SEMESTER 2
DM7910 . SAMUEL BARKER

REFLECTIVE REPORT

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SCaHiLL
DESIGN
Est. 2007

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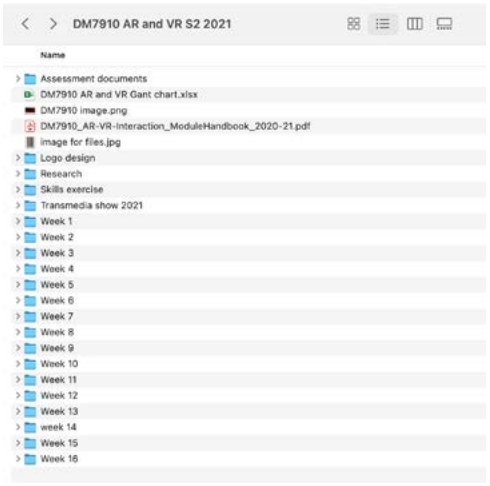
Outline of project and outcomes

Project undertaken for the AR and VR module. Worked with the lecturer each week on a variety of relevant materials to bring our main project together. From the course seminars and the implications of the VR skills and software I would need, I changed the remit of the project from a VR submersed environment to an AR experience. I chose to concentrate on an AR engagement App for those suffering with Anxiety and stress, as I felt it was within my ability to utilise my current a skills and build new ones from the software we have been introduced to.

I found it helpful and relevant to keep a weekly blog/folder to all my research and thoughts week to week throughout the project. (See screen shot). Creating the blog gave me a chance to reflect and analyse the variety of pathways open to me, I was also able to make connections from the questions the project was unearthing and could see a pattern to my research: teaching, learning and user involvement through other scientific methodologies to the subject.



Learning goals

I identified in my proposal document the key areas I would need to work on these are:

- Develop the elements for the AR in Illustrator,
- Try out the items in Adobe Aero
- Develop the branding
- A collection of images that can express the tone of the brand
- Quickly develop the skills required to use Unity for an AR framework
- Keep the interaction simple and easy to use on a mobile phone
- Enabling a choice for the user within the App
- Gantt chart
- I aim to have set up one scene,
- Create an image target 'Fountain of Knowledge' for the program, with interactive buttons.
- Design of all the other elements for the AR landscape, trees flowers, birds etc. Also perhaps sourcing other interactive forms: movie clips, songs, images.

(Appendix 1 pg 14 of my proposal doc)

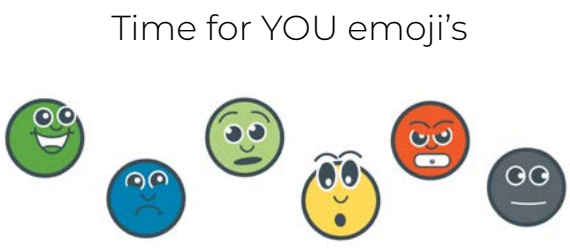
I set myself clear learning objectives to ensure the project achieve what I set out to, I was realistic in my expectations and thoroughly researched the topic. I do not have a background in psychology, so in order to identify the right Application and process it was necessary to read about the subject widely. Through my research I have come to understand more about anxiety – I do have personal connections to this with family members struggling to cope with their mental health, so this project has rewarded me with much more that my project goals.

The learning goals covered three main areas: Brand, User experience, new software (my own expectations of what I could achieve). The brand objectives played to my existing design skills, I thought about the end user and the cultural implications of building a brand that could involve anyone who wanted to use it. I developed two characters that I thought my brand would target – their story helped me to fulfil the place, I wanted the App to go. (Appendix 1 Project Marketing plan or access here: https://bit.ly/3inWOhp)

The development of the user experience though storytelling, interactivity, visual elements to engage and help with expressing feelings. These have been directly helped by my research into the gamification of the digital landscape, the history and uses of storytelling, from marketing to hypnosis and the ways of seeing.

The emoji character made me look to our societal use of imagery to give hints or clues at how we are feeling, the rise of the emoji is the perfect example. Social media platforms and text speak has provided more ways to communicate, and with this language it has developed into a cultural expression. The Nielson Norman Group published a great article on modifying your design for global audiences, thinking of not just translation but localisation too. (https://bit.ly/2ScNHWr)

The emoji concept became important to the App development as I required a way to measure the success of the interaction with the user, and help develop the narrative. I developed the notion that using this simple dialogue tool I could gain quick feedback and build a brand personality form this in the online world.

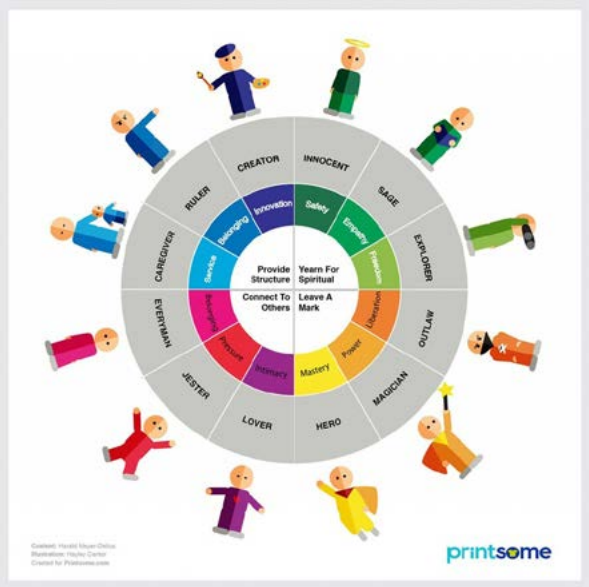


Chinese Emoji's concentrate on emotional features

The brand building document (Appendix 5 Brand building doc.) helped me to answer the questions on what the brand stands for and the people it will speak to. Whilst my brand characters were female, this App could be used by anyone, those who are interested in reaching out and getting help.

In particular the research into brand archetypes. Through my research for the brand, the archetype theory from the work of psychoanalyst Carl Gustav Jung (1930's) produced extensive treatises in understanding the powerful relational effects of the human ego and the concept of brand archetypes was published.

There are twelve brand archetypes: The Innocent, Everyman, Hero, Outlaw, Explorer, Creator, Ruler, Magician, Lover, Caregiver, Jester, and Sage.



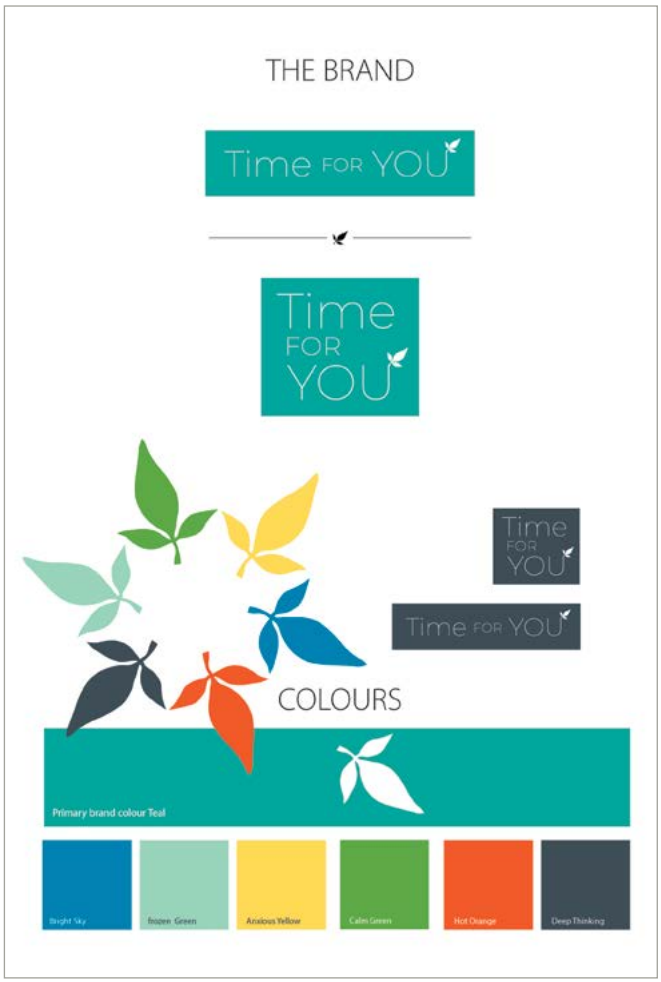
My App concept is a caregiver. Caregiver brands are all about warmth and trust. It wants to protect and their goal is to care for others.

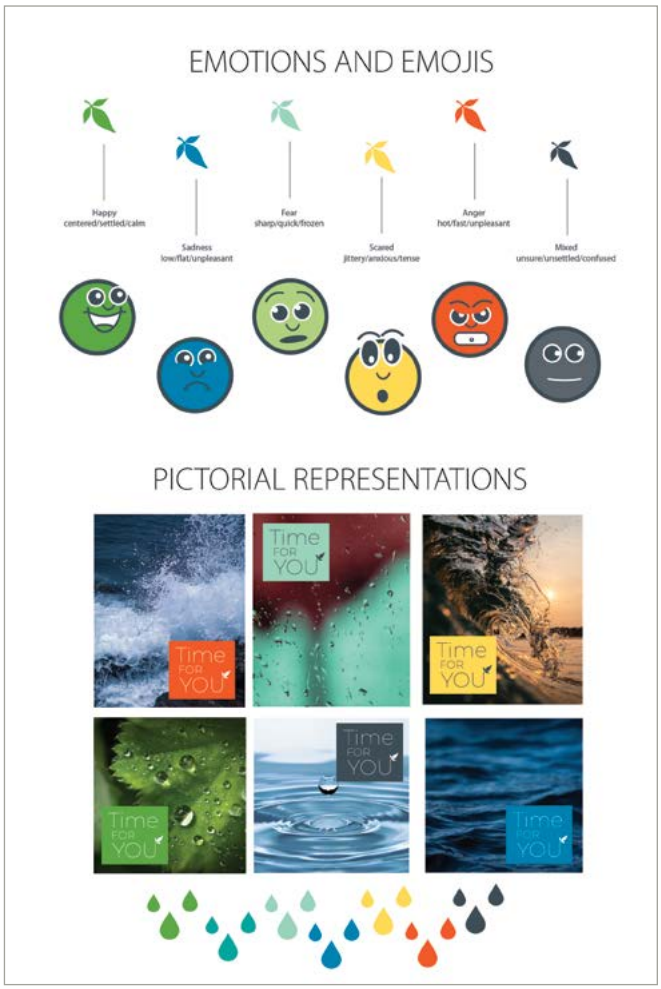
The visibility of a branding concept makes it vital for an organisation to use the collective unconscious of a group, that fits the positioning strategy of that organisation in every way. Documenting this in The International Journal of Social Sciences and Humanities Invention · June 2016 - Stephen Poon examines if the colours in brand development can express an archetypical identity. In summing up his paper Poon says: *"When design meets psychology through the creation of goods that tap our spontaneous imagination, it improves the value perception of the creative processes, and this forms the fundamental design ethos that enables businesses to gain return on investments for excellence in branding and marketing design."*

For the App to develop and succeed I ensured:

- Colour choices are socially sound (see next page)
- The narrative is one which my audience will engage with
- My brand needs to inspire confidence and medical assurity
- My stories in the App need to engage, influence, teach and inspire
- Data needs to be secure
- Mental security needs to be assured
- Archetypal identities catered for
- Narrative
- Gamification
- Contract obligations of the App use, data gathering needs to be detailed.

Brand build colours and characters, see this online at: https://bit.ly/2TfHTeY





I realised that the brand had to develop and nurture a consciousness, a value, tone of voice and a personality so that it resonates with the audience. The significance of using the Time for YOU App provides alternatives to the competitor Apps on the market. I did a SWOT analysis to work out how it could be distinctive and where my strengths and weaknesses were.

Time for YOU SWOT analysis	
Strength: Honesty, Creative, Planning Ideas, Value for money	Weakness: Develop into new creative areas, new business goals, new skills
Opportunities: Virtual reality, Augmented reality, 3D walk through	Threats: Time ,Lack of money, Agency offering, Too big a project

The significance for the need of better mental health tools (post pandemic) I realised that for future App development collaboration with experts. A database would allow me to build a framework that we could tailor content to and welcome users back to the App. Personalise content through their previous feedback/interaction and the resources used within the App, would allow the Time for YOU brand to have a more meaningful dialogue with the user.
A customised journey map was required and this would be a next stage development, Tom Treanor @RtMixMktg tweeted: *"The goal of all your marketing efforts is still to help customers—who come to you through many different media, channels and paths—to realize that your brand is the best solution for a particular problem. A good, customized customer journey map will help you understand how your customer searches for a solution"*

The question my project was asking was with such pressure on health services in the UK (NHS) how could people access the care they need? The argument is convincing that if I could extend the quality of the interaction within Time for YOU App with perhaps via a link to a national network of therapists*, then the App could perhaps be monetise through user/therapist subscriptions. Allowing users much needed access to a therapist, in their home, and access mental health care would lead to finding one solution to a mental health crisis.

New software was a challenge for me as I have no experience in 3D or AR/VR tools, each week in the seminar we worked on building our ideas, and how we could implement those in the Unity platform. I felt challenged by my lack of knowledge of the Unity platform, I solved this issue by using other digital formats to be able to illustrate my ideas, and provide me with a back up if I was unable to create the App items in Unity. I found the use of Adobe Aero a good way to communicate the projects AR intentions and felt that it was successful in showcasing the AR ideas.

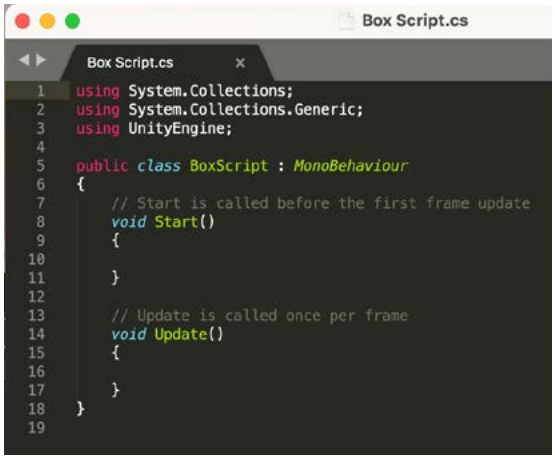
* all of whom have regulatory bodies and professional memberships.

Technical development of the technologies and platforms

- Coding - Sublime Text
- Scripting language used by Unity is #C
- Cross platform tool kits for headsets Unity XR
- Software Development Kits SDKs
- Use of ready-mades to illustrate a point (it was OK for Duchamp!) The problem was I wanted to produce and experience the design challenge of 3D work my lack of knowledge in this area I feel means my end result is not as successful as it could have been.
- Vuforia developer portal

Platforms used:

- Adobe Aero
- Premier Pro
- Adobe XD
- Adobe InDesign
- Adobe Illustrator
- Photoshop
- Unity
- Blender



Static image code script (sublime) between two scenes using a button link

The Fountain of Knowledge was the key AR action piece that was developed to illustrate the AR use within the App, user choice and intrigue, and a method for 'flowing' from one emotional area to another. Using the metaphor of water. I was able to use a ready-made fountain from the unity stock area and place it within my plain landscape I had created. The challenge was to add in the image packs and mesh looks Appropriately, I did find this difficult as working in the Cartesian coordinate system, previous experience was with a game development area in Unity. So the implications of my lack of 3D skills did have an affect on the outcome of the project, I have found that the considerations I will need for this type of project development will assist me in the future and will be seen as transferable as my 2nd year module will be 3D design. Above is an example of the code language we used in our wk 11 course seminar.

The criteria for the project I feel were still met as my own learning outcomes (See Appendix 1) and the use of a layered Approach (with information delivery in a variety of formats) within the project enabled me to develop new thinking. I developed tools for brand, audience interaction and survey, considering every aspect including colour and tone of information I feel was positive for the overall look of my project, and could prove that the project met its objectives.

I included surveys in my project to assist with my process, small groups added to my decision making, deeper level surveys would need to be carried out with my target audience to find out what they would want from a mental health App. I have made calculated assumptions that the App was right through my research: add book ref here. And the fact that there are a multitude of competitor Apps on the market. (Appendix 2 survey monkey examples)

Examples of work

Storytelling lends itself in VR gaming environment to place yourself as first person, I have undertaken tasks using Unity to simulate a game environment. I wanted to experiment and think about whether this format would be better than AR.

Screen recording of the movement in the environment

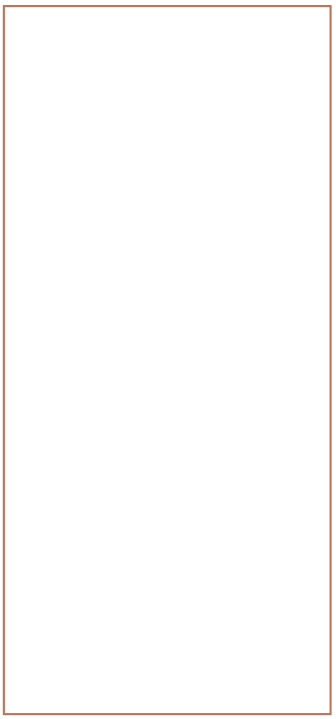
We gave a box physical attributes and we coded an action (wk11) we made a new scene and a button to connect two scenes coding in Sublime.

Screen recording of the movement between button screen and cube

I interrogated the visual space of adobe Aero, I created a 3D scene using 2D planes, the landscape was designed in illustrator - the idea was to make a calming landscape to fly over through or look at in any space. I added interaction to element such as the drops and a bird in flight.

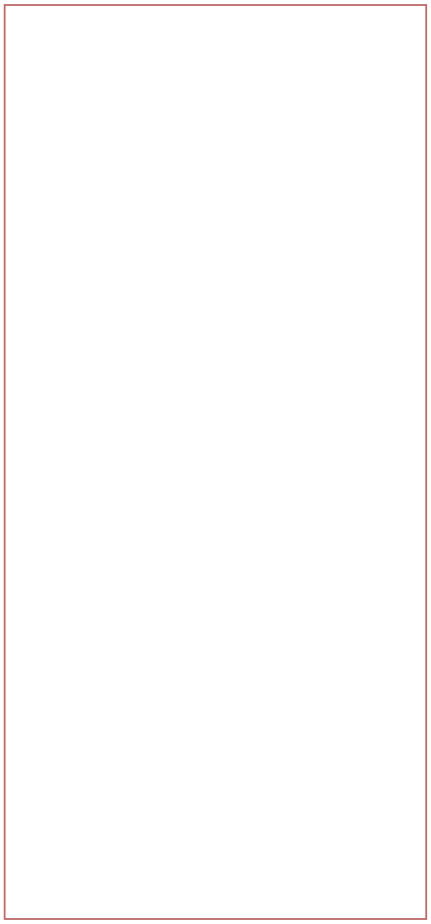
Screen recording of the landscape in the Aero desktop space

I think moving through the landscape was one of my key ideas, and these ideas could be developed further.

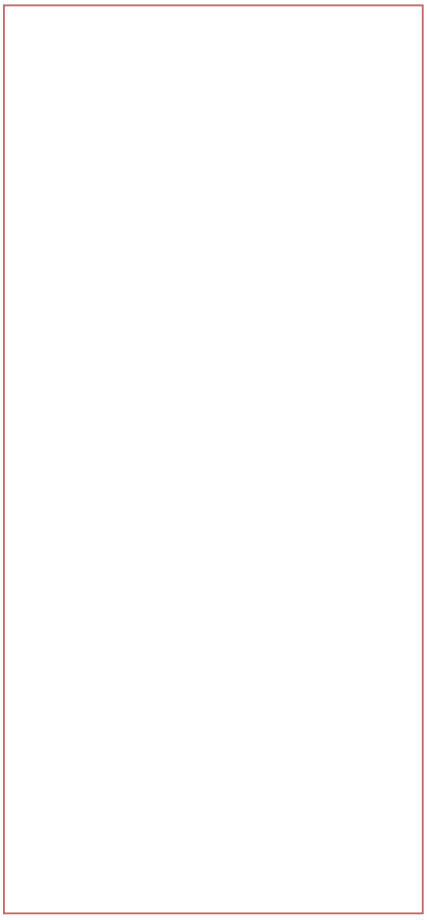


Screen recording of the moonscape in the Aero desktop space

I experimented with the water drops and the fountain idea, and while the resolution needs to be adjusted the interaction and idea worked.



Here is the fountain of knowledge in an AR environment using Adobe Aero OUTSIDE



Here is the fountain of knowledge in an AR environment using Adobe Aero INSIDE

By using the Fountain on inside and outside spaces illustrates that the App can work anywhere the user is, they can get the AR experience at a time and place to suit them.

Designed elements of the Time for YOU App

I worked on movie clips in Premier Pro to give a flavour of the content and the look and feel of a longer project as I could add these to play from a Unity landscape:

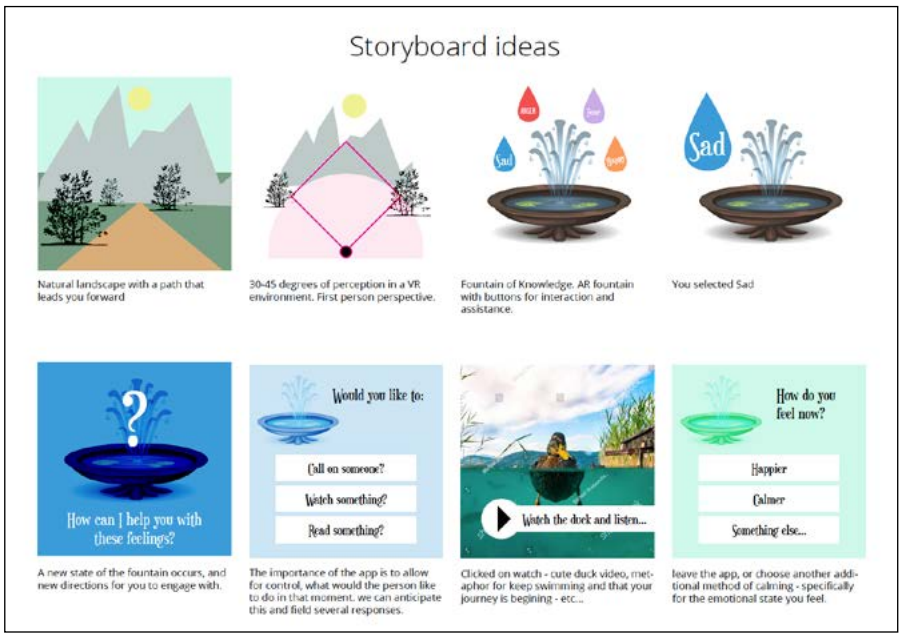
Stock image with my text - field feeling low

My film with text - Long movie water Breathe

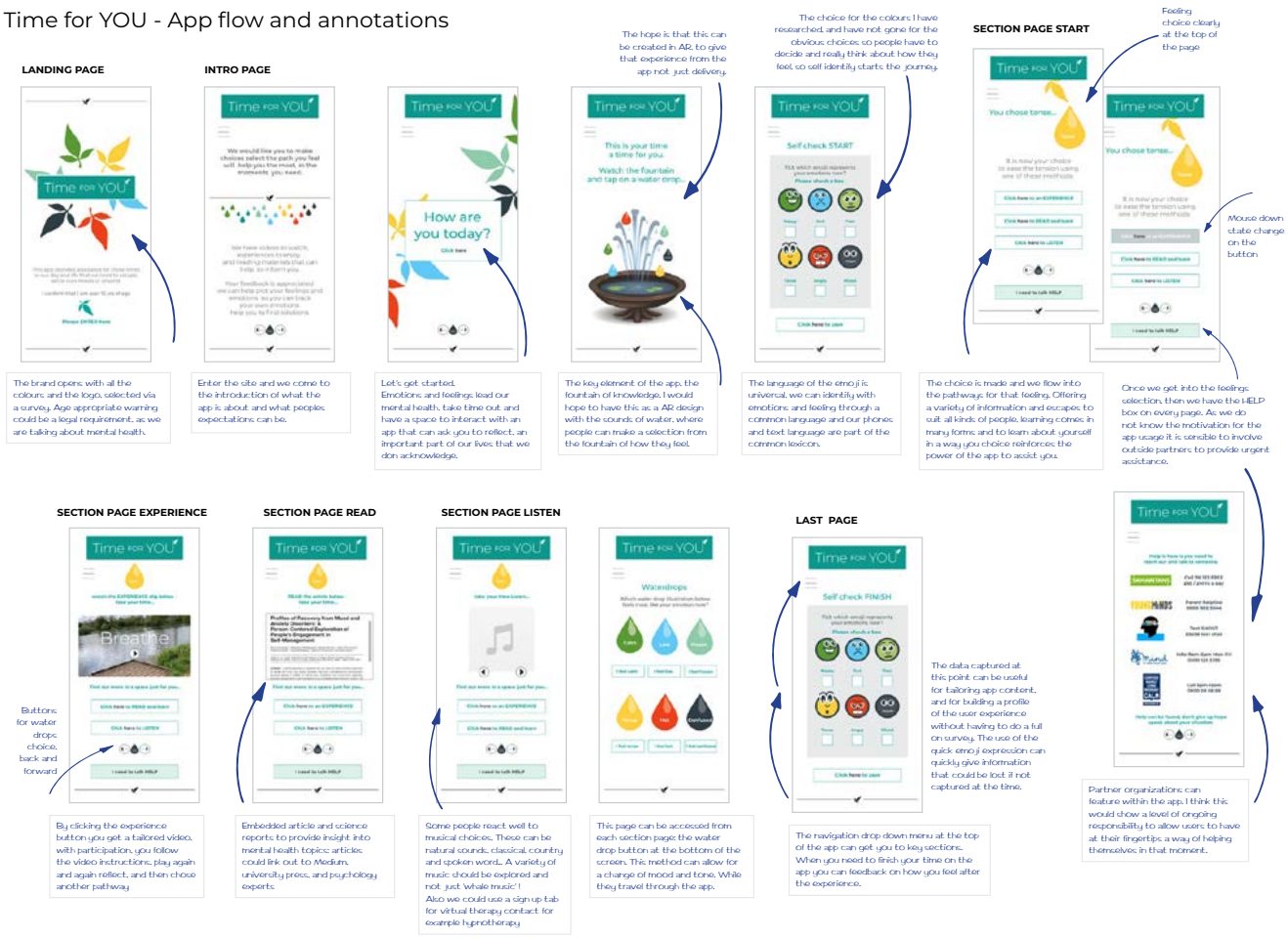
Soundscapes

Available on the live web page : https://bit.ly/3pC8i2I along with examples of AR.

Storyboard from proposal doc JAN21.
I have added this here to illustrate that whilst the idea has not changed the thoughts and UX narrative for the space has moved on.



The annotated layout describes the interaction the user will have with the built App: https://bit.ly/3uYSKHe

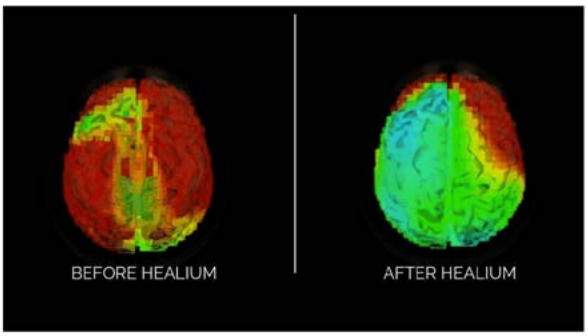


Time for YOU App prototype

Adobe XD to make a prototype of the Time for YOU App. Helping to illustrate the UX interaction, and how the AR and other content pieces could work together.

Key solutions provided by from Time for YOU App:

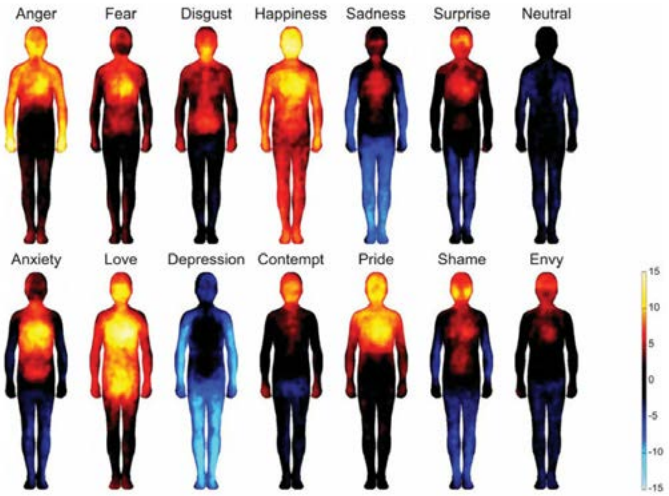
- An App that gives people with anxiety a choice of content.
- A tailored Approach to allow for learning requirements to access the information.
- Integrity of the App – by using scientific research in all areas, from colour, psychology to solution focussed therapies
- Solutions with personalised feedback from the App to the user, the use of the emoji icons is easy and translatable into other languages



Brain scan from research by Healium.com

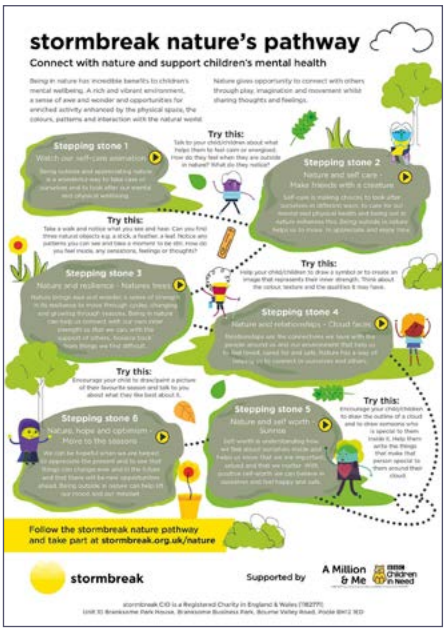
The Healium VR Application for an Oculus headset supports my initial ideas that therapy Apps can help anxiety. StoryUp Inc. - makers of the Healium platform (https://www.tryhealium.com/#stories) commissioned a report that illustrated the brain function before and after using a virtual world, the mind seemed calmer in the images *"Our results support the notion that intentionally crafted VR experiences can be therapeutically effective, and may result in immediate, adaptive psychophysiological outcomes."* (Tarrant Jeff, et Al. 2018)

Healium has also expanded to an AR Application too, it can link with an Apple watch or a brain link headband to monitor heart rate. *"It's a self-awareness tool that allows you to discover your ability to control your brain patterns and heart rate during guided meditations"* (https://www.tryhealium.com/faq/). Healium's Approach is meditative and does have feedback for the user in the form of a data tracker headband. The video VR experience is just how I would like Time for YOU to look.



The science from the brain scanner in Healium is also seen elsewhere. Lauri Nummenmaa psychologist at Aalto University led a study with over 700 people about how their body responded to emotion, the study called these 'body emoticons', the hope is that they may one day help psychologists diagnose or treat mood disorders (https://n.pr/2RFKY7A).

I felt that with my research and development of the App idea it would be good to have a conversation with a healthcare professional about it. I discussed my ideas with Clare Rusby Prof. Dip Psy C. A practicing Hypnotherapy and Psychotherapist, we discussed the benefits of Hypnosis to help people with stress and anxiety. A VR style interaction we both felt would help some people who are not able to visualise the hypnosis script, by not being able to do this it could take them longer to get into the healing process. https://mindandbodysolutions-southport.com - Huge thanks to Clare for taking the time to speak with me.



Steeping stone activity sheet

Taking advise about mental health and the benefits of movement, I spoke with a representative of the charity Stormbreak. Kate Bone has worked with the charity for over a year, and is an advocate for their Approach to helping children with their mental health (https://www.stormbreak.org.uk).

Whilst children under 16 are not my target audience, the connection between nature and movement has a direct relation to the imagery I am placing into the App build.

Below is an email Q&A I conducted to formally round up some informal conversations we had previously had.

1. In a few words, why do you think Stormbreak is successful in delivering content to young people?
   It's fun, quick (5-15 mins) and accessible. Can be delivered by anyone and can be adapted to suit different presenting needs and challenges, different settings and contexts and for a range of children aged 4 – 11yrs. It's relevant and timely, effective and sustainable.

2. What evidence did Stormbreak use to build its charity?
   We started with 5 pilot schools in Dorset, captured feedback after every session and worked with Bournemouth University to create an 'impact report' for the first years' work. This evidence of our success allowed us to bid for funding from BBC Children in Need.

3.Can you give an personal example of how you have seen changed behaviour in your clients mental health wellbeing?

- A boy who refused to learn to ride his bike (kept giving up), but after working on resilience based stormbreaks, he decided to keep trying until he eventually got it
- A chid in one of our foster care settings who refused to drink fluid (required a certain amount daily due to medical condition) as this was a way to exert control. The foster parent reported that after the 6 week Stormbreak Together programme, the child was now drinking
- A foster child who suffered from alopecia refused to take down his hood in public. After working through some self-worth stormbreaks, he now feels confident in removing his hood when he goes out
- A child who found it really hard to make friends was using 'Classroom Rockstars' in the playground and encouraging people to join him.
- An extremely withdrawn child who refused to join in with stormbreaks sat at the back of the class simply watching and listening. After a few weeks he slowly began to join in, until by the end of term he was at the front of the class leading the activity

Exercise and those health benefits were part of the initial App idea. A VR space could have allowed the user to engage physically in the environment via a headset. The science is sound by increasing endorphins, people have up to a 30% lower risk of depression* (NHS : https://bit.ly/3gpBCFs)

Emotions and feelings given characterisation to start the conversation with children via Stormbreak

Personalisation of a user experience and integrating brand engagement relies on personal data. The use of personal data could come at costs to privacy: for example what happens to the activity level data from your fitness tracker? What happens to your privacy when you say you have a mental health issue? Contract obligations of the App use and reaching data gathering needs to be detailed (Week 12 blog https://www.scahilldesign.co.uk/post/s2-ar-vr-week-12)

My App development must provide a safe space, a trusted brand in order to allow full usage. The contract which people accept when downloading an App (but no one ever reads!) will ensure that the personal data is not going to impact peoples future life choices: insurance, medical cover etc... What we are in our 20's is not who we are in our 40's. General Data Protection Regulation was passed in 2018 to try and start to cover such issues. In the UK GDPR sets out seven key principles:

- Lawfulness, fairness and transparency.
- Purpose limitation.
- Data minimisation.
- Accuracy.
- Storage limitation.
- Integrity and confidentiality (security)
- Accountability.

My personal time line for the project was in the form of a gantt chart, I planned weekly interventions with a tutor after the seminars had finished. I keep working on my research throughout the semester, my Pinterest page was a particularly useful quick reference and ideas gathering (https://pin.it/1JKOHMp). I kept a filing system of my attendance at webinars and conferences, articles and thoughts website and audio recordings. The blog kept me thinking about the project and the ways in which I could develop it. I did reach a sticking point where I felt overwhelmed with the Unity program and couldn't find enough time to put into developing my skills required, I sought the advice of tutors and tried to keep myself on track.

I decided to review what I was trying to achieve with my tutor, I realised that I needed to actualise the imagery, and evoke the feelings into the project. The product developed of the App I set out a budget of at least 150k, keeping this in mind how could I expect myself to deliver and achieve all the outcomes on my own? This project would be a collaborative effort in an agency/workplace. I have seen my role on this project as creative director – bringing the ideas together in order that I can explain the concept and the benefits to others and professionals.

Conclusion

I wanted to make my App to address some of the issues that Lucas Chae, discovered in her article (Aug 2018) *Designing for suicidal users: preventing suicide the modern way* (https://bit.ly/2TVvLA9). She makes some valid points about the importance of contact, as the referral systems for mental health is not a one stop shop. The person reaching out has to go over their most painful story or event at least 4-6 times, with a variety of health professionals, from doctors to mental health teams, to therapists. All in a way that make you feel like you are bothering others, that you should be able to get through (this)... I would hope the extended version of my App could address this and get an active solution to assist, so I feel my idea is a success.

Partnership building and involving others. Through my research I found a lot of Apps that help anxiety and stress, but equally the scientific community who are finding ways to assist peoples mental health, the crossover between art and science is of great interest to me and a theme to my art. The need to build partnerships with other organisations such as the Samaritans, or young minds and CAHMs would be beneficial to the future roll out of an App to help others. I feel the success of speaking with others and those in healthcare/action groups proved my hypothesis that this model would be beneficial.

I have built and described AR forms that I could use in my product, the Premier Pro films could be made into AR files and dropped into the physical space of the user utilising a Ground Plane in Vueforia. A Ground Plane is only compatible with devices supported by Platform Enablers, ARCore XR Plugin on Android & ARKit XR Plugin on iOS, so developers would need to consider this for universal access (Appendix 8). I could use a Positional Device Tracker to place a film experience in a real world space. I have had to show my examples in Premier Pro as a prototype for a visual, but the development would need to use these methods.

Virtual reality options are staggering (Blog week 2 - https://bit.ly/3pyGfRD) my AR App could certainly have VR attributes, which I feel I have successfully outlined and given examples in this document. Navigation in the App should feel like and emergent story, this was something I did have to overcome. The App can take several paths for each user, much like a dungeons and dragons game where throwing the dice leads you to the unknown. The use of the water drops provide a symbol for your emergent story. The individual nature of each path could allow for user confidence in the product, the control and feelings of personalisation.

Appendices

Appendix 1 - PG 14 from my proposal doc DM7910

Review detailing the time line/workload :

- I aim to develop the elements for the AR in Illustrator, I might quickly try out the items in Adobe Aero to see how they look/will work.
- I shall develop the branding further – after reviewing the logo feedback, this will assist in the direction for the development of the assets. The look and feel of the app will be styled out of a branding exercise, I cannot see the final app in my mind without the essential elements being organised.
- I will also get a collection of images that can express the tone I would like the app to aspire to.
- I need to quickly develop the skills required to use Unity and place items into an Augmented Reality framework.
- I aim to keep the interaction simple and easy to use on a mobile phone, image targets and links via AR buttons within the app should make it easy for the end user.
- Choice is a difficult task when you have anxiety, a loss of control. Enabling a choice at the outset I think will start the process within the app well.
- I will be meeting with my tutor each week, to keep the accountability to the progress open. I have also pinpointed several danger points in the Gantt chart when the majority of the AR needs to be in place. (Gantt chart - with threats see appendix 4)
- I aim to have set up one scene, as per the story board: appendix 5
- Create an image target 'Fountain of Knowledge' for the program, with interactive buttons. The design of the 'Fountain of Knowledge' is key to the interactivity, it defines the route the person will take in the app, based on how they feel, the user is to be in control.
- Design of all the other elements for the AR landscape, trees flowers, birds etc. Also perhaps sourcing other interactive forms: movie clips, songs, images.
- In my investigation I have found it useful to create a marketing plan. This has helped me to define the target market and estimate costs, also to understand where the app would be best place within the market. (Marketing plan: appendix 6)
- After my research of the benefits for AR/VR in helping anxiety, the aim of the app design is validated. Finding a competitor product called Healium AR, has also proven the app's worth within the well-being game field.
- These items will probably take me all of my 12 weeks project time, but will be able to fully extend the project if I am able to.
- Future requirements would be database development. The main driver of the application a Structured Query Language (SQL) system to offer chat bot assistance, offering choices for the person. The need for computer intelligence... or an imitation game (Turing 1950).

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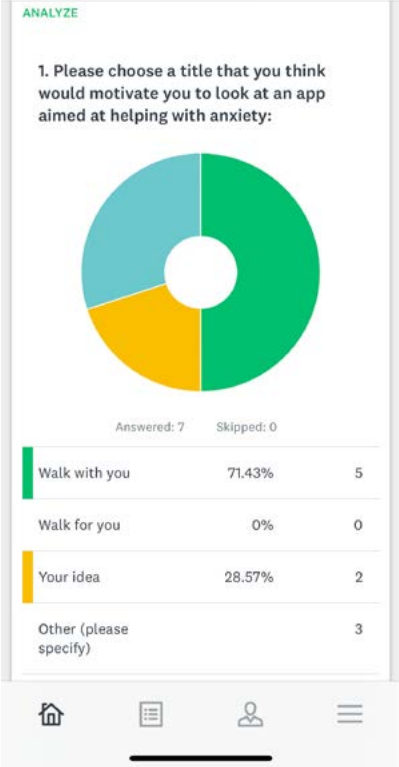
14

Appendices

Appendix 2

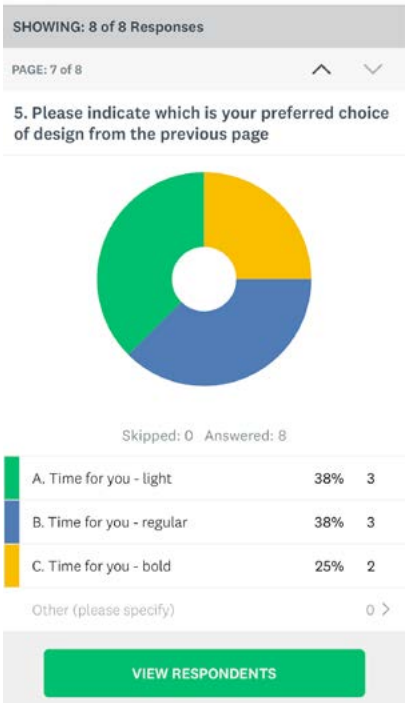
Anxiety App name survey 1 Jan21

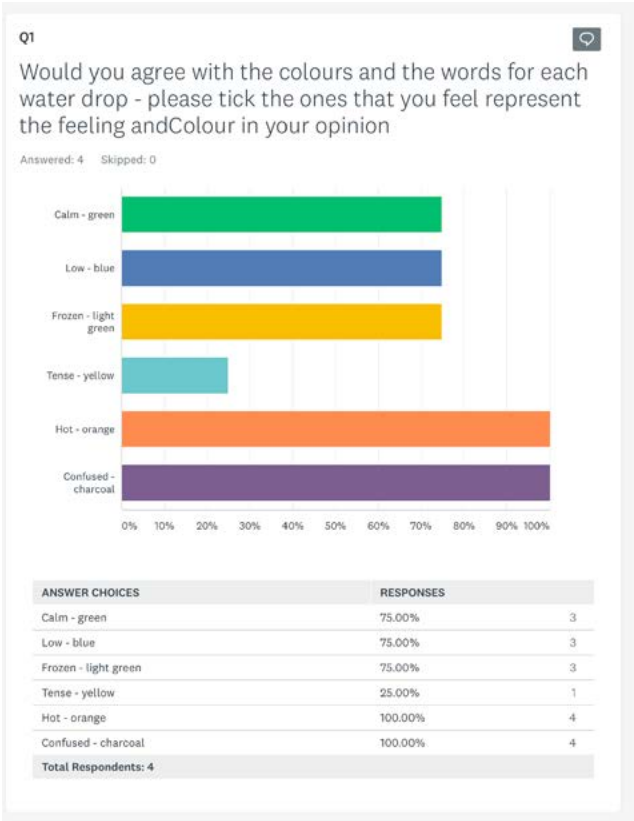
https://www.surveymonkey.com/r/6SDD6ZZ



Mental health App name survey 2 screen shot MAY21

https://www.surveymonkey.com/r/8XVXM52





Colour choice Survey 3

https://www.surveymonkey.com/r/7CXXKFT

Appendices

Appendix 3 - PG 14 from my proposal doc DM7910 on open here for online version: https://bit.ly/3inWOhp

Scahill Design

Marketing Plan for AR /VR game

Our Objective

Overall strategy outlined in the pages that follow, I aim to develop an interactive experience for the use of people with Anxiety.

Tina Scahill
t.scahill.06@unimail.winchester.ac.uk

Table of Contents

1. Business Summary
   - Company Name
   - Marketing Leadership Team
   - Headquarters, Office Locations
   - Mission Statement
   - SWOT Analysis
2. Business Initiatives
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     - Marketing initiatives, goals, metrics
3. Target Market
   - Industry Name
   - Buyer Persona(s)
   - Competitive Analysis
4. Market Strategy
   - Product
   - Price
   - Promotion
   - Process
   - Physical Evidence
5. Budget
6. Marketing Channels

Business Summary

Our Company

Scahill Design is a company headquartered in North Hampshire. The company's mission is to involve themselves in

Our Marketing Leaders

Tina Scahill is the business owner and marketing collaborator.

SWOT Analysis

As Scahill Design's marketing team, we want to help the brand lean into what it does well, improve what it doesn't, capitalize on what it can do, and defend against what could challenge it. With that in mind, here is our SWOT analysis for 2021

Strengths	Weaknesses	Opportunities	Threats
What we're good at. What's working. What our customers like about us.	What we want to fix. What we want to strengthen. What we want to become more efficient at.	What the industry might soon want. What we think we'll be good at. What will be our difference-maker.	What we think could hinder our growth. What/who we think could take our customers.
Honesty Creative Planning Ideas Value for money	Develop into new creative areas New business goals New skills	Virtual reality Augmented reality 3D walk through	Time Lack of money Agency offering Too big a project

Business Initiatives

Scahill Design has the ambitious goal of future proofing the business and its skills. To help the business do that, our marketing team will pursue the following initiatives in 2021:

Initiative 1

Description: development of an App/game in AR or VR space
Goal of initiative: to make a useable app that can help people with Anxiety, not simply a breathing app but one where you can connect yourself out to others, and saty within the space. A safe place to escape.
Metrics to measure success: Creation within Vuefora and Unity of a playable design which looks and feels interactive to a *play using their mobile phone or ipad.*

Initiative 2

Description: To become Adobe Accredited in InDesign, Illustrator and Photoshop.
Goal of initiative: to be able to promote myself as proficient in the leading industry software

Metrics to measure success: attending the software skills course each week at UoW, building my hours and knowledge.

Target Market

Industries

In 2021, we're targeting the following industries where we'll sell our product and reach out to customers:
Anxious and Axiety profiled customers on social media
This includes written articles about the benefits of emersive therapy and the connections we can have with the VR world. Example: Psychology, doctors, occupational therapy, app store.

Buyer Personas

Within our target market(s), we've identified the following buyer personas to represent our ideal customers:
Natasha - Anxious person female but able to operate in the wider social sphere
Natasha is 18-45 years old. She works in administration/ online/digital marketing for a living and spends her free time: juggling lots of commitments, family, business, home, older relatives. Her life is making her anxious and she is exhausted by this constant bombardment. She has other apps for self-help, healing and breathing, self-actualization and is happy to use these items to enhance her life in some way, but she needs a deeper connection. Her lifestyle is one where technology is helpful. She is connected to social media via apps in her phone, her watch and TV, she needs a simple method of instinctual interaction.
Her lifestyle is one where she needs time for herself but she never finds it. She desires and escape but cannot physically leave due to young family. Ultimately, Natalie wants to overcome her anxiety through emersion into a safe space where she can visit and fill with her happier self, the App will help her organize her thoughts and her emotions in a way that will make her feel satisfied with the small amount of free time she can take. Scahill Design will aim to assist people like Natalie in using technology that can solve her emotional needs that are not being met by her day-to-day lifestyle.

Jesse – young person male or female anxiety from teenager threats and society needs
Jesse is 16-20 years old. They are college/school leaver and have part time employment and spends his/her free time on social media, trying to break from it from time to time, but feels addicted to the need to know what's happening FOMO, they could be only child or part of a larger family, a young person still developing ideas about how their emotions seem to lead them and not them being able to control them. 5 minutes away from the threat of expectation, is what this app will give them. Ultimately, Jesse wants to be able to develop better understanding of themselves , and connect better with their peers in personal or professional challenge(s) Scahill Design will aim to assist Jesse in finding her way, help them deal with life's pressures and how their anxiety can be muted for a while by using the app.

Competitive Analysis

Within our target market(s), we expect to compete with the following companies:

1. **Calm App**

Products we compete with: award winning Apple App Store app 2017. They have diversified to phone app, apple watch and Apple TV. So a broad market approach. It is based on affirming techniques. And talks from recognized Drs and psychologists.

My project would be for a different mindset available on laptop and mobile phone for people to interact with. My App will be self-driven, people decide where they want to go – what path to choose and how they wish to interact.

Other ways we compete: the same market, same tech savvy people, but there are also motivated to try other similar things so this could work in my favour.
I would boost my promotion of the app by inviting others to write about the benefits of handling emotions well.

2. **Mindshift CBT – Anxiety relief**

Products we compete with: they have a psychological approach using Cognative Behavourial Therapy, way to help anxiety. A proven discipline and backed by Anxiety Canada Association, using exercises that reframe thoughts and stay grounded.

Other ways we compete: Same interested parties who would use this app and mine too. I think people who are motivated to use this would be the type of person to target with marketing of my own App.

3. **Dare: Anxiety and Panic relief**

Products we compete with: best mobile app award 20-20, best anxiety app 2019.
Uses audio encouragement and ways to help ease a panic attack, reducing stress and worry, and negative thinking. Yearly subscription $59.99.

Other ways we can compete: there SOS button gives help within the app – my idea is where you could link through to national support services, Samaritans, CAMHs, NHS direct. Creating a better safety net. Particularly for the Jesse profile. Vunerable young people*

*Stat: **Self-harm and suicide** A quarter (25.5%) of 11 to 16-year-olds with a mental disorder had self-harmed or attempted suicide at some point, compared to 3.0% of those who were not diagnosed as having a mental disorder. In 17 to 19-year-olds with a mental disorder, nearly half (46.8%) had self harmed or made a suicide attempt https://digital.nhs.uk/news-and-events/latest-news/one-in-eight-of-five-to-19-year-olds-had-a-mental-disorder-in-2017-major-new-survey-finds)

4. **Healium VR and AR solutions.** https://www.tryhealium.com/#stories

This software is the closest thing I have found to my initial idea, it has VR applications through the Oculus Headset and an AR application App for mobile devices. The background reading from the website illustrated the points I have been researching about the benefit of VR on Anxiety problems and the health benefits. This program is my biggest competitior.

Market Strategy

Product

How will this product solve the challenges described in your buyer persona description(s)? *The use of the AR design would provide competition to the Healium App, the personas of Natasha and Jesse, would be motivated to download an App to provide quick top level help and with more time spent in the app deeper levels of discovery could be made.*

What makes this product different from the competition?
My app will encourage more interaction in the scene, seeking out answers and not passively participating.

Price*

Pricing for the mental health apps range from £9.99 per month (AR Healium), to £59.99 per year for Calm app. I would pitch my App at the £5 per month or £59.99 per year approach as per Calm... I think being able to add content along the way, will keep the product fresh and ability to provide feedback in the app would ensure that the users tell us what feels right, what works. A 360 approach would be beneficial – just like a therapy meeting – progress needs to be marked, and the user can play a part in their own journey.

*The market for XR technology is growing, with projections for 2023 valuing it at over 18 billion U.S. dollars. https://www.statista.com/topics/6072/extended-reality-xr/

Promotion

How will I promote this product?
Social media... Instagram (Jesse) and Facebook (Natasha), market segmentation is easy to gain the right audience. I would also see additional content being created and uploaded to the app. New paths, new questions to be asked and interacted.

Process

How will the product be delivered to the customer?
Download through the Apple store or Google play store.
Is it an ongoing service? How will you support their success with your product?
A yearly subscription, perhaps an initial few questions to find out where the player is in the App and a way of checking progress of helping the anxiety.

Physical Evidence

Where is the product displayed?
Online advertising, on social media, endorsements and snippets of the app views.

Budget

Over the course of [current year], given the cash allotted to the Marketing team, we expect to invest in the following items to ensure we meet the objectives outlined in this marketing plan:

Marketing Expense	Estimated Price
Marketing Software	*£196,000 (Cost approx. via web search)*
Event 1 [Hosting]	*£232 (Cost approx. via web search)*
Content Sponsorship [time period of campaign]	*....?*
Pay-per-click - *Facebook*	*96p per 1000 cusotmers*
Advertising on Instagram	For CPM, or **cost-per**-impressions, advertisers **pay** £4.88 **per** 1000 impressions

Marketing Channels

Over the course of 2021 we will launch/ramp up our use of the following channels for educating our customers, generating leads, and developing brand awareness:

Website

Purpose of channel: Brand Awareness
Metrics to measure success: 50,000 unique page views per month

App store

Purpose of channel: sales tool
Metrics to measure success: 50,000 downloads

Instagram

Purpose of channel: engagement through images and to target audience 16-20
Metrics to measure success: 50,000 click throughs to app

Facebook

Purpose of channel: engagement with target audience
Metrics to measure success: 50,000 click throughs to app

Appendix 4 - Gantt chart 10.02.21

Month: February	Week:																													
Tasks:	Date:	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
formative oral presentaton																															
AR/VR proposal essay																															
core reading																															
Storyboard the workings of the App																															
project development: research																															
Develop colateral ideas in Illustrator																															
Upload ideas into Adobe Aero for look and feel																															
weekly tutorials																															
Explore Unity for image target creation																															
Design a brand for the app																															
Design a project target																															
Creation of APP/world																															
BLOG																															

Month: march	Week:																														
Tasks:	Date:	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
weekly tutorials																																
Unity for app creation																																
Develop colateral in Illustrator																																
read and teach myself the program language																																
Creation of APP/world																																
BLOG																																
Month: April	Week:																														
Tasks:	Date:	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	
weekly tutorials																																
Unity - ensure app is working																																
refining of APP/world																																
BLOG																																

Month: May	Week:																															
Tasks:	Date:	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
project portfolio outcome paper																																
reflective report paper																																
Refining design																																
BLOG																																

= danger points

Appendix 5 - Brand Building doc

Brand building for Anxiety App DM7910 AR and VR S2 2021

SCaHiLL DESIGN
Est. 2007

Time FOR YOU

Business Name: Time for YOU
Service: Mental health wellbeing app

Understanding your audience:
Who is your ideal client?
Some one male or female, who wants to understand themselves better. Who is a seeker of knowledge and needs some space to themselves.

What do you know about them?
They are from a variety of age brackets: 16-21 young adult, and 22-34 older adult and then 35-55 midlife.
They are busy and facing challenges in their lives, where perhaps they don't have people to talk to in the first instance, or they are overwhelmed by a young family themselves or in the older midlife bracket they are dealing multi-generations.
People need a safe space and assistance in a trusted space that can assist learning and understanding.

Where are they hanging out online?
- 16-21 young adult: Instagram, Tik Tok, Discord
- 22-34 older adult: Instagram, Linkedin, Facebook, Tik Tok.
- 35-55 midlife: Facebook, Instagram, Pinterest, Linkedin

What other business are they buying from?
Online post pandemic the trend for mobile usage influence and purchase is strong.

What is important to your clients?
Trying to find a way through their emotional needs to be reassured that they can help themselves and how they can access good knowledge banks.

What are their fears and frustrations?
Young peoples mental health services are at breaking point, Doctors are difficult to get to see and while mental health is being discussed it seems that the onus is on the individual to help themselves and this is where the app is best placed to provide support and knowledge sharing with partner websites and access

Your brand mission and vision:
What is your mission statement?
Time for YOU can help the individual make choices about their emotions and be useful to understand themselves better.

What is your vision for the business?
To provide a space, to interact, escape and think.
Describe your brand
Plain speaking, simple and clean, clear paths to access help/ knowledge and interactions. Choice.

Crafting your offer
What do you do?
Help people with the challenges of mental health

What problems does your offer solve for your client?
Allow them a space that they can take themselves to as if you would book a counsellor time. Booking time for themselves.

Describe the situation before they use the product?
Exhausted, anxious, confused.

What is their outcome after they use your product?
Finding some useful information or escaping using their phone to produce and interaction that delivers a sense of peace and space.

What do you love about what you offer?
Helping people

What could you do more of?
Bring partner organisations into the app to reach the same people some of who could be vunerable.

Your brand personality
How do you want people to feel the first time they encounter your business?
A space to call their own, a go to place for answers and help.

Appendices static images

Appendix 6- Static examples of landscape AR

Static image first scene the cube...

Static image of the fountain in the unity built world.

Static image moon scape

Static image desert scape

Static image of fountain inside

Appendix 7- Landscapes x 4 designed in Illustrator by T Scahill

Appendix 8- Feature support per platform

https://docs.unity3d.com/Packages/com.unity.xr.arfoundation@4.1/manual/

Feature Support Per Platform

You can refer to this table to understand which parts of AR Foundation are relevant on specific platforms:

	ARCore	ARKit	Magic Leap	HoloLens
Device tracking	✓	✓	✓	✓
Plane tracking	✓	✓	✓	
Point clouds	✓	✓		
Anchors	✓	✓	✓	✓
Light estimation	✓	✓		
Environment probes	✓	✓		
Face tracking	✓	✓		
2D Image tracking	✓	✓	✓	
3D Object tracking		✓		
Meshing		✓	✓	✓
2D & 3D body tracking		✓		
Collaborative participants		✓		
Human segmentation		✓		
Raycast	✓	✓	✓	
Pass-through video	✓	✓		
Session management	✓	✓	✓	✓
Occlusion	✓	✓		

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