**About:**

Mood matcher is a website where users can find a space that will accommodate whatever mood they're in and show them interesting and relaxing content that will be defined by the tone of their mood. The website will have a link to order a mood ring from. Once their mood ring arrives they will put it on and it will show them their mood. If users are confident they know what their mood is, the website can also be used without the purchase of a ring. They can then go onto the website and select a link that matches whatever their mood shows, for example green for peaceful, or yellow for nervous and so on. Once they select this link they will be taken to a page that plays a song and shows them art and mixed media that accommodates their mood. There will also be a space where users can leave comments, feedback and questions. They may also share tips that have worked for their mental health and post comments.

**Aim:**

The aim of mood matcher is to create a space where people can feel calm, relaxed and understood. It is a safe haven for emotions. In today's fast paced and ever changing world it is hard to keep up with and handle our emotions. After lockdown and during the COVID-19 pandemic, people need to check on their emotions and wellbeing more than ever. This website aims to create a space where people can breathe and get in touch with their inner selves. Whether they visit the site for 1 minute, 5 minutes, half an hour, or even daily this website will give them some inner peace, a place to unwind and feel understood.

**Target:**

Mood matcher is targeted at everyday users of the web that can also feel themselves getting caught up in the rat race, the overwhelming speed at which our society operates, or anyone that feels like they need a accessible online safe haven. The browser extension will be available for everyone who has access to the internet through a web browser. This ranges from all races, ages, genders, and occupations.

**Inspiration:**

I have been inspired by my own personal mood rings and how accurate they can be as they change colour based on your temperature. I will be recommending Windsor Natural Health Mood Rings for purchase. I have also been inspired by Colour Therapy Clinics and their practice.

The calming and positive aesthetic was inspired by @Harleyandj on Instagram.

**Visual Direction**

The visual direction for mood matcher is to have a professional and clean aesthetic, while also conveying a relaxed and calming tone. It will be approachable, friendly and make the user feel like they are in a safe and positive place. The colour palette will match the colours of the mood ring so that users can visually connect their mood with the colours. Visual aesthetics will be focused on throughout the website with typography not being a key focus. The general aesthetic of the website will be organic and curved.

**Colour Palette**

The colour palette will match the colours of the mood ring so that users can visually connect their mood with a colour and be able to navigate their way through the website visually. The colours are pink for romantic, purple for excited, blue for happy, turquiose for relaxed, green for peaceful, yellow for nervous/unsettled, orange for fear, and black for stressed.