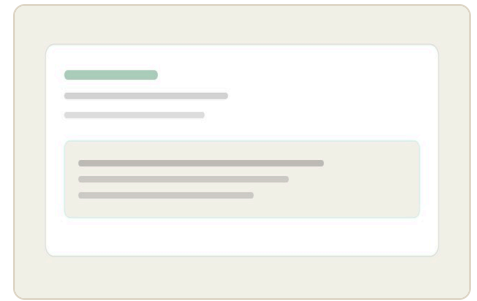
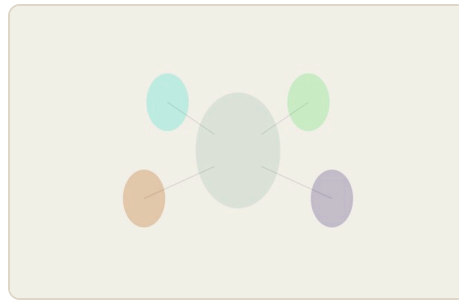
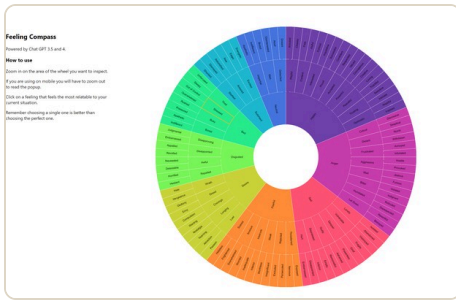


CASE STUDY · AI + WELLNESS

Feelings Compass

How Prototype helped move from ambiguous goals to shipped software.



Situation

Therapist collaboration and clinical research pointed to a need for structured emotional literacy — not generic mood labels or one-word check-ins.

Constraints

Over a year of research iteration; novel emotional modeling; AI explanations that stay contextual, trustworthy, and clinically informed.

What we did

Designed a JSON-based emotional framework paired with AI-generated contextual explanations; built public-facing product surfaces and product theses.

Deliverables

Emotional framework, AI-assisted explanations, public product, and theses around emotional health and civic innovation.

Highlights

- JSON-based emotional framework — structured differentiation
- AI-generated contextual explanations, not generic labels
- Built through therapist collaboration and research iteration
- Public product shipping in a sensitive category

Outcome: First-of-its-kind feelings compass product — structured emotional differentiation with AI-supported context.

Live product: <https://feelingscompass.com>

Talk about a similar build

<https://prototypevshop.ca/contact/?interest=build>

