

# MUSEAICS

our inner world in colour and form

# CORE CONCEPTS

Research  
in Reward  
Based  
learning

TRIGGER

These can  
be  
negatively or  
positively  
reinforced

If the behavior is  
effective we  
habituate to it as  
a solution even if  
the relief is only  
temporary  
causing us to  
think we need  
more and more

PROBLEM  
THOUGHT  
SITUATION  
STIMULUS

Has  
showed  
how we  
form habit  
loops

BEHAVIOR

We use the  
behavior  
to avoid  
feeling  
bad

If the  
behavior is  
ineffective  
we get  
caught in a  
loop

SOLUTION  
ACTION  
DISTRACTION  
REACTION

These  
consist  
of a

RESULT

Or  
continue  
feeling  
good

This often  
manifests  
as  
endless  
worrying

CRAVING  
FRUSTRATION  
RELIEF  
CONFUSION

There is an emerging set of products engaged with this concept

Trying to recalibrate our habit loop systems to work for us

Alex Korb has developed the "Upward Spiral Workbook" for depression

Harnessing the Neuroscience behind Reward Based learning

Judson Brewer has developed the app "Unwinding Anxiety"

# A REWARD BASED LEARNING REVOLUTION

# ISSUES

The burden  
is on the  
individual  
to fix  
themselves

It is hard  
to  
translate  
books into  
real life  
action

Apps are  
inherently  
enervating

These  
methods  
are lonely  
and  
laborious

Our anxiety  
self help  
attempts  
feel like one  
more thing  
to fail at

It is easy to  
get stuck in  
the suffering  
as a result  
of fixating  
on it

It is difficult  
to build a  
positive  
experience  
that is  
motivating  
and  
engaging

Shame and  
Stigma  
encourage  
us to keep  
the pain  
secret

How can  
design  
intervene?

How can  
neuroscience  
and design  
interplay?

How can  
design take  
release the  
burden of  
self help?

How can we  
use design to  
make and  
break habit  
loops?

How can  
design serve  
as an  
antidote to  
loneliness?

How can  
design  
transform the  
experience of  
suffering?

How can this  
process be  
creative and  
stimulating?

How can  
beauty and  
satisfaction  
play a role?

# QUESTIONS

Users are  
"ProDuSer's"

Creating  
beautiful  
kaleidoscopic  
patterns

# I D E A S

Satisfying  
our craving  
for pattern  
by creating  
the patterns

Provide an  
opportunity  
for creativity  
and flow as its  
own relief

They  
represent  
their  
thoughts  
with colours  
and shapes

Seeing their  
stories as  
Mosaics or  
stain glass  
windows

Turning pain  
into beauty  
following in  
the footsteps  
of thousands  
of years of art

Making  
meaning  
and shared  
solidarity

# FEATURES

## Optional Optical illusion element

harnessing micro saccadic  
eye movement creating the  
freedom of psychedelics

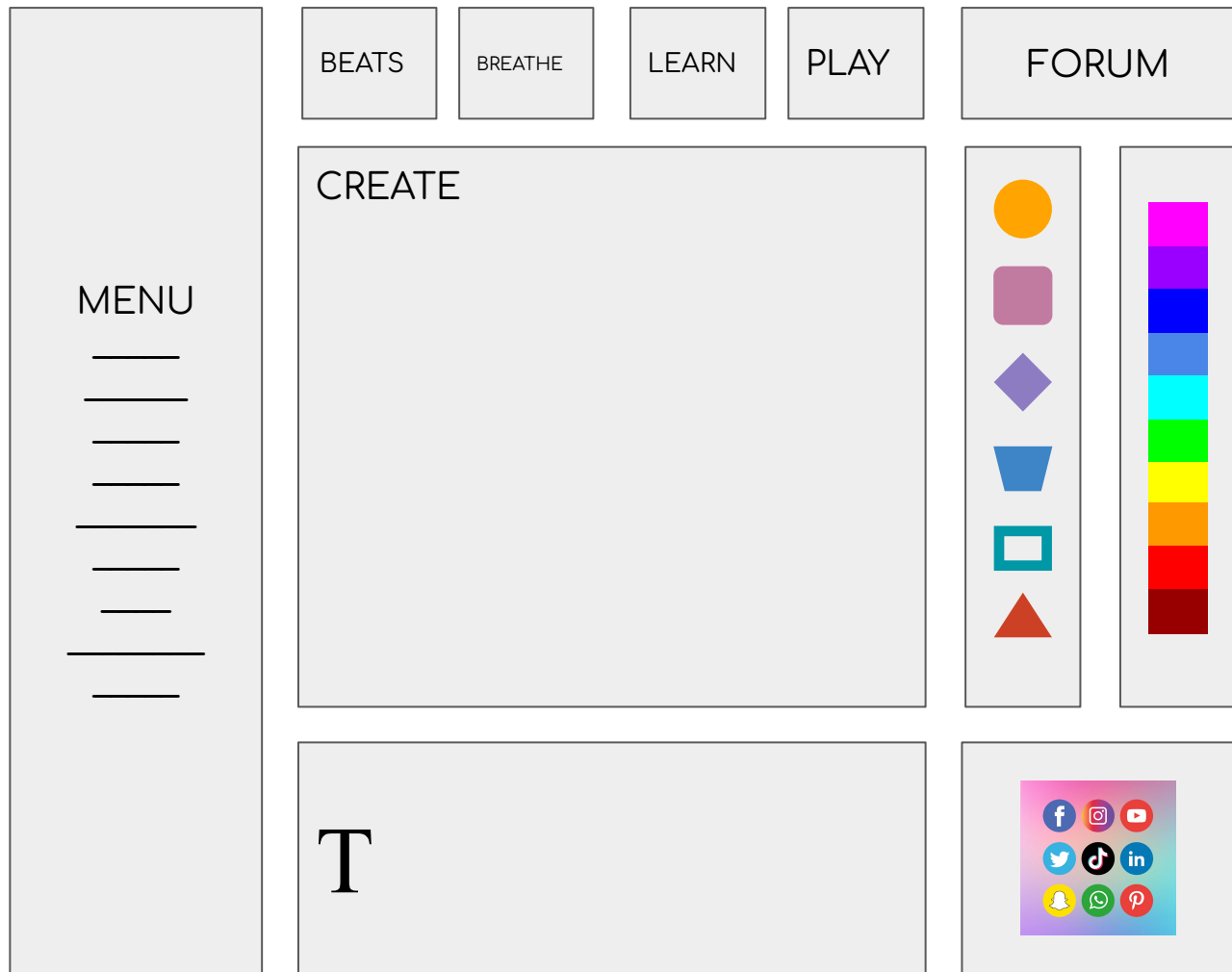
A sharing forum  
for Users to post  
Museaics  
anonymously (or  
not) to share and  
connect combating  
loneliness and  
shame

Binaural Beats  
set to desired  
frequency in order to  
synchronize brain  
waves to desired state

Breathing  
exercises  
Museaics animate  
as the user  
breathes in rhythm  
to shift to  
parasympathetic  
nervous system

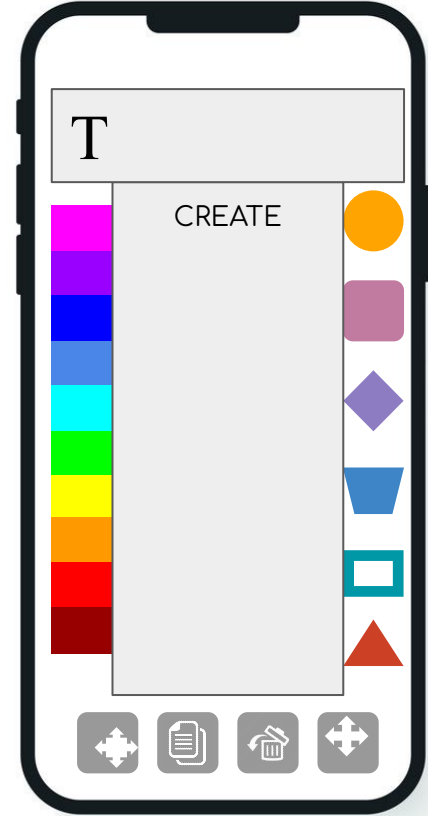
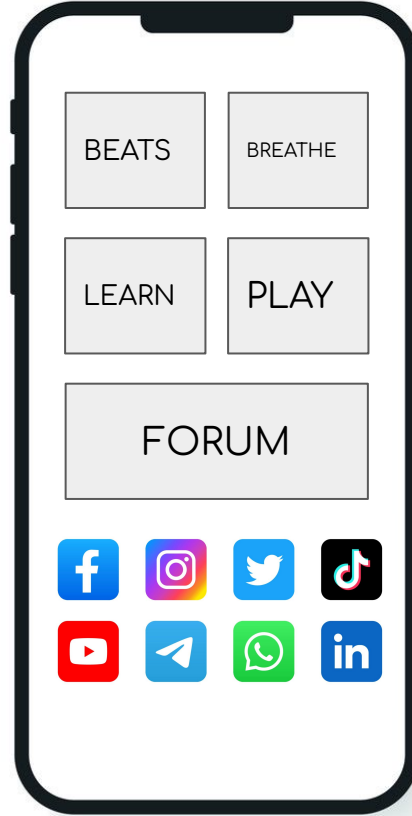
Colour and light  
therapy  
ancient and modern  
techniques harnessing  
light spectrum to  
stimulate and  
modulate  
neuro  
transmitters

# LOW-FI Website Prototype





# LOW-FI App Prototype



# LOW-FI At home Kit Prototype

