

DESIGN THINKING				
empathise	define	ideate	prototype	test
Mindmap	Validate personas and value prop	User stories	Lo-fi prototype	iterations
Personas	Survey and interviews	User flows	mid-fi	feedback
Value Proposition	Competitor analysis		hi-fi	
Problem Statement				

Compared to...				
GOOGLE VENTURES SPRINT				
map	sketch	decide	prototype	test
User Flow	Mind map (user is central)	Sticky decisions	Divide and Conquer. Roles:	Testing
-- <i>User -> steps to target -> target</i>	Lightning Demos (one note taker)	-- Art museum, silent review	-- Makers	-- tester speaks her mind
-- <i>there can be alternative routes</i>	Customise (swarm - divide to narrow down)	-- Heatmap with dots (unlimited)	-- Stitcher	-- one interviewer
Analyse research	Sketch	-- Speed critique (post-its on big ideas)	-- Writer	-- silent observers/note takers
How Might We? questions	-- Brainstorm on paper	-- Straw poll (dot voting. 2 or 3 each)	-- Asset Collectors	-- assistants if needed
	-- Pinpoint important info on notes	-- Supervote if needed	-- Interviewer	
	-- Crazy 8s, 1 min per idea, on post-its	-- Rumble: prototype 2 and let tester decide		
	-- 3-panel storyboard	Storyboard: teamwork, detailed step-by-step		

Brief		
<p>Produce a spec design for a mobile-first quantified self app (native iOS). More than just a fitness app, your designs should allow the user to record, analyse and understand their activity, food intake and mood, along with any other factors you would like to include.</p> <p>Your submission should include a sample of your research, planning, sketching, prototyping and a few example screens of your final design.</p>		
	Status	
Empathise		
Initial mindmap	done	
Identify users	done	
Create personas	done	I should come up with the profile of a depressed person who's accepted his/her condition and wants to do something about it
Write value proposition	done	
Write problem statement	done	
Define		
Validate personas and value proposition	done	I've spoken to a number of people, hard to find the right ones
Create screening questions	done	
Create interview questions	done	
Check fitness forums	done	
Analyse competition (use spreadsheet)	done	
Ideate		
Create user story	skipped	
Create user flow	done	
Prototype and Test		
Create initial prototype	done	two suggested mood deltas after each logged item I might introduce a bit of tech fiction with a constantly running check for Emotion AI using the phone cam.
Test prototype (iterative)	done	
Test/Update prototype (iterative)	done	
Create mid-fi mockups	done	
Test/update mockups (iterative)	done	
Some hi-fi screens	done	

Stars	Value Proposition		
****	A virtual PA for people who choose to take control of their own well-being	This should change to	A virtual PA for people who choose to take control of their own well-being
**	A virtual PA and motivator for the people concerned about their fitness and well-being		
**	A personal assistant for people concerned about their fitness and well-being		
***	A virtual PA for the people focused on fitness and general well-being		
*	A virtual PA for the people concerned about their fitness and well-being who prefer to take a proactive approach and choose to be in control of their lives		
	PA or personal assistant?		
	Could it be a coach or a virtual coach?		
	No coach, it contradicts the idea of taking control		
	Problem Statement		
*	People need a little organisation, motivation and encouragement to keep up their fitness and 'good behaviour' routine.		
***	People left to their own devices are likely to fail the task of maintaining a health and fitness routine.		
**	If people had a simple, guided way of keeping track of their health and fitness routine, they'll be more likely to keep it up and see the good results, which will turn into a virtuous circle of good behaviour --> results --> more good behaviour		
****	Most people lack the discipline and determination to maintain a health and fitness regime by themselves. If users had a simple, guided way of keeping track of their virtuous routine and seeing their positive trends, they'll be more likely to stick to it, motivated by their own success.		this is still valid

		Based on app reviews and forum entries, the only people who would be willing to sit and enter all the data needed for such an app are the ones dead set on a specific goal. So far, the people wanting to lose weight have shown the right determination. Guys training to be fit want to follow the fitness programme, but don't have the patience to log every minutia. Niche market: it could be someone who wants to be in touch with her inner self, goes to spiritual retreats, meditates, finds peace and balance between physical and spiritual. All about healthy living. But also someone who's decided to fight depression and keeping a record of mood changes helps understand them, relate them to particular moments, activities or situations and, ultimately, feel in control.
User Profile	Tends to be disciplined, a little restless 30-50 (give or take 5 years) year-old professional Interested in culture, nature, travels Goes to the gym for general fitness (yoga, pilates, in addition to gym floor exercise) Might keep a diary as part of his/her effort to focus on self Careful about nutrition and buys organic, free range when they can Tech savvy enough to use other mobile apps, e.g., for banking, Uber & transport, bookings Probably already uses existing fitness/nutrition apps Goes to spiritual retreats, does meditation, is in touch with his/her inner self	Mandy, 37, university lecturer in Sociology
Needs	Keep track of what exercise they do regularly to correlate with body shape improvements Keep track of food intake for variety and balance, rather than calories Lose some weight a maintain their current one Tone their body to feel good Improve general physical and psychological well-being External motivation. All they need is a little push to help them maintain their discipline and see progress/results	
Functionality Requirements	See trends for different time frames Get reminders for daily activity or input Get warnings when trends start going down Quick straightforward data input on activity, food, mood	

Mandy, 37

Sociology lecturer

Lives in Croydon, South London, with her husband and their 10yo daughter.

Behaviours

- Likes some structure and self-discipline
- Interested in culture, nature and travels
- Gym for general fitness (yoga, pilates, etc.)
- Cares about nutrition and healthy eating, buys organic whenever she can
- Uses apps to book travel, hotels, restaurants, banking... Tech savvy
- Goes to spiritual retreats, believes in physical and spiritual cleansing
- Meditates regularly

Pains

- Has tried paper journals and calendars, but keeps misplacing them, forgets she has them
- Has been inconsistent in her self-monitoring efforts
- Hard to spot correlations between life style and well-being, she only has a general sense for it
- She doesn't know if all she does (meditation, cleansing, retreats) actually works

Gains

- Track regular exercise and activities to correlate fitness, spiritual well-being and mood
- Track meals for variety and balance
- Maintain a healthy BMI
- Gain deeper awareness of general physical and psychological well-being
- Interact with a virtual coach giving motivation with reminders, encouragement, showing positive trends and results
- obtain in-depth data analysis and visualisation

Your Value Prop Goes Here	Purpose of Site	Primary Categories	Personalization Features	Community/User Generated Content Features	Customer Reviews	General Notes	Analysis
Optimized	Logging in major categories, but can be configured further.	Health, Creativity, Routine, and Pleasure	The 4 major categories can be further sub-categorized. You can also configure your own categories. The duration of each activity can't be entered retroactively, it's a part of the starting button on the phone.	n/a	3.5/5 stars Basic, not very customizable interface (Busy later versions erased all previous data)	Ran by Optimizade GmbH, Zurich Simply track your everyday activities, places you visit, people you interact with and many other things. Optimizade automatically translates your logging data into your personal insights. How does walking affect your sleep? How does your work influence your health? How do other people affect your mood? Optimizade answers all of these and many more questions to provide you with decision support and motivation in your everyday life. Optimizade respects your privacy - All your data stays locally inside the app.	Easy to use, easy to understand categories Shows correlation between mood and many other things. Optimizade shows correlations, also mood-activity correlation in the goal setting. All the personal insights, acts as motivator Can't filter out irrelevant activities Does not show correlations between activities Little, basic comments Log in!
Reporter	With a few randomly timed surveys each day, Reporter can illuminate aspects of your life that might be otherwise unmeasurable. Journaling and trend analysis for heightened awareness of oneself. "Gain self knowledge"	Activities (all sorts), exercise, location	Customizable so you track what's important to you. Customise questions, sensors, visualisations, colour.	All user generated plus data coming from other sources like the mic, the GPS, health data		Created by Nicholas Felton (artist). Reporter sends you randomly timed periodic surveys. Each time you report, the app also pulls in various pieces of information like the current weather, how many steps you've taken today (using the iPhone for MF motion-compression) and how noisy it is around you using your phone's mic.	Customise questions No manual and automatic logging, it contextualises activities well More things could be measured, such as sleep patterns Not straightforward to learn all the functionality. E.g. you need to toggle it to stoppage to activate certain questions Free test answers can be tricky to analyse. One review suggests that answers be given in less simple words! SUGGEST MANUAL: PEOPLE DON'T HAVE THE PATIENCE TO REPORT SO MUCH MANUALLY ONLY MOST OF CATEGORIES ABOUT THEIR OWN LIVES
Loggit!	Quick and easy way to keep track of the things you've done. Check in, add journal entries, get reminders, library of actions for ideas		User-generated, there are hidden containing actions. E.g. one label could be Exercise. Actions could be: 1. Fitness exercise, 2. Sauna exercise	none	5 stars from almost everyone App is appreciated especially by people leading busy lives of with memory problems to track everything they do or need to do, but don't need to schedule. It's like an extension of your memory.	Founded by David Yates and Thomas Weston in Sheffield UK "We realised that a huge portion of life is spent engaged in unscheduled, repeating tasks like showing your mum, going for a run or cooking a meal. It was clear that there was an easy way to track these things, we could give people a huge amount of insight into their behaviour and perhaps help them to regulate it for the better"	Allows to add context and export data in CSV No social interactions No integration with other apps. Pure tracking. New Feature 1 - ability to record notes and location with the check-in. This allows you to add a bit more contextual info. New Feature 2 - ability to create reminders so you remember to do certain health habits. This lets you get a notification after so many hours or days or weeks. This can be helpful in your long term habits. Simple visuals showing the number of check-ins or tattles weekly-by-week, month-by-month, and year-by-year. CSV export.
MyFitnessPal by Under Armour (like mapmyrun)	Weight loss through correct dieting and exercise. Track your diet and exercise to lead a healthy life.	Meal type, Status/Water/Food/Exercise/Weight	UI not customisable	Lets you connect with other people on the app. The app sends you a message to encourage you to connect with other users and read their success stories. There's also a Forum. They offer community guidelines for appropriate social behaviour, I guess. Big forum with lots of categories and threads. They also have a space for improvements to MFP functionality.	Only 2.5 stars on trust pilot. App is complicated but the biggest grudge is free vs paid and the perceived lack of added benefit to the premium. Plus tech problems integrating with other apps.	Set goals and track progress. A lot of manual work, users must be disciplined. The dashboard is the breakdown of a day. TODAY Breakfast - Lunch - Dinner - Snacks - Water - Exercise Connect with friends (support and motivation) The meal log is quite complex especially in the beginning, when you can't use the quick add feature. First you choose what category you're logging under: Status, Water, Food, Exercise, Weight, (or Food, Breakfast, Lunch, Dinner, Snacks) (or Exercise: Cards, Strength, then the exercise name, sets, repetitions), weight (or Water: no. of cups). Can integrate with other devices and apps, hundreds of options. Sends reminders if you forget to log under a meal category.	Compared to our app, this can be too generic and too customisable. Good direct competitor. The only thing that doesn't have is a record of the user's mood or social interactions that are not specifically food intake or exercise.
MapMyFitness by Under Armour	Weight loss, fitness and wellbeing log. Like MyFitnessPal		UI not customisable	UI not customisable		Similar to MyFitnessPal, but easier I had photo recognition of food Nice! UI compared to MFP, but can't connect to as many apps and devices. Setting up your profile, you're also asked, using a slider, if you want to do weight loss - later. This sets the goal only, the daily cal budget and the weekly weight loss.	Another direct competitor on a par with MyFitnessPal, but perhaps a bit better. Photo recognition of food Not accurate though, it misses a bit. But there's also bar code scan functionality.
FatSecret	Weight loss, fitness and wellbeing log. Like MyFitnessPal	Same as MyFitnessPal					
Samsung Health							
INDIRECT COMPETITORS							
Fitbit							
Ad & Core Workouts							
Freelletics	Training (bodyweight, gym, running) and healthy eating coach.		Users can enter a profile and set general goals. This personalises the workouts and recipes.	Socialisation is a key feature in these apps for support and motivation.	They're great. 4.5/5 stars	Three apps looking about: bodyweight training, gym training, nutrition. To give a lot of guidance on your training routine and nutrition, but the input is minimal: an initial profile with general goals.	Great output as training routine and food recipes. The premium versions have some progress tracking, this must be weight input, waistline, etc. Wasted from the reviews: browse history warmup and cooldown activities work offline Include one's own workouts
Gym Hero Pro	"Track workouts and boost your progress with Gym Hero Pro! Now with Apple Health Kit support! No more getting lost in long lists of workouts and exercises! Log your routines and keep track of your progress. Select sets, weight and repetitions in seconds."					Tracks weightlifting, runs stats on it and you can also plan ahead. There's a social aspect.	
Momento	Logging from manual entries and social media feeds. The smart private diary/journal app that helps you capture and collect memories to search, explore, relive and share your life story. Momento helps you privately capture moments in just a few taps (with notes, photos, videos, people, places and tags) -					It sounds more like a "memories aggregator" from different feeds. You can add to it manually, but it doesn't run stats and figures out trends etc. See: TSC	
HeartRate Plus	Specifically captures heart rate. "Check your heart rate anytime, anywhere with Heart Rate Plus - at your home or your office - when you wake up, relax, before and after exercise, or before a big meeting. But you never thought your phone could do that? The Heart Rate Plus app will measure your heartbeat with great accuracy."					This is just for heart rate measurements. You can add a note on what you were doing at the time (activity icons plus free text field)	Just heart rate using the phone cam and the pulse of your index finger.
Connect	Wearable fitness tracker.					Alternative to the Apple Watch if you're only interested in fitness tracking. You can still receive alerts and read snippets of messages on the watch!	
ActivLives	"Monitoring, maintenance and self-management of health, activity, weight and wellbeing. You can track and monitor a wide range of health parameters (steps, blood pressure, blood glucose, peak flow, oxygen saturation and temperature) and export them to Apple's Health App"	weight, BMI, BMR, Body Fat, Muscle %, Bone Mass, Visceral Fat, Water %		Social groups, group progress can be monitored, messages and pics exchanged		Customisable dashboard displays All time ranges Scroll and stack charts for comparisons Imperial / Metric Monitored and self-recorded health data, fully editable Food diary Connects to other devices via Bluetooth Create custom trackers Join groups for social interactions Post pics and messages Rewards and points Apple health compatible Can connect to a Body Analyser (you stand on it with your socks off). Active devices are: BodyBioMetric, Body Analyser, Blood Pressure Monitor, Pulse Oximeter, Pulse Oximeter2, Peak Flow Meter, Contactless Thermometer.	Plus Sophisticated tracking Food diary lets you take a pic of the food/drink and mark it as a good/bad choice Manual entry of Cals, Fat, Sugar, Carbs, Protein, etc. Socialisation/progress for sharing and motivation Virtual group walking adventures. Uses NHS number to connect to your GP. Accr creation and app setup is complex, but very easy to follow. It has good initial instructions and page by page setup. A lot of complexity but very straightforward to use. Well done! Minus Without connection to other apps or devices (including ActivLives' own products), things like Oxygen, Lung Function and other bio markers can't be entered manually easily. Accurate tracking means A LOT of data entry daily. Might be too much.
	This free tool is part of the LUX Strategy "Book that accompanies Jaime Levy's book "LUX Strategy" (CC) 2017 - http://luxstrategyandstrategy.com						
Internet Searches	Logging apps vs 2017						

Direct Competitor: This does what our app should do.

This might be my closest direct competitor

Another good candidate, less focus on weight loss or specific goals, more on discovery and increased awareness of habits, behaviour and how they affect the quality of life.

Screening		IN	OUT	Marco	Dave	Manuel	
1 Do you write a journal?		Yes/at times/No but I like the idea	not interested				
2 Do you use mobile apps?		Yes	No	Yes	Not really	Yes, some	
3 Have you ever used training apps, tracking apps or even the standard Notes app?		Yes, No but I could	No, not interested	Notes - sometimes, but it doesn't send you reminders (he's on android)	No	No. I write everything on paper.	
4 Do you go to the gym or exercise elsewhere?		Yes, No but I'd like to start	No, not interested	Just signed up for the gym.	Yes	Yes	
5 Tell me about your eating habits		I'm conscious of healthy eating. I keep tabs, I follow a diet	I don't care	I'm careful about eating healthily, but I don't actively keep track of what I eat. Might think about having a record	Look after myself		
6 Do you occasionally or regularly write lists of things to do?		Yes	No	Yes occasionally	Lots but only on pen and paper, I don't like technology	Yes all the time, on paper. I like pen and paper, even if I strike something off the list, I want to be able to see it still there.	
Interview							
1 Talking about the activities you need to do - or remember to do in the context of your daily life (daily, weekly, monthly). Do you ever feel the need to write lists?				bills, rent, payments, reminders mostly. Feels like at times he's not in control, needs an easy way to remind him. Notifications would be useful.	Paying bills, other daily things that aren't normally schedules, places I've been, people I've seen, appointments (on calendars)	see above	
2 Tell me about the lists you write, what are they for?				Reminders, shopping lists, passwords, deadlines for rent and bills.	Lists of things to do, reminders		At work, tasks to do. At home, I write reminders on pieces of paper I keep in my pocket. I don't need a phone, I'm very traditional in this sense.
3 What other things do you write down on paper or record on platforms such as Pinterest, Facebook, Instagram and why?				Random facts, Instagram is like a more active record (pics). Facebook is to look at others.	Don't use these platforms		
4 Do keep a record of some activities, facts, places and look back every so often? Why?				Interested in seeing how his habits have changed, spot trends.	I don't feel the need to		I don't feel the need to look back
5 When you plan ahead for something, do you write it down, create spreadsheets or use other online platforms (tasks, deadlines...)? Why?				Pen and paper, mostly. Notes isn't that handy like on the phone (he has an android). Can create his own structure. Holistic vision rather than a simple list.	Yes to know what to do and in which order		
6 Looking back at any records you have (dietary, plans, etc.) what's interesting to you?				n/a he has no food records.	I don't do this		i don't really care about looking back
7 What else would you want to see?				nothing else	Nothing else		
8 Have you heard of lifelogging?				No. I've explained. Finds it interesting.	No		No
9 How would you feel about an app that lets you follows an exercise routine, include your own exercises, record your activities and also your mood, then display trends and correlations?				Useful to understand myself, have more awareness of what I do and how I feel. Correlation would be important. I would try to change my habits for the best. Planning: daily use would be too much, perhaps twice a week.	I don't care		I'd like to have an app that is connected to a lot of other apps, like a central platform that launches other apps depending on the task. Say I need to book a flight, the task itself would be set up to launch the booking app.

In chronological order, from older to most recent

Idea	Notes						
1 Socialise progress							
2 Pull in data from other health apps							
3 Gamification: rewards after weight loss, string of active days, etc.							
4 There can be room for tracking other things of your daily routine in a journal format, so that you can also see when you exercise, between which other activities (e.g. cleaning, studying)							
5 Activity planner							
6 A combination of Freeletics (training) and Optimizer (recording and tracking)?							
7 Offline work							
8 Integration with training or food apps, e.g., it doesn't need to have the training programme or the recipes itself, the reminder or action can launch another app.	Our app works as a tracker and a list of things to do. An "exercise" activity could launch Freeletics, for instance. Users could set the other apps they wish to use in their routine. ?? Can any app launch any other app??						
9 Reminder at a convenient time (after dinner?) to take 5 minutes max to enter daily activities/time/duration/mood							
10 Mood could be a number of preset tags (like #tags) or a slider from extremely unhappy to extremely happy, or both	The slider could be mandatory, the tags optional for extra flavour						
11 Food photo recognition							
12 Import a recipe (the ingredients would be then taken for food intake calculation)	Ideas for food data input from a lifehacker article: - Choose one of your recently used foods. - Search for a food from their database, which includes packaged foods and restaurant meals. - Indicate that this meal is the same as a previous one (handy for leftovers). - Add a recipe, either manually or by pasting the URL from a recipe website. - Enter a food that's not in the database, by copying all the numbers from its nutrition facts label. - Enter just the calories for a new food (good for when you have the label but don't feel like entering everything). - Scan the barcode from a label.						
13 Initial Configuration: what's your focus? Weight loss, fitness, life logging	This could be the full product. The MVP could focus on one branch only. The life logging one, for instance.						https://lifehacker.com/diet-tracker-showdown-myfitnesspal-vs-lose-it-1792754350
14 Mood changes	Instead of mood at the end of an activity, track the mood delta (positive, negative and perceived extent of the change) How do I represent these deltas correlated to each logged item or type?? I've jotted down some ideas on recording mood changes and a dashboard on my ironhack notebook						
15 Emotion AI - Tech Fiction	Let's have the app run in the background (like GPS), even when it's not open, to gather facial expression data every time the user check her phone Instead of mood changes or one mood only and extent of change, the user could click on a number of emojis that best represent her mood. The summative representation of this on a chart could be a position on a 0-10 happiness scale.						This is for Mood Input
16 Manual Mood Input							
17 Pendulum	Make it two steps, so it's clear that first you swing the pendulum, then you snap.						
18 Detail	Reduce amt of detail for Exercise to general exercise type: Exercise, Cross Fit, Walk, Jog, Run, Swim, Yoga, Pilates, [user created]						
19 Fitbit or other app	Integrate other apps for auto-detection of physical activity						

Personal Tracker	vs	MyFitnessPal	vs	Lose It!
Profile		Profile		Profile
Goal (weight loss? bulking up?)		Weight loss goal		Weight loss goal
Food		Food		Food
--		Water		
Exercise (integration with fitness apps)		Exercise		Exercise
Weight		Weight		Weight
--		Status (it's like a Facebook status. It can be for today or indefinitely, until I change it. Appears under my profile name and pic)		Status
Other activities		--		--
Mood		--		--

On Mood		NOTES	
<p>This is an article from 2012 on mood measurements. Are these possible? <i>Everyone feels happy, angry, anxious, and depressed sometimes. Mood changes are a normal part of everyday life, and some people can roll with them smoothly. For many, though, mood can be a challenging thing to manage. Depression affects about 121 million people worldwide, with many more going undiagnosed, and is the leading cause of disability. Anxiety disorders touch 18% of people globally at some point in their lives.</i></p> <p><i>The question is, can tracking your mood improve your mood, or make life easier in some way? Is there any evidence of this beyond anecdotes like our stories above?</i></p> <p><i>Well, yes, there is. People who live with Bipolar Disorder use mood tracking to understand and lessen the effects of their mood swings. When a change in mood is happening, it can be detected early to give them advance warning for some kind of intervention. Charting moods, in combination with other psychosocial strategies like cognitive behavioral therapy, has been shown to help people better regulate extreme moods.</i></p> <p><i>Great, you say, so is this just for people with mood disorders, or will it help me be happier in my life? That's an excellent question. The recent explosion of mood tracking apps with names like Track Your Happiness suggests that being more aware of your moods and what affects them can steer you towards greater happiness in life. The folks behind the app Mood Panda aggregated statistics from all of their global users in 2011 and looked for patterns. They discovered that work has the biggest influence on mood at a population level, and women are unhappy on Wednesdays. However, one can find any pattern in data if one looks closely enough. Well-designed longitudinal studies to test the effect of mood tracking as an intervention on overall mood have yet to be done.</i></p>	<p>http://quantifiedself.com/2012/12/get-your-mood-on-part-1/ http://quantifiedself.com/2012/12/how-is-mood-measured-get-your-mood-on-part-2/</p> <p>Depressed people wanting to be in control. Research on the side effects of drugs.</p> <p>It's becoming more popular among the people without any specific disorders</p> <p>Check out Track Your Happiness (app) Check out Mood Panda (app)</p>	<p>happiness is not necessarily the goal of mood tracking</p> <p>self-knowledge. When you monitor and experiment with your own moods and emotions, you learn about yourself through direct experience, and the knowledge you gain becomes part of who you are.</p> <p>increase awareness. The act of pausing to check in with yourself about how you're feeling in different situations, as well as looking back to similar situations in the past, can help you see trends and influences on your mood that you may not ever have noticed</p> <p>experimenting with your life and paying attention to how you feel, using all the tools available in our modern world, can help you grow as a human being and ultimately make more sense of your life</p>	
<p>MEASURE YOUR MOOD - TECHNIQUES AND APPS</p> <p>POMS - profile of mood states on a scale from 0 to 5 across these dimensions: Anger-Hostility Confusion-Bewilderment Depression-Dejection Fatigue-Inertia Tension-Anxiety Vigor-Activity Friendliness</p> <p>Circumplex v Evaluative Space Models</p> <p>Mood Scoring – Moodscope For the numerically inclined, one quick way to get a daily number for your mood is to use the PANAS-based app Moodscope. PANAS stands for Positive Affect Negative Affect Schedule. Moodscope's adaptation of the PANAS consists of ten questions for positive affect, or mood, and ten questions for negative affect, on a 0-3 scale. The scores are then combined into one number that represents your overall mood percentage, where 100% is extremely positive and 0% is extremely negative.</p> <p>Artistic Expression – Moodjam In common language, people sometimes describe their moods in color, like "I'm feeling blue." Ian Li, a graduate student at Carnegie Mellon University, built an app that takes that a step further. It's called Moodjam, and it lets you choose up to ten colors to represent your mood at any time of day, annotate it, and share it publicly if you like.</p> <p>Text Analysis – 750 words Perhaps the most traditional way of recording mood as part of life events is to keep some kind of written journal or diary. The practice of writing free-flowing text can be cathartic and insightful. A modern version of the daily journal is a web app called 750 words. A beautifully simple interface encourages you to write 750 words every day, which are completely private.</p> <p>One benefit of an online journal is that the text can be analyzed. 750 words uses sentiment analysis to break down what common moods or thoughts your chosen words reveal. Looking at the charts can give you new clues about what your typical thoughts are. However, the primary benefit may still be just in the act of writing, allowing your subconscious to find patterns and your intuition to develop.</p> <p>Facial Recognition and Skin Conductance – Affectiva What about measuring emotional states just by looking at people's faces, or detecting arousal from skin conductance? Affectiva is a company working on both of these methods. Their Afdex system uses webcams to measure people's reactions to marketing campaigns, as a way to detect whether consumers are engaged, surprised, confused, or turned off by their ads. A very commercial application to begin with, but a system like this made available to individuals could help you figure out things like whether checking email always leaves you in distress, especially when your cranky Aunt Edna writes to you.</p>	<p>app</p> <p>app</p> <p>app</p> <p>they also have Q Sensor, a bracelet</p>		
<p>Affectiva's other product is called Q Sensor. It's a wireless wristband that detects electrical activity on your skin as you go about your day. High activity means you're excited or anxious, low activity means you're bored or relaxed. It is currently being used for clinical and academic research, and is prohibitively expensive for many individuals, but it's a fascinating signal of what's coming down the road. One fascinating application is helping people with autism to communicate their internal states. Instead of seeming perfectly calm and then erupting into an unexpected meltdown, autistic individuals can use the Q Sensor to show their caregiver the rising stress level they feel well before meltdown occurs, and the caregiver is able to intervene with calming activities or a change in environment.</p>	<p>Q Sensor</p>	<p>This is interesting, a sensor that could send mood data to our app regardless of when you log your activities. Constant monitoring of your mood will show externally measured mood changes that don't depend on the user's interpretation.</p>	
<p>Affectiva</p> <p>Emotion recognition software and analysis Their core business is face and voice emotion recognition. They provide an SDK and an API and any app can leverage this technology using the phone's cam and mic. Used in market research mostly.</p> <p>Some competitors: Emotient, Realeyes, Sension</p> <p>Affectiva relies on the work of Paul Ekman, a research psychologist who, beginning in the sixties, built a convincing body of evidence that there are at least six universal human emotions, expressed by everyone's face identically, regardless of gender, age, or cultural upbringing. Ekman worked to decode these expressions, breaking them down into combinations of forty-six individual movements, called "action units."</p> <p>Quote from The New Yorker article: "Every time you pick up your phone, it gets an emotion pulse, if you like, on how you're feeling," she said. "In our research, we found that people check their phones ten to twelve times an hour—and so that gives this many data points of the person's experience."</p>	<p>https://www.affectiva.com/</p> <p>Software name: Afdex</p> <p>This is from a New Yorker article from 2015</p>	<p>I think Q wasn't enough, it would only capture changes in electrical activity in your skin. Not as powerful as face or voice emotion recognition, I suppose.</p>	
<p>So, what happened to the Q Sensor?</p>	<p>Affectiva stopped producing it to focus on Afdex.</p>	<p>This article mentions other wearables and empathica.com</p>	
<p>Emotient</p>	<p>Face expression recognition similar to Affectiva. Apple bought them in 2016. They also integrate with Affectiva. San Diego-based startup</p>	<p>http://uk.businessinsider.com/how-emotient-ai-works-2016-1?r=US&IR=T</p>	
<p>Realeyes</p>	<p>Emotional intelligence. Similar tech to Emotient and Affectiva.</p>		
<p>Sension</p>	<p>Face tracking (same as above). Now owned by the Japanese GAIA Systems</p>		
<p>Other Apps</p>	<p>They all seem to use calming pastel colours, smooth lines, nothing edgy.</p>		
<p>Name</p>	<p>Purpose</p>	<p>App Store Stars</p>	<p>App Store Reviews - Summary</p>

Activity and Mood Diary by Ginsberg	Funded by the Scottish Government, no less! Tracks exercise, sleep, food and mood daily: events, sleep, exercise, calories, alcohol and much more. Connects to Fitbit.	2	The bad reviews come from it no longer being supported. Some complain it's not straightforward, the sleep tracking didn't work.
MoodPanda	Mood diary and support network Nice visualisation of mood with green (good), orange (OK) and red (unhappy) Mood analysis by day, month and summaries: pie chart, heat map.	4.5	
Daylio	Journal, diary, moods, used by people suffering from anxiety, depression and other disorders. User answers a few questions using icons: how are you feeling today? A: smiley; what have you been up to? A: click on activity icons. Notes. The free version sends you a daily reminder, 5 seconds to update your diary. Very easy, very visual, doesn't bother with detail about what sport, what food, what activity.	4.7	All very positive. Some users wish more emojis were available in addition to the unhappy-meh-ok-happy-radiant scale. They want angry, confused, etc.
Moodtrack Diary	Social mood tracker - graph your moods on the fly as often as you want, see others' moods. Works offline. The moods are a lot more granular (expressed in words and colours). The associated notes work as reminders about the reasons for the mood. Creates word cloud, lets you add notes and lets you "rate" your mood (1 to 5 stars) You come up with your own moods. I entered a word to describe mine now (serene) and assigned it 4 stars. Not much more to it. It starts drawing a line chart (user setting: last day/week/month/quarter...) above your entry.	4.8	Life-changing for some. Used by people with mental health issues, but not only. The ability to socialise your moods, see others' moods and create support networks is a key feature of this app.
Stigma - moodtracker and journal	Specifically to build a mental health support network. Mood calendar (colour-coded) Journal entries Word cloud	4.3	The focus of the good reviews is on pen pals and community.

Backlog/Wishlist			
Calorie count			
Exercise dbase			
Emotion AI (face, voice)			
Integration with other apps			
Food dbase			
Socialise on fb, insta, etc.			
Community features			
Correlation bar chart drill-through			
Bot			
"Other users rated as most effective for mood improvement in this category:"			
Food recognition technology			