



OPTIMAXX

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PROJECT SUMMARY:

OPTIMAXX started when two students at Southwestern University noticed something simple: everyone's stressed, overworked, and losing hope. We wondered: could we bring real, useful, research-backed optimism into daily life? Maybe through design, the words we use, and little reminders you can wear? That question led to OPTIMAXX, a brand built on psychology, how we communicate, and design. We want to see how positive words can change how you think, what gets you going, and how you see yourself.

Thanks to the King Creativity Fund, OPTIMAXX has grown from just an idea into a real research project. We're doing this in steps: first, we make some sample products. Then, we see how people react using a Prolific survey. We collect numbers and stories, and then tweak our designs based on what we find.

Our study looks at how people feel about optimistic sayings, especially our main message: It's gonna be good. It's gonna be great. It's gonna be fantastic. We want to measure if these messages can help people bounce back, feel sure of themselves, and stay positive every day.

This project also shows how we're working together across different fields. We study the environment and business, but we're diving into psychology, marketing, and design research too - stuff that's new to us. We don't just want to make a brand; we want to add something to what we know about how what you wear and see can change how you feel.

Basically, OPTIMAXX wants to make our campus a happier place, build up our creative spirit, and show that optimism, when designed well, can be something you study and something you live.
