



Thoughtful app

The app that makes it easier to think positively!

Swedish designer launches Thoughtful app

The power of thought is profound. But what kind of thoughts makes it easier to appreciate and enjoy what you have and what you experience? Anna Sköld is now launching her Thoughtful app, an inspiring and colorful tool that makes it easier for you to see the bright side of life.

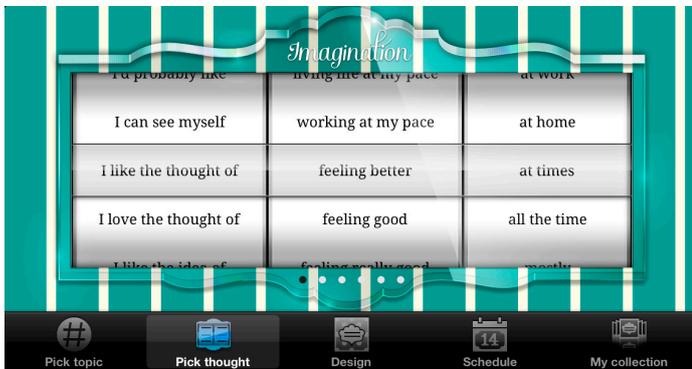
21 MARCH 2013. Thoughtful app is constructed around 18 pickers with fragments of thoughts that can be combined into complete thoughts or affirmations. The thought fragments are carefully selected to encourage and reinforce various types of positive thoughts.

“The thoughts we think often, affect our mood the most. Thoughtful app makes it easier to pick better-feeling thoughts and to repeat them,” explains Anna Sköld.

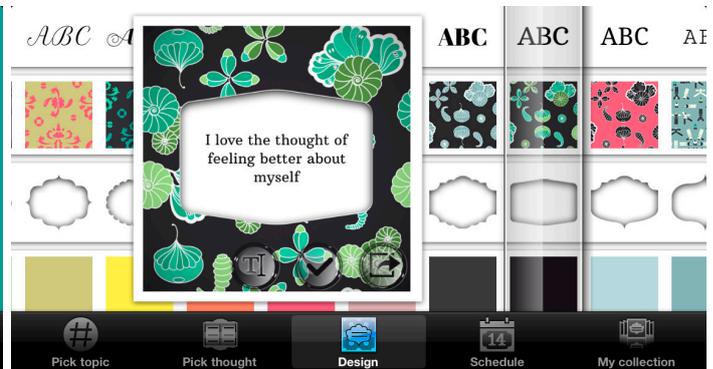
With the help of background patterns, typefaces, shapes and colors, the user can design their own affirmation card to print or to use as a lock screen on their phone. The app also schedules reminders so that the thoughts can be repeated on a regular basis. And it is possible to share thoughts via Twitter, Facebook and Instagram, directly through the app.

Anna Sköld has created the app’s user interface, thought fragments and visual design. Her partner Stefan Nilsson is responsible for developing the app. Together they run Sweden-based Lumumma Infodesign, and this is their first app collaboration.

“We want to encourage people to be picky about what they think, to consciously pick uplifting, soothing and powerful thoughts instead of just thinking on auto-pilot.”



A screenshot from Thoughtful app - 1 of 18 pickers



A screenshot from Thoughtful app - Design mode

The app has a broad target group. Many people would like it to be easier to appreciate and enjoy what they have and do. But sometimes a little extra help is required.

“Thoughtful app is aimed at anyone who wants to experience more well-being, wealth and love in life,” says Anna.

Thoughtful app is available for iPhone and was launched globally on the App Store on 15 March. The app is in English and costs USD 1.99 in the US and is priced accordingly in other regions.

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If you want to know more about Thoughtful app or to book an interview, please contact:

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