

DiarWe

interactive journaling to
connect, share, and learn
between generations

Team DiarWe



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1.
Why DiarWe?

Diary + You & Me

= DiarWe!

DiarWe

Interactive journaling to connect, share, and learn between generations

Most people have experienced generational gaps at some point in their lives. Our vision for **DiarWe** is to bridge that gap through daily, interactive journal entries.

Through **DiarWe**, we hope to turn the act of personal journaling into a shared experience between you and those you feel a generational disconnect with.



Problem

Intergenerational relationships are everywhere: between grandparents and grandchildren, parents and children, aunts and nieces.

Yet, **miscommunication** and **disconnects** often become prevalent due to **generational differences** in slang, pop culture, technology, and more.

Solution

An **interactive journaling app** that harnesses **deeper connections**, facilitates **personal learning**, and **bridges intergenerational gaps** through shared first-POV journal reflections.

2.

Market Research

who are our competitors?

Journy

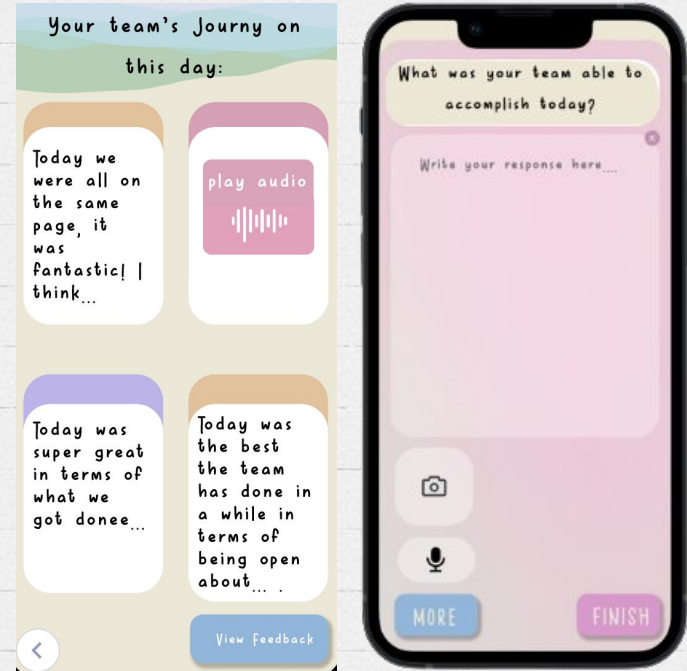
JOURNY

What Worked

- X Collaborators share daily reflections with their team via pre-generated prompts
- X Prompts helped users “scaffold the structure and content” of journaling

What Didn't Work

- X Users expressed need for ability to join, facilitate, and navigate easily between multiple teams
- X Confusion surrounding task execution mentioned above due to unclear design



Journy

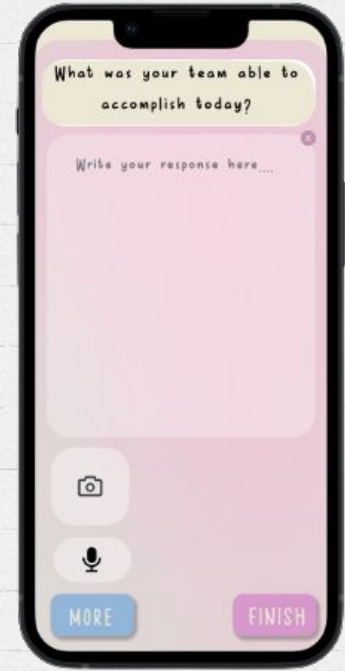


What Makes DiarWe Unique

- X DiarWe champions inter-user interaction, focusing on users being able to easily connect, interact with, and navigate between one another's journal entries.

Implications

- X Users don't like platforms that are hard to navigate. Especially considering DiarWe includes older generations in its target audience, we must focus on clean, simple, and accessible design



Agapé

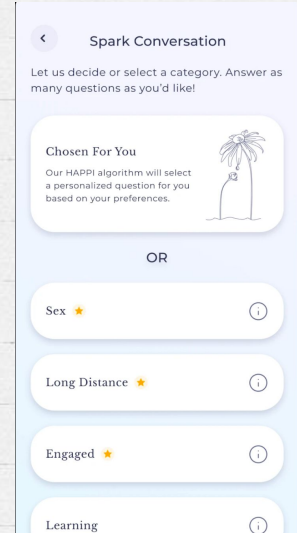
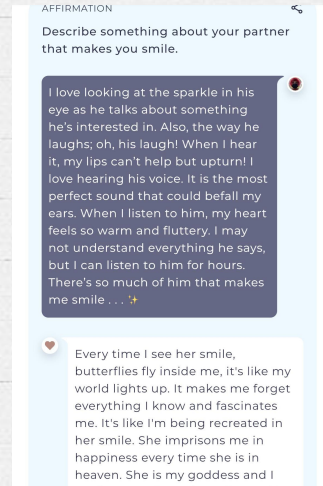


What Worked

- X People in long distance relationships feel more connected with their partners when answering the app's questions
- X Works well when both parties are invested into the app

What Didn't Work

- X Some feel that the app sends too much notifications, which seems to frustrate users
- X Some features are only available to premium users



Agapé

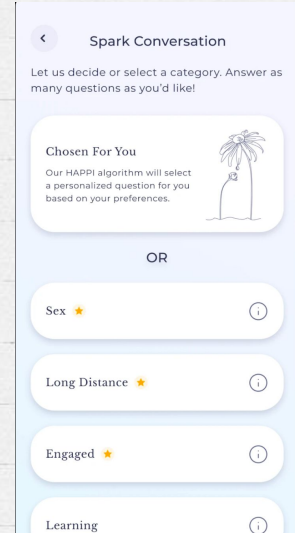
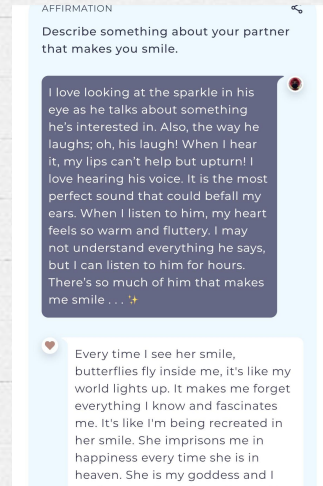


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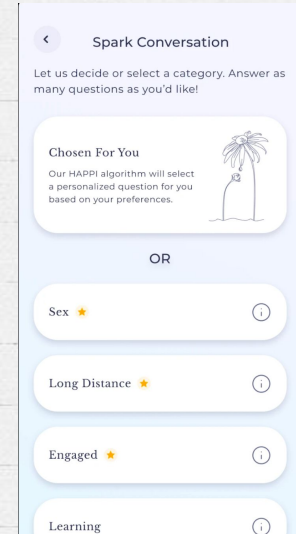
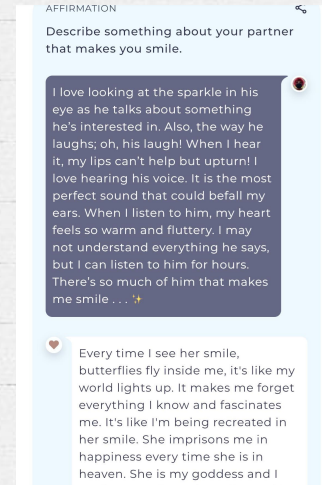


Why DiarWe is unique

- X DiarWe is unique because in addition to text prompts, we leverage multimedia such as songs, pictures, videos, or even voice memos to more deeply engage parties

Implications

- X Need to ensure that our notifications are useful and don't spam the users
- X Many users deleted Agapé for this reason



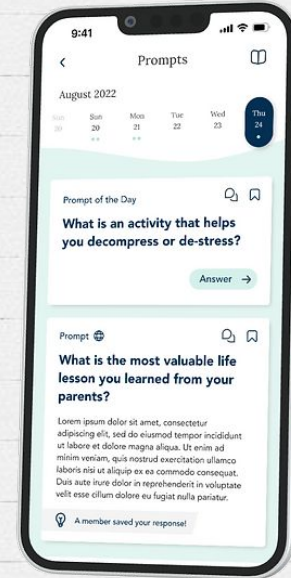
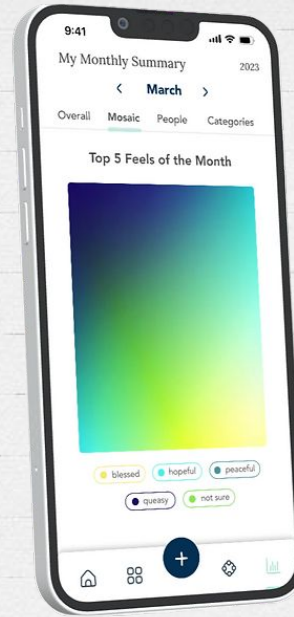
Penciv

What Worked

- X Social journal; users track emotions over time
- X Users can connect with their feelings via color and add voice + photos to share honestly with friends and loved ones (or anonymously) daily

What Didn't Work

- X Users think optional prompts are quite removed from the main goal of the app: to unpack daily thoughts and current wellbeing
- X Users are unable to comment on other's responses to the optional prompts



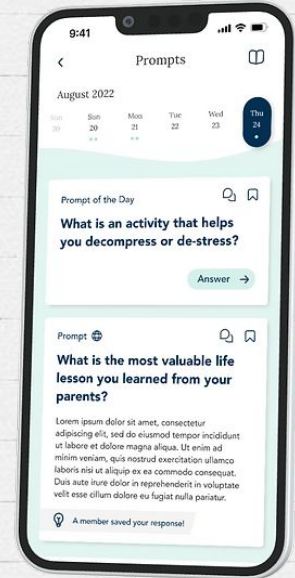
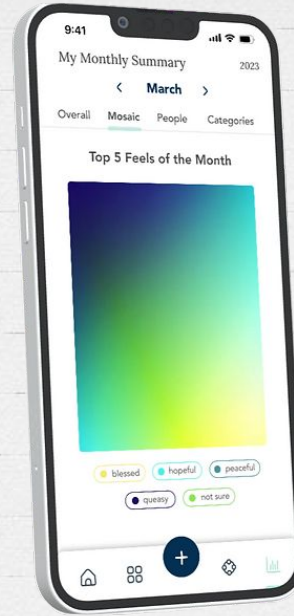
Penciv

What Makes DiarWe Unique

- X Prompts are integrated into the journaling experience to connect people via shared elements of culture and life.
- X More focused on learning about generations and broadening one's worldview, not just reflecting

Implications

- X We must ensure that our prompts focus on bridging gaps and connecting users. We should also focus on intergenerational learning in addition to reflection



Retro - Feel Good Social

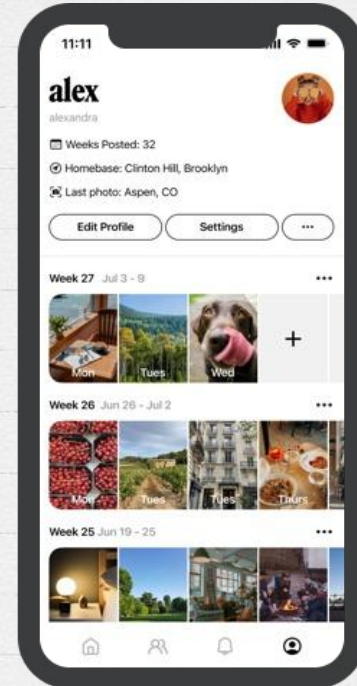


What Worked

- X Users feel they can be unfiltered and authentic when sharing their meaningful moments
- X Gives users opportunities to share freely with friends and family

What Didn't Work

- X Writing features were not robust enough for description-rich photographs
- X Users felt that it was too similar to Instagram stories and other preexisting social media platforms



Retro - Feel Good Social

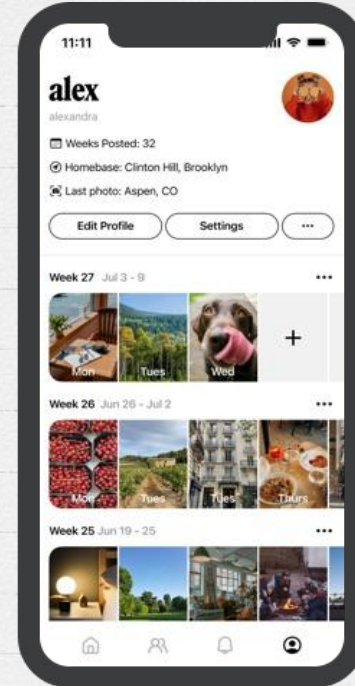




Why DiarWe is Unique

- X DiarWe allows users to share photos from both present and the past; we particularly encourage older generations to share photos from the past to help bridge the generation gap with younger generations

Implications

- X Users want to have a more customizable length when journaling and facilitate prompts that are niche/specific enough to drive valuable learning



	JOURNY				DiarWe
inter-user interaction					
supports 3+ multimedia					
allows sharing past + present					
pre-generated, dynamic journal prompts					
intergenerational-focused					

3. Values in Design

stakeholders and ethical
implications



Direct Stakeholders

parents, teachers, students,
working professionals,
grandparents, grandchildren
(those who commonly want
to bridge generational gaps).



Indirect Stakeholders

extended family and friends.
while they may not interact
directly with the app, they
are affected by the users'
increased communication &
understanding thru it.



Ethical Implication 1: Privacy

DiarWe is an social journaling platform, so **privacy** can be a big concern. We could lose users' trust if their memories or journals suddenly disappeared from the database, and they no longer have access to those entries.



Ethical Implication 2: Bad Actors

Bad actors could try to impersonate certain individuals and add a user's close relatives on the platform with the intent of stalking.

Those who may be **older and less tech-savvy** are at greater risk of falling victim to this.



Addressing: Privacy

We will ensure that users know exactly what data they are giving us by **asking permission** to whenever accessing photos or other forms of sensitive info.



Addressing: Bad Actors

DiarWe will draw from people whose contacts are in your phone and require **two-step verification** for each user. It will also employ **blocking, reporting, and unfriending** functionality to mitigate bad actors.

4. Tasks

fundamental
building blocks

Simple:

Completing a journal entry

Reason:

This simple task opens up the users to sharing thoughts and feelings as an initial step

Moderate:

Incorporate interactive elements into the journal, such as audio, images, etc.

Reason:

Users are now able to share their stories in more immersive ways - allowing for a better learning experience on both sides

Complex:

Being able to share + read + react to other's journal entries

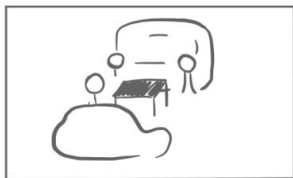
Reason:

Users feel seen + heard, knowing that the other side is listening to + appreciating their perspectives, completing the bridge

5. Storyboard

ideating on our
concept video

SETTING THE SCENE



grandpa sits in empty room



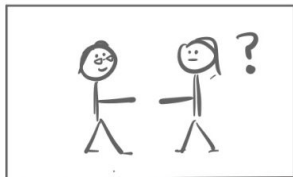
reading a newspaper



granddaughter comes in/waves



grandpa stands up to greet her (gets up)



really awkward greeting/handshake???



uh....



awkward...



grandpa gestures for them to sit (let's sit down)



on couch



asks granddaughter a Q. (how was your day?)



granddaughter doesn't have much to say. awkward... (like..... good.....)



on my! gfg to airport!



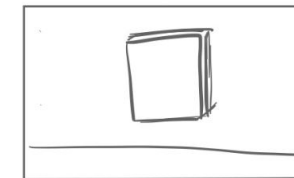
see you, grandpa I have to go!



granddaughter sad that she wasn't really able to connect w/ grandpa



JOURNAL FALLS FROM SKY! (for grandpa too!)



grandpa + granddaughter inspired to start journaling

* same four screens from grandpa POV as well *

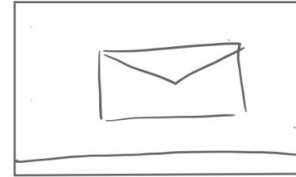
TASK 1



granddaughter opens the journal and sees an invitation to create a journal entry.



she starts writing her thoughts and feelings about her day into the journal.



sends journal to grandpa.

* same four screens from grandpa POV as well *

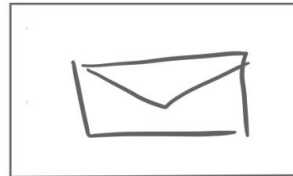
TASK 2



as time goes on, as more journals are written, granddaughter starts adding images and pictures to the journal as well



she writes here about her 20th birthday. her journals are visibly longer over time.



sent to grandpa!

* same screens from grandpa POV as well *

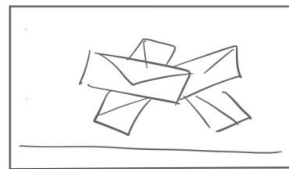
TASK 3



granddaughter is delighted to receive all of grandpa's journals!! she opens and reads her grandpa's journal entry.



she responds to her grandpa's journal entry by adding a snippet of her life, and reacting to her grandpa's story and commentary.

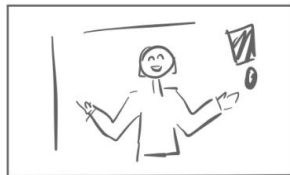


more and more journals are sent and received!!! over many months

CONCLUSION



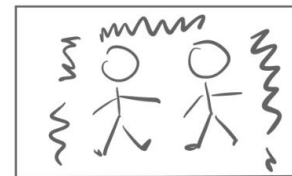
months have passed....



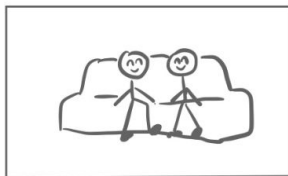
GRANDDAUGHTER EXCITED!
comes back!



GRANDPA IS EXCITED!



they EPICLY greet each other!!



they sit down and start having a warm conversation about all they talked about in journals.

generation gap bridged!

Concept Video!



Thank
You!!

