

MY GOAL IS TO MEMORIALIZE THE  
TEXT MESSAGES THAT EXIST  
BETWEEN MY LATE FATHER & I

INCLUDE VISUAL AND SOUND TO ACHIEVE A MORE  
HOLISTIC PICTURE OF WHAT THOSE CONVERSATIONS  
WERE AND WHAT THEY MEAN TO ME

I WANT THIS TO BE A BRIEF IMMERSIVE EXPERIENCE  
FOR ANYONE TO GET A DEEP UNDERSTANDING OF  
MY RELATIONSHIP WITH MY FATHER

## FINAL DELIVERABLE

UNSURE,

- COULD BE A VISUAL STORY
- SCROLLABLE JOURNEY
- FREQUENCY MAP OF CERTAIN WORDS OR PHRASES
  - FT. RECORDED SOUND BITES

# MY PROCESS

- Pulling out key dates & diving into messages
- For e.g. on a certain day, if there were a higher number of messages - diving into what we were talking about and if there's a story or memory I want to pull out
- Pulling out term frequencies like "chief" or "I love you" and combining them with audio to provide more context

## Relationship report

Subjects: Boyfriend, Girlfriend

Start date: 10/02/2017

Most active day: 25/01/2018 (517 messages)

### Totals

344	44 331	204 716
days	messages	words

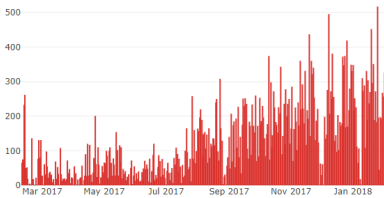
### Averages

4.6	129
length of a message	messages per day

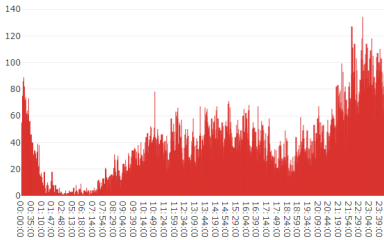
Who texts the most?



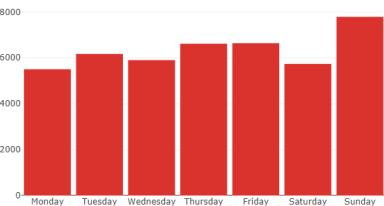
Timeline



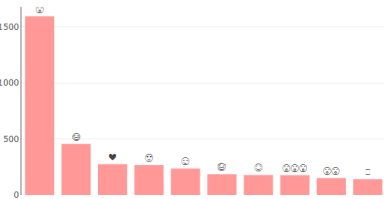
Activity by Day



Activity by Week



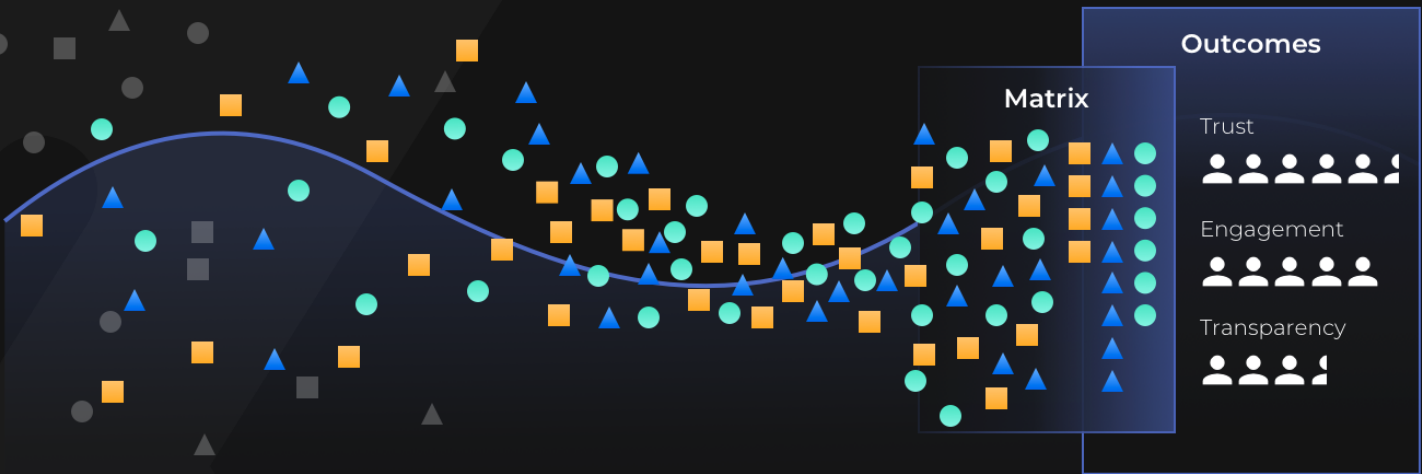
Top-10 Emoji



ROCKET  
SOURCE

## Customer Journey Insights

■ Invention ▲ Improvement ● Innovation



## Brand Assumptions vs. Consumer Feedback

Consumer feelings or actions following negative brand experience according to:

Brand Professionals



Consumer



■ No Longer Using ■ Anger ■ Frustration ■ Disappointment

Sources: InMoment



Spotify Year In Music 2015

I LISTENED TO

42  
Thousand Minutes  
Of Music

3,801 songs and 1,210 artists

MY TOP ARTIST

Twenty One Pilots

MY TOP TRACK

The Cave by Mumford & Sons

# POTENTIAL GOAL / QUESTION

Finding a scalable way to easily allow others who have lost a loved one to hold on to memories.