



Awearness

Awearness is a scarf that is designed to comfort its user and also encourage conversations about mental health—a topic that usually isn't talked about. The scarf specifically targets the widespread issue of stress and anxiety on college campuses. The key features of the scarf include: a flashing "Awearness" logo to spread awareness about the issue of mental health in colleges, a button that triggers a soothing sound for when users are feeling stressed, and a separate web interface where anyone can anonymously "send love" to vibrate the scarf and can also check how many students are currently feeling stressed.

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USER RESEARCH

We surveyed more than 550 UC Berkeley students about their experiences with stress & anxiety.

RESULTS

70% of students feel alone when stressed or anxious



8 in 10 students feel daily or weekly stress



7 in 10 students feel daily or weekly anxiety



