

Rose Bud Thorn

Priya Shekar • Yiju Hou • Erika Ji
CS 247 • Spring 2014

share with your close friends
how you're *really* doing

NEED

college grads need to **stay in touch** with close friends in a **low-friction but meaningful** way

SOLUTION

a mobile app for **small, intimate circles** of friends to share **how they're really doing** through **structured life updates**

STRUCTURE



ROSE • what was your **highlight**?
BUD • what are you **looking forward to**?
THORN • what was your **lowlight**?

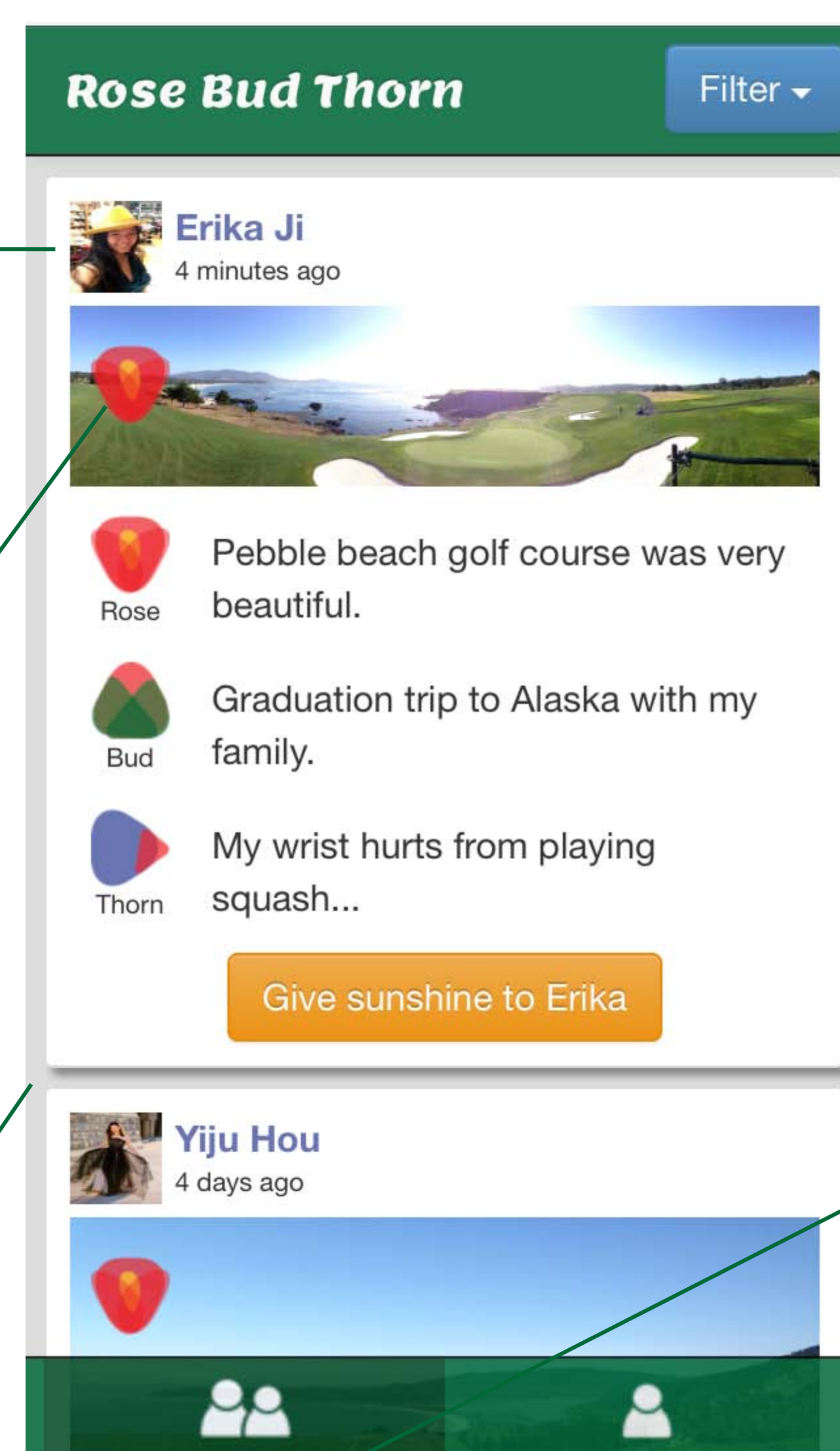
USE STUDY INSIGHTS

User - "I want to see how a specific friend is doing."
Implementation - Users can click on their friends to **view their friend's profile** and post history.

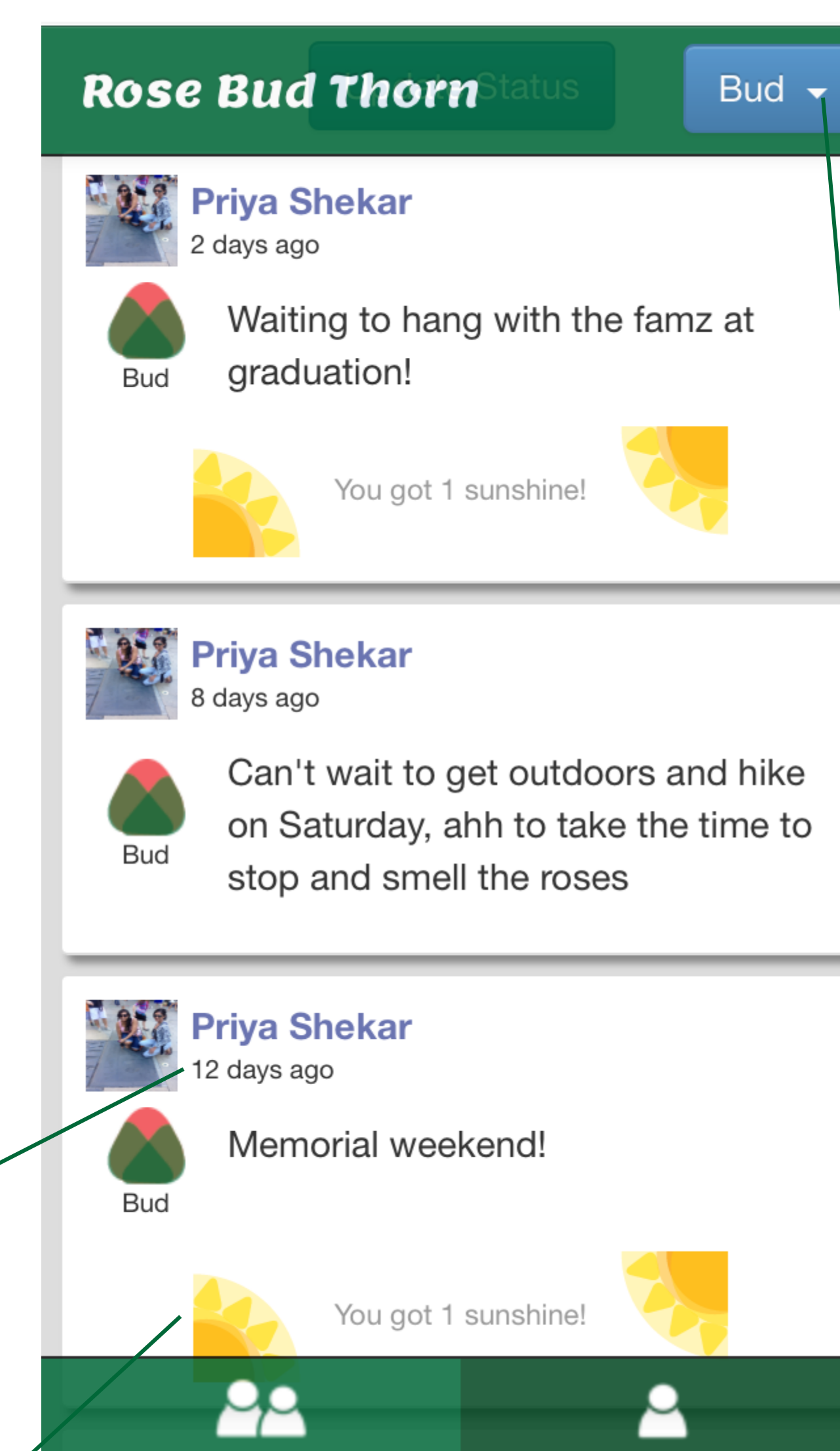
User - "How does the photo fit with the Rose Bud Thorn text?"
Implementation - We overlaid an icon to **indicate the connection** between the photo and the text reflection.

User - "I like that it's both simple and beautiful. Scrolling through feels easy."
Implementation - We chose **linear scrolling** for easy navigation, but kept images prominent for aesthetic appeal.

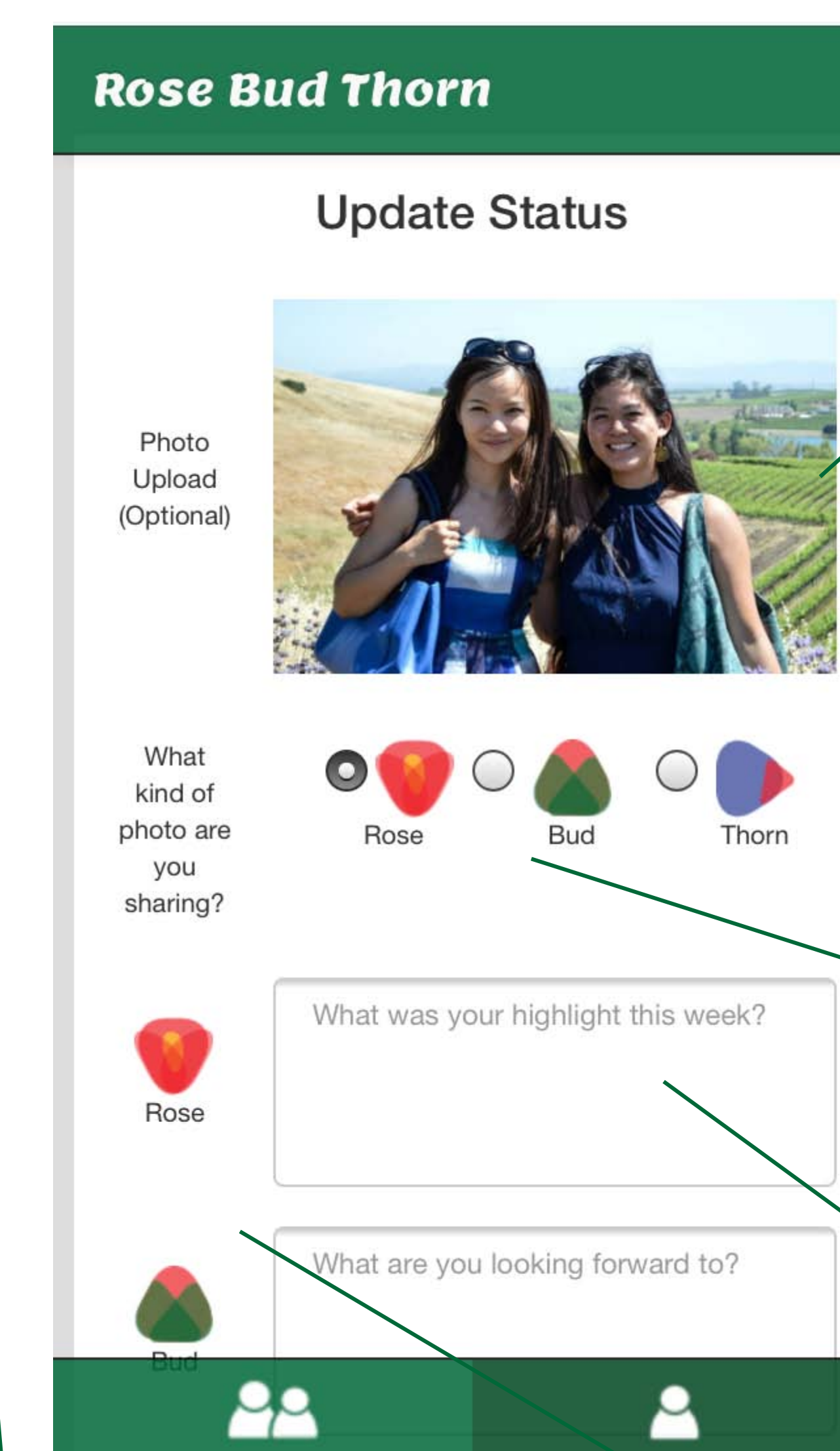
User - "I want to keep a personal log so I can look back on all of my past reflections."
Implementation - Users can review their **personal post history**, with "time ago"-style timestamps.



User - "I want to respond to my friends' posts, but I don't want it to be like Facebook. It shouldn't be a competition to get 'likes.'"
Implementation - Users **give sunshine** to friends. Only givers/recipients see sunshine.



User - "If I'm having a bad day, I want to look back at just my roses - a rosebunch."
Implementation - Users can **filter posts** to view only roses, only buds, or only thorns.



User - "I might not always have a photo to go with my Rose Bud Thorn. I'd like to have the flexibility to not post a photo."
Implementation - We made **photo uploads optional** to give users optimal control.

User - "How do I communicate whether my photo is for the rose, bud, or thorn?"
Implementation - Users can **specify the photo's association** with the rose, bud, or thorn.

User - "I sometimes forget what a Bud is."
Implementation - **Unobtrusive help text** assists users in remembering the meanings of the rose, bud, and thorn.

User - "This app offers a holistic reflective process - you don't just celebrate successes; you post about both the good and the bad."
Implementation - Users **post their rose, bud, and thorn together** for holistic reflection.