

# WHAT

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

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University of Porto  
Faculty of Engineering  
Media Lab Course  
2020/2021

# WHY

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

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# WHO

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

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# HOW

## → The Product

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.

## → The Interface

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.

## → The Communication

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

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# UX MAPPING

User >>	Research	Obtain	Use	Post-Experience
Description	User wants to know more about PTSD.			
Actions	<ul style="list-style-type: none"> <li>Look for PTSD information online.</li> <li>Find our product.</li> <li>Open product website.</li> <li>Obtain our product.</li> <li>Setup heartbeat equipment.</li> <li>Setup audio/video equipment.</li> <li>Play the video.</li> <li>Tell someone about the product.</li> <li>Reflect on the experience.</li> </ul>			
Customer experience				
Motivations	<ul style="list-style-type: none"> <li>Know more about PTSD.</li> <li>Help someone with PTSD.</li> <li>Different experience.</li> <li>Determination to learn more about PTSD.</li> <li>Understand what it feels like to experience PTSD.</li> <li>Determination to study more about the PTSD.</li> <li>Determination to help people with these disorder.</li> </ul>			
Questions	<ol style="list-style-type: none"> <li>What is PTSD?</li> <li>How can I learn more about PTSD?</li> <li>How do I get the product?</li> <li>How do I setup equipment?</li> <li>How can I help people with this disorder?</li> <li>How close to reality was this experience?</li> </ol>			
Pain points	<ul style="list-style-type: none"> <li>✗ Lacks on knowledge about PTSD.</li> <li>✗ .</li> <li>✗ User may experience epilepsy.</li> <li>✗ .</li> </ul>			