

**PRESS RELEASE**

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## Happy Journal: New journaling app combines positive psychology with uncompromising privacy

**Munich-based indie developer launches mindfulness app with no cloud dependency, no subscriptions, and no tracking – now available for iOS and Android**

**Munich, 28 April 2026** – BuddhaCat Publishing has released "Happy Journal," a journaling app that helps users notice and capture positive moments in everyday life. The approach is grounded in a key insight from positive psychology: regularly writing down what is going well trains the mind to recognize the good – and can measurably improve overall wellbeing. At the same time, the app puts privacy front and center: all entries are stored exclusively on the user's own device. Happy Journal is available now on the Apple App Store and Google Play.

### **Get started instantly – no barriers**

Happy Journal is designed to be simple. Instead of a blank page that can make it hard to begin, the app offers four reflection questions as starting points – making it easy to just start writing. No complex setup, no registration, no configuration. Open the app, tap the pen icon, and write – that is all it takes.

Research shows that as little as five minutes of conscious, positive reflection per day can make a lasting difference over time. Happy Journal makes that first step as easy as possible.

### **A quiet space for your own thoughts**

In an age where apps compete for constant attention, Happy Journal takes a deliberate step in the opposite direction: no likes, no comments, no social feedback – just your own thoughts. The app is designed as a safe space that is not shaped by the judgment of others, but belongs entirely to the user's own experience.

Happy Journal also refuses to nag its users: no pushy notifications, no guilt for missed days, no gamification. Those who want to write, write. Those who pause, pause – without the app wagging its finger.

### **Clean design, warm atmosphere**

The interface is bright, friendly, and uncluttered – designed so that the user's thoughts take center stage, not the app. For those who prefer a more subdued look, a dark mode adapts automatically to the device's system setting.

### **Privacy as a design principle**

Happy Journal takes an uncompromising privacy-first approach: the app collects no personal data, requires no user accounts, and uses no tracking or analytics tools. All journal entries are stored locally on the device and never leave it unless the user actively initiates a backup or export.

### **Fair business model**

The app follows a freemium model: all journaling features, unlimited entries, and import/export with cross-device data transfer are free – permanently. Optional premium features are available as a one-time purchase: cloud backup to the user's personal iCloud or Google Drive account, automatic

sync across multiple Apple devices, biometric app lock, reminders, and an extended editing mode. No subscription. No recurring costs.

## Personal motivation

"I built Happy Journal because I wished an app like this had existed during a really difficult time in my life," says Jan Schulenberg, founder of BuddhaCat Publishing. "Back then, I had started writing answers to four simple questions in a text file to shift my focus towards the positive. Eventually, I wanted that to be easier – right there on my phone. After 15 years in the corporate world, this project was also a personal return to what truly drives me: building apps that do people good. And when it came to the question of privacy, the answer was clear to me: your most personal thoughts belong on your own device and nowhere else."

## Availability

Happy Journal is available now as a free download on the Apple App Store and Google Play. The app runs on smartphones and tablets, the interface is available in English and German, and it is ready to use immediately – no registration required.



Apple App Store: [buddha.cat/HJ-ios](https://buddha.cat/HJ-ios)

Google Play: [buddha.cat/HJ-android](https://buddha.cat/HJ-android)

Website: [buddha.cat/HJ](https://buddha.cat/HJ)

Press kit: [buddha.cat/press](https://buddha.cat/press)

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## About BuddhaCat Publishing

BuddhaCat Publishing is an independent app publisher based in Munich, Germany, founded by Jan Schulenberg. Publishing apps is not new territory for Jan: over 15 years ago, his word-based clock app "time2words" ("ZEITschrift") reached more than 200,000 downloads. After years in the corporate world, he returned to his roots as an independent developer with BuddhaCat Publishing. The company creates digital products focused on design, wellbeing, mindfulness, and privacy – software with heart. More apps are already in the pipeline.

Website: [buddhacat.eu](https://buddhacat.eu)

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