



ZENIFY

LOGO FONT EXPLORATION

zenify

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find your peace within

zenify

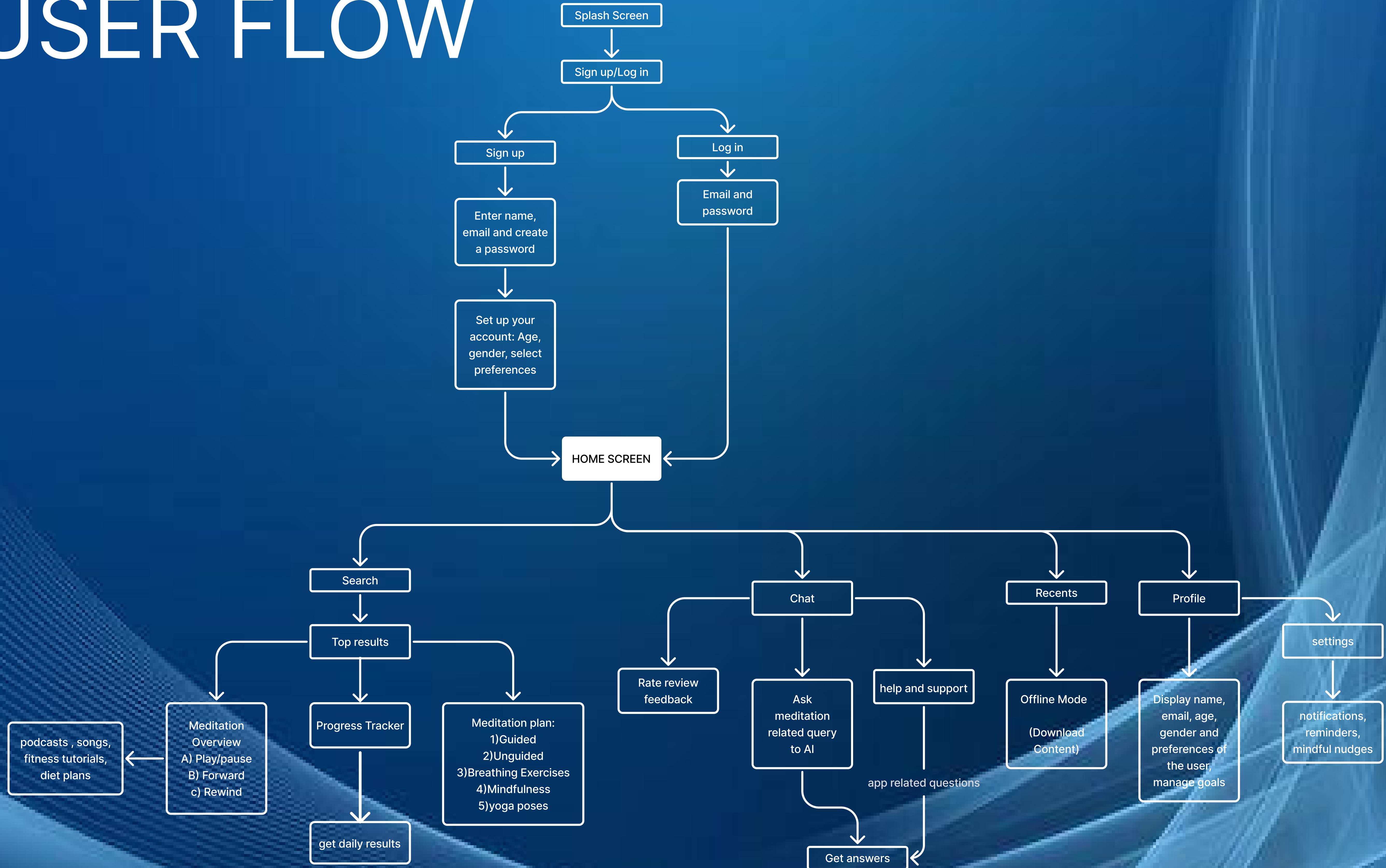
find your peace within

Problem statement:

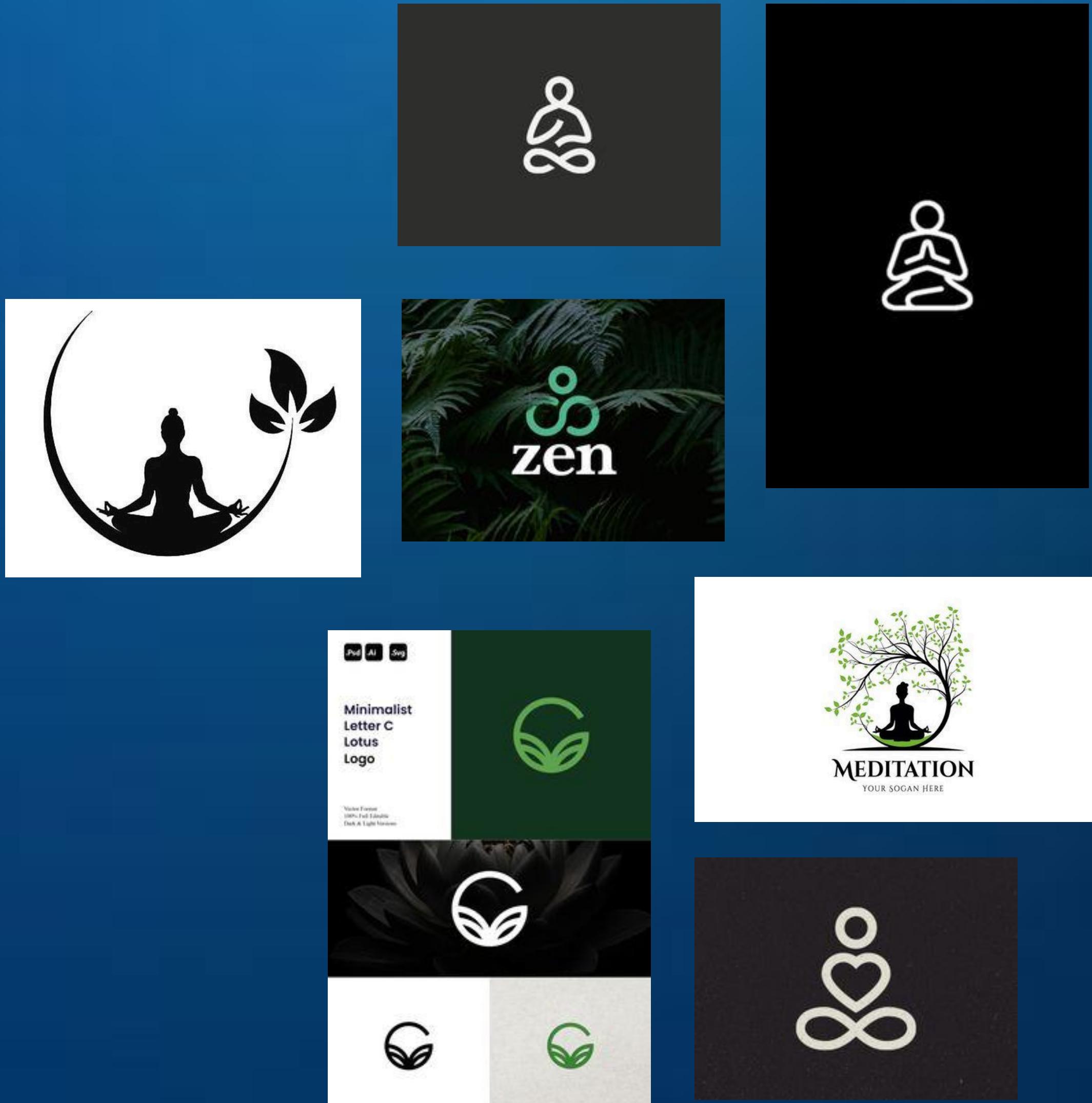
In today's fast-paced and stressful world, individuals struggle to find accessible, engaging, and effective tools to manage stress and achieve mindfulness. Many existing solutions are either too complex, not user-friendly, or fail to keep users motivated and consistent in their practice.

The challenge is to design a mobile application that offers a variety of guided meditations, interactive breathing exercises, and personalized progress tracking in a way that is intuitive, engaging, and inclusive for users of all ages and backgrounds, ultimately providing a practical and effective solution for stress relief and mindfulness.

USER FLOW



LOGO



USER PERSONAS



Sarah, 27

IT Professional

Motivation: Sarah is a busy professional in her early 30s working long hours in a high-pressure job. She seeks relaxation and stress relief to maintain her mental well-being.

Expectation: She expects to have easy-to-follow guided meditation sessions that fit into her hectic schedule.

Says: "I need something to help me unwind after these crazy workdays."

Does: Sets aside 10-15 minutes every evening before bed to meditate using the app.

Thinks: "I hope this helps me clear my mind and sleep better tonight."

Feels: Stressed and overwhelmed but hopeful that meditation can bring some peace.



David, 24

Enter pruner

Motivation: David is in his mid-20s and has heard about the benefits of meditation but is unsure how to start. He wants to improve his focus and overall mental clarity.

Expectation: He expects an app to offer beginner-friendly meditation techniques and explanations to help him understand the basics.

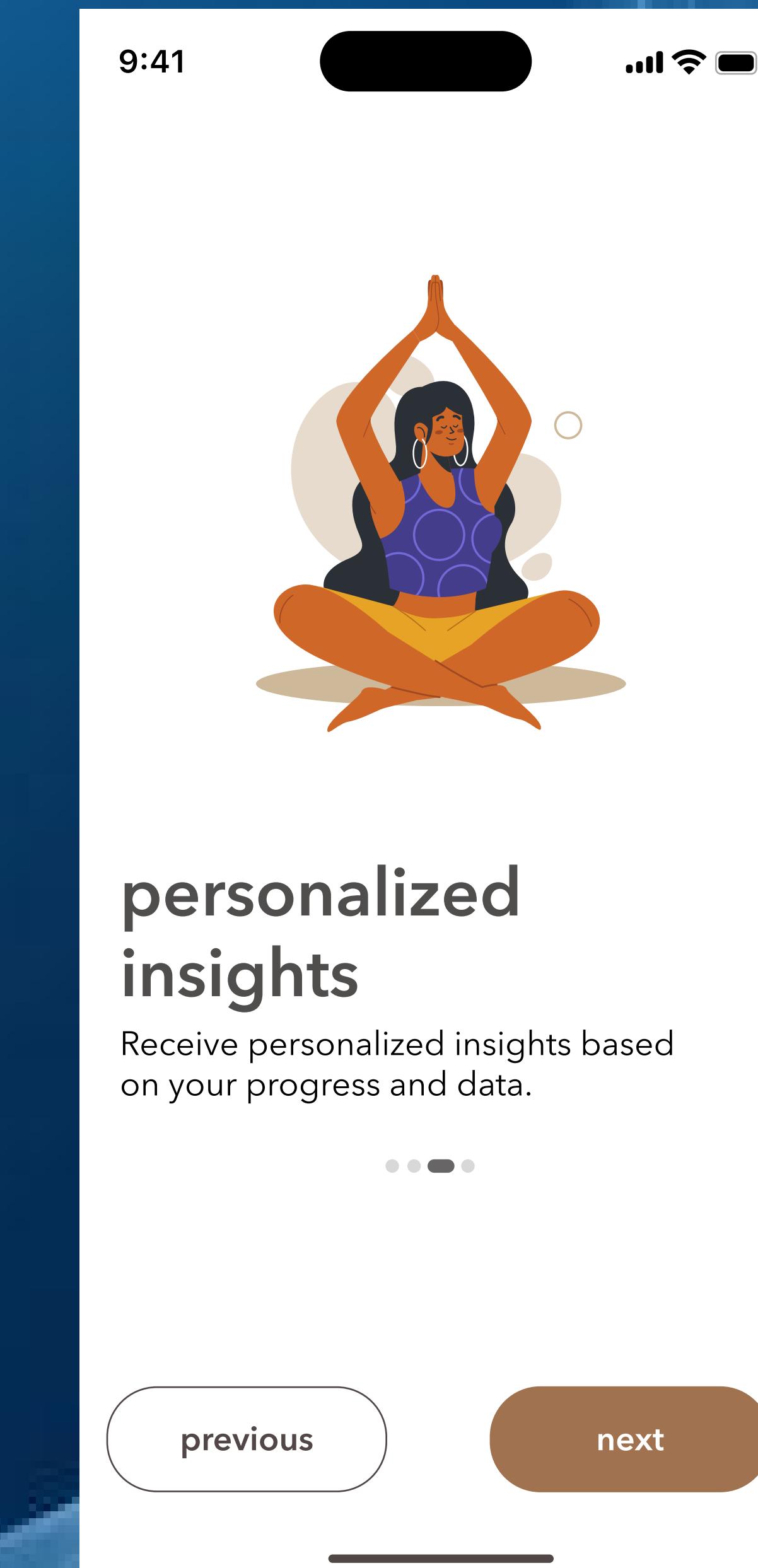
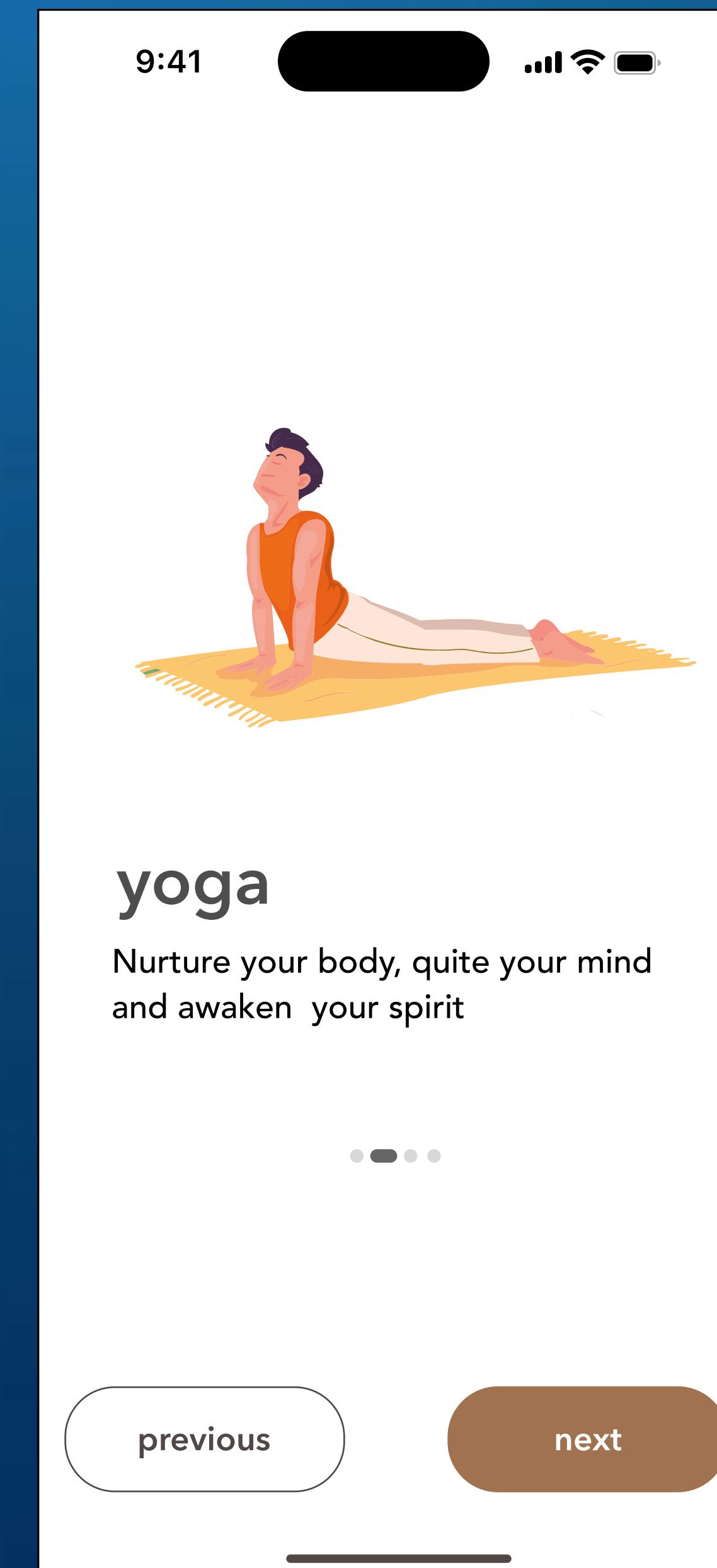
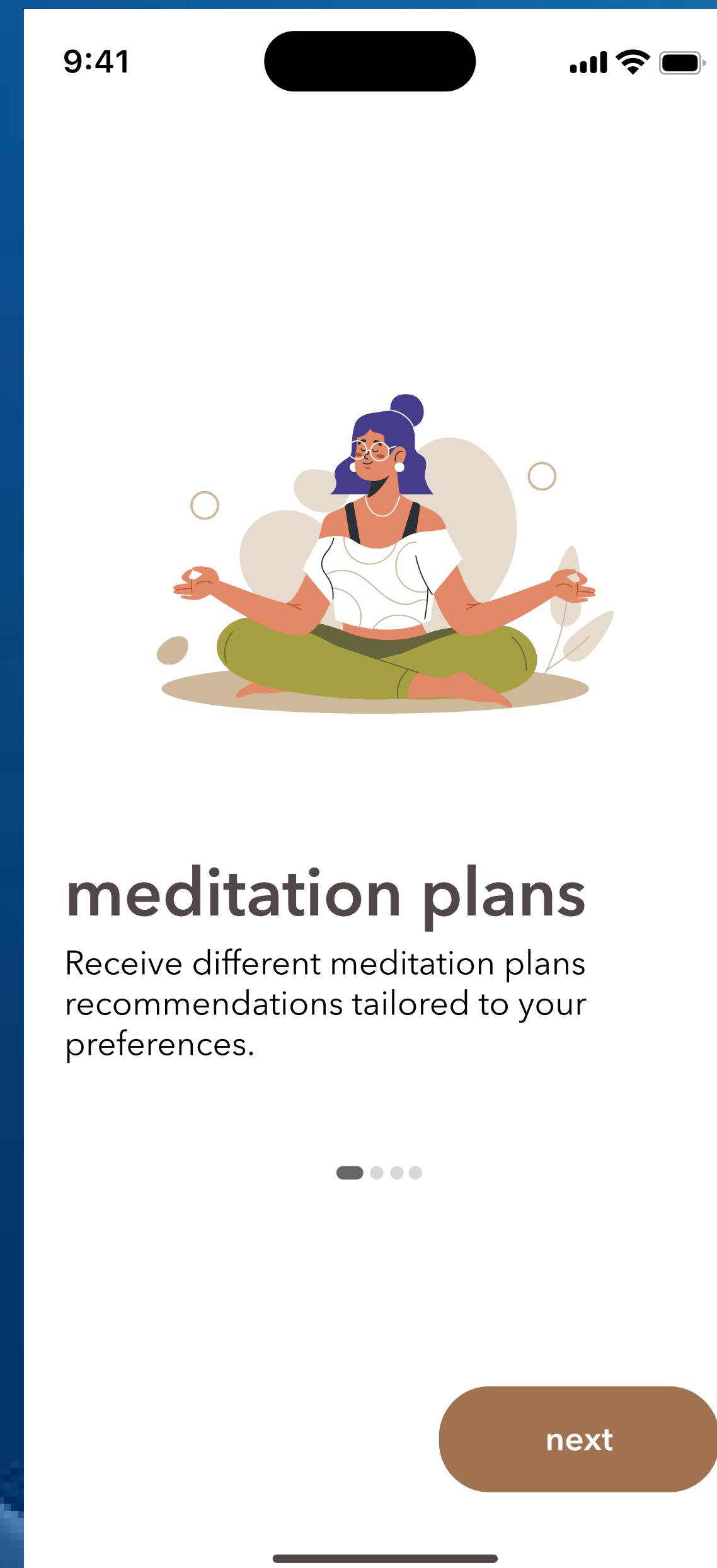
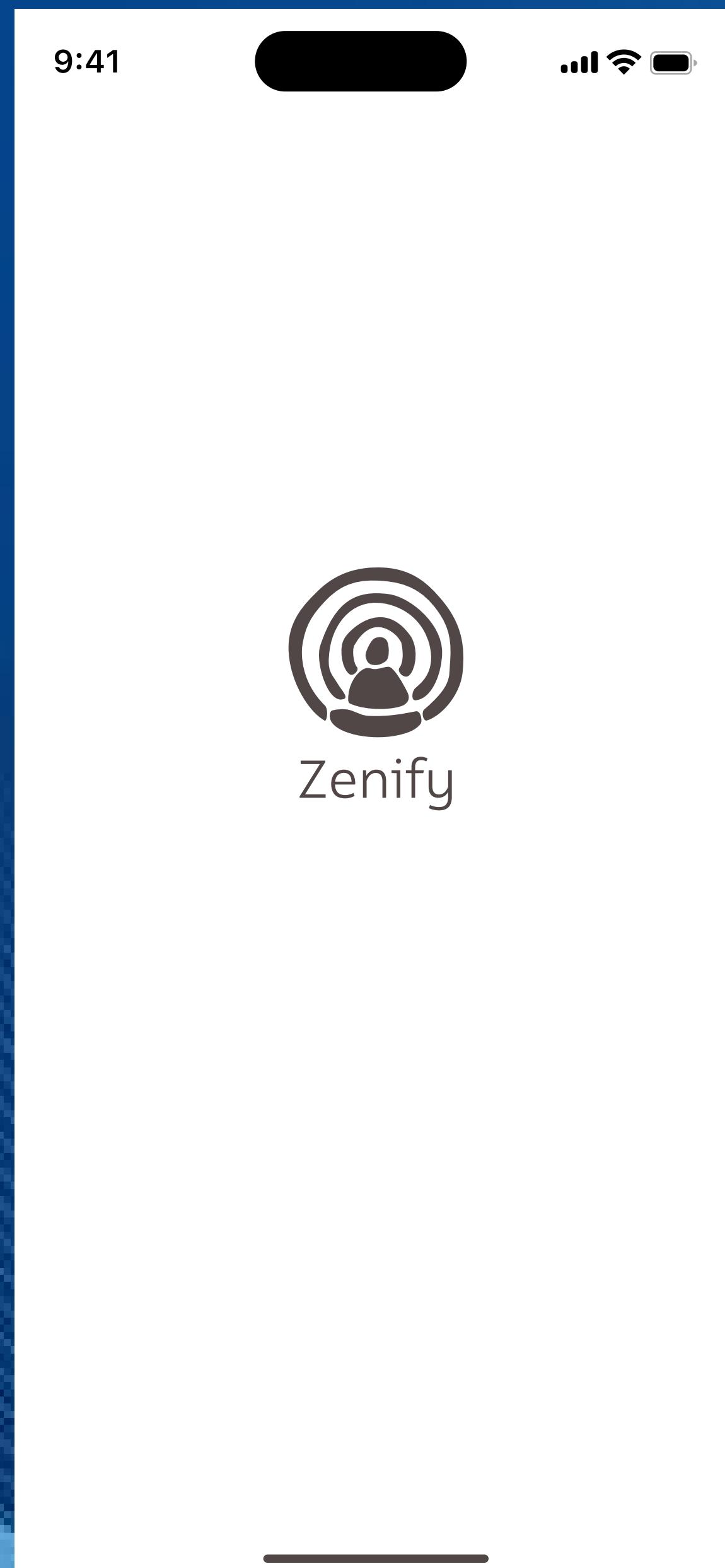
Says: "I've been meaning to try meditation, but I'm not sure where to begin."

Does: Dedicates 5-10 minutes each morning to explore different meditation sessions on the app.

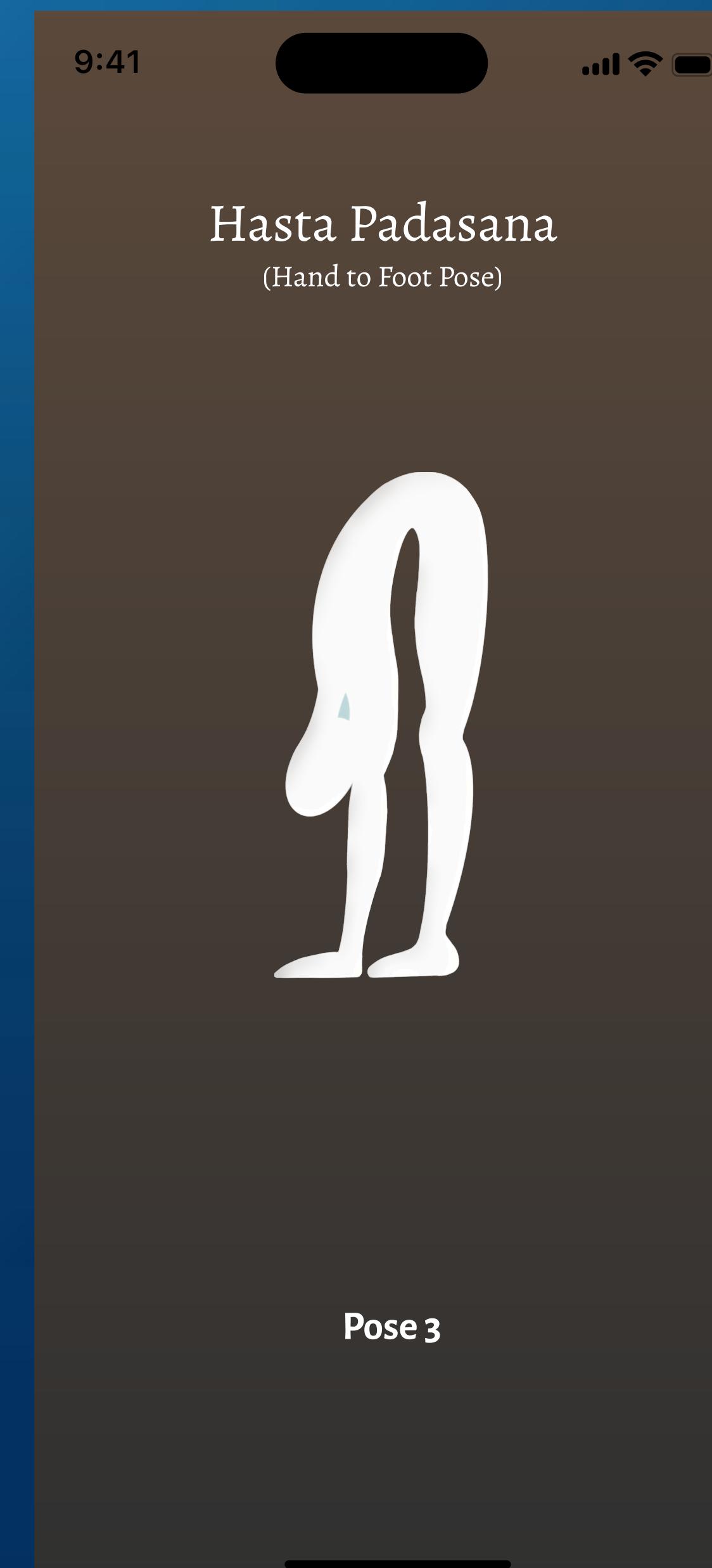
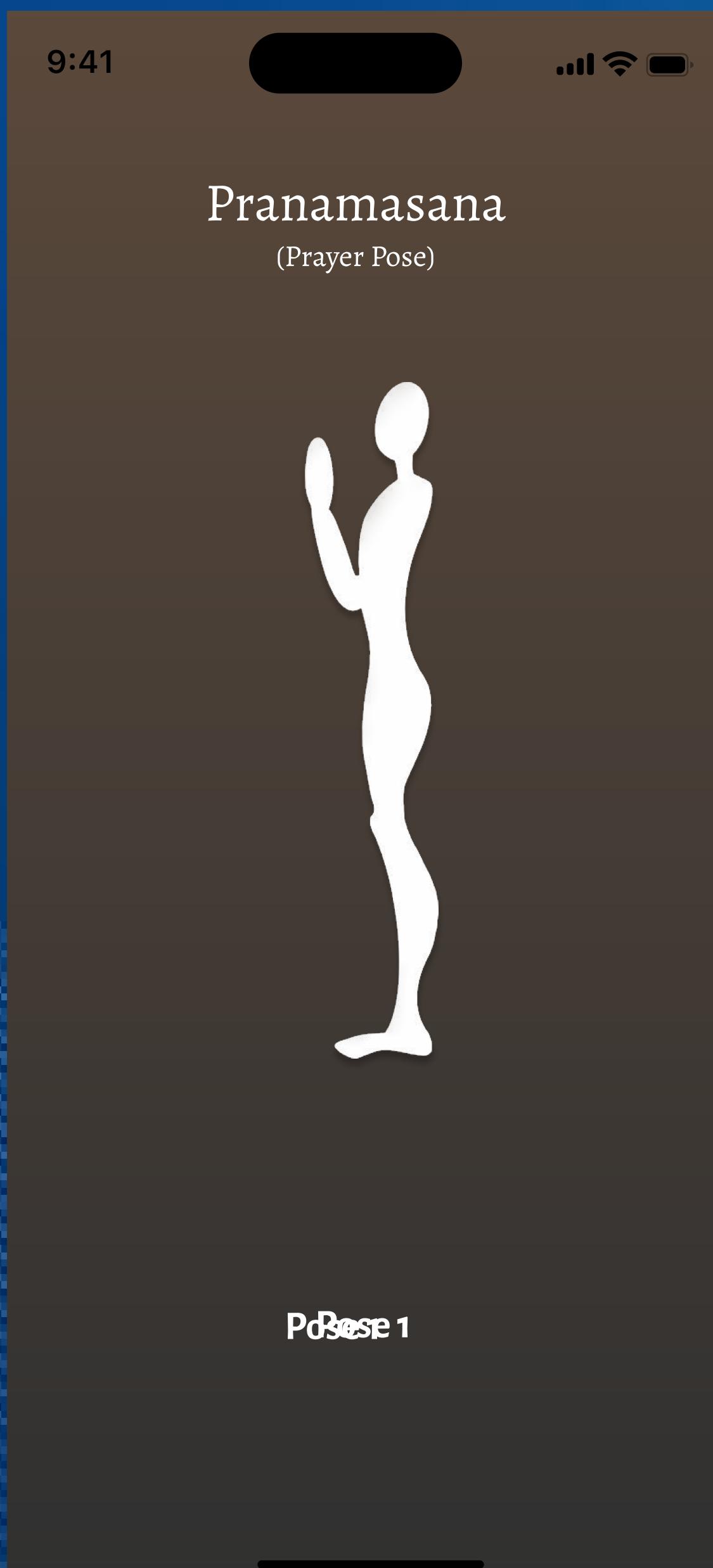
Thinks: "I hope this helps me become more centered and less distracted."

Feels: Curious and optimistic about the potential benefits of meditation.

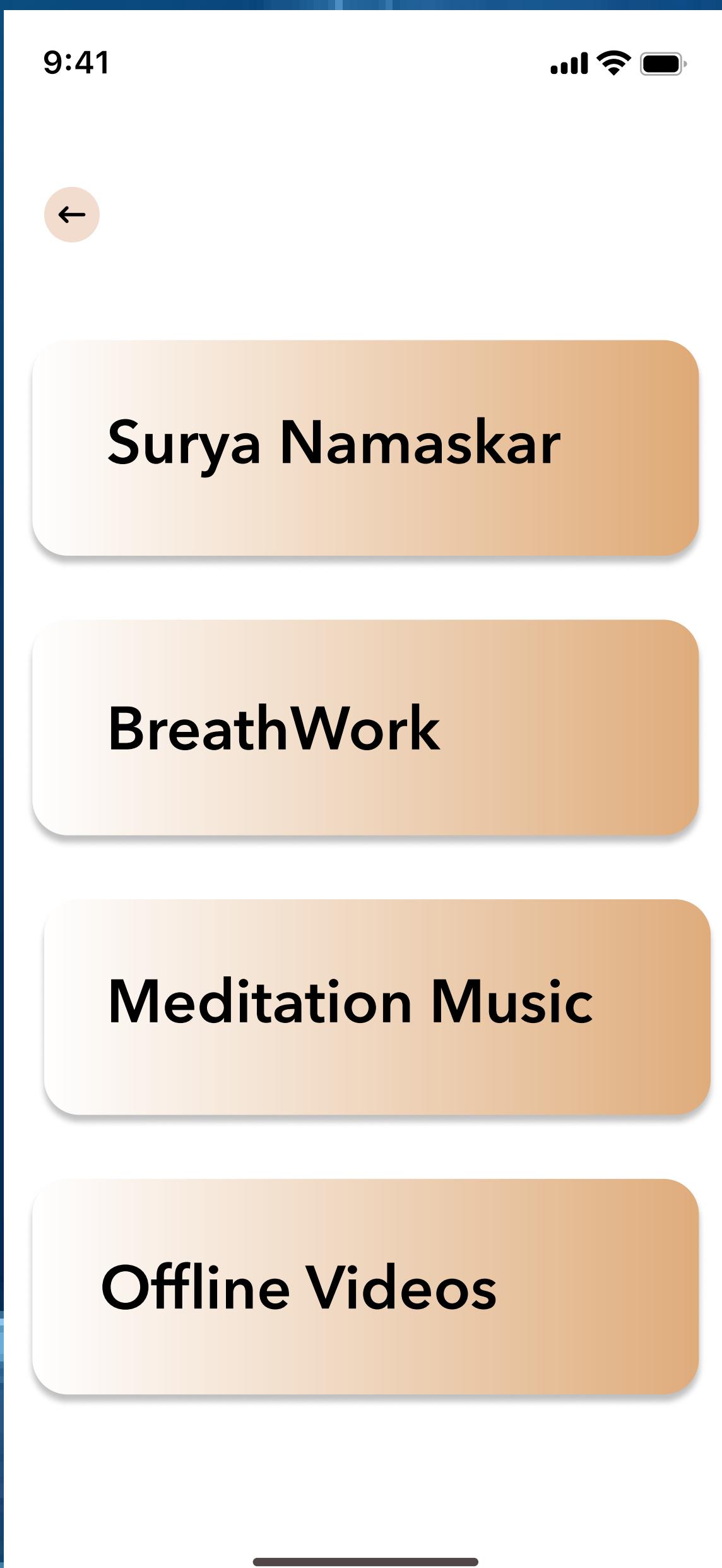
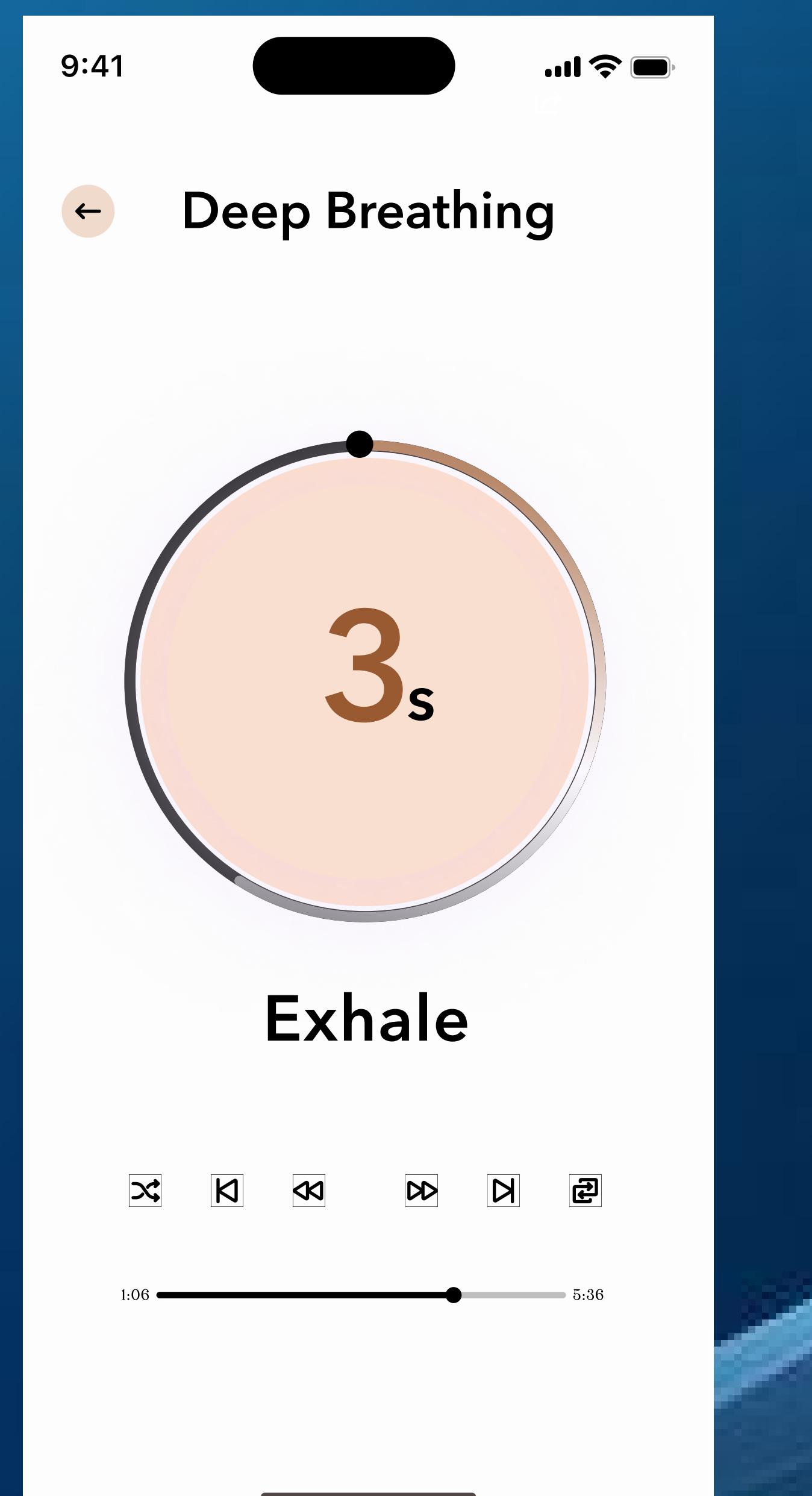
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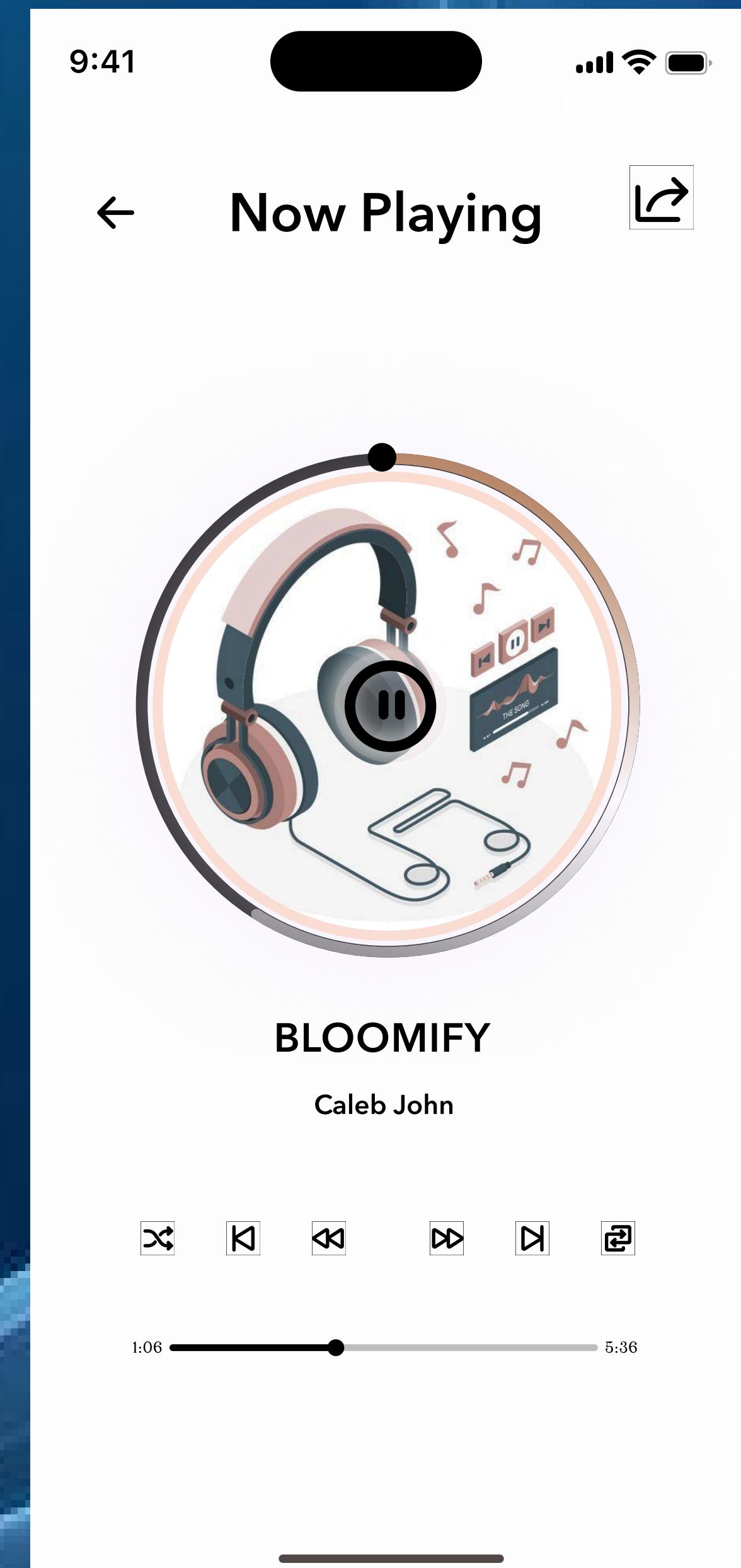
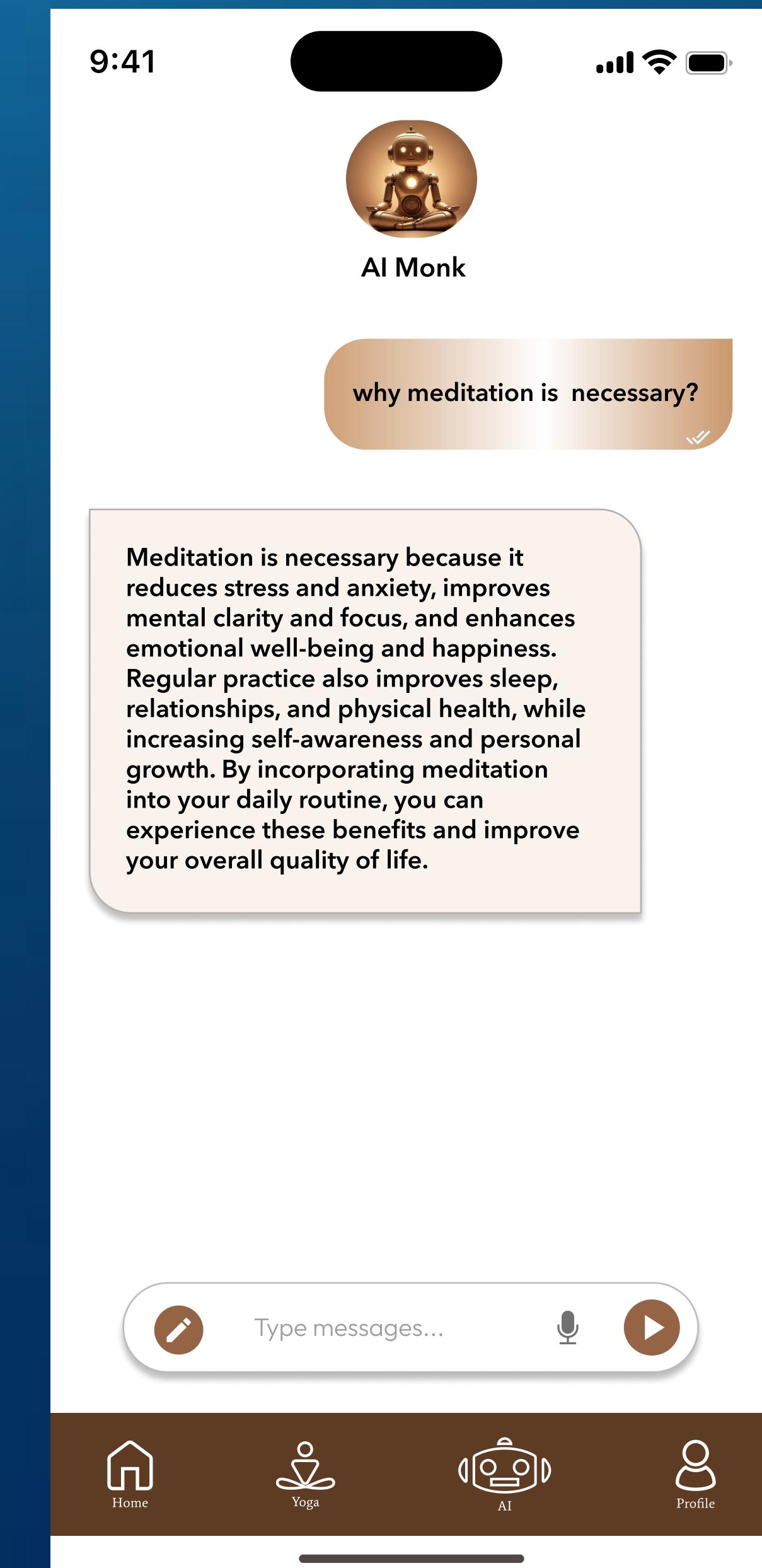
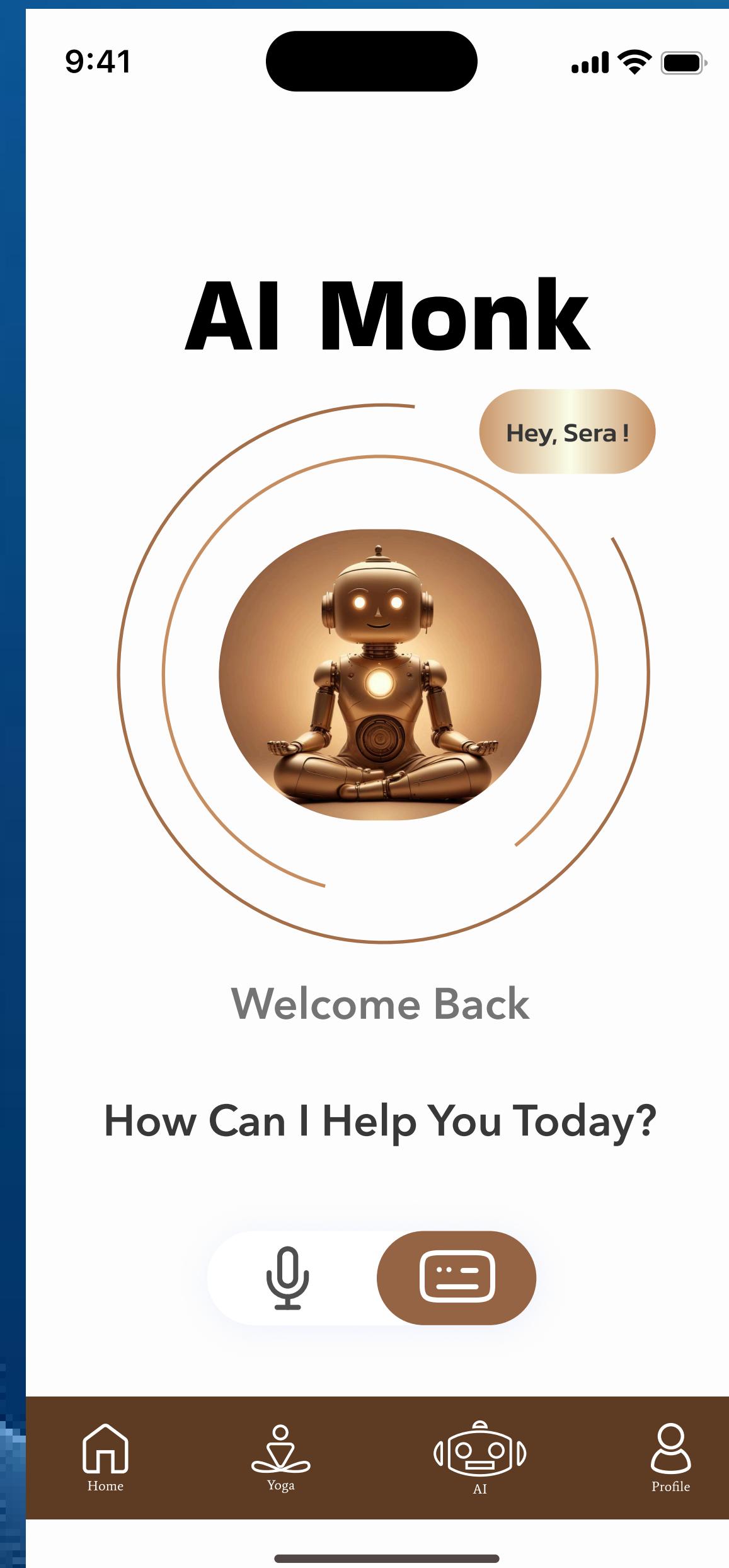
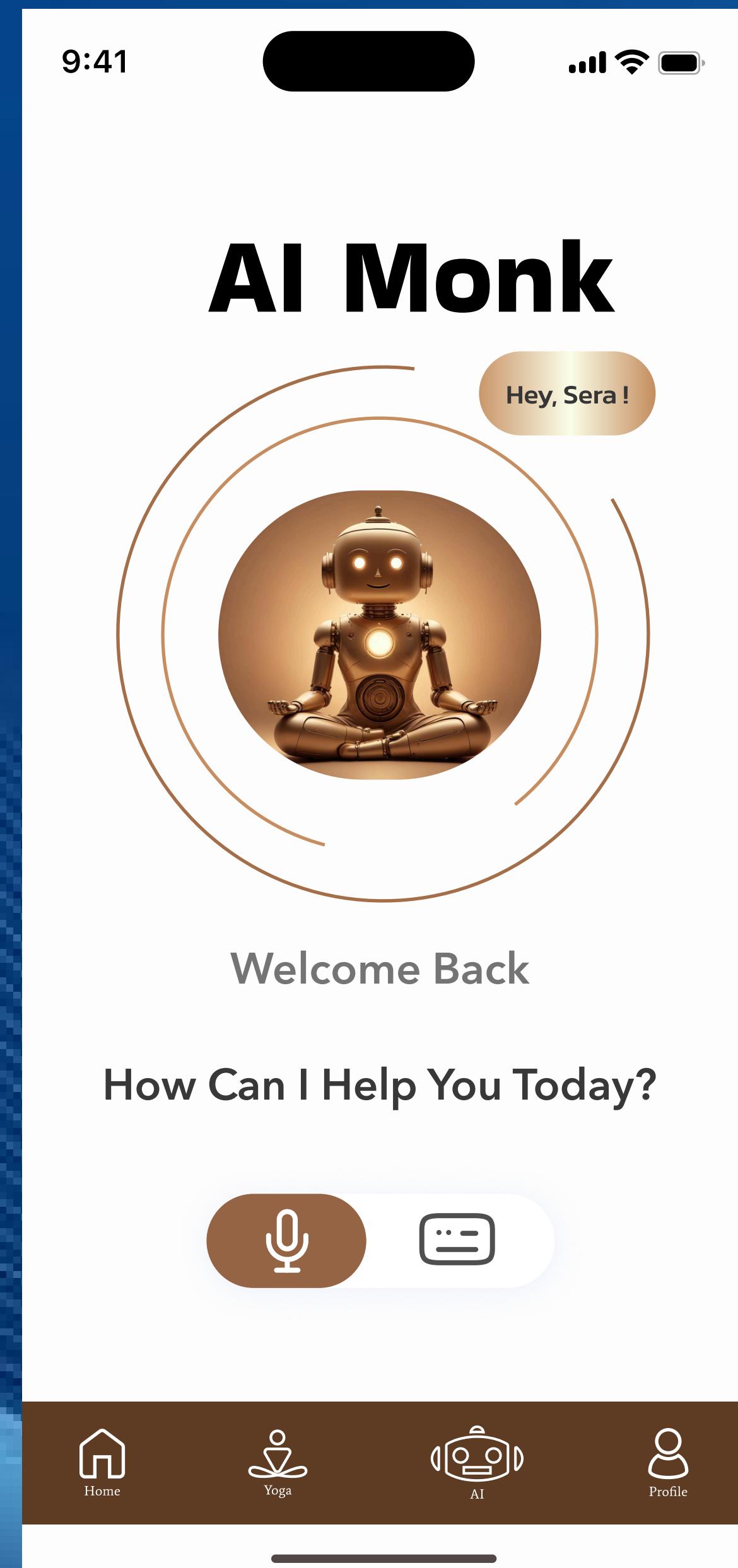
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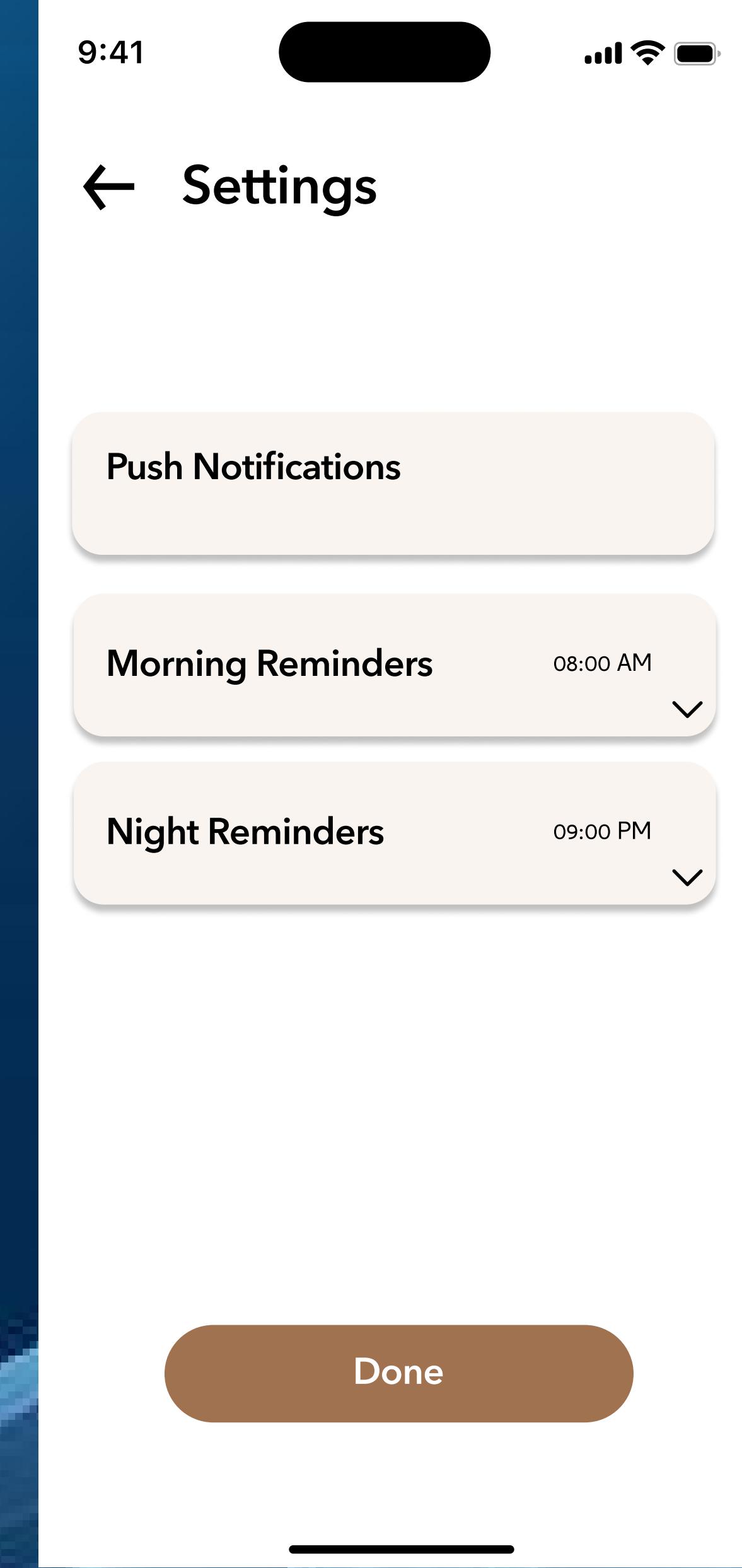
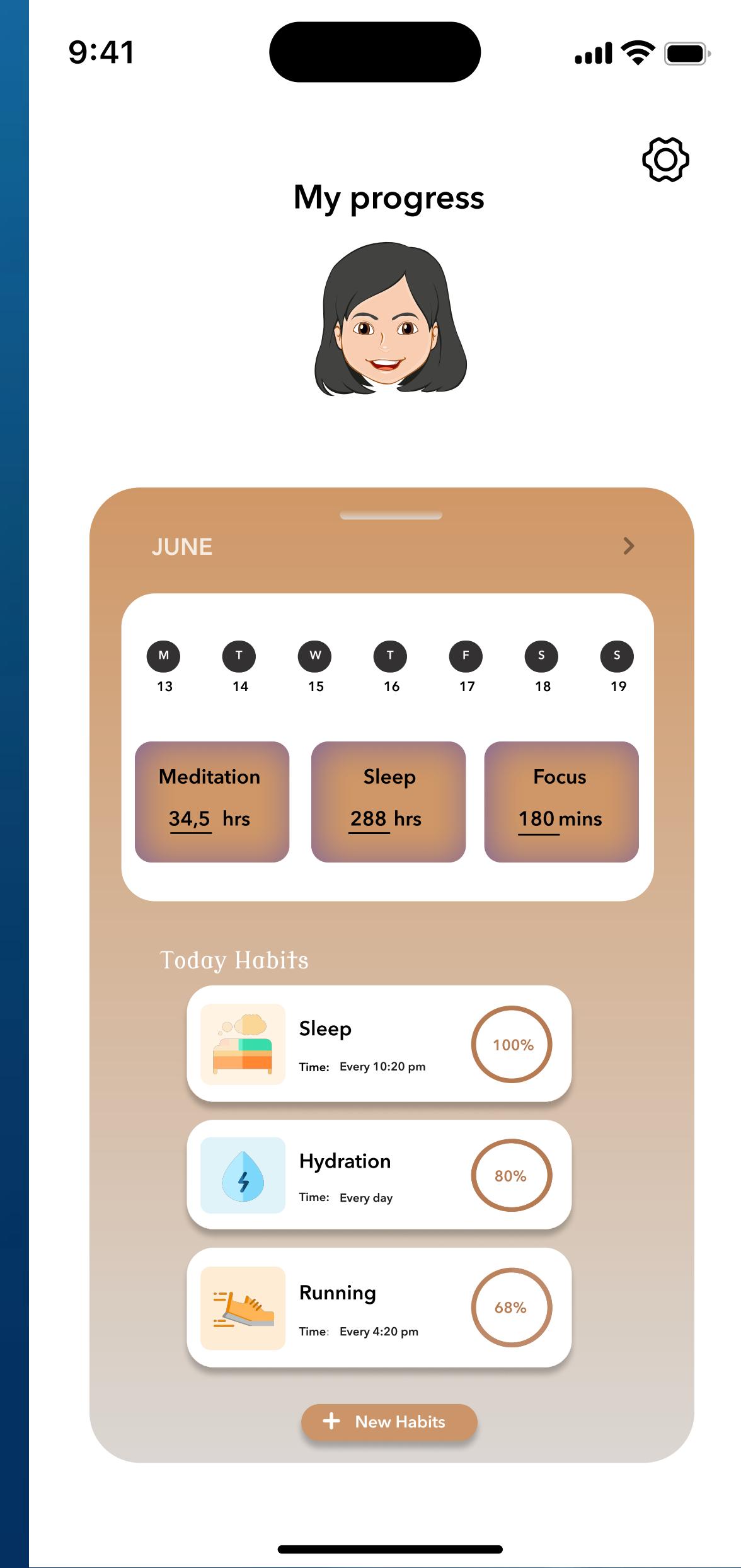
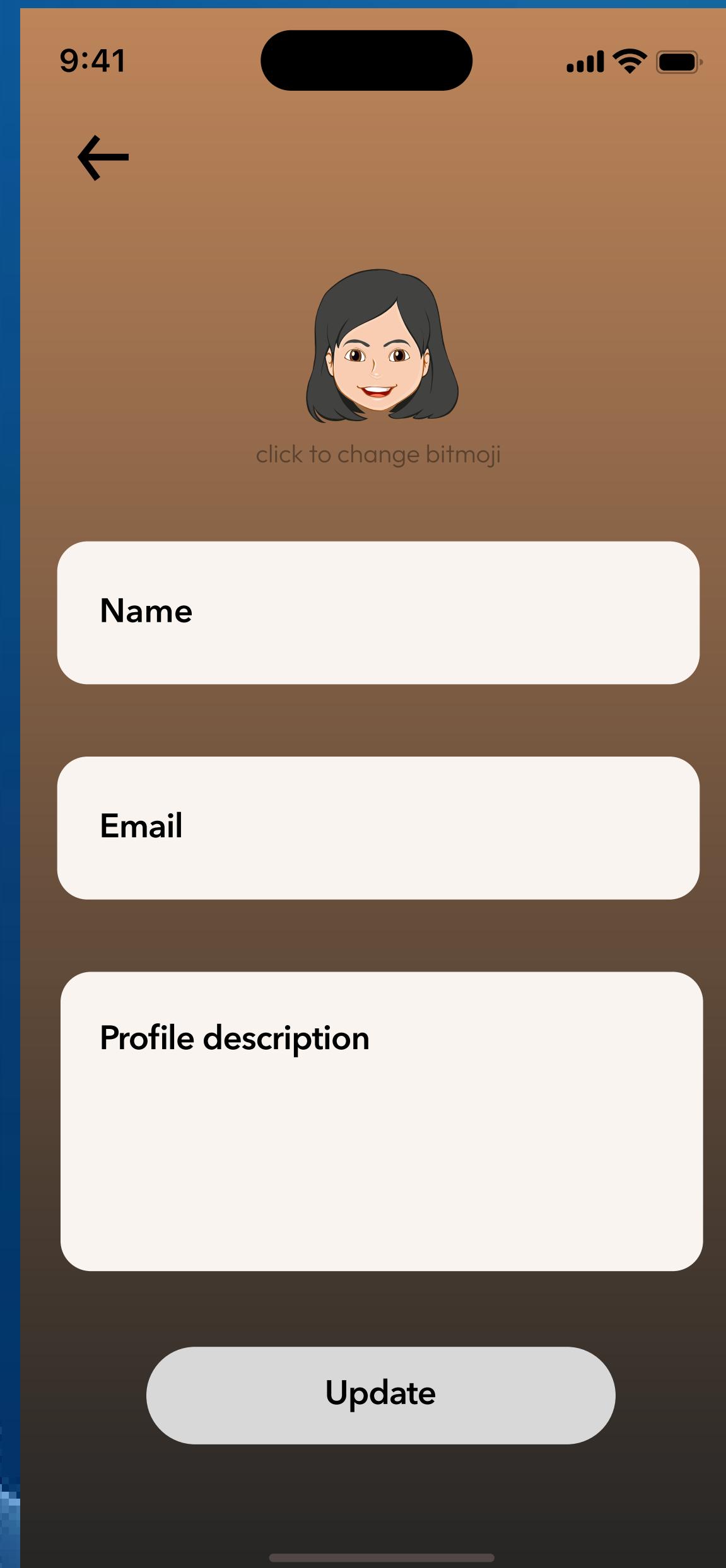
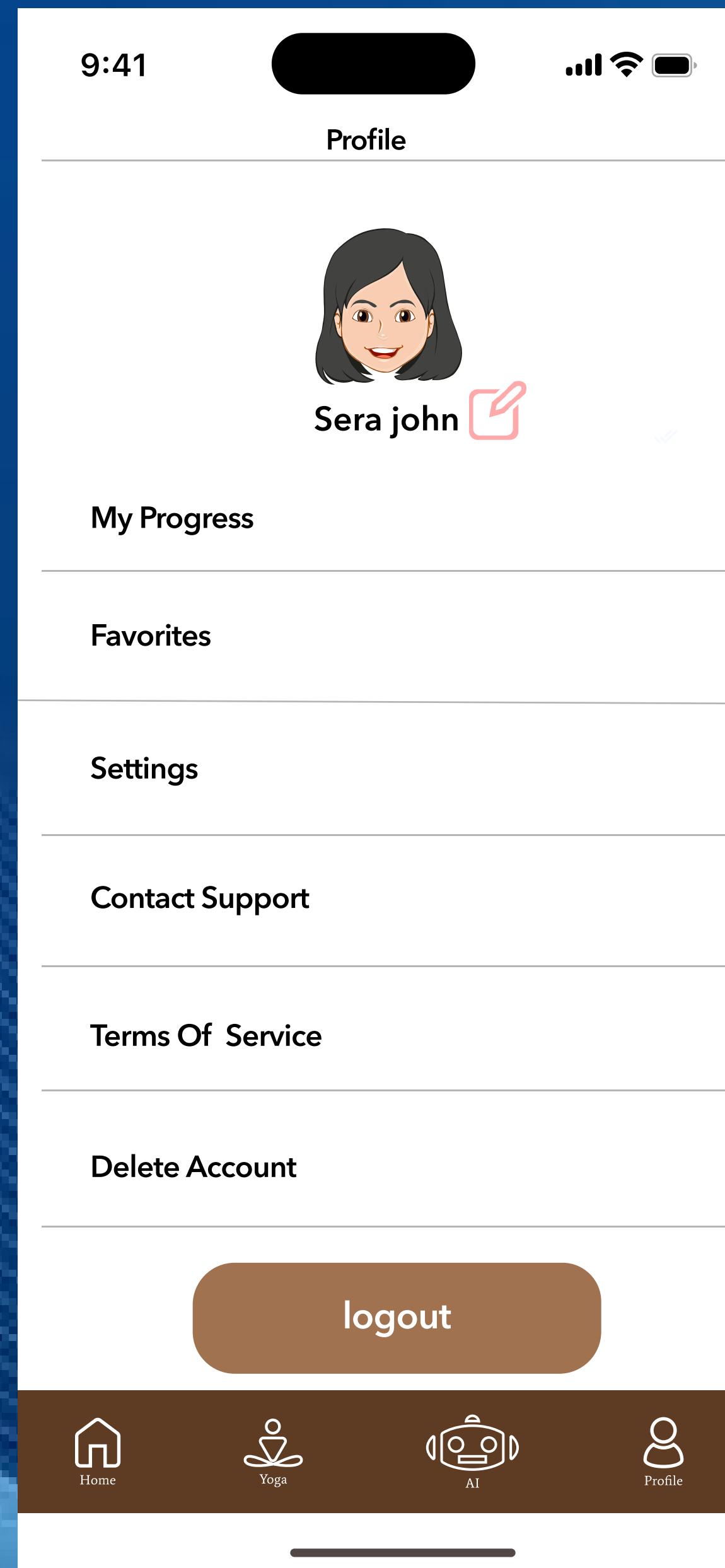
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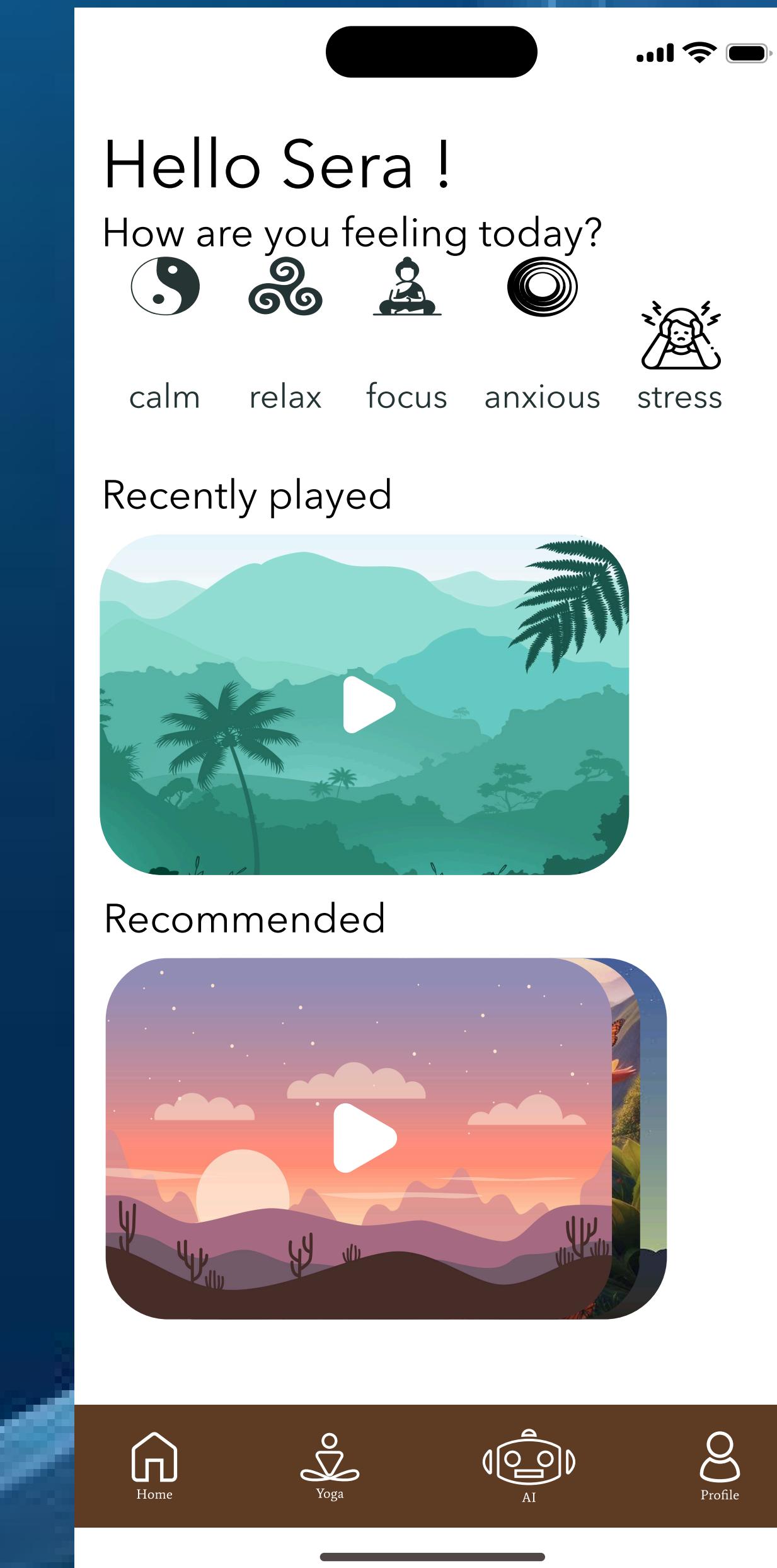
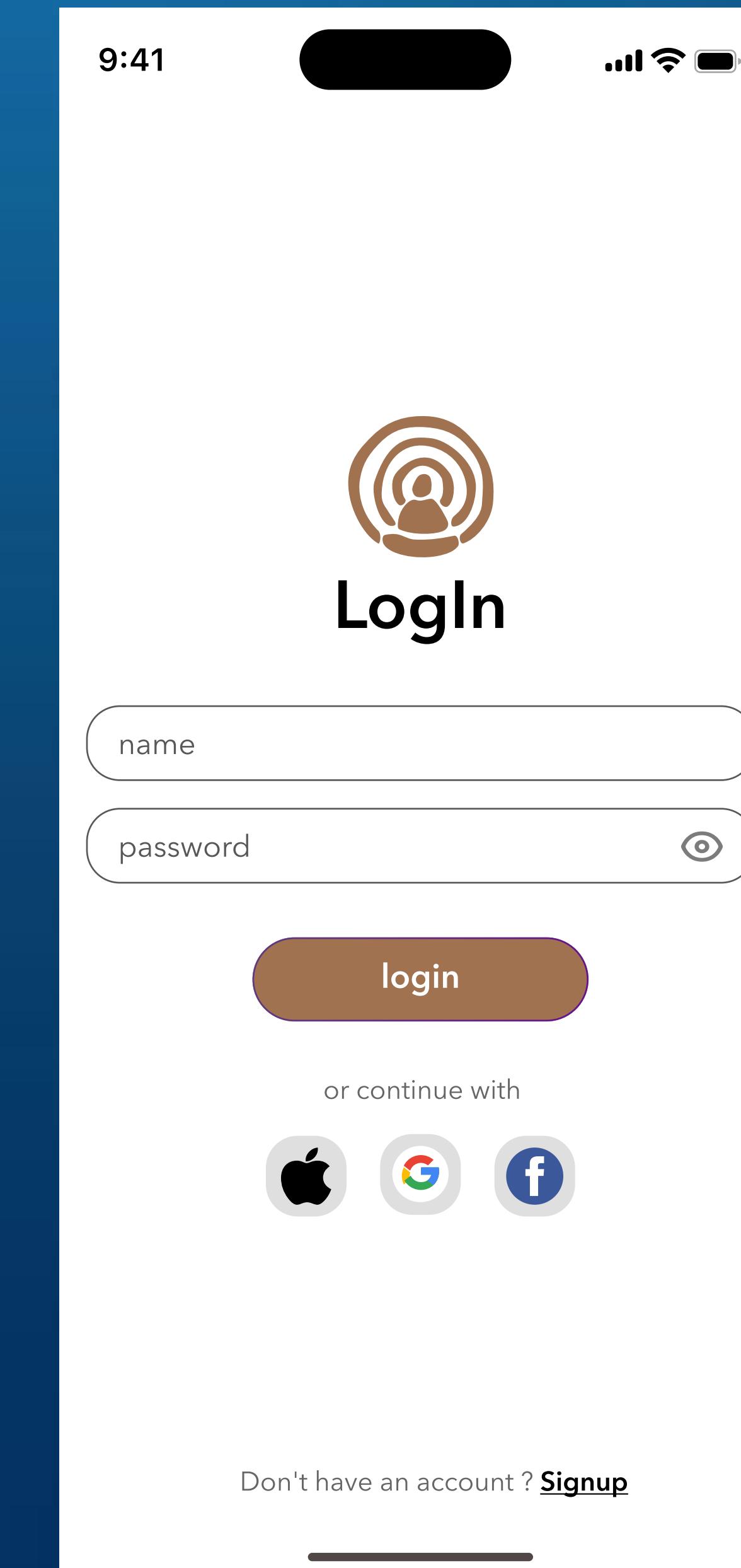
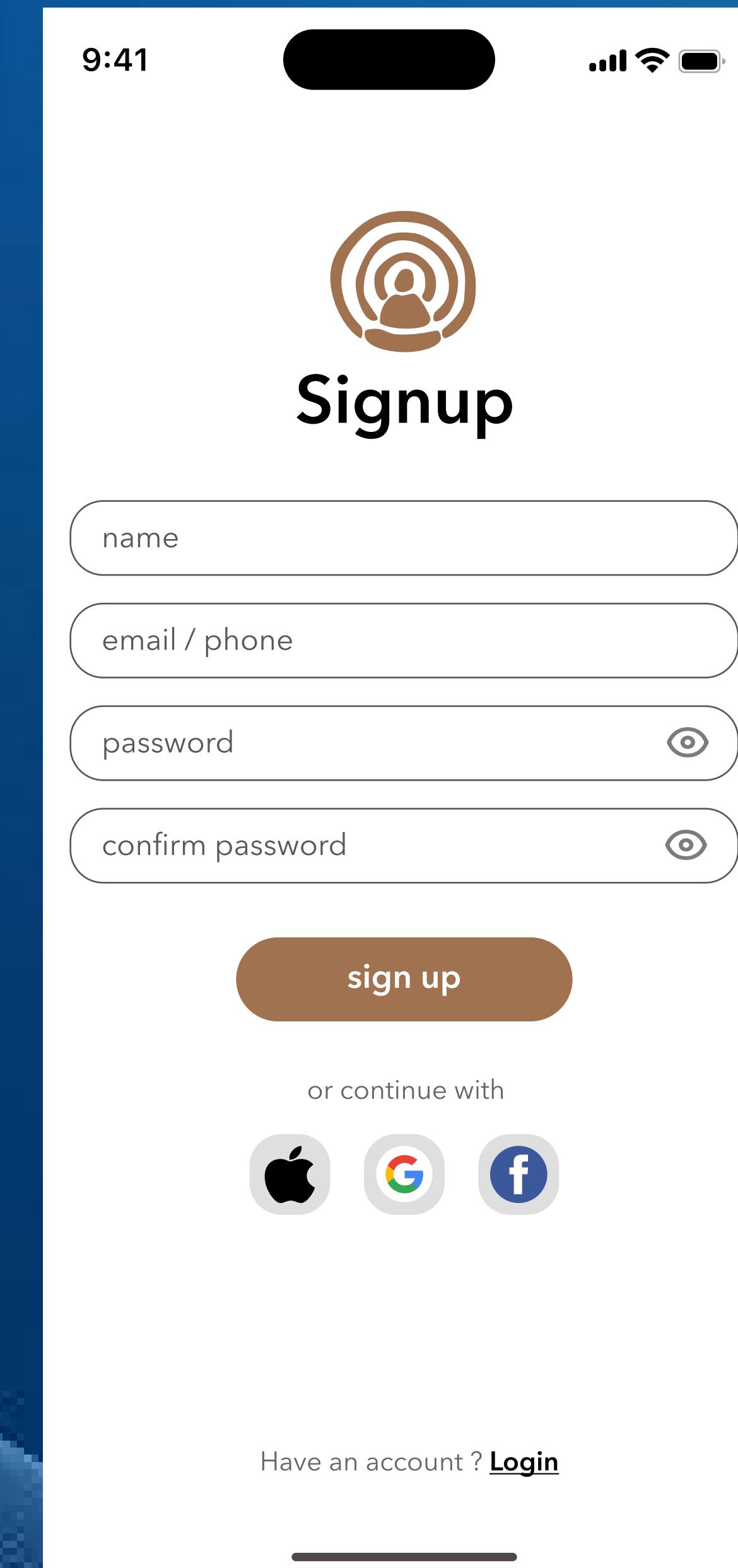
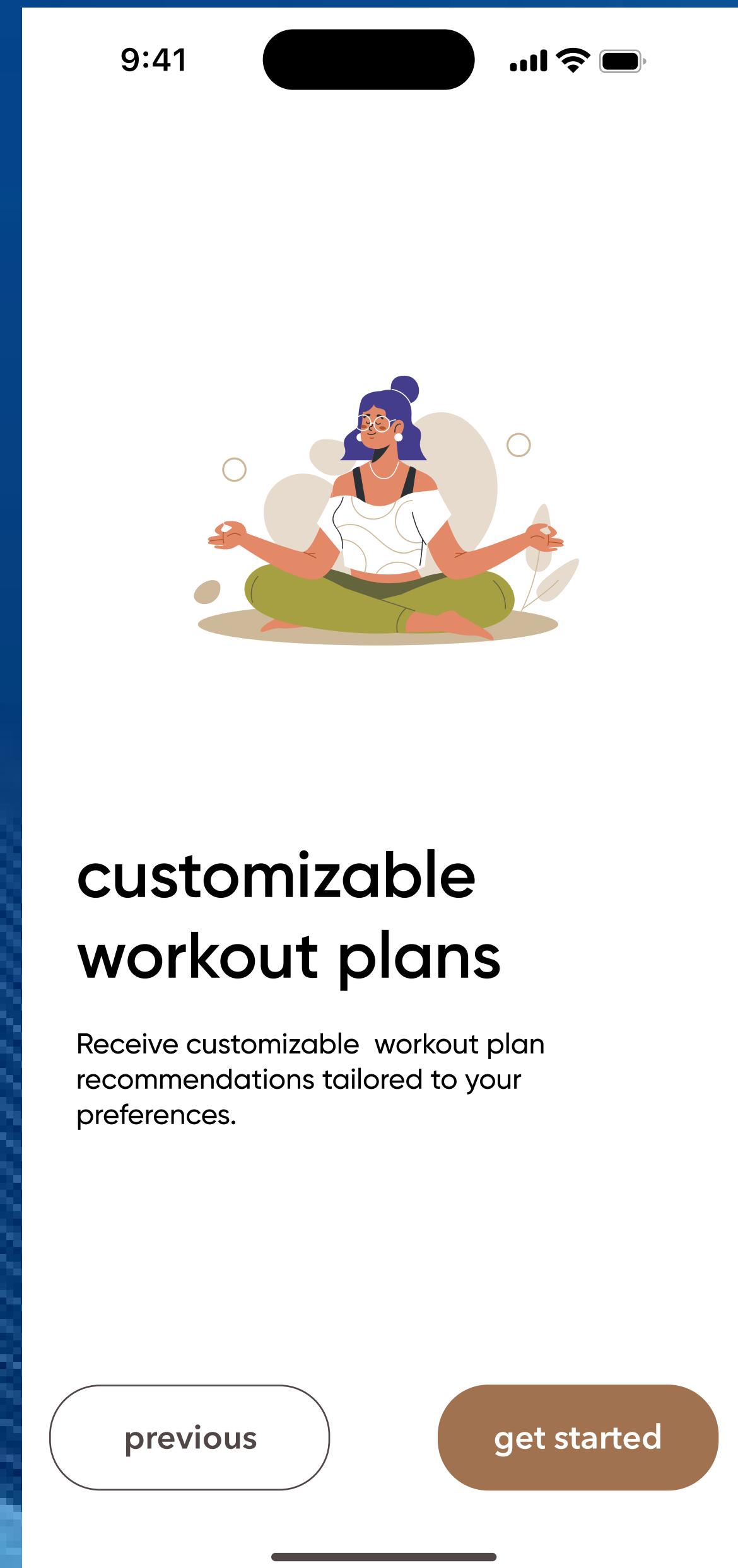
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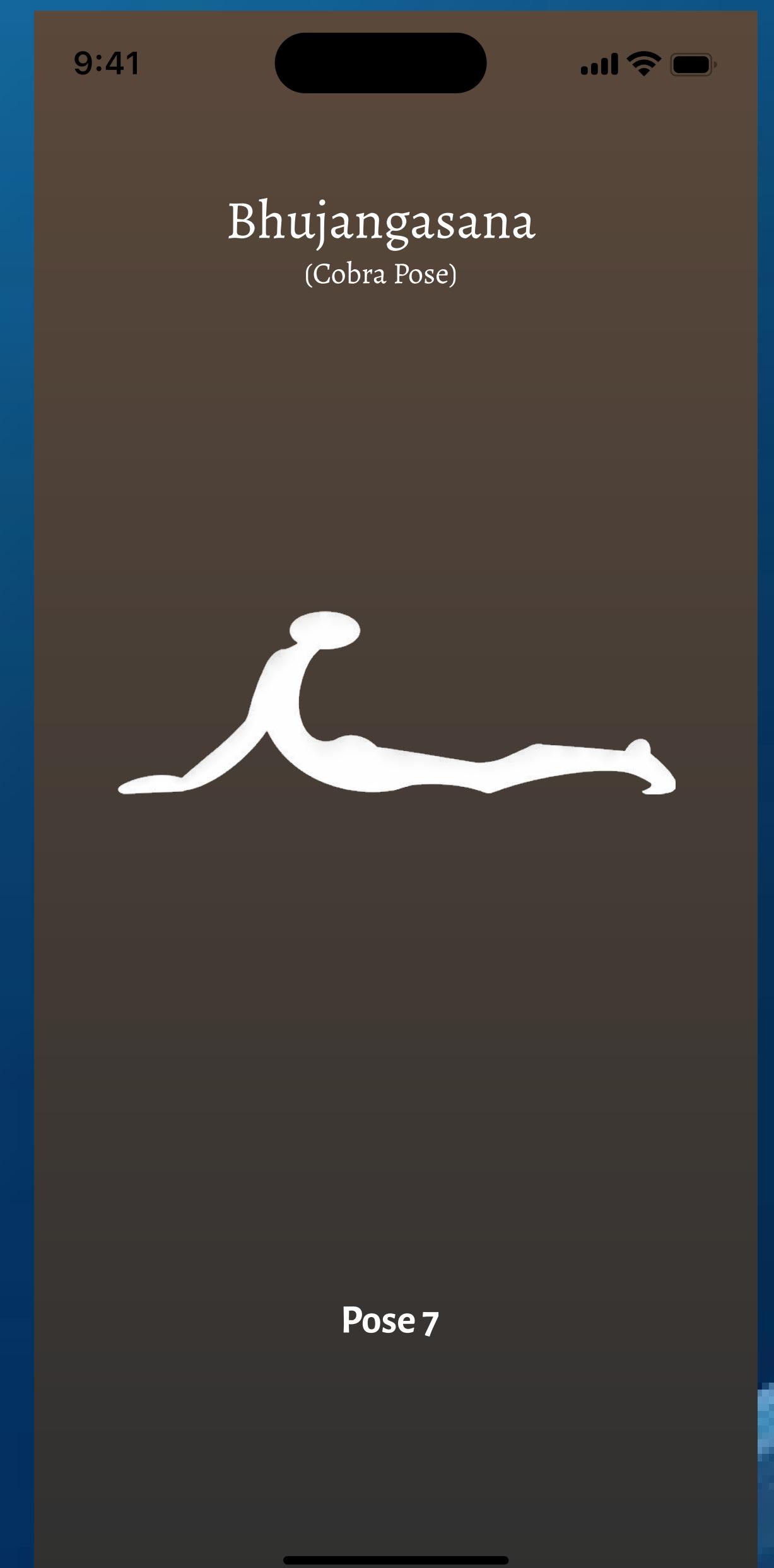
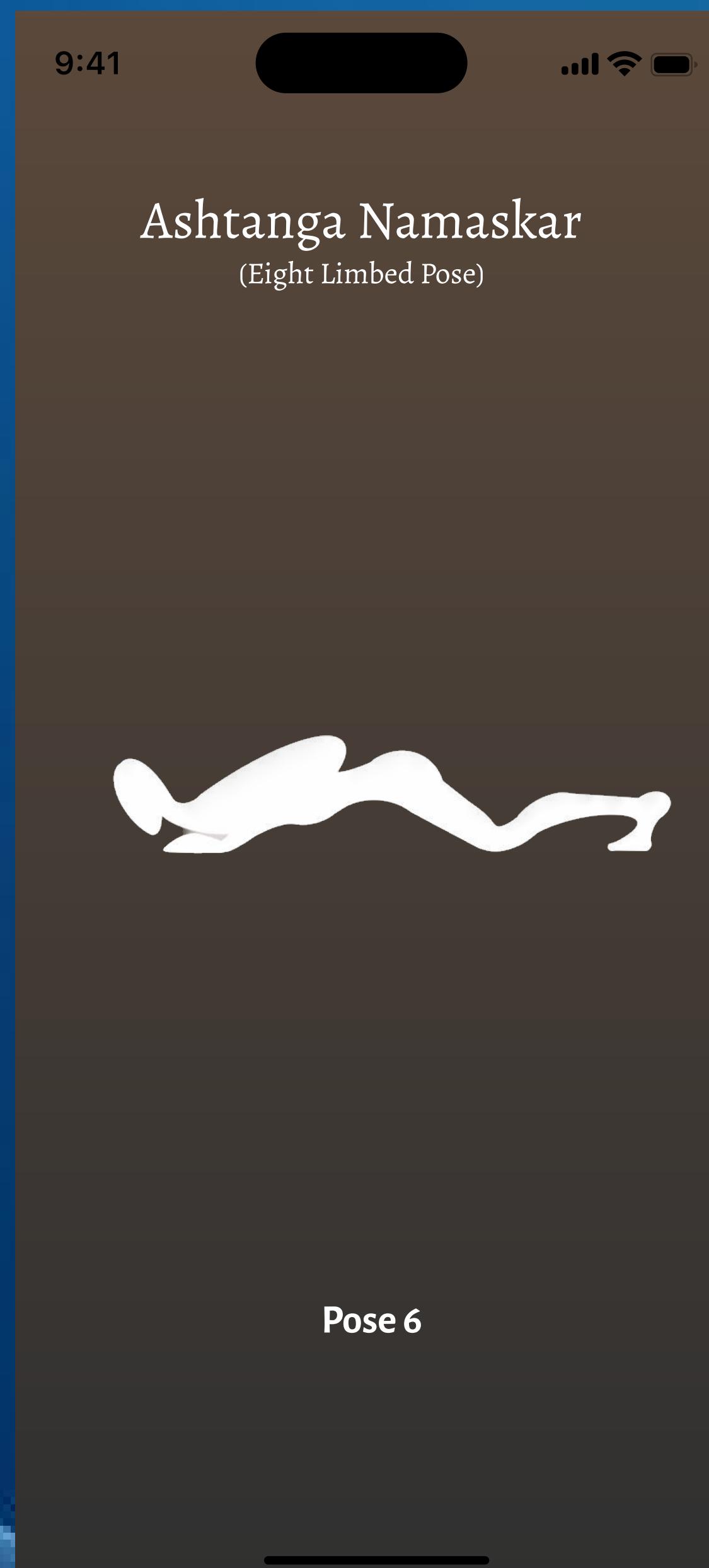
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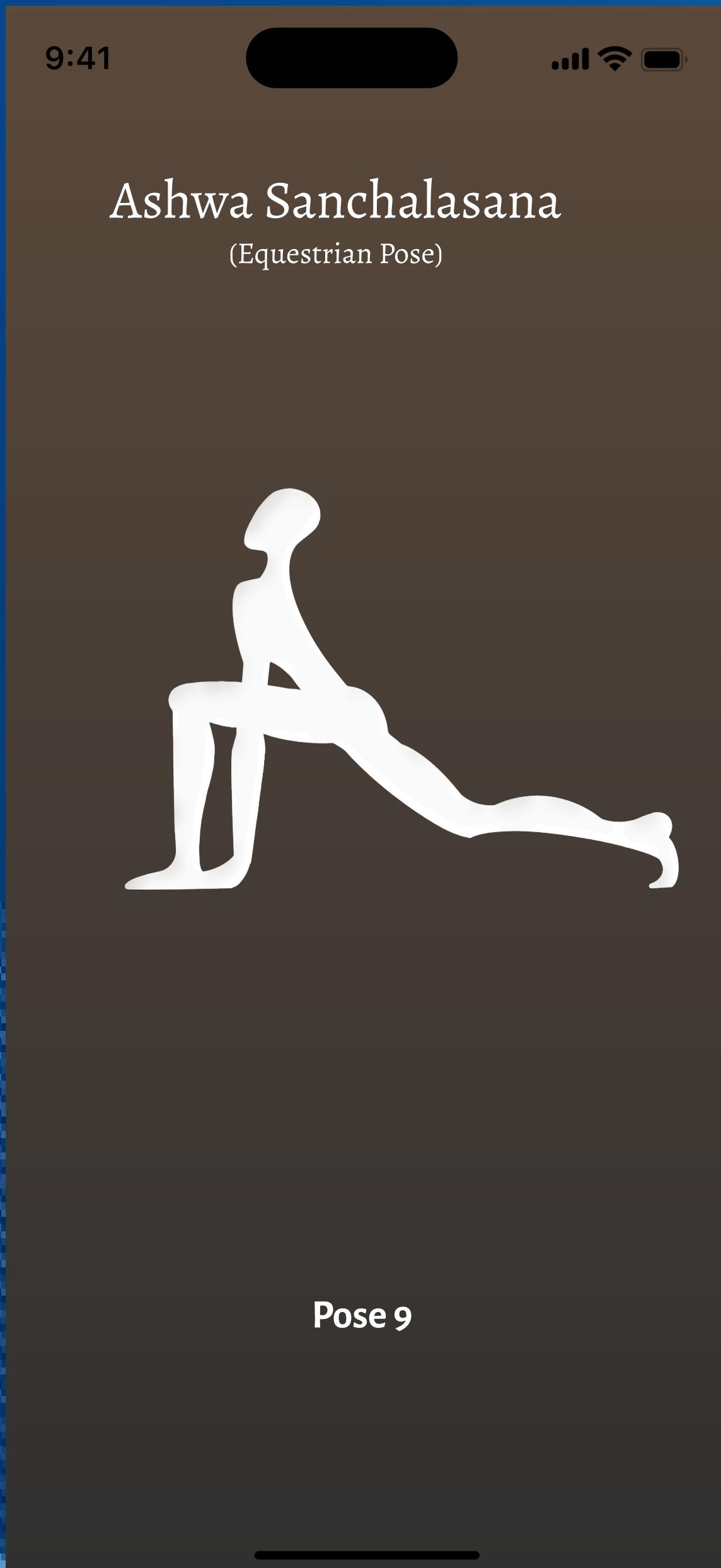
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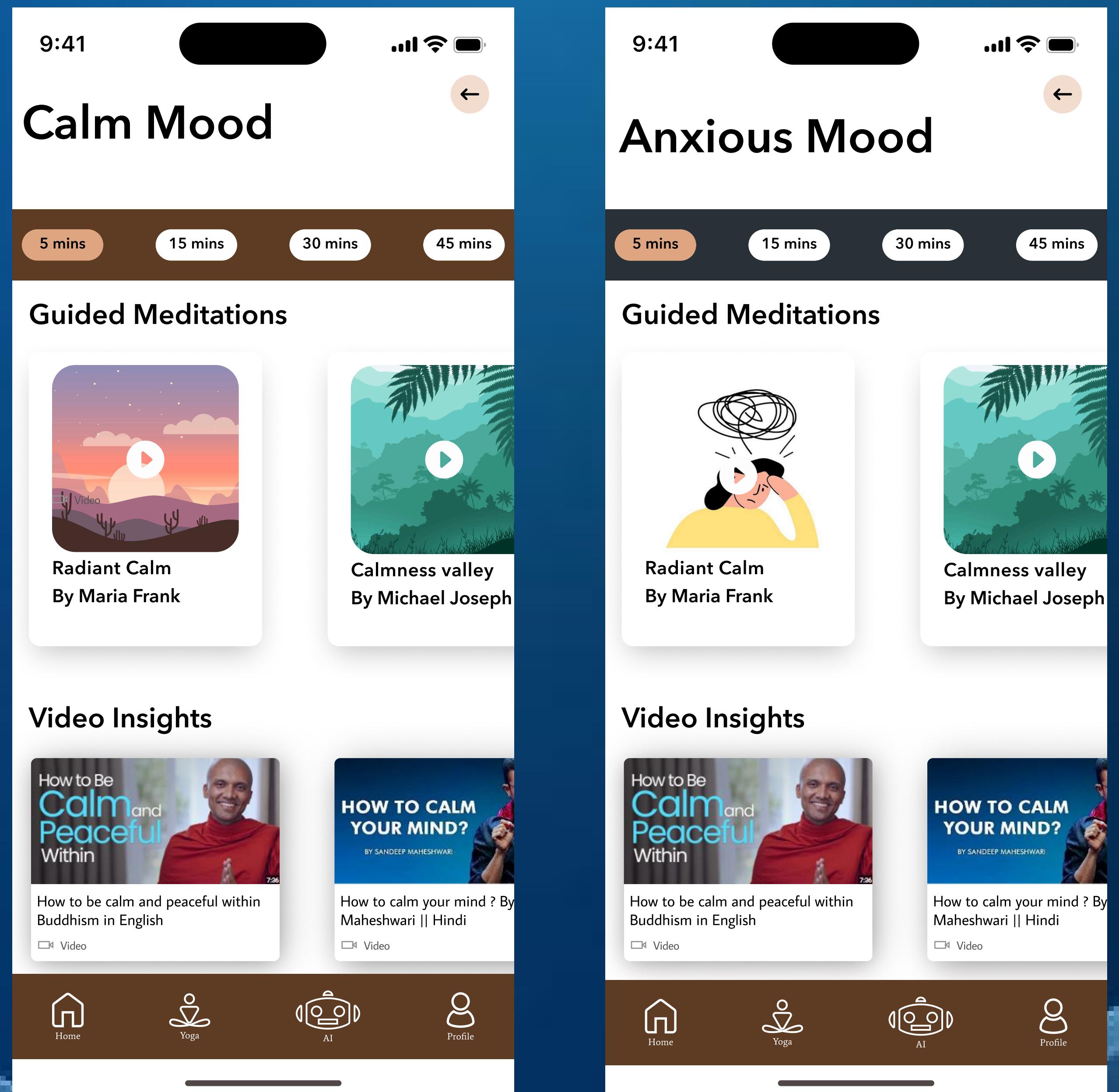
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THANK YOU!!

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