

# mellow



## A Mental Health App

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Web and UI Motion Design  
by: Lauren Vik

# PROJECT SCOPE

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To design a mental health app that provides users with a variety of different tools and techniques that can help them to manage stress and anxiety including...

- ▶ **Breathing exercises**
- ▶ **Health tracking**
- ▶ **Podcasts**

# GOALS & OBJECTIVE

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## GOALS

- ▶ **Simple, calming, visually appealing design**
- ▶ **Easy to use and understand**
- ▶ **Clear navigation**
- ▶ **Enjoyable user experience so that users will want to continue using the app**

## OBJECTIVE

To help users become more aware of their health and become healthier, help them learn to control their breathing, reduce negative thoughts

# QUESTIONNAIRES

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## QUESTION #1

What are some things you usually do to cope when feeling stressed or anxious?

## MOST VOTED ANSWERS

- ▶ **Exercising, going for a walk**
- ▶ **Breathing exercises**
- ▶ **Listening to music/podcasts**



# QUESTIONNAIRES

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## QUESTION #2

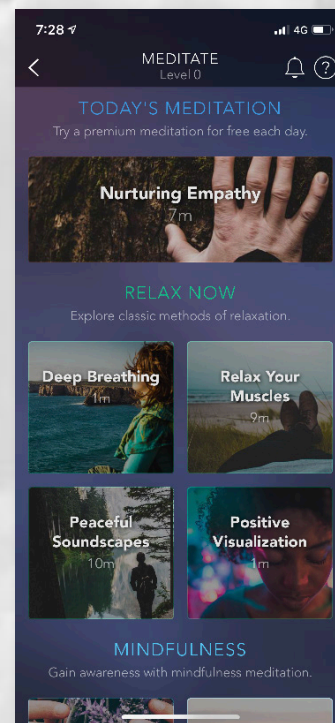
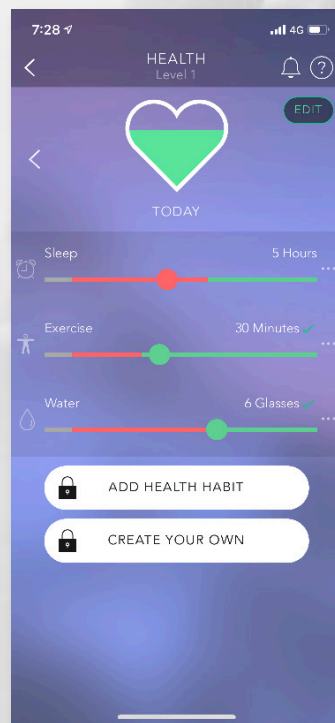
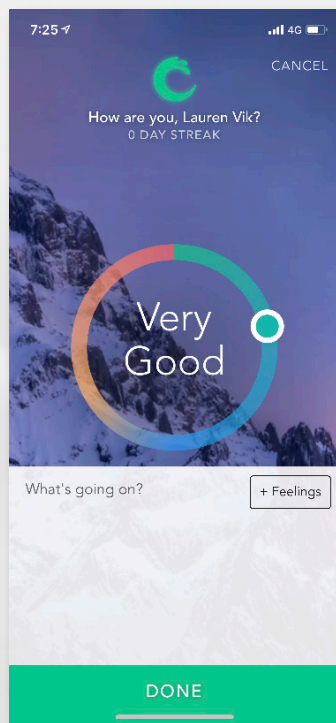
What are 2 main things you would use this app for in order to manage stress/anxiety?

## MOST VOTED ANSWERS

- ▶ Learning different meditation strategies
- ▶ A way to record and check the progress of my health
- ▶ Setting up daily personal goals and completing challenges

# COMPETITIVE ANALYSIS

pacifica

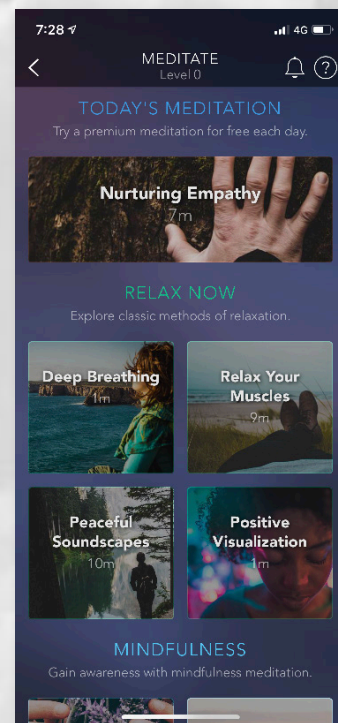
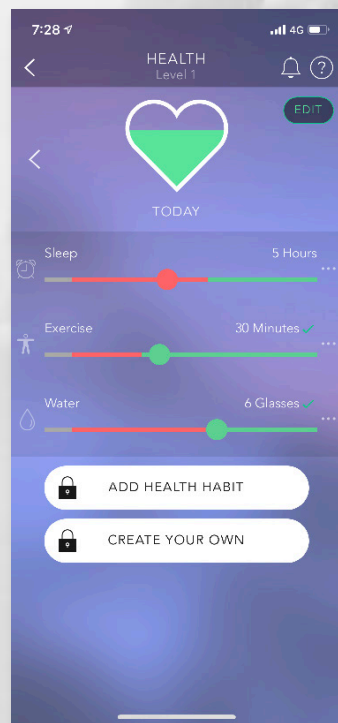
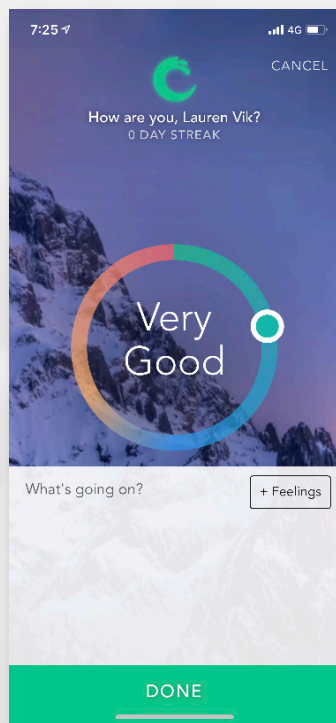


## STRENGTHS

1. Mood & Health Tracker
2. Guided activities and challenges to manage stress and anxiety
3. Ability to share mental health data with therapist
4. Ability to thoroughly analyze and reframe your thoughts

# COMPETITIVE ANALYSIS

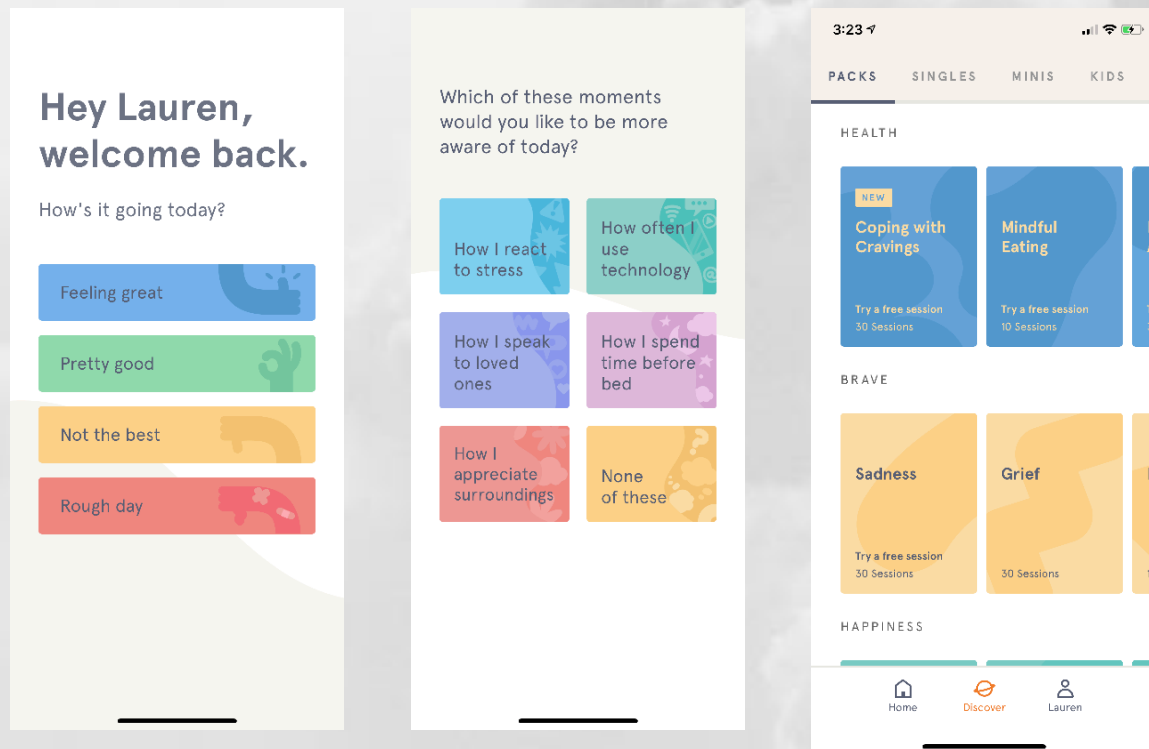
pacifica



## WEAKNESSES

1. Discover page is confusing
2. Navigation not smooth in some areas of the app
3. Unsure of what action to take in some areas of the app
4. Has good meditation features (music, narration) but not accessible to Deaf/HH people

# COMPETITIVE ANALYSIS

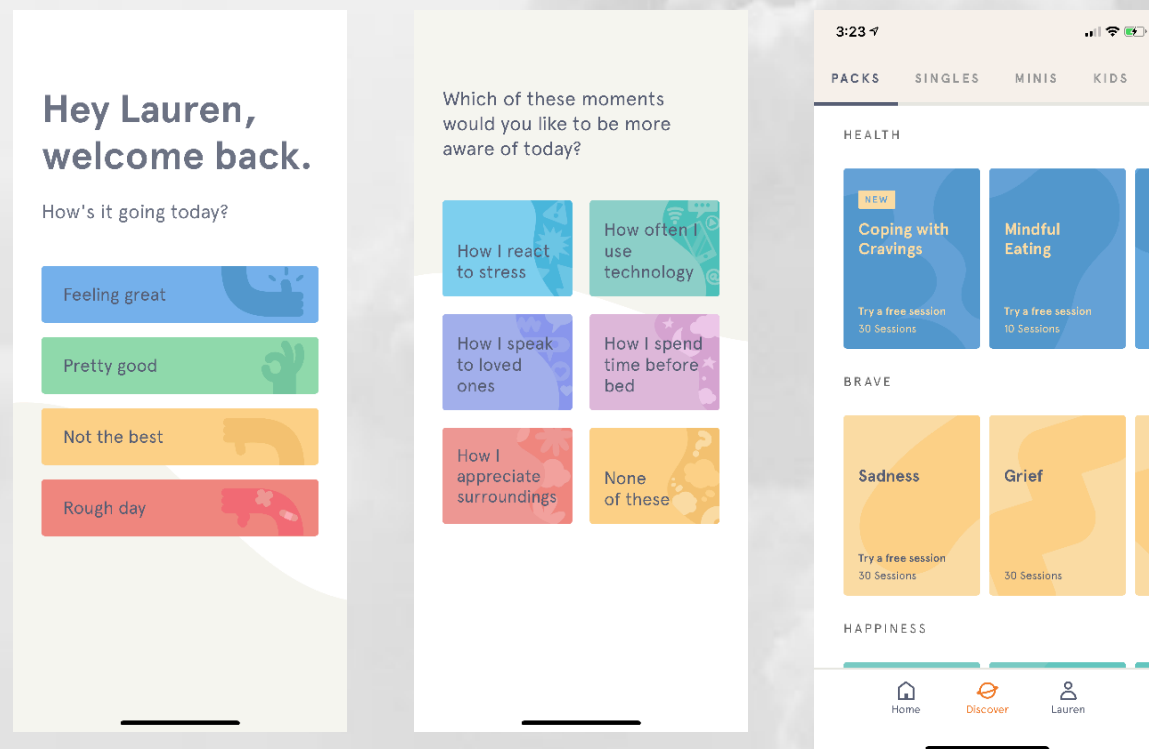


## STRENGTHS

1. Mood & Health Tracker
2. Clear and clean navigation
3. Ability to set a bedtime and get a reminder to go to bed
4. Personal profile showing how many sessions you completed or how long you meditated for



# COMPETITIVE ANALYSIS



## WEAKNESSES

1. Unsure of what action to take in some areas of the app
2. Has good meditation features (music, narration) but not accessible to Deaf/HH people



# THE BRAND NAME

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## WHY MELLOW?

The definition listed below is pretty self explanatory...

1. **make or become mellow.**

"getting older does mellow the hard edges around the anger"

*synonyms:* **relax, unwind, loosen up, de-stress**, slow down, take it easy; *informal* chill (out), **chillax**, take a chill pill, **decompress**

"you need to mellow out"

# LOGO IDEATION

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# LOGO IDEATION

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MELLOW

Moon Bold

*mellow*

Actonia

**mellow**

Gotham Bold

**mellow**

Moon Bold

**mellow**

KG Happy Solid

**mellow**

Montserrat Semibold

**mellow**

Oduda Bold

**mellow**

DIN Alternate Bold

# LOGO IDEATION

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**mellow**

Montserrat Semibold

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# TYPE STUDIES

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## **Myriad Pro Regular**

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## **Univers 55 Roman**

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## **Roboto Regular**

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# TYPE STUDIES

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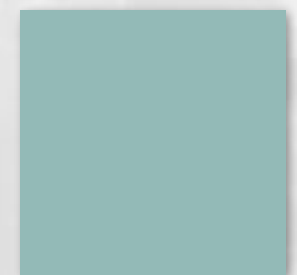
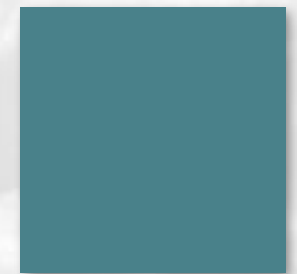
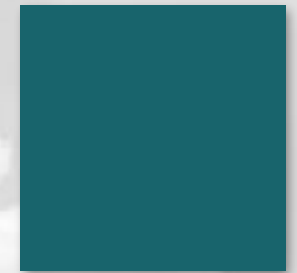
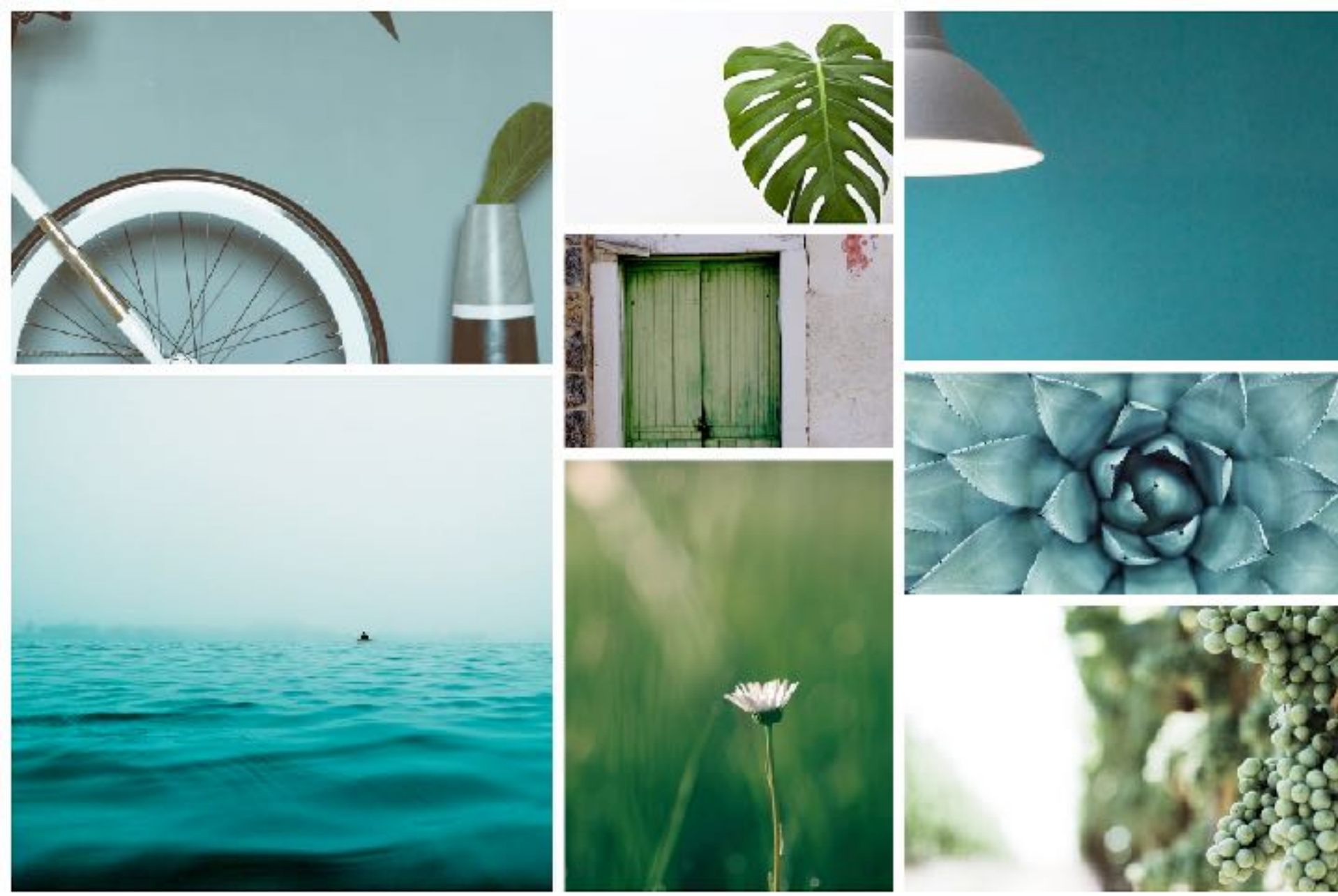
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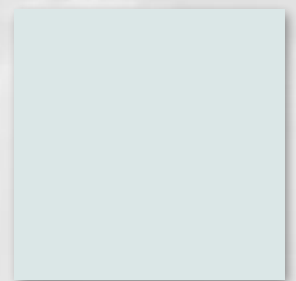
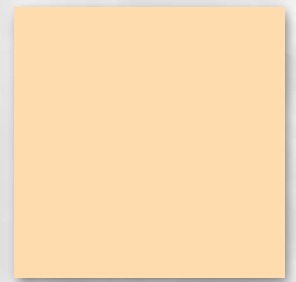
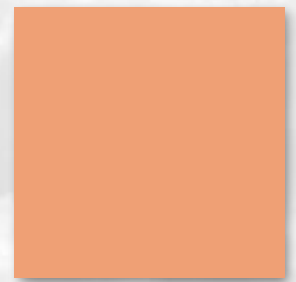
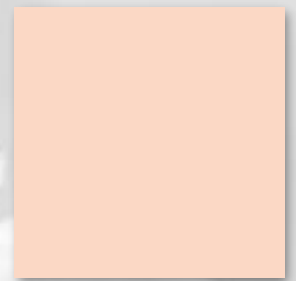
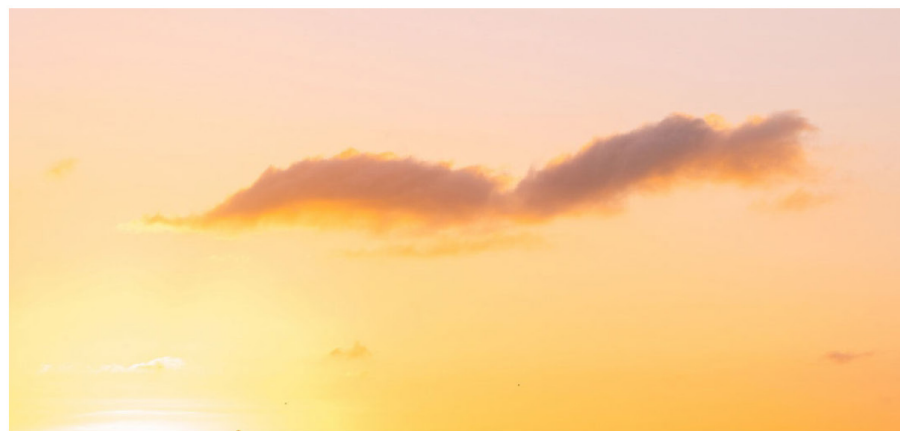
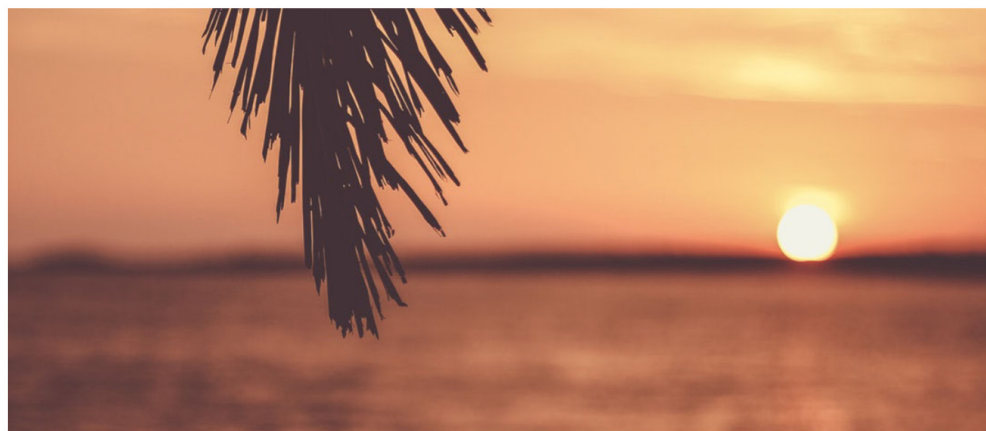
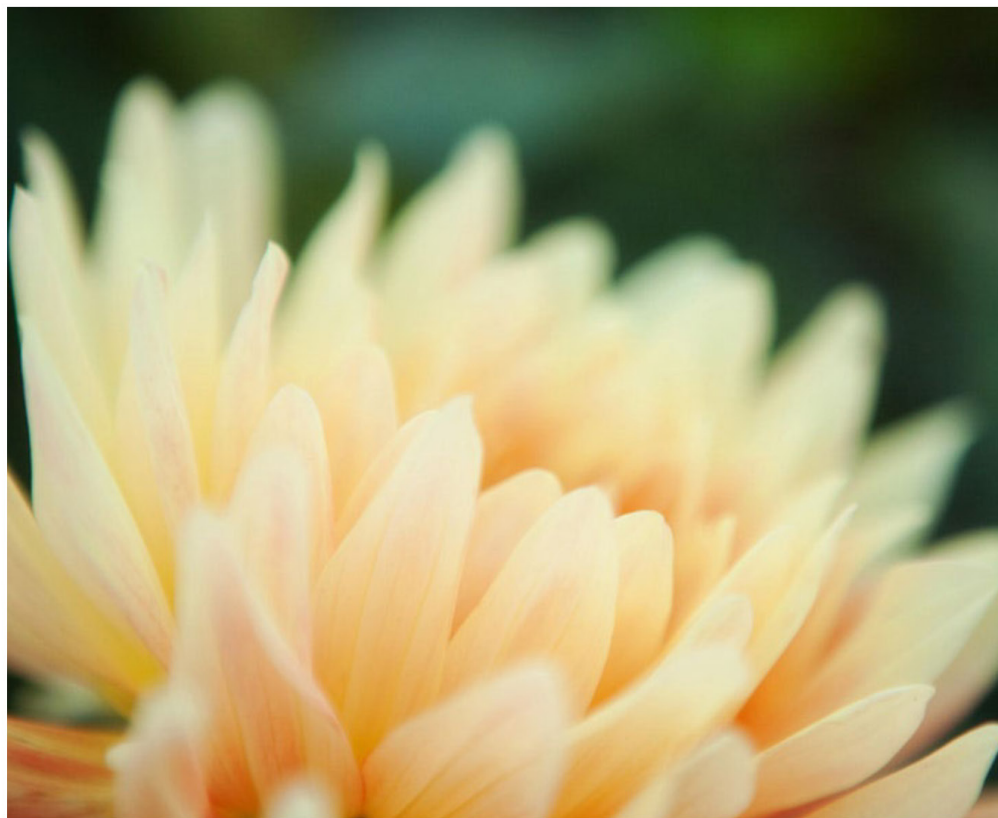
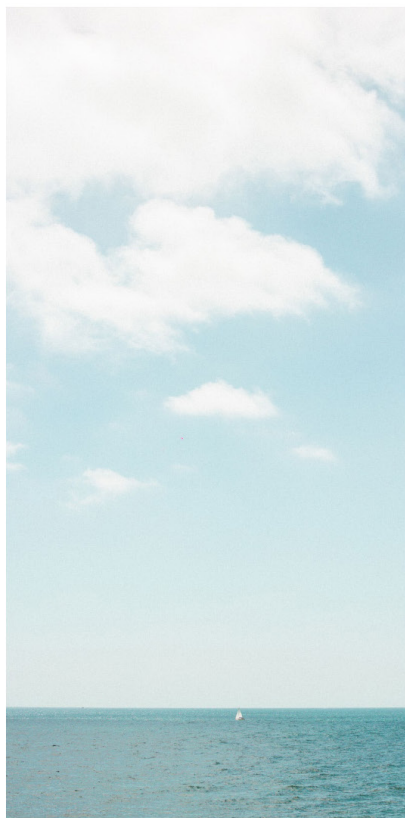
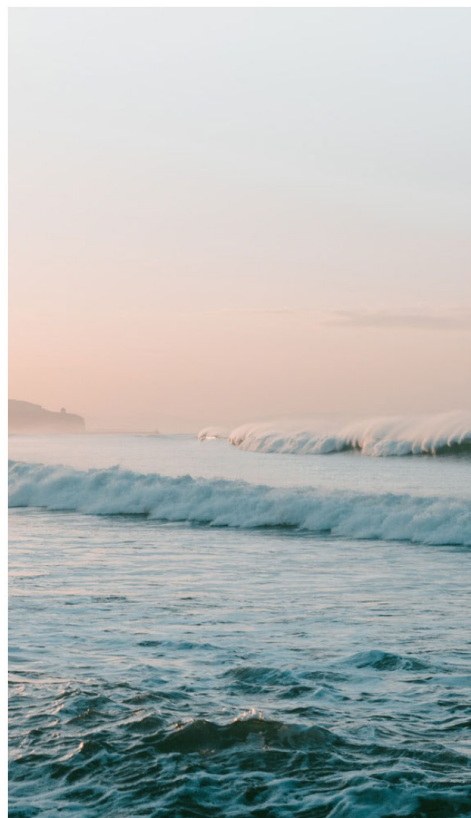
# MOODBOARD & COLOR PALETTES





# MOODBOARD & COLOR PALETTES

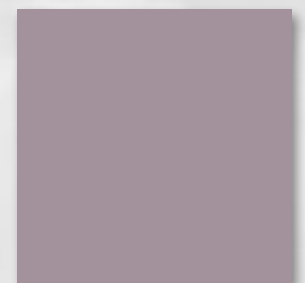
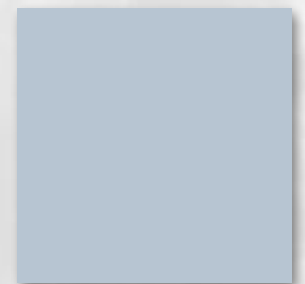
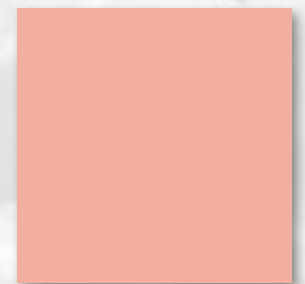
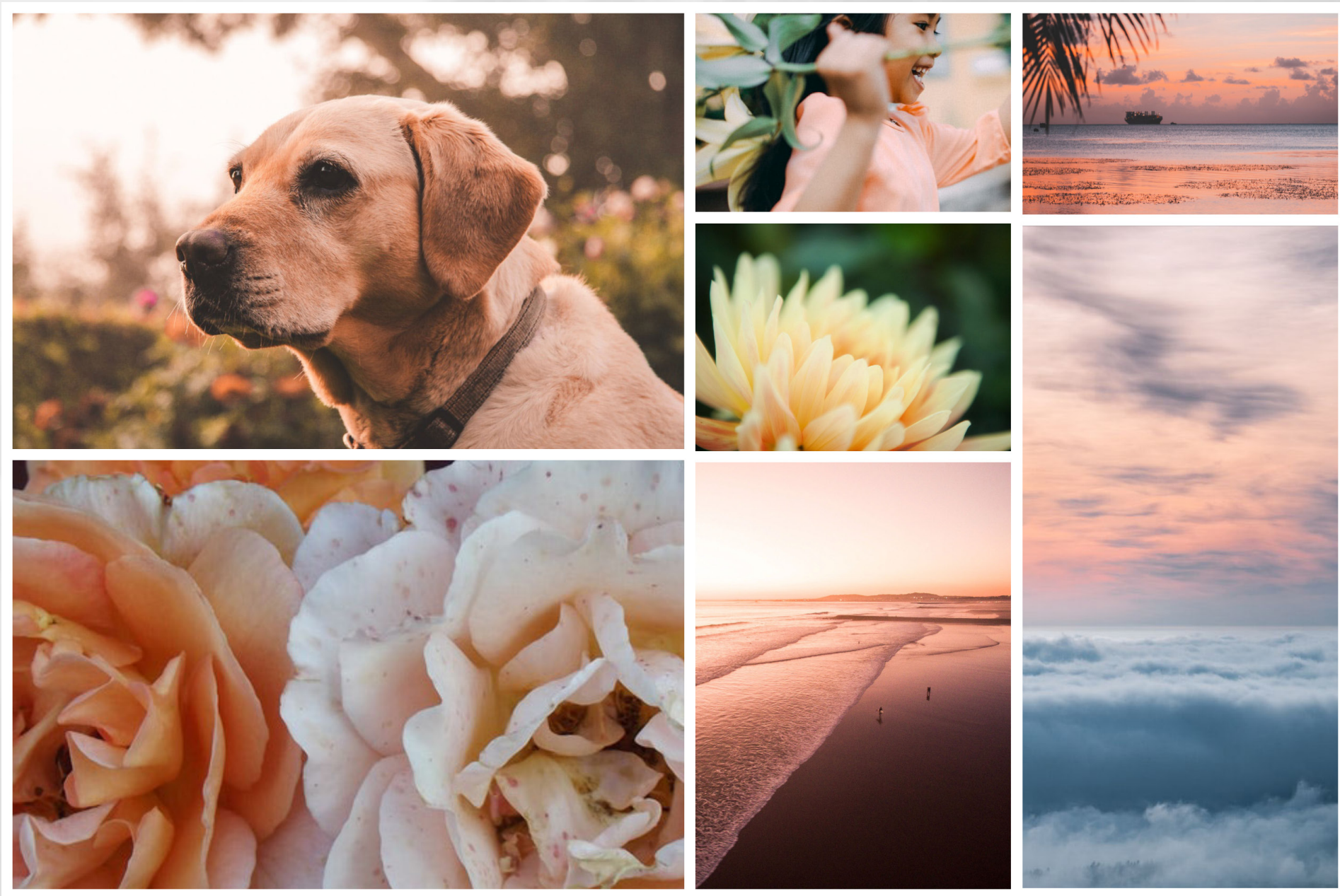
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# MOODBOARD & COLOR PALETTES

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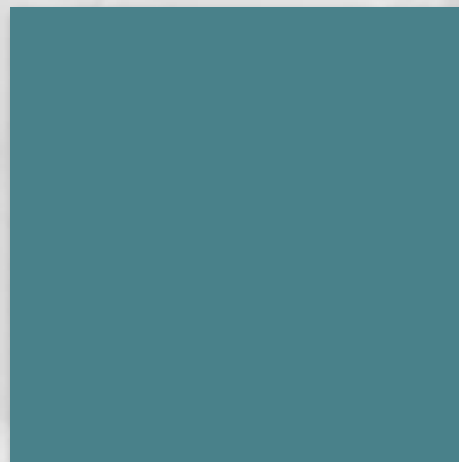
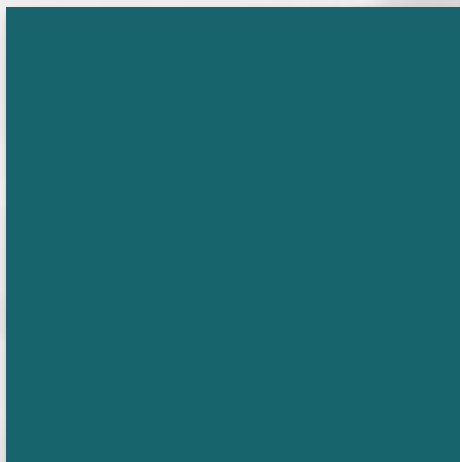


# CHOSEN COLOR PALETTE

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## BLUE

*Calmness, serenity, stability*



## GREEN

*Tranquility, health, good luck*



# KATHRYN LEE



## Kathryn Lee

“ There’s nothing like cuddling up in bed reading your favorite novel after a long, stressful day... ”

**Age & Ethnicity:** 21, Asian

**Bio:** Lives in Portland, Oregon. Goes to college full time and is studying Anthropology. Loves creating cute things in her free time to sell in her Etsy shop.

**Hobbies:** Art, reading books at the local park, going for walks, listening to inspirational podcasts.



### Goals & Wants:

- Wants an app where she can record and check the progress of her mood and health
- Wants to stop worrying and overthinking about every little thing
- An app where she can find podcasts and like and save them for later
- A feature in the app where she can draw

### Frustrations:

- Too many steps overwhelm her
- Gets frustrated if something doesn't go the way she expected or wanted it to
- When she can't listen to podcasts in places with no WiFi

### WHAT SHE FEELS

- Panic when things start to go wrong and struggles calming down
- Overwhelmed when she has too much to do and can't figure out which to do first
- Anxiety when she needs to give a presentation or talking to new people

### WHAT SHE THINKS

- She thinks that keeping track of her health and mood would be really helpful in seeing what areas she can improve on
- She thinks that drawing and crafting really helps to take her mind off of things when she's stressed
- She thinks that listening to podcasts every day can have a significant positive impact on peoples' lives

### WHAT SHE DOES

- Tries to listen to at least one podcast a day on Spotify
- Tends to procrastinate when she has too much work to do
- Her anxiety gets bad sometimes to the point where it's hard for her to control her breathing so she panicks

### WHAT SHE SAYS

- "I can't decide what to do first! There's just so many things I have to do - I'm so overwhelmed"
- "I really don't want to present...I'm going to lose my train of thought and everyone will laugh at me!"
- "I need to remind myself to go to the gym and drink water more...a gentle nudge would be helpful"

# JACOB GRIFFIN



## Jacob Griffin

“ Sometimes I'll get in my jeep, drive down the PCH and play some soothing tunes to get my mind off things... ”

**Age & Ethnicity:** 23, African American

**Bio:** Lives in Santa Monica, California. Is a full time college student studying communications. Works with special needs kids two times a week.

**Hobbies:** Volunteering, kayaking, going on road trips in his jeep, spending time with his family and friends.

Tech Savvy



Social Media



Software



### Goals & Wants:

- To be more in touch with his emotions
- To develop a more positive mindset
- Wants an app where he can set up daily goals that will motivate him to complete them
- Wants an app where you can apply filters that will easily find what he's looking for

### Frustrations:

- Doesn't like apps where there's a lot of reading involved – prefers getting to the point quickly
- Social media – thinks it is too much of a distraction but rarely uses Facebook to connect with loved ones

### WHAT HE FEELS

- Stress from working too hard and not having enough time to relax
- Exhausted after a long day of back to back classes with no break in between
- Worried about letting down his special needs kids by being distracted thinking of all the things he needs to do for school

### WHAT HE THINKS

- He thinks the best way for him to truly relax and/or focus is to listen to soothing music
- He thinks that he is too negative sometimes and it really puts a toll on his mood
- He thinks that setting up goals and being challenged to do them helps increase motivation

### WHAT HE DOES

- Works for hours straight on homework with no break
- Tells himself that he isn't capable of doing things correctly
- Gets upset with other people when they try to distract him from his work

### WHAT HE SAYS

- "It would be helpful to set up a notification alerting me how much time I have left to complete a task or goal"
- "I really need to stop thinking so negative...how can I learn to be more positive?"
- "I need to learn how to relax my mind and control my thoughts and feelings"

# ABIGAIL MOORE



## Abigail Moore

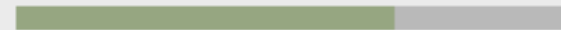
“ Going to school in the city is amazing, but some days it can be too overwhelming and I just want some peace and quiet! ”

**Age & Ethnicity:** 23, Caucasian

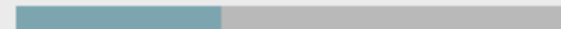
**Bio:** Lives in Manhattan, New York. She is studying Interior Design as a full time student. Loves exploring the city and getting inspiration for her class projects.

**Hobbies:** Traveling, finding healthy recipes for cooking, journaling, going jogging through Central Park.

Tech Savvy



Social Media



Software



### Goals & Wants:

- An app that has captions for spoken podcasts and stories since she is hard of hearing
- To be able to write down her feelings and thoughts in the app
- Wants to reduce her anxiety from living in such a fast paced environment

### Frustrations:

- Struggles understanding spoken podcasts that most apps have due to her hearing
- Doesn't like overly complex navigation

### WHAT SHE FEELS

- Stress when she has more than one project due in the same week
- Completely exhausted and drained energy from not sleeping well
- Anxiety from living in a big city and taking public transportation to school makes her really nervous

### WHAT SHE THINKS

- She thinks that journaling is an amazing way to vent and relieve stress
- She thinks the city can be a distracting place for her sometimes that it keeps her from focusing on school
- She thinks that podcasts could be really beneficial for her if they were captioned somehow

### WHAT SHE DOES

- Pulls all nighters working on a project
- Takes naps when she gets home from school after pulling an all nighter the night before
- Forgets to take breaks

### WHAT SHE SAYS

- "There are some really amazing podcasts in these apps but I can't understand them! Where are the captions?"
- "I sometimes get so busy that I forget to take the time to journal...it would be nice to have some sort of a reminder"
- "I need to stop getting distracted and losing focus"
- "I'm so exhausted...I need to take a nap when I get home but if I do that then I won't be able to sleep and will be up all night again working on homework"



# USER SCENARIO

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## Before

Kathryn Lee is a 21 year old full time college student studying Anthropology in Portland, Oregon who often experiences stress and anxiety during her time at the university. When she gets stressed out or anxious, she often has trouble controlling her breathing. She tries to do her own breathing exercises but finds it hard to do them at the right pace. She is not the most motivated/organized person so she often loses track of her goals and doesn't complete them. Also, she loves listening to podcasts but has wanted to have the option to turn on captions for them if she can't understand them. She looks through the app store in search of an app that will help her manage her stress/anxiety – an app that can allow her to record and track their mood and health, learn breathing techniques and listen to calming podcasts with captions that will help her relax. She comes across the Mellow app and downloads it.

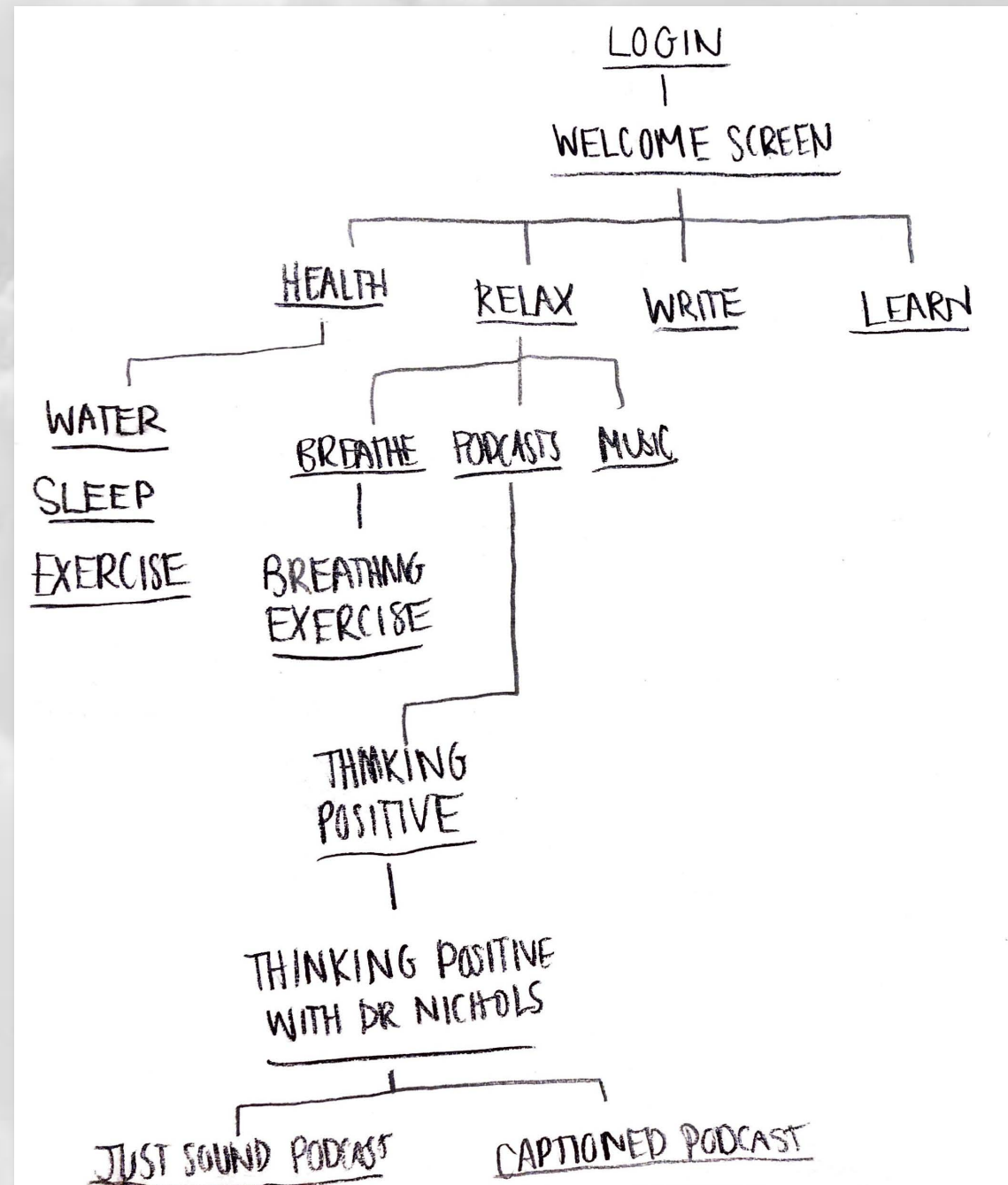
## During

Kathryn logs into the Mellow app almost every day and records her mood each day, as well as setting up and recording her health goals. Over time she starts to see which goals she has not been completing lately – whether it be sleep, exercise, or drinking enough water. Seeing this progress makes her realize she isn't as healthy as she should be and it motivates her to reach her goals. She slowly but surely starts reaching her goals of getting 8 hours of sleep every night, drinking 6 glasses of water every day, and getting at least 1 hour of exercise in every 3 days. Whenever she finds it hard to breathe from stress or anxiety, she takes use of the different breathing exercises in the app and slowly starts to figure out which one is the best one for her. She also starts listening to different podcasts in the app almost every day and finds the captions really helpful – she listens to an inspiring podcast every morning that helps influence her to think more positive, and listens to a calming podcast each night that helps her fall asleep.

## After

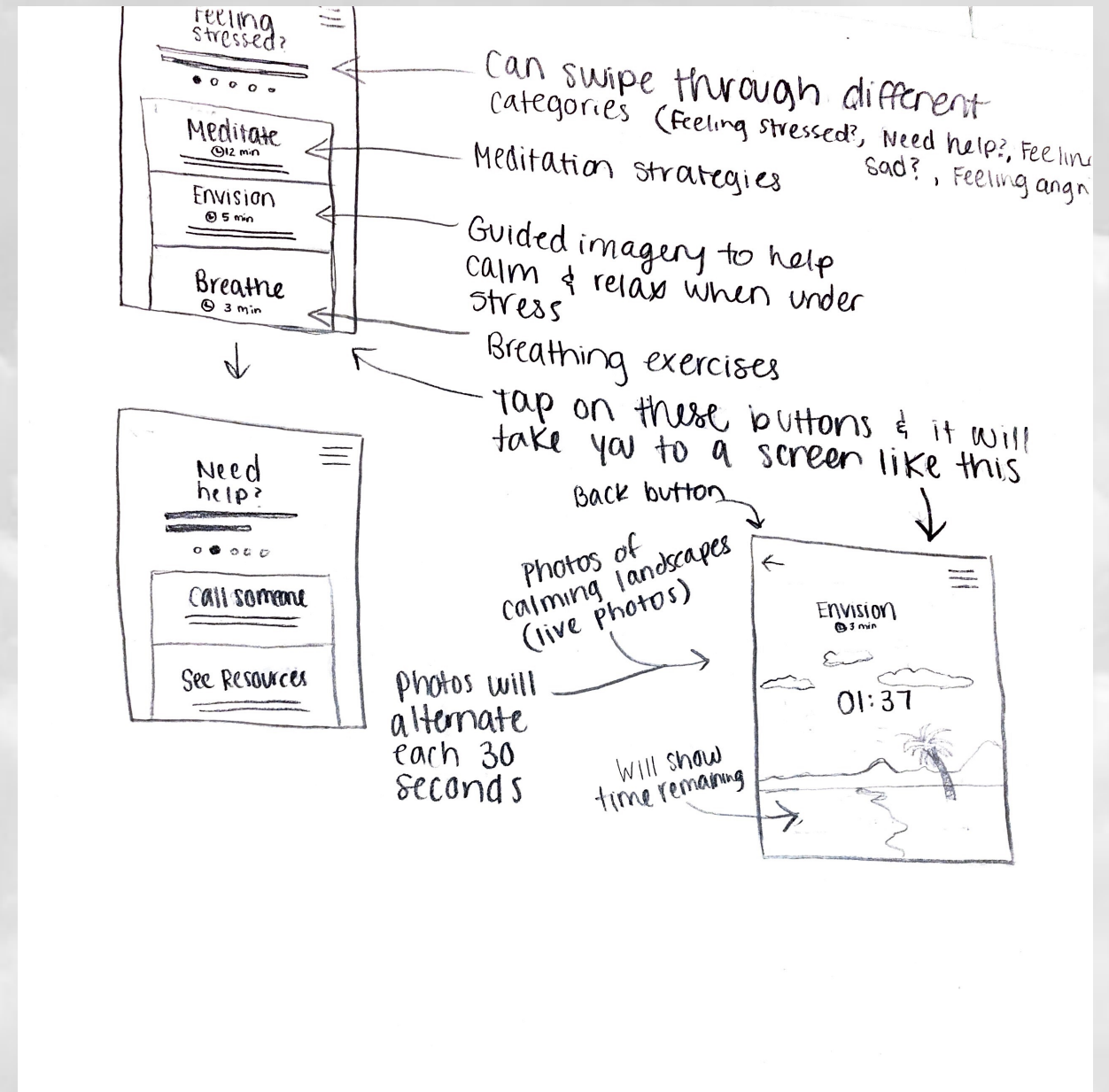
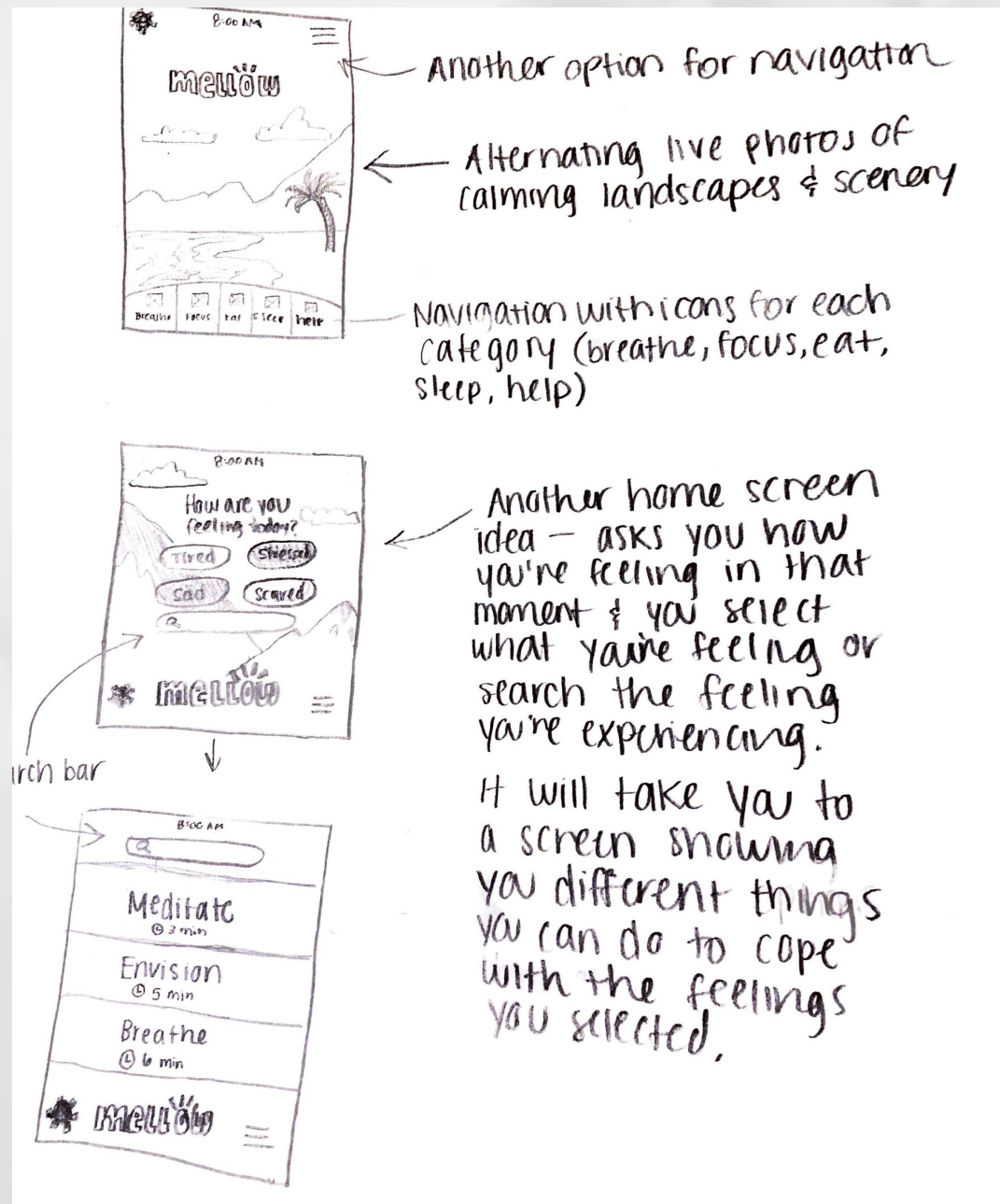
Kathryn feels much more in control of her breathing now that she has learned how to do breathing exercises through the app. Her stress and anxiety has very much reduced since using the app – she has noticed a spike in her motivation and an improvement when it comes to setting goals for her health and keeping track of the goals and completing them, and the podcasts in the app have had a huge effect on many aspects of her life from having more positive thoughts, becoming healthier, helping her fall asleep, etc. She recommends this app to many of her college friends who are going through similar issues.

# FLOWCHART





# APP SKETCHES



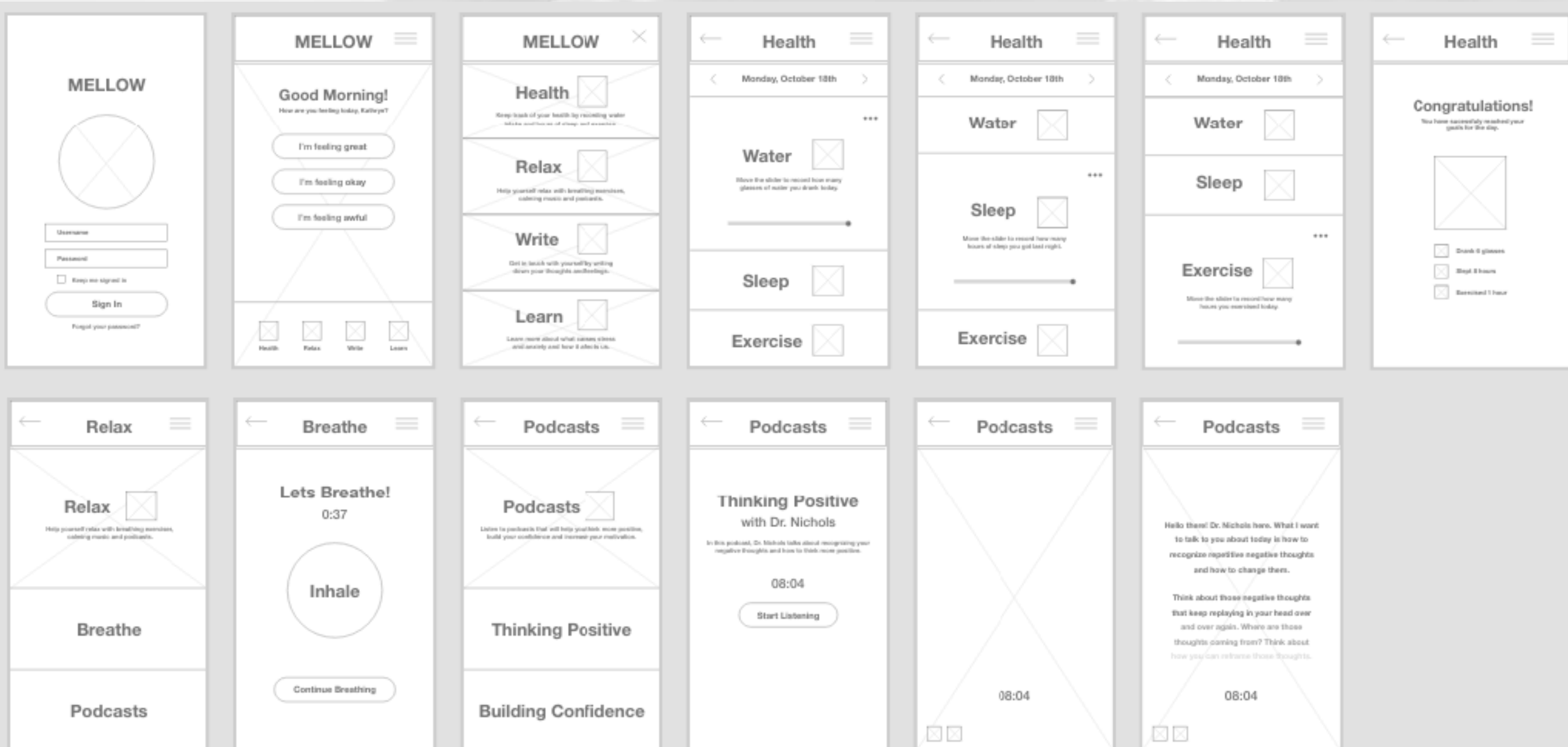


# PAPER PROTOTYPES





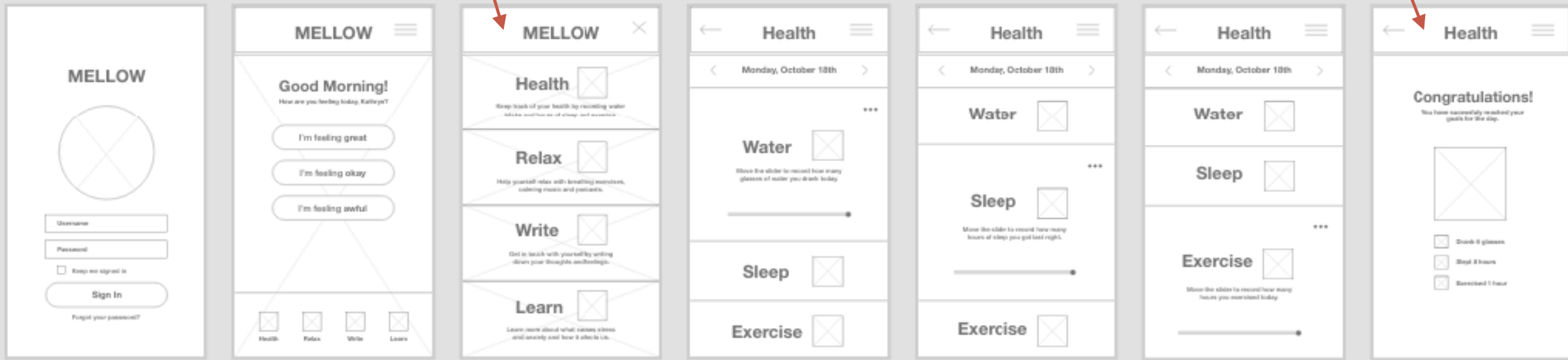
# WIREFRAMES



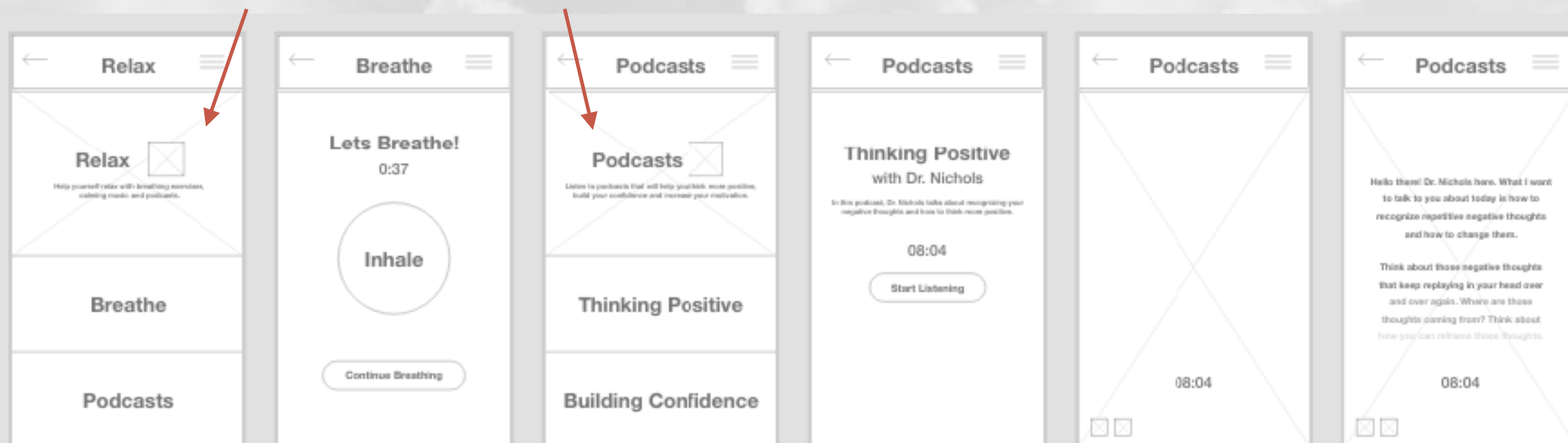
# USER FEEDBACK

Get rid of bar with logo on drop down main menu

Make this a pop up screen - get rid of bar and add "X" at top right corner



Icons and descriptions aren't necessary



# WIREFRAMES - USER FEEDBACK

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## POSITIVES

- ▶ **Users said the app and transitions from each screen flowed very nicely**
- ▶ **Users were able to easily understand each feature (health tracker, breathing exercises) and how they work**
- ▶ **People really liked the Health Tracker feature with the slider to input info**

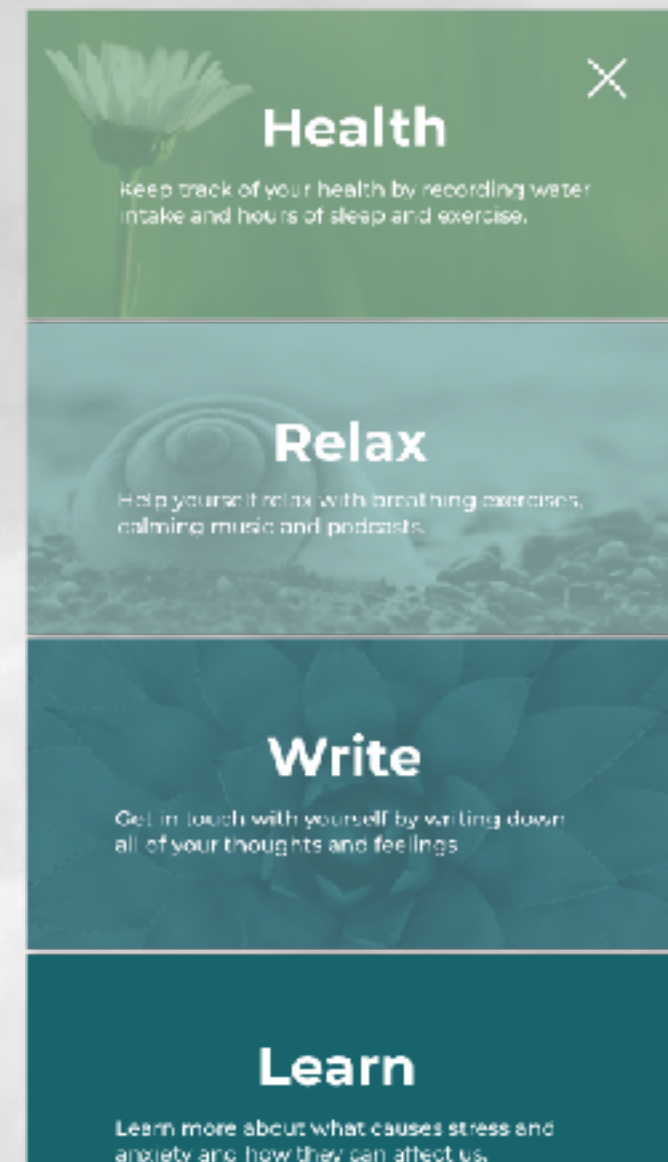
# FINAL APP PROTOTYPE

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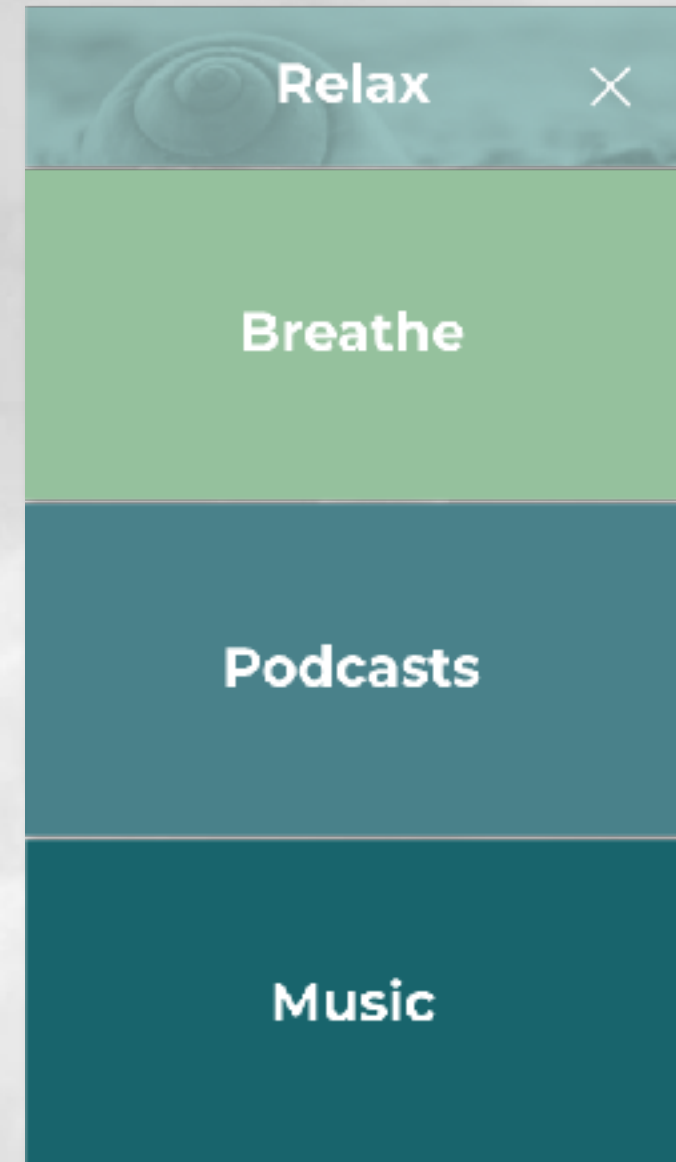
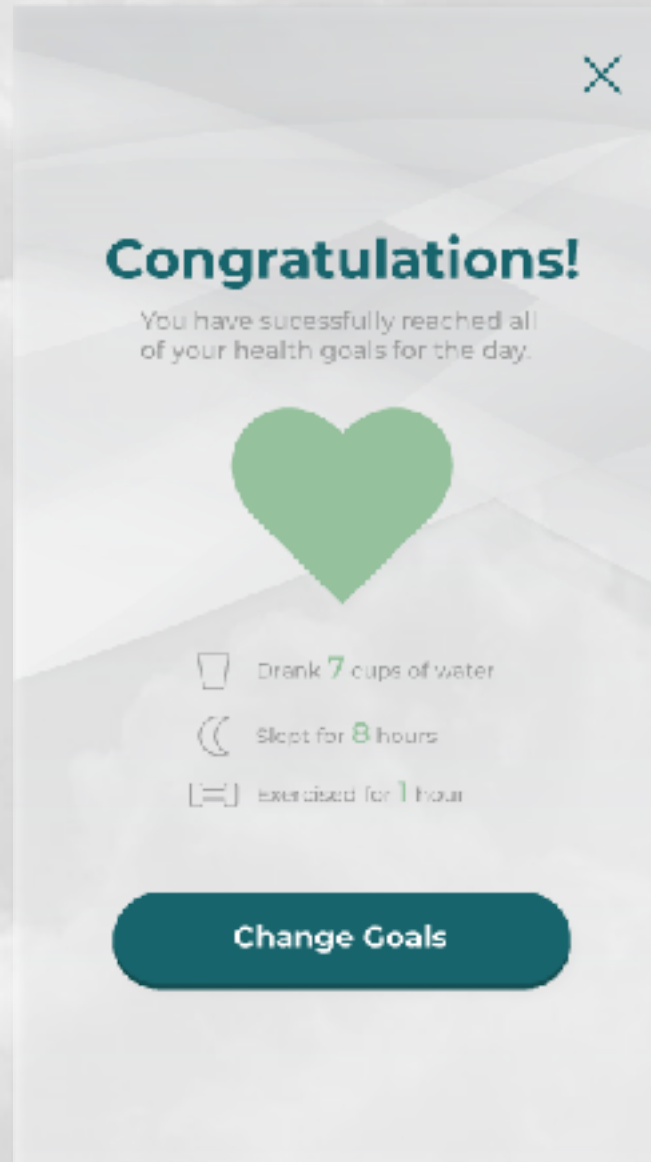
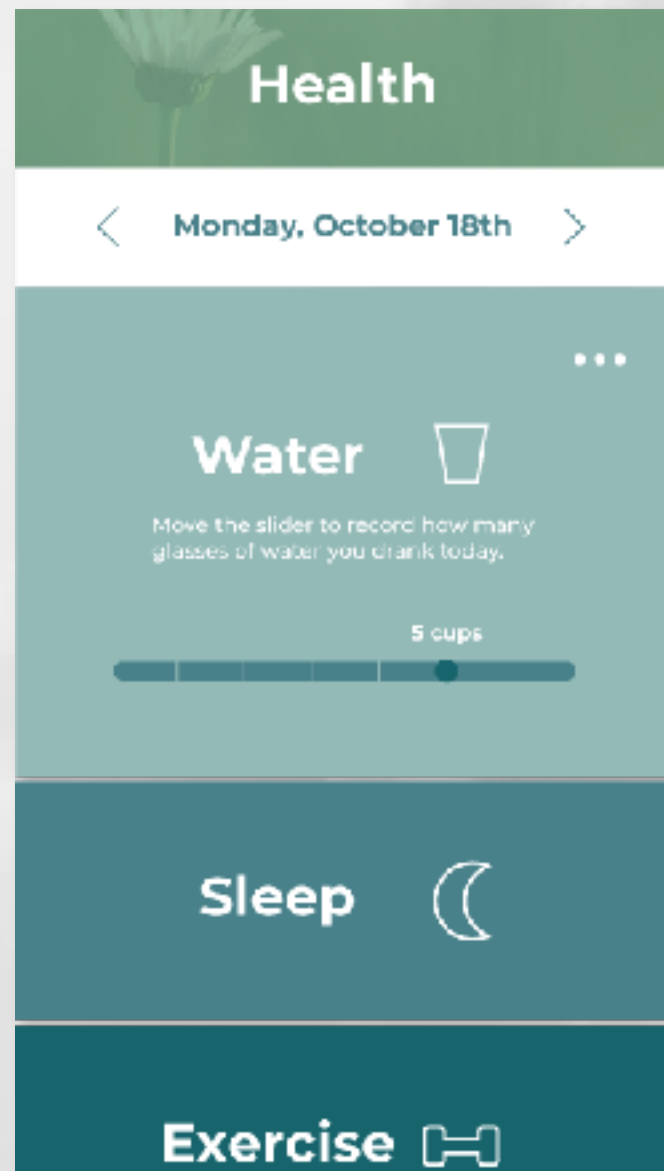




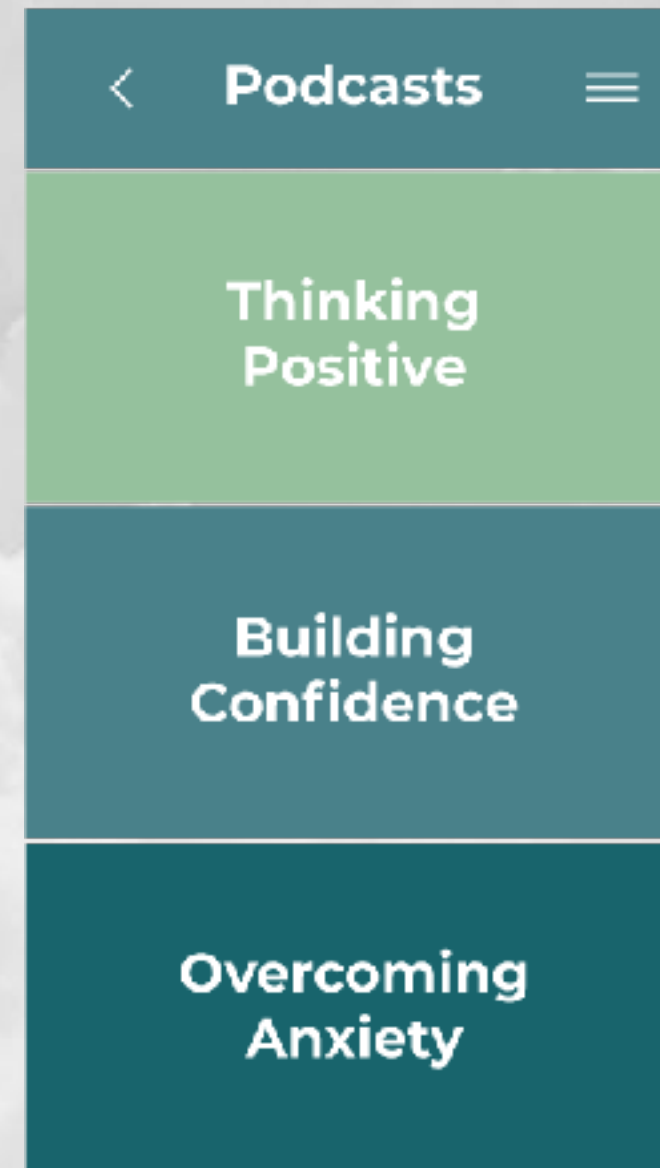
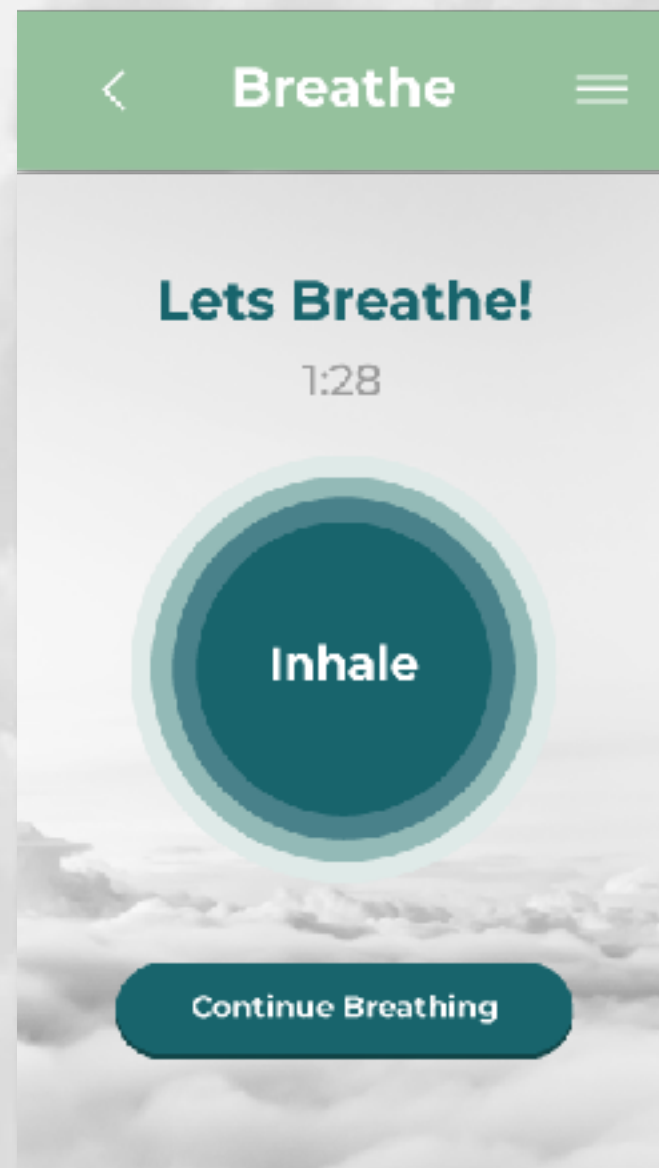
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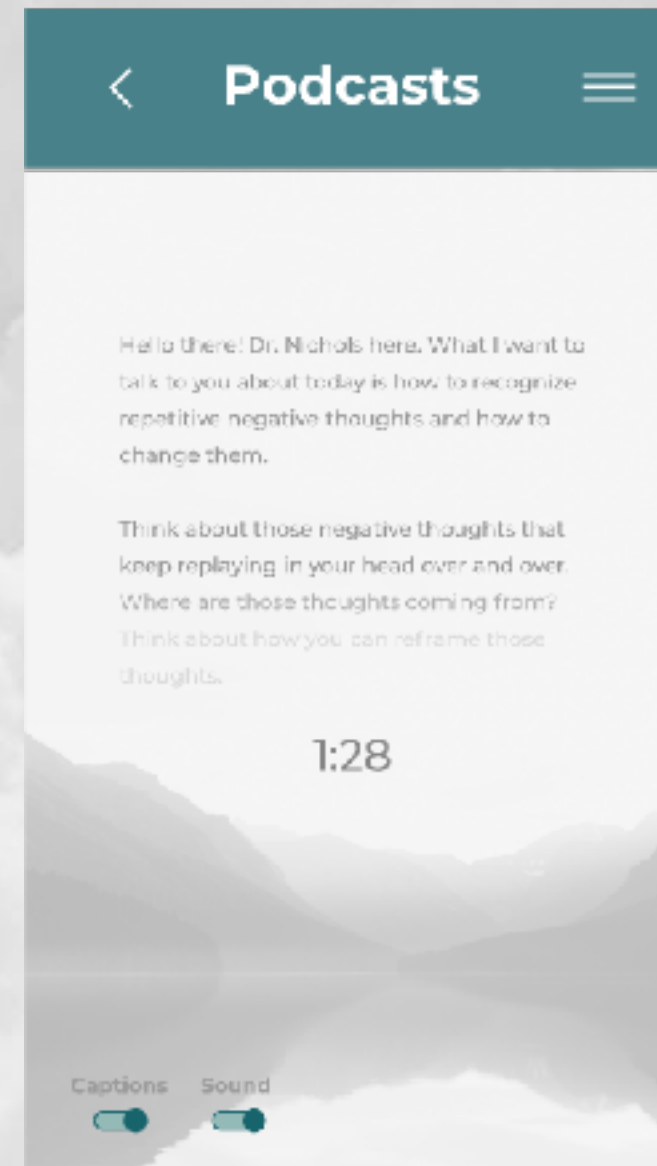
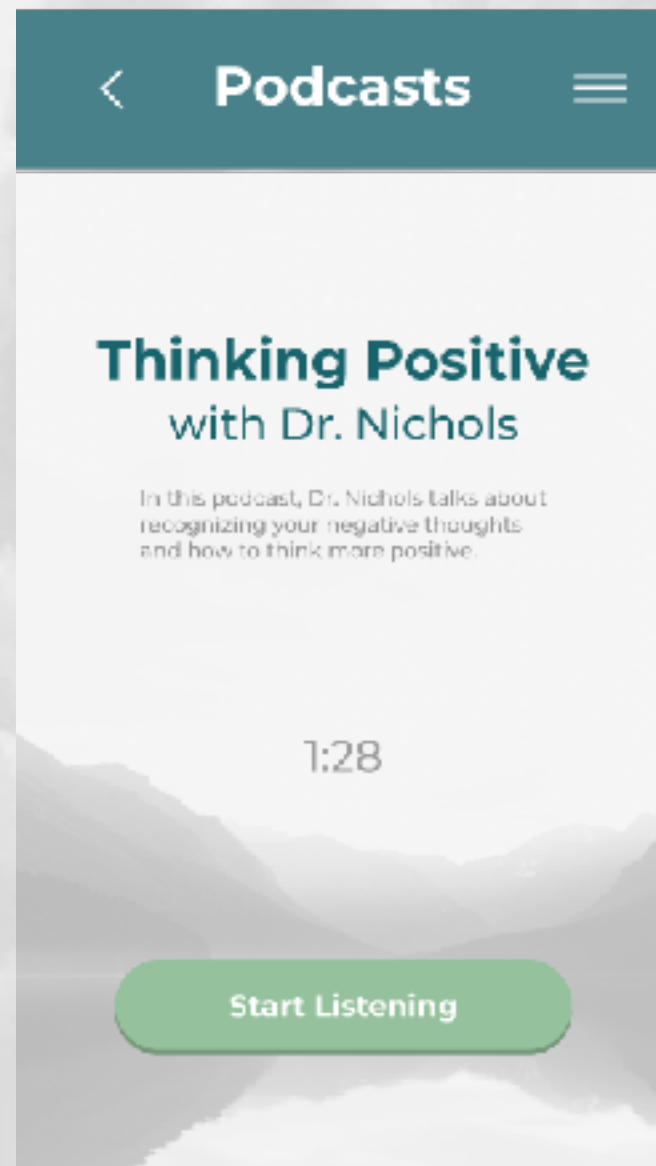
# FINAL PROTOTYPE



# FINAL PROTOTYPE



# FINAL PROTOTYPE



# FINAL PROTOTYPE

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# mellow

## THE WEBSITE

The image displays a composite view of the Mellow website and its mobile application. At the top, a dark teal navigation bar contains the links "About Mellow", "Features", and "Contact Us" on the left, the "mellow" logo in the center, and "Sign up" and "Log In" buttons on the right. Below the navigation bar is a hero section featuring a woman in a floral sports bra with her hands in a prayer position. The text "Breathing Exercises" is prominently displayed, followed by a short paragraph: "Feeling stressed, anxious, or overwhelmed? Mellow's guided breathing exercises can help you feel relaxed and calm." A green "Sign up for Mellow" button is positioned below the text. In the foreground, a white smartphone shows the app's interface, which includes a "Good Morning!" greeting, a "Take a breath" button, and three options: "Feeling good", "Feeling okay", and "Feeling bad". The bottom of the phone screen shows a navigation bar with icons for home, search, and profile.

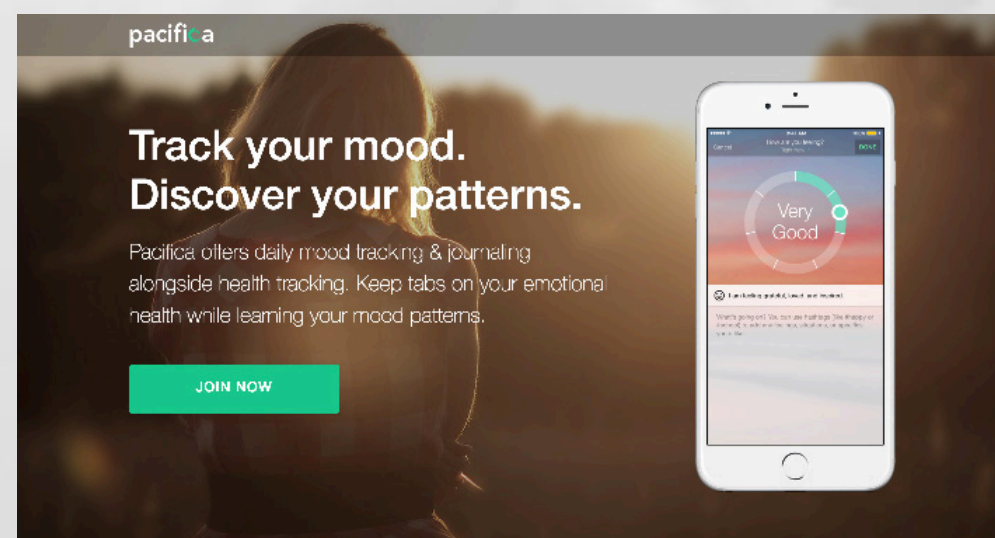
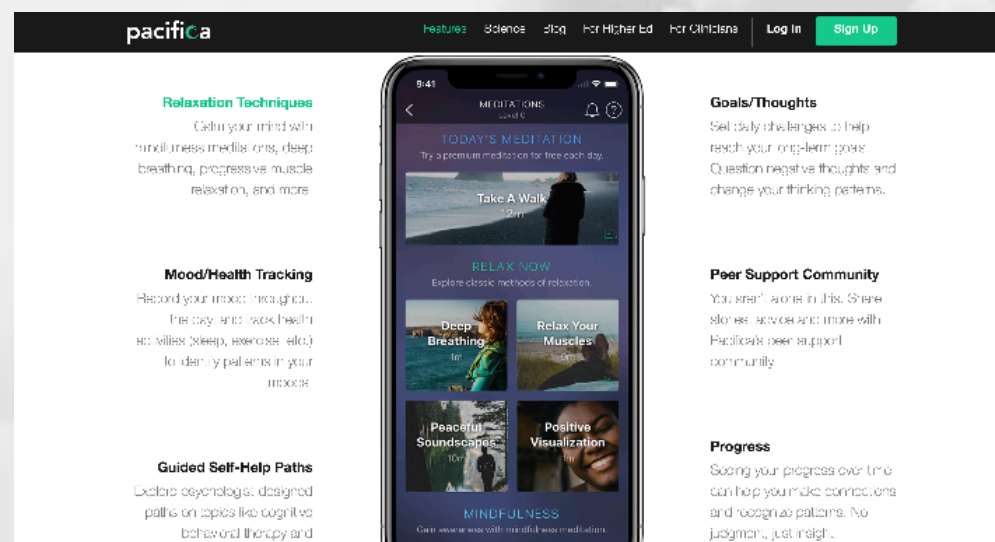
Best app on the market to help manage Stress & Anxiety!

# COMPETITIVE ANALYSIS

pacifica

## STRENGTHS

1. Highlights and expands on different features offered within the app
2. Call to actions throughout website to “Join now”
3. Includes videos on how different features work
4. Shows step by step in features

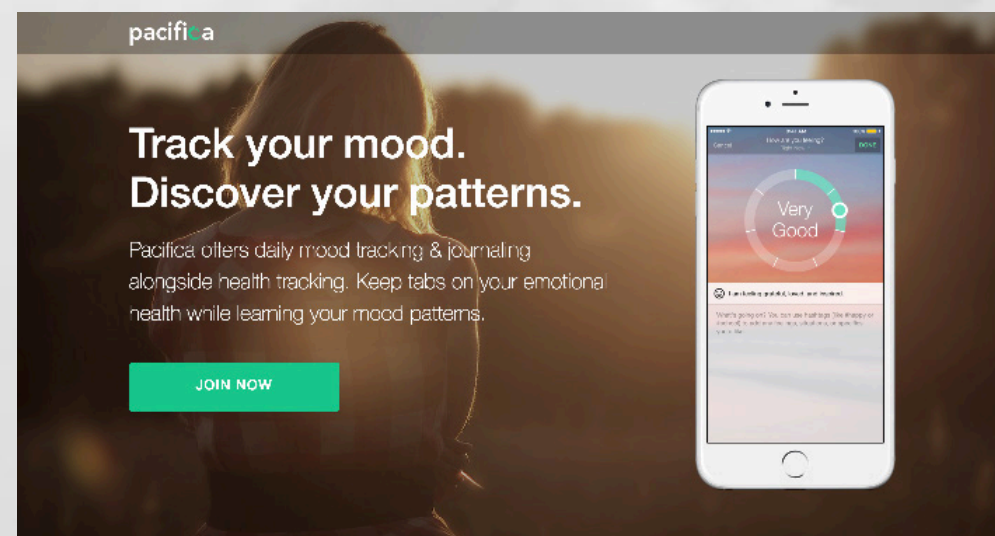
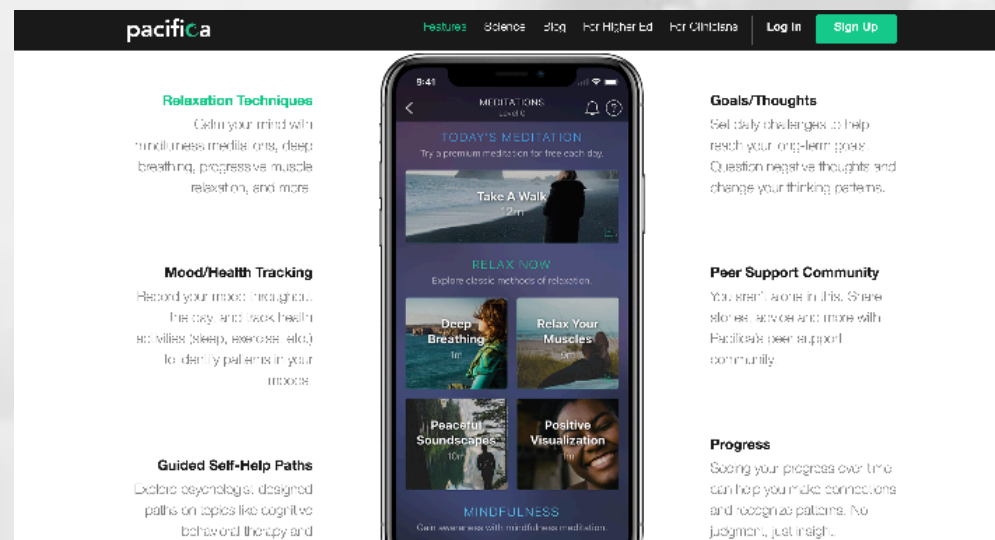


# COMPETITIVE ANALYSIS

pacifica

## WEAKNESSES

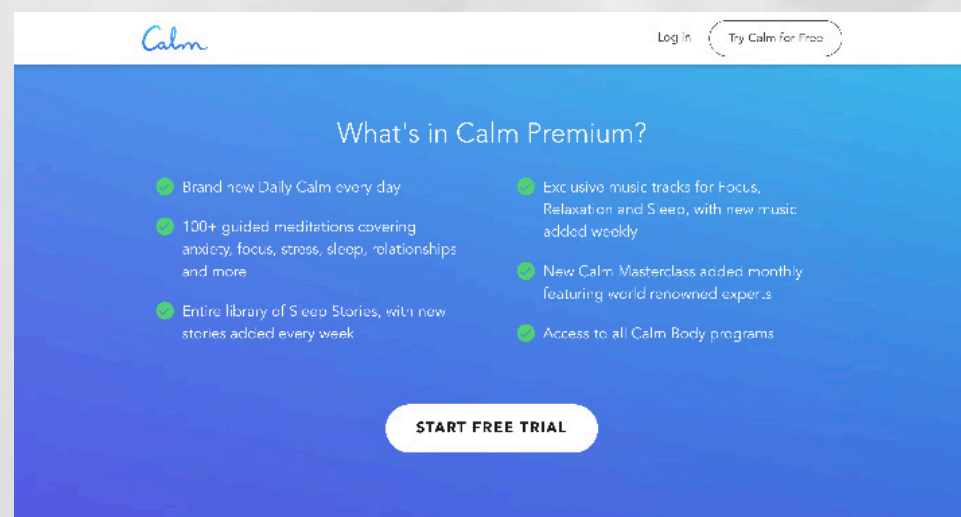
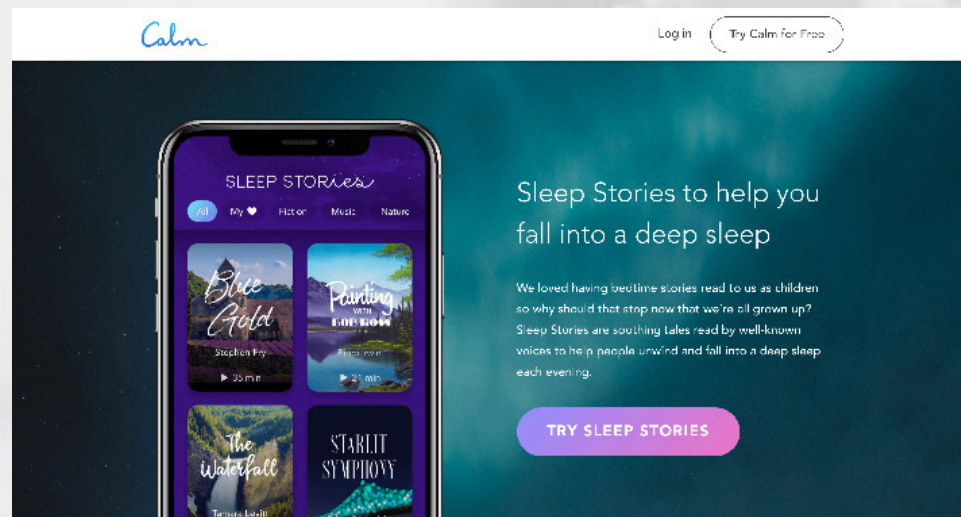
1. FAQ is very limited. No questions that help with understanding features and how the app works. Just vague questions about what the app is, who made it and why the app was created.
2. Main navigation doesn't have links that lead to pages talking about different features of the app - only in the footer





# COMPETITIVE ANALYSIS

Calm



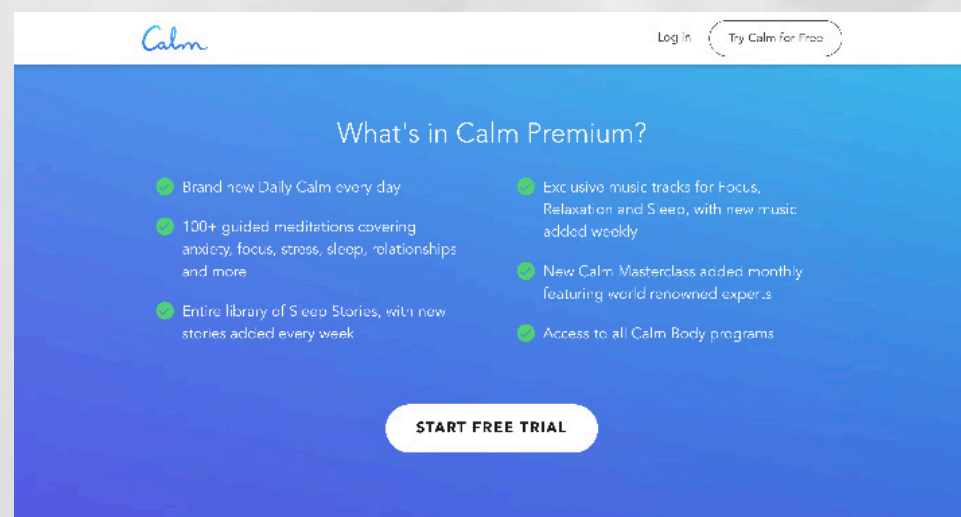
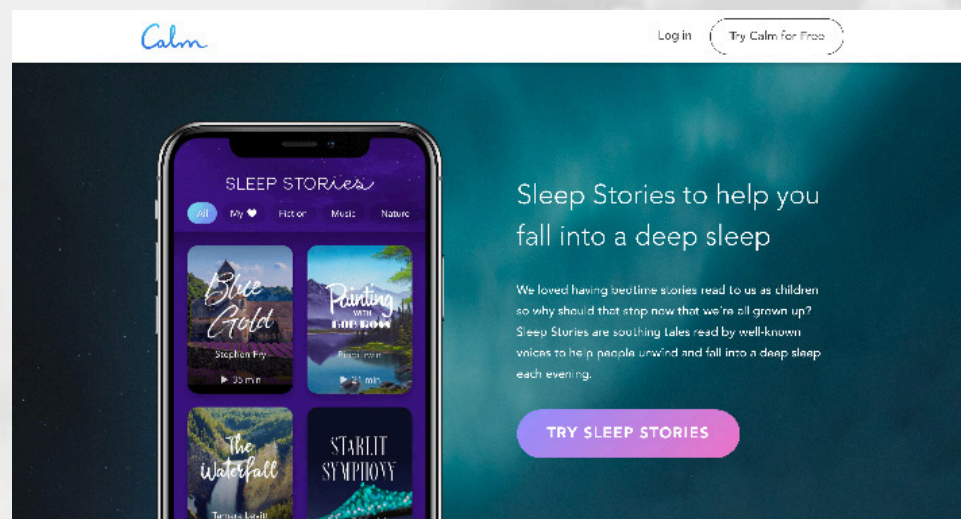
## STRENGTHS

1. Different sections highlighting features of the app
2. Section talking about what features are included in premium
3. Highlights tweets on twitter from happy users
4. About us page has videos of examples of features (sleep stories, breathing exercises...)



# COMPETITIVE ANALYSIS

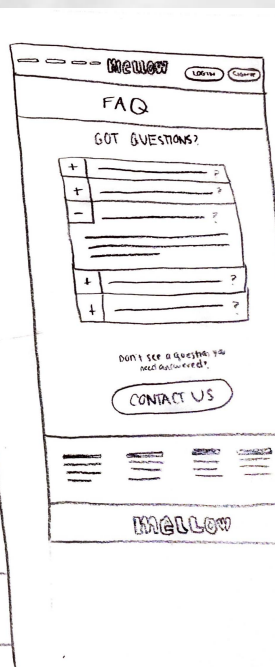
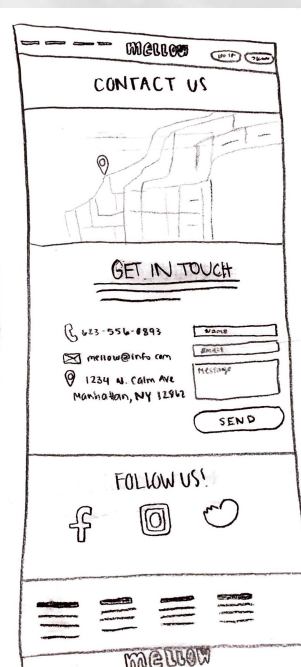
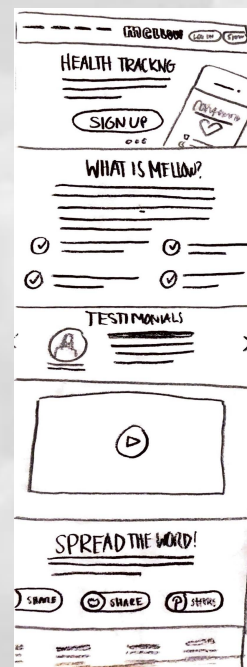
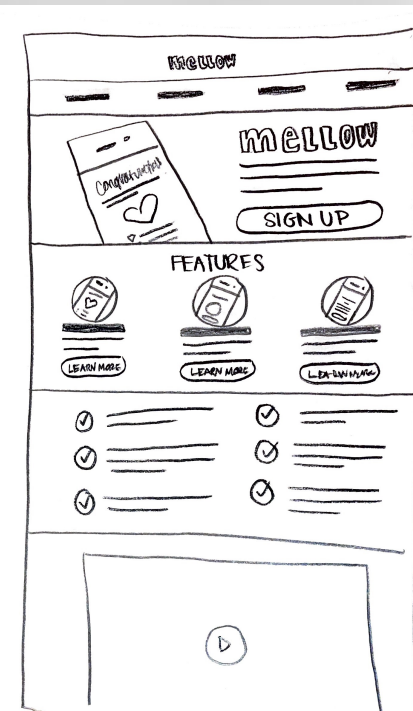
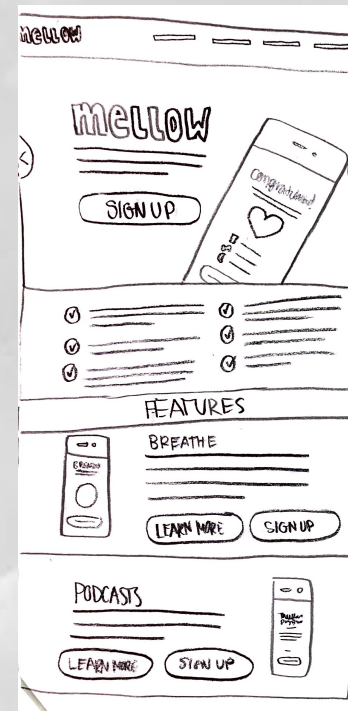
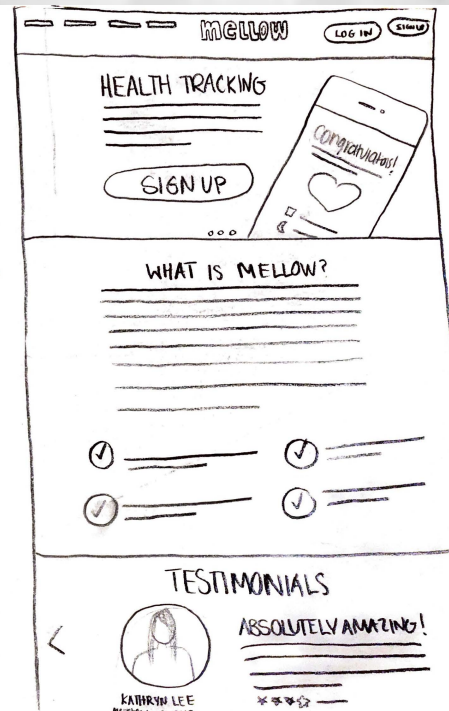
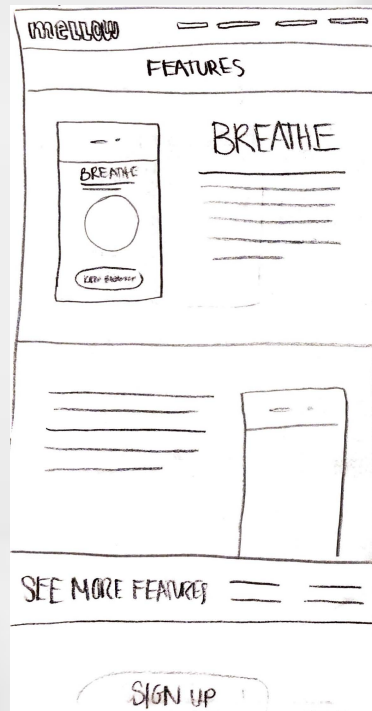
Calm



## WEAKNESSES

1. Calm music section doesn't really show what the music feature looks like or how it works
2. No "learn more" buttons to learn more about each feature
3. Meditation page - there's not even one example we can click on to see how the specific meditation feature works because all of them are locked

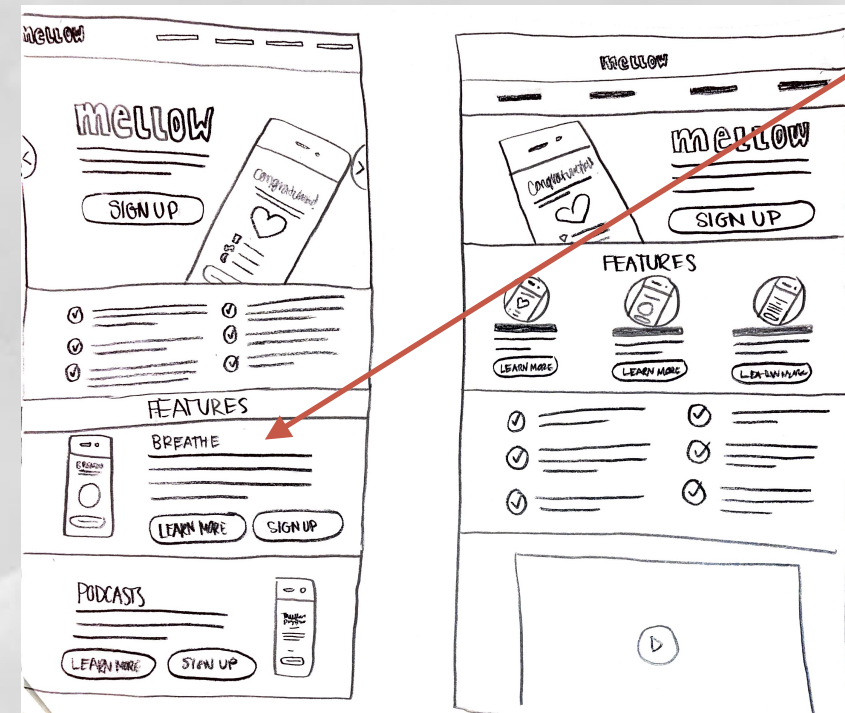
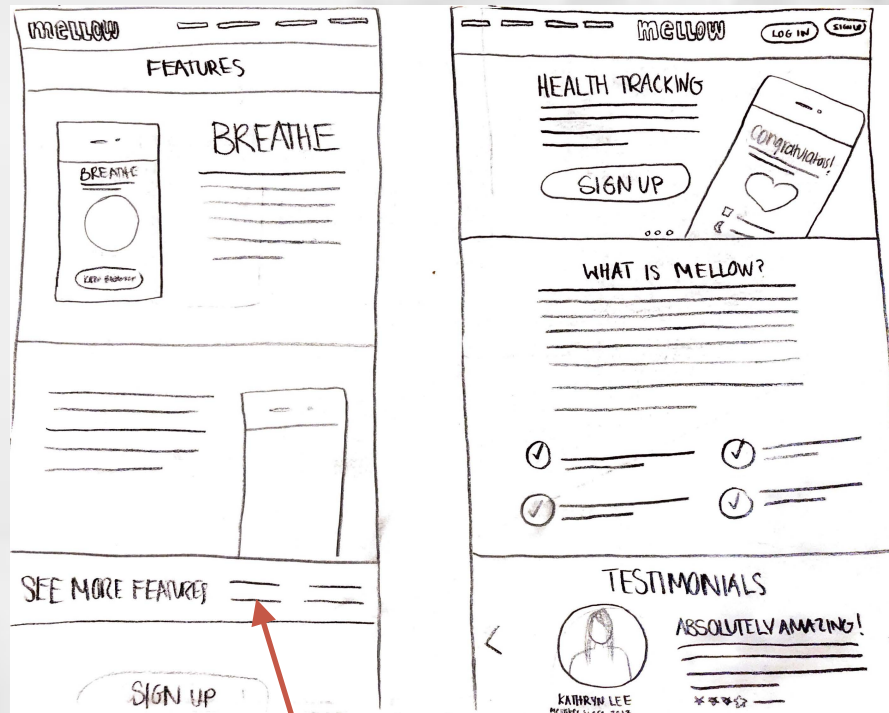
# WEBSITE SKETCHES





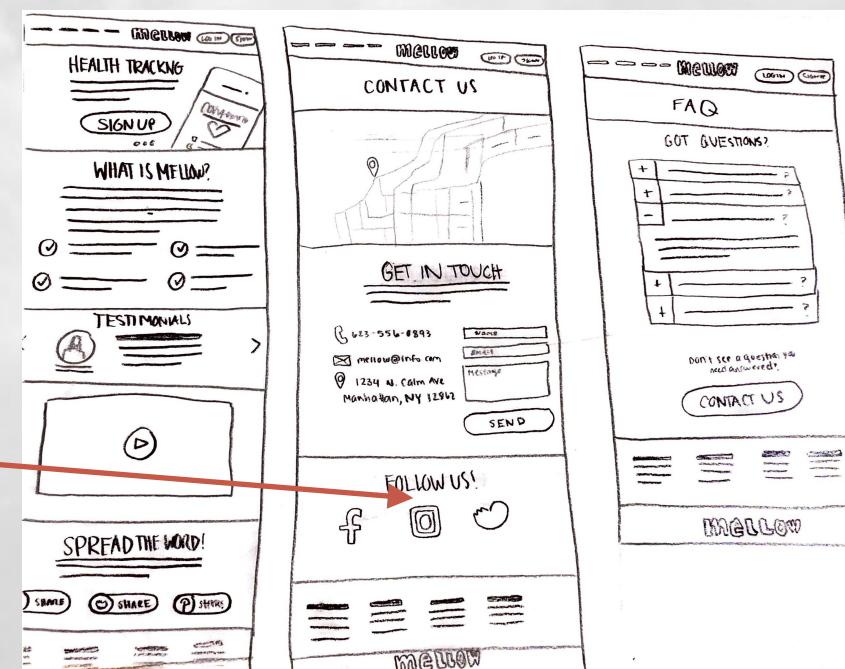
# USER FEEDBACK

Put features on its own page - get rid of section



See more features section doesn't make sense - get rid of this section

Make more clear that these are buttons on follow us section

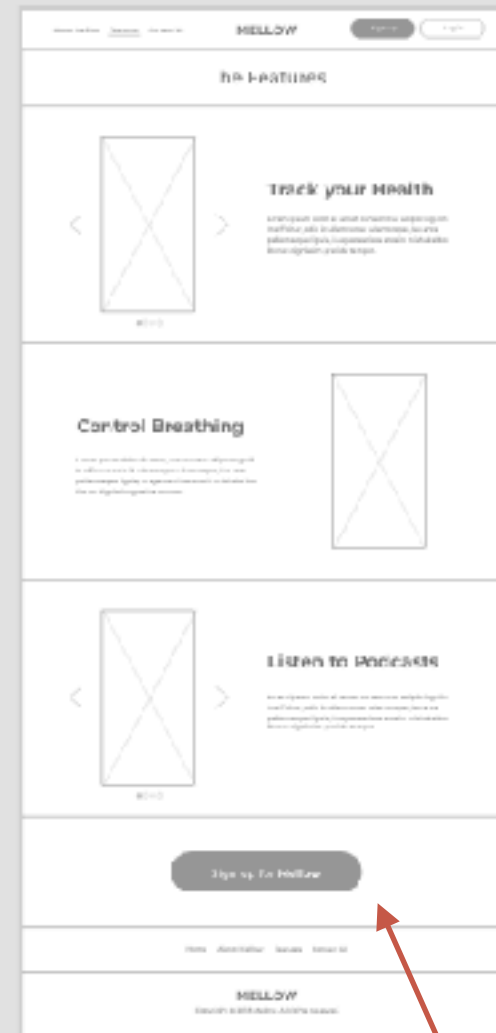


# WIREFRAMES





# USER FEEDBACK



Make more clear that the "Learn More" is a button

Show where you can purchase the app (apple store, google play)

Footer with links is unnecessary since there is already the nav bar at the top

# USER FEEDBACK

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## POSITIVES

- ▶ **Users liked the smooth transition from screen to screen**
- ▶ **Easy to navigate through each page**
- ▶ **Good incorporation of call to actions to get people to sign up throughout the website**

# FINAL WEBSITE PROTOTYPE

