

PERSONAL JOURNEY



Emotional regulation
and learning

► LEXI LAKE AND JOY YANG

- ▶ Our app aims to aid young adults in independently researching and learning about emotional communication and regulatory skills.
- ▶ It connects users with reliable sources regarding their specific issues.
- ▶ The option to journal daily Increases mindfulness and creates habits around emotional learning.



Content interests

Family

2

Friends

1

Partner

4

Peers/Coworkers

3

Goals

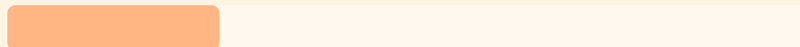
- To keep track of his new experiences
- Learn how to keep connections rich
- Wants to be more extroverted

Frustrations

- Can't find specific information
- Felt like therapist advice wasn't age appropriate
- Existing apps feel targeted towards women

Motivations

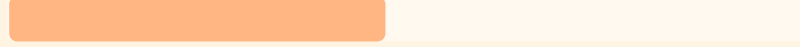
Price



Content



Aesthetic



Convenience



Brands tried



Sasha Ivanov



“I want an app that will help me learn about and keep track of my emotions during the week.”

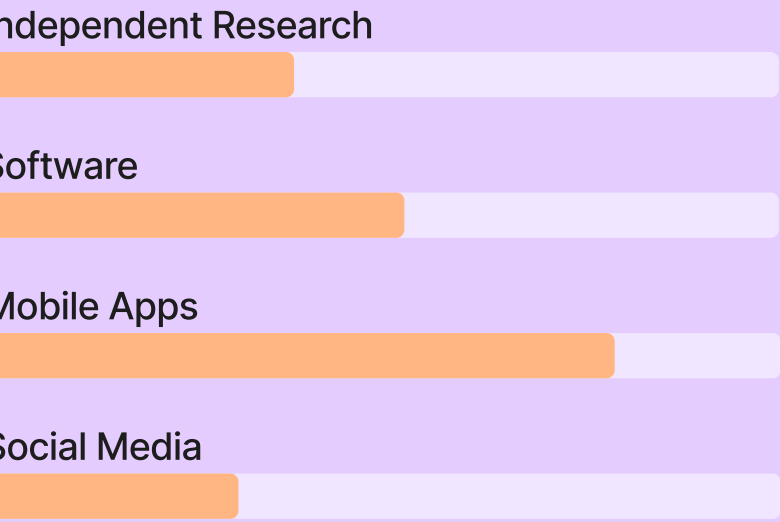
Age	19
Occupation	Economy uni student
Location	United states
Status	Single
Gender	Male

Bio: Sasha is a recent high school graduate who is anxious about his transition into college. He is moving out of state and is trying to understand how to make more friends at school while staying in touch with his home town friends and family. Sasha is frustrated that therapy did not work for him but he desperately wants help with this new challenge. He wants to learn how to regulate his emotions independently.

Personality



Technology



RESEARCH: USABILITY GOALS

1



Simple Journaling

Journaling should be simple and straightforward, allow people to journal freely as they wish.

2

Customization

Users should be able to customize their characters for the app to be more of their favor.

3

Variety of Resources

There should be a variety of resources with clear sorting categories that can deal with different kinds of situations. There should also be variety sources of information so its not only about teaching but sharing.

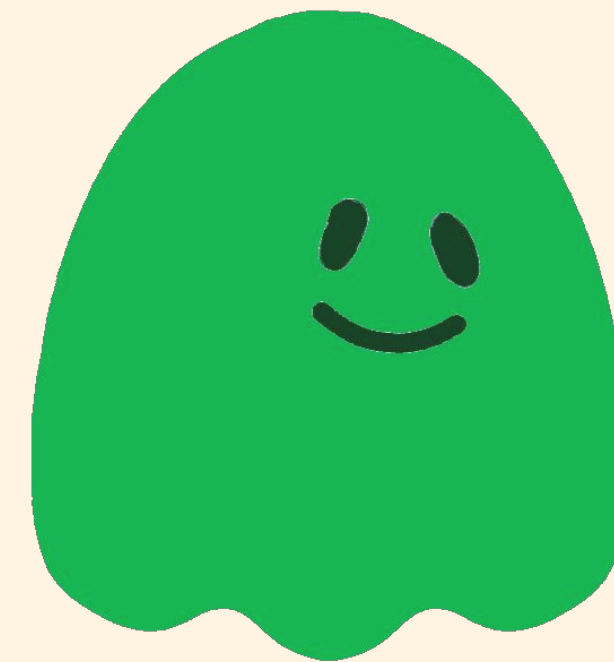
EMOTIONAL GOALS

1

Helpful

Users should have the desire to look for solutions through this app.

2



Calm

Users should feel calm when and after using this app as it is to solve emotional problems.

3

Delight

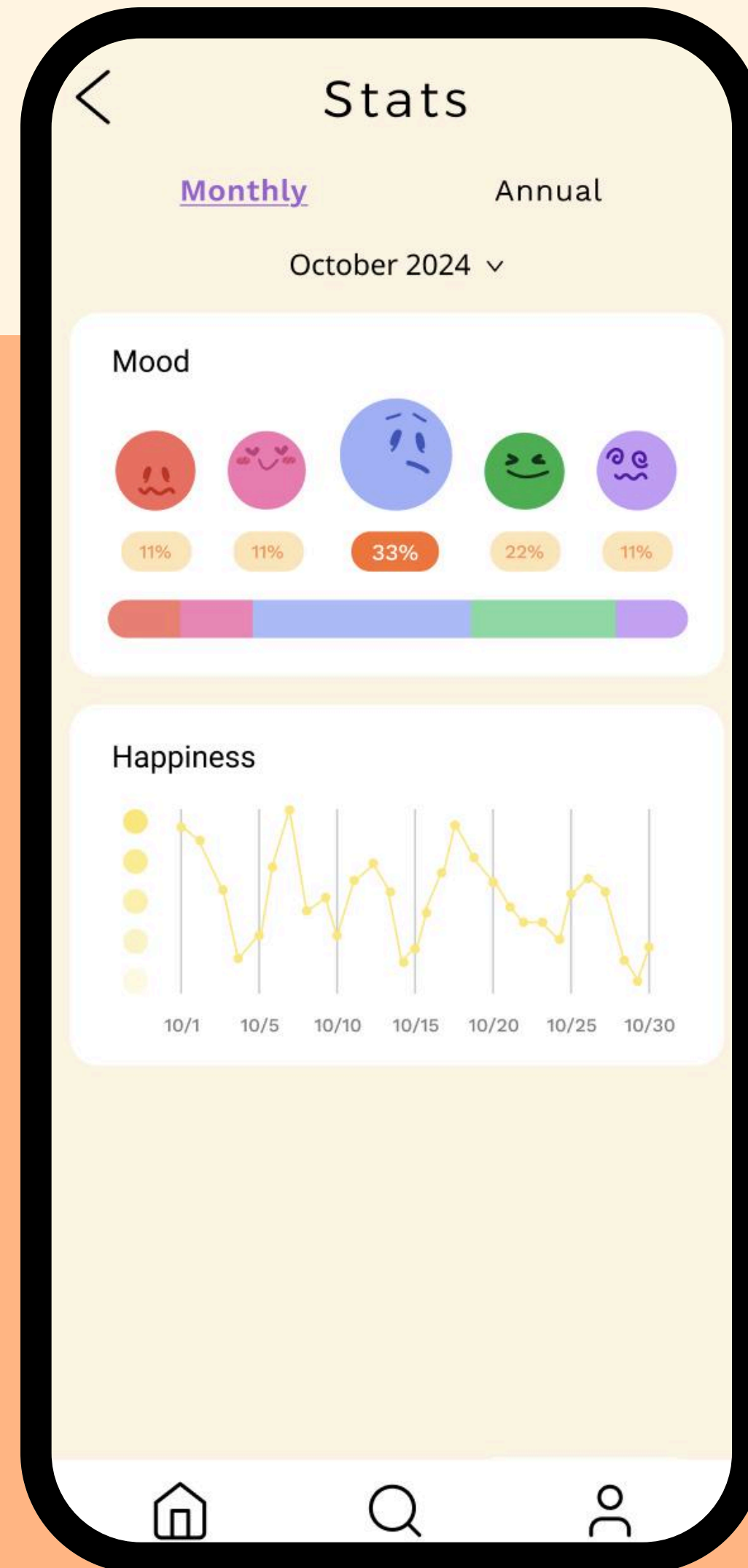
After using this app, users should feel better and delighted.

PERSONAL JOURNEY



Emotional regulation
and learning

OTHER SCREENS



Good Morning, Andie K.

T W T F S S M T
22 23 24 25 26 27 28 29

Journal

Embrace your emotions

Search about conflict

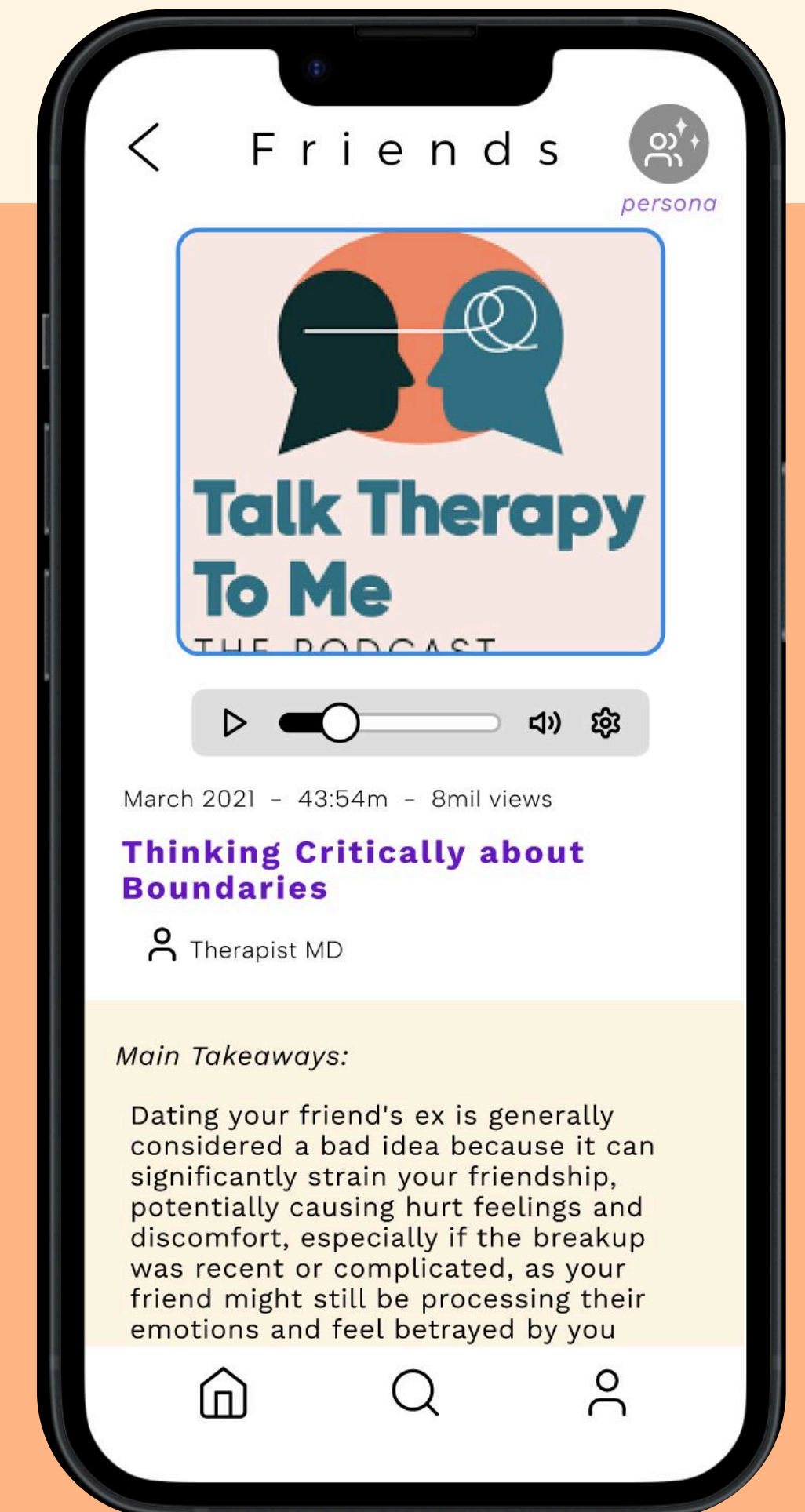
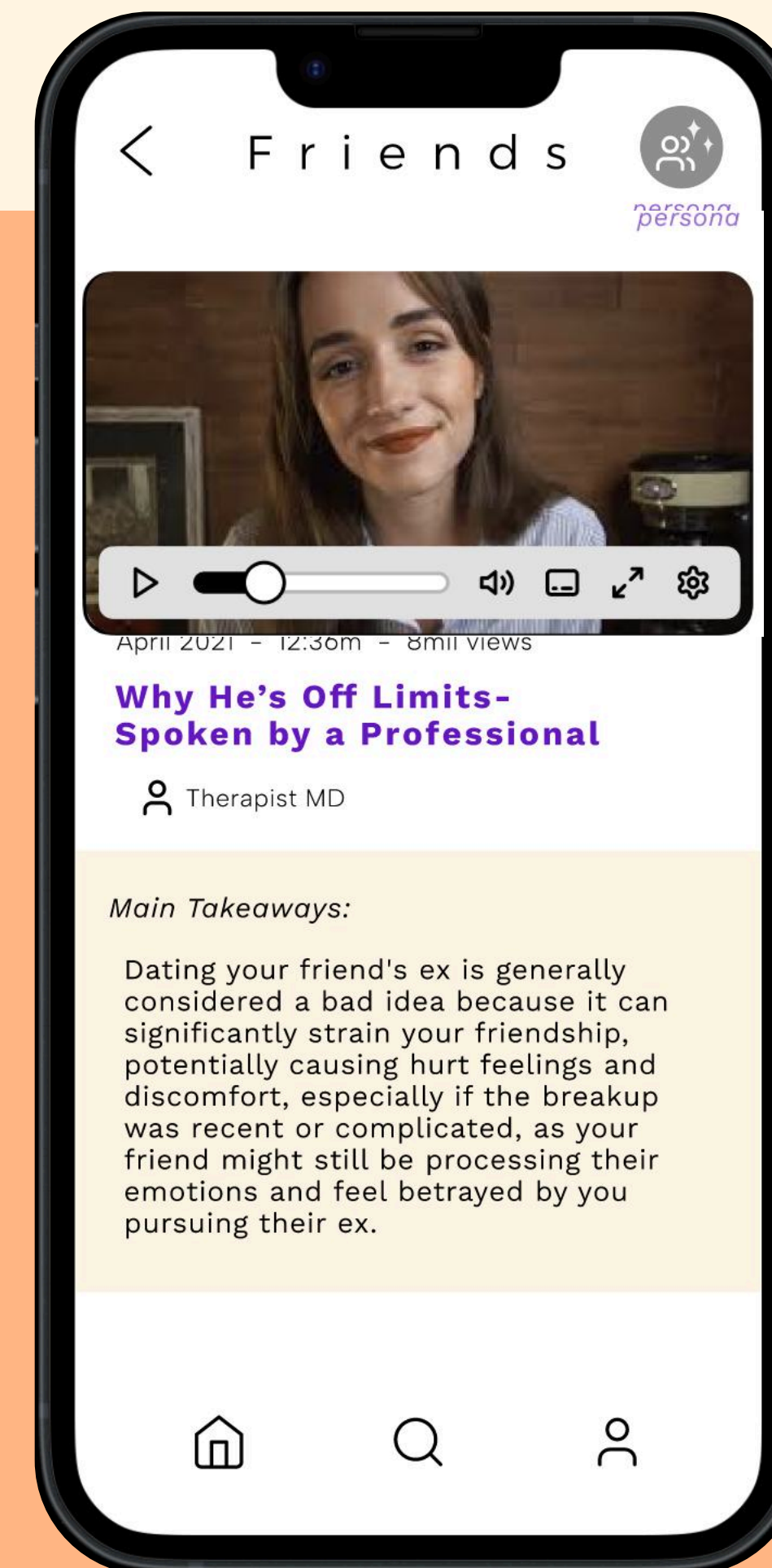
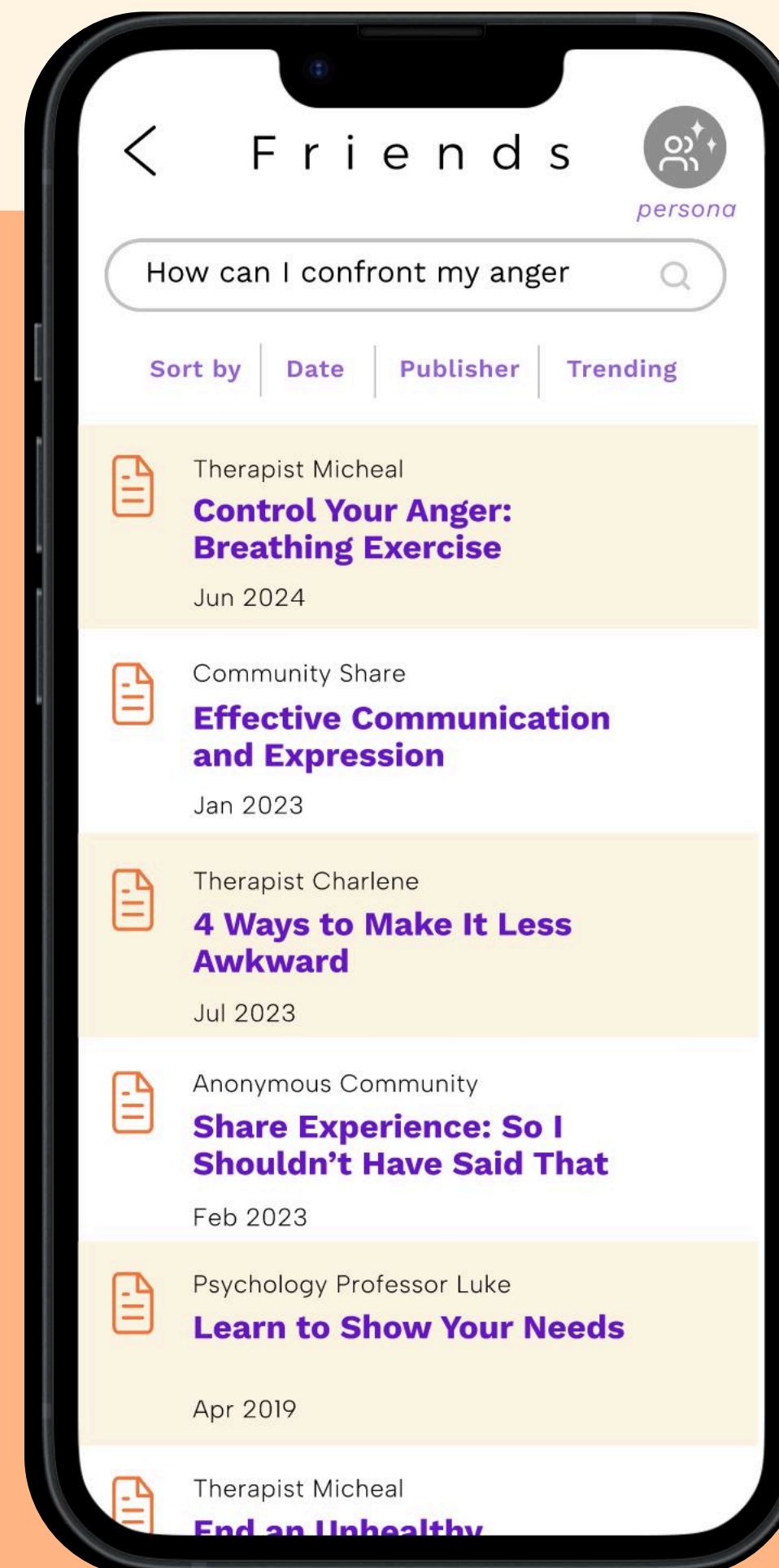
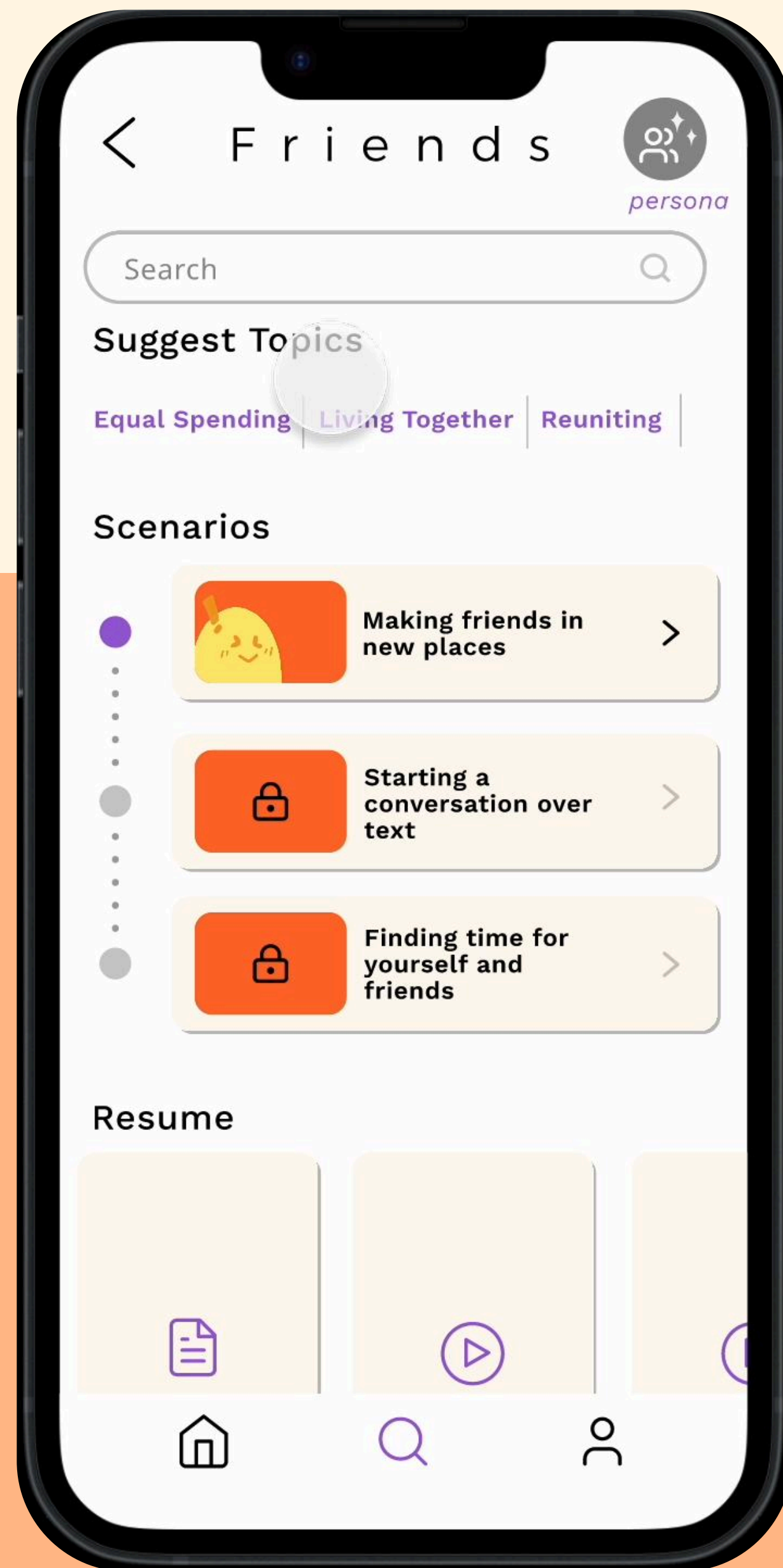
Resume Search

Friends
Make a New Friend

Friends
Initiate a Conversation

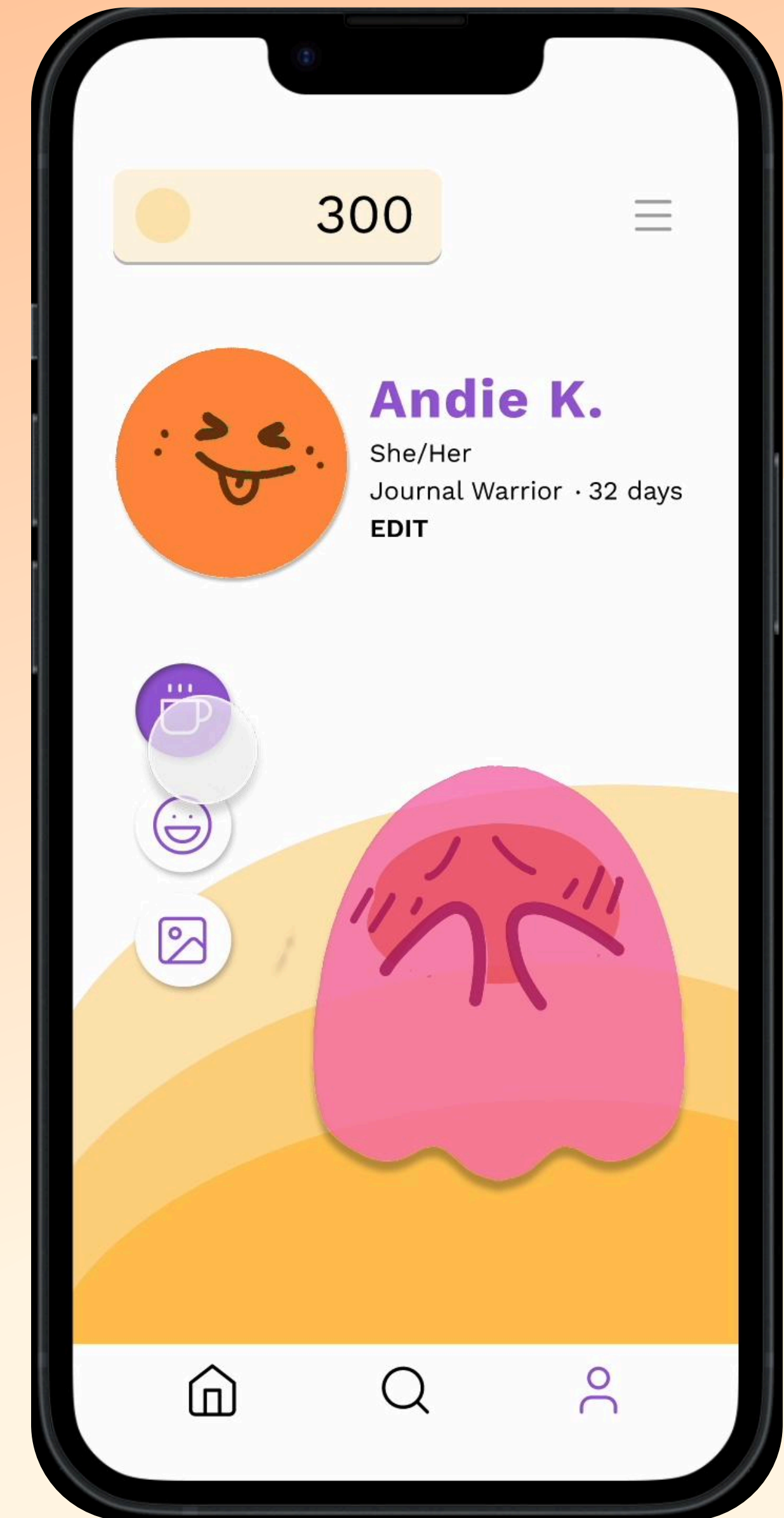
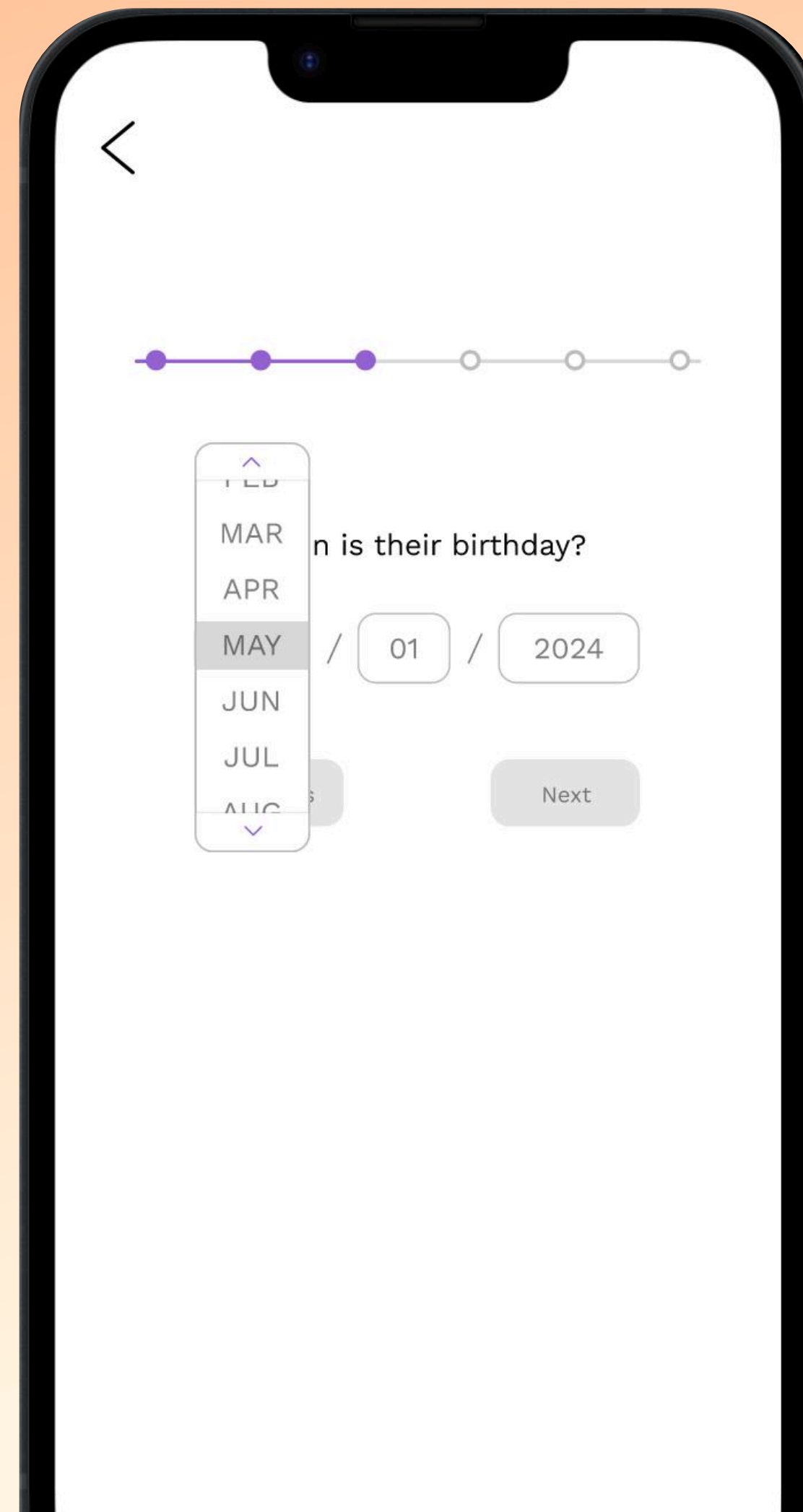


OTHER SCREENS



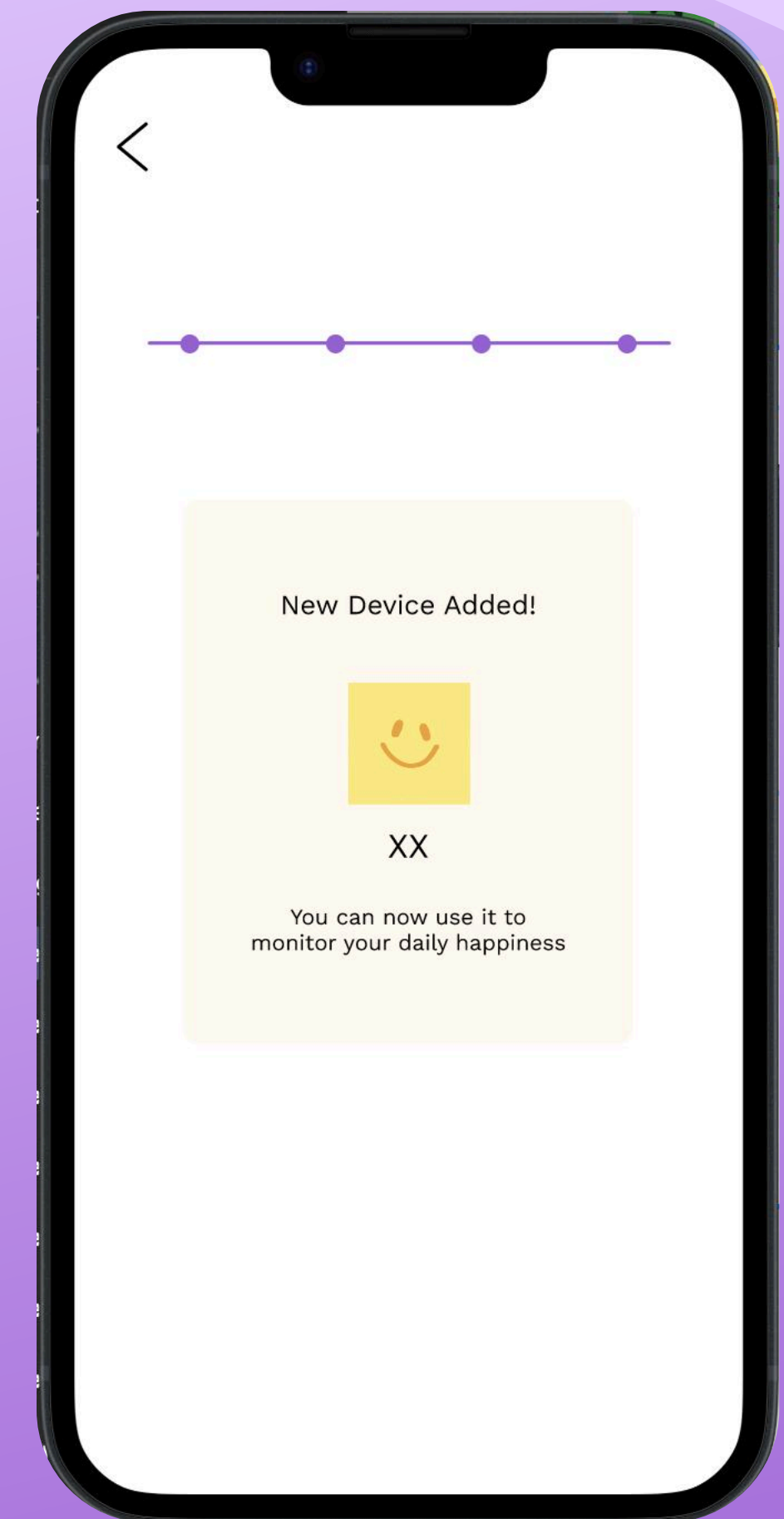
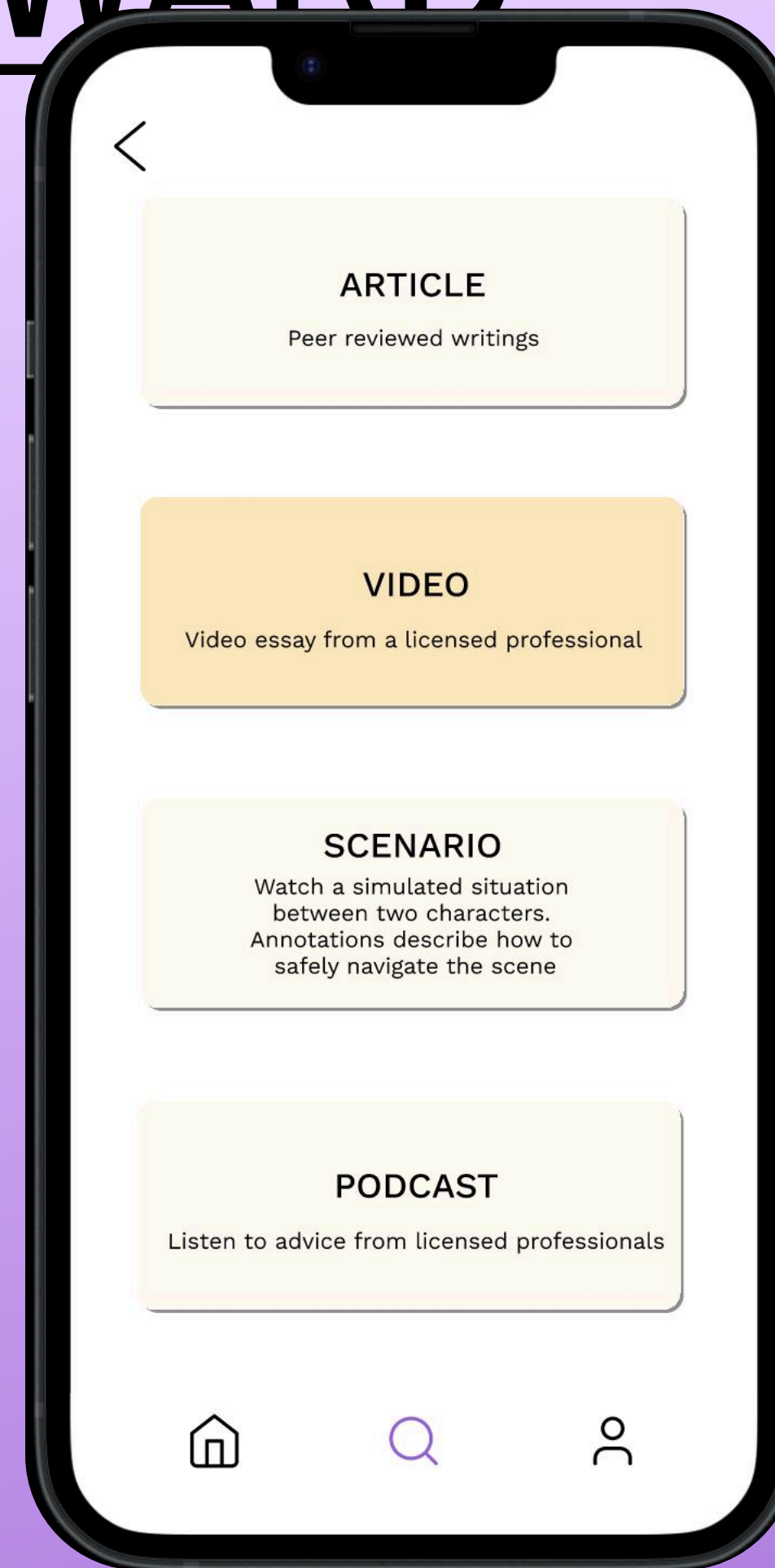
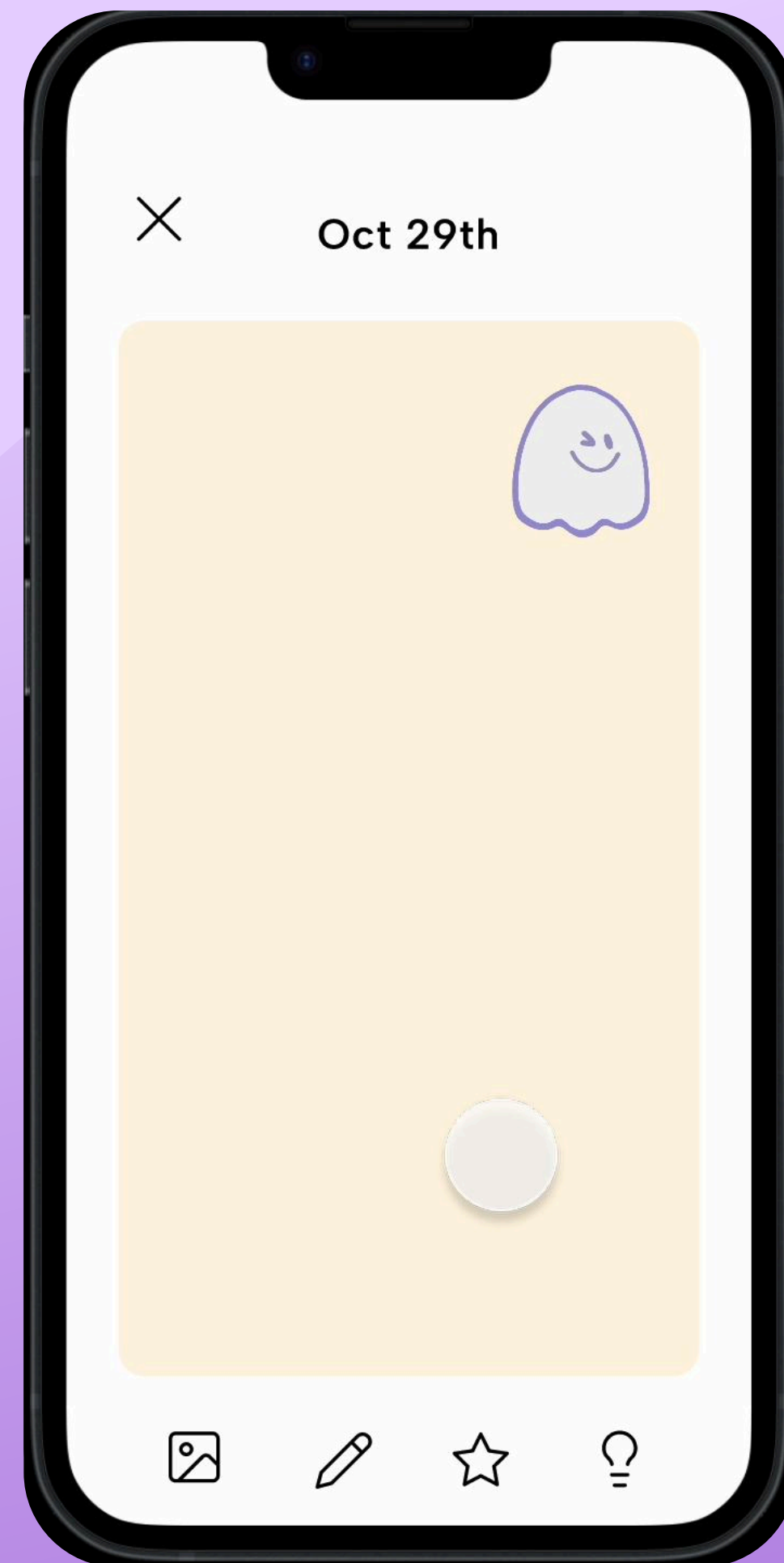
DELIGHTFUL DESIGN

DESIGN PRINCIPALS



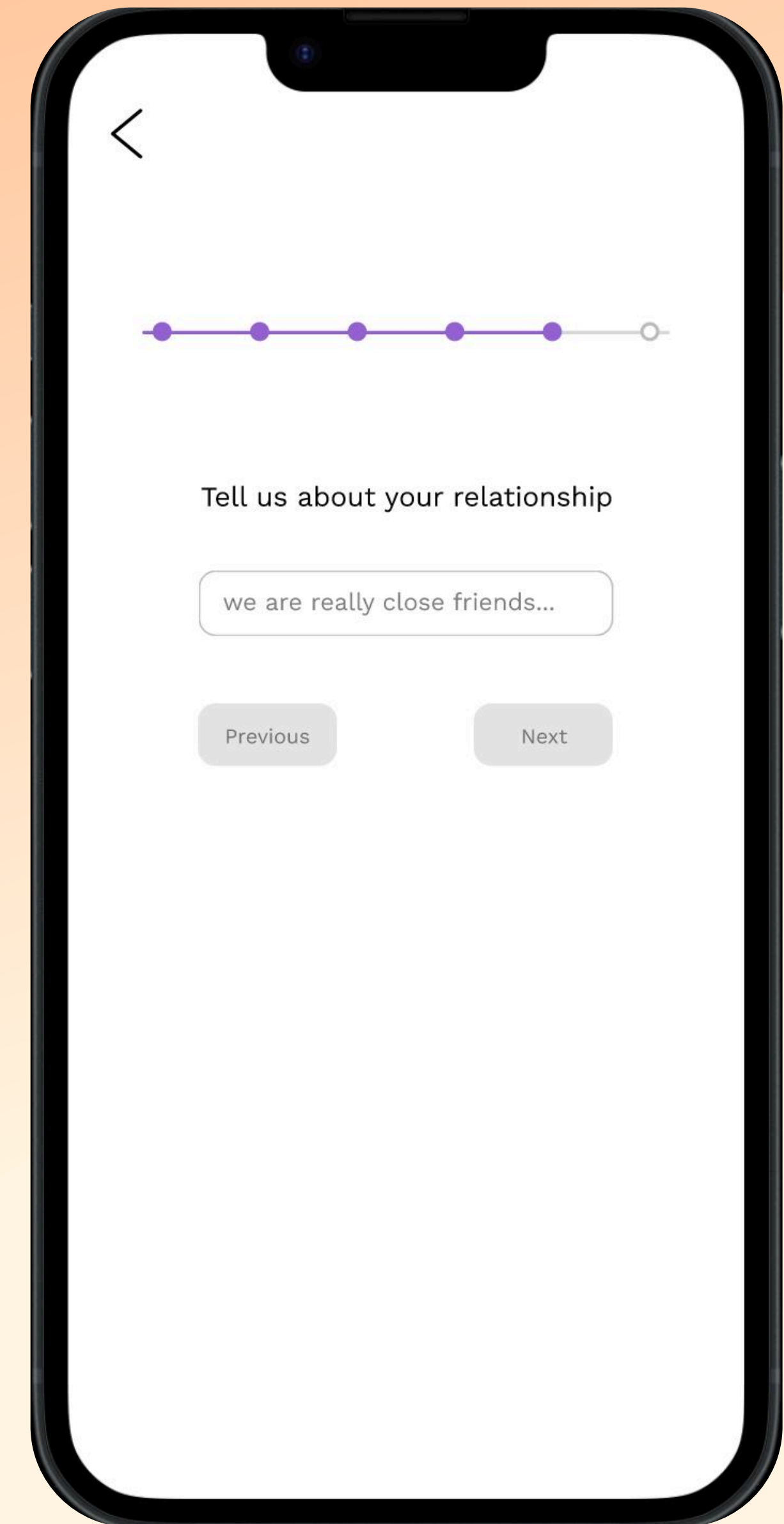
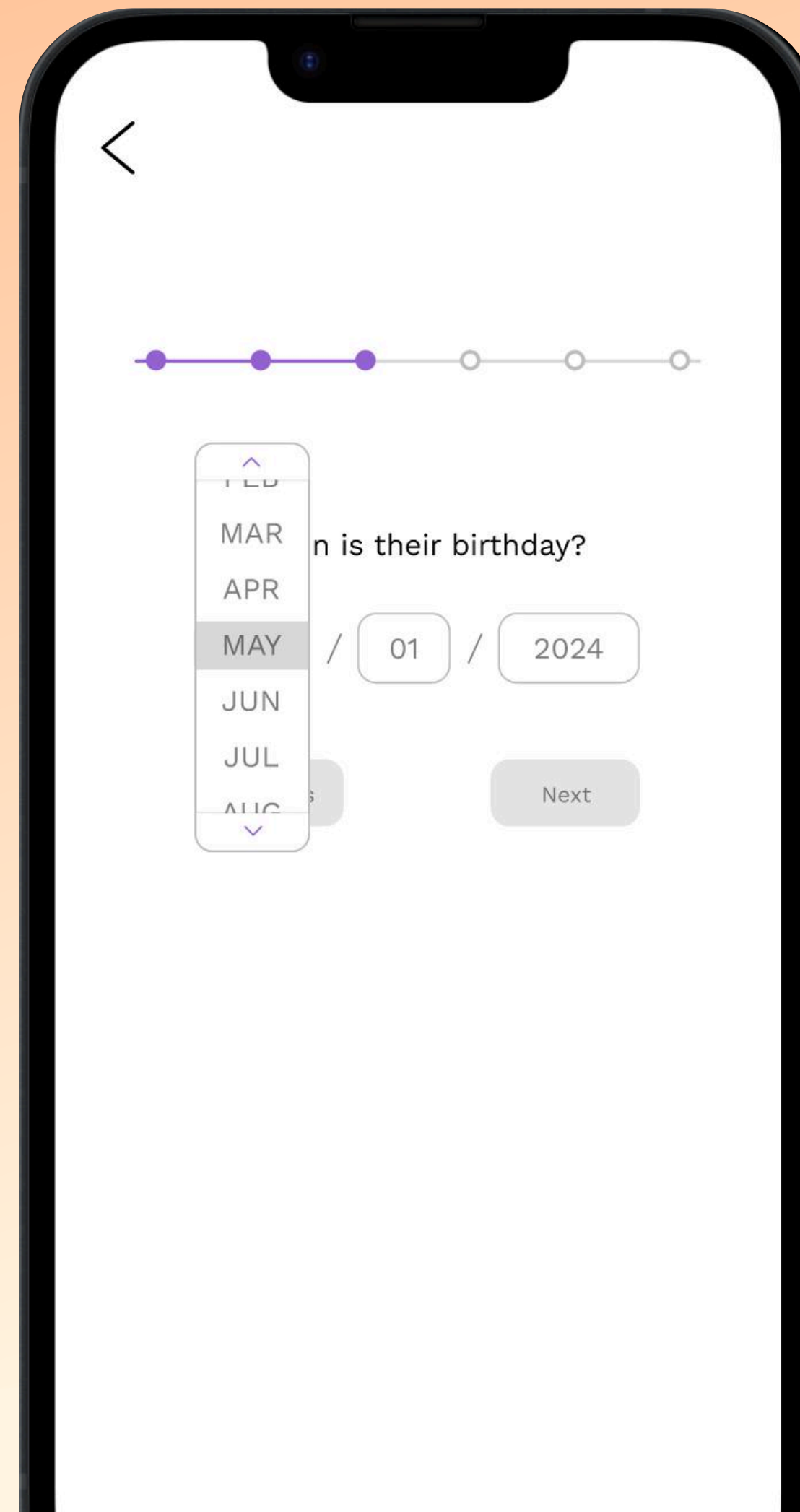
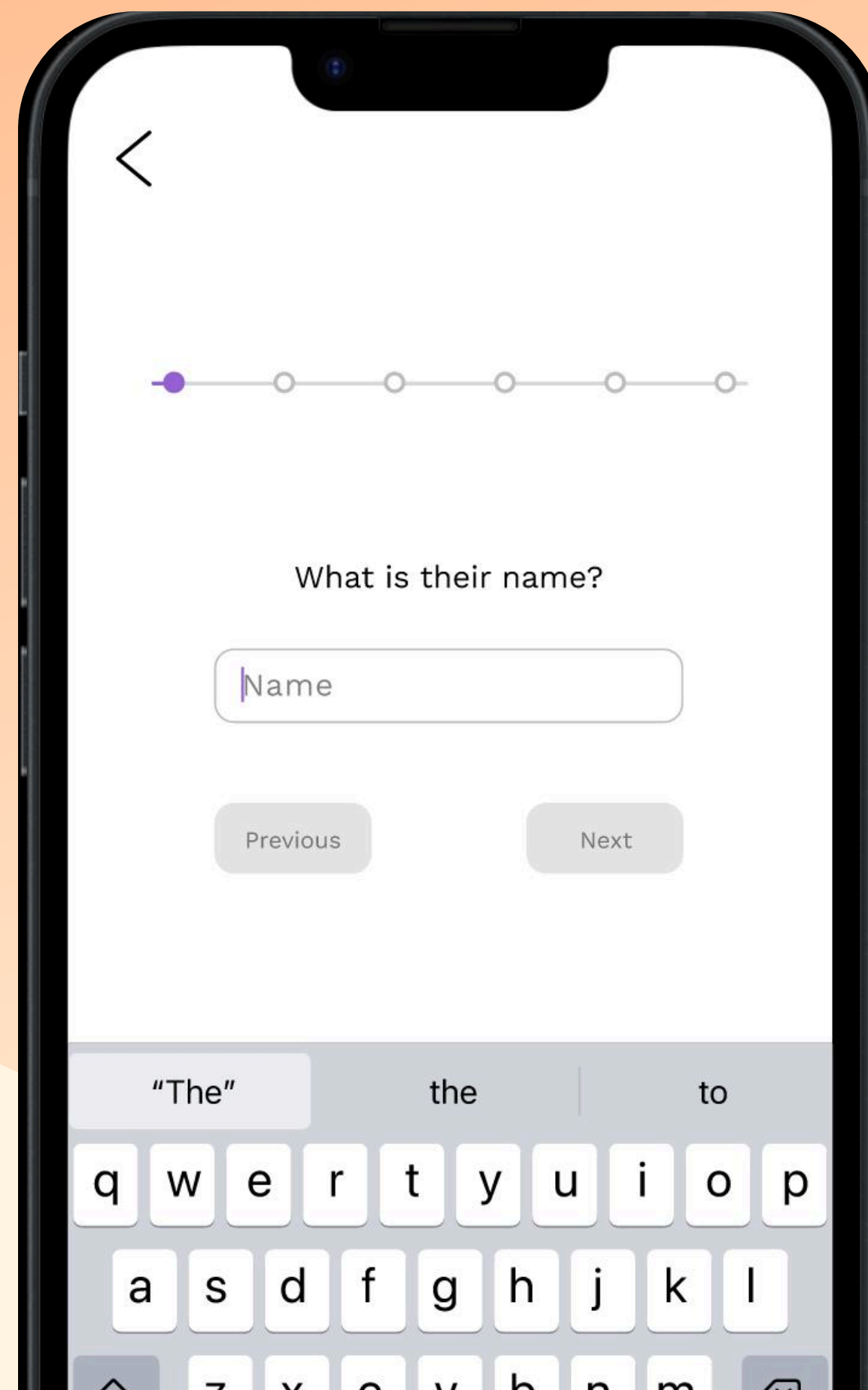
FEEDBACK FEEDFORWARD

DESIGN PRINCIPALS

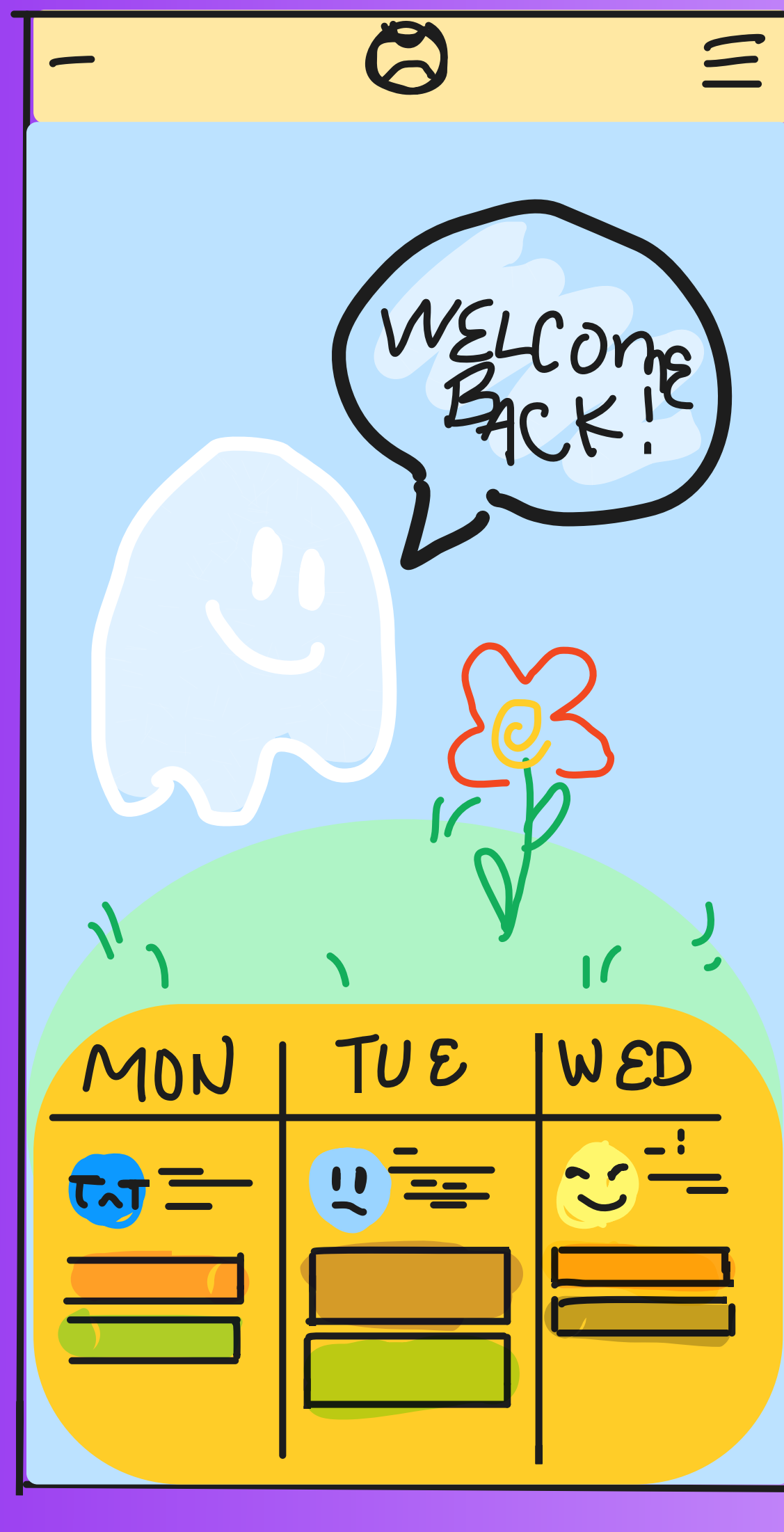


PROGRESSION

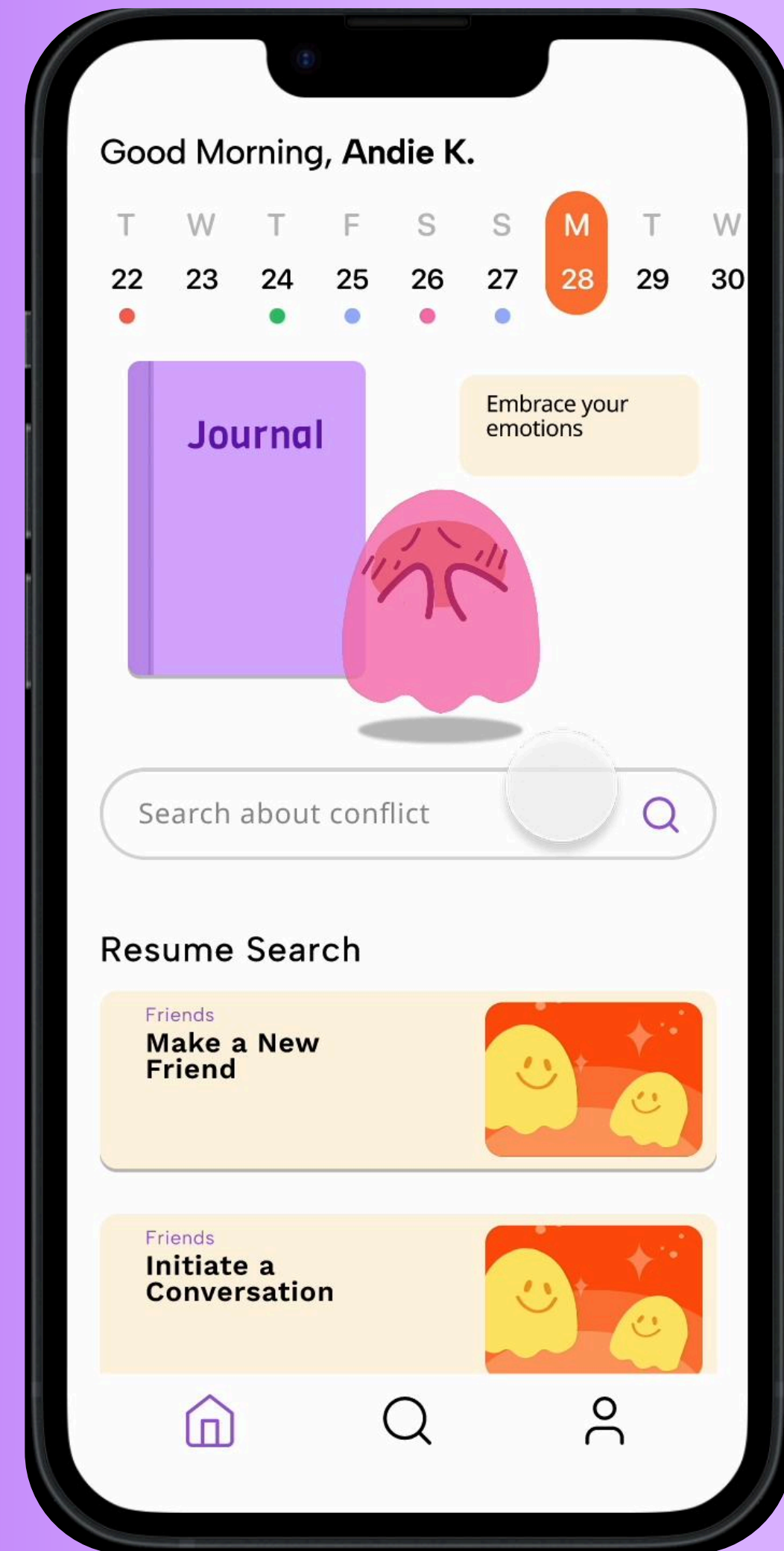
DESIGN PRINCIPALS



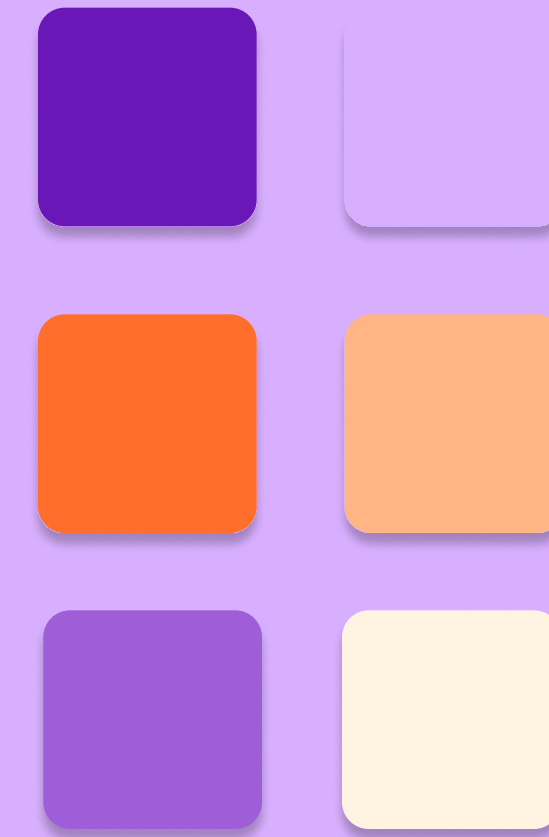
DESIGN RATIONAL



Before



After



Simplicity

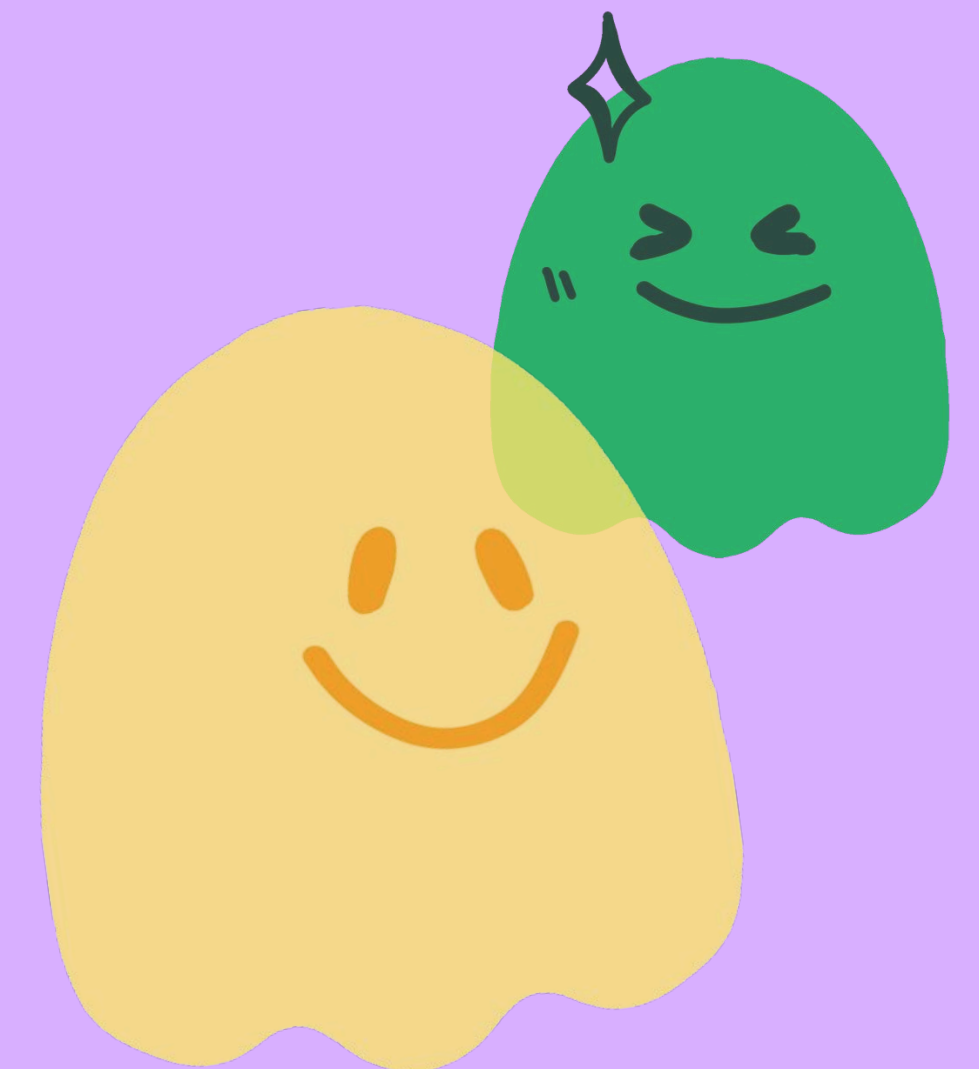
We limit the design elements to make it simple but deliver more information

Color scheme

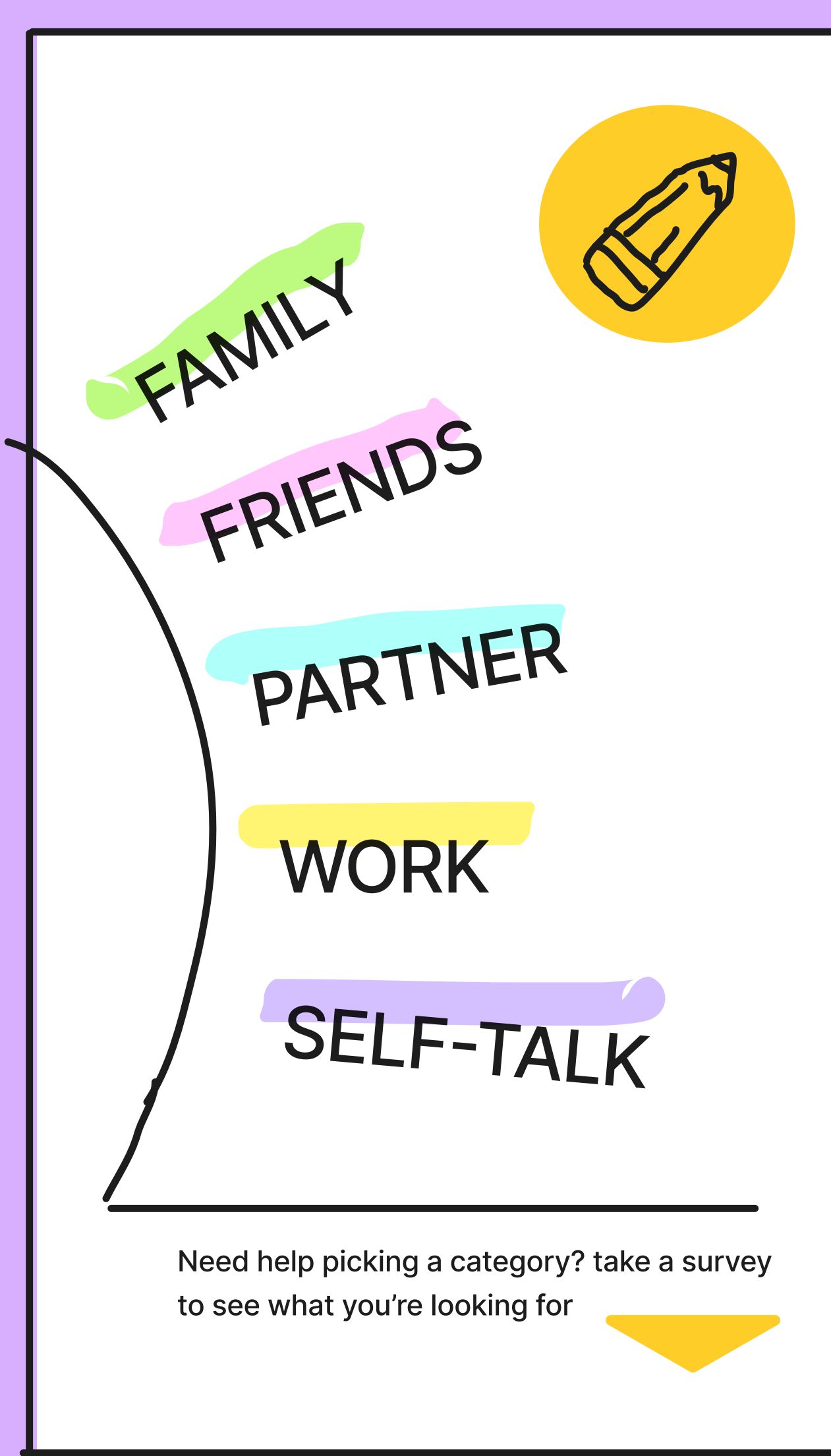
With delight in mind...

Characters

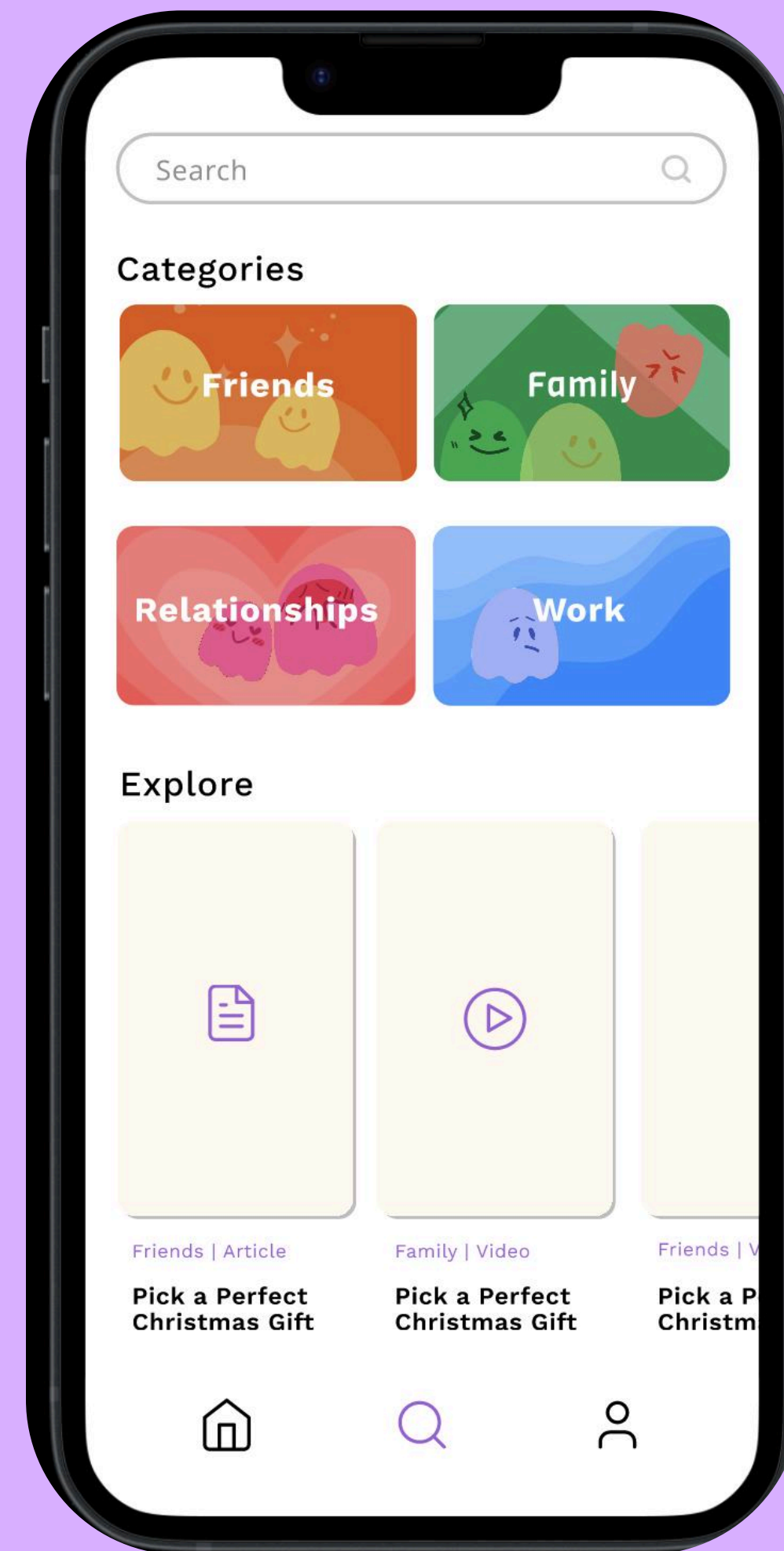
Customization and comfort are top priority



DESIGN RATIONAL



Before



After

Logical Layout

Symmetrical design using a color system to help user quickly identify categories of searching.



PERSONAL JOURNEY

Journaling. Scenarios. Persona. Your path to better conversations starts today.

