

# **Art Therapy App Interactive Educational App Mental Health App**

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## **Mission / Abstract Proposal**

The Purpose of this proposal is to drive visitors to become potential clients. To construct mobile site applications for project development for business growth or create websites. It will be for any user that is of age to handle a mobile device (iPad or mobile phone).

# Inspirational Project

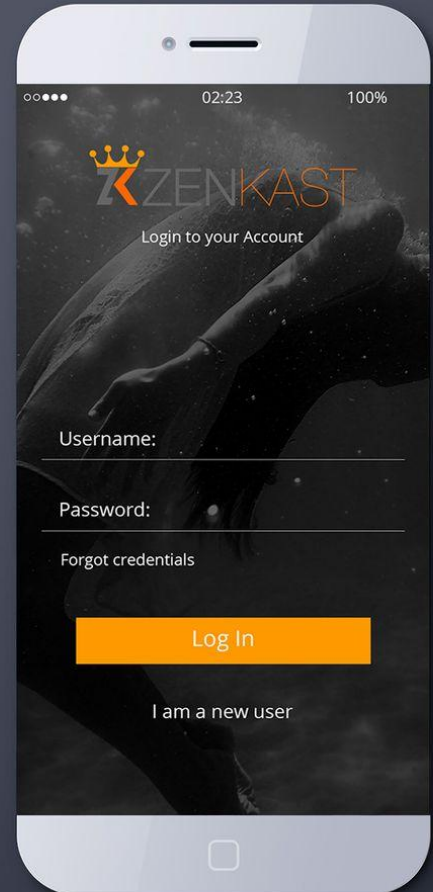
Projects: I created a Poetry in Motion Graphics piece that inspires me to want to keep trying to get better at it. (\*kitect

People: There are many people who have been inspirational in my life.

Problems: Where design is concerned perhaps the client needs to advertise a little better through print as well as digitally.



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# Rationale

To help businesses grow by advertising their products or services. To capture the attention of the customer through strong visual communication, message conveying, and attracts the correct consumers.

How is this unique? It is unique in that it will be a part of brand building that offers people the opportunity to relieve stress or chaos through art on a device. How does it help me? It helps me by allowing me to design the app and eventually I will be developing them for a salary hopefully. It also helps me with the app will possibly allow me to release some tension and stress as well.

[https://www.pinterest.com/pin/707698528935072102/?nic\\_v2=1a7Bm1h3a](https://www.pinterest.com/pin/707698528935072102/?nic_v2=1a7Bm1h3a)

**Find a pic associated with this projech**

# Unique Positioning Statement

Make sure that you include answers to the following categories:

- For [target end user Business Owners or anyone desiring]:, we would like to have a positive impact on our target audience.
- Who wants/needs [an app for therapy] branding building, advertising; message conveying and it attracts the correct customers.
- The [Artist Dream App] is a [Application for a Mobile Device] which provides [Art Therapy] through using the app, to perhaps assist with relieving stress.
- Is different from [.Art as Therapy ], the [app] [resolution and options] is not much difference.

## Art Therapy

- 1) Explainer video for usage of color that provides relaxation
- 2) This video will explore emotions through art and help deal with stress in addition to boosting self esteem
- 3) Through animated creative expression this video will foster healing and well being



Digital Art Therapy Exercise on Ipad or Tablet

**Thirsty For Art**

<https://www.youtube.com/watch?v=yMgdQIIqIIE>

## Consultant/Expert

- **YOUHJUNG**

<https://www.thirstyforart.com/blog?author=5d2fb206e72525000106704f>

## Competitors

### Topic Competitor:

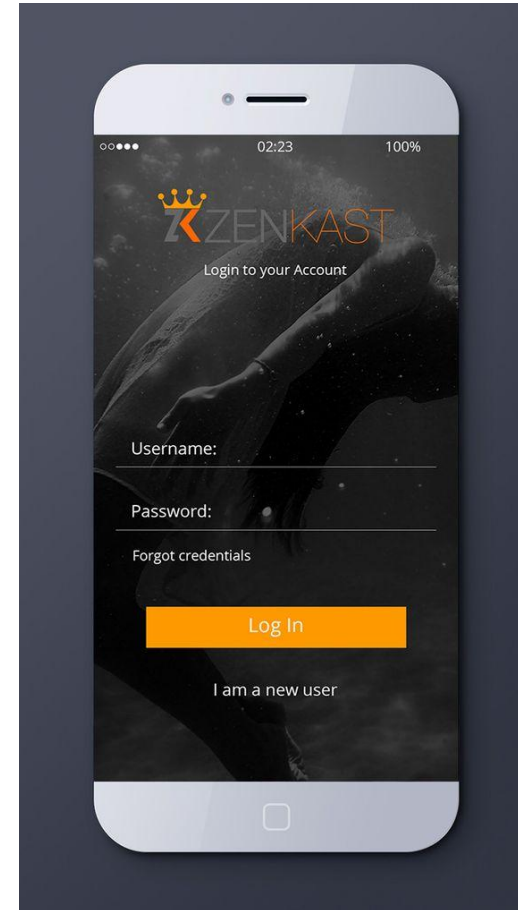
Art as Therapy

Computer Art Therapy

Happy Draw Bug

Art Studio

## Functional Competitor



## **Target Audience: People**

Gender: Any

Age: 8 -80 or anyone who desires to indulge in Art Therapy on a mobile device

Primary: People of any age who has a mobile device (cell phone or iPad)

Secondary: n/a



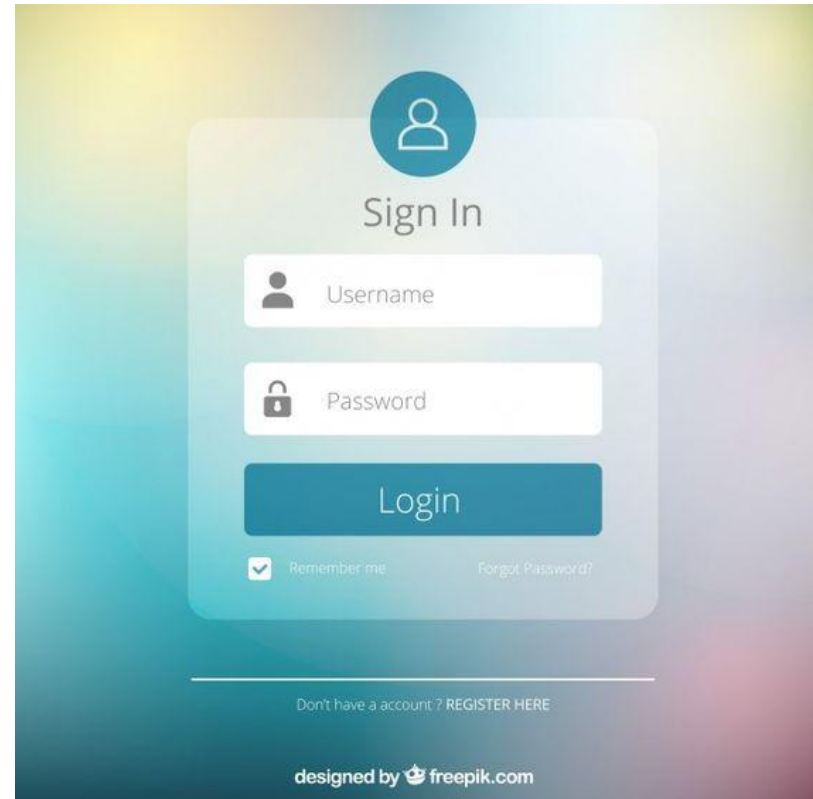
## Key Persona

### Research / Resources

Topic Research

Technical Research Expert

Consultant



## **Personas (Three REAL people in my Target Audience)** Jaleah

Person 2 Derrick Person 3 Serenity

**User Story/Task Flows** Text goes here

# Moodboard

## **Moodboard**

Text goes  
here

## **Scope**

Text goes here

## **Proof of Concept**

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## **Sources/Bibliography**

Text goes here