

MoodFlower



"MoodFlower" focuses on the impact of the "Instagram" platform on emotional expression. It explores the issue of emotional suppression among young women (aged 18-30) 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.

Due to the increasingly serious psychological problems caused by social media, it is difficult to meet the needs of women merely through psychological counseling. This project aims to respond to Instagram's lack of space for expressing negative emotions and critically present the diversity and complexity of emotions. This further stimulates users' self-awareness and reflection on issues such as emotional expression, social platform behavior, and aesthetic standards.

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.



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

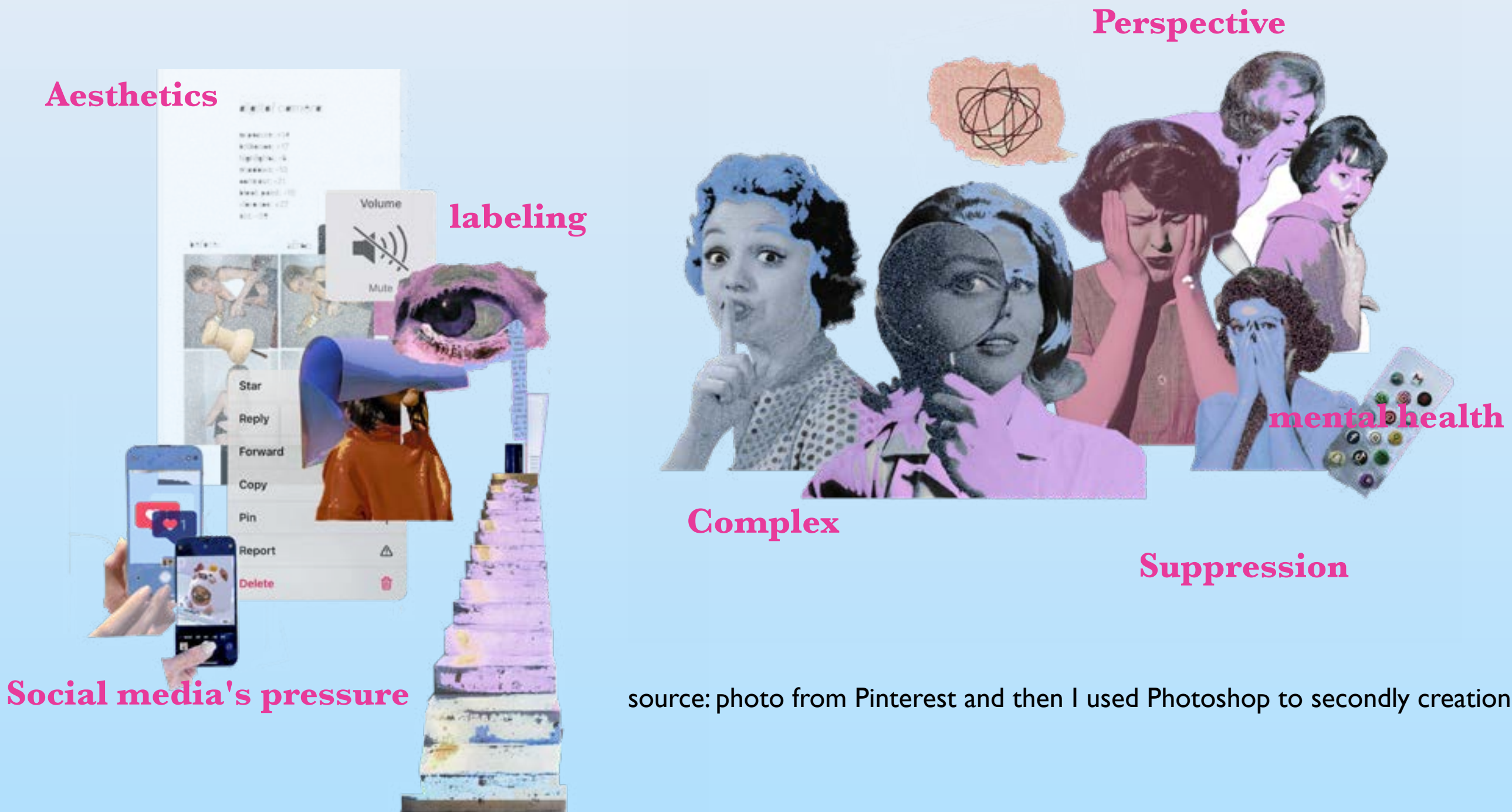
Inspiration

Mindmap

The inspiration for this project comes from a study titled "The relationship between Instagram use and indicators of mental health" (2023) published on ScienceDirect. It reveals that frequent use of Instagram is associated with mental health problems such as anxiety and depression. Due to aesthetic standards, labeling, the "positive emotion" culture and social pressure, many young women suppress their true emotions, which affects their mental health development. Due to the increasingly serious psychological problems caused by social media, it is difficult to meet the needs of female users merely through psychological counseling. We also need to encourage users to face their emotions squarely and express themselves bravely.

So, the project will combine multiple media such as App interaction and exhibition(poster/motion video) to advocate for the understanding and tolerance of diverse emotions. In this era of information overload and the glorification of reality, we hope to rebuild their understanding of emotions and promote emotional freedom and mental health.

source: www sciencedirect.com



source: photo from Pinterest and then I used Photoshop to secondly creation

How to "Paradigm shift"

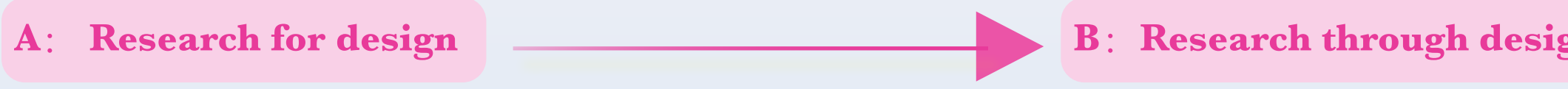
I rethought the connection between emotional expression, social media influence and user relationships through "Paradigm Shifts". I hope offer young women a more inclusive and free space for emotional expression, and the reconstruction of self-perception.



Explanation: The original emphasis on "prioritizing positive emotions" has shifted to critically presenting the diversity and complexity of emotions, highlighting the value of "true expression".



Explanation: Previously, people uploaded content on social media to gain other's recognition. It has shifted to "users reflecting on whether they are unconsciously changing themselves and how social media shapes the way they express their emotions".



Explanation: previously, research was conducted to assist "design" in solving problems. Now, design is used as a tool for seeking emotions to help users obtain feedback, reflect on issues.



Explanation: Users were regarded as passive recipients of the platform and transformed into individuals with their own rights and expressions.

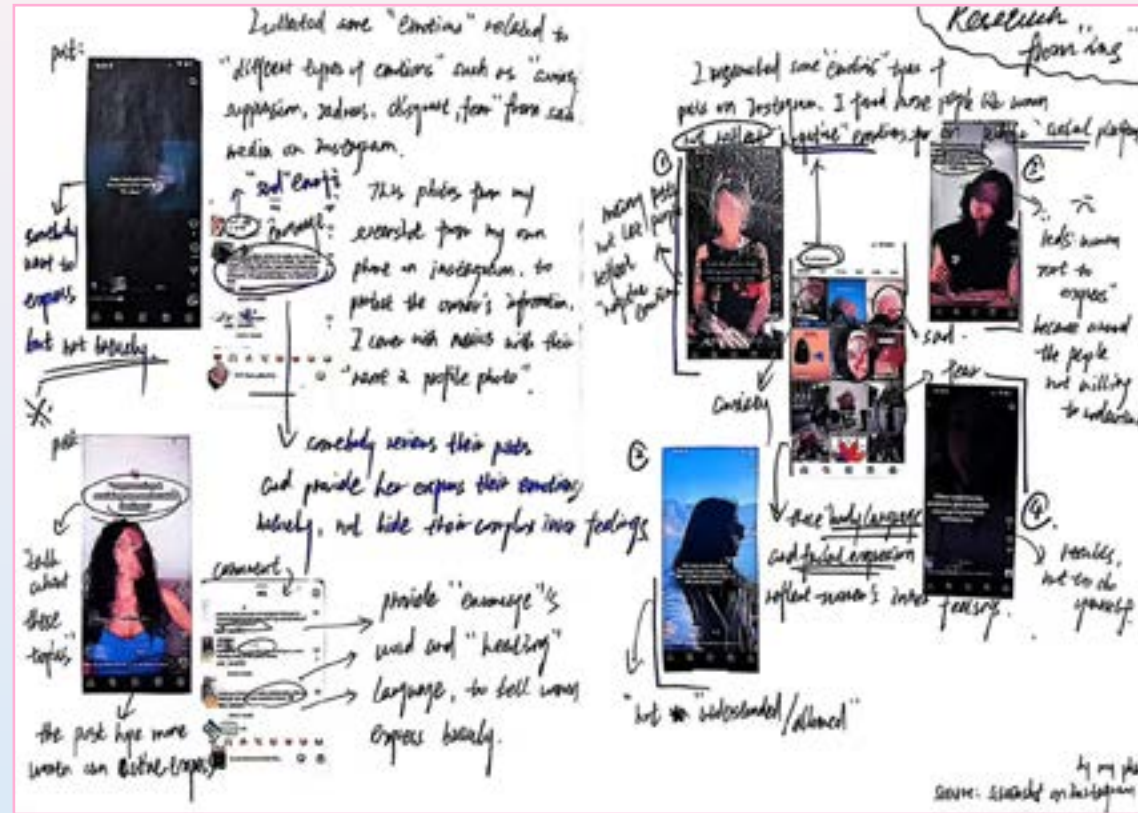
How to respond HMW?

- How might we understand to sharing emotions in social media?
"Moodflower" offers a space without an evaluation mechanism. "Mood flower" serves as a metaphorical visual image, helping users build an understanding of their expression behaviors and express their inner selves more subjectively and freely.
- How might we critically reveal and rethink the aestheticization of emotions in digital culture?
Flowers symbolize complex growth and also represent changes in emotions. This project visualizes emotions through the body language and facial expressions of floral figures rather than beautifying them.

Primary research

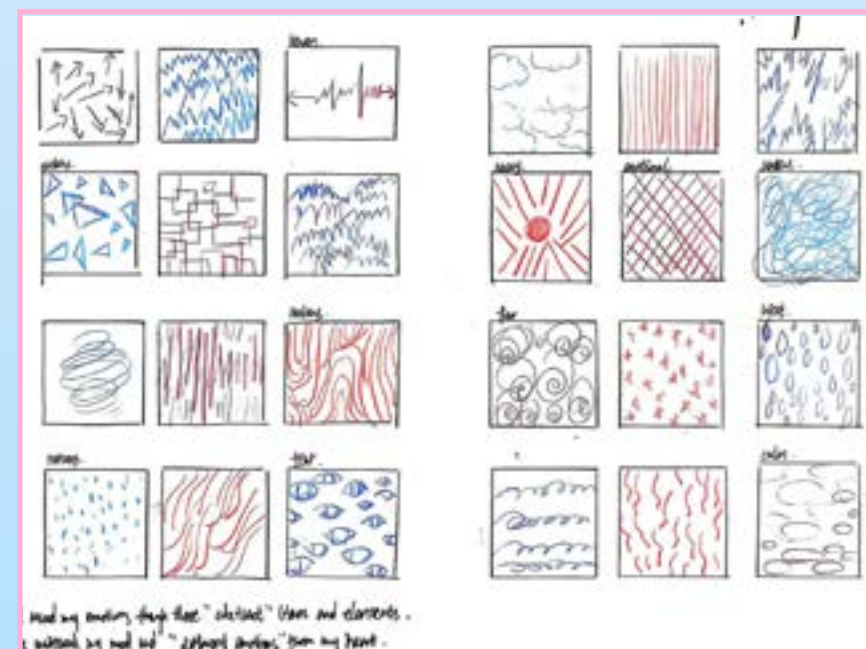
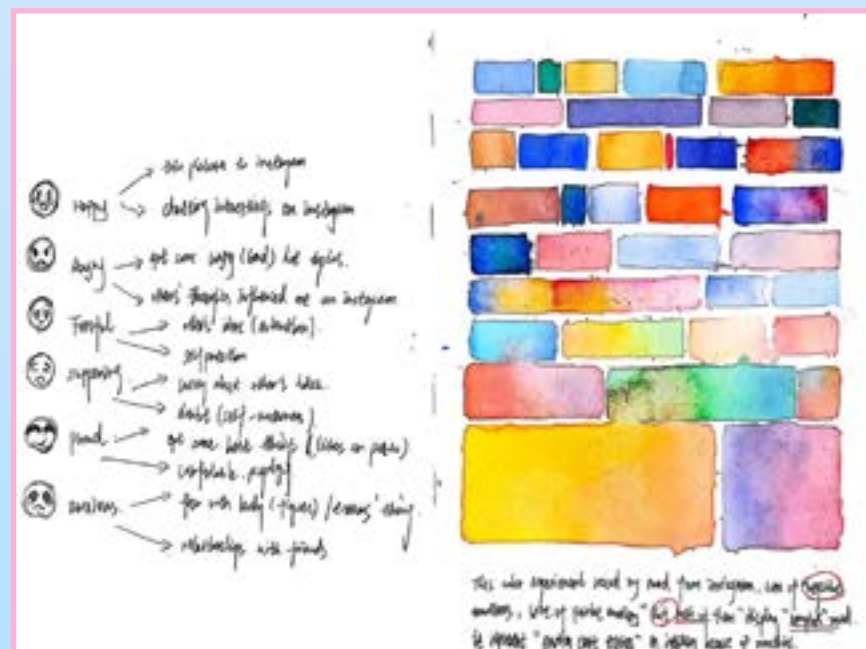
Current emotional state on Instagram

By observing one's own and others' situations on Instagram, I understand and analyze the current situation of women's emotional expression on social media, the reasons for suppressing emotions, and the influence of aesthetic standards on self-perception. Most women tend to display positive emotions on Instagram, while negative emotions are often hidden and occasionally hinted at with emojis. They are generally influenced by mainstream aesthetics and ideal body standards, which leads to anxiety. Long-term emotional suppression not only reduces self-identity but also has a negative impact on mental health.



I reviewed my Instagram usage habits, mood swings, and self-expression preferences from my past posts. I tend to post positive things, but when I encounter something unpleasant, I hesitate to express it and choose to avoid it. I also observe the changes in people's expressions and interactive behaviors when browsing Instagram, and analyze the influence of "likes" and "comments" from their posts on users.

Drawing visualization for emotion type & emotional reaction



Photo's source: from my sketchbook

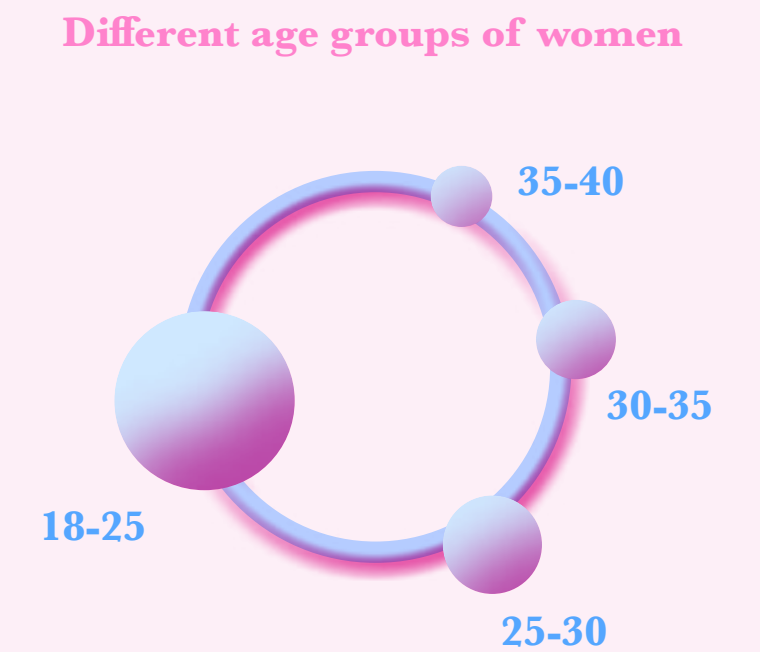
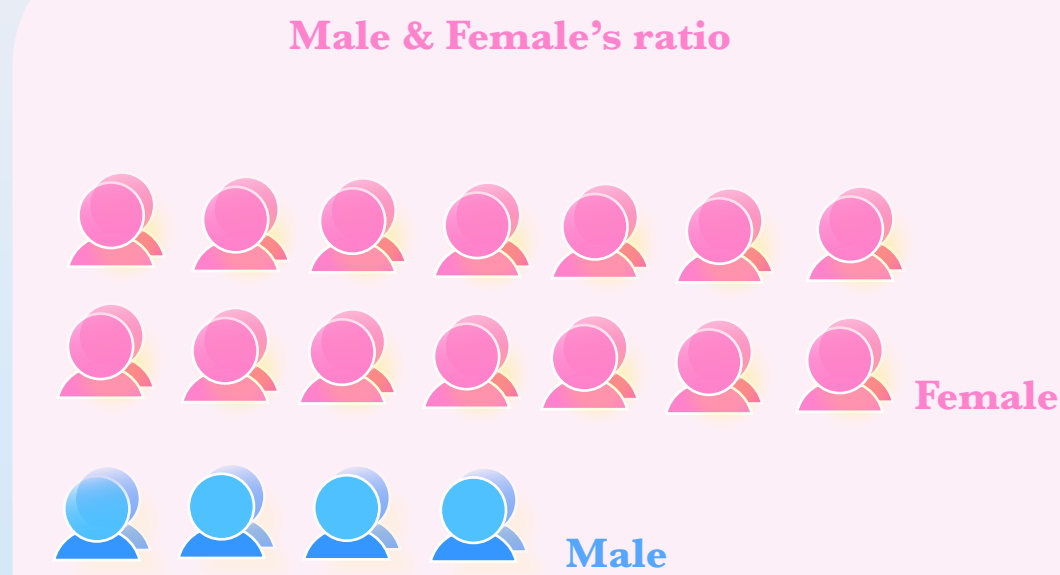
User Research

According to my research, compared with men, women's emotions are more easily suppressed, especially between the ages of 18 and 30. As one grows older, the degree of psychological influence gradually decreases. I also found young women have difficulties in expressing their emotions in aesthetic standards, labeling and social pressure. They feel fear and suppression. So, I choose aged 18 to 25 for the final design project's target audience.

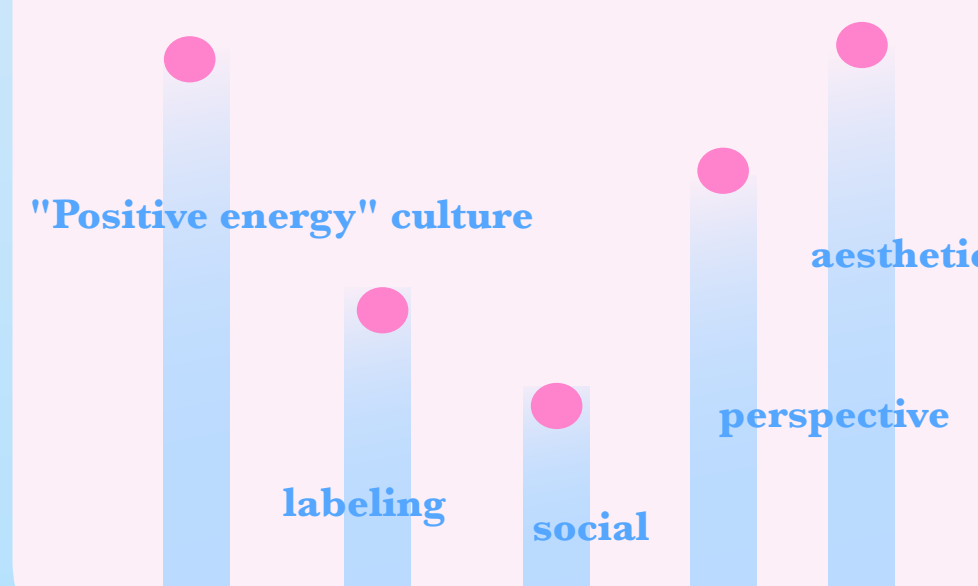


Photo's source: from my sketchbook

Official data about negative emotions I transform for a infographic



Influenced reason



Emotion's type & degree

PACT

Young women aged 18-30

People

Users are mainly young women aged 18 to 30, who frequently use the Instagram social media platform. They pay attention to their self-image and the aesthetic standards of the platform, and are easily influenced by others' evaluations. In addition, their emotional expression is influenced by "labeling" and "positive energy culture", and they hope for a safe and free space for expression

Contexts

Users hope to explore their inner emotions in a free, comfortable and safe space. This App enables users to record their emotions before going to bed, during lunch breaks, or during commutes. When users need to vent their emotions during periods of emotional fluctuation, they can take the initiative to use it. Users can come to the offline exhibition for interactive experiences and to understand the importance of emotional expression.

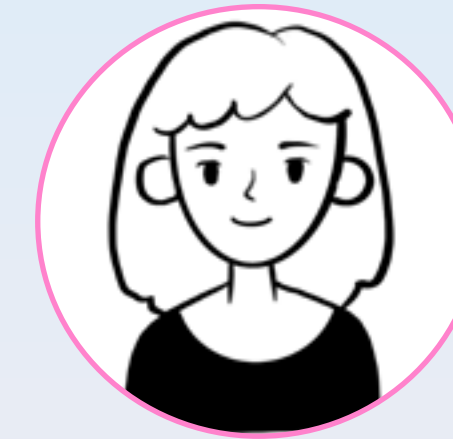
Activities

The functions include emotion recording, emotion tracking, activity square, and emotion dialogue, to reflect on users emotions and behavioral manifestations. Flower's IP character attract users' attention and transform their emotions. Record and form a personal emotional growth process. Talking in the community and participate in activities to release emotions. Provide companionship, rhetorical questions and guide users to think.

Technologies

Moodflower enables users to select, express and guide their emotions through an online App platform, helping them reflect on the sources of their emotions and the adverse consequences. Attract users' attention and encourage them to actively follow the platform through interactive effects. In addition, user data is protected by privacy to ensure the security of their emotional expression space.

Persona



Name: Amy
Age: 21
Gender: Female
Education: Undergraduate
Major: Business
Country: China
Current location: London, UK

Usage habit:
Spend 3 hours browsing Instagram content every day.

Pain Points:
Being afraid to express negative emotions on social media is regarded as "emotional".
Often comparing others' "ideal lives", feel anxious and inferior.
There's no place to "truly express emotions."

User need:
A free and inclusive space for emotional expression.
Hope to release emotions through activities or games.
Want to understand others' emotional stories and share them to gain resonance.



Name: Jessica
Age: 28
Gender: Female
Education: Worker
Major: Marketing
Country: Singapore
Current location: London, UK

Usage habit:
Often post selfies and travel pictures on Instagram.

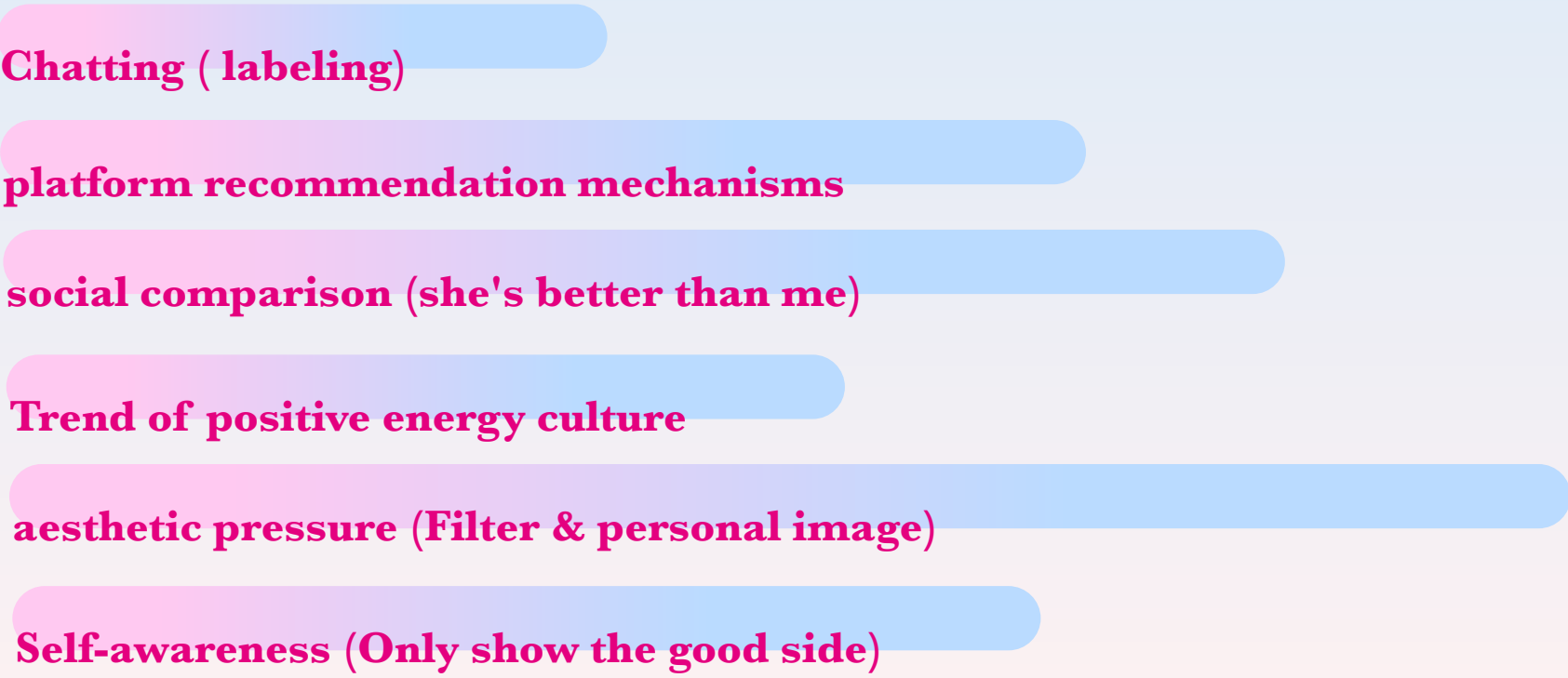
Pain Points:
True emotions cannot be expressed because suppressed by the aesthetic standards of the platform. Influenced by the "positive energy life" culture, maintain "perfect life" image, and has a fragile and sensitive heart.

User need:
Want a platform to clearly observe the changes in emotions ,and reflect on and face emotions.
Gain healing and a sense of community belonging through interaction.

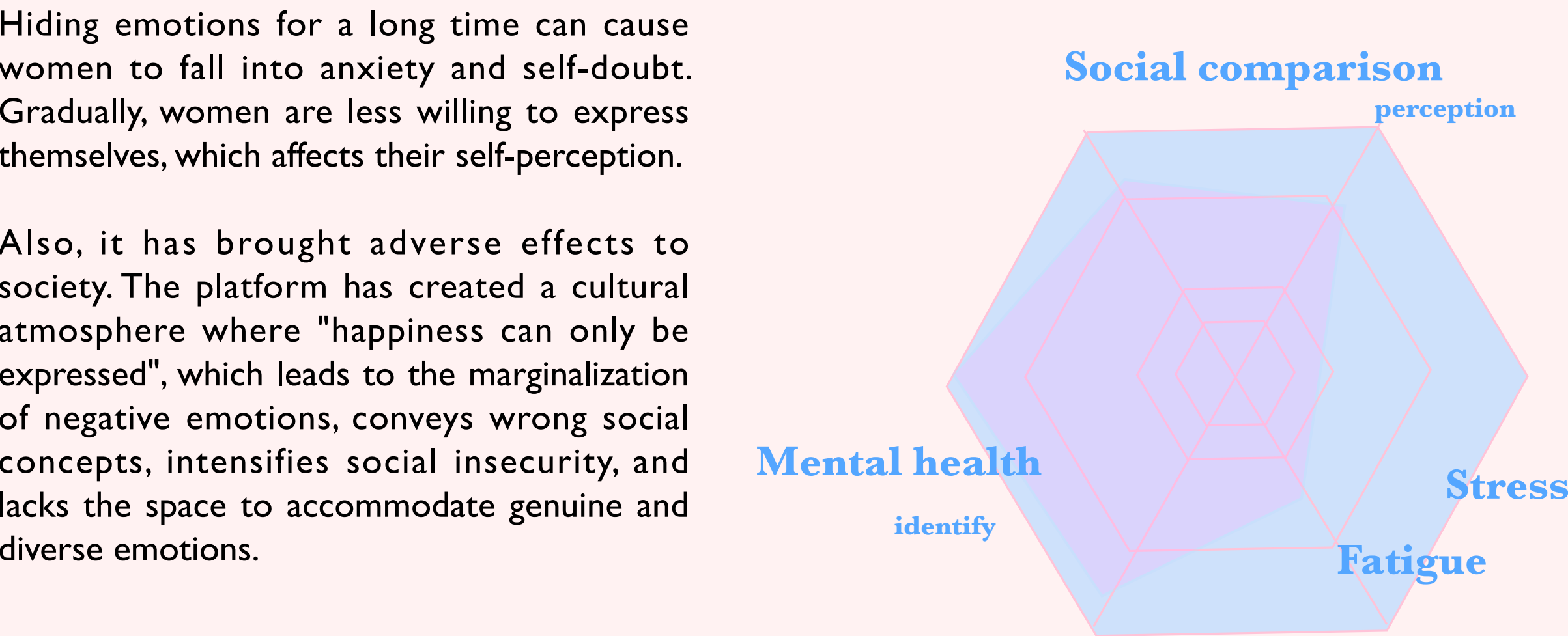
Secondary research

Reasons why Instagram affects emotions

According to the research, I found women's emotional expression on instagram is influenced by many factors. The abuse of filters and the aesthetic trends of platforms have increased the pressure on women. Social comparisons increase users' anxiety, such as the high-quality lives posted by others. Due to the "positive energy" cultural trend and the phenomenon of emotional labeling, women users often only dare to post positive and idealized content to build their own image, choosing to suppress or hide negative emotions.

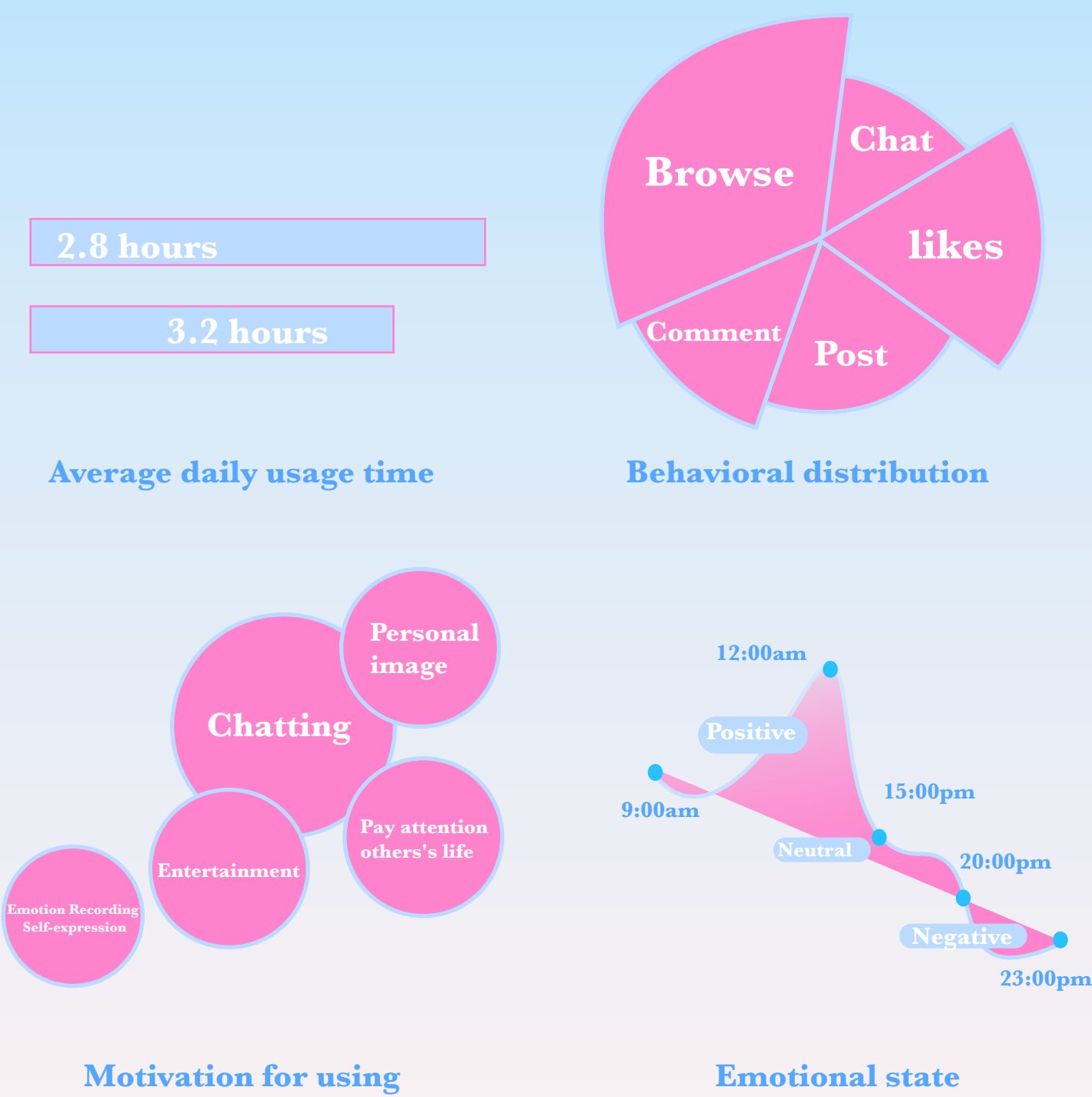


Impact of Instagram on emotions



Women & Instagram

According to the research, I found women are the main active user group on Instagram. Most of their behaviors are browsing and liking, and they dare not comment or post too many words. In terms of content selection, they tend to post "positive" and "aestheticized" emotional content, while negative emotions are often suppressed or hidden.



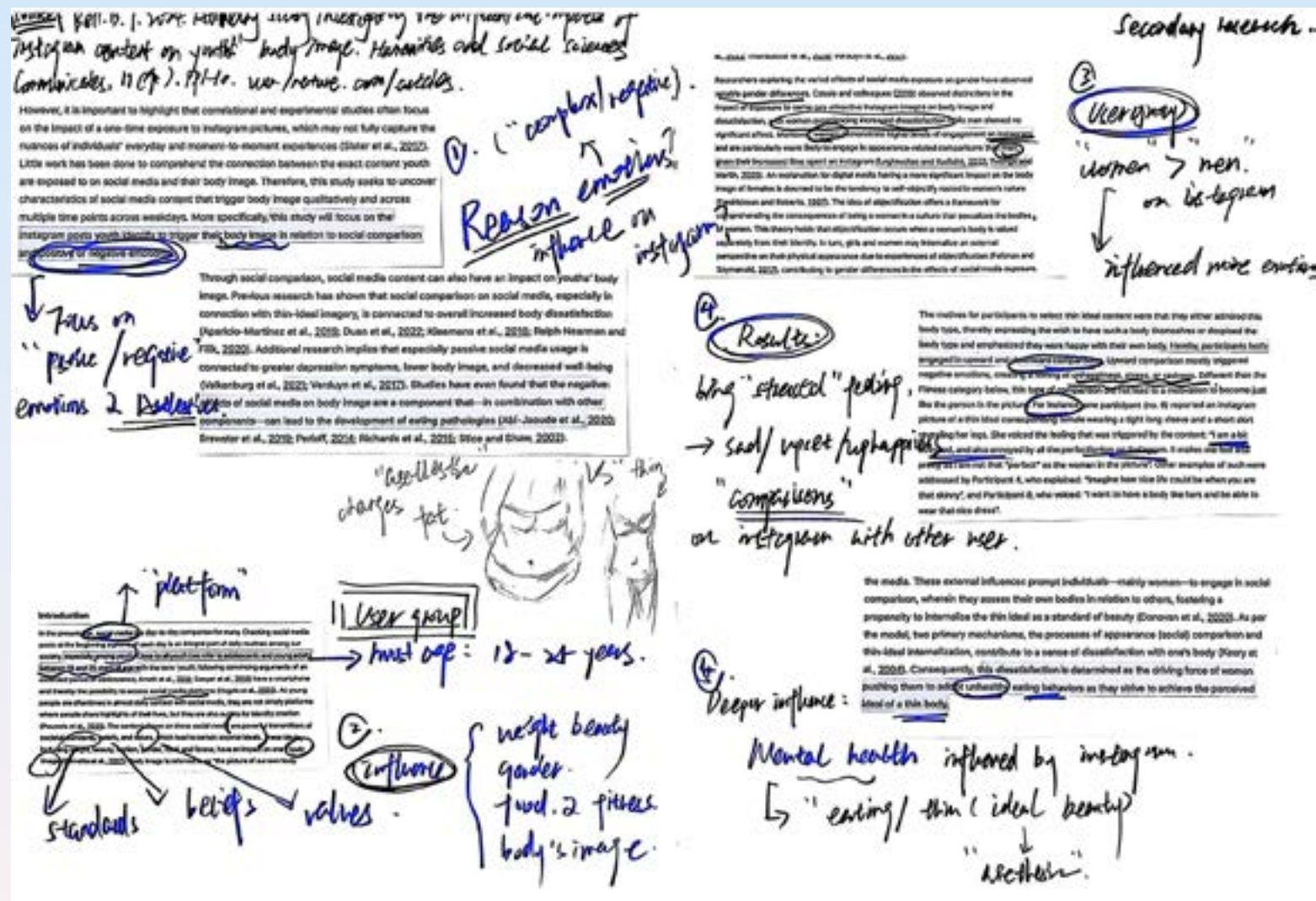
How to solve



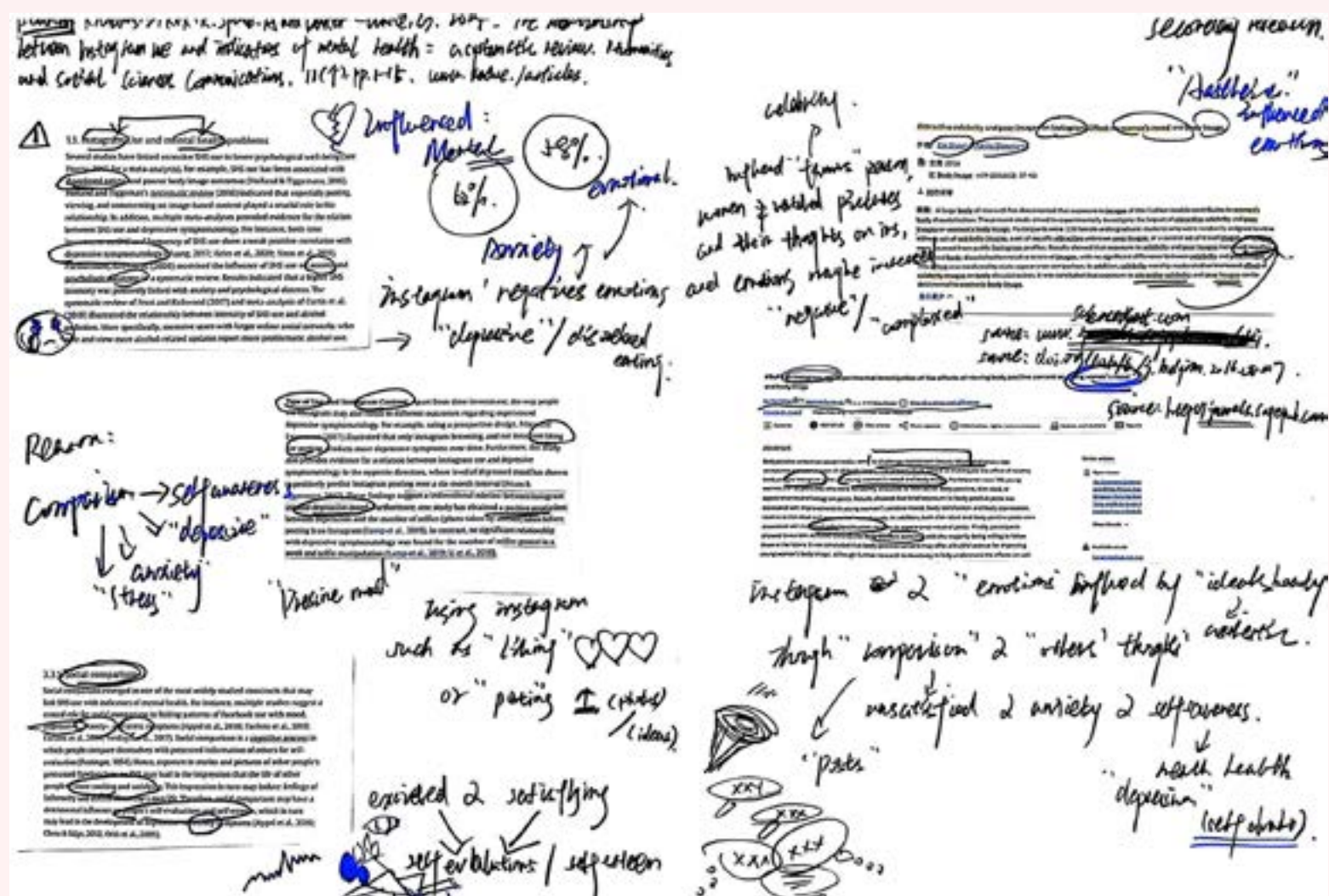
source: photo from Pinterest and then I used Photoshop to secondly creation

Secondary research

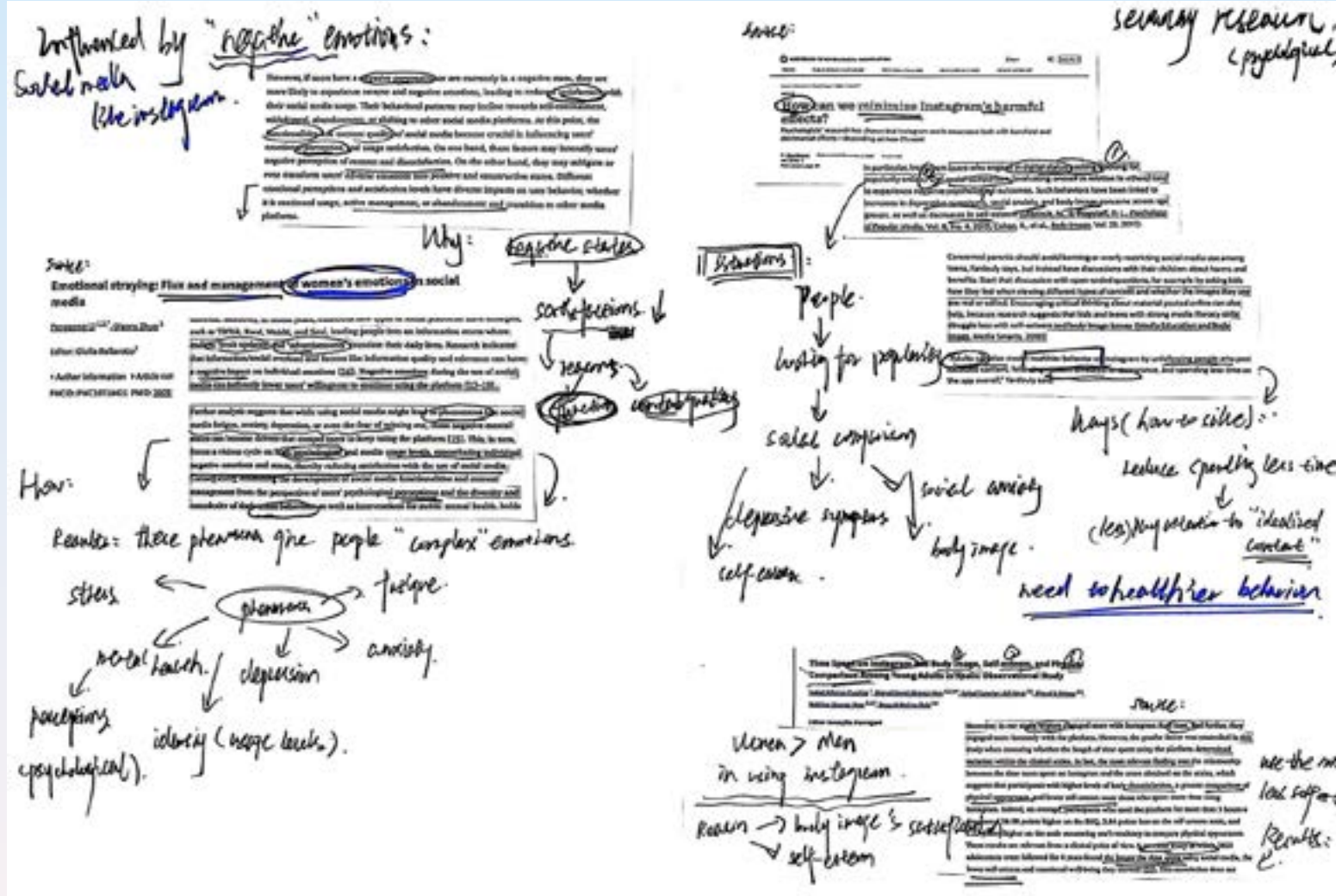
Photo's source: from my sketchbook



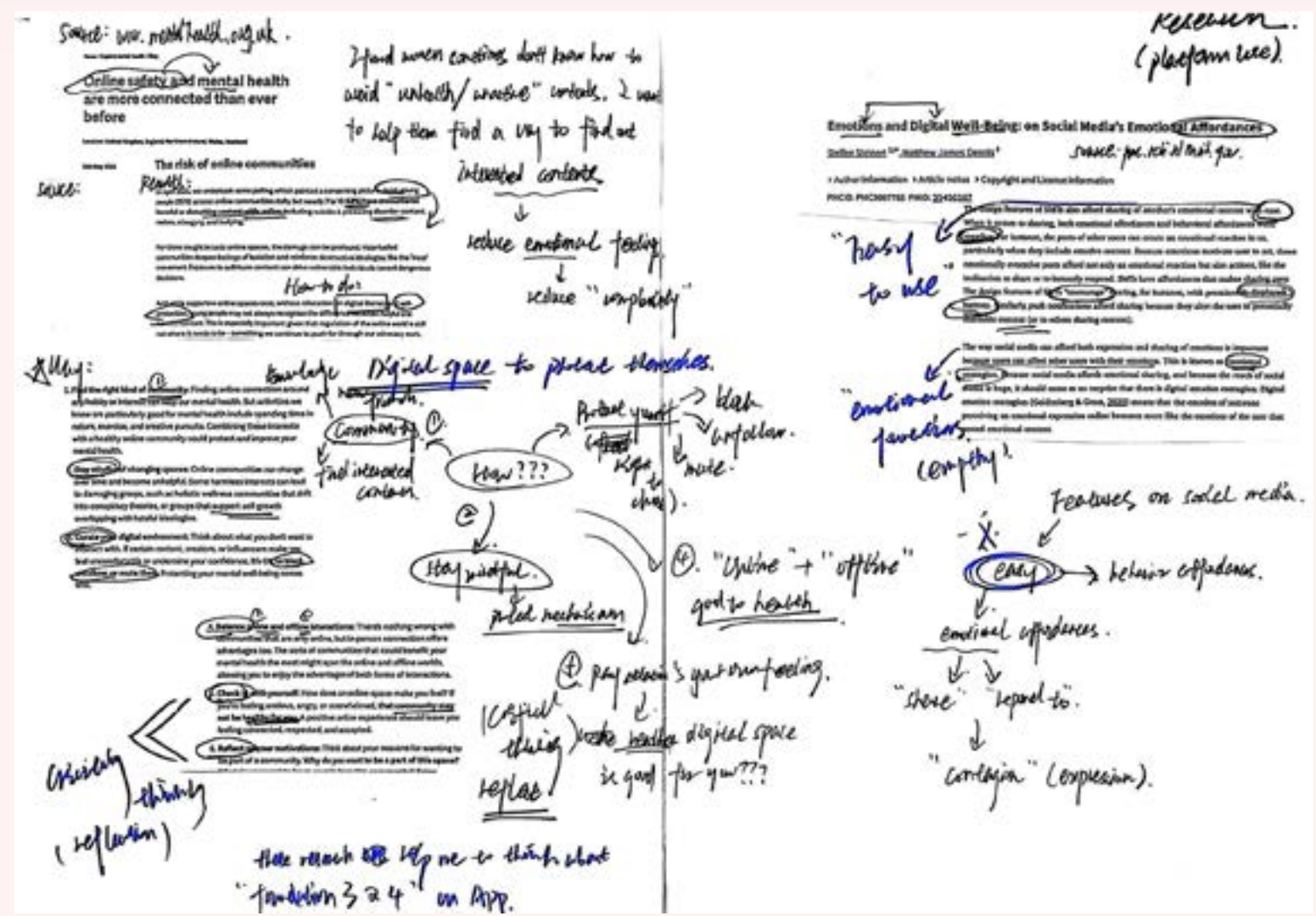
Reasons



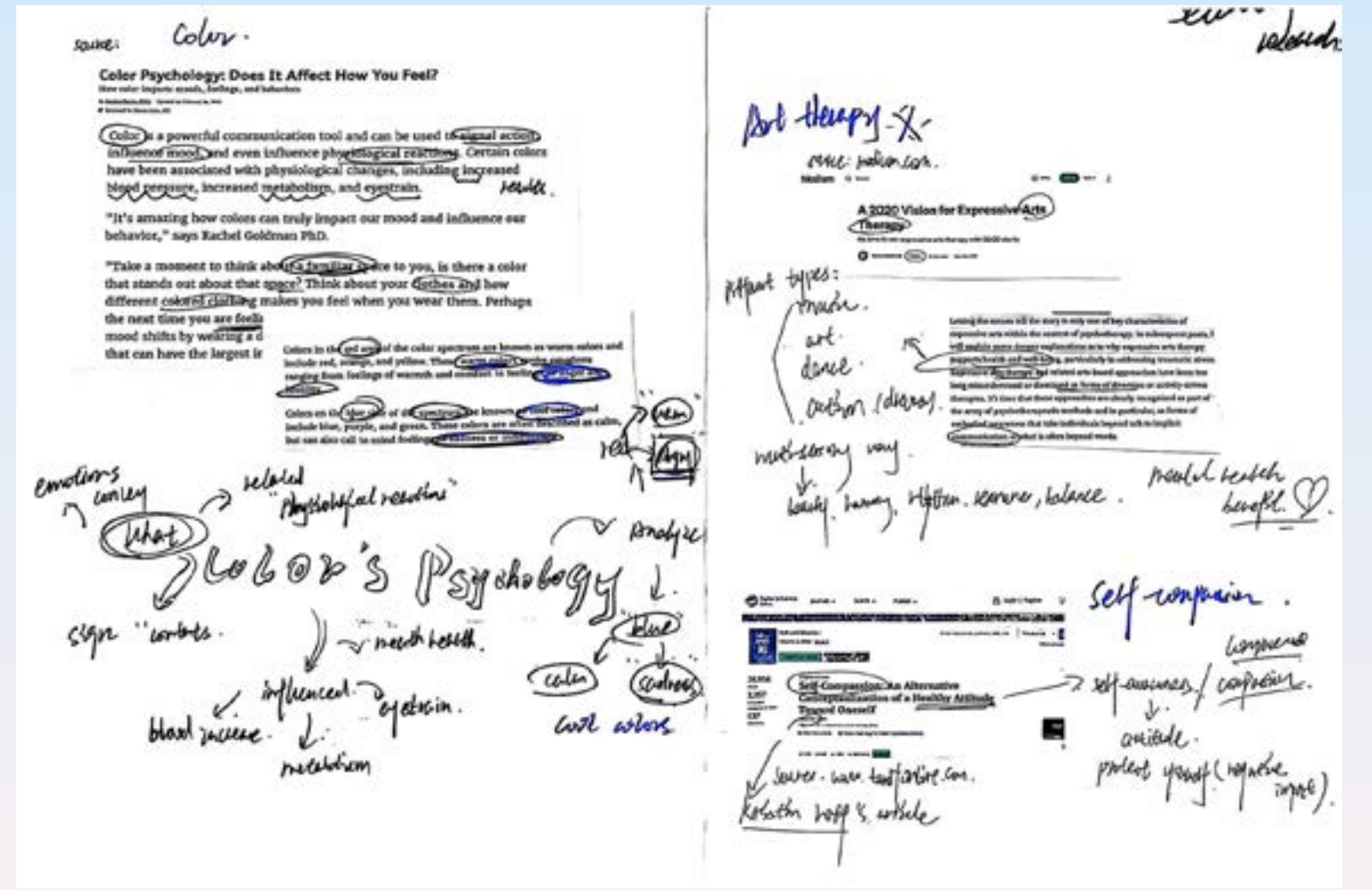
Influence



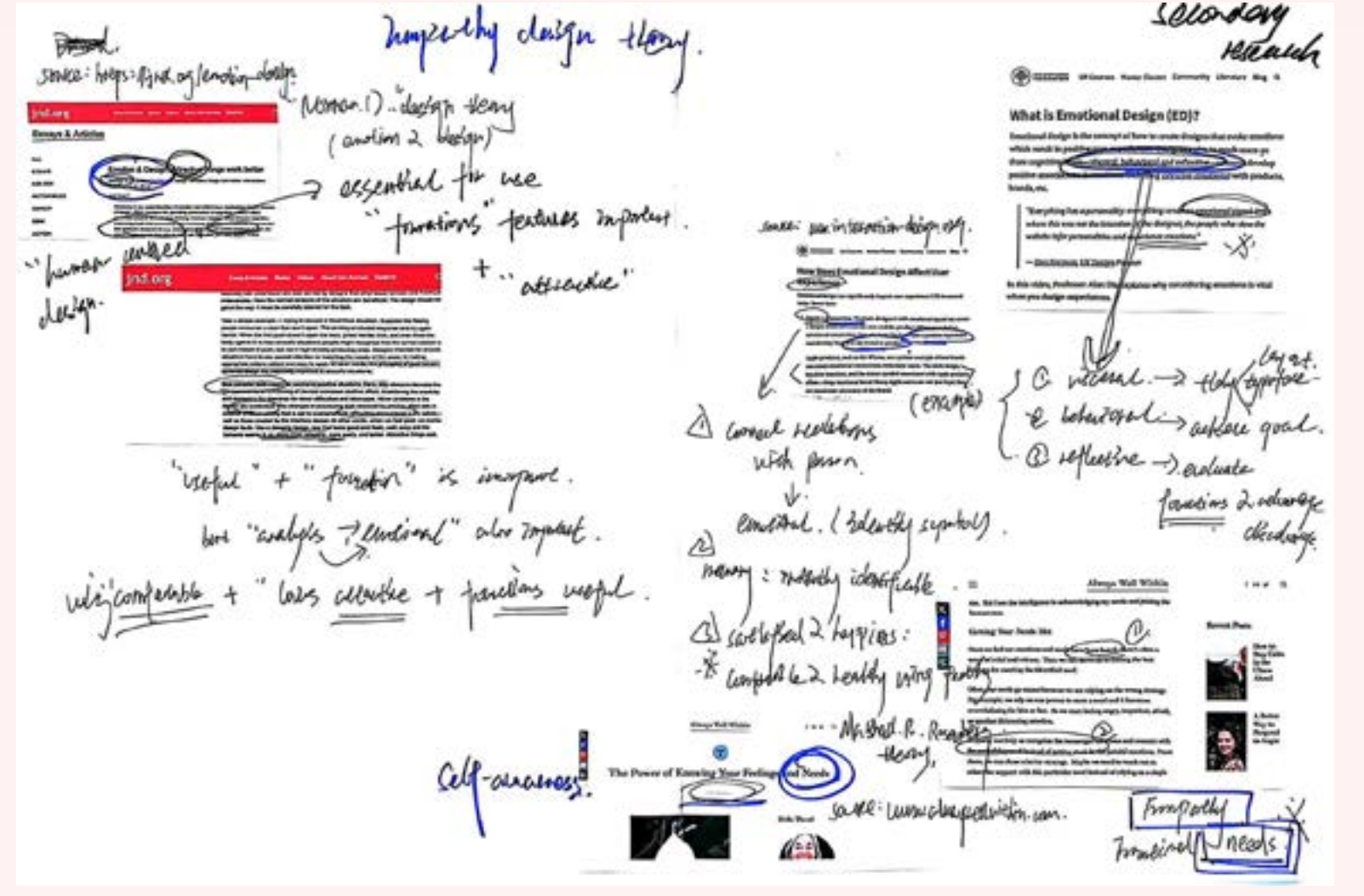
Impact mental problems



Platform security issues



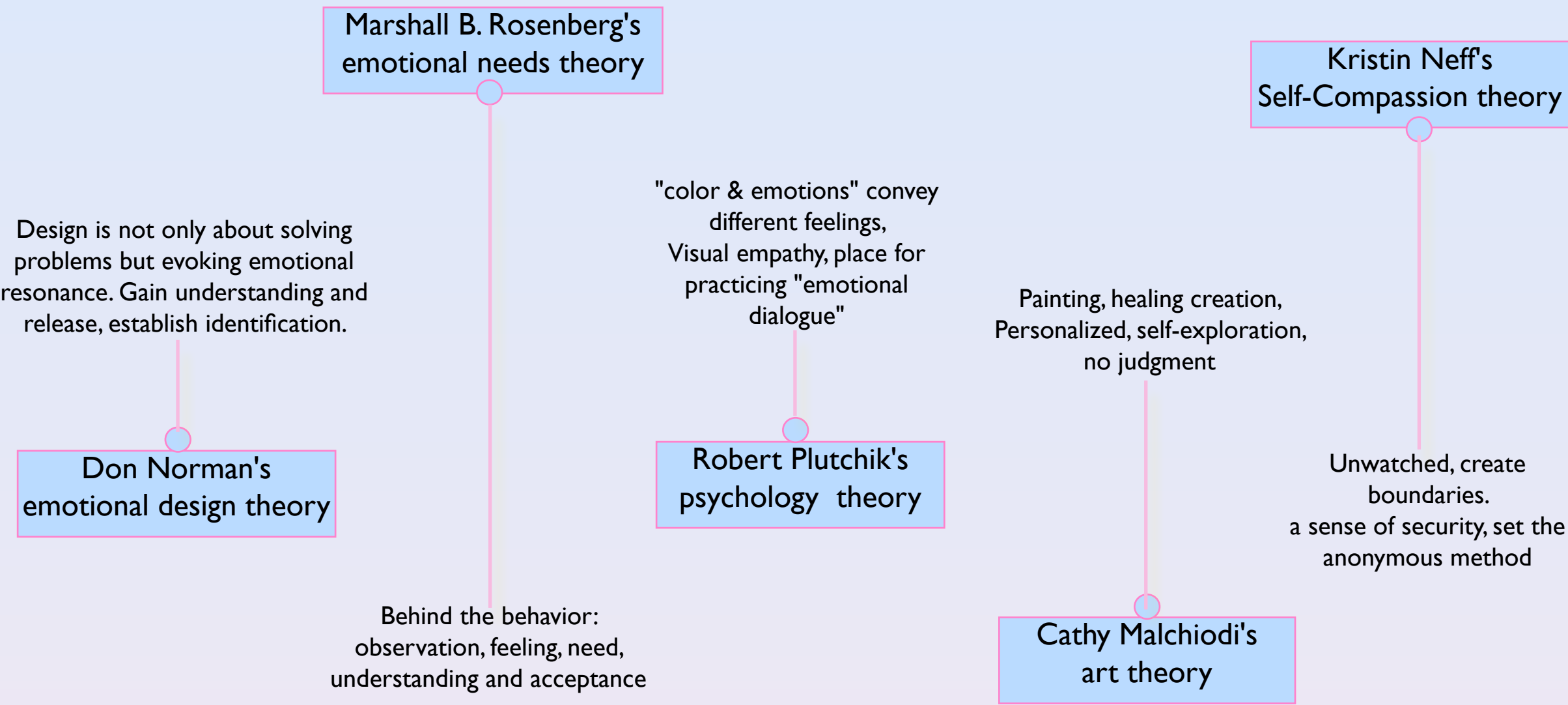
Art therapy & color visual



Empathy design

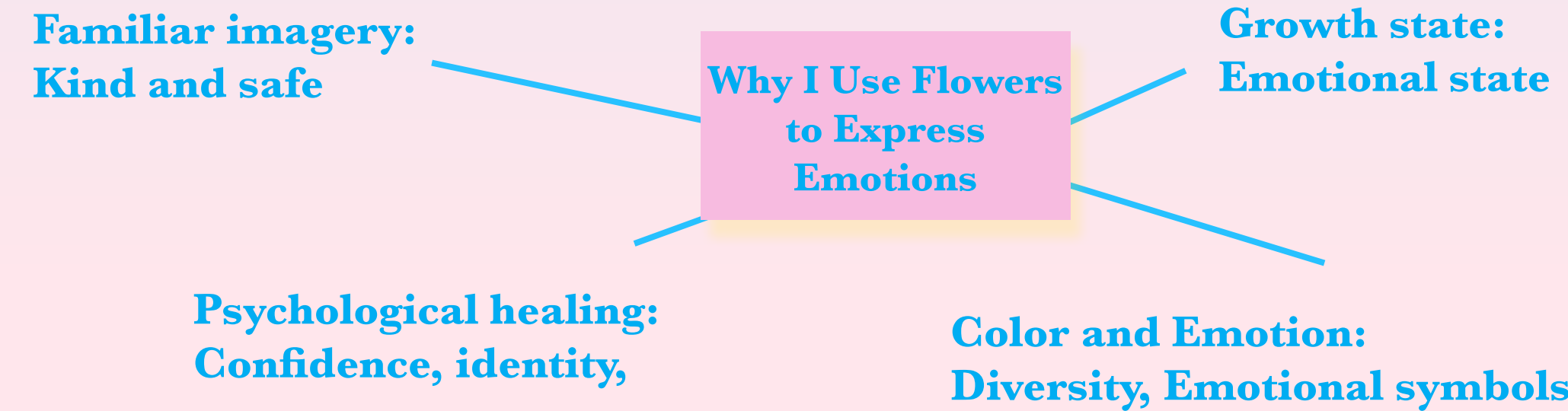
Psychology theory - healing

To provide theoretical support for my design, I researched psychological theories, including empathetic design and emotional needs. Also, art therapy theory emphasizes the importance of visual illustration and safe spaces for expression. These ways provide inspirations for me to creating a safe, and free digital space for expression.



Flower's Symbolic meaning

I choose "flowers" as the visual carrier for emotional expression because they have different symbolic meanings in culture, psychology and vision.



Type of emotion & color

Through research into Plutchik's emotion theory, I discovered that emotions are diverse and complex, encompassing six emotional states: Joy, Optimism, Fear, Anxiety, Sadness, and Angry.

Also, these emotions are often expressed through colors in psychology. Pink symbolizes encouragement and warmth, yellow represents positivity and vitality, green represents avoidance and insecurity, purple conveys internal friction and overthinking, blue represents loneliness and powerlessness, and red symbolizes outbursts and repression.

Thus, I selected six representative emotions and used their colors to create unique color schemes and character images for my app design. I will use color visualization to help users identify and express their emotions, creating a digital space where emotions are visible and freely expressed.

source: from my sketchbook



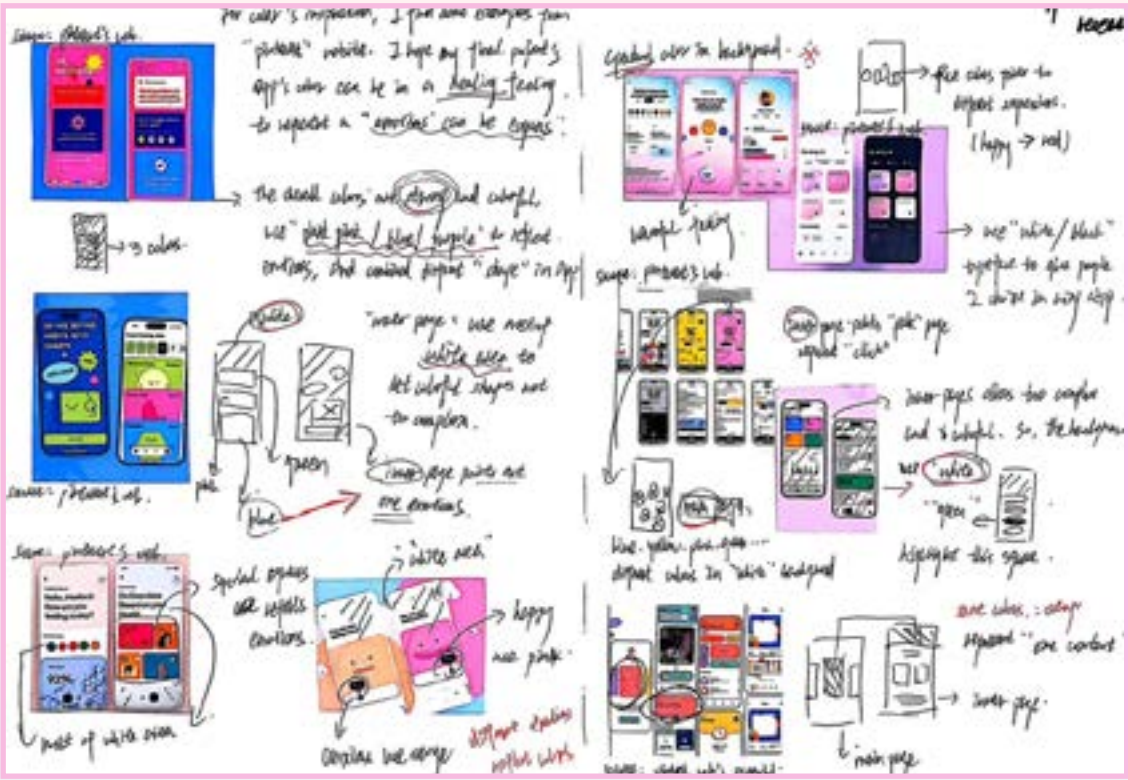
Photo's source: from my sketchbook

Visual style's research

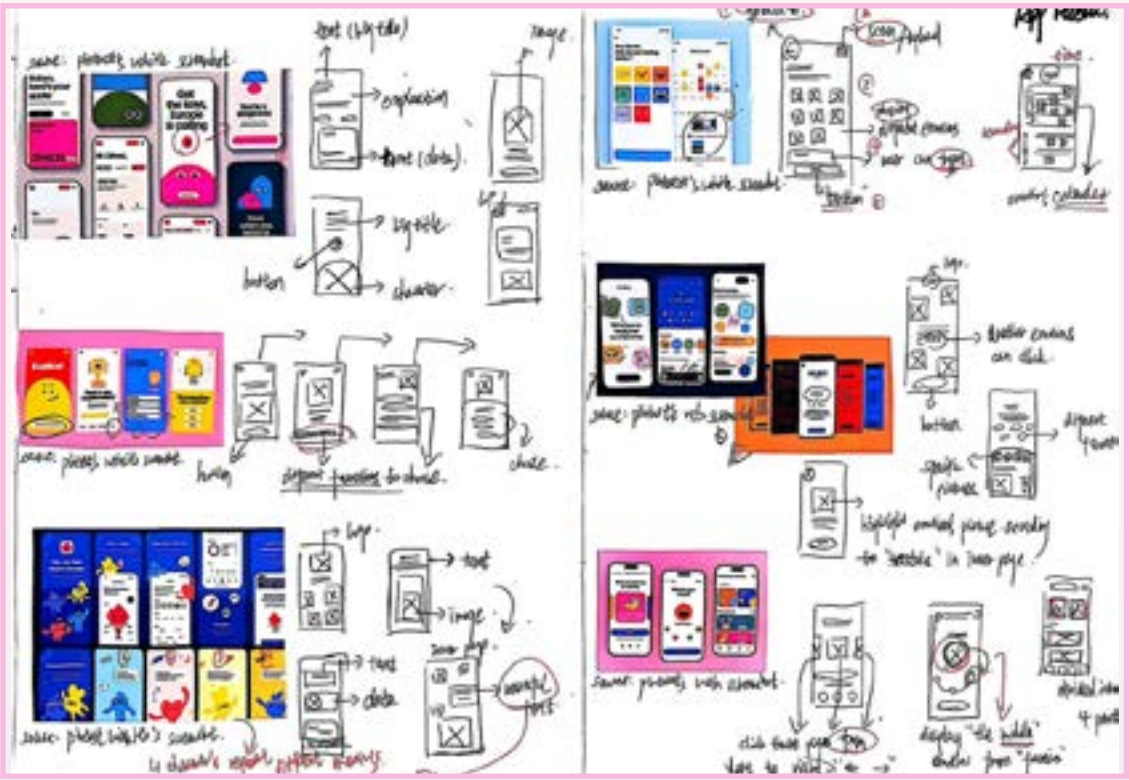
I searched for inspiration on "Pinterest websitie" for color and app's layout. I believe that design should not only create visual impact but also interactive content to enhance the user experience. In addition, I found inspiration in anthropomorphic illustrations for flower. For example, designed by Christian Kasenda on the Dribbble website. This designer's visual style creates a sense of free emotional expression, allowing users to connect with the metaphorical meaning of the flowers.

Photo's source: from my sketchbook

Color research



Layout research



Character's idea (Ip design)

When designing the character illustrations, I used the "flower head" as the core symbol. I embodied emotions as flowers with varying expressions. Emotions like flowers are complex and varied. The illustrations characters are overall round and cute, with simple and smooth lines, giving users a simple and comfortable visual experience.



Photo's source: from my sketchbook

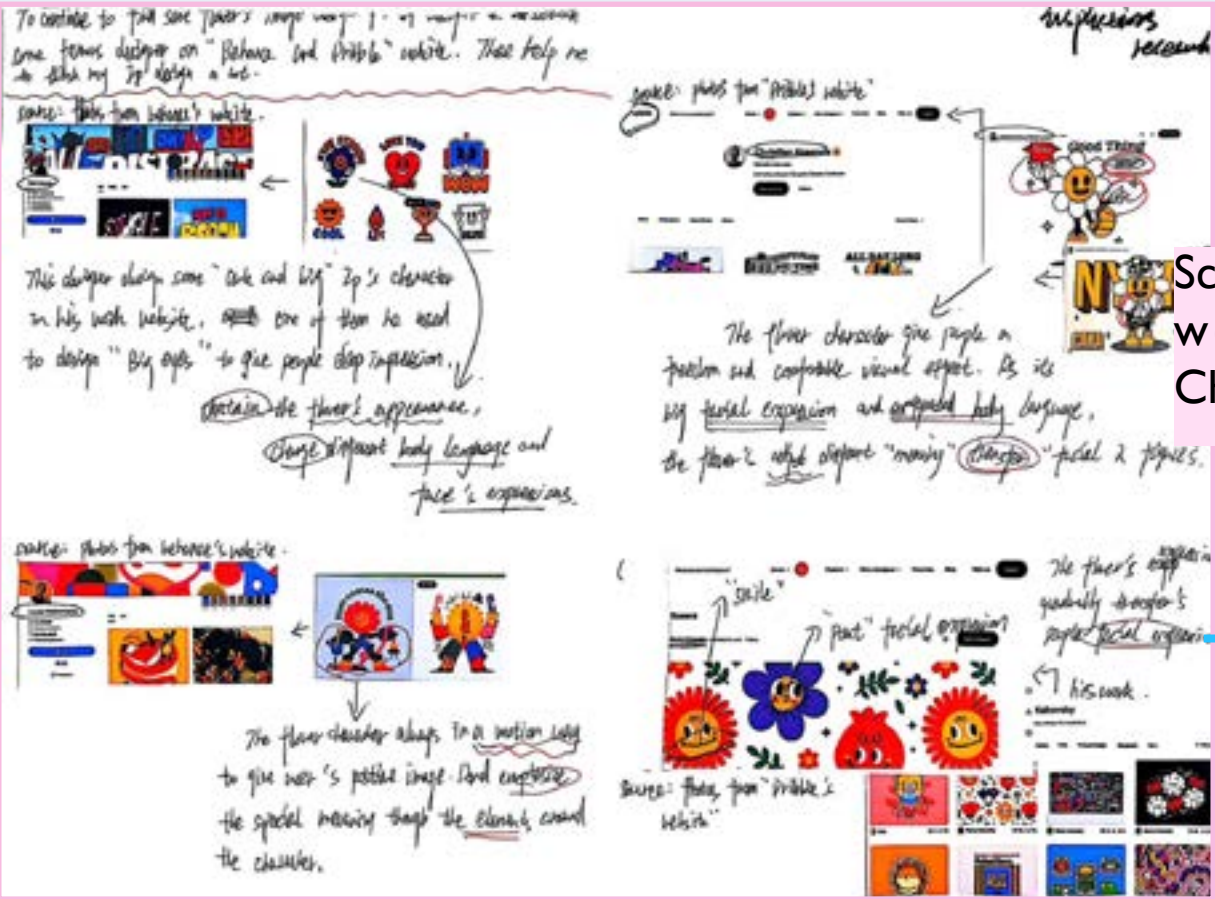
App's name

I named this project "MoodFlower". It emphasizes the visualization of emotions and creates a digital space for users to express their emotions freely and comfortably. I think this app is not a traditional psychological platform in the conventional sense, but a place can accompanies users to express themselves and guides them to reflect on their inner emotions.

Character illustration research

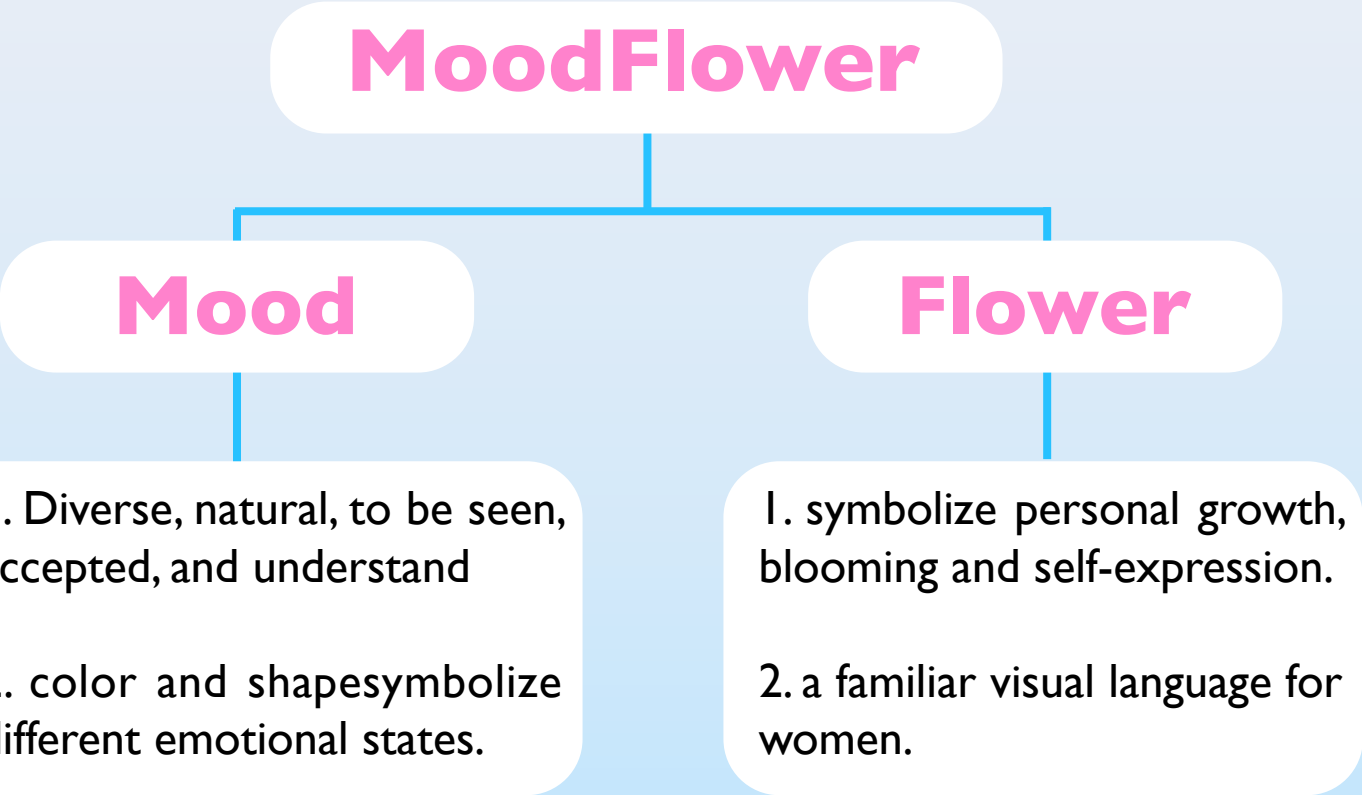
Screenshot from Behance website, designed by Mat Voyce

Screenshot from Behance website, designed by Lucas Wakamatsu



Screenshot from Dribbble website, designed by Christian Kasenda

Screenshot from Dribbble website, designed by Slavko Kahovsky



Moodboard

This collage showcases the conceptual ideas I developed after research. Flowers are a visual symbol of emotion. Their colors and growth states represent varying moods. Flowers have a healing effect on psychology and represent women's need for self-identity and emotional release. Through this app, I hope to provide young women with a space to record their emotions, release stress, and engage in self-reflection.

So, I personified flowers as IP characters to express different emotional states. I use color and interaction to stimulate users' emotional release. App will also offer emotional activities and anonymous resonance spaces to help users achieve emotional resonance. App aims to use companionship assistants to guide reflection on emotional expression during discussions, encouraging women to express their feelings.



source: photo from Pinterest and then I used Photoshop to secondly creation

Competitive analysis

I analyzed 4 similar emotional apps. By comparing their functionality, visual style, and user experience, I analyzed their advantages and disadvantages. These inspired me to create an emotional app with strong visuals, free expression, and interactive features.

Photo's source: from my sketchbook



	«MOODA»	«Headspace»	«How We Feel»	«Mood Bubble»
S	Cute characters attracts attention and leaves a deep impression	High popularity, professional content, and clear and bright interface	Support emotion tracking and recognition	Bubble visual symbols have strong interactivity.Available in multiple colors
W	Function is single, lacking social interaction and reflection guidance	Limited emotional expression Lack of personalized emotional records	Layout is simple and the visual effect is not attractive. Lack of interactive expression.	Lack of emotional tracking and feedback
O	Develop an emotion labeling system. Related to psychological education	Combined with emotion recognition function, to become comprehensive psychological app	Combine with illustrations to broaden more visual styles	Enhances long-term usage value, incorporating characters to record emotions
T	It is easily replaced by functional apps, lack of emotional data analysis.	There are many new types of personalized app available, so users prefer to express freely	Insufficient motivation. Young users may prefer apps that evoke emotional resonance.	Lacking more express emotions function and interactive elements.

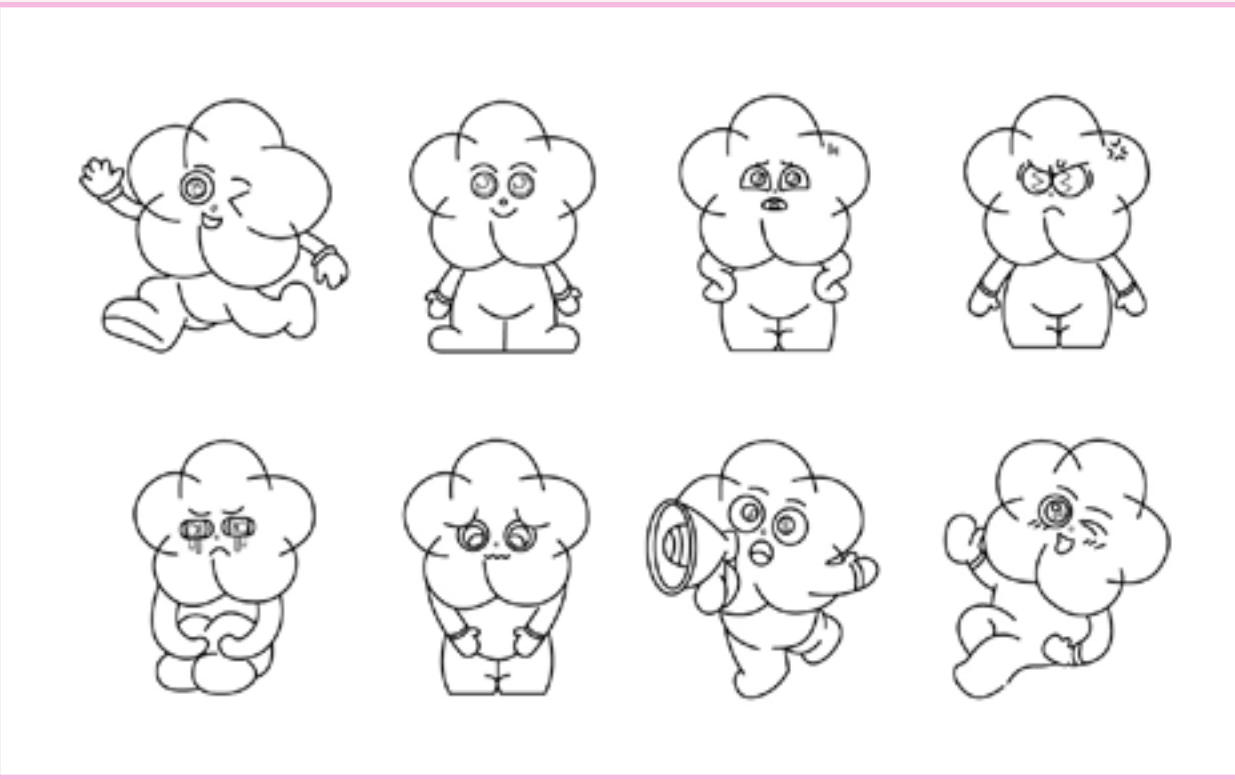
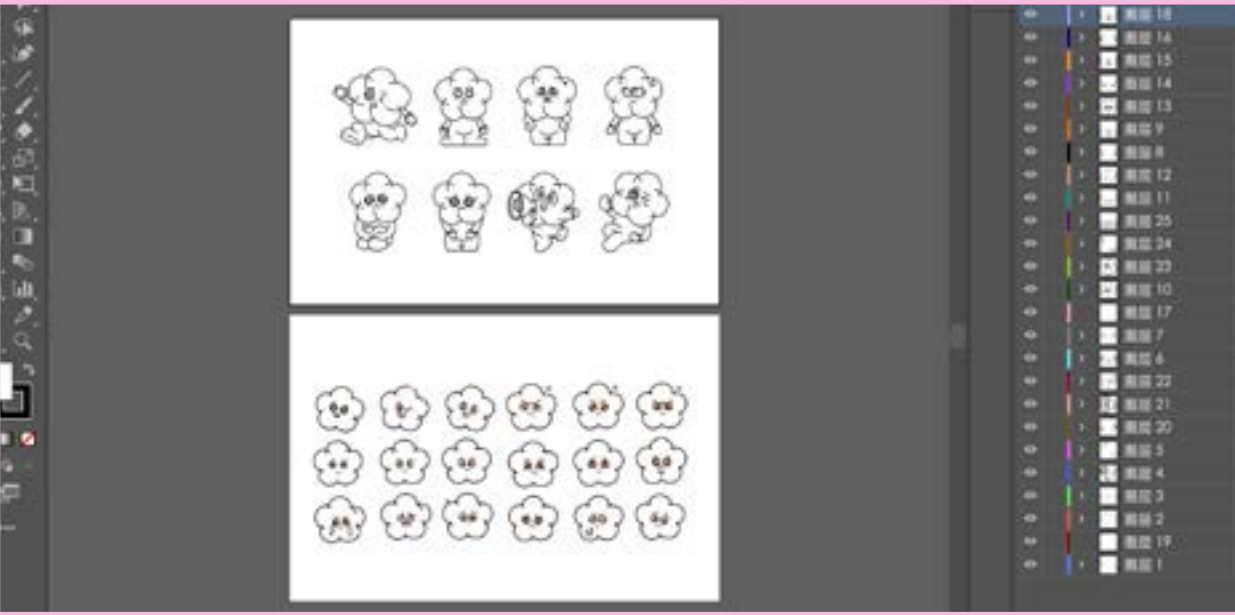
Sketches

Handdraw Illustrations

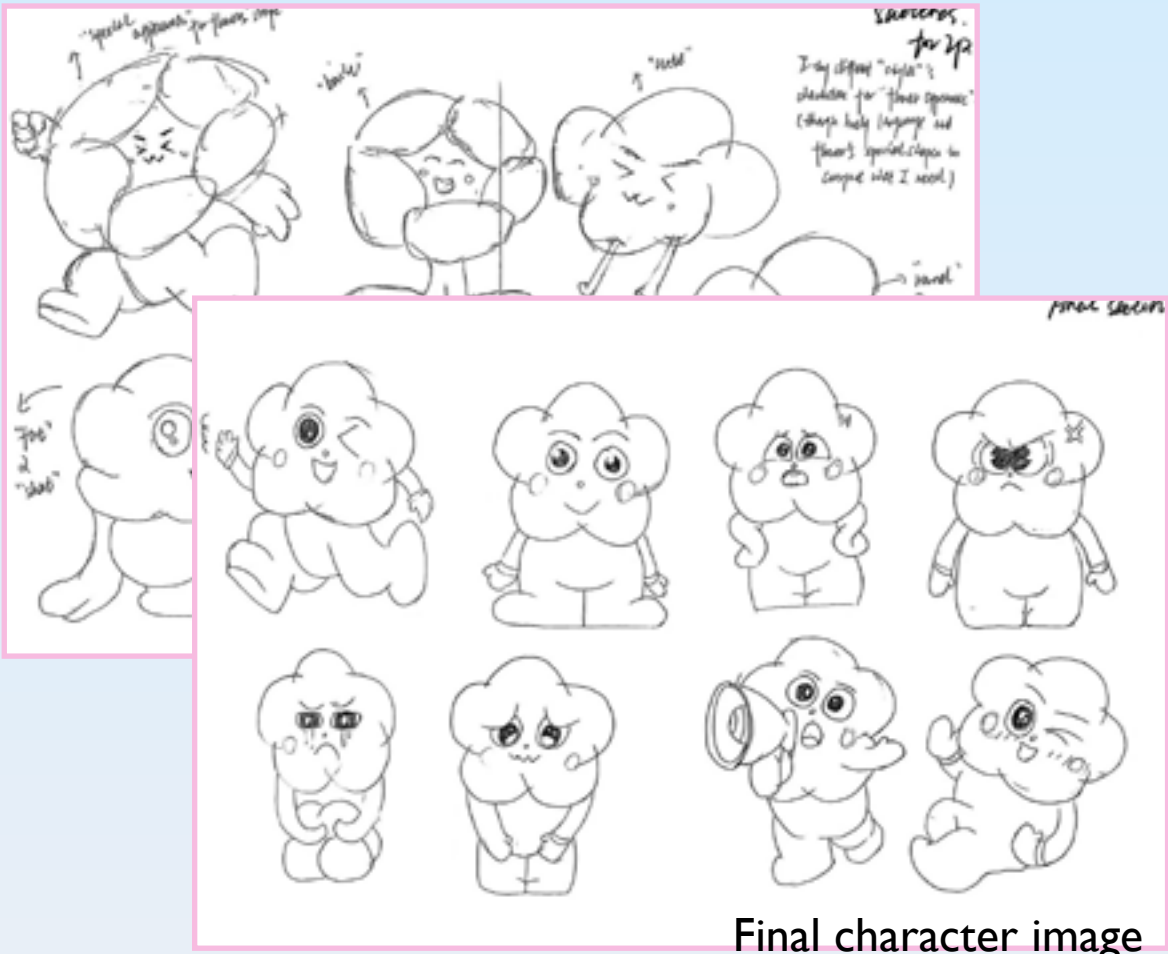
During the sketching stage, I first developed my imagination based on the image of "flowers". I drew some sketches of the flower's shape, including shape and lines of the petals. I also draw users' different emotions such as anger, anxiety and sadness through changes in their eyes, eyebrows and mouth shapes.

Finally, I chose a round and full flower shape as the main visual head, and tried to use different body languages and facial expressions as the main visual IP character of "Moodflower".

Blackwhite Illustrations

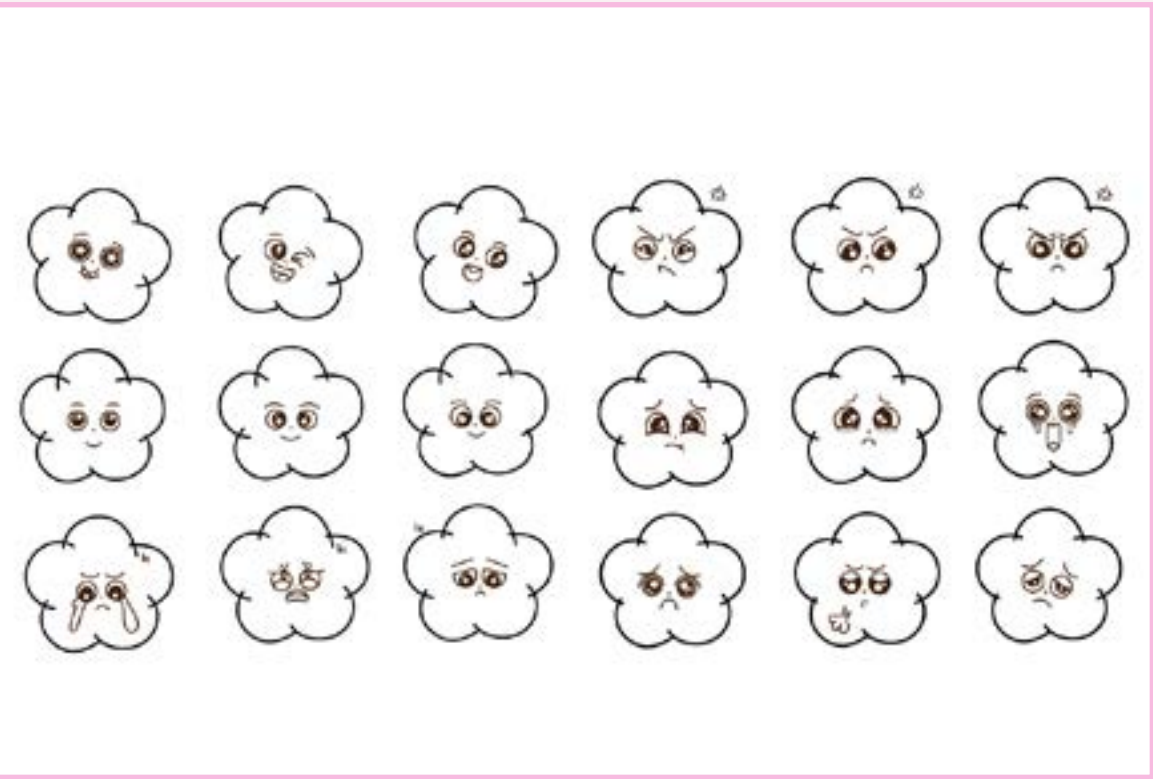


Early different ideas



Final character image

designed by Adobe Illustrator



Color Illustrations

I color the characters based on different emotions. I hope that color matching can enable women user to identify the emotion type at a glance. I ensured the overall style harmony of the six characters by adjusting the lightness and saturation of the colors.



Logo design

The Logo takes personified flowers as its main image. The six illustrated characters represent different emotions through different colors, conveying the diversity and inclusiveness of emotions. These illustrated characters are gathered together to form a whole, which implies that emotions are not isolated but influence and coexist with each other.

Cute and interesting illustration characters give users a warm and friendly feeling, attracting their attention and making them to resonate. Through this logo, I hope to guide users to face up to the diversity of emotions and create a space where they can freely express and accept their emotions.

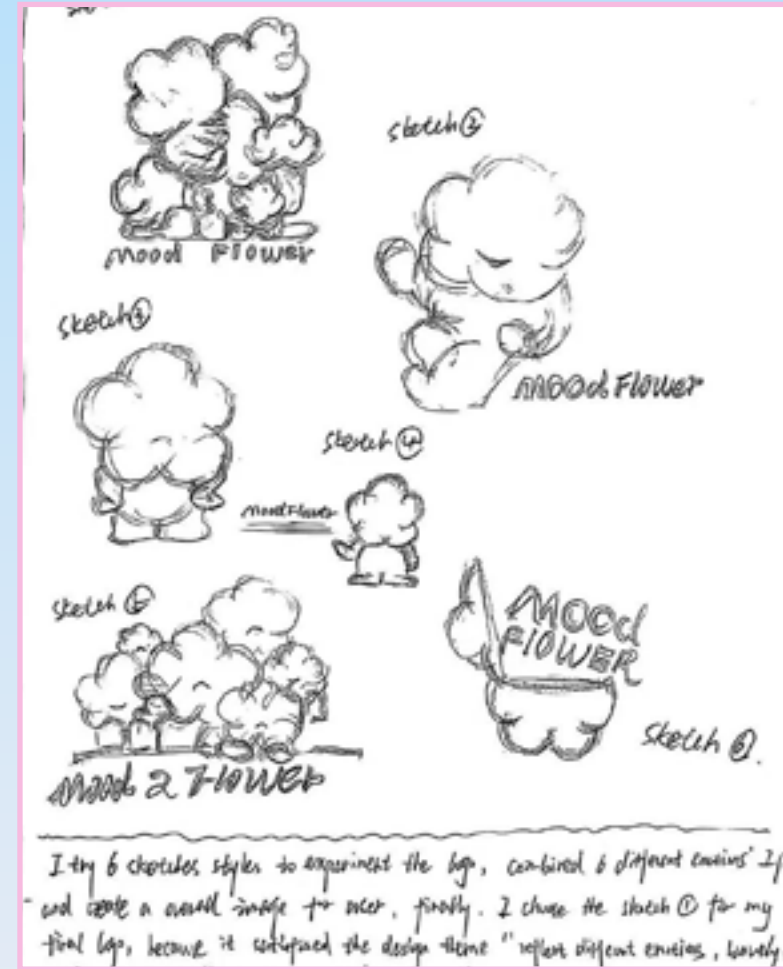
Final logo design



MoodFlower

designed by Adobe Illustrator

Early logo sketches

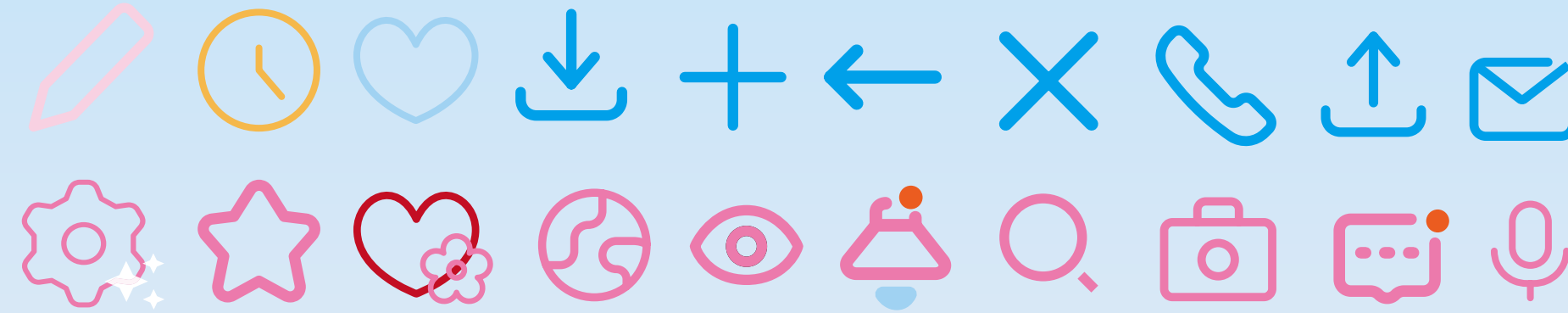


Photo's source: from my sketchbook

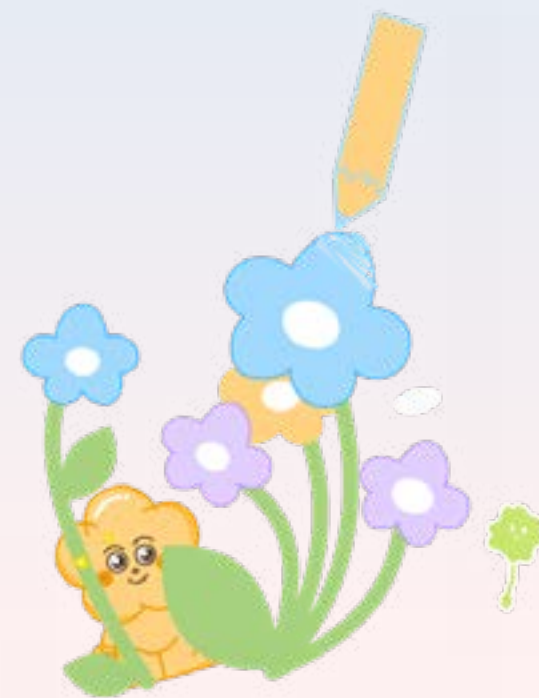
Illustration elements & Icon design

My inspirations for illustration elements and icon designs come from impact of "Instagram" on emotions. So, I handdrew some sketches on sketchbook and colored by Adobe Illustrator. Based on the data and events obtained from secondary research, I found that most women are deeply influenced by aesthetic pressure and labeling, which leads to emotional suppression. So I combined flowers with story scenes to express different emotions and behavioral states.

To ensure clarity and ease of recognition, the icon design features simple and smooth lines, while harmony with the app's style and creating an interesting interactive visual effect.



Photo's source: from my sketchbook



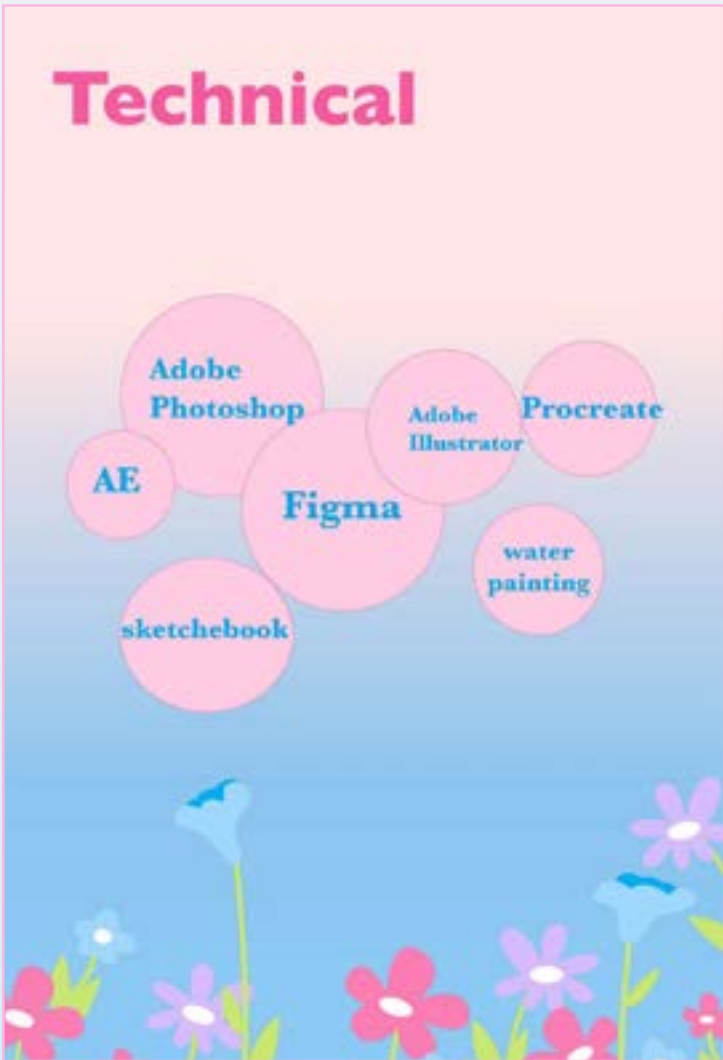
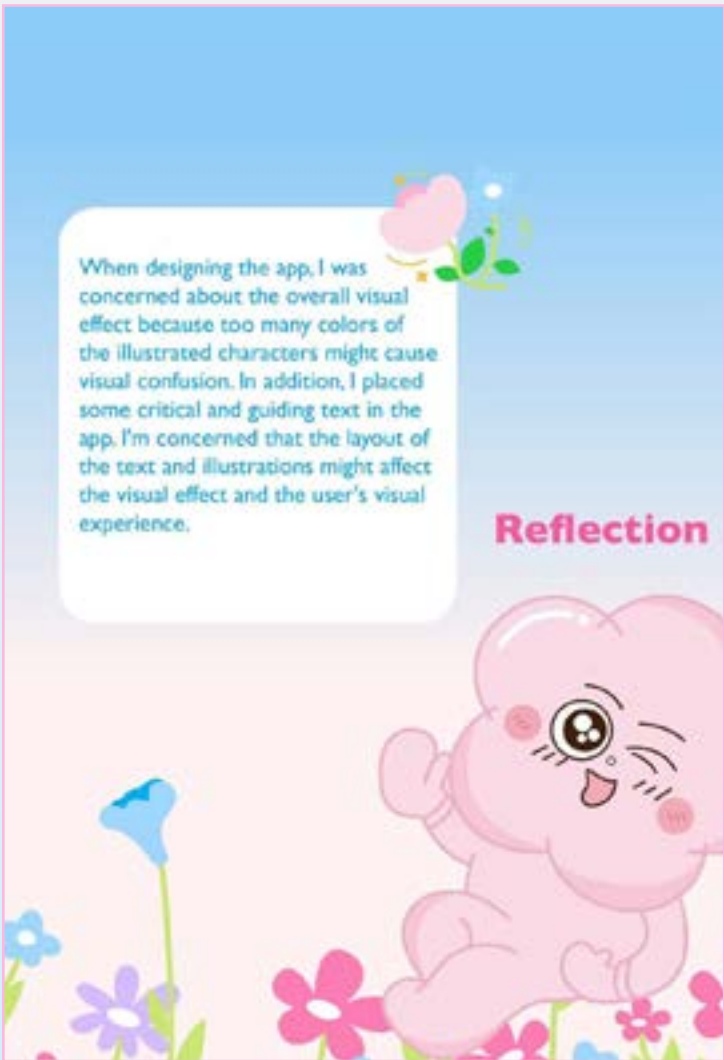
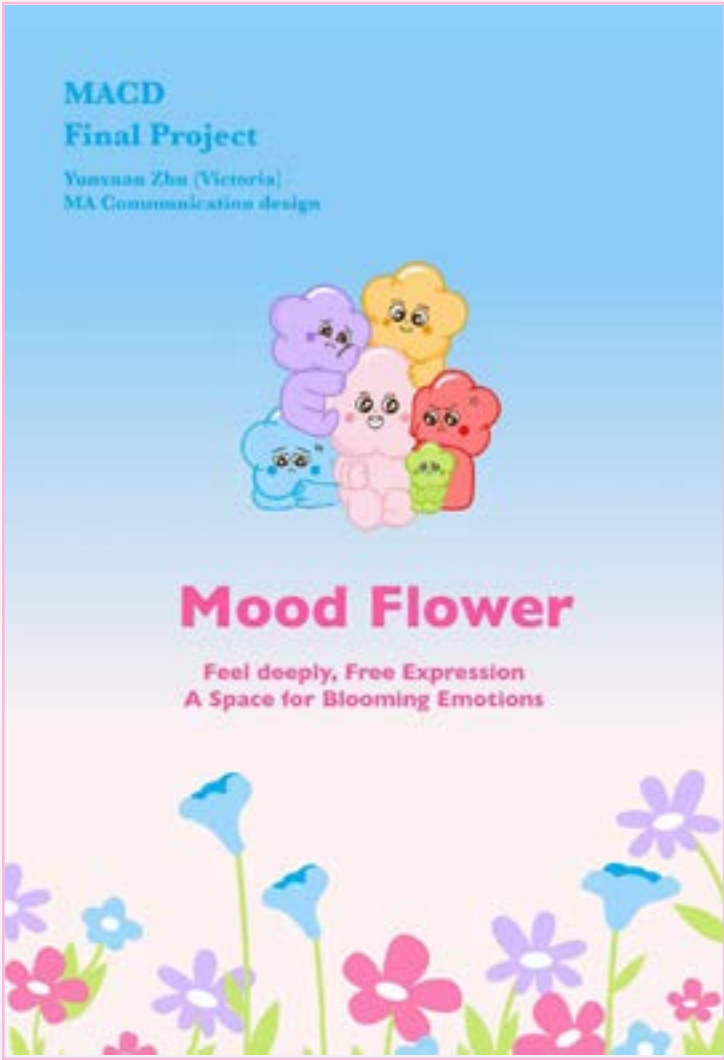
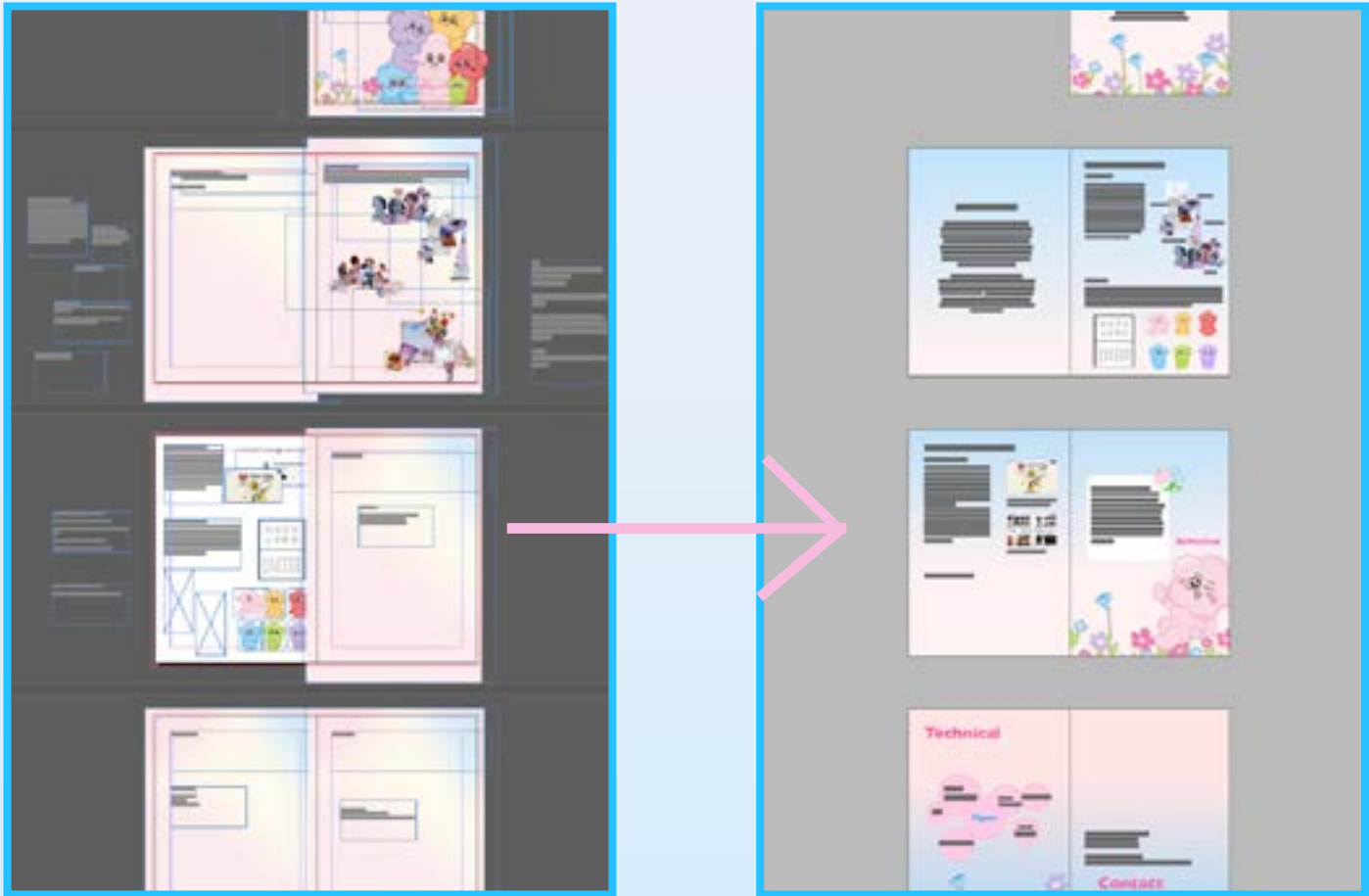
Zine process

This is my first time to designing "Zine". I hope to convey the "MoodFlower" design concept through a simple layout and clear content.

During the layout process, I avoid using complex decorations and only retain the core visual elements and images. I hope readers can quickly understand the theme of my project.

Also, I have tried and improved the color matching many times. Pink, blue and yellow were chosen to create a healing atmosphere. And I hope to maintain a neutral atmosphere and guide people to be aware of the diversity of emotions. So, I adjusted the background color tone overall to give people a strong visual impact.

Improvement process:
designed by Indesign software



Development

Wireframe

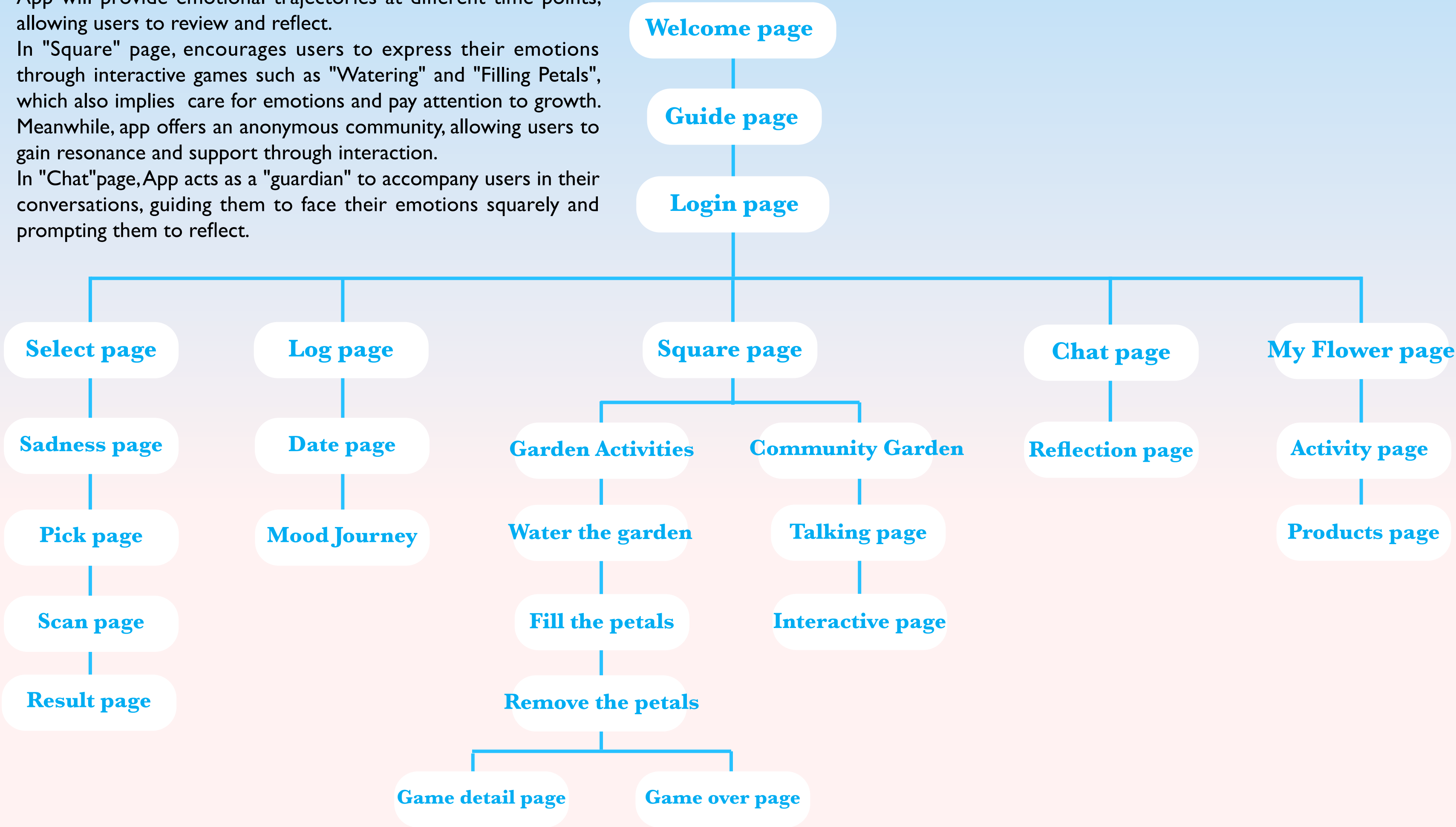
MoodFlower combines online and offline experiences to create a digital garden space that visualizes emotions, evokes resonance and reflection. MoodFlower includes five core functions.

In "Select"page, users can truly choose their emotions, such as Sadness. The system will conduct a self-scan, provide feedback on the source of the emotion and its potential impact, and help users become aware of their inner state.

In "Log" page, users can track their daily emotional changes. App will provide emotional trajectories at different time points, allowing users to review and reflect.

In "Square" page, encourages users to express their emotions through interactive games such as "Watering" and "Filling Petals", which also implies care for emotions and pay attention to growth. Meanwhile, app offers an anonymous community, allowing users to gain resonance and support through interaction.

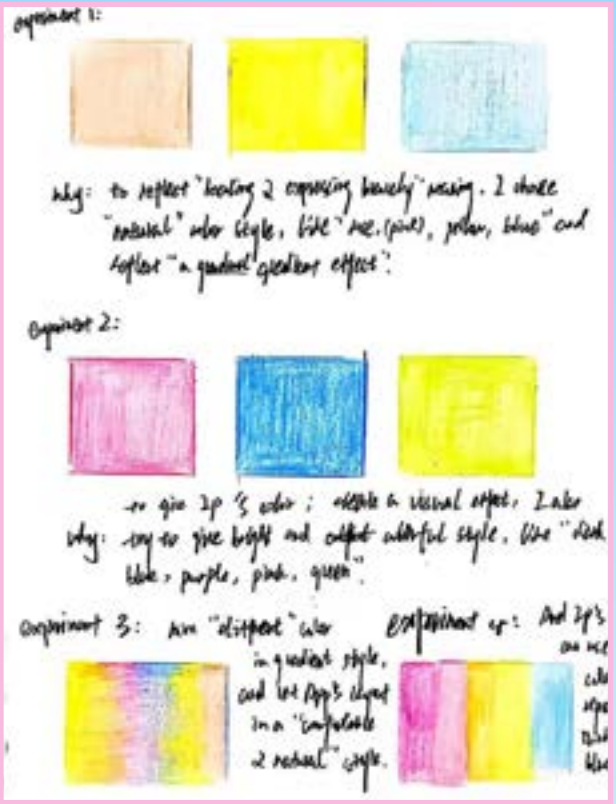
In "Chat"page,App acts as a "guardian" to accompany users in their conversations, guiding them to face their emotions squarely and prompting them to reflect.



Color scheme

Photo's source: from my sketchbook

I tried for a long time on sketchbook for color matching. I chose soft color tones because there are a large number of illustration elements and characters in app's interface, which avoids giving people a chaotic feeling. The overall color style conveys a hopeful and comfortable atmosphere. The color scheme maintains the overall visual unity, reflects the diversity of emotions emphasized by the project theme.



#ffd281

#a1d9fe

#fadae4

#c9e771

#fe7e80

#d6bbff

Typeface

I choose to use a large number of simple and modern sans-serif fonts and a small amount of decorative fonts. The entire interface creates a clear, interesting and warm reading experience for readers.

GillSans Regular

GillSans Bold

Roboto Regular

Roboto Medium

Roboto Bold

Mogra regular

Pacifico regular

Baskerville Italic

App early sketches

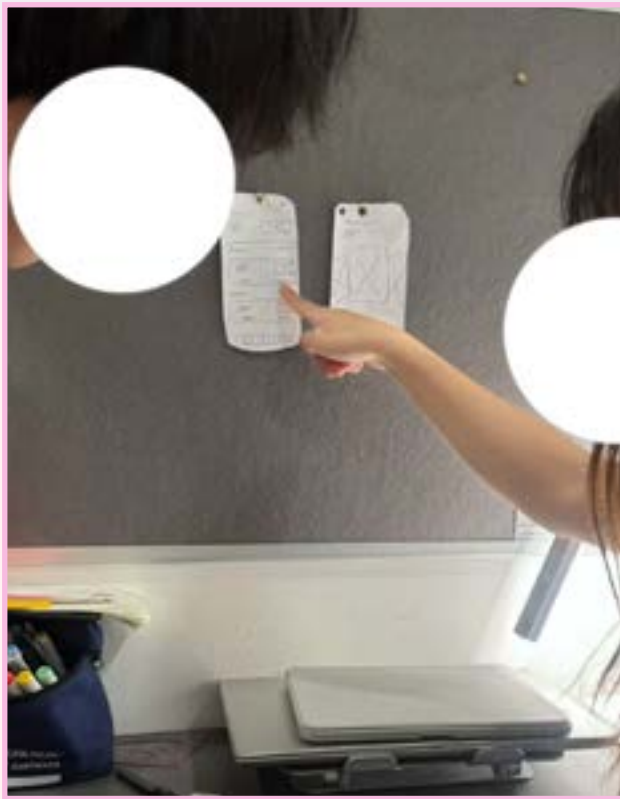
I have drawn several different layout scheme for app. To optimize the user interaction experience, I think about how to make the functions more interesting to attract users' hearts to keep exploring. I also need to avoid visual confusion of text and image information and consider the content hierarchy, such as the size of the placement of text and images.



Photo's source: from my sketchbook

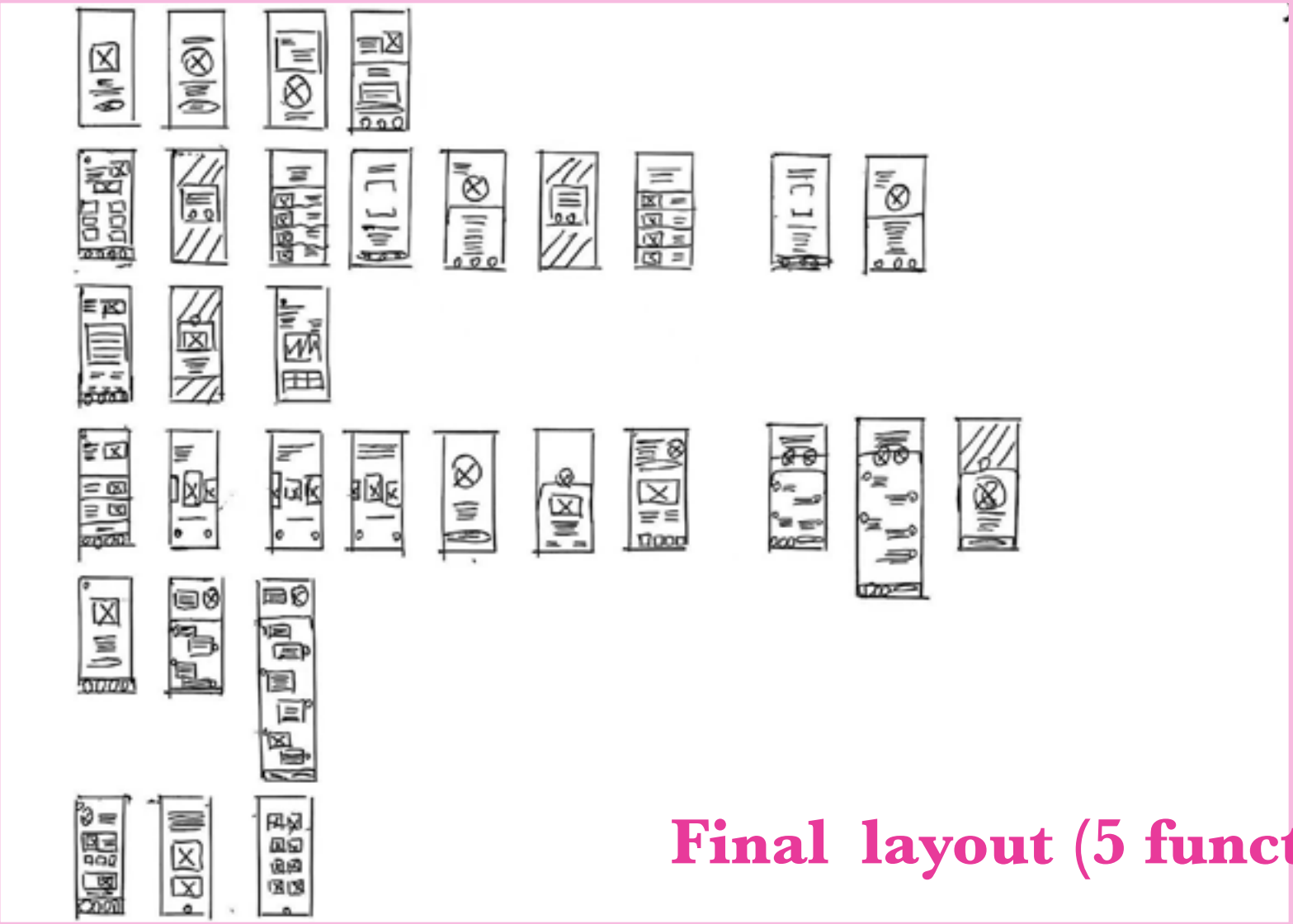
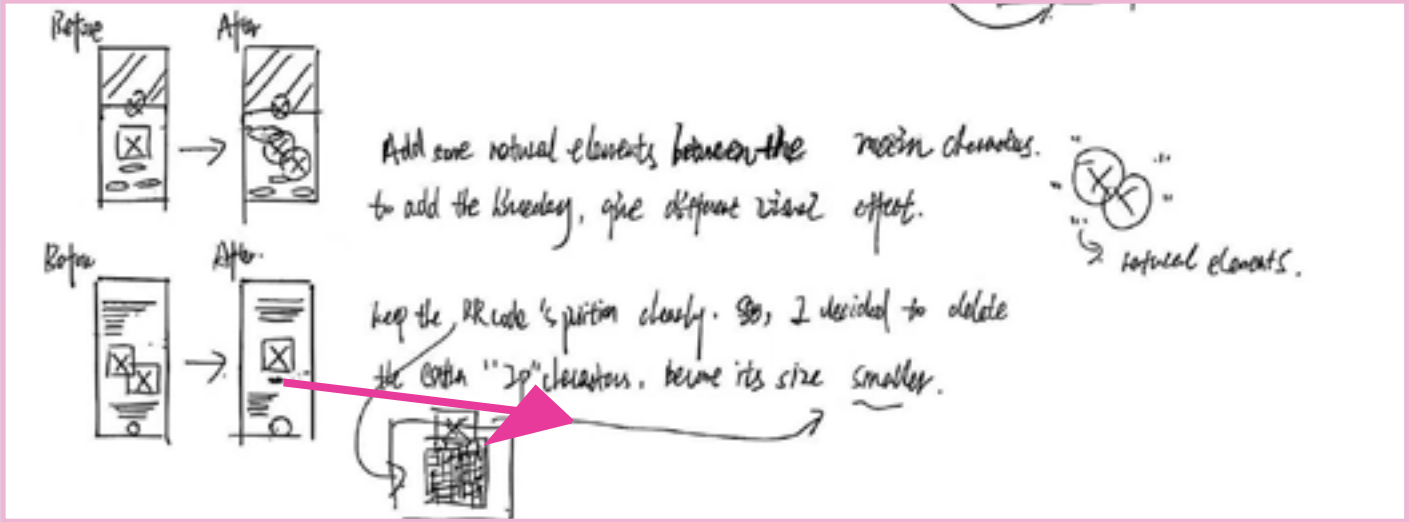
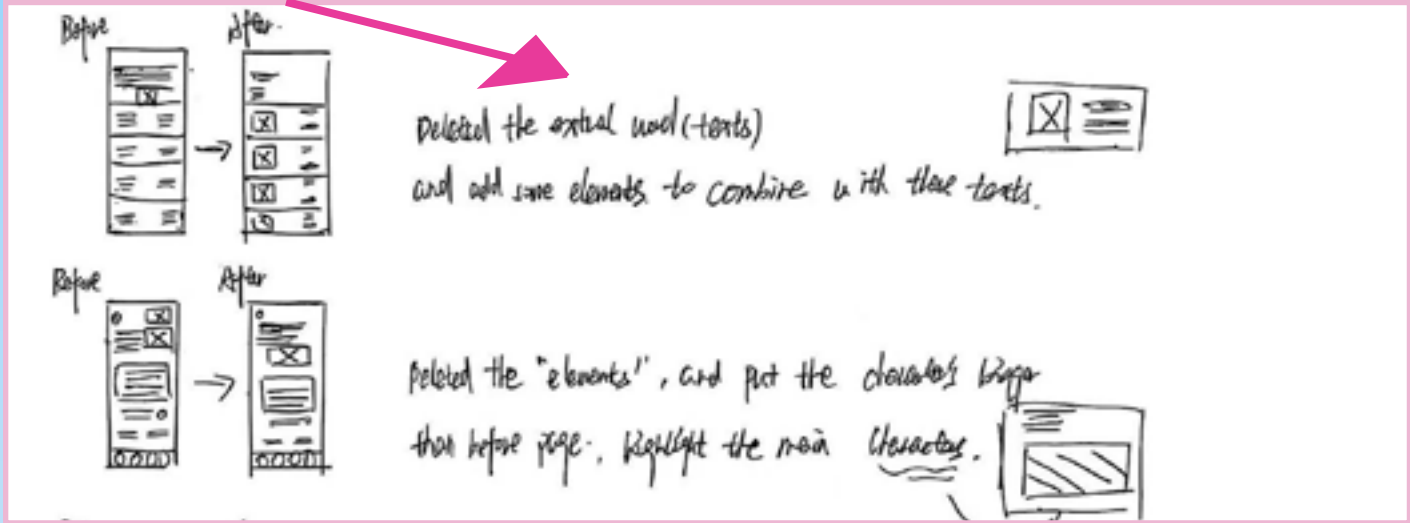
Testing & first iteration

I made a prototype for app and found user to testing. Users gave me some suggestions. He thought some interfaces lack text explanations and they are unaware of the purpose of this page. And some icon's size are too small and cannot be clearly seen in the layout. Users donot know how to return to the previous interface, which affects the user experience.



Photo's source: from my own phone, mockup testing

Improvement process



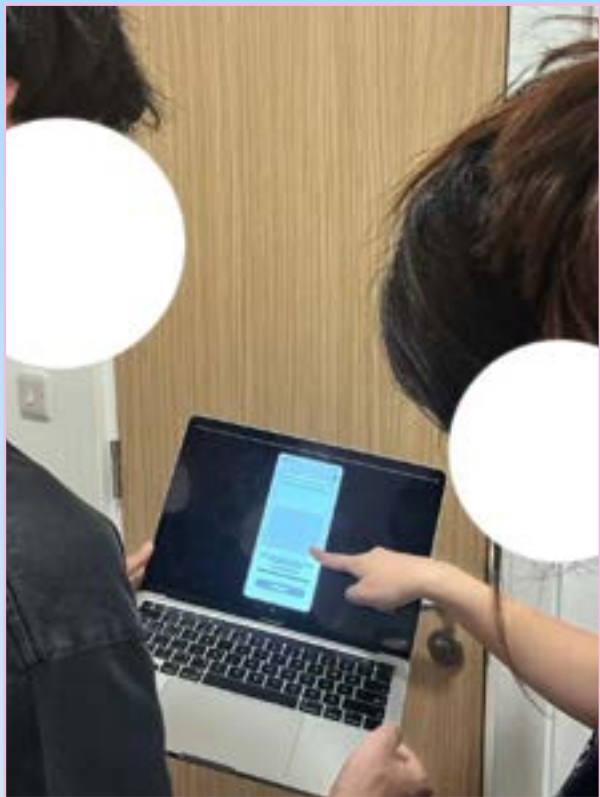
Final layout (5 functions)

Low-fidelity model testing & Second iteration

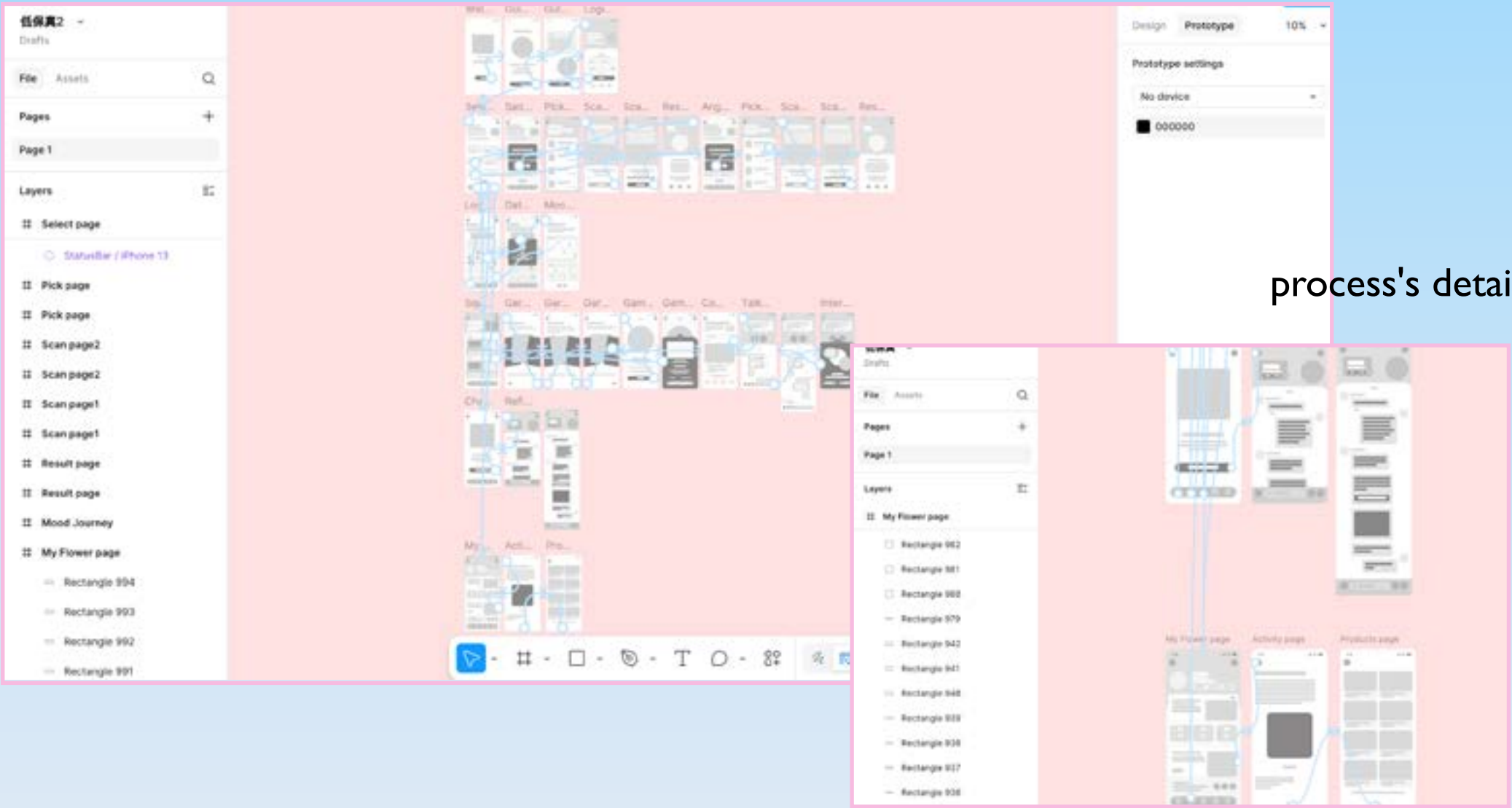
After confirming the final layout in the sketchbook and mockup, I made a low-fidelity interface design and invited users to test it.

After user browsed the low-fidelity interface he thought there were too many illustrated characters on some pages and suggested me to delete them, just highlight the main character images. In addition, some elements are too close to the text, which is visually uncomfortable, he suggested me to reduce the proportion of the elements and increase the distance between the text and the elements.

Photo's source: from my own phone

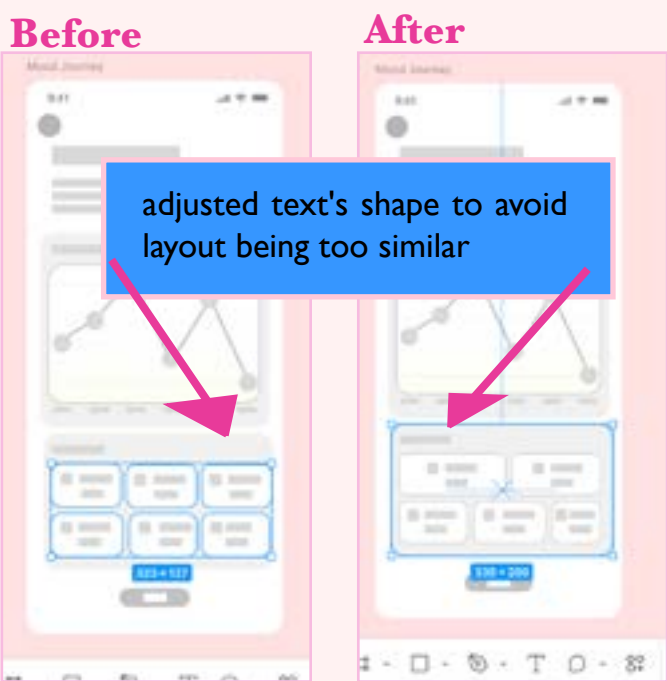
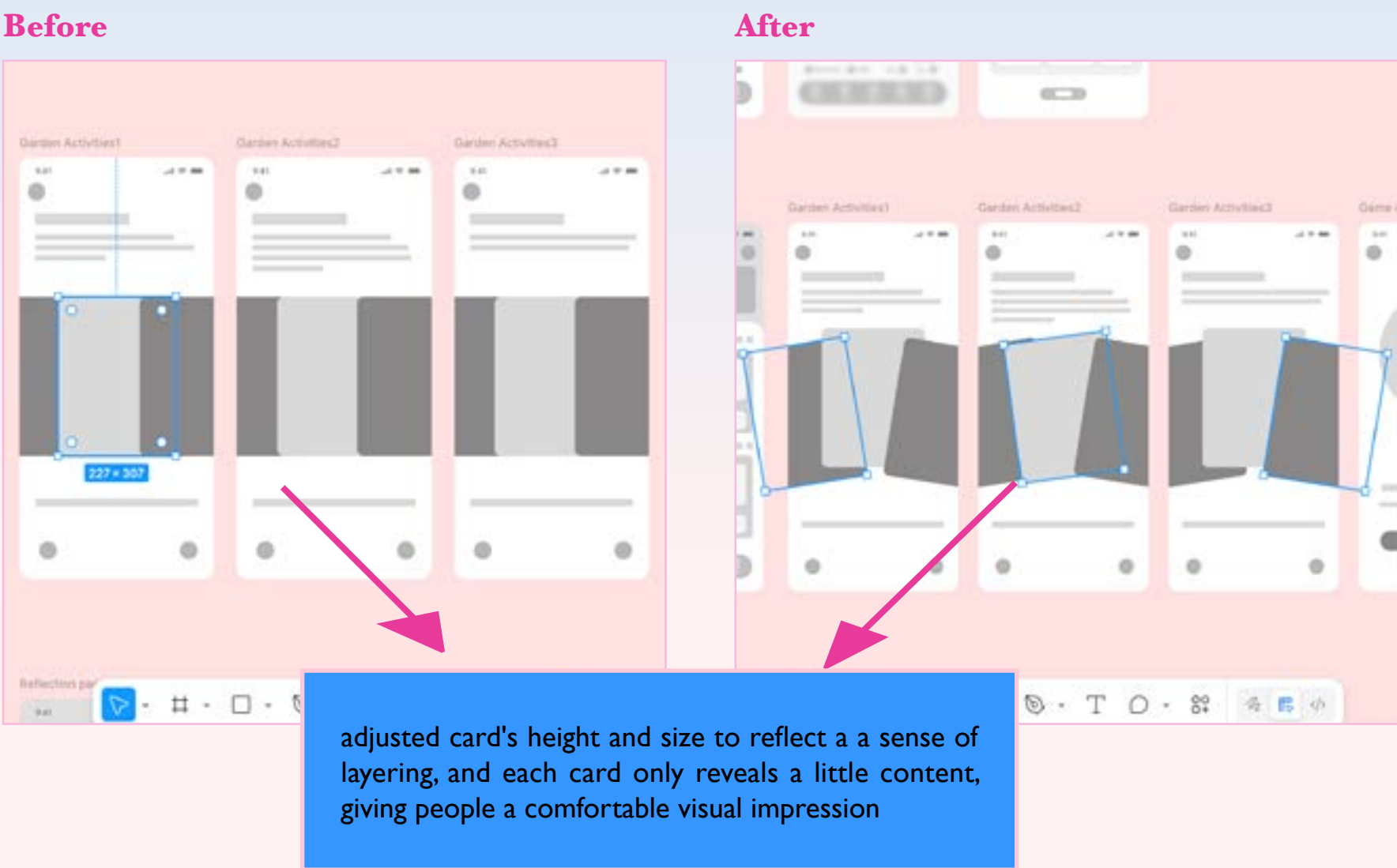
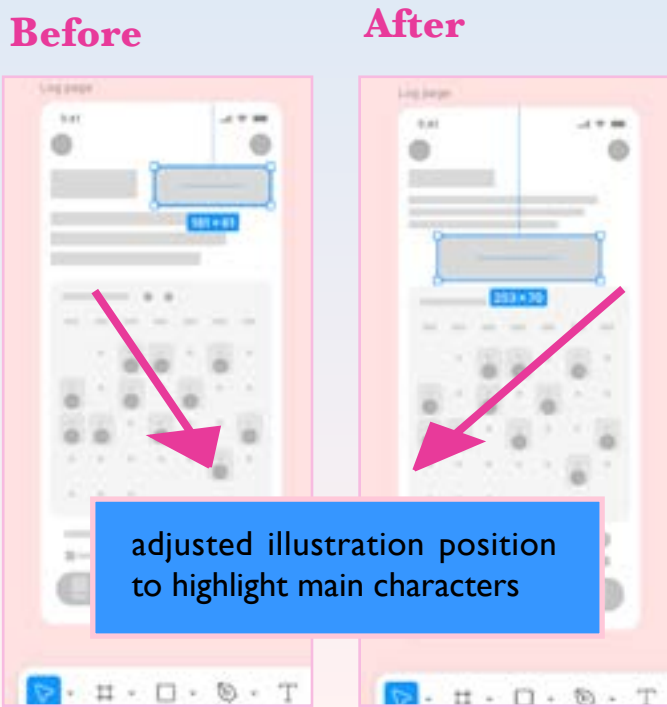


Low-fidelity model Thumb Wireframe

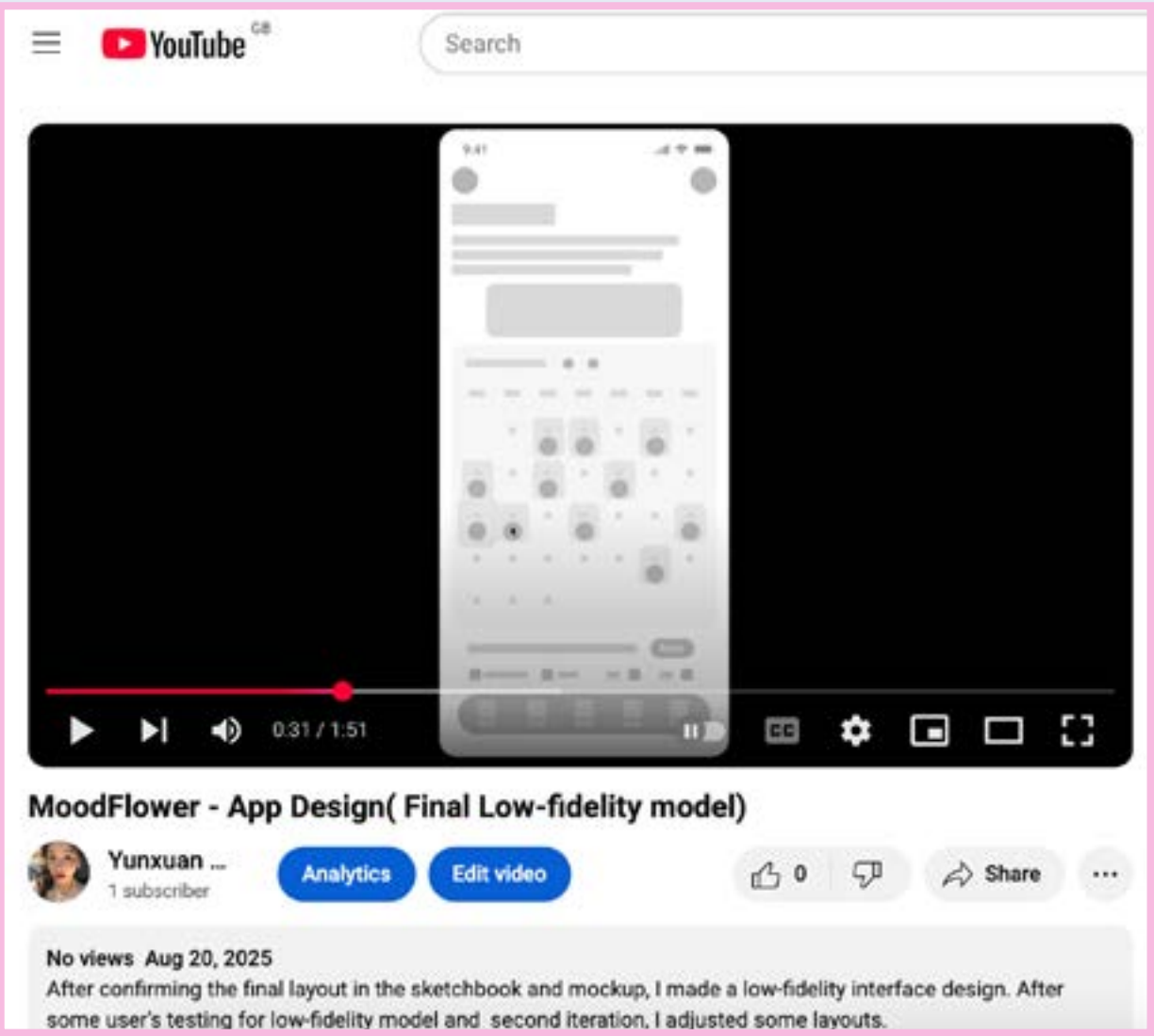


Photo's source: from figma's screenshot

Improvement process

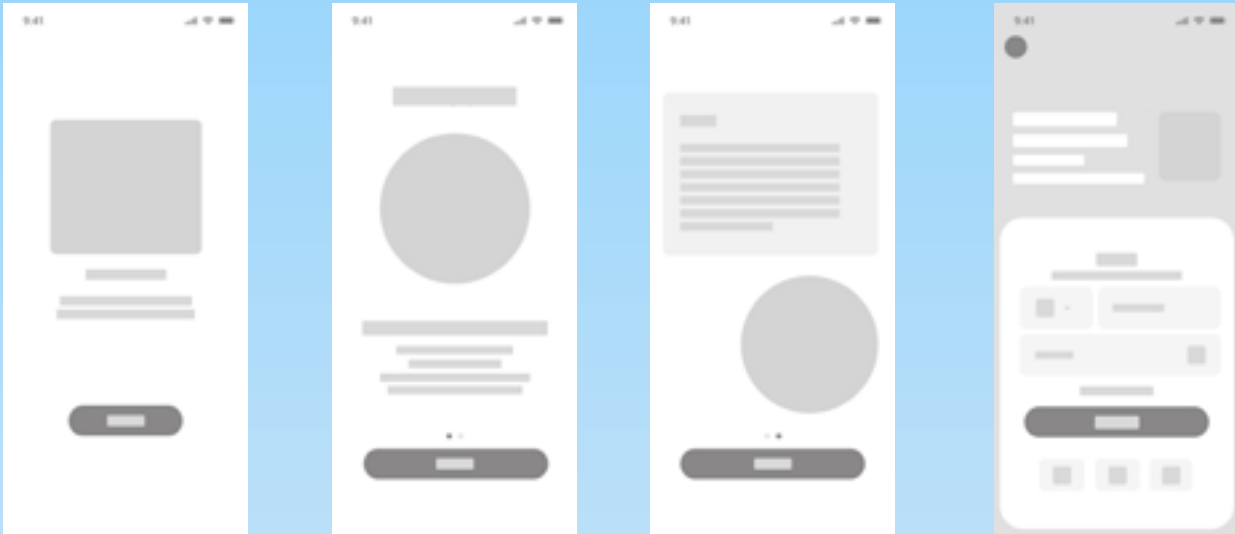


design app by Figma



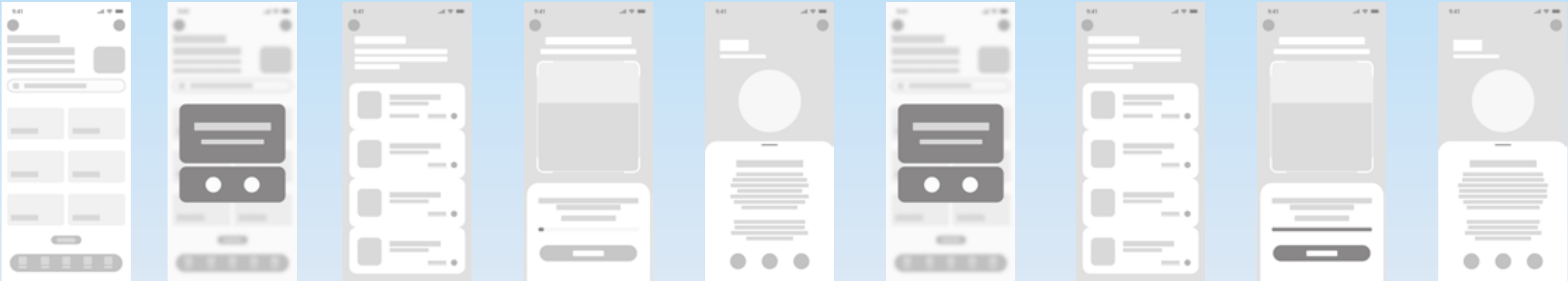
Link: <https://youtu.be/02dxpAs6Abg>

Welcome, Guide, Login page

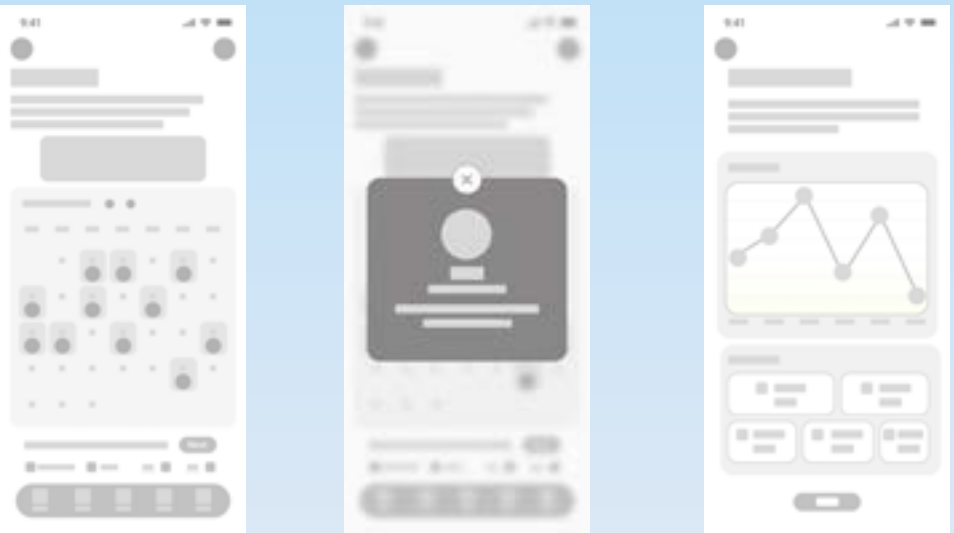


Low-fidelity model

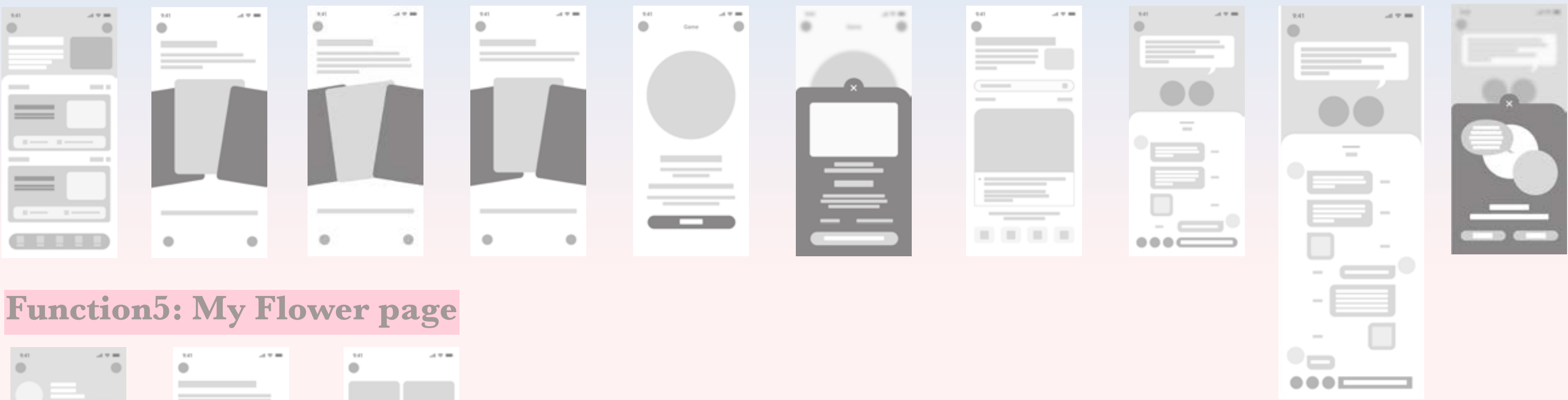
Function1: Select page



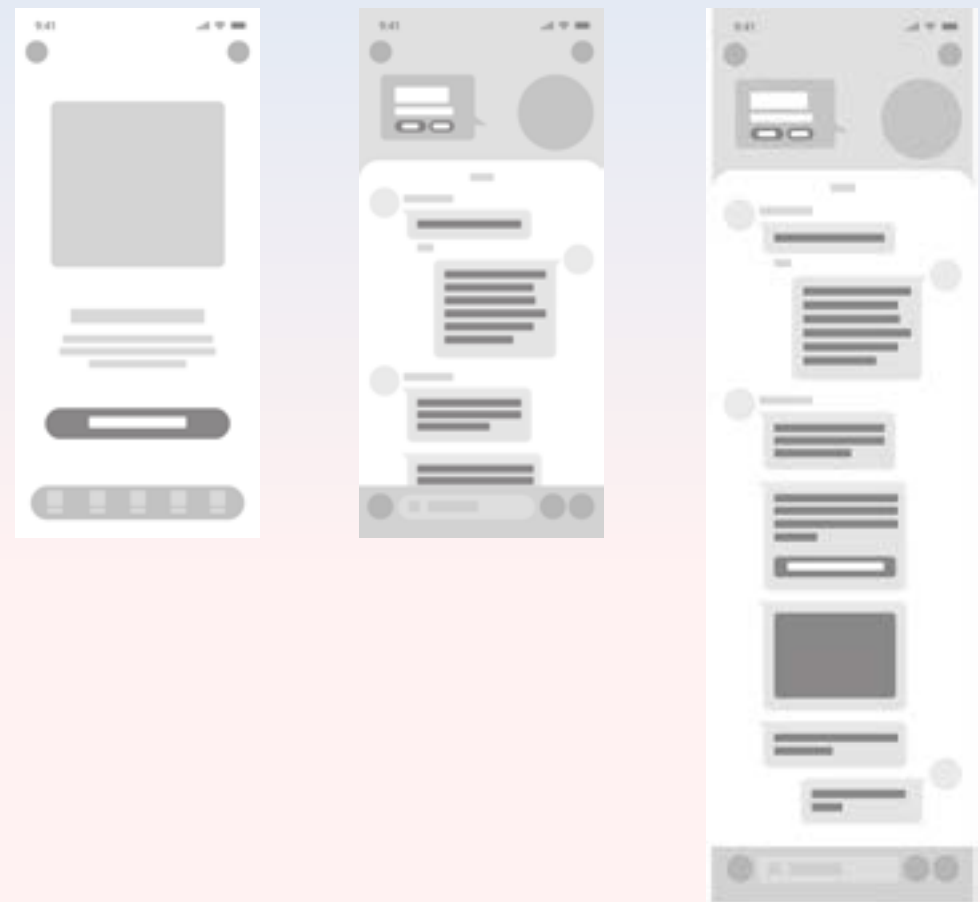
Function2: Log page



Function3: Square page



Function4: Chat page



Function5: My Flower page

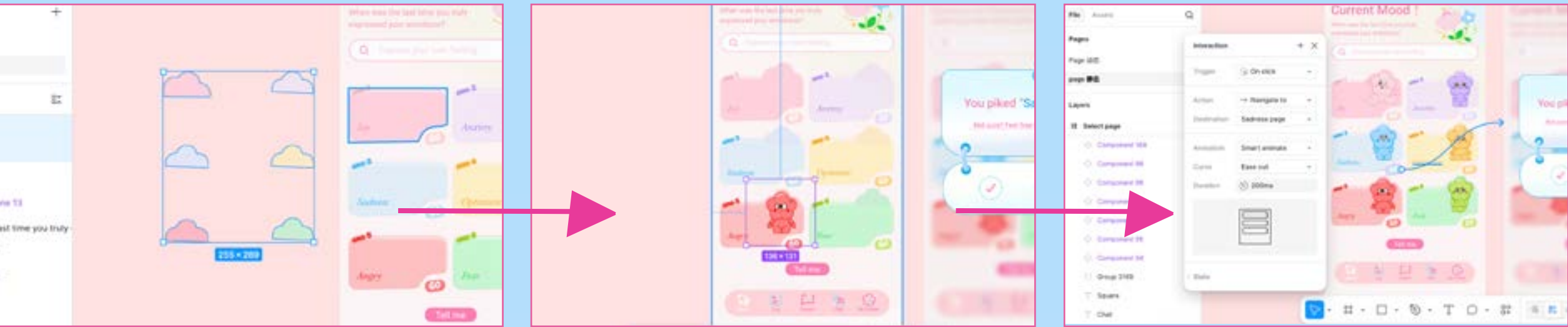


High-fidelity model Motion process

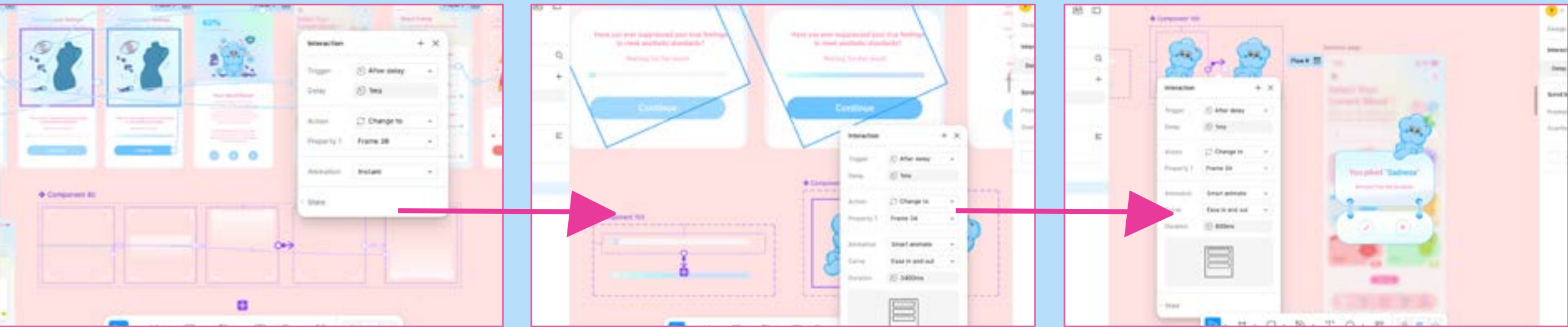
These are my screenshots of designing app's process on Figma. I selected a few "interesting dynamic effect designs" from the interface to leave a deep impression on users.



When entering the welcome page, all visual elements will appear as smart animate("ease in and out").



First I draw outline of the flower's head, and incorporate the illustration characters. Then user click on any characters though mouse, the character will display a "while hovering" effect.



In scanning page, I designed an "instant" animation effect. Meanwhile, for blue's progress bar, I designed "ease in and out" animation effect, which gave people a realistic visual effect and feel that their emotions were being recognized.

High-fidelity model testing & Third iteration

For the third testing, I invited users to have an interactive experience using the app. During the experience process, users hope to adjust issues such as page jumps and interactive experiences. Some pages's color tones are not very harmonious and elements that are too repetitive. And some illustrations don't match the pages very well and need to be replaced.

Photo's source: from my own phone



Improvement process

Before



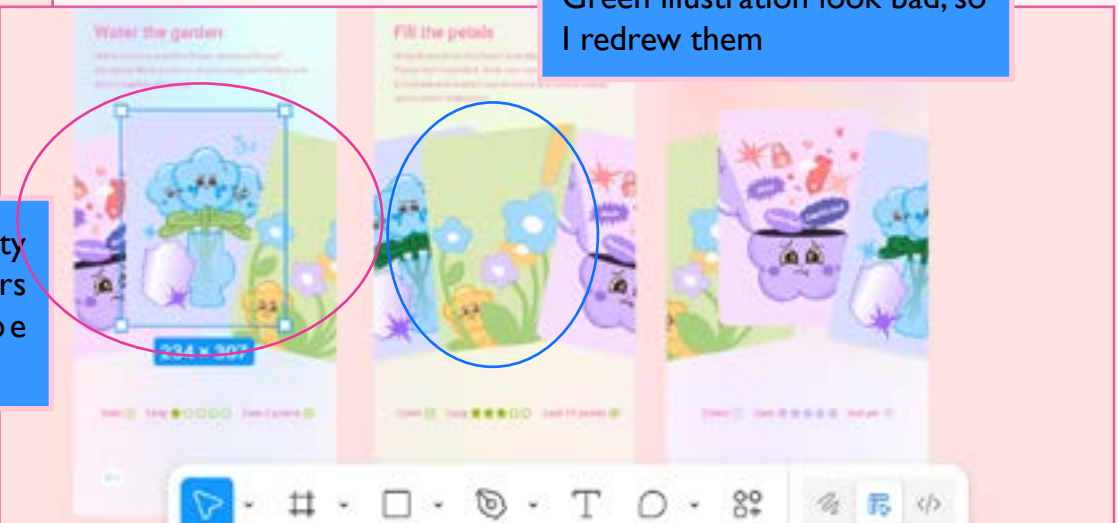
After



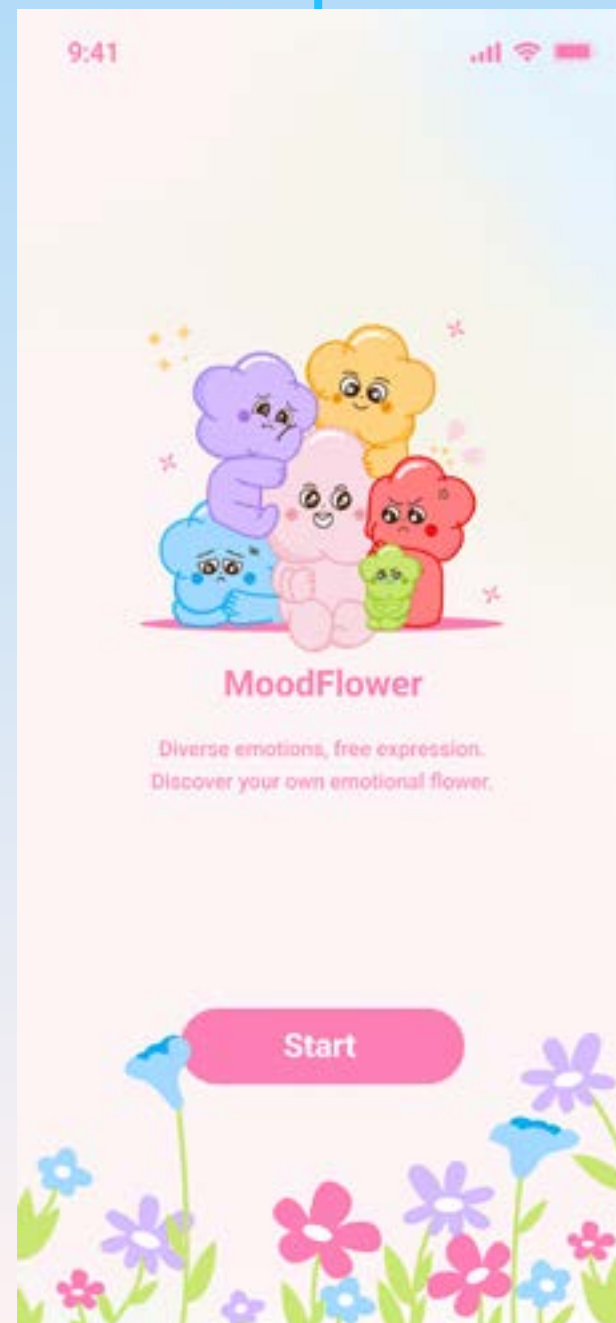
Before



After

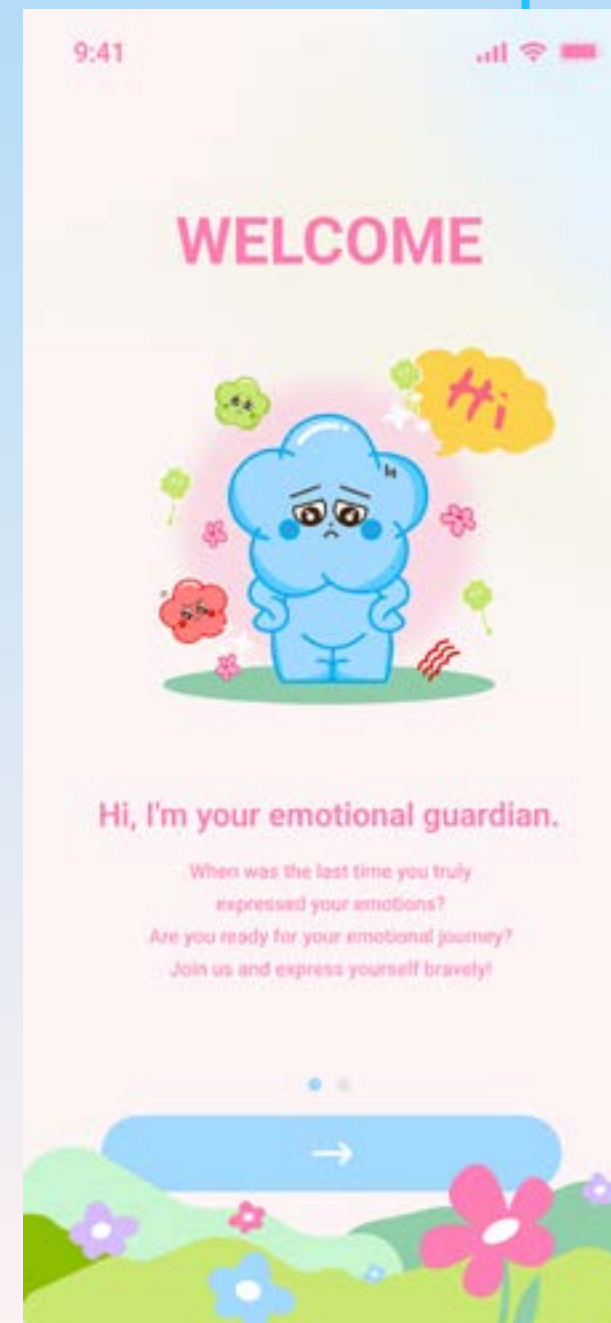


Welcome page

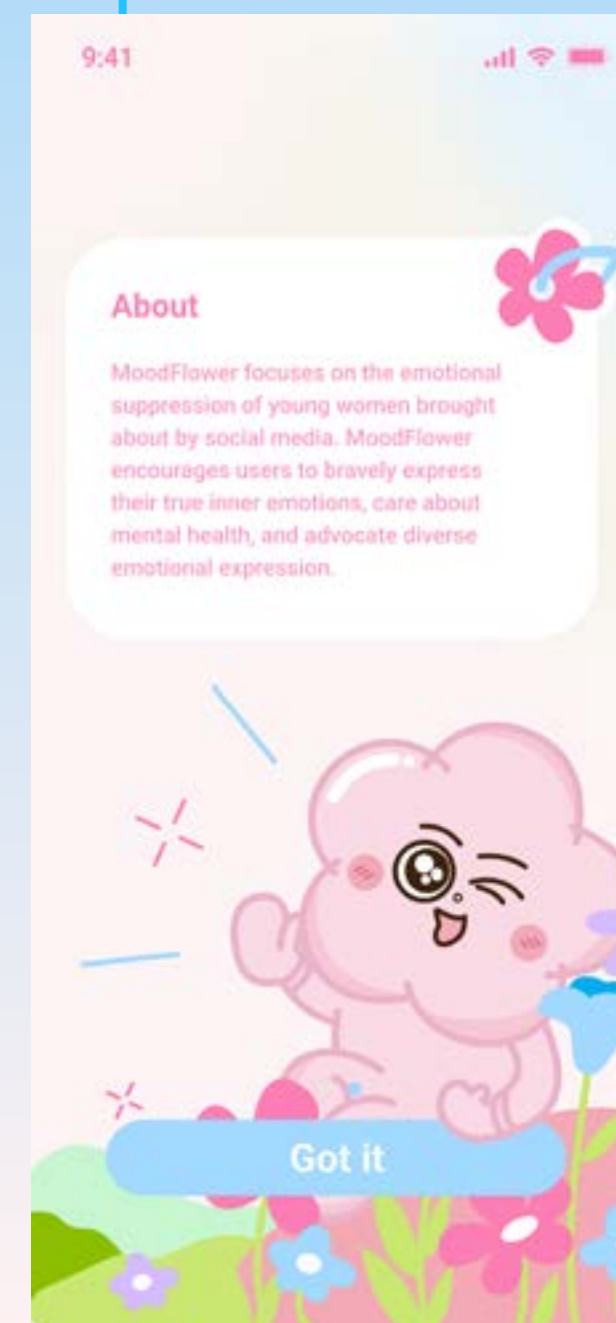


Display 6 types of emptions's characters

Guide page

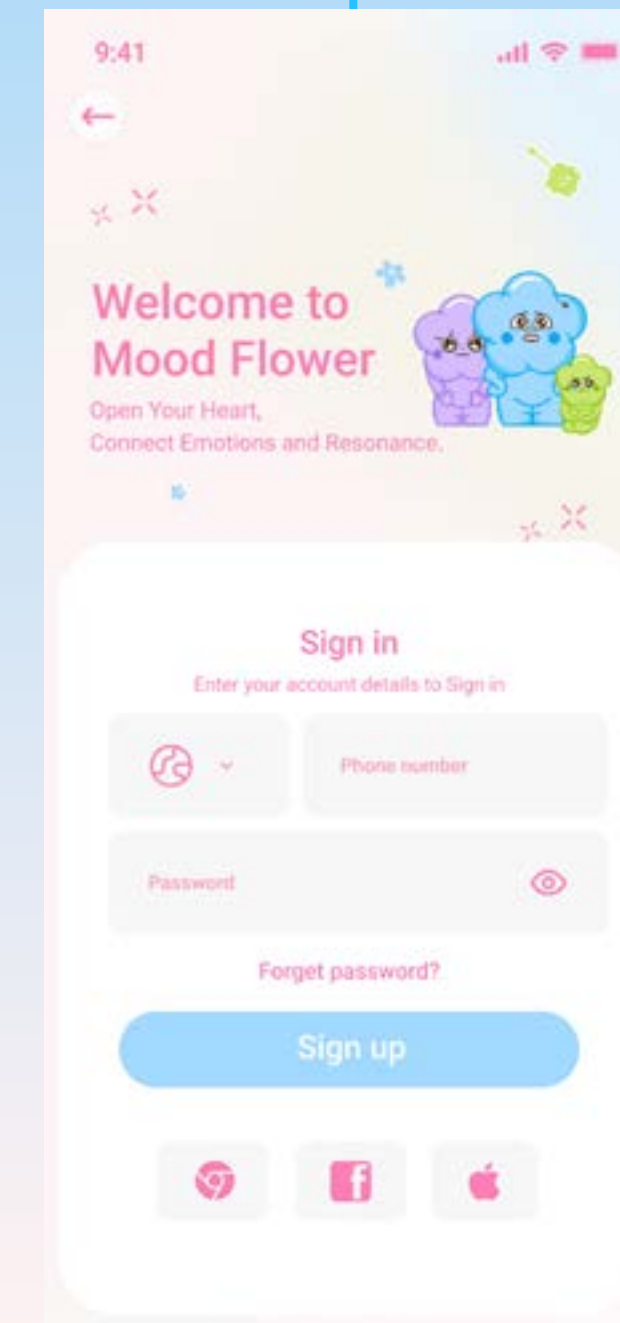


guiding users to reflection and provide warmful tone



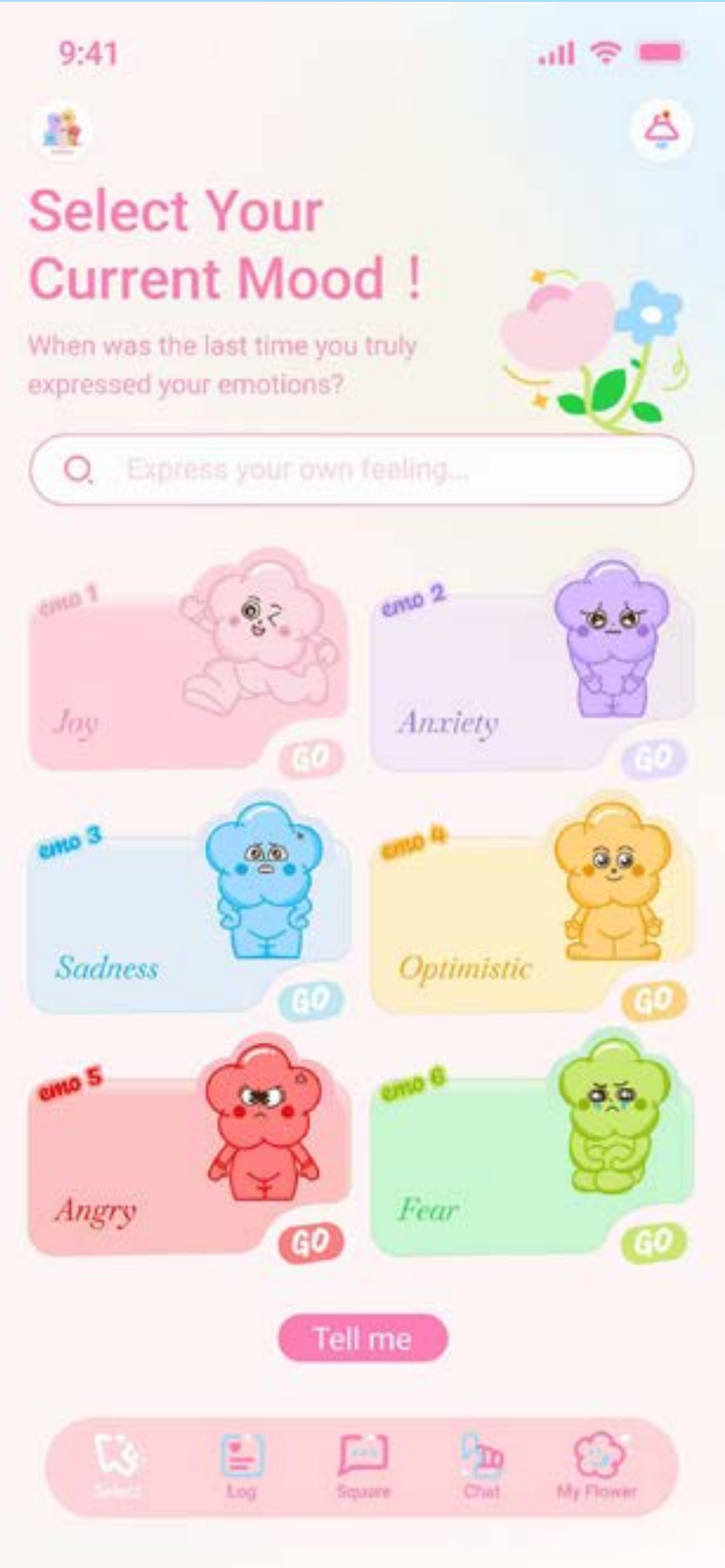
Simply introduce app's concept

Login page



Multiple login methods

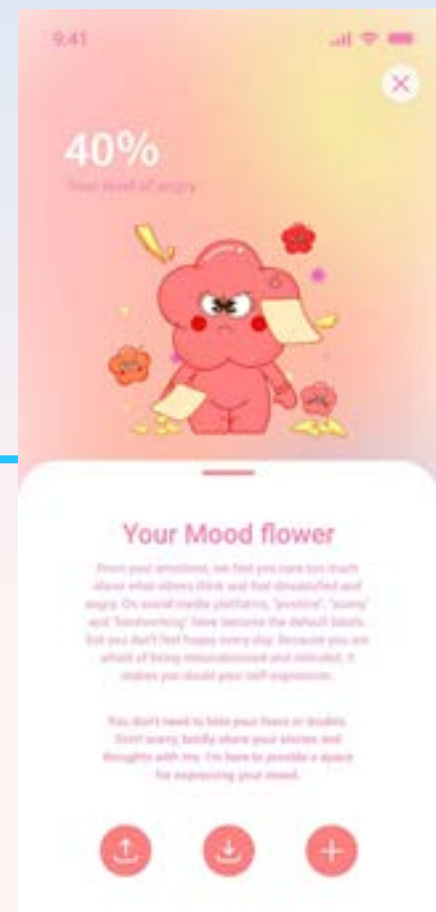
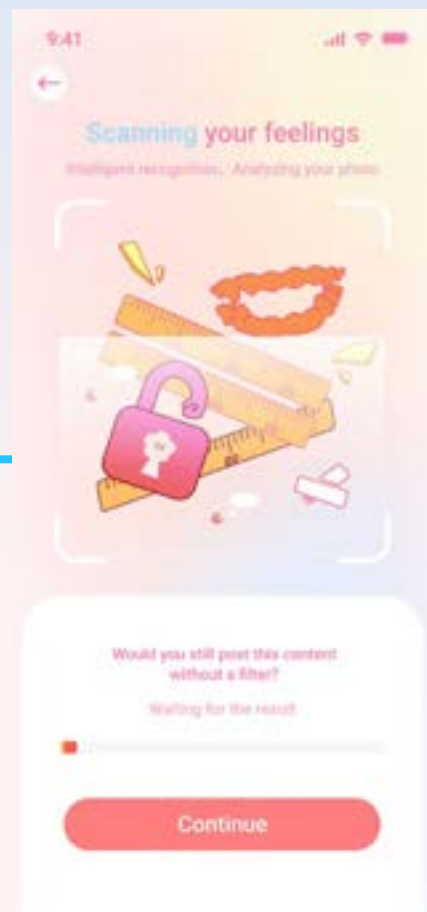
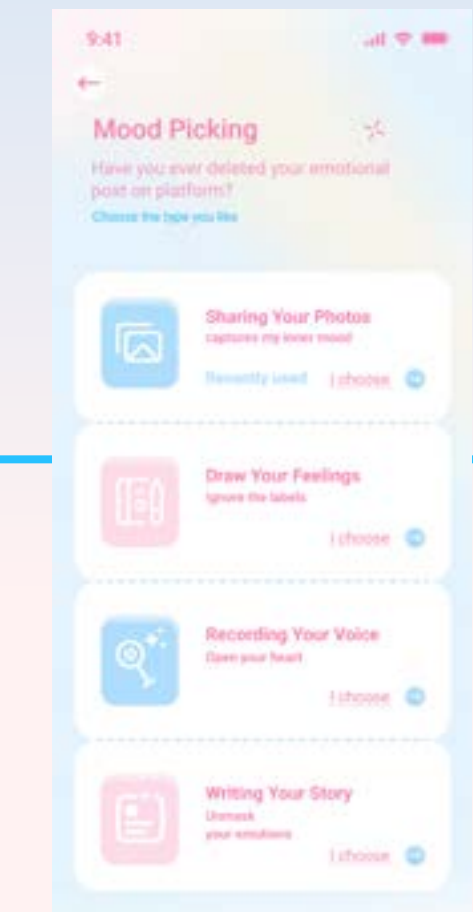
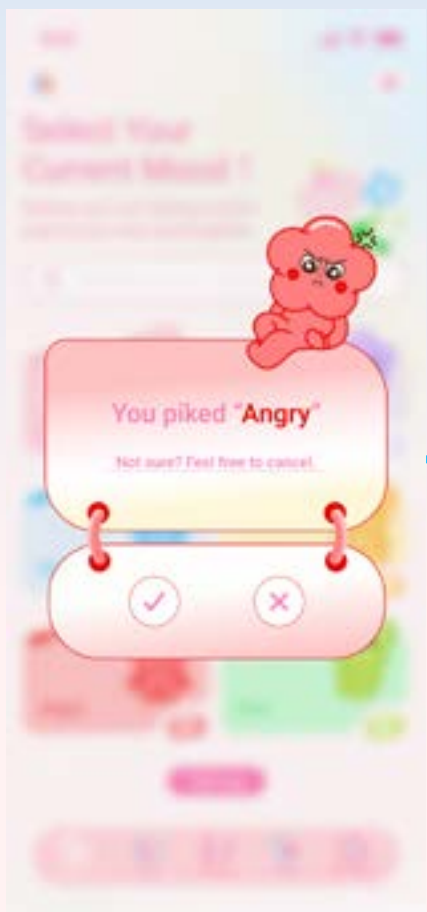
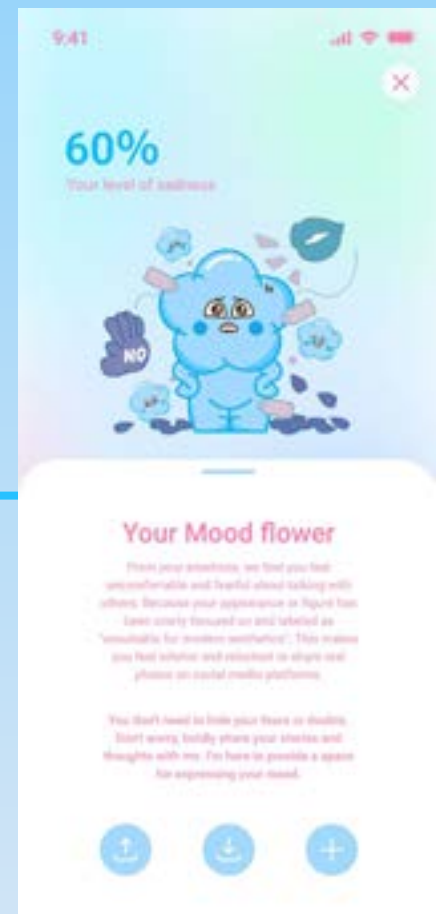
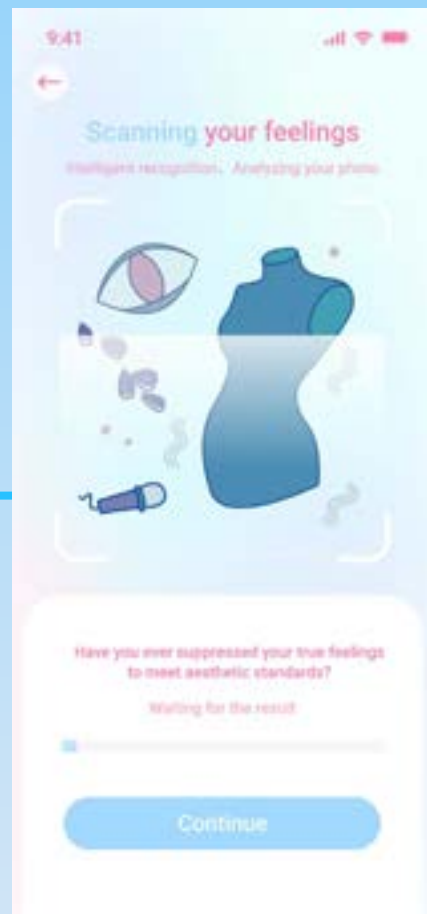
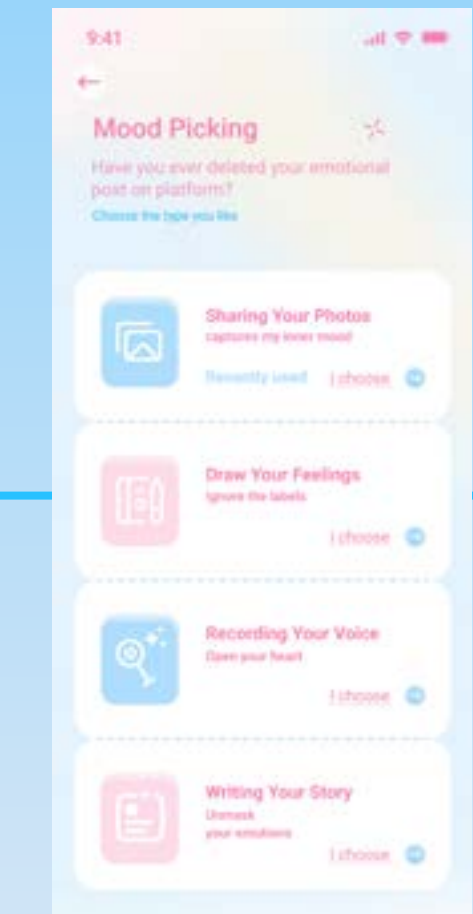
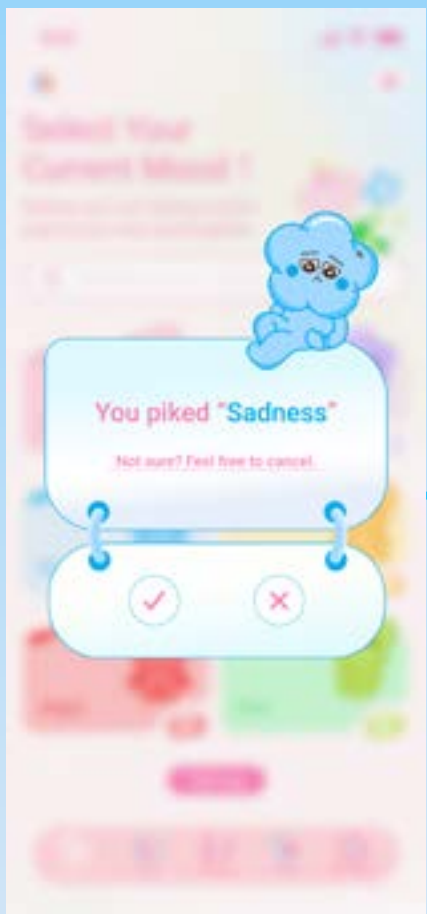
app's details



Choose the current emotion

Sadness

Angry



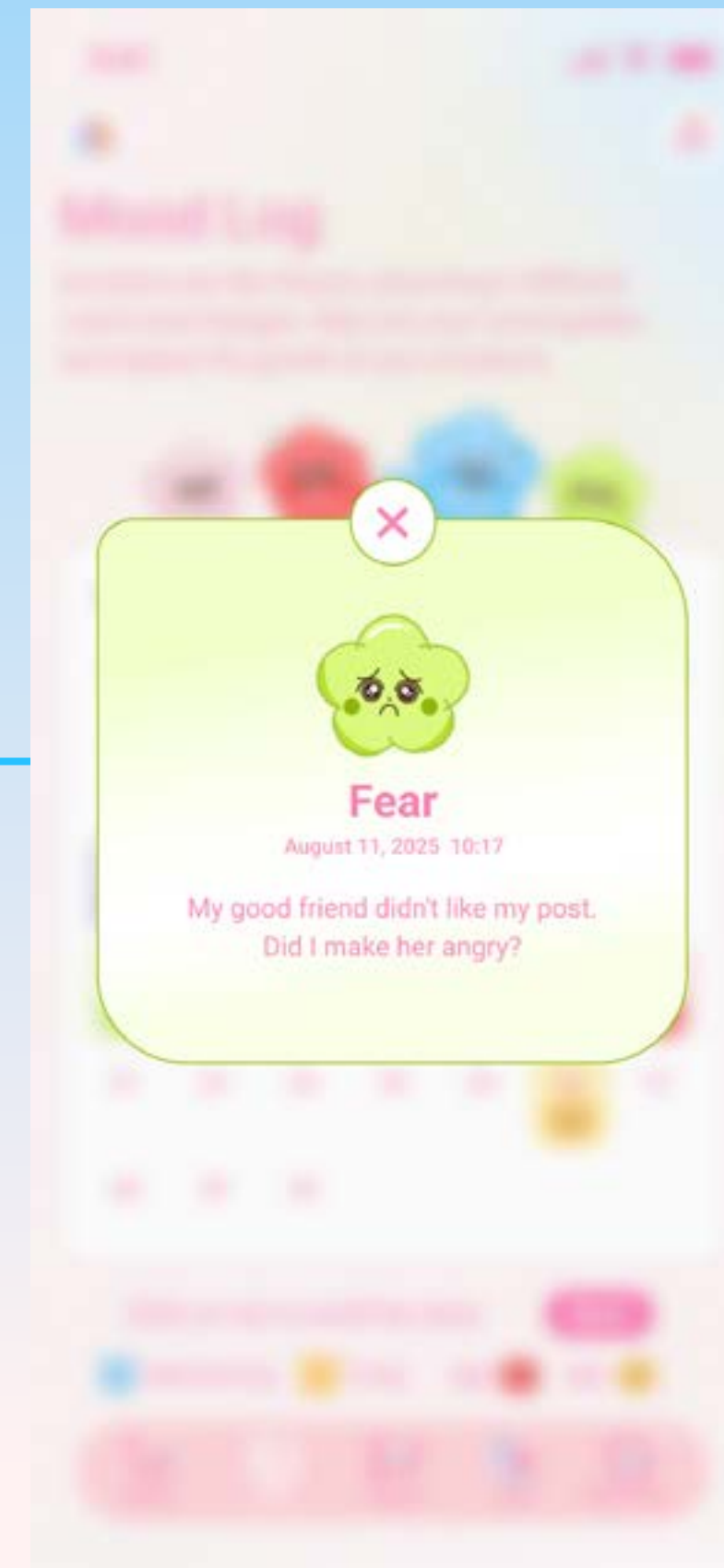
Pick the emotion recognition method

Scanning reasons

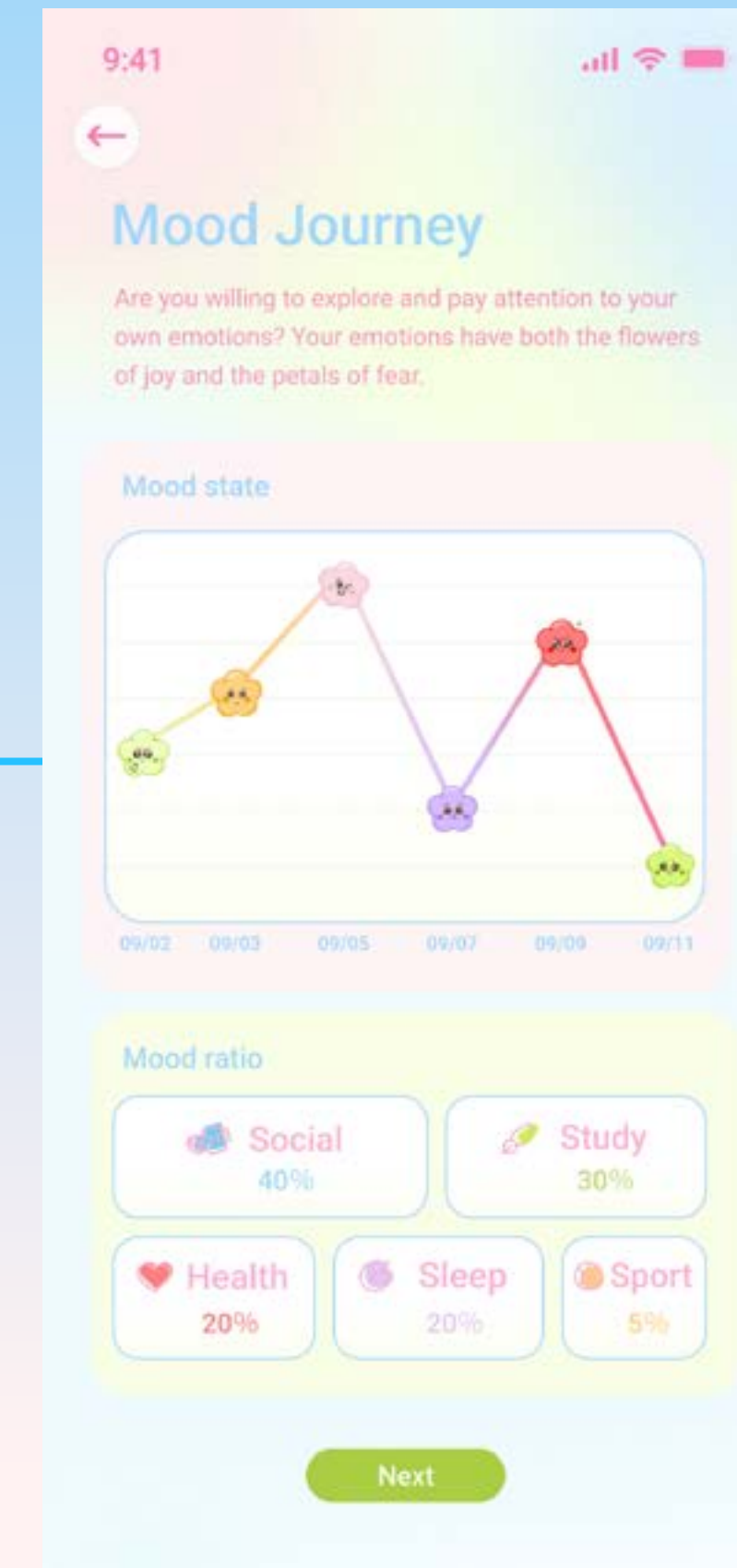
Emotional results and impacts



**Record emotional states
(year/month/day)**



**Check emotional state for a
certain day**



Tracking record

App Function 2

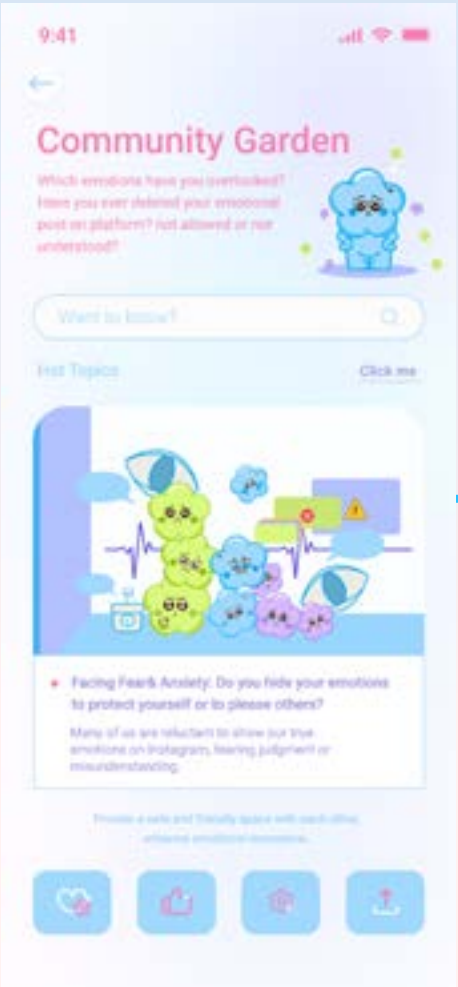
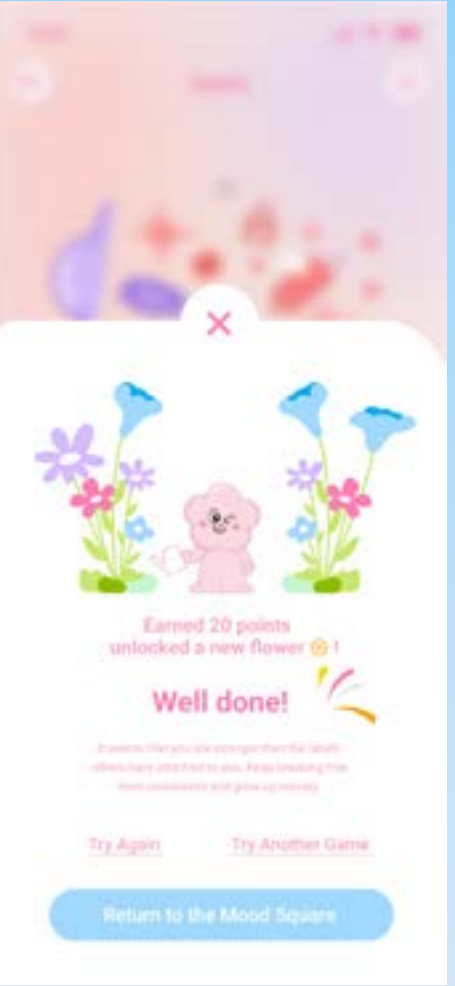
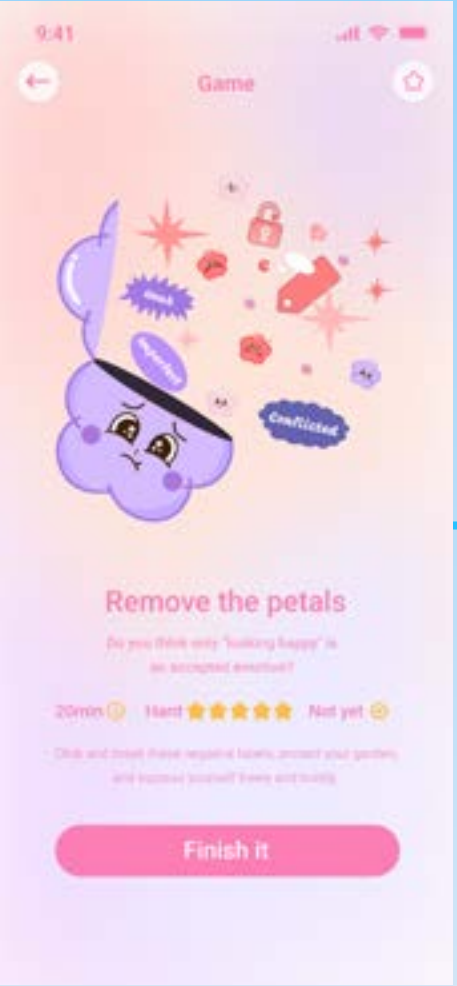
Different emotional games cultivate self-awareness

Game Introduction

Encouragement, acceptance, reflection



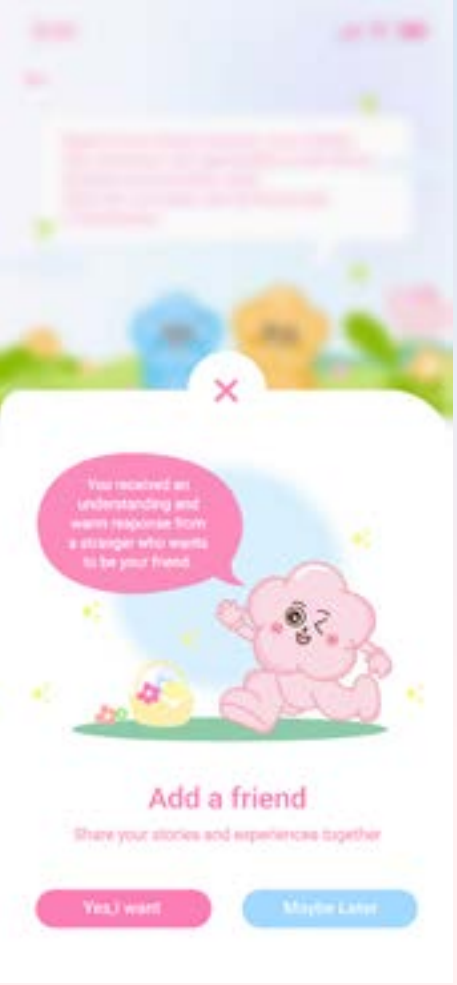
A place for emotional talking and releasing



Show topic of emotional suppression

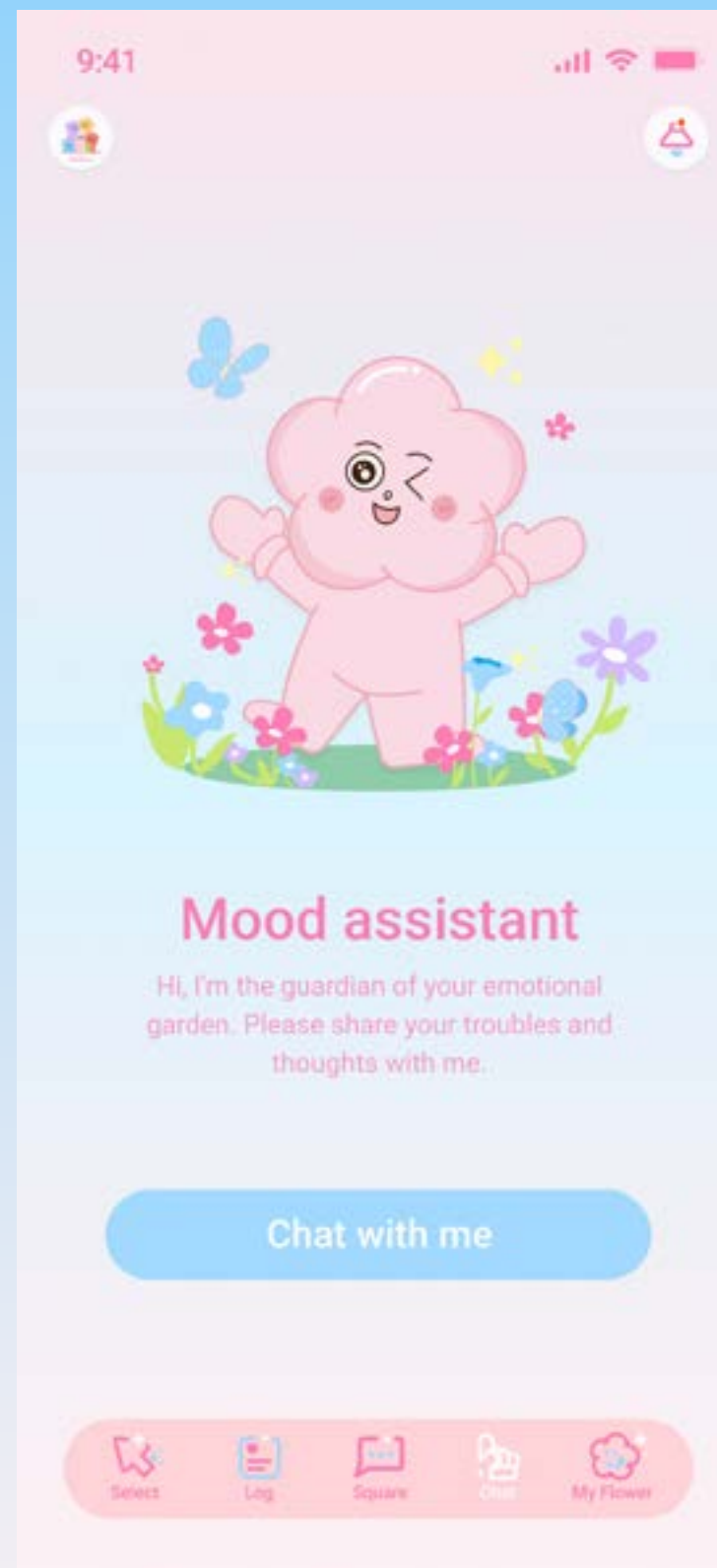


Anonymous chatting, a sense of security

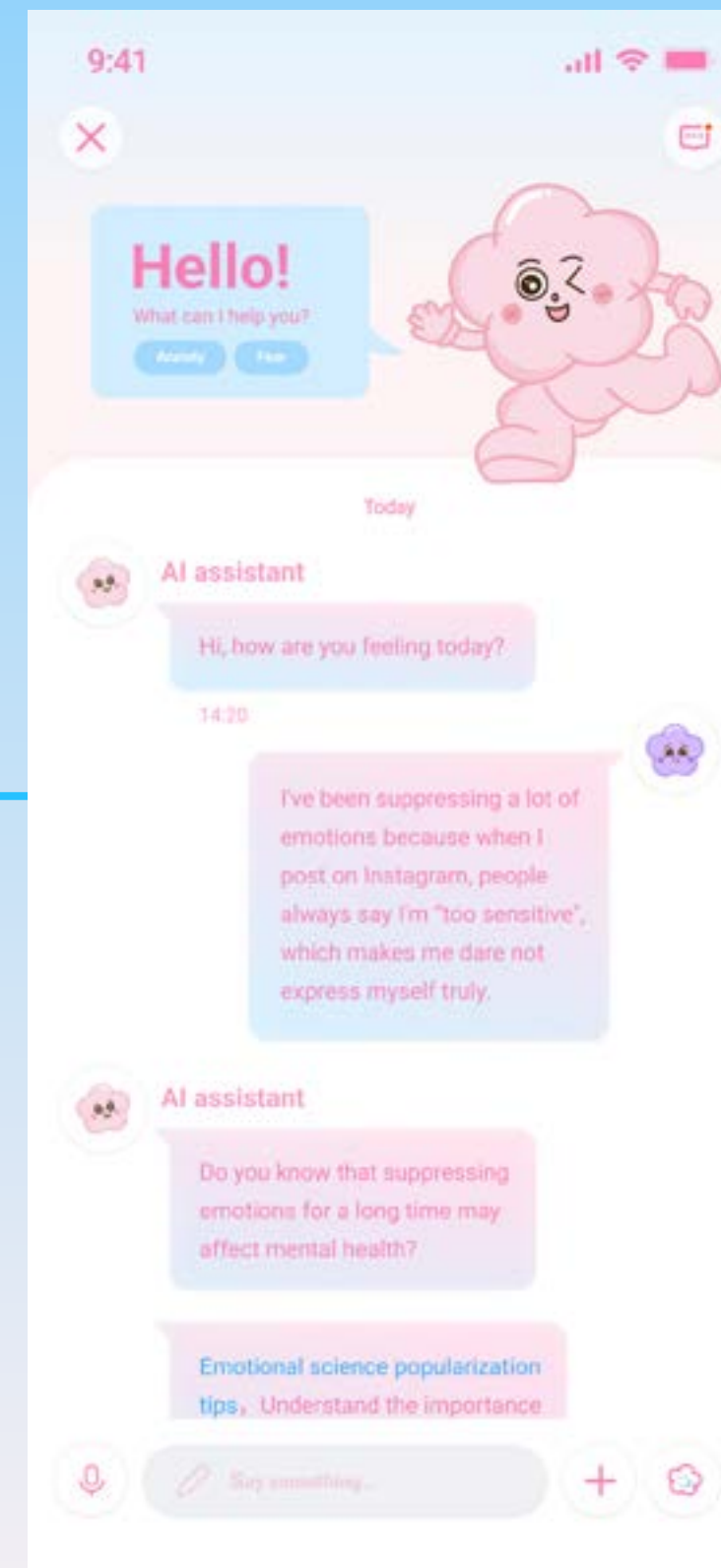


Resonance, Understanding

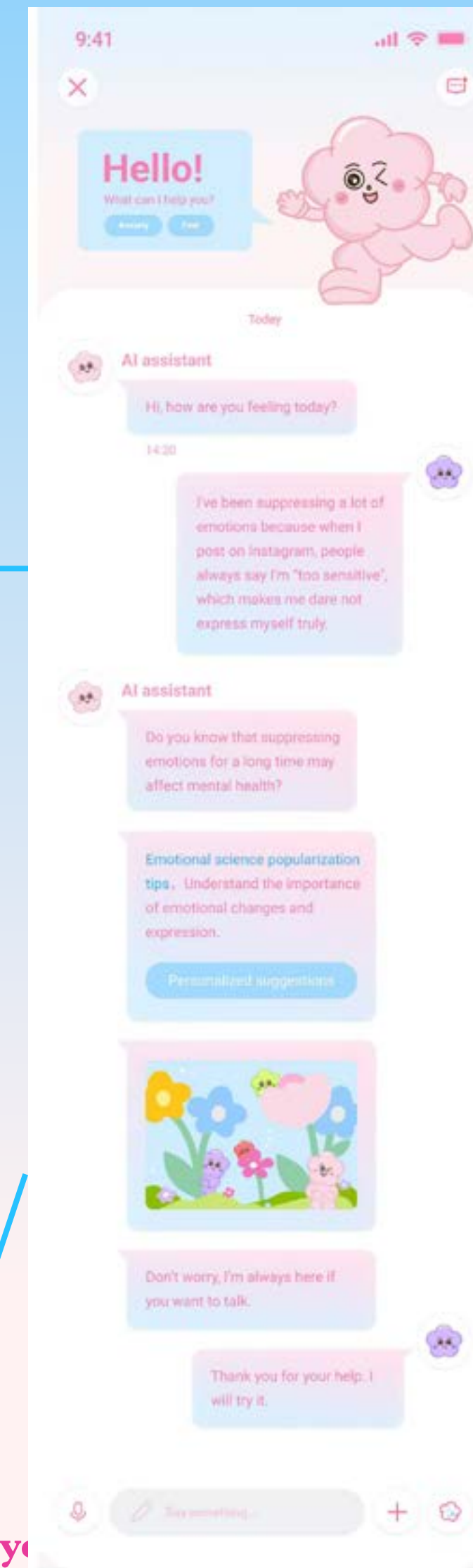
App Function 3



Chat with users as emotional guardians



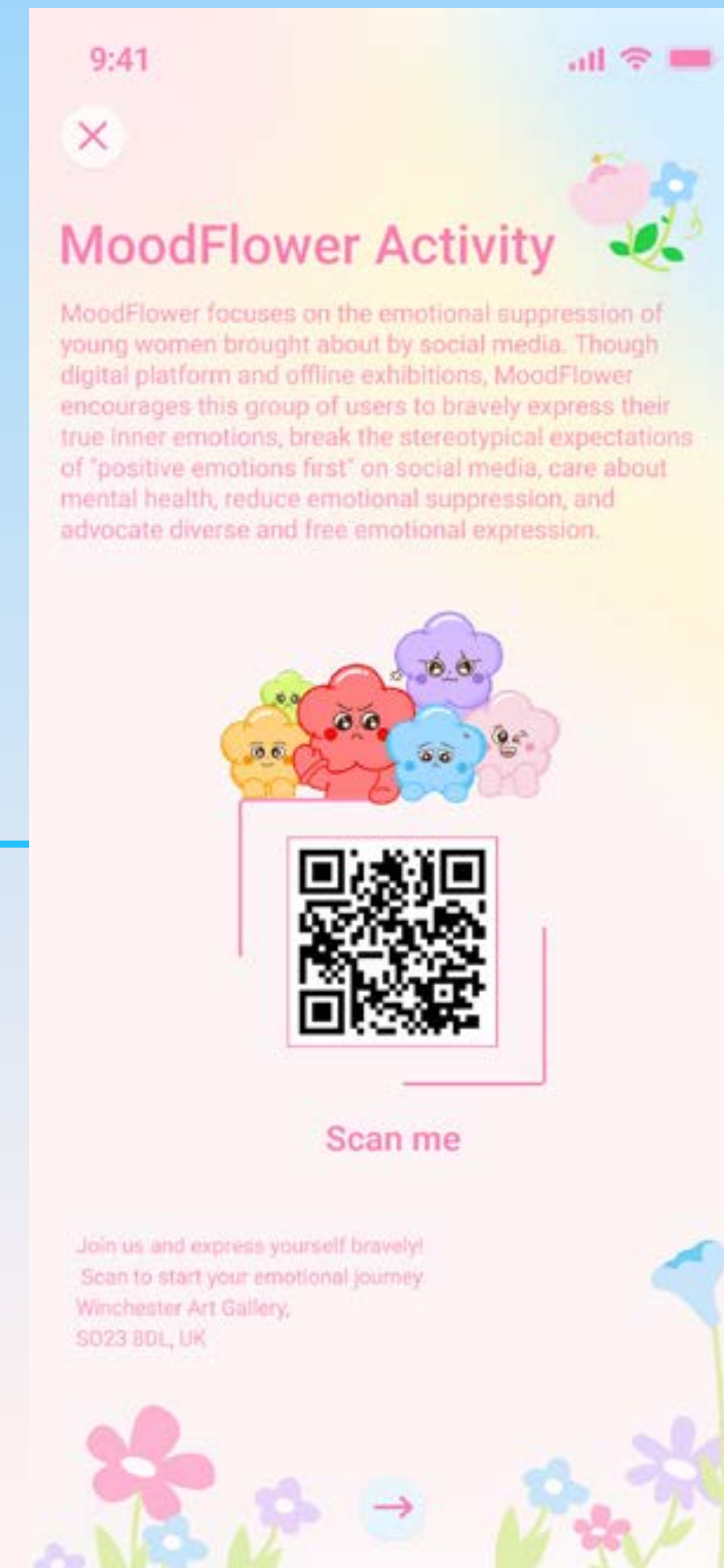
Give feedback and face your emotions squarely



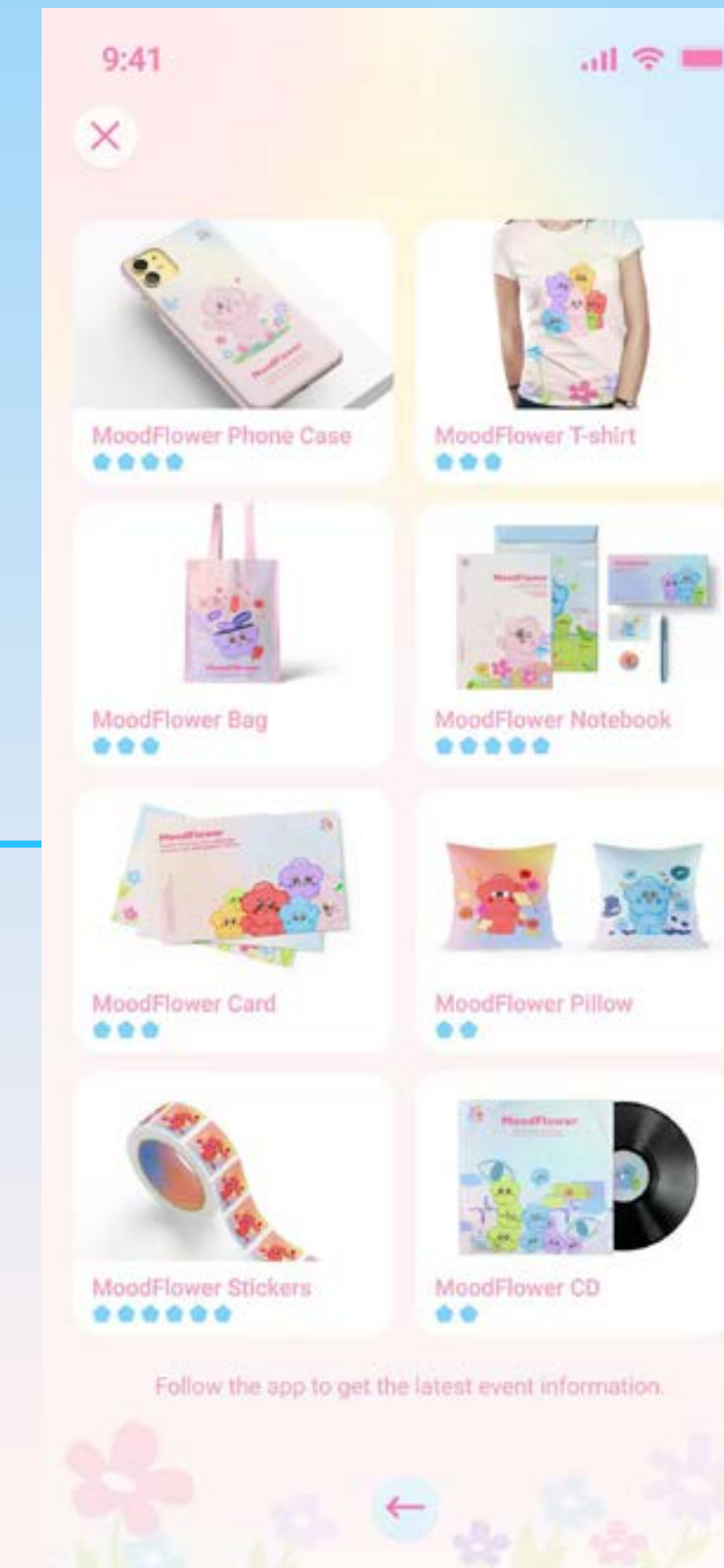
App Function 4



Personal homepage



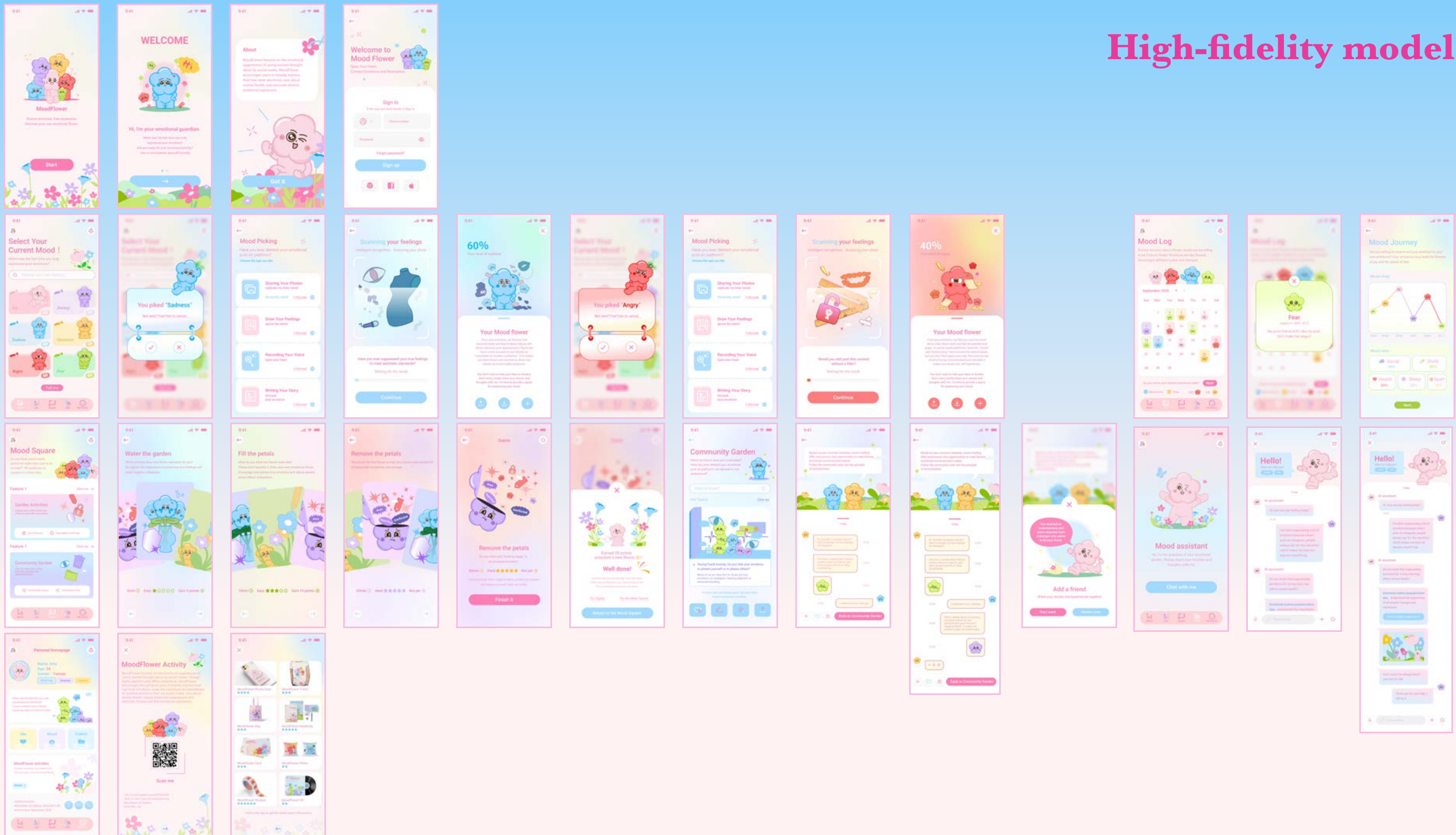
Offline Exhibition's details



Peripheral products

App Function 5

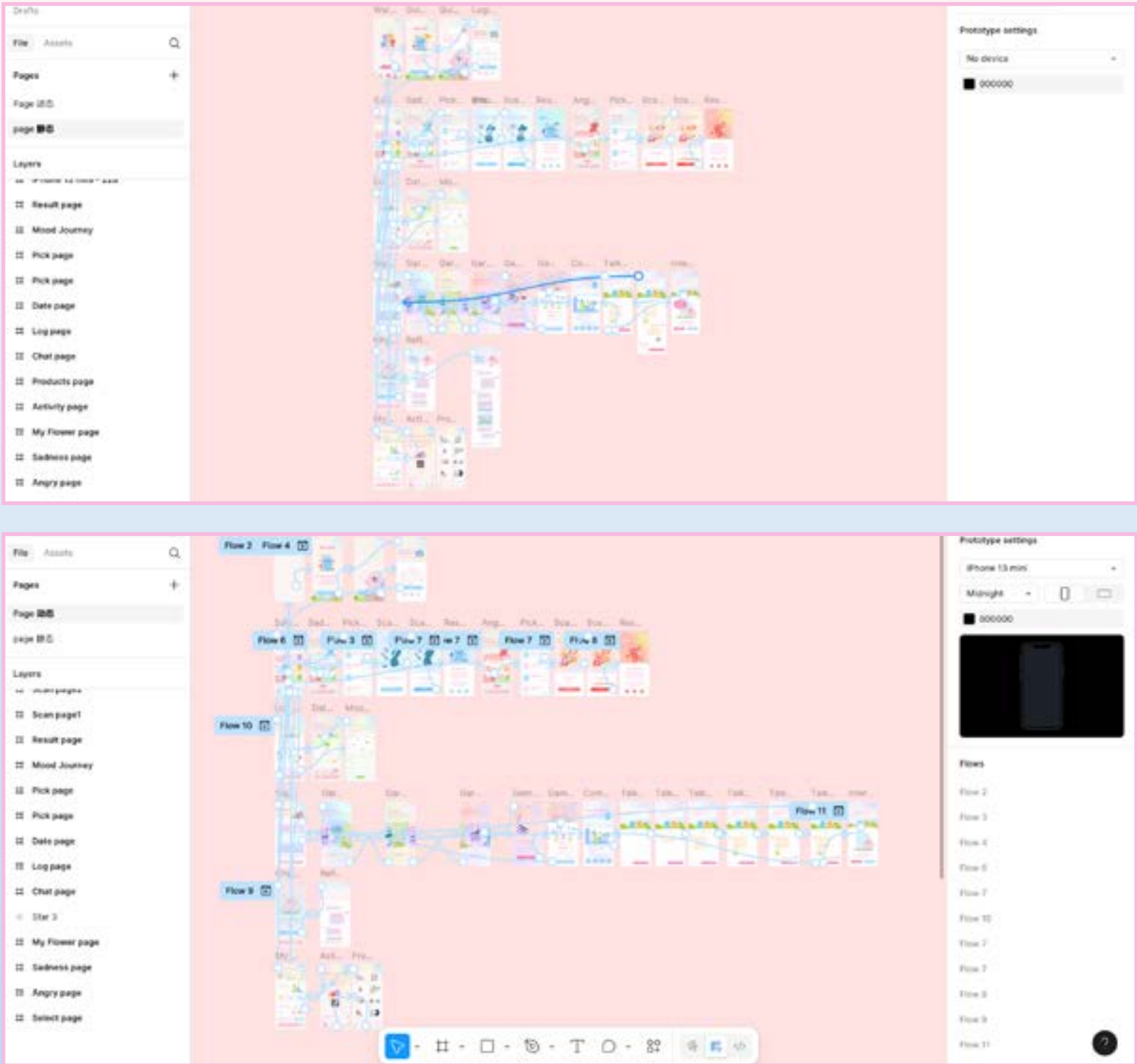
High-fidelity model



Final Thumb Wireframe

Thess pictures are final thumb wireframe of "MoodFlower" (include motion design proccess), which shows the entire interaction process of the app. In addition, users also testing the final app. Users said that this "MoodFlower"app has achieved a multi-sensory interactive experience, which is in line with the project theme and provides users with a free, open and inclusive space for emotional garden interaction.

Photo's source: from figma's screenshot



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

Exhibition's idea

MoodFlower is an app that focuses on the emotional expression of young women. It helps users face their emotions squarely and pay better attention to their own emotional expression. So, I also think about how to better promote the project theme of "instagram Influences Emotional Expression".This mindmap presents my conceptual ideas.

I hope to call on more people affected by emotions to come and experience it through online and offline promotion. So, an exhibition event named "MoodFlower" was held, extending the concepts of digital healing and emotional visualization into the real space through posters, videos, and peripheral products.

"MoodFlower" is an emotional themed exhibition that integrates digital interaction and visual experience, enabling users to boldly express and release their emotions in multiple scenarios, and creating a free, open and genuine "emotional garden".

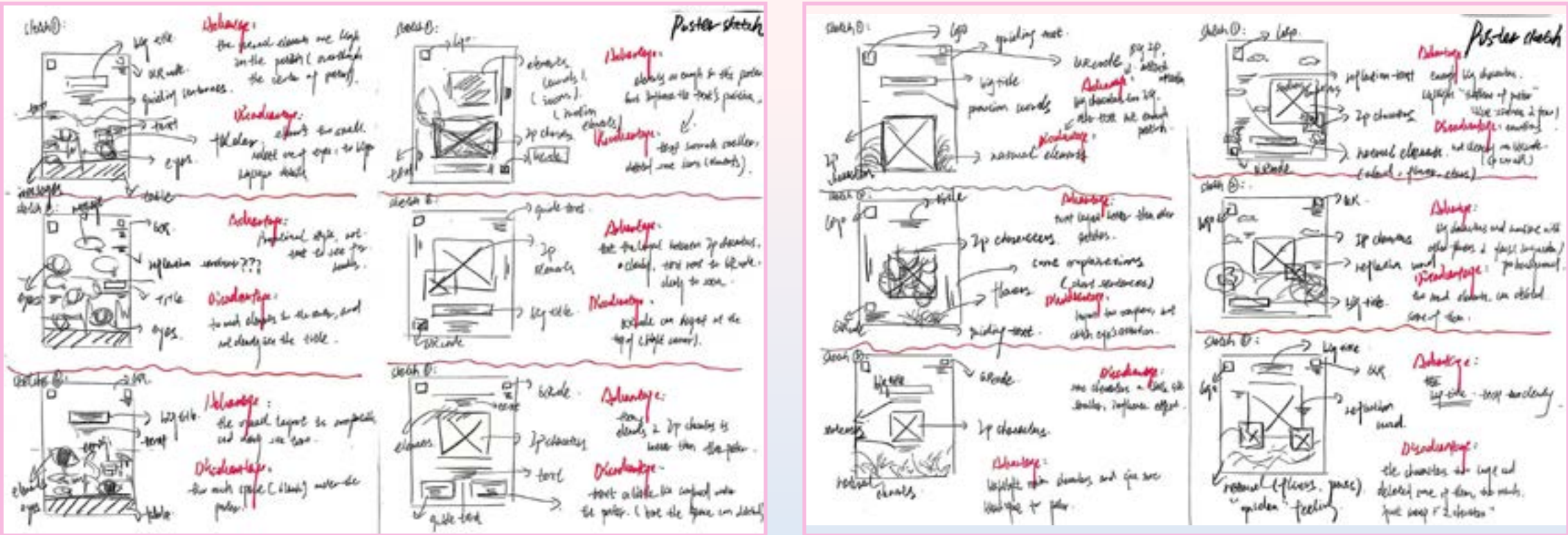


Photo's source: from my sketchbook

Promotion poster design

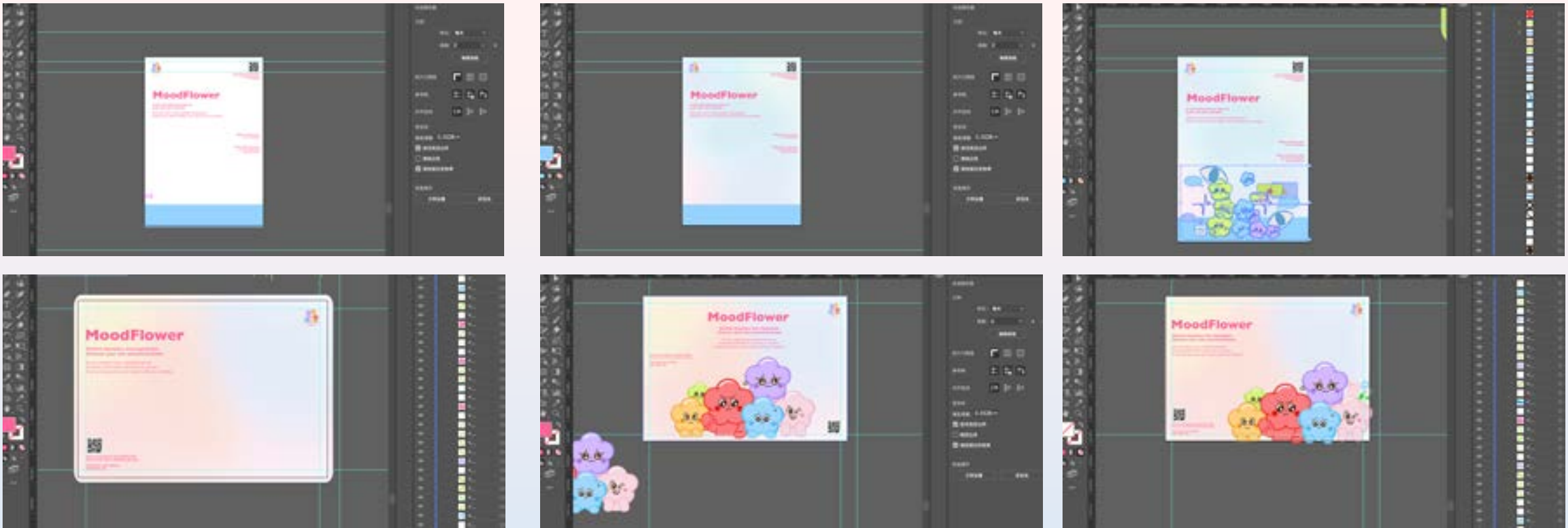
These six posters are designed to promote "MoodFlower". Each poster represents to different emotional character image and combines critical thinking sentences and guide words to lead people to think about the expression and suppression of emotions in daily life or on social media. At the same time, it reminds people to face emotions squarely and be aware of the negative impacts brought by long-term suppression.

Photo's source: from my sketchbook



Improvement process

I use Adobe Illustrator software to layout and adjust these posters. I interspersed the text and illustrations in poster's layout, but it affect visual effect and lack a sense of layering. So, I only adjust the proportion of text and illustrations again, highlighting the main illustration and matching it with atmosphere elements. In addition, I placed the poster's promotional slogan and guiding words on both sides of the layout, mainly highlighting critical thinking sentences. Because I hope people can reflect on and think about issues related to emotions when browsing posters.



designed by Adobe Illustrator, A3 size

Final poster design

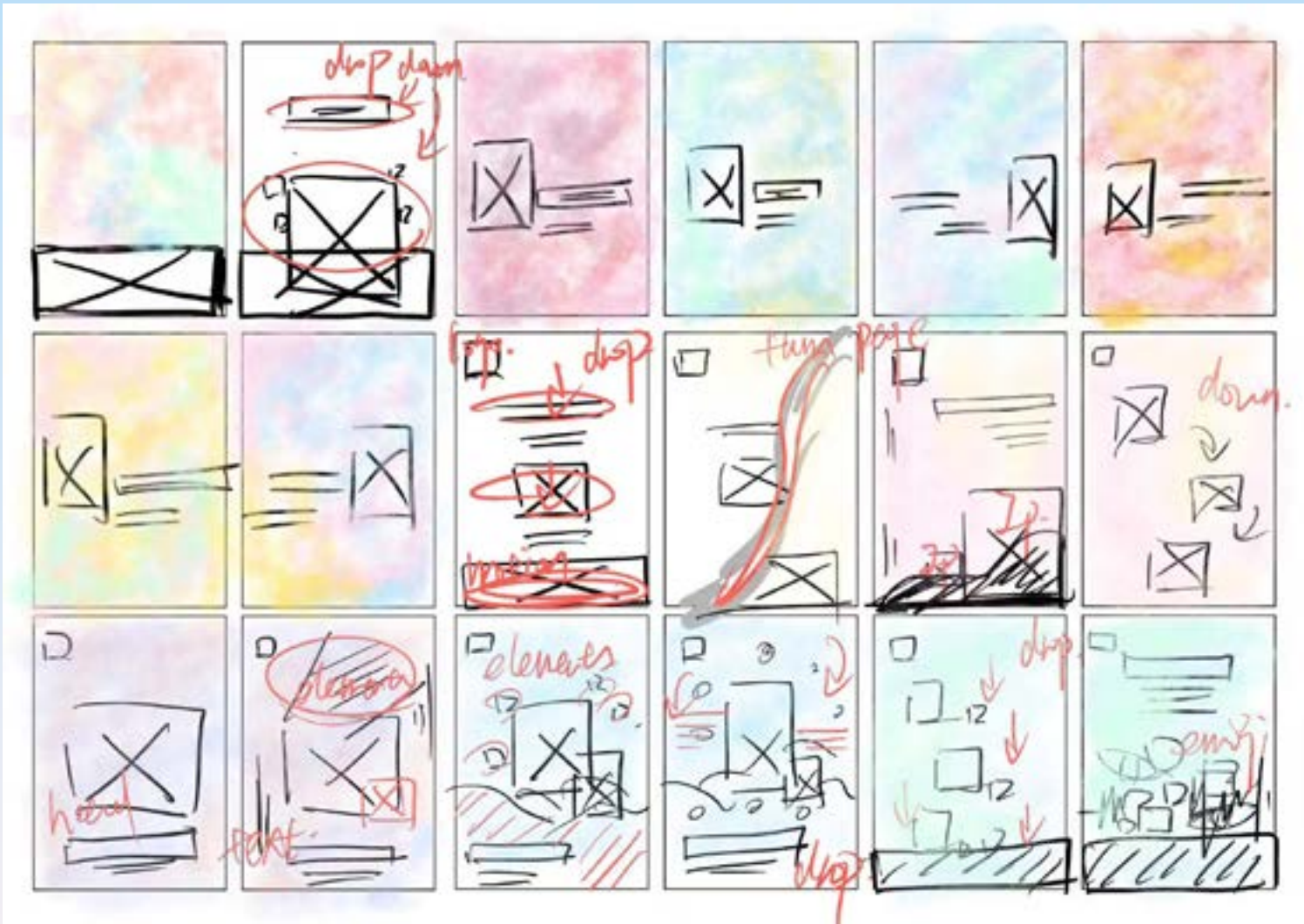
Posters are not only the promotional media for the "MoodFlower" exhibition and the app, but also help to establish an emotional connection with users and encourage them to bravely express their true selves.



Promotion video design

This promotional video aims to present the emotional characters and project concepts in a more intuitive and vivid way. Compared with posters, video can convey emotional changes and feelings in a multi-sensory way.

I created some animations for the facial expressions of the illustrated characters to convey the changes in emotions. I also designed some dynamic effects for the natural environment elements to make the overall layout more layered.



I marked the design details for each shot.(motion effects, colors)
designed by Procreate

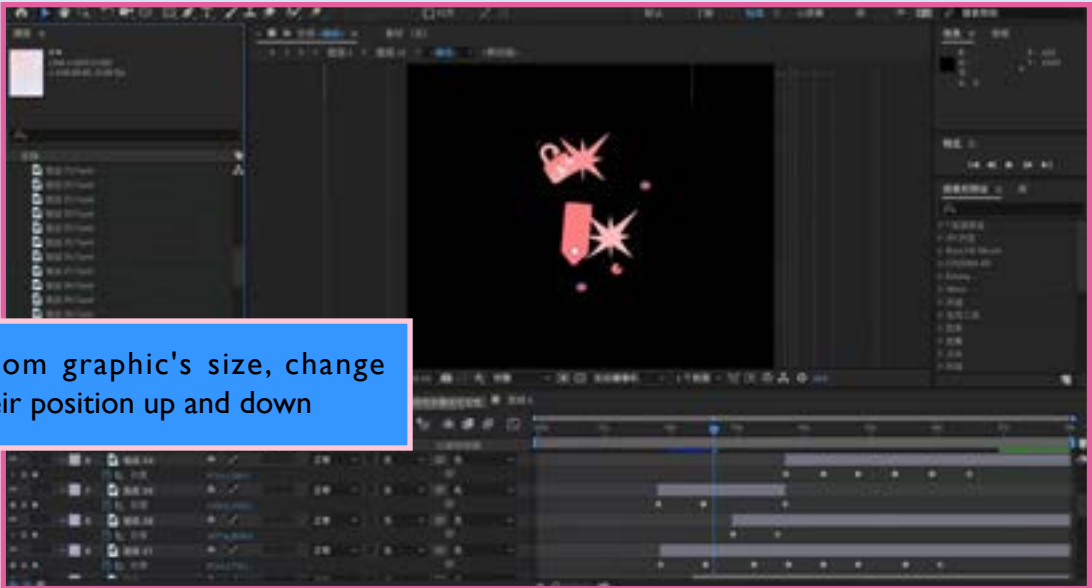
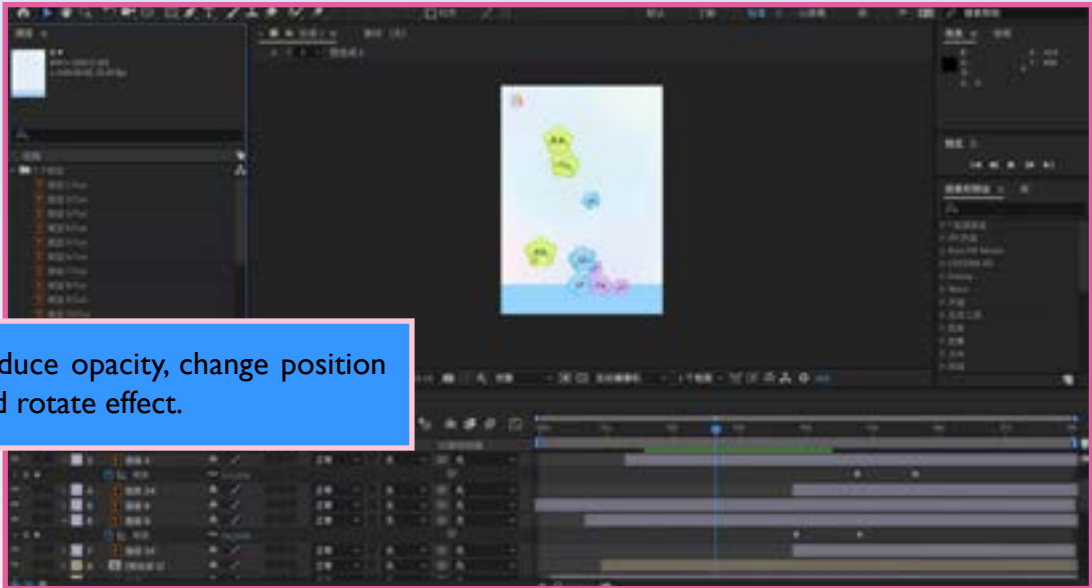
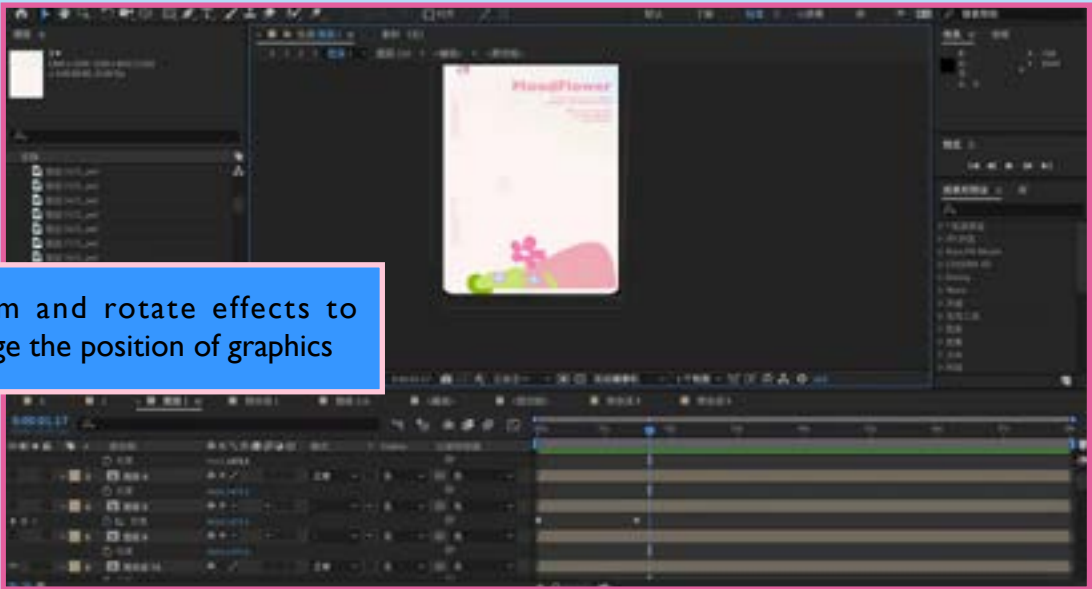
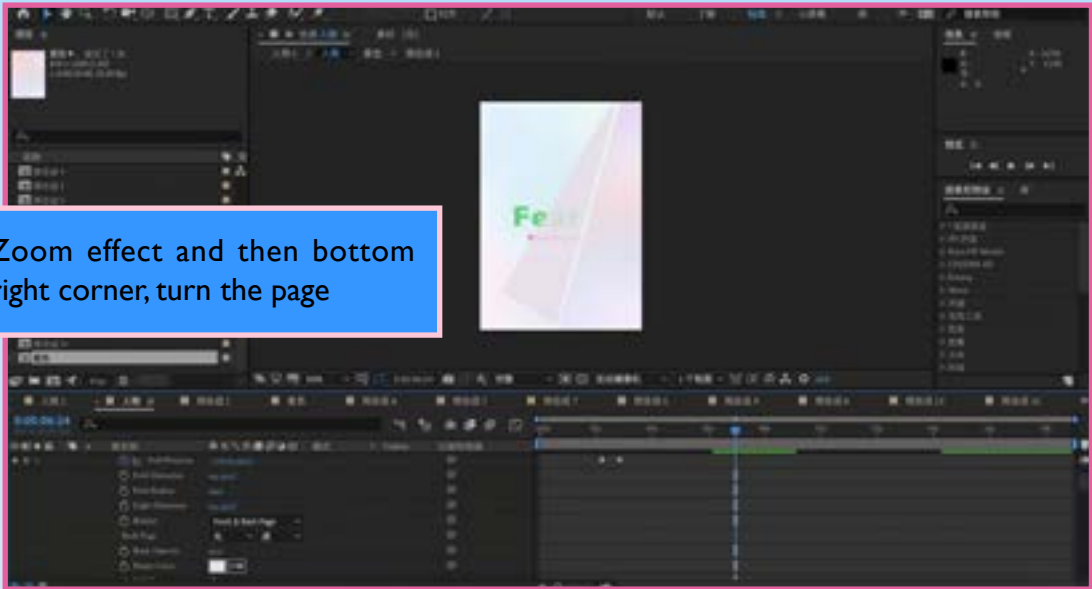
Showing Video design

I hope when users watch the promotional video, they will not only be attracted by the cute and interesting illustrated characters, but also be prompted to think deeply and resonate emotionally. 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.

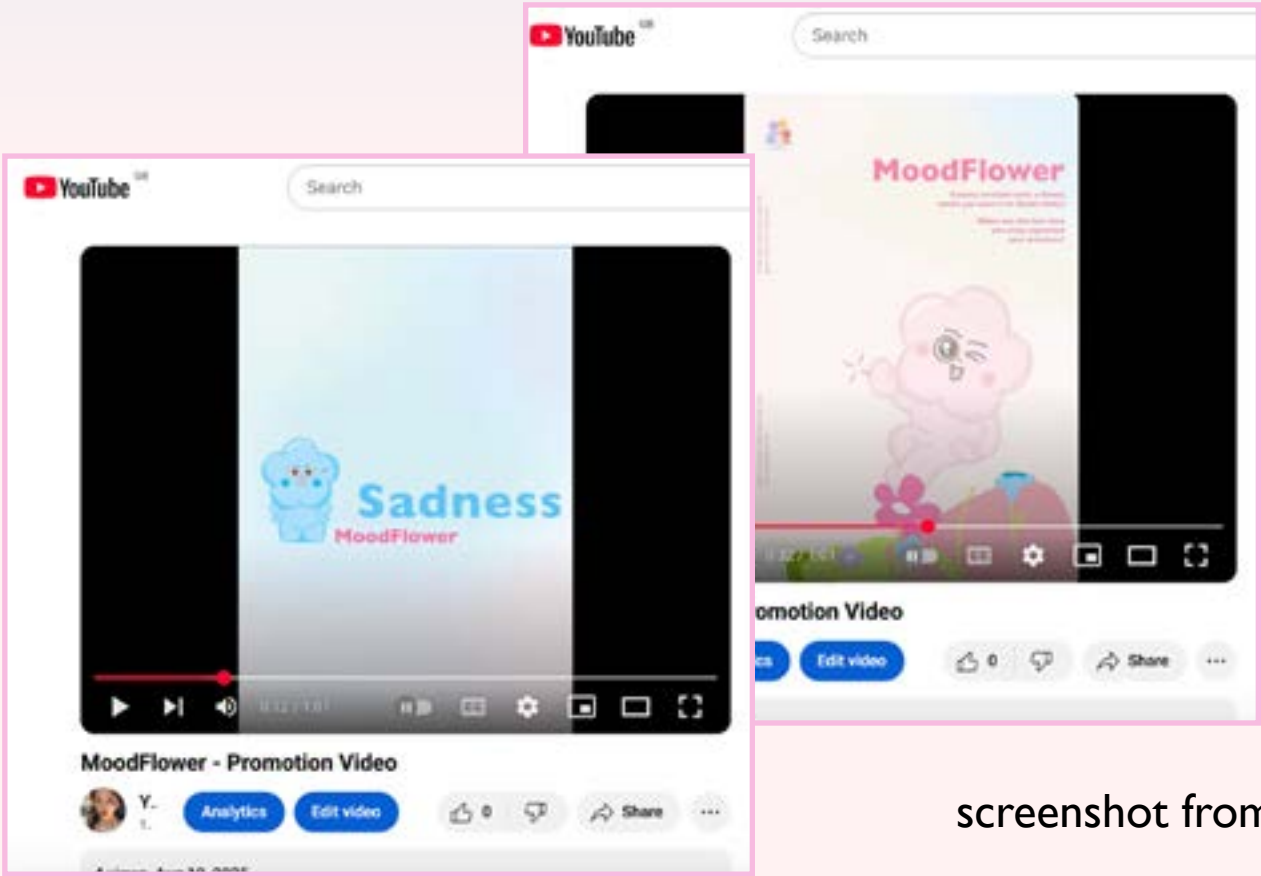
Link: <https://youtu.be/A9IE3IX8U3U>

Animated video design process

During the process of designing the promotional video, I used AE software to do some motion designs for the illustrated characters and scenes. I tried to make subtle changes to the facial expressions of the characters, such as blinking their eyes and moving their eyebrows and nose. I adjusted the rhythm of the picture and the transition effects. For example, some natural elements like flowers and grass, I use the effects of "falling in" and "from above".



designed by AE



screenshot from my youtube

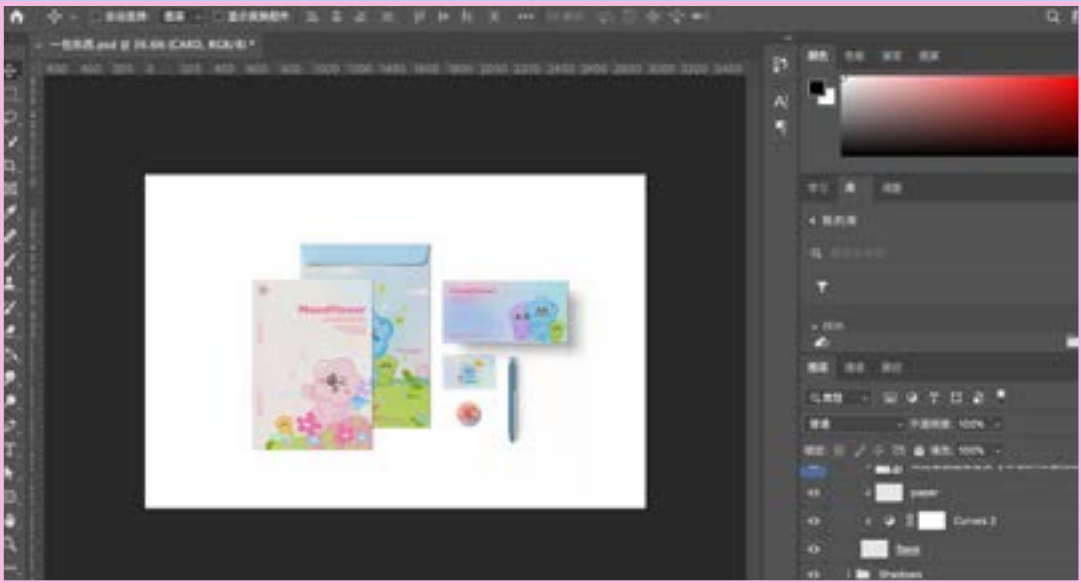
Exhibition Interactive design

I uploaded the promotional video to YouTube and placed it in the poster and the inner page of the App as a QR code. This makes it convenient for more people to learn about "MoodFlower" on different platforms. People only need to scan the code to enter the viewing page at any time. This also further helps users have a more complete experience when browsing posters or using the App.

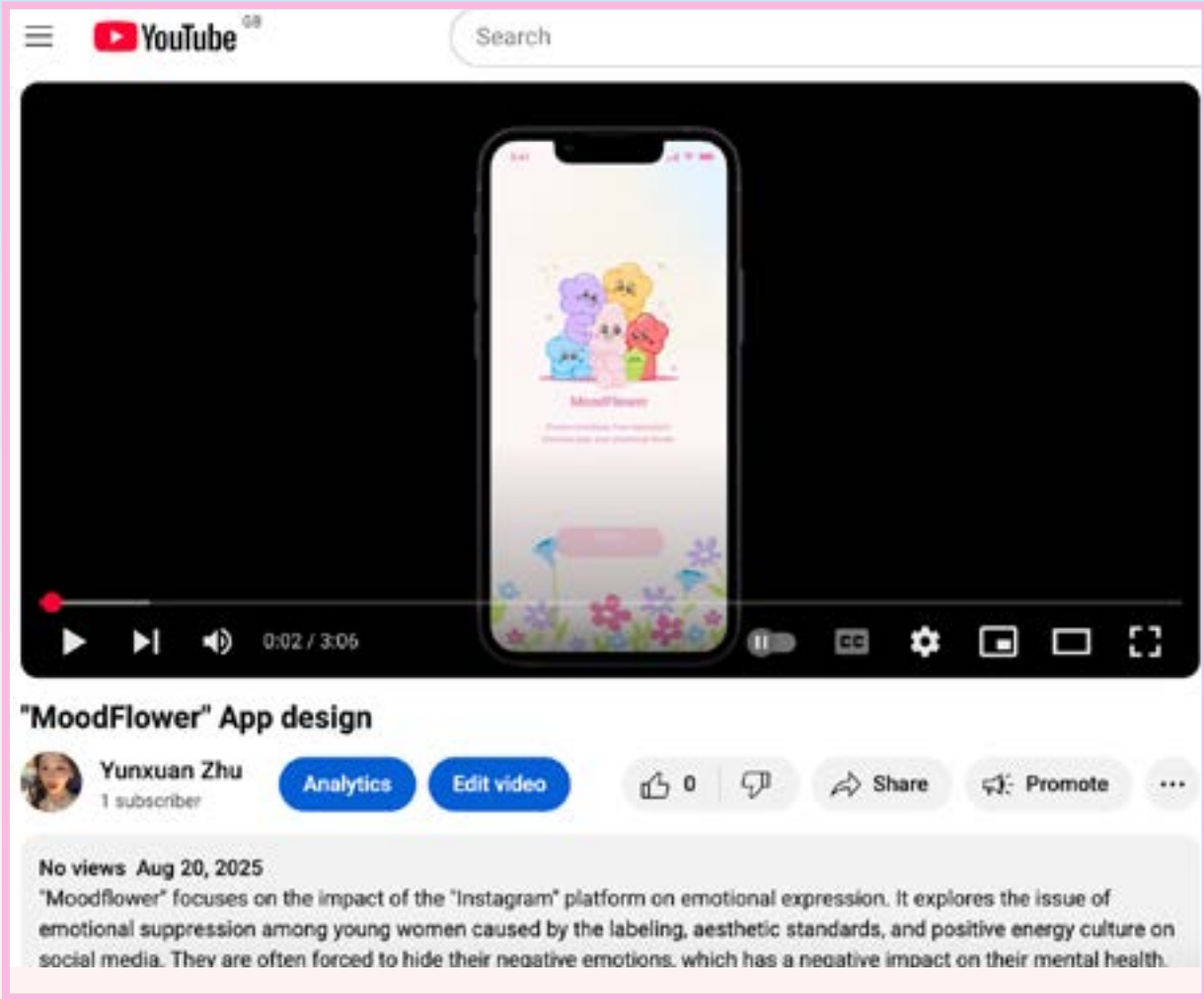


Derivative products

To make more people understand and pay attention to the issue of "the impact of instagram on emotions", I designed a series of peripheral products for MoodFlower, including handbags, pillows, phone cases, stickers and T-shirts, CD. I used illustration images of different emotional characters for each product. I hope to draw more users' attention to this emotional issue and offer them encouragement and confidence. These peripheral products also serve as a medium for emotional expression, helping users establish emotional connections, generate interaction and resonance.



designed by Photoshop



Photo's source: from my Youtube's video



App's QR code page



Link: <https://youtu.be/Ml4laFKmdJ8>

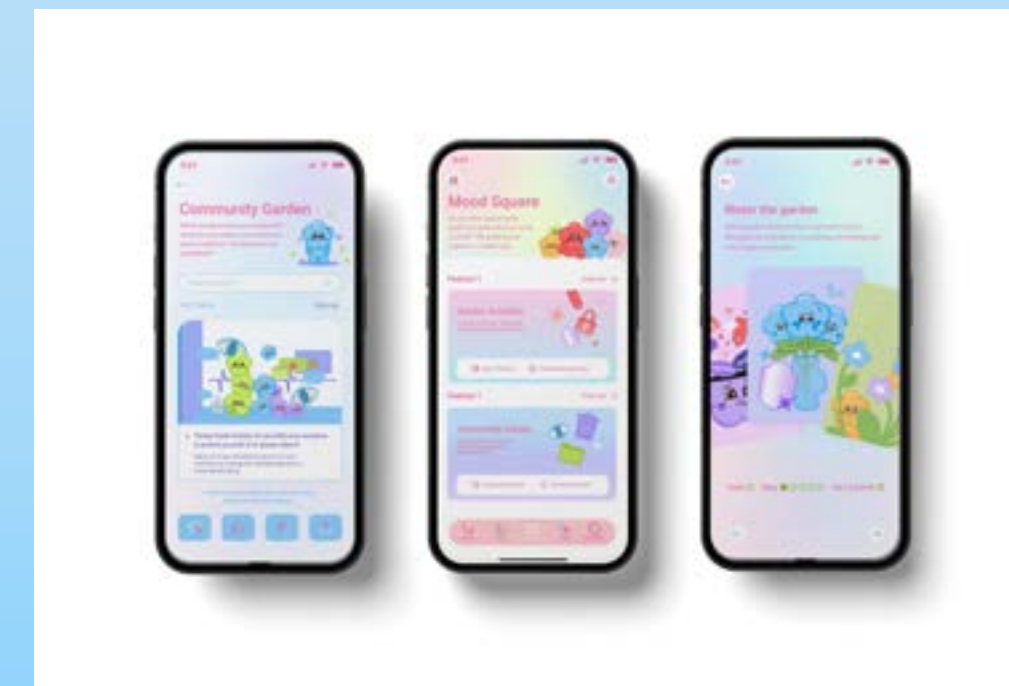
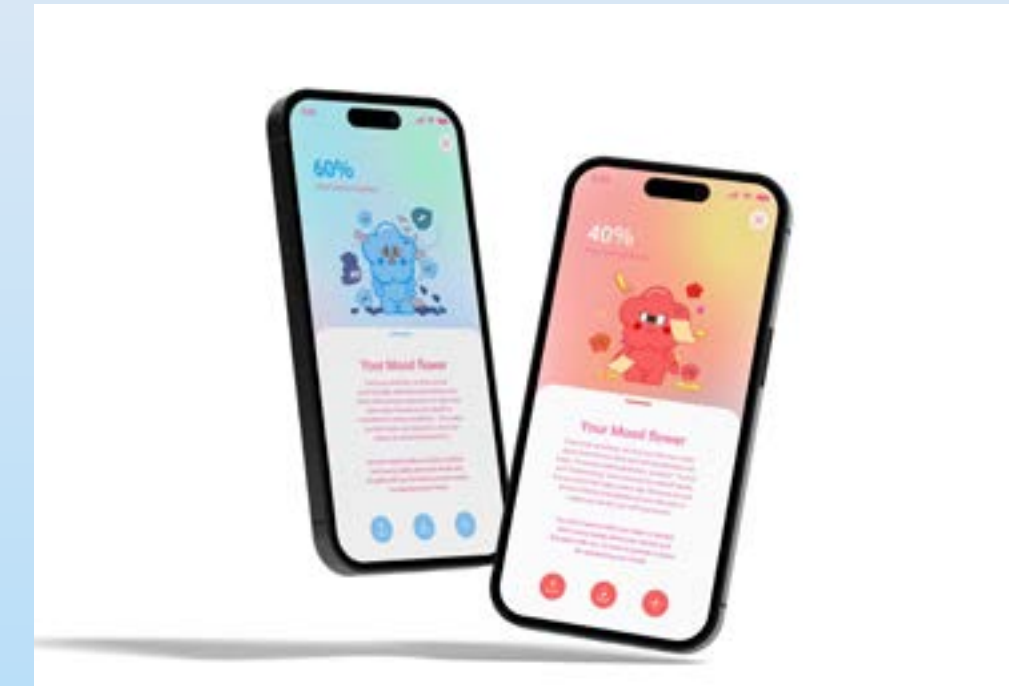
Outcome

Reflection:

In this final design project, I focused on the issue of how social media influences the emotional expression of young women. The problem of emotional suppression among young women caused by the negative 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.

"MoodFlower" digital platforms and offline exhibitions demonstrate an interactive experience of critical thinking and psychotherapy, and creating a digital garden for users to express their emotions. Based on young women group (aged 18 to 30), these functions helping them recording their emotions, expressing them freely, engaging in interactive discussions, and reflecting on their growth.

During the design stage, I really enjoyed the process because when designing the app interface, I created a lot of dynamic effects. In the future, I hope to continue exploring critically content's design theme and learn motion effect design and VR design to enhance my design skills.



Outcome



References

These articles have provided me some inspirations in my research and design process.

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Hussain, A.R. (2021) ‘Color Psychology in Art: How Color Impacts Mood’. *Art and Design Review*, 9(4), pp.301–308. doi:10.4236/adr.2021.94025.

Huss, E., Nagamine, M. and Zaccai, M. (2025) ‘Observing versus creating flowers: a review of relevance for art therapy’. *Frontiers in Human Neuroscience*, 19, Article 1504057. doi:10.3389/fnhum.2025.1504057.

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Malchiodi, C. (2019) A 2020 Vision for Expressive Arts Therapy. [online]. *Medium*. Available at: <https://medium.com/@artchangeslives/a-2020-vision-for-expressive-arts-therapy-a9c65b7ef128> [Accessed 14 August 2025].

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- Patel, J. and Patel, P. (2019) ‘Consequences of Repression of Emotion: Physical Health, Mental Health, and General Well Being’. *International Journal of Psychotherapy Practice and Research*, 1(3), pp.16–21. doi: 10.14302/issn.2574-612X.ijpr-18-2564.
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Links

1. Low-fidelity model:

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

2. High-fidelity model:

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

3. Animated Video:

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

4. User's Testing:

Link: <https://youtu.be/MI4laFKmdJ8>

5. Sketchbook:

Link: <https://youtu.be/6au4e4z9VFo>