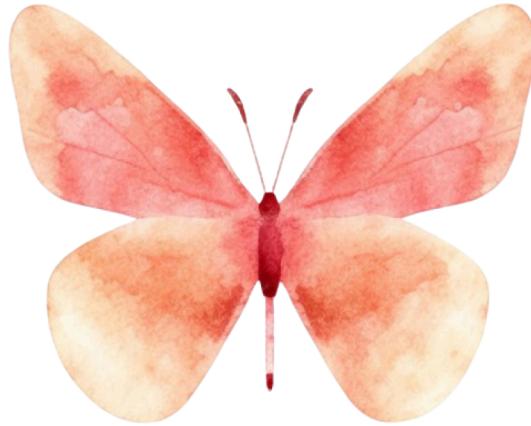


BlooME



Nourish your body,
Grow your mind.

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README USER MANUAL

[Link to prototype](#)

Target Audience

BlooME is designed for individuals who struggle to maintain a healthy relationship with food, including those with both clinical and subclinical eating disorder symptoms. Many keep their struggles private due to feelings of shame, stigma, or fear of burdening others. As a community-based platform, BlooME aims to provide a safe and supportive space where people can connect, share experiences, and feel less alone in their recovery journey.

Design Tools

We used Figma to design the features and wireframes for our medium-fidelity prototype, chosen for its ease of collaboration and our team's familiarity with the platform. The prototype was created using the dimensions of an iPhone 16 (temporarily), though the app is intended to be fully compatible across different device sizes and screen dimensions. Figma also provided us with the community templates that helped us with our design.

We also used Loveart, an AI image generation tool, to help design our iconography throughout the app.

We also used a combination of image libraries and free online background removers for icons that we liked and wanted to add to our design system.

Operating Instructions

To access the prototype, please follow the instructions below:

1. Click on our Figma Prototype
2. Please click on **Flow 2**
3. Press R to restart the flow at any point
4. Click through the application and have fun :)

General Information

BlooME is designed to foster a safe, supportive space for users to share and receive messages as they navigate recovery and heal their relationship with food.

The app is intended to be used daily, as an uplifting tool that supports a user on their recovery journey, reminding them that they're not alone in their recovery and shared experience.

Users can interact with the app in two main ways: *posting* and *collecting* messages.

Prototype Flows

Posting a message:

There are two posting modes:

- Private (flower icon ): Visible only to the user on their personal page.
- Public (butterfly icon ): Visible on both the user's personal page and the shared *Community* page.

Viewing and collecting a message:

Users can view others' posts through:

- Daily Message: A post automatically delivered from the community and shown upon opening the app.
- Community Space: A browsable feed where users can explore posts shared by others (requires active navigation).

Users can “collect” messages that resonate with them. These collected posts are saved in their *Home* for later reflection and inspiration.

-> Note: “Message,” “post,” “story,” and “journal entry” are used interchangeably in the app.

Sign up and sign in

When first opening the app, users are prompted to log in. Upon logging in, they are taken directly to the *Home Page*.

Users can also have the option to sign up if they do not have an existing account. If they choose to create a new account, they will be taken through a short guided *Onboarding Tutorial* which introduces the core navigation and features for ease of use.

Onboarding Tutorial

The onboarding tutorial is led by an interactive butterfly named Bloom, will guide the user through the main features of the app:

- Reading and collecting a daily message from the community.

- Set up and features of the home page.
 - Viewing pinned notes.
 - Viewing notes collection/categories.
 - Unpinning and editing existing notes.
- Browsing community space.
- Creating your own post.
 - Journal through free writing or using a guided reflection prompt.
 - Setting the post to private or public.

The user presses the arrow  to move forward in the tutorial.

Daily Message

When the user opens the app for the first time each day, a *Daily Message*, a randomly selected post from the community, is automatically displayed. This feature reduces the effort required to engage with community content and encourages daily reflection.

Users can choose to either:

- Save the message → A confirmation message (“Saved!”) appears, and the post is added to Saved Posts.
- Dismiss the message → The message simply closes without being saved.

After either action, the user is automatically redirected to the *Home* page.

-> Note: In the prototype, this feature displays a fixed example message. The full version would algorithmically select posts based on user preferences (from their initial setup and what notes they interact with most often).

Home Page

The *Home Page* serves as the central hub for viewing and organizing posts.

At the top of the page, a *Daily Affirmation* is displayed to inspire and encourage the user when they first open the app. If the user feels the quote doesn’t resonate, they have the option to press the refresh button to generate a new quote.

Below it, users can view their *Pinned Posts*. Users are able to pin up to 5 of their favorite posts, which will automatically appear each time they open the app.

Users can unpin any post by clicking on the post and clicking “unpin”. To keep the layout clean and focused, the user can only pin up to a maximum of 5 notes.

Create Post: At the bottom left-hand side corner of the screen, a  button allows users to create a new post (see *Posting a Message* section for more details).

- Menu bar: Positioned at the top right corner, the sandwich menu  provides quick access to the user’s post collections in a more organized way. When opened, it displays five icons representing different post categories for easy browsing and filtering:

<u>Icon</u>	<u>Description</u>
	<i>All posts</i> - all posts that the user has saved from the community or posted themselves.
	<i>Pinned posts</i> – the user’s favorite collected posts, displayed on the home page upon opening the app.
	<i>Saved posts</i> – all collected posts from the community.
	<i>Public posts</i> – posts the user has created and shared publicly.
	<i>Private posts</i> – posts the user has created but saved as personal journal entries, visible only to the user.

Navigation bar

The bottom navigation bar provides quick access to key sections:

<u>Icon</u>	<u>Section</u>
 Home	Main landing page to view personal and collected posts.
 Community	Explore public posts from other users.
 Account	Access and modify account details, such as username or notification settings.

Saving a community message

In the *Community* page:

- Users can scroll through posts with a caption and a one-line description.
- Tapping on a post opens the full message.
- Users can collect posts they resonate with, which are then saved under *Saved Posts*.
- The user can click the  button to add a reaction to others' posts, helping to create mutual support and building a sense of shared connection within the community.

In the prototype, messages are standardized; in the full app, posts would be personalized via engagement-based sorting.

Posting a message

Users can create new posts by clicking the  button on the Home Page.

Two posting modes are available:

- Free Writing: Open text field for unstructured reflection.
- Guided Reflection: Provides an optional prompt or question to inspire reflection.
 - Using layered prompts that gently build on top of each response to shift users' mindsets. This will help guide the users from initial surface reflections to a deeper and more emotional understanding of self.

Users can:

- Add a caption/title and an optional photo that represents their note.
- Customize the butterfly/flower icon color for their post.
- Choose visibility:
 - Private () – visible only to themselves.
 - Public () – shared to the *Community* page.

Limitations

There were several constraints associated with building the prototype in Figma:

- Lack of Infinite Scroll:
Figma does not support true infinite scrolling. As a result, only a limited number of community messages could be displayed at a time rather than an endless feed.
- Limited Animation Capabilities:
Dynamic animations—such as a butterfly fluttering in to deliver the daily message from another user upon opening the app—could not be implemented in Figma. Instead, we used static transitions to simulate the experience.
- No Backend Functionality:
Since the prototype is built purely in Figma, there is no backend logic or data storage. Features such as personalized message recommendations, saved post history, or adaptive sorting were simulated using standardized placeholder messages.
- Lacks Personalization Flexibility:
With the implementation of hard coded objects, we ultimately lose the flexibility of writing our own messages (no keyboard), uploading images (no function), and creating our own home space.

These limitations will be addressed in the high-fidelity prototype, where additional tools and coded components will allow for richer interaction design, real-time data handling, and more lifelike animations.

Wizard of Oz Techniques

To simulate realistic app behavior without a functional backend, we used several *Wizard of Oz* techniques:

- The user magically begins with a pre-populated set of pinned, saved, and created posts, giving the illusion of prior engagement and activity.
- Certain features, such as collecting posts or viewing personalized recommendations, were manually simulated through preset screens and transitions rather than dynamic functionality.
- The user experience was designed to feel seamless and interactive, even though the underlying data and logic were not automated.
- As of right now, there isn't the ability to type, so the post captions and message content all magically appear without the opportunity to personalize and modify them. The selection process of media, such as pictures and the color of the butterfly/flower icon, was also omitted.

Hard-coded Items

We hard-coded several elements into the prototype to demonstrate intended interactions and flows:

- The messages already saved and generated by the user (e.g., pinned, saved, and created posts).
- The Daily Message from the community that appears when the app is opened.
- The community messages that are displayed on the *Community* page.
- The Daily affirmation at the top of our *Home* page.
- The butterfly/flower icons that appear on the *Home* page, as well as the butterfly profile pictures from others' posts.
- The journaling prompt options and layered prompts are provided for a guided, gentle reflection.

This approach was necessary because the Figma prototype does not have backend capabilities to store, retrieve, or sort user information. By hard-coding these elements, we were able to simulate the experience of an active community and personalized content without requiring a live user base or database integration.