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**design
studio**

intro

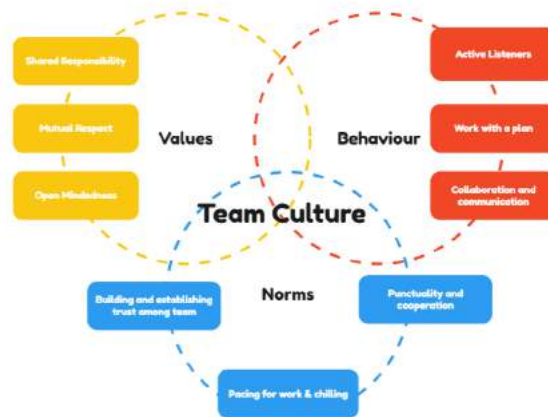
Team Culture

This first class in DS touched on cross disciplinary collaboration with different specialities in our teams. Mr Jason gave us a lecture about team culture norms and did a team building exercise that can help break the ice and got us to know our teammates better.

IDEO

We also learned about IDEO which talks about the type of person we are as designers and people. It helps us organize and distribute ourselves effectively as a unit so that we may help understand each other's strengths and capitalize on it.

3J: SEPTEMBRUH



TASK 2B: Possible Team Roles

Identify the possible roles for your team

Team management and support:
Robin & Tim & Yilin :)

Research and analysis:
Yilin, Tim

Development for the experience and service:
Robin, Tim

Project Architect:
Tim, Robin

“Septembru”

Coincidentally all of us are born in September so we named our group “Septembru” LOL. Robin comes from a 3D background while Yilin is from Comms. Through the team building exercise we all agreed on no specific leader in this group and all of us should be able to work cooperatively to reach the final outcome at the end of week 7.

I see myself as an ‘experience architect’, ‘Caregiver’, ‘Collaborator’ and ‘Hurdler’.

Through this studio lecture, I realize that I have to be more forward thinking and out spoken. Although skillsets are integral to project management, presentation will be the defining factor from a viewer's perspective when hearing about our ideas. Since my groupmates are both 3D and comms with me having a background in comms, I realize that I may be able to provide background support on both sides if need be.

project discussion

Food for cancer

Our group 'Septembruch' wanted to do a project that was already well designed where we just needed to expand on it and make it elevated.

Grain nutriplan

This project was born from my personal connection to my parents' battle with cancer. It aimed to uplift hospital patients enduring unappetizing meal plans and the taste-related challenges of cancer treatment by enhancing their nutrition and culinary enjoyment. It was a group project that I pushed for in 2020 and made it to Crowbar Finalists.




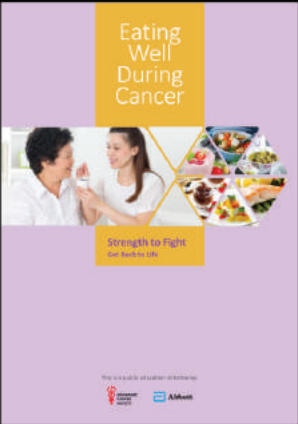
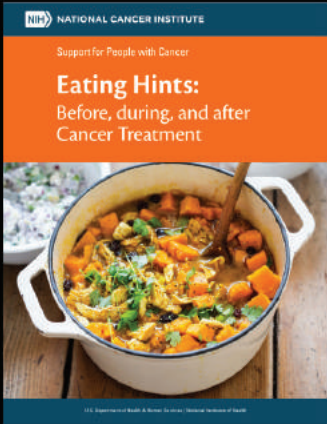

“Food often brings quality to our lives. It gives us pleasure and satisfaction, nourishes our mental and physical wellbeing. Imagine how it must feel to lose our appetite and all the pleasures eating brings us. For many cancer patients, it's a sad reality. Medications often cause nausea, while radiation treatment can make the mouth sore, and sense of taste can also change.”



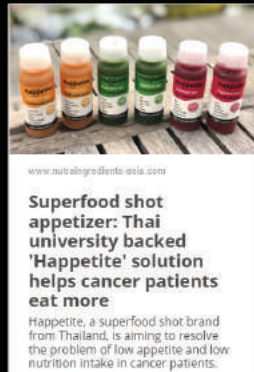


research

Principal Causes of Death

	2020	2021	2022
Total No. of Deaths	22,054	24,292	26,891
% of Total Deaths			
1. Cancer [ICD10: C00-C97]	28.6	26.4	23.9
2. Pneumonia [ICD10: J12-J18]	18.8	20.1	20.0
3. Ischaemic heart diseases [ICD10: I20-I25]	20.5	18.4	19.7
4. Cerebrovascular diseases (including stroke) [ICD10: I60-I69]	6.0	6.1	5.8
5. Hypertensive diseases (including hypertensive heart disease) [ICD10: I10-I15]	2.9	2.7	3.7
6. External causes of morbidity and mortality [ICD10 : V01-Y89]	3.7	3.4	3.3
7. Nephritis, nephrotic syndrome & nephrosis [ICD10: N00-N07, N17-N19, N25-N27]	3.1	3.3	2.9
8. Other heart diseases [ICD10: I00-I09, I26-I51]	2.1	2.3	2.3
9. Urinary tract infection [ICD10: N39.0]	2.1	2.2	2.1
10. Chronic obstructive lung diseases [ICD10: E10-E14]	1.2	1.1	1.2

Taste and Smell Changes | Managing Cancer-related Side Effects

Certain types of cancer and its treatment can change your senses of taste and smell. Learn about common causes and what can be done to help.

miro

I knew that in order for us to really talk about cancer, we needed to have statistics to present our problem statement. So I looked into macro data on cancer as well as research on the importance of food with cancer. Robin and Yilin mainly focused on market research and what other brands were doing.

end goal: pop-up space

to create an
experience
with a product
and service

This project comes from a loved one's perspective of a cancer patient and the food they were restricted to daily. For a majority of cancer patients, taste aberrations can make daily meals a chore to stomach and affect their appetites. What if Singapore Cancer Society merged with commercial brands for a collaborative menu that tackles cancer patient's taste aberrations while retaining nutrition and flavour profiles these F&B brands represent?

Introducing Grain Nutriplan, a bento inspired meal specially catered for cancer patients to enjoy the taste of Grain and all it represents. Set meals include foods and flavour profiles that will activate sensory receptors of smell and taste. This project comes with an activation of a pop up space that lets the public try the menu for themselves as if it was a regular meal from Grain.

We hope that this project will raise public awareness on how food plays a crucial role for a cancer patient's recovery on both a psychological and nutritional level.

Key aspects to help a patient's appetite

These articles provide relevant info that will help us if we are pushing the taste sensory aspect of this project

- 6 to 8 small meals (omakase idea for patients)
- Pretty display goes a long way (elevate appetite through visual)
- Plastic utensils to (avoid metallic tastes)
- Option of milkshakes or smoothies (patient may not want to eat)
- Starchy or high protein type foods

Data of patients with taste changes

- 78% of cancer patients who go through chemo and radiotherapy experience bitter or metallic tastes in the mouth.

-Taste changes lead to a 20–25% reduction in daily energy intake, resulting in weight loss – a particular concern in cancer

**key aspects,
research, found,
different articles
sources.**

Market research is quantitative and design research is qualitative. Market research seeks to understand 'WHO', and 'WHAT' and focuses on understanding the consumer. Market research is also more about informational data and economic statistics.

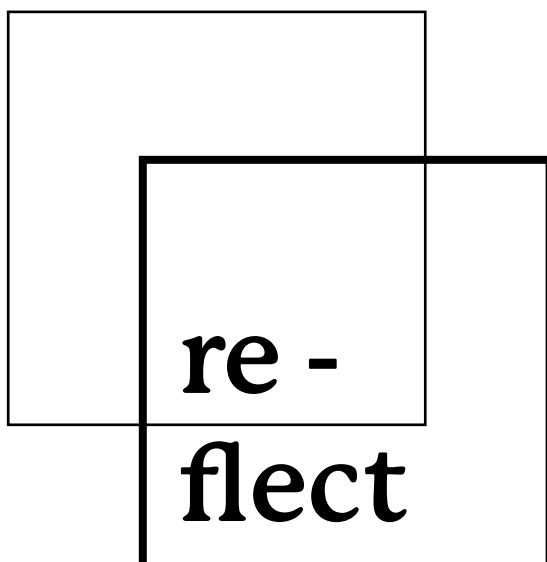
Design research is about 'WHY' and leans more on the direct user. It also narrows down its focus to a subset of people, focusing on values and what they desire. There are various ways to conduct qualitative research such as user interviews, shadowing and role-playing.

consultation

[Remy] Remy liked our topic and the direction we were going for as an idea, he also urged us to form more research to justify our topic.

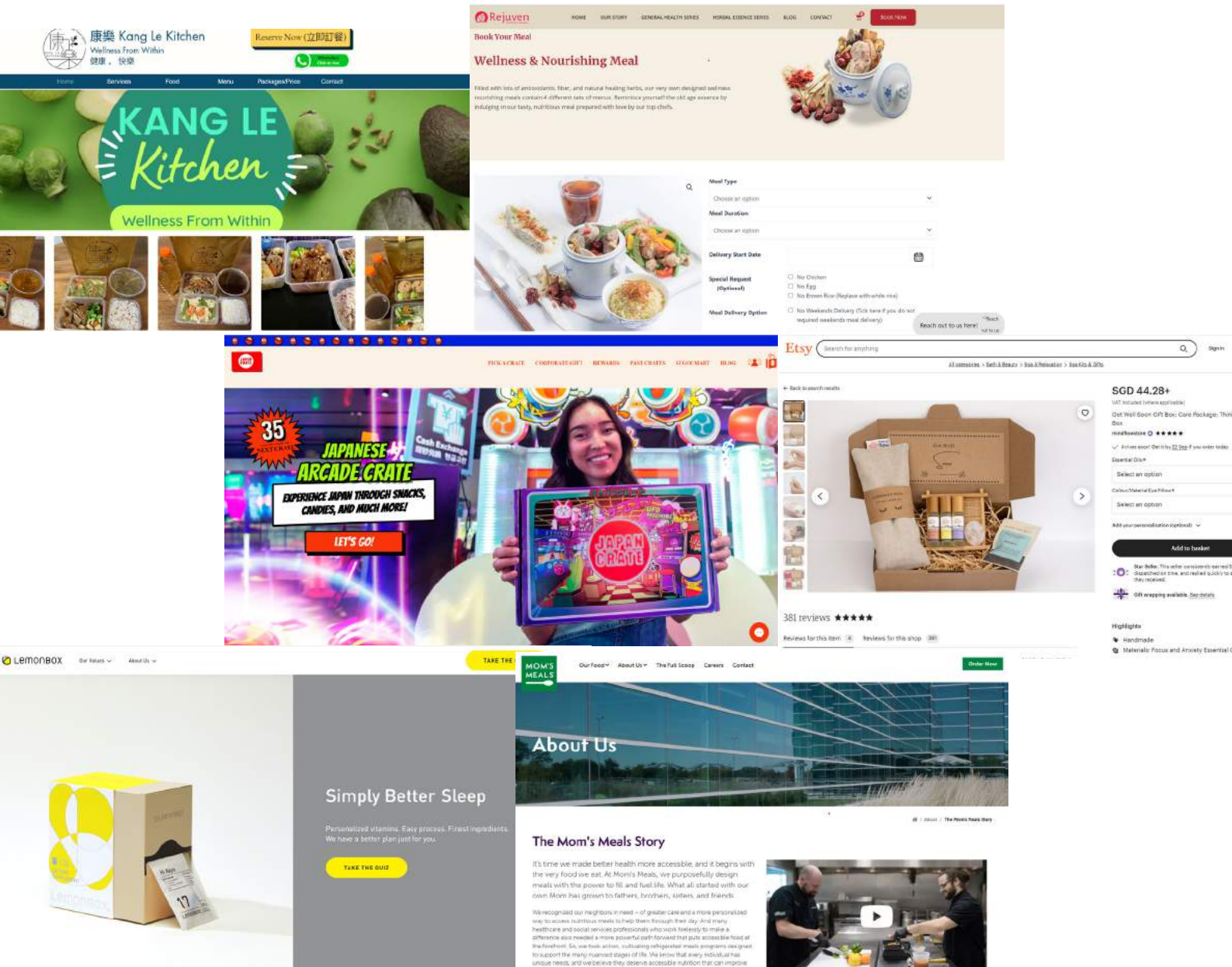
feedback

[Jason] We pitched our new food for mental health idea to Jason and he thought it makes sense. But he told us that we just need to understand more factual knowledge through rigorous research, primary research regarding health experts, psychiatrists, and dieticians. Secondary sources such as psychiatric, and dietary books were also suggested for us to understand the topic better. There was also feedback on how cancer patients would have much more complex aspects to consider other than the aspect of taste. Nutrition, what they can eat and cannot eat may have to be deeply considered as every patient can be very different from the other.



Overall, I think the consultation went well with both lecturers. It will definitely be a challenge to decide on what we can expand on to truly help cancer patients eat better.

We dived into some market research that we thought would be relevant to look at. Some inspirations that can help create both a fun sense of joy and a proper solution.



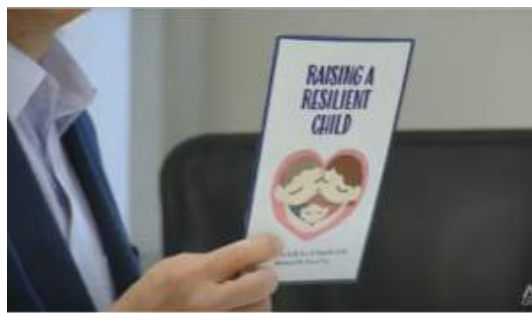
Our market research shows that there were a lot of other brands and companies in the market that utilise packages and subscriptions to develop their solution for different issues. This helped us to gauge what we can do to make our idea different and stand out from the rest.

rethink

After much discussion about our topic and the many aspects that goes into the proj, Robin told me we should include mental health into the mix of food for cancer. But then it got me a little conflicted as I couldn't see why there was a need to add on to the cancer aspect. Though there is a link between cancer and mental health, I didn't believe we could do both at the same time because it wasn't going to be focused enough. So we just decided to change our topic to food for mental health wellness instead. I also thought it would be a good opportunity to add on to my portfolio.

research

Our research started to include aspects of mental health such as statistics about the problem in Singapore, eating disorders, depression and anxiety within specific target audiences.



www.channelnewsasia.com

Study finds 1 in 10 teens suffers from mental health disorder; professionals call for more support from parents

The research also showed that youths are increasingly turning to digital media as a source of self-therapy, and highlighted a need for more mental health literacy among parents.



www.straitstimes.com

Survey finds 2 in 5 S'poreans have mental health struggles; initiative launched to drive action

Survey also finds that 1 in 2 young people aged 15 to 35 has experienced mental health challenges. Read more at straitstimes.com.



www.straitstimes.com

Eating disorders on the rise in S'pore amid pandemic-related stress

Some might have gained weight during the circuit breaker as a result of stress-induced overeating. Read more at straitstimes.com.



www.theguardian.com

Video gaming can benefit mental health, find Oxford academics

Research based on playing time data showed gamers reported greater wellbeing



Common Mental Health Issues
Among Kids in Singapore

adelphipsych.sg

Common Mental Health Issues among Kids in Singapore | Adelphi Psych Med

Here are some of the more common mental health issues affecting youth in Singapore.



www.canr.msu.edu

Eating well for mental health

Understanding the connection between the foods you eat and mental health.

Mental Health

Fast Facts on Mental Health in Singapore 51% of mental illness patients suffer from a chronic physical illness, because there is a link between the two Depression, alcohol abuse and obsessive compulsive disorder are the top 3 most common disorders in...

project discussion 2

After our group decided on designing for mental wellness, we discussed about how and what this new service provider would be. Because Robin had experienced mental health issues in the past, and so did I... We shared through our own perspective. I asked her about the different mental wellness apps and what activities that we could think of to design this solution. She told me that many of these apps don't truly help and that they were pretty much useless.

So the plan was to incorporate food and healthy eating through a food delivery system. This system would act as a UI for ordering while also creating a gamification aspect to engage the user and encourage them to eat.

The premise behind this concept was the research of malnutrition and binge eating in tangent with mental health issues. We thought of curating the food delivery system to promote better eating for better mental wellbeing. This would involve a bento type set meal to portion the intake of healthy delicious food. We planned on making food come from a kitchen through the usage of gamification to order meals and get incentives to do so every-time. Our project inspiration came from cooking mama, a childhood game that represented many of the current gen Z's childhood from the days of the Nintendo DS.

The Golden Circle

WHAT

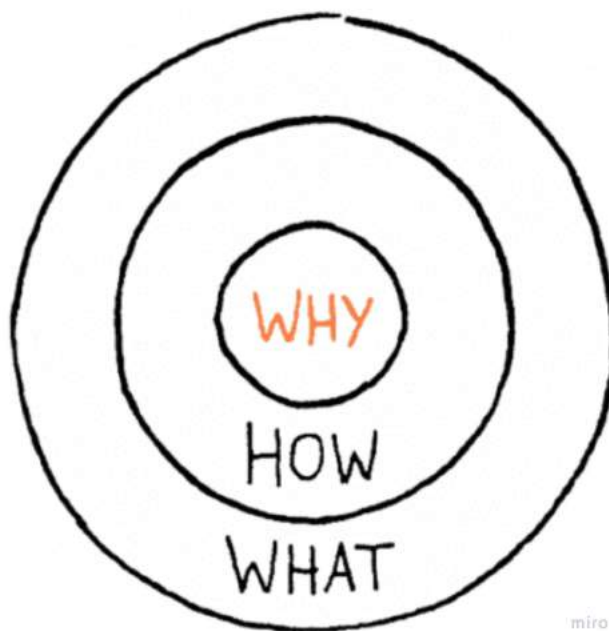
Every organization on the planet knows WHAT they do. These are products they sell or the services

HOW

Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.

WHY

Very few organizations know WHY they do what they do. WHY is not about making money. That's a result. WHY is a purpose, cause or belief. It's the very reason your organization exists.



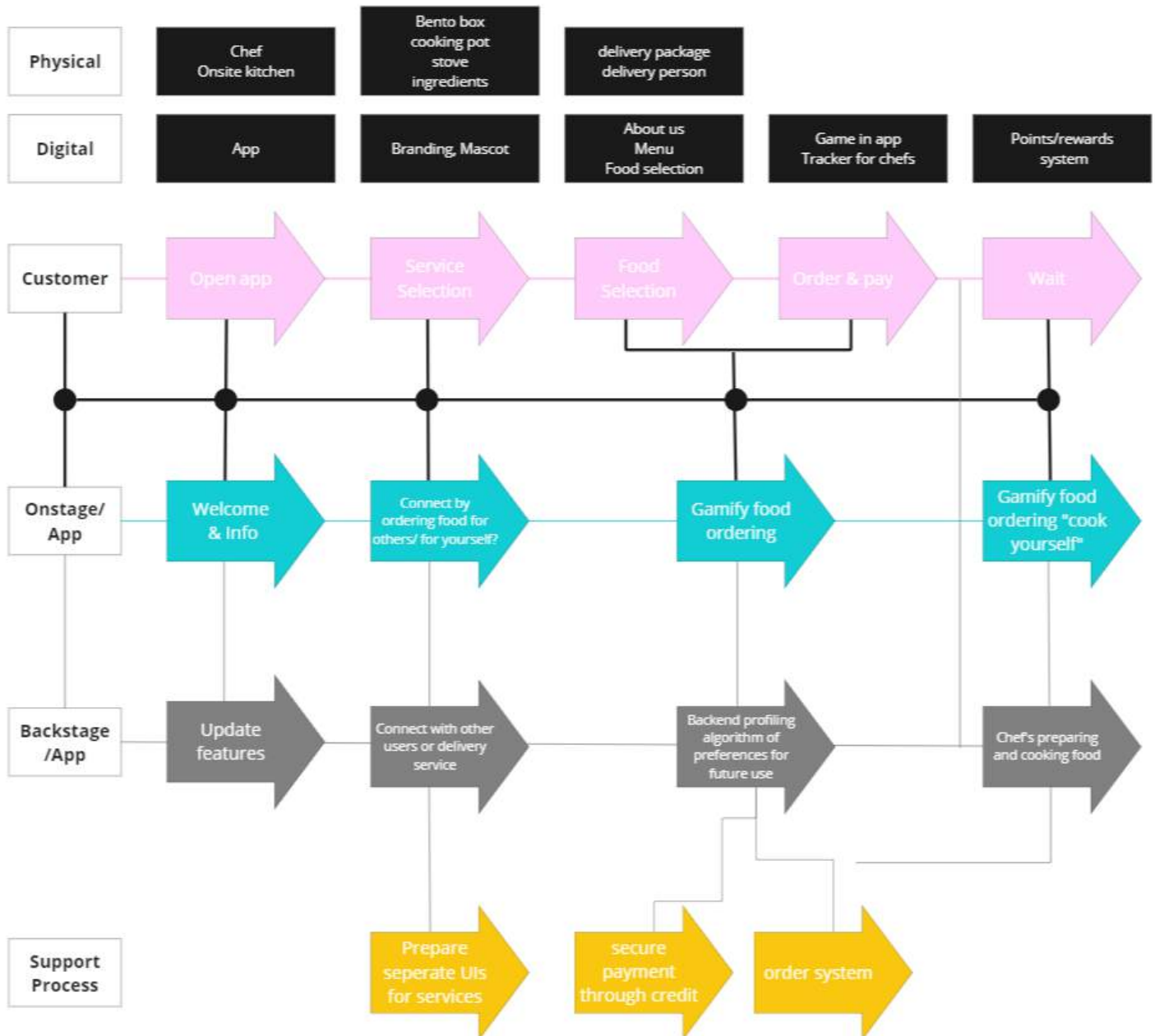
After watching a design video that was recommended to us for design insights, I thought it struck me to use the technique to better define the project. It managed to serve as a guideline to curate the company identity and go deep into the why. This enabled me to gauge important factors and design the solution with the brand accordingly.

project names

EaseEat
PalatePick
Food for Care
Food chat
Thought-Food
NutriSoul
Cheerio
Care-Food
Food Space
Emotrition
Hearty Meal
Eatatakimas
Zenzest
Mindfull

We used AI to generate the names but Robin came up with the brand name Mindfull. A play of 'mindful' that reflects mental health but with double 'l' to represent the eating aspect.

service blueprint



I started making the service blueprint that was more organised and shortened, so that we could easily understand the project process. Initially it was Robin that initiated the blueprint, so I added onto it by making it slightly more summarised.

Through the research that we found, we started to come up with a visuals to better convince our peers that mental health and food is a good strategy. Me and Yilin met up and discussed how we wanted the overall art direction to have a warm and friendly colour scheme.

art direction

Because Yilin is an illustrator/ animator, I knew that I could utilise her expertise to craft the art direction for this project and allow her to contribute to the project with her strengths.



testing

Yilin came up with some designs and drawings for our mascot if we were diving into the mental wellness topic as well as food.



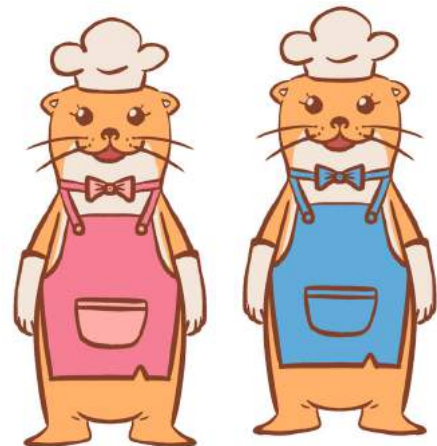
Me, Robin and Yilin decided that we wanted to do an otter for our mascot. Since it represents care, empathy and happiness. So we told Yilin to colour the otter.

version 1

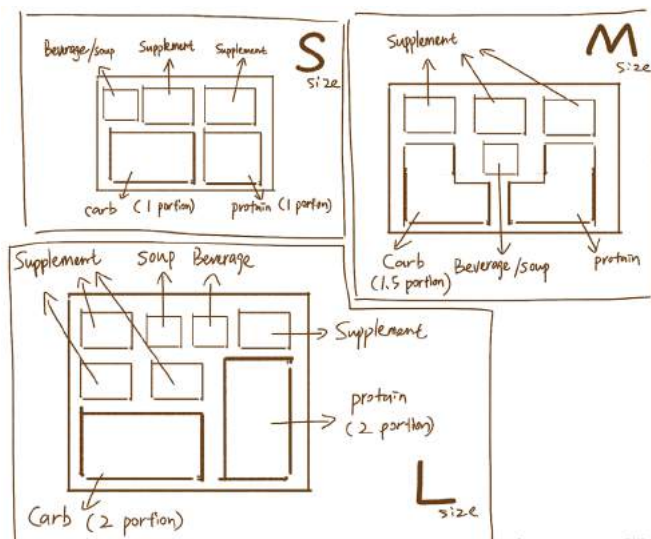


When doing the character design with Yilin, I told her to make it a simplified and cuter version of what she previously drew, and she came up with this

version 2

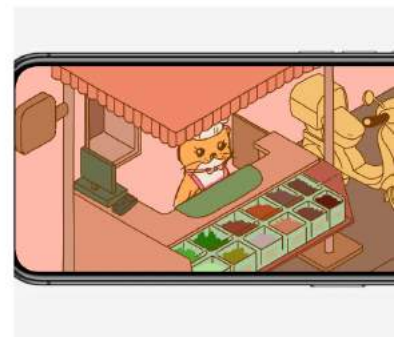
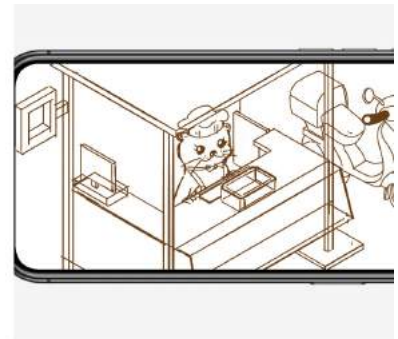
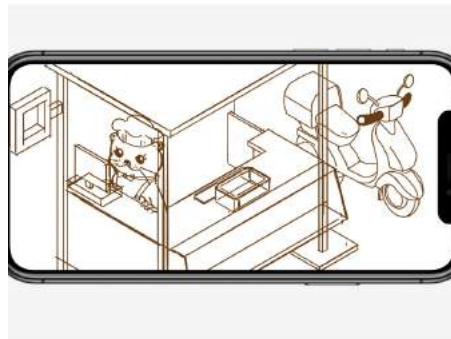


bento mealbox



The mealbox of our service design that we were thinking of doing where users can order custom or fixed healthy meals that benefit their mental health.

Cooking mama was the direct inspiration for the gamified part of the app after the user chooses their food to be delivered.

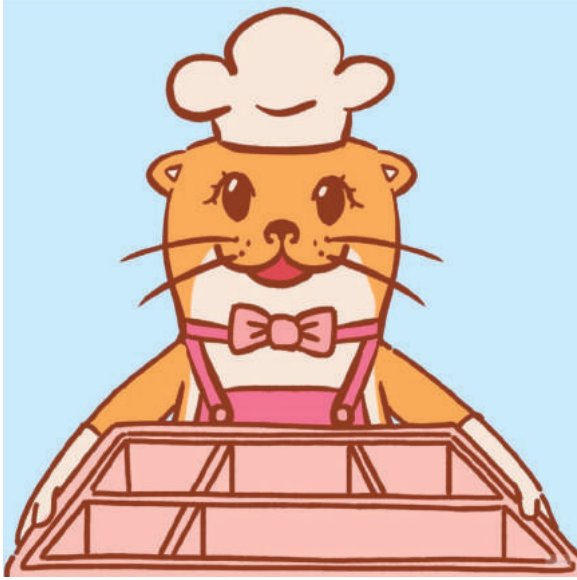


We discussed about the orientation of the UI and how the user will interact with the app from a landscape perspective due to the game and to stand out from other food delivery apps.

Me and Yilin also discussed about how the UI and the pop up kitchen can be utilised to create a seamless UI presentation aspect. Basically designing the pop up kitchen on screen as part of the UI system.

app on phone

My group discussed about the phone app itself and how it would look like to the consumers, if it was too plain and wouldn't attract the user or if it needed a stronger element to combine that aspect.



I told Yi Lin
that we could
make the
otter's eyes
and more
excited

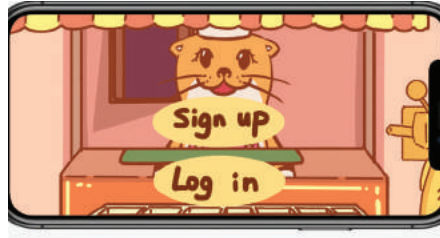
I also wanted to push it further so I decided to illustrate and trace over what she drew but with mini enhancements that make it look more like a vector or app.



eyes
more
excited



It was going to start out like a normal game with the interface being curated to be straight to the point



Users can then log in or sign up so that the account is created for the user



Interface to be integrated as part of the whole pop up site



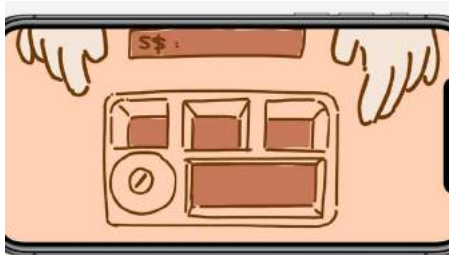
Users can choose the meals available in size ranges



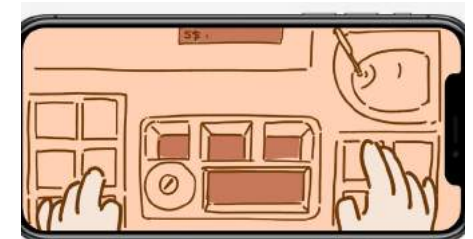
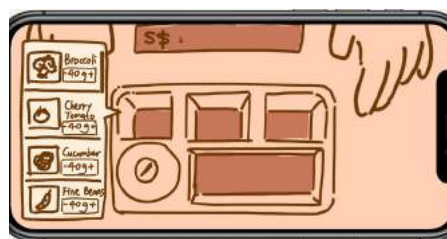
Users choose between custom and fixed bento sets



Fixed bentos to have cuisine varieties



Choose custom ingredients and dishes to go into bento



cooking game starts and delivery after

Me and Yilin discussed about how we wanted to give a rough visual gauge to help people understand the interface better.

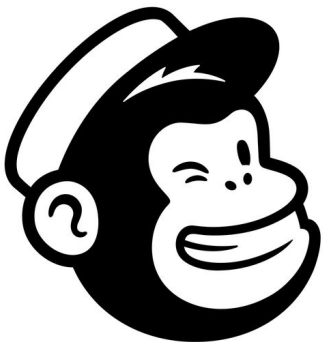
We all agreed that we would explain all the necessary systems if there were any questions about it. During this time we also talked about the warm colour scheme we wanted to have because it reflects our brand image of being welcoming, warm and friendly.



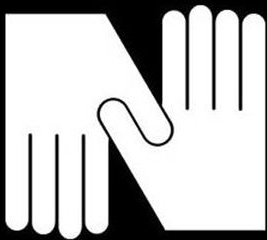
**Invisible
Hands**



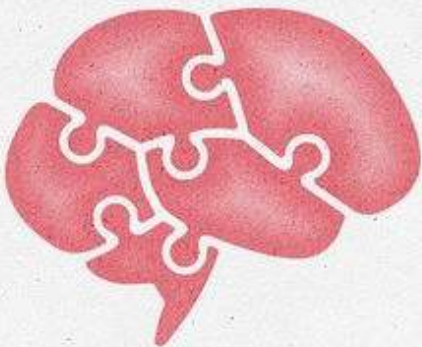
 **MindSpace**



 **tombik**

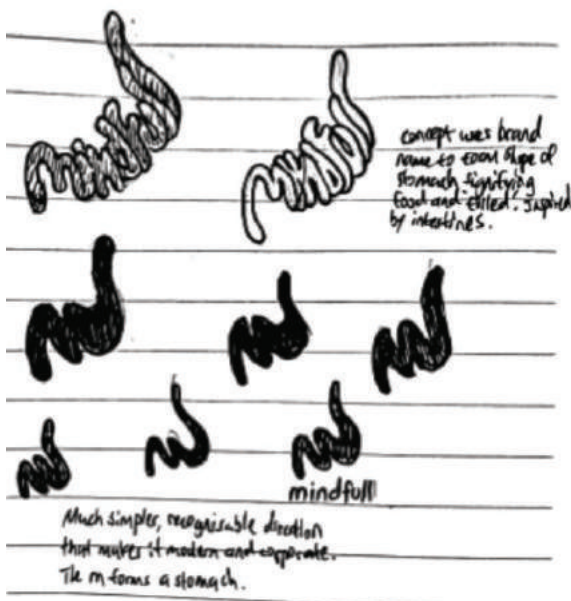


POPEYE®



MOMO

b branding



logo

I started out by thinking of eating and how our brand name ties into healthy diet, hence why there was an intestine type of logo. But we thought about it and realised it doesn't look calming

So because we had our mascot ready, I decided to do the logo like the nose of the otter as an m shape. But we felt that it didn't represent the company enough.

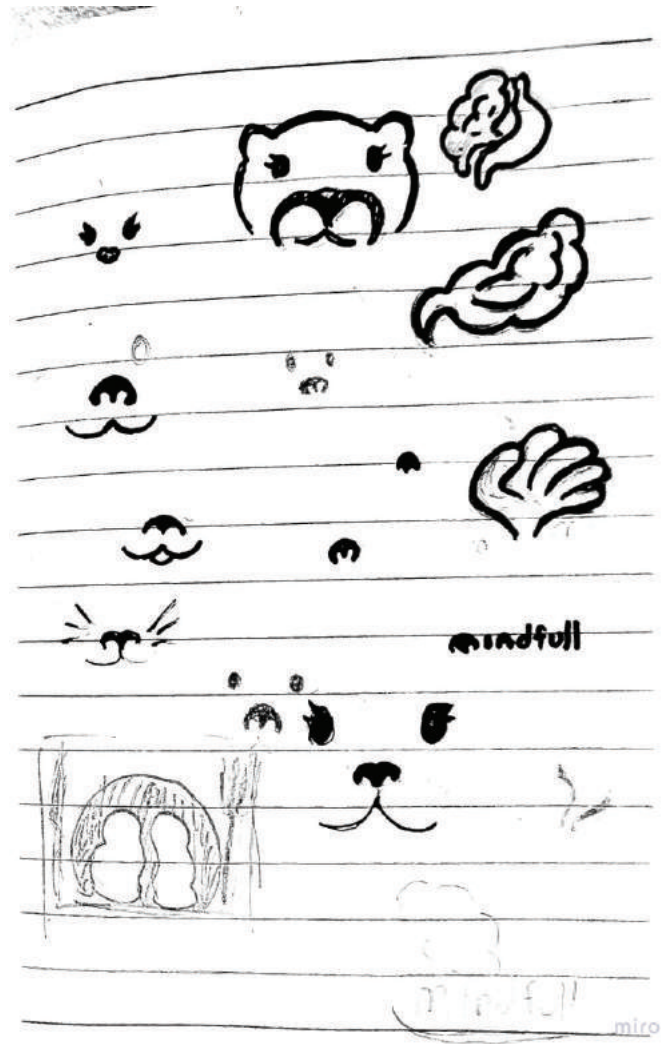
I also tested rainbow and a circle to represent the plate and healthy eating, a nose and the plate.

Then I realised that it was difficult to think of a design that was not so literal. It should look more abstract and also represent something friendly.

I spent many hours thinking and looking for inspiration...

sketches

I went ahead and sketched other ideas until I could find something that I was able to connect with or develop. I wanted to think about a combination of a few meanings together while not being too obvious.



I decided to go for this concept because it looks like a brain and a hand.

So I illustrated in AI to further improve the logo design and test out ways to make it more meaningful. I researched on colours of mental wellbeing and really tried pushing for pink because I believe it shows love and care.

C:M:Y:K
0:36:66:0



C:M:Y:K
61:9:100:0



C:M:Y:K
6:0:95:0



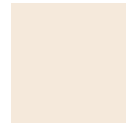
C:M:Y:K
0:25:99:0



C:M:Y:K
0:38:2:0



C:M:Y:K
3:7:13:0



C:M:Y:K
14:81:63:2



C:M:Y:K
32:77:85:31



I tested different layouts of the logo with a circle in the background to make it look like a plate.

I chose the colour orange as it represents security and strength. It's also connected to sociability as well as optimism and energy.



Similar to the plate logo, Robin suggested that I cut the plate in half as a semi circle can also have a symbolic meaning of a sun rising and a half plate.



This logo design was going to be more simple and straightforward without the added background. I figured it would be stronger if the logo and the text could be the main highlights. I also used a bolder font for the logo.

1 one sentence paragraph

We presented that pitch to the class during week 3 and had some feedback from our classmates on how we were going to make the solution a reality.

feedback

[Rakshita] Rakshita commented on our topic and how it is relatable to her, so much so that she believes in it and wanted to know if we included any social aspect of the idea.

[Nanda] Nanda liked how food and mental health go hand in hand as it is often an instinctive feeling, but he was questioning how and whether our delivery would be able to cement a strong solution.

[Remy] During the presentation, I could tell that Remy may have been somewhat concerned if our project shift was the right move, as he believed that our food for cancer project had a more significant impact and topic to raise. Regardless, afterwards we consulted him to tackle any enquiries that he had toward the new focus that we came up with during the weekend. Of this, we showed him a bit more visuals so that we could convince him that we had a direction.

Overall, I think the consultation went well with both lecturers. It will definitely be a challenge to decide on what we can expand on to truly help cancer patients eat better.

presentation slides

Week 4_ The Mindfull slides were done on google slides together as a team before I translated them into brand slides when we were scheduled to present in front of our lecturers and class for the first review.

We realised too late that we were unprepared for our presentation. We even delegated the roles only when the class presentation started, meaning that there wasn't enough time to rehearse at all.



Timothy. Robin. Yilin



1 in 2 young people aged 15 - 35 has experienced mental health issues.

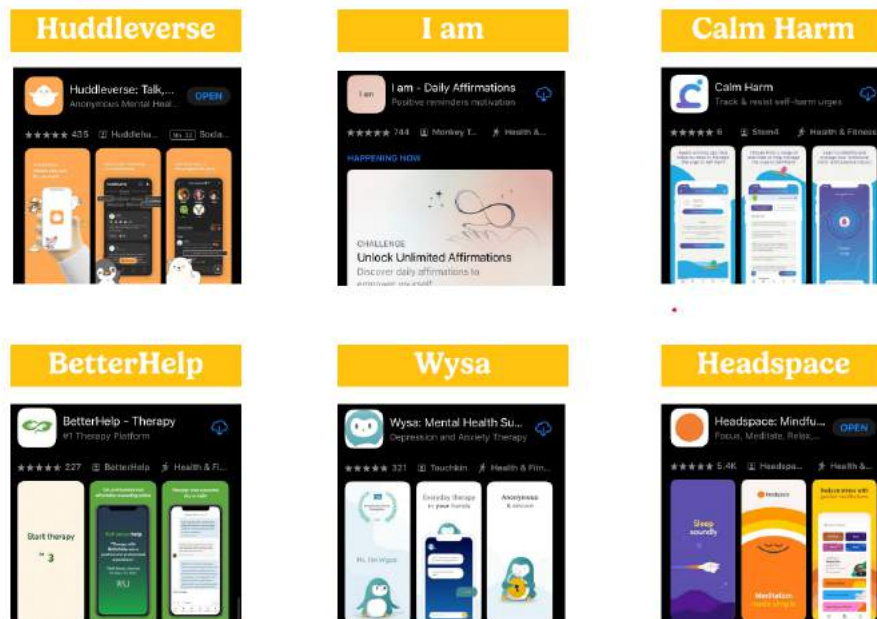
During the presentation, there was a sense of void... I couldn't justify any points and only touched on the macro issues without studying anything deeper.



What is mental health

Mental health is a state of mental well-being that enables people to cope with the stresses of life, realize their abilities, learn well and work well, and contribute to their community.

Losing my train of thought and without any script we proceeded on anyway



The comparisons here weren't even analysed properly to delve into the bigger issue.

Problem

Food brings quality to our lives, nourishing our mental and physical well-being. However, people with mental health issues such as depression and anxiety often have mood changes, causing appetite loss or binge eating. So how may we better equip people struggling with mental health to manage their eating habits while fostering better physical well-being?



The problem was presented in the slides, but it was a mistake that we did not place any other stats in the slides to further elaborate on the issue that we wanted to solve.



Michelle

INFP

22 years old, Post Graduate

daily life

Michelle is a 22 year old post grad student who is unemployed. She wakes up feeling upset about her day and would rather stay in bed. she understands that she need to eat to have energy but it does not concern her. In the afternoon, she brainlessly scrolls through social media and plays video games on her computer. Around midnight when everyone in her home is asleep, she will find food to eat in the kitchen. She will usually eat small portions as she has low appetite. After eating she goes back to sleep.

she,

- Is an introvert
- Likes to play video games
- Has low functioning depression
- Does not eat much
- Has few friends

she needs...

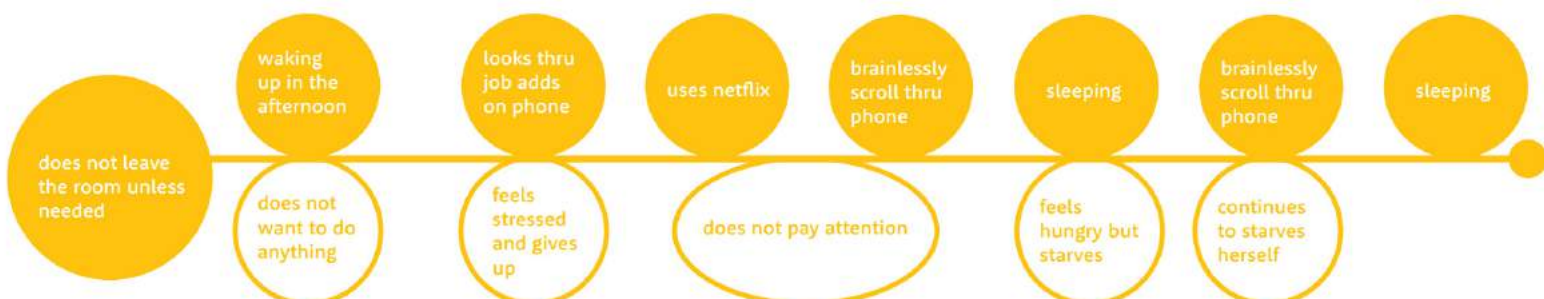
- To get better mentally
- Gain appetite
- To get out of bed

she feels...

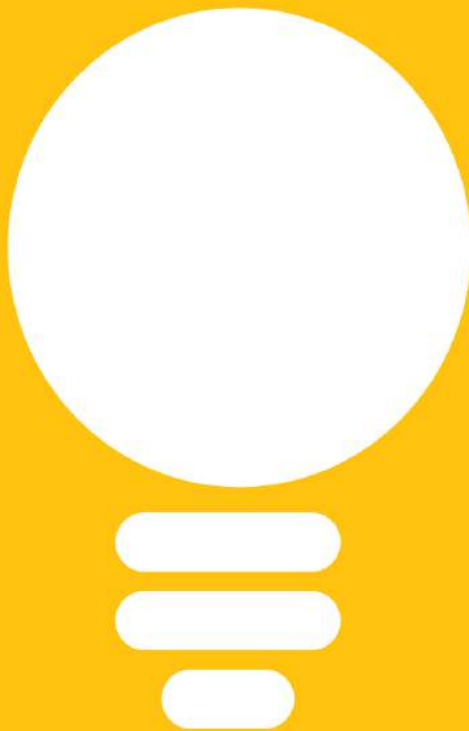
- Worthless
- Sad
- Tired

Our persona and target audience felt a little too generally sad for my taste... but overall still a good reference point. I told Yi Lin to draw the persona in a similar style to the otter mascot and colour scheme.

Journey Map



Robin explained the journey map, but at that point I alr knew we presented our problem and the rest of the beginning really badly... Pretty much my fault since I was the one who controlled the slides.



Solution

Introducing 'Mindfull', a food service app that fosters healthy eating through a gamified service design. 'Mindfull' engages the user with the process of creating a custom bento set and 'cooking' the food they picked as the theme of our gamified system. Eventually, their custom bento translates to real orders that will be delivered to the user like any food delivery app.

I began to explain the solution that we had instead, and I realised halfway through that it wasn't a very strong solution to the problem we had also encountered. This felt as if we were trying to make a big deal out of a problem...



I explained the meaning of our logo to Jason and Remy but it felt out of place to talk about it when there was no real problem addressed yet.



During this slide, Yi Lin presented our app and solution to the class. but by this point I knew that our app didn't have a vision of resolving a bigger issue yet.. So the UI and the design just felt like we were already set on a solution rather than considering more research.

presentation feedback

[Jason] What is our justification to unify food with gamification within the app? And why is this an issue that should be tackled? Where is the research that we have to back up our solution which we have proposed?

[Remy] Maybe we could put some motivational quotes or notes in the app to show care for the person.

[Tasha] I would want to know more about the nutritional value of the ingredients so that I can better watch the caloric intake.

reflection

Upon reflection I realised how unjustified and unprepared our presentation was. We felt defeated with the solution so we had to go back to the drawing board again. I especially felt really guilty for pushing the project and presentation in the direction that we did.

Looking at the other teams presentations before us, our slides didn't have much research to start with the problem. I didn't know if the class was even able to understand our service design as there were barely any questions on the table.

Common Mental Health Issues

Among Kids in Singapore

 adelhipsych.sg

Common Mental Health Issues among Kids in Singapore | Adelphi Psych Med

Here are some of the more common mental health issues affecting youth in Singapore.

Causes of stress (%)

Rising cost of living, e.g. fuel and utility costs

40% 33% 50%

Uncertainty about the future

56% 35% 38%

Personal finance

55% 30% 35%

Family finance

34% 24% 22%

Global APAC Singapore



 www.humanresourcesonline.net

Stressed in Singapore: Rising cost of living is triggering wellbeing issues

The rising cost of living, e.g. fuel and utility costs, is the number one stressor in the city-state, as cited by half the respondents.



 www.straitstimes.com

Survey finds 2 in 5 S'poreans have mental health struggles; initiative launched to drive action

Survey also finds that 1 in 2 young people aged 15 to 35 has experienced mental health challenges. Read more at straitstimes.com.



 www.straitstimes.com

More people overeating or binge eating to cope with greater stress during pandemic

Binge eating provides a temporary escape but may leave you feeling trapped and depressed. Read more at straitstimes.com.

mental health research

I Majority of working adults in Singapore are stressed, including 95% of 18-24 year olds **II** Mental health issues are a significant concern in Singapore, affecting 2 in 5 Singaporeans **III** Among young people aged 15-35, half have experienced mental health problems during their lifetime **IV** Depression stands out as the most common psychological issue, with projections suggesting that 170,000 adults will be affected by it **V** NUS study: 1 in 3 young people aged 10-18 with depression/anxiety internalize and self-report. **VI** Teens aged 14-16 show increased mental health symptoms, 12% meet criteria for depressive/anxiety disorders **VII** Singapore's academic pressure leads to mental health issues affecting physical health. Pandemic-related stress leads to rising eating disorders in Singapore **VIII** 1 in 10 Singaporean teenagers has a mental health disorder, turning to digital media for self-therapy **IX** Only 1 in 10 parents can identify mental health symptoms in their children **X** A 2023 inter-agency task force will provide a parent's toolbox for mental health support **XI** Key issue: Educating parents about children's device usage to prevent misunderstandings **XII** In a survey of 607 Singaporeans by PAP's youth wing, Young PAP, over 70% reported a lack of awareness regarding mental health issues, and the same percentage felt unprepared to support individuals facing mental health challenges.

why *Target Audience research with regards to mental health.....}*

I From May 2022 to May 2023, 63% of Singaporeans aged 16-24 experienced the highest elevated levels of stress and anxiety **II** IUN's survey on stress levels showed that the results among 470 undergraduates was 7.6 on a 0-10 scale **III** Through the survey **IV** 89% of students cited work and study commitments as top stress sources. 280 students didn't use university mental health resources; 28% feared judgment **V** About 400 students didn't engage with student-led mental health initiatives; 46% were too busy, 26% didn't know how to start.

Research on work ethics and cost of living.....}

I Based on a survey of 1,001 respondents, 50% believe that the top stressor in Singapore is the rising cost of living while 35% is personal finance and 22% being family finance **II** Singaporeans from Gen Z, specifically those aged 18 to 24, are experiencing the highest levels of stress, with a staggering 95% report on significant stress levels **III** Stress also manifests physically among Gen Zs, 56% experience loss of concentration and 48% reported lack of productivity.

food research

I According to a new study by Deakin University's Food and Mood Centre, heavy consumption of soft drinks, packaged snacks, canned meat and mass-produced bread could increase the risk of depression **II** A study of 23,299 patients in Melbourne revealed that those with a higher dependence on ultra-processed foods (UPF) have a 23% increased risk of experiencing elevated psychological distress and developing mental illness **III** Harvard Medical Studies have found a correlation between a diet high in refined sugars and impaired brain function – and even a worsening of symptoms of mood disorders, such as depression **IV** Serotonin is a neurotransmitter that regulates sleep, appetite, mood, and pain. Given that about 95% of serotonin is produced in the gastrointestinal tract, which houses a hundred million neurons, it's clear that your digestive system not only aids in food digestion but also influences your emotions **V** Comparative studies show a 25% to 35% reduced risk of depression in individuals following Mediterranean and Japanese diets, which are rich in vegetables, fruits, unprocessed grains, fish, and seafood, while having limited lean meats and dairy.

“Food
brings
quality to
our lives,
**nourishing
our mental
and physical
well-being**”.

“However, people with mental health issues such as depression and anxiety often have mood changes, causing appetite loss or binge eating.

So how may we better equip people struggling with mental health to manage their eating habits while fostering better physical well-being?”

70% Yes

Have you seen in **real life** or the **internet** where someone's mental health were **dismissed**?

2 in 5
S'poreans

1 in 2
aged 15 - 35
aged 15 - 35

The research we found was varied and it utilised alot of data analysis so that we can backup the topic and justify our project solution to relate food with mental wellbeing.

63%

Highest **elevated** levels of stress and anxiety were from **16 - 24 years old**

mental health

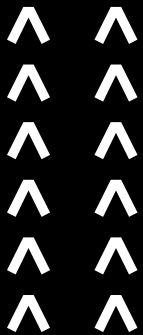
think think think

Problem Statement.....

Stress can often affect people's mood leading to depression and anxiety. Among Singaporean youths aged 15-35, have experienced mental health issues in their lifetime. As the in a world where mental health is increasingly important, there exists a need for a solution that effectively leverages address the mental health challenges individuals face, Singapore is known as a fast paced country. Maintaining a simplistically fast pace is clearly unsustainable for Singaporeans. with the rising cost of living in Singapore, Singaporeans are working harder than before to earn enough for themselves. This leads to stress, causing burn outs and may lead to depression and anxiety.

The fast-paced work culture in Singapore, driven by the pressure to meet societal expectations and cope with the high cost of living, has resulted in increased stress and a growing prevalence of mental health issues among the younger population, particularly students and working individuals.

solution



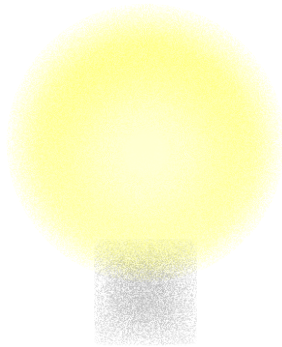
**[gpt
rephrase]**



Mindfull is not just an initiative; it's a heartfelt journey to shed light on mental health through the comforting embrace of food. Imagine a world where our app becomes your safe haven, offering activities that soothe your soul, events that connect you, and courses that empower you, all in the pursuit of points and rewards that genuinely brighten your day.

Our pop-up kitchens aren't just about food; they're about nourishing your spirit. Picture the joy of savoring a delicious, health-packed bento, knowing that each bite is a reminder of self-care and mental wellness. We're here to gently remind you that what you eat plays a crucial role in how you feel.

For students wrestling with the pressures of academics and work, we understand your struggles intimately. That's why we're on a mission to bring our pop-up kitchens to your educational institutions across Singapore. We want to be there for you, to let you know that your well-being matters, and that taking care of your physical health is an essential part of your mental well-being. In the end, it's not just about being mindful; it's about being Mindfull of you because we care deeply about your journey to a healthier, happier you.



the idea

We thought about how we could rethink the solution that we have for the user and actually develop a service for them. The previous solution felt forced and did not have a bigger picture to it. I figured that we needed a real wellness service that could make food a central focus.

the app

The app needed to connect the service altogether and required an element of monetisation and incentive to use the app. I decided to take inspiration from other mental wellbeing apps on the market.

the food

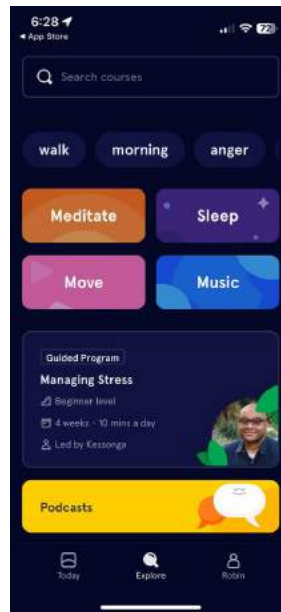
Food pop-up in schools will be an automatic touchpoint for users to come into contact with the app and the initiative.

market

research

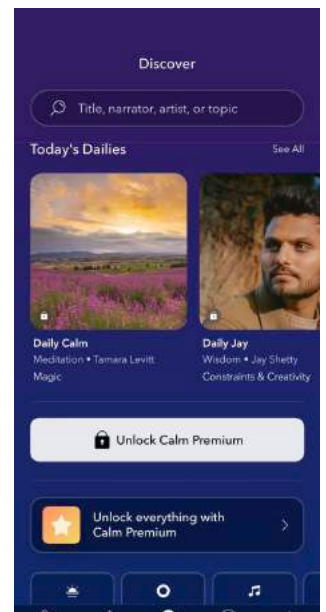
headspace

Manages mental wellness with many resources and different genres even.



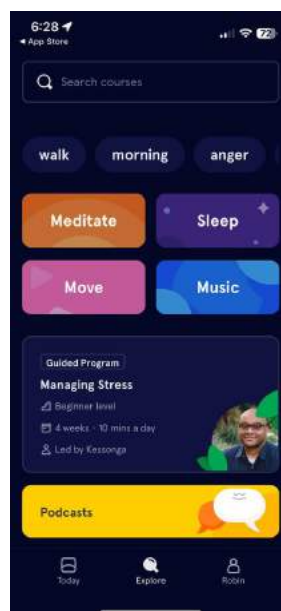
calm

Combines both sleep and wellness as a single ongoing theme



betttersleep

Focuses on better sleep with music and sound while being a mental wellness app.

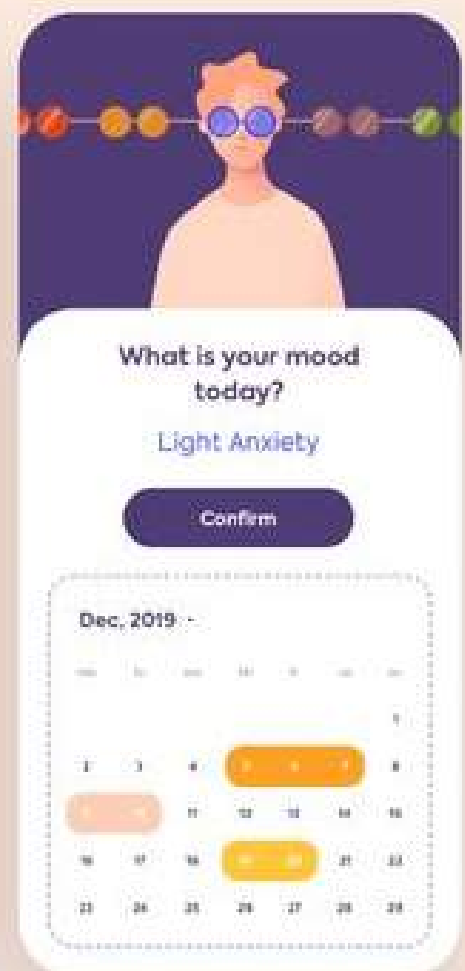


mental wellness

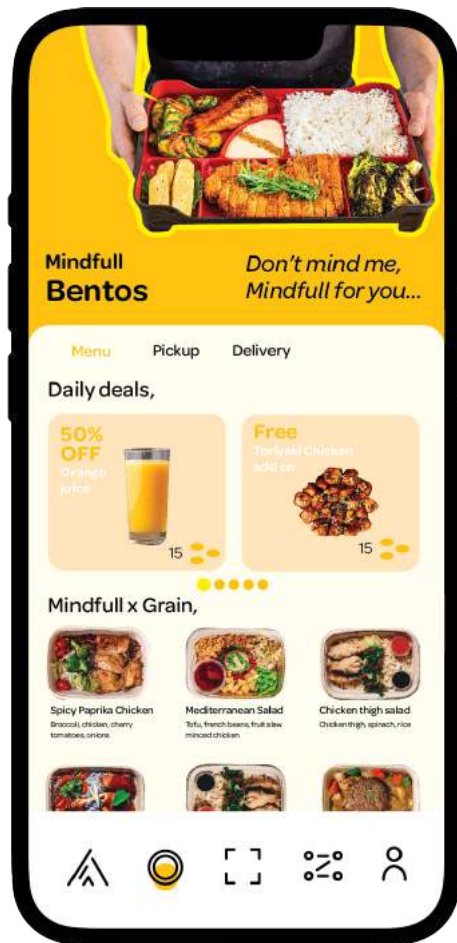
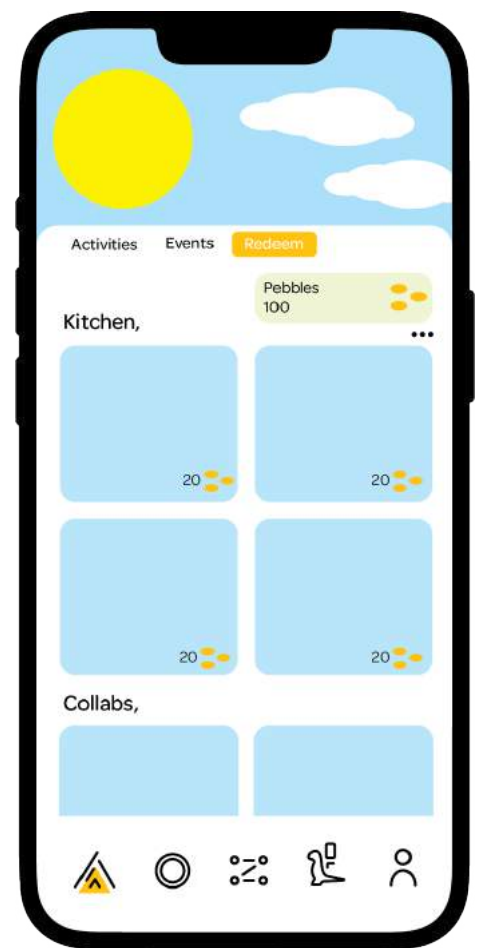
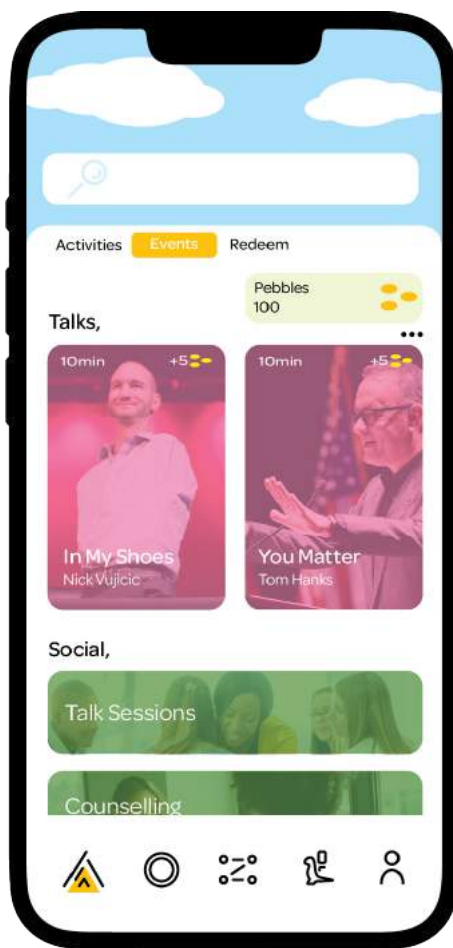
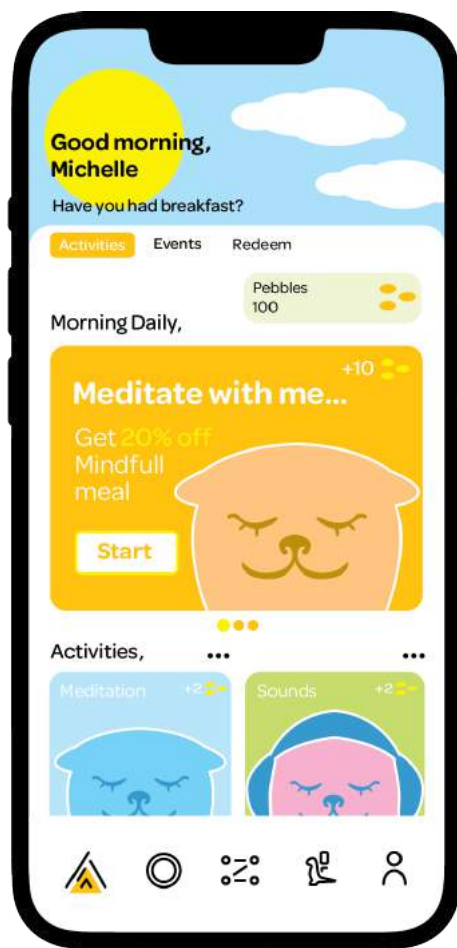
Colours of mental wellness that people can look at and feel calm or a sense of tranquility. The design and the direction of the app UI should definitely reflect these feelings.



inspiration







app draft

Following the inspiration board that I had put up, the UI design and concept I did had a lot to do with creating a sense of hierarchy and attraction.

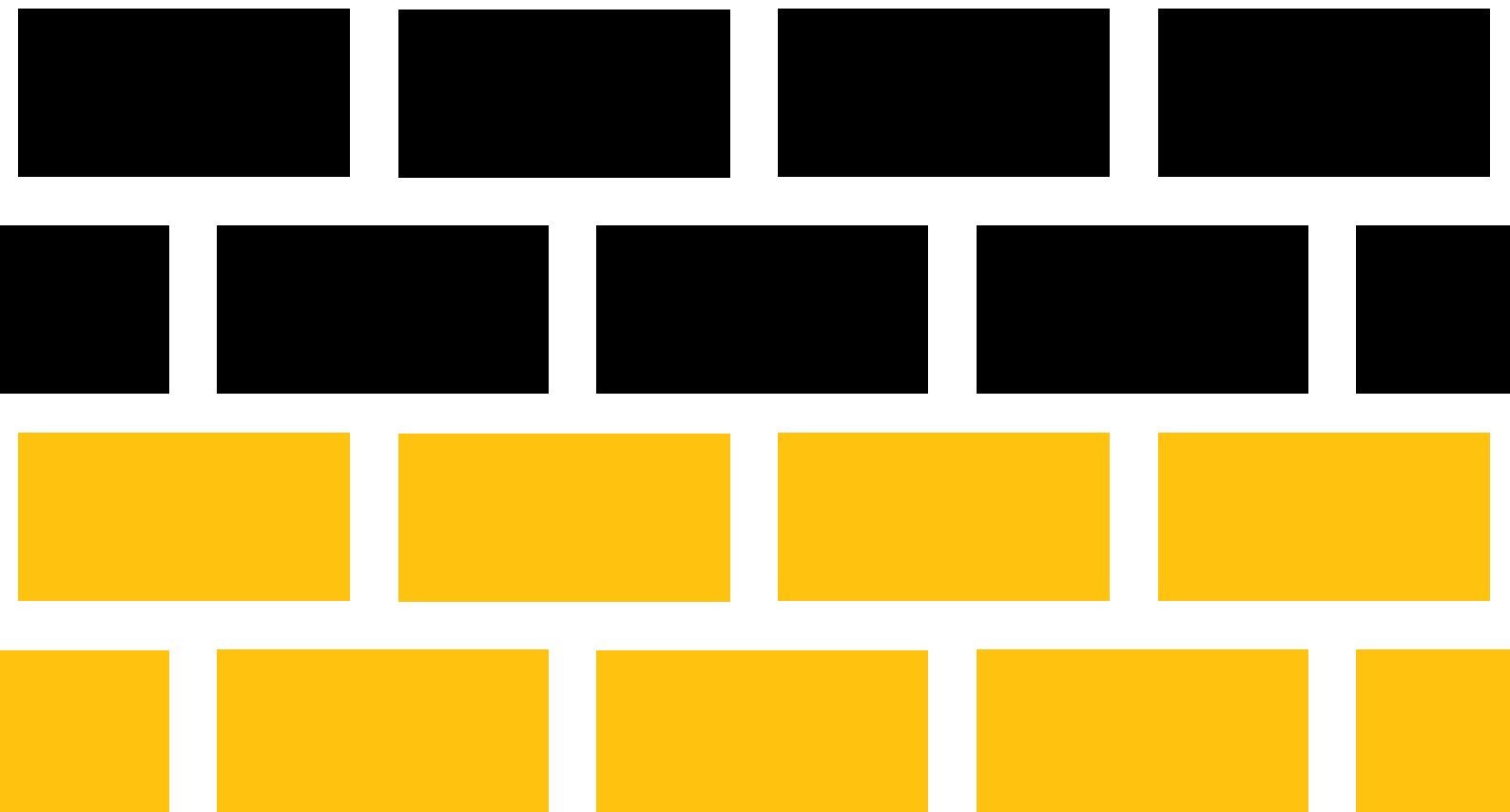
In the end my team liked the design style overall as I incorporated a lot of space usage to create a more calming UI experience.

presentation week 5

Now that we had everything in place for research and design process, we could think about the structure of the slides and find out a way to compress the research into digestable material.

Although I was constantly being told to not do so much, I felt like I needed to challenge myself to create layouts and design as a form of practice as well. So I took an entire day doing the presentation slides and making sure it would not feel boring.

Also felt that continuous lines of words will be criticised and in a design school I should try my best to communicate even the most practical things as best I can.

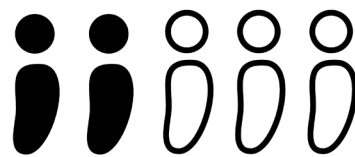


Mindfull

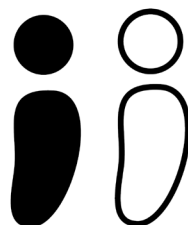


Timothy. Robin. Yilin

Are you aware?



2 in 5 Singaporeans experience mental health issues



1 in 2 young people aged **15-35** experienced mental health issues in their lifetime

PAP Mental health Survey

In 2022, Young PAP conducted a survey on mental health.

70% Yes

Have you seen in **real life** or the **internet** where someone's mental health were **dismissed**?

607

Singaporeans

80% Yes

Do you know **anyone** who has **experienced** mental health struggles?

70%

Reported **lack of awareness**

70%

Felt **unequipped** to support individuals facing mental health challenges.

62% Yes

Taken **any action** to reach out someone struggling with mental health?

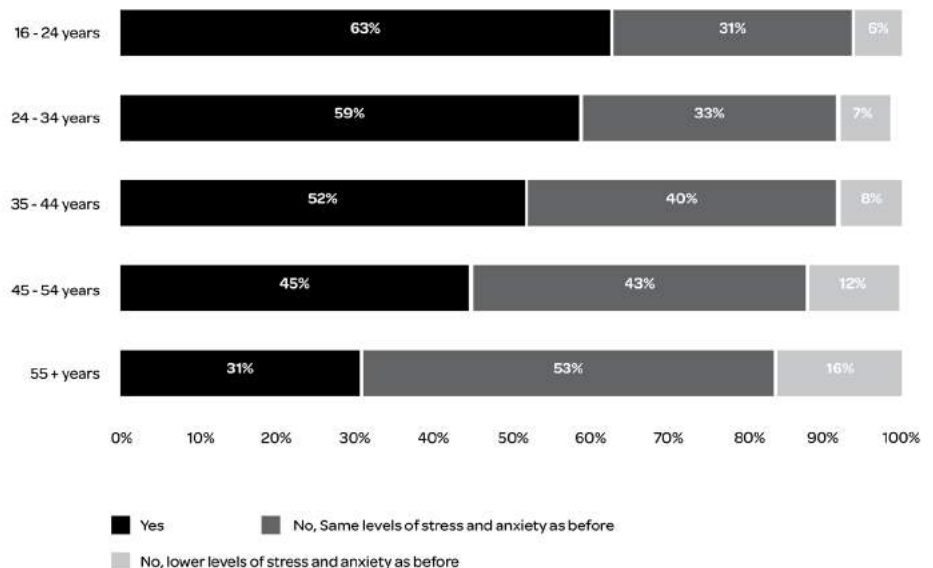
44% Yes

Personally experienced mental health struggles?

Statistica

63%

Highest **elevated** levels of stress and anxiety were from **16 - 24 years** old



IUN led survey

IUN is a collective of schools consisting of SMU, NUS, SUTD, NTU and previously Yale NUS.

280 students

Fear judgement of university's mental health resources

7.6 avg
Stress level on a scale of 0 - 10

89% Stressed about Work and study commitments

400 students

Don't engage with student - led mental health initiatives

46% too busy
25% don't know how to start

470 Undergrads surveyed

What We've Found

IUN and our survey comparison

"Have you or someone else you know faced or are currently facing any mental health struggles?"

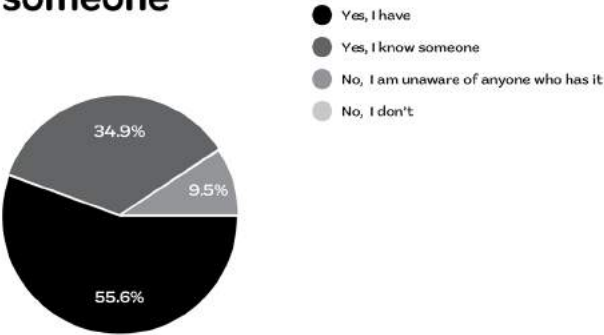
IUN's Stats

79.24%
Said Yes



Our responses

90%
Said Yes/know someone



problem.

The fast-paced work culture in Singapore, driven by the pressure to meet societal expectations and cope with the high cost of living, has resulted in increased stress and a growing prevalence of mental health issues among the younger population, particularly students and working individuals.

Going for walks.

Eating

Playing

Various ways of
coping with
Stress.

Sleeping

Meditation

*Talking with
friends & family*

Market Research

Mental wellness apps to help with stress and to manage mental health.



Manages mental wellness with many resources and different genres even.



Combines both sleep and wellness as a single ongoing theme



Focuses on better sleep with music and sound while being a mental wellness app.

These apps offer you what you can **sense**, in your mind.

But what about **feel?**

Or **touch?**

Maybe even **taste?**



Solution

Mindfull is not just an initiative; it's a heartfelt journey to shed light on mental health through the comforting embrace of food. Imagine a world where our app becomes your safe haven, offering activities that soothe your soul, events that connect you, and courses that empower you, all in the pursuit of points and rewards that genuinely brighten your day.

Our Campaign.

The Food

A pop-up stall kitchen dedicated to care for your body



Why Food?

Deakin University's Food and Mood Centre

Study published in 2023 shows heavy consumption of soft drinks, packaged snacks, canned meat and mass produced bread could increase risk of depression.

23,299
patients studied

23%

Increased risk of elevated psychological distress and mental illness

Harvard medical Studies

Found a correlation between a diet high in refined sugars and impaired brain function – and even a worsening of symptoms of mood disorders, such as depression.

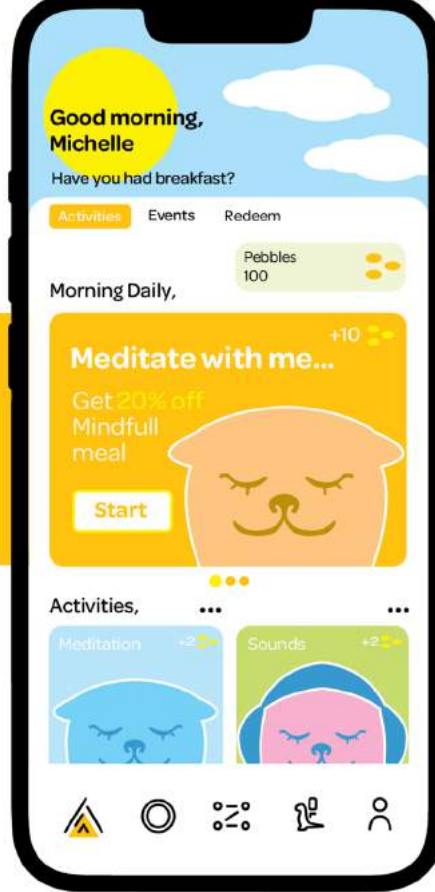
25% - 35%
lower risk

of depression in individuals following **Mediterranean** and **Japanese** diets, which are rich in **vegetables, fruits, fish, and seafood**

Serotonin a neurotransmitter that regulates sleep, appetite,
mood **95%**
formed in
intestines

The App

A mental wellness app dedicated to care for your mind.



App Features Home

"Pebbles"

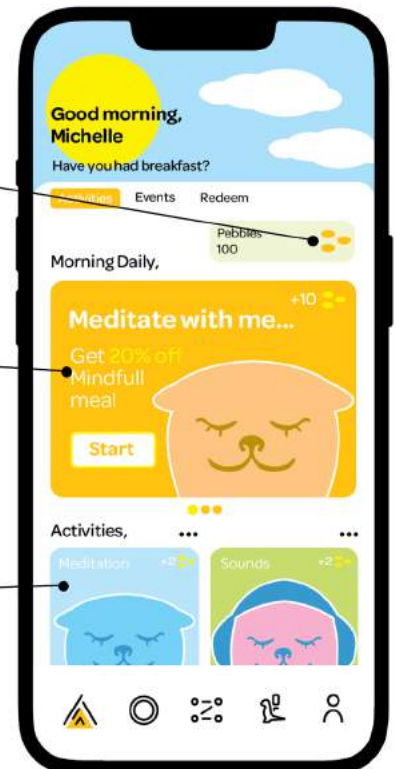
Our own **points system** for users to **purchase** various in app **rewards**.

"Dailies"

Daily tasks will be given to the user and provide **incentives** for completion.

"Activities"

Various activities to choose from for the betterment of your mental health.



App Features

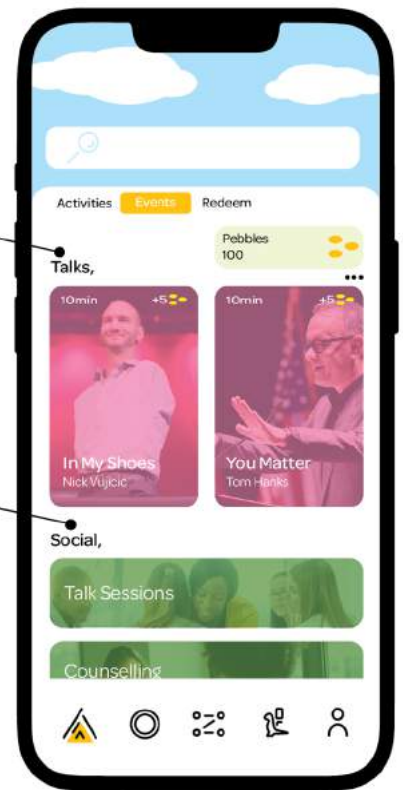
Events

"Talks"

We personalised talks by **inspirational speakers**, **actors** and many more

"Social"

Social events, courses, counselling and others



App Features

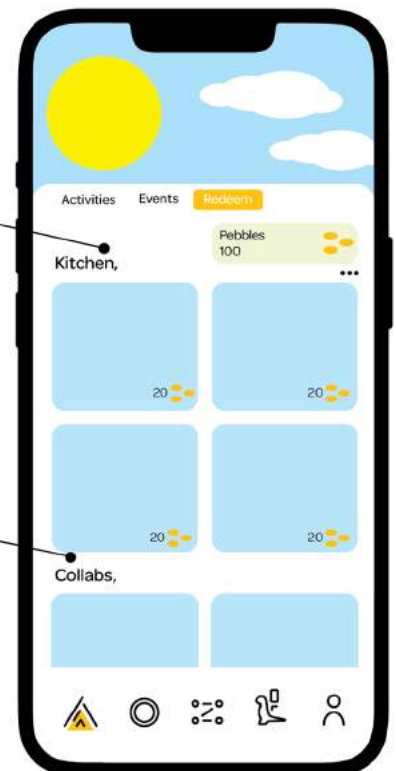
Redeem

"Kitchen"

Our **Mindfull Pop Up Store** deals accumulated through special dailies or the **"Milestone"** system

"Collabs"

Occasional brands wanna collaborate with us, and we've got limited deals with them too.

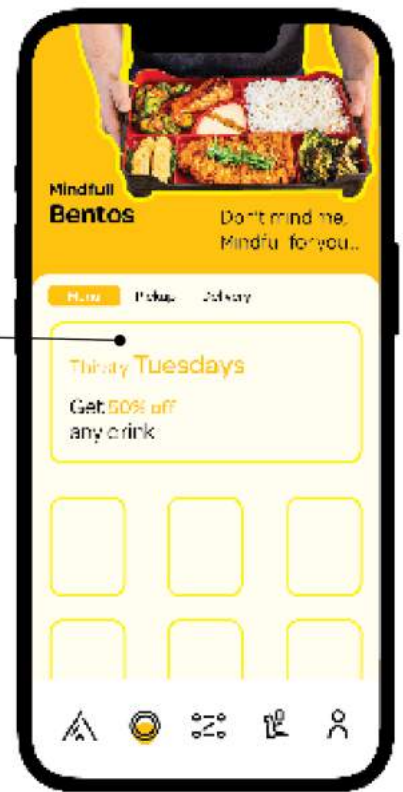


App Features

Meal

"Daily deals"

Everyday our deals change because we care for your **nutrition in moderation**.



Why Deals?

Based on a survey of **1,001 respondents**, 50% believe that the **top stressor** in Singapore is the rising **cost of living** while 35% is **personal finance** and 22% being **family finance**.

App Features

Milestone

"Progress tracker"

Track your progress as you go through each day with our app

"Milestone"

Incentivised **rewards** for every **7 days** of **Mindfull app usage** and its activities



Our Users



Jackson

INFJ

Post Graduate, 24y/o



Michelle

INFP

Under Graduate, 19y/o

Daily life

Jackson is a 24 year old student who lives alone and has just graduated from uni. He starts his day by looking at job ads online and is stressed out that nobody has gotten back to him. He decides to take a walk before getting lunch, since he doesn't have an income, he spends his money on cheap meals like instant noodles. Because he is so free, he scrolls social media, watches Netflix and plays video games for the majority of the day.

He,

- Is an introvert
- Is trying to find a job
- Has anxiety

He wants

- A stable job
- To have a more active lifestyle

He feels...

- Afraid
- Concerned about his future
- Lethargic
- Lazy

He needs

- To get better mentally
- Gain appetite
- To get out of bed



Jackson

INFJ

Post Graduate, 24y/o



Michelle

INFP

Under Graduate, 19y/o

Daily life

Michelle is a 19 year old poly student. She starts her day by going for her morning lecture at republic poly. After her lecture, she goes for self study before heading to lunch at the canteen. She then heads to the library to do her assignments and meets her group mates to do their assignment together. After, she heads to her next class before heading home. Michelle takes a short nap before waking up for late dinner and continues to relax by playing games. She then continues with her school work and goes to sleep.

She,

- Is an introvert
- Likes to play video games
- Has low functioning depression
- Does not eat much
- Has few friends

She wants

- To play more games
- To try new things
- To make new friends

She feels...

- Worthless
- Sad
- Tired

She needs

- To get better mentally
- Gain appetite
- To get out of bed

User Journey

Storyboard

From the perspective of Michelle



Wakes up



Takes train



Reaches School



Stressed out



Takes break from work

User Journey

Storyboard

From the perspective of Michelle



Sees banner with offer



Sees otter and bento



Feels hungry



Downloads app



Has bento and app

User Journey

Storyboard

From the perspective of Michelle



App Tutorial



Tries a meditation



Earns points



A different day, a different activity



More points, more rewards



***“Don’t mind me,
mindfull of you.”***



This time we were prepared for the presentation since we did rehearsals and scriptwriting for the slides. Based on the other presentations we tried to compress our script and timing to fit 6 mins.

Based on the research that each of us did, we split the script so that 3 of us could speak about the slides in detail.

presentation feedback

[Will] First of all, Will thinks the initiative is good but he had a lot to say about our project after our presentation as he himself is a music therapy consultant for mental wellness. Will talked a lot about his own experience and in detail about how music soothes the mind and all. Some notes that I wrote based on his comments was about how to immerse people with food and calm the mind? How can sound influence emotion and mental state? How to get the user to a calmer state? How our service gives empowerment to people. There were a lot of comments that Will had as he constantly attacked our project. He said our project also felt greedy coming from his point of view as a music therapist consultant (don't know what he does exactly).

[Jung] He told us that our initiative sounds unique and feels exciting also because everybody has to eat. He also speaks from relatability when he feels stressed he would binge eat on comfort food. Jung also posed the challenge of how we can use food to promote mental wellbeing? what other activities we could have as part of an ongoing system? Think about whether it can be a spatial aspect and to see if a physical and mental space can be formed to create an experience. How do we make people feel empowered and better as they go on.

reflection

After the feedback I realised that I needed a spatial element in the project when considering Will's comments. At the same time I realised that the slides could have been improved to talk more about the subscription based wellness apps and the lack of physical wellbeing that comes with the apps.

Personal feedback on Will as a lecturer

I have no doubt he brings up valid points things from the experience he brings. But I'm confused when he talked about how the service feels greedy as every service is monetised since that is how most apps make money off of consumers... Even when we showed that unlike other mental wellness apps, we provide a physical product without subscription. Various research was also shown about the connection between healthy eating and mental health. The feedback sounded like he really wanted an explanation as to why our strategy would turn out to be this particular solution even after much research. , *I honestly didn't think all his opinions were necessary*

add-on

So based on Will's feedback... I decided that the project should shift in a new direction once again. I let my teammates know and I got to work with thinking of a podspace that fits our app UI theme as well as developing a new service blueprint.

second thoughts

I realised that early into this new direction on my own and while discussing with my teammates that it may be shifting from the original focus. But something in me felt like I needed to prove something to Will and also challenge myself to create a spatial aspect to this service design.

pushing forward

Despite my initial doubts, I continued to push on and pursue the idea of the app remaining the same but with an additional feature of a podspace for relaxation.

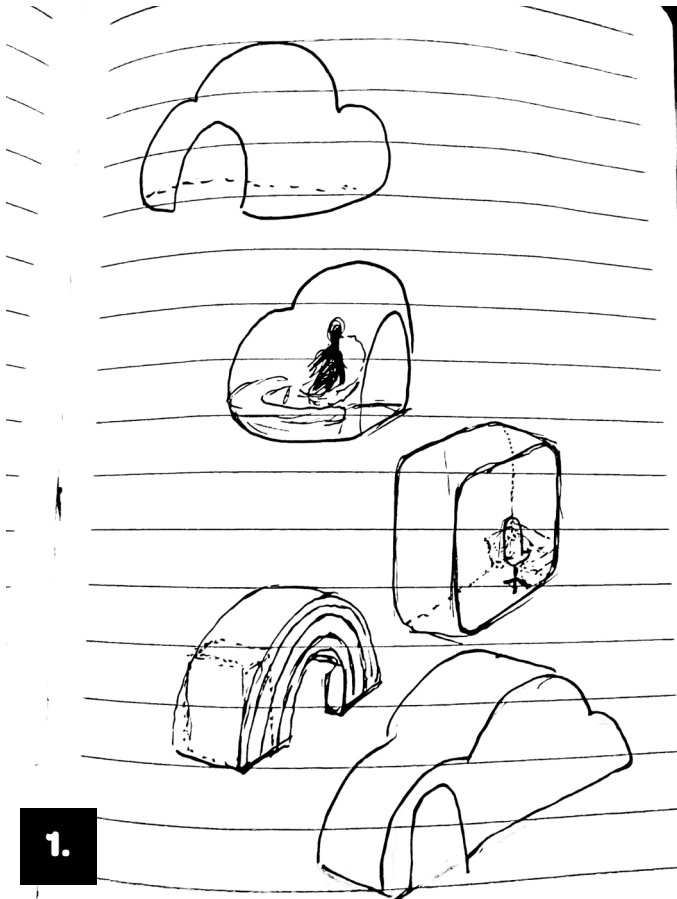


inspirations



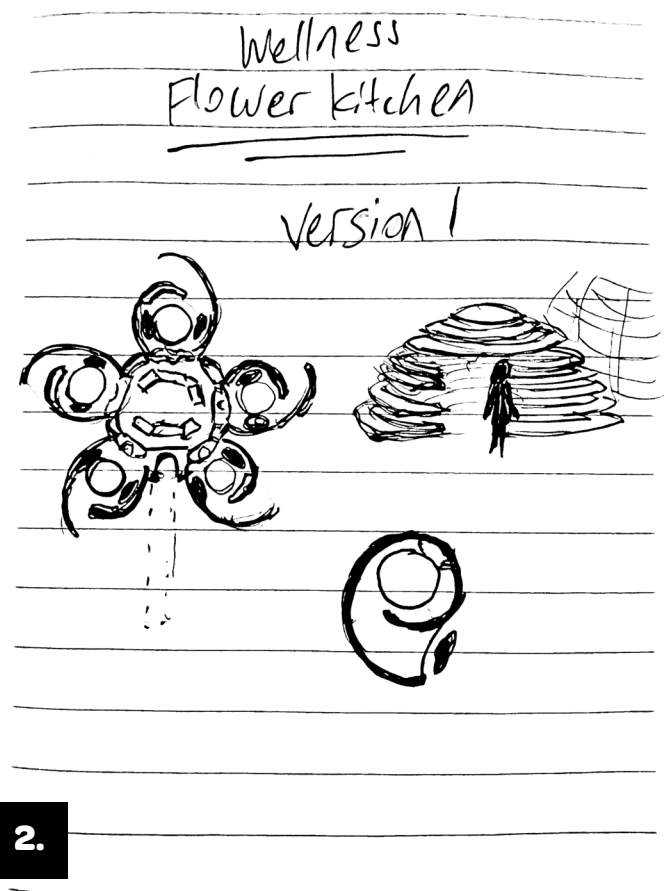
sketches

I tested out various designs and ideas that could incorporate a physical space with a digitalised service design.



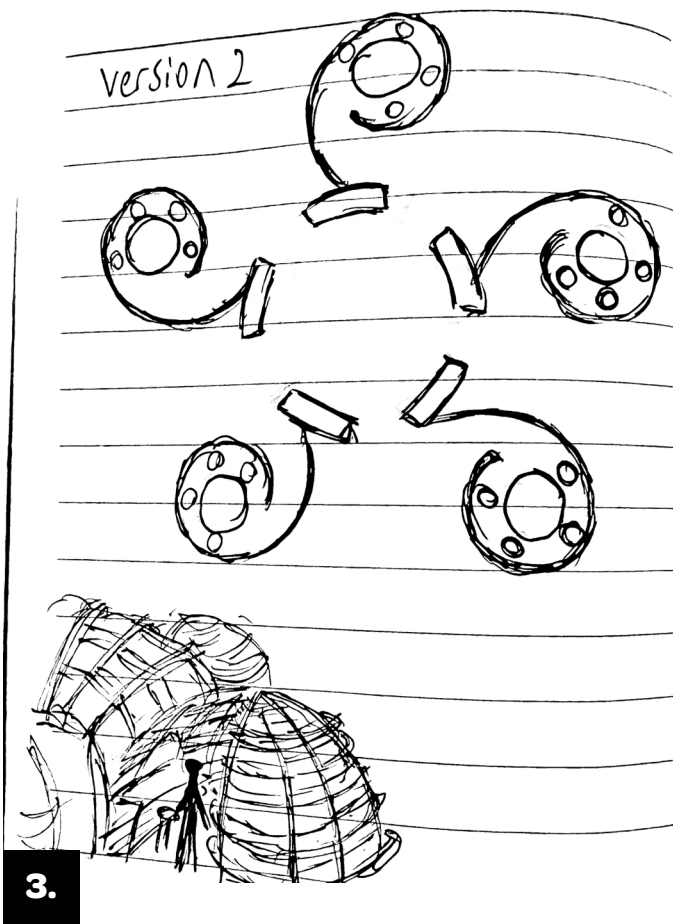
1. Cloud Podspace

I was testing out podspace ideas and how to make it look less boring as a design. But I felt like it disconnected from the food being a main driving force



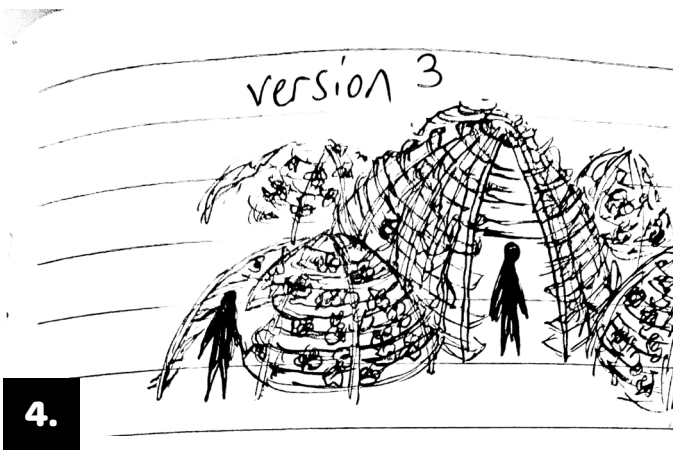
2. Wellness Kitchen

I'm an extremely literal designer. I felt that a private restaurant experience would really connect with the the combination of blending food and mental wellness together if the users could book the pods and have a personally served meal from a central kitchen.



3. Wellness kitchen 2

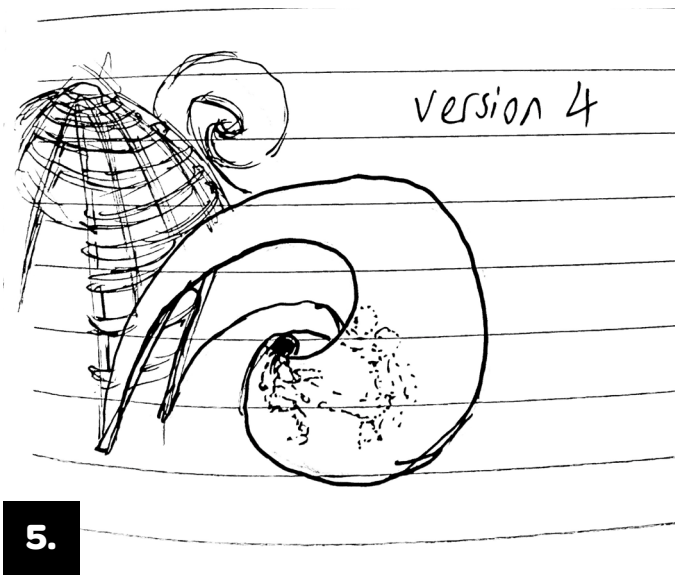
I was suddenly heavily focused on developing the wellness kitchen so I made more variations of the same design.



4. Wellness kitchen 3

My design went into the ideation of elevating a restaurant space with nature surrounding the user.

I felt that I may have honed in on the spatial element of the project all of a sudden.

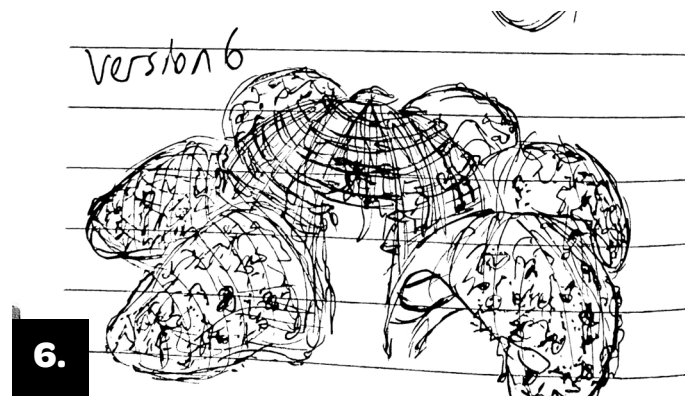


5. Wellness kitchen 4

This design was conceptualised with an opaque curvature in mind rather than a more airy design.

6. Wellness kitchen 5

This design embraced the concept of a canopy type seating with the users able to sit around on one side to eat and study.



consultation

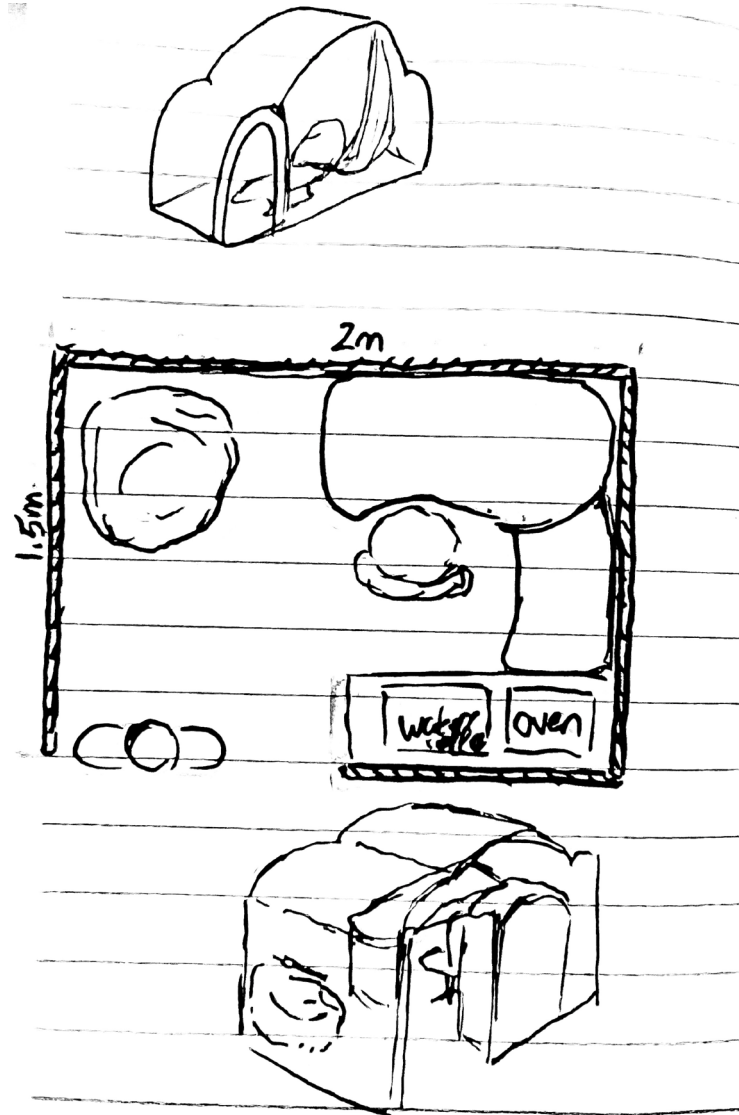
Based on the idea that we showed Remy and Jason on the 2nd last consultation day, they actually understood why we would dive into this aspect of spatial based on Will's comment. So with that, I pitched the idea of a wellness pod and a kitchen restaurant type concept.

feedback

[Jason] He mentioned that the pod feels like a stronger idea because its more feasible and mobile than the kitchen concept. And that the kitchen concept feels more like a restaurant space. But he was still unsure of whether it may detract from our subject of food for mental wellness.

[Remy] Remy had some good points about the kitchen pop up and the space that it requires. Because if our spatial design were to be implemented in schools, not every school would be so open to this. Thus far only NUS may have the space and permission for such a structure to be built.

the sketching continues.....

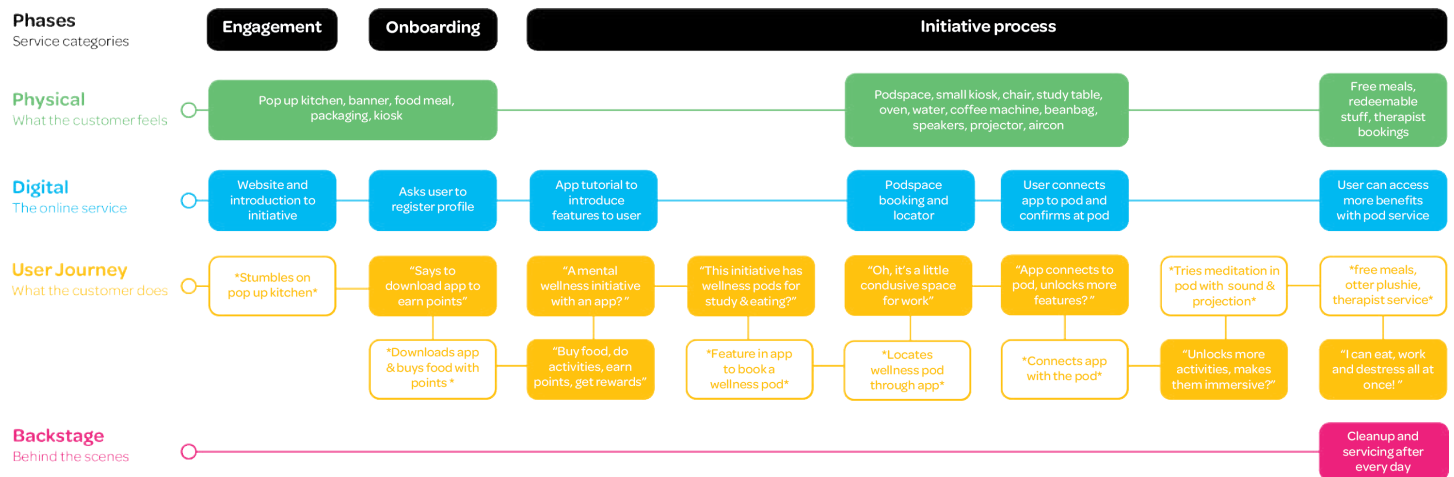


I measured the space we wanted to design as the pod and aimed to make it look like a cloud to follow the concept of the A2 board that I had created. It would be 1.5m (W) x 2m (L) x 2.5m (H). It would have the colour scheme of mental wellness, and I had tasked YiLin to draw the pod to present the idea to Jason and Remy.

The pop up was supposed to provide a conducive working space within the isolated environment. And we wanted to allow people to eat within the space and use other utilities within the relaxed environment.

service blueprint

Because I was sure of the project and wanted to stick to it, I thought I might as well do the service blueprint and stay on the idea as it was too late to change it.



consultation final

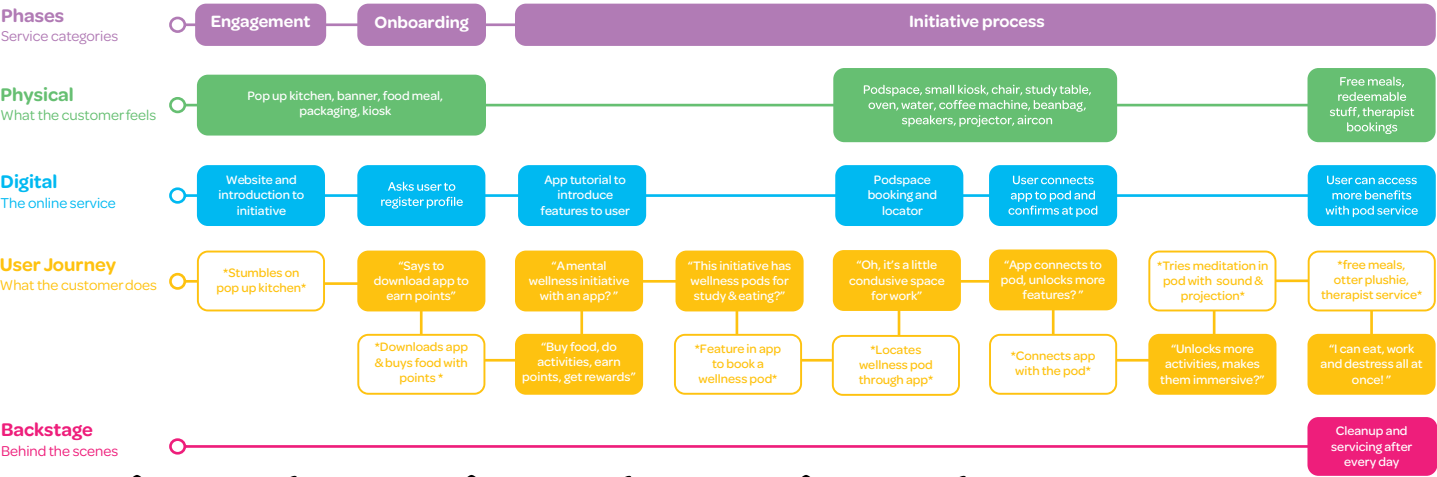
Based on the previous consultation on Tuesday I had assumed that the lecturers would agree with the podspace as a part of the food initiative. However, Jason and Remy may have had a change of opinion on how the introduction of the pod has shifted the focus of food to a spatial wellness scape. Jason mentioned how the podspace felt forced and wasn't necessary as it works seperately from the food pop up anyways.

We were almost stumped when Remy had actually reassured us that our project was pretty much in the final stage from Week 5 when we presented. However, that clash of opinions from Will took us off course and made us overthink and restrategise for nothing.

Granted, Will did open my mind up for consideration in the future about a journey that we can take our users through every step of the way type of methodology... But I don't believe that his comments were very applicable in this particular project as we are not therapists, and we did not research the detailed aspects of how a therapist would take their patient through a journey. We established a nationwide problem with statistics, a target audience and we executed our concept with a digital influence.

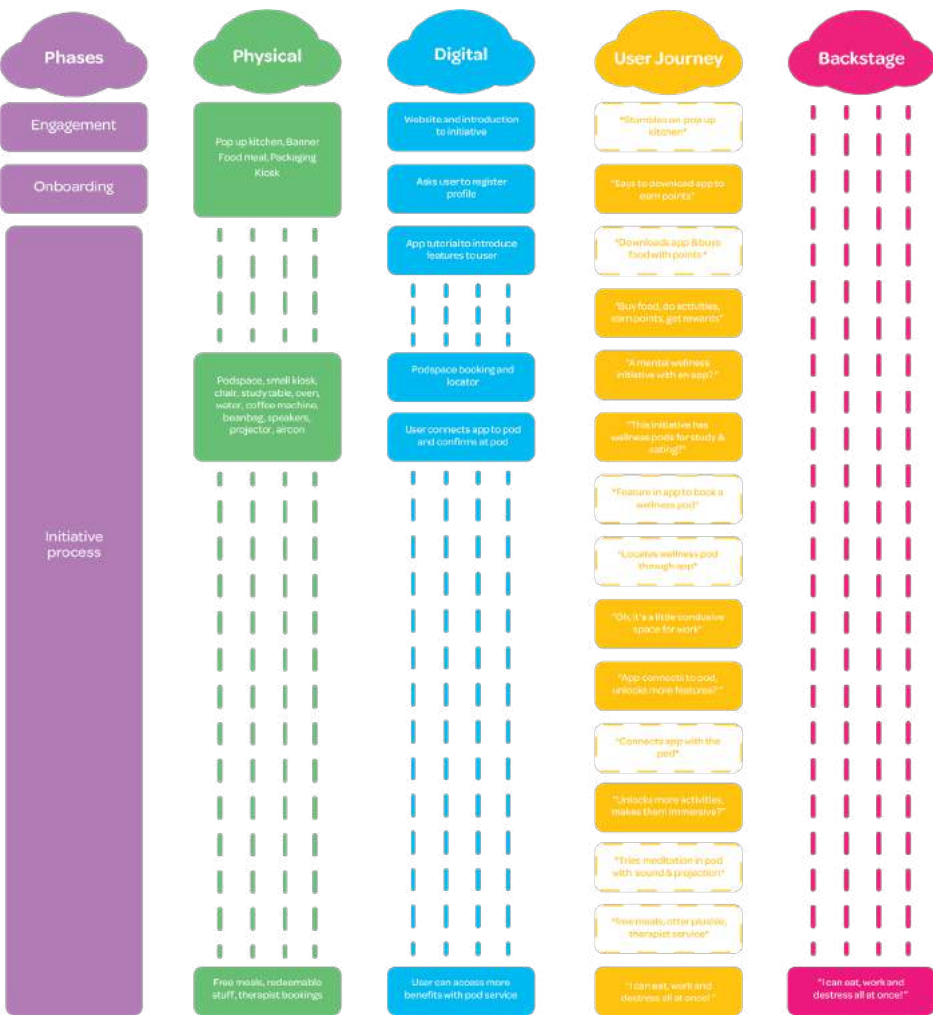
make food the focus.....

I had to rethink the service for the last time but this time, Robin gave me the idea. Why not we just have a QR code on the bento set so that the user gets points from there? That single comment allowed me to think about a tier based bento system in line with our current app service idea we had already.



grind grind grind.....

Since the blueprint was done, we could really push and focus on the designing of everything in line with our project. Most of the concepts were being used from the week 5 presentation with an exception of additional products in the form of the tier based bento sets.

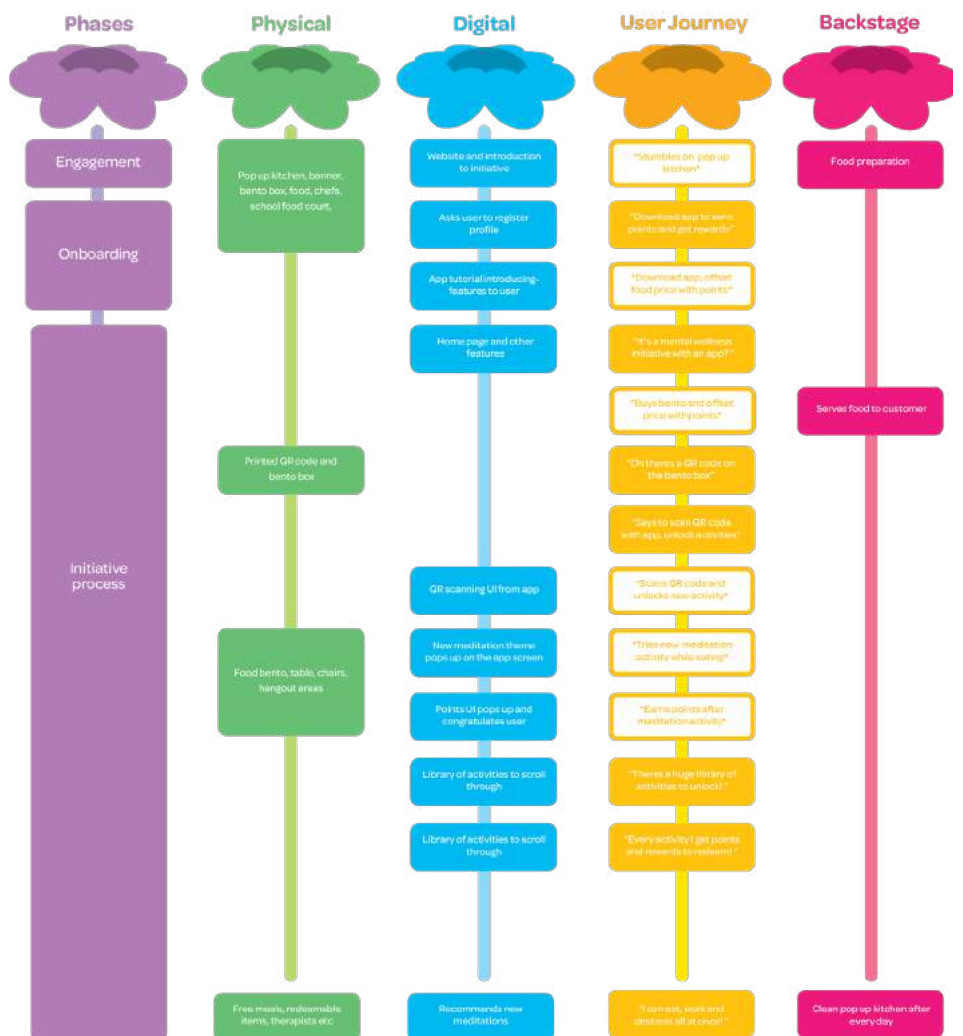


I did clouds as there were elements of clouds in the board. But it may create a polarising meaning on the subject of mental wellness so I decided to think of something more than that.

Because of the horizontal length of service blueprint and the layout of the board, I wanted to create an alternative design of the service blueprint that was able to be thematic yet readable

The next best idea was flowers which symbolises growth in mental wellness and therefore it was a better fit for the overall aesthetic of the pboard.

edits on app ui

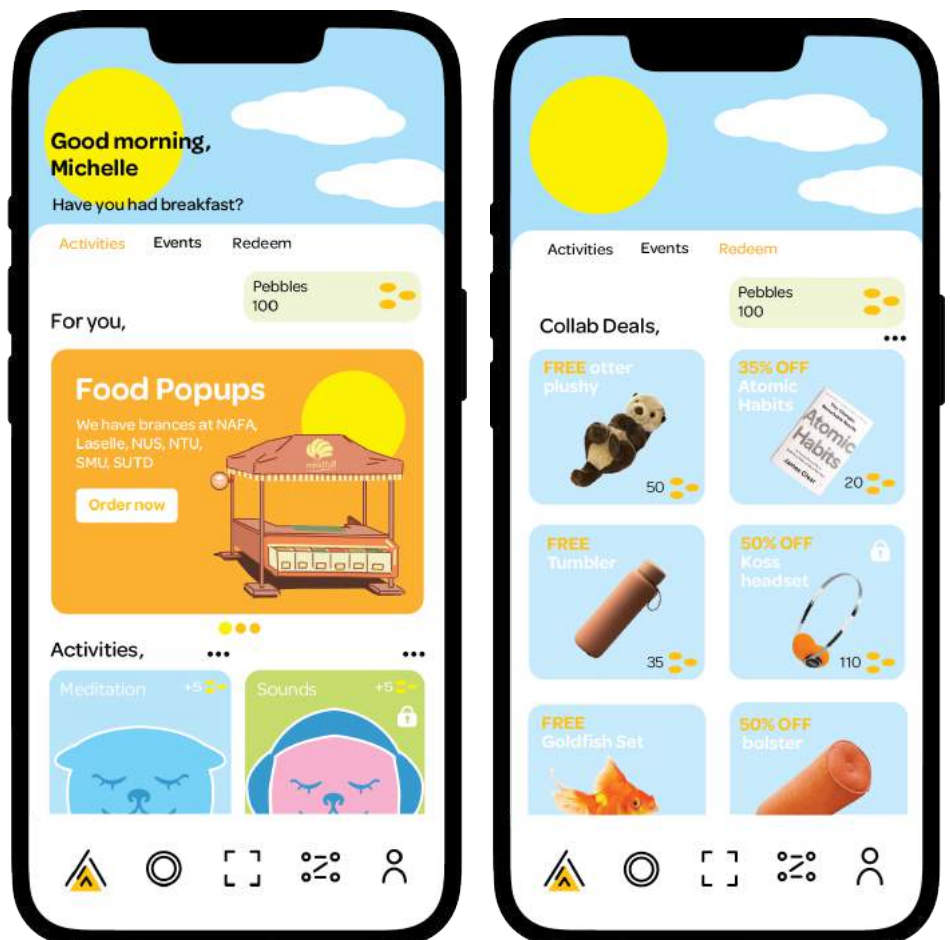


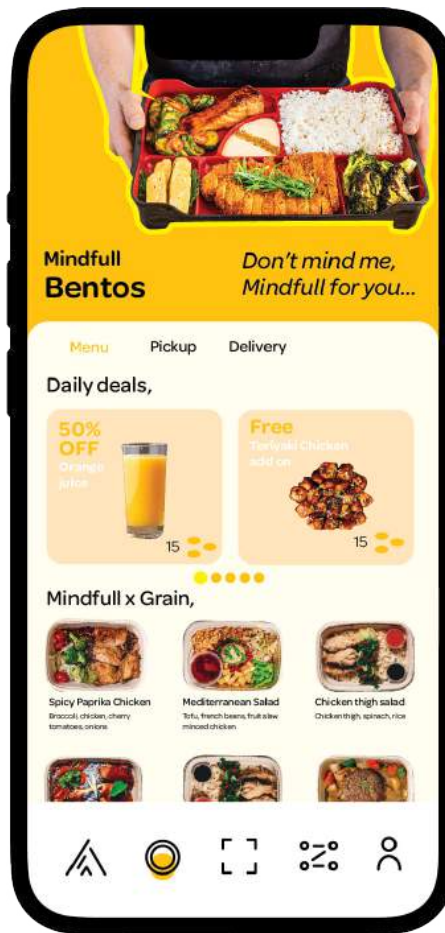
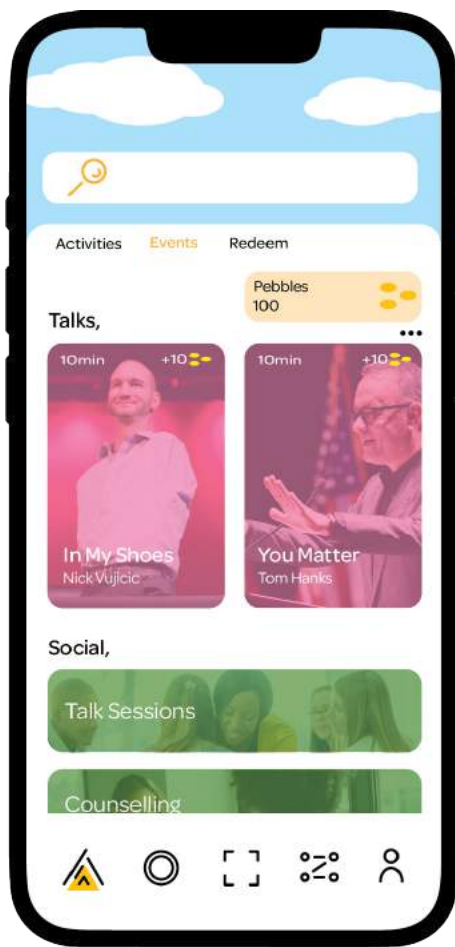
Home

Home screen has changed features, from dailies to talking more about the food popups and the bentos that go into the initiative happening at schools. Activities also remain the same as well.

Redeem

Redeem page has a clearer idea of what it is as Mindfull collaborates with other brands other than food related ones.





Events

Events didn't require changes whatsoever as it remains as a self help service page.

Bentos

Originally the concept was combined with the redeem section. But now there is a distinctive category between collaborators in other different service sections.

QR scanning

This is a new added feature that allows the user to connect with food more literally and have real incentives to purchase the bento for themselves.

Milestone

Page remains the same with minimal to no changes from the week 5 presentation.

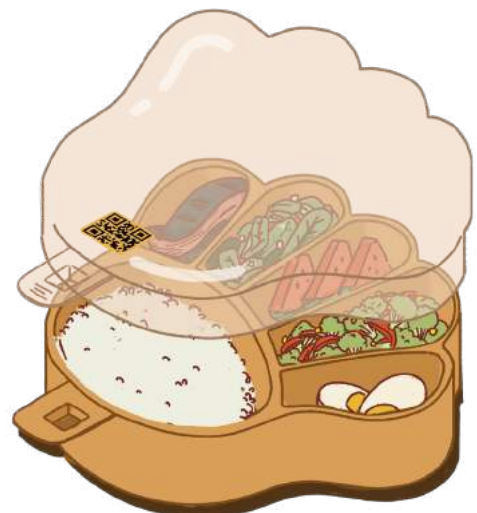
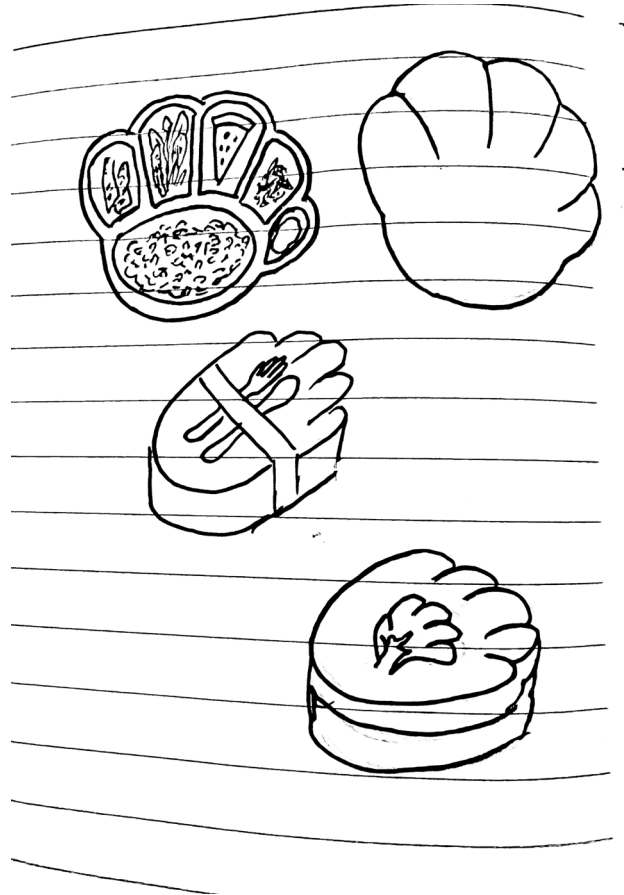


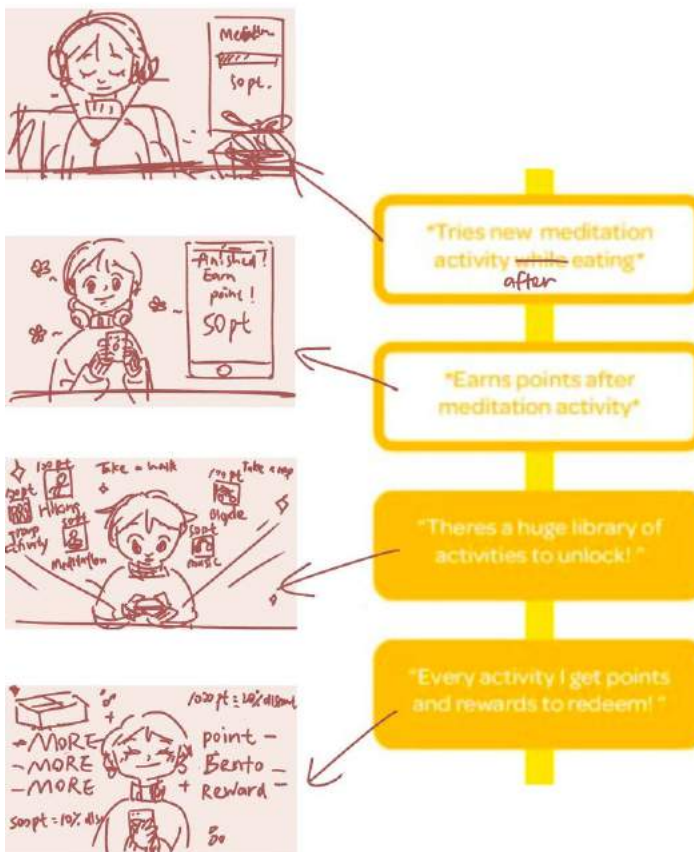
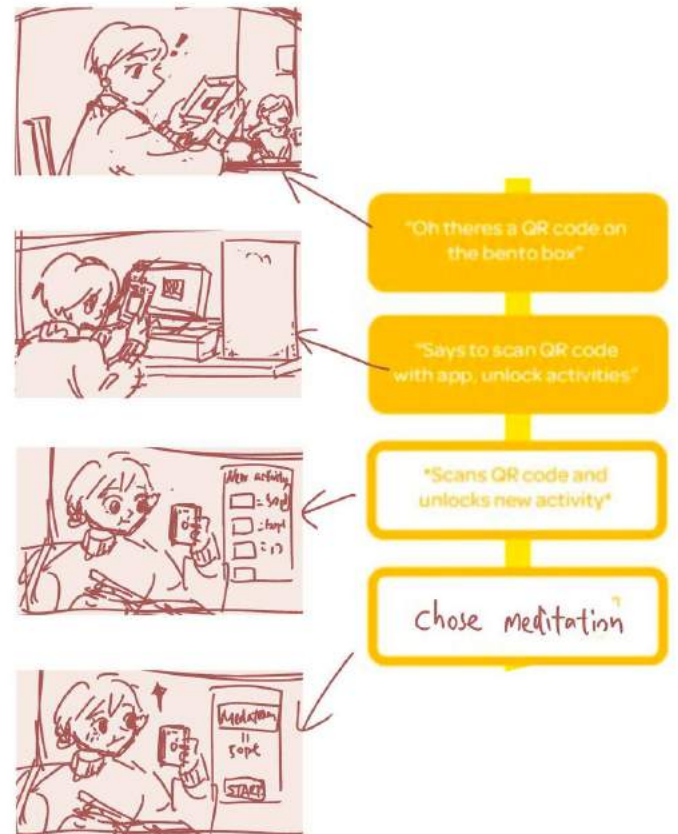
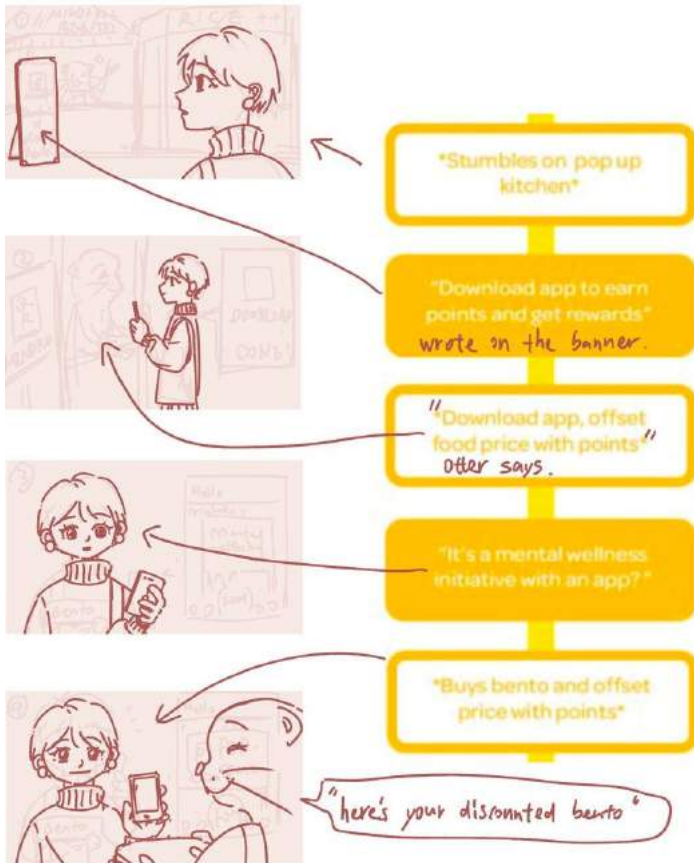
food elements edits

Tier based bentos

Previously the only product we had was a pop up kitchen without going into detail about the bentos... Now there is a proper system about the bento sets and how we can use them as a gateway for more in app activities.

For this concept of the paw bento, I worked with Yi Lin to develop it. I sketched it out the idea drawn from our otter paw logo as inspiration. And since she had already established the other two bento boxes, we decided to keep it to create a tier based system that also translates as scannable points to the app.





storyboard

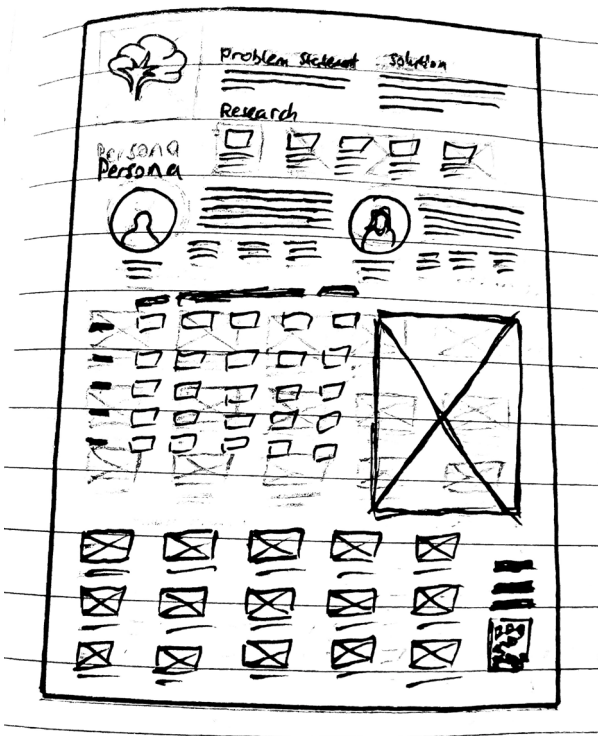
Based on the user journey and service blueprint which I did, YiLin was able to draw the storyboard to the way that she imagined it would look like. We agreed that it was up to standard and she proceeded to colour the storyboard while I worked on the A2 board and Robin worked on the website.



Although the storyboard looks like a comic, I believe the descriptions written down on the A2 will be sufficient for audiences to understand the service.

a2 sketch

At this point I was also doing a wireframe to follow for the A2 board so that we were able to finish our project in time.

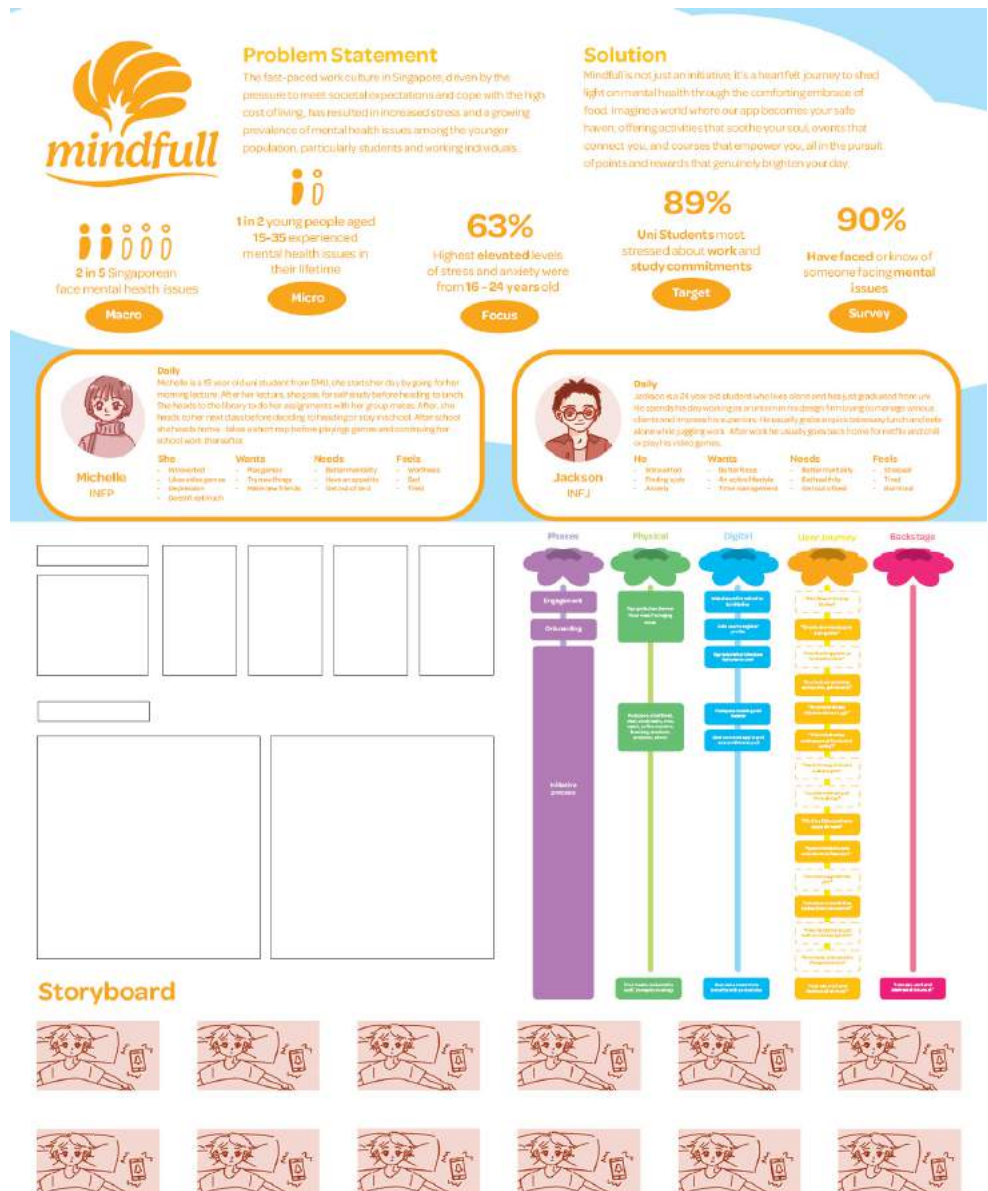


Eventually half the design and layout changed, but at least I was able to fill in what I felt needed to be in the A2 board to make an organised layout.

I wanted the problem and solution at the top, along with the key research and problems found so that we could lead them to the target audience. From there the service blueprint and the product takes center stage while the storyboard is placed below the lot

Many days were spent editing the board and making it look more like a board that promotes mental wellness. Originally the board was abit more monotoned, but I felt that it was very boring and that we could play with hierachy as well as branding with the A2 board being a huge canvas to just dump everything important in.

Overall I was satisfied with the final result we had and its also thanks to the team I had who were able to provide necessary support when I needed it.



all in a terms work

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Robin Wee Huay Yi | G20230003
Liu YiLin | G20230180



Problem Statement

The fast-paced work culture in Singapore, driven by the pressure to meet societal expectations and cope with the high cost of living, has resulted in increased stress and a growing prevalence of mental health issues among the younger population, particularly students and working individuals.

Solution

Mindfull is not just an initiative; it's a heartfelt journey to shed light on mental health through the comforting embrace of food. Imagine a world where our app becomes your safe haven, offering activities that soothe your soul, events that connect you, and courses that empower you, all in the pursuit of points and rewards that genuinely brighten your day.

2 in 5 Singaporean face mental health issues

Macro

1 in 2 young people aged 15-35 experienced mental health issues

Micro

63% Highest elevated levels of stress and anxiety were from 16-24 years old

Focus

89% Uni Students most stressed about work and study commitments

Target

90% Have faced or know of someone facing mental issues

Survey



Michelle
INFP

Daily

Michelle is a 19 year old uni student from SMU, she starts her day by going for her morning lecture. After her lecture, she goes for self study before heading to lunch. She heads to the library to do her assignments with her group mates. After school she heads home. Takes a short nap before playings games and continuing her school work thereafter.

He,

Introverted
Likes video games
Depression

Wants,

Play games
Try new things
Make new friends

Needs,

Better mentality
Have an appetite
Get out of bed

Feels,

Worthless
Sad
Tired



Jackson
INFJ

Daily

Jackson is a 24 year old student who lives alone and has just graduated from uni. He spends his day working as an intern in his design firm trying to manage various clients and impress his superiors. He usually grabs a quick takeaway lunch and eats alone while juggling work. After work he usually goes back home for netflix and chill or play his video games.

He,

Introverted
Finding a job
Anxiety

Wants,

Better focus
An active lifestyle
Relaxation

Needs,

Better mentality
Eat healthily
Get out of bed

Feels,

Stressed
Tired
Burnt out

Our app

A mental wellness app dedicated to care for your mind. Earn points through activities, earn more points by purchasing our bentos and scanning the QR codes that come along with them.



Our Bentos

Our bentos come in various tiers, from our cheapest, to mid range and premium. Points earned based on purchase varies respectively in this matter



Our Pop Ups

We have branches at NAFA, Lasalle, NUS, NTU, SMU, SUTD. Menus in collaboration with various brands like Stuff'd, Grain, Shake salad, Cafe meal MUJI, and Nutrition Kitchen.



Storyboard



Michelle stumbles on the pop-up kitchen.



Mascot tells Michelle she should download the Mindfull app.



She realised this pop up and app is a mental wellness initiative.



Downloading the app earns her points and a discounted bento.



She bought the premium bento and saw a QR code atop of it.



She scanned the QR code from the app and earned her points.



The app has points, rewards, menus, and a progress tracker.



Points can be used to unlock self-help activities and rewards.



Some activities include meditation, courses, and talks.



Points can be earned from doing a self-help activity.



She sees that there is a huge catalogue of activities.



Milestone system lets users earn more rewards through app usage.

