

My very first funeral service as a funeral director was for a young widow with four kids burying her husband, shot six times. Since then, I've been passionate about learning about grief, bereavement, and providing services for this underrepresented population.

However, through the years I realized that the gap between funeral homes, resources, and families were apparent. Realizing that the lack of resources and aftercare for young widows, in particular, were lacking. Speaking to widows made me realize I need to fulfill this gap. There had to be more comprehensive support groups for your widows?

My long-term curiosity started my journey creating a program with practical results -Leadership Development. With my struggles finding a career, I want to help and create an app for young widows to support each other and empower themselves through leadership skills, resources, and networking.

Mourning Thymes

Mourning Thymes is a support group for widows while providing leadership skills.

This is how the journey started ...



SUPPORT GROUP FOR WIDOWS

I conducted a competitor analysis to develop a stronger marketing strategy and identify gaps in the market. As of June 2021 I have not located an app that is specific to young widows and leadership development. This analysis includes the competitiors profile, service offerings, uniques qualities, SWOT profile, UX/UI design, content, accesibility, design, and performance quality. Based on the analysis, I sketched seveal simple but practical features which will defin Mourning Thymes - Leadership Training and Funeral Director search.

Mourning Thymes core features:

- Leadership Development (online and self-study)
- Customizeable profile page to include posts, questions, topics, and discussions
- Ability to speak and learn about funeral directors

Competitor List	Strengths	Weakness
New York Life Foundation	Welcoming and easy to use Feels informative and provides lots of information on the landing page Easy to navigate Filled with great information Easy to find app download Family friendly and community friendly	Unsure if they provide leadership/empowerment classes Simple and informative Targets NGO's Not a clear 'tab' for widows Hard to located resources and classes Unclear where to locate resources Accesiblity needs improvement (website only available in English)
National Alliance for Grieving Children	Engaging animations Clear branding Website interaction and features were outstanding Engaging animations (same as desktop) App can be downloaded and easily found Comprehensive brand identity	Unsure if they provide leadership/empowerment classes Targets NGO's Not a clear 'tab' for widows Hard to located resources and classes Unclear where to locate resources The accesiblity needs improvement(website only available in English)
GriefShare	Key information is present Great menu items with graphics Easy to find information about grief Ability to create account and easy to navigate Clear color scheme and art direction Friendly and religious	Hard to change language Lots of information to read No search bar No specific icon for young widows No icon for accesibility No language translator

Competitor List	Unique Feature	Service Offering
New York Life Foundation	National foundation for the bereaved population - offering free materials	Online grief resource which offers articles, expert tips, personal stories and local resources for families, educators and community members.
National Alliance for Grieving Children	National NGO targeting families and children - Can become a grief facilitator and provides camps	NGO that raises awareness about the needs of children and teens who are grieving a death and provides education and resources for anyone who supports them.
GriefShare	Bereaved for religious individuals - Thousands of support groups meet weekly around the world. Visit or join a group at anytime.	Grief group of people who will walk alongside you through one of life's most difficult experiences.
Modern Loss	Resources, Ides to explore your own loss, articles, networking, events, stories, and books.	Candid conversation about grief. Beginners welcome.



O1 Interviewed 25 young widows (20 - 45 yrs old)

02 Emailed a survey and conducted a phone interview to collect both quantitative and qualitative data

Introduction:

Introduction:

Thank you for taking the time to participate in our survey and help us better understand Mourning Thymes, their needs, fears, goals and pain points. This survey was produced by Adriana Corral of Mourning Thymes in order to collect data for developing a leadership training program for widows. Please answer the next few questions with honesty and sincerity. Take note that there are no wrong or right answers. We are merely interested in your experiences as a young widow, the challenges you face, and ways your experience can be improved.

We'll keep this short and sweet!

This survey should take approximately [INSERT ACCESSED TIME FOR COMPLETION] to complete.

We assure you that we will keep your answers with the strictest confidentiality and will only be utilized in research purposes. We will not link your responses to your name or any other information that might identify you, and you will not receive any advertisements, promotions, or sales materials based on your participation in this survey.

So let's begin!

Hello, my name is Adriana Corral Thank you for deciding to talk to us about your grief and search of resources and support.

[Provide context here on the purpose of the research, special considerations, of the sessions, and why the person's involvement will benefit him or her (such as helping the public, improving a resource he/she will use, etc.]

This research is organized by Mourning Thymes in order to bridge the gap between funeral homes and after-care. Relax, don't be nervous, there are no right or wrong answers here. We would just like to get your honest thoughts and opinions about locating support with leadership skills.

Are you comfortable?

OK, let's get started.

User Interview Questions

Problem awareness

Can you describe how you first staring searching for support?

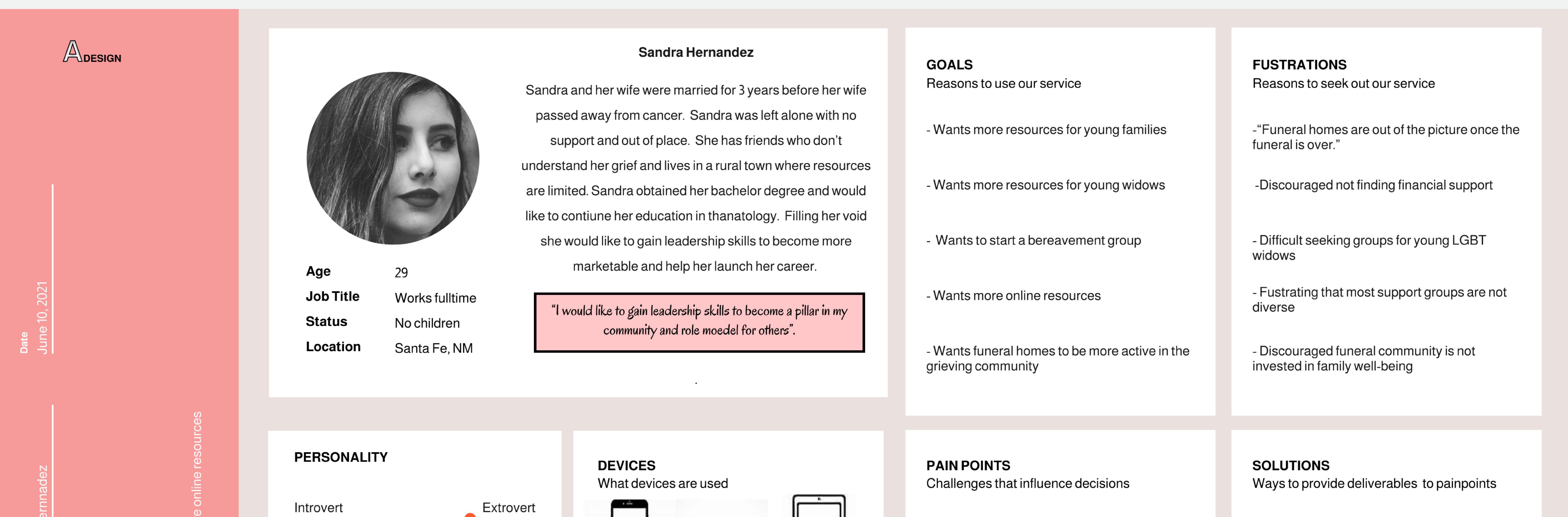
General questions		
Something about you:		
	What is your gender?	
What is your age?	Male Female	
Prefer not to disclose	 Prefer not to disclose Other 	

When you are in experiencing grief, how do you find support?

- Tell me about the last time you found support you liked? How did that make you feel?
- What's your relationship like with the funeral home?
- How did the funeral home assis in after-care?
- How much time do you typically spend on grieving?



Would like leadership skills



ent andra He	ing more				-Will the funeral home be sensitive to my lifestyle?	- Provide a funeral home ratings list.
Sar Sar	inity seek	Analytical	Creative	IPhone 8 Mac Laptop IPAD	- How can I become a leader in my community and help others.	- Develop an online datatbase filtered by location
		Busy	Time rich		-How do I start a support group?	- Provide services offering guidance and training
Joddr	arura			BEHAVIOR TRAITS	- How do I find online resources and support for	- Develop more accesibile online focused
S SI	ing in the second se	Messy	Organized	THOUGHTFUL PASSIONATE	bilinguals?	program's and services
Project Young Wido	GBT widow livi	Independent	Team player	CARING EMPATHETIC	- How do I develop leadership skills?	- Develop an online leadership course

GOALS FUSTRATIONS Jacklyn Green Reasons to use our service Reasons to seek out our service Jacklyn 's husband was suddenly murdered leaving her alone -"Funeral homes are not involed in the grieving Wants to locate resources for widows and pregnant with their firstborn. She is new to the city and process." does not have any support. Jacklyn has never worked and Discouraged not finding support for young Wants to see more resources for young widows should be expecting her firstborn in 3 months. She is widows determined to seek support and resources to uplift her and provide sustainability. Jacklyn wants to be a role model for Difficult seeking groups for young widows Wants to see more diverse and modern support groups her unborn, herself, and community. Age 24 Fustrating that most support groups are - Wants to gain leadership skills Job Title Never Worked religion centered "I would like to gain leadership skills to become a pillar in my Pregnant with firstborn Status community and role moedel for others". Jur Location Los Angelos, CA - Wants funeral homes to be more active in the Discouraged funeral community is not

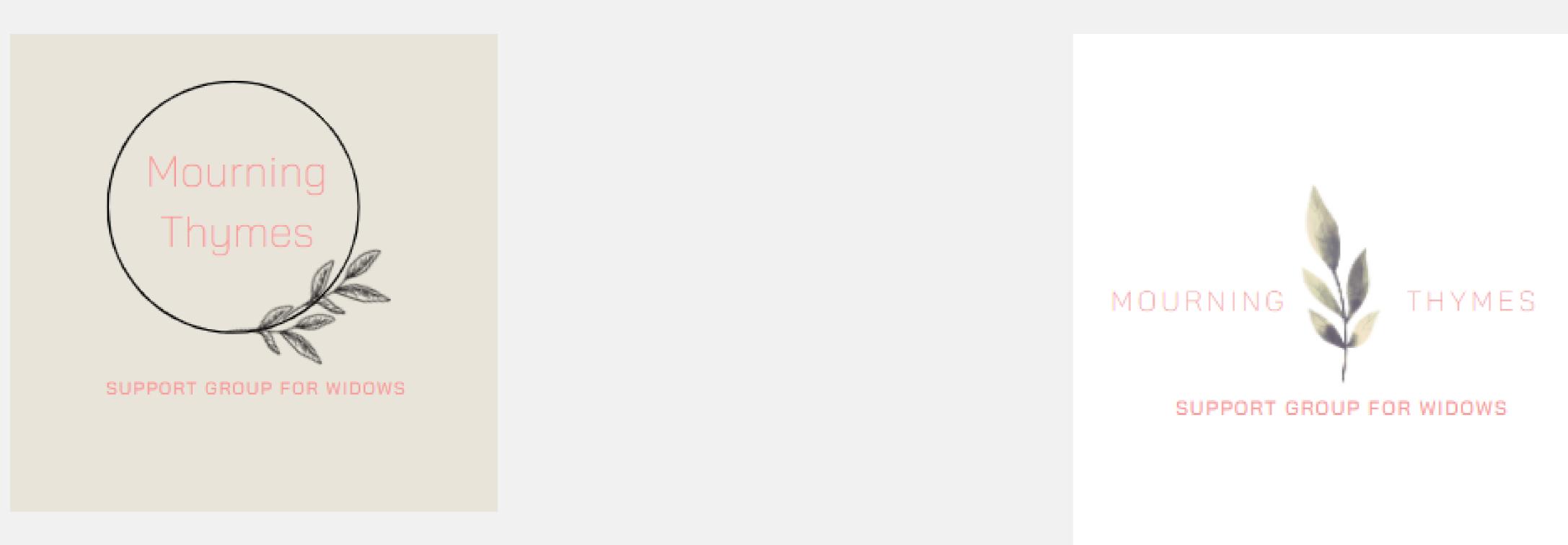
		•	grieving community	invested in family well-being
Stable	PERSONALITY	DEVICES What devices are used	PAIN POINTS Challenges that influence decisions	SOLUTIONS Ways to provide deliverables to painpoints
it klyn Green wered and	Introvert		-Will the funeral home be sensitive to my needs and lack of information?	- Provide a funeral home ratings list.
o be empo	Analytical	IPhone 5 School Laptop	- How can I become a leader in my community and help other young widows.	- Develop an online leadership course.
ooking t	Busy Time rich		-How do I acquire job training suppot?	- Provide services offering guidance and support.
ws Support nd mother I	Messy	BEHAVIOR TRAITS FEARLESS GENEROUS	- How do I find modern support groups?	- Provide a list of groups and resources specific to young widows (onling grieving program)
Project Young Wido Jew widow a	Independent Team player	CURIOUS DETERMINED	- How do I become financialy stable?	- Develop an online leadership course

	Kimberly Austin	GOALS	FUSTRATIONS
		Reasons to use our service	Reasons to seek out our service
	Kimberly's husband passed away suddenly. She has support		
	from family and friends, but since her husband was the	- Wants to locate free resources	- "Once the funeral is over funeral homes don't
	patriach of the family, Kimberly needs to find resources to		provide resources".
	have a better future. As a mother of three she never had time	- Wants more resources specific to young widows	-Difficult seeking help and with little assistance

Date

	er provide and the second seco	e a better future. As a mother of three she never had time to obtain her degree and is currently seeking ways to npower herself. Kimberly would like to have an app that ovides resources, information, and guidance to become financially stable and independent . would like to have access to resources and gain financial stability"	 Wants more resources specific to young widows Wants tips to memorialize her husband Wants to have leadership skills Wants to become financially stable 	 -Difficult seeking help and with little assistance from the funeral home - Fustrating not being able to seek modern ideas to honor my husband. - Determined to find leadership skills specific for young widows - Discouraged not finding support for young widows
Source				
ine re	PERSONALITY	DEVICES	PAIN POINTS	SOLUTIONS
u o pu	Introvert Extrovert	What devices are used	Challenges that influence decisions	Ways to provide deliverables to painpoints
groups a			-Will the funeral home be sensitive to my new role as a single mother and sole provider?	- Provide a funeral home ratings list.
support	Analytical Creative	IPhone 5 Laptop	- How much do I need for monthly expenses? My spouse was the patriarch of the family	- Provide resources and access to free assistance.
diverse	Busy Time rich		-How do I acquire required paperwork and death certificate?	- Provide services offering guidance and assistance.
Benerative States and States		BEHAVIOR TRAITS	- How do I find support groups for long-term	- Provide a list of groups and resources specific
eking	Messy Organized	HOPEFUL REALISTIC	encouragement.	to young widows (onling grieving program)
Vew widow se	Independent Team player	ENCOURAGED PASSIONATE	- How do I protect my children if something happens to me?	- Develop an online leadership course

THE DESIGN LOGO REFLECTS MOURNING THYMES BRAND PHILOSOPHY: SIMPLE, PROFESSIONAL, MINIMAL, AND REFINED. IT FEATURES OREGANO AND BITTER TYPEFACE AND BECAUSE IT IS ALREADY SIMPLE IN STYLE AND APPEARANCE, IT WILL BE USED AS THE PRIMARY AND ONLY LOGO, WITH NO SECONDARY STYLES TO USE IN ITS PLACE.





SUPPORT GROUP FOR WIDOWS

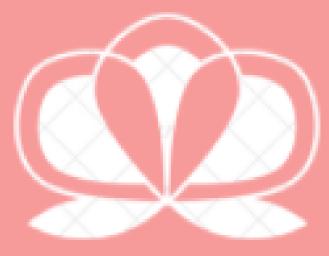
• USE LOGO WITH ADDED PICTURE WITH OUR PRIMARY COLOR PINK • USE LOGO WITH NO PICTURE AND ON TOP OF OUR MAIN COLOR PINK, OPACITY MAY VARY

• DO NOT USE LOGO AGAINT ANY COLOR OTHER THAN WHAT IS STATED ABOVE • DO NOT ROTATE, SQUASH, STRETCH, OR RE-SIZE ANY PARTS OF THE LOGO





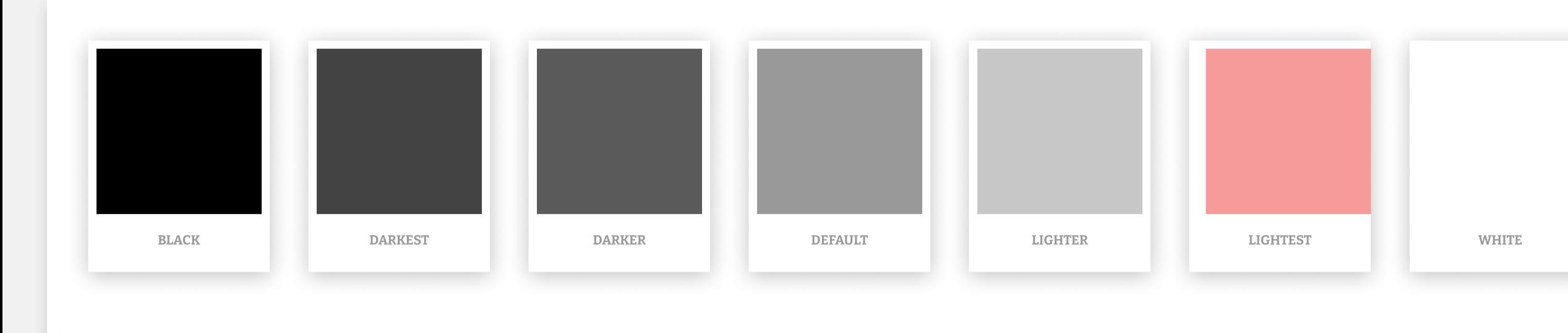




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SUPPORT GROUP FOR WIDOWS

<u>COLORS</u>



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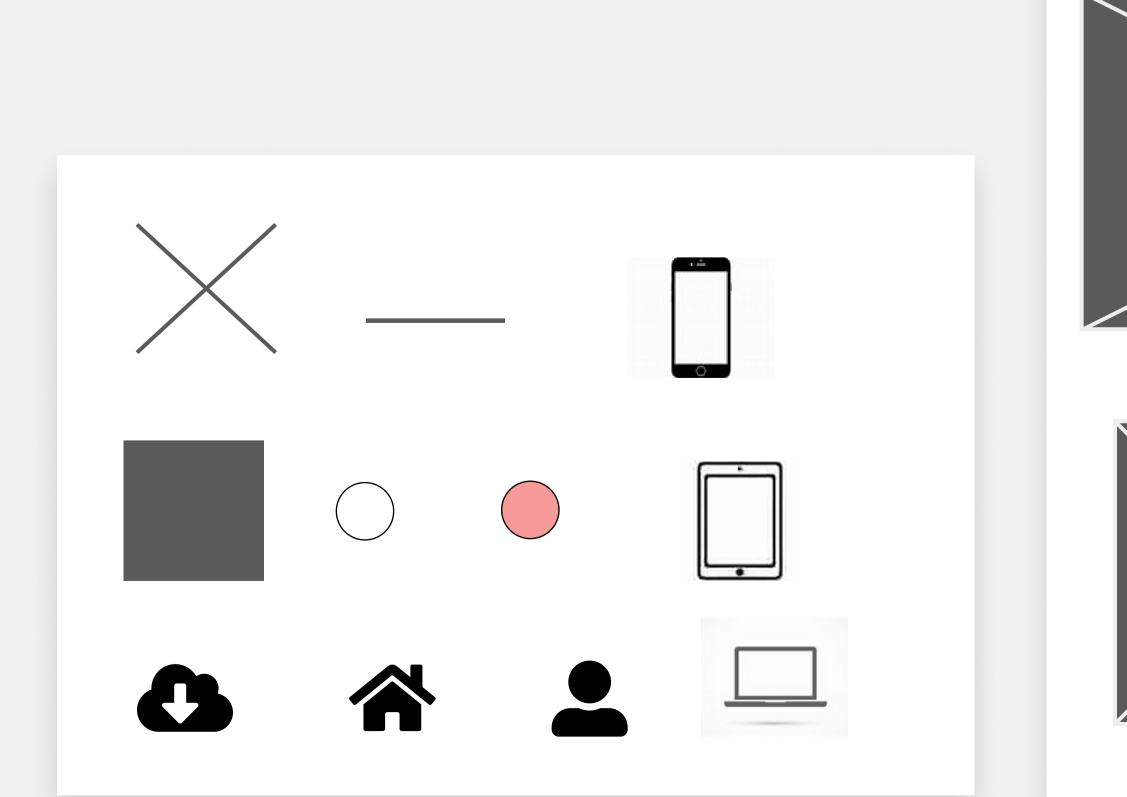
<u>TYPOGRAPHY</u>

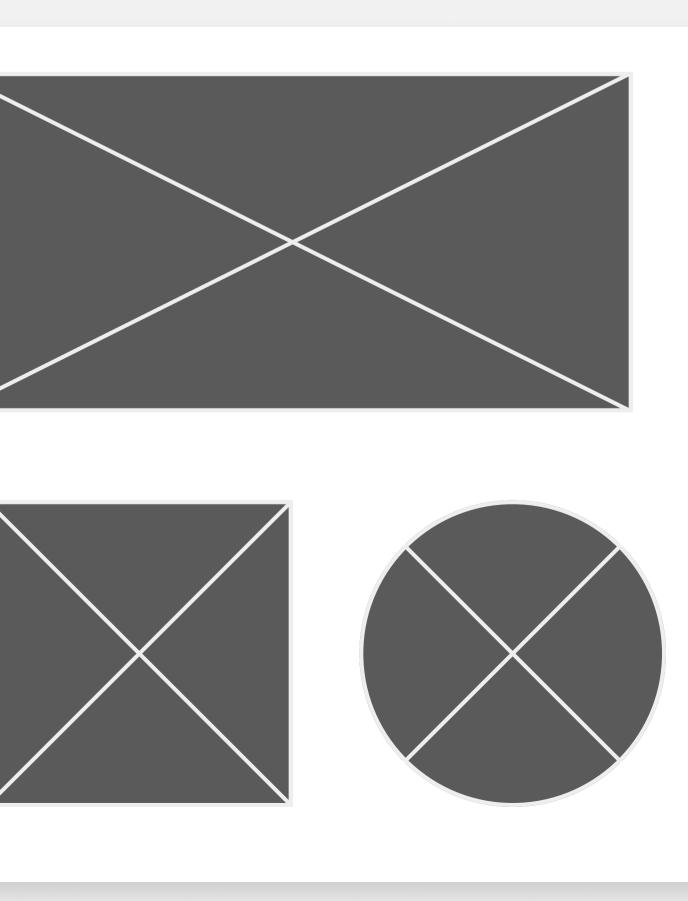
BODY Typeface: Bitter Regular Bold Semi-Bold Aa Bb Cc Dd 36 size font



SOPHISTICATED

Iconography

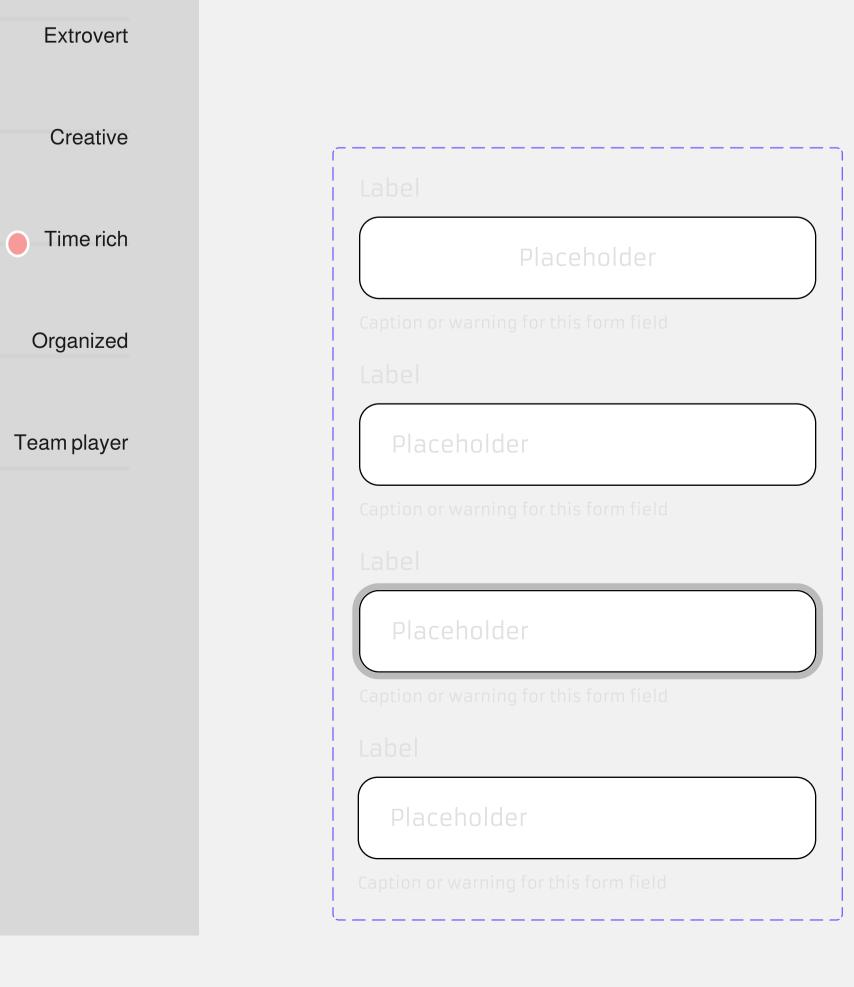






PROFESSIONAL





Headline	
Caption	
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KIMBERLY AUSTIN SCENARIO

Kimberly's husband passed away suddenly. As a mother of three she never had time to obtain her degree and is currently seeking ways to empower herself. She would like to have an app that provides resources, information, and guidance to become financially stable and independent .

JOURNEY PHASES

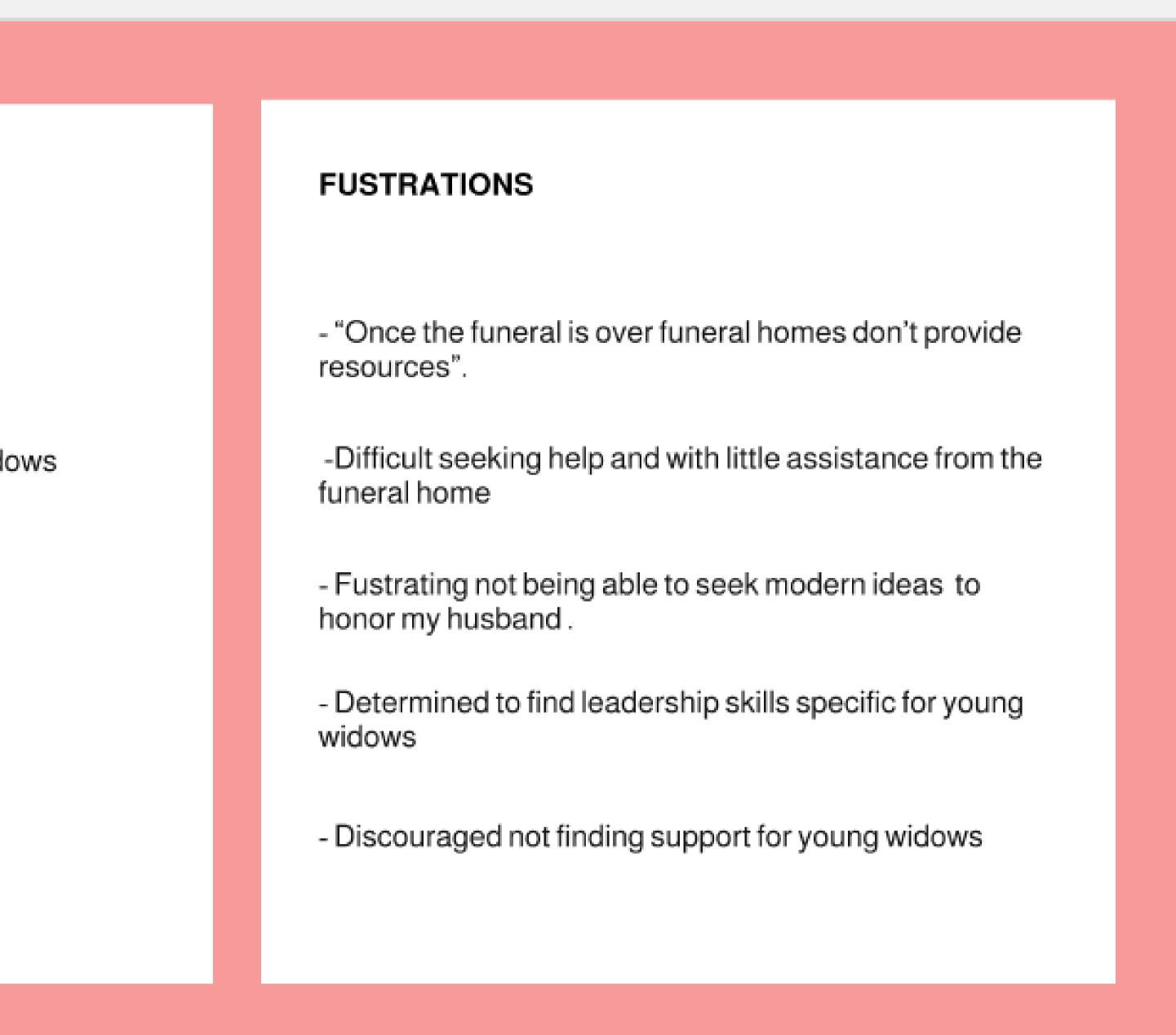
ACTIONS

OPPORTUNITIES AND INSIGHTS

GOALS

- Wants to locate free resources
- Wants more resources specific to young widows
- Wants tips to memorialize her husband
- Wants to have leadership skills
- Wants to become financially stable

U:	. SELECT, RESEARCH, & LOCATE sers will select need while having the ability to esearch other information on main page	2. TRAINING & REGISTRATIC This demonstrated how leadership trainin selected and can be registered for.
	 All users will have an option to login via email or guest login. Once decision has been made user will review page, research need and locate need (ie Leadership Training) Leadership Training will be located under the main tab "Leadership Academy" 	 Once course is selected all us be prompt to enter a password other courses will be locked un prerequitite has been met. Once course has been select password is obtained, users with no deadline and will be self-stut Certifications will be issued of completed is confirmed and with
		directed back to the home pag
	Like the layout and easy to navigate	Was kinda confusing to naviga to courses.
	The color can be cleaner and more accesible	Would like an easier navigatio flow to get to course.
	Demonstrates a clear mission	Like how courses need a password to enter.





PAIN POINTS

-Will the funeral home be sensitive to my new role as a single mother and sole provider?

 How much do I need for monthly expenses? My spouse was the patriarch of the family

 How do I acquire required paperwork and death certificate?

 How do I find support groups for long-term encouragement.

 How do I protect my children if something happens to me?

 Completeion of course will be confirmed and validated with a Final Course Evaluation homework

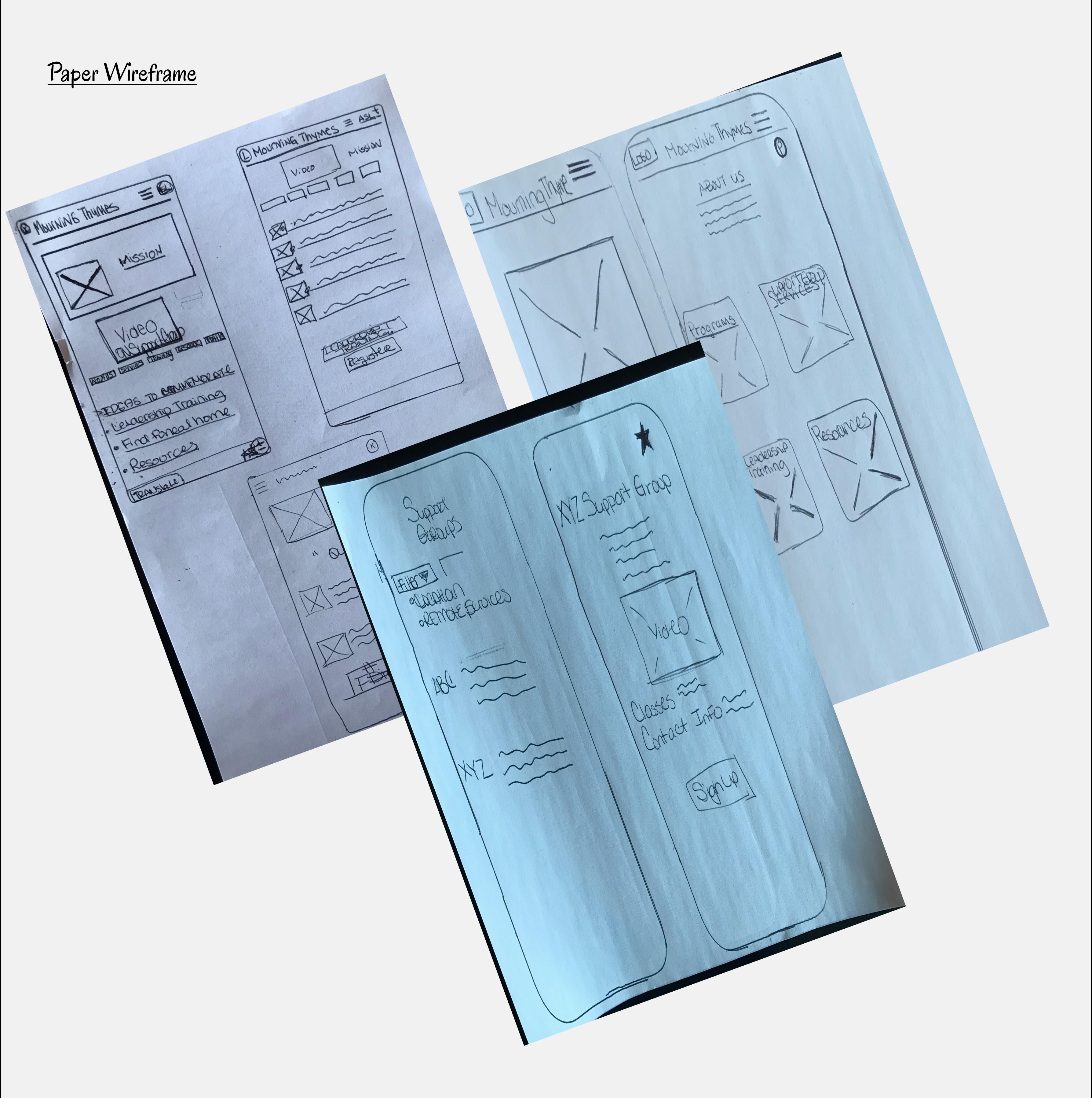
All users will have the ability to chat and email course instructor, post on a chat board, & receive notifications.

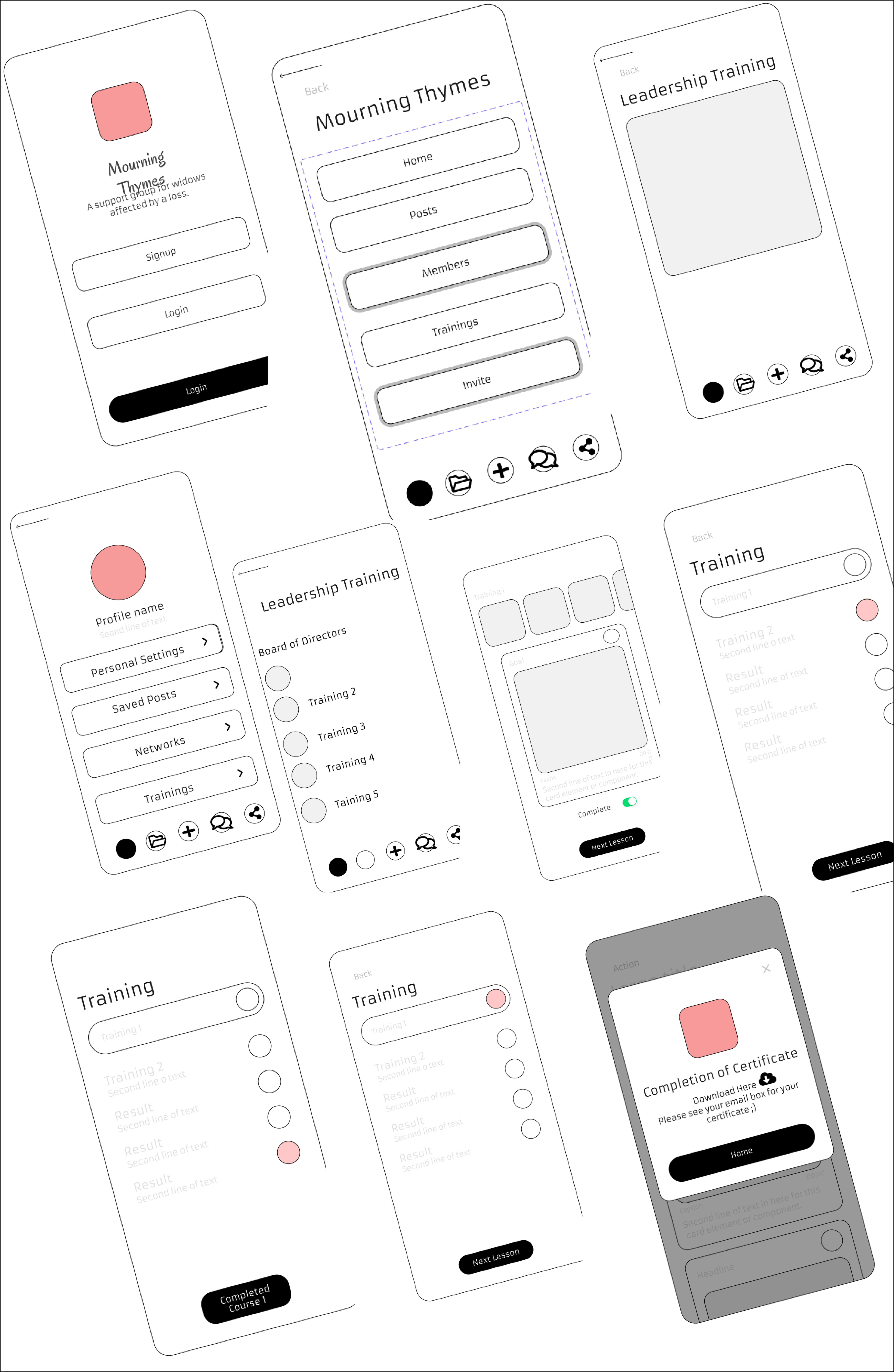
Profile will include settings, favorites, activity, and questions.

Enjoy the ability to network with

Enjoy the privacy aspect of the forum and ability to post.

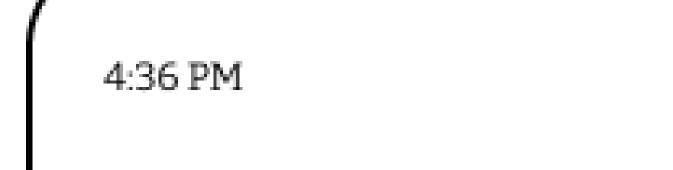
Like the idea of having a profile page and ability to save posts.







SUPPORT GROUP FOR WIDOWS

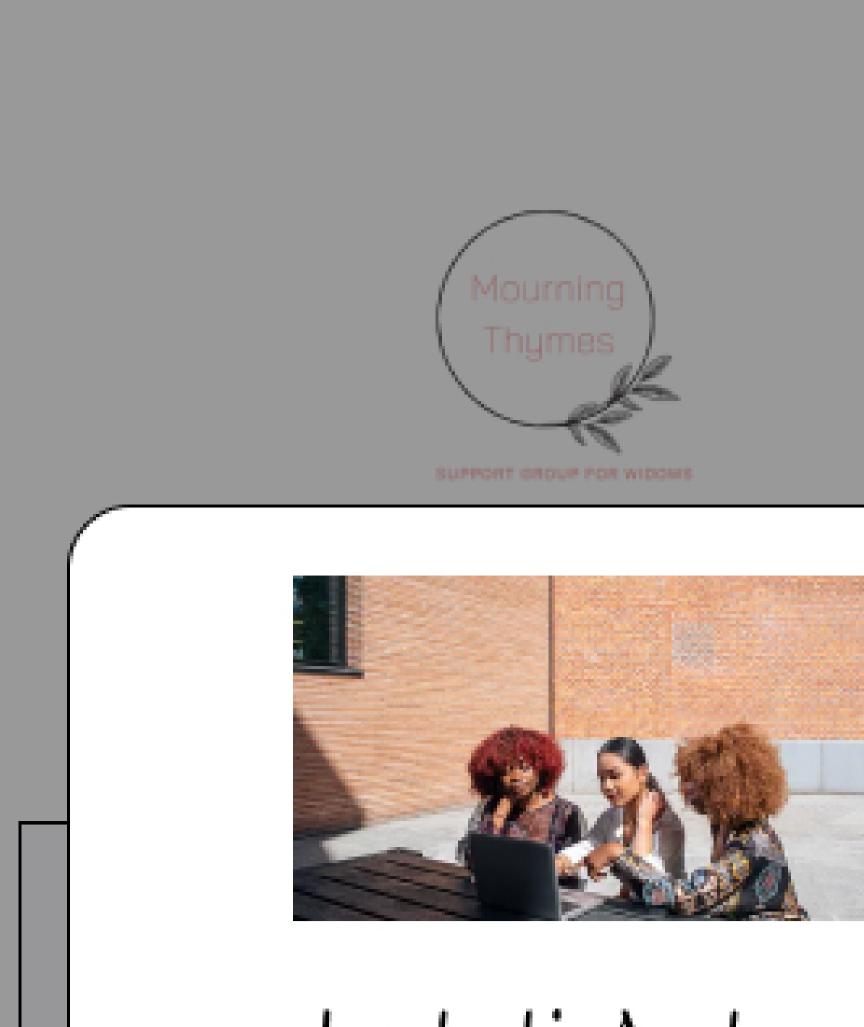




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Welcome to Leadership Academy

Our academy provides classes to enrich leadership training for widows seeking a new path. Our online methods help prepare for the next step in the healing process. Our courses are created for widows of all ages and academic levels.



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Leadership Academy

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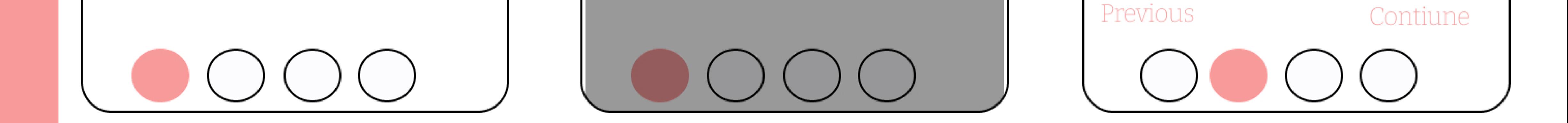
Our online methods help prepare for the next step in the healing process. Our courses are created for widows of all ages and academic levels. Browse our site to learn more, and get in touch if you have any questions. We Use No Paper and will email all information to attendees.

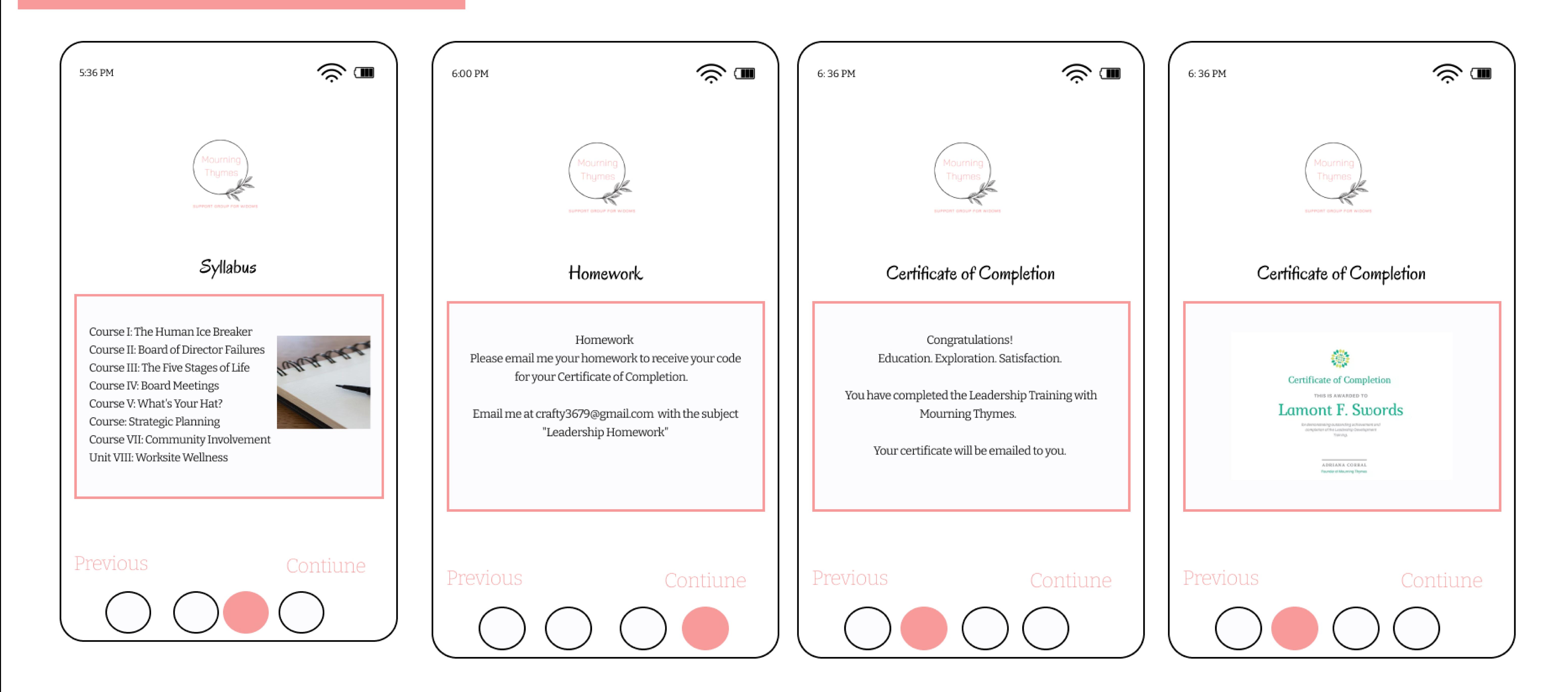


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Leadership Development

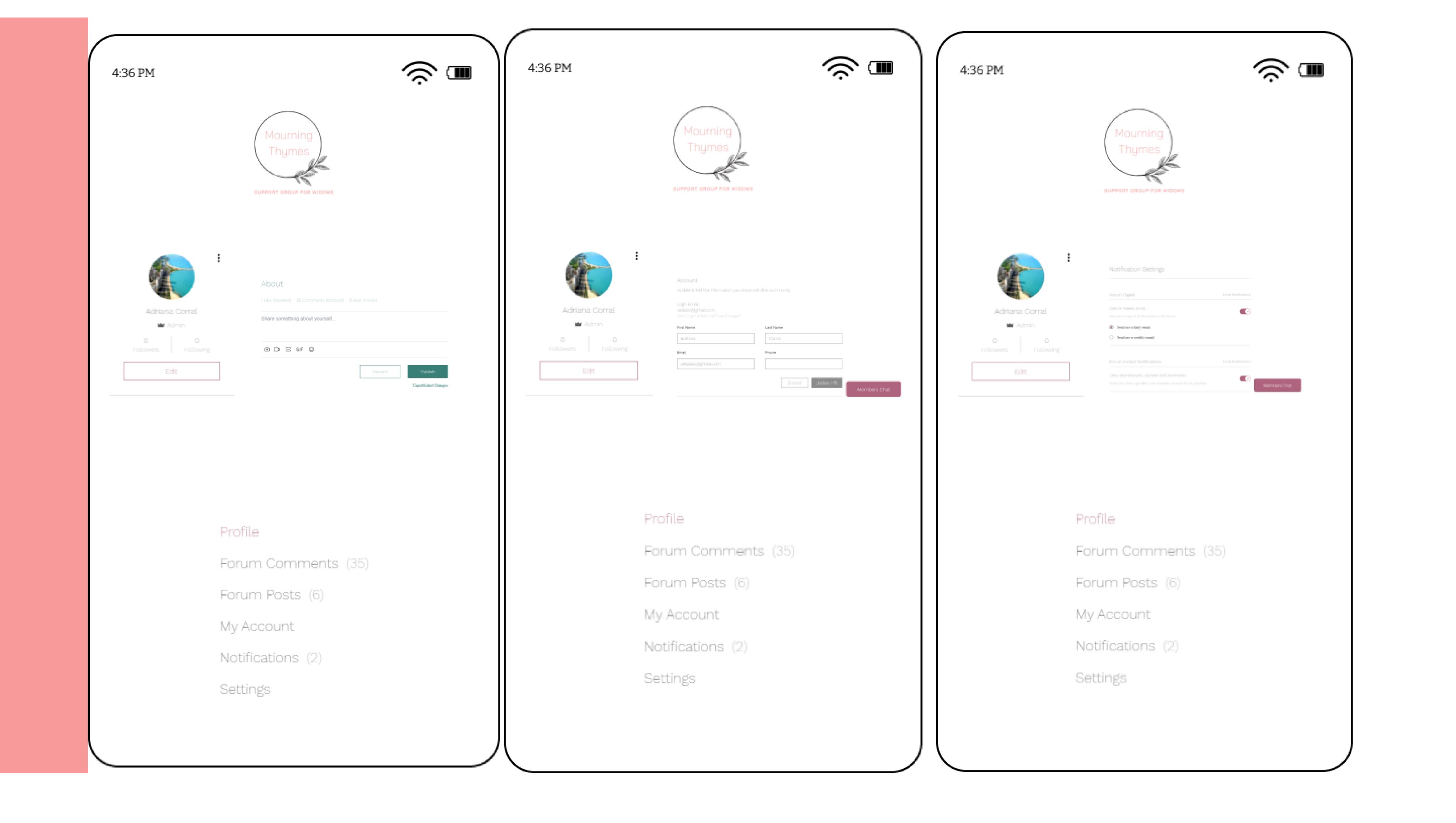
At Mourning Thymes we will act as our own board of directors creating a group of people who will jointly monitor other's grief and activities. Together we will create initiatives and make decisions for the good of our community. Use this forum to participate, learn, and grow. Our training is here to help empower you personally and professionally.





Member Profile

Creating a profile is fast and easy, requirung minimal information from the user and the ability to receive notifications. Setting up a profile is optional, so users can review posts and classes if they do not wish to provide their personal information.



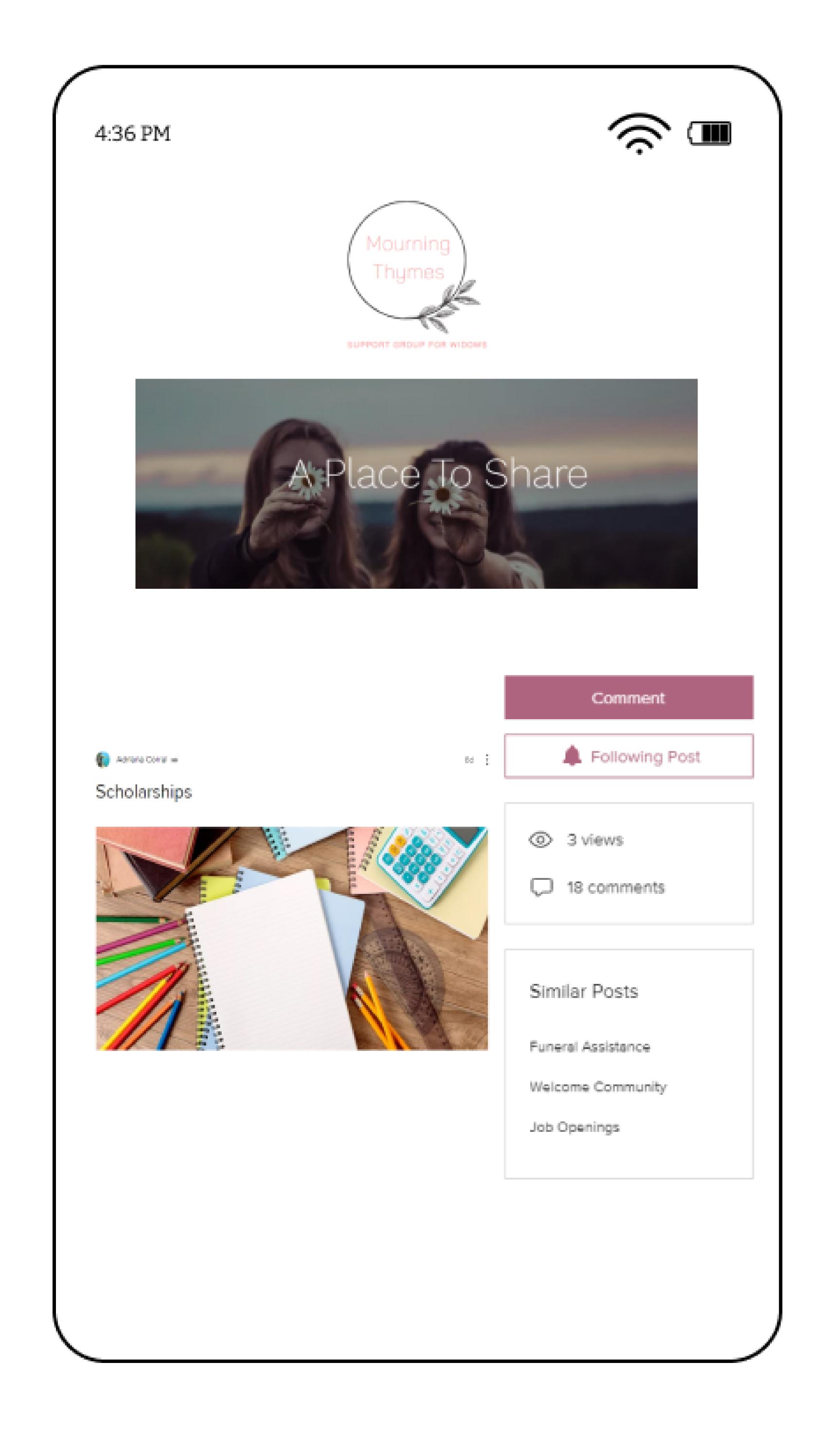


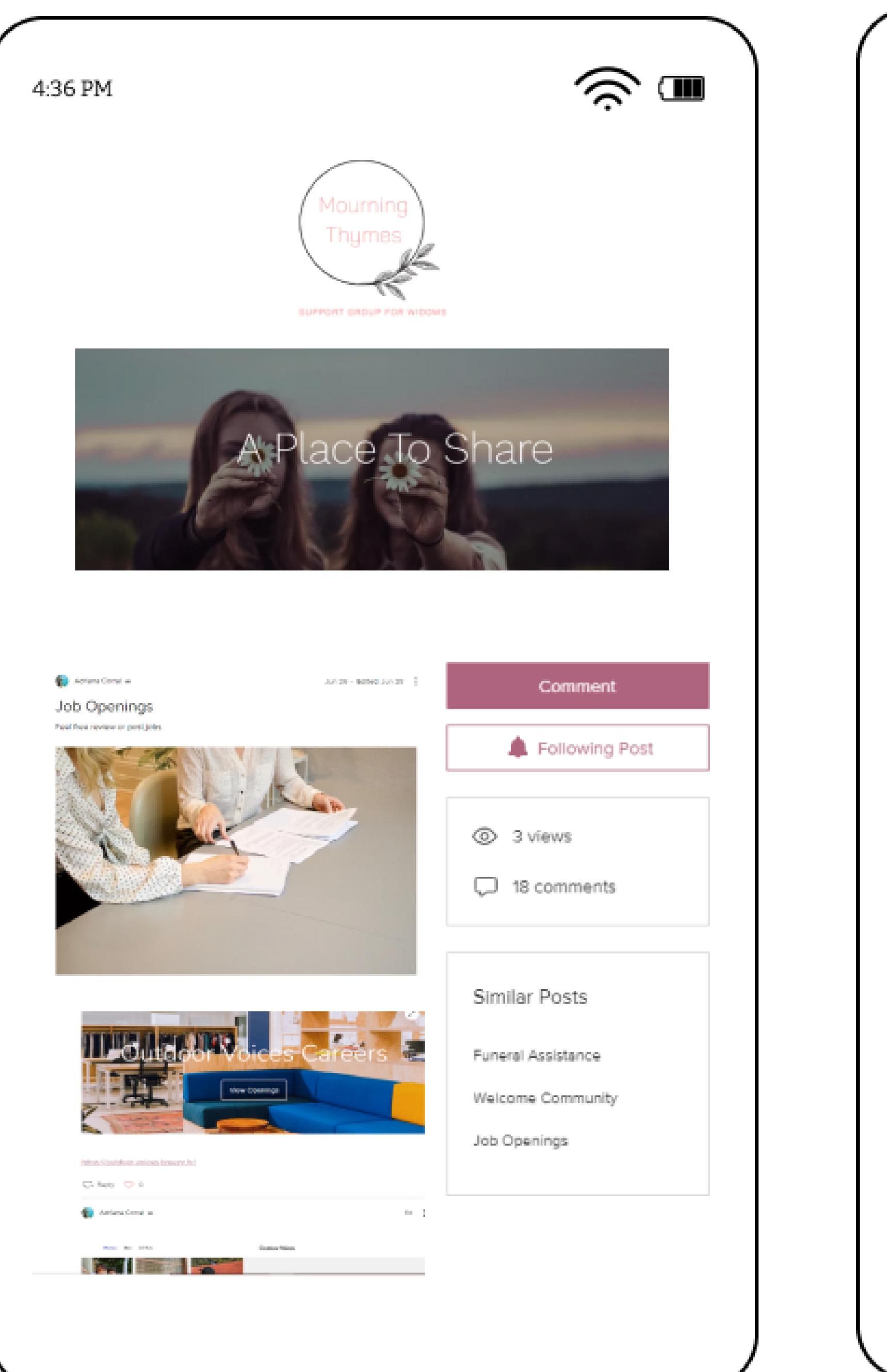
SUPPORT GROUP FOR WIDOWS

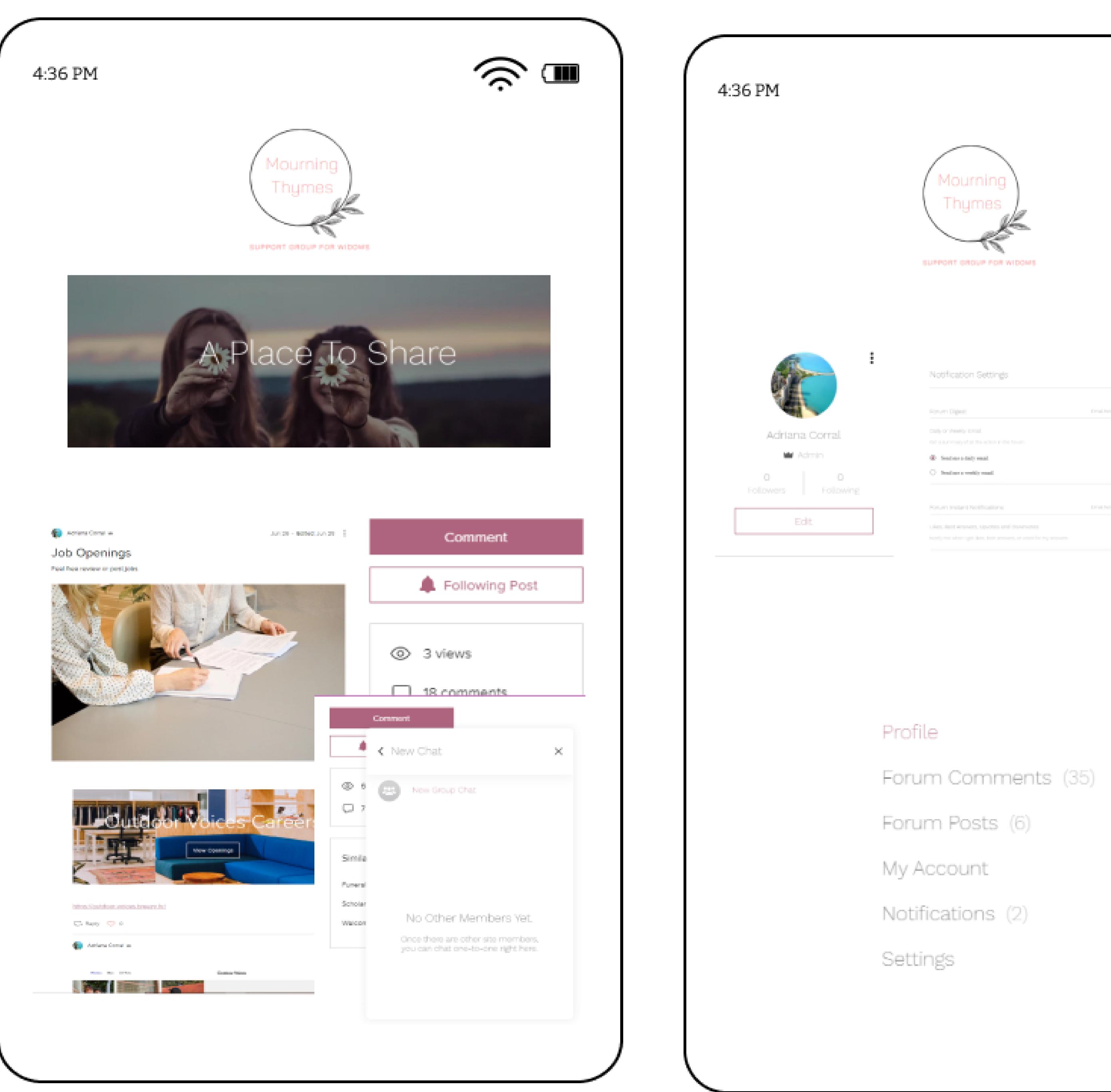
FORUM

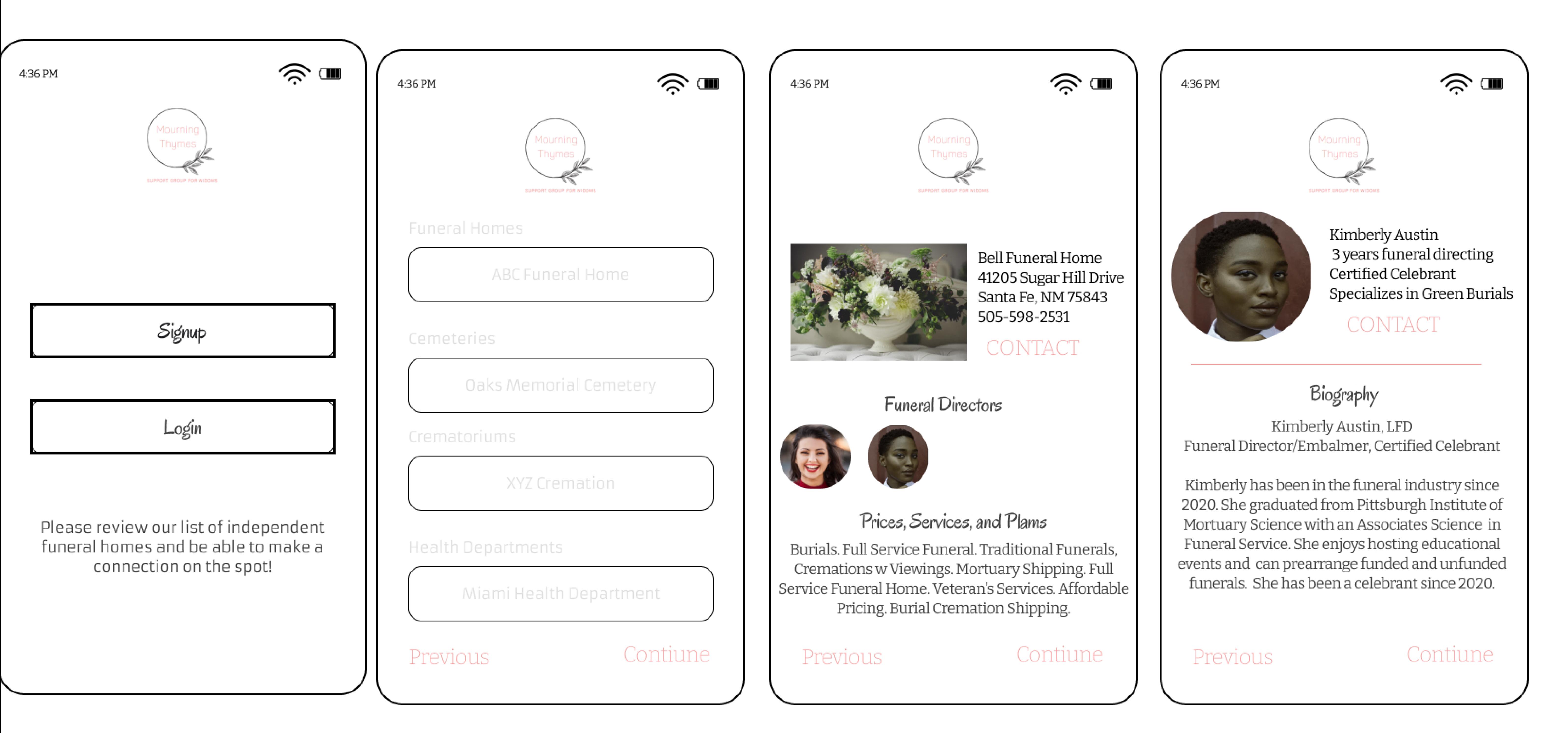
A similar layout is featured on the forum
screen, allowing users to select topic or search
by key words.

Adding topics and comments to the posts is
simple and intuitive. A list of topics display a
simple and user friendly navigation.



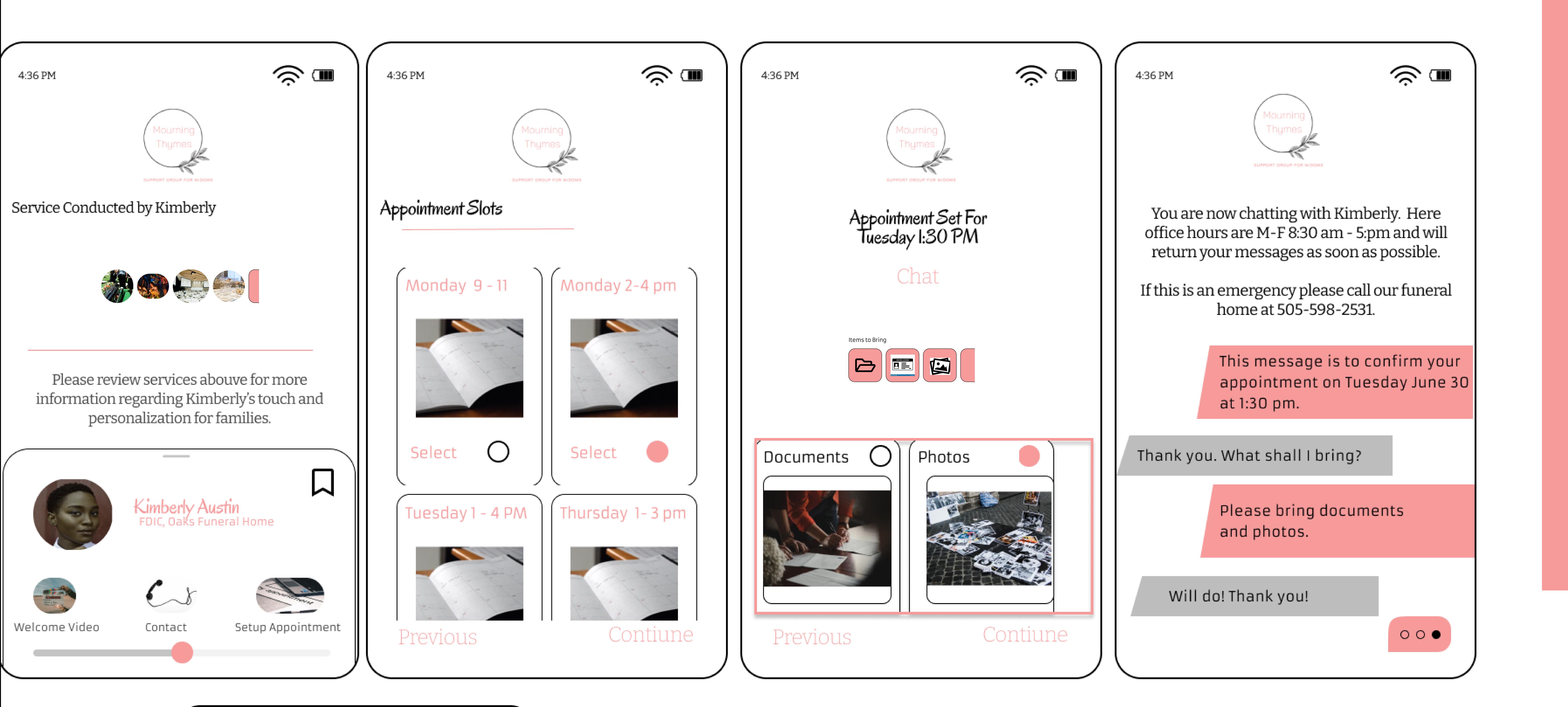




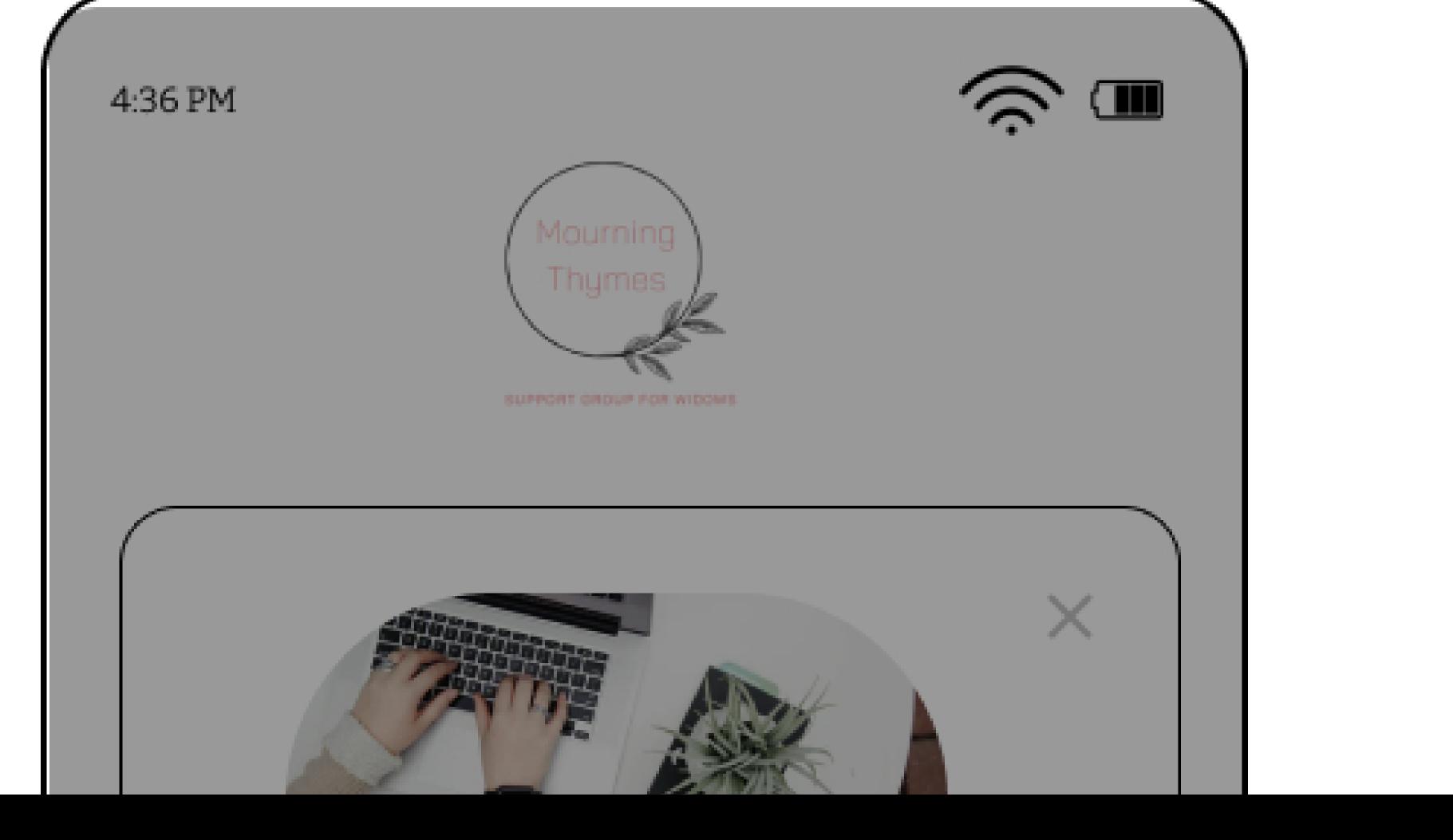


Funeral Director

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Users have the ability to view funeral homes and funeral directors. Providing and interactive way to communicate with the funeral director can help users quickly understand the role of a funeral director and seek the right fit for their wishes.

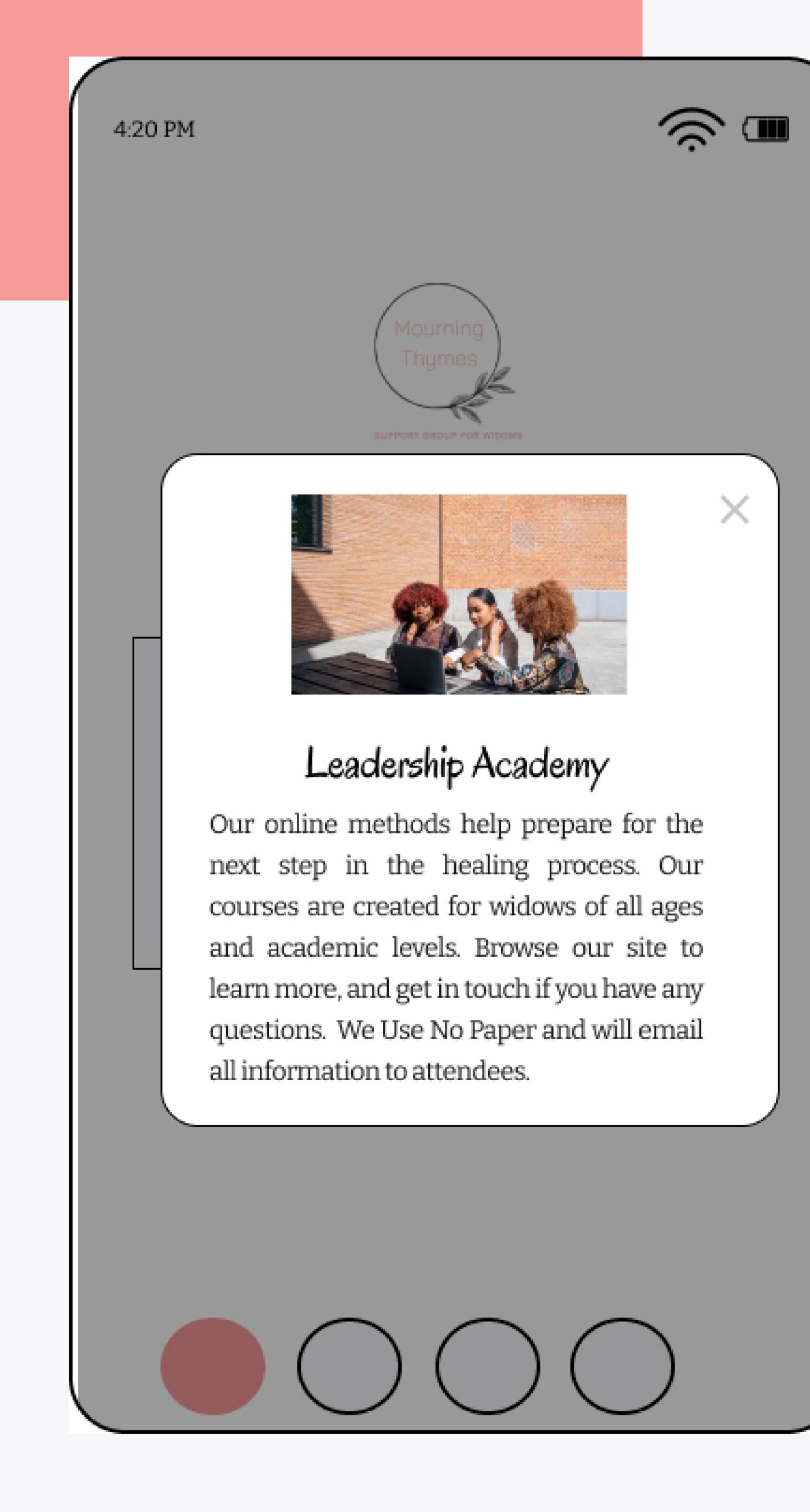




Home

After purchasing the course , users are taken to
a prompt requiring a password. Once the
password is entered, users are directly taken to
the home screen.

Course, member profile, and forum are displayed here in a neat and minimal grid layout to attract users who are looking for inspirations.



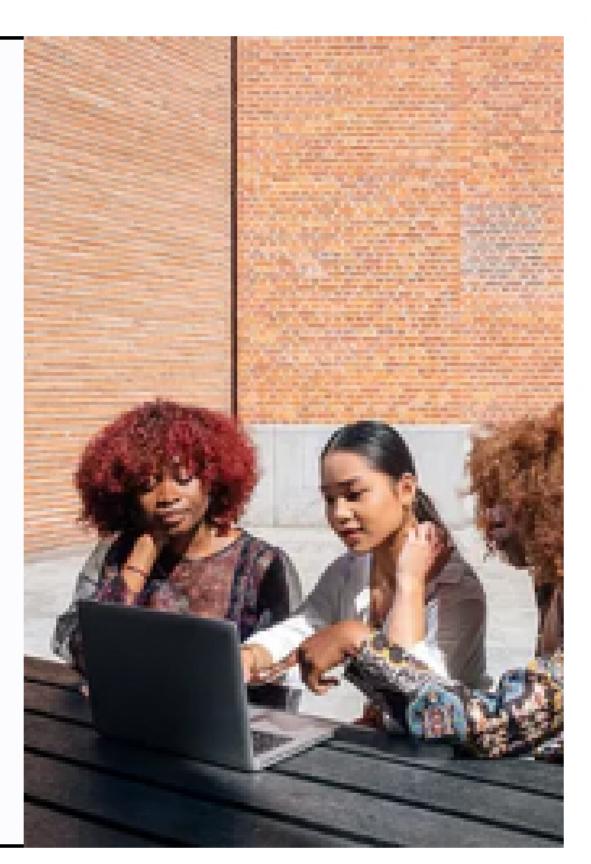
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Welcome to Leadership Academy

Our academy provides classes to enrich leadership training for widows seeking a new path. Our online methods help prepare for the next step in the healing process. Our courses are created for widows of all ages and academic levels.



Enter

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Funeral Homes ABC Funeral Home Cemeteries Oaks Memorial Cemetery Crematoriums	ABC Funeral Home Cemeteries Oaks Memorial Cemetery Crematoriums XYZ Cremation	ABC Funeral Home Cemeteries Oaks Memorial Cemetery Crematoriums	:36 PM	Mourning Thymes
Oaks Memorial Cemetery	Oaks Memorial Cemetery Crematoriums XYZ Cremation	Oaks Memorial Cemetery Crematoriums XYZ Cremation Health Departments		
	Crematoriums XYZ Cremation	Crematoriums XYZ Cremation Health Departments		emorial Cemetery
		Health Departments		emonarcemetery

Leadership Development Home Leadership Development Funeral Celebrant 101 Environmental Influencer Minimal Living More

ership Development

Leadership Development Funeral Celebrant 101 Environmental Influencer Minimal Living More

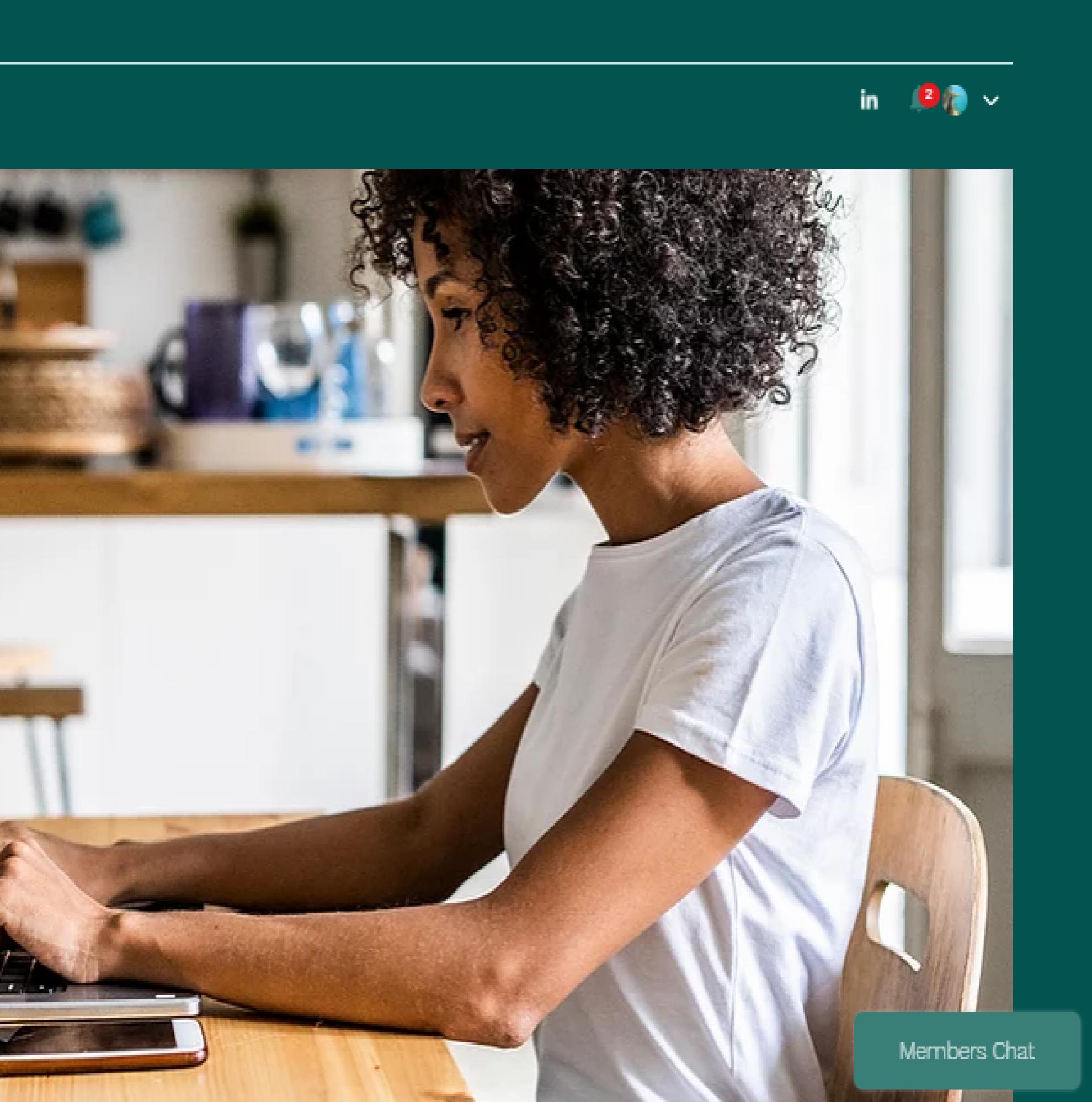
Welcome to Leadership Academy

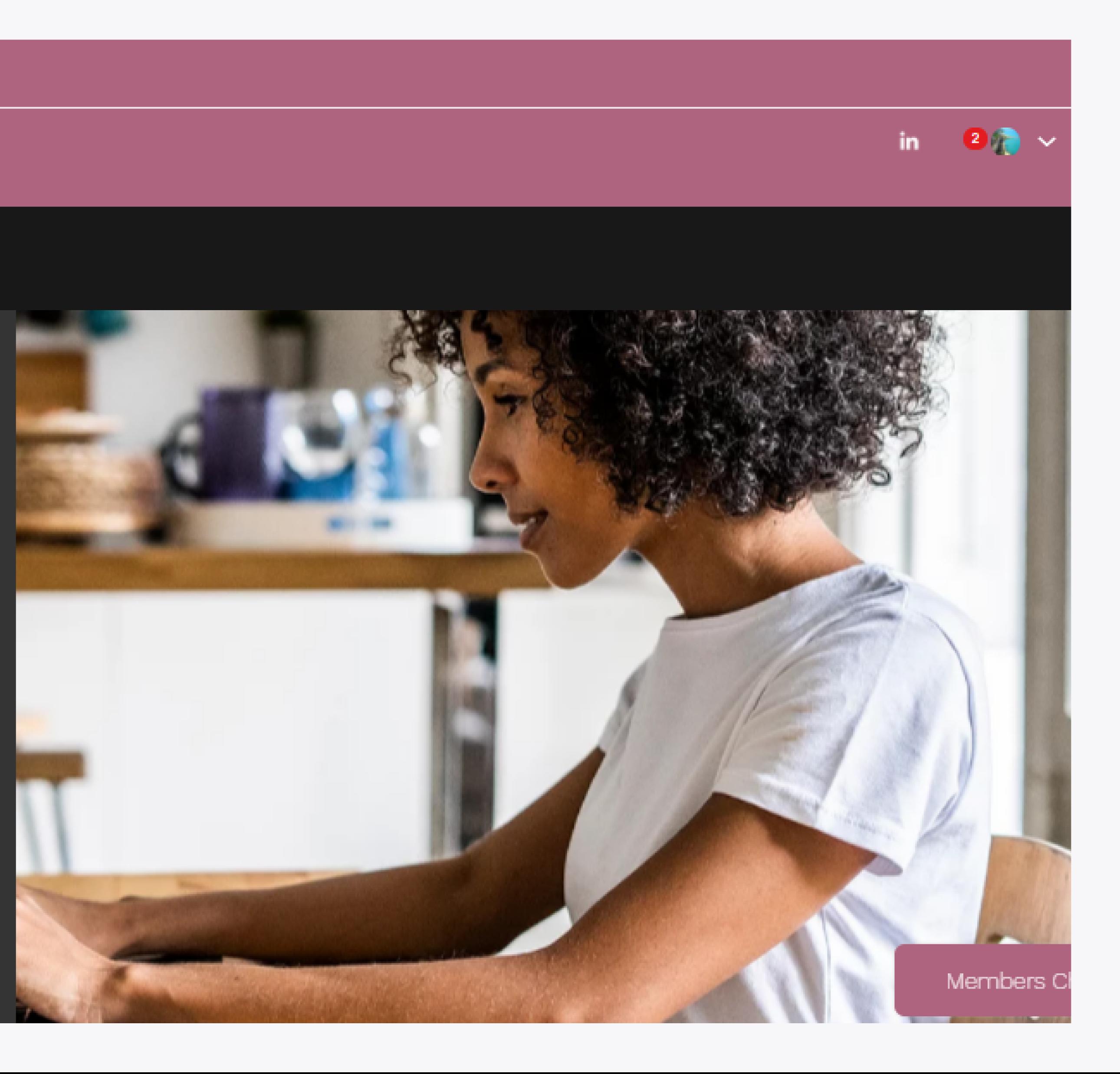
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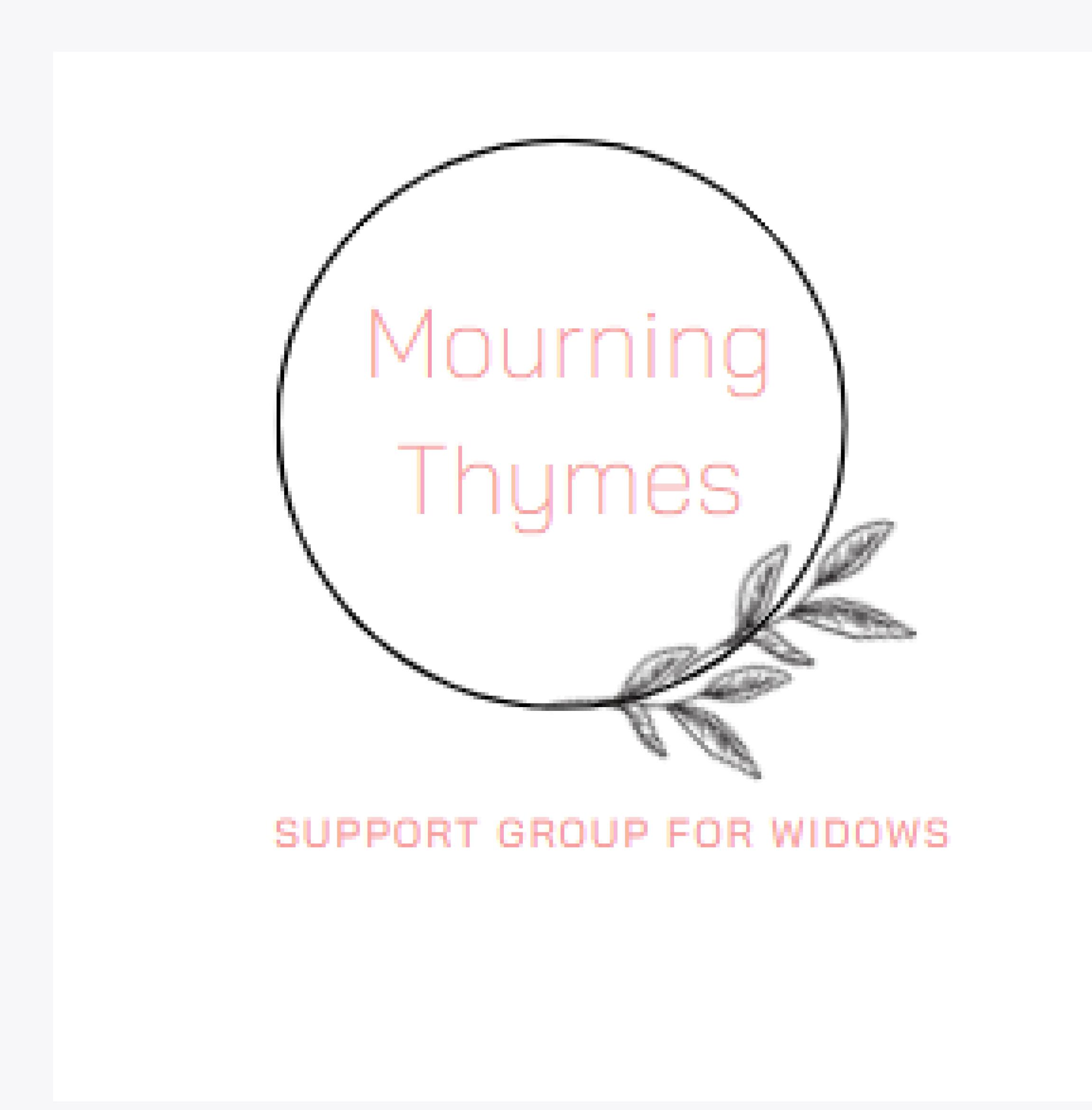
Welcome to Leadership Academy

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This project was a great opportunity for me to understand user experience and user interaction. I gained a lot of knowledge about the fie;d by creating a response web app from begining to end. It was a journey full of bummps, challenges, and a great time. I truly emjoyed learning more about myself and from other young widows. It's j ust the begining of my life and I still have a long ways to go.



Thank you!

Questions?

Images: Unsplash

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