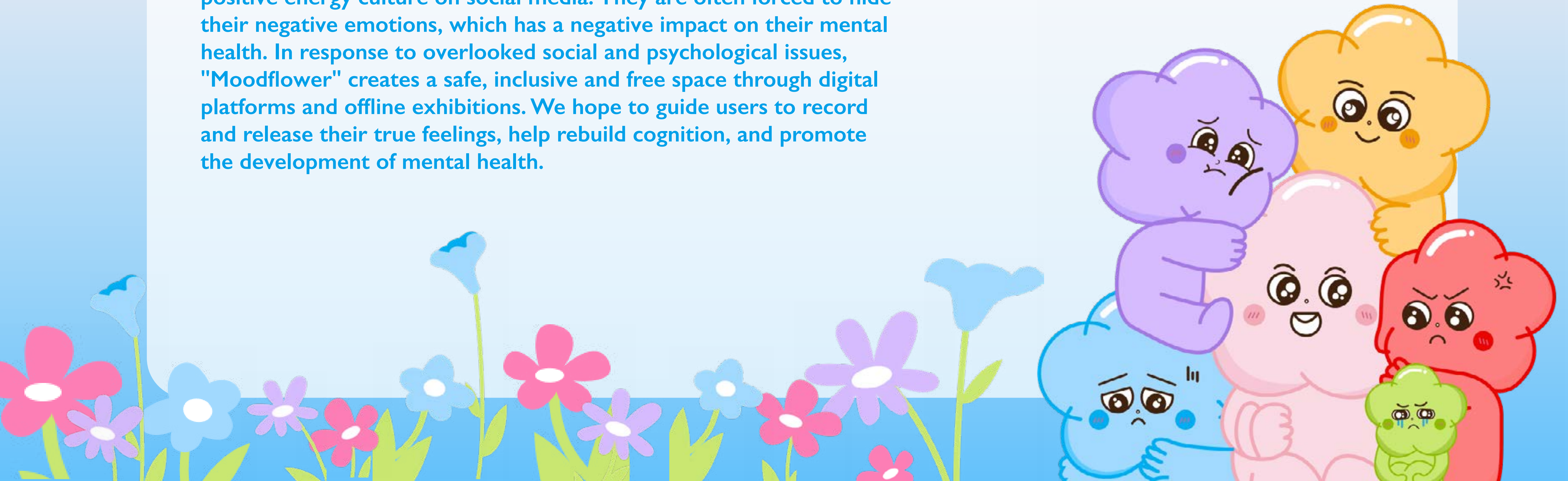


Yunxuan Zhu (Victoria)
ID: 32812809
MA Communication design
Final design project

MoodFlower

"MoodFlower" focuses on the impact of the "Instagram" platform on emotional expression. It explores the issue of emotional suppression among young women caused by the labeling, aesthetic standards, and positive energy culture on social media. They are often forced to hide their negative emotions, which has a negative impact on their mental health. In response to overlooked social and psychological issues, "Moodflower" creates a safe, inclusive and free space through digital platforms and offline exhibitions. We hope to guide users to record and release their true feelings, help rebuild cognition, and promote the development of mental health.



Welcome, Guide, Login page



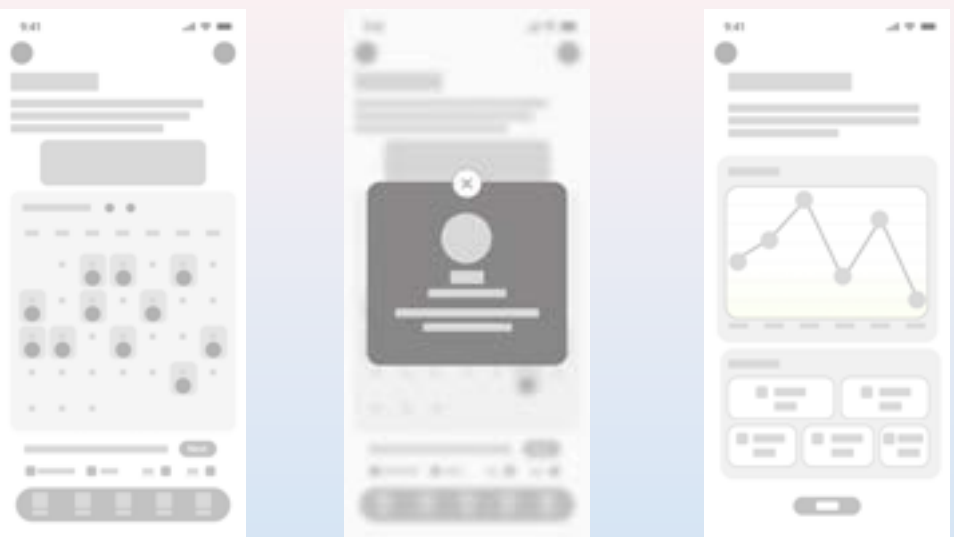
App design
Low-fidelity model

Link: <https://youtu.be/02dxpAs6Abg>

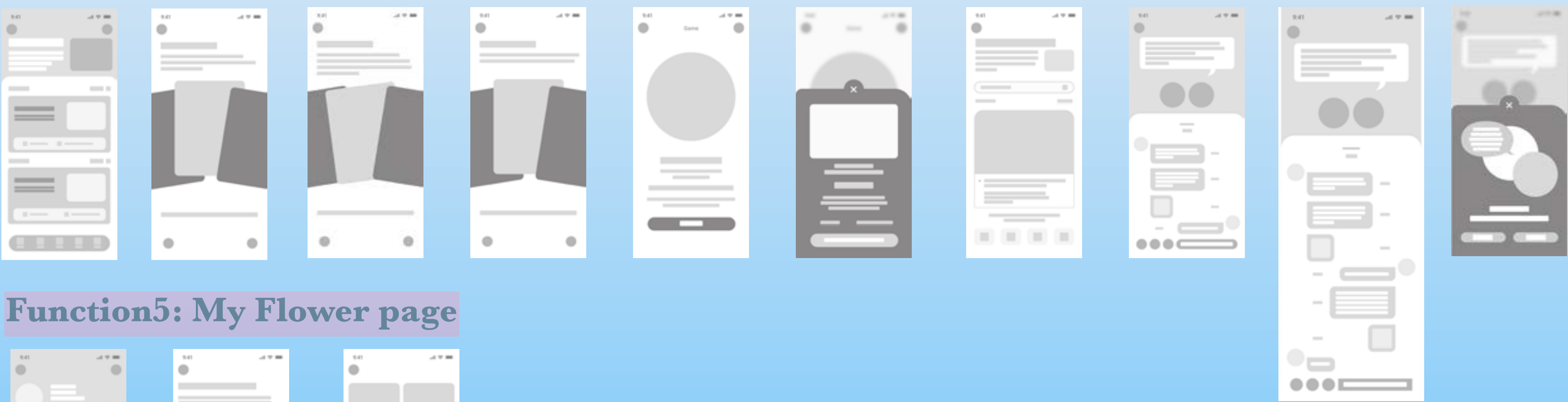
Function1: select page



Function2: Log page



Function3: Square page



Function4: Chat page



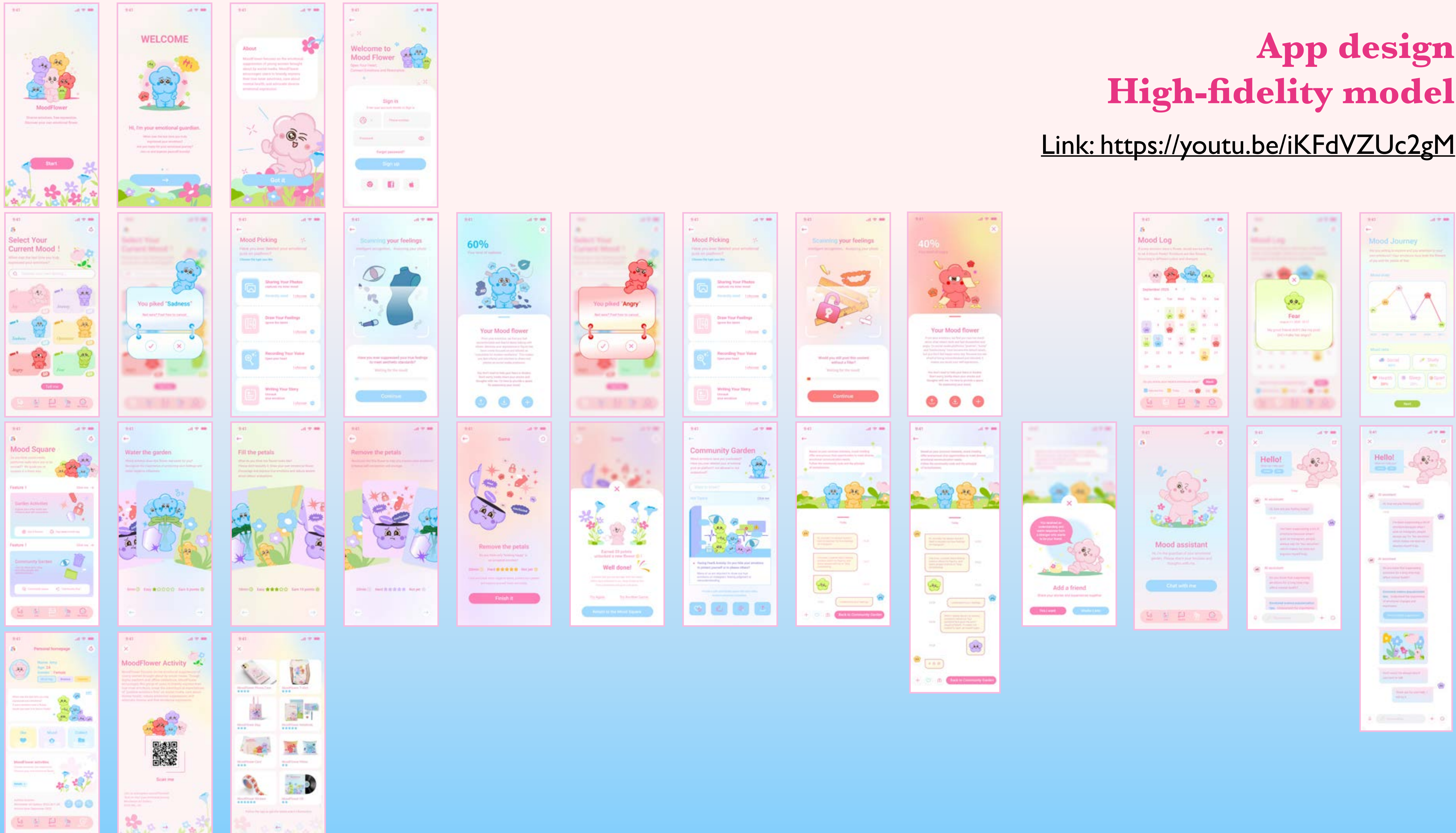
Function5: My Flower page



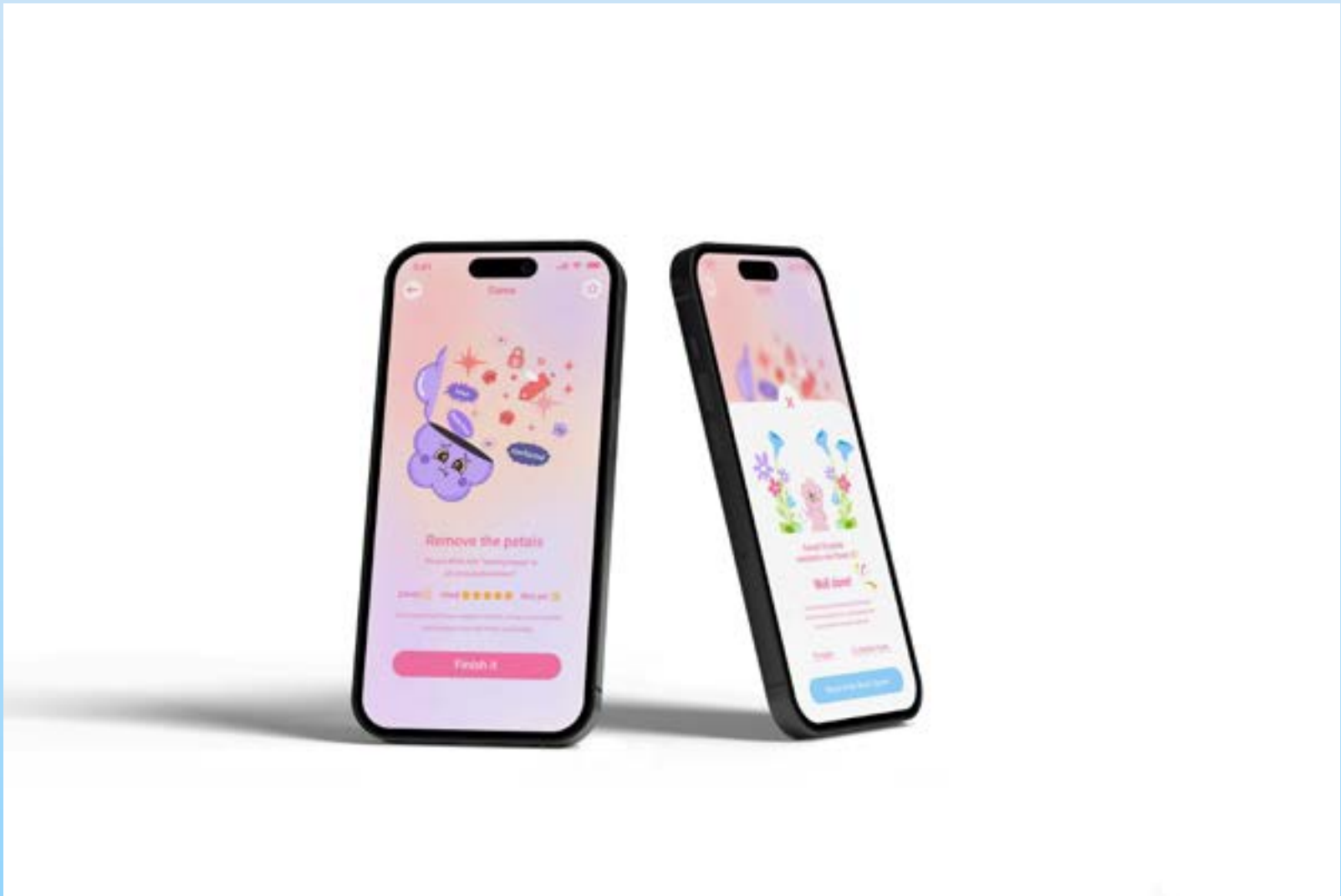
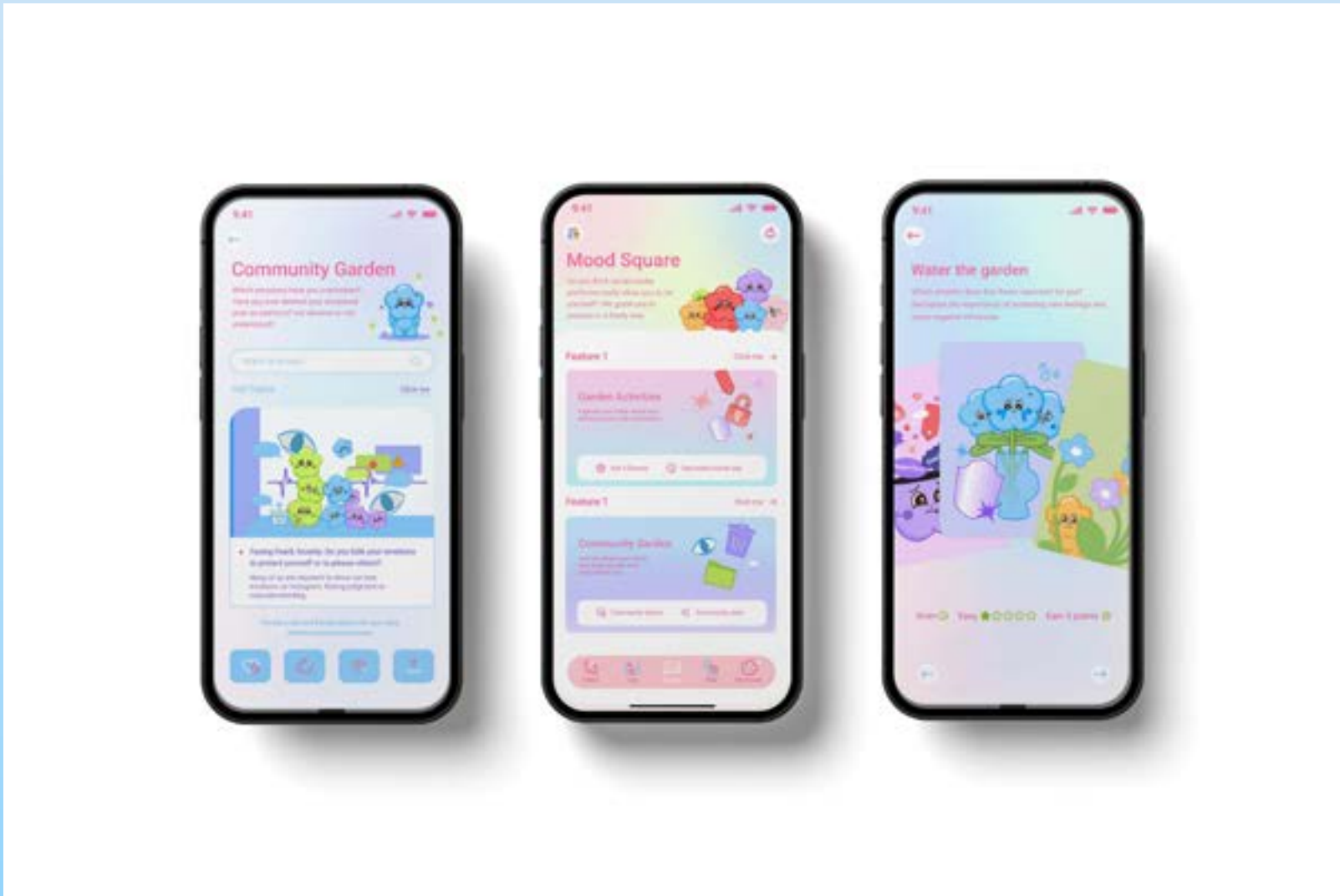
App design

High-fidelity model

Link: <https://youtu.be/iKFdVZUc2gM>



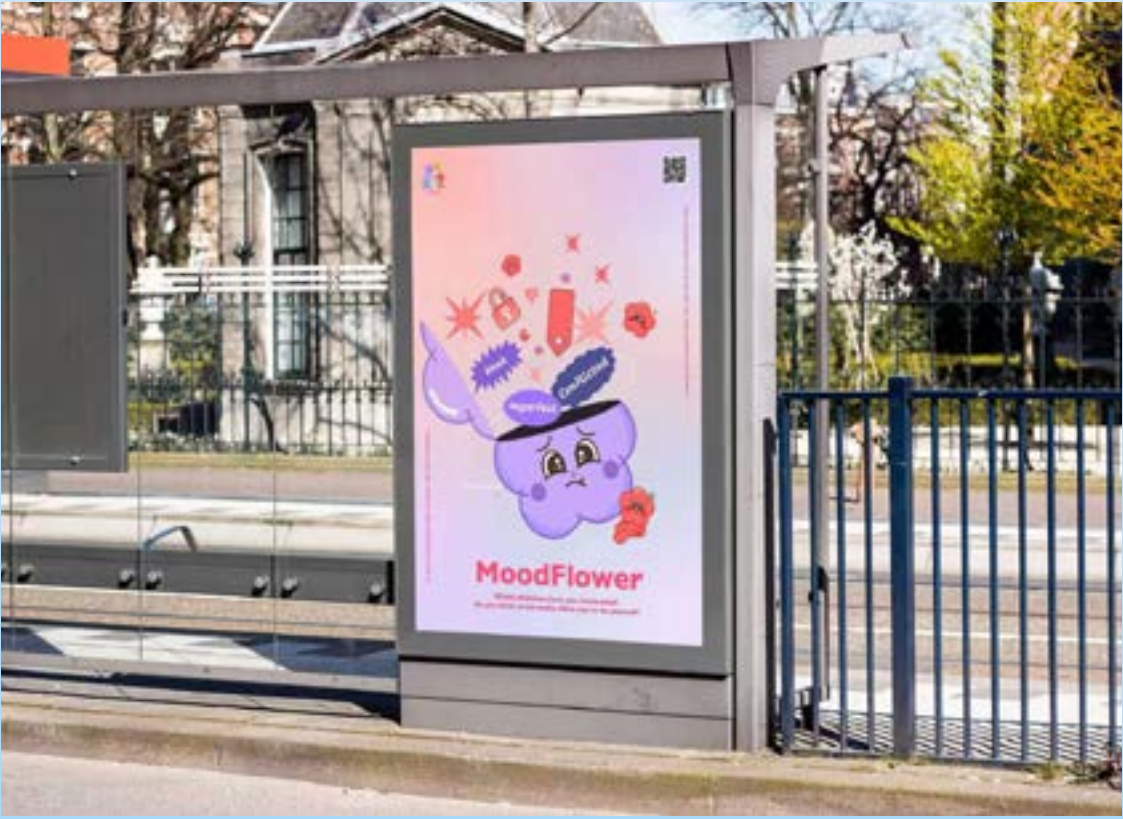
Outcome 1: MoodFlower's App



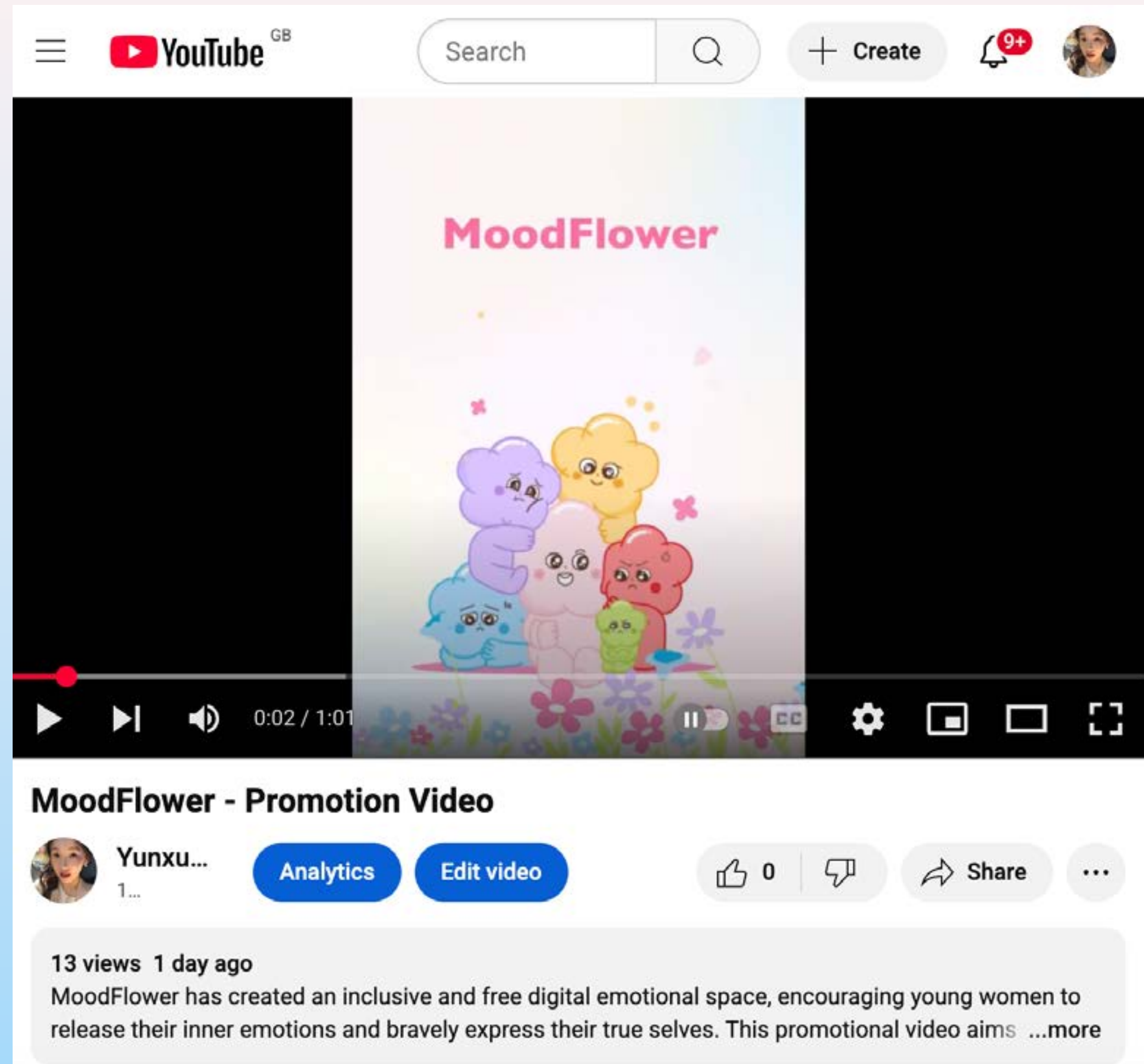
Outcome 2: MoodFlower's Exhibition



Promotion Poster



Outcome 3: MoodFlower's Promotion Video



Link: <https://youtu.be/A9IE3IX8U3U>

MoodFlower has created an inclusive and free digital emotional space, encouraging young women to release their inner emotions and bravely express their true selves. This promotional video aims to present the emotional characters and project concepts in a more intuitive and vivid way. Video can convey emotional changes and feelings in a multi-sensory way. Through each frame of the scene, this promotional video hopes to encourage people to face their inner feelings squarely and realize that expressing emotions doesn't need to be hidden and can be freely expressed.

Outcome 4: Derivative product



Outcome 4: Derivative product

