

# MoodLift: Playful Mental Wellness for All

## Introduction

This project focuses on the design and evaluation of a mobile application titled **MoodLift: Playful Mental Wellness for All**, under the theme “Tech for Good Health and Wellbeing.” The application is tailored to the residents of the West Midlands and aims to address mental health challenges through engaging activities and practical wellness tools. The app will cater to diverse demographic groups, including individuals with varying levels of mental health awareness.

MoodLift differentiates itself from existing mental health apps like Calm and Headspace by integrating playfulness with mental health practices. While Calm and Headspace primarily focus on meditation and mindfulness, MoodLift introduces gamification and interactive features such as mood-boosting mini-games which is often missing in competitor apps. The app's inclusive design ensures accessibility, making it usable by individuals with disabilities, a feature often overlooked by mainstream apps. While most competitors focus on meditation and mindfulness, MoodLift adds an element of gamification and interactive features designed to foster mental well-being in a light-hearted yet meaningful way. Additionally, it offers a dual model with both free and premium content to ensure accessibility while providing enhanced features for premium users.

## 2 User Experience Design

## 2.1 User Personas

### Sarah Green- Mental health advocate



AGE	29
EDUCATION	Graduated
STATUS	Single
OCCUPATION	Marketing Manager
LOCATION	Birmingham
INCOME	£35,000/year

#### Background & Lifestyle

Sarah works long hours in a high-pressure job. She's passionate about mental health awareness and seeks tools to improve her wellbeing.

#### Goals

- Find tools to unwind after a hectic workday.
- Incorporate wellness activities that fit into her busy schedule.
- Practice quick relaxation techniques during stressful moments.

#### Pain points

- Overwhelmed by apps with too many features or unnecessary complexity.
- Needs activities that are easy to start and don't require extensive setup.

#### Technology Habits

- Regularly uses wellness apps but switches between them due to lack of consistency in quality.
- Prefers minimalist and intuitive designs.

## David Ahmed – Small business owner



AGE	45
EDUCATION	Graduated
STATUS	Married
OCCUPATION	Café Owner
LOCATION	Coventry, West Midlands
INCOME	£50,000/year

### Background & Lifestyle

David juggles managing his business with family responsibilities. He often feels mentally drained and needs ways to recharge quickly.

### Goals

- Take short breaks to refresh his mind during busy days.
- Improve his focus during work sessions with structured tools.
- Access simple and engaging activities to alleviate stress.


### Pain points

- Limited time to learn new tools or engage in long activities.
- Hesitant to commit to premium features without understanding their value.

### Technology Habits

- Comfortable with straightforward and visually appealing interfaces.
- Frequently uses apps for time management and stress relief.

### Rachel Mills- Retired teacher with visual impairment



AGE	67
EDUCATION	Graduated
STATUS	Married
OCCUPATION	Retired Secondary School Teacher
LOCATION	Wolverhampton, West Midlands
INCOME	Pension

#### Background & Lifestyle

Rachel enjoys staying mentally active and is exploring ways to improve her sleep and overall wellbeing. She has a visual impairment and uses assistive technology to interact with digital content.

#### Goals

- Access calming activities designed for relaxation and mindfulness.
- Benefit from tools that are easy to navigate and tailored for accessibility.
- Stay mentally stimulated with engaging, interactive content.

#### Pain points

- Struggles with apps that lack accessible design features, such as adjustable text sizes and voice navigation.
- Finds overly complex apps frustrating to use.

#### Technology Habits

- Relies on a smartphone for entertainment and staying informed.
- Uses accessibility features like screen readers and large text.

## 2.2 User Scenarios

### Scenario 1: Sarah Green – Relaxing After a Stressful Day

#### Context:

Sarah has had a long, stressful day at work. She struggles with occasional insomnia and wants a simple, guided method to help her relax and prepare for sleep.

#### Detailed Actions:

1. **Access the App:** Sarah opens the app and logs into her account.
2. **Explore Relaxation Activities:** She navigates to the relaxation section and selects a guided breathing exercise designed to promote better sleep.
3. **Customise Experience:** Sarah adjusts the settings for her session, choosing a 10-minute duration, a calming ocean background sound, and dimmed screen visuals.
4. **Engage in the Activity:** The app guides her through a progressive breathing routine with soothing voice prompts. Visual cues on the screen match the breathing rhythm, and Sarah follows along.
5. **Session Completion:** At the end of the session, Sarah receives positive feedback from the app, such as a message saying, "Great job! You've completed your session."
6. **Reflect on Mood:** A quick prompt asks Sarah to rate her mood before and after the activity, which she uses to track her progress over time.

#### Outcome:

- Sarah feels calm and ready for bed.
- She sets a reminder to use the app for relaxation exercises the next evening.

## **Scenario 2: David Ahmed – Refreshing During a Busy Day**

### **Context:**

David has a short break between tasks at his café. He feels mentally drained and wants a quick, engaging activity to help him recharge before returning to work.

### **Detailed Actions:**

1. **Access the App:** David opens the app and logs into his account.
2. **Choose an Activity:** He selects a quick, playful mindfulness game from the activities section. The app recommends a game designed to enhance focus and reduce stress in under 5 minutes.
3. **Engage with the Game:** David plays the game, which involves light mental challenges paired with relaxing visuals and sounds. The app tracks his performance and provides encouraging feedback.
4. **Session Completion:** The game ends with a summary screen showing how long he engaged, his performance score, and a motivational message.
5. **Consider Premium Features:** Impressed by the seamless experience, David explores the premium activity tracker but decides to try it later.

### **Outcome:**

- David feels refreshed and focused, ready to return to his workday.
- He plans to explore more activities during his next break.

## **Scenario 3: Rachel Mills – Tracking Her Progress with the Premium Activity Tracker**

### **Context:**

Rachel has been using the app for a few weeks to improve her sleep and relaxation. She recently upgraded to the premium membership to use the activity tracker and monitor her wellness journey.

### **Detailed Actions:**

1. **Access Premium Features:** Rachel logs into the app and navigates to the "Premium" section.
2. **Explore the Tracker:** She opens the activity tracker and views a summary of her completed activities, including breathing exercises and relaxation sessions.
3. **Set a Goal:** The tracker suggests a weekly relaxation goal based on her past activity. Rachel sets a target to complete three relaxation sessions per week.
4. **Monitor Progress:** She reviews the visual progress chart, which highlights the days she completed activities and provides personalized feedback (e.g., "You've improved your consistency by 20% this week!").
5. **Reflect and Plan:** Rachel uses the tracker's insights to adjust her routine and schedule a new session for the evening.

### **Outcome:**

- Rachel appreciates how the tracker motivates her to stay consistent with her wellness activities.
- She finds the premium membership valuable for setting and achieving personal goals.

## 2.3 User Requirements

The user requirements for the mobile application were prioritised using the **MoSCoW method**, ensuring that the most critical features are implemented effectively while allowing room for future enhancements. This approach divides features into four categories: **Must-Have**, **Should-Have**, **Could-Have**, and **Won't-Have**, based on their importance and feasibility within the project scope.

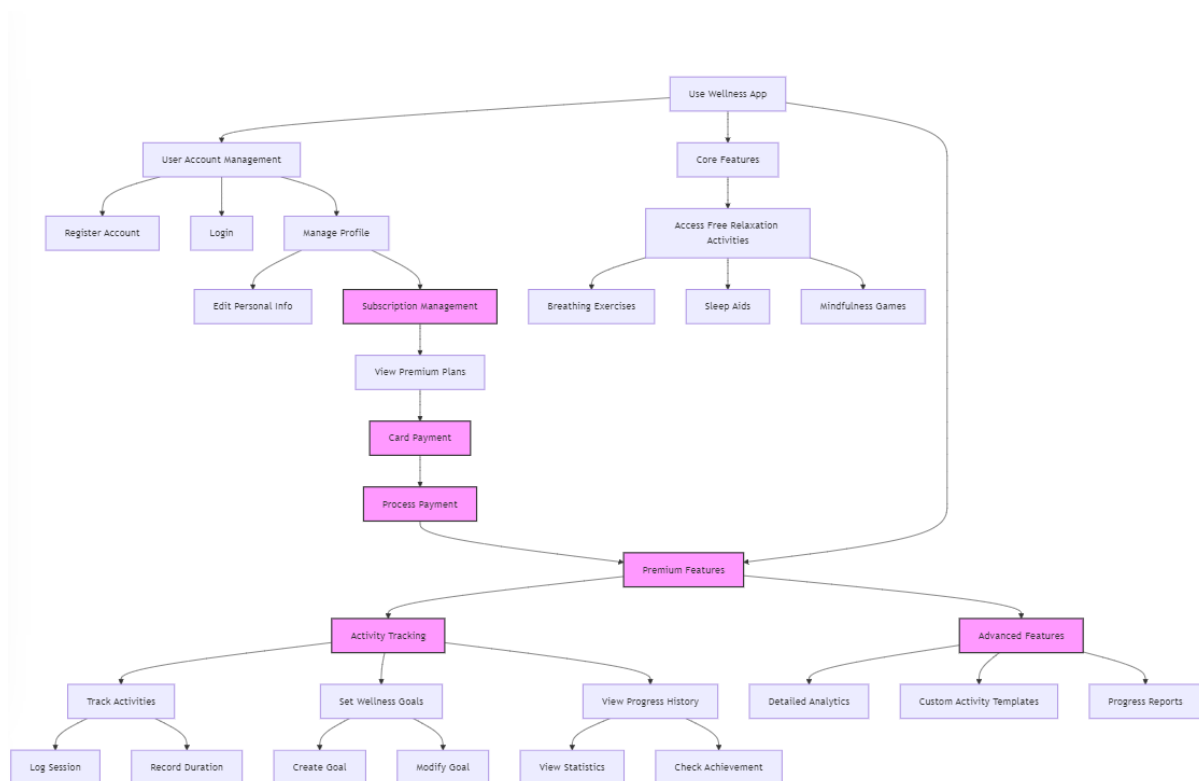
The **Must-Have** features form the foundation of the application and are essential to its functionality and usability. These include a secure user registration and login system, enabling users to create accounts, manage their profiles, and access personalised features. Free relaxation activities, such as breathing exercises, sleep aids, and mindfulness games, must be available to all users. The premium activity tracker, a core aspect of the paid subscription, is essential for monitoring progress, setting wellness goals, and viewing activity history. Accessibility is another critical requirement, incorporating features such as screen readers, adjustable font sizes, and high-contrast modes to ensure inclusivity for all users. Additionally, the app must provide intuitive navigation, allowing users to easily locate activities and settings, alongside a mechanism for collecting user feedback to guide future improvements.

The **Should-Have** features, while not essential, are highly desirable and enhance the overall user experience. These include push notifications to remind users about scheduled activities or updates on their progress, and the ability to personalise sessions by adjusting settings such as duration, background sounds, and themes. Gamification elements, such as badges or achievements for completing activities, can encourage continued engagement. Cross-platform compatibility is another important consideration, ensuring the app operates seamlessly on both iOS and Android devices. For premium users, an offline mode allowing access to downloaded activities without an internet connection would further enhance the app's appeal.

The **Could-Have** features, though not a priority for the initial implementation, represent potential areas for future development. These include integration with wearable devices, enabling users to sync with fitness trackers and monitor metrics such as heart rate during relaxation activities. Advanced analytics for premium users could provide detailed insights, including time spent on activities and weekly trends. Additional features like voice command support and the ability to share progress or achievements on social media are desirable but not essential for the app's success in its current iteration.

Finally, the **Won't-Have** features are excluded from the current scope due to time, resource constraints, or their misalignment with project goals. These include live coaching sessions, which would involve one-on-one or group interactions with wellness professionals, and community forums for user discussions. Similarly, a web application version of the app is not included at this stage, as the focus is on delivering a mobile-first experience. By prioritising the user requirements in this manner, the app is designed to effectively address the primary needs of its target audience while maintaining a clear roadmap for future enhancements.

## 2.4 Hierarchical Task Analysis



The Wellness Application presents a organised hierarchical structure, comprising three primary sections that cater to varied user needs. At its foundation, the User Account Management section facilitates essential operations, allowing users to register accounts and access the system via a straightforward login process. Within the profile management functionality, users can both edit their personal details and navigate the subscription interface, where they may view premium offerings, process card payments and ultimately gain access to enhanced features.

The Core Features segment represents the application's complimentary tier, offering a suite of relaxation activities accessible to all users. These fundamental wellness tools encompass breathing exercises, sleep aids and mindfulness games, providing a comprehensive introduction to mental wellbeing practices without any financial commitment.

The Premium Features section, distinctively highlighted in pink within the flowchart, showcases the application's advanced capabilities available to paid subscribers. This tier is subdivided into two main components: Activity Tracking and Advanced Features. The tracking system enables users to log sessions, monitor duration, establish and modify wellness goals, whilst maintaining detailed progress records through statistics and achievement monitoring. The Advanced Features enhance the experience further by providing detailed analytics, bespoke activity templates and comprehensive progress reports.

This thoughtfully structured hierarchy ensures a seamless progression from basic to

premium functionalities, whilst maintaining clear distinctions between free and paid services. The payment pathway is strategically integrated, creating a logical flow from premium plan discovery through to payment processing and subsequent access to enhanced features, reflecting a user-centric approach to service delivery.

## 2.5 Paper prototypes (low-fidelity)

The initial design phase began with low-fidelity paper prototypes, focusing on essential user interface elements and navigation flows. These sketches served as the foundational blueprint for the MoodLift application, allowing for quick iterations and basic layout exploration before moving to digital wireframes.

The paper prototyping process concentrated on several key interfaces:

The subscription/premium page layout received particular attention, with careful consideration given to the hierarchy of elements including the MoodLift logo placement, premium features promotion, and pricing options. This early sketch established the fundamental structure that would later evolve into the final premium subscription interface, incorporating both yearly and monthly pricing tiers alongside terms of service placement.

Navigation flows were explored through simple boxed layouts, demonstrating the relationship between different screens and user pathways. These initial sketches helped visualise the app's core functionalities, including:

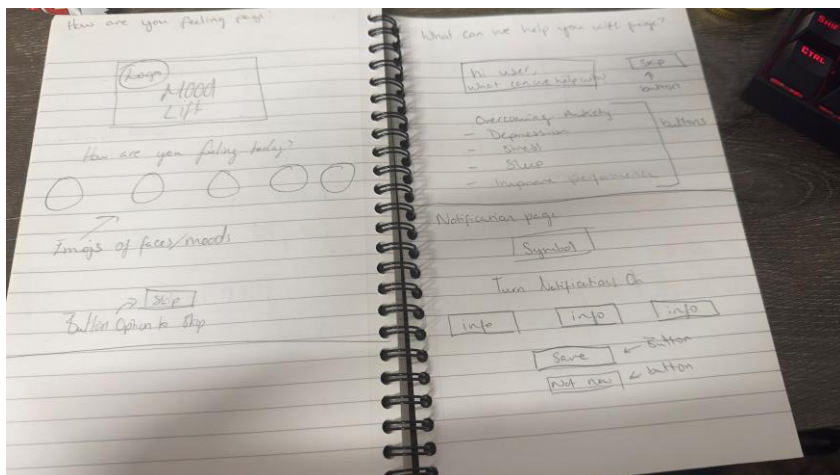
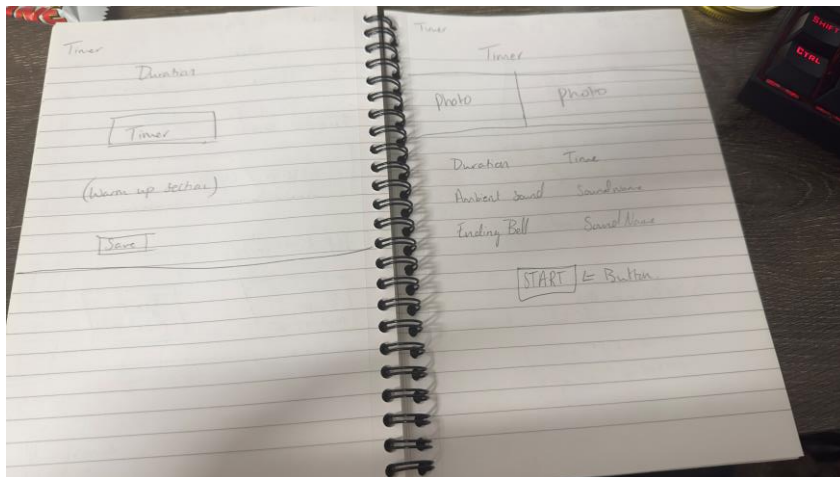
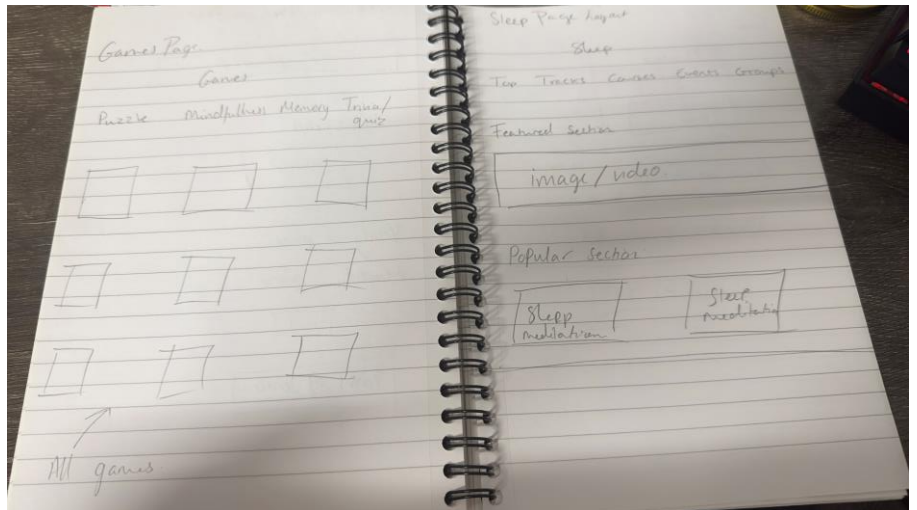
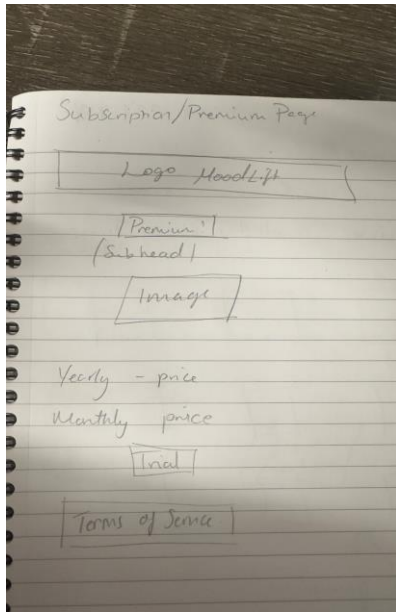
- Sleep and meditation sections
- Games and activities areas
- Mood tracking interfaces
- Notification systems

The sketches employed basic shapes and containers to represent various UI elements, following Nielsen's (1994) principle of visibility of system status. This approach allowed for quick assessment of the interface's clarity and usability before investing time in detailed digital designs.

Drawing from Gestalt principles of proximity and grouping (Johnson, 2014), the paper prototypes explored various content arrangements, particularly in the games and activity sections. The hierarchical structure established in these early sketches directly influenced the final digital wireframes, though with refined spacing and visual hierarchy.

While deliberately simple, these paper prototypes proved invaluable in identifying potential navigation issues and establishing consistent patterns across different sections of the application. The transition from these basic sketches to digital wireframes maintained the core structural elements while adding the necessary refinements for a polished user experience. The simplicity of the paper prototypes aligned with Krug's (2014) principle of "Don't Make Me Think," ensuring that even in their most basic form, the interface elements suggested clear affordances and user pathways. This foundation proved essential when developing the more sophisticated digital versions.





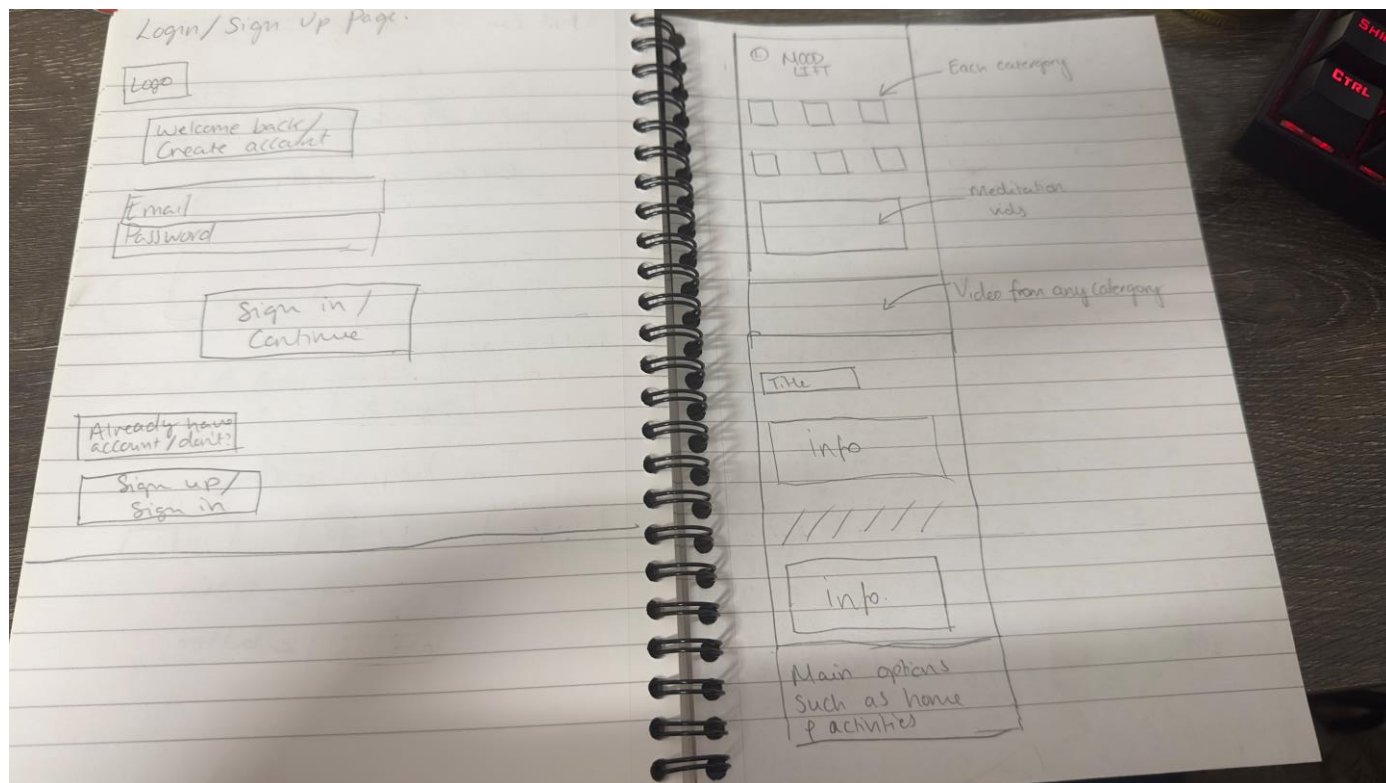


Figure 1,2,3,4 & 5: Paper Prototypes

## 2.6 Digital wireframes

In the development process of MoodLift, the traditional wireframing phase merged directly into high-fidelity mockups. While this deviated from the conventional UX design process, where low-fidelity digital wireframes are typically documented separately, the enthusiasm to visualise the final product led to an accelerated progression into detailed visual design. The initial digital wireframes were created in Figma but quickly evolved into more polished designs as the visual identity of the app took shape. This rapid transition, while efficient in terms of production timeline, meant that the intermediate wireframing stage was not separately documented. The design decisions and structural elements typically explored in wireframes were instead directly implemented and refined in the high-fidelity mockups (discussed in section 2.7).

This approach, while unconventional, aligns with what Gothelf and Seiden (2016) describe as "lean UX," where traditional deliverables may be adapted or streamlined based on project momentum. However, it's worth noting that for future iterations, maintaining documentation of the wireframing stage would provide valuable insights into the evolution of the design process.

## 2.7 High-fidelity prototype (mockup)

The complete set of high-fidelity mockups from my Figma prototype can be found in the appendices section, demonstrating the user interface design and flow in detail.

During the development of my MoodLift application, I created detailed high-fidelity mockups in Figma, which evolved naturally from my initial paper sketches. I focused on creating a user-friendly interface that would effectively support mental wellness whilst maintaining a professional and trustworthy appearance.

The navigation flow began as one of my primary concerns. I mapped out the user journey using connecting arrows in Figma to ensure a logical progression through the app. Starting with the splash screen, I designed a welcoming onboarding sequence that guides users through sign-up or sign-in options. I was particularly mindful of creating alternative paths, such as phone number authentication, though I acknowledge that the complete authentication system, including password recovery and verification screens, remains to be developed.

For the visual design, I chose navy blue as my primary colour with an off white background colour, as I felt it conveyed both professionalism and calm. I made sure to use plenty of white space to keep the interface clean and uncluttered. Typography played a crucial role in my design decisions; I selected fonts that would be easily readable on mobile screens and established a clear hierarchy for headings and body text.

The home dashboard serves as the heart of the application, where I positioned quick-access tiles for key features like Sleep, Relax, and Journal. I incorporated mood tracking with emoji-based selection, as I believed this would make the experience more engaging and intuitive for users. However, I recognise that the mood tracking history and detailed statistics screens are yet to be implemented.

When designing the premium features, I focused primarily on activity pages for premium users. However, due to time constraints and technical limitations, I wasn't able to implement proper content locking mechanisms or create the payment processing screens.

The subscription interface, while visually designed, lacks crucial elements such as card payment forms, plan comparison details, and subscription management screens. Several core features remain partially complete. Whilst I designed basic interfaces for meditation and sleep content, the full library of meditation sessions, sleep stories, and detailed course progression screens are yet to be developed. The journal feature requires additional screens for entry creation and history viewing. Interactive elements such as progress tracking visualisations, achievement screens, and various system states (loading, error, and success messages) also need to be designed.

Accessibility was a key consideration in my design process, though I wasn't able to implement all the planned features. While my initial requirements outlined comprehensive accessibility features including screen readers, adjustable font sizes, and high-contrast modes, time constraints limited the full implementation of these elements. Following WCAG guidelines (W3C, 2018), I managed to incorporate basic accessibility considerations such as adequate contrast ratios, sufficient touch target sizes, and consistent navigation patterns. However, several crucial accessibility features remain unimplemented:

- Screen reader compatibility and ARIA labels
- Font size adjustment controls

- High-contrast mode options
- Voice command capabilities
- Alternative text for images
- Keyboard navigation support
- Customisable text spacing
- Reading time indicators
- Colour blindness considerations

The current prototype demonstrates the potential for accessibility but falls short of my original goal to create a truly inclusive application. Future development would prioritise these missing accessibility features to ensure the app serves all users, including those with visual impairments, motor difficulties, or other accessibility needs. This aligns with the core mission of MoodLift to provide mental wellness support to diverse user groups, including our persona Rachel Mills, who requires assistive technologies.

Navigation elements require further refinement, with several back buttons lacking proper functionality and an incomplete menu system. I had also planned to include social features such as community interaction and sharing capabilities, but these remained in the conceptual stage due to time constraints.

Looking at how my designs progressed from paper prototypes to these final mockups, I can see significant improvements in navigation patterns, visual hierarchy, and content organisation. The interconnected arrows helped me think through various user scenarios, though many alternative paths and error recovery routes still need to be designed.

Whilst working on these mockups, I found myself constantly referring to mobile design best practices as outlined by Cao and Cousins (2018). Their guidance helped me make informed decisions about layout, interaction design, and user experience patterns. The current prototype, while incomplete, serves as a foundation for future development and demonstrates the core concept of the MoodLift application.

## 3 Usability testing

### 3.1 Protocol

To evaluate the usability of the MoodLift application, I conducted remote testing sessions via video calls, which proved to be the most practical approach given the participants' varying schedules and locations. Each session was structured to last approximately 45 minutes, allowing sufficient time for comprehensive feedback whilst respecting participants' time commitments.

The testing sessions followed a consistent structure, beginning with a 5-minute introduction where I explained the purpose of the testing and set expectations. This was followed by a 30-minute period where participants engaged with the prototype, using the think-aloud

method to share their thoughts and experiences in real-time. The sessions concluded with a 10-minute post-test interview to gather additional insights and reflections.

Participants were asked to complete five key tasks designed to test core functionalities of the application. These included attempting to create an account (though participants had to use the skip function due to the non-functional sign-up process), finding relaxation exercises, tracking their mood using the emotion selection feature (however they were not able to actually select how they felt due to it being non functional), exploring premium features and pricing information, and navigating to the sleep content section.

The technical setup for these sessions utilised readily available tools: the Figma prototype was shared through screen sharing, Zoom facilitated the remote testing environment, and participants provided their detailed feedback through WhatsApp voice messages after the sessions. This approach proved particularly effective as it allowed participants to share their thoughts more naturally and in their own time, whilst maintaining the quality of feedback collection

### 3.2 Data collection methods

In gathering feedback about the MoodLift prototype, I employed a mixed-methods approach to collect both quantitative and qualitative data, ensuring a comprehensive understanding of the user experience. The decision to use both methods was influenced by Nielsen's (2012) recommendation that combining different data collection techniques provides richer insights into usability issues.

For quantitative measurements, I tracked basic metrics such as task completion rates and noted the frequency of specific usability issues encountered. I deliberately kept the quantitative metrics straightforward, focusing on whether participants could successfully navigate through the prototype's key features.

The qualitative data collection formed the cornerstone of my testing approach. During the sessions, participants used the think-aloud protocol, verbally sharing their thoughts and reactions as they navigated through the interface. This method proved particularly insightful, revealing immediate reactions and points of confusion that might not have been captured through other means.

Following each session, participants sent detailed WhatsApp voice messages with their reflections, which provided valuable additional insights. This informal feedback method proved particularly effective, as participants seemed more comfortable sharing detailed thoughts through voice messages rather than formal written responses.

The combination of real-time observations during the Zoom sessions and subsequent voice message feedback provided a rich dataset that helped identify both major usability issues and subtle points for improvement. This approach aligned well with Krug's (2014) principle that the most valuable feedback often comes from users' natural, unfiltered reactions to an interface.

### 3.3 Participants

For the usability testing of MoodLift, I recruited five participants representing diverse user groups, each bringing unique perspectives and needs that aligned with my target audience. The selection was purposeful, aiming to gather insights from users with varying tech proficiency levels and different mental wellness needs.

Eyad Taleb, a 21-year-old engineer at Alstom, represented young professionals experiencing work-related stress. His high technical proficiency made him ideal for evaluating the app's complex features, while his experience with workplace stress provided valuable insights.

Bianca Borges, aged 21, brought both personal experience with anxiety and academic understanding as a psychology student. Her background was particularly valuable in assessing the app's approach to mental wellness.

Umar Khan, an 17-year-old sixth form student with visual and hearing impairments, provided crucial feedback on accessibility. His participation was essential in identifying barriers that users with disabilities might face.

Kaneez Hussain, 20, represented users seeking quick relaxation solutions as a new mother. Her feedback was particularly relevant for understanding how the app might serve users with limited time and high stress levels.

Naheed Shabbir, 48, brought the perspective of users with lower technical proficiency. As someone managing chronic pain and stress, her feedback was valuable in assessing the app's accessibility for older users.

### 3.4 Results

The usability testing revealed several key insights about the MoodLift prototype's strengths and limitations. Most notably, the non-functional sign-up process meant all participants had to use the skip function to access the app's features.

Navigation experiences varied among participants. While Eyad and Bianca navigated easily, Umar's visual impairments highlighted crucial accessibility issues. Naheed's lower tech proficiency revealed that some menu structures needed simplification.

The mood tracking feature received consistently positive feedback, with all participants appreciating its intuitive emoji-based interface. Kaneez particularly noted its efficiency between childcare duties.

Premium features generated mixed responses. While the content was appealing, participants found pricing information unclear, and the lack of payment screens limited their evaluation.

Accessibility emerged as a priority for improvement, particularly following Umar's feedback about screen reader compatibility and text visibility. The testing also revealed several non-



functional elements needing attention, including dead-end screens and incomplete interaction flows.

The clean interface design received universal praise, especially the organisation of sleep content and quick access to relaxation exercises, which Kaneez and Eyad particularly valued.

## 4 Analysis/Discussion

Based on the usability testing results, several key recommendations emerged for improving MoodLift's functionality and user experience. The feedback collected through remote testing sessions provided valuable insights into necessary enhancements.

The authentication system requires complete redevelopment, as noted by all participants who had to use the skip function. Implementation should include email verification, password recovery, and social media login options. As Nielsen (2020) suggests, reducing sign-up friction is crucial for initial user engagement.

Accessibility improvements emerged as a critical priority, particularly following Umar's feedback. These should include adjustable text sizes, enhanced contrast options, and screen reader compatibility. Following WCAG guidelines would ensure inclusive access for all users (W3C, 2023).

The premium features interface needs refinement, including clear differentiation between free and premium content, complete payment processing screens, and seamless upgrade pathways. This aligns with user feedback about pricing clarity and subscription processes.

Navigation enhancements should focus on consistent back button placement, clearer menu hierarchies, and improved wayfinding cues. These improvements would address the confusion experienced by participants like Naheed, who struggled with menu navigation.

While remote testing provided valuable insights, several additional testing methods could have strengthened the evaluation. Heuristic evaluation by UX experts could have identified usability issues before user testing, though this method might miss real-user problems (Nielsen and Molich, 2018).

Card sorting could have optimised information architecture and revealed users' mental models, despite being time-consuming. This method would have been particularly useful for organizing the app's various features and content categories (Spencer, 2019).

Longitudinal studies could have revealed long-term usage patterns and retention issues, though these would have required significant resources and risked participant dropout. Such studies would have been valuable for understanding how users engage with mental wellness features over time (Lazar et al., 2017).

The current testing approach had notable limitations. Remote sessions, while practical, potentially missed subtle usability issues that in-person observation might have caught.

Additionally, the reliance on WhatsApp voice messages for feedback, though convenient, may have limited the depth of immediate reactive feedback.

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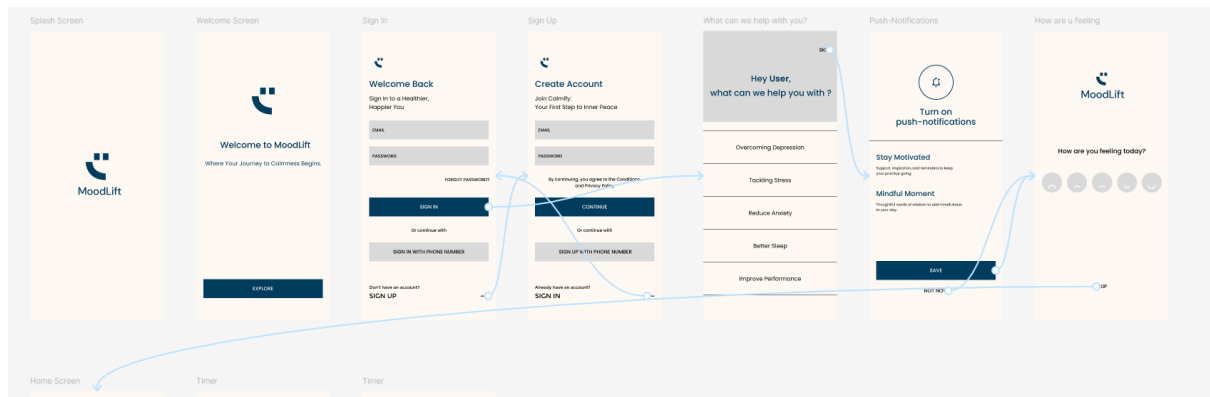
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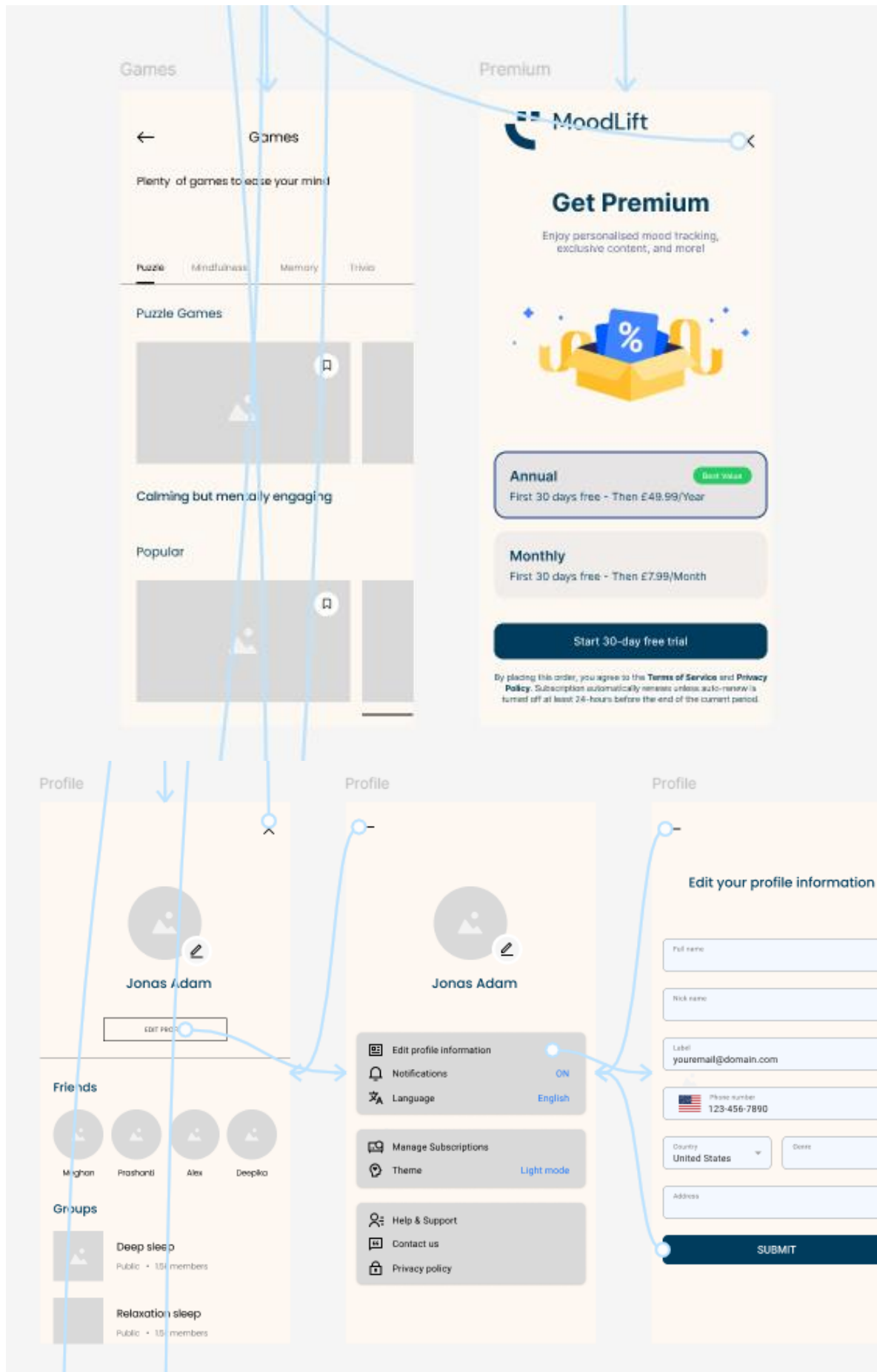
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## Appendices







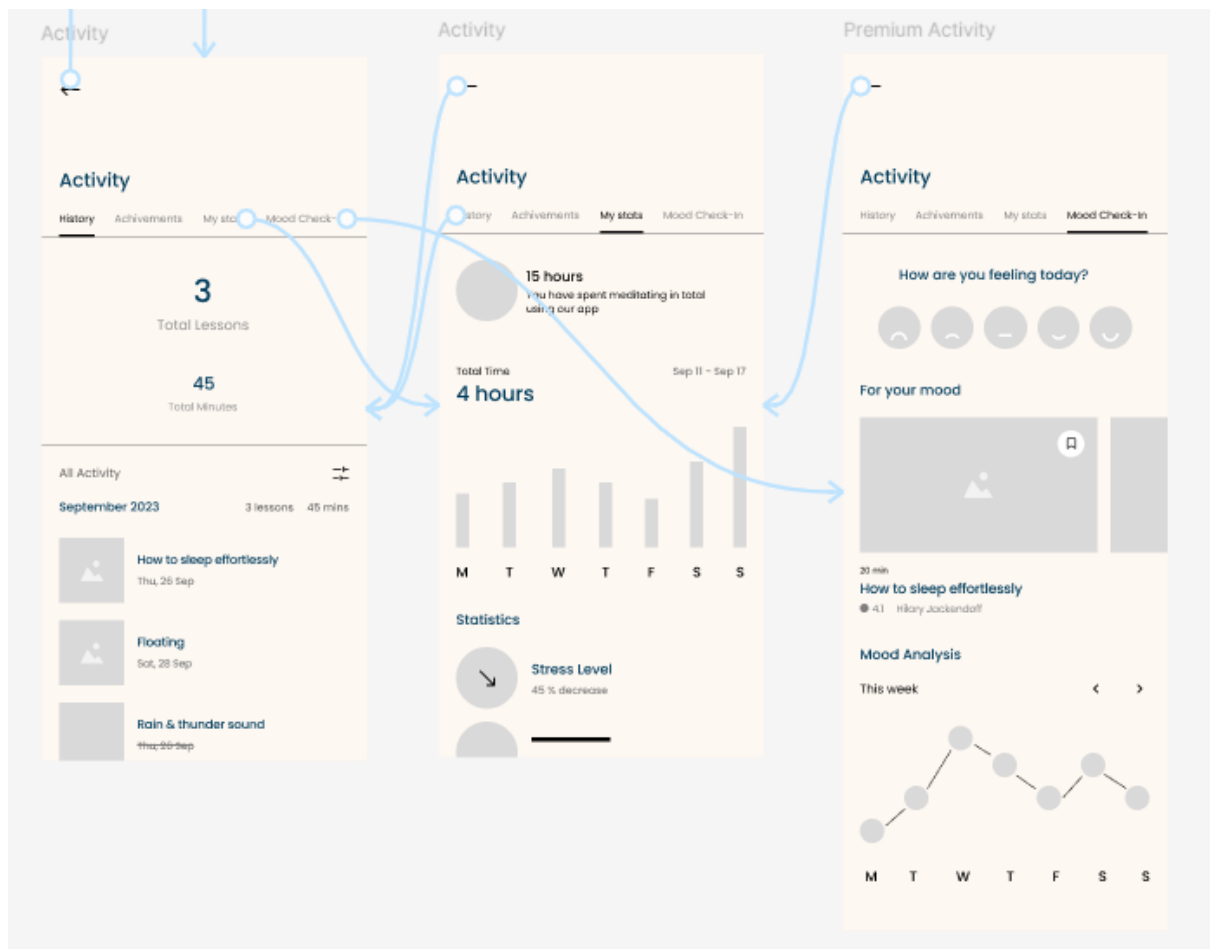


Figure 6,7,8,9&10: Figma Mockups