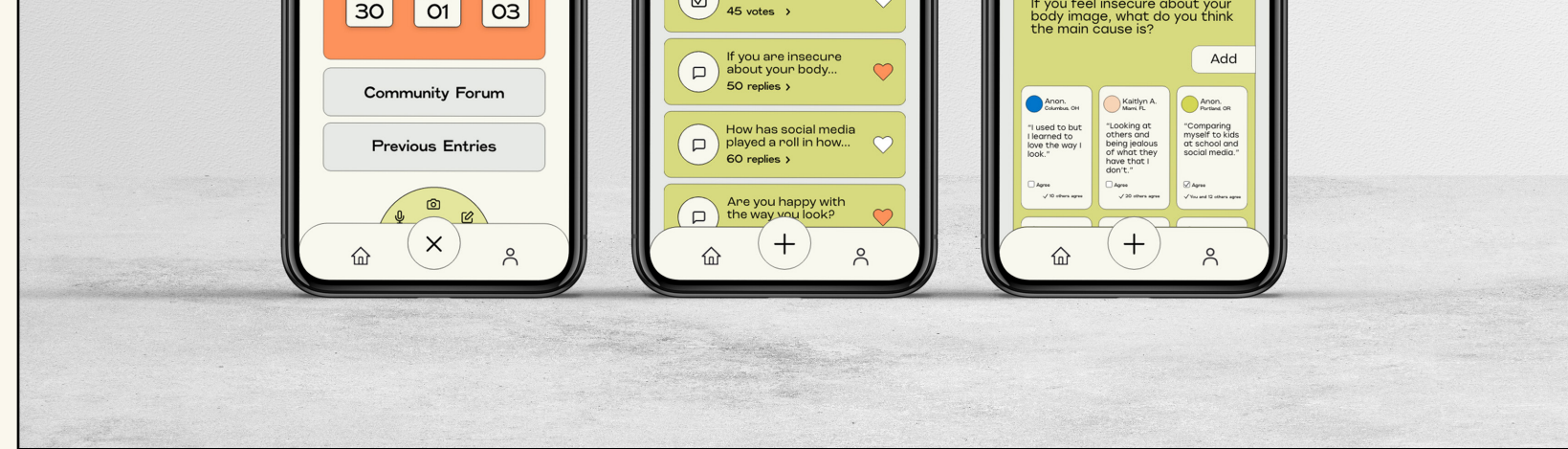# GIRL TALK

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.
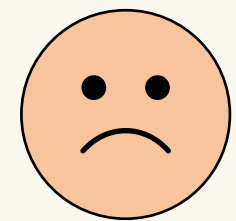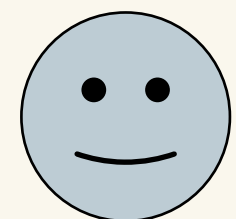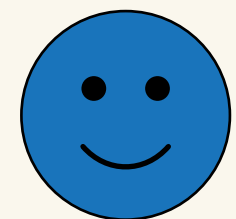
Body Dysmorphia

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 womens 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
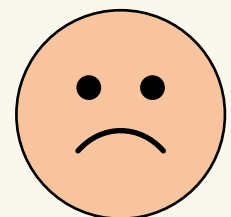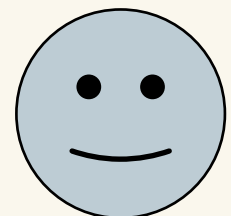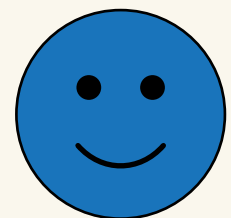
Survey + data

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.
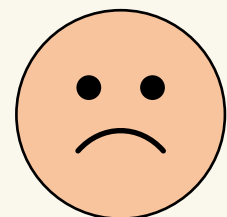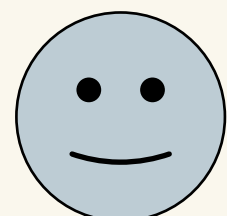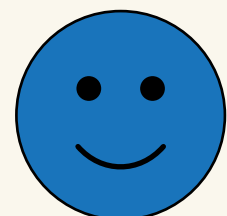
78.1%

compare themselves while on social media

64

surveyors
(young females)
Majority were between 13-18 year-olds
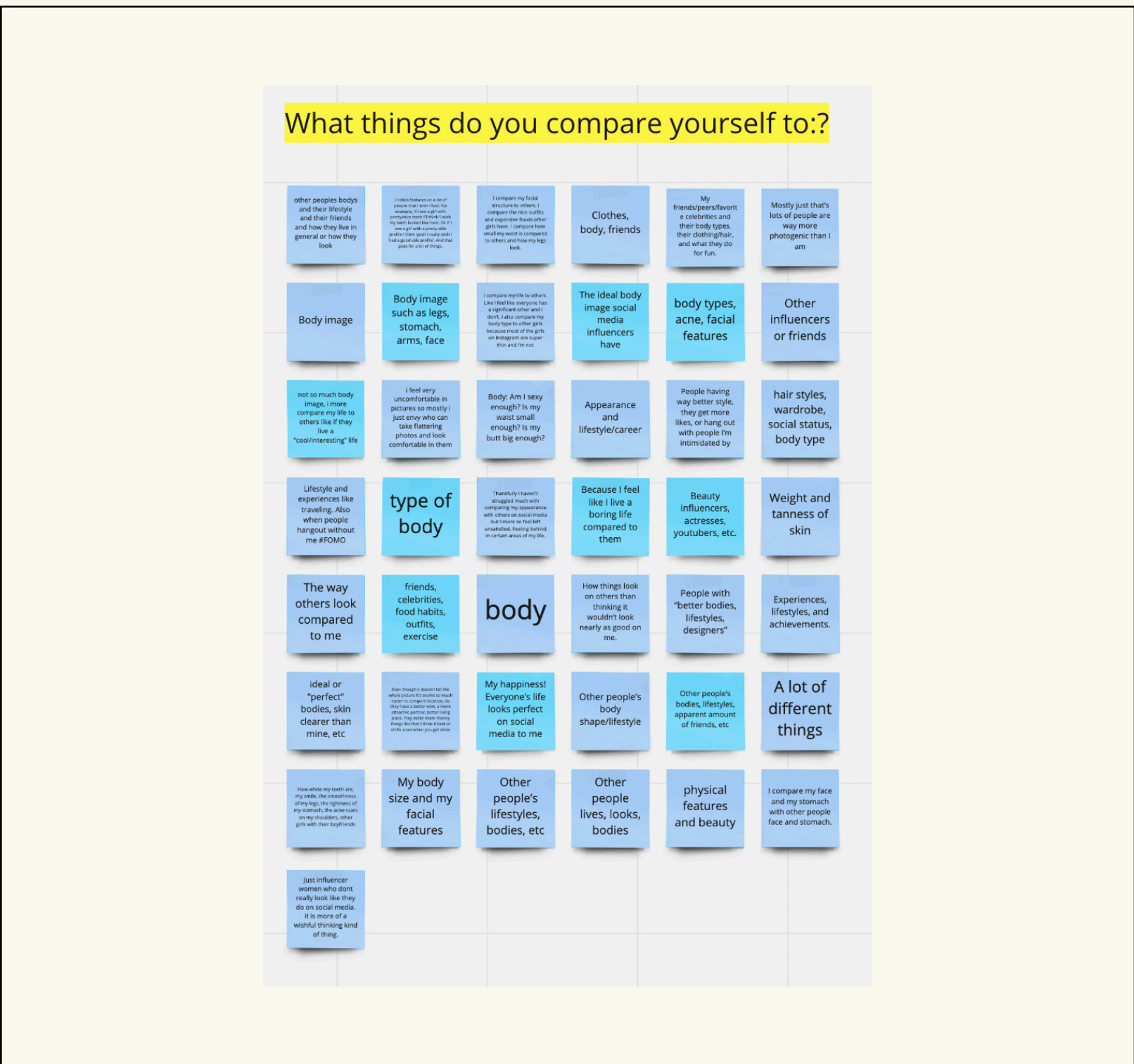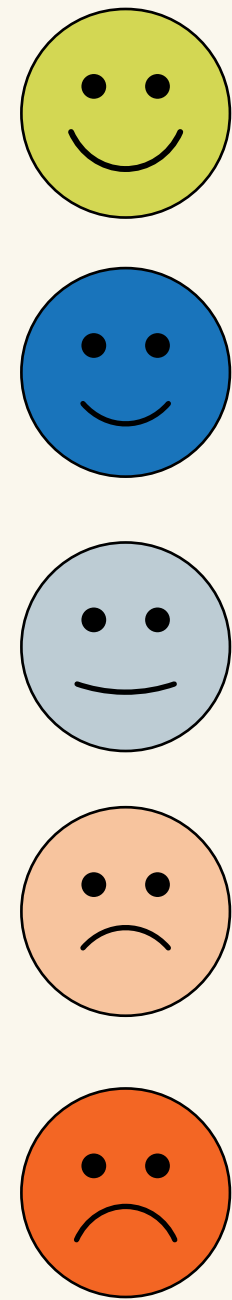
92.2%

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
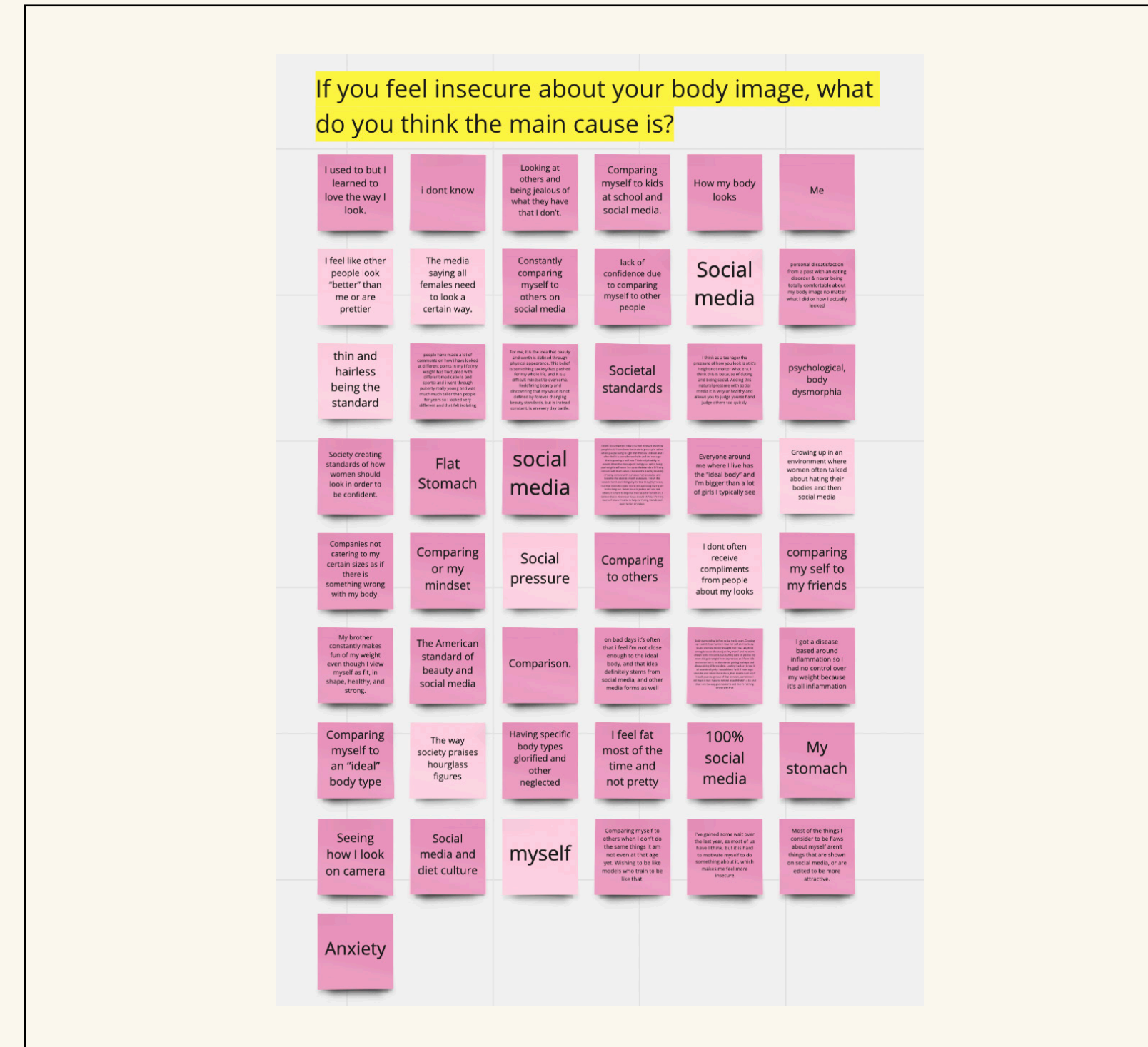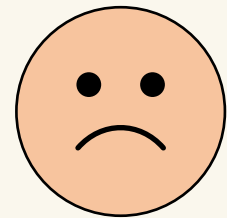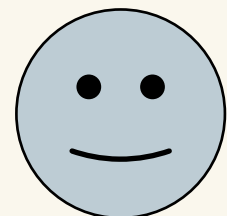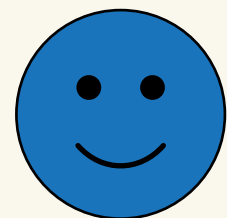(Body, lifestyle, amount of friends)

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.

<u>How might we....</u>
Give young females the ability to build their confidence offline

How might we...

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

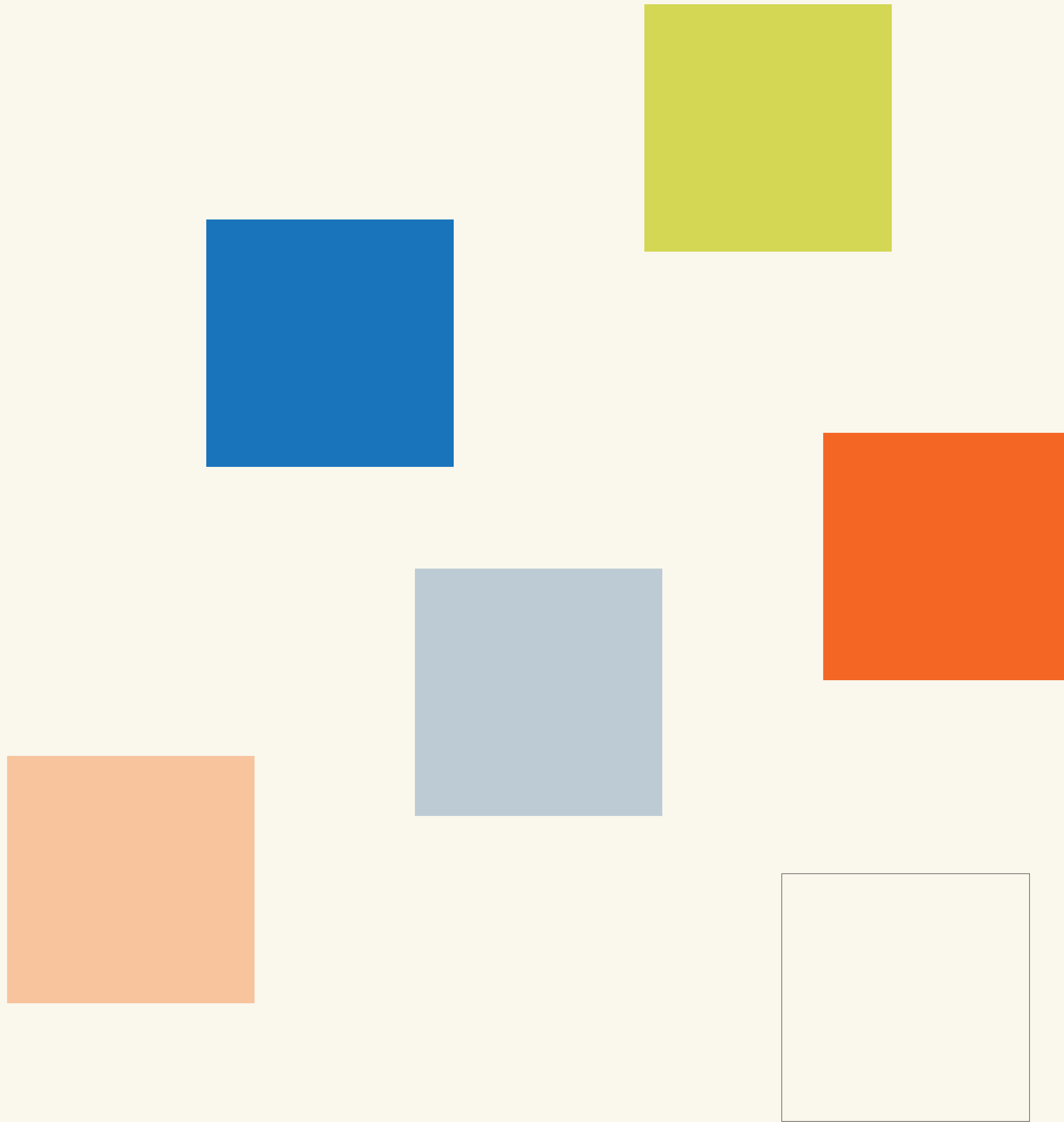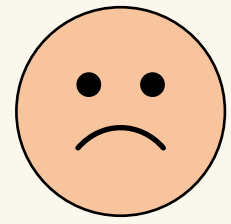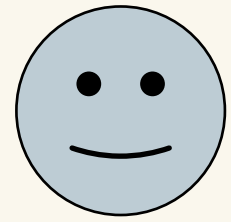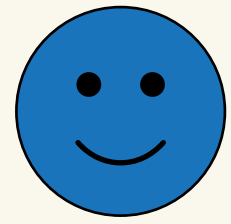→ Creating a transparent, semi-annonymous community

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
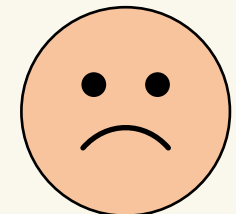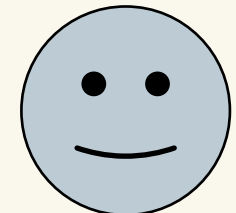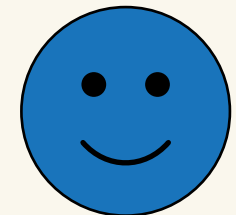
Problem Solving
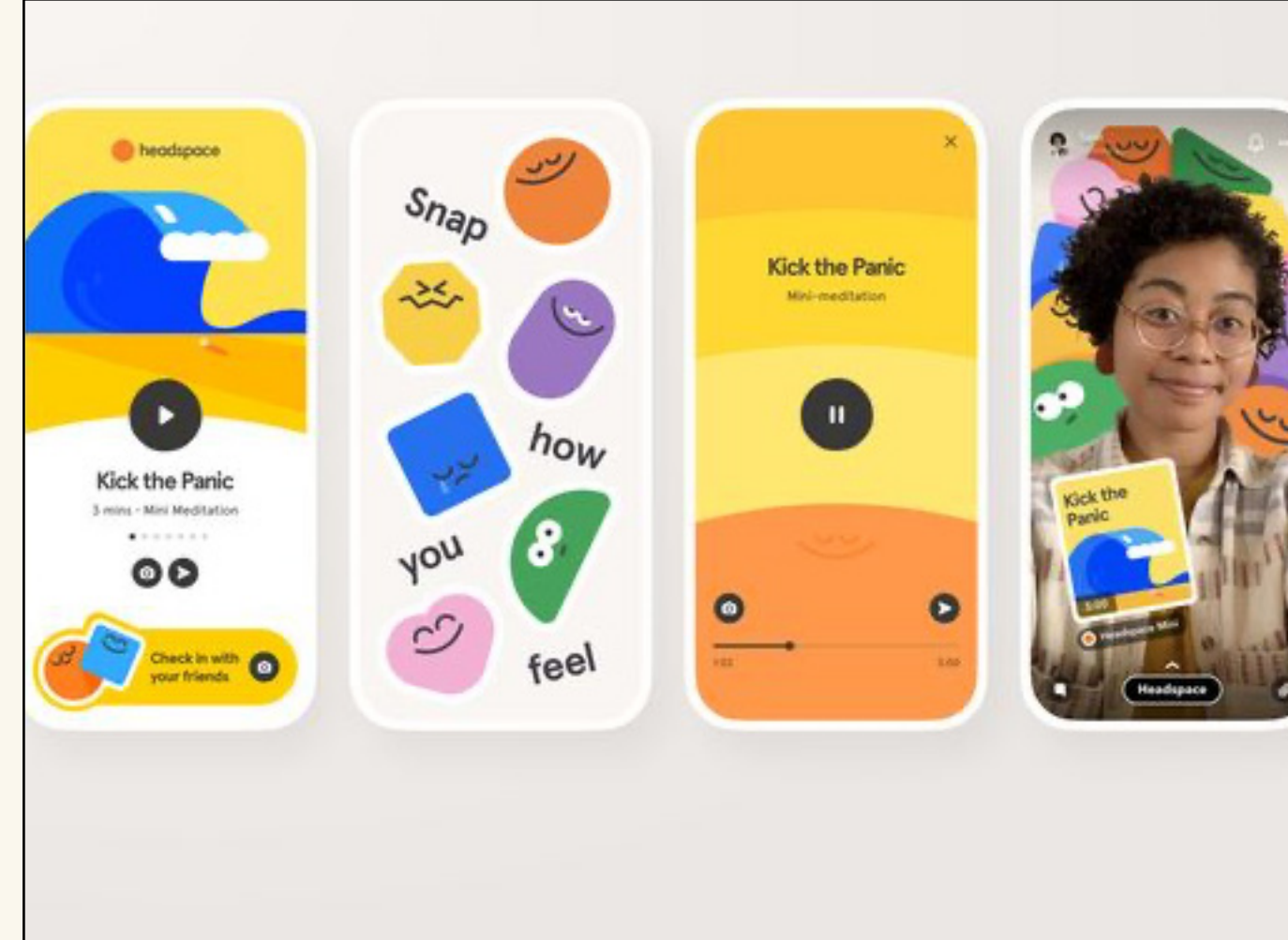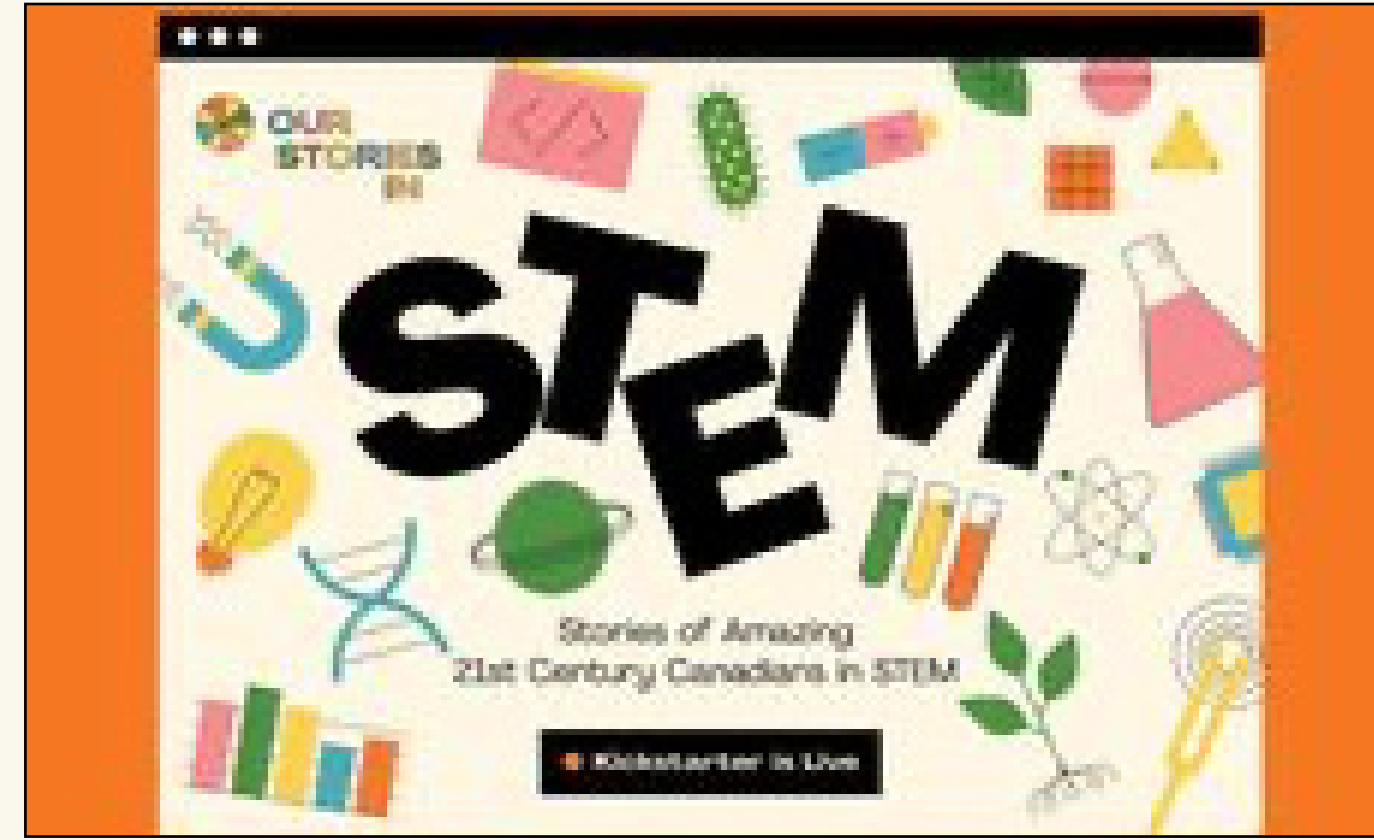
Mood Board

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
!@#$%^&*( )

Hamburg Hand

Ab

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!&*( )&

Stolzl

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.

Body

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Button
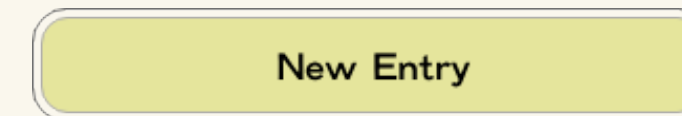
New Entry

Link

more submissions

Digital + Physical Sketching

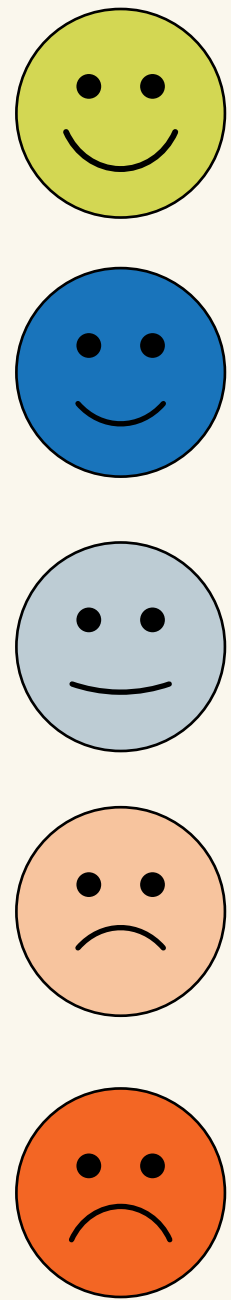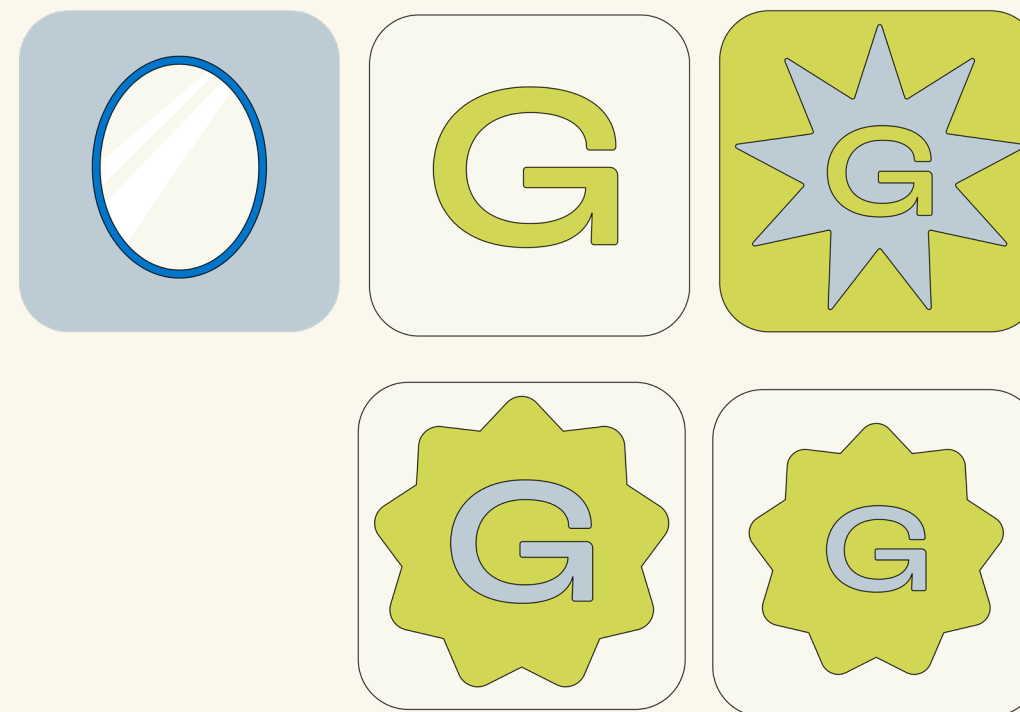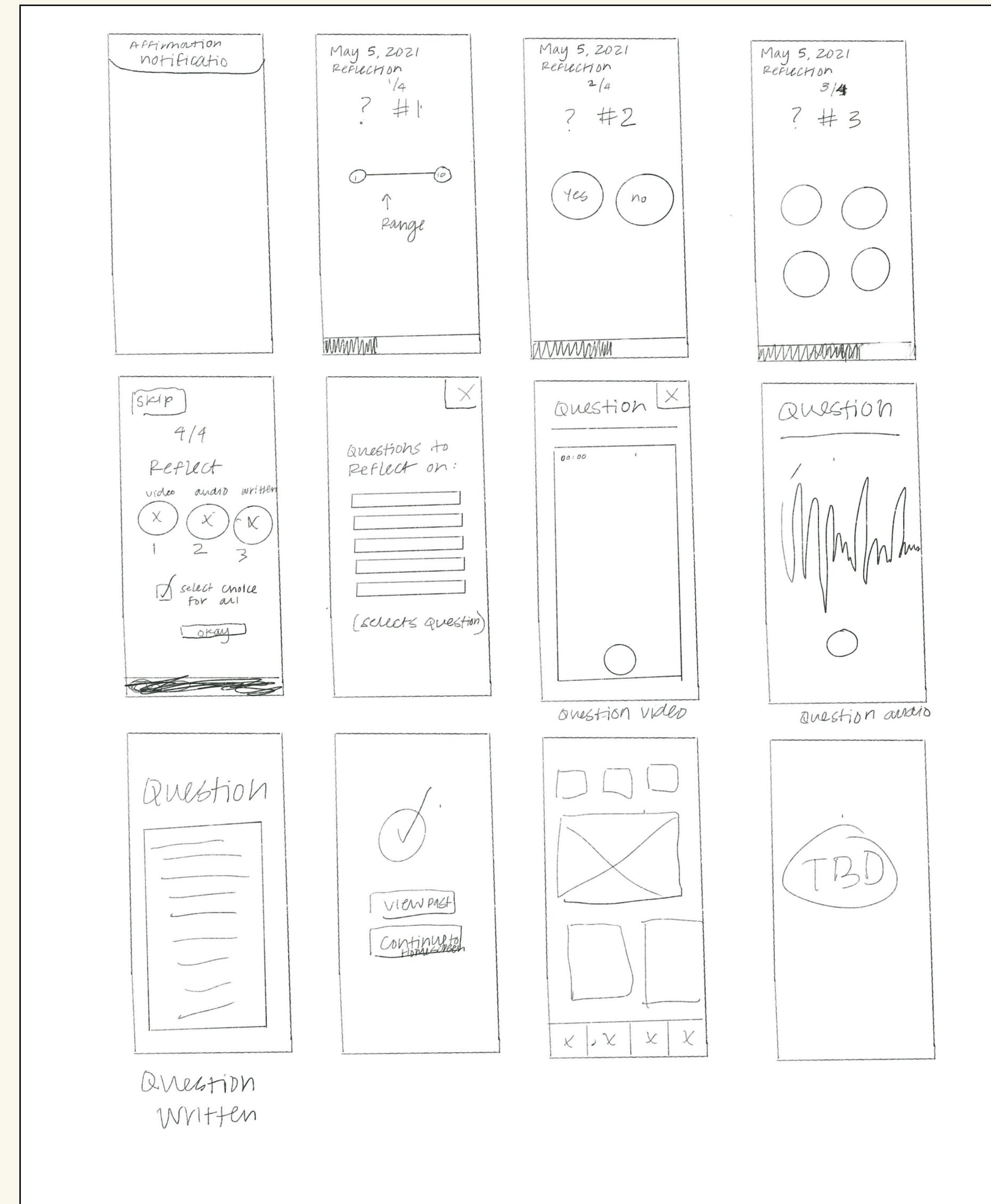At first, I was overwhelmed with the number of paths I could potentially go on in terms of having a tool to help young women overcome body image-related issues. However, because of the demographic I hoped to influence, the list of ideas had became very small.

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.
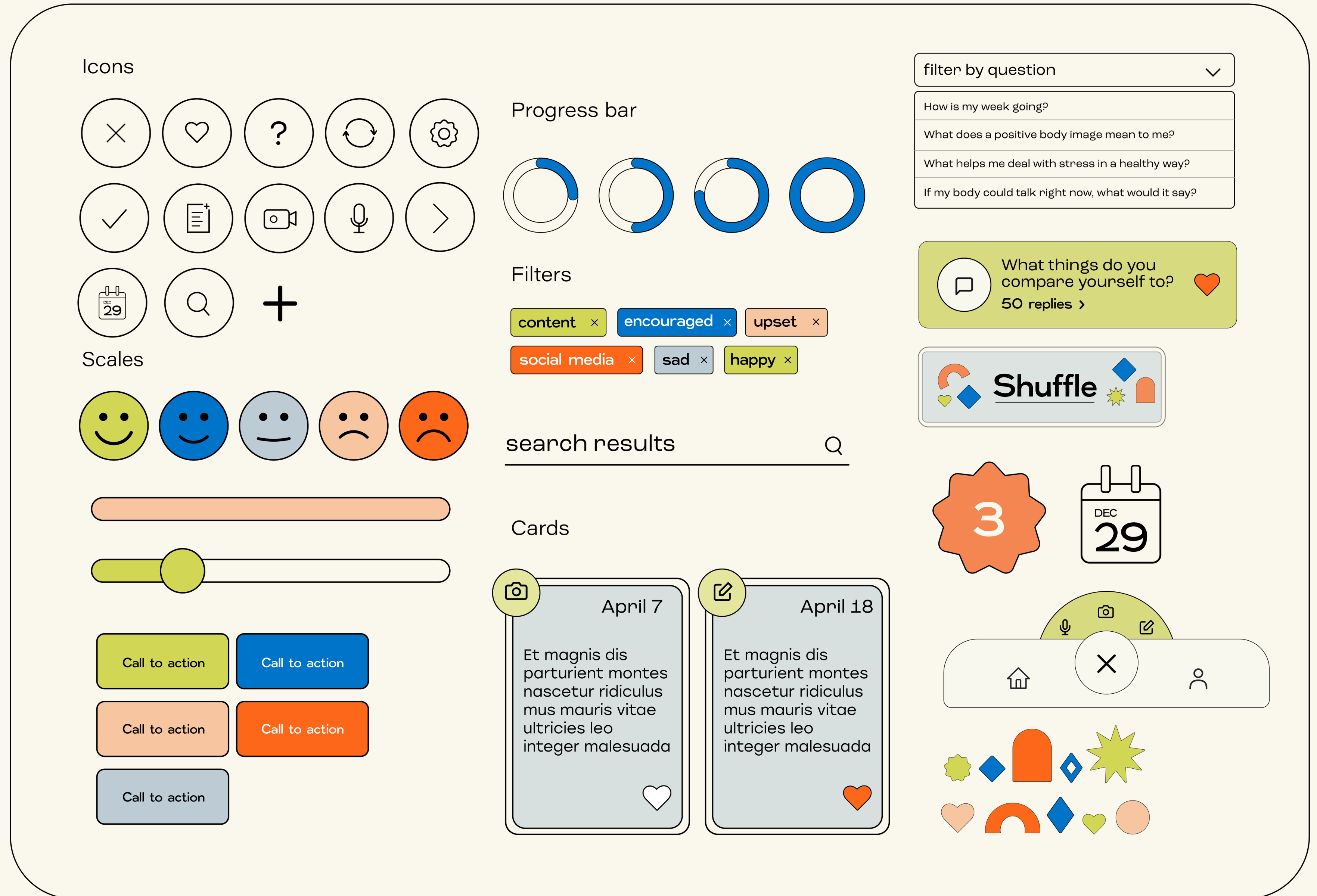
Assets

Icons

Scales

Call to action
Call to action
Call to action
Call to action
Call to action

Progress bar

Filters

content ×
encouraged ×
upset ×
social media ×
sad ×
happy ×

search results

Cards

April 7

Et magnis dis parturient montes nascetur ridiculus mus mauris vitae ultricies leo integer malesuada

April 18

Et magnis dis parturient montes nascetur ridiculus mus mauris vitae ultricies leo integer malesuada

filter by question

How is my week going?

What does a positive body image mean to me?

What helps me deal with stress in a healthy way?

If my body could talk right now, what would it say?

What things do you compare yourself to?
50 replies ›

Shuffle

3

DEC
29

GIRL
TALK

G

Final Logo + App Icon

Low Fidelity

High Fidelity

Final Images