

A4: Concept Video

BlooMe

Healing Relationships With Food

MEET JJYC



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Where We Left Off!

Our Previous Solution

1.

A companion that **shares short, personalized notes** and stories from others who've been there.

2.

Bite-sized, **customizable learning** modules that explain the science and psychology behind recovery guidelines.

What Didn't Work

It wasn't feasible to add so many features into one solution. We needed to narrow in on education vs creating community.





**What is our
project name
and tagline?**

BlooME

**Grow your mind,
Nourish your body**

We chose “BlooME” as our product name because it symbolizes both growth and selfhood—a reminder that healing is not about becoming someone new, but blooming into yourself. The “ME” highlights personal agency and individuality in recovery.

We chose “Grow your mind, Nourish your body” as our tagline/value proposition because it reflects our belief that true healing requires tending to both thought and nourishment—uniting psychological growth with compassionate care for the body.



Problem + Solution

Problem

Many people who struggle with food, whether they fall into subclinical or clinical categories, often keep their pain to themselves. They hesitate to reach out to friends, family, or professionals because they feel a persisting anxiety in being a burden to others, and continue to live with their guilt around eating.

Solution

BlooMe is a peer-to-peer note-sharing app that pairs community warmth with daily structure. It also offers journaling prompts, a personal “butterfly sanctuary” to store encouraging messages, and meal reminders with affirmations to guide recovery routines.

Market Research



Recovery Record

Evidence-based self-monitoring app with a full clinician portal for treatment-team collaboration.

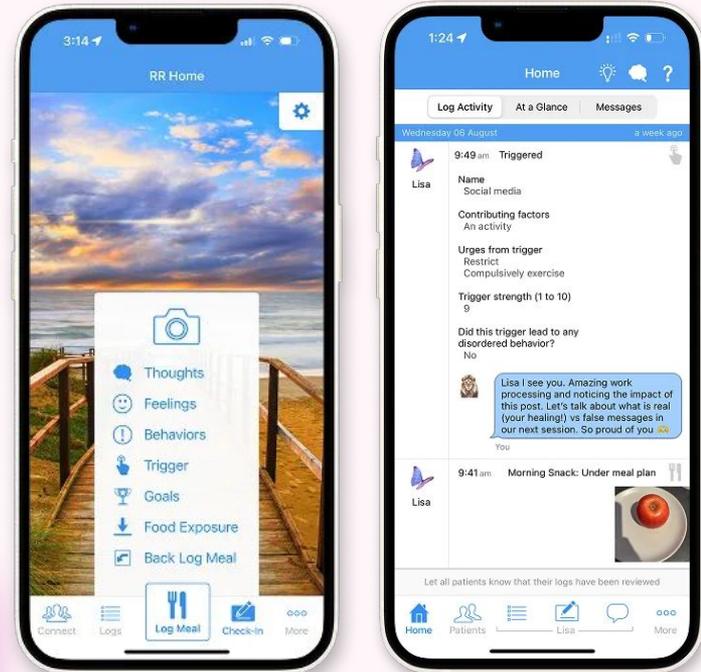
Features:

- Meal/thought/urge logs
- CBT/DBT/ACT/FBT skills set by clinicians
- Patient-clinician communication

BlooME's uniqueness:

- Peer-peer communication & support
- Light structure that's easy to use

Implications: monitored treatment supports recovery, but extensive logging is most valuable when shared with clinicians



Callie

A food self care AI pet that you care for by caring for yourself (eat).

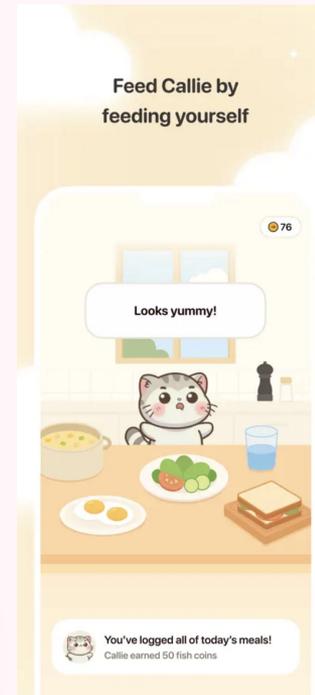
Features:

- Feed Callie by logging meals; talk to Callie
- Micro-journaling
- Gamification of healthy routines

BlooME's uniqueness:

- Emotional connection with human beings who share the real-world context

Implications: reassurance, companion, and gamification may encourage users to care for themselves



With Me When

Clinician-designed platform for 24/7 inspiration, education, and skills.

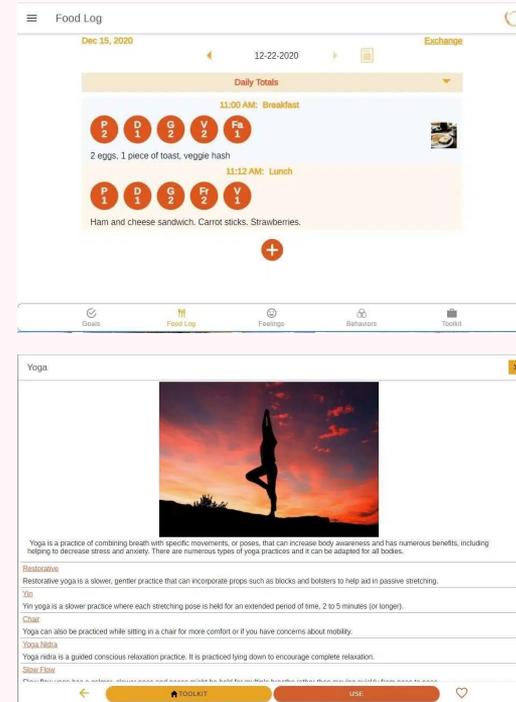
Features:

- Food/Feelings/Behavior log
- Skills toolkit & mindfulness exercises
- Goals setting

BlooME's uniqueness:

- Community as the companion; built through user's active participation

Implications: recovery is a long journey; **proper guidance** from experienced/professional people can help the process



I am

Daily affirmation notifications to build self love and manifest desires.

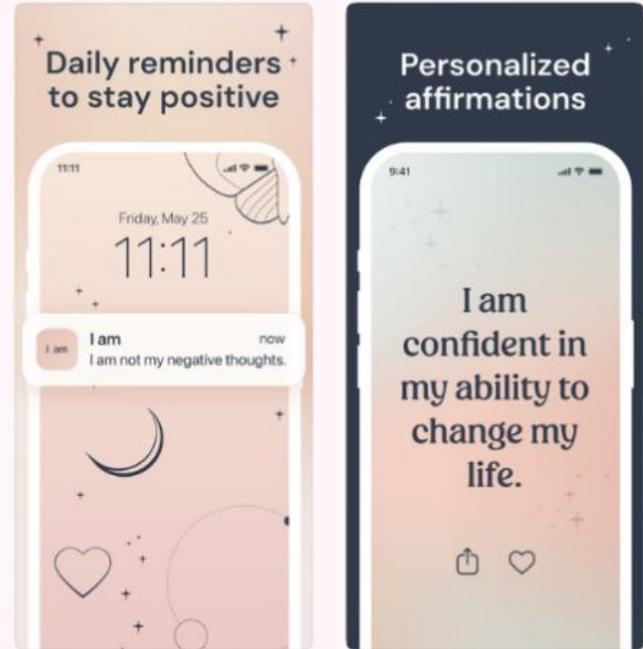
Features:

- Large library of daily affirmation cards
- Schedule multiple reminders
- Customize themes and widgets

BlooME's uniqueness:

- Specialized in Eating Disorders to provide more direct support

Implications: positive affirmation is backed by evidence and real users; **customizable** service gives users a sense of autonomy



	 Recovery Record	 Callie	 With Me When	 I am	BloOME
Peer-to-peer Support					
Companion					
Journaling Space					
Positive Affirmation					
Meal Reminder/Log					
Guidance/Tools					(Next Step)

COMMUNITY

BlooME

ENGAGING



CLINICAL



INDIVIDUAL

Values in Design



Stakeholder Analysis

Direct Stakeholder: Users of App

Young adults (15–25) experiencing distress around food and body image– using the app for **support, psychoeducation, and daily coping** – particularly because traditional treatment feels inaccessible, stigmatizing, or “too clinical.”

Indirect Stakeholder: Family & Friends

Loved ones of individuals struggling with food or body image concerns– **indirect beneficiaries** who may see improvements in their loved one’s well being or use app-informed language to better support them.

Stakeholder Analysis

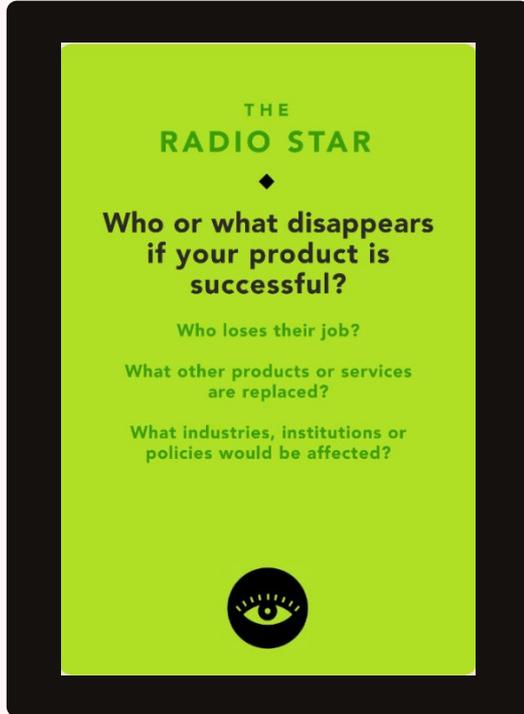
Indirect Stakeholder: Healthcare Professionals

Institutions and policymakers who may view it as a scalable, **early-intervention model** that reduces burden on clinical systems.

Indirect Stakeholder: Eating Disorder Advocacy Orgs

Eating disorder awareness and body image advocacy groups, who may be **partners for awareness** campaigns, outreach, or resource integration.

Tarot Card: Scale and Disruption



Who might lose market share / jobs

- **Diet industry & weight-loss apps** (fad programs, restrictive trackers, “detox” plans): demand declines as users move toward body-peace and nourishment.
- **Some ‘accountability’ tools** built on weighing/calorie counting may contract.

What does *not* disappear (but changes)

- **Therapists & ED clinicians:** roles remain essential; demand shifts from crisis/residential toward earlier, stepped-care, skills-focused work.
- **Recovery coaches & peer supporters:** augmented—not replaced—by scalable, anonymous support that can triage and refer.

Tarot Card: Scale and Disruption



Industries / institutions affected

- **Healthcare & insurers:** incentives move toward prevention/early intervention; potential reimbursement for digital adjuncts.
- **Universities & schools:** integrate low-stigma prevention tools; counseling centers see altered caseload mix.
- **Platforms & policy:** higher bar for “health” app claims, data privacy, safety moderation; reduced tolerance for harmful diet advertising

Ethical guardrails:

- Position as **complement, not substitute** for care; build warm referral pathways to clinicians/crisis lines.

Tarot Card: Usage

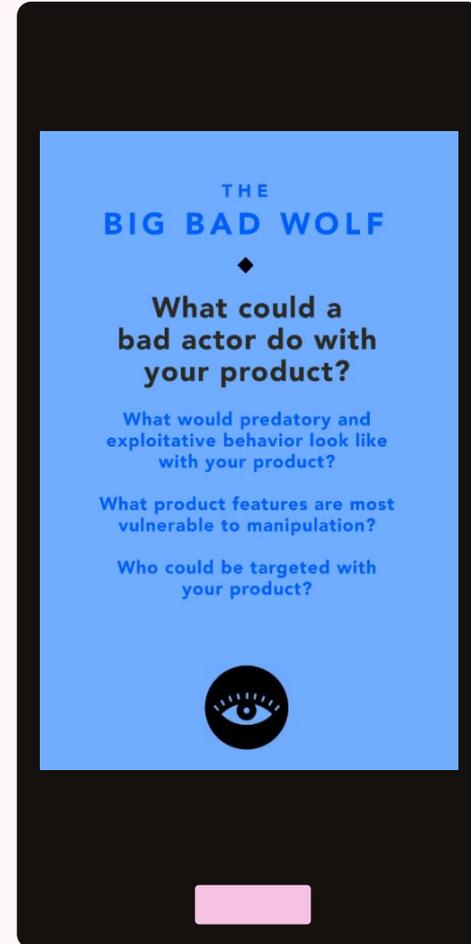
Predatory or exploitative risks

If misused, the app's **personalization and emotional data** could be weaponized. A bad actor could:

- Exploit users' **vulnerabilities around body image or self-worth** to push products, diets, or “quick-fix” content.
- Use anonymized data to **micro-target ads** that prey on insecurity or eating behaviors.
- Impersonate peers in the anonymous connection feature to **spread harmful or triggering messages**.

Features most vulnerable to manipulation

- **Peer connection / sharing features:** vulnerable to trolling, misinformation, or glorification of disordered behaviors.
- **Data collection / content curation:** if mishandled, could compromise privacy or expose emotional states to third parties.



Tarot Card: Usage

Who could be targeted

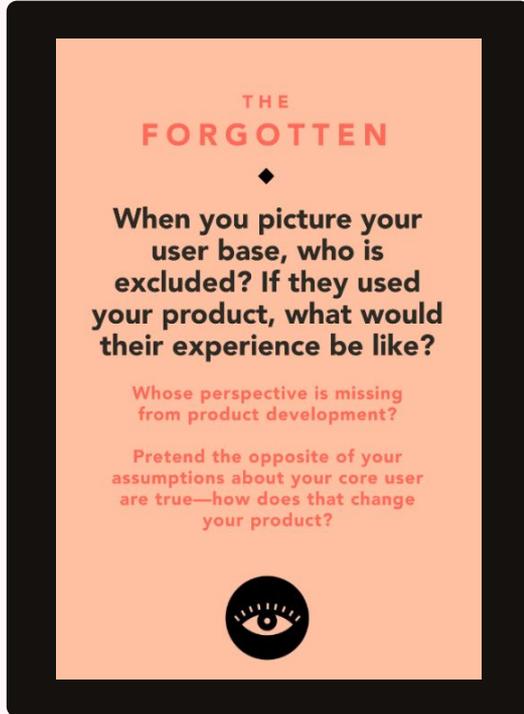
- **Adolescents and young adults** already experiencing low self-esteem or eating distress.

Ethical guardrails:

- Build **strict moderation** and **AI bias detection** to prevent triggering or pro-diet content.
- Keep the app **ad-free**; no partnerships with brands profiting from appearance anxiety.
- Enforce **ethical data policies**—no third-party sharing, no personalized ads, no “progress” metrics tied to weight or restriction.



Tarot Card: Equity and Access



Who might be excluded

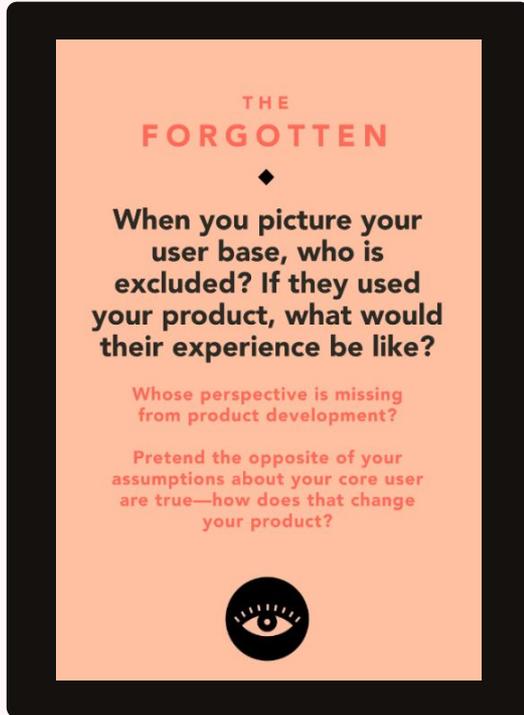
- **Older adults** or those less digitally literate, who may struggle with app-based interfaces or prefer in-person community.
- **Users in low-connectivity or low-income settings** without consistent smartphone/internet access.
- **Individuals from non-Western cultures**, where language and cultural conceptions of body/food differ significantly from the app's defaults.

What their experience might be like

If they use the app as it currently stands, they may feel:

- Alienated by language or imagery that assumes a young, Western, educated audience.
- Disconnected from examples that don't reflect their lived experience or cultural context.
- Frustrated by tech barriers or lack of integration with offline resources and community supports.

Tarot Card: Equity and Access



If we flipped our assumptions

If we assumed users were *not* young, digitally fluent, or Western, we'd need to:

- Localize content linguistically and culturally (perhaps by developing versions of the app in different languages and cultures).
- Build offline and low-bandwidth functionality (SMS-based modules, downloadable lessons).
- Include diverse body representations and cultural food examples.
- Redefine “recovery” to account for different norms and values around food, family, and care.

Tasks



Simple Task Brainstorming

Receiving Personalized Tips/Stories

Task: The user wants to receive a a short, personalized note or story from others experiencing similar struggles. Helping them feel seen, supported, and less alone in their eating journey.

Why Simple: Accessible to all users at *any stage* of their journey, involves little to no cognitive or emotional load, and can be done *repeatedly and casually*. The task is introductory and universal, users will do this often.

Feeling Less Alone During Hard Times

Task: The user wants to find immediate reassurance and emotional support whenever they are feeling any anxiety or uncertainty around food.

Why Simple: This task doesn't require any reflection, decision-making, or contribution from the user. It meets a more common emotional need quickly. Making it a *frequent and easy starting point* for engagement for all users.

Moderate Task Brainstorming

Discovering Stories/Tips that Resonate

Task: The user wants to find stories or tips from other people that they feel personally resonates with their own situation.

Why Moderate: This task requires for active engagement and light reflection from the users to identify what contents matters to them the most. This is a little more involved than simply receiving a note, but still approachable for most users.

Keeping Meaningful Stories

Task: The user wants to keep any of the stories and tips that feel personally significant to them, so they can return to them later.

Why Moderate: Since the user has to decide what matters to them, this task involves more selective judgement and personalization. This task is not emotionally intense, but requires more intention than passive engagement, which makes it still appropriate for most users to use who return regularly.

Complex Task Brainstorming

Expressing Personal Experiences

Task: The user wants to express their own personal experiences, feelings, or reflections relating to their eating journey.

Why Complex: This task needs a more deep self-reflection, trust, and emotional effort. Meaning that it is not something users will do every time they use the app, but instead, when they feel more safe or ready to open up. This makes it less frequent and more suited for users who are comfortable with the platform already.

Sharing Tips/Stories to Support Others

Task: The user wants to contribute their own stories to the community so that others can feel supported and inspired throughout their own journey.

Why Complex: This task involves sharing personal experiences with a larger community, which required high vulnerability, cognitive effort, as well as intentionality. Not all users will feel ready or willing to do this, so this task will be done by more engaged users who feel comfortable opening up to others.

Finalized Tasks!

Simple	Moderate	Complex
Receiving Personalized Tips/Stories	Discovering Stories/Tips that Resonate and Adding to Personal Journal	Posting Tips/Stories onto BlooME to Support Others
Time Stamp: 0:24-0:31	Time Stamp: 0:43-0:52	Time Stamp: 0:57-1:07

Storyboard



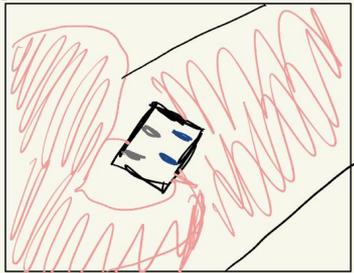
STORY BOARD



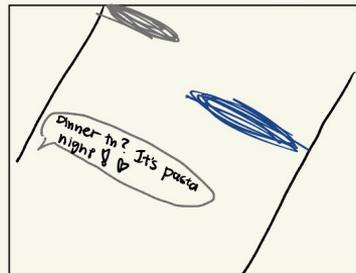
1. crouched in ball. in hoodie + phone light



2.



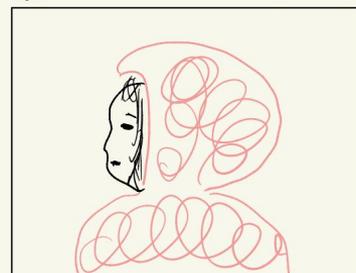
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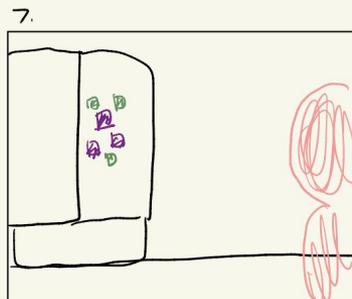
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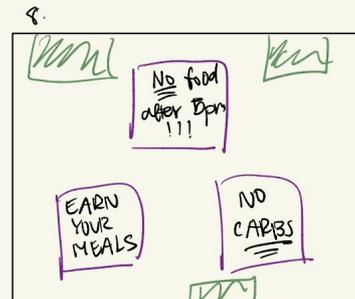
5. put phone down looks up



6. looks to side



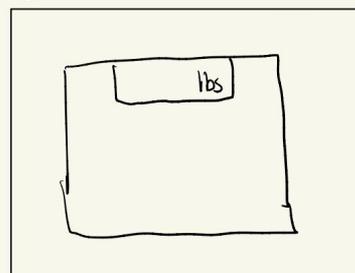
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10.



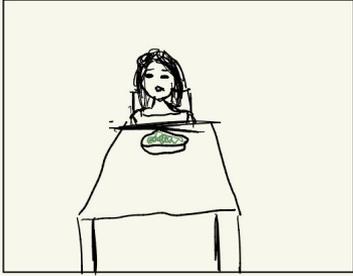
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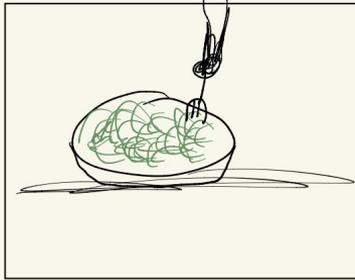
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Setting the context: MC is lonely and feels guilty about eating, but also not connecting with friends.

13.



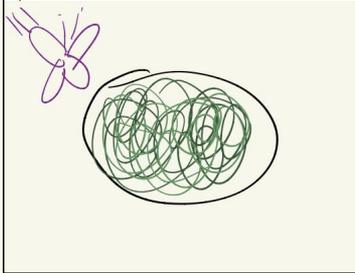
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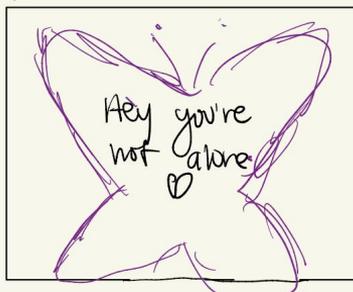
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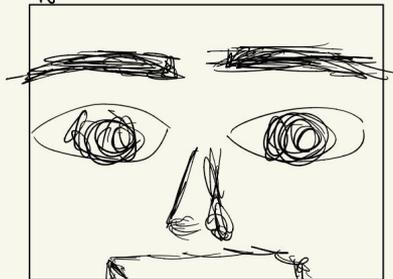
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17.



18.

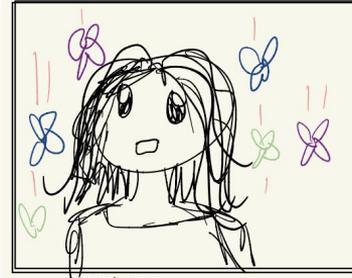


surprised. & then look up

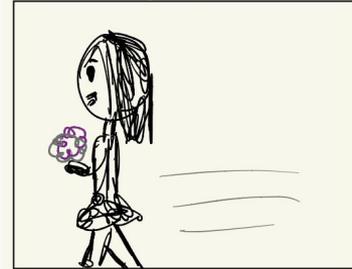
< Emotional shift: we see something has shown her empathy and is reaching out

Task #1: > accessing personalized notes.

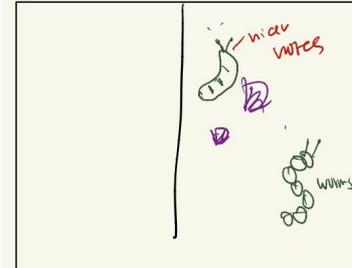
19.



21. looking up

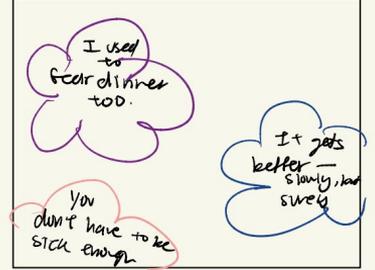


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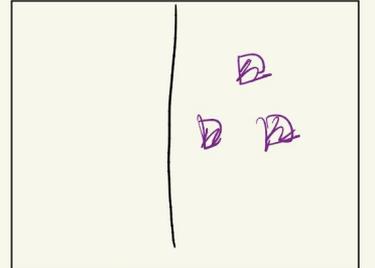


Fridge

20. Task #1! & accessing personalized notes

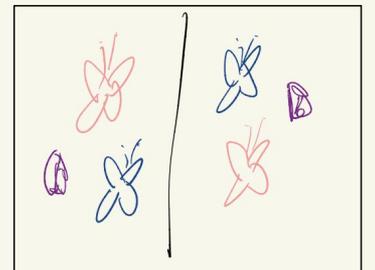


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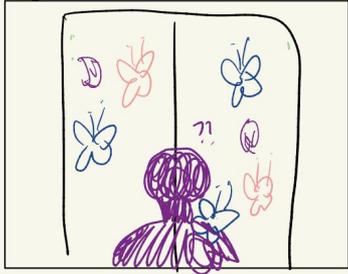
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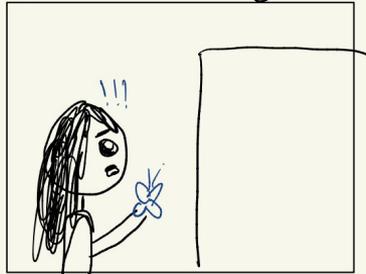


Fridge

25. Task #2. Finding tips & adding them to her garden.

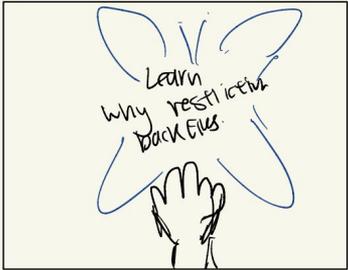


26. adding them to her garden.



< Task #2:
Storing
notes and
tips into a
personal
BlooME
Butterfly
Diary

27.

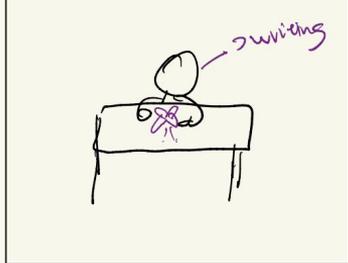


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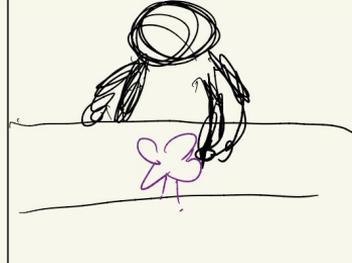


Task #3 >
Writing and
sharing their
own notes
to the
platform and
creating
community.

29. Task 3 (sharing)

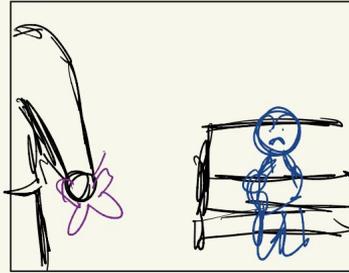


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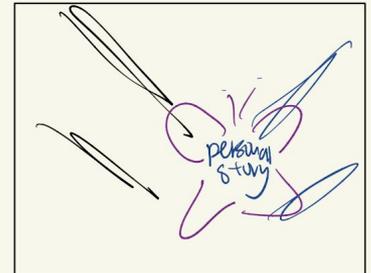


writing her own note.

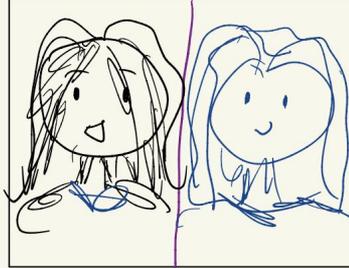
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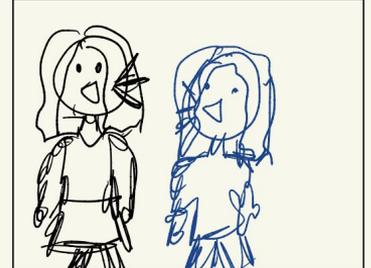
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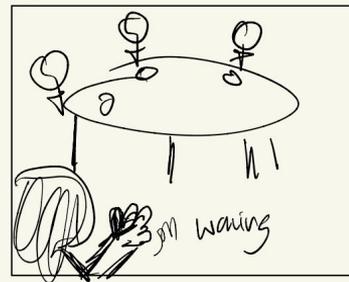
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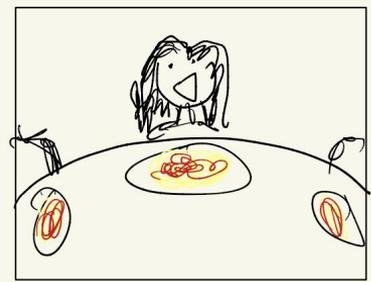
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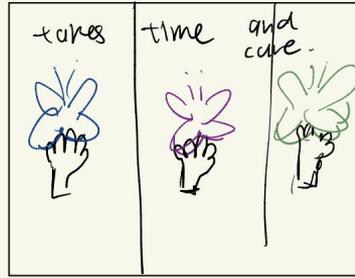
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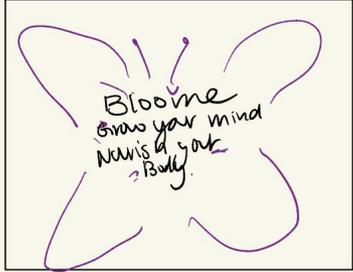
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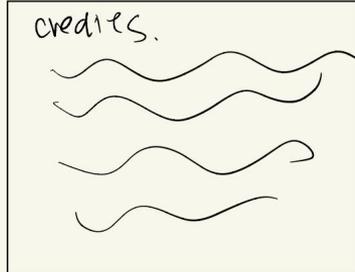
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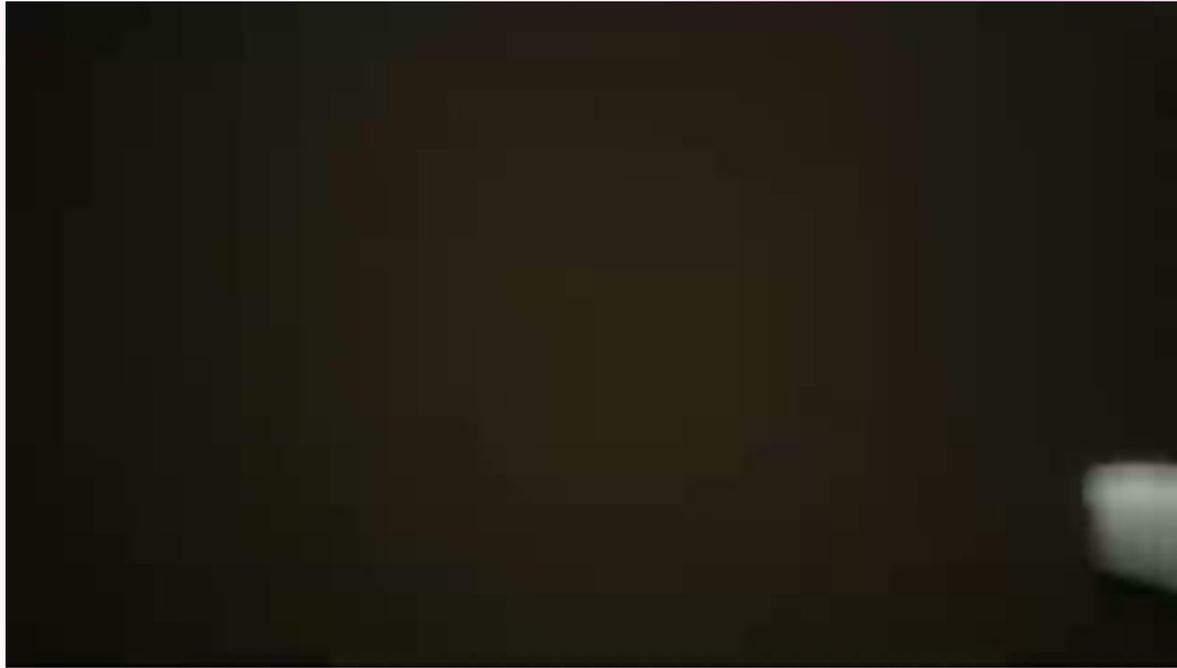
40.



Resolution:
comfort within
community by
recognizing their
experiences.

Mood Change:
lonely to feeling
hope.

Concept Video !!!



<https://youtu.be/TD30D-hQMCs>