

JK LAKSHMIPAT UNIVERSITY
Institute of Design
NAAC 'A' Grade Accredited

Creating an Inclusive Learning Environment: Designing an Accessible Educational Facility for Diverse Students

VOL. 1 of 2

Student : **Nishtha Amaliya**

Sponsor : **Self - Sponsored**

Mentor : **Pritam Singh**

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THE GRADUATION PROJECT 2025

The Evaluation Jury has recommended **Student Full Name**

for graduation from **Institute of Design, JK LAKSHMIPAT UNIVERSITY**

with specialization in **Specialisation name**

Herewith, for the project titled "**Full Title with Subtitle"**

on fulfillment of requirements by

Jury Chairman

Jury Member

Subsequent remarks regarding fulfillment of requirements

Dean, Institute of Design
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(a)

Synopsis

This project centers around the creation of a thoughtfully designed guidebook for user-generated content (UGC) creators, particularly beginners and emerging voices in the digital space. Rooted in empathy and user-centered design, the guide addresses the emotional and psychological challenges faced by creators—such as self-doubt, burnout, comparison, and lack of creative direction.

Through primary and secondary research, personal interviews, and emotional mapping, the project identifies common struggles and unmet needs in the creator ecosystem. Using the Inner Change Cycle as a framework—Resistance → Awareness → Shift → Action—the book offers reflective exercises, small actionable prompts, and comforting visuals to support mental wellness and sustainable creative growth.

The outcome is a visually engaging, emotionally supportive, and practically useful tool intended to help UGC creators take ownership of their creative journeys with clarity, confidence, and compassion.

The Creator Compass

A Love Letter to You, Creator

You don't have to be amazing to start, but you have to start to be amazing.
—Zig Ziglar

4

What is the Creator Fog?

It starts quietly. You open your phone, scroll through endless posts, and somewhere between a viral video and a perfect carousel...you start shrinking inside.

"Am I even good enough?" "Where do I even start?" "Everyone else is so much better, faster, smarter."

This heavy, invisible fog — that's what most creators feel at the beginning. And even after years in the game, it still creeps in sometimes. You're not broken. You're not behind. You are simply... in the Fog.

Why the Fog Happens?

1. Too many choices
   "Should I make a reel? A blog? An ad? Should I even try today?"
2. Comparison overload
   "Seeing polished final products without ever seeing the messy beginnings"
3. No clear North Star
   "Posting for likes instead of purpose"
4. Fear of judgment
   "Even from people who aren't even paying attention"

1

THE CREATOR COMPASS

From Chaos to Clarity

From Stuck to Showing Up

Ownership

Anchor Your M

Whenever

What is UGC (User-Generated Content)?

User-Generated Content (UGC) refers to any form of content—such as videos, photos, reviews, or posts—created and shared by individuals rather than brands or professional creators. In the digital landscape, UGC has become a powerful marketing tool where everyday users, especially micro-creators, contribute authentic content that resonates with real audiences. UGC is widely used by brands to build trust, engage communities, and promote products through relatable voices. However, behind the simplicity of "just post something," many beginner UGC creators face hidden emotional and mental challenges—comparison, self-doubt, burnout, and the pressure to be perfect.

This project explores the inner experience of UGC creators and offers a guidebook designed to support their mental well-being, creative confidence, and authentic expression.

Objective

The objective of this project is to conceptualize, design, and develop a comprehensive guidebook aimed at supporting user-generated content (UGC) creators in managing the psychological and emotional challenges encountered during the initial and ongoing stages of their creative journey. The project seeks to address issues such as self-doubt, creative burnout, and lack of direction by providing reflective tools, structured frameworks, and actionable strategies. Through a user-centered approach, the guidebook aims to foster emotional resilience, encourage consistent creative practice, and promote sustainable growth within the UGC ecosystem.

Design Brief

The primary users of this project are beginner and early-stage UGC (User-Generated Content) creators who are navigating the mental and emotional challenges of content creation. These creators often face self-doubt, perfectionism, comparison, and lack of direction, which can lead to creative burnout or inconsistency. This guidebook is designed to support them by offering simple, reflective tools, emotional check-ins, and mindset-shifting strategies—helping them build confidence, find their voice, and take small, sustainable steps in their creative journey.

Secondary Research Insights

Qualitative

1. Dominant Content Categories
Fashion, gaming, and arts & entertainment are the top-performing categories within the UGC ecosystem. These areas attract both creators and brands due to their visual appeal and strong emotional engagement with audiences.

2. Types of Creators
UGC creators can be broadly classified into nano, micro, macro, and mega influencers. Nano and micro-influencers often enjoy higher engagement through niche content, while macro and mega influencers act as long-term brand partners due to their large reach.

3. Platform Behavior and Regional Shift
Instagram and YouTube remain the primary platforms for creators, but regional apps like Moj, MX TakaTak, and ShareChat have seen growth since the TikTok ban in India. Each platform serves different content behaviors—from Reels' discoverability to YouTube Shorts' ecosystem integration.

4. Content Creation Practices
Modern creators are leaning into authenticity, storytelling, and community engagement. Many also adopt AI tools like Jasper.ai for writing, Pictory.ai for editing, and DALL·E 2 for visuals—balancing creativity with efficiency.

5. AI's Role in UGC
AI increases productivity but introduces ethical and cultural concerns. Issues like bias, data privacy, and diluted authenticity pose new challenges for UGC quality and creator credibility.

6. Key Success and Engagement Drivers
Consistency in posting, trend participation, interactivity (live sessions, AR filters), and strong CTAs fuel creator success. User engagement is sustained via search, hashtags, gamification (badges, leaderboards), and personalized content delivery.

Quantitative

1. **Influencer Growth**
   - In 2020, India had fewer than 1 million influencers.
   - By 2024, this number grew to over 4 million influencers.
   - This indicates a 4x growth in just four years.

2. **Industry Value Projection**
   - The Indian influencer marketing industry is projected to reach ₹3,375 crore by 2026.
   - This reflects the increasing brand investments in UGC-based campaigns.

3. **Advertising revenue**
   - Still a primary source, especially for larger creators. YouTube paid Rs 21,000 crore to Indian creators (2022-2024).

4. **Brand partnerships**
   - Market Size: Rs 125 billion in 2024, projected to reach Rs 3,375 crore by 2026 (EY).

5. **Merchandise sales**
   - UGC significantly impacts consumer buying decisions (79% influence).

6. **Digital products & consulting services**
   - Digital content creation market in India projected to reach $4,403.5 million by 2030 (16.6% CAGR).

Demographic to Target:

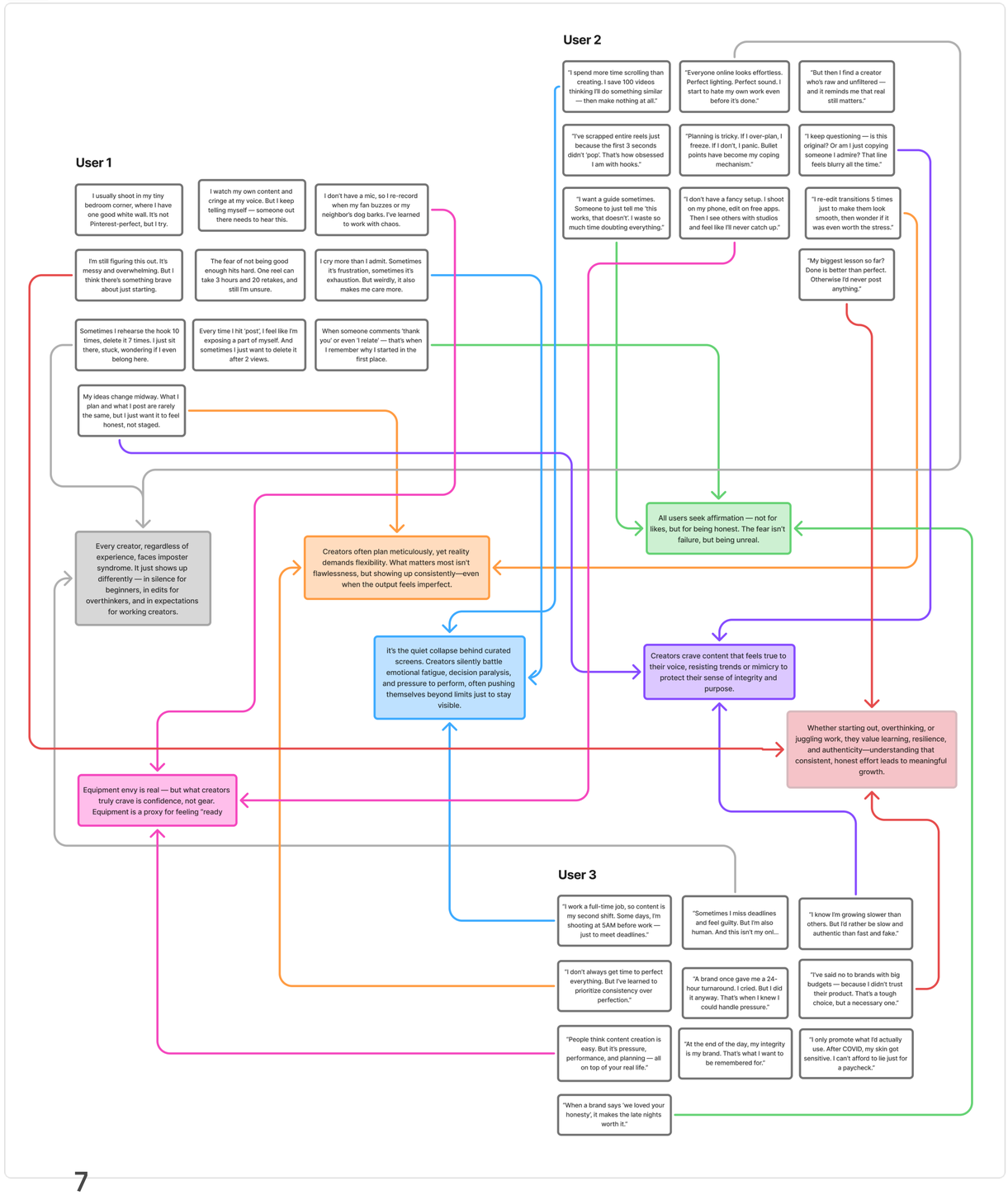
- **Age Group:** 18–30 years
- **Occupation:** Aspiring UGC creators, freelance content creators, students exploring UGC
- **Experience Level:** Beginner to Intermediate (0–12 months of UGC work)
- **Platform Usage:** Active on Instagram, TikTok, or freelance platforms (Fiverr, Upwork)Device
- **Ownership:** Owns a smartphone; optional basic equipment (tripod, mic)
- **Intent:** Wants to earn income through UGC (full-time, part-time, side hustle)

Qusetions

1. Can you walk me through how you made your last UGC video—from idea to posting?”
2. What part of the process usually takes you the longest or makes...
3. Where do you usually go for inspiration, and how do you decide what to actually use?
4. Has there been a time you felt stuck while creating? What did you do next?
5. How do you choose which product or brand to make a video for?
6. When you look at other creators, what makes you feel inspired vs discouraged?
7. Do you plan your content or just go with the flow? Why?
8. What’s one thing people don’t see behind your videos?
9. If you could make your UGC process easier, what’s one thing you wish you had?
10. Do you ever feel like the video in your head and the final result are different?

Primary Research Insights

Creators shared that their biggest struggles weren't technical, but emotional—like self-doubt, burnout, and fear of not being good enough. Many felt stuck or lost motivation early on, highlighting the need for mindset tools and emotional support alongside creative guidance.



Primary Research Insights

User Journey

Beginner UGC Creator

Stage	Task	User Statement	Feeling	Pain Points
Ideation	Browsing Pinterest, Instagram, saving ideas	“I save 100 videos and then feel paralyzed.”	Overwhelmed	Content overload, confusion between inspiration vs mimicry
Planning	Outlining script, making bullet points	“If I over-plan, I freeze. If I don’t, I panic.”	Anxious	Lack of structure, fear of underperforming
Setup	Preparing space, adjusting lighting	“I shoot in my tiny bedroom with one white wall.”	Insecure	Lack of ideal setup, no ring light, limited equipment
Shooting	Recording multiple takes	“I rehearse the hook 10 times, delete it 7 times.”	Frustrated	No mic, background noise, frequent retakes
Editing	Re-editing transitions, watching other reels	“I re-edit 4-5 times, then hate my own.”	Self-critical	Comparison, lack of editing confidence
Posting	Choosing caption, hitting publish	“What I plan and what I post are often different.”	Relieved	Fear of judgment, fear it’s not good enough
Feedback	Monitoring reactions, engagement	“I just want it to feel real.”	Hopeful	Insecurity about reach and impact
Brand Collab	Accepting products, meeting deadline	“The brand wanted it in 24 hours—I cried.”	Pressured	Time crunch, managing job and content
Burnout loop	Questioning self-worth, taking breaks	“Sometimes I cry. Then open it again.”	Drained	Self-doubt, mental exhaustion
Small wins	Brand appreciation, positive feedback	“That moment made me feel like I can do this.”	Motivated	Still lacks external validation and guidance

User Journey

Experienced UGC Creator

Stage	Task	User Statement	Feeling	Pain Points
Content Strategy	Outlining calendar, brainstorming ideas	“Now I plan, but not too much.”	Focused	Risk of over-structuring stifling creativity
Setup & Equipment	Organizing camera, mic, light	“I still shoot on my phone, no ring light.”	Accepting, yet limited	Resource constraints despite experience
Creative Direction	Filming with vision, authenticity	“Perfection is the enemy of posting.”	Grounded	Fear of overthinking and over-polishing
Voice & Values	Saying no to unaligned brands	“I only say yes to products I would actually use.”	Empowered	Slower growth due to values-based choices
Refinement	Tuning visuals and audio	“I wish I had someone to guide me.”	Capable but lonely	Lack of mentorship, self-doubt in final output
Execution	Filming in one take, managing work-life	“Shot it at 4AM... It wasn’t perfect, but I did it.”	Proud	Time pressure, balancing other responsibilities
Reputation	Brand trust, repeat collabs	“The brand said they loved it.”	Validated	Higher expectations bring more pressure
Comparing Peers	Observing peers' setups and success	“It hurts. But then I see someone like me.”	Mixed — hurt and hopeful	Creators’ comparison trap
Confidence Dips	Viewing raw vs. edited self	“In my head I’m glowing... but then I cringe.”	Resilient	Struggle with self-image vs. public image
Legacy Mindset	Posting for purpose, not virality	“I know somewhere, it might help someone like me.”	Fulfilled	Constantly chasing meaning, not just numbers

Insights

Insight 1

Many creators, especially beginners, delay posting because they want everything to be perfect. But trying to get every detail right often leads to overthinking, anxiety, and even giving up. In the end, it's better to post something imperfect than to post nothing at all.

Insight 2

Creators often compare their work with others who seem more polished or successful. This leads to self-doubt and discouragement. But when they see others who are also real and raw, it helps them feel less alone and more motivated to keep going.

Insight 3

Many creators don't have fancy equipment like ring lights or mics. But they still manage to create meaningful content. This shows that passion and honesty matter more than perfect setups.

Insight 4

The journey of content creation is an emotional rollercoaster. From self-doubt to pride, crying to celebrating, creators go through a lot behind the scenes. These feelings are normal and part of growing.

Insight 5

What many creators really need is not just more views or followers, but guidance and support. Having someone to show them the way or just understand their struggles could make a big difference in their journey.

How Might We's?

How might we make the content creation process feel less intimidating for beginner creators in order to encourage more consistent posting?

How might we create tools or templates for creators in order to reduce overthinking and decision paralysis?

How might we shift the mindset from “perfect” to “authentic” for digital creators in order to build confidence and momentum?

How might we help creators celebrate their own progress for those struggling with self-doubt in order to boost self-worth and motivation?

How might we curate examples of authentic and imperfect content for creators in order to reduce harmful comparison with overly polished influencers?

How might we foster a supportive community for digital creators in order to normalize different journeys and build mutual encouragement?

How might we highlight low-budget success stories for resource-limited creators in order to inspire and show that tools aren't everything?

How might we provide easy DIY setups or hacks for creators without fancy gear in order to help them create better content affordably?

How might we connect creators with shared resources for under-equipped creators in order to level the playing field?

How might we normalize emotional ups and downs for content creators in order to make them feel less alone and more resilient?

How might we design emotional check-ins or journaling tools for digital creators in order to support mental well-being during the content journey?

How might we build platforms that celebrate effort, not just results for creators in order to acknowledge the hard work behind the scenes?

How might we offer mentorship and guidance for early-stage creators in order to help them learn and grow with more confidence?

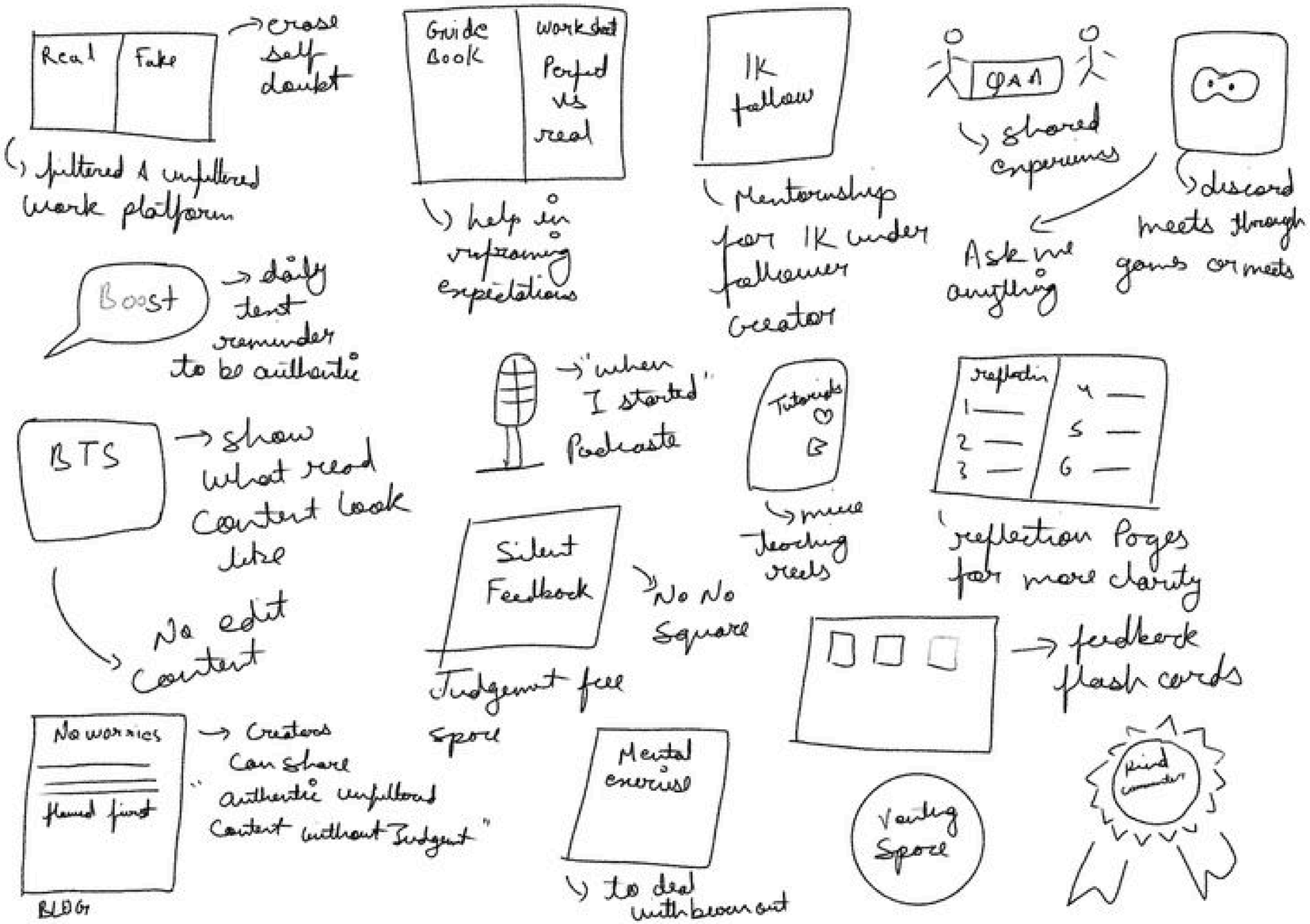
How might we create feedback spaces for independent creators in order to replace silent scrolling with helpful encouragement?

How might we build peer-support systems for creators in order to foster sharing, collaboration, and emotional backup?

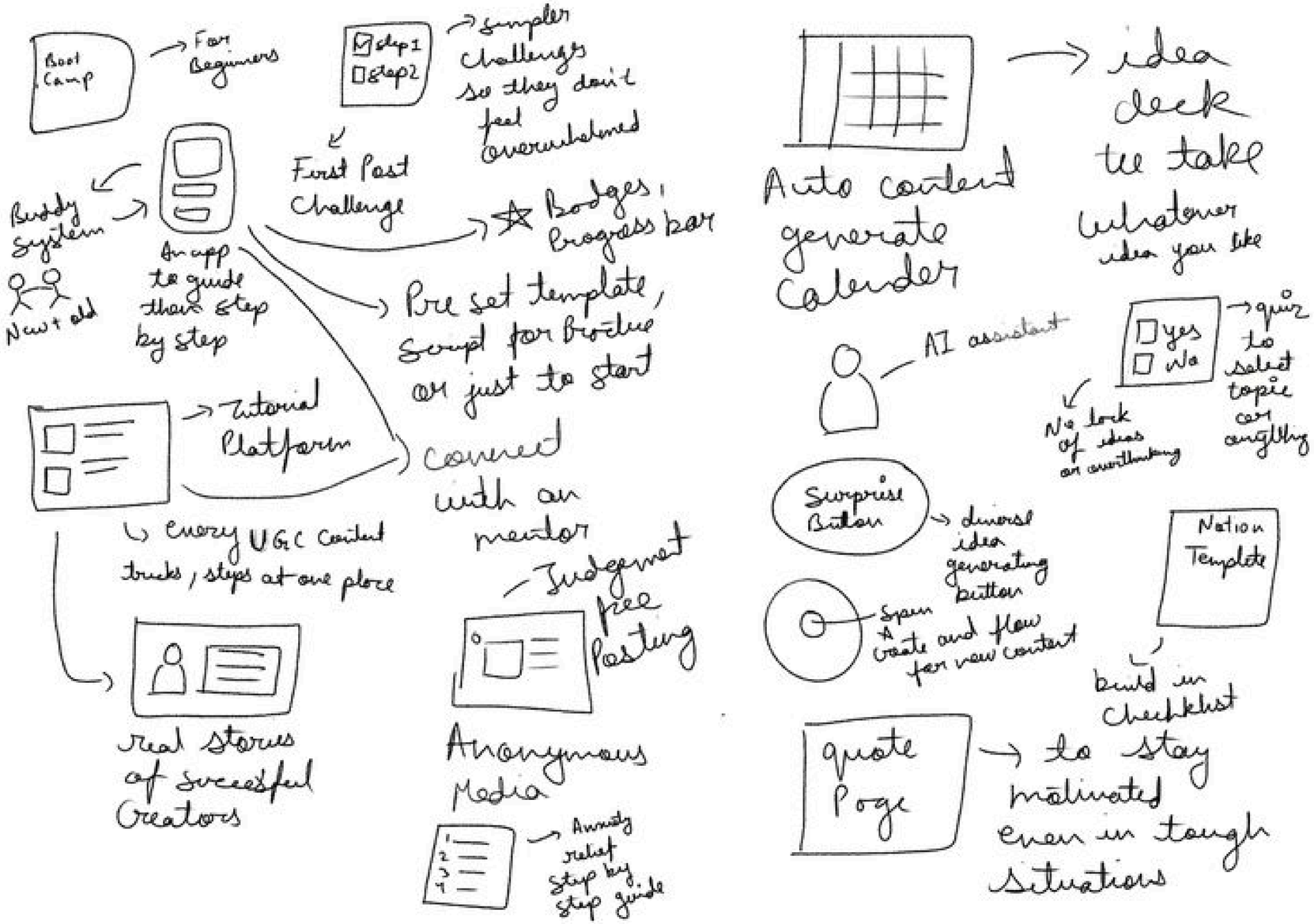
Initial Mind Mapping



Ideation


Real
Fake
→ erase self doubt
↳ filtered & unfiltered work platform
Guide Book
Workbook
Perfect vs real
↳ help in unlearning expectations
1K fellow
↳ Mentorship for 1K under follower creator
Q & A
↳ shared experiences
Ask me anything
↳ discord meets through gcms or meets
Boost
→ daily text reminder to be authentic
→ "when I started" Podcasts
Tutorials
↳ more teaching reels
reflection
1
2
3
4
5
6
"reflection Pages for more clarity
BTS
→ show what real content look like
No edit content
Silent Feedback
↳ No No Square
Judgement free space
No worries
Planned first
BLOG
→ Creators Can share authentic unfiltered content without Judgment"
Mental exercise
↳ to deal with burnout
Venting Space
→ feedback flash cards
Mind reminder

Ideation


Boot Camp
For Beginners
step1
step2
simpler challenges so they don't feel overwhelmed
First Post Challenge
Buddy System
New + old
An app to guide them step by step
Badges, Progress bar
Pre set template, Script for Brodcue or just to start
Tutorial Platform
connect with an mentor
Every UGC content tricks, steps at one place
Judgement free Posting
real stories of successful Creators
Anonymous Media
Handy robot step by step guide
Auto content generate Calender
idea deck to take whatever idea you like
AI assistant
yes
no
quiz to select topic on anything
No lack of ideas or overthinking
Surprise Button
diverse idea generating button
Spam A create and flow for new content
Notion Template
build in checklist
quote Page
to stay motivated even in tough situations

Categorization

Emotional Support & Mental Well-being

- “First Post Anxiety” section
- Affirmation checklist
- “Permission slip” template
- BTS vulnerable stories
- Reflection ritual
- Gratitude templates

Tools, Prompts & Templates

- Pick 1 of 3 decision tools
- Prompt roulette
- Notion templates
- Drag-and-drop storyboard
- Visual maps

Community, Mentorship & Peer Support

- Creator buddy system
- Mentor advice quotes
- Feedback journaling pages
- Peer support pods
- “Ask Me Anything” events

Mindset Shifts

- “Perfect vs Authentic” worksheet
- “Post it anyway” challenge
- Viral flawed post stories
- “One Take Only” content
- Authenticity boosts

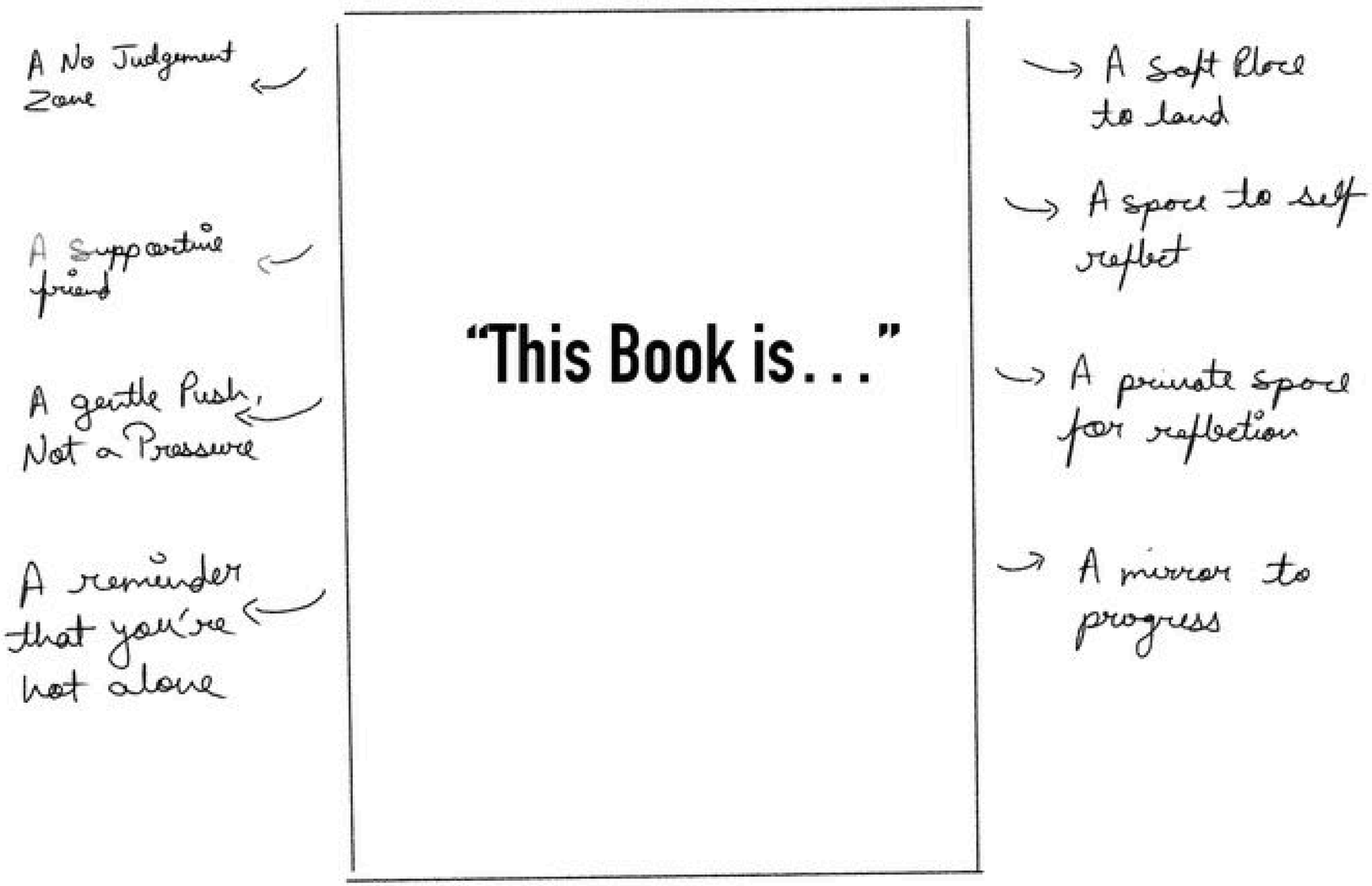
Motivation, Consistency & Progress Tracking

- Streak/badge tracker
- Progress journal prompts
- Effort-over-outcome stickers
- Printable milestone tracker
- Small wins chart

User Priority Cases

User Needs / Goals	Priority	Source / Insight
Mending emotional stress	High	Creators face burnout, self-doubt, anxiety — need tools to cope
Having a supportive guidebook	High	Users lack structured direction or emotional guidance during creative journey
Feeling less alone in their struggles	Medium	Creators compare themselves, feel isolated without relatable stories
Overcoming perfectionism and fear of judgment	Medium	Overthinking delays posting — need help taking imperfect action
Managing pressure from algorithms and trends	Low	Stats and algorithms cause anxiety — need to reframe relationship with metrics

Why This Book?



Methodology

In this project, I used the Inner Change Cycle as a core methodology to explore and support the emotional transformation UGC creators go through. This model helped me understand how creators experience, resist, and eventually process mental and emotional challenges. It guided the structure of the guidebook by aligning tools and content with each stage of emotional change—making the support more timely and actionable.

The model helped not only to frame user insights but also to design interventions that feel natural, human, and relevant to a creator's journey.

Steps of the Inner Change Cycle

1. **Resistance**
   Avoiding or blocking uncomfortable feelings

2. **Awareness**
   Recognizing inner thoughts, triggers, and emotions.

3. **Intention & Direction**
   Choosing where to focus and how to move forward.

4. **Relapse or Resistance**
   Getting stuck again or slipping back into old habits.

5. **Confrontation**
   Facing the discomfort or fear instead of avoiding it.

6. **Shift**
   Experiencing a mindset change or emotional reframe.

7. **Action**
   Taking steps that align with the new mindset.

Design Development

Stage of Inner Change Cycle	How It Informs Chapter(s)	Tone
Resistance	The Creator Fog – captures emotional confusion, avoidance	Tone is empathetic and validating, acknowledging the reader's overwhelm without forcing solutions
Awareness	The Inner Critic – helps reader observe self-doubt and comparison	Tone is gentle and sincere, offering reflective questions and soft realizations, not harsh truths
Intention & Direction	The Compass – finding clarity and small anchors	Tone becomes reassuring and focused, helping the reader feel hopeful and capable of moving forward
Relapse or Resistance	The Loop – normalizes setbacks, reframes "failure"	Tone is compassionate and normalizing, reminds the reader that progress is non-linear
Confrontation	The Spiral – facing burnout, emotional dips	Tone is raw but safe, using stories, relatable language, and anchoring exercises
Shift	The Slow Rebuild – moving through resistance into gentler growth	Tone shifts to uplifting and grounded, celebrating effort and consistency over perfection
Action	The Return – recognizing effort, showing up, creative identity	Tone is encouraging and proud, celebrating all progress, even small wins
Integrated Tools	Bonus Chapters – reflections, journaling tools, prompts	Tone is action-oriented but never pushy – invites the reader to explore at their own pace

Concept 1.1

Initial structure



Concept 1.2

Final structure

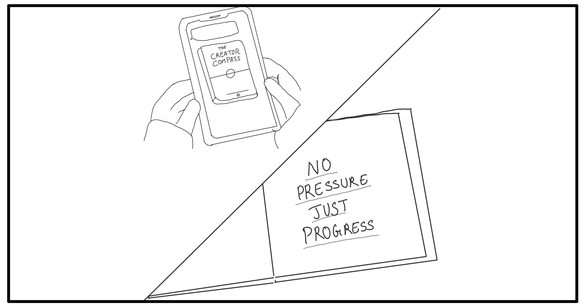


Storyboarding

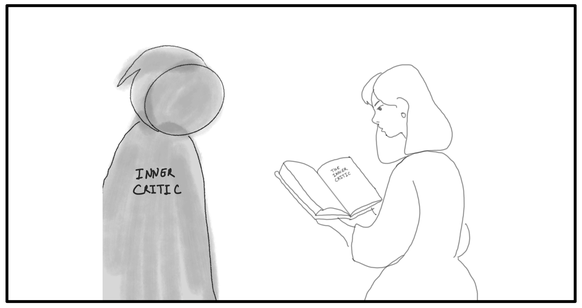
This story follows Asha, a beginner UGC creator overwhelmed by pressure, comparison, and self-doubt. As she navigates creative blocks and emotional ups and downs, she discovers a supportive guidebook designed to feel like a friend—not a coach. Through gentle prompts, reflection exercises, and small wins, Asha begins to rebuild her confidence, post authentically, and embrace her creative journey with more self-compassion. It's not about perfection—it's about progress.



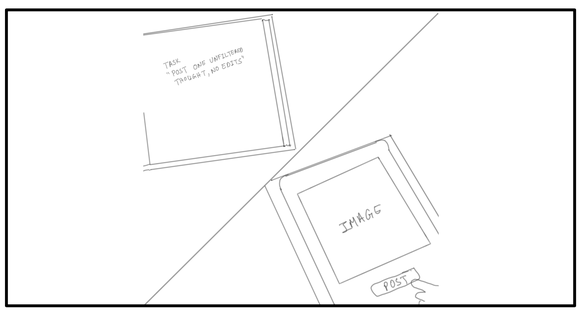
"Everyone's creating... Why do I feel stuck before I even begin?"



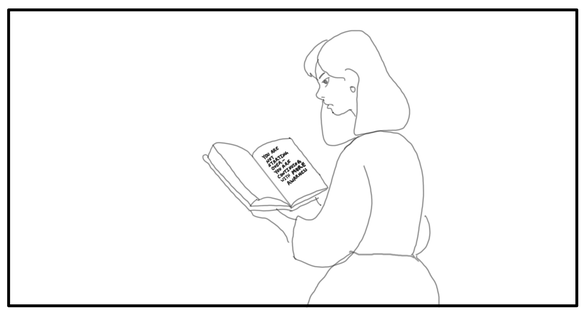
"What if I don't need to be perfect... just honest?"



"Today, I showed up. That counts."



"Scary... but I did it."



"I didn't fail. I just paused."



"This guide didn't tell me what to do — it reminded me I could."

Colour Palette

Primary Colour 5E9BCB

Primary Colour C0CDE2

Secondary Colour E6A876

Text Colour 494949

Accent Colour EF476F

Background Colour EFEBE4

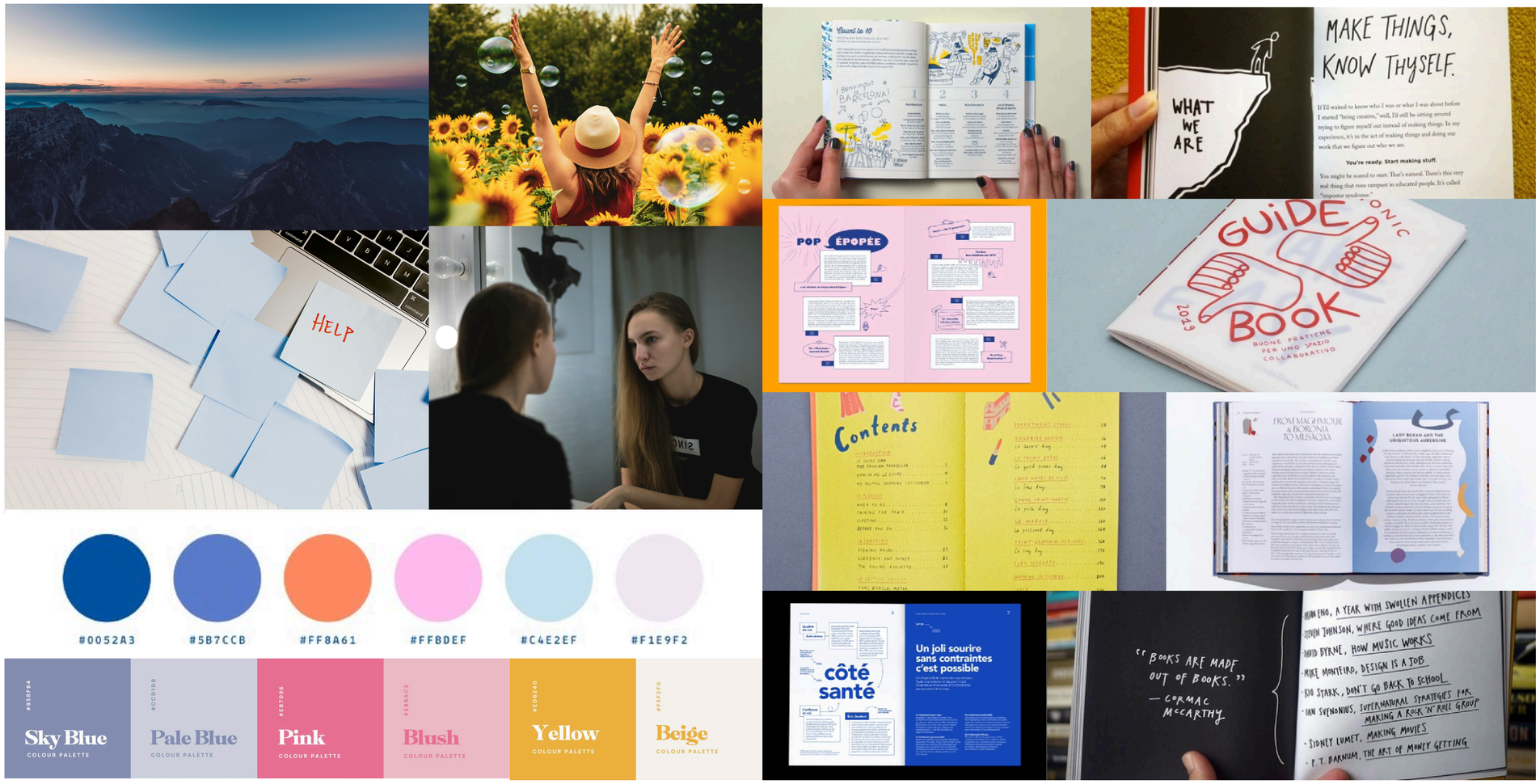
Font

Sunflower

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor.

Type	Style	Size
Heading	**Bold**	**80px**
Sub-Heading	**Bold**	**60px**
Quotes	**Bold**	**50px**
Body Text	**Bold**	**50px**

Inspiration





Final Design



The Creator Compass

The Creator Compass is a mindful guidebook for UGC creators to navigate self-doubt, burnout, and creative overwhelm. With simple prompts and honest insights, it helps you build a sustainable, emotionally grounded creative journey — one small step at a time.



CH. 1 The Creator Fog

This chapter helps creators understand the emotional chaos they often face at the start of their journey. Through personal stories and reflection prompts, it guides readers in identifying feelings of overwhelm, confusion, and burnout that block progress.



CH. 2 Meet the Voices in Your Head

Focusing on inner challenges like imposter syndrome and constant comparison, this chapter gently introduces ways to recognize and reframe negative self-talk. It helps creators regain confidence and clarity in their creative expression.



CH. 3 The Beginner's Map

Designed for new creators, this chapter offers a practical roadmap to ease into content creation. With mindset tips and simple tools, it reduces fear of starting and provides direction for navigating the early stages.



CH. 4 The Growth Spiral

For more experienced creators, this chapter explores long-term emotional cycles like burnout and identity drift. It shares insights and tools to handle creative plateaus and reconnect with purpose.



CH. 5 Making Peace with the Algorithm

This chapter encourages creators to shift their mindset around metrics and social media pressure. It helps reduce algorithm anxiety by focusing on what truly matters, beyond likes and views.



CH. 6 From Copycat to Compass

Helping creators discover their own voice, this chapter breaks down how to stay inspired without falling into imitation. It provides exercises to build creative confidence and originality.



CH. 7 The Creator's Toolkit

Packed with templates, rituals, and mental check-ins, this chapter offers practical tools to simplify content creation. It tackles decision fatigue and scattered workflows with easy-to-follow systems.



CH. 8 Stories from the Field

A collection of raw, relatable stories from real creators, this chapter offers honest reflections and reminders that no one's journey is perfect. It helps readers feel seen and less alone.



You don't have to sprint. You don't have to keep up with everyone. You just have to keep moving — at your own honest pace. In the creator world, it's easy to feel trapped in the cycle of "more is better." More videos, more posts, more engagement, more hustle. It can feel like if you're not constantly creating, you're falling behind.

But here's a truth nobody says enough:
- Consistency matters more than intensity.
- Joy matters more than speed.
- Longevity matters more than virality.

You are not a machine. You're a creator, a living breathing human with seasons, emotions, and ebbs and flows. It's okay to pause. It's okay to move slow. It's okay to rest.

The real win? It's building a creative life you can love for years — not one that burns you out in months. So listen to your energy. Build sustainable habits. Choose rhythms that protect your creativity, not kill it.

Your journey doesn't need to look fast. It just needs to feel true.

Affirmation Exercise

Exercise: "Rewire Your Inner Voice"

In this exercise, you'll flip self-doubt into self-trust by rewriting your own affirmations. Here's the simple prompt:

What I Usually Think	New Empowered Thought
"I'm not experienced enough."	"Every expert was once a beginner I'm growing daily."
"I don't know if I'm good enough."	"I am building my skills and courag step by step."
"What if people don't like my work?"	"The right people will find me wher stay true to my voice."

Mini-task for the reader:
Write one negative thought you've been having, then rewrite it into a positive, powerful affirmation.

"You don't have to be fearless. You just have to be willing."

CH. 9 Own It, Don't Overdo It

This chapter challenges hustle culture and offers guidance on setting boundaries and avoiding burnout. It invites creators to build a healthy pace without guilt or pressure.



CH. 10 The Compass Check-In

A final space for reflection, this chapter includes mindset anchors and goal-mapping tools to help creators realign with their values and track progress with intention.

Learnings

- Gained a deep understanding of the emotional and psychological patterns faced by UGC creators.
- Learned to balance reflective content with actionable strategies using a systems-thinking approach.
- Practiced simplifying design language to make mental health tools accessible and non-intimidating.
- Discovered how visual storytelling (through layout, colour, and tone) can ease emotional resistance.
- Understood the value of user feedback and iteration in creating something supportive, not prescriptive.

Reflection

This project became more than just a design outcome—it was a personal and emotional process. In supporting others, I found myself reflecting on my own patterns of burnout, comparison, and self-doubt. Creating something gentle yet purposeful helped me realize how design can serve as a mirror and a compass. The biggest takeaway? We don’t always need to fix everything. Sometimes, we just need to feel understood.

References

- Austin Kleon – Steal Like an Artist
- James Clear – Atomic Habits
- Julia Cameron – The Artist's Way
- Anne-Laure Le Cunff – Ness Labs
- Elizabeth Gilbert – Big Magic
- Adam J. Kurtz – 1 Page at a Time
- Psychology Today – Articles on creative burnout and motivation
- Journals from Interaction Design and Emotional Design (Don Norman)
- YouTube Creator Academy – Guides on creator psychology
- UGC trend reports from Instagram, YouTube, and Influencer Marketing Hub

Glossary

1. UGC (User-Generated Content) – Content created by users rather than brands.
2. Burnout – Emotional, physical, and mental exhaustion caused by prolonged stress.
3. Algorithm – A platform's system that decides how content is shown to users.
4. Overthinking – Excessive analysis that prevents action.
5. Micro-influencer – A creator with a small but highly engaged audience.
6. Mental Fatigue – Exhaustion that impacts creative and cognitive abilities.
7. Consistency – Regular posting and engagement over time.
8. Self-doubt – Lack of confidence in one’s abilities.
9. Reflection – The act of thinking deeply or carefully about one’s process or thoughts.
10. Compass – Used metaphorically as a tool to find direction or clarity.

Credits

1. Illustrations by Storyset
2. Mockups from mockupnest