Journ’s conception:

I love journaling; it’s therapeutic when you write in it and when reading back, you get to know how you used to think. As my days get busier and busier, however, even moving to pick up a pencil seemed like too much of a chore. As someone who loves a challenge, I decided to make a journaling app that’s fun and gives the users zero burden to use.

Key Aspects:

1. Easy to navigate
   1. Have as few views as possible
   2. Each entrance and exit of a view should be clear and their associated actions should mirror each other as to not be confusing (echo)
      1. Swipe up to enter = swipe down to exit
   3. Use visual cues to indicate associated actions
      1. Instead of having a back button, you swipe down on the screen to close it. The visual cue being the floating page.
2. Burden free UI
   1. Have all the tools necessary in fresh-looking views
3. Incentive to continue using the app
   1. Each month where the user has journaled everyday shows a celebratory sash on that month’s tab. The app is not achievement based where it pushes you to complete all the months because then it piles on extrinsic motivation which can scare the user away. Instead, having the achievement sash as a response to the users’ actions rewards them for something they decided to do via intrinsic motivation.

Information Architecture: