

iMind



Our Objectives:

To inform the user about their own mental health.

To suggest ideal coping strategies to improve mental state.

To raise awareness of mental health.

The Brief

To create and design an app to encourage stable mental health.

Whilst doing so, we must also promote mindfulness.

The app had to appeal to teenagers and young adults.

We would be visited by Dorset Creative (a digital agency) who would assist in creating the prototype.

The Planning Process

Week 1 -

2
The whole group sat together and discussed our initial thoughts on the project.

Week 3 -

5
We first accumulated ideas for what the content of our app could be.

Week 6 -

9
We went to Dorset Creative's studio to present our ideas and visuals to Andris, the designer.

Our Roles

Amy Tranter - Team Coordinator

Lauren McNiven - Researcher

Fern Wright - Market Researcher

Anna Aufschlager - Advertising

Louis Adair - Content Manager



Research – Lauren McNiven

First I drafted a simple questionnaire.

As a team we added extra questions to the survey.

83% of the students we asked said that they **thought mental health was a problem in today's youth.**

57% of the students we asked said that mental health could be **improved** if there was more **awareness.**

Questionnaire Research

When creating a questionnaire you must consider...

How many questions?

Who are you asking?

Are the questions ethical?

Market Research – Fern Wright

I downloaded a combination of apps with similar themes and aims.

I wrote down what was good about these apps and what was bad about them.

We got inspiration for our wallpaper with quotes from a mindfulness app.

One aspect we didn't like about some of the apps was that many of them cost money.

Marketing – Anna Aufschlager

We want this app to be free –

because this reaches the largest audience possible.

But - we will use adverts on the app to get funding

–
and these will be as relevant to the app as possible.

For

example:

NHS

Helplines

Mental Health Facilities

Business Plan

To profit from our app we will allow **CUSTOMISATION**.

This will be an **'in-app-purchase'** option.

Does not affect who is allowed to use the app.

Examples of purchase:

Bickers

Colour layout

Wallpaper options

Organising Content – Louis Adair

First we discussed what our app was aiming to achieve.

After, we decided that our app would be focused on coping strategies for specific mental health conditions.

I researched into the most common mental health disorders and found out coping mechanisms for each one.

Look at your hand outs for the official document.

What is mindfulness?

“A mental state achieved by focusing one's awareness on the present moment, while calmly acknowledging and accepting one's feelings, thoughts, and bodily sensations, used as a therapeutic technique.”

**As a group we attended a mindfulness session
to
experience how calming it can be.**

This enabled us to appreciate the impact
this app could achieve.

Our app

In the following slides, we will present to you the design of our app, **iMind**.

In these slides, we will show you the different aspects of the app and how all of our planning and designing came together to produce a final prototype.



iMind



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LOGIN WITH FACEBOOK



LOGIN WITH Twitter

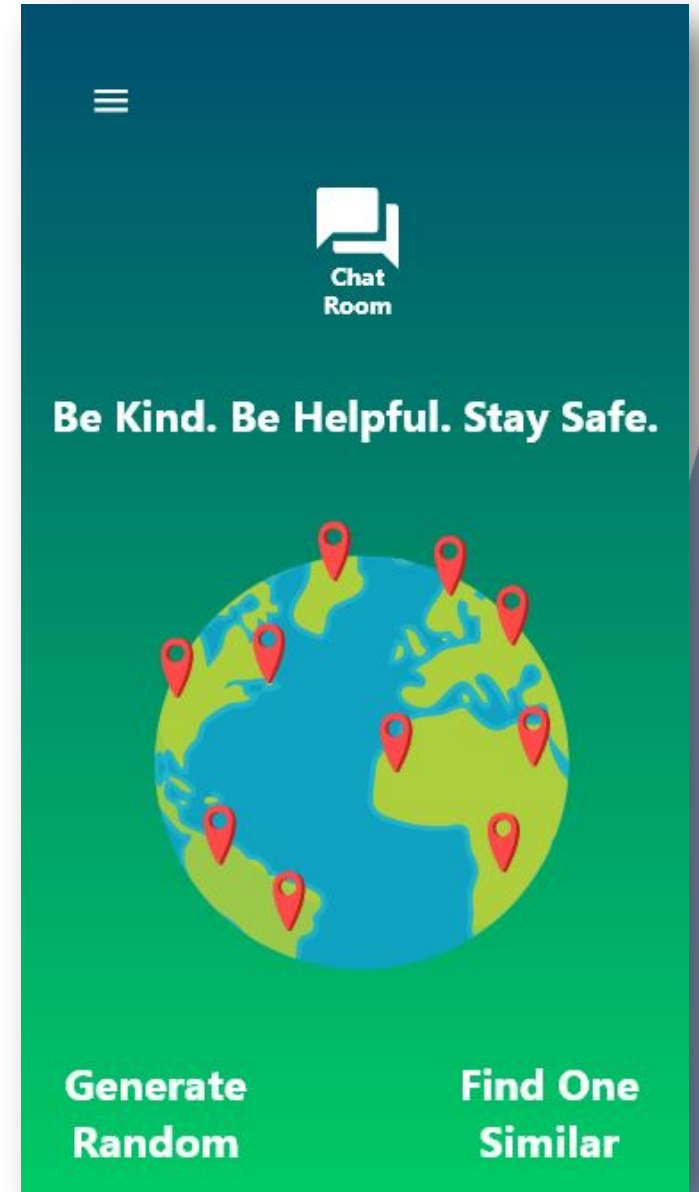
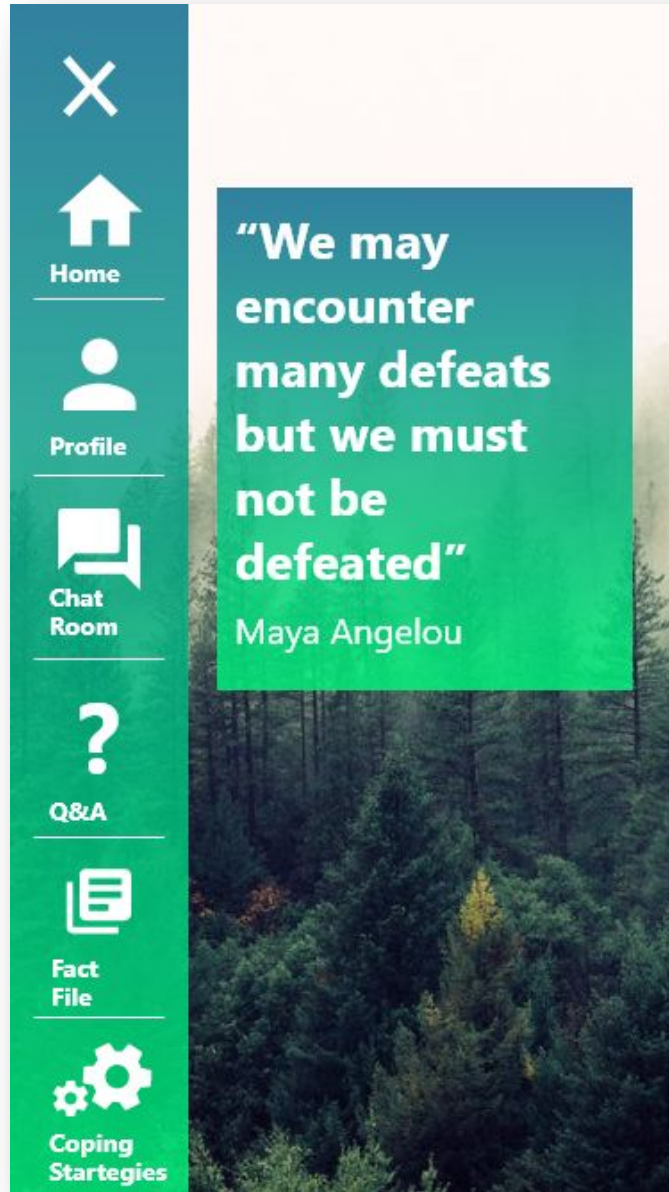
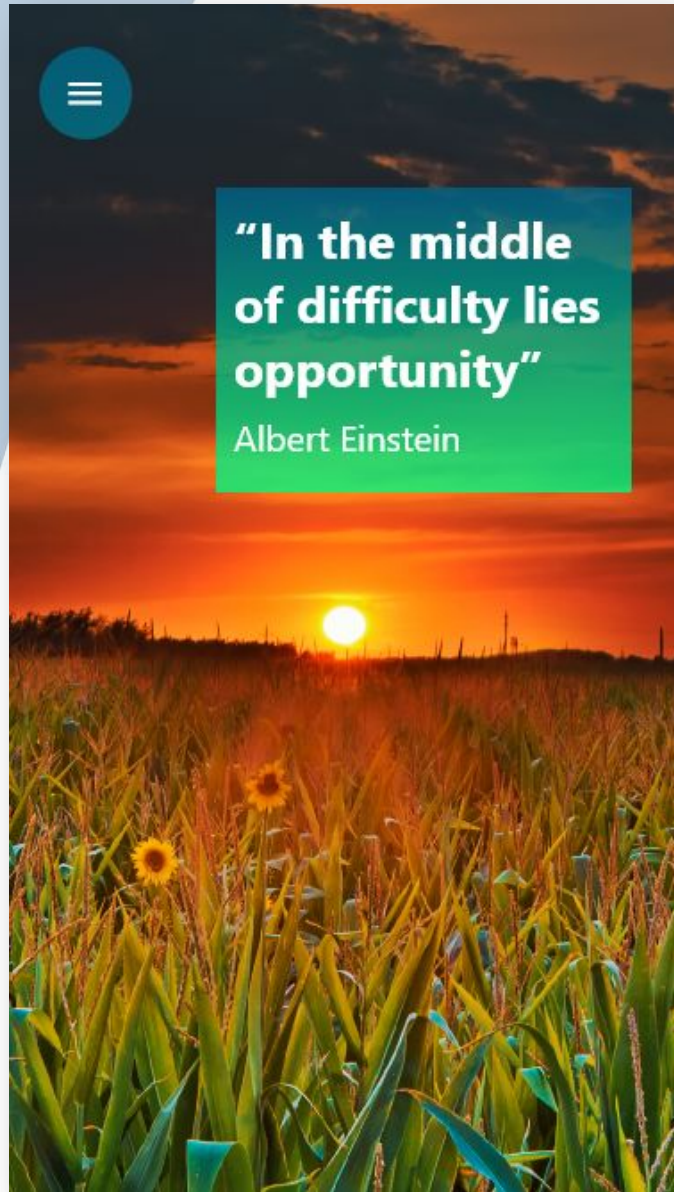


iMind

What is Mindfulness?

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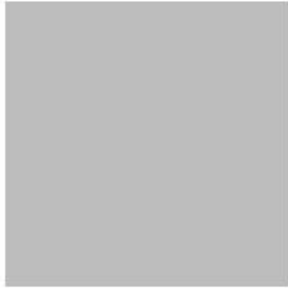
HOME





Coping Strategies

Anxiety



Fact File

FAQ

Overcoming

Depression



Fact File

FAQ

Overcoming



Q&A

Question 01

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Question 02

Question 03

Question 04

Question 05

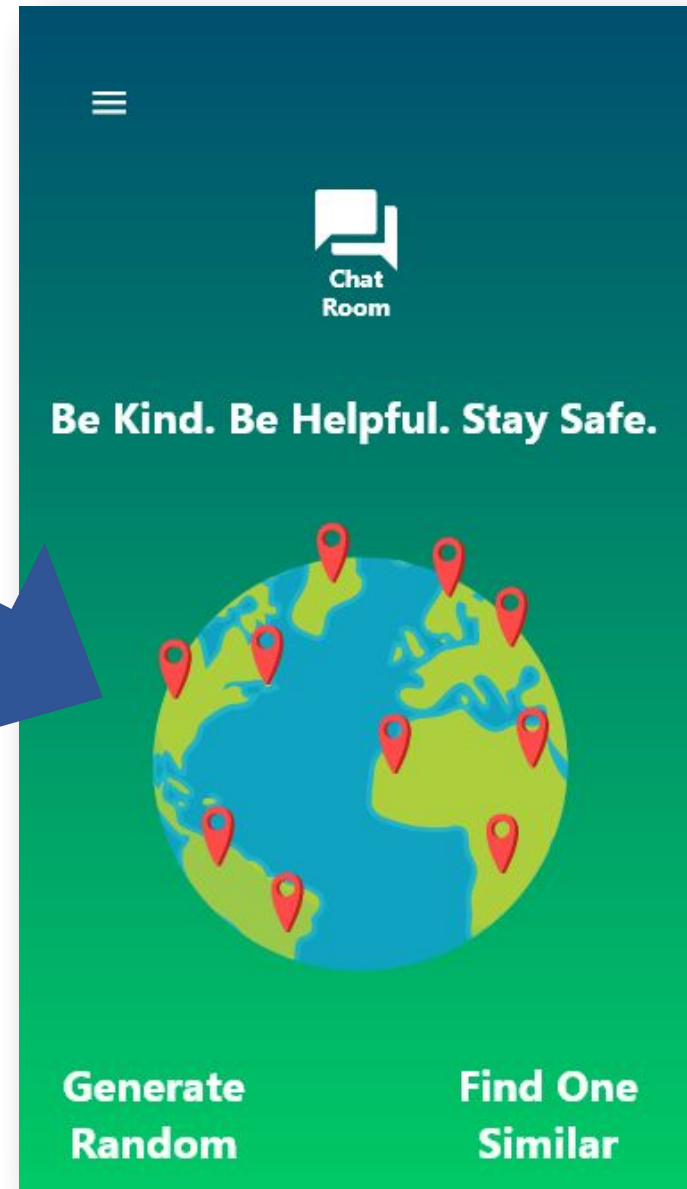
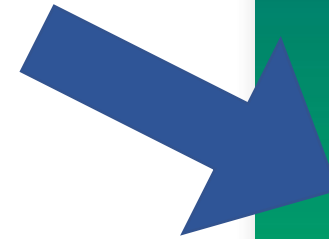
Question 06

Our USP

(Unique Selling Point)

The USP will be our unique chat room.

We allow the user to communicate with similar people **all over the world.**



First Test

Fuction	expected outcome	Actual Outcome	Description	Pass / Fail
Open the app	Open without glitches	Opened without glitches	Page with logo on came up fine.	Pass
log in with Facebook	Would open a new page	A new page opened	A page saying 'what is mindfulness' opened	Pass
Wallpaper should revolve	new image would show every few seconds	New images did show	calming images & quotes change all the time	Pass
Click on Chat Room	A new page opens.	A new page opened	A page with a World opens up with chat options	Pass
Click on Coping Strategies	Open a full new page	new page opened with mistake	strategies' was spelled incorrectly	Fail
Full side bar	the wholeside bar can be veiwed	The side bar was incomplete	the bottom was chopped off	Fail
Click on Fact File	a new full page would open	Empty page opened	the page was blank	Fail

Overall

Our app was improved significantly with the help of Dorset Creative; they took our templates, combined their own ideas and created something that reached out to our target audience.

We hope that our final app helps those in need of it.



iMind

**Thank you for listening.
We hope that our app meets the expectations needed.**

We are happy to answer any questions.