

iner

"To improve mental health, provide a space to express emotion,
and empower the inner you."

Emmanuel Kilgore
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Brainstorm / Define

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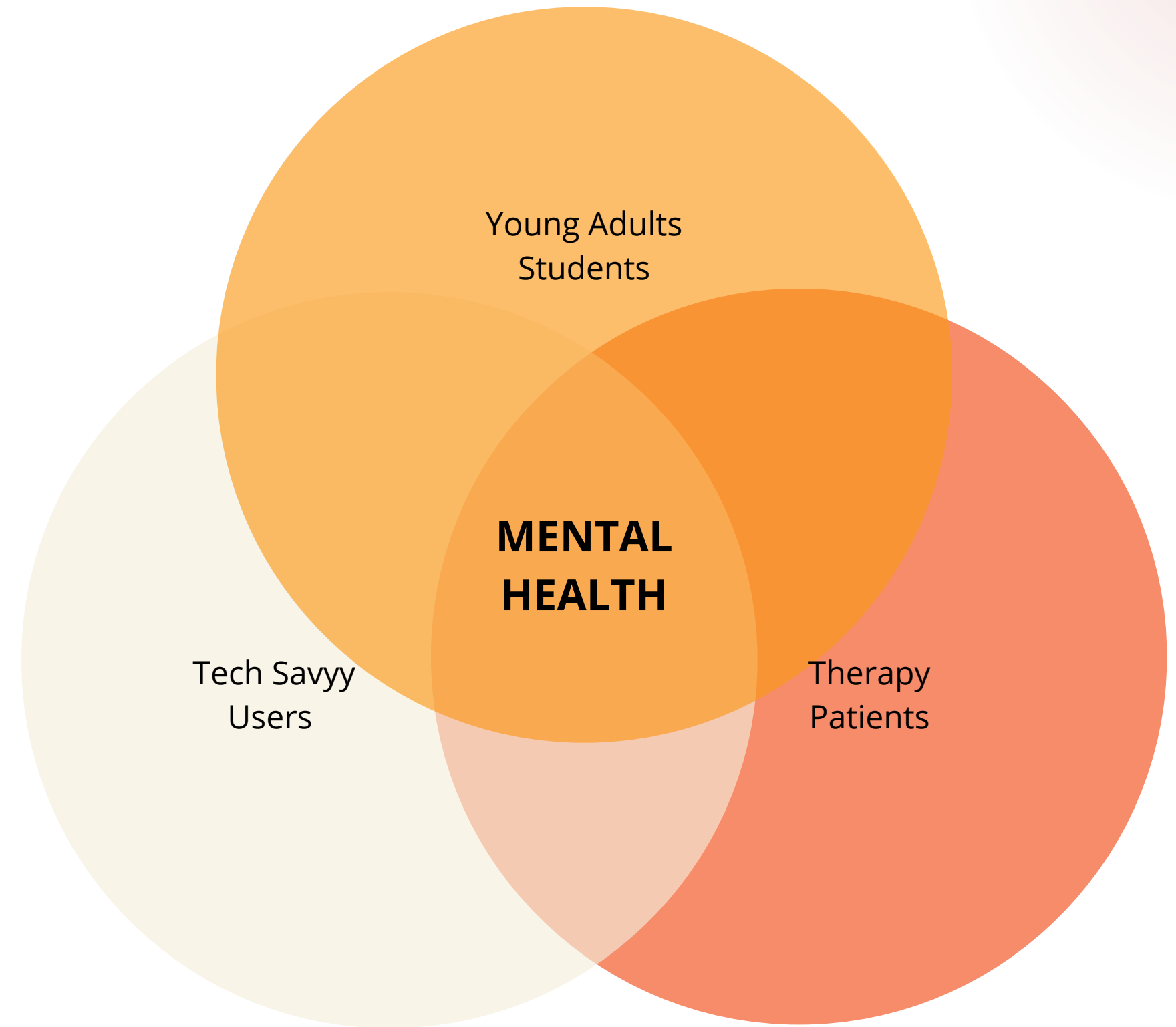


The Need

- Mental health accountability
- Easily accessible
- More support
- Convenient
- Flexible
- Privacy and trust
- Focus on self-management
- Personal journal space to protect user privacy
- Visual cues for presenting emotional reflections

Target Audiences

- Young adults/ students
- Age groups 17-30
- Tech savvy users
- People concerned with health
- People that are involved in therapy



Goals

The Designers

- Thinking about the interface design psychologically
- A friendly and approachable interface
- An expressive interface that lets the audience to better share their personal thoughts
- Information organization that doesn't cause confusion
- Secured personal information
- Easy navigation
- An inviting aesthetic that draws the users in and makes them come back to the app again
- Empathizing with the users like a friend

Goals

The Users

- Tracks users' moods and emotions
- Increase focus, happiness, and calmness through mindfulness and meditation
- Virtual therapy sessions
- Sharing features with close friends
- Social networks or forums where people with mental health problems can share their experiences and find peers
- Using visual elements according to the effects that they mentally will have on the users
- Providing analysis for the users based on the information that they submit
- Elevate the users' understanding of their mental health
- Getting to know the factors and causes that affect the user's mental health
- Sharing features for sending their data to their doctor/therapist

Need of Research / Brand

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Survey

Survey Questions

1. What is your age?
2. What is your occupation?
3. How much do you prioritize your mental health? (A scale of 1-5, 1 being never think about it, 5 think about it every day)
4. What do you do to express your mood? (multiple choice: talk to a friend or family, diary, posting on social media)
5. What are some ways that help you deal with the daily obstacles/hardships in life? (An open-ended question)
6. How often are you able to find the root causes of your positive and negative emotions? (on a scale 1-5, 1 meaning never, 5 meaning always)
7. How confident do you feel about your knowledge of mental health? (on a scale of 1-5, 1 meaning not confident at all, 5 meaning very confident)
8. How easy is it to assess your mental health? (on a scale of 1-5, 1 meaning very difficult, 5 meaning very easy)
9. How often do you talk to a therapist? (multiple choice, once a week, once a month, twice a month, twice a year)
10. What resources have you used to increase your knowledge about mental health? (Short answer)

Survey Results

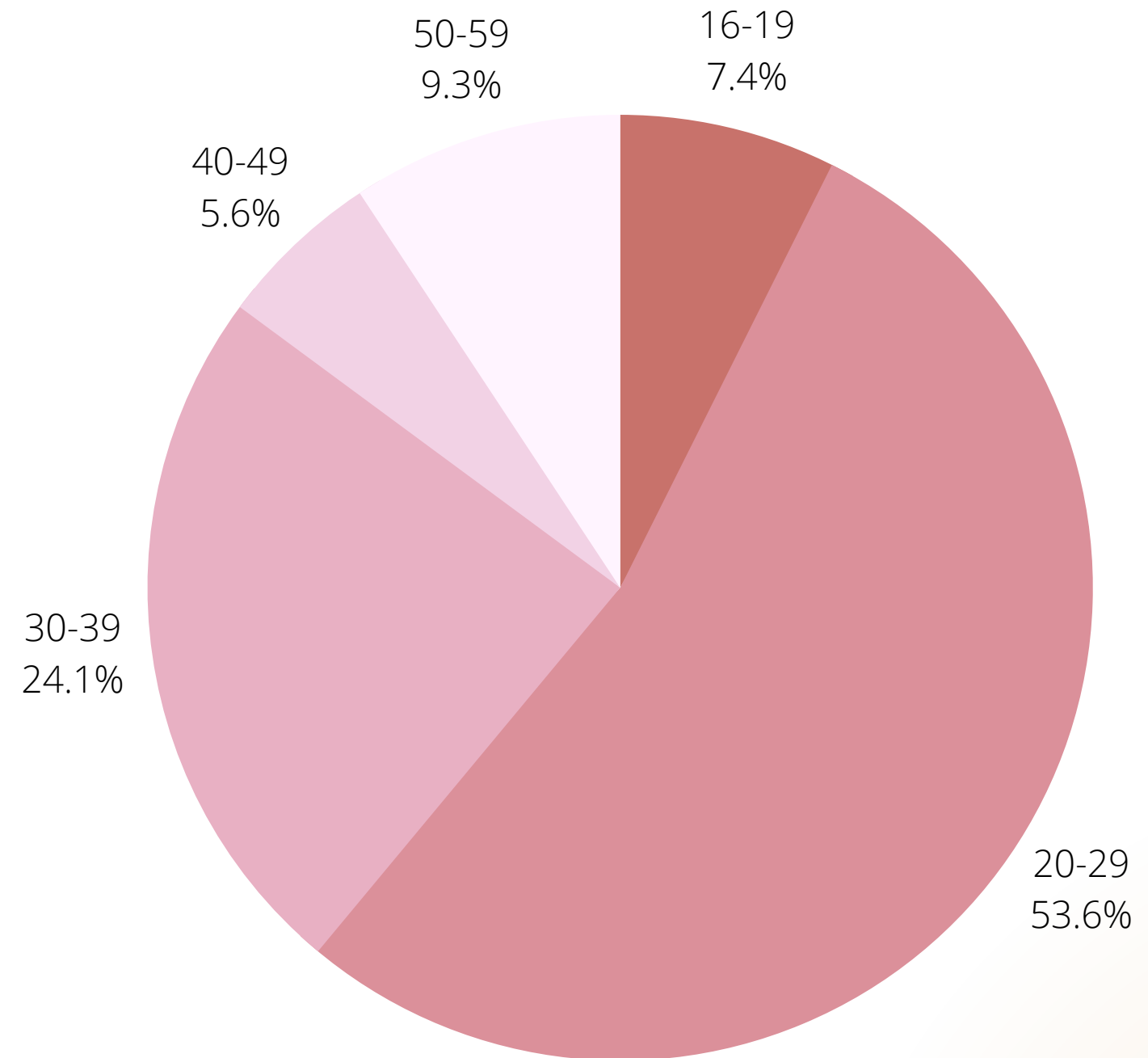
10 Questions

54 Responses

Survey Results

1.How old are you?

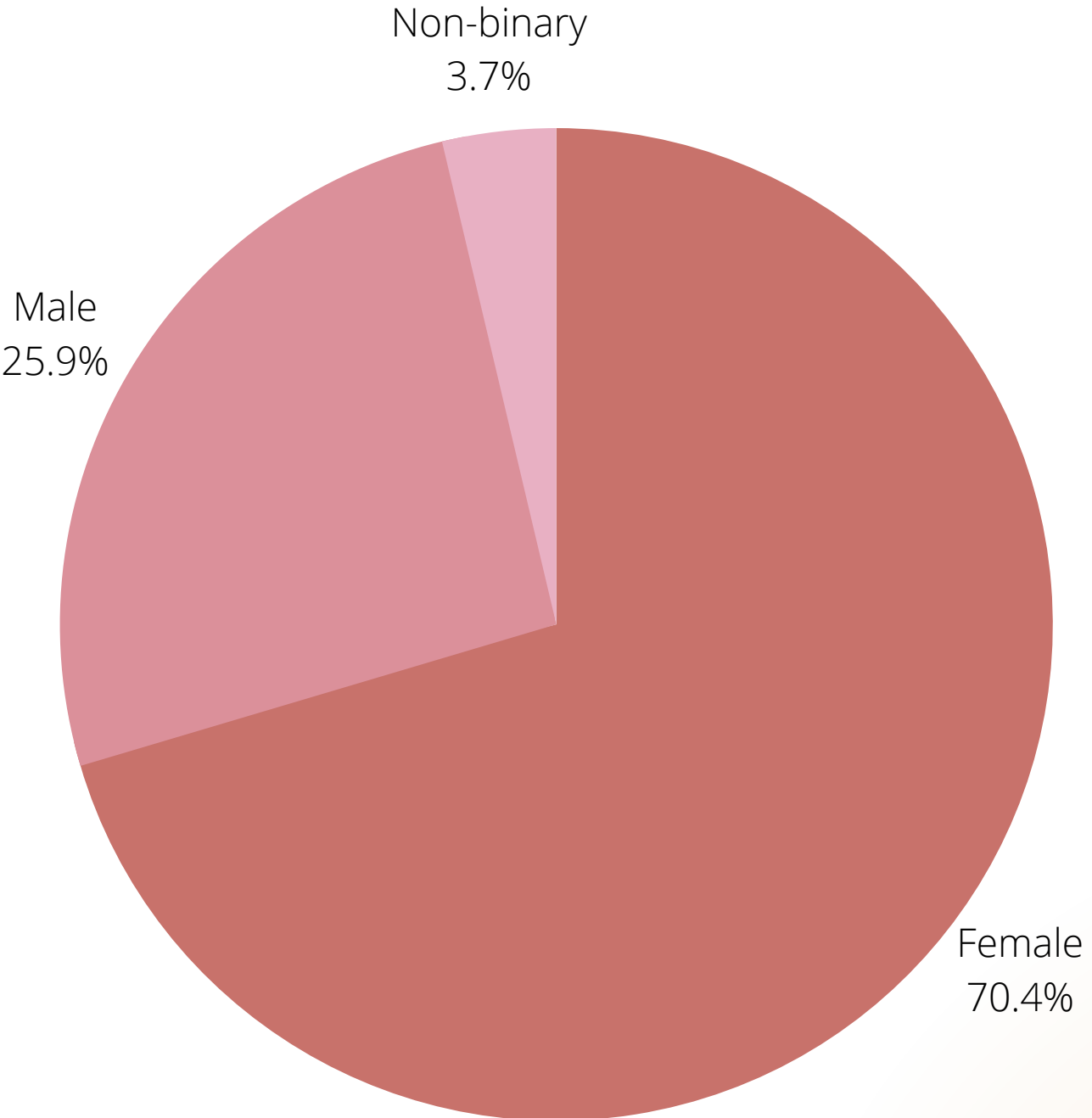
54 Responses



Survey Results

2. What gender do you identify with?

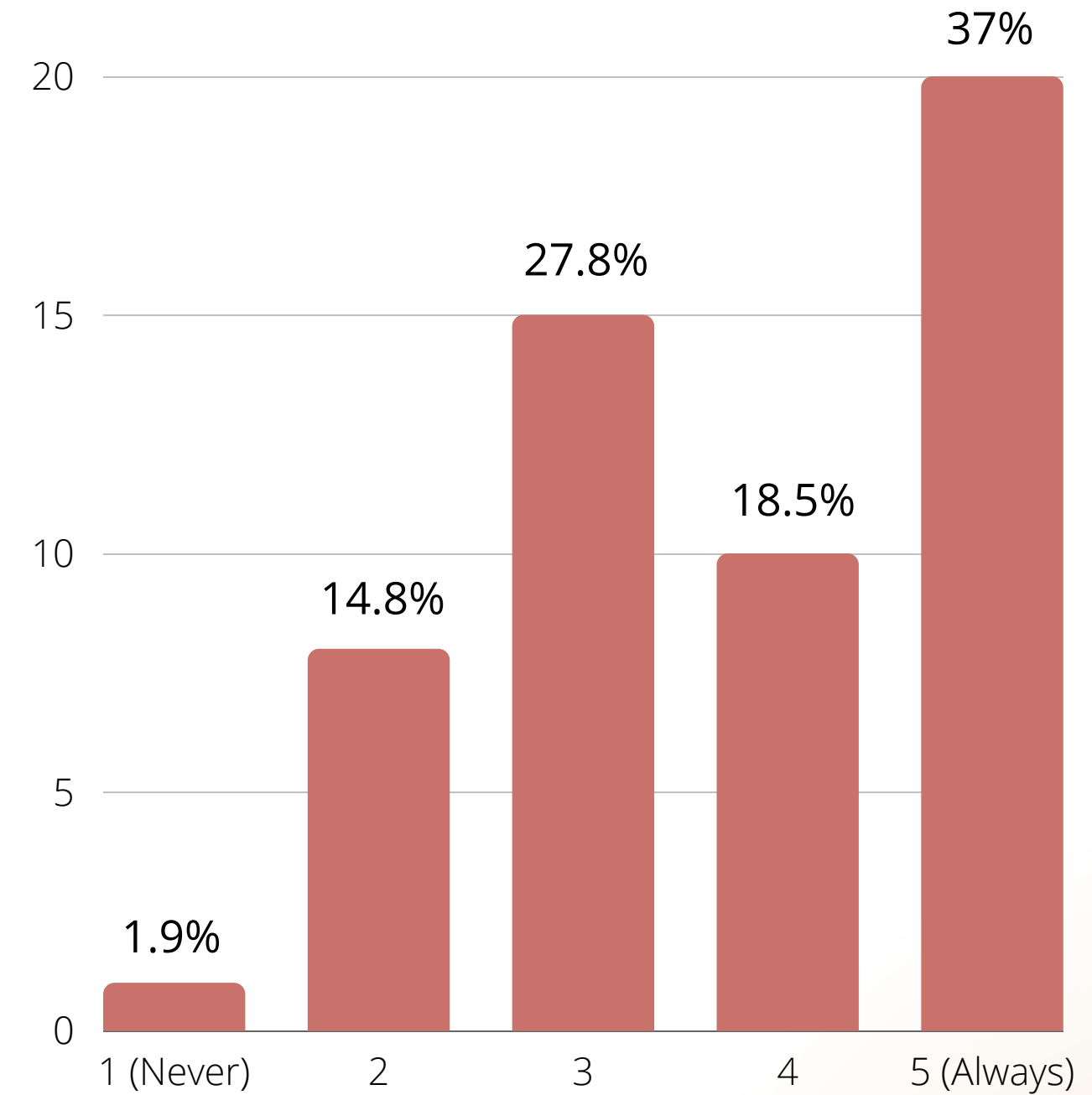
54 Responses



Survey Results

3. How much do you prioritize your mental health?

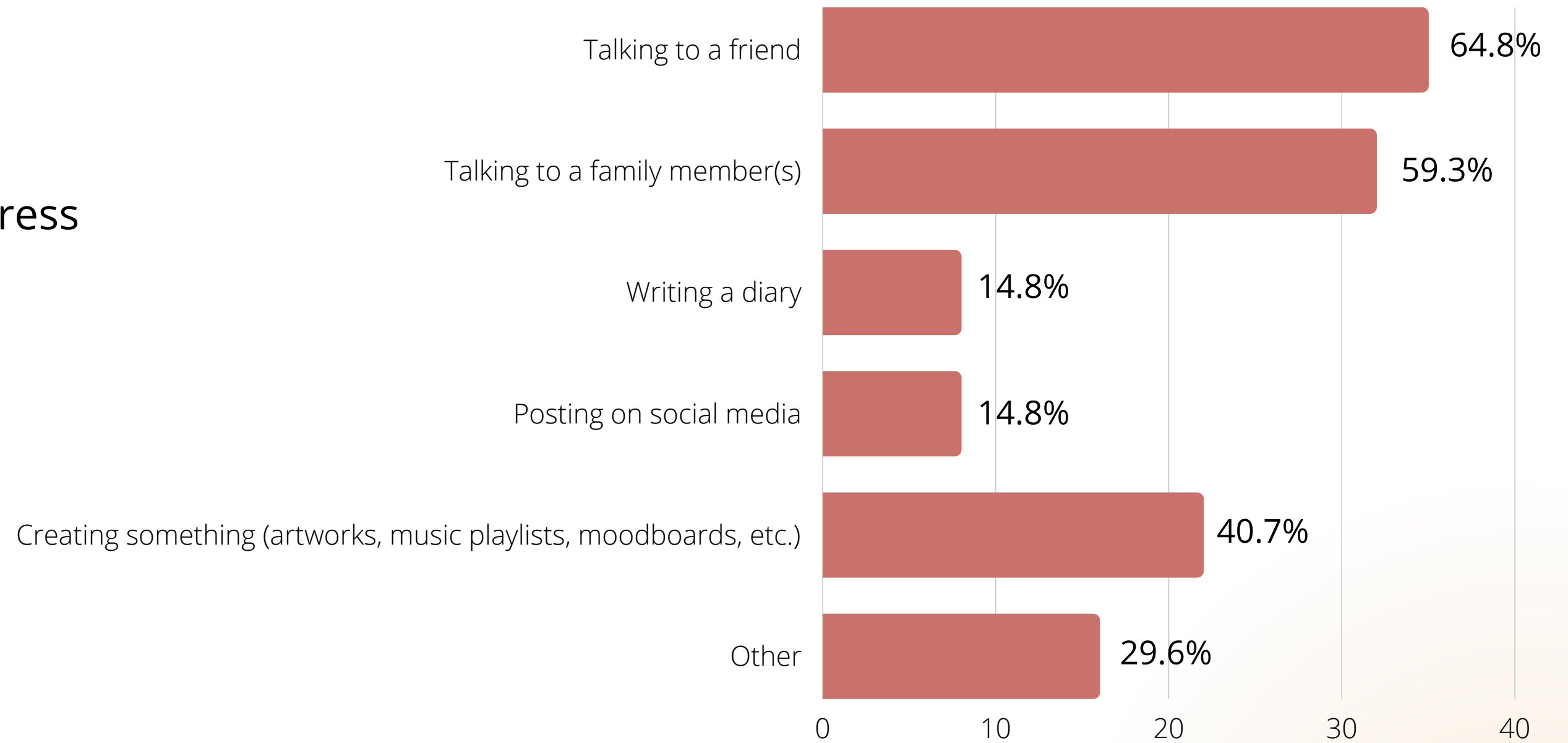
54 Responses



Survey Results

4. What do you do to express your mood?

54 Responses



Survey Results

5. How do you deal with the daily obstacles/hardships in life?

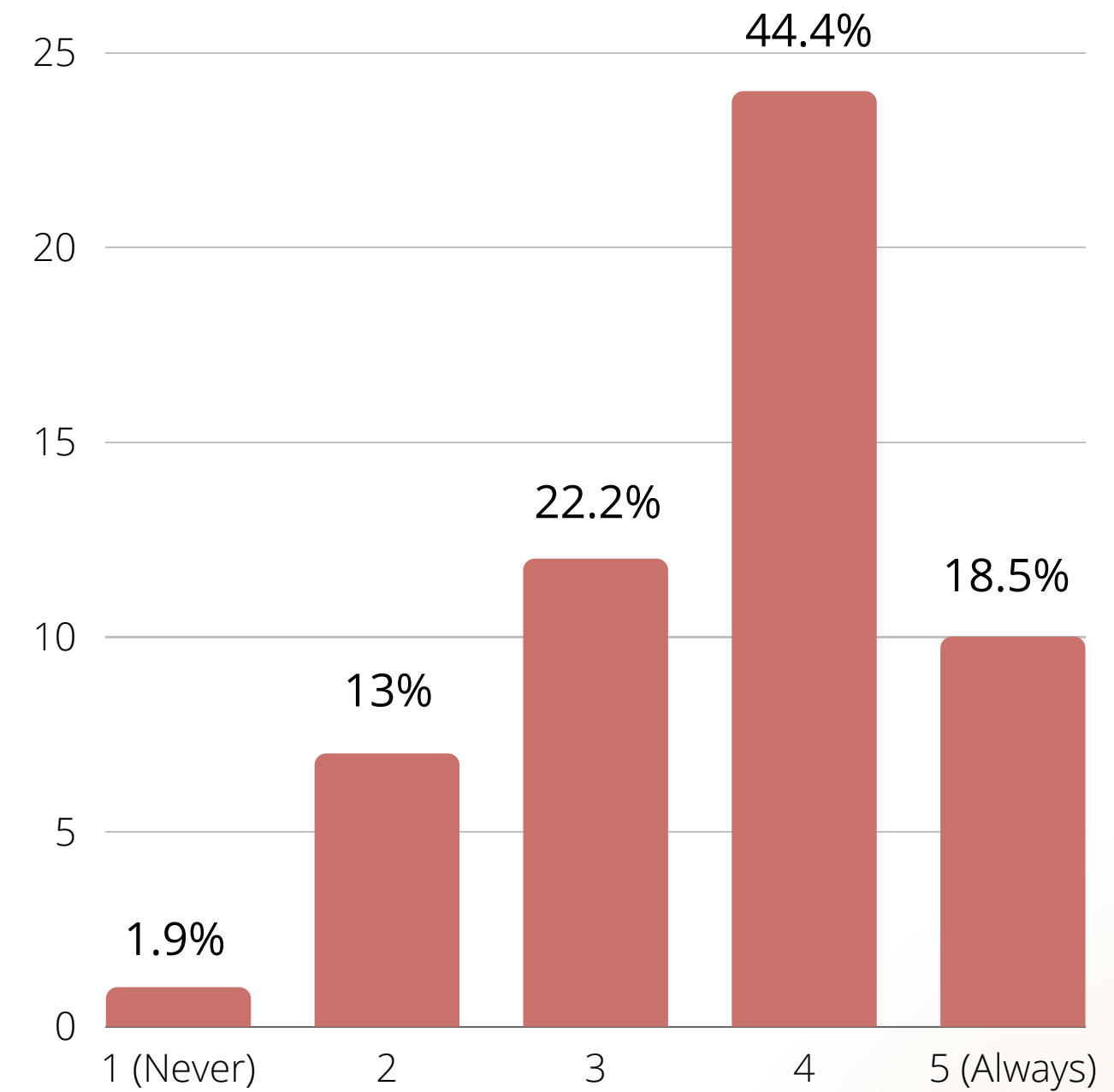
54 Responses

- Meditation and pray
- Setting a routine
- Thinking of solutions
- Giving it time
- Therapy
- Supportive relationships
- Music
- Work out
- Opening up and talking about it

Survey Results

6. How often are you able to find the root causes of your positive and negative emotions?

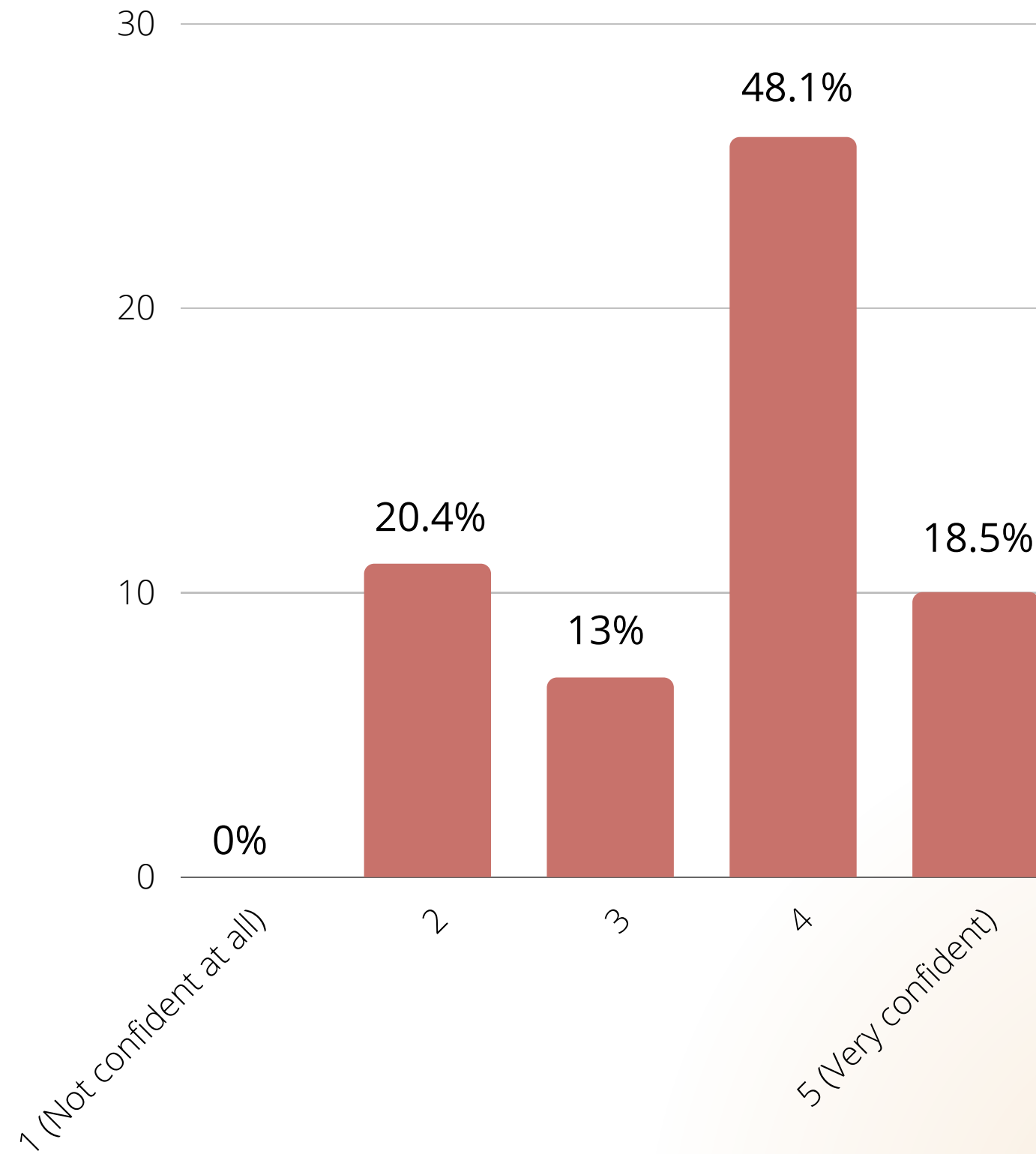
54 Responses



Survey Results

7. How confident do you feel about your knowledge in mental health?

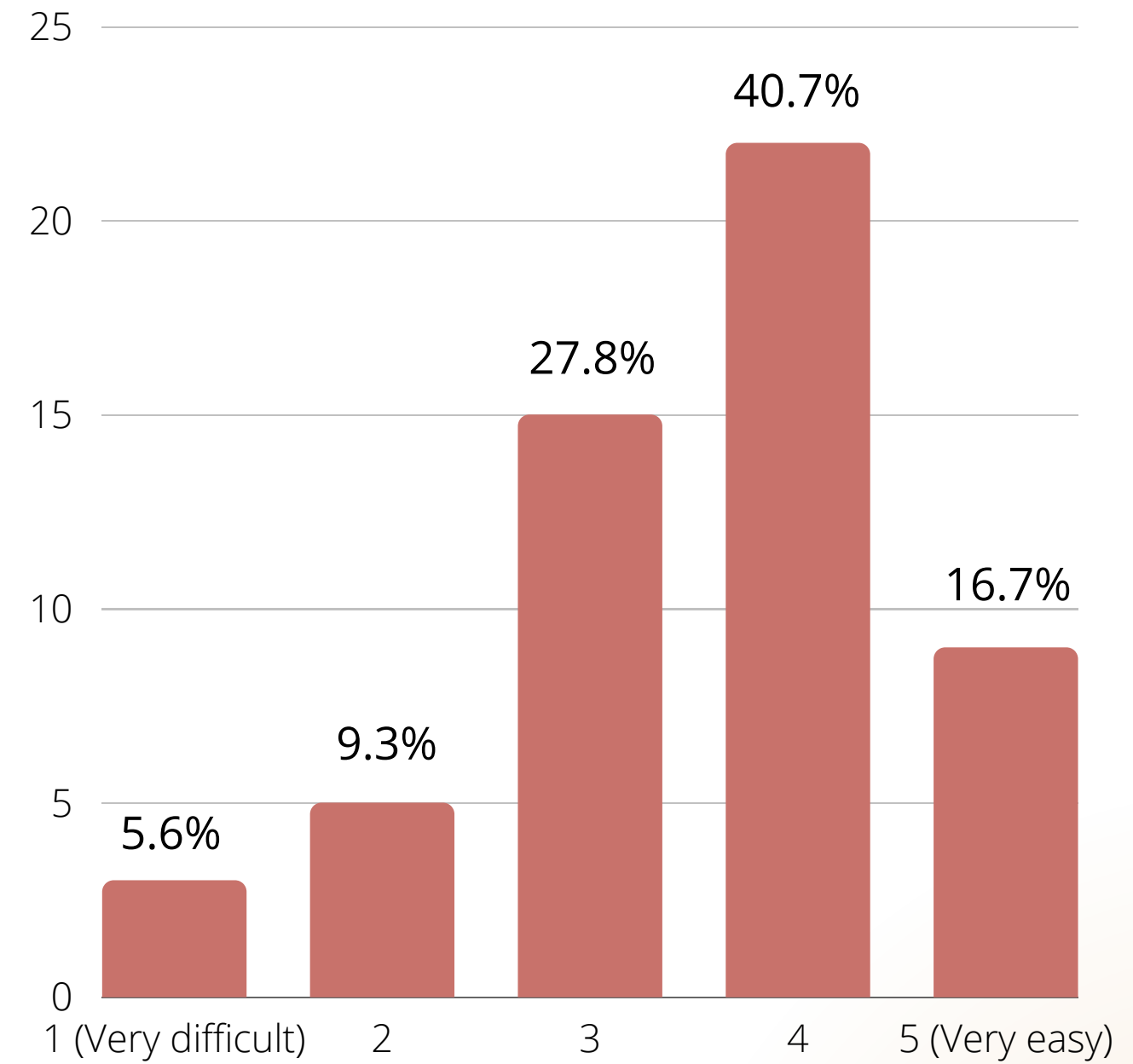
54 Responses



Survey Results

8. How easy is it to assess your mental health?

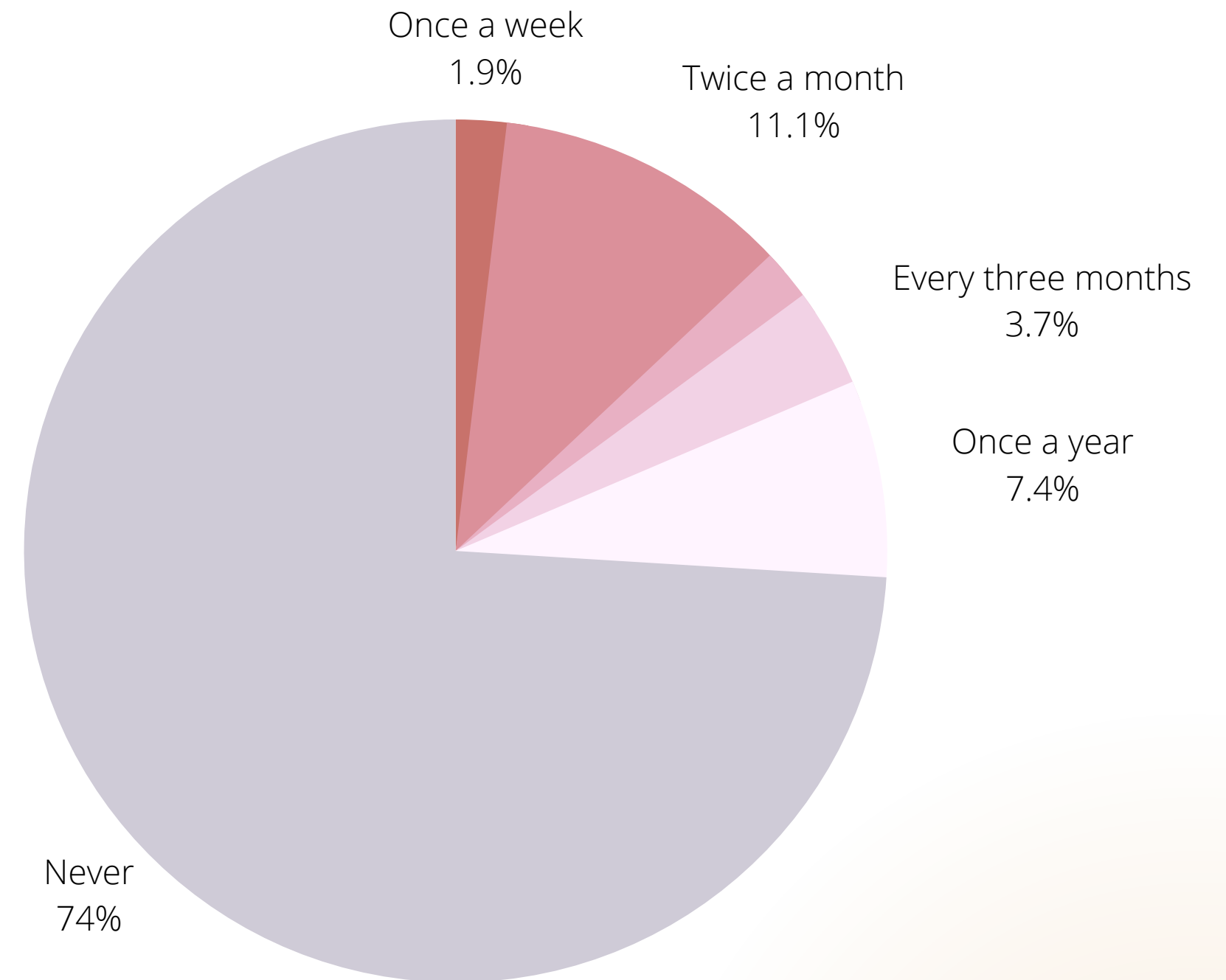
54 Responses



Survey Results

9. How often do you talk to a therapist?

54 Responses



Survey Results

10. How do you overcome your negative emotions? (e.g. scrolling through social media, writing, listening to music, cooking, etc.)

54 Responses

- Listening to music
- Discussing and journaling
- Talking with friends
- Social media
- Taking a nap
- Spending time with the loved ones
- Reading
- Going outside/going for a walk
- Driving/travel
- Doing something creative/art related activities
- Worshipping

Interview

Interview Questions

1. Do you attend therapy sessions or have you ever?

a. If yes, tell me more about your experience.

2. Do you feel that there is lack of mental health support in today's society?

why?

3. What do you think is the best way to show mental support?

4. How do you think mental health support systems offered now can be

improved?

5. How do you feel about sharing your emotions with others? (family

members, friends, colleagues, strangers, etc.)

6. Tell me about a time that you were bothered by your low feelings.

What did you do about them?

7. How do you approach controlling your emotions?

8. What are the resources that you use to learn about mental

health? How do you use them?

9. Do you have a habit of tracking your mental health and emotions? (writing in a journal, writing a diary, using apps, etc.)

10. How do you usually feel after expressing your emotions?

Interview Results

#1: Dhara - 26 - Graphic Designer

1. Do you attend therapy sessions or have you ever?

I have. I am not actively attending them right now, but I have in the past. I've been to two counselors in my life. The first one, I had a really great experience with I feel like she really **understood** me and like you know, like helping get through what I was getting through the second one as a little bit more **challenging**.

2. Do you feel that there is lack of mental health support in today's society? why?

Yes, overall, the answer is yes. The problem is that not everyone can **afford** it, and so there is a **lack of accessibility**. It is such a **taboo** topic. I feel like people just don't create a **safe space** for each other.

3. What do you think is the best way to show mental support?

it would be like completely different from person to person. For me when I usually see people I try to think of it like, if it was me going through that what I would want. If you don't know **the context** of their problem, I think the best place to start is just to have a conversation and say how can I help you.

4. How do you think mental health support systems offered now can be improved?

These terms that I don't know the **exact definition** of. I feel like these things aren't quite defined for you, especially when you're going into this as a like a new person. It feels like **a big mystery** when it's not a big mystery.

5. How do you feel about sharing your emotions with others?

Usually my friends, never my family. I feel like it's better to **get it out** like either by saying it or typing it or literally writing it out, then keeping it inside.

Interview Results

#1: Dhara - 26 - Graphic Designer

6. Tell me about a time that you were bothered by your low feelings.

I think it depends on how low feeling. If I'm feeling extra low I always gonna cry in the corner of my room, with the lights off. If I'm feeling like irritated or annoyed I go to a friend who **knows the situation**, I don't have to explain it to you again.

7. How do you approach controlling your emotions?

I really like to take a moment to understand the world around me. I'll see like people going through like emotional conflicts, it's like a bit of **learning** like how did they deal with it.

8. What are the resources that you use to learn about mental health? How do you use them?

The Internet is like everything these days. Most organizations and institutions. **Google** for the times that I'm just like not sure how to approach the situations. **Social media** and reading from a third-person perspective. You're on affected, but you see that person, you can read the comments and you can see what other people are saying.

9. Do you have a habit of tracking your mental health and emotions?

In 2015, I found this random Tumblr post. It said, keep a jar, in the jar like on small pieces of paper right one good thing and put it in a jar and then you can look at it later. "**my happiness jar**." I have a personal blog that I use as my journal.

10. How do you usually feel after expressing your emotions?

Usually **relieved**. Sometimes I'm like did I over share. It's better outside of my head than in my head, so I usually feel relieved.

Interview Results

#2: Kevin - 24 - Student

1. Do you attend therapy sessions or have you ever?

No, never

2. Do you feel that there is lack of mental health support in today's society? why?

Yes, there is **not a lot of awareness and care**

- People don't really know how to **express care** towards friends and family who is going through mental health problem
- Especially in Asian countries, it is not a discussion that would be talked about.

3. What do you think is the best way to show mental support?

- Talk to **anyone** that you think is having difficulties, to try to open up minds
- Friends and family > therapy > psychologist

4. How do you think mental health support systems offered now can be improved?

- More convenient, anonymous ways** to contact professionals
- Anonymous hotline, email would make people feel **more comfortable** when talking about their mental health problems

5. How do you feel about sharing your emotions with others?

- Sometimes, it is awkward to share with friends and family
- Strangers would feel more comfortable**, they won't **judge** and don't know me
- Would be good if there is a way to **connect with strangers** that they don't have to go physically > **easier** for them to seek help.

Interview Results

#2: Kevin - 24 - Student

6. Tell me about a time that you were bothered by your low feelings.

- Go for a walk
- Divert focus** to his work and interest
- Tend not to seek help, feel hard to **speak up**, because of social norms

7. How do you approach controlling your emotions?

- It is not easy to control emotions
- Try not to think about it
- The negativity usually slowly goes away

8. What are the resources that you use to learn about mental health? How do you use them?

- Mostly from books that teaches and guides
 - >follow the ways to deal with daily problems that can help when dealing with mental health problems
- There aren't lots of resources that **reaches people**

9. Do you have a habit of tracking your mental health and emotions?

- Did try to use app, but not useful.
- >1 to 5 scale to rate emotions but didn't find it useful, the app highlighted how bad he felt (red to green colour) After a month, the whole calendar becomes red >not positive.
- He thinks using **neutral colors** would be better, not to use a scoring system but with other **elements that looks more positive**

10. How do you usually feel after expressing your emotions?

- Doesn't help a lot
- Emotions have to **take time** to go away

User Persona and Journey

Emmanuel Kilgore
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Negar Khalili
Janus Chan

Seo Hyeon Jeon

User Persona

Anna Clark



Age: 21

Location: Savannah, Georgia

Occupation: Student

Bio:

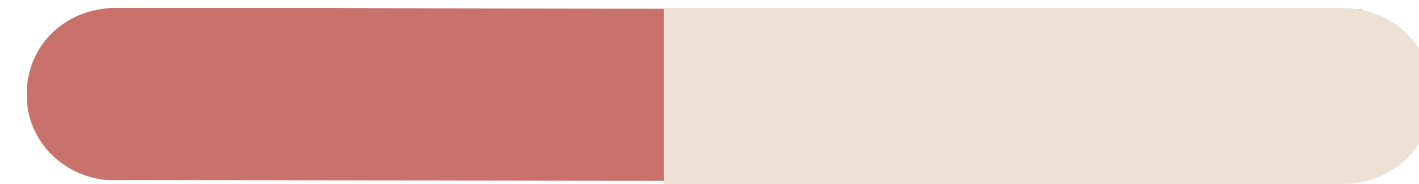
Anna lives on campus of her college in Savannah. She enjoys meditation, listening to music, and journaling her feelings. Anna has two roommates and finds it hard to reflect on her day in peace and quiet. Privacy is important to her and wants a quick way to connect with her therapists throughout a busy week.

Motivations:

Trust and Security



Accessibility



Prioritizes Meditation



“ Journaling my emotions gives me the ability to see my personal growth and progress from day to day. Being able to share that with friends makes me feel more connected and not alone. ”

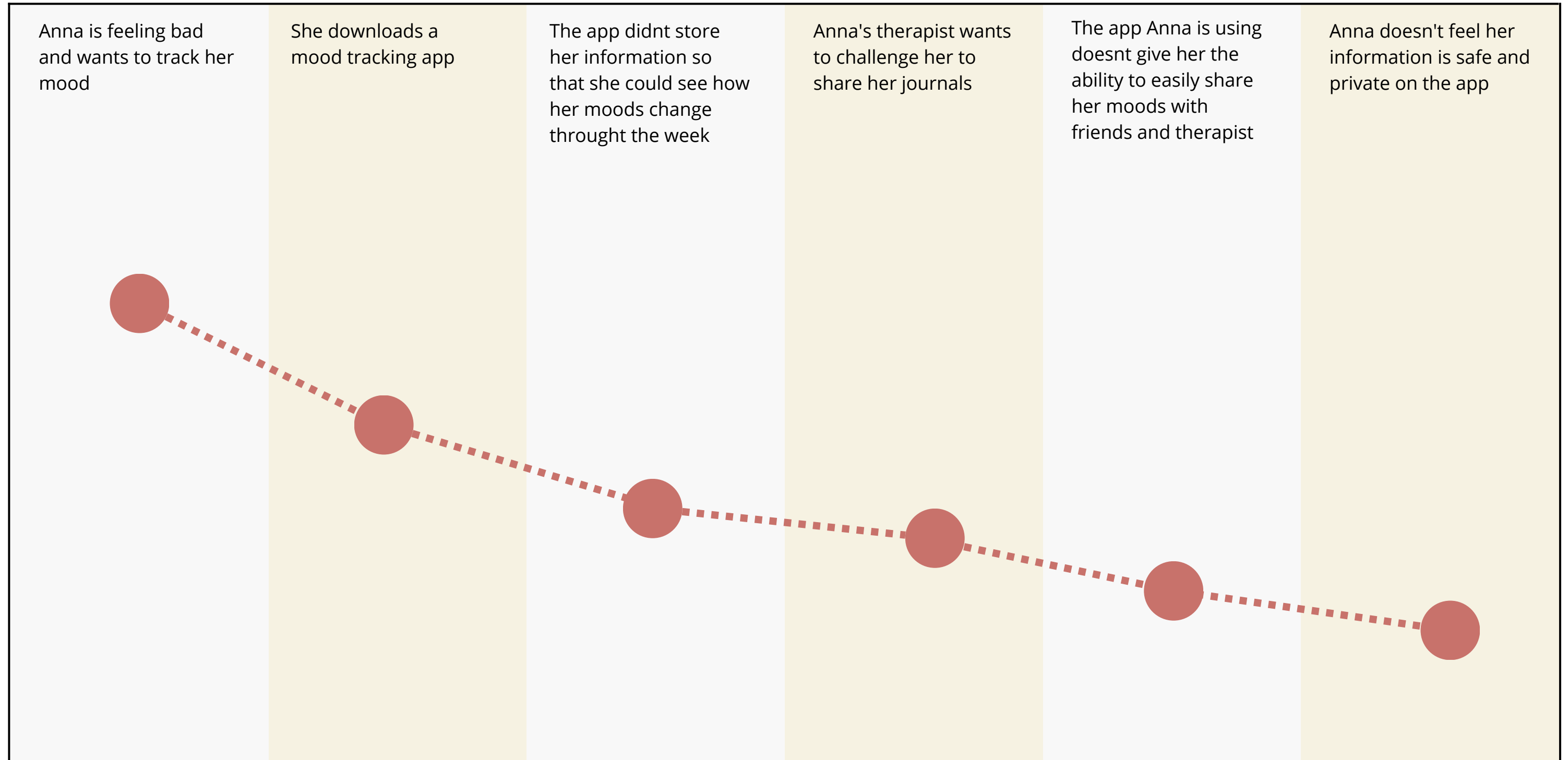
User Journey 1



Satisfied



Unsatisfied



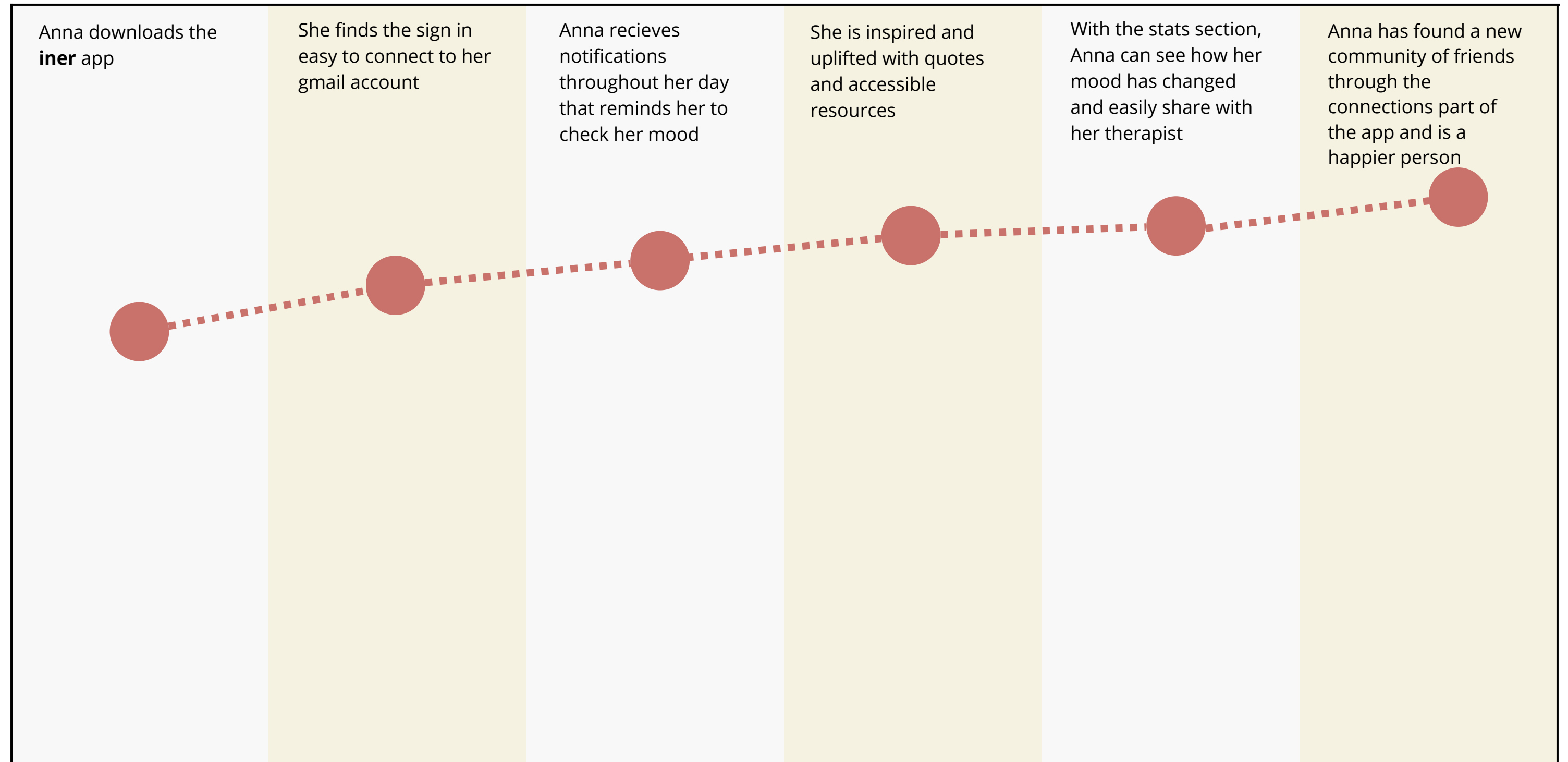
User Journey 2



Satisfied



Unsatisfied



Competition

Competition

Direct Competitor- BetterHelp



BetterHelp

Competitive Elements

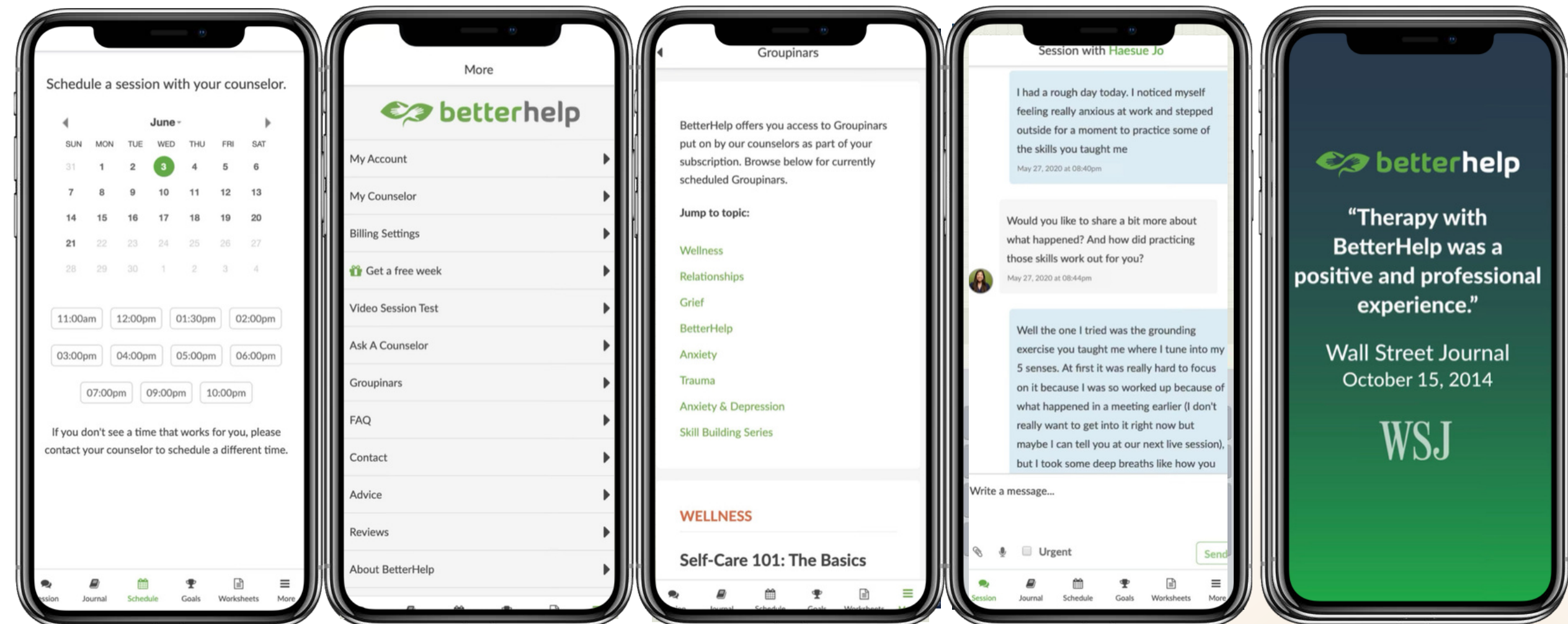
- Simple Color and App icon
- Privacy and Safety features
- Chat space
- Calendar
- Group Webinars
- Schedule live sessions

Pros:

- Promoted by celebrities
- Well known name
- Easy accessible for therapy
- No commitments

Cons:

- Does not take insurance
- Only for adults



Competition

Direct Competitor - EMMO



Competitive Elements

- Attractive visual
- Customization of mood emojis and layout
- Security (password, private policy)
- Data Backup
- Can see how other users are feeling
- Monthly Calendar
- Chart Report
- Journal

Cons

- Not enough features
- Only track moods, cannot help with me



Competition

Direct Competitor - Calm



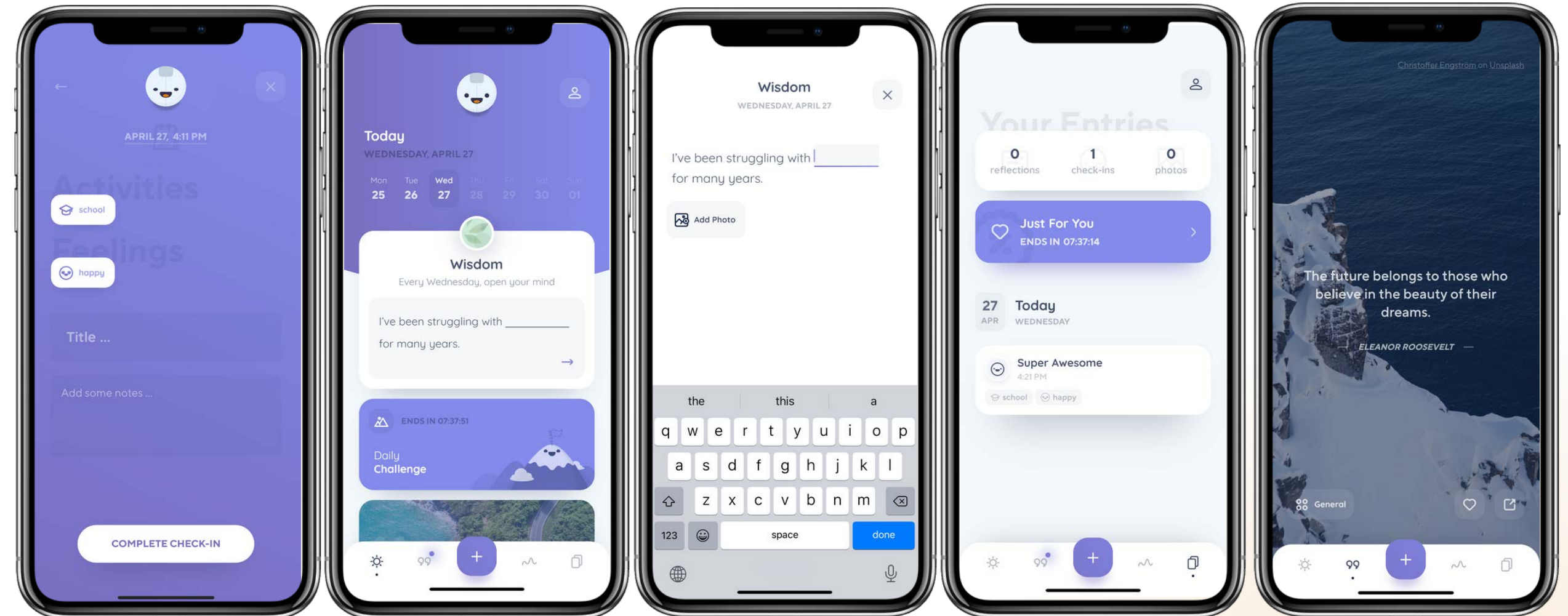
Reflectly

Competitive Elements

- Mood tracking feature
- Additional notes
- A preview of the days of the week on the landing page
- Adding photos and voice memos
- Analysis and stats of moods
- Inspirational quotes, with adding to favorites and sharing features

Pros

- The UI is very clean and welcoming
- Easy navigation because of a clear global menu
- Different calls to action in various places of the app



Competition

Direct Competitor - Calm



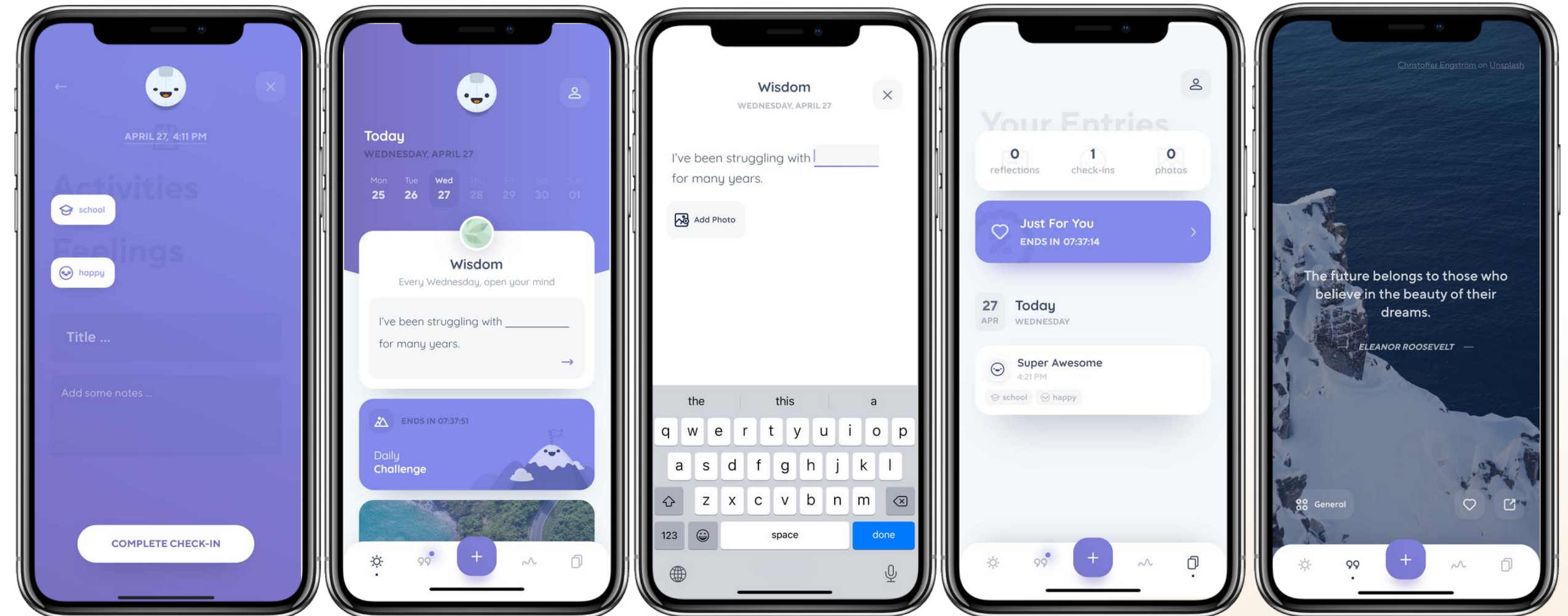
Reflectly

Competitive Elements

- Lets users choose the color/theme
- Home widget feature
- Journaling prompts with short answers
- Home screen widget for motivational quotes
- App icon isn't eye-catching

Cons

- The entries section is very confusing and the data that it shows is vague in terms of the period of time
- It doesn't use friendly phrases to build trust with the user



Competition

Indirect Competitor - Calm



Competitive Elements

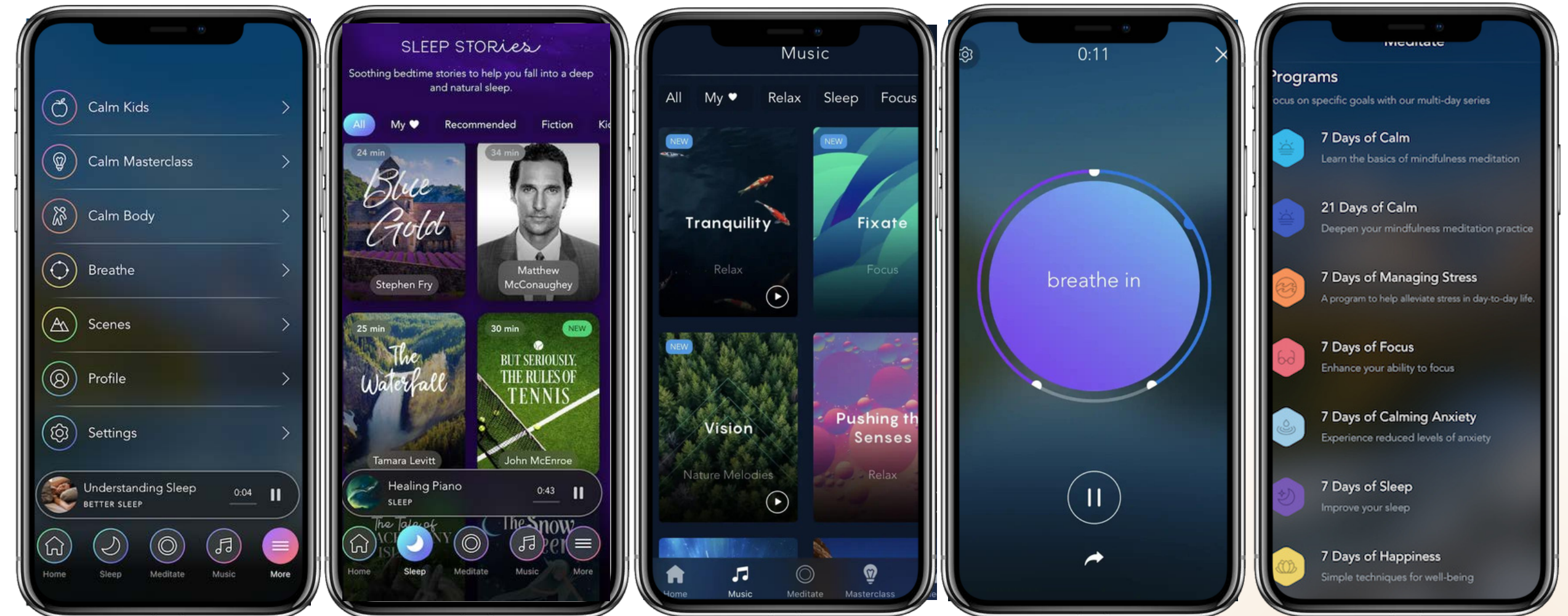
- Guided meditations and sleep stories
- Service various kinds of meditation music

Pros:

- Various categories of choice
- Good support for meditation way
- Service timer for meditation time
- Package meditation program
- Access through mobile and web
- Serves customized playlist
- Give experience free for 7 days

Cons:

- Too many categories



Competition

Indirect Competitor - sleep cycle



Sleep Cycle

Competitive Elements

- simple navigation
- colors match theme
- organized content
- premium subscription



Our Brand

Brand Names

1. MyMood
2. HappyU
3. Frame of Mind
4. Animo App (Animo means mood in spanish)
5. Mentis (mental in latin)

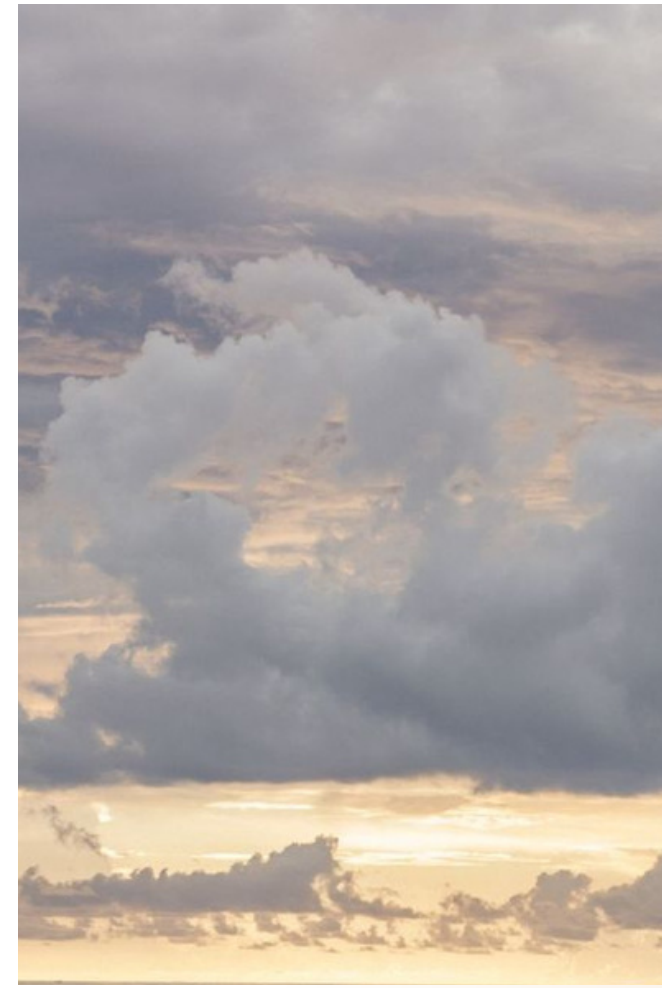
1. MyBuddy
2. MNH (mood and health)
3. Dailymood
4. Moody
5. Comfortyou

1. Daily Mood
2. Mood track
3. Well-being
(emotional/physical well-being)

1. Feelin
2. MeFeel
3. UFeel
4. MentaMe
5. Iner (Inner)
6. Mindly

1. MyHealth
2. Claranga (clara-clear, anga-sky)
3. HealthHaven
4. Umore (This means mood in Italian)

Mood Board



Logo Variation

Negar

Neue Kabel

INER/Iner - "To improve mental health, provide a space to express emotion, and to empower the inner you."

Quicksand

INER/Iner - "To improve mental health, provide a space to express emotion, and to empower the inner you."

Poppins

INER/Iner - "To improve mental health, provide a space to express emotion, and to empower the inner you."



Logo Variation

Janus

ArponaSans

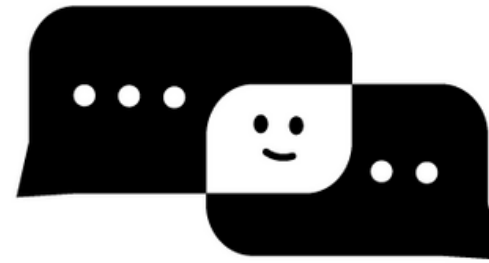
INER / Iner - "To improve mental health, provide a space to express emotion, and empower the inner you."

Filson Soft

INER / Iner - "To improve mental health, provide a space to express emotion, and empower the inner you."

CoconPro

INER / Iner - "To improve mental health, provide a space to express emotion, and empower the inner you."



Logo Variation

Crystal

Lato

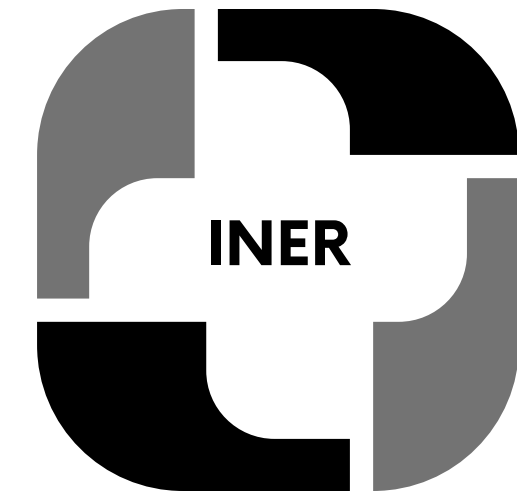
INER/Iner - "To improve mental health, provide a space to express emotion, and to empower the inner you."

Acumin Variable

INER/Iner - "To improve mental health, provide a space to express emotion, and to empower the inner you."

Myanmar MN

INER/Iner - "To improve mental health, provide a space to express emotion, and to empower the inner you."



Logo Variation

Seohyeon

Sweggar

INER/Iner – “To improve mental health, provide a space to express emotion, and to empower the inner you.”

Motserrat

INER/Iner - “To improve mental health, provide a space to express emotion, and to empower the inner you.”

Teko

INER/Iner - “To improve mental health, provide a space to express emotion, and to empower the inner you.”



Iner

Logo Variation

Emmanuel

Arial Rounded MT Bold

INER/Iner - "To improve mental health, provide a space to express emotion, and to empower the inner you."

lust script

INER/Iner - "To improve mental health, provide a space to express emotion, and to empower the inner you."

Colonna MT

INER/Iner - "To improve mental health, provide a space to express emotion, and to empower the inner you."



Value Proposition

Problem

- Current mental health apps offer **limited** service
- Too many categories make it **overwhelming**
- **Issues** with privacy

Solution

- Offer more help through **features**
- **Simplicity** for easy navigation
- **Tracking** reports of moods and health
- **Multiple media** for tracking

Benefits & Competitive Advantages

- More **access** to important information and resources regarding mental health
- **Safer** and **cheaper** than other competitive apps
- **Personal** and **private** experience for each user

Lo-fi Wireframe

Emmanuel Kilgore
Crystal Velazquez

Negar Khalili
Janus Chan

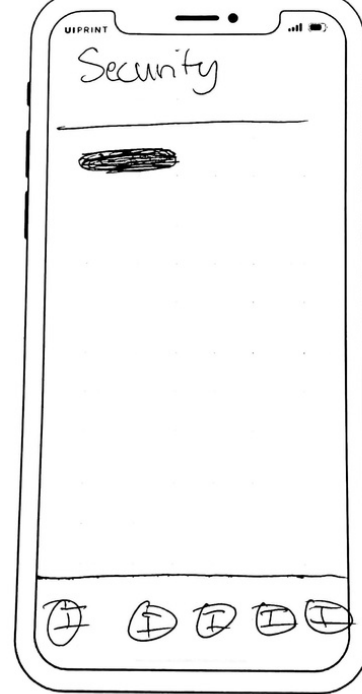
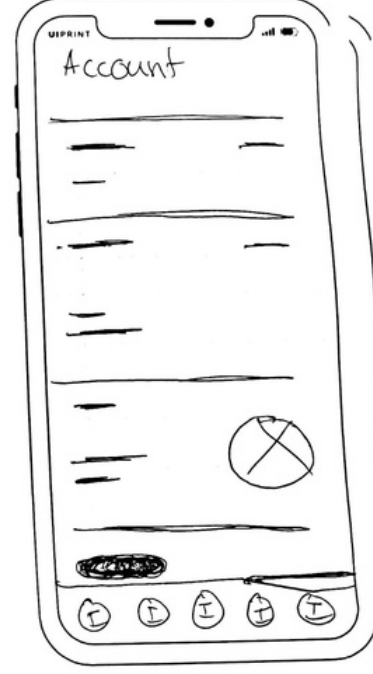
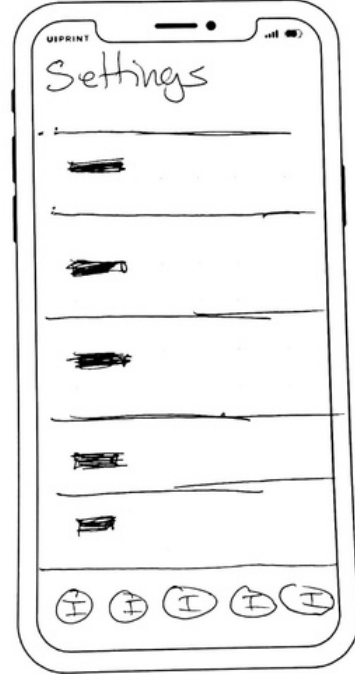
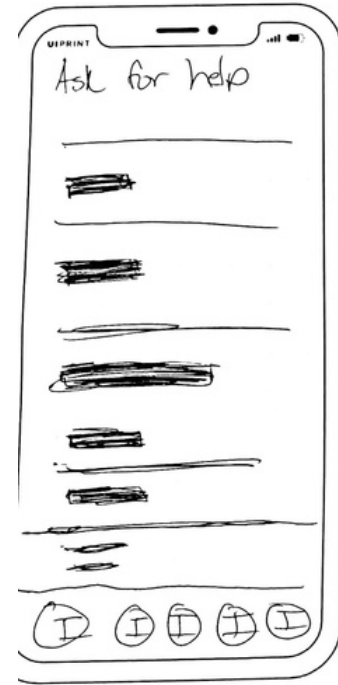
Seo Hyeon Jeon



Home / Setting

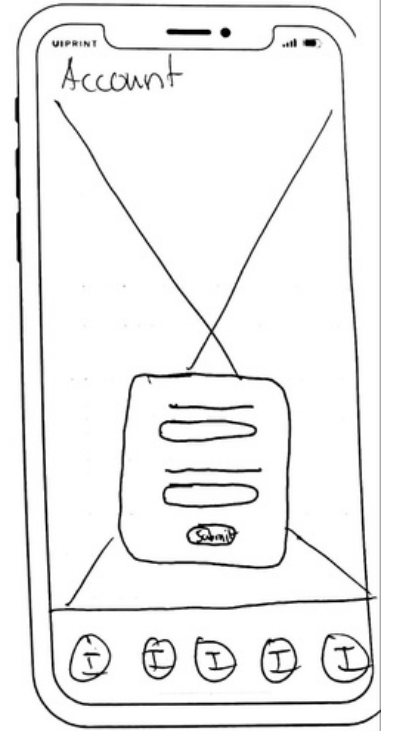
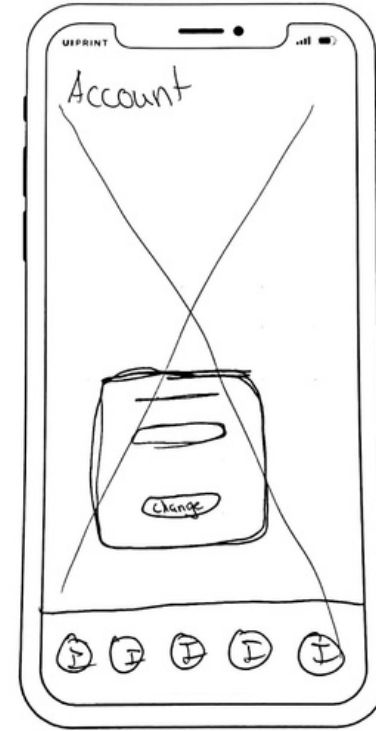
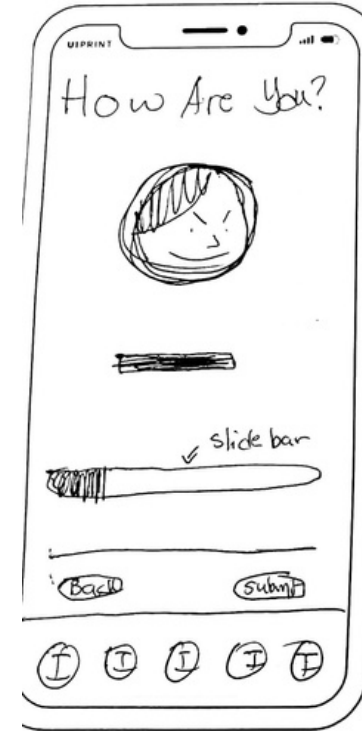
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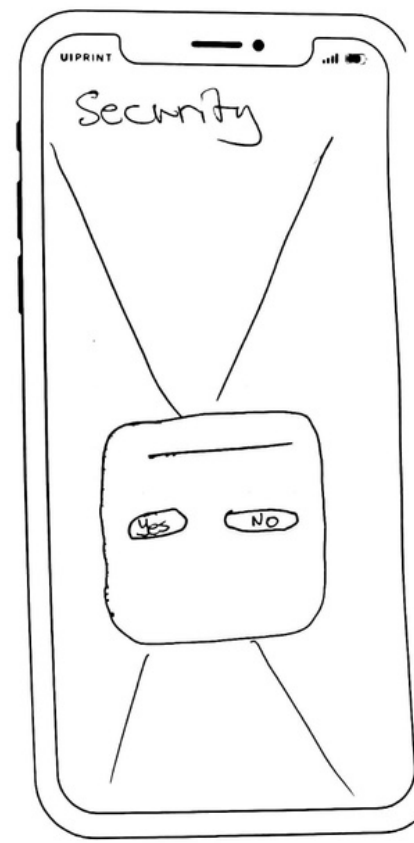
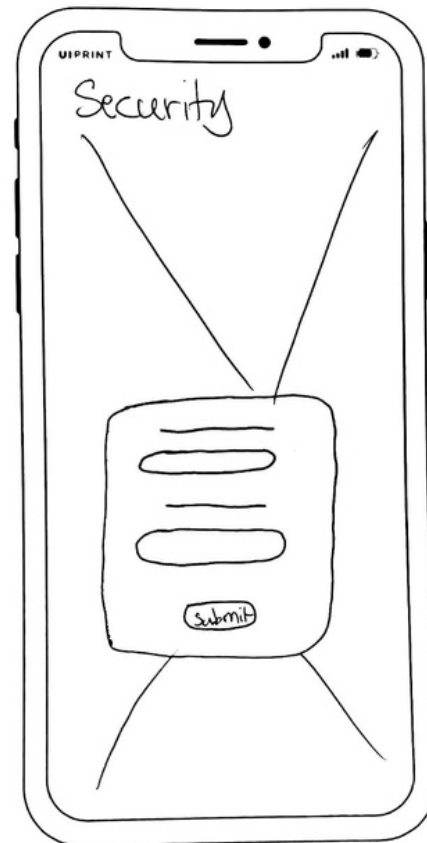
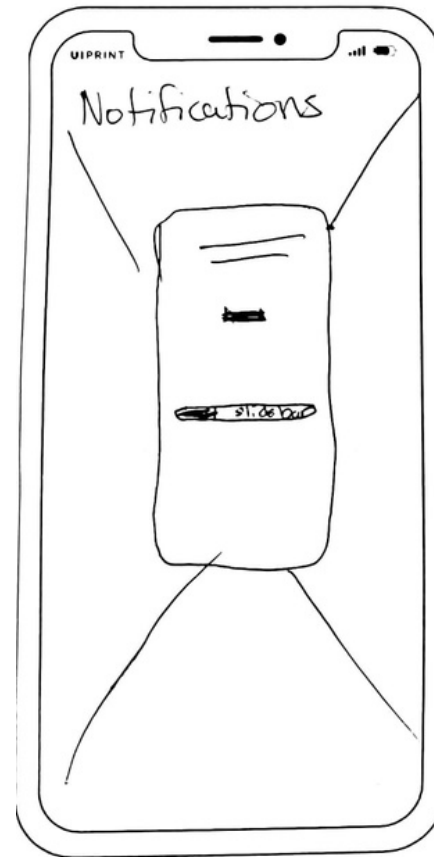
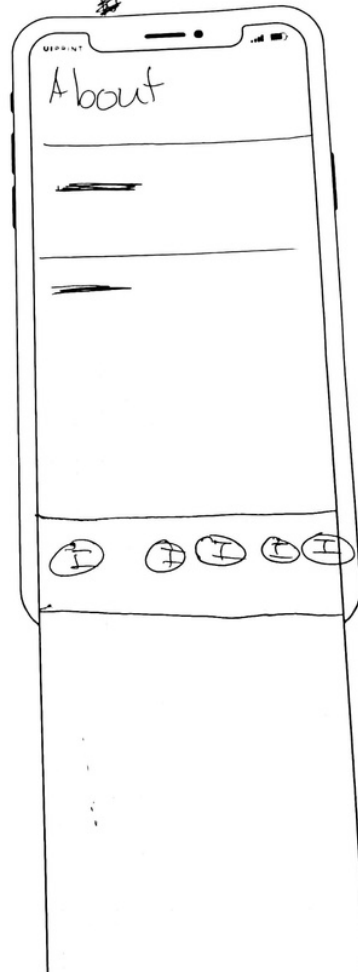
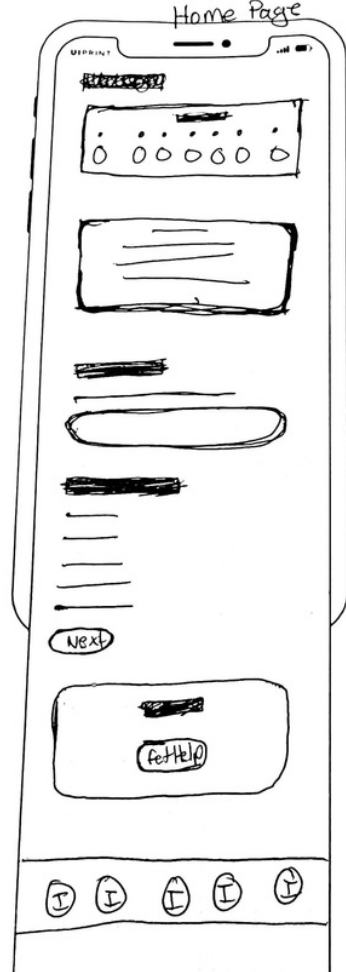
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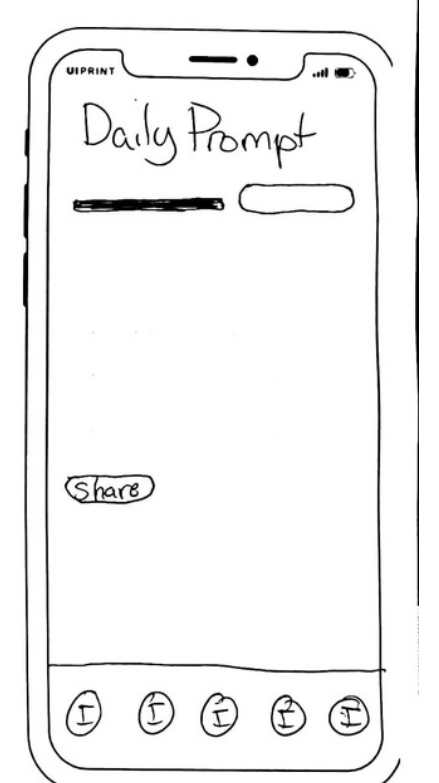
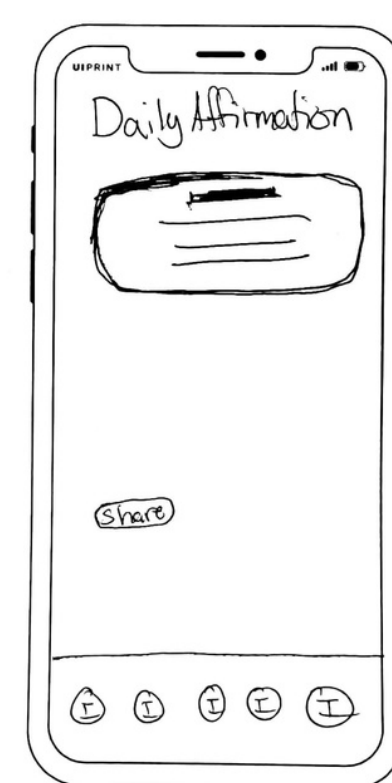
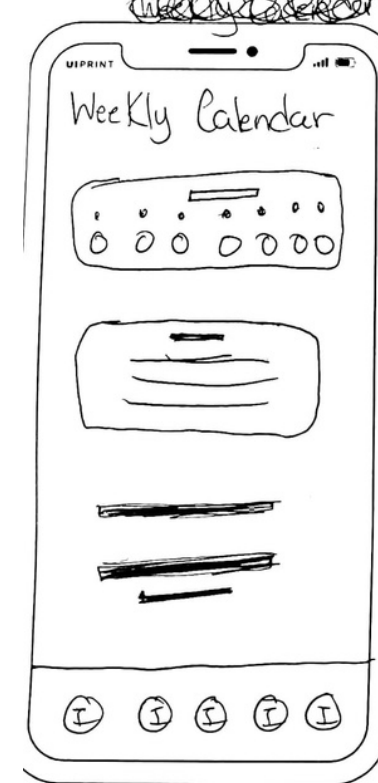
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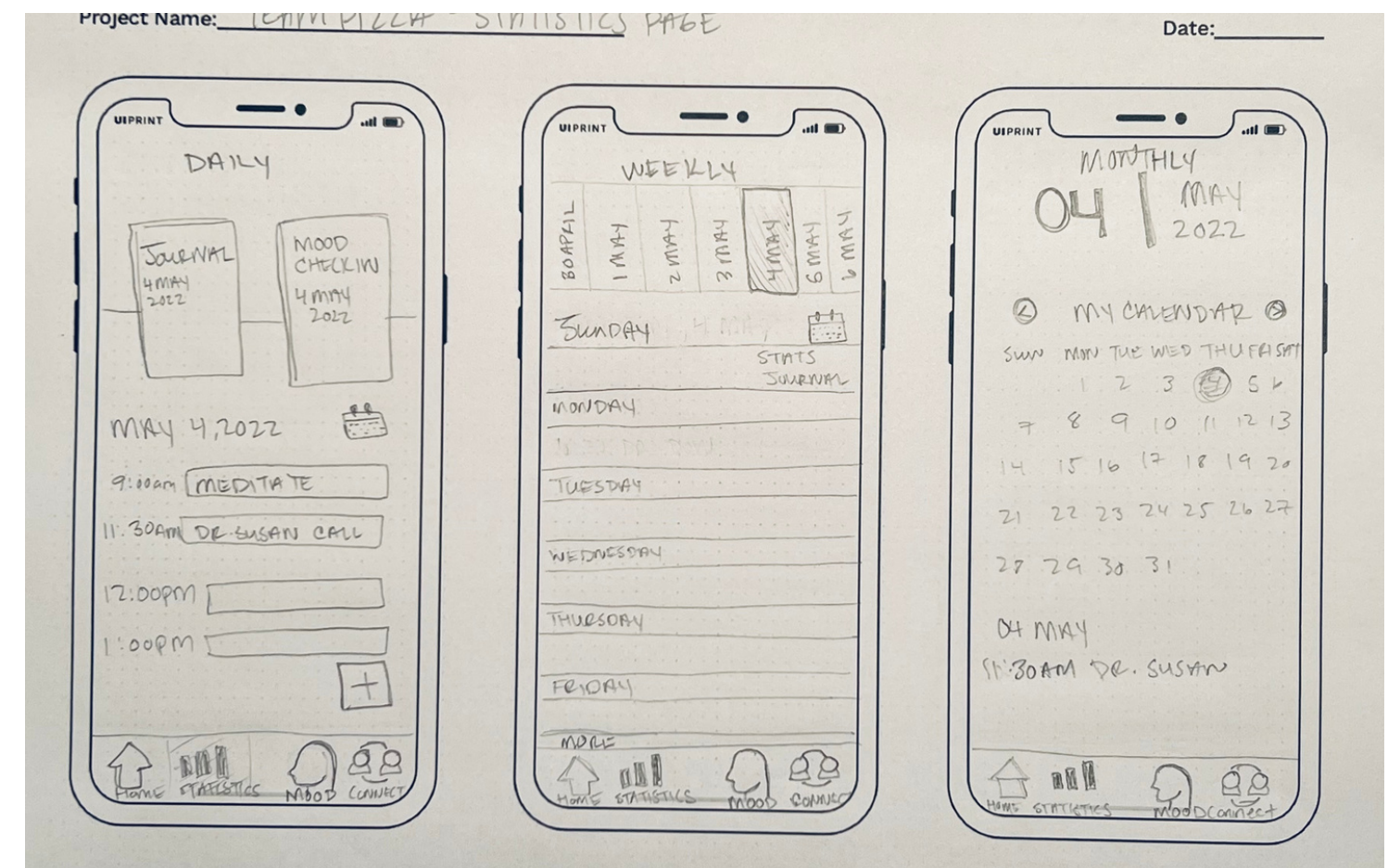
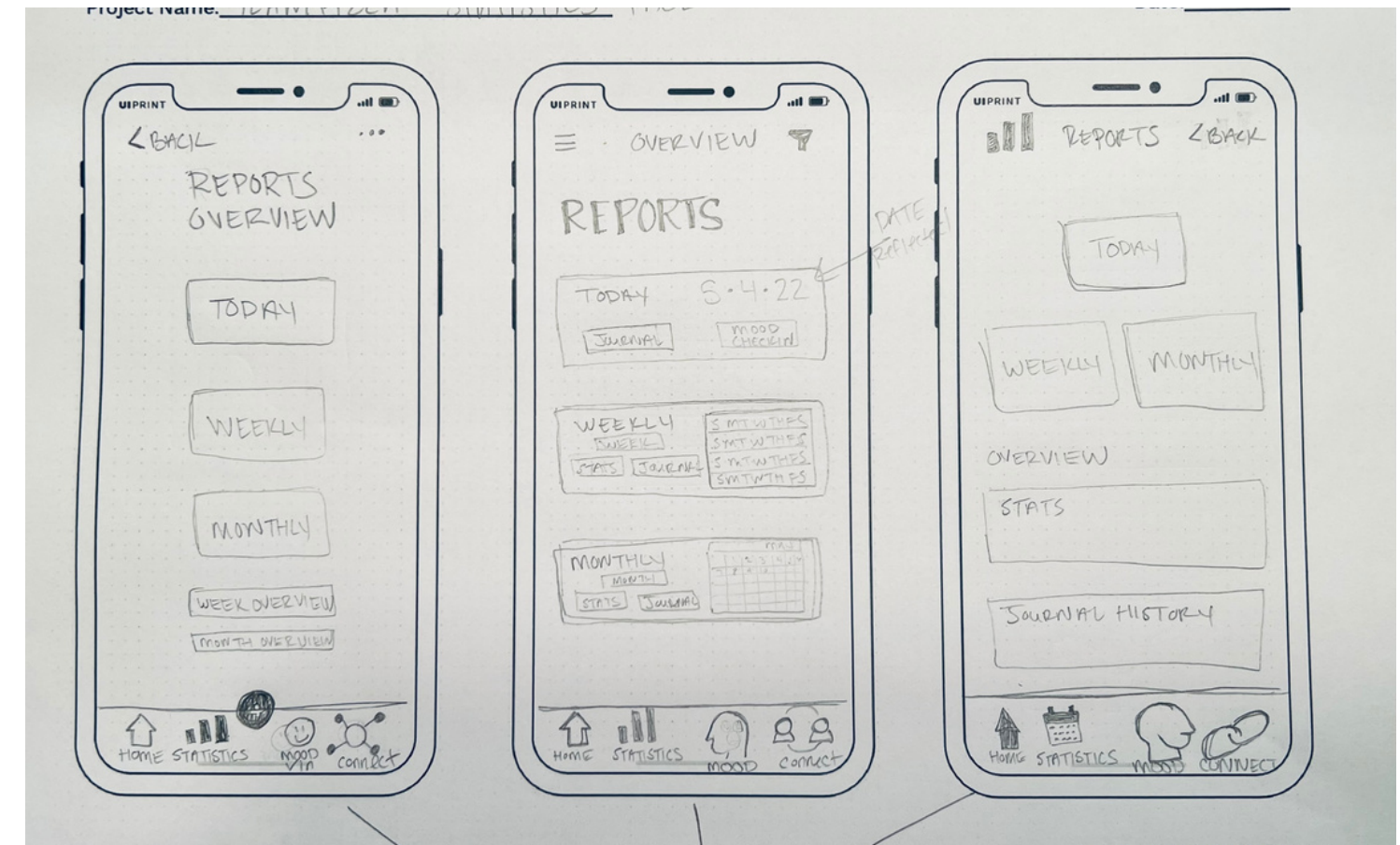
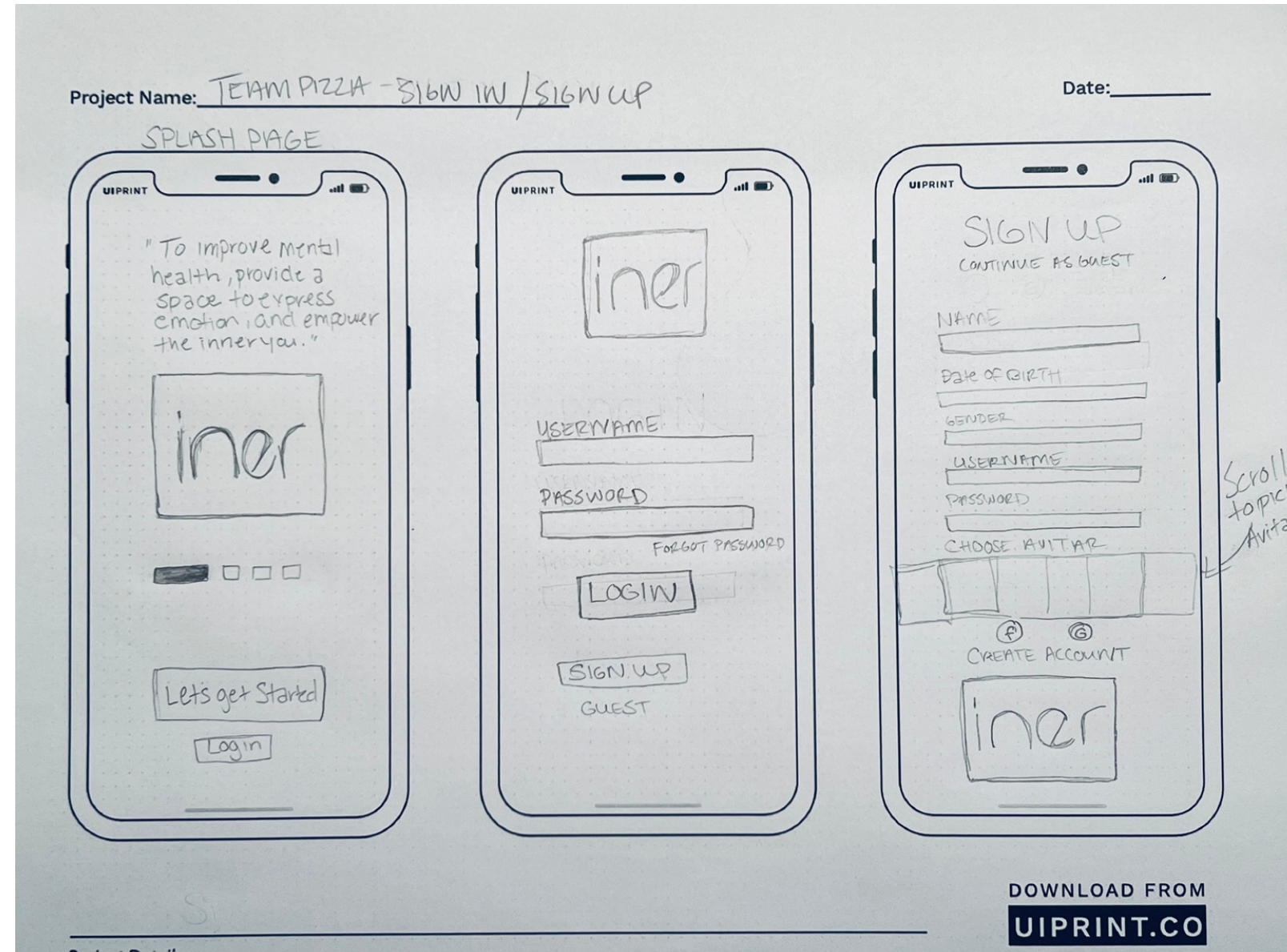
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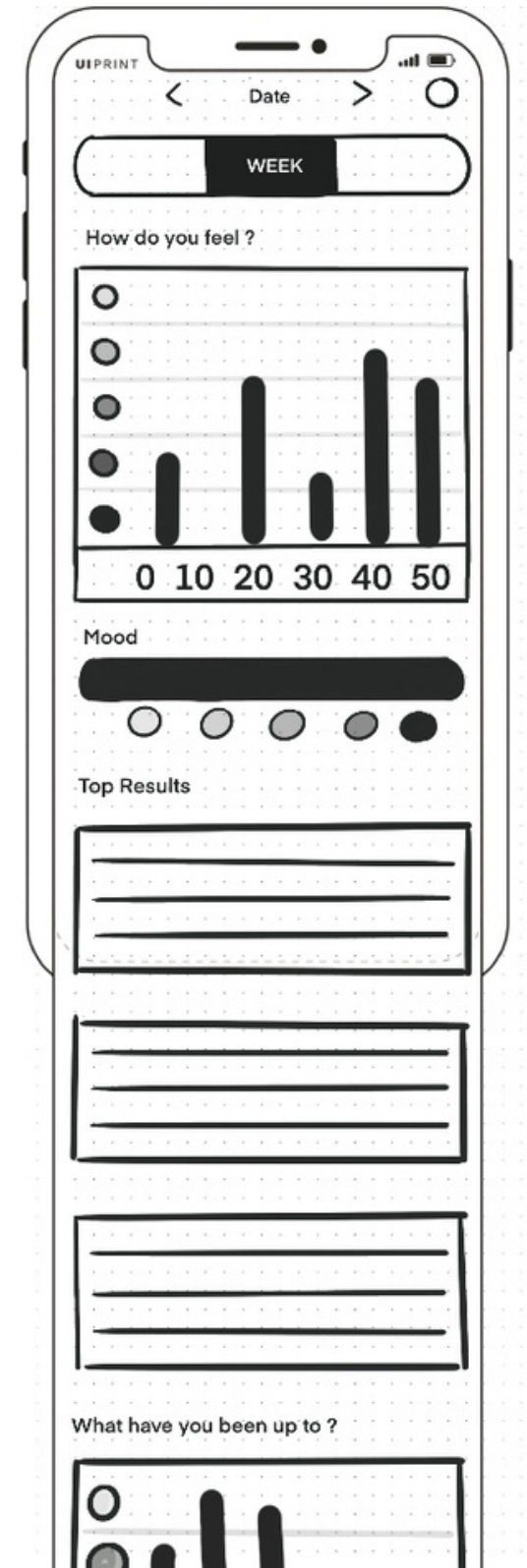
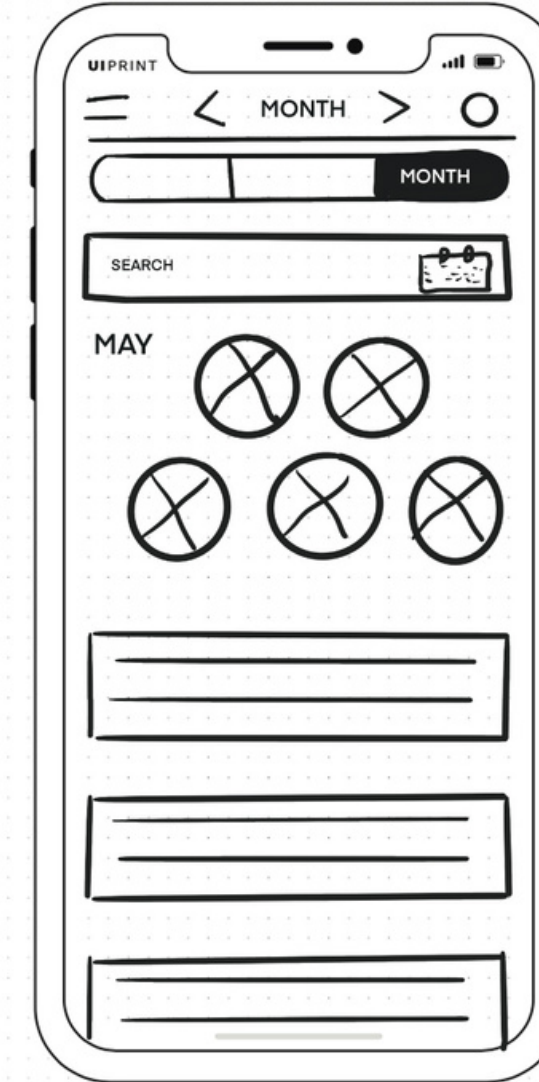
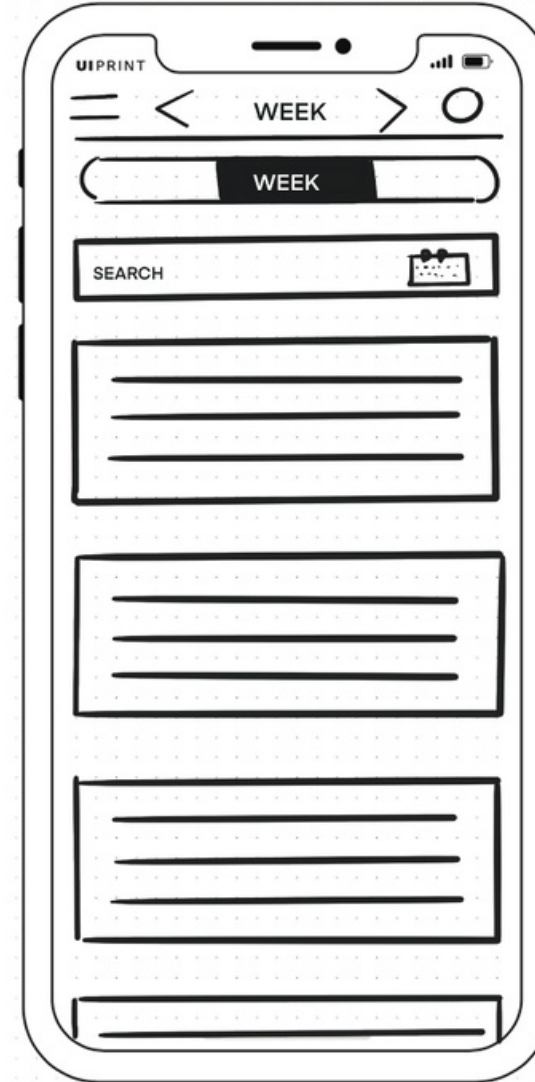
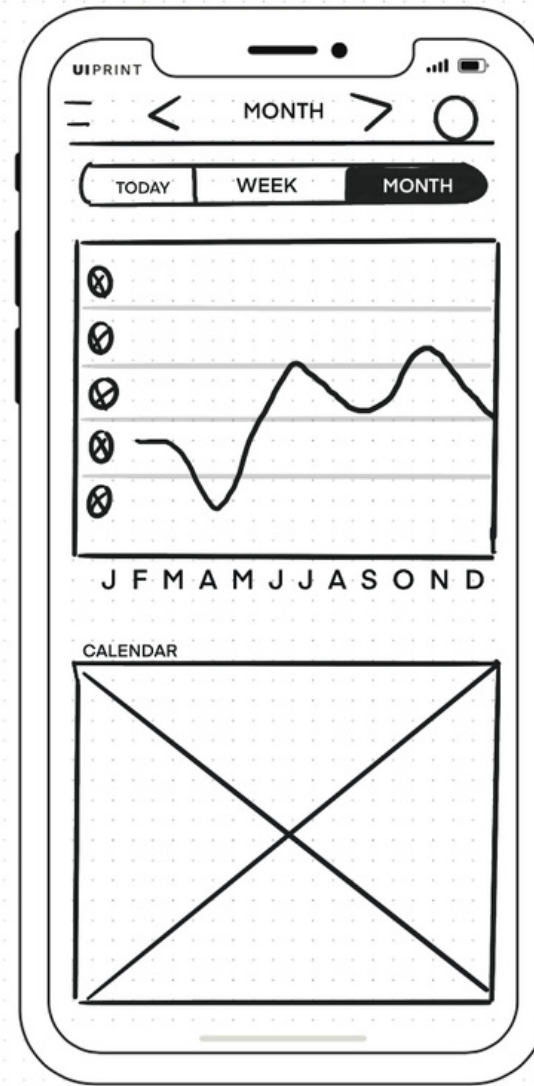
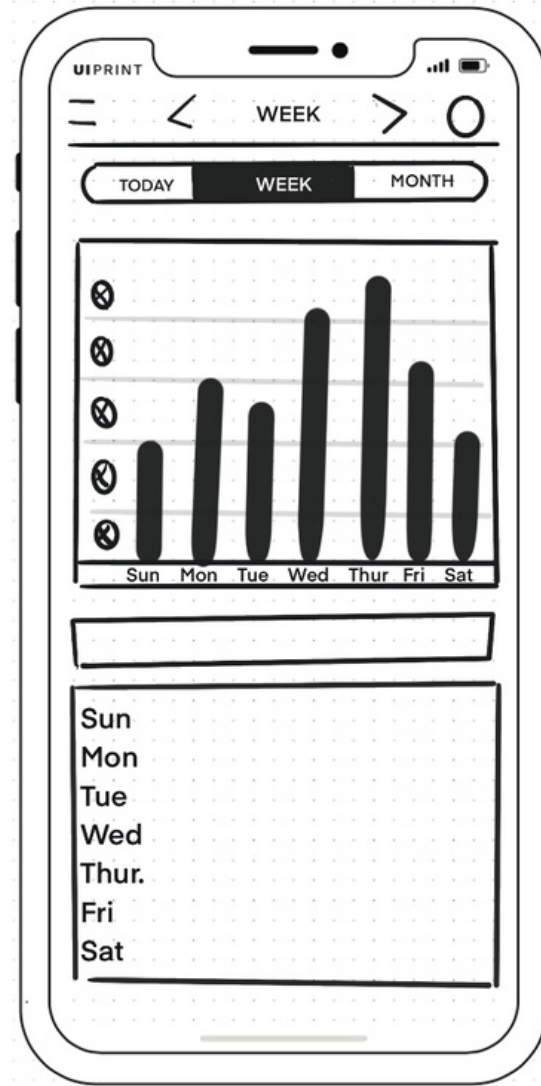
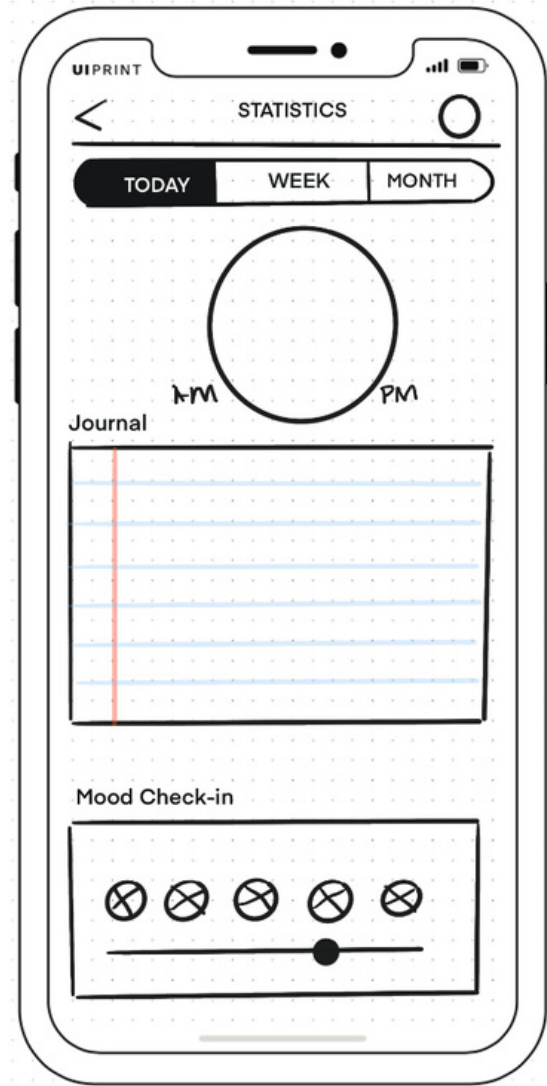
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UIPRINT.CO

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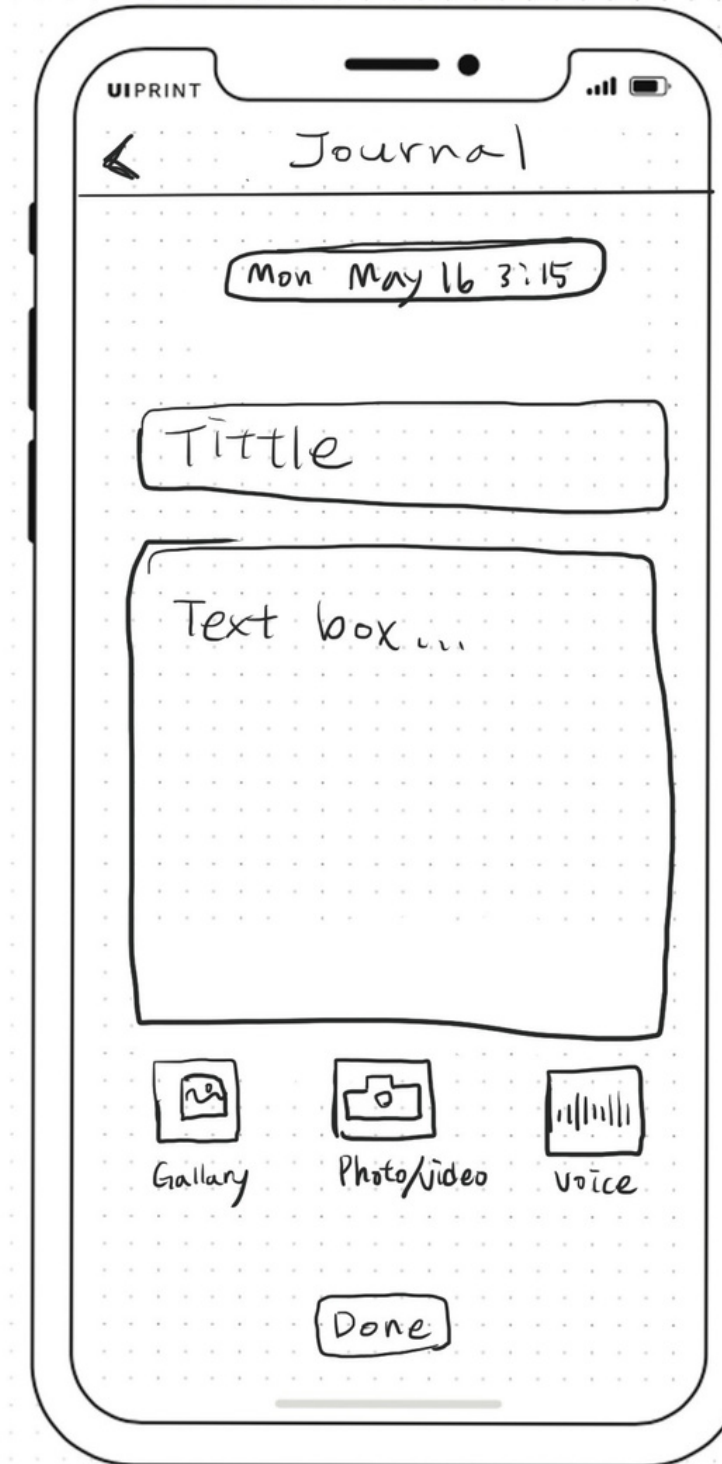
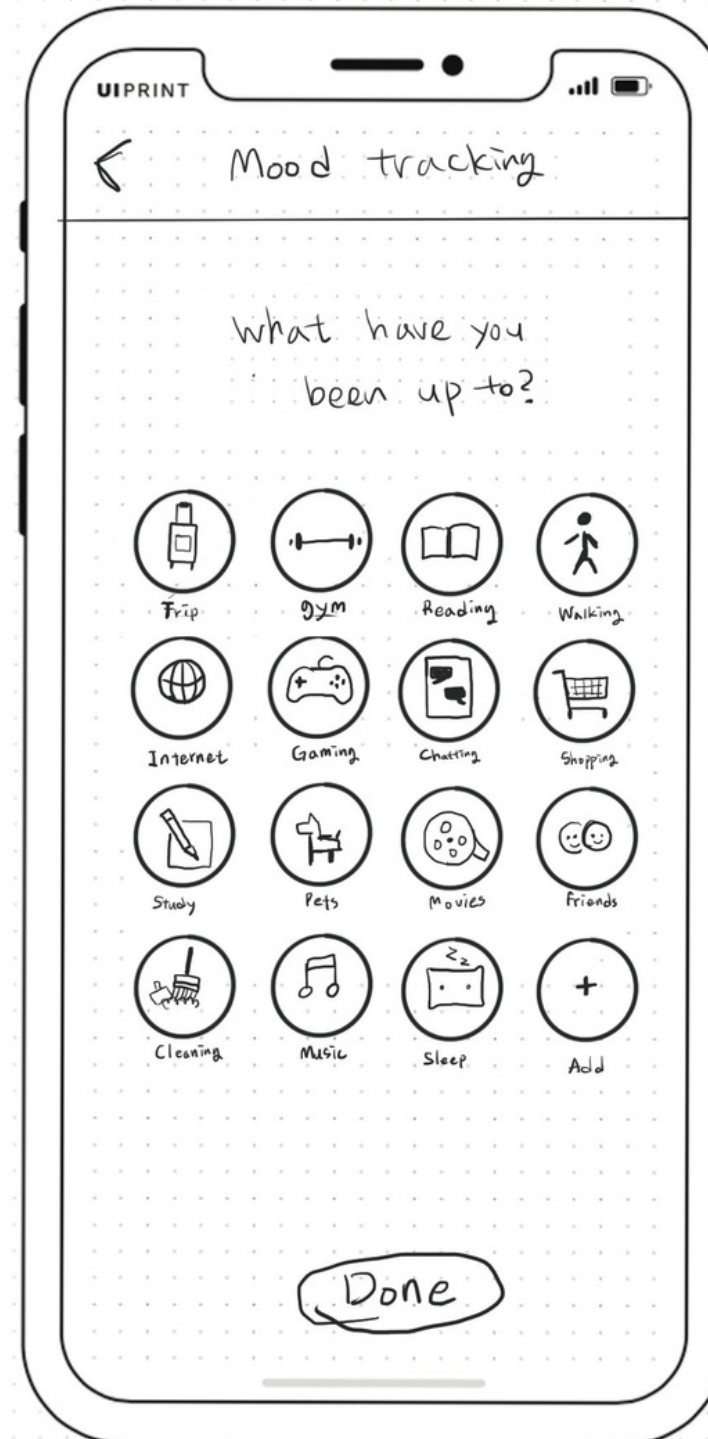
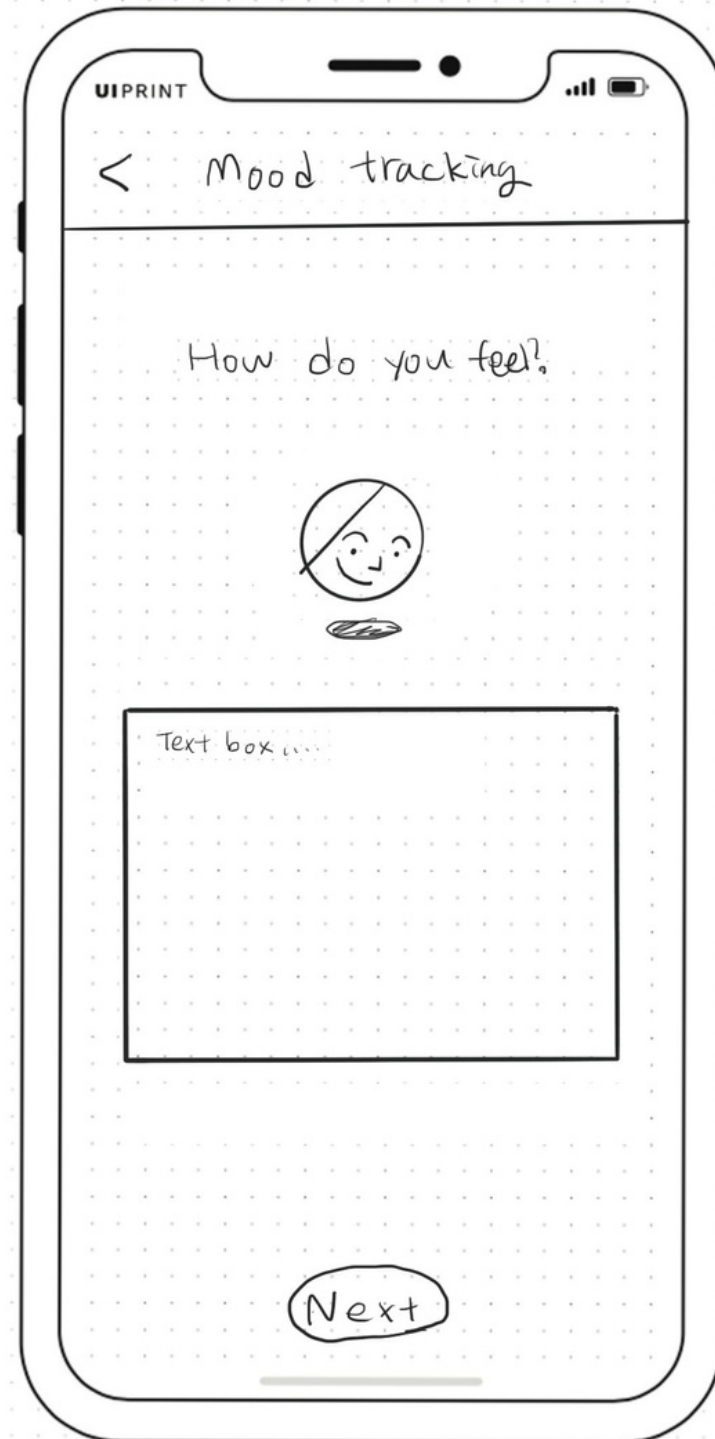
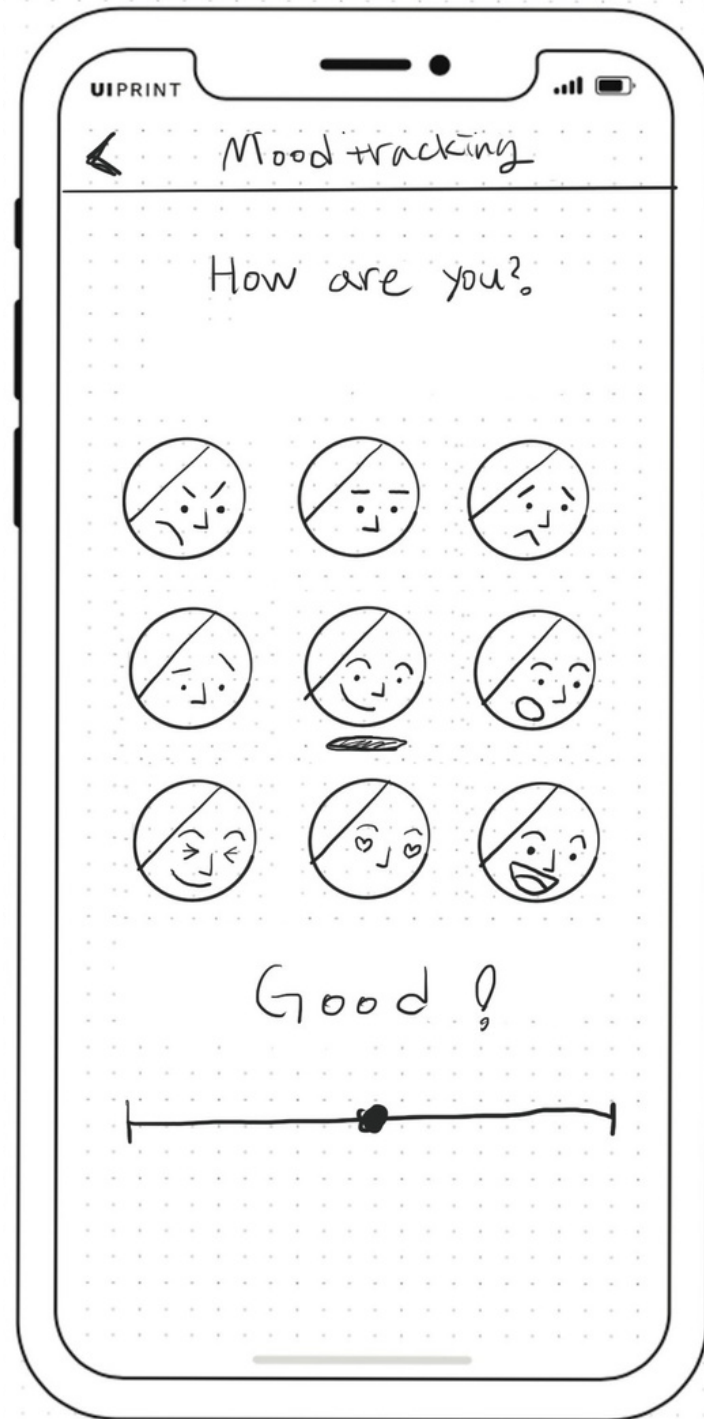
Statistics (ver1)



Statistics (ver2)

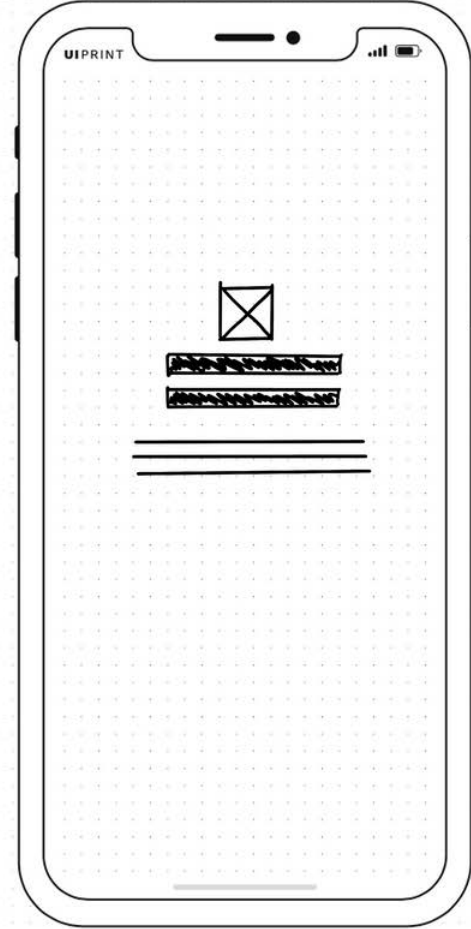


Mood Tracking

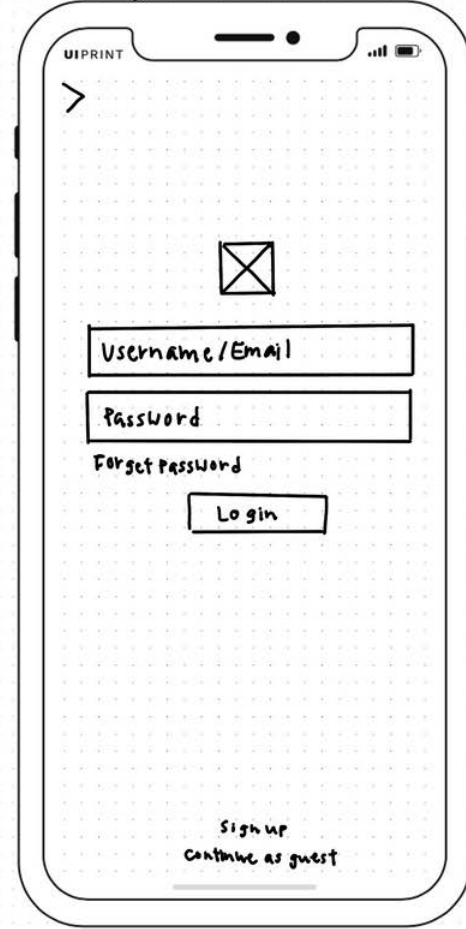


Login

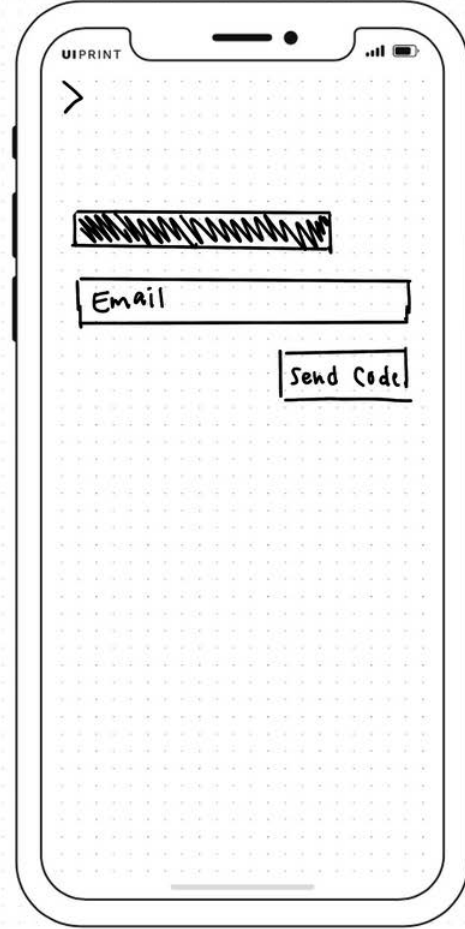
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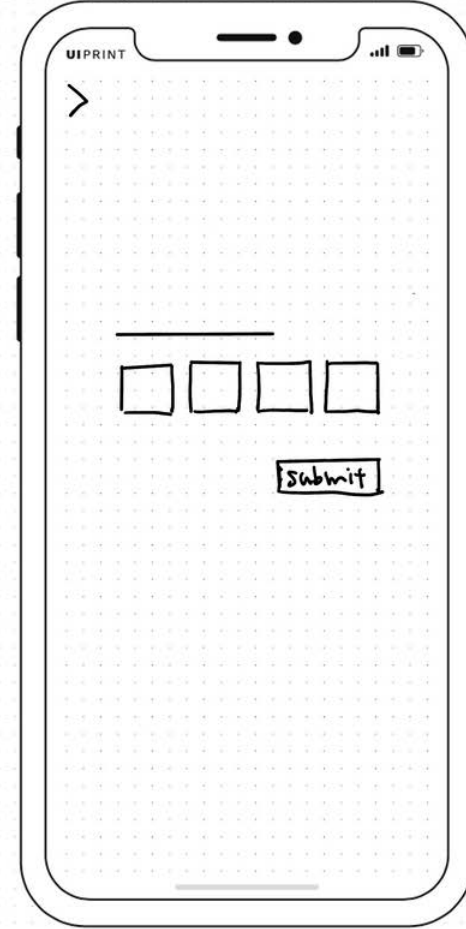
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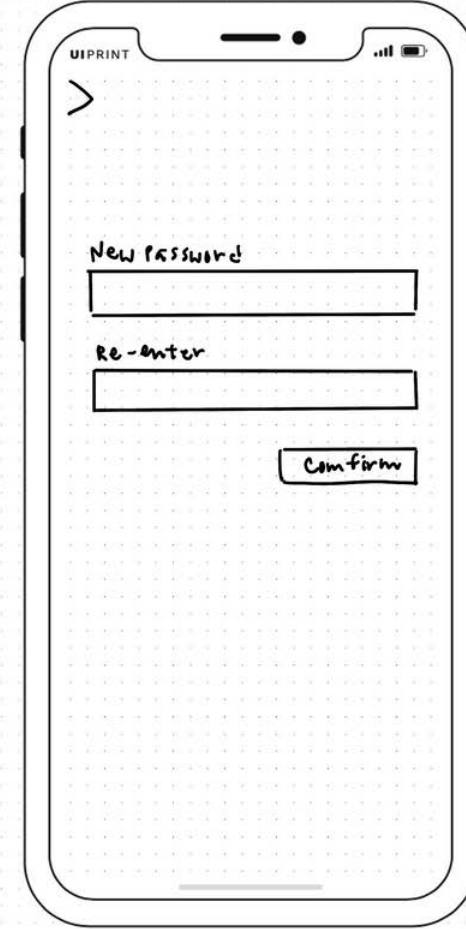
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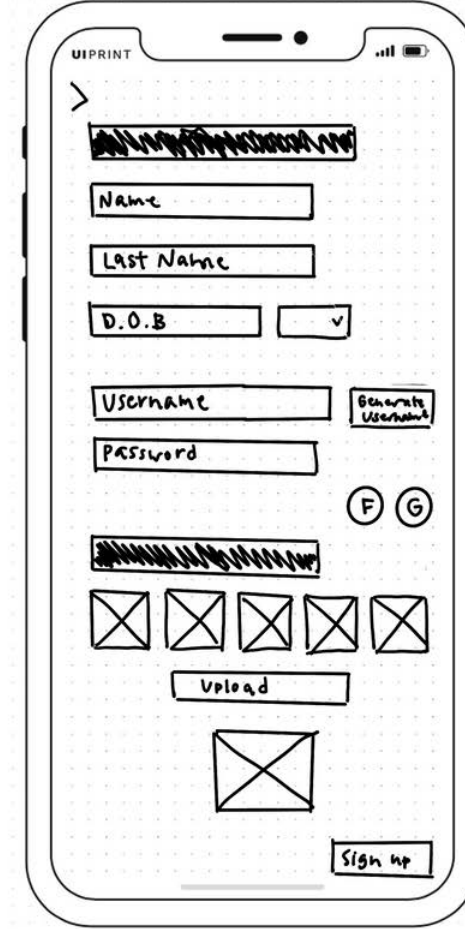
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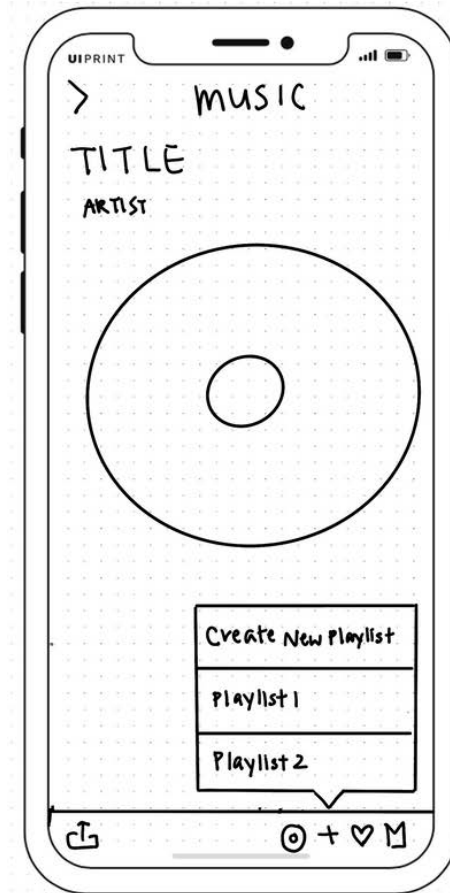
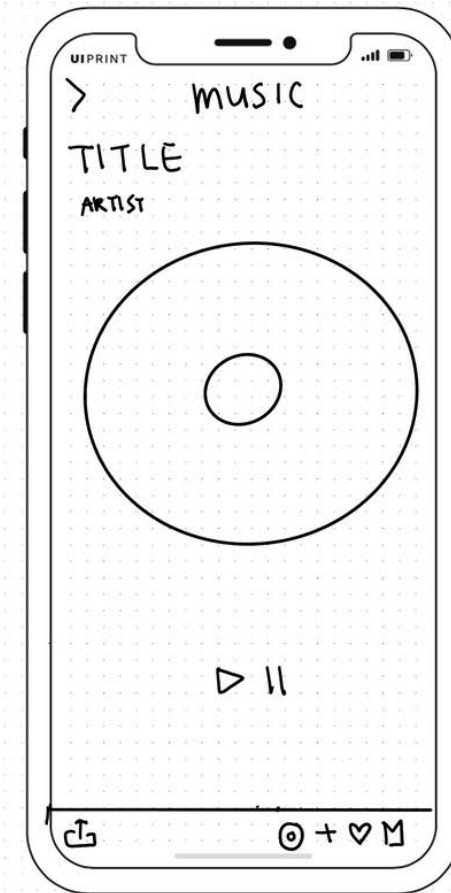
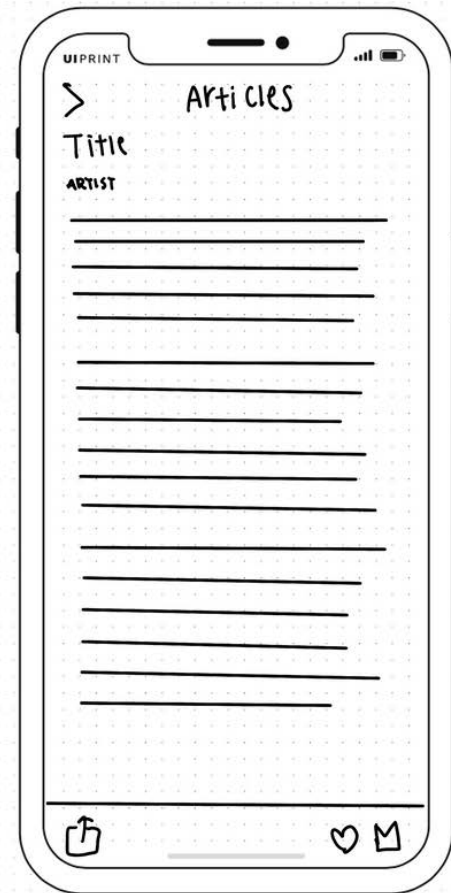
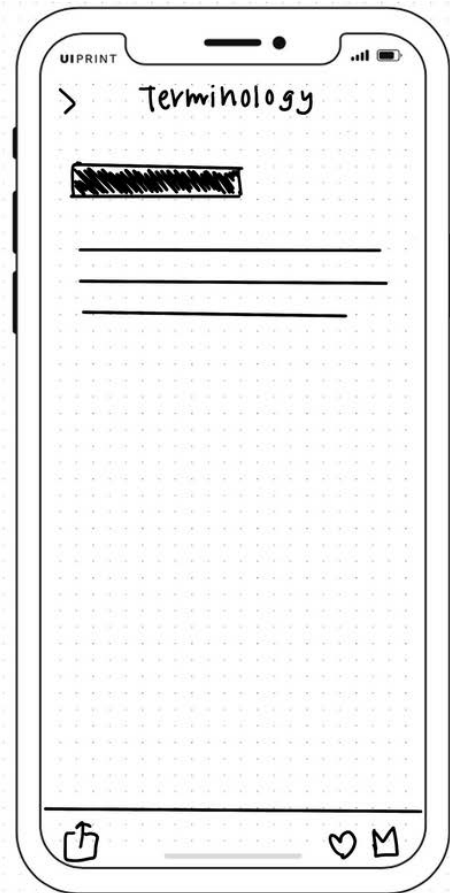
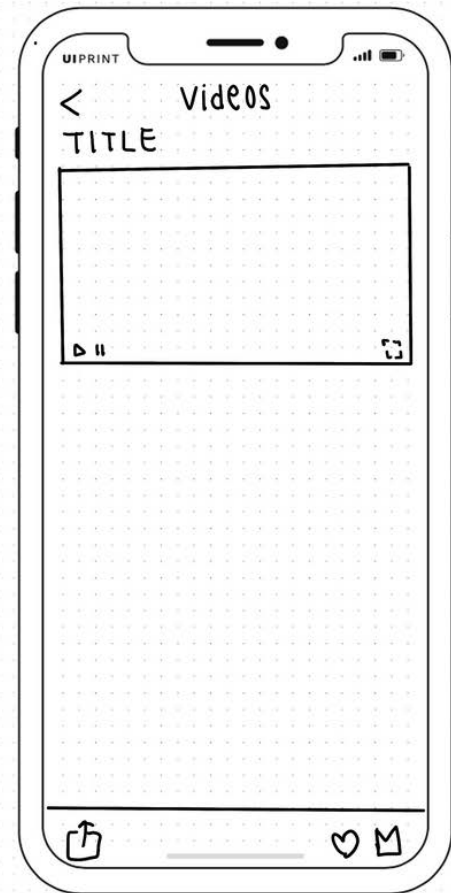
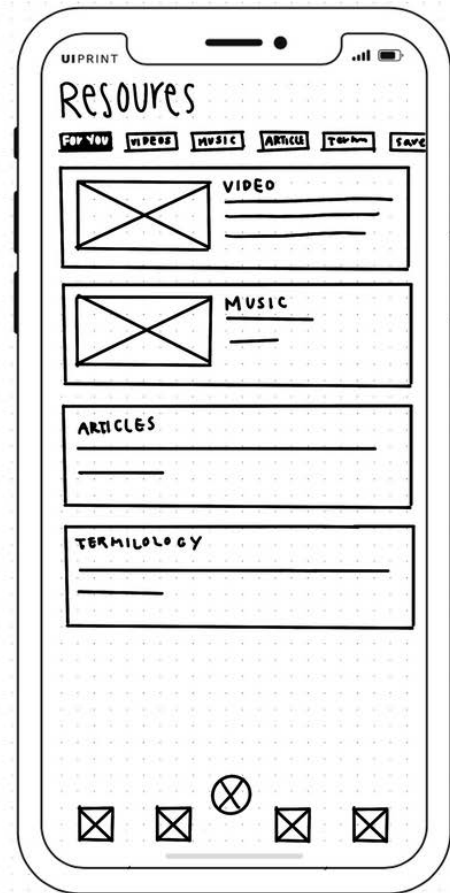
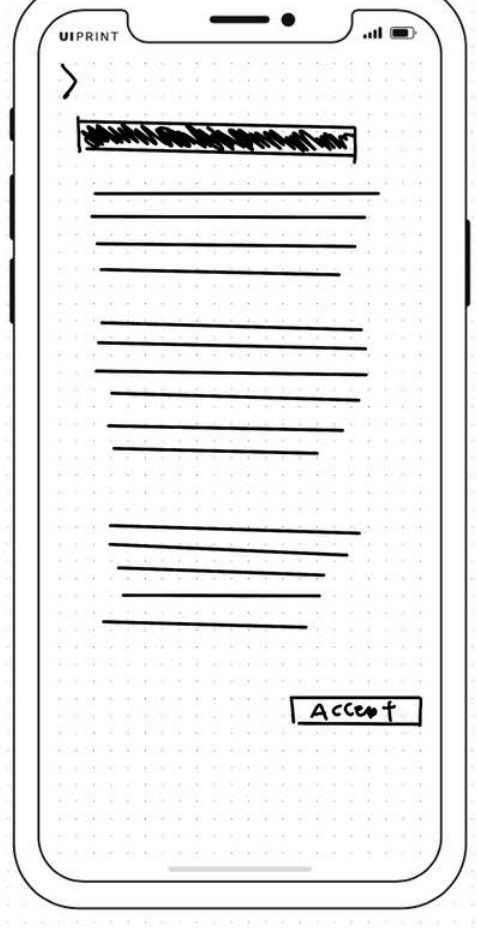
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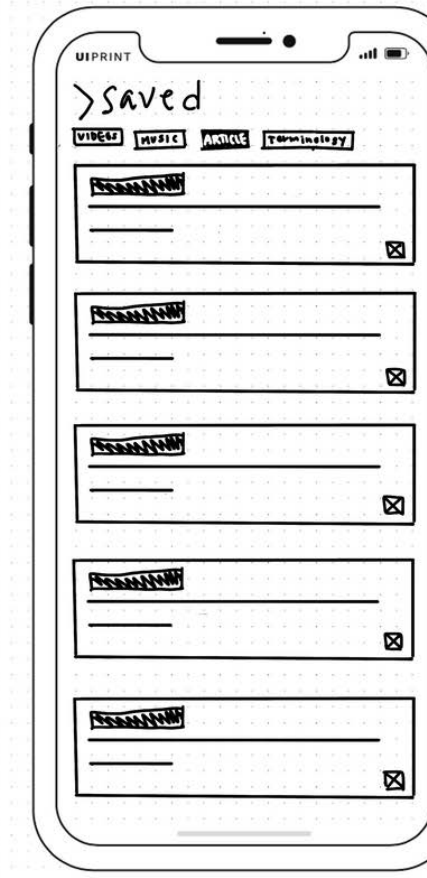
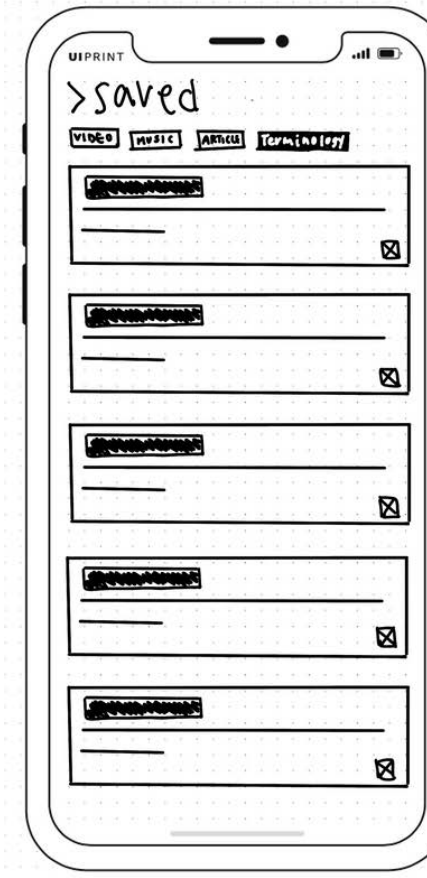
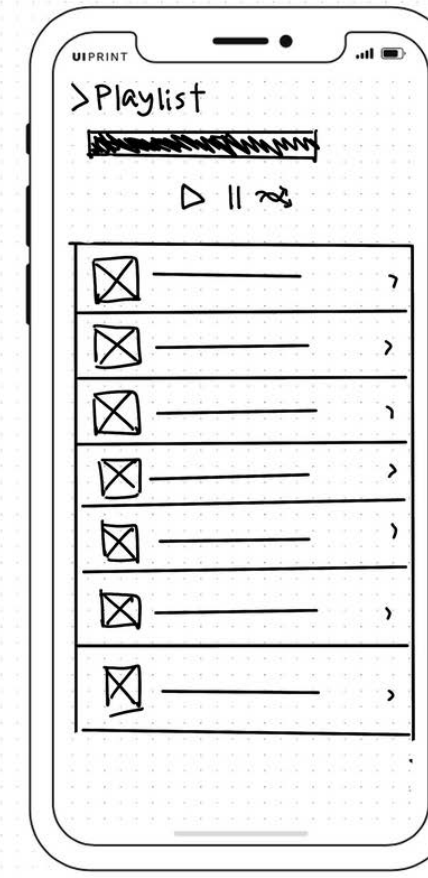
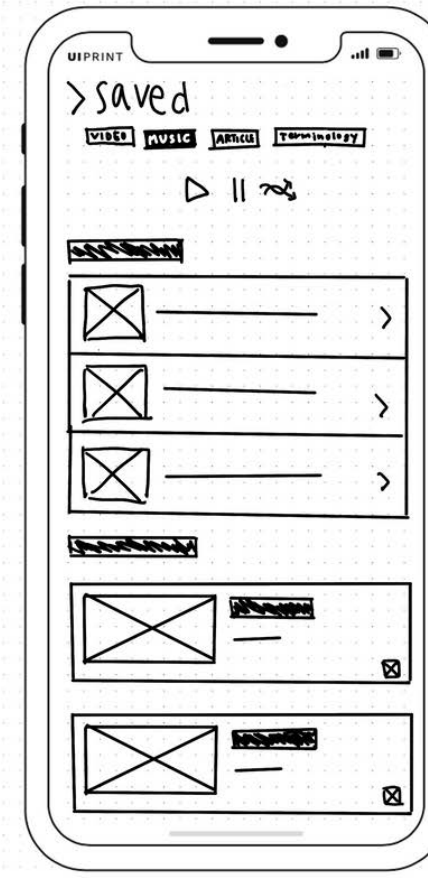
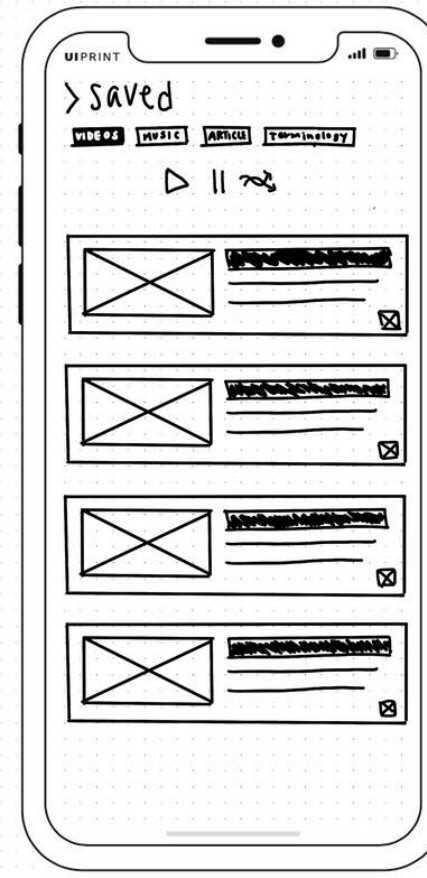
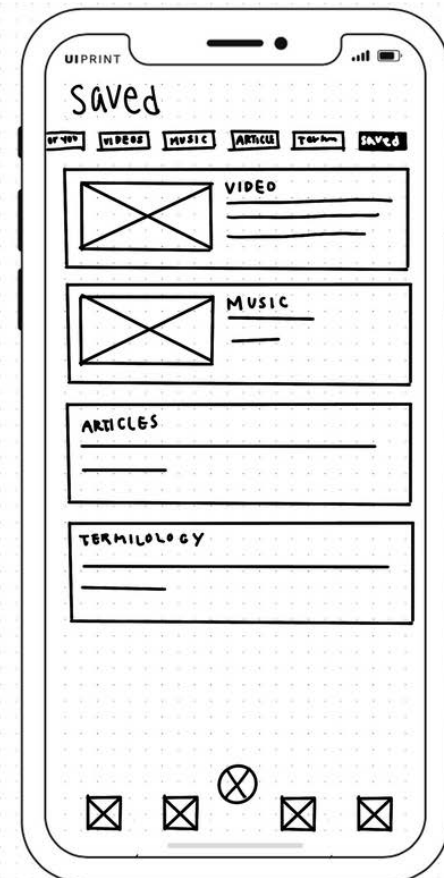
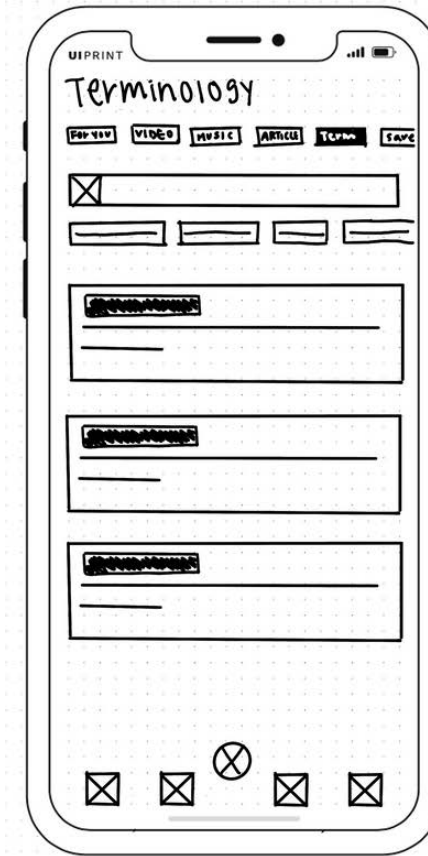
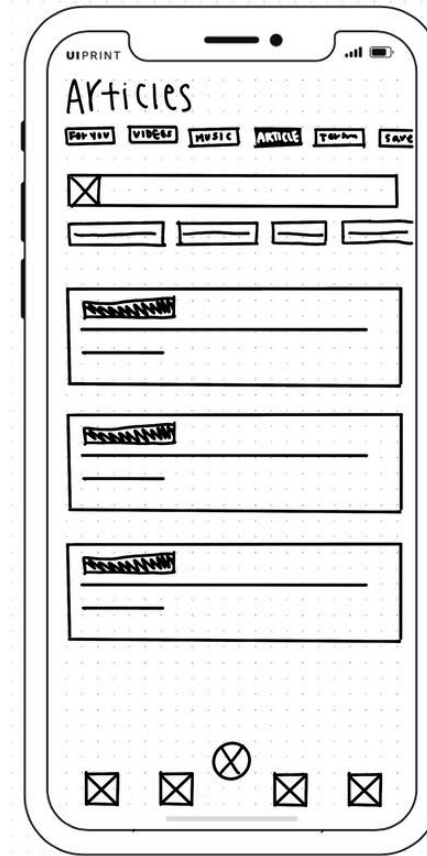
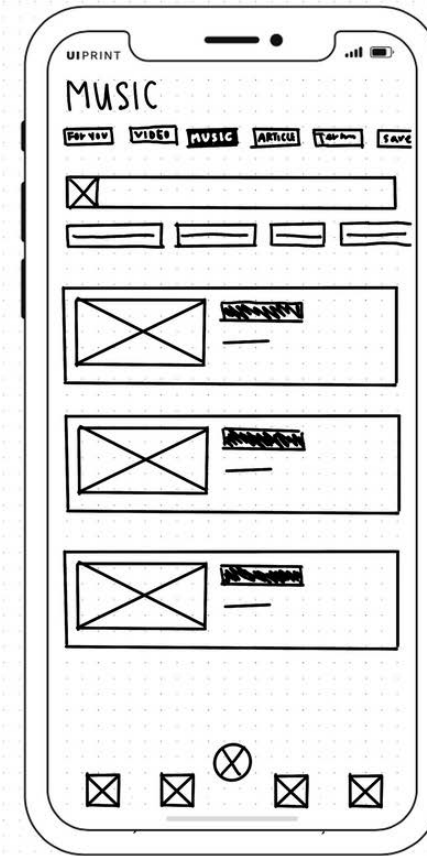
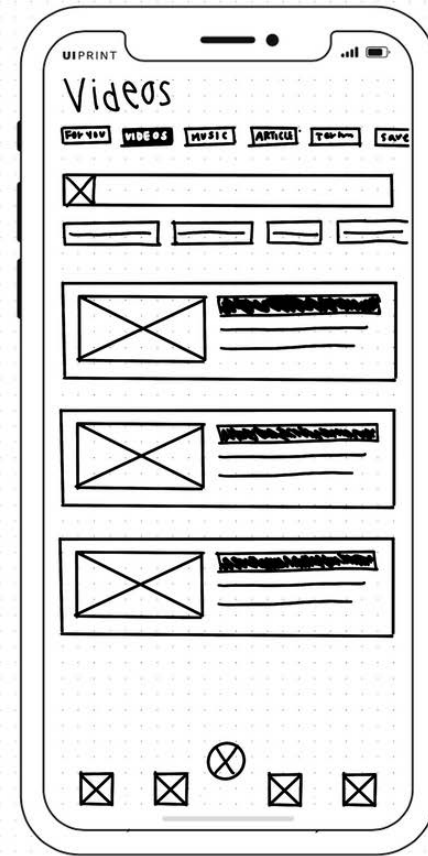
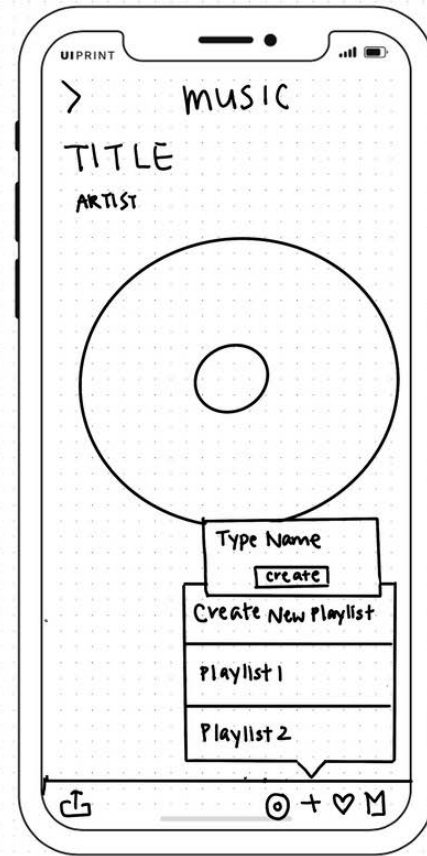
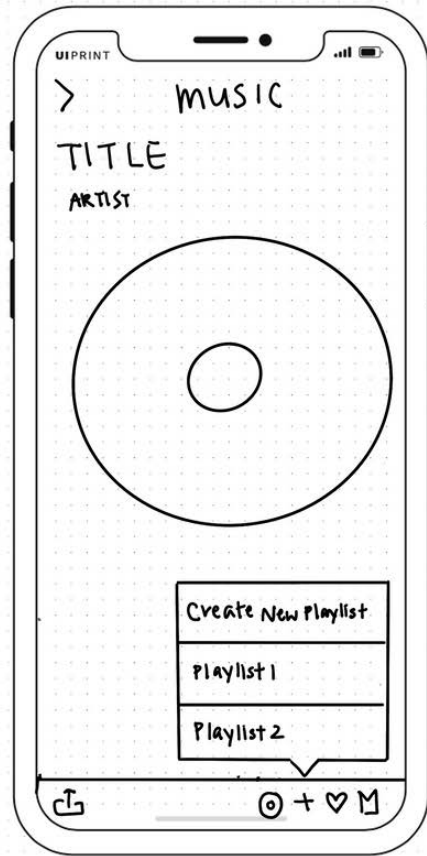
Create an account



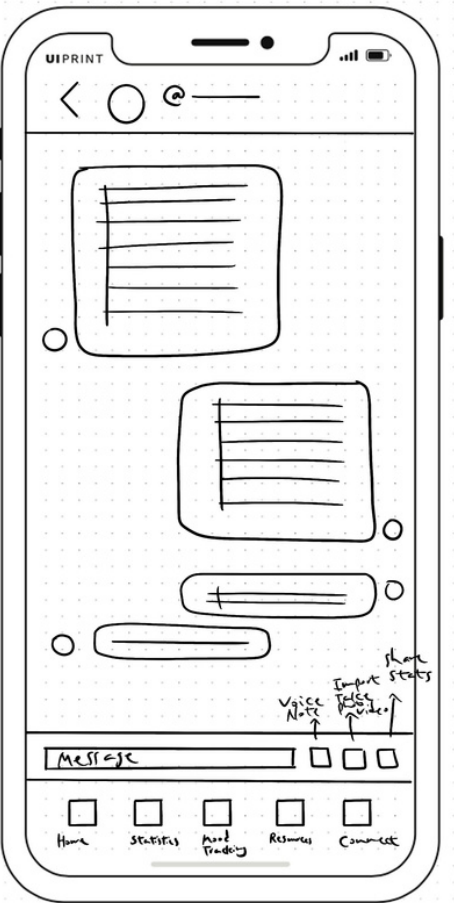
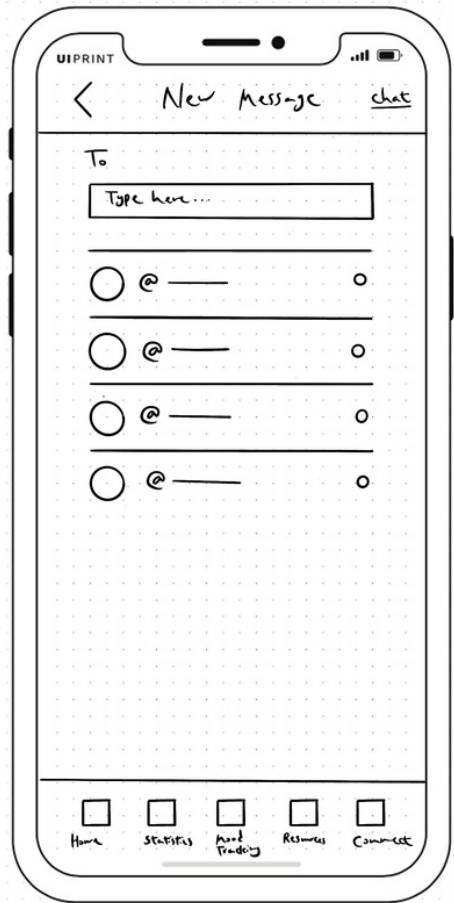
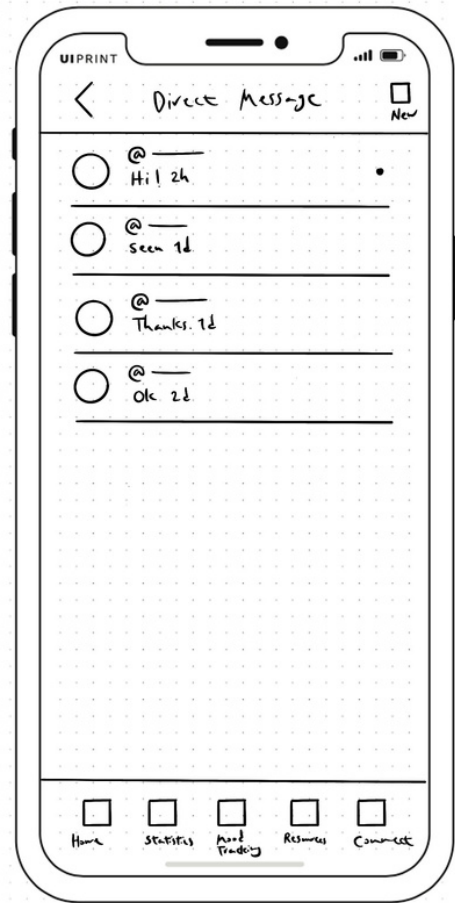
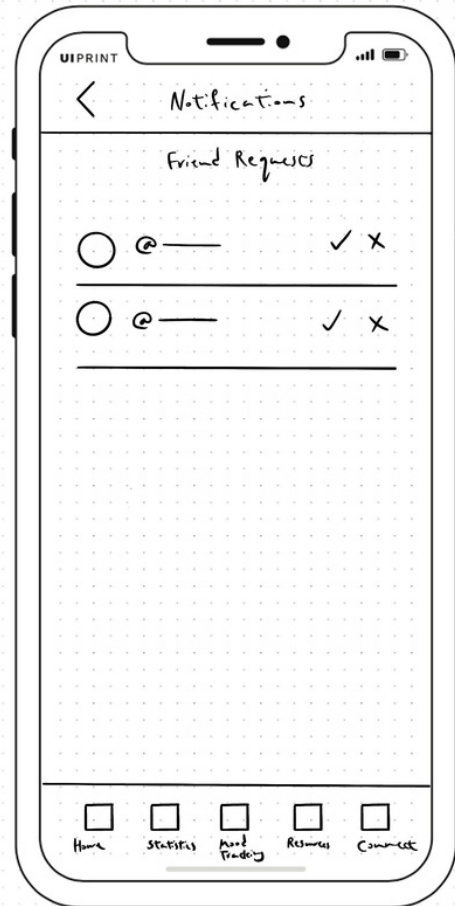
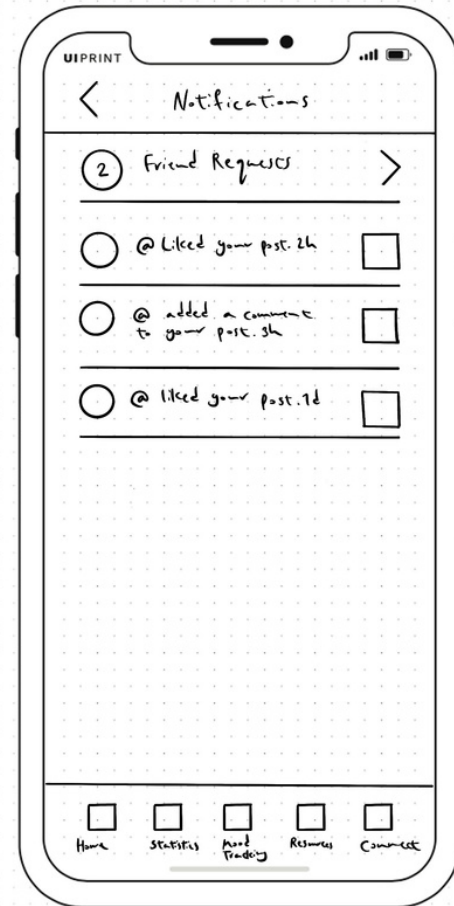
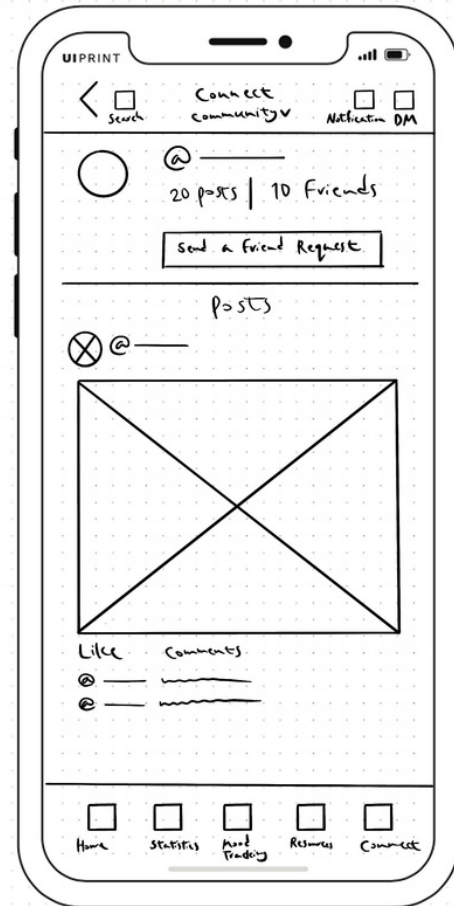
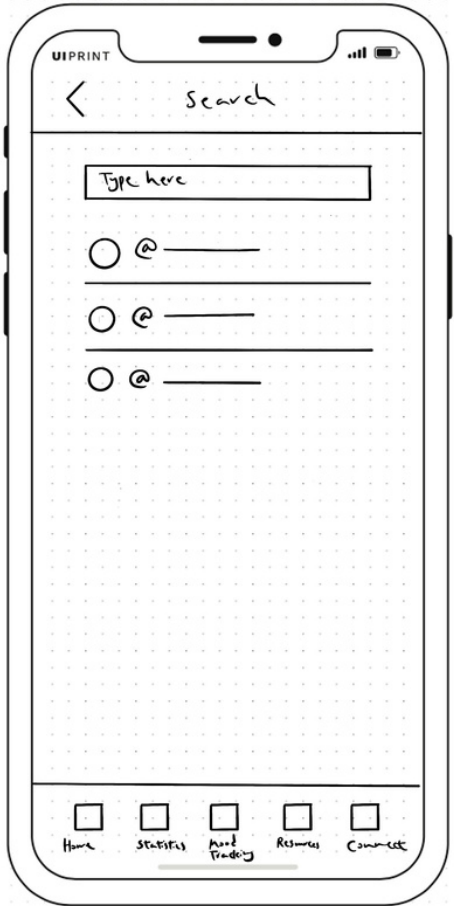
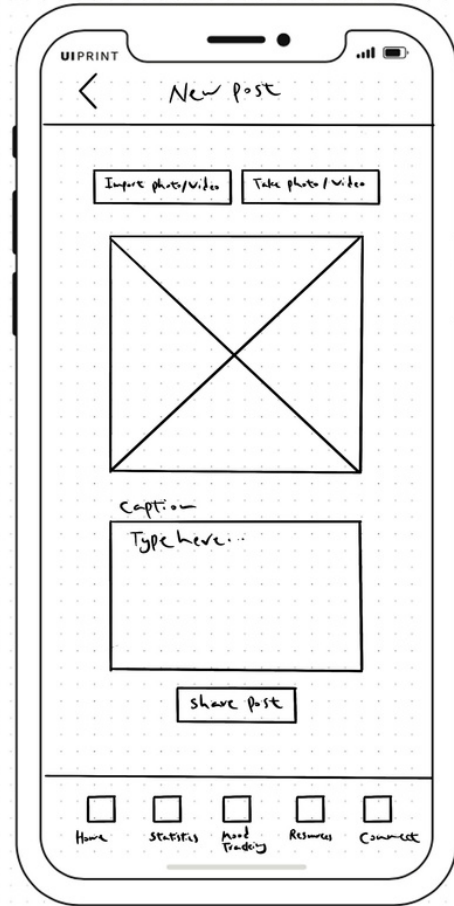
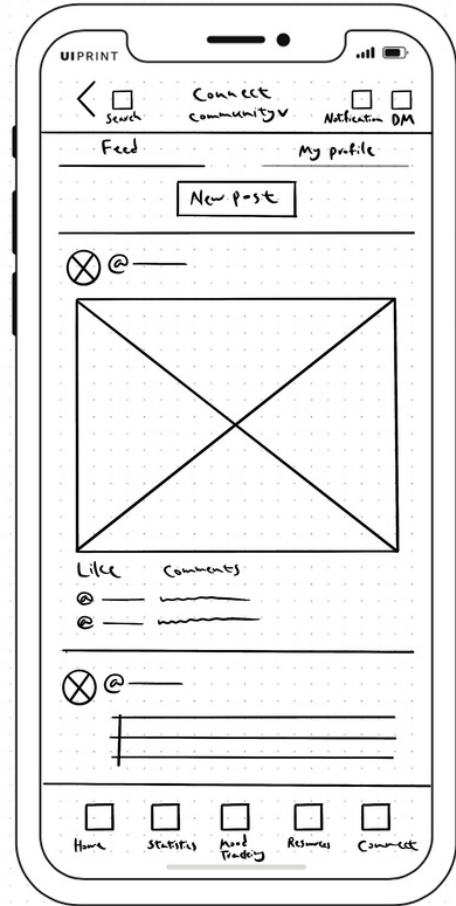
Private Policy



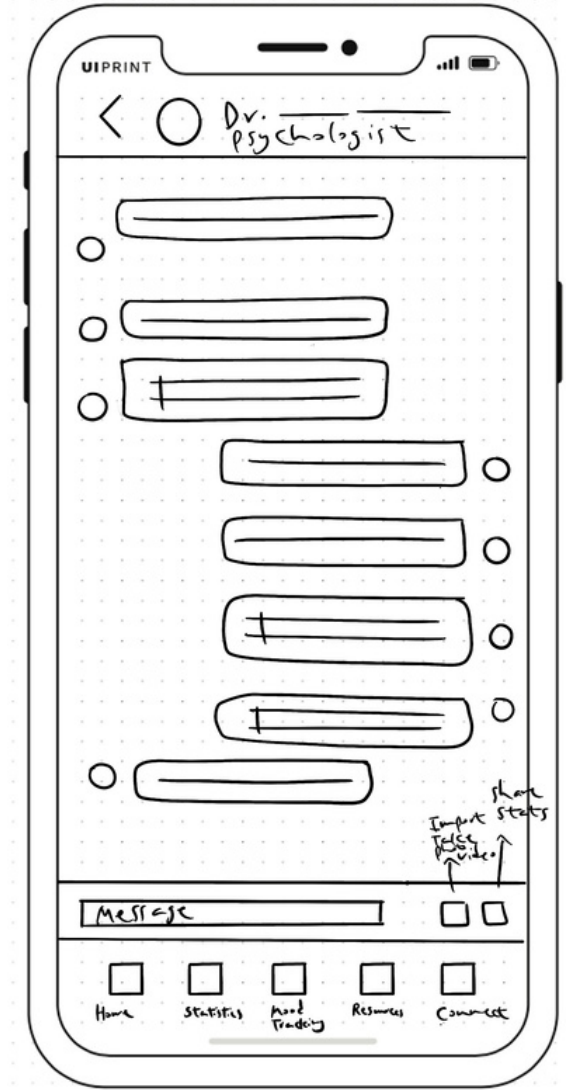
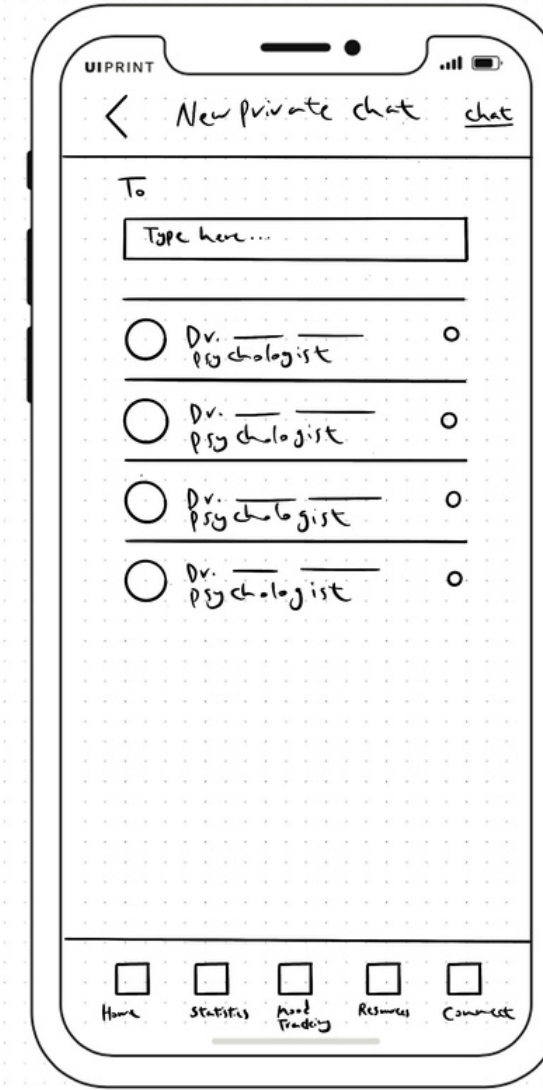
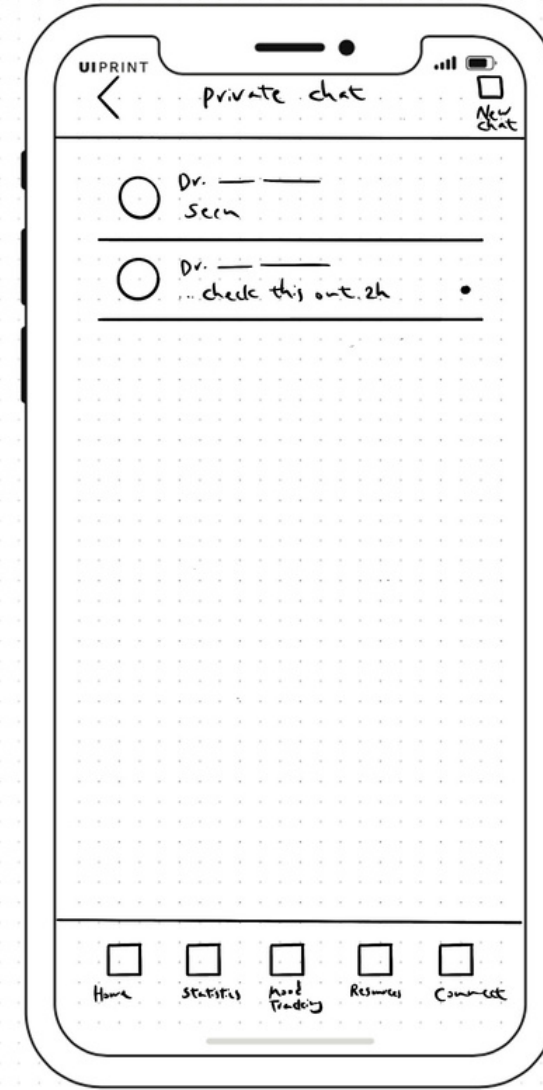
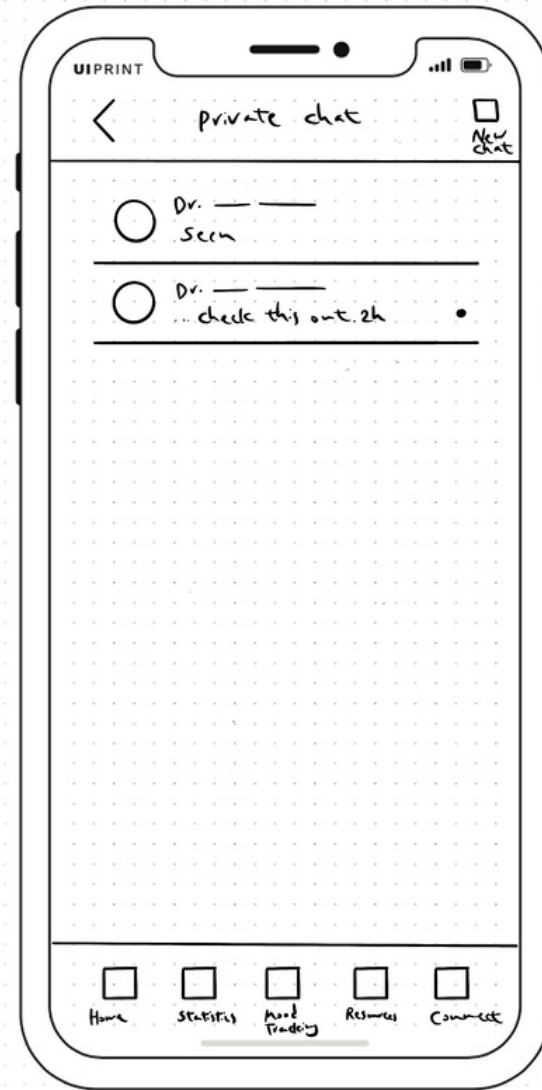
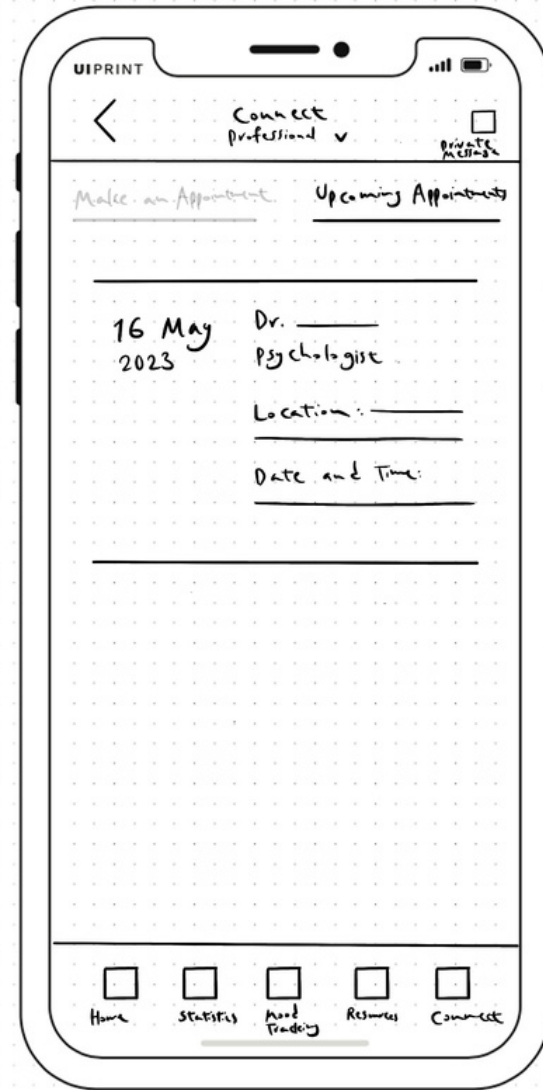
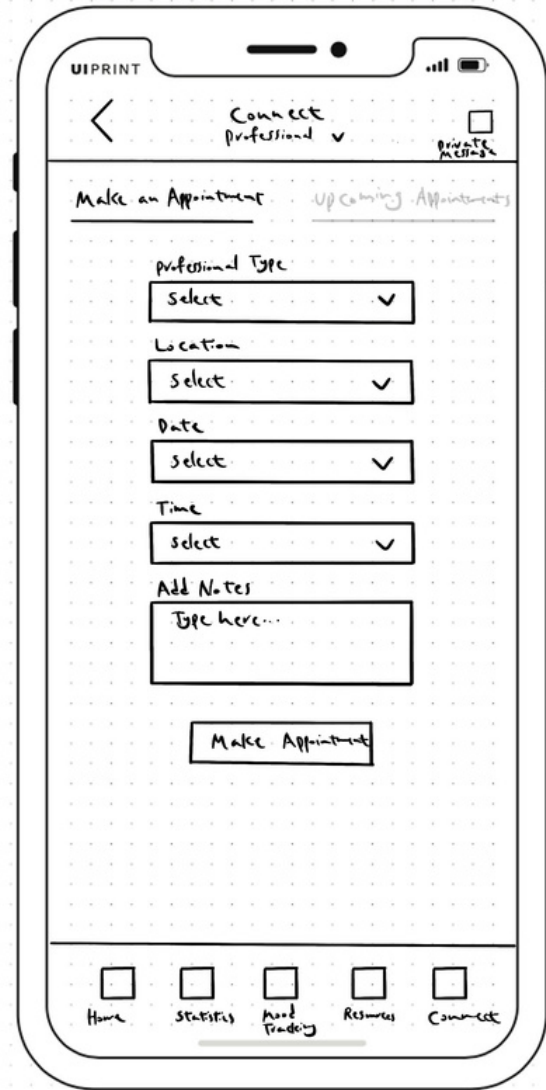
Resources



Connect



Connect



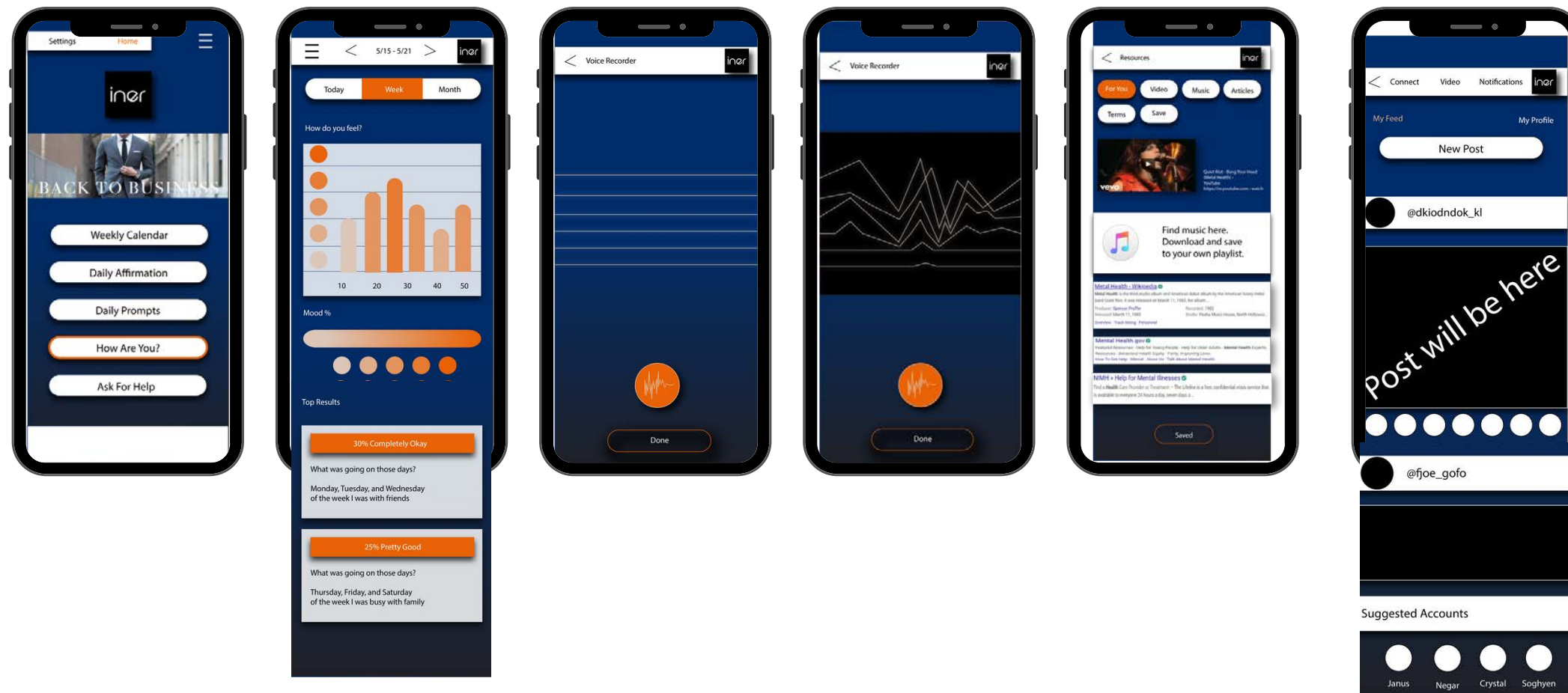
UI Ideas

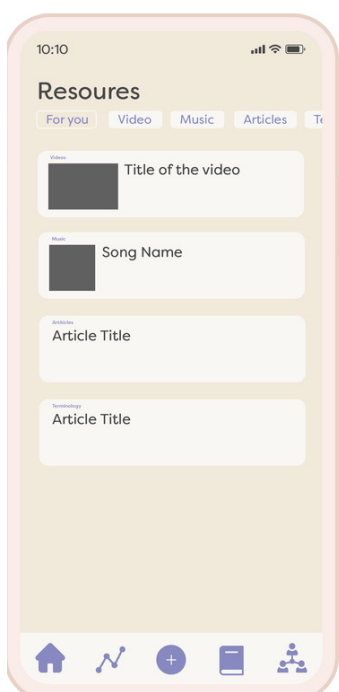
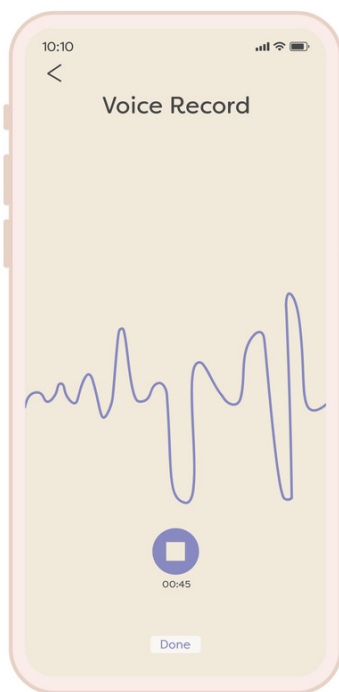
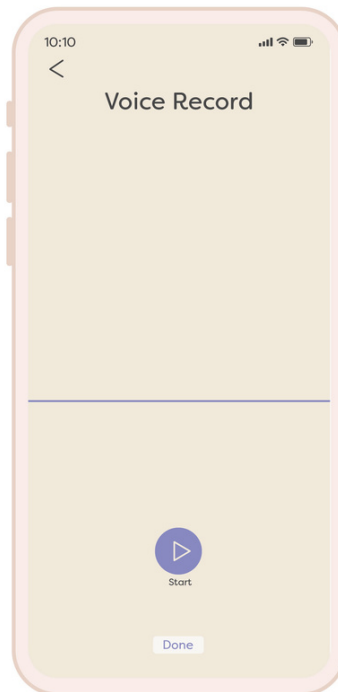
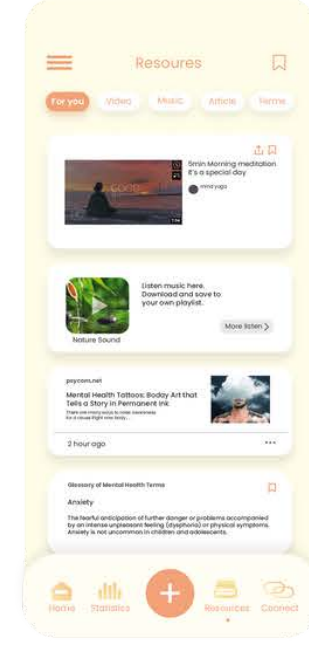
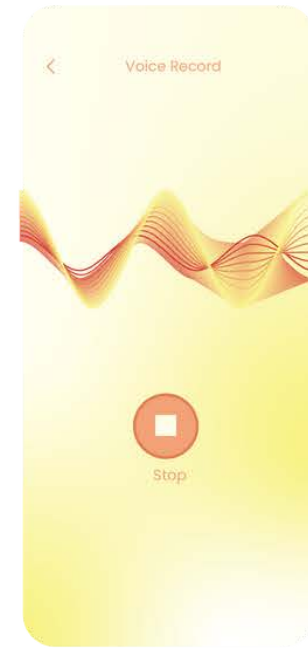
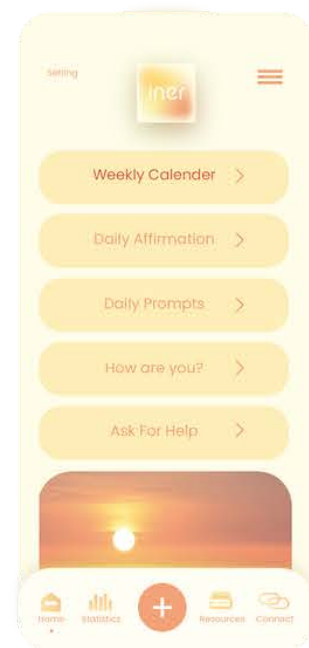
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Crystal Velazquez

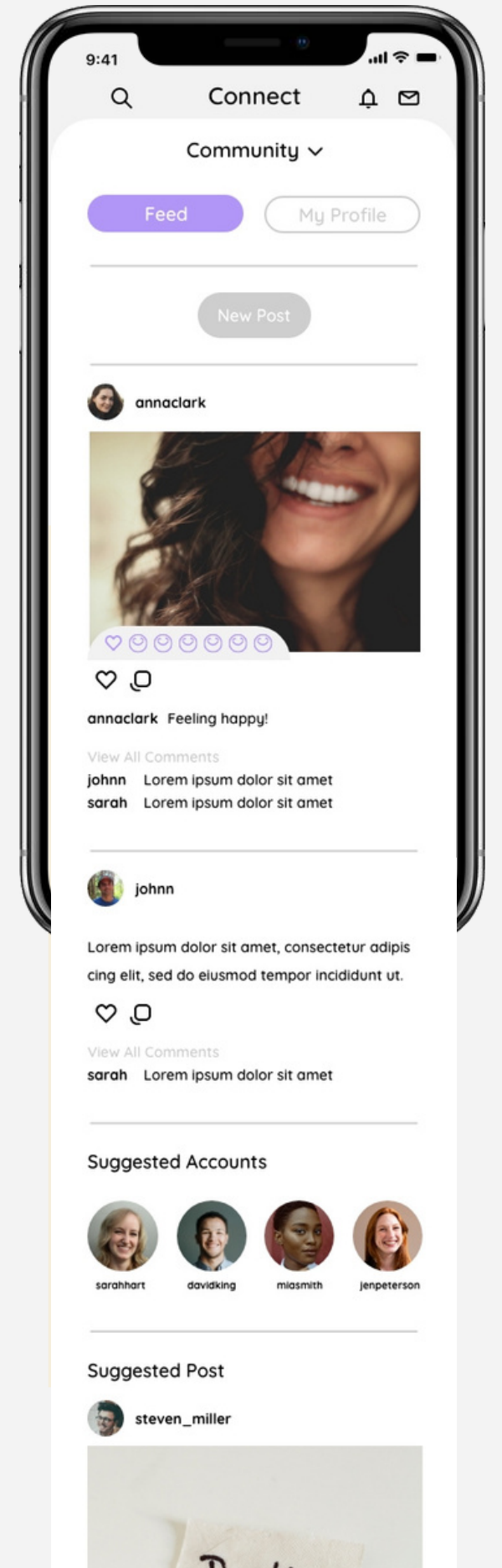
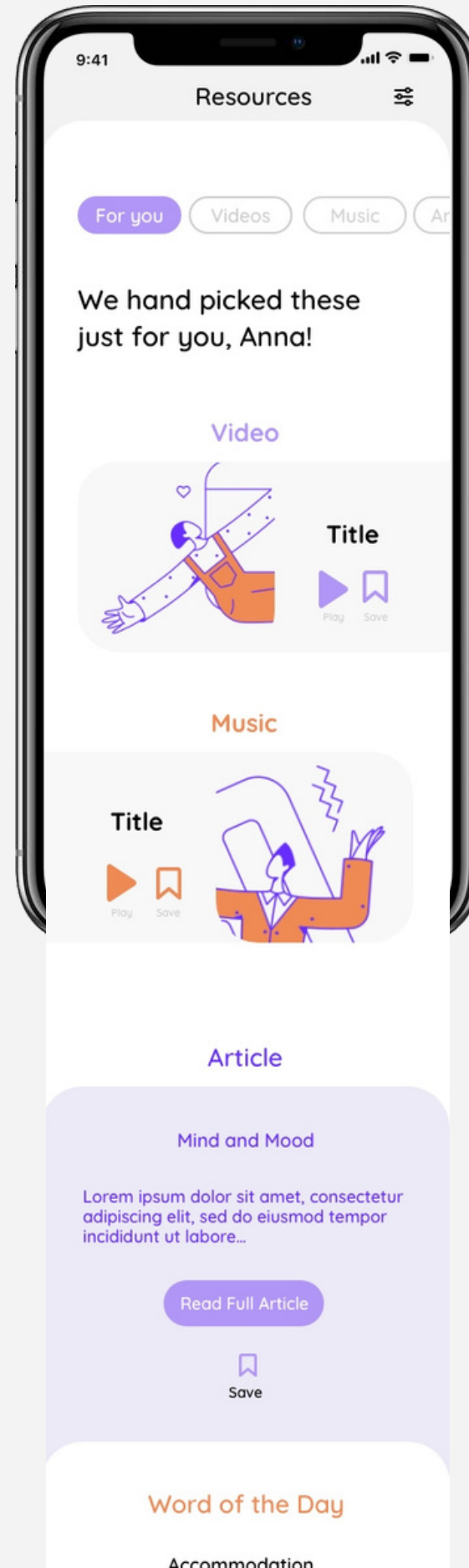
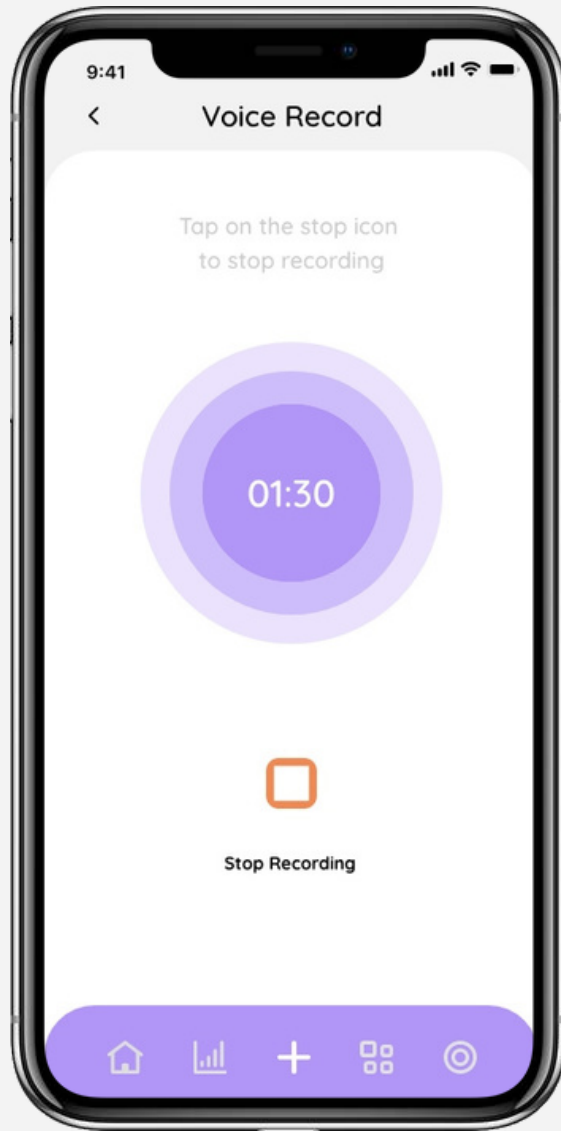
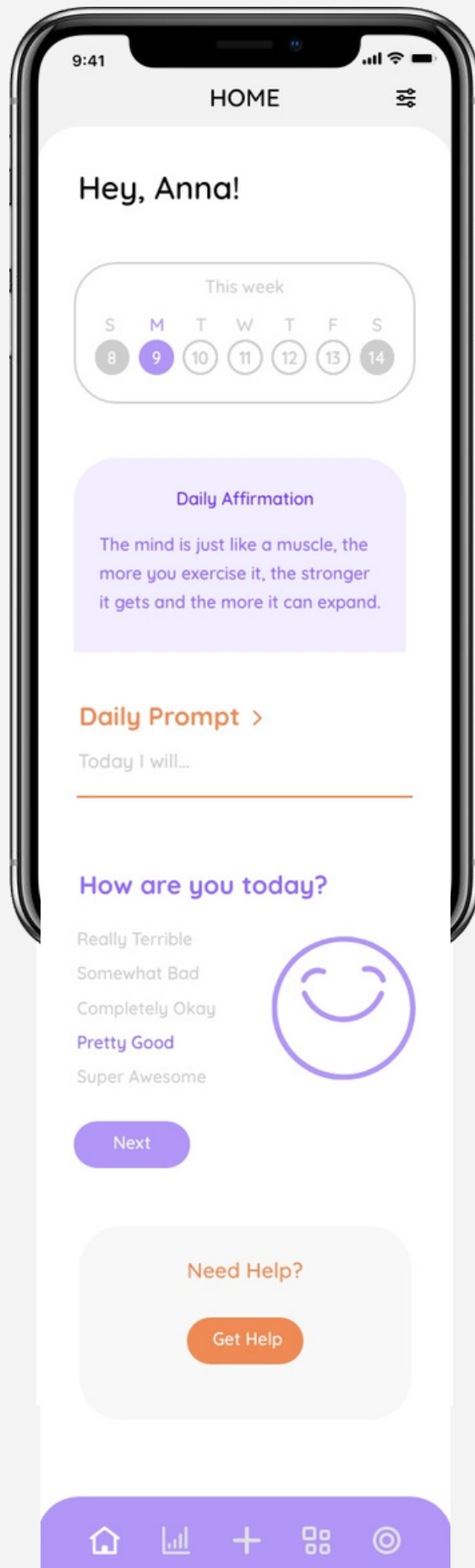
Negar Khalili
Janus Chan

Seo Hyeon Jeon









UI Process

Emmanuel Kilgore
Crystal Velazquez

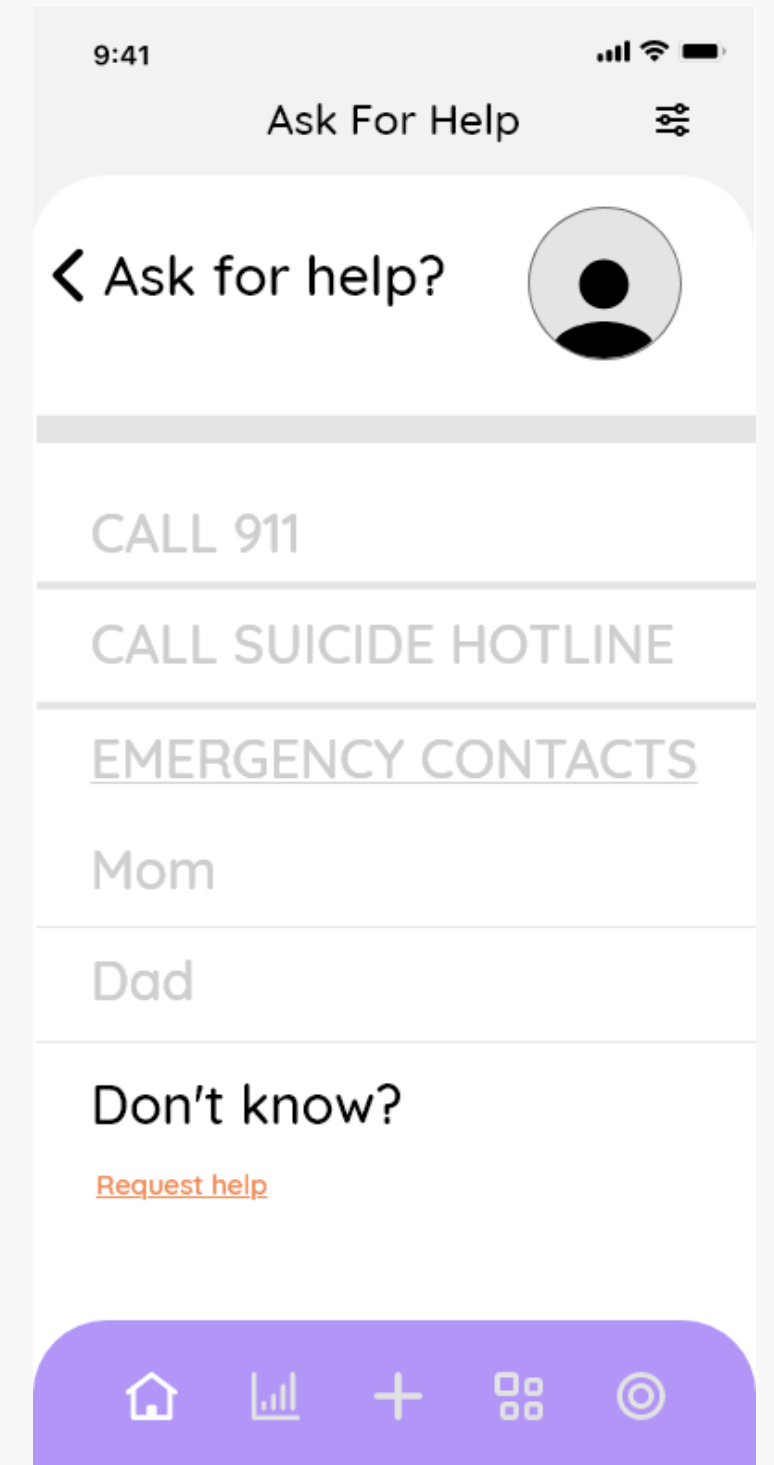
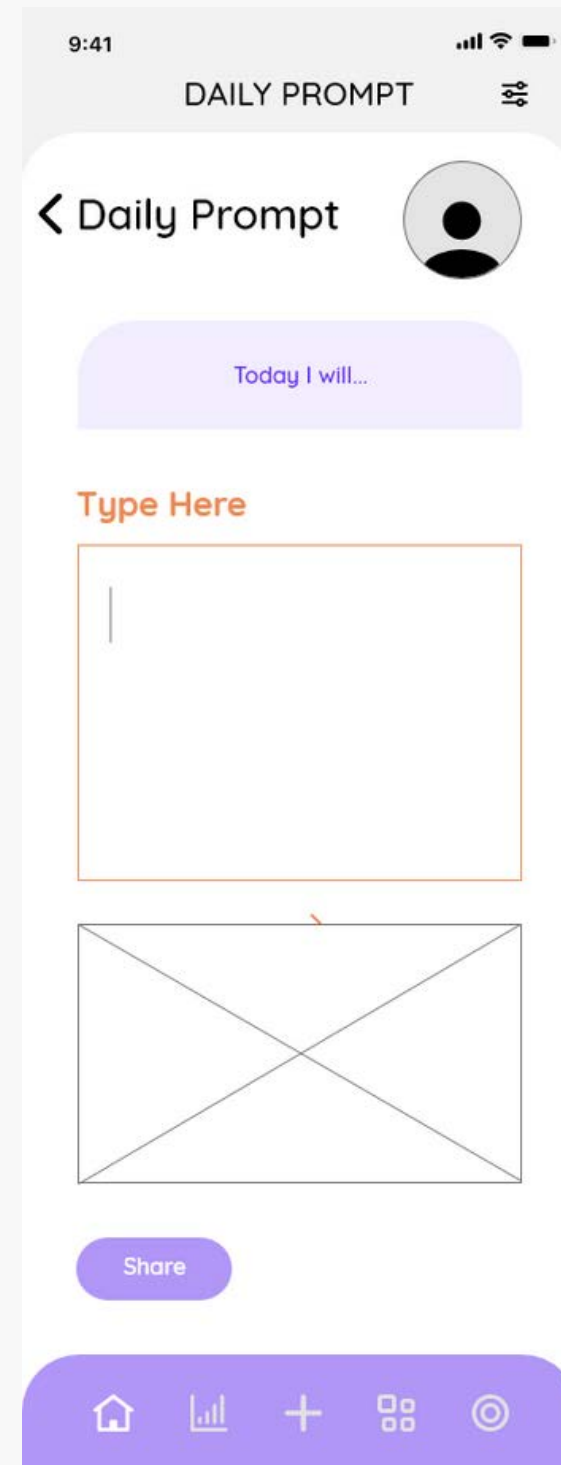
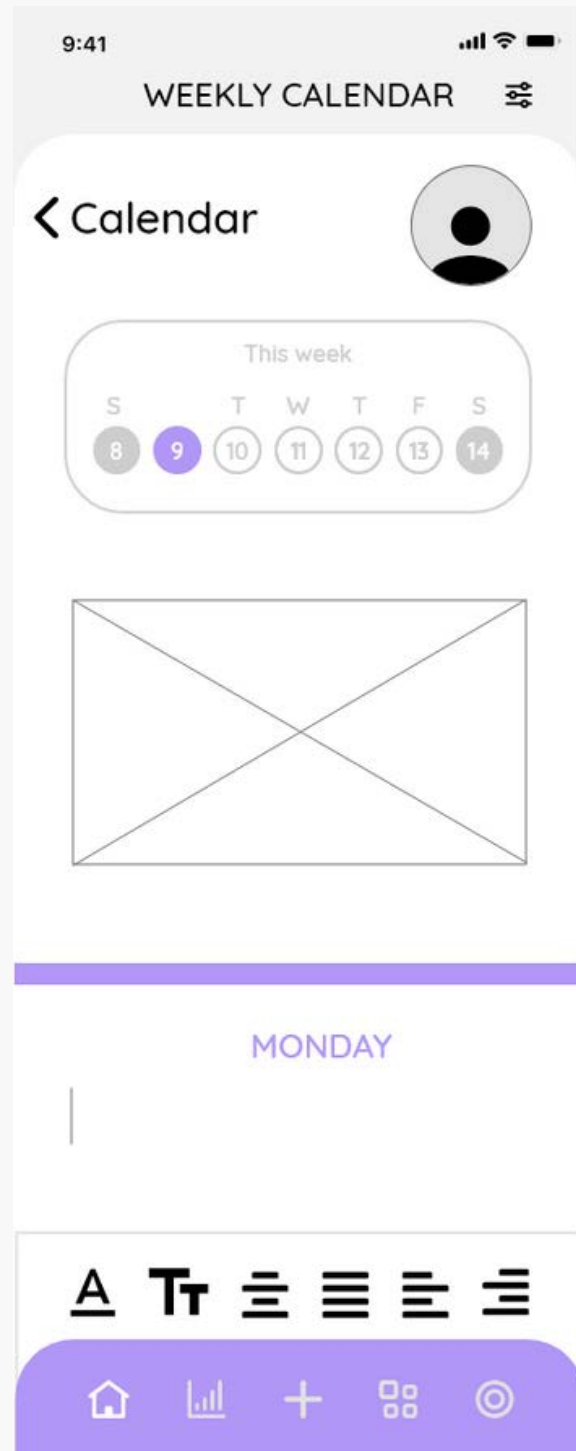
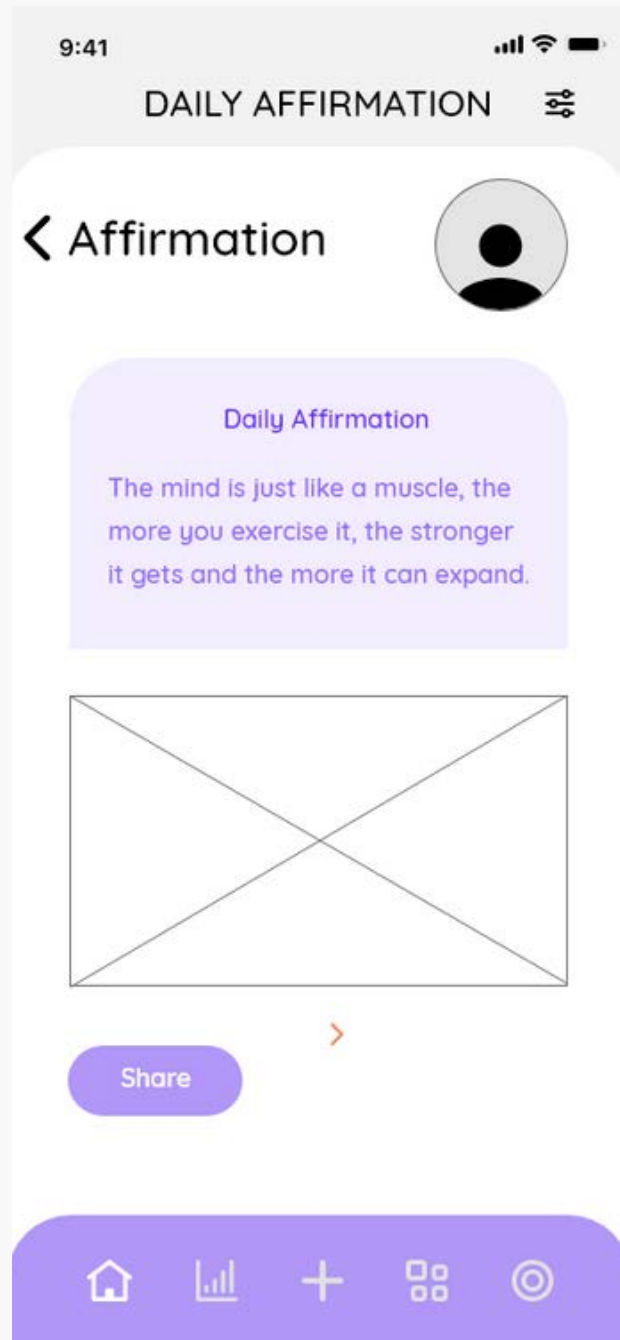
Negar Khalili
Janus Chan

Seo Hyeon Jeon



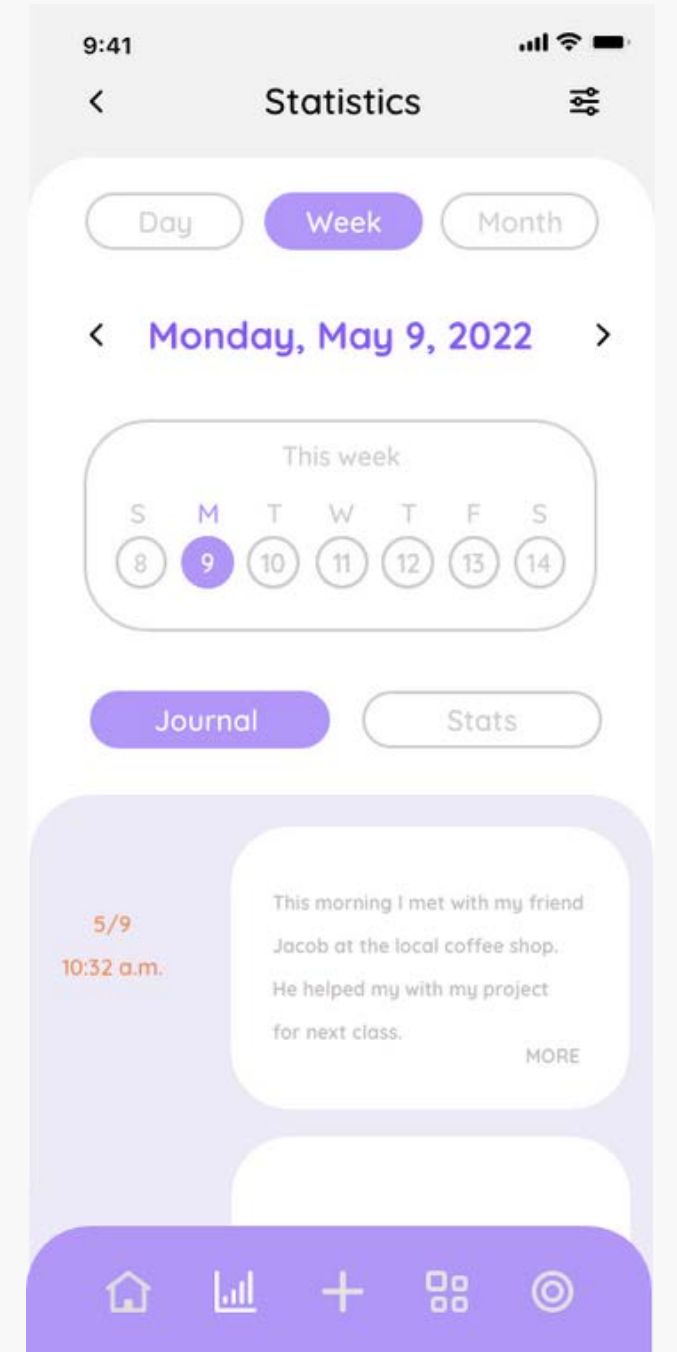
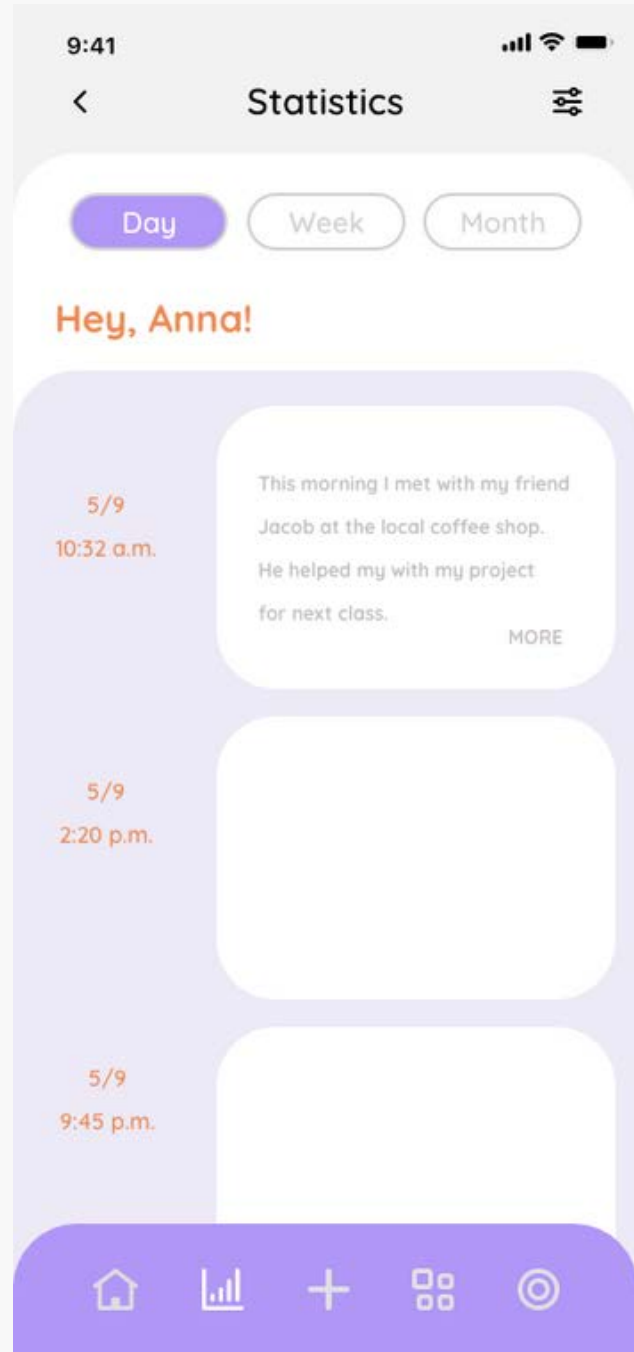
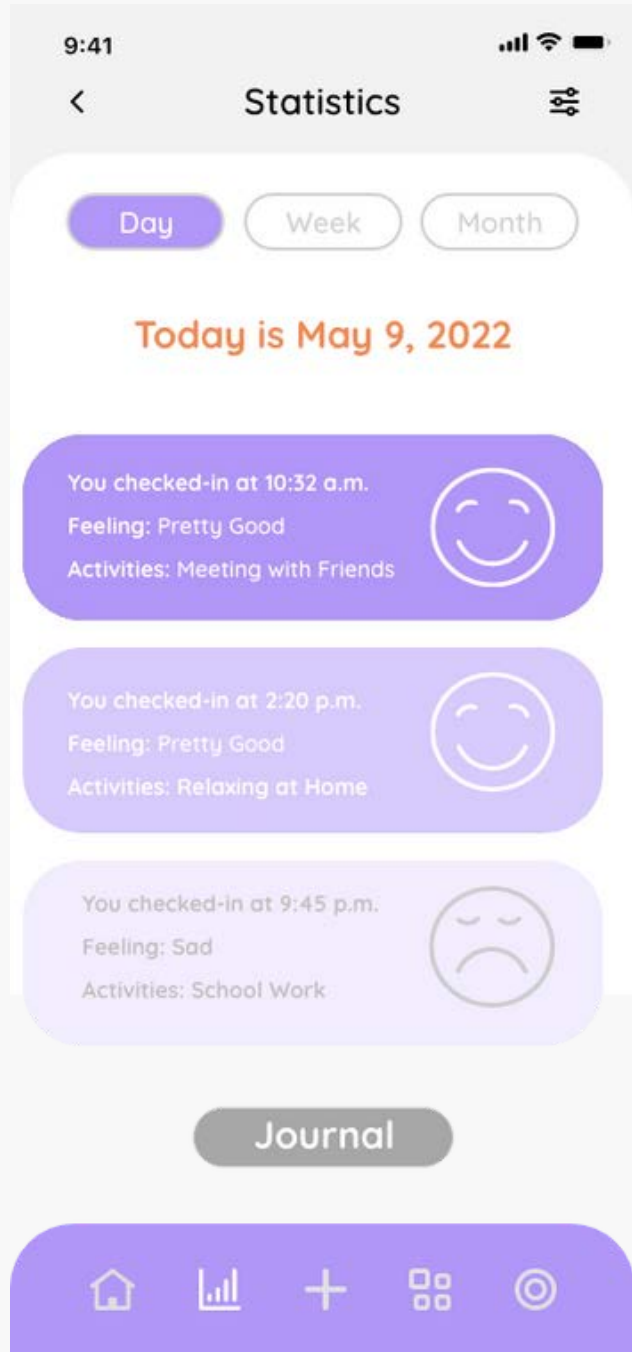
Ver.1

Home Sub Pages

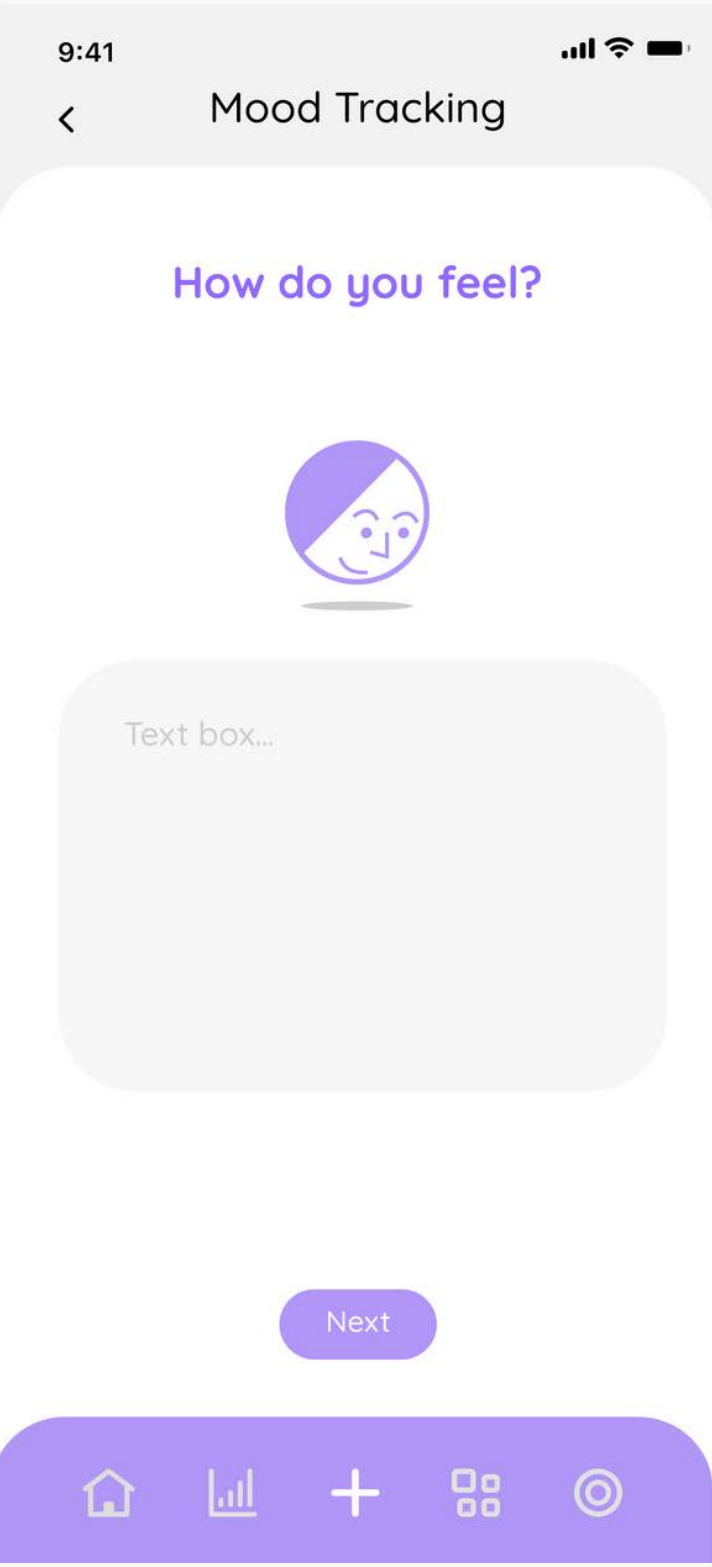
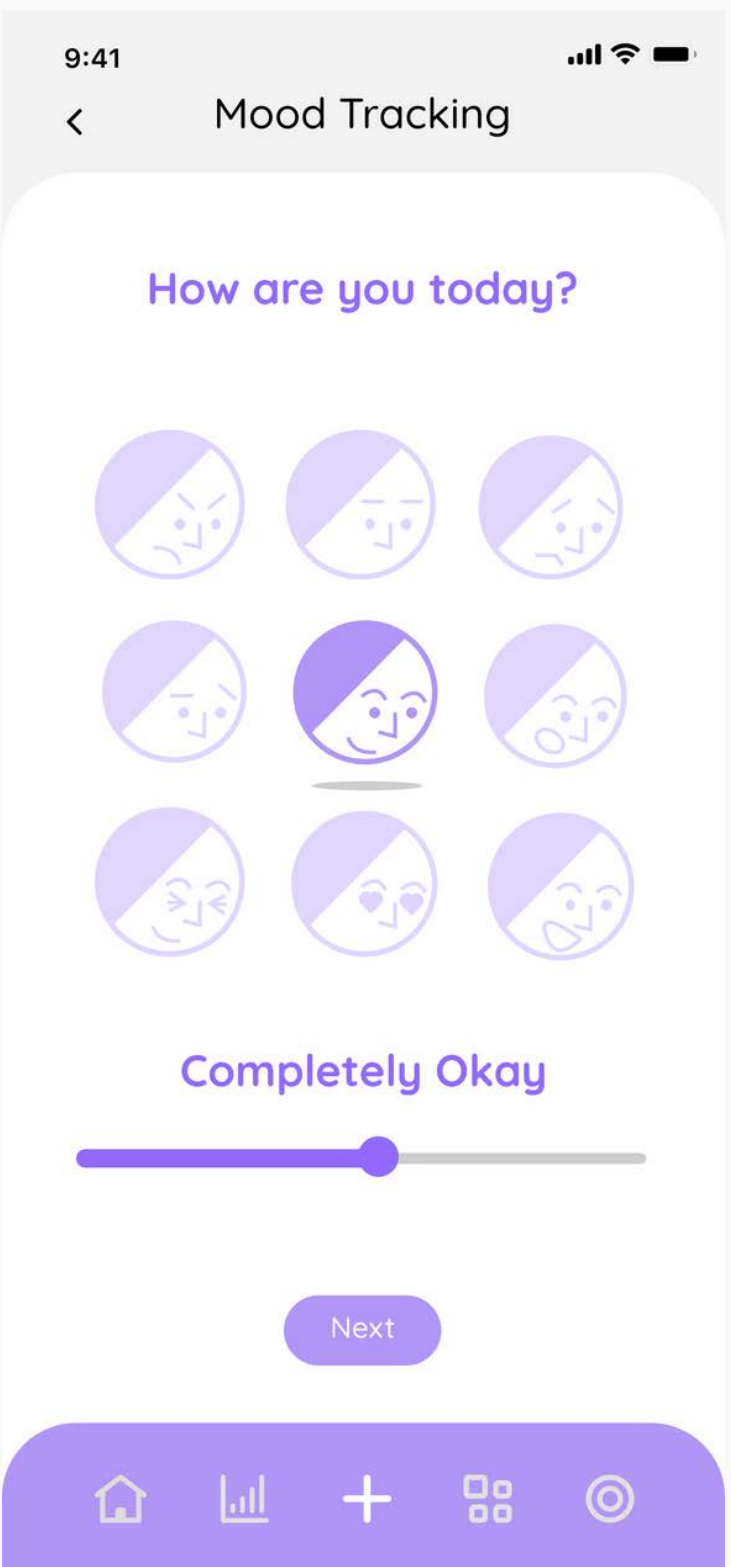
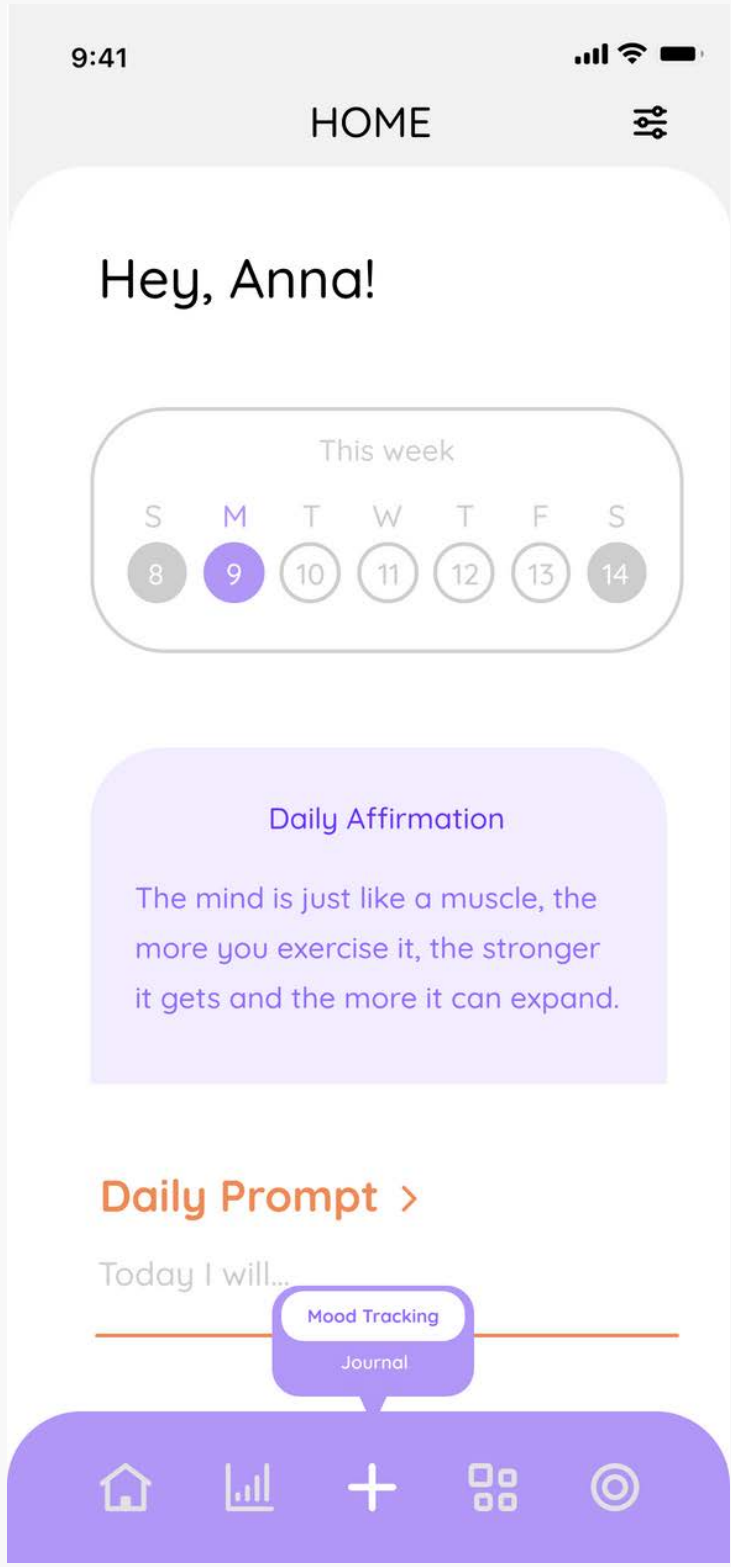


Statistics

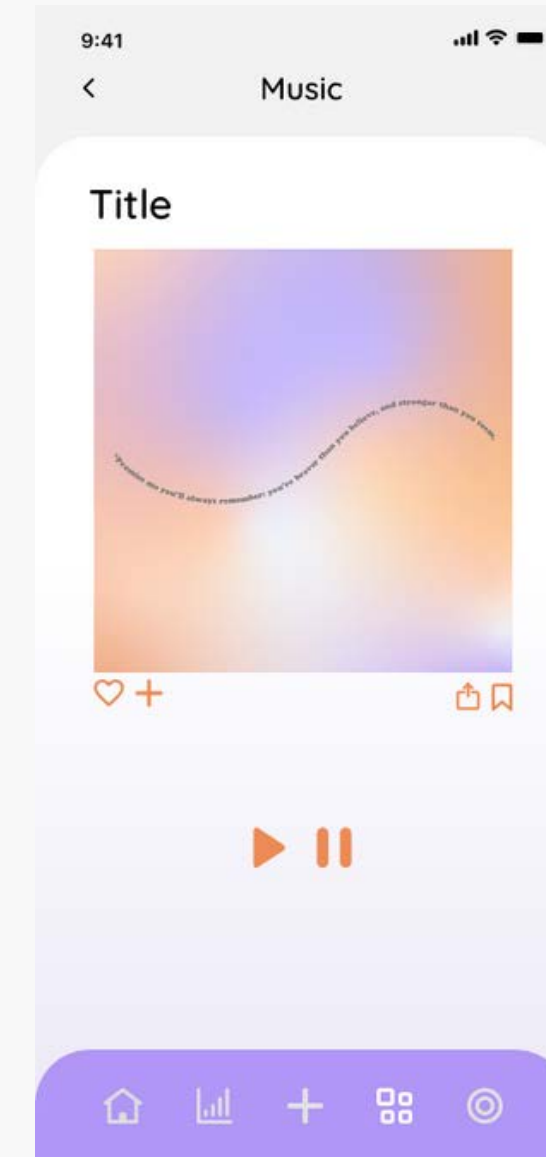
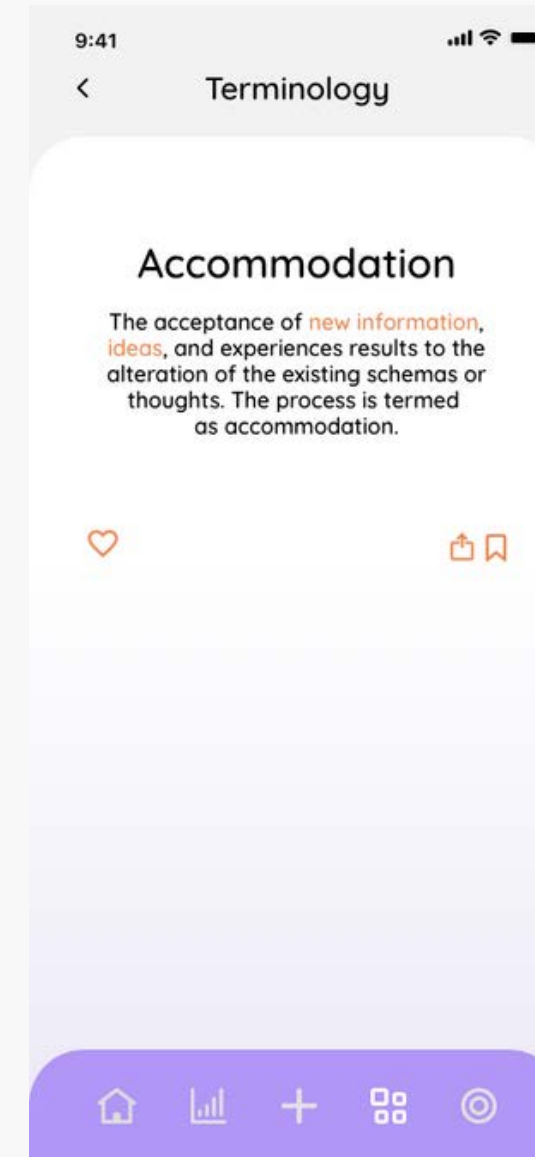
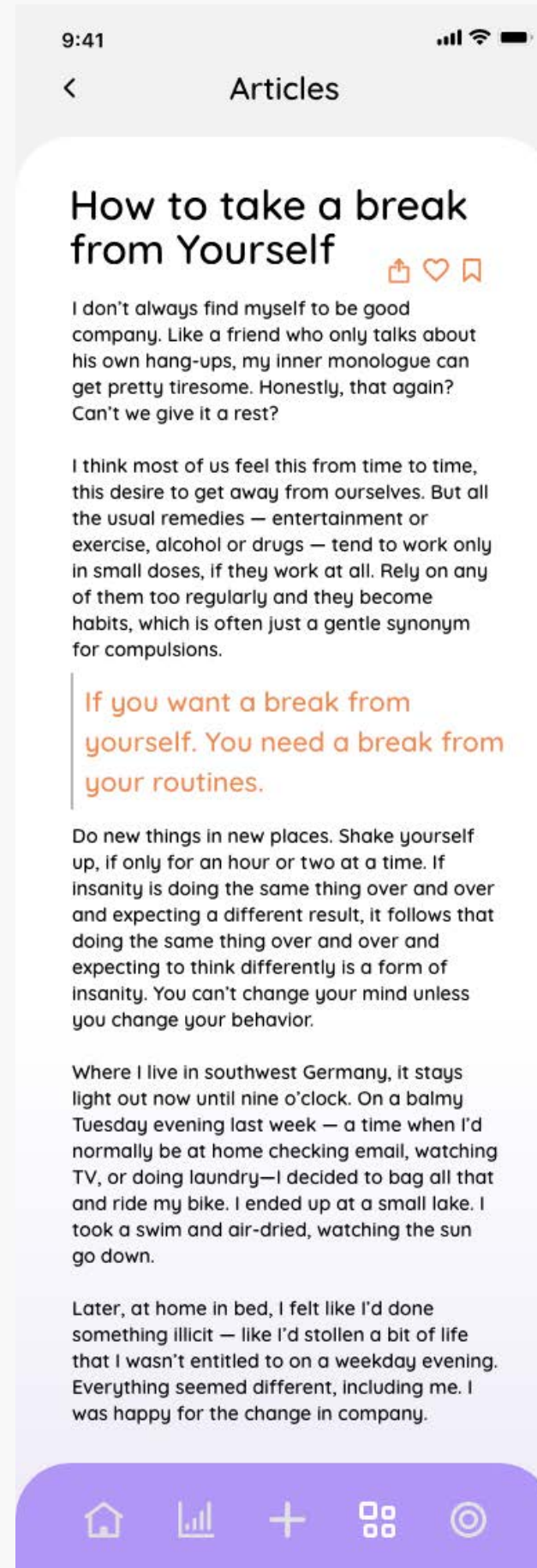
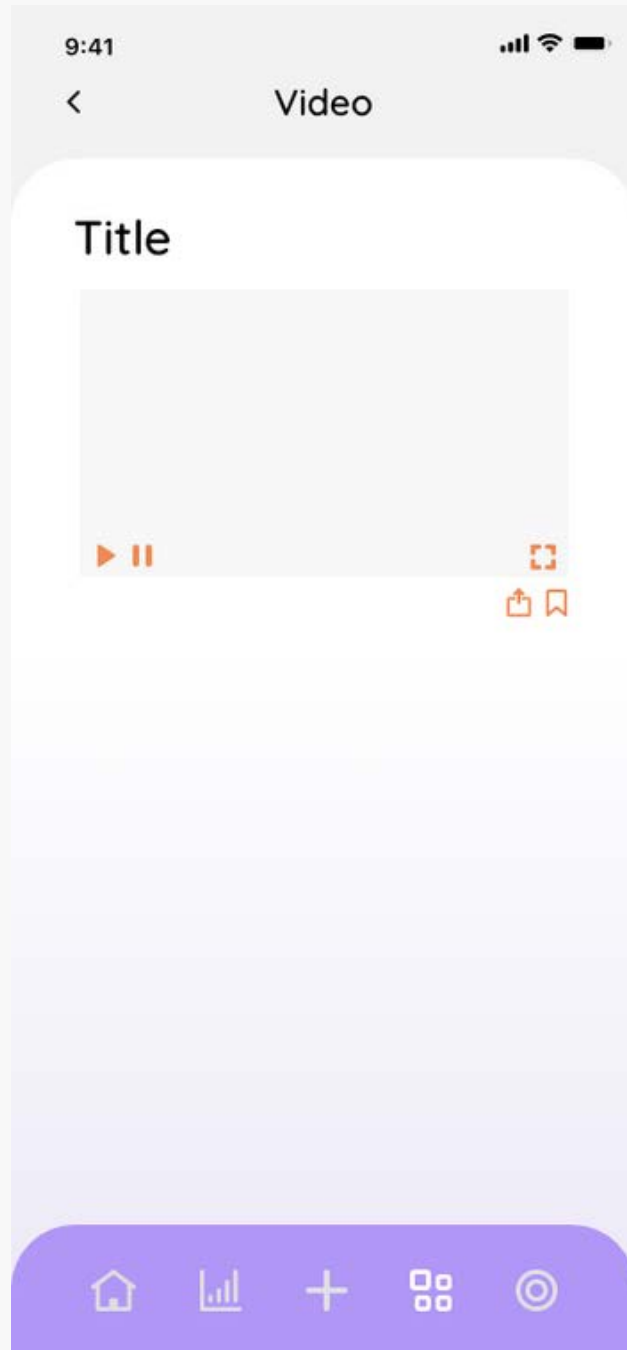
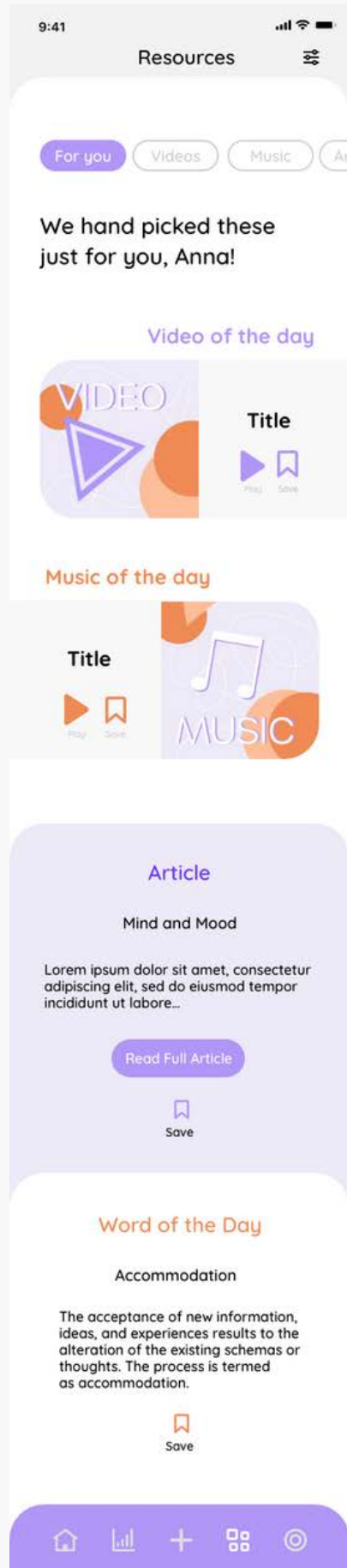
Crystal



Mood Tracking



Resources



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Posts

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sarah Lorem ipsum dolor sit amet

May 6, 2022

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May 1, 2022

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sarah Lorem ipsum dolor sit amet

May 6, 2022

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May 1, 2022

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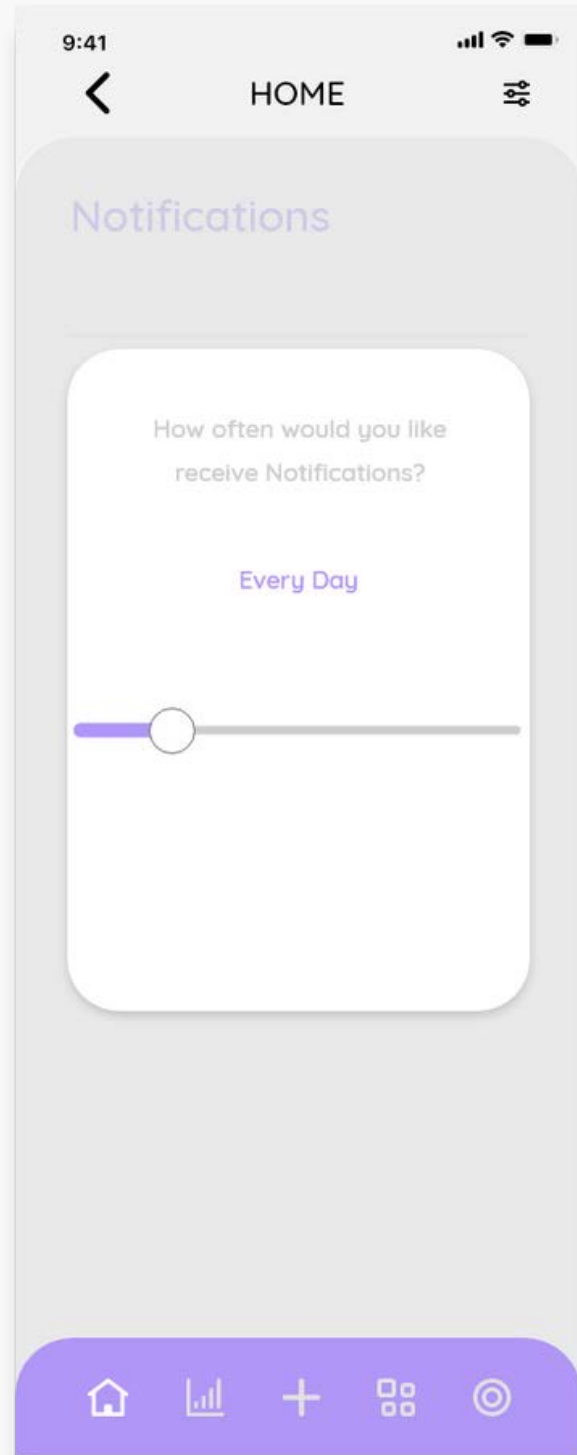
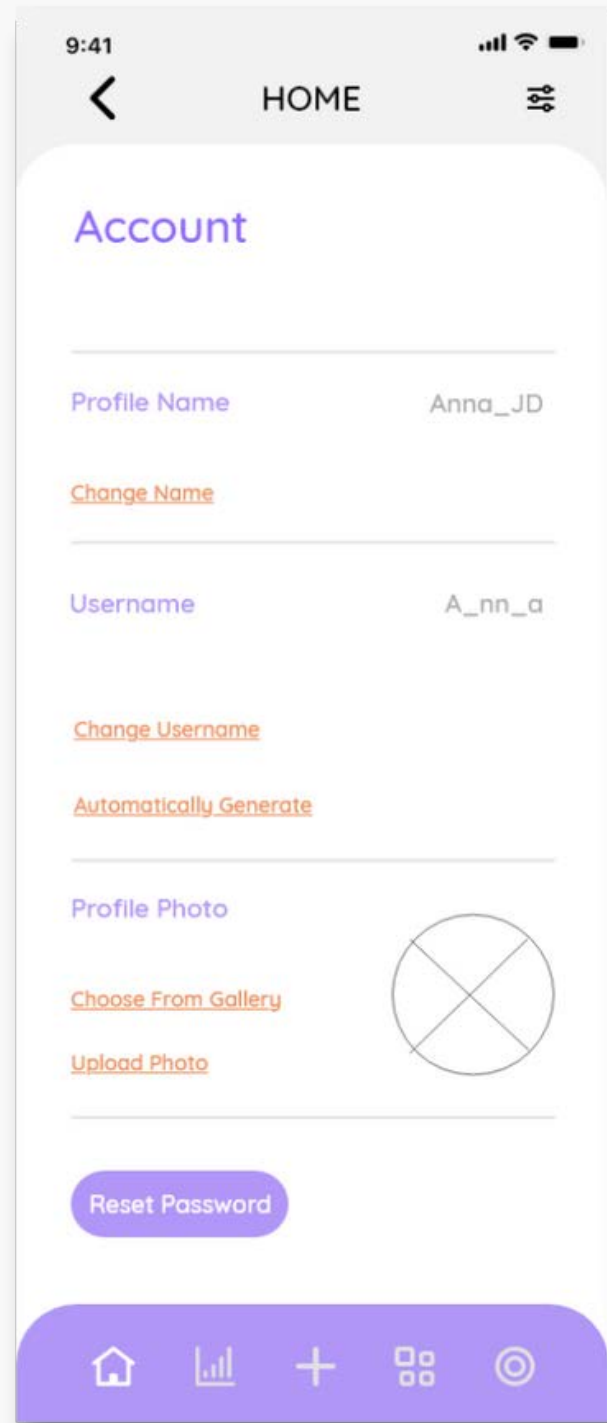
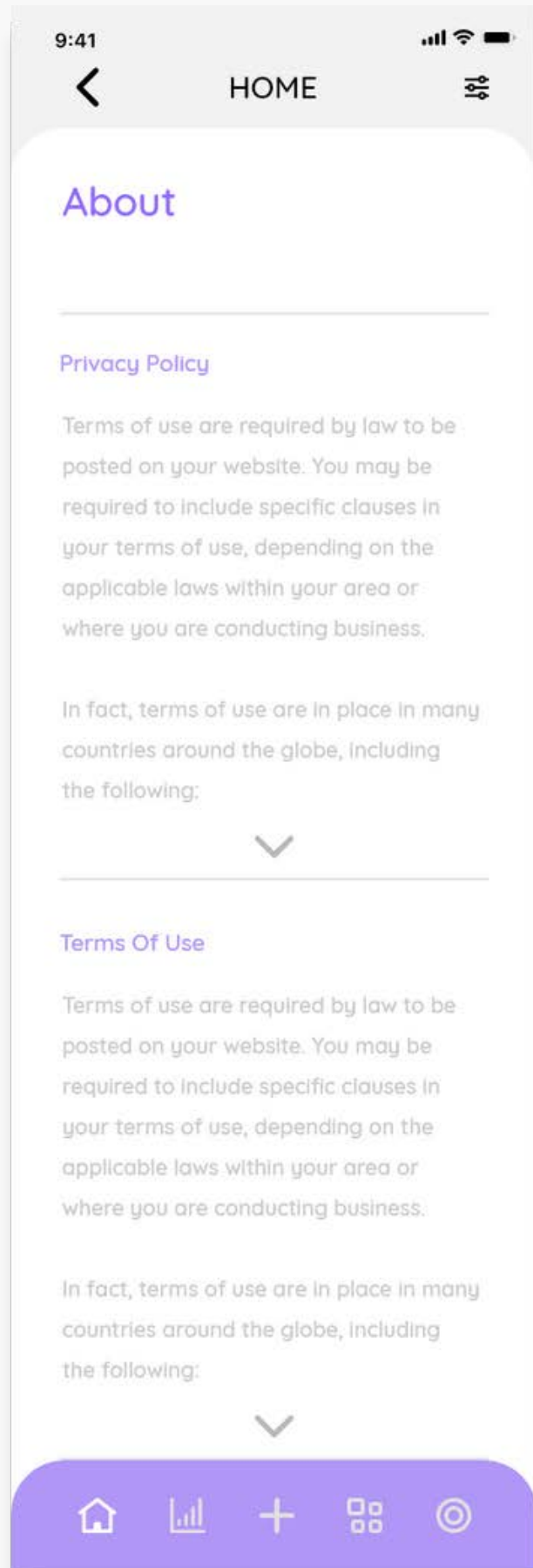
Today's Mood

Pretty Good

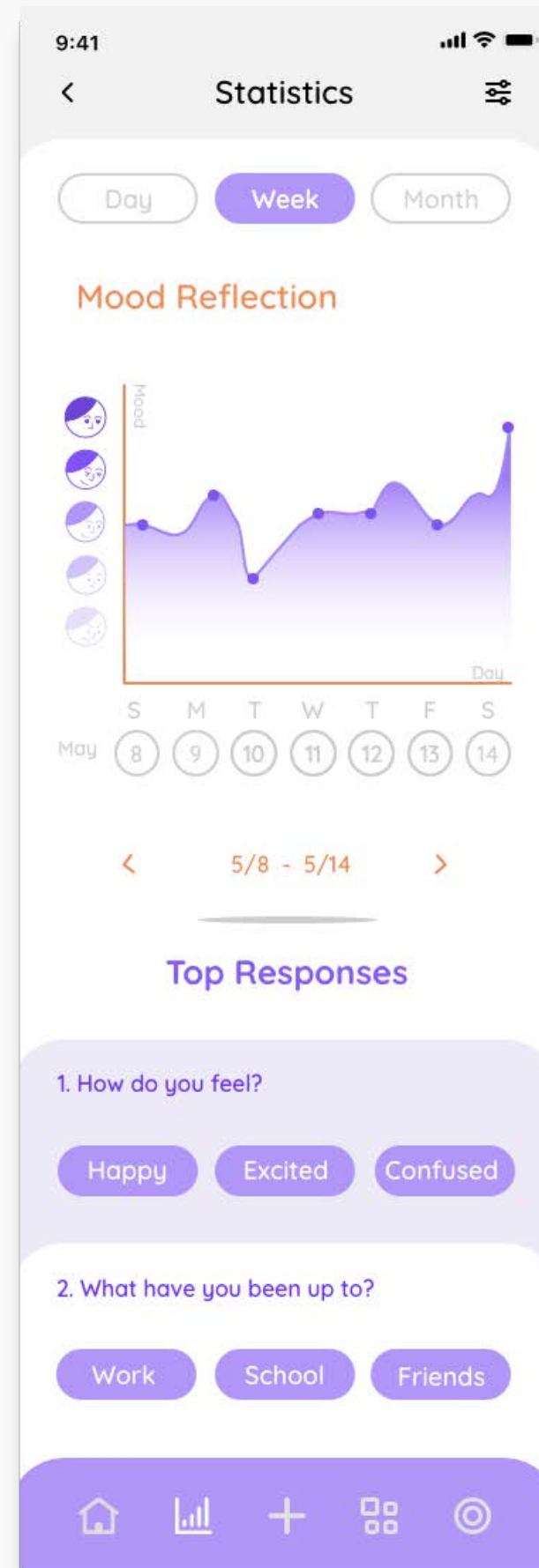
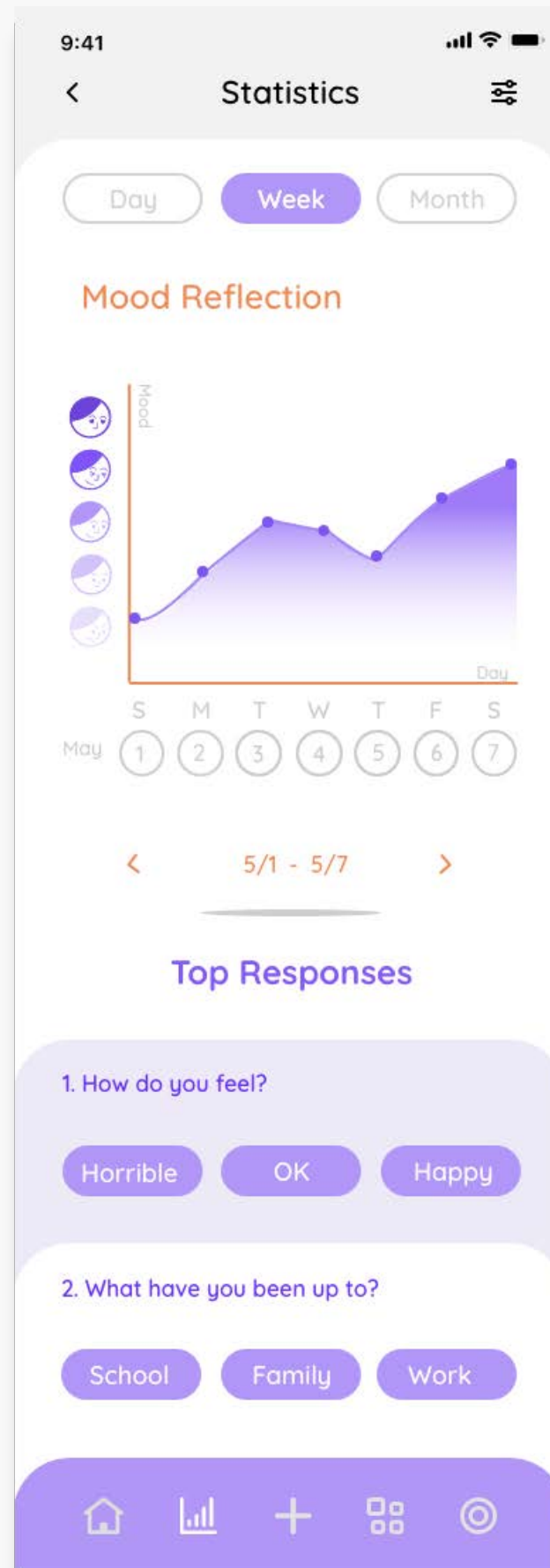
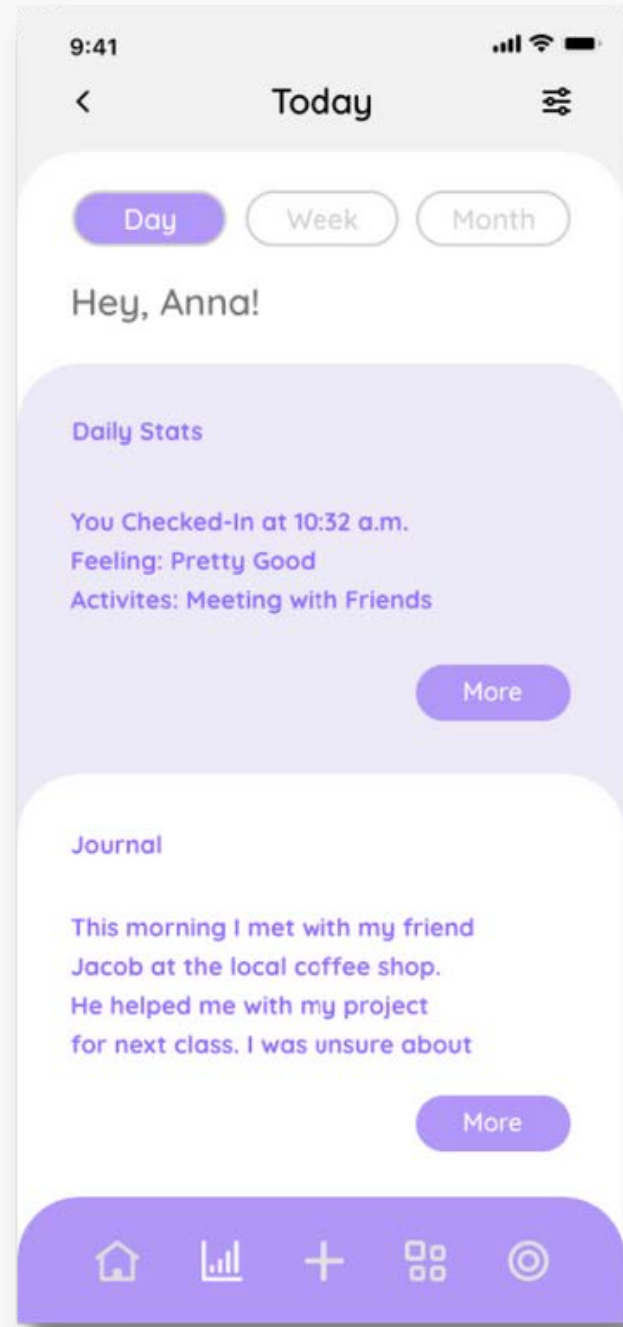
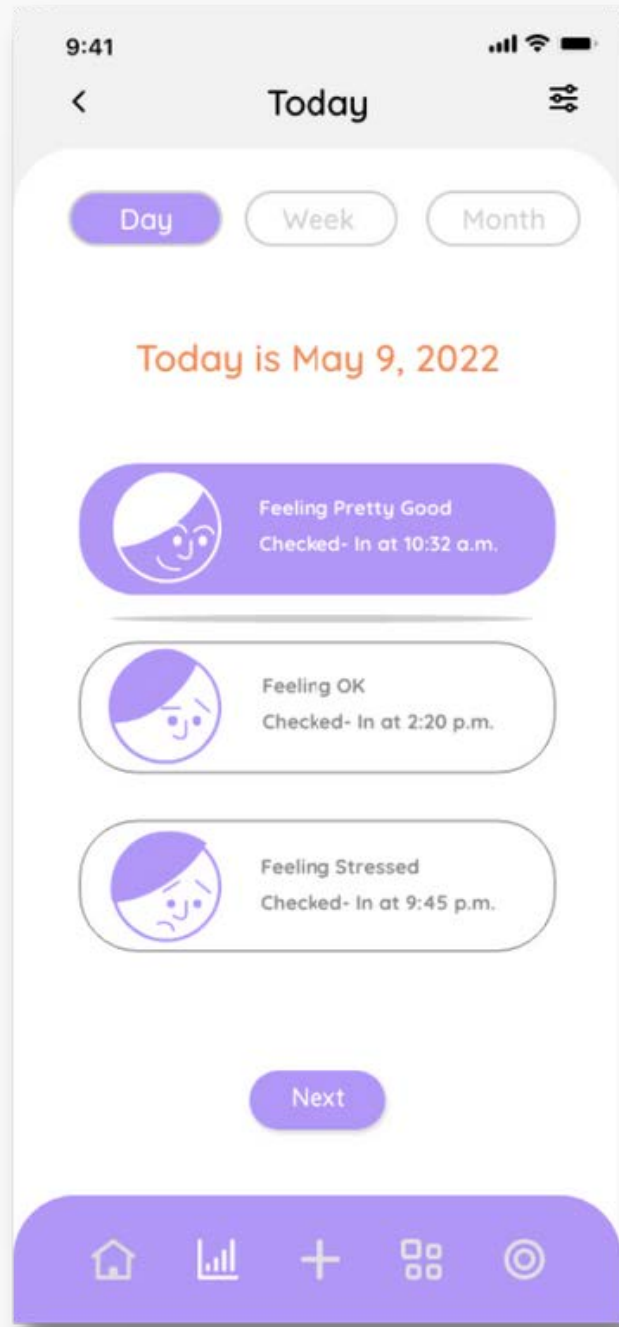
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Ver.2

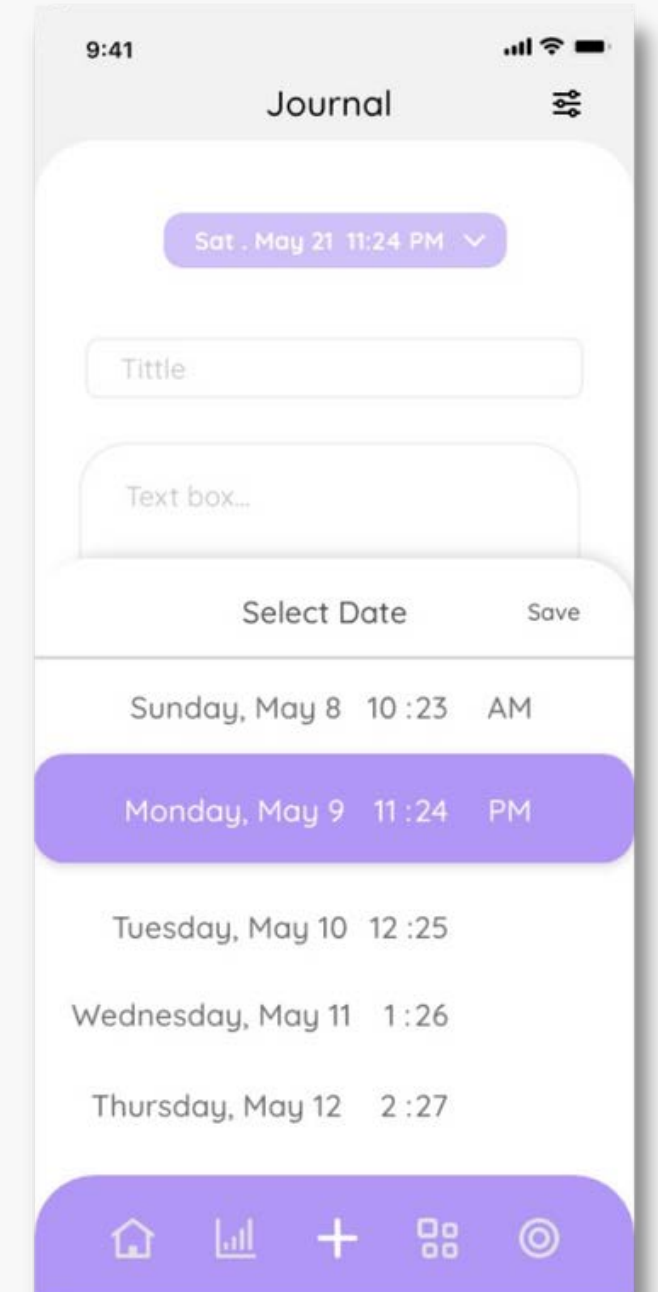
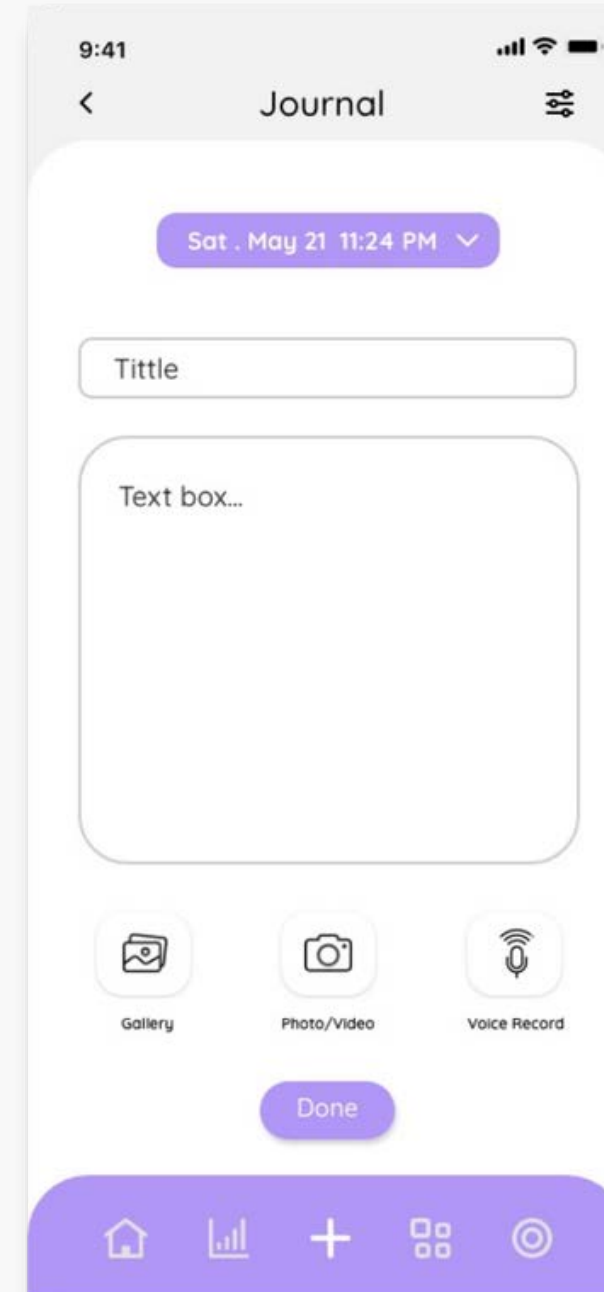
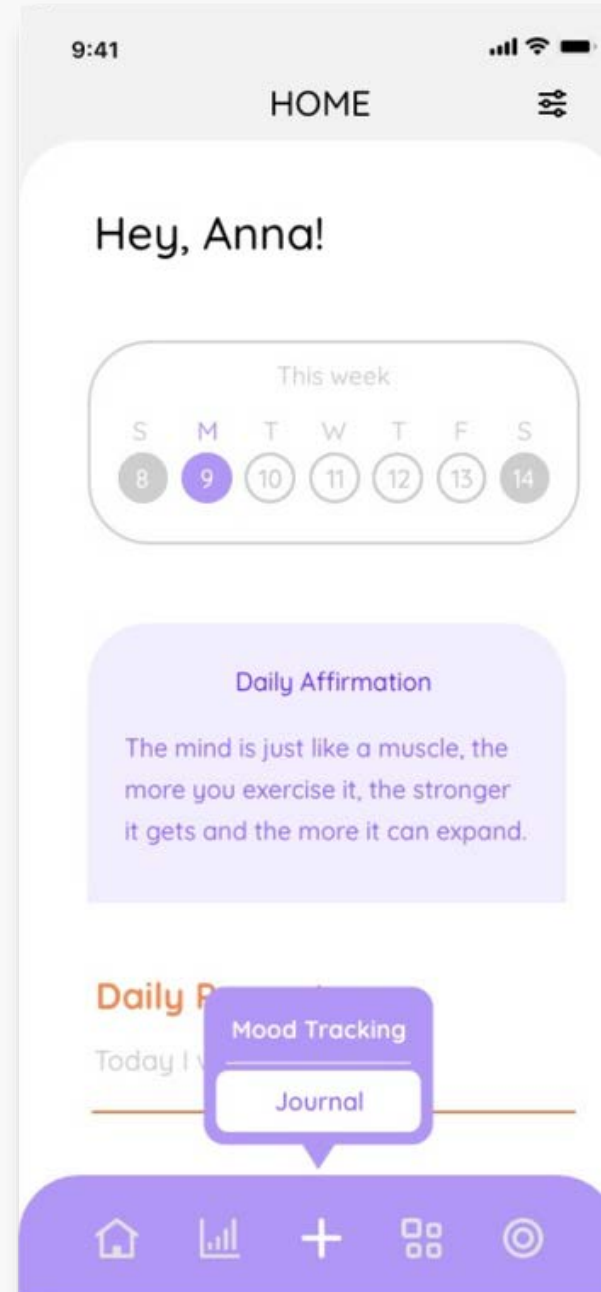
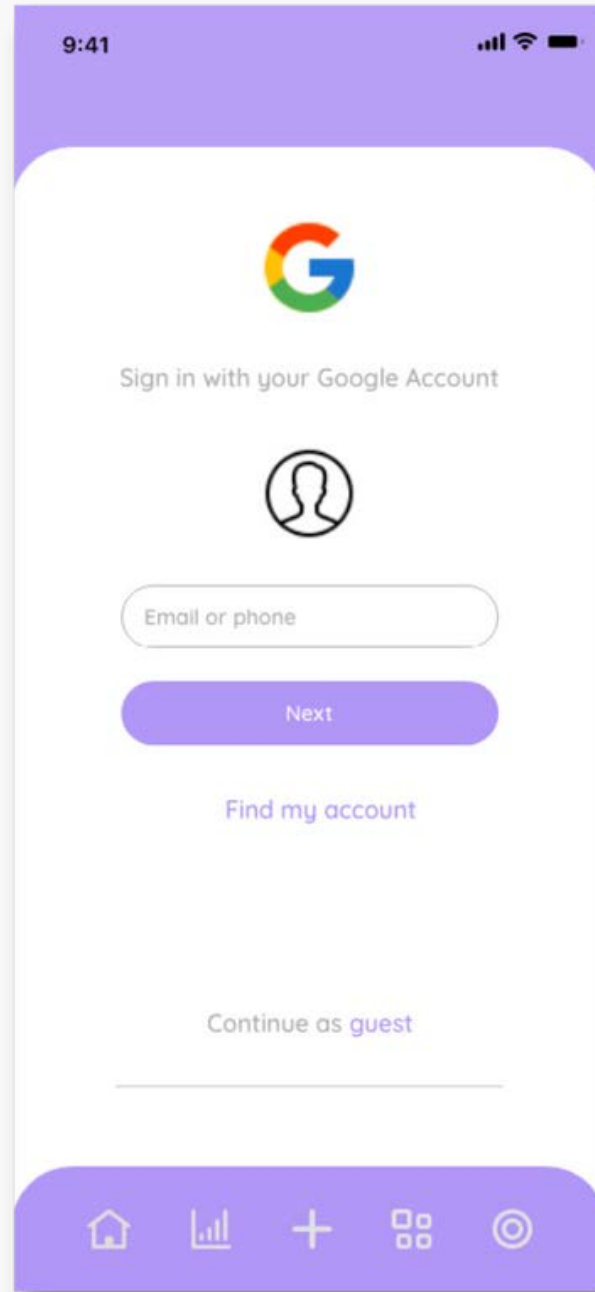
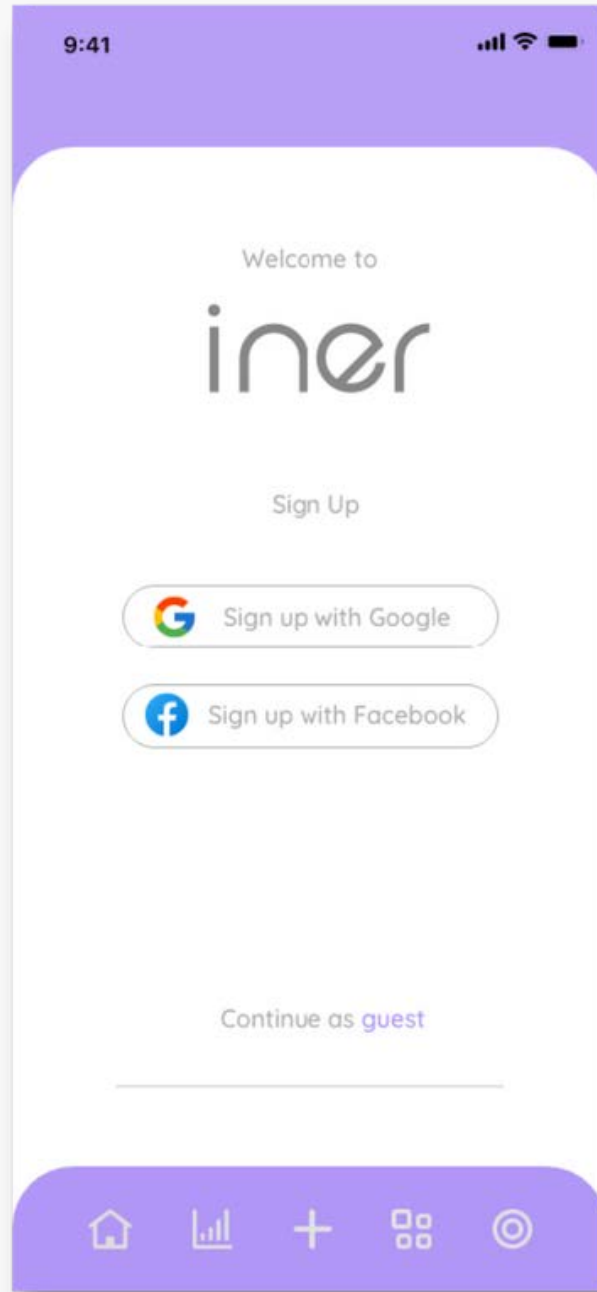
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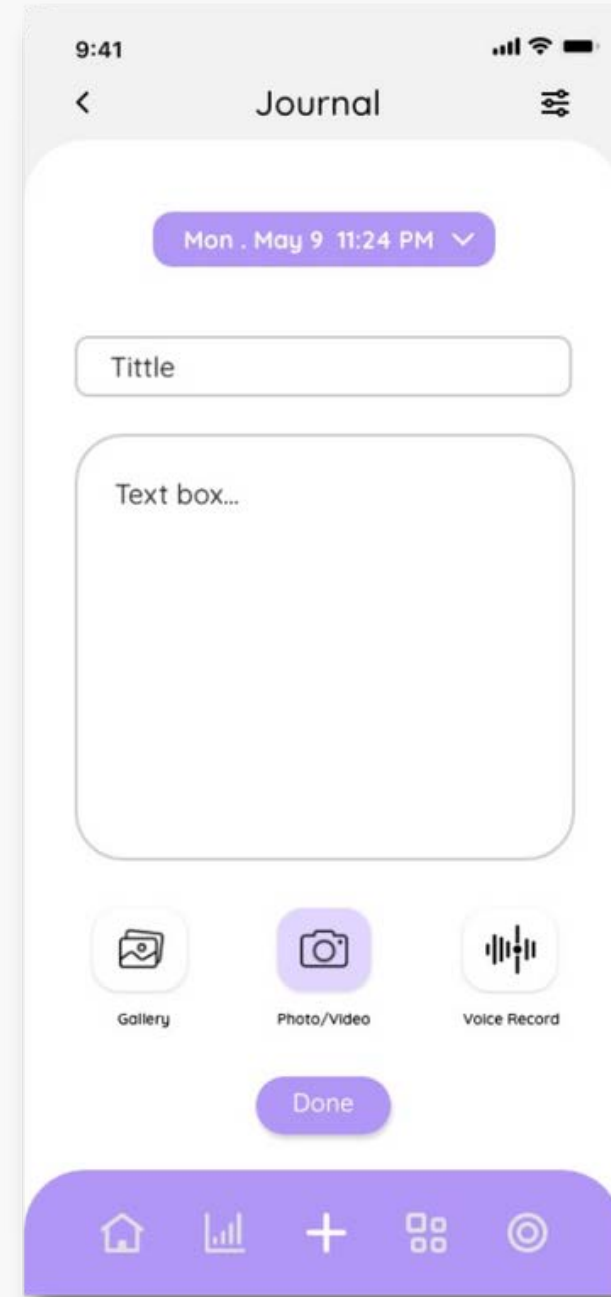
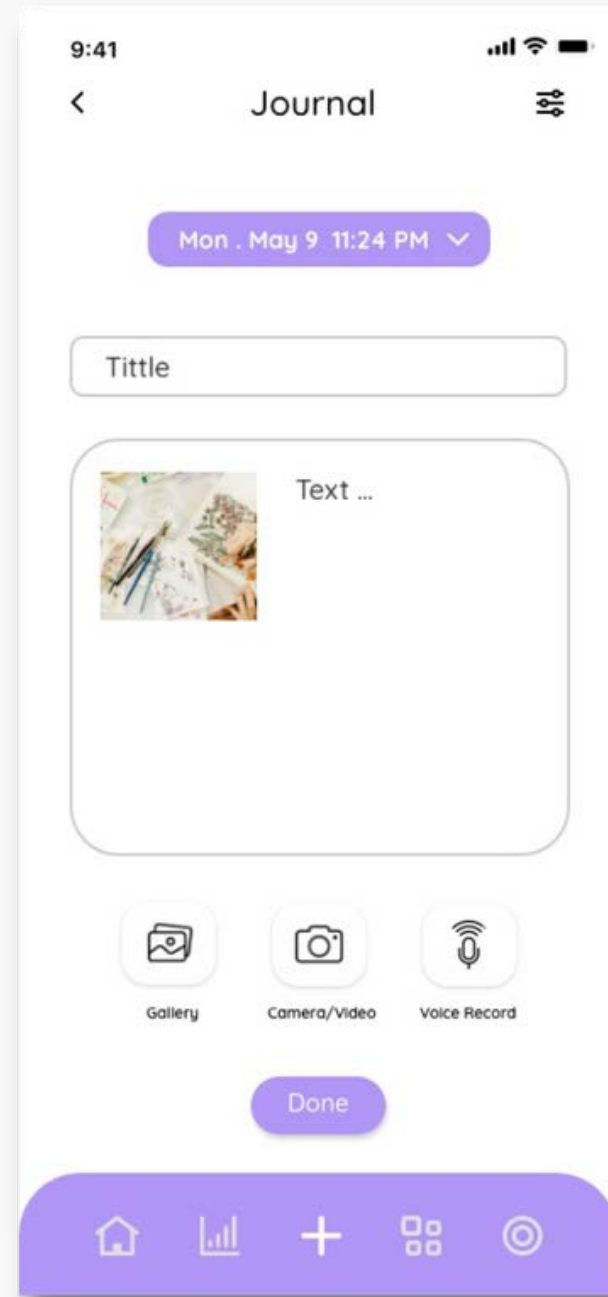
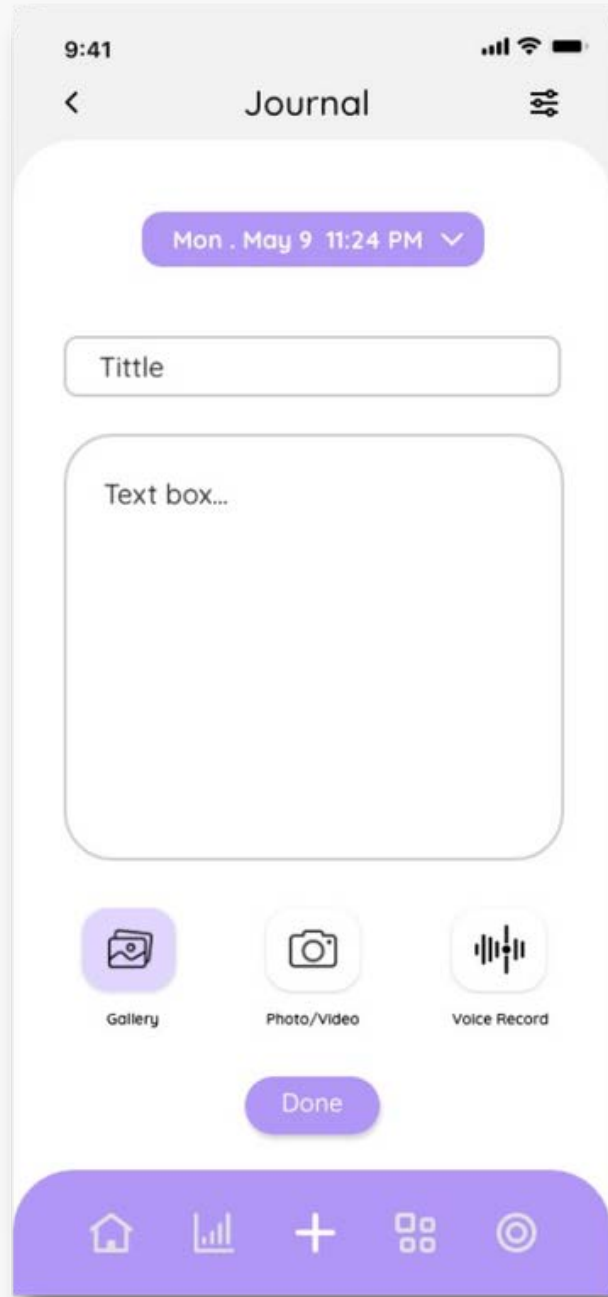
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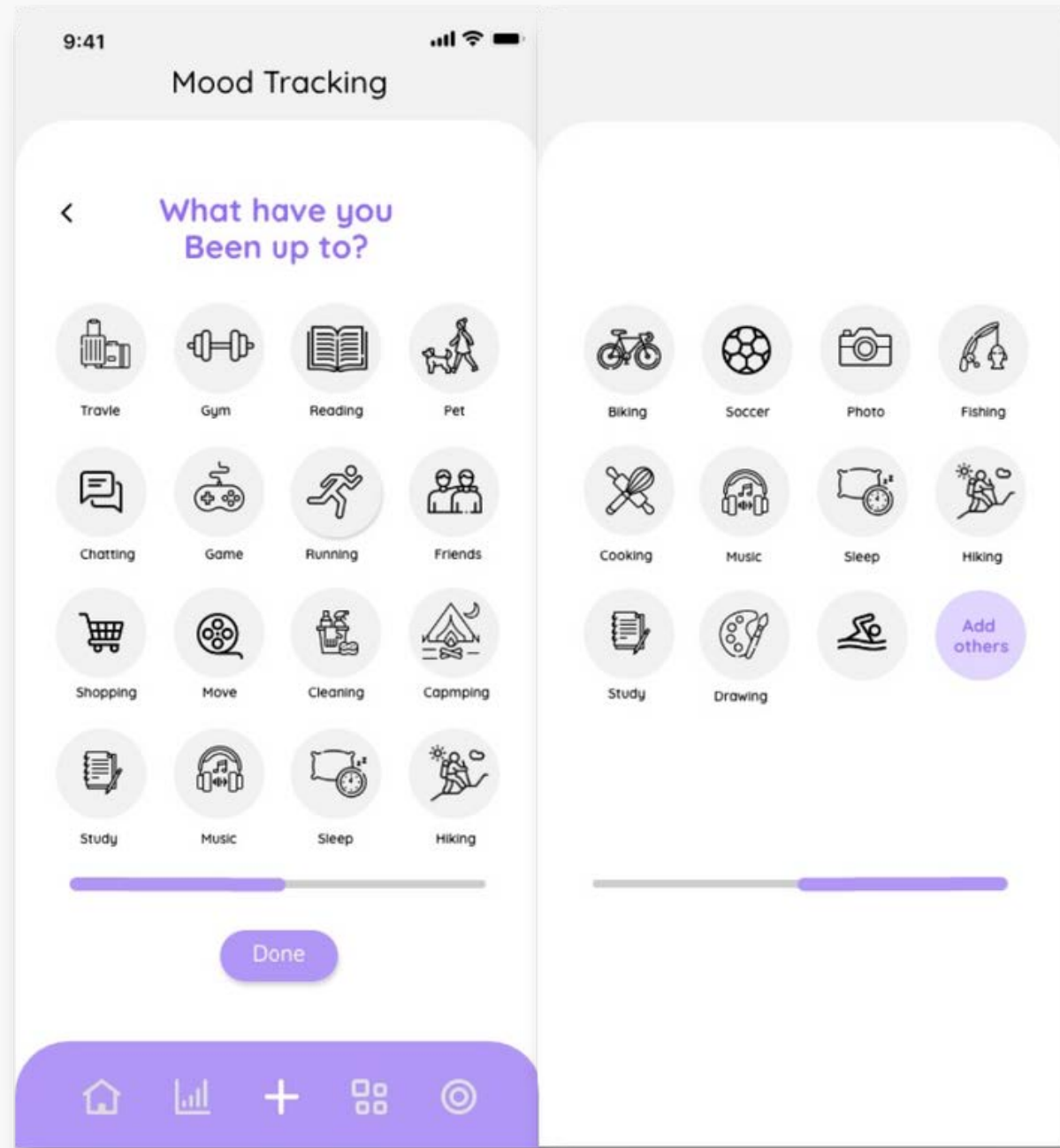
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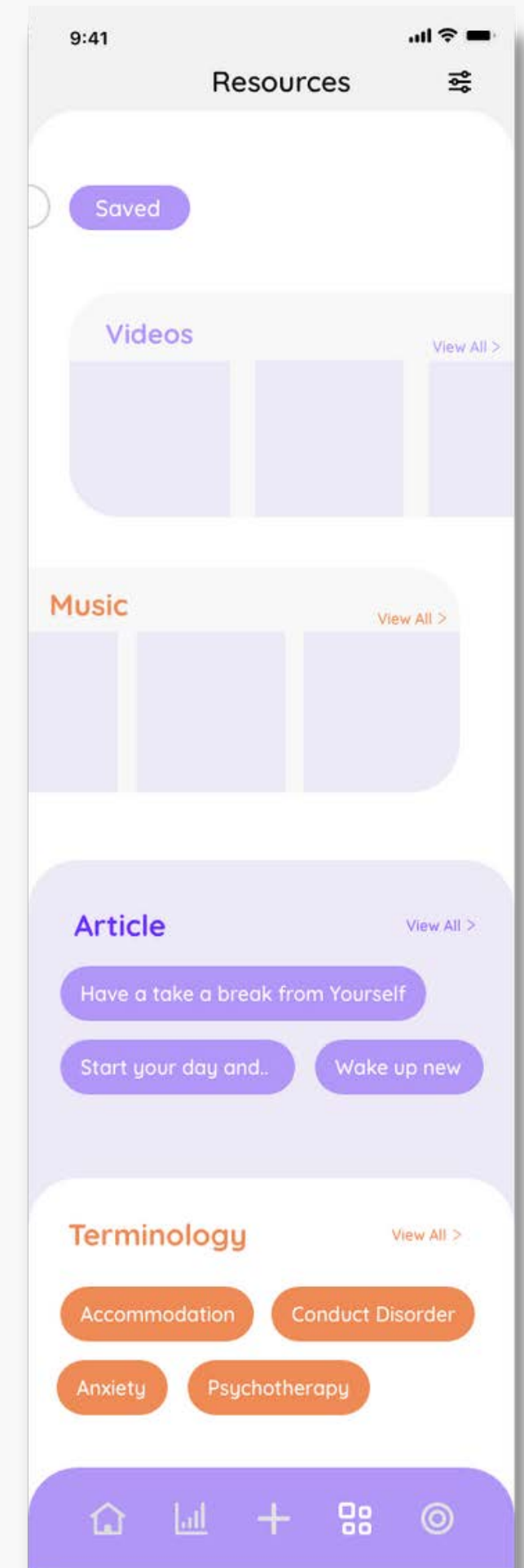
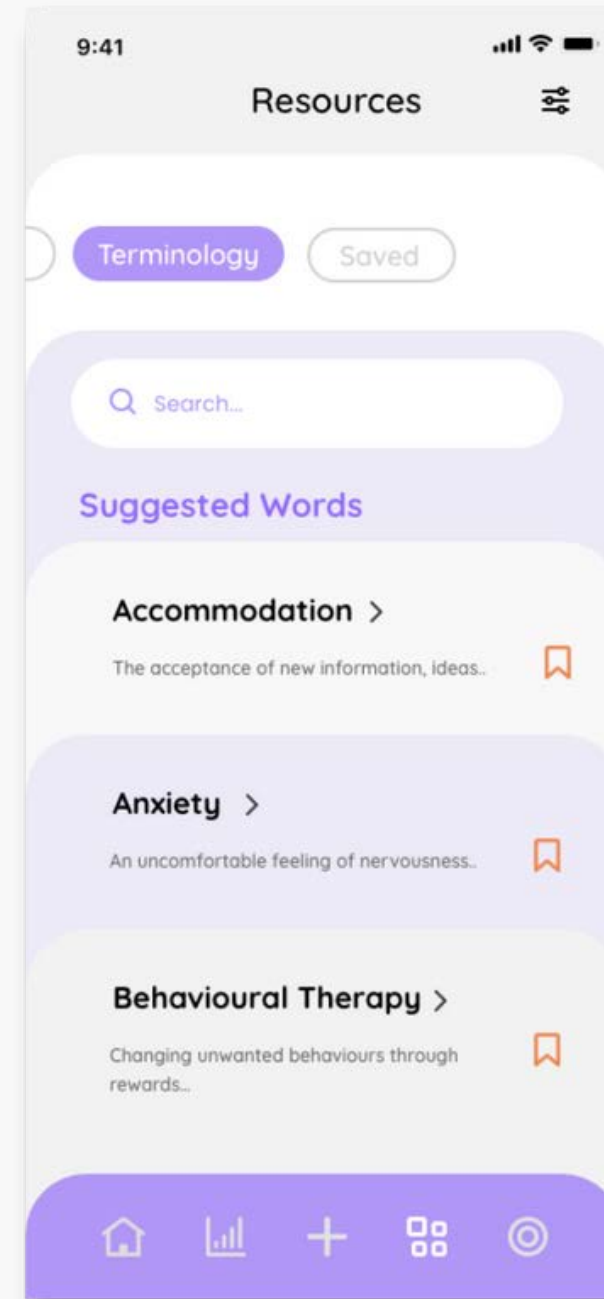
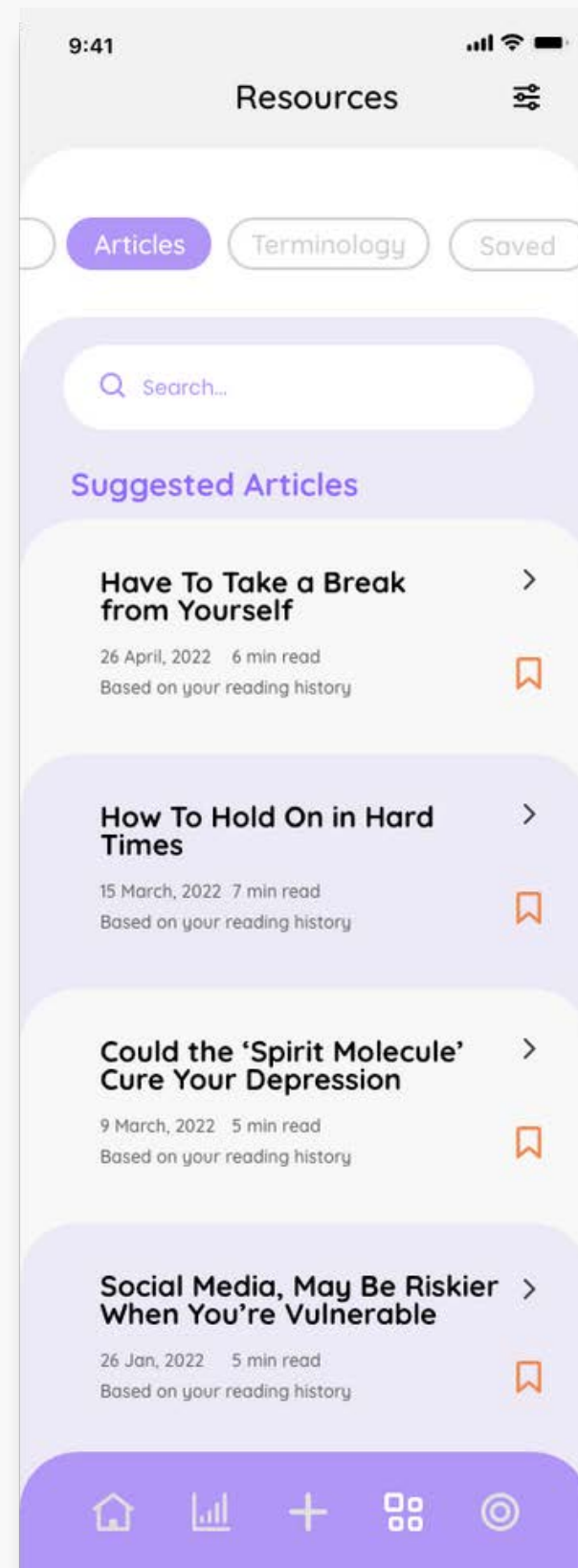
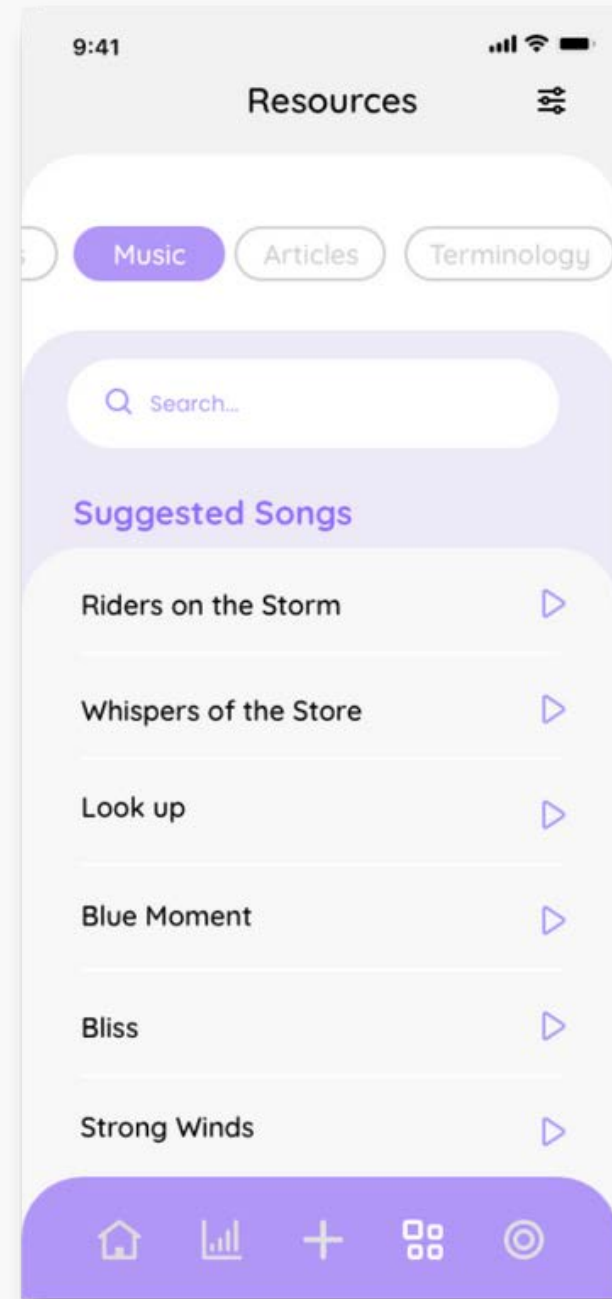
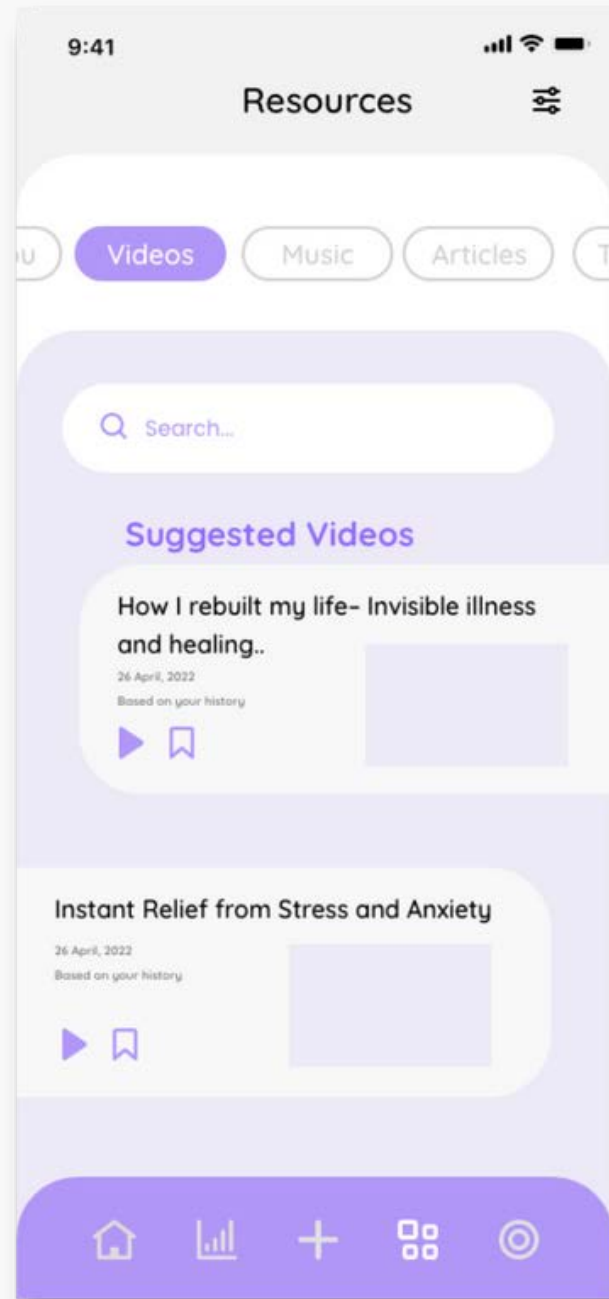
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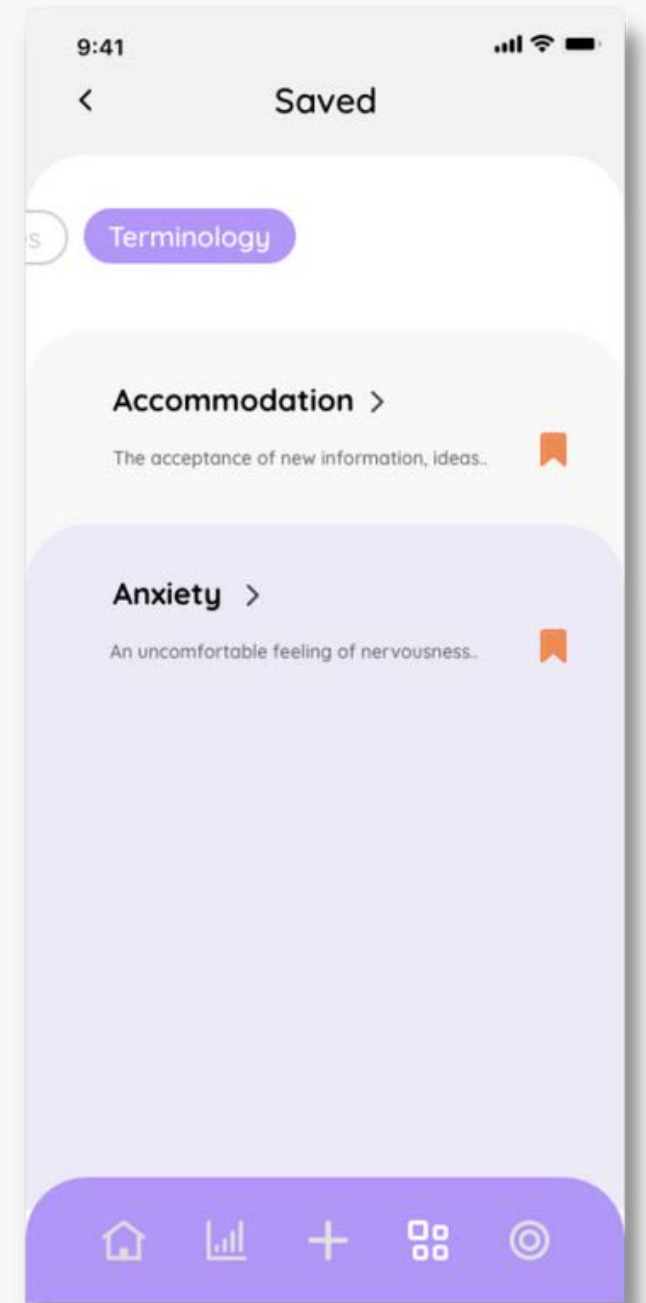
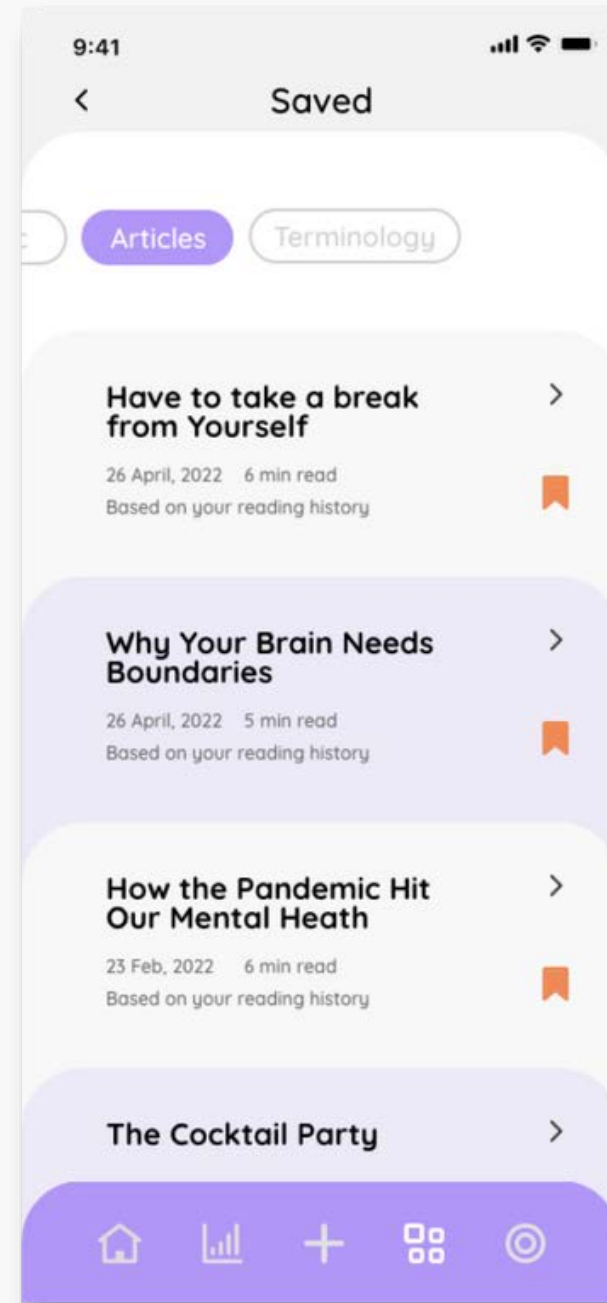
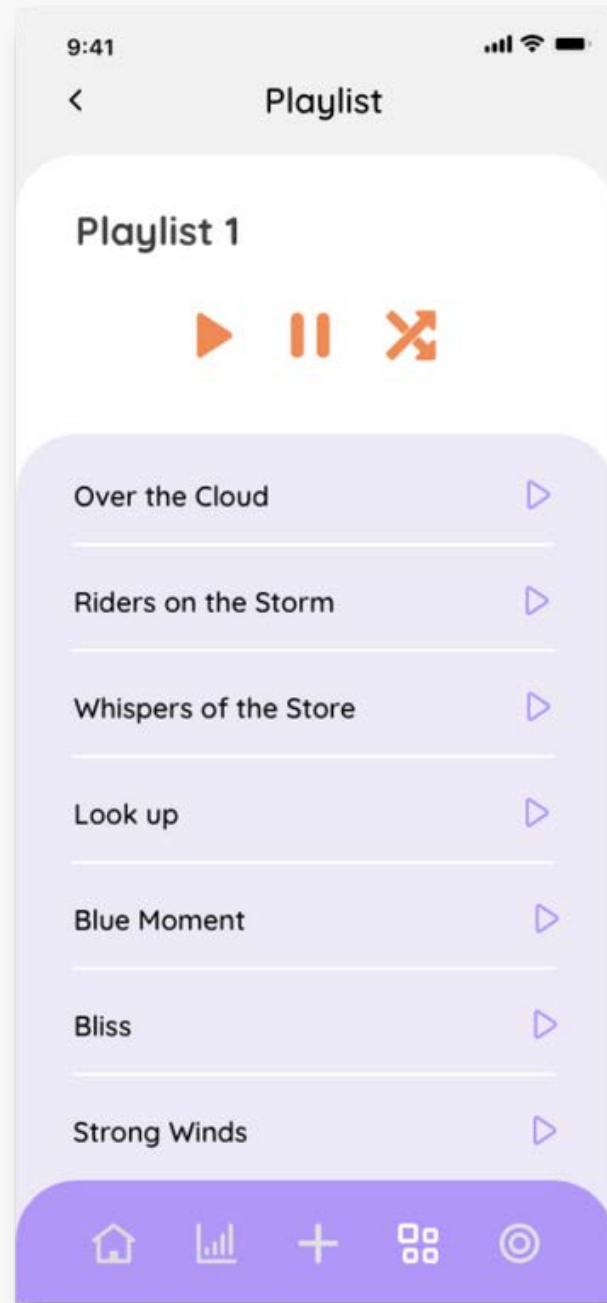
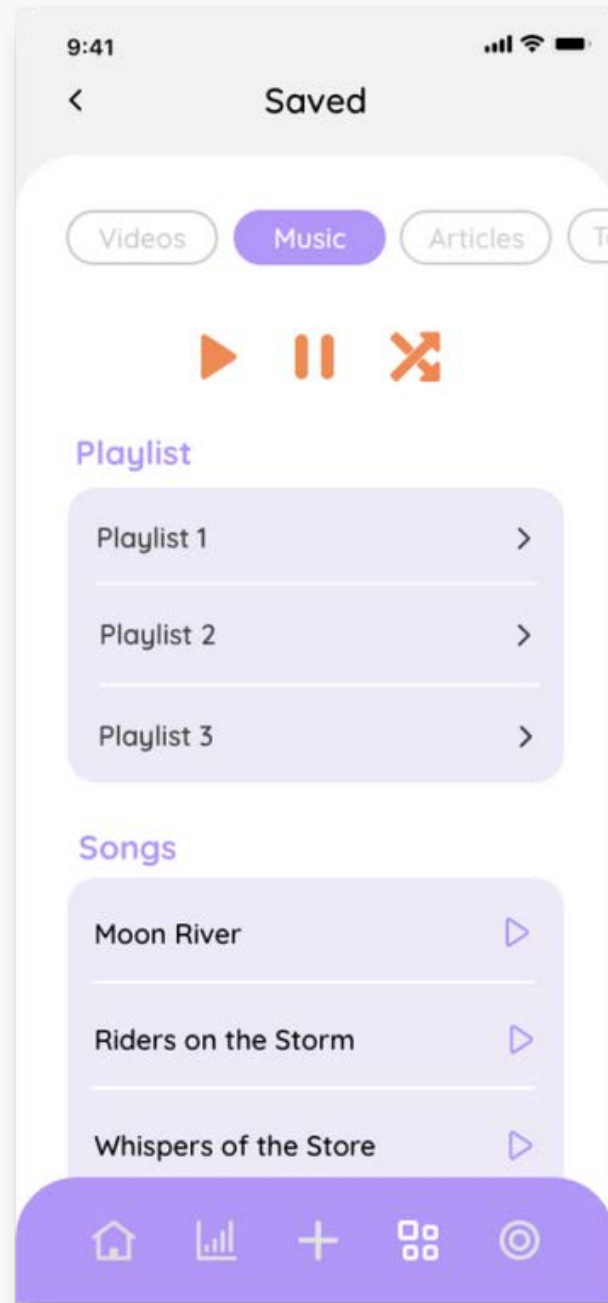
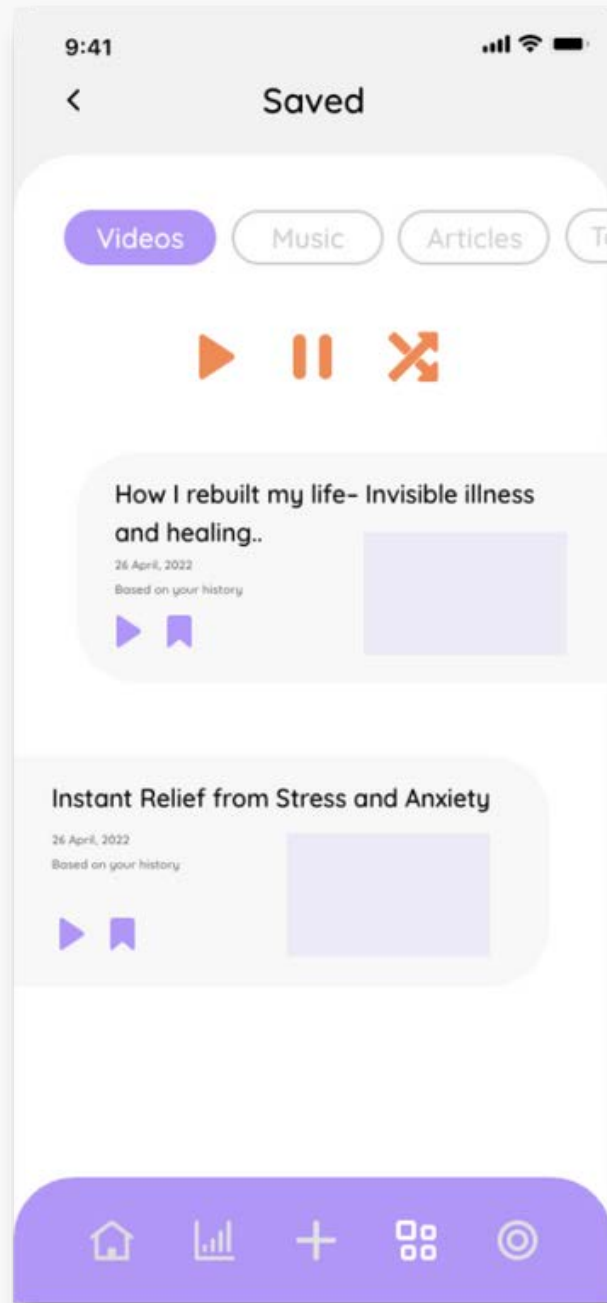


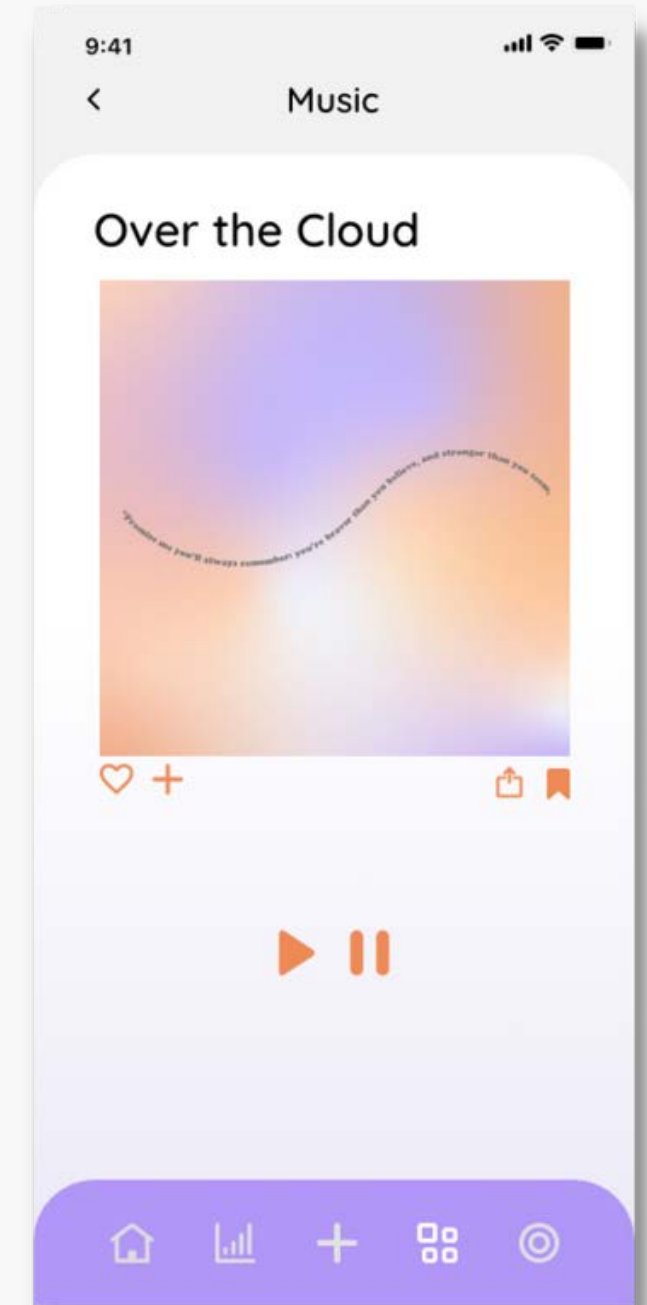
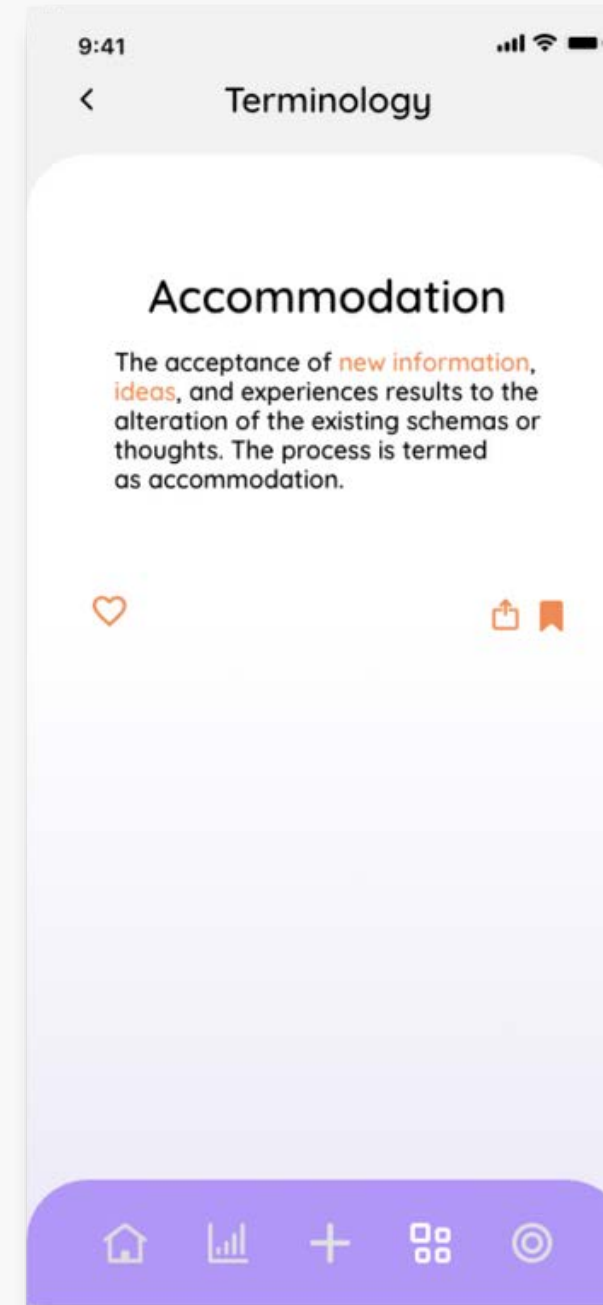
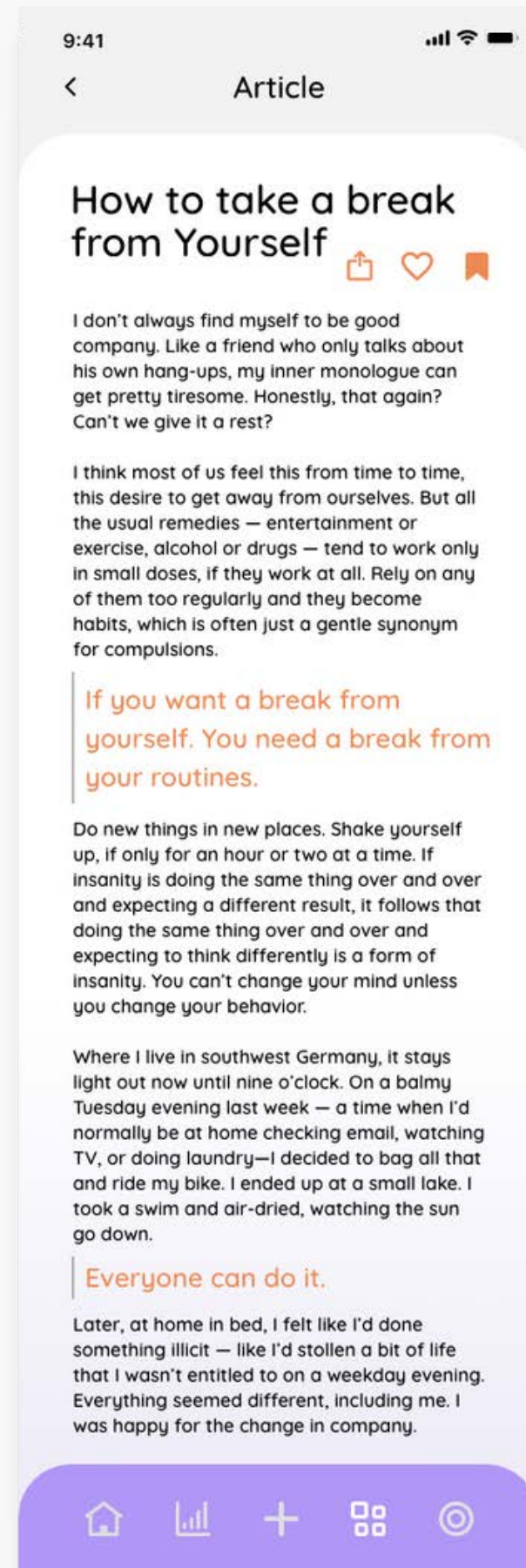
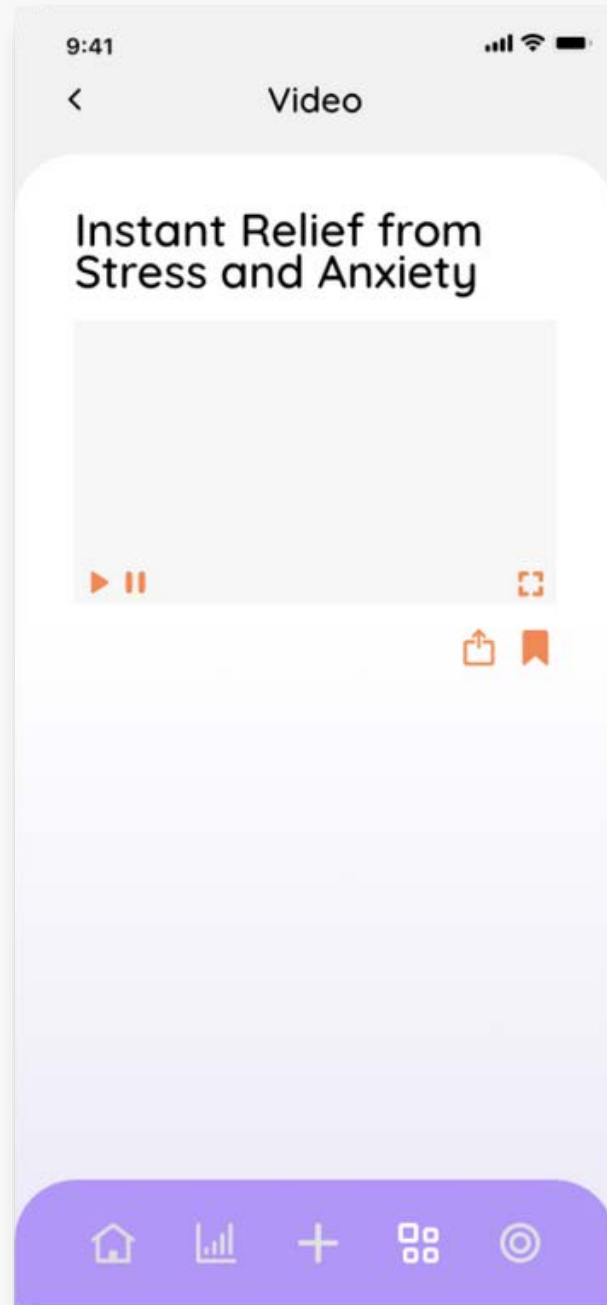
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9:41

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Posts

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annapeterson #self #mood

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johnn Lorem ipsum dolor sit amet

sarah Lorem ipsum dolor sit amet

May 6, 2022

 **annapeterson**

Lorem ipsum dolor sit amet, consectetur adipis cing elit, sed do eiusmod tempor incididunt ut.


[View All Comments](#)

sarah Lorem ipsum dolor sit amet

May 1, 2022


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9:41


Messages 


[New Group](#)


[Private](#) [Groups](#)


 **annaclark**
Lorem ipsum dolor sit am... 1h

 **johnn**
Lorem ipsum dolor sit am... 10h

 **sarahhart**
Lorem ipsum dolor sit am... 1d


 **davidking**
Lorem ipsum dolor sit am... 2d

 **jenpterson**
Seen 5d

 **steven_miller**
Lorem ipsum dolor sit am... 1w


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Messages 


[New Group](#)


[Private](#) [Groups](#)


 **Feeling Good**
johnn: ipsum dolor sit... 3h

 **Therapy Methods**
sarahhart: Lorem ipsum 21h

 **Discover Me**
davidking: Lorem ipsum... 2d

 **Human and Mind**
Sent 7d

 **Motivational Thoughts**
Seen 1w

 **Behave and Be Brave**
Lorem ipsum dolor sit am... 3w

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9:41


New Chat [Chat](#)


To


Search Name


Suggested

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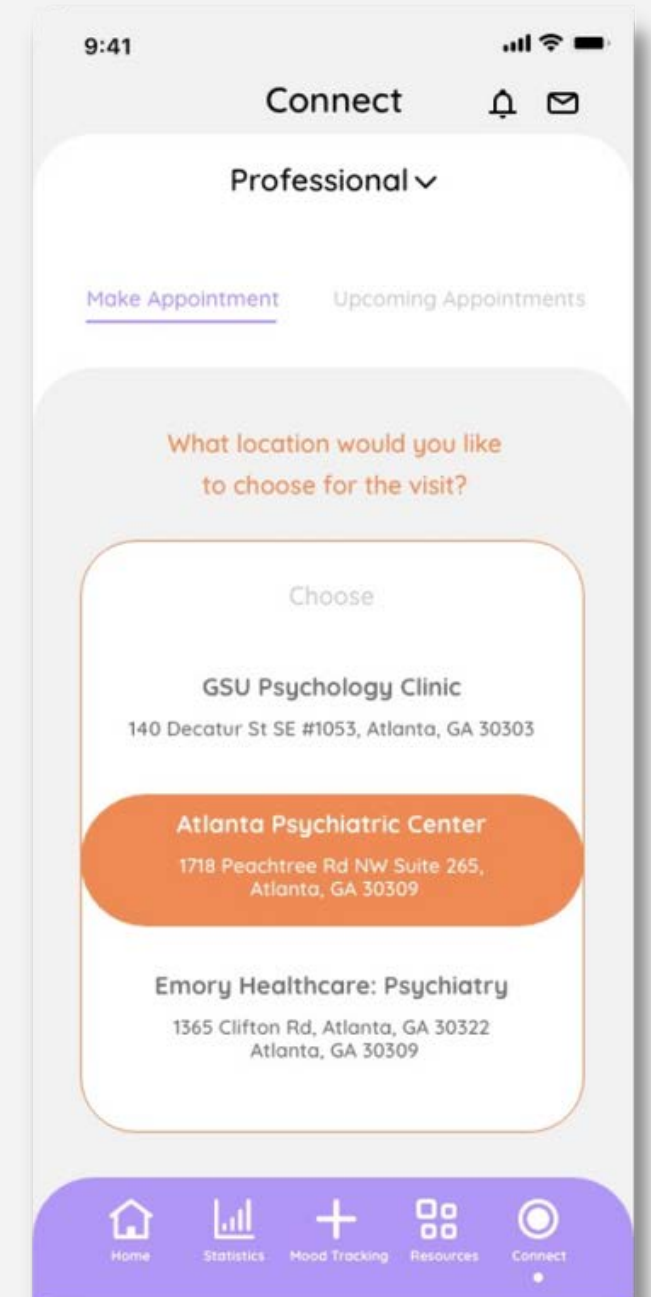
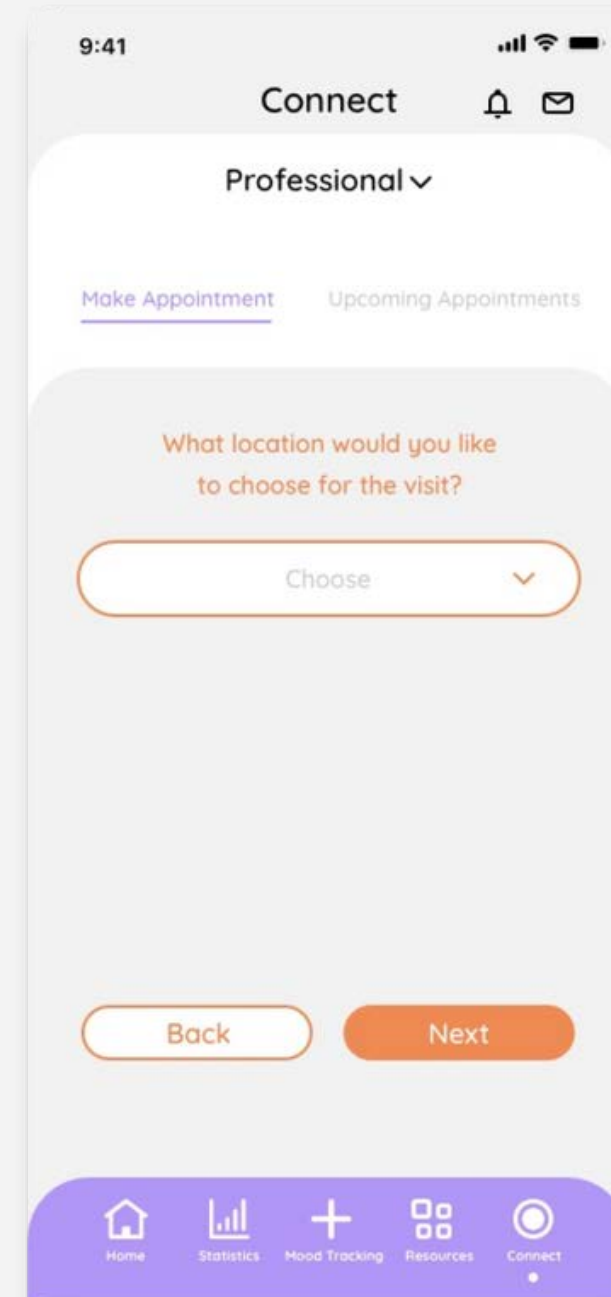
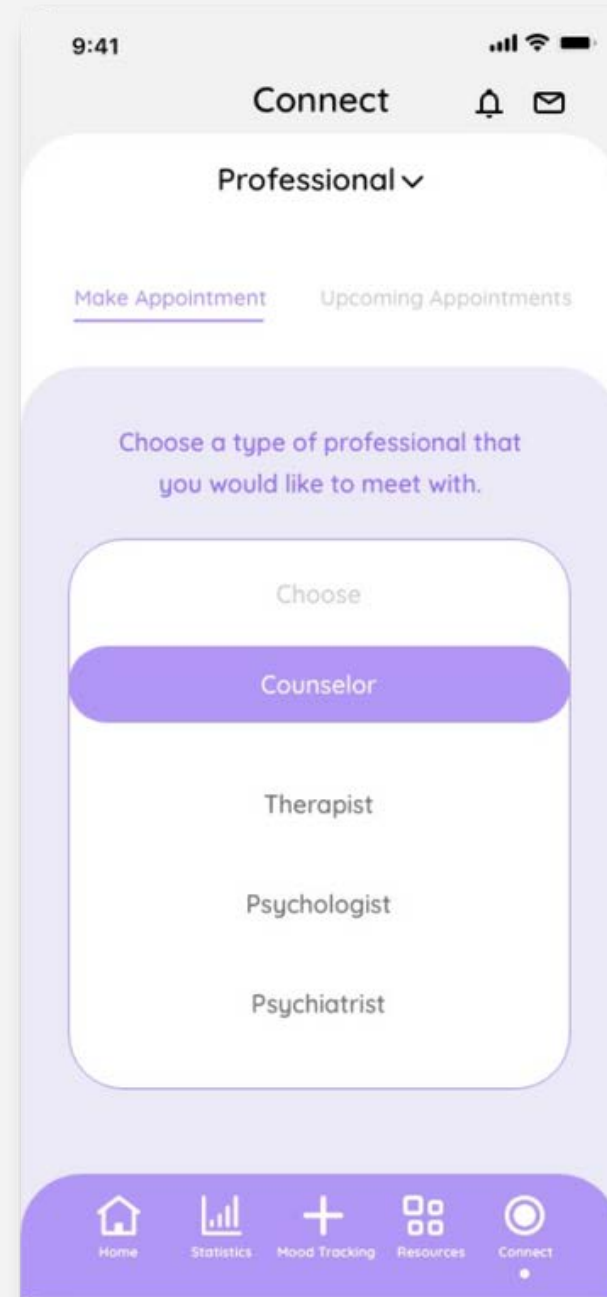
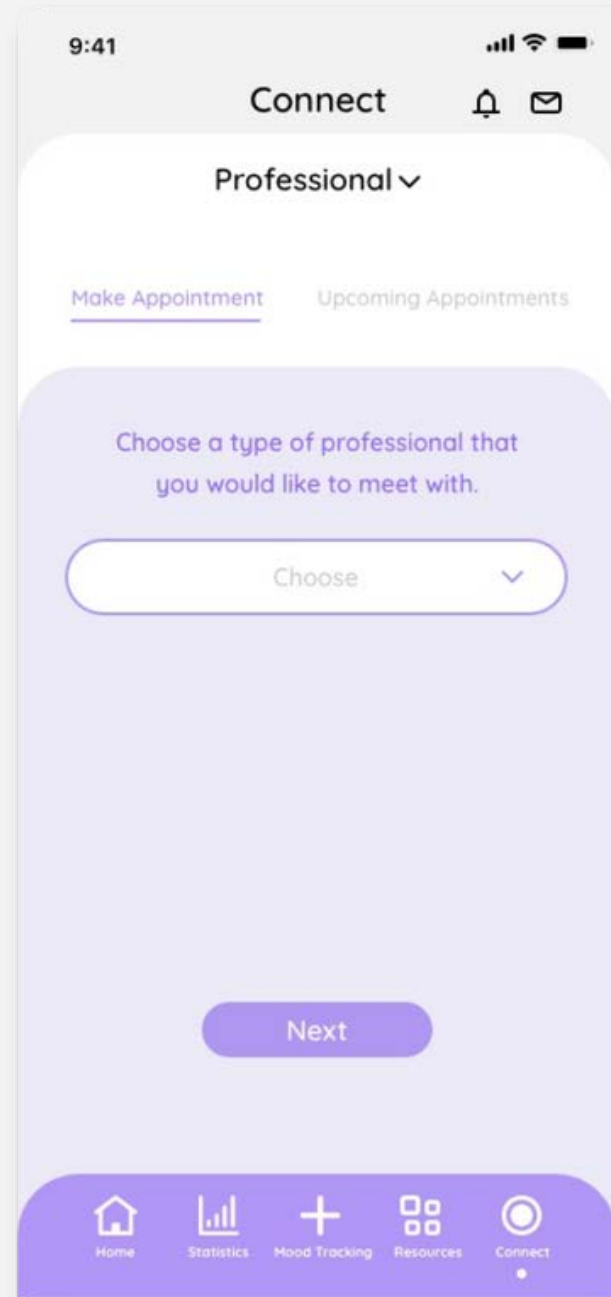
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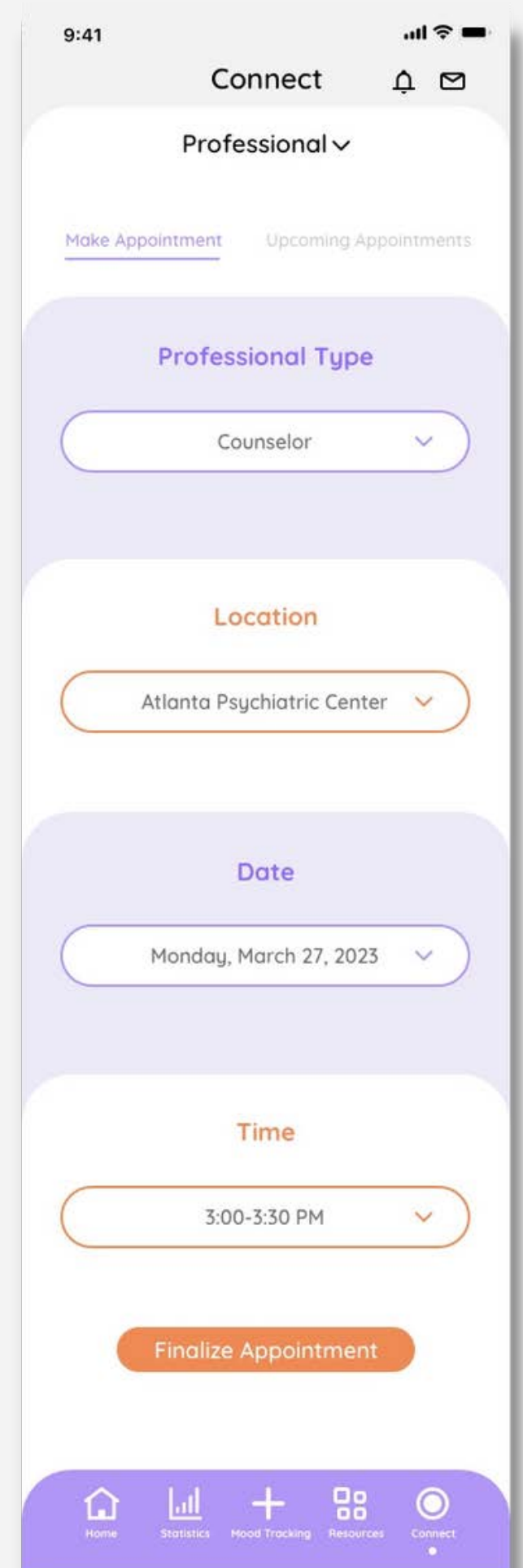
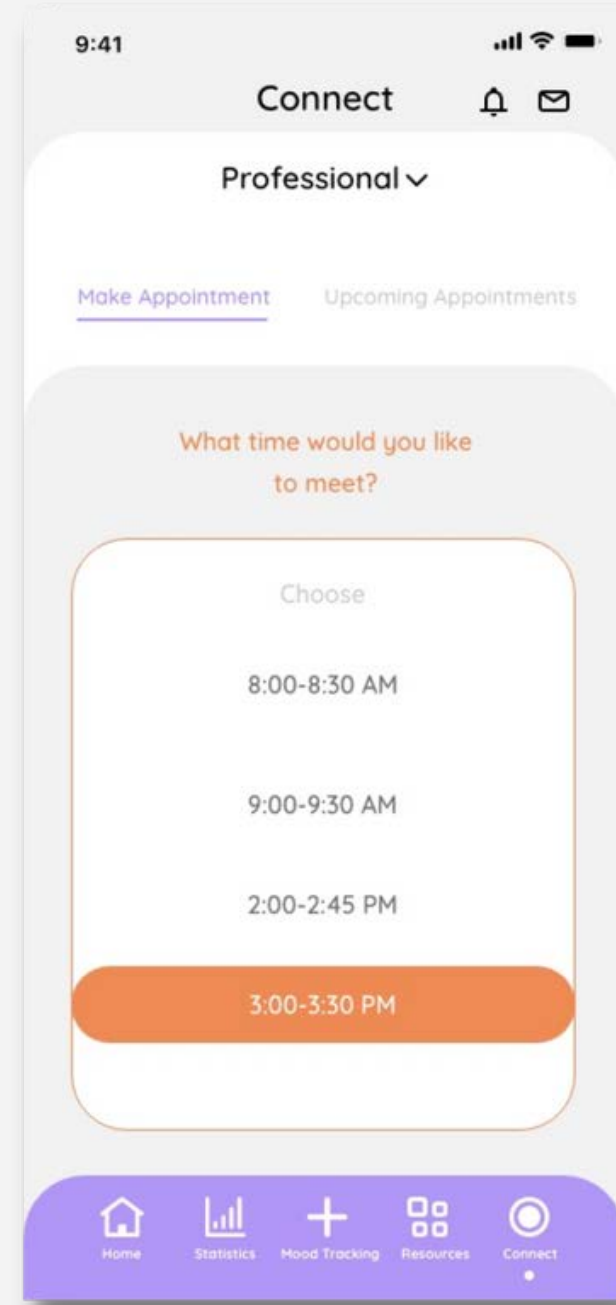
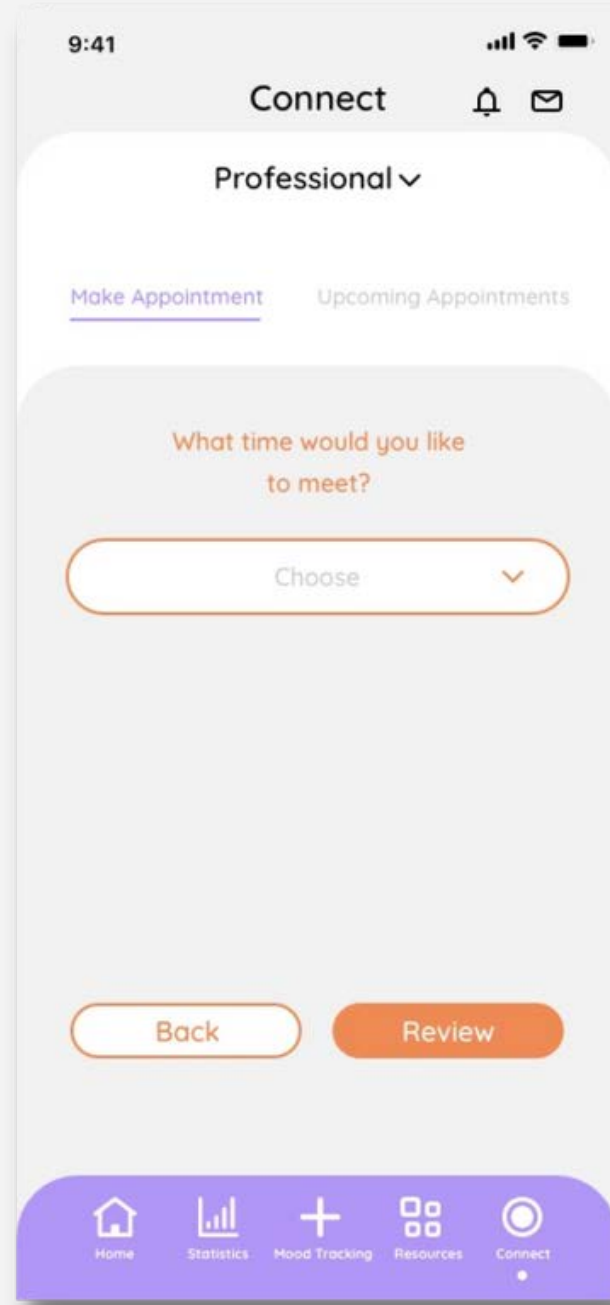
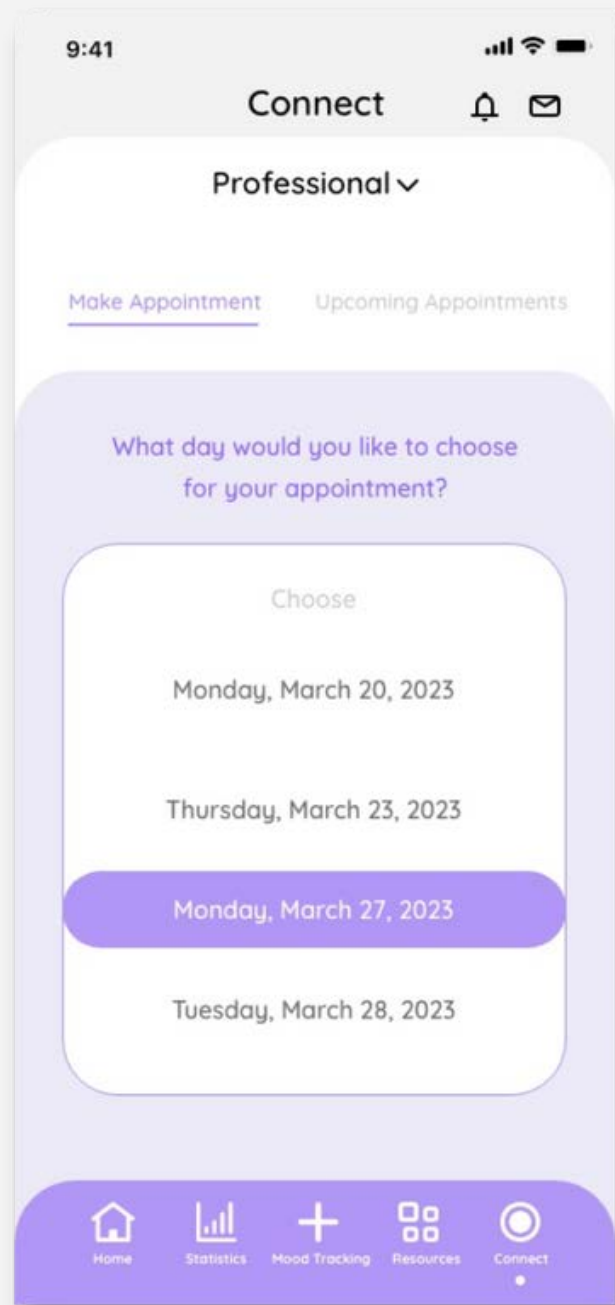
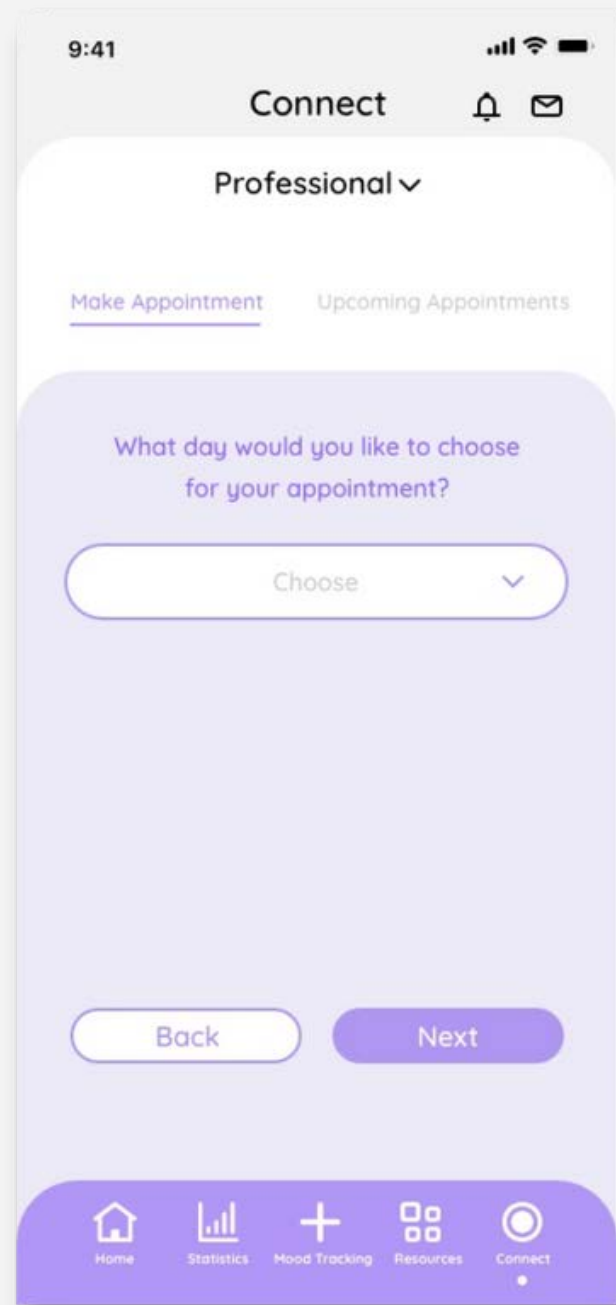
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 **davidking**

 **jenpterson**

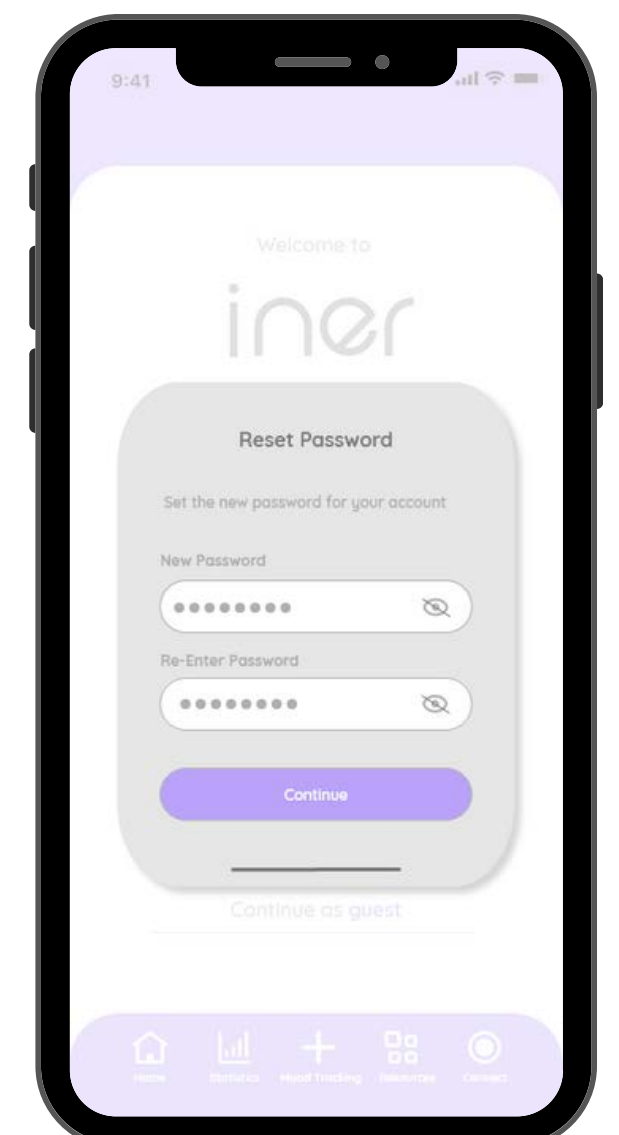
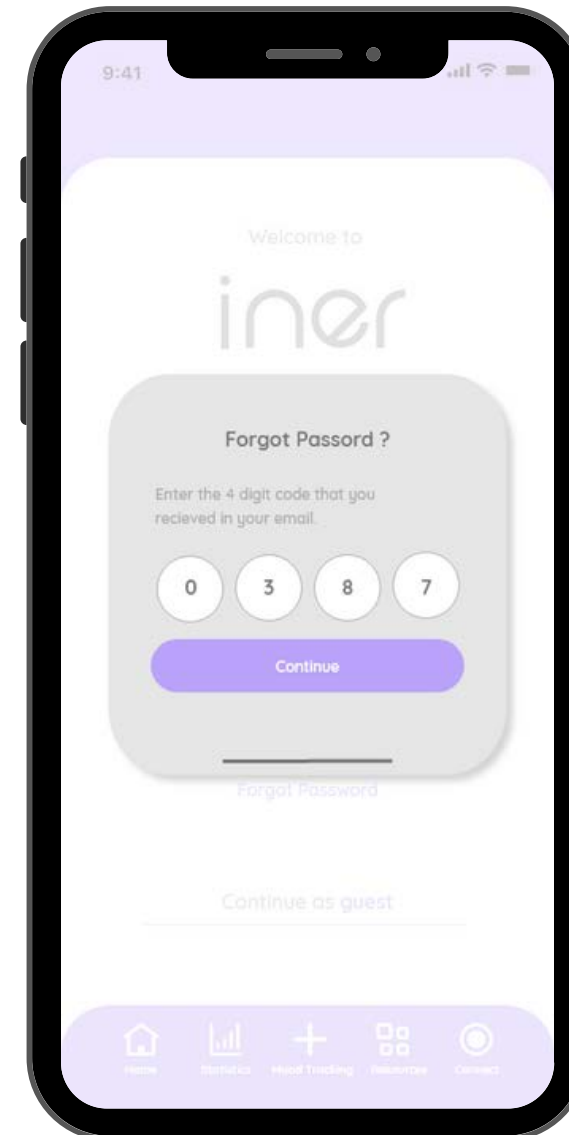
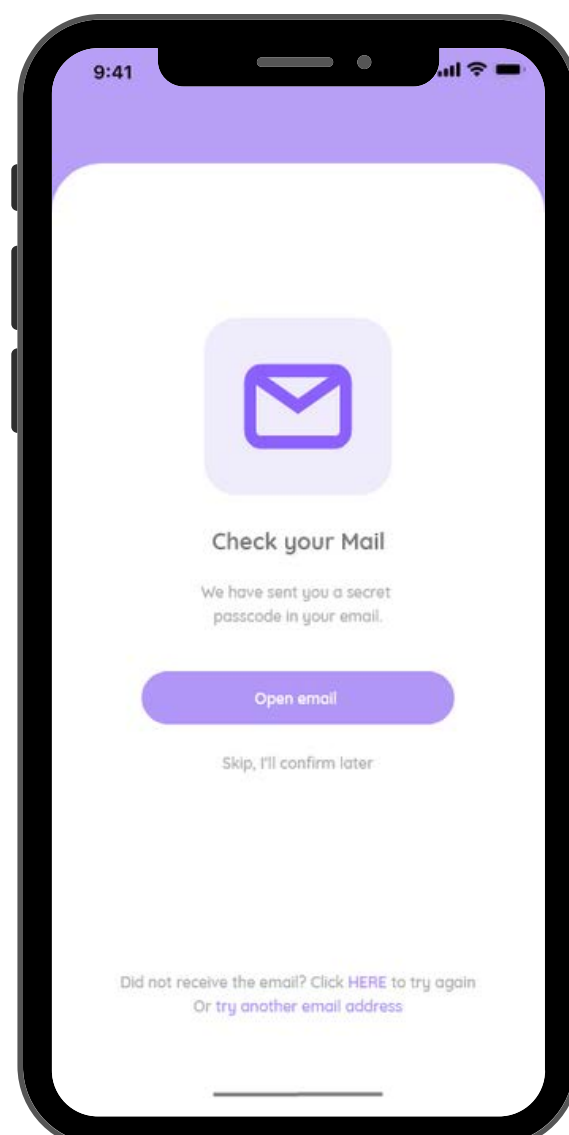
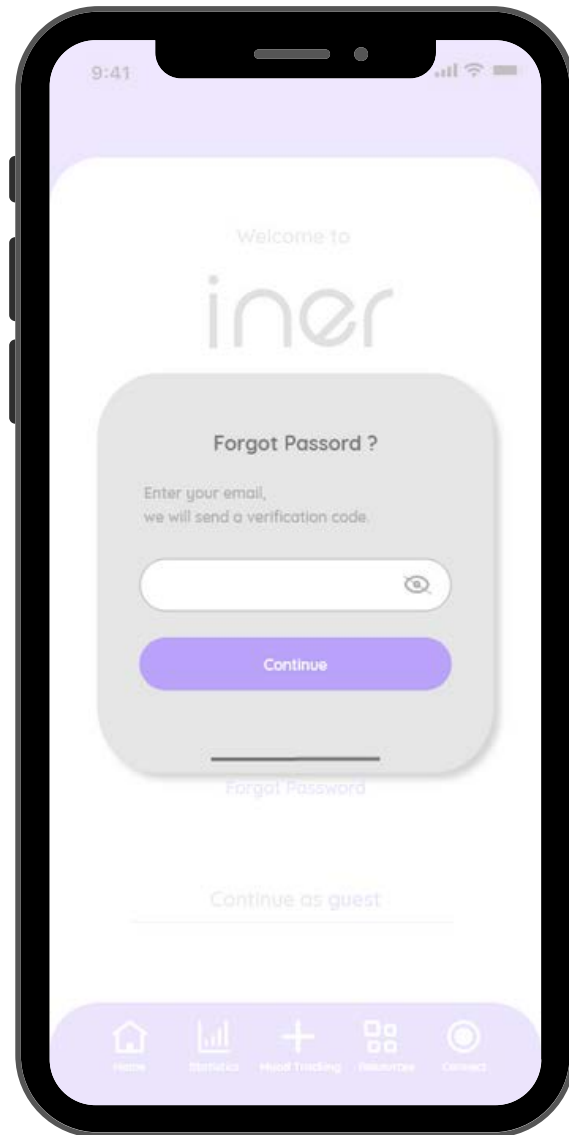
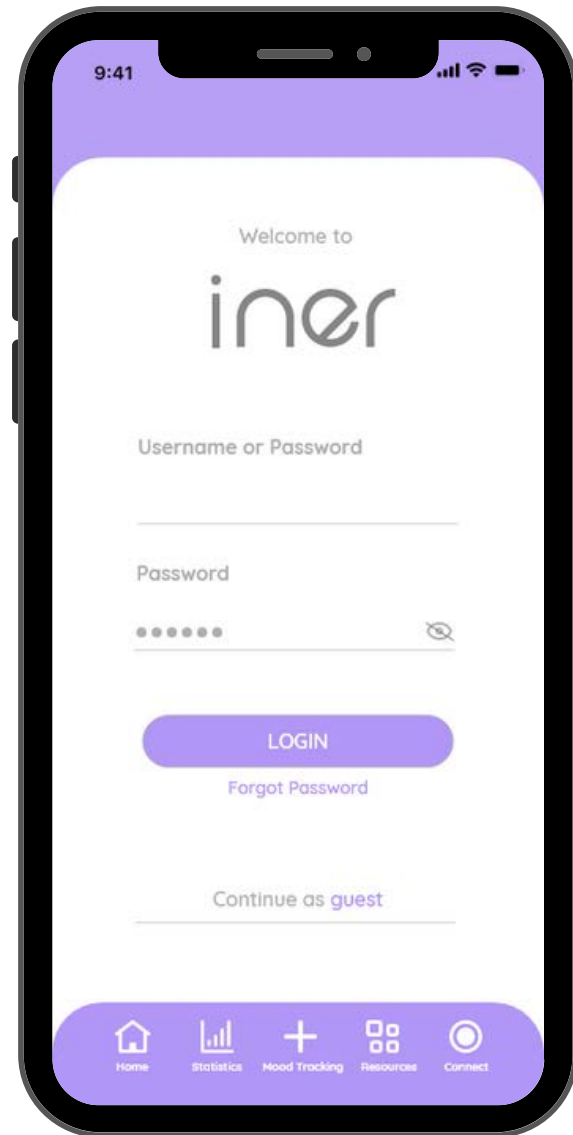
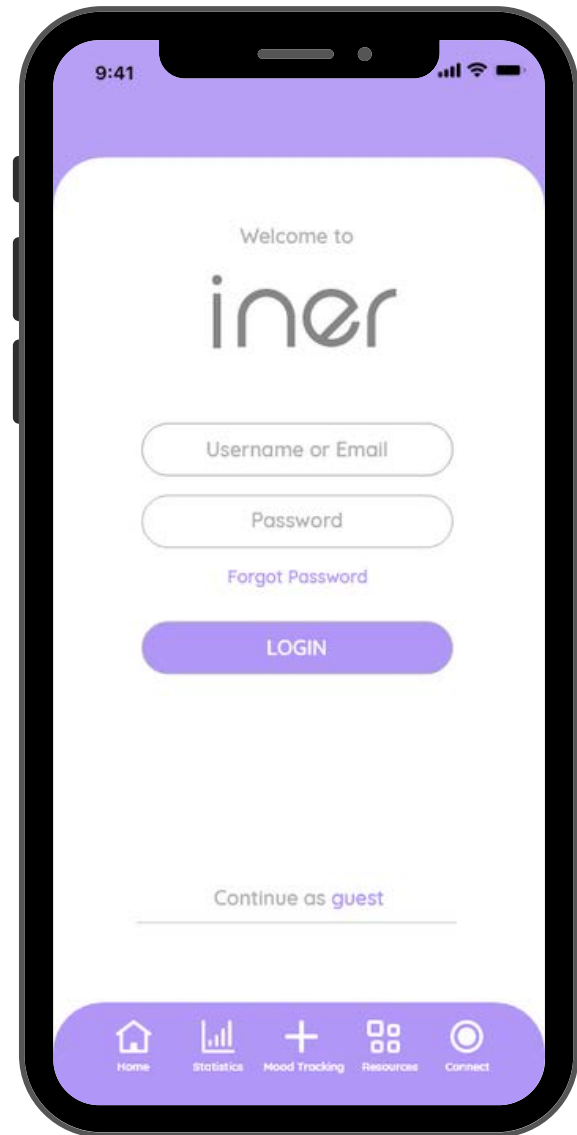
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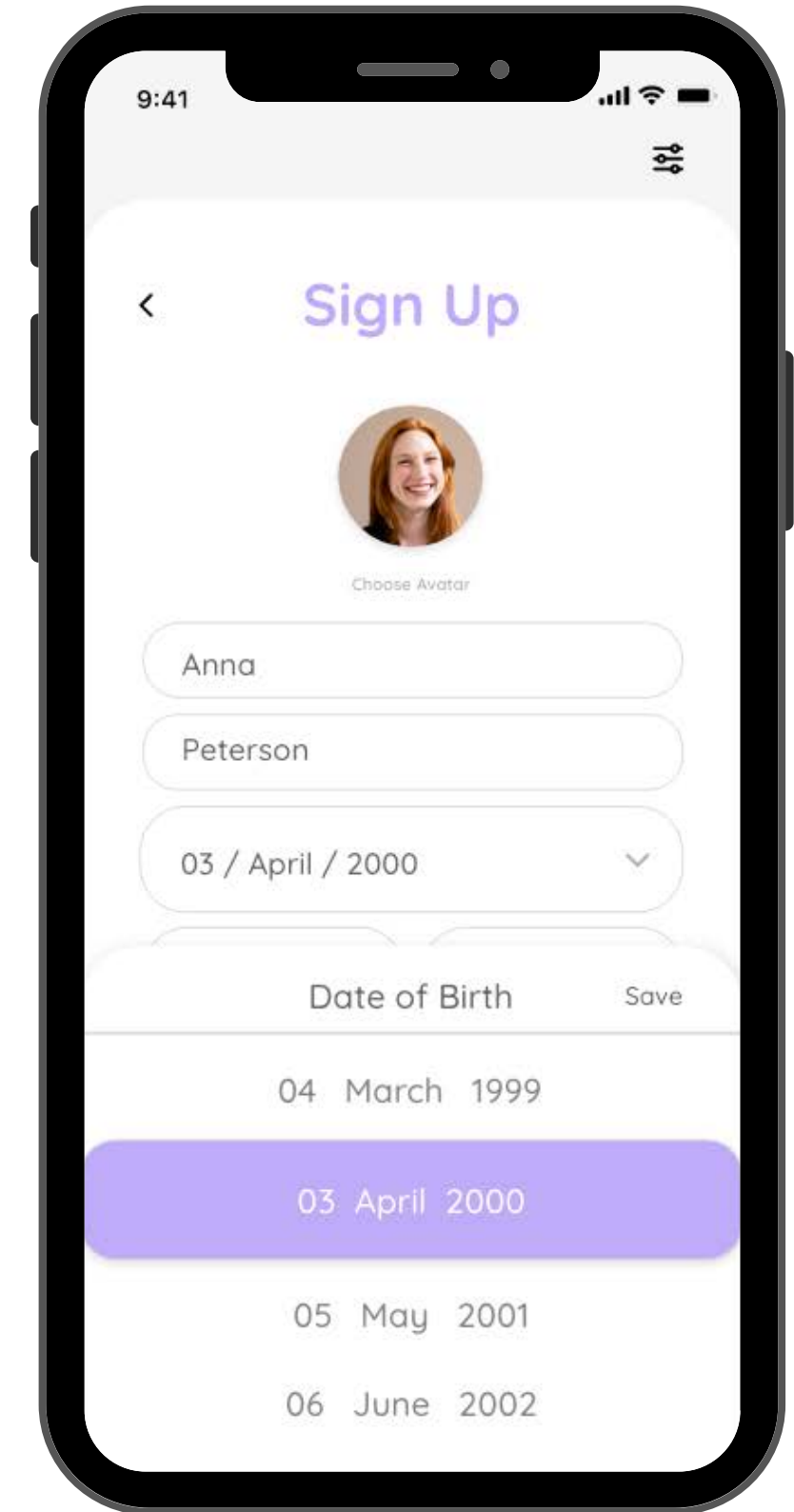
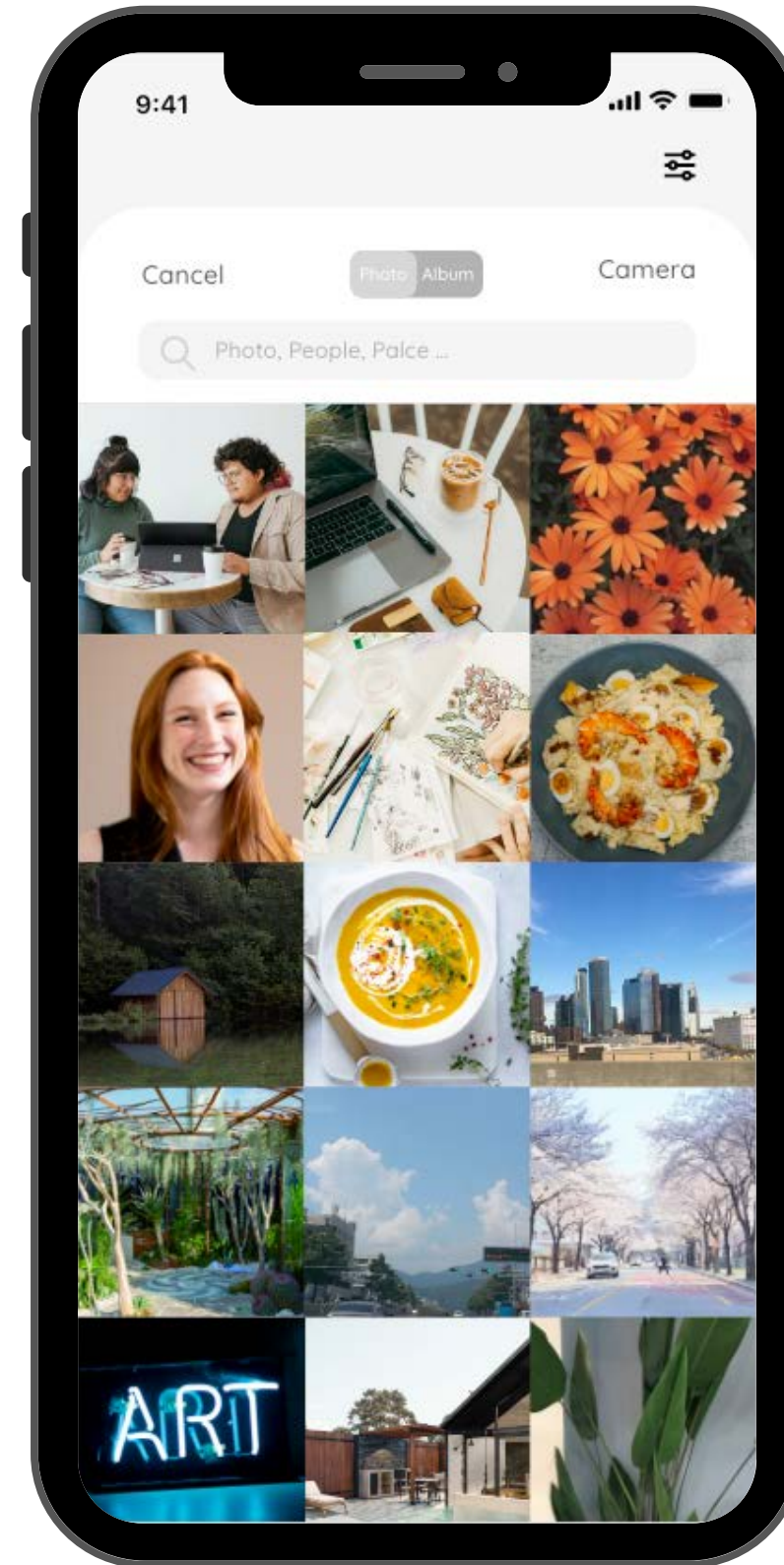
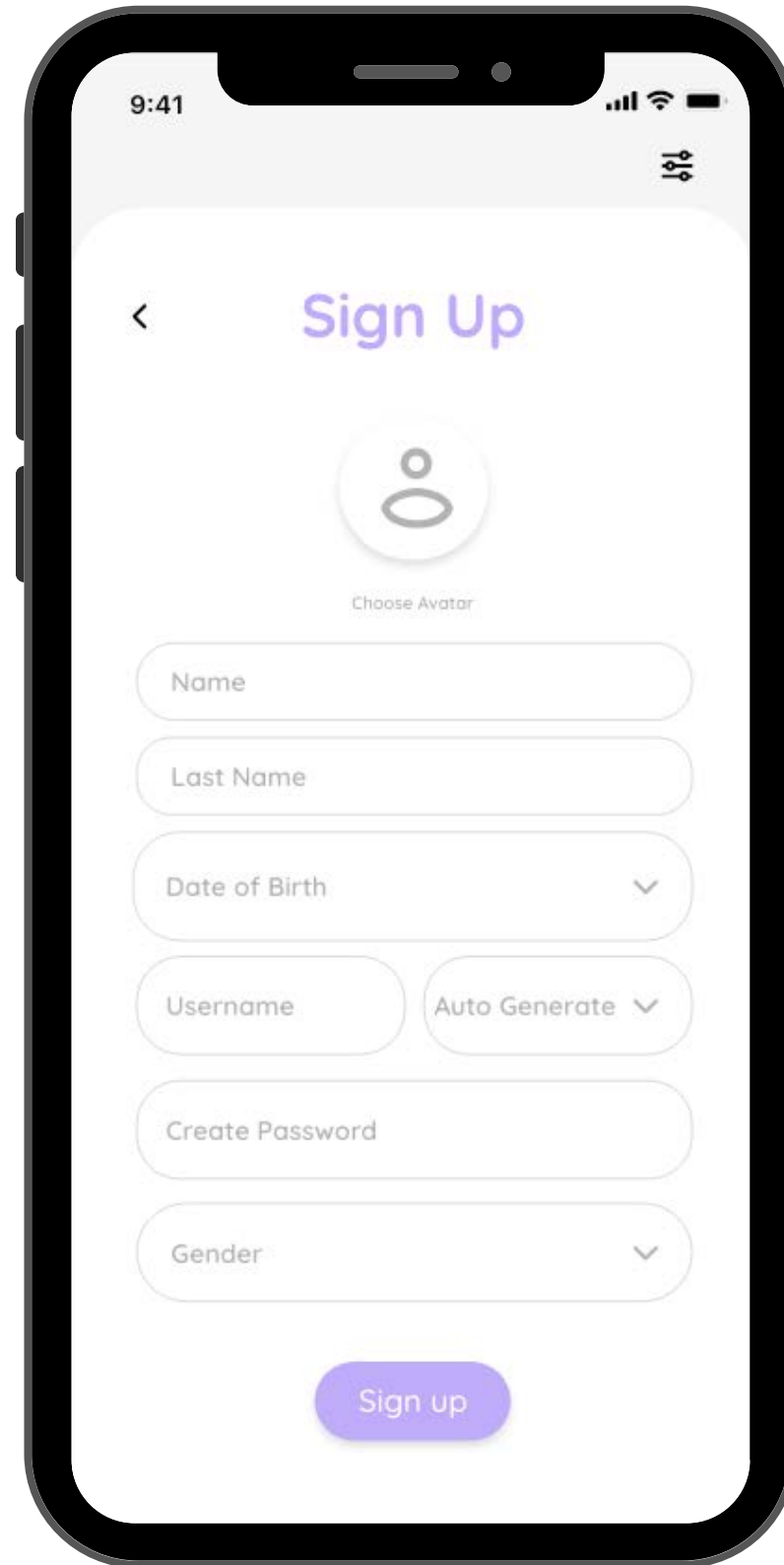
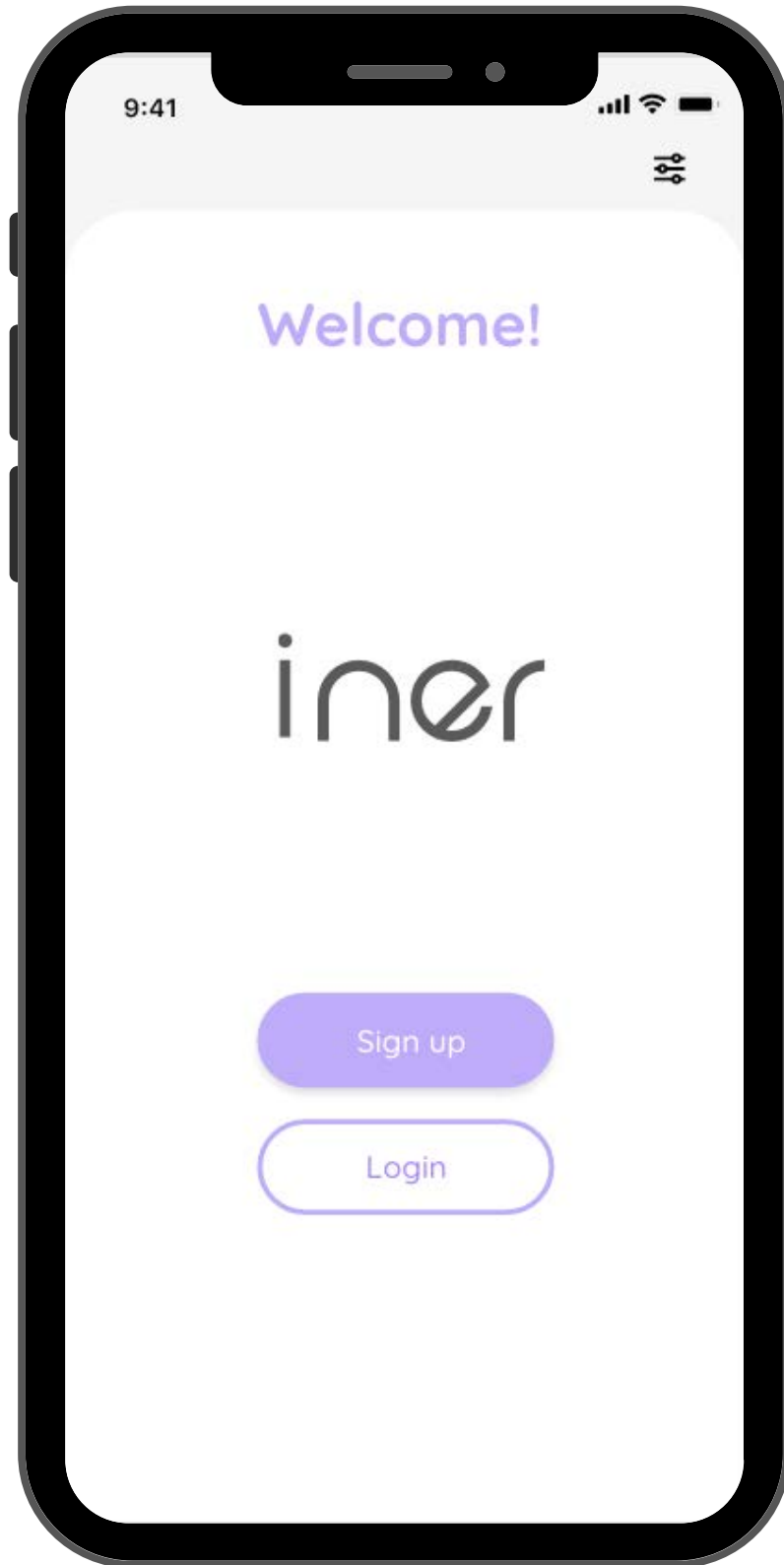


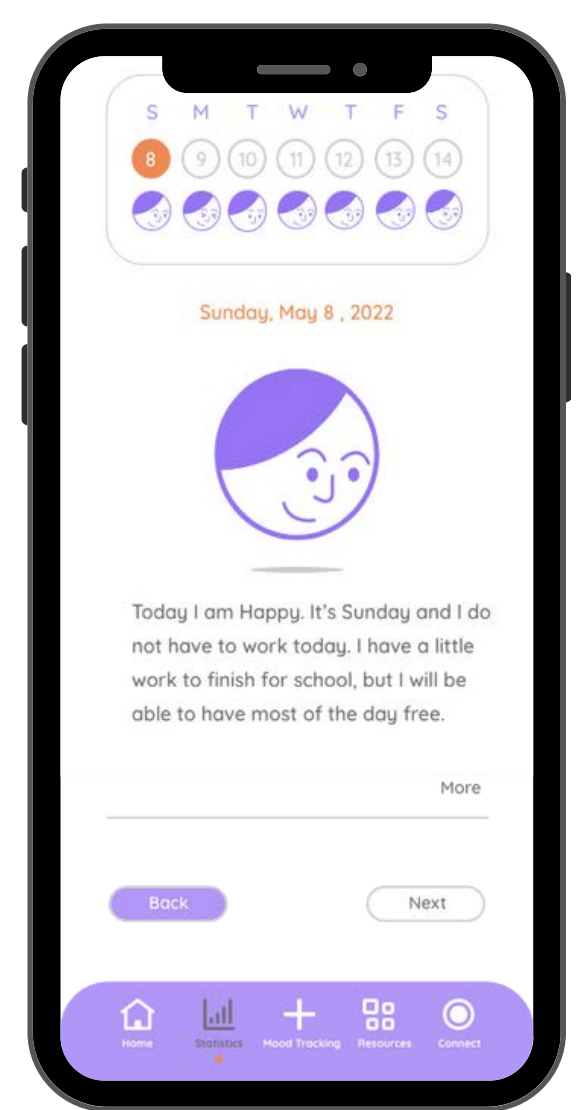
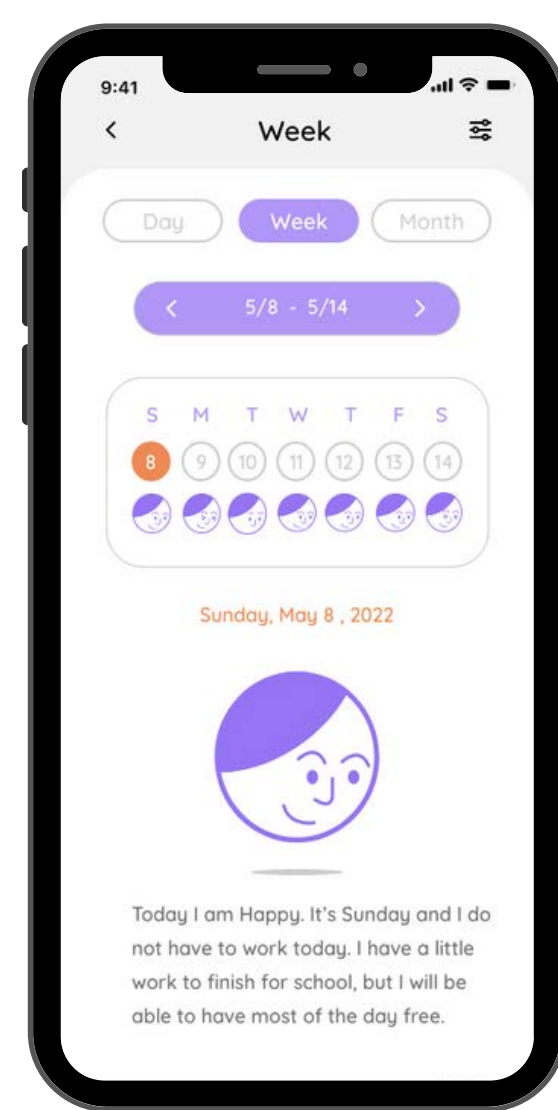
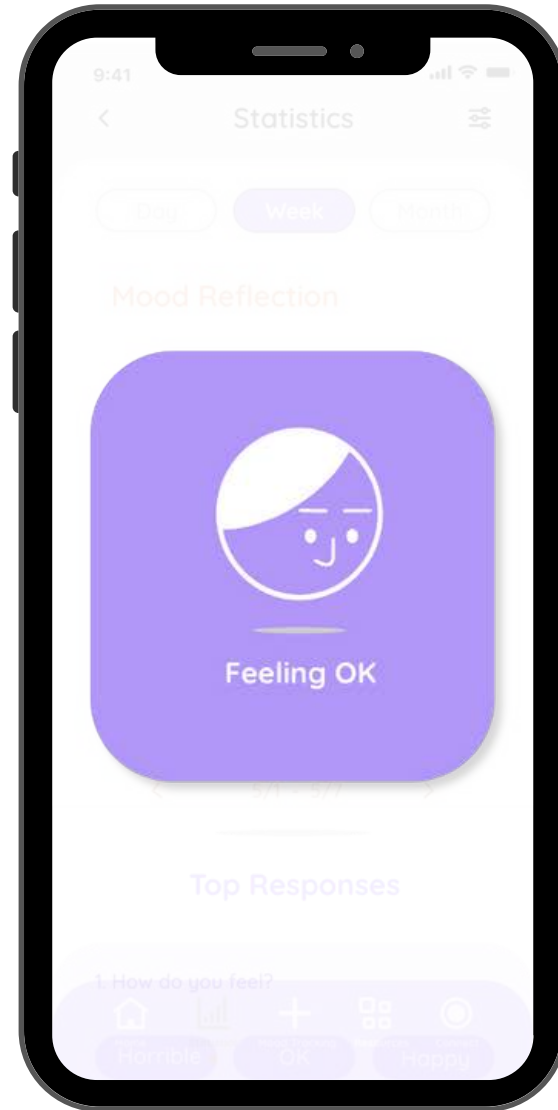
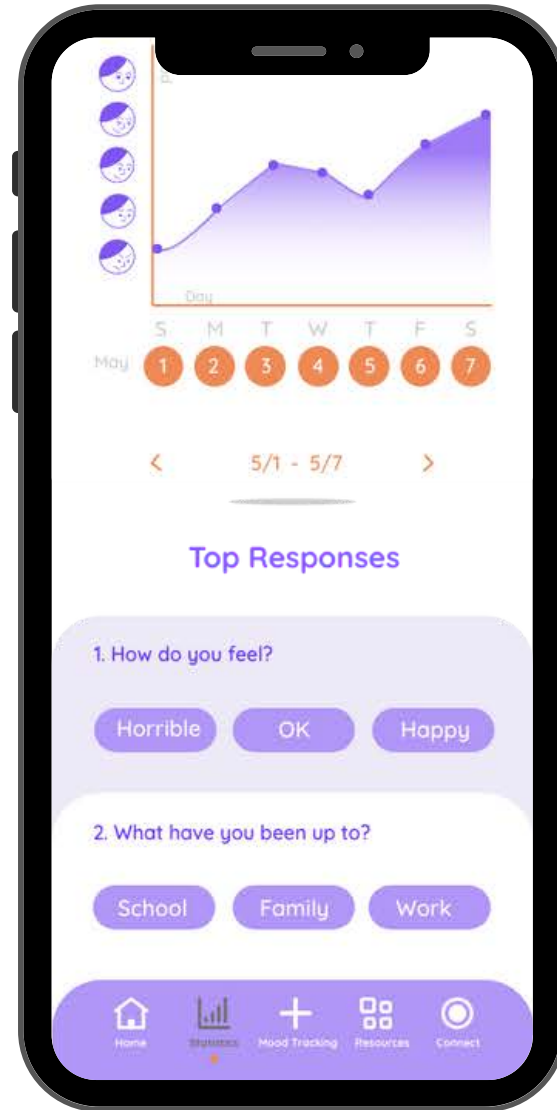


Ver. 3

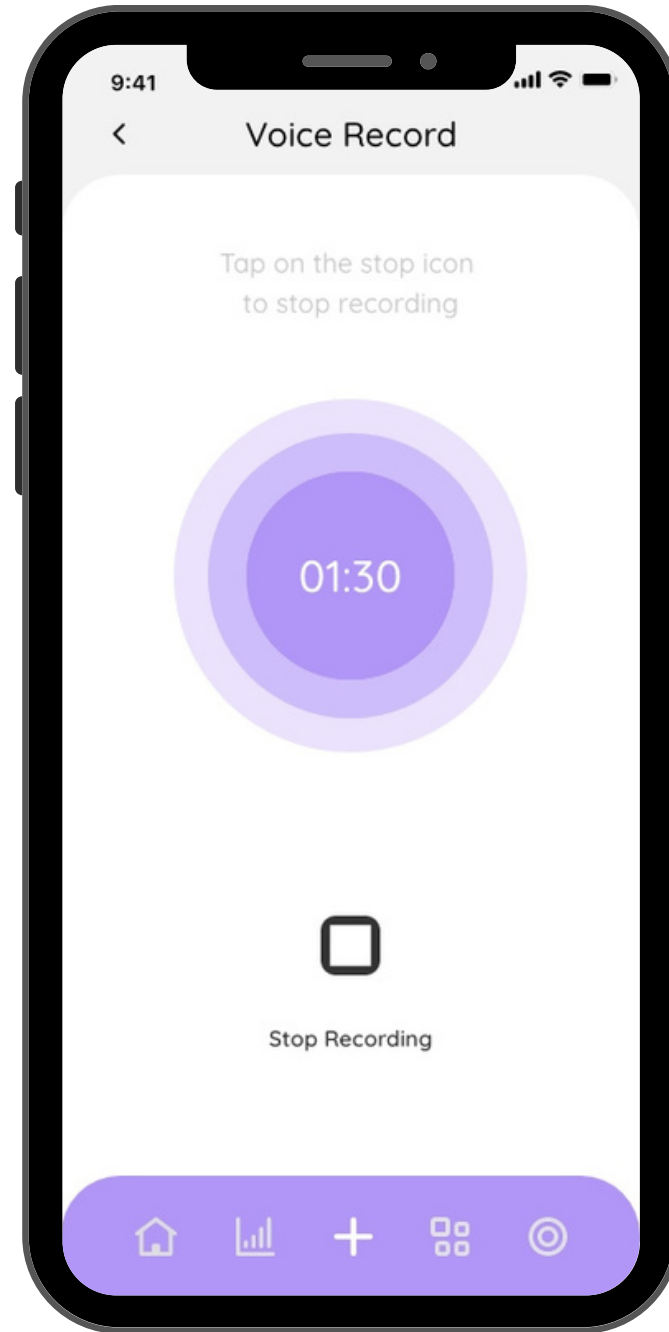
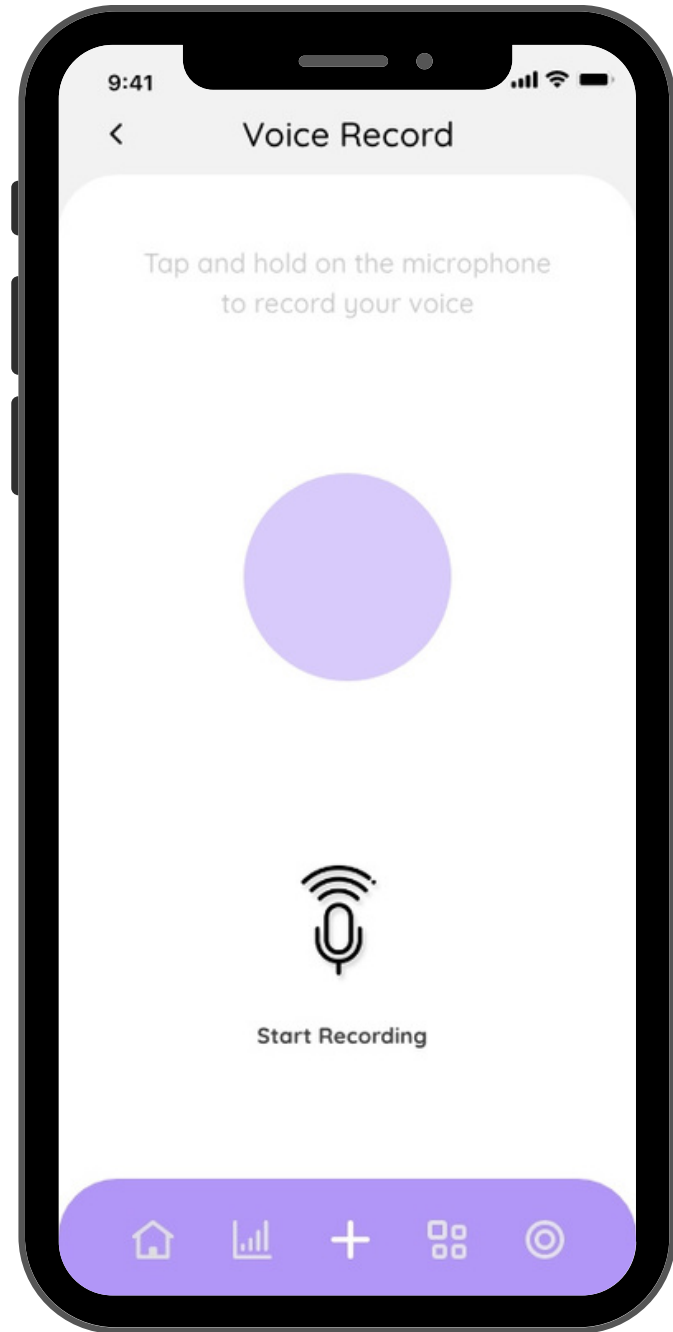
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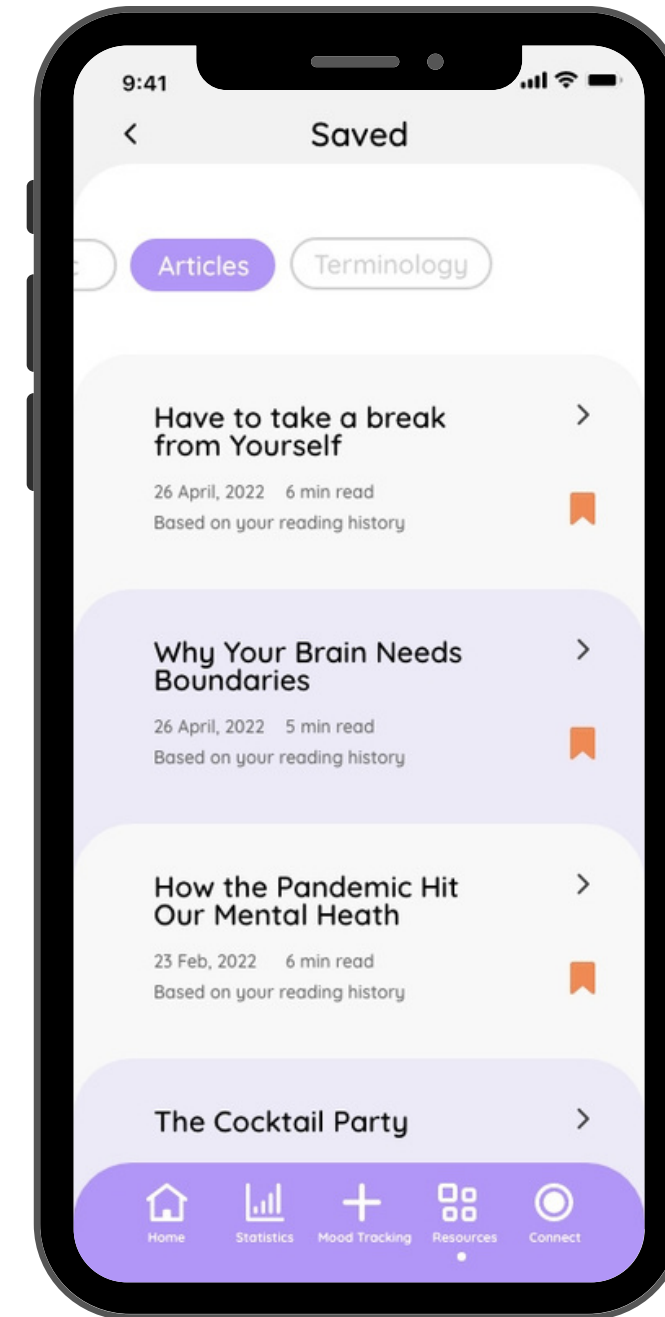
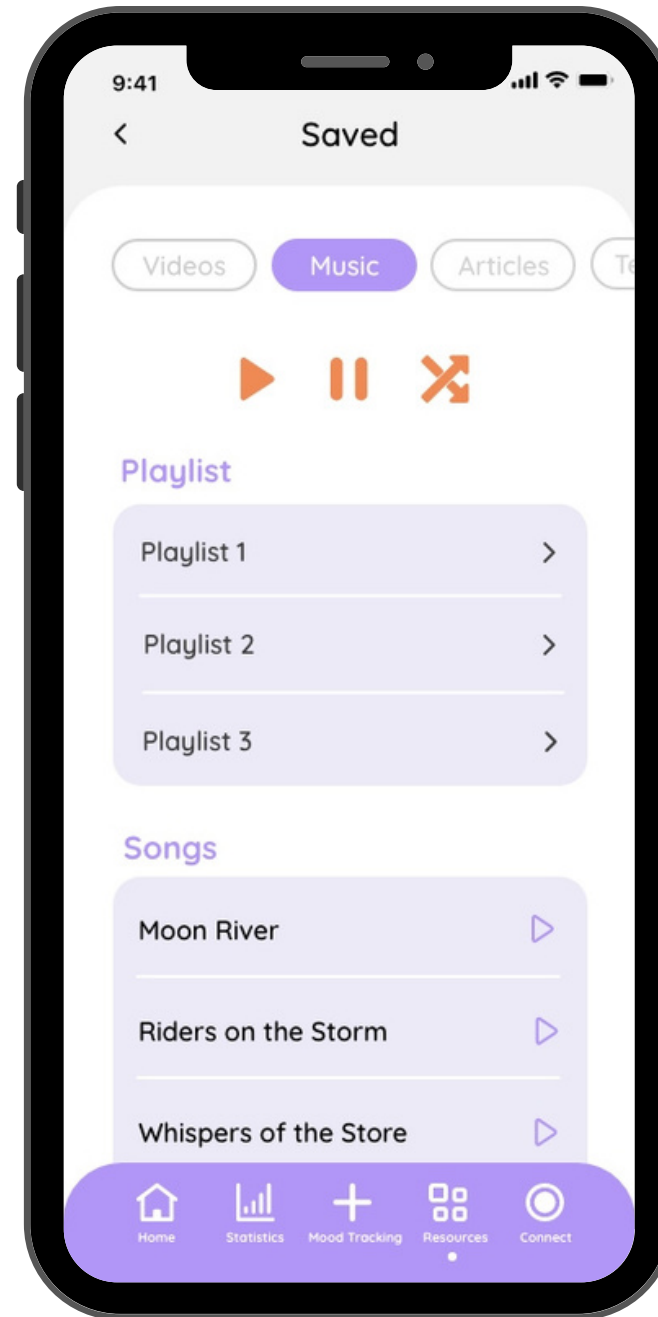
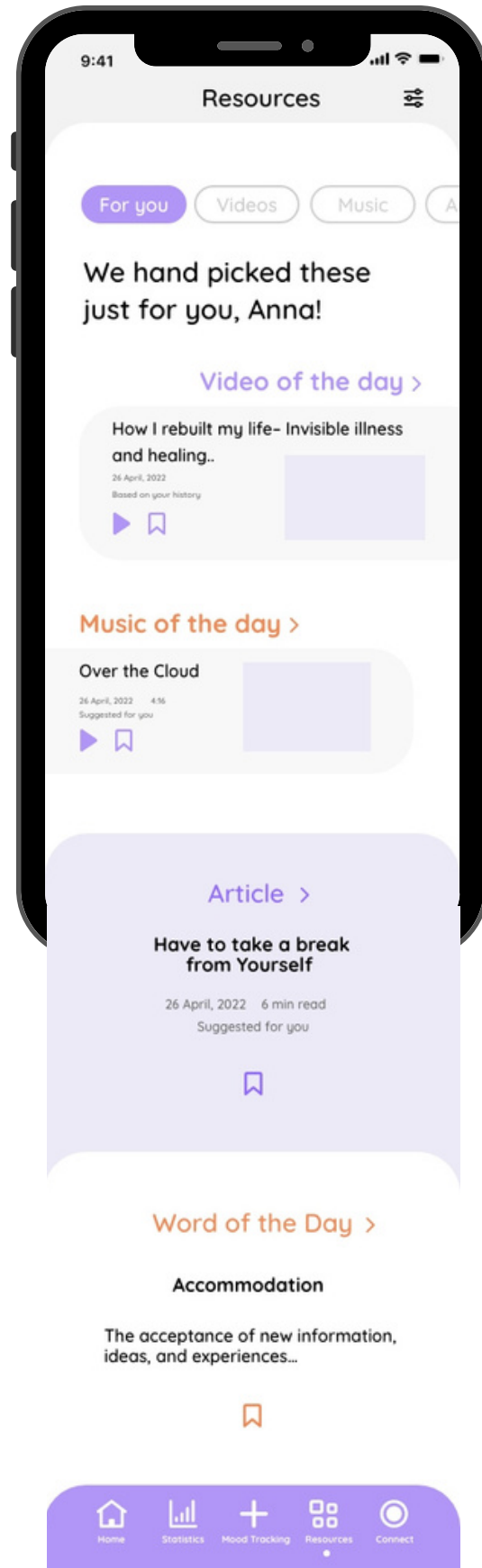


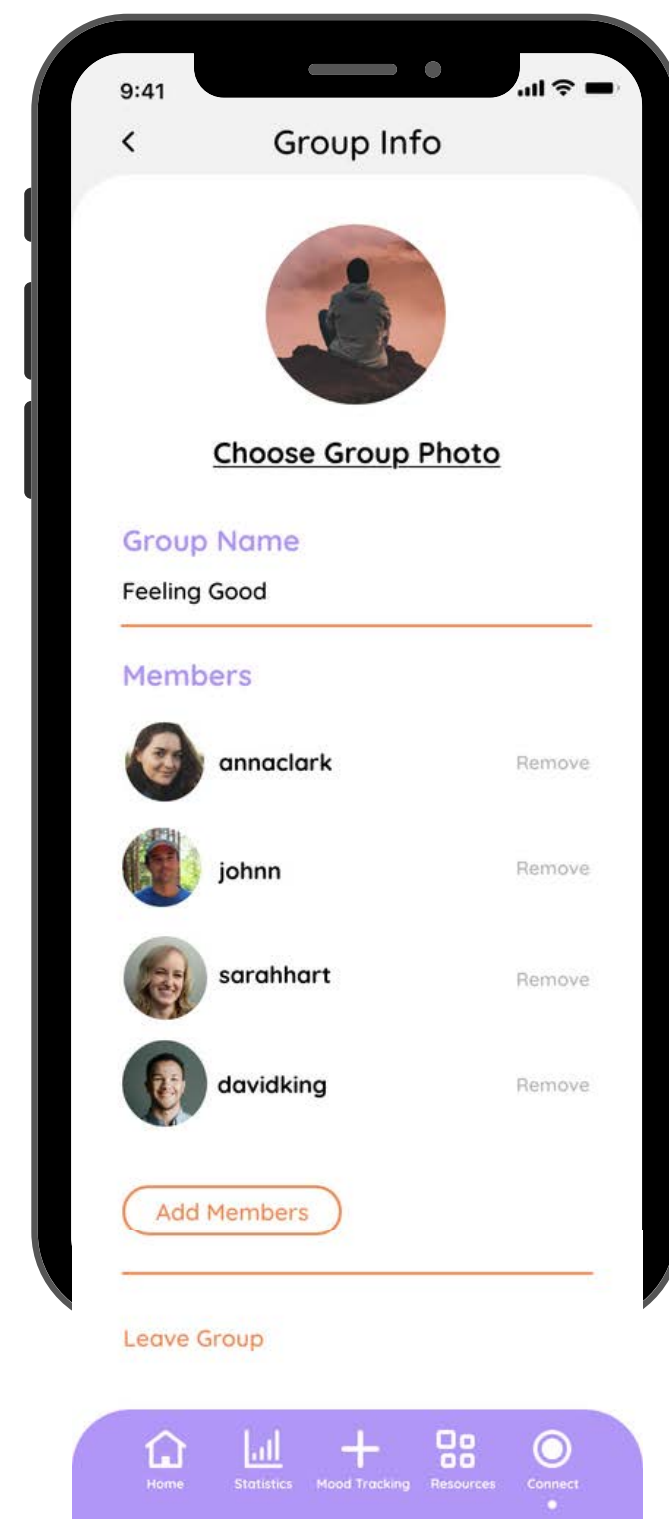
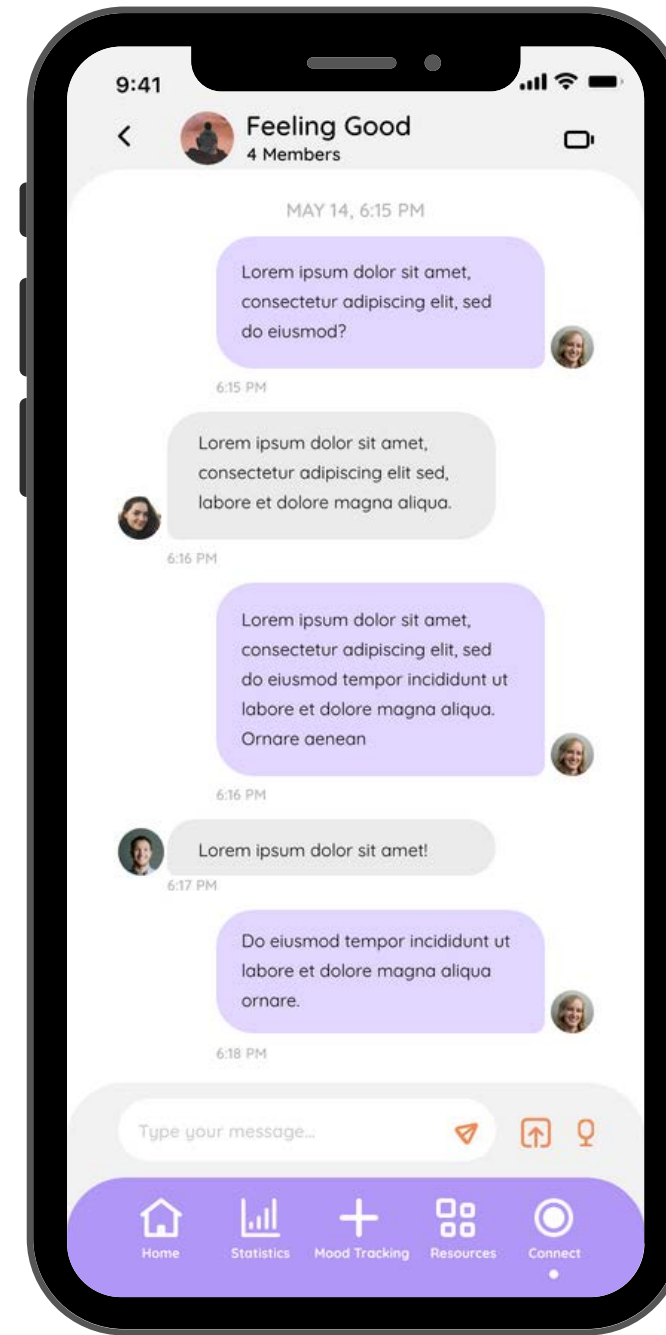
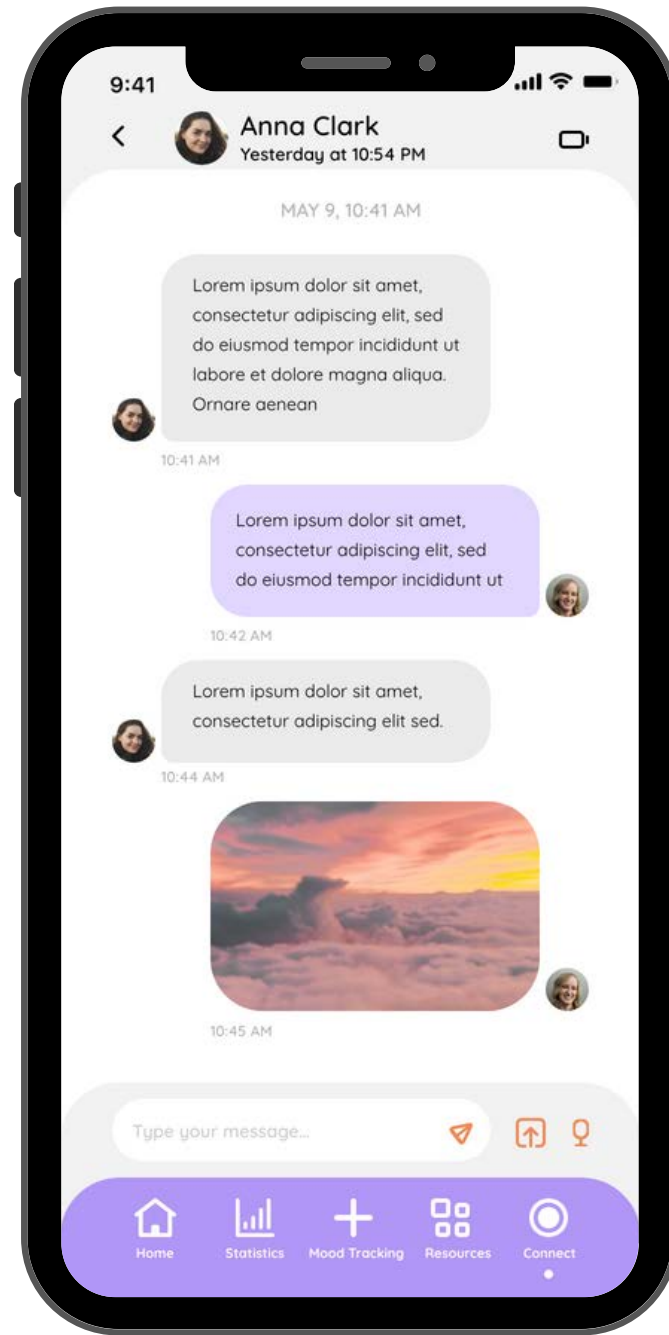
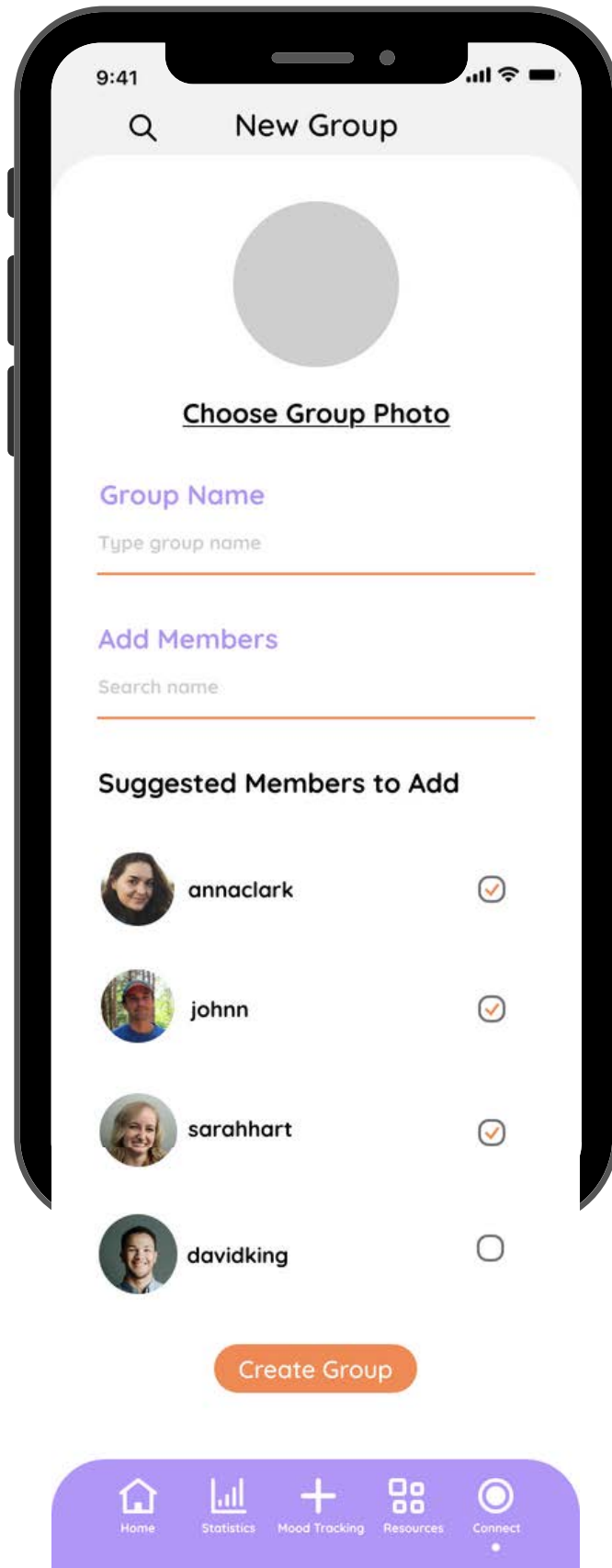




Journal







Final Prototype

Digital Product

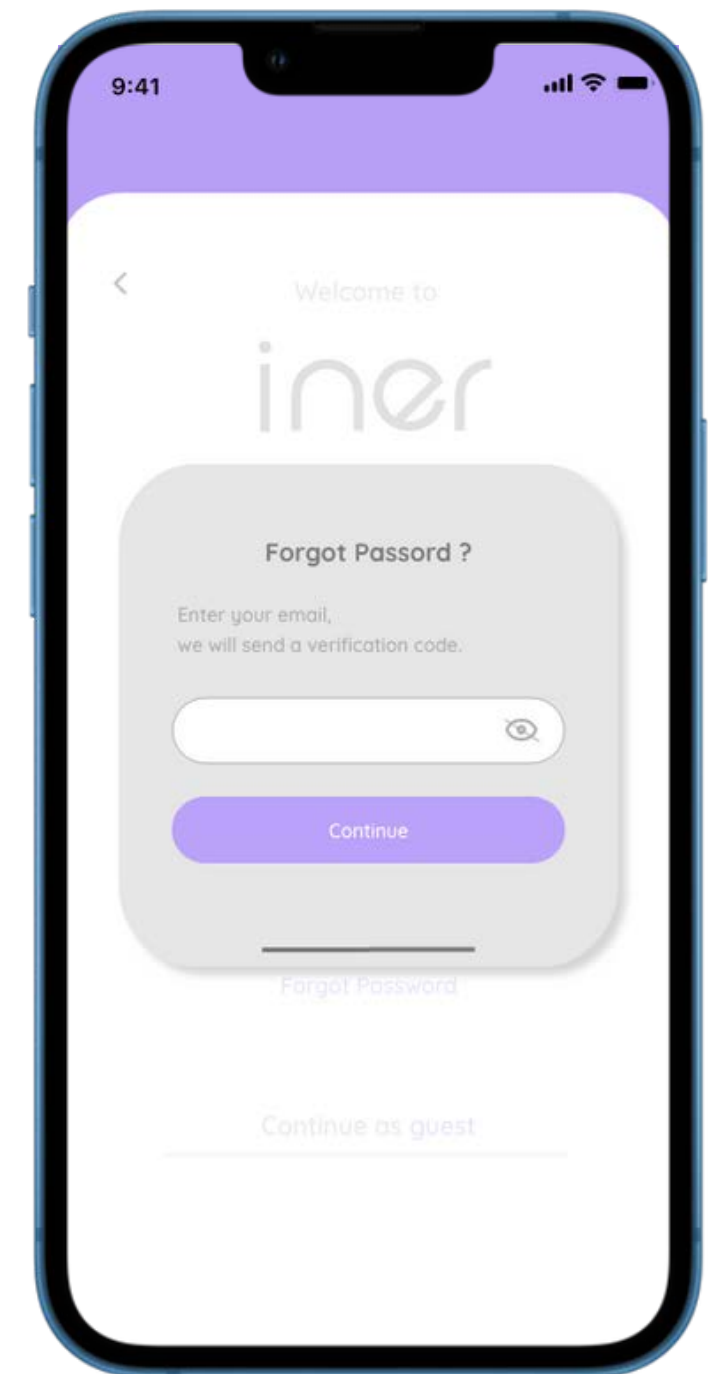
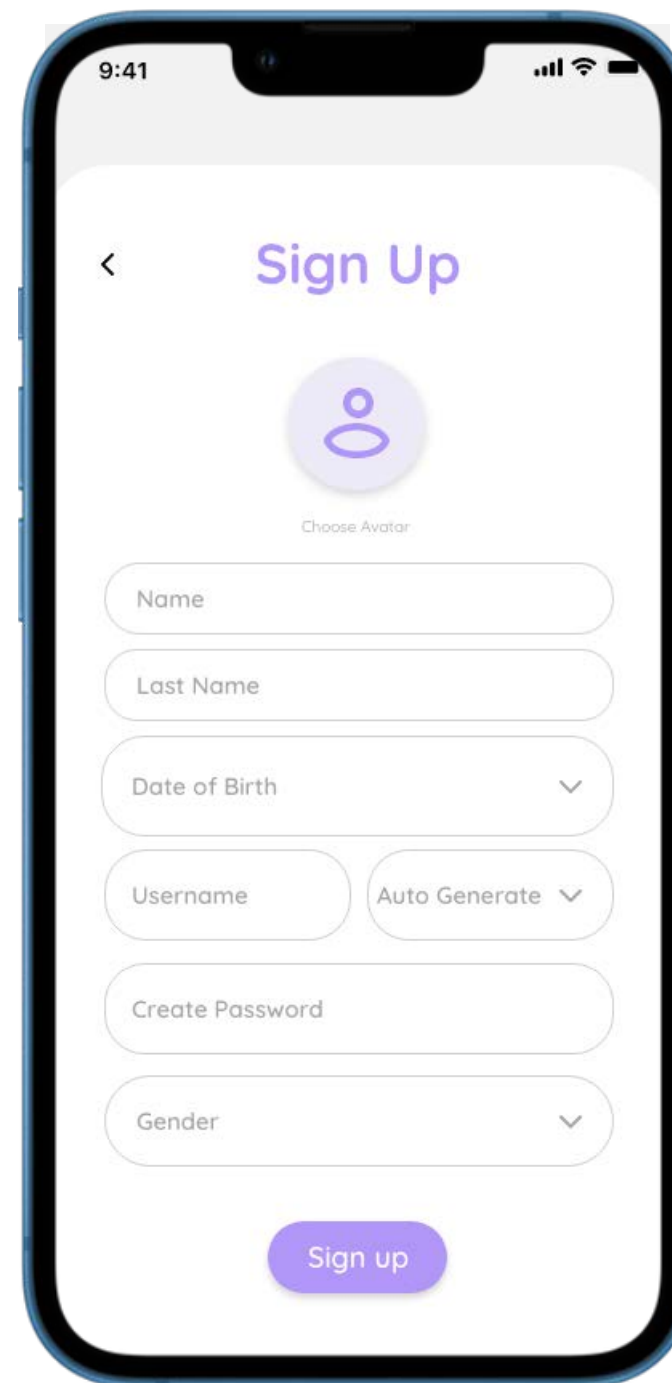
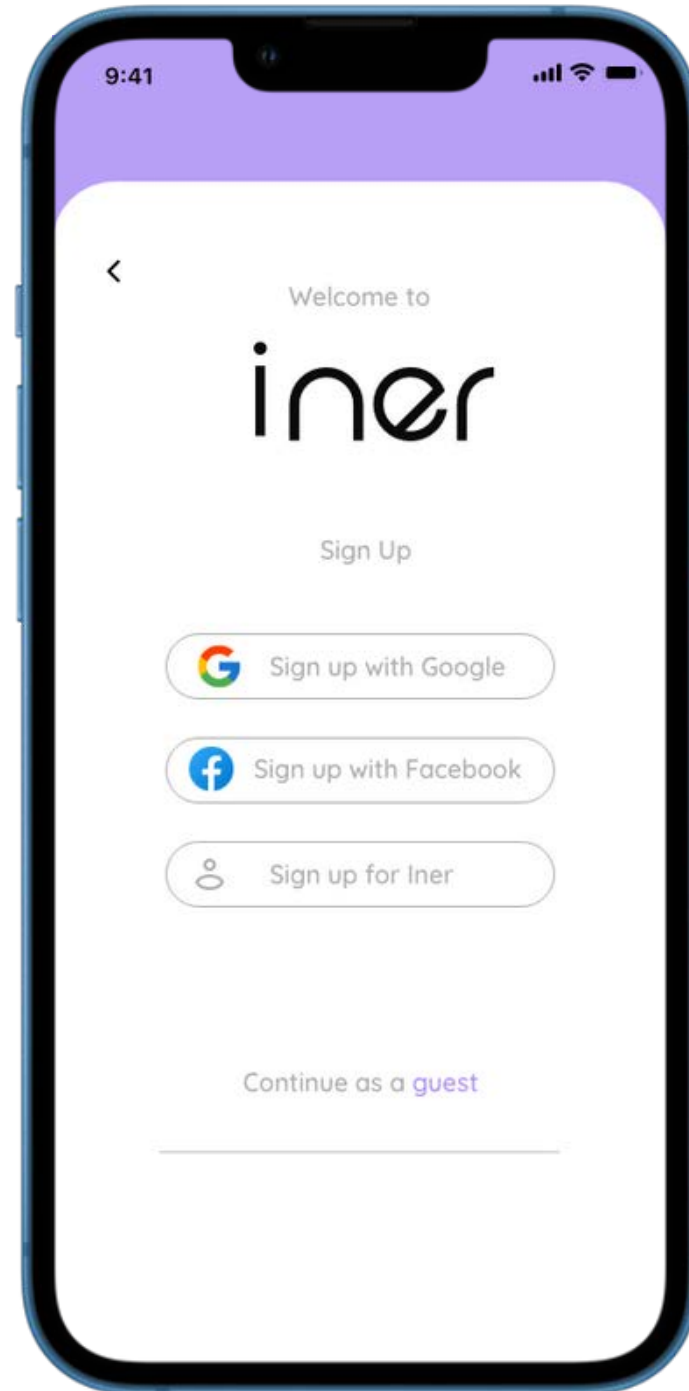
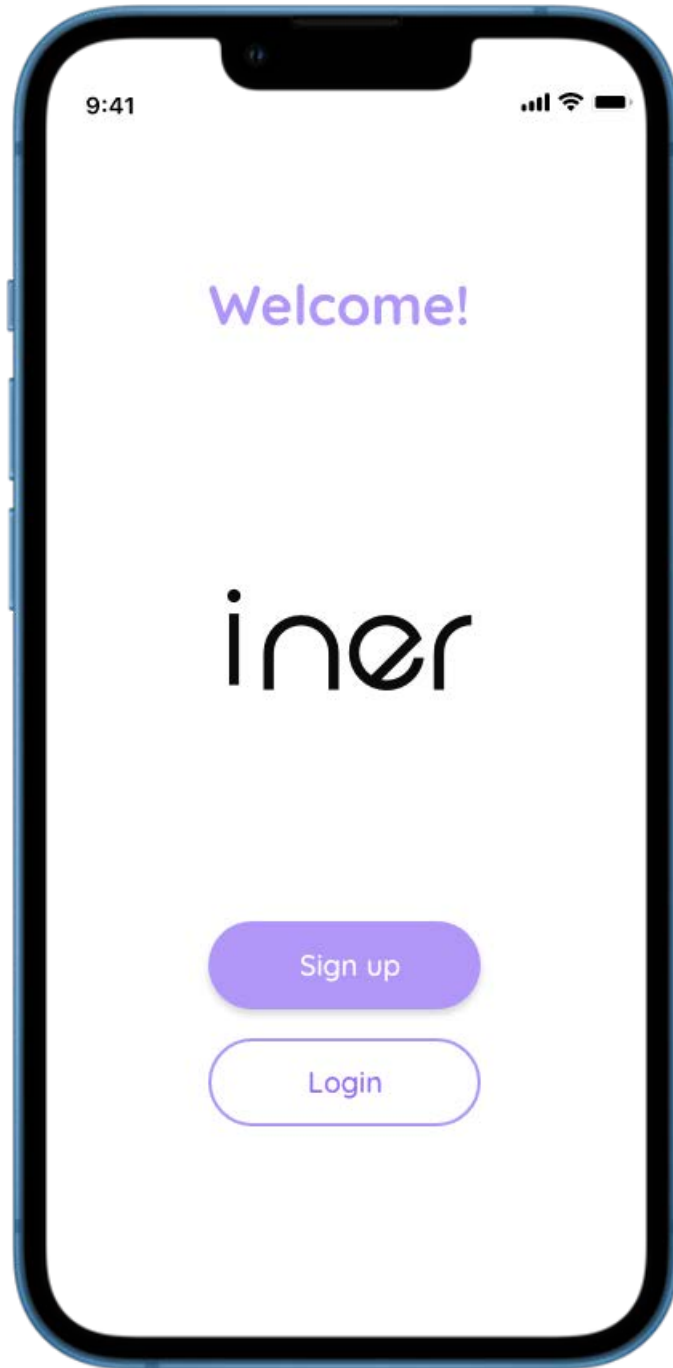
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Crystal Velazquez

Negar Khalili
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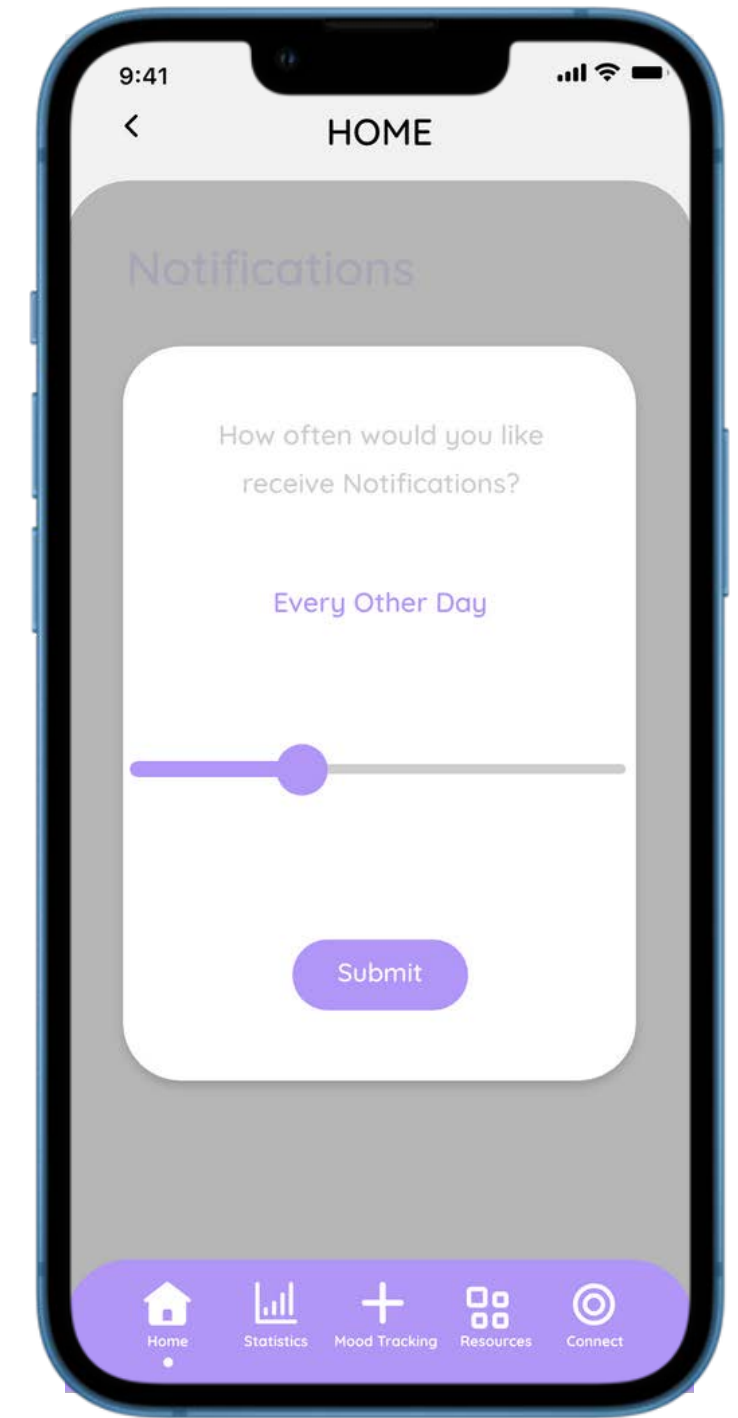
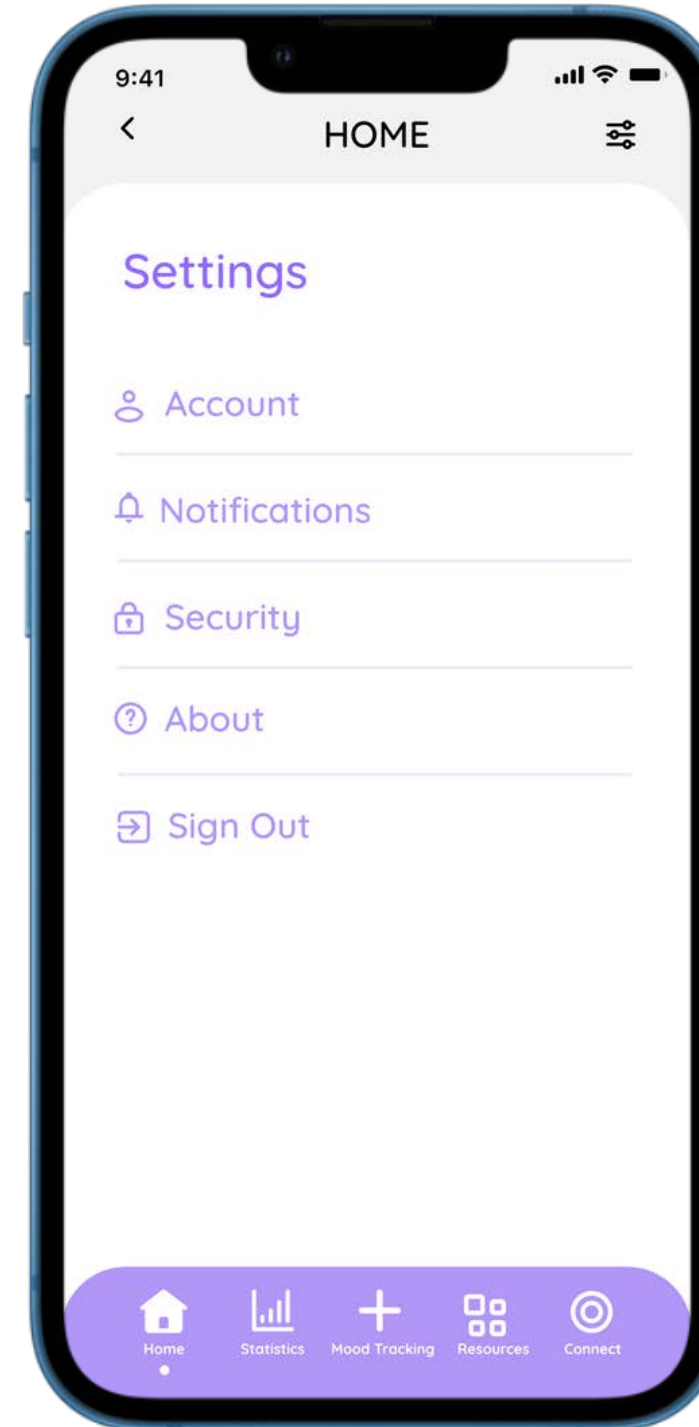
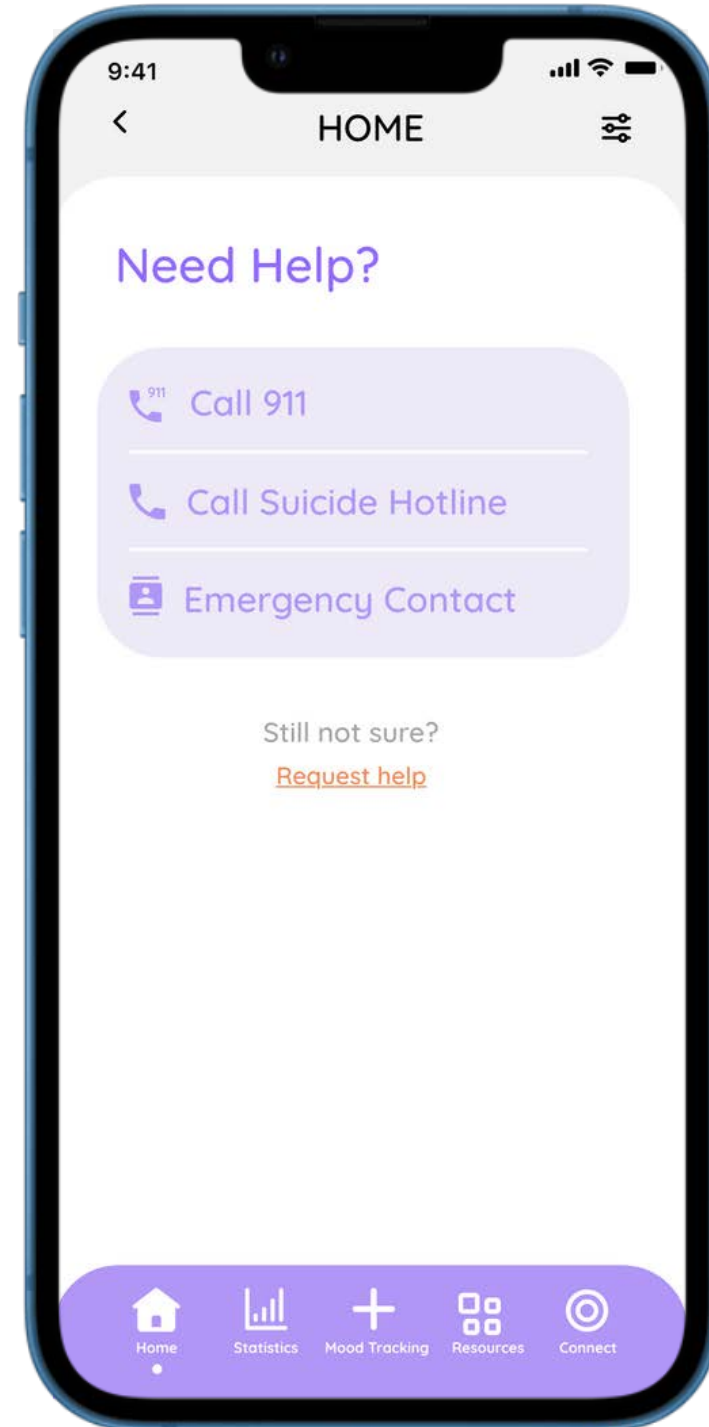
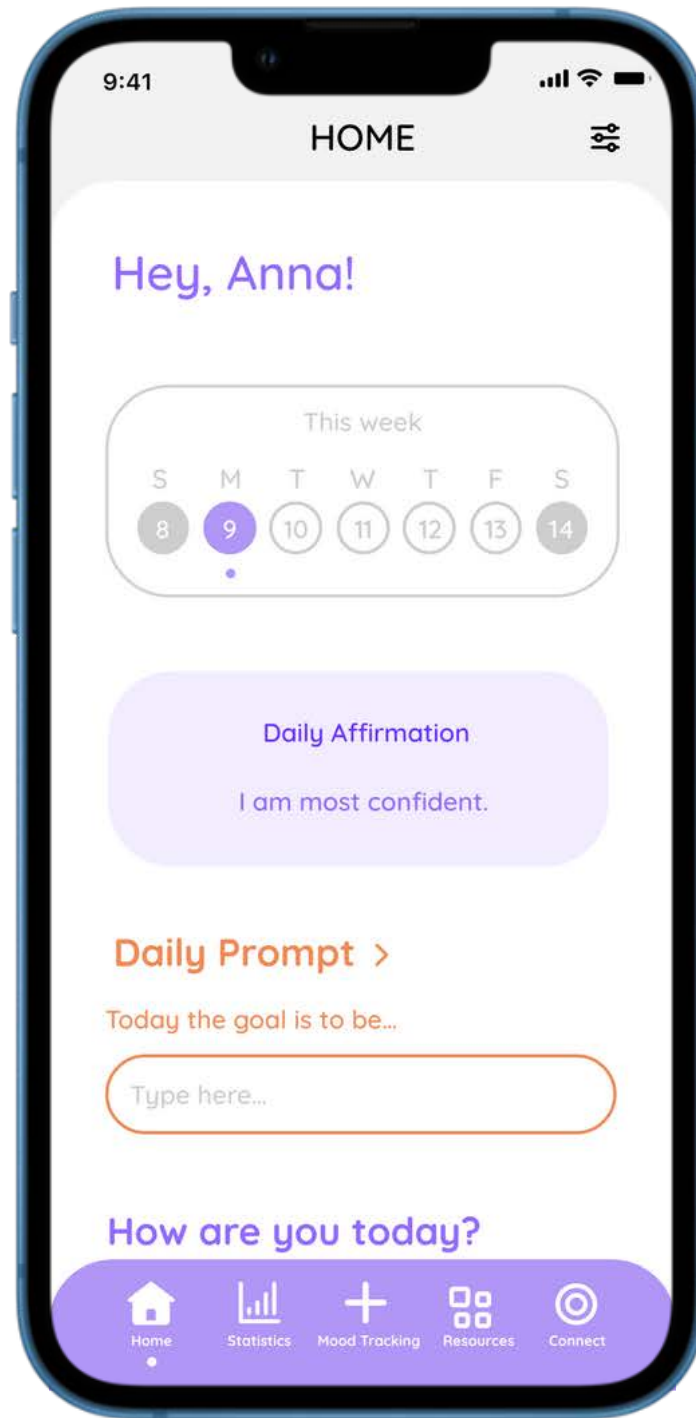
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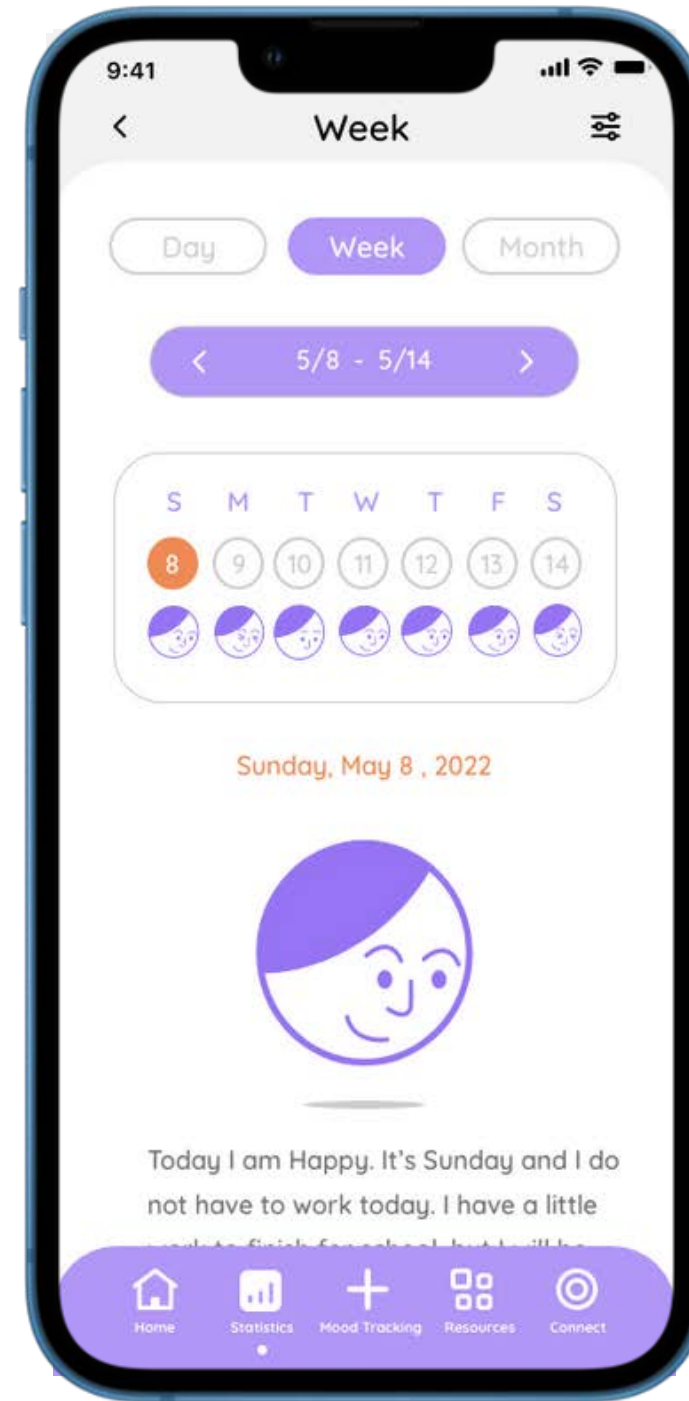
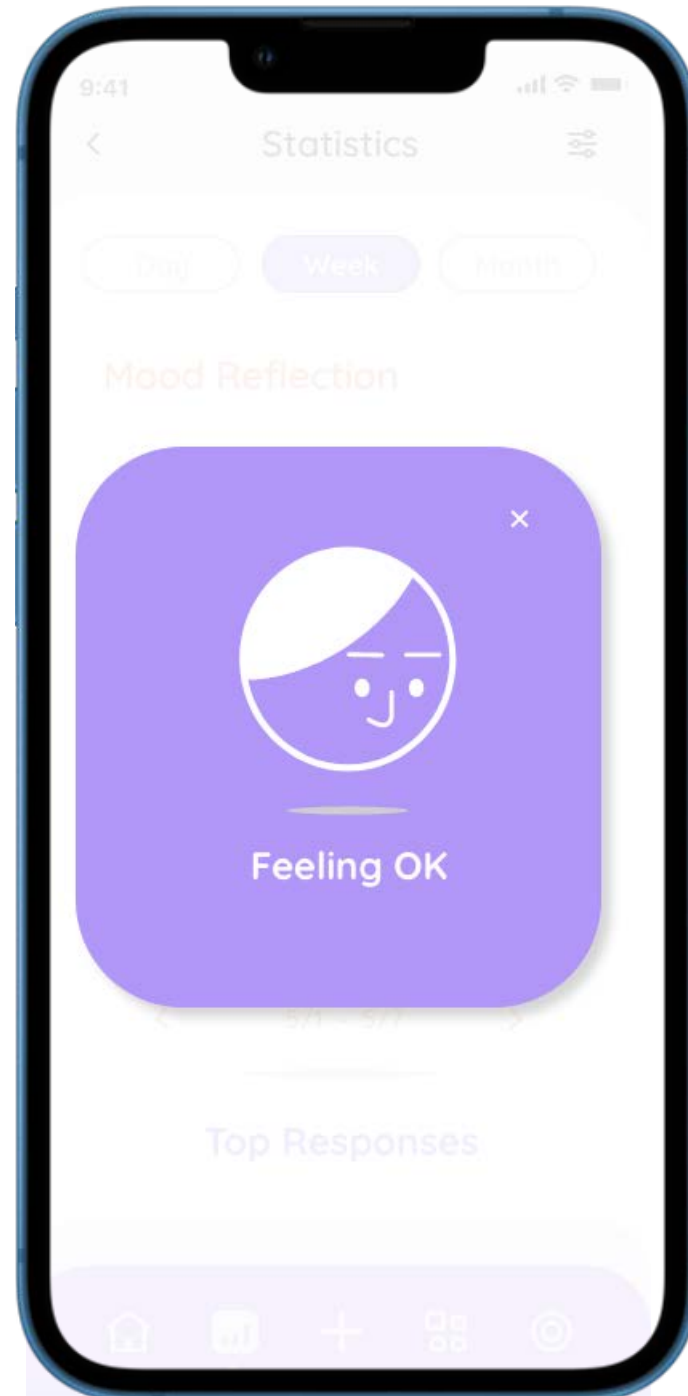
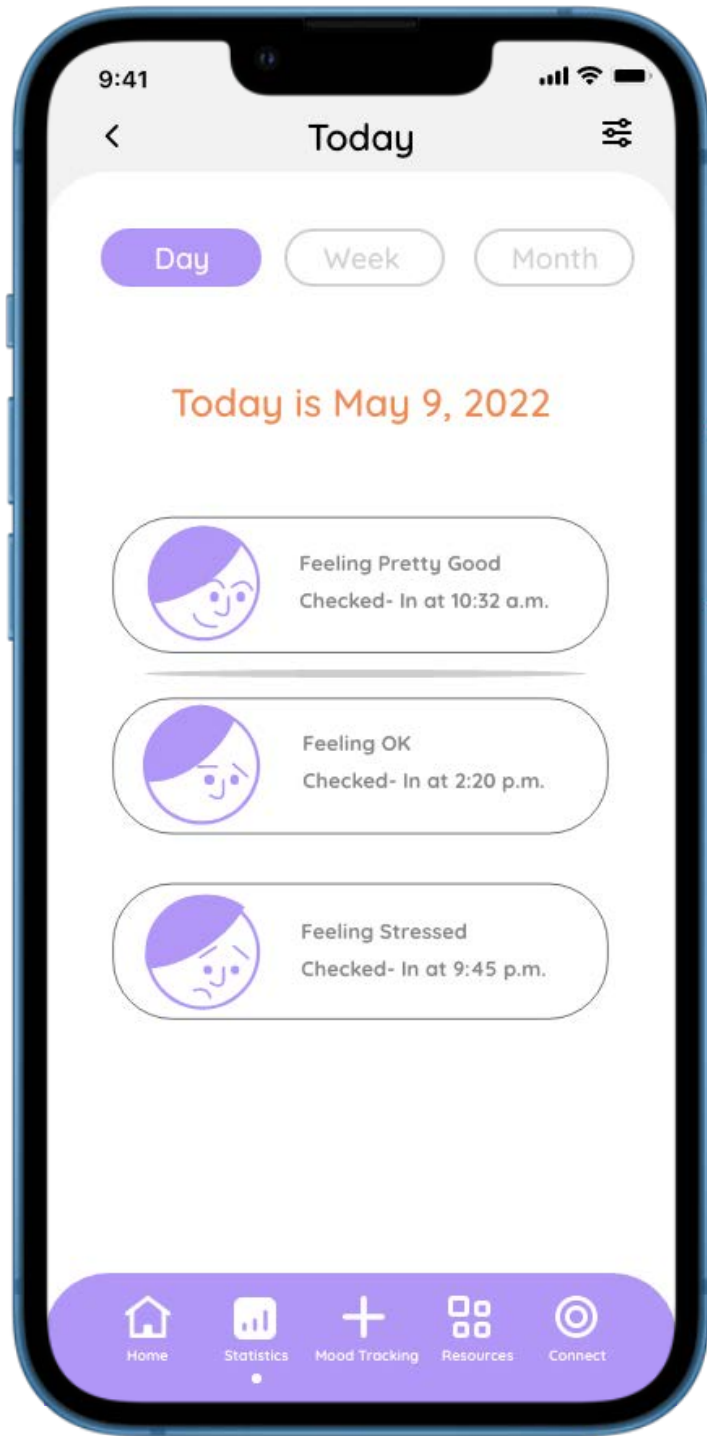
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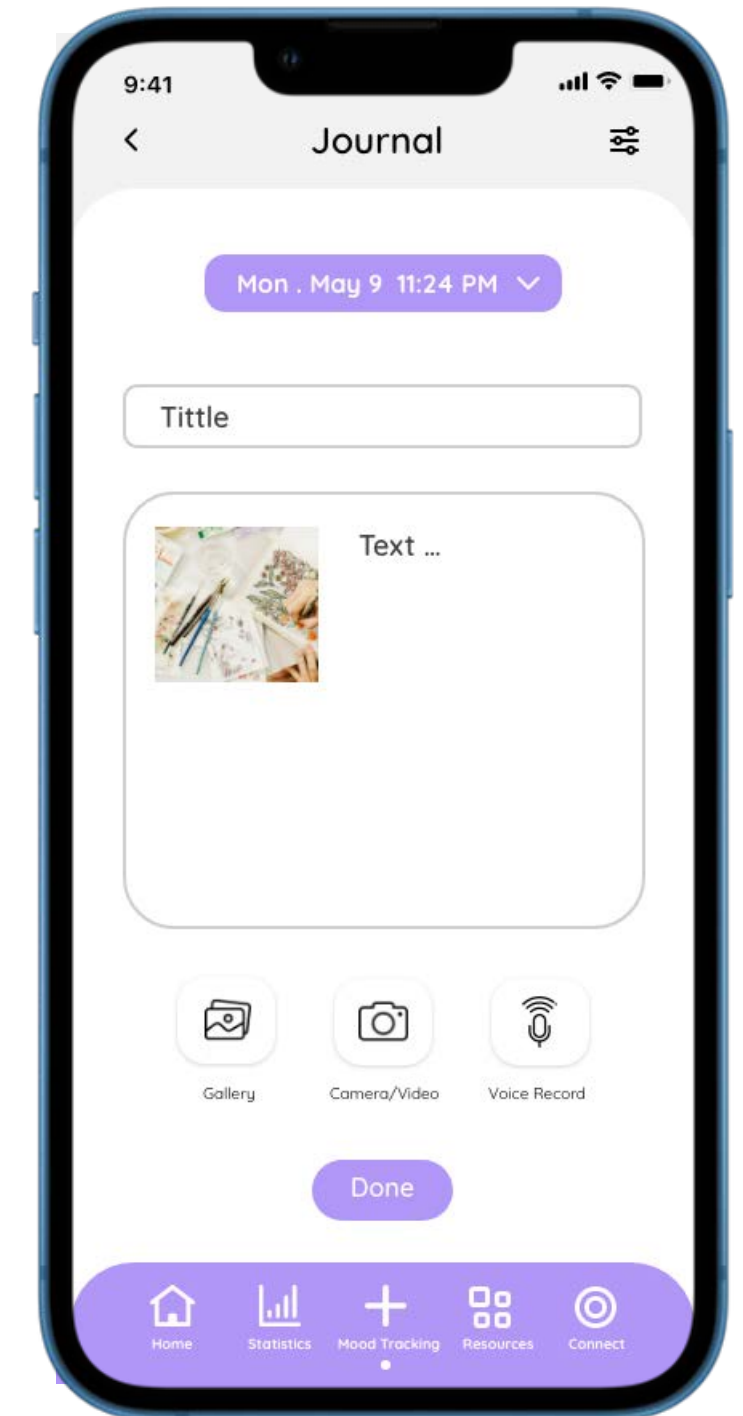
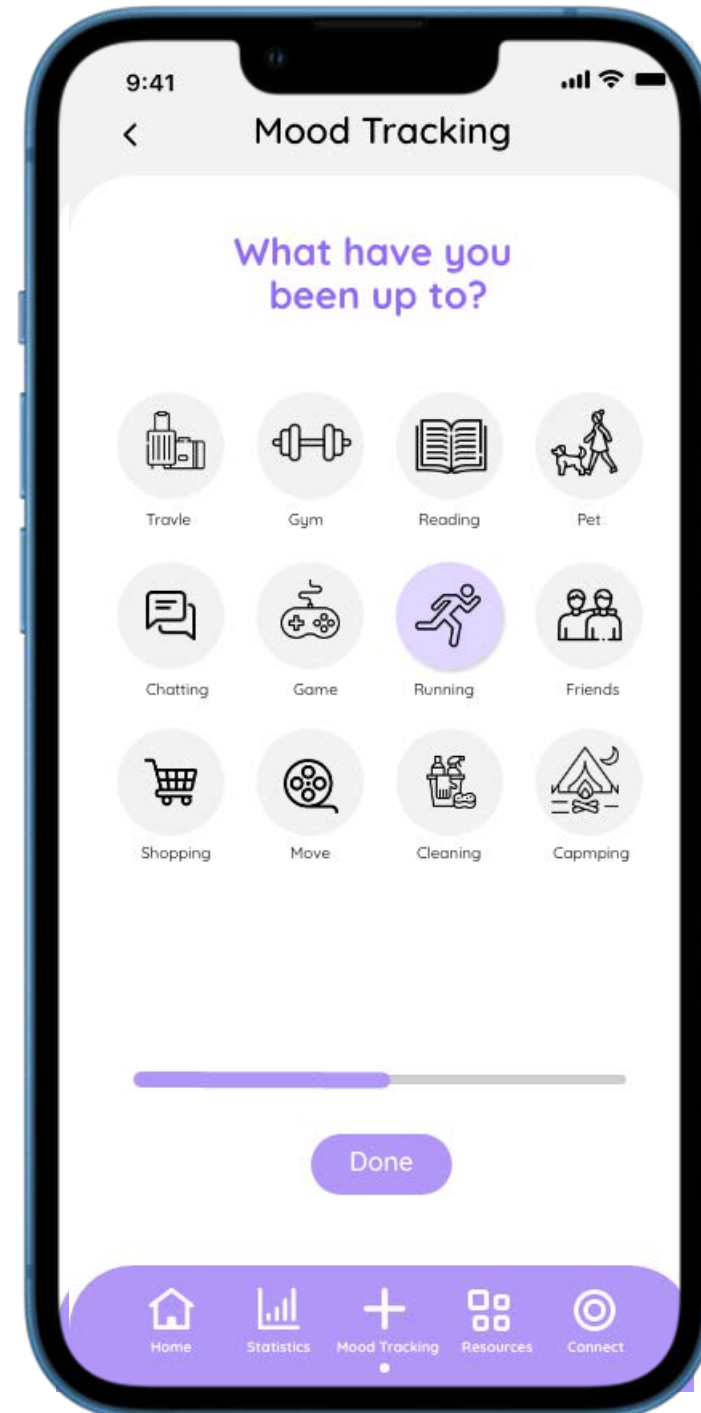
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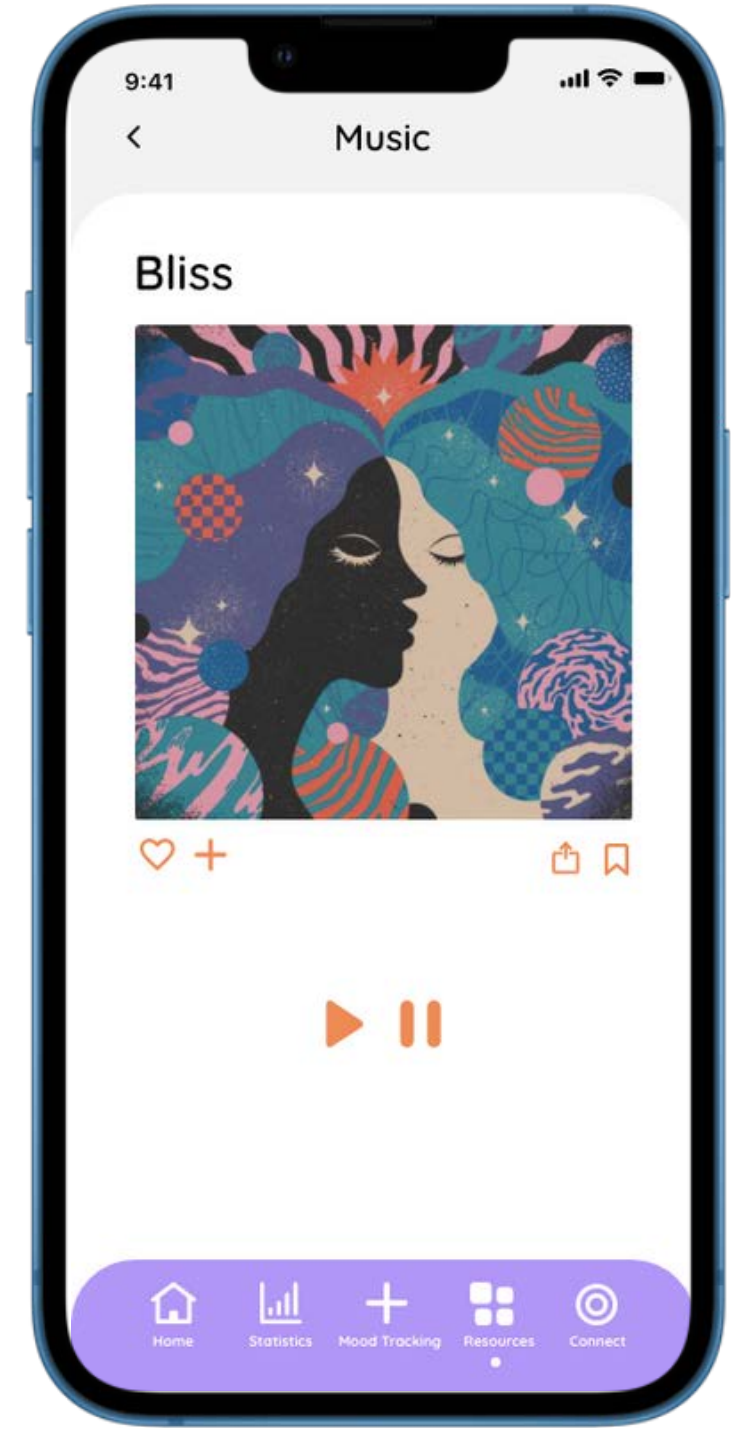
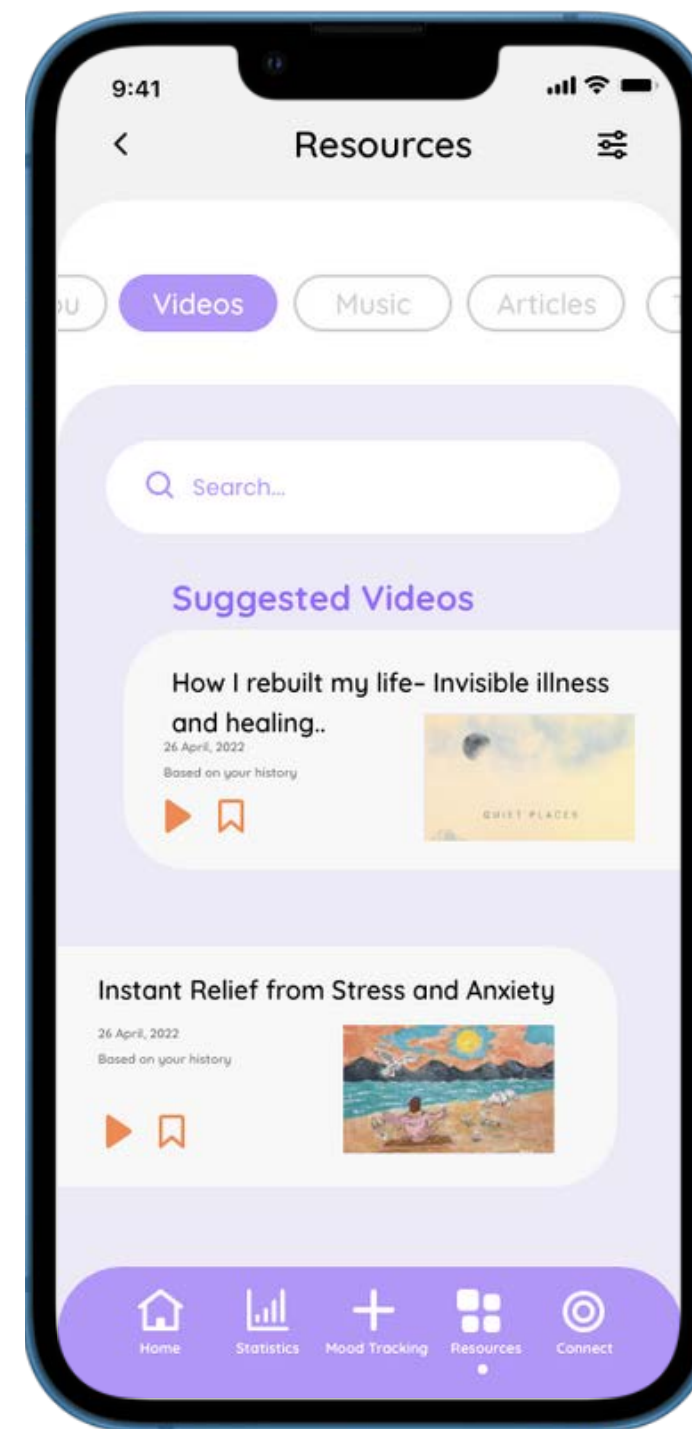
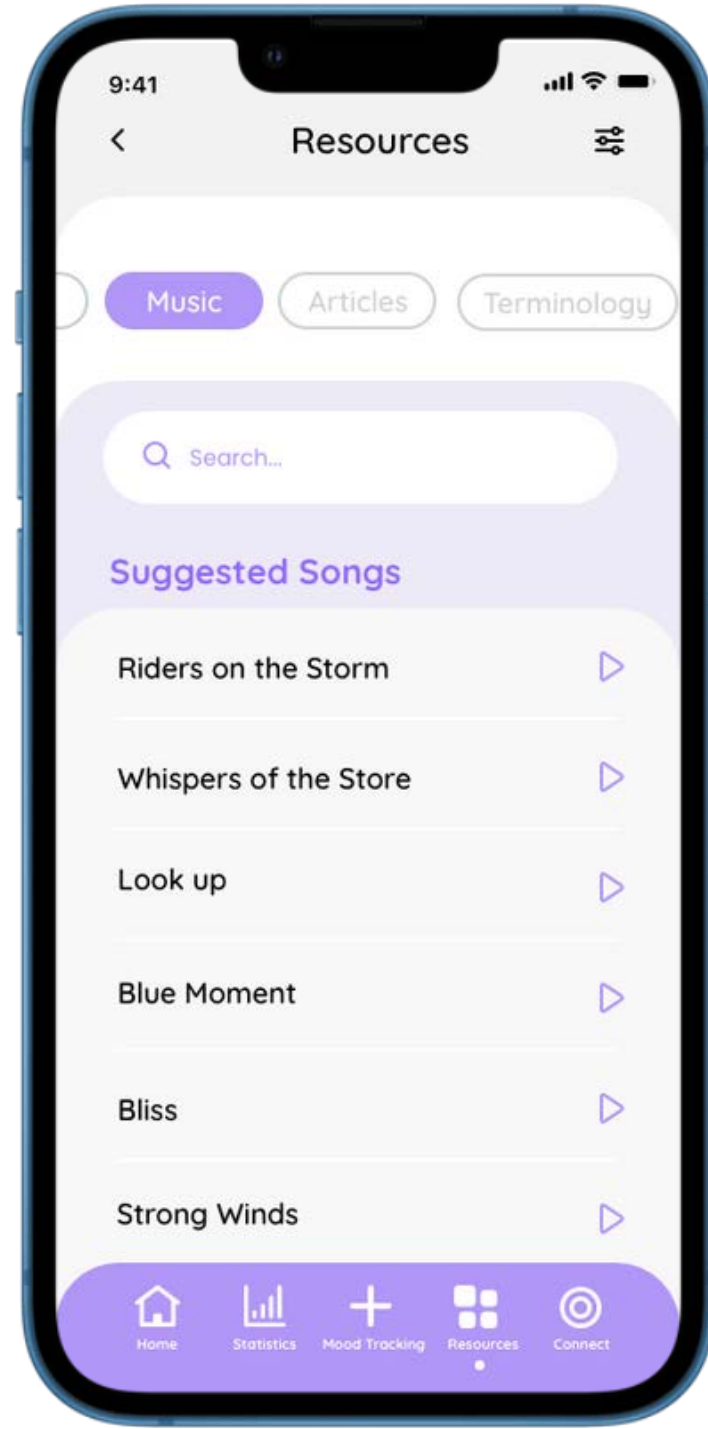
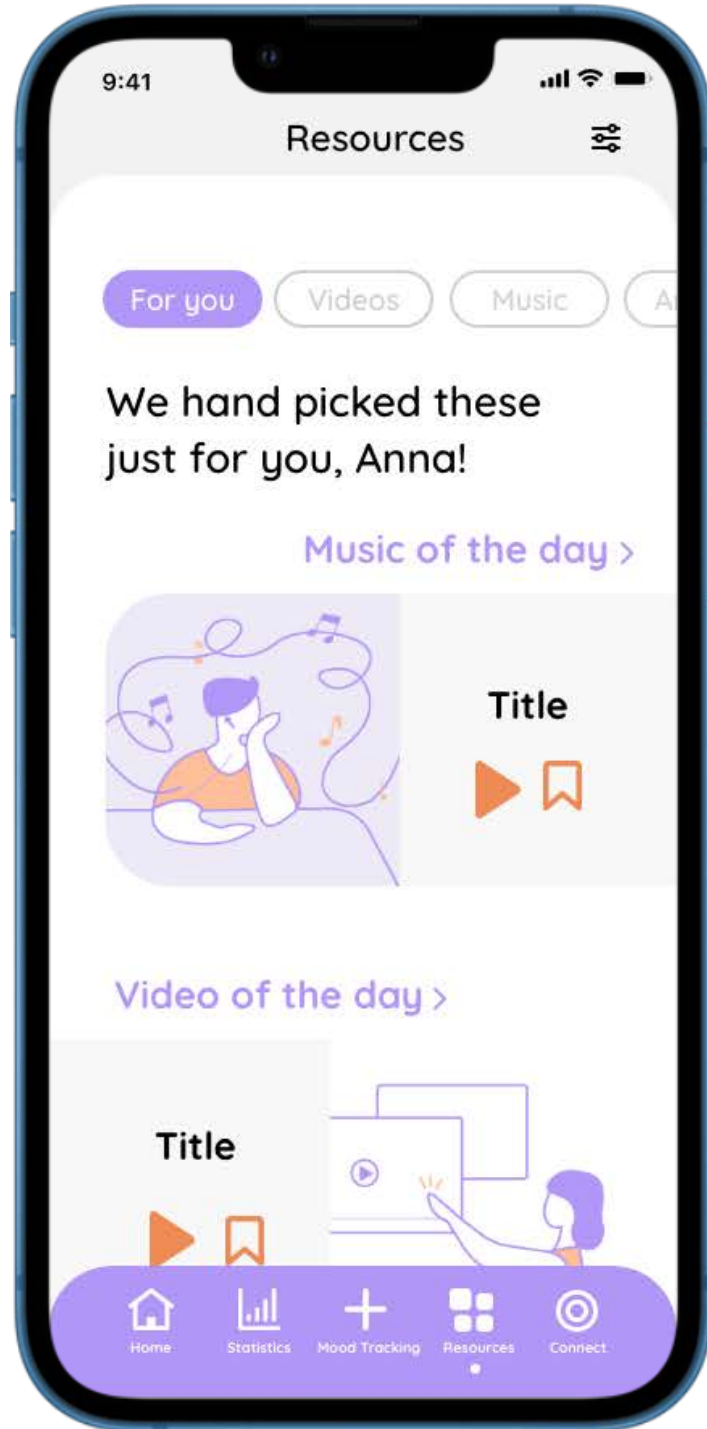
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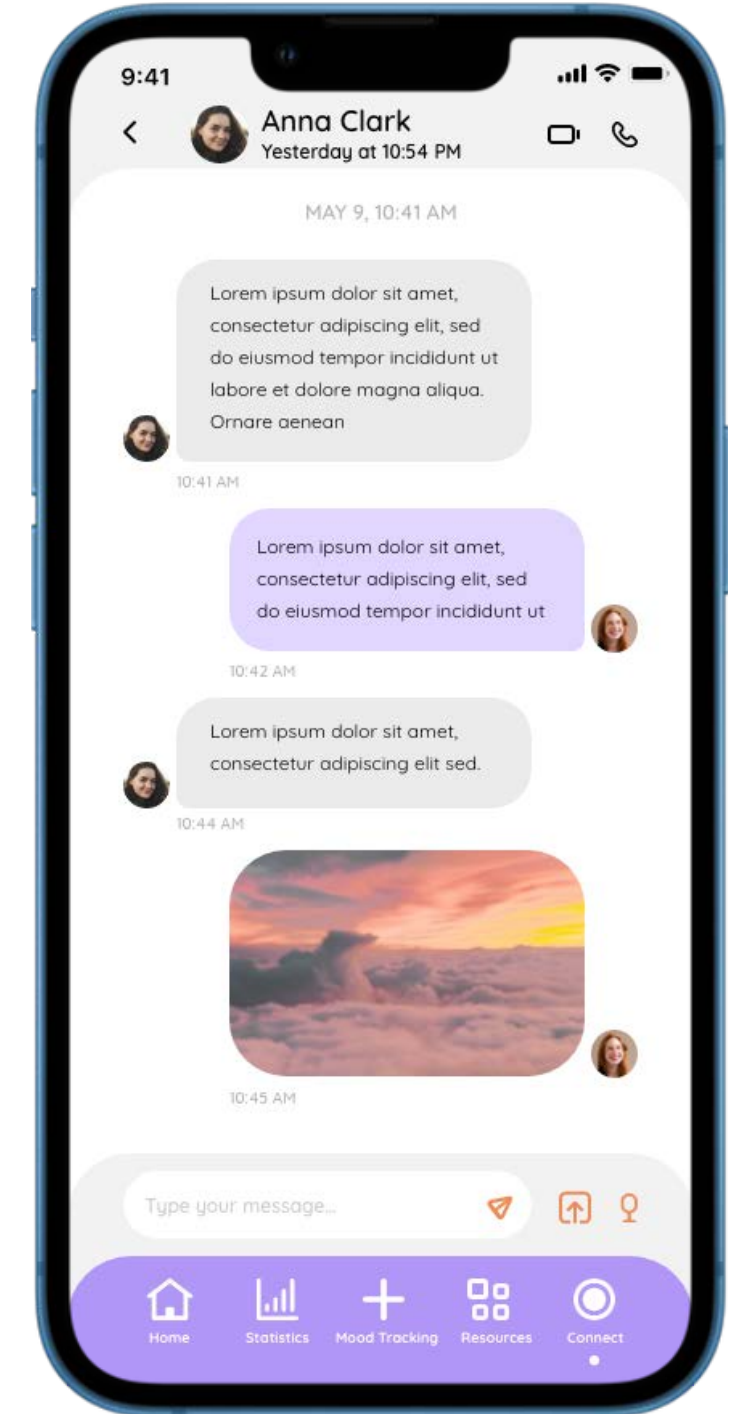
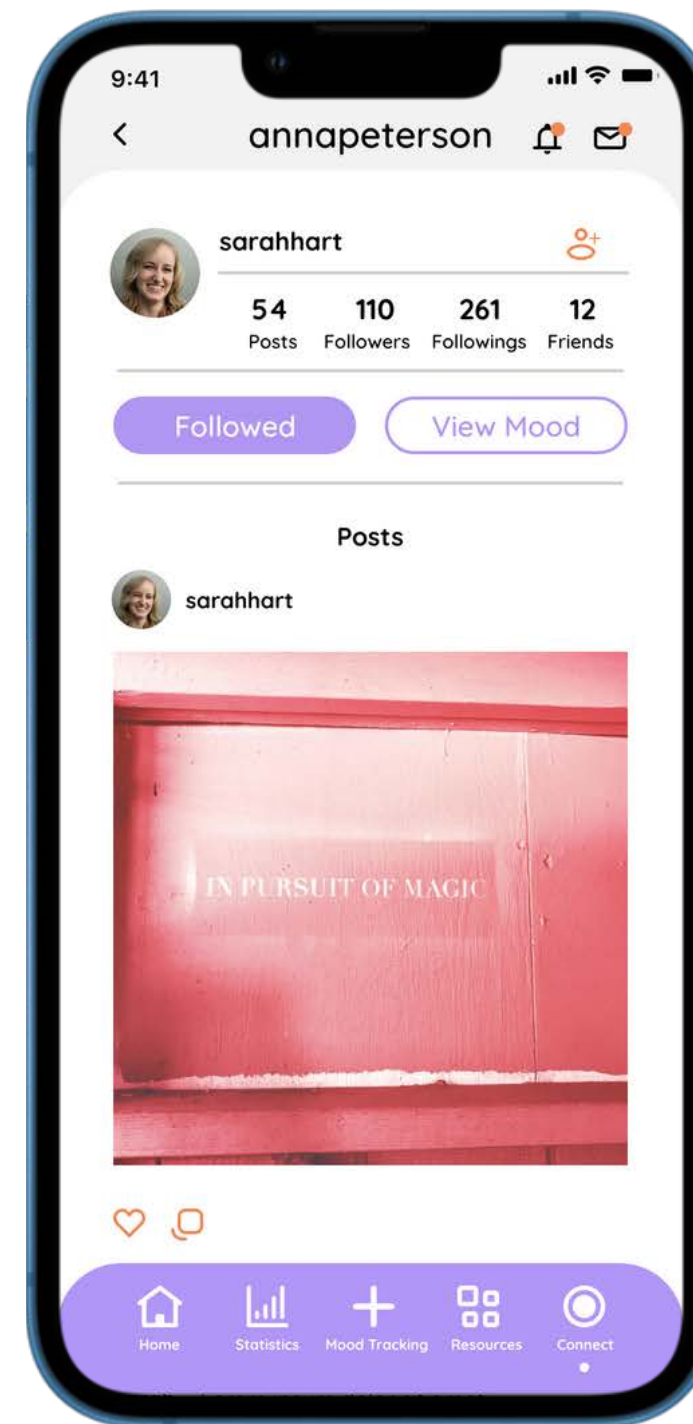
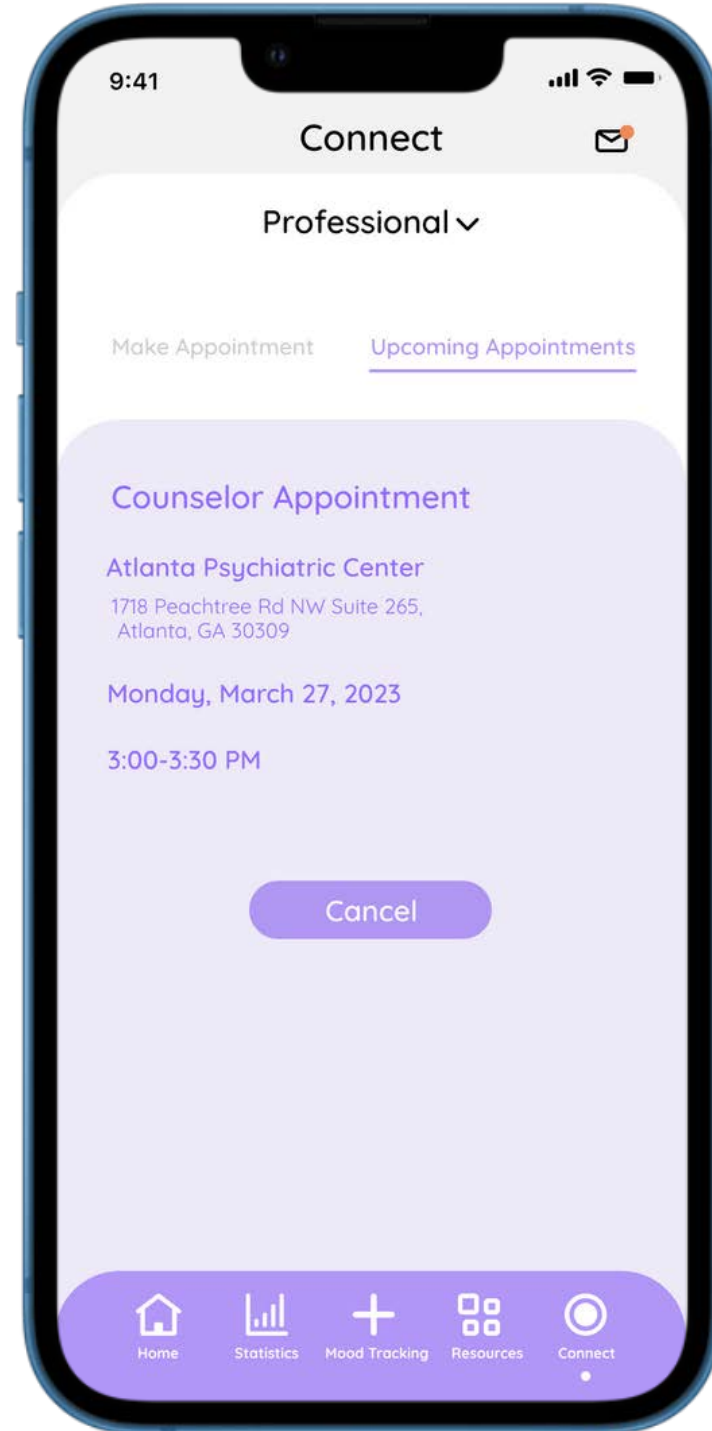
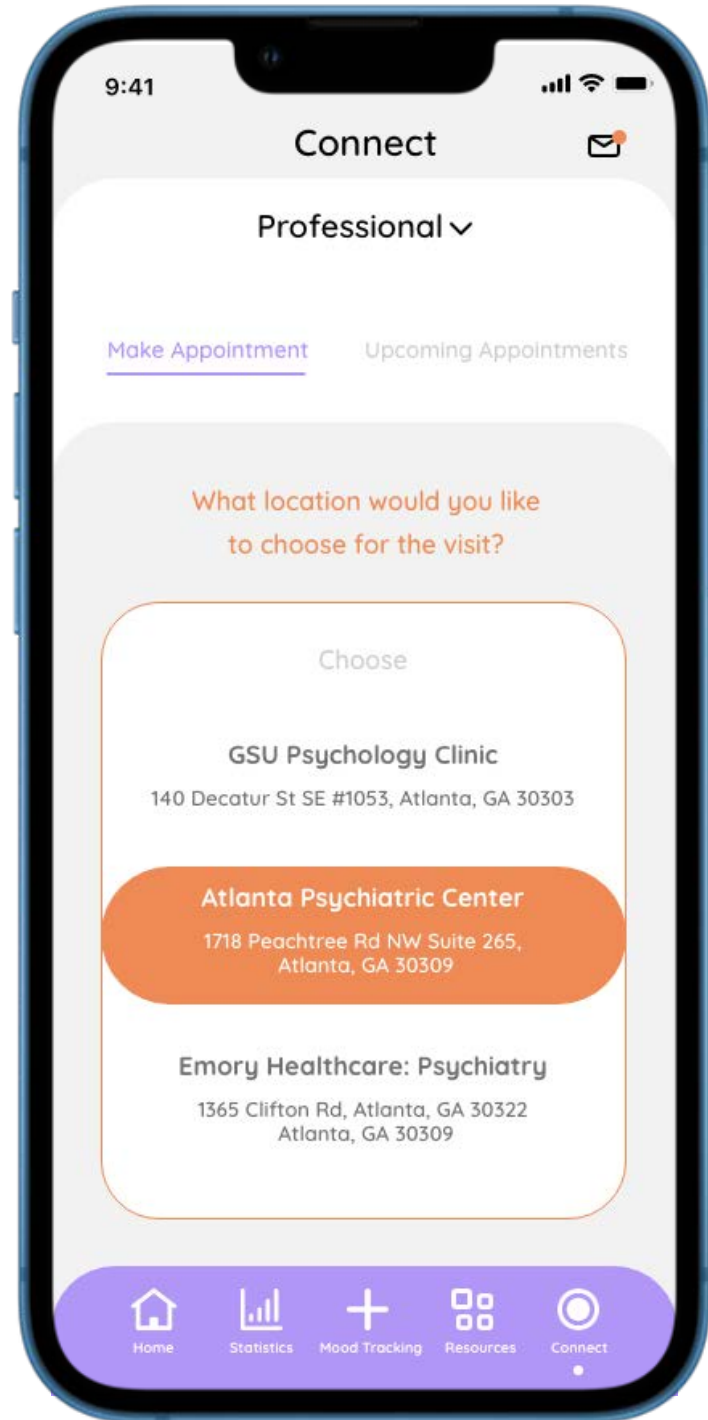
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Resources



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