

PHASE 01
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MENTAL HEALTH

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A PRIMER FOR LIFELONG MENTAL HEALTH

Ideation An extension of the Smart Primer concept for a long-term learning companion.

Concept A personal health primer tool that serves to **a) provide customized feedback to the person, b) "grow" with that person, and c) entertain the child through games and adventure, then provide more informative feedback as they grow into adulthood.**



A PRIMER FOR LIFELONG MENTAL HEALTH

Tasks The primer needs to ship with some widely collected, fundamental values, then customized according to one person's individual parameters.

Pros Great market; little precedence

Cons Tough feasibility.



SOCIAL NET COMPETE

Ideation A social network app that reinforces practices for good mental health.

Concept People will engage with each other on different things, encouraging closed off types to learn better health behaviors and eventually share with their friends.

Social networks remind people *that they are not alone, and that they have a support network.*



SOCIAL NET COMPETE

Example Data aggregation on alarm “Snooze” button usage.

...If a poor sleeper sees that his friends who are able to enjoy more of their day are also better about not hitting the “snooze” button as much, this can motivate him to seek changing his sleep habits.

Tasks Data mining, large-scale comparative analysis



SOCIAL NET COMPETE

Pros Fun

Cons boring

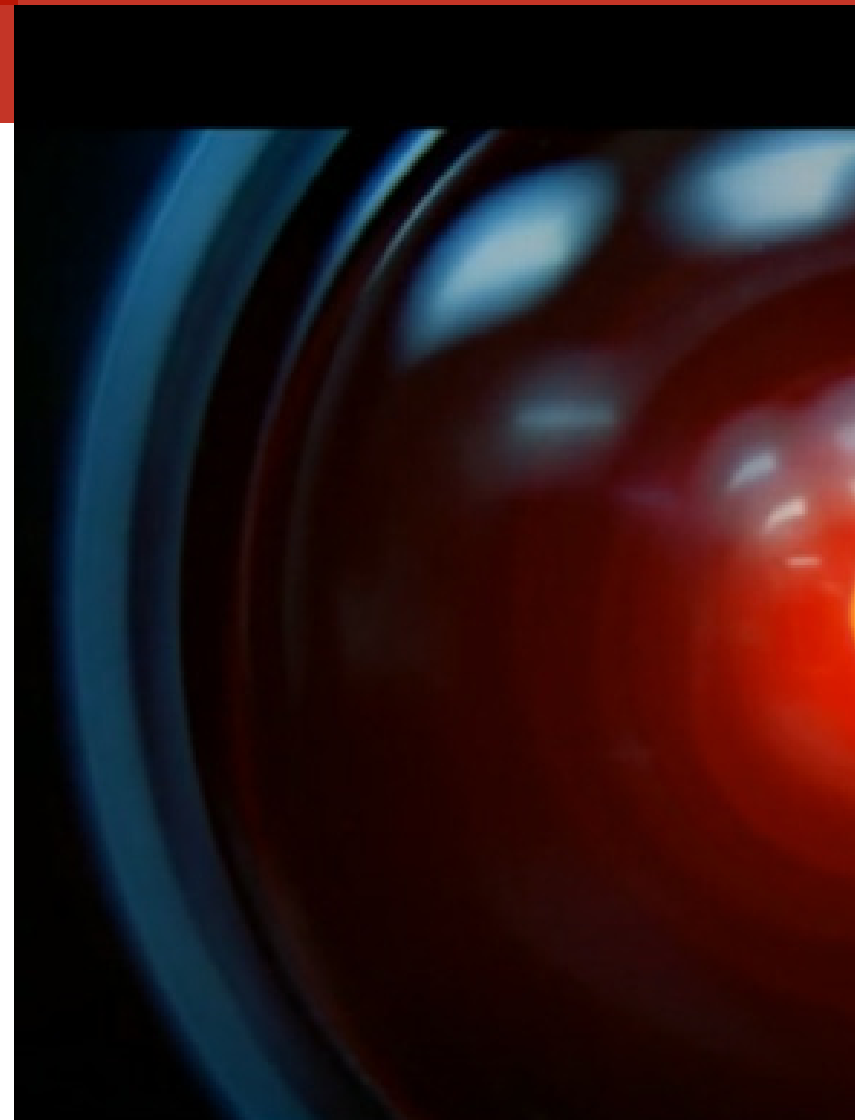


"MENTALLY ERGONOMIC" COMPUTER STATIONS

Concept Computers help us achieve goals, but they are also responsible for a lot of **collateral damage**.

They introduce **physical and neurological stressors** (information overload, mental strain, etc.)

This leads to physical and even psychological illness.

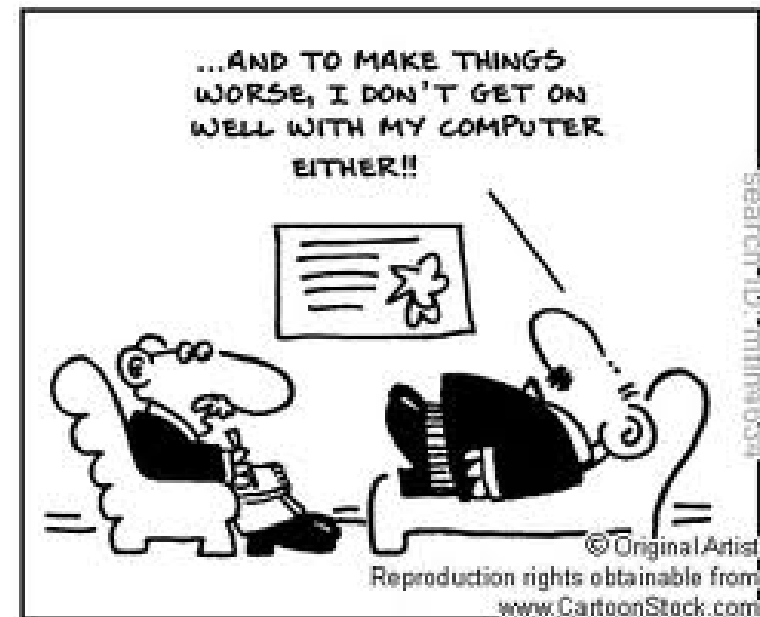


"MENTALLY ERGONOMIC" COMPUTER STATIONS

Goal We want our computers to be not only more ergonomic devices, but also to work more organically according the way humans are meant to live.

Pros Substantial, addresses a widespread and worsening issue; of interest to huge populations.

Cons Feasibility? Development past the initial concept?



THE 3 TENETS OF GAMIFICATION THEORY FOR CHANGING BEHAVIOR:

1 Options.

Inform people about the solution without actually forcing their hand.

2 Realtime Feedback.

Provide instant feedback so people can **make decisions at the speed of action and consequence.**

3 Fun Factor.

Make it hit close to home. Reinforcement measures are culturally-dependent.

