

- Ataraxia  
Concept Video

- **Value Proposition:** Learn to be a happier you



## Problem

People aren't aware of what they can be doing to take care of themselves - what makes them happier and what doesn't.

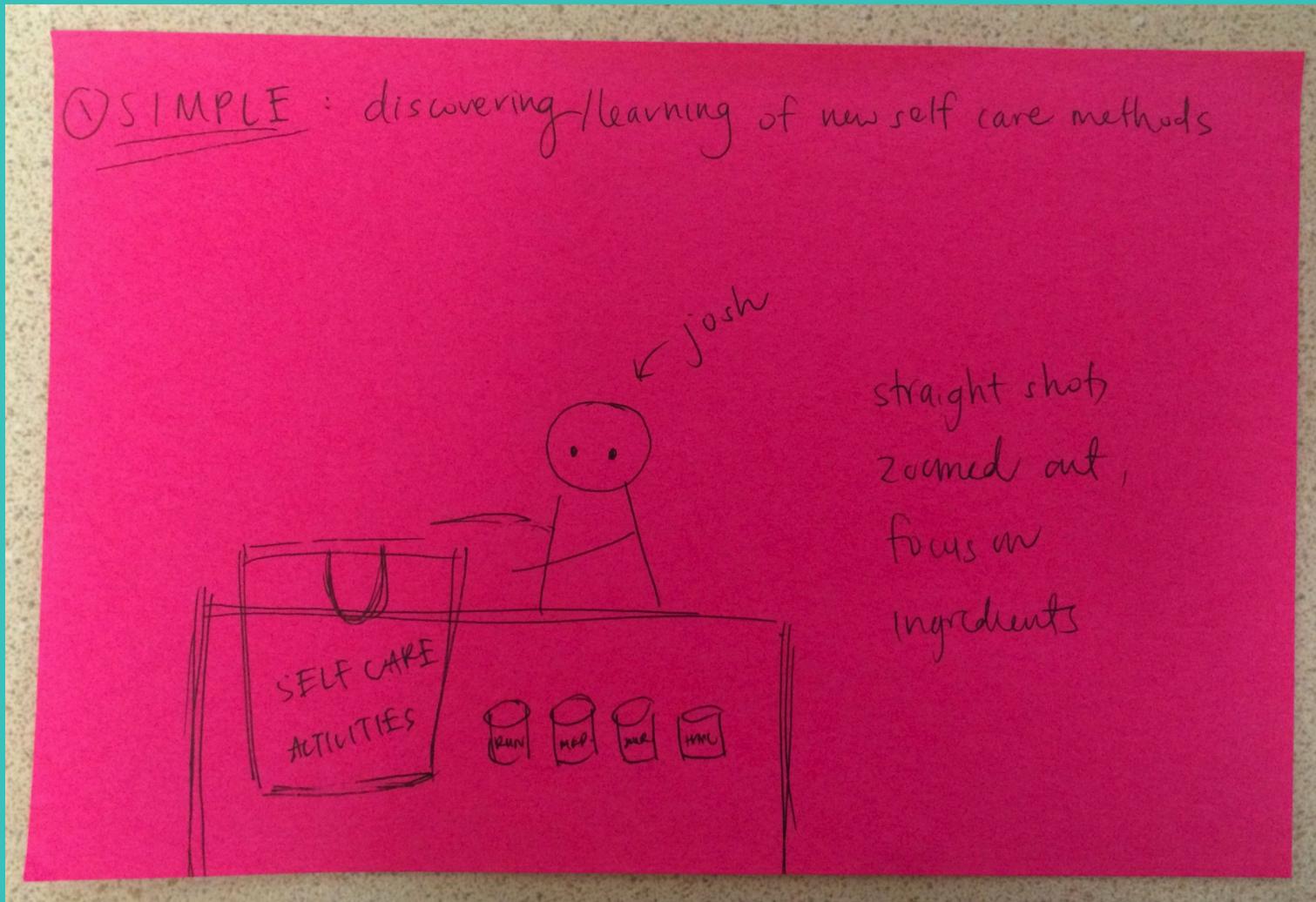
## Solution

Ataraxia will guide people through the process of learning what works for them and what doesn't when it comes to taking care of themselves.

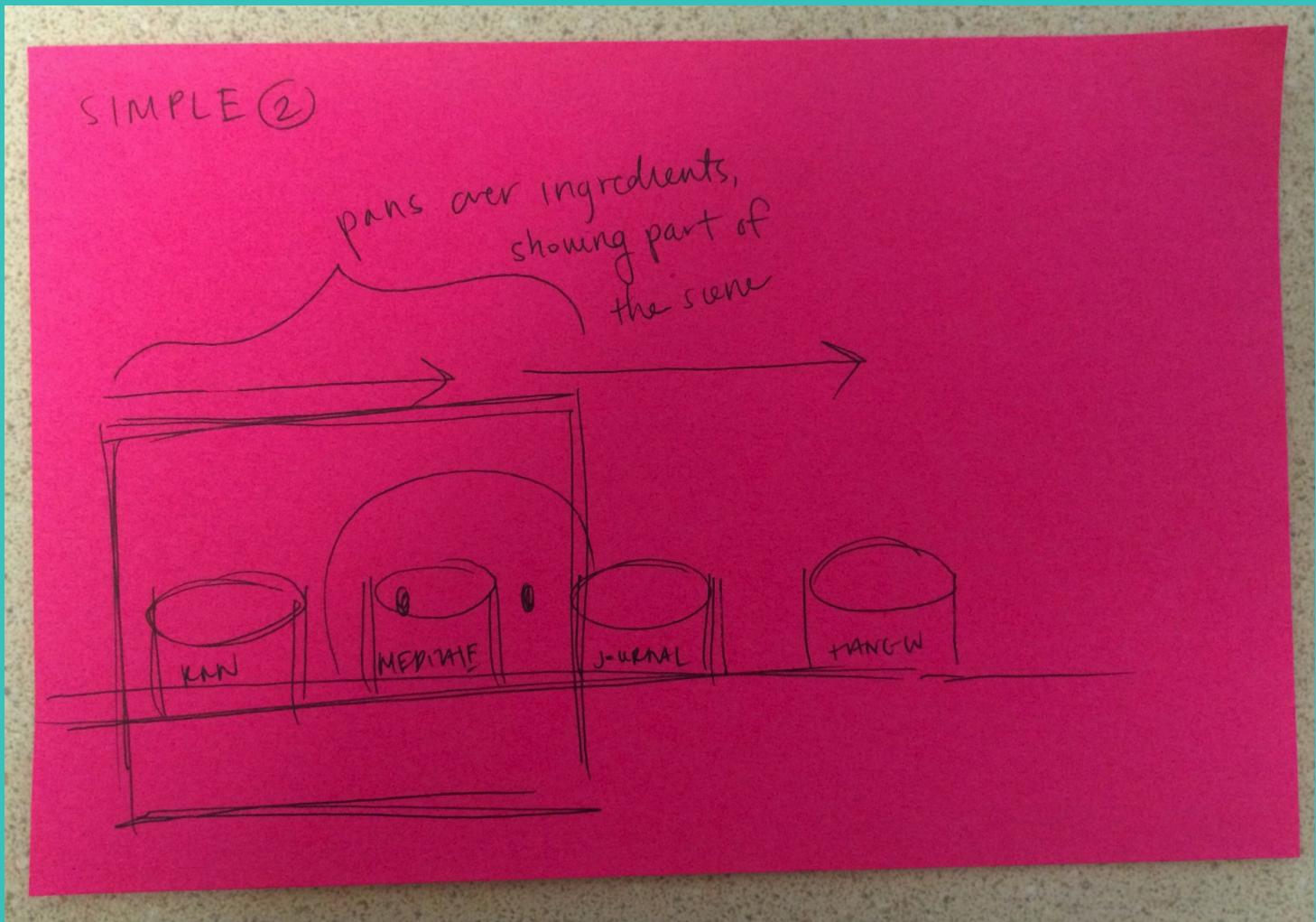
- Tasks

- Simple: Discover a new self-care method
- Medium: Record how a method of self-care makes you feel
- Complex: Develop a self-care routine

# Storyboard - Simple #1



# Storyboard - Simple #2



# Storyboard - Medium #1

MEDIUM ①: checking in to see how you feel about an activity



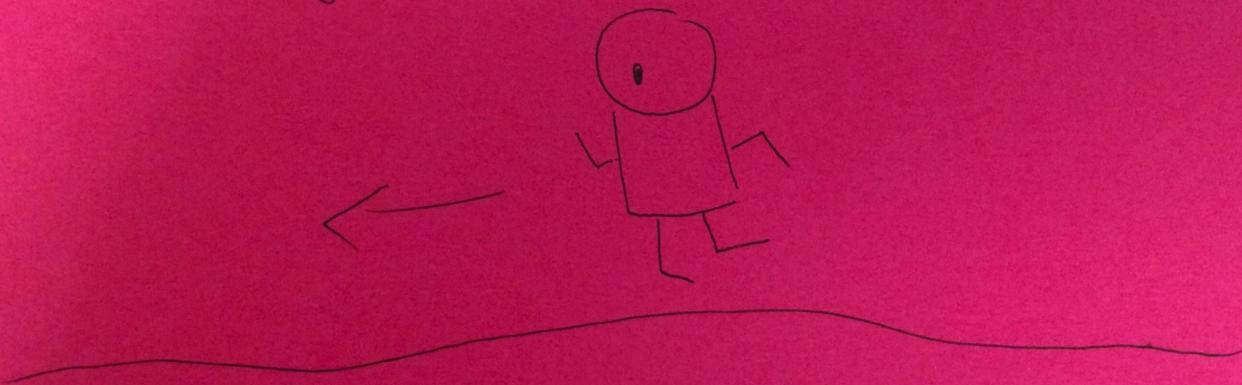
upper body, straight shot.  
"eating the ingredient"

\* repeated for various activities

# Storyboard - Medium #2

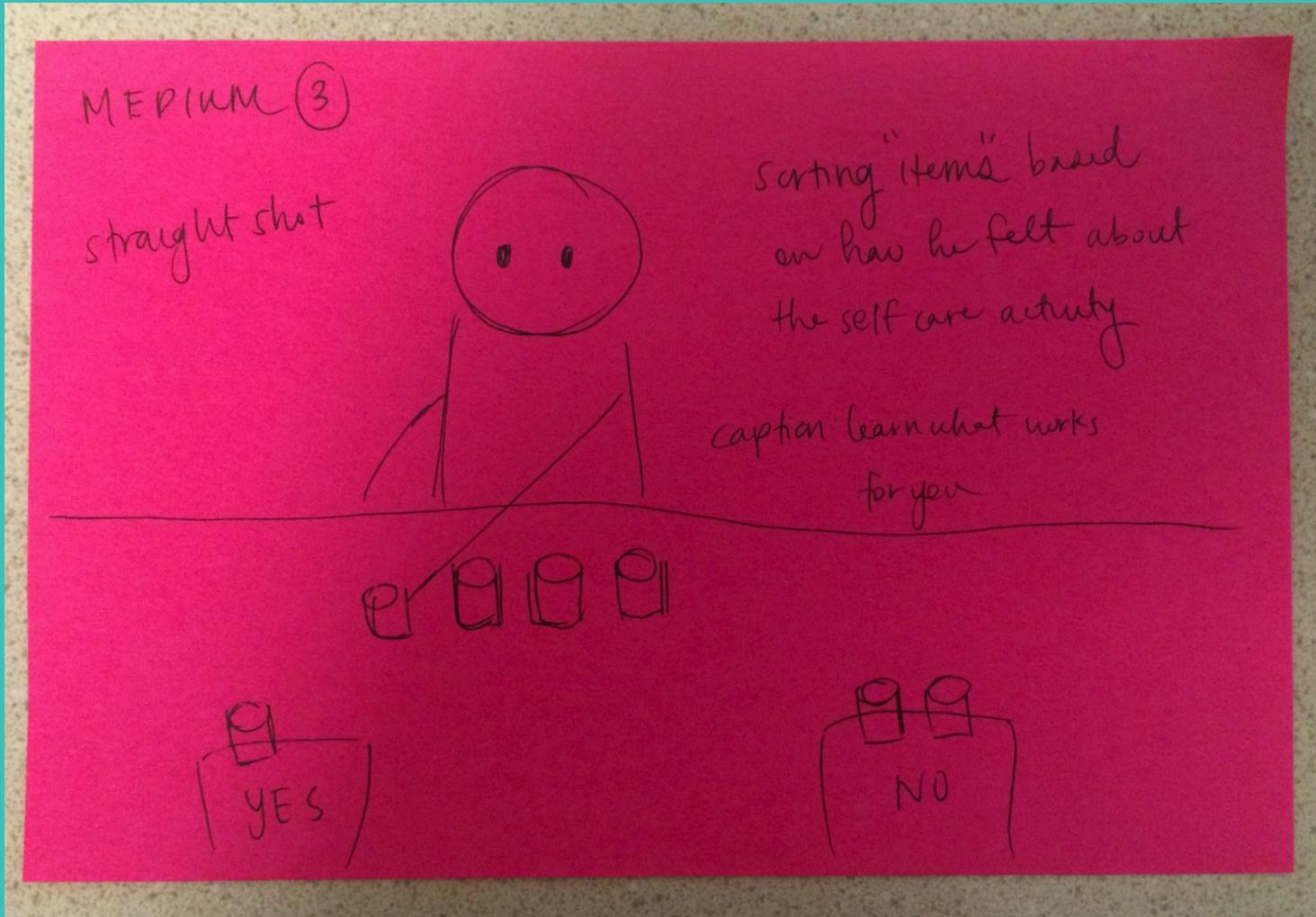
MEDIUM ②

feeling the activity (running)  
<sup>ie</sup>\*  
panning over and following josh's run



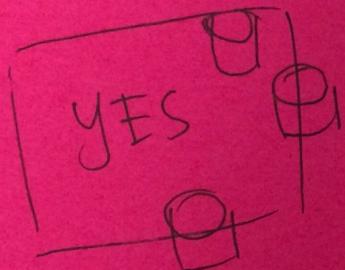
\* will be repeated for various activities

# Storyboard - Medium #3

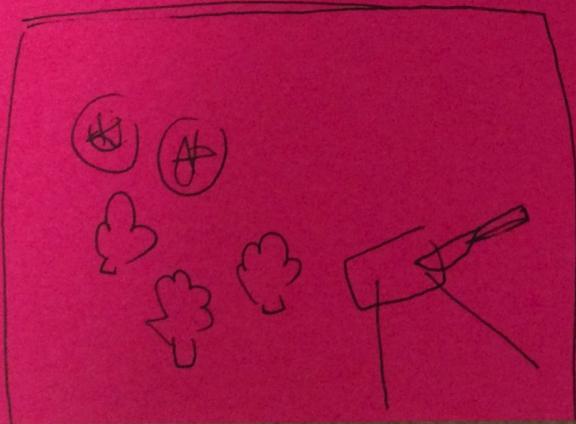


# Storyboard - Complex #1

COMPLEX ① : curating a routine of activities based off  
the aggregated list

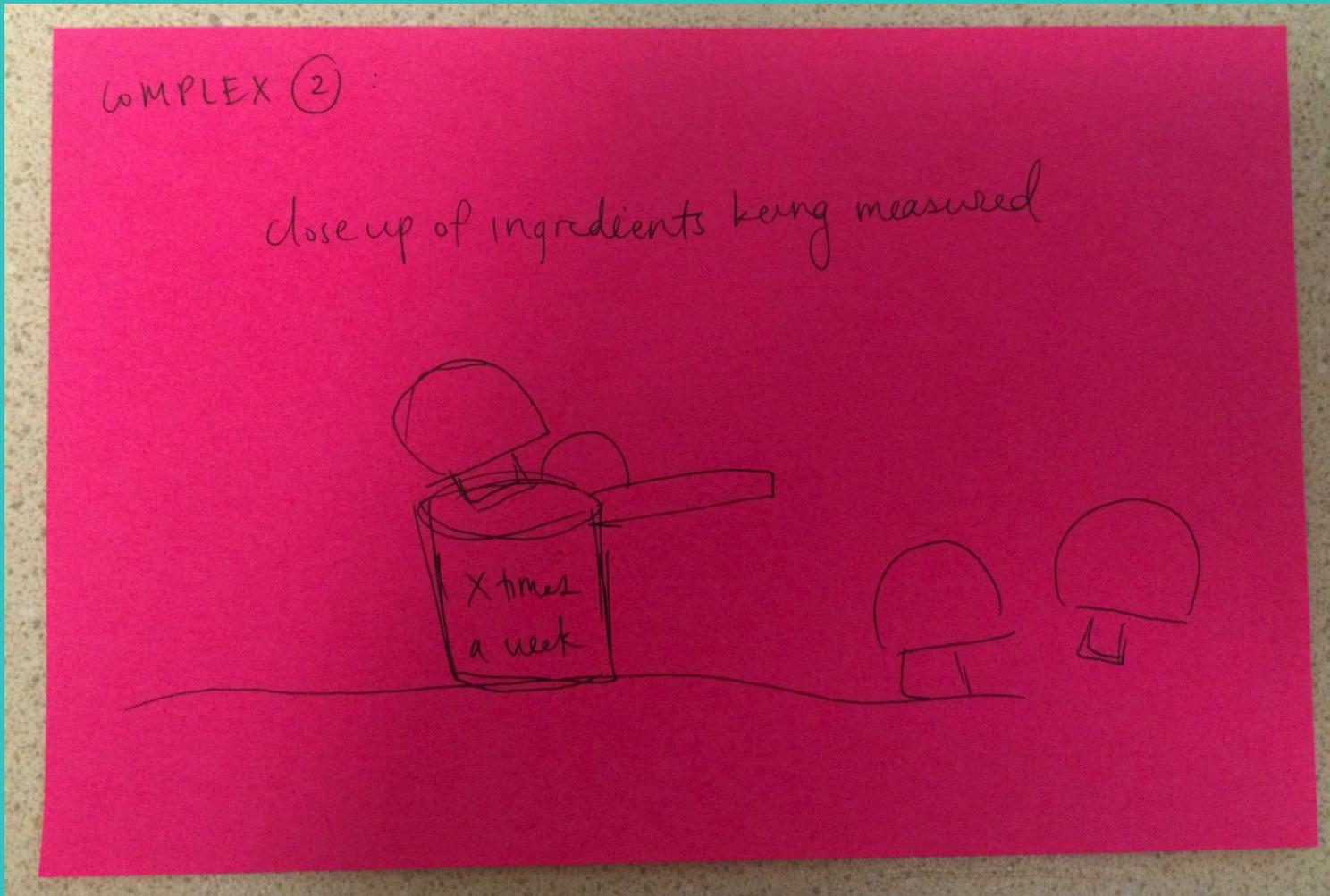


shot from perspective  
of subject.



caption:  
create a routine

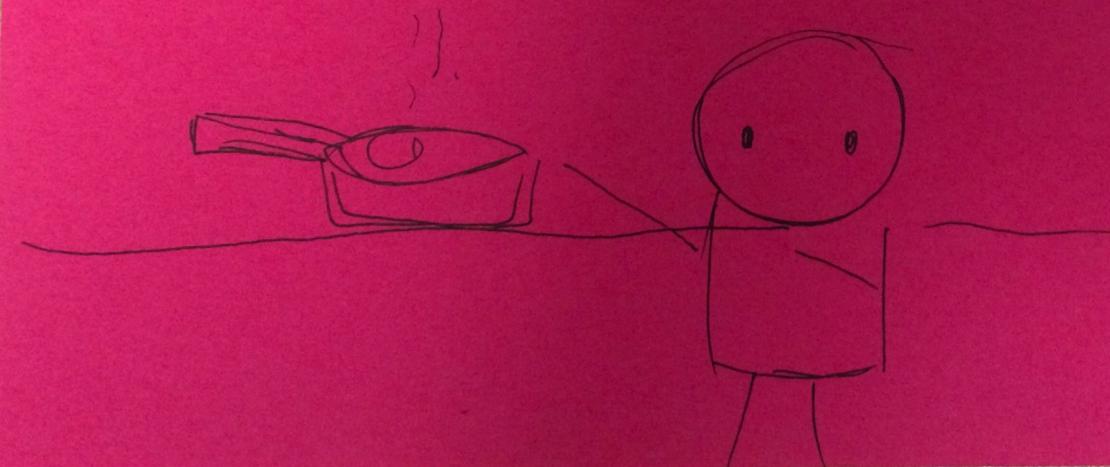
# Storyboard - Complex #2



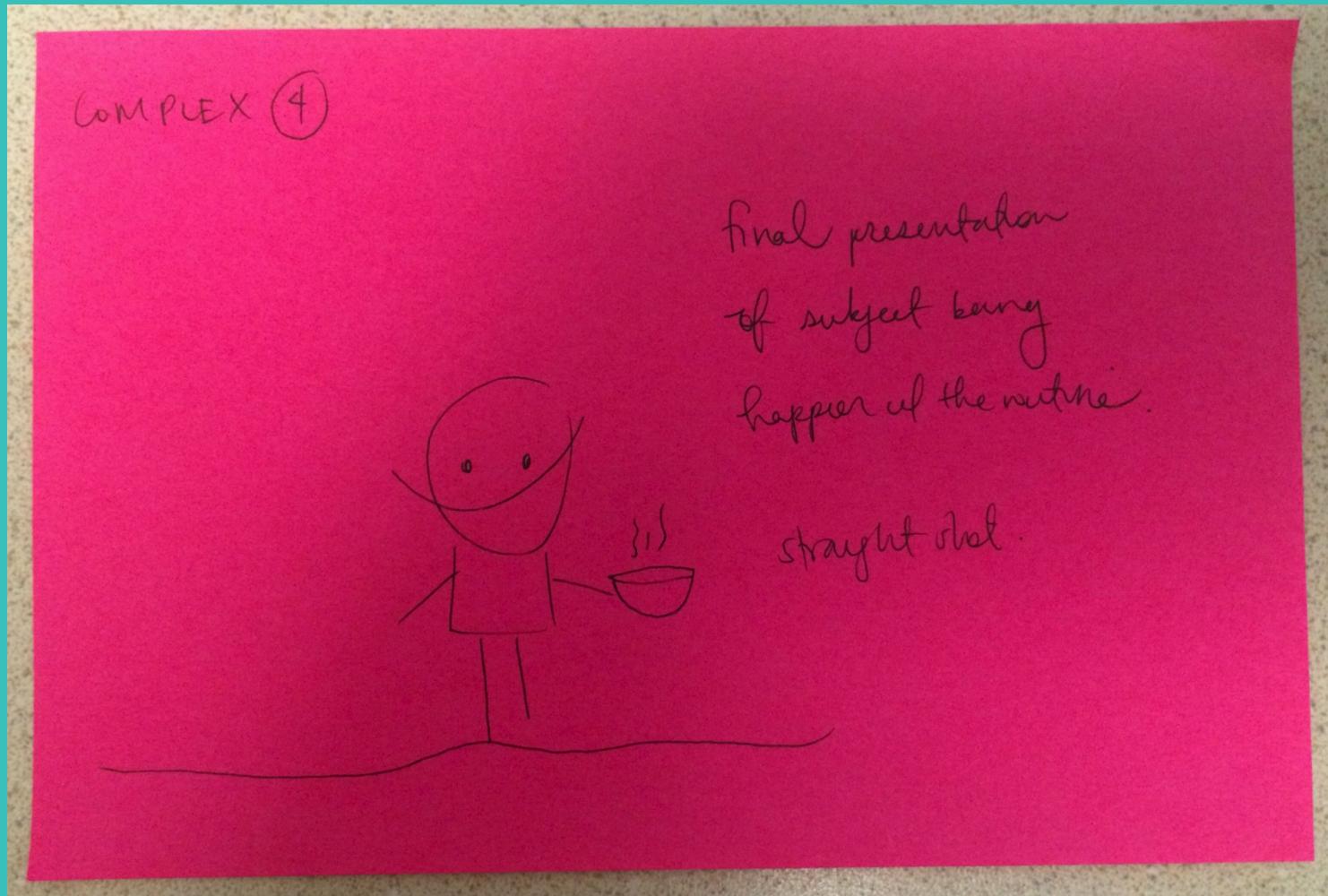
# Storyboard - Complex #3

COMPLEX (3)

angled to show straight shot (or pov)  
of subject cooking/crafting their routine (ie ingredients)



# Storyboard - Complex #4



# Video

<https://tinyurl.com/cs147-ataraxia>



**QUESTIONS?**