

# HOWLER

by THE CONCEPT



# PROBLEM CONTEXT



1

Students have difficulty finding a community where they feel included

2

Students at UW may struggle finding a therapeutic outlet to relieve their stress and worries

3

Students don't have any experience with journaling and struggle with finding ways on how to start their journaling journey

# MEET THE TEAM



MICHELLE CAO

UX/UI DESIGNER

LIVIA NGO

UX/UI DESIGNER

JAMEEL LE

PM

JESSE KIM

UX/UI DESIGNER

MERCEDES RO

PM & UX/UI

# PROBLEM STATEMENT



How might UW students who struggle with expressing their thoughts and concerns achieve finding a positive, safe, and creative community to interact with so that they can find solidarity within themselves and their community?

# KEY RESEARCH INSIGHTS



## Market Research



Having an organized  
and straight-forward  
UI is important

## User Research



Anonymity is  
important to keep  
the user safe

## Literature review



Many students do not  
reach out for help due to  
judgement

# Ronnie Gramajo he/him | University of Washington Junior



## BIO:

- 20 year old first-generation college student from Guatemala
- He commutes to the UW
- Currently a pre-major student

## PAIN POINTS & NEEDS:

- Struggles with finding other individuals to confide in and feels mentally drained due to stress from school
- Needs to find others who share the same concerns to express himself without fear of judgement or criticism

# Jessica Kim she/her | University of Washington Freshman



## BIO:

- 18 years old from Buena Park, CA
- Asian-American
- Unemployed, full-time student

## PAIN POINTS & NEEDS:

- Grappling with adapting to her new environment and finding new friends
- Needs guidance on her journaling journey and seeks supportive community where she can openly discuss her thoughts during challenging times

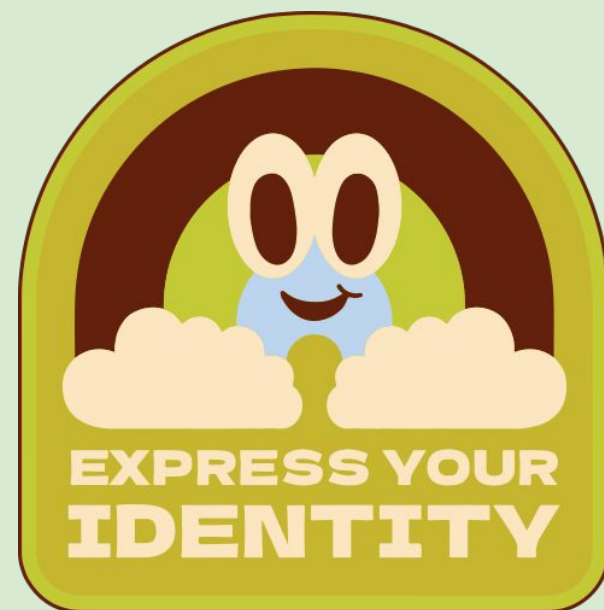
# KEY CONCEPTS



RELIABILITY

COMMUNITY

SOLIDARITY





# CONCEPT VALIDATION



## Concepts:

- Daily journal prompts
- Post container
- Emoji selection
- Publicly/anonymously

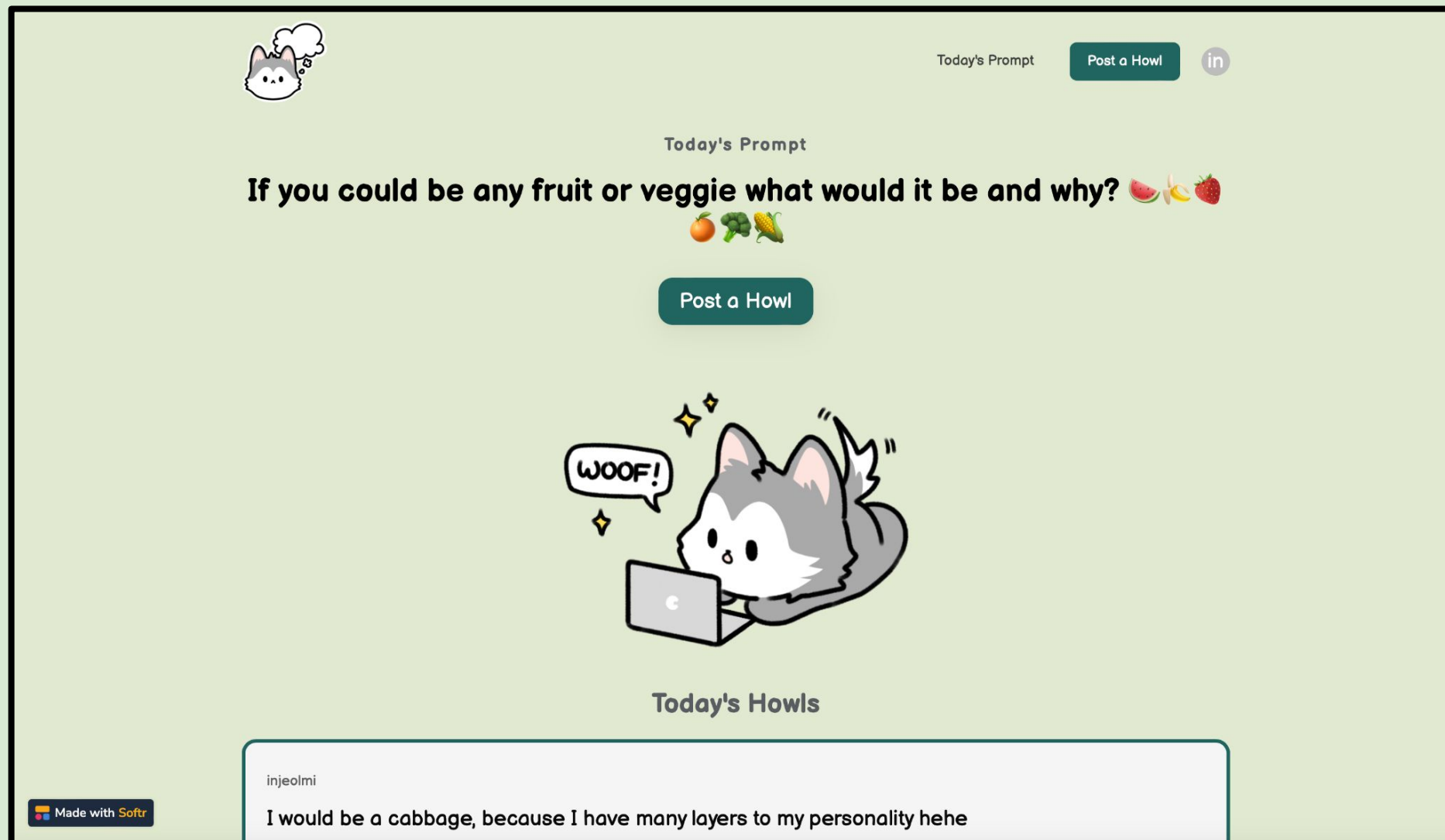
## Lessons Learned:

- Emojis feel more engaging
- Public/private posts made users more comfortable
- Poll option was unnecessary
- Our color palette could improve

## Design Directions:

- Removed poll option
- Revised the color contrast to improve visibility
- Make the design more visually interesting

# KEY FEATURES



Home page

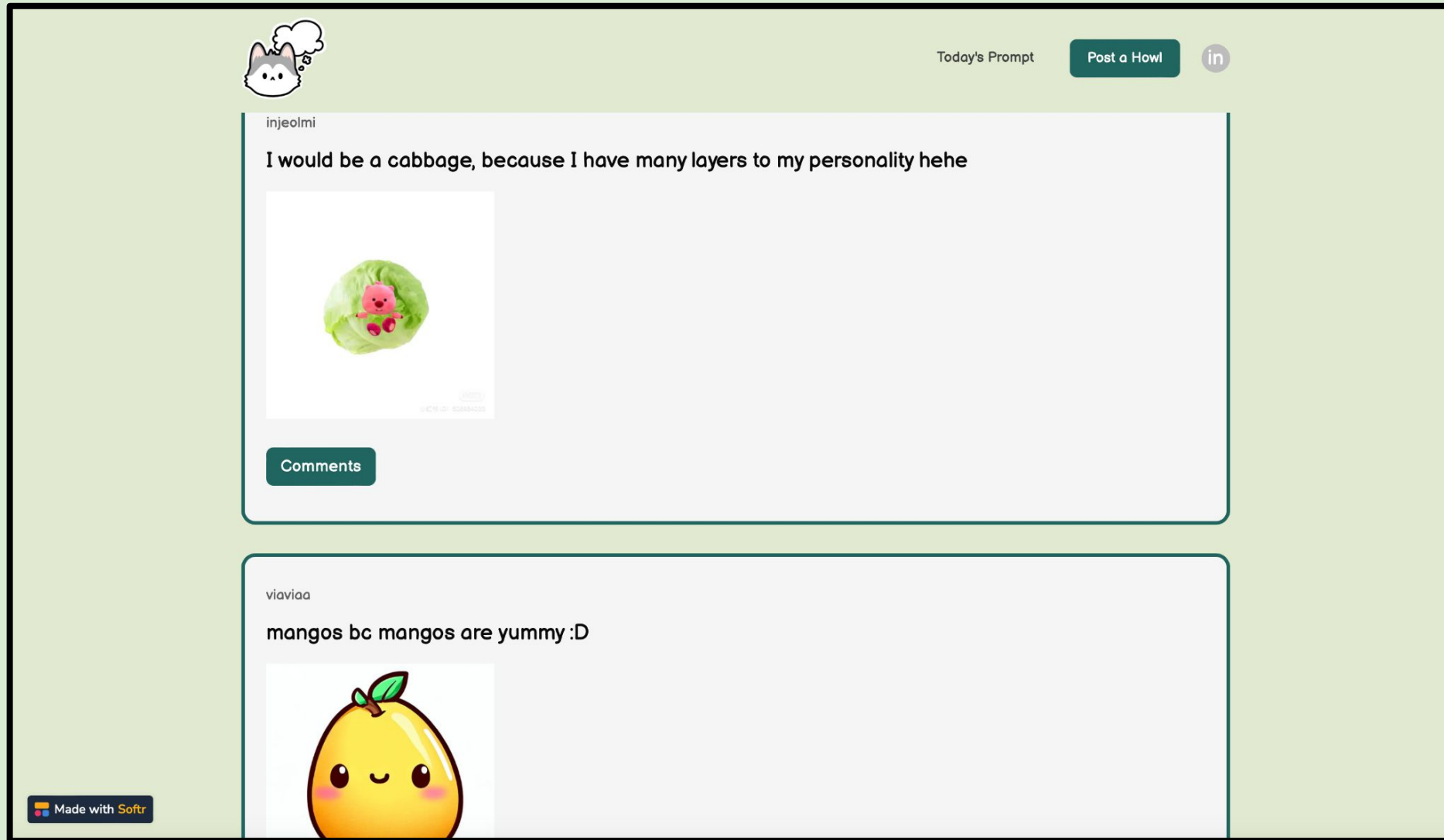
## Limited access

- Strengthen UW community
- Reduce harassment and trolling

## Journaling prompts

- New journal prompts will be posted every day to encourage users to reflect and post

# KEY FEATURES



Post Feed

## Interactive responses to posts

- Users will be able comment on posts

# KEY FEATURES



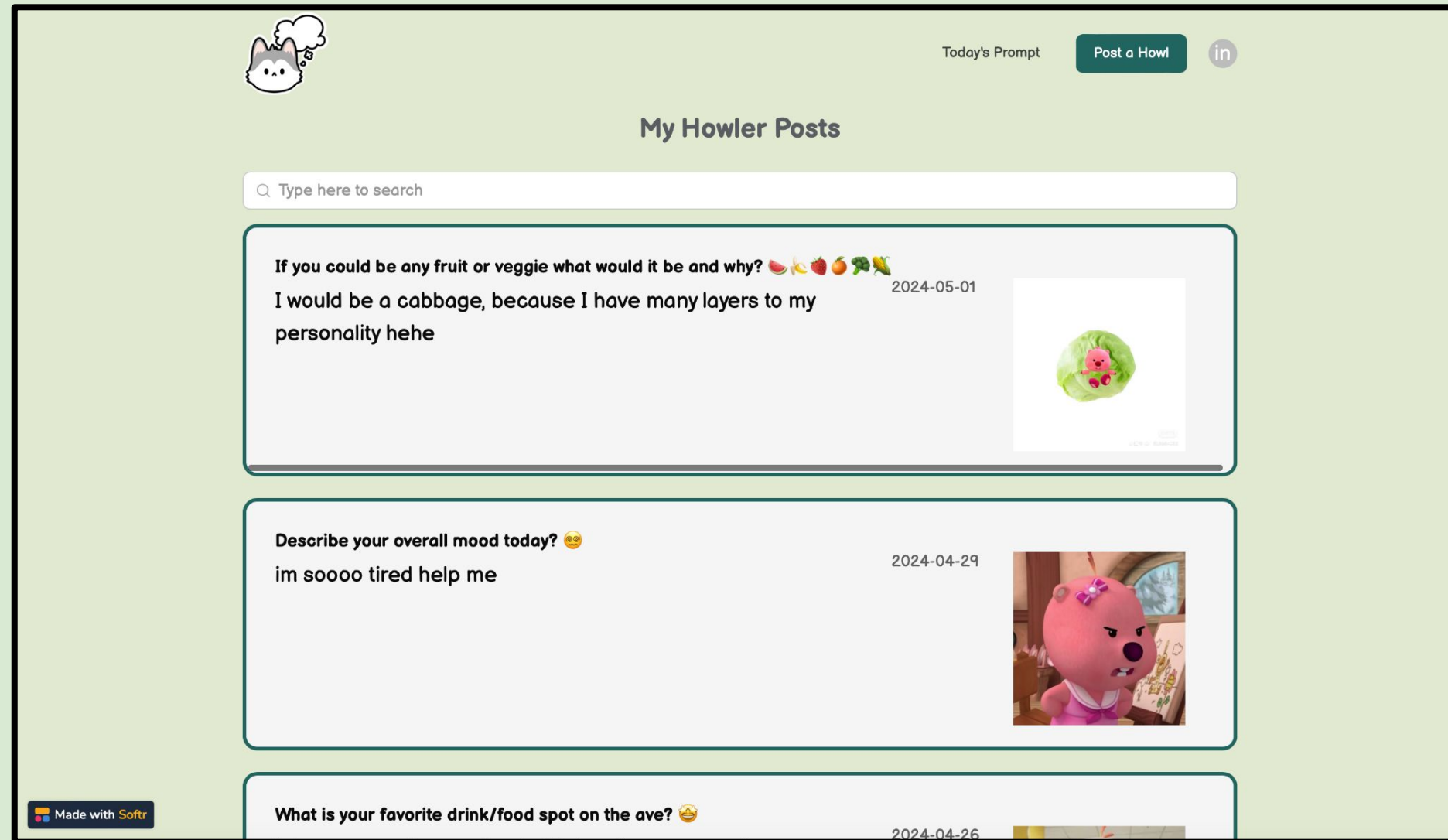
The screenshot shows a web interface for creating a post. At the top left is a small husky icon with a thought bubble. In the top right, there's a 'Today's Prompt' label, a 'Post a Howl' button, and a LinkedIn icon. The main prompt is 'If you could be any fruit or veggie what would it be and why?' followed by fruit and vegetable emojis. Below the prompt is the title 'Howl Your Thoughts' and a note: '\* posts are posted publicly by default unless "private" is selected \*'. The form includes a text input field, an 'Attach a GIF or image here' field, and a 'private' checkbox. A 'Post your Howl' button is at the bottom. On the left side of the form, there's a larger illustration of a husky holding a pencil and a notepad. At the bottom left, there's a 'Made with Softr' logo, and at the bottom center, there's a 'Community Guidelines' link with the text 'Help us create a safe and comfortable environment.'

## Create Post Page

### Anonymous posting

- Anonymous usernames
- Users can choose if their post will be public or private

# KEY FEATURES



Past Posts Page

## Post history

- Users will be able to view their past posts so that they can reflect on their journey

Howler



Post your howl!



# ETHICAL CONSIDERATIONS



## VALUES GOING IN:

- Creating a safe space
- Community
- Autonomy
- Inclusivity

## ETHICAL CONCERNS:

- Online harassment
  - We created Community Guidelines we mitigate any potential harassment





# NEXT STEPS



After Capstone



- As a team we will maintain the Howler
- Creating more journal prompts and keep it updated
- Potentially add new features that are necessities
  - Reactions
  - Messaging

# THANK YOU

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