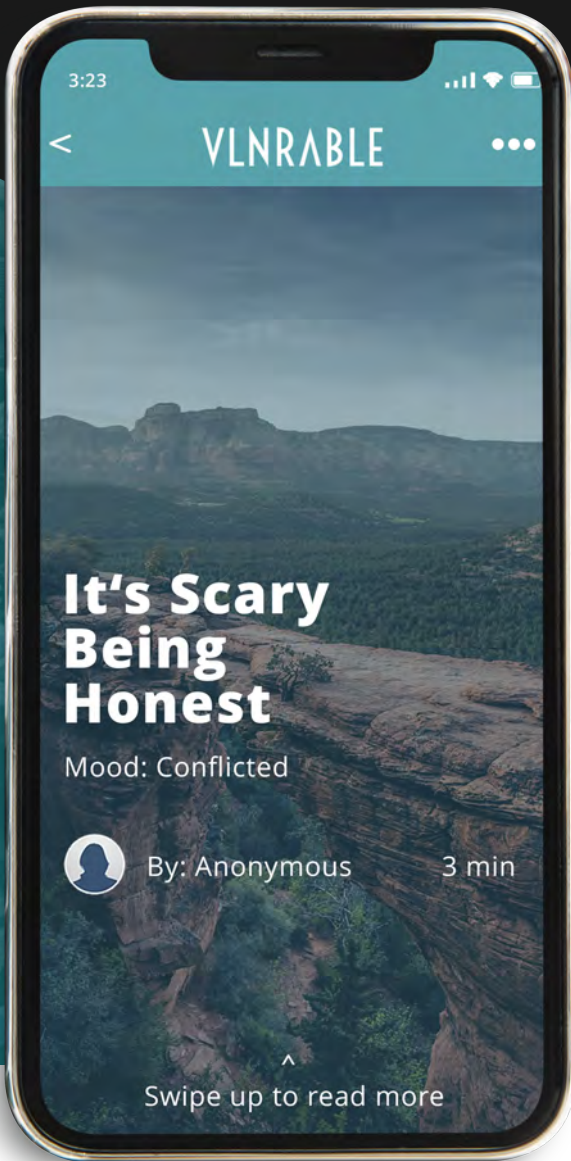


VLNABLE APP CASE STUDY



Successfully Shipped Podcast Creating Emotional Support

PROJECT:

VLNRABLE

Location:

San Francisco, CA

Company Size:

2-10 Employees

Industry:

Non-Profit

Services Provided:

- Visual Identity
- UX Design
- App Development

The Client:

VLNRABLE is an app that allows you to share up to 1,000 characters of your story anonymously. Browse stories shared by others, taking steps to freedom.

The Challenge:

The client wanted to create an anonymous story sharing app that would provide vulnerability and connection. It would operate much like a journal, but for others to read and respond. There wasn't anything on the market like this at the time and it required a lot of out of the box thinking and UX troubleshooting.

The Solution:

We provided an innovative app through Apple Podcasts that allowed users to share their stories anonymously.



THE PROCESS

Objectives:

- Create anonymous app.
- Foster vulnerability and emotional support among users.
- Provide resources for those in need of therapy or suicide prevention.
- Successfully launch on Apple Podcasts.

PROCESS + EXECUTION

1. Strategy
2. Analysis + Planning
3. UI/UX Design
4. App Development
5. App Testing
6. Deployment

RESULTS + METRICS

- + **Positive User Feedback:** Upon launch, VLNRABLE received an overwhelmingly positive response from users who appreciated the platform's unique concept. Users expressed gratitude for the opportunity to share their stories anonymously and found solace in realizing they were not alone in their struggles.
- + **Increased User Engagement:** VLNRABLE experienced a steady increase in app downloads, user engagement and a fostered sense of community. The platform's success was measured by the growing number of registered users, story submissions, and positive reviews.



Be courageous. Be Free.
BE VLNRABLE.

