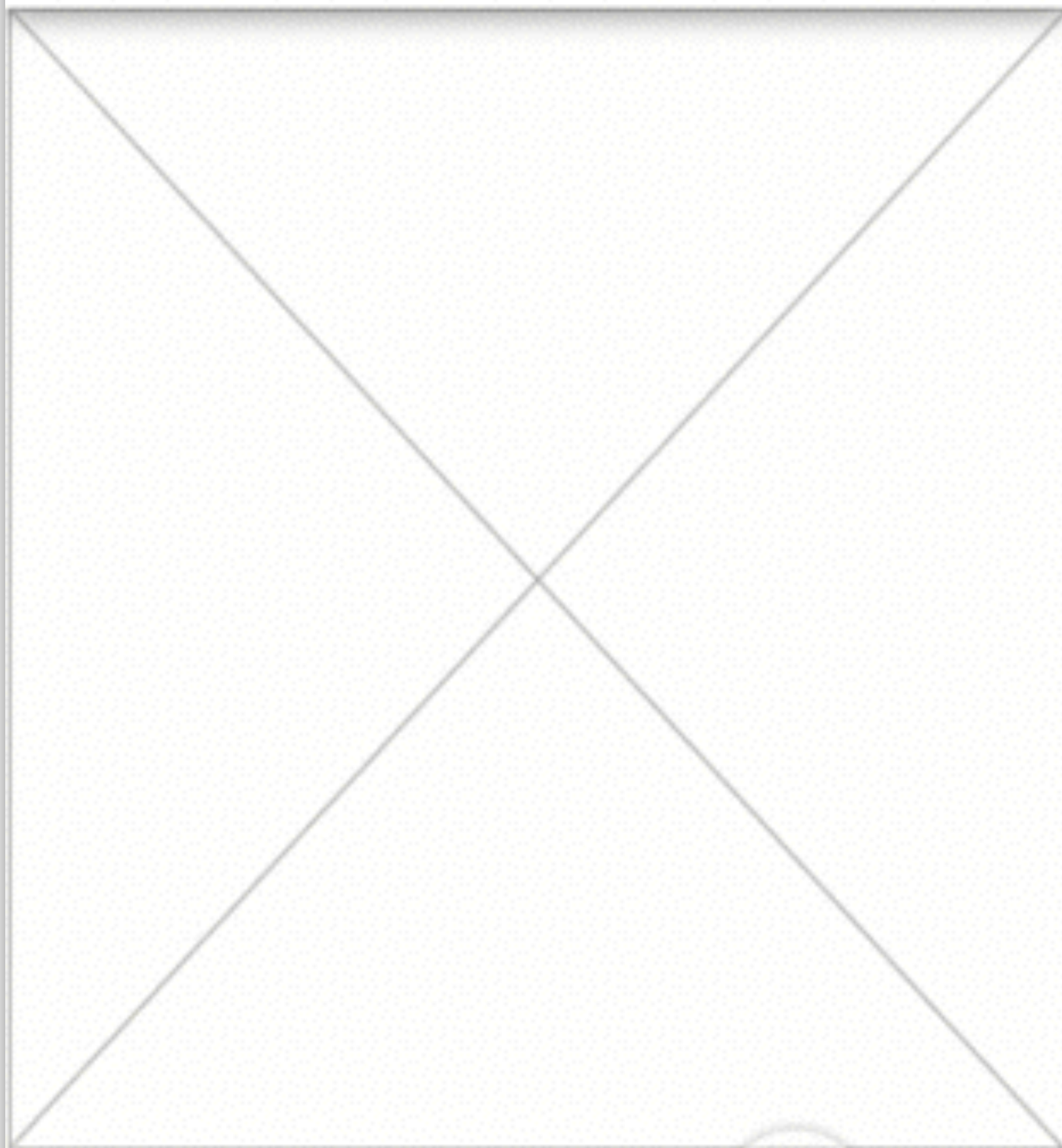




*Time to goal: 1 week, 3 days*



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Strategy

**Instantly Playful**

Saying Daniel Kheneman taught me all I know about motion design might not be totally off center. Applying what we know about learned and innate knowledge centers to interaction design drives use across demographics.



the 1990s, the number of people in the UK who are employed in the public sector has increased by 1.5 million, from 2.5 million in 1980 to 4 million in 1995. The public sector has become an important employer of people with mental health problems.

There is a growing awareness of the need to improve the mental health of people in the public sector. The Department of Health (1996) has published a strategy for mental health care, which includes a commitment to improve the mental health of people in the public sector. The strategy states that 'the mental health of people in the public sector is a priority for the Department of Health'.

The strategy also states that 'the Department of Health will work with other government departments to ensure that the mental health of people in the public sector is given the same priority as the physical health of people in the public sector'. The strategy also states that 'the Department of Health will work with other government departments to ensure that the mental health of people in the public sector is given the same priority as the physical health of people in the public sector'.

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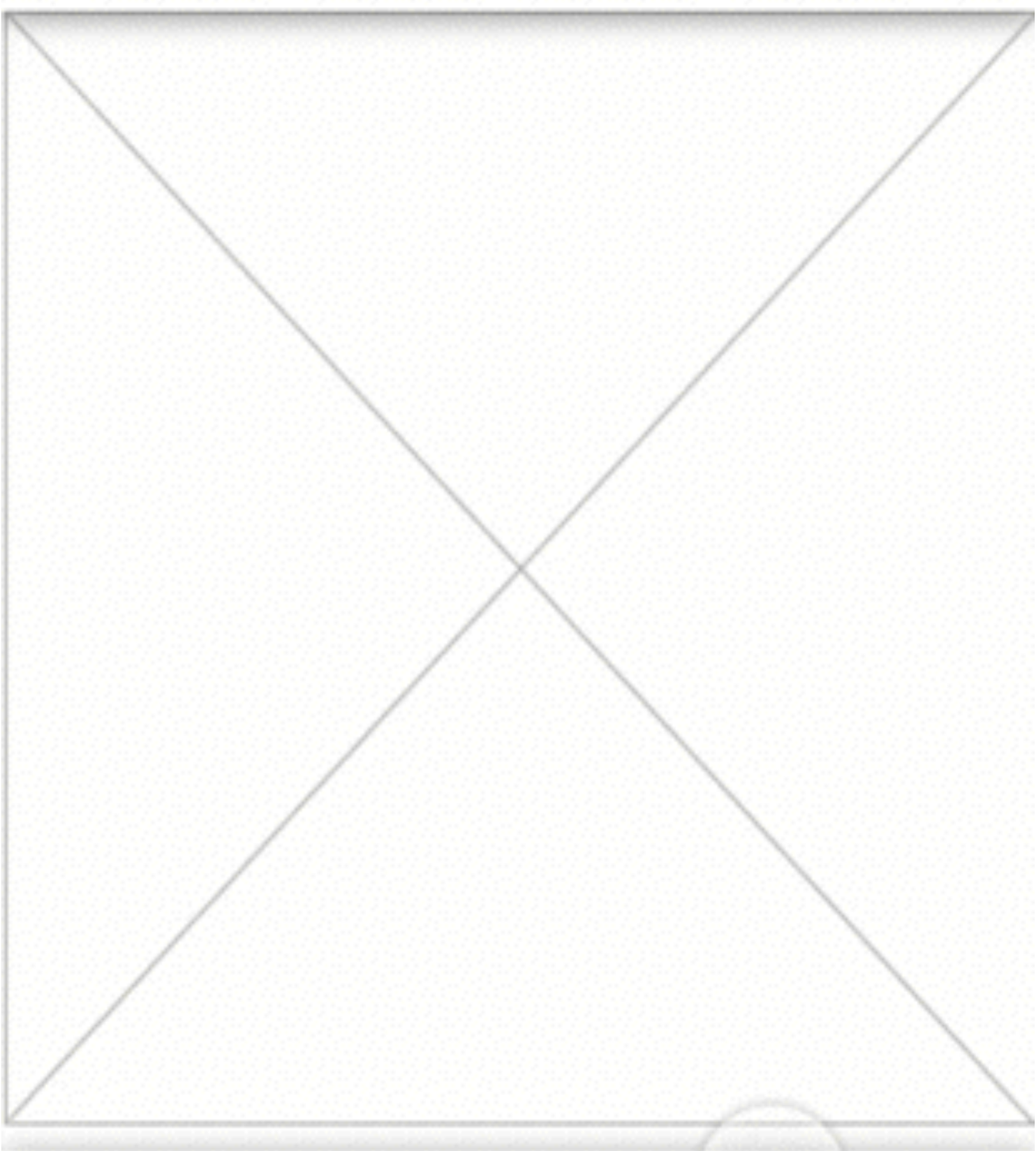
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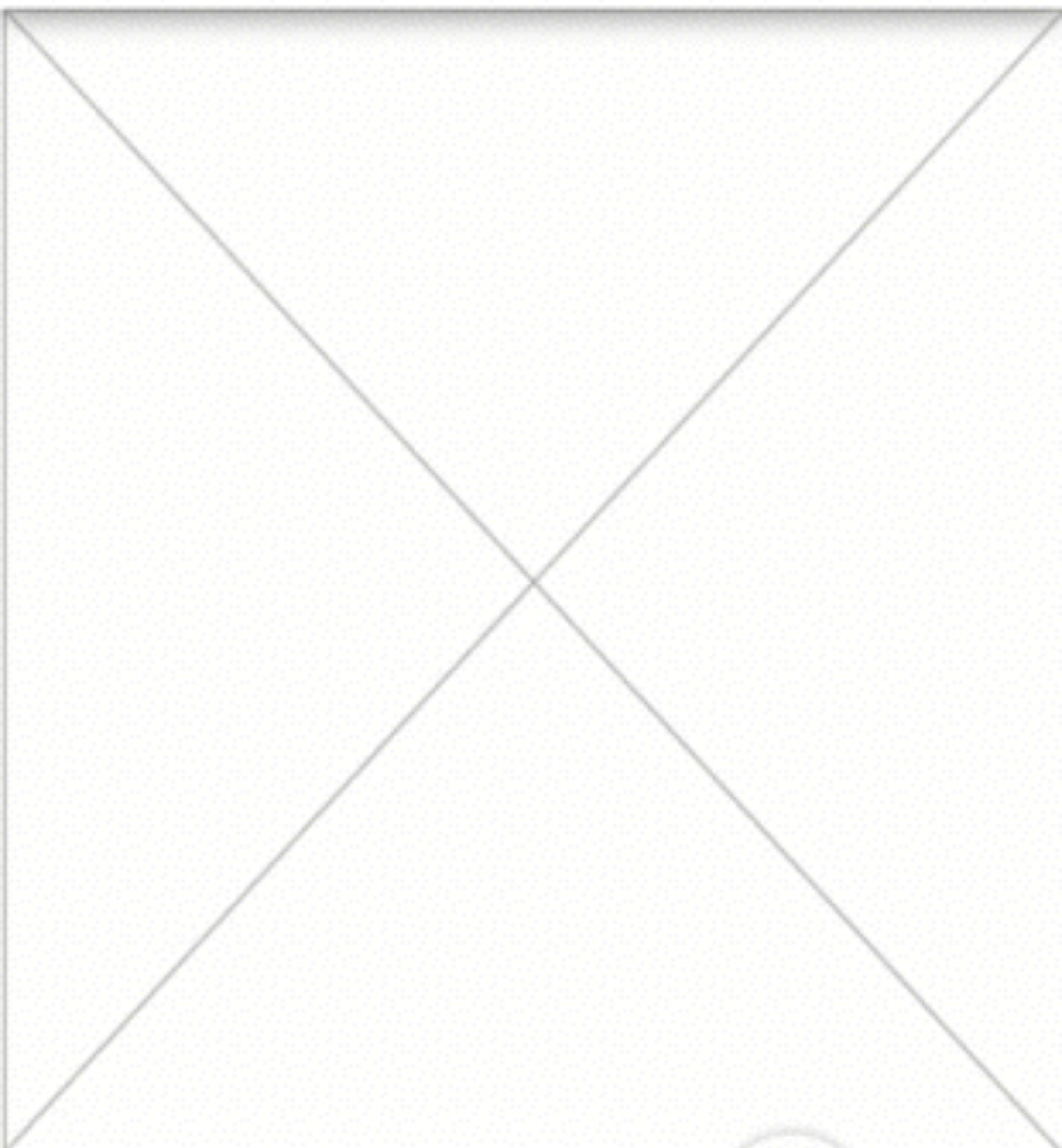
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Strategy



*Time to goal: 1 week, 3 days*



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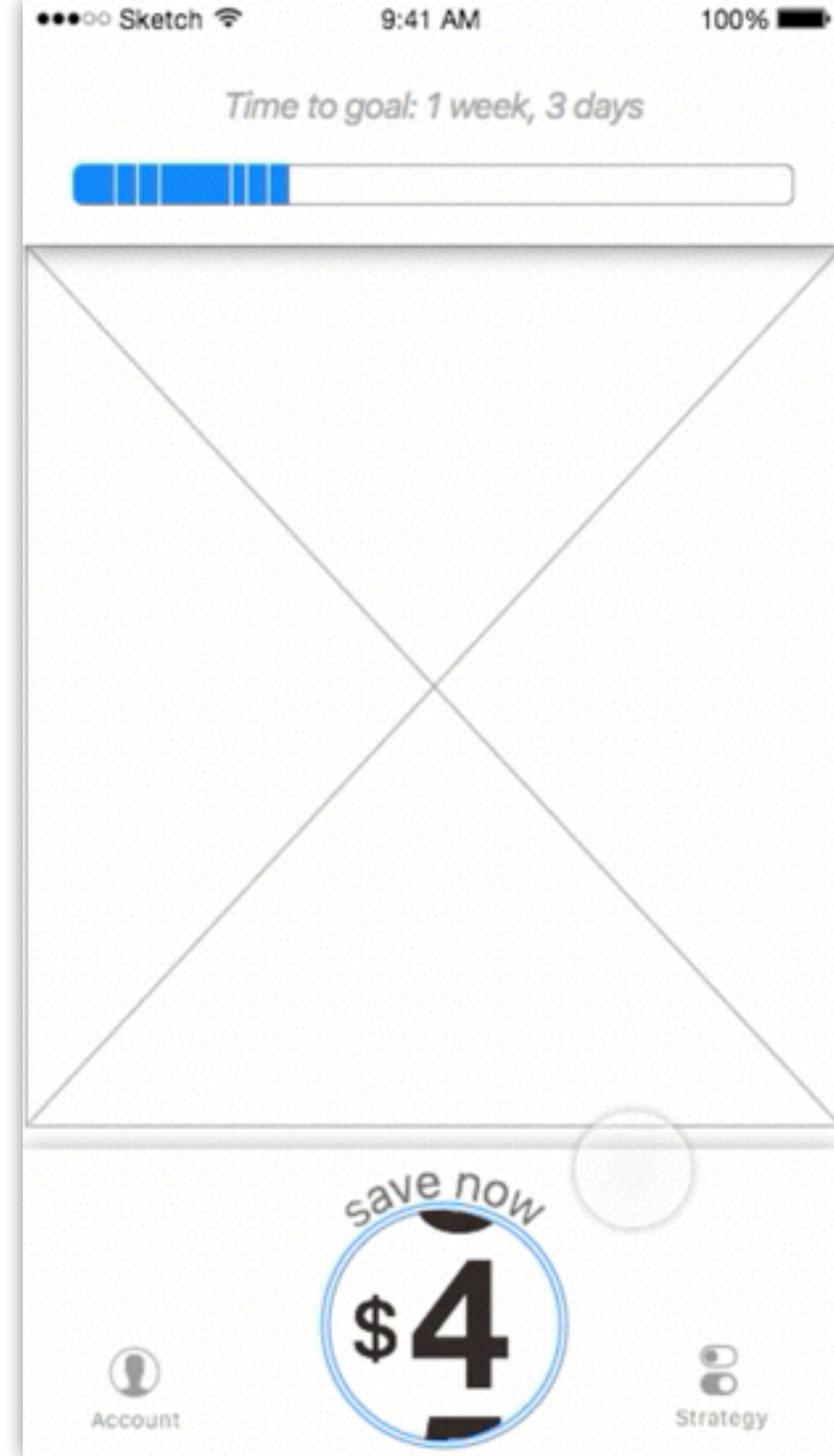


Strategy



# Innately Playful

Saying Daniel Kheneman taught me all I know about motion design might not be totally off center. Applying what we know about learned and innate knowledge centers to interaction design drives use across demographics.



# Contextual

Opt-in sections of the app update navigation to make most of space and user attention.

