

OPPORTUNITIES FOR GAMIFICATION

ONBOARDING

Identifying the areas  
for concern

JOURNALS FEED

Matching the people,  
avoid forcing to read  
long entries

REFLECTION

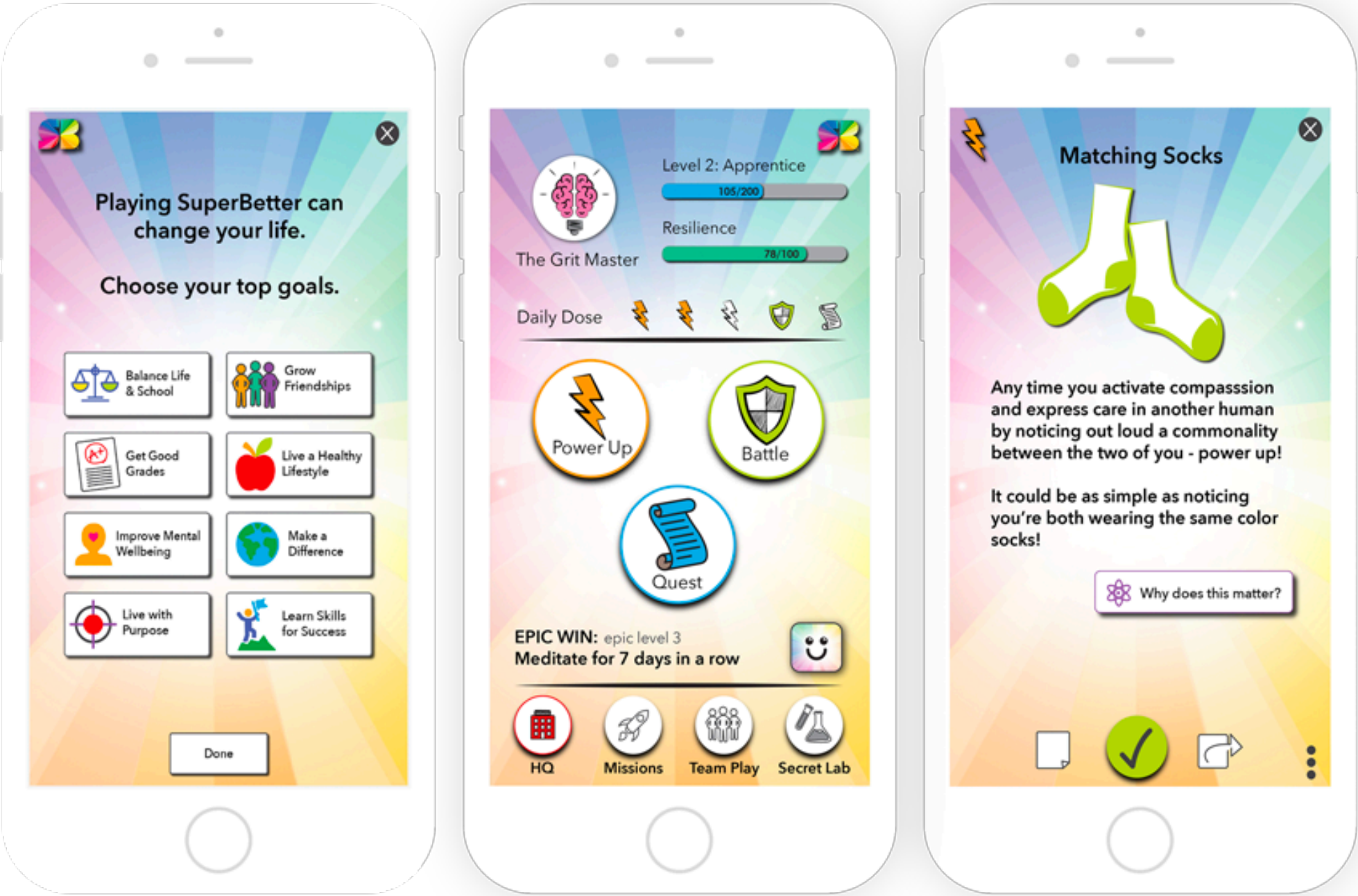
Encouraging people  
to write in their  
journals

REFLECTION

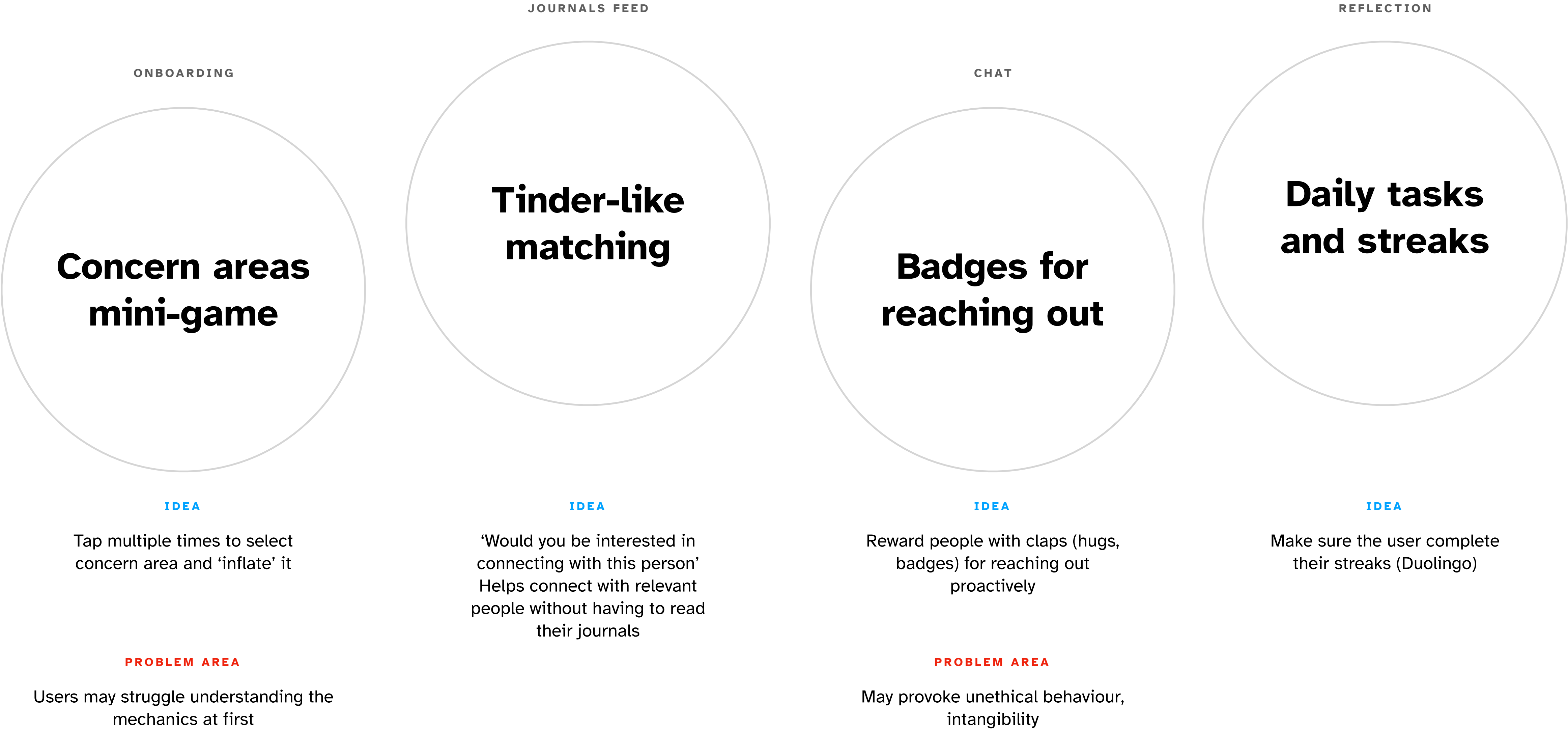
Encouraging people  
to overcome their  
anxieties and work  
on their wellness

CHAT

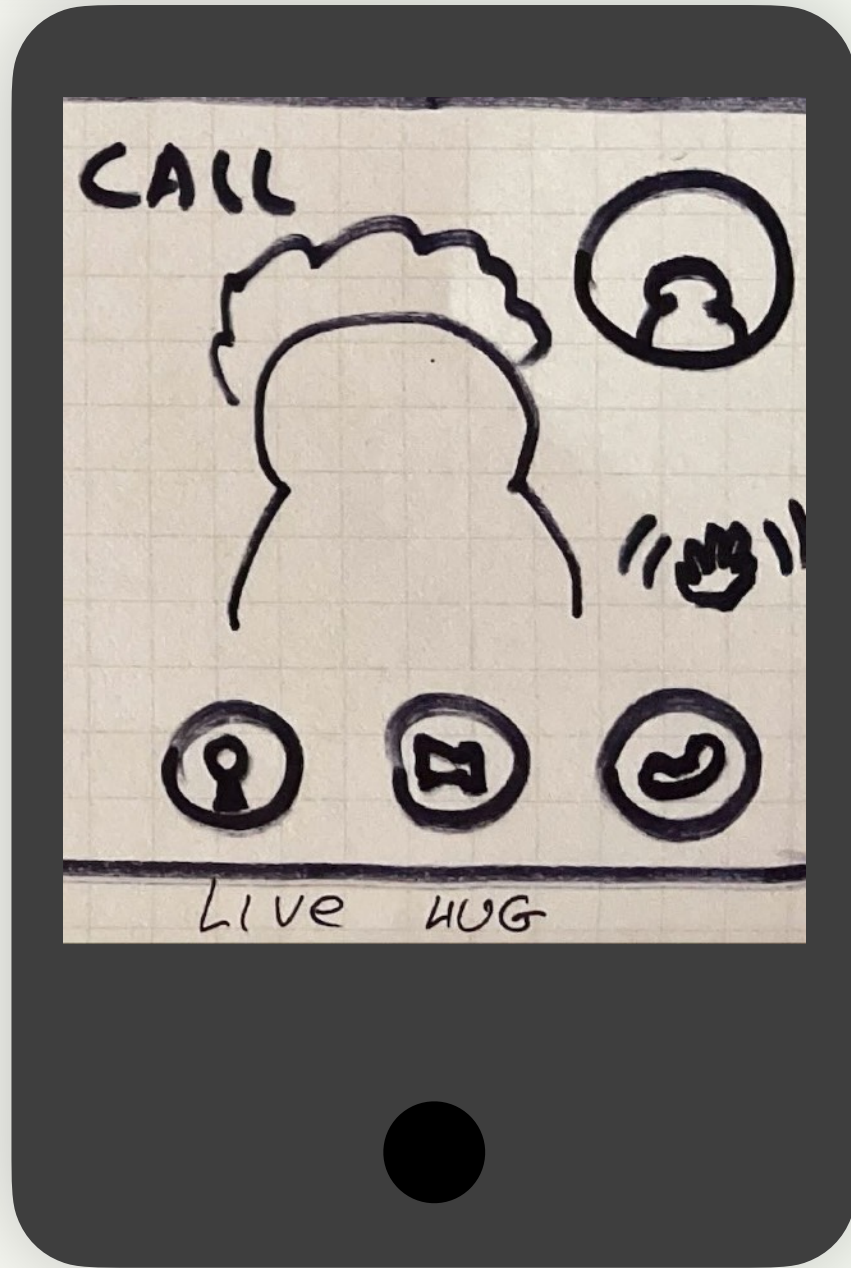
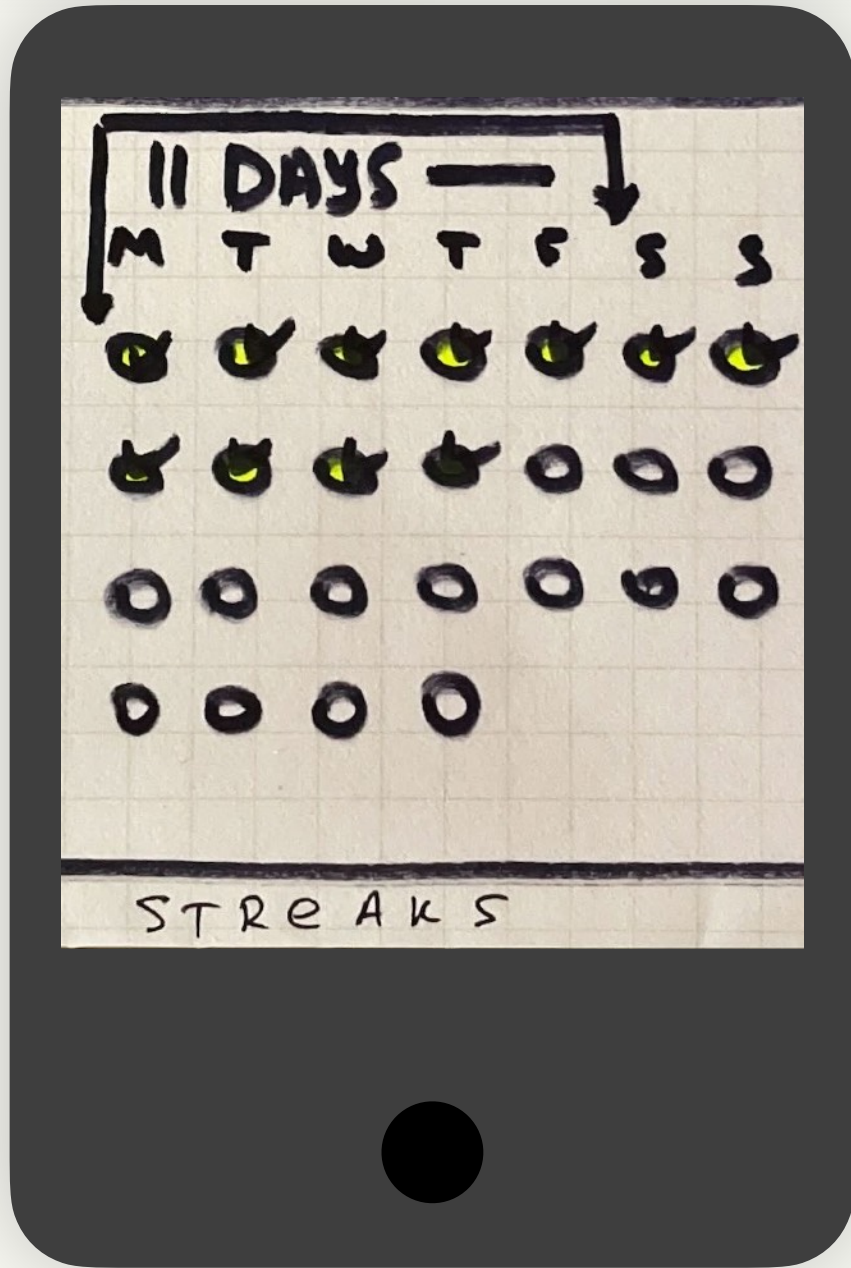
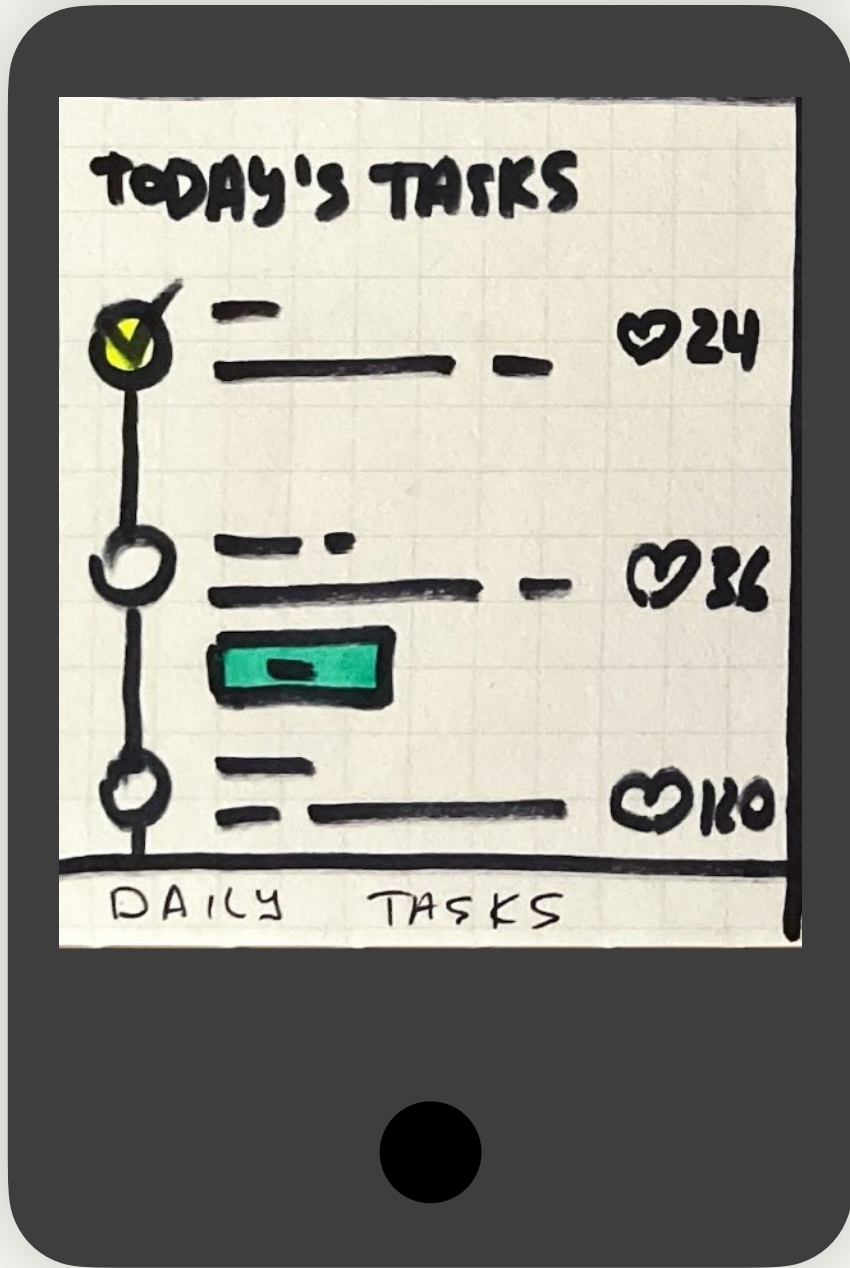
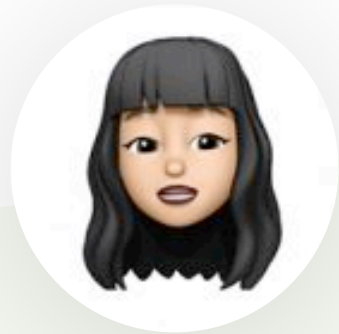
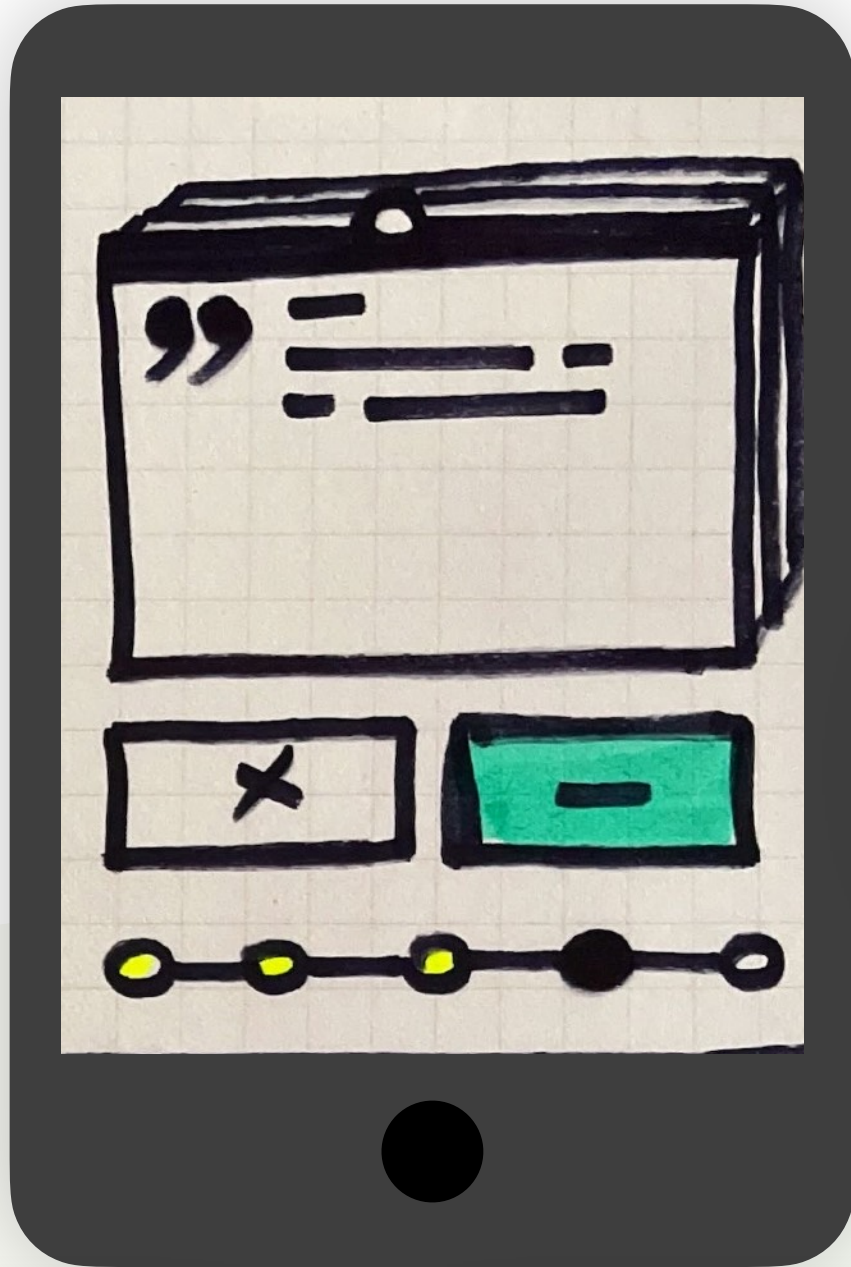
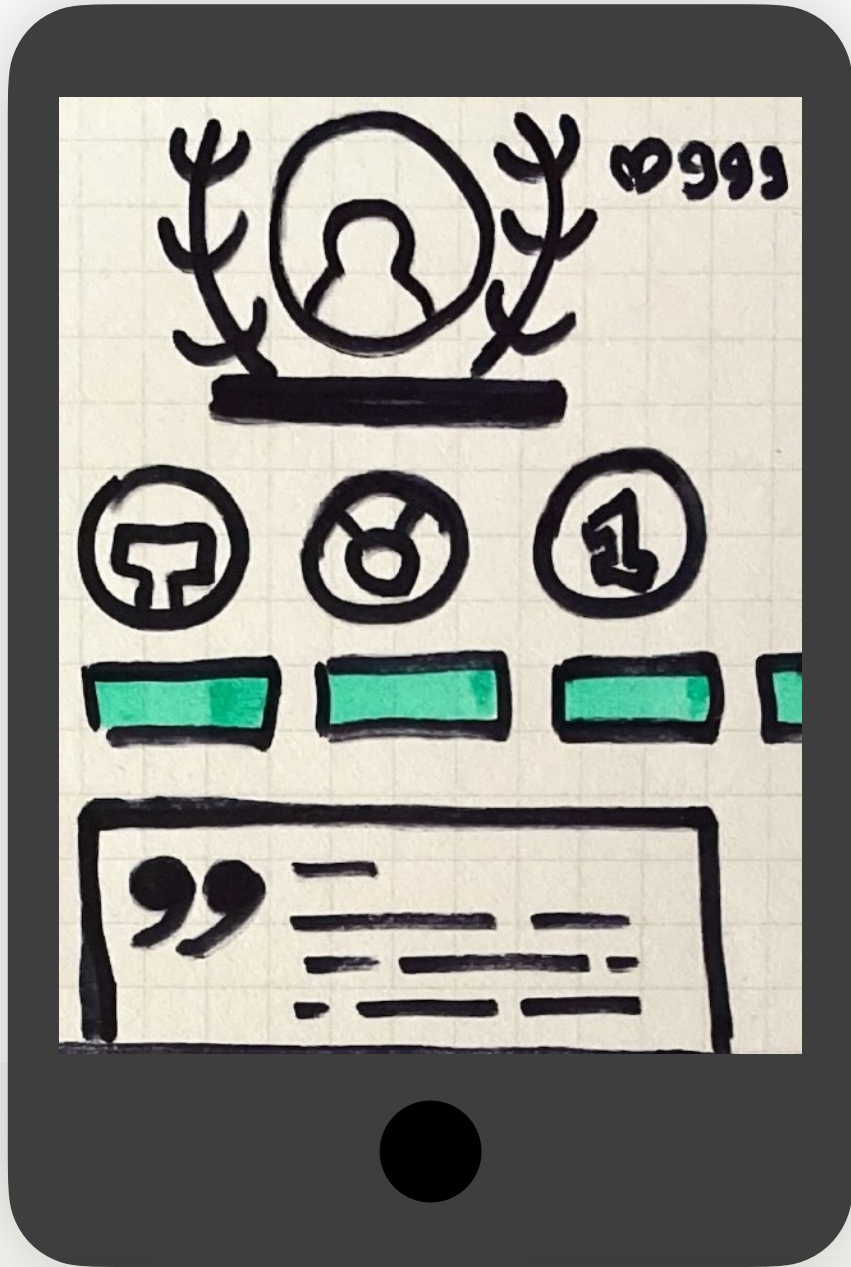
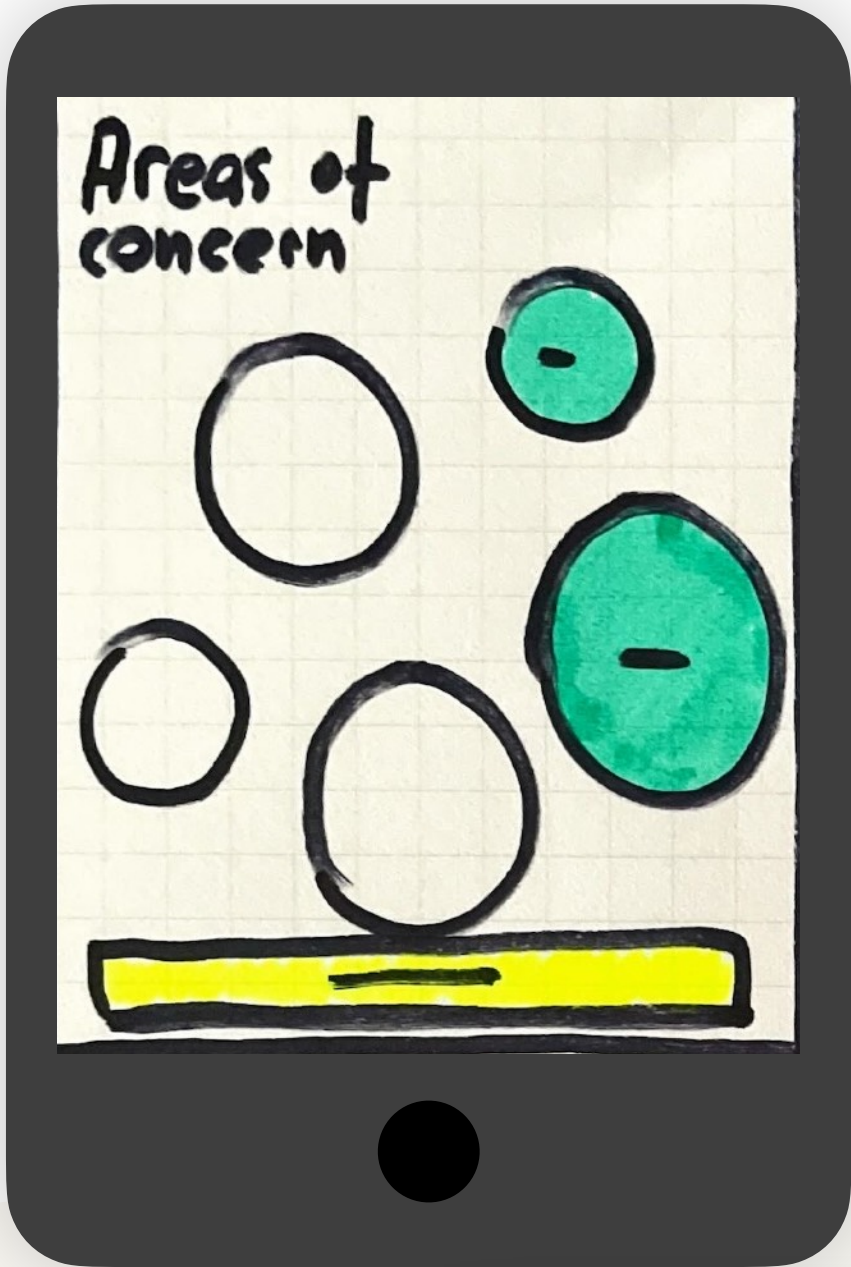
Encouraging people  
to support each other  
proactively



SUPER BETTER MENTAL HEALTH APP









ITERATION I

**Problem area**

People feel intimidated when selecting their concerns, do not know how to prioritise one over the other

**Idea**

Tap the circle to make it bigger, indicating the importance of a concern.

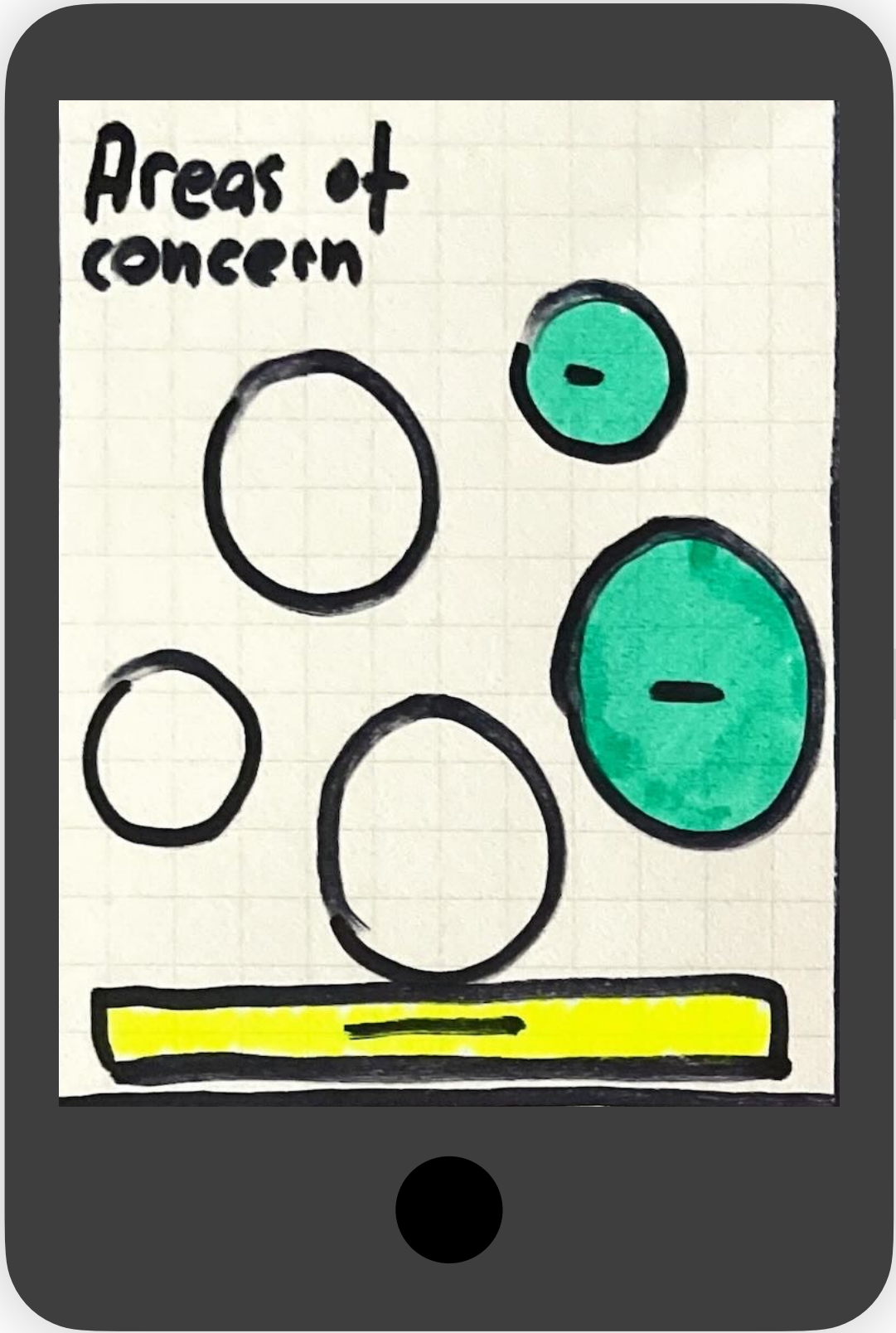
**Challenge**

Will people understand how to use the unorthodox mechanics? Is the tone of voice off, too playful for a serious app?

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ITERATION II



Simple tap and drag and drop may suffice



Problem area

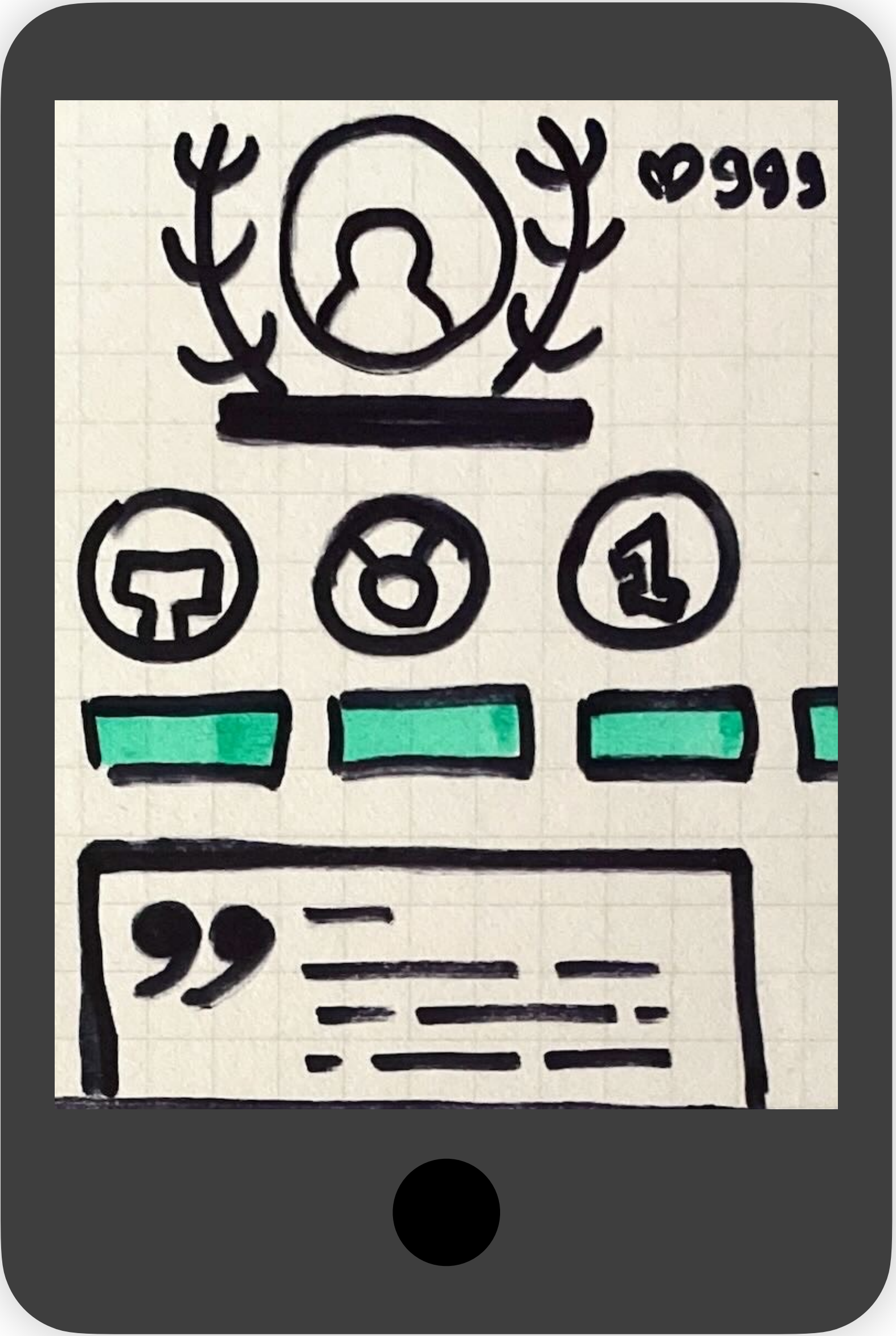
People’s profiles don’t say much without a short ‘sales pitch’. Help connect people and boost self esteem with achievements.

Idea

Add badges (achievements unlocked), hearts (emotions shared) to gamify the experience

Challenge

Will people start begging for badges/hearts? Will badges distract from diaries and meaningful content?



Problem area

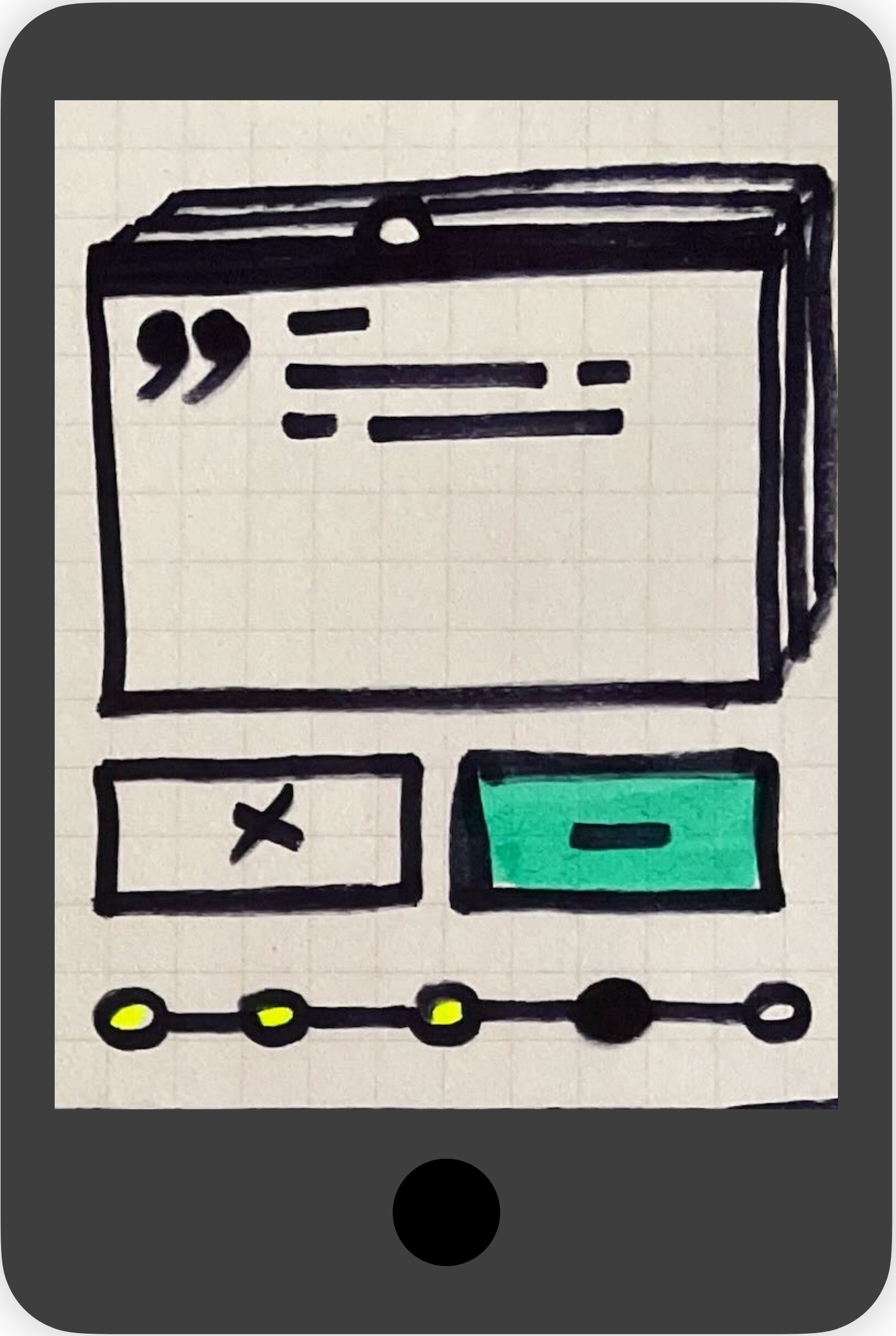
People don't want to read long diary entries. How can we help them learn about the interlocutor without forcing into reading?

Idea

Use a tinder-like mechanics to introduce people to others' concerns, entries excerpts, profiles.

Challenge

Will people accidentally dismiss someone who would be a great peer?





ITERATION I

Problem area

How to keep people motivated to keep journalling and be active in the community?

Idea

Encourage people to complete daily tasks and streaks (encouraging prompts)

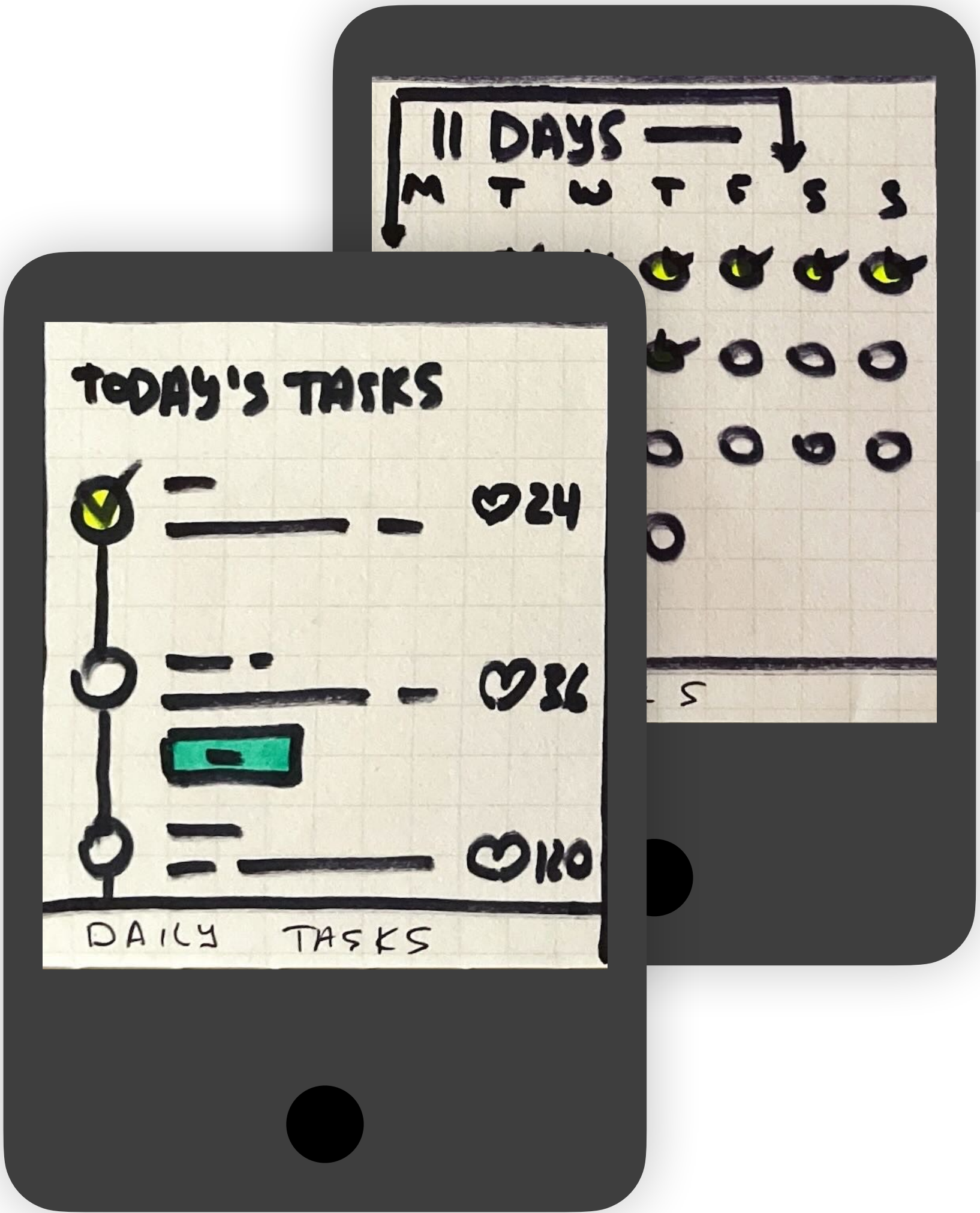
Challenge

Consider interesting prompts (i.e. upload today's photos), but allow to keep entries private.

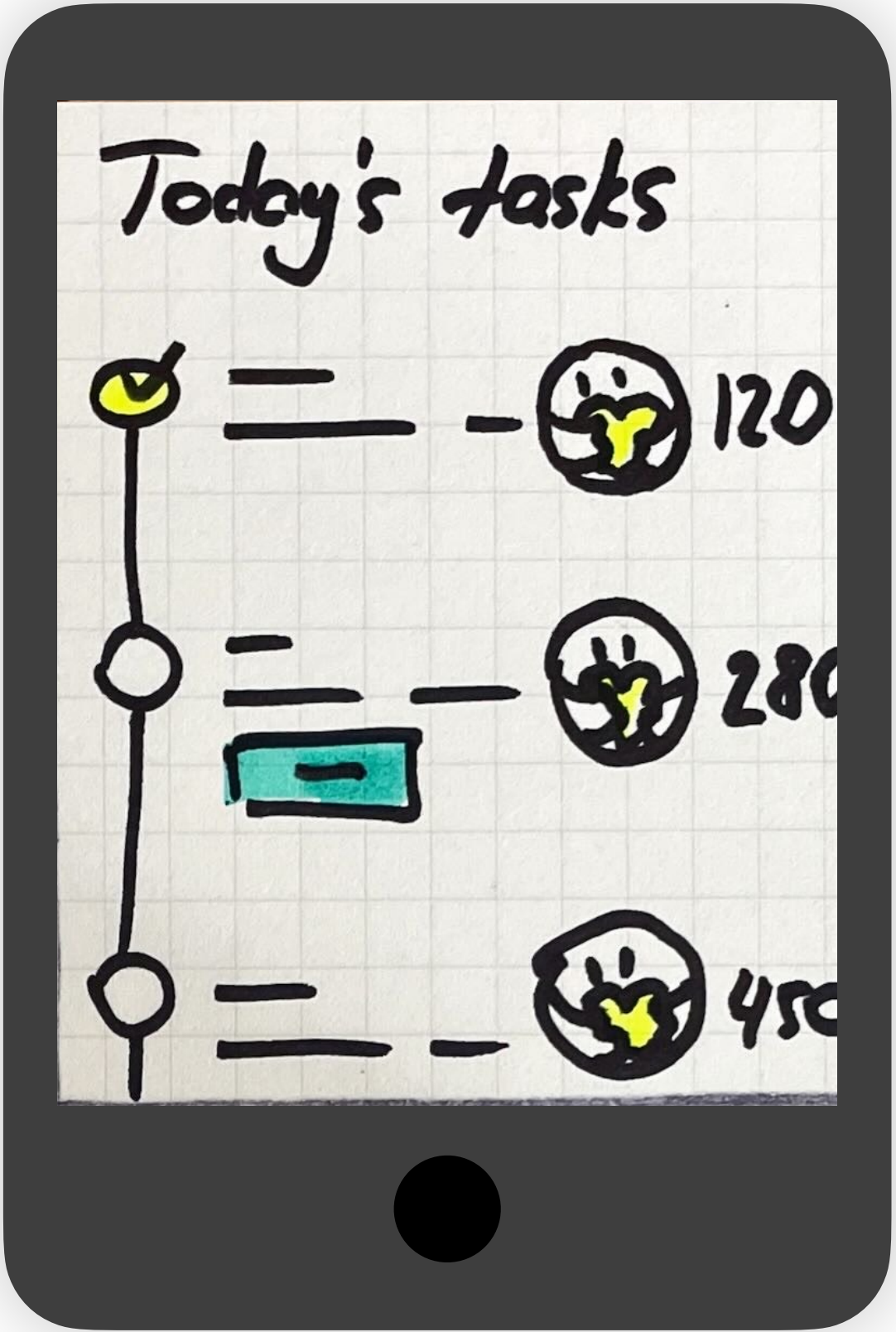
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ITERATION II



Do not use hearts to not confuse with likes/other unit of measurement. Something with more soul is required. Don't use it as a benchmark.



ITERATION I

Problem area

People want to show support and sometimes struggle to express their emotions using words.

Idea

Use emojis to allow people to express themselves quickly (Send love, Hug).

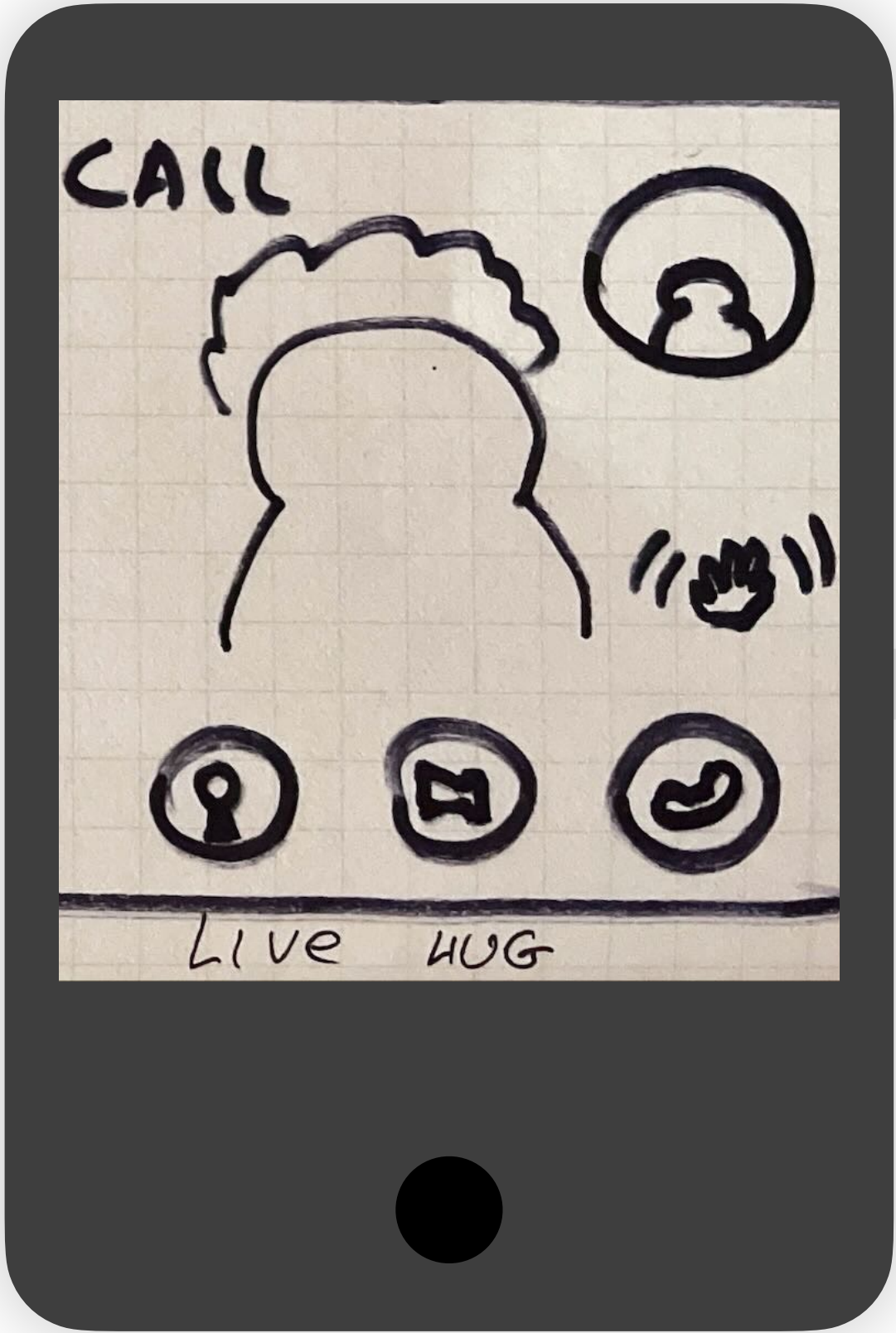
Challenge

It's awkward to use emojis in a private conversation, but consider having those for diary entries.

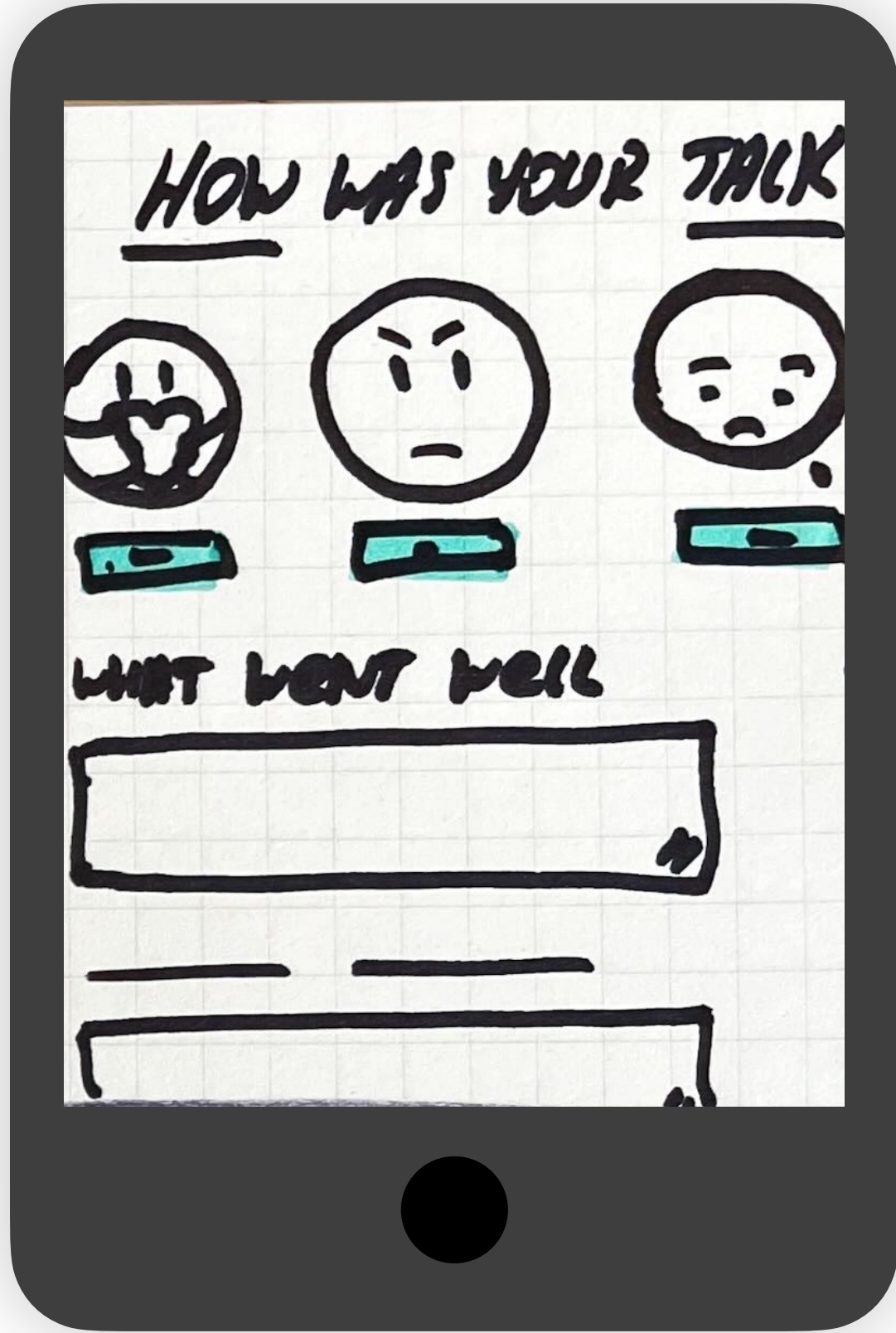
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ITERATION II



Allow to send feedback after the call  
(anonymous, combined once a month)

Emojis in journals

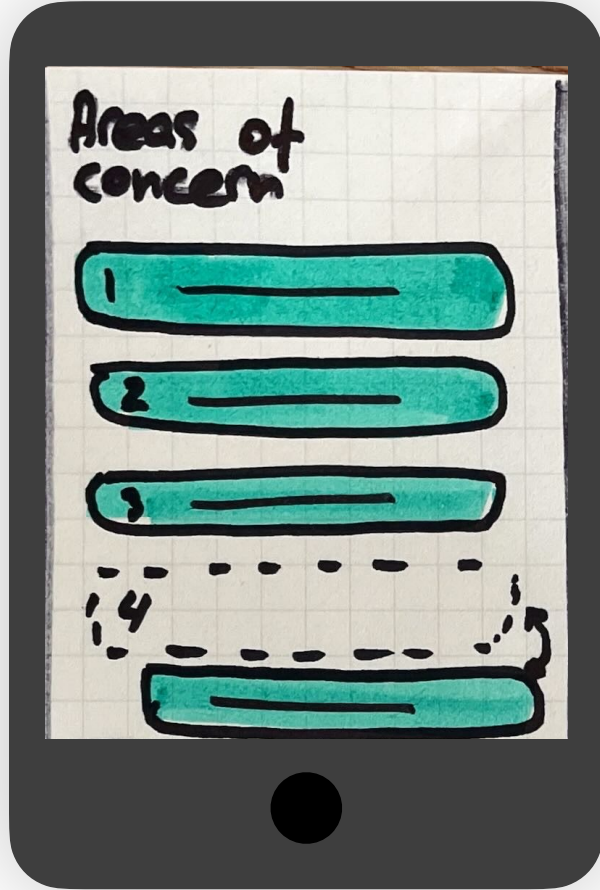


WIREBOARDING

Downloads the app  
via the AppStore

Login with Apple

Onboarding

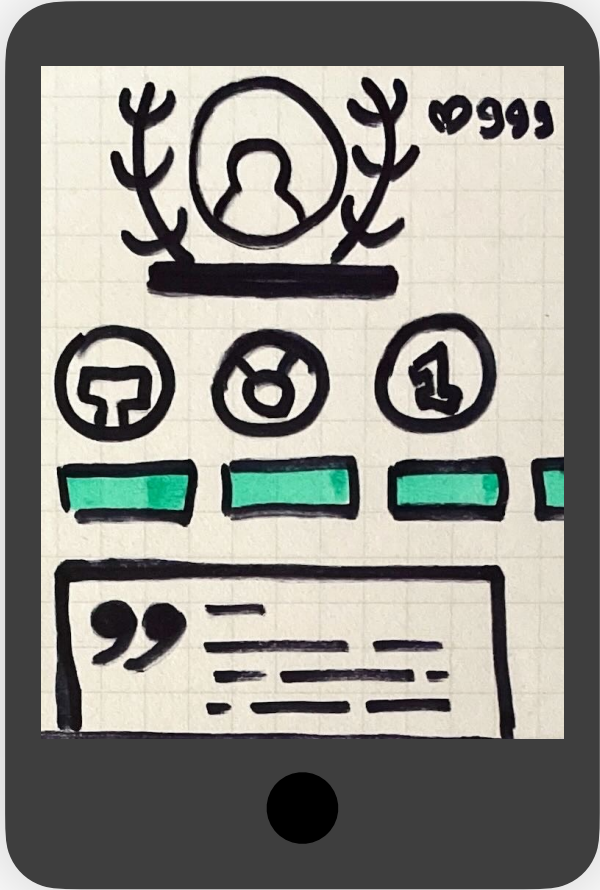


Select up to 5 areas

Drag to prioritise

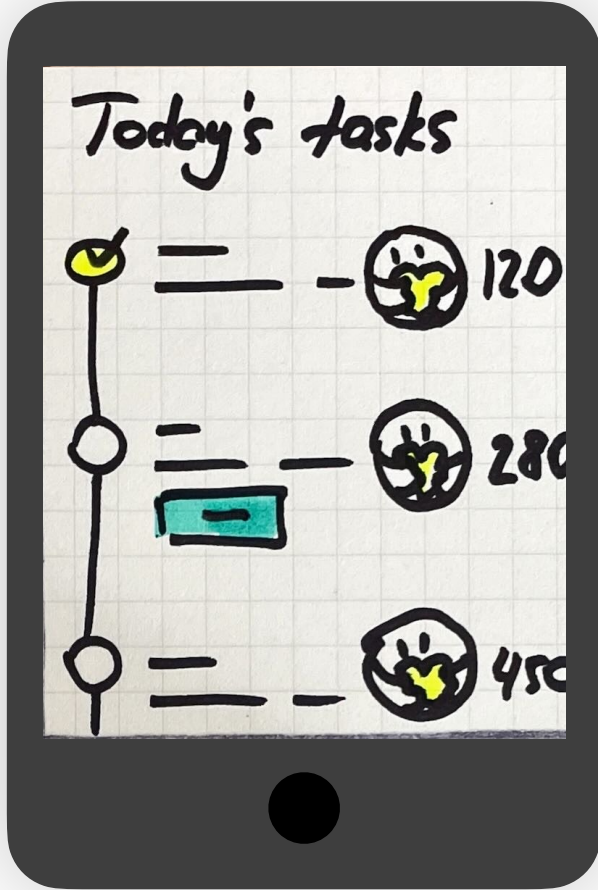
At least 1 selected

Profile



Badges  
Areas of interest  
Hearts

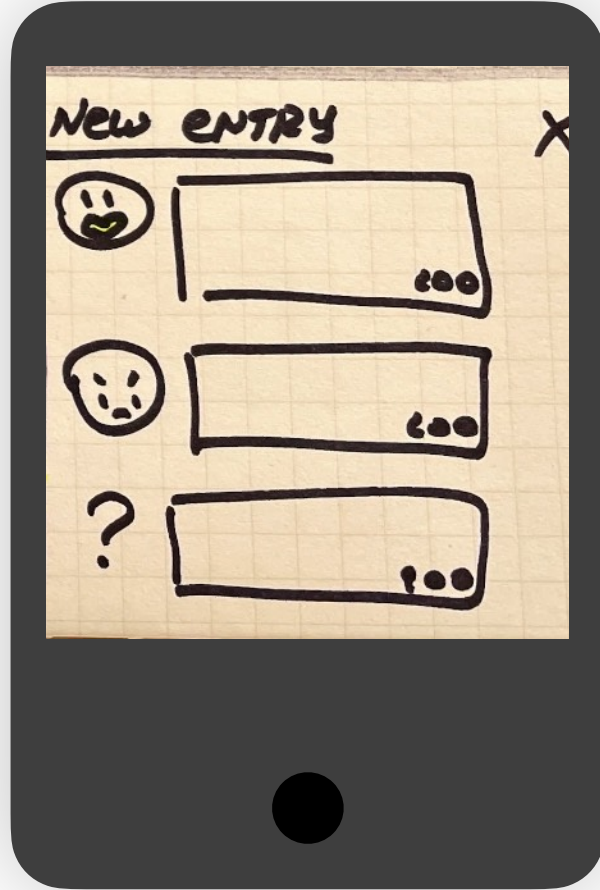
Where to start?



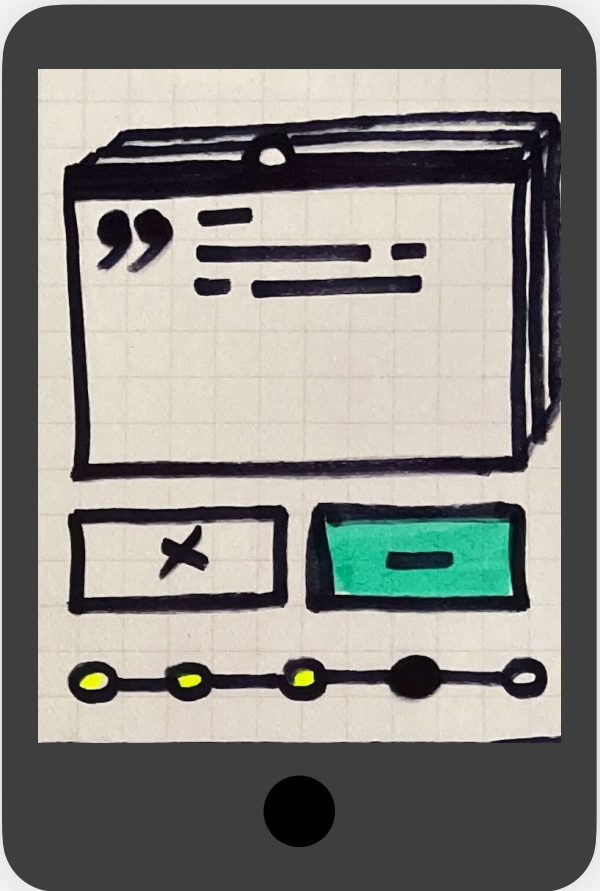
Add an entry

Find a connection

Journal entry

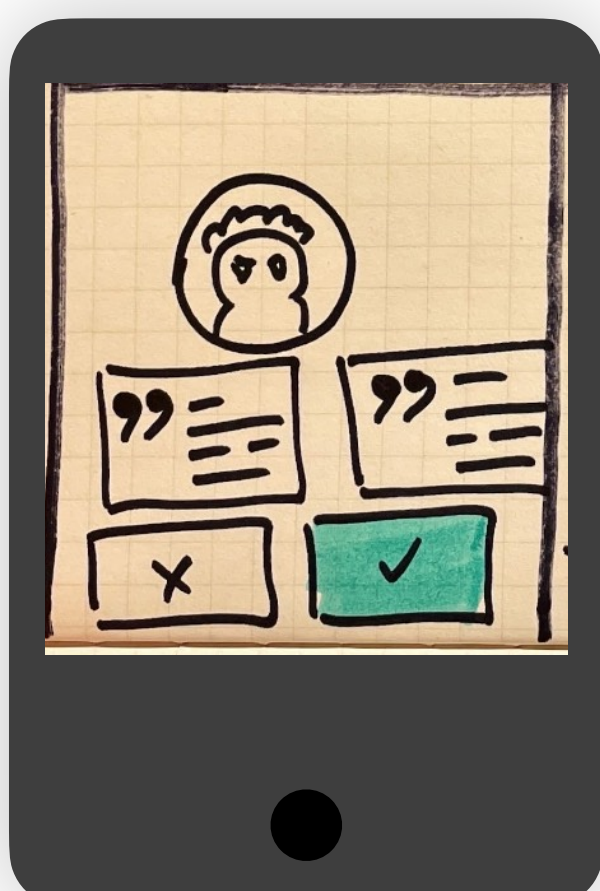


Searching for peers



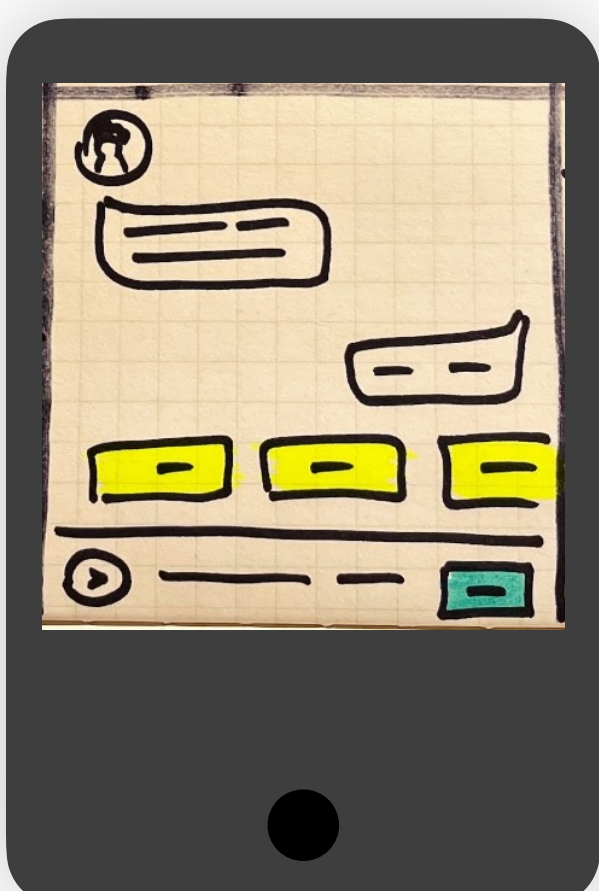
If match  
found

Connection



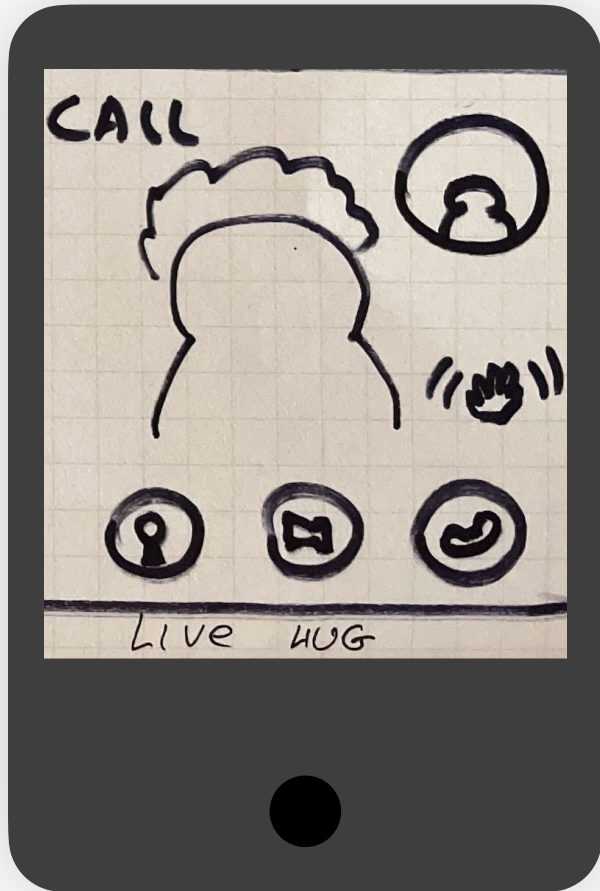
If both  
agreed

Chat

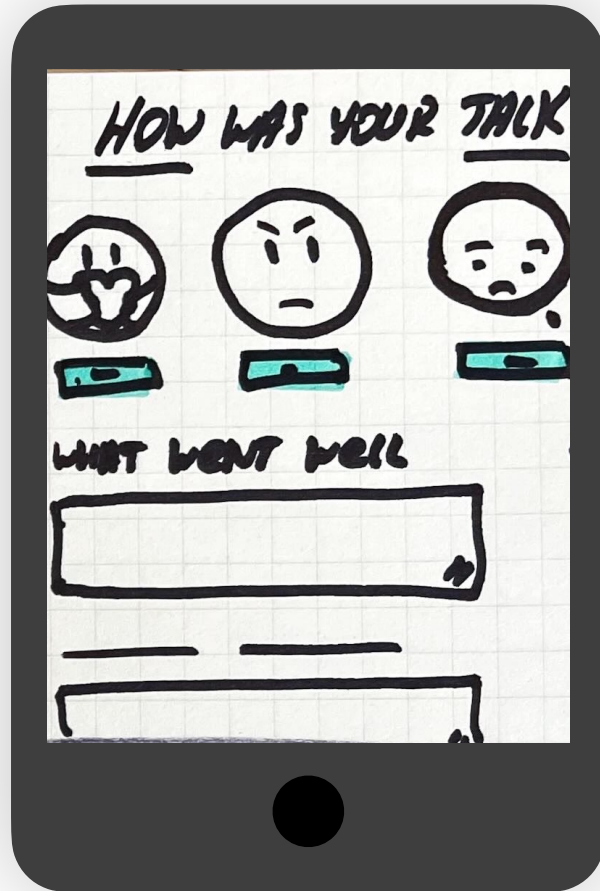


If both  
agreed

Call



Rate your experience



A cycle of  
meaningful  
reflections