

APPS TO FIX THE WORLD

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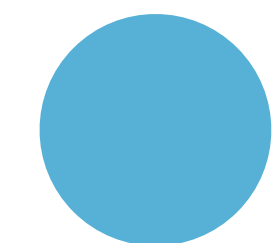
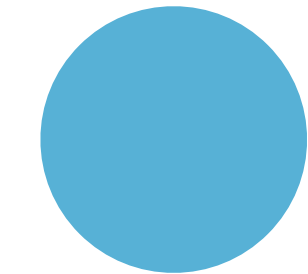
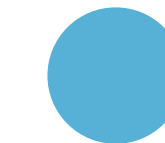
Elements

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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



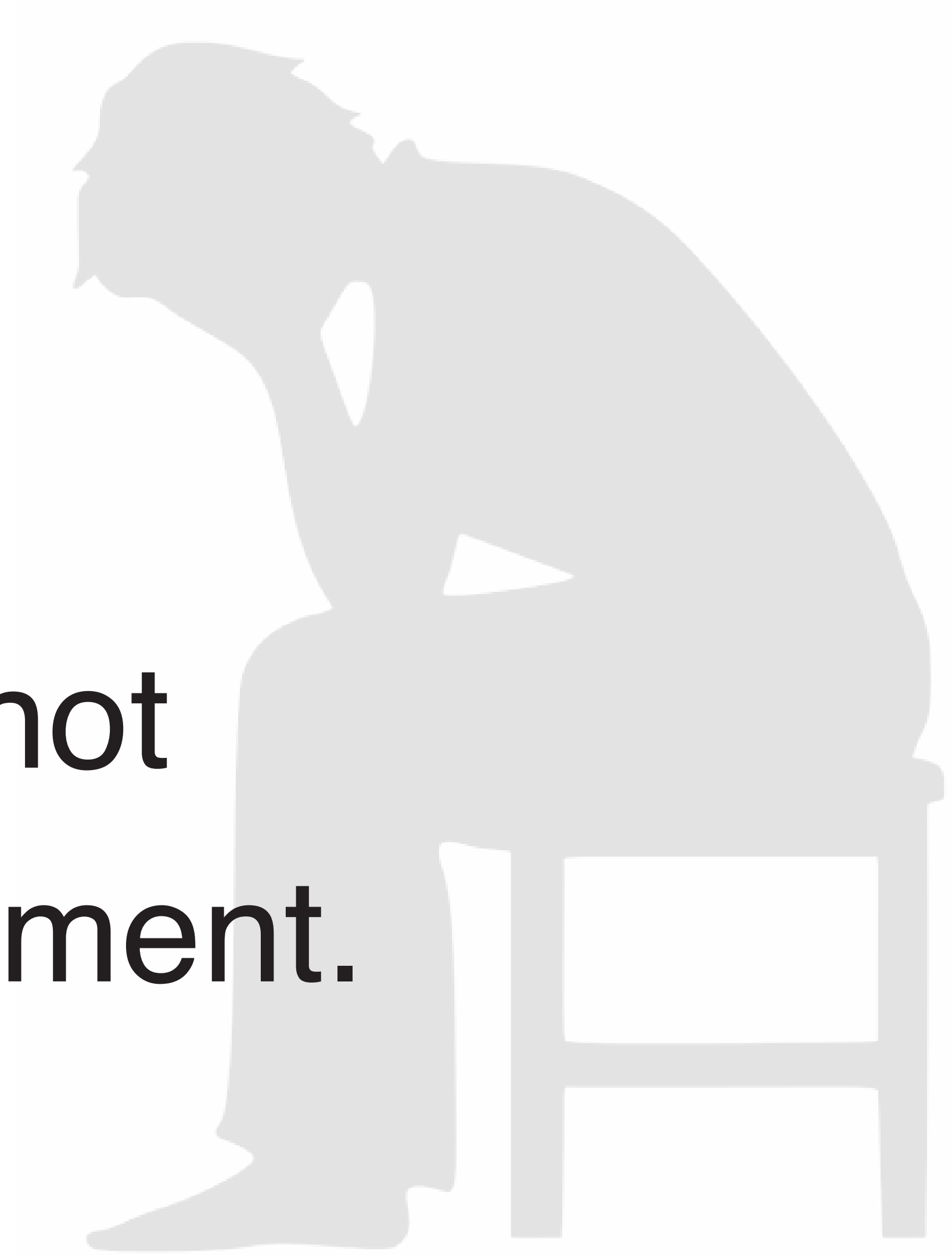
only about **4%** of the total
health care budget is spent on our mental
health...

1/3

of South Africa's population
suffers from mental health.

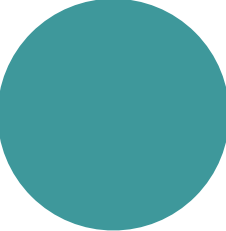
75%

of them will not
receive treatment.





PROBLEM STATEMENT




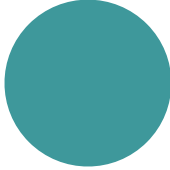
According to an article called,
“The Real state of Mental Health in South Africa”

● “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,



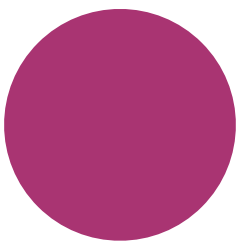
“Mental health care management and services
need to be made a **priority**.


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.

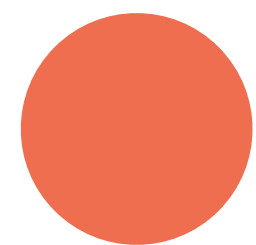


Chloe

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.

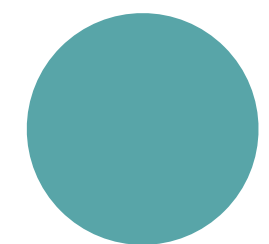


Samantha

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.

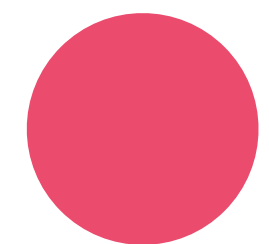


Linda

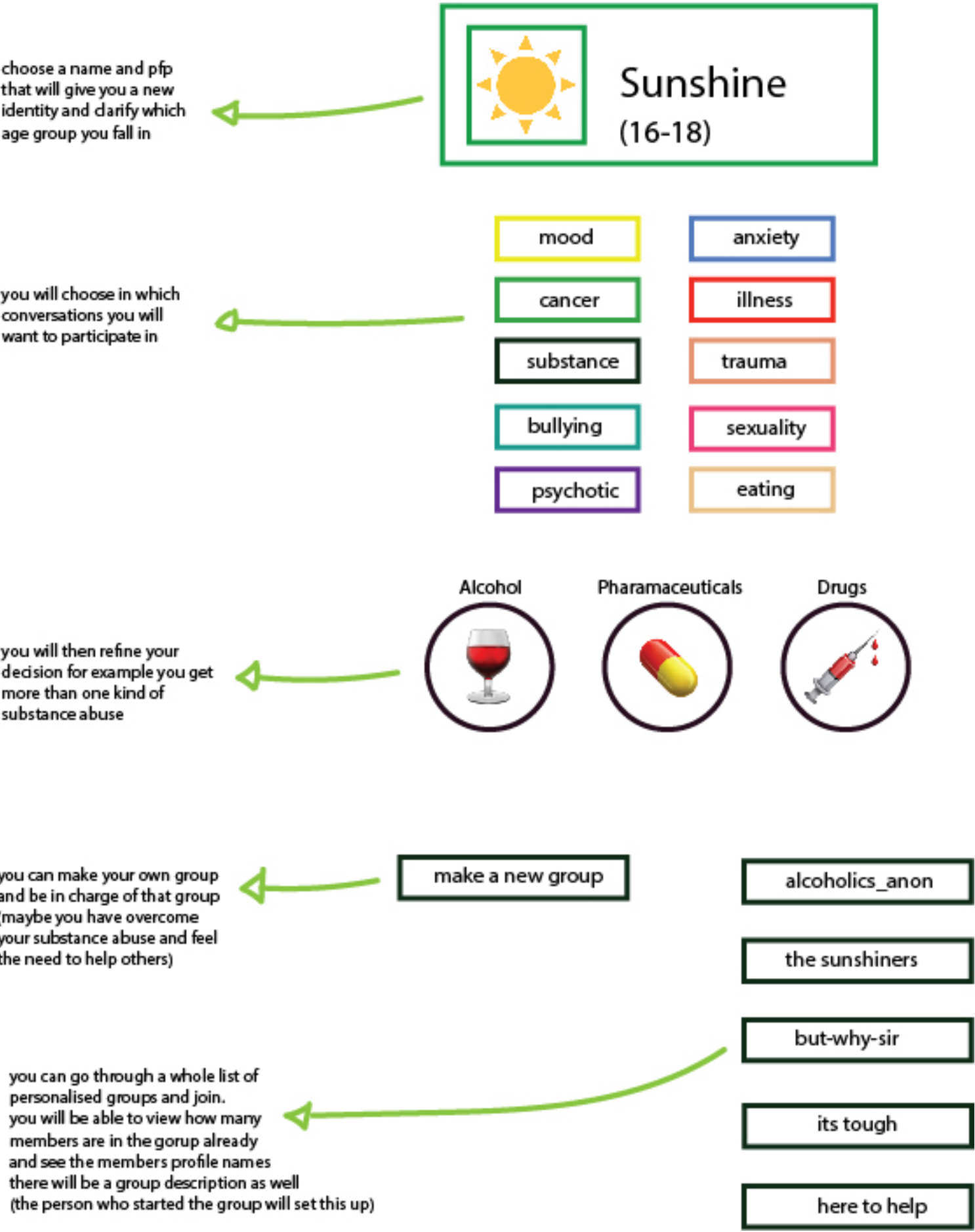
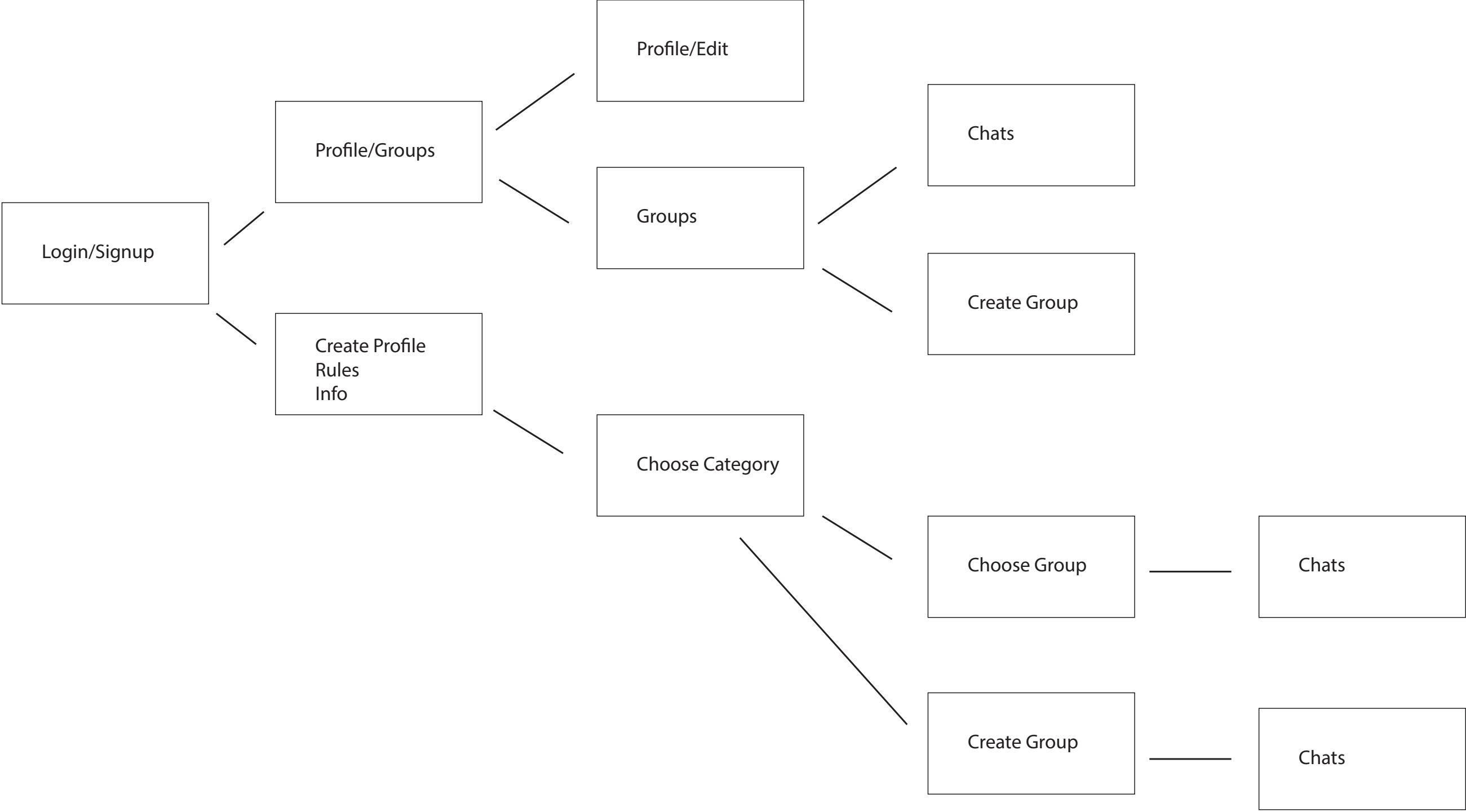
Motivations: Her family, her job, people and dreams.

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

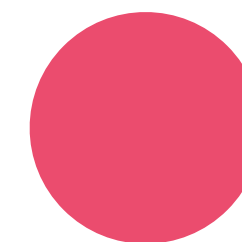
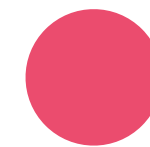
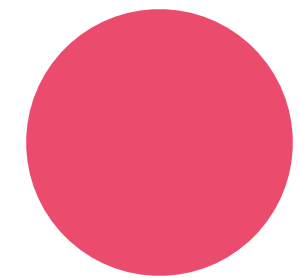
Significant insight: Linda is overwhelmed about how much need there is in South Africa for mental health care.



Userflow



Design

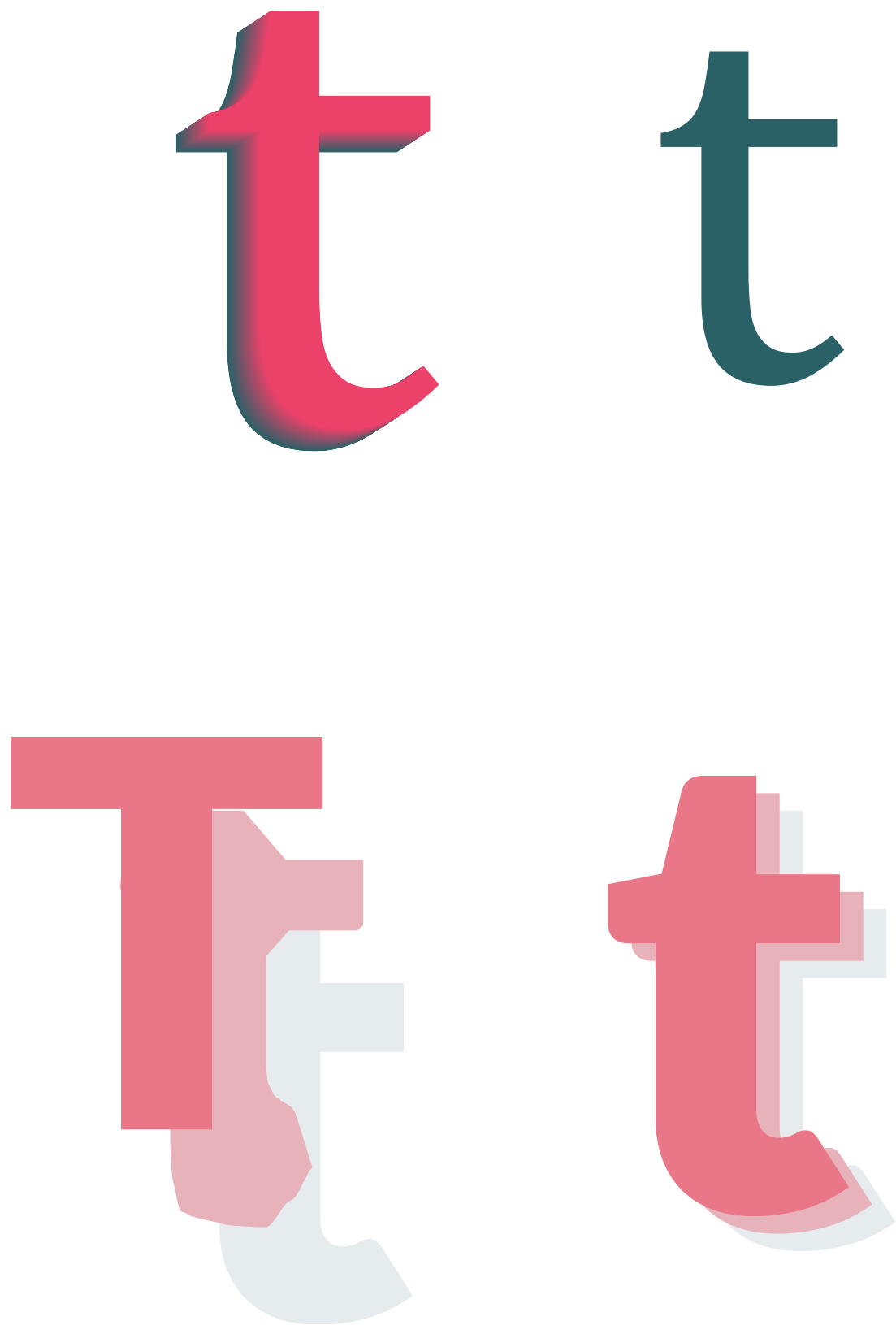
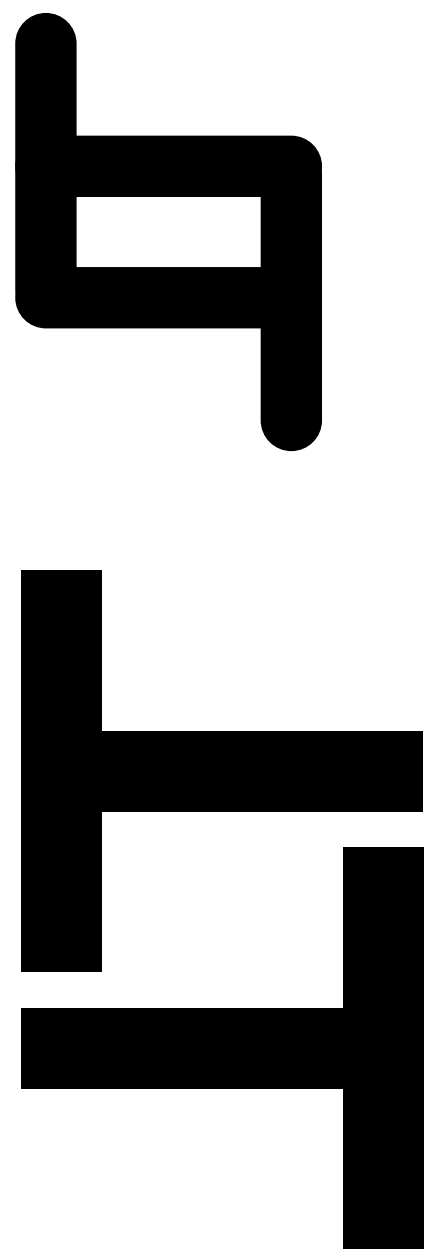


INNOMINATE

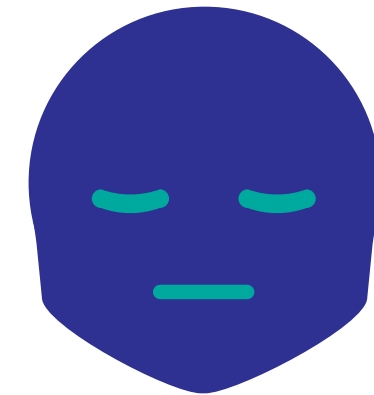
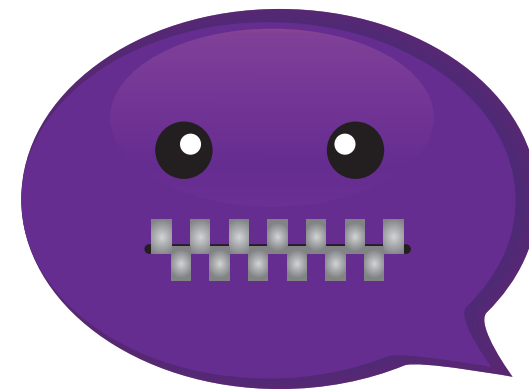
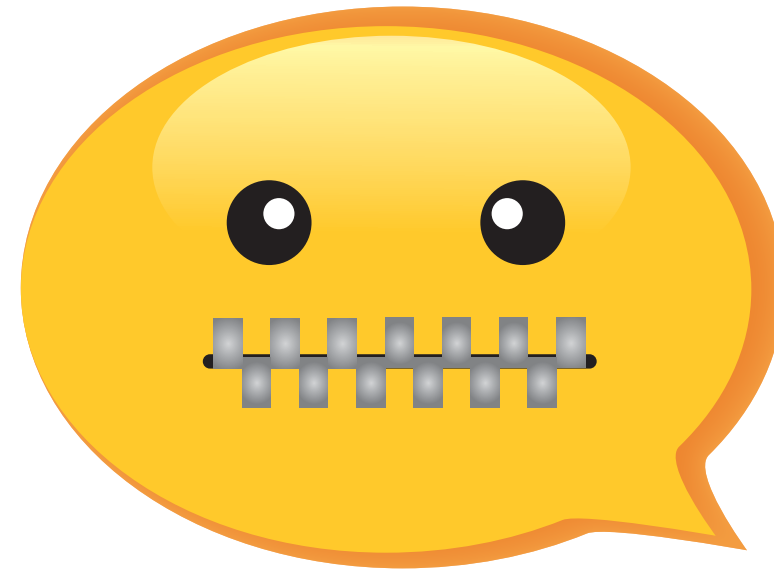
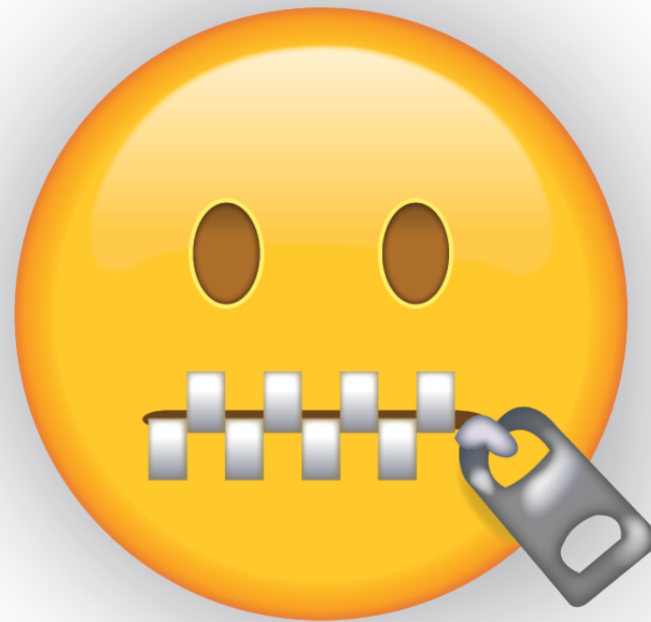
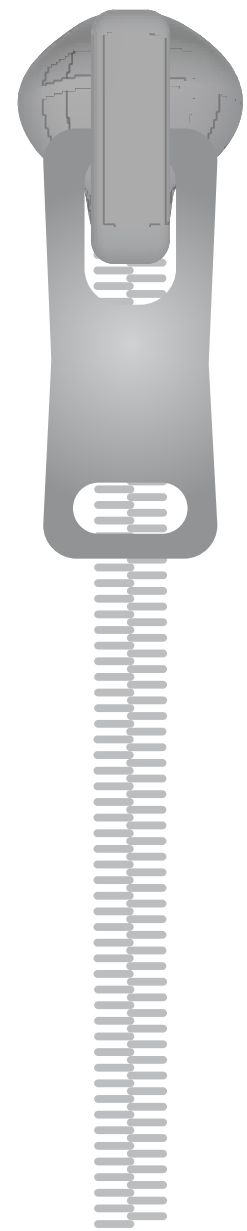
Logo progress



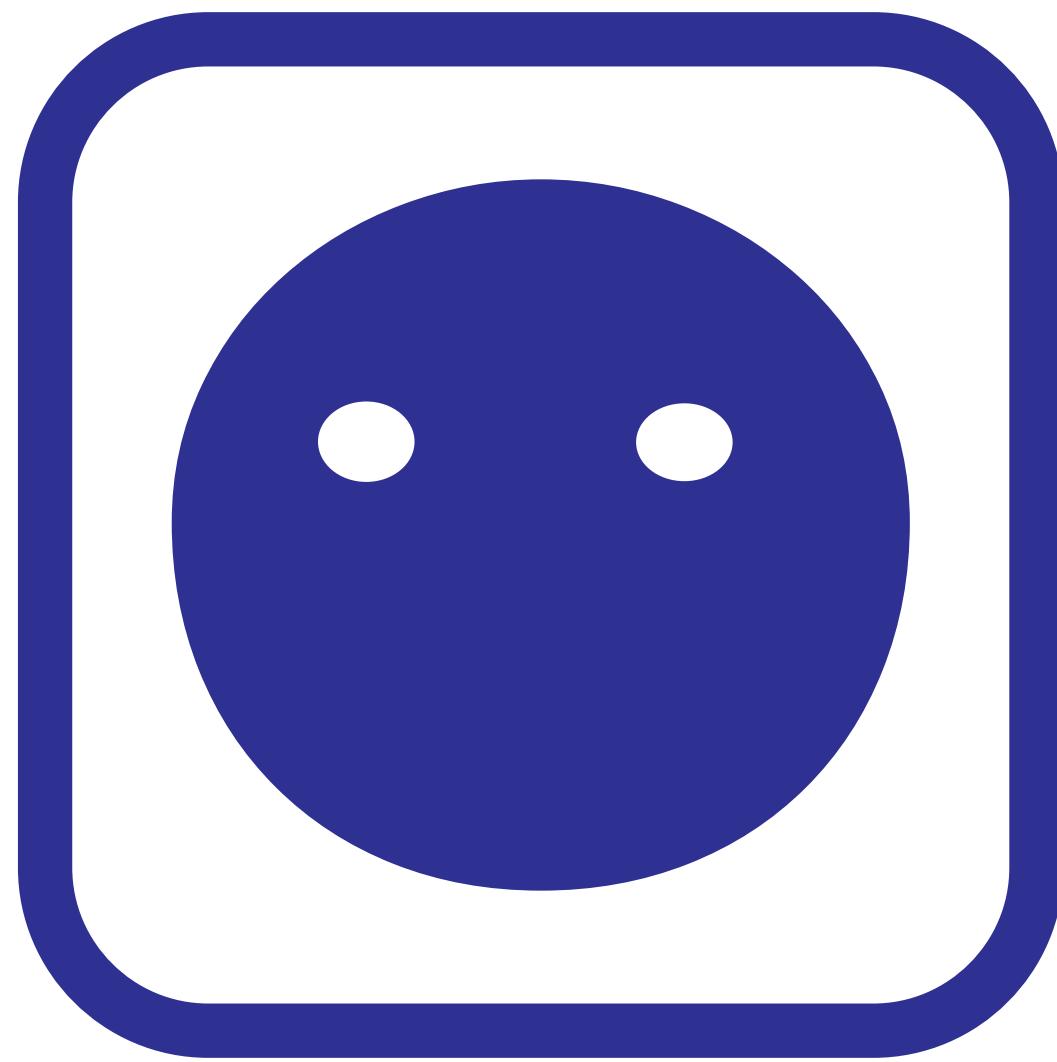
FULA
TULA
TULA
TULA



Logo progress



Logo progress



Person

No identity

Anonymous

Silent

INNOMINATE

innominate

/ɪˈnɒmɪnət/

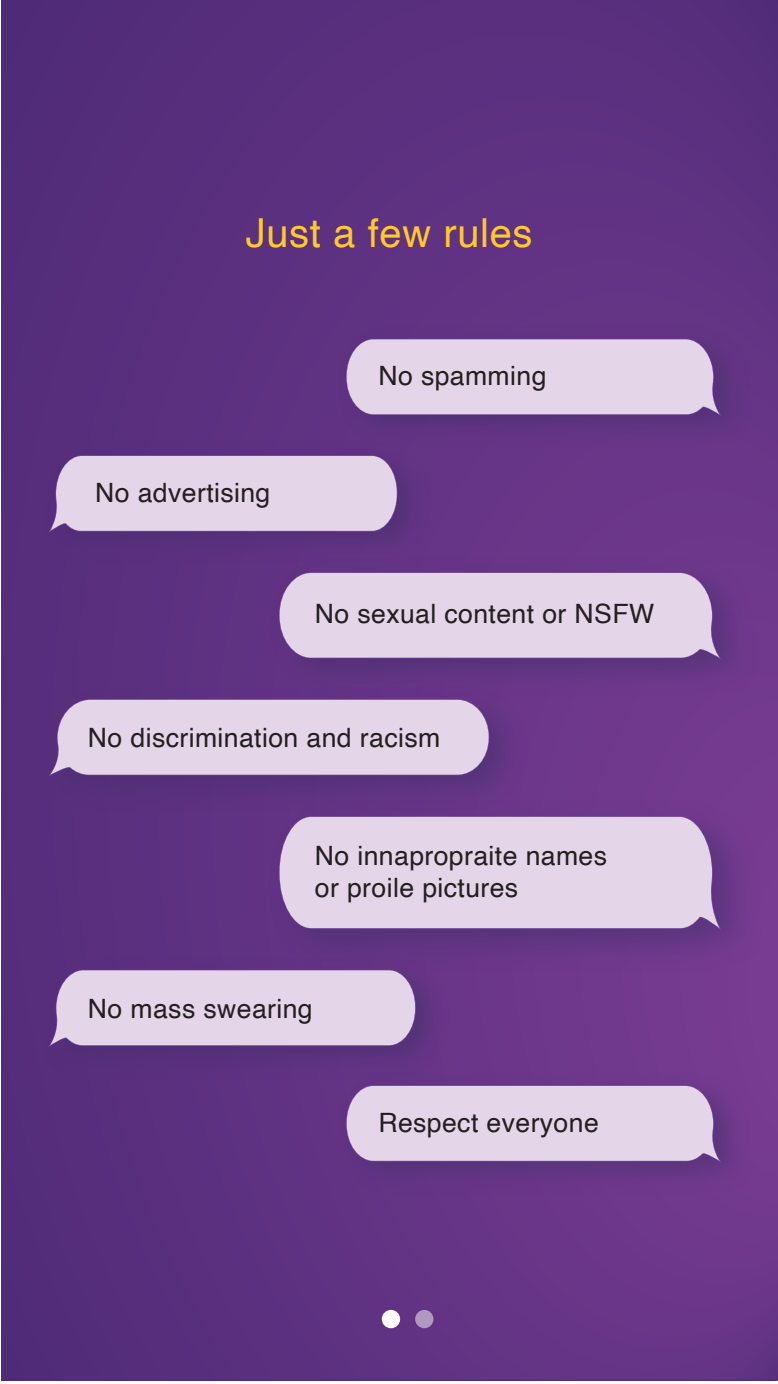
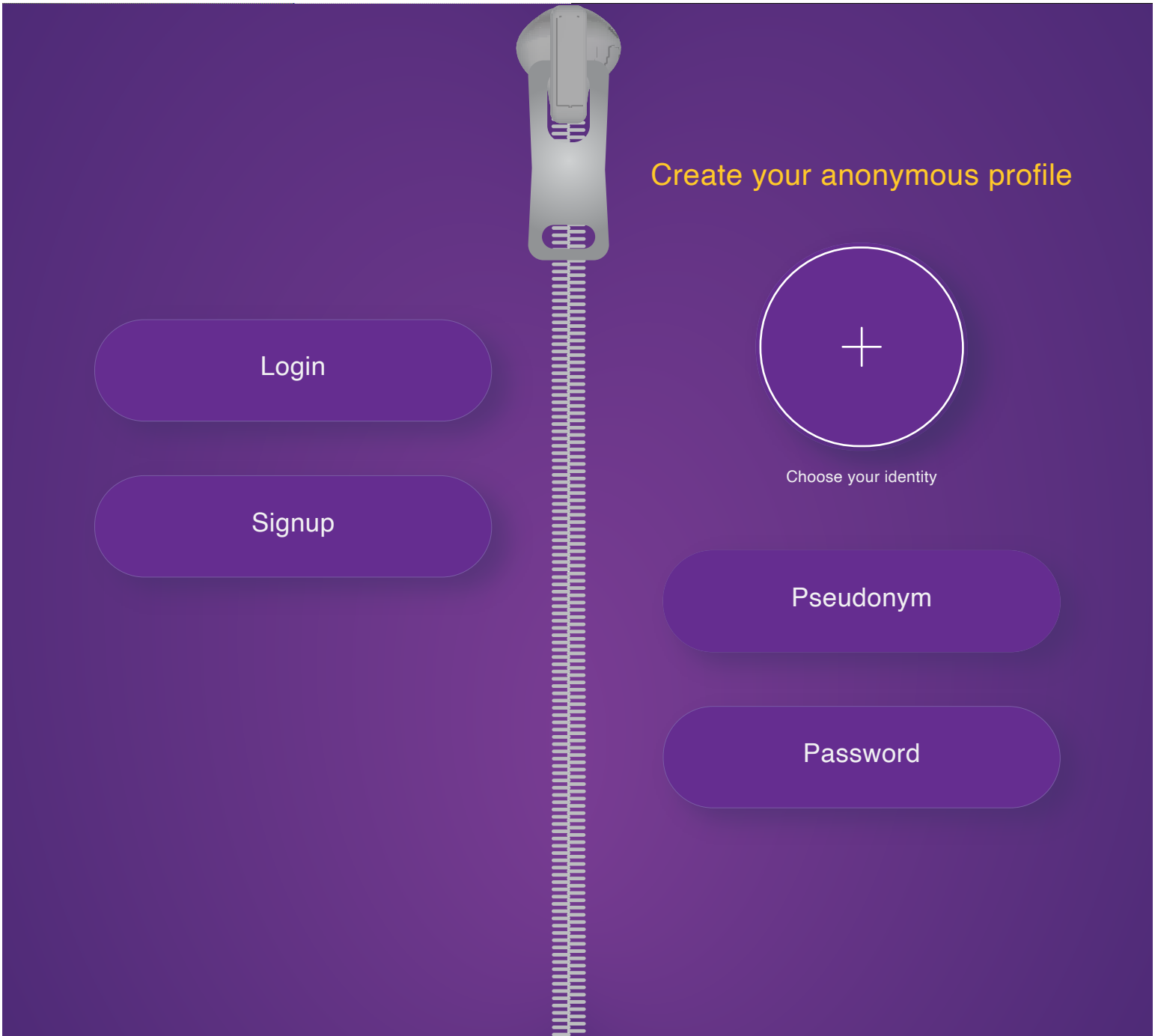
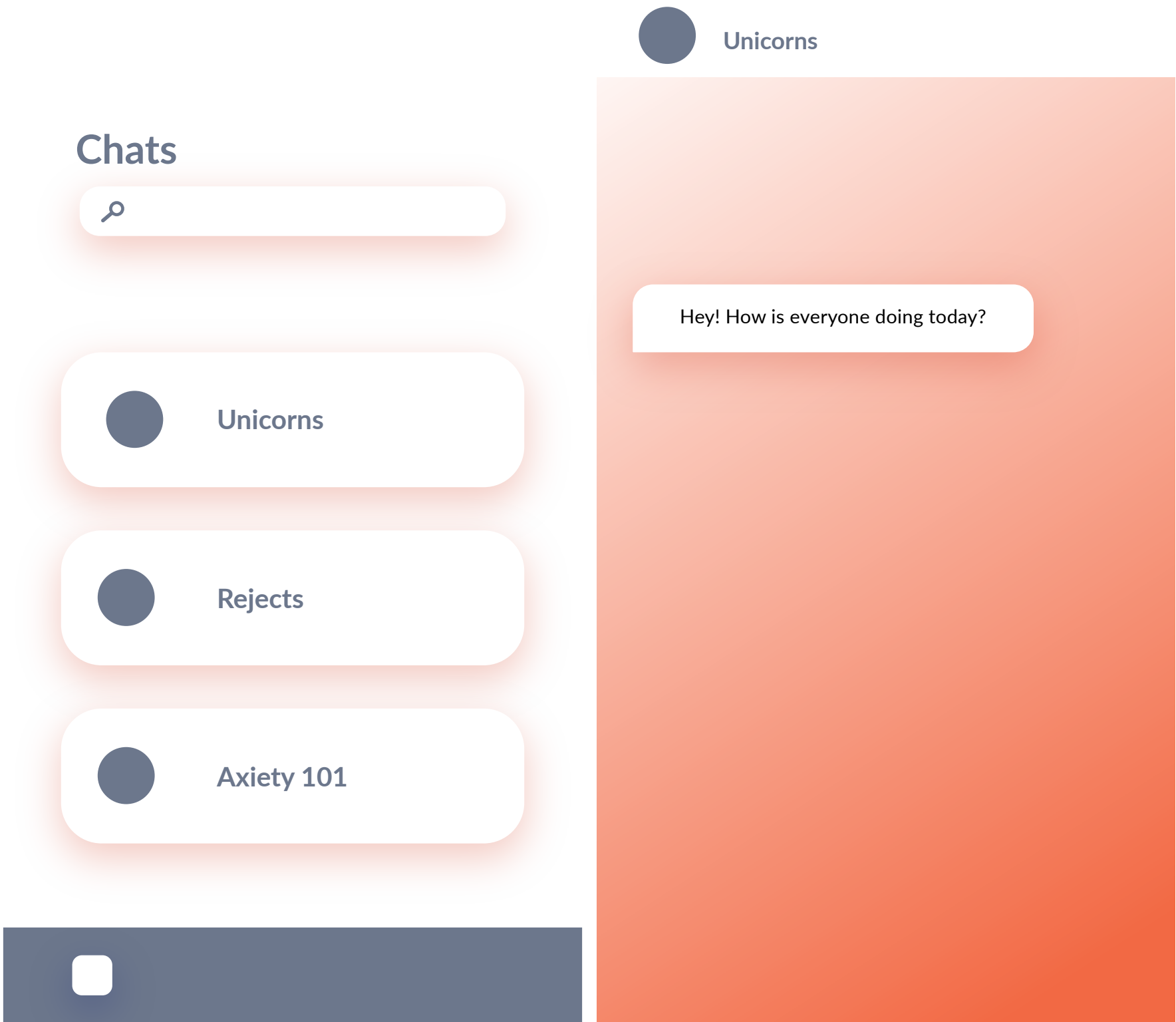
Learn to pronounce

adjective

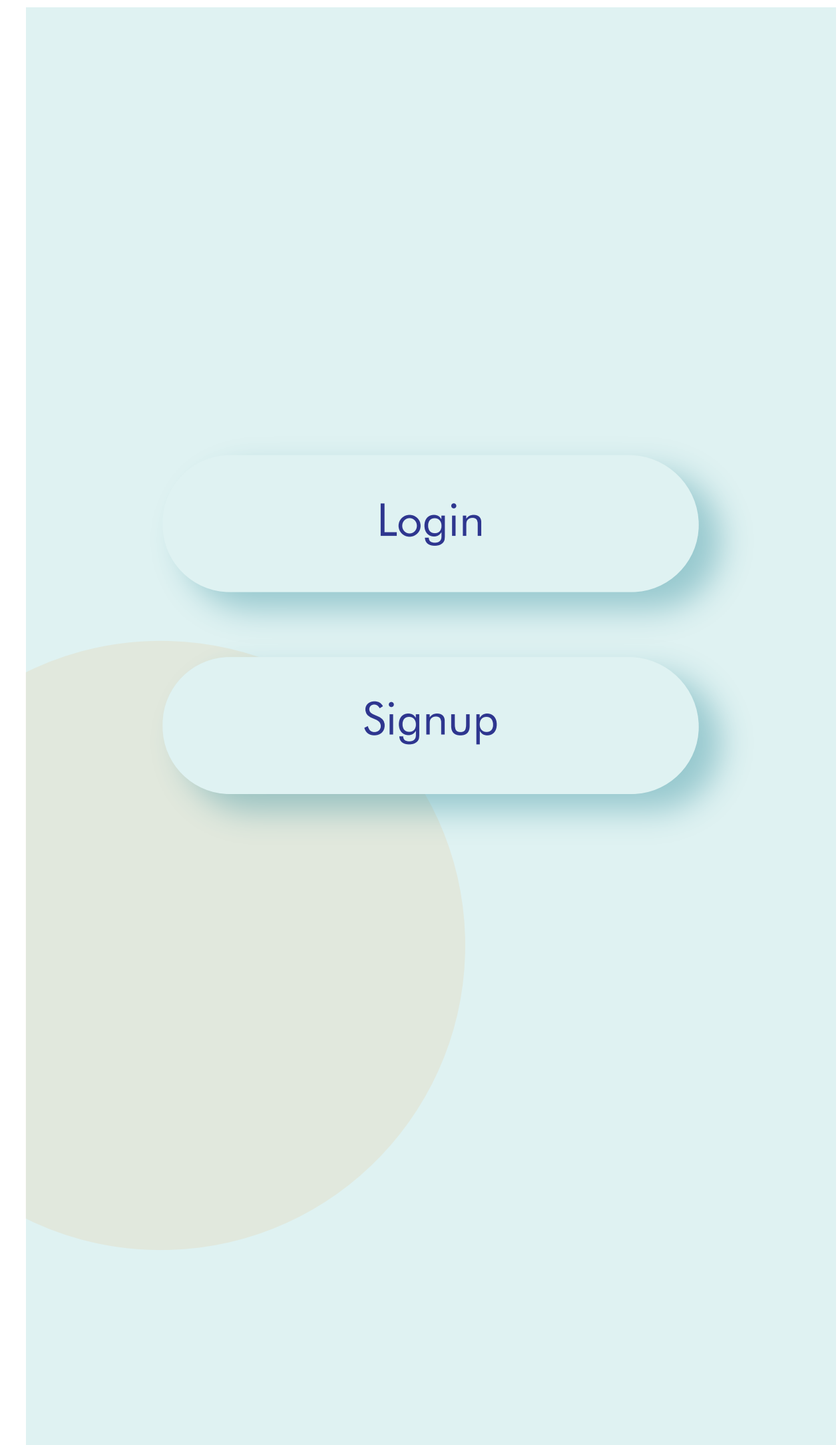
adjective: **innominate**

1. not named or classified.

Design progress



Design progress



Elements

Typography

Headings
Futura Book BT
Book
21 pt

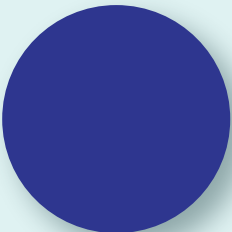
Buttons

Futura Book BT
Book
16pt

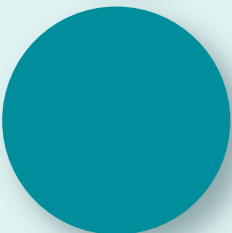
Body Copy
Futura Book BT
Book
16 pt

Bold text
AG_Futura
Bold

Colours



#2E368F



#008E9D



#00A99D



#00A99D
opacity: 25%



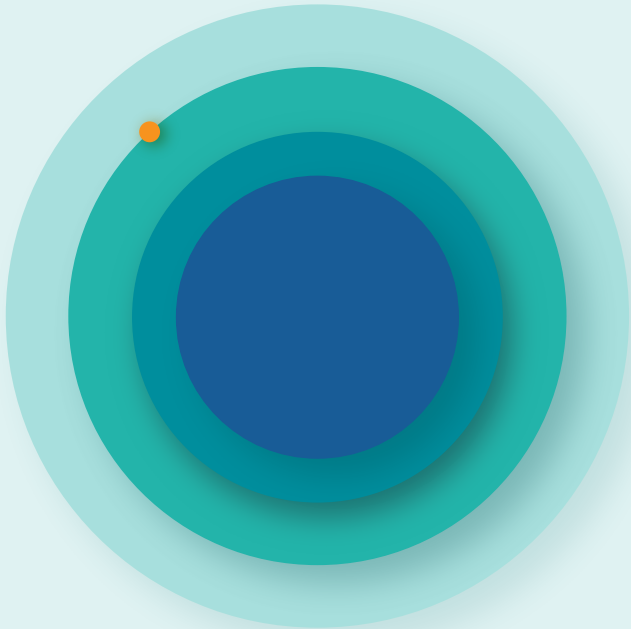
#F79421



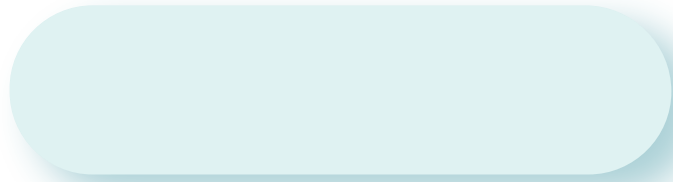
#DFF2F2

Elements

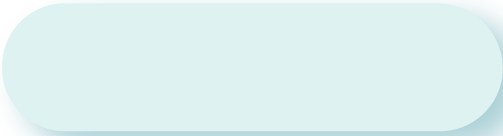
INNOMINATE



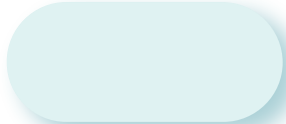
Elements



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



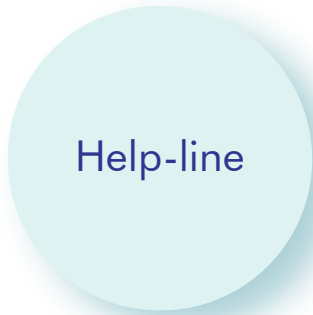
W: 187,758 px
H: 47,992 px



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



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



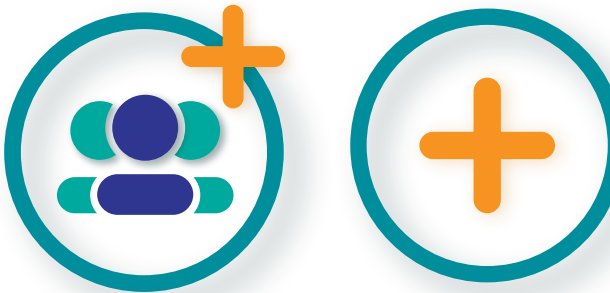
W: 114,12 px
H: 114,12 px



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



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



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



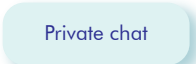
W: 60,252 px
H: 54,374 px



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



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



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

Members

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



W: 49,787 px



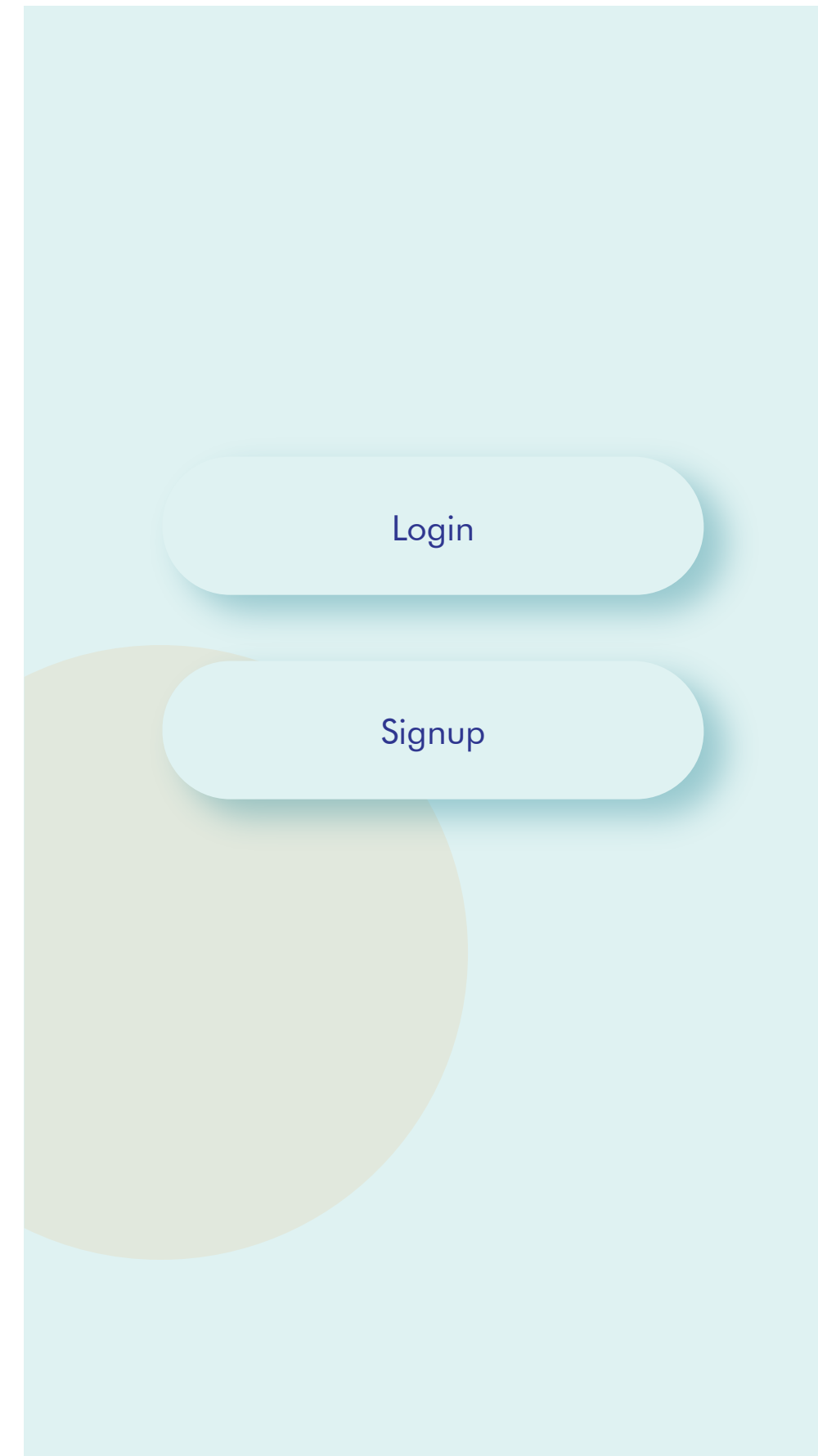
H: 25,752 px

Screens

Launch Screen



Login/Singup

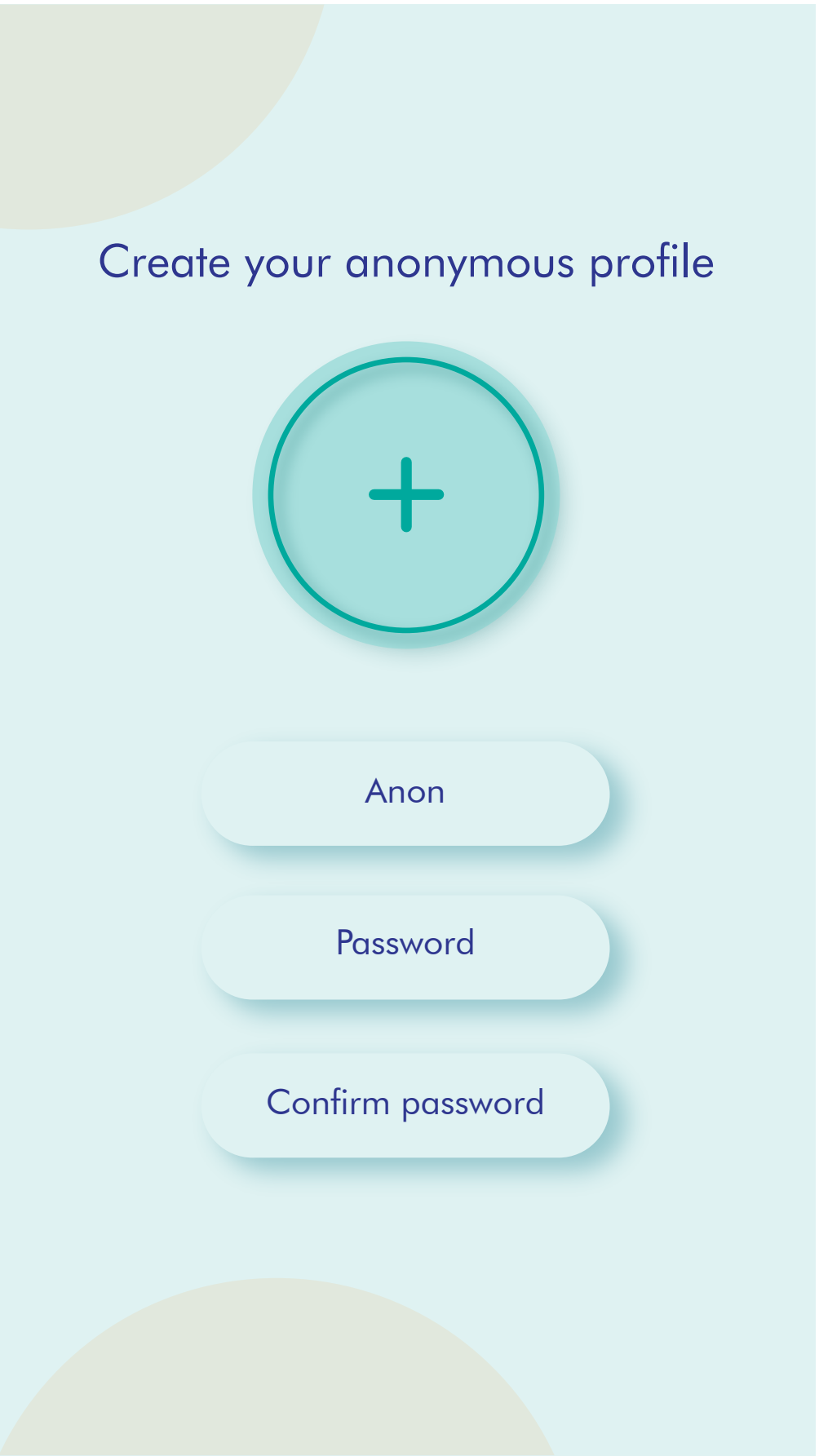
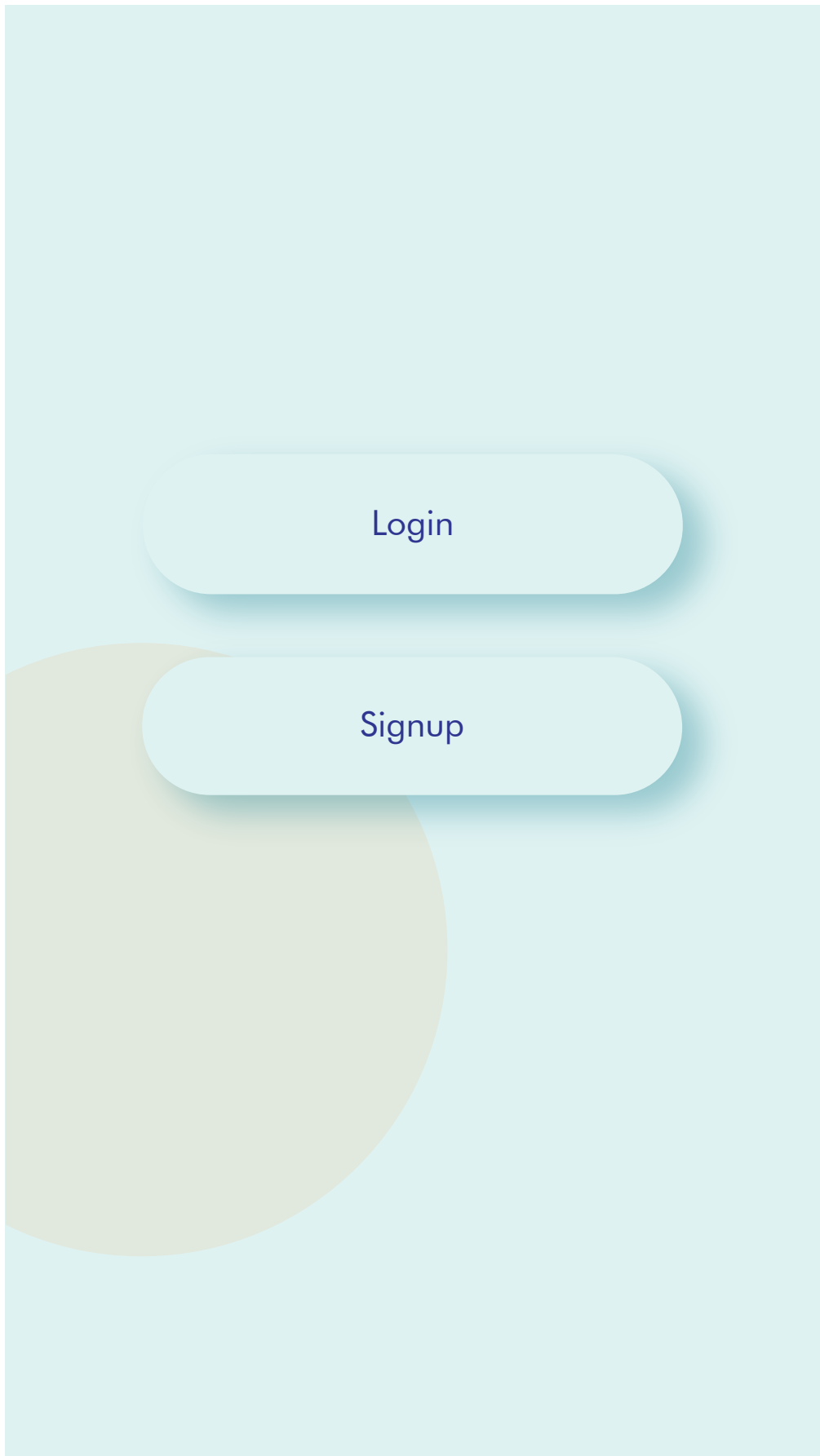


Hi Guys,

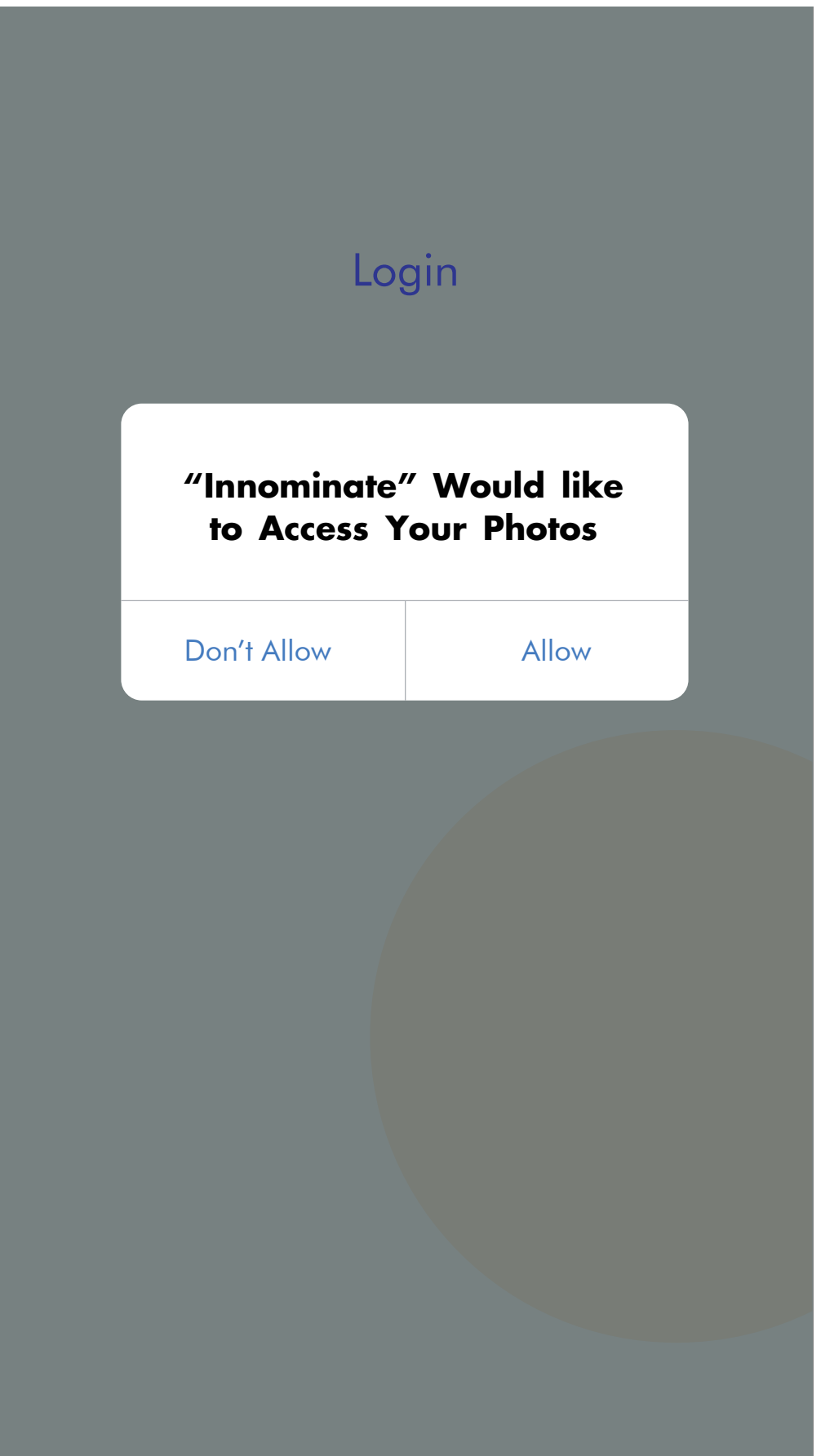
Okay so let me take you through my app...

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 annymous Profile



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

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



Join groups



Create new group

Now another decision
Do you want to Join or Create a group?

Great you have made your decision but before you can do that there are a few rules we need to go through...



Join groups



Create new group

Just a few important rules



I agree to T&C's ☒



Join groups



Create new group

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



Create new group

Creating a group?
Create its Profile

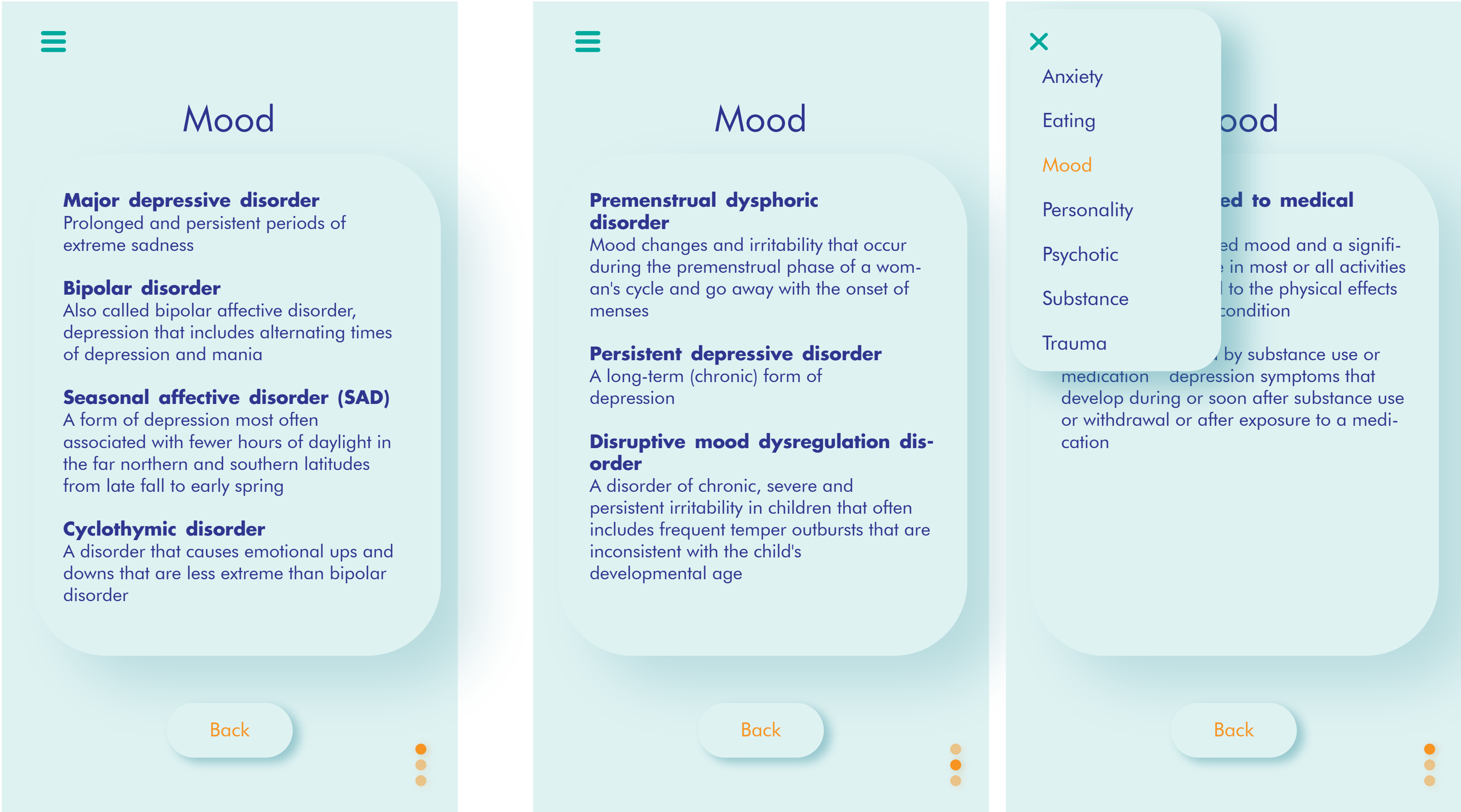
30
29
28
27
26
25
24
23
22
21
20
19
18
17
16
15
14
13
12
11
10
9
8
7
6
5
4
3

Joining a group?
Let's 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 "?"

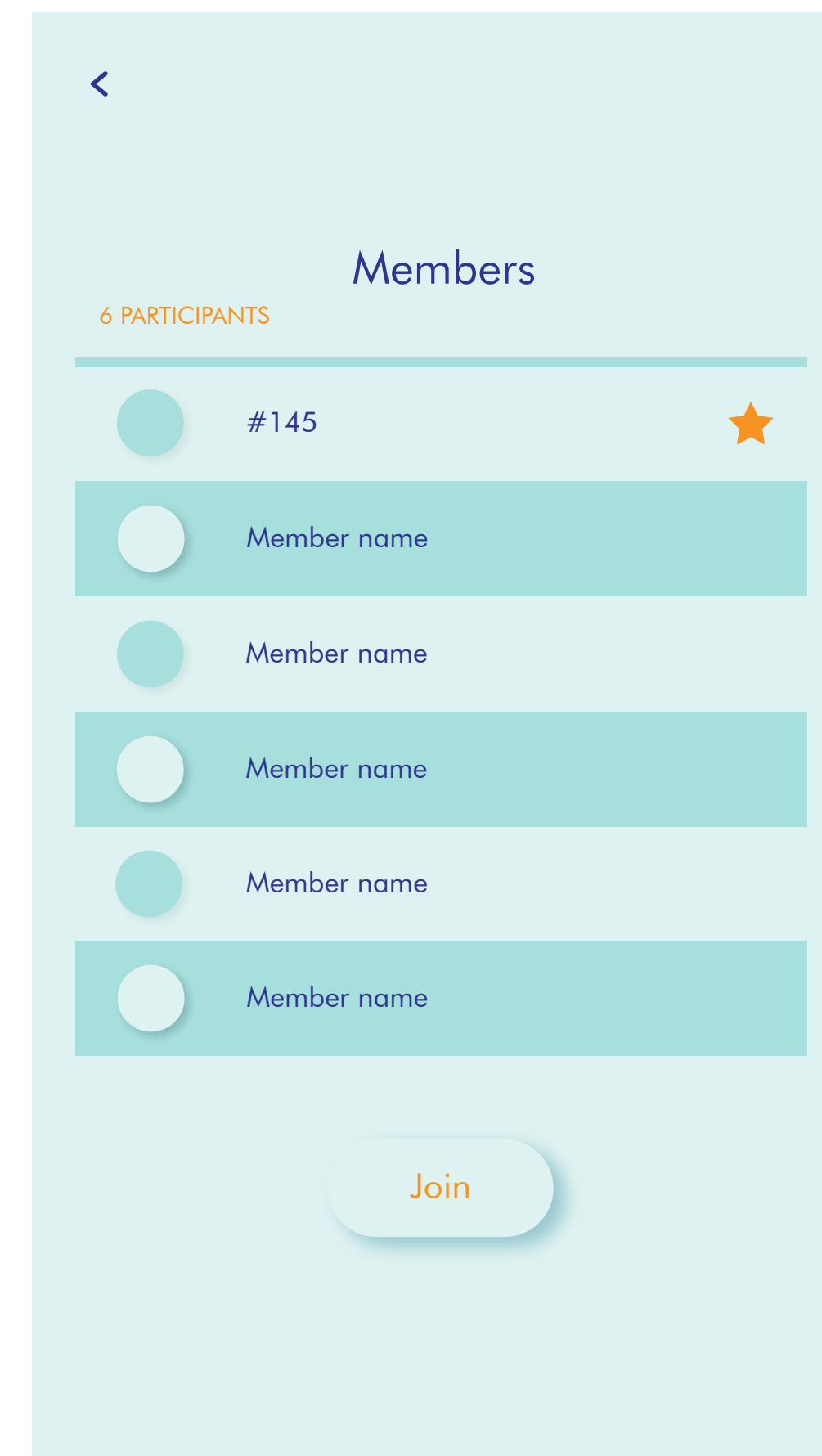
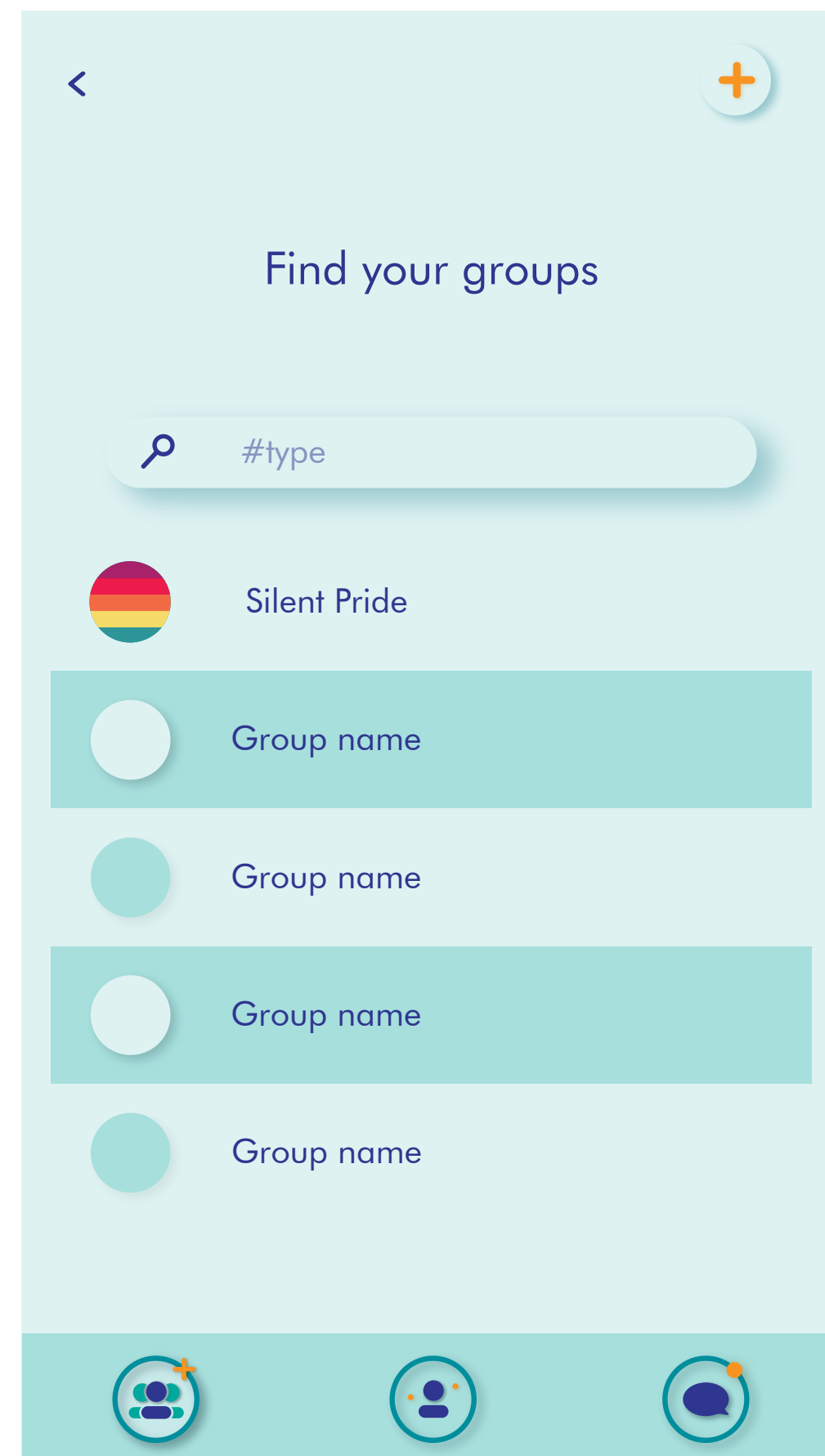
See you can comfortably go through each category by scrolling through the info and using the menu

?



Another example of a category

Great now lets find a group to join



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.

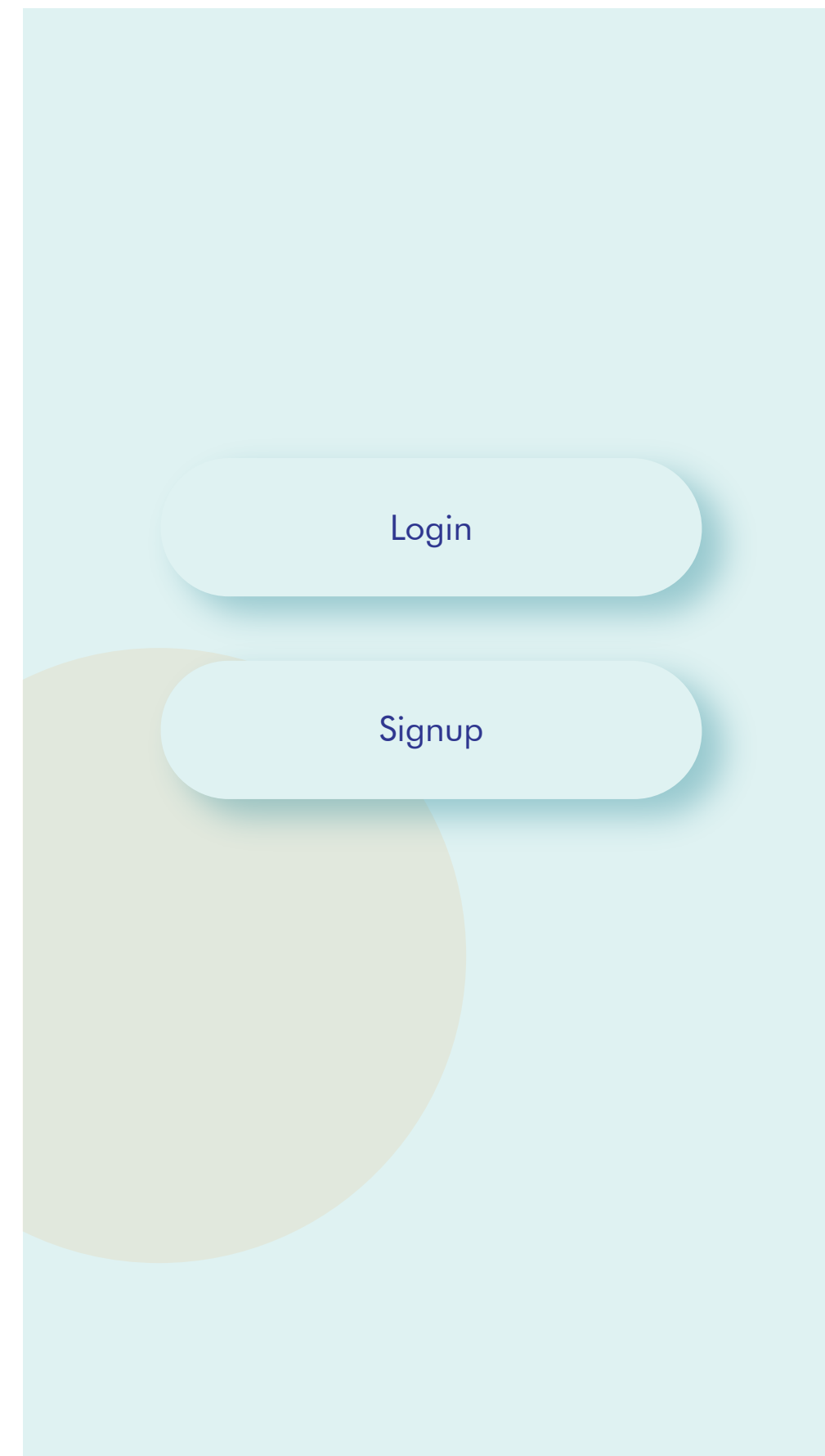
I see a group has caught your eye
You can tap it and it will show you the group description.

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

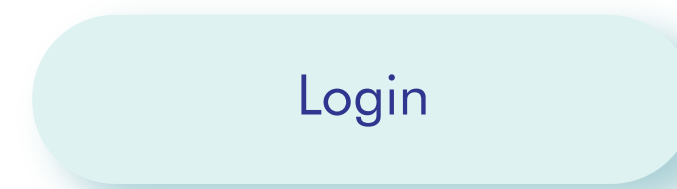
“Join”

Lets just quickly go back...

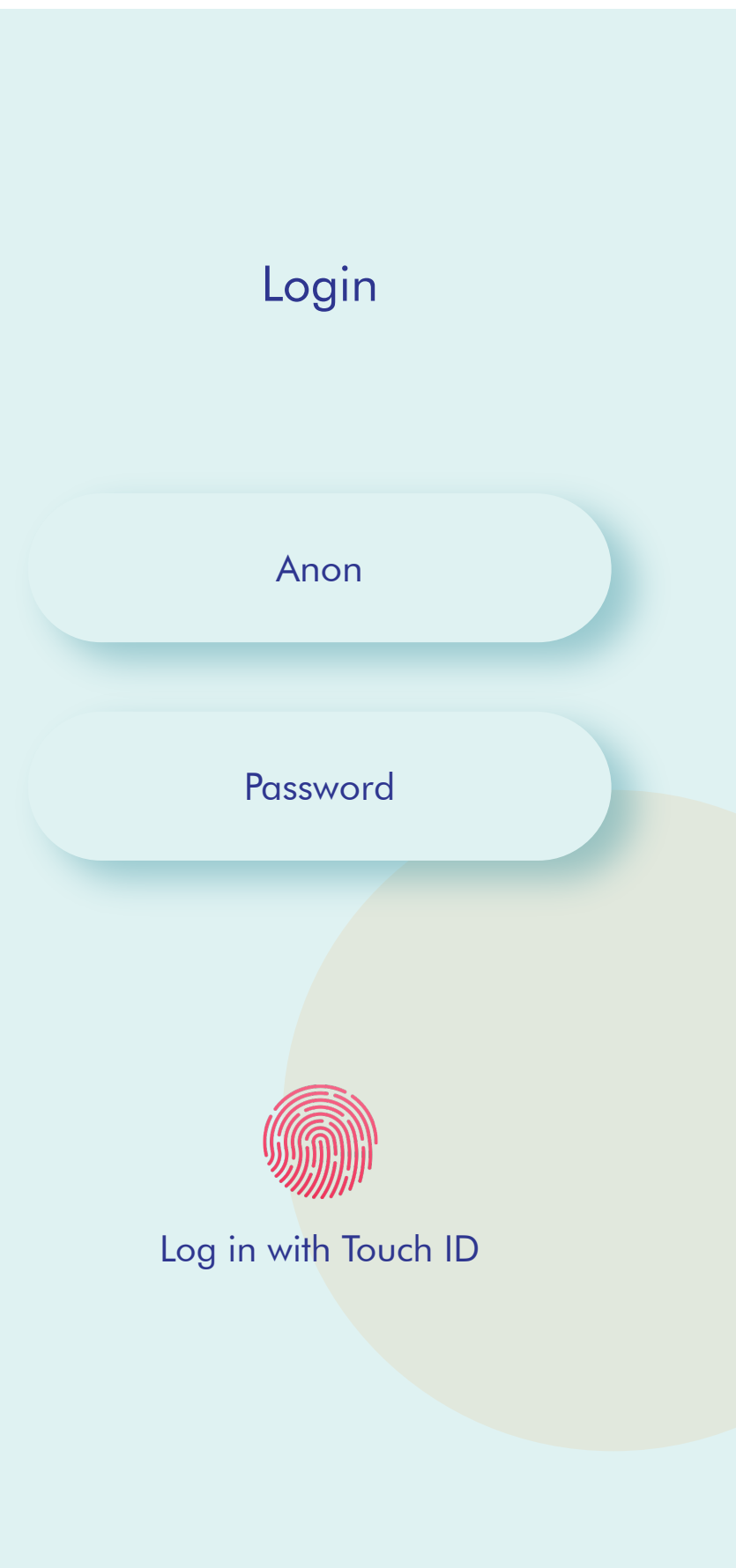
Login/Singup



Login



Login



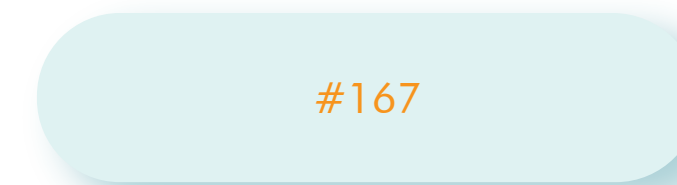
Anon

Password

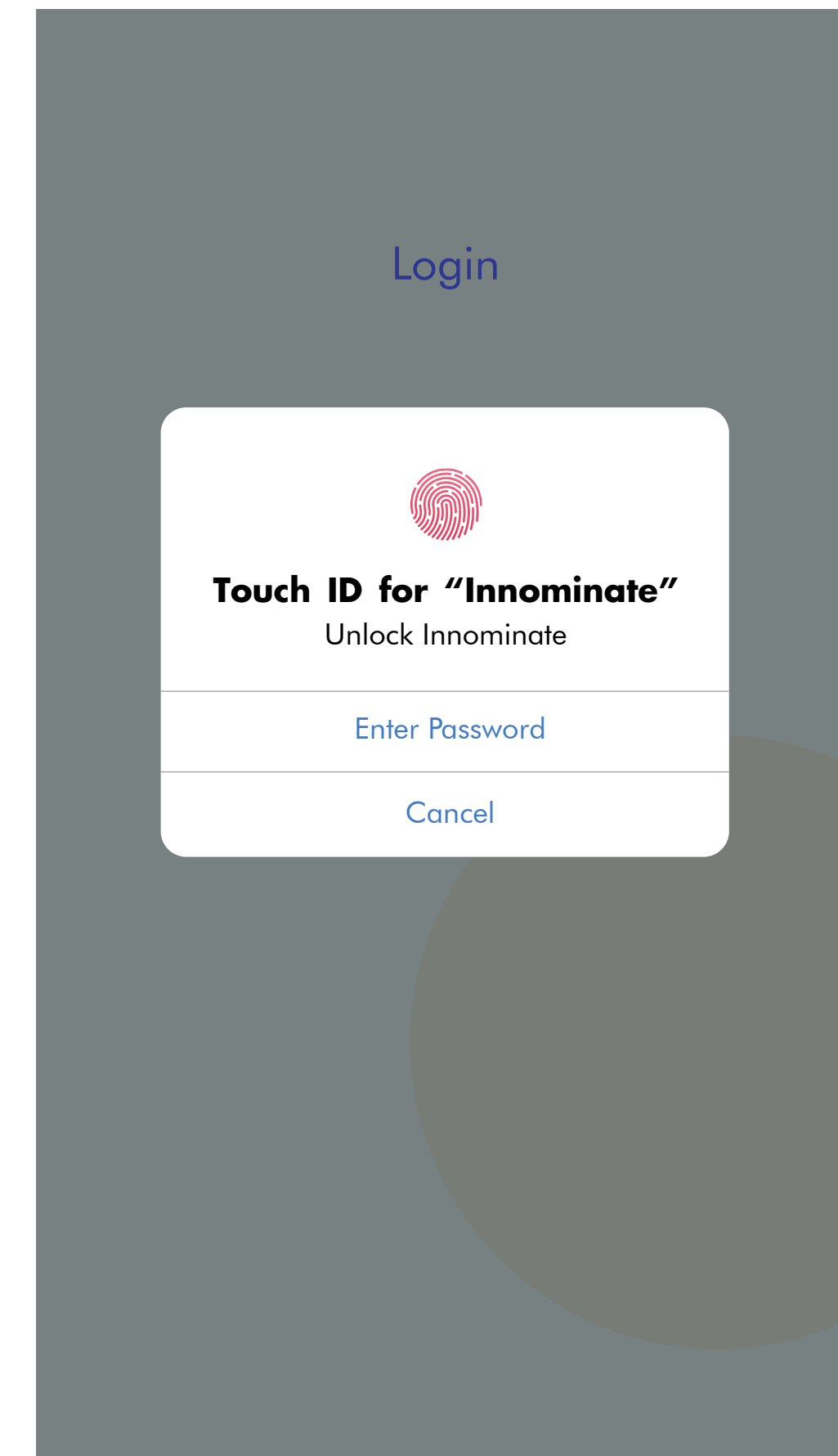


Log in with Touch ID

#167



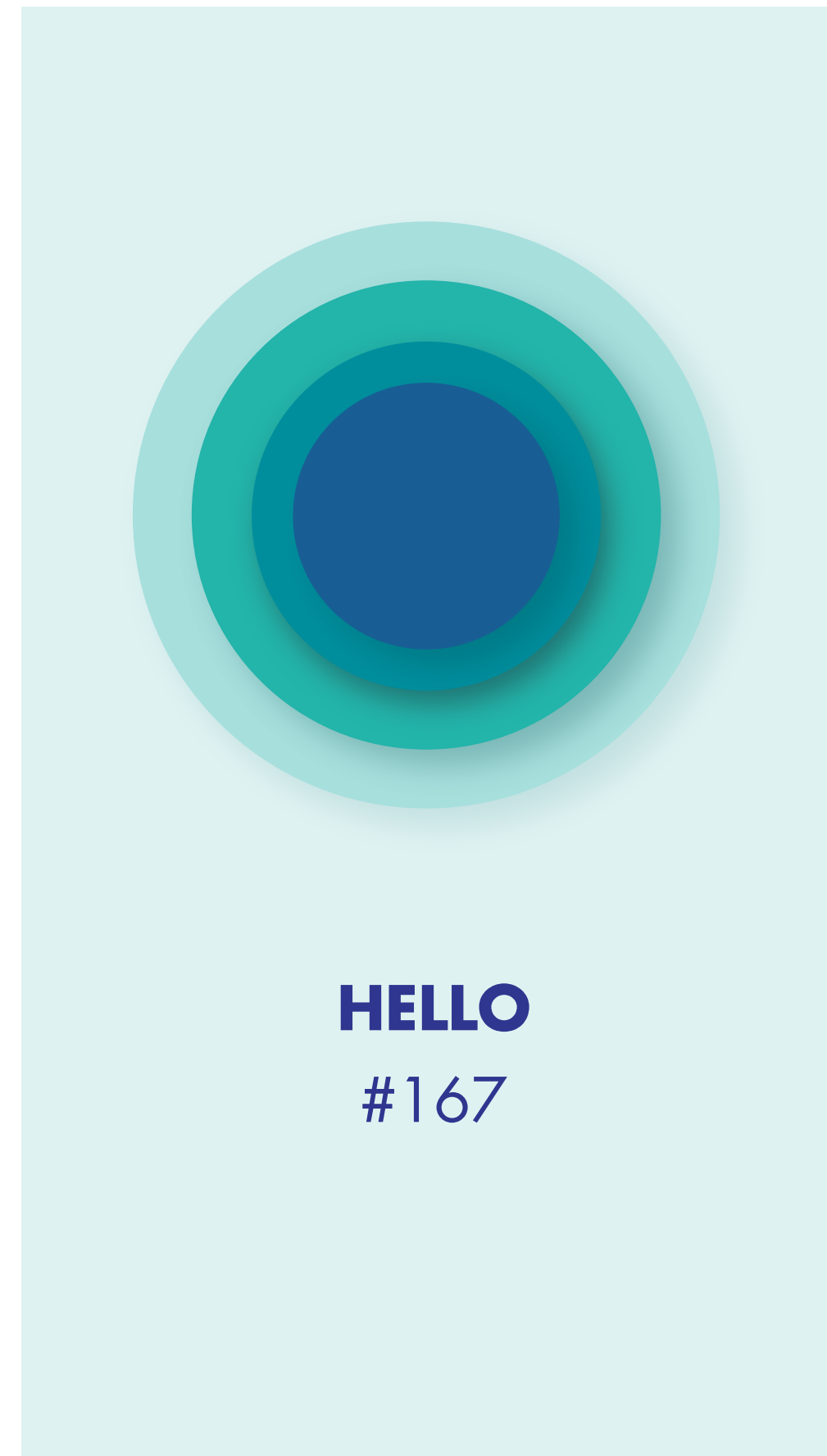
Login



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!

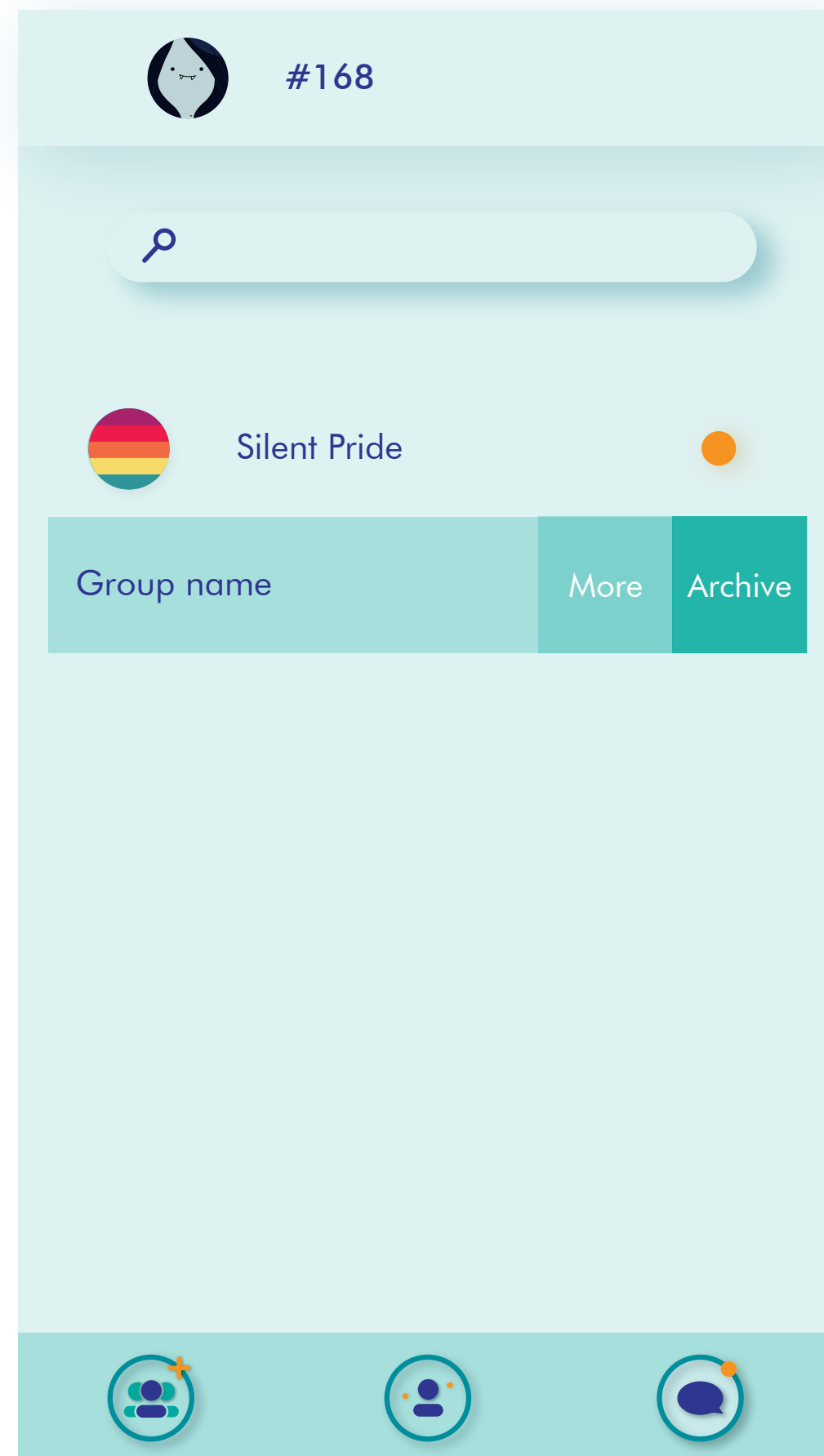
Login



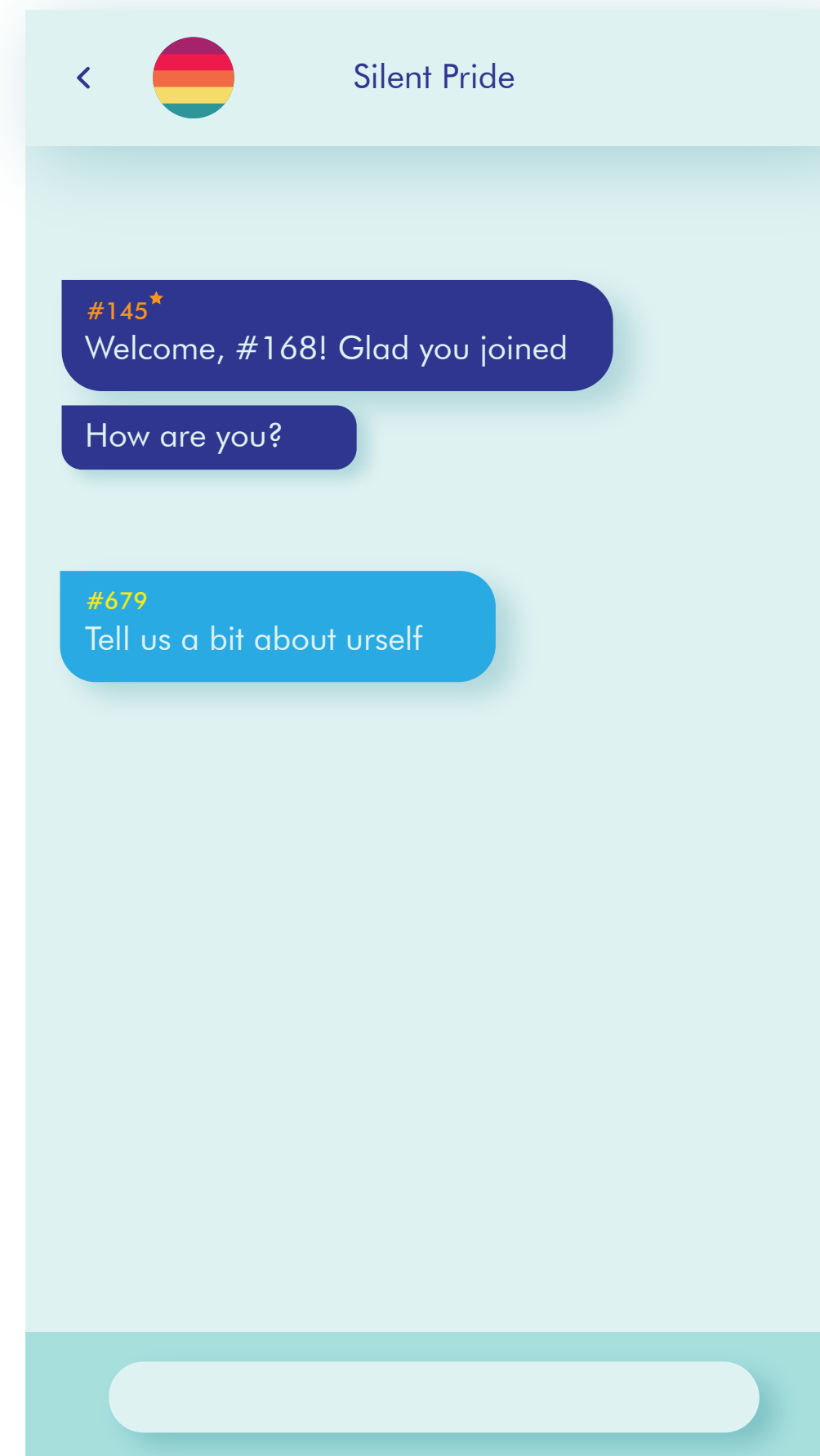
A quick loading screen will greet you
You have reached your Home/Profile screen!

Here you can navigate to your

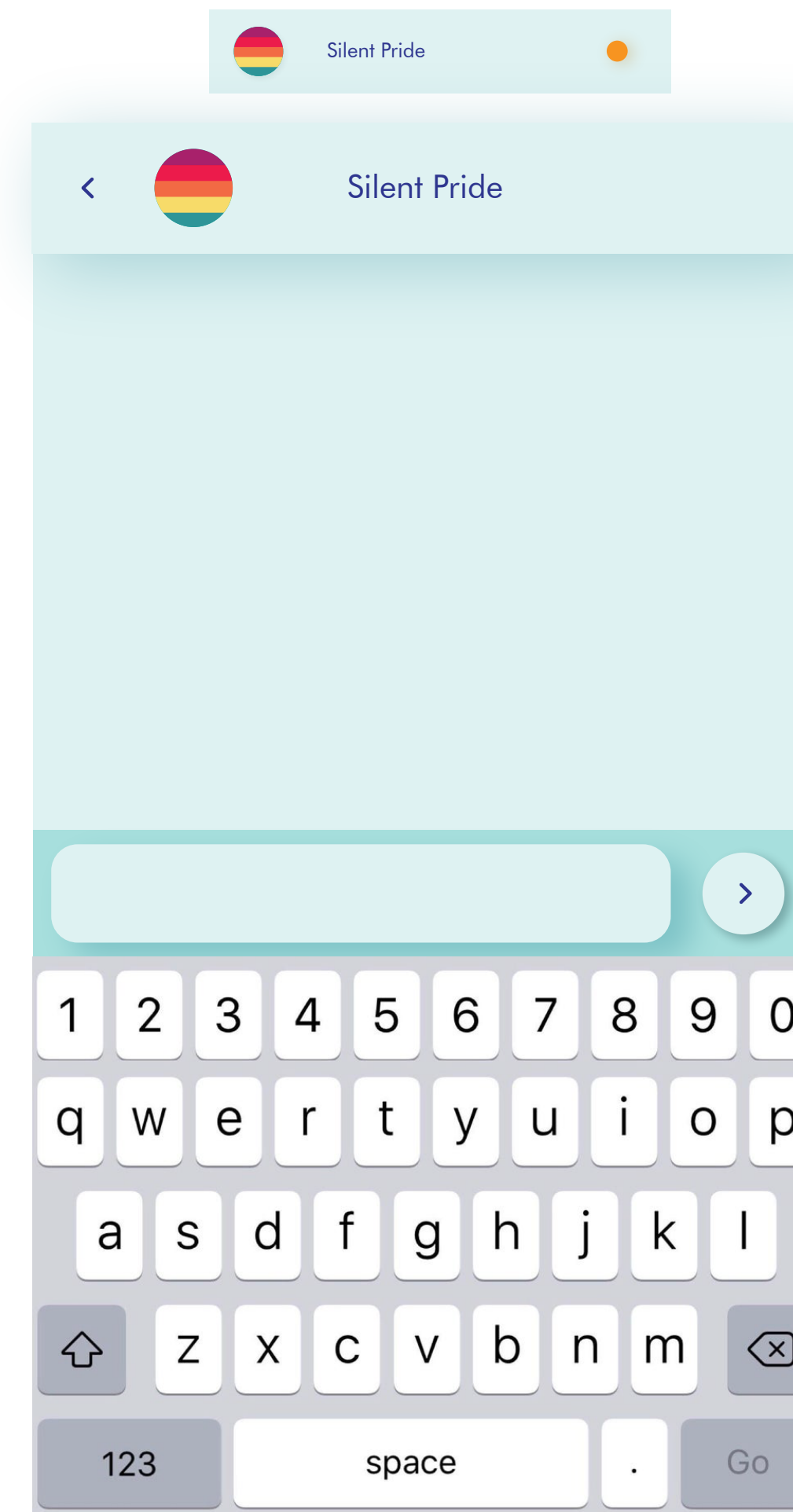
- Your group Chats
- Join a new/another group



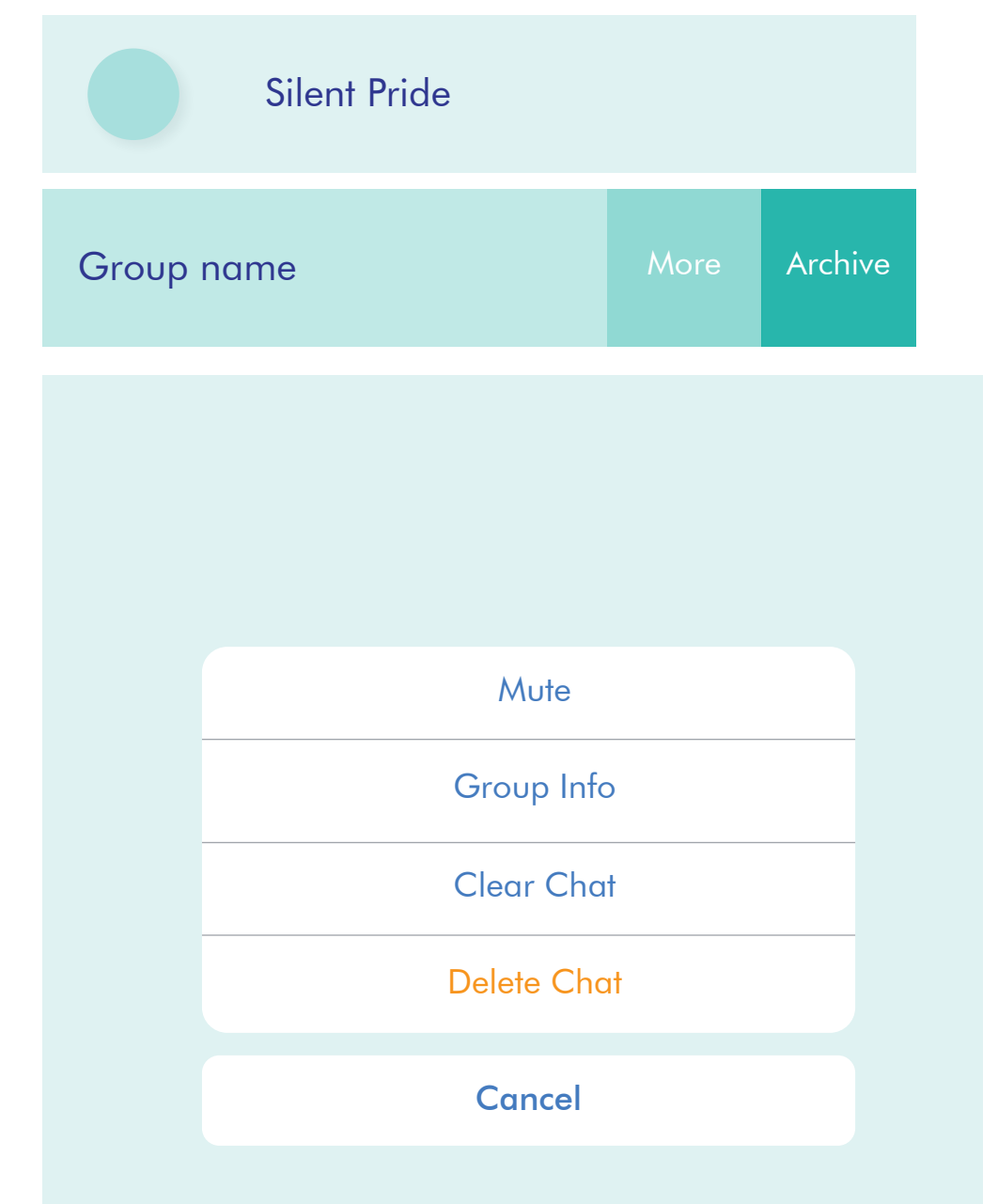
Hey you have a New Message



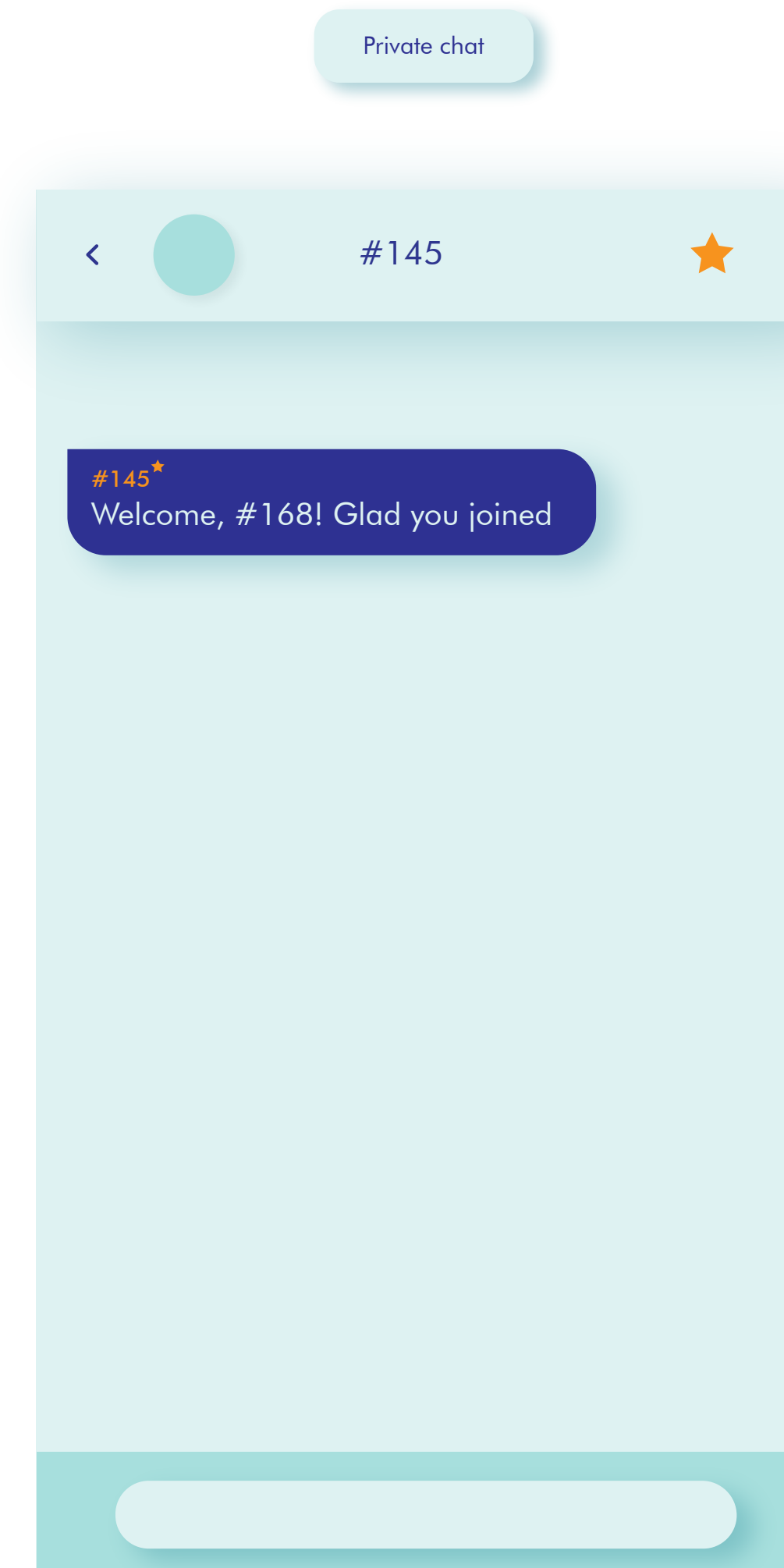
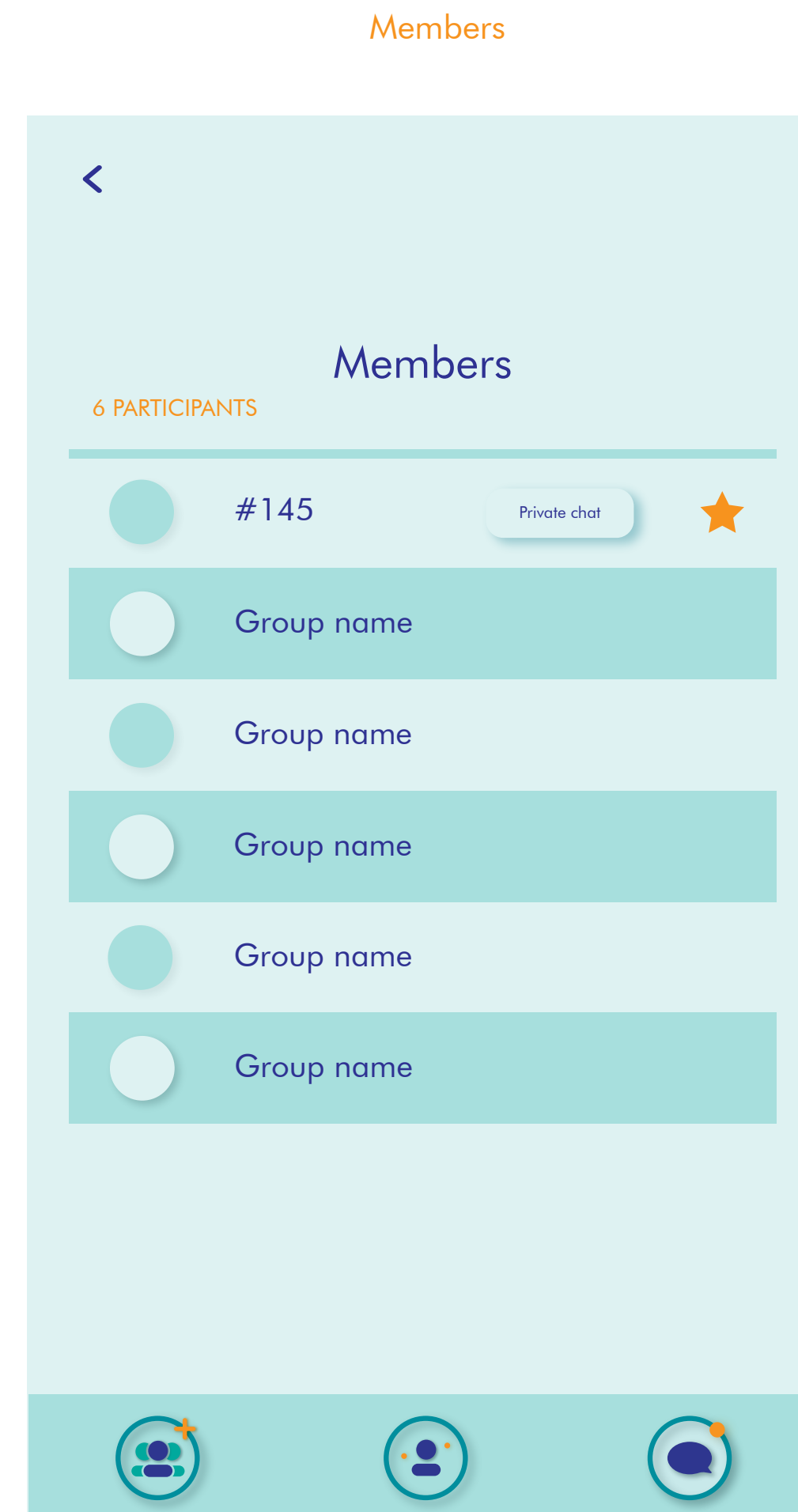
See that orange dot it means there is a new message



This is where you can chat to your group members



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



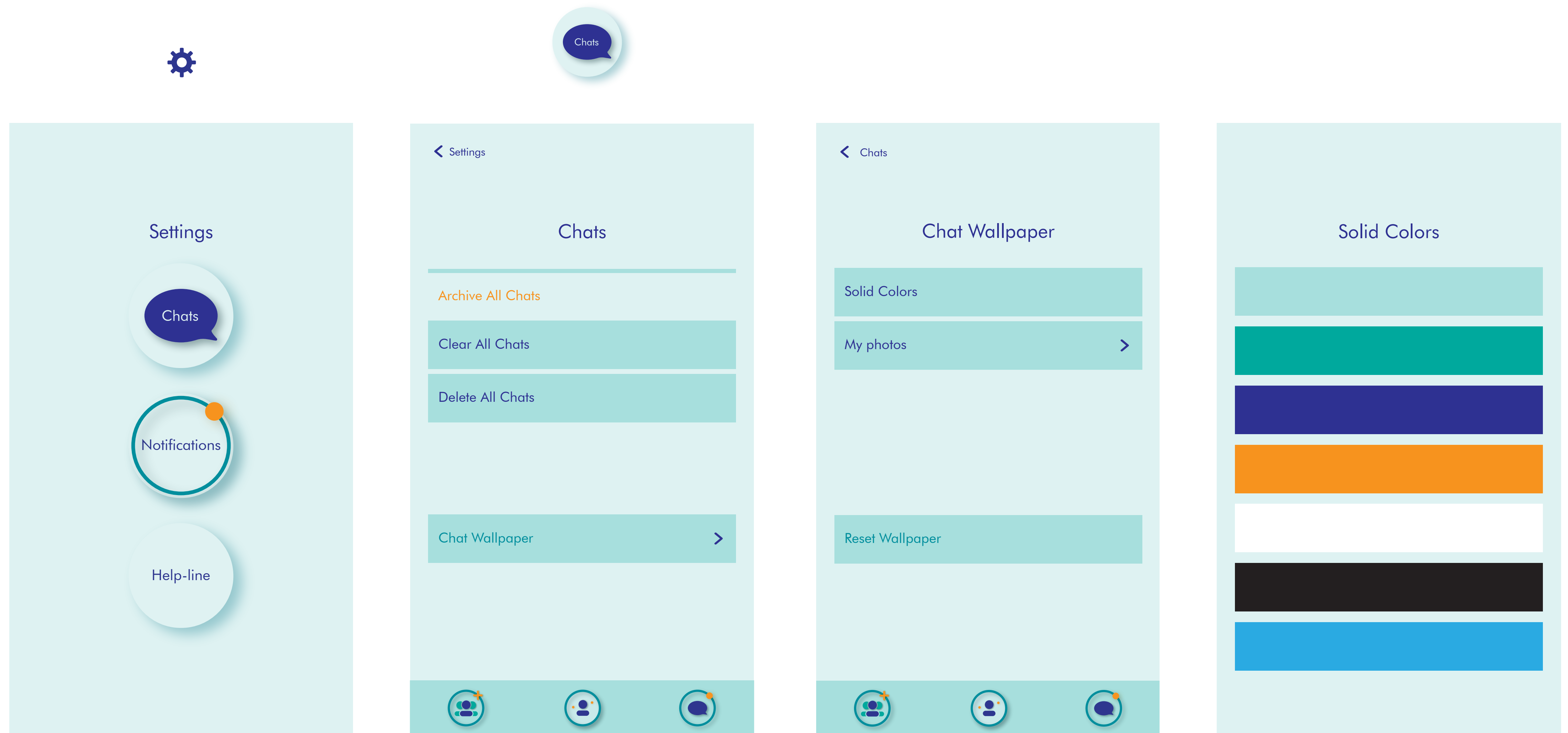
Here is something cool
When you click on your group in the chat and you navigate to Members

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

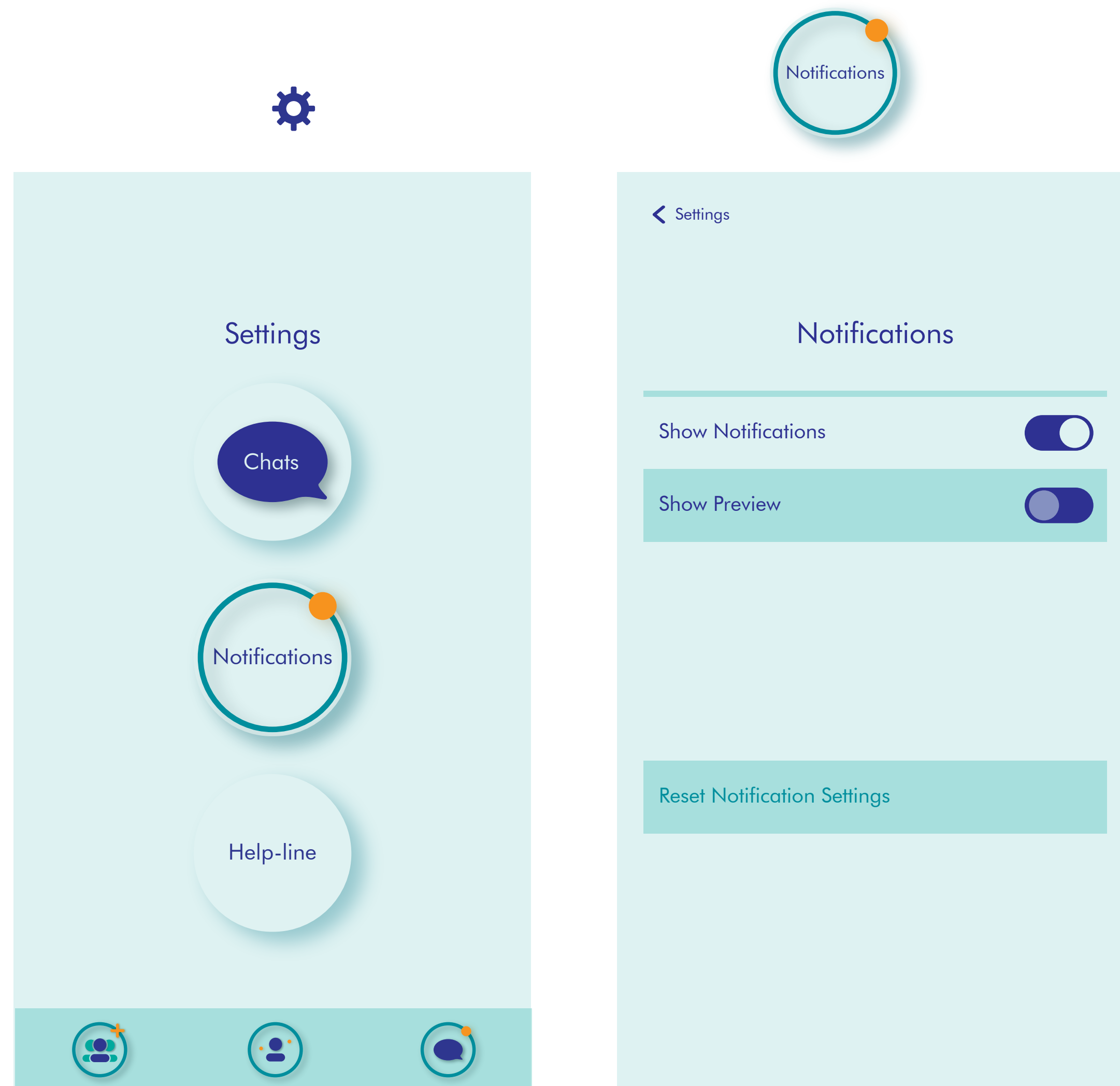
This only works for the group leader
(You can't "slide into the dm's" of other members in the group)

Star - Group leader



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 recieve the help you need
Remember "Innominate" is only a community-based support system
not medical aid.

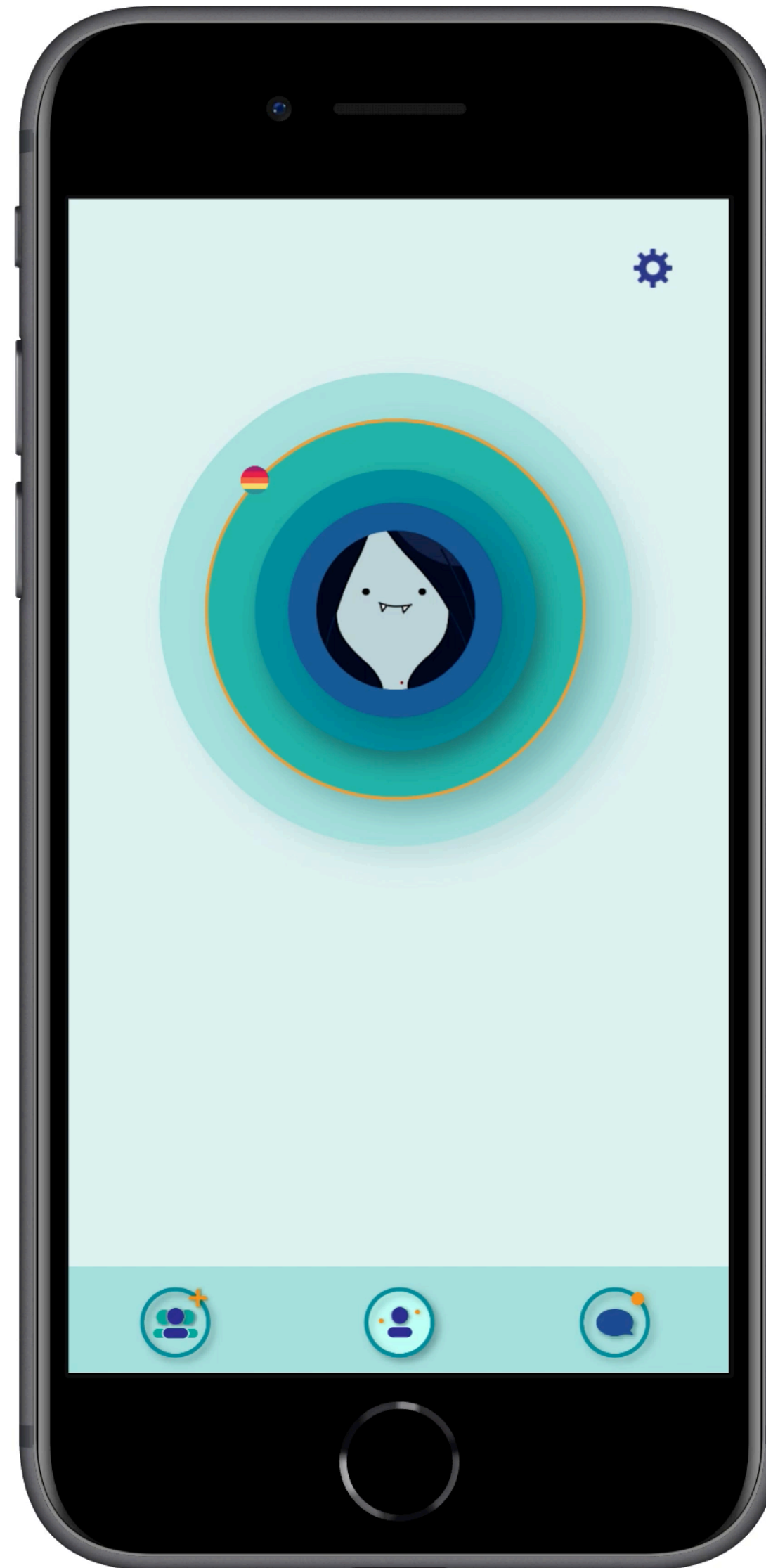
Prototype

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



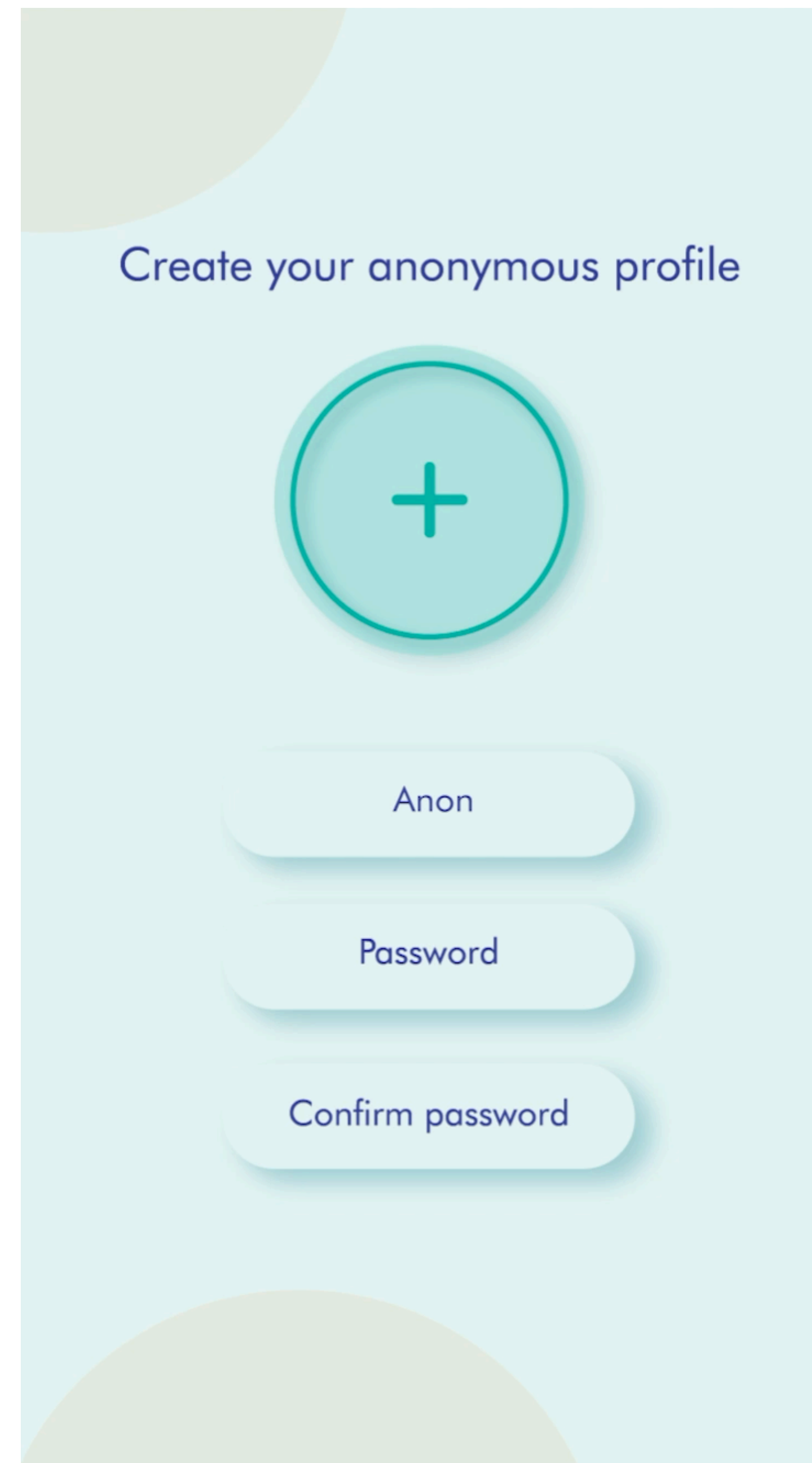
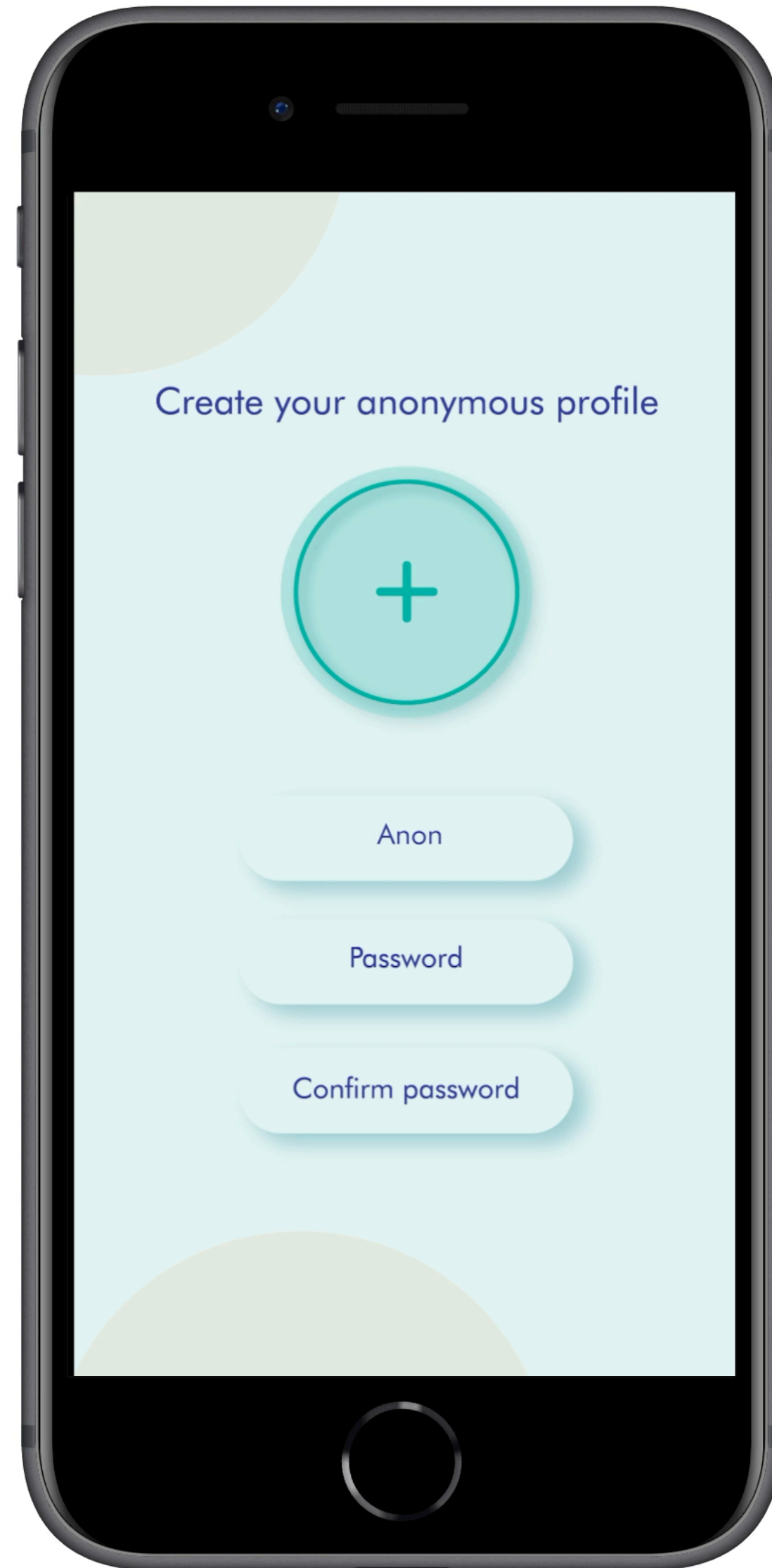
Animations

Launch screen
Logo reveal



Animations

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



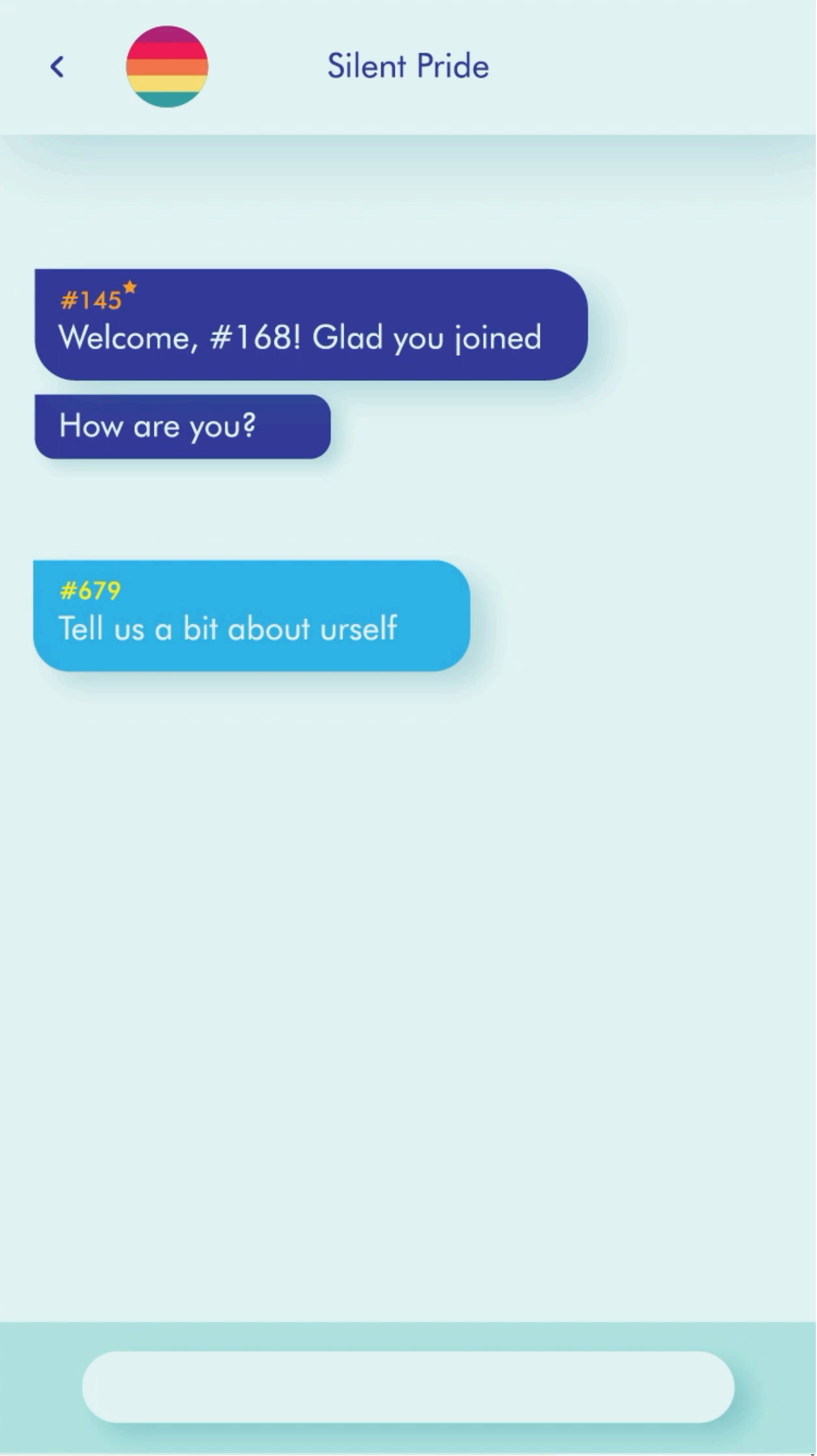
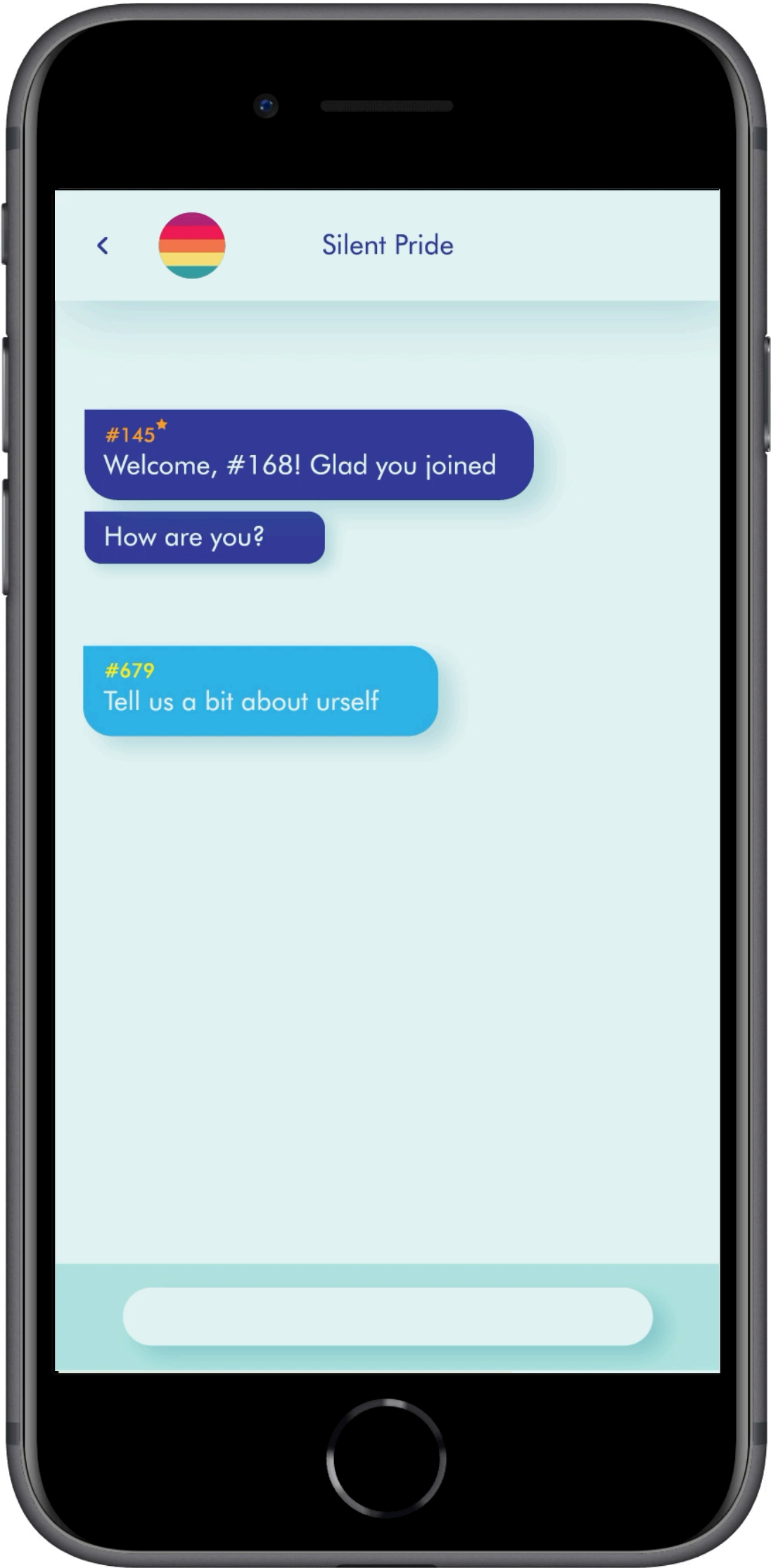
Animations

Filtering groups



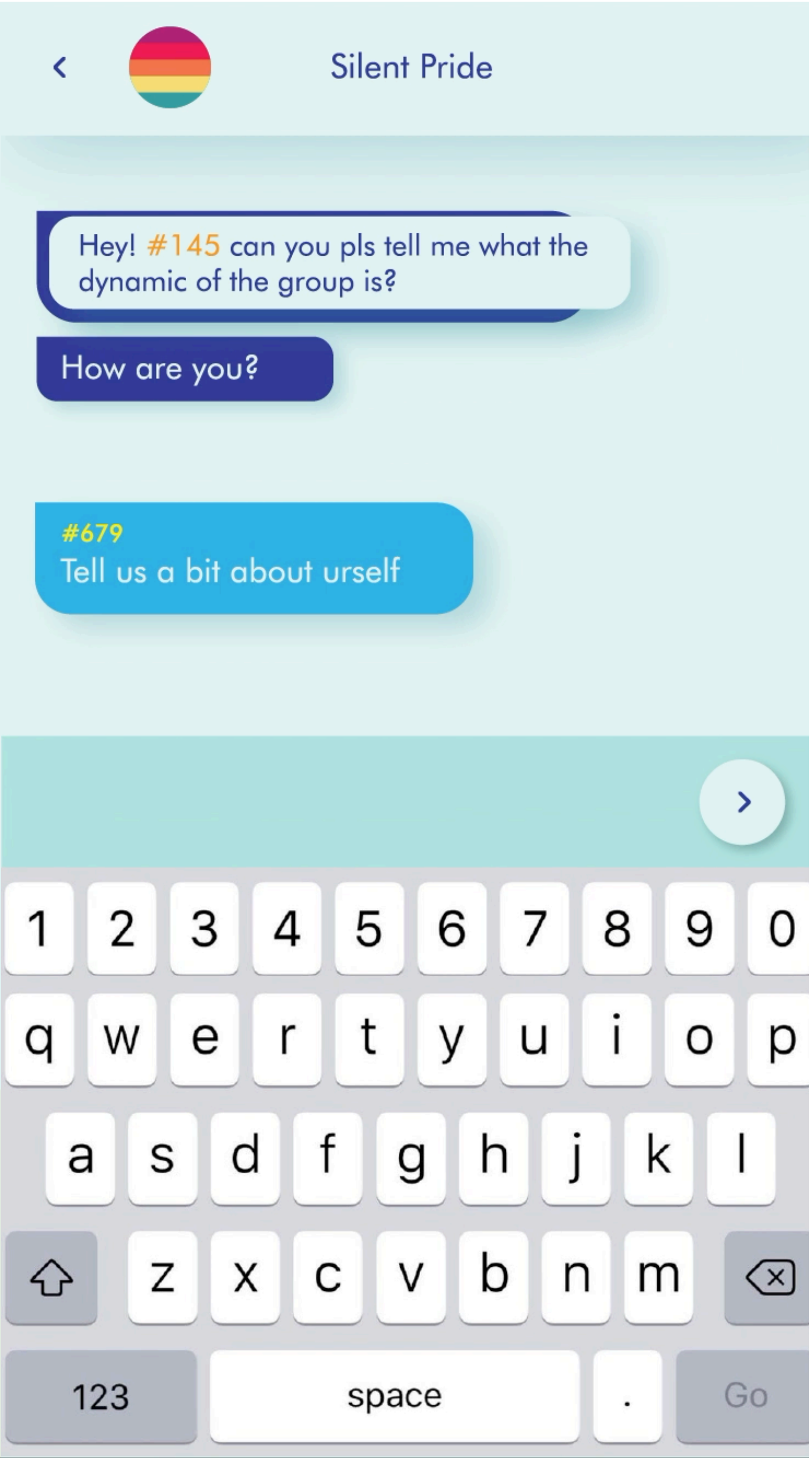
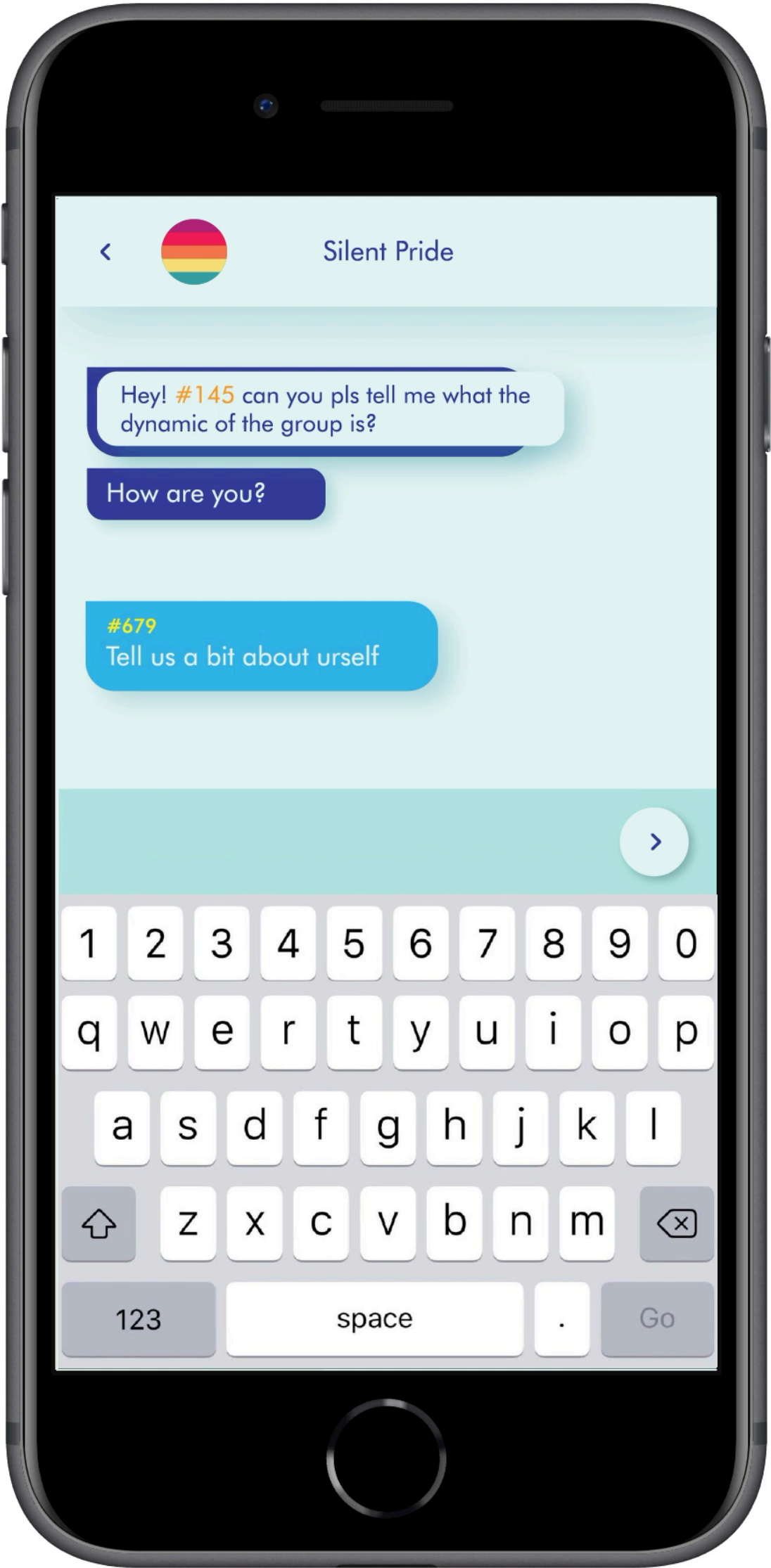
Animations

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



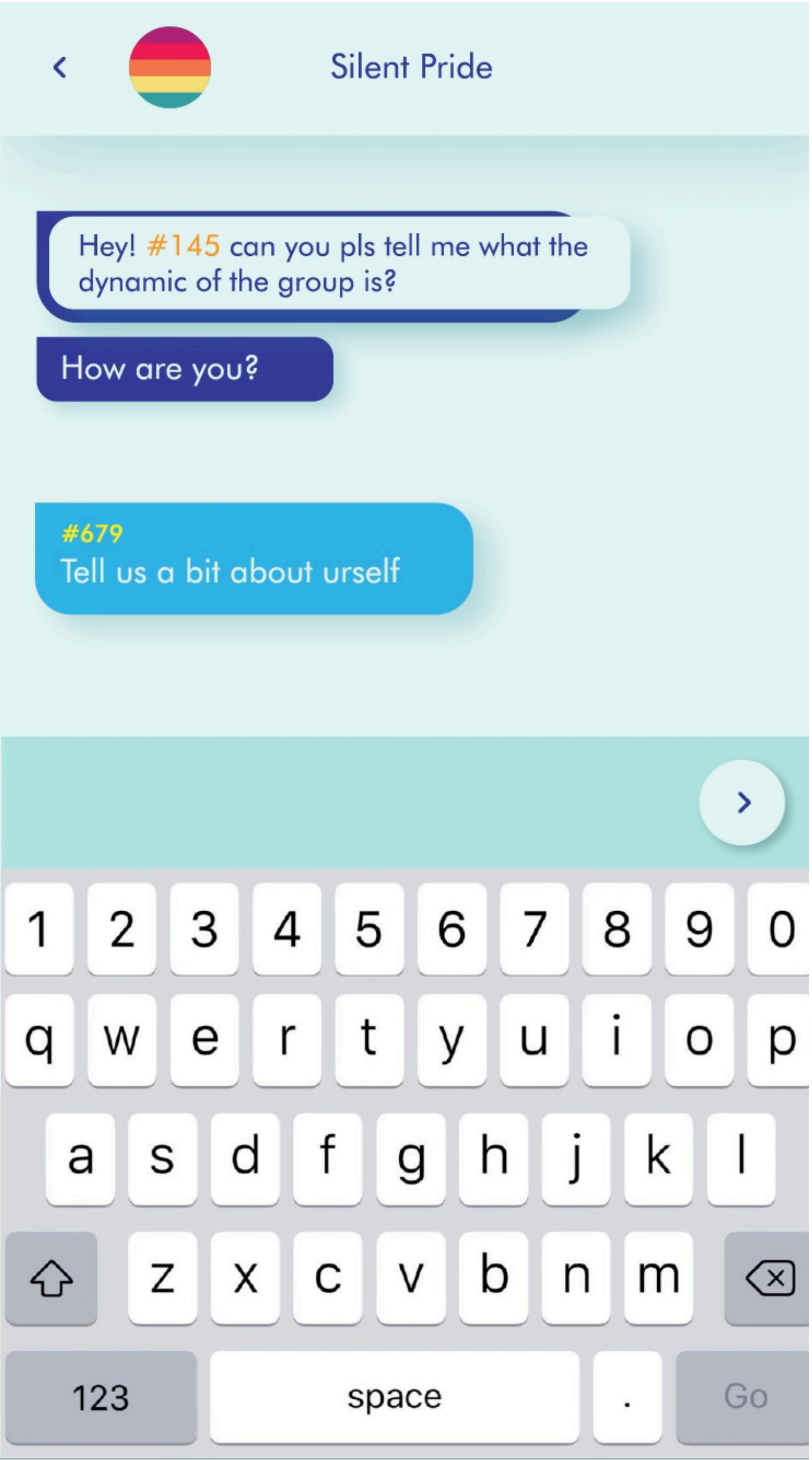
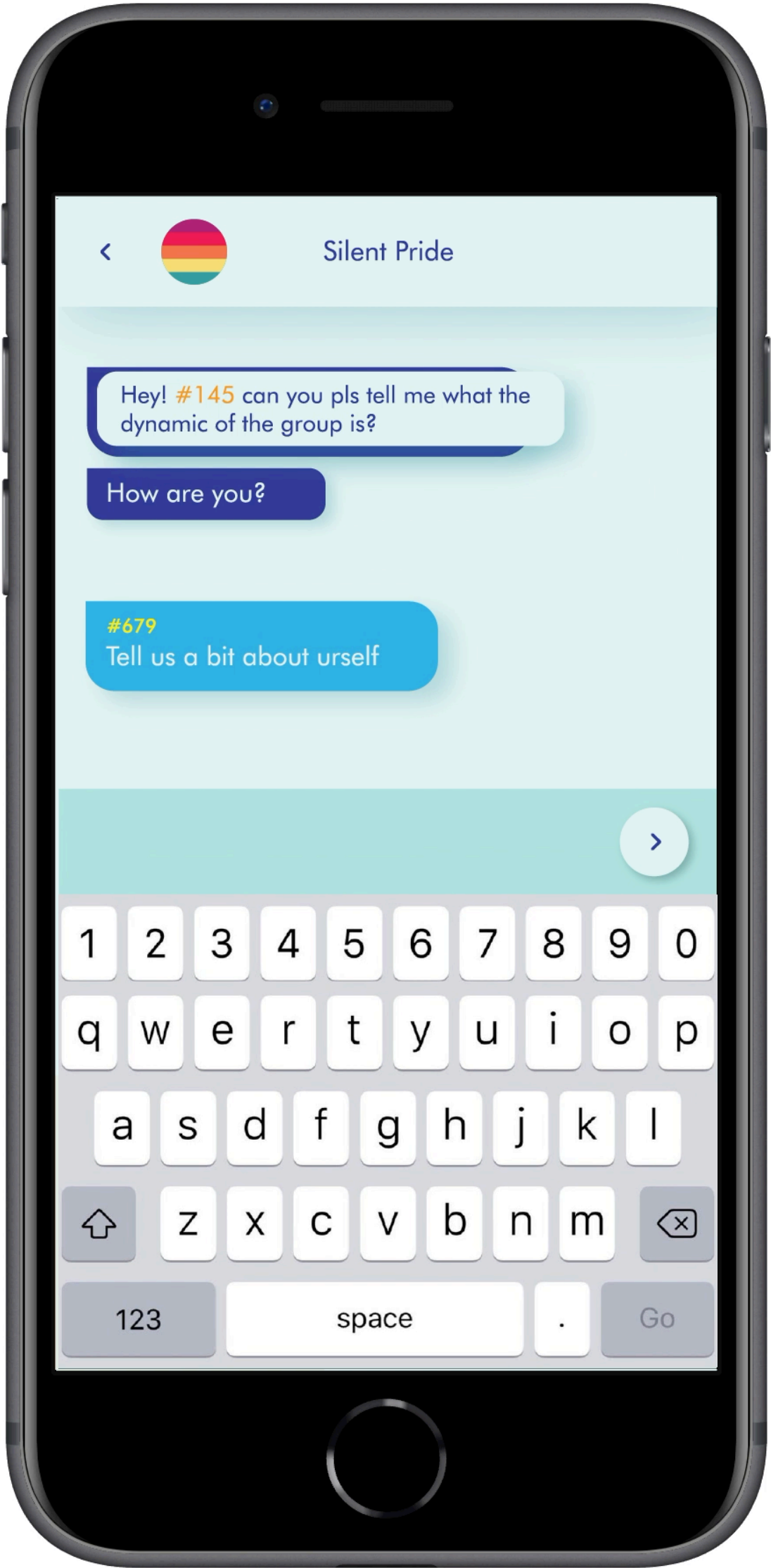
Animations

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



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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 responsibilities
- judging family
- finding the right care
- lack of desire
- 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?