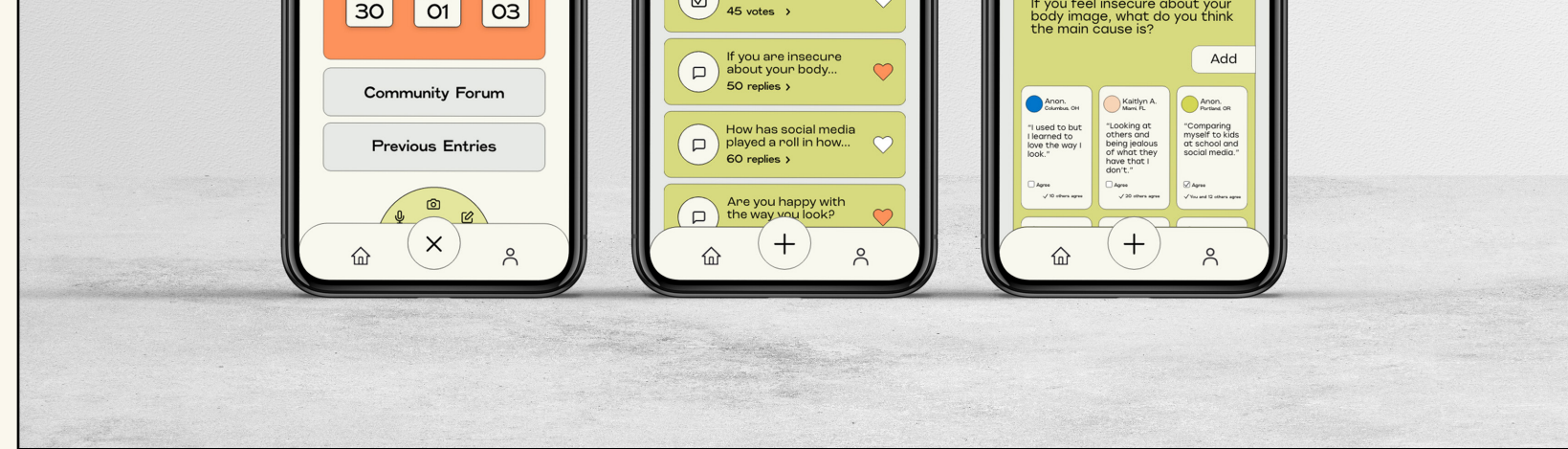


GIRL TALK

FINAL RESEARCH DECK

About the app

Girl Talk is an app made for middle school and high school girls. The app's purpose is to allow space for young females to become more confident in themselves and promote transparency on issues relating to body image and comparison.

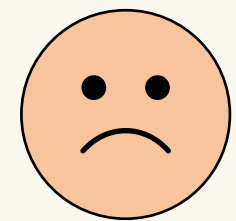
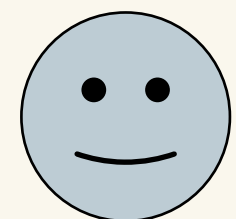
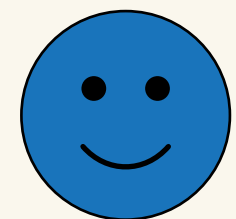


Body Dysmorphia

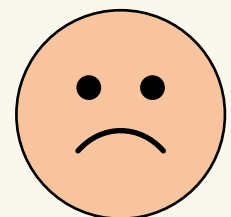
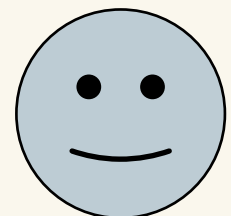
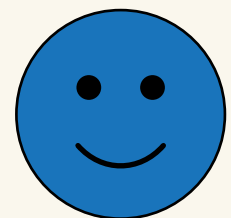
National Institute of Health (NIH) Article:

“ The hidden nature of the disease makes it difficult to diagnose even in a clinical setting. – Himanshu

Body dysmorphia is when people view a distorted version of their body. It causes individuals to experience social isolation, anxiety, increased depression, and suicide rates.



A negative perception of young women's body image is on the rise with social media. And it's not going to get better any time soon... That is if we do nothing about it.



Survey + data

Once I did some outside research, I began to develop a questioner to help get a better understanding from the intended user. My initial thoughts were that I wanted to survey young women between 12-15 due to their unique position as a generation who has had social media essentially their entire life.

I choose to do an anonymous form to ensure authentic and truthful responses. I also choose to do it online and something people could complete in less than 10 min. I ended up getting 64 responses which were way more than I could have ever imagined. 48% of the responses were from women ages 16-18 years old.

78.1%

compare themselves while on social media

64

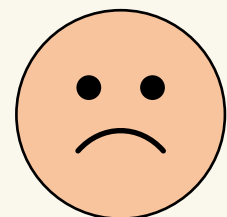
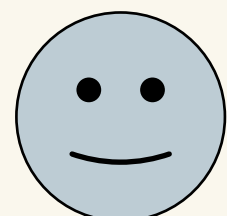
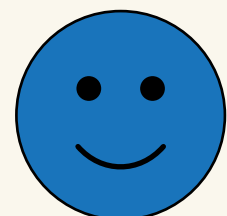
surveyors

(young females)

Majority were between 13-18 year-olds

92.2%

have struggled with their body image

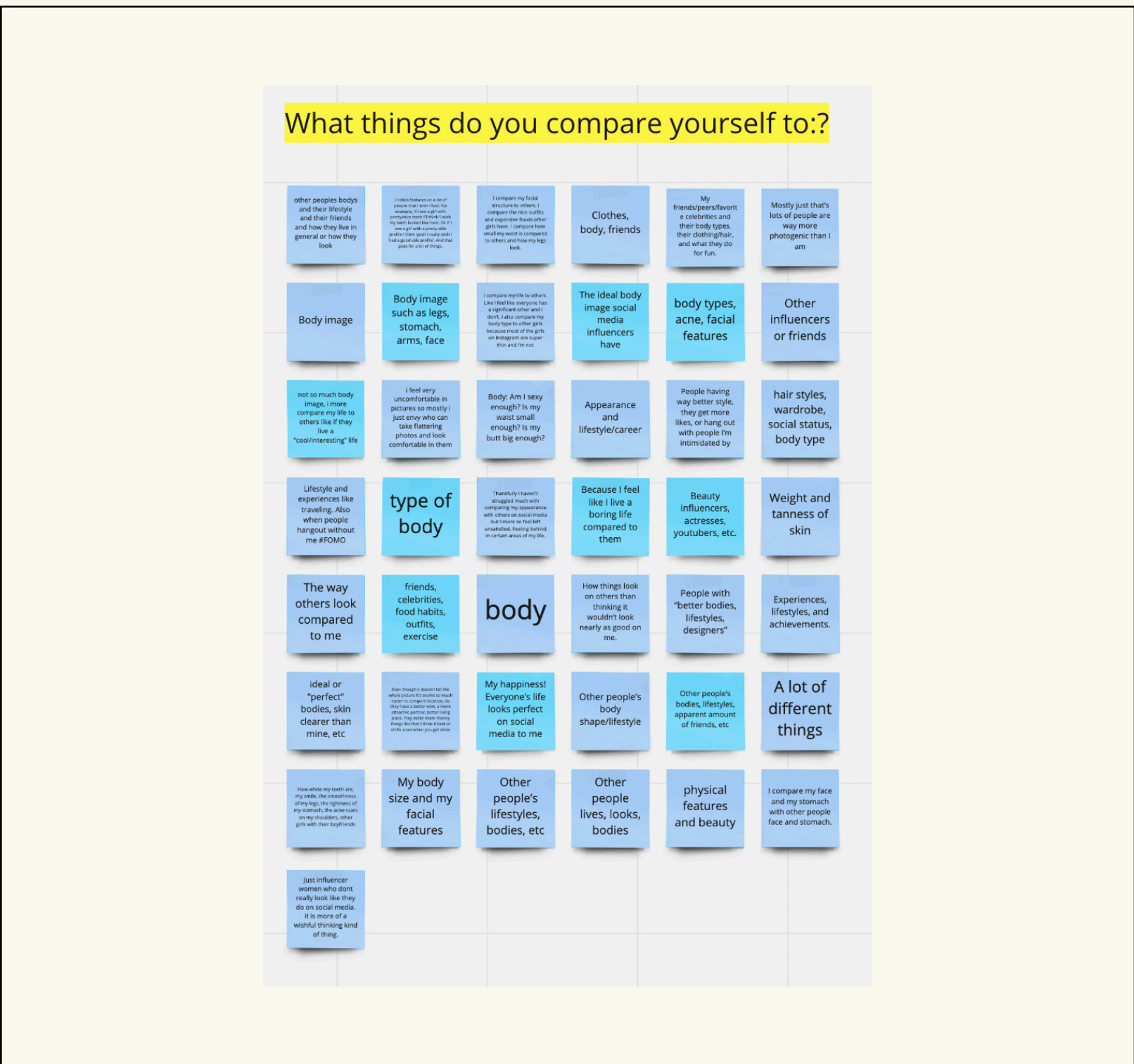


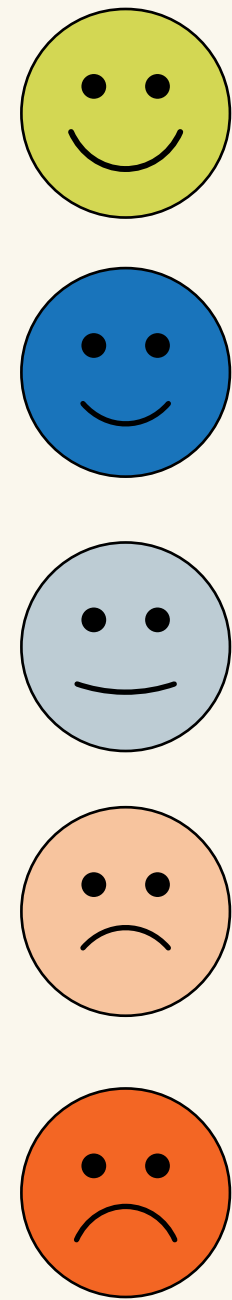
What things do you compare yourself to?

People compare their:

- Bodies
- Lives
- Image to others.

How might we...
 Encourage transparency based on similar feelings people share (Body, lifestyle, amount of friends)

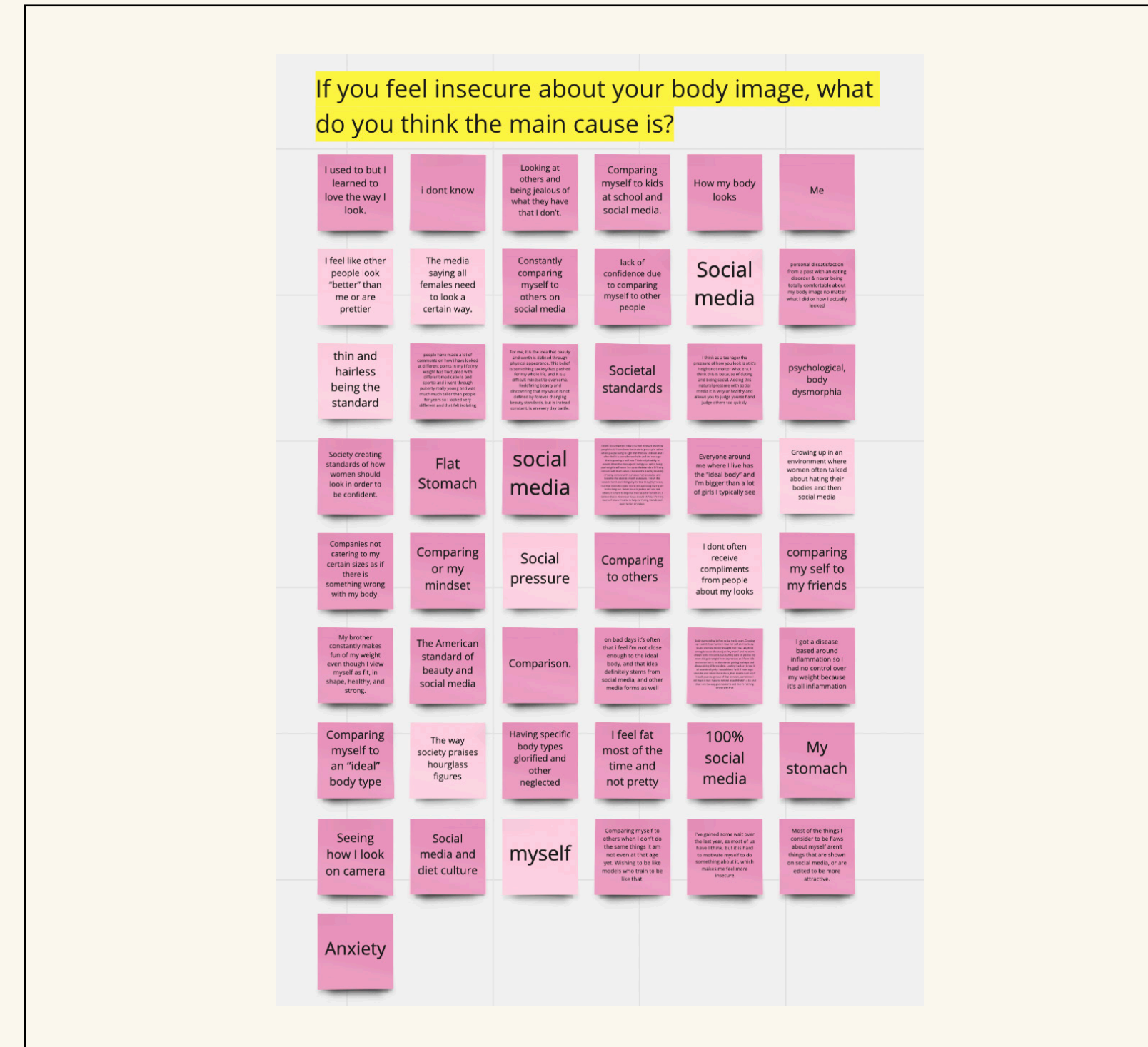


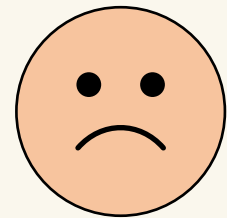
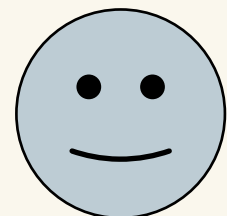
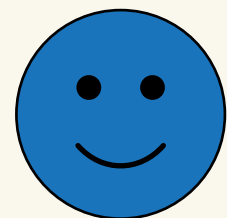


If you feel insecure about your body image what do you think the main cause is?

- Social media
- Societal standards for women

How might we....
Give users resources to break free from comparison and body image related issues.





How has social media played a roll in how you percieve yourself?

- Finding their identity in what others think of them
- Conforming to standards
- Feeling like they have to prove themselves to others.

How might we....
Give young females the ability to build their confidence offline

How has social media played a roll in how you percieve yourself? Please explain:

yes	I think about a lot of the stuff I don't have like I don't have a perfect nose or big boobs or a lot of money or the perfect skin etc...	I feel less about my self knowing that there are girls at there that are living a perfect life with a perfect body and perfect face.	It makes me feel like I have to post pictures that look a certain way	I see myself as not as pretty as other girls. And I compare with the I have an unimproved anything.
sometimes it is hard to be confident in myself if I am constantly comparing myself to other girls that use an social media	Social media has made me feel like there is a certain body standard that you have to meet or look like.	not really	It makes me feel less confident sometimes but it also gives me a platform to express myself and express my views of fashion and art.	It makes me feel less confident but after seeing the impact of it in my life.
Yes, I sometimes feel pressure to go viral.	When I see someone else's post that has a lot of likes and comments, it makes me feel like I need to do something similar to get the same amount of attention.	I have made me feel less confident but after seeing the impact of it in my life.	I don't think it did and would consider myself very confident but after seeing the impact of it in my life.	When I had instagram I felt I needed more things to elevate my style, with outfits and exercise or needed to read more.
I've perceived myself of less than others around me	It usually makes me more confident.	it did when I was younger, not as much as I have gotten older	Finding my identity in how others view me	Not sure
Made me find more interesting things about myself and how people are feeling and seeing a really am compared to what regular things I hear or feel sometimes.	It usually makes me more confident.	idk	Helps to show my disinctness while simultaneously making me feel bad for it.	Helps to show my disinctness while simultaneously making me feel bad for it.
Yes, it's easy to compare your image to the things influencers put out on social media.	Helps to show my disinctness while simultaneously making me feel bad for it.	idk	Helps to show my disinctness while simultaneously making me feel bad for it.	Helps to show my disinctness while simultaneously making me feel bad for it.
Yes it has helped me discover my identity.	I feel the need to dress like others and prove myself to others	Made my self image worse since I'm constantly seeing people that look "perfect"	more careful of what I do how I look what I post	It's kind of a double edged sword in the way that it has made me realize that I'm not as good as I thought I was and that I have some things to work on to make it what I want to be.
I'm more aware of how people may see me in public so compare me to those around me.	I hate it but am constantly gas it I wish it never became a thing quite honestly.			

Problem Solving

How might we...

Encourage transparency based on similar feelings people share (Body, lifestyle, amount of friends)



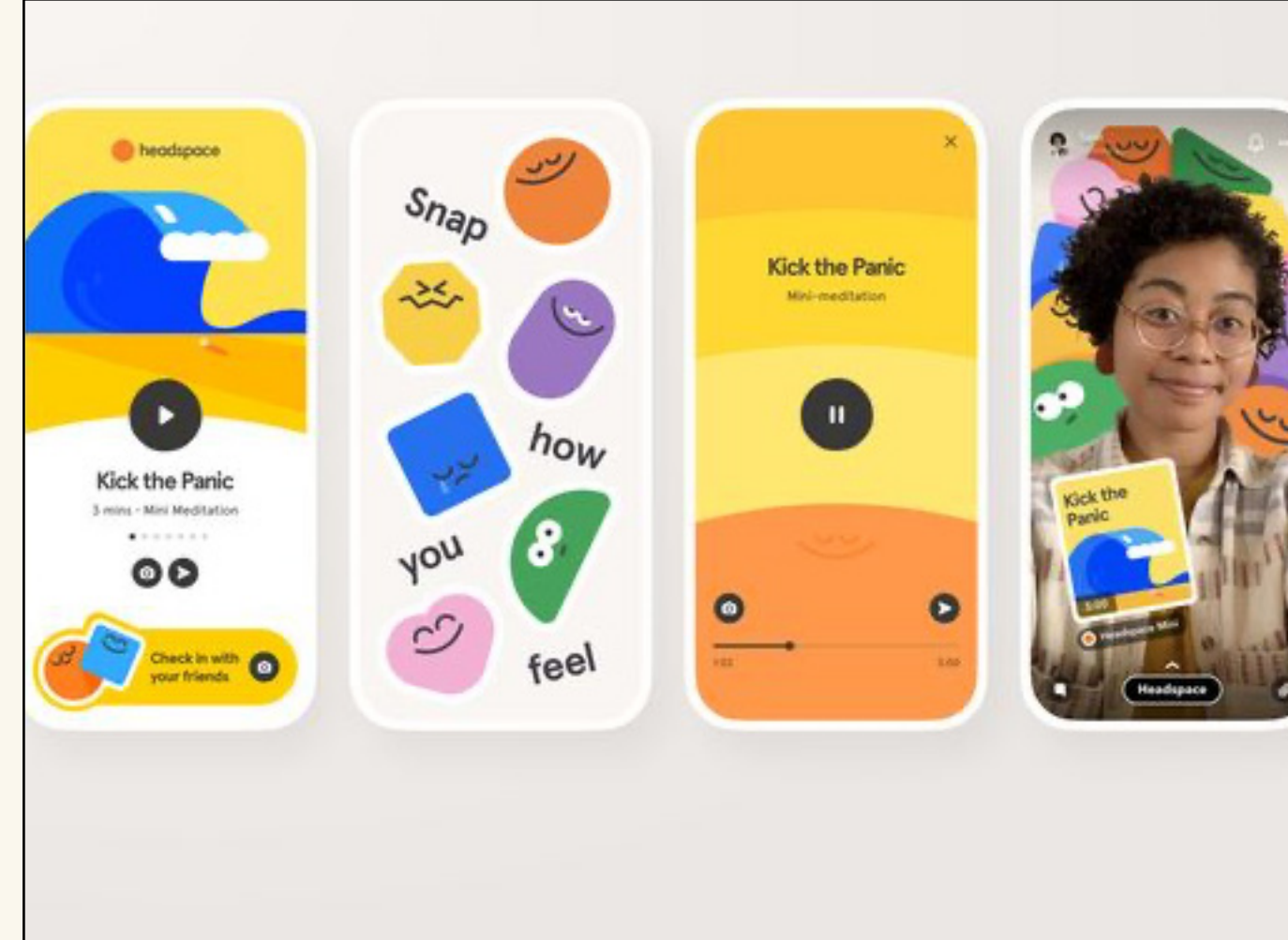
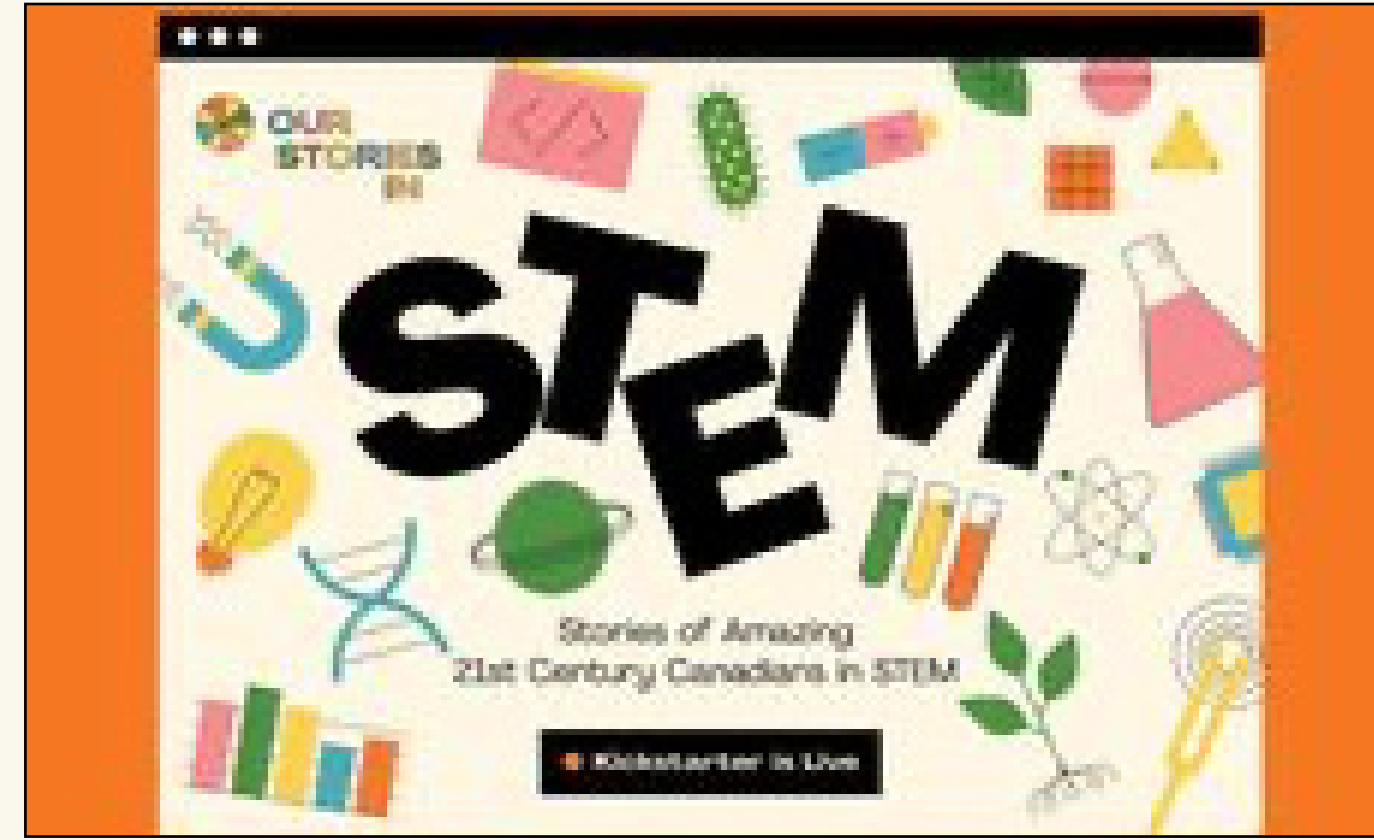
Creating a transparent, semi-anonymous community

How might we..

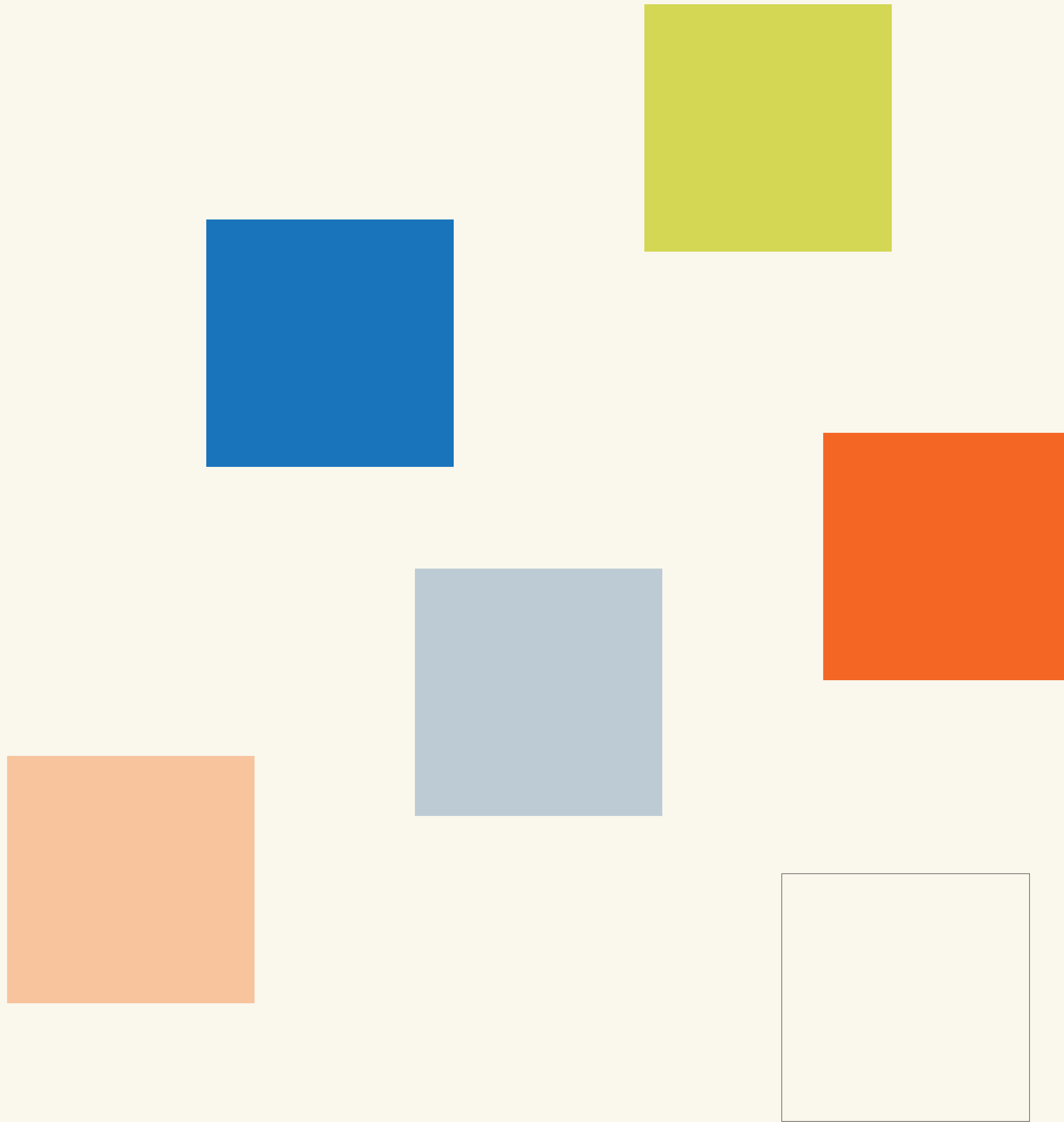
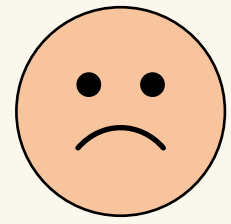
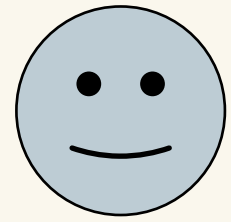
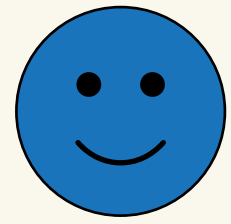
Give users resources to break free from comparison and body image issues.



Video, audio, and written entries that help users discover themselves



Mood Board

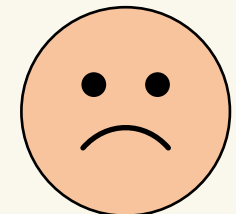
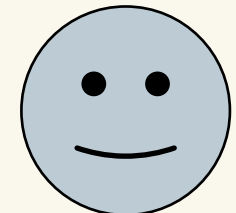
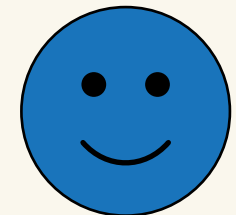


Color Palette

I wanted the colors to reflect an interface that is:

- Fun
- Approachable
- Coming of age

Bright and fun colors to keep visuals engaging for young women



Roc Grotesk

Ab

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()

Title

Title Goes Here

Subhead

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Hamburg Hand

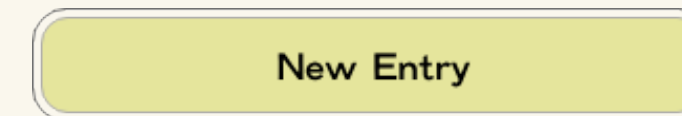
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Body

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Button



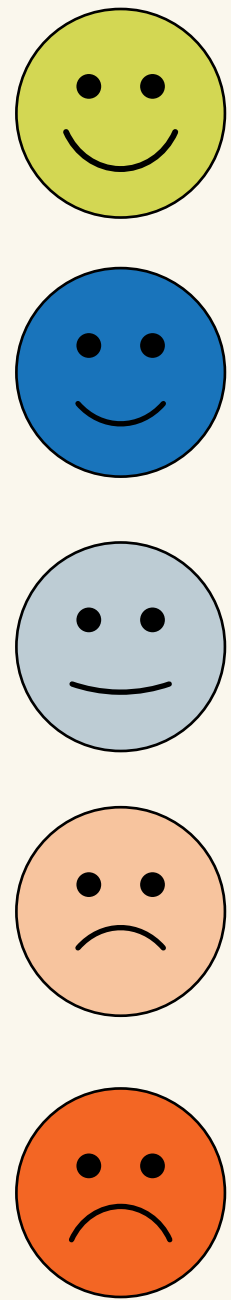
Stolz

Ab

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Link

more submissions

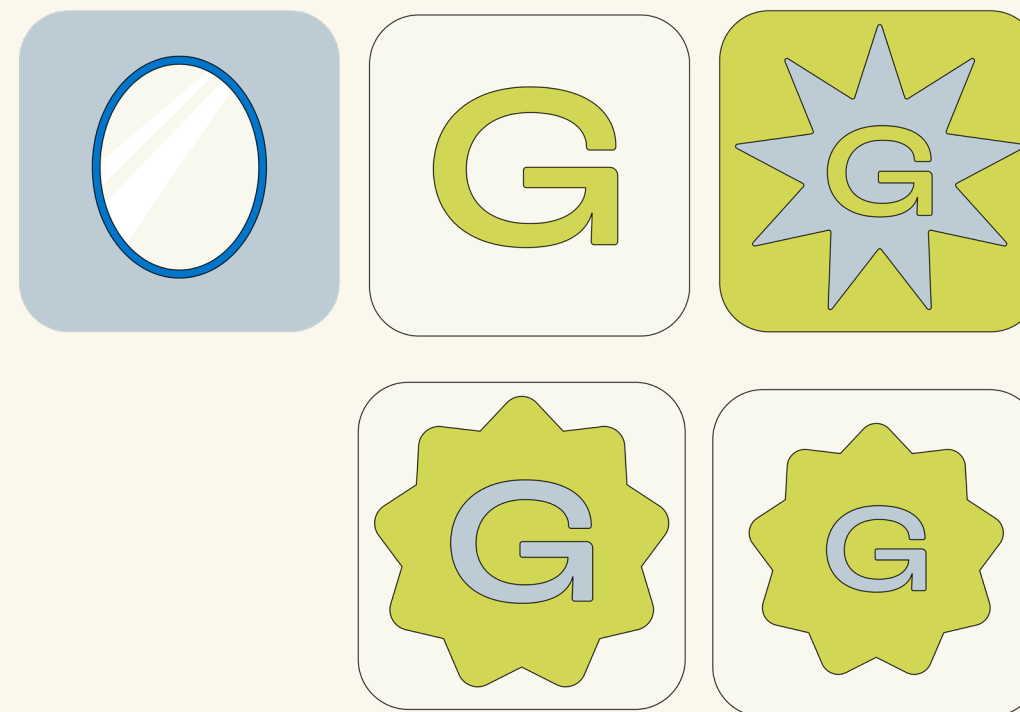


Digital + Physical Sketching

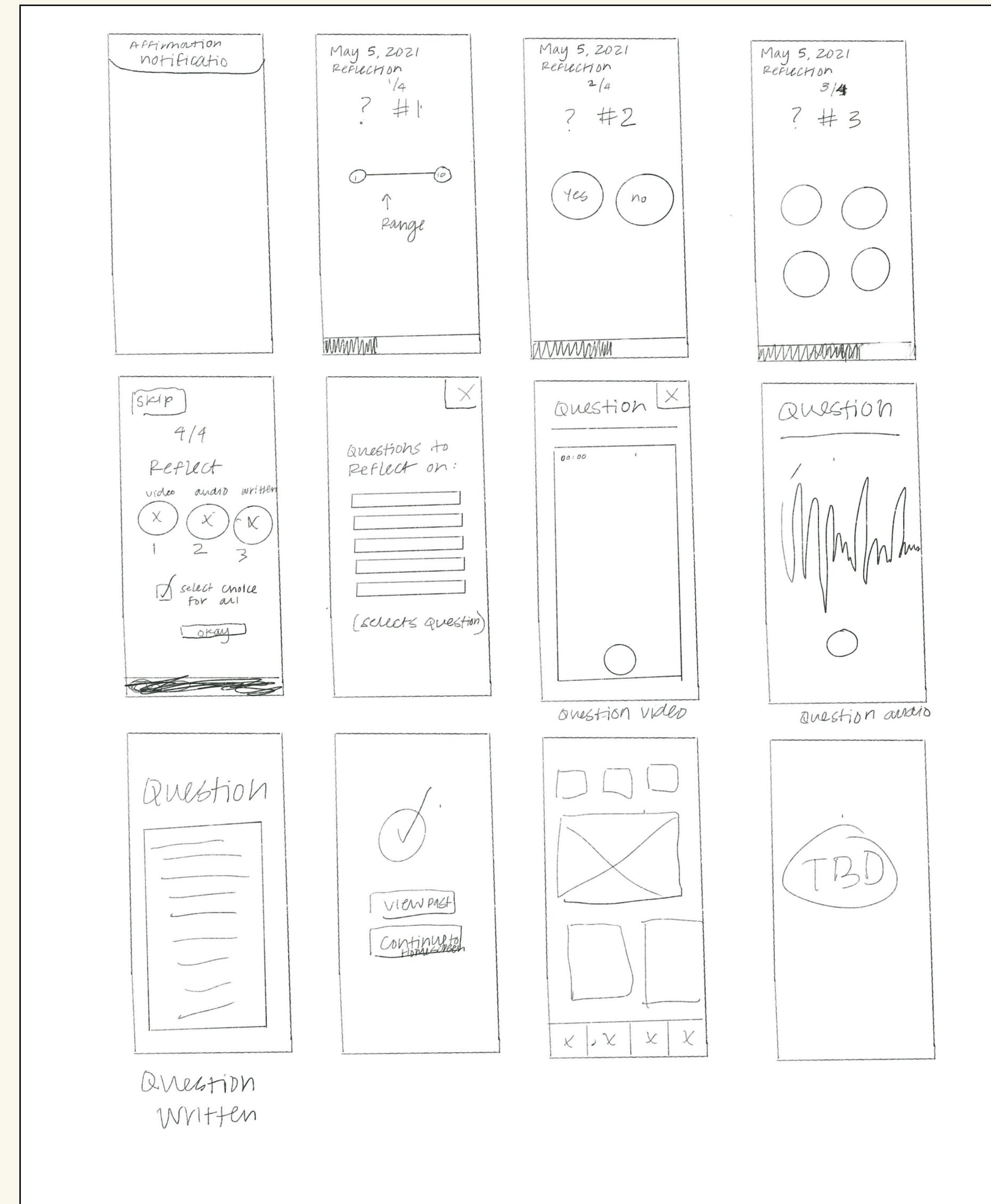
At first, I was overwhelmed with the number of paths I could potentially go on in terms of having a tool to help young women overcome body image-related issues. However, because of the demographic I hoped to influence, the list of ideas had become very small.

Notebooks, journals, and other tools for physical reflection are not as common to be used by them. That is why I choose to move in the direction of an app.

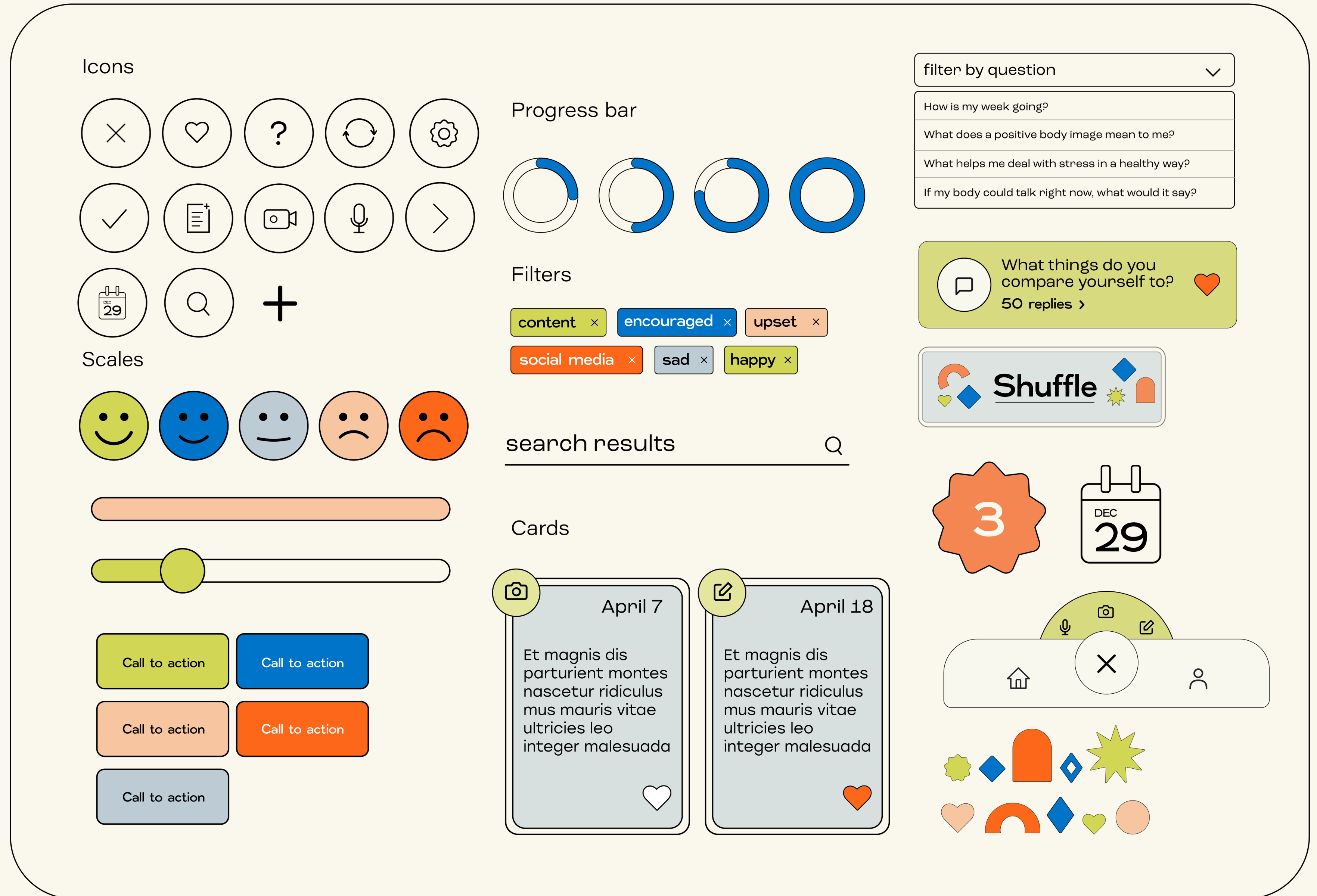
Girl Talk
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GIRL TALK **GiRL TALK**
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GIRL TALK



 **GIRL TALK**
 **GIRL TALK**



Assets

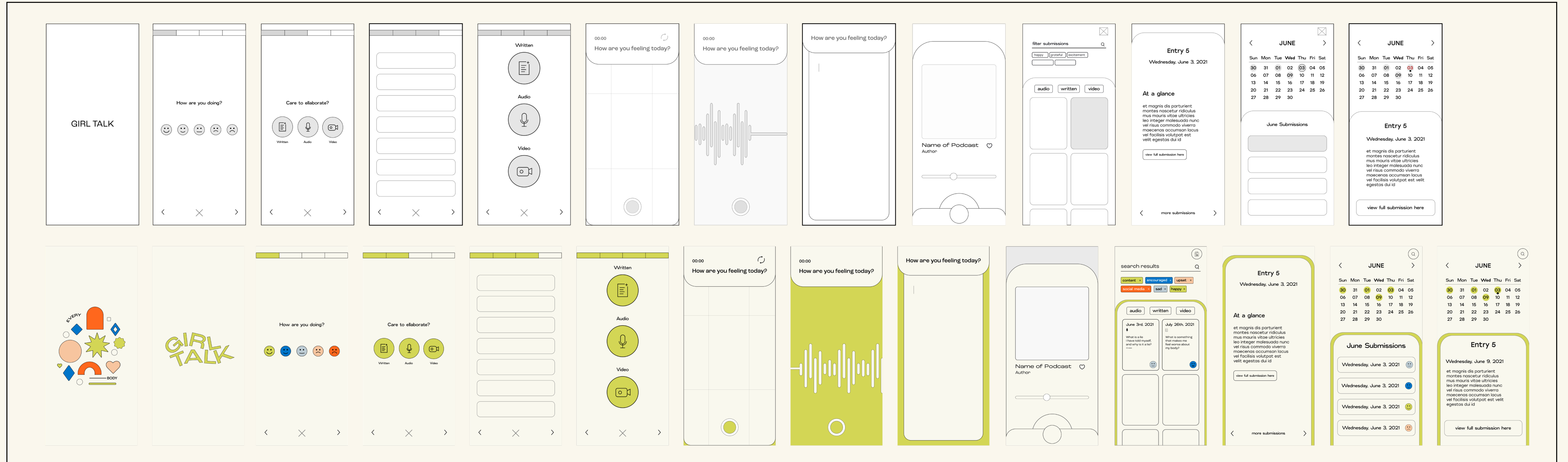
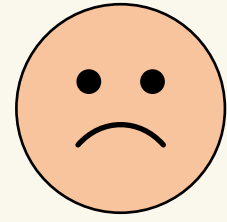
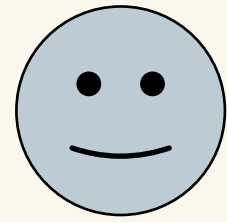
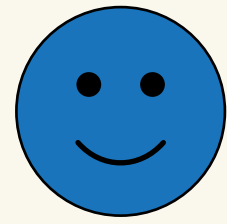


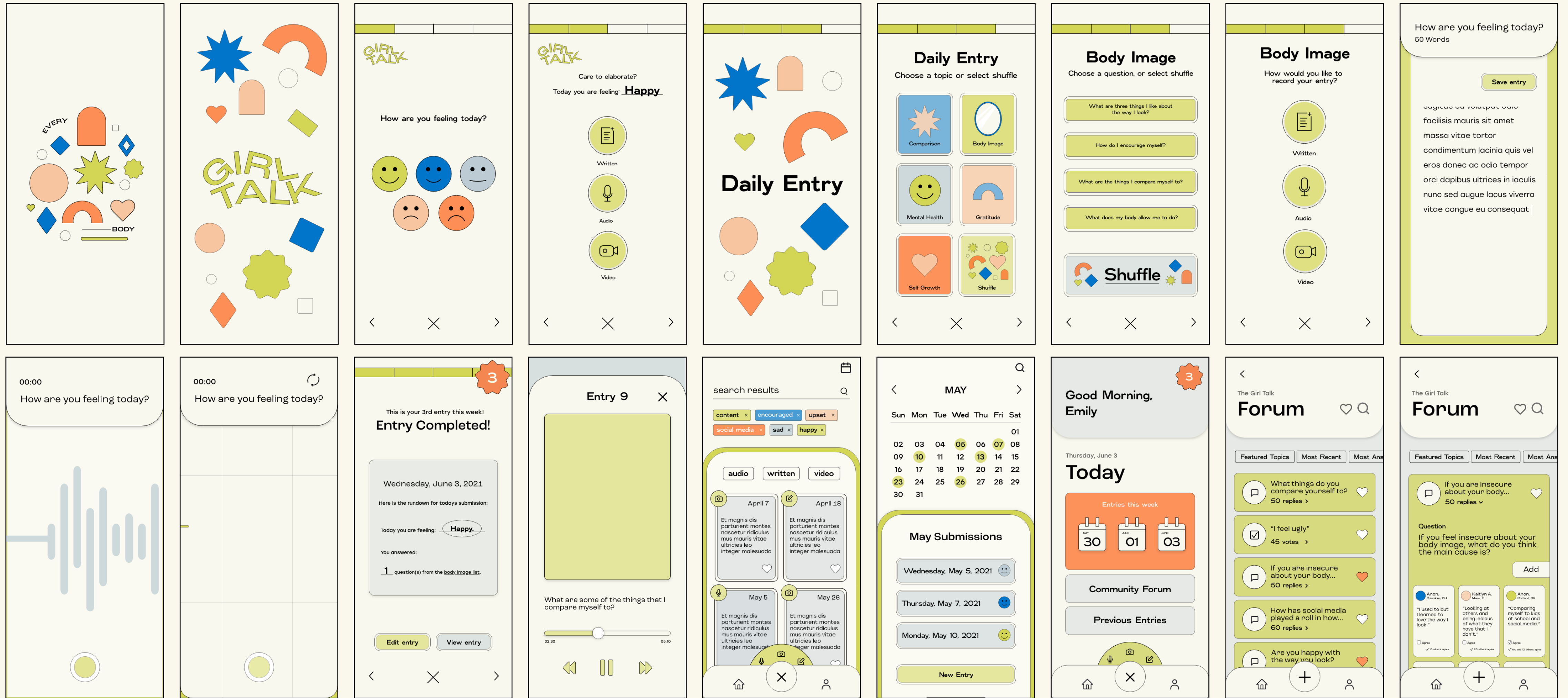
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TALK

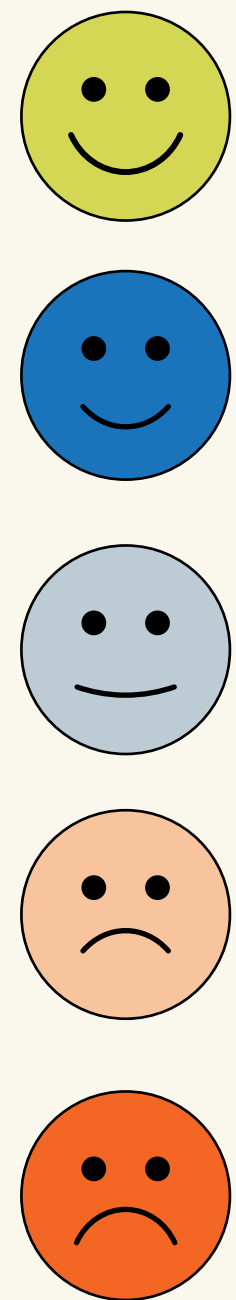


Final Logo + App Icon

Low Fidelity







Final Images

