

# **Project 2:** Visualising Mental Health

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# Nature Venture

## Design Rationale

Our mission is to cultivate mentally healthy habits for students. While understanding that the pressure of achieving a healthy work-life balance between studies can often lead to stress and anxiety among students. That's why we believe in the power of developing healthy and more importantly, consistent habits. This can be something as simple as a 10-minute walk, whether it's incorporated into your daily routine or scheduled weekly, can make a significantly positive difference.

In order for us to address these challenges, we have developed an app concept as part of our brand. This app aims to break users out of their daily routines, which may be playing a role in their mental stress, and introduce them to new environments and people. We are excited to promote the functionality of our brand during UniSA's Orientation Week, where we encourage students to reach out, engage with the app, and embark on exciting adventures in local areas while being able to connect with new people. By leveraging the power of technology and social interaction, we strive to create a positive and transformative experience that enhances students' well-being.

Nature Venture aims to deliver a light hearted and fun approach in order to make its users feel like getting out into nature is something they can have fun doing without feeling like its a chore or to be taken too seriously. Bearing this in mind, Nature Venture aims to encourage people to reach out and interact with new opportunities and people in the areas around them through a form of geocaching. Enticing people to get out and explore in nature and therefore be rewarded with a sense of accomplishment as they progress in finding novelty items. Whilst having a mobile application that can give prompts to the user while using the app. Such as additional clues, fun facts or real use vouchers directing to another location, which helps to promote continuity of habits within the activity, overall making the person feel excited and wanting more. This will help people to not only get themselves out of their comfort zone but also creates a new foundation for people that also enjoy or can start to participate in the experiences while meeting new people.

### What is the contexts that impact this group?

Our goal is to encourage people to get out and interact with new opportunities through a form of geocaching. Enticing people to get out and explore and be rewarded with the sense of accomplishment by finding this, whilst having a scanner that prompts the user with a prompt of some sort whilst may give an additional clue or voucher to another location, which promotes continuity with the activity. This makes the person feel excited, for instance the scanner gives them a voucher to a local cafe etc. This causes people to not only get themselves out but also creates a foundation of people that also enjoy the same experiences, and meeting new people.

Encourage students to get outdoors and take time to connect with nature and/or socialise about any troubles or concerns that they may have as people can often find it difficult to open up and feel at ease with an individual rather than a standard social setting.

### What are you hoping will change?

Often change can be worrying or off putting, though can also shift mindset overall. Our goal is to encourage students to experience change in new environments that they may not often be there in their regular routine.

Typically I find it worrying to dedicate time towards alternate activities as a fear of not excelling enough in dedicated study or work. Though more or less with portions of time gives a sense of clarity and encouragement as a result.

### Audience:

Young Adults / Students 18-25  
(More accessibility to these activities)

### What is the contexts that impact this group?

25-45 can be a bit of a tricky age group as these people may be more inclined to working or having everyday commitments on top of their studies that lead to having minimal leisure time for themselves. So it may be hard for them to adapt to different habits and activities outside of this ultimately causing more stress maintaining these responsibilities.

### What are you hoping will change?

Being able to take the person(s) out of their daily routine and seek new and healthier habits in nature that could help maintain a healthy balance both mentally and physically. Being able to help organise the time amongst family and/or friends.

### Audience:

Young Adults / Students 25-45  
(More accessibility to these activities)

## Mentally Healthy Habits for Students

### What are we trying to achieve:

Talking / Communicating interests and troubles to help students that may be suffering with anxiety or depression surrounding their studies or social standards?

Creating a foundation suggesting to focus on hiking (nature)

### What is the contexts that impact this group?

Encourage students to get outdoors and take time connect with nature and/or socialise in an open and interactive environment that can help learn and experience different aspect.

*MOD experience*

*Nature sound experience. Calming*

### What are you hoping will change?

Make students feel a sense of relief and having a refreshing outlook Experience can encourage people to want to go out and go hiking and experience what there is available to them. This will also target and educate people of all health types, suggesting different activities and trails. (?)

### Audience:

Young Adults / Students 18-40  
(More accessibility to these activities)

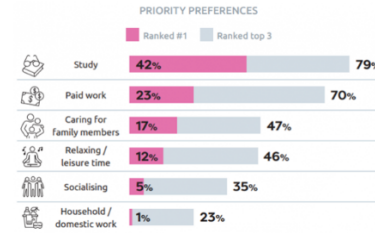
### How can we create connection with this audience?

*ie: if you are in mental distress a hospital might have slow or non impactful response, what would be something that can help?*

Social media Campaign, Public Transport, Posters. (University, Cafe)  
Interactive screens.

## KEY TAKEAWAYS

1. With over 80% of students working while studying, it is vital that the Higher Education sector evaluates how it can better support students in balancing their work and study commitments. This might be the reevaluation of study workloads, or considerations for expanding scholarships to better support students in their prioritisation of study (with 8 out of 10 students reporting that they would like to prioritise their study).
2. Though students continue to aim high and achieve their grade aspirations, stress frequency is experienced differently by students who achieve a Credit, D or HD grade (significantly less likely to feel stress weekly or more – 70%) vs students who achieved a Pass or Non-Pass (79%). Here, the sector needs to review how they can better support students across all levels of academic attainment to alleviate stress, but especially students achieving a Pass or a Non-Pass grade.
3. Students wanting a connection with their peers correlated with higher stress frequency (74% feel stressed weekly or more) compared to 66% who are happy with their level of connection with other students. More focus is needed to better support students' connection with their peers, possibly through social events or other opportunities where students can connect both inside and outside of the classroom.



Q. If you could choose, how would you prioritise the following, in terms of how you would spend your time?\*

### Survey Result

The students surveyed said the following mental health issues impacted their study in the past 12 months:

- Thoughts of self-harm or suicide: **35.4 per cent**
- Feeling stressed: **83.2 per cent**
- Lack of energy or motivation: **82.1 per cent**
- Feeling anxious: **79.0 per cent**
- Low mood: **75.8 per cent**
- Feelings of hopelessness/worthlessness: **59.2 per cent**
- Trouble sleeping: **55.6 per cent**
- Panic: **52.7 per cent**



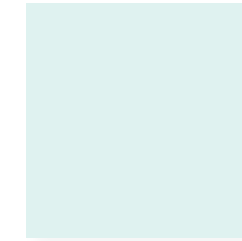
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 RGB 167, 31, 35  
 CMYK 23, 100, 100, 17



**Warm Orange**  
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 CMYK 2, 0, 0, 0



**Warm Yellow**  
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 RGB 26, 14, 14  
 CMYK 67, 70, 66, 82



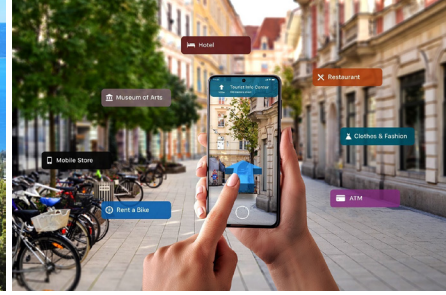
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 CMYK 67, 70, 66, 82



<https://www.google.com/url?url=https://www.earth.com/news/2012/02/2012-02-20-10-best-european-hiking-destinations-where-you-can-reconnect-with-nature&psig=AOvVaw1rdRZAZKDr1l8rPrnOz&ust=1683610589111000&source=images&ved=0CBQhQhFwoTCND61qqa564CFQAAAAAAdAAAAABAE>



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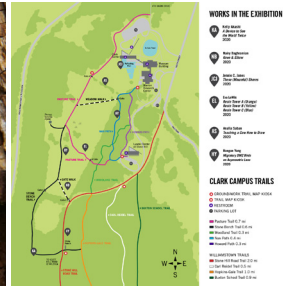
<https://statusneo.com/augmented-reality-and-tourism-industry/>



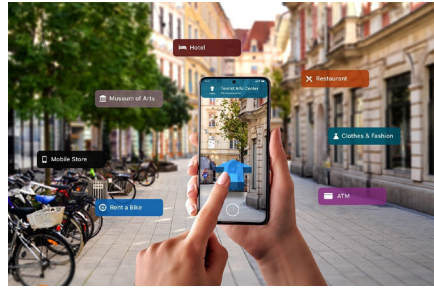
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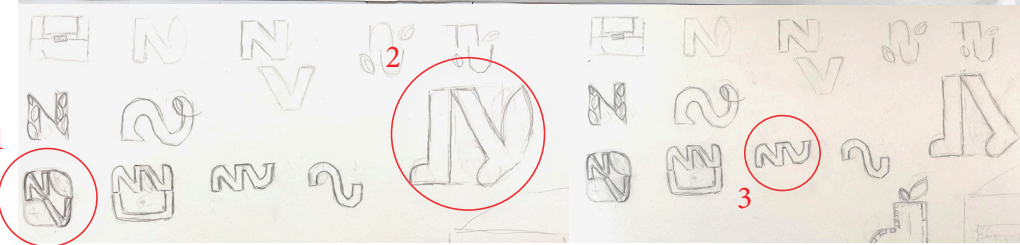
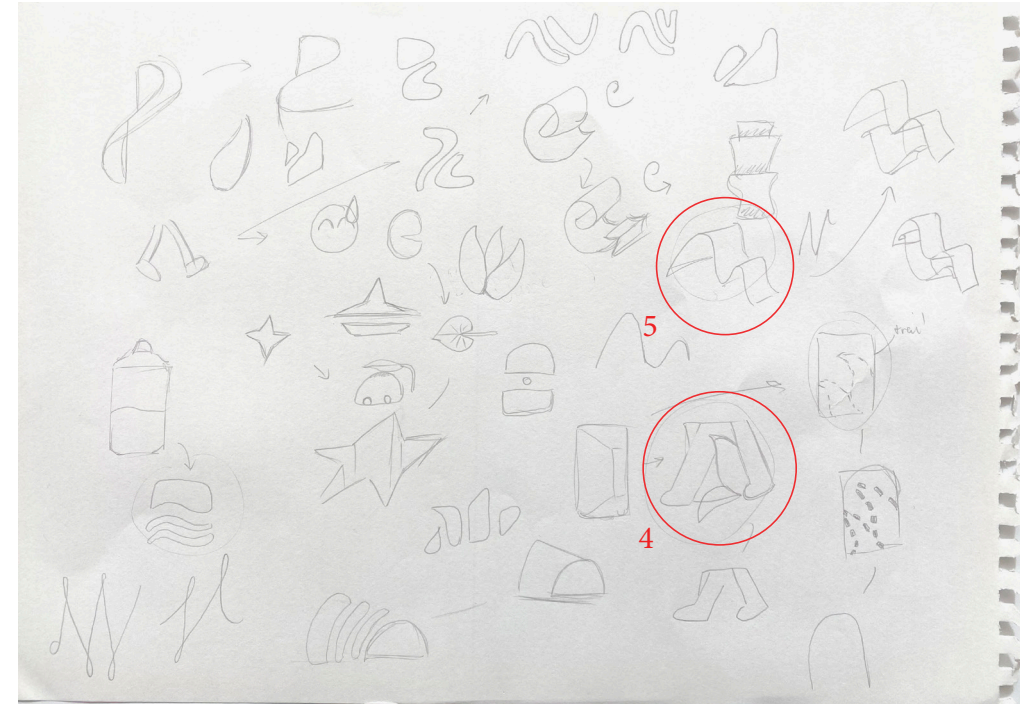


<https://www.clarkart.edu/microsites/ground-work/trail-map>

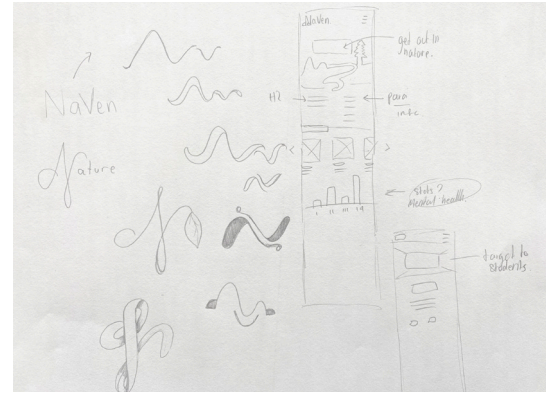


<https://statusneo.com/augmented-reality-and-tourism-industry/>

6 Research  
Product Inspiration



7 Initial Development  
Sketching and Defining Parameters

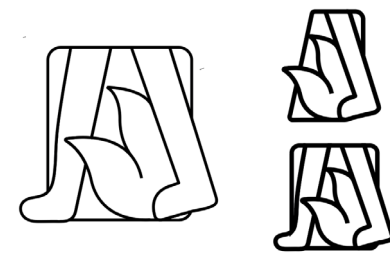
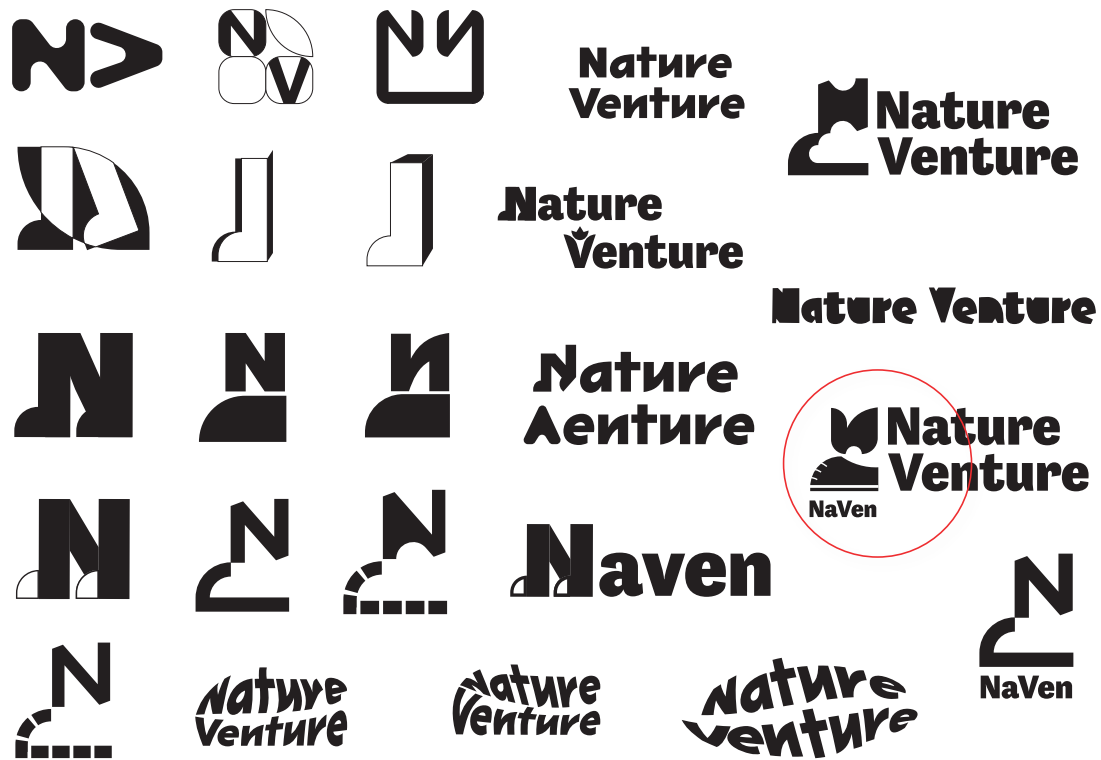


Logo Development

While developing our research and inspiration, our goal was to each draw as many logo concepts as we could in order to find a concept that best fit our target audience and brand guidelines. Experimenting with both Icon and typographic style logos.

Exploring *key principles* of the brand, such as

- Nature
- Health
- Walking
- Paths
- Movement

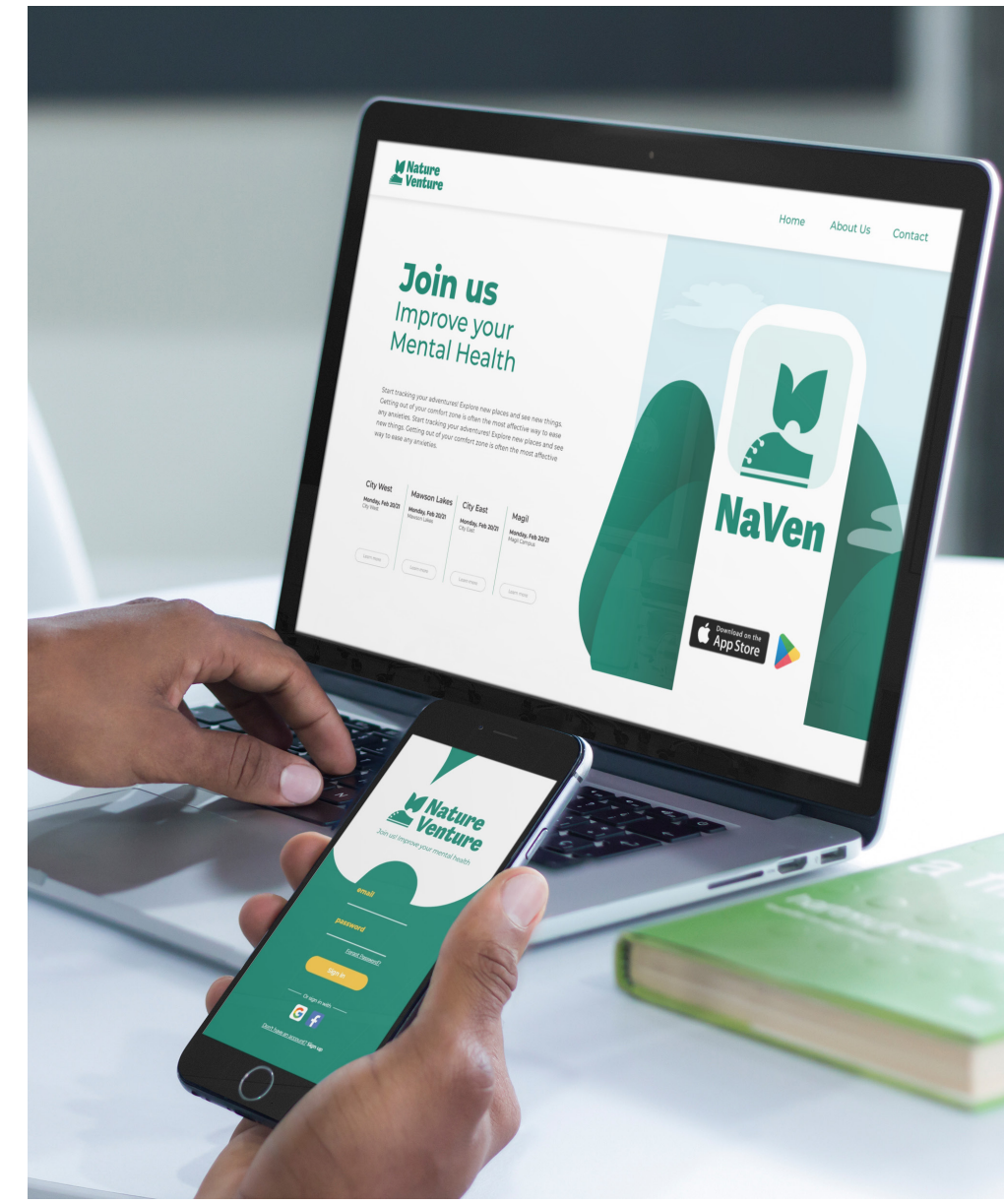


**Logo Refinement**

Picking out a range of our strongest logo concepts, we began to stylise and further develop these into a more solidified design that could affectively capture and communicate our brand to an audience.

Carrying our focal aim toward being a shoe. Indicating our brand audience to get out into nature. Though, this logo mark appeared bold and formed a greater sense of personality.

Accompanied with its soft shape and edges, lessens the drive of a serious nature that is better seen in opposing options.

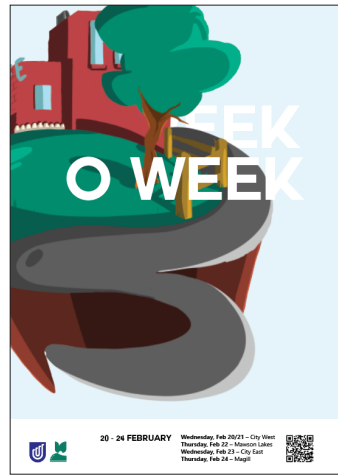






### Poster Development

Due to previous feedback, we used the information that was given and aimed to develop a product that showcased the city landscape that could be better imagined amongst its viewerbase. Whilst showing buildings, walking trails with an added touch of nature and wildlife..



### Background

Included the blue brand color. Does not has a strong impact to an audience.

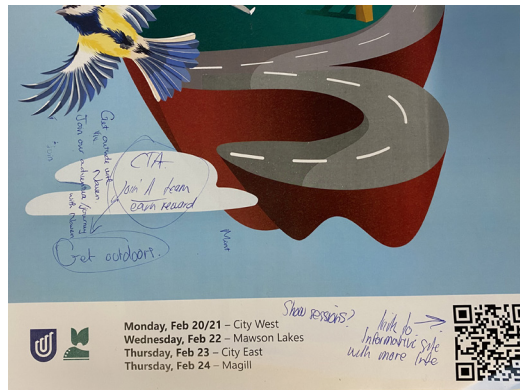
### Imagery

Imagery Is still in a rough standard, will be needing more refinements and connection with local areas and audience.

### Poster Development

Due to previous feedback, we used the information that was given and aimed to develop a product that showcased the city landscape that could be better imagined amongst its viewerbase. Whilst showing buildings, walking trails with an added touch of nature and wildlife..





**Notes.**

Develop a stronger CTA that can better represent the goal of the brand.

- Get outdoors
- Join a team etc.

Link the QR code to an informative page that helps the user get the user involved with purpose.



**Illustration**

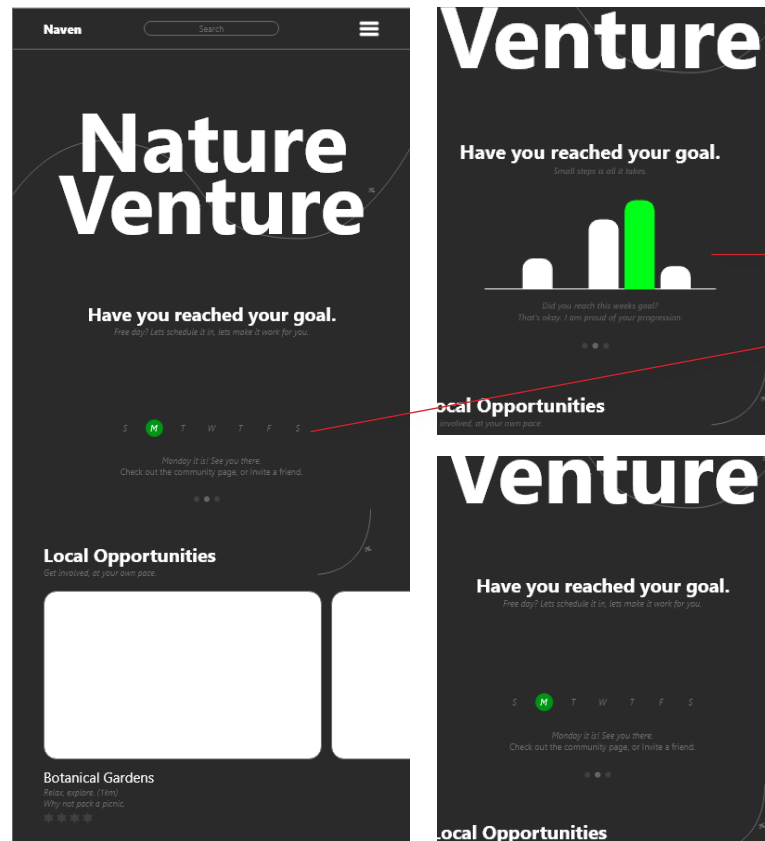
Altering the stylisation of the birds illustration in order to carry over the gentle stylisation to carry brand consistency.

**CTA / Tagline**

Including a tagline to better represent what the event is.







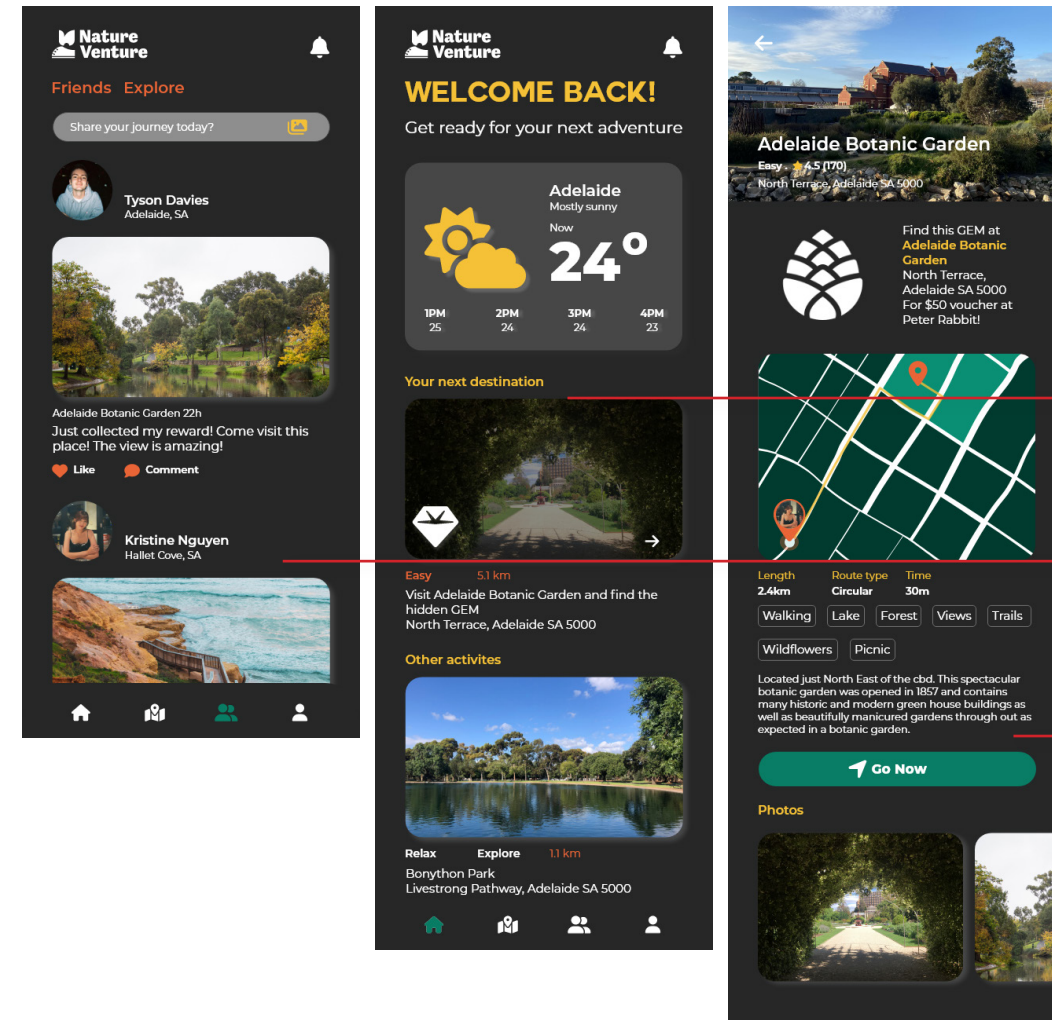
Developing daily/weekly statistical data regarding the users progress.

Finding the time to work things in to your schedule can often be tricky. This can prompt the user to create opportunity.

### App Concept 1

Exploring the use of layout in black and white to ultimately gain an idea of how things sit opposed to only looking at it from a visual standpoint.

In this stage, being able to develop different functionality and seeing how people would react to different types of information.



### App Development

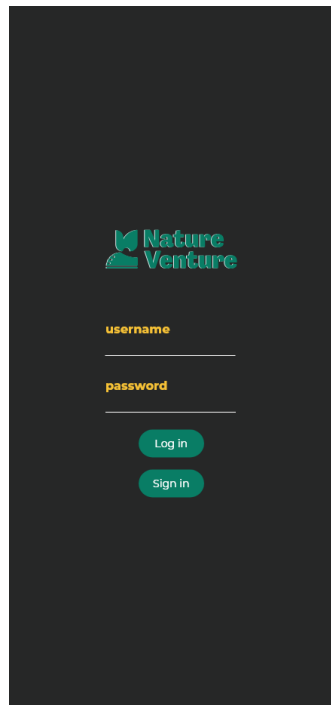
Developing the app in a new and fun style that can be easily perceived and has a straightforward delivery.

*These pages share the community, home and Location page.*

Creating a sense of **community** is important within the brand goals. Making people feel connected amongst each other.

On the **community page**, this shows the user different locations, reviews, and ratings that people and friends have contributed.

Whilst the **Location page** gives further information regarding the area. This is Accompanied with a description and other key words to help better describe. Which can be filtered through by the user and photography.



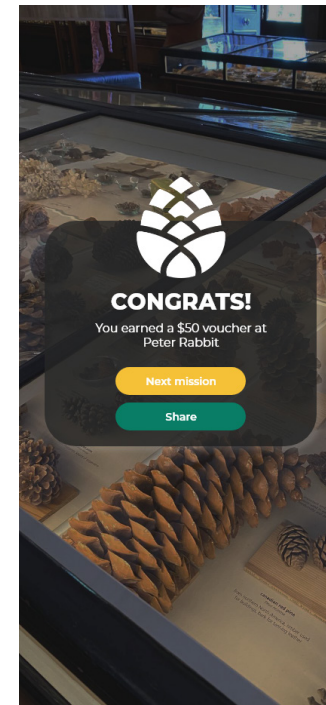
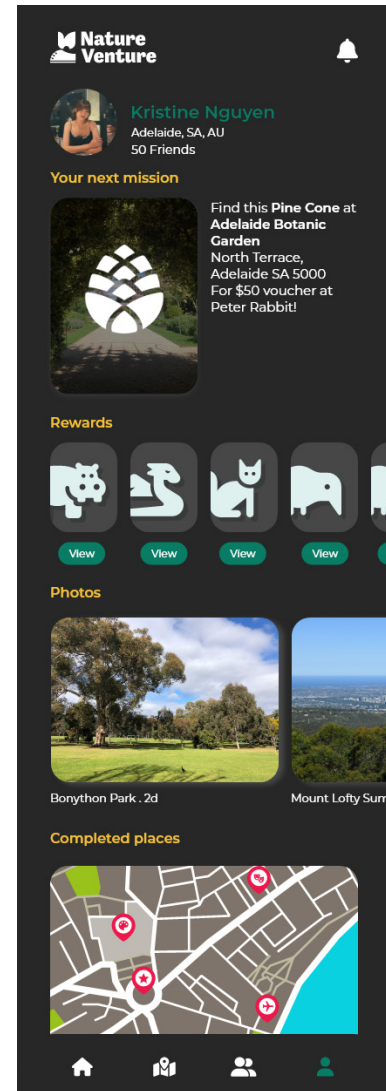
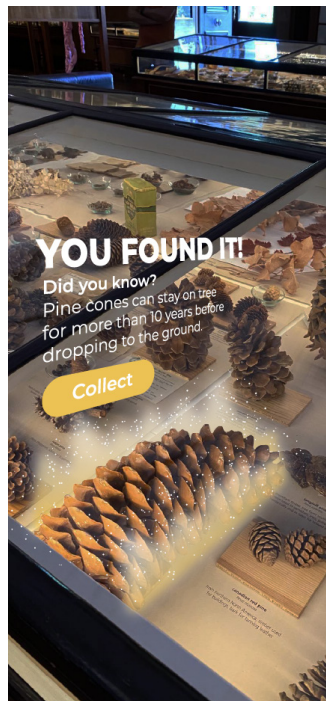
### App Development

Developing the maps and AR system to give a the application more depth for the user to be able to gain a bigger understanding about the surroundings, whilst being given hints and suggesting information to follow along with to make it more interesting to follow along.



### AR Visual Display (Explanation)

As shown in the images, appears in a progressive order to show. (1) User looking at the map location. (2) User having visible map trail on the screen alongside some display information to better inform the user. (3) The user has followed the trail and found the reward with a fun fact accompanied with a novelty reward.



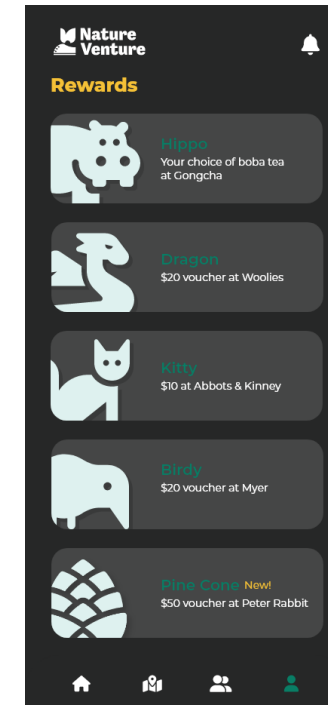
### Reward Capabilities.

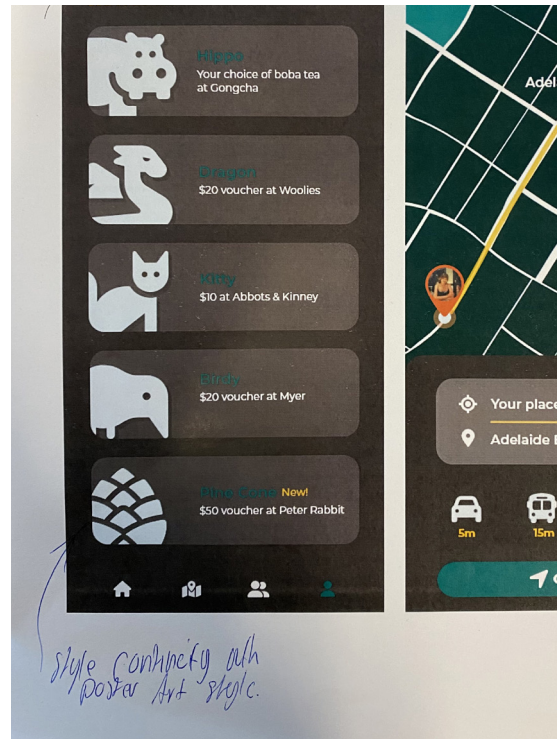
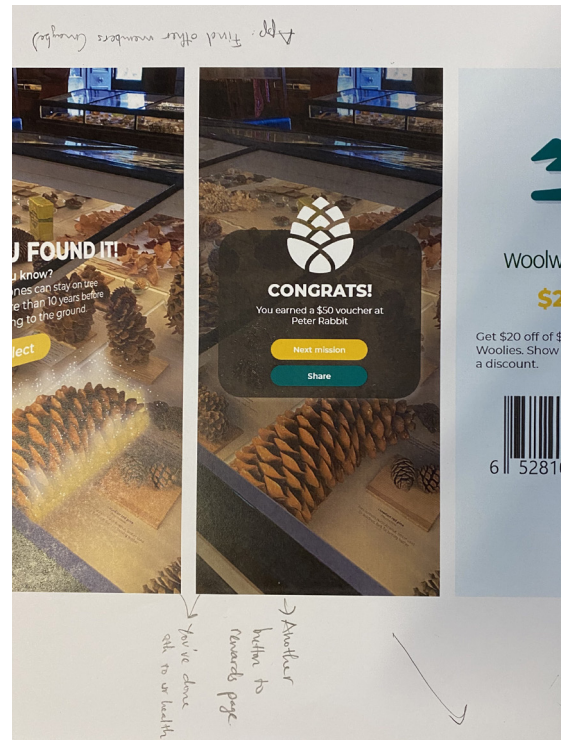
Rewarding the user with a reward enables the user to feel a sense of accomplishment upon completing a set task, for generally getting out for the day.



### Reward Capabilities. (Explanation)

When going through the user display, (1) Once the user has been able to find the reward. They will be congratulated by a prompt. (2) Visible scanner that can be provided at a said location. (3) Access to view all users rewards that may have been earned prior.





### App Development

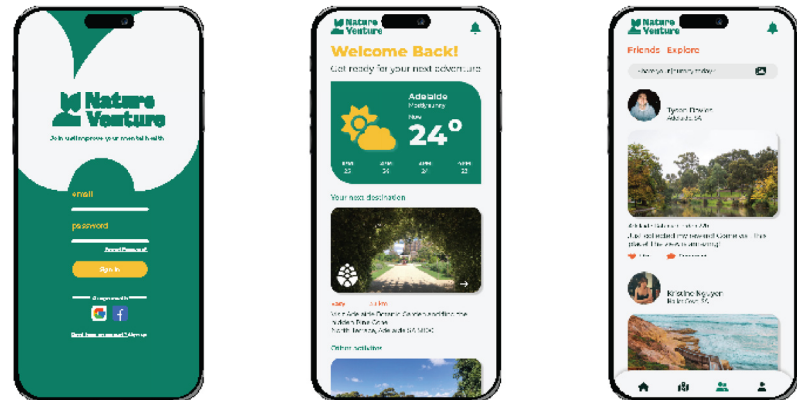
Whilst we are now reaching the finishing pages of this brand, we have taken the feedback on board about perhaps not being entirely coherent with the other components of the brand.

### Notes.

Reflect on brand consistency.

Dark mode carries a more serious tone (Consider color scheme)

Illustration is not carry a strong consistency with the campaign.



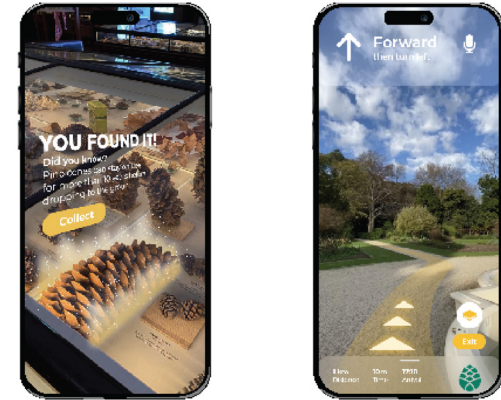
### App Development

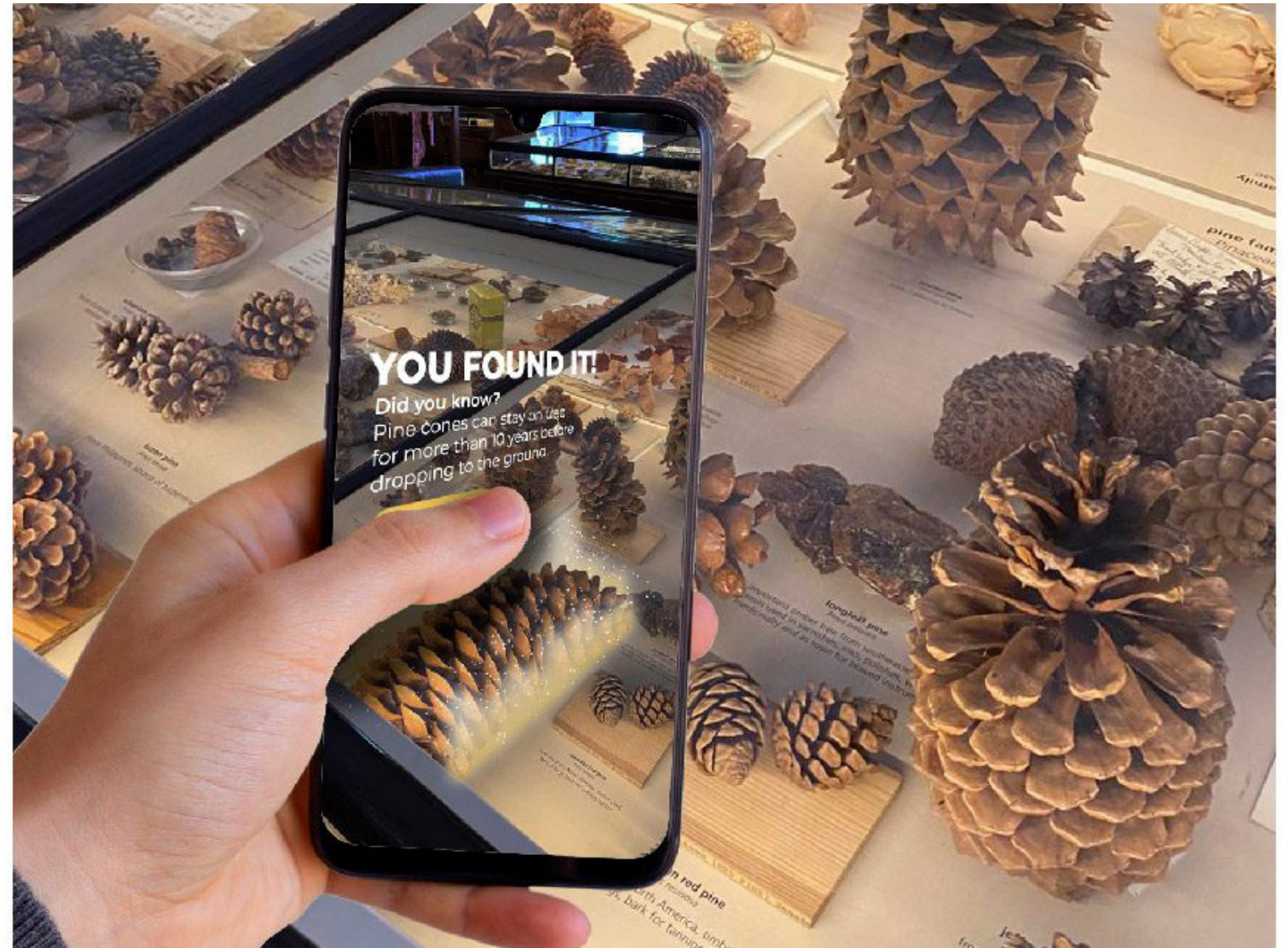
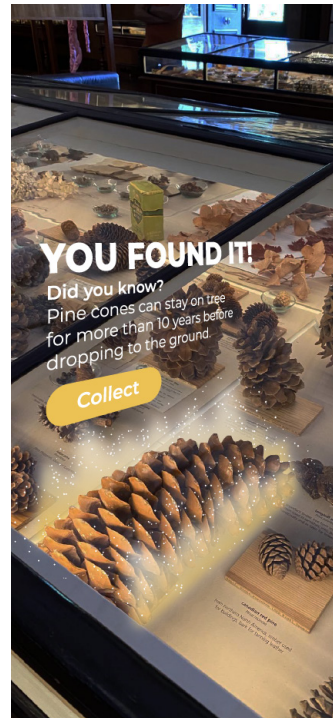
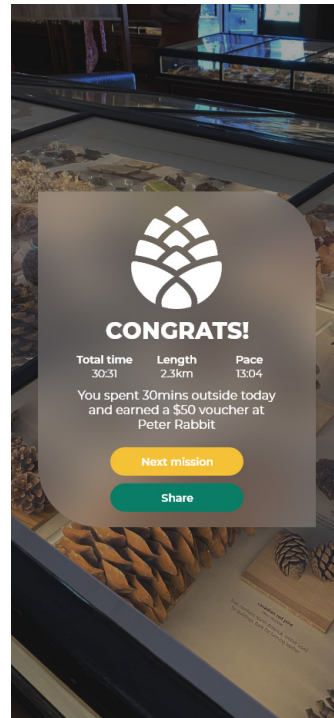
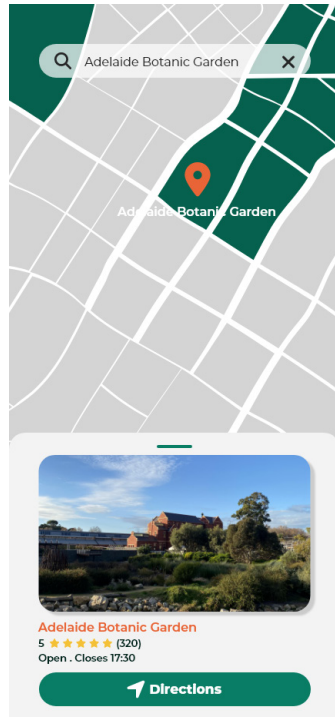
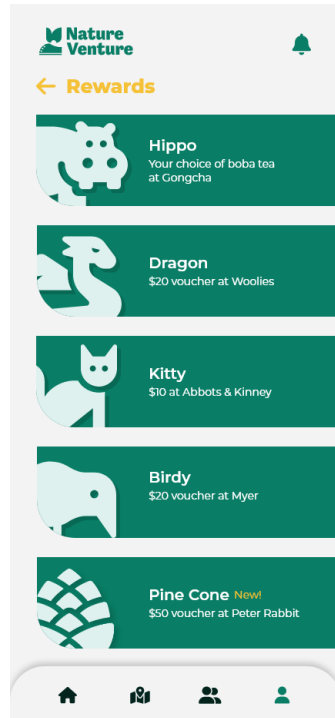
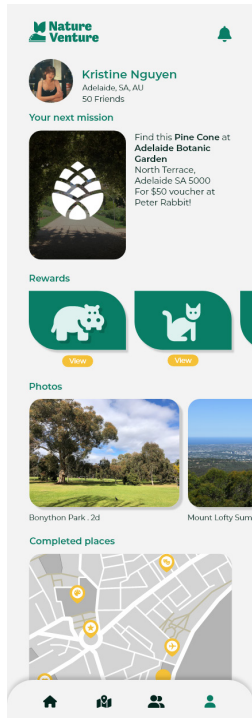
With recent feedback, we have adjusted the app colorscheme and some general alteration amongst the layout. Overall shifting the colors to consist of something that appeared more bright and lively to the user.

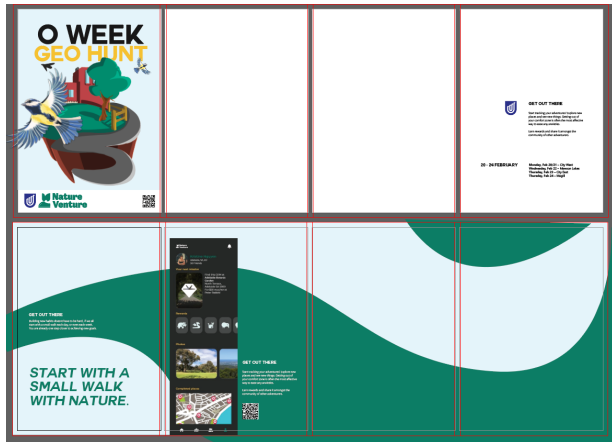
Though this could also be considered personalised - light and dark modes based on user preference.

### Login Page.

When viewing the login page, comparatively there is a major difference in accessibility and general delivery. The login option has **enabled login** or sign up feature through either a Google or Facebook account for better ease of access -







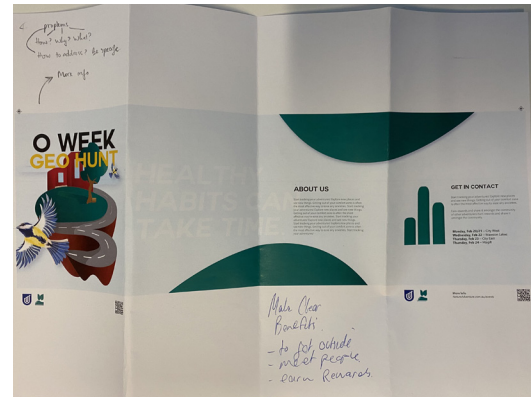
### Brochure Development

Developing the product brochure, we aim to deliver a level of consistency with the developed campaign poster. This has used the same imagery and typeface. Using these slides, we have focussed on promoting small notations about 'Starting Small', regarding the user / students habits.



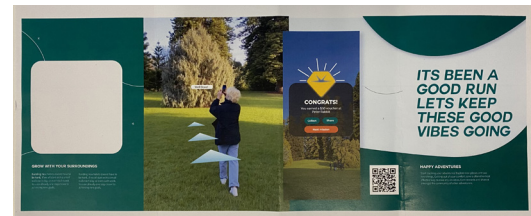
### Brochure Development

Whilst developing the given style. We have implemented taglines to help ensure an audiences connectivity with nature..



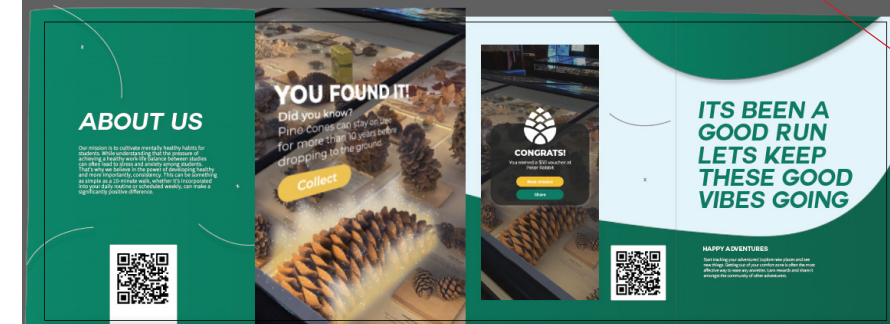
### Brochure Development

Developing the product brochure, we aim to deliver a level of consistency with the campaign poster. This has used the same imagery and typeface, though has much more informative delivery.



### Brochure Development

Whilst analysing the appeal in the design prior. Recognised a handful of faults that needing addressing. This is immediately seen in the imagery and the About us page being shifted and better addressed.



### CTA / Tagline

Shifted the Layout to accurately reflect the correct way of opening a booklet on print. (Right to Left)

### Join us / Tagline

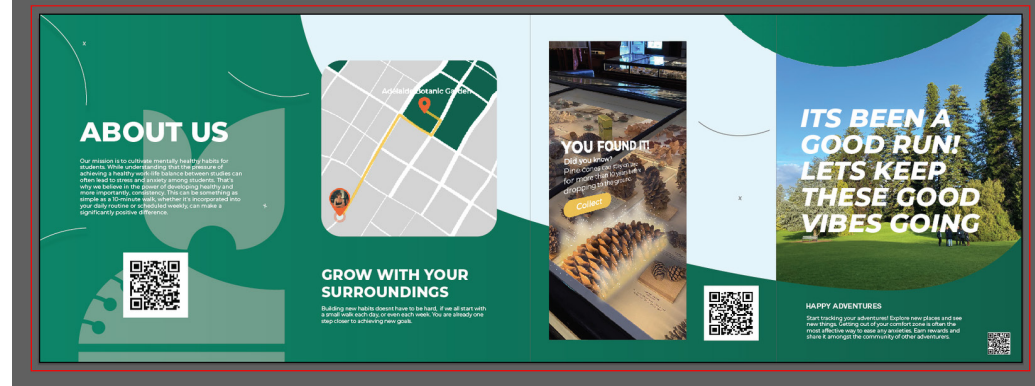
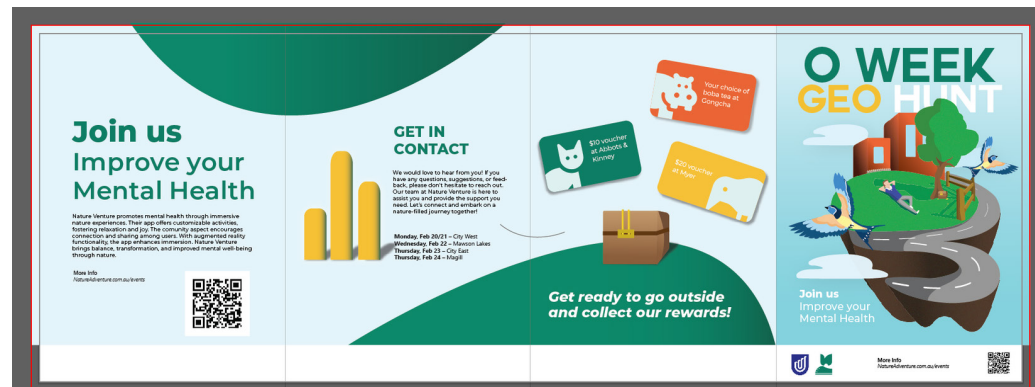
Whilst our aim was to ensure downloading the app and getting involved. We implimented a more direct and informed the target about the Mental Health aspect.

### Mapping Insight.

Giving the user a greater insight into the general use of the app. Whilst this is additionally handed out around uni campuses. Focusses its attention to a local attraction.

### Imagery

Updated with newly updated AR presentation page.



### Brochure Development

Taking note from the previous feedback, we have been able to adapt and consider new ways of delivering our desired information, to best reflect to the audience. Whilst keeping the consistency of it the same, the delivery has tried to express the 'Act of' and the reward of becoming involved.



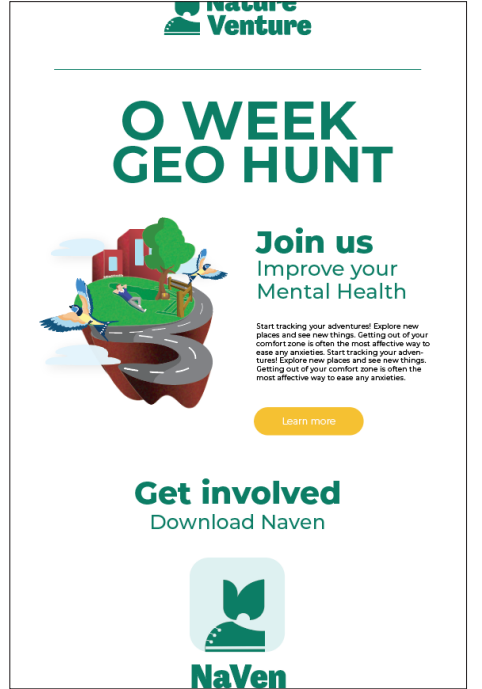


**EDM Development.**  
Using a very basic outline, we have used some of the brands basic additions in order to help portray the brand and its general aim.. Such as the icon of the Acorn and Hippo alongside the additional photographic imagery to better explain the brand goal.

**Imagery.**  
The imagery provided aims to deliver the audience a general grounding of the event taking place.

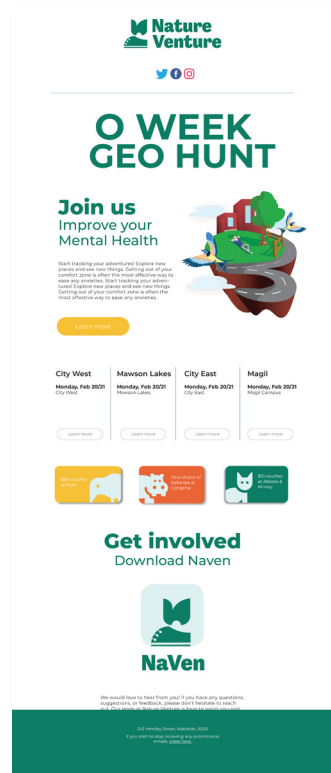
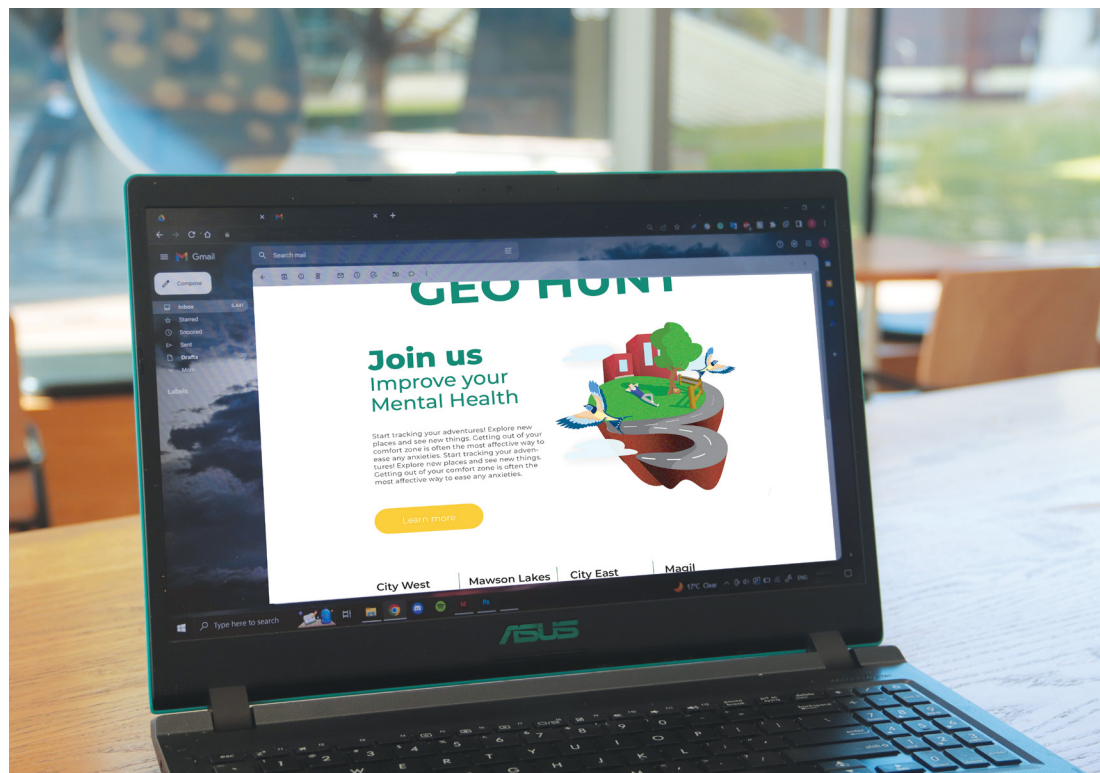
This unfortunately does not convey any local areas around the campus and may need a change in delivery.

**Color Scheme**  
Trying to impliment the brand color may be feeling too bold and not be creating clear heirachy or visual flow.



**Update**  
With the previous concept not carrying over so effectively, we began exploring different options of color and use of placement.

**Imagery**  
Illustration is seen and processed before the text. Consider Shifting to the right side of the text.



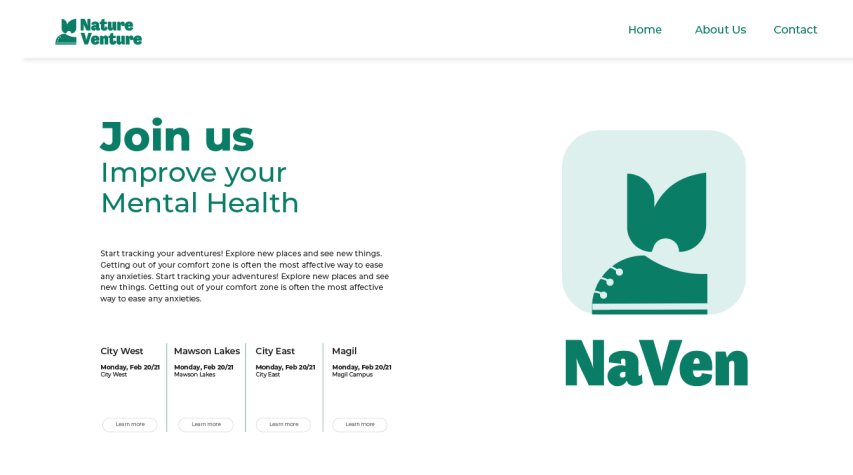
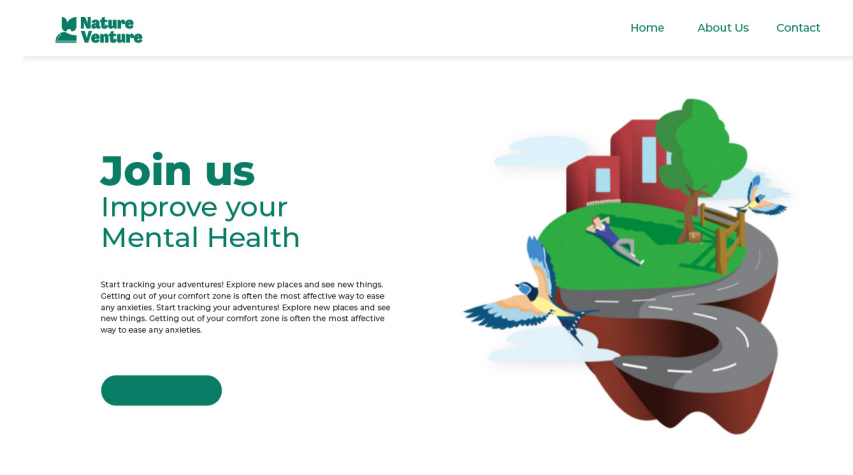
**Brand Consistency**

When starting brief concepts for this website, we have aspired to have a clean and to the point design using the negative space whilst still having all of the delivering information with clear spacial flow. Determining the use of dates and times, or rather a button link that delivers more information was key in creating a form of CTA or stand out.

**Brand Consistency**

Pulling over other assets from our previous deliverables, enabled us to showcase the alternate dates and locations. with 'Learn More' buttons that can take the user to view further information regarding the event.

Additionally, It was vital that when the QR code is scanned, we ensure to show of the Mental Health aspect of the brand opposed to being a direct download link. This ensures the user is aware of the purpose of the brand and the particular event.







<b>City West</b> Monday, Feb 20/21 City West	<b>Mawson Lakes</b> Monday, Feb 20/21 Mawson Lakes	<b>City East</b> Monday, Feb 20/21 City East	<b>Magil</b> Monday, Feb 20/21 Magil Campus
<a href="#">Learn more</a>	<a href="#">Learn more</a>	<a href="#">Learn more</a>	<a href="#">Learn more</a>

# Join us Improve your Mental Health

Start tracking your adventures! Explore new places and see new things. Getting out of your comfort zone is often the most affective way to ease any anxieties. Start tracking your adventures! Explore new places and see new things. Getting out of your comfort zone is often the most affective way to ease any anxieties.



## 10 WEEK GEO HUNT




**Join us**  
Improve your  
Mental Health

Start tracking your adventures! Explore new places and see new things. Getting out of your comfort zone is often the most affective way to ease any anxieties. Start tracking your adventures! Explore new places and see new things. Getting out of your comfort zone is often the most affective way to ease any anxieties.

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**NaVen**



## Join us Improve your Mental Health


Start tracking your adventures! Explore new places and see new things. Getting out of your comfort zone is often the most affective way to ease any anxieties. Start tracking your adventures! Explore new places and see new things. Getting out of your comfort zone is often the most affective way to ease any anxieties.

**GET IN CONTACT**

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**Monday, Feb 20/21 - City West**  
Monday, Feb 20/21 - Mawson Lakes  
Monday, Feb 20/21 - City East  
Monday, Feb 20/21 - Magil


**Brand Consistency**  
These features are carried over from the poster and brochure,



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|---|---|---|---|
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