

Rachel DeNoble  
Casey Jabbour  
Rui Song

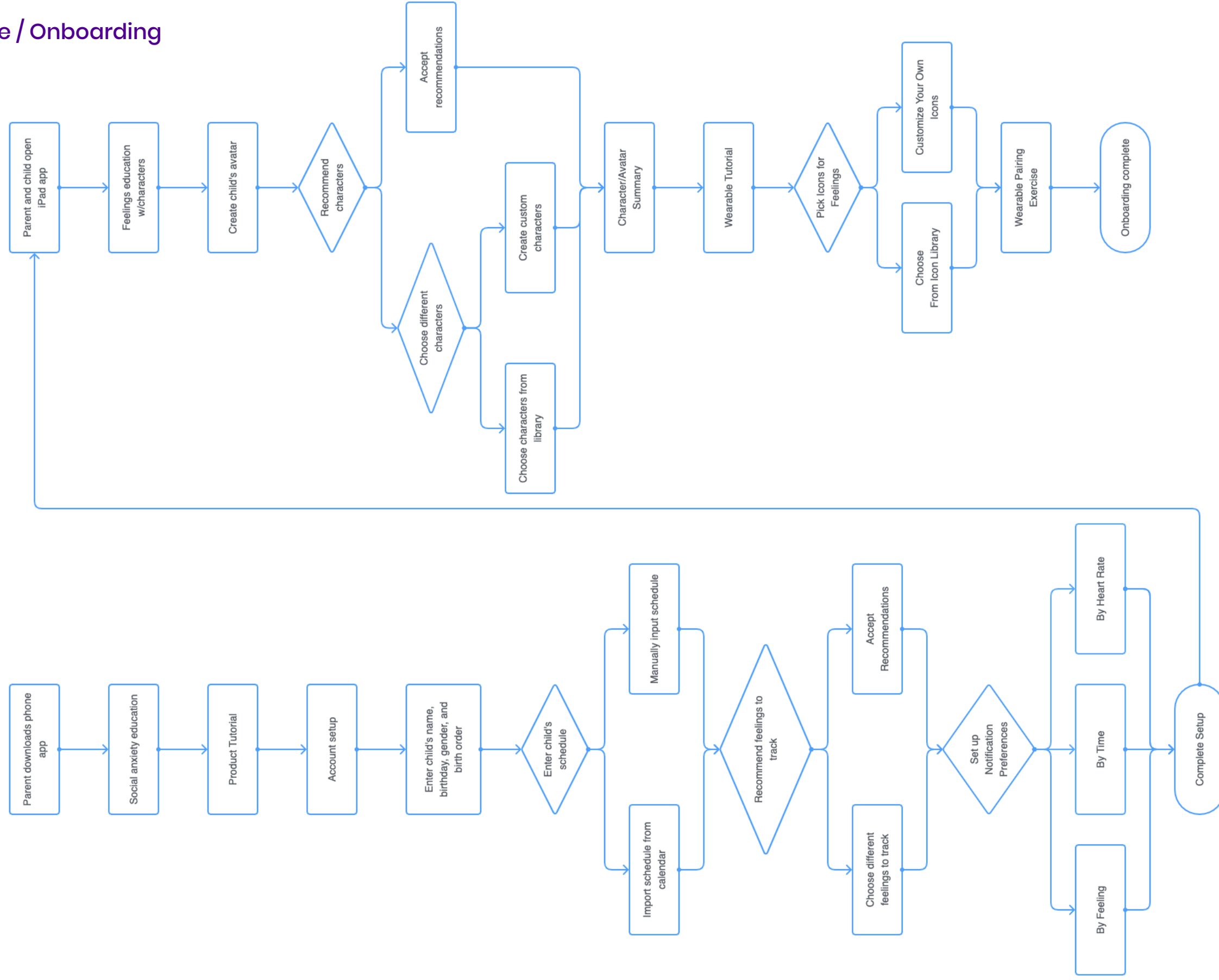
somo



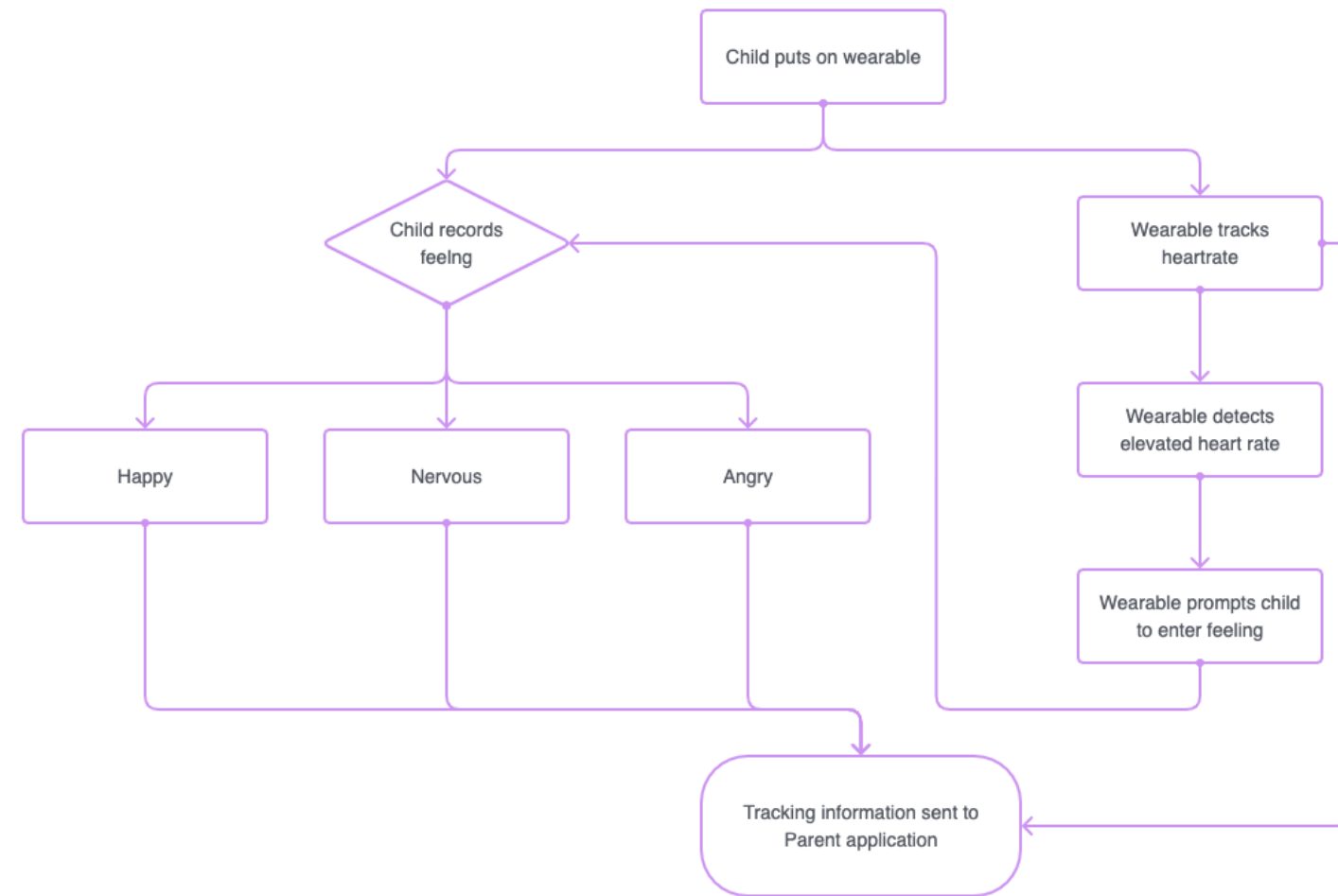
Somo is a **three part solution** that includes a **wearable for children** to track feelings, a **mobile app for parents** to analyze data, and a **personalized, interactive iPad story for them to read together.**

1. Anxiety manifests itself in different ways
2. Talking through scenarios is effective for parents
3. Parents lack context when they aren't with the child
4. Frequency & intensity metrics aid diagnosis
5. Feelings personification is a therapy tool
6. Sometimes kids & parents need a better way to connect

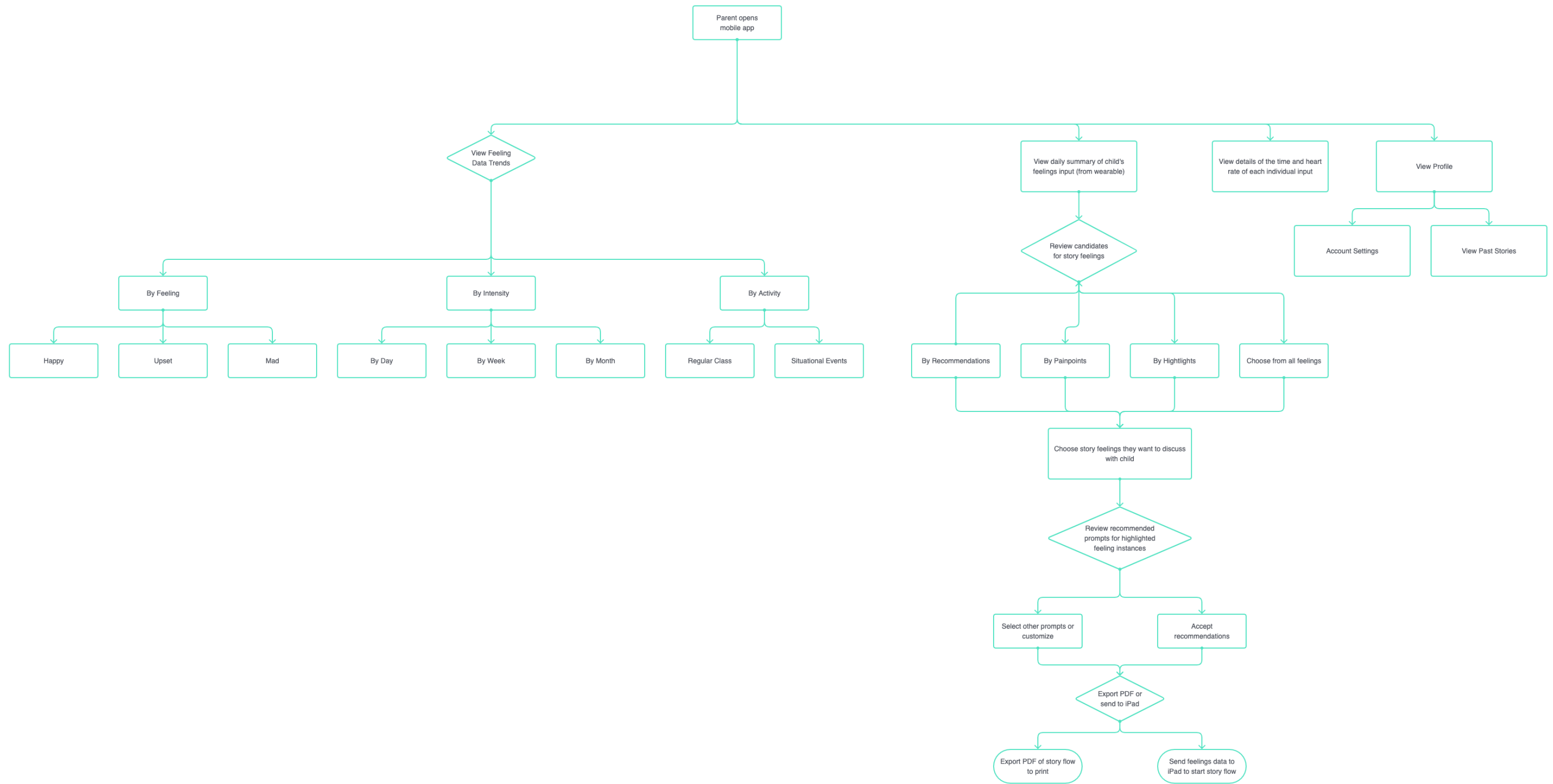
## 4 / Architecture / Onboarding



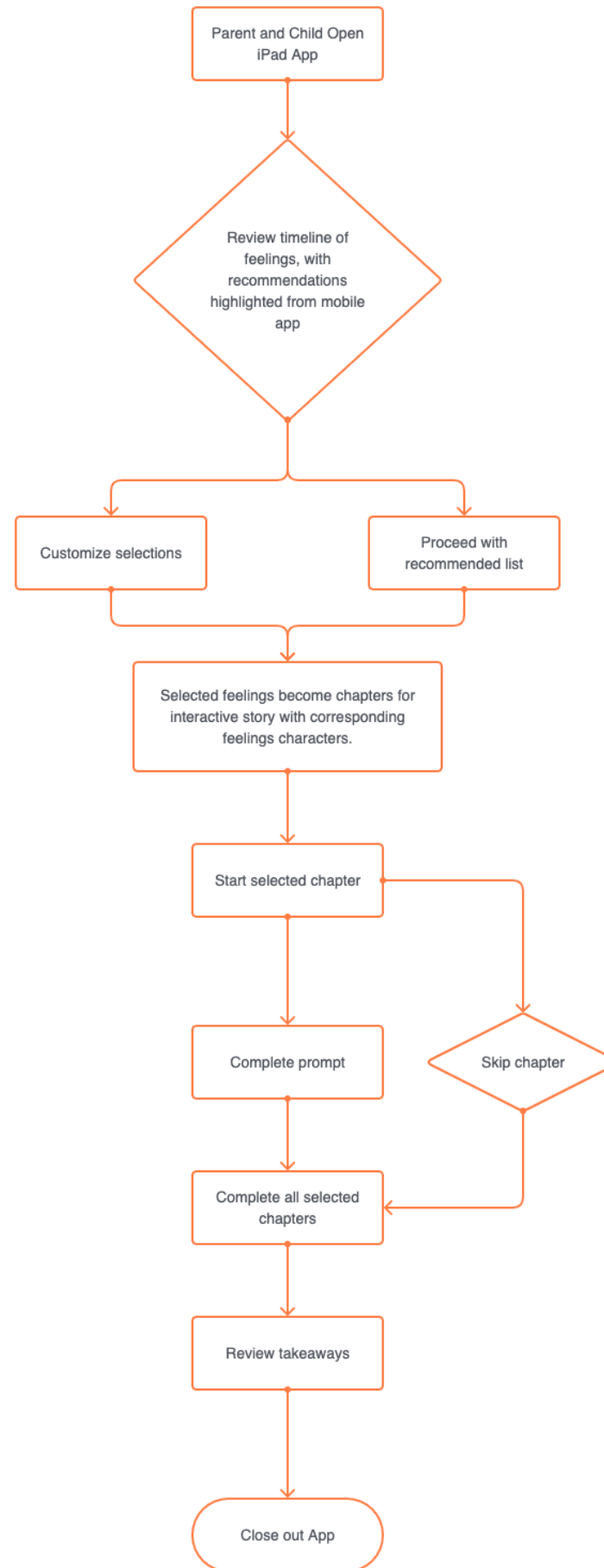
## 5 / Architecture / Wearable



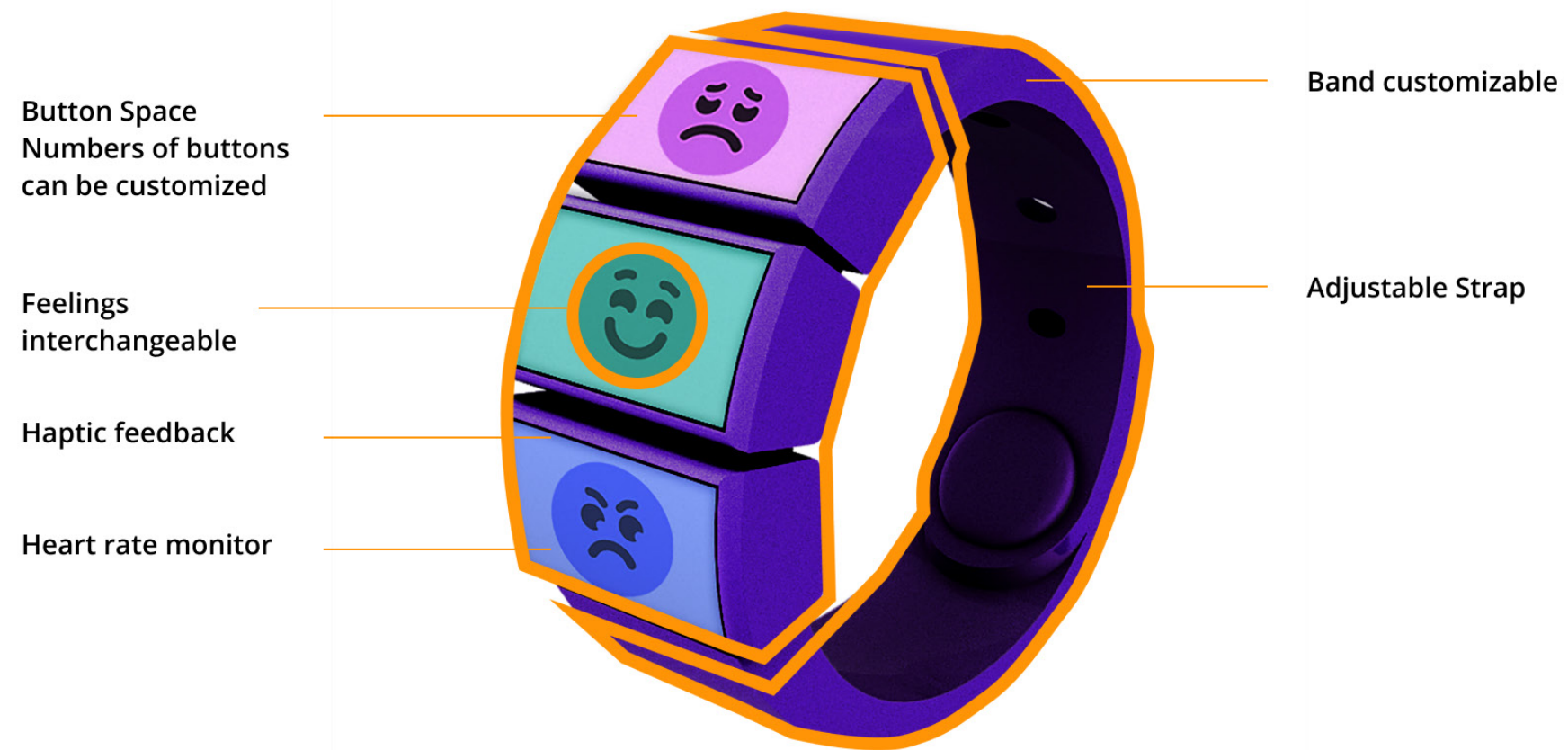
## 6 / Architecture / Mobile



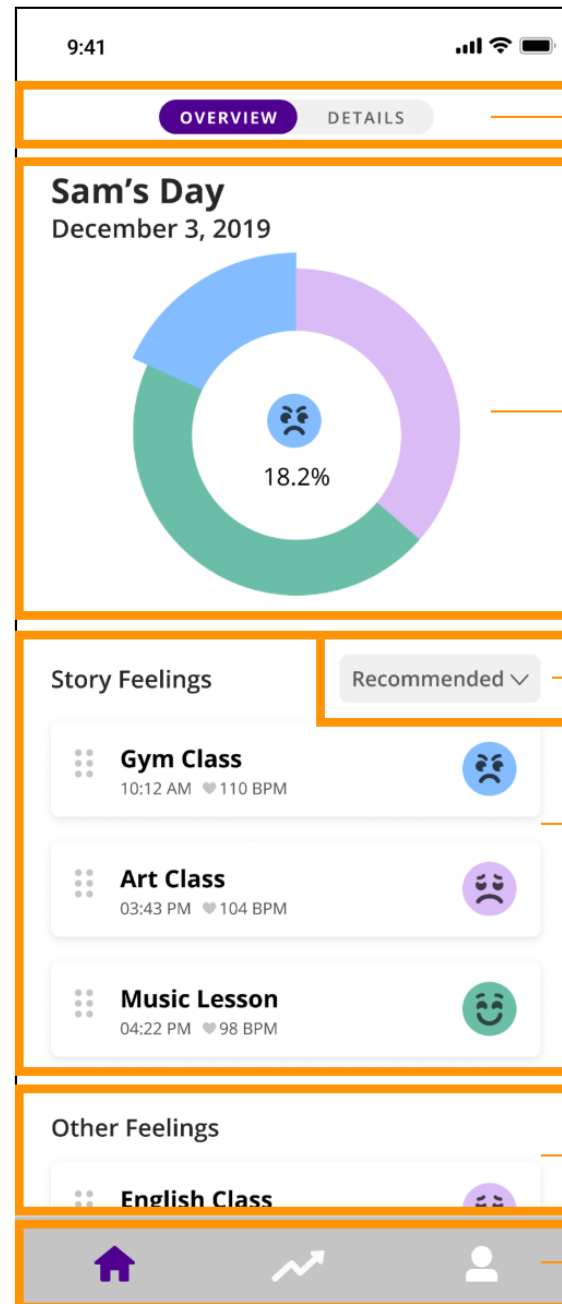
7 / Architecture / Tablet



## 8 / Conceptual Model / Wearable







Navigation

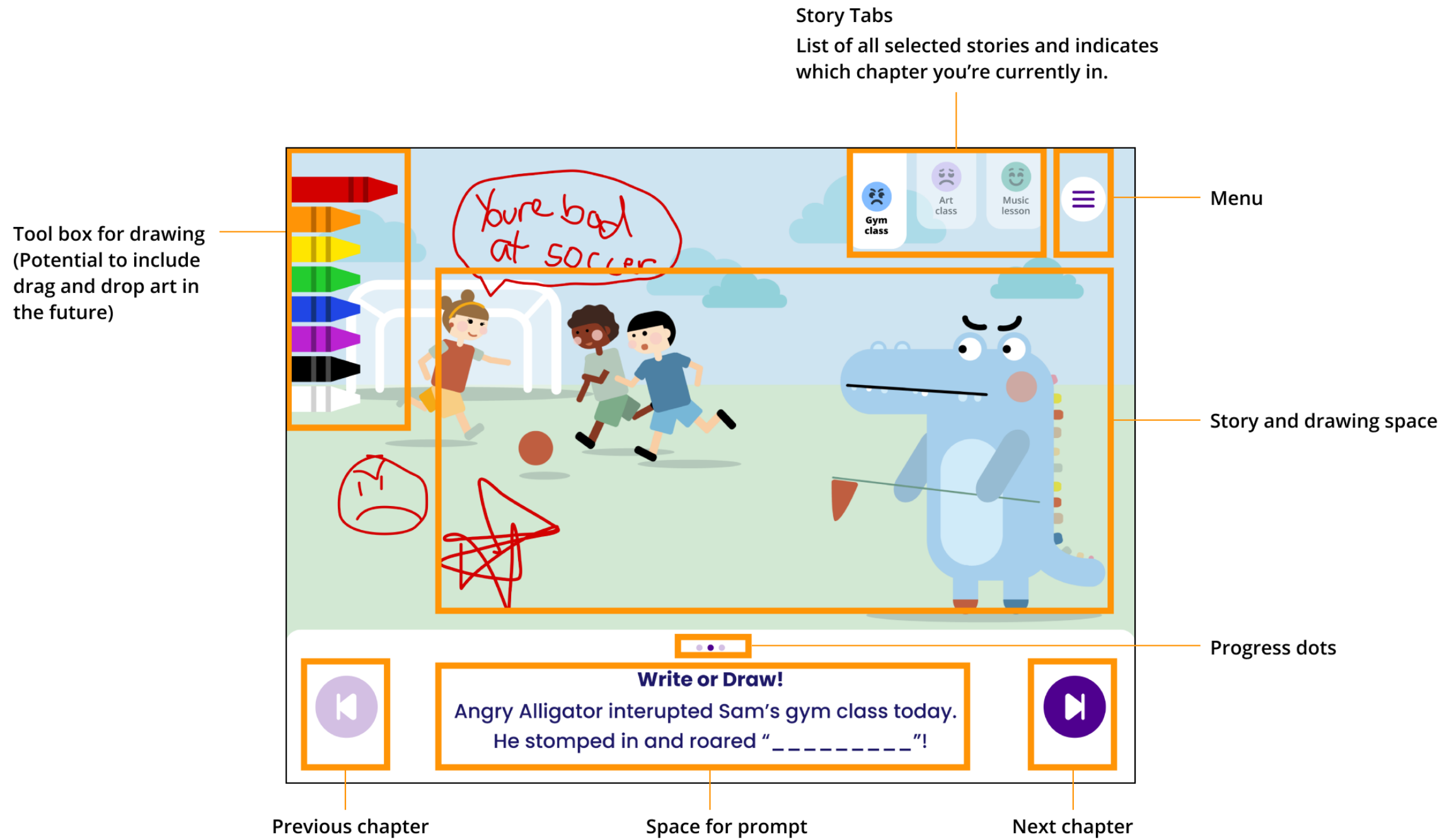
Summary Chart

Dropdown Selector for Story Feelings

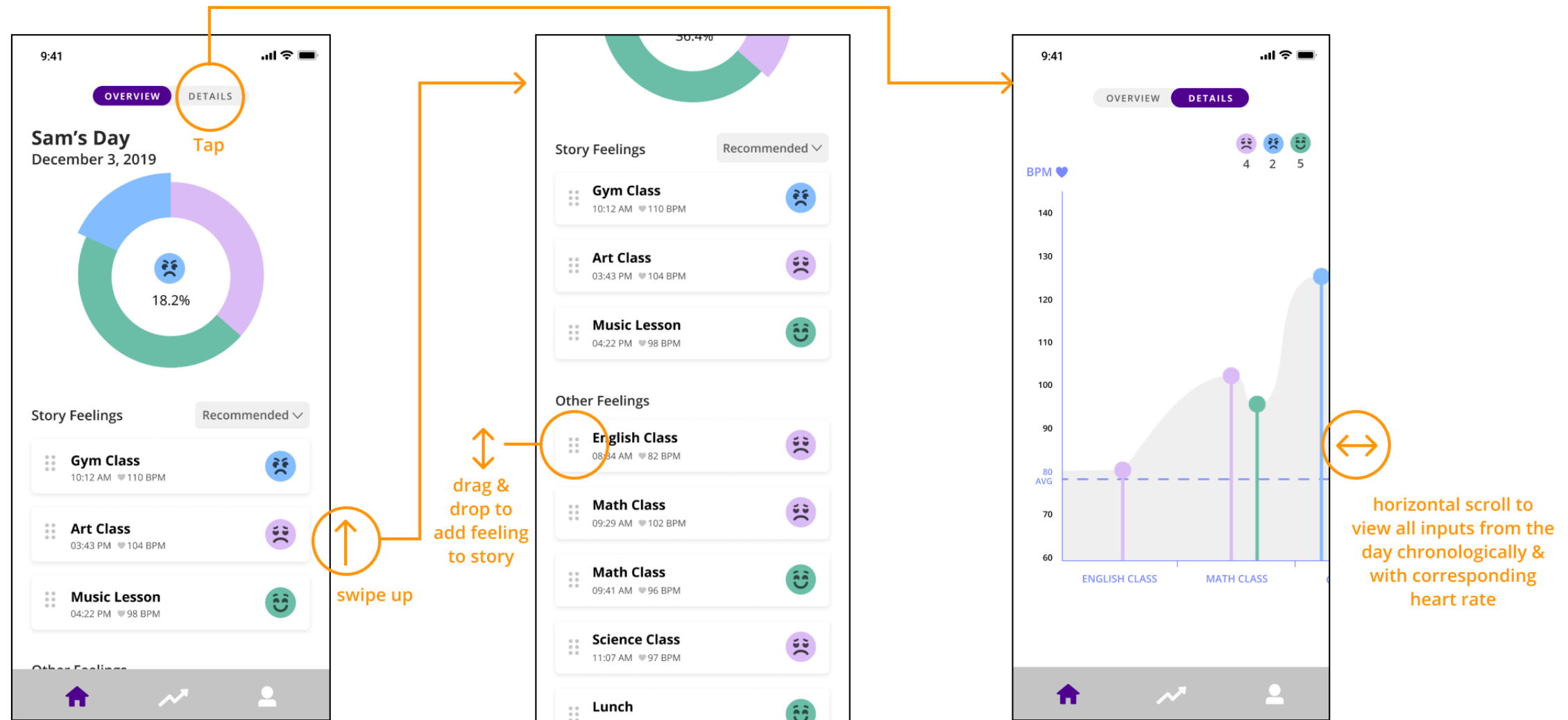
Selected Feelings for Story

Other Feelings from Wearable

Menu Bar

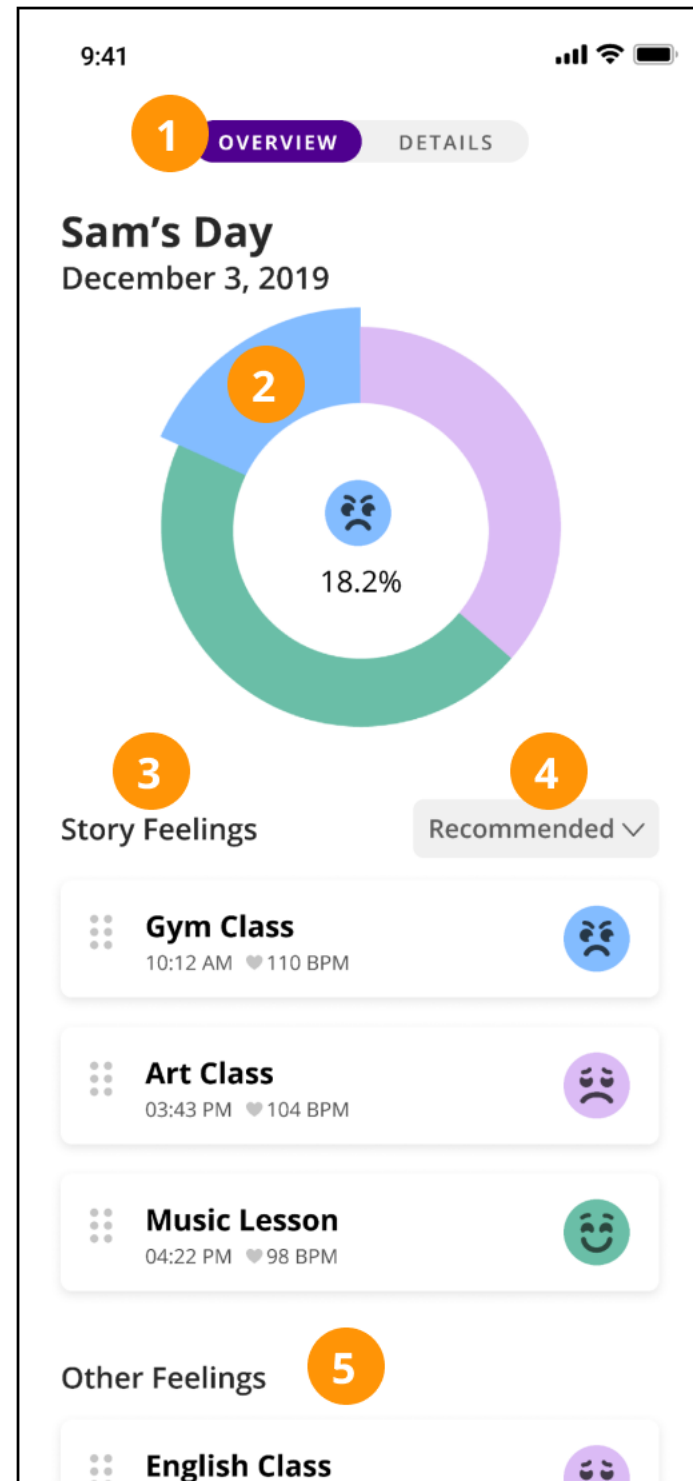


# 11 / Interaction Flow / Mobile

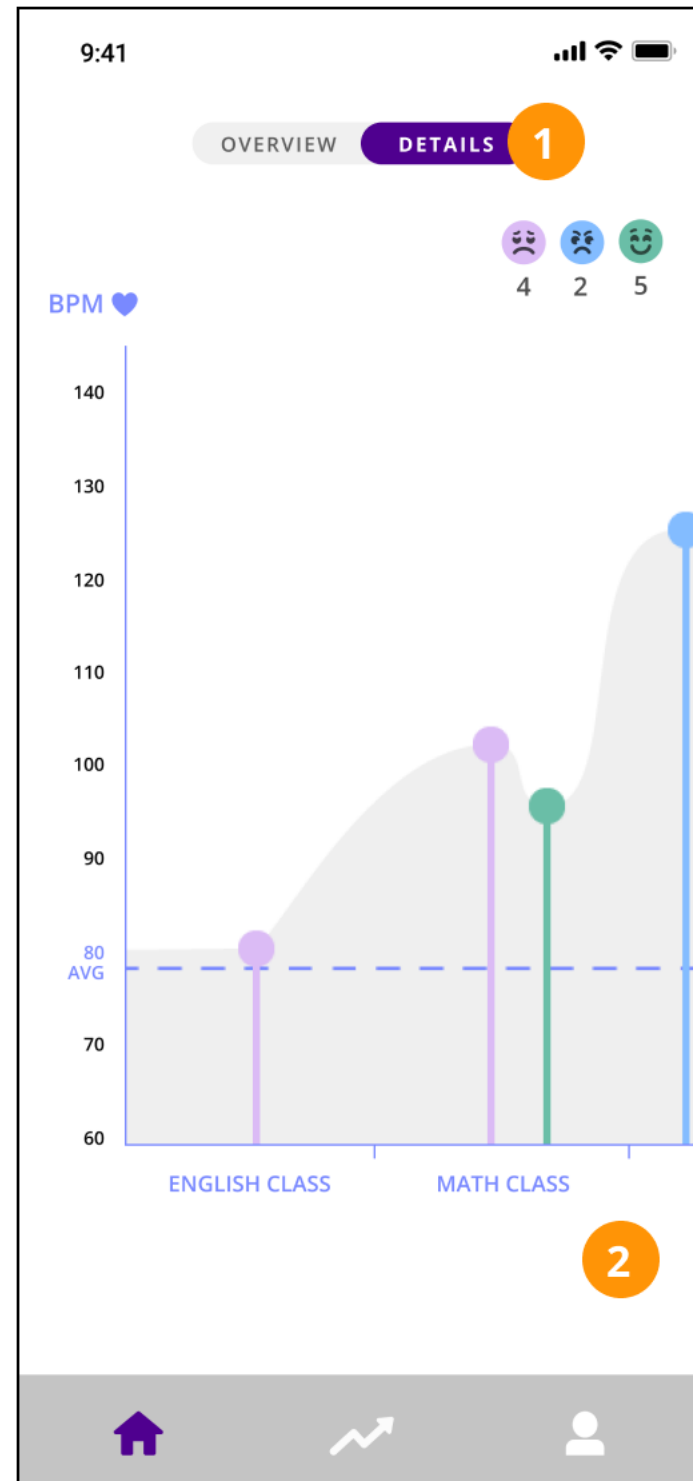


# 12 / Interaction Flow / Tablet





#	Description
1	Tap to see the summary chart of how child's day is going
2	When tapped, the piece enlarged and breakdown of child's day shows in the middle accordingly
3	This section shows how child is feeling in each activity during their day and the app automatically syncs child's inputs from the wearable with class schedule
4	Tap to activate a dropdown menu to filter by other options parent may rather discuss, such as highlights or pain points from the day
5	Scroll through other feelings. Hold and drag into story feelings to add feelings



#	Description
1	Tap to take a closer look at child's day in the details tab. Parents can see the time and heart rate of each individual input, and the general flow of the day as well.
2	Horizontal scroll to reveal more heart rate chart



#	Description
1	Tapping to change the story chapters
2	Tapping to see the menu settings
3	The stories that are recommended on parent's phone appear automatically on the timeline at the bottom of the screen
4	Tapping the play button to begin the story chapters

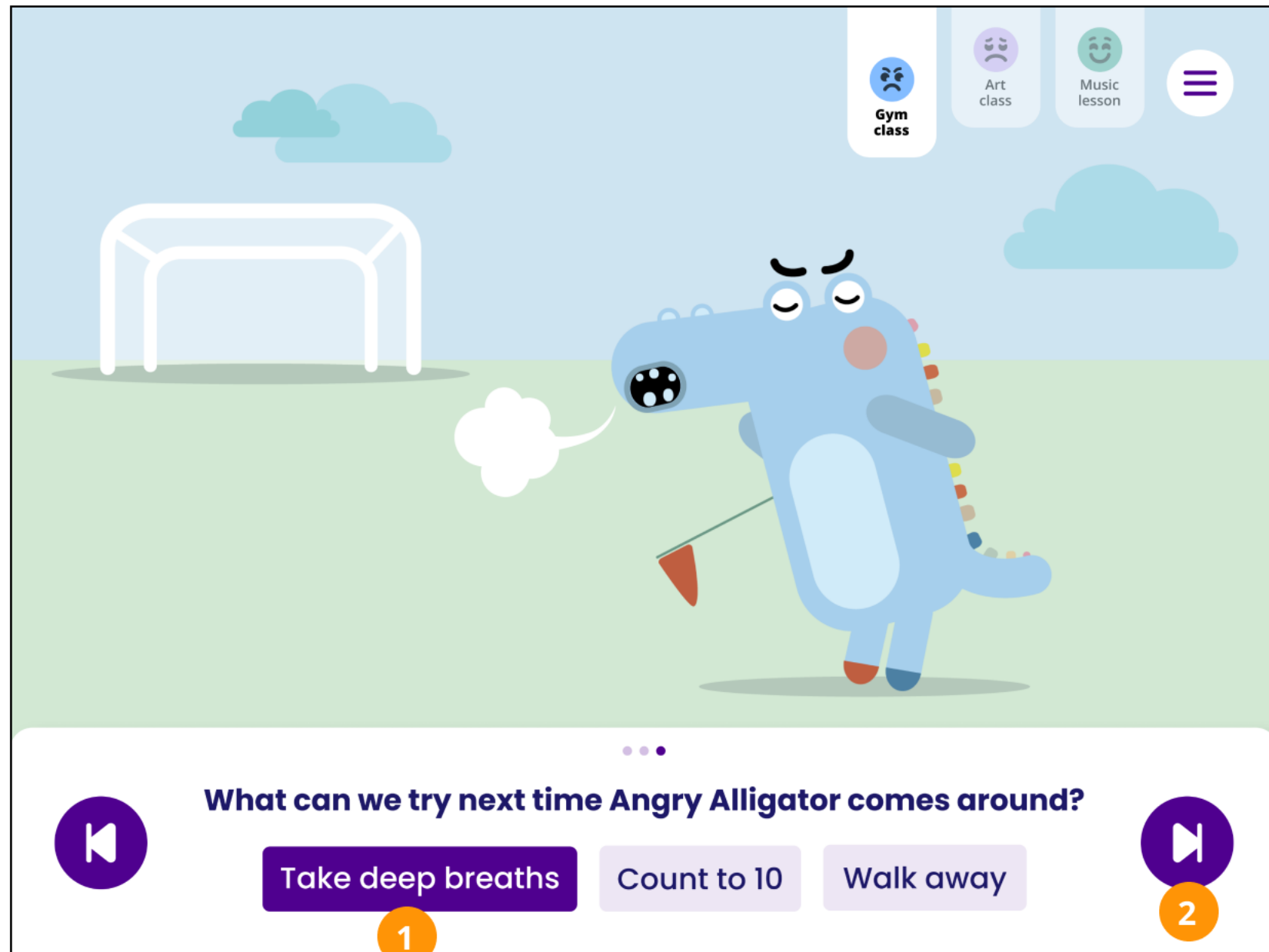


#	Description
1	Tapping to use selected color to draw
2	Prompt that encourages children to discuss what was happening when the feeling was logged
3	Tapping to go into the next story chapter

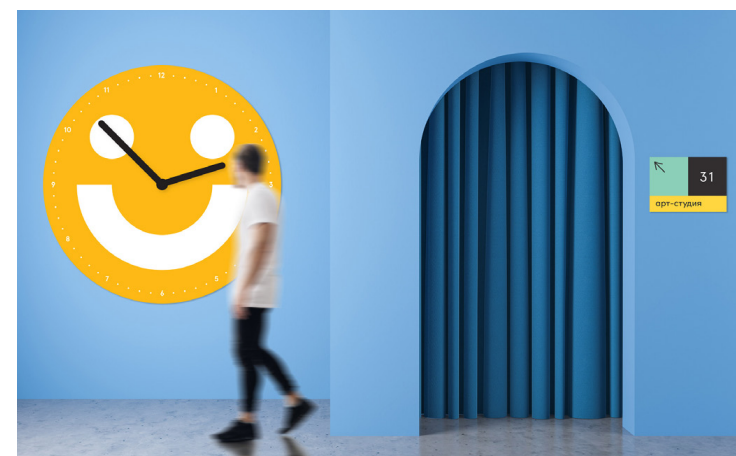
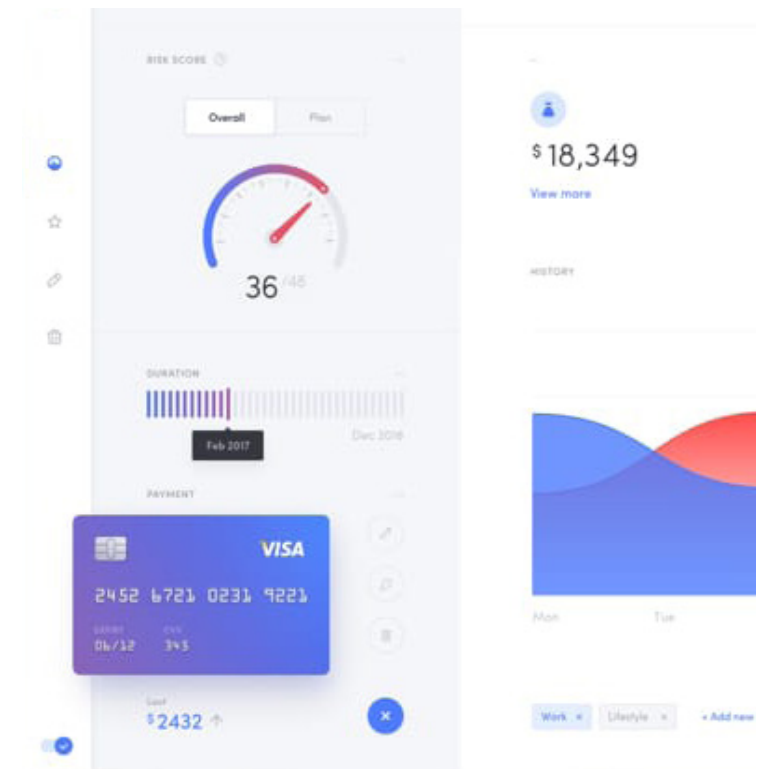
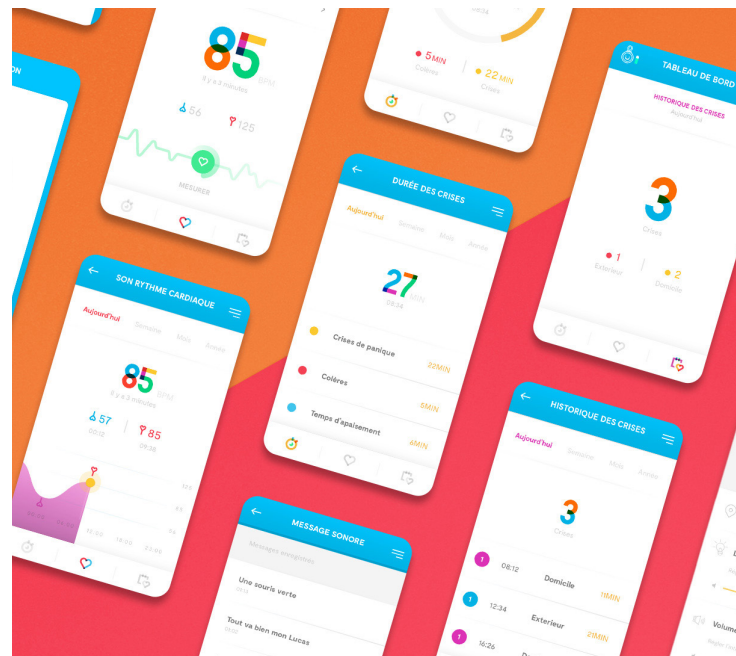
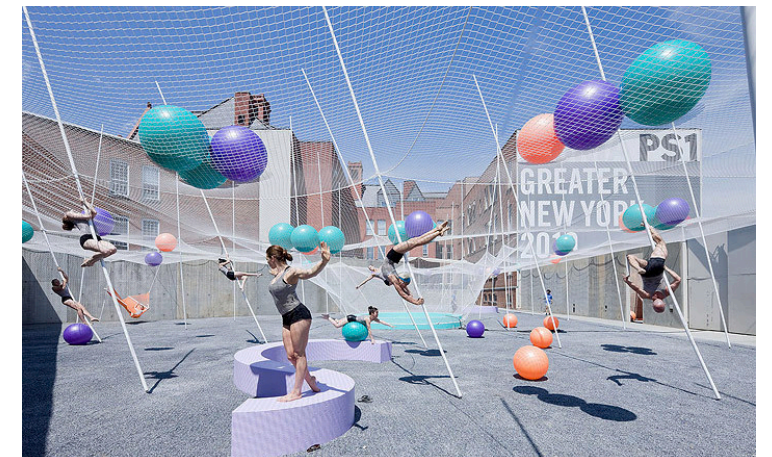




#	Description
1	Dragging slider to indicate how intense the feeling was
2	Tapping to go into the next story chapter



#	Description
1	Tapping to choose the coping skill and character will be animated to reflect the selected action
2	Tapping to go into the next story chapter



## General UI

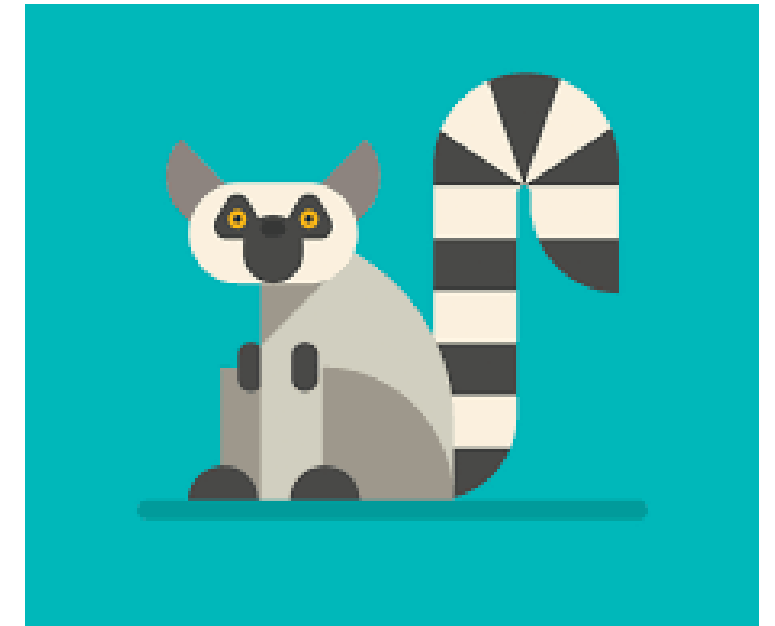
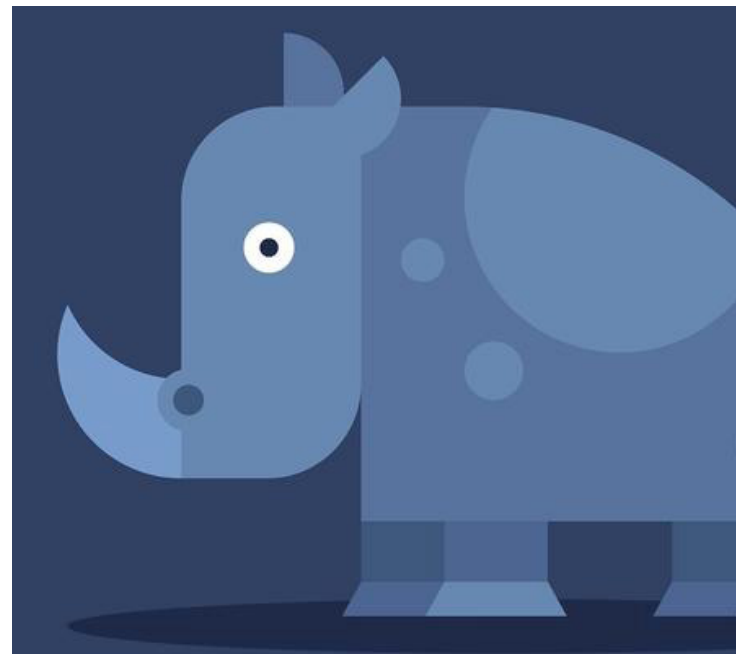
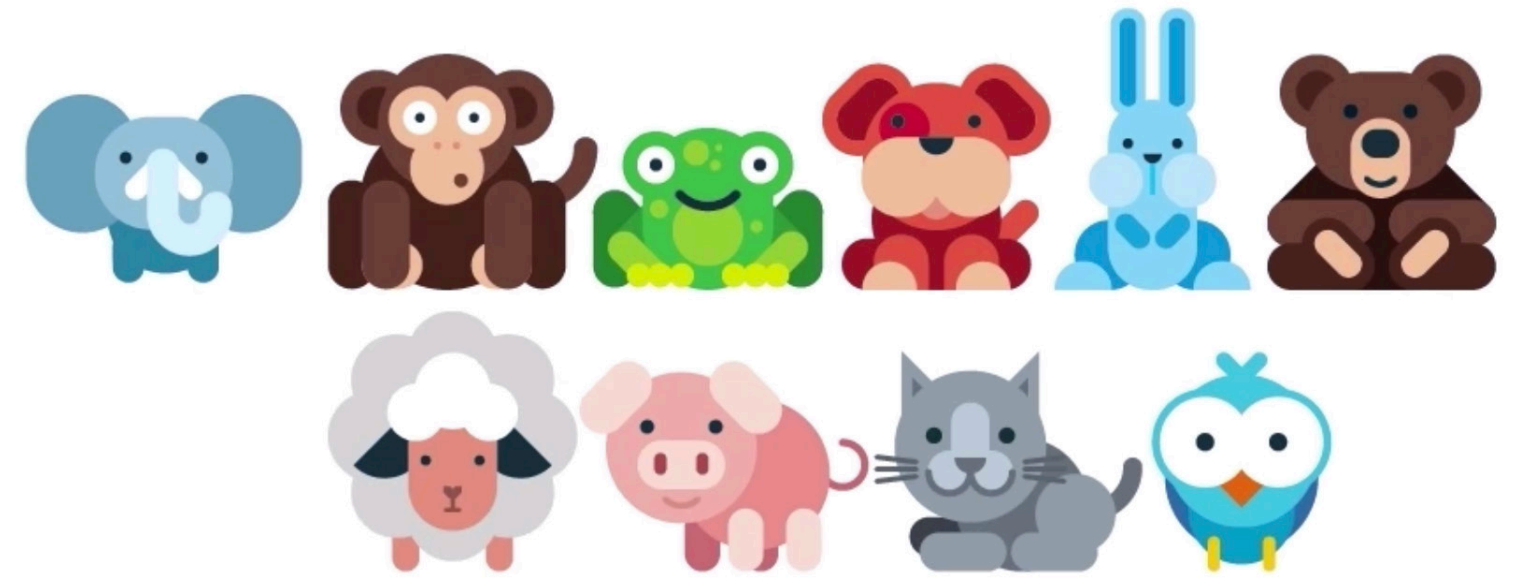
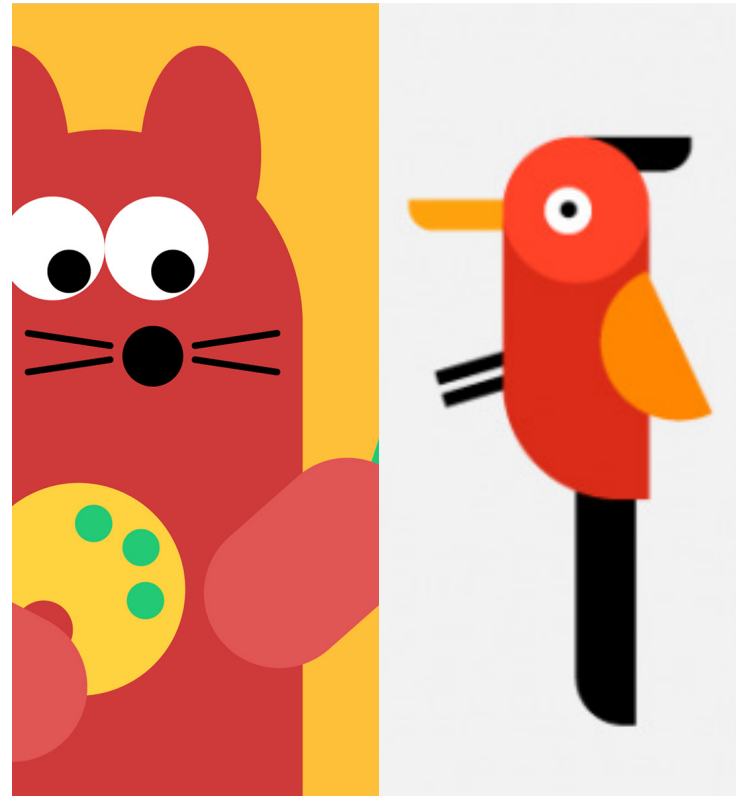
Playful but informative / Inviting / Trustworthy / Friendly / Non-judgmental



## Child Wearable

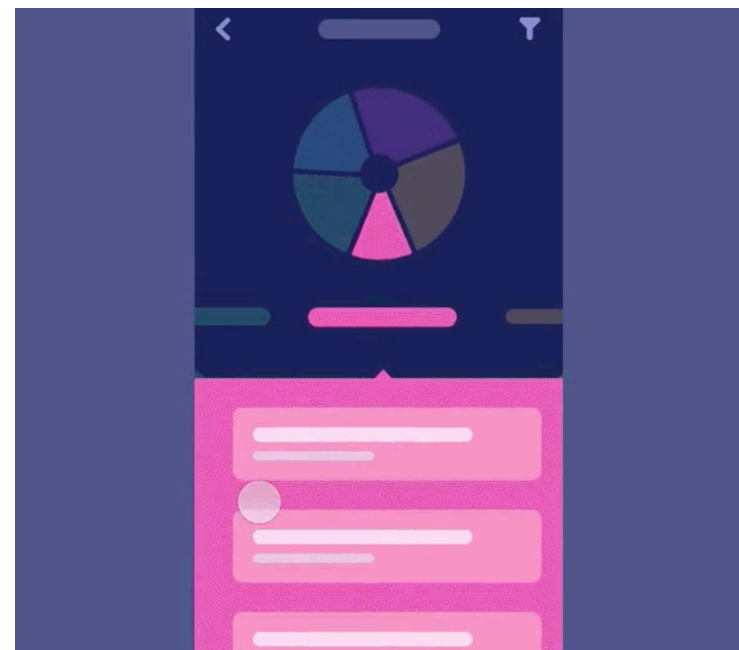
Chunky / Playful / Durable / Colorful / Geometric / Streamlined / Screenless





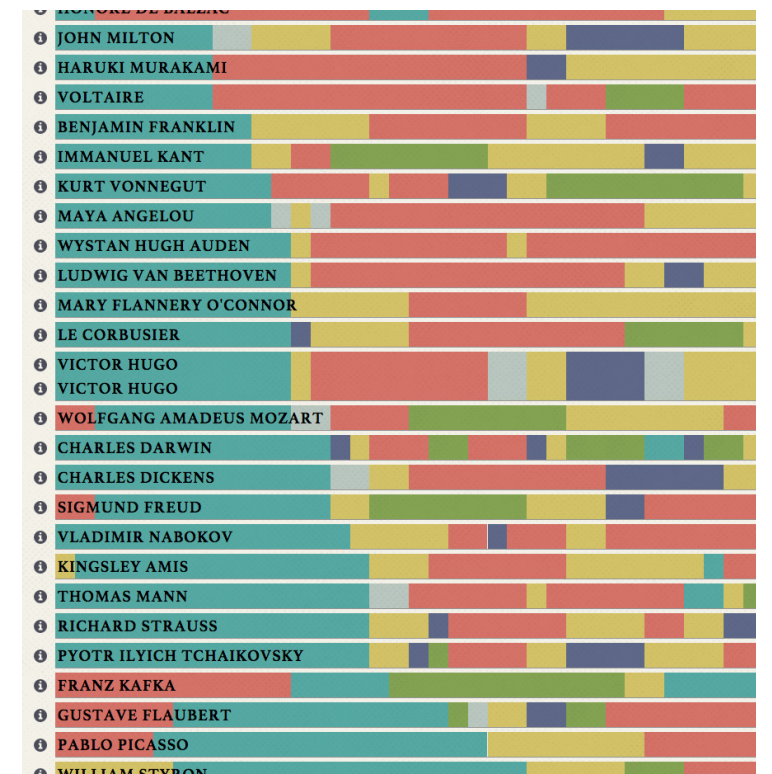
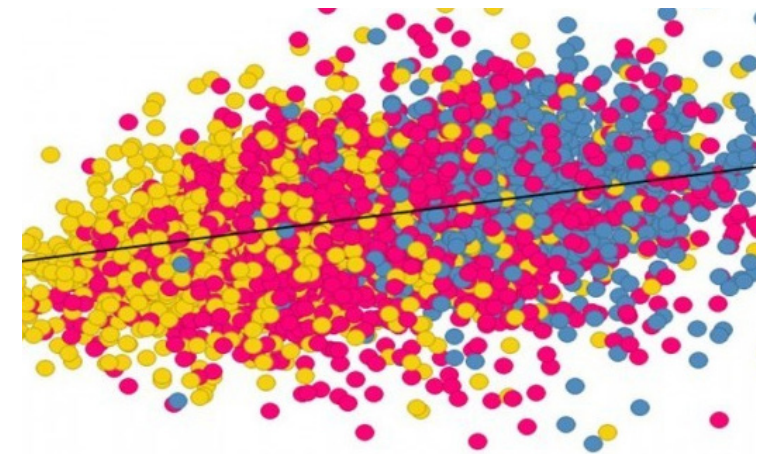
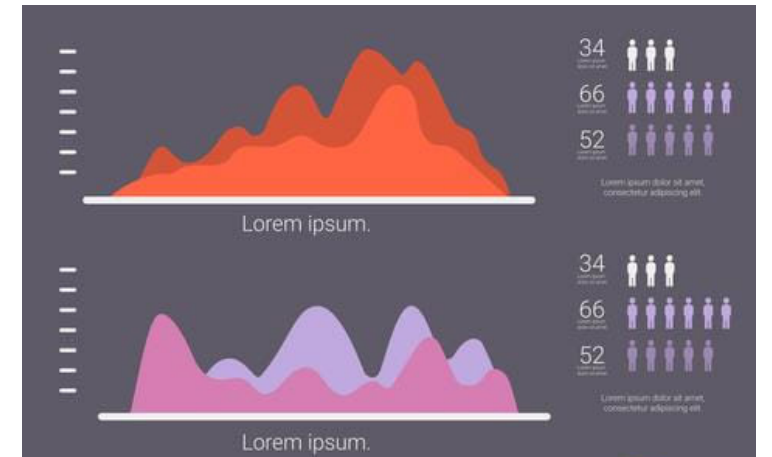
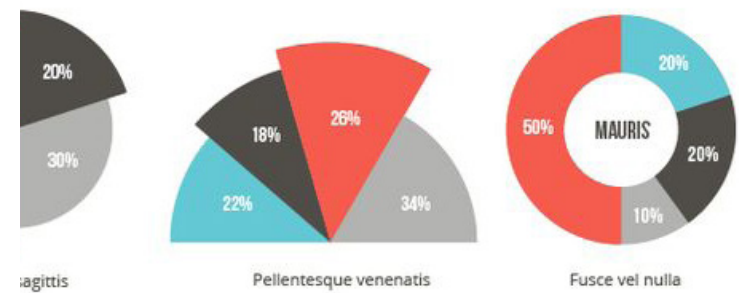
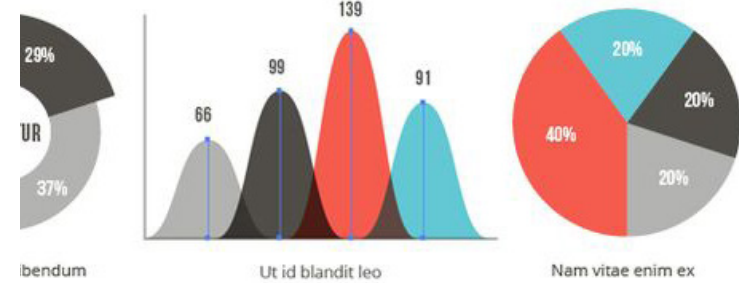
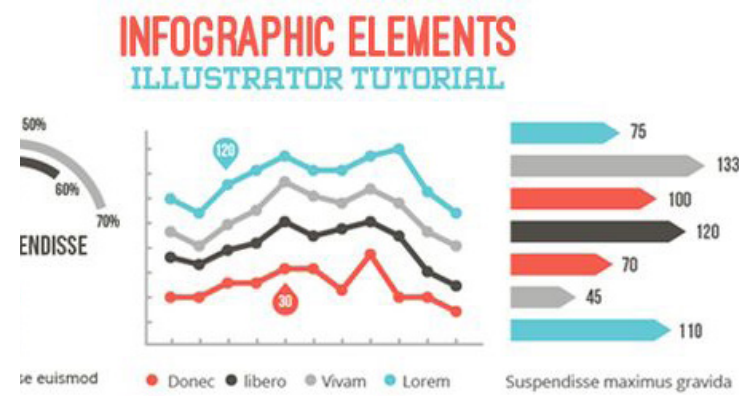
### Illustration Style

Colorful / Flat / Subtle Texture / Simple shapes / Geometric / Light-hearted / Friendly



## Data Visualization

Approachable / Digestible / Non-judgmental / Flat / Informative / Trustworthy / Insightful



## Type

Story UI: Poppins

# Greeting – Bold, 150 pt

H1 – Bold, 32

H2 – SemiBold, 30

Label/Body – Medium, 32

General UI: Open Sans

Label Large - Bold, 30 pt

H1 - Bold, 24 pt

H2 - Semibold, 20 pt

H3 - Semibold, 16 pt

Label Bold - Bold, 16 pt

Label Text - Regular, 16 pt

Selector Label - Bold, 14 pt

Selector Item - Regular, 14 pt

Description - Regular, 11 pt

GRAPH LABEL - SEMIBOLD, 12 PT, ALL CAPS

## Color

Brand Colors



#7989FF



#4F008F



#549887



#1D1868

Feelings Colors



#83BCFF



#DBBBF5



#6ABEA7

## Logo



## Feelings Characters



## UI Icons



## Feelings Icons







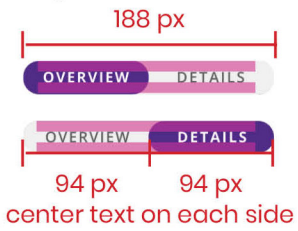
## 26 / Redlines / Mobile Components

### Footer

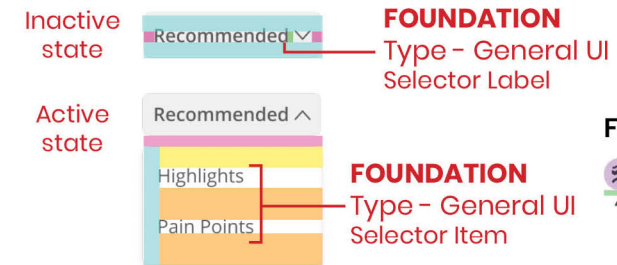


Evenly distribute icons in remaining space

### Top Nav



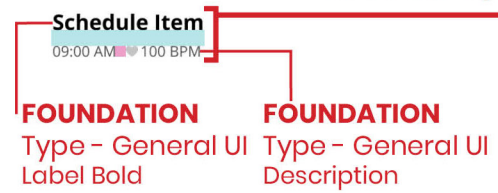
### Drop-down selector



### Feelings Legend

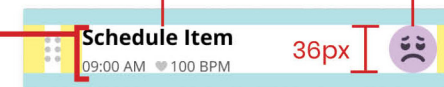


### List Item

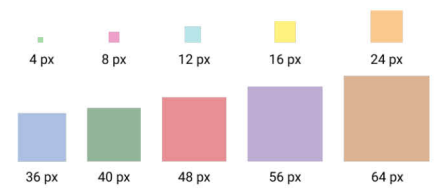


List Item composes Card

### Card



## Spacing Guide



**BRANDING**  
Primary Logo  
164 x 98 px



**FOUNDATION**  
Type - Story UI  
Greeting

# Hi Sam!

**FOUNDATION**  
Type - Story UI  
H2

Today is December 3, 2019

**COMPONENT**  
iPad Components  
Edit Button



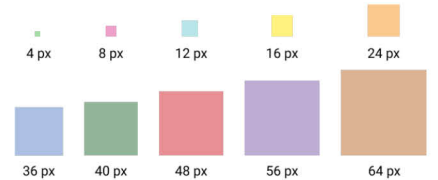
**COMPONENT**  
iPad Components  
Menu Button

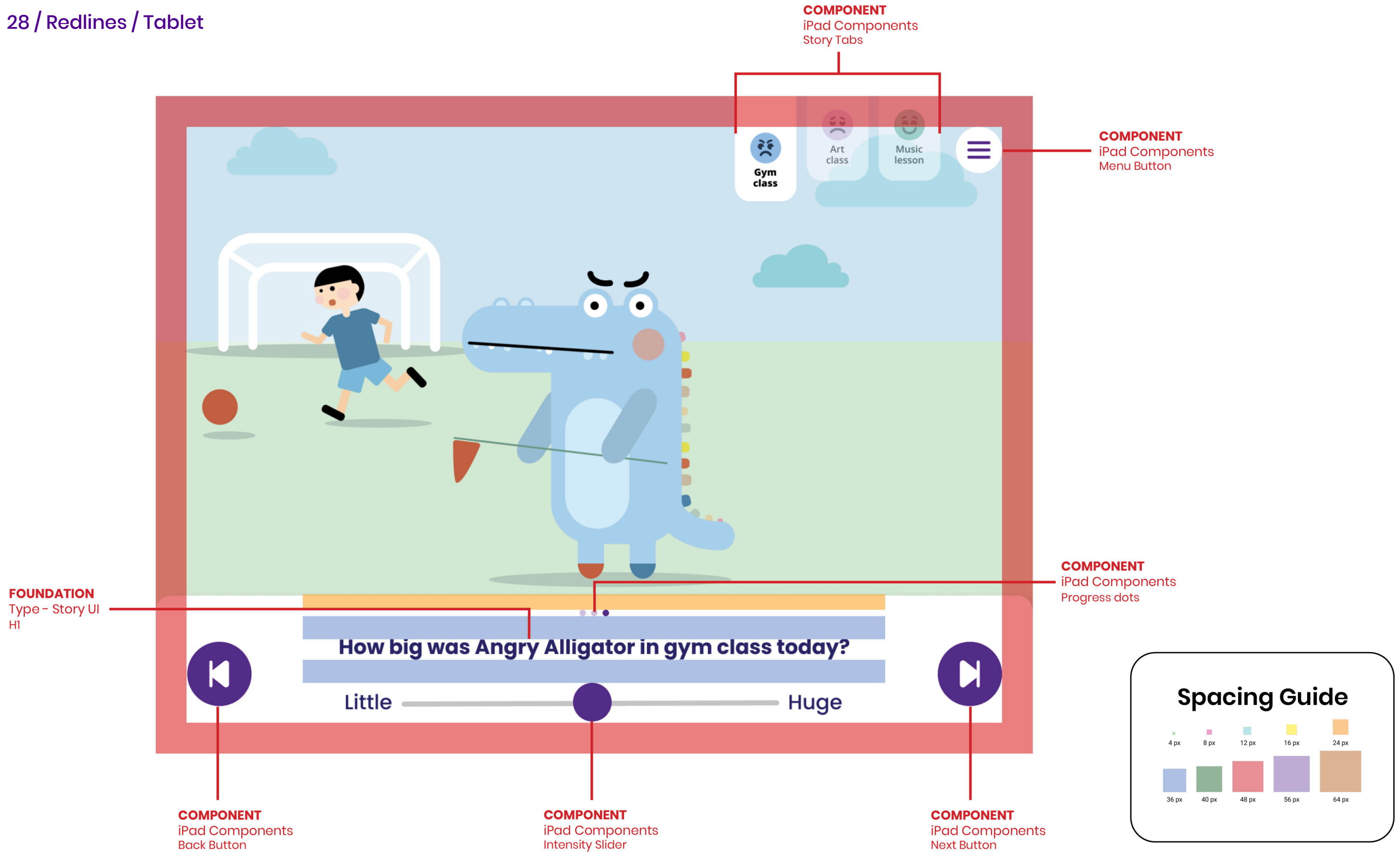


**COMPONENT**  
iPad Components  
Selected Feeling Card

**COMPONENT**  
iPad Components  
Play Button

### Spacing Guide





# 29 / Redlines / Tablet Components

