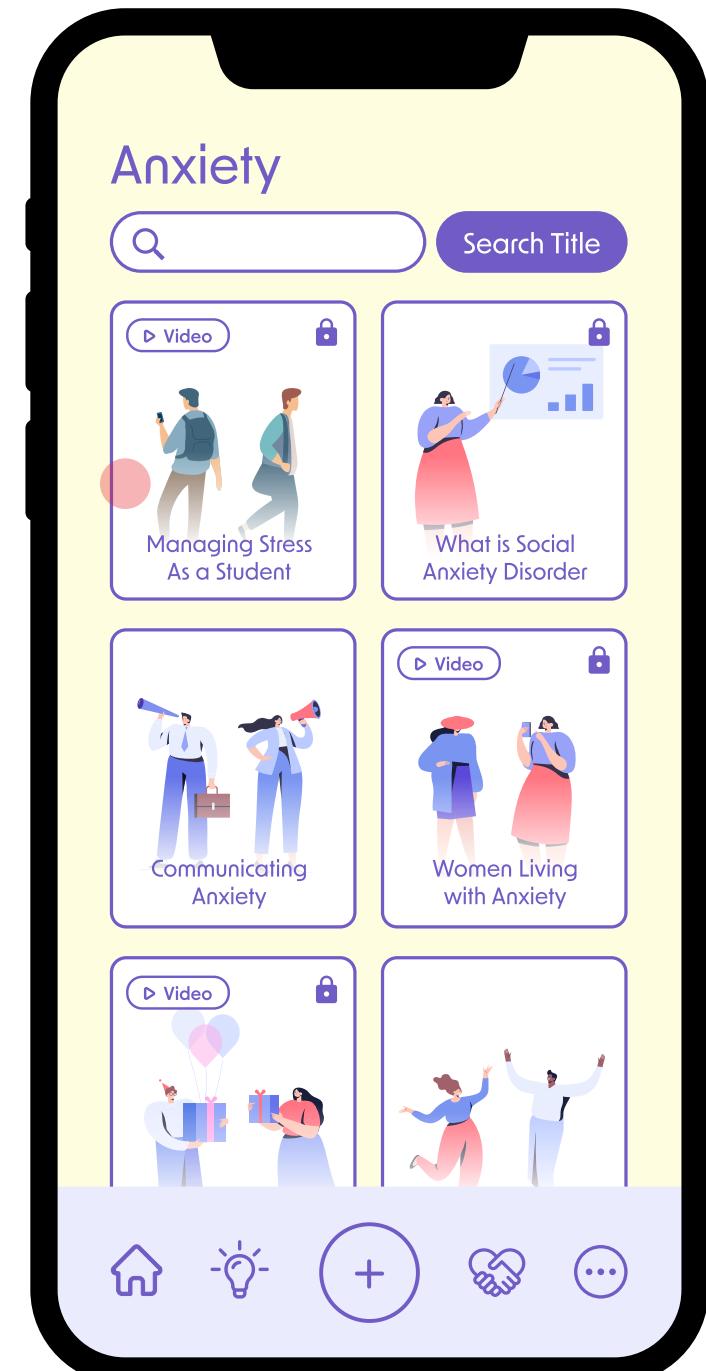
1 of 6



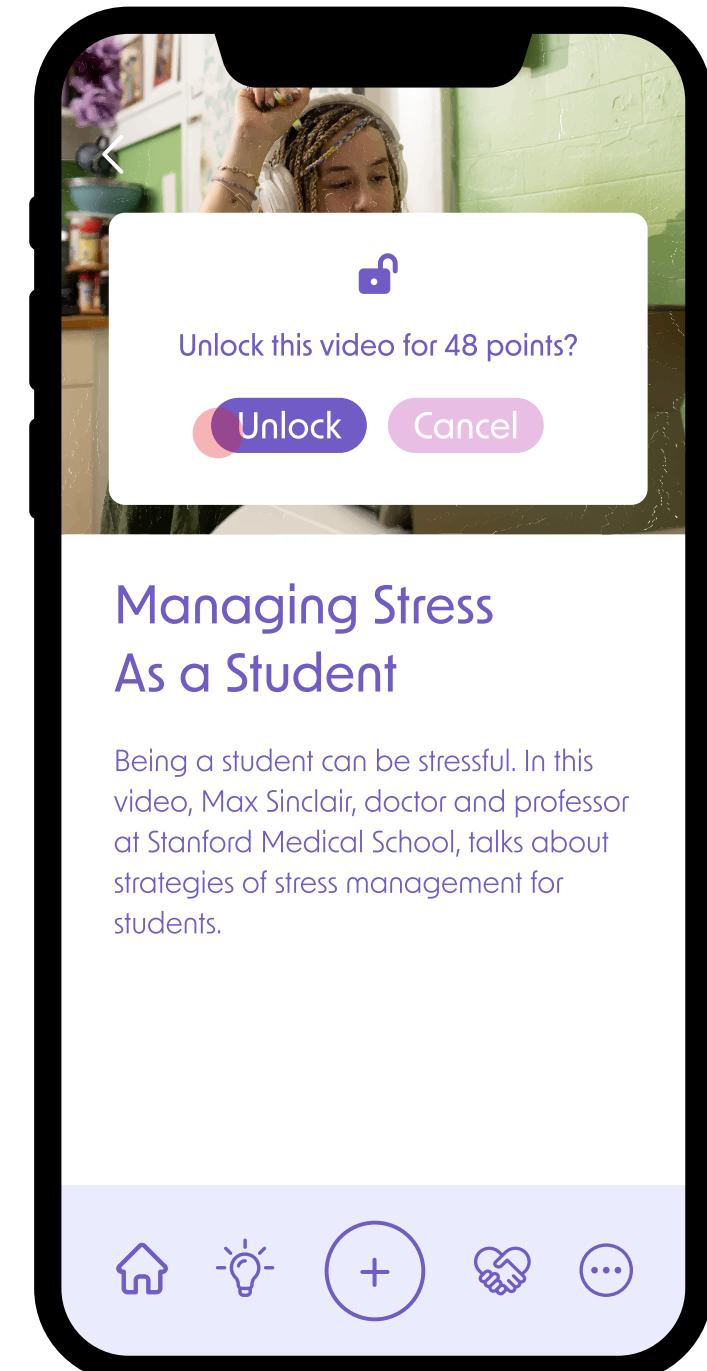
2 of 6



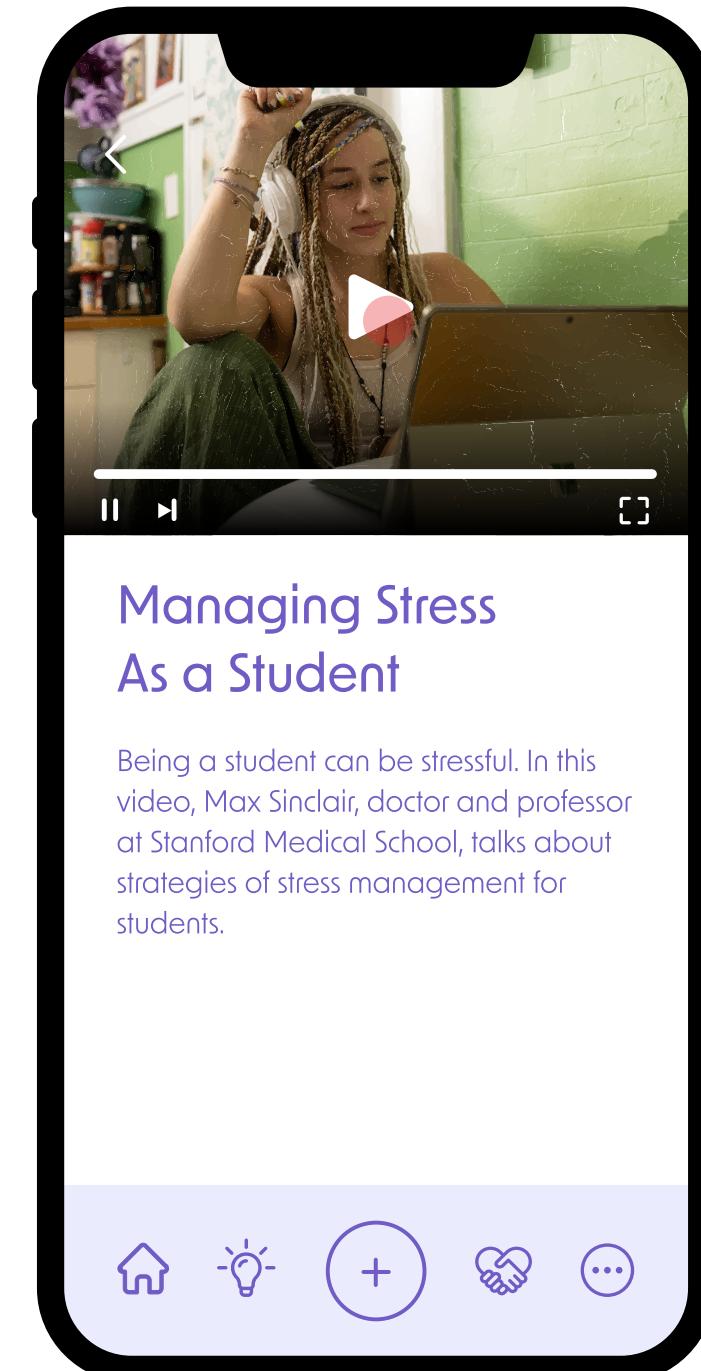
3 of 6



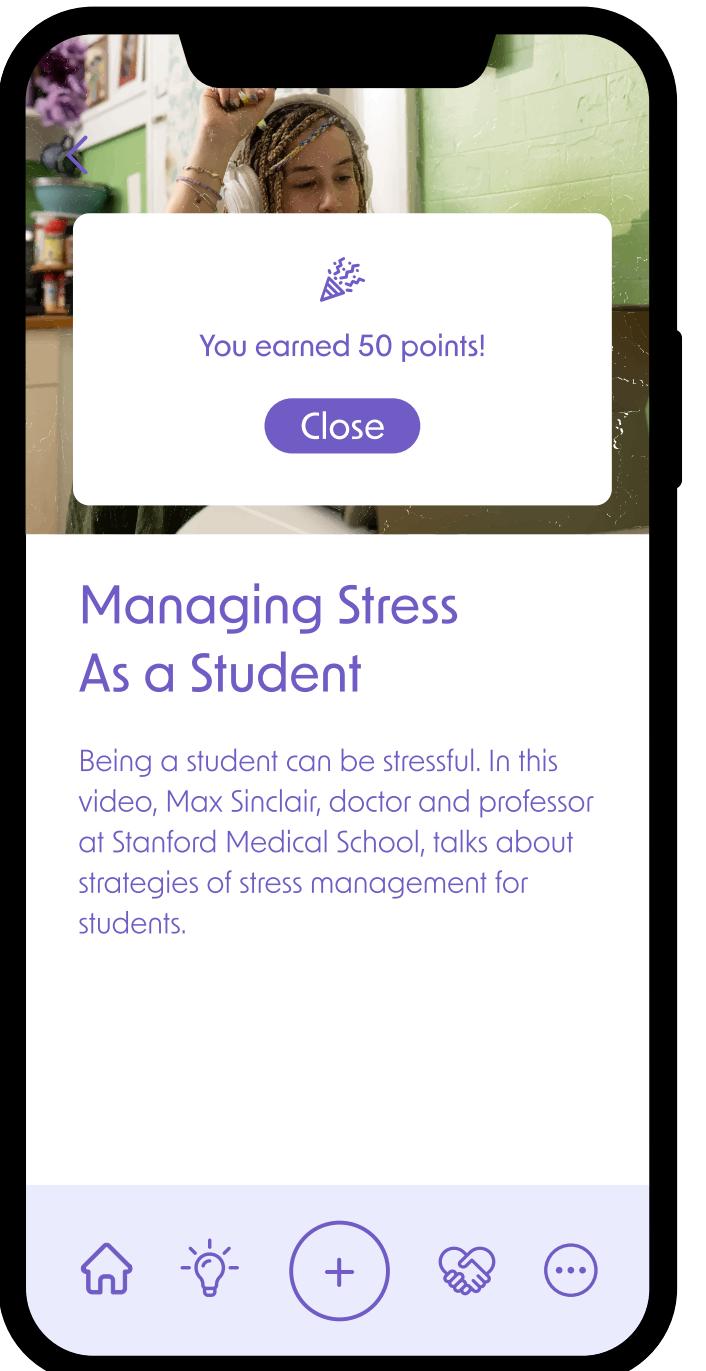
4 of 6



5 of 6



6 of 6



User clicks the "discover" icon

User clicks on a topic

User clicks on a video

User clicks "Unlock" to unlock the video

User clicks the play button and plays the full video

User earns 50 points



# Task 3

## Goal:

Find a number to call for help.

## Result:

Get the number and information of the service provider.



User clicks the "find help" icon

User enters a zip code and  
clicks "Go"

User clicks "24-Hour Crisis Line"

User gets the number and  
information on the service provider



# Paper Prototype Tests (R2)



# Tester Results (R2)

## Task 1

### Result:

The user thinks the lightbulb icon indicates "ideas" instead of "insights" or "discover".

### Fix:

Replace the lightbulb icon.

## Task 2

### Result:

The user wants to be able to search for old entries using a search bar on the home screen.

### Fix:

Add a search button to the home screen for searching old entries.

## Task 2

### Result:

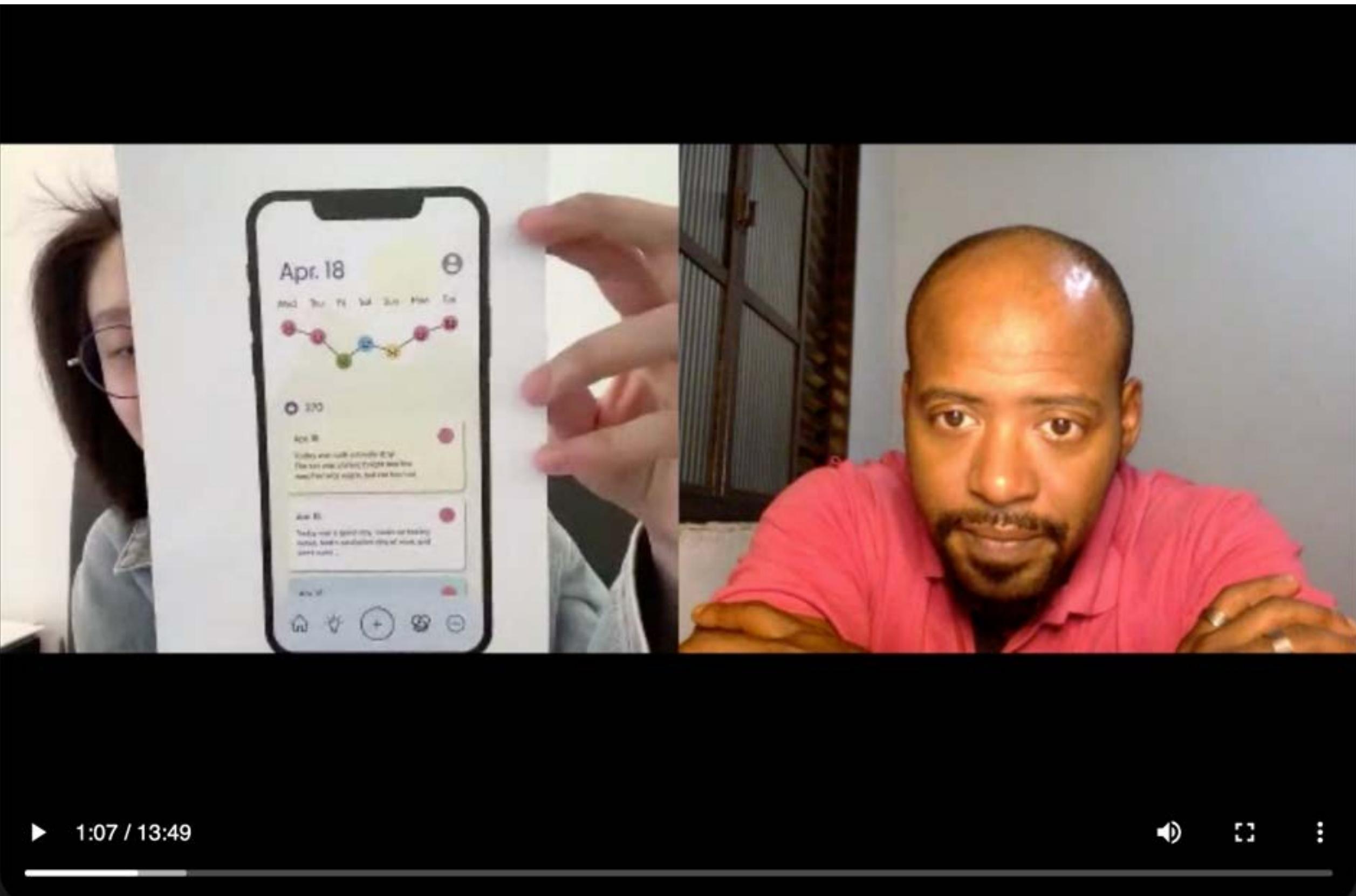
The user wants to add custom background music to her entry.

### Fix:

Include in the tool panel an access to adding background music to the entry.



# Test 1



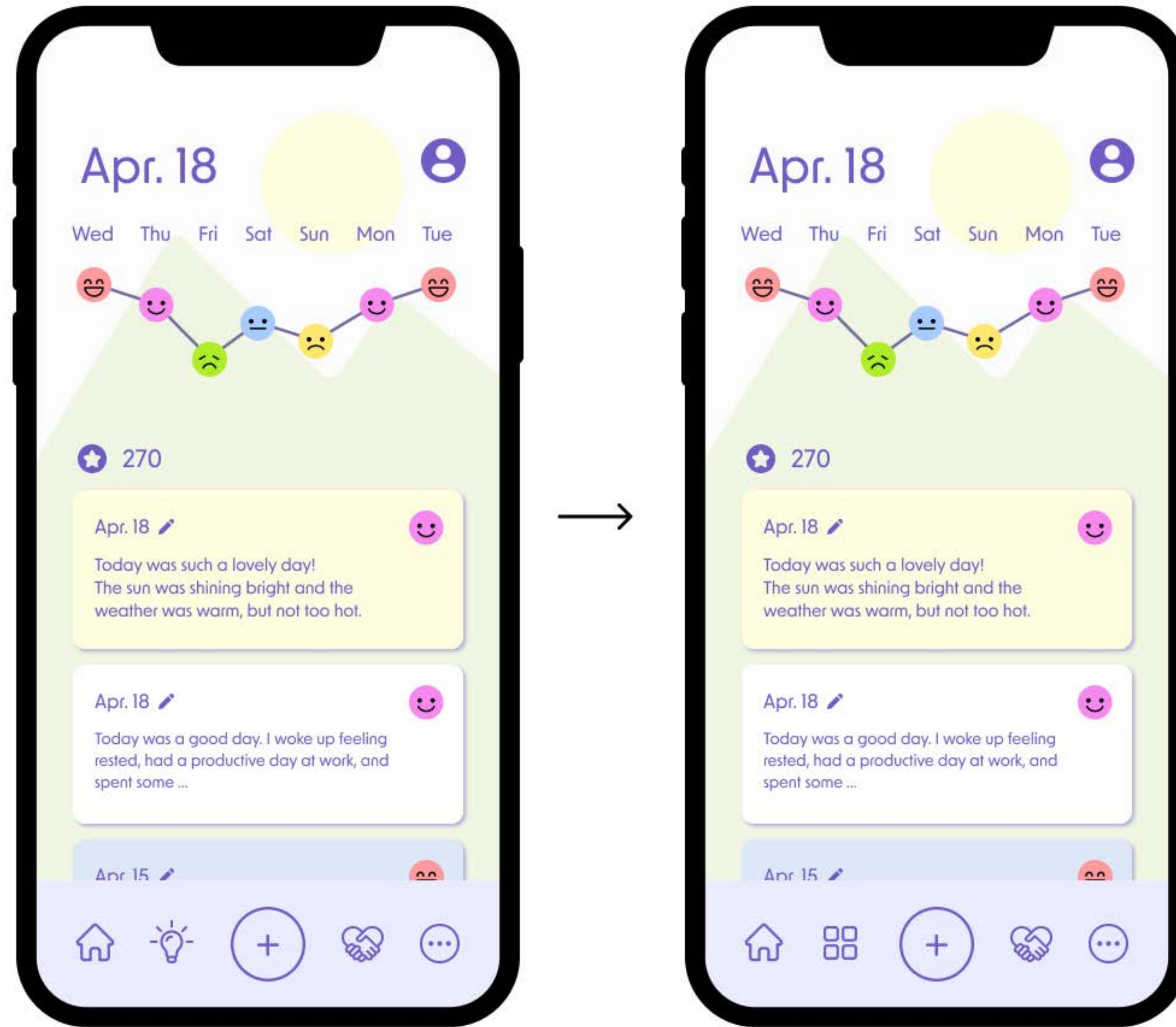
Tester: Chris

Moderator: Karen

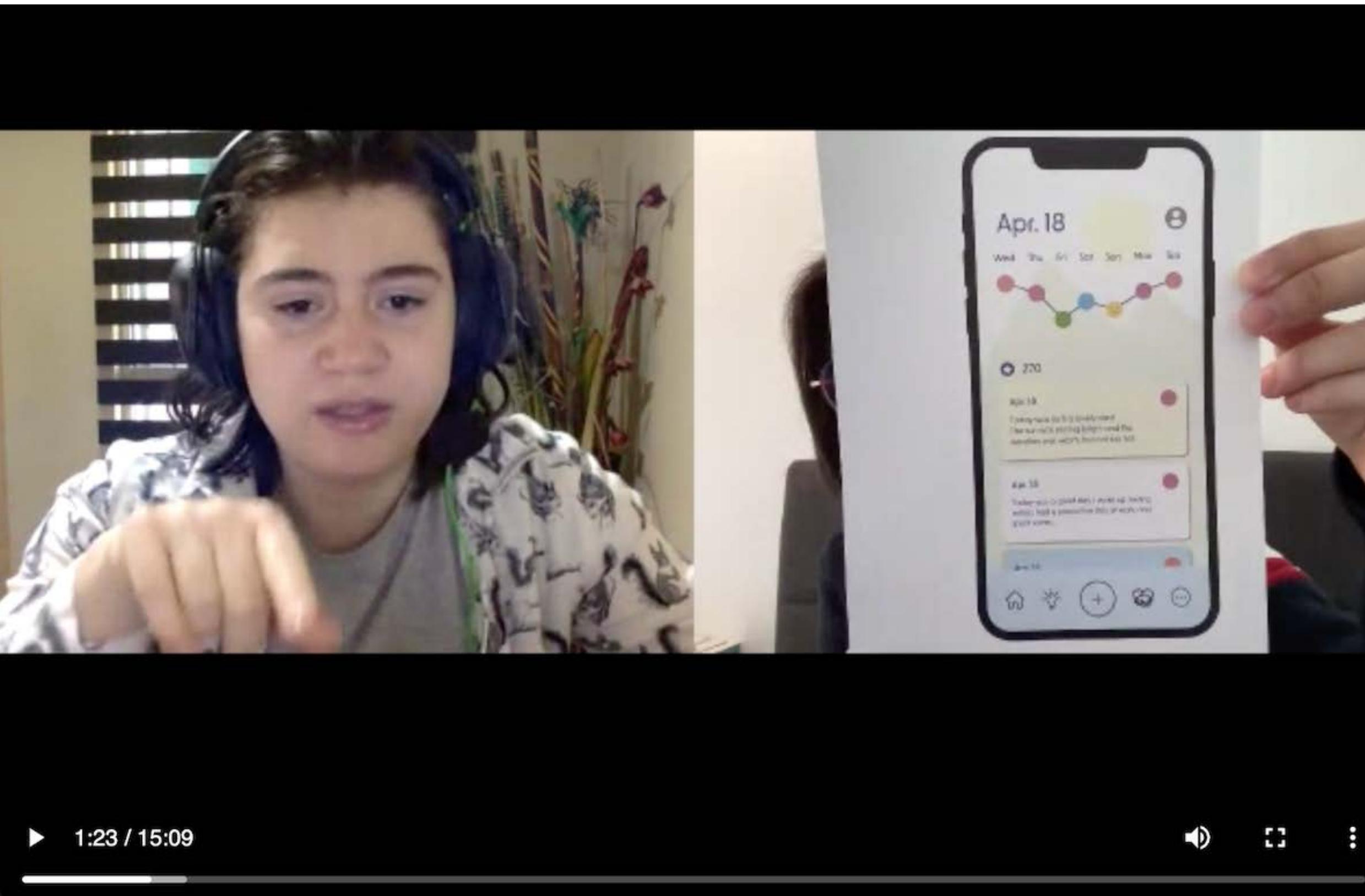
Feedback:  
Replace the the  
“discover” icon.



# Modification 1



# Test 2



Tester: Scarlet

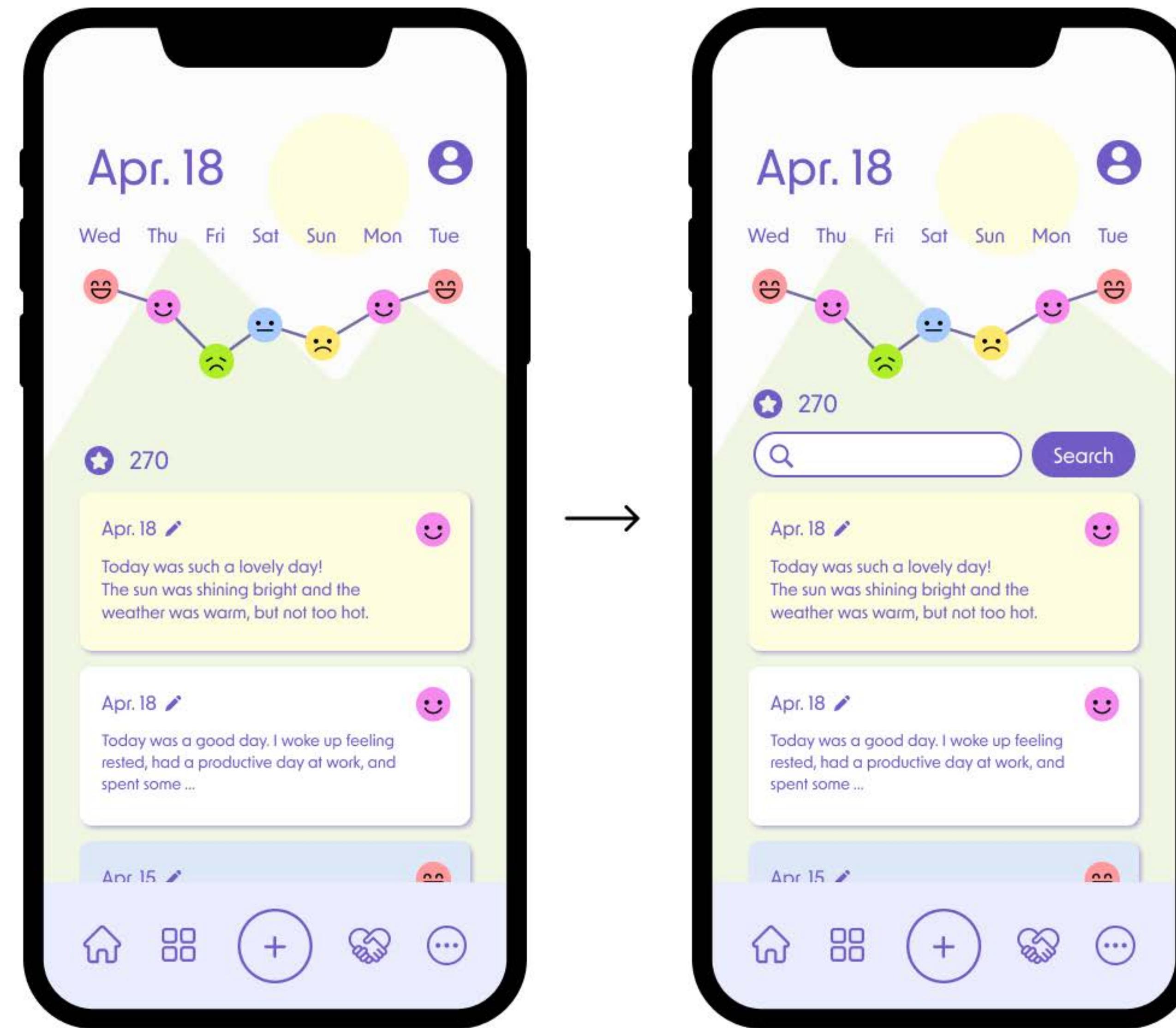
Moderator: Karen

## Feedback:

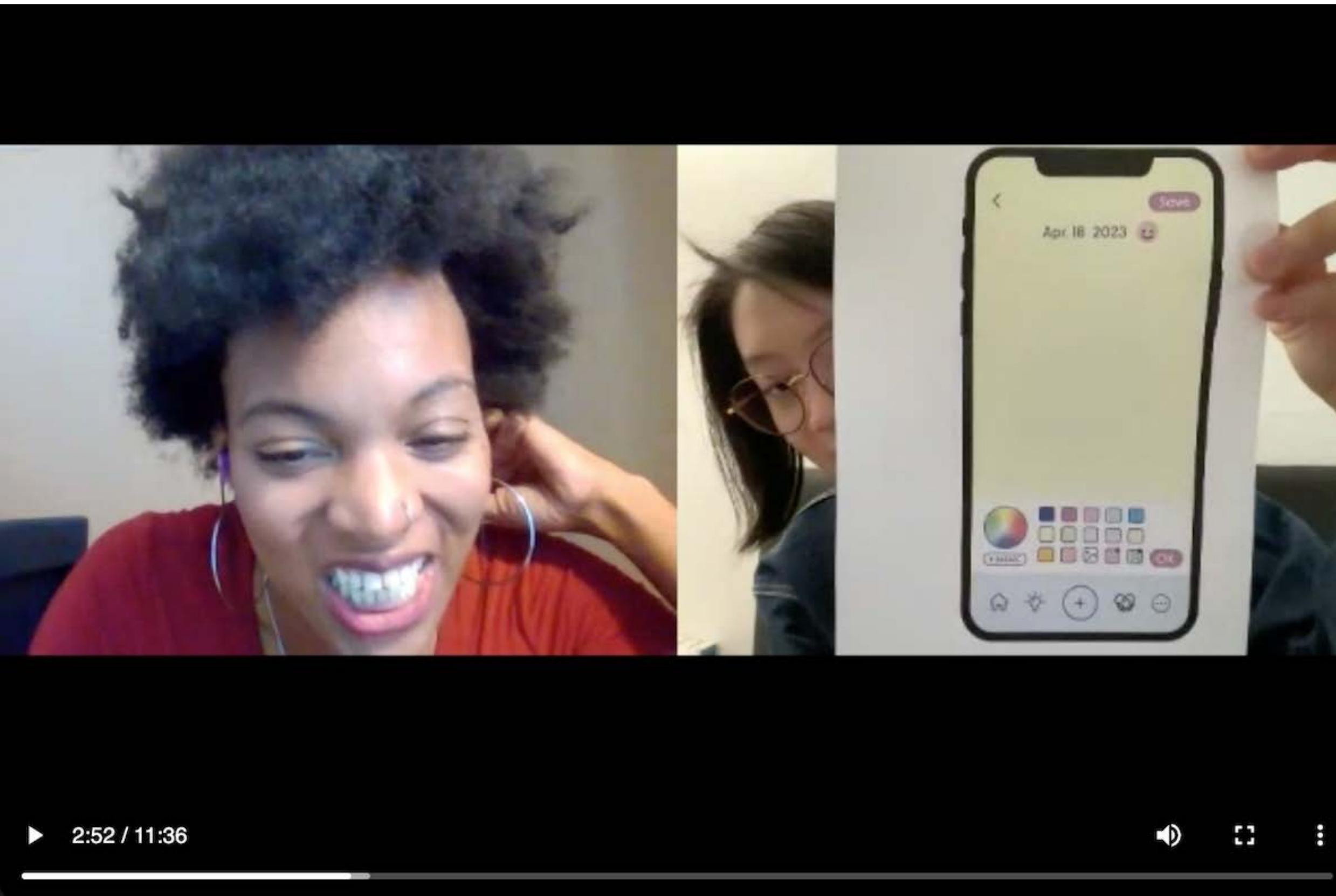
It would be better if the user can search for their old entries on the home screen.



# Modification 2



# Test 3



Tester: Tequila

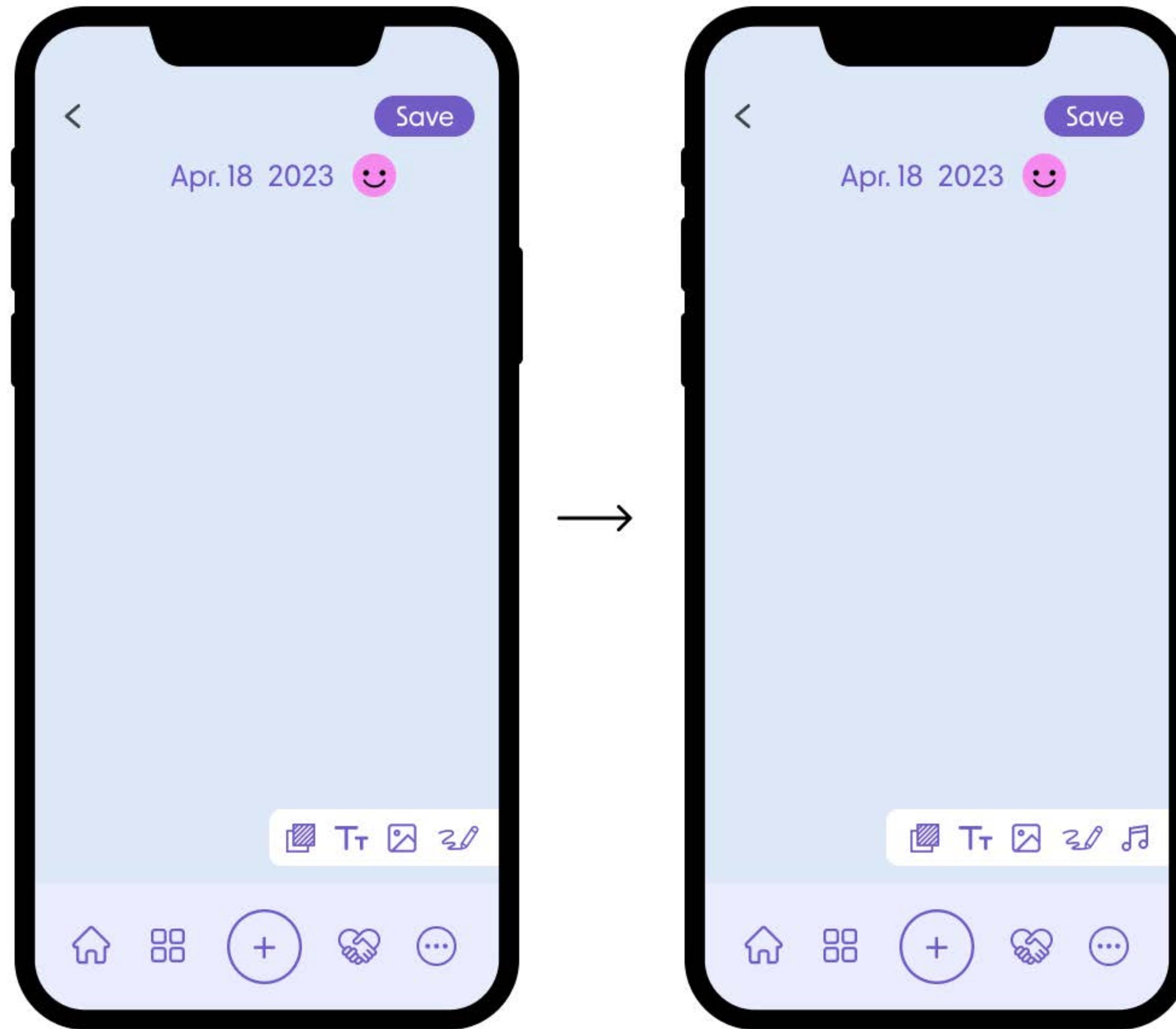
Moderator: Karen

## Feedback:

It would be great if the user can add background music to their entries.



# Modification 3



# Scope



## Ideally, my project will:

- Give a user a secure and highly customizable space to record their mood and process their thoughts.
- Provide videos and articles on mental wellness and self-awareness.
- Allow a user access to emergency help and resources.

## Realistically, I can:

- Design the UI of the app.
- Document the research and development of the app.
- Create a Figma prototype for the app.



# Final High Fidelity Wireframes



# Task 1

## Scenario:

The user wants to record her current thoughts and emotions by typing them out.

## Goal:

Create a journal entry with custom background music and color.

## Result:

A new entry with custom background and color is created.



# Task 1



User enters their passcode to unlock the app

User clicks the "+" sign to start a new entry

User clicks on an emoji

User clicks on the "music" icon

User clicks "Apply" and clicks "OK"



User clicks on the "music" icon to mute background music

User clicks on the "background" icon

User clicks on a color swatch and clicks "OK"

User types out some contents and clicks "Save"

New entry is created



# Task 2

## Scenario:

The user is experiencing stress and wants to find instructions on how to cope with her feelings.

## Goal:

Watch a video on stress coping skills.

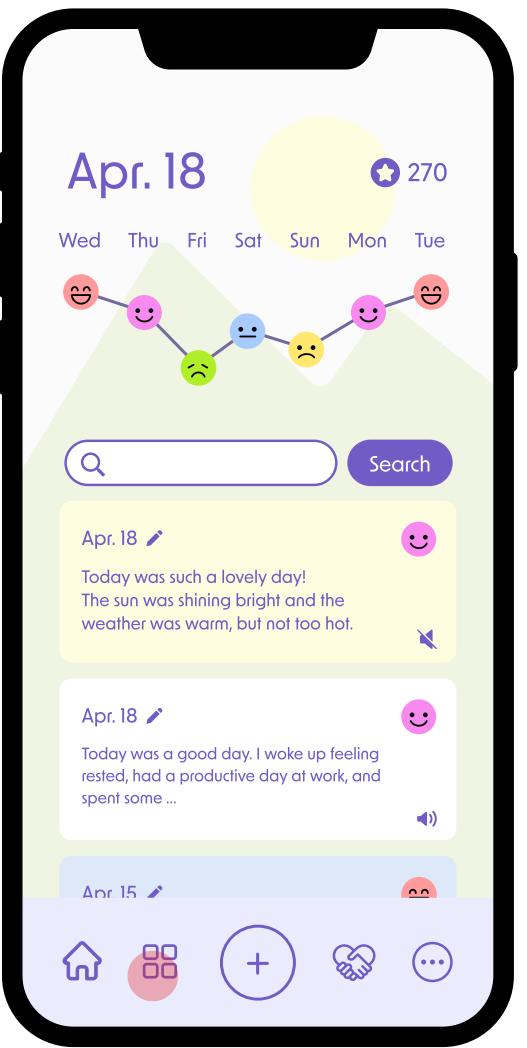
## Result:

Earn 50 points.



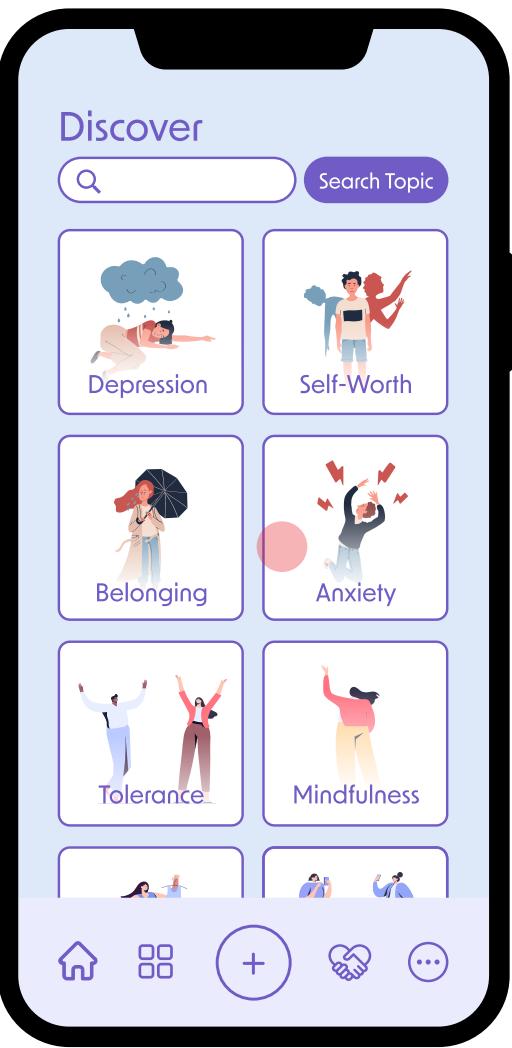
# Task 2

1 of 7



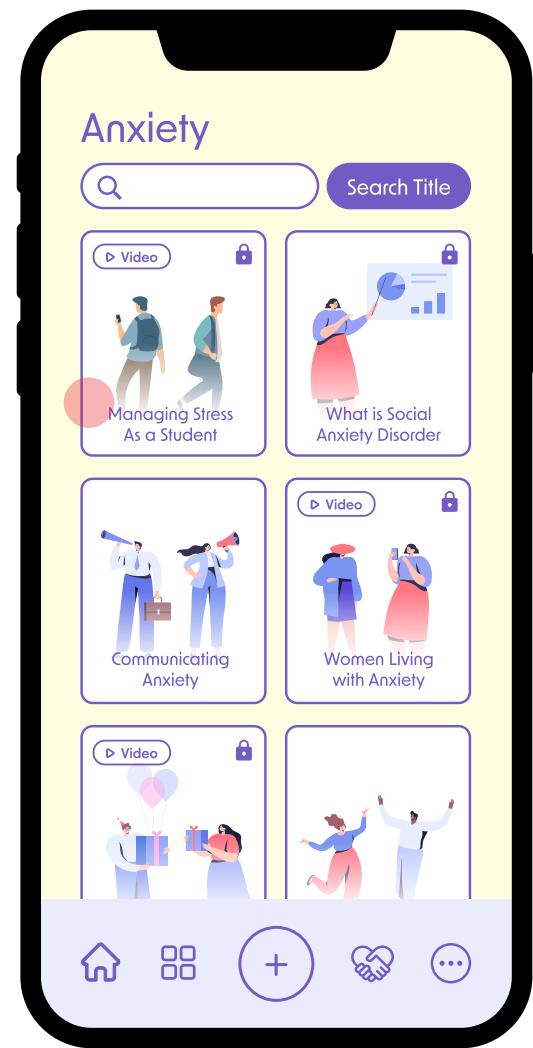
User clicks the "Insights" icon

2 of 7



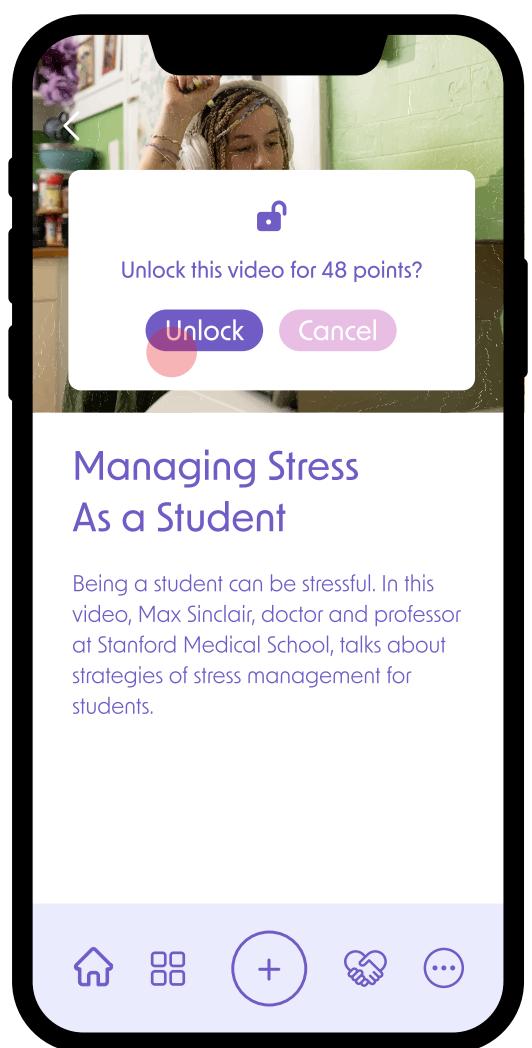
User clicks on a topic

3 of 7



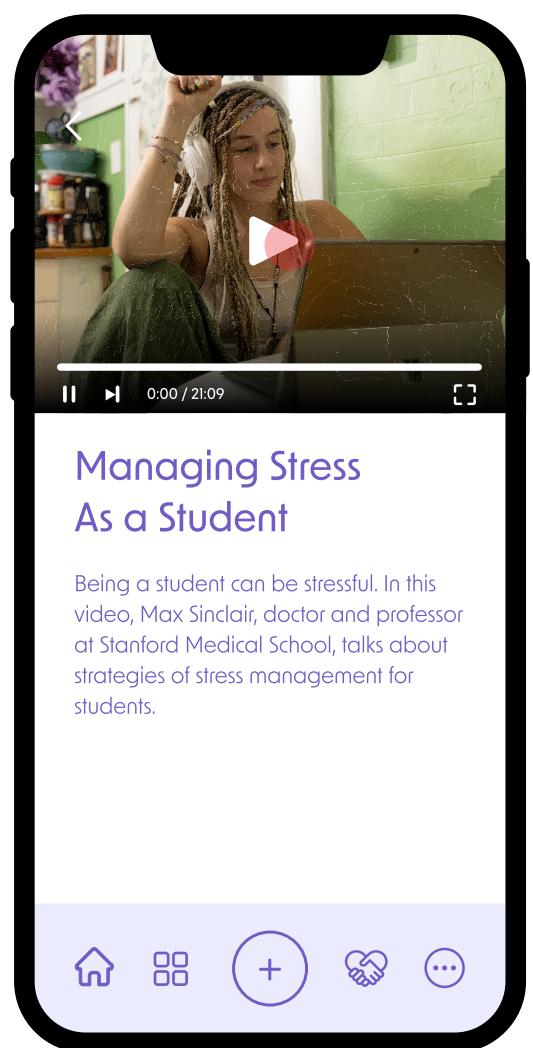
User clicks on a video

4 of 7



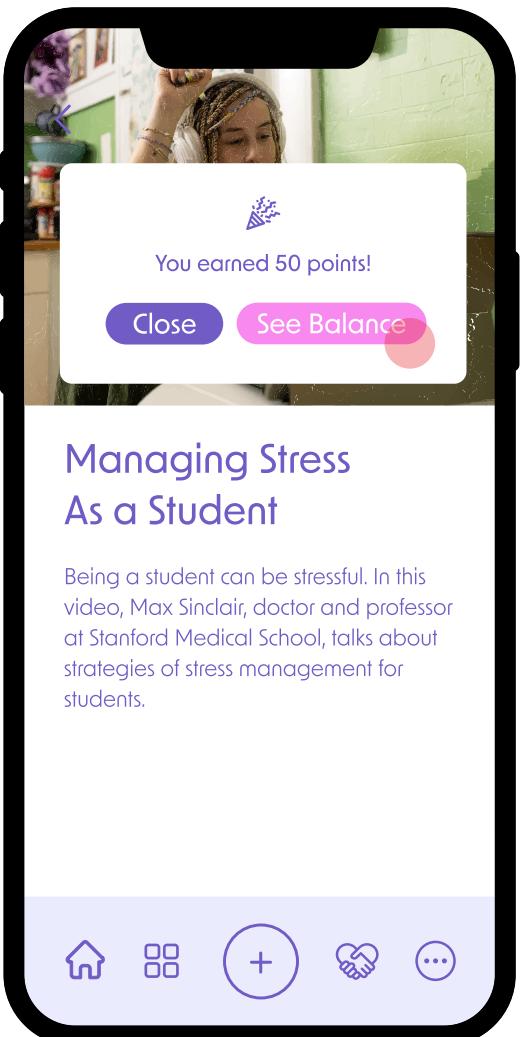
User clicks "Unlock" to unlock the video

5 of 7



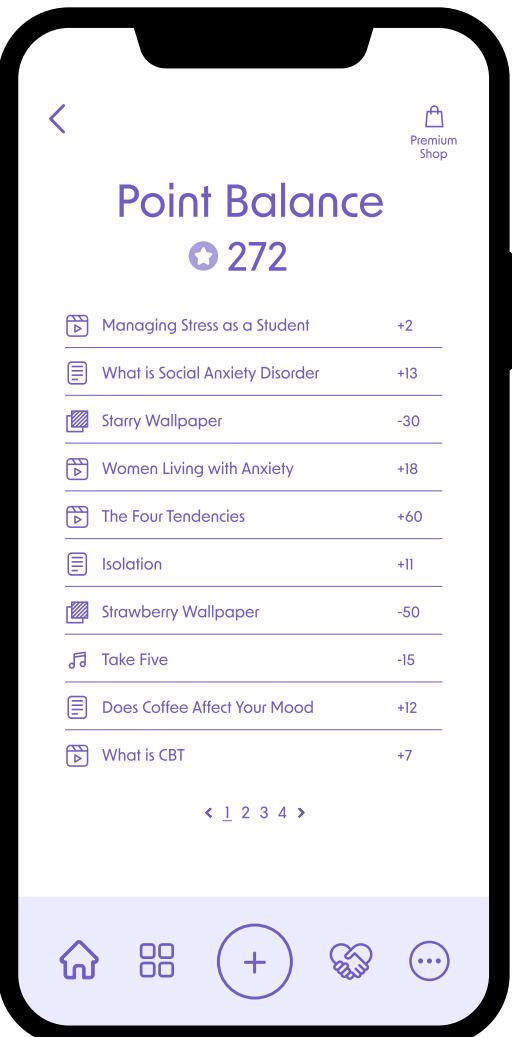
User clicks the play button and plays the full video

6 of 7



User clicks on "See Balance"

7 of 7



User sees their point balance



# Task 3

## Scenario:

The user is having a panic attack and needs urgent consolation.

## Goal:

Find a number to call for help.

## Result:

Get the number and information of the service provider.



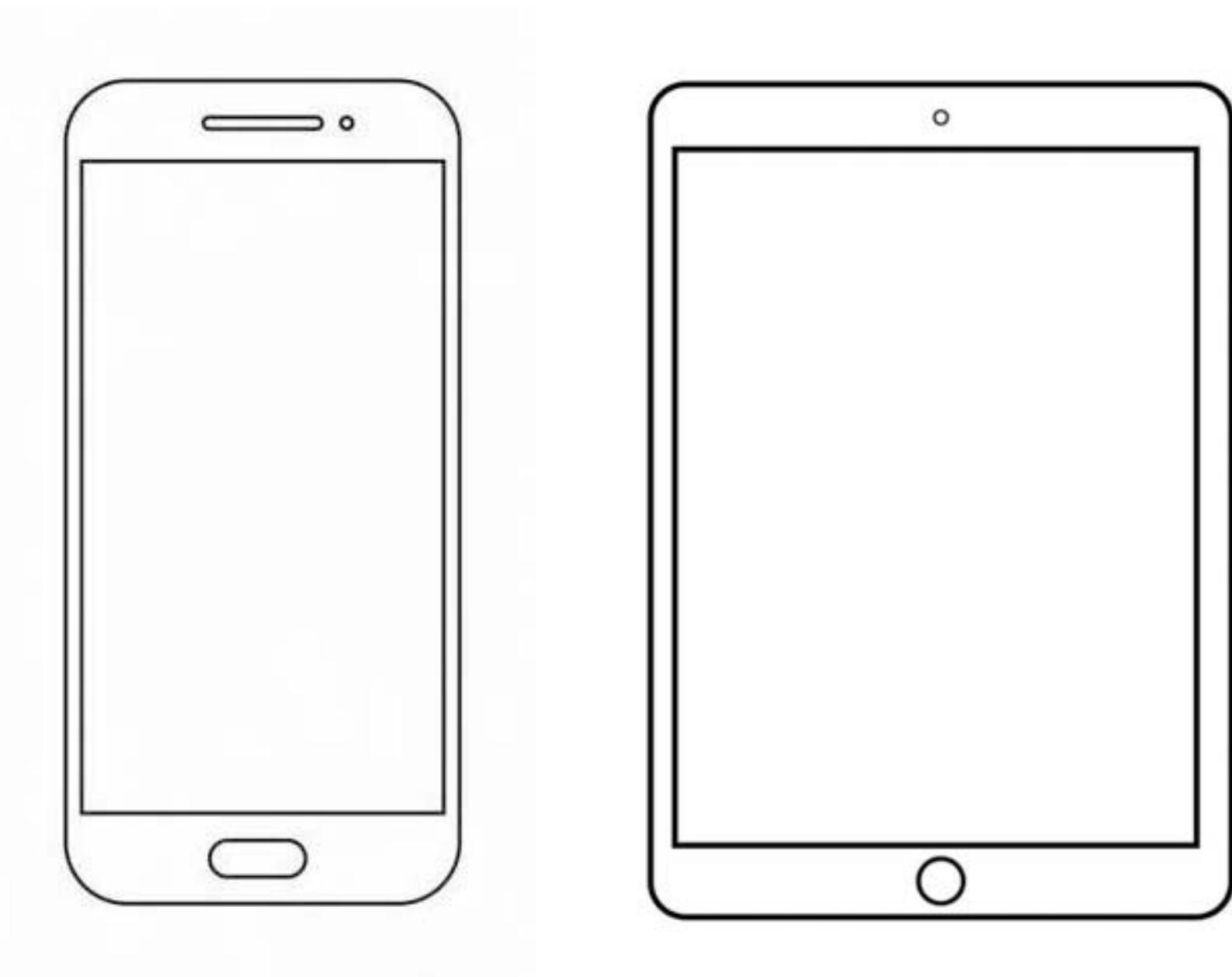
# Task 3



# Technical Resources



# Hardware



# Platforms



**thunkable**



**Google Maps**



# Works Cited



## **Photos and Graphics:**

- <https://my-diary-journal-diary-daily-journal-with-lock.en.uptodown.com/android>
- <https://reflectly.app/>
- <https://daylio.net/>
- <https://dayoneapp.com/>
- <https://cbtthoughtdiary.com/>
- <https://trello.com/>
- [https://stock.adobe.com/contributor/209254533/seahorsevector?load\\_type=author&prev\\_url=detail](https://stock.adobe.com/contributor/209254533/seahorsevector?load_type=author&prev_url=detail)
- [https://stock.adobe.com/contributor/207504453/oksana?load\\_type=author&prev\\_url=detail](https://stock.adobe.com/contributor/207504453/oksana?load_type=author&prev_url=detail)
- <https://unsplash.com/@surfaces>

## **24-Hour Crisis Line:**

- <https://sacramento.gov>

## **Expert/Consultant:**

- Fred McHale
- Joseph Rameer
- Raina Maes

## **Persona Interviewees:**

- Alyssa Middleton Ph.D
- Katherine Smutka
- Brittany Ferri Ph.D

## **User Testers:**

- Jemma
- Jessie Z.
- Spense K.
- Chris Moodie
- Scarlet
- Tequila C.

