

ATHENA SHIRAVI, ZOYA GARG, ESHA GUPTA

A4: Concept Video

RESEARCH, STORYBOARD, CONCEPT VIDEO

Team Cybele



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B.A. Econ

B.S. CS

HCI Coterm



Esha Gupta

B.S. SymSys

B.A. IR



Zoya Garg

B.S. CS

B.A. Classics

Roadmap

SOLUTION

RESEARCH

STORY

IMPLICATIONS

VIDEO

We Pivoted...

Here's what's staying the same

OUR PROBLEM SPACE

Working Moms

Working moms experience mental health challenges as they navigate **career demands** and **family responsibilities**, often *without adequate support systems*



OUR PROBLEM SPACE

**Shared art has historically
built community and helped
people heal.**

OUR PROBLEM SPACE

**Shared art has historically
built community and helped
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(but we aren't drawing roses anymore)

We Pivoted...

Here's what's different

Moms often experience moments of
isolation or mental fatigue
throughout the day.

Our

Solution:

MUSE

Moms often experience moments of isolation or mental fatigue throughout the day.

An interactive, online mural to doodle on with their loved ones offers them a playful, creative outlet to express themselves and connect with others.

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Moms often experience moments of isolation or mental fatigue throughout the day.

An interactive, online mural to doodle on with their loved ones offers them a playful, creative outlet to express themselves and connect with others.

This helps foster a sense of community and mental well-being.

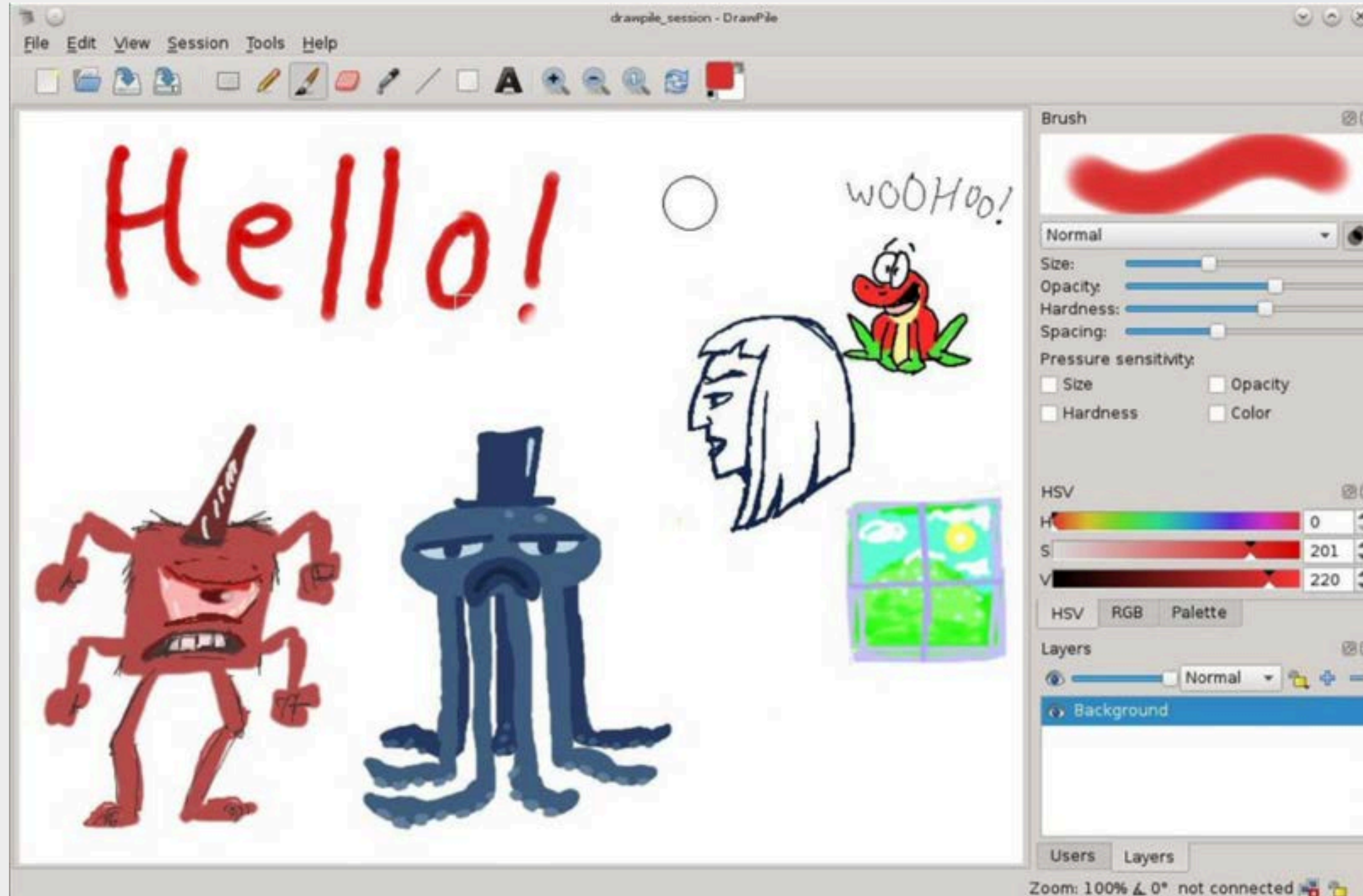
**Our
Solution:**

MUSE

MARKET RESEARCH

Who's Working on This?

MARKET RESEARCH

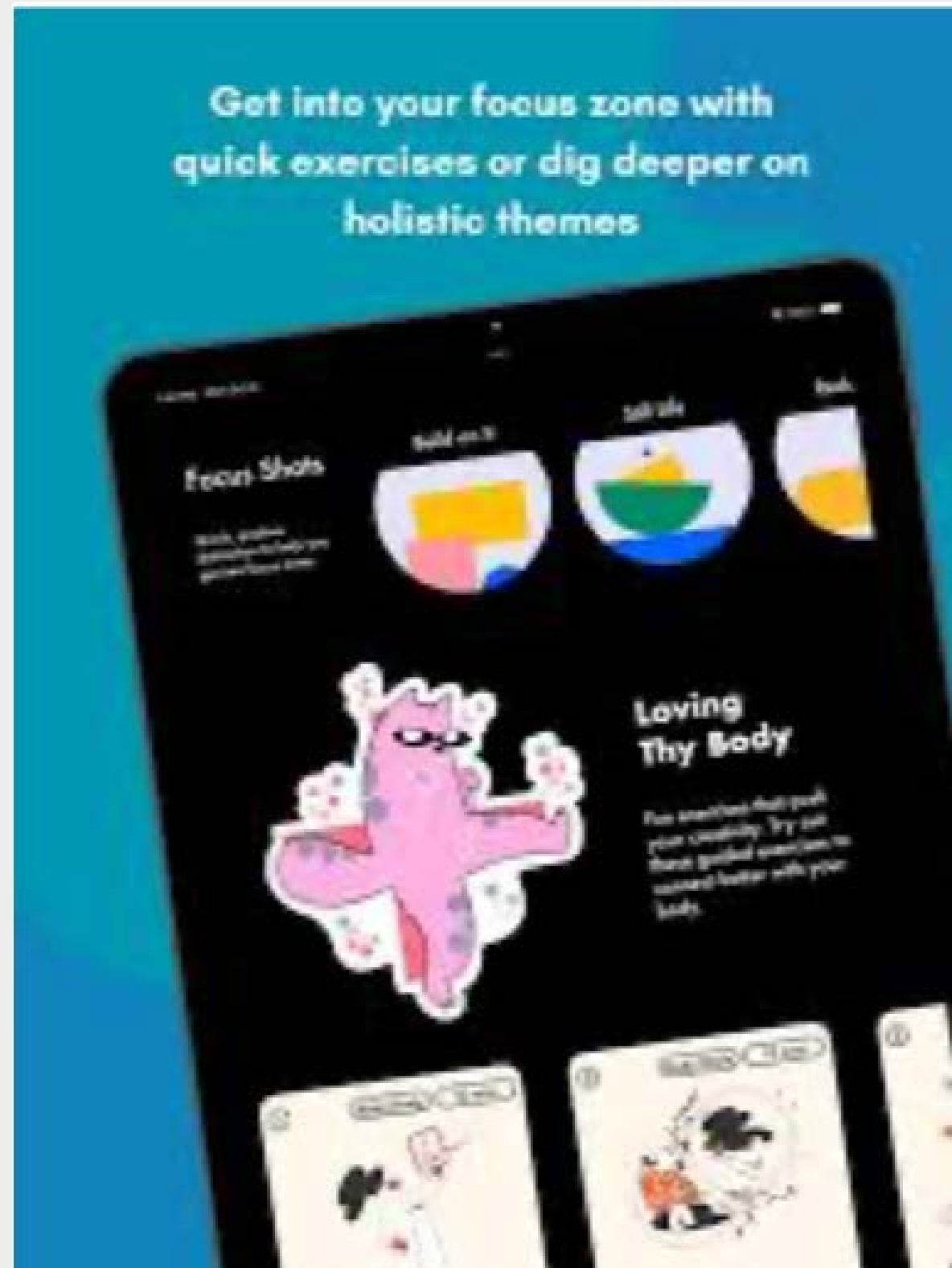


DRAWPILE

PROS: EXPANSIVE TOOLSET
TO USE FOR DRAWINGS

CONS: YOU HAVE
DOWNLOAD SOFTWARE TO
USE, OUTDATED AI, BUILT
FOR ADVANCED ARTISTS

MARKET RESEARCH



GROODLES

PROS: ART THERAPY EXERCISES FROM THE GROUND UP

CONS: RESTRICTIVE DESIGNS

MARKET RESEARCH



HAPPYCOLOR

PROS: COLOR BY
NUMBERS MINDFULNESS
APP (20K USERS ALREADY)

CONS: NO COLLABORATIVE
COMPONENT

**What does this mean,
in practice?**

IMPLICATIONS

Our Tarot Cards

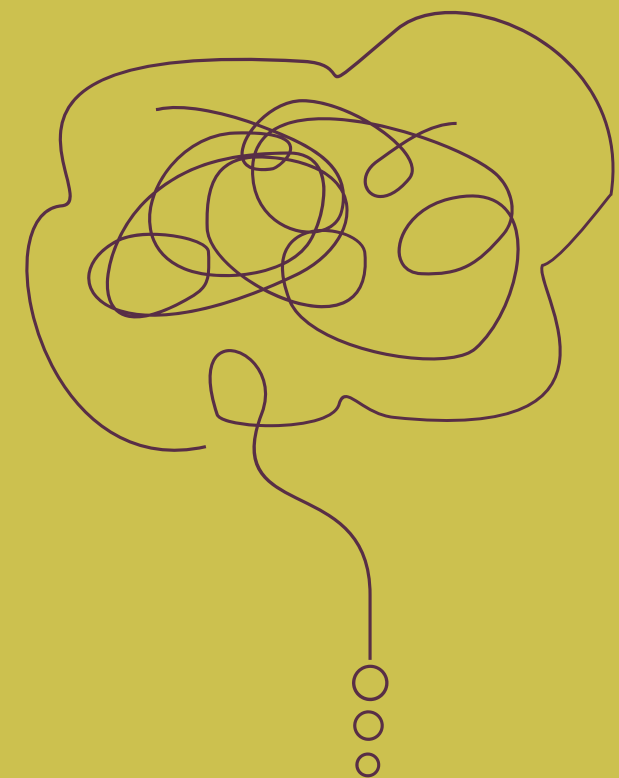


IMPLICATIONS

We're neglecting moms without **regular internet access**, with **low digital literacy**, and **moms with special needs**.

THE FORGOTTEN

Who's left out?



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Value Tension: between providing a creative outlet for moms and ensuring inclusivity and accessibility

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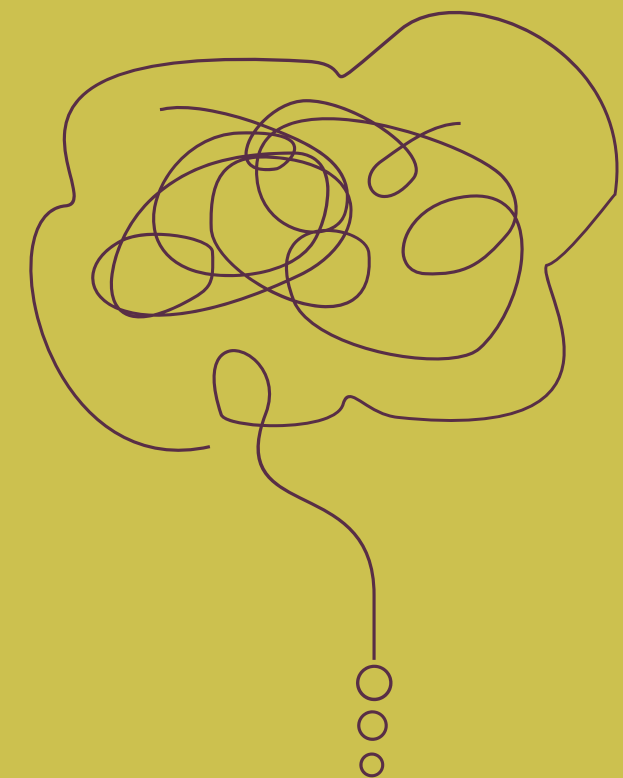
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Design Considerations:
features like voice control, high-contrast mode, or tactile feedback for users with impairments

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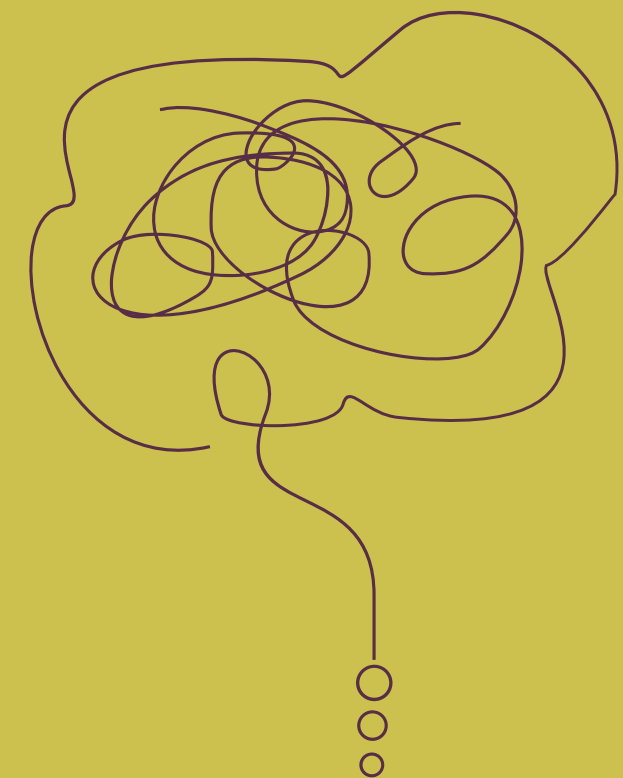
Value Tension: between providing a creative outlet for moms and ensuring inclusivity and accessibility

Design Considerations:
features like voice control, high-contrast mode, or tactile feedback for users with impairments

Provide user-friendly interfaces, and support systems to ensure moms with lower digital literacy can participate

THE FORGOTTEN

Who's left out?



IMPLICATIONS

Overuse can lead to **dependency** or **reinforcing negative coping mechanisms** -- moms may over-rely on the app and neglect offline care

THE SUPERUSER

What about your most dedicated users?



IMPLICATIONS

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Overuse can lead to **dependency** or **reinforcing negative coping mechanisms** -- moms may over-rely on the app and neglect offline care

Value tension: between promoting regular creative expression and encouraging over-reliance

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Design Considerations:
Implement usage tracking features & gentle nudges

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Design Considerations:
Implement usage tracking features & gentle nudges

Offer suggestions for off-line community building experiences as well (eg. art shows with friends)

STAKEHOLDERS & ETHICAL IMPLICATIONS

DIRECT STAKEHOLDERS

- **Moms:** Users who doodle and collaborate, benefiting from creative expression and community support
- **App Developers:** Maintain the app, ensuring a smooth and user-friendly experience
- **Mental Health Professionals:** May recommend the app for emotional well-being and creative therapy

INDIRECT STAKEHOLDERS

- **Children and Family Members:** Indirectly benefit from the moms' improved emotional well-being.
- **Third-Party Services:** Cloud providers or platforms hosting or sharing the collaborative boards.
- **Researchers:** Study insights on art therapy and digital health solutions from the app.

ETHICAL IMPLICATIONS

- Risk of over-reliance
- Privacy concerns
- Addictive design
- Data concern
- Ethical need for informed consent

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IMPLICATIONS

Task Breakdown

3-5 TASKS

DOODLE

SIMPLE

Opens the app, selects a doodle template or blank canvas, and draws something to express her emotions.

COLLAB

MODERATE

Invites another mom to co-create a real-time doodle, adding elements that reflect shared emotions.

SHARE

COMPLEX

Uploads a finished doodle to a shared board where other moms can comment, react, and provide support or feedback.

THERAPY

COMPLEX

Participates in a guided doodle therapy session with prompts, contributing to a collaborative board shared with other moms for reflection.

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3-5 TASKS

0:54

DOODLE

SIMPLE

Opens the app, selects a doodle template or blank canvas, and draws something to express her emotions.

0:29

COLLAB

MODERATE

Invites another mom to co-create a real-time doodle, adding elements that reflect shared emotions.

0:48

SHARE

COMPLEX

Uploads a finished doodle to a shared board where other moms can comment, react, and provide support or feedback.

1:17

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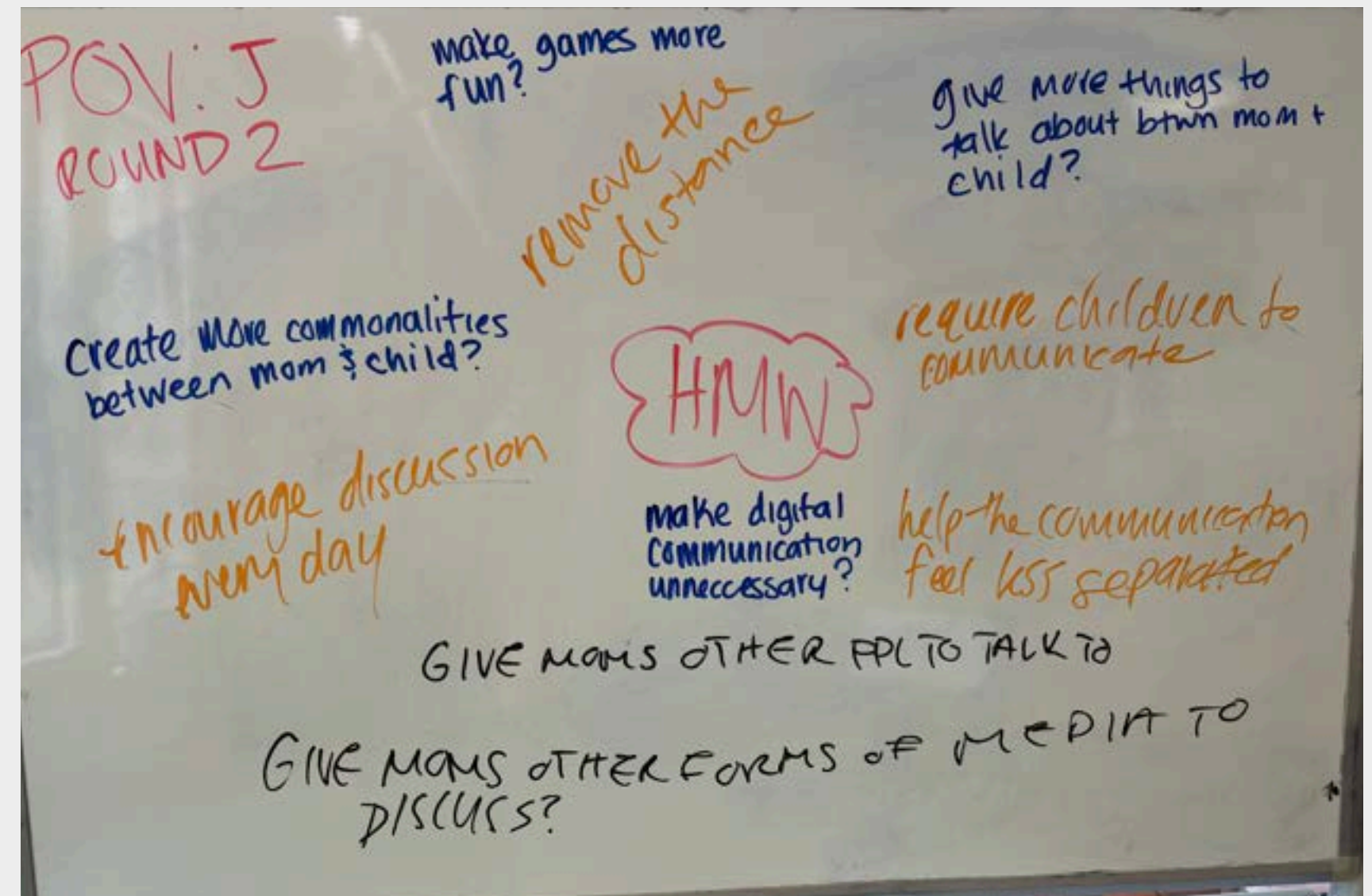
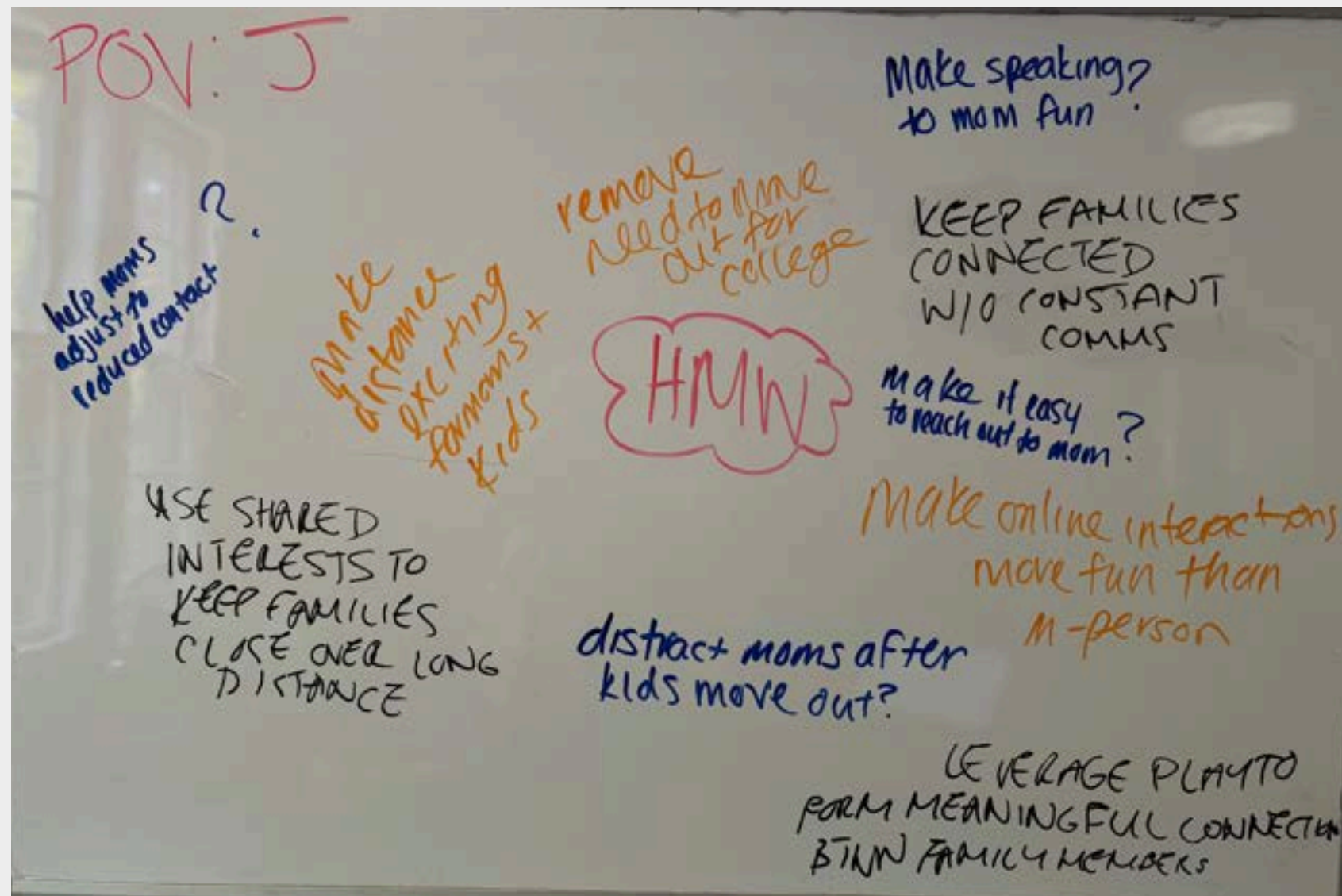
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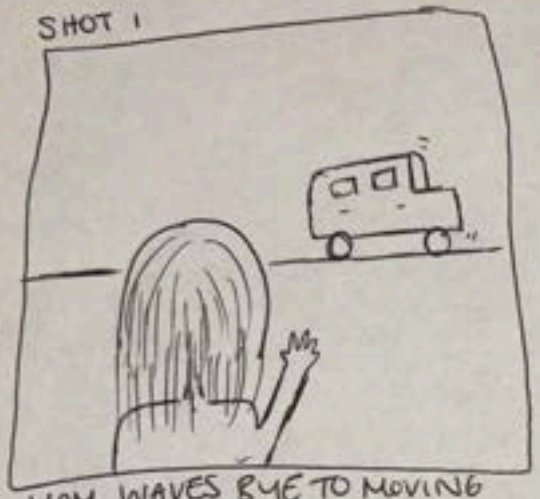
CONCEPT VIDEO

Appendix

APPENDIX

STORYBOARD ITERATIONS

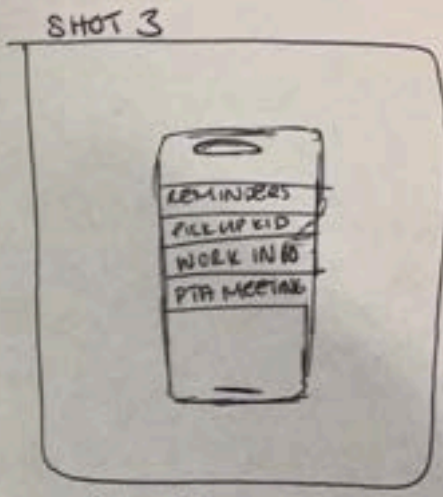




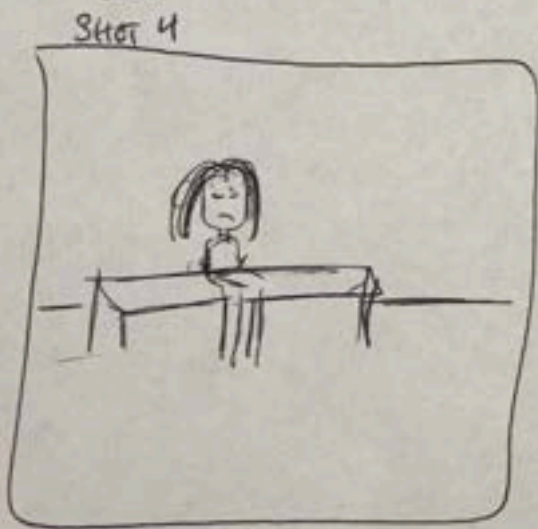
MOM WAVES BYE TO MOVING CAR



MOM TURNS AROUND STRESSED / SAD



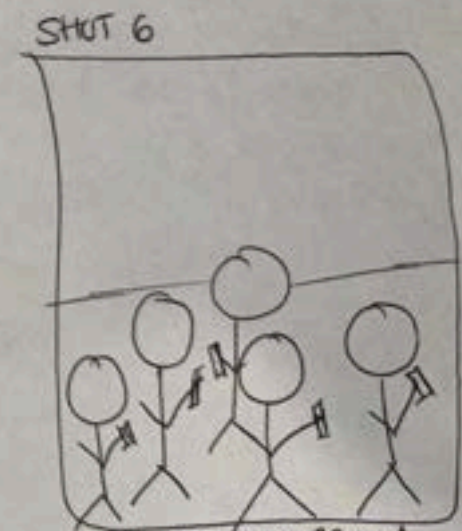
STRESS



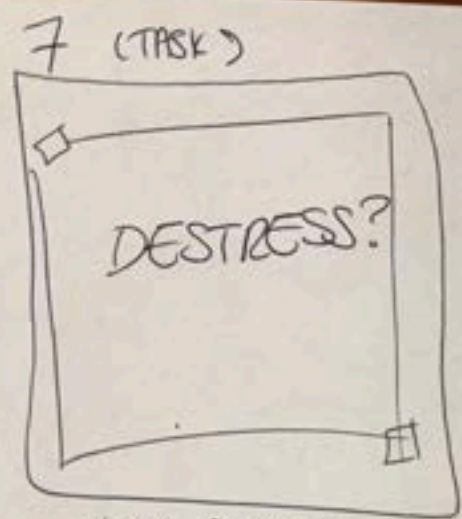
SAD + ALONE



MOM HANDS MARKER TO SAD MOM



WALKS INTO ROOM WITH PEOPLE WITH MARKERS



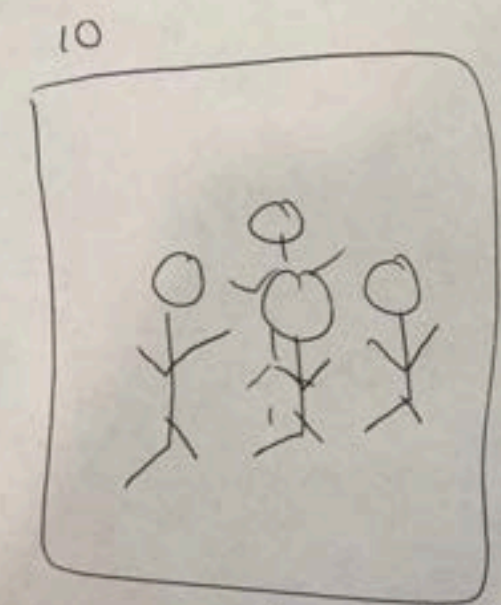
start mural



doodles

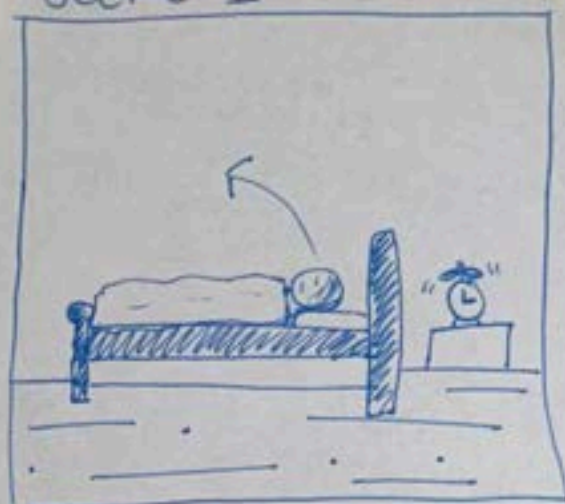


Share mural + marker to new mom



group hug + smiles

SCENE 1

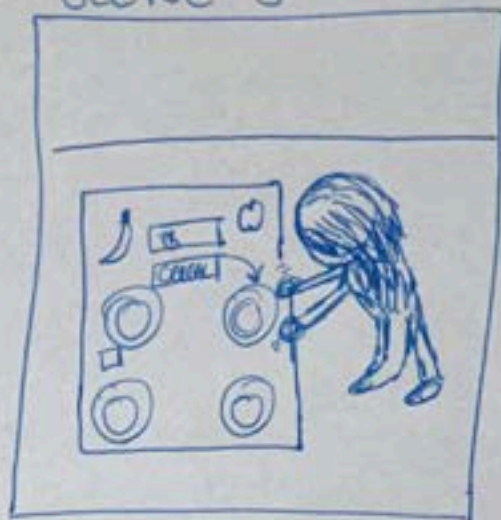


intro

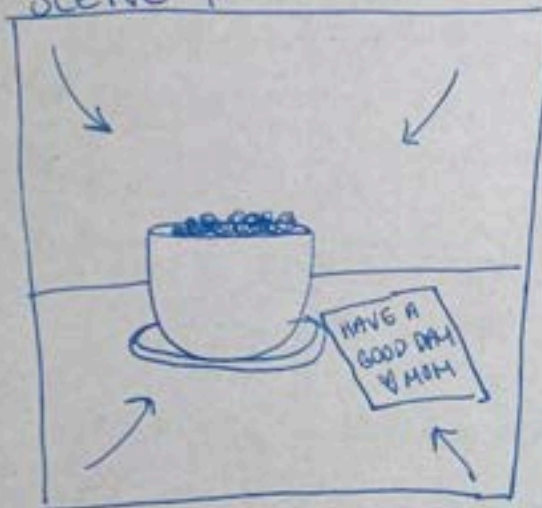
SCENE 2



SCENE 3



SCENE 4



SCENE 5

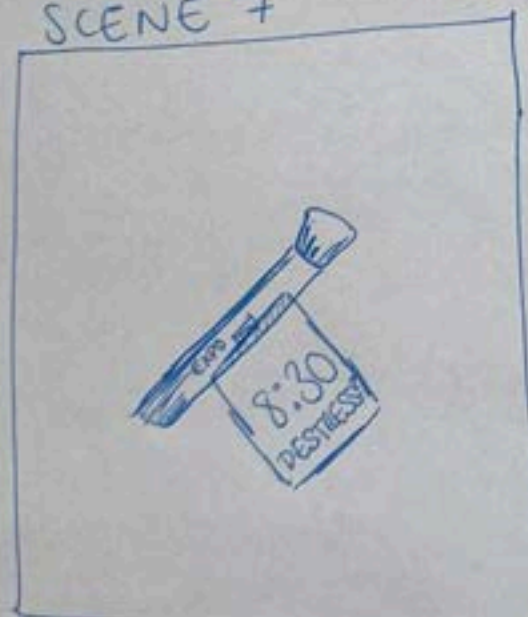


SCENE 6



(invite someone to a mural)

SCENE 7



(Join a mural)

SCENE 8



SCENE 9



(start mural)

SCENE 10



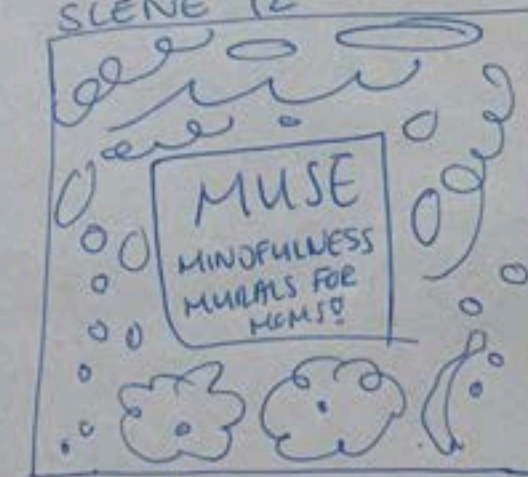
(doodle)

SCENE 11



(communal share)

SCENE 12



ending