



# SendNote

Anonymous Positivity for a Brighter Day!

# Introduction

- Internet is always available for everyone and it provides a privilege called 'anonymity'. It is such a powerful thing that makes everyone who own it to do things that they wouldn't do in real life. Hiding behind the said status, it's often to see lots of negative contents swarming around the internet.
- A research was conducted to see whether by consuming a negative content as the first thing you see when you wake up can affect your feeling for the rest of the day. The result is that negative content do have an impact for a person's mood and work performance for the day. If by exposing to negativity can subconsciously ruin their whole mood for the day, why can't positive content do the opposite?

<https://www.inc.com/jessica-stillman/the-science-of-why-you-really-shouldnt-start-your-day-with-headlines.html>

<https://vulcanpost.com/602607/social-media-morning-routine-negative/>

<https://www.bbc.com/worklife/article/20150309-the-danger-of-online-anonymity>

# App Function

- User can send an anonymous positive note and it will be randomly send to random person. User also receive an anonymous positive note randomly everyday.
- User can also request add friend to the anonymous sender and they can continue chatting on the app or on other platform
- User will be able to join an anonymous group chat that acts like a support group, where other users can talk about their days or simply rant.

# Target Audiences

## **Primary: Teenagers aged 12-20 (any gender)**

The reason I choose the primary target audience is because how they are exposed to the internet. As a person around that age, I've been exposed to lots of hate comments and speeches and it may often be discouraging for some people. It is also a sensitive age where they often find themselves be more affected of people's opinion rather of their own

## **Secondary: Working adults 25-35 (any gender)**

For the secondary target audience, they are more likely to be exposed by the stress of working environment. After seeing people around that age be pressured of their works, coworkers, and even their work's environment, it will be helpful for them to receive constant positivity to recharge their energy back.

<https://www.internetmatters.org/hub/question/what-is-the-real-world-impact-of-online-hate-speech-on-young-people/>

[https://www.un.org/en/hate-speech/understanding-hate-speech/what-is-hate-](https://www.un.org/en/hate-speech/understanding-hate-speech/what-is-hate-speech?gclid=CjwKCAjwvNaYBhA3EiwACgndgmgYicktoWOJmGx50rIXUdQNb4mjc5ZPill4Q2AIMgwkuNDTpJRehoCtuQQAvD_BwE)

[speech?gclid=CjwKCAjwvNaYBhA3EiwACgndgmgYicktoWOJmGx50rIXUdQNb4mjc5ZPill4Q2AIMgwkuNDTpJRehoCtuQQAvD\\_BwE](https://www.un.org/en/hate-speech/understanding-hate-speech/what-is-hate-speech?gclid=CjwKCAjwvNaYBhA3EiwACgndgmgYicktoWOJmGx50rIXUdQNb4mjc5ZPill4Q2AIMgwkuNDTpJRehoCtuQQAvD_BwE)

# The App's Purpose

- SendNote has set a goal to spread positivity as much as possible by allowing user to receive positive affirmation as the first thing you see in the morning.
- Both target audiences of the app is at the age range where they will face the most stress. As teenagers become adults and being exposed to the new world of internet and also working adults being exposed to unfriendly environment of their work, they will need lots of encouragement even in the smallest kind. Even though we won't be able to help them with their current problems, we will try to help by encouraging them in form of positive affirmation they can receive everyday.
- The concept of anonymity being used as an excuse to promote hate speech and negative content is what SendNote will tackle. The app will provide anonymity but with the opposite purpose to promote positivity instead. Some people are shy enough to encourage others, so we provide them with anonymity. We make the problem become the solution.

## Strength

- Simple yet appealing appearance, in terms of design, font, and color choice.
- Account making process is very fast because the details required is very little.

## Opportunity

- Is able to encourage user to build a positive habit by encouraging others and make the user feel positive about themselves.
- Able to create a positive environment that can be enjoyed by everyone.

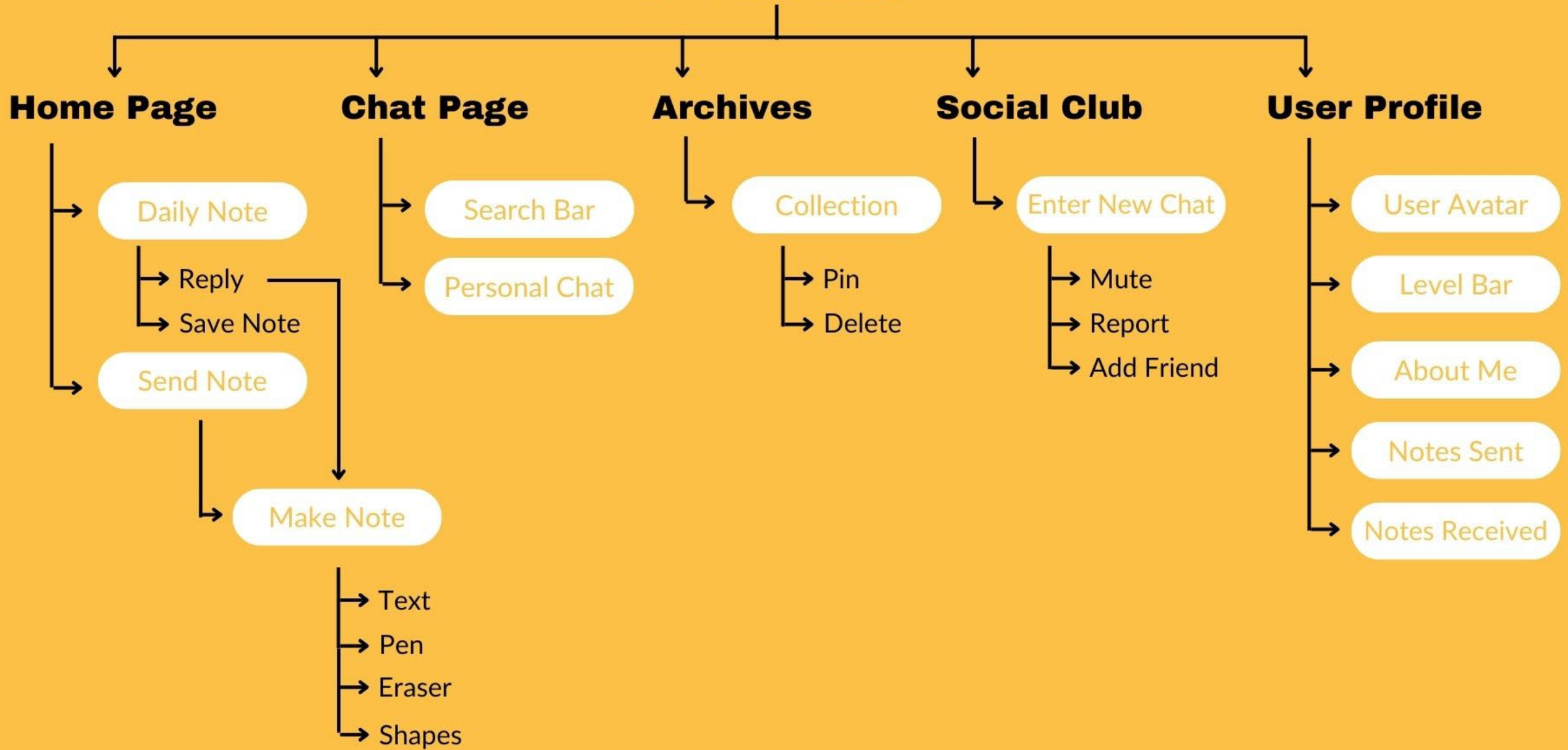
## Weakness

- Regulation will be quite tricky because the user can post anything they want.
- Doing the send note and opening the app daily may be repetitive and boring for users.

## Threat

- Misuse of the application. With the anonymity that is provided, it is a concern that it will be backfired and stray from its original purpose.

# Send Note



# Style Guide



# Logo and App Name

## SendNote

"An app where you can send and receive positive notes everyday. There are lots of negativity in this world, why not share some positivity instead?"

SendNote app will help to increase the number of positivity in the internet and hopefully will be able to make someone's day in through simple act of kindness.



# SendNote

**Heart-Shaped**

Universal  
language/shap  
e of love



**Final Logo**

**Paper Airplane**  
Sending messages

# Typography

Header

**Arial Rounded MT**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

Body Text

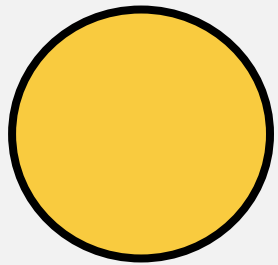
Roboto Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

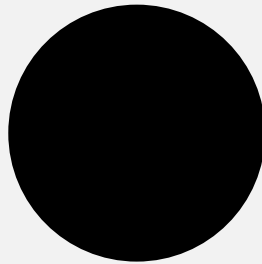
abcdefghijklmnopqrstuvwxyz

# Color

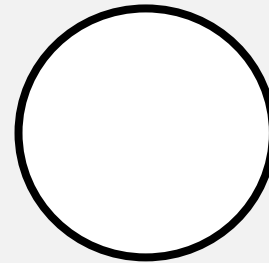
## Primary



**Hello Yellow**  
#F9CB3F

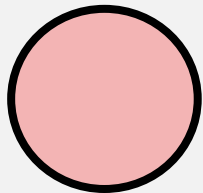


**Black?**  
#000000

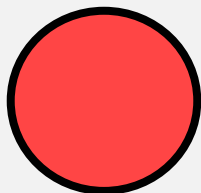


**White?**  
#FFFFFF

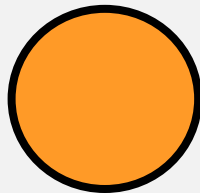
## Additional



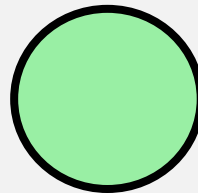
**Raw Flesh**  
#F3B4B4



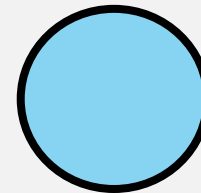
**Crushed Strawberry**  
#FF4545



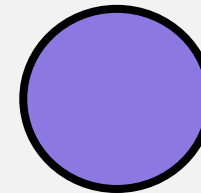
**Orange.**  
#FF9A27



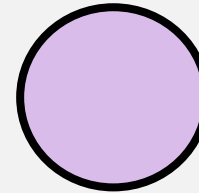
**Almost Mint Green**  
#99EFA4



**Not Fish Blue**  
#86D4F1

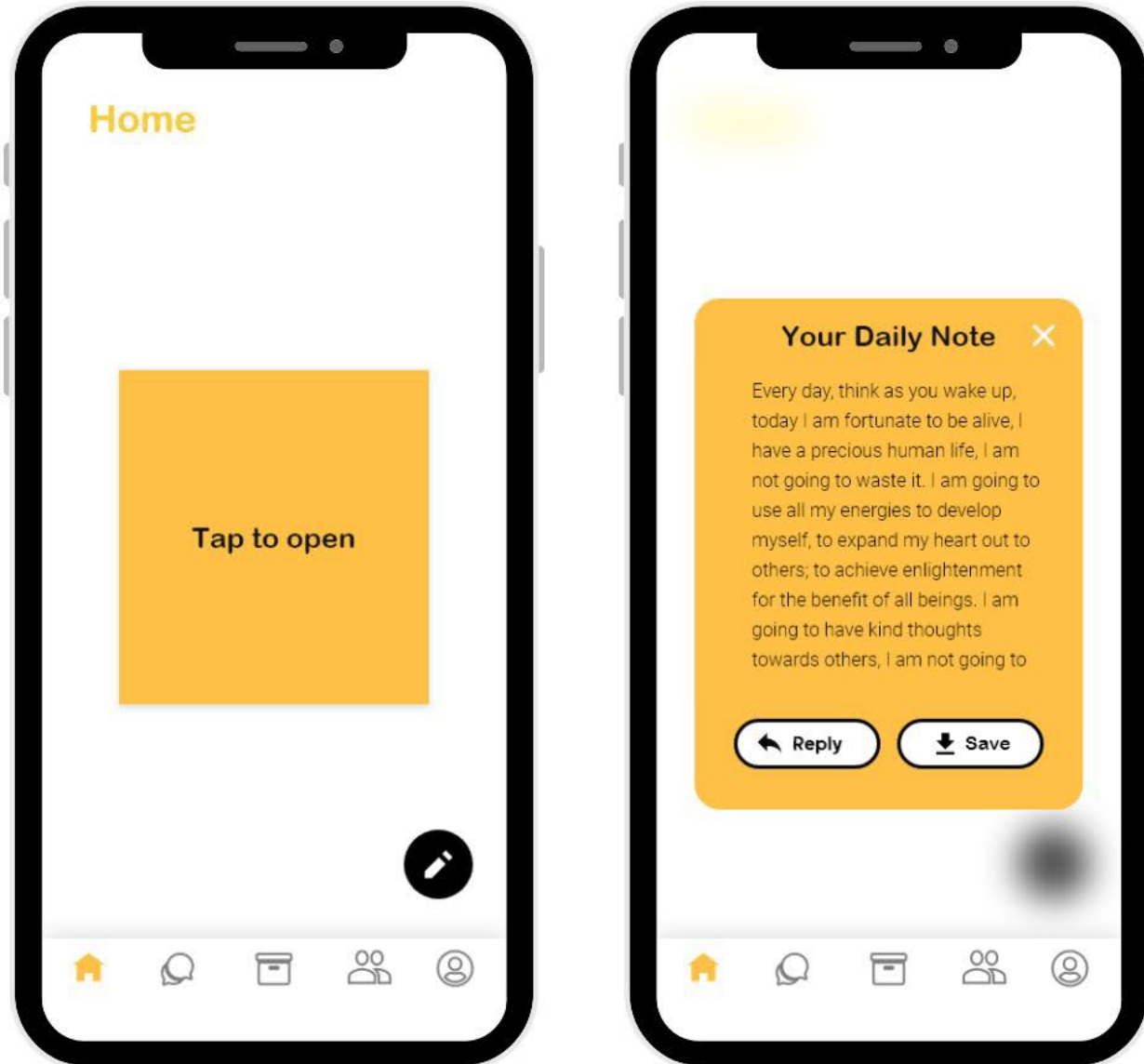


**It's Purple Again.**  
#8B79E1



**Toilet Gel**  
#DABCEB

# Interface Design



# Home Page

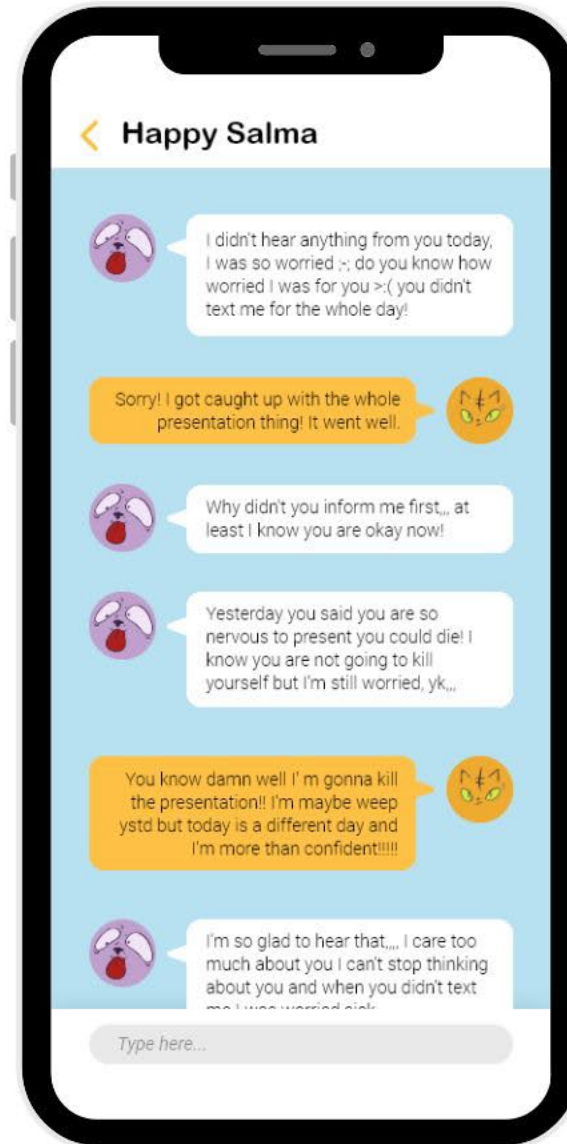
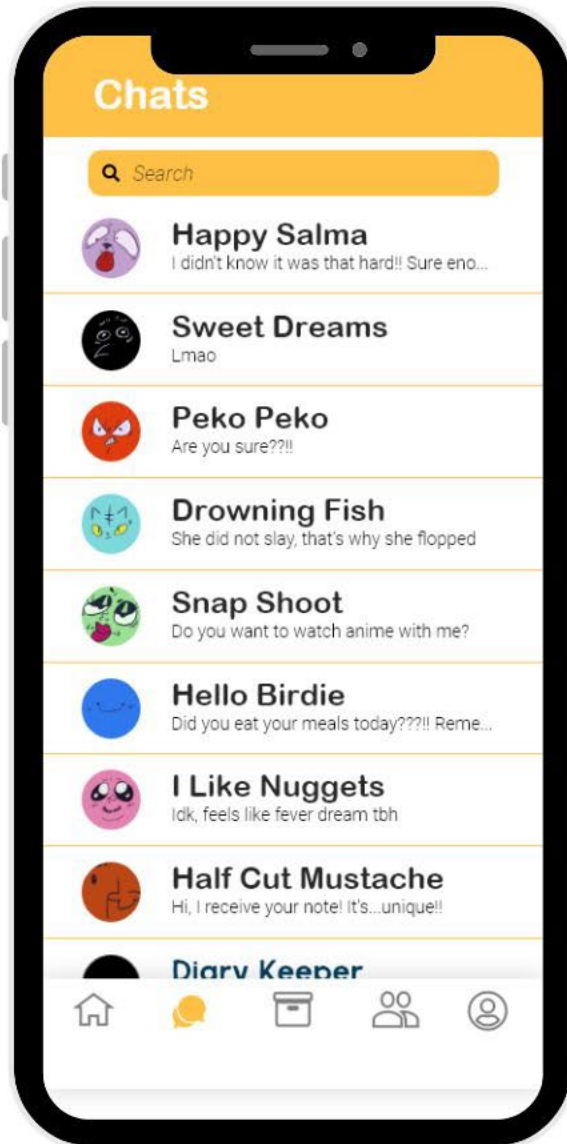
Receive and read random note from stranger daily. Don't forget to reply back to the sender. You can also save the note if you want to read it in another day!

User can also write a note to be sent randomly and anonymously.



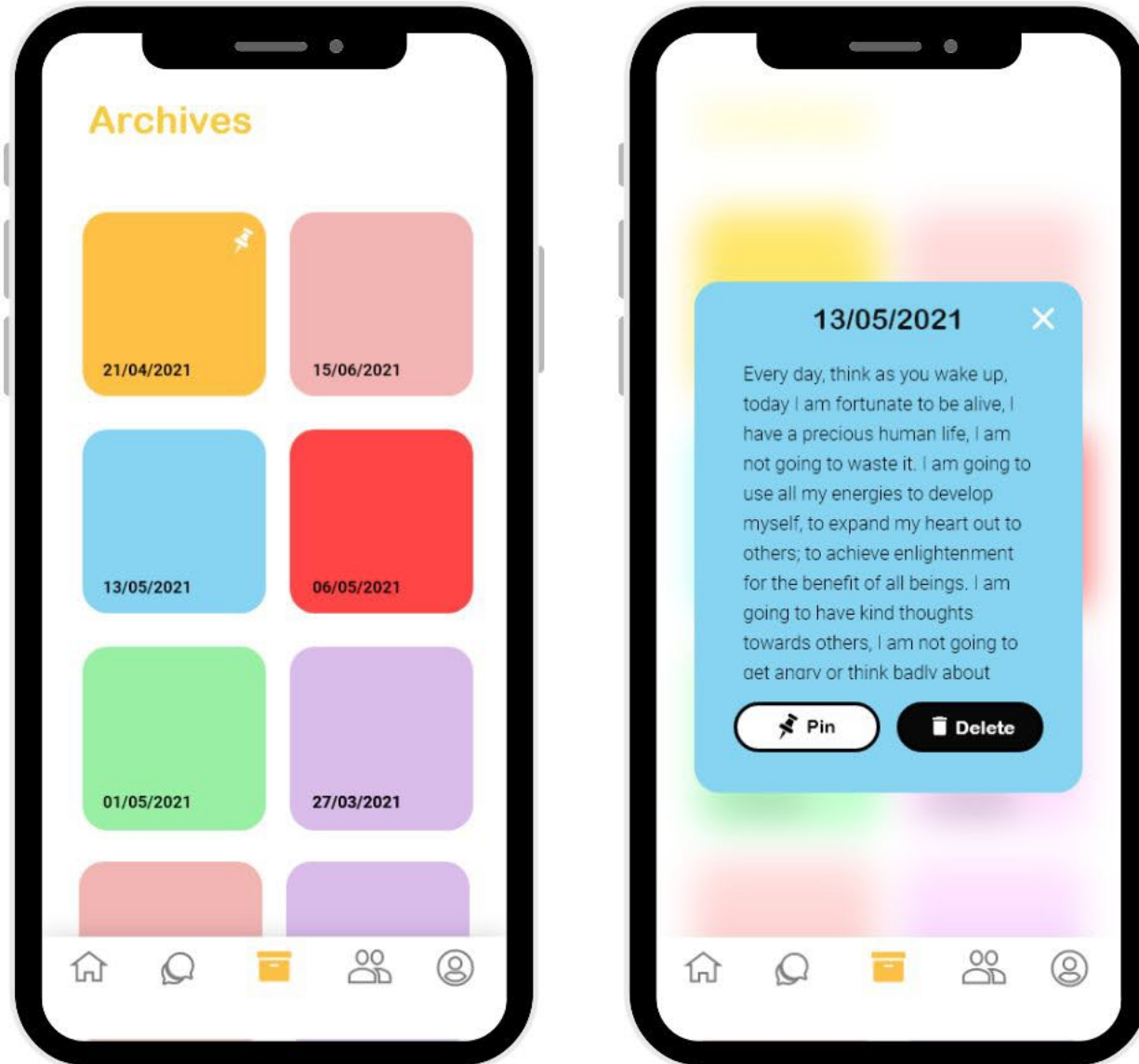
# Make Note

A feature that allow the user to write and decorate note to be sent to random user or to reply back to the anonymous note they received.



# Chat Page

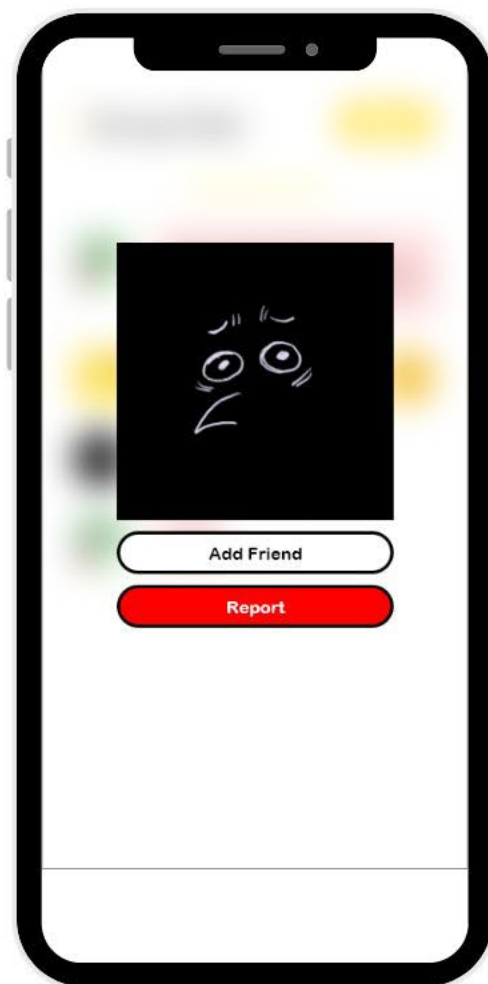
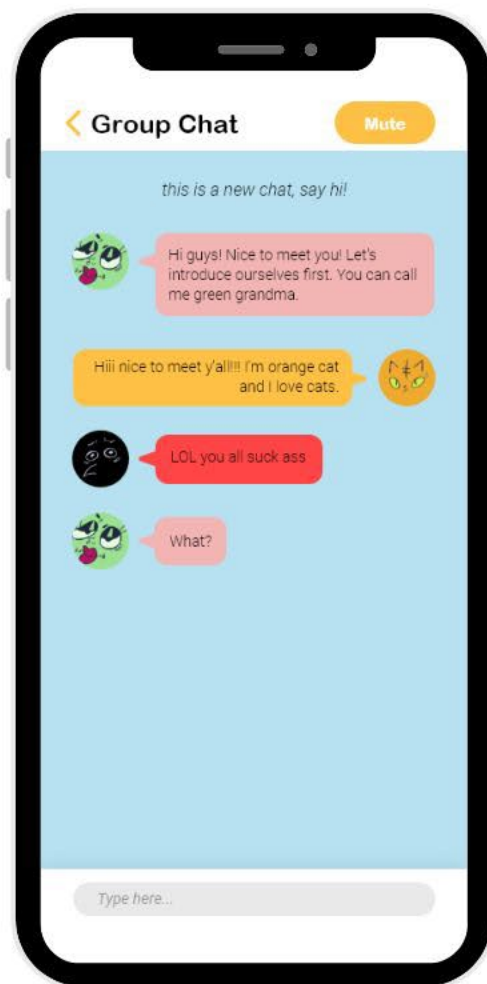
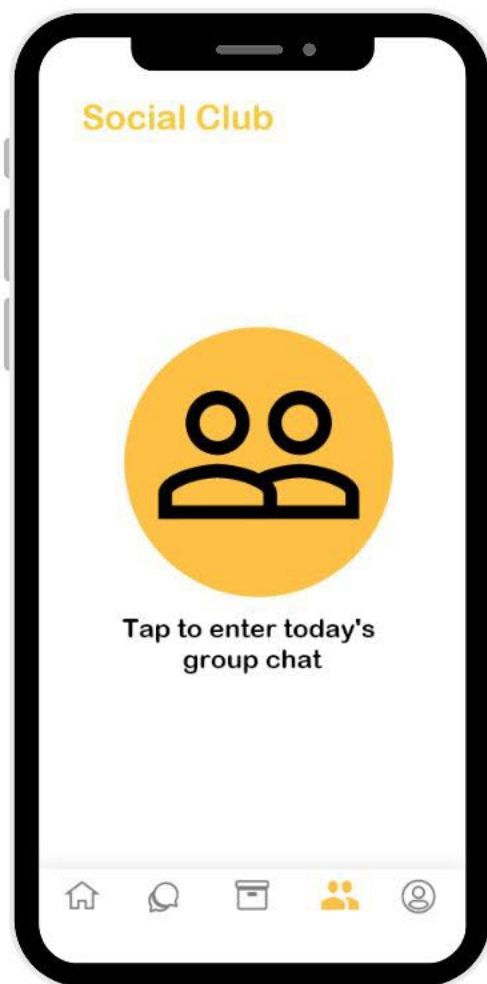
User can chat with other user, still anonymous! This way they can freely talk about anything without worrying about their privacy.



# Archives

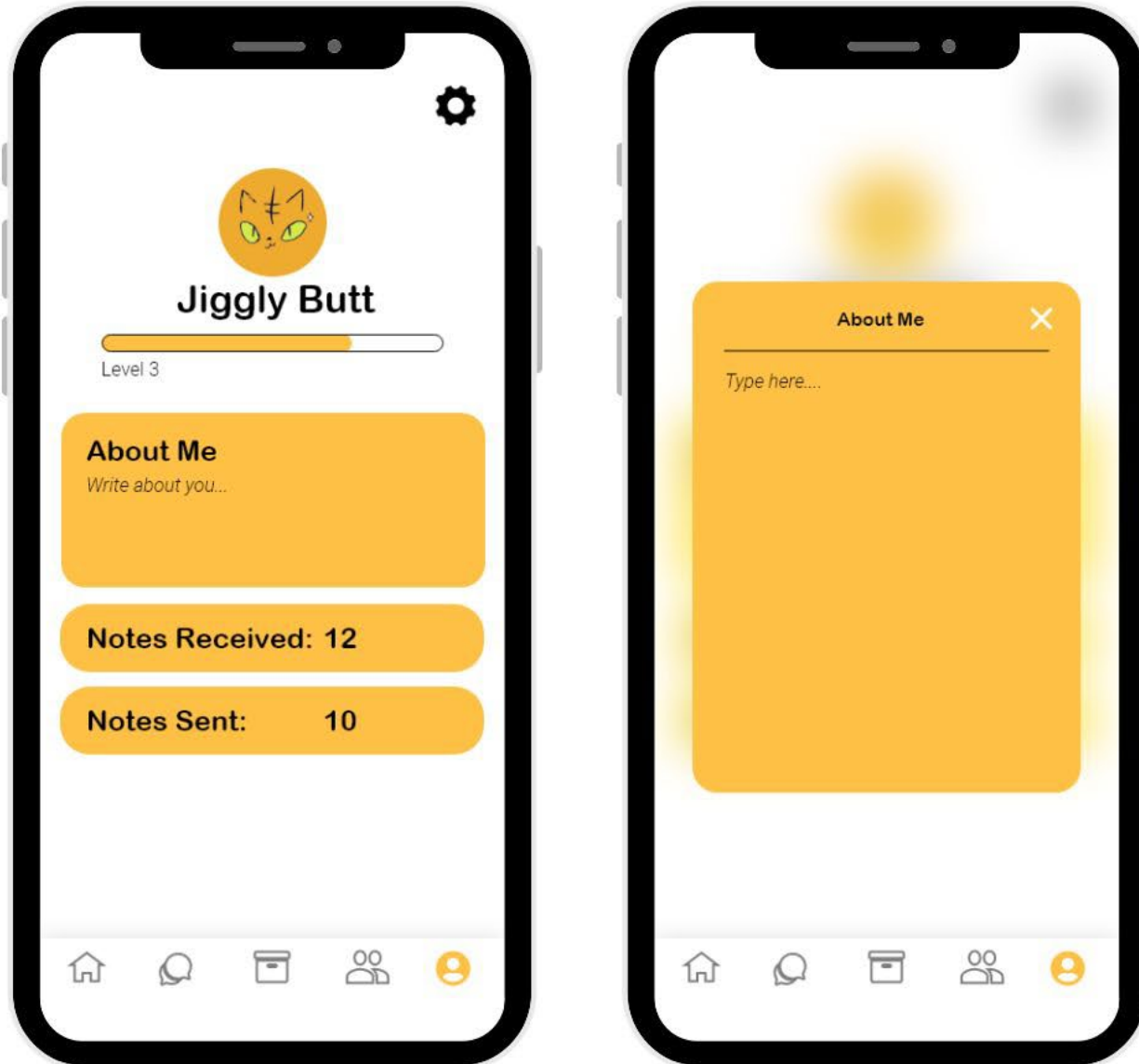
All the notes the user saved are stored inside archives. User can pin their favorite notes and also the notes they don't want to save anymore.





# Group Chat

This feature allows the user to enter a randomized group chat where they can meet more people and chat with them. If there's an user that is violating the guidelines, other users are advised to press the 'Report' button.



# User Profile

In here, the user can introduce themselves. They are not required to fill in any personal data and photo, but they are advised to give some fun facts about themselves in the 'About Me' section as conversation starters!