

## REPORT - IDEA PITCH

Name: Invisible Scars

### Elevator Pitch (what):

Immersive digital installation, simulating what it's like to have PTSD, bringing awareness to the community.

### Short Description (who and why):

We want to try to put students, friends and family of the person who has the disorder and any other person looking to understand what it is like to have PTSD, as close as possible to the reality of having this trauma to help them understand the behaviors of someone with this condition, to create awareness and to make people contribute consciously and positively to this problem.

### Complete description (how):

Single user immersive experience in a dark room only with audio and visual, stimuli simulating the story of a soldier who came home with PTSD. We found a couple of videos telling this same story and we will analyse them carefully and base our project, the audiovisual part, on them. One example is this short film Written and Directed by Max "The Body" Philisaire ([https://www.youtube.com/watch?v=-AVYdPC6Nuo&ab\\_channel=MaxTheBodyPhilisaire](https://www.youtube.com/watch?v=-AVYdPC6Nuo&ab_channel=MaxTheBodyPhilisaire)).

For the visual part, we will have a video of the routine of the soldier where something triggers his/her attention and causes a panic attack, something along the lines of the videos on mental disorders by the youtuber/artist Kat Napiorkowska (<https://www.youtube.com/watch?v=TD-xPwtyHA>). The reaction will be visible as a heart beat wave, we will be able to observe the biological changes within a person with the disorder. The sound will complement the surroundings, whether it is during the calm or the panic stage of the experience.

To build the project, specifically the heart rate measurer, we'll be using electrical equipment, tools and construction materials. We will create the video ourselves and use some complementary materials from the web.

In terms of the product, we'll appeal to schools, universities, associations, city halls to collaborate and spread the project. We'll also share our project through social media, a website, brochures and posters

Our main goal is to change the user's perspective from the time he/she doesn't know anything about the problem and wants to know more to when he is aware and willing to help others overcome it.

## **Presentation (3min max):**

### 1. What (is the product or service)

- A digital immersive experience in a room with video and sound.
- The users heart rate will be measured to analyse, visually, it's fluctuations as the experience advances.
- A stimuli simulating the story of a soldier that comes home with a post traumatic stress disorder.

### 2. Why (is this relevant)

- Conscious donations to associations that support PTSD.
- Bring awareness to mental disorders, especially in school projects
- Understand behaviours of the patient and understand how to help.

### 3. Who (is the main target user)

- People who want to know more about post-war trauma
- Students
- Family and friends of those with the trauma

### 4. How (it will be developed - the spectrum of user experience)

#### a. Product (economy vs technology)

Our key partners would be High Schools and Universities, Associations related to mental disorders, Journals, Tv channels and Municipal Councils. Our costs would pass by the electronic components, tools and construction materials. As far as revenue streams go, it is a non-profit campaign, meaning that all financial aid will be obtained through donations.

#### b. Interface (technology vs design)

We intend to create a single user simulation/experience of the disorder by placing the user in an immersive environment (an installation in the dark with no stimuli other than our video and sound) and having him/her follow a linear story about a soldier that comes from war with PTSD. We'll also have a heart rate measurer and respective video visualization.

#### c. Communication (economy vs design)

We will have a website, social media accounts and some physical publicity (flyers and posters).

## 5. UX Mapping (User eXperience: map the journey)

