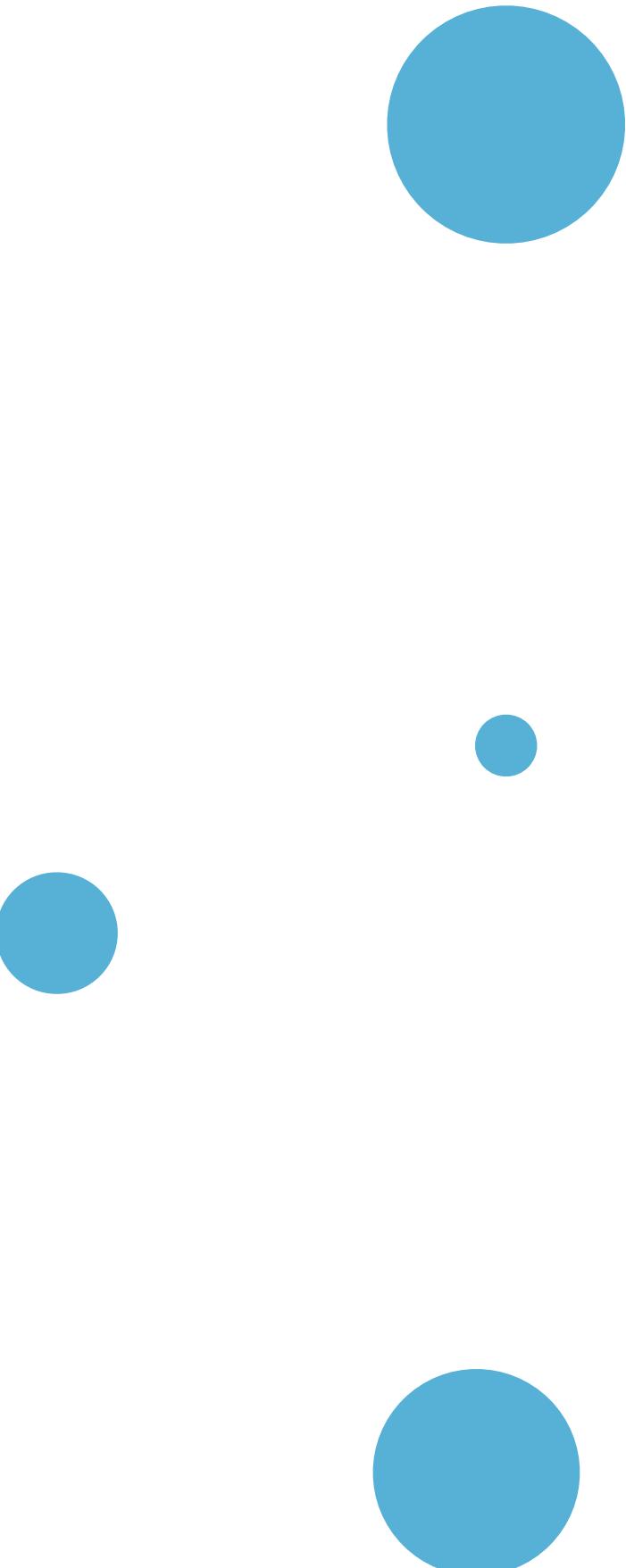
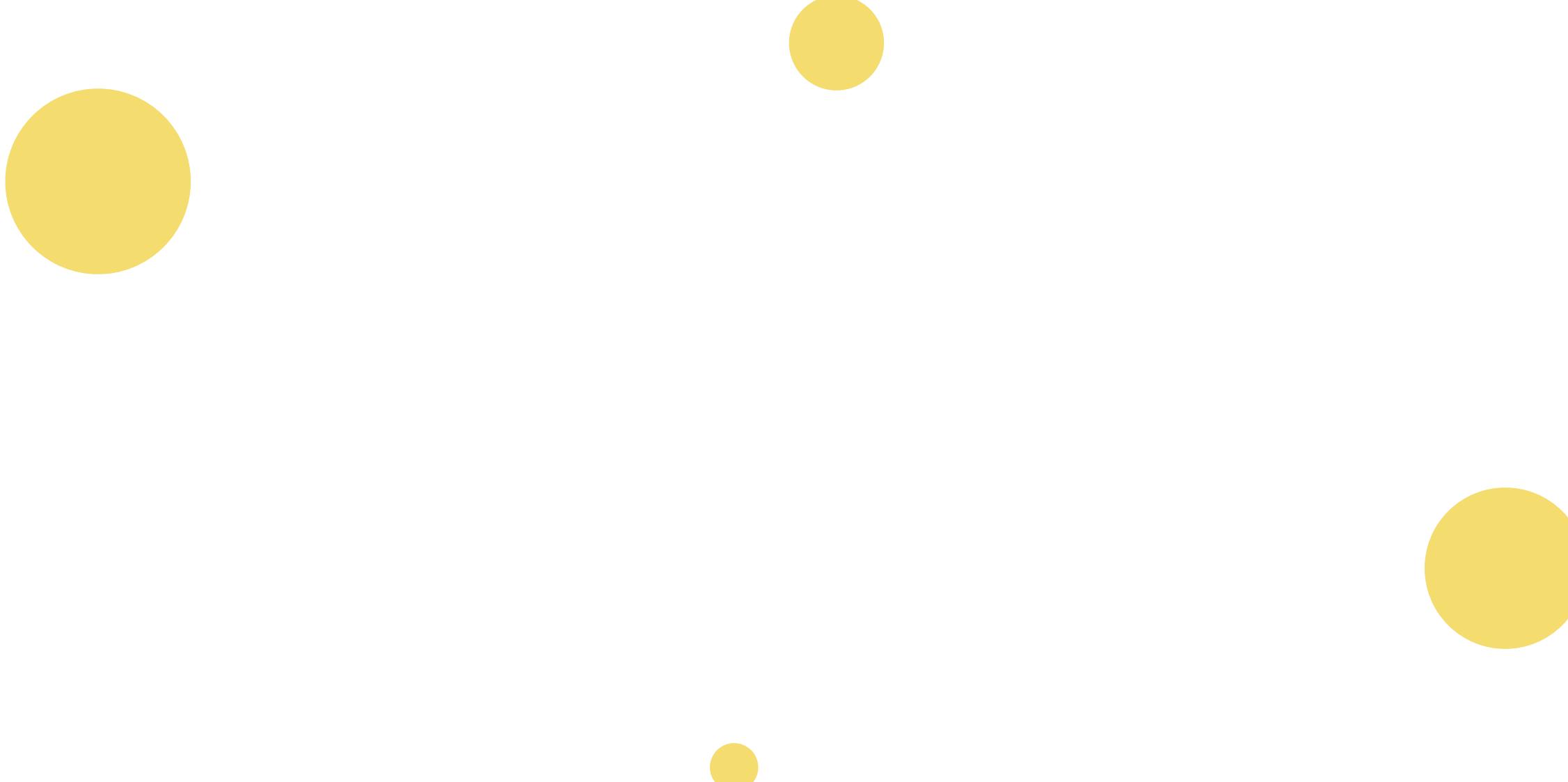


APPS TO FIX THE WORLD

index

Introduction	Progress
Research	Elements
Problem Statement	Screens
Solution	Prototype
Personas	Animations
Design	Last thought
Innominate	





INTRODUCTION



Today, being
ANONYMOUS
is almost
IMPOSSIBLE



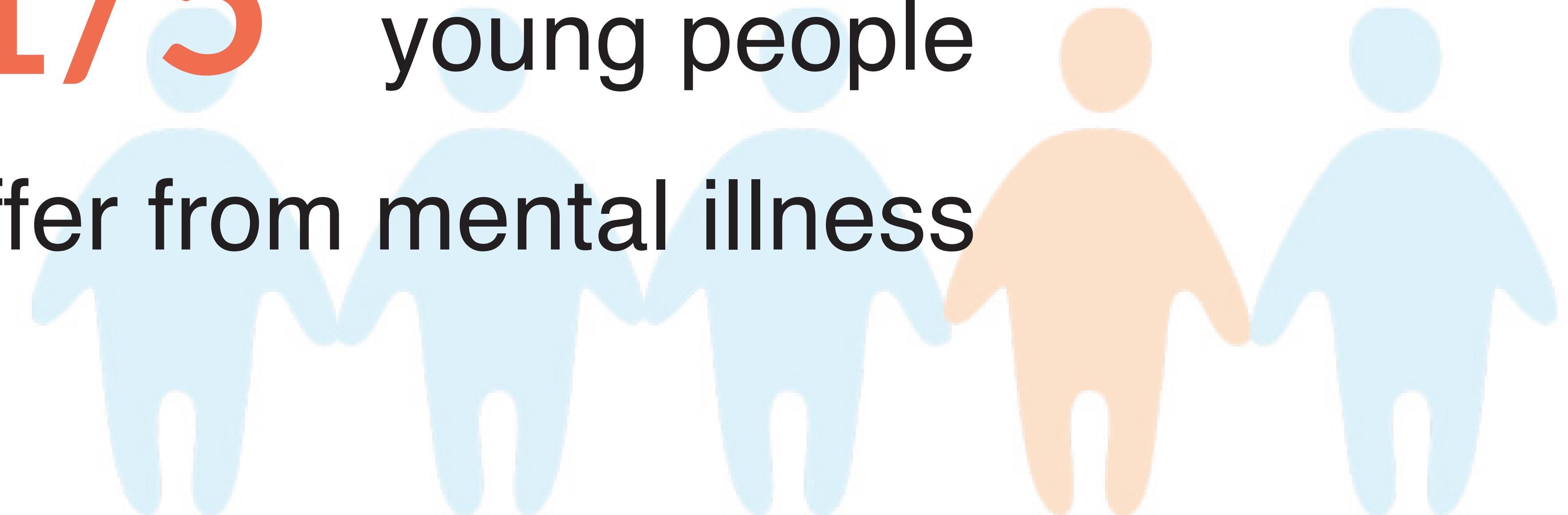
but, there are
still things we
would like to keep
private...

RESEARCH

1/5

young people

suffer from mental illness



only about

4%

of the total

health care budget is spent on our mental

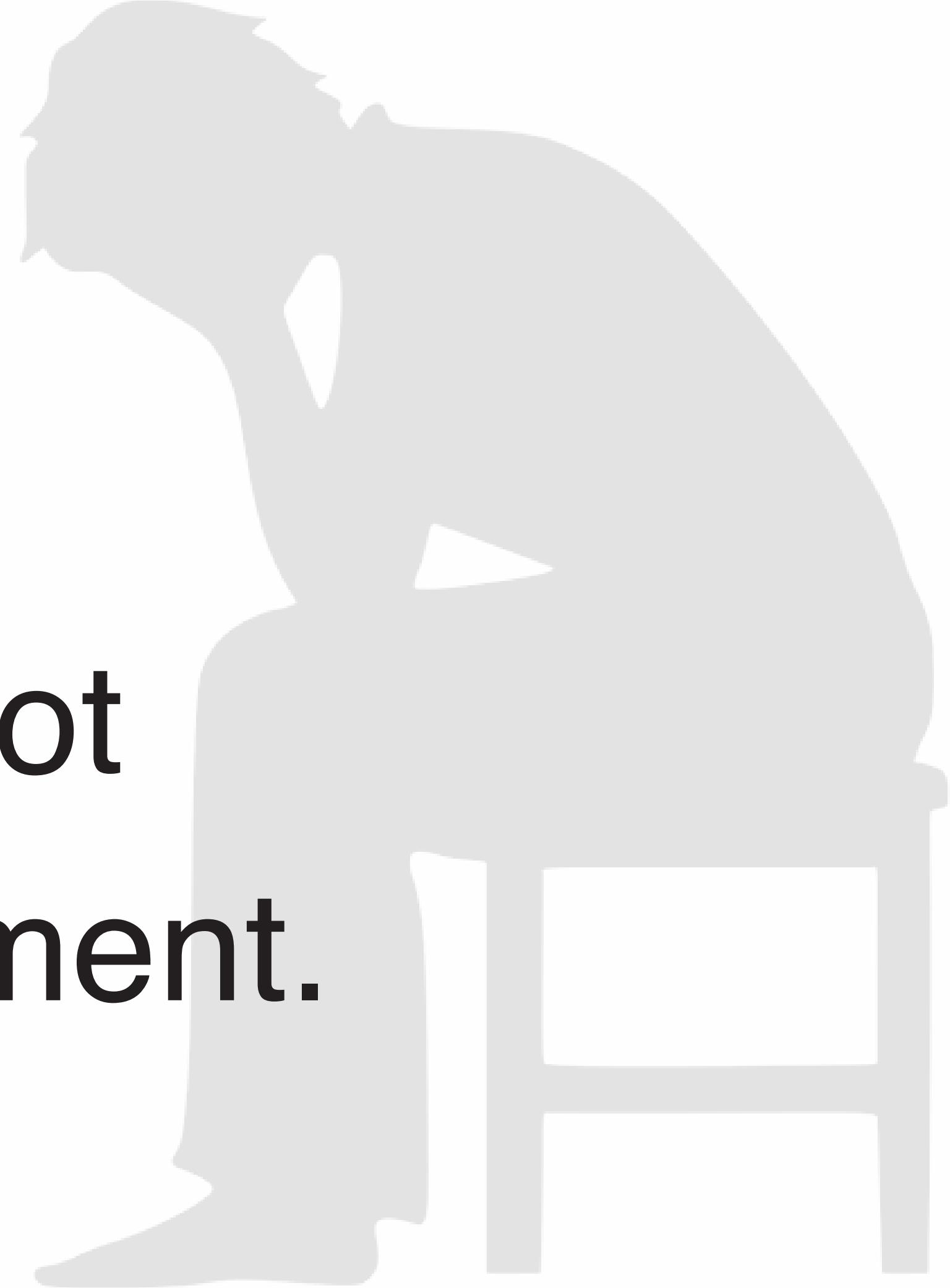
health...

1/3

of South Africa's population
suffers from mental health.

75%

of them will not
receive treatment.



PROBLEM STATEMENT

According to an article called,
“The Real state of Mental Health in South Africa”

• **“Only a quarter of the people with a diagnosable mental disorder are receiving treatment.”**

In this atricle Freeman states that only 14% of our psychologists are available to treat nearly 85% of the population, which is **unacceptable**.

by THE SOUTH AFRICAN DEPRESSION AND ANXIETY GROUP



The problem identified is that **1/5 teens** struggle with mental illness and the **fear of “being judged”** by their friends or family is a large barrier for them.

Mental health care is **underfunded** in **South Africa** and there is **not enough** resources to go around.



SOLUTION

According to “The Conversation” in an article,

“Why South Africa is failing mental
health patients and what can be done about it”

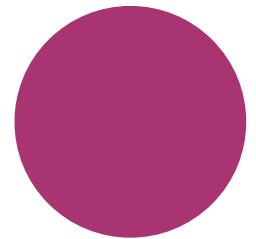
Janine Bezuidenhoudt writes,

“Mental health care management and services
need to be made a **priority**.



And mental health care must be
de-institutionalised so that **community-based care**
can be set up in a systematic way.

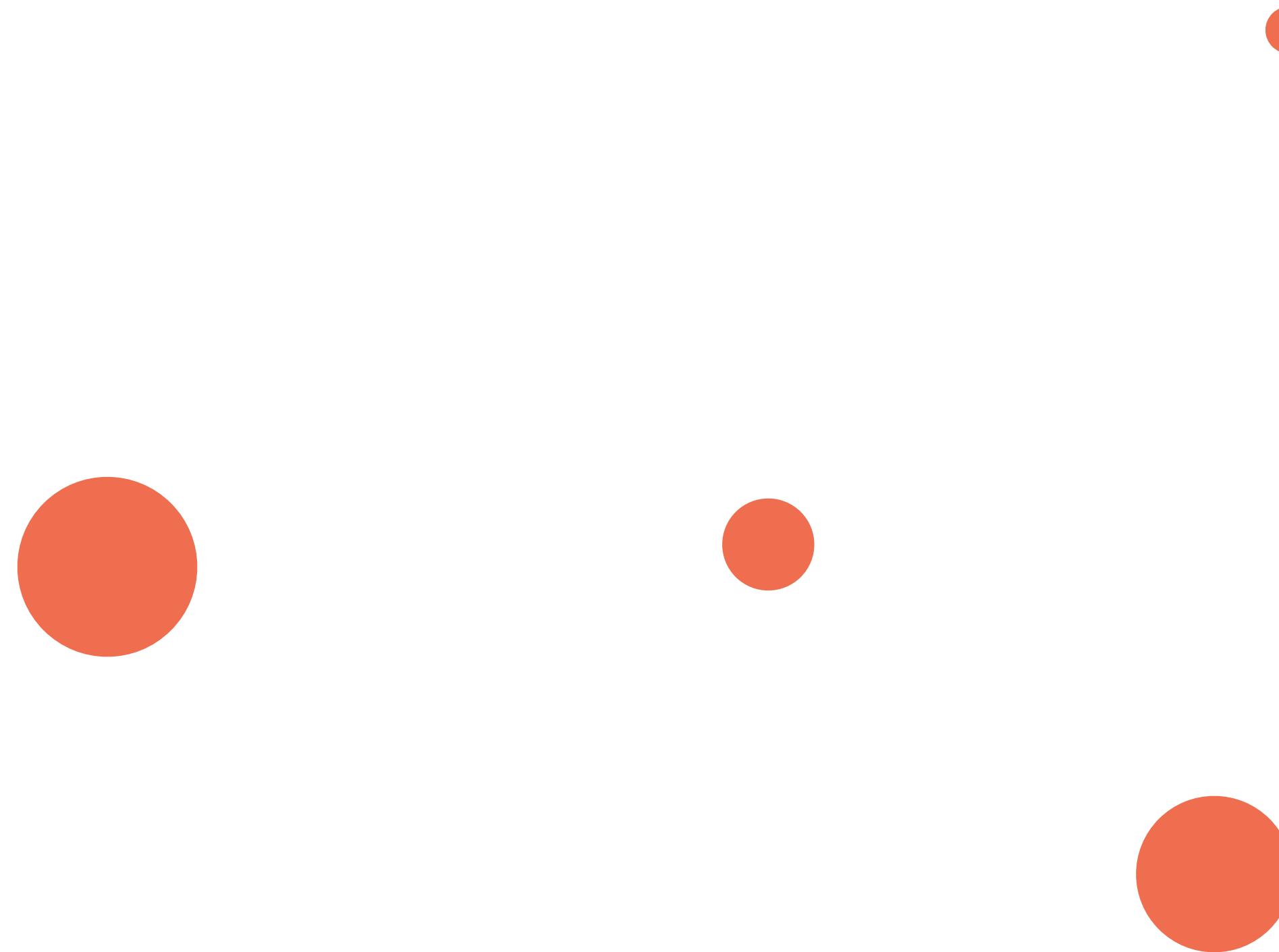
This would entail first
strengthening and then **expanding**
community-based care.”



The solution is to create an app where you can **anonymously** join or create an **intimate** group where you can communicate with people who can **relate** to your issue on a **personal** level.

By creating this app it will create
community-based care and take away the **shame, guilt,**
or embarrassment teens feel when talking about their
mental health.

PERSONAS





Chloe



Chloe

Bio: Chloe is an Instagram influencer.

She enjoys spending nights out with her **friends**. She is vegan and **likes posting** about her smoothie bowls on her Instagram stories.

She is currently in Grade 12 and wants to go study Bcom at Stellenbosch university. Her **parents are divorced** - she **lives with her dad** in a big house close to town.

Chloe spends a **lot of time on social media** and hides her **real life at home**. She also **secretly struggles with depression** and **sleeping** at night.



Chloe

How does this persona relate to the problem: Chloe has the need to talk about her problems she faces at home, her insecurities and depression without giving away her real identity since she has so many followers online.

Needs: Food, water, security, bed, home, love, clothes.

Wants: Acceptance, makeup, money, expensive brand names clothes, good phone, good camera.

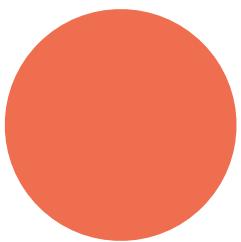


Chloe

Motivations: Followers and likes (acceptance). Her dad.

Pain points: Visiting her mom, depression, sleeping, bad wifi.

Significant insight: Chloe is not the same person online and offline. She hides her true life at home and she wants to feel accepted.





Samantha



Samantha

Bio: Samantha is in Grade 11. Samantha does very well in school and has good friends.

She has a **boyfriend** named Eric who **wants to take their relationship to the next level**. Samantha is very **nervous** about this and does not feel ready for it but is worried that she **disappoints** Eric if she says no to him.

She **can't speak to anyone** about this because her family and friends are all **very conservative**. She is scared they **reject** Eric if she tells them about Eric wanting to have **sex** with her.



Samantha

How does this persona relate to the problem: Samantha needs advice about her lack of confidence in telling Eric that she is not ready to have sex with him.

Needs: Food, water, security, bed, home, love, clothes and confidence.

Wants: Acceptance, support, good marks.

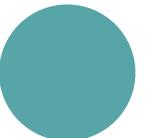
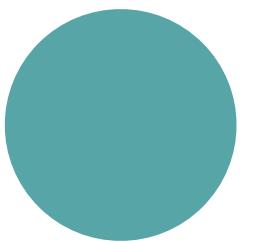


Samantha

Motivations: Her family, friends, Eric, her degree and ambition

Pain points: Stress, strict parents, feels like she has to be perfect.

Significant insight: Samantha needs support and advice whilst keeping her identity anonymous because of her conservative family and friends.





Linda



Linda

Bio: Linda is a wife and mother of two.

She lives in Belville and is part of the South Africa's depression and anxiety group team.

She has a kind heart and always wants to help people. She is very upset about mental health care in South Africa but believes that change will come, but she is sometimes overwhelmed with how many people needs her help.



Linda

How does this persona relate to the problem: Linda has a passion for her job and this app could really help take pressure off Linda. Linda could create a her own group and help people directly through her mobile phone.

Needs: Food, water, security, bed, home, love, empathy, comfort

Wants: To help everyone, holiday, a nicer car.

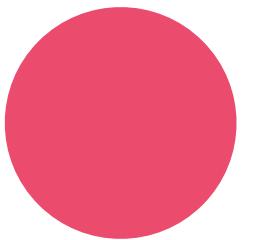


Linda

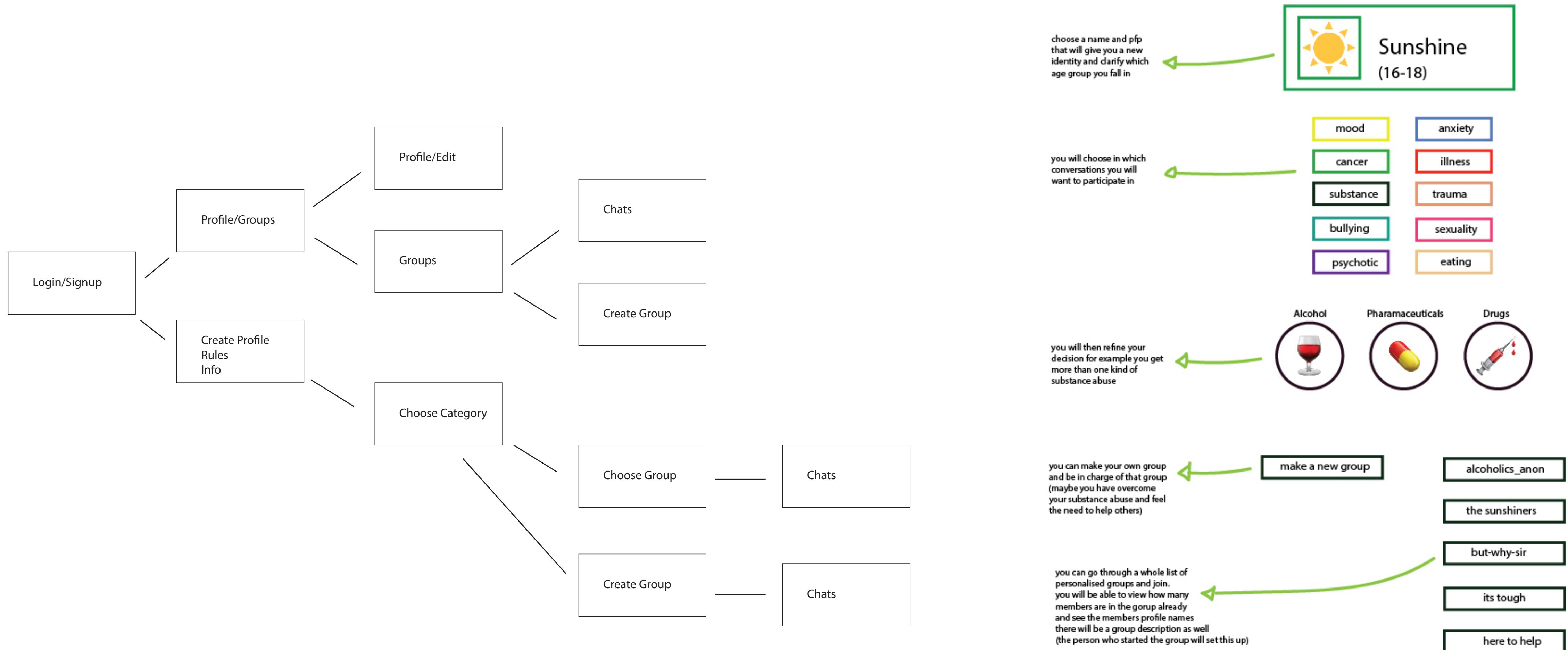
Motivations: Her family, her job, people and dreams.

Pain points: Stress, mental health care in SA, finding funding, time.

Significant insight: Linda is overwhelmed about how much need there is in South Africa for mental health care.



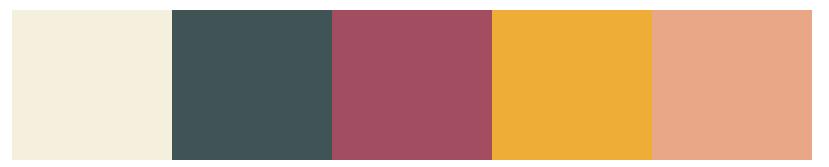
Userflow



Design

INNOMINATE

Logo progress



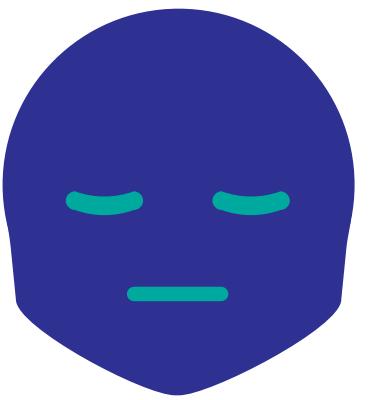
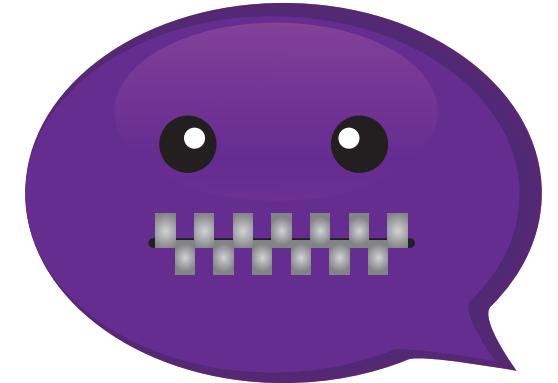
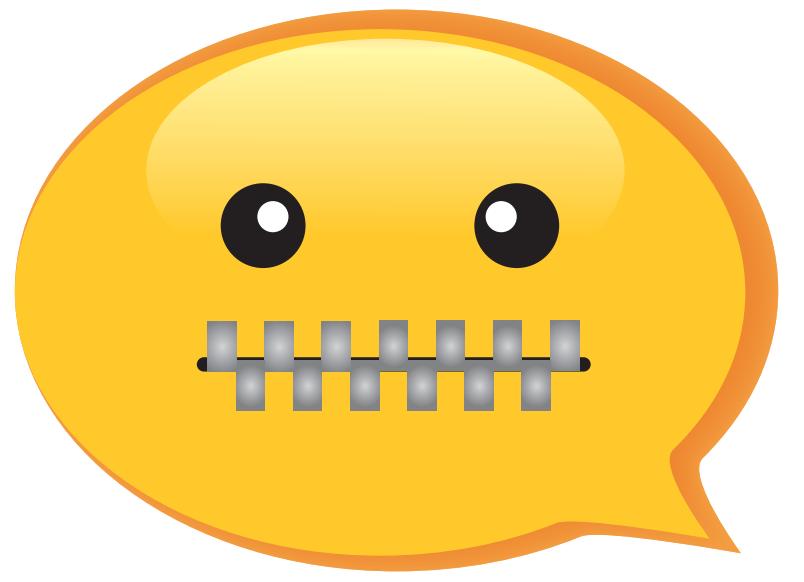
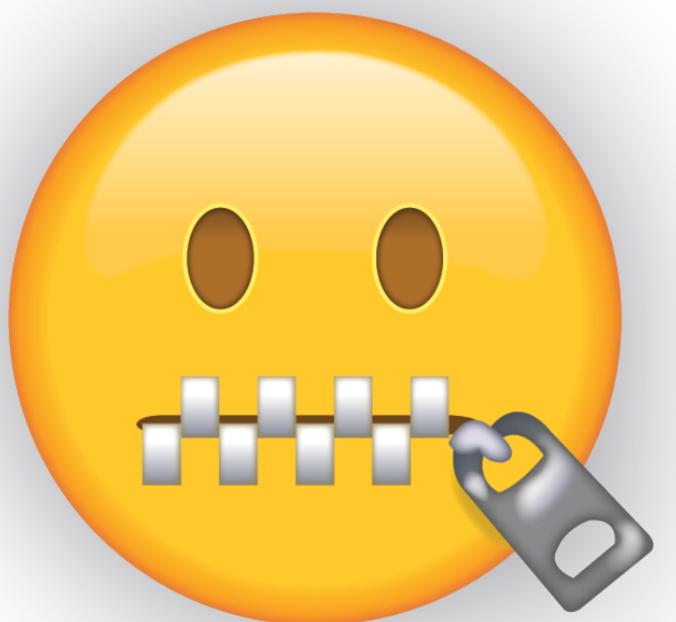
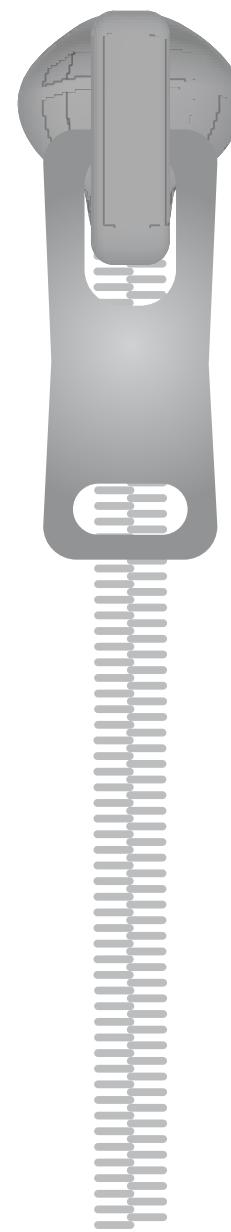
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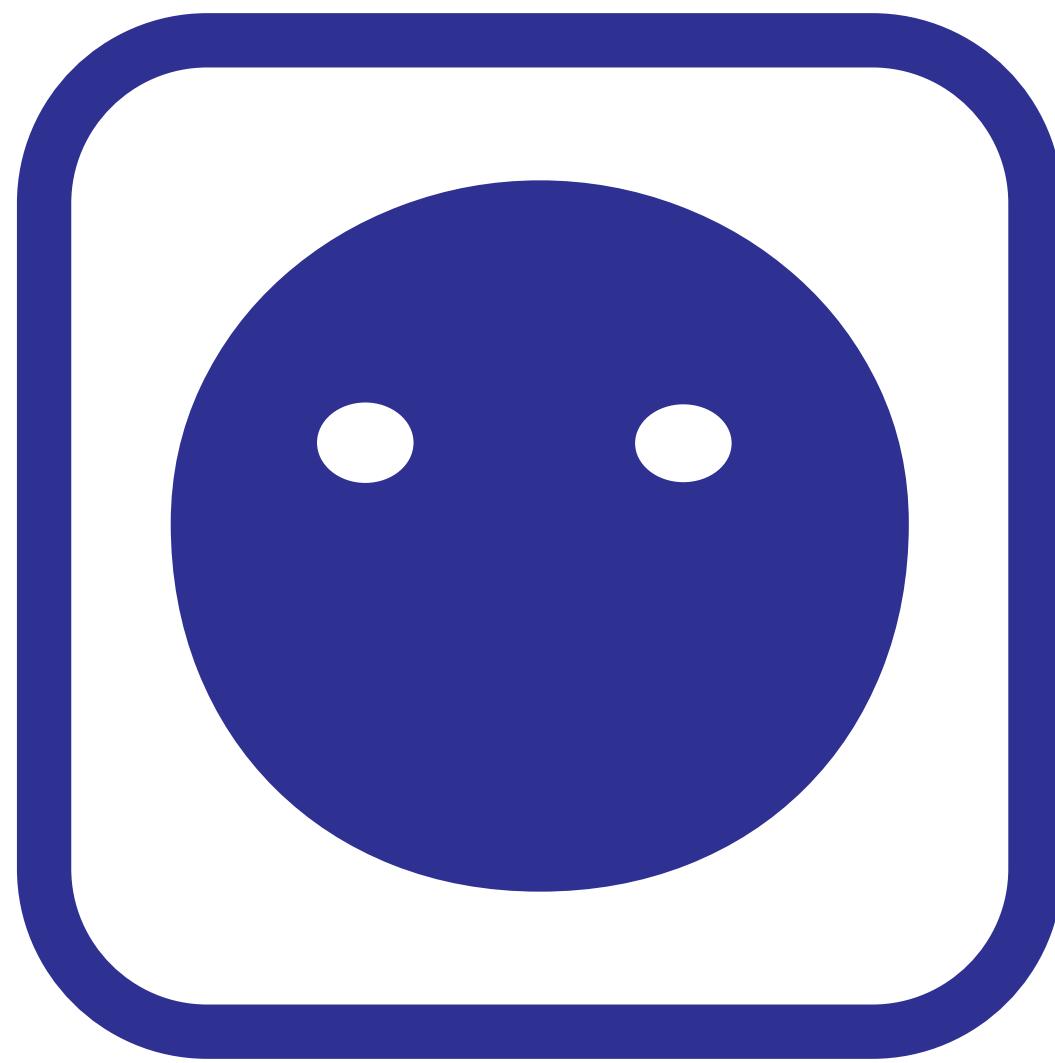


t **t**
T **T**

Logo progress



Logo progress



Person

No identity

Anonymous

Silent

INNOMINATE

innominate

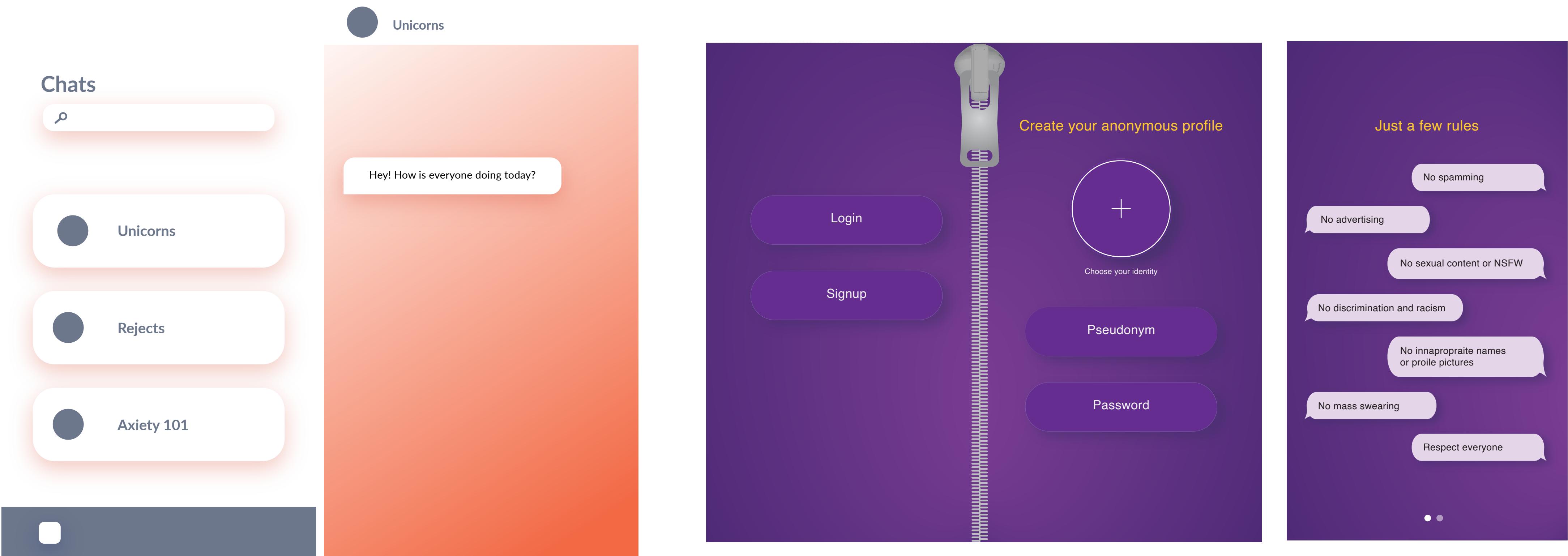
/ɪ'nmənɪt/

Learn to pronounce
adjective

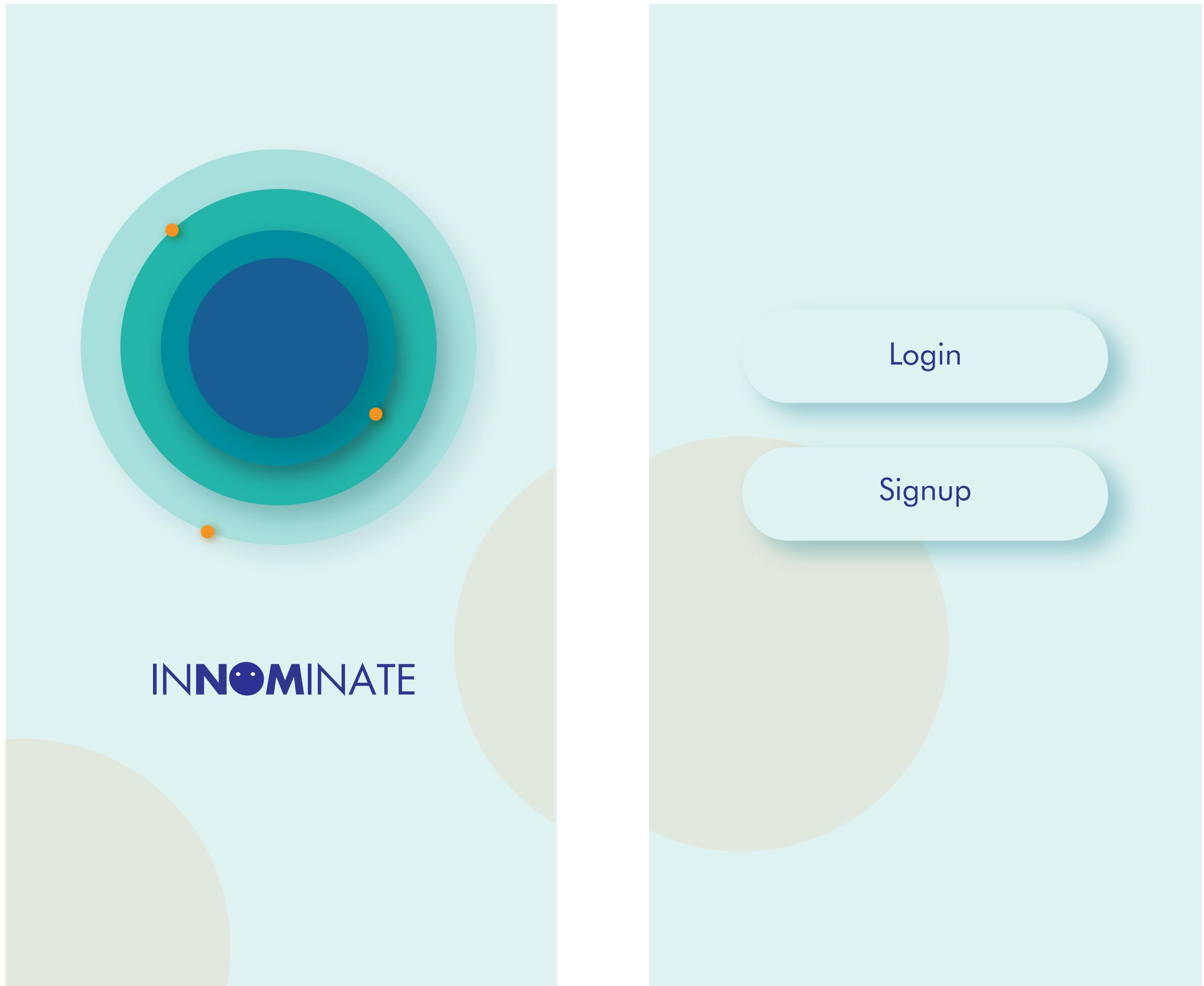
adjective: **innominate**

1. not named or classified.

Design progress



Design progress



Elements

Typography

Headings
Futura Book BT
Book
21 pt

Buttons

Futura Book BT
Book
16pt

Body Copy
Futura Book BT
Book
16 pt

Bold text
AG_Futura
Bold

Colours

#2E368F

#008E9D

#00A99D

#00A99D
opacity: 25%

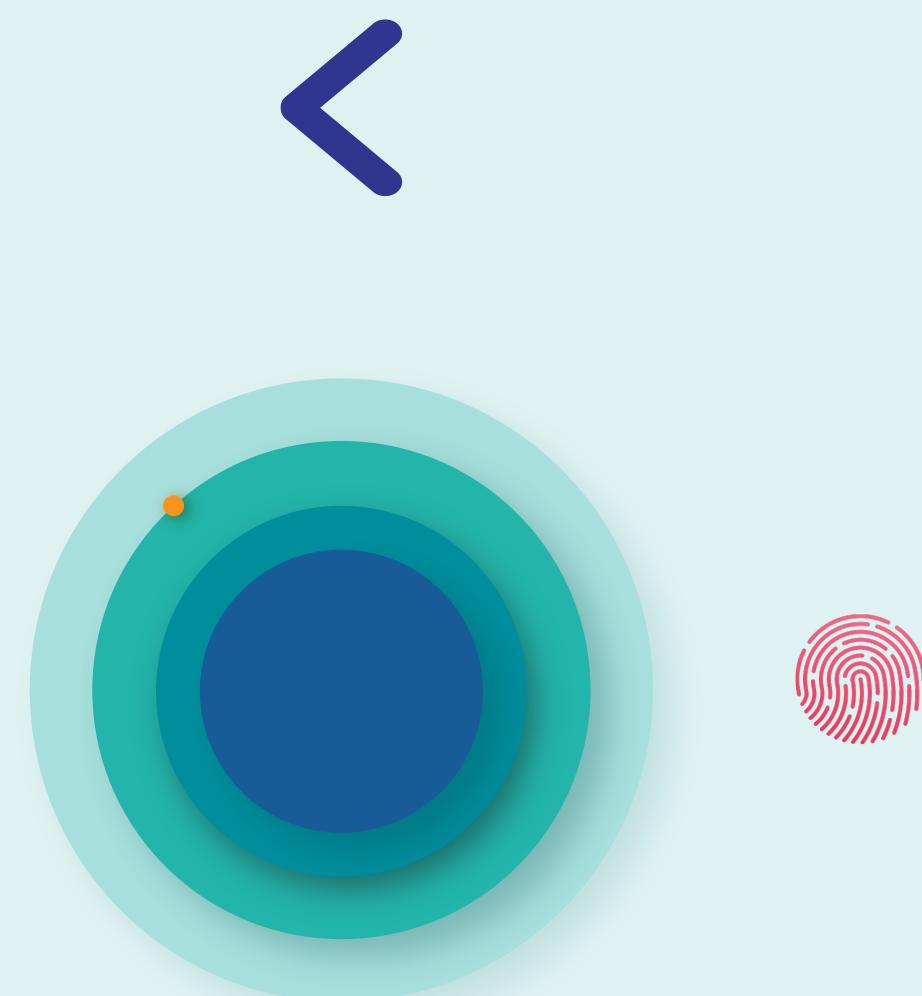
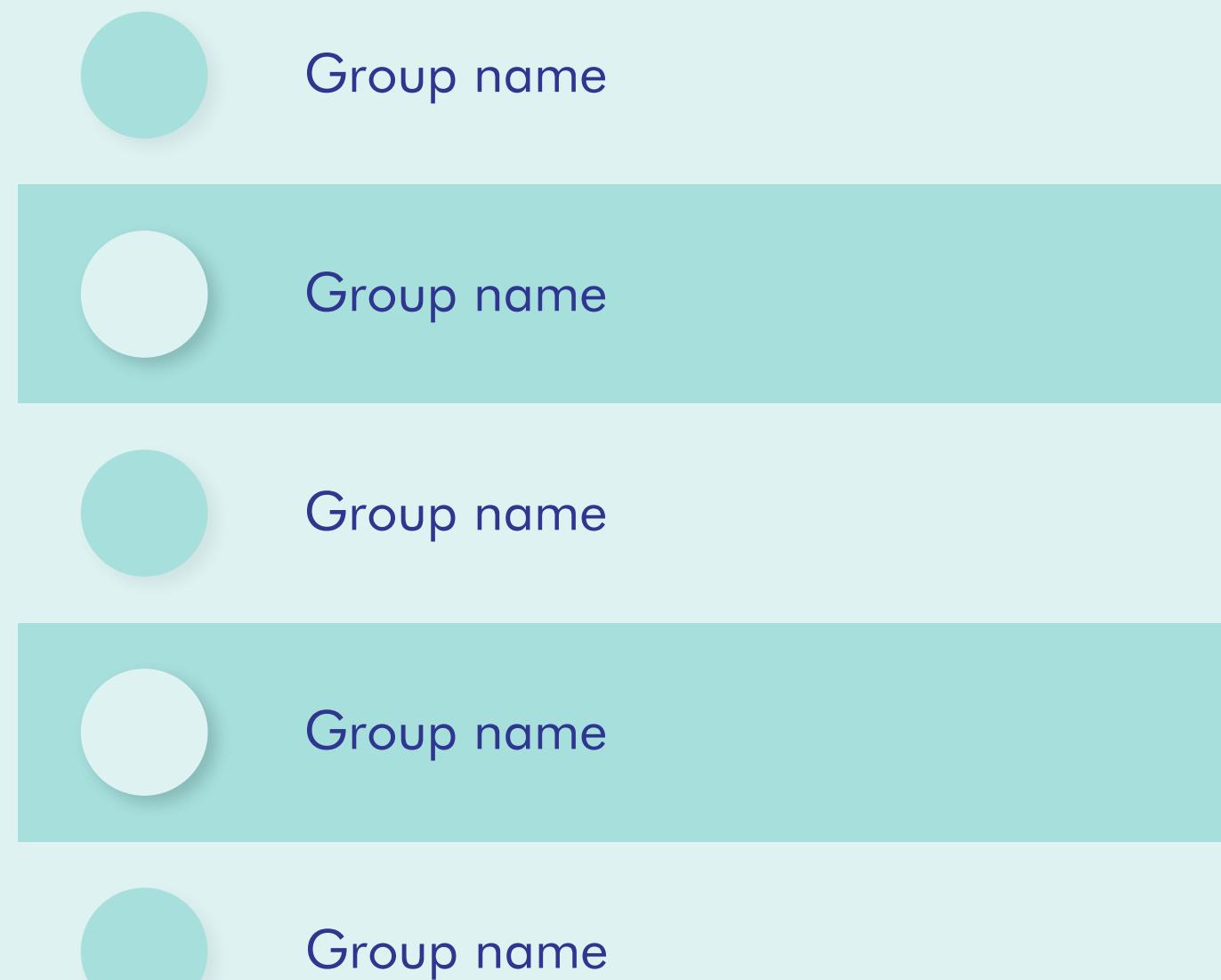
#F79421

#DFF2F2

Elements

INNOMINATE

≡ X ⭐ +



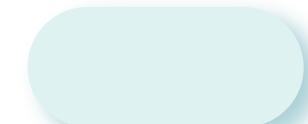
Elements



W: 36,881 px
H: 67,333 px



W: 187,758 px
H: 47,992 px



W: 103,489 px
H: 44,961 px



W: 32,483 px
H: 32,483 px



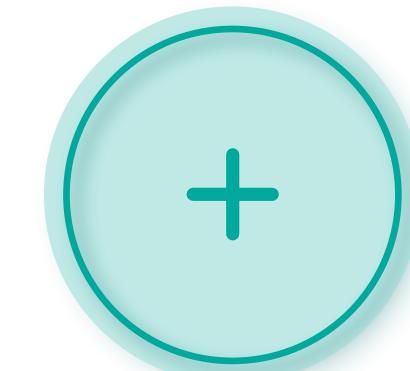
Chats



Notifications



Help-line



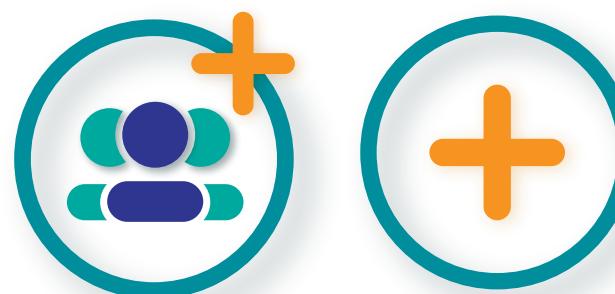
W: 141,399 px
H: 141,399 px



W: 13,5 px
H: 13,5 px



W: 37,476 px
H: 37,476 px



W: 96,571 px
H: 96,571 px



W: 70,097 px
H: 23,434 px



W: 64,522 px
H: 17,442 px



W: 60,252 px
H: 54,374 px



W: 49,787 px



H: 25,752 px



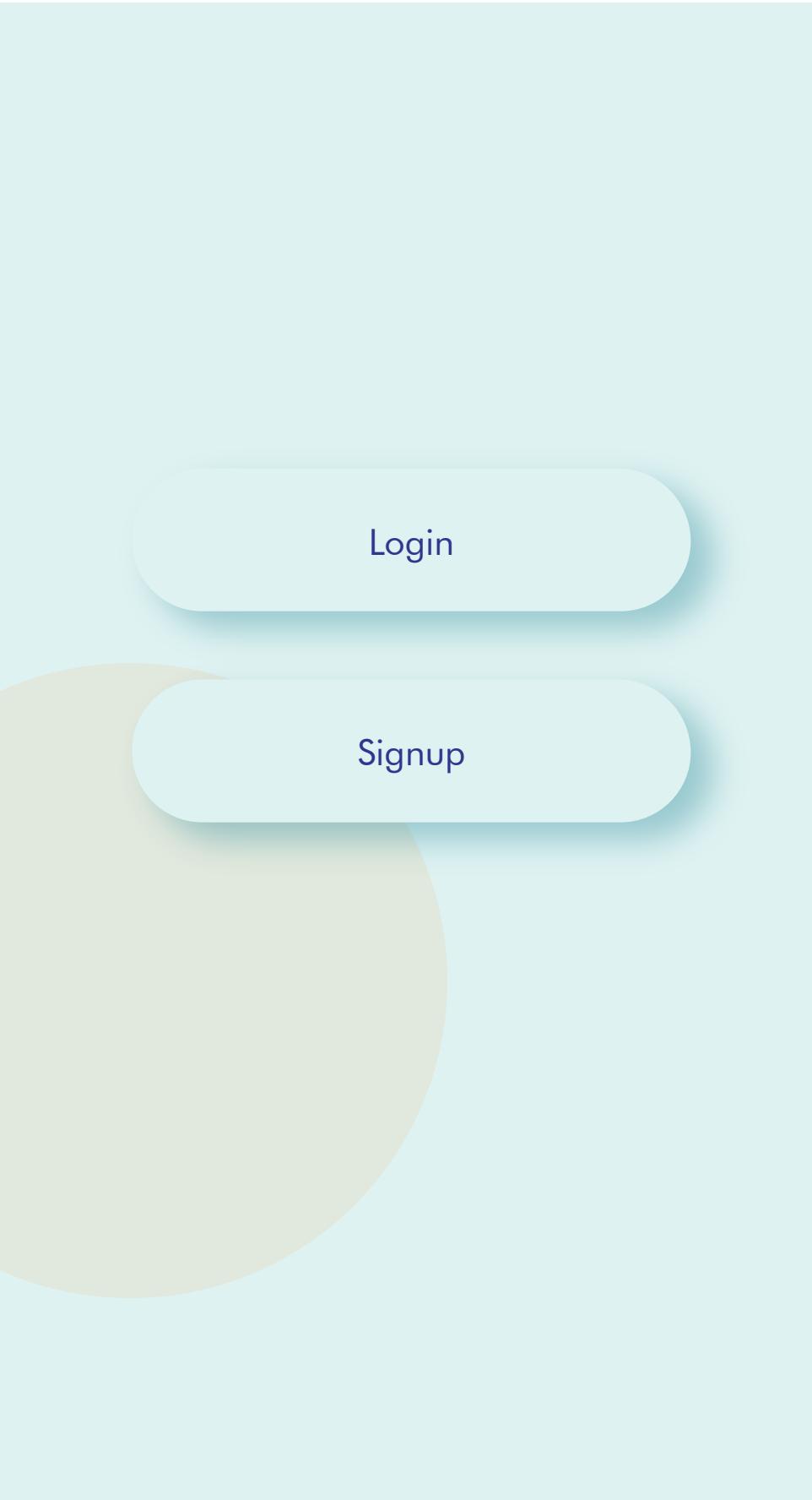
W: 335,515 px
H: 52,799 px

Screens

Launch Screen



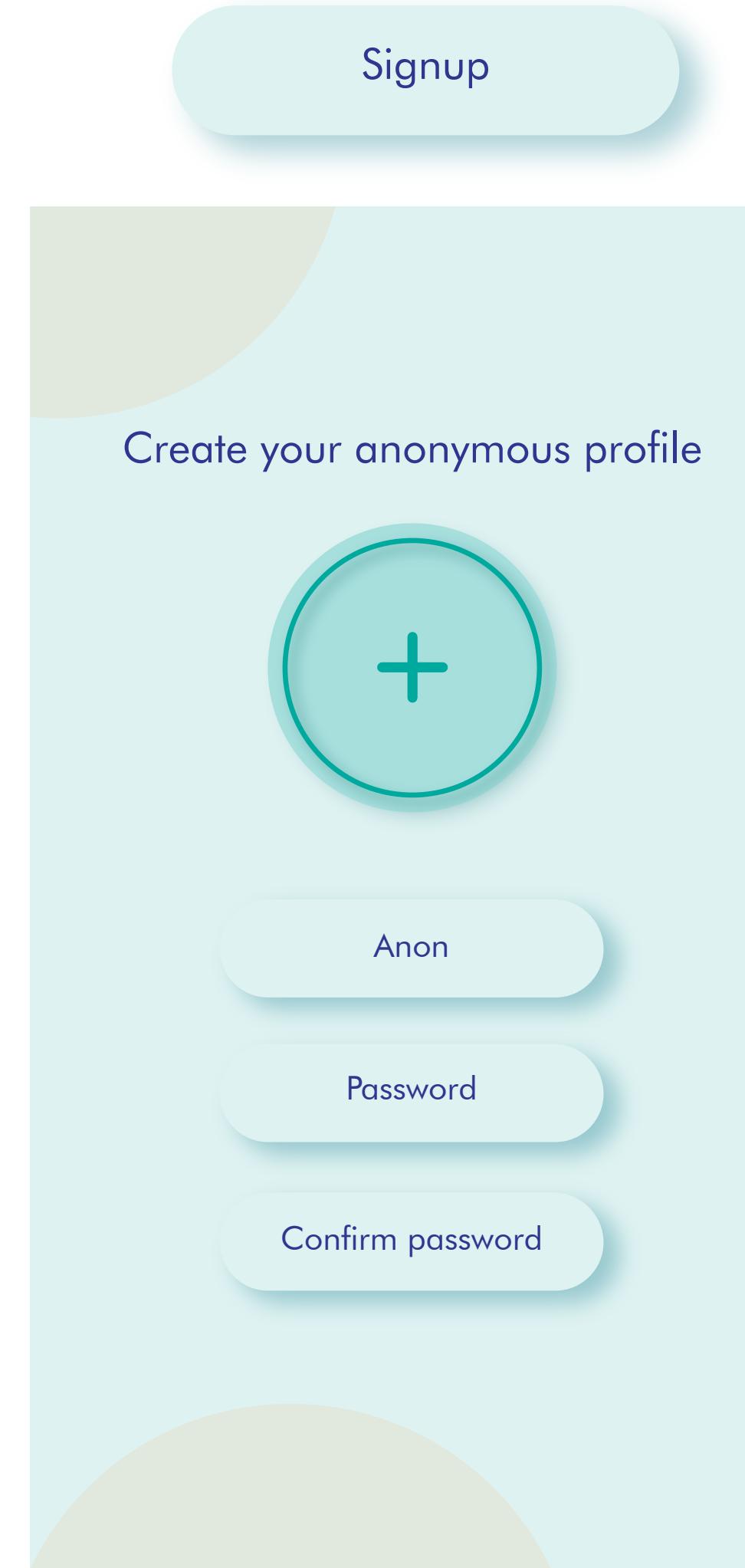
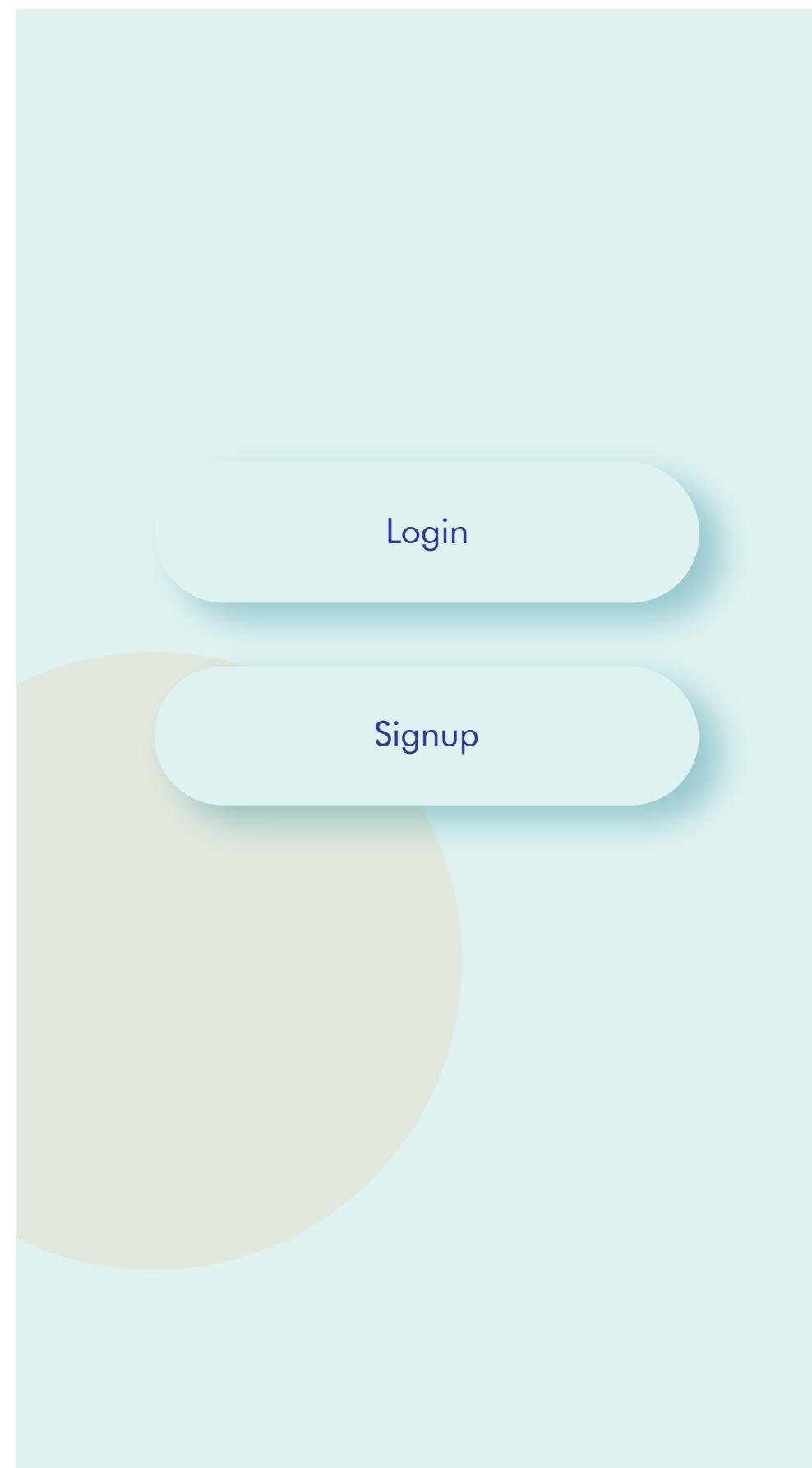
Login/Singup



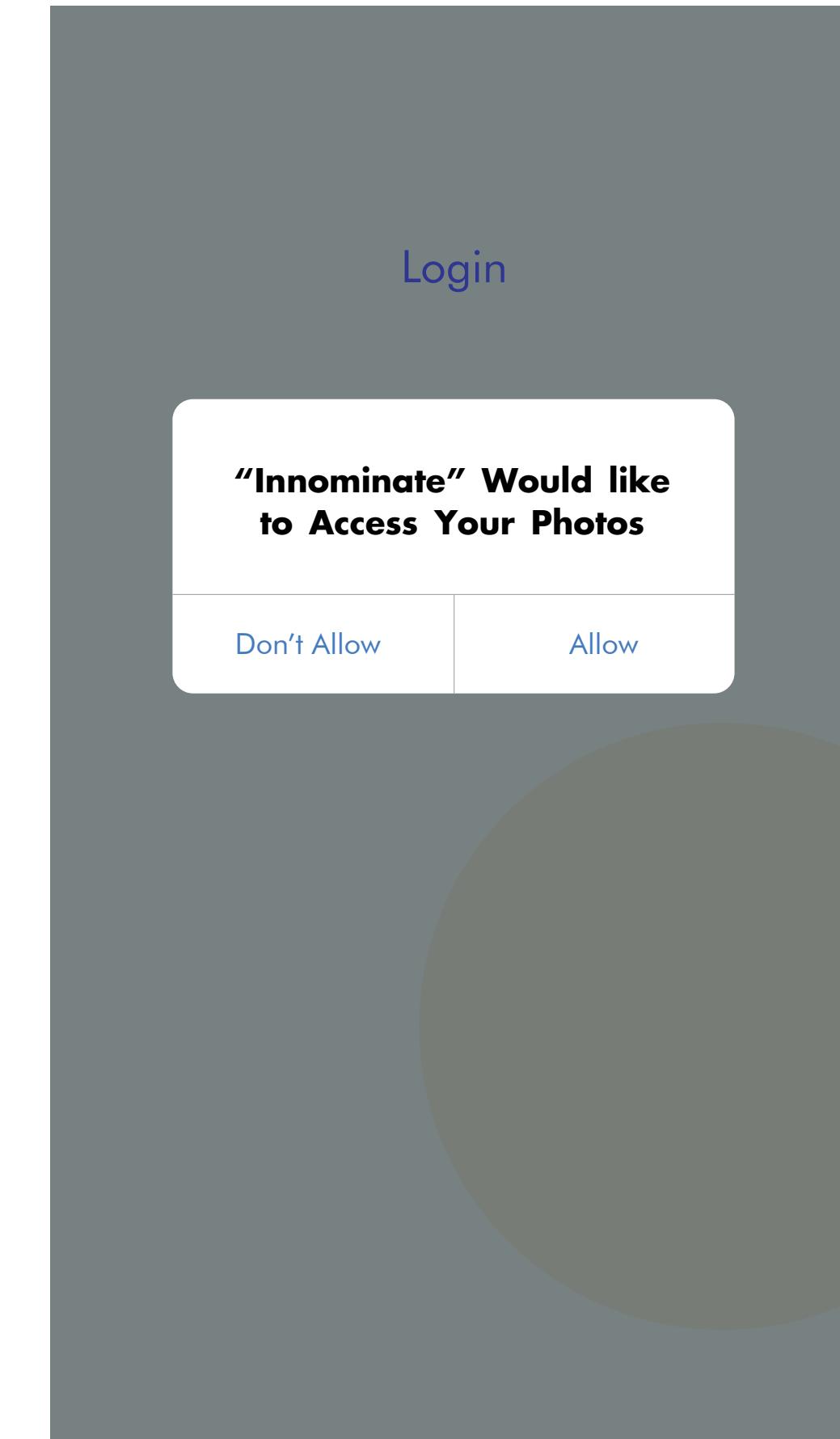
Hi Guys,
Okay so let me take you through my app...

Very plain and simple, here is your first choice
between Login or "I'm a new user" and Signup

Lets go through Signup first...

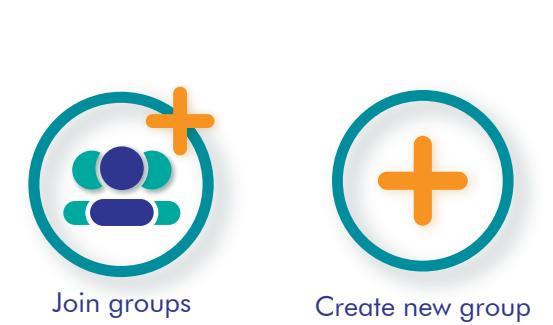
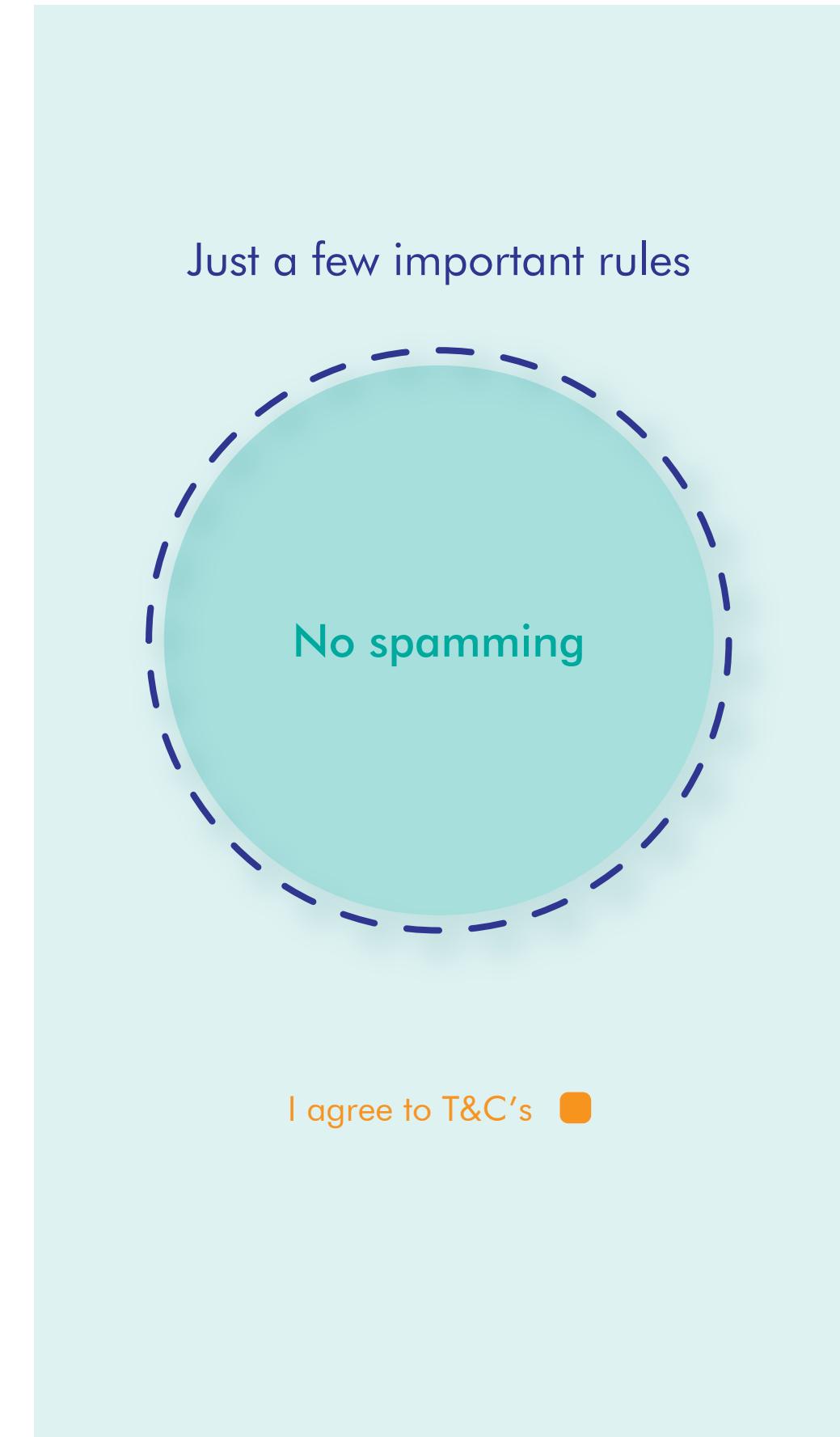
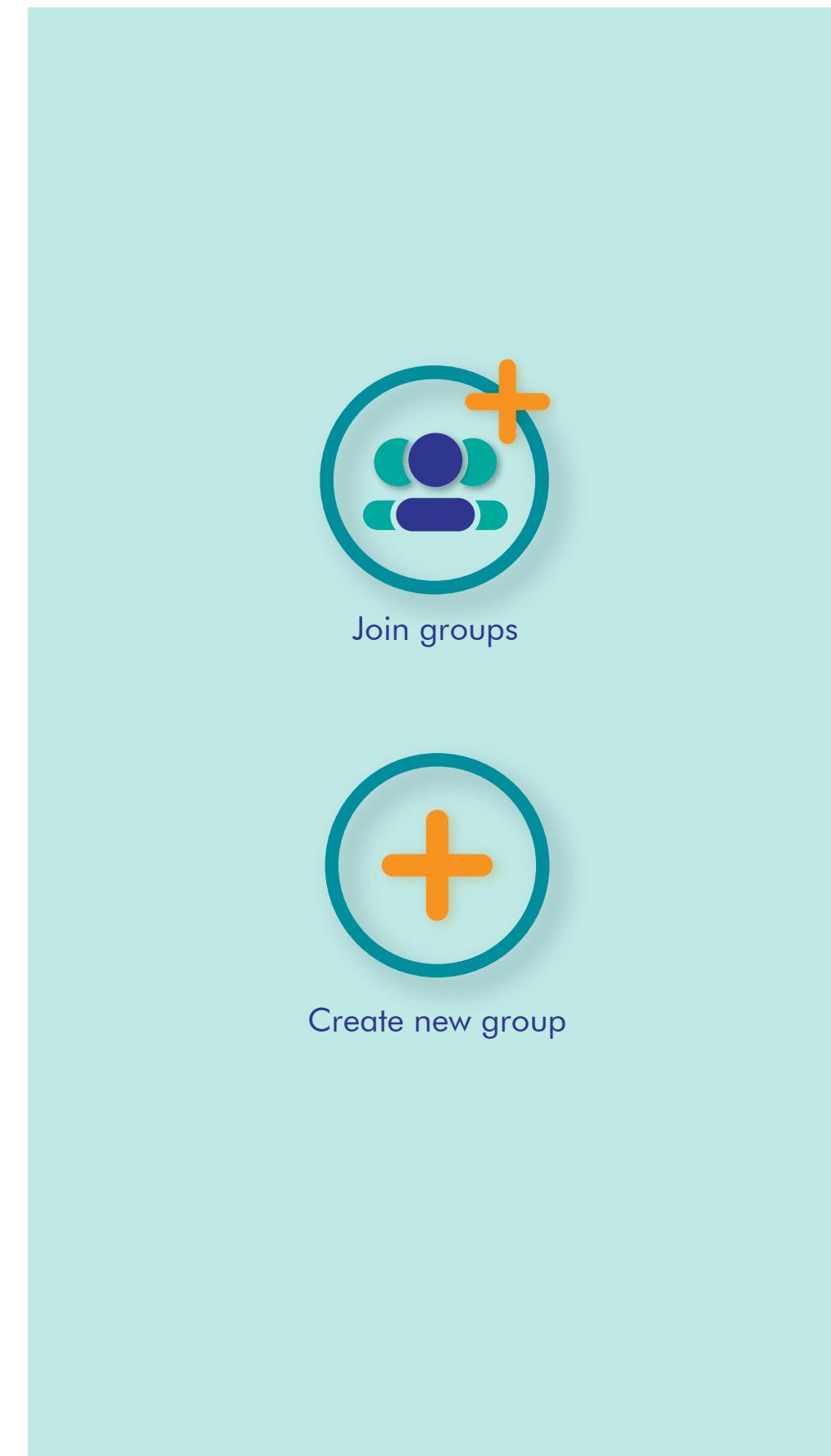


As you can see this is where you will be creating your anonymous Profile



Unfortunetly you can't create your own name, you will be a number and this will be generated for you

And of course they will need access to your photos if you want to add your own unique profile pic
(remeber keep it anonymous)



No spamming

Respect everyone

No discrimination or racism

Avoid religion and politics

No harassing

No advertising

No attention seeking behavior

No sexual content or NSFW

No inappropriate names or profile pictures

No mass swearing

No violation of T&C's

You are responsible for your group and all its members

No bossy behavior

Report member when breaking rules

Refer member to professional help if needed

No removing of any member if they have not broken a rule

No diagnosing members

No violation of T&C's



Join groups

Name Group

Group description
#mentalhealth

Max participants **7**



Create new group

30
29
28
27
26
25
24
23
22
21
20
19
18
17
16
15
14
13
12
11
10
9
8
7
6
5
4
3

Filter your groups

Skip

Filter your groups

Done

Creating a group?
Create its Profile

Joining a group?
Lets start filtering that decision

Choose the Category you most relate to.
If you are not sure you can either Skip or
Learn more on each Category by pressing the **?**

See you can comfortably go through each category by scrolling through the info and using the menu



Mood

Major depressive disorder
Prolonged and persistent periods of extreme sadness

Bipolar disorder
Also called bipolar affective disorder, depression that includes alternating times of depression and mania

Seasonal affective disorder (SAD)
A form of depression most often associated with fewer hours of daylight in the far northern and southern latitudes from late fall to early spring

Cyclothymic disorder
A disorder that causes emotional ups and downs that are less extreme than bipolar disorder

[Back](#)

Mood

Premenstrual dysphoric disorder
Mood changes and irritability that occur during the premenstrual phase of a woman's cycle and go away with the onset of menses

Persistent depressive disorder
A long-term (chronic) form of depression

Disruptive mood dysregulation disorder
A disorder of chronic, severe and persistent irritability in children that often includes frequent temper outbursts that are inconsistent with the child's developmental age

[Back](#)

Mood

Related to medical condition
Depressed mood and a significant change in most or all activities due to the physical effects of a medical condition

Substance/medication induced mood changes
Depression symptoms that develop during or soon after substance use or withdrawal or after exposure to a medication

Trauma and stressor related disorders
Depression caused by substance use or medication depression symptoms that develop during or soon after substance use or withdrawal or after exposure to a medication

Anxiety

Eating

Mood

Personality

Psychotic

Substance

Trauma

[Back](#)

Personality

Cluster A personality disorders
Cluster A personality disorders are characterized by odd, eccentric thinking or behavior.

- paranoid personality disorder
- schizoid personality disorder
- schizotypal personality disorder

[Learn more about Cluster A](#)

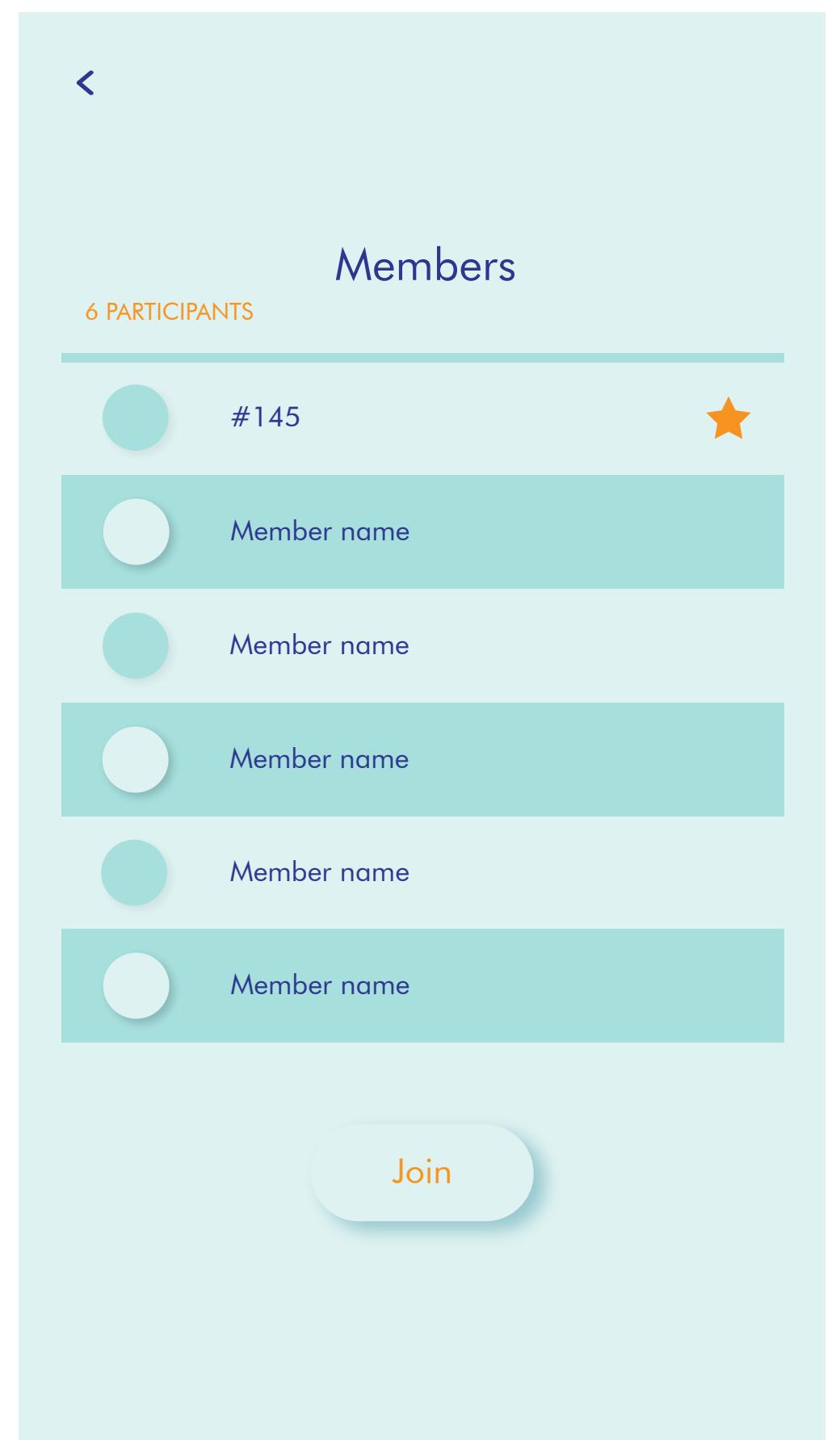
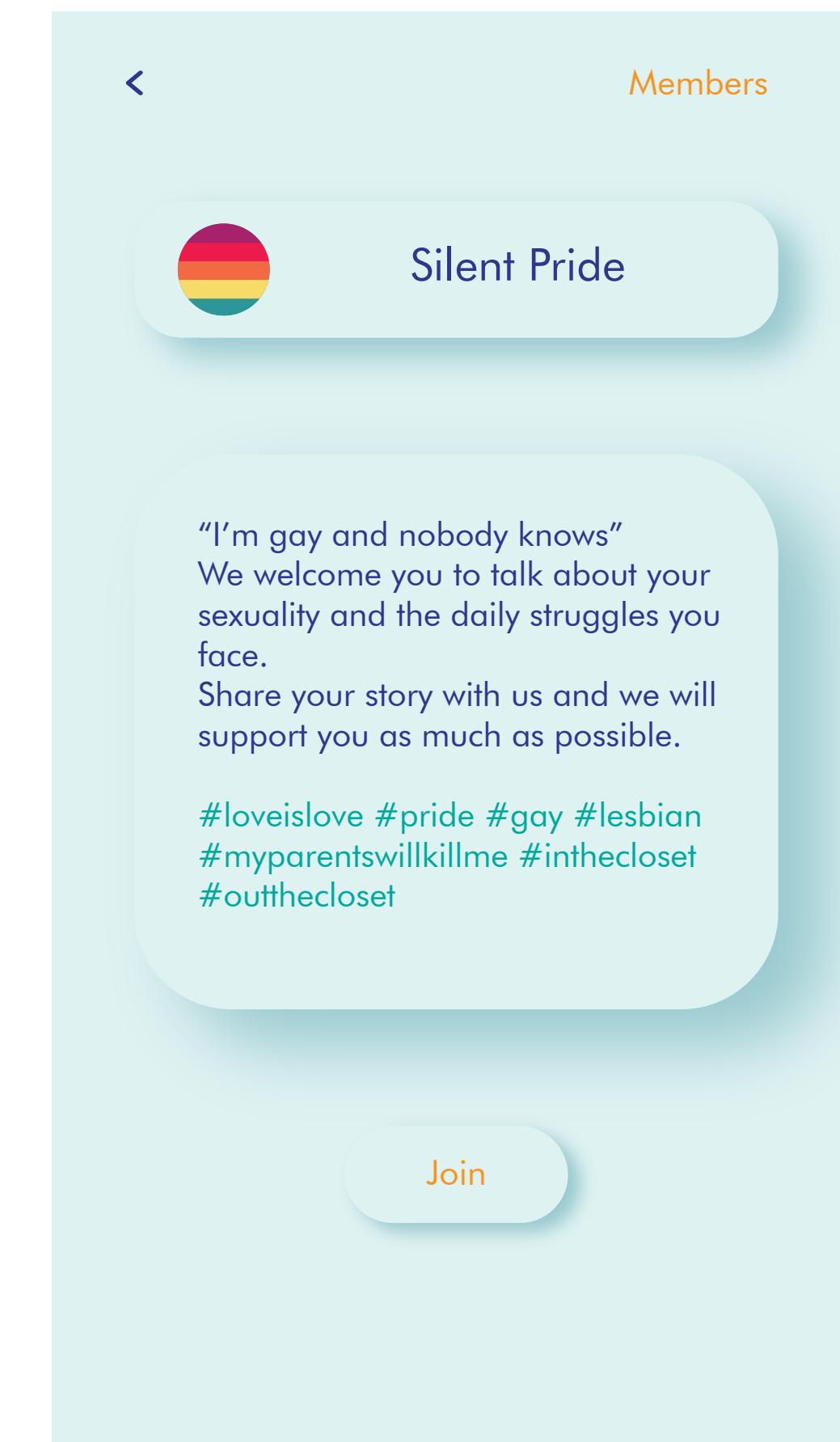
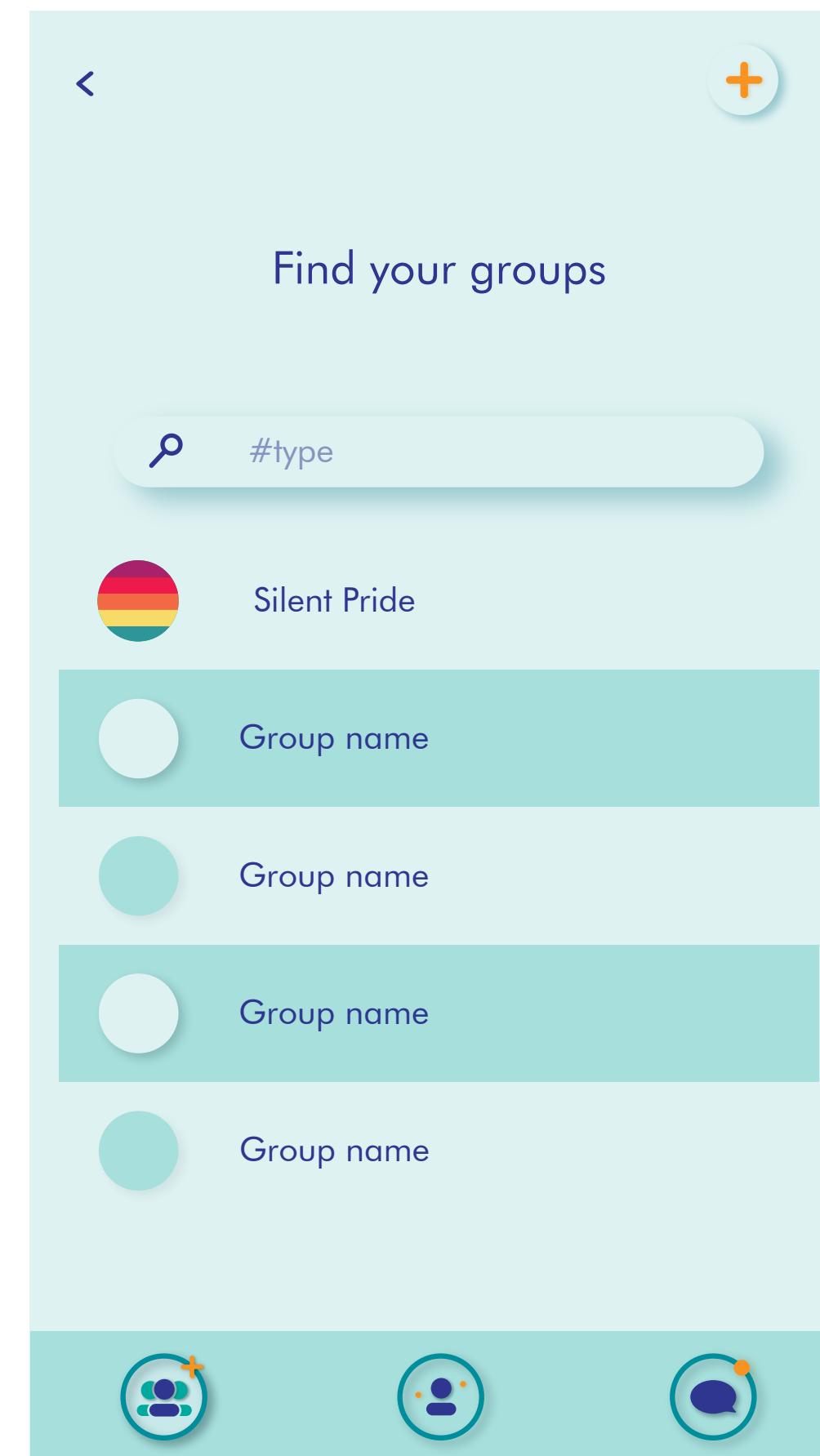
Cluster B personality disorders
Cluster B personality disorders are characterized by dramatic, overly emotional or unpredictable thinking or behavior.

- antisocial personality disorder
- borderline personality disorder
- histrionic personality disorder
- narcissistic personality disorder.

[Learn more about Cluster B](#)

[Back](#)

Another example of a category



You've made it!

Find your group by using hashtags in the search bar this way you can filter through a lot of groups quickly.

I see a group has caught your eye
You can tap it and it will show you the
group
description.

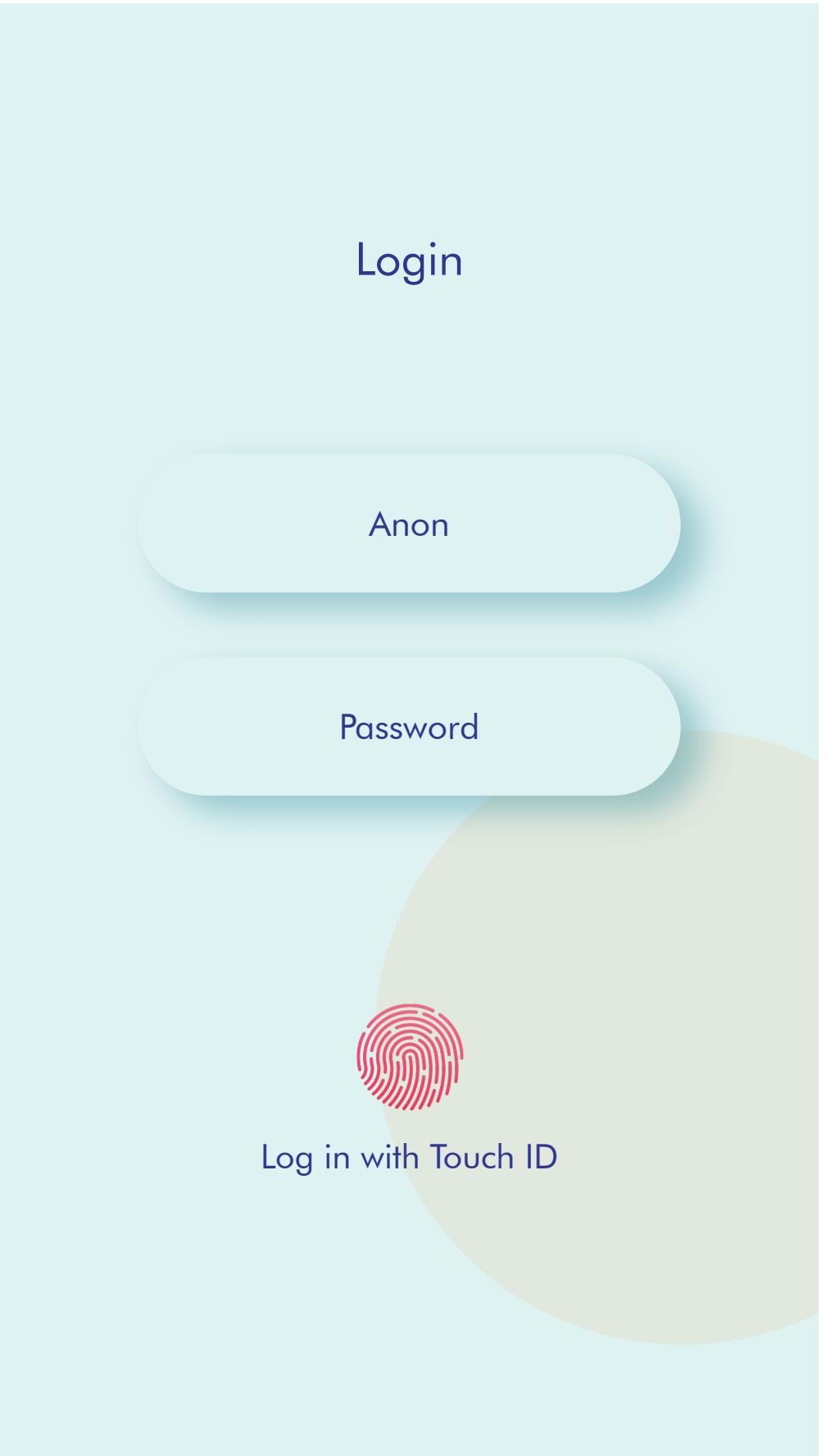
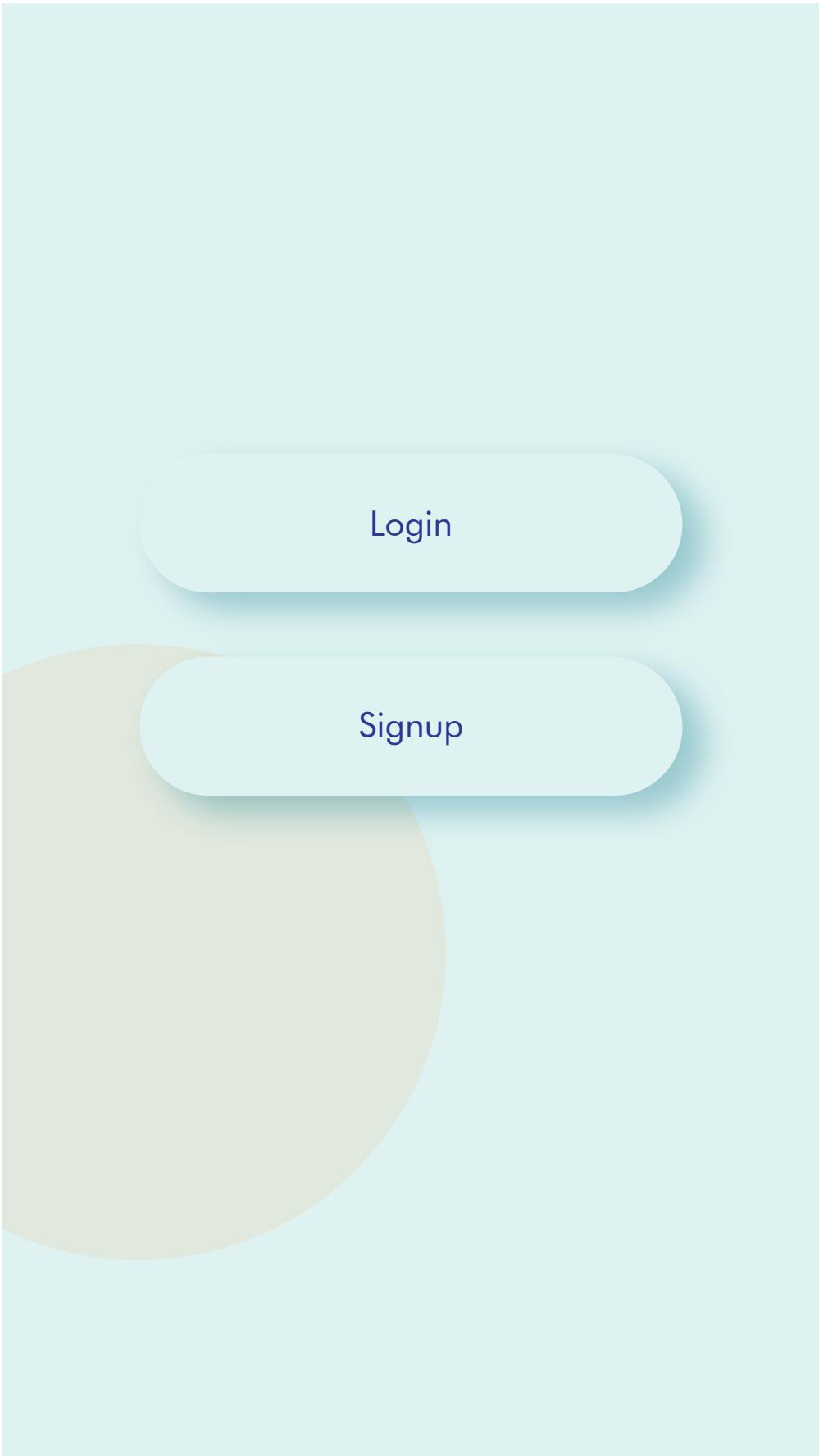
Like what you are hearing?
Lets have a look at the members
(no strange profile photos?)

"Join"

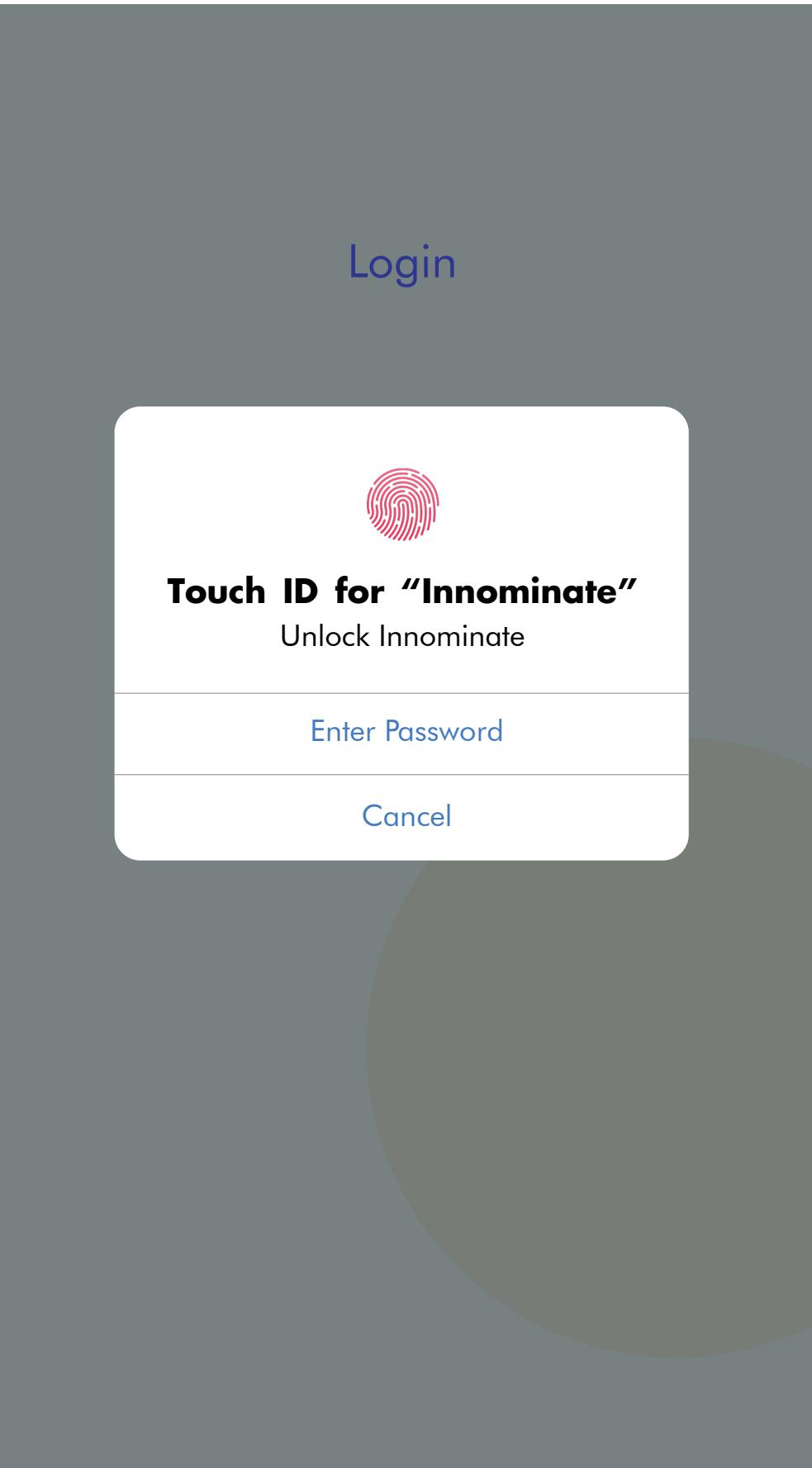
Lets just quickly go back...

Login/Singup

Login



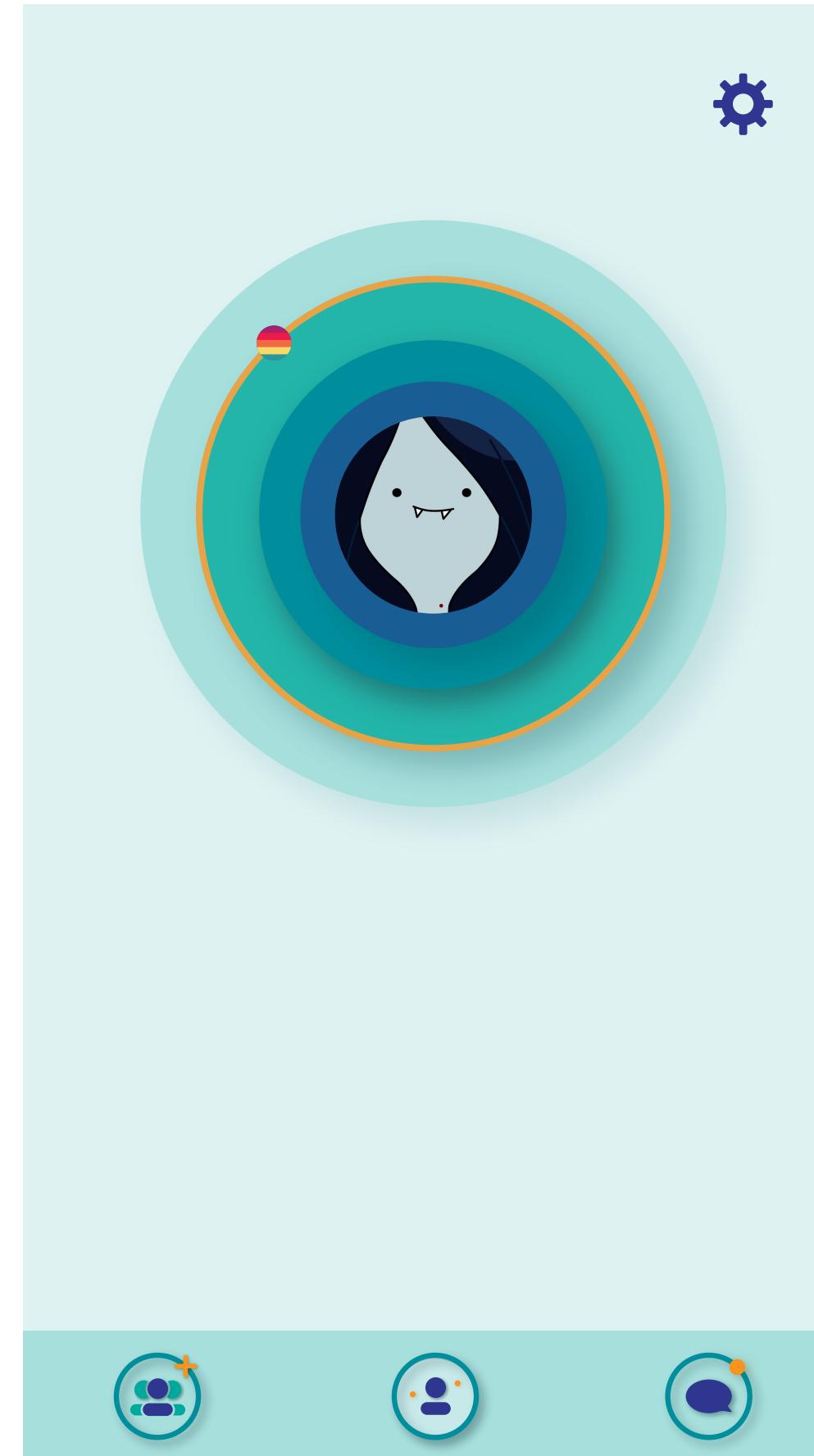
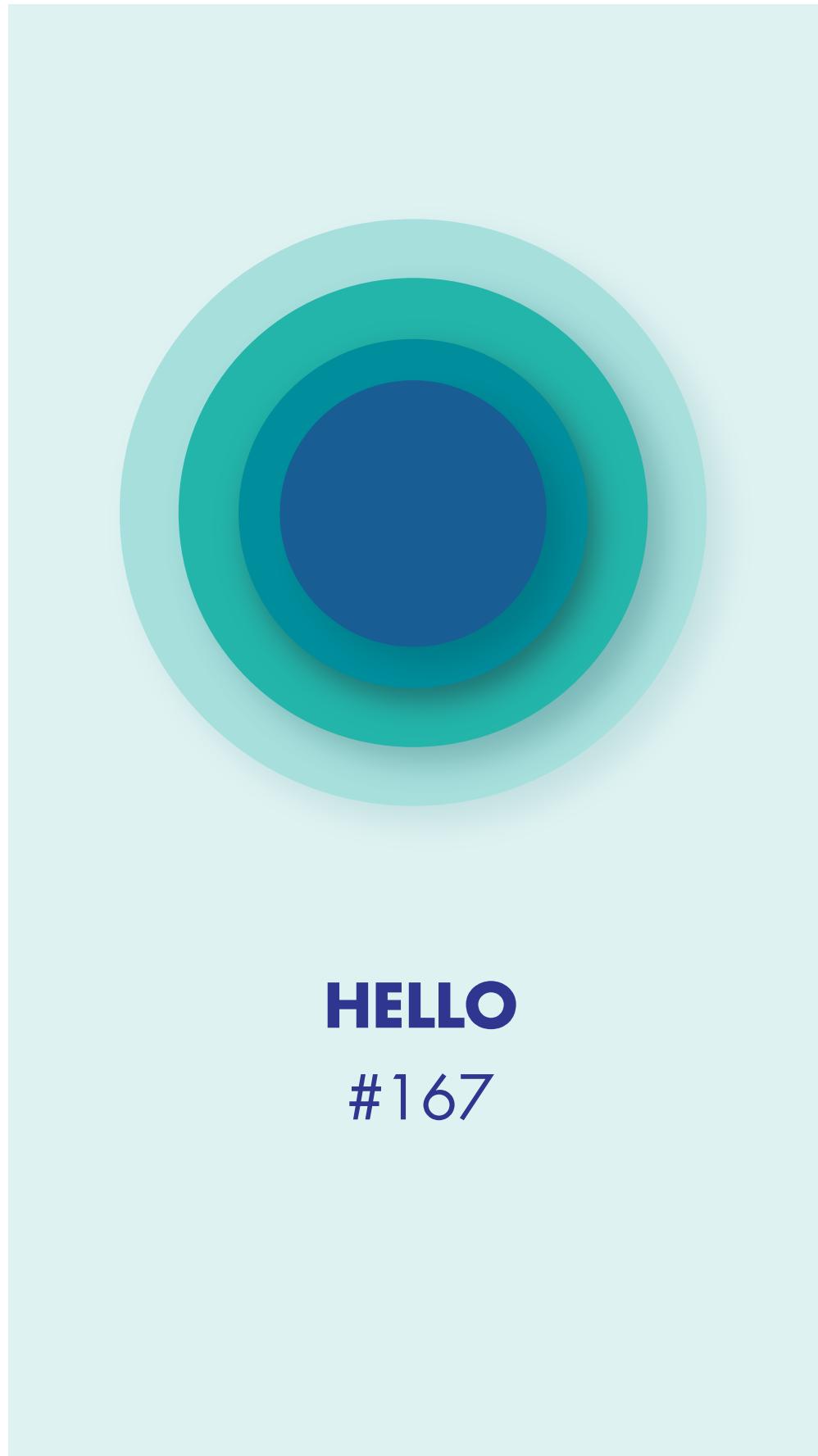
#167



Really easy, just use your finger print and lets go. Just don't forget your unique ANON number if you want to take that route

Oh yeah, Login for daily users!

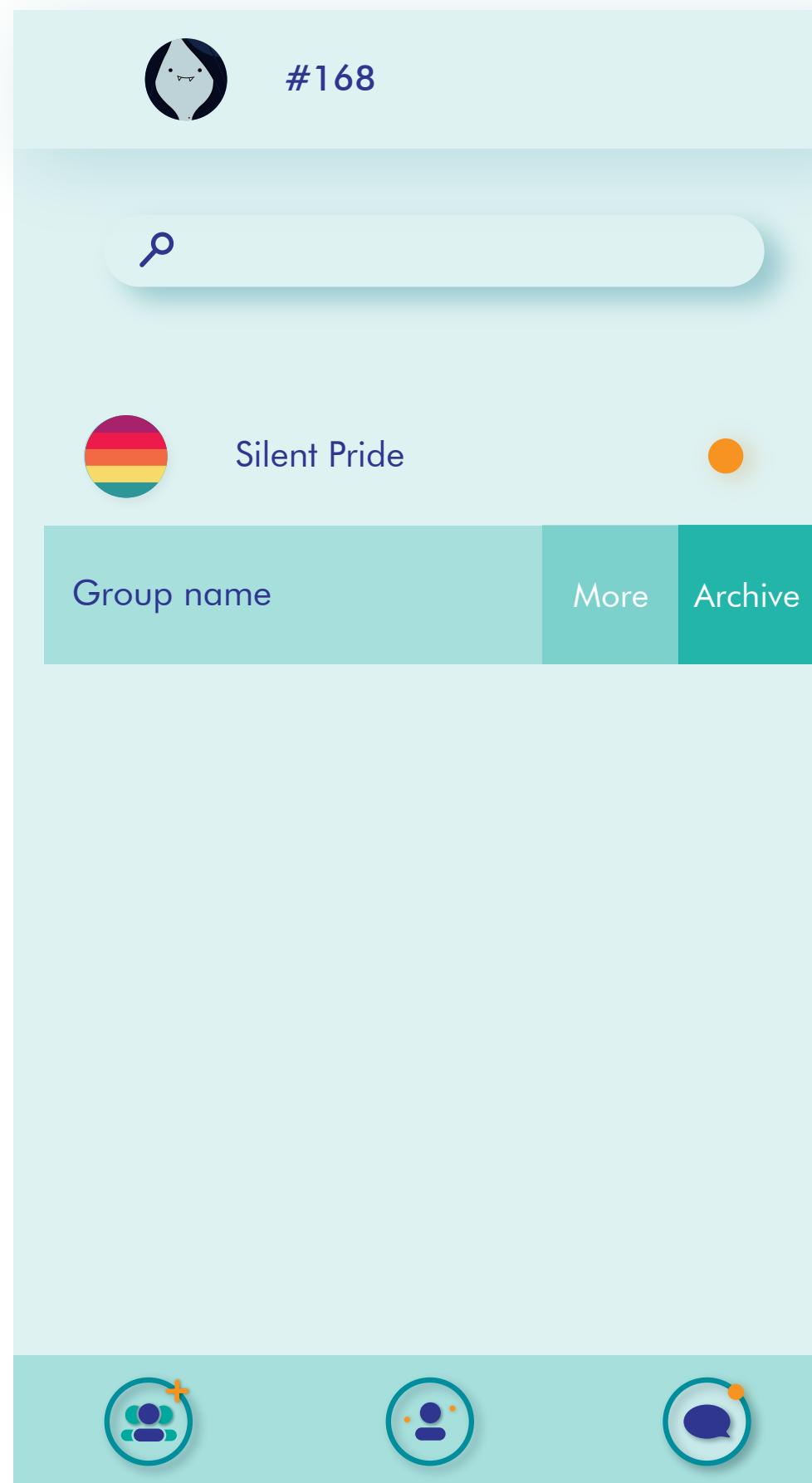
Login



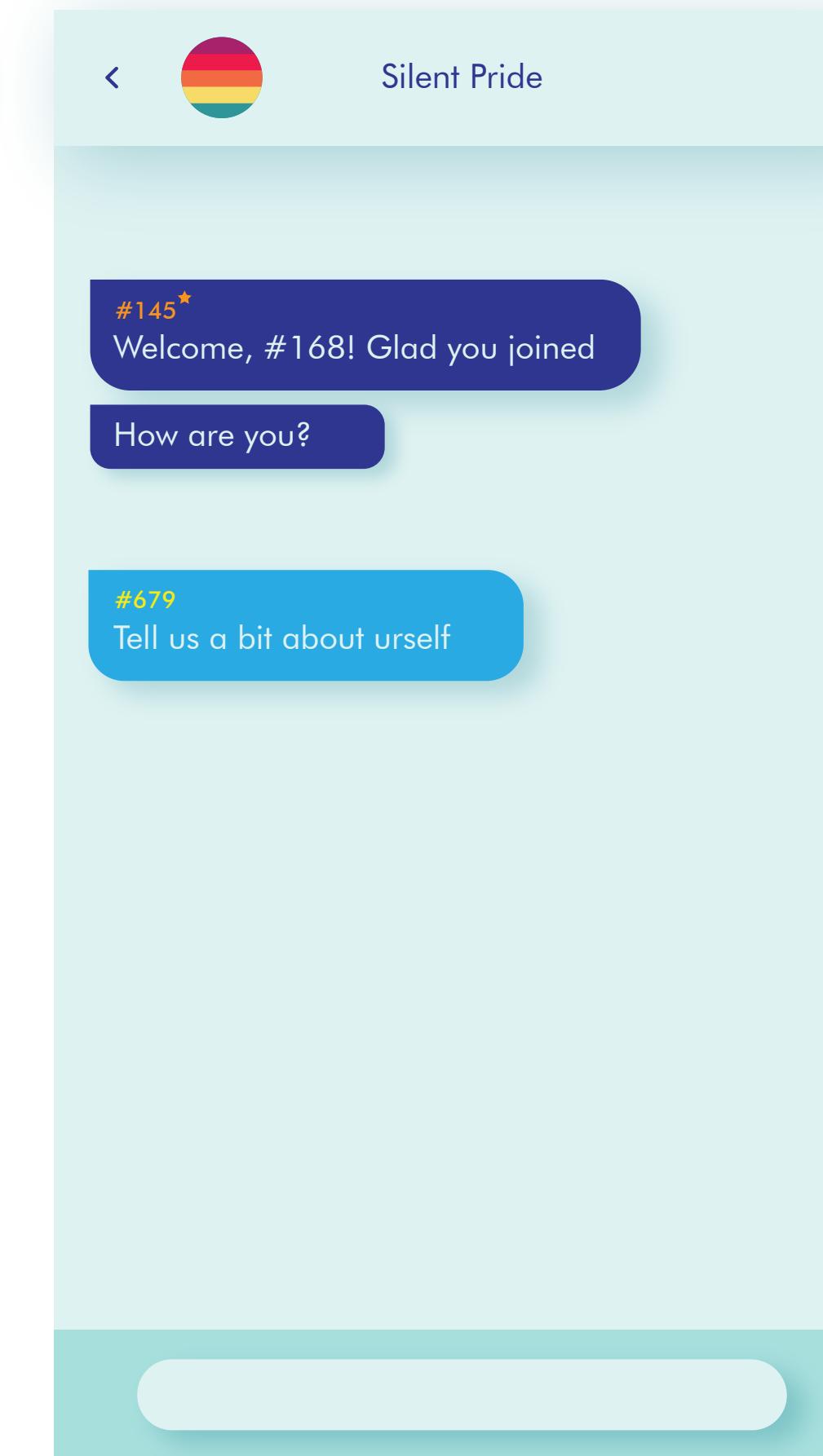
A quick loading screen will greet you
You have reached your Home/Profile screen!

Here you can navigate to your

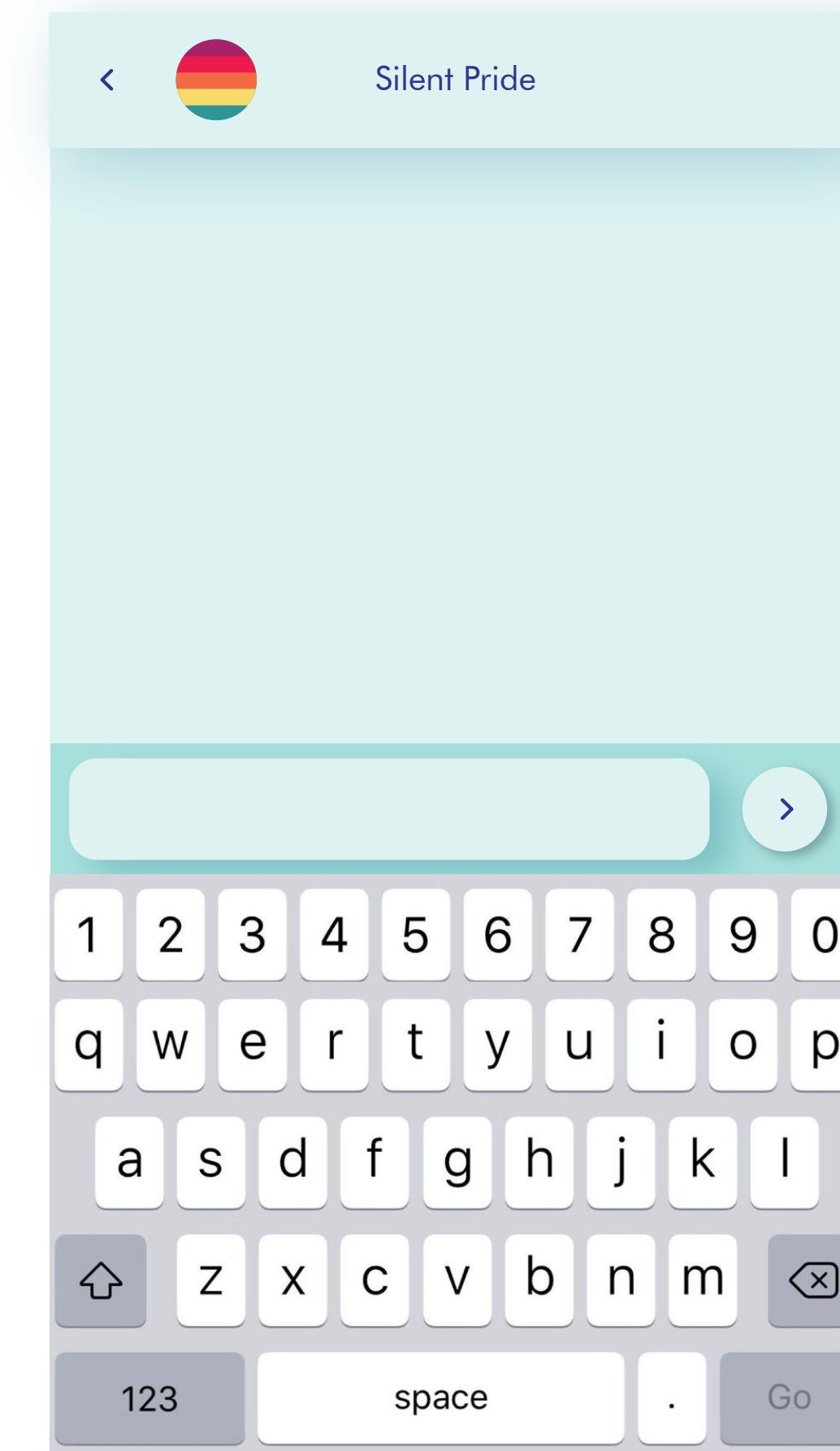
- Your group Chats
- Join a new/another group



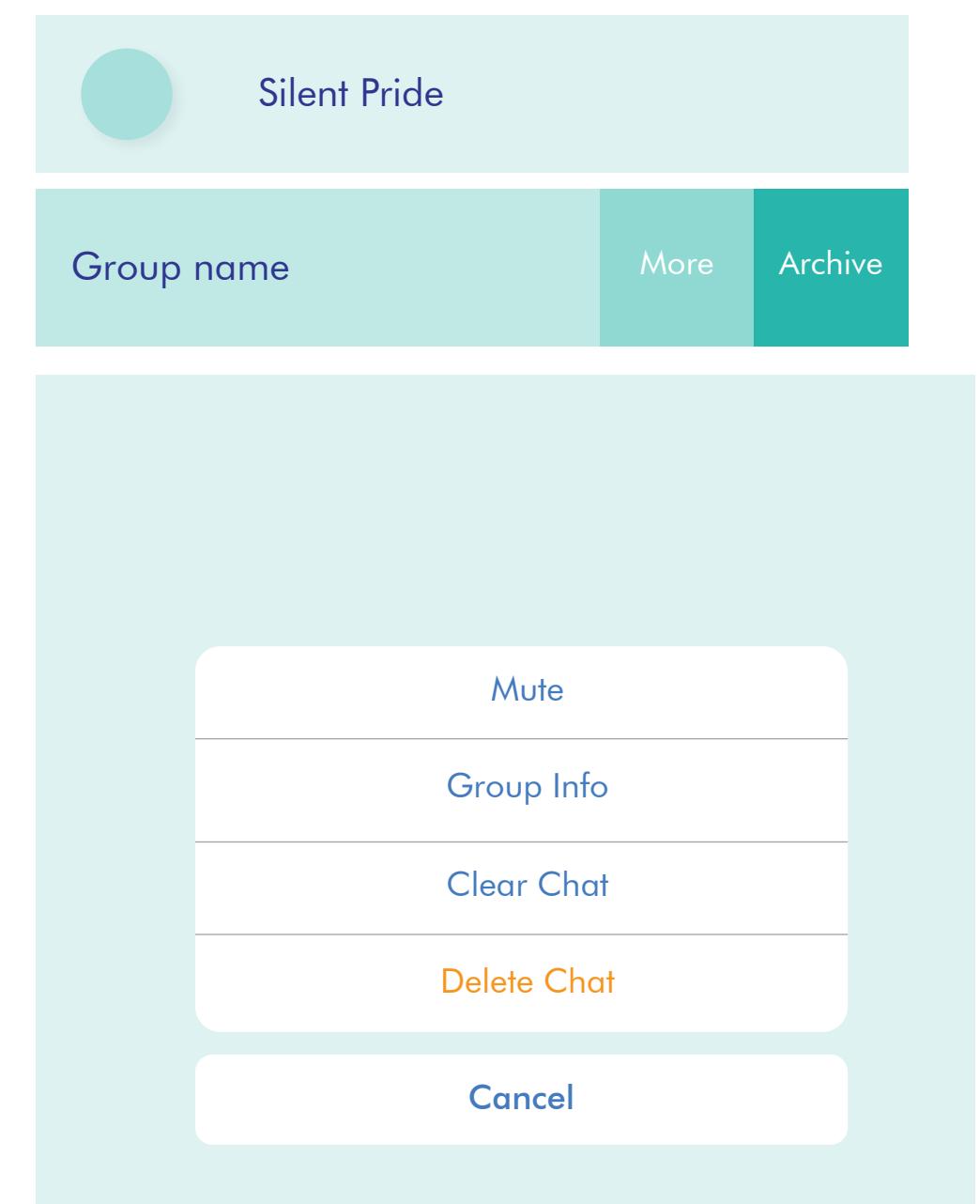
Hey you have a New Message



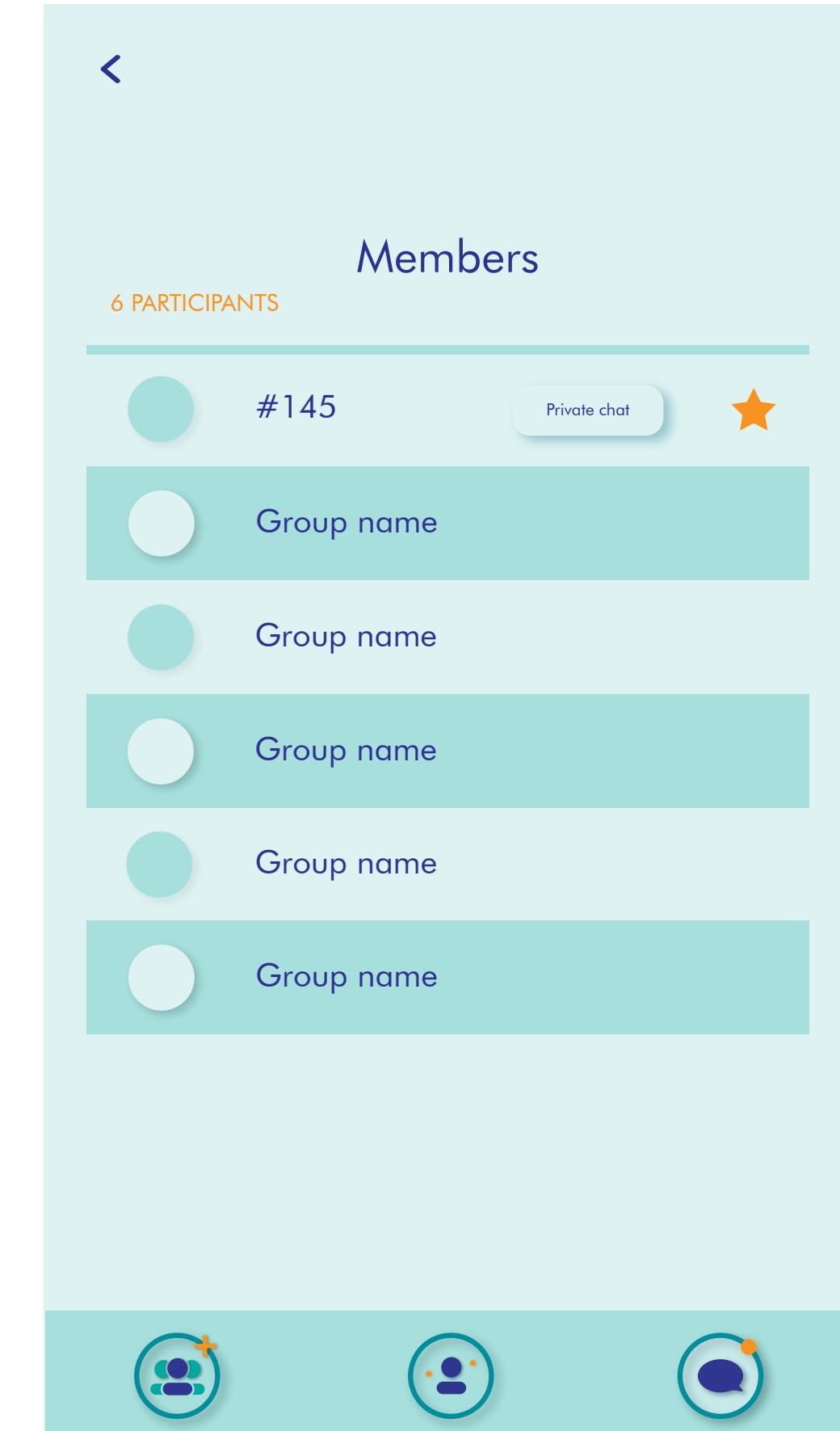
See that orange dot it means
there is a new message



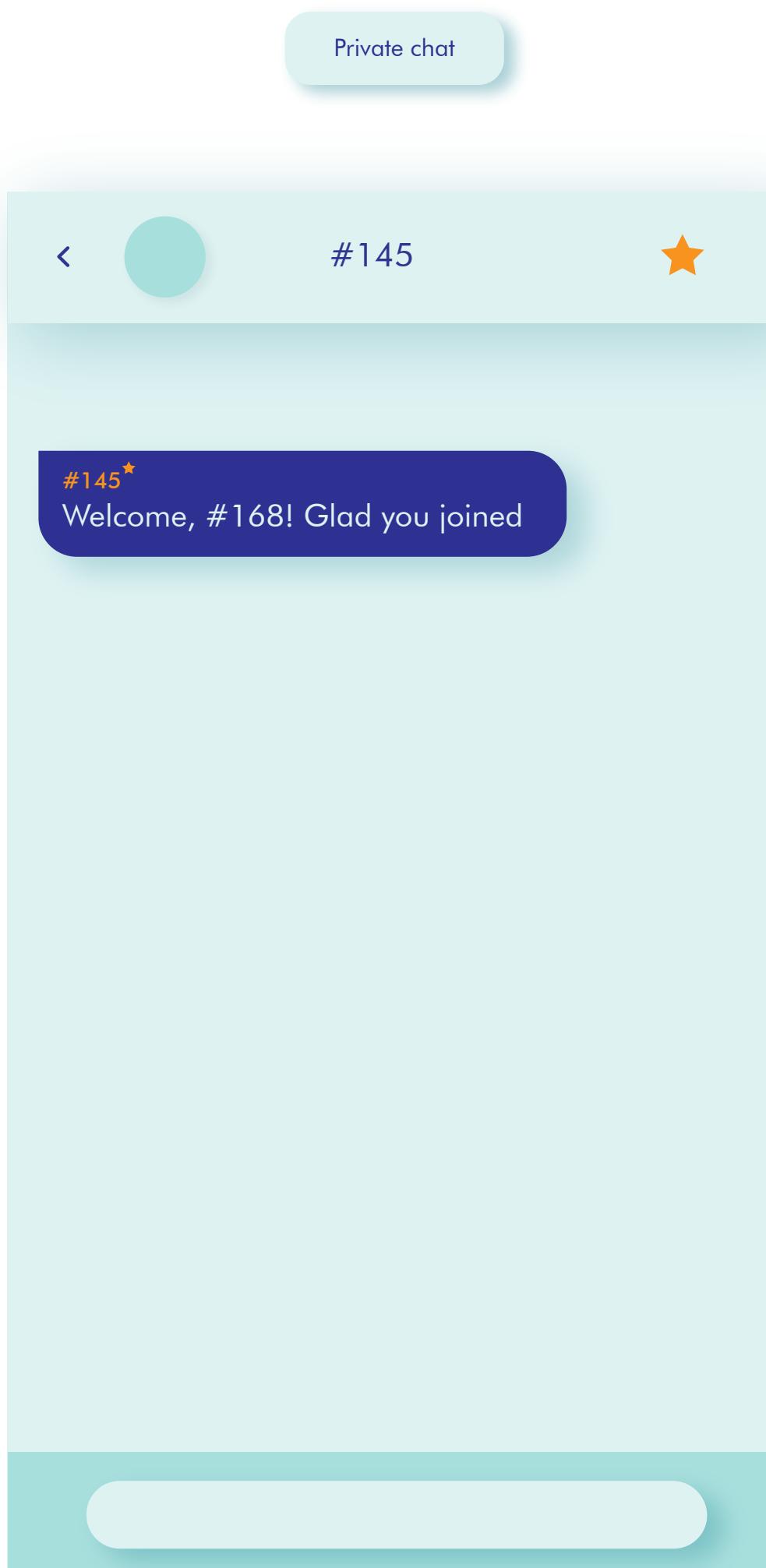
This is where you can chat to
your group members



Swipe left on the group and you
can archive it or do "More"



Star - Group leader

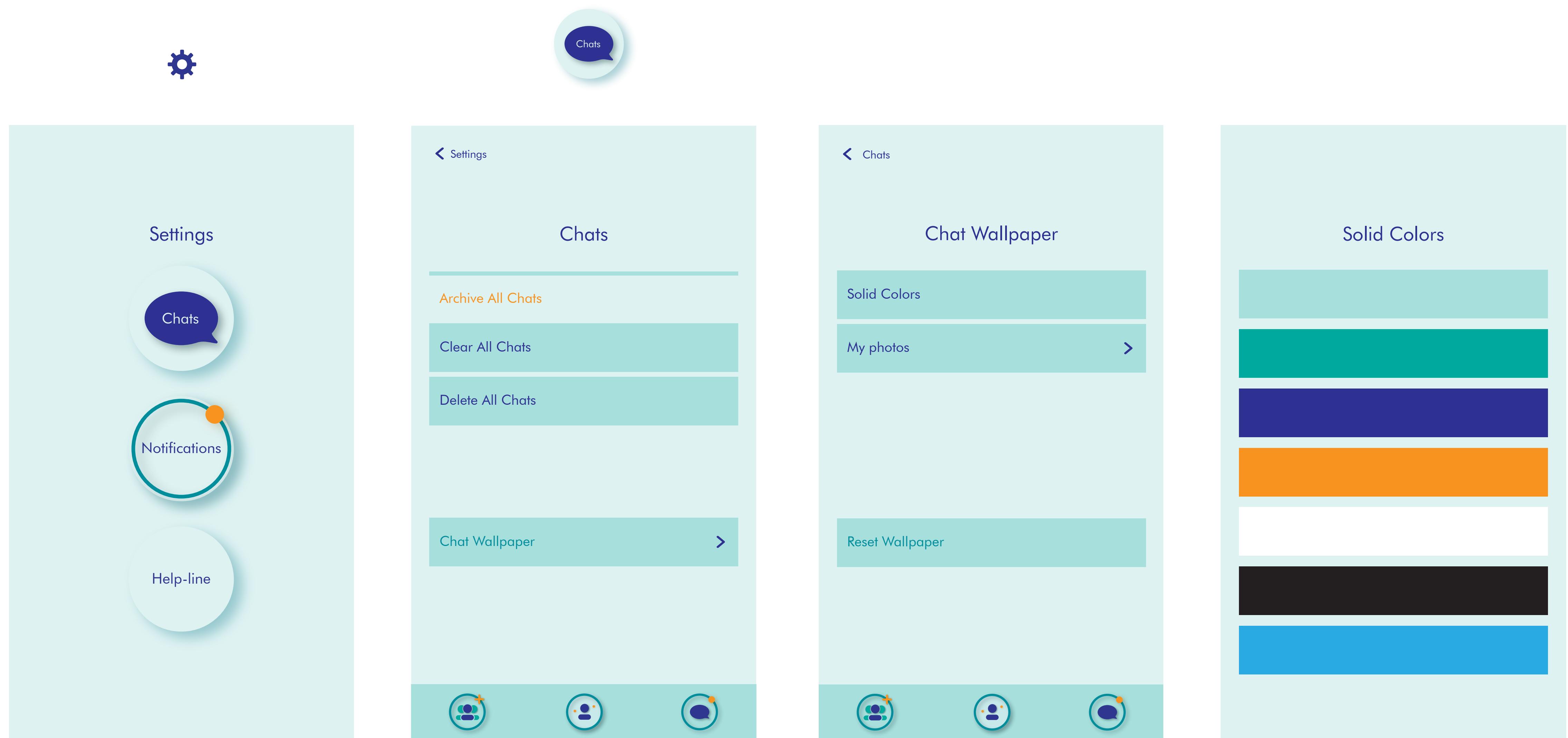


Here is something cool
When you click on your group in the
chat and you navigate to Members

You will learn that you can chat
privately to your group leader.

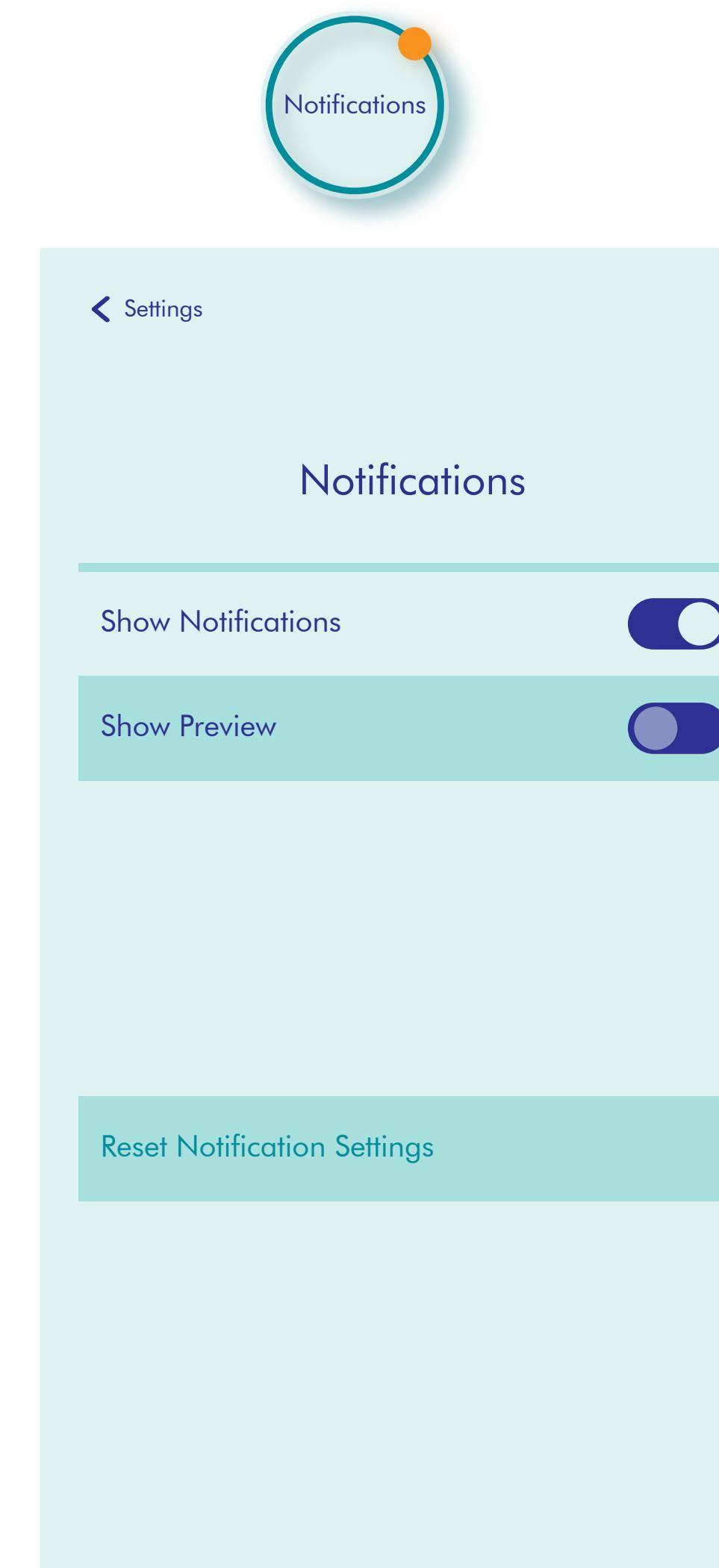
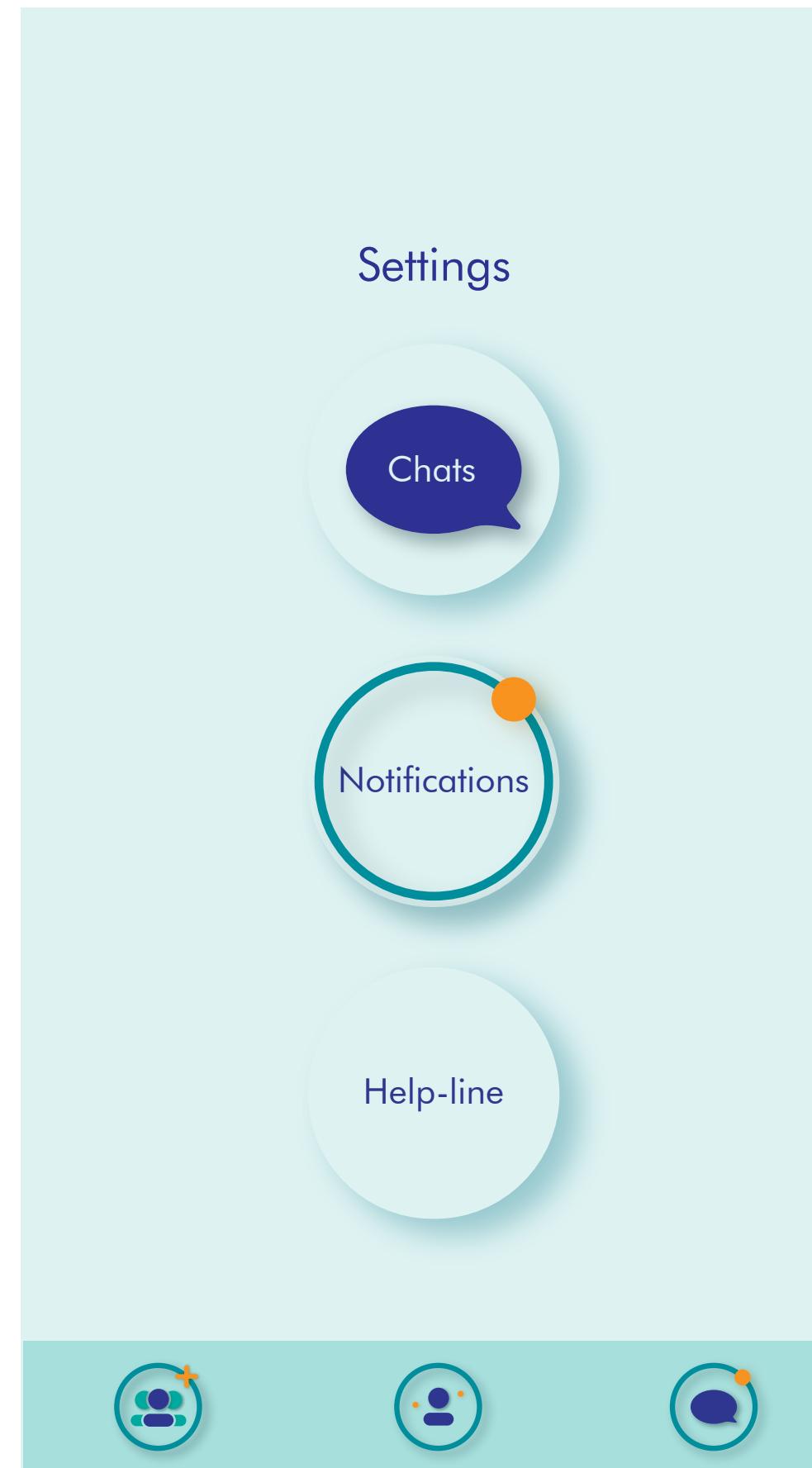
You can also just drag your msg
while its still in the type bar onto their
name and it will automatically jump
to private chat

This only works for the group leader
(You can't "slide into the dm's" of other
members in the group)



Settings are very much self explanatory
You have three options

My photos will automatically open your phone gallery
since you have already given access when you chose your profile picture



Yes you can set your notifications in the app and keep your chats more private by deselecting preview



This is a special button for those who really need professional help.
This will take you to an outside source where you can find a help-line to call and receive the help you need
Remember "Innominate" is only a community-based support system not medical aid.

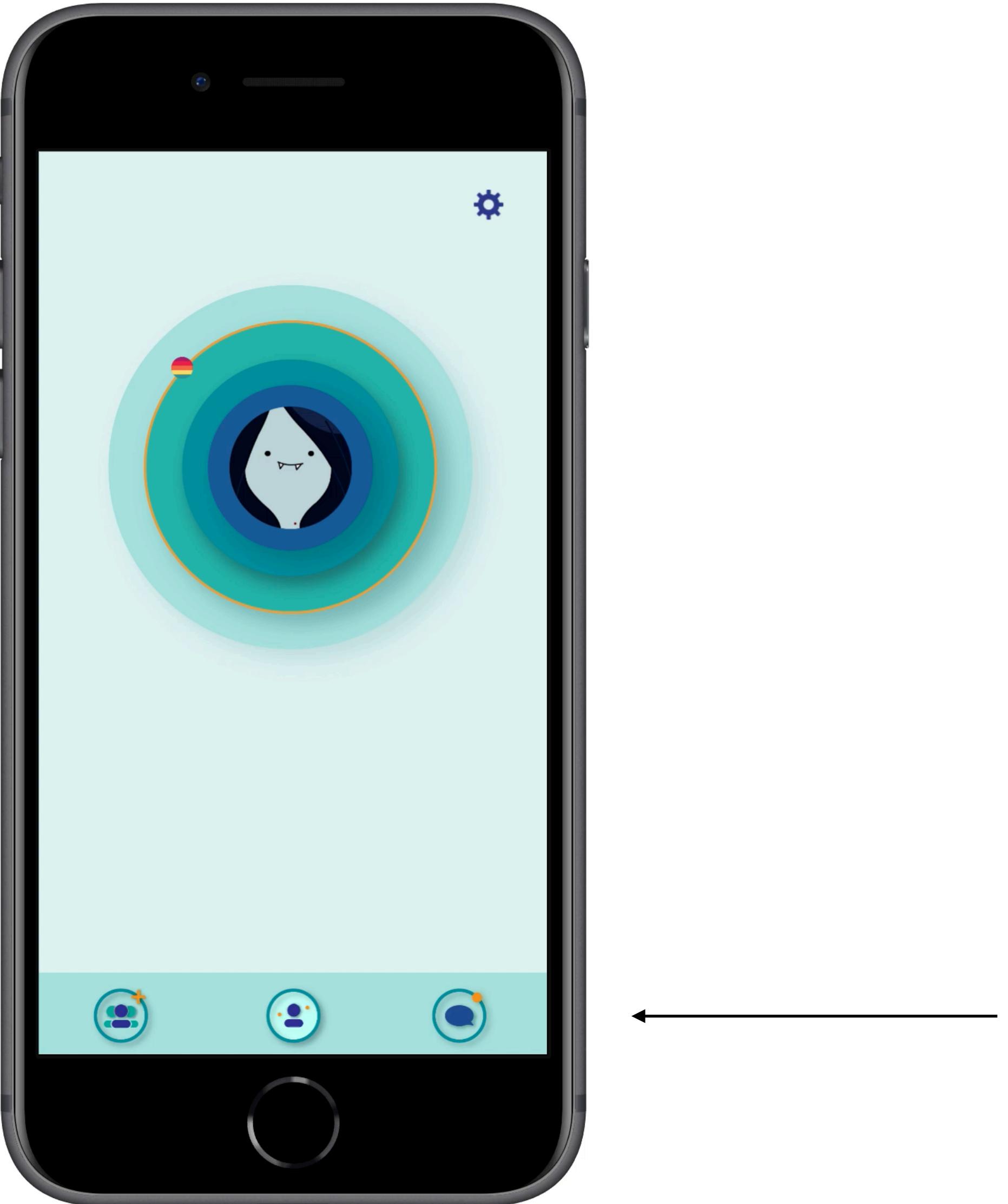
Prototype

You are a regular user and
you see you have a new message



Animations

The icons in the navigation bar change colour to show the screen you are currently on



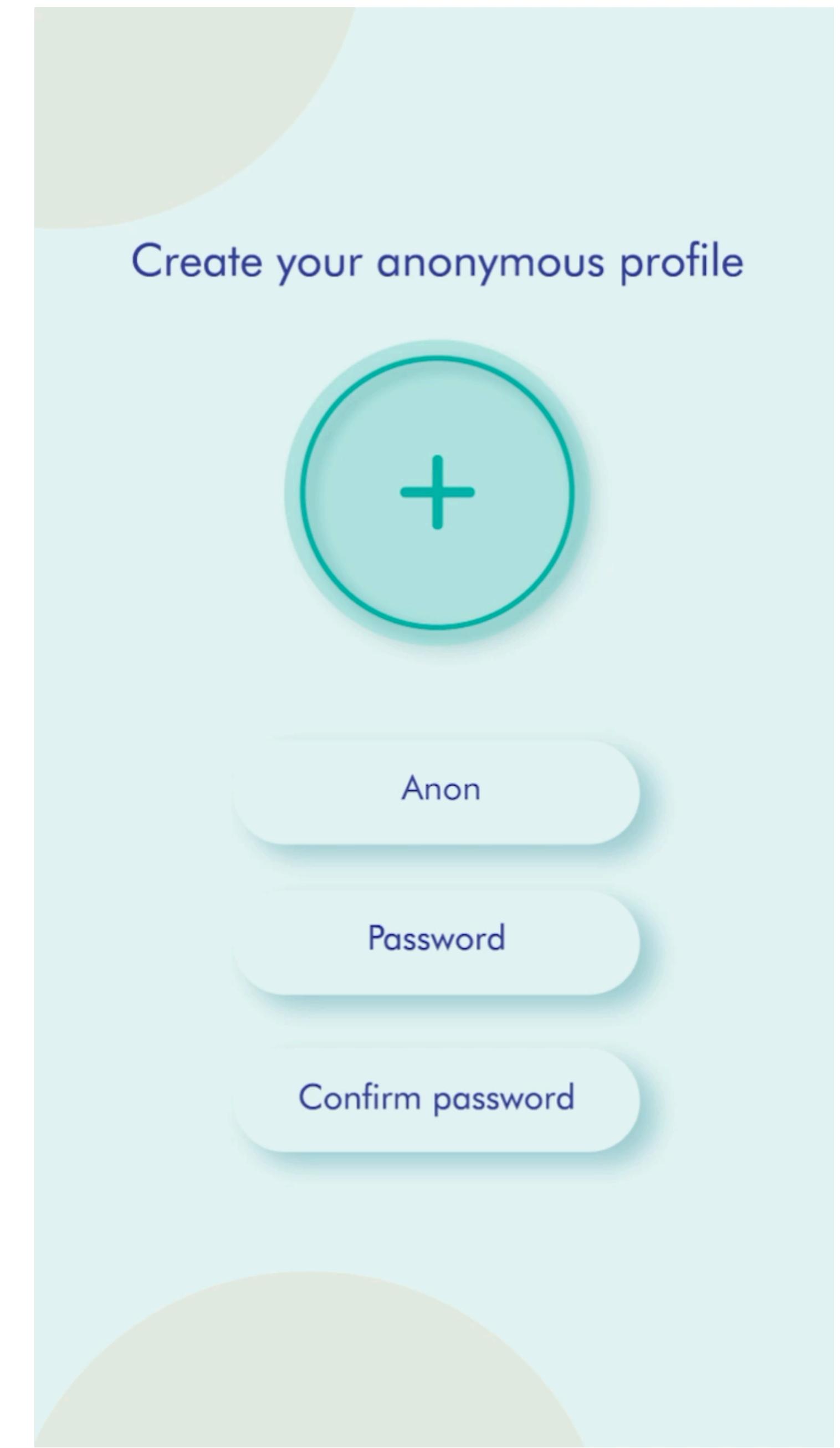
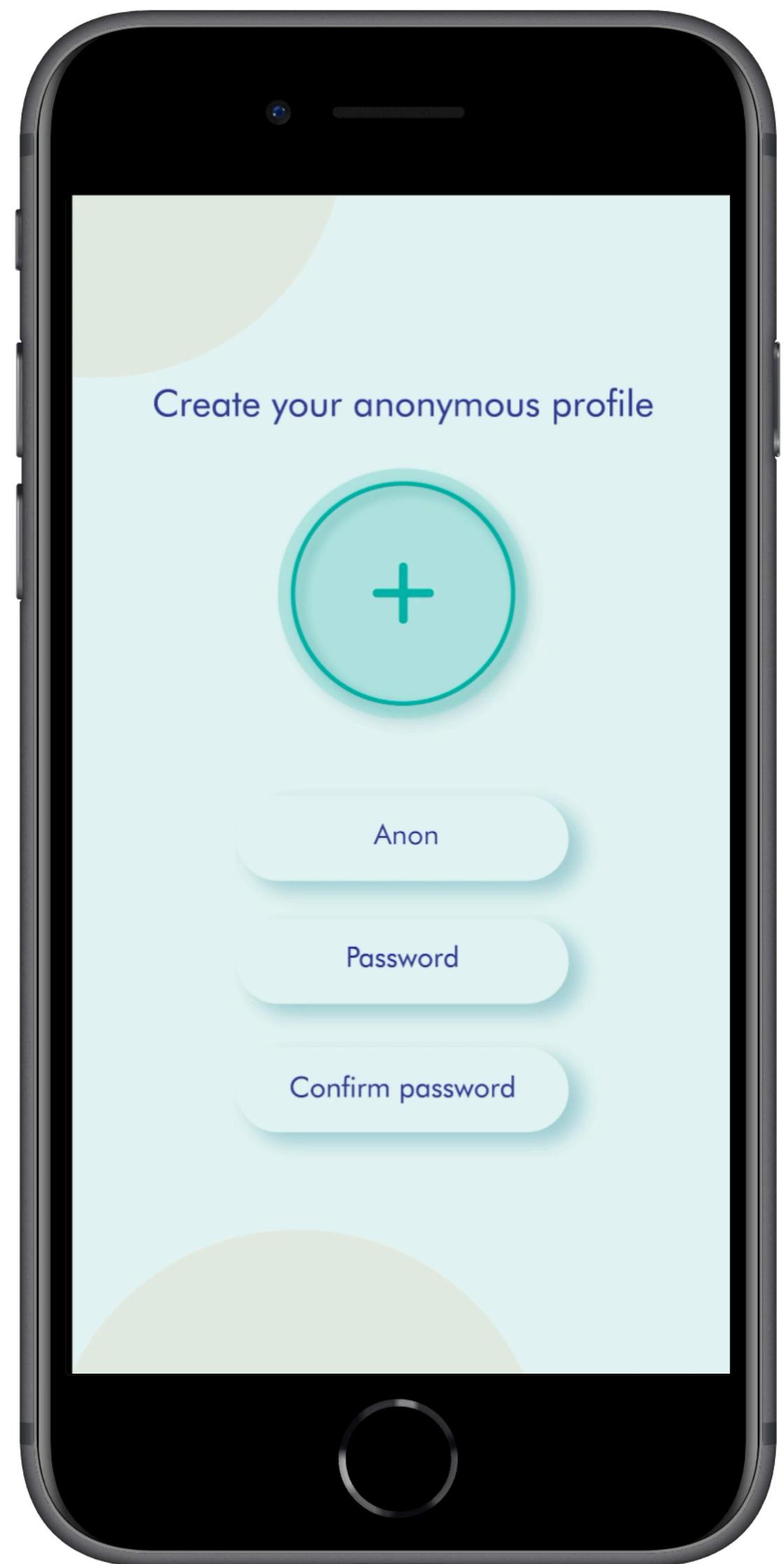
Animations

Launch screen
Logo reveal



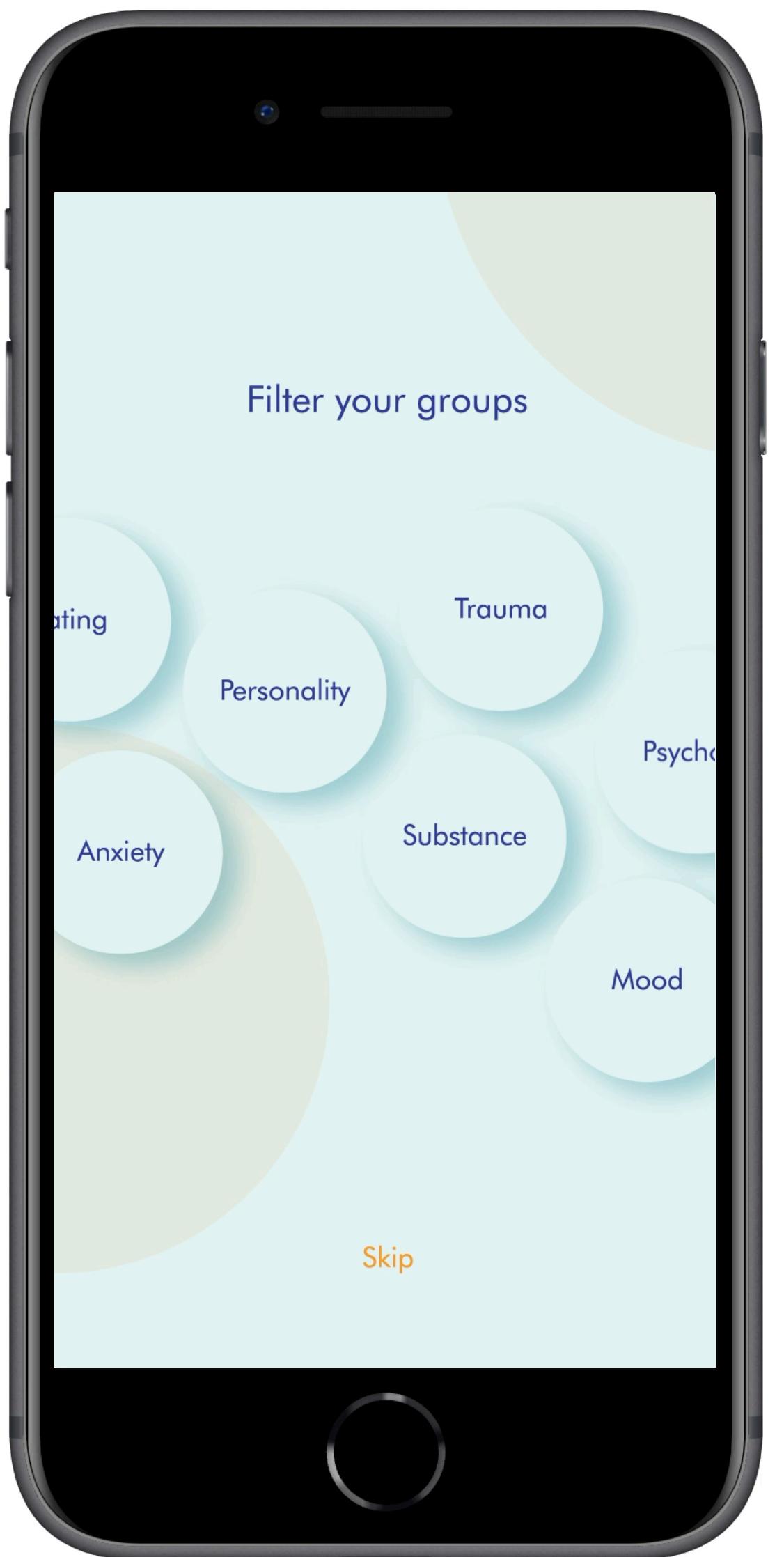
Animations

You are a new user and the app generates you an anonymous number



Animations

Filtering groups

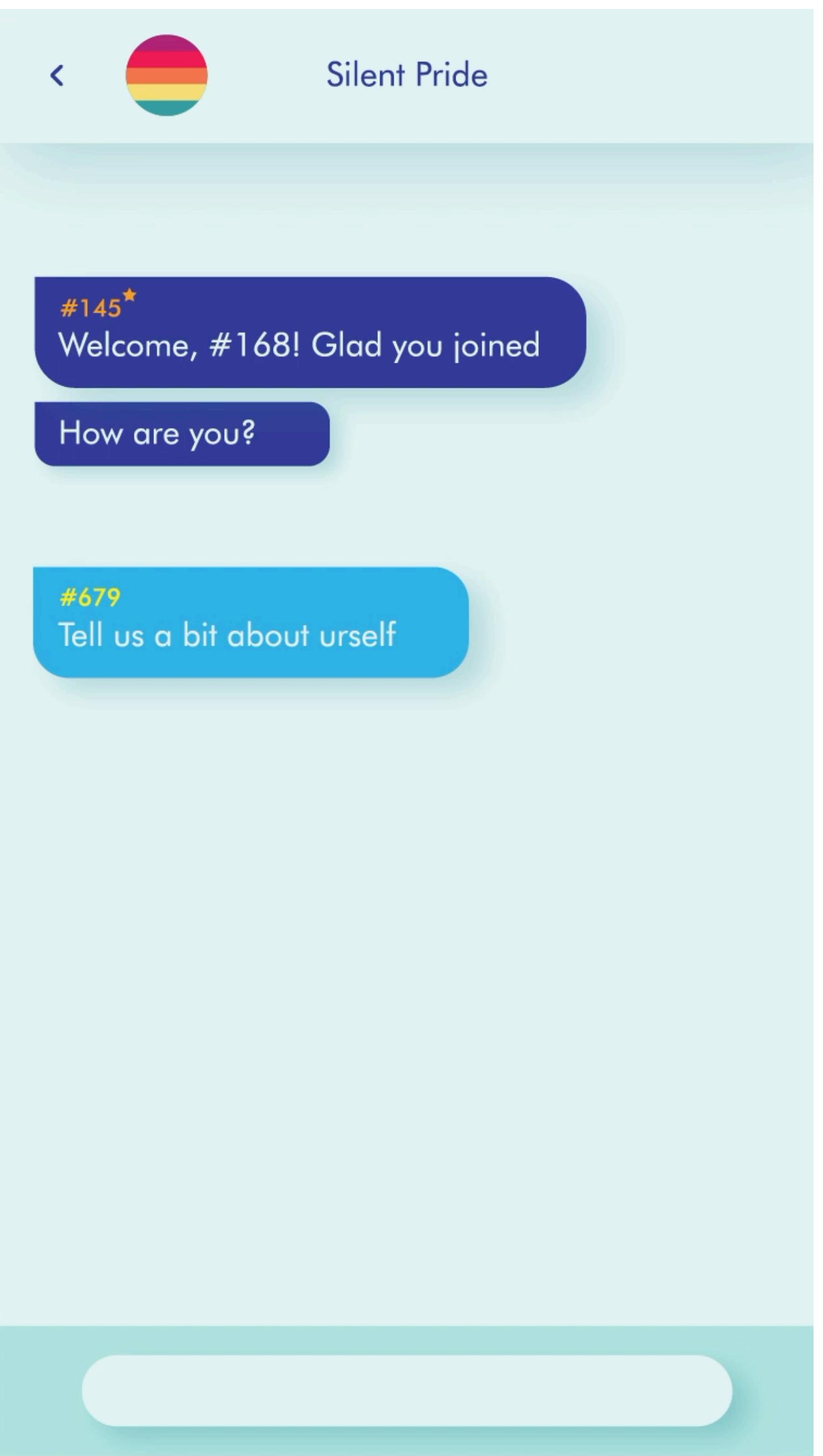
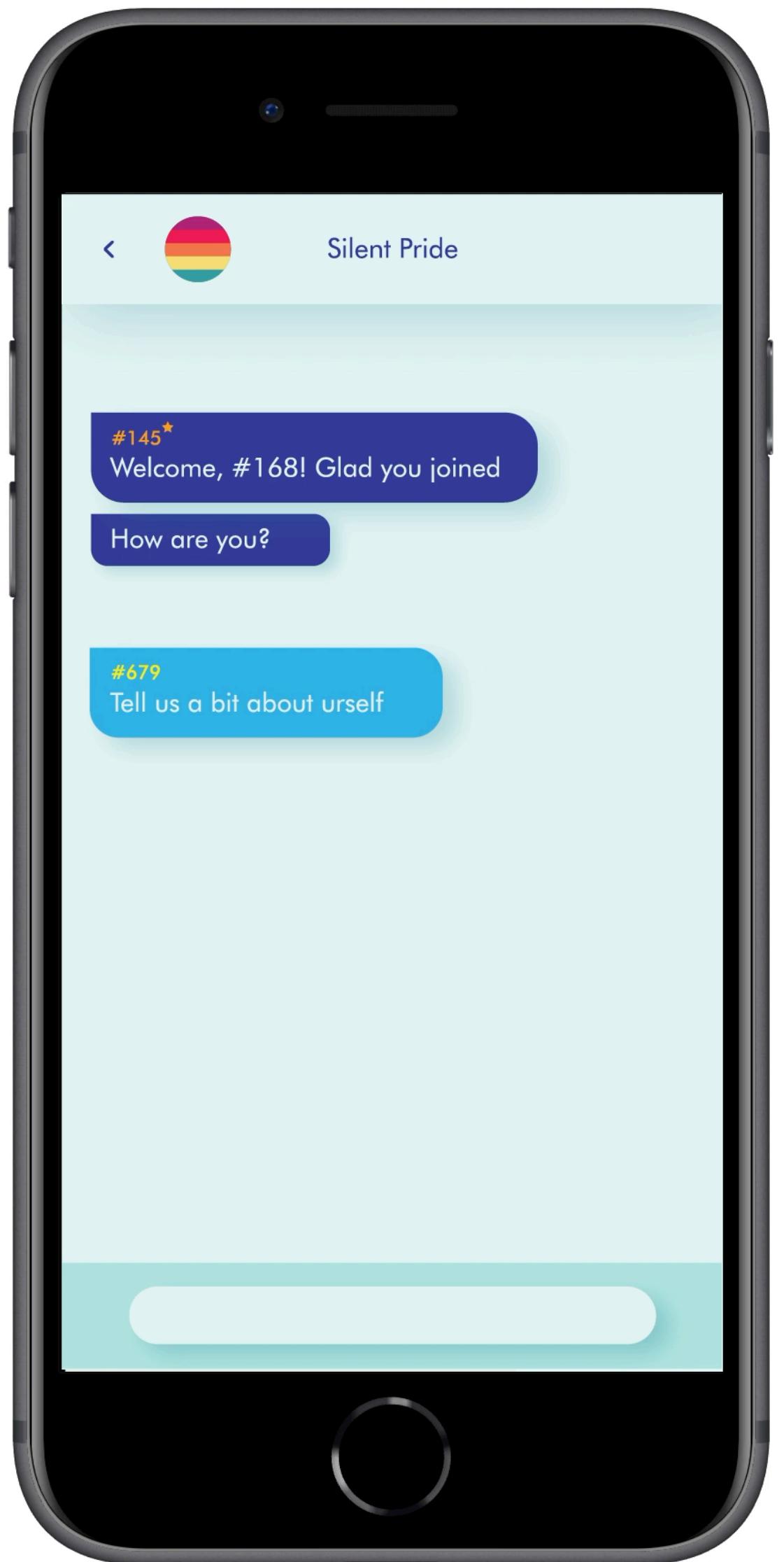


Filter your groups



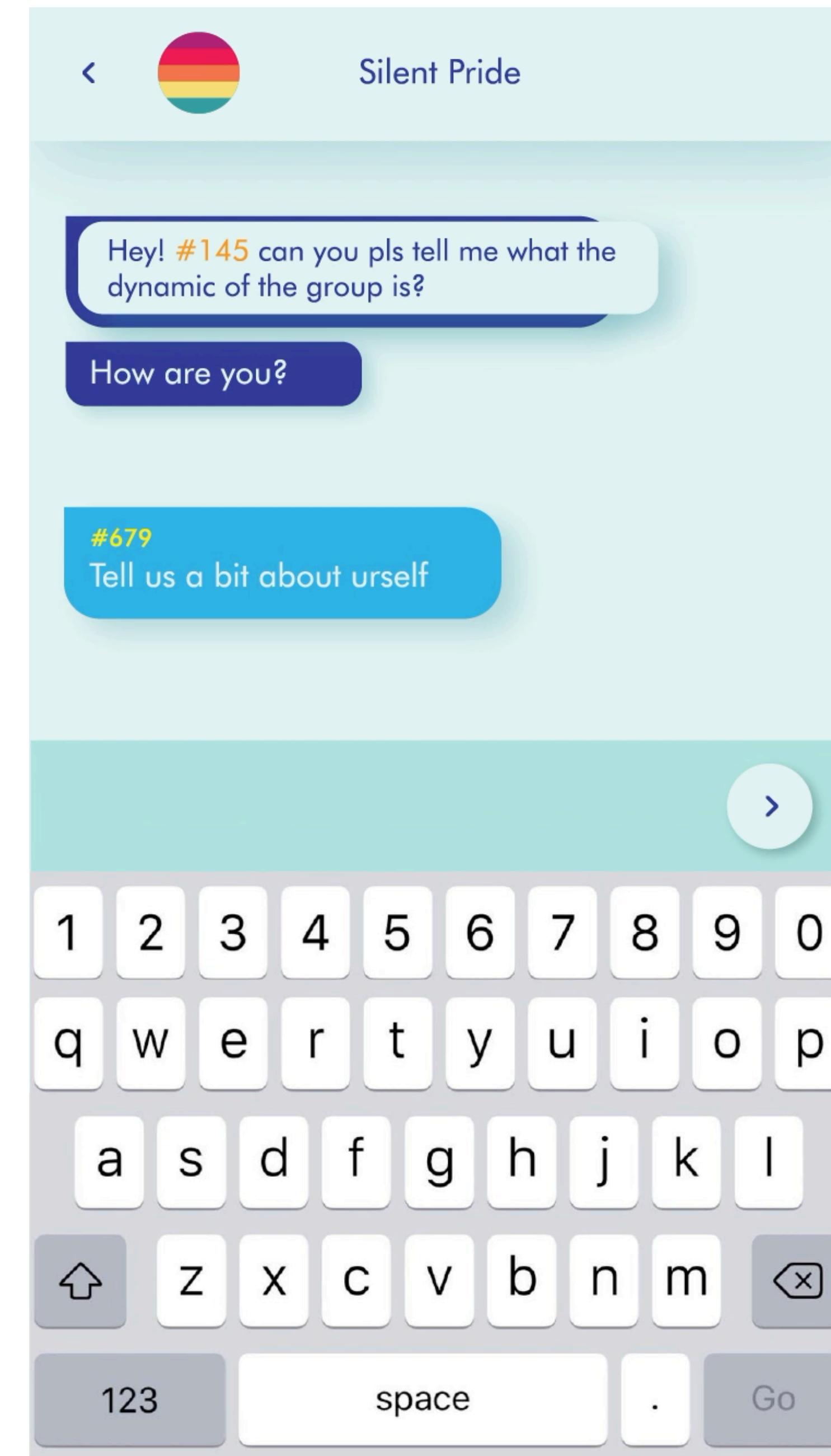
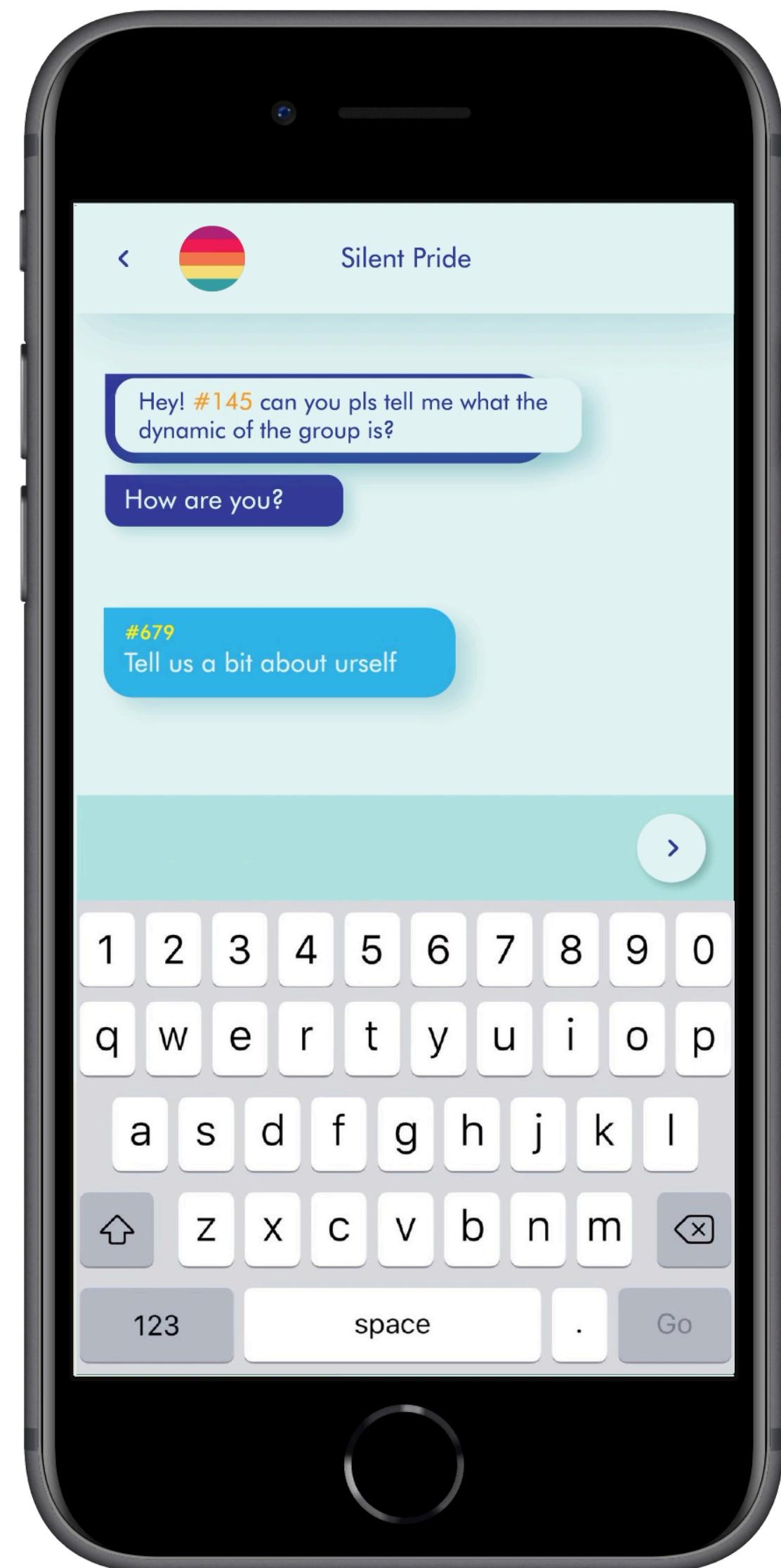
Animations

New message bubbles from group members will pop out from the left hand corner



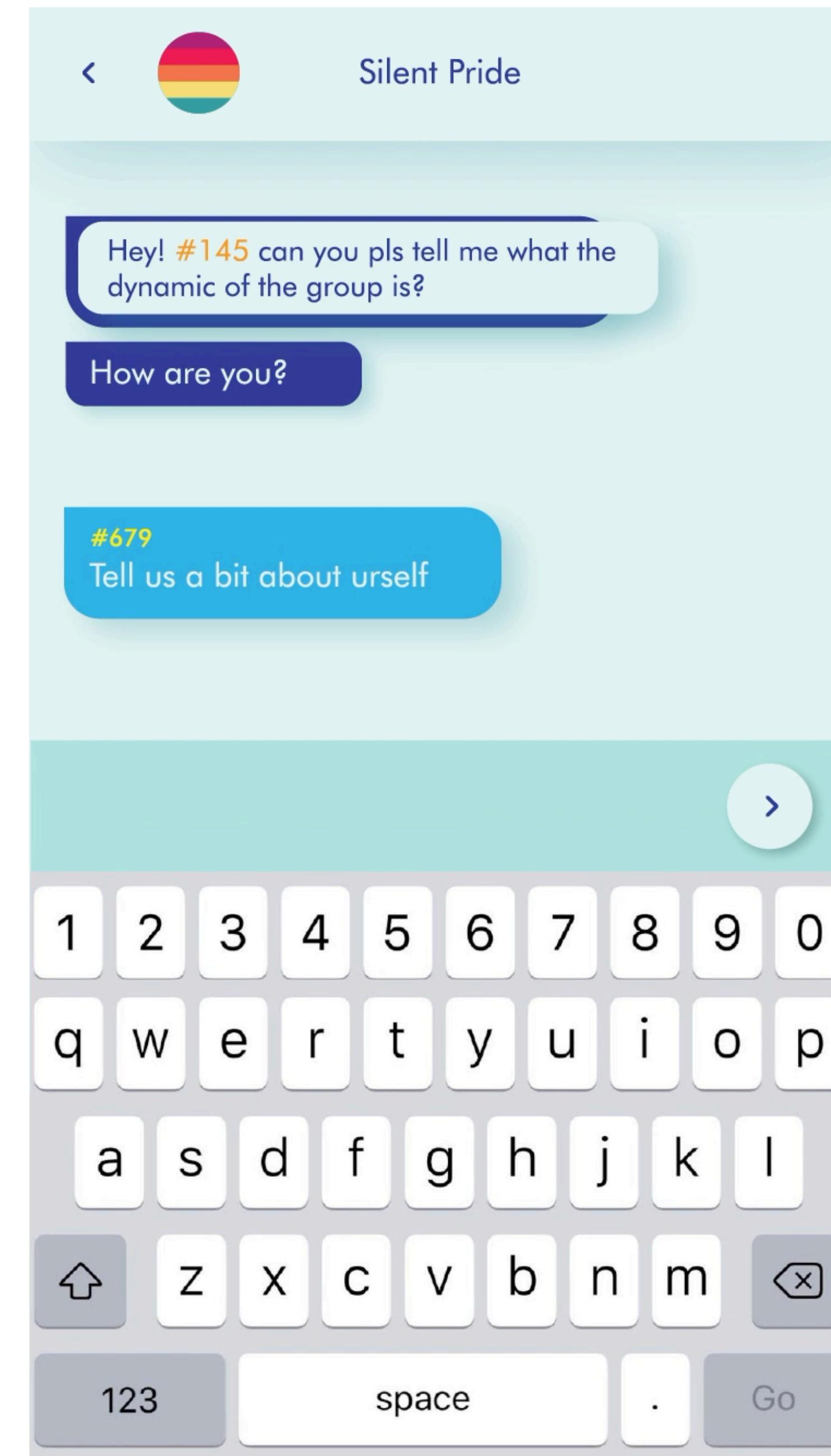
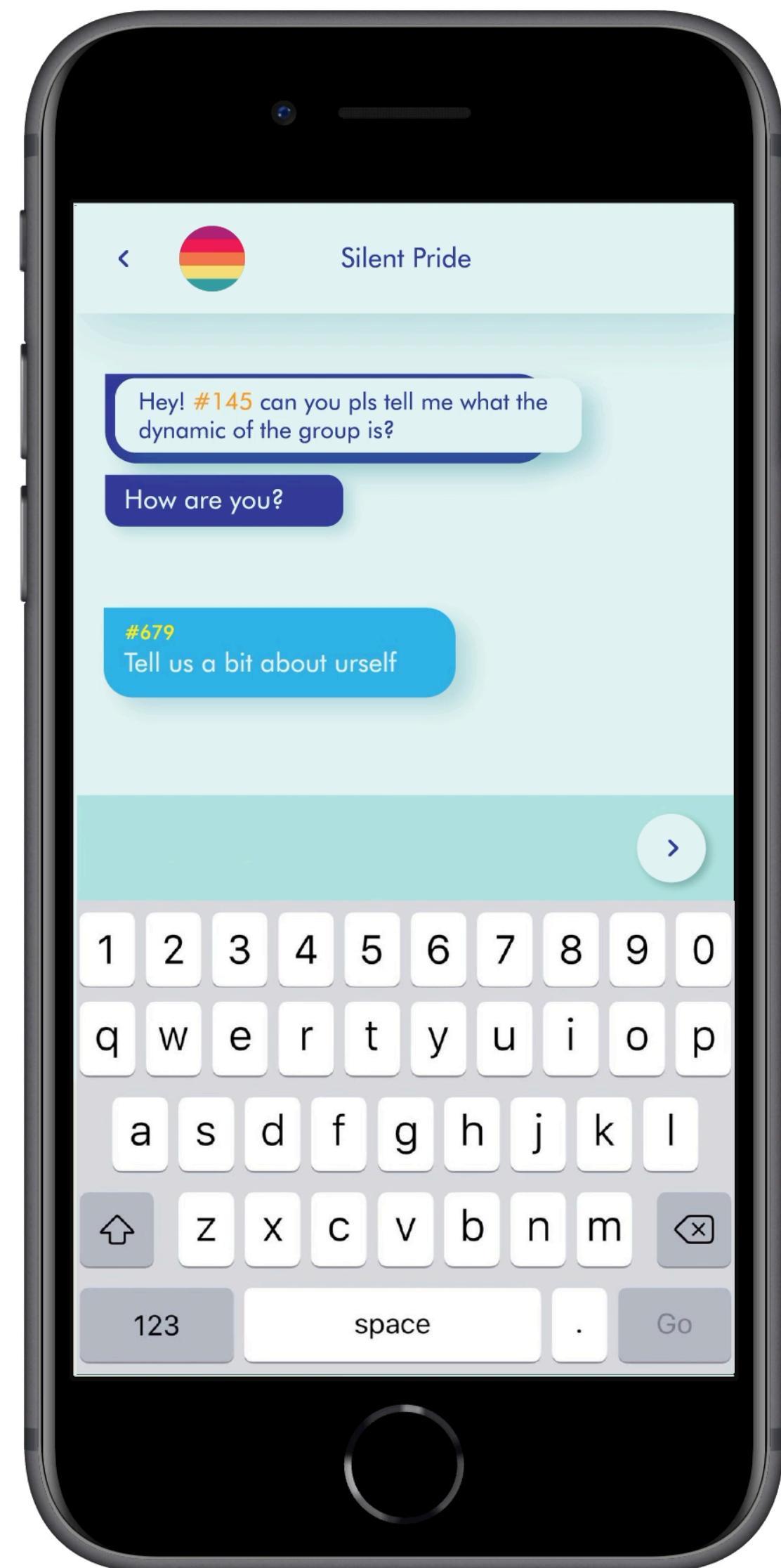
Animations

You can send your msg privately to the group leader before sending it To the group and while you are still in the group chat by just dragging your msg onto their bubble



Animations

You can send your msg privately to the group leader before sending it To the group and while you are still in the group chat by just dragging your msg onto their bubble



Objectives

Anonymous

- Creating a platform where people can communicate without being judged. and to create a place where teens can ask uncomfortable questions, relate with other teens, address issues such as depression and just give and receive support.

Objectives

Funding

- A platform where teens can receive community- based support for free.

Objectives

Teen mental health

- Teens will be able to become more aware of their own mental health as well as others.

Objectives

Not being able to talk

To help fight stigmas surrounding mental health and reduce issues surrounding professional help.

such as

- costly
- negative perceptions of others
- trouble making appointments
- time constraints/other responsibilitiesÂ
- judging family
- finding the right care
- lack of desireÂ
- treatment for teens involve other parties (parents)

Objectives

Issue not big enough

- To help teens understand that their issues are big enough and valid to talk about and receive help.
- To give a platform where teens can chat about normal daily struggles.

Objectives

Relatable

- To help teens feel understood and part of a bigger group

This app will provide **de-institutionalised, community-based care** to help **support mental health care** in South Africa and **reach more people** bringing a community **together** that is more **aware** of mental health and **supports** each other while **guarding** and giving security of one's own **identity**.

Any questions?