

# A4: Concept Video

superbloom



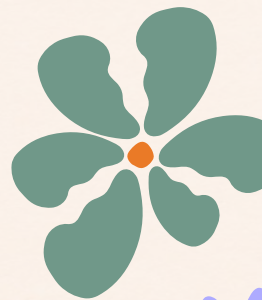
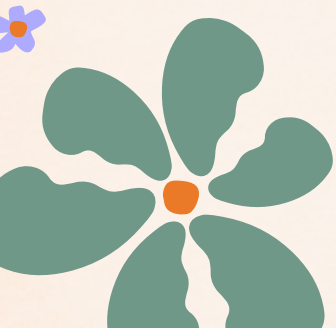


**01**

Project Name +  
Value Proposition

# superbloom

**celebrate life**



# superbloom

celebrate life

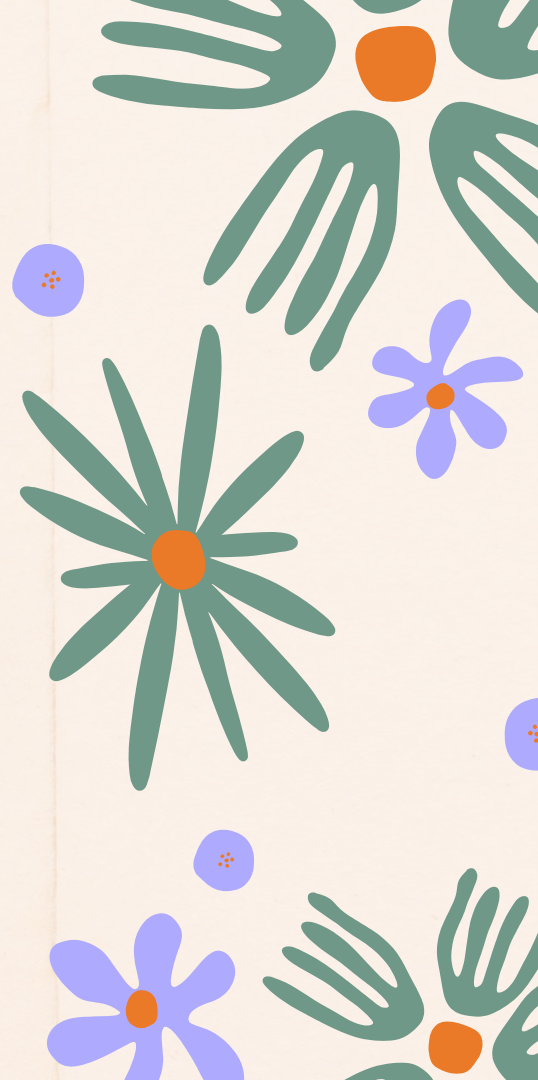
A **superbloom** is a rare natural phenomenon where wildflowers bloom together in a desert.

- Our name intends to celebrate life and promote happiness in an otherwise desolate process
- We focus on the positive remembrance as a way to process grief



**02**

Problem + Solution  
Overview



# Problem + Solution Overview

Individuals in grieving often struggle to cope with their emotions and loss of a loved one.

**Superbloom** is an app that allows for grieving individuals to dull their pain and take control of their emotions by memorializing and remembering their loved ones.

By actively sharing those they've lost, as well as interacting with others' losses, users become united together in grief and memoriam.





# 03

## Market Research



# Untangle Grief

Supporting grief communities via moderated groups, one-on-one chats, and Zoom events.

## What works:

- Builds a supportive community for those grieving.
- Easy to connect with others through experience-based groups.
- Safe space ensured by content moderation.

## What doesn't:

- Subscription model (£4.99/month) feels exploitative.
- Only allows tracking for one loss.

## Implications for our project:

- Moderation is crucial for safe communities.
- Specific experience-based groups are valuable (e.g., parent, baby, addiction loss).
- Unlike Untangle, we'll use digital memorials to foster connection.





# Grief Refuge

An app offering daily support to help users manage grief.

## What works:

- Soothing, therapeutic audios
- Emotion-based "Journal" feature
- Regularly updated community resources

## What doesn't:

- Expensive, with most features behind a paywall
- "Intentions" audios don't guarantee actionable outcomes
- Lacks strong community or companionship features
- Users need to be proactive, which can be tough during grief

## Implications for our project:

- Align features with emotional support
- Strengthen the community aspect to foster connections.





# HUG

An app for creating virtual memorials.

## What works:

- Allows collaborative memorialization of loved ones
- Pages can be shared and contributed to by multiple people

## What doesn't:

- No distinction between friends and family viewers
- Design resembles Facebook
- No prompts for content creation, leaving it fully user-driven

## Implications for our project:

- Separate personal and public views
- Implement varying social circles
- Add prompts for content to ease curation
- Focus on dynamic, customizable pages to foster community connection.

# e.

# Empathy

An app offering a structured roadmap for handling logistics and support after a loved one's death.

## What works:

- Clean design (Apple Design Awards finalist)
- Game-changing account settling feature
- Accessible chatline, simple mental health check-ins

## What doesn't:

- Limited support circle size
- Billing relies on insurance or employer coverage

## Implications for our project:

- Strong roadmap and logistical support
- Validates the inclusion of simple mental health check-ins in our project.

	<b>Untangle Grief</b>	<b>Grief Refuge</b>	<b>HUG</b>	<b>Empathy</b>	<b>superbloom</b>
chat room	X				
chat w/ experts		X		X	
comments			X		X
community resources	X	X		X	
mood journaling	X	X		X	X
content of loved ones			X		X
customizable					X
tiered social circles					X
prompts user for interaction					X



# 04

## Values in Design

# Stakeholders

## Direct stakeholders:

- Users (people that have lost a loved one)
- Developers
- Content Moderators

## Indirect stakeholders:

- Friends/Family of users
- Therapists or Grief Counselors



# Ethical Implications

## Backstabber

- Data privacy is a top concern when dealing with such sensitive data
- We give full power to the user to determine what's private and what's shared

## Big Bad Wolf

- Could be trolls on here that create triggering outer gardens (most of our user base vulnerable)
- Have to moderate what is shown to greater community

THE  
**BACKSTABBER**


◆

**What could cause people to lose trust in your product?**

What could make people feel unsafe or exposed?

What mechanisms are in place for listening to your users?

How will you recognize larger patterns in feedback so that action can be taken?



THE  
**BIG BAD WOLF**


◆

**What could a bad actor do with your product?**

What would predatory and exploitative behavior look like with your product?

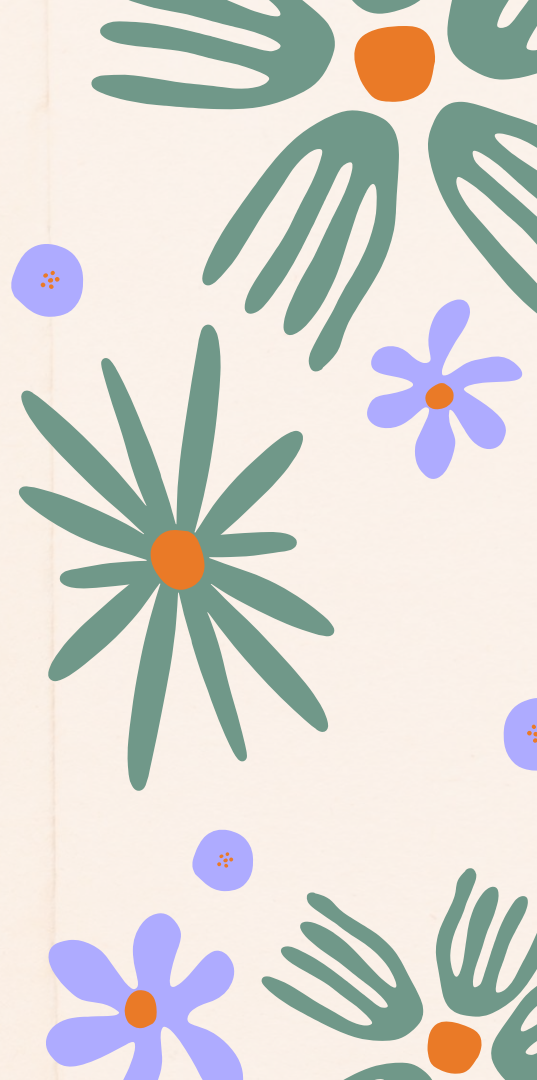
What product features are most vulnerable to manipulation?

Who could be targeted with your product?



# 05

## Tasks





# Tasks



## Simple

**Answer** a reflection question about your loss



## Moderate

**Upload** a memory to your memorial garden



## Complex

**Share** your garden with other users

# Tasks



## Simple

**Answer** a reflection question about your loss

*Users will frequently answer questions that prompt them to reflect and write down their thoughts.*

**Video time: 00:22**



## Moderate

**Upload** a memory to your memorial garden

*Most users will be uploading memories and customizing their memorial gardens, though frequency is based on their own interest.*

**Video time: 00:30**



## Complex

**Share** your garden with other users

*This task is less frequent and requires more steps, including making inner (private) and outer (public) gardens and connecting with other users on Superbloom.*

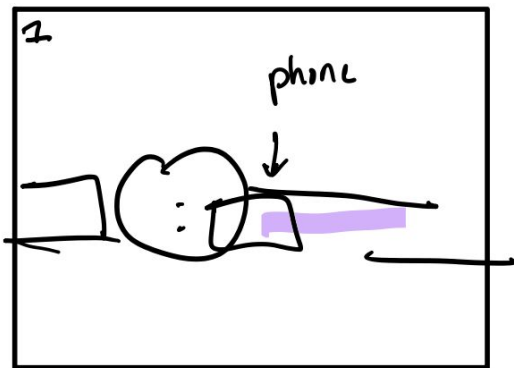
**Video time: 00:40**

# 06

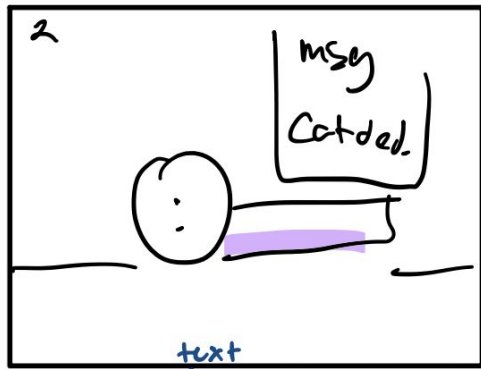
## Video Storyboards



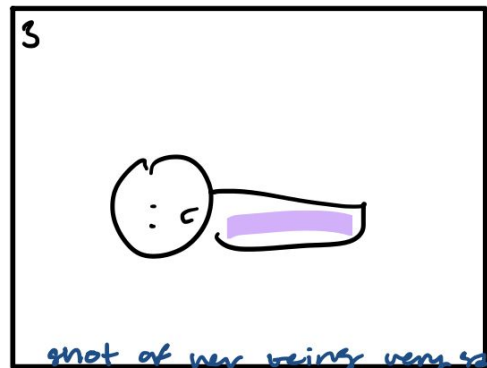
\*sad music starts\*



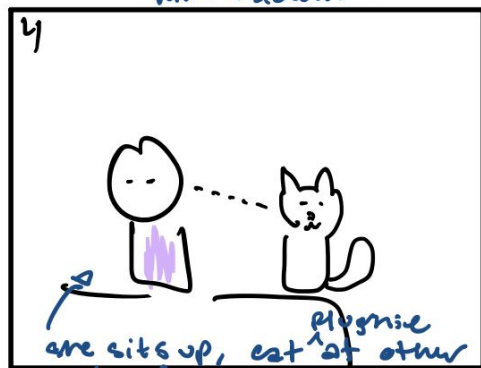
Person scrolling on phone



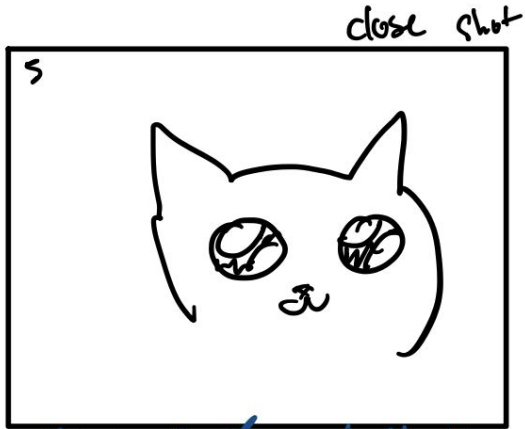
receives noti "mr. Whiskers is gone. I'm sorry we had to put him down."



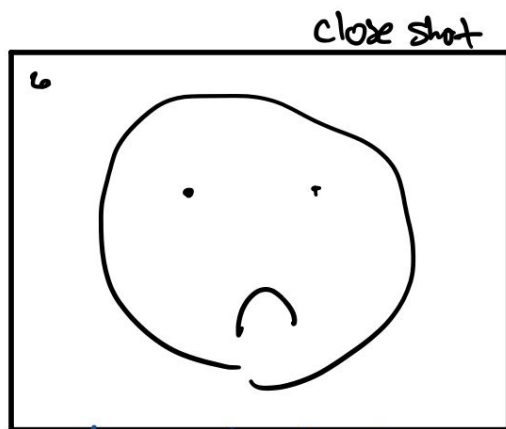
shot of her being very sad



Plugnie are sits up, eat at other end of bed



close up of cat plushie



close up of sad person

\*sad music stops when  
phone dings\* zoom out shot



zooms out, person still sad, then turns when phone dings

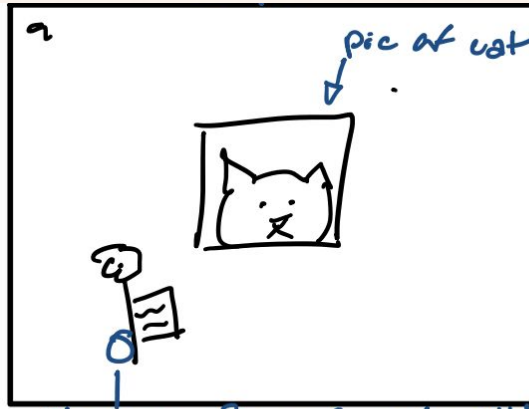
\* more mellow song starts\*



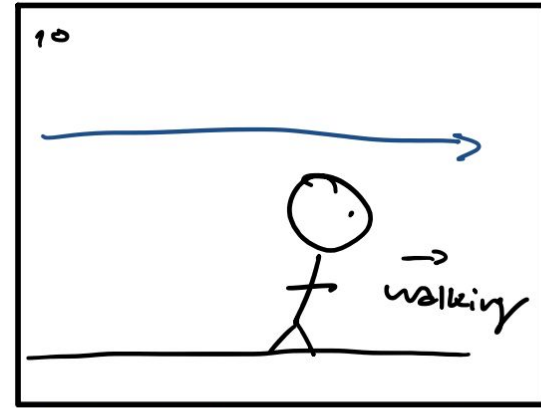
mag from app ghosts out. person looks up

**TASK:** Answer a reflection question about your loss

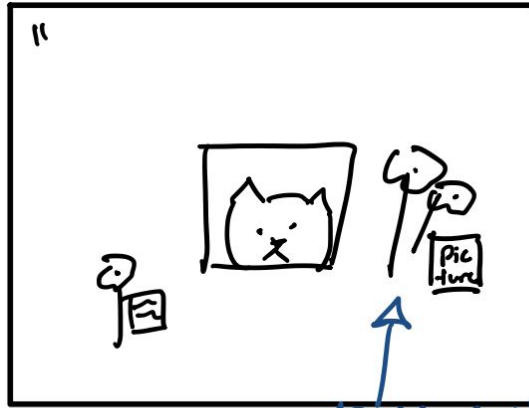
**TASK:** Upload a memory to your memorial garden



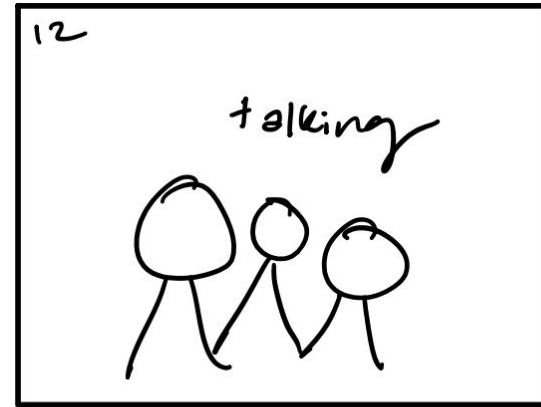
places flower w/ written response to prompt



shot of person walking across canvas (during day)



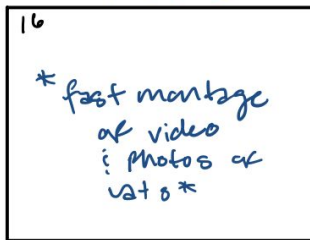
places another flower w/ picture of person w/ cat



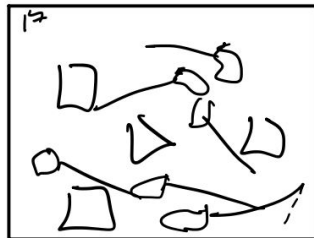
shot of person yapping w/ friends



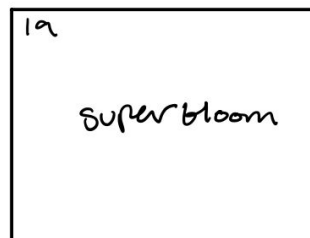
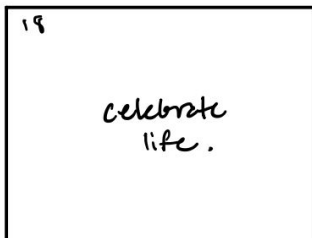
place another flower w/  
video thumbnail (print out)



then it goes back  
to #15 shot



then  
zooms out, to reveal  
other photos (with pet  
& human) w/ flowers +  
notes / pic / vid

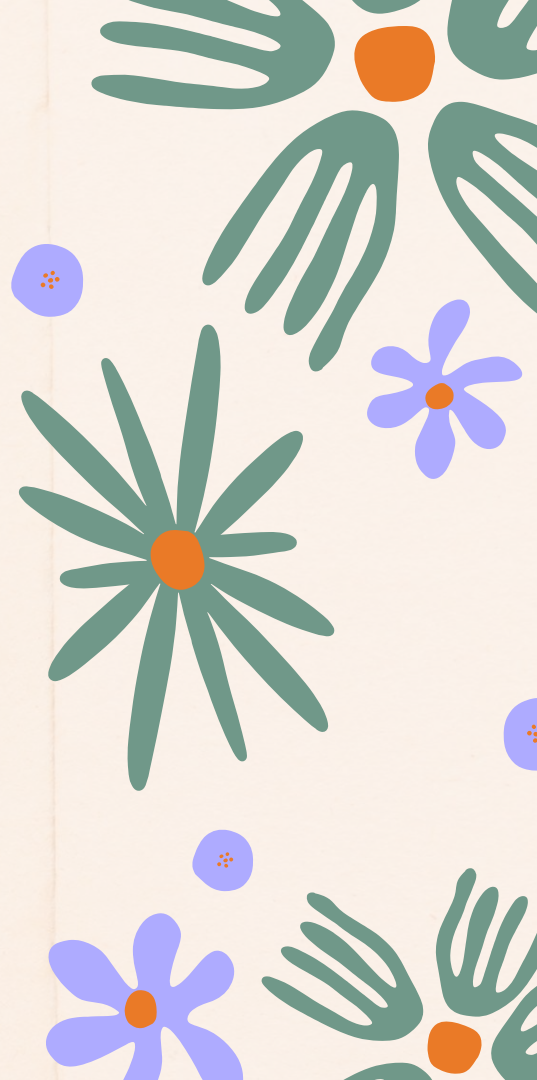


solid actor: tagline,  
title, credits

**TASK:** Share  
your garden with  
other users

**07**

Concept Video

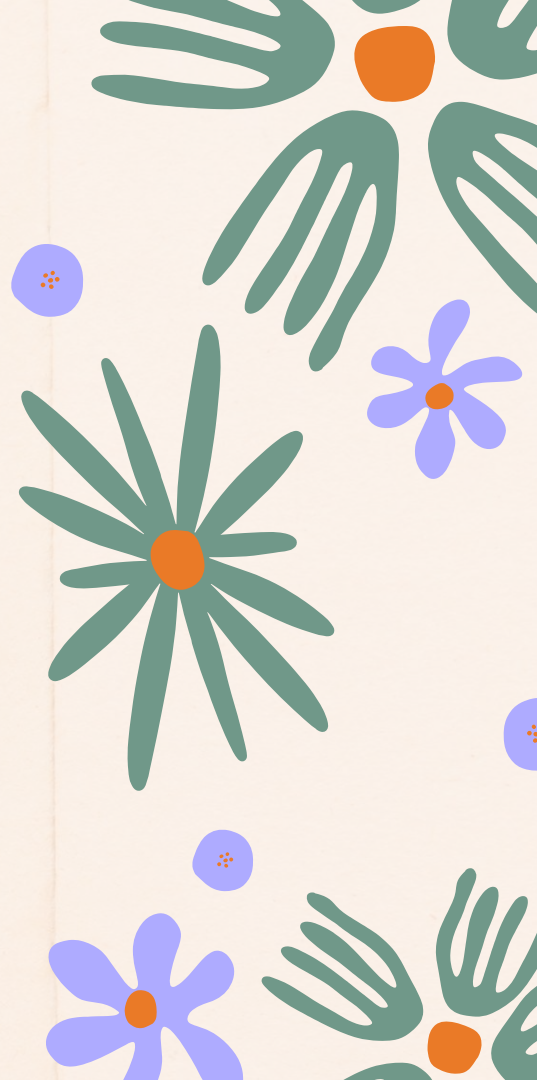






08

Appendix





# Untangle Grief

An app that facilitates grief support groups including moderated communities, one-on-one chats, and Zoom session events

- **What works?**
  - Builds sense of community, helps people grieving feel not alone
  - Easy to find people you can relate to with groups sorted by common experiences, a “support network at your fingertips”
  - Moderation of content to make a safe community for grieving people
- **What doesn't work?**
  - Subscription based model (£4.99 per month) – some people feel it is exploitative and profiting off of their grief
  - Limits to tracking the loss of 1 person, cannot add multiple



# Untangle Grief

## Implications for our project:

- Group chats/forum style apps require moderation to create responsible, safe communities
- Making it easy to find people who have the same experience is very valuable, and these categories should be very specific (e.g. parent loss, addiction loss, baby loss)
- Though Untangle focuses on connection through more typical digital social interactions (group chats, one-on-one chats video calls), we will focus on using digital memorials to facilitate connection





# Grief Refuge

An app designed to help users recover from grief by “providing daily support so your grief feels more manageable”

- **Main features**
  - Guidance
    - Daily refuge (subscription-only)
    - Intentions (therapeutic audios about advice)
  - Self-care
    - Journal
      - Divided into sections for each emotion
    - My Grief Journey (subscription-only)
  - Community
    - Grief-care (contact therapist)
    - Podcast





# Grief Refuge

- **What works?**
  - Audios are quite soothing and therapeutic, can help the users calm down
  - “Journal” feature is very specific, breaks down common emotions into categories
  - “Community” feature provides resources (e.g. podcasts) which are constantly updated
- **What doesn't work**
  - Very costly! Have to subscribe to use most features
  - “Intentions” modules are advice audios that can't ensure that users take these actions
    - Simply telling users to “set boundaries” or “reach out” cannot immediately make the users feel better
  - Lacks community/companionship component
    - Users have to be very proactive in navigating the app, which is often challenging for people who are processing grief





# Grief Refuge

## Implications for our project

- Map each module/feature to the kind of support provided
- Connect emotions to features in the app
- Enhance the community aspect by bringing people together





# HUG

## An app where users can create virtual memorials

- **Main features**
  - Make a page
    - Add image
    - Add audio
    - Add video
    - Add text
  - Share the page with others
  - Have the option to make the page private or public







# HUG

- **What works**
  - Allows for a page that can memorialize loved ones online
  - Can share page with multiple people that others can contribute to
- **What doesn't work**
  - There isn't a separation of friends and family for viewing
  - The design strongly resembles Facebook
  - Uploading content is purely up to the user – there isn't any prompting of any sort





# HUG

- **Implications for our project**
  - Separate the personal and the public
    - Make different degrees of social circles instead of only one
    - Encourage public viewing for a sense of community
  - Make the page more dynamic and customizable
  - Recreate memories
  - Focus on the user and their relationship and can allow users to zoom out and see what the memories look like for others
  - Help prompt the user to add content instead of giving users the full responsibility to curate the page



# e.

## Empathy

An app that provides a structured roadmap in the event of a loved one's death, complete with common logistics, expert support, open account handling, and mental health.

- Main features
  - Logistics
    - Care plan – common logistics
    - Care manager chatline
    - Settling accounts
  - Wellness
    - Mental health mindness and mood
    - Support circle



# e.

## Empathy

- **What works**
  - Clean design. Apple Design Awards finalist.
  - Settling open accounts is game changing
  - Chatline is useful and accessible
  - Simple, yet effective mental health check-ins
- **What doesn't work**
  - Support circle is limited by number of people
  - Billing is done through insurance or is provided by employers



# e.

## Empathy

- **Implications to our project**
  - Perfect implementation of the roadmap. Effective logistical support, simple mental health aspect.
  - Simple mental health aspect was well-received by users, validates our ideas for mental health check-ins

