

What are the prompts you used to make the logo?  
Ai used - Google Gemini

1. You are an expert brand strategist and graphic designer who enjoys crocheting during coffee breaks or short breaks. create a logo for a coffee shop.
2. Great start, but could you shift the colour palette to a warm colour scheme with a pink highlight instead of a brown one?
3. Can you change the theme into a theme which is suits and attracts young audience, as it shifts more towards a grandmother theme?
4. Too simple, add a few fun elements like a cartoon dog playing with a yarn.
5. Too many pink shades, add yellow shades to the background.
6. Could you make it in anime art style?
7. Can you change the criss-crossed yarn patterns to a pastel pink colour instead of the yellow colour?
8. Don't make it shiny or glittery.

# The logo



**FINAL OUTCOME**

What are the prompts you used to make the logo?

AI used - Chatgpt

1. Create an app for mental health/ well-being.
2. What are some of the features that are lacking in a mental health app?
3. With respect to the challenges faced, I want to create a mental health/ well-being app which is targeted towards young teenagers and youths who can share how they feel and someone who is actually listening to their problems and also gain trust, along with a human connection.
4. Can you give examples of mental health apps which are existing?
5. For my app, I want to integrate both professional therapy sessions and self-care features, inspired by platforms like Talkspace and Finch. The app will offer online therapy while also creating a supportive and comforting UI design through a virtual companion similar to Finch's bird that motivates users to practice self-care.
6. Suggest a name for the app and what its key features are or elements that could be safe for people suffering from mental health.
7. In the app, I want to include an AI chatbot designed with non-judgmental, empathetic language that feels like a real person is having a conversation with the user, which helps build trust and reduces concerns about personal data being misused or exposed. The AI chatbot will also have its own guiding users with personalised self-care suggestions based on their emotional needs.

# Final outcome

## Mental Health & Well-Being App – Concept Overview

### App Purpose

The app is designed to support young teenagers and youths by creating a safe, trusted, and emotionally supportive space where users can share their feelings, feel genuinely listened to, and gradually seek help without fear or pressure.

### Core Idea

The app combines:

- Gentle self-care and emotional support (inspired by Finch)
- Online therapy sessions with real professionals (inspired by Talkspace)
- An empathetic AI chatbot and virtual companion

This combination allows users to start small, build trust, and move toward deeper support at their own pace.

### Key Features of the App

#### 1. Virtual Companion (Self-Care Support)

- A calm virtual bird that encourages daily self-care.
- Offers reassurance, check-ins, and emotional presence.
- Helps reduce loneliness and hesitation in opening the app.

#### 2. AI Chatbot (Listening & Guidance)

- Uses non-judgmental, empathetic, human-like language.
- Acts as a supportive listener, not a therapist.
- Has a consistent character to build familiarity and trust.
- Suggests personalized self-care based on emotional check-ins.
- Maintains ethical boundaries and redirects to human help when needed.

#### 3. Safe Emotional Expression

- Users can share feelings through text, voice notes, or mood selections.
- No pressure to explain emotions fully.
- Designed for low-energy and emotionally overwhelming days.

#### **4. Online Therapy Sessions**

- Access to licensed therapists through chat, audio, or video.
- Therapy is optional and introduced gradually.
- Clear explanations to reduce fear around therapy.
- Flexible scheduling suitable for students and young users.

#### **5. Trust & Privacy**

- Anonymity options for users.
- Transparent data usage and storage policies.
- No public sharing, likes, or social comparison.
- Moderated and ethically designed environment.

#### **6. Crisis & Safety Support**

- Easy access to emergency helplines and professional resources.
- Gentle prompts encouraging off-app support during high distress.
- Clear distinction between self-help and professional care.

#### **Design Principles**

- Soft colours and calm visual language.
- Minimal choices to avoid overwhelm.
- Warm, validating tone throughout the app.
- No streaks, rewards, or productivity pressure.

#### **What Makes This App Different**

- Focuses on listening before fixing.
- Blends emotional warmth with professional care.
- Reduces hesitation around therapy.
- Designed specifically around trust, empathy, and human connection.

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