

mindflow.



inm.

mindflow



SH THE POWER  
JOURNALING.

## 7-Day Free Trial

Hi Amara,

We're thrilled to welcome you to mindflow, your gateway to emotional wellness and self-discovery. With our 7-day free trial, you're about to transform.

UNLOCK YOUR TRIAL



### Clear Your Mind

A personalized 7-day journey tailored to your well-being needs.

### Write Down Your Thoughts

Guided prompts to kickstart your journaling experience.



### Set Goals For Yourself

Emotional wellness resources at your fingertips.



UNLOCK YOUR TRIAL

FOLLOW MINDFUL

VISIT MINDFUL.COM

UNSUBSCRIBE

VISIT OUR BLOG

mindflow.

VIEW IN BROWSER

## 40% Off For Members!

ADD TO CALENDAR

Hi Amara,

Join us for an exclusive webinar where you'll discover the secrets to enhancing emotional well-being, managing stress, and finding balance in your life.

mindflow Members Building Webinar

## READY TO TRANSFORM?

Your  
En

For a Limited Time Only!

01:24:00  
HOURS LEFT

GET 50% OFF NOW

Hi Amara,

Your mindflow journey is in full swing but we wanted to remind you it's running out. Don't miss this opportunity to experience emotional wellness and self-discovery before. Join us!

ION  
FULNESS

27TH  
EST



TARA BRACH, PHD  
AMERICAN PSYCHOLOGIST,  
AUTHOR, GUIDED  
MEDITATION COACH



DEEPAK CHOPRA, MD  
FOUNDER OF THE CHOPRA  
FOUNDATION

FOU



# Define

define the problem statement clearly. The ideal problem statement captures the perspective of human-centered needs rather than focused on business goals

## ***Problem***

How may we design an engaging webpage that converts a trial user to a buyer and make them stay?

# Ideate

Brainstorm ways to address those unmet needs found in the problem statement, create drawings, and low-fidelity wireframes.



# Solution

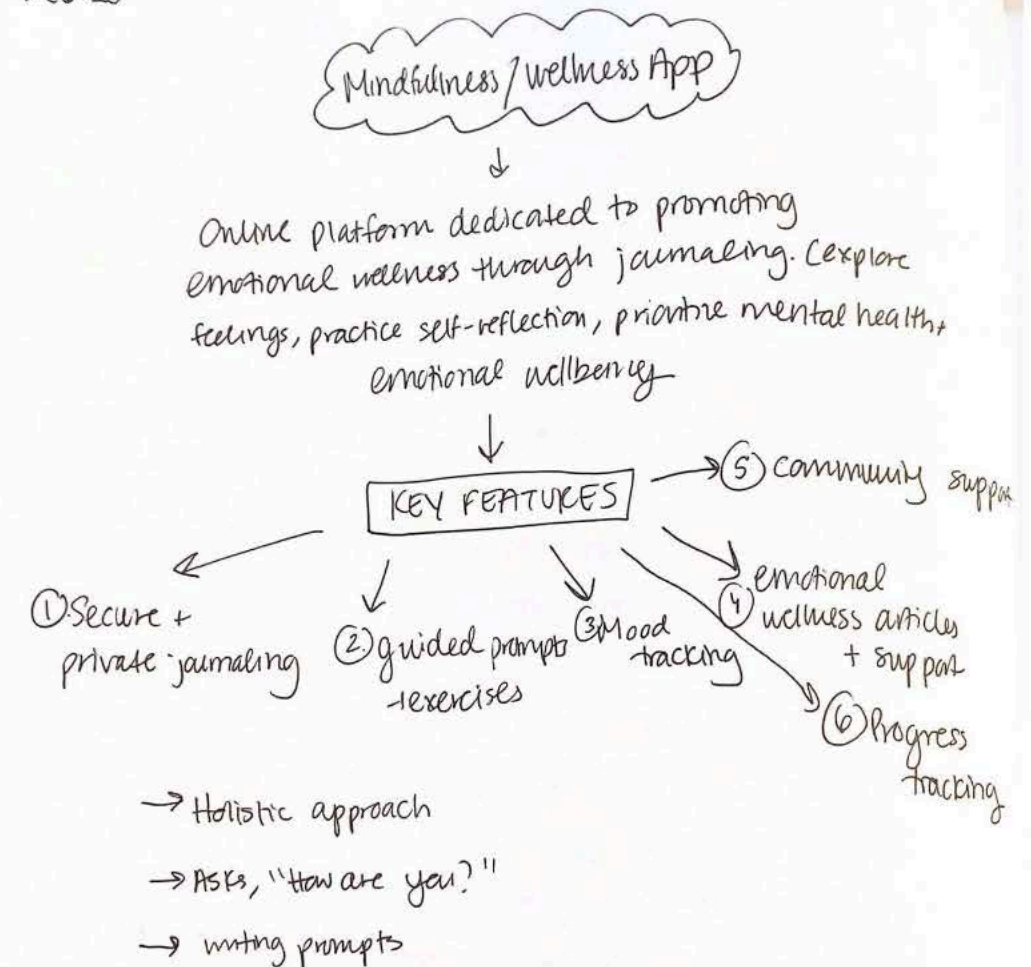
Following the design of the mindflow app, it is important to make an inclusive email campaign that is intentional in each design with the right copy to convert a trial user to a buyer.

## Sketches

I began the design process with low-fidelity sketches and wireframes to accelerate decision-making through visualization without losing time. I started out by brainstorming a logo for the app, and what I want reflected on each email sent out to customers. I came up with:

1. Email 1: Try our service for Free for 7 days
2. Email 2: Free trial ended, sign up
3. Email 3: No sign up? Offer a Discount
4. Email 4: They are a member; what their membership level gets them

4.26.23



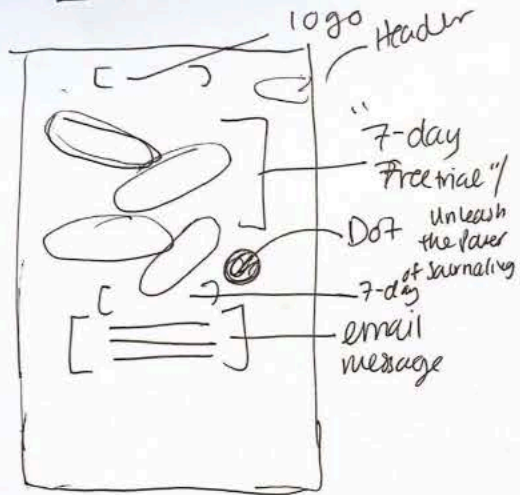
Email Headlines:

- 1.) Unleash the Power of Journaling → (offer free trial)
- 2.) Ready to transform? (trial ended, need to sign up)



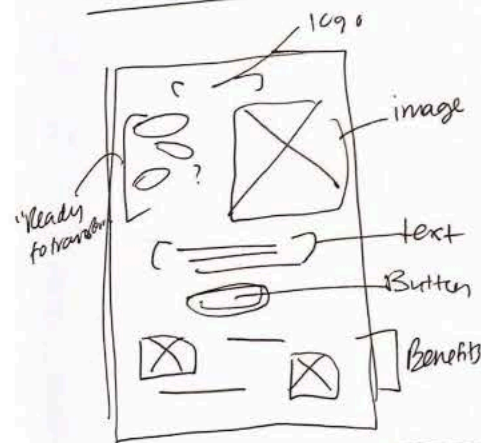


Email #1:

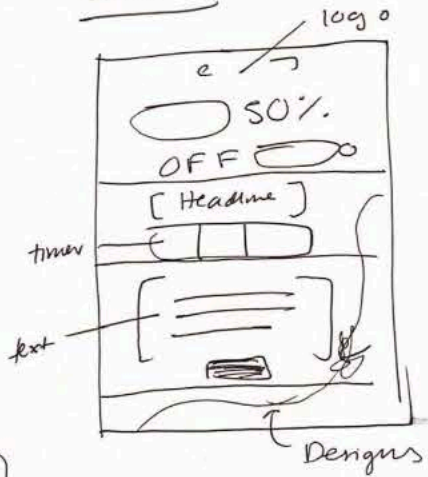


clear your mind  
 write down your thoughts  
 the choice is yours

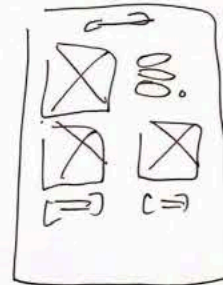
Email #2:



Email #3:



Email #4:

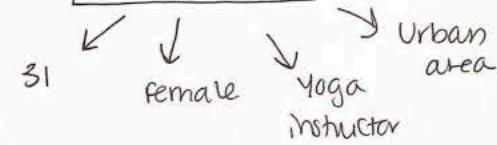


600x1200px

User Personas

1. Sara - Wellness Enthusiast

Demographics



Background

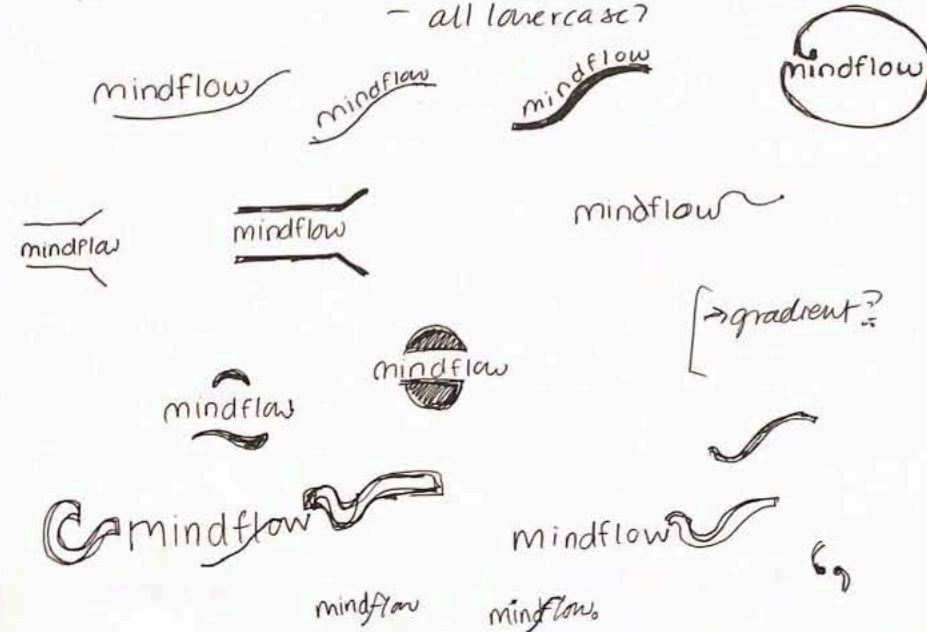
- Passionate about wellness; practices yoga + mindfulness daily
- values self-reflection + self-improvement

Name:

Mindflow? → seamless flow of thoughts + emotions into a journaling process + offering wellness management

Mindflow

- simple black
- cursive/handwriting
- all lowercase?

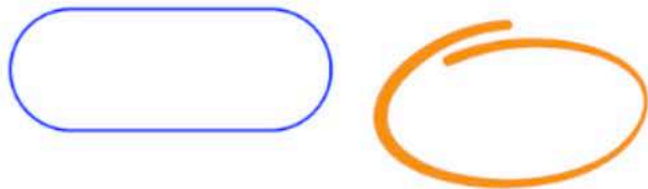


## Branding Ideation

While coming up with the design of the brand and the logo, I ended up having many iterations. I wanted the logo to represent a seamless flow of thoughts and emotions into a journaling process that offers wellness and engagement.



**mindflow.**



**mindflow.**

mindflow

mindflow

mindflow



mindflow



mindflow

mindflow

mindflow



# Prototype

Turn my ideas from stage three into prototypes - The aim of the prototyping stage is to turn ideas into something tangible which can be tested on real users.

## UI Design

Once the usability issues were resolved, I moved on to design the final screens in Figma. My goal was to create a visual identity that's aligned with the brand's values and message in addition to keeping it consistent with the theme of the app.





mindflow.



**AVENIR HEAVY** 45pt. CAPS

HEADING 1

**Avenir Heavy** 50pt.

HEADING 2

**Avenir Heavy** 30pt.

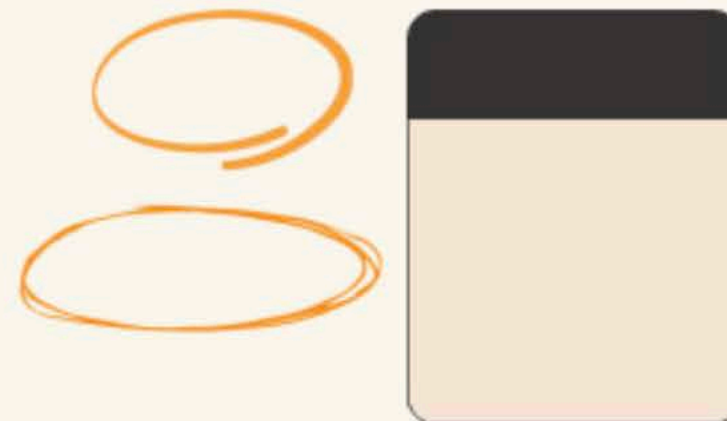
HEADING 3

**Avenir Medium** 25pt.

BODY TEXT

SIGN UP NOW

GET 50% OFF NOW



# UNLEASH THE POWER OF JOURNALING.

## 7-Day Free Trial

Hi Amara,

We're thrilled to welcome you to mindflow, your gateway to emotional wellness and self-discovery. With our 7-day free trial, you're about to transform.

UNLOCK YOUR TRIAL



### Clear Your Mind

A personalized 7-day journey tailored to your well-being needs.



### Write Down Your Thoughts

Guided prompts to kickstart your journaling experience.



### Set Goals For Yourself

Emotional wellness resources at your fingertips.

UNLOCK YOUR TRIAL

# READY TO TRANSFORM?



## Your Trial Ends Today!

Hi Amara,

Your 7-day free trial awaits! We can't wait to see how MindFlow will empower you on your path to emotional well-being.

SIGN UP NOW

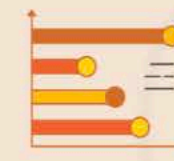
### Secure & Private Journaling



### Guided Prompts & Exercises



### Mood Tracking



### Community Support



Upgrade to mindflow now to receive all these key benefits!

SIGN UP NOW

50% OFF.

For a Limited Time Only!

01:24:00

HOURS LEFT

GET 50% OFF NOW

Hi Amara,

Your mindflow journey is in full swing, but we wanted to remind you that time is running out. Don't miss out on the opportunity to experience emotional wellness and self-discovery like never before. Join us!

GET 50% OFF NOW

LIVE

WEBINAR: INTRODUCTION TO MINDFULNESS

OCTOBER 27TH 6:30PM EST



TARA BRACH, PHD AMERICAN PSYCHOLOGIST, AUTHOR, GUIDED MEDITATION COACH



DEEPAK CHOPRA, MD FOUNDER OF THE CHOPRA FOUNDATION

40% Off For Members!

ADD TO CALENDAR

Hi Amara,

Join us for an exclusive webinar where you'll discover the secrets to enhancing your emotional well-being, managing stress, and finding balance in your life.

Join Your Fellow mindflow Members in this Community-Building Webinar



ADD TO CALENDAR