

Zandbox

Adam Rosado Final Project - DES 157 - Winter 2017

Help users find brief, calming moments

ANXIETY

INSOMNIA

DEPRESSION

STRESS

First pivot:

Comparative/BG research

First idea: podcast + companion website w/ anxiety-relieving tools →

Second idea: virtual meditative space with a few calming distractions

Project should be **straightforward and lightweight**, not confusing and/or bloated with lots of offerings

Proposal

Reframing the project

Thinking in the context of ISEA, I thought about the Zandbox in different ways, which ultimately led to me reframing it as a **tool for inner peace**.

Visual Research/Moodboards

Guided visual design decisions

Two groups of distinctly different images made it easier to be visually consistent

Simple test: does it look more like board A or board B?