

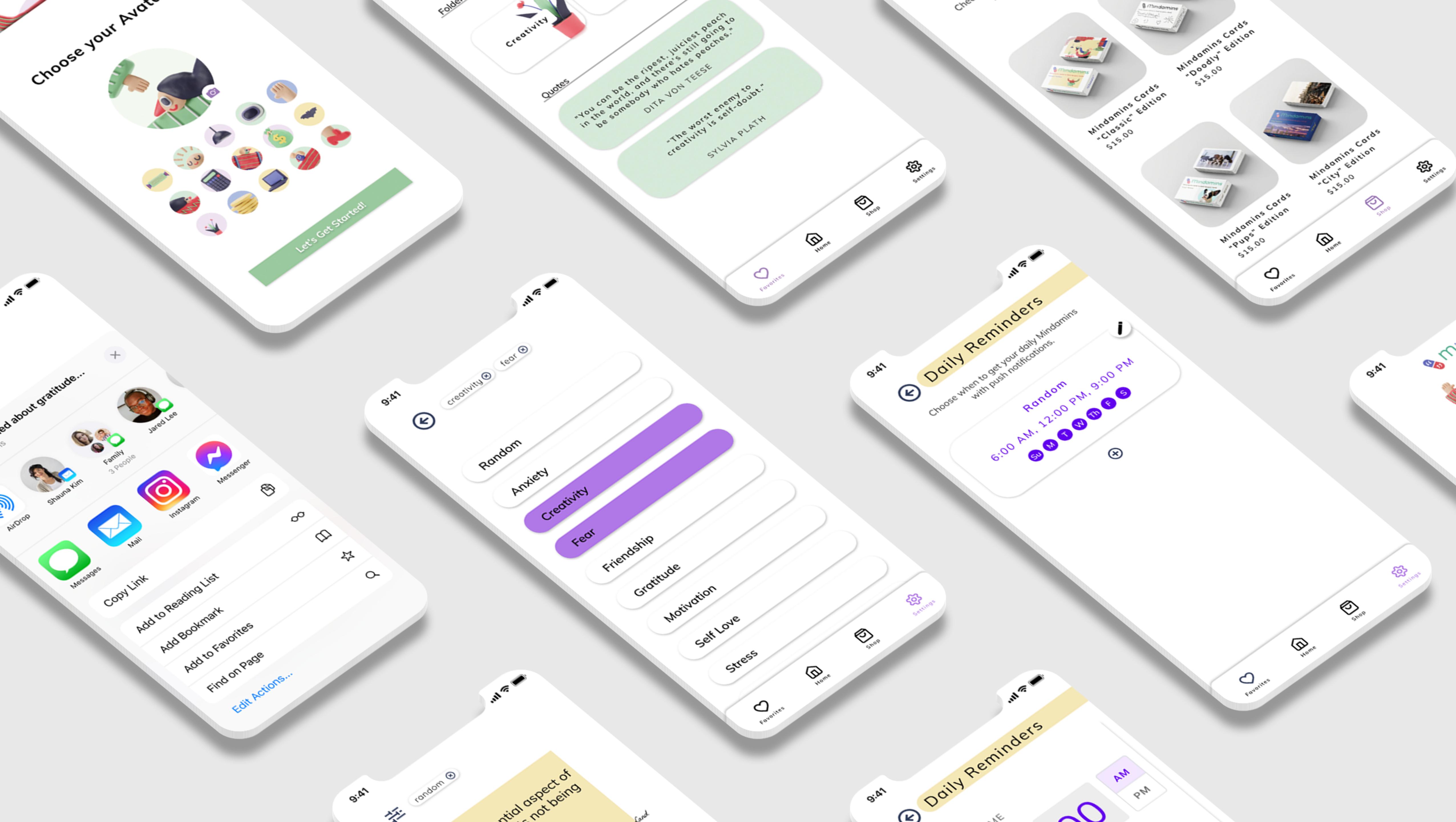


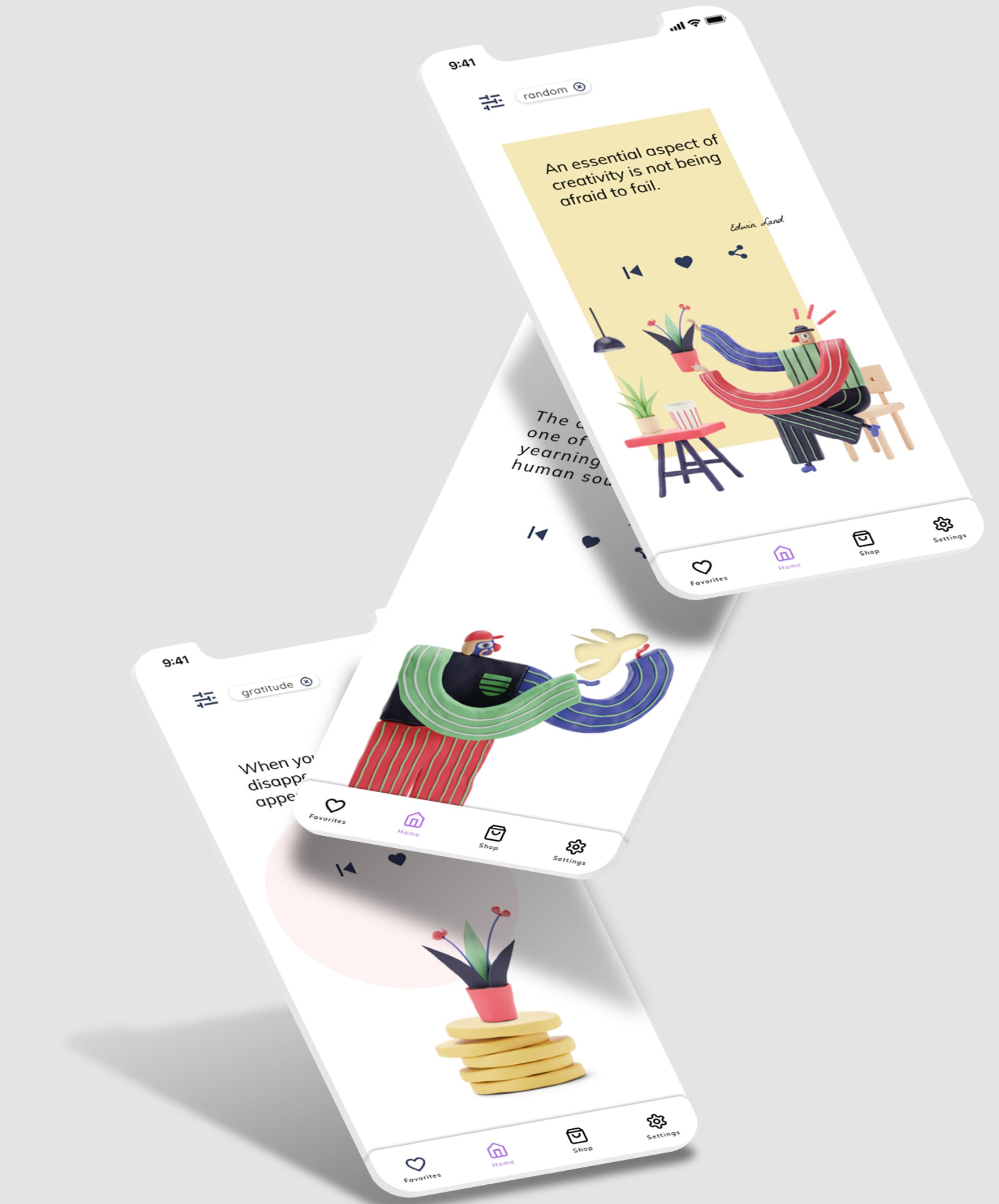
Mindamins is a daily quote app that allows users to read, filter, save, and share a variety of quotes from many sources.

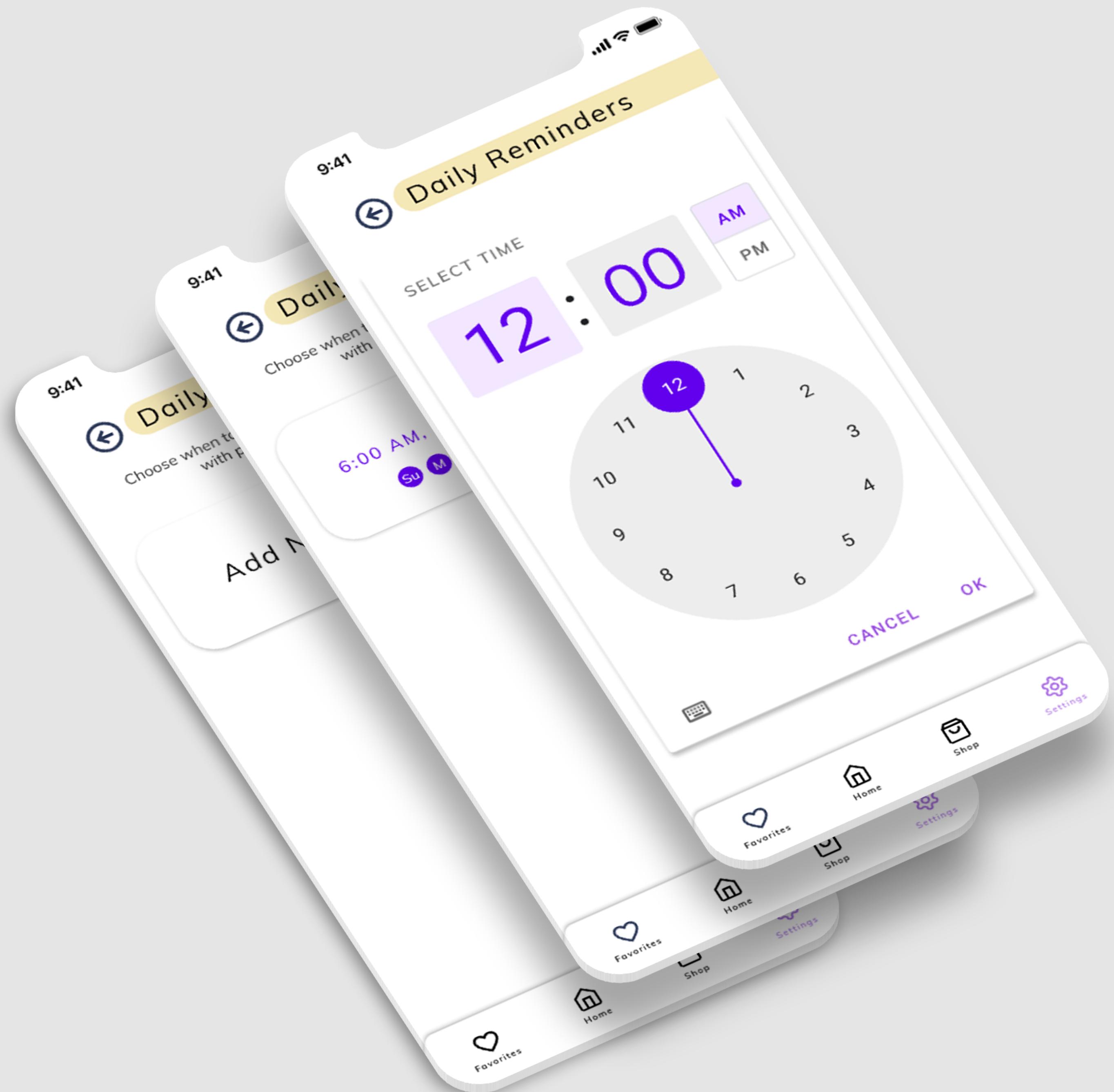
Mindamins was initially a way to refresh an app concept I designed a year prior called “Loose Leaves” →

I wanted **Mindamins** to follow modern app conventions and be intuitive for all users.











Mindamins

Quote/Wellness app

Features

- People can upload their own themes or "packs" / "decks"
- Neumorphism ?
- People can read and favorite quotes
- Each quote is categorized in filters
- People can filter what types of quotes they want to read
- Daily quote push notifications
- People can buy physical card decks of the quote cards
 - Can upload images to go with the cards
 - Can pick from an existing selection of cards

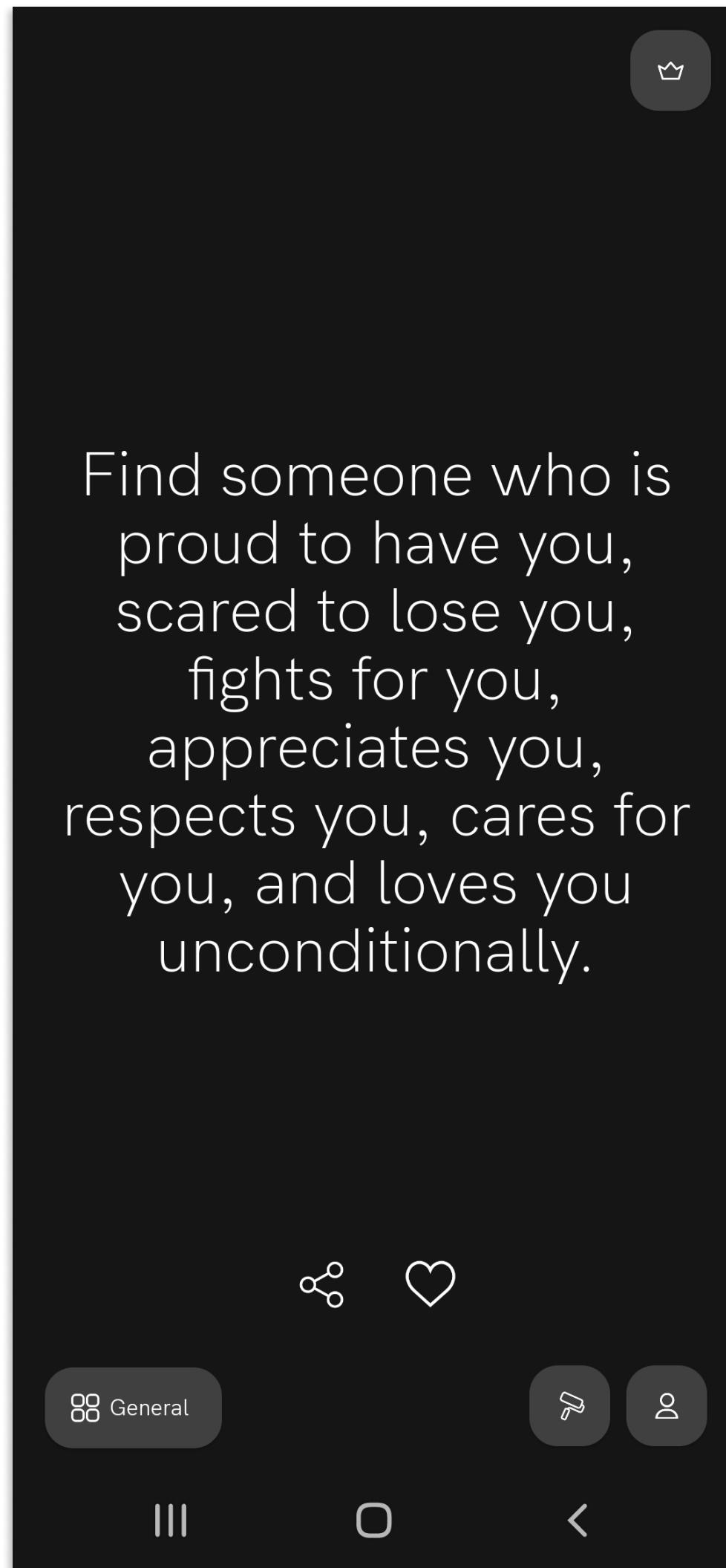
Nav

- Account
- Favorites
- Log Out
- Shop
 - Design your own
- Log Out

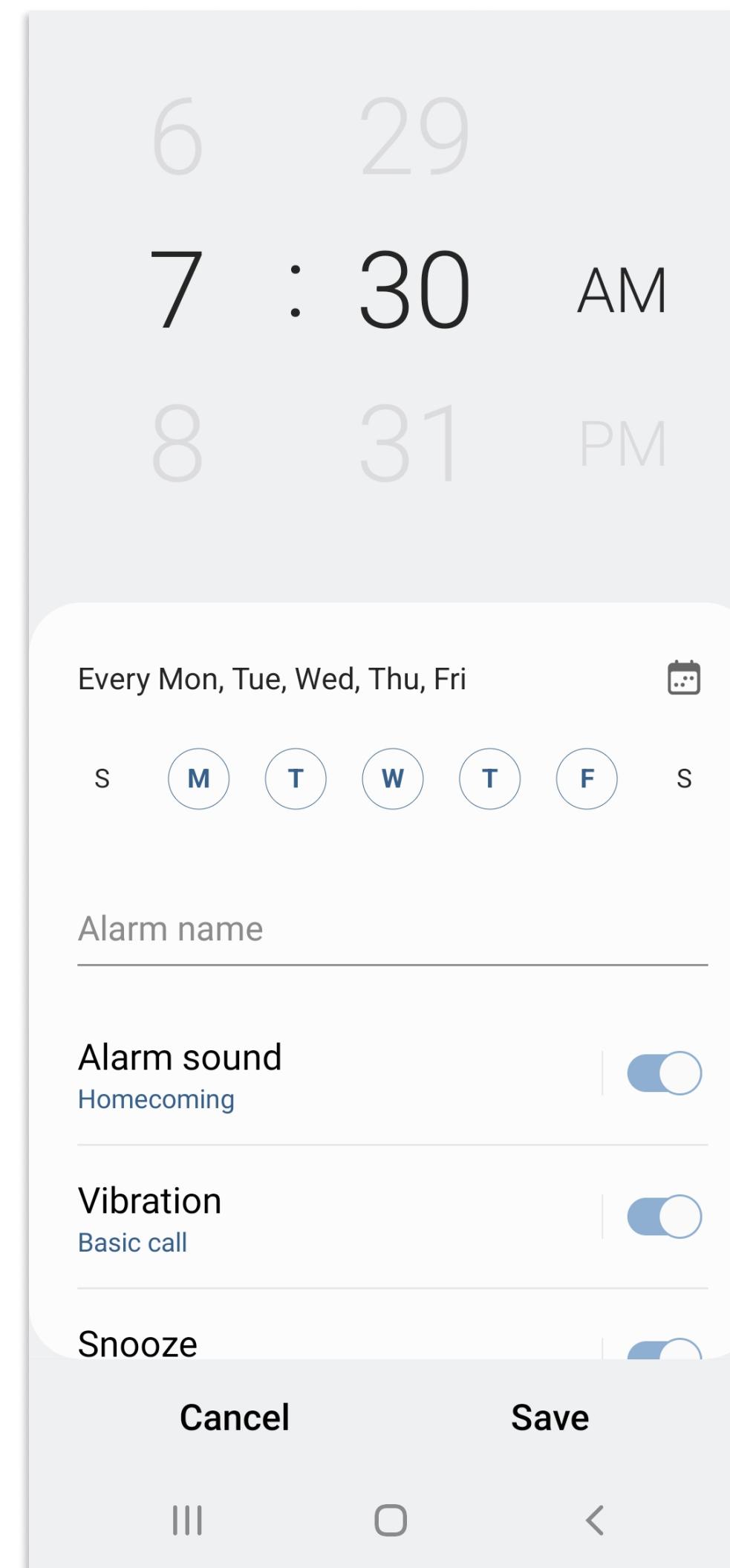
Main page

- Quote
 - Favorite
 - Share
 - Use as wallpaper??
 - Different filters in bubbles
 - Clicking filters shows only those quotes

“Motivation” app



Samsung’s “Clock” app



Hello Everyone!

For my internship project, I am designing a daily quote app called "Mindamins." The app's goal is to help users destress by showing them new perspectives/positive reflections through quotes. It will also allow users to filter quotes from different categories (inspiration, gratitude, family, etc).

In order to gain more insight on what types of quotes/filter categories I should include, I created this little form. If you could please help me out by answering some quick questions below, that would be awesome!

Your Name

*

Short answer text

How are you feeling? 😊 😢 🥺 😭 😳 *

Short answer text

The app will allow users to filter out what kind of quotes they see. What type(s) of quotes would * be the most beneficial to you? or What type of quotes would you enjoy reading the most? (ex. quotes for stress, motivation, self-love quotes, Disney quotes, etc)

Short answer text

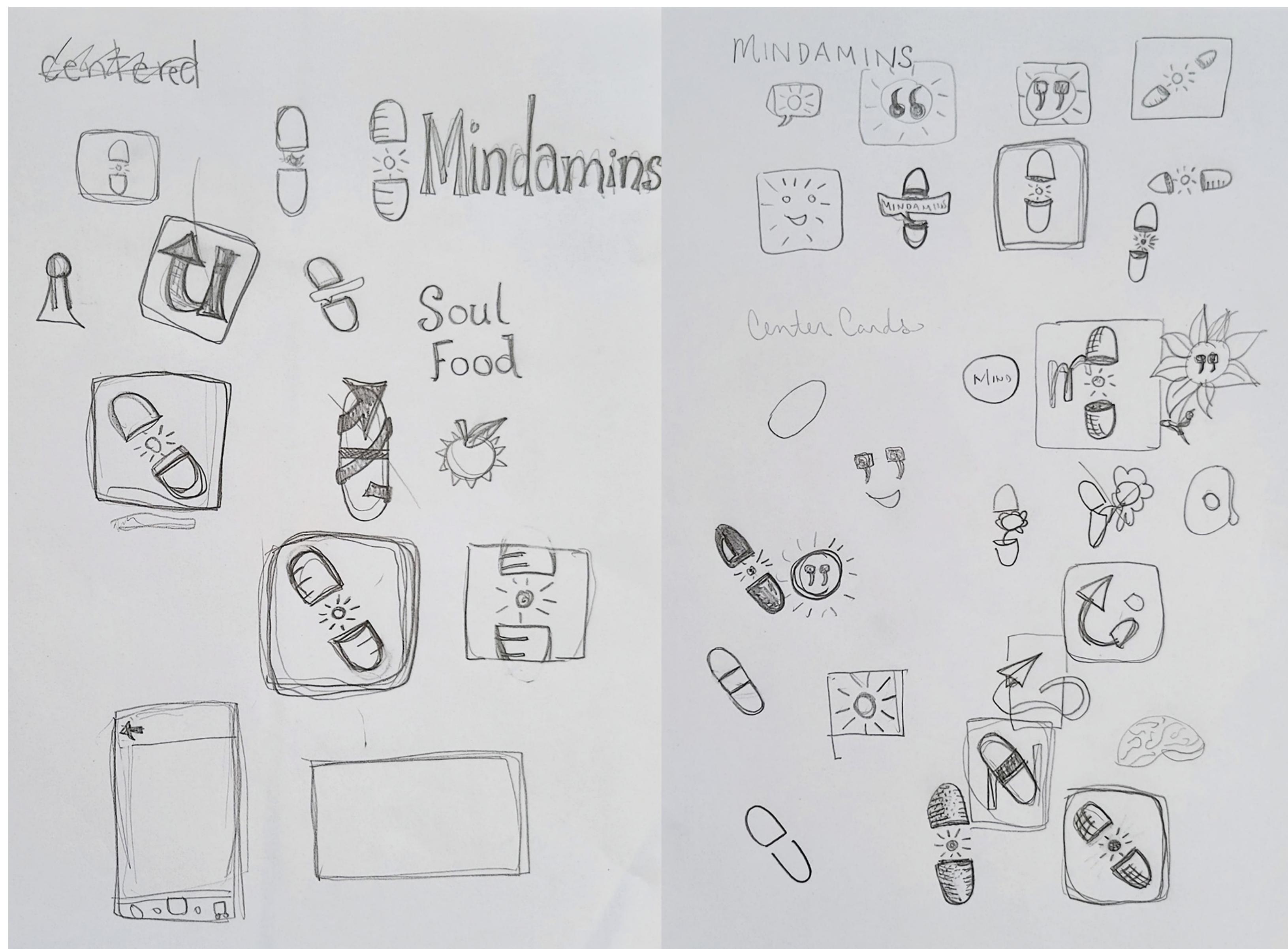
What is your favorite quote? (include the author/person who said the quote) It could also be a * quote you made up. 🎉

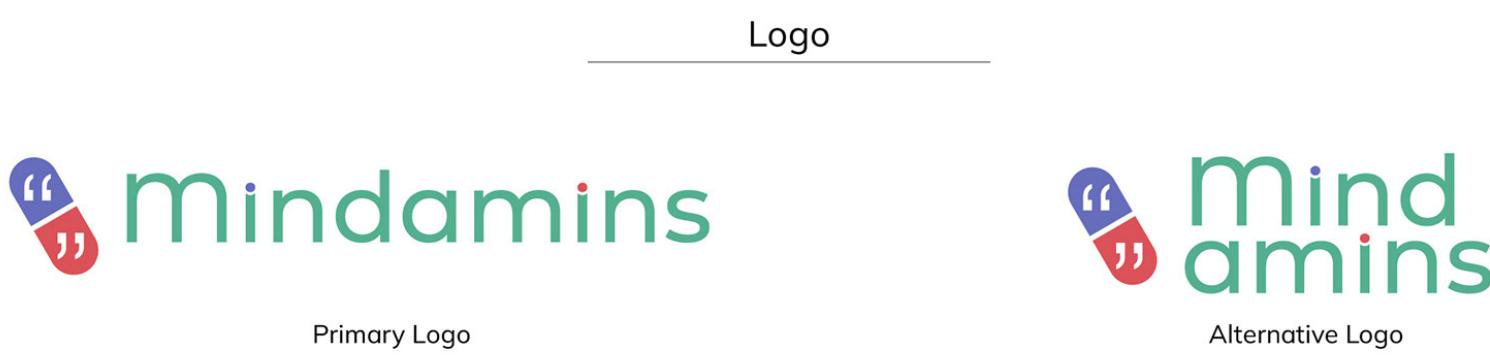
Long answer text



Your Name	How are you feeling?	The app will allow users to filter out what kind of quotes they see. What type(s) of quotes would be the most beneficial to you? or What type of quotes would you enjoy reading the most? (ex. quotes for stress, motivation, self-love quotes, Disney quotes, etc)	What is your favorite quote? (include the author/person who said the quote) It could also be a quote you made up.
Mike	Not too bad, lil tired.	Meaningful quotes	"Be who you are and say what you feel, because those who mind don't matter and those who matter don't mind." - Dr. Seuss
Erin Dean	:)	self-love, profound, make you think	Nobody in life gets exactly what they thought they were going to get. But if you work really hard and you're kind, amazing things will happen. - Conan O'Brien a poetry book from Jeanie Robinson called "This is for the women who don't give a fuck" has a lot of good ones: "They did not take your power, you gave it to them. Don't give it to them" "I am fire, If you want something salty and sweet with no opinion, I am not the woman for you. I spit flames, often." "There is no time to go down until I have lit this world on fire with my art" "Pick up what gives you joy and put down everything else" "I walk with my head held high when i walk into a room because I know there is space for me in this world -however I may come" "I am a woman of distinction, and I am not afraid to love you before you are ready"
Mulder	Happy and Chaotic	Motivational and destressing	Great things don't come from comfort zones. — Roy T. Bennett
Julie Moyer	excited	Funny Quotes, Motivational, but not sappy - and i always LOVE a Disney quote!	this quote makes me laugh every time i see it on social media: Be the kind of woman who, when your feet hit the floor each morning, the devil says "Oh, no! She's up." — Joanne Clancy
Cory	Good!	Stress, anxiety, etc.	"Somehow, you make it" - my mom :)
Andrea Guarino	Excited and a little overwhelmed	Quotes to motivate and kick ass	Get shit done. Me :-)
Kyle Smith	:)	Motivation!	In the middle of difficulty, lies opportunity. ~Albert Einstein
Clarissa Kimak	Pretty good!	Quotes on dealing with stress, motivational quotes and quotes that make me laugh.	"Would I rather be feared or loved? Easy. Both. I want people to be afraid of how much they love me." - Michael Scott, The Office
Valerie		motivation and stress, self-love... not a disney fan :)	I have no clue where I heard it but I googled it and evidently it is the title of a book - not sure if that was my source but none the less Let Your Life Speak - Parker J. Palmer



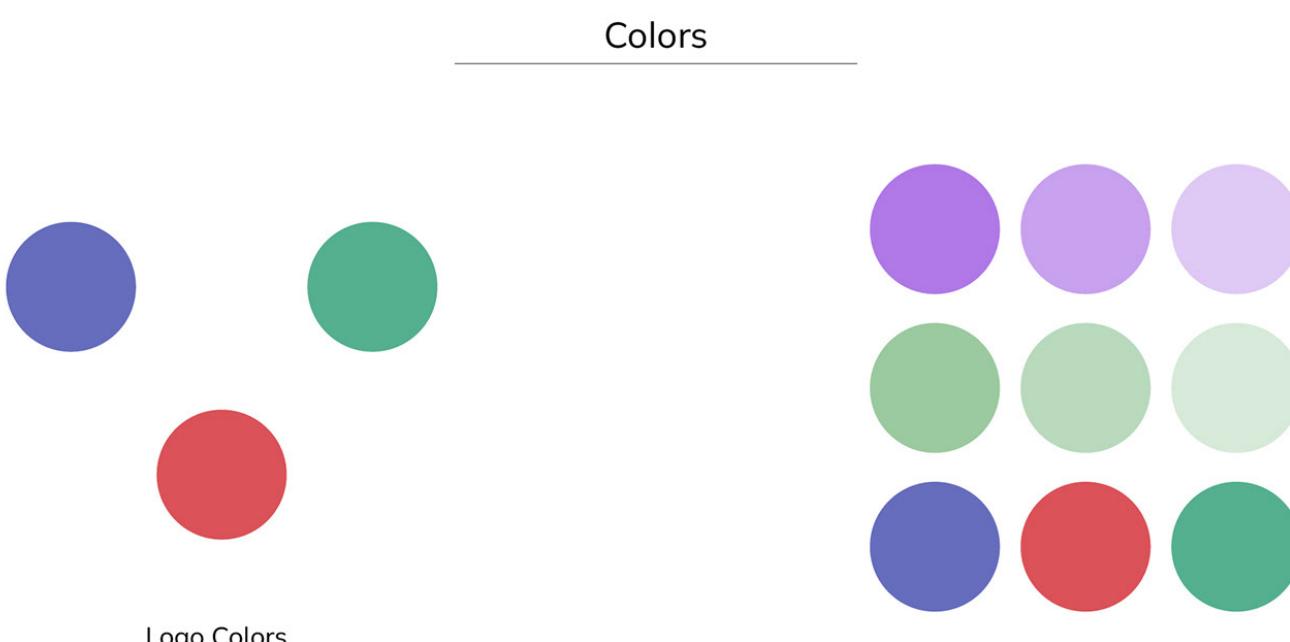




Primary Logo



Alternative Logo



Logo Colors

Design Colors

Typography

Mulish

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Montserrat Alternates

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z



LUCAS



Age: 17

Location: Trenton, New Jersey

Title: Student,
Part-time Employee

About

- Lucas is a 17 year old high school student.
- Aside from being a driven student, Lucas also plays baseball for his school.
- He comes from a middle-class family and has a good relationship with his family at home.
- He works part-time at a fast food restaurant.
- As he reaches the end of his high school years, Lucas finds himself stressed and anxious about what college/university he wants to attend.
- He has also been noticing that his self-esteem is low when he compares himself to other classmates at school as well as teammates on his baseball team.

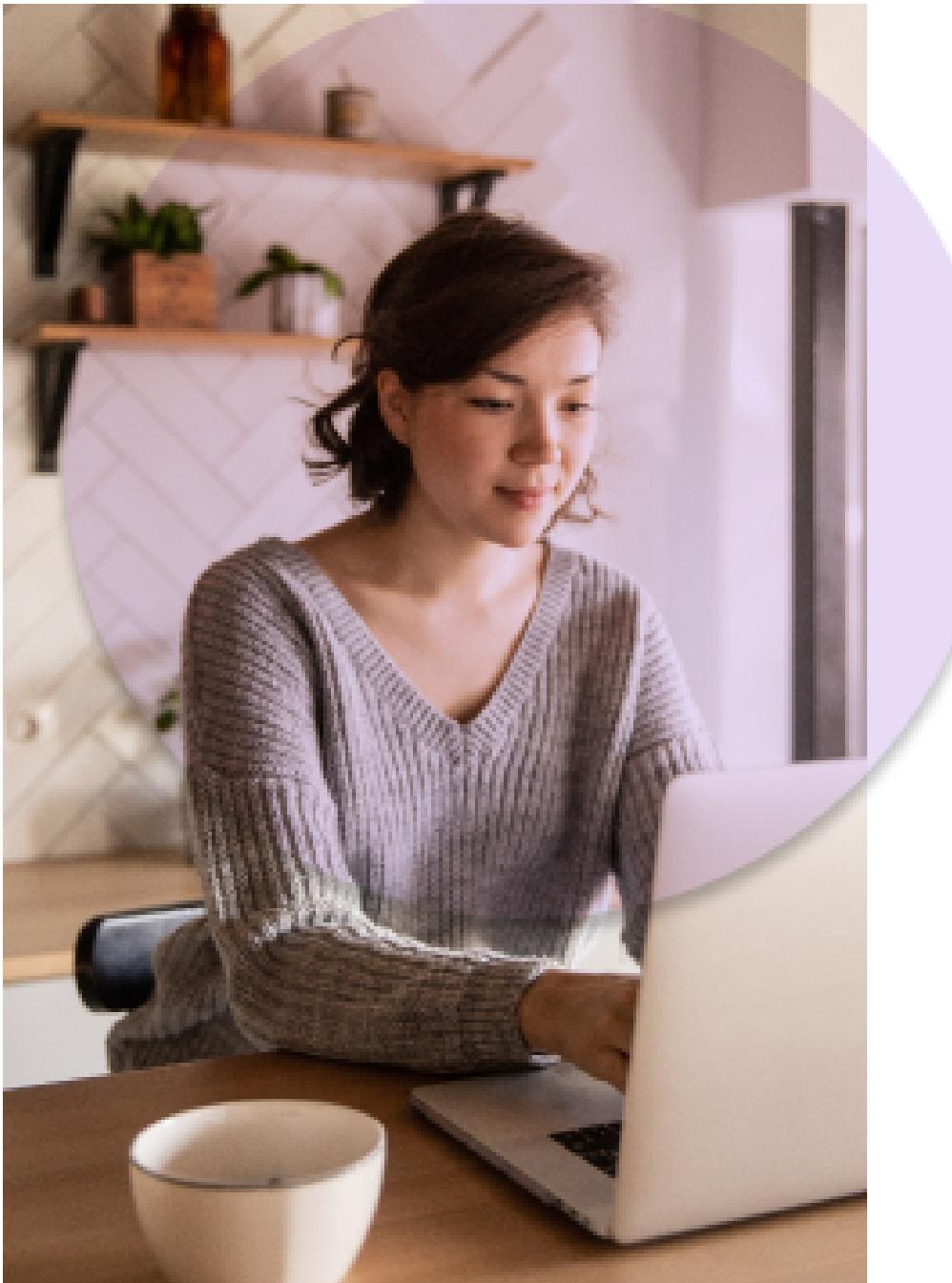
Interests

- Lucas loves baseball and has been playing since he was a child.
- He enjoys hanging out with friends, but he is also a homebody who enjoys quality time with his family.
- On his free-time, Lucas loves watching movies and is an avid Star Wars fan.
- He drives a Toyota Corolla and buys his clothes from a variety of stores including Old Navy, JCPenney, and H&M.

App Goals

- In order to remain positive and motivated, Lucas' main goal with this app is to read quotes that will help improve his mental health, ease his stresses, and motivate him finish off highschool strong.
- He wants to set daily quote notifications everyday at 6AM, 12PM, and 9PM. This way, he gets his daily dose of positivity in the morning, at lunch, and before going to bed.
- He wants to only read anxiety, motivational, self-love, and stress quotes.

NINA



Age: 26

Location: Dallas, Texas

Title: Entrepreneur, CEO

About

- Nina is a 26 year old entrepreneur with an online business selling pottery, fan merchandise, and paintings.
- She gains popularity and exposure by making YouTube videos. She makes tutorials on how to use different media as well as videos of herself making art.
- Currently, her channel has 3.1 million subscribers.
- Nina lives a comfortable life in an upscale apartment with her cat, Rosemary.
- Although she does not like to think about it, she still has some student debt looming in the back of her head.
- Nina has been finding that she lacks motivation and wastes time a lot. She loves her business, but is worried that one day she won't be able to continue it.

Interests

- Aside from making art, Nina loves to try out new restaurants in the city.
- She is also a daily user of her Peloton spin bike.
- She loves supporting small business owners like herself, so most of her clothes are purchased from small businesses.
- She drives a Mini Cooper
- She also enjoys daily walks at the park with her cat when possible.

App Goals

- Nina's main goal with this app is to read quotes that will motivate her to keep creating content and running her business. She has had typical 9-5 jobs in the past and knows that it is not for her.
- Nina also knows that a fear of failure is turning her into a perfectionist who is afraid to take risks. She also wants to read quotes that encourage failing in order to learn and gain wisdom.
- Furthermore, she wants to read quotes about creativity so that she can inspire herself to execute new ideas for her YouTube channel as well as her artwork.
- Lastly, she wants to be able to have all her favorite quotes in one spot so she can reference them when needed.

PATTY



Age: 56

Location: Hartford, Connecticut

Title: Registered Nurse,
Mother

About

- Patty is a 56 year old mother and registered nurse from Hartford, Connecticut.
- Patty has three kids. She has a son and daughter in college and one daughter finishing up high school.
- Her family means the world to her and she wants the best for her kids.
- She is a registered nurse, but only works three days a week.
- Most of her time is spent at home cleaning the house, gardening, and watching game shows on the Game Show Network.

Interests

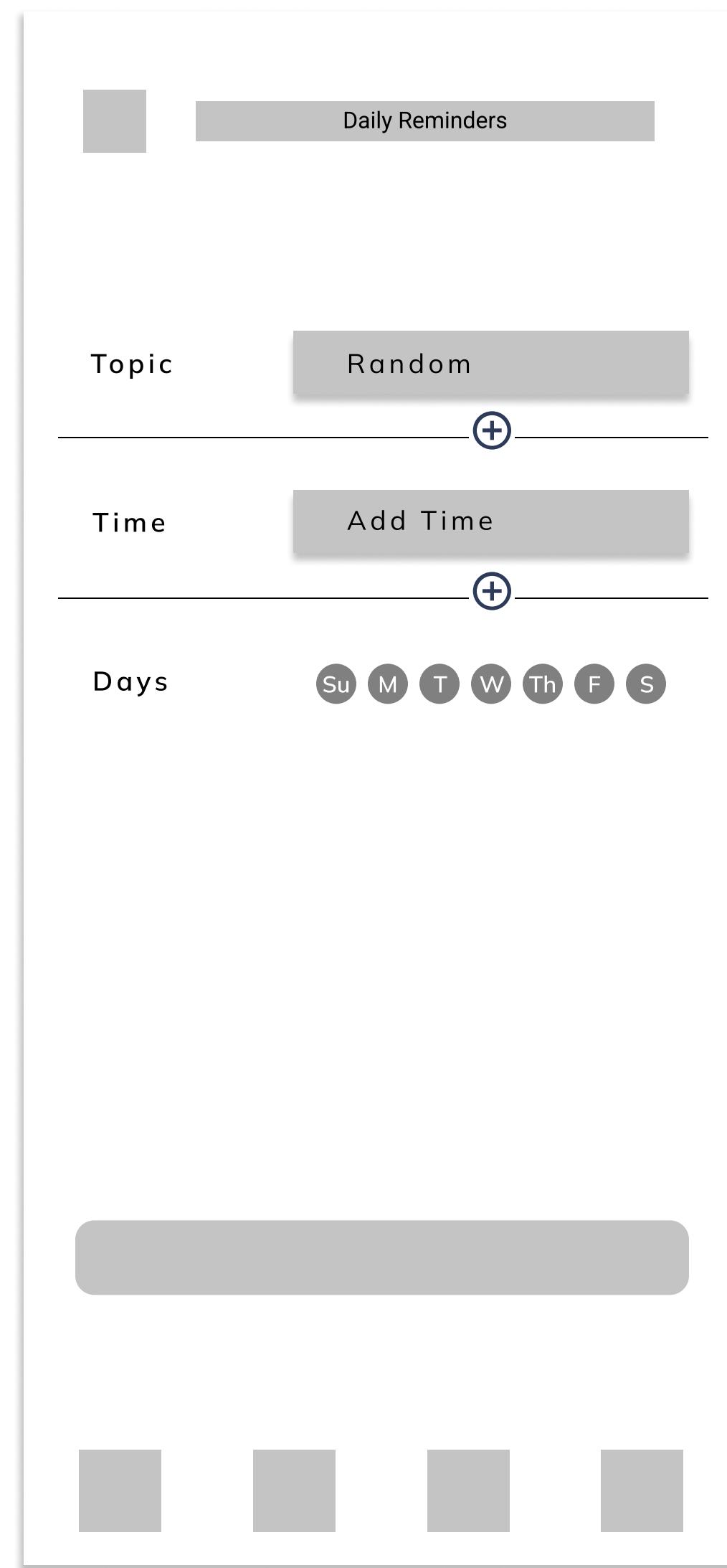
- Patty enjoys decorating her home and making it as festive as possible.
- She likes to shop at art supply and home decor stores in order to find festive decorations.
- When she has the chance, Patty loves going bowling with family and friends.
- She is also a pianist at her local Church on the weekends.
- She drives a Chrysler Pacifica and shops at department stores such as Boscov's, Macy's, and BonTon.

App Goals

- Patty's goal with the app is to practice gratitude. She finds that gratitude helps to ground her, especially when she is in a bad mood or mad at her kids or husband.
- She also hopes to save her favorite quotes as well as share quotes to her children.
- Patty also wants to use the app to buy a deck of physical quote cards. Because she loves her family, she wants to customize the cards with a family photo.

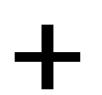
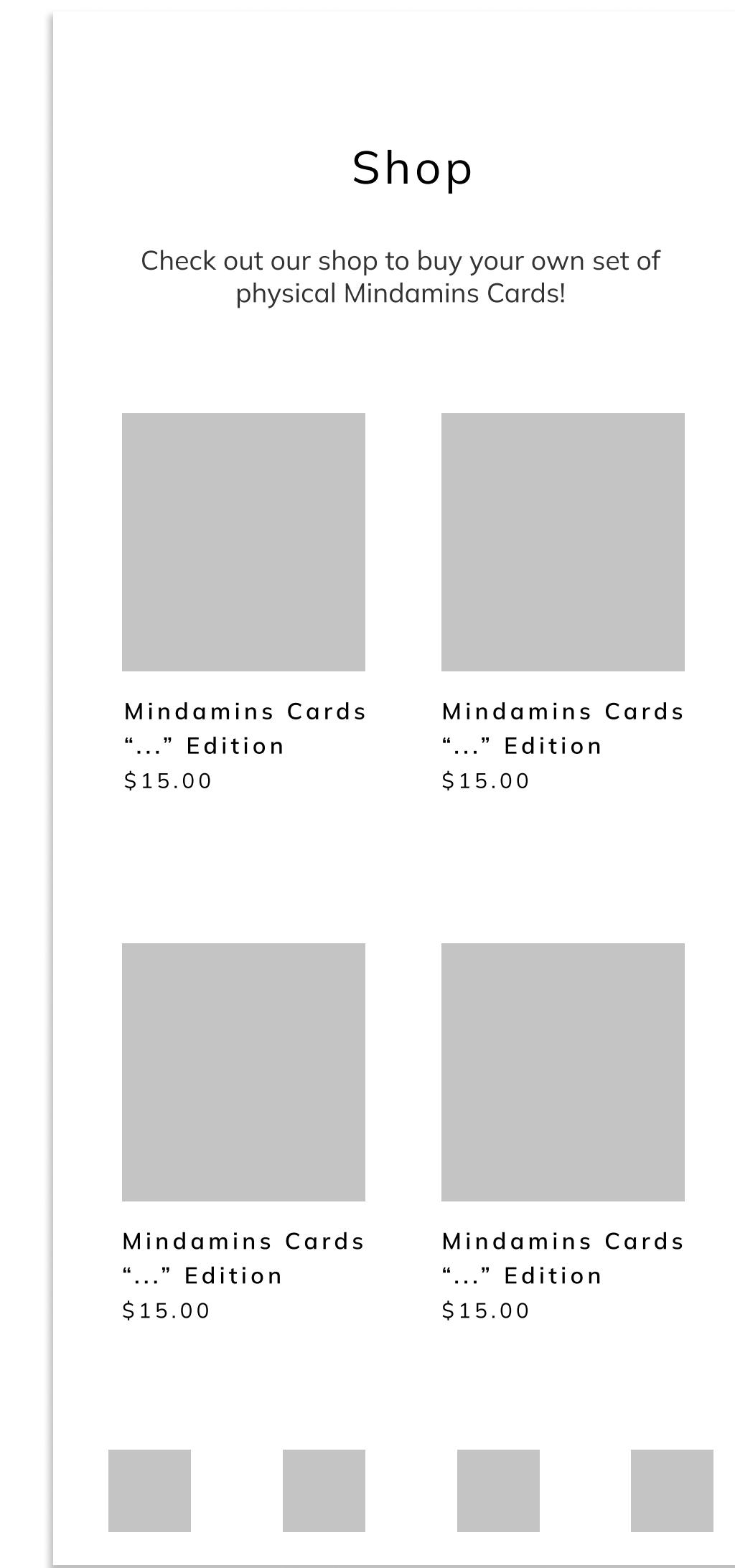
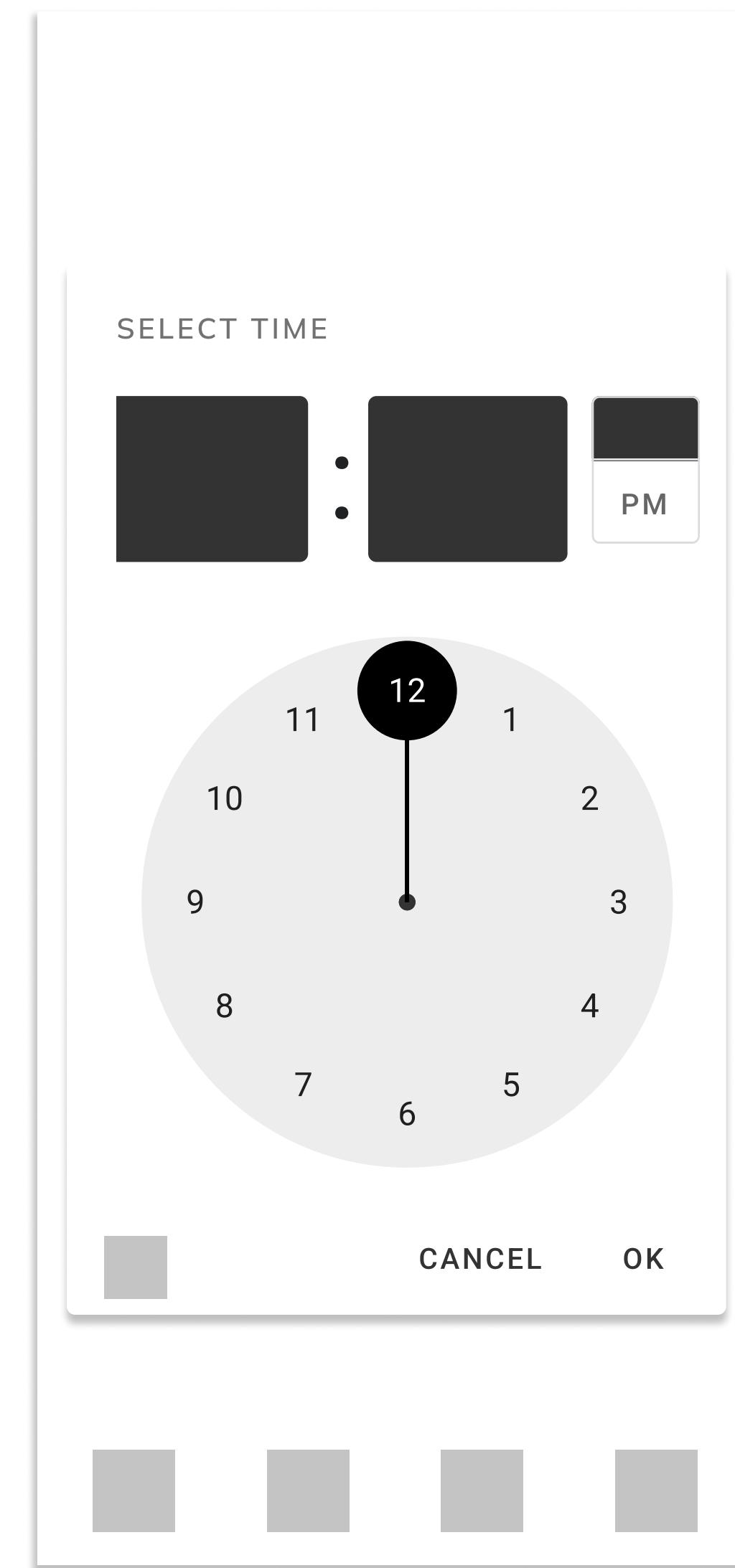
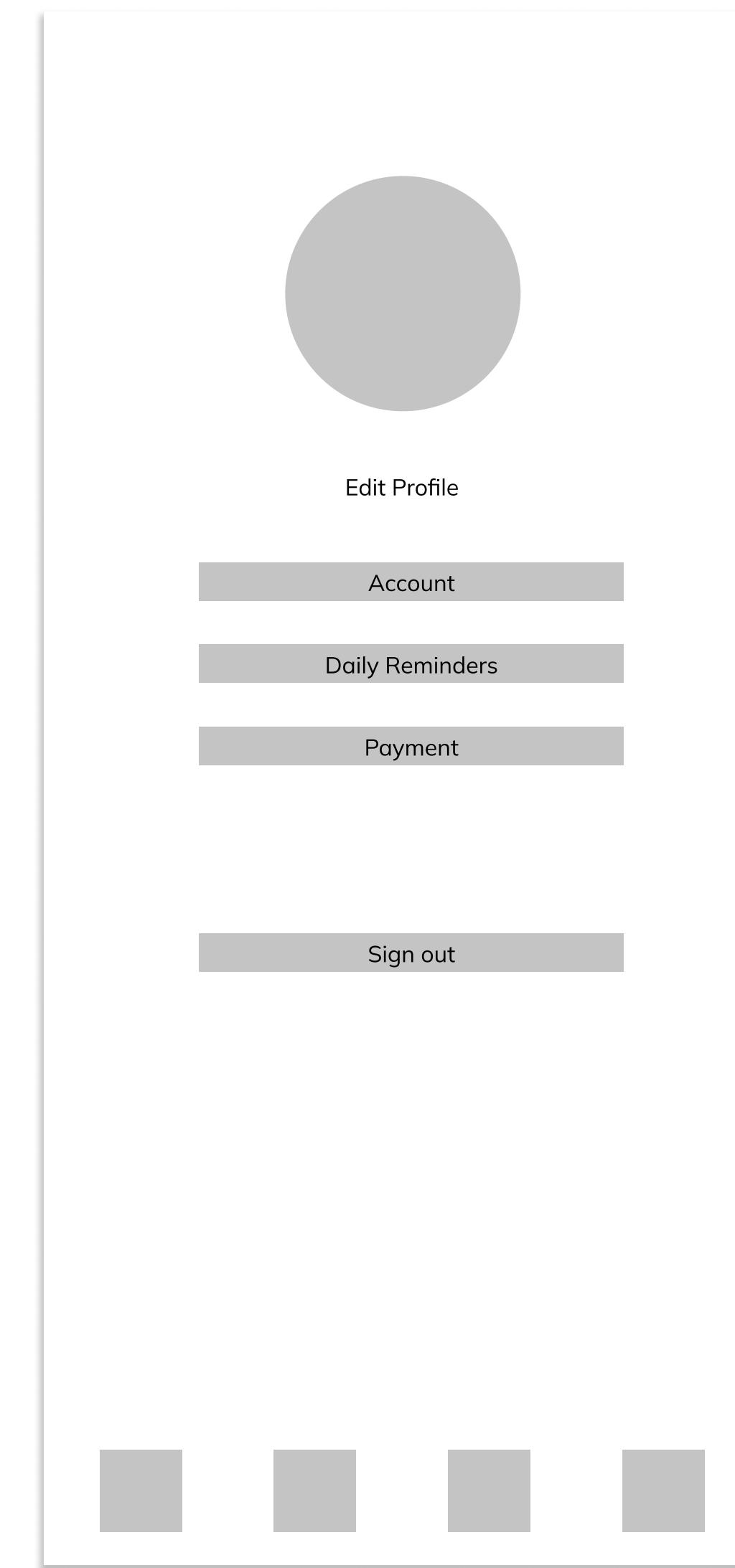
Low Fidelity Wireframes

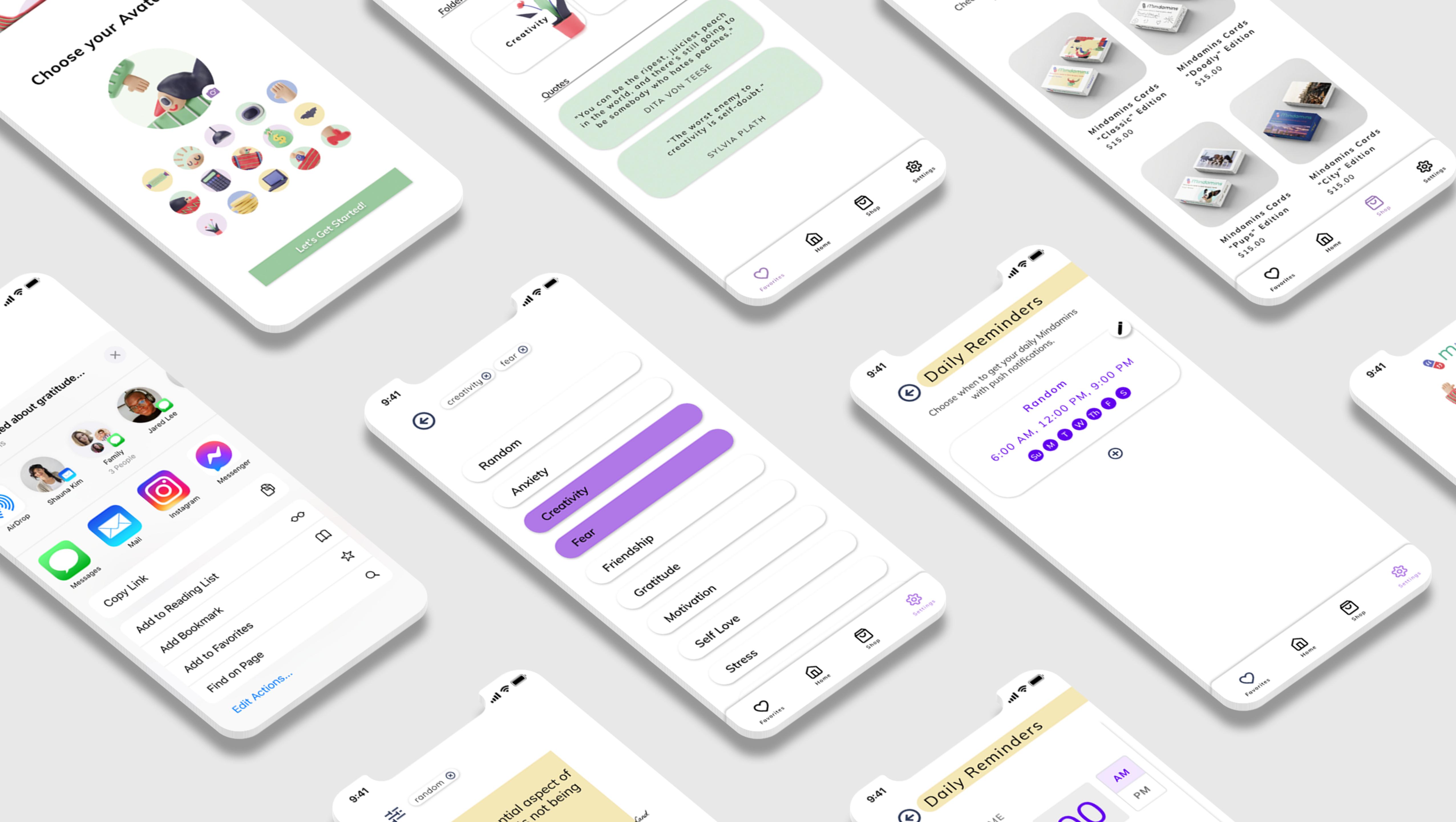
M i n d a m i n s

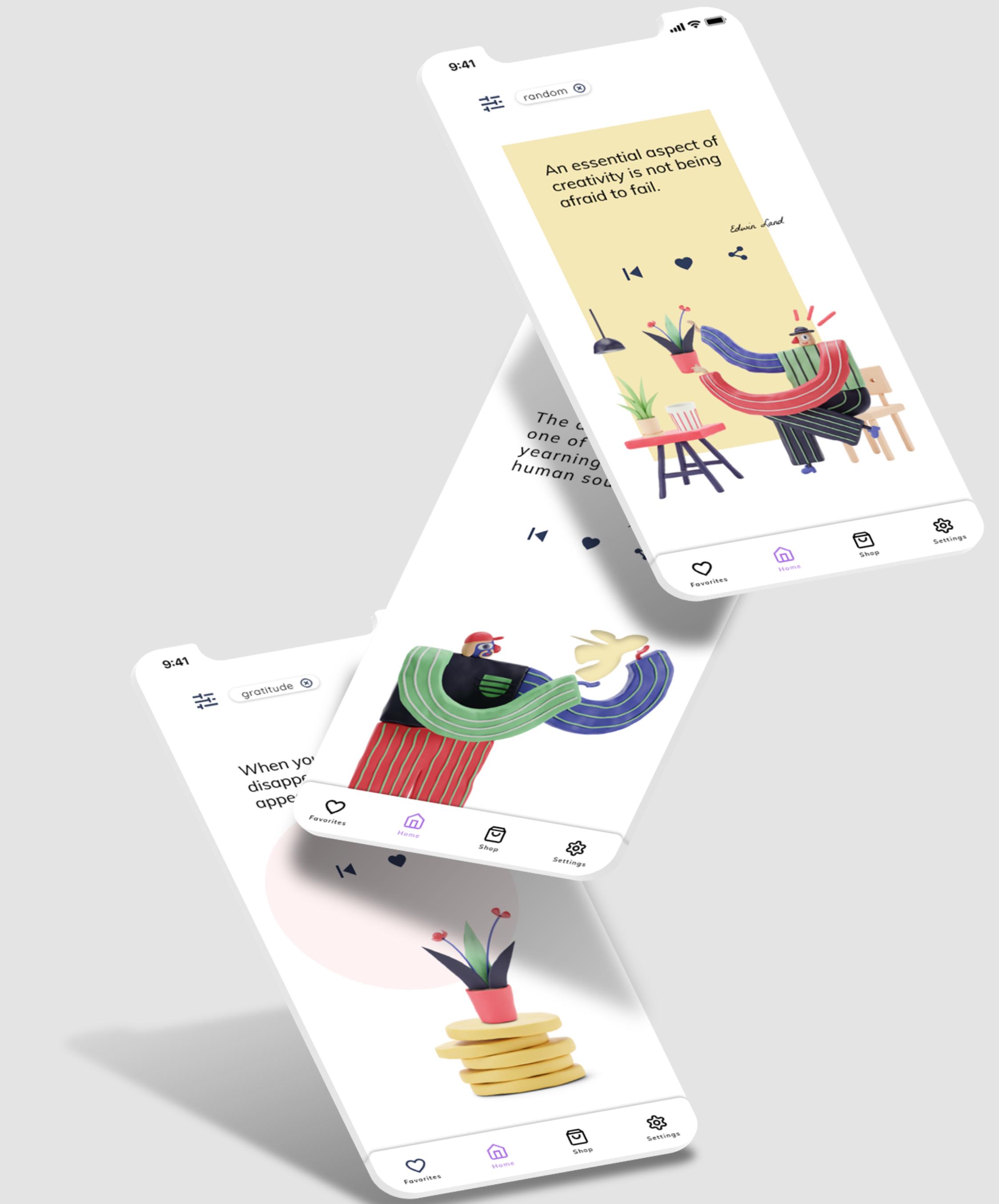


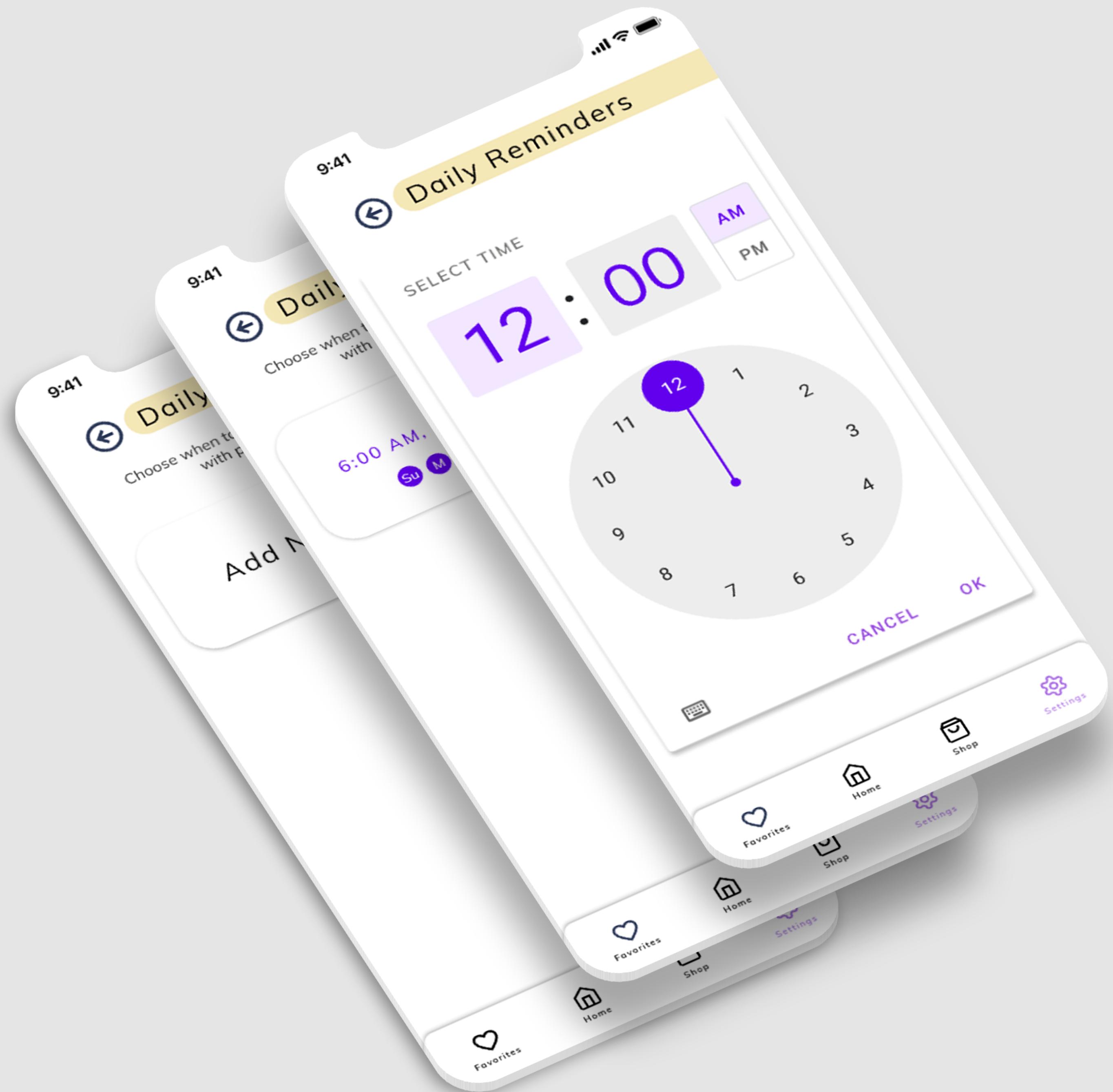
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Mindamins





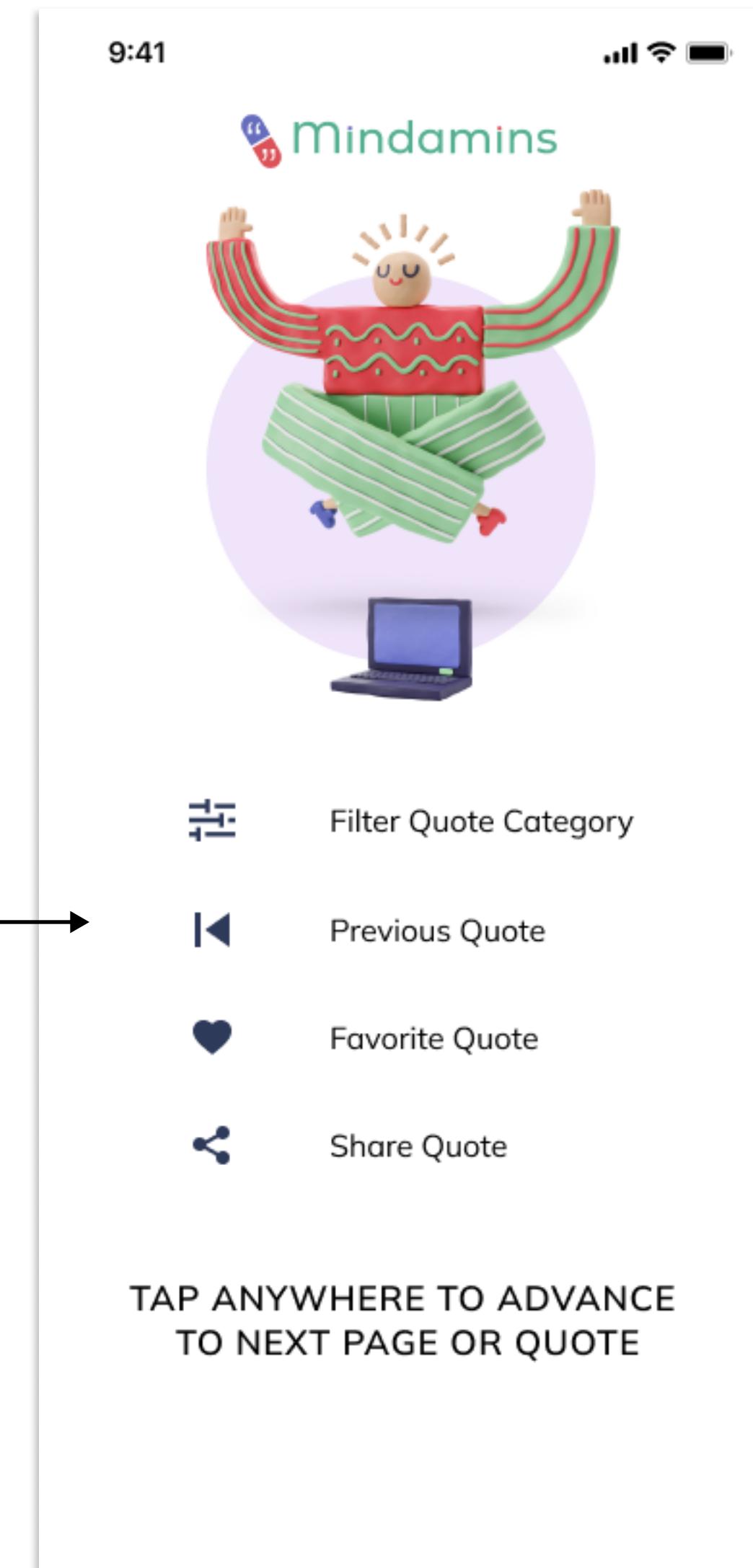




User #1: A 22 year old graduate student majoring in pharmacy

This user ran into some difficulty with what each icon on the homepage means/does.

As a result, I designed an opening page that gives instructions on how to advance to the next quote and what each button on the homepage does .



<https://www.youtube.com/watch?v=SbAUzrV5zN0>

User #2: A 21 year old student majoring in civil engineering

With the revisions from the first user test, this user was able to easily navigate through the app.

There were some prototyping bugs that were discovered during this test.

<https://www.youtube.com/watch?v=RYobJ-tamAg>

Do more testing with users of different ages and from different demographics

Do A/B testing to decide what colors and icons to use

Gather initial user research from a larger, more diverse sample of participants