BlooME

Grow your mind

Nourish your body

MEET JJYC

Jasmine X.

Psychology & CS '27

Yujen L.

Symbolic Systems '27

Jade C.

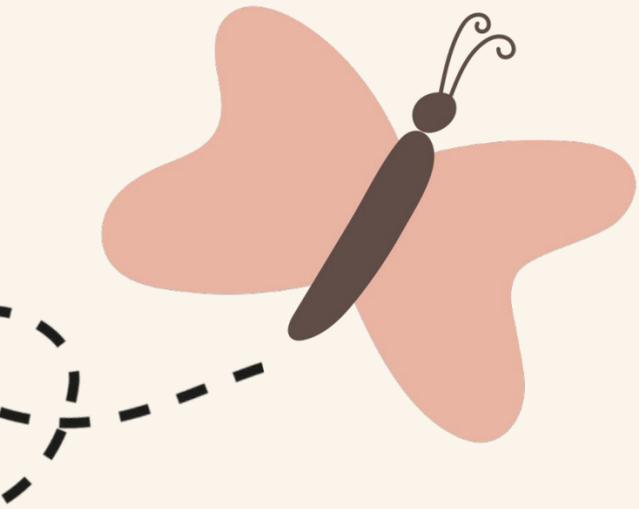Symbolic Systems '27

Clare L.

Design '28

Problem

People struggling with food 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 story-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.
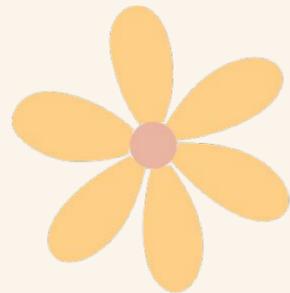
Value Proposition

- Growth: Healing is a journey of continuous inner expansion and blooming.

- Compassion: Approaches healing with gentleness, care, and understanding.

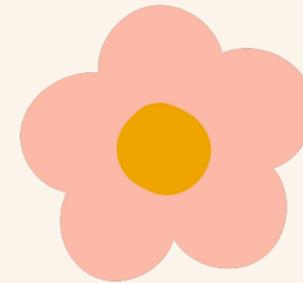- Community: Fosters connection and shared support in the recovery journey.

Outline of the Talk
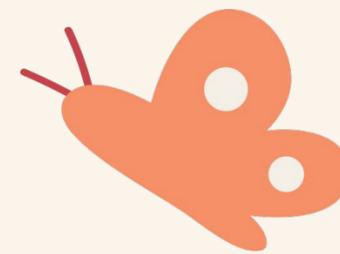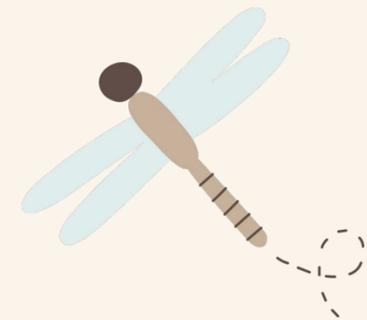
1 Sketching Exploration

3 Low-fi Prototype

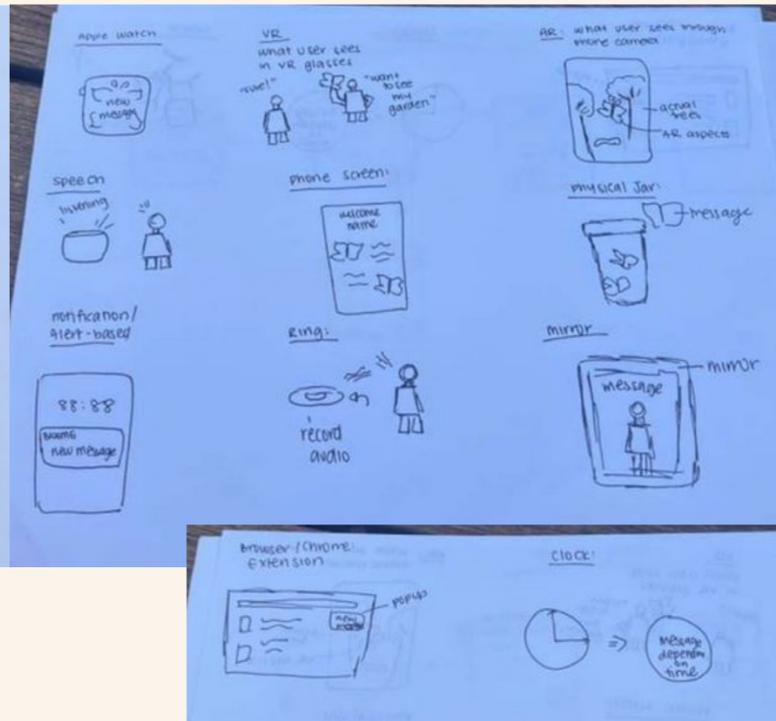5 Testing Result

2 Selected Interface

4 Testing Methodology
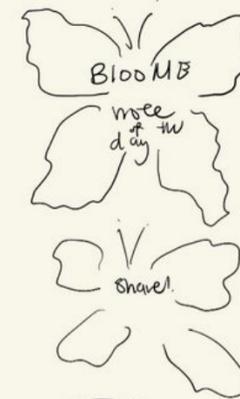
6 Discussion

Sketching Exploration

Solution Ideas
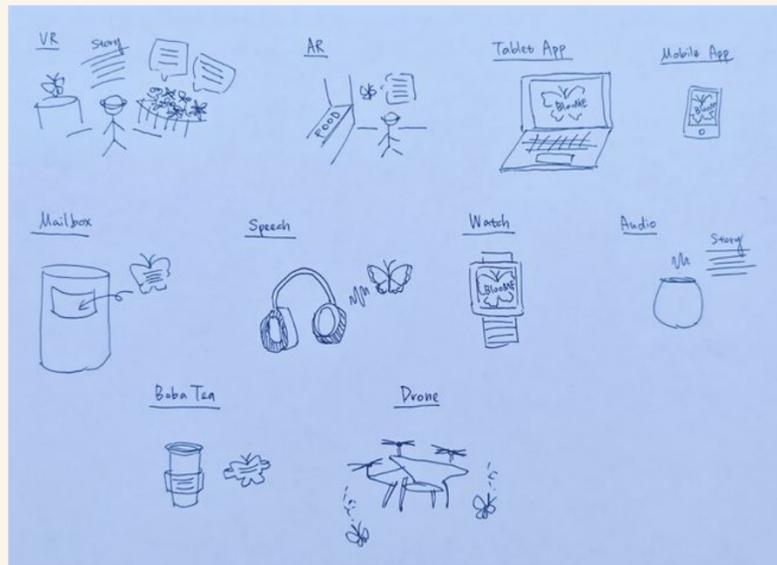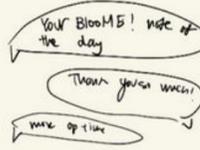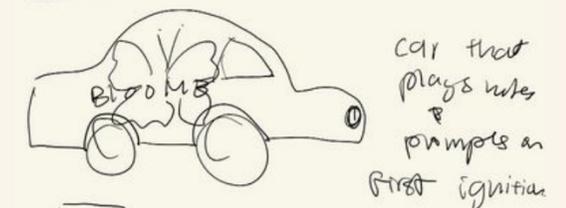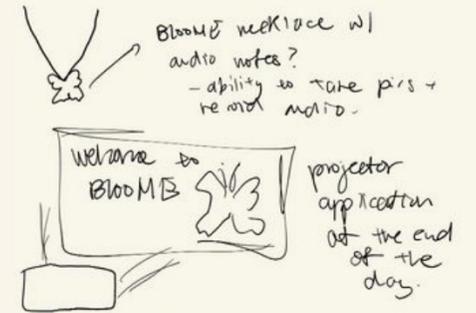
Concept Sketches
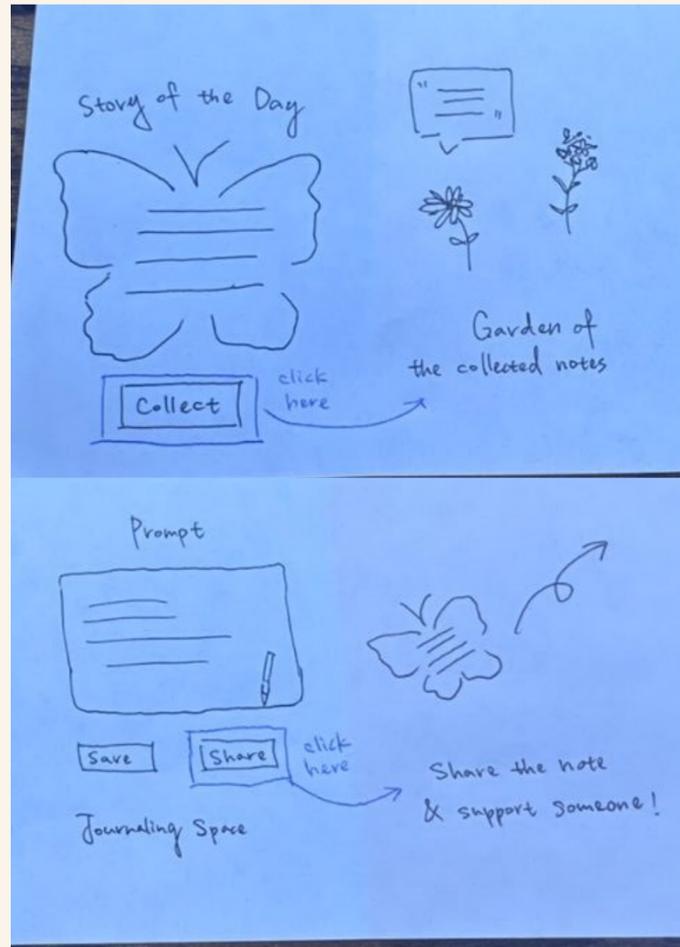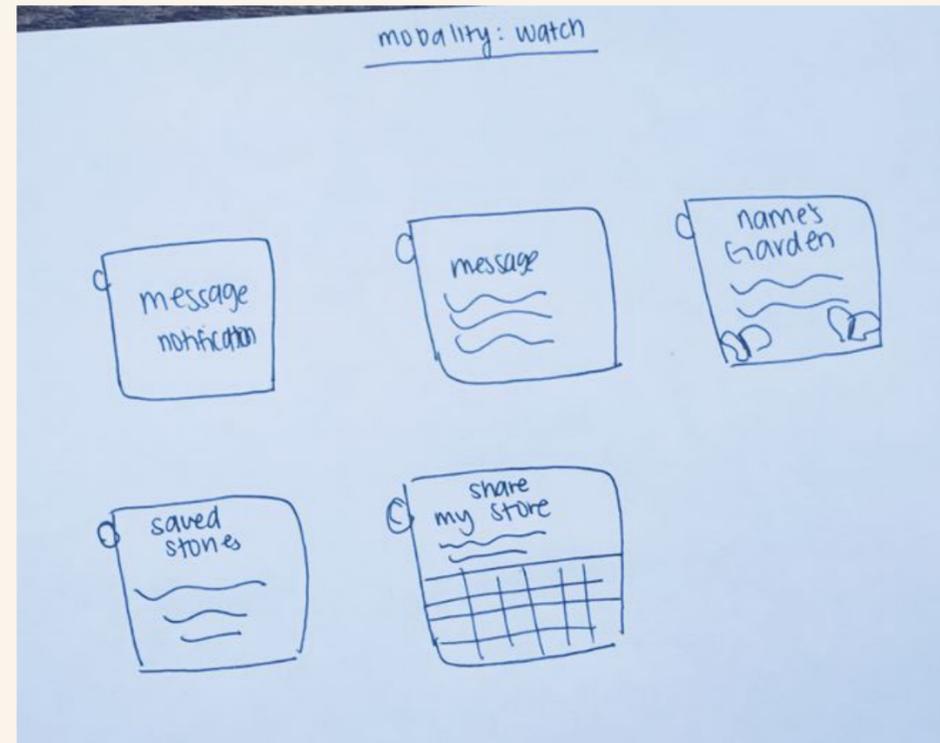
Phone

Watch

Glasses

Realization 1: Watch App

Realization 2: Mobile App

Selected Interface
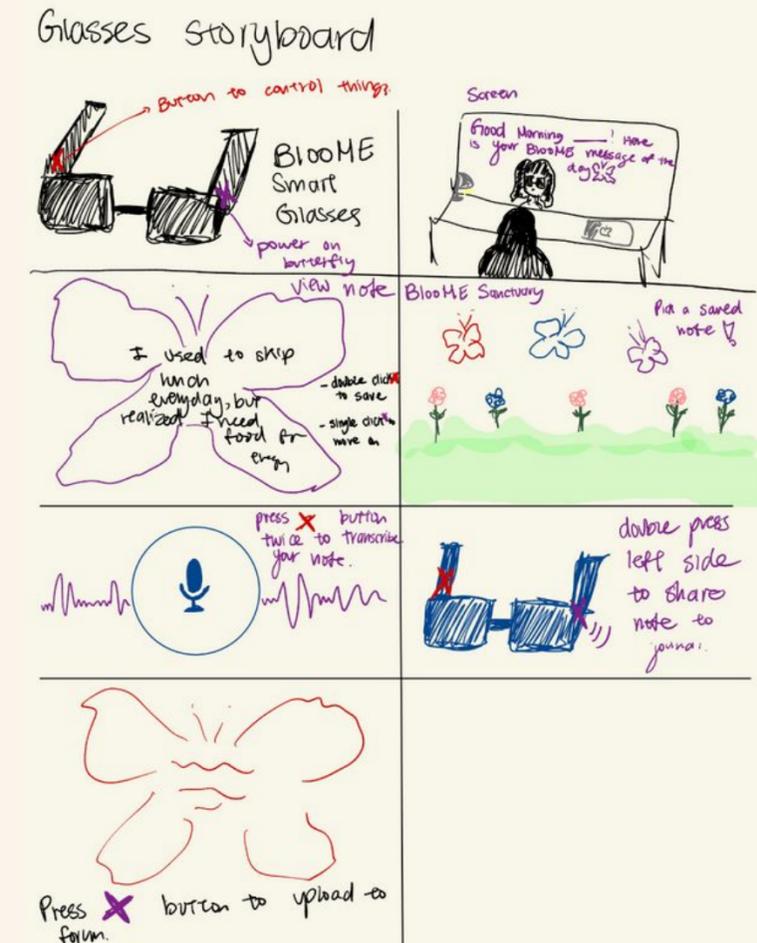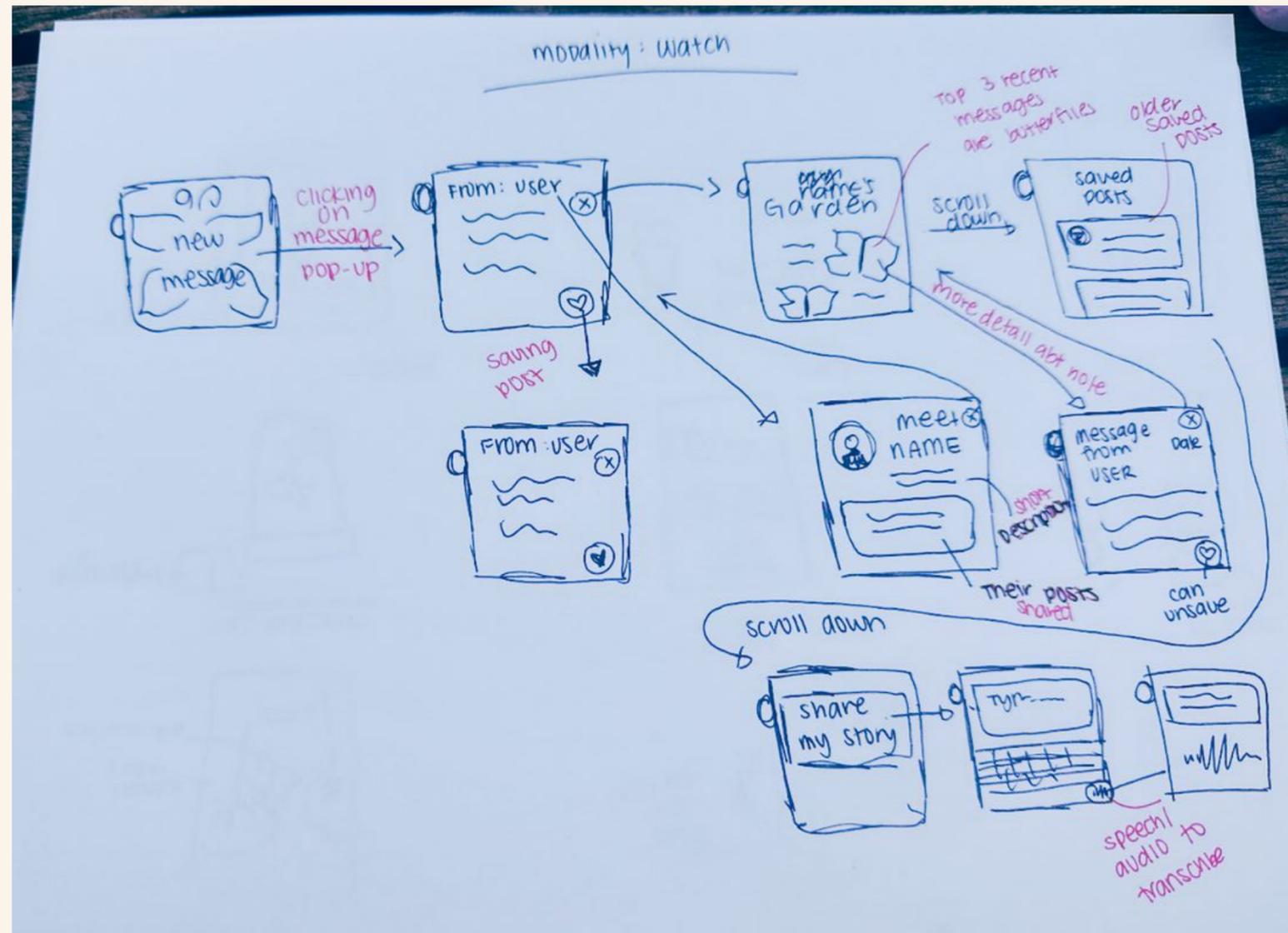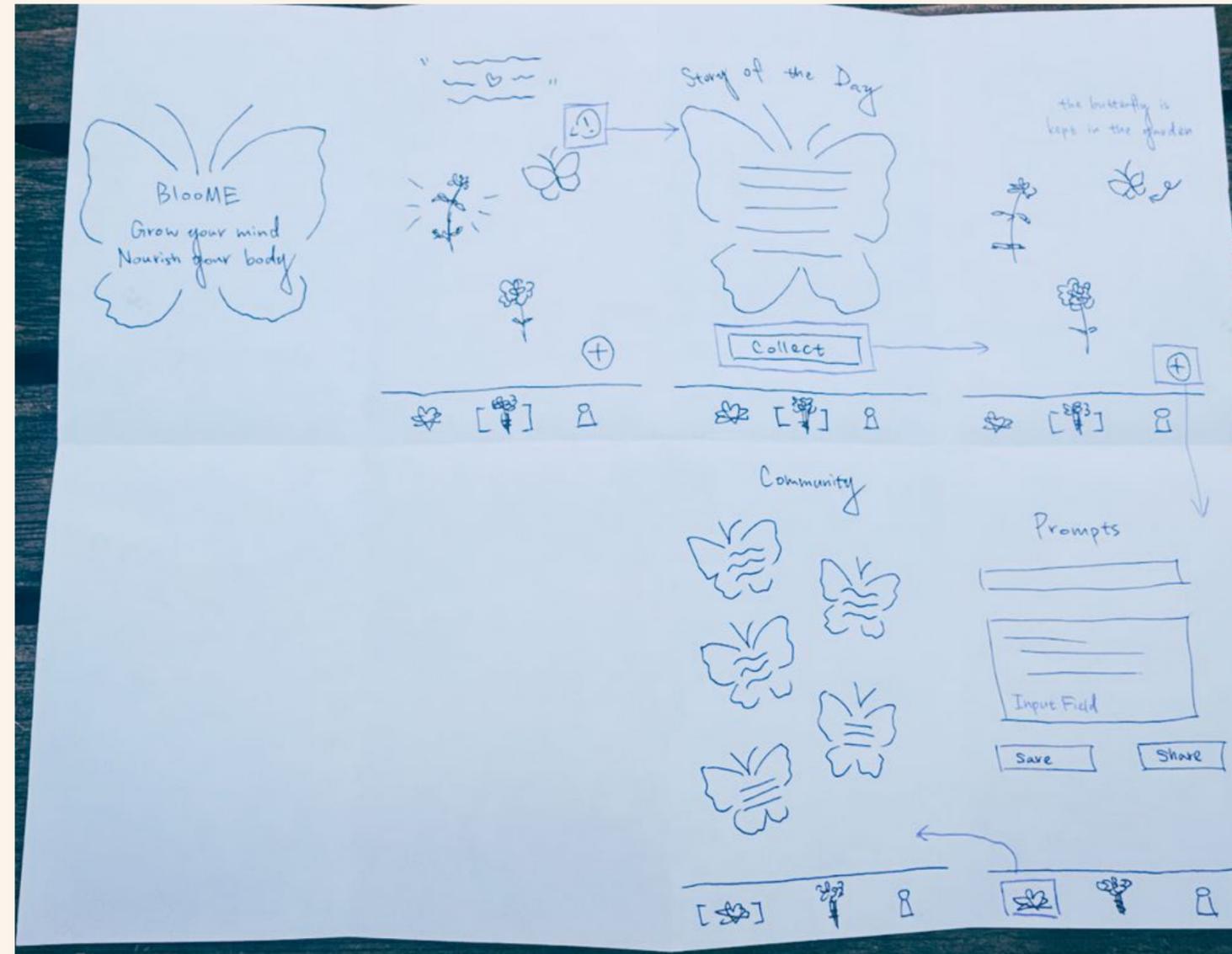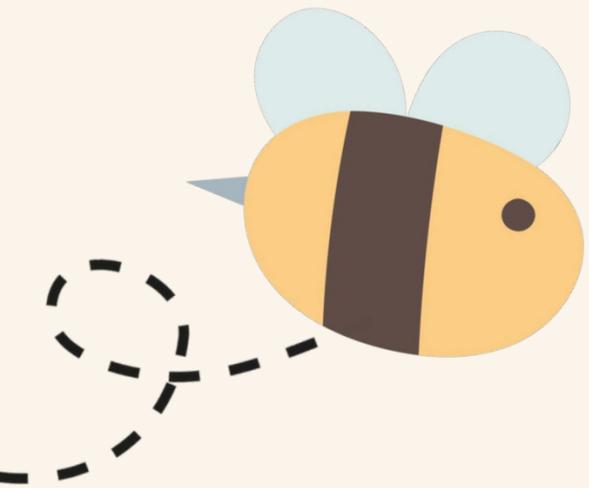
Selected: Mobile App

Pros

Widely Adopted (91% > 21%)
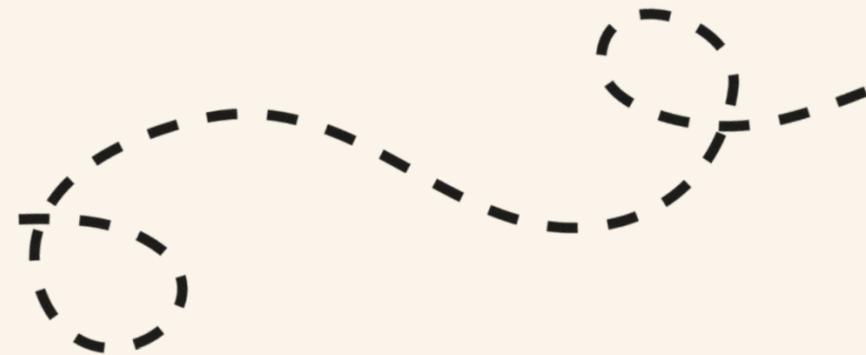
Richer Design Space

Compatible Across Devices
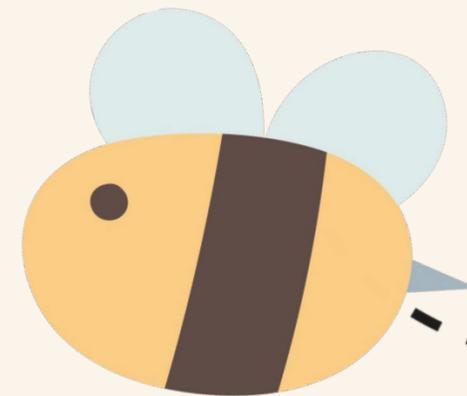
Cons

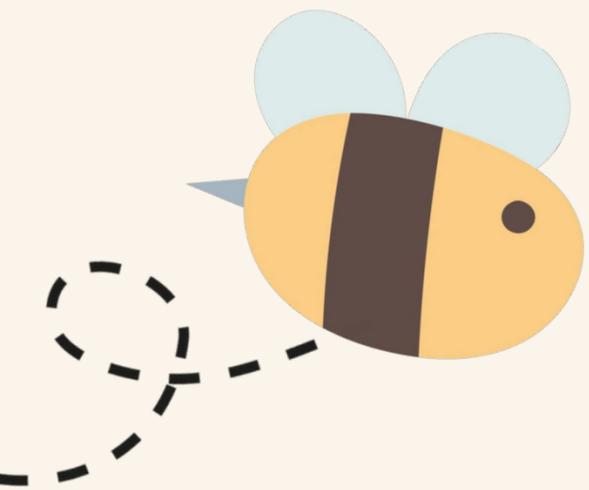Notification Easily Missed

Phone Use Habit Dependent

Distractive

Selected: Mobile App

Pros

Widely Adopted (91% > 21%)

Richer Design Space

Compatible Across Devices

Cons
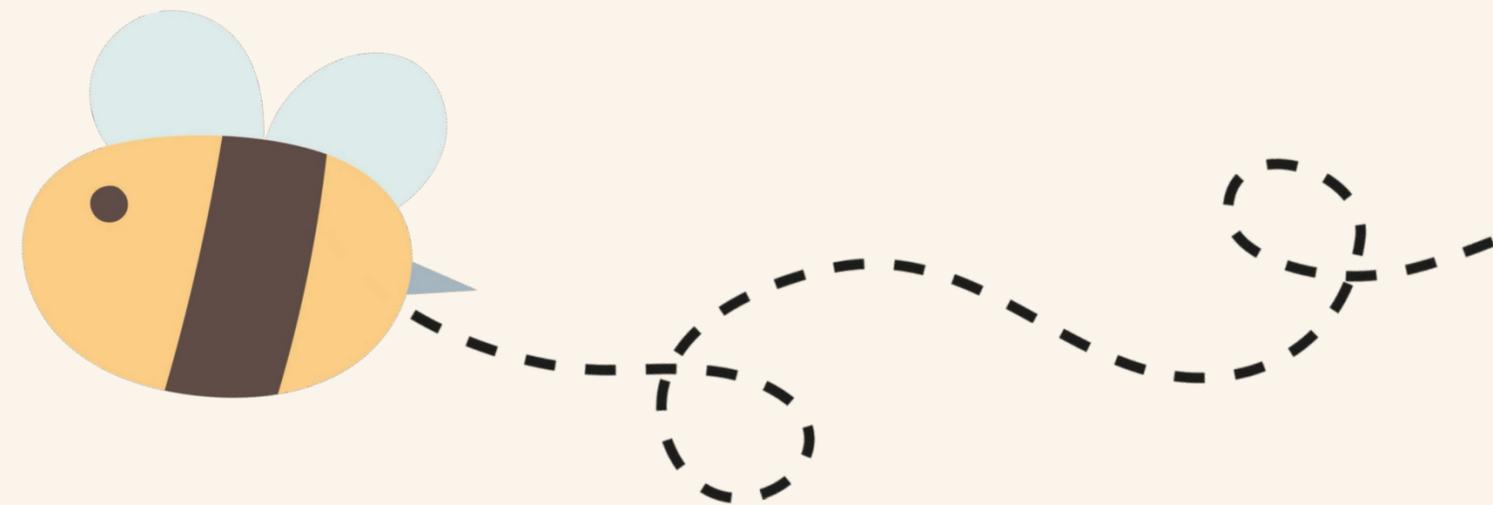
Notification Easily Missed

Phone Use Habit Dependent

Distractive

We prefer to build an immersive reflective experience with greater accessibility rather than just surface-level interaction.
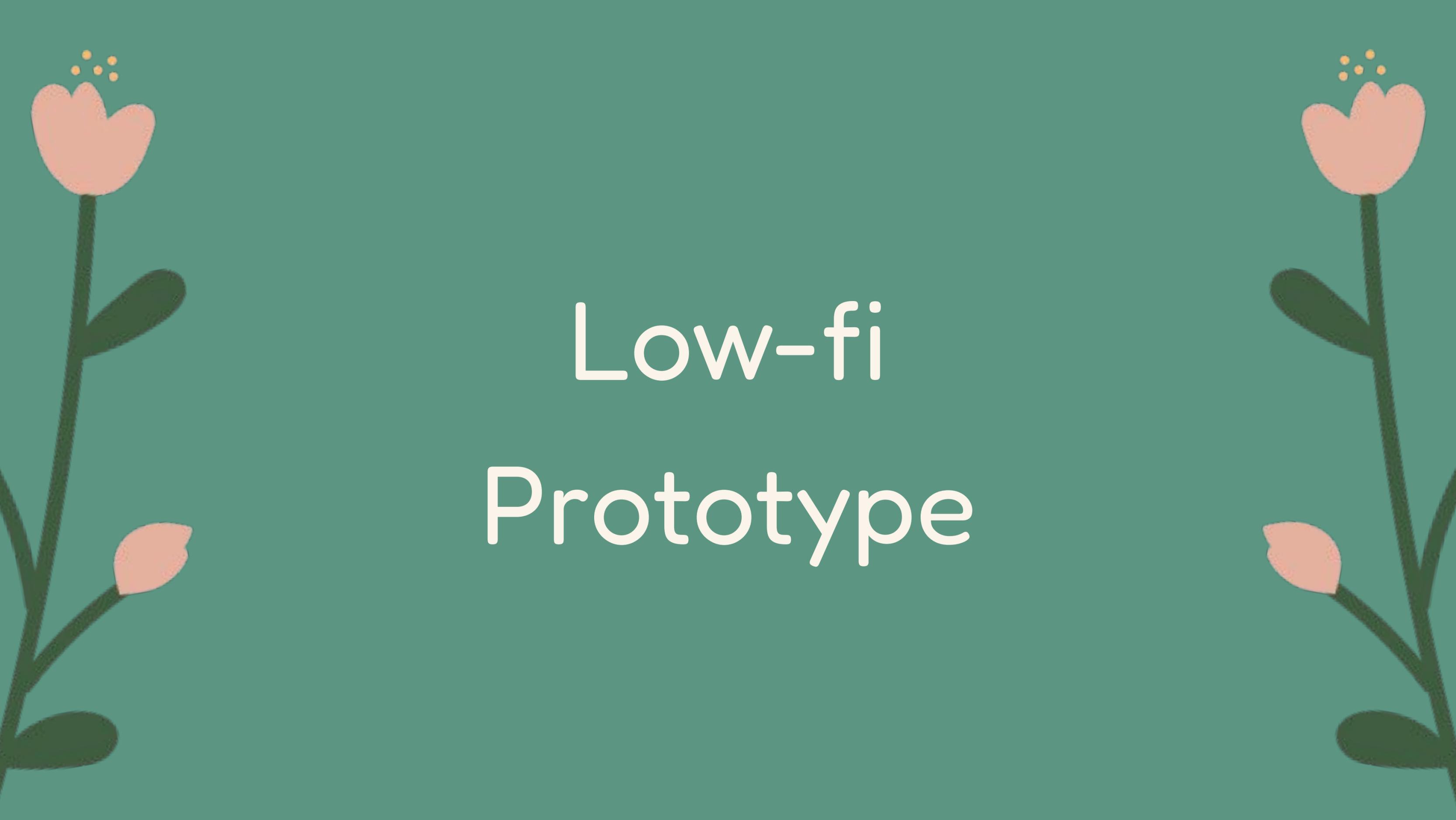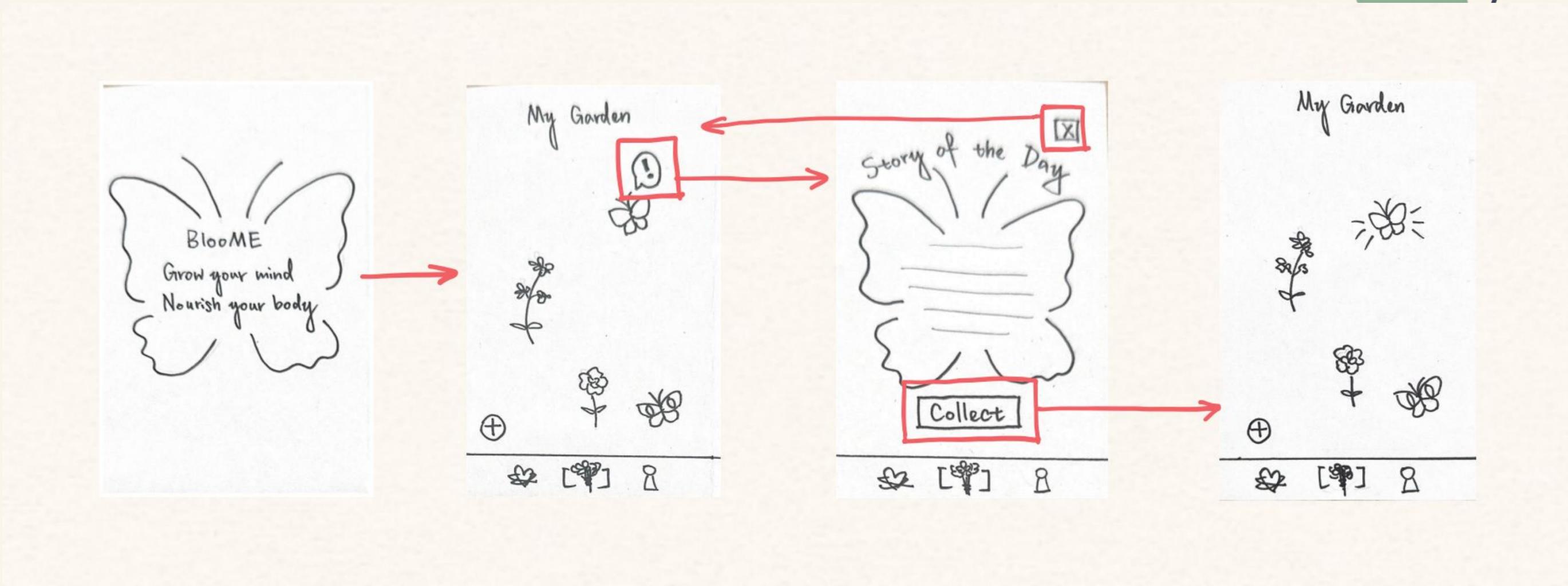
Low-fi
Prototype

Construction

- Paper-based
- Scrollable
- Explorable

Easy Task
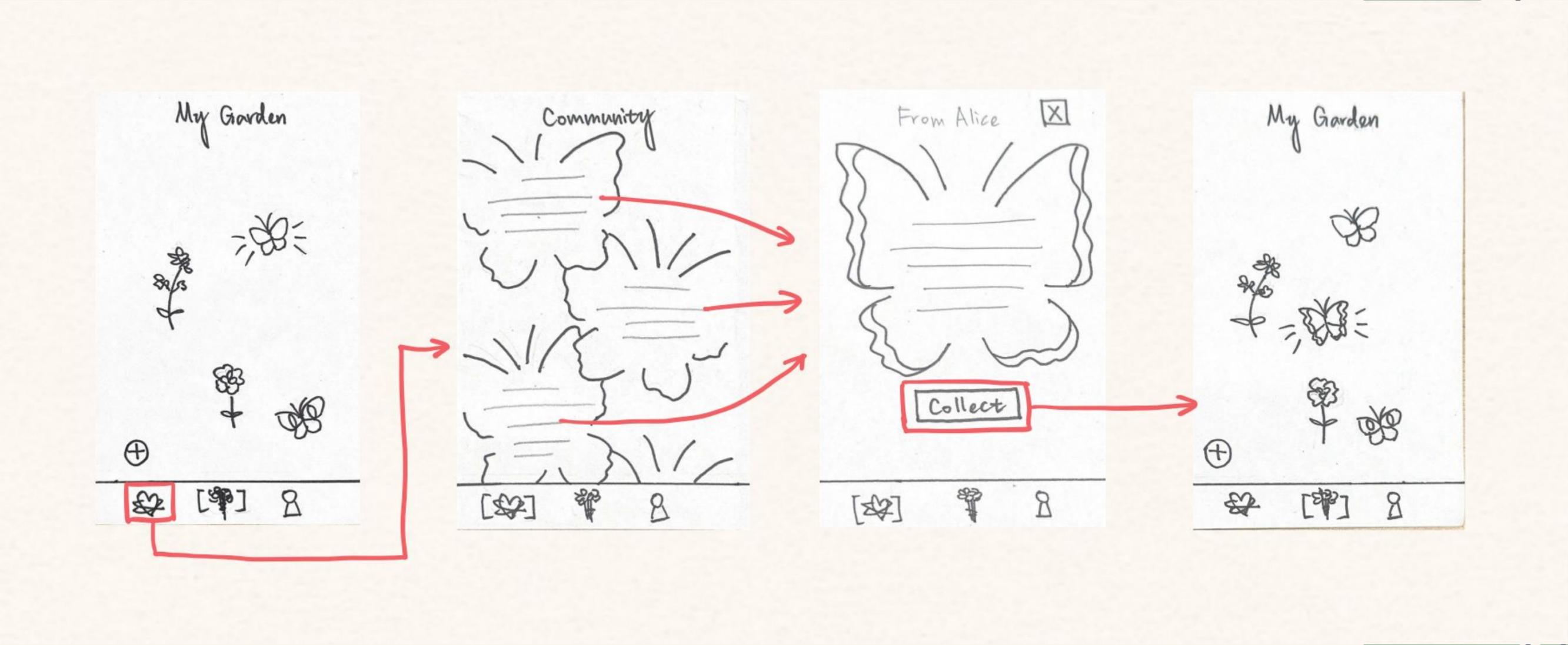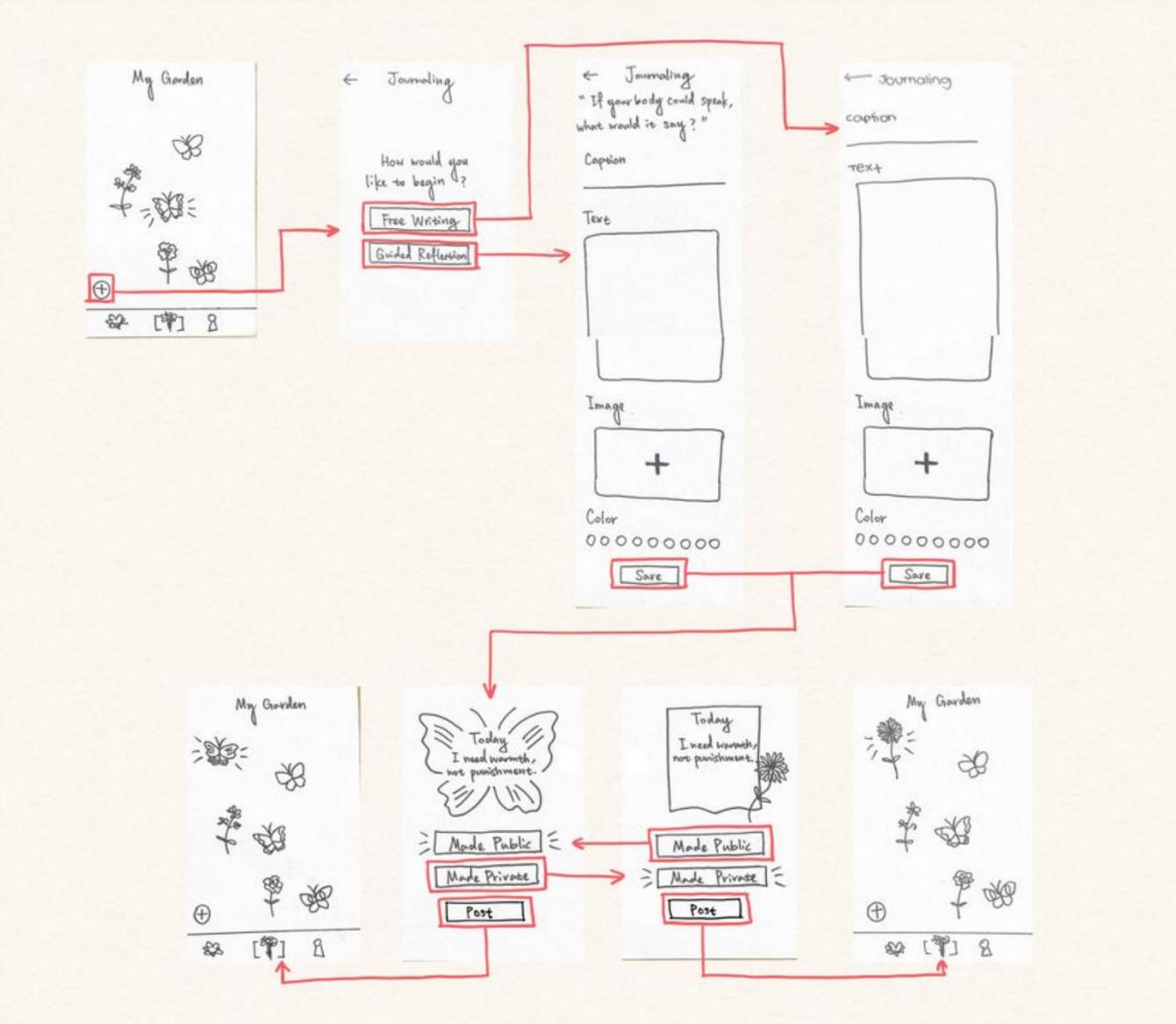## Collect Story of the Day

Moderate Task
Collect a story from Community

Hard Task
Post your own story

Exploration
Check and edit your own post
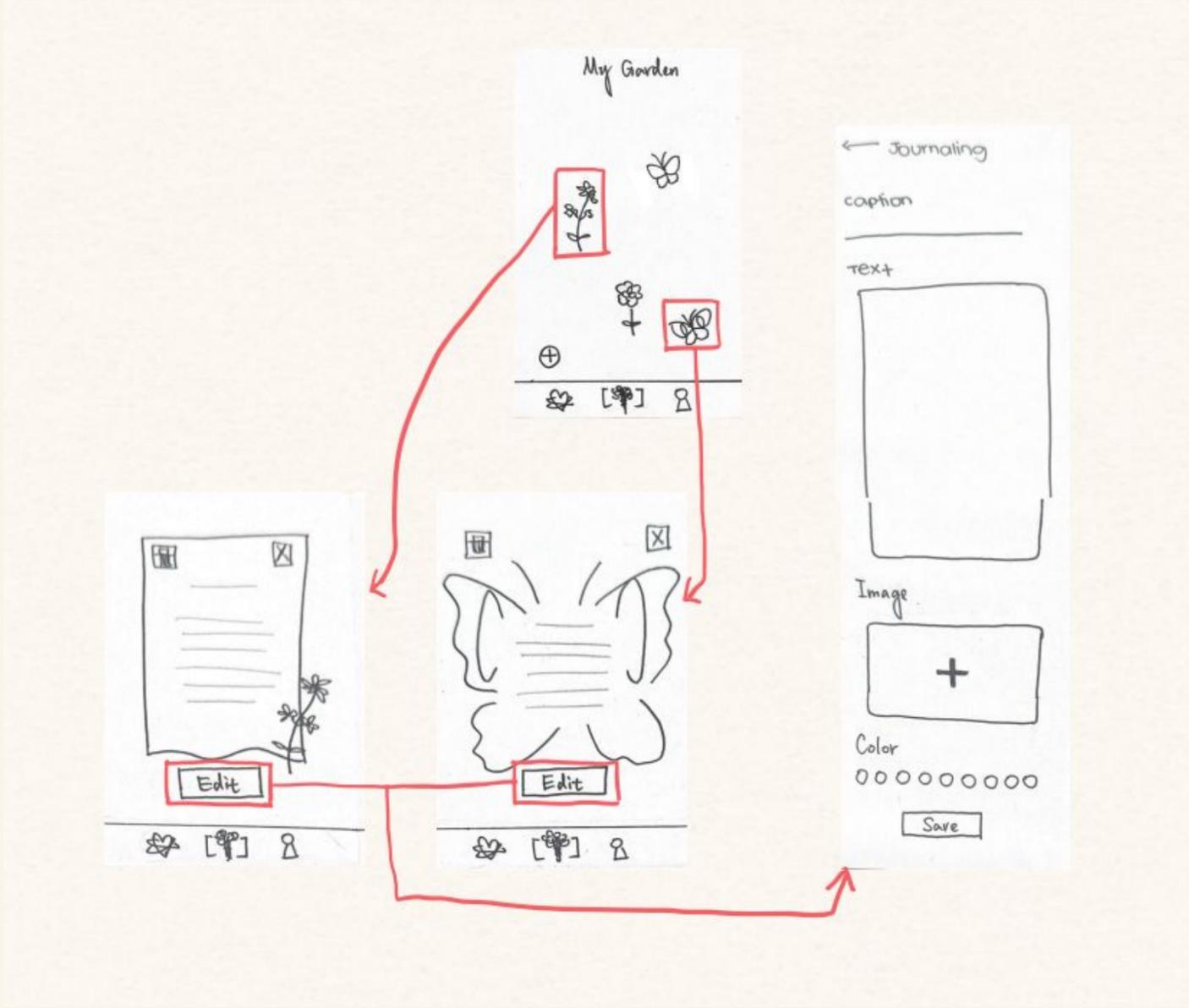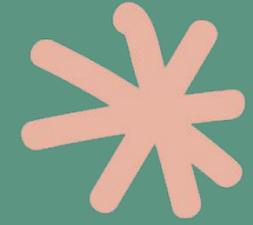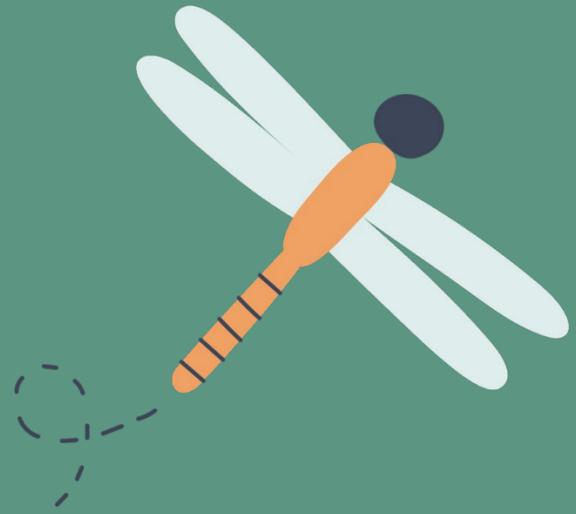
Testing Methodology
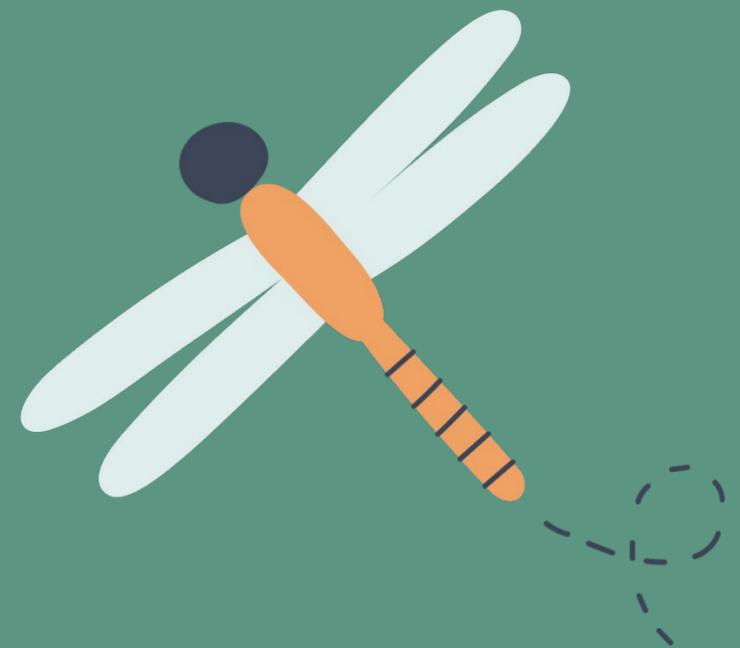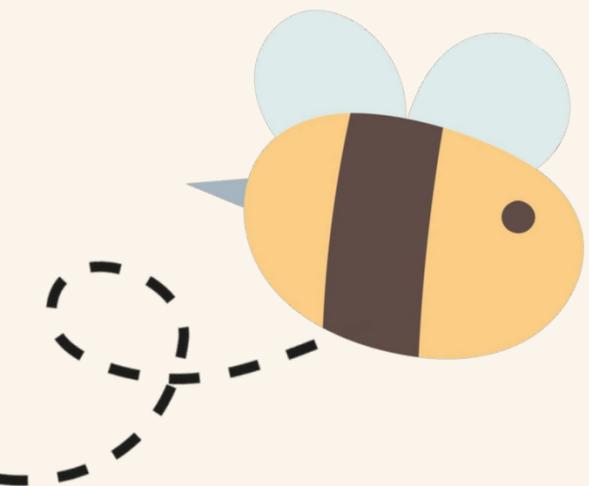
Environments & Roles

Locations

Blue Bottle, Verve, Starbucks, Tongsui, Bar Zola

Roles

Notetaker: Yujen, Clare, Jasmine

Facilitator: Yujen, Jade, Jasmine, Clare

Computer: Jade, Clare

No Compensation given.
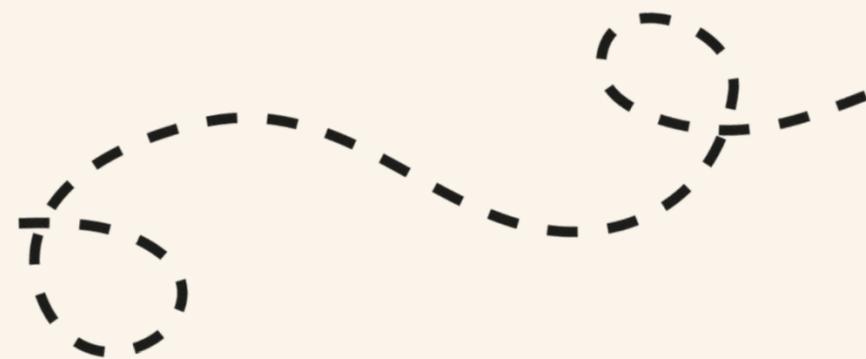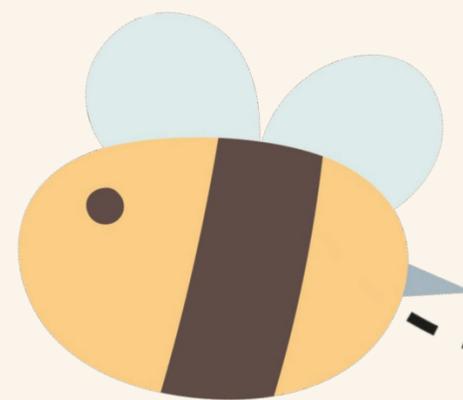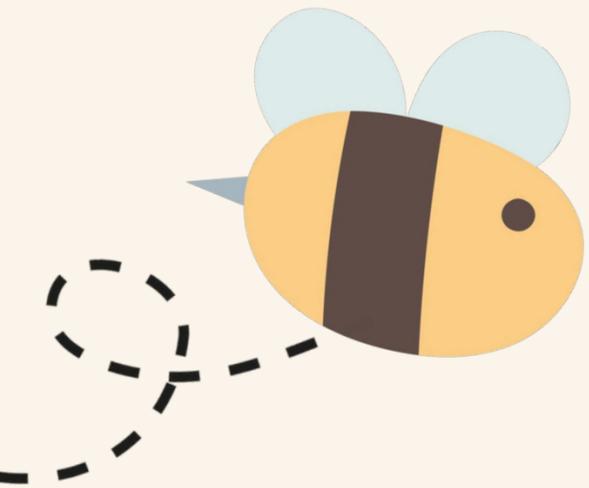
Participants

Pamela

Californian Woman

Early 40s

CEO & Counselor

Rainey

Asian Woman

Mid 20s

Larry

Australian Man
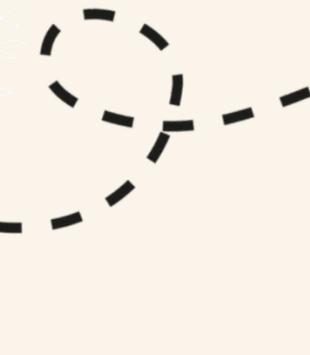
Early 30s

Participants

Paris

Asian Women

Late 20s

Chai

Man

Works in Tech

Early 40s

Brandon

Californian Man

Mid 20s

Cory

Californian Man

Early 30s
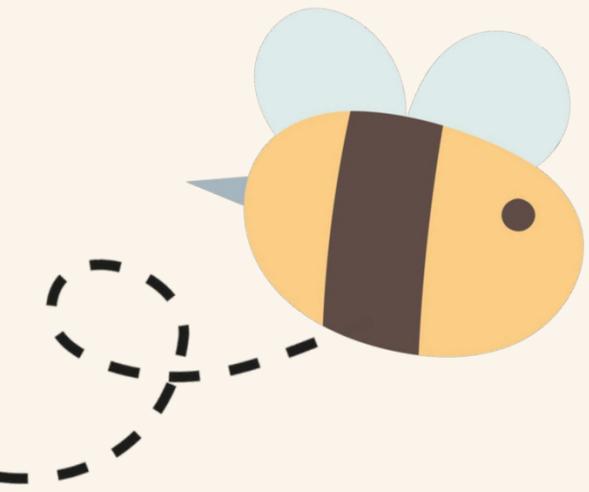
Procedure

1. Introduce the context of the problem space and our testing purpose

2. Ask them to complete the tasks at their best and speak aloud their thinking process

3. Show them the task instructions and our prototype

4. Record the testing process for data analysis

5. Ask for qualitative feedback
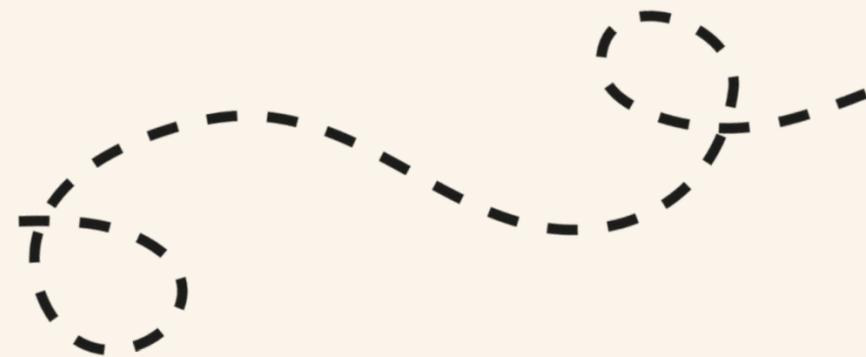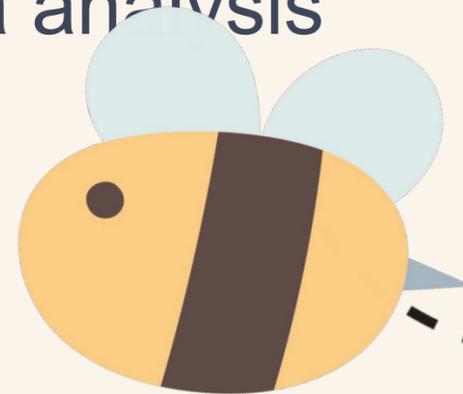
Usability Goals

Easy to use?   Intuitive to use?   fun to use?

Usability Goals

Efficiency

Time spent on each task

Effectiveness

# of misclick

Enjoyment

Qualitative feedback

Testing Result

Bottom-line Data

Time spent on each task for each person

Bottom-line Data

Mistakes per task for each person
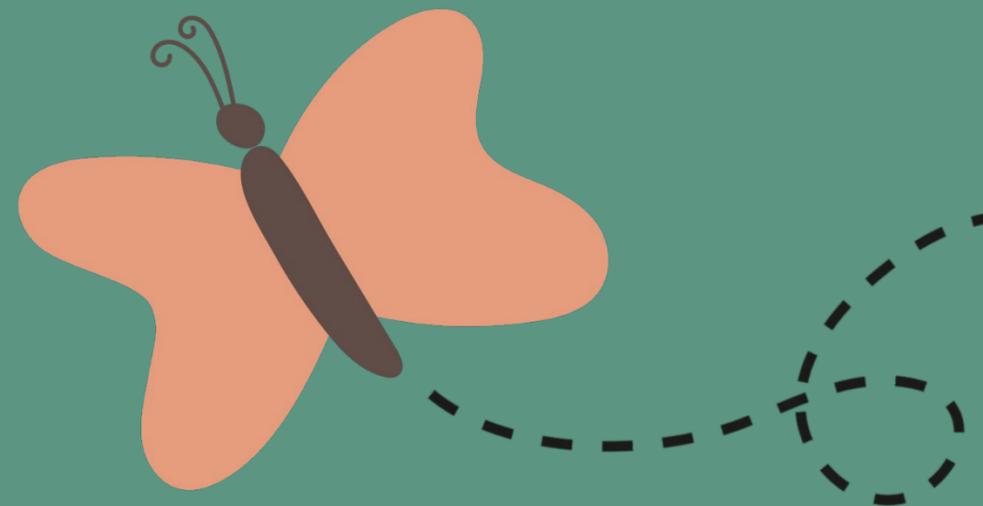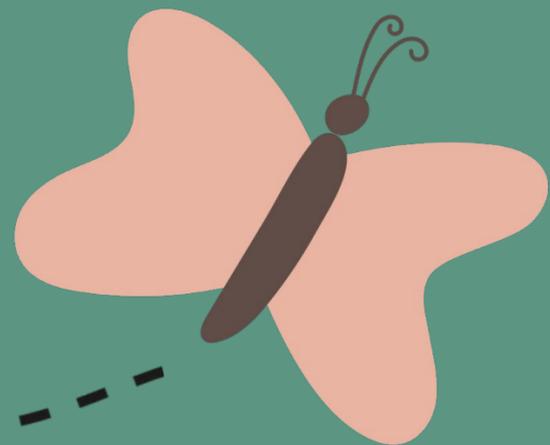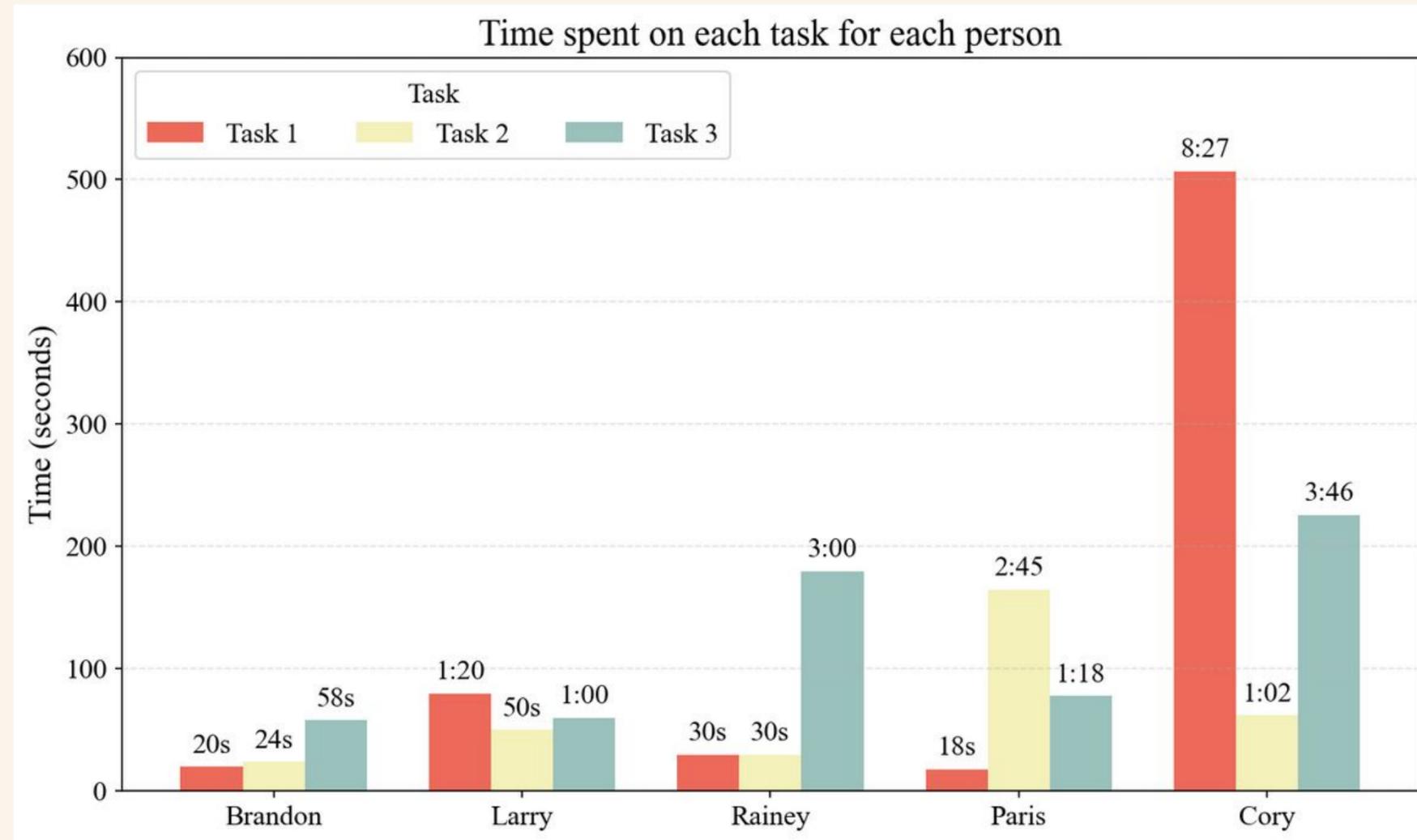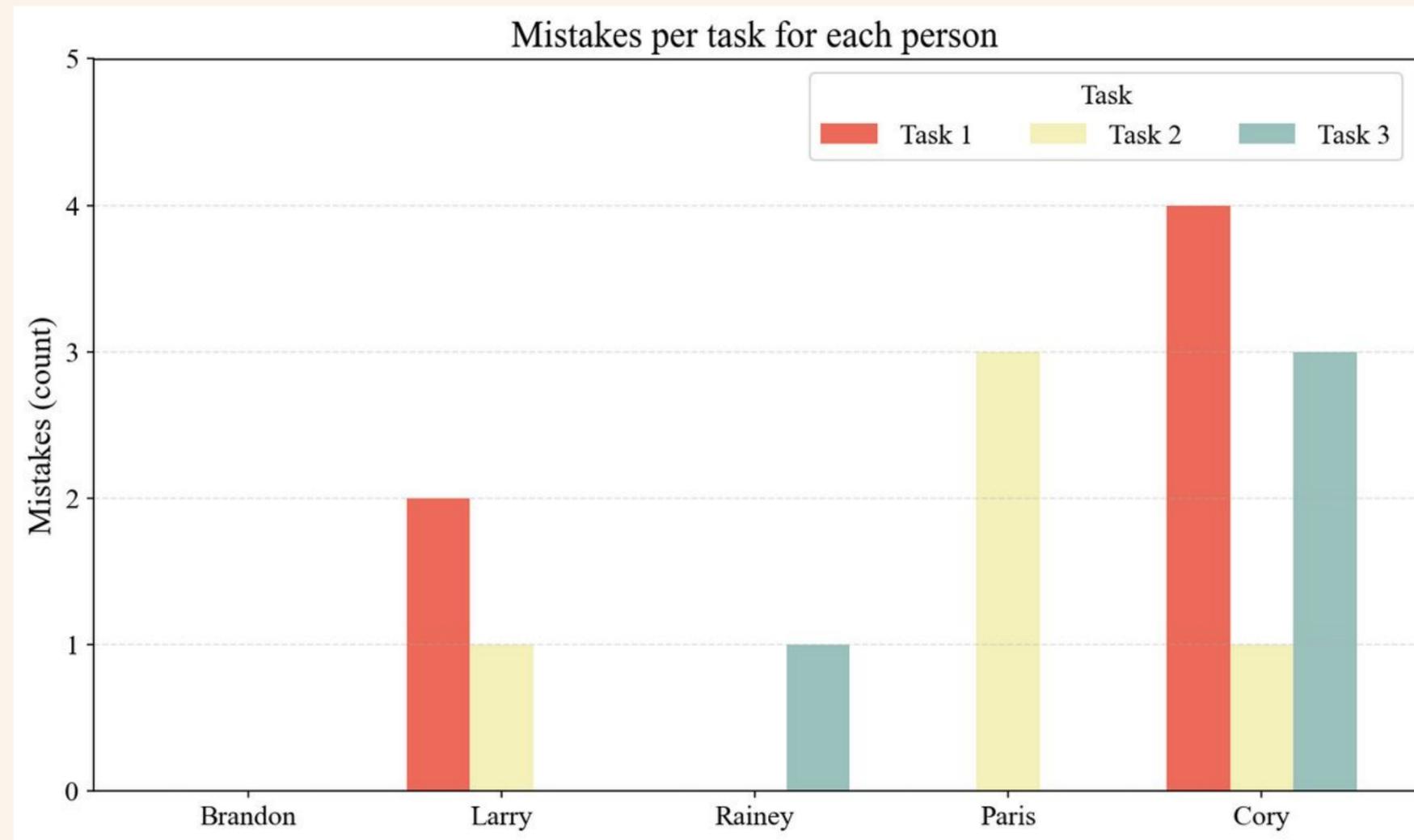
Usability Goals

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Usability Goals

Efficiency

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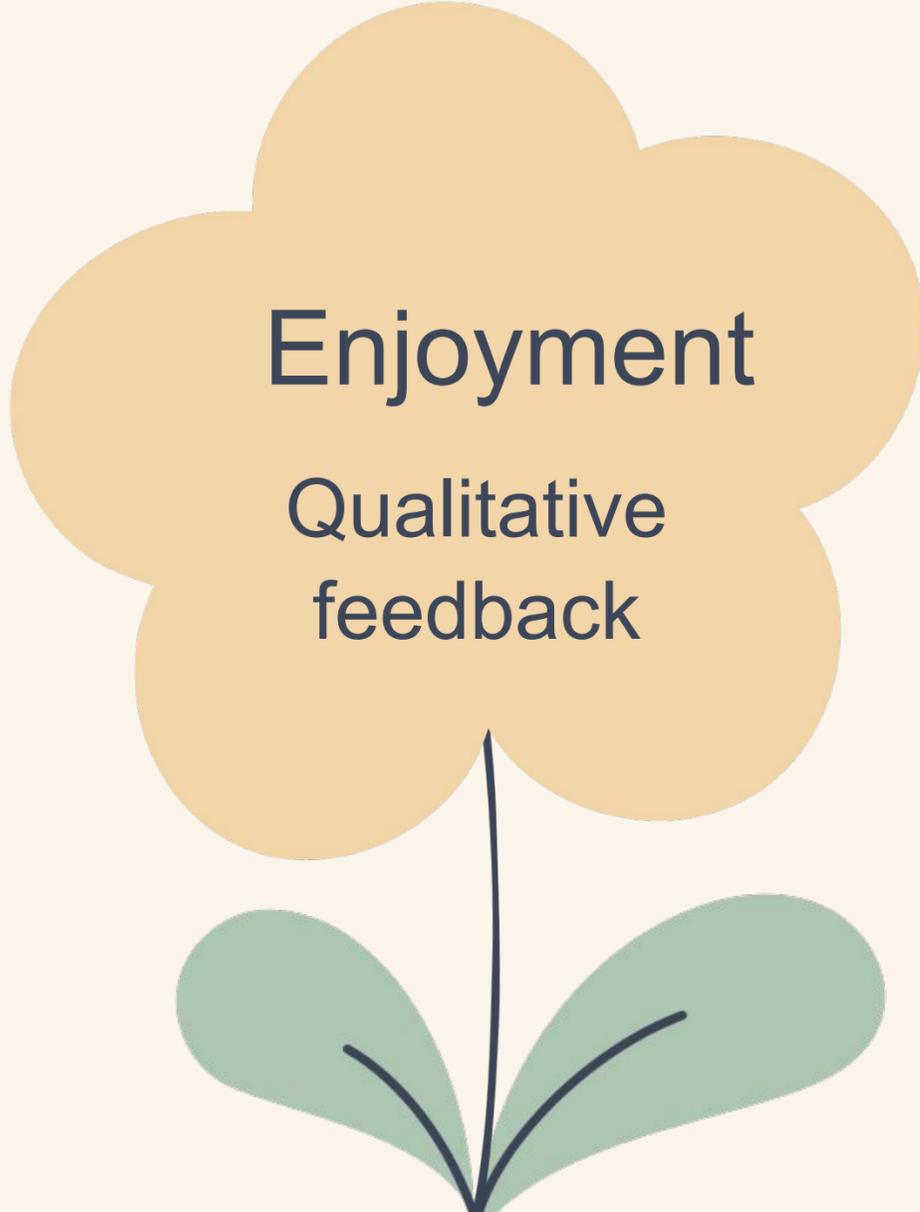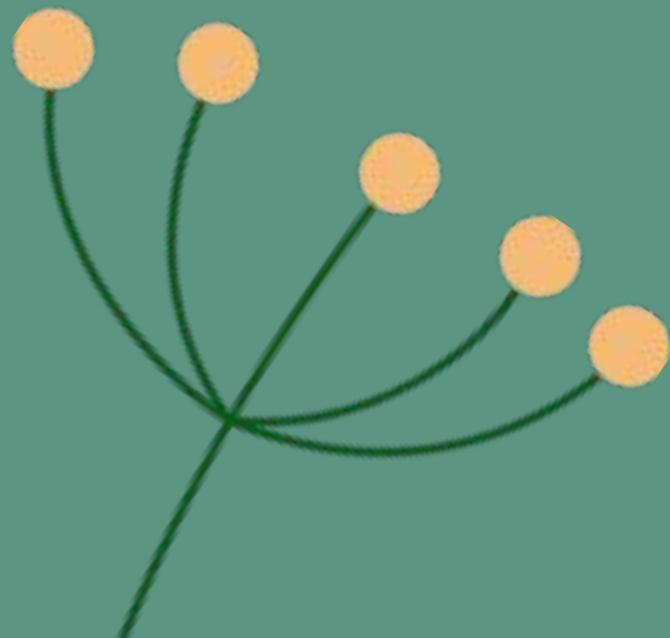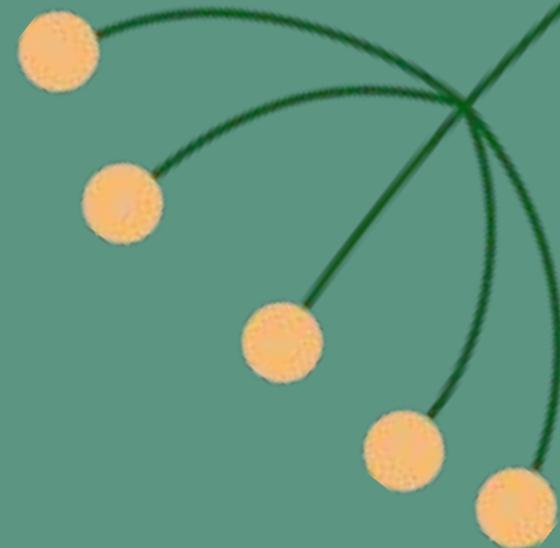
Effectiveness

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Enjoyment

Qualitative feedback
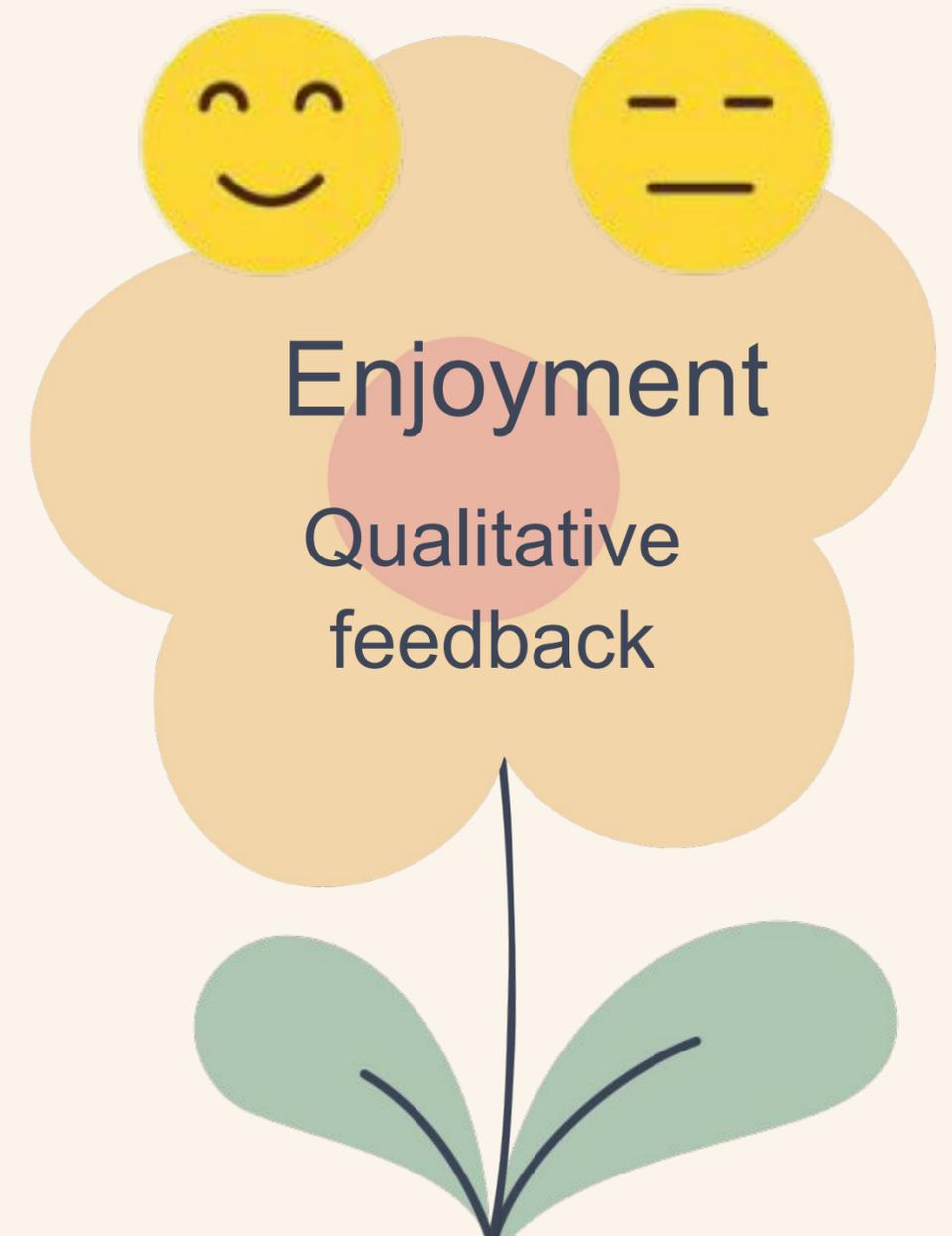
Process Data

- Half of the people started with the exclamation mark butterfly (task 1), while the other half started with exploring.

- Task 2 & Task 3 generally went smoothly.

- For those who chose to explore other icons, Task 1 led to the most confusion.
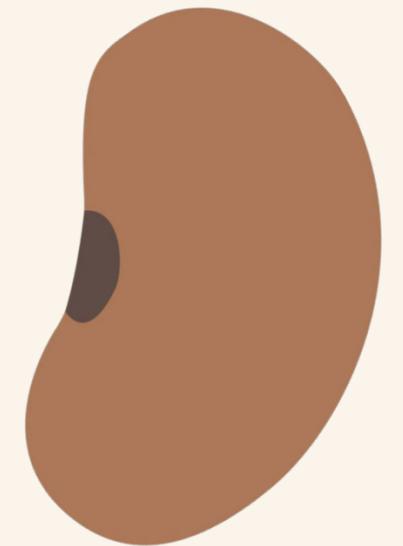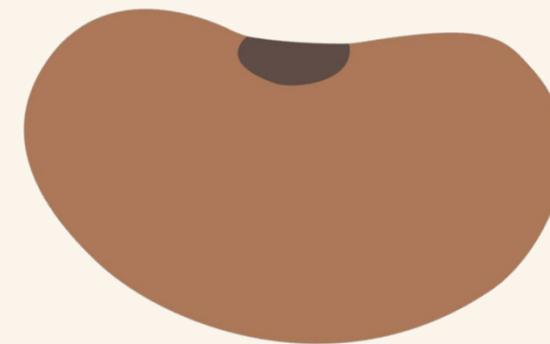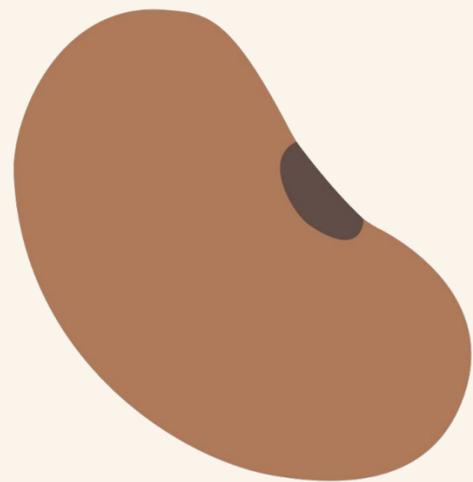
Task 1 Reflection
Collect Story of the Day

Severity 3

- Without guidance, people need to figure out the meaning of all butterflies/flowers themselves.
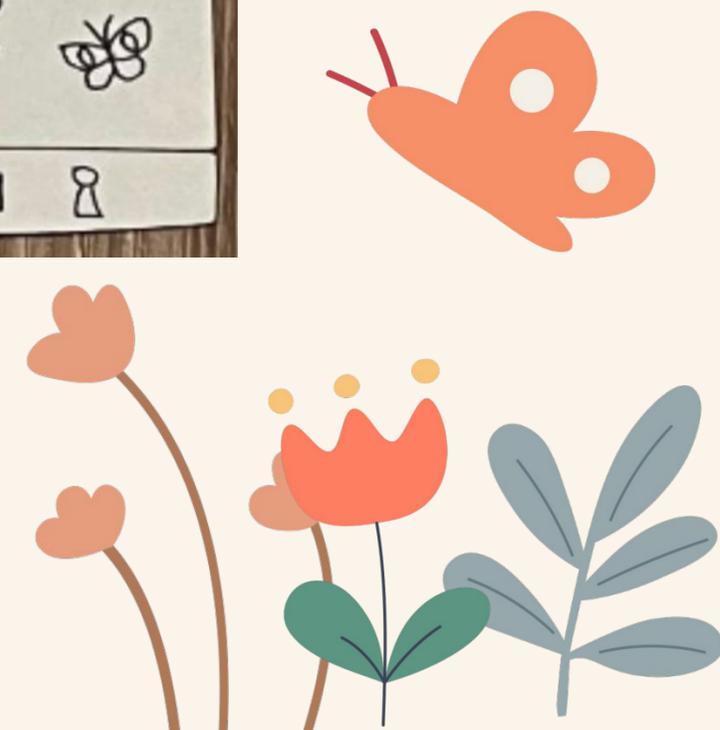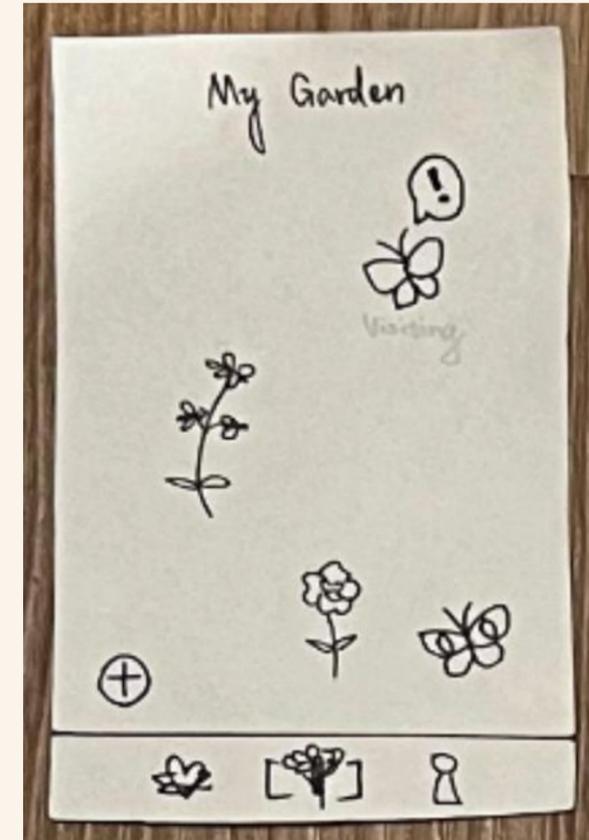
Task 1 Reflection
Collect Story of the Day

Severity 2

- The arrangement of flowers/butterflies needs to be more organized for searching
- Need to separate saved butterflies from other people from my public butterflies
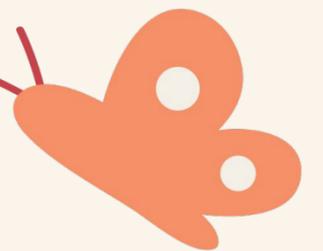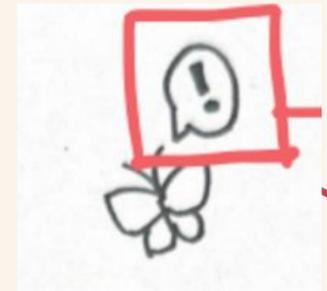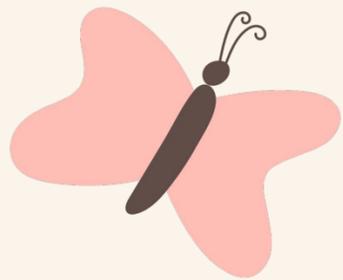
Severity 1

- The attractiveness of the notification (exclamation mark) depends on the person.

Task 2 Reflection
Collect a story from Community

Severity 1

- Dragging butterflies from the community to the garden
  feels intuitive.
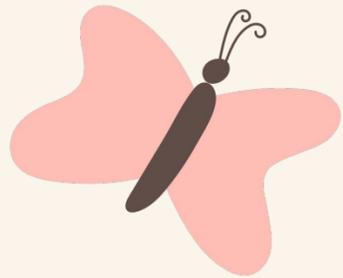
Severity 0

- Simplicity is good for people struggling.

Task 3 Reflection
Check and edit your own post

Severity 3

- "People struggling need more guidance and warm sentences along their journey."

Severity 2

- Should have the date and time of the post.

Severity 0

- "Technology is only a tool, and you need the heart and humanity."
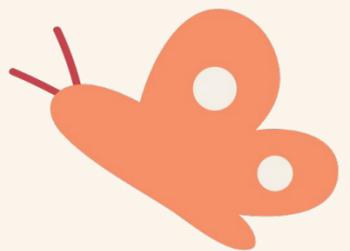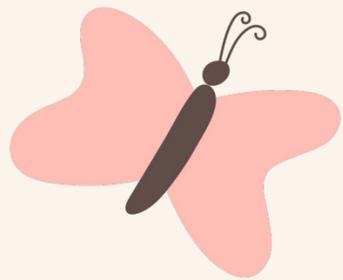
Surprise & Summary

1

Disparities in how people perceive the attractiveness of icons & interpret the metaphoric icons (flowers & butterflies) → Need for tutorial in onboarding.
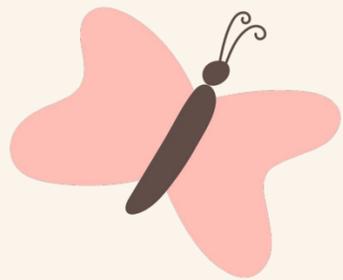
Surprise & Summary

2

Common icons (add/exclamation mark) are more intuitive for people to understand because they are familiar with them.
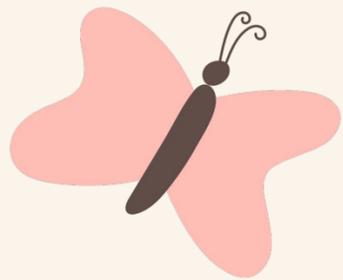
Surprise & Summary

3

Accessibility should be considered (people who are not good at using apps or with visual impairments).
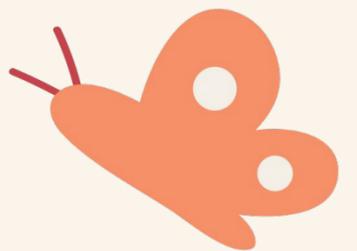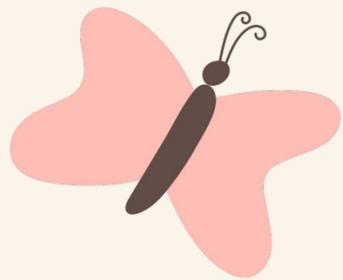
Discussion

Implications

- Design layout & arrangement of the main page will be reconsidered
- Data storage to ensure longevity & engagement.
- Guidance from the tutorial & daily structure to support people.
- Making the app more accessible; Being aware of different needs.
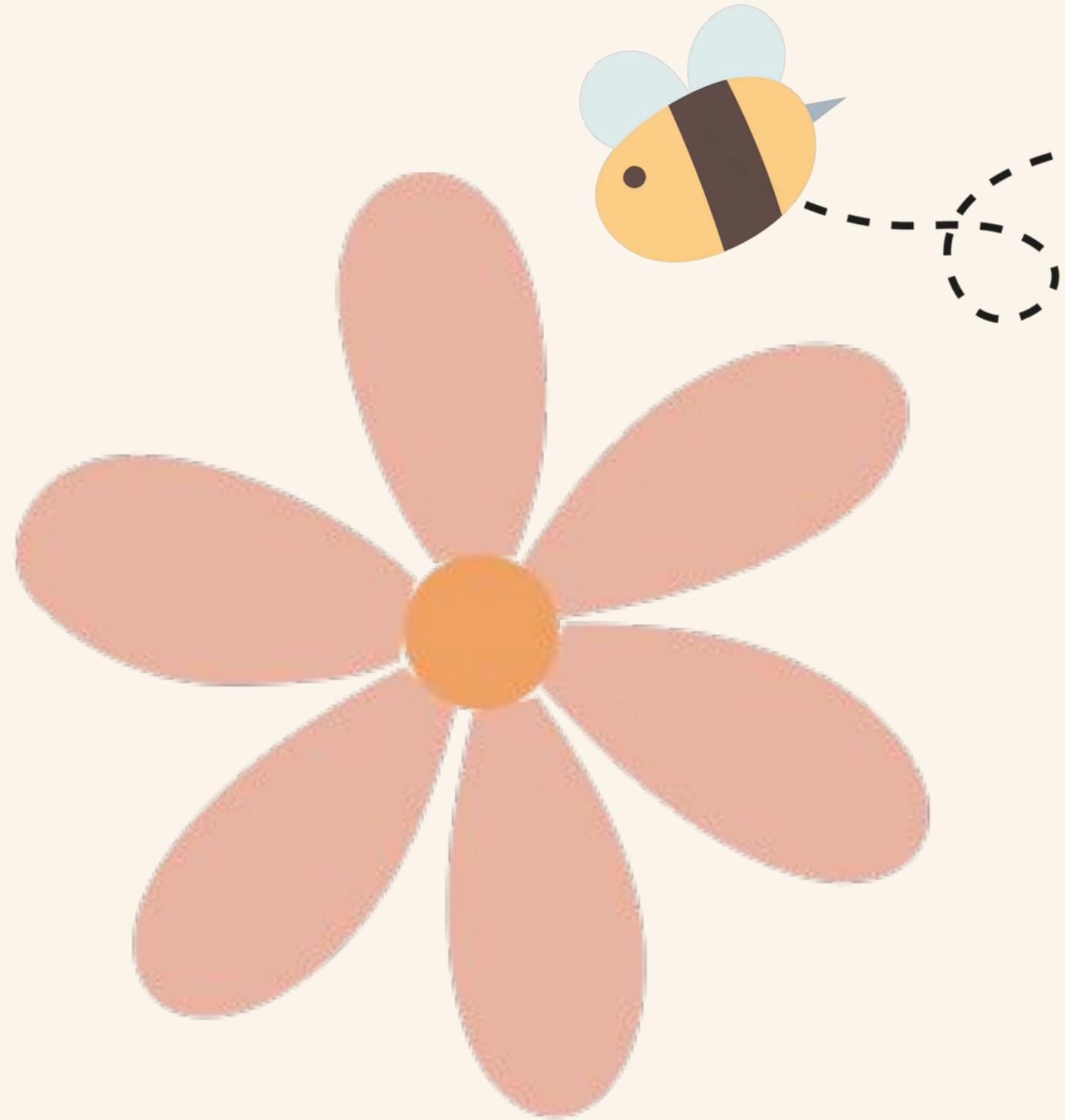
Future Change
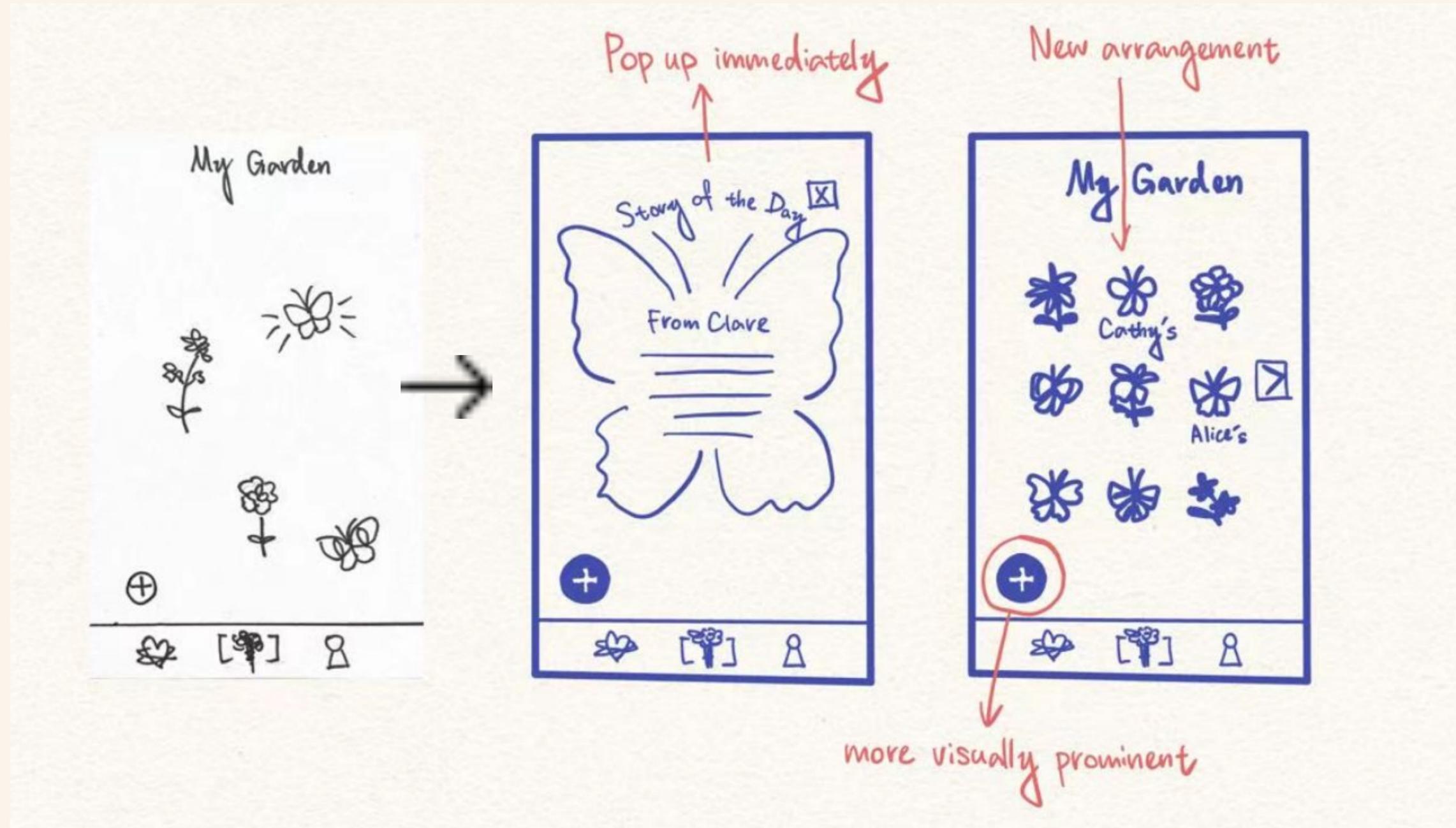
Limitations

- Did not simulate the entire onboarding and could not reveal how people go through the garden creation

- The Account icon was not implemented, but it did attract people.

- The drawing may lead people to interpret icons in other ways.

Q & A

Appendix

Mobile App

Pros

- More functionality that we are able to add.
- Many people know how to use mobile apps (it is intuitive in our day and age).
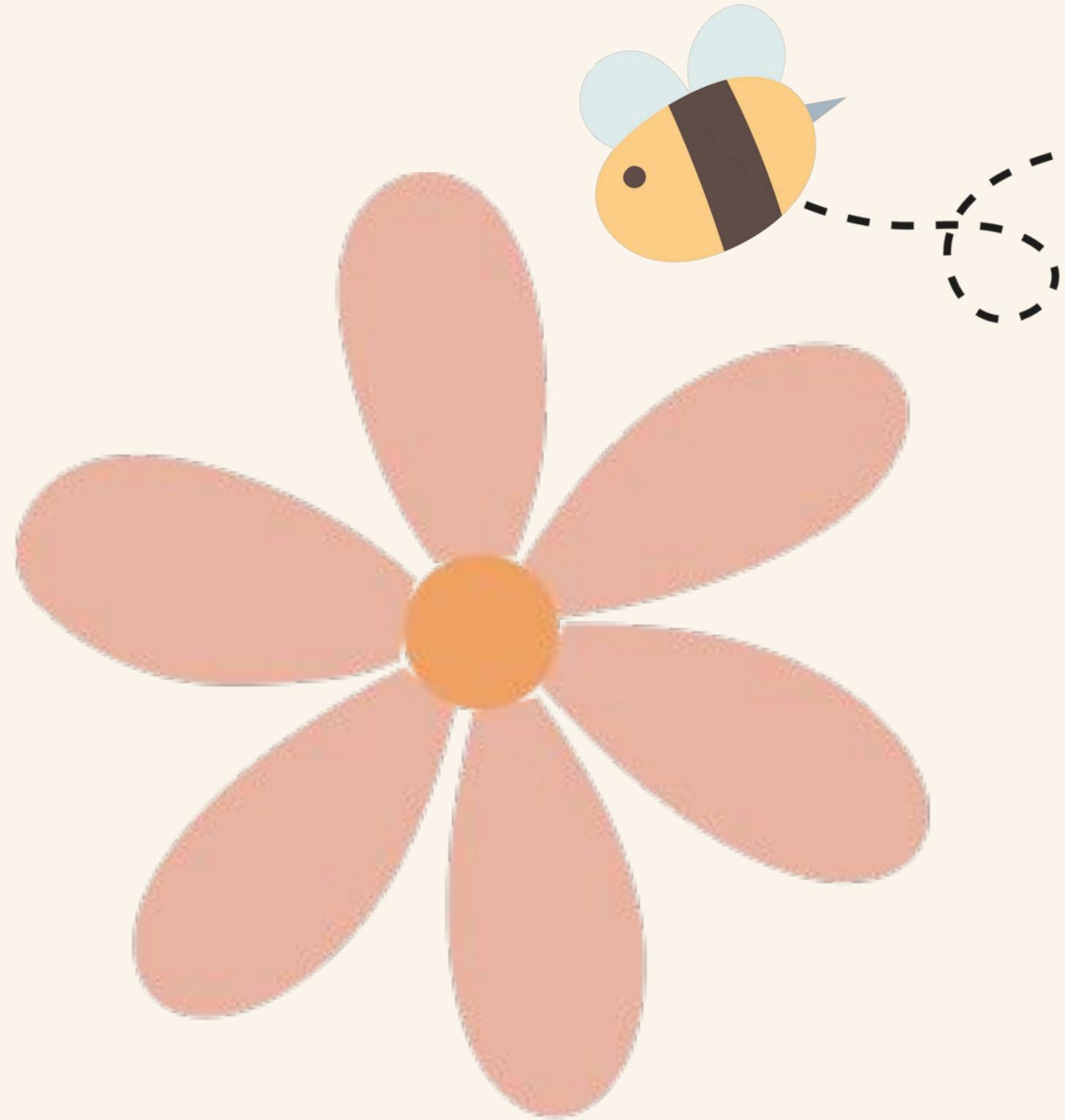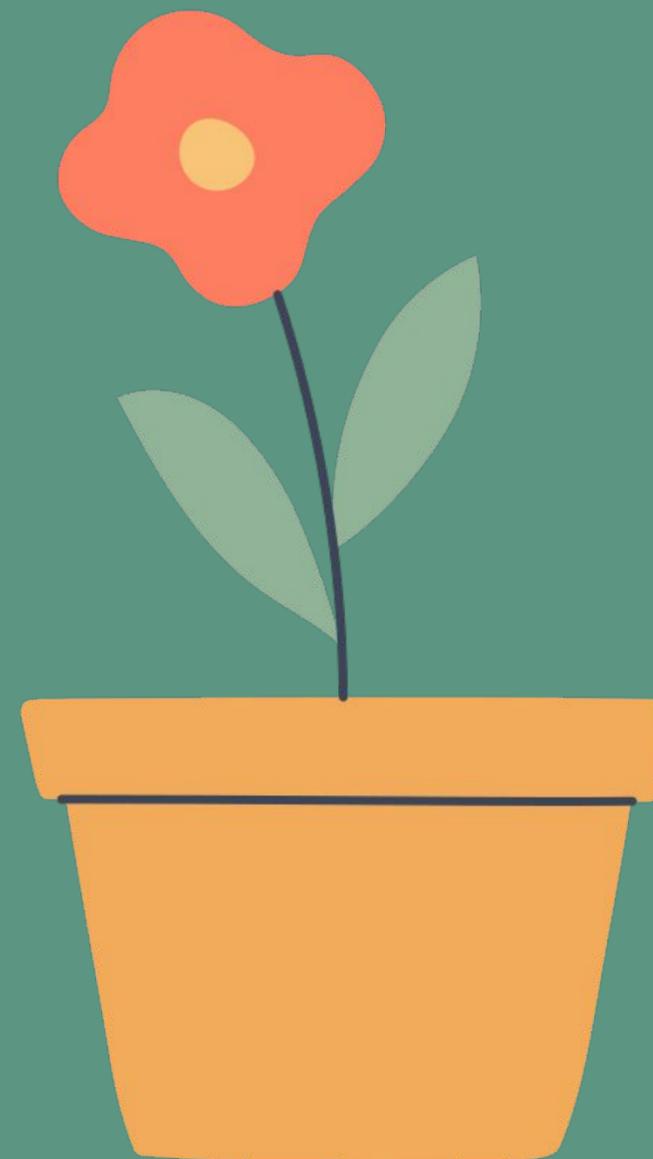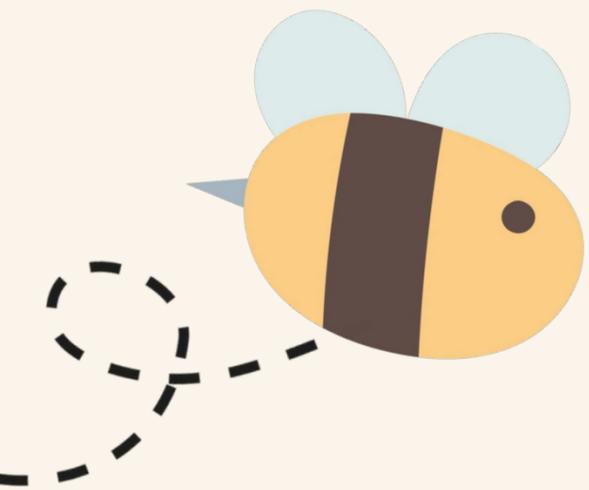- More high-fidelity features and space for aesthetics.
- Bigger screen, can adapt to tablets, computers, and phones. More variety and accessibility

Cons

- Notifications can be easily missed for people who aren't constantly on their phones.
- Dependent on screen engagement and how often the user is on the phone
- Users often open apps while multitasking, so emotional or reflective experiences can be broken by external noise or distractions.
- Ergonomics: people don't have the best posture when using phones, and eye health could decrease.
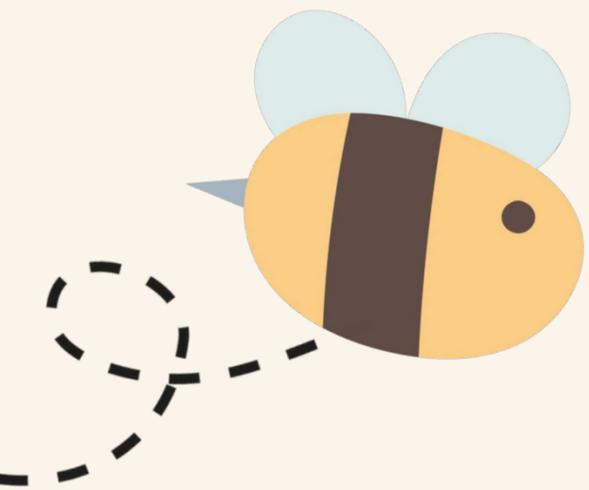
Watch App

Pros

- More mobile, wearable and light
- Can access at any time easily
- Easier to get attention and notify because it is on wrist
- Can emphasize use of audio and voice

Cons

- Small screen for user and designer space.
- Difficult to type
- Not accessible to all generations and socioeconomic brackets
- Less compatible if needed to share with other applications that don't have watch features (less interactive features)
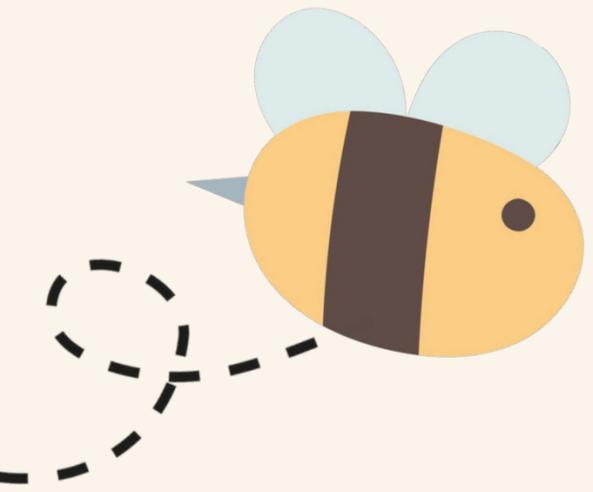
Other Documents

All Testing Log