

# thera'fit

Presented to Alice J Lee

Special Problems

**Dana Salinas De La Garza**

## RESEARCH

People with **generalized anxiety disorder** (GAD) display excessive anxiety or worry, most days for at least 6 months, about a number of things such as personal health, work, social interactions, and everyday routine life circumstances. The fear and anxiety can cause significant problems in areas of their life, such as social interactions, school, and work.

Generalized anxiety disorder symptoms include

- Feeling restless, wound-up, or on-edge
- Being easily fatigued
- Having difficulty concentrating
- Being irritable
- Having muscle tension
- Difficulty controlling feelings of worry
- Having sleep problems

Ways to deal with GAD include:

- Breathing exercises
- Journal
- Scheduling a time to worry

People with **panic disorder** have recurrent unexpected panic attacks. Panic attacks are sudden periods of intense fear that come on quickly and reach their peak within minutes. Attacks can occur unexpectedly or can be brought on by a trigger, such as a feared object or situation.

During a panic attack, people may experience

- Heart palpitations, a pounding heartbeat, or an accelerated heart rate
- Sweating
- Trembling or shaking
- Sensations of shortness of breath, smothering, or choking
- Feelings of impending doom
- Feelings of being out of control

People with panic disorder often worry about when the next attack will happen and actively try to prevent future attacks by avoiding places, situations, or behaviors they associate with panic attacks. Worry about panic attacks, and the effort spent trying to avoid attacks, cause significant problems in various areas of the person's life.

Ways to deal with panic attacks include

- 5 senses



The F forms a sun

Sun represents life, influence, and strength  
Symbolize energy, will, being clear, and self



Power button/control/lock

It's rounded and open to indicate openness  
It's an open lock to represent the ability to  
unlock the control of mental health



Dove (mixed with the initial of Therafit) Version

The dove represents peace of the deepest  
kind. It soothes and quiets our worried or  
troubled thoughts, enabling us to find renewal  
in the silence of the mind. The dove's roles  
as spirit messenger, maternal symbol and  
liaison impart an inner peace that helps us to  
go about our lives calmly and with purpose



Whale (mixed with the initial of Therafit) Version

Whales are associated with compassion  
and solitude, and knowledge of both life  
and death. The exhalation through the  
blowhole symbolizes the freeing of one's  
own creative energies



**therafit**

# PERSONAS

## JESSICA KENNEDY

20 years old and 5'5"

Currently attending Texas State University and majoring in Biology

Has 3 roommates, one is extremely messy

Has one cat, named Peyton

Is the youngest of 3 sisters

Friendly, hard working, and a perfectionist.

Currently under a lot of stress due to homework and classes.

Likes to go swimming, mornings, reading, and visiting home

Dislikes not having anything to do, her messy roommate, tests, homework, and traffic

Brands are Columbia, Adidas, and Patagonia

## RAE JOHNSON

35 years old and 5'8"

Lives in Houston Texas

Married for 5 years, mother of a 4 year old boy

Husband is named Ian and son is named Noah

Is an only child

Hard working, responsible, and motivated

Currently under a lot of stress due to wanting a better job and economic struggles

Likes to go watch the sun rise, spending time with her family, and singing

Dislikes not her job, her economic struggles, traffic, and bad coffee

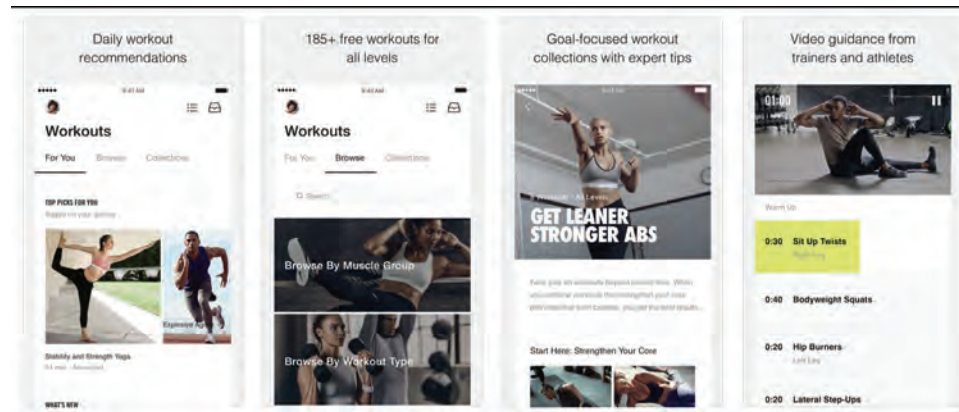
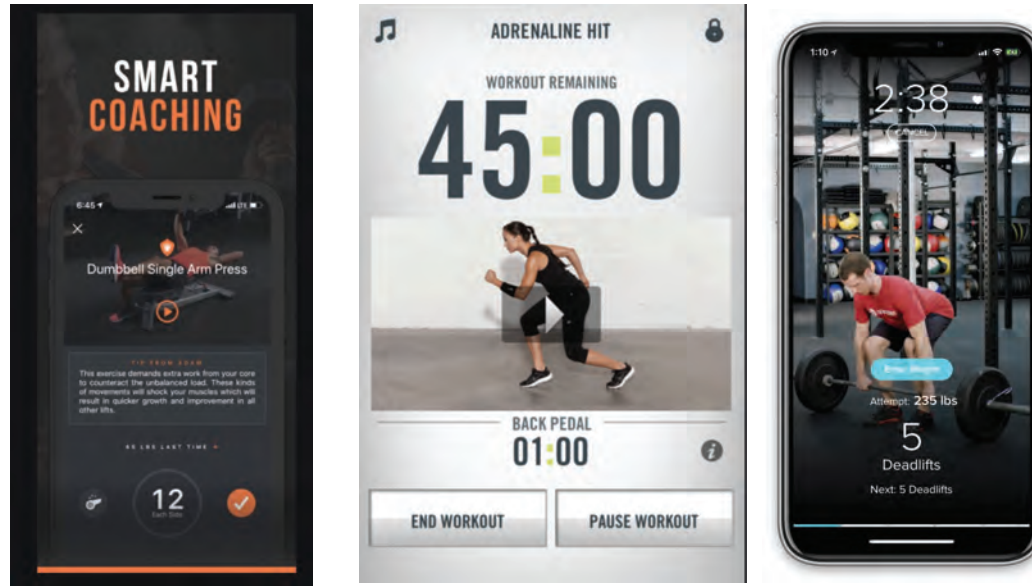
Brands are Target, Lucky Brand, and Eddie Bauer

## DEFINE CHALLENGE

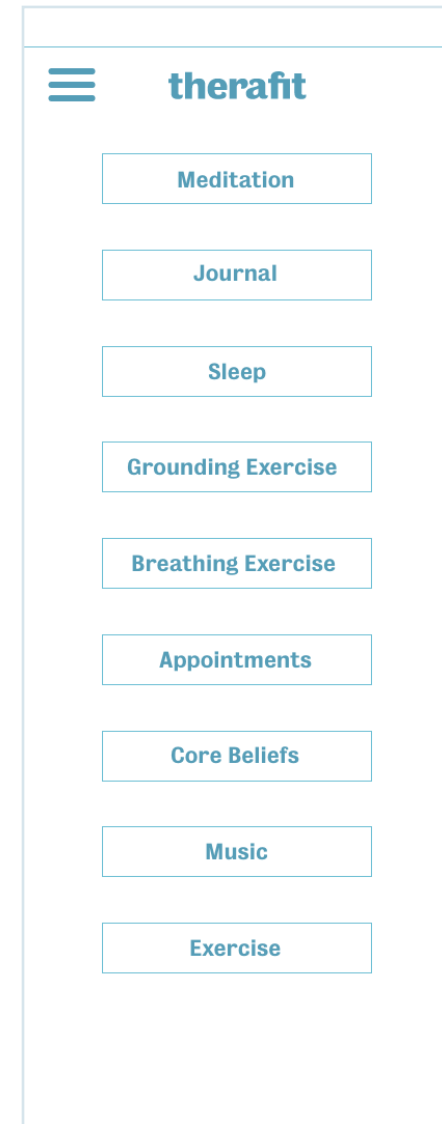
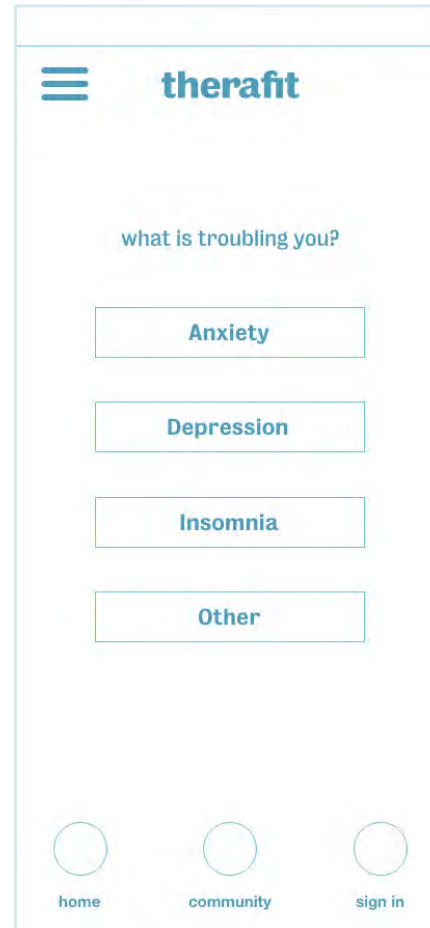
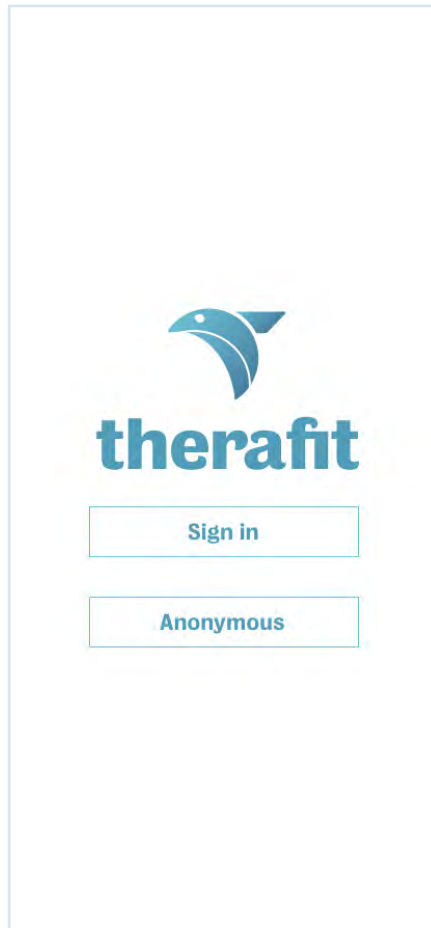
Competitors are existing mindfulness apps with an established reputation and customer loyalty.

Therafit's long term goal is to provide a trustworthy app that's reliable and easy to use for a better and manageable life.

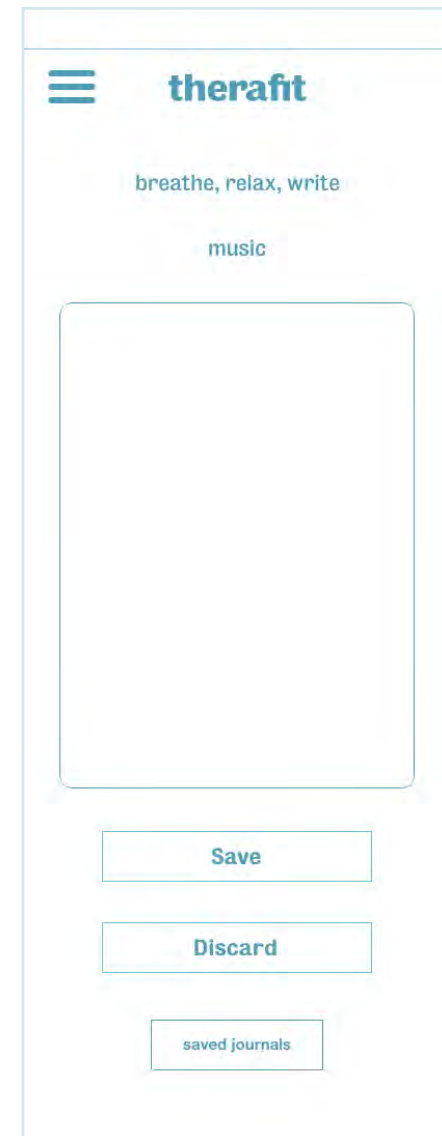
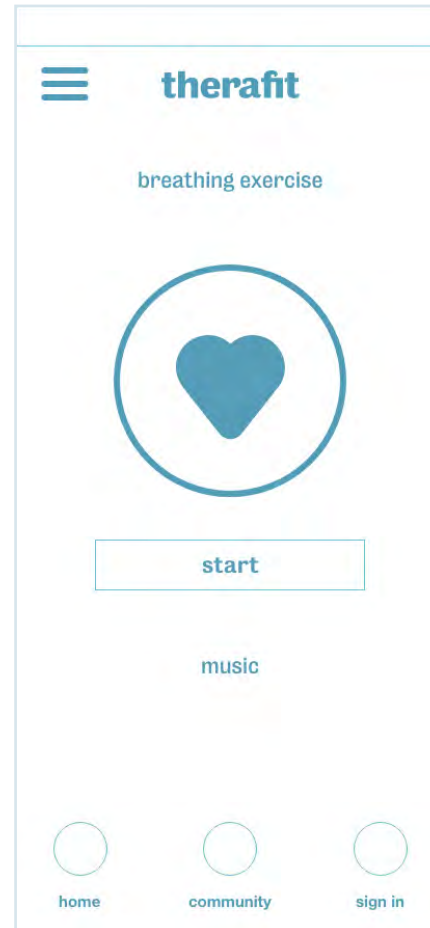
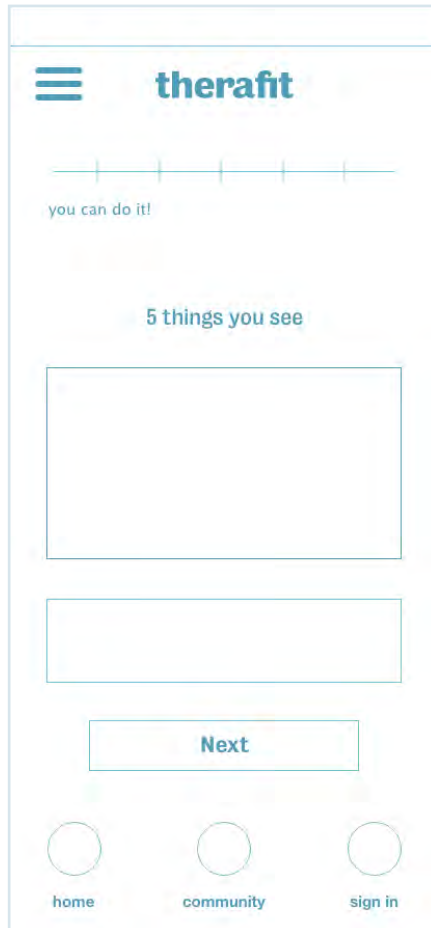
# APP EXAMPLES



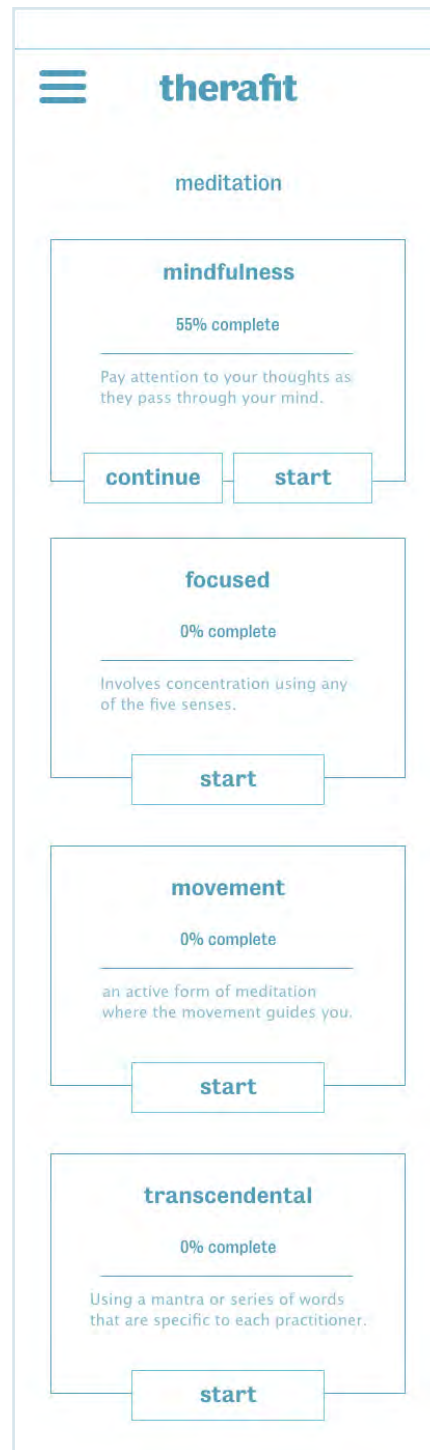
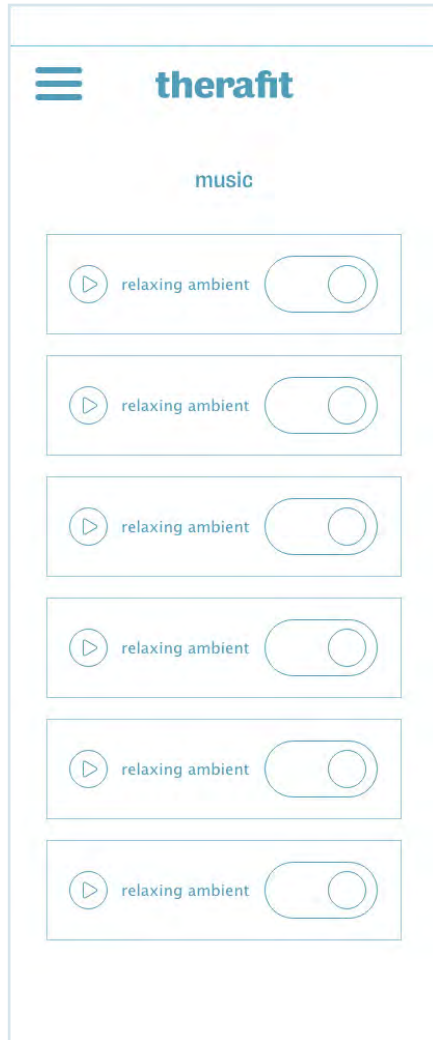
# APP WIREFRAMES



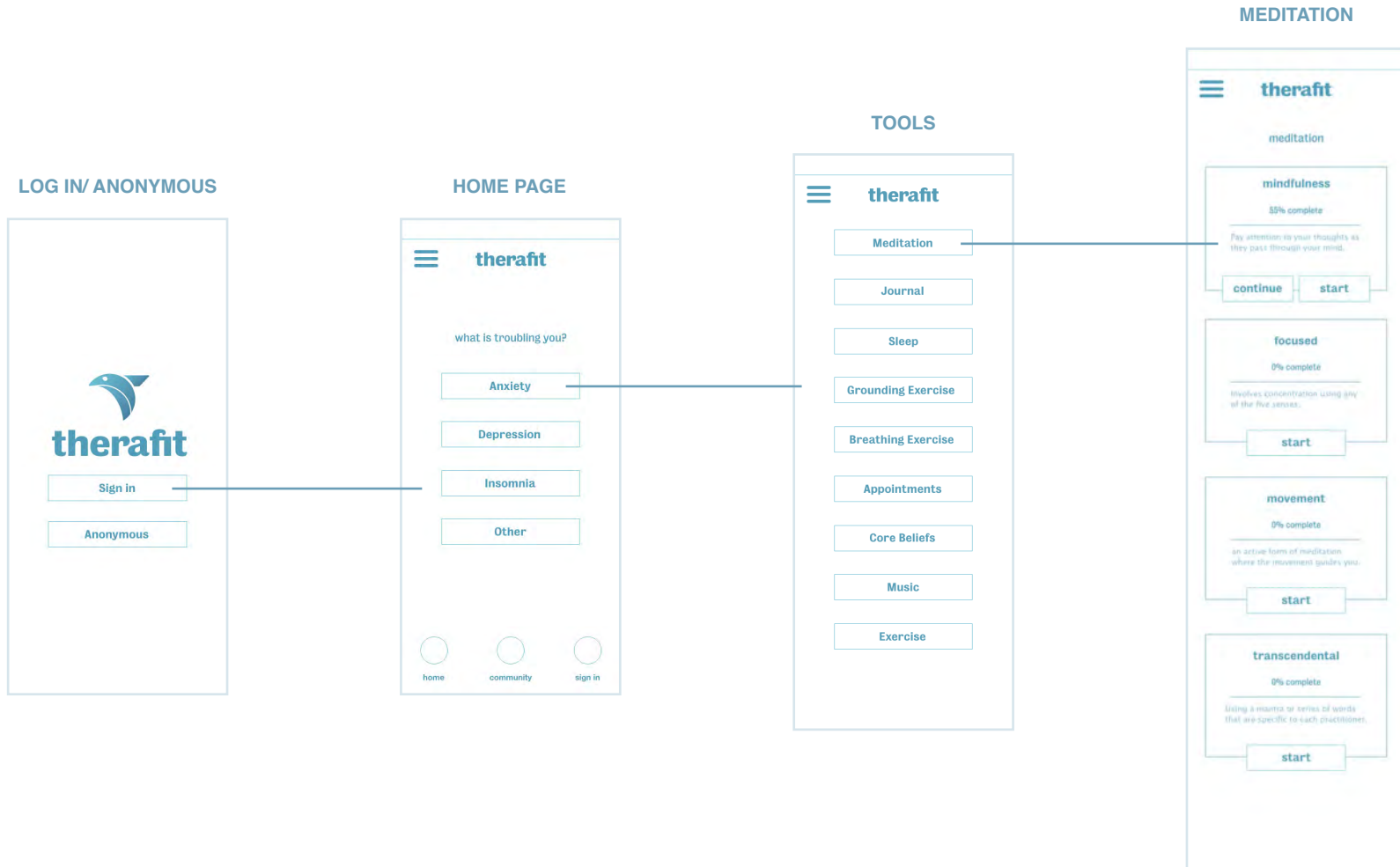
# APP WIREFRAMES



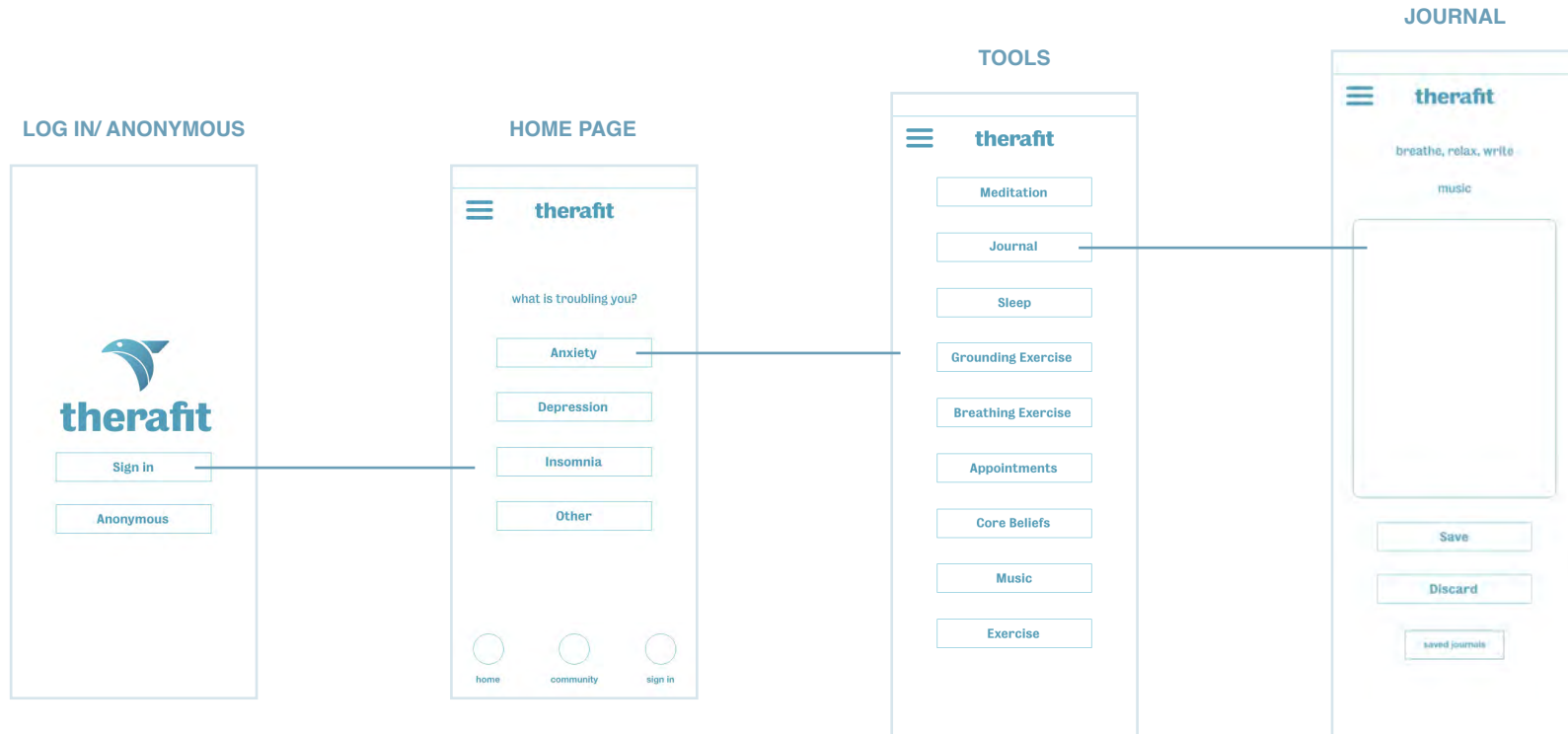
# APP WIREFRAMES



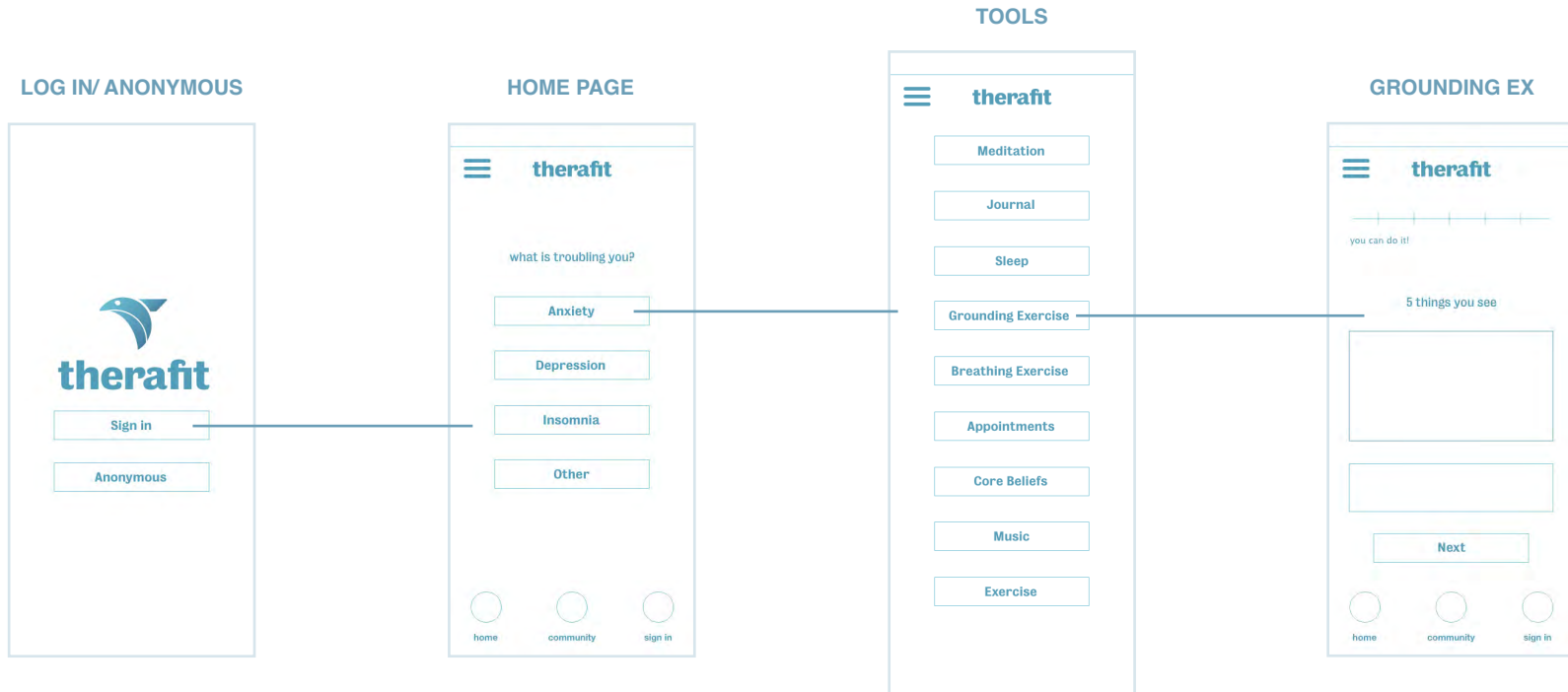
# FLOW MAP



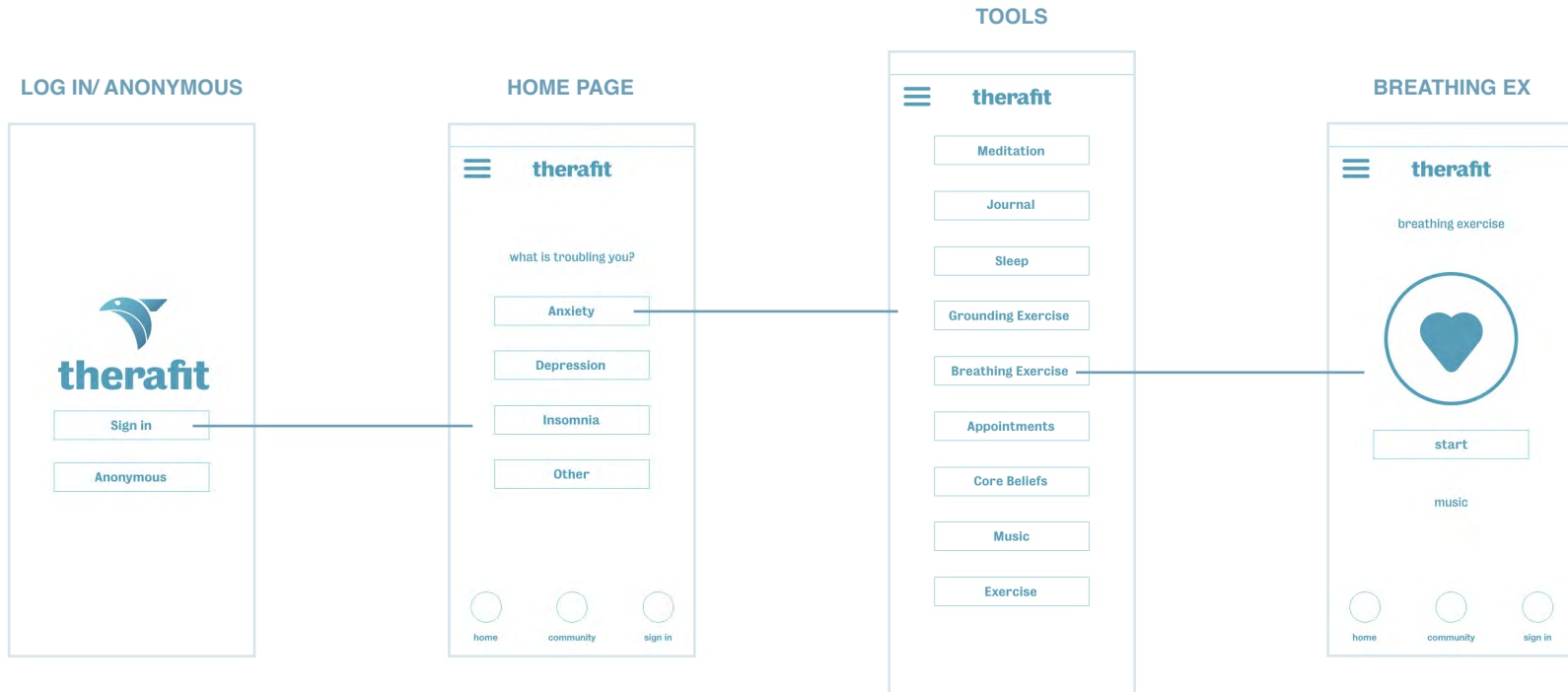
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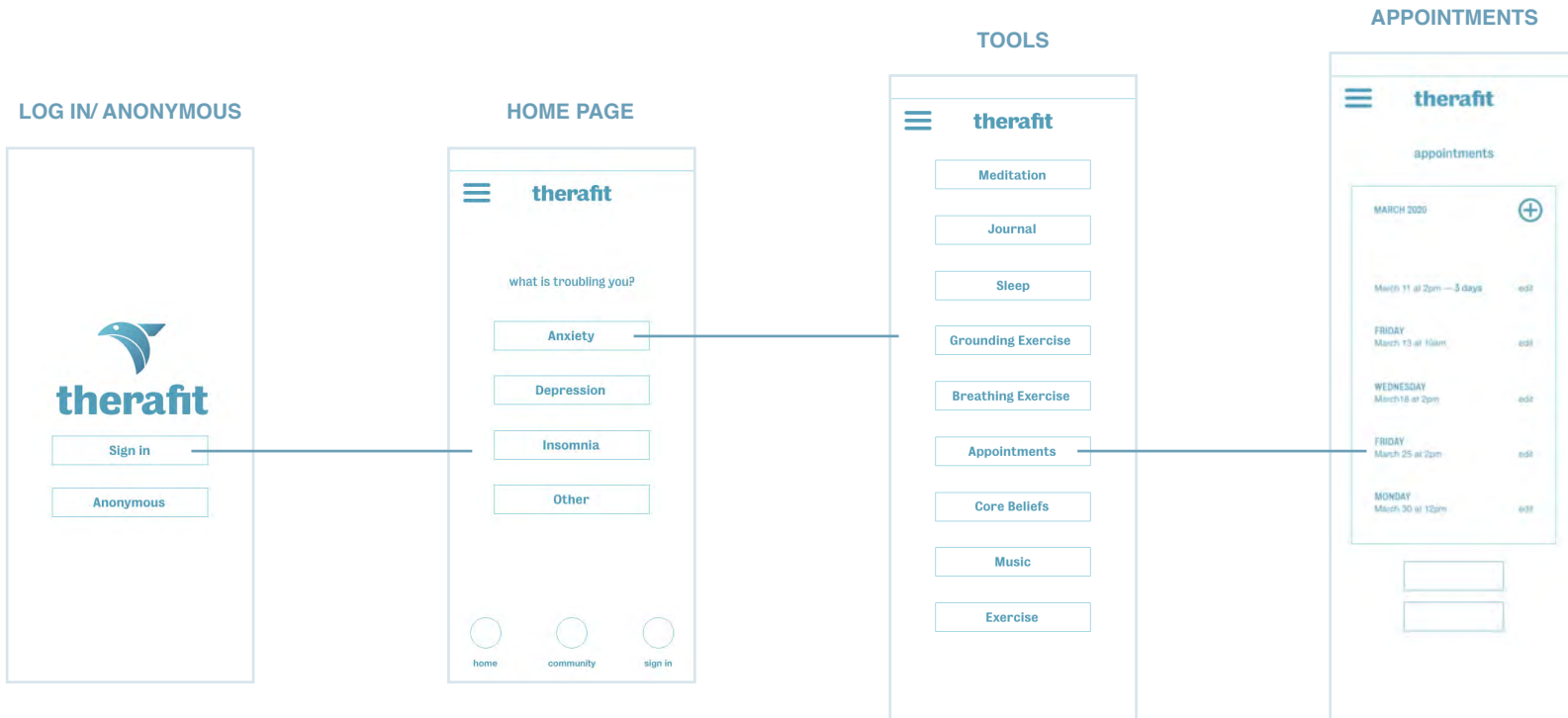
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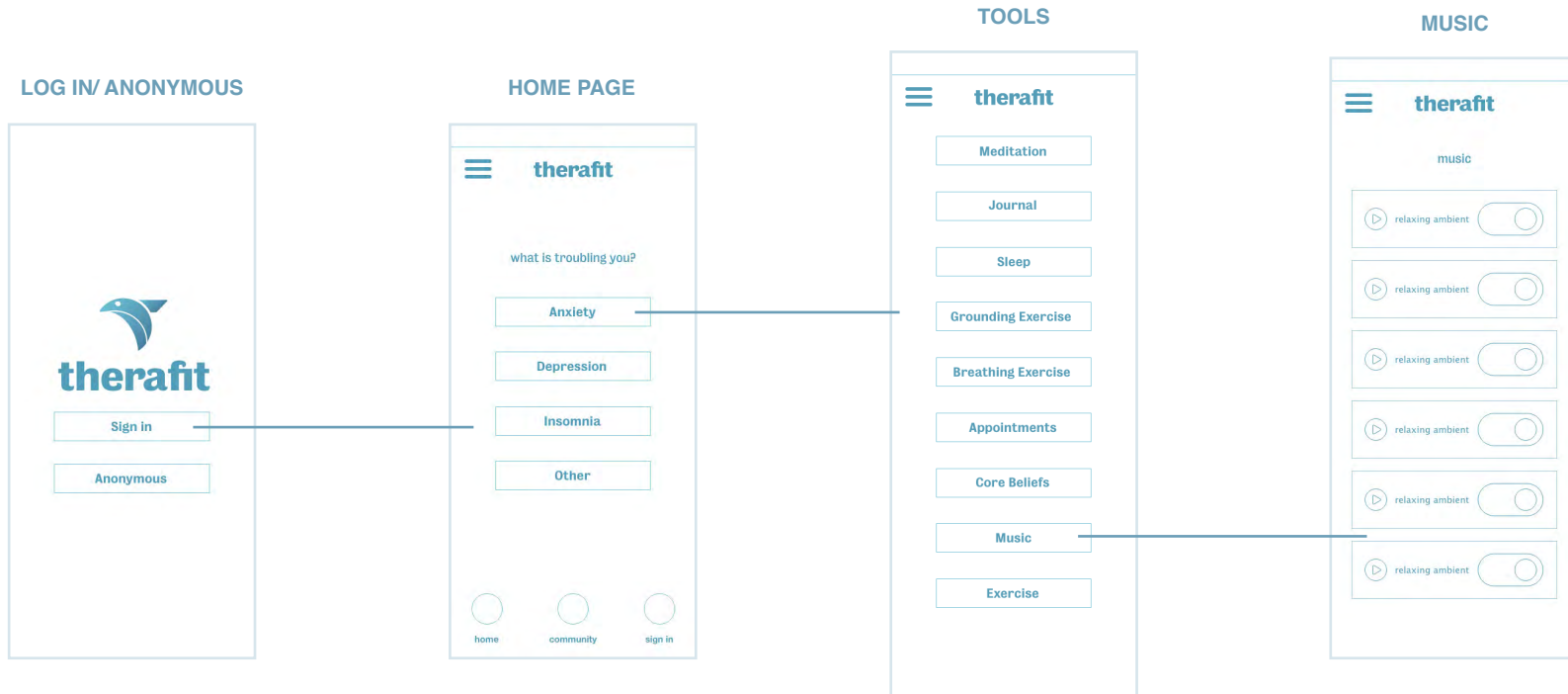
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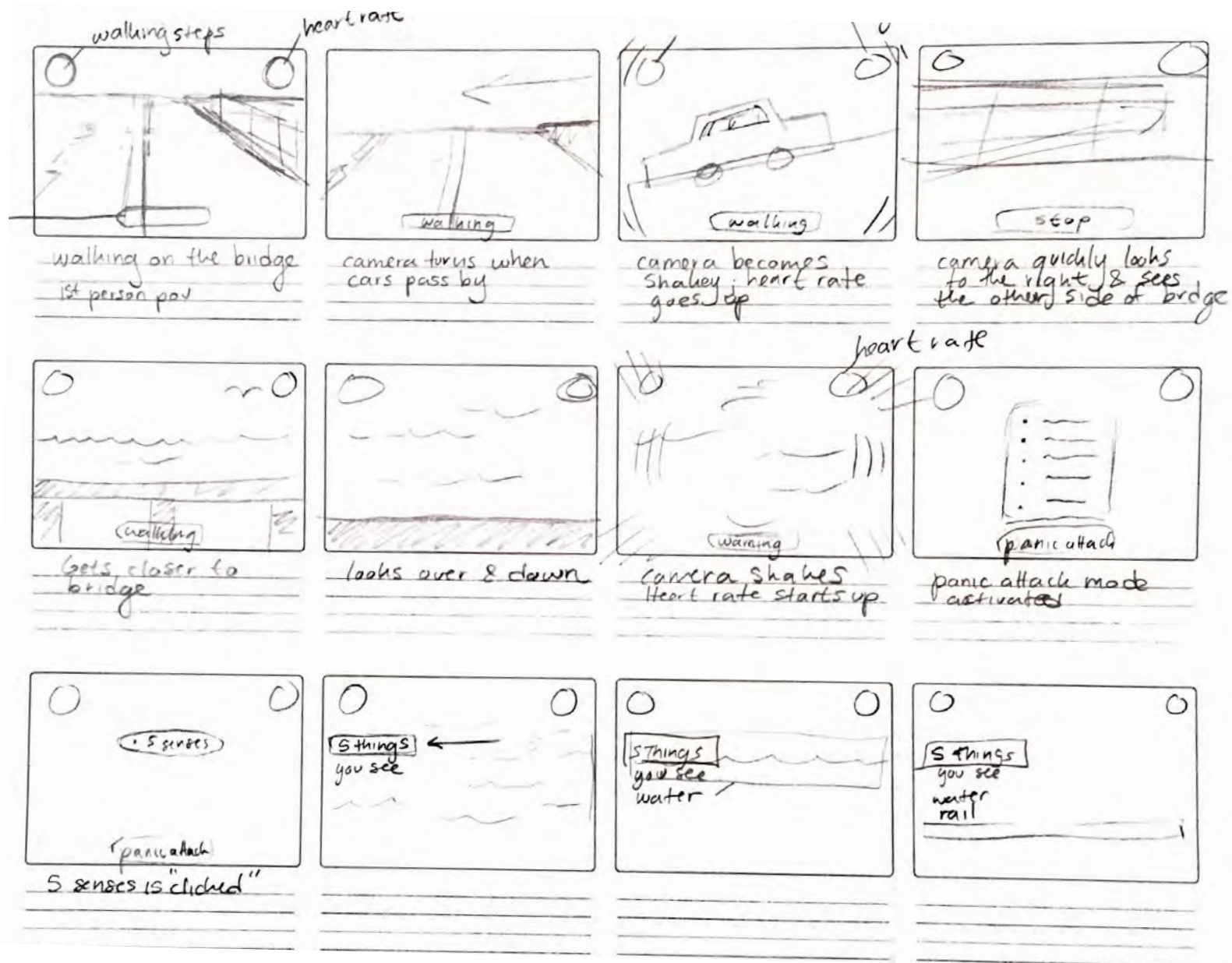
# FLOW MAP



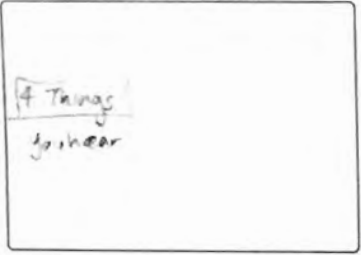
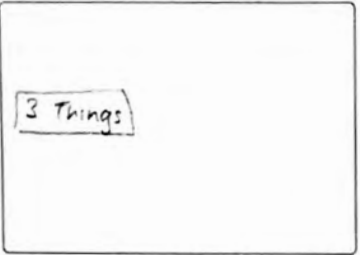
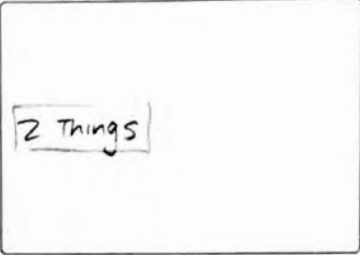
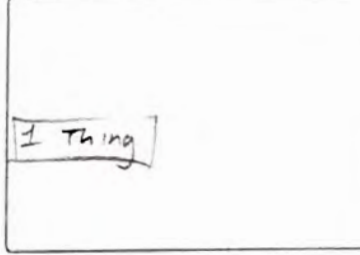
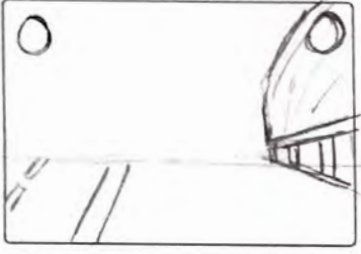
# FLOW MAP



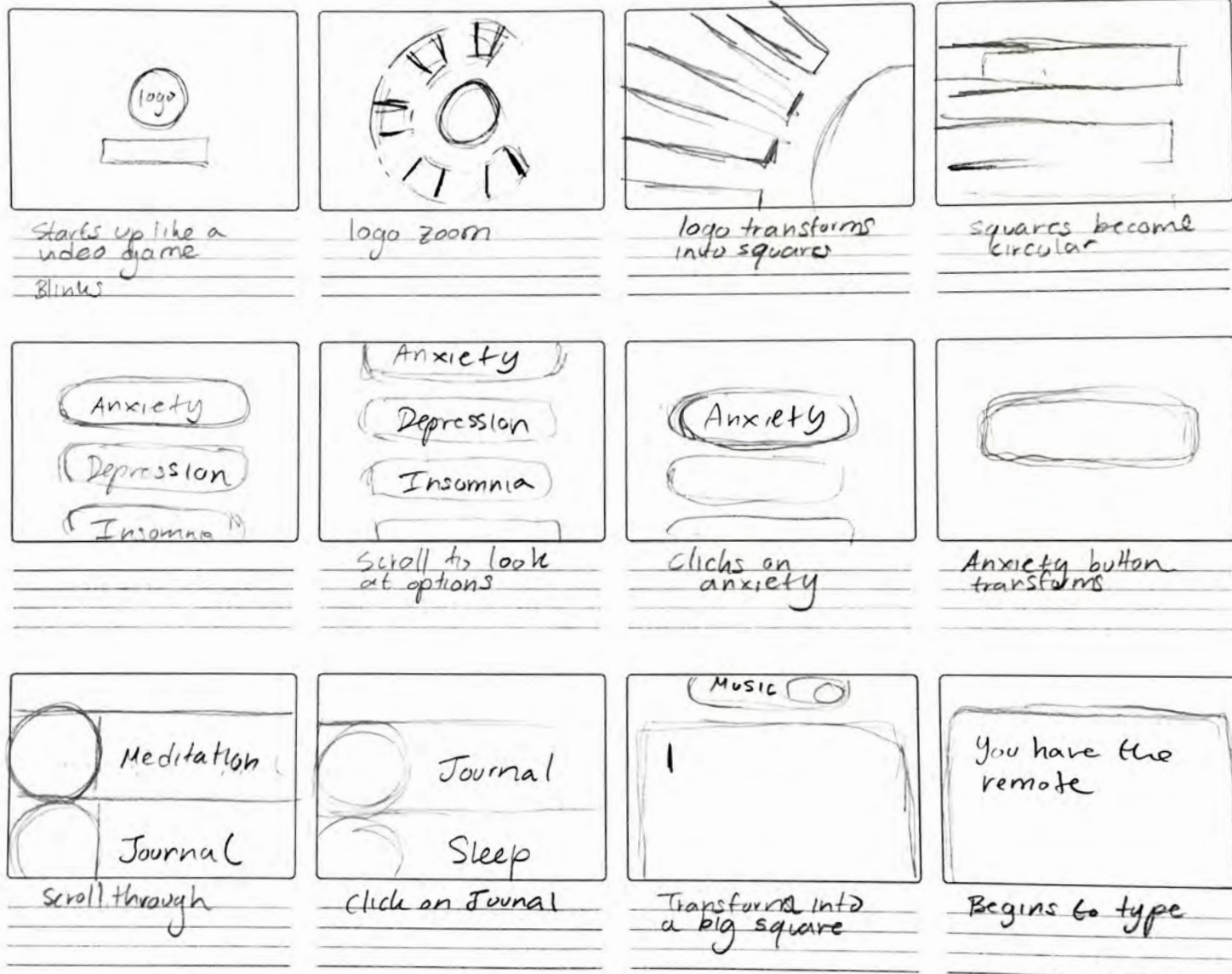
# THUMBNAIL STORYBOARD



# THUMBNAIL STORYBOARD

 <p>4 Things to hear</p>	 <p>3 Things</p>	 <p>2 Things</p>	 <p>1 Thing</p>
 <p>Breathing has gone back to normal</p>			

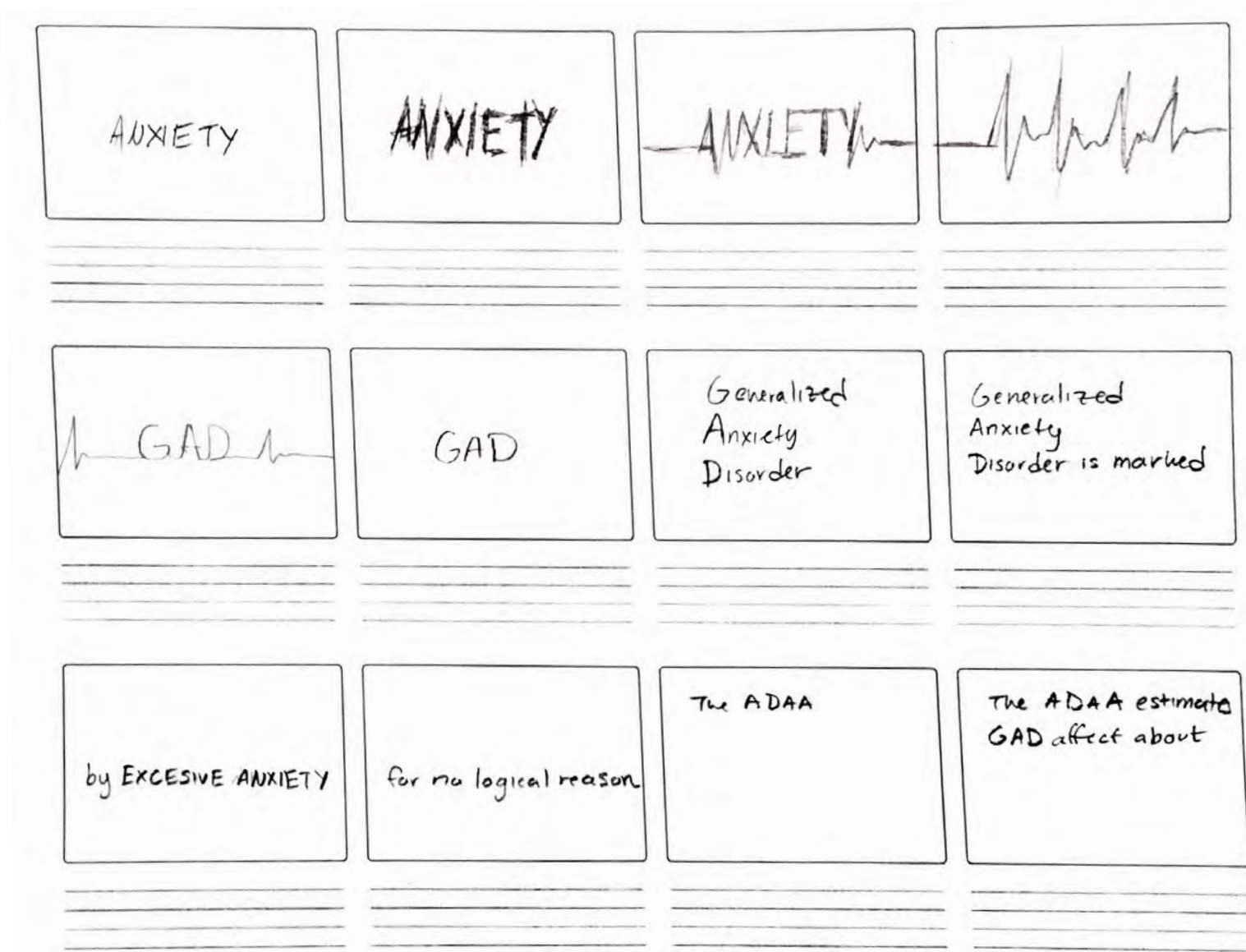
# THUMBNAIL STORYBOARD



# THUMBNAIL STORYBOARD

You have the remote			
<i>everything else pages</i>			

# THUMBNAIL STORYBOARD

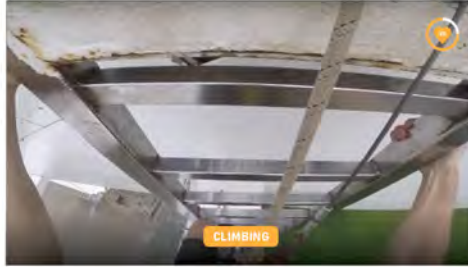




# ROUGH STORYBOARD



First person is walking down a ladder. Breathing becomes faster.



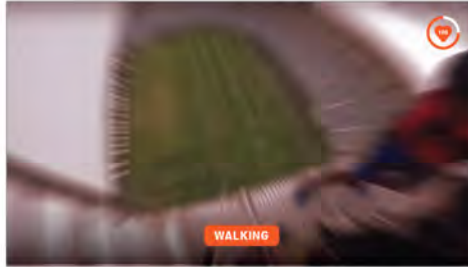
Breathing is heard.



Person looks around and becomes more anxious.



Person sees the actual height.



Anxiety increases. Vision becomes shakey and blurry. Colors of buttons change to orange.



Anxiety increases. Vision becomes shakey and blurry.



Anxiety is increasing.



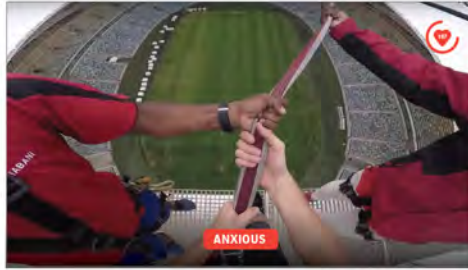
Person walks.



# ROUGH STORYBOARD



Waiting to be hooked on is creating more panic. Colors of buttons change to orange red.



Anxiety.



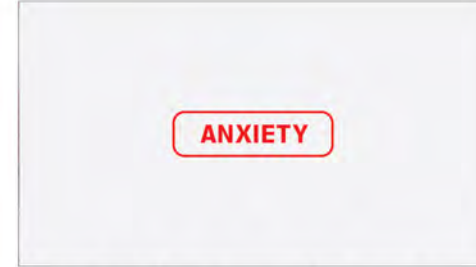
Panic attack is imminent. Button colors change to red.



Vision gets blurry and red.



The word anxiety is centered.



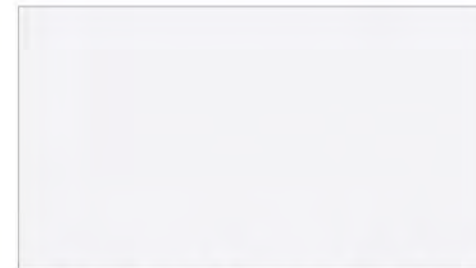
Anxiety gets larger and button is no longer solid, but an outline.



Outline disappears.

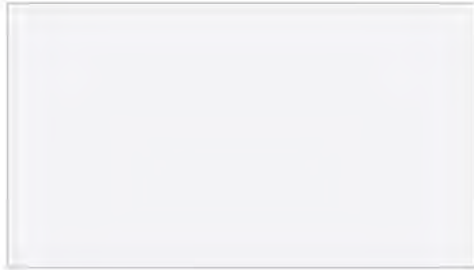


The word anxiety is centered.



Anxiety begins to transform into a heartbeat rate.

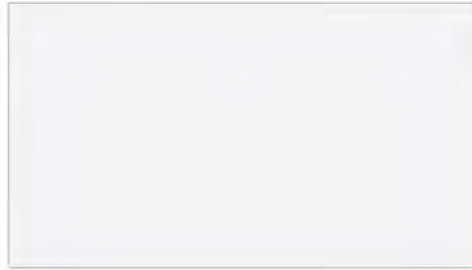
# ROUGH STORYBOARD



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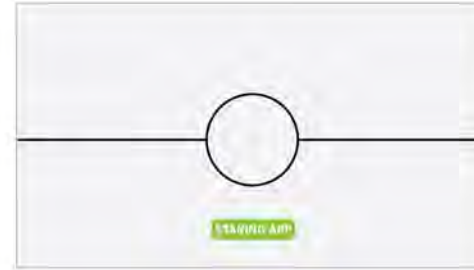
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Outline forms the beginning for the app usage.



Log in button is clicked.

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Transform into a square.

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Square forms into smaller clickable options. Panic attack is clicked.

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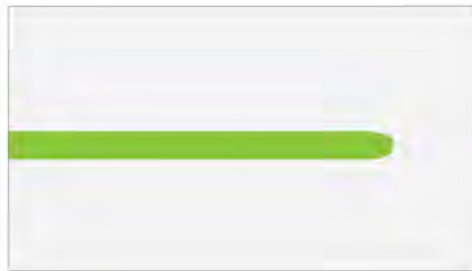


Line reaches to the right of the screen while the rest descend.

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Grounding exercise begins.

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# ROUGH STORYBOARD

**5 THINGS YOU SEE**

Color of type will represent the state of mind of the individual going through a panic attack.

**1**

Countdown. Each segment will be quick.

**PULLEY**

Pulley, stadium, worker, carabiner, friend.

**4 THINGS YOU FEEL**

As the person calms down the color of the text will go from red to orange.

**1**

The word anxiety is centered.

**WIND**

Wind, cold, clothes, shoes.

**3 THINGS YOU HEAR**

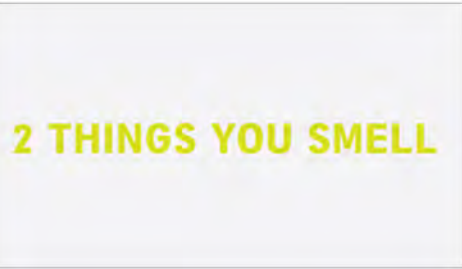
Color changes to yellow.

**1**

**WORKER**

Worker, friend, wind howling.

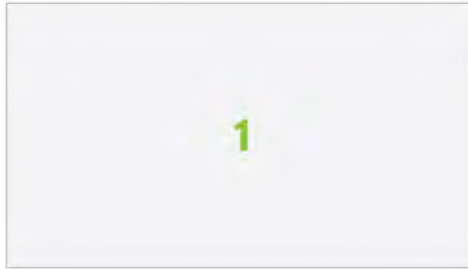
# ROUGH STORYBOARD



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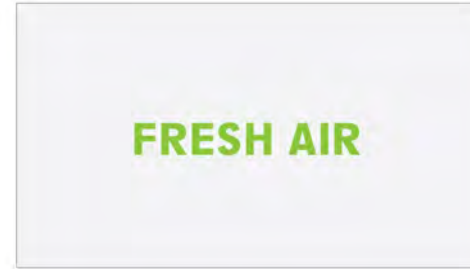


Color changes to green.

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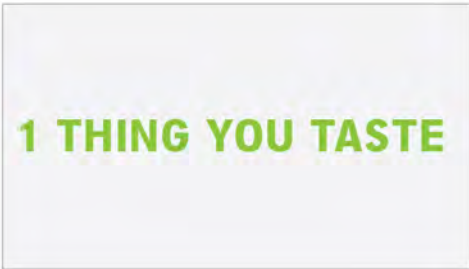


Fresh Air and grass.

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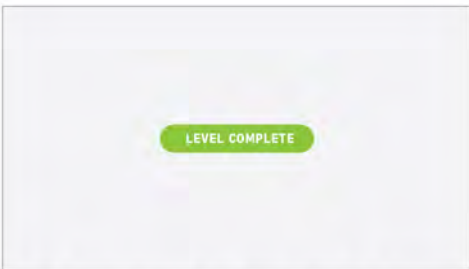
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Level complete button fades in.

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Person comes back to the real world.

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Person has the courage to jump.

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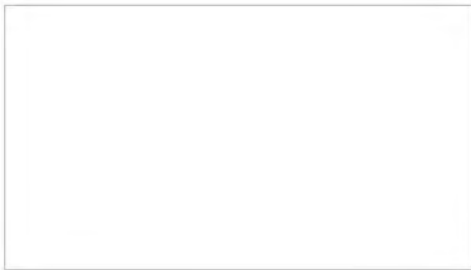
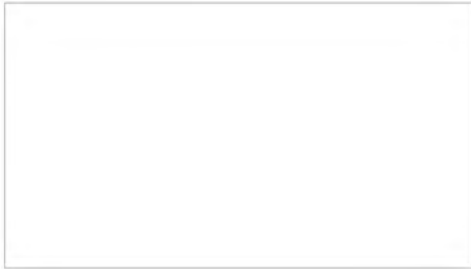
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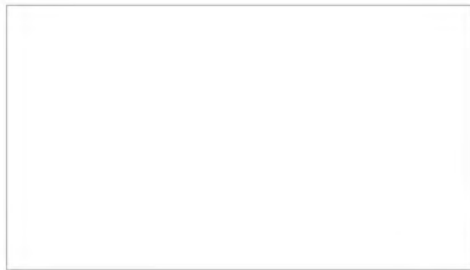
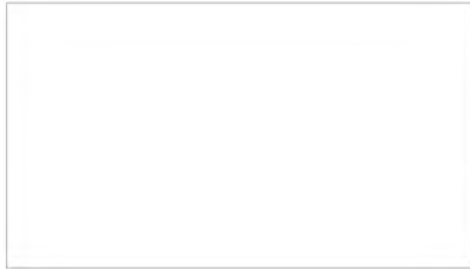
# ROUGH STORYBOARD



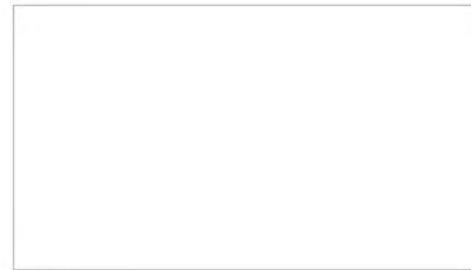
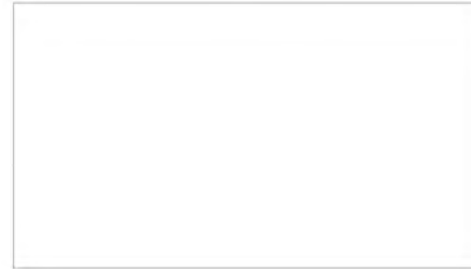
Facing fears.



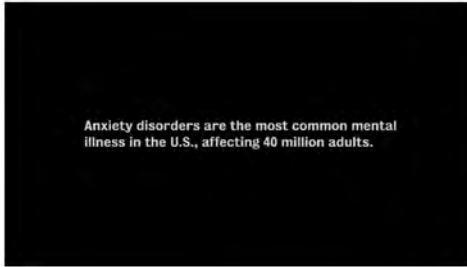
Logo of app will appear on screen.



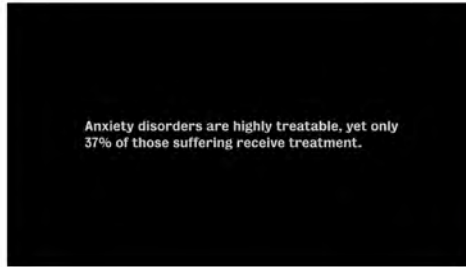
Ad ends with person throwing fist in the air, content with facing fears.



# FINAL STORYBOARD



Opening was changed to show statistics on anxiety problems in the American population.



Fade in and out animation. Heartbeat slowly starts in the background.



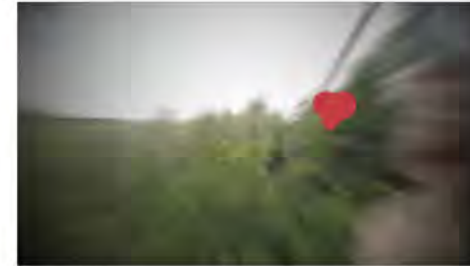
Live footage fades in as soon as heartbeat becomes really loud. Heart on the corner indicating heartbeat appears.



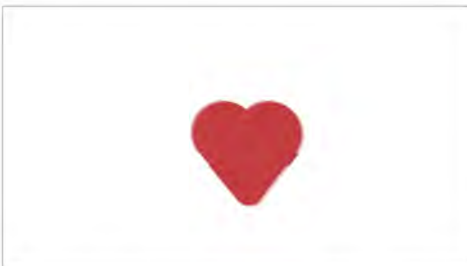
As the subject becomes anxious, the heart changes color and heartbeat gets louder. Visual becomes blurry.



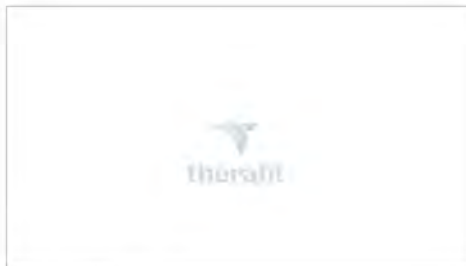
Subject has entered the panic attack stage. Heartbeat becomes louder.



Visual glitches and heart leaves the corner to the center.



As soon as heartbeat stops, heart grows, then shrinks, and fades away.



Therafit fades in.



Sign in button fades in and mouse cursor comes into the screen.

# FINAL STORYBOARD



Cursor clicks the "sign in" button and shape morphs into a bigger rectangle.



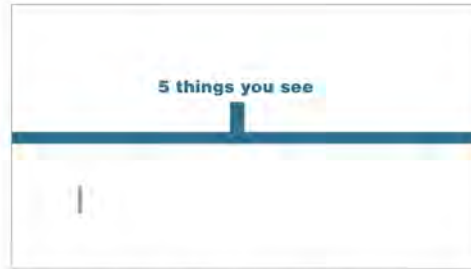
Rectangle morphs into smaller shapes.



Panic attack button is clicked and the shape grows to the right of the screen.



Everything else gets moved to the left.



The app has initiated the grounding exercise. The blue color has darkened to indicate the level of stress is high.



Typing.



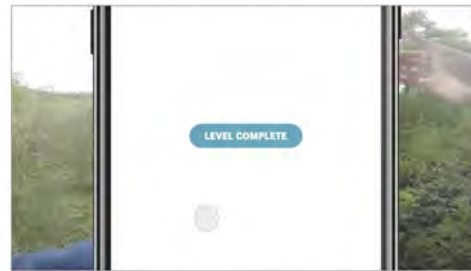
As soon as its finished with that step, it zooms to the left to continue.



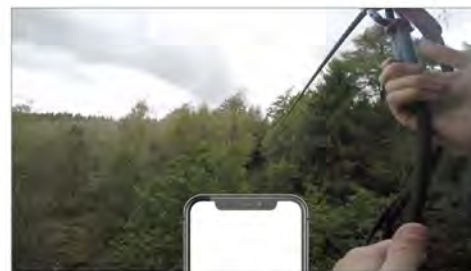
# FINAL STORYBOARD



Everything morphs into each other.



Level complete is fades in. The cursor comes back and phone is revealed when zooming out.



Phone leaves to the bottom of the screen.



Button is clicked.



Subject is able to zip-line down and credits role. Success!