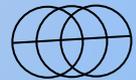


# *BlooME*

*Nourish your body,  
Grow your mind*

A6: Medium Fi Prototyping



# MEET JJYC



**JASMINE X.**

Psychology & CS '27



**YUJEN L.**

Symbolic Systems '27



**JADE C.**

Symbolic Systems '27



**CLARE L.**

Design '28





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*Problem + Solution  
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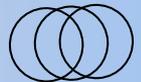
# *BlooME Value Proposition*

BlooME **empowers** individuals navigating through food challenges to feel less alone by combining community connection, guided self-reflection, and gentle recovery support. BlooME offers a safe space to help users **rebuild compassionate relationship with food and themselves**, fostering lasting recovery and self-kindness.

*Problem* + *Solution*

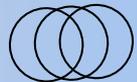
# Problem

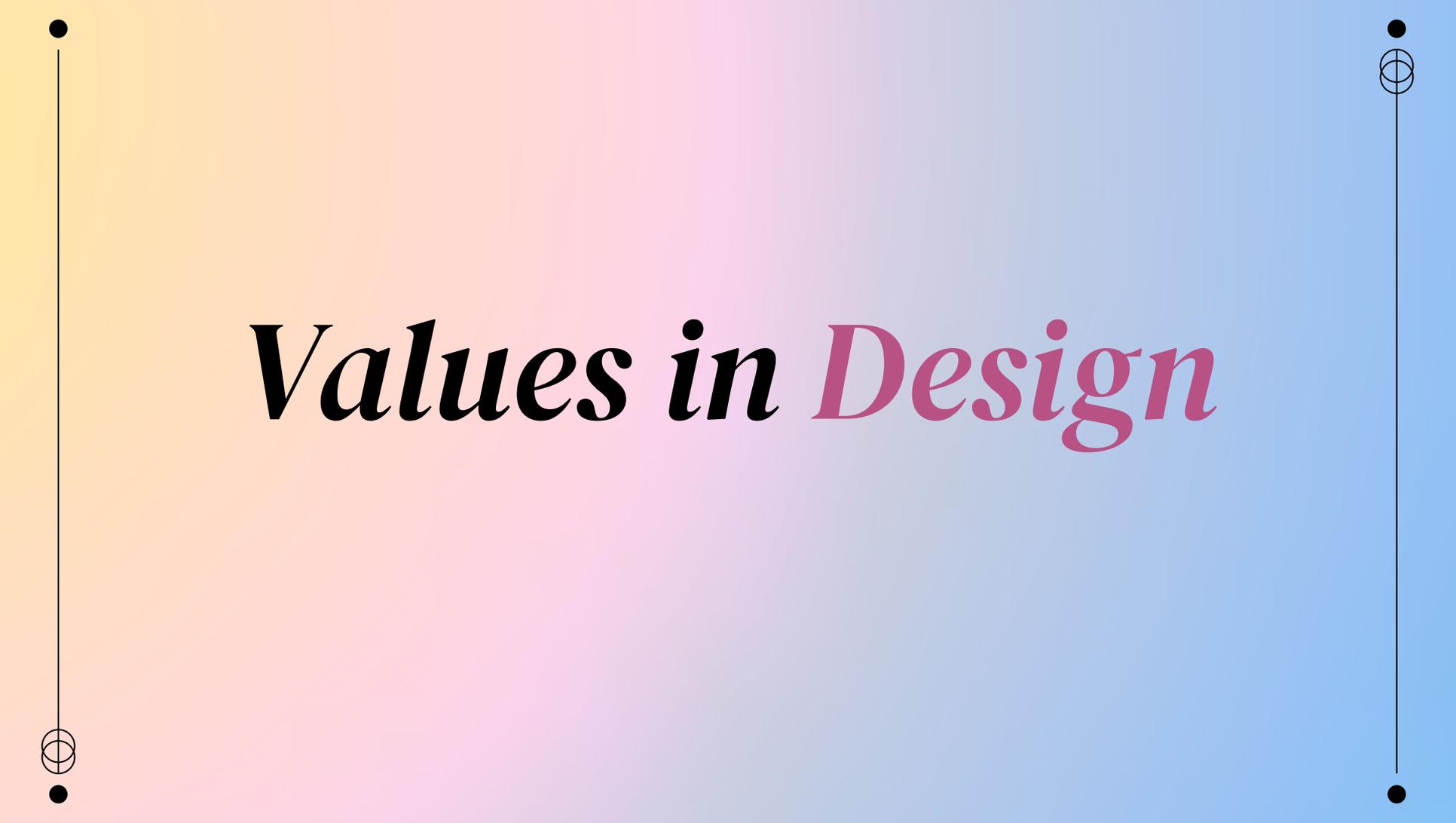
Many people who struggle with food, whether they fall into subclinical or clinical categories, often keep their pain to themselves. They hesitate to reach out to friends, family, or professionals because they feel a persisting anxiety in being a burden to others, and continue to live with their guilt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



# Solution

BlooMe is a peer-to-peer 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.



The background features a soft gradient from yellow on the left to blue on the right. On the far left and right edges, there are vertical lines. Each line has a solid black circle at the top and bottom. In the middle of each line, there are two overlapping circles, one slightly offset from the other, creating a circular pattern.

# *Values in Design*

# Value 1: Compassion

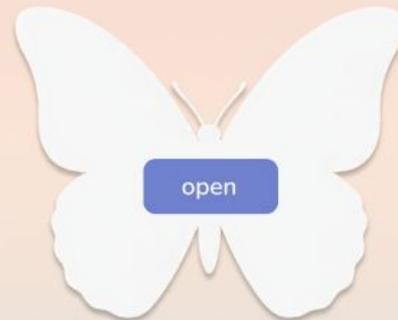
By approaching healing with **gentleness, care, and understanding**, users should feel compassion and empathy. They **feel seen** throughout their struggles.

By sharing a story from another person everyday, the user encounters a moment of connection.

The butterfly represents how our messages spread throughout the world and bring people together.

## Message From Noelle

*Opening up to family*



Home



Community



Account



# Value 3: Growth

Healing is a journey of **continuous inner expansion and blooming.**

By being able to create notes, public or private, users can see how their mindset changes and bloom.

← Journaling

How would you like to begin?

Free Writing

Guided Reflection

← Journaling

Oct 29, 2025

“If your body could speak, what would it say?”

Title

Write more here...

Text

Write more here...

# *Tensions in Values*

## **01** Community and Compassion

As a social sharing application focused on healing, there is the **ethical tension** of encouraging compassion without allowing users to overshare or experience any **emotional burnout**. To address this, we will intentionally limit and simplify sharing features, as well as utilizing **content filters that flag sensitive keywords**. This minimalist and balanced approach will help to ensure that users can express vulnerability within boundaries that protect themselves and others.

# *Tensions in Values*

## 02 Community and Growth

While community interactions can spark growth, there is also the tension of **pressure or comparisons with others**. To address this, BlooME will put an emphasis on **personal milestones and have gentle reflection tools**, instead of a public metric. Along with having a self-check in feature, this will encourage users to celebrate their own progress within a community that encourages growth.

# *Tasks*



*Simple: Collect the “Message From”*

*Moderate: Collect note from Community*

*Complex: Share your own note*

## Why Simple?

Accessible to all users at any stage of their journey, involving 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.

## Why Moderate?

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

## 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.

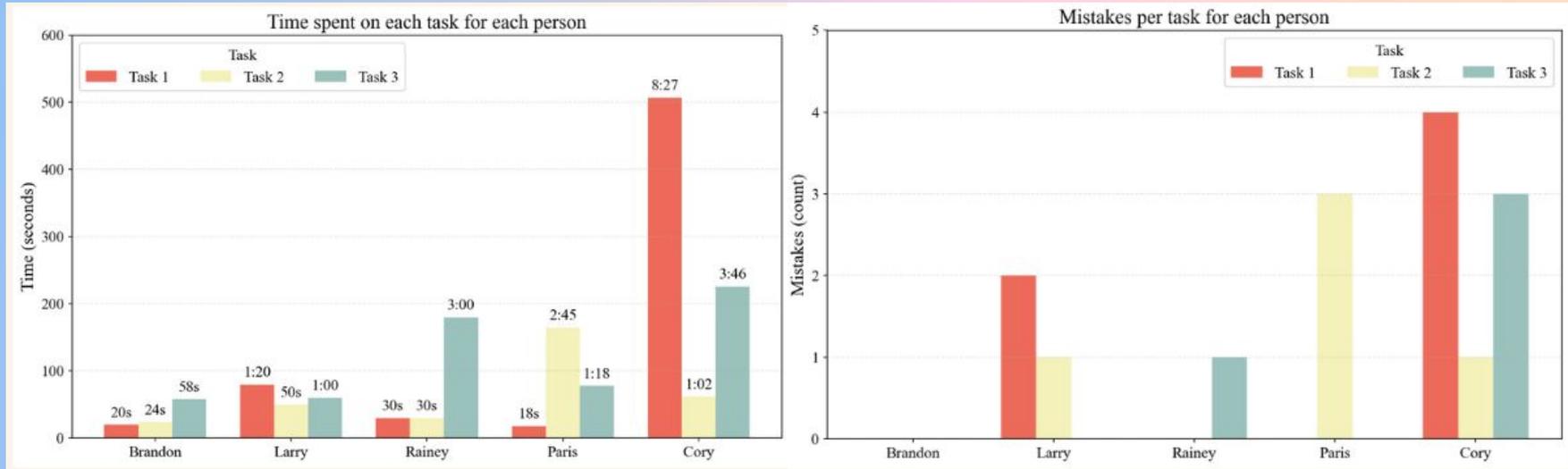
# Additional Task

Throughout the process, and the nature of our peer to peer note sharing app, we have added an **additional moderate/complex task**. By having a history of notes, this requires another flow to enter collections, pick the note, and then perform an action on them. This task turns complex when the action is editing the post, entering the journaling flow.

# *Usability Goals and Measurements*

<b>Usability goals</b>	<b>Measurements</b>
1. Efficiency	Measured by time spent on each task
2. Effectiveness	Measured by # of misclicks
3. Enjoyment	Qualitative Feedback

# Recap of data/evidence on these Goals & Measurements



People spent more time as the task got more complex, with some outliers.

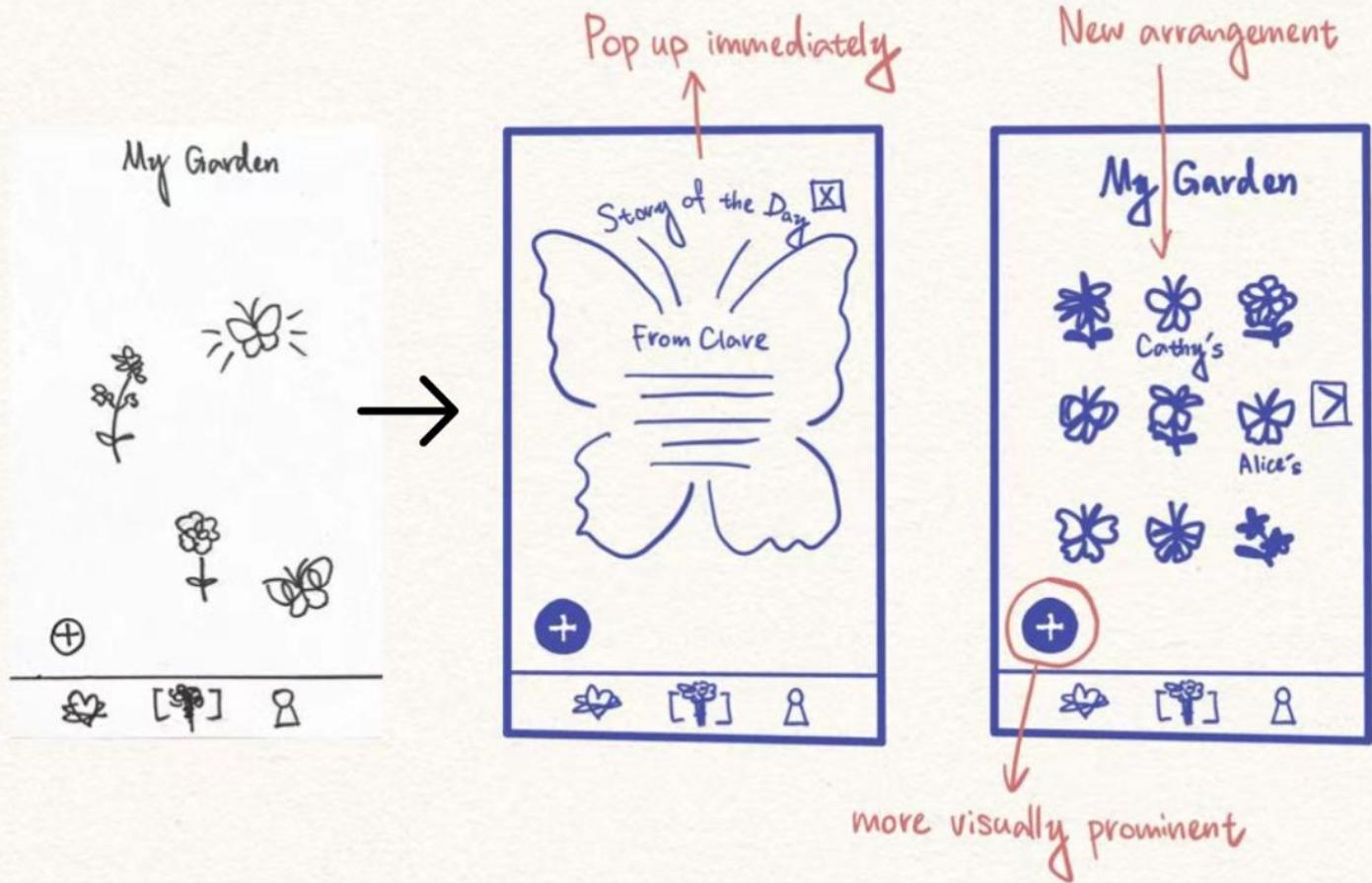
# *Changes Made*

<b>Changes made to better hit our goals</b>	<b>How this change will better hit key goals and measurements</b>
Instant pop up of daily message from community	Reduces cognitive load of finding the daily message; lessens the time spent on locating the message (improves efficiency)
Navigation of stored posts in categories (public/private/saved/pinned etc.)	Makes filtering easier; quicker location of desired message you want to find (improves efficiency & effectiveness)
Addition of an onboarding tutorial	Reduces the learning curve and errors made when exploring app (improves effectiveness)
UI Rework + Reactions	Using a traditional SNS layout to improve intuitiveness and engagement (scrolling, cleanliness). Added reactions for a layer of personalization. (improving enjoyment)

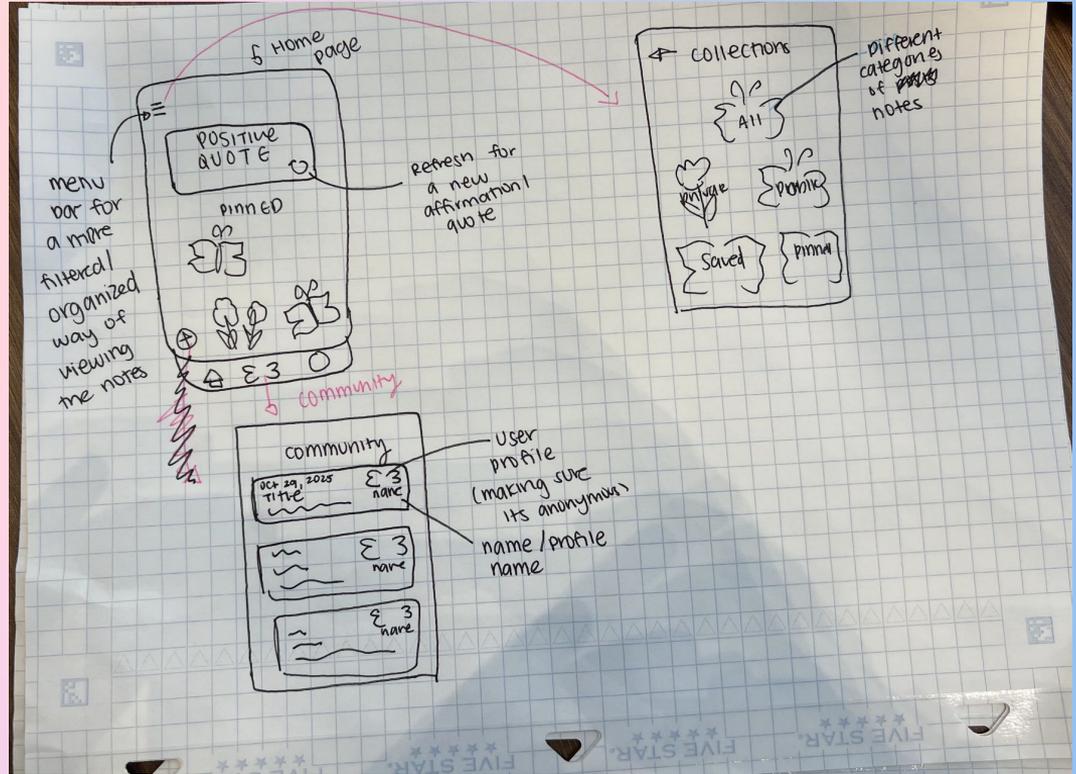
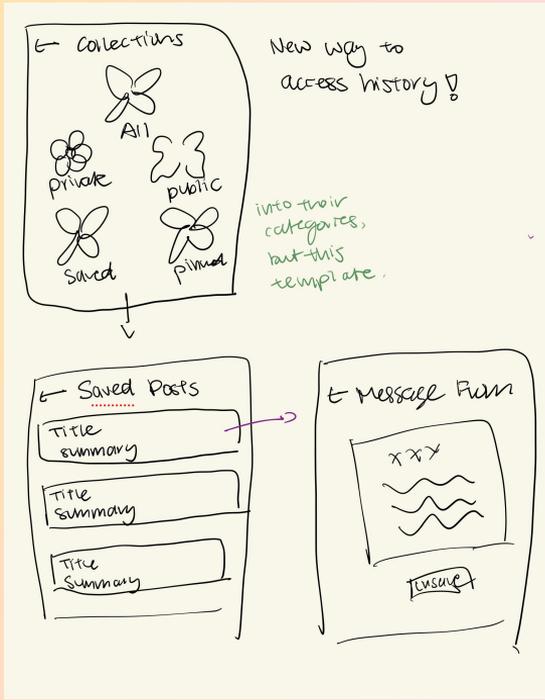
The slide features a decorative border consisting of thin vertical lines on the left and right sides. Each line is capped with a solid black circle at the top and bottom. In the middle of each line, there is a graphic of two overlapping circles, one slightly offset from the other, creating a circular pattern.

# *Revised Interface Sketches*

# Revisions from our Lofi Prototype







- **New Community Flow**
- **New Home Page**
- **New Reactions to Posts**
- **Additions of Collections**

# *Change 1: Landing Page, Pinned Logic, and Daily Affirmation*

Redesigned the layout of our Home page (previously My Garden). It now shows a **Daily Affirmation** at the top and showcases the **users pinned notes** (up to 5), that are easily accessible whenever the user wants to revisit them.

## **Usability Goal:**

A cleaner layout with more indications to make this **easy to use**. Makes the positive messages much **more accessible** for the user, encouraging them to revisit notes that make them feel good. Daily affirmations to spread positivity the moment the user returns to the homepage.

## Addressing Feedback:

Throughout studio and prototyping interviews, we got confusion about what our icons meant. This led us to **pivot** and use the homepage as a way to see our pinned and **most effective messages**. Inspired by a previous interview, we added the Daily Affirmations, because an interviewee told us that upon opening the app, she would love to see a positive message right away to feel **seen and supported**. This helped us define a hierarchy and clean up our landing page logic to make it feel more **intuitive**.

# Before & After Comparisons

- The icons were confusing
- No labeling
- No positive affirmations on the page.



- Shows an obvious my pinned categories, letting the user know about their pinned notes
- Daily affirmation at the top, using hierarchy, to pay attention to the positive message first
- Navigation is more intuitive

# *Change 2: Organized ability to access personal notes and notes from others.*

Redesigned the navigation system with a menu bar in the top-right corner of the home screen. When pressed, it expands to display 5 butterfly icons (**All, Pinned, Saved, Public, and Private**), which represents a different post category.

## **Usability Goal:**

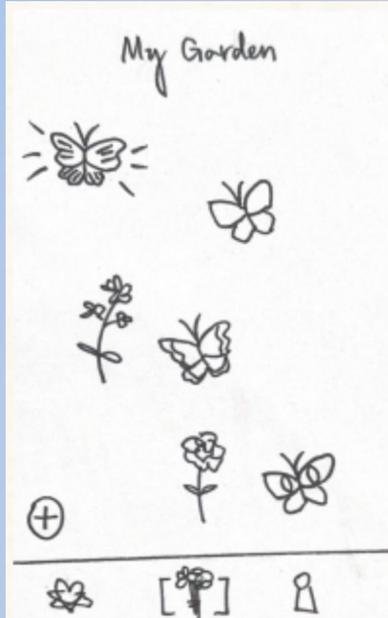
Thinking about the **scalability**, this makes sure that users can easily and quickly browse through their growing number of community and personal posts over time (**improving clarity & control**).

## Addressing Feedback:

Throughout our low-fi prototype testing, some users were **confused about the different posting categories** and how to access them. Some of them also brought up **concerns about the app's longevity** as their saved and personal posts started to accumulate. Having this new organized & centralized menu offers a more ***clear and structured way to navigate*** through these categories as contents grow with the user.

# Before & After Comparisons

- Scattered Posts
- Confusion on what each icon means



- Unified menu that allows users to locate posts in one area.
- Navigation is more intuitive and long-term as contents grow.

# *Change 3: Positive Phrasing & Journal Prompt Layering*

For the guided journaling feature, the reflection prompts includes a **gentle & positive framing**, and **layered reflection prompts** that gently build on top of each response.

## **Usability Goal:**

This feature will help users move from surface-level reflections to **deeper emotional understanding of self**. Encouraging a more positive self-reflection and mindset shift, while also making sure emotional safety and ethical sensitivity is maintained.

## Addressing Feedback:

From studio feedback from our guest speaker, Ananya, he emphasized the importance of **digging deeper** in reflections while **keeping the tone more positive and ethically mindful**.

And from our prototype testings, users shared that they wanted guided reflections that felt more **supportive rather than heavy-feeling**.

# Before & After Comparisons

A direct and single-layered prompt.

← Journaling  
"If your body could speak, what would it say?"  
Caption  
\_\_\_\_\_  
Text  
[ ]  
Image  
[ + ]  
Color



← Journaling  
Oct 29, 2025  
"How does opening up make me feel?"  
Title  
Write more here...  
What felt scary?  
Write more here...  
What made you feel supported?  
Write more here...

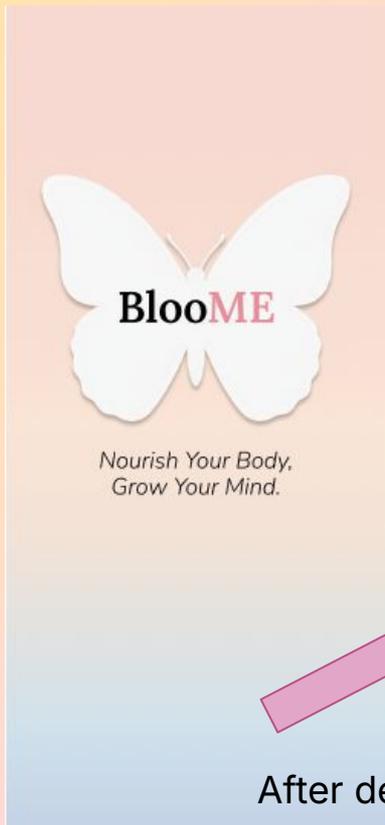
A multi-layered and positive framed reflection prompt that guides users to dig deeper.

What can you do to continue building a more positive experience?  
Write more here...  
image  
Color  
[ ] [ ] [ ] [ ] [ ] [ ] [ ]  
save



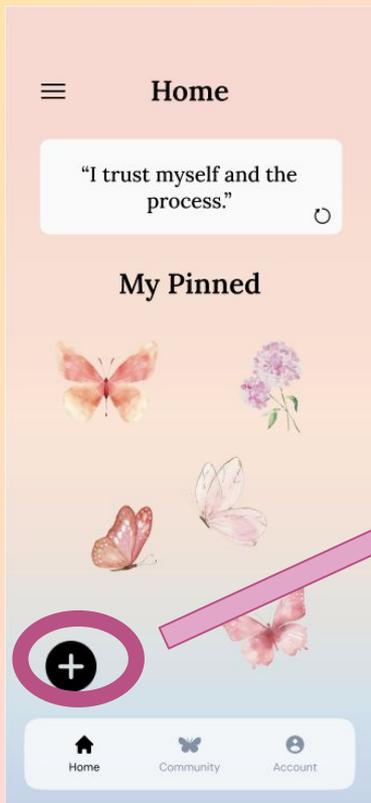
*Medium Fi Task Flows*

# Simple: Access Daily Message

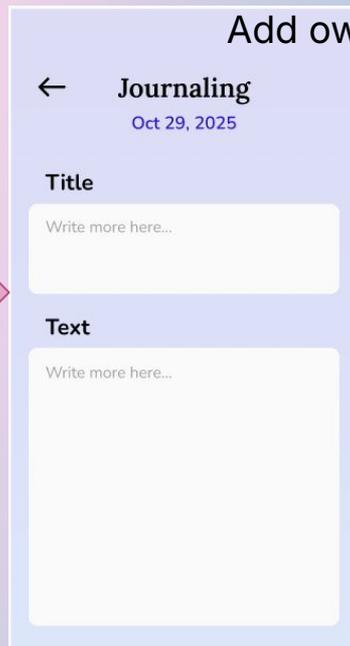




# Complex: Create Own Note



Two options: either a free writing or guided reflection. We will follow freewriting first



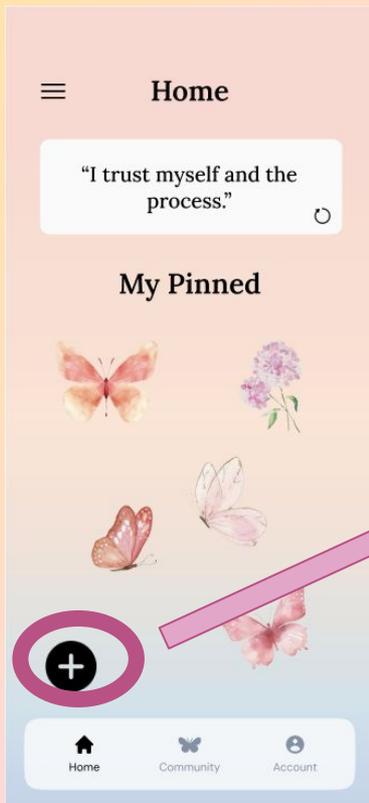
Add own title/caption + text

Upload media

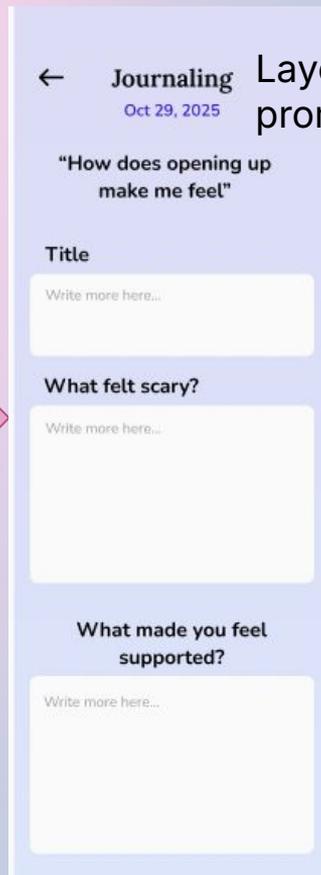


Moves into confirmation of private or public post page.

# Complex: Create Own Note



Guided Reflection flow



Layered prompting. Multiple prompts to choose from.



Moves into confirmation of private or public post page.

# Complex: Create Own Note

Journaling

Share your post as

Private

Public

Journaling

confirm private?

Private

Public

save

Journaling

confirm public?

Private

Public

save

Your post has been saved as private!

Your post has been saved as public!

After delay, goes back to the homepage

Click on private or public button

# *Prototype Implementation Tool: Figma*

Pros	Cons
<b>Real-time collaboration:</b> Multiple team members could design and edit simultaneously	<b>Steep learning curve:</b> Needed time to gain familiarity with tool
<b>Component reusability:</b> Enabled consistent UI design through reusable assets and frames (use of design systems)	<b>No user input capture:</b> Figma prototypes can't store or analyze user behavior, making it harder to test how users would actually interact with features on the backend.

*The tradeoff was acceptable since Figma offered the optimal balance between design capability and usability for our med-fi prototype.*



# Prototype Implementation Tool: Lovart

Pros	Cons
<b>Time Efficient:</b> We could work on other parts of our project while Lovart was generating the icons we needed.	<b>Confusion in Task:</b> Even with refined prompting skills, the AI could still get confused, and we would have to re-run the generation of a component.
<b>Ease of use:</b> Minimal learning curve to learn how to prompt in order to generate the things we needed.	<b>Credits:</b> Can run out of credits when we rely on the free starter pack.

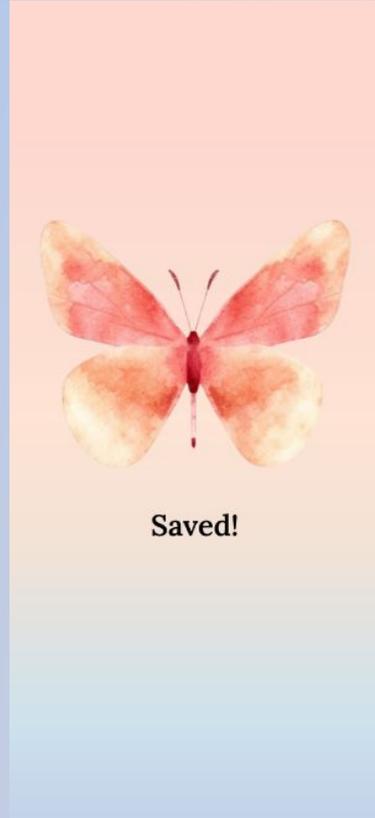
*Overall, the tradeoffs were a good choice as we ultimately could generate the components we need while saving time. It would take us a few tries, but it didn't mean we wasted more time on just this one part.*



# *Limitations and Trade-Offs*

Components left out	Reason
<b>Lack of Infinite Scroll:</b> only a limited number of community messages could be displayed at a time rather than an endless feed.	Creating a simulated “infinite” feed in Figma would’ve required manually duplicating tons of content frames, which isn’t practical or necessary for demonstrating the core flow.
<b>Limited Animation Capabilities:</b> dynamic animations of butterflies could not be implemented in Figma.	Animation is only a cherry-on-top, enhancing the experience but is not essential to the core framework.
<b>No Backend Functionality:</b> no backend logic or data storage..	Adding backend systems or advanced animations would have required custom code and extended development time, and is not yet required at the med-fi stage.

# Wizard-of-Oz Features



**Simulated engagement:** The user appears to “receive” a daily message at random, but the message delivered is predetermined.

**Artificial state changes:** Buttons, transitions, and screens were set up to mimic real functionality (e.g., showing “Saved!”) even though no data was actually stored.

**Pre-populated interface:** The user begins with pinned and saved posts to create the illusion of prior activity.

**Ability to type:** Lack of ability to type, therefore inhibiting creating captions and message content, which now all magically appear without the opportunity to personalize them.



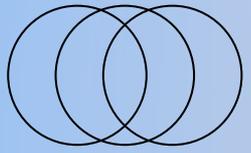


# *Thanks!*

*Do you have any questions?*

CREDITS: This presentation template was created by **Slidesgo**,  
and includes icons, infographics & images by **Freepik**

Please keep this slide for attribution



# *Appendix*

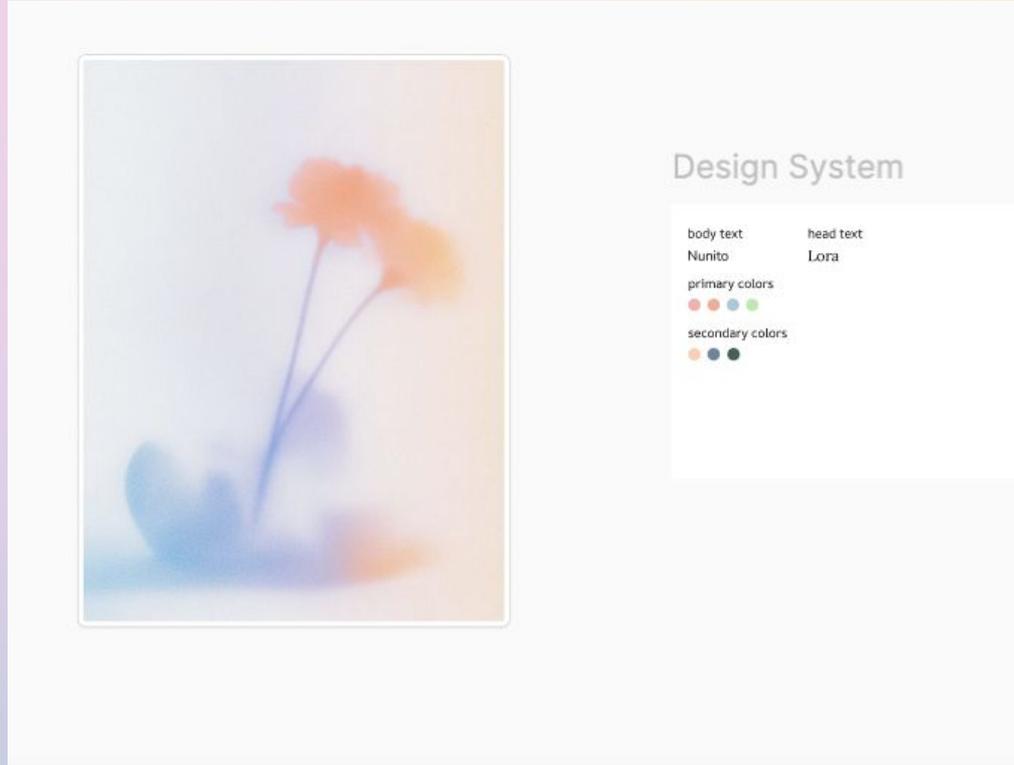
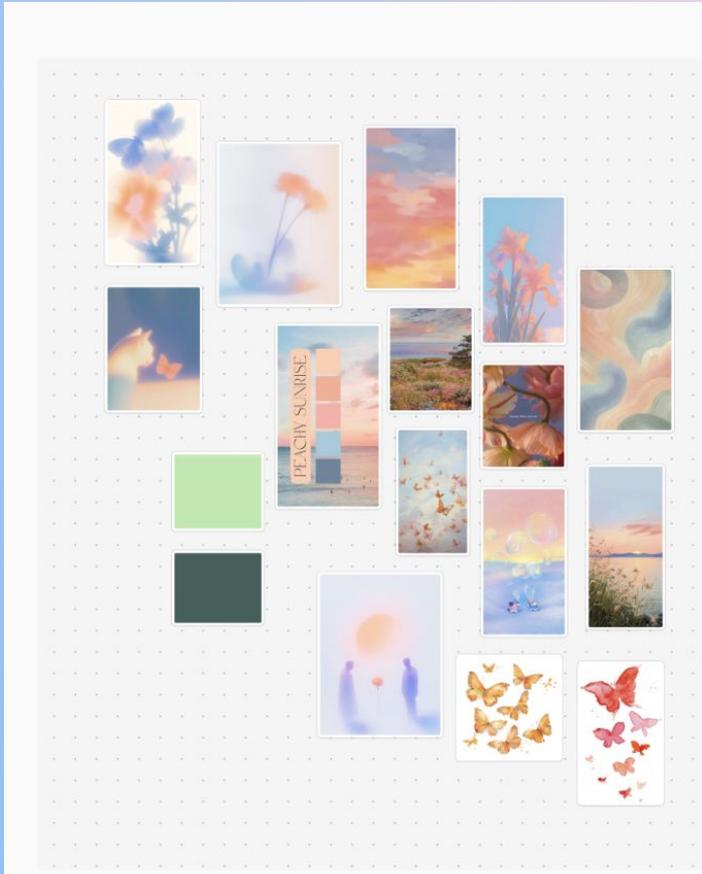


*Link to Figma*

Link to Prototype

Link to Design File

# Mood Board



## Design System

- body text  
Nunito
- head text  
Lora
- primary colors  
● ● ● ●
- secondary colors  
● ● ●

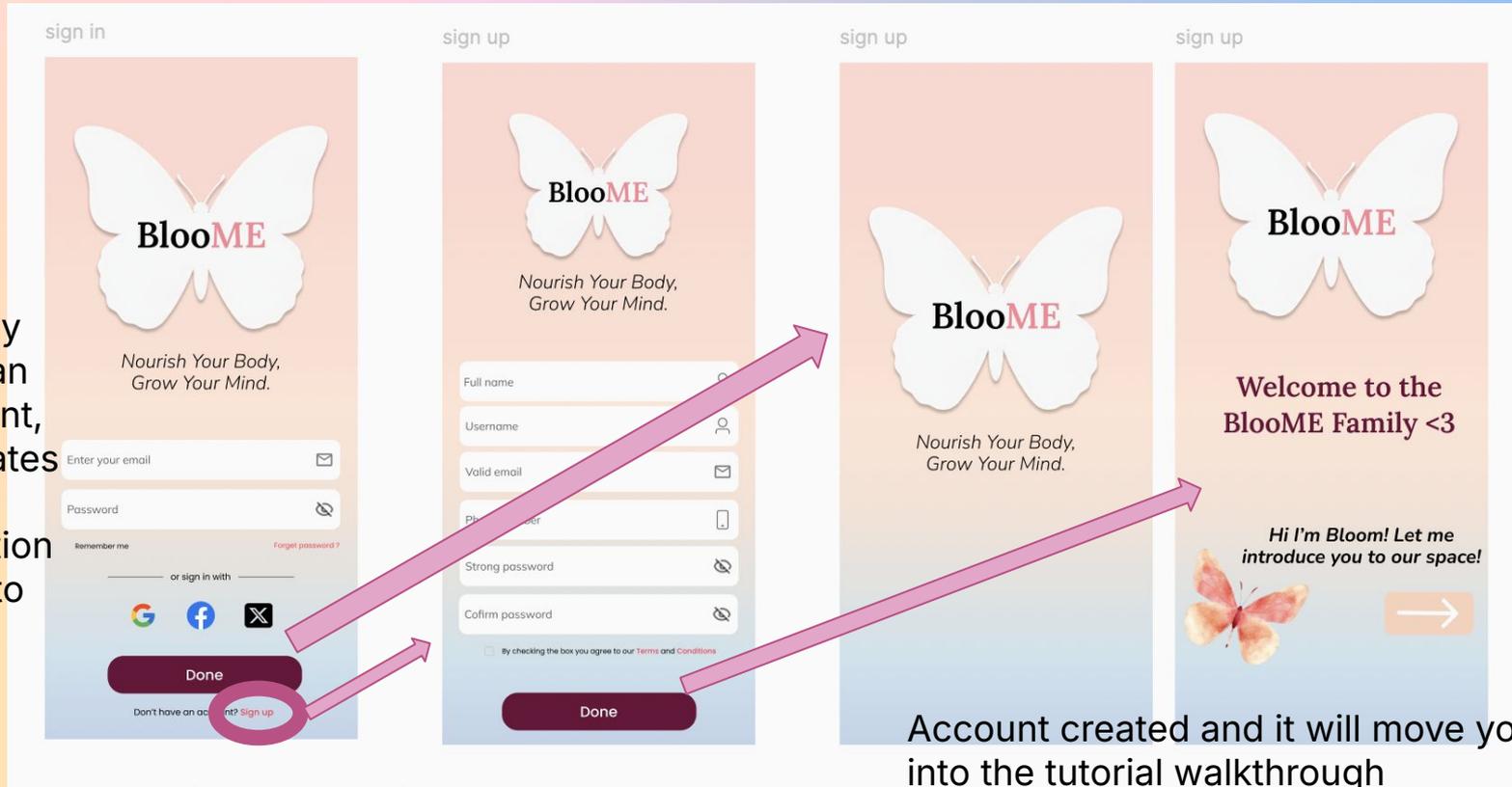


*Additional Tasks:*

- Account Creation
- Tutorial Task Flow
- Entering Collections

# Account Task Flow

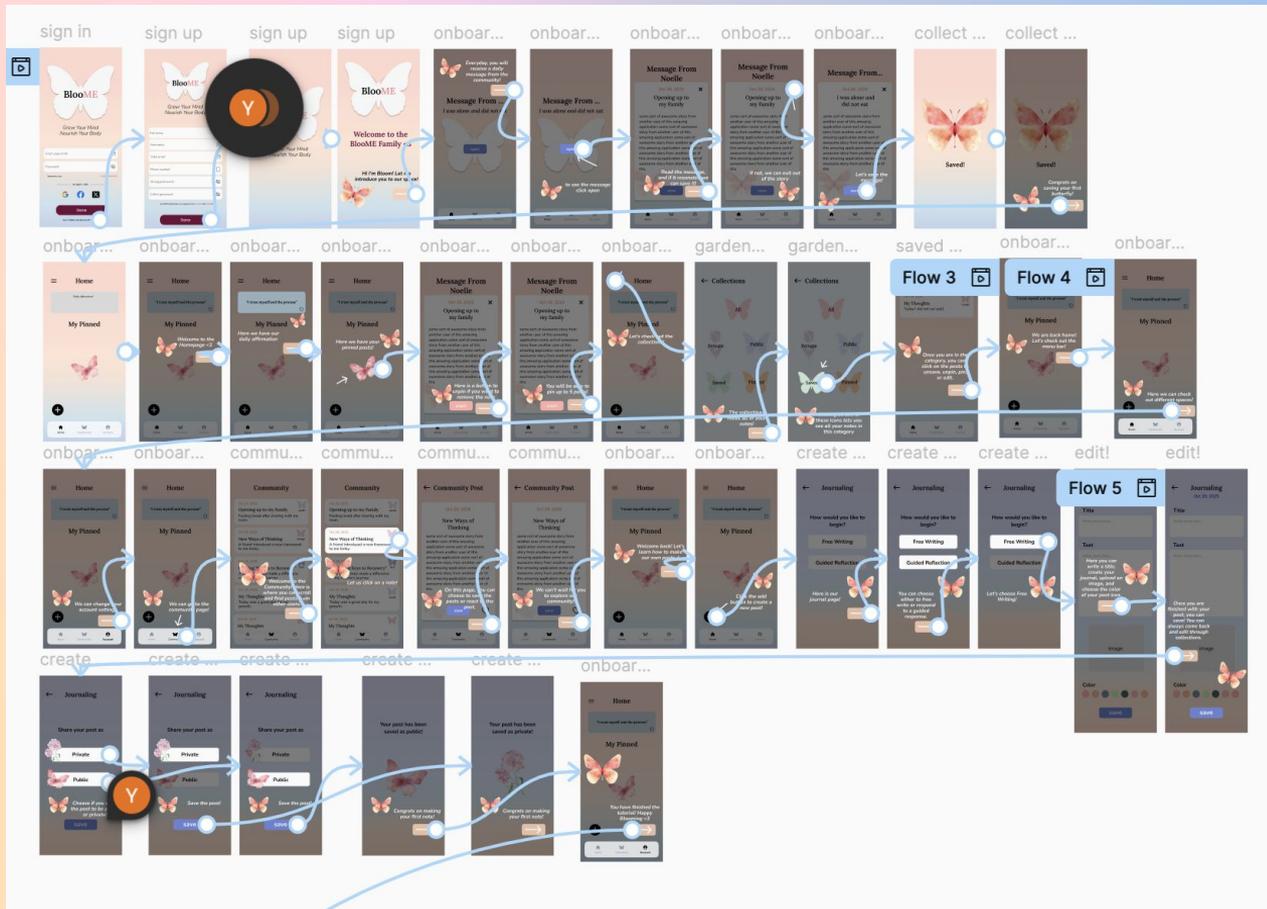
If you already have an account, navigates to transition page to home.



Click here to sign up for an account

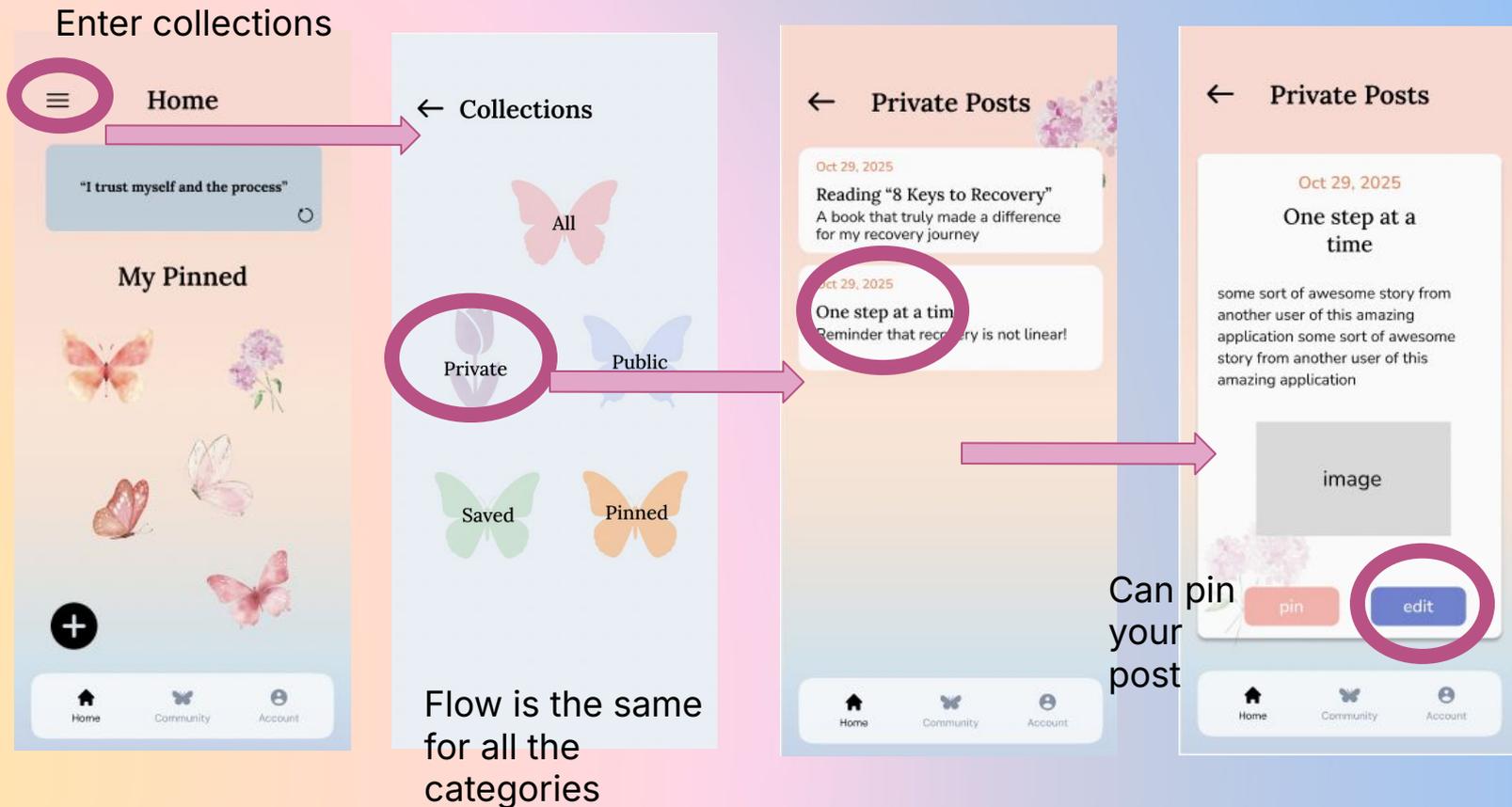
Account created and it will move you into the tutorial walkthrough

# Tutorial Task Flow

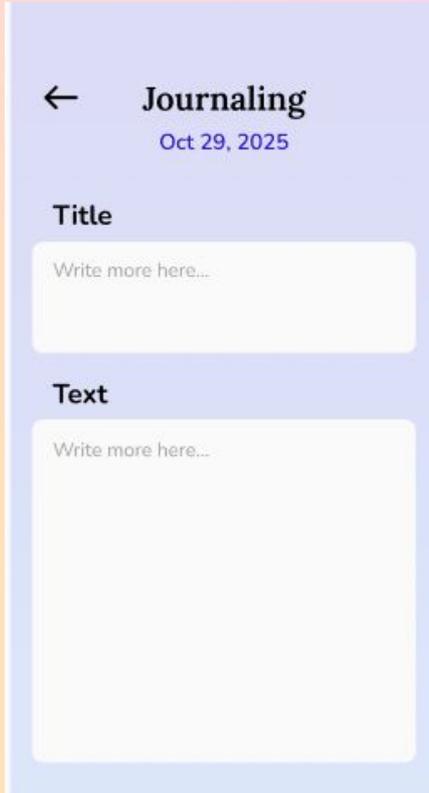


In depth tutorial, for the 3 main tasks, led by Bloom, our butterfly companion.

# Collections Task Flow



# Collections Task Flow



← **Journaling**  
Oct 29, 2025

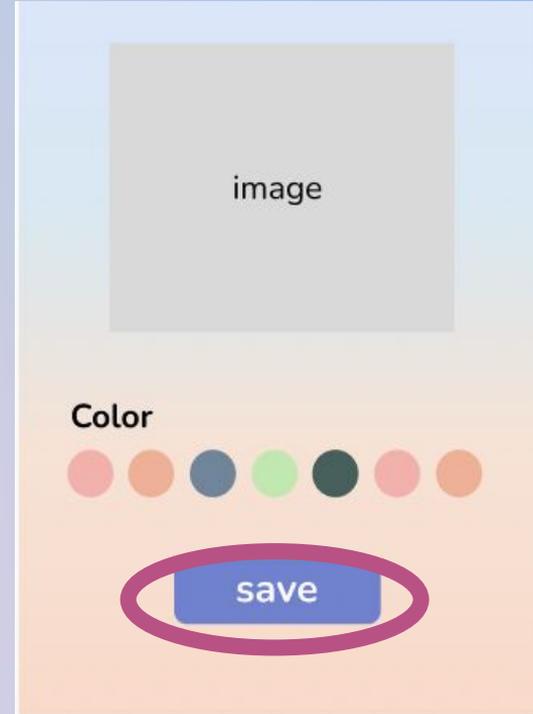
**Title**  
Write more here...

**Text**  
Write more here...

Editing Mode:

- Free write or guided reflection based on the choice made when creating the post

Goes back to the post that was being edited.



image

**Color**

Color selection options: seven colored circles (red, orange, blue, green, dark green, pink, brown).

**save**