



reddot winner 2022

# Mind-room

An psychological test inviting you  
to a room for emotional calm

Web

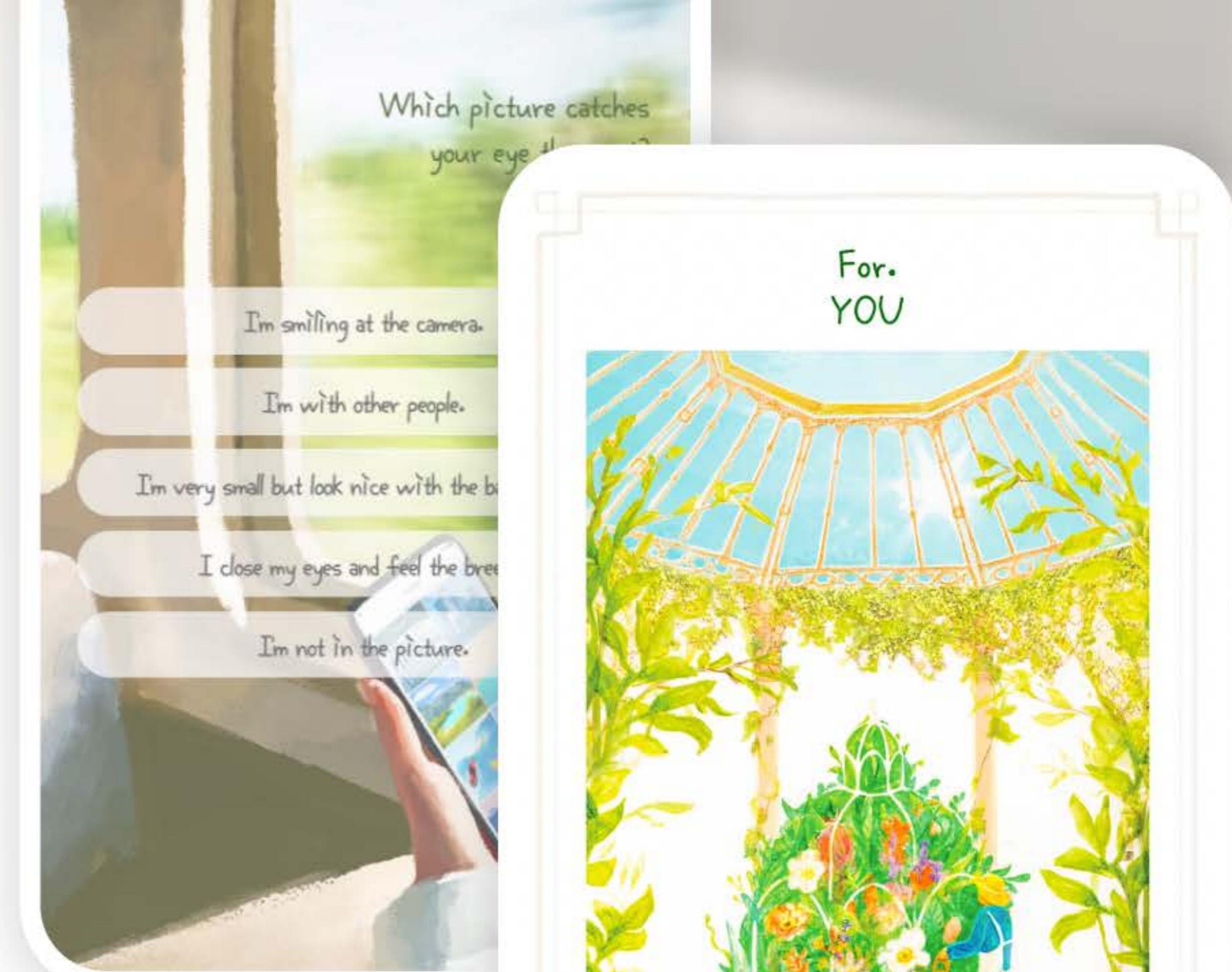
UX/UI

Period 2020. 09 - 2020.12

Roles Planning, Research, Questionnaire design,  
Algorithm design, UX/UI design, Illustration,  
Sound design

Tools XD, Photoshop, After Effects

Collaboration Web developer, Music composer

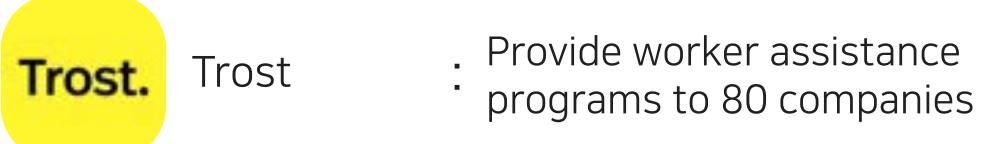
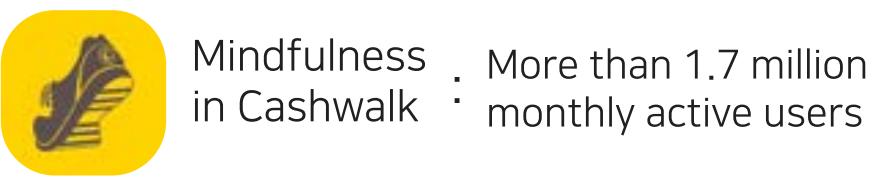
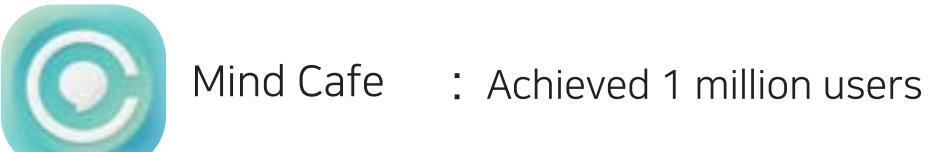


You are someone with no significant concern or worry. Emotion with various colors makes a harmonious garden in you. You seem to already know how to help and comfort your self. I hope

## BACKGROUND

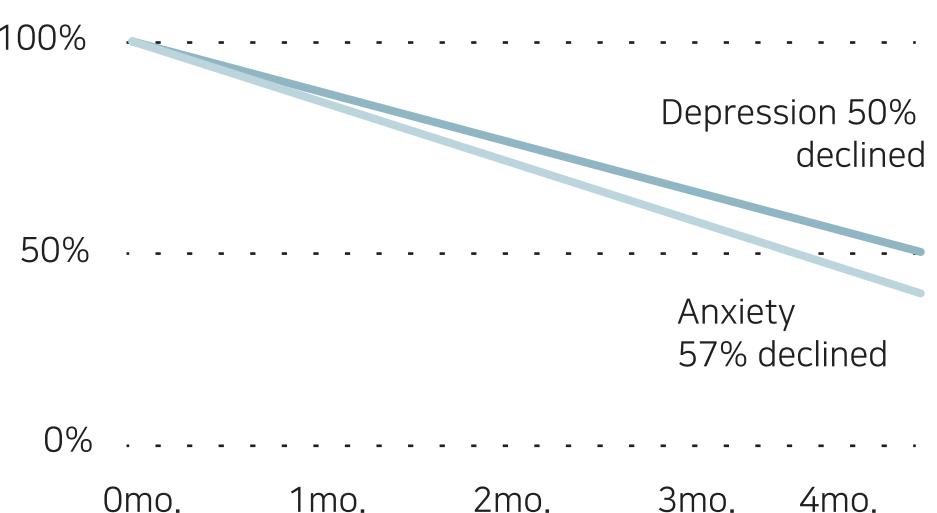
7 among ten adults experience Corona Blue  
Depression caused by COVID-19

Increasing demand for online mind-care services



@ each companies

The effects of online psychotherapy on reducing anxiety and depression



@Donghun lee, Juyeon Kim, and Jinju Kim (2015). An Exploratory Study on the Possibilities and Limitations of Online Psychotherapy. Korean Journal Of Counseling And Psychotherapy, 27(3), 543-582.

### User Needs and Painpoints

based on reviews of aforementioned services



It is **easy to access**, rather than having to go to meet with a Counselor offline.

It's **convenient** because I don't have to look up **information** one by one.

I like that I can get counseling regardless of time and place.



I'm **wasting too much time** adjusting my time with the counselor and waiting.

The quality of counseling is not high. Counselors just repeat soulless words, so I **suspect expertise**.

The consultant and price **changes too often**

It's **too expensive**

## SOLUTION & KEYWORDS

Considering user needs and pain points about existing online mind care services, I defined solutions and keywords of the new service.



## DESIGN PROCESS

### 1. Research

- Research on mental health scale and questionnaire
- Research on visual elements with therapeutic effects

### 2. Mind-room Design

- Questionnaire design
- Analysis System design
- Drawing and UX/UI design
- Sound Design

## TARGET USERS

People who have any emotional difficulties but don't know their exact emotional status.

## METHOD

Web-based test that users can use at anytime and anywhere

## EXPECTATION EFFECT

Users can look back on their mind and get a comfort in an easy and enjoyable way.

# MIND-ROOM DESIGN

## Questionnaire and Analysis System Design

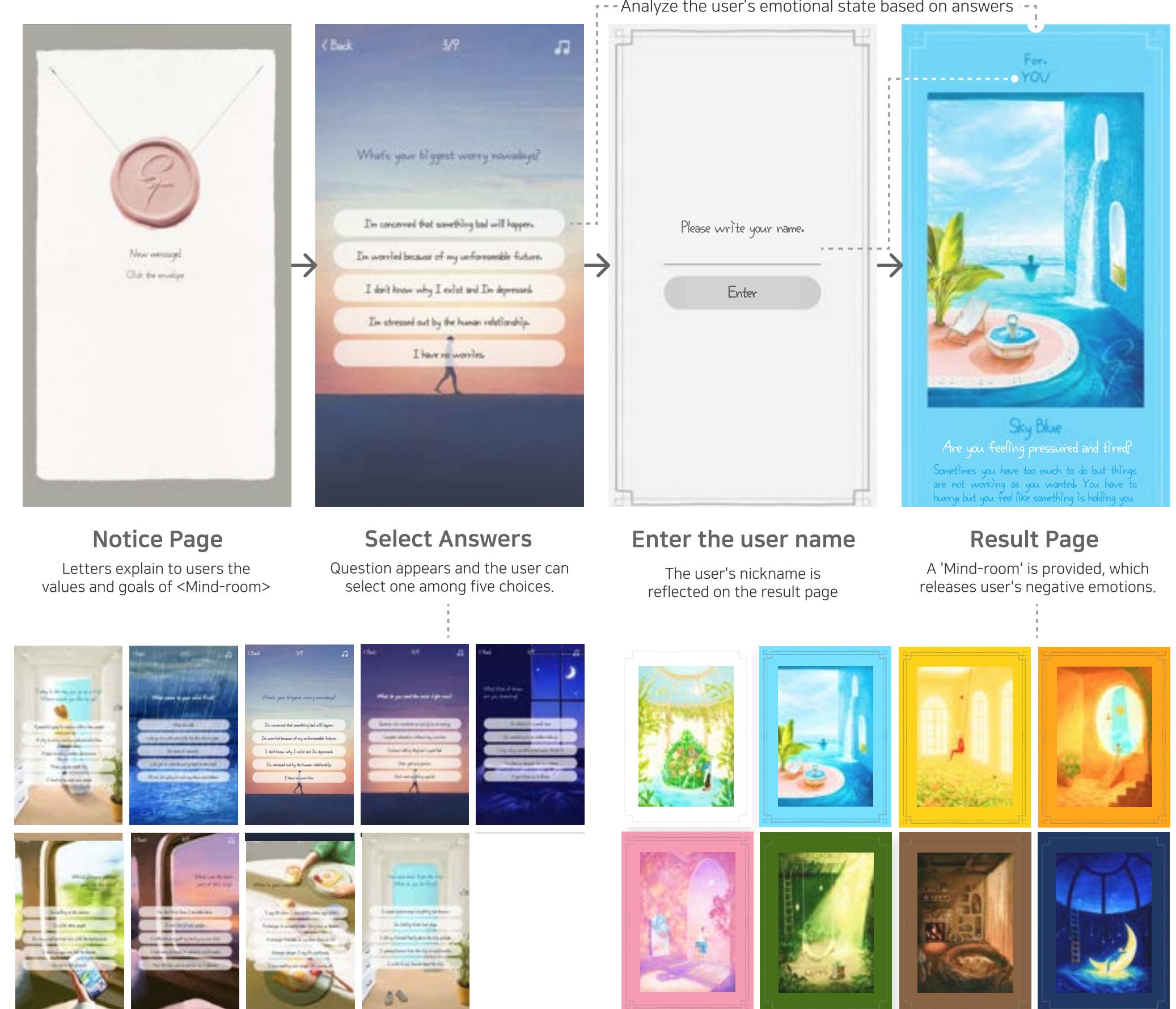
- I developed a questionnaire based on research on mental health scales and consulted with a psychologist.
- I designed a rule-based analysis system that calculates an overall score of each user's emotional severity based on their answers to a questionnaire.



Screenshot of questionnaire and analysis system design

## UX/UI Design

- I designed UX/UI of Mind-room by using Adobe XD



\* There are a total of 9 questions to identify the user's emotional state

\* There are a total of 8 Mind-rooms to deal with 8 different negative emotions.

# MIND-ROOM DESIGN

## Research

- I researched the theory of psychological test, color psychology and art therapy by reading dissertations, books and various lectures by leading experts.



@ Choo,Jin. (2009). A Study on Color Environment of Art Therapy Space Based on Colortherapy. Korean Journal of Art Therapy, 16(6), 1089-1110.



@ Seunghye,Jung. (2009). A Study on Relationships between Space and Object based on Color Theory: focused on contrast and harmony. Journal of Basic Design & Art, 10(1), 461-469.

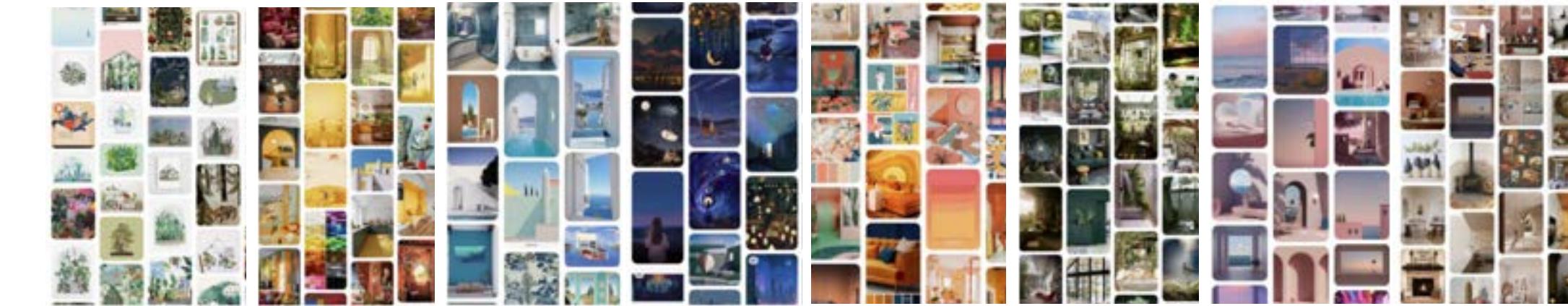
## List of colors

- I have prioritized helpful colors for each state of mind (from left to right) based on research.

Emotional state	1	2	3
Depressed	Yellow	Orange	Brown
Too much thinking	Yellow	Grey	
Lethargy	Yellow		
Low self-esteem	Pink	Yellow	
Feeling sad and loss	Orange		
Introverted and passive	Orange		
Escapism wandering	Orange	Green	Blue
Insomnia	Green	Pink	Blue
Anxiety	Green	Blue	Cyan
Pressured	Cyan	Green	Brown
Need for freedom	Cyan		
Fatigue, tense	Green	Cyan	
Need to think rationally	Cyan	Grey	Blue
Emotional ups and downs	Pink	Green	Brown
Obsessive-compulsive	Brown	Green	
Emotional polarization	Brown		
Need to rest	Brown	Green	Cyan
Need to calm, peace	Blue	Green	Cyan

## Drawing

- I collected visual references of each color and drew all illustrations for <Mind-room> using watercolor, colored pencil on paper, and Photoshop.



## MIND-ROOM

As a result of analyzing the user's answers, the service provides the user with one 'Mind-Room' out of eight types of rooms. Each room has different colors, sound, motion graphics, and a story that helps release one negative emotions, such as anxiety or obsession.

\*Click the image to see details!



## RESULT

240,000 users  
in 101 countries,

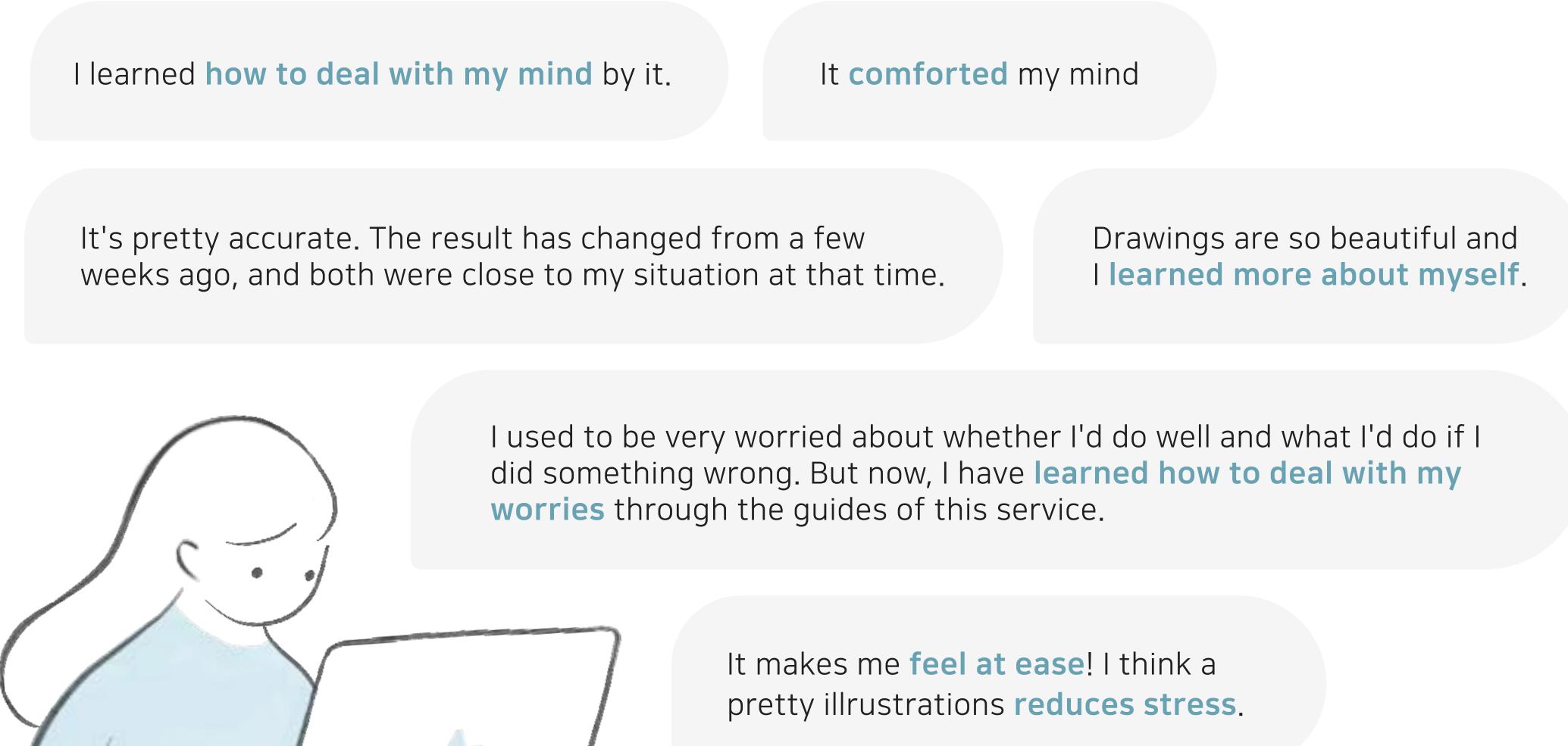
@ Google Analytics 2020.12 ~ 2024.3

Awarded Red Dot Award  
at Red Dot Design Award 2022

✉ mind-room : red-dot



## Positive Feedback from various users



@ Messages that users sent me and reviews uploaded in Poomang(a website listing many tests).

## LINK to REAL LIFE

I printed all mind-rooms to fabric posters to let the positive experience through the digital "Mind-room" continue to real life. They were distributed to various users through crowdfunding and events.



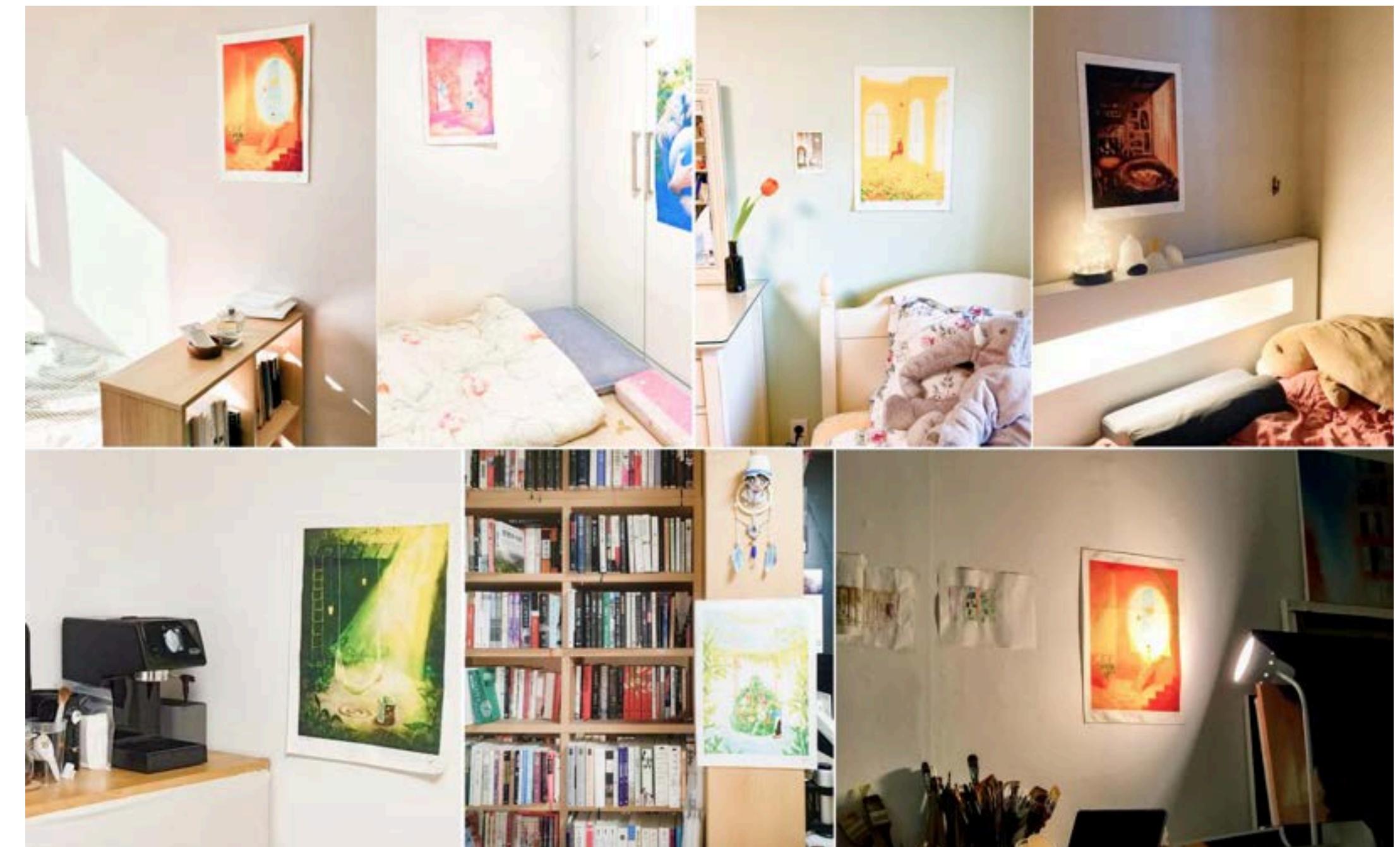
디자인 소품

tumbbug

내 방의 힐링 포인트, <마음의 방> 패브릭 포스터

모인금액 후원자 목표금액 1,800,000원 달성  
2,047,000 원 113% 32 명 펀딩 기간 2021.06.26 ~ 2021.08.10

Distributed 62 pieces of fabric posters



@ Photos from users