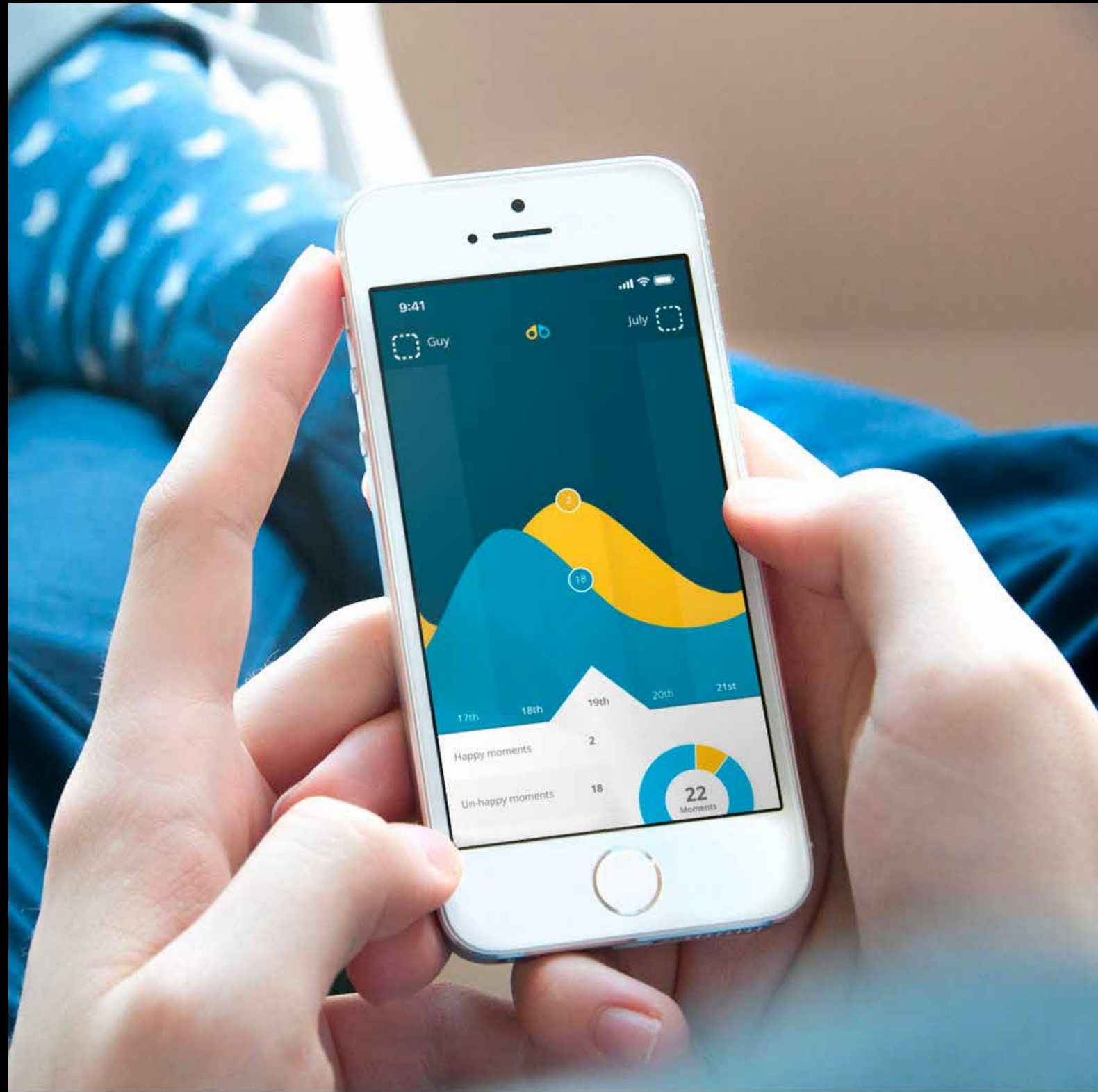


# Moodbeam

Sauce captured the mood for the world's first wearable emotion tracker



## THE CLIENT

Moodbeam is a Hull-based start-up business behind the world's first wearable mental health tracker. The Moodbeam device is a wristband that allows its wearer to log how they feel at the click of the button. The user can then use the data to explore why they feel they way they do at different times of the day, helping them make positive life choices that can improve their mental wellbeing.

## THE BUSINESS CHALLENGE

Moodbeam had come up with the innovative concept, originally for parents and carers to monitor their children's emotional wellbeing, but needed to turn it into a workable product. The company required a mobile platform that would connect with the wearable hardware, enabling the user to store, view and interpret the data. That's where we came in.

## THE PROCESS

Moodbeam approached us after working on the project for 18 months and had a lot of positive ideas. We began the process with an intensive brainstorming session with the company, fully exploring its own ideas, vision and objectives. Using our agile process, we then worked through a number of intensive "sprints" to deliver key elements of the project at set times for Moodbeam to review. This ensured the company was fully involved throughout the development. During the iterative process, it became clear that what was initially envisaged wouldn't match up to how people would use the product in reality. We had to adapt to the results of UX testing.

## THE SOLUTION

Working in close collaboration with Moodbeam and the company's Chinese-based hardware manufacturers, we concluded that an app with an intuitive interface was required. It needed to turn the data collected from the wearable device into patterns and trends to provide the user with an insight into how they feel and what influences their moods throughout the day. User experience was crucial to its success, so the customer needed to be able to tailor the product to their own personal preferences.



## THE RESULTS

The unique app we developed connects to a USB chip in the Moodbeam wristband via Bluetooth, meaning the wearer can access the data from any registered device. The user is able to log how they feel throughout the course of the day by tapping the relevant button on the wristband - yellow being positive and blue being negative - with the data stored and presented on the app.

Testing revealed wearers would tap the buttons numerous times at certain points, to emphasis they were feeling particularly positive or negative, so we adapted the data display in order to annotate this. Usability studies also highlighted a potential issue of long periods of inactivity by the wearer, so we incorporated the option of having subtle vibration prompts to encourage regular interaction.

Pre-set options were made available, but the app was also designed to be fully customised according to the user's preferences. Platform-specific animations and transitions were incorporated to further enhance the user experience and we used a serverless framework to minimise run time costs and provide Moodbeam with the scalability the company needed to grow its user base, without incurring unforeseen hosting, server maintenance or support costs.

The original concept was for the wristband to be worn by children and for parents and carers to be able to analyse the data but the customisation and flexibility we incorporated throughout the development has widened its usage and made it a far more viable product. Along with children, customers are using it to monitor the daily emotions of elderly or isolated relatives to determine, for example, when they feel lonely. It is also being used by sports academies to highlight periods when athletes have high or low energy, as well as universities and colleges to monitor students' mental health.