Cycle

Cycle is a reflection app designed to help users in reshaping their thinking and relation with their bodies, beginning with self-perception rather than appearance. With no photos, measurements, or numbers, Cycle tracks progress through kindness, daily reflection, and optional personal goals, focusing more on what your body does for you rather than how it looks.



Duration
1 month

Role/ team
Solo project

Research method
Google form survey
Market research
Academic research review

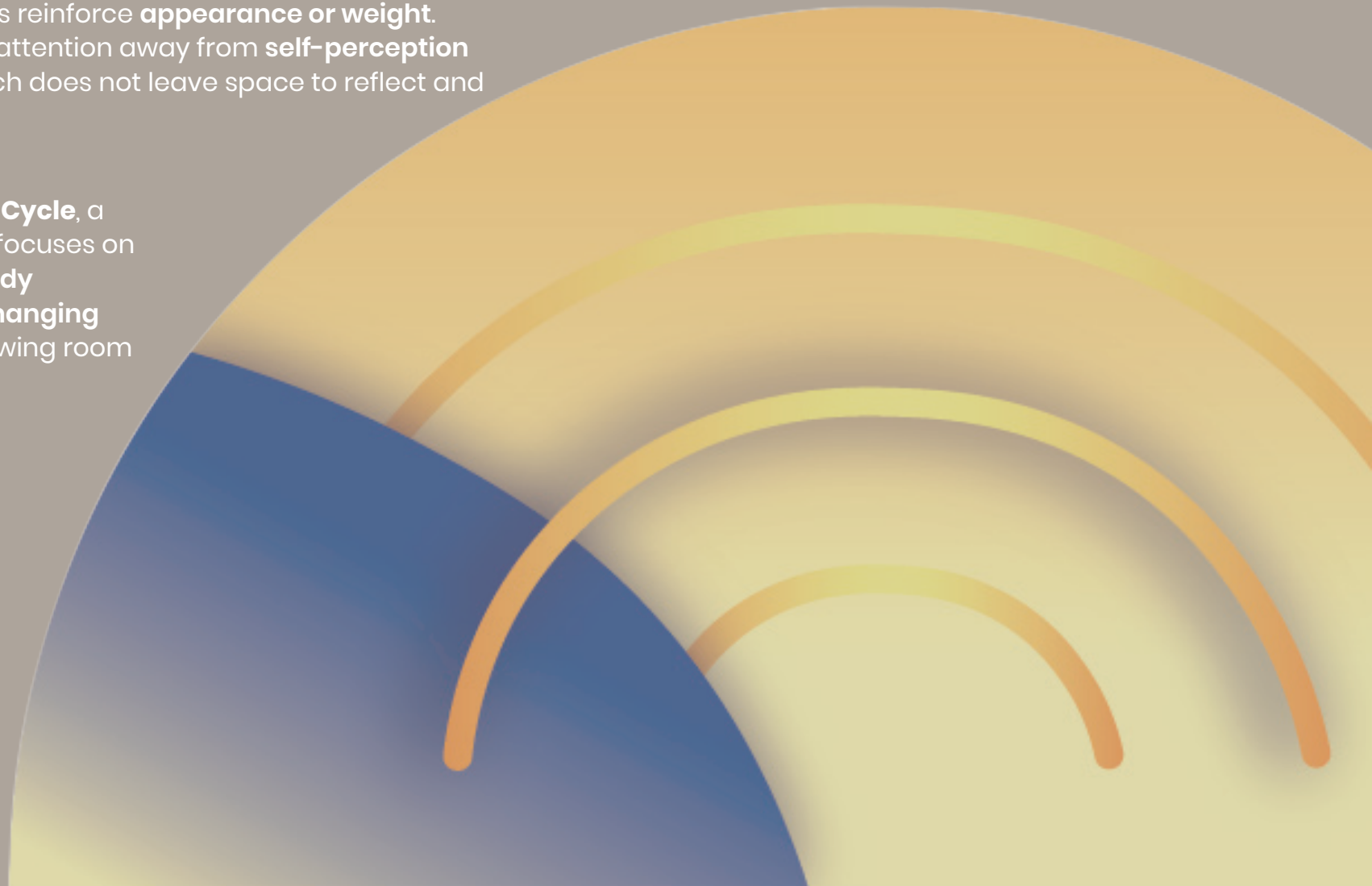
Tools
Figma, Adobe Illustrator

Cycle

Background

Messages like “everyone’s body is perfect in its own way” are common, but many, especially teens, continue to struggle with **insecurity, comparison, and harsh self-talk** about their bodies. Instead of improving people's relationship with their bodies, many existing tools and platforms reinforce **appearance or weight**. Over time, this focus shifts attention away from **self-perception and emotional safety**, which does not leave space to reflect and appreciate our bodies.

This gap led to the idea for **Cycle**, a reflection-based app that focuses on **reshaping mindset and body relationship rather than changing appearance**, while still allowing room for personal goals.



Cycle

Research Methods

Academic research review

Lorem ipsum dolor sit

Body Dissatisfaction, Importance of Appearance, and Body Appreciation in Men and Women Over the Lifespan
2019
Quittkat et al.

Body Perceptions and Psychological Well-Being
2024
Merino et al.

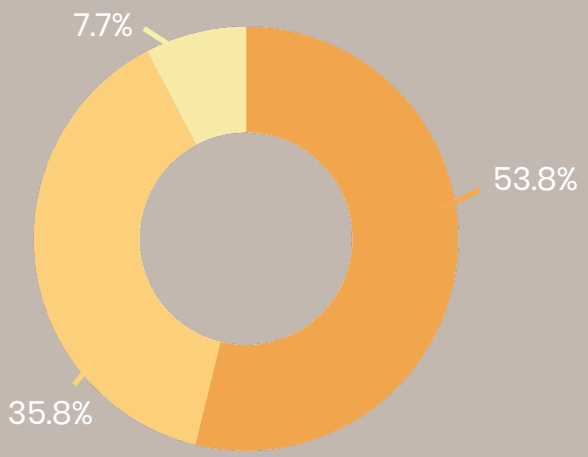
Body image: How we think and feel about our bodies
Mental Health Foundation

Eating disorders: Body Image
National Eating Disorders Collaboration

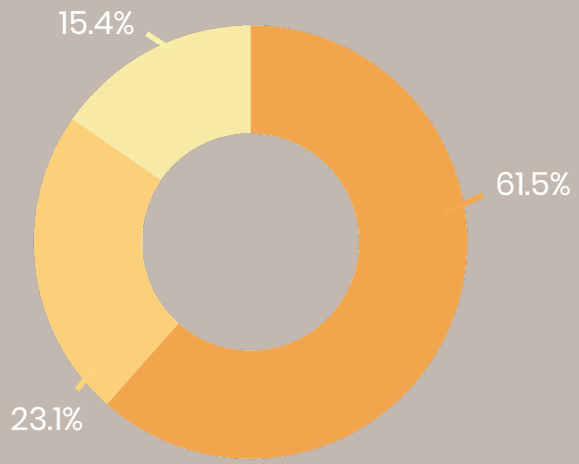
Reviewing academic research and articles helped build an understanding of how body image and self-perception impact mental health and overall well-being.

Survey

How much do you think your body image affects your confidence?



Do you have a goal on what you want your body to be like?



A survey focused on body image, confidence, and personal goals was conducted to gather quantitative data. The results provided data that helped identify patterns in mindset and self-perception, with two key findings highlighted on the left.

Persona



Amy Kang

College Student Age: **18**

About Amy

She is addicted to social media apps like instagram and follows many influencers who have her dream body. She often feels insecure about the way she looks and spends a lot of time getting ready before school to feel more confident about herself. She has had many attempts to be on a healthy diet but gave up or lost track of what she was eating.

Frustrations

- **Wants to look like the influencers she sees on social media**
- **Staying motivated to be on a healthy diet is difficult for her**
- **Has many insecurities about her physical appearance**

Goals

- **Feel more positive about her body**
- **Have a healthier life style to feel closer to her body goals**

Favorite Apps

Amy is a persona that represents teens who experience body insecurity influenced by social media and comparison. Cycle addresses these challenges by promoting reflection and mindset shifts rather than appearance-based change.

Findings and Insights

Insights

1. **Most of the pressure to have a certain body image comes from themselves and is internally driven.**
   A. The largest group of participants (38.5%) identified themselves as the main source of body image pressure, more than friends, family, social media, or school.
   B. 92.3% of participants reported that their body image affects their confidence moderately to very much, indicating strong internal influence.

2. **Seeing progress helps reinforce confidence when it comes to body goals.**
   A. 76.9% of participants said that seeing visible progress helps them feel more confident about their body.
   B. 61.5% of participants have a clear goal for what they want their body to be like, suggesting that progress toward personal goals is closely tied to confidence.

3. **Most people don't feel very comfortable sharing about their body image to others.**
   A. 53.8% of participants felt unsure or in the middle about talking about their body image with others.
   B. 58.9% of participants sometimes or often compare their body to others, indicating internalized concerns rather than open conversation.

HMW (how might we) Statement

How might we support individuals in building confidence through personal progress while creating a safe and low-pressure space for reflecting on body image experiences?

Cycle

Solution – 1

What is your name?

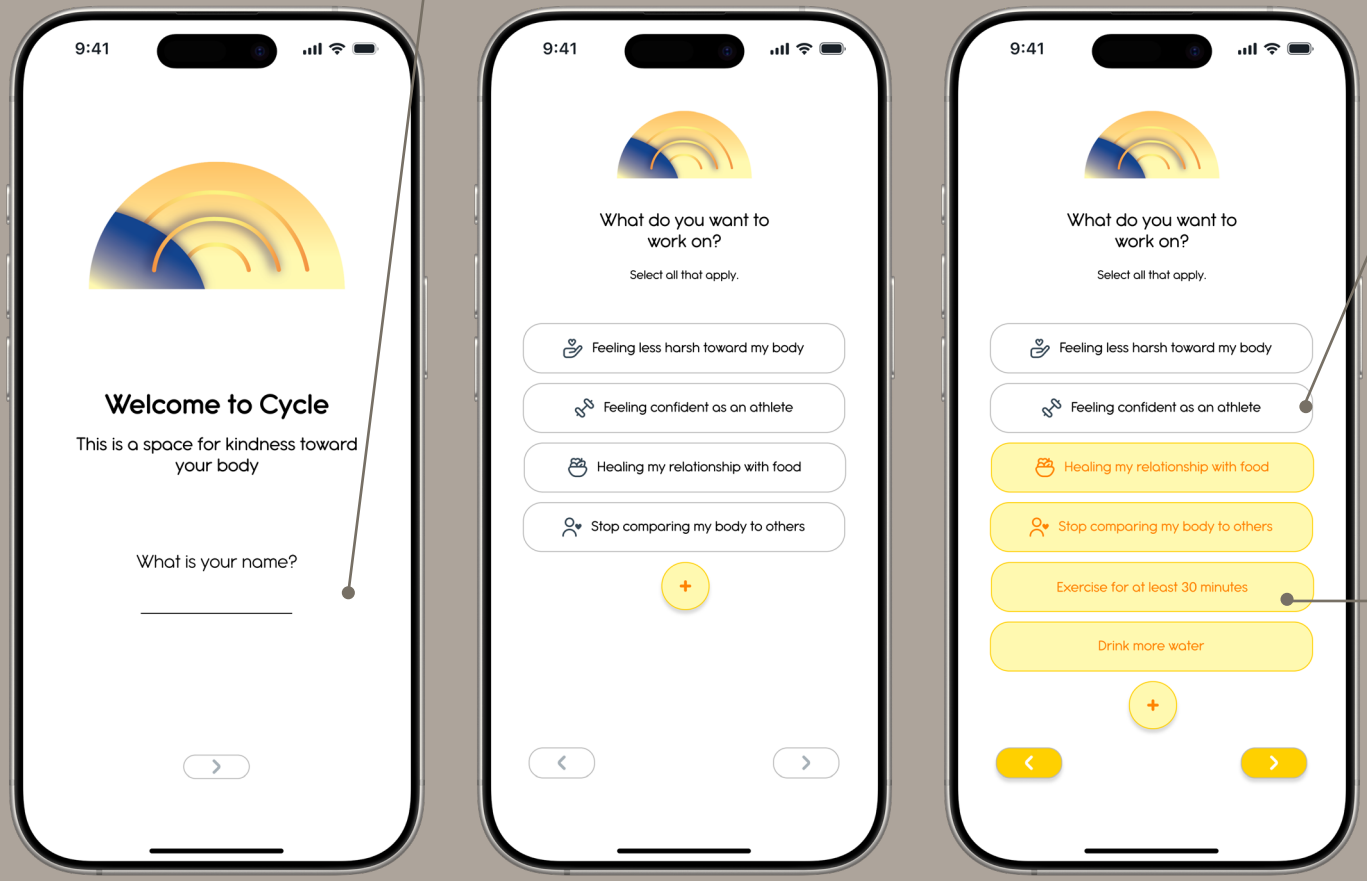
Emily

Cycle is designed to comfort users, create a stress-free experience, and focus on users' emotions to help them feel better about themselves. To make the app feel more personal and supportive, Cycle asks for the user's name so it can communicate in a friendly, caring way, similar to a trusted friend.

Welcome screen
Introductory message
Name input

Goals screen
Suggested goals
+ add goals

Goals screen
After goals selected and
customized goals added





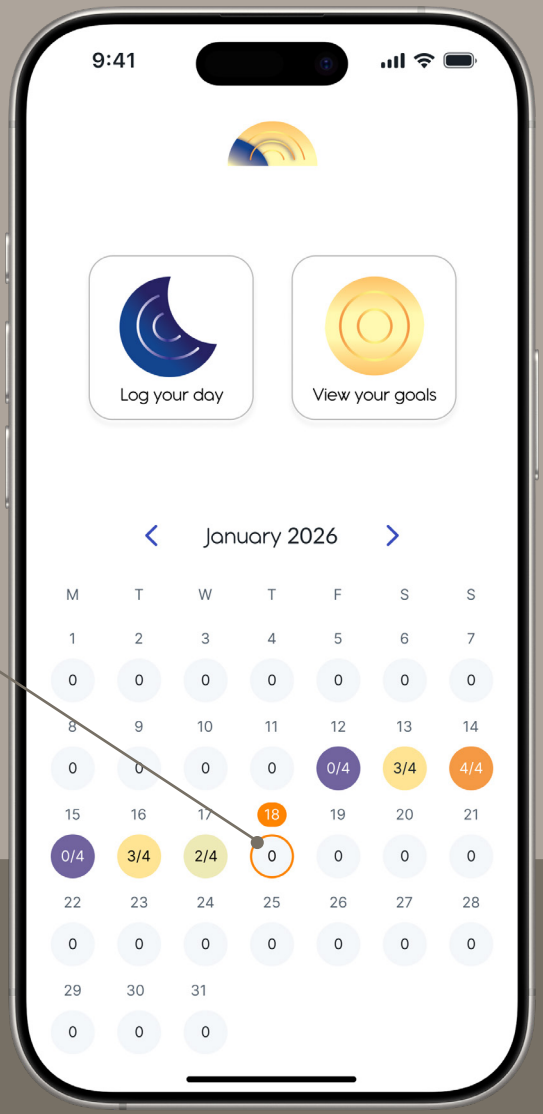
The app offers a fully customizable experience while also guiding users through suggested goals that emphasize mindfulness. These suggested goals act as gentle reminders of the app's main focus and values, while still leaving room for users to create more specific, personalized goals that matter to them.

Here, users can write more specific goals to support their progress and work toward them in a healthy, mindful way using the app.

Cycle

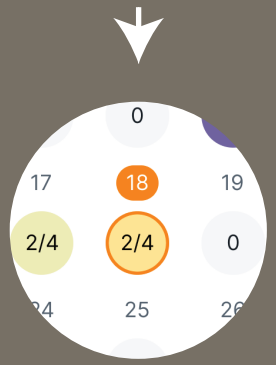
Solution - 2

Homescreen
Log your day
View your goals
Calendar

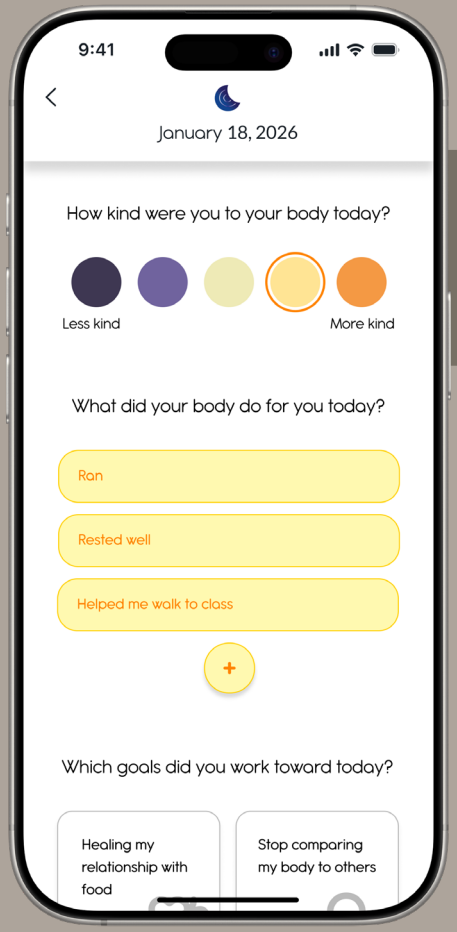


The moon icon is used at night for users to complete their daily reflection, while the sun button allows them to check and update their goals. The logo and page design are intentionally simplistic and clean, preventing users from feeling overwhelmed and making tasks feel approachable rather than complicated.

Today's date is outlined with orange to make it easy to recognize. The 0s without a fraction means that the reflection was not does that day.



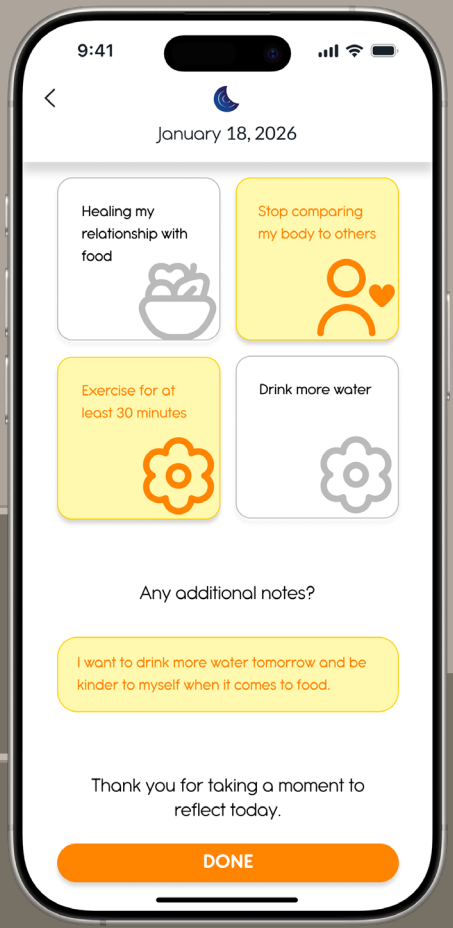
After the reflection is filled out, a fraction showing how many of your goals you accmplished today and a color representing how nice you were to your body fills in the circle so that when you look back at the month you can see how you were just by the colors.



Reflection screen (filled out)
Kindness
Thankfulness to body
Goals

The way these questions are framed immediately encourages the user to think about their body in a thankful way. For example, instead of thinking, "What did I do today?" the user thinks, "What did my body do for me today?"

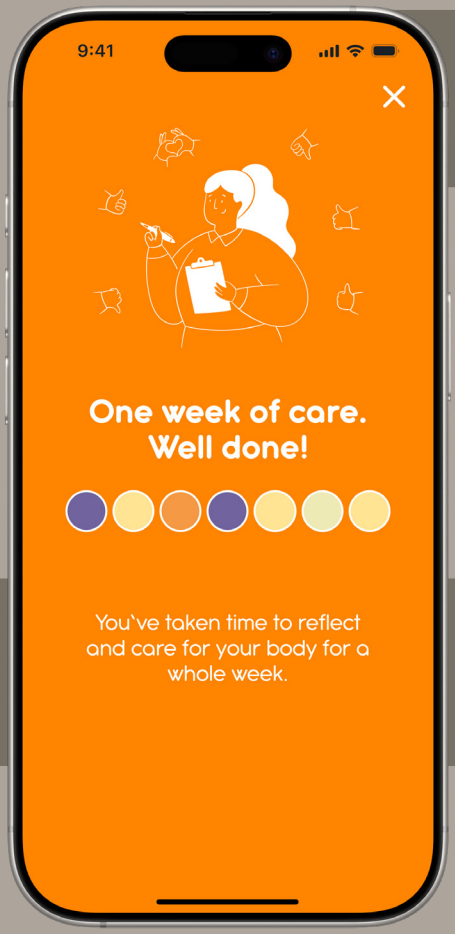
The buttons are purposely large so that when users click them to signify achieving a goal, they feel a greater sense of satisfaction and completion, as the action fills more of the screen. The friendly icons add a sense of friendliness.



Cycle

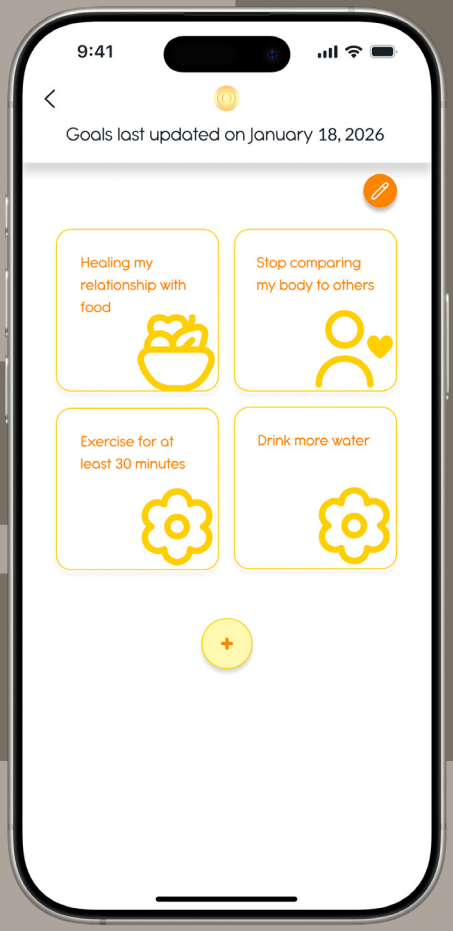
Solution – 3

Completion congrats screen
Week summary colors
Encouraging + supportive messages.
Goals

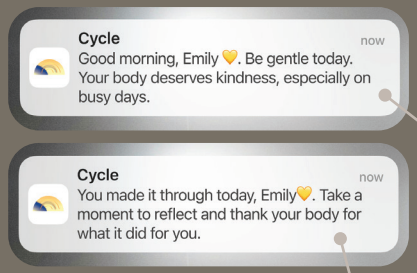


This screen celebrates users after completing one week of reflection so that consistency and care through positive messaging is emphasized.

View your goals screen
All goals
Edit goals
Add goals



Users can view, add, or edit their goals on this screen. With bright pastel yellows and illustrations, it make the app feel friendly.



The notifications help the users start off their day in a bright and positive way and end their day with a friendly reminder to reflect on the app.

