

EMPATHIZE



ts204, dk137, fl056, ss565

EMPATHIZE

We struggled a lot to find the right idea for our team initially. Our first idea was an app, where you can start challenges to get a better understanding for your own ecological footprint. The main issue was that we had a preconceived notion of a ready-made app idea, and we failed to focus on identifying the problem it would solve. Once we realized this, we started over from scratch and first sought out a problem we wanted to address.

Our next idea was to design an app that makes it easier to find a therapy place and provides information about various mental health conditions. We thought that this app would be particularly beneficial for parents seeking therapy options for their children. From this concept, Empathize gradually took shape and evolved into what it is today.

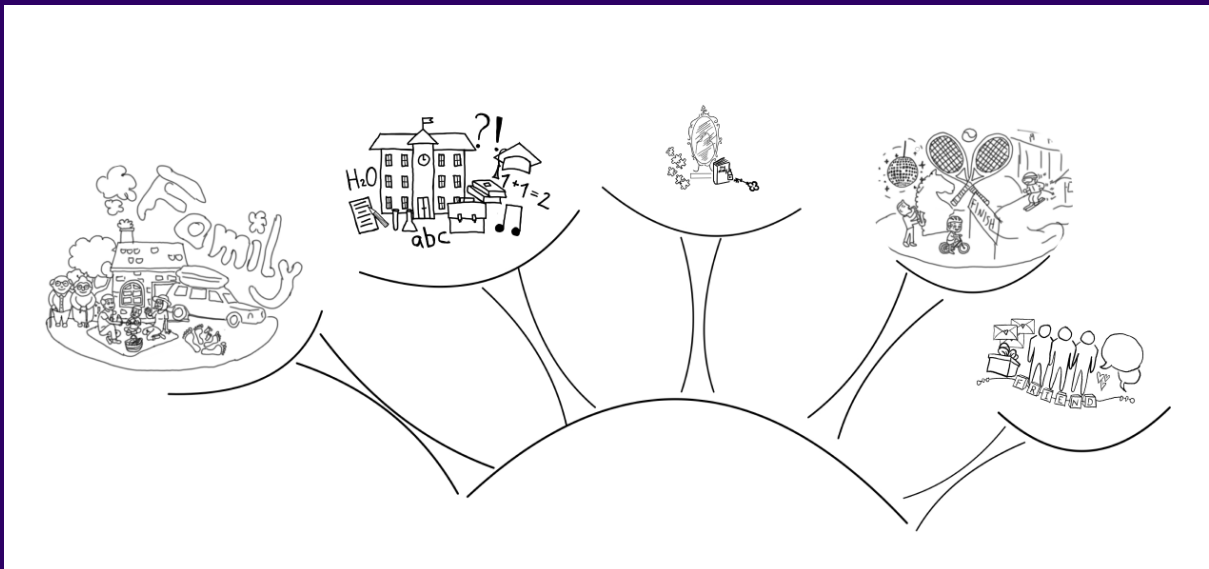
For parents of children with mental illnesses, understanding their child's feelings and the reasons behind their behavior can be quite challenging. With Empathize, our goal was to provide assistance for this problem.

Through exercises and tasks, we aimed to enable parents not only to comprehend but also to experience their child's perspective. At the beginning, we wanted to depict three different mental health conditions: depression, anxiety disorders, and ADHD. We specifically chose to focus on ADHD since it is a disorder that is often misunderstood.

NAVIGATION

We understood that acquiring information about symptoms and effects might not necessarily require an app, as articles can serve that purpose too. Our app's primary objective was to allow parents to genuinely empathize with their child. Therefore, we endeavored to create a navigation system that would immerse users in the child's mind. We designed distinct islands such as family, school, hobbies, and friends that users could explore to achieve this sense of understanding. We also decided to design a mobile app, that's why we changed our layout to be in portrait.

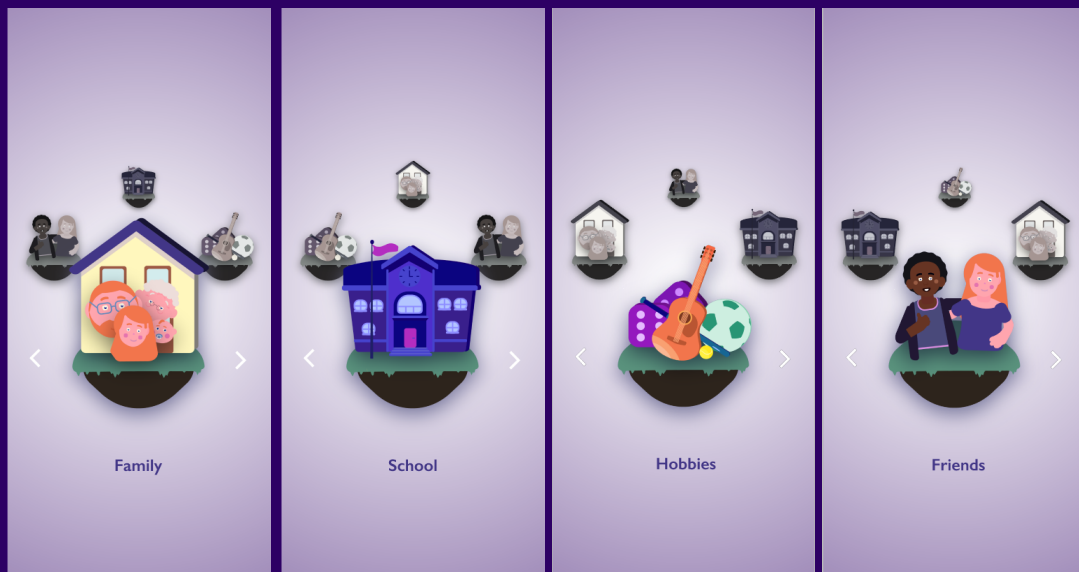
Initial Idea of Island



Development of Islands



Final Design



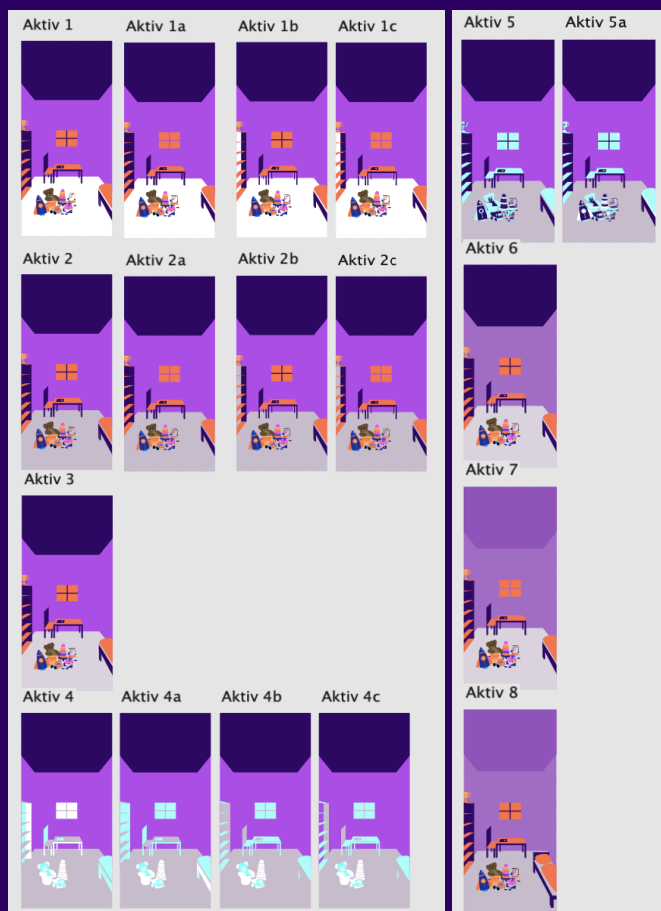
DESIGN

One of our goals during development was to display as little text as possible to enhance the immersive experience. To achieve this, we had to first find our unique style. Since we wanted everything to feel as if it were inside the child's mind, we opted for a more child-like design. However, considering the app's target audience of adults, we had to strike a balance and avoid making it excessively childish. This proved to be one of our significant challenges. The same applies to choosing colors for the app. We had issues with the app looking too dark or cluttered by the colors. Now we have the main colors. Purple is for everything in the background and everything clickable is displayed in orange. If something is not clickable right now but in the future, it is displayed only with white outlines.

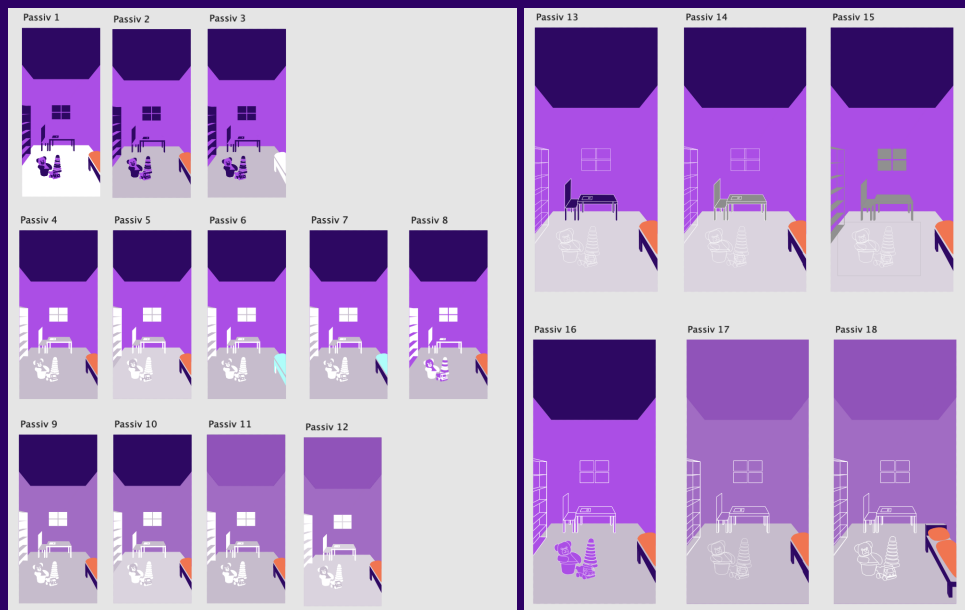
Initial Idea of the Room



Development Room enabled



Development Room disabled



Final Design



Since our buttons are also clickable, they are orange too. But we have a second kind of button. Whenever you see a big “graffity-arrow” in the background you can click it or swipe in this direction. For the font we chose gill sans, mainly because it looks very clean.

EXPERIENCE

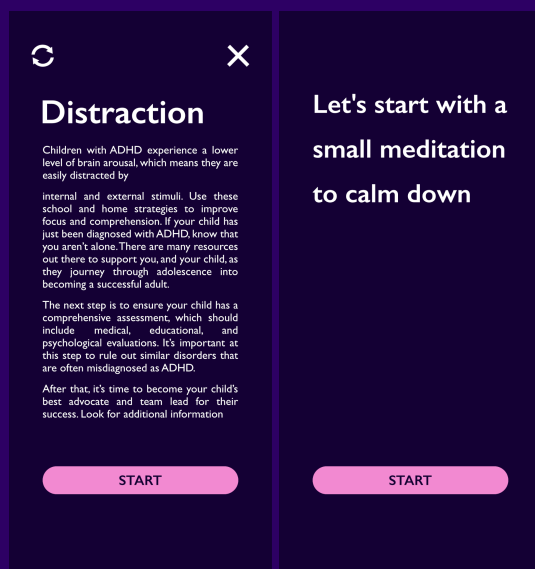
The app allows users to navigate through different islands, each offering unique experiences. On the "Family Island" or the "Home Island," users can explore a child's bedroom and interact with various activities such as sleeping, tidying up, or doing homework.

The user can once again click on various items in the room, triggering animations or tasks that allow them to experience the child's feelings firsthand. We aim to evoke these emotions through images and sounds or by incorporating small interactive tasks.

To illustrate the concept of our app, we have chosen to incorporate a few tasks and animations, leaving room for improvements. These additions will help demonstrate the core functionalities and interactions that users can experience while using the app.

After experiencing these animations or tasks, the user receives information about the symptoms of the illness depicted and how they can manifest in daily life. Our intention is for the user to feel the symptoms through the use of images and sounds and then receive explanations afterward. This particular aspect of the app contains a substantial amount of text, and it presented a significant challenge for us to integrate it seamlessly with the rest of the app. However, we successfully achieved this by presenting it in a playful manner, resembling a quartet card game.

Development of Info Screens





People with ADHD often have difficulty cleaning up because they may have problems with concentration, organization, motivation, and hyperactivity.

Inattention

One of the main symptoms of ADHD is inattention. Affected individuals have difficulty focusing their attention on a specific task for an extended period of time. When cleaning up, they can easily get distracted by other thoughts or stimuli, making it difficult to focus on the task at hand.

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Final Design of Info Screens



ONBOARDING

To truly grasp the concept of our app, users need to experience it firsthand. That's why we throw them directly into the experience during onboarding. They start on the Family Island and can only interact with the bed initially. This approach allows them to get a sense of the app's navigation right away.

For a gentle introduction, we devised a simple task that focuses on experiencing rather than actively doing. Users are guided through a meditation where background noises gradually increase, distracting them from the meditation itself. After the meditation, they are brought back to the child's room and can then explore the app freely, deciding what they want to try next.

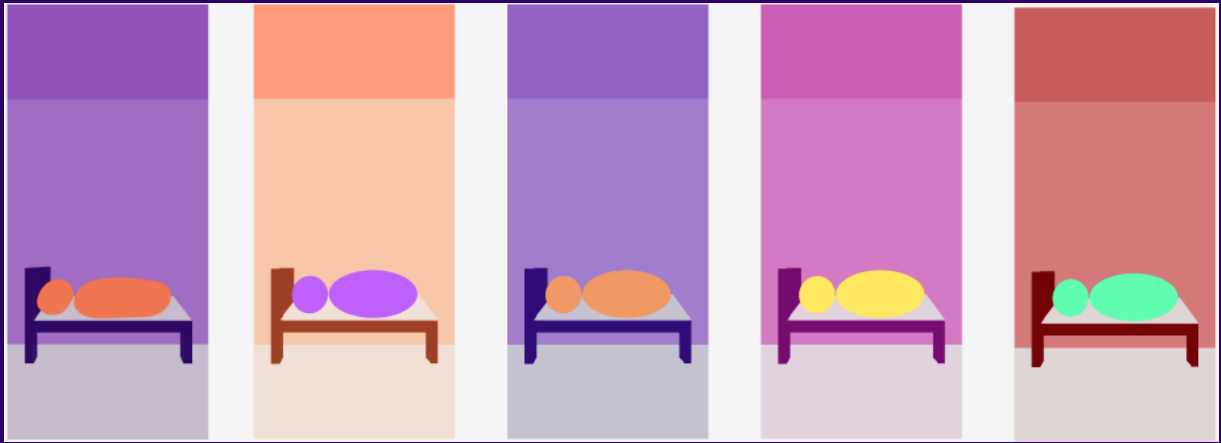
LOGO

From the beginning, we were certain about our logo. Initially, we perceived it as a person, and when the app starts, it zooms into the person's head, symbolizing the user entering the child's mind. However, now the logo appears in multiple places within the app. It is also interpreted as a keyhole during onboarding and serves as an entry and exit point to the different worlds.

IMPROVEMENTS

The goal of the app is, of course, to cover as many aspects of the child's life as possible. While we aimed to provide an initial representation of these aspects with our product, time constraints limited the scope of our accomplishments. Our primary focus was on the Family Island, but there are still opportunities to depict activities outside the house and expand on the content of the other three islands.

Since our app is very colorful it was a challenge for us to decide whether our current state is dark- or light-mode. That was the reason why we struggled to create a light mode and it could be more developed.



During the development process, we encountered challenges with using sounds in Figma. However, it was crucial for our app since they play an essential role, particularly during our onboarding where the visuals take a backseat, and the focus is on the audio. Eventually, we managed to incorporate the sounds, but unfortunately, they often lack precision, play with a delay, or sometimes do not play at all.

We encountered a similar issue with the animations. The "Cleanup Game" is designed to distract users from tidying up through blinking, movements, and sounds. For this purpose, we created GIFs for each toy. However, in Figma, the animations appear delayed, slow, and buggy, which is not ideal. Despite that, we decided to keep them in to illustrate our approach.

We had many more ideas to further enhance our app. One of our original ideas was to incorporate a feedback option. This way, affected users could let us know if they feel accurately represented or if they have further ideas on how to portray ADHD. After creating the Quartet cards as information screens, we also thought it would be a good idea to have a collection of all the cards displayed somewhere. This would allow users to easily access the information again without having to replay the game.

<https://www.figma.com/file/HyGQKmn688sw8WYRsnlgXo/Untitled?type=design&node-id=603-161&mode=design&t=lxloYpfRBWWSH5xO-0>