



Drawing By Donchelle | Age 5

**Donchelle Rollins**

*4 Years Old*

Music Therapy Session



## **Problem Statement**

Communicating with a therapist is rarely simple and often comes with both challenges and benefits. Barriers such as cost, insurance, cultural sensitivity, lack of personalization, privacy, and language differences can make access difficult. At the same time, therapy can create space for feeling heard, gaining comfort, encouraging personal reflection, and fostering new perspectives that support healing across generations.

# A Pause. A Breath.

# A Beginning. That's LIFE.

Designing a human-like experience  
for mental health involving AI and  
Real-Life Therapy.



# Tools & Technology

## Analog

Paper, Pen, Pencil, Markers, Sketchbook,  
Post-it Notes, and Lots of Wine

## Digital

MacBook, iMac, iPad, Figma, Illustrator,  
Photoshop, InDesign, After Effects,  
Procreate, VS Code, Google Drive,  
Shutterstock (Models)

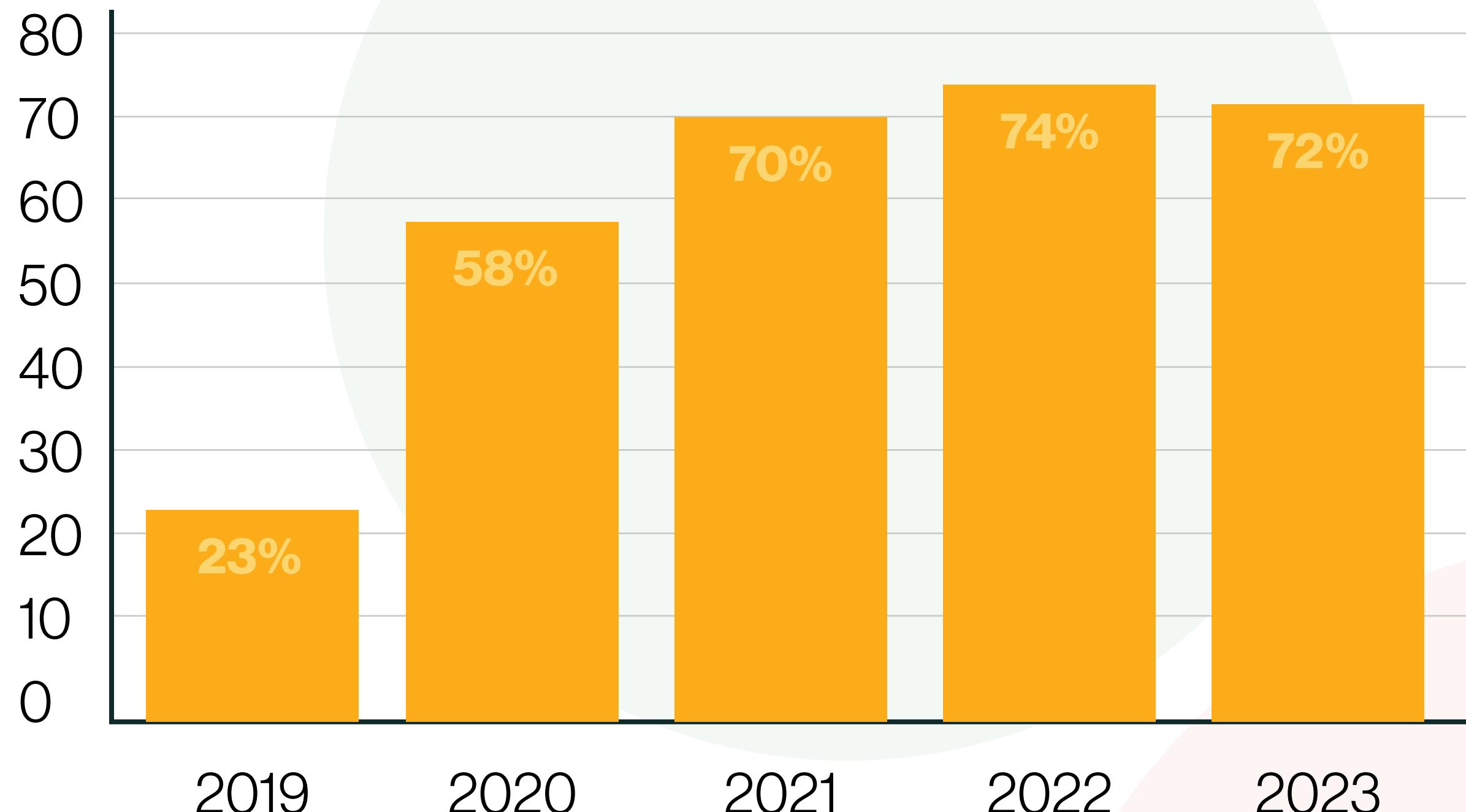
## Resources

Safari, Subject Matter Experts, Targeted Audience (Middle & High Schoolers), Teachers (Middle & High School), School Counselors (Middle & High School), Possible Service Providers, Community Centers, Outreach Centers, 4 Pairs of Parent of Users, Classmate Feedback, Professor Feedback

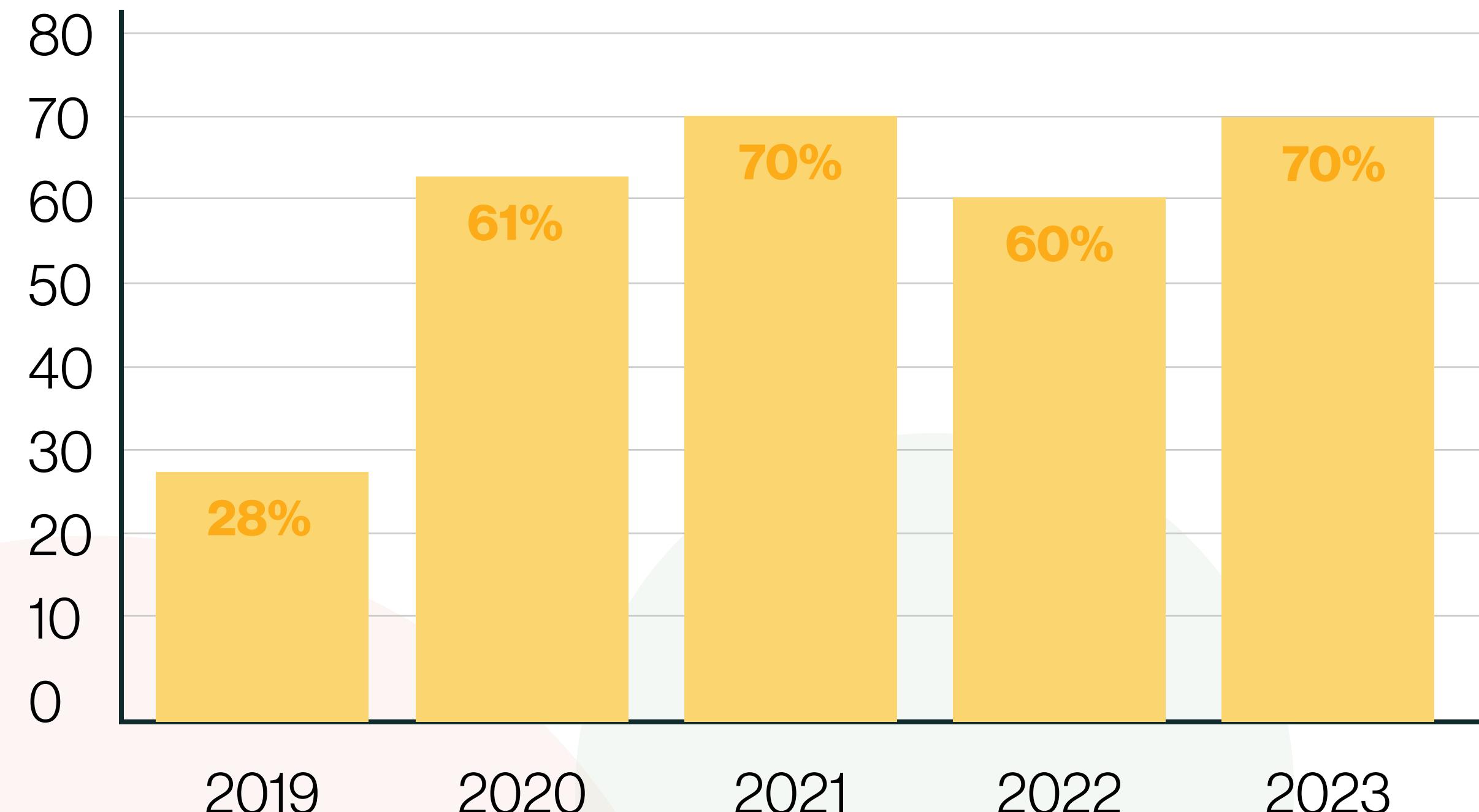
# Market Research

Strategic Focus: School-Enrolled Youth Facing Mental Health Concerns

Middle Schoolers



High Schoolers

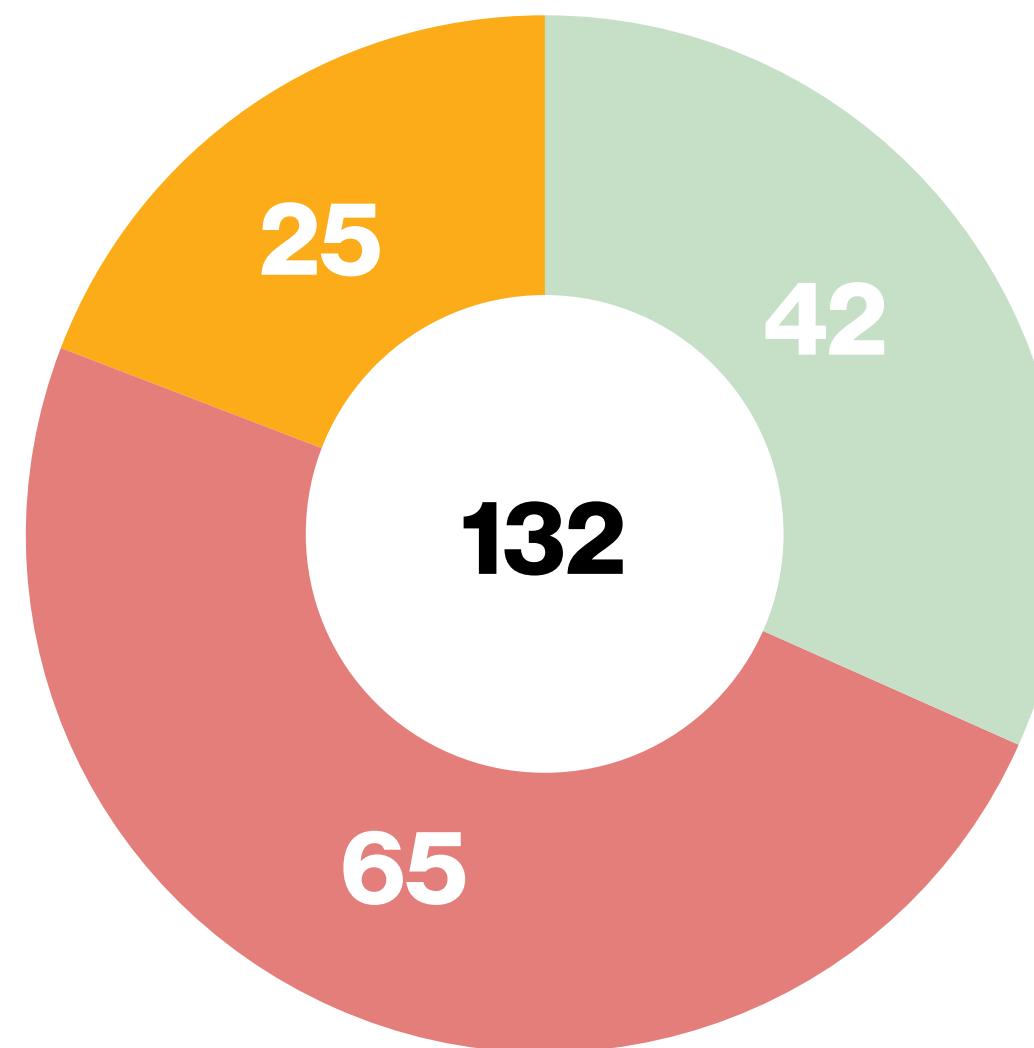


# User Audience Research - Middle Schoolers

School Names: JD Smith Middle School (Las Vegas, NV) | Roosevelt Middle School (San Diego, CA)

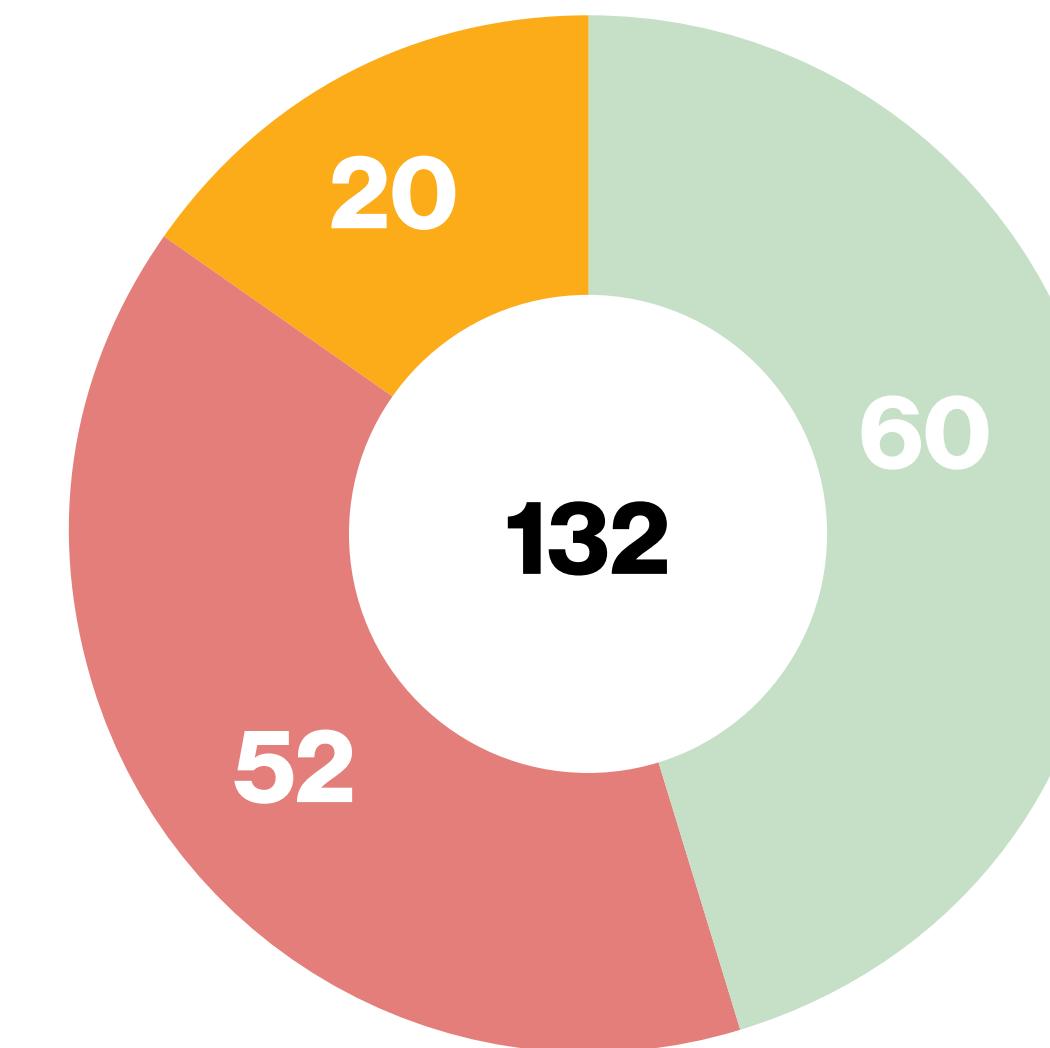
Do you feel you have good mental health?

■ Yes ■ No ■ Maybe



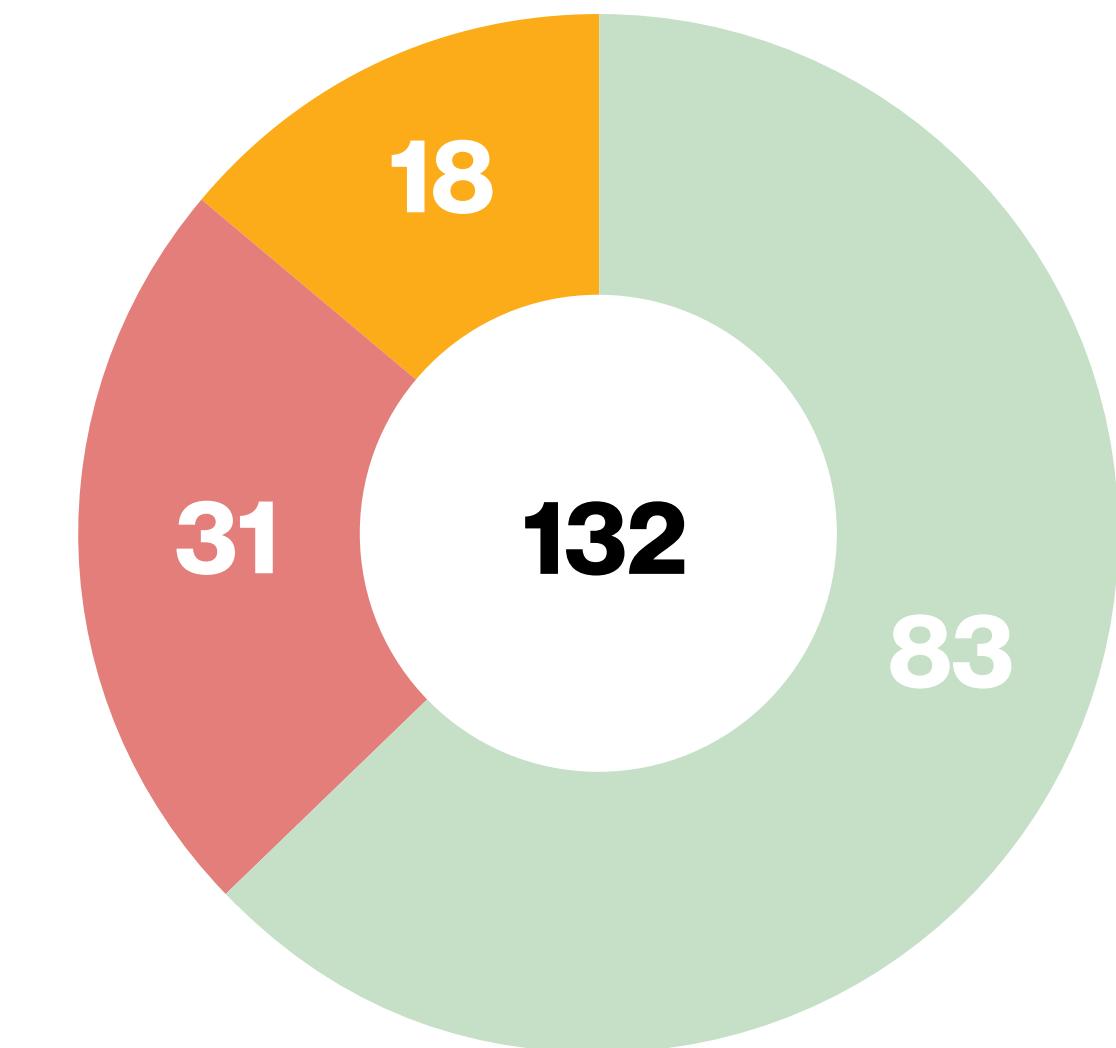
Do you often feel tired or unable to focus without knowing why?

■ Yes ■ No ■ Maybe



Do you feel unsure if your feelings or behavior are normal for your age?

■ Yes ■ No ■ Maybe

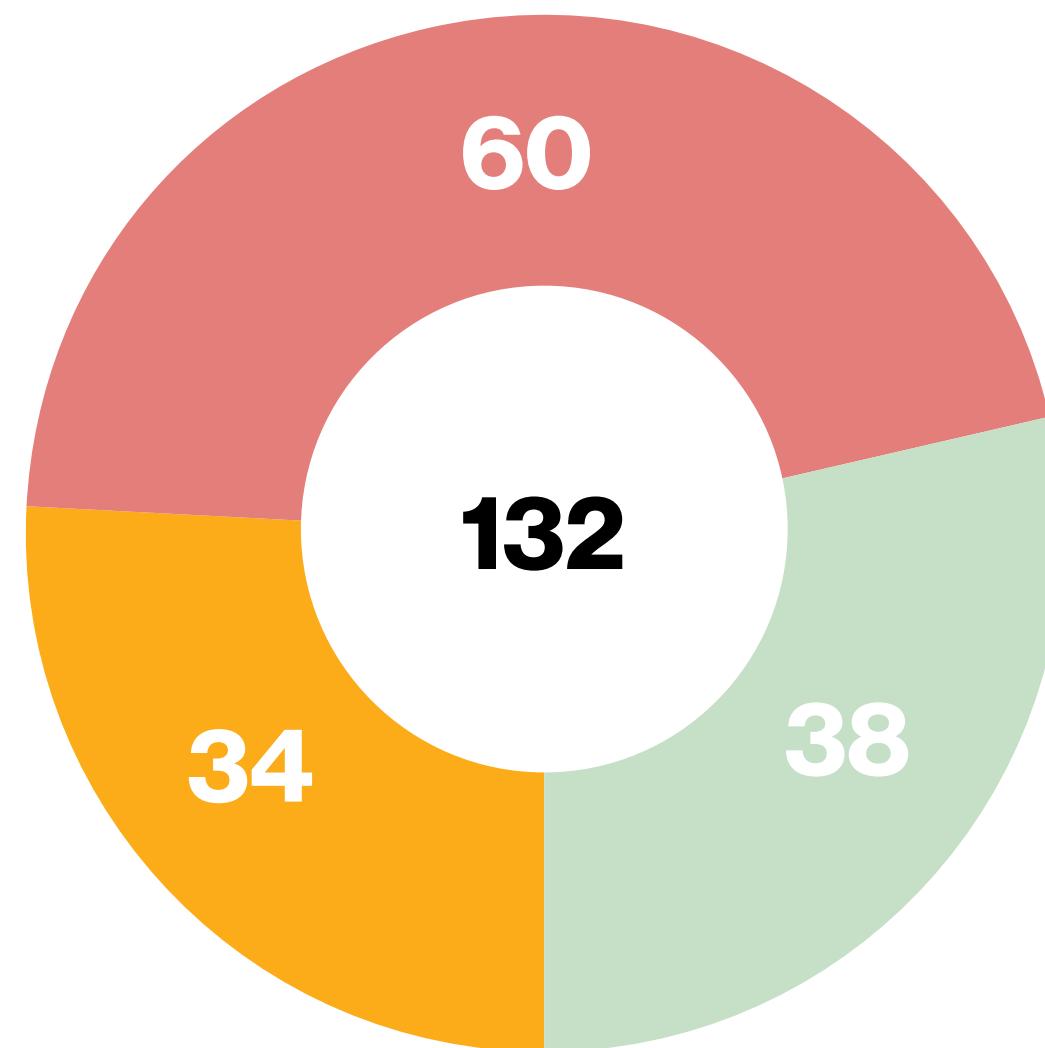


# User Audience Research - High Schoolers

School Names: Bishop Gorman High School (Las Vegas, NV) | San Diego High School (San Diego, CA)

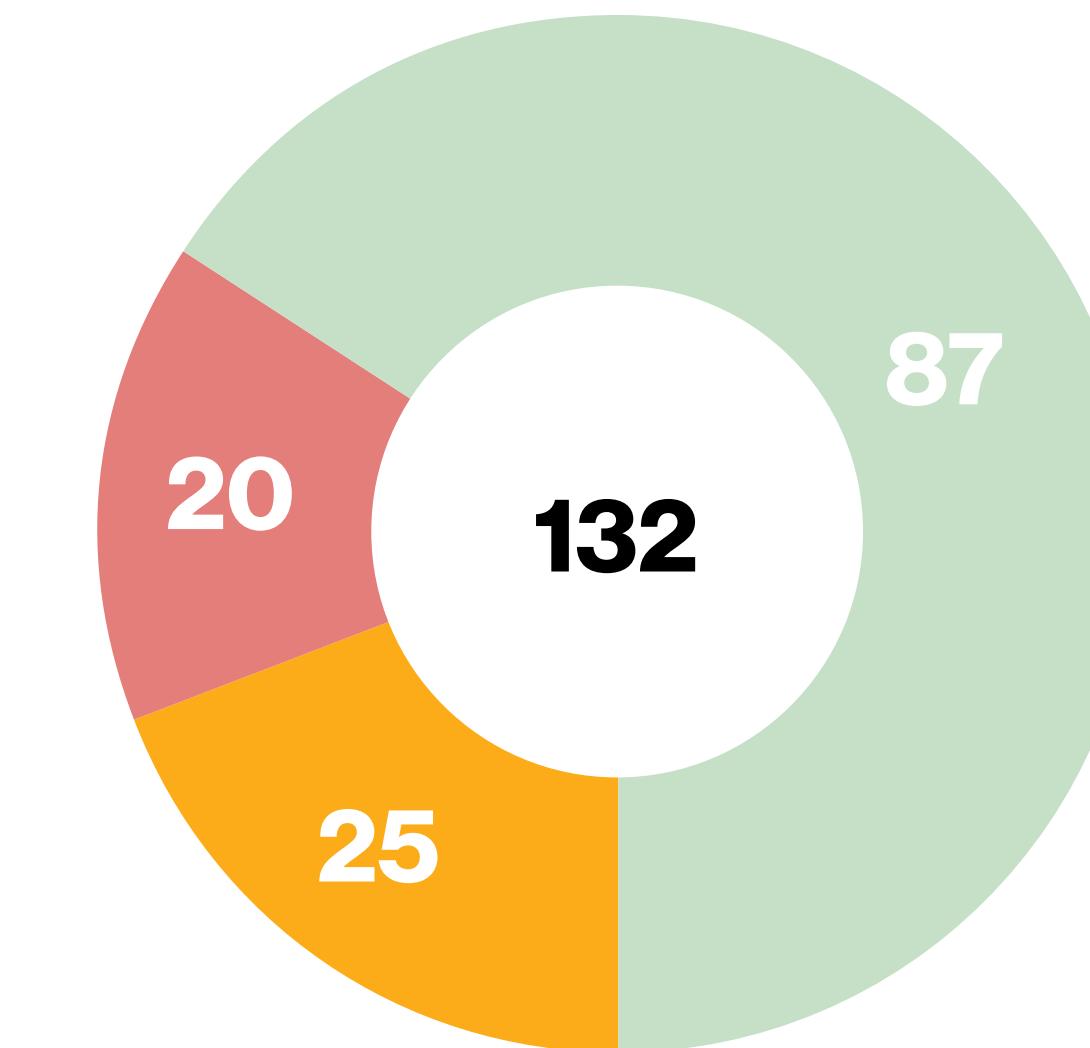
Do you feel you have good mental health?

■ Yes ■ No ■ Maybe



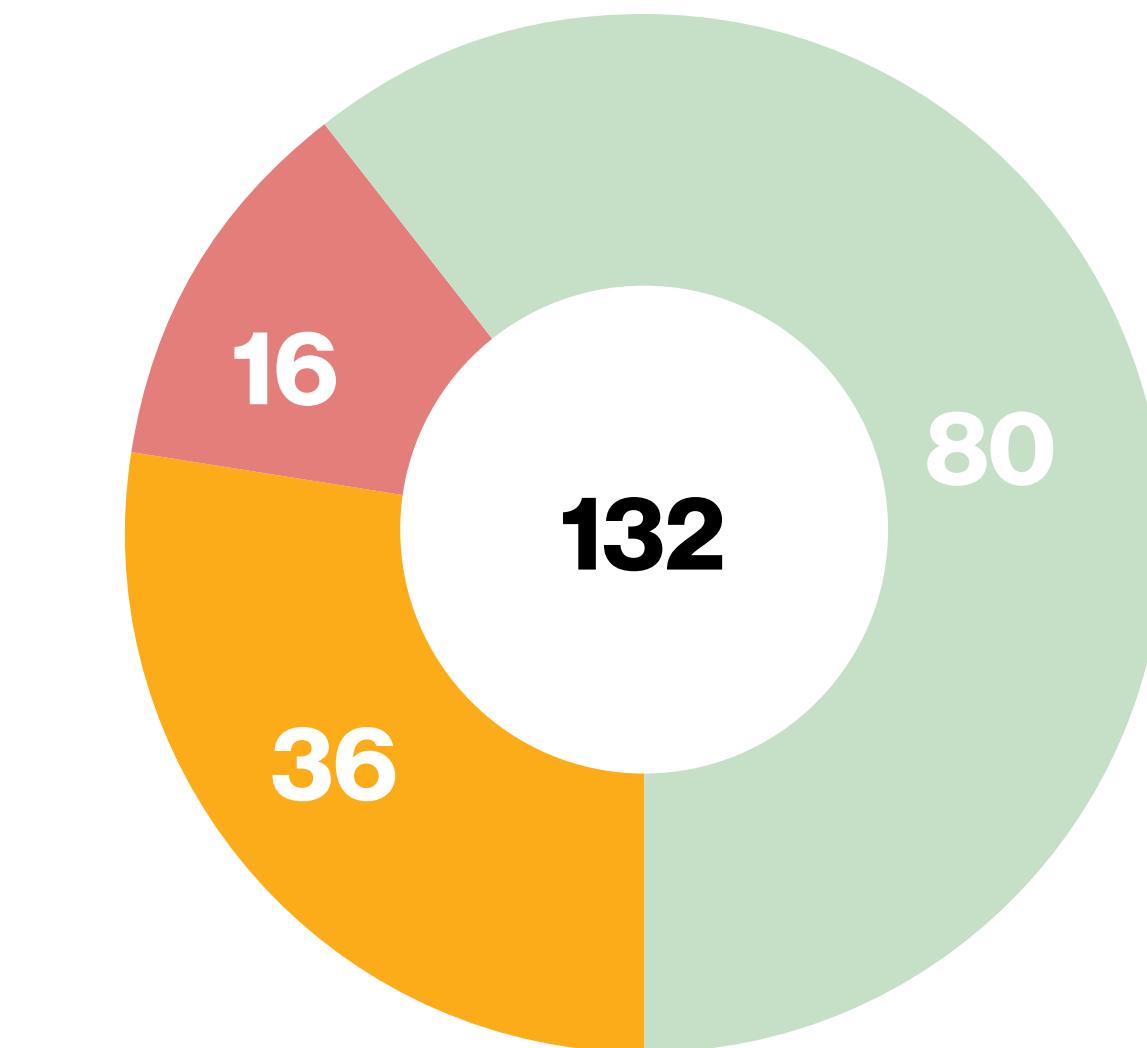
Do you often feel tired or unable to focus without knowing why?

■ Yes ■ No ■ Maybe



Do you feel unsure if your feelings or behavior are normal for your age?

■ Yes ■ No ■ Maybe



| Features                        | Headspace | Talkspace | Betterhelp | Calm | LIFE. |
|---------------------------------|-----------|-----------|------------|------|-------|
| Accessibility                   | ✓         | ✓         | ✓          | ✓    | ✓     |
| Consistent Stress-Free Branding | ✓         | ✓         | ✓          | ✓    | ✓     |
| Guided AI Materials             |           |           |            |      | ✓     |
| Mood Tracking                   |           | ✓         | ✓          | ✓    | ✓     |
| Journaling (Video, Type, Voice) |           |           |            |      | ✓     |
| Guided Community                |           |           | ✓          |      | ✓     |
| Events/Live Sessions            | ✓         |           | ✓          |      | ✓     |
| Background Checked Therapists   |           | ✓         | ✓          | ✓    | ✓     |
| AI / Therapy Booking            |           | ✓         | ✓          |      | ✓     |
| Emergency Support               |           |           |            |      | ✓     |

# Problem Statement

Communicating with a therapist is rarely simple and often comes with both challenges and benefits. Barriers such as cost, insurance, cultural sensitivity, lack of personalization, privacy, and language differences can make access difficult. At the same time, therapy can create space for **feeling heard, gaining comfort, encouraging personal reflection, and fostering new perspectives** that support healing across generations.

## Concept

**LIFE.** is a private, free mental wellness app that supports you every day. It helps with common emotional struggles using AI guidance and optional access to licensed therapists. LIFE. gives users a safe, human-like, judgment-free space to understand their feelings, build resilience, and improve their mental health one day at a time.

## Objective

To provide an accessible and supportive mental wellness experience by addressing nine common emotional challenges—stress, anxiety, low self-esteem, depression, insomnia, social anxiety, PTSD, overthinking, and compulsion.

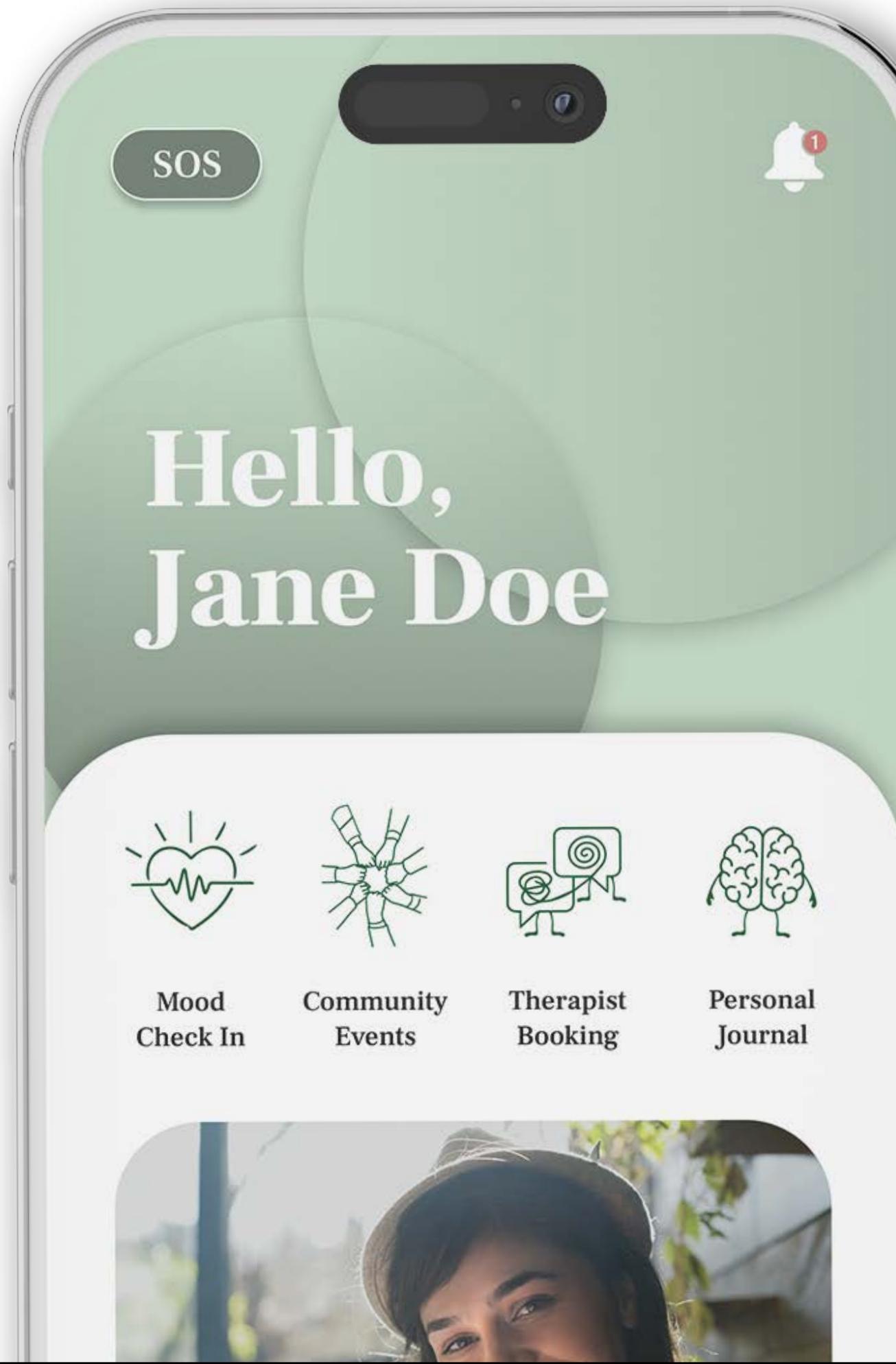
# Application Introduction

## Mental Health App

LIFE. offers a calm, supportive space designed for young people. It helps students navigate tough emotions, find comfort, and feel understood. With community support, access to trusted professionals, and nearby wellness events, LIFE. encourages personal growth and emotional balance—anytime, anywhere.



# Brand Substance



## Brand Values

Empathy

Innovation

Clarity

Accessibility

Growth

Lifestyle

## Mission Statement

LIFE. is a mental health app blending AI support and therapist communication for empathetic and intuition guidance. "LIFE." provides a safe space for personal growth and meaningful connections, empowering individuals on their mental health journey.

## Brand Targeted Audience

Middle Schoolers: 11-15 years

High Schoolers: 15-18 years

## Selling Points

All-in-One  
Stress  
Support

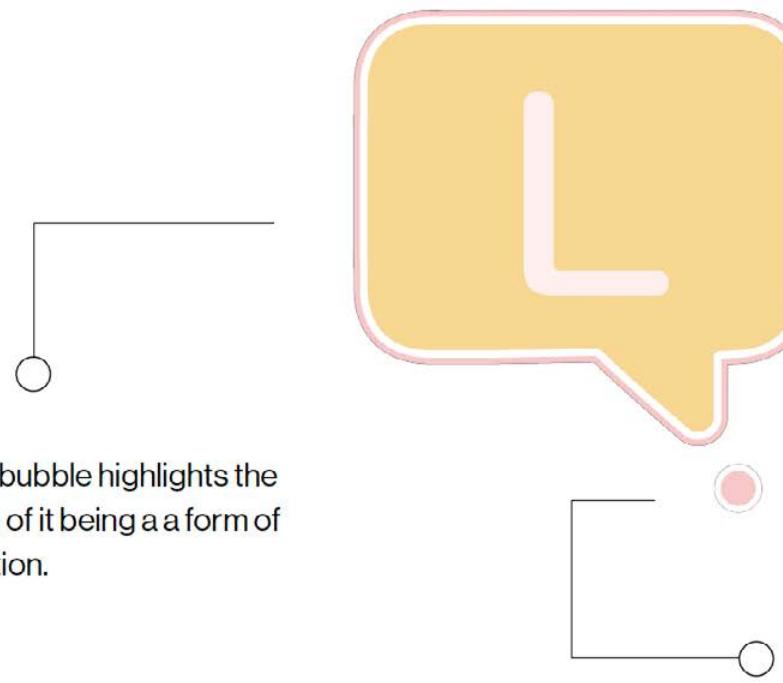
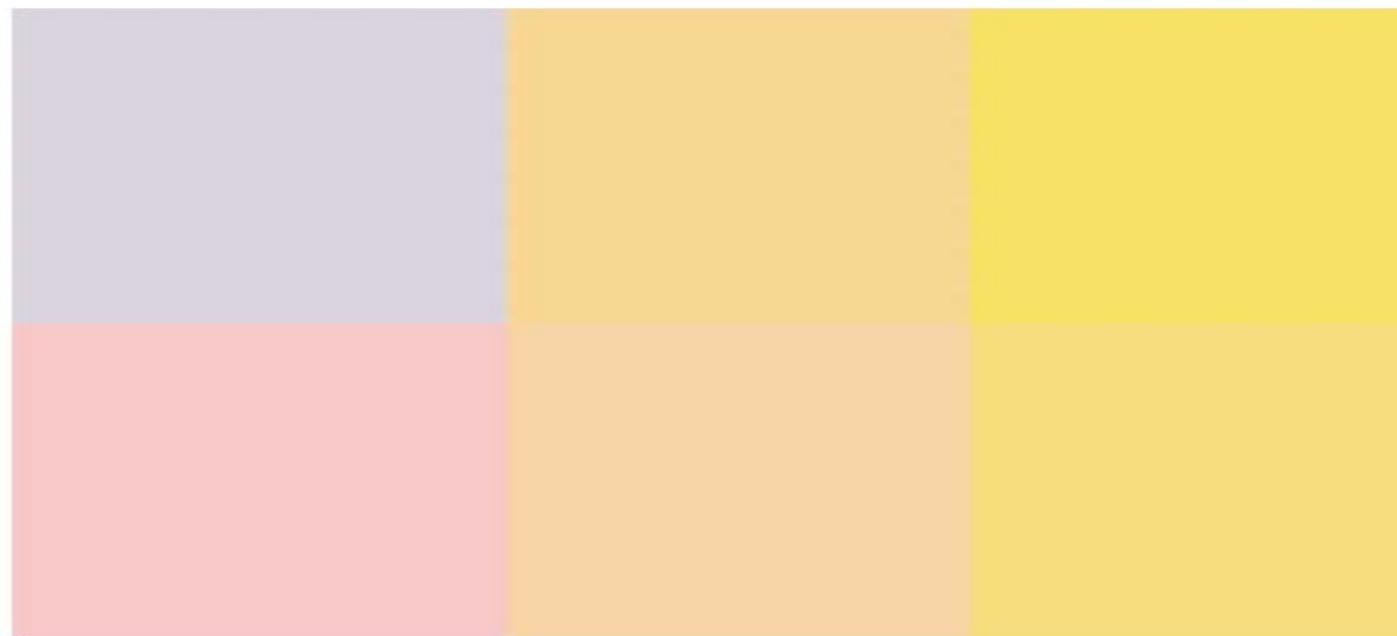
Community  
Support

Personal  
Editing &  
Plans

Background  
Checked  
Verified  
Therapists

# The Beginning Process

In the early stages of LIFE., we explored brand design, color palettes, and user experience through prototyping.

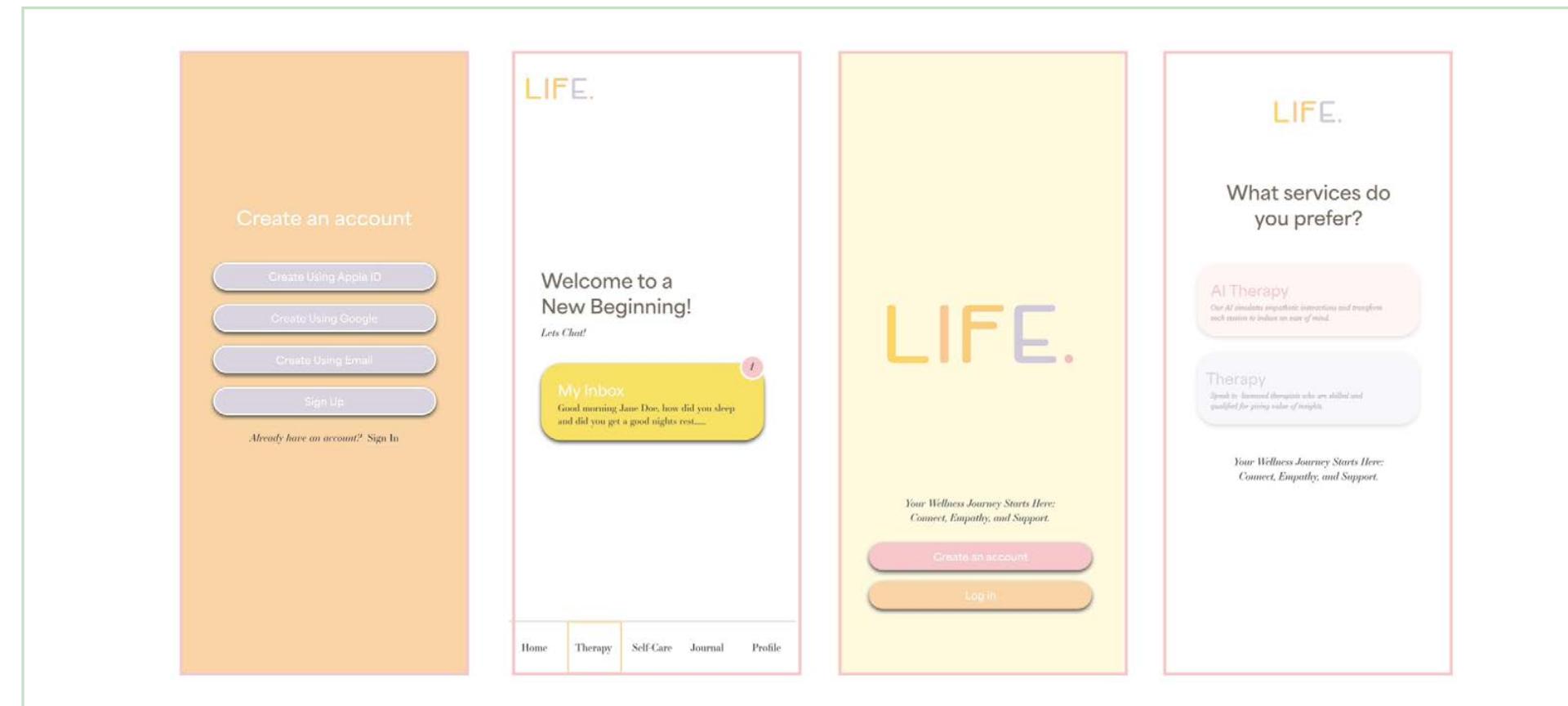
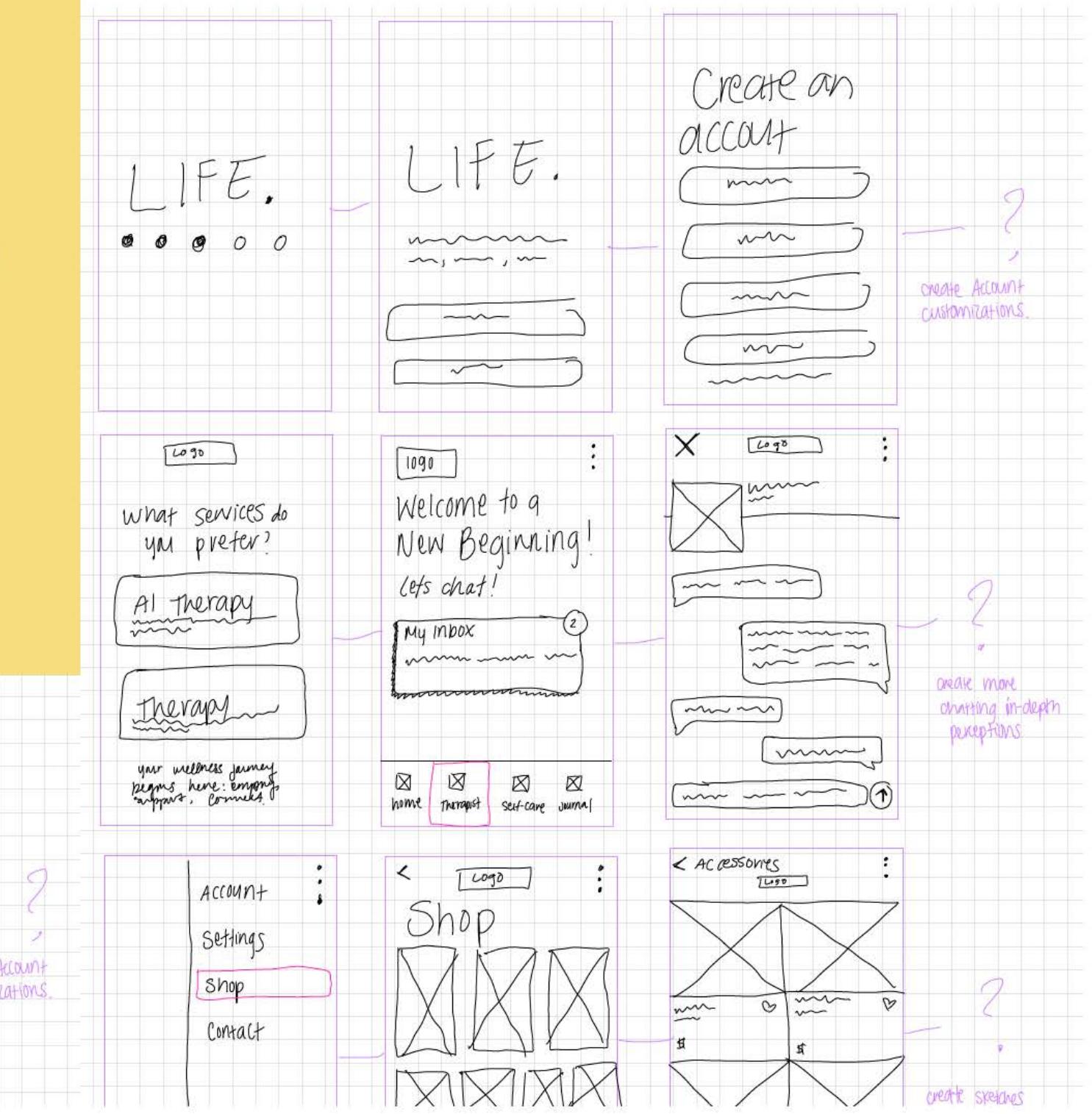
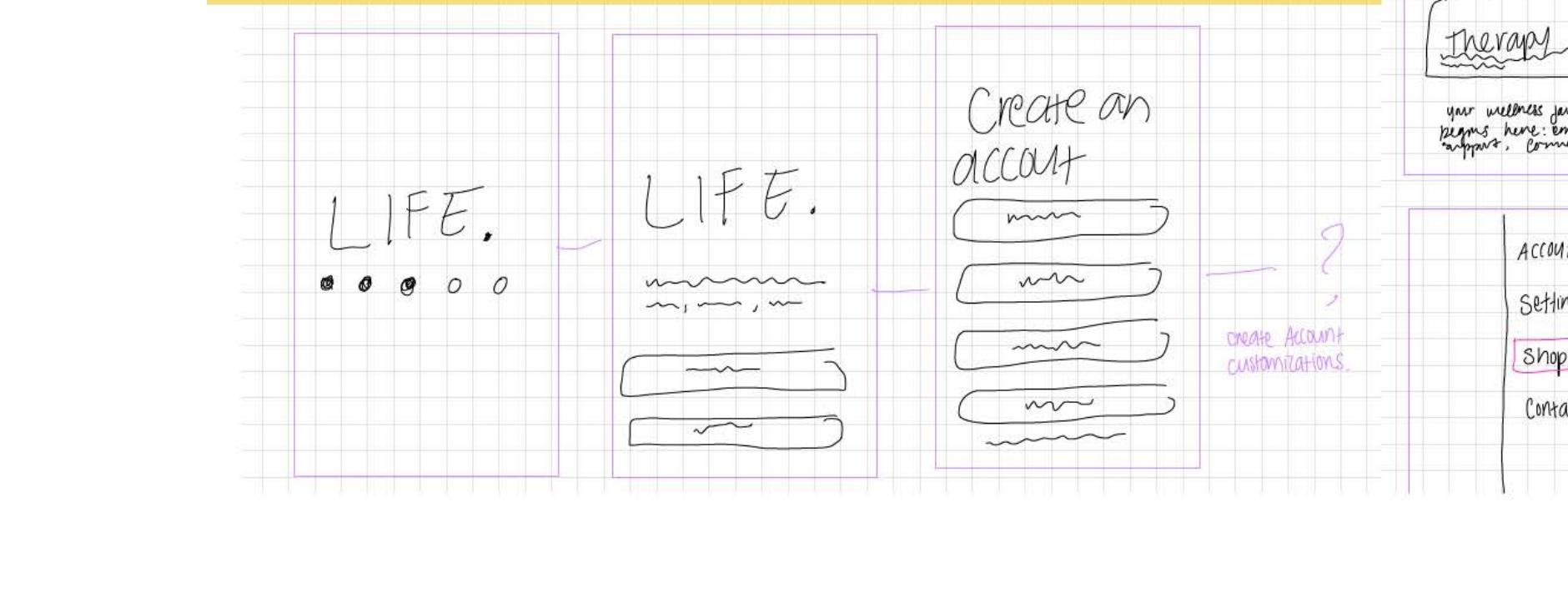


The speech bubble highlights the app function of it being a form of communication.

the "dot" emphasizes the exclamatory factor as it is a sudden stop as well a start of something new.

## Wireframe Sketches

Wireframe sketches are essential in UI design as they provide a clear, structural blueprint of a digital interface. They help in visualizing layout, functionality, and user flow early in the design process, ensuring that the final product aligns with the brand's goals and user needs before detailed design work begins.



## Challenges:

- Too dainty and soft, lacking the maturity needed for audience growth
- Issues with color choices and readability

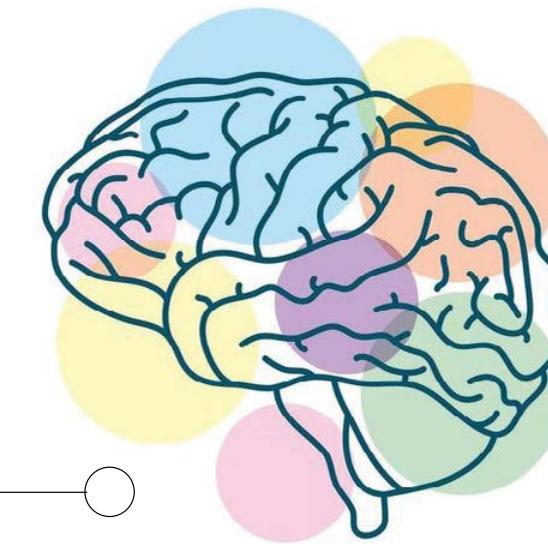
# MoodBoard

As we enter the creative direction phase, we have created a moodboard that captures the essence of the brand LIFE. This moodboard will serve as the beacon guiding us in crafting the perfect brand identity concept.

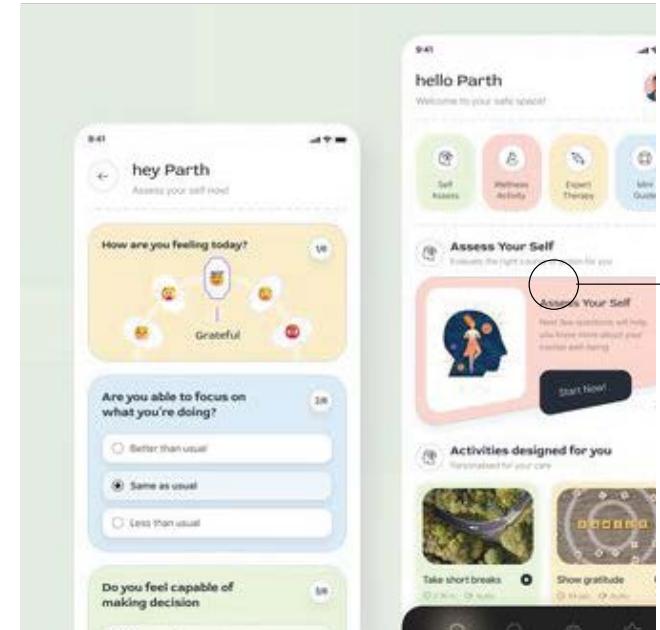
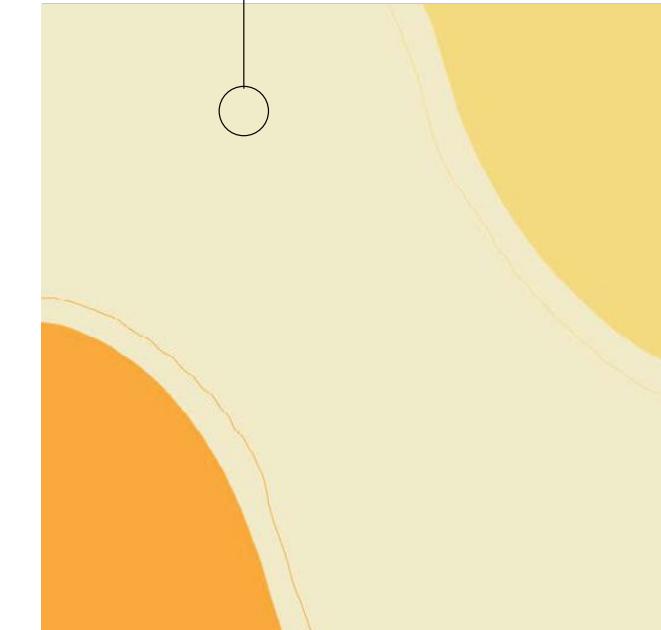
## Creative Direction

“LIFE.” embraces vibrant and contrasting tones to create a calming and soothing atmosphere, ensuring users feel relaxed and comfortable during their experience. With a focus on simple and clean fonts, our design promotes clarity and directs attention to mental awareness and self-reflection.

Aura Elements Include in Overall Design Identity.



Complementing Color Schemes



User Logging Effects.

Typography is Bolder and Prominent For Displaying Hierarchy.



Hand Drawn Illustrations.



Familiar Words to Spark Users Interest.

Words of Encouragement Throughout App.

Users are The Main Focus in the Overall Design Identity.

# Logo

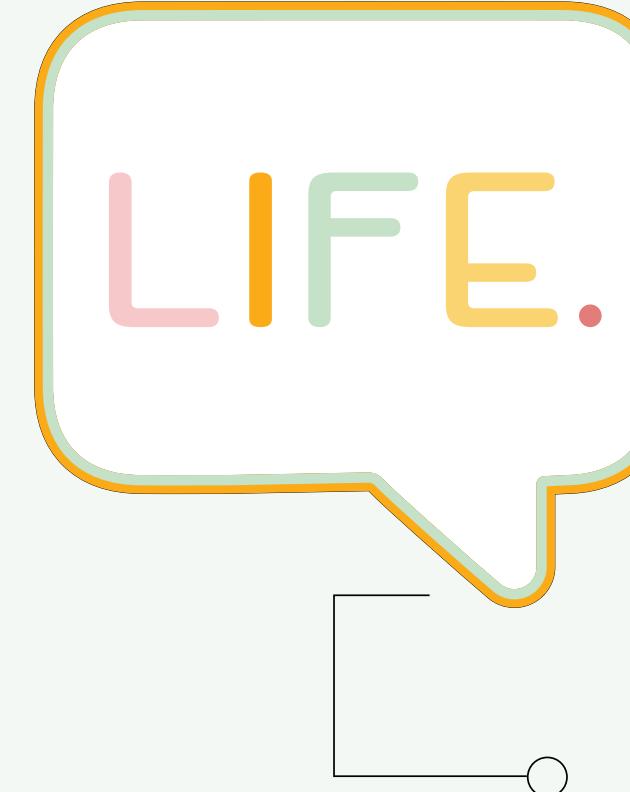
## Meaning

- LIFE. = Life — representing growth, activity, and continual change.
- The “.” symbolizes an ending, a new beginning, a pause, or a fresh start, reminding users that every moment is an opportunity for reflection and renewal.

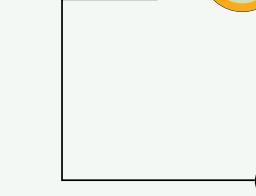
## Inspired by:

- The ebb and flow of everyday life
- Reflection on change and personal growth
- The idea that feelings come and go, just like the natural rhythms of life

### Logomark



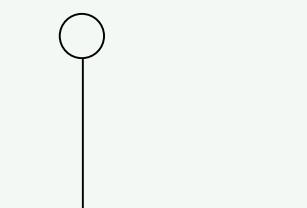
The speech bubble highlights the app function of it being a form of communication.



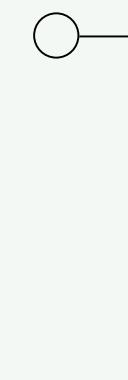
Defined the “tail” to emphasize the removed “period”. Still intact the message.

### Primary

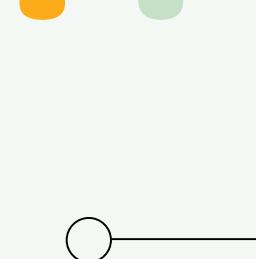
Curbing the sharp edges creates a softer, more approachable feel, making it empathetic and supportive



Creating this larger gap and forming to smaller gap evokes possibilities like a ladder.



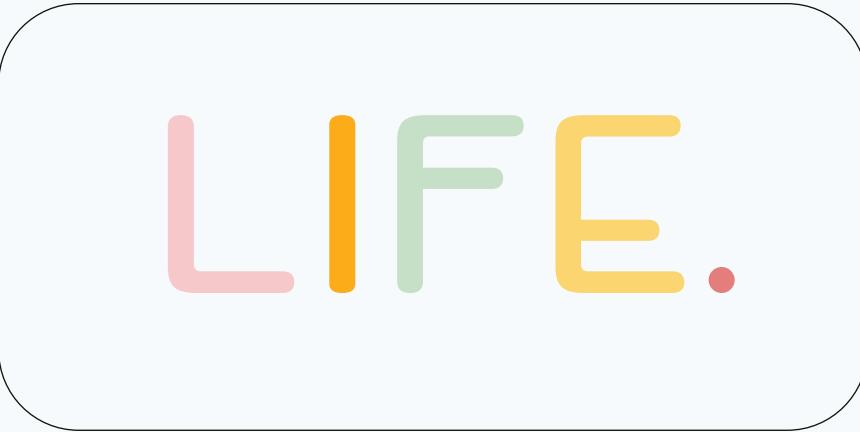
Creating a form of unevenness allows for authenticity. Reflecting the user's uniqueness.



The period can symbolize a moment of reflection or emphasis, representing a pause or beginning a new start.

# Components Style Guide

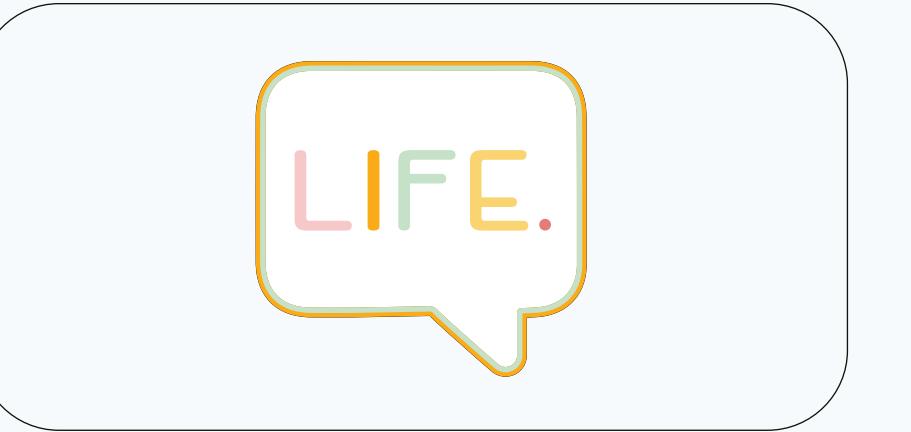
Primary



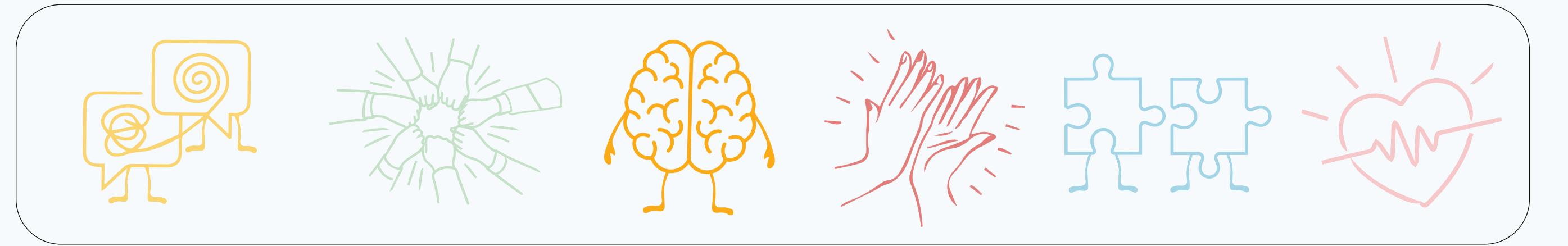
Submark



Logomark



Brand Assets



Primary

Alegreya Sans

Secondary

Medium Frank Ruhl Libre

Supporting

Regular Frank Ruhl Libre

Brand Pattern



love

empath

manifest

glow

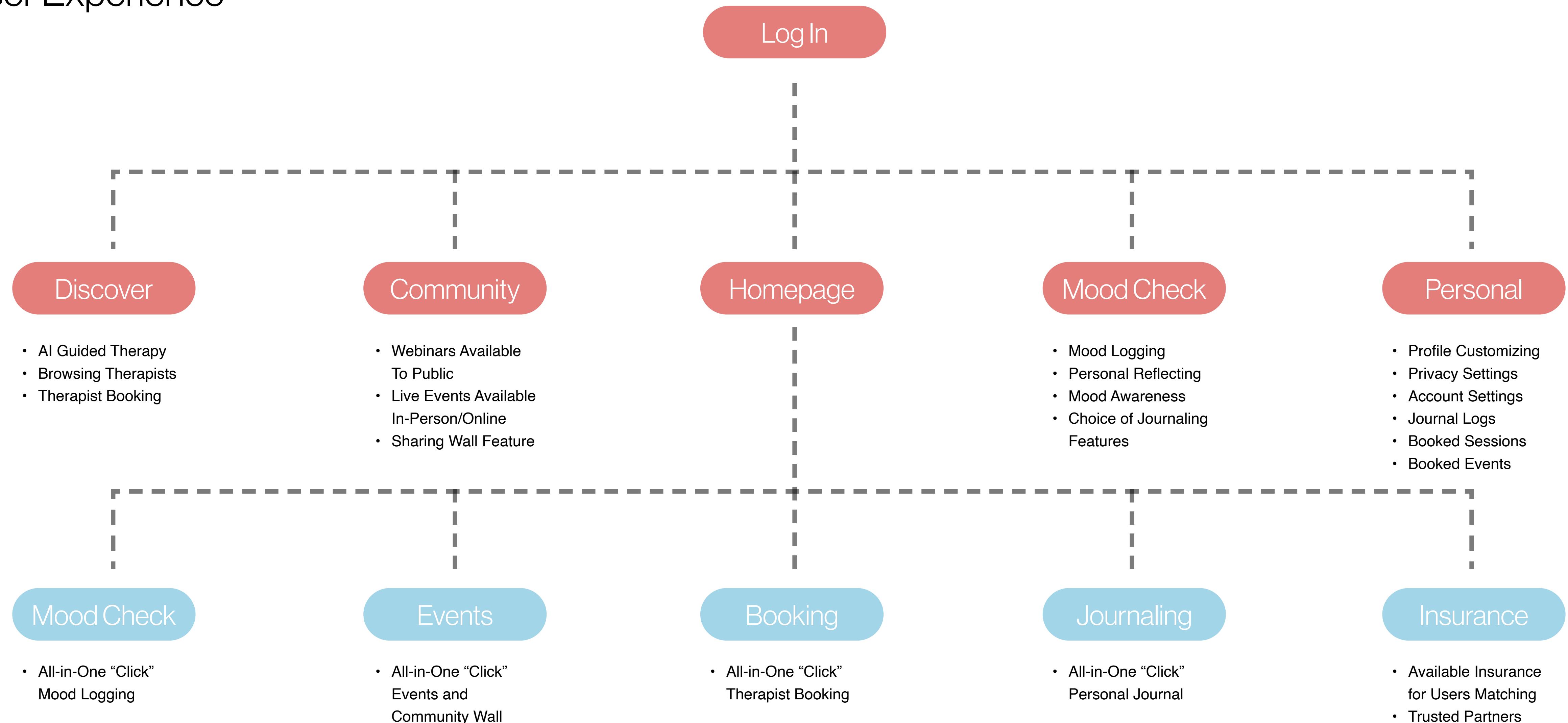
growth

hope



# Application Design

## User Experience

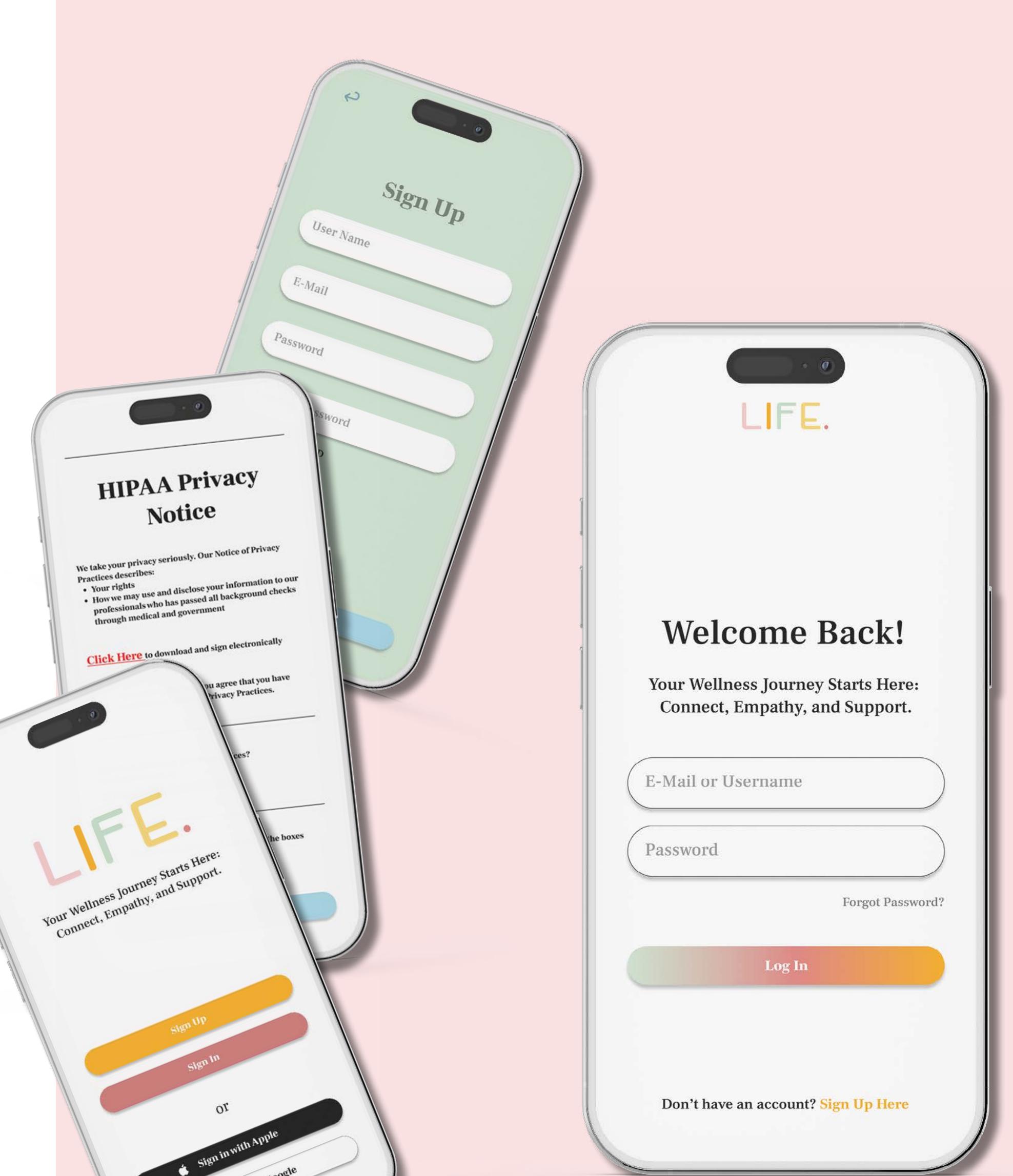


# Application Design

## User Experience

### 01 Splash Screen

After downloading the app from the App Store, users are greeted with the LIFE. logo and a stress-free welcome screen.



### 02 Log In/Sign Up

Users can sign up or log in to an existing account. Before creating a new account, they will need to sign the required HIPAA paperwork.

# Application Design

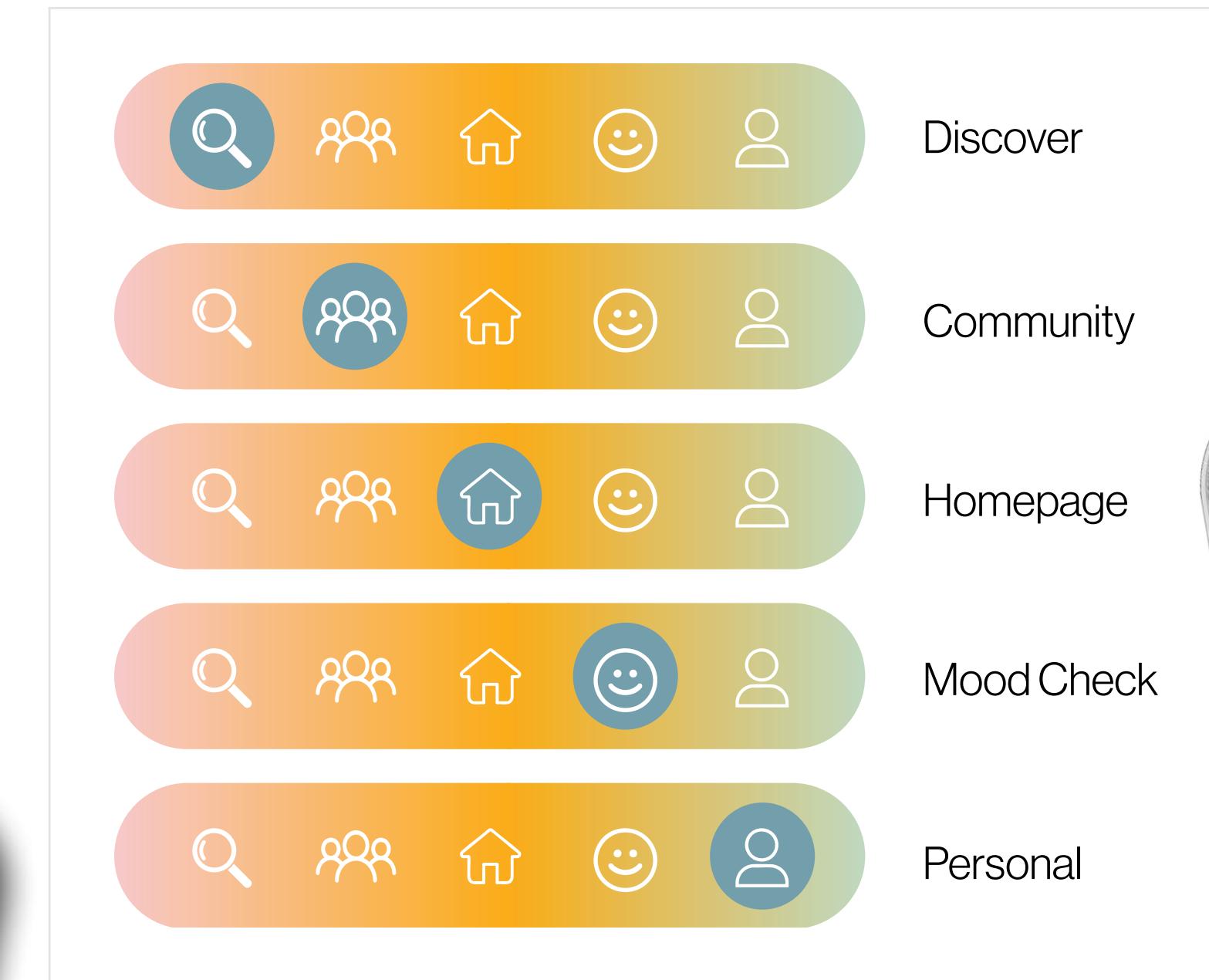
## User Experience

### 03 Onboarding

New users will complete a short survey to receive the best personalized results.

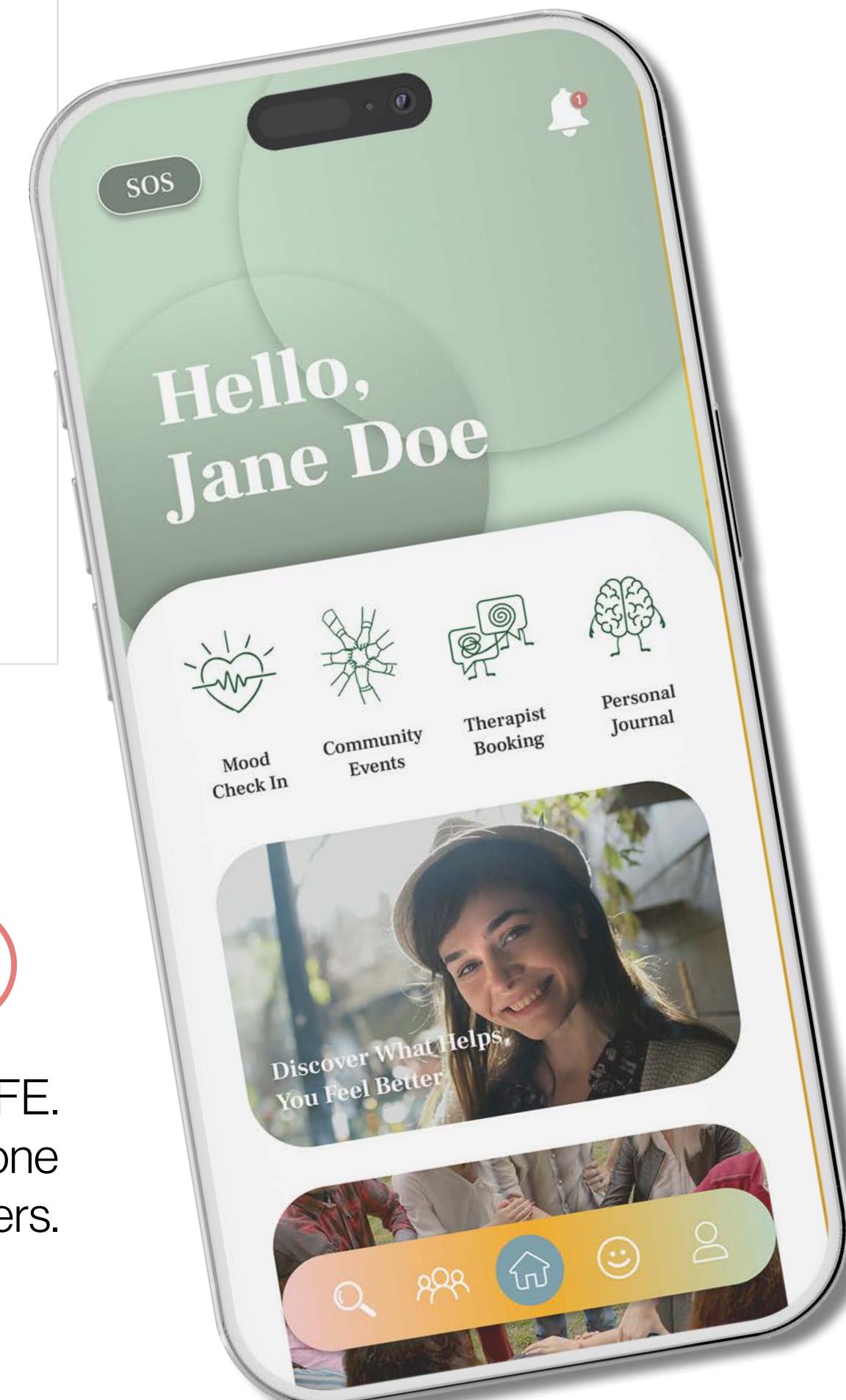


### Tab Nav Menu



### 04 Homepage

A central hub where users can explore everything LIFE. offers, navigate through the menu, and access all-in-one quick links—featuring hand-drawn illustrated characters.

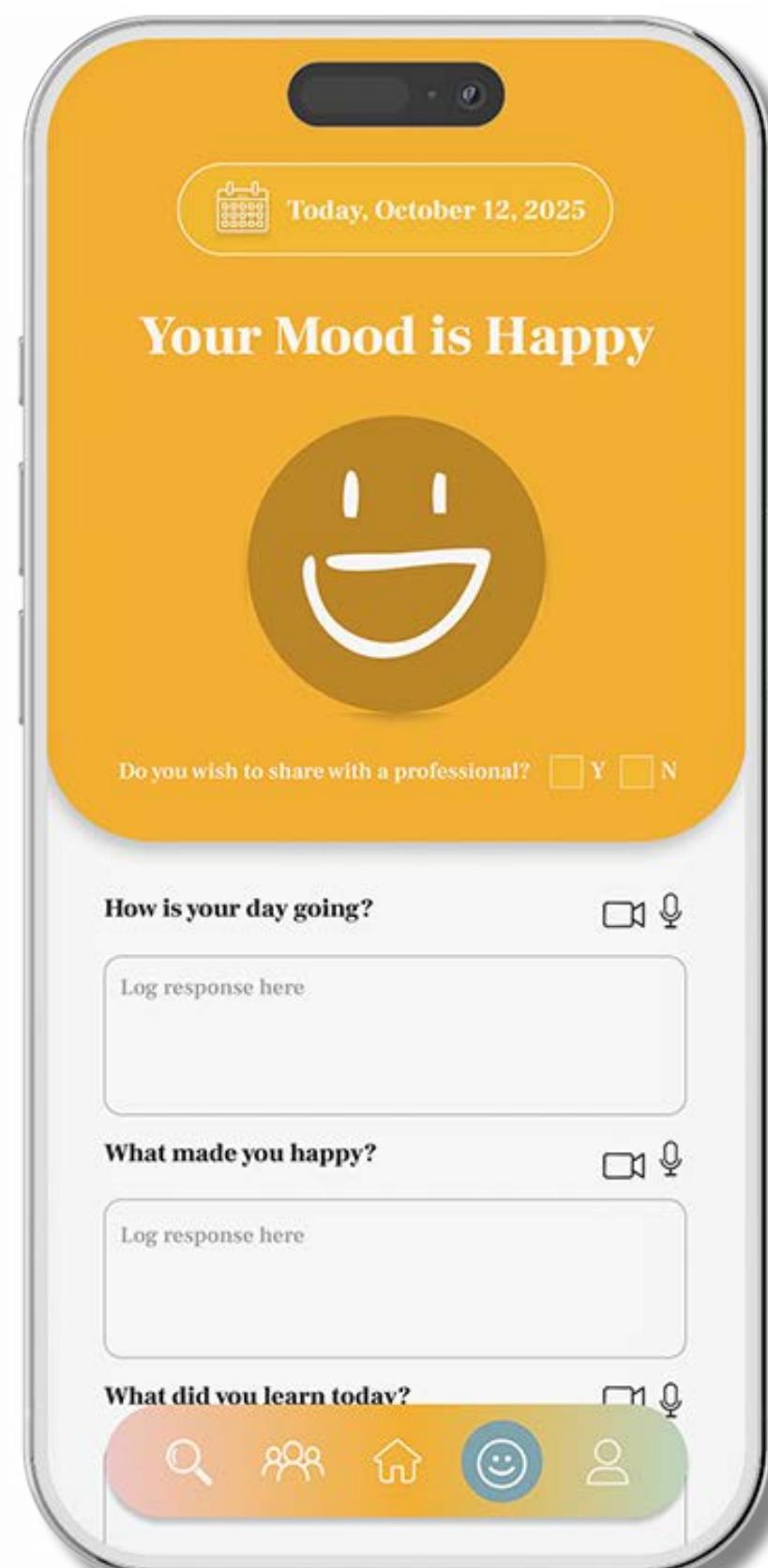


# Application Design

## User Experience

### 05 Mood Check-in

Users are encouraged to log their mood daily using text, an audio recording that's transcribed to text, or a video journal.



### 06 Community Events

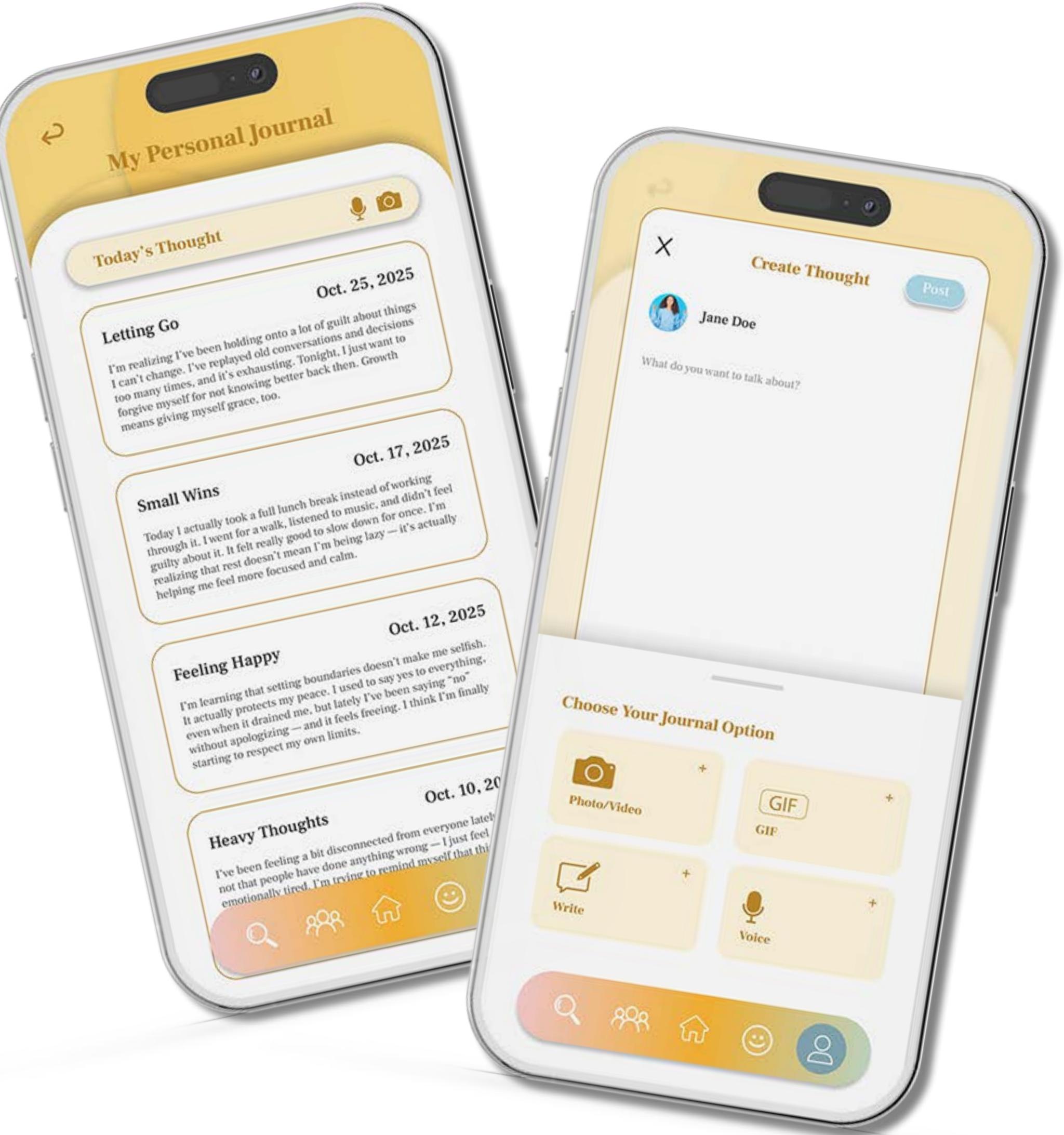
Join community events with parental visibility and enjoy webinars, workshops, and active wellness opportunities.

# Application Design

## User Experience

### 07 Therapist Booking

Gain a personalized experience by finding your own therapist for free. LIFE. partners with existing providers so users can access mental health care at no cost.



### 08 Journaling

After users log their moods, the entries appear in their personal journal. They also have the option to write additional posts for their own reflection.

# Application Design

## User Experience

### 09 Guided AI Therapy

AI serves as a supportive tool, offering users an encouraging and safe environment. It is not a professional, so it guides users to connect with verified specialists when needed. If it detects that a user may be in danger, it will activate the SOS feature immediately—no questions asked.



### 10 SOS Button

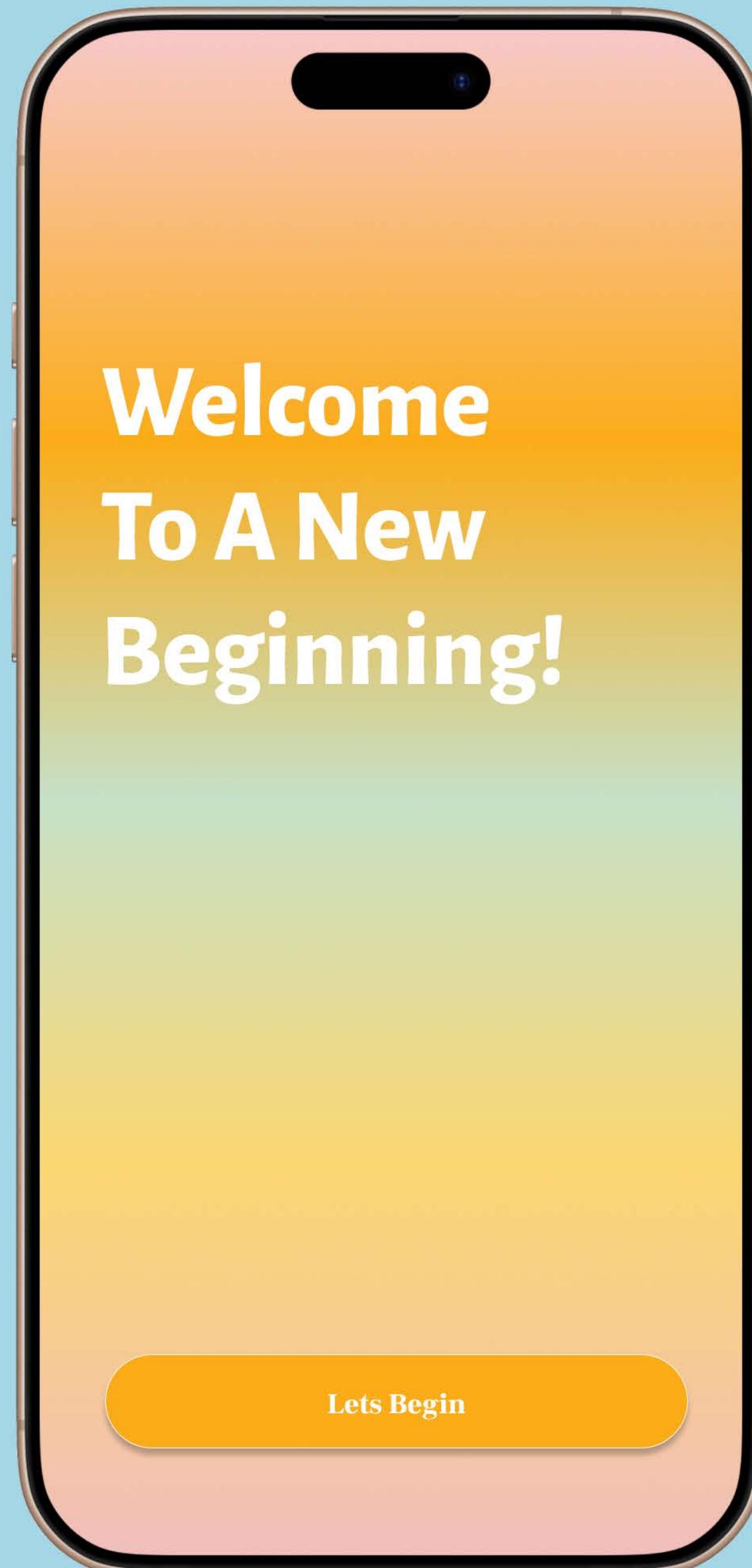
Instant access to emergency hotlines and crisis support.

# Final Prototype

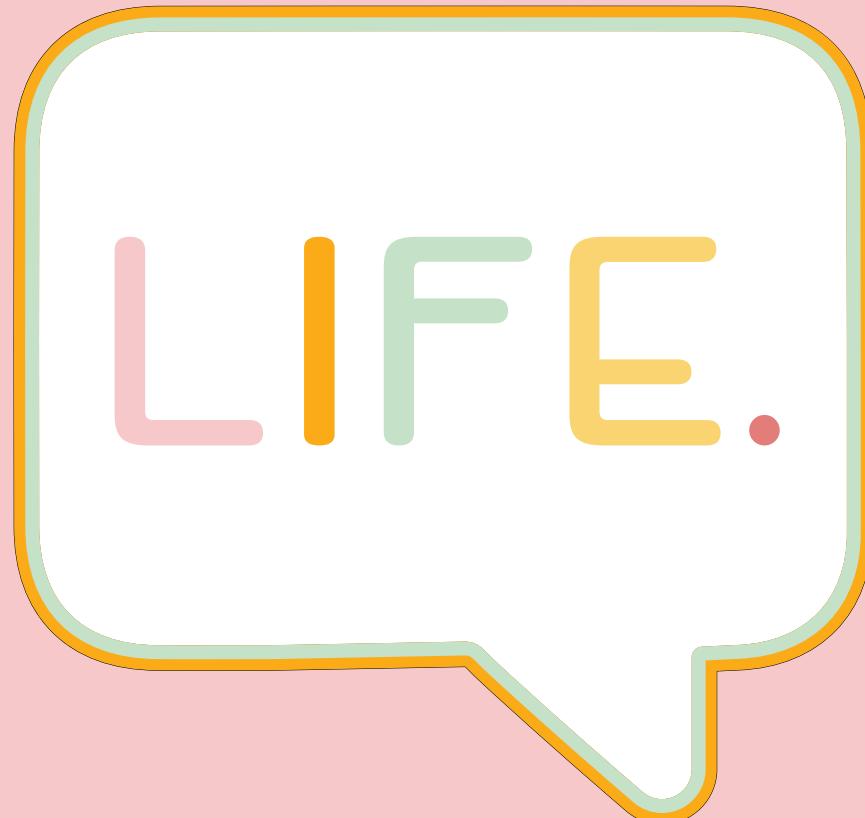
I want to express my gratitude to my classmates and the schools that participated in my research. I'm truly thankful for the incredible number of responses I received from middle and high school students in Las Vegas, Nevada and San Diego, California—this project wouldn't have been possible without their honesty and courage in completing my surveys.

I'd also like to thank my subject matter experts for their valuable feedback and guidance. Their insights have shaped LIFE. into something I'm deeply proud of.

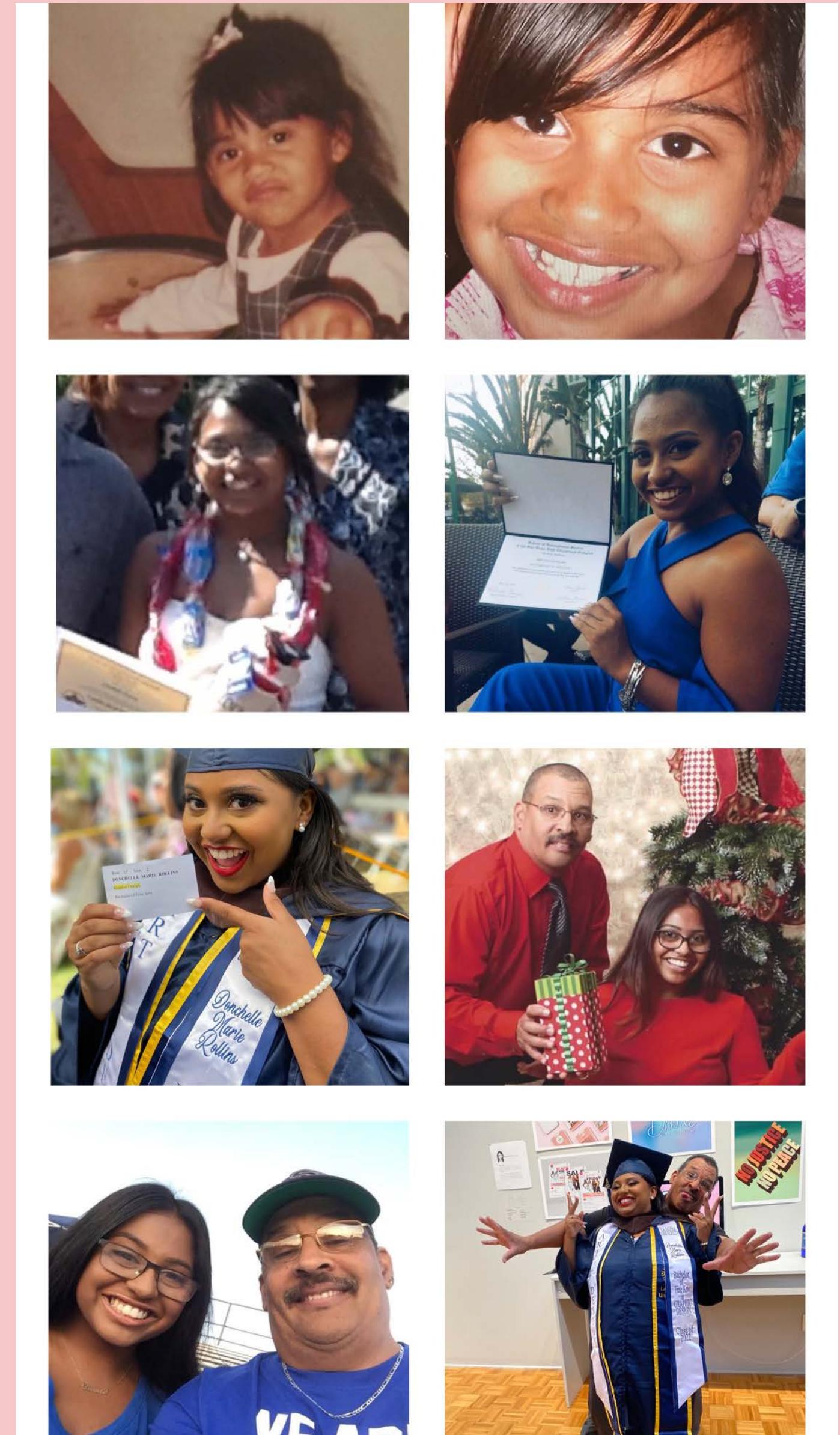
The more I work on this app, the more passion I feel for what it represents.



# Healing begins with a simple question— How are you?



This is for her—  
the girl in these photos





**LIFE. | Therapy Application**

**Donchelle Santiaguin-Rollins | Donnie Design**