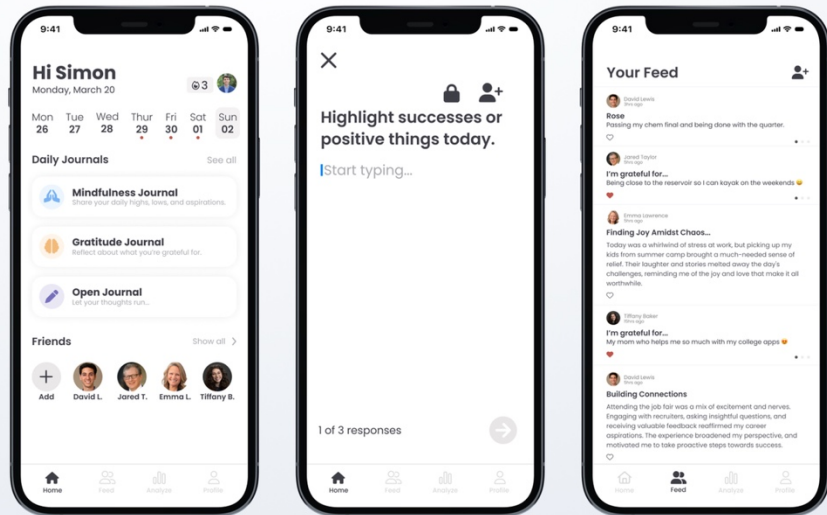


LEVAV

Connecting the mind,
heart, and soul through
journaling



Timeline

January – May 2023 (12 weeks)

My Role

Solo student project

Tools

- **Figma** (UI design & prototyping)

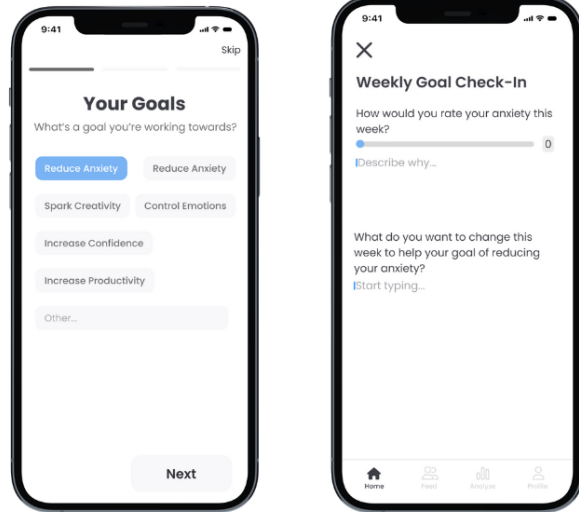
Problem:

Journaling has long been recognized as an effective tool for self-improvement and personal growth. However, people often struggle with consistency in journaling due to time constraints, lack of motivation or guidance, and difficulty in reflecting on and applying their insights. As a result, the mental health benefits that journaling can offer often go unrealized. How, then, can we address these barriers and make journaling a more accessible, engaging, and rewarding process?

Solution:

1. Goal-Oriented Journaling:

Encouraging users to establish clear objectives enhances their resilience in making behavioral changes and sustaining them over time, as their motivations are aligned with their deeply-held values and aspirations. Users also receive weekly check-ins to remind them of the goal they are working towards to prove extra motivation and insight to stay on course.



2. Community: You can opt to share your entries with your friends on the app. By integrating a social component, the app fosters a supportive community that can bring additional motivation, accountability, and depth to the journaling process.

3. Reflection: The app offers tools to review and analyze past entries, helping users to recognize patterns, celebrate achievements, and assess areas for long-term self-growth.



2. What was the hardest part about your last journaling session? Why?
3. Why did you choose to start journaling, and what motivates you to continue it now?
4. Walk me through your process when you sit down to write in your journal.
5. Can you tell me a story about a time you shared a personal achievement or challenge with others? How do you feel about sharing your journal entries in a similar way?

Insights:

1. **Need for Flexibility in Journaling Practice:** Users feel rushed due to time constraints and pressured to achieve perfection in their entries. The need for an adaptation in the journaling method, such as quick entries for busy days or various journaling styles to suit different moods or comfort levels, is apparent.
2. **Social Connection Through Shared Journaling:** Users appreciate the option to share their entries with friends as it fosters a deeper connection and provides motivation to continue journaling. The shared experience of journaling within a community can enhance engagement and make the process more enjoyable.
3. **Progress Tracking for Motivation:** Users are motivated to continue journaling when they can easily track their progress and see their goals come to fruition. The ability to visually see their growth and development over time can be a powerful incentive to maintain a regular journaling practice.

Personas:



19 years old | College Student

User Story:

David is a college student who is feeling anxious and stressed out due to school. He is motivated to find a solution to help him cope with these issues and improve himself in other areas. David has heard that journaling can be a helpful tool for this purpose. However, he has never journaled before and feels uncertain about how to start and what to write about. He finds it challenging to accurately describe his feelings or effectively process his emotions through writing.

Goals

- Find a solution to cope with anxiety and stress from school.
- Improve himself in other areas.
- Start journaling as a tool for self-improvement.

Motivations

- Desire to find a way to manage anxiety and stress.
- Interest in using journaling as a tool for personal growth and self-reflection.

Pain Points

- Lack of knowledge and experience in journaling.
- Uncertainty about how to start and what to write about.
- Difficulty in accurately describing feelings and processing emotions through writing.

David



40 years old | Mom

User Story:

Emma is a 40-year-old mom of two kids and works as a marketing coordinator at a big firm. She is dedicated to self-improvement and thrives off of social connection and a community for motivation. Emma engages in practices like meditation, journaling, and group workouts in the morning. However, she is facing challenges in staying motivated and consistent with her journaling practice. She finds it difficult to track her progress throughout the year using her current pen and paper method.

Goals

- Emma's goal is to stay motivated and consistent with her journaling practice.
- She wants to track her progress throughout the year effectively

Motivations

- Emma is dedicated to self-improvement and personal growth.
- She thrives off of social connection and a community for motivation and support.

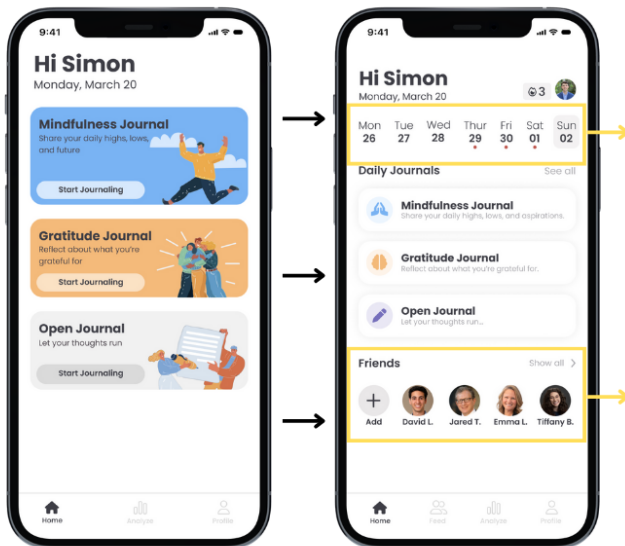
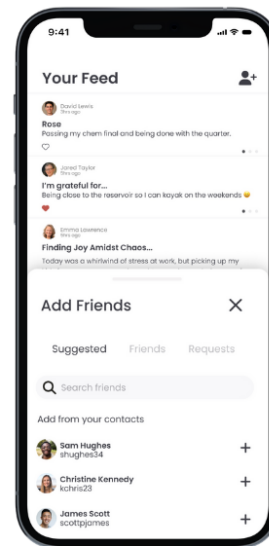
Pain Points

- Emma finds it difficult to stay motivated and consistent with her journaling practice.
- Her current pen and paper method makes it challenging to track her progress effectively.

Emma

Testing & Improvements:

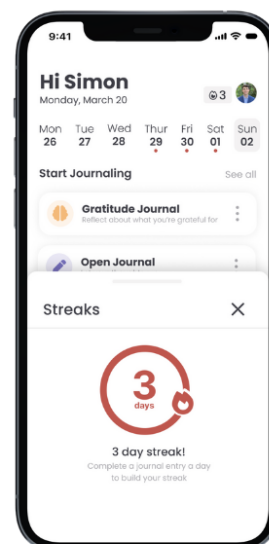
1. Friends and Community: At first, I overlooked the importance of a friends and community section. However, through conducting user interviews, I gained a deeper understanding of how social connections can significantly impact people's journaling goals. It became evident that having social connections can provide users with a sense of purpose, motivation, and more reason to stick with their new journaling behaviors.



2. Expanding the features on the homepage:

- A calendar at the top of the homepage to serve as a visual tracker for users to monitor their journaling progress throughout the week. It helps users stay committed and motivated by clearly displaying the days they've made journal entries or actively engaged with the platform.
- Users can see a list of their currently added friends. This feature promotes a sense of community and connection among users. This can serve as a source of motivation and encouragement.

3. Streaks: The addition of streaks introduces a gamification aspect to the platform, allowing users to track their consecutive days of engagement. Streaks help foster accountability. Users are motivated to maintain their streaks, which ultimately contributes to their overall mental health improvement.



1. SWOT Analysis

Strengths

- **Community integration:** By allowing users to share their entries with friends on the app, the project fosters a supportive community. This social aspect can bring additional motivation, accountability, and depth to the journaling process.
- **Guided prompts:** The app provides short, guided journal prompts, making it easier for users to engage in journaling even with time constraints or difficulty thinking of things to reflect on. This addresses the problem of lack of time and provides a solution to make journaling more accessible.
- **Free access to all features:** Unlike many mental health apps that disable certain features or require payment for full access, the project's app allows users to use all features without any cost. This eliminates barriers for users who may be hesitant to pay for premium features. It enhances the accessibility and inclusivity of the app, making it more appealing to a wider audience.

Opportunities

- **Growing interest in mental health:** Journaling is recognized as an effective tool for personal growth and mental health. With the increasing interest in these areas, there is a growing market that the project can tap into by offering an accessible, engaging, and rewarding journaling experience.
- **Technological change:** With the increasing use of mobile devices, there is a shift from traditional pen and paper journaling to digital platforms. This presents an opportunity for the project to tap into this trend and provide a convenient and accessible journaling experience on mobile devices.

Weaknesses

- **Lack of skilled managers and employees:** We ha
- **Lack of funding:** Without sufficient financial resources, it may be challenging to cover expenses such as software development, server costs, marketing campaigns, and ongoing maintenance.
- **Incompatibility with android devices:** Compatibility with multiple platforms is important to reach a wider user base and maximize the app's potential impact. By not being compatible with Android devices, the project may miss out on a significant portion of the market.

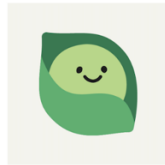
Threats

- **Competition from established mental health apps:** The presence of established mental health apps in the market poses a threat to the project. These apps may already have a large user base and offer a range of features, including journaling capabilities. Users who are already using these apps for their mental health needs may be less inclined to switch to a new journaling-focused app.
- **User adoption and retention:** Ensuring that users adopt the app and continue using it regularly can be a challenge. The project needs to focus on user onboarding, engagement strategies, and continuously improving the app based on user feedback to retain users in the long run.

2. Porter's Five Forces Model

Competitive Analysis:

I analyzed the 4 most popular apps surrounding journaling. I found that few of them had the aspect of a guided journals and almost **none** had an added social aspect to help the user achieve their goals. This then became my opportunity for a solution.



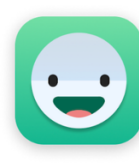
Daily Bean



Journey



Momento



Daylio

Threat of New Entrants:

- The likelihood of new rivals entering the mental health app market is low to mid.
- [ResearchAndMarkets.com](https://www.researchandmarkets.com) predicts the Global Mental Health Application market is likely to grow at a CAGR of around 31% in the next 5 years.
- **High capital requirements:**
 - Developing and researching a mental health app involves high costs. The software development aspect requires a lot of time and money to invest in.
 - The app's features and interventions should be based on established research to ensure its effectiveness.
 - Privacy and confidentiality are also major concerns in this market, as users need assurance that their personal information and journal entries will be secure and protected.
- **High switching costs:**
 - Switching from one mental health app to another can be challenging for users. Some individuals may already be attached to a particular app and may be hesitant to switch.
 - Users may have their journals saved in another journaling app, and switching to a new app could result in the loss of entries and the feeling of starting over.

Threat of substitute products:

- **Other mental health apps:** There are plenty of journaling apps available in the market. These apps offer some similar features and functionalities.
- **Traditional pen-and-paper journaling:** Many still prefer the traditional method of journaling with pen and paper. This can be seen as a substitute for a digital journaling app.
- **Other self-reflection methods:** Alternative methods of self-reflection and personal growth to journaling like meditation, therapy sessions, or talking to friends or support groups.

Bargaining Power of Suppliers:

- The mental health journaling app market seems to have a significant number of suppliers, as there are various journaling apps available with different features and approaches. This suggests that supplier power might be low.