

Madison

here for you



CONTENTS



Intro	3
Problem solved	4
Description	5
Logo	6
Slogan	7
Color palette	8
Madison	9
Competing apps	10
Persona	14
User journey	19
Flow chart	20
Wireframe	21
Mockup	22
Prototype	24



“In a world filled with desperation,
a kind word can save lives.”

PROBLEM SOLVED

As people, we are not treating ourselves with the **kindness** that we **deserved**. We are often to deprecate ourselves, thinking that we are not **good enough** to fit the place where we belong. We live a lifestyle that imposes sacrifices in our **wellbeing**, for the sake of maintaining ourselves.

Being absorbed in a **life** that we basically work until death, we just got used to getting solitude as our daily **company**, closing ourselves in our **safety** bubble. While we run through a point into another without **thinking** anymore, we learn to silence our pain, for the sake of **protection**.

Madison is an app thought in help people in their **daily lives** using:

- Voice activator
- Interactive response
- Artificial intelligence
- Personal assistant
- Health tips
- Positive Reminder
- Mind wellbeing helper
- Organizer and planner

DESCRIPTION

Wouldn't be nice if we have something to remind us how **amazing** we are? A little light of hope to keep us **sane**? A **friendly** hand to help us with our daily challenges?

Meet **Madison**, your new virtual friend. She is here to give you a hand with **your life**. Even if it is a reminder to have your lunch, or that needed nice word when things are hard. She is able to simple tasks like remind you of your agenda, or simply remind you that you're not going crazy, it's just your period coming.

Madison is happy to help you.

With a revolutionary AI technology, Madison isn't just an app with pre-recorded generic phrases.

Madison is ready to impress you!



LOGO



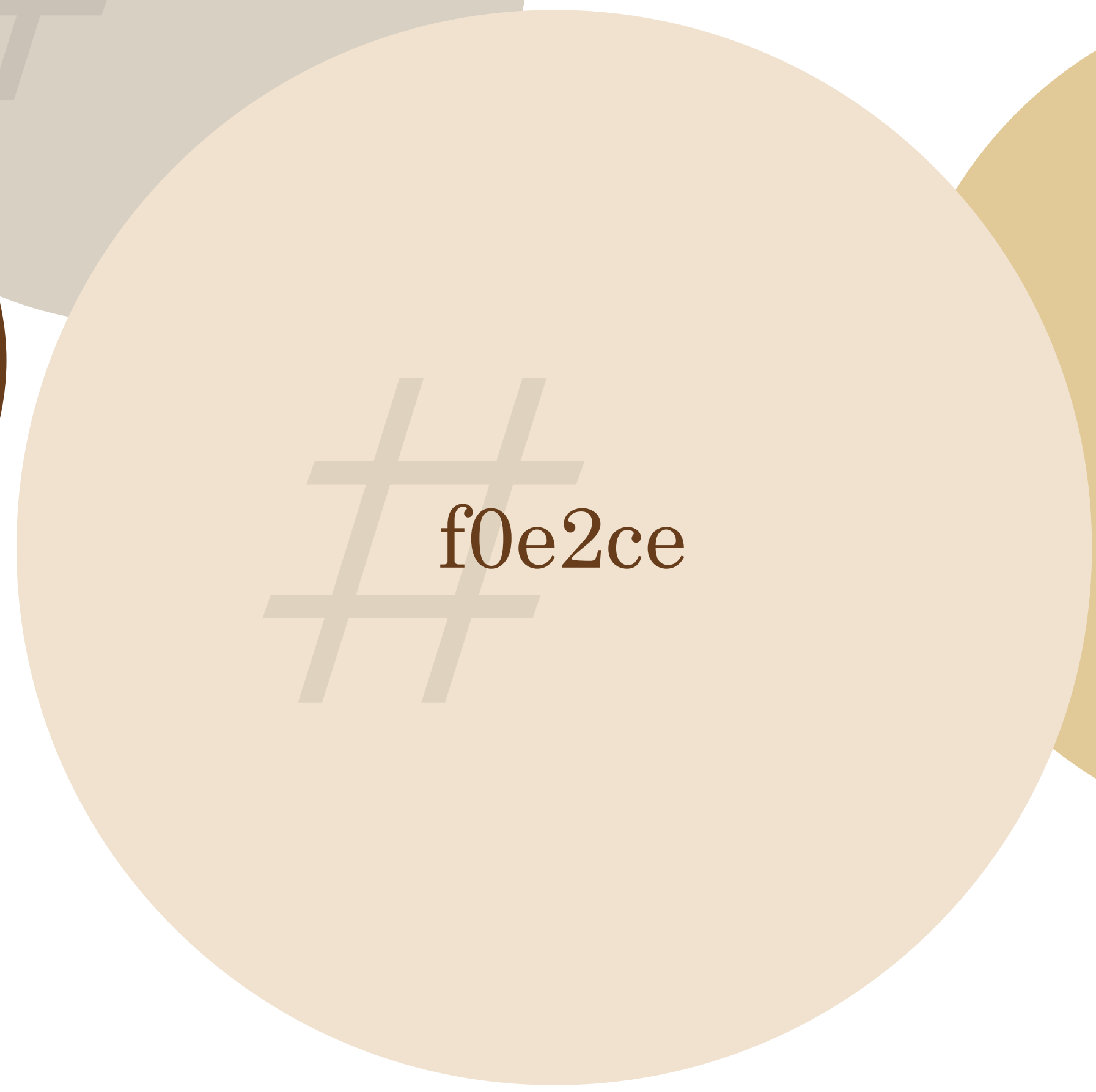
SLOGGAN



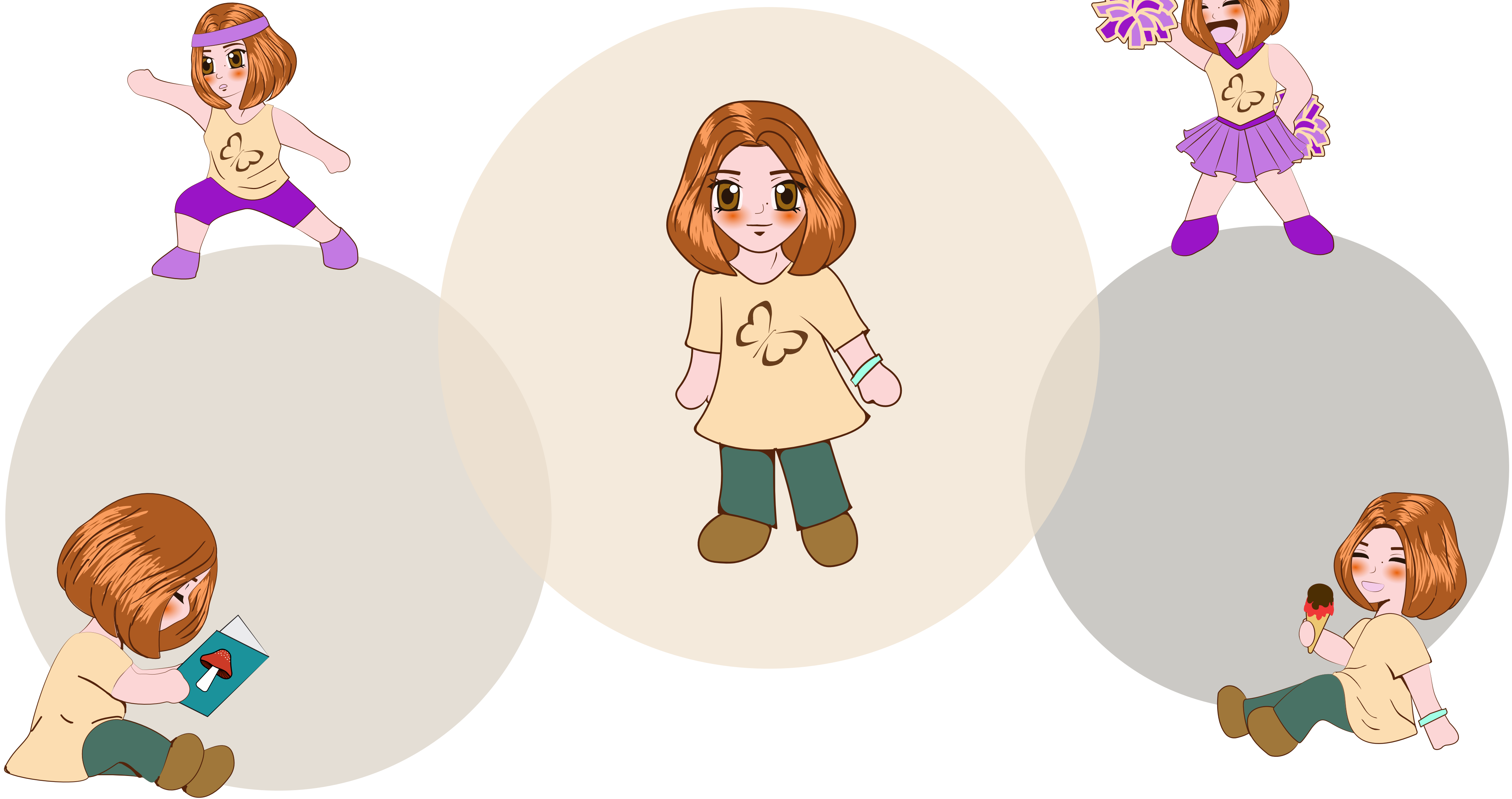
here for
you



COLOR PALETTE



MADISON



Description

We created **HelloMind** to help you make a change and feel stronger. You can use HelloMind anywhere, at **any time**, and at a low cost.

♥♥♥♥♥
4.1 of 5.0

THIS COMPANY IS A FRAUD

“This company is a fraud...”

HelloMind is a dishonest company and after my experience with them, I’m honestly **horrified** that they are still allowed to sell on Apple.”

hollygolightly26, 08/19/2019

This really does work!

“I tried this as a form of meditation because I was desperate - starting a new, demanding job and I couldn’t afford all the insomnia and poor concentration issues I’d been “enjoying” for years...”

Penoir, 03/12/2018



HelloMind

Description

...**Shine** can help light the way. It does so through a series of motivations, daily texts, audio clips, and longer-term projects, all of which focus on self-reflection yet keep things satisfyingly upbeat.

★★★★★
4.7 of 5.0

I am not a dog and don't want to be addressed as one

“Talk to yourself like a pet. Seriously.”
Seriously? Eat dog food...

...Speaking the language of dumb and basic was never considered a strategy for self respect, which makes this even more asinine.

jdiiebdnslkan, 04/01/2019

A MUST HAVE after 2020

“...I am so thankful and happy to have come across **Shine!**”

...
I was even more excited to learn that this is a minority and female owned company, so I had zero hesitation in paying for premium.

SillyRIO15, 01/07/2021

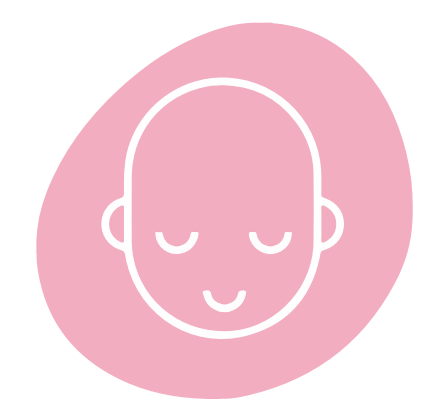
Description

Designed to help you overcome self-doubt, this app will help you live an empowered life. Gain confidence, boost your self-belief, and learn to think positively, so that you can handle any of the day's challenges.

♥♥♥♥♥
4.2 of 5.0

“ Boring. ”
Laura Smith, April 30, 2020

“ I feel so relaxed when using this app. I wake up less tense, his programme I certainly recommend highly. ”
Nicola Geraghty, March 10, 2019



Build Confidence

PERSONA



Age: 19
 Gender: Male
 Gender Identity: He
 Race/Ethnicity: Asian-American
 Education: High school
 Marital Status: Single
 Residence: Parent's house.
 Work: Game streamer
 Hobbies: Video games

Desktop: ♥♥♥♥♥
 Cellphone: ♥♥♥♥♥
 Social Media: ♥♥♥♥♥
 Personality: ♥♥
 Online Shopping: ♥♥♥♥
 Outside time: ♥♥
 Time for himself: ♥

Cody is a gamer streamer. He has 1 younger sister who challenged him to try this app. He doesn't believe in social or gender justice. He doesn't know how to take care of himself without a woman's presence around him. He feels superior to women in general.

😊 Persistent 😞 Impatient.

😊
 An app that is easy to use and is not stupid.

😞
 Cody doesn't like girly apps. He doesn't like to feel controlled and having heavy apps.



“Only my opinion matters. Whoever disagrees is wrong.”

Cody Feng

PERSONA

Age: 18
 Gender: Male
 Gender Identity: She
 Race/Ethnicity: White
 Education: High school
 Marital Status: Has a boyfriend
 Residence: Parent's house
 Work: Barista
 Hobbies: Doing makeup,
 Watching Animes



"If I don't remember,
 I didn't do it."

Desktop: ♥♥♥
 Cellphone: ♥♥♥♥♥
 Social Media: ♥♥♥♥♥
 Personality: ♥♥♥♥♥
 Online Shopping: ♥♥♥♥♥
 Outside time: ♥
 Time for herself: ♥♥♥

Sam is a fashionista and trans-gender woman going through transition now. She wants to be a successful digital influencer. She advocates for social justice and wants to contribute for a better world. She dreams of traveling around the world.

😊
 Easy-going
 Personality

☹️
 Perfectionist

😊
 An app that can help her
 through her transition.

☹️
 Sam needs something fast to
 understand and intuitive.



Sam Harington

PERSONA



“This will pass.”

Age: 21
 Gender: Female
 Gender Identity: She
 Race/Ethnicity: Black
 Education: Senior Publicity
 Marital Status: Single
 Residence: College dorms
 Work: None
 Hobbies: Reading,
 Cooking

Layla is a full-time student. She has 1 younger brother and doesn't know her father. She believes she can change the world. She would like to improve her social skills. She would like to fall in love. She wants to succeed in her career.

 Determination  Self-sabotage

Desktop: 
 Cellphone: 
 Social Media: 
 Personality: 
 Online Shopping: 
 Outside time: 
 Time for herself: 


 An app that can help her maintain a healthier routine.


 Layla doesn't like to feel controlled. She doesn't want an app that it feels she is not in charge of her life. She is not a huge fan of new technology.



Layla Summers

USER JOURNEY

Before

He saw his sister using Madison's app.

He downloaded the app just to make **fun** of his sister to use something so "silly"

He locked himself in his room and downloaded the app, **thinking** in new ways to tormenting even more his sister.



☹️ "How dumb it is using this app, and she should be ashamed of herself to do it."

☹️ "I will never, ever, in this lifetime will be using such a disgusting girly thing."

☹️ "Hm, where is the pink colors in this app?"

😊 "Wait, can I make this doll to be naked?"

First Interaction

He was **surprised** with the neutral color palette.

He reacted with **cynism** about the loading time of this app.

He wasn't that much **entertained** with this app, loosing his interest quicky.

He **changed** his mind about deleting the app after receive a positive message.

Cody is a gamer who grows up in a traditional and "macho" family. He didn't learn how to **take care** of himself without **depending** on a feminine figure. He always make pejorative jokes towards women. He **doesn't believe** in gender equality, nor feminism.

Outcome

He didn't **interact** with Madison for few days.

After a week, he decided to add his **preferences** and customized his avatar, starting to use for longer time.

He noticed **improvement** in his personal life. He uses Madison to look up recipes and stoped to make fun of his sister for using the app.

☹️ "Meh, so boring. I can't."

😊 "Guilty pleasure."

Cody Feng

USER JOURNEY

Sam is a **extroverted** person. She wants to be a digital Influencer. She is a transgender woman. Her **transition** is being a **difficult process**. She spends lots of time on social media. Keep her mental health is **challenging**.

Before

She feels **tired** after do a make up video.

She decided download the app after her followers suggestion. They are **worried** about her during transition.

She faster downloaded the app, thinking in what will be the content she will **generate** about the app for followers.



First Interaction

She doesn't expect **that much** about th is app.

She looked the screen for a while waiting to finish loading.

She was **surprised** to see Madison's avatar in the screen. She imediatly started to customized it.

She shared her customization process with her followers, **generating content**.

Outcome

She was **curious** about "Madison Help" function.

She got **bored** about reading the whole tutorial about. She sticked with the short version.

She feels **impressed and satisfied** about the app, recomending for others in similar situation.

"Let me see what is this all about."

"CUUUTE"

"Can I choose her clothes?"

"I want her to look cute and stylish."

"Wow, such a heavy app."

"Madison is GREEEAT! I LOVE IIIITTT!!!"

Sam Harington

Layla is a **instrospective** person. She finds **difficult to interact** with people. She is **upset** with herself, feeling that people easily takes advantage of her. She wants to be **more confident** about **herself**.

Before

She feels **frustrated** after a difficult day.

She was **irritated** to see repetitively the advertisiment and decided to download the app to give a bad review.

Her internet was bad, and she **give up** try to use the app. She tried again after 2 weeks.



“Why is Facebook showing me this again?”

“Ah, cute!”

“Hm, why I can’t have a black doll, like me?”

“Hm, I can customize the doll, ok.”

“Ok, whatever.”

First Interaction

She didn’t have higher **expectations** for this app.

She was **surprised** to see Madison’s avatar in her screen.

She still **interested** to see what else this app has to offer after her dinner.

She was **pleased** with her first daily interaction with Madison next day.

Outcome

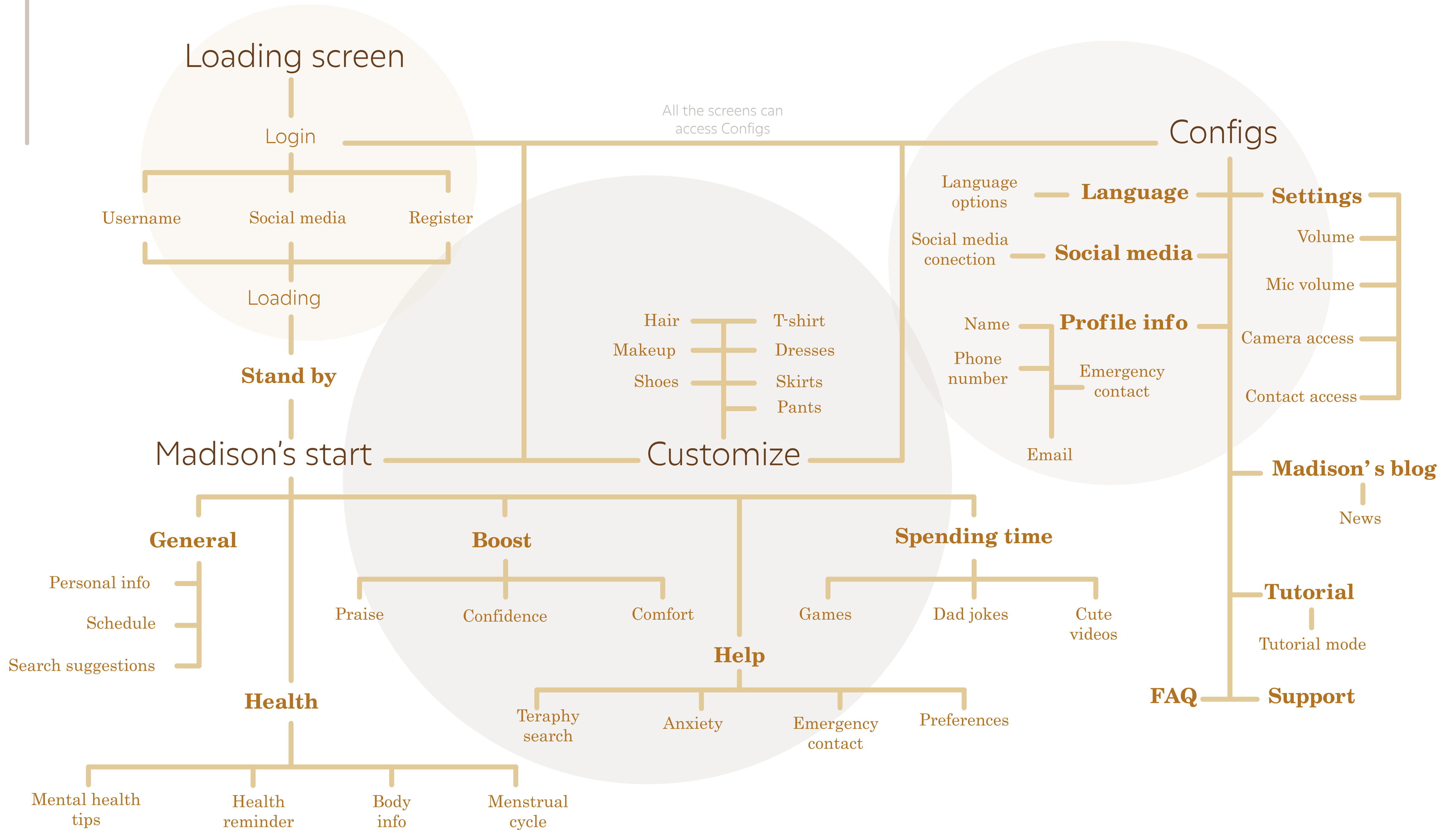
She noticed **improvement** in her daily routine because of Madison’s wellbeing messages.

She **changed** her mind about giving a negative review and drop 5 stars for this app.

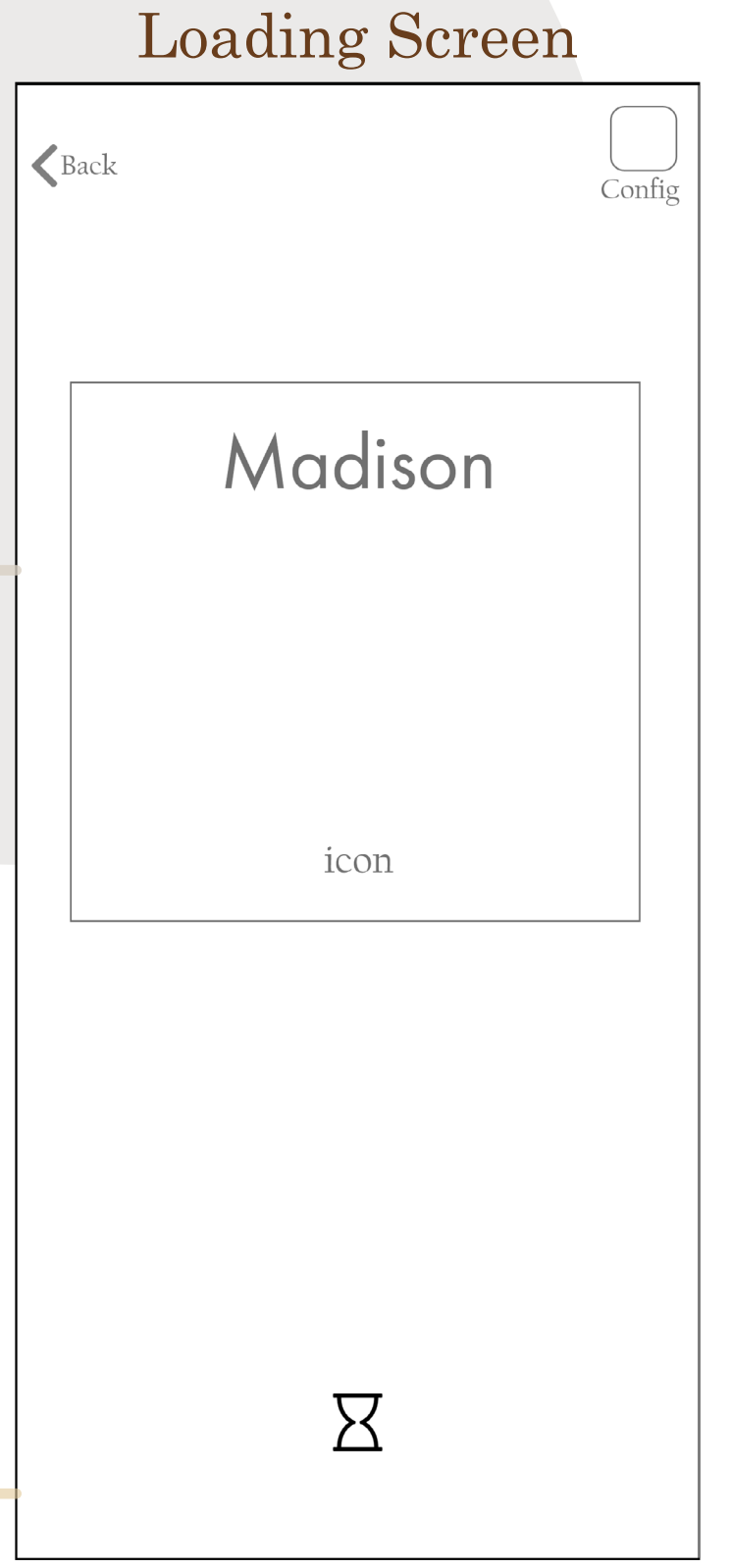
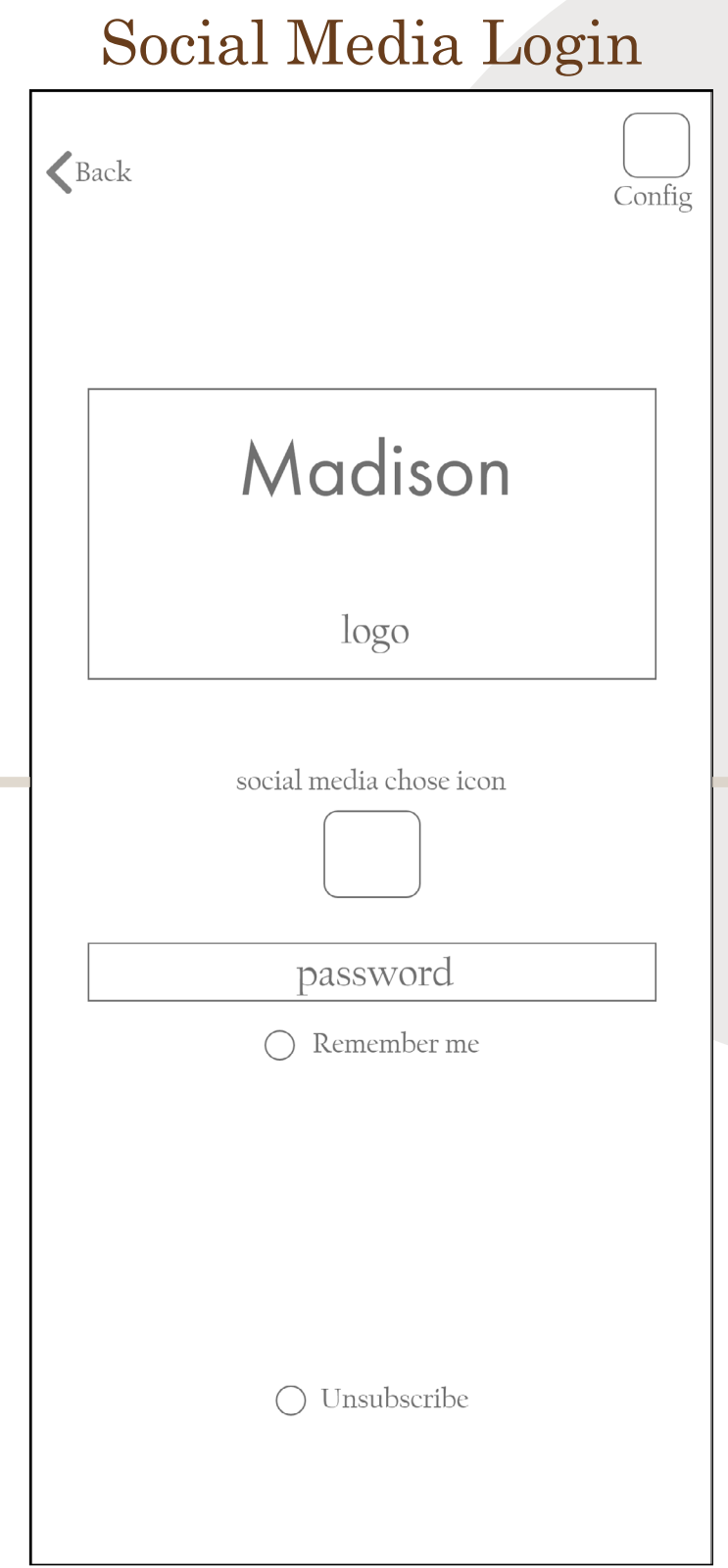
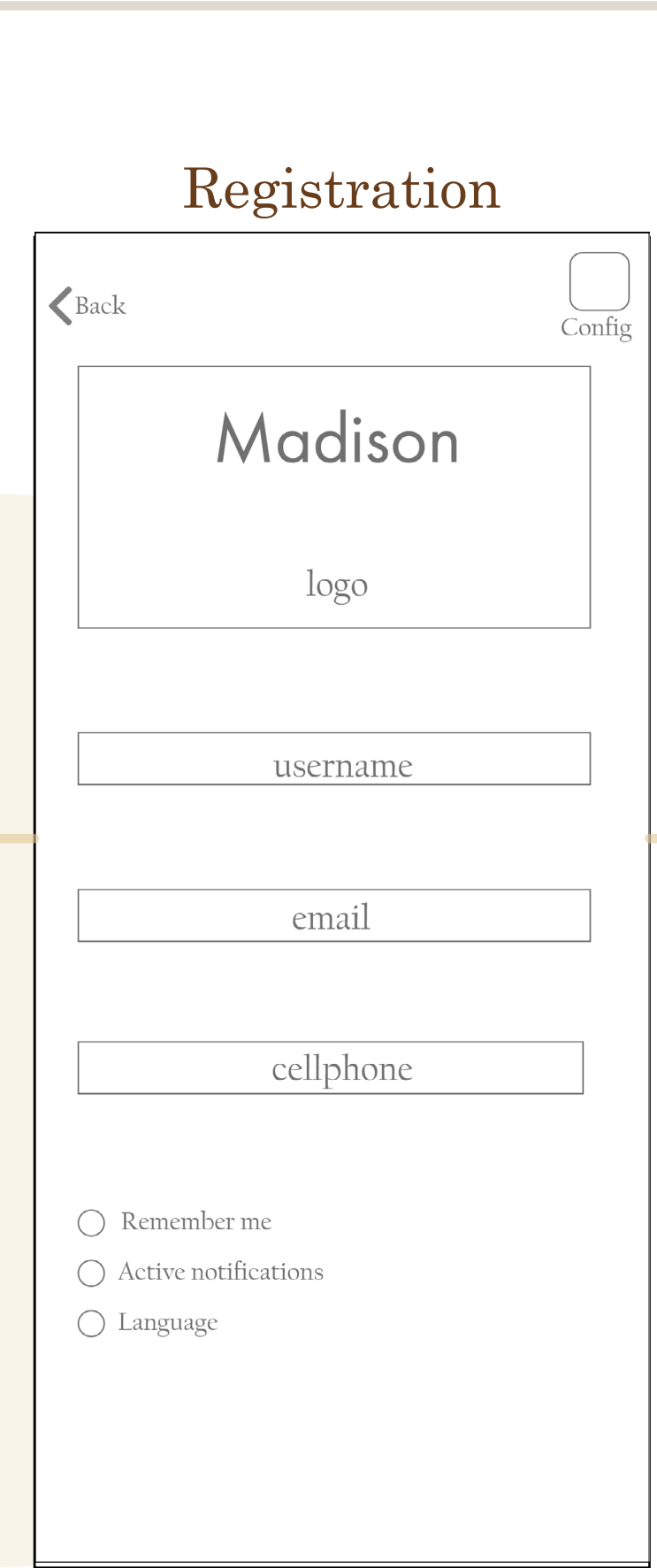
“How did I live this long without Madison in my life?”

Layla Summers

FLOW CHART



WIREFRAME



Login

WIREFRAME

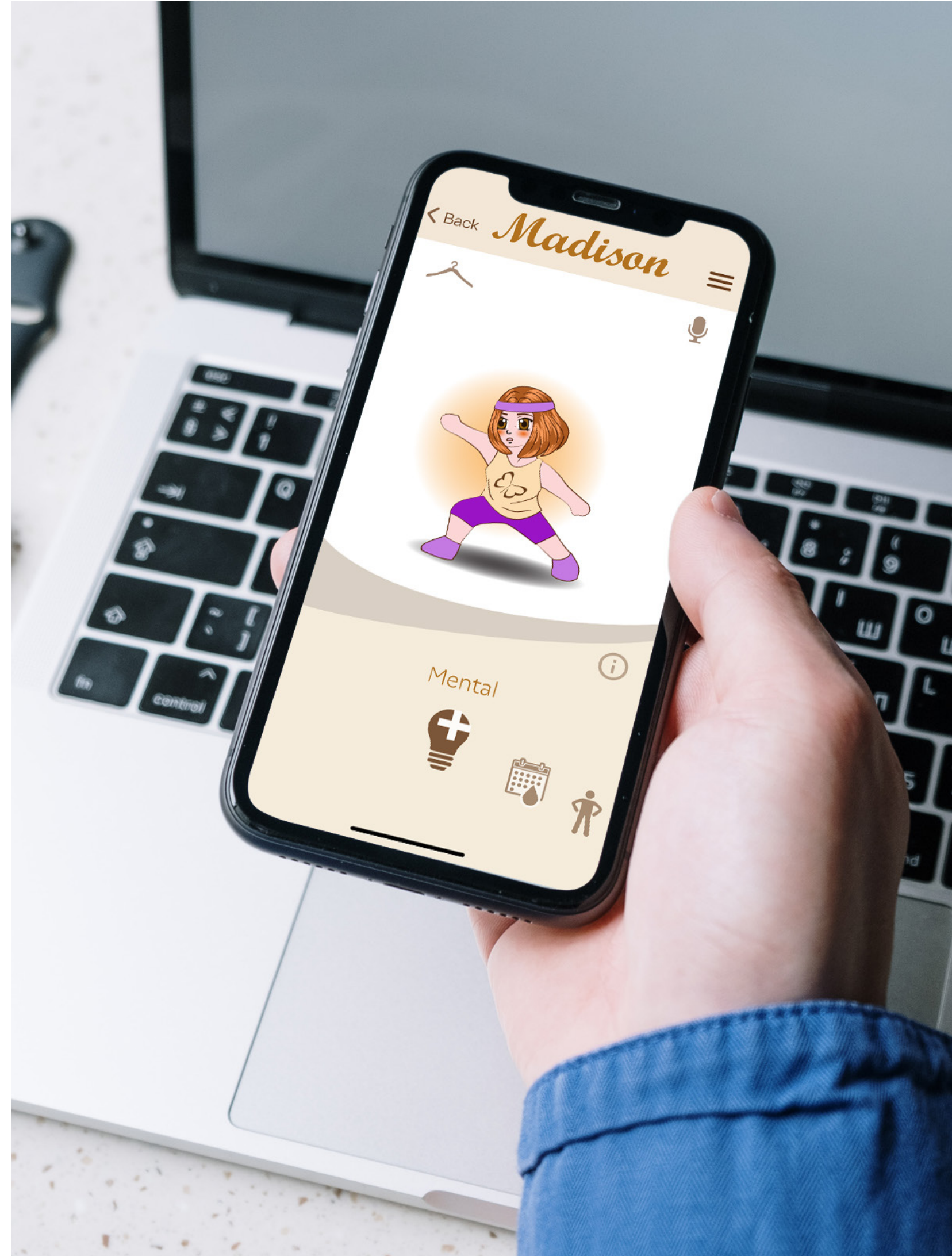


Main

MOCKUP



MOCKUP



PROTOTYPE

To see more, visit:

Madison App