



blossum

Give thanks. Pass it on.

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As I get older, I've realized the importance of living in the moment. I find myself overstimulated, constantly thinking ahead, and forgetting to focus on what's right in front of me. I want to remember the people, places, and things I am most grateful. My goal for this project was to design an app that serves as this reminder.

Welcome to blossom. Let's grow together. ✦

blossum

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Senior Thesis 2023
Visual Communication Design
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TOPIC

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blossum is a **mobile app** to help **foster a healthy**
mindset amidst the chaos in life through the
practice of gratitude and positive psychology.

OVERVIEW

"Gratitude is a positive emotion that can arise **when you acknowledge that you have goodness in your life.**"

Positive psychology studies show a strong association between practicing gratitude and an individual's well-being. Feeling gratitude is only half the equation; expressing gratitude is equally important (and being specific).

Consistently keeping a gratitude journal in some form is proven to benefit a person's quality of life in ways such as lowering depression, improving sleep quality, reducing stress, and even reducing cellular inflammation.

Key word: **consistently**. what are the incentives for users to use a gratitude journal every day?

Proposed solution: **plants** and other **people**.



RESEARCH METHODS

Primary: I will conduct interviews with family and friends. I will then ask these same participants to keep their own gratitude journal for a week. A post-interview will be conducted, aiming to understand how they felt before, during, and after daily journaling. Later, personas will be created and usability testing will be conducted on prototypes.

Key Questions

- What are some common stressors in your life?
- Do you currently have any methods of combating these stressors, whether it be medication, exercise, journaling, etc.?
- What would the most desired features be for a platform that helps better mental health?

Secondary: There are various resources that exist pertaining to the practice of gratitude, especially in the field of positive psychology. I plan to do a media scan to learn about the science and benefits of gratitude along with looking at examples of gratitude practices.

Key Questions

- What studies/trials are out there related to practicing gratitude?
- What are mental and emotional benefits of practicing gratitude?
- Are there physical benefits of practicing gratitude?
- What methods already exist for practicing gratitude?
 - What works for them? What doesn't?
- Are the benefits of practicing gratitude stronger when done consistently?
 - If so, what are incentives for people to continue practicing?



RESEARCH

findings
competitive analysis
interviews

key takeaways
user personas
proposed user journey

FINDINGS

Bottom line: **there is no “wrong way” to keep a gratitude journal.**
but there are definitely tips...

write regularly.

Commit to a certain schedule of writing and stick to it. Incorporate gratitude into your daily routine.

quality over quantity.

Go into detail for each entry instead of short, trivial entries. Think about how something *really* made you feel.

it's the little things.

Can't think of anything? Think of the small, seemingly insignificant parts of your day that made it a bit better.

shift your mindset.

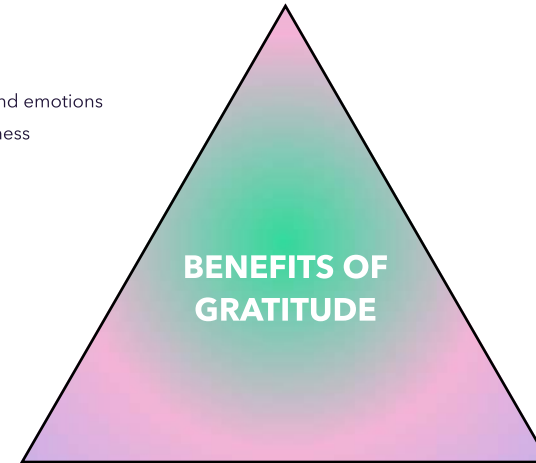
Try to start thinking as gratitude journaling as something you *want* to do rather than feeling like you *have* to.

psychological

- increased positive thoughts and emotions
- heightened emotional awareness
- decrease in depression
- lessened stress

physical

- improved sleep quality
- better cardiac functioning
- ((the most immediate and reliable benefits of gratitude are likely to be psychological and social, rather than physical.)







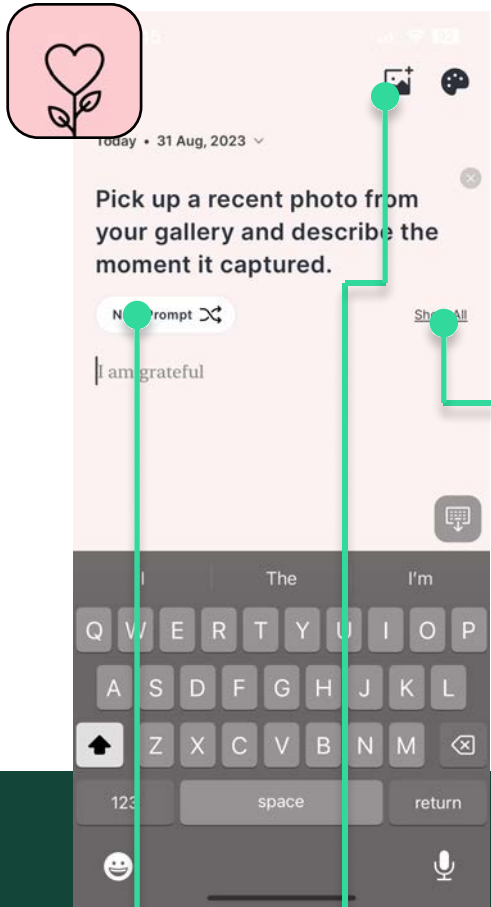
social

- better communication
- stronger interpersonal relationships
- increase in empathy
- increase in selflessness

COMPETITIVE ANALYSIS

For my competitive analysis, I downloaded four of the most popular gratitude apps. There were **four common features** the apps all shared:

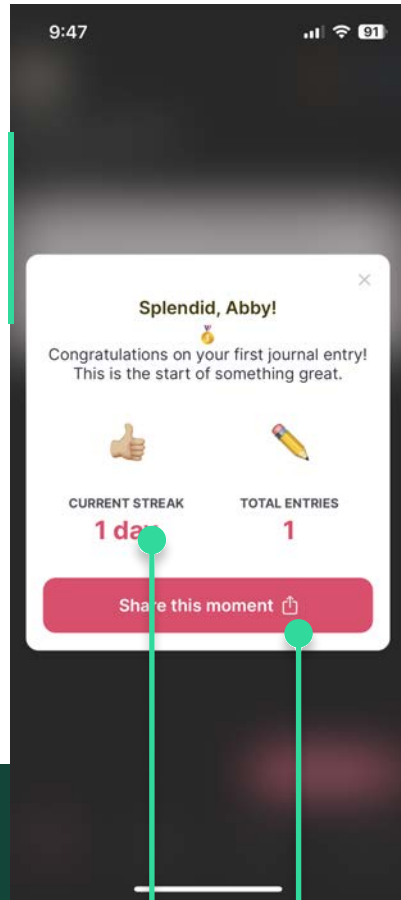
Competitor	 Gratitude	 Gratitude Jar	 Morning!	 ThreeGoodThings
Category	Health & Fitness	Lifestyle	Lifestyle	Health & Fitness
Free/Paid	Free, but has paid "pro" version	Free	Free, but has paid "premium" version	Free, but has paid "maximum gratitude" version
Time on Market	4 years	1 year	4 years	4 years
Main Features <small>common features between the 4 are in green</small>	<ul style="list-style-type: none"> Write 1+ gratitudes per day Attach photo from camera roll to entries Prompt generator with category options Current streak and total entry data Journal to scroll through past entries by day Set personalized reminders Can share entry Dark/light mode Widgets for homescreen Quote of the day Gratitude stories from others Affirmations tab Vision board tab 	<ul style="list-style-type: none"> Write 1+ gratitudes per day Journal to see past entries by day, OR Shake a jar to get a random past entry Quote of the day Calendar with current streak Set personalized reminders Dark/light mode 	<ul style="list-style-type: none"> Write up to 3 gratitudes per day Further questions per day: "What would make today great?", "What could I have done to make today even better?" Quote of the Day Mood tracker Calendar to see past entries Set personalized reminders 	<ul style="list-style-type: none"> Must write 3 gratitudes per day Must include how it made you feel Can share entry Quote of the day Set personalized reminders Journal to scroll through past entries by day Can export gratitudes as a PDF Ideas to write about
Strongest/Weakest Attribute	Multifaceted- lots of options for engagement. Inconsistent UI.	Jar idea is unique and a creative way to randomize past entries. Possibly too juvenile.	Additional questions to deepen gratitude and a mood tracker. Really simple, could get too repetitive.	Explains the psychology behind gratitude when app is first opened. Most features that would make it stand out more are paid.
Customer Reviews	<p>"I just have a hard time starting things but with the app asking me questions about what to write daily instead of me trying to come up with something. It pulls more out of me."</p> <p>"Can we get a way to turn off PROMPTS and challenge and awards and thank you notes each time. We just want a SIMPLE app - please if I want to turn on rewards I would like to have that option."</p>	<p>"I love the design and the shake to pull up random old gratitudes feature is a huge help in remembering all the positive things in my life."</p> <p>"I wish we could create prompts. For example, I want at least two text boxes in each "star journal." One prompt would say "I am grateful for..." and the other would say "What I love about myself today is..." I would also agree with another review. It would be nice to be able to create an account and save precious years' stars instead of them deleting every year."</p>	<p>"It is super clean and only gives what you need: clear space to document some gratitude and react to your days. The added bonus of a mood tracker is very cool. If I want to, I will be able to figure out when I was having dips or when strings of days seemed consistently 5 stars, what was going on in my life."</p> <p>"The other concern is that the same feature also randomly shows what would make the day great which doesn't hold up over time and could be demotivating if it wasn't a positive outcome."</p>	<p>"Even the notifications are well worded and not overly pushy. It's just a very straightforward app. But the real beauty is the WAY it gets statements and then the "I feel" really helps me to ground and make the gratitude more tangible."</p> <p>"I love the concept and it's ease of use but I really dislike some of the quotes as some of them are somewhat in your face/distracting or not helpful/out of touch. Please create an option to "hide" the quotes."</p>



random prompt generator

add a photo

choose from prompt categories



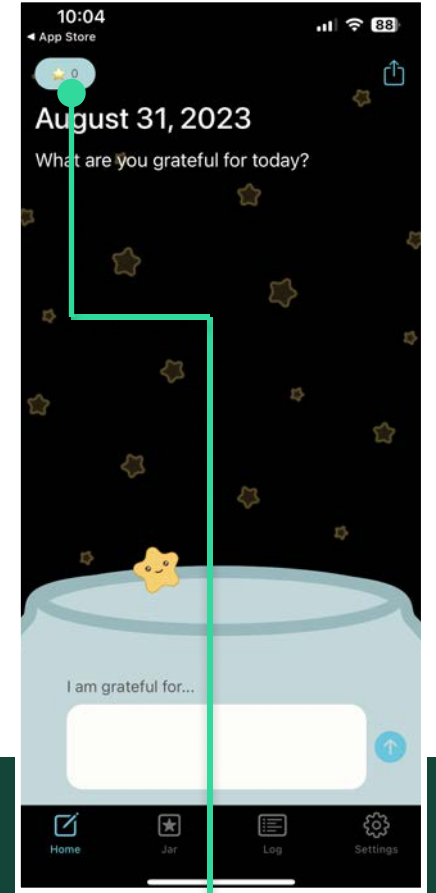
user data

share your progress

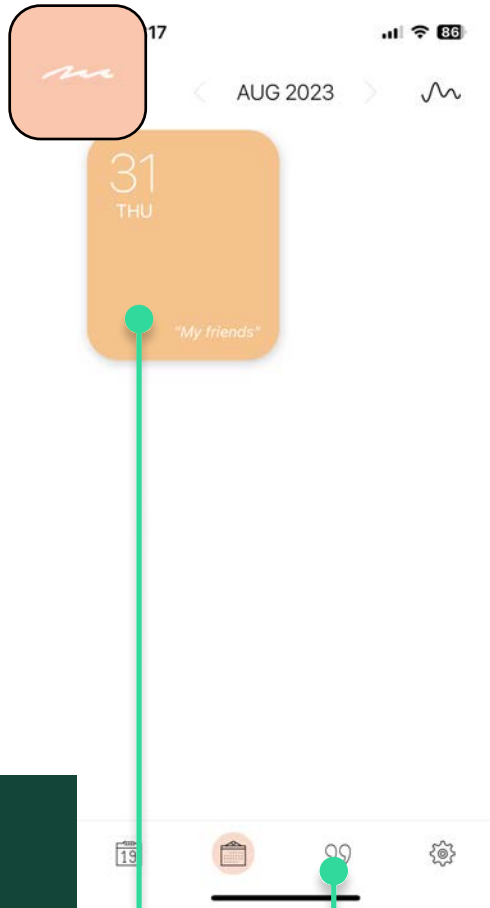


unique data storage

see random past entry



user data



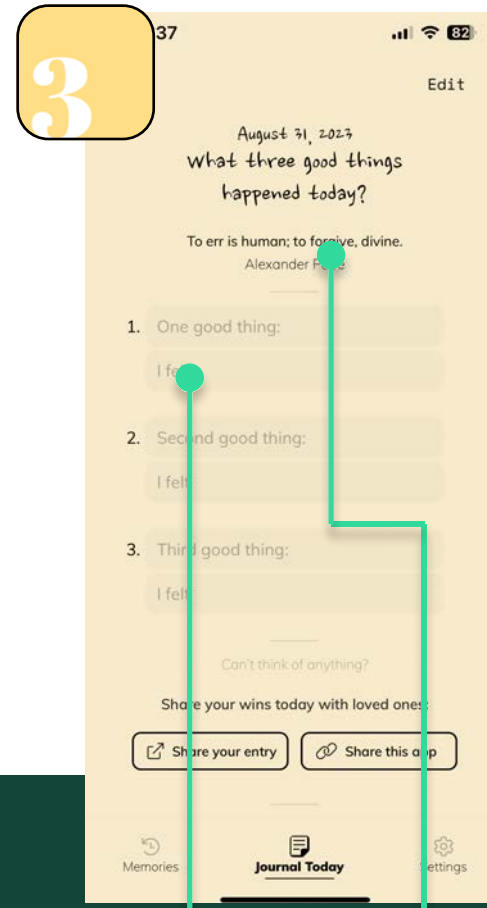
see past entries
at a quick glance

quote of
the day



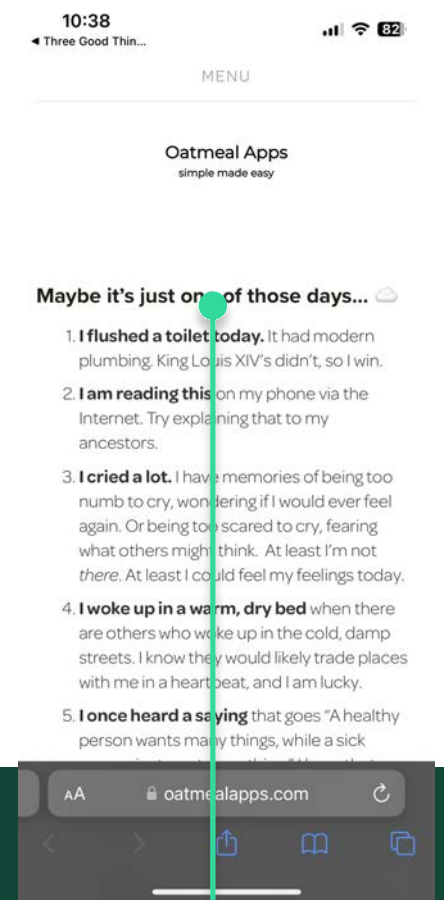
more than
just gratitude
entries

mood tracker
(not pictured)



encourage to
think deeper

quote of
the day



entry suggestions
(in browser?)

INTERVIEWS

I asked **twelve participants to keep a gratitude journal for five days** with pre and post journaling questions. here's what I found:

The **most common stressors** are...

1

school

Holding yourself to a high standard
Getting homework done

3

work

What the future holds for your career
Job searching
Having to make money not just for yourself

2

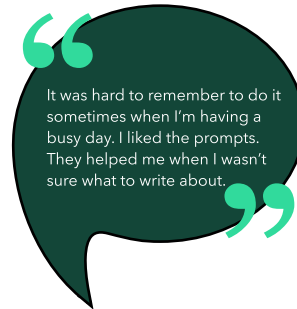
family/friends

Keeping relationships happy & healthy
Parenting

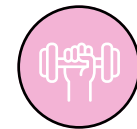
4

health

Own health, especially mental
Family and friends' health, especially if threatened



The **most common combat methods for stress** are...



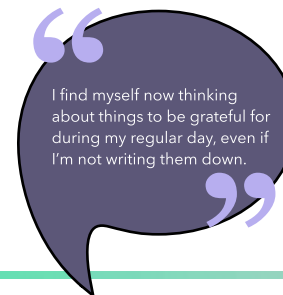
Lifting
Taking a walk
Yoga



Anti-depressants
Anti-anxiety



Social media
Video games



The **most desired features for a gratitude journal app** are...



reminders to write in journal



Does not feel like a chore
Element of fun



Flashbacks- one year ago, etc.
Mood tracker



gratitude journaling can be boring for some people.

opportunities:

“gamifying” the app to make it more multi-faceted

adding a social aspect for users to encourage each other to keep using



a large majority of people do not currently practice gratitude.

opportunities:

introducing the user to the research behind gratitude

giving general tips to get started and write effective entries



gratitude is a gradual process. benefits accumulate overtime.

opportunities:

data dashboard showing progression via mood tracker, total entries, and current streak

ability to see past entries to see mental progress

KEY TAKEAWAYS

Even though I had many participants finish their journal, there were others who forgot despite a reminder. this itself led to a new understanding: **people need stronger incentive to continue journaling besides self-improvement.**

Every app I researched only had one purpose: a virtual journal. Based on my research, I found that in order for the average person to start journaling and continue to, there has to be multiple reasons. This is where the idea of a virtual garden comes in. **The gratitude experience could be “gamified” to keep users entertained yet still accomplish its ultimate purpose.**



Antonio

Age: 33

Occupation: Stay At Home Dad

Antonio is a stay at home dad, taking care of his two young children while his partner is at work. He considers himself pretty mindful of his mental health, and he currently engages in stress combats such as his weekly exercise class. He currently owns a gratitude journal, but he wants to transfer from a physical journal to a digital one. As a busy parent, he often forgets to carry his journal with him everywhere.

Needs/Wants:



Carson

Age: 18

Occupation: Student

Carson is a freshman at college. He lives away from home for the first time and in a new state. He has a hard time adjusting to change and therefore has had a difficult time settling into his new environment. He's made a few friends, but they just don't compare to his friends from home. Dropping out and going home is not an option, and he wants a healthy way to make sense of his emotions as opposed to distracting himself.

Needs/Wants:

- An app that will help him sort his emotions and guide him through this transitional period
- Reminders to use the app, especially during busy days
- To genuinely enjoy self-improvement



Joanne

Age: 48

Occupation: Senior Content Director

Joanne holds a senior position at a large marketing firm, having work there for about 20 years. Because of her long standing position with the same company, her days have started to feel mundane. She would rather not find another job but rather find the joy in what she already has in life. She thinks in logic and not emotions, and she's skeptical of most mental health betterment methods she's seen.

Needs/Wants:



Naomi & Shay

Ages: 23 & 24

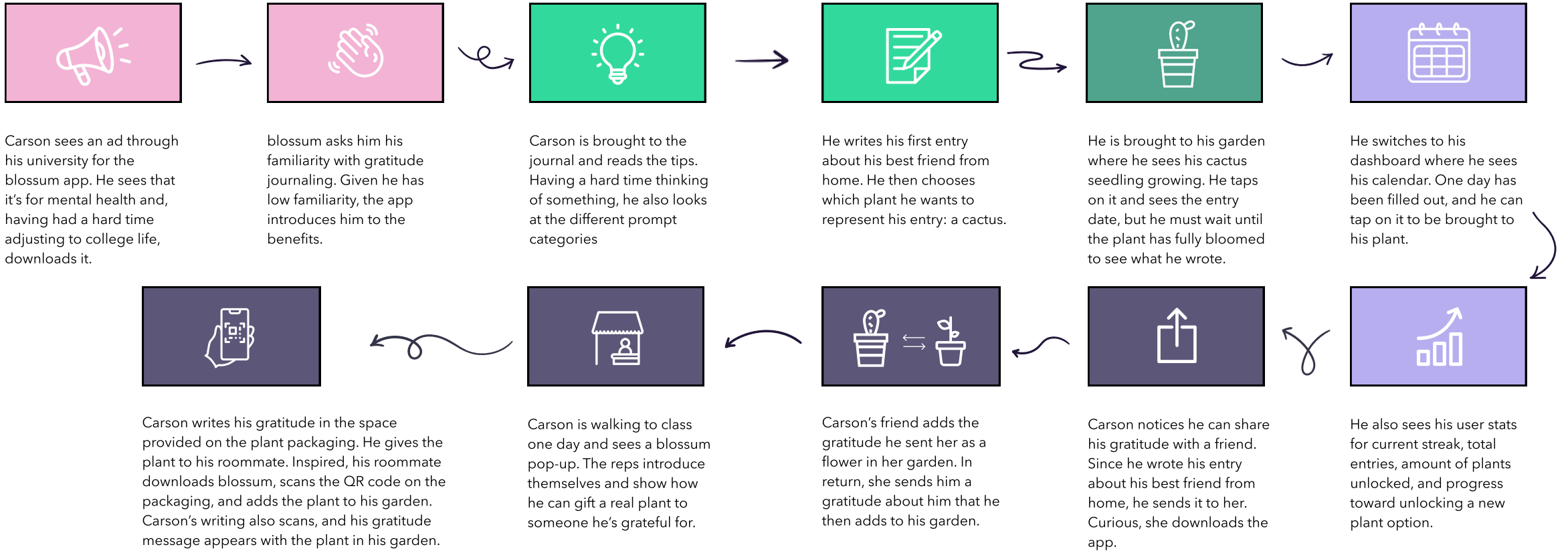
Occupations: Assistant Editor & Junior Web Developer

Naomi and Shay are best friends from college that have recently graduated. They lived together all throughout college, and they now live in different states. Starting a new job and moving to a new city has been difficult for the both of them; it's a lot at once. They want to stay connected with each other amidst their busy new lives.

Needs/Wants:

- A way to stay in touch with each other
- An app that will help them sort their emotions and guide them through this transitional period
- Trendy and welcoming app content and style

PROPOSED USER JOURNEY



3

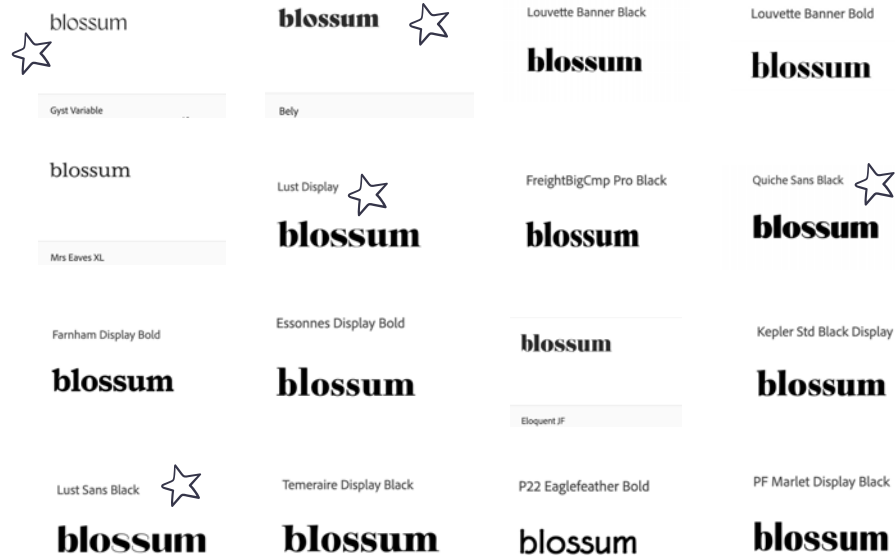
CONCEPT

brand positioning
design principles
brand identity

priority guides
initial wireframes
video storyboard

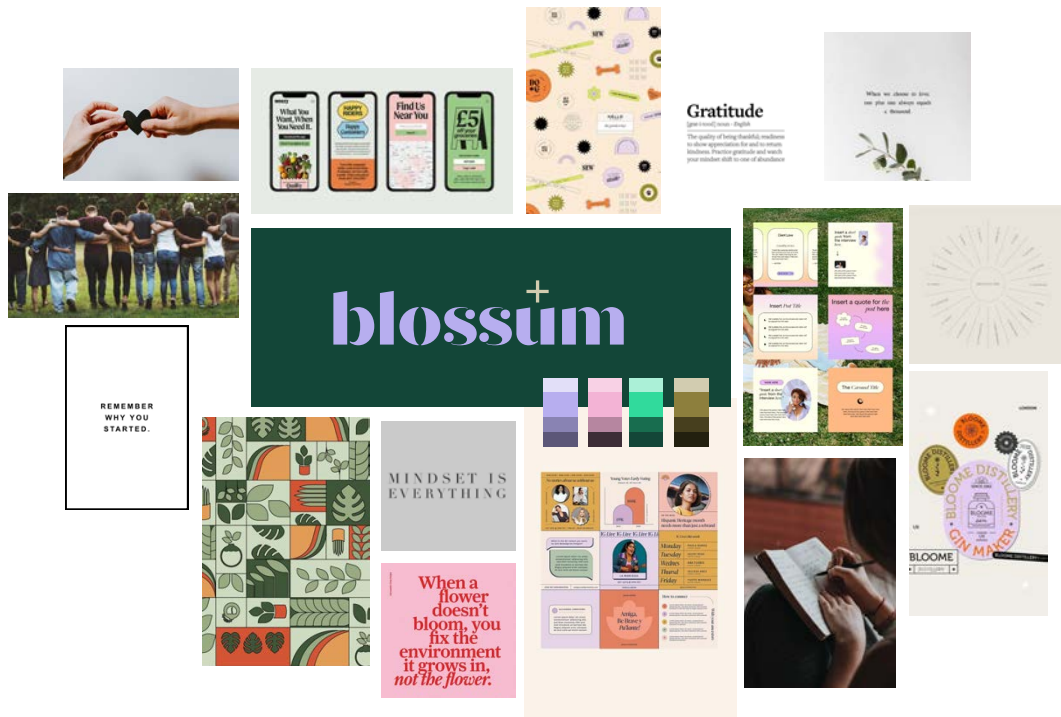
BRAND POSITIONING

I went through a brand filter exercise provided by Chute Gerdeman to determine what blossom's brand voice should be. I also tested out several typefaces.

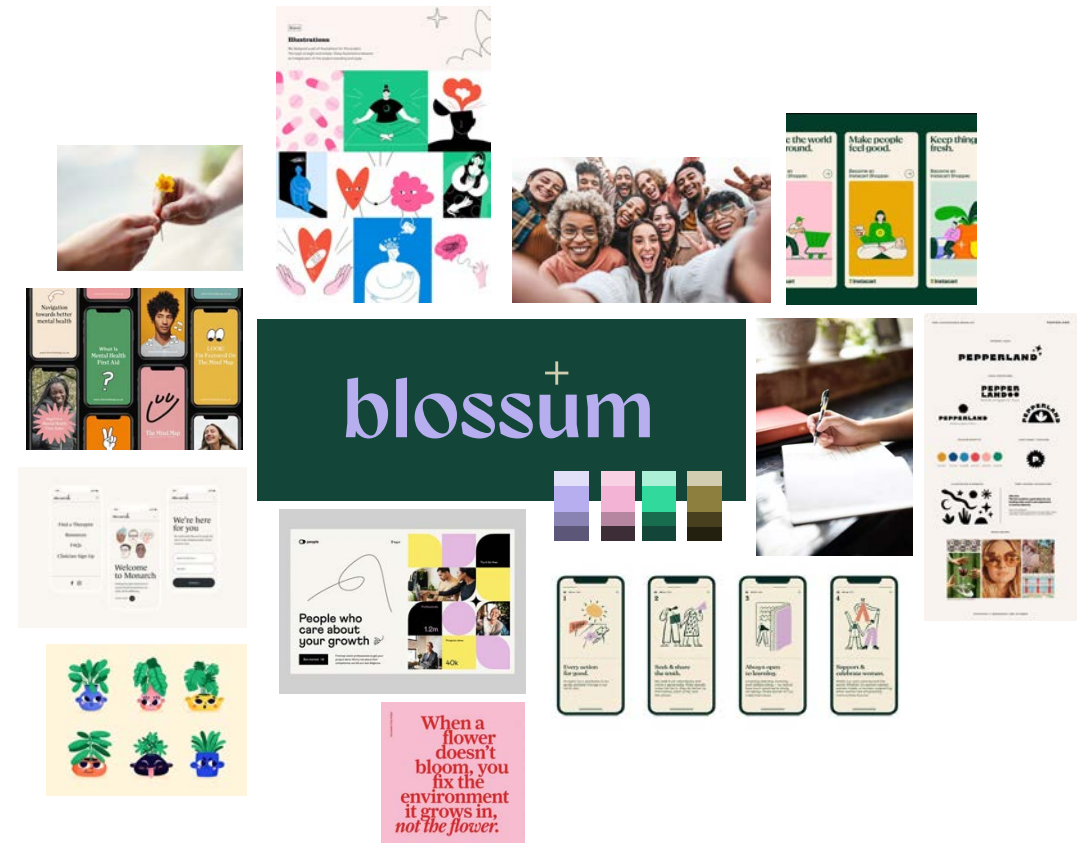


- Geeky
- Wise
- Playful
- Professional
- Small
- Big
- ★ Surprising
- ★ Dependable
- Raw
- Refined
- Rigorous
- Effortless
- Idealistic
- Realistic
- Organic
- Industrial
- Laid-back
- Aggressive
- Radical
- Rational
- Modern
- Vintage
- Basic
- ★ High-end
- ★ Optimistic
- Pessimistic
- Experimental
- Conventional
- Adventurous
- Daring
- Futuristic
- ★ Nostalgic
- ★ Curious
- Certain
- Dynamic
- Steady
- Quiet
- Bold
- Secure
- ★ Free
- ★ Relatable
- Mysterious
- Current
- Timeless
- Scientific
- ★ Artistic
- ★ Budding
- Accomplished
- Vibrant
- Subtle
- Energetic
- Calm
- Wide-eyed
- Sophisticated
- Emotional
- ★ Analytical
- ★ Humble
- Brash
- ★ Relaxed
- Disciplined
- Clever
- ★ Sincere
- ★ Approachable
- Exclusive
- Ordinary
- Best-in-class
- Multifaceted
- Focused
- Crafted
- Standardized
- ★ Imaginative
- ★ Practical
- Niche
- Mass-market
- Progressive
- Traditional
- ★ Casual
- Cheeky
- Respectful
- Graceful
- Rugged
- ★ Open-minded
- Opinionated
- Glamorous
- ★ Austere
- ★ Welcoming
- Reserved
- ★ Fun
- Serious
- Intuitive
- Technical
- Savvy
- Scholarly
- Complex
- Simple
- Cutting-edge
- ★ Trusted
- Momentous
- ★ Everyday
- Add your own!

Concept One features more structured and geometric forms with thin black outlines around shapes. The tone is strong and inspirational using sophisticated imagery. Gradients and garden metaphors can be seen throughout. Overall, it is somewhat minimalistic.



Concept Two features more organic forms and is very illustration-reliant. Bright, fun imagery is used throughout along with hand-drawn elements. Garden metaphors and plant characters add to the fun. Overall tone is warm and welcoming.





My final concept is a frankenstein of two concepts I explored. I wanted the app to feel inspiring and hopeful, yet sophisticated as this app is for anyone of any age.

DESIGN PRINCIPLES

enrichment

Learn to shift your mindset and focus on the sources of joy in life.

Related Features:

- Write one or more gratitude entries daily
- Be reminded to write via personalized notifications
- Review past gratitude entries and use as a "pick-me-up" when needed

connection

Feel a sense of interconnectedness as you acknowledge your environment, the people in it, and your purpose in it all.

Related Features:

- Share option for entries
- Can send / receive plants & import into your garden
- Scan feature for plant if you've received one in real life via QR code

progression

Discover the importance of mental health awareness as you track your growth.

Related Features:

- Current streak/total entries
- Progress towards unlocking next plant
- Progress towards gratitude plants being in full bloom (and therefore able to be viewed)

inspiration

Recognize the care others have shown and learn to reciprocate.

Related Features:

- Tips section if user is struggling to think of what to write about
- Quote of the day

sincerity

Acknowledge the good and bad days and accept both.

Related Features:

- Positive reinforcement- encourage users to keep coming back via reminders and garden notifs



typeface: Quiche Stencil

mark / app icon: plus sign



name: blossom + sum = blossum.

Why blossom?

The app will have a virtual garden to accompany the virtual journal. not only does this gamify the app and make it more multifaceted, but it also is a metaphor for gratitude. Slowly, your gratitude for the blessings in your life will grow like plants in a garden.

Why sum?

The plus sign is a symbol for three things:

Addition. You are the sum of all the people who have ever loved you.

Positivity. A positive mindset is the starting point for a life filled with joy.

Medicine. Practicing gratitude is mentally and physically healing.

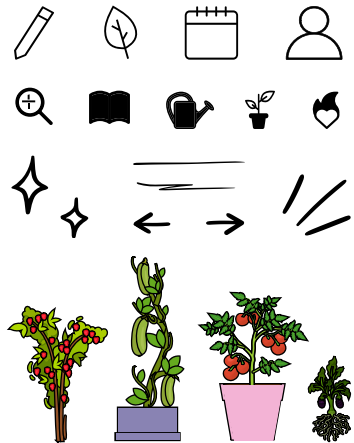
logotype & tagline lockup

blossum

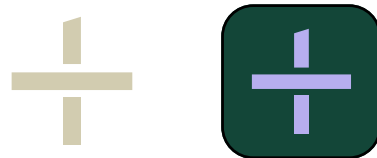
blossum



UI icons & illustration



mark / app icon



buttons & fields



typography

Quiche Sans Bold

AaBcCcDdEeFfGgHhIiJjKkLlMmNnOoPpQ
qRrSsTtUuVvWwXxYyZz

Avenir Next Demi Bold

AaBcCcDdEeFfGgHhIiJjKkLlMmNnOoPpQ
qRrSsTtUuVvWwXxYyZz

Avenir Next Regular

AaBcCcDdEeFfGgHhIiJjKkLlMmNnOoPpQ
qRrSsTtUuVvWwXxYyZz

header

body

brand colors

Loving Life Lavender



#5C5778, #8983B3, #B7AEEF, #E2DFF8

Gratitude Green



#134638, #186D4F, #31DA9C, #ABF0D7

Positivity Pink



#3D2D36, #B686A0, #F3B3D5, #F8D1E5

Balance Brown



#23200F, #473F1E, #8D7F3D, #D2CCB0

PRIORITY GUIDES

before jumping into wireframes, I created **priority guides (provided by Zoco)** in order to focus on the content of my app without being distracted by any visual layout.

BLOSSOM JOURNAL
User Goal: Write at least one entry for the day to express my gratitude.
Business Goal: To help users keep in touch with the most impactful parts of their day.

DAILY ENTRY LOGGER
 Today, I am grateful for...
 [gratitude entry field]
 Feeling extra grateful? Add another entry.

PAST ENTRIES
 Date of Entry
 Gratitude Plant
 Your plant blooms in ___ days! Come back then to see what you were grateful for this day.
 Date of Entry
 Gratitude Plant
 Today I am grateful for etc. etc. because etc. etc. etc.
 [View plant in Garden]

PROMPTS
 Stuck?
 Friends
 Family
 Self
 Memories
 Nature
 Places

QUOTE OF THE DAY
 "Quote of the day" - Author

NAVIGATION BAR

BLOSSOM USER DASHBOARD
User Goal: See my user stats and progress in the app with current streak, plants unlocked, and more.
Business Goal: To show users their progress and encourage continued app use.

CALENDAR
 Month and Year
 Calendar

PROGRESS TOWARDS NEXT PLANT
 Graph
 ___% of plants unlocked.
 Graph
 ___ days until a new plant is unlocked! Keep up your streak to unlock plants faster.

TOTAL ENTRIES
 ___ days of gratitude

CURRENT STREAK
 ___ days current streak

NAVIGATION BAR

BLOSSOM GARDEN
User Goal: See my plant collection and look at any plants that have bloomed to see what I was grateful for that day.
Business Goal: To make the app more multifaceted by bringing in a 'gamifying' element.

SUCCULENTS
 Cactus Picture
 Title: Month Day, Year
 Gratitude Number
 Type of plant
 Your Gratitude: "Today, I am grateful for..."
 Does this gratitude involve a friend? [Share it with them.](#)
 Aloe Vera

FLOWERS
 Mandevilla

PRODUCE
 Tomato

FIELD GUIDE
 Title: Succulents
 Succulents are hardy plants that have unique ways of storing water in their tissue.
 Cactus
 Aloe Vera
 Snake Plant
 Aeonium
 Agave

BLOSSOM FRIENDS
User Goal: Write at least one entry for the day to express my gratitude.
Business Goal: To help users keep in touch with the most impactful parts of their day.

FRIENDS
 Title: Your Friends
 [profile icon] username
[Share gratitude](#)
 [profile icon] username
[Share gratitude](#)
 [profile icon] username
[Share gratitude](#)
SHARE
 Want to share a gratitude with someone who doesn't have the app? [Share over text](#)
SCAN
 Scan any blossom plants you receive in real life to bring them into your garden here

NAVIGATION BAR

Annotations:
 - Image of plant will be grayed-out to signify that user cannot view gratitude yet.
 - Takes user to Garden tab.
 - This is a button that, when tapped, will show a popup with the category prompt suggestions below.
 - Calendar will show days highlighted to include which days a gratitude was entered, which days a plant has bloomed, and current streak.
 - Personal Percentage chart in shape of flower.
 - Graph could be something like these, showing parts of articles and progression.
 - When user taps on their plant in the garden, will bring them to Plant file with the day gratitude was written, entry #, type of plant, and what they wrote that day.
 - Users can choose a plant character to represent their profile.
 - Will open a camera to scan plant QR code and writing on label.
 - Plants that user has not unlocked will be blurred/ faded in without name.

Journal



enrichment

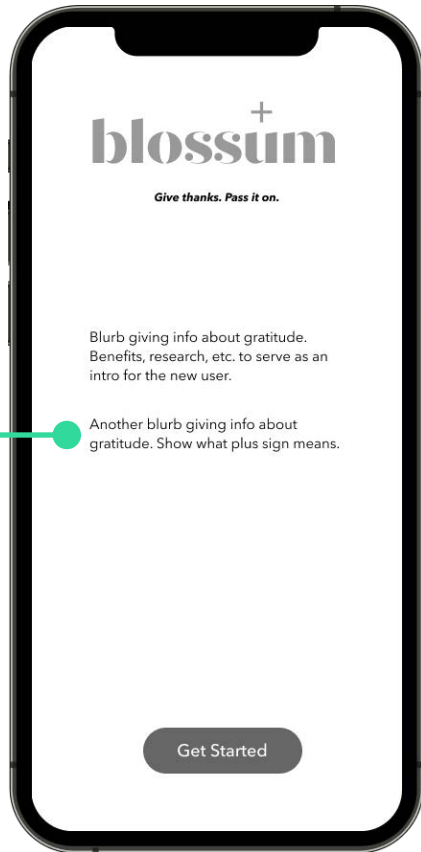


inspiration



sincerity

upon downloading, the user will be introduced to the concept of gratitude journaling and its benefits.



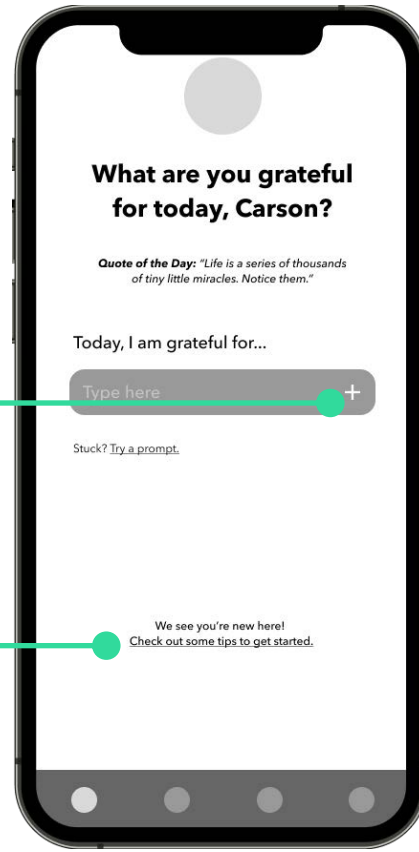
Another blurb giving info about gratitude. Show what plus sign means.

Blurb giving info about gratitude. Benefits, research, etc. to serve as an intro for the new user.

blossum
Give thanks. Pass it on.

Get Started

ability to add another entry



What are you grateful for today, Carson?

Quote of the Day: "Life is a series of thousands of tiny little miracles. Notice them."

Today, I am grateful for...

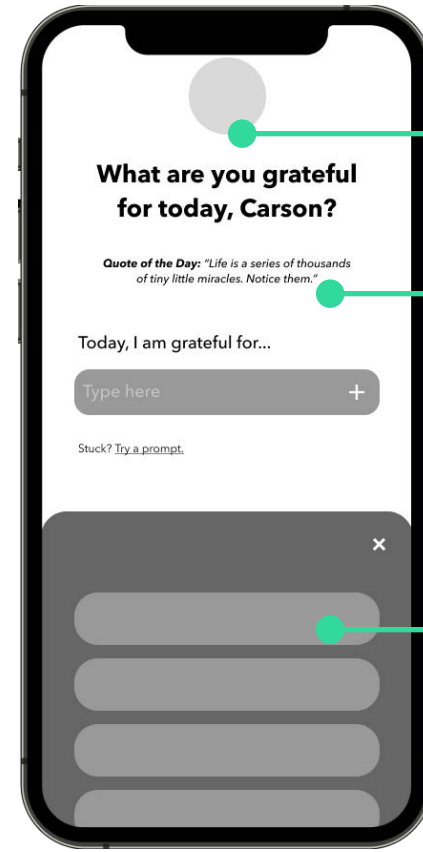
Type here +

Stuck? Try a prompt.

We see you're new here!
Check out some tips to get started.

tips for new users

INITIAL WIREFRAMES



user profile pic

What are you grateful for today, Carson?

Quote of the Day: "Life is a series of thousands of tiny little miracles. Notice them."

Today, I am grateful for...

Type here +

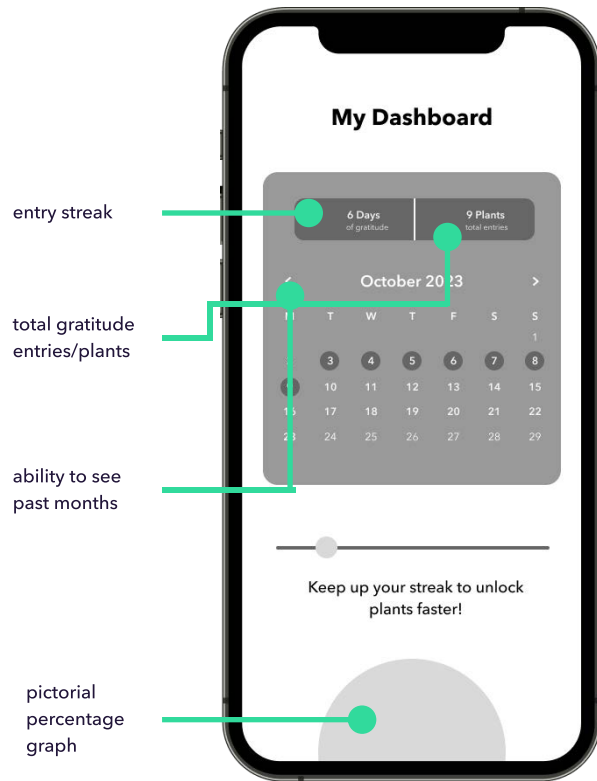
Stuck? Try a prompt.

daily quote about gratitude

prompt ideas

Dashboard

Profile

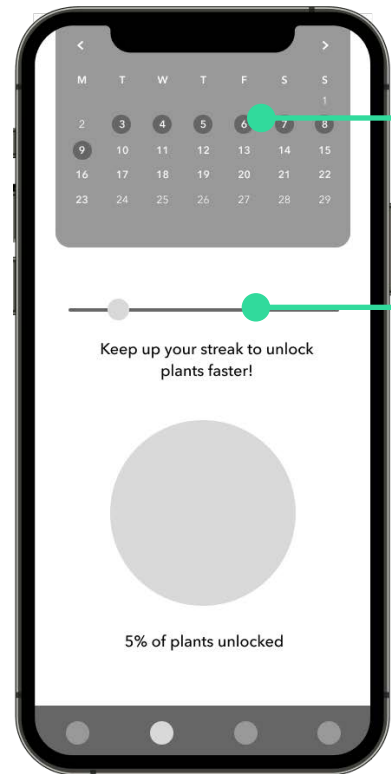


entry streak

total gratitude entries/plants

ability to see past months

pictorial percentage graph

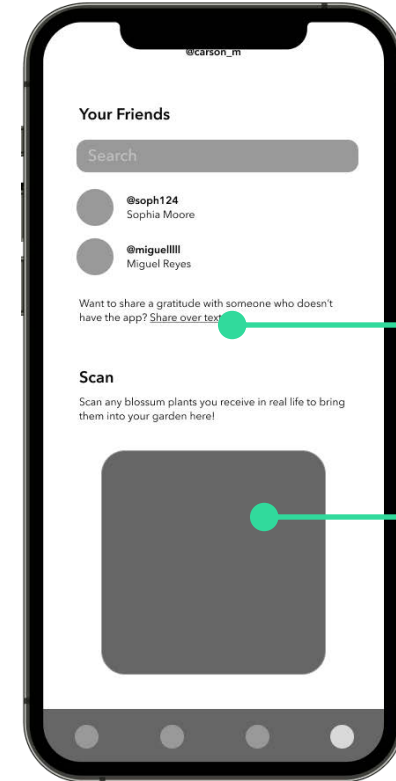
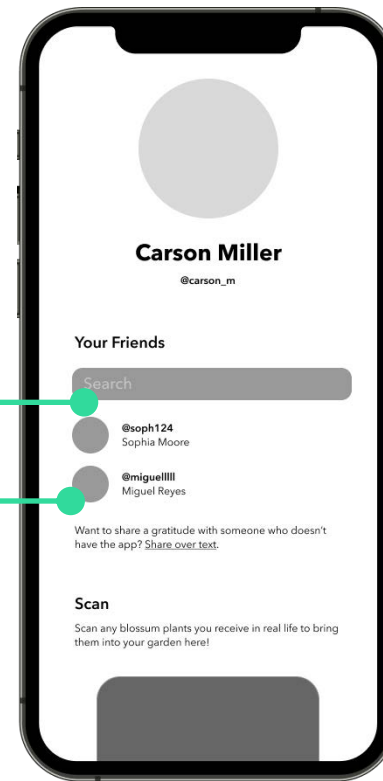


day where entry was made

progress bar

search within added friends or find new ones

can share a gratitude with added friends by tapping them



share gratitude entry with someone outside the app

camera to scan QR code on gratitude plants received in real life & import into garden

Garden



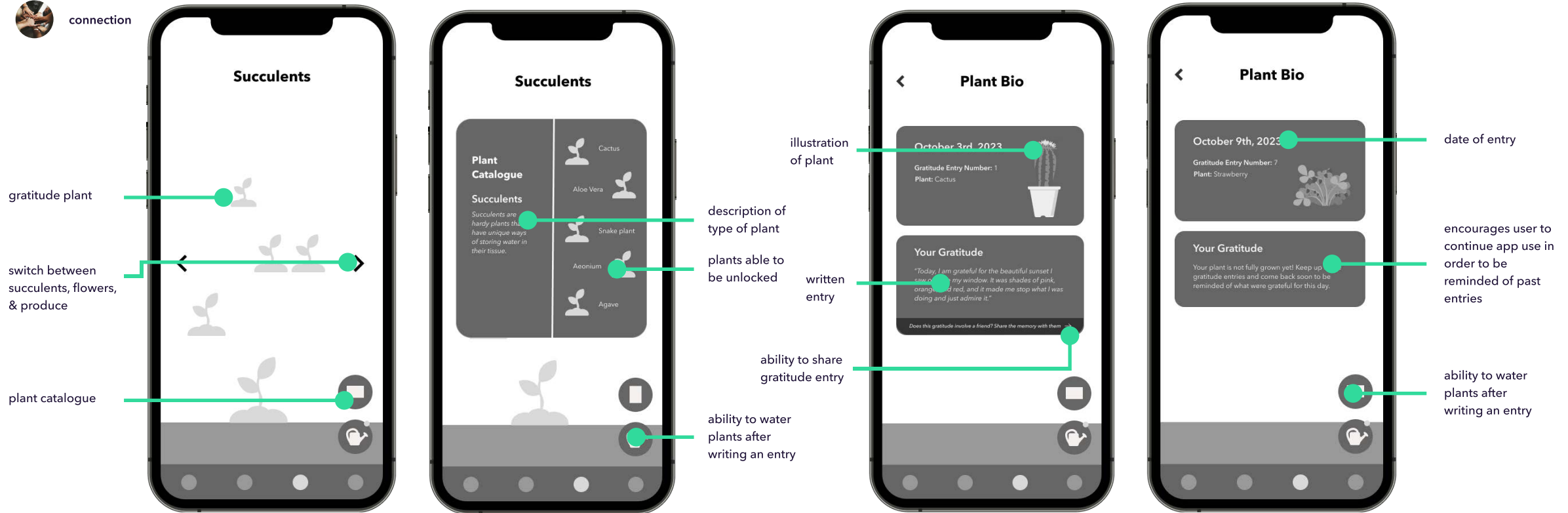
progression



inspiration

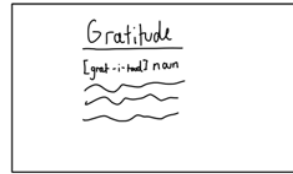


connection

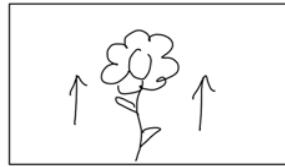


VIDEO STORYBOARD

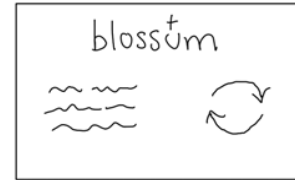
I created a storyboard for blossom's promotional video. I wanted the video to be informative in terms of how the app works, yet also have emotion behind in to showcase the brand voice.



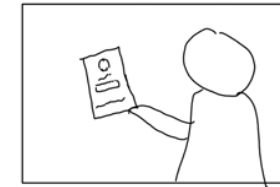
start with a definition of gratitude. handwritten effect



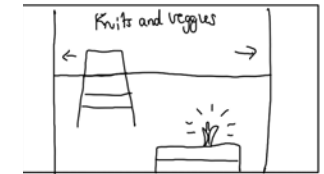
flower appears, time lapse of flower growing. "think of gratitude like a flower. gratitude can blossom into something beautiful. overtime, your gratitude for the people, places, and things in your life accumulate and thrive like plants in a garden."



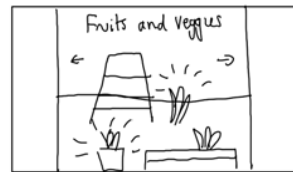
enter blossom. maybe copy: "like energy, gratitude cannot be destroyed-- only transferred. shows tag: "give thanks, pass it on"



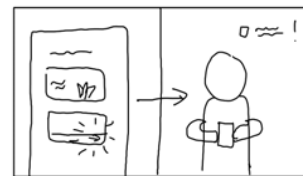
move into stock video of user on phone. show them typing in gratitude entry. can animate it so it types in the field on wireframe.



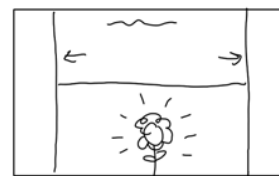
plant appears in garden. hand drawn accents popping out or arrows to bring attention to it



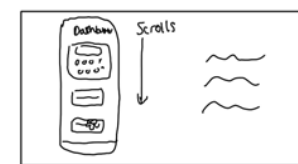
time lapse of plants popping up in garden. copy that explains how the more you write, the more plants you'll have



"give thanks, pass it on". move to a new person after first user taps on the share button in plant bio. new user (stock video) gets a notification "carson sent you a gratitude plant!"



either person clicks on it and/or it zooms into phone. new plant pops up in garden.



move to dashboard. see a new day pop up on calendar, see little animation (idk what) with total plants chart (maybe just spins?), and seed moves more on progress towards next plant



user moves to friends profile. sees one of their friends. "give thanks, pass it on" and hits arrow to send gratitude



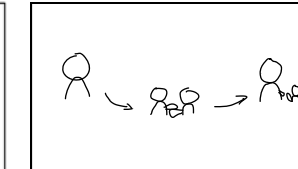
another new user gets notif. new plant pops up, or just smiles at phone or something



switch to stock video of person giving another person potted plant. copy says something about how you can gift gratitude in real life, too.



video of scanning qr code. OR animate so that video is shown through camera on wireframe



Compilation of videos. "life moves fast. hold on to the moments that matter most." Music swells



end scene with blossom logo. transition closes out with plus sign?

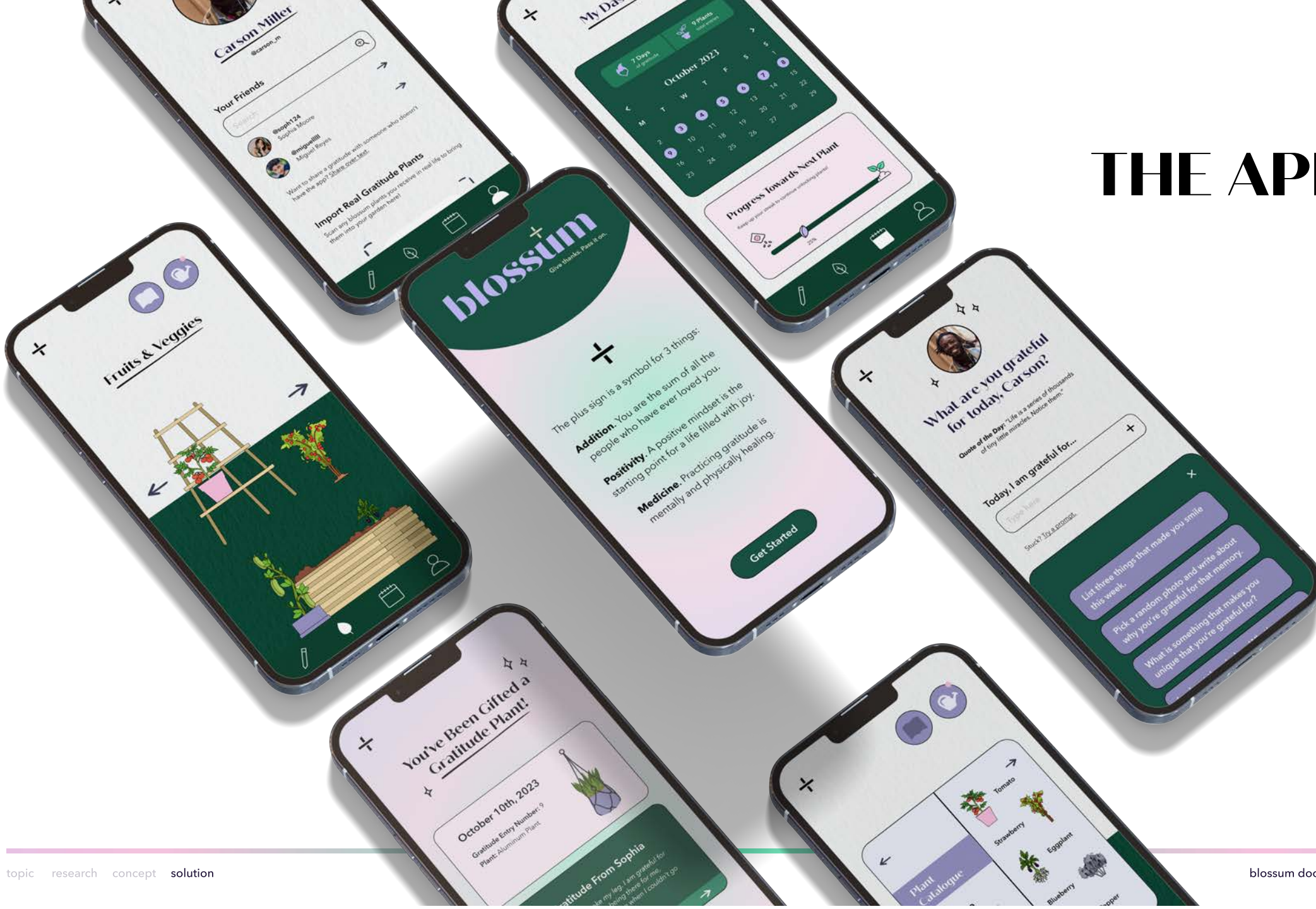
4

SOLUTION

the app
the plant

the pop-up
promotional video

THE APP ✨ ✨





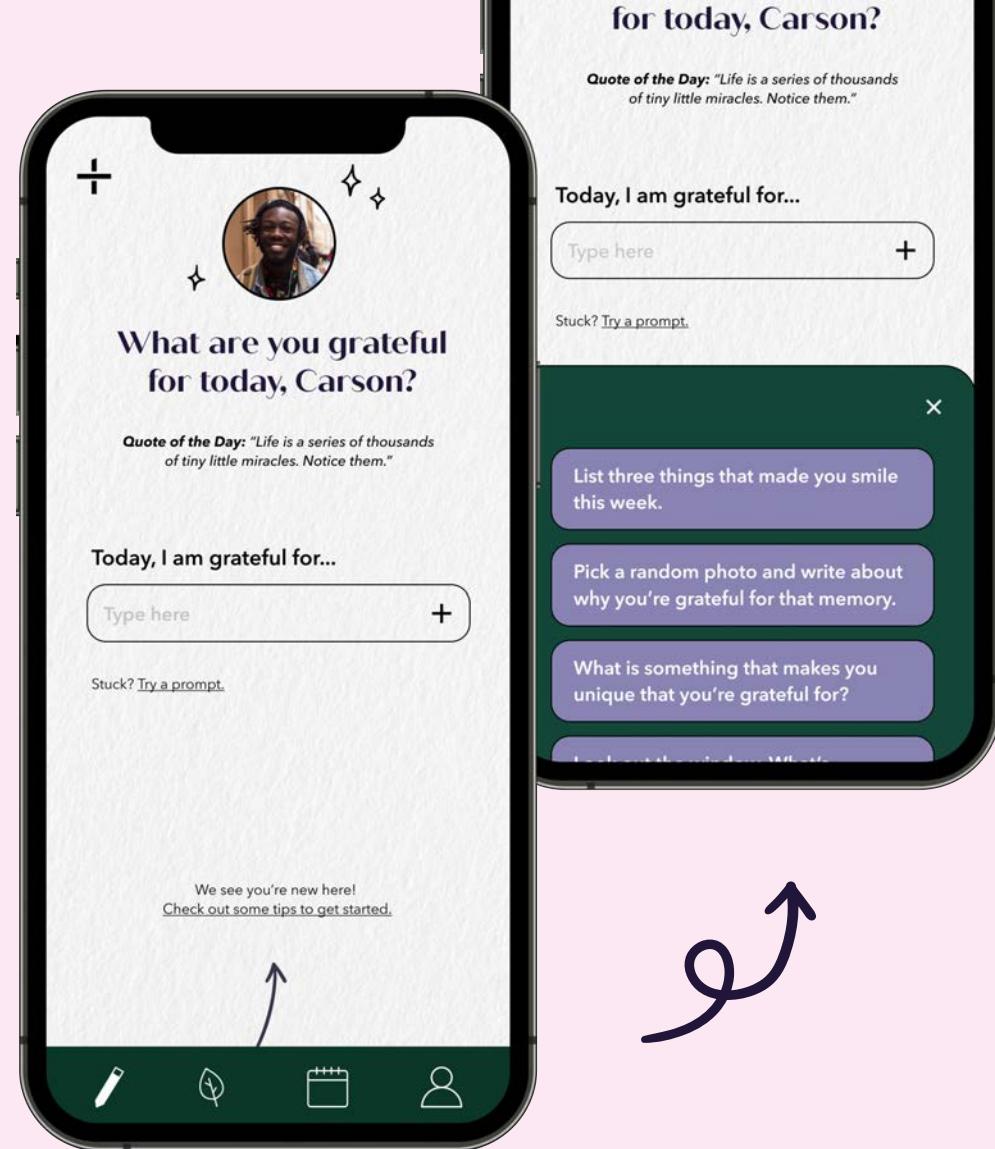
Upon first opening the app, the user is introduced to the concept of gratitude journaling. The symbolism behind the app's icon is also explained.

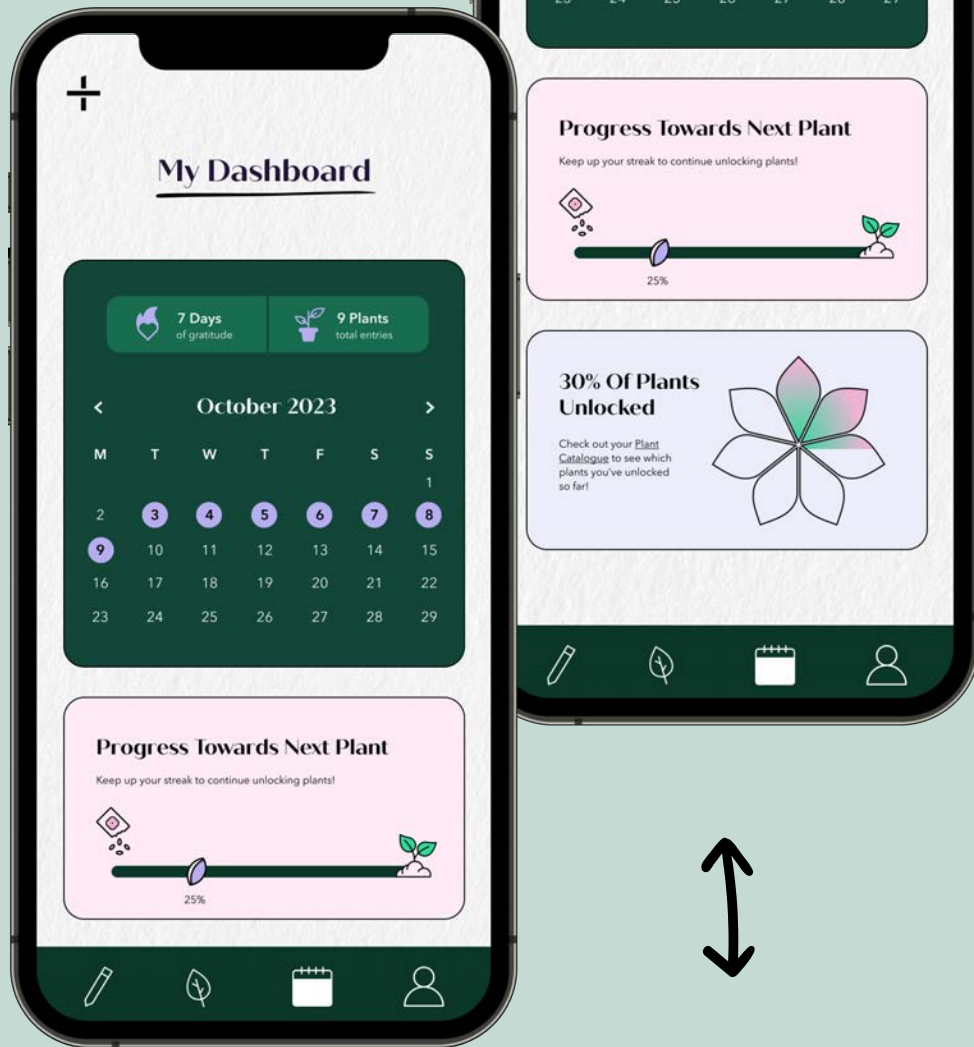
INTRODUCTION

JOURNAL

Users type what they're grateful for everyday in the journal tab. If they're new, blossom provides them with tips to get started. If they are in need of inspiration, blossom also has sample prompts to scroll through.

Feeling extra grateful? Users can tap the plus sign to fill out another entry, up to three per day.



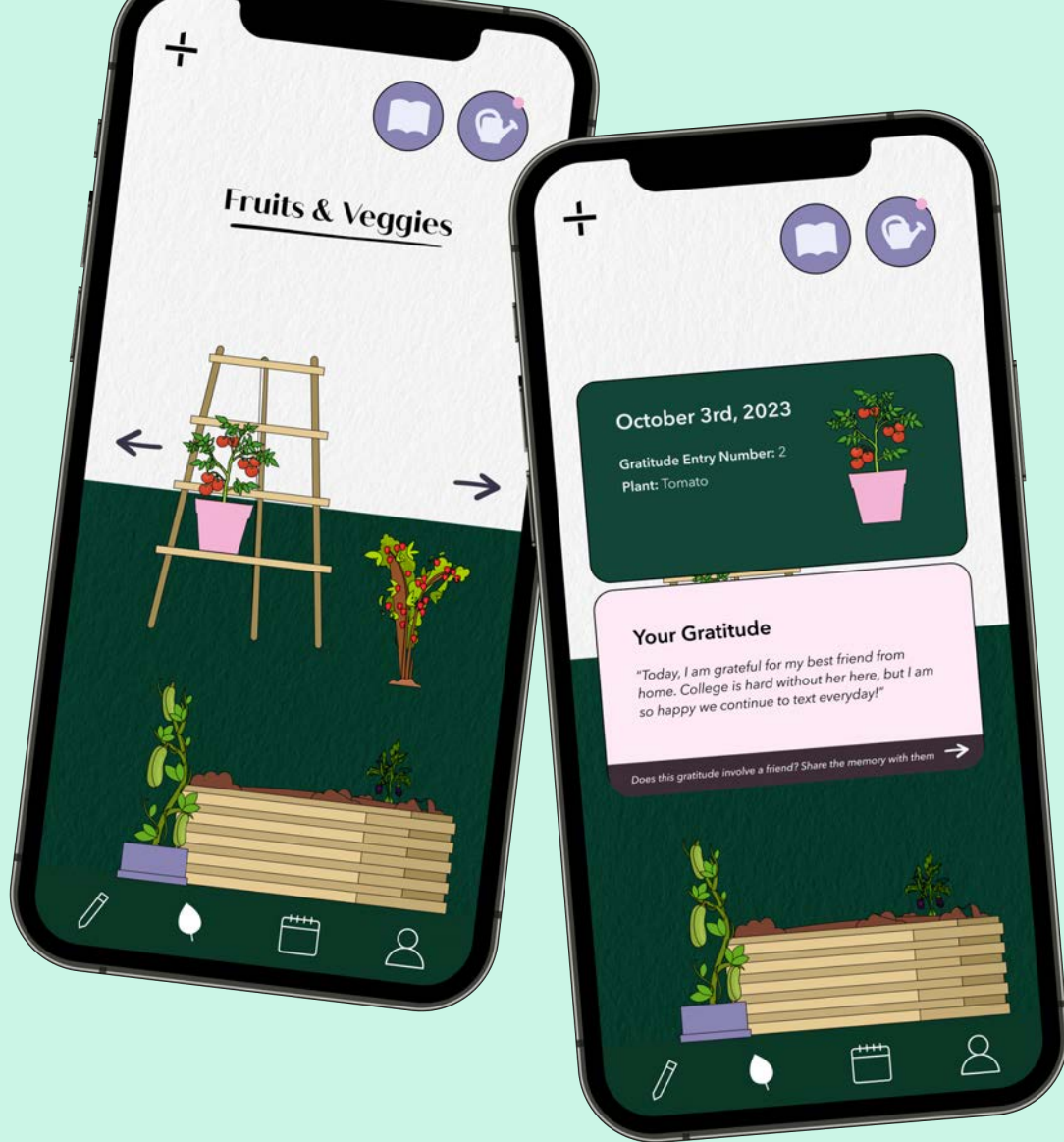


DASHBOARD

Users can scroll through their dashboard to see user data including current streak, total plants/entries, how close they are to unlocking new plant options, and total plants unlocked.

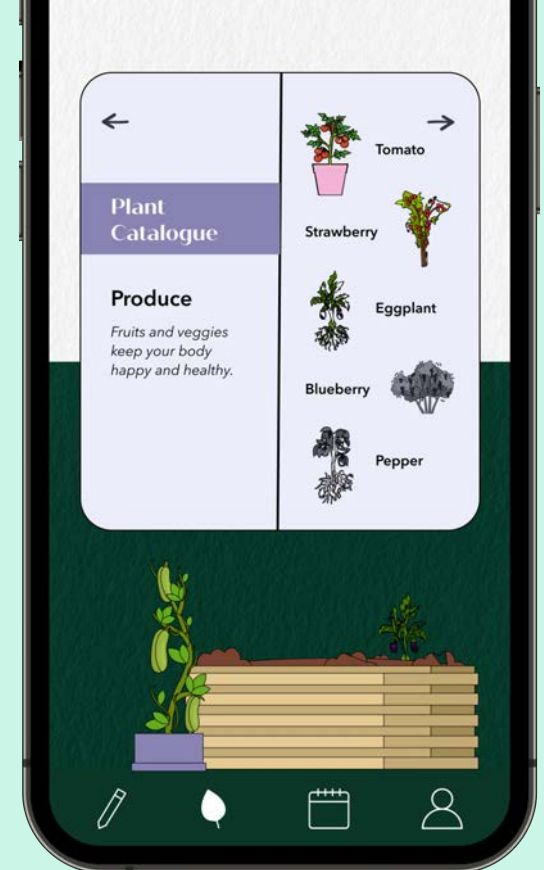
Their calendar gives them a visual of their streak, with the circled days representing a day an entry was written. Clicking on a circle brings the user to their garden to see the gratitude plant.





In their virtual garden, users will find all their gratitude entries in the form of their chosen plants. They can switch between fruits & veggie, succulent, and flower gardens. Tapping on a plant brings them to their gratitude entry for that day. If the plant has not bloomed yet, they will have to wait to see what they wrote.

Each entry also equals a day's watering, which keeps users on track for unlocking their next plant. Users can see which plants they have yet to unlock in the plant catalogue.

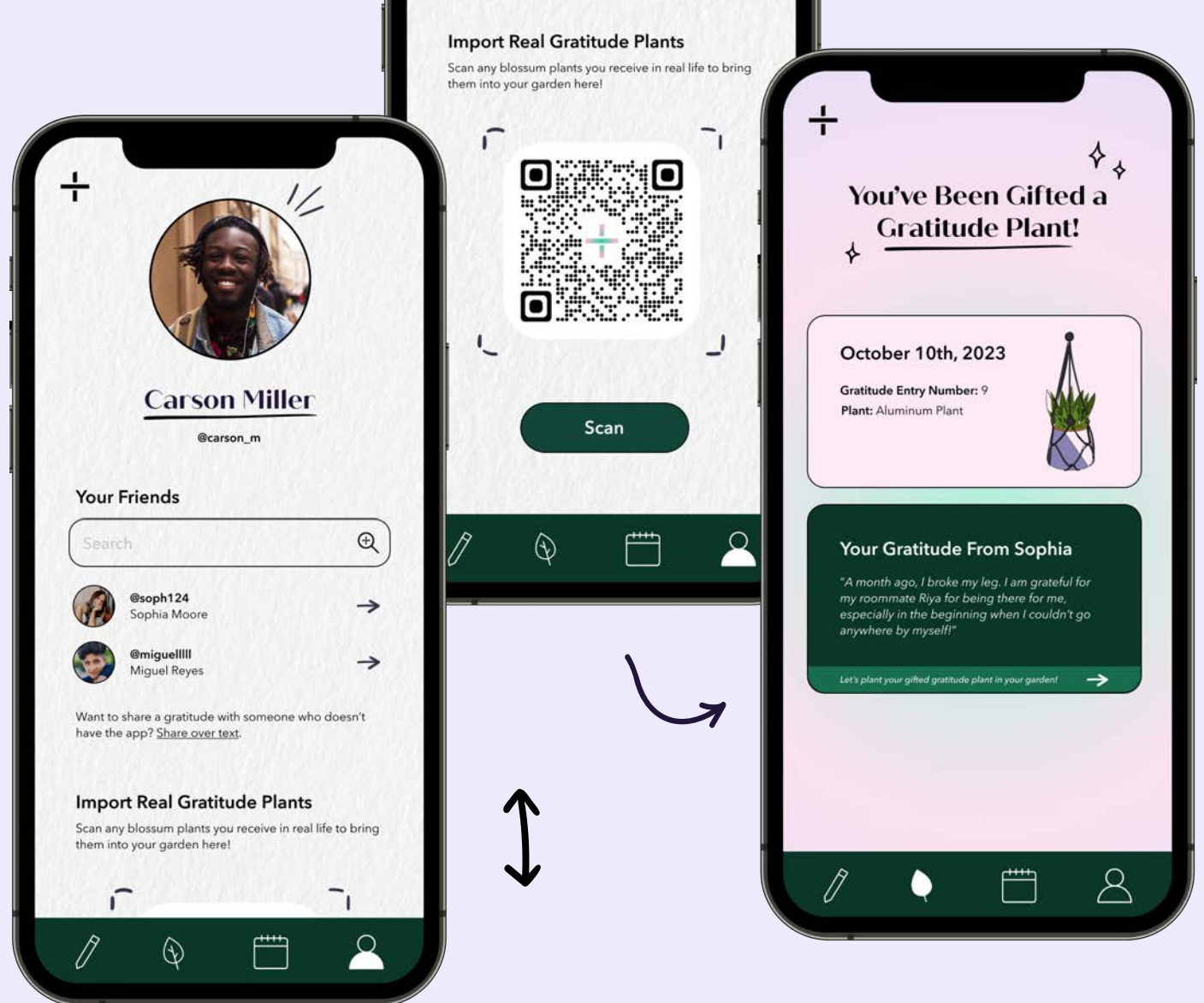


GARDEN

PROFILE

Users can edit their name/image, see friends, and search for new friends on their profile tab. By tapping on the arrow next to a friend, they can send them a gratitude plant.

Scrolling down, users can tap the "scan" button to scan the QR code on plant received in real life. A screen with their gifted plant and message will appear after doing so.



THE PLANT

Real-life gratitude plants are available at the blossom pop-up. Users can write a message on the sticker before putting it on the pot. The recipient can scan the QR code to import the plant into their virtual garden. The writing scans too, and users can tap on the plant to see the message whenever.

Each plant comes with a blossom pen. This pen is used to write on the label, but it also serves as a reminder to take a moment whenever you use it to practice gratitude.





THE POP-UP

The blossom pop-up is an interactive experience that can travel to businesses, schools, and more.

Visitors can talk to reps to learn about the app and receive their own gratitude plant to gift to someone special.



blossum

blossum Give thanks. Pass it on.

when a flower doesn't bloom,

you fix the environment it grows in,

not the flower.

Life moves fast.

Too often, we take our environment and the people in it for granted. blossom encourages you to slow down, take a breather, and reflect on the blessings in your life.

blossum

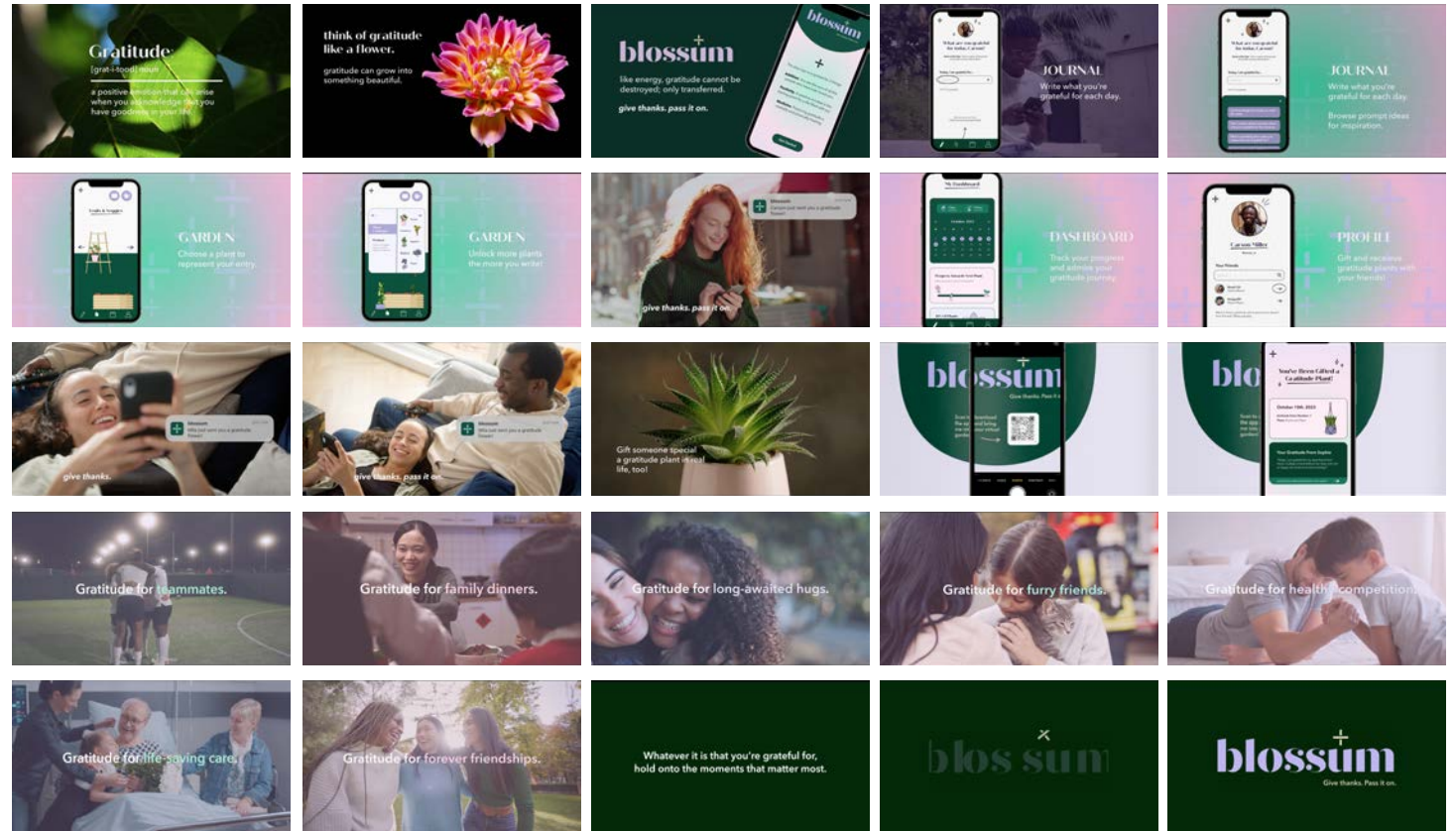
blossum Give thanks. Pass it on.

VIDEO STILLS

blossum's promotional video is both explanatory and appealing to emotion. Playing on the brand's tagline "give thanks. pass it on.", the video follows several different users as they use the app and send and receive gratitude plants with each other. The ending shows multiple scenarios for which a person could be grateful for, showing examples as to what a potential user may write about in their own journal.



Scan to see the final video.



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