

# 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



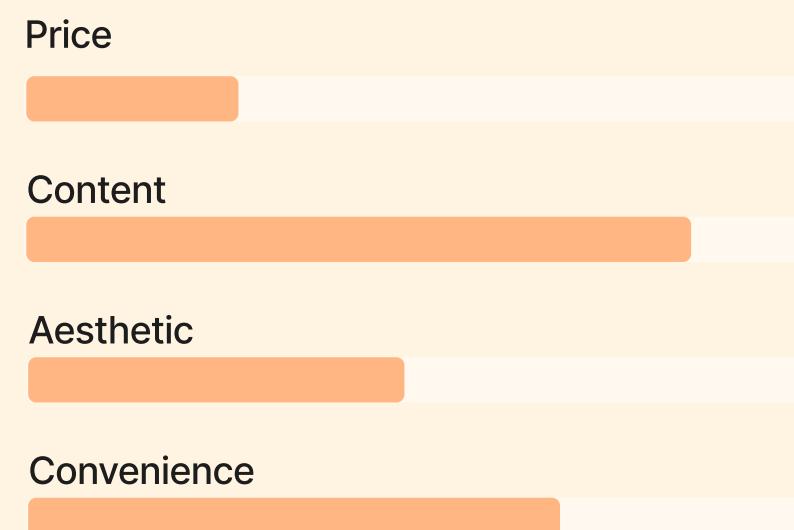
### Goals

- 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



### Brands tried



# Sasha Ivanov



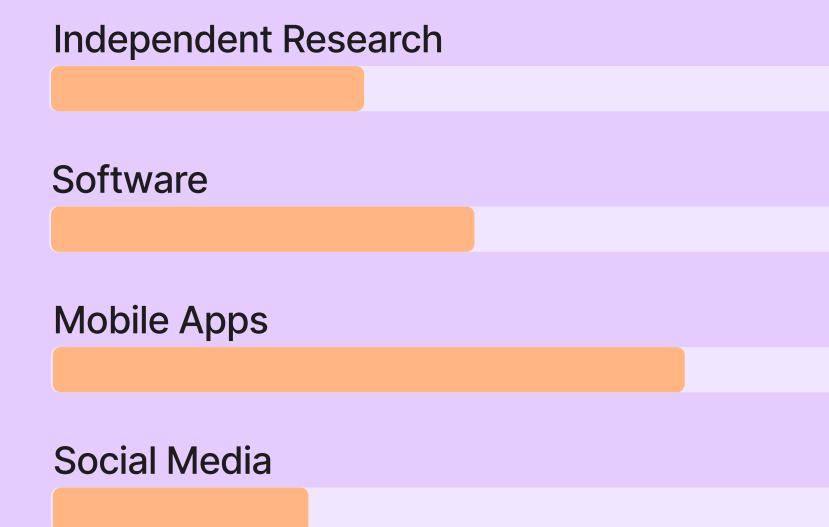
Age	19
Occupation	Economy uni student
Location	United states
Status	Single
Gender	Male

**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

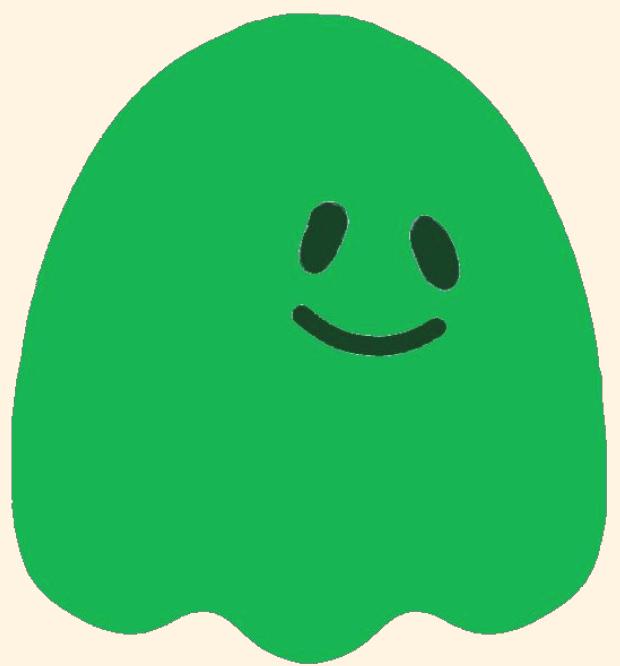
**Helpful**

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**

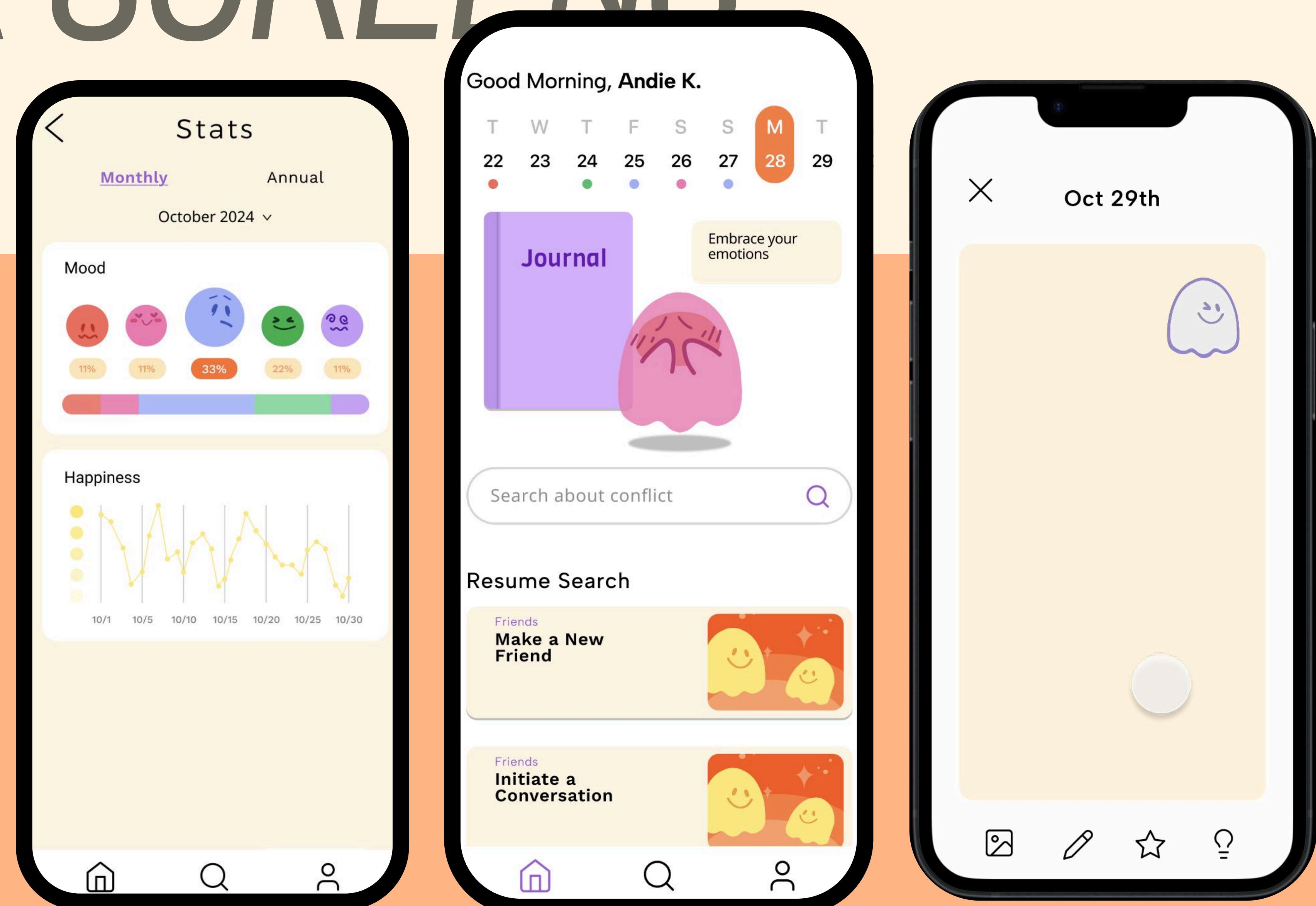
After using this app, users should feel better and delighted.

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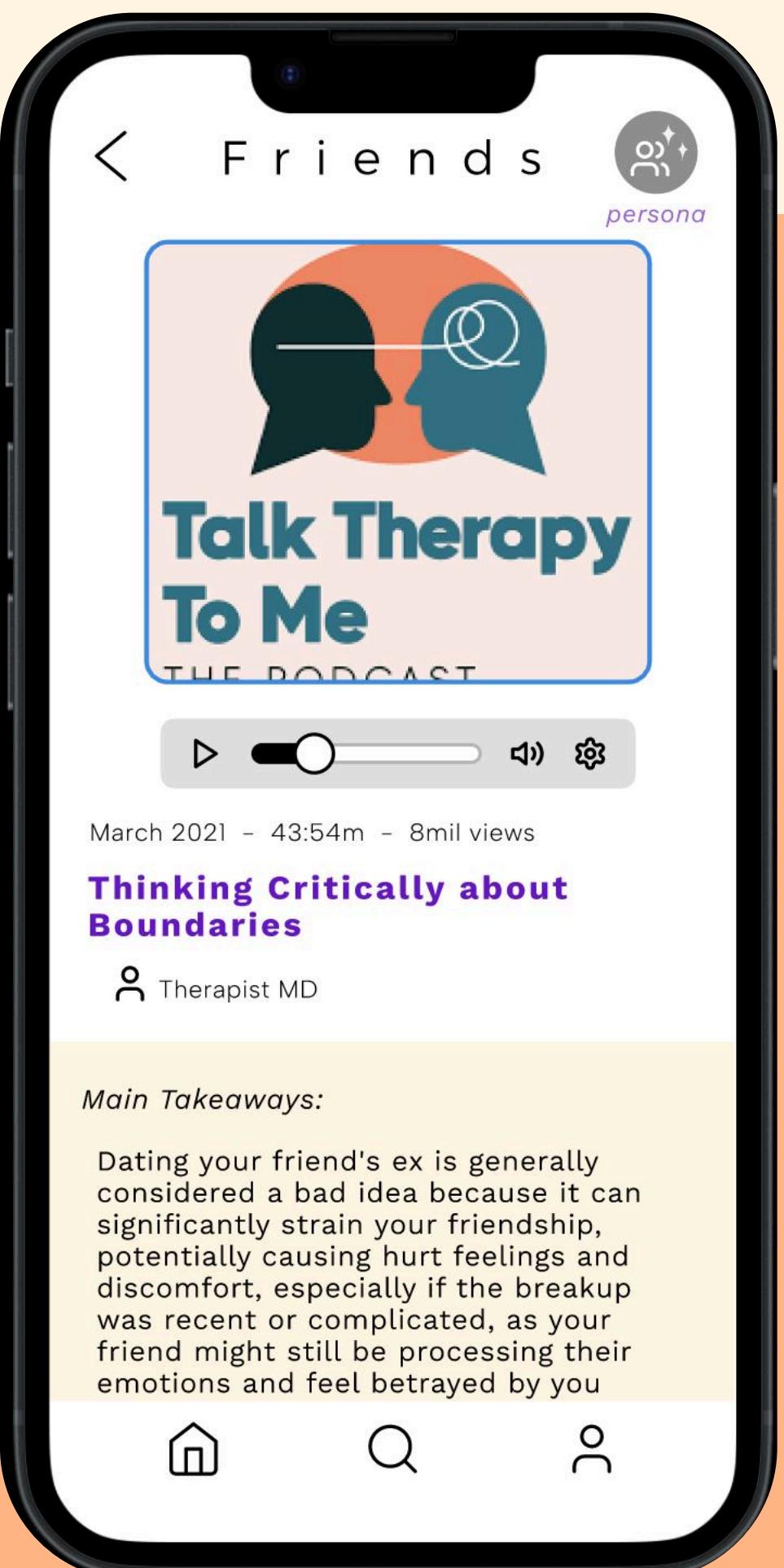
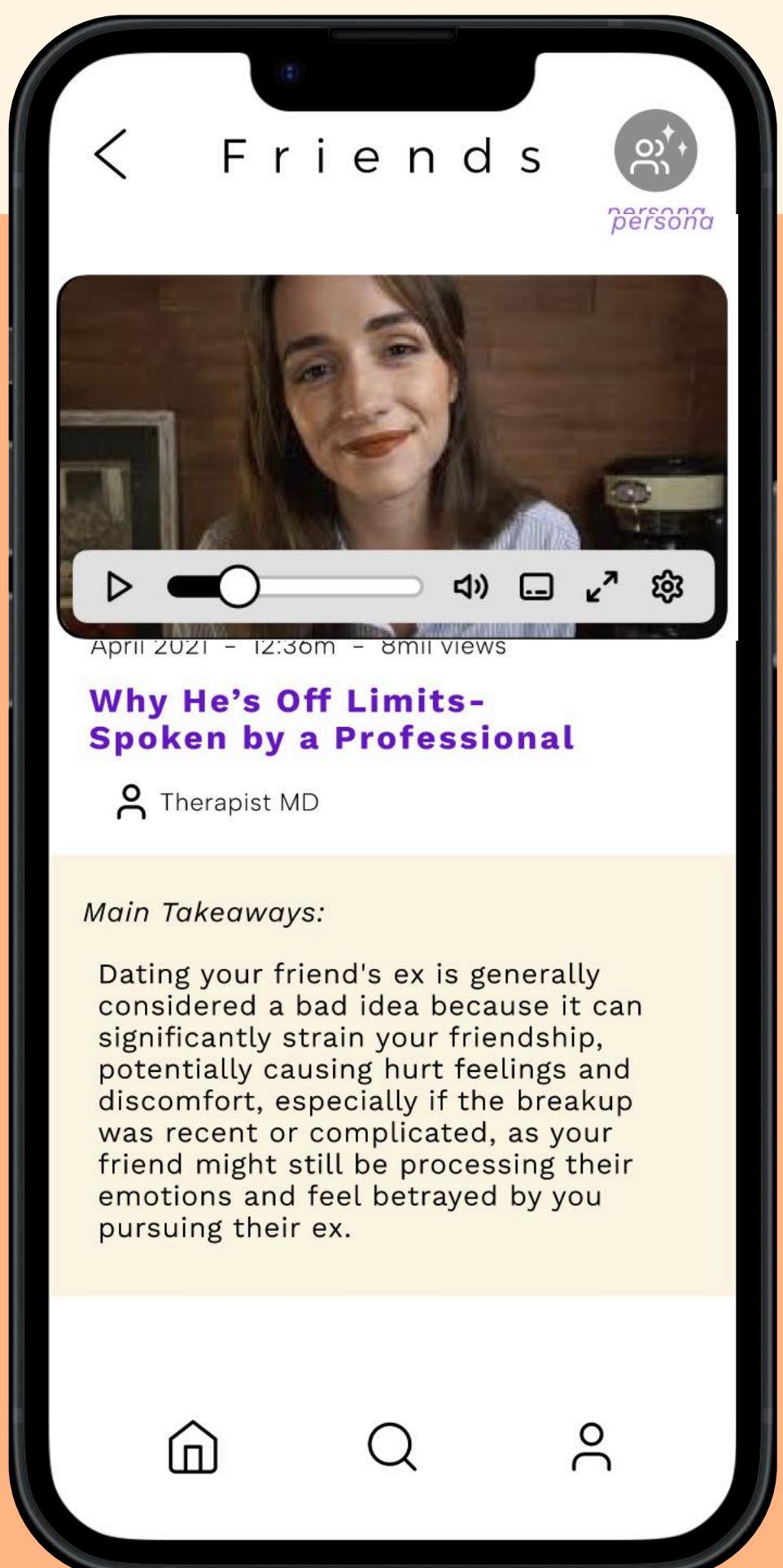
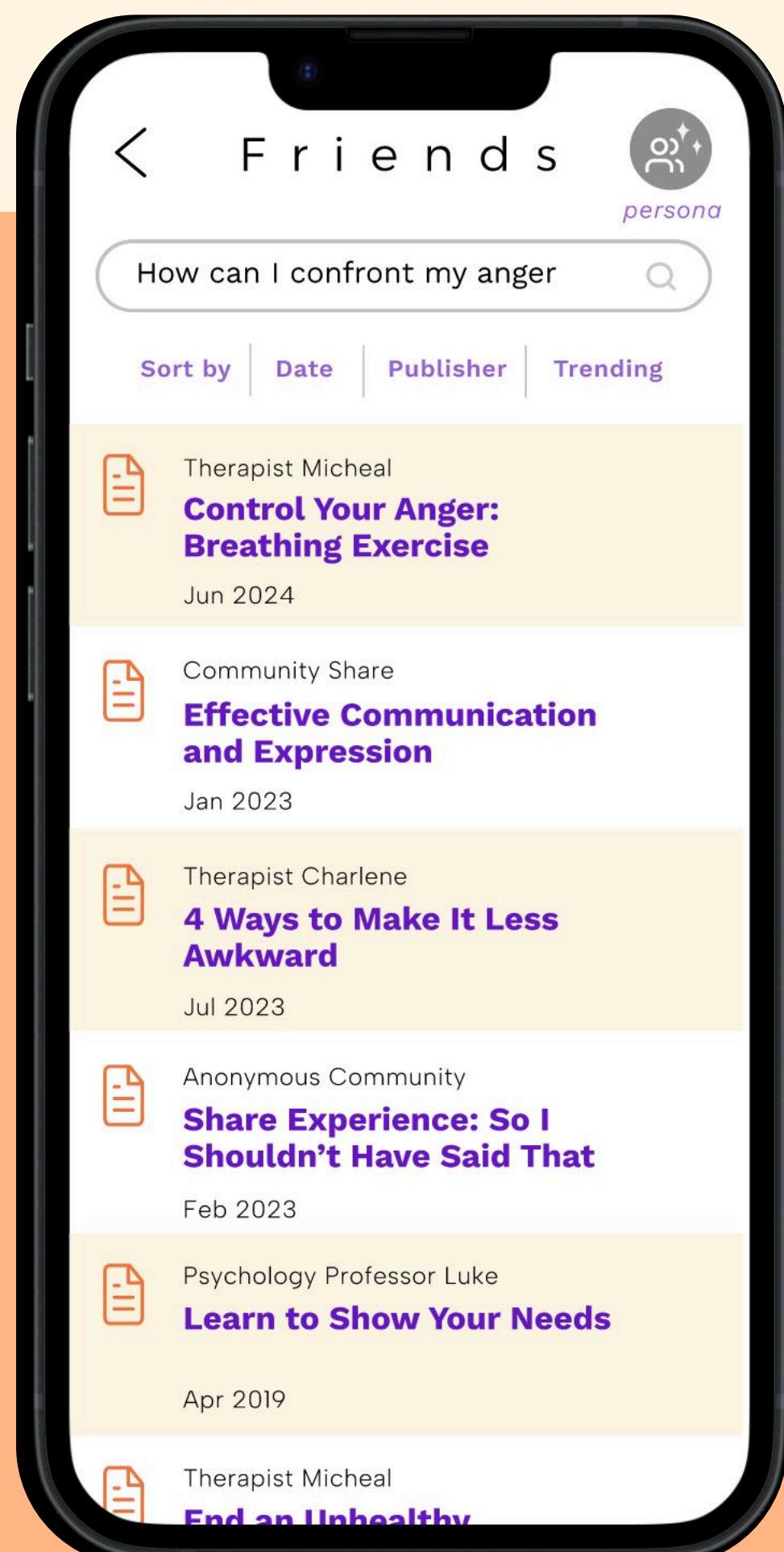
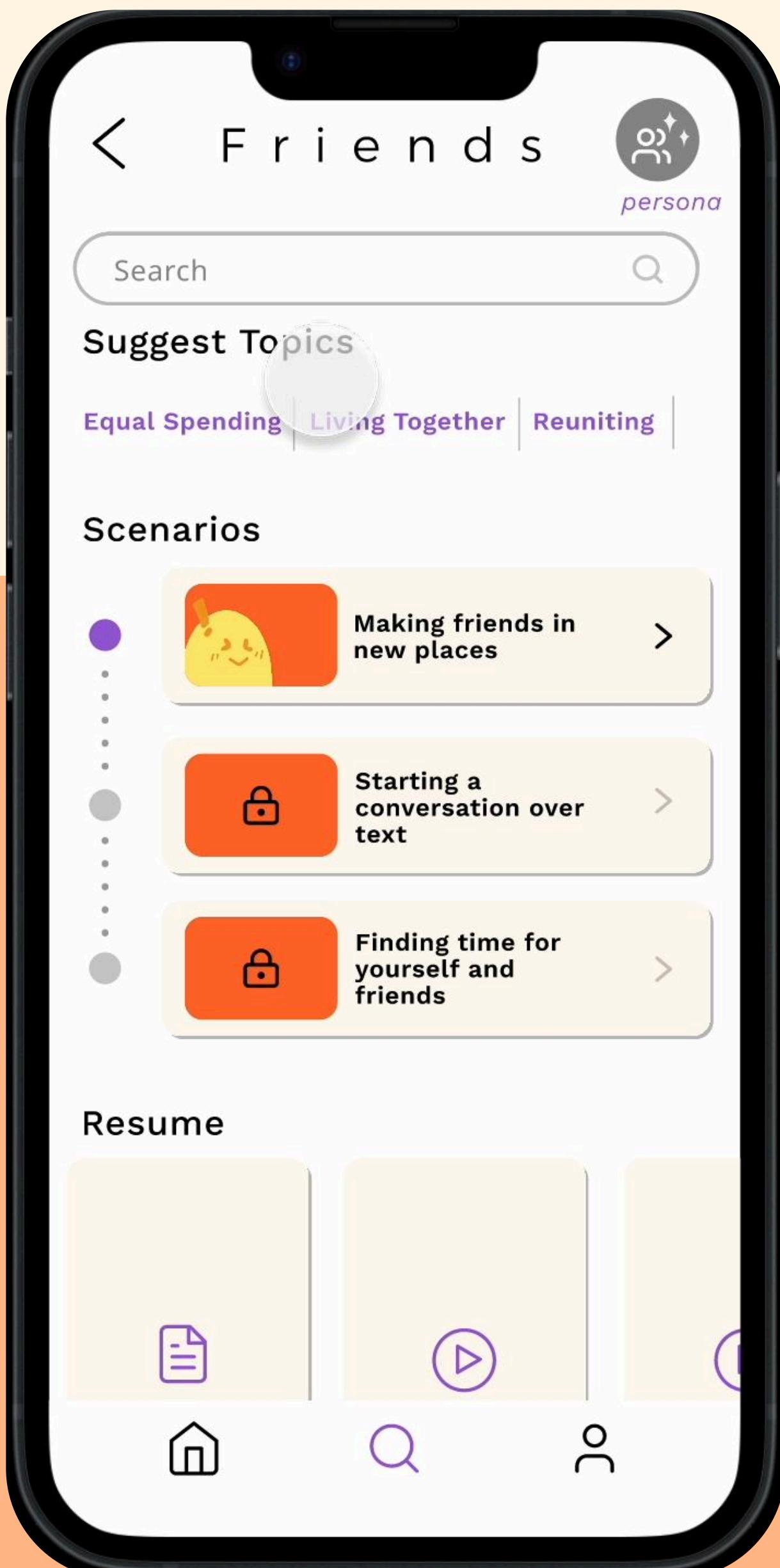


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# OTHER SCREENS

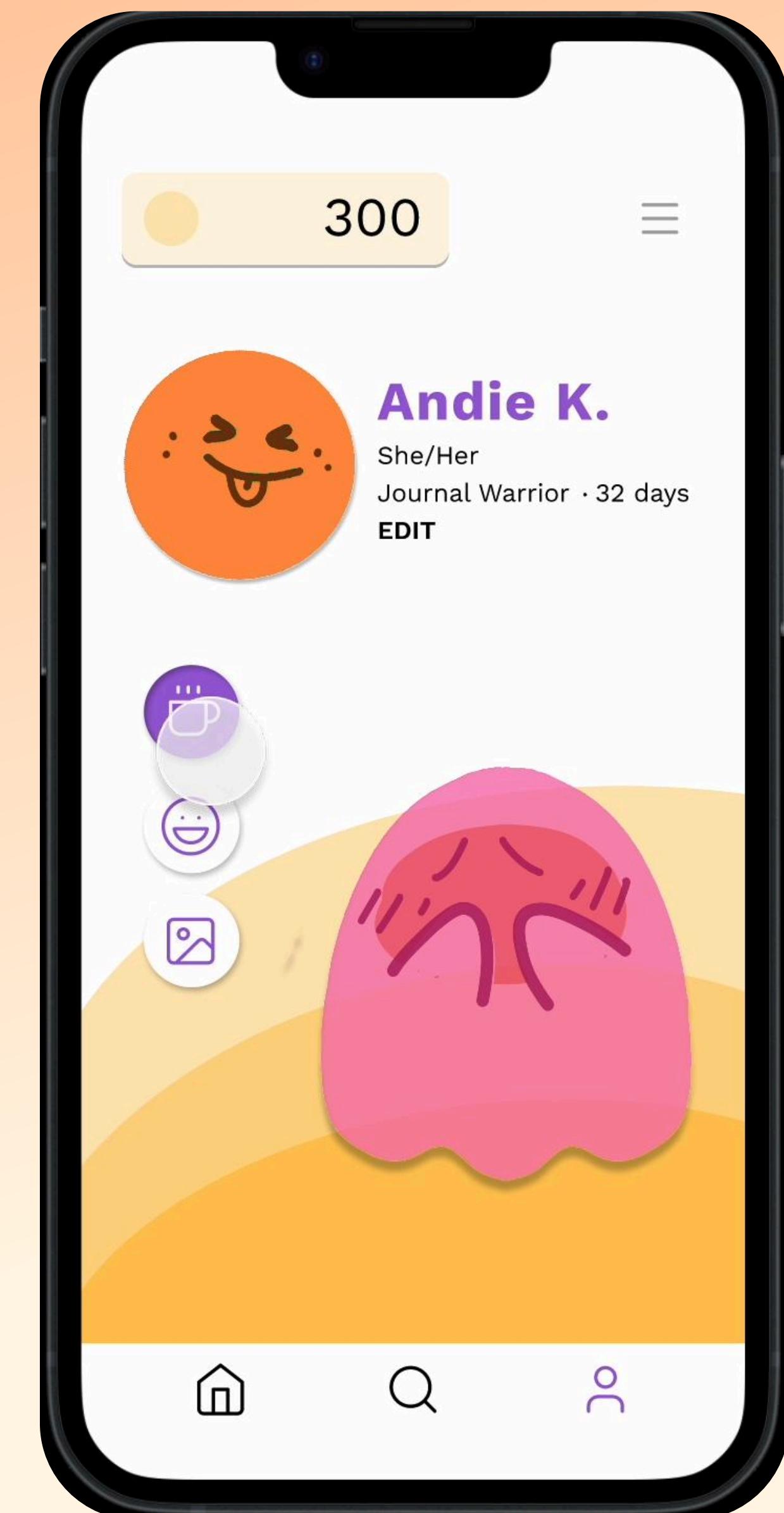
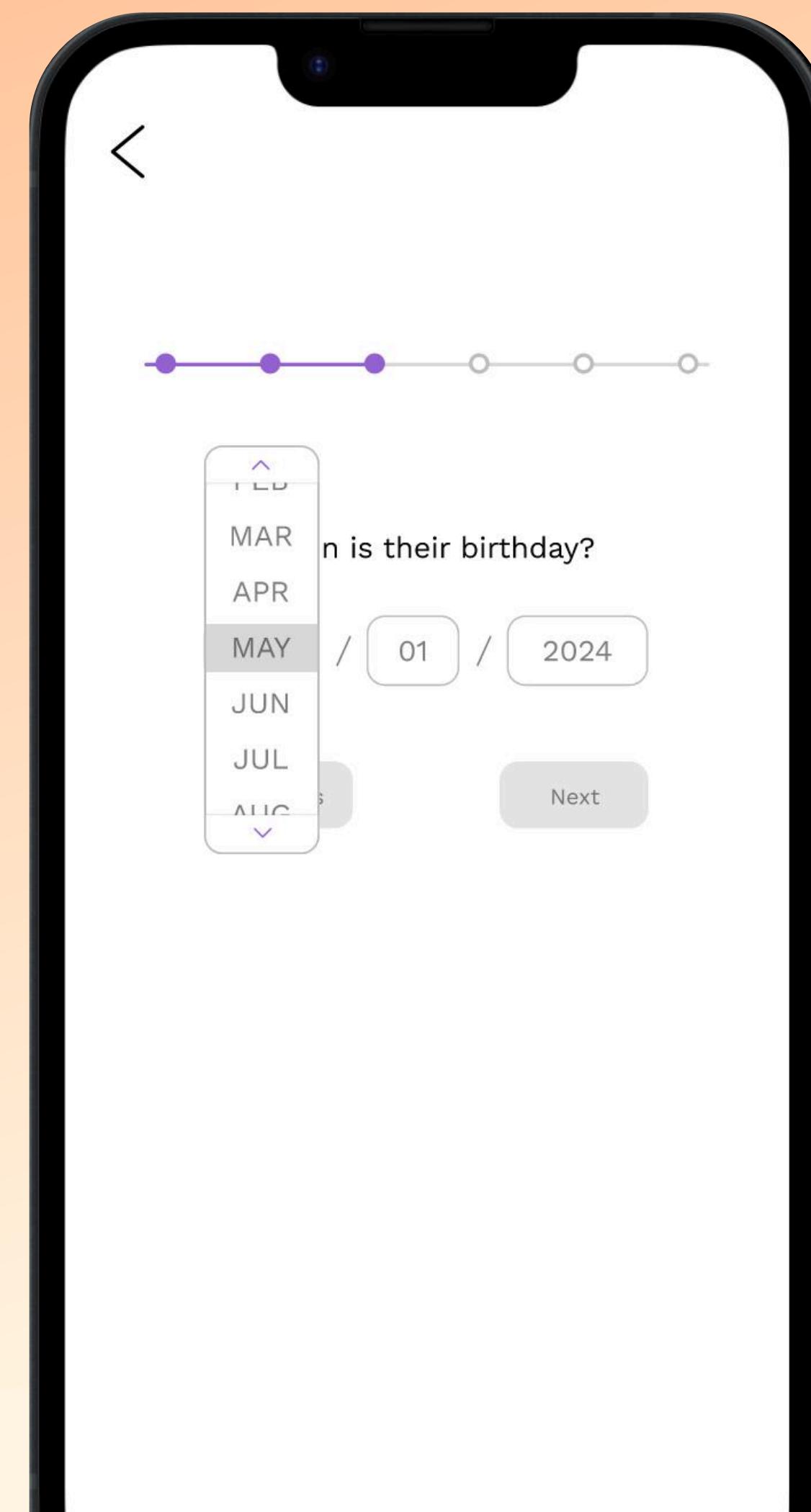


# OTHER SCREENS



# DELIGHTFUL DESIGN

## DESIGN PRINCIPALS



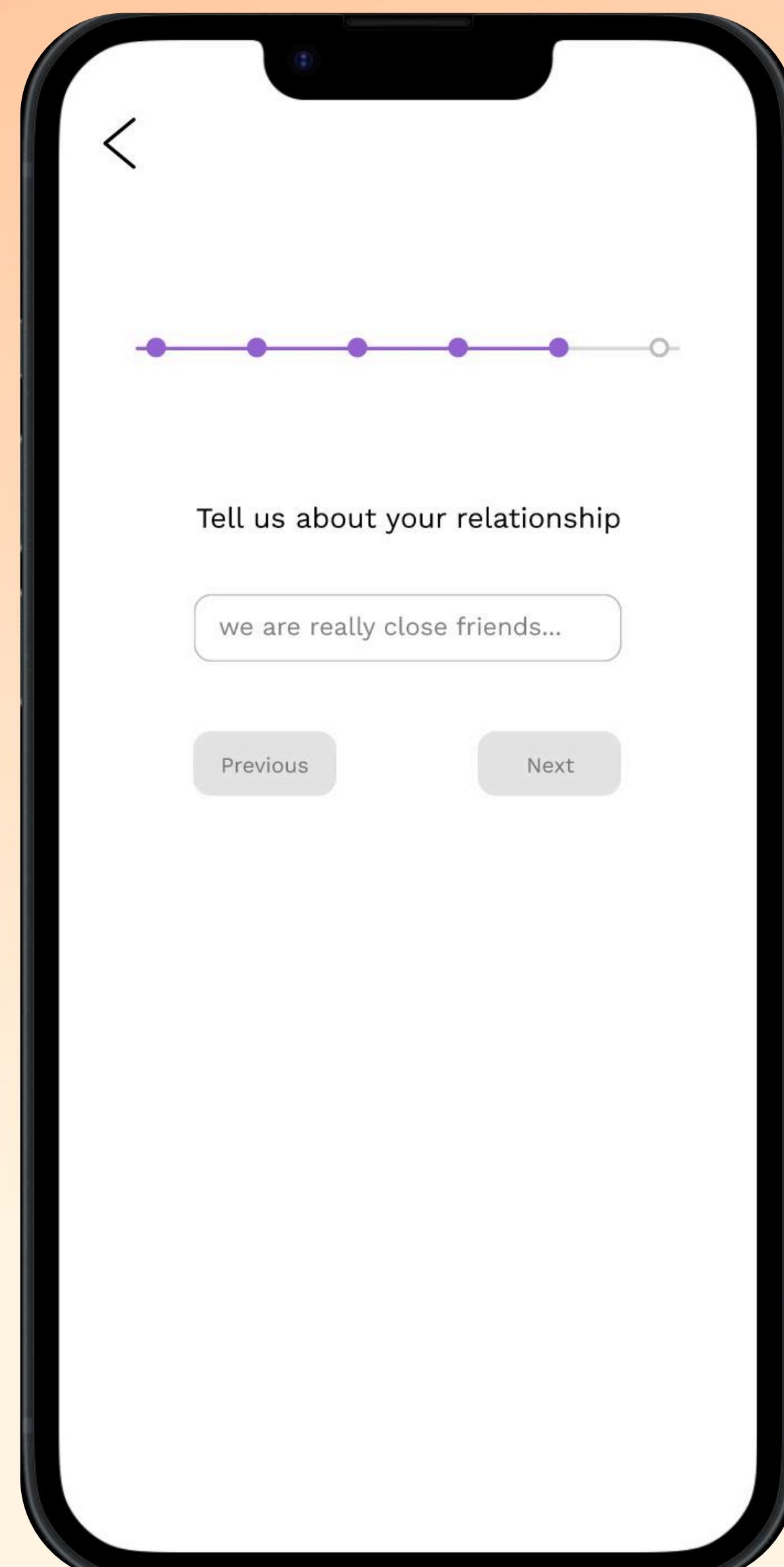
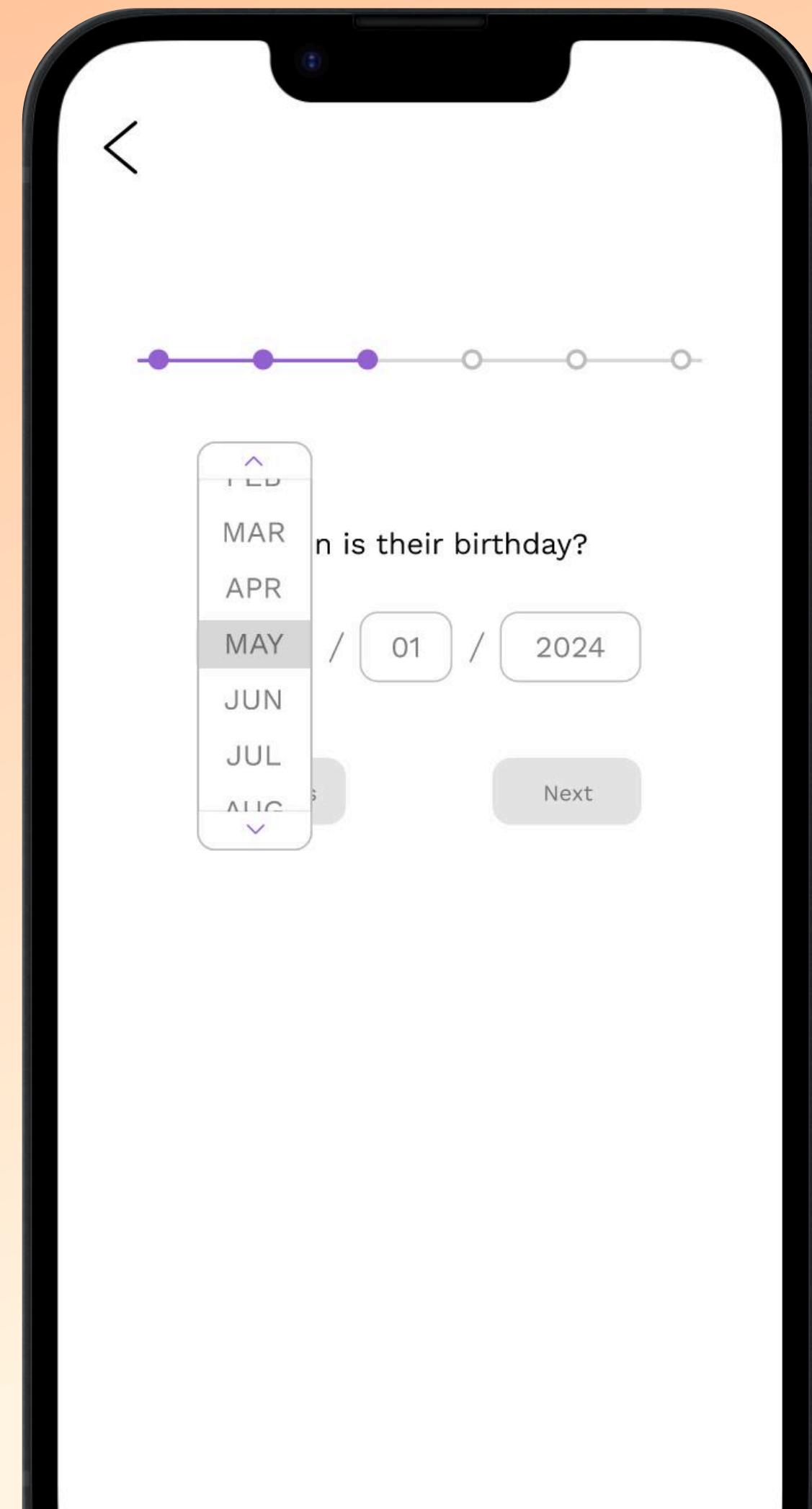
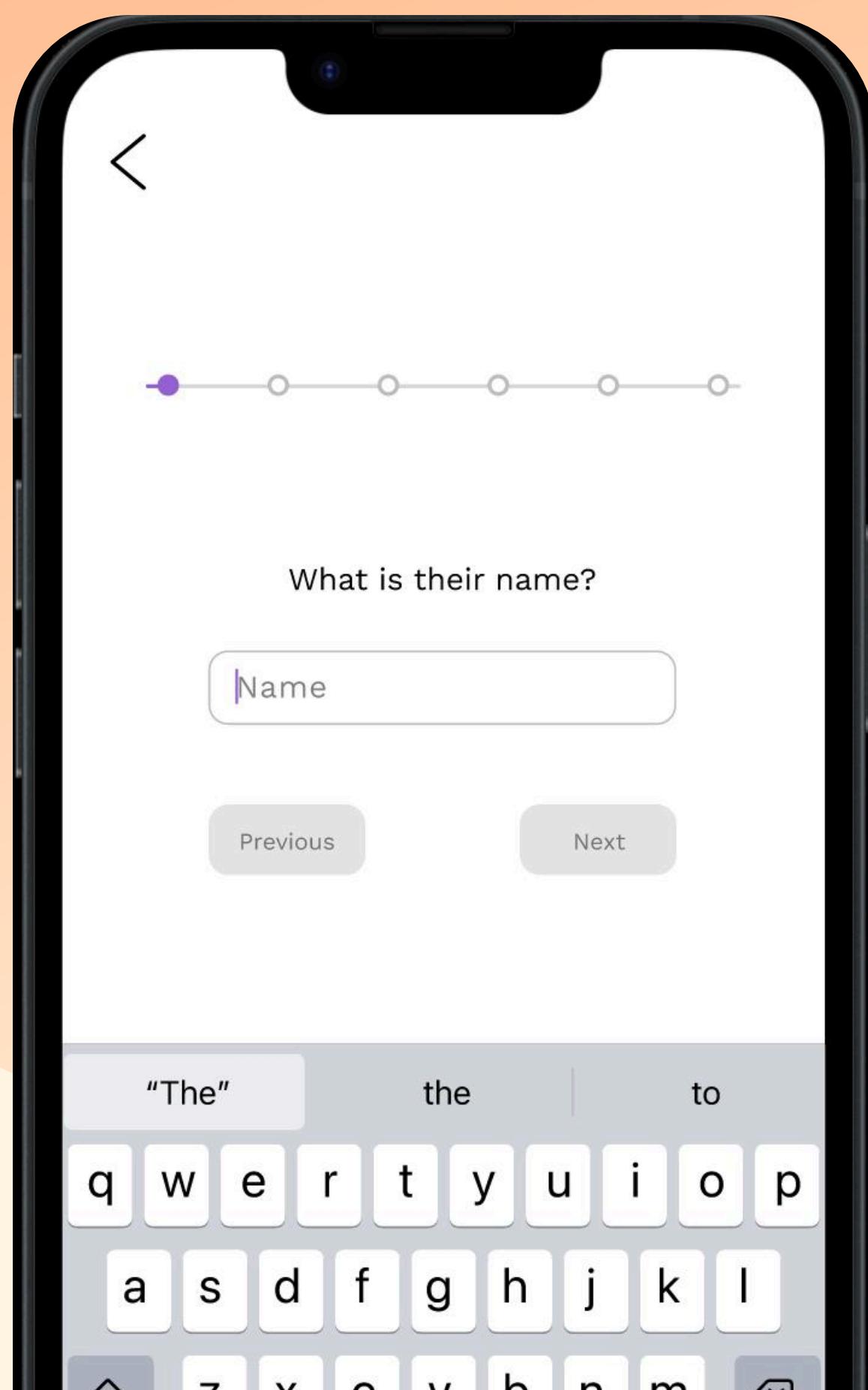
# FEEDBACK FEEDFORWARD

## DESIGN PRINCIPALS

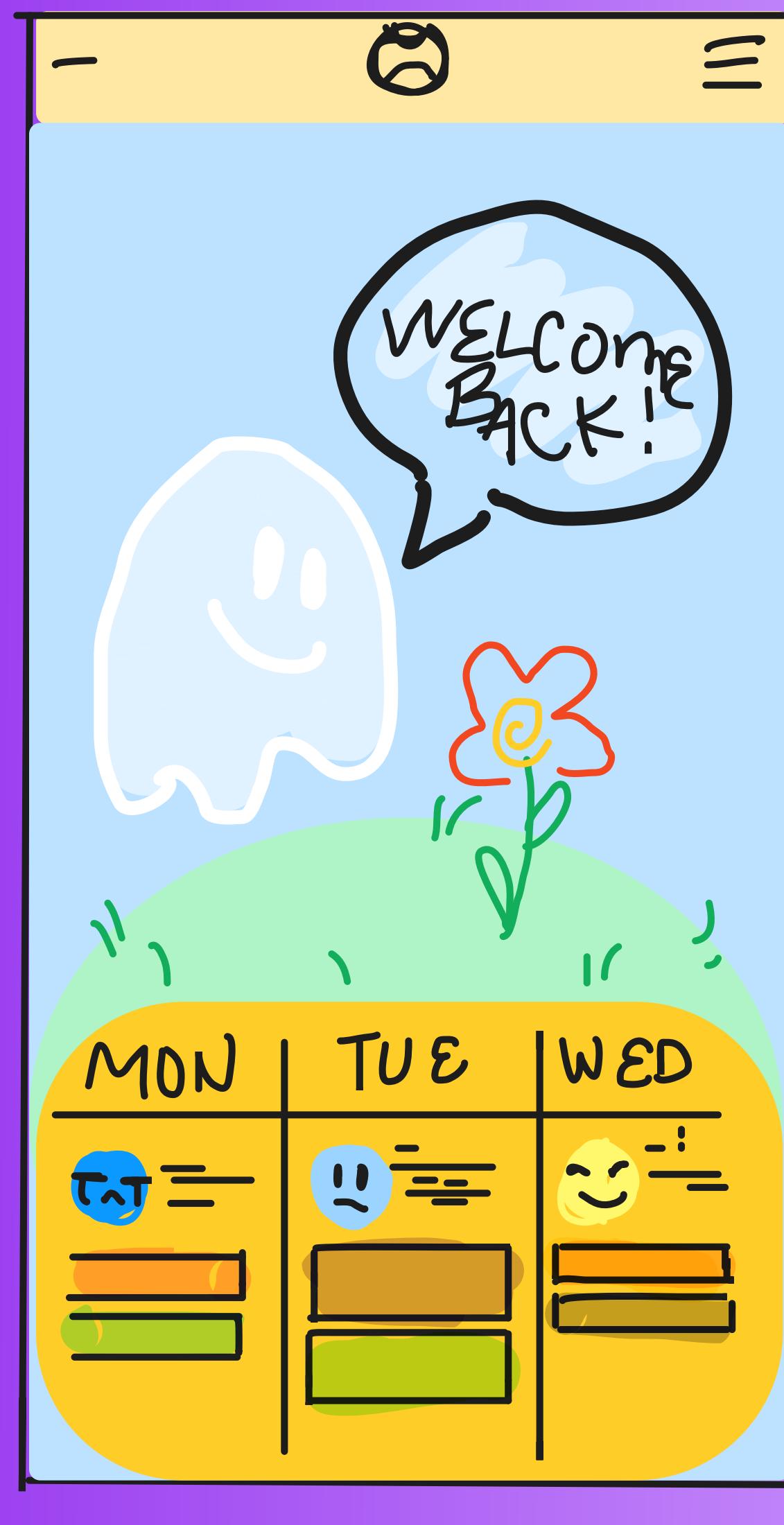


# PROGRESSION

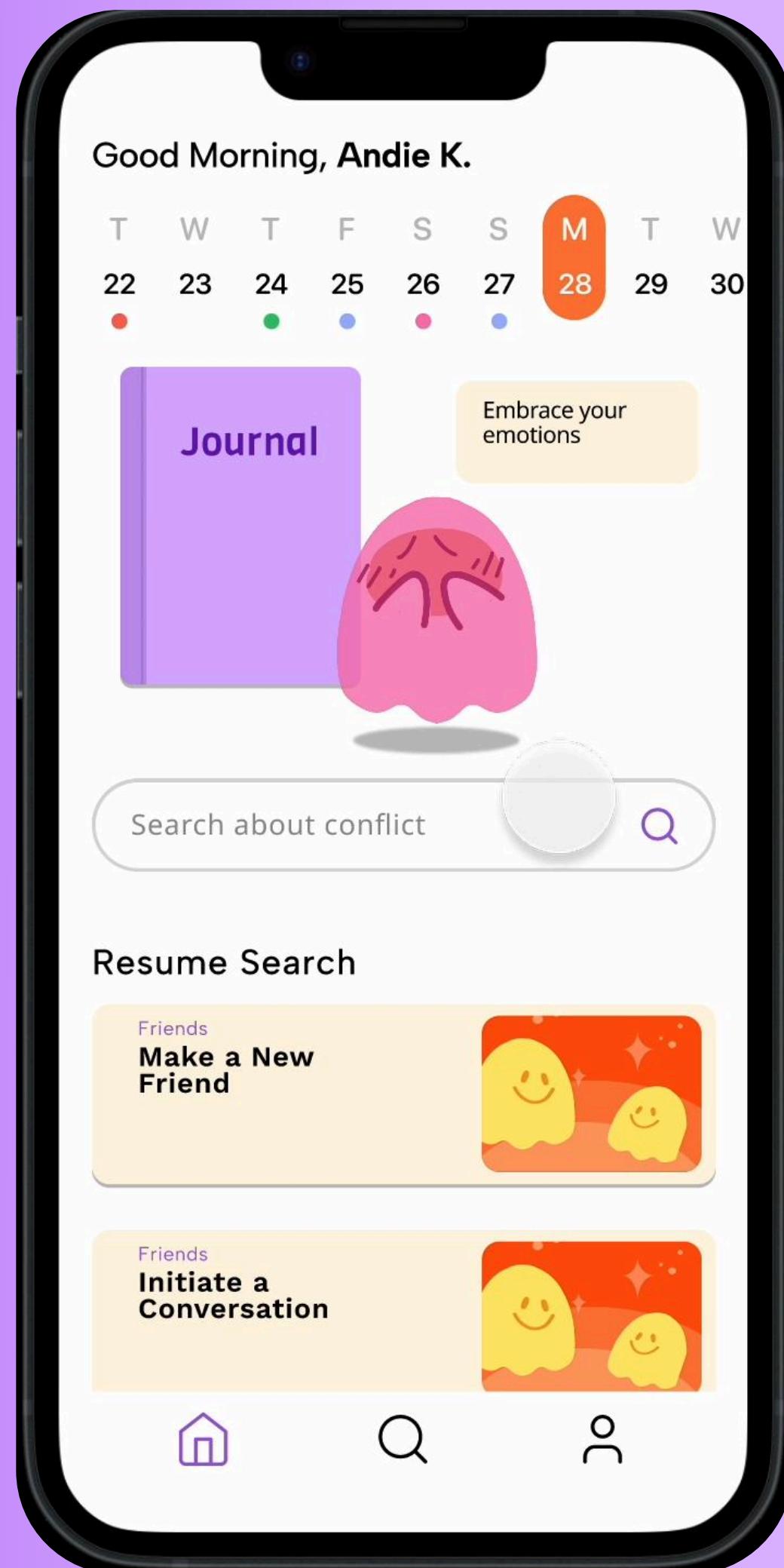
## DESIGN PRINCIPALS



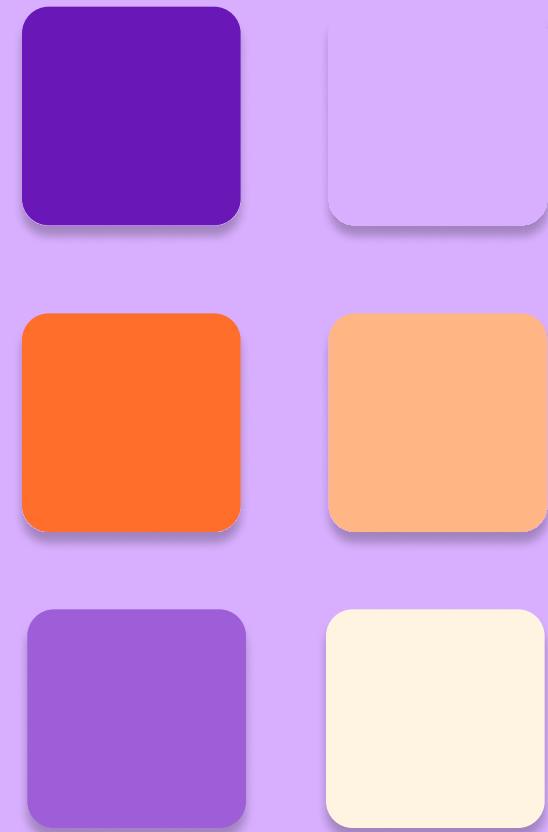
# DESIGN RATIONAL



Before



After



## Simplicity

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

## Color scheme

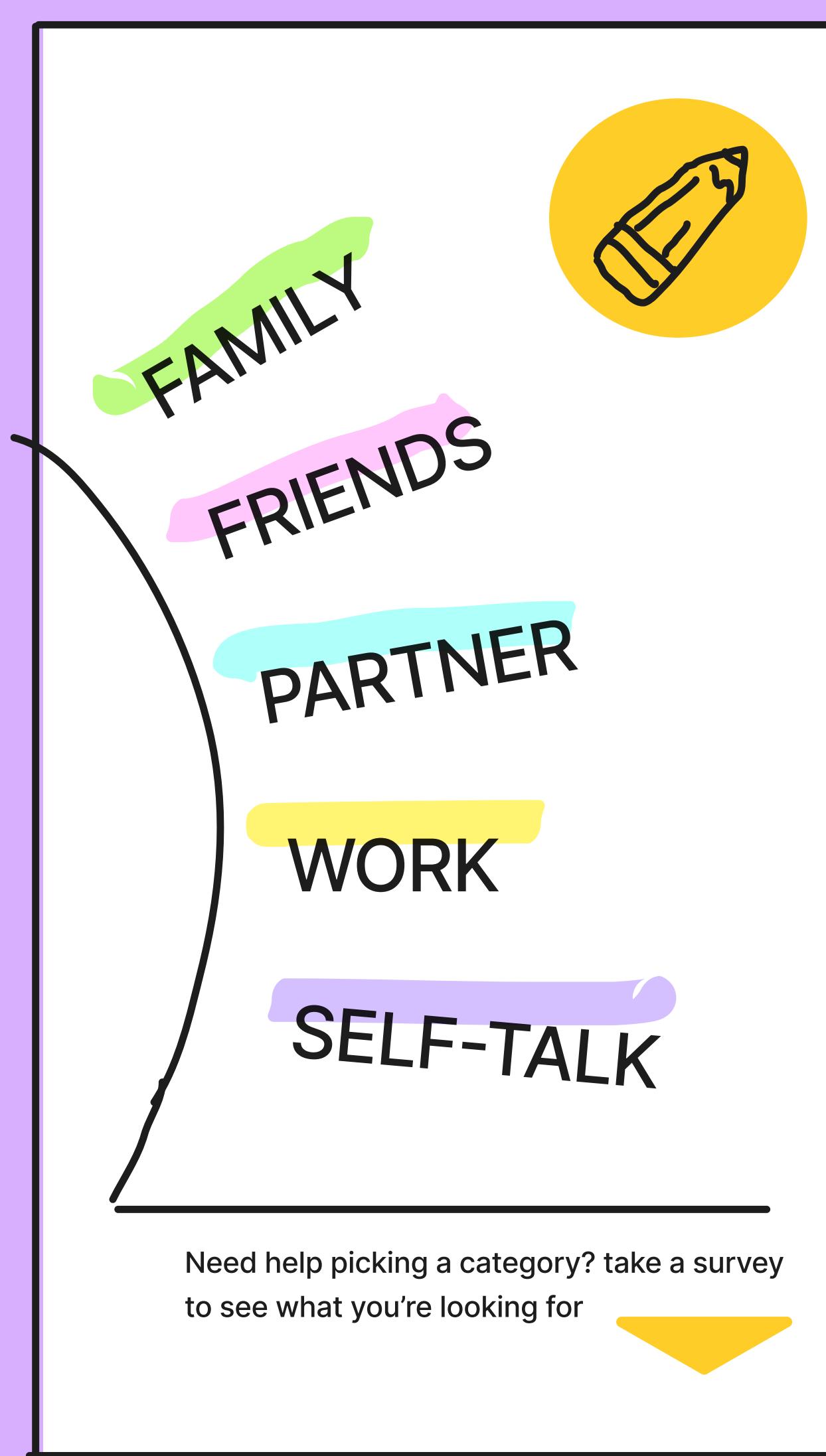
With delight in mind...

## Characters

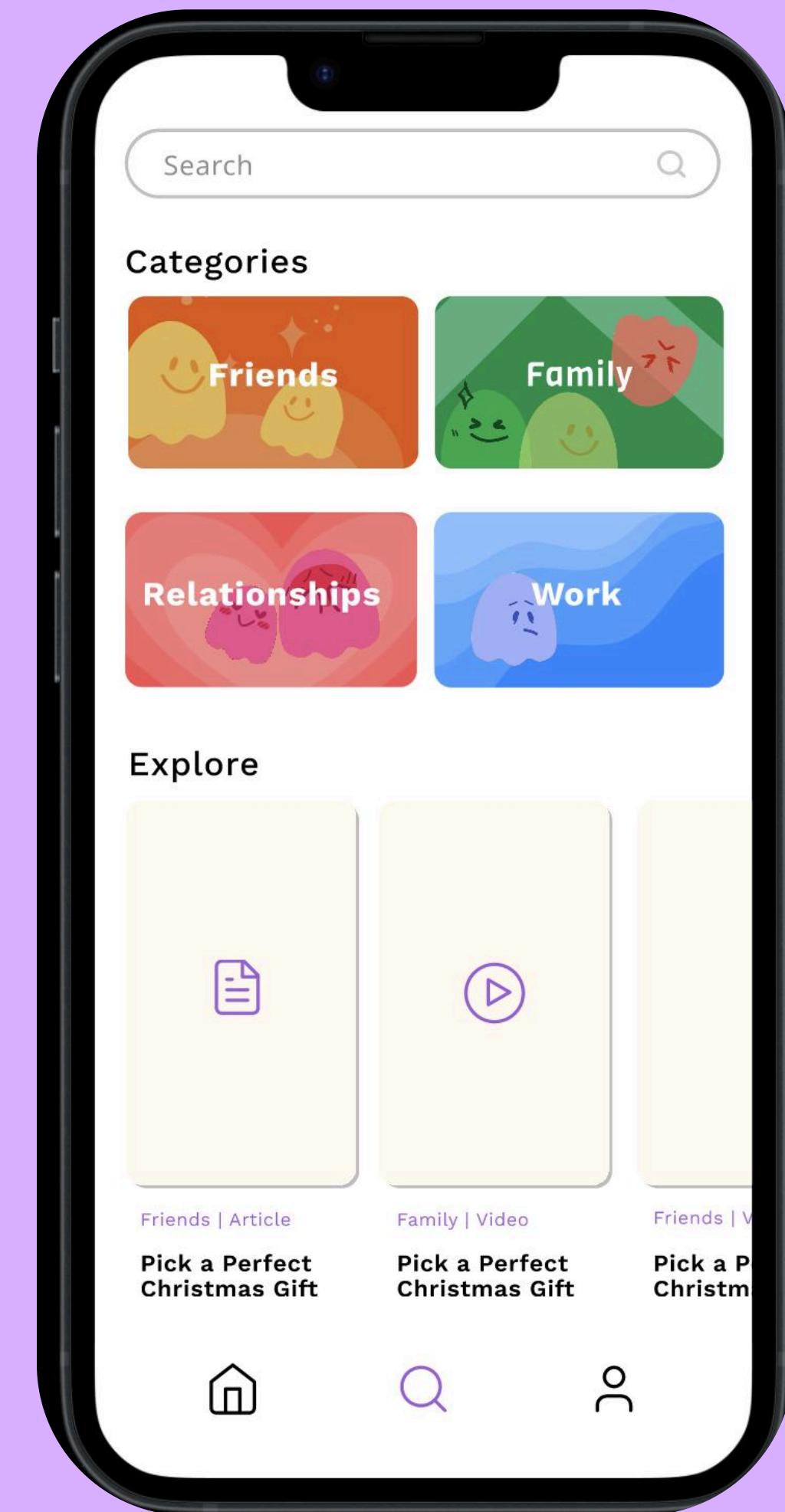
Customization and comfort are top priority



# 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.

