

# PROJECT 2: VISUALIZING MENTAL HEALTH

Mentally Healthy Habits

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# RATIONALE:

My Friend Mat is a school program that aims to teach children ages 7 - 10 about yoga and how it can be an important tool that can help them manage their big emotions such as stress, anger and sadness. With the help of Mat and his yoga friends, we hope to build a connection between children and yoga so they are able to remember how to practice it to a level that they can do it whenever they want and wherever they want. Through our sessions, we hope children are able to take this practice and continue implementing it into their own lives whenever they are facing hardships, as they know that their friend Mat will always be there to help them when they need..

Our approach offers a different avenue to already existing platforms that consist of online guided videos that engage kids through immersive storytelling. My Friend Mat aims to engage kids in practicing yoga by creating personified characters that they can connect with and easily associate and remember how certain poses can help them physically and mentally. To further engage and motivate kids to practice yoga, we also offer a customization of their own personal yoga mat, featuring their written name as well their chosen characters so children feel more personally involved and so create a connection with their mat to give them more incentive to practice yoga.

To reinforce and encourage this habit, we also provide flashcards for children to use and keep after our program ends, that summarise what they learnt during class. The flashcards feature our characters and their respective pose, the physical benefits of the pose as well as prompts that help them practice a healthy mindset whilst they do the poses. We also include a "Yoga Challenge Calendar" that children can use as they learn and master each pose and understand how this pose makes them feel, they then get to put a sticker on their calendar in the classroom to show what poses they understood and completed that week as an incentive to keep the children on track to develop the habit.

My Friend Mat pushes our mission of wanting kids to continue practicing yoga and implement it as a mentally healthy habit even after our program has ended, where rather than providing a space that children can go to practice yoga, we want to bring the space to wherever the children go.

# GARETH CLASS 1 NOTES:

- Physical mental habits we know, sleep diet, exercise ect. But mentally healthy habits
- Happier, more productive, more connected.
- Sleep physical and mental- meditation is more mental health then physical health.
- Top mentally healthy habits: how to convince people to engage in them.
- Get someone to increase social networks or meditate- draw on their own experiences.
- Habits that stay for years others that don't stay.
- **social isolation \*\*\*\***
- covid-19
- loneliness and social isolation
- long periods of time- isolating but want to be more socially connected but can't seem to do so.
- Understand what ends up leading someone to be socially isolated- personal exp. (how people look) feeling comfortable within yourself.

## Mission:

- Explore multiple mediums.
- app- looking fir more novel ones.
- play in spaces a little less covered.
- clinical tool, public promotion, something inspired by topic.
- Some might be physical prototypes.
- Tangible aspect is more engaging.
- SELF CARE.
- EMOTIONS- MOOD.
- Man cave- mental health in men.
- Think about population and how to reach them and what you want to pass on
- Match studio Instagram account
- Visualizing mental health website
- Design as if it would become a reality.
- Strong branding- all had visual identity.
- Beyond visual identity- go beyond- coming up with an interesting way to communicate that branding to the audience.
- Design thinking.
- List of things you want to achieve before meeting each other.
- Change from current state(problem) to a future state(solution)
- Human centered design framework.
- Designing for people- people in our rationale
- Human centered design, Design management methodology, business and value, design thinking and approach
- Design thinking- IDEO

- Empathise- define-ideate-prototype- test.
- Think about a point of intervention- where might be an opportunity to fix problems earlier on.
- Wicked problems
- Systems thinking- not just in isolation but what else is happening around it or that person's world
- The theory of change
- Behaviour change. What levers do you pull, theory of change is context specific
- Basecamp- slack- google drive- miro-notion.
- Gantt charts
- Johari window
- Mind map
- Atomic happens- environment.
- Behaviour change.
- Dealing with change.
- Meditations for kids, affirmations with kids
- Something allowing people to adjust their goals as we go.

Reflections on class:

- need to decide on either a clinical tool, a public promotion or something inspired by our topic and to really design for a specific target audience.

## GARETH CLASS 2 NOTES:

Topics:

- Mental health as a concept
- Behaviour as a term
- Linking behaviour to outcome and defining a project based on behaviour wanting to change.
- Important drivers of behaviour- why do people follow through with change of behaviour, can we utilise some of these drivers in our project.
- Behaviour- observe and track but also what goes on in their head, mental routines in their head.
- Three things they are grateful for.
- New behaviour, limit behaviour, intensity or quality of a behaviour (modify it)
- What is the mental health outcome I want to change and what am I going to get the person to do differently.
- Points of intervention- when is the best time to design something to get that. Person from here to here.
- Reduce stress levels to do regular relaxation strategies. – how often do they do it by themselves with other people?
- **Outcome – behaviour next challenge is people's resistance.**

- Behaviour changes wheel (ucl academics) B.G Fogg tiny habits book – atomic habits.
- **Drivers: 1. Precisely described- eat better vs eat this specific vegetable. 2. Good instructions- easy to do- go meditate – don't know what that means and how to go about it, ask to do something easy- tiny habits then increase. 3. Motivate the, -underlying reason. Identifying why they will change 4. Modify the environment- change diet – change what they put in the fridge and cupboard. 5. Rewards- giving themselves a reward for following through, help self-reflect and problem solve- barriers or obstacles will emerge- when an obstacle occurs, a person stops their goal.6. Queues or reminders- things in an environment that reminds us what to do. 8. Try to make it fun and enjoyable if possible- some unpleasant in the moment but good outcomes in the past. Presence of a podcast with music makes you more likely to go on the walk.**
- Reducing stress (outcome) and engaging in relaxation strategies. (behaviour) –
- My Friend Mat- app plus yoga matt (drivers) intervene with kids before it happens.
- TV Shows where they get out their mats
  - 2 dimensions decreasing stress increasing positive experiences
  - 90 interventions that bring positive things into peoples lives
  - “Greater good in action” greater good science centre
  - Term habits- talking about 3 things- behaviour unconsciously. Routines repeated in the same way each time, ritual- beneficial- attached to this method as it has deeper meaning.
  - Mindfulness, exercise- gratitude sleep, eat, nature, social connection, active expression.
  - Pick a demographic where it is most beneficial- journaling for men. Example
  - Mechanism- how does behaviour lead to the mental health outcomes- may not be necessary but might become part of the actual product.
  - How does. Meditation reduces anxiety and stress- reduce cortisol increase dopamine. – how to communicate that to children
  - Think about the drivers – what they will engage with – convince or persuade

# INITIAL RESEARCH:

Different aspects that can help mental health

**The Big 5**  
THINGS YOU CAN DO FOR  
BETTER MENTAL HEALTH

Research has shown there are five types of actions that are strongly linked to good mental health. We call these 'The Big 5' and we know that doing them regularly can help us thrive and bounce back from challenges.

We believe that everyone should know about The Big 5 — that's how big of a difference they can make to our mental health. These building blocks for good mental health are:

THE MORE OFTEN YOU DO THE BIG 5, THE BETTER YOUR MENTAL HEALTH

- 1. Meaningful Activities**  
Actions which give us a sense of joy, accomplishment and satisfaction. They can be small things, like listening to a favourite song or watching a good show, and they are often fun to do.
- 2. Healthy Thinking**  
Having realistic thoughts about ourselves, the world and the future. This means keeping perspective and treating ourselves with respect and kindness, particularly when things are difficult.
- 3. Goals and Plans**  
These energise and motivate us. Planning gives us something to look forward to and stops us from dwelling on past problems.
- 4. Healthy Routines**  
These are the things we do automatically, like going to sleep and waking up at the same time, which set us up for the day. Other important routines include those linked to our roles and relationships.
- 5. Social Connections**  
Staying bonded to our family, friends or tribe. Regular contact with people we love and value helps us feel validated/part of a community.

mindspot.org.au • 1

## Healthy Routines (Lucy)

*Why is routine beneficial for good mental health?*

- Routine can be enjoyable and fulfilling regardless of whether it's something small or big. Feeling productive and the reward of achieving something that is fulfilling on a regular basis builds healthy habits that support mental health.
- Stress reduction is one of the psychological benefits of routine. Organizing your time can reduce the stress of decision making. Everyday we are constantly making all kinds of decisions and it can often be overwhelming even decisions as small as what to have for breakfast or what to wear.
- Having a plan allows you to feel more in control and the decisions made in advance allows you to focus on making good choices and time to make plans for pleasure.

*What can a healthy routine look like for different people?*

- A healthy routine can mean something different for everyone and is determined by specific values, desires, needs, wants, and lifestyle. Small day to day routine is just as important and

bigger tasks you might set yourself for the day as even a small amount of fulfillment can support mental health and lead you in the right direction. Some examples of small habits that can be achievable daily include; brushing your teeth, eating breakfast, making the bed, doing the dishes etc.

- Habits that require more effort than day to day tasks can lead to a bigger reward and more fulfillment particularly when it contributes to the needs, wants and desires of someone. For example someone might particularly value being active or spending time in nature so a walk, playing sport, yoga, or gardening can lead to the reduction of stress due to enjoyment in these activities. Furthermore, someone who values and enjoys social interactions would benefit from habits and routines involving others like texting or calling a friend, spending time at home with family, coffee with a friend etc.

Moving forward in the development of our solution to encouraging healthy habits, it is important to consider the values, needs, wants, and lifestyle of the demographic we choose to explore and what reward motivates someone to develop healthy habits and whether this person is capable of habits that require more or less effort based on the health of their mental state.

<https://headwaypsych.com.au/blog/mentally-healthy-habits/>

<https://mooditude.app/post/the-mental-health-benefits-of-habit-building-and-routines/>

<https://nyctherapy.com/therapists-nyc-blog/the-mental-health-benefits-of-having-a-daily-routine/>

## **Goals and Plans (Rose)**

*Why does this help with mental health?*

Setting goals and making plans for the future motivates individuals struggling with their mental health to visualise a promising future as they are more inclined and motivated to make positive changes to their current situation.

*What is Goals and Plans within mental health?*

Goals and plans are defined by. <https://www.healthdirect.gov.au/goal-setting>

- Specific—did they define exactly what is being pursued?
- Measurable—was there a clear way to track completion?
- Timed—is there any reference to time frame?

There can be different types of goals and plans within mental health plans, short, long or medium.

Having the ability to change or customise these goals throughout the goal planning process is necessary in order to keep the individual on track, lots of goal setting apps lack this feature.

<https://capmh.biomedcentral.com/articles/10.1186/s13034-019-0288-x>

The Study in the article above showcased that though most young people are setting goals when they engage with youth services, few goals were specific and measurable. Regardless of the goal quality, any form of goal setting **appeared to reduce the risk of patients disengaging immediately after assessment**, and was related to more sessions being attended.

## Meaningful Activities (Tam)

*Why does this help?*

- Paper reviews research of impact and effectiveness of meaningful activity for people with mental health problems
- Majority of studies found that they experienced positive outcomes like **sense of purpose or meaning to life, structure or routine to the day, acquisition of skills, feeling useful, a sense of identity, social interaction and increased social networks, self-expression, improved confidence, aspiration, improved self-esteem**
- Volunteering: no conclusive evidence that its beneficial, some evidence suggests that people can experience negative as well as positive outcomes
- This all small scale qualitative research tho so results can be skewed
- [https://www.ndti.org.uk/assets/files/MH\\_research\\_on\\_meaningful\\_activity.pdf](https://www.ndti.org.uk/assets/files/MH_research_on_meaningful_activity.pdf)
- Having a hobby is great way to spend spare time and unwind from your daily routine, can be learning new skill, doing something outdoors, reading, or musical or creative
- Research shows that people with hobbies are less likely to suffer from stress, low mood and depression
- “Music has multiple mental health benefits – regardless of whether you play an instrument sing or just listen and enjoy. Music can help you manage your emotions and cope with stress, and it’s also a great way to connect with friends.
- Activities can be either personal, solo or with a team like sports
- Activities can be ones that improve self-esteem and social connection by participating in group activities
- <https://www.headtohealth.gov.au/meaningful-life/purposeful-activity/hobbies>
- Purposeful activities make you feel like a **contributor, build your sense of self-worth, and give you satisfaction and meaning.**

*What could be meaningful activities?*

Home



- Cleaning room, clearing house
- Soaking in bathtub
- Having shower
- Watch the sunrise
- Enjoy a meal outdoors backyard, park

#### Outdoors

- Going for a walk
- Meditation
- Joining sports team / playing sports
- Sitting outside in the sun, reading book

#### Work

- Volunteer work for community social connections
- Casual or part time work e.g childrens crossing supervisor

#### Personal

- Journaling
- Meditation
- Doing a different hairstyle
- Wearing different clothes/different style
- Drink a cup of water

#### Creative

- Listening to music
- Playing an instrument
- Drawing / doodling
- Taking photos
- Cooking or baking
- Reading

## Healthy Thinking (Brian)

*Why this helps with mental health:*

- Healthy thinking means to look at the positive, negative and neutral parts of a situation, this means that you look at life and the world in a balanced way not in black and white.
- Sometimes your interpretation of a situation can get distorted and you only focus on the negative aspects, when you interpret situations too negatively, you might feel worse. You're also more likely to respond to the situation in ways that are unhelpful in the long term.
- Can help identify thinking traps e.g. Overgeneralizing, Black and white thinking, Discounting the positives, 'Should' statements, etc.
- Additionally healthy thinking challenges these thinking traps by,
  1. First examine the evidence, try to find evidence against the thoughts you are having. If you make a mistake and begin to self-critical find if there is evidence to support or disprove this thought.
  2. Ask yourself if you would judge other people if they have made the same choice/mistake as you did, are you harder on yourself than you are on other people?
  3. Survey people to find out whether other people you trust and love agree or disagree with your thoughts, sometimes other people are suffering from the same problems as you and it is not your self that is in the wrong but what you are going through is a challenge in itself.
  4. Conduct an experiment to test your thoughts, if you are having negative thoughts about your friendship for example, call them and see if they would act according to your thoughts.
- There are times when negative thoughts are realistic. It can still be helpful to find different ways of looking at the situation, though. Try to find a meaningful personal challenge in the situation.

What is healthy thinking:

- Healthy thinking is when an individual wants to engage in more positive/optimistic thinking examples of this is,
  1. Identifying areas to change
  2. Checking yourself
  3. Be open to humor
  4. Follow a healthy lifestyle
  5. Surround yourself with optimistic/positive people
  6. Practise positive self talk

# INITIAL IDEAS 1/05/23:

Lucy

- Yoga studio that focuses on encouraging physically and mentally healthy habits through the practice of yoga and community events. E.g. free tree planting, hike club, trail running, interstate or international retreats.
- Pocket sized book/journal filled with ways to reconnect with yourself and nature, making walking or just stepping outside something to look forward to everyday. This book will include; walking thoughts (light hearted, funny, deeper - could have levels to introspection), nature meditations, omens and messages from the earth, affirmations and ways to collect and record moments or physical bits of your experience with nature (flower pressing pages or plant ID's, facts about edible plants etc) (could be called 'unhurried', 'scurry', )
- Fridge magnets that encourage checking in with yourself. This product would be a magnet that has questions which prompt you to take a step back from the day and reflect on how you feel in the moment and what should you do from there? You then answer out of ten or by colour and based on the response, are prompted with affirmations and suggestions. E.g.

- Reconnecting with nature Idea - healthy thinking and activities
- Time Capsule idea- goals and plans
- Moving fridge magnet – reflect on the day.
- Campaign
- Sticky note big installation – social connection
- My friend Mat- Social connection and goals and plans
- Advent calendar - with
- Packages to help complete goals.
- Essential oils-more gender neutral.
- Animal therapy
- Making our home environment Greener.
- CookBook Calendar

Tam

- adding on to the idea of making “life into a game” and having people complete mission in their everyday life, **make advent calendar** where **each day has a mission** which ppl can tick off or rip off, could even link it to an app where people can upload their version to gain a sense of community as well as accomplishment by themselves
- e.g Tues : take a photo of a flower outside! so ppl upload their own versions

**Refined:** Interactive calendar, where everyday there is a different task/mission to complete and after they complete it, can tick it off or rip off that day. Gives people the sense of achievement, a sense of purpose everyday even if its just a small task like e.g take a photo with a family member. Demographic: i didnt narrow to one since i feel it can be for anyone including seniors as tasks dont require anything strenuous

- Advent calendar/ diary.
- Meditation for children – start it at a young age. (My friend Mat) kids whose parents have mental health issues. Online quiz- ask things that calm them to put on matt.
- People dealing with family members with mental health. (Family Burden)
- Something allowing people to adjust their goals as we go, habit tracker.
- postage box with items to assist goals for that week/month.

*Brian*

- Campaign sticky notes
- Essential oils gender neutral.
- Time Capsule idea- goals and plans
- Cooking with daily music

### **3 Chosen Ideas:**

- My friend mat
- Cooking with daily music
- Campaign to help social isolation

# REFINING IDEAS 15/05/23

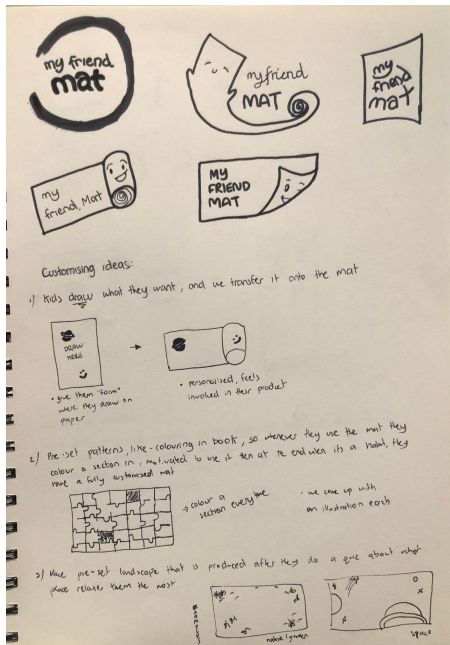
## My Friend Mat Research

- Yoga has many benefits in both physical and mental health in adults as well as kids
- Yoga helps to focus the mind when one is feeling overwhelmed which can happen to kid who can be constantly overstimulated in the busy world, making it hard for them to find time to switch off and calm down
- It teaches them ways to breath, how to release tension in the body through simple stretches and ways to calm down the mind
- *“yoga poses help develop co-ordination, self-regulation, sensory integration & postural control – all essential for learning **which in turn promotes positive self-image & mental wellbeing**”*  
<https://childreninspiredbyyoga.com/blog/2022/02/support-kids-wellbeing-with-yoga/>
- *“Yoga can improve focus, memory, self-esteem, academic performance, and classroom behaviour and **can even reduce anxiety and stress** in children.”*
- <https://www.health.harvard.edu/blog/more-than-just-a-game-yoga-for-school-age-children-201601299055#:~:text=Yoga%20and%20mindfulness%20offer%20psychological,anxiety%20and%20stress%20in%20children.>

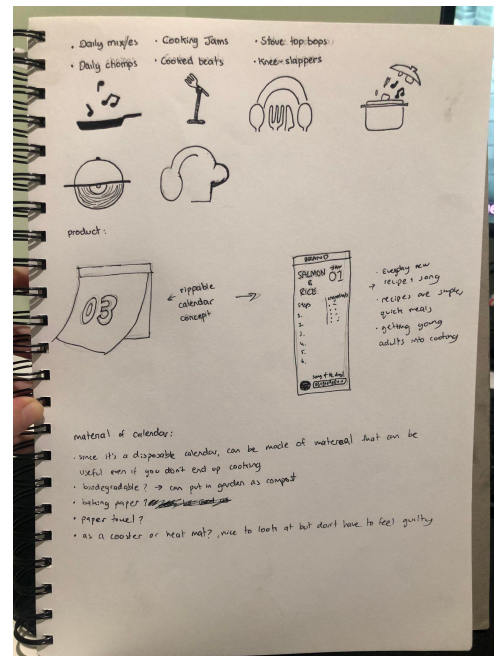
## Cooking Jams Research:

- *“cooking is an act of patience, mindfulness, an outlet for creative expression, a means of communication, and **helps to raise one’s self esteem** as the cook can feel good about doing something positive for their family, themselves or loved ones”*
- Cooking can help you feel accomplished, with our simple and quick steps we allow an achievable goal that can be chosen by our audience whenever they feel up to it
- Also a form of focusing and calming the mind as cooking takes time to either grill, boil or bake, as well as time to prepare the ingredients and so allowing you to practice patience and as a result calms your mind
- *“95% of your serotonin — the neurotransmitter that regulates sleep and appetite, mediates mood, and inhibits pain — is produced in your gastrointestinal tract and studies have **found a connection between gut health and mental health.**”*
- <https://www.livekindly.com/7-surprising-ways-cooking-can-boost-your-mental-health/>
- *“Listening to music is like a workout for your entire brain and autonomic nervous system. The autonomic nervous system plays a key role in the human stress response, which explains why **music can help reduce stress.**”*

- Because people can connect with music so well, it gives people another avenue to process their emotions and communicate and in new and helpful ways through music
- <https://divethru.com/benefits-of-music/>
- <https://www.magneticmag.com/2023/03/do-you-listen-to-music-while-cooking/>



My Friend Mat Logo Ideas and Concept



Cooking Jam Logo Ideas and Concept

## CHOSEN IDEA: MY FRIEND MAT

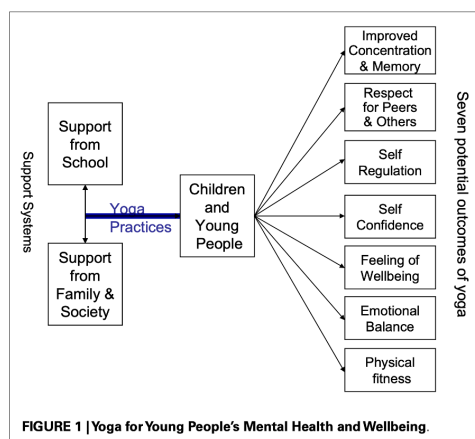
Both our ideas we really like so it was tough to choose. My friend mat yoga idea we thought had the most potential of being a cohesive brand as based on the insight Gareth gave us and our research it had a better incentive/ driver that would encourage the target audience to follow through with the mentally healthy behaviour and routines.

Our other reasoning was that it was a little more original idea wise and through the target audience as quite often children can be forgotten when thinking about mental health in general.

# DEMOGRAPHIC RESEARCH:

- young people in today's world face numerous expectations and constant stimulation through the Internet and other media and communication technologies. One reason why children experience stress and mental health challenges is that globalization exposes the youth all over the world to various new demands, standards, and options
- Children also suffer from bullying (at school and cyberbullying), behavioral issues, problems with attention and self-regulation [such as ADHD and attention deficit disorder (ADD)], sleep disorders, obesity, computer dependency, drug abuse, and lack of school motivation, even leading to dropouts
- Children worldwide are spending more and more time in front of television sets or computer screens and on cell phones, making media a central part of their lives. Young people today are expected to be and are often constantly online. Advertising, communications, as well as education present a brand new social networking image to make media accessible to children.
- Although media is a knowledge resource for children and adolescents' mental health, its intense use leads to questions concerning young people's capacity and interest to bring balance between physical and mental activities.
- A Kaiser Family Foundation study examined media use among very young children (0–6 years) and concluded that even these children spend as much time with electronic gadgets as they do playing outside
- One reason why children experience stress and mental health challenges is that globalization exposes the youth all over the world to various new demands, standards, and options
- In a recent book on yoga education in India, the author claims that "in a nutshell, yoga is a powerful medium for developing the personality of children and making them capable of facing the present-day challenges and problems"
- The evidence of yoga practice among children indicates improved benefits in concentration, stress alleviation, self-awareness, consciousness, self-regulation, behavioral and emotional maturity, and self-confidence in everyday life.

<https://www.frontiersin.org/articles/10.3389/fpsy.2014.00035/full>



## Analysis:

After reading “Yoga for children and young people’s mental health and well-being review” the stressors of young children became obvious. The stresses of growing and going to school and finding who you are all in the midst of new technology and harsh expectations from the modern world. The article brought light to the evidence indicating the positive effect yoga has on children’s emotion regulation and behaviors.

## Key messages

- The pre-teen years (ages 9–12) are a time of rapid physical, social and neurodevelopmental change and provide a window of opportunity to mitigate potential poor mental health outcomes in adolescence.

<https://emergingminds.com.au/resources/supporting-pre-teens-presenting-to-the-emergency-department-with-mental-health-concerns/>

## Challenges for Preteens

No longer a child and not yet a teenager, preteens may feel uncomfortably in between, with their own age-related challenges.

- More responsibilities – From more homework to extracurricular activities to chores and increased expectations at home, preteens may struggle to balance the load. For some, the academic transition from elementary school to middle school can be difficult.
- Social pressure – Middle school can be more stressful than elementary school, with a new social pecking order and pressure to fit in, not to mention bullying.
- Peer pressure – Preteens may be exposed to drugs, alcohol and sex, or at least curious enough to seek and share information from each other.
- Physical changes – Approaching puberty can bring big changes to a preteen’s body, sometimes over several years. Reaching puberty earlier or later than peers can cause self-consciousness, worry and embarrassment.
- Emotional changes – Rapid changes in body, brain and hormones can mean frequent or intense mood swings.

Any additional stressors will add to existing challenges. These can include loss and grief, parents’ divorce or separation, natural disasters and moving. Pandemic-related stressors include isolation, navigating online school or altered schedules, and loss and grief over life as it was—social life and connections may have been severely limited.



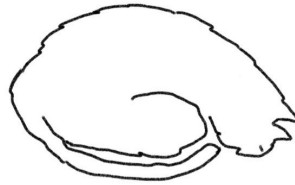
# CHARACTER SKETCHES:

Idea: We wanted fun and friendly characters that would be showing the children how to do certain poses as-well as reflecting the mental benefits.



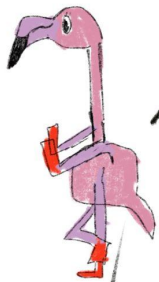
WARRIOR POSE

logo



BALASANA POSE

logo



Tree Pose  
↓  
Balance.



Butterfly  
Pose  
↓  
confidence



Positive  
Bendy  
↓  
Downward  
Dog

Practise  
Gratitude



Prayer  
Pose



We each experimented creating characters and had a lot of fun. We decided that having the character next to the yoga pose was really effective as it clearly communicated through visual language and symbolism that the characters represented the poses making it easy to interpret by children.

# IN-CLASS PRESENTATION PREPARATION:

- Objectives and goals of the new design
- Budget and schedule
- Target audience
- Scope of the project
- Available materials/needed materials
- overall style/look
- Any definite “Do Nots”

## **1) Who are you targeting and why?**

We are targeting young kids because this early intervention stage allows us to teach children the benefits of yoga and meditation for the mind and body to therefore decrease levels of stress, anxiety and depression in the future generation.

## **2) What is (are) the contexts that impact this group?**

Bullying, stressful home environments (eg. parents divorce) , Finding out who they are & new and advancing technologies

## **3) When are you targeting them (pre, during, post stressor, ongoing) a) For pre-emptive interventions, how are you going to convince people who have yet to experience the stressor to prepare for it?**

We are targeting them pre and during stressors. Early intervention more so.

## **4) What are you hoping will change in these individuals (eg. will make them more resilient)?**

We are hoping the kids will adopt the practice of yoga and meditation as a way to deal with the more stressful situations that come with growing up. Having this healthy habit under their belt will allow them to cope better in the future in adulthood. Our aim is to reduce stress, anxiety and depression in the future generation by developing this healthy habit into a ritual that is fun, positive and encouraging.

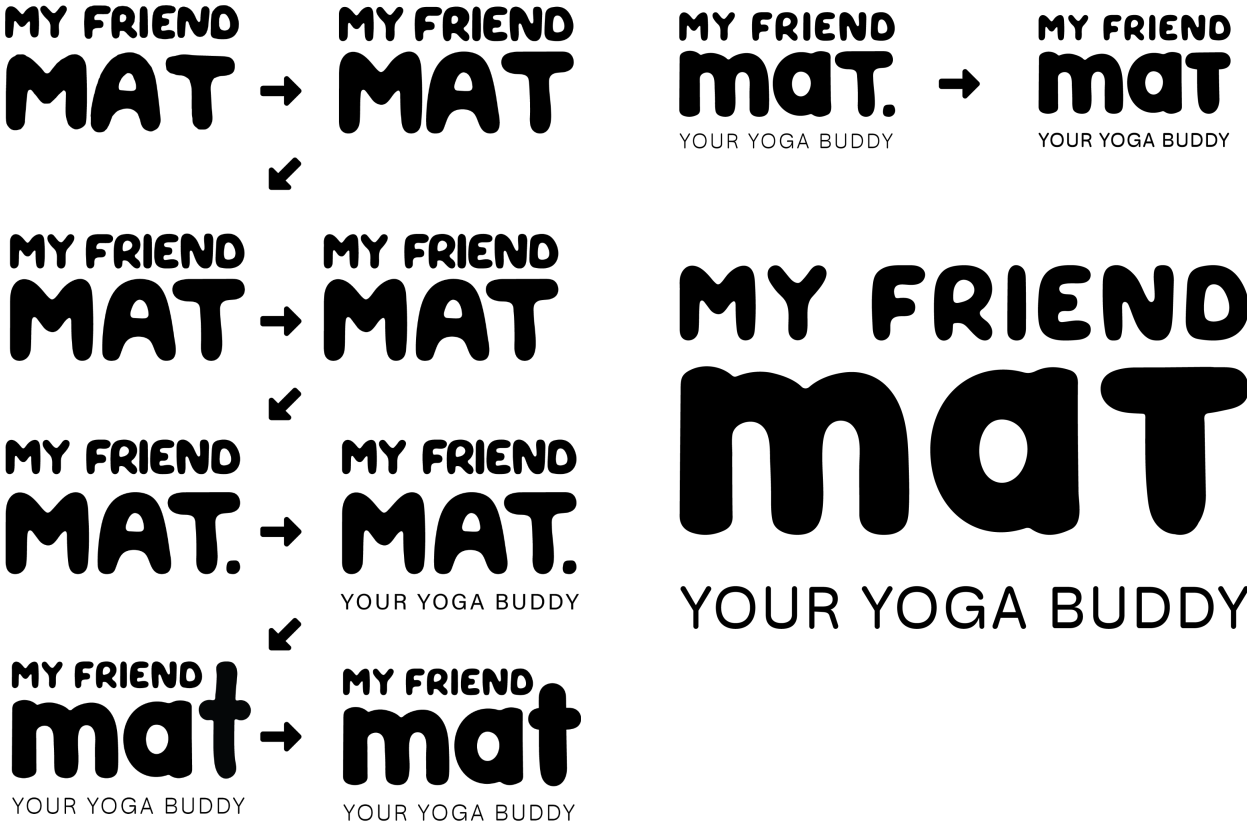
### ***Rough Brand Story:***

"My / Our friend mat, yoga instructors are introducing kids to their friend mat, someone that gives them a safe space to deal with their stress or any big emotions. Not only that, it can be used anywhere like a portable safe space, so you can have access to this safe space whenever they're feeling overwhelmed with their emotions at home, at school, in their bedroom, at the park etc. Mat can take many different form and shapes and looks different to everyone, so that links into how the kids design what "mat" looks like to them. ← On this we might need to change the way the mat will look like we just give the mat a face at the top, and at the bottom is they're designing what their mat is wearing, and then they can decorate mat with stickers of the yoga frenz too.

We introduce these other characters, who are mat's friends that can help these kids remember different poses and show them what these poses do for their mental and physical health. E.g steady star helps with your sense of balance, being steady, not jittery around sense of calmness.

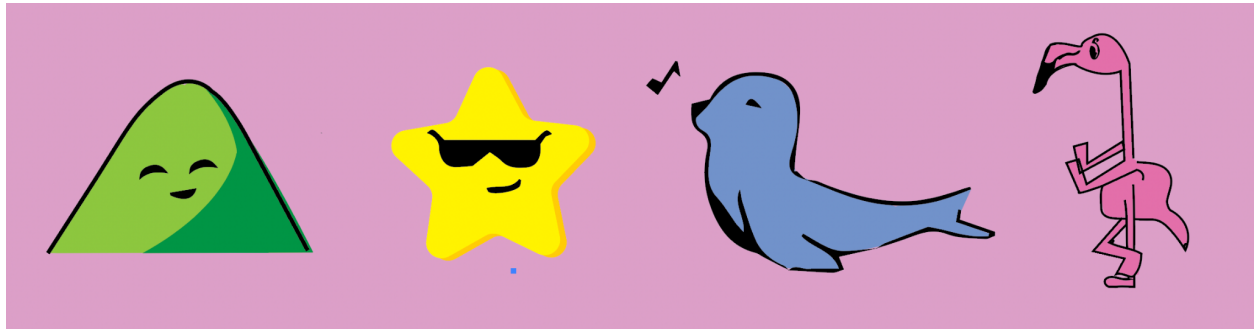
So our "mat" is the base of everything, but the characters which are mat's friends is what helps, so thats how stickers and stuff can come in. Might have to change it to not mat? but like friends in general that help with yoga if we dont want the mat to be the main thing.

### Logo:



When designing the logo, we had already discussed the presence of characters in our brand so I wanted something simple and childlike to appeal to our demographic. We went for hand drawn typography to convey a playful vibe. The first few revisions played with the use of capital letters but we found that it was a little intimidating and changed it to lowercase letters. However, when changed to lowercase the letter t did not fit in nicely as its x height is greater than the "m" and "a" so we decided to go with a capital T as it allowed for a more balanced logo.

# Characters:



- Happy Hill
- Steady Star
- Singing Seal
- Feel Good Flamingo
- Our characters need more of a visual style- but the concepts are coming along well- need to work on line work and colour palette.

# Cards:



### Idea:

"Mat says" thingy could be around the idea that

"My friend Mat", company name is our character that introduces these kids to his friends that are the characters to help these kids learn and remember these stretches. Same sort of concept as Harold the giraffe their name -> "Healthy Harold"

Don't think these stretches need a meaning specifically, but more useful if we describe to them what it does for their bodies and pair them with quirky characters so they find it more fun

## Poster:

# MY FRIEND mat. YOUR YOGA BUDDY



### My Friend Mat

is a program catered for children to help them develop and create a routine and ritual surrounding the practice of yoga and meditation and its benefits of decreasing stress, anxiety & depression in future by intervening at an early age.

The process of getting to know the characters and their strengths, designing their yoga mat, and playing the "Mat Says" card prompt yoga game kids then have the incentive to connect with the characters and each of their healthy habits to then learn and make this healthy habit a ritual and routine that they follow.

# PRESENTATION FEEDBACK 22/05/23:

- Concept is fun & well thought out
- Personalisation is cool, able to put their own personality into the activity
- Why should I buy this? - on the packaging or elsewhere
- What are the benefits and how this helps mental health
- Could work as a program that's taken to schools
- Cohesive style
- Is there a purpose for the animals?
- Learn poses more important than narrative
- In schools- yoga challenge- tick off poses every lesson
- Have stickers every time you do pose.
- Presentation- show final dont need development of logo, be a unified team, who says what?
- Cards- How do they see it while they're doing the pose- incorporate a stand into the mat?
- How is everything packaged together- with the mat
- My/Your buddy
- More mental health focused
- Need to finalise characters and colour palette.

## Next steps:

### Packaging Ideas

- Long box that fits the mat, cards and stickers chosen at checkout on website OR during school program session?
- Four or five characters, develop current ideas and refine style

### For next week:

- Implement feedback above
- Draft poster on an a3 and text separate
- Video Pitch development

## Character refining:

We reviewed the characters and felt that the mix between animals and personified objects would offer variety and better visually communicate the yoga poses and emotions/feelings relevant to each character. However, we will switch out the flamingo for an elephant with butterfly ears to communicate peace and grounding. The elephant symbolizes being solid and grounded because of how big and heavy the animal is and the butterfly ears reflect the peace in the pose (legs crossed on the floor).

The style of the characters will be developed into something soft and calm to encourage kids to regulate their emotions through the practice of yoga with My Friend Mat.

**Logo:**

- We need to be clear as to why we chose this name and how it links into our product itself.
- Need to get rid of catch phrase on my friend mat to simplify
- are we going to incorporate colour into the logo or keep it simple?

**Cards:**

- Need to refine concept of what the cards are used for
- Characters aren't consistent in style
- Looks too simple and plain- bit flat

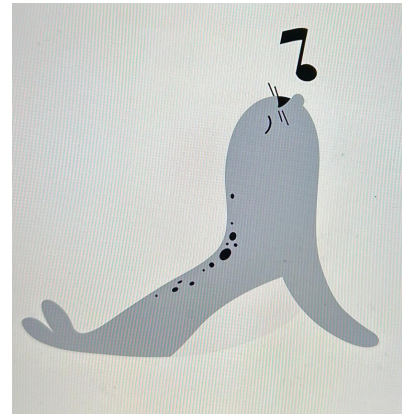
**Poster:**

- Style of poster is different from the cards
- Colours scheme and illustration need to be consistent
- Include other aspects of our product as it is intended to be read by the public so they know what we are



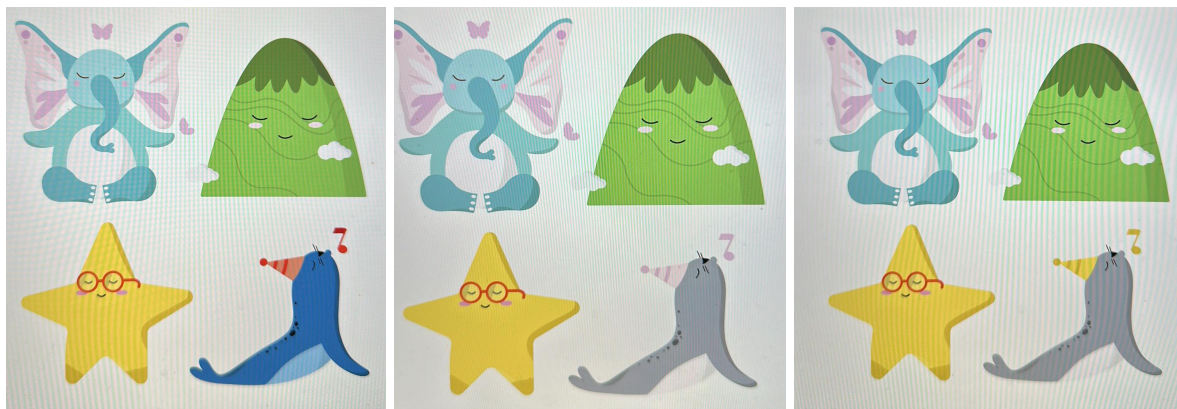
**REFINING DELIVERABLES: 23/05/23**

# Characters:



Analysis: our characters are coming along nicely

- we decided to make the lines a little less bold on the hill to simplify the character for children.
- The use of simple cartoon characters we think will be really engaging for children to capture their eye and draw them in.



- We decided that that the blue seal stood out too much as the colour was a little too harsh against the others
- We changed the grey hill to a green one as it is more relaxing and calming which is our aim.

- We decided to add school glasses on Steady Star to represent the character a bit more and a party hat on our singing seal to add character and visual interest for the children.



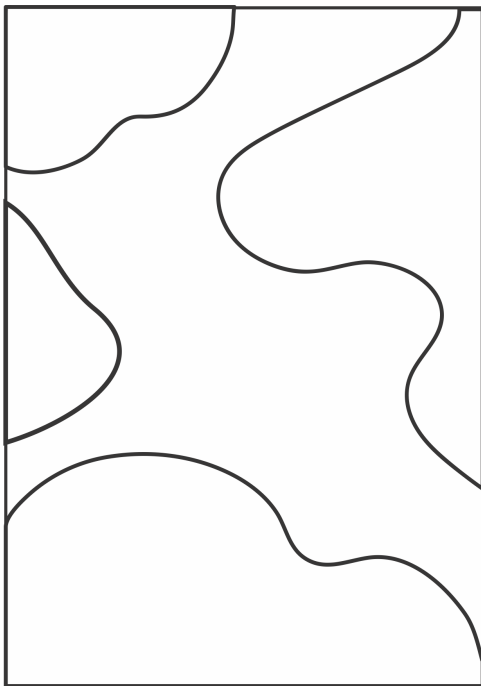
# STYLE GUIDE:

After designing our characters we locked in a colour palette and style guide.



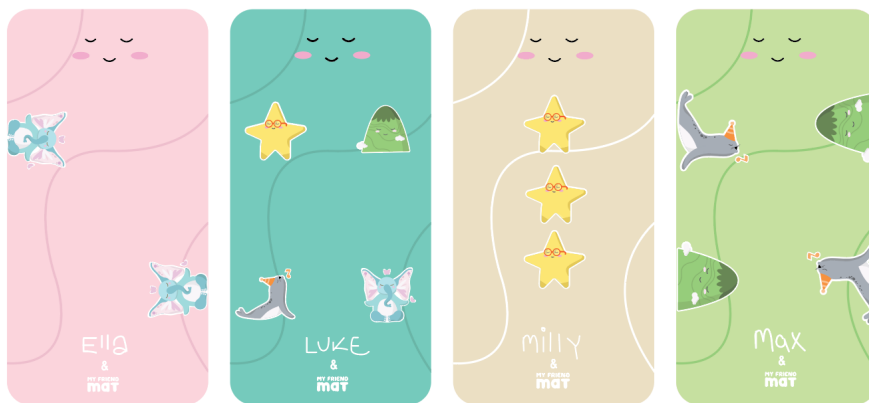
## BEBAS NEUE

Acumin Pro:



Flowy organic calming pattern to convey the flowy calming practise of yoga used alongside friendly soft and inviting colours to fit with our target audience.

# Mat:



## Analysis:

The mats needed to be simple with minimal visual elements to avoid clutter against the characters. To achieve this we used simple and fluid linework to add visual interest. Using a similar colour to the background of each respective mat and the weight of the lines ensure they don't compete with other visual elements on the mats. The colour palette had to complement the soft colours used on the characters as well offer contrast between them so that they would stand out in any other the potential colourways the kids could pick from. Outlining the characters with white to offer more contrast between the background. Adding a face to the top of the mat personifies mat and communicates the idea of "My Friend Mat" as Mat represents a yoga mat that helps kids enjoy/learn from the benefits of yoga through connection. To offer an added level of connection between the brand and kids, kids can write their name in the mat design booklet which will then be printed in their own handwriting onto the mat.

- Decided to add more characters to mat- going back to our original idea of letting the children using stickers within the customisation form to place the characters on the mat where they wanted them to make it a bit more personalized and original then just the one character in the center..

# Cards:

## Draft 1



### Adjustments:

- Replaced characters with refined version of characters, so now the style is cohesive across all the cards.
- Created a colour scheme where the background is a colour that is used in the characters to keep a consistent scheme
- Originally main colours of the seal and blue made the text too hard to read so created an alternate version with orange and pink
- Also added the poses to the back and made it bigger so it's clearer for children to see what pose to do

### Feedback:

- Most text is too hard to as it is dark on dark background
- Poses being black looks too contrasting compared to the pastel colours
- Choose orange seal over grey, blue elephant over pink



## Draft 2



### Version 1:

- Included a white transparent box to go behind the text so the darker text is more legible
- Poses are the darkest shade of the main colour so its not so bold and contrasting



### Version 2:

- Changed background to a more vibrant shade and changed text to white so the scheme overall didn't look so dark
- background pattern also changed to a lighter shade



**Feedback:**

- White text looked nicer for the headings, also makes it all consistent throughout the cards
- white text for the body suits for some colour but for the yellow especially its still hard to read
- Colour of poses is much better

**Draft 3**



**Adjustments:**

- Kept the same vibrant shade of the background and changed the text to black
- Also changed the title of the cards to fit the concept of the flashcards

**Feedback:**

- Font needs to change to be consistent with the poster as well as other deliverables as our brand needs to stay consistent
- Body text is still a bit too contrasting, can change it to the same shade as the poses so its not so bold

## Final Cards



### Card Descriptions:

We wanted the cards to highlight the physical aspect of the pose, such as how to do it and what it does for your body but also incorporate a mental aspect to the poses / characters. So we built on to the descriptions that we had for our initial cards and refined them

#### Happy Hill:

(Physical) Make a point with your back by curving it up and stretch out every muscle that you can.  
(Connection to character) Just like Happy Hill, relax and smile as you feel all your muscles loosen up.

#### Singing Seal:

(Physical) Press your stomach to the floor and look up into the sky to release all the tension in your back.  
(Connection to character) Just like Singing Seal, as you look up into the sky sing "la la la" to release the tension in your lungs as well.

#### Steady Star:

(Physical) Leaning on one leg with your arms straight out, focus on your breathing and your balance.  
(Connection to character) Just like Steady Star, try to stay in this pose for as long as you can!

#### Easy Elephant:

(Physical) Cross your legs and keep your back straight with your arms relaxed on top of your legs.  
(Connection to character) Just like Easy Elephant, take this time to take it easy too and close your eyes and take deep breaths.

# Poster:

Draft 1



1st Panel



2nd Panel

## Initial Approach:

- Began with an infographic approach with large illustrations to clearly show each component

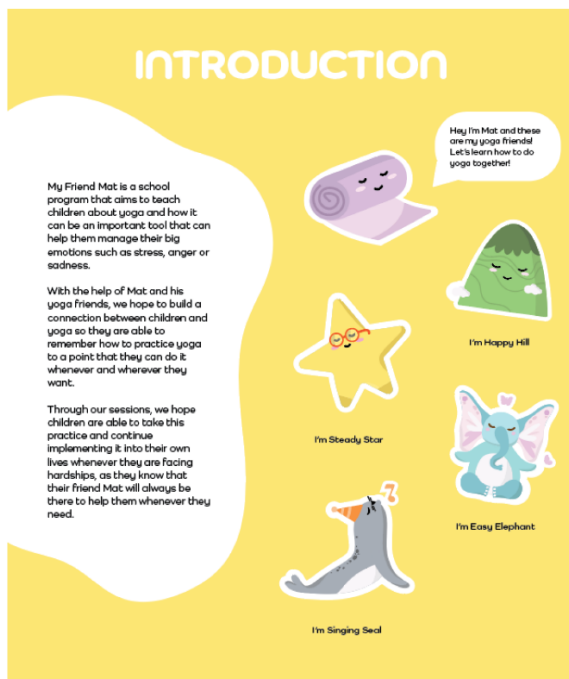
## Problem:

- Just beginning with these first two panels, the poster size was reaching nearly 1m and we had not included all the other components or information yet.  
- We needed to focus on condensing our information as well as illustrations to make it more succinct to fit on a reasonable size poster

## Draft 2



Top Title Panel



1st Panel

### Starts with introduction of who we are:

- describes our aim as a school program for kids
- summarises our concept of mat and his friends helping kids
- summarises our end goal for the kids and what we want them to achieve

### Accompanying graphic:

- Solo graphics of each character we created with their respective name



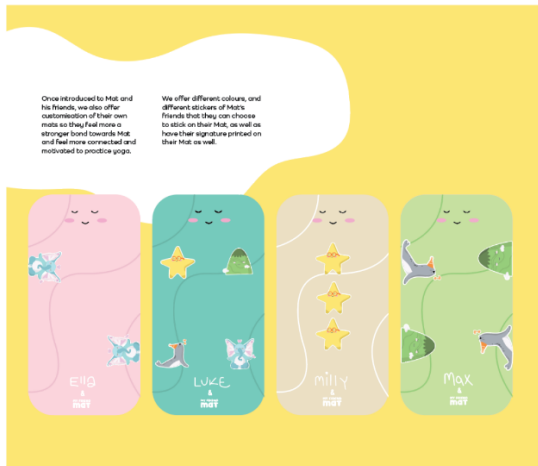
2nd Panel

### Explains how our program will run:

- describes what our characters represent and why we have them
- described their names and how they link to the poses

### Accompanying graphic:

- Flashcards that show the character and the description of its pose



3rd Panel

**Explains our special feature of customising:**

- describes how we let kids customise their mat
- describes our reason of offering customisation

**Accompanying graphic:**

- four examples of mats that show potential mat customisations and signatures



4th Panel

**Shows our mockups:**

- no text, just to show how they would look when applied

**Accompanying graphic:**

- mockups

**Poster Layout together**



**Feedback:**

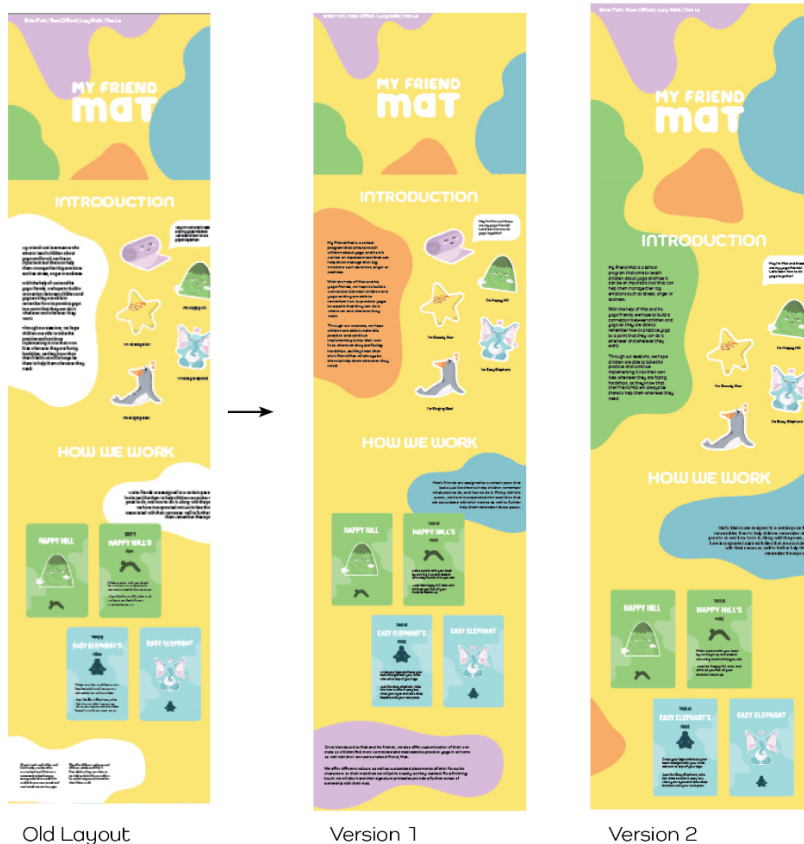
- Overall layout of the information is good and flows well
- Overall visually however it looks too plain, want to incorporate the organic pattern and colours throughout the poster more
- Mat section don't have to include all the mats as it gets too cluttered

Draft 3



Adjustments:

- Used only one mat and got rid of the other three
- Also included the customisation form to communicate the customising process more clearly



Old Layout

Version 1

Version 2

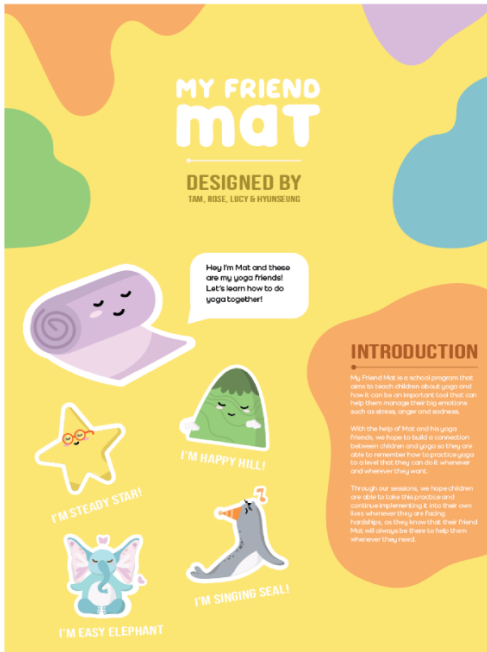
Adjustments:

- Version 1:
- Changed white boxes to the colours of the colours to make it look more cohesive and less plain
- Version 2:
- Changed the shape of the boxes to connect to each other and flow throughout the poster

**Feedback:**

- Version 1 nicer than version 2 as V2 looks too busy
- Typography however is also too cluttered as there is no hierarchy so it is hard to read across the poster
- Layout of the graphics and type still seem too unfinished
- Poster length is also too wide still so need to cut down on info or resize graphics

**Draft 4**



1st Panel

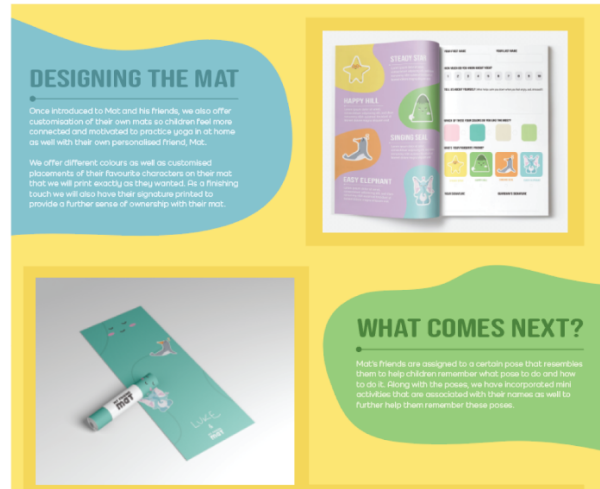
**Adjustments:**

- Rearranged the title panel as well as first panel so they blended together rather than creating a border for the title panel
- Mat character acts as the middle-man and creates a flow from the title to the body of the poster

3rd Panel

**Adjustments:**

- Showing the rest of the mockups such as the cards at the bottom



2nd Panel

**Adjustments:**

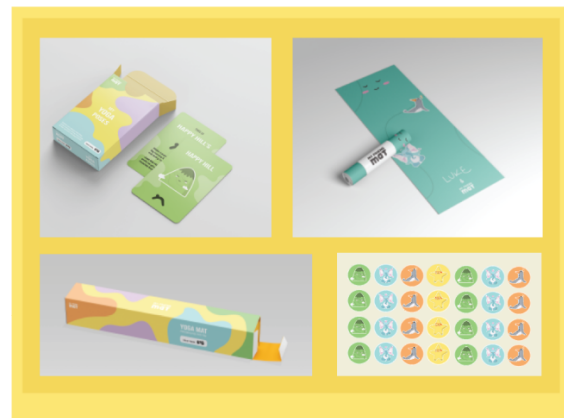
- Both panels have fit into one panels with illustrations being the mockups as well, keeping the poster succinct and fitting enough info into the required size poster



**Feedback:**

- A lot more clear and concise in regards to the illustrations
- Order of the information however doesn't work as well with the customisation first, and then showing how we run, need to rearrange
- Also need to keep the cards mockup to show how it ties in to our characters

**Draft 4**



**Adjustments:**

- Included card mockups and rearranged for the explanation of our characters to be first, followed by the designing of the mat

**Adjustments:**

- Included sticker mockups as well



# Final Poster

## MY FRIEND mat

DESIGNED BY  
TAM, RUI, LOUI & SYRISHKO

My Friend and these are my jugs friends! Let's learn how to do jugs together!

### INTRODUCTION

My Friend has a special program of work to teach children about jugs and how to use the recycling system and how to help them manage their big emotions such as stress, anger and sadness.

With the help of My Friend and his jugs friends, we hope to build a community where our children and jugs can help one another to solve the problem jugs face with their "big emotions" and stress in their work.

Through our website, we hope children are able to learn about jugs and can learn how to implement the jugs in their own lives when using the recycling system. We hope to help them to be able to help them in their work.

I'M HAPPY HILL  
I'M STEADY STAR  
I'M EASY ELEPHANT  
I'M SINGING SEAL

### HOW DO WE HELP?

During our website, we help our children to My Friend who are designed to be able to help them learn, to help children understand what jugs can do and how to do it.

The jugs can help explain the jugs and benefits of each jugs as well as program to help them learn to understand jugs and how to use jugs. With these jugs we can help our children, they have a jugs that jugs can help them to do their jugs.



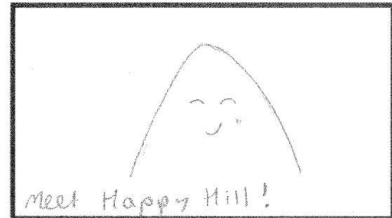
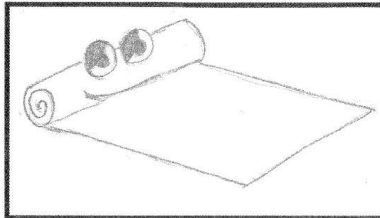
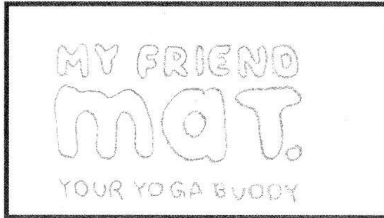
### DESIGNING THE MAT

We also offer a collection of jugs and a jugs to children that are designed to help them learn to jugs and how to use jugs.

We also offer a collection of jugs and a jugs to children that are designed to help them learn to jugs and how to use jugs.

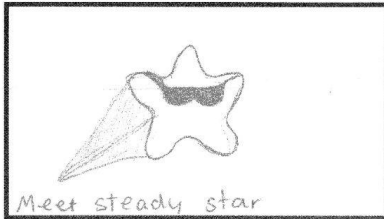


# Video:

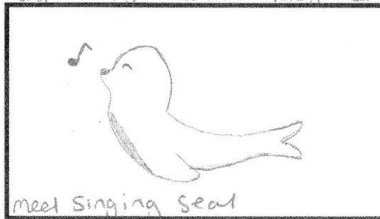


"Hi my Name's MAT" My friends & I are here to teach you about the benefits of Yoga & Meditation - lets go meet them!

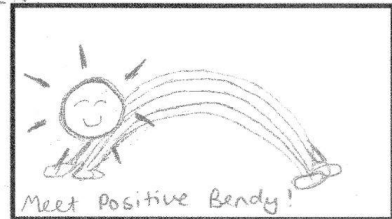
Meet Happy Hill!  
Relaxed & Happy



Meet steady star  
Organized & Ready.



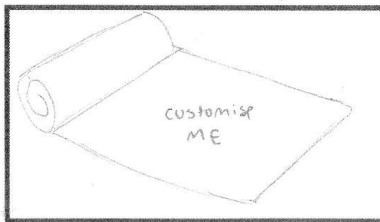
Meet Singing Seal  
Balanced & positive



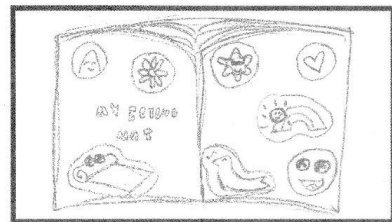
Meet Positive Bendy!  
Practices positive self talk.



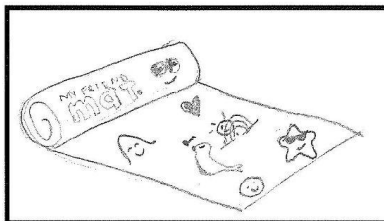
"You can come join us & all our other friends"



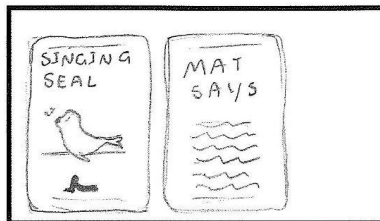
Get your MAT...



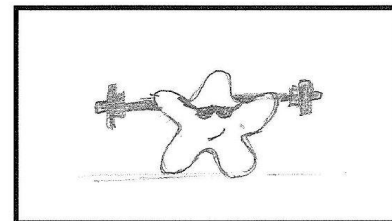
& Sticker book



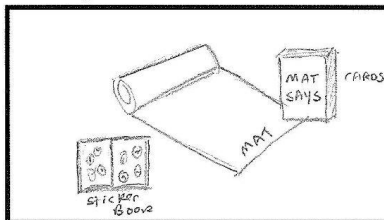
& customise me to your liking



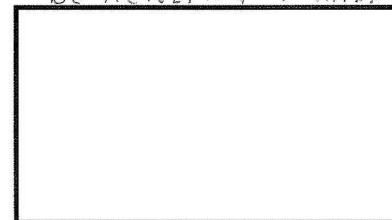
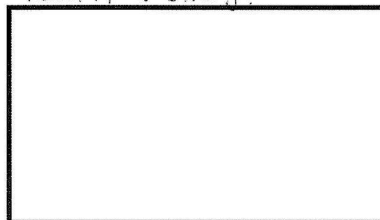
Play our "MAT SAYS" Card Game to learn how to become healthy & strong!



TRAINING YOUR MIND & BODY TO HELP YOU GROW TO BE HEALTHY & HAPPY.



Sign up Now!



<https://www.youtube.com/watch?v=H77PL7SII1M> - vibe going for.

## Reflection of video pitch:

After doing some research on other mental health videos online such as headspace - we decided to go for a similar approach.

- We decided that we wanted to introduce each of our characters and their poses and meanings as this is a very important aspect of the pitch. We also need to clearly show the process of the mat being designed.
- After talking to Linda we have realized that the video needs to be a bit more of a pitch of our product instead of a promotional video so we have decided to put a pitch at the beginning containing our research and then our fun promotional video at the end to visually communicate the concept.

## **VIDEO SCRIPT**

### **OUR DEMOGRAPHIC:**

Children require more age-appropriate strategies to help them learn to regulate their emotions and manage stress by listening to their body's inner voice. The pressures of growing up and finding their identity, maintaining family life, school life and friends can be overwhelming for children contributing to stress and anxiety. The new and emerging media technologies also can affect their mental progress distracting young children from being active and hindering concentration levels.

### **WHY WE CHOSE IT:**

We are targeting young kids because this early intervention stage allows us to teach children the benefits of yoga for the mind and body to therefore decrease levels of stress, anxiety, and depression in the future generation.

### **WHAT IS IT:**

Our in-school learning Program my friend Mat aims to teach children about yoga and how it can be an important tool that can help them manage big emotions such as stress, anger, and sadness.

With the help of Mat and his yoga friends, we hope to build a connection between children and yoga through the incentive of their own personalized yoga mat so they can remember how to practice yoga to a point that they can do it wherever and whenever they want.

Through school sessions, we hope children are able to take on this practice and continue implementing it into their own lives as a ritual or whenever they are facing hardships, as they know that their friend mat will always be there to help them de-stress.

Hi my names Mat, I would love for you to come meet my friends who help me stay mentally and physically healthy. Lets go!

Meet Steady Star:

Steady Star helps you focus on your breathing and your balance, to keep you steady and strong as well as calm and organised.

This is Happy Hill:

Happy hill helps you stretch out every muscle that you can so you can relax and smile as you feel all your emotions and muscles loosen up.

Hello Easy Elephant :

Easy elephant helps you focus on your breathing and helps you be present and to forget your worries.

And lastly singing seal:

Signing seal will help you release all the tension in your back allowing you to sing to spread positivity and love, la la la.

Come join me and my friends

## **HOW:**

### Customisation form :

“Customize me to you liking by filling out our “my friend mat customisation form”

### How mats are personalized:

“Pick your favourite colour

And character

And sign your name to claim your mat and it will then be delivered to your school.”

### Flash cards

“Along with your mat you will receive your very own mat says card game- the characters on the card will show you how to do each yoga pose and they will describe to you how this will help you physically but also mentally.”

### Reflection stickers and sticker sheet

“Once you complete each pose with your very own sticker sheet you will mark off the poses you completed each week and then reflect on how each of these made you feel with our reflection stickers.”

“Once you gain enough stickers you should be super strong and flexible physically and pro at regulating your emotions so you can be the happiest you. THATS A WRAP.





#### Final front cover design:

I created an organic pattern with each color representing the five characters designed by Lucy.

I created a circular form in the center of the cover to create a base for text to sit and create an interesting composition.

I made the blue circle shape into a text box to make it seem like Mat is talking to the viewer who is most likely a child and would find that more appealing than just type.

To create a more professional/complete look I added in website url, instagram handle and an email that the school or parents could use to contact the brand.



Character description page:

As Mat did not have to be described in this page I chose to make the background color purple with the characters resting on their respective colors.

The standard reading pattern is left, right, down & repeat this is why I placed the characters and typography in this composition to support this reading pattern and also create an interesting format.

**SO TELL US ABOUT YOURSELF!**  
(YOUR NAME, HOBBIES AND WHATEVER YOU WOULD LIKE TO TELL US)

YOUR FIRST NAME: \_\_\_\_\_ YOUR LAST NAME: \_\_\_\_\_

TELL US ABOUT YOURSELF

WHO'S YOUR FAVOURITE?

HOW MUCH DO YOU KNOW ABOUT YOGA?

YOUR SIGNATURE:

\_\_\_\_\_

YOUR FIRST NAME: \_\_\_\_\_ YOUR LAST NAME: \_\_\_\_\_

TELL US ABOUT YOURSELF

WHO'S YOUR FAVOURITE?

HOW MUCH DO YOU KNOW ABOUT YOGA?

YOUR SIGNATURE

\_\_\_\_\_

YOUR FIRST NAME: \_\_\_\_\_ YOUR LAST NAME: \_\_\_\_\_

WHAT'S YOUR FAVOURITE OUT OF THESE COLORS?

TELL US ABOUT YOURSELF (Your hobbies, favourite food and whatever else you'd like to tell us)

HOW MUCH DO YOU KNOW ABOUT YOGA

1  2  3  4  5  6  7  8  9

WHO'S YOUR FAVOURITE?

YOUR SIGNATURE \_\_\_\_\_ GUARDIAN'S SIGNATURE \_\_\_\_\_

YOUR FIRST NAME \_\_\_\_\_ YOUR LAST NAME \_\_\_\_\_





HOW MUCH DO YOU KNOW ABOUT YOGA?

1  2  3  4  5  6  7  8  9  10





TELL US ABOUT YOURSELF (What helps calm you down when you feel angry, sad, stressed?)

\_\_\_\_\_

WHICH OF THESE FOUR COLORS DO YOU LIKE THE MOST?

WHO'S YOUR FAVOURITE FRIEND?

STEADY STAR  HAPPY HILL  SINGING SEAL  EASY ELEPHANT

YOUR SIGNATURE \_\_\_\_\_ GUARDIAN'S SIGNATURE \_\_\_\_\_

**Character description page:**

As this form page is a little more professional compared to the other pages, I made it less colorful and more monotone.

Questions are asked to document what the child is like and their experience with yoga to tailor the product to their experience and skill level.

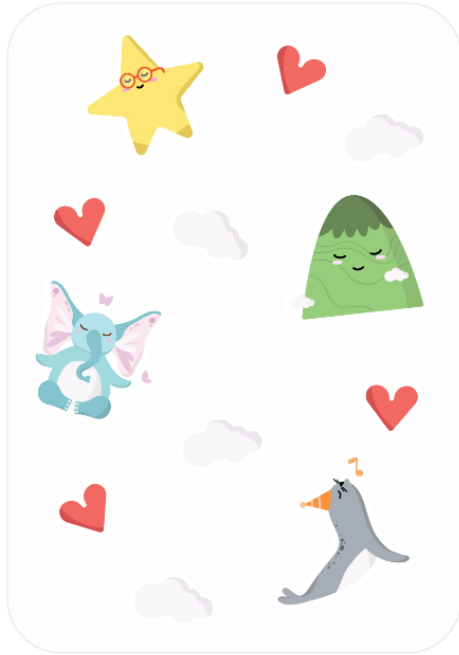
Additionally by knowing their favourite color in the selection and characters the child can get a yoga mat customised for them with these details.

There is a place for a signature at the bottom of this page although this is for the child and their guardian to sign the form to agree to this program it is also to get the child's signature for the yoga mat.



## DESIGN MY FRIEND MAT!

USE THE STICKERS TO MAKE YOUR UNIQUE MAT



Yoga mat design:

We wanted to create an incentive for the children to want to learn yoga and we thought that a customised yoga mat would make them want to practise more often.

They are able to place stickers on the rectangular shape that imitates the shape and scale of the yoga mat where the brand will scan the page to design their custom yoga mat

Sticker page for yoga mat design:

This page is made up of a bunch of stickers of the characters and some other icons that the children can place on the previous page to design their custom yoga mat.



© 2023 MYFRIENDMAT

**THIS IS THE BACK  
OF THE HANDBOOK  
YOU SHOULD FLIP  
ME AROUND**



[www.myfriendmat.com](http://www.myfriendmat.com) | [@myfriendmat](https://www.instagram.com/myfriendmat) | [hello@myfriendmat.com](mailto:hello@myfriendmat.com)

**Back of booklet cover:**

I repeated the organic shape pattern seen at the front of the booklet cover to keep the branding consistent and the contact details and website on the bottom. I added a short phrase that would help people realise this is the back of the booklet and make sure they open it from the front.

# Packaging:



FINAL



Top of yoga mat box design:

Repeated the organic shape pattern I have applied in the booklet designs. I decided to go with simple minimal design with just the pattern and the logo, I experimented with the compositions and decided to go with a composition that brought focus to the logo through the visual lines.



FINAL

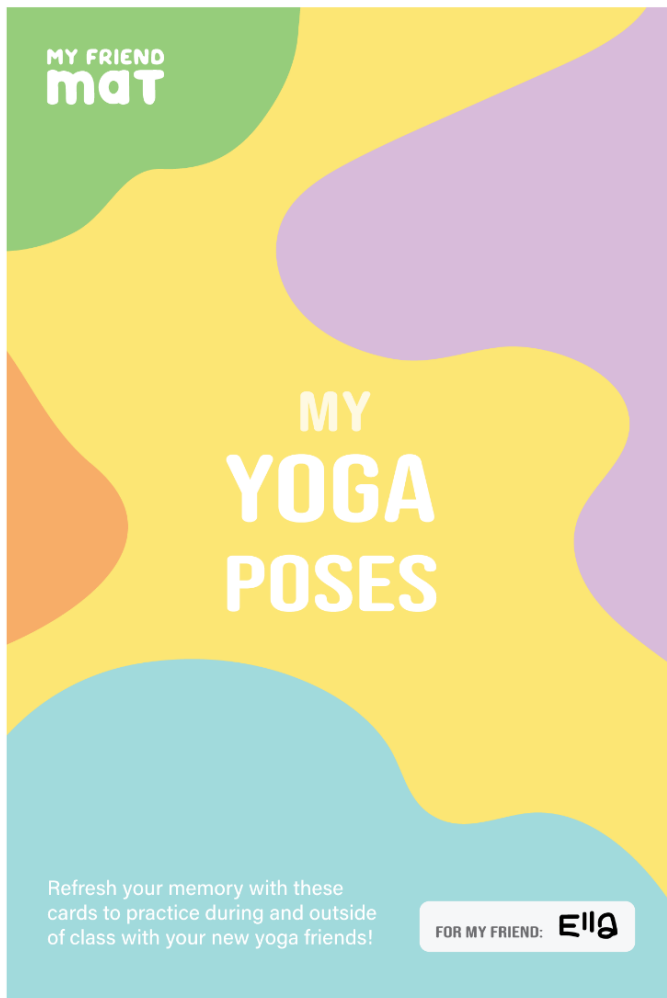


Side of yoga mat box design:

To continue the organicness of the patterns I repeated the organic shapes and made sure the shapes linked up and created a flow throughout the design. I also placed the text in the blue shape to keep it consistent with the booklet designs.

Finished yoga box



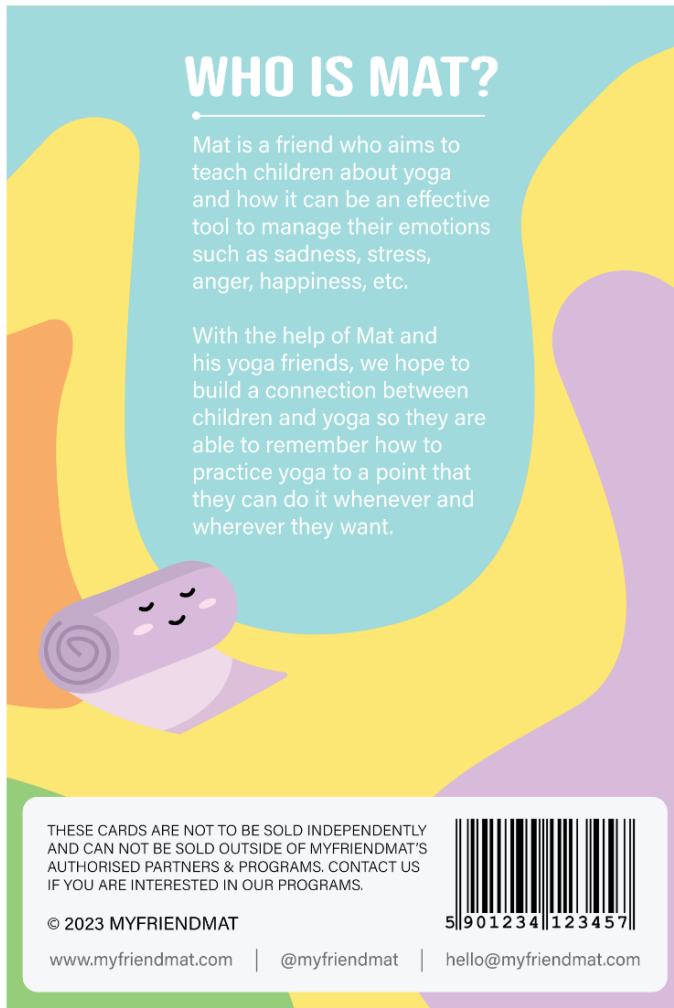
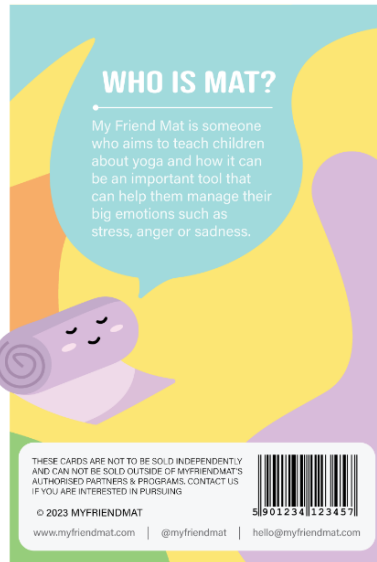


#### Front of yoga card box design:

I decided to continue the organic shape patterns that has been reflected throughout the branding of each product.

I reused the pattern seen on the back of the booklet but a little edited to create a space in the center of the composition where the text would be able to sit equally away from each organic shape.

I experimented with a really simple design but found that it is quite empty when there was only the logo and title of the box, so I added the tag and some text to create some more detail in the composition.



Back of yoga card box design:

Same as the yoga mat box I continued the pattern at the edges of the box to create that flow and support the organic feel of the design.

I added a white box to place text that is less relevant to the product that includes information that details where this product should be and how it should not be sold separately.

I continued the consistency in the design by also placing the text in the blue organic shape and placed Mat on the back to show more of the branding.



# Social media Tiles:

-We all decided that we wanted to represent each character on each social media tile to convey the main component of our program along with a post showing the customized yoga mat.

## Part 1 Redevelopment



- Liked how the characters seemed like they were in different environments for example the hill looks like it's a little island surrounded by calm water, the seal perched on a rock ect.
- Flows nicely but seems a little busy overall- need the instagram post to be clear in order to easily and quickly communicate our character concept.



## Part 2 Redevelopment:



### Version 1:

Used the same pattern used in the first tile and used that as a template for the rest of the tiles to create consistency. Also the colours of the background will be the main colour of the card to keep colour scheme simple

### Feedback:

- The white squares makes it unbalanced but might look ok as individual posts



## Version 2:

Created a new pattern that is still organic but one shape to make it less busy and simple to highlight the cards and the characters

## Feedback:

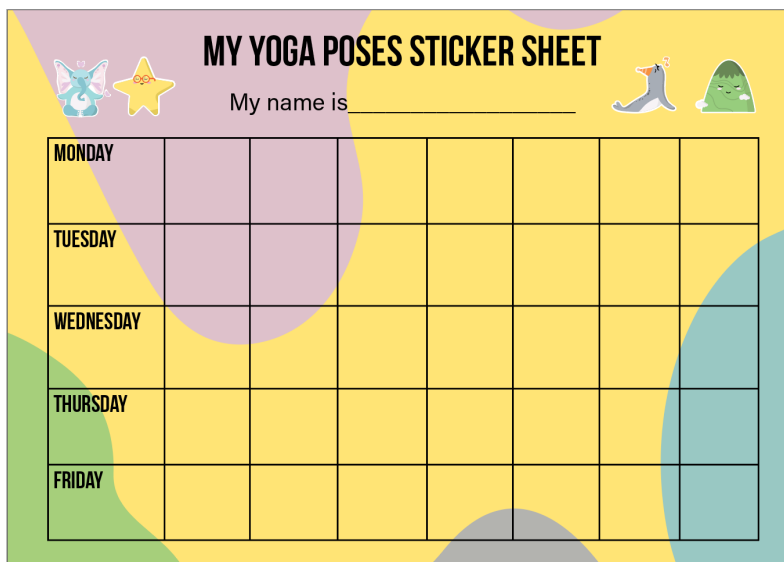
- Version 1 looks too busy, V2 looks a lot cleaner and still brings focus to the character and the cards

# Sticker / Calendar:



## Version 1:

- Too simple, does not visually flow with the rest of our collateral, might need to include our branding pattern.



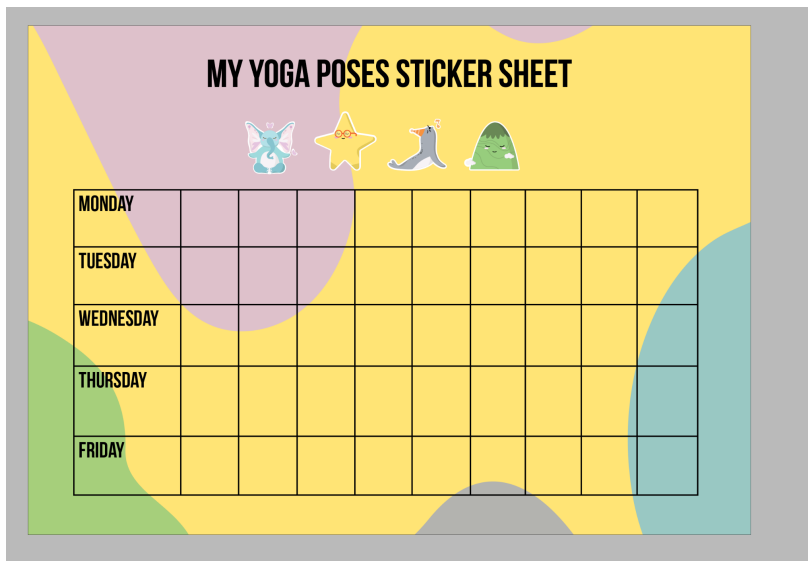
## Version 2:

- Too busy and distracting takes away the practical purpose of the calendar.
- Maybe make the calendar bit a block of colour.



**Version 3:**

- A lot better - but still doesn't flow quite right with other collateral. It does not give off a calming fun energy.
- Want to try a different layout as this layout is a bit blocky.
- Don't think we should have the characters on the front as they will be on the stickers that the children place on it.



**Version 4:**

- Still too busy
- Shape of the calendar isn't right- need to look at some examples for reference
- -starting again.

CALENDAR STICKERS.



REFLECTION STICKERS:



Decided to make stickers in the form more organic looking and the stickers for the calendar more structured so the users knew they were used for different things.

- We can either go with a fresh look for the stickers with the cream coloured background or really going all out with our brand colours and then designing a more neutral coloured calendar.
- We decided on the second option because the colours look more cohesive with everything else we have designed so far.



Decided to put all the stickers together in a book that goes with the calendar- We feel like the booklet goes well with our customisation form booklet - creating visual continuity between all the variables.



Experimented using our brand design but with different shades of one colours.

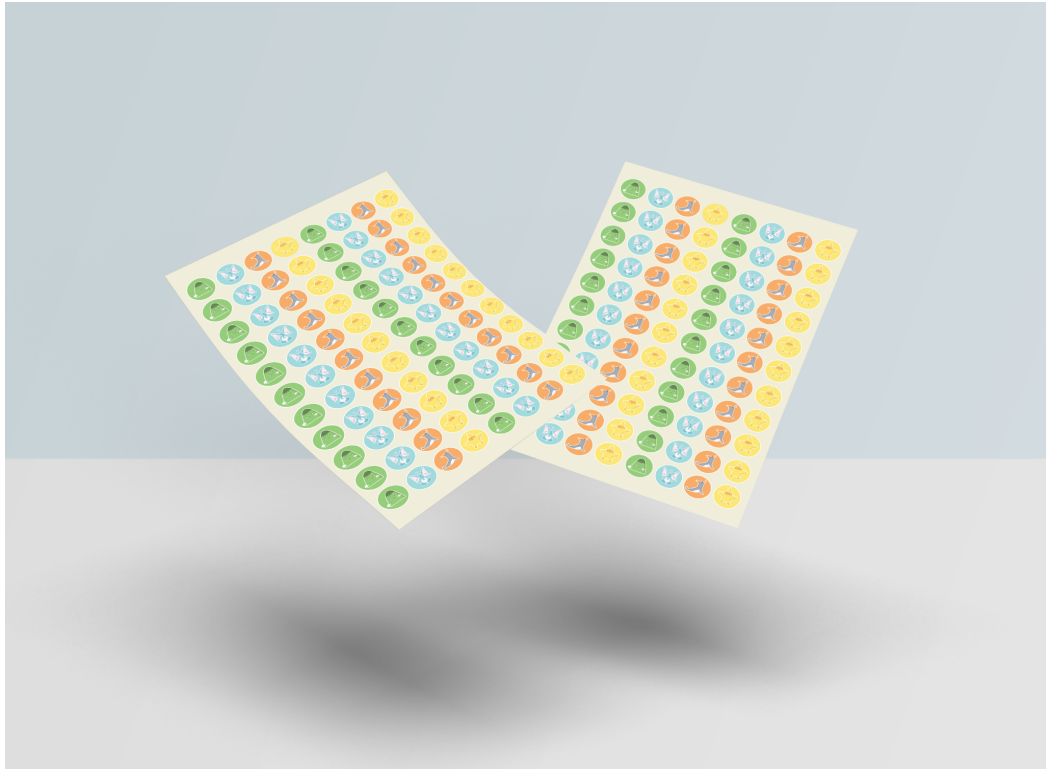
- Decided this took away from our brand identity.



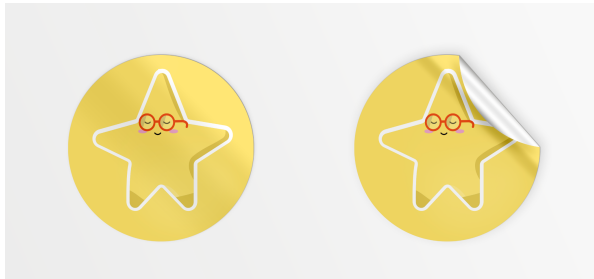
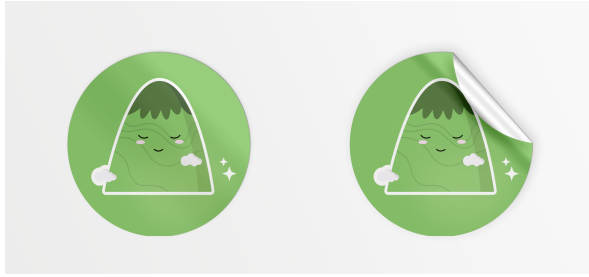
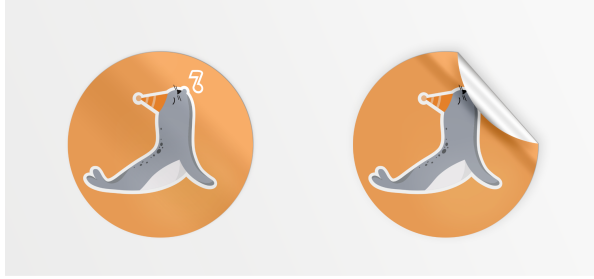
**Version 5:**

- Designing a more neutral and relaxing themed calendar that will go well with our vibrant coloured yoga stickers.
- We decided just to put our main cartoon character mat on the matt as none of the stickers have this character on them .
- The layout of the calendar is easier to engage with.
- It is now simpler and less blocky compared to previous designs- more organic making it fit with our design identity better.
- Decided to add an organic shape to further continue our visual identity.









# Presentation planning:



## Slide 1 & 2: Mentally Healthy Research

Hi guys, today, Tam, Rose, Lucy, and I will be talking about mentally healthy habits and our brand My Friend Mat. So being mentally healthy revolves around five characteristics which are, healthy routines, goals and plans, meaningful activities, healthy thinking, and social connections.

During our research our focus on developing mentally healthy habits leaned towards healthy routines. Having a routine in daily life is essential for good mental health. For one, routines can give you a sense of fulfillment as you are achieving something, and regardless of its difficulty this regularity builds healthy habits that support mental health. However, developing a routine is easier said than done, it is important to start small, add to existing habits and reward yourself for small victories to set a precedent that reinforces the routine to continue.

So, with these characteristics in mind we were able to refine our ideas into My Friend Mat, a school-based yoga program designed for children. We chose the concept of My Friend Mat as we believe it would give children an incentive to build a healthy routine ,as we are adding to the already existing habit of going to school and classes so it's not a foreign environment or activity, the yoga poses are very simple with more of a focus on how they should feel and they are awarded for starting the habit with their personal yoga mat that they can use inside and outside of classes.

### **Slide 3 : Our Demographic**

The program is designed for young children aged 7 – 10 to introduce them to yoga and how it can be used as a tool to help them de-stress, regain focus & redirect their mental state. We are targeting children at this early intervention stage, to help them learn this mentally healthy habit so we can decrease levels of stress, anxiety and depression in the future generation.

Examples of children's stressors are:

- Finding out who they are & their identity
- Bullying & friendships
- Stressful home environments (eg. parents divorce)
- New and advancing technologies (too much screen time.)

### **Slide 4: Our Mission & Program**

Our mission with the my friend mat program is to encourage and help kids through an in school program to engage and adopt the healthy habit of yoga and meditation as a way to deal with the stressful situations that come with growing up. Having this mentally healthy habit under their belt will allow them to cope better in the future and in adulthood and we do this by making the program fun, positive and engaging for the children so they can develop the habit.

### **Slide 5: How we're different + Program?**

We found that most current approaches to yoga for kids engages children through immersive and fun storytelling and the most popular and accessible format were online videos. Existing channels such as Cosmic Kids Yoga provide engaging backgrounds as the instructor guides them through the poses, whilst other channels such as StoryHive also show guided sessions but with kids in the video as well.

Our approach aims to engage kids through personified characters that they can connect with so they can easily associate and remember poses so they can practice by themselves. Our characters will visually represent a pose that looks like them, accompanied with a catchy name that links back to how the pose benefits them physically and mentally.

Furthermore, our program differs in our goal as we want kids to continue practicing yoga and implement it as a mentally healthy habit even after our program has ended. So, rather than providing a space that children can go to practice yoga, we want to bring the space to wherever the children go.

To support our goal in creating a mentally healthy habit for children, we offer customisation of their own mat, flash cards as well as a sticker reward system.

### **Slide 9: Customisation Booklet**

The program of My Friend Mat begins with the yoga mat customization booklet which describes Mat's yoga friends to the children, and gets them to design their personal yoga mat that they will use during and after the program. This would make the children feel more personally involved and create a connection with their mat which motivates them more to pursue yoga as a habit.

### **NEXT SLIDE**

### **Slide 10: Mat**

These are some examples of what the yoga mats can look like, featuring their signature and design they produced in the booklet.

### **Slide 11: Flash Cards**

Our flashcards will be part of the kit that kids can take home and keep, that consist of a summary of what they learnt during the sessions so they can continue practicing yoga once our program has ended. On the front of the card is the character's name, accompanied by their respective pose. At the back describes how to do the pose and a prompt that help them practice a healthy mindset whilst doing these poses.

### **Slide 12: Packaging**

With the packaging of the products, we wanted to reinforce the playful cartoony vibe of the characters, thus we went with this organic looking pattern on all surfaces with the colors reflecting Mat and all his friends. The mat and flashcards will all be placed within the yoga mat box and then shipped out to the schools.

### **Slide 13: Calendar**

My yoga challenge calendar follows the mentally healthy habit of goals and planning. As the children learn and master each pose and understand how this pose makes them feel, they then get to put a sticker on their calendar in the classroom to show what poses they understood and completed that week as an incentive to keep the children on track to develop the routine.

### **Slide 14: Reflection Stickers.**

Once the children complete each pose and mark them off by placing a sticker on their calendar they then receive a reflection sticker for each pose to help them further reflect on how it made them feel.

## REFLECTIONS:

Brian:

### **Week 6:**

Personally, I am enjoying this project as mental health is a topic that I have always wanted to tackle. However, it is difficult to produce an idea that is realistic, innovative, and interactive. Solutions to intervene with existing mental illnesses within an individual is so difficult, so I am suggesting to the group that we tackle a preventative measure to better mental health. My understanding of a designer is to problem solve and innovate and it is interesting to think of solutions that would make a difference in a real-world environment. Most of my previous projects have revolved around creating good design that would be effective commercially and it is great to take a different approach to create a design effective in solving a solution.

### **Week 9:**

Our three concepts were Cooking Jams, My Friend Mat and Sticky notes campaign. We found that during our discussion with Gareth the most effective preventative measure to better mental health was My Friend Mat. The Sticky note campaign was scratched off straight away as it was too vague, and we could not find it being effective in the real world. This session was a little disappointing as I had really thought the cookbook calendar (Cooking Jams) with music would be very interesting to design and would be my style, simple and bold. Additionally, from a designer's point of view I am worried that my design abilities may not translate as well for My Friend Mat as I have never designed for the demographic of children. As this concept is something I have never tackled before I am thinking of approaching this with as open minded as possible and find inspiration from my group members who seem to have a better grasp on the style we want to implement.

### **Week 10-11:**

In this session we as a group have come to a consensus on the visual style we want to apply on our products, and we have concluded the deliverables needed to make this concept applicable in real life. We have concluded the process of My Friend Mat and how we will make this product interactive for the children, with it beginning with a booklet where they design their yoga mat, receiving the yoga mat and yoga cards and then starting yoga classes at school with a calendar of some sort that helps them keep track of their progress. I was able to come up with a visual style with organic shapes and patterns that complimented the characters Lucy came up with, really going out of my comfort zone with the use of color and more organic shapes.