

BEARFEELINGS

Case Study

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Project overview



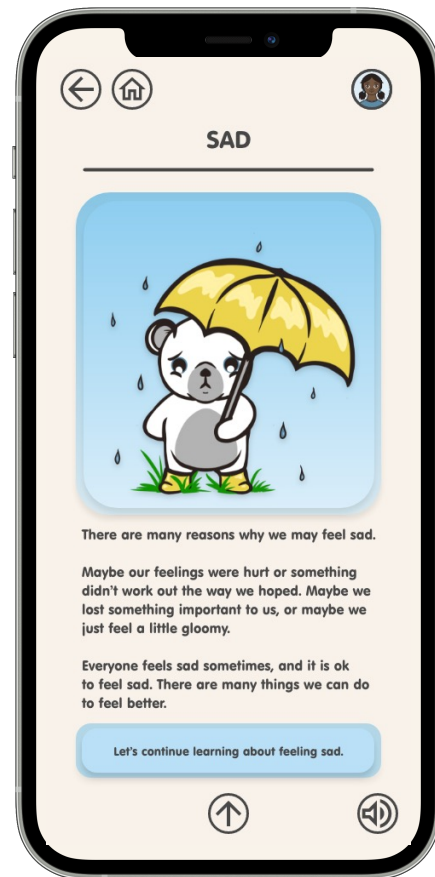
The product:

A dedicated mobile app to provide support to children (and their caregivers) as children learn about navigating and understanding their own emotions and the emotions of others.



Project duration:

June/July 2021



Project overview



The problem:

Many children struggle to identify their internal emotional experiences, let alone understand and manage them. As a result, many children feel isolated and unsupported in their experiences.



The goal:

To create a visually-appealing and child-friendly app that provides children the opportunity to learn about their emotions as well as strategies for how to navigate them.

Project overview



My role:

Designer



Responsibilities:

User research, wireframing, prototyping, testing, iterating, and graphics artist.

Understanding the user

- User research
- Personas
- Problem statements

User research: summary



I conducted interviews with children and caregivers of children to better understand the intended users and their needs.

These individuals confirmed interest in learning more about emotions and how to manage them, both from an intrapersonal as well as interpersonal perspective. Many expressed interest in learning more about their emotions as a way of better understanding and themselves as well as fostering better relationships with others.

User research: pain points

1

Developmental Accessibility

Many children are interested in learning more about emotions, but given their varying reading ability, cannot always absorb the information just by reading about it.

2

Not Engaging or Personal

Children want to feel seen and heard when navigating their emotions. They don't want to be spoken at; they want to be invited into expressing themselves.

3

Lack of Nuance

While children may not always have the vocabulary to express exactly how they feel, it isn't always as simple as "sad" or "happy." Providing an accessible way to learn that vocabulary can help them greater identify their experiences.

4

Lack of Solutions

While children want to understand how they feel, they also want to know how to channel that emotion into something or how to "feel better."

Persona: Jayden Jones

Problem statement:

Jayden Jones is a grieving 7 year-old who needs a supportive and educational way of navigating and understanding his grief because he is having a difficult time at school and at home.



Jayden Jones

Age: 7

Education: Elementary School

Hometown: Richmond, CA

Family: Two parents and a younger sibling

Occupation: Student

“Can I have the iPad to watch TV? I’m bored.”

Goals

- Wants to feel better.
- Wants things to be better at home and at school.
- Needs to be able to understand and process his loss.
- Needs to feel supported in his experience.

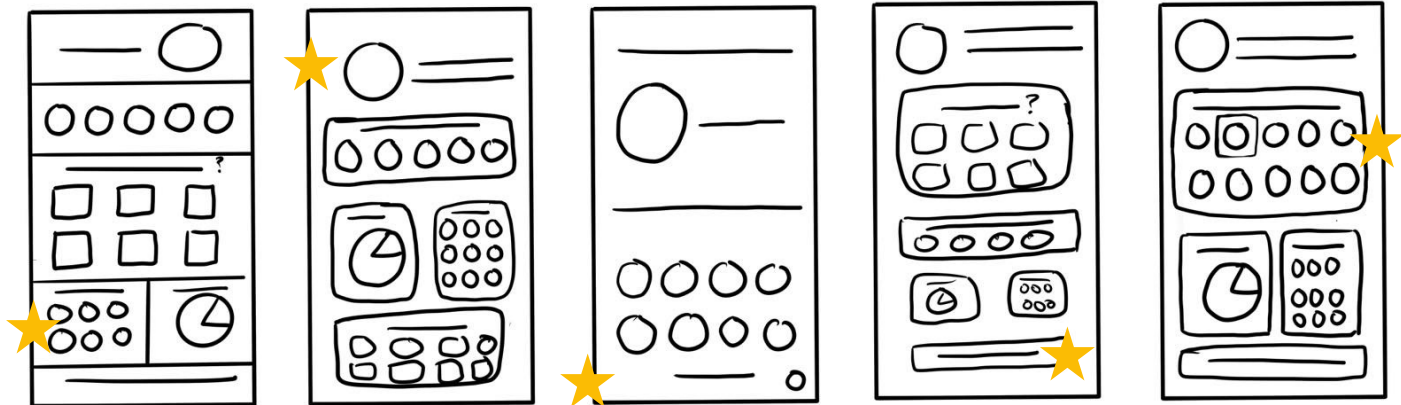
Frustrations

- Feels a lot of things but doesn’t know how to articulate his experience.
- No one understands.
- Everything is stupid.
- Wants to be left alone.

Jayden is a second-grader at an elementary school in Richmond, CA. He loves to play Minecraft with his friends, and his favorite dinosaur is the T-Rex. Jayden has a 5-year younger sibling, Georgie, that he spends time with at home when he is not in school or with his friends. Their family dog, Mr. Bones, has recently passed away, and the two siblings are handling the loss differently. Jayden is getting into trouble at school and picks fights with Georgie over seemingly small things at home. Jayden is having a hard time recognizing and understanding his feelings over the loss of Mr. Bones and would benefit from processing his emotions in a supportive and accessible way.

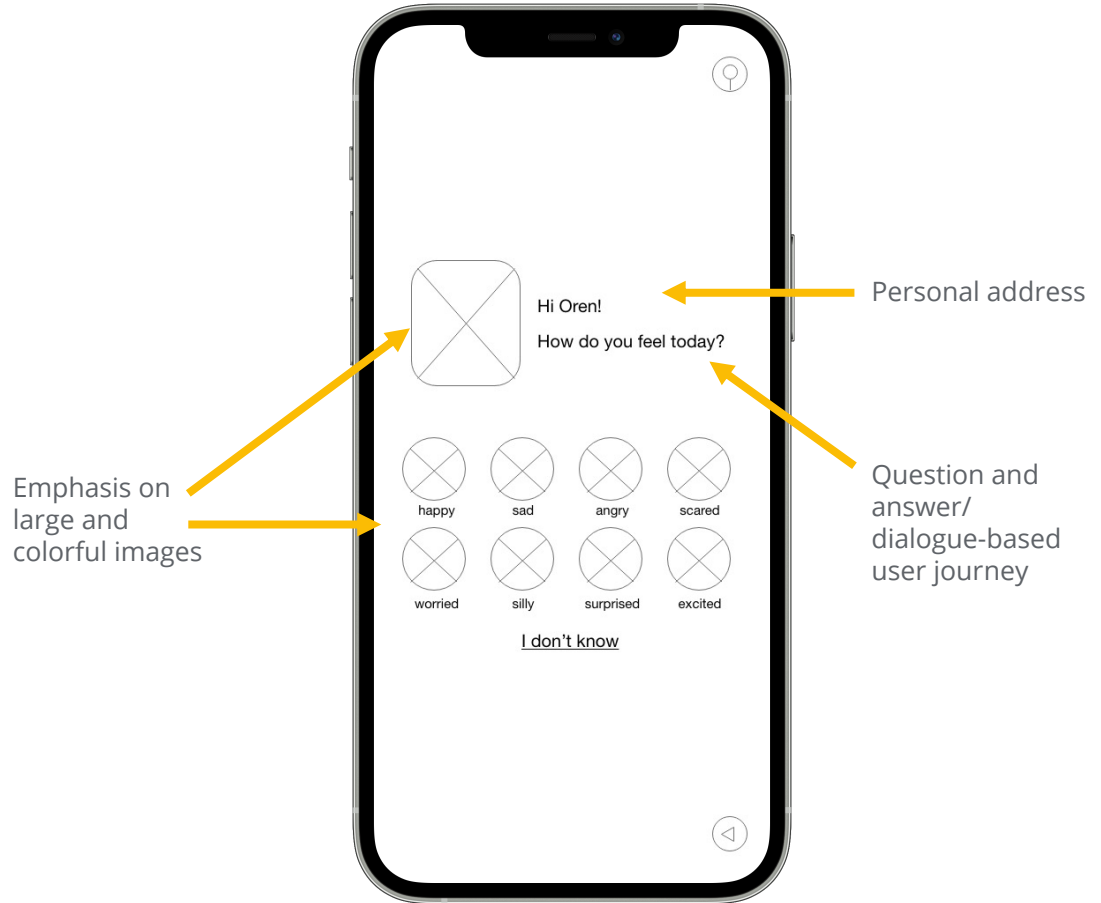
Paper wireframes

Through exploring potential design options, we were able to better understand how the design could embrace the intended user experience. BearFeelings is supposed to mimic the personal and conversational experience a child may have while discussing their feelings with another. We also recognized that since children are the intended users of the dedicated mobile app, we needed to ensure that the design was engaging and child-friendly. Portions of each of the below drafts were combined to craft the most user-friendly design (indicated by the stars).



Digital wireframes

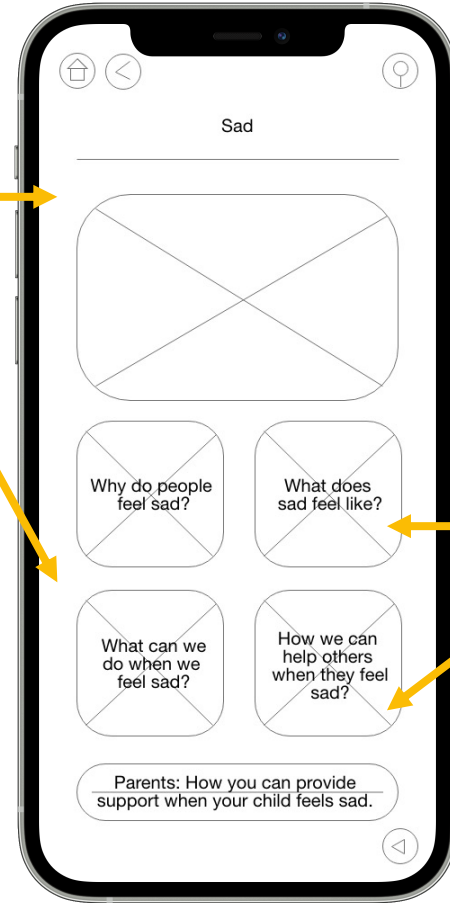
The preliminary home screen wireframe sought to focus on inviting the user on a discussion based user journey, offering appealing artwork, and addressing the user personally by name to foster trust.



Digital wireframes

Another very important part of this design is a particular emotion's table of contents. Keeping the design consistent throughout the app, this screen also emphasizes colorful images and a dialogue-based journey.

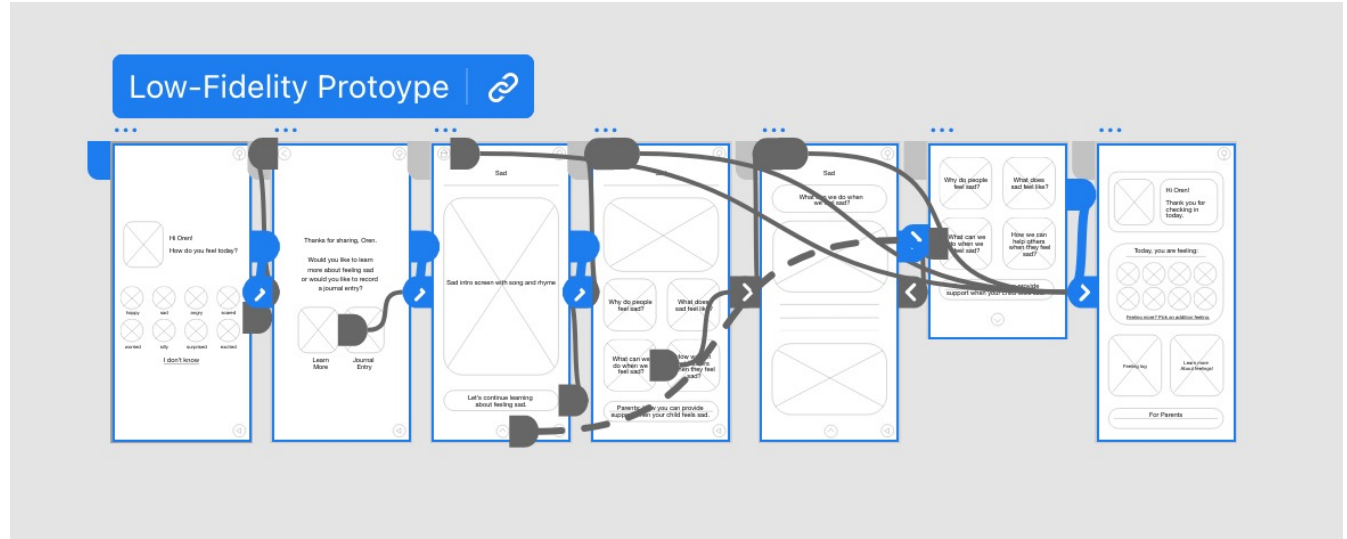
Images emphasized throughout the screen to generate visual interest.



Questions help a user navigate the screen.

Low-fidelity prototype

The first iteration of this design explored how a child would organically navigate a conversation about their emotions.



[Link to low-fidelity prototype](#)

Usability study: parameters



Study type:

Moderated usability study



Location:

Over the phone; remote



Participants:

5 participants



Length:

30 minutes

Usability study: findings

Through the moderated usability study, we were able to gather the following feedback about our intended users and their experience with BearFeelings:

1

Navigation

Users want a more curated dialogue journey through the app that better connects them with education they may find helpful.

2

Applicability

Users may experience more than one emotion at a time and would like to log all emotions at once.

3

Nuance

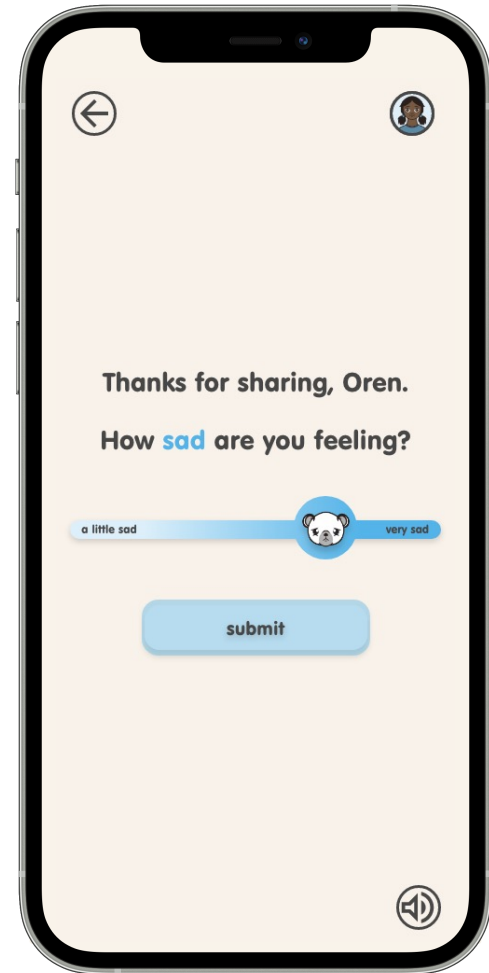
Users want to be able to log the intensity of their emotion in addition to the emotion itself.

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

I added a screen that gave the user the ability share to the intensity of their emotion.



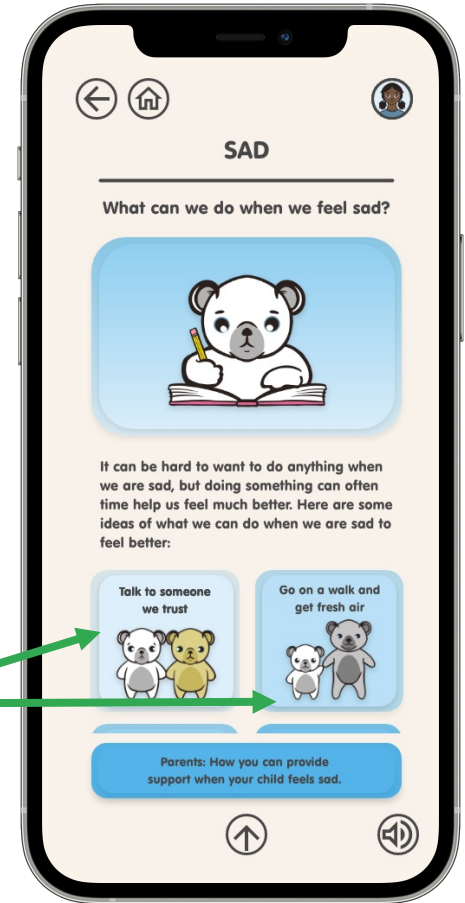
Mockups

I reorganized screens to provide a more curated dialogue journey, which in turn, emphasized images and minimized the amount of text on each screen, making the journey more child-friendly.

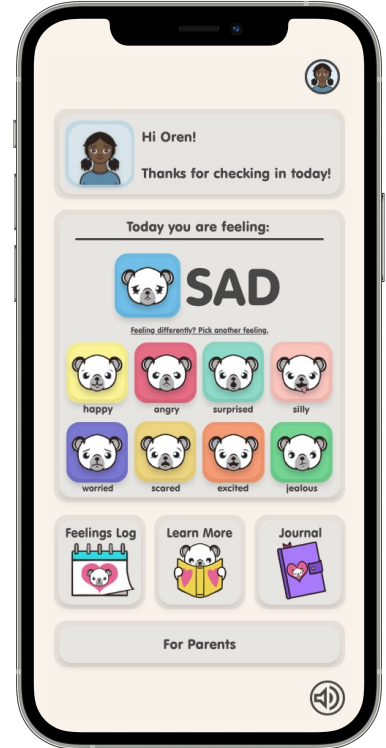
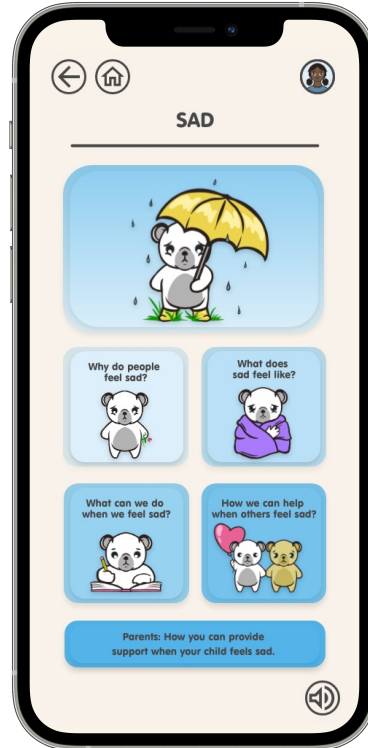
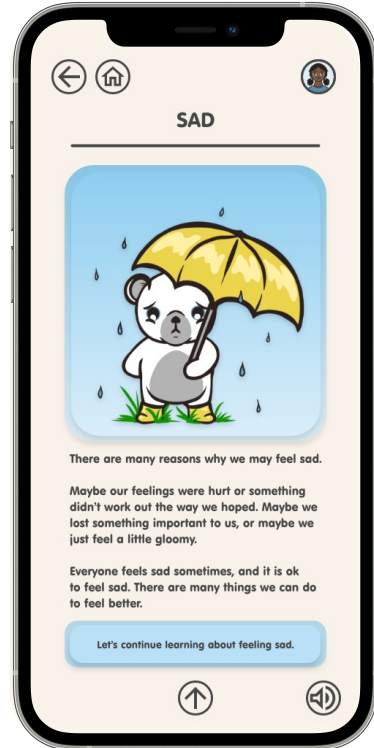
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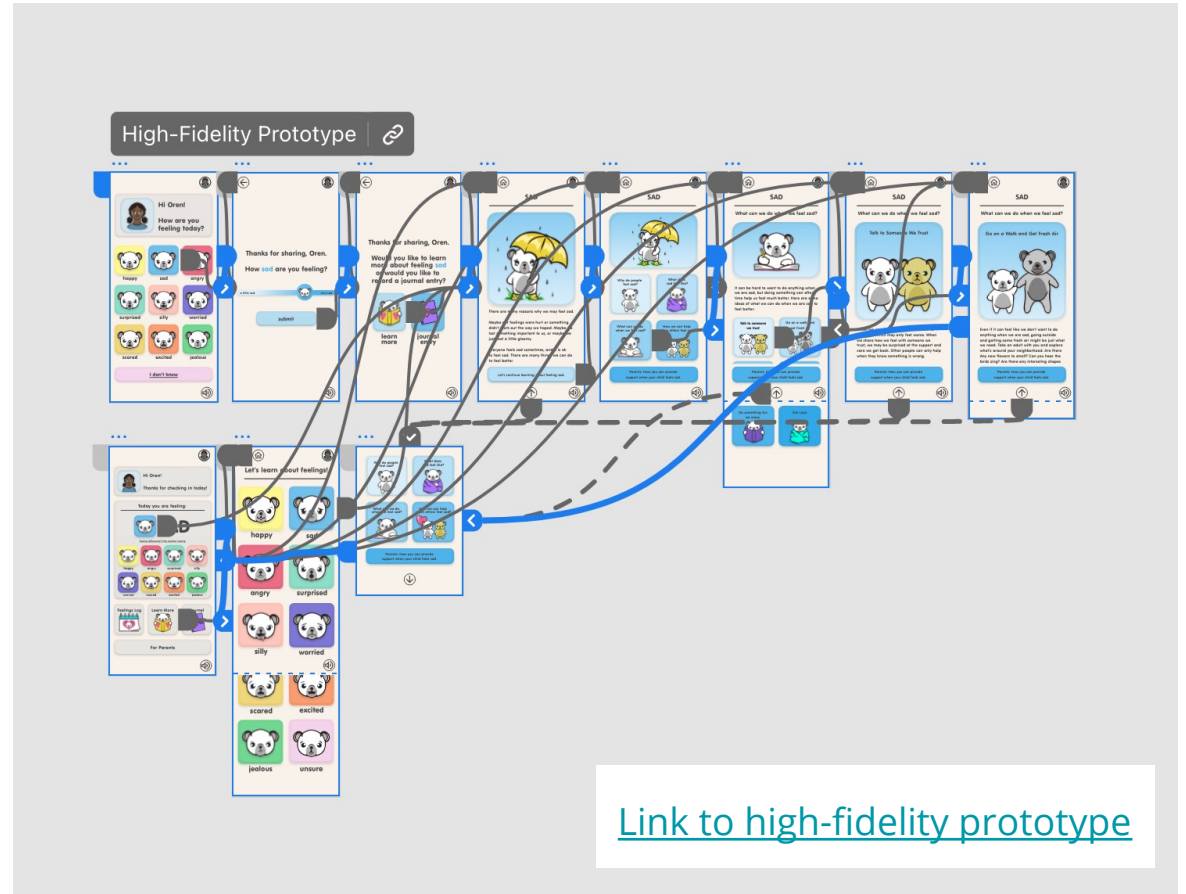
AFTER



Mockups



High-fidelity prototype



Accessibility considerations

1

Colors and type were cross-referenced with WCAG standards to ensure accessibility and optimal readability.

2

The option to have all written text read aloud ensures that those with visual impairments (or children who can't read) are also able to access the same information provided other users.

3

A larger and bolder font was selected to ensure greater readability for newer and more seasoned readers alike.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

This app provides children (and their caregivers) the support, vocabulary, and education they need to navigate and manage their emotions.



What I learned:

Going through each iteration and analyzing user feedback, I learned that children want to feel personally involved and acknowledged in their emotion journey. Children also crave visually appealing graphics to dominate any particular screen's design.

Next steps

1

Conduct further usability studies to ensure that the app is addressing user pain points.

2

Test for the successfulness and likeability of our main Bear's graphic design.

3

Build out the other emotion journeys.

Let's connect!



Thank you for reviewing my BearFeelings Mobile App and Responsive Website case study.
If you would like to get in touch, you can reach me through the methods below:

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Website: schussleradesign.com

Thank you!