



PORTFOLIO
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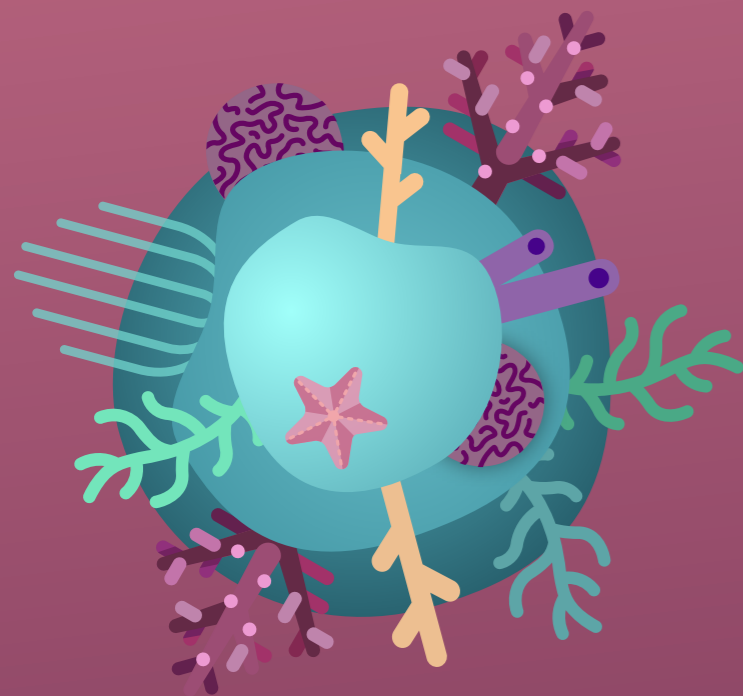
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CONCEPT
AQUA

Promoting mental health

How might we make sure that we're actively tracking our thoughts and moods to help promote and maintain good mental health?

Company: Metalab



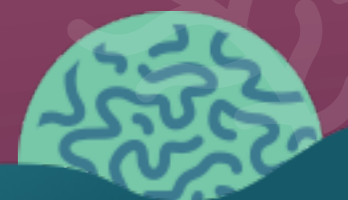
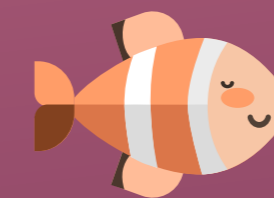
CONCEPT

AQUA

<https://www.alinealves.net/aqua>

For many people, there is a great deal of purpose and self-worth tied to our work. We often face new challenges, which can turn into learning opportunities that foster growth and change. As we commit ourselves to meaningful endeavours in the workplace, how might we help maintaining good mental health?

How could this practice be made more accessible for people in the workplace?





Suzy is a developer. She has been working on multiple projects and feel a bit stressed at the time

During her lunch time she decides to take a break. Some of her thoughts are not very positive so she decided to put those on paper to clear her mind and try to meditate.

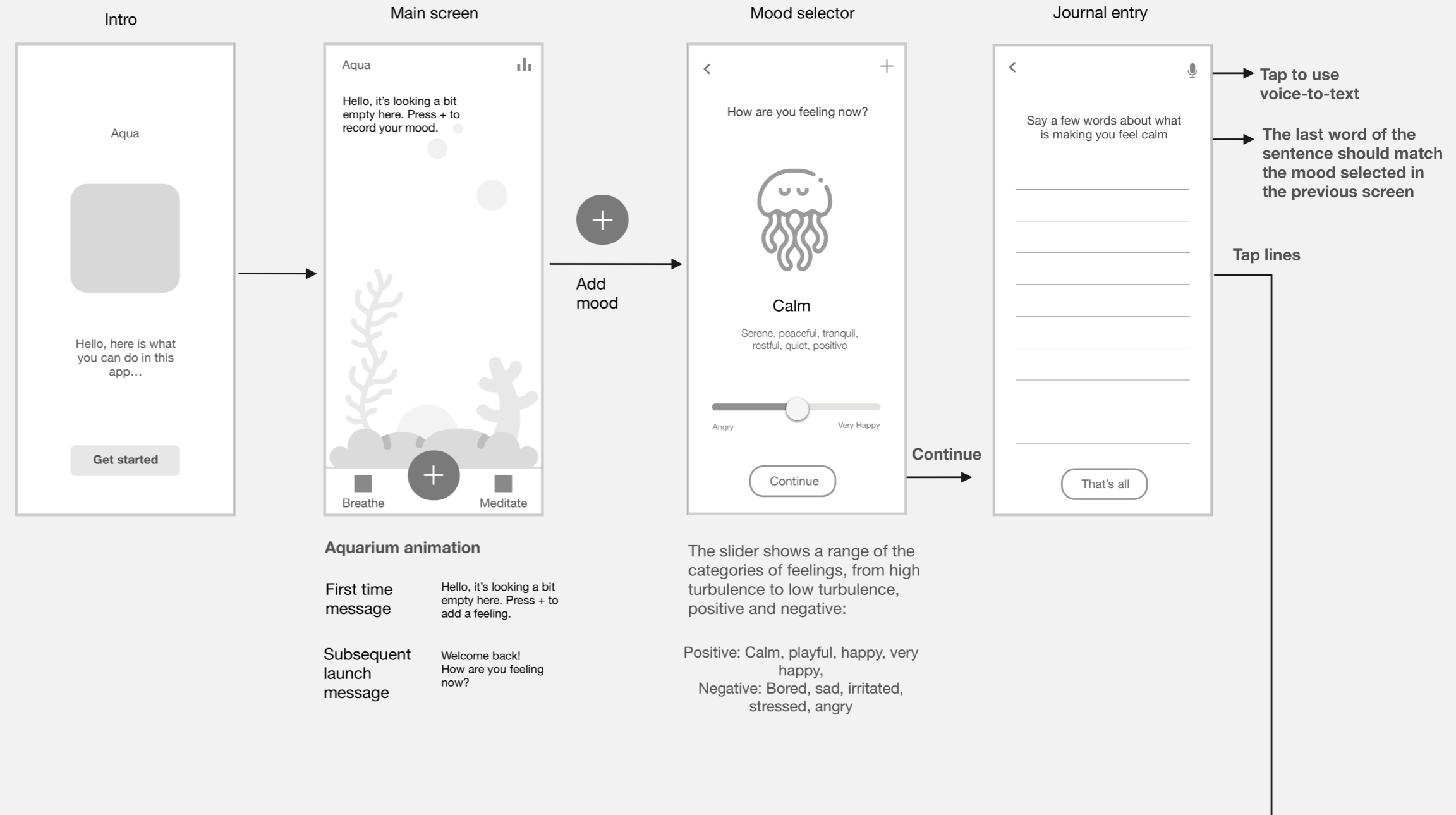
She does not have too much time, but that break is much needed. She looks for journaling apps because a friend recomended this kind of activity.

But she is worried it will be too boring or take too much effort. She decides to try Aqua.

	Activate	Engage	Captivate & Delight
	Suzy launches the Aqua app.	<p>She sees an intro message saying how to get started.</p> <p>On the main screen she finds quickly an option to start adding her feelings.</p> <p>She easily find a set of emotions to choose from following with an option to write a quick note.</p>	<p>After adding recording her thoughts and feelings, she saw how easy it was and she decides to try the breathing feature.</p> <p>After exploring the app she noticed she was able to meditate, breath and record her thoughts during lunch time.</p>
Pain points	She is worried about people seeing her searching for mental health products, so she keep it private.	<p>She does not have too time during working hours.</p> <p>She never tried journaling apps before, so she is concerned she needs to write a lot although she is not very good with words.</p>	<p>She is concerned about distracting someone, so she prefers to use her headphones.</p> <p>She also wants to be discreet, so breathing is a great alternative.</p>
Opportunities	<p>Mobile apps provide a private and quiet space to write and look for help and is accessible anywhere.</p> <p>Awareness tactics can be used to show what the app does and how to use in the first few seconds after opening the app</p>	<p>Don't require too much effort from the customer, keep it simple and reduce cognitive overload.</p> <p>Customers may not know where to start, so having a guided experience to promote mental health may be a great help.</p> <p>Modern technologies allow capturing voice as an alternative of writing and typing, if customers feel comfortable with that. E.g. there are not many people around, they can do it at home.</p>	<p>Surprise and delight, reward the customer for recording their thoughts and feelings</p> <p>Promote activites that are rewarding and achievable.</p> <p>Promote positivity</p> <p>Create awareness of other well know techniques to promote mental health such as meditation and breathing</p>

CONCEPT
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Launching the app and recording a thought



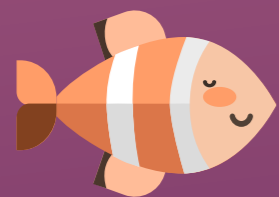
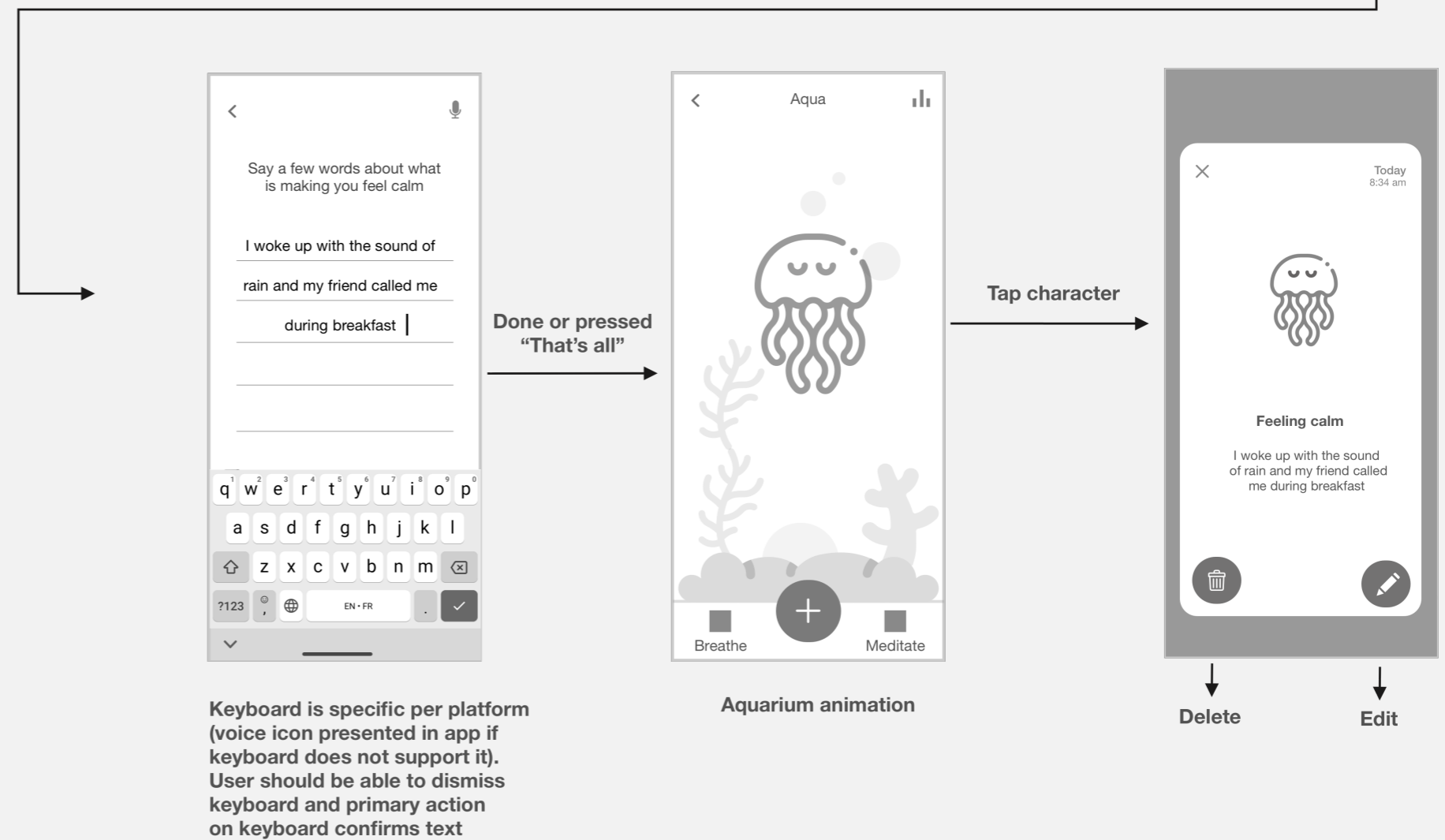
Aquarium animation

First time message Hello, it's looking a bit empty here. Press + to add a feeling.

Subsequent launch message Welcome back! How are you feeling now?

The slider shows a range of the categories of feelings, from high turbulence to low turbulence, positive and negative:

Positive: Calm, playful, happy, very happy,
Negative: Bored, sad, irritated, stressed, angry



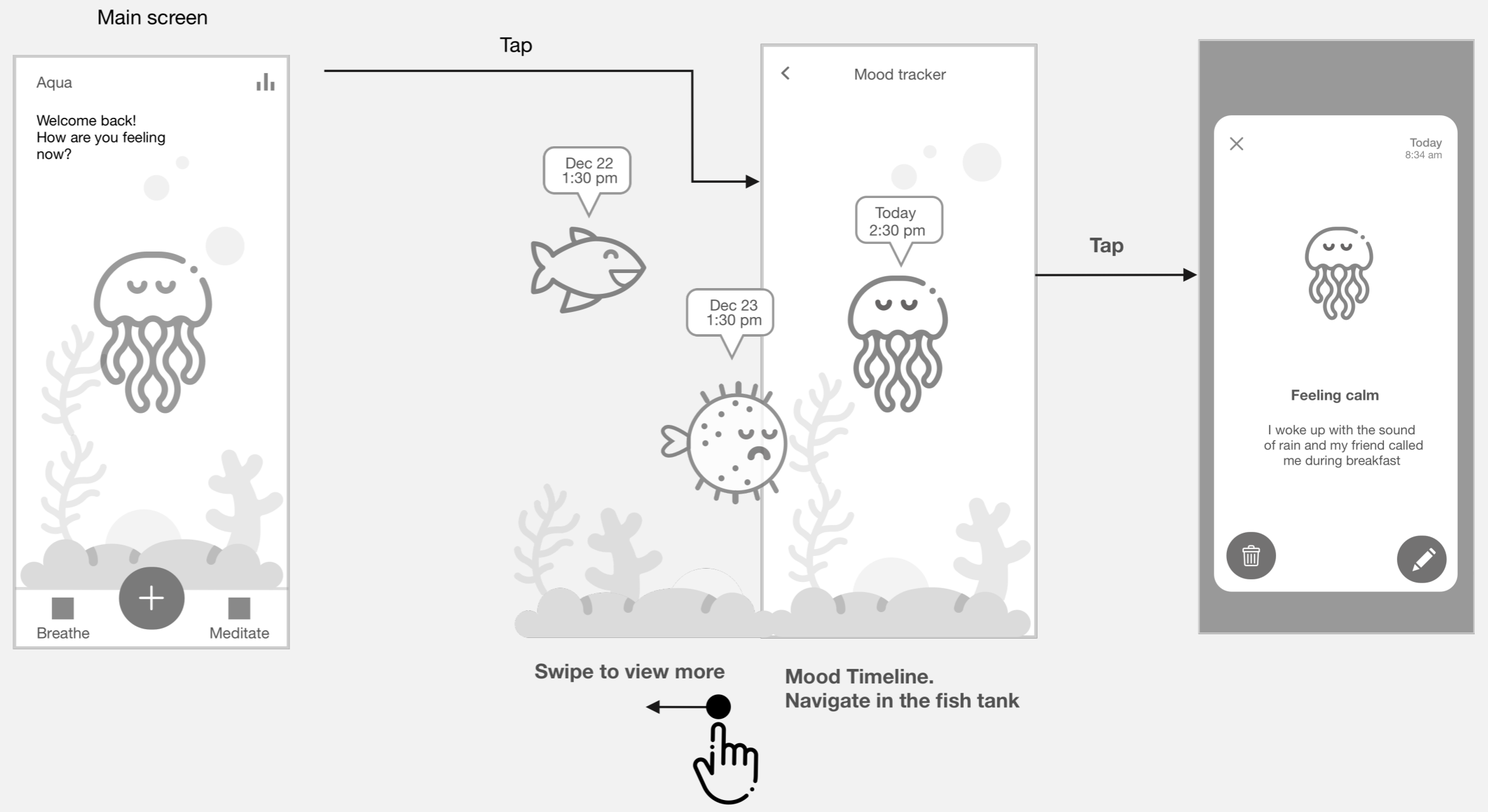
CONCEPT

AQUA

Tracking mood and thoughts



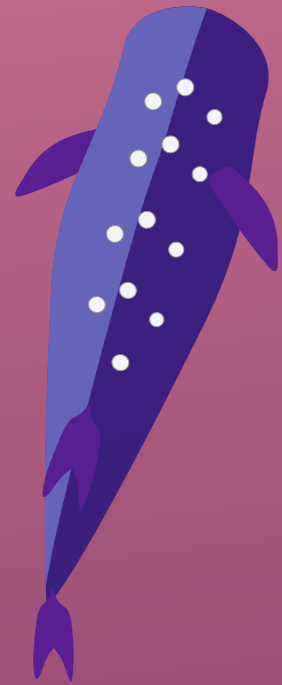
Mood tracker is presented as a large fish tank as a timeline, where customers can explore. Negative entries are presented closer to the bottom of the aquarium and positive entries near the surface.



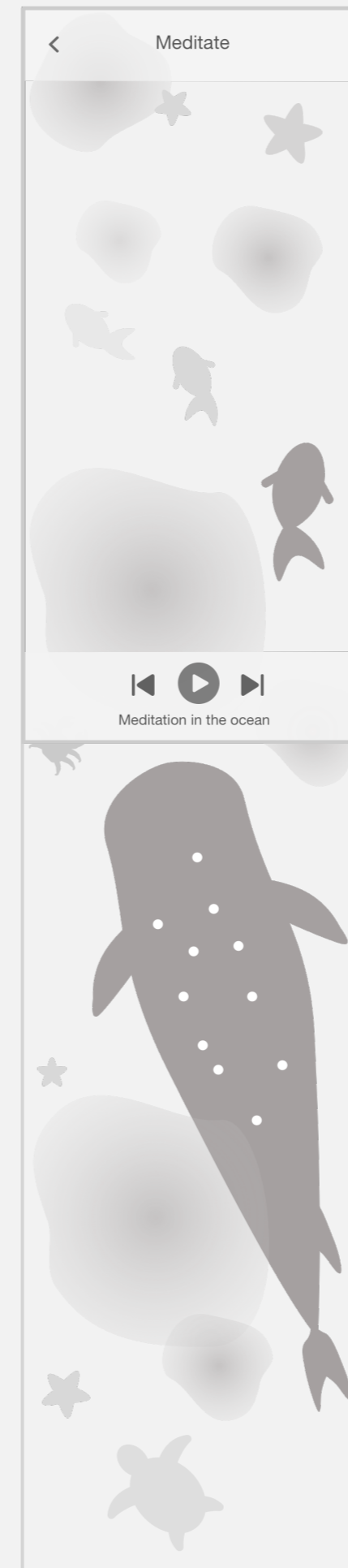
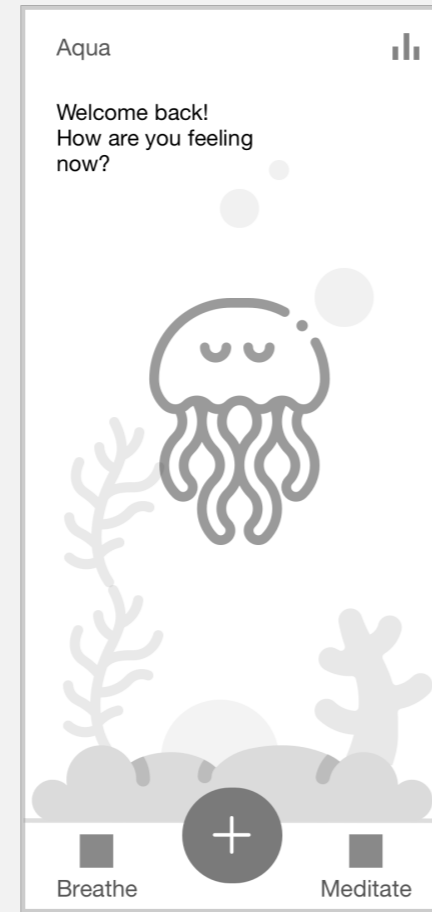
CONCEPT

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Meditation



The meditation module is presented through an animation of a journey through water, like swimming or scuba diving



Animation - as swimming top view

Ocean sounds - meditation playlist (to define strategy, e.g. Connect with Spotify playlist for this app). 15min of continuous sounds per song.

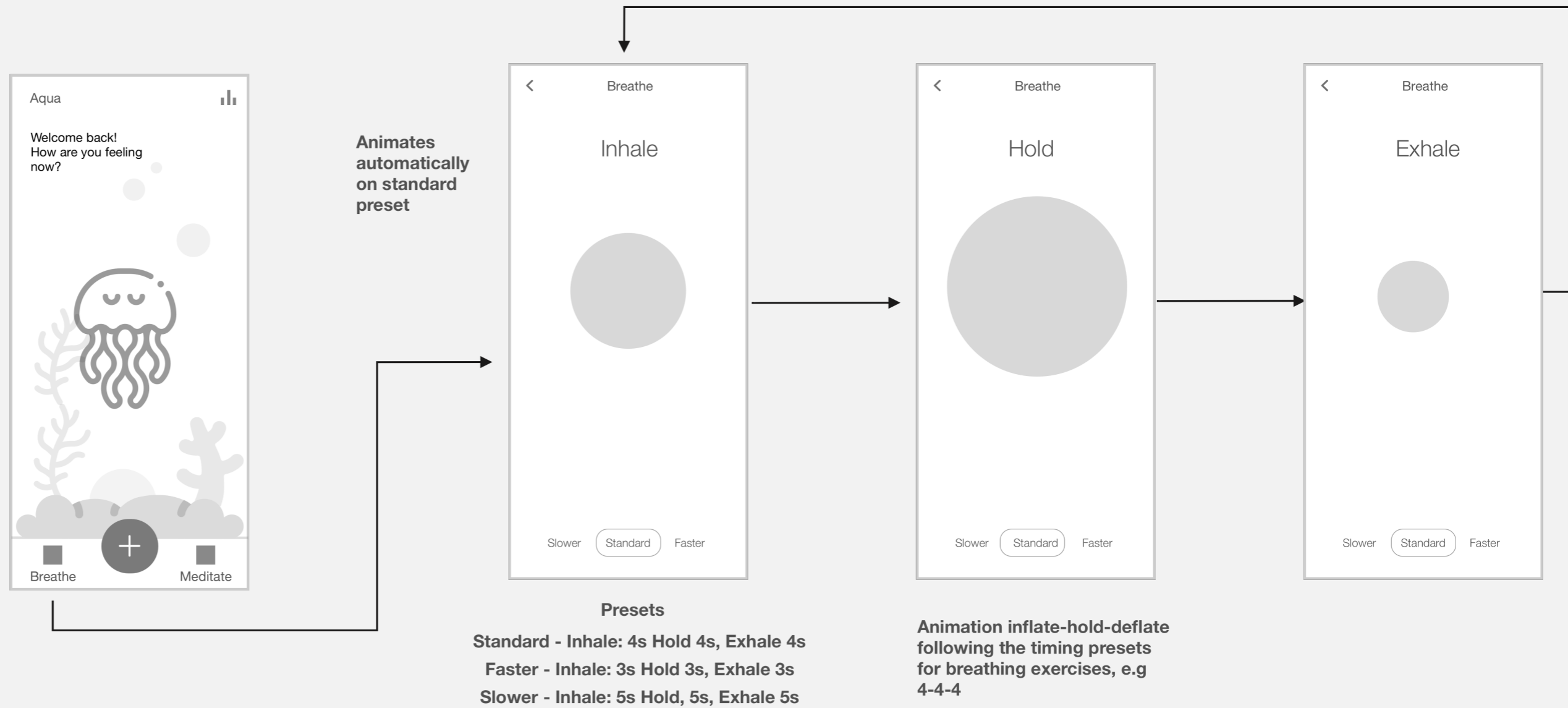
CONCEPT

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Breathing Lesson



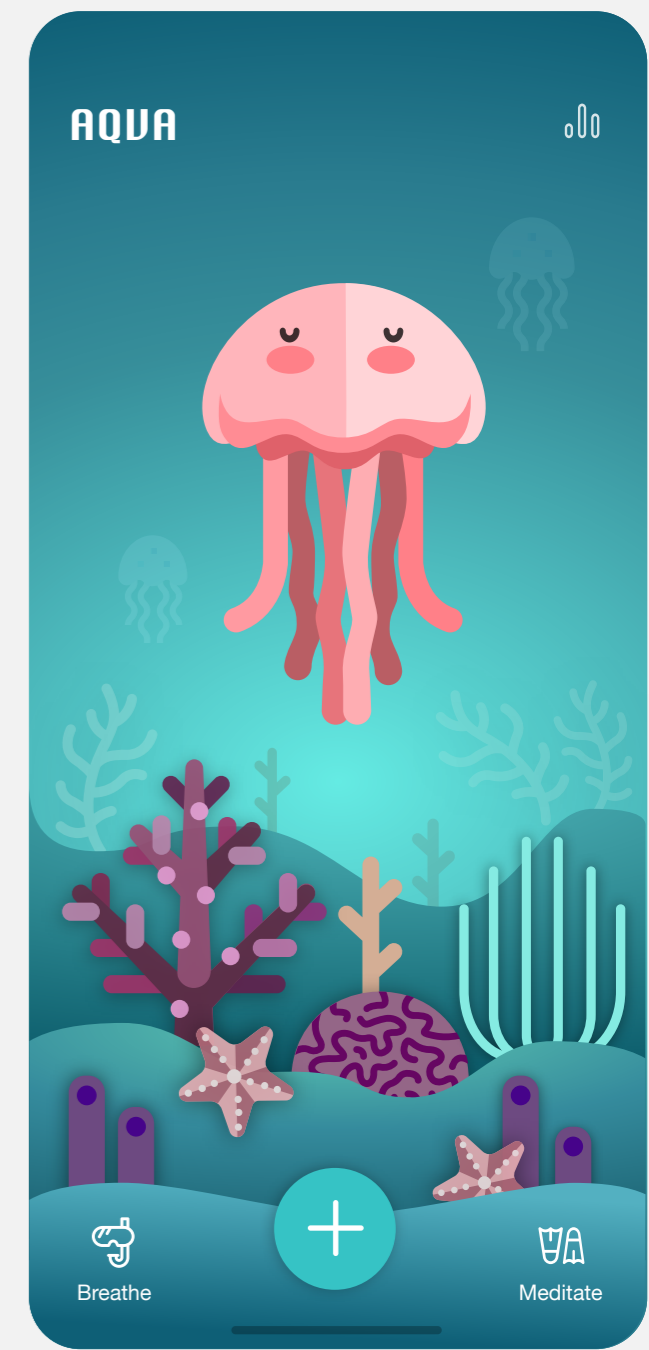
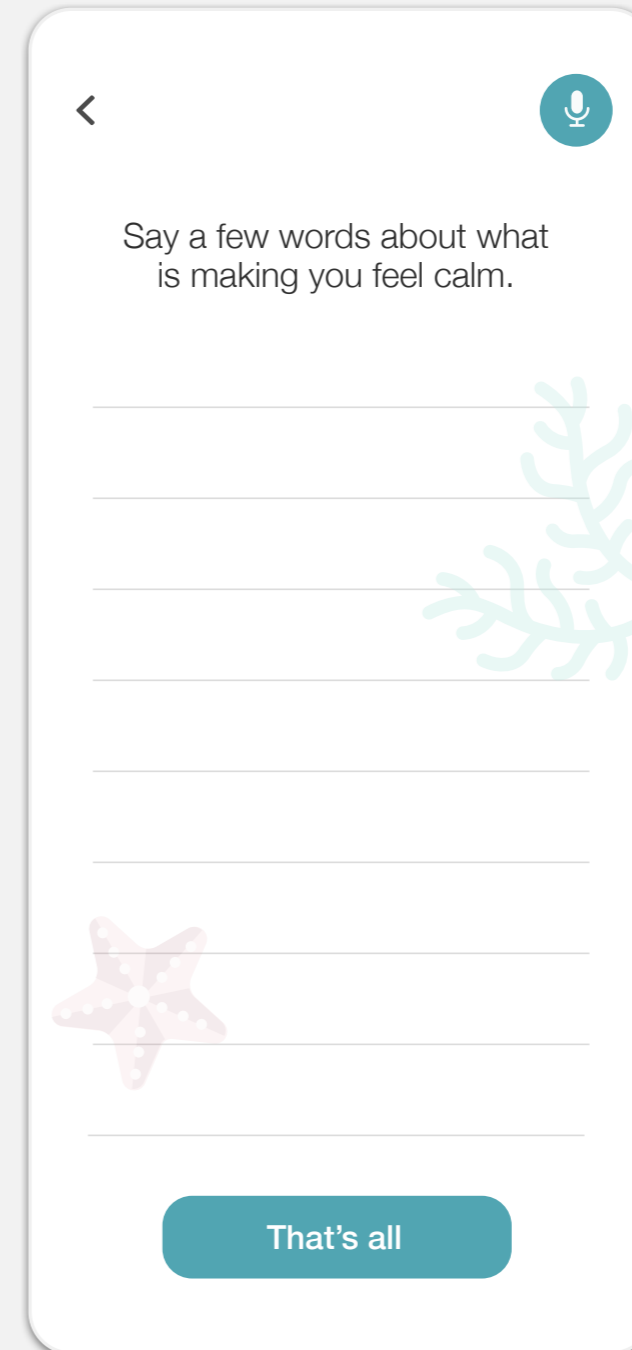
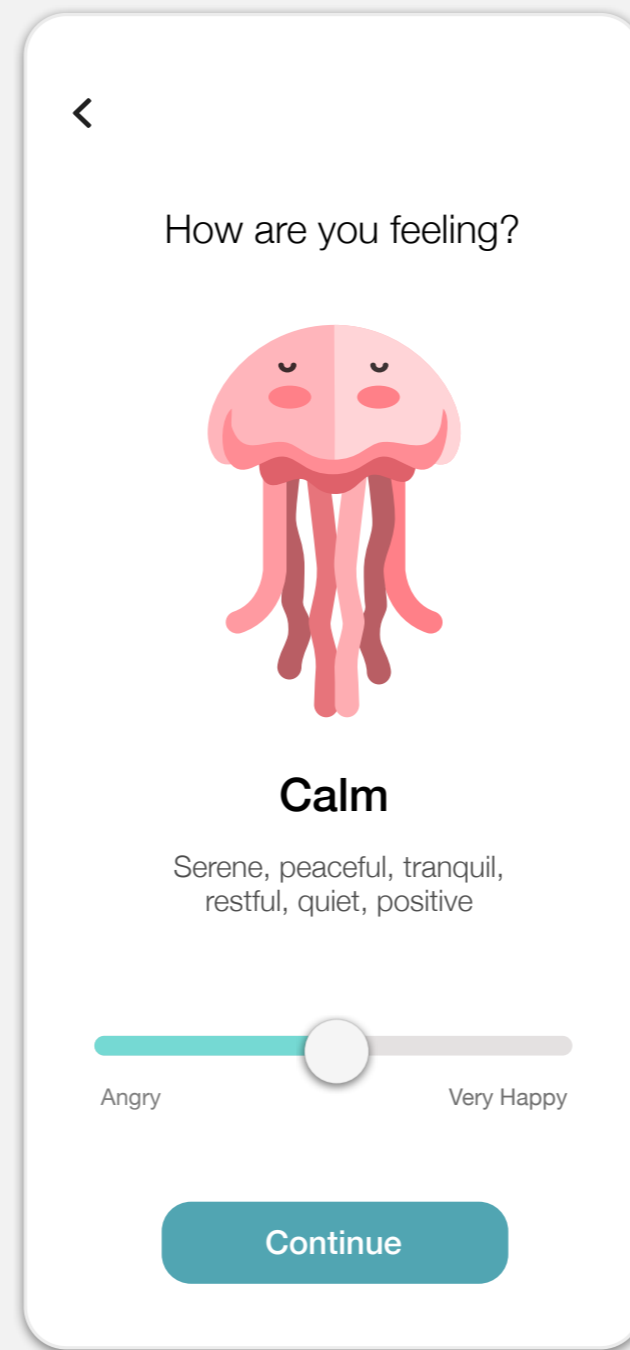
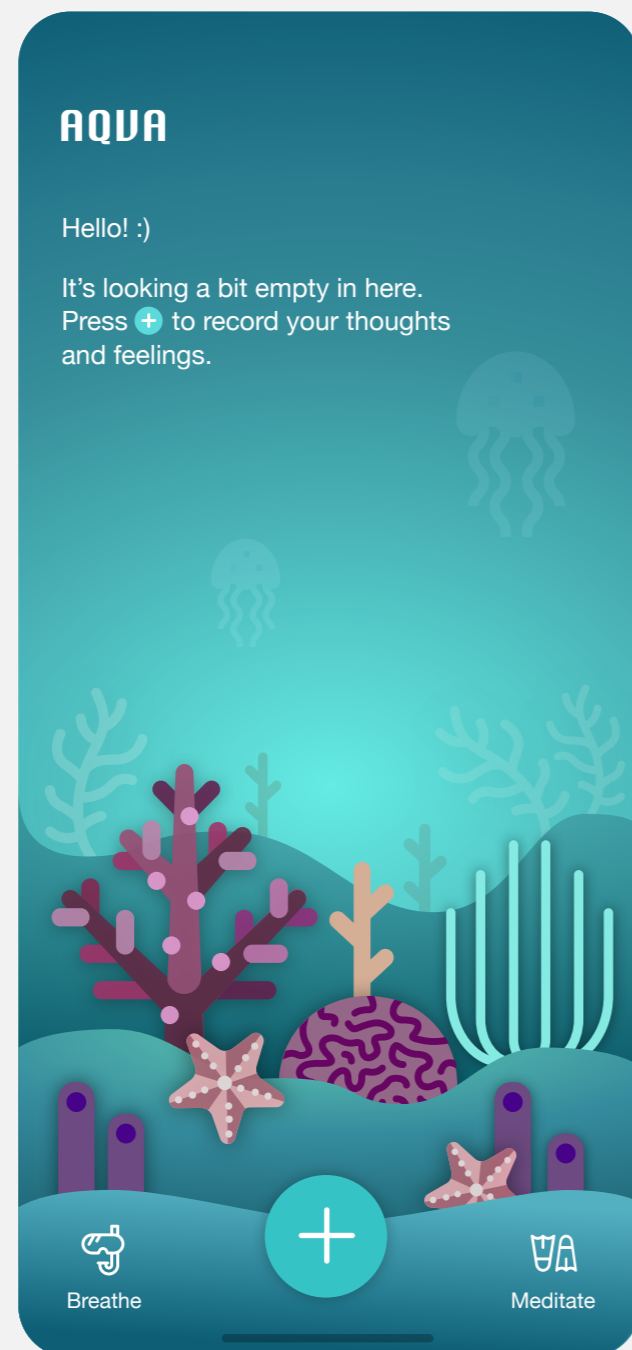
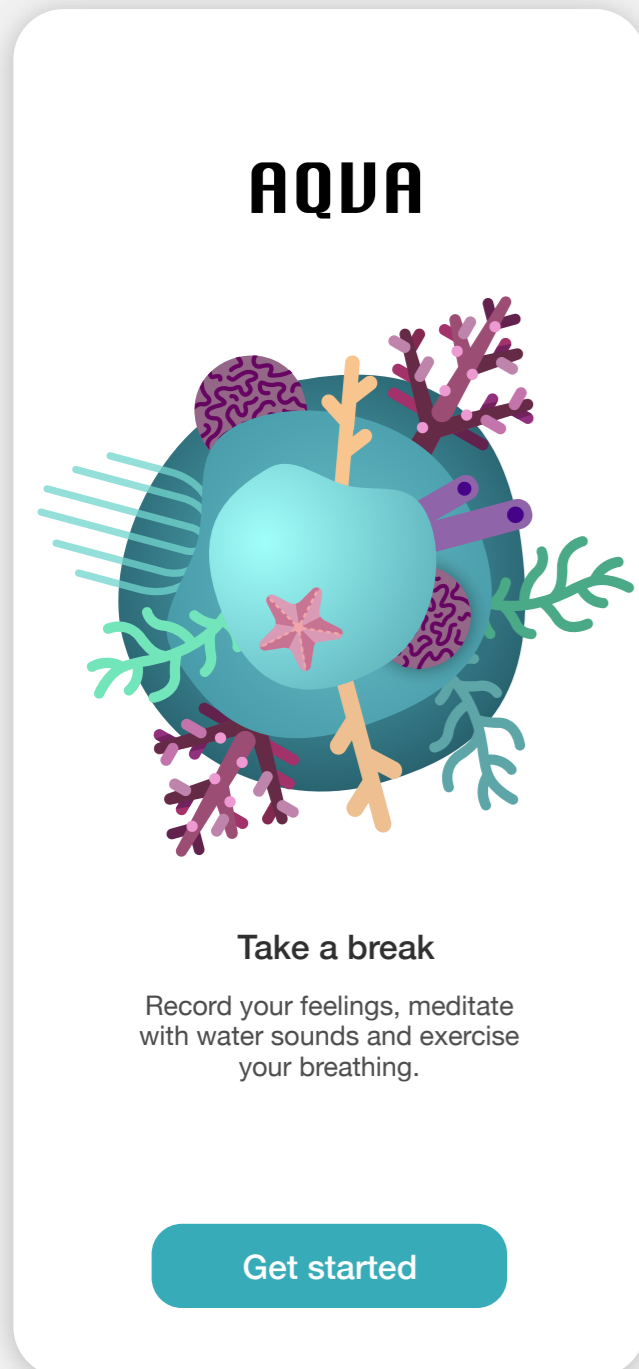
Breathing exercises for stress relief are presented through animation, along with 3 presets to choose from following the standard counts to inhale, hold breathing and exhale.



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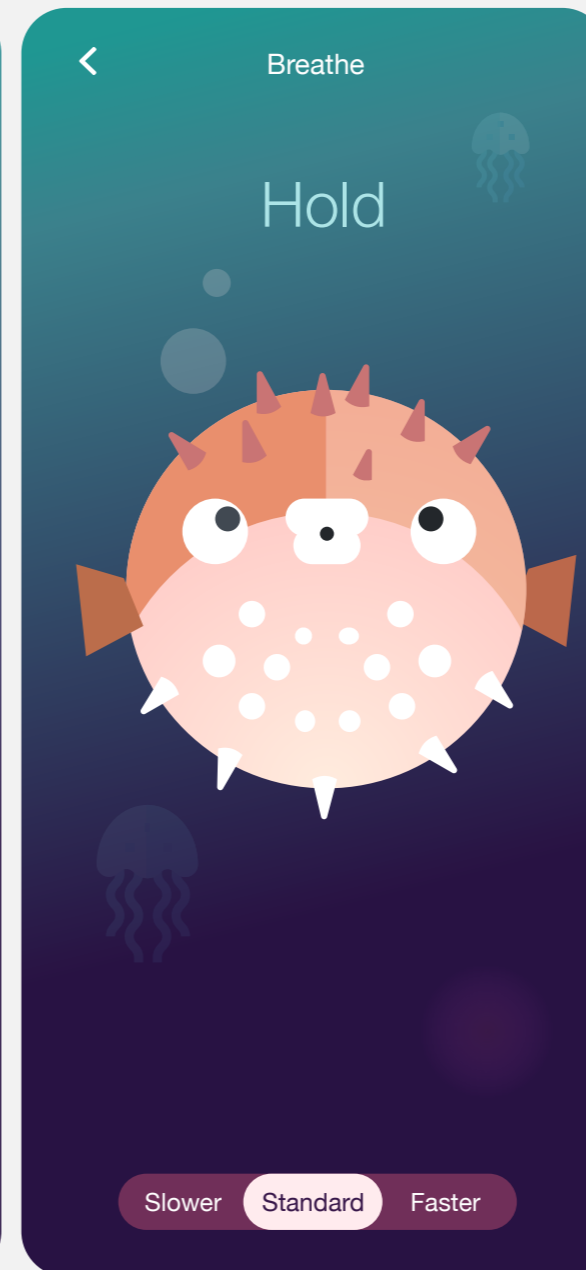
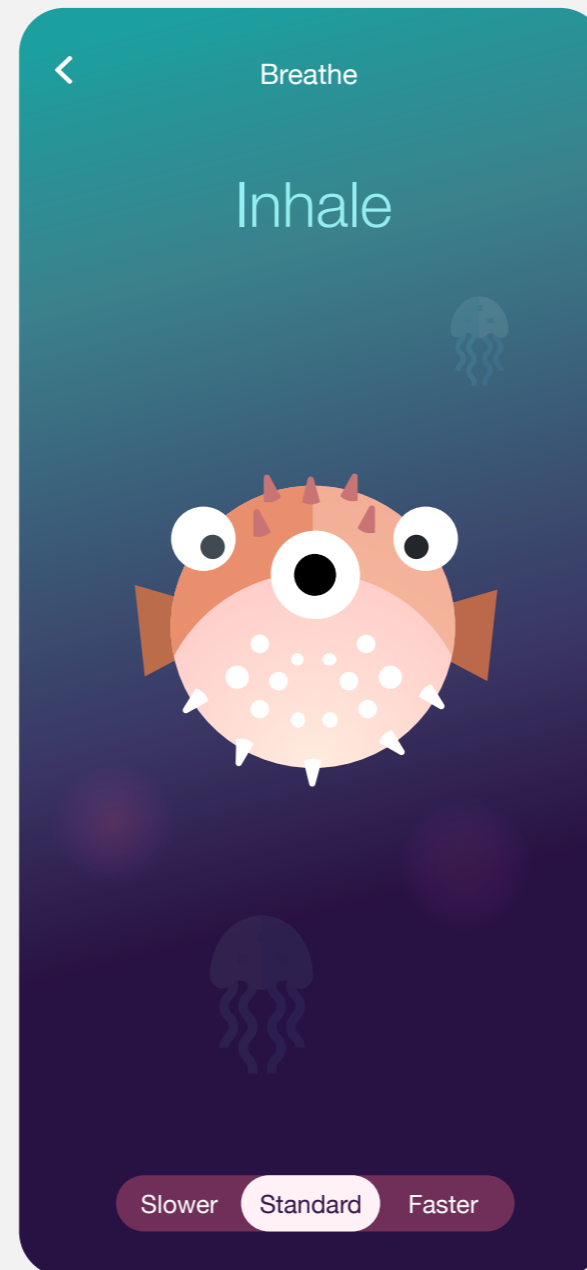
Visual Language



CONCEPT
AQUA



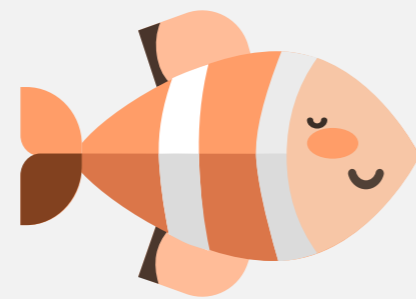
Visual Language



CONCEPT

AQUA

Mood selector



Playful

Jolly, humorous, prankish, light-hearted, lively, fun-loving



How are you feeling?



Calm

Serene, peaceful, tranquil, restful, quiet, positive



Sad

Down, melancholic, unhappy, gloomy, blue



Angry

Very Happy

Continue

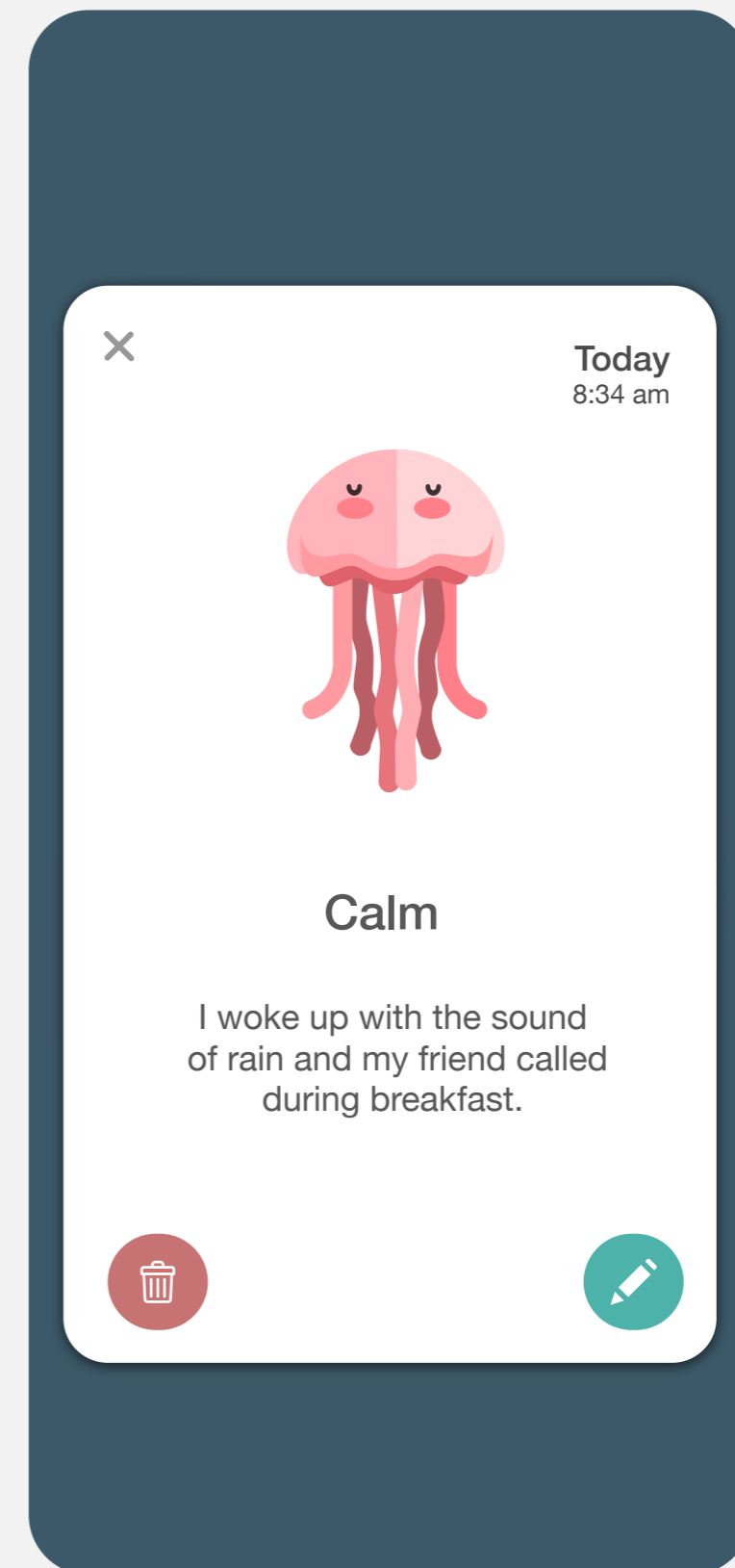
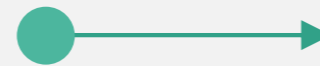
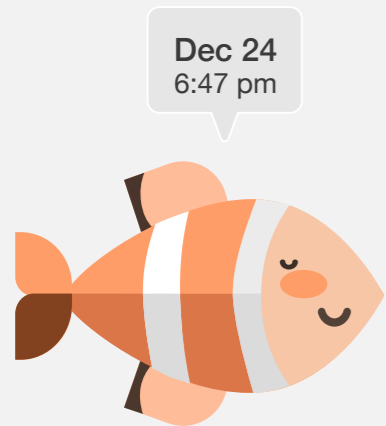
Excited, happy, playful, calm, sad, irritated, stressed, angry



CONCEPT

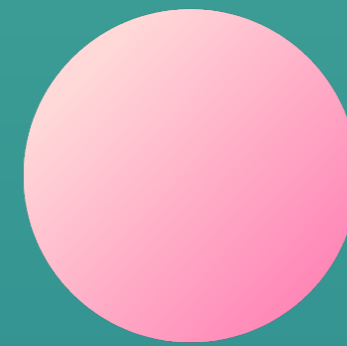
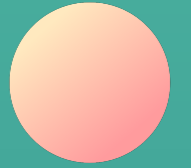
AQUA

Mood tracker





Thank you!



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