Appendices
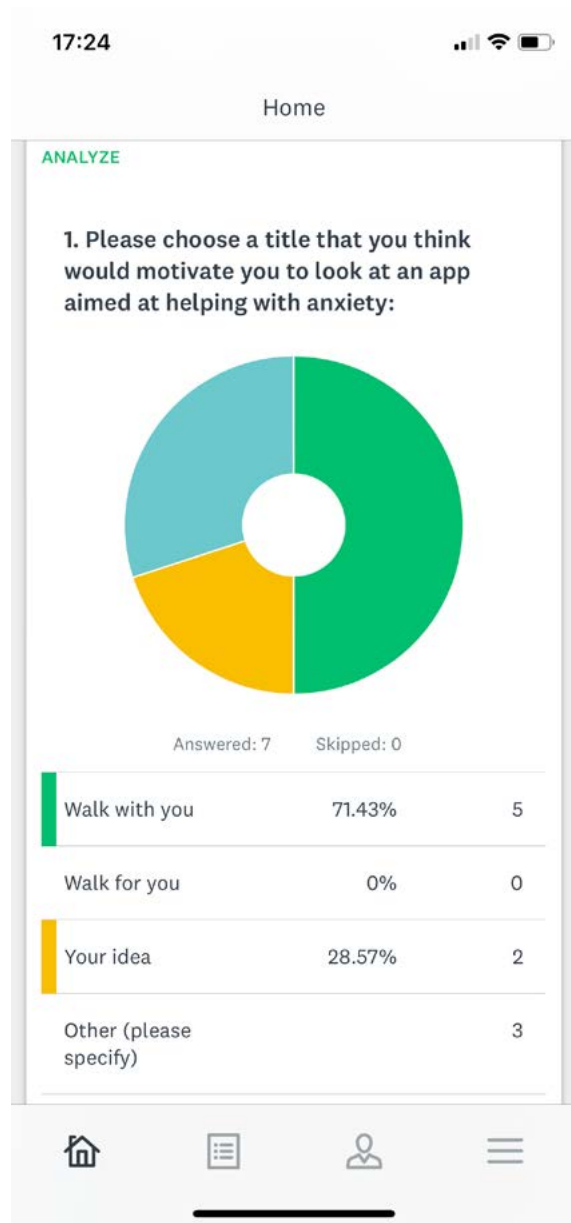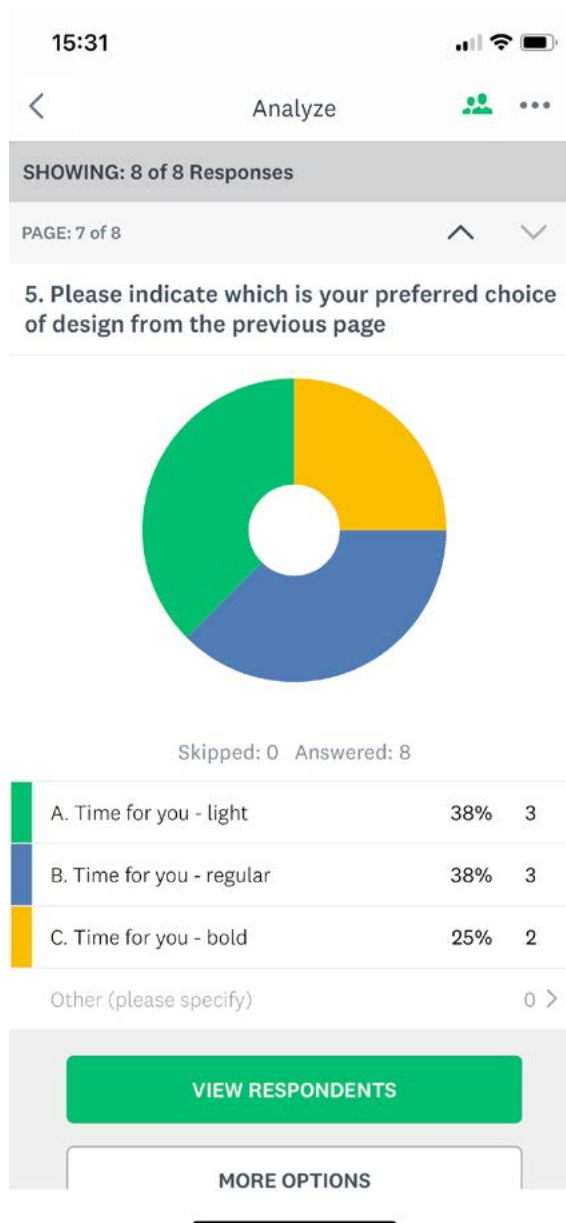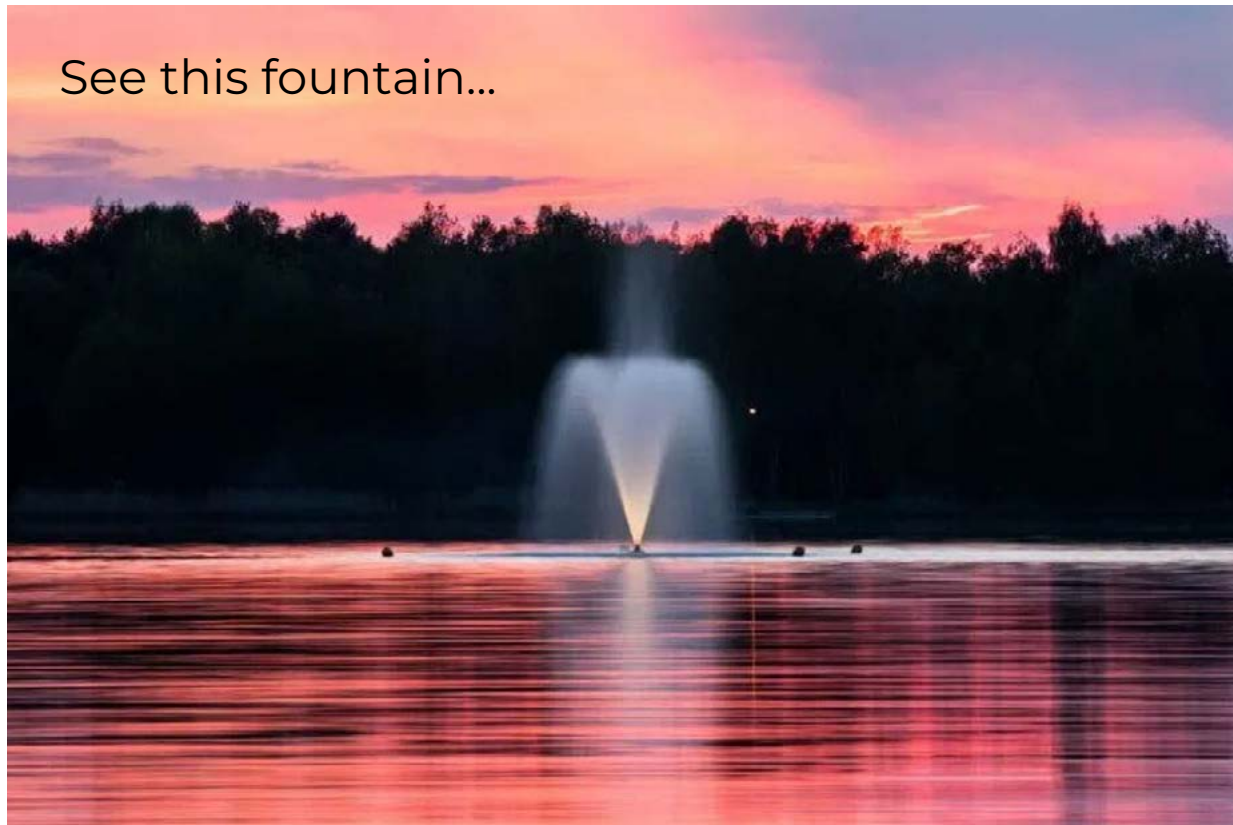
Appendix 1 - Survey 1 screen shot JAN21

Appendix 2 - Survey 2 screen shot MAY21

Hypnotherapy script mentioning the water and the fountain:

See this fountain...

How ever you see this fountain, picture it very vividly, in as much detail as you can.

You notice the water is crystal clear, but it also seems to glow with golden light.

Touch your hand to the side of the fountain and feel the way it is built, and how sturdy it is.

Now dip your fingertips into the golden water and you feel a profound relaxation it gives you in your fingers.

You dip your entire hand in this healing water.

The pleasure that this water brings you is so wonderful that you must have more, so gather some in your right hand and splash it onto your left forearm, gather some more and cover your upper arm and shoulder with this water.

The moisture on your skin is glistening in the sunlight similar to how diamonds reflect light.
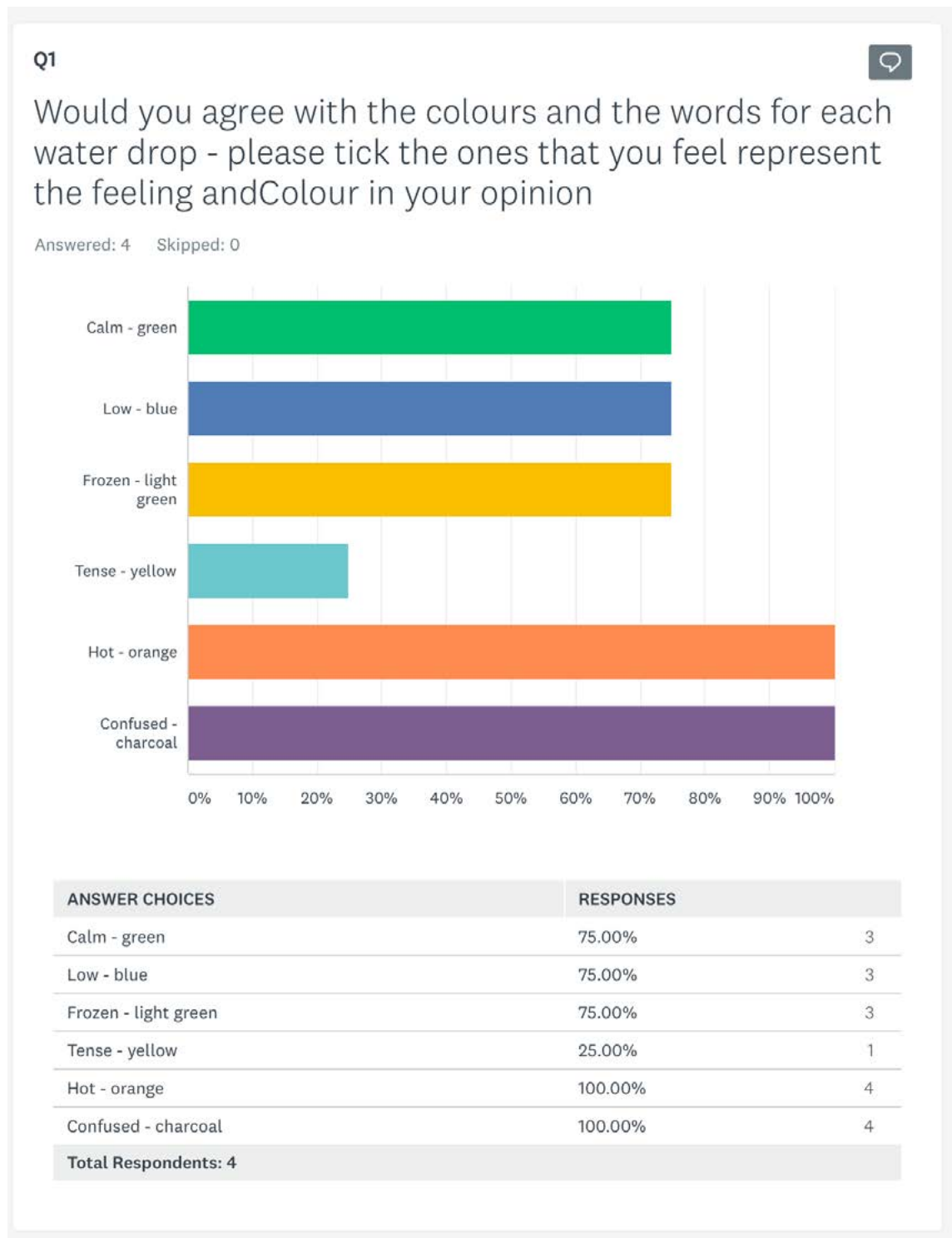
Full script foudn here:
https://mindfulnessexercises.com/visualizing-a-fountain-for-healing/
Other research:
https://www.allinahealth.org/healthysetgo/thrive/the-health-benefits-of-guided-imagery

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Appendix 4 - Survey 3 screen shot JUNE 21: change the blue

Q1

Would you agree with the colours and the words for each water drop - please tick the ones that you feel represent the feeling andColour in your opinion

Answered: 4   Skipped: 0

ANSWER CHOICES	RESPONSES	
Calm - green	75.00%	3
Low - blue	75.00%	3
Frozen - light green	75.00%	3
Tense - yellow	25.00%	1
Hot - orange	100.00%	4
Confused - charcoal	100.00%	4
Total Respondents: 4		

https://www.surveymonkey.com/results/SM-NKWZDQ3V9

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Appendix 5 - Brand Building doc

Brand building for Anxiety App
DM7910 AR and VR S2 2021

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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.
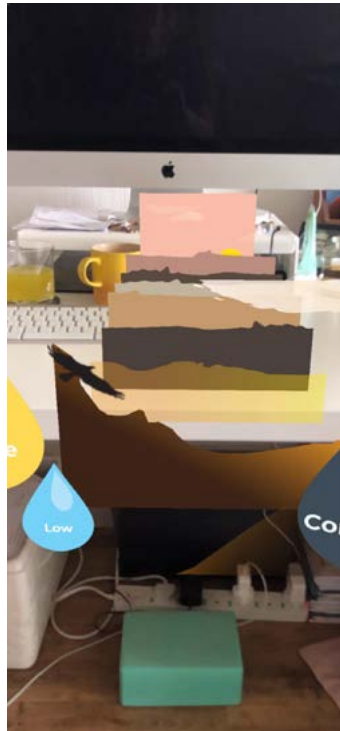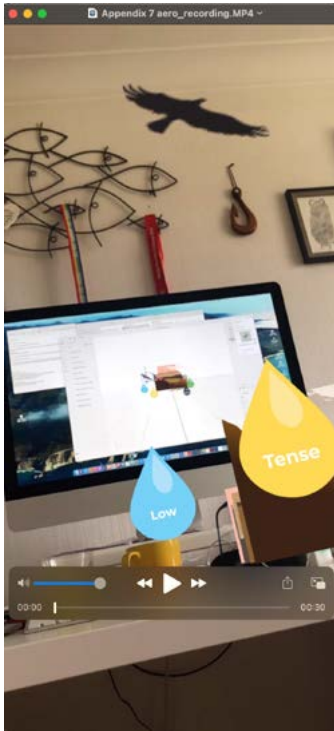
Your brand personality
How do you want people to feel the first time they encounter your business?
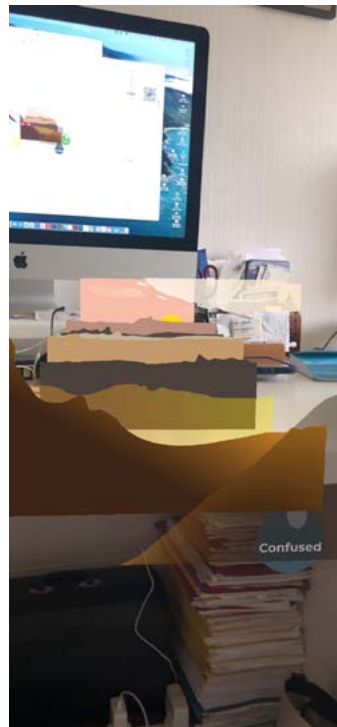A space to call their own, a go to place for answers and help.
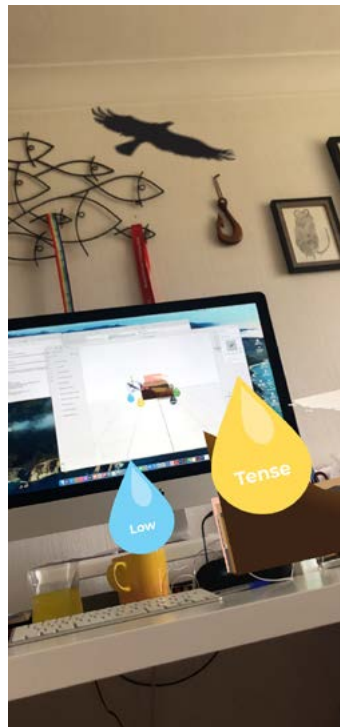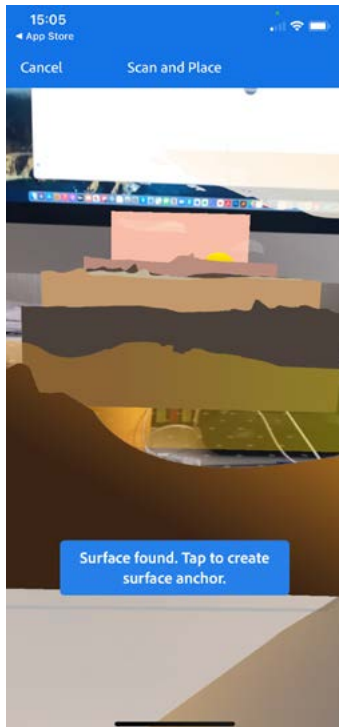
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Appendix 6-7 are aero recordings - static here
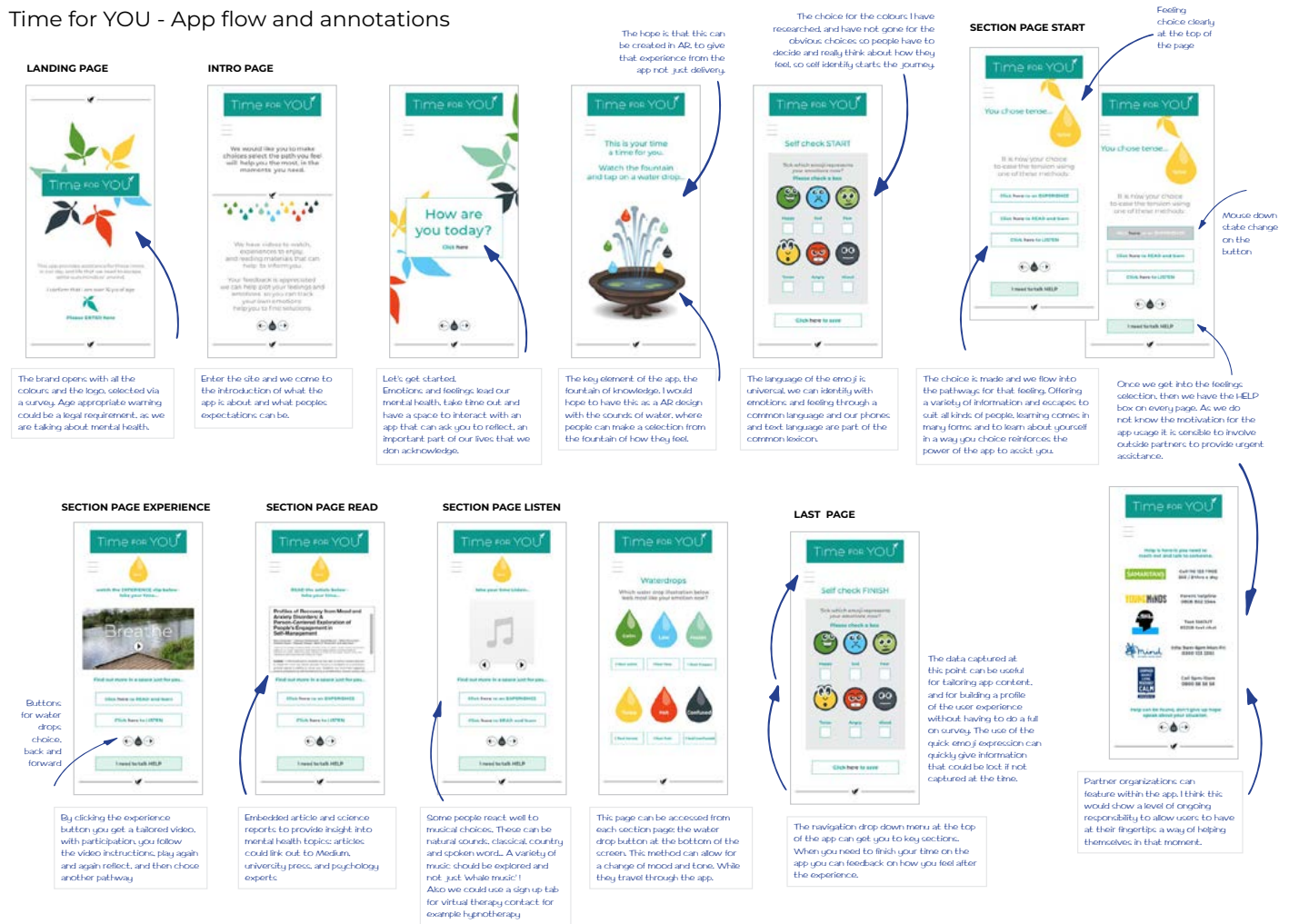

Appendix 8 - aero static images of AR landscape

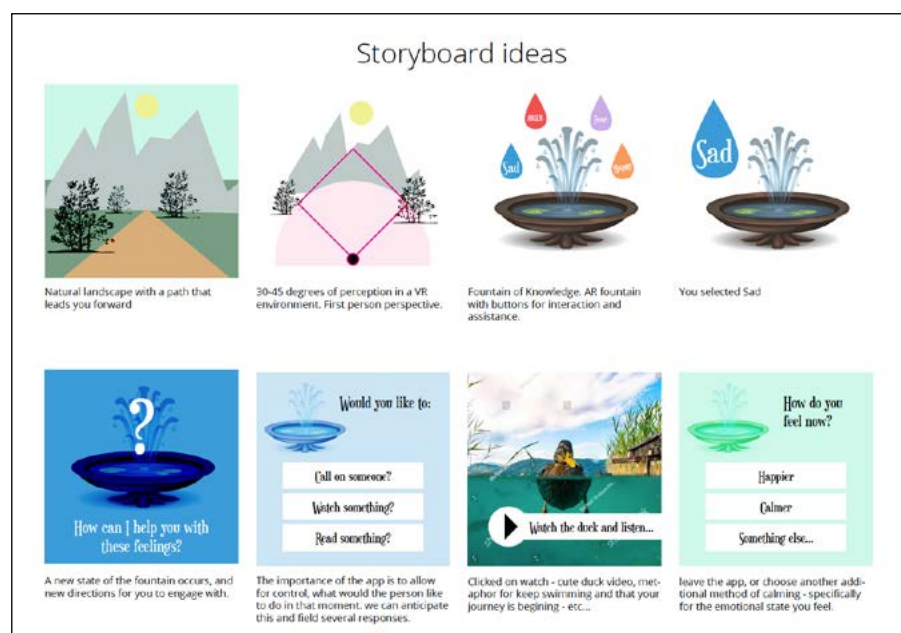# Appendices

Appendix 9 - Landscapes x 4 designed by T Scahill

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Appendices

Appendix 10 - annotated app storyboard

Time for YOU - App flow and annotations

Appendix 10 - storyboard

from proposal doc

Appendix 11 - brand build colurs and characters