



Evrmore

Emotional Design Research

Team



Sara Shahnoosh



Shubhangi Singh



Sean H. Gao

Agenda

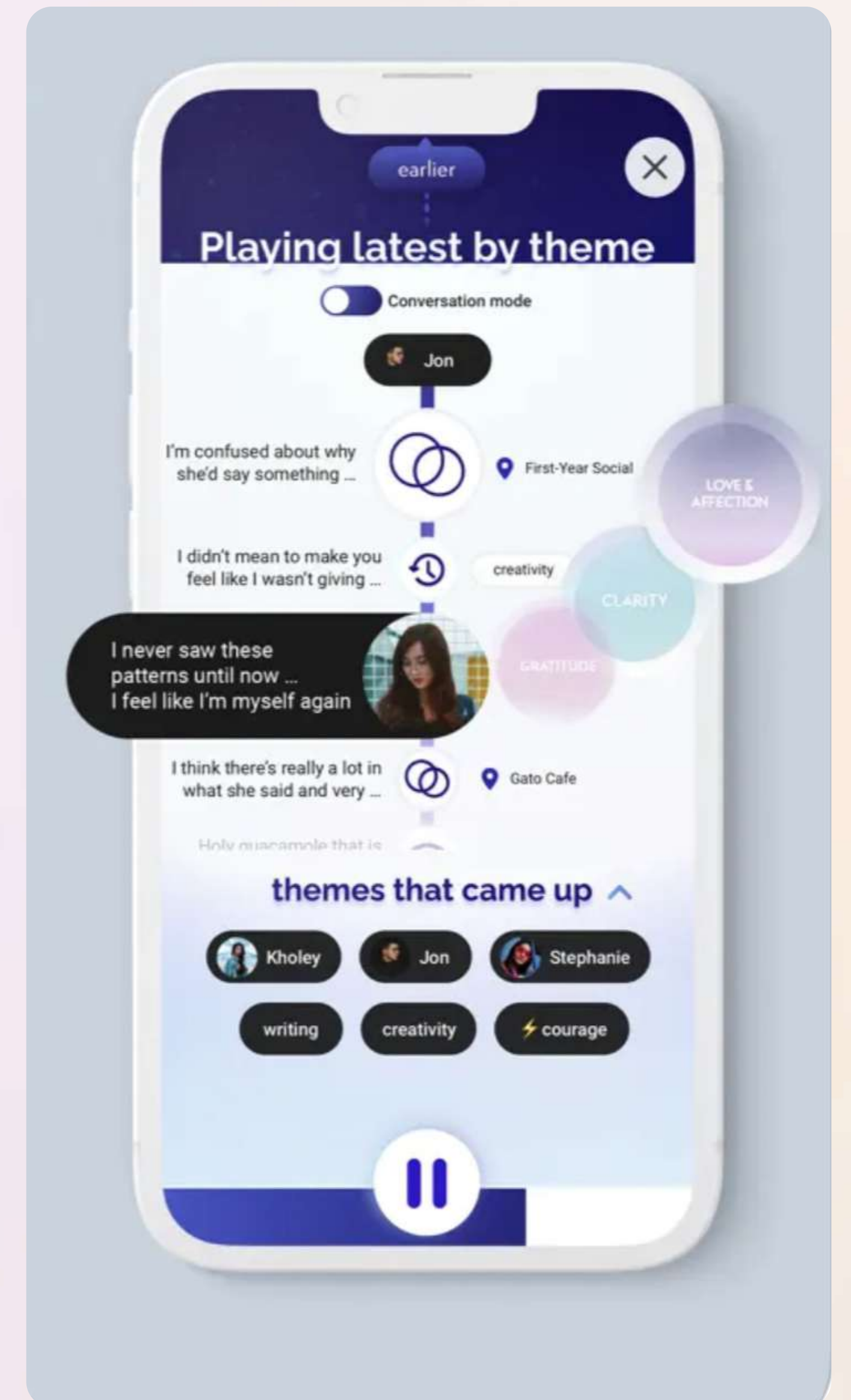
- Goal
- Process
- Research Methods
- Key Insights
- Findings & Recommendations
- Conclusion



Evrmore

A comprehensive platform for expressing self-regulated emotions and managing reconcile complexities.

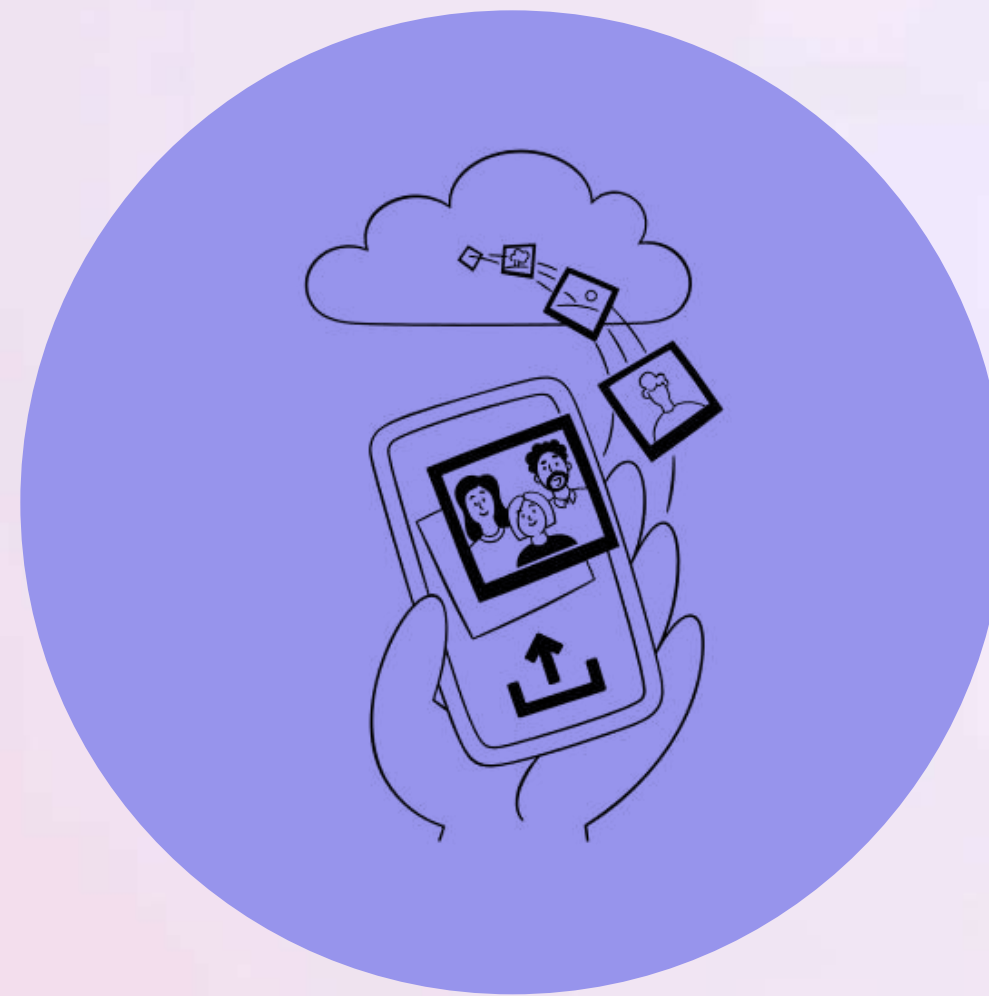
- Encourage daily usage
- Individual documentation and ability to share
- Improve confidence, resilience, and build mastery of engaging and communicating skills



Objectives



Reflection
Behaviors

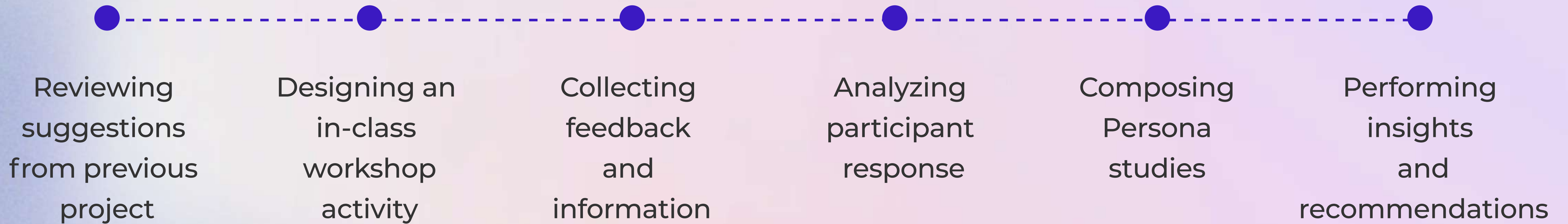


Sharing
Habits



Intuitive
Interactions

Our Process



QUICK RECAP

User Interviews



People like to **utilize** various kinds of media when sharing & documentation emotions



People share emotions with others to **gain insights**, get advice or seek comfort



People have **contrasting mediums** of communicating their positive and negative experiences.



People trust their immediate **inner circle** and feel comfortable sharing their feelings with them.

PHASE 2

Co-creation Workshop

Share us a recent story!

Target:

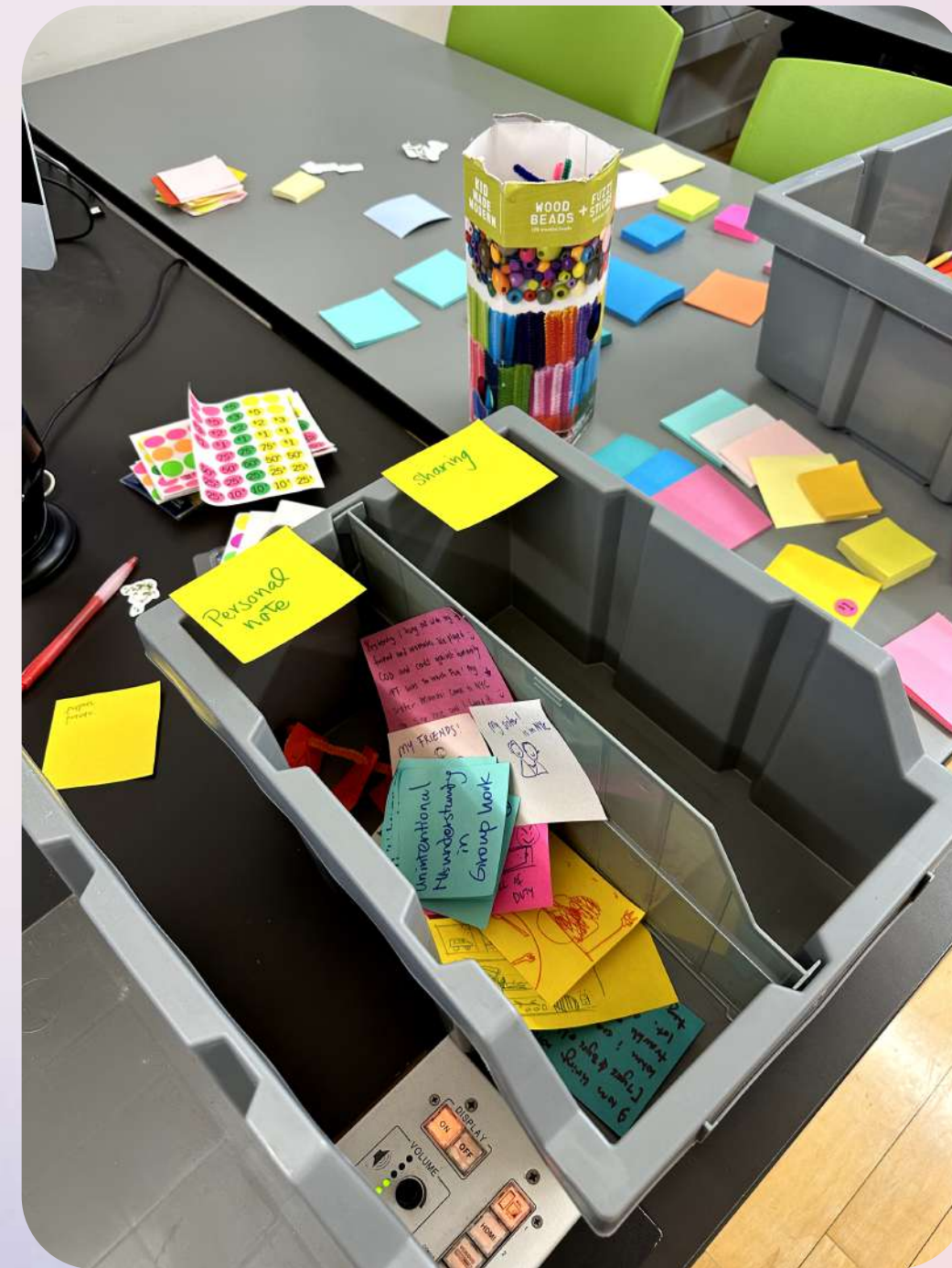
- What content do people share?
- With whom are they comfortable sharing their personal memories?

Activities:

- introduction
- 3 sharing stages: personal; a close friend; the whole class
- desired activity outcome

PHASE 2

Co-creation Workshop



GENERAL FINDINGS

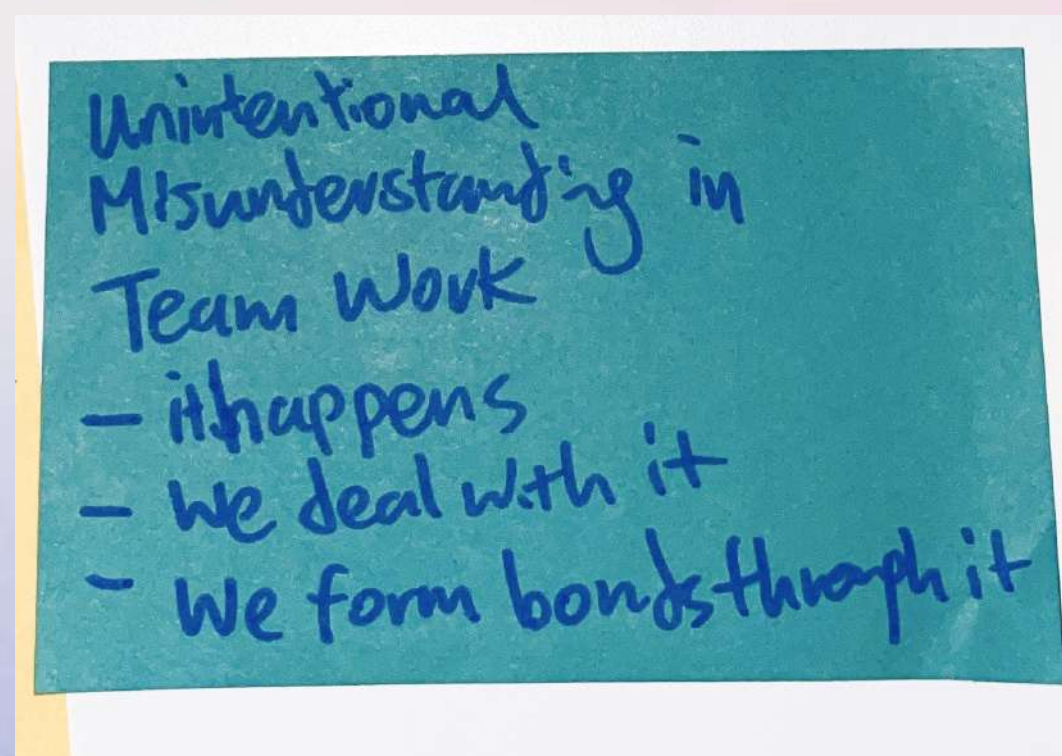
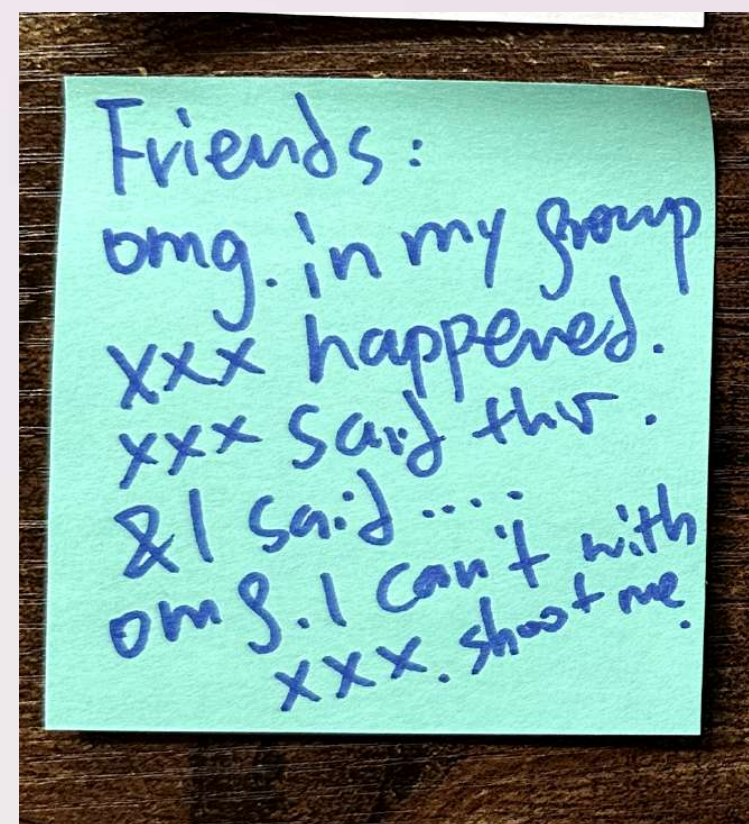
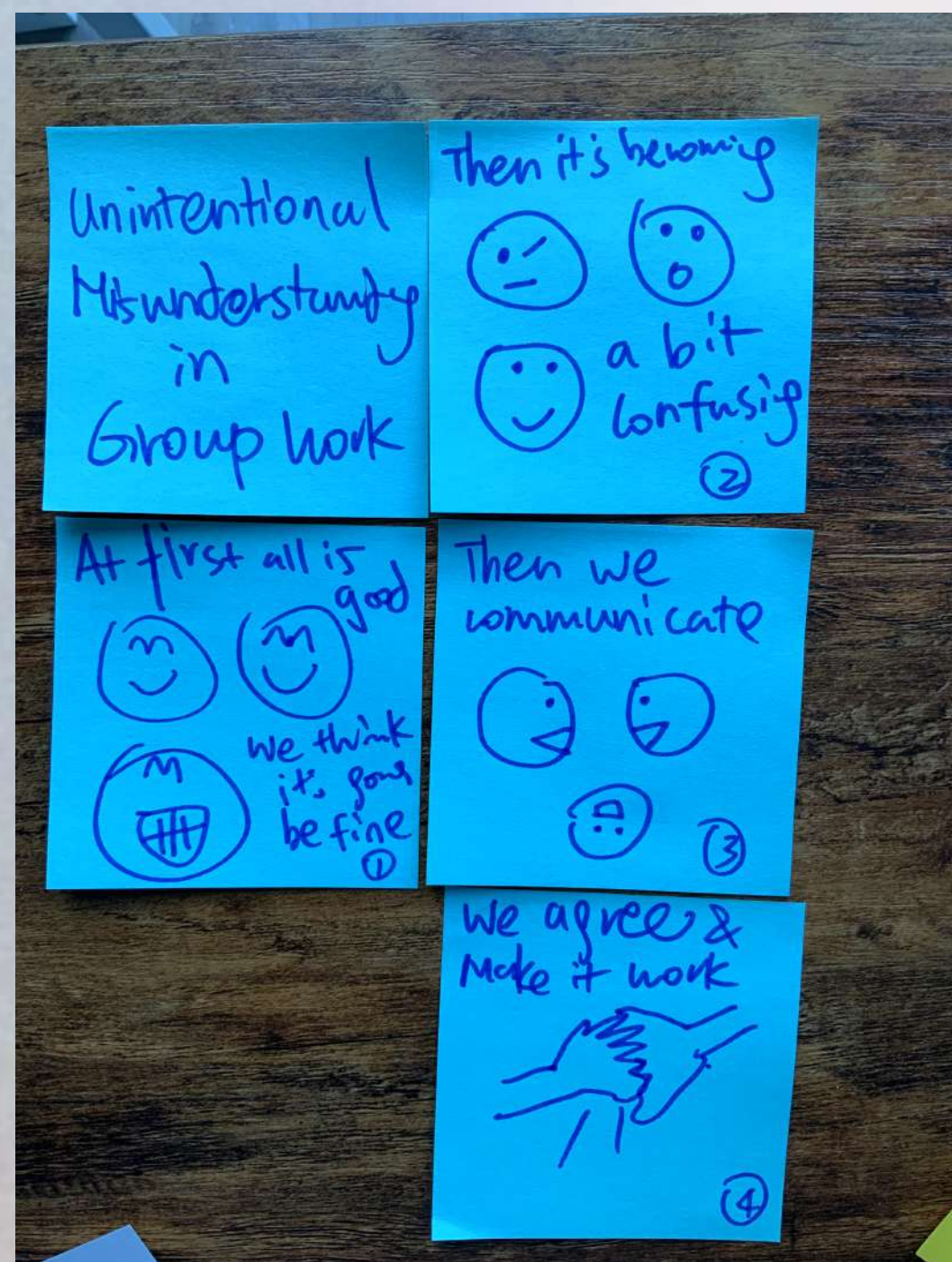
Co-creation workshop

- **Stage 1:** Participants like to draw to make hints to recall themselves. Drawings are more popular than written words.
- **Stage 2:** Diminished amount of participants draw for friends. Story details are more vivid and engaging. Participants mention the relationships and connections with whom they are writing to.
- **Stage 3:** People choose to avoid drawings but arranging their written space direct and tidy. The results for this stage is more like Stage 1.

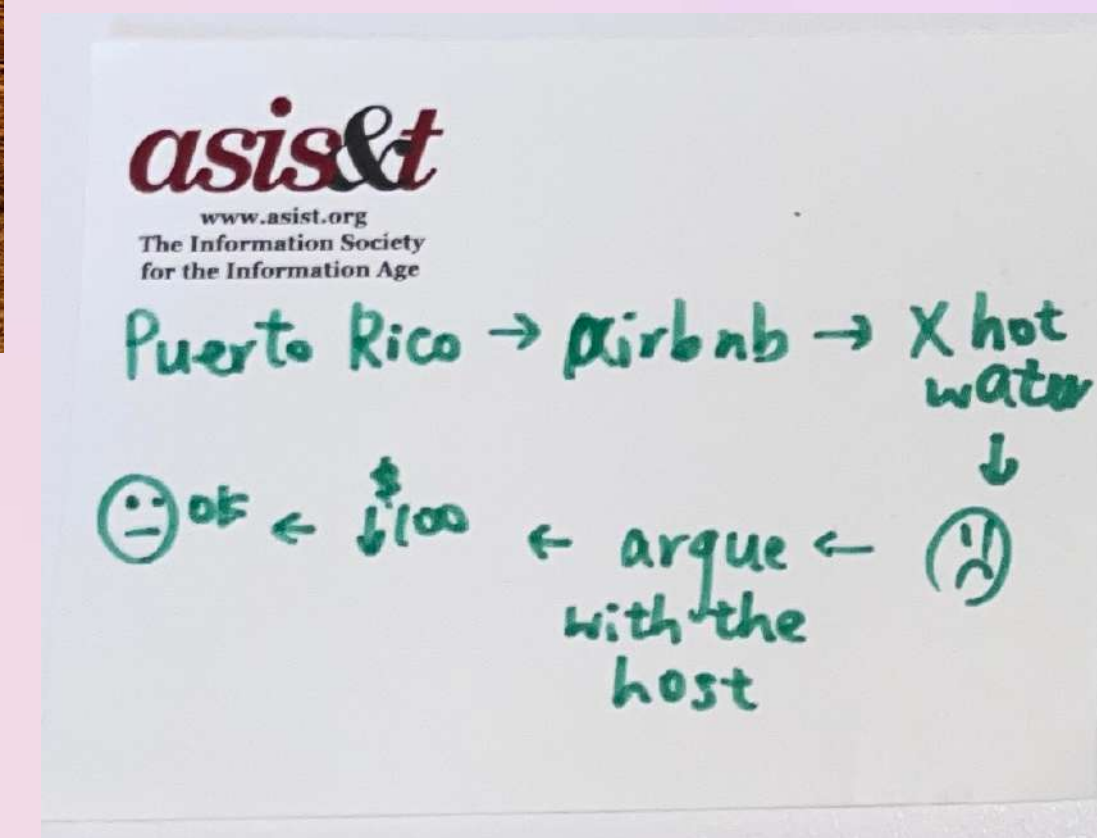
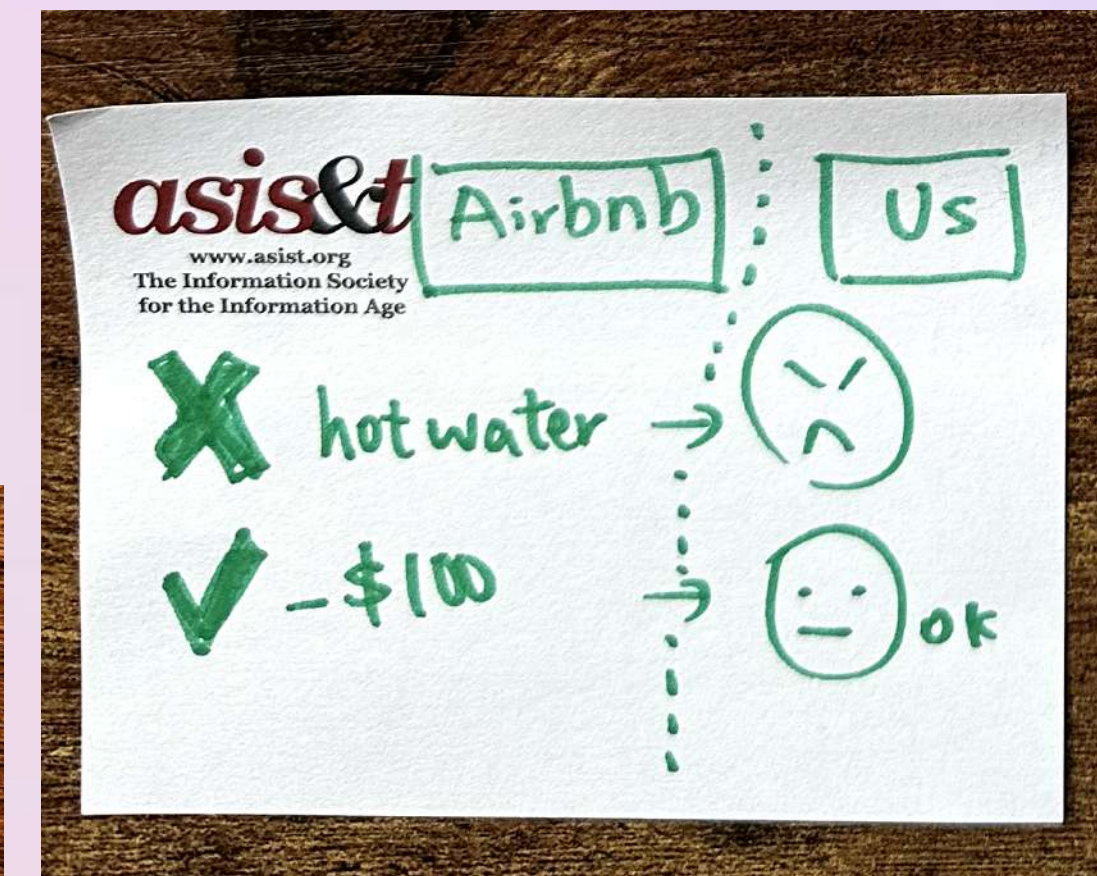
CASE FINDINGS

Co-creation Workshop

SERIES 1



SERIES 2



Persona



Irene Hey

19 years · Entrepreneur · TikToker

- Creative
- World Changer
- Self-reliant
- Adventurer
- Fashionista
- Collaborative

Bio

Irene is a 19 year old TikToker based in Brooklyn, NY. She is determined to take political stance on matters that is important to her. She's has rescued a dog last year, her name is Daisy.

Digital culture

Estimation of the her abilities to use digital tools

Tech Savvy



Mobile Apps



Social Networks



Goals

- Having a fulfilling career that can make an impact on the world.
- Spread positivity through her content.
- Being able to collaborate efficiently to get jobs done.
- Valuing self-care.

Pain points

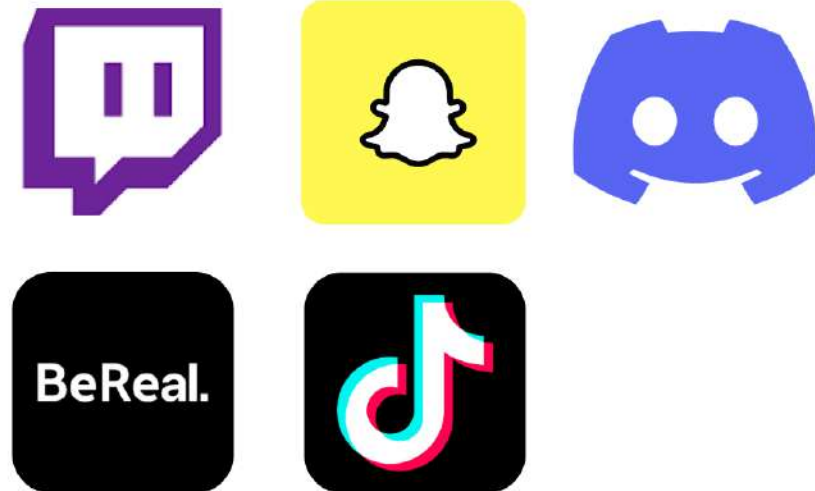
- Pressure to keep up on social media.
- After Covid and social distancing, she wants to have more intimate and meaningful connections.
- Limited time to socialize.

Expectations & needs

- To have deeper connections with people, beyond digital communication.
- Improving her mental and physical health.
- Prioritizing security and personal time.

Applications friendly

List of apps she knows and likes



“
Love (20%) is the broadest emotion she shows online. It's followed by joy (13%), anticipation (13%), and trust (%11).
The feeling of hate takes up 10%, while anger is 9%.”

Persona

- First generation never to know the world without internet.
- Value finding their own unique identity.
- Favorite form of communication is “In-person.”
- Values privacy.



Reference for the persona:

1. [Guide to Gen Z buyer Persona](#)

2. [Gen Z are not 'coddled.' They are highly collaborative, self-reliant and pragmatic, according to new Stanford-affiliated research](#)

The Big Picture



**Sharing
Habits**



**Reflection
Behaviors**

#FINDING 1

Research Recap

People trust their immediate inner circle and feel comfortable sharing their feelings with them.

“I usually talk to people who I’m comfortable with, not just anyone.”

#FINDING 1

Workshop

Personal

People tend to keep their journal entries **more intimate** by giving **hints**

Close Friends

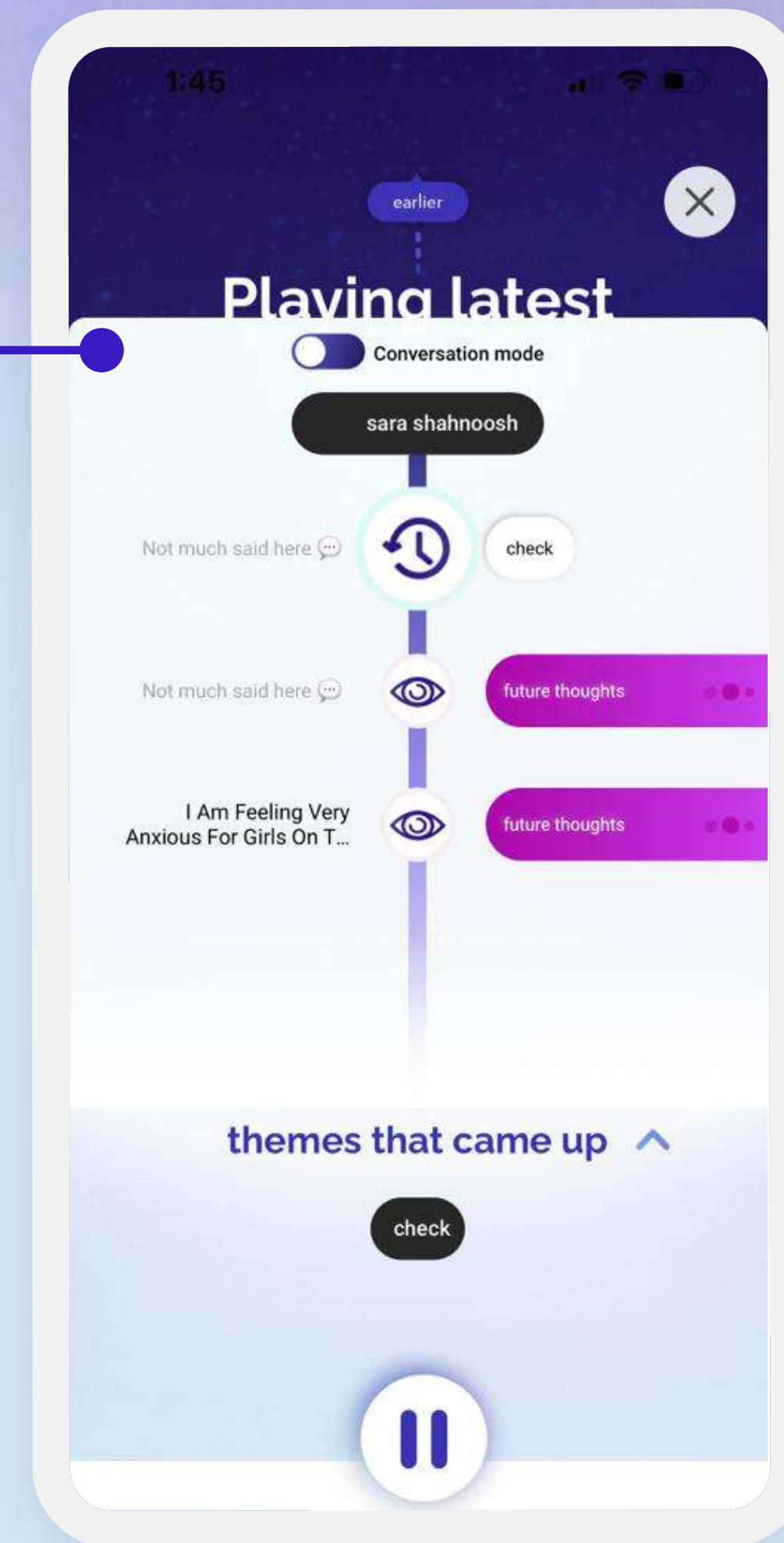
People tend to be **more descriptive** and **emotional** when sharing with an inner circle/close friends

Group

People tend to shift to more **serious tones** when sharing the same story with a larger audience

#RECOMMENDATION 1

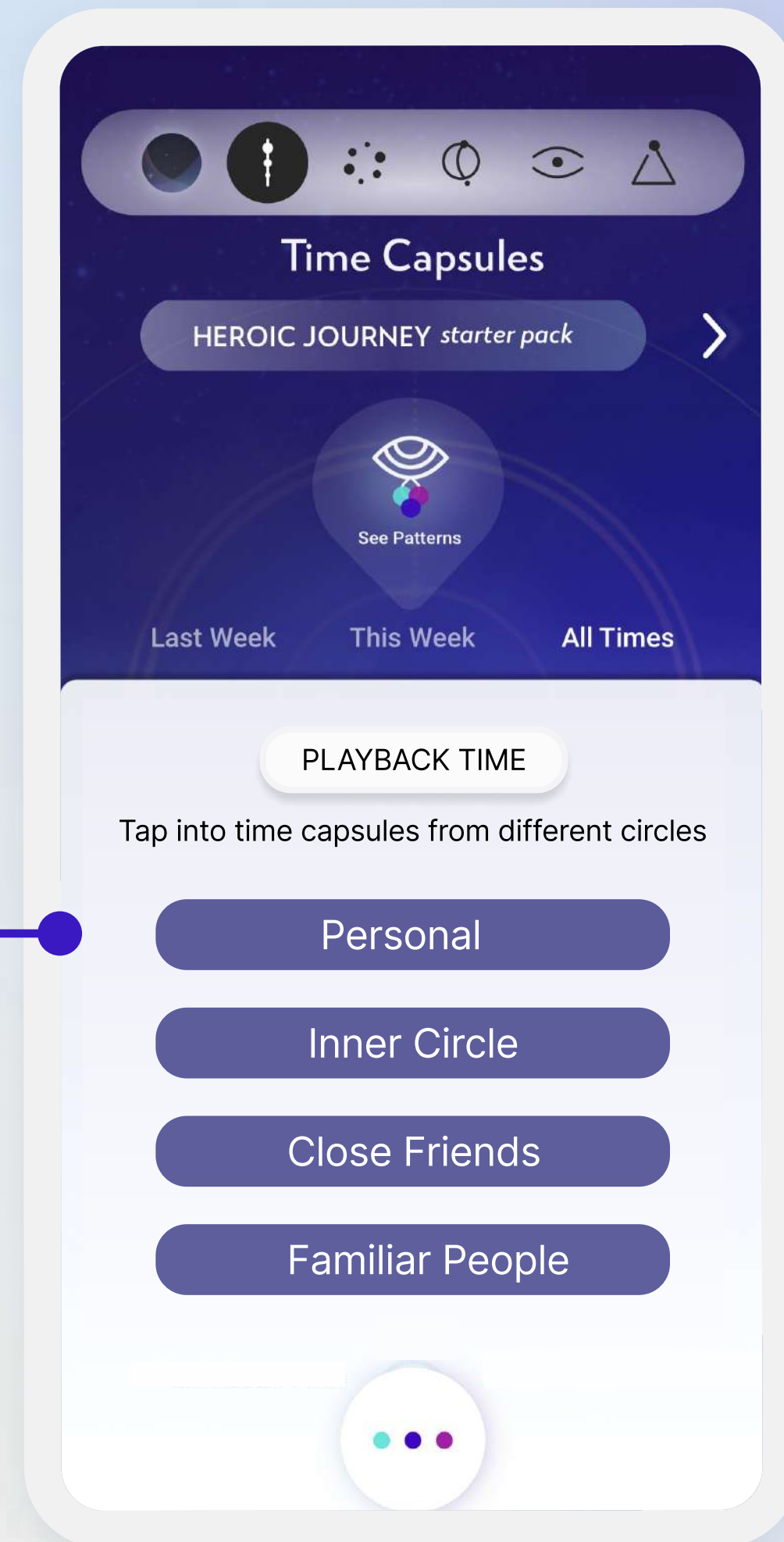
**Enhance the
Conversational
Mode Feature to be
more visible**



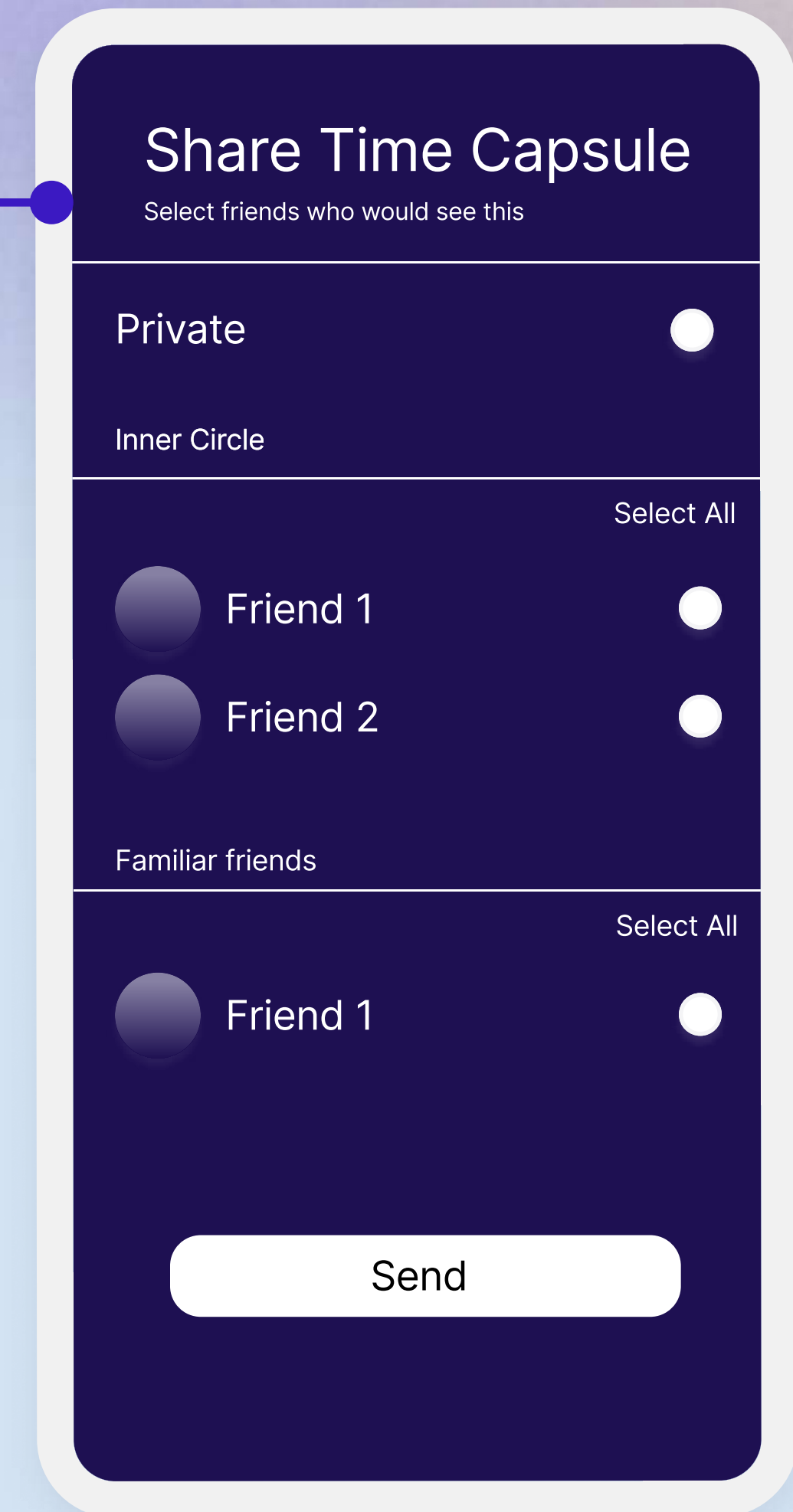
CURRENT DESIGN

#RECOMMENDATION 1

1
In time capsules, give access to distinct time capsules shared with different circles



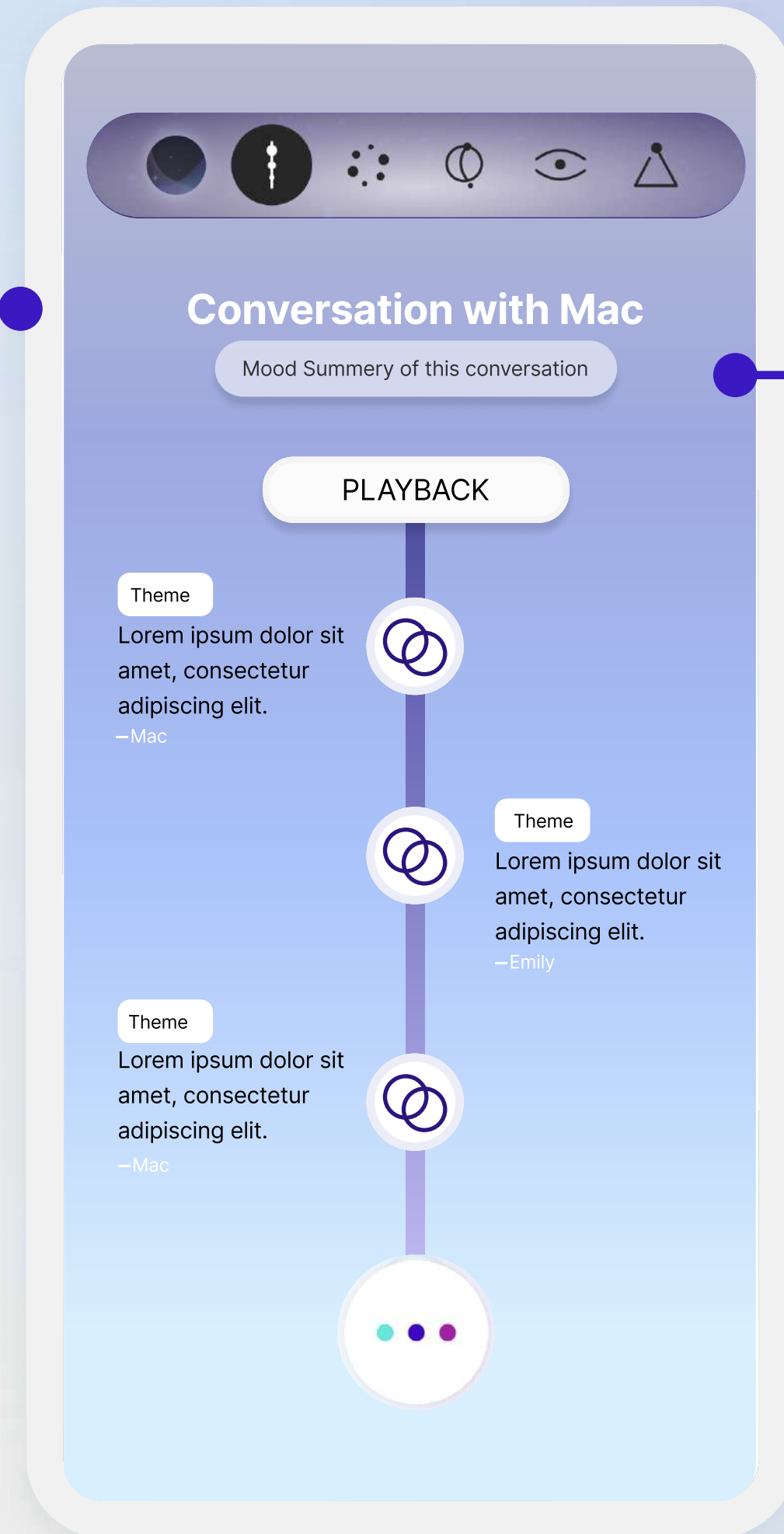
2
After recording a time capsule, give users options to select individuals they want to share with.



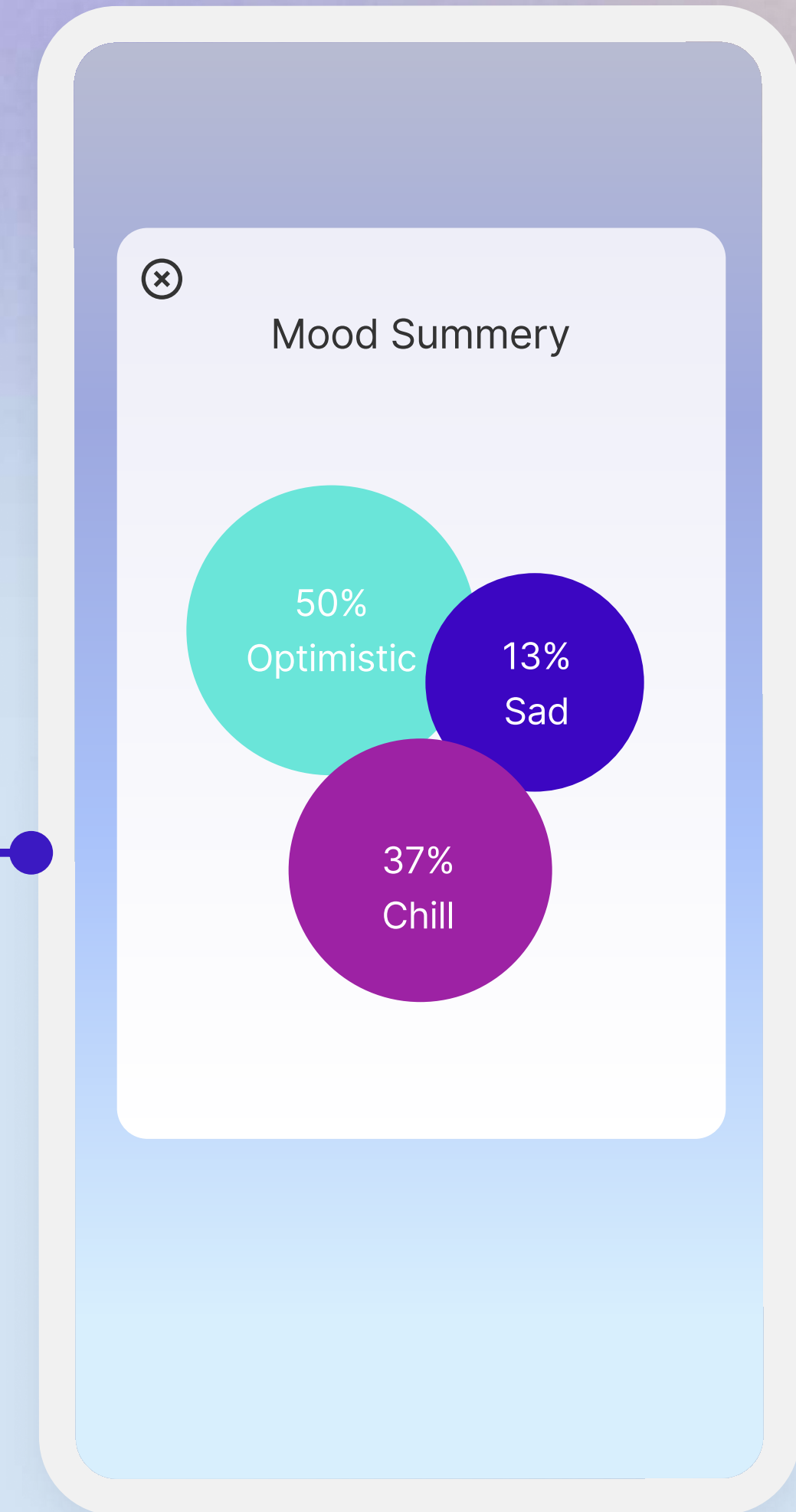
#RECOMMENDATION 1

3

Time capsules with a friend in a chronological order. distinguished between sender (right side) and receiver (left side)



An emotional summary of the conversation is presented to both users to detect the overall mood and key emotions.



#FINDING 2

Research Recap

People like to utilize various kinds of media when sharing and documenting their emotions.

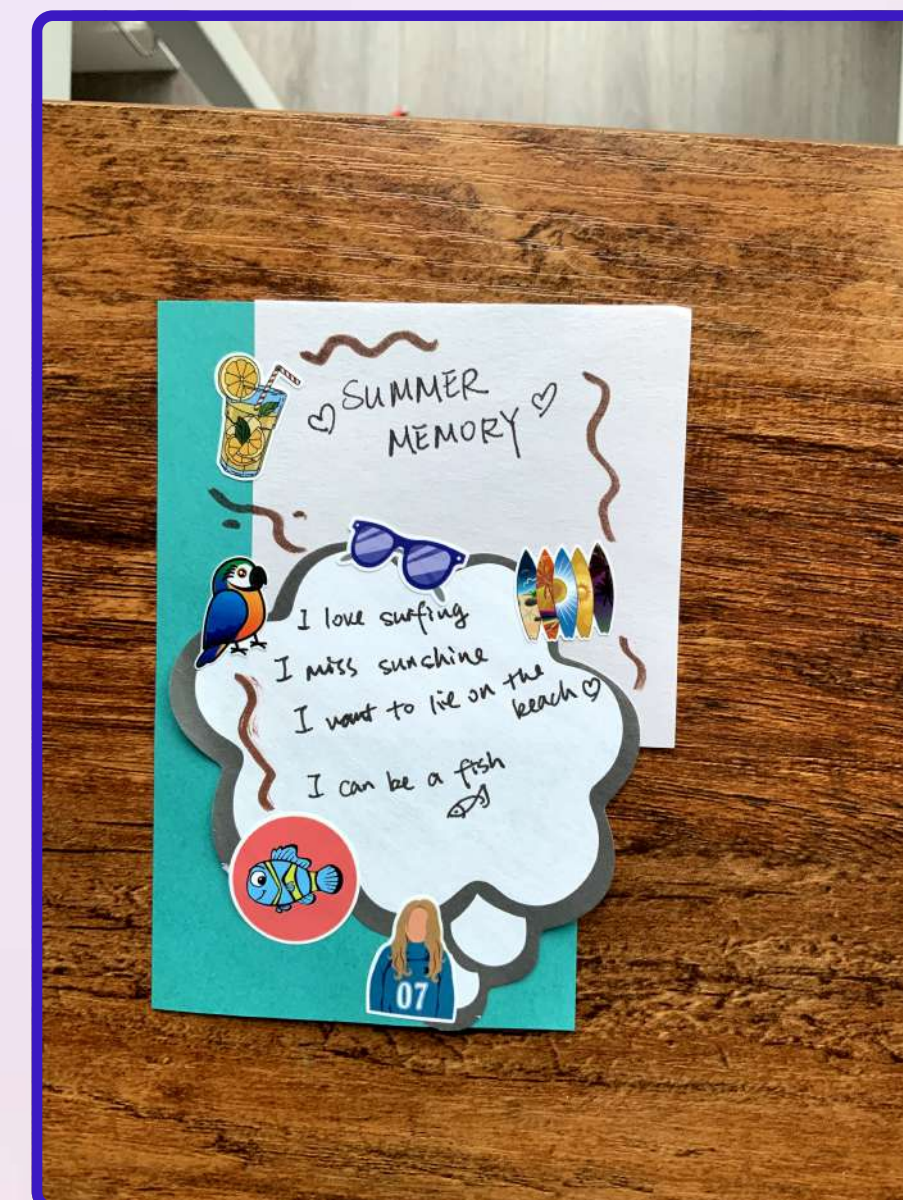
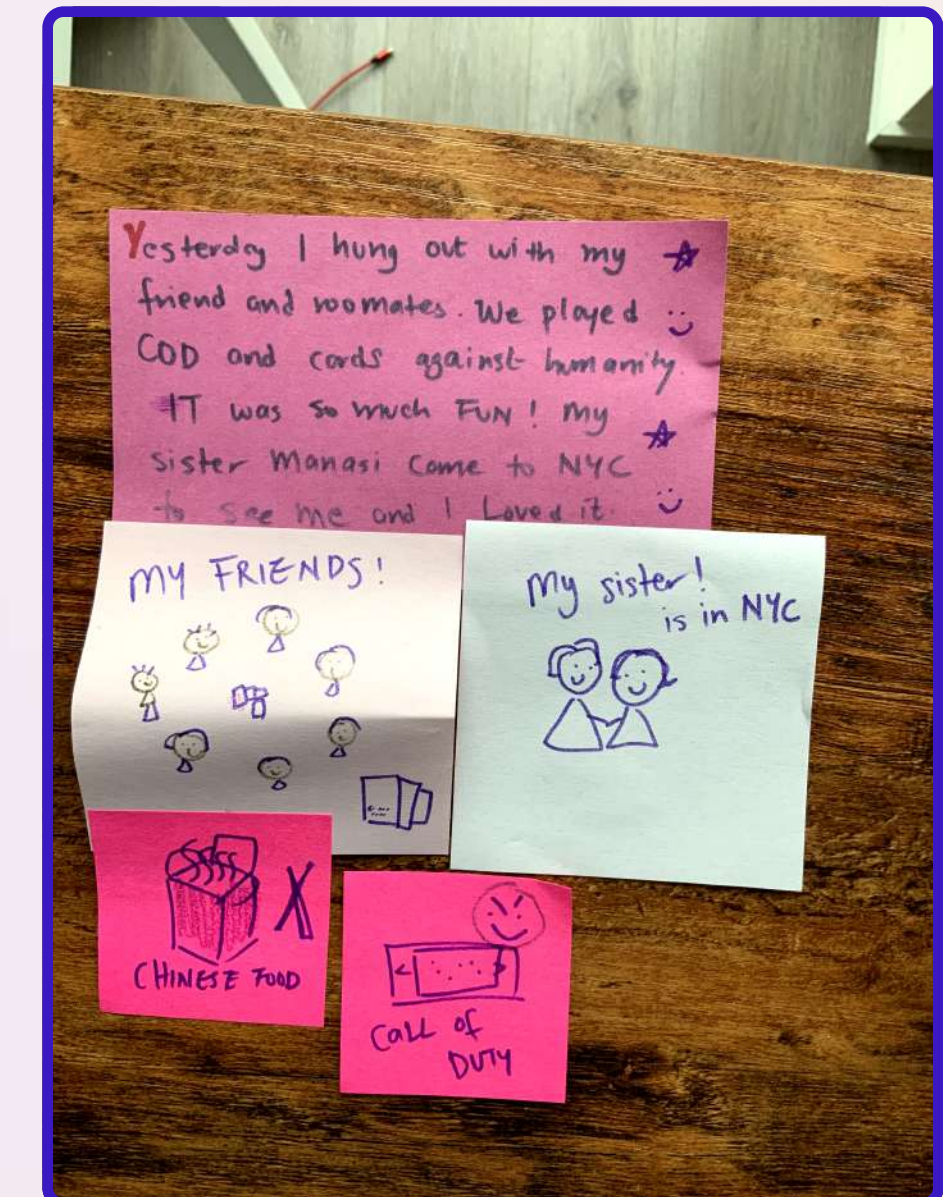
People use different mediums to communicate their positive and negative experiences.

#FINDING 2

Workshop

Imagery
usage

People liked to draw
and use images to
document memories
for themselves (7/9
used sketches)

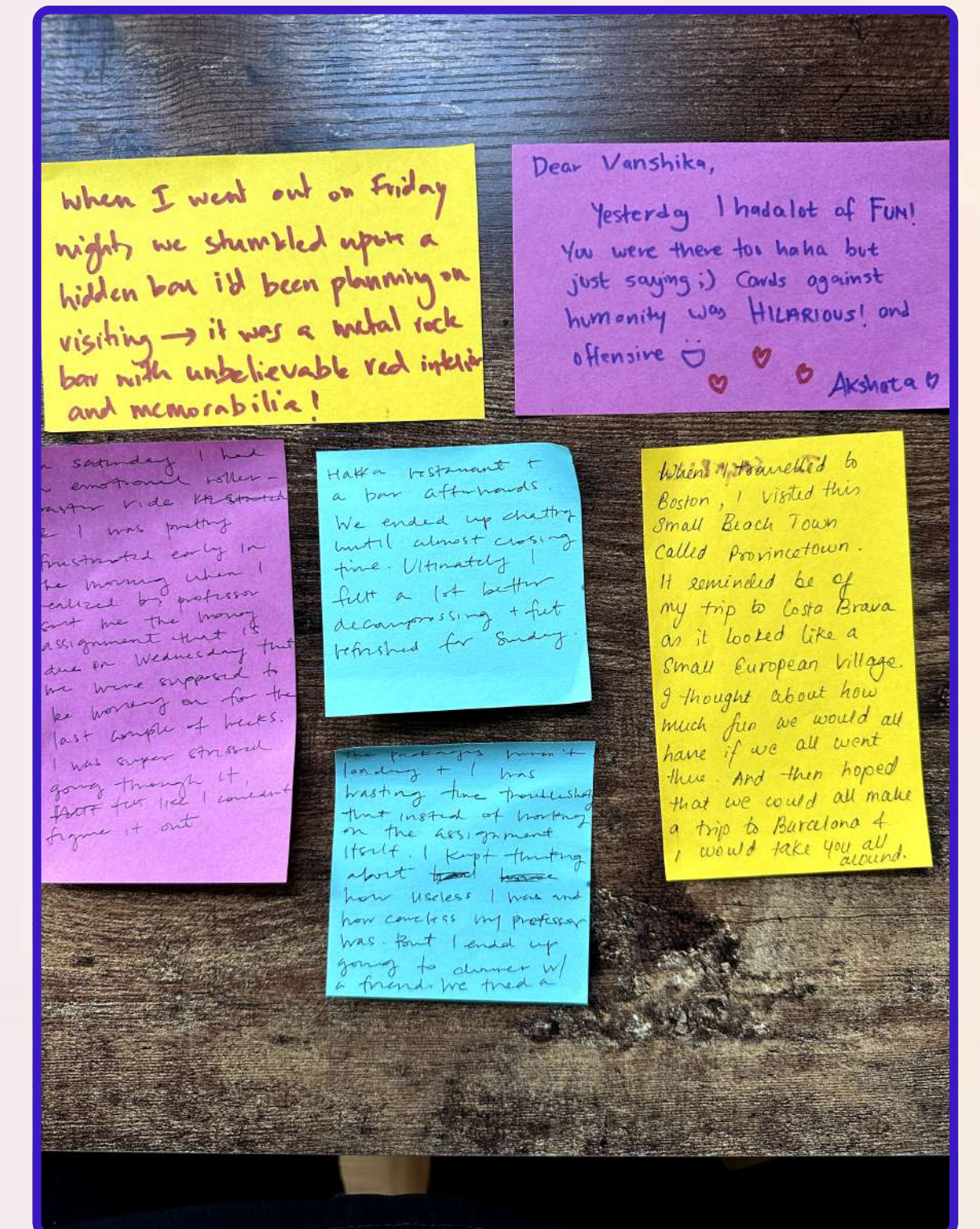
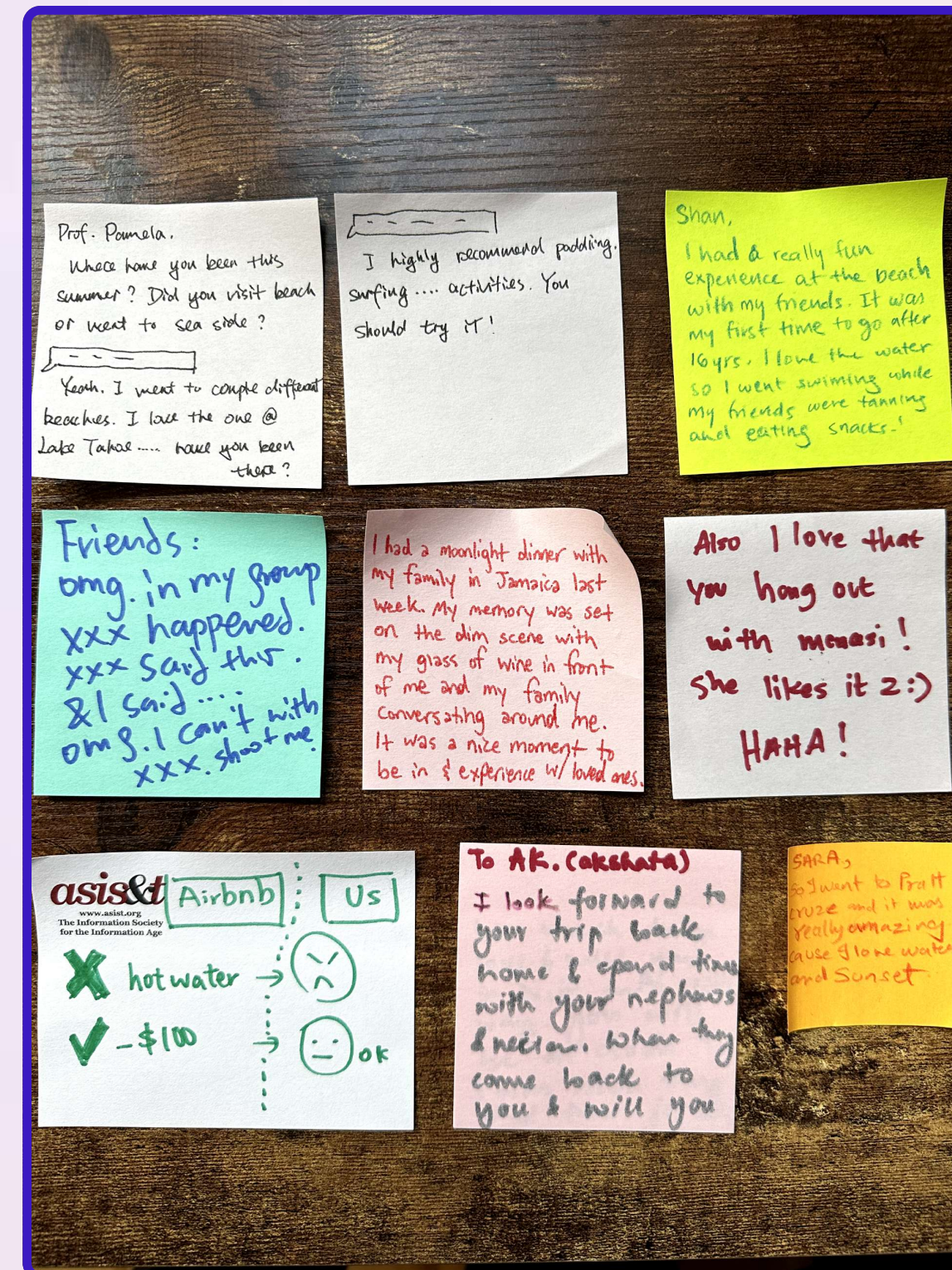


#FINDING 2

Workshop

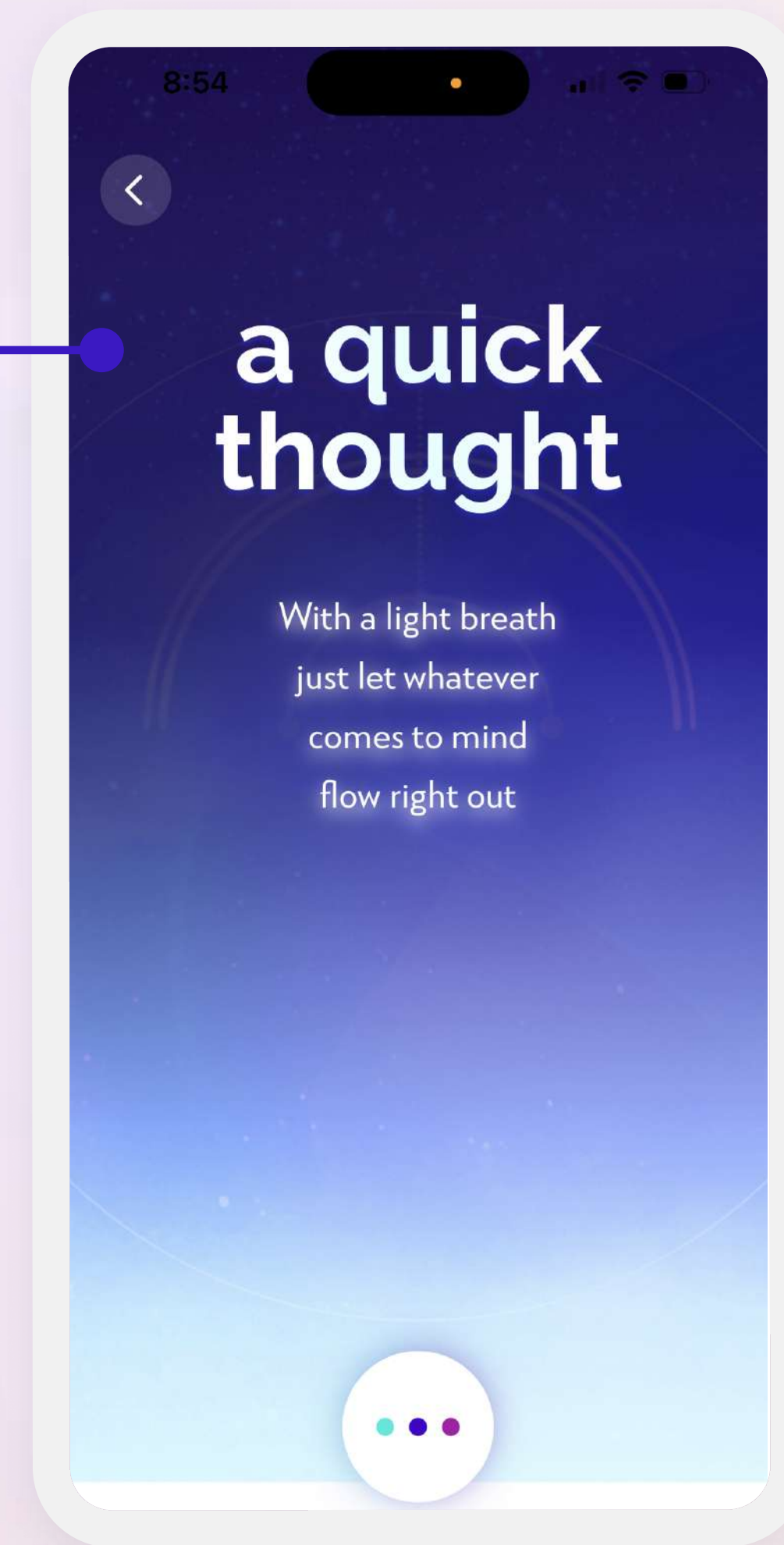
Writing
to reflect

It is a two-fold
process of
understanding
emotions and people
feel more connected
to themselves



#RECOMMENDATION 2

**Allowing users to
express themselves
using multiple
media types**

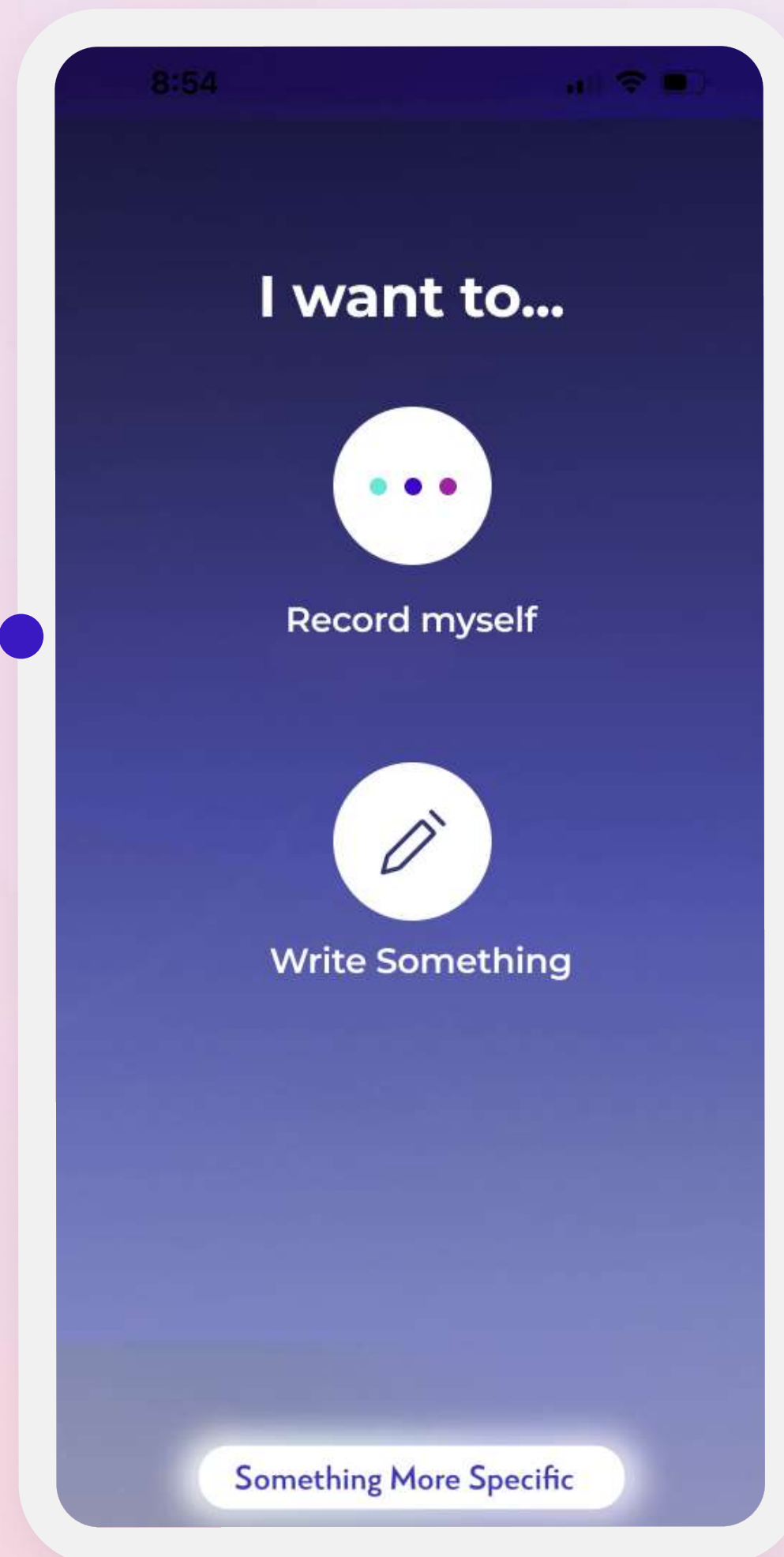


CURRENT DESIGN

#RECOMMENDATION 2

1

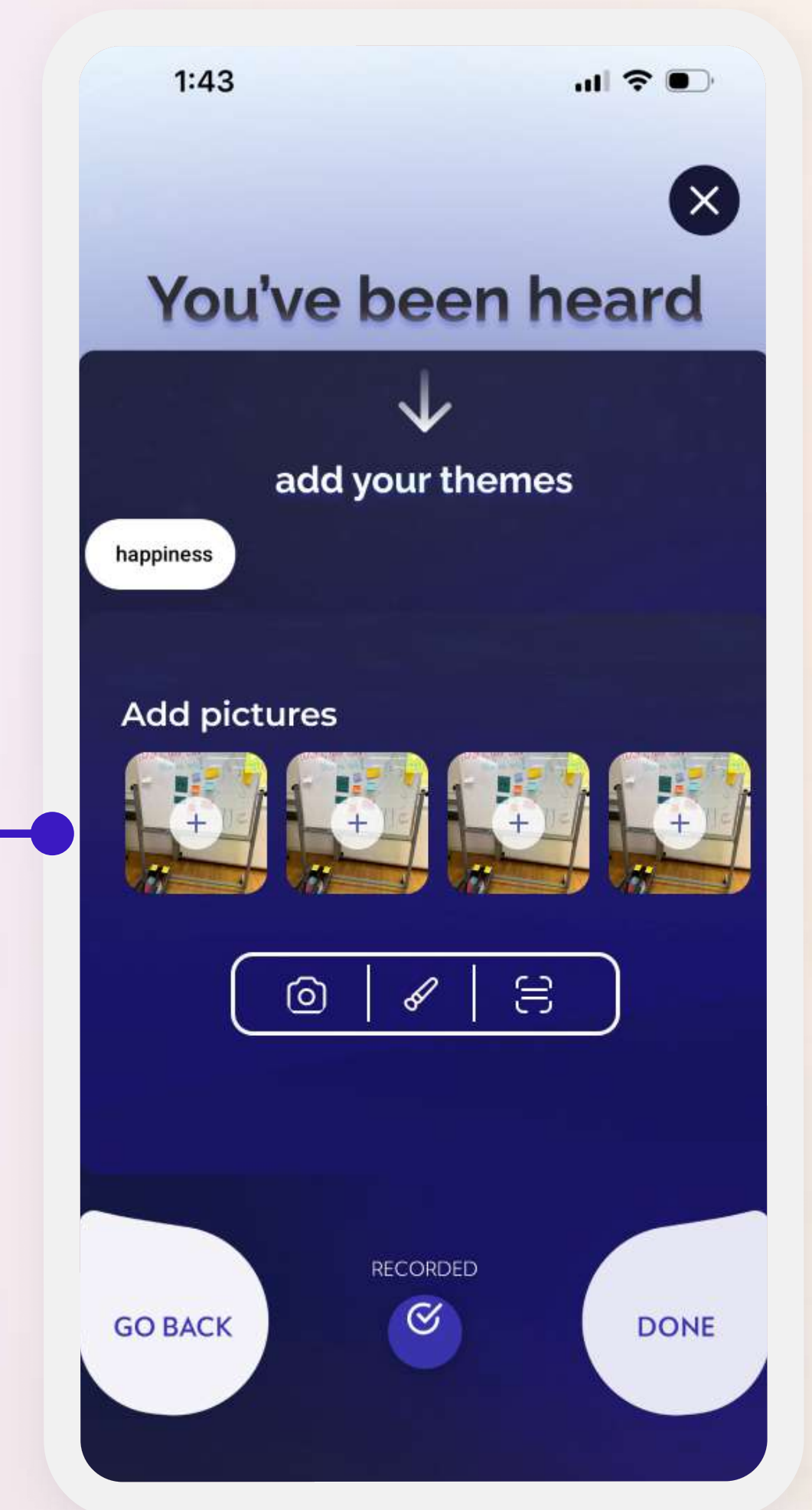
Giving an option to record and write something while recording a time capsule



2

Voice mode

Allowing users to add images to the time capsule and other types of media that could be shared as well

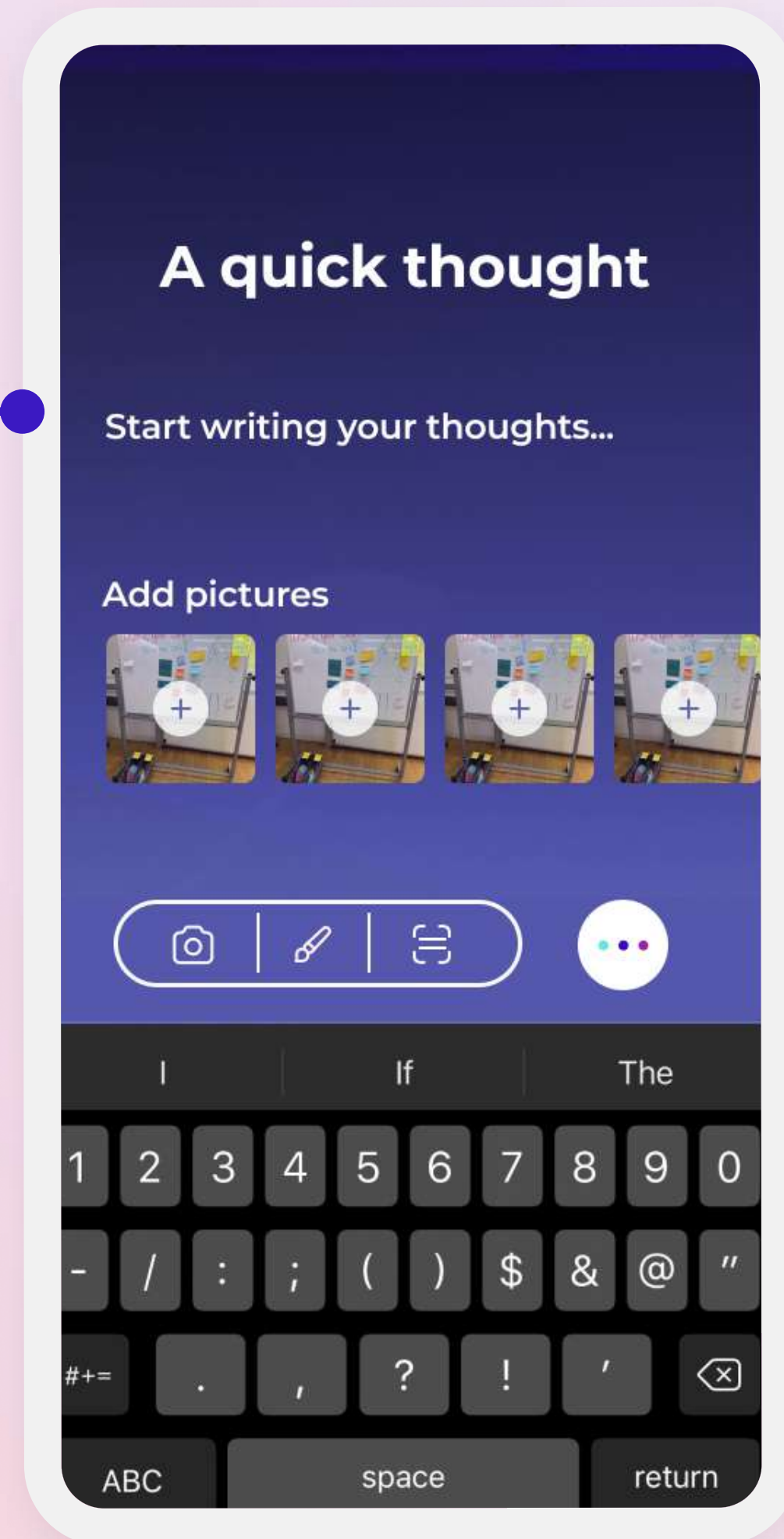


#RECOMMENDATION 2

3

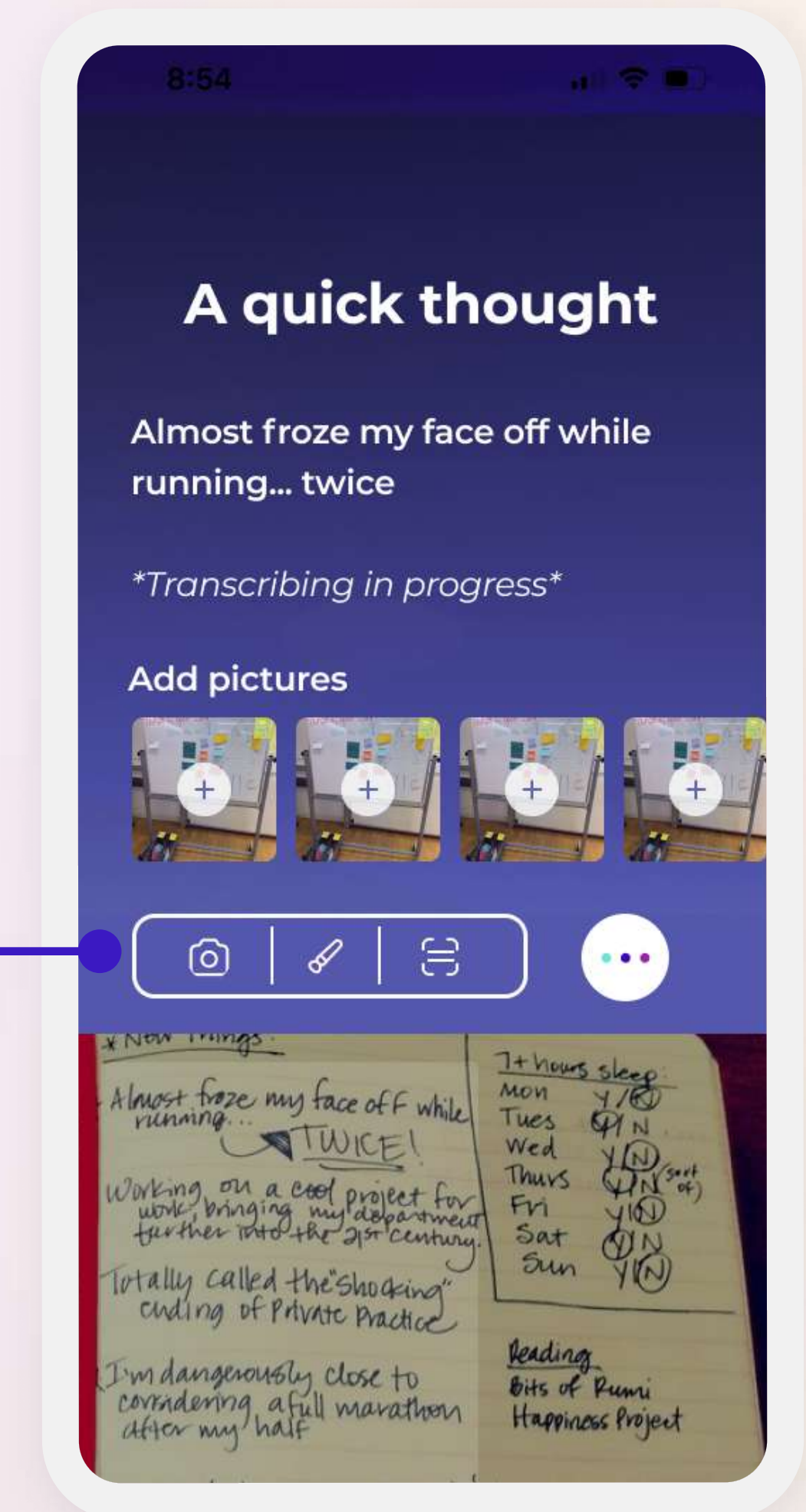
Writing mode

Allowing users to write down their thoughts for people with different expressive needs and different surroundings



4

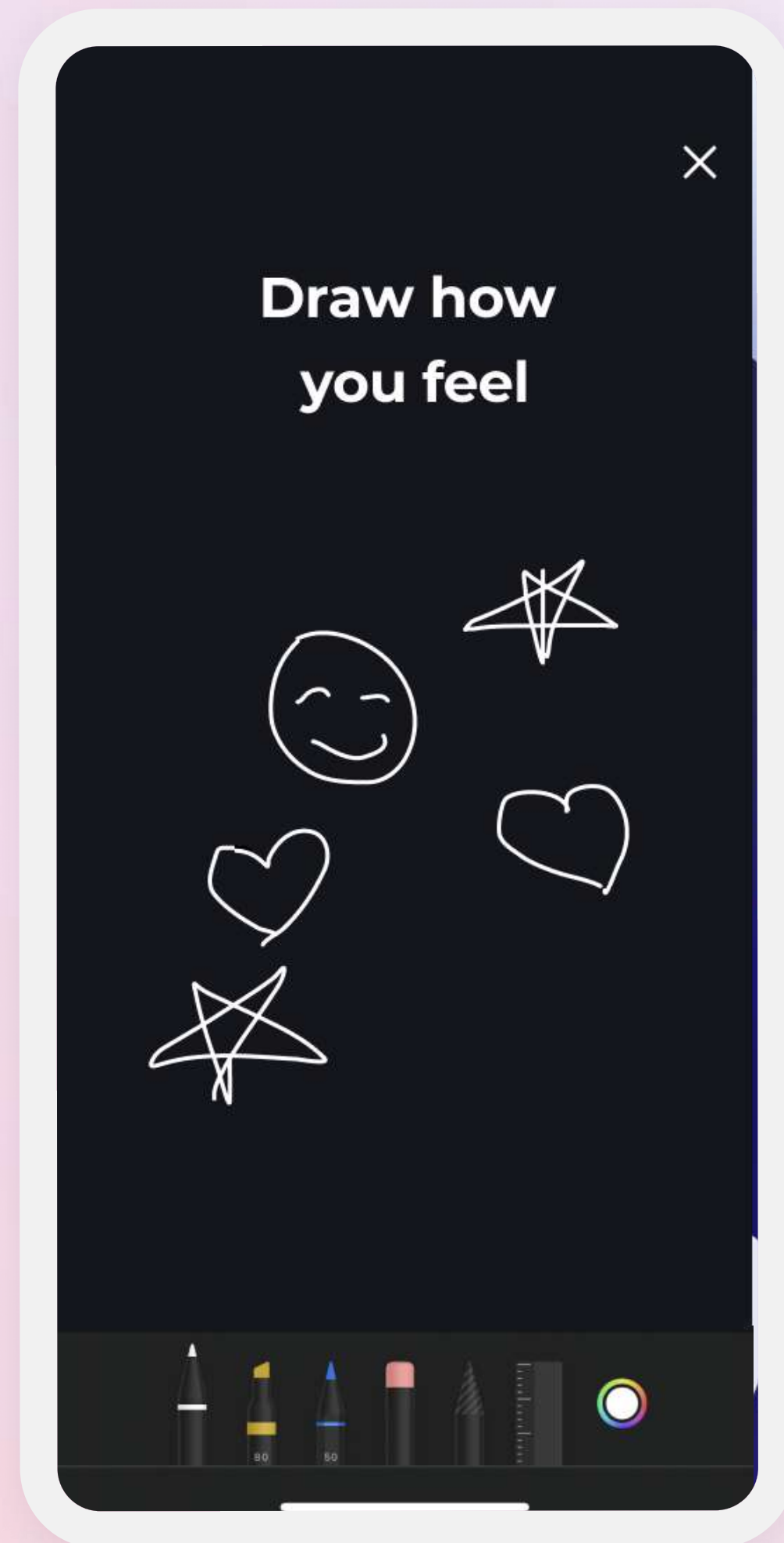
If users want to add handwritten journal notes, the app can use OCR technology to transcribe it digitally



#RECOMMENDATION 2

5

Allowing users to draw digitally on the app in addition to recording voice and writing text



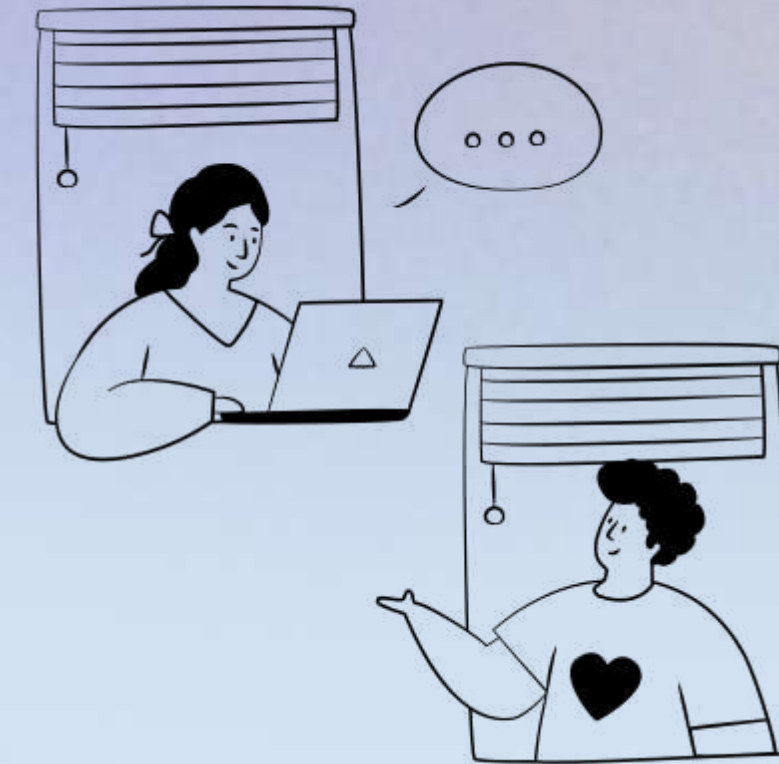
Conclusion



Evrmore has **great potential** in **harnessing the empathy AI** and helping **young people reflect** more on their lives and grow



We conducted **user interviews, analysis by AI tools, co-creation workshop** and **persona creation** to learn more about the users



Focusing on the **sharing and conversation mode** and enhancing the **voice recording** functionality by addition of **more media types**

Next Steps

- **Enhancing the usability** by testing on more users and identifying their pain points
- Evaluating if users are able to understand the **full scope of the app** and it **matches their mental model**





Q & A