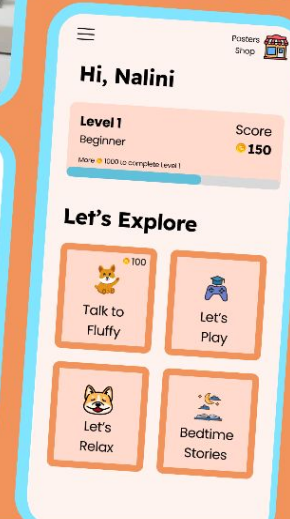
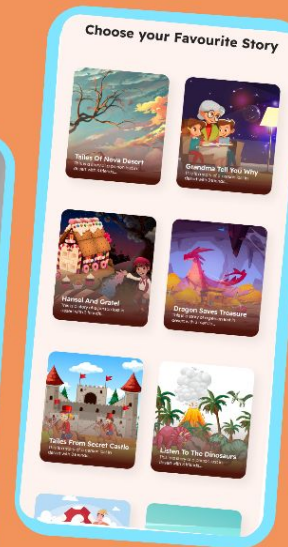
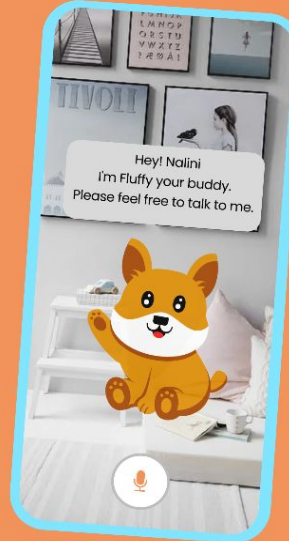




UNTANGLE

Gamification Based
Mental App for Children
and Adolescents



Team - Knight Hawks



Sruthi S Venkataraman
UX/UI Designer



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UX/UI Designer



**Vignesh
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Mentor
Manish Kumar Bishnoi
Principal Product Designer

OUR DESIGN PROCESS



Discover and
Empathize

- Clustering insights
- Data analysis
- Synthesize insights



Define

- 5 W's
- Problem Identification
- Persona
- Competitive analysis



Ideate

- Mind maps
- Brainstorming
- User Flow



Prototype

- Wireframe
- Prototyping

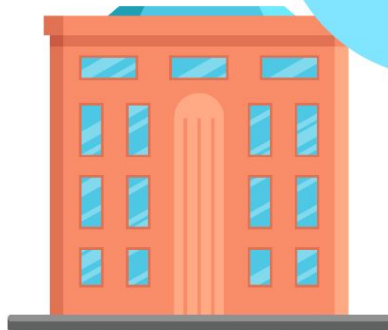
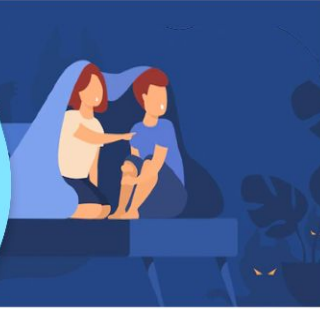
SCENARIO

Ukraine War crisis

Hi, I am Ilia and I live in one room of a rundown government building in Cave.

I keep getting nightmares of my loved ones in danger due to the war.

I find it very hard to sleep at night as I am scared of being hit by a shell.



CHILDREN BEAR INVISIBLE WOUNDS

DURING AND POST CRISIS EVENTS



DISCOVERY



About **535 million** children – nearly **one in four** – live in countries affected by conflict or disaster

Out of these kids around 10–90% of kids suffer from **Post Traumatic Stress Disorder**

“Exposure to crisis/disaster may lead to the development of anxiety disorders in children such as nightmares, social isolation and panic attacks.”

DATA INSIGHTS



10 years of Syrian War

73% of the children experienced **anxiety** and **58%** had suffered **depression** due to the conflict

Geneva Solutions, (2022a, March 23), Protecting Syrian children's mental health after 10 years of war.



The Ukraine Crisis

1,531,864 children were affected due to the crisis and **22%** of them suffer from **mental health issues**

Uvo Peace of Mind: The Looming Mental Health Crisis for the Children of Ukraine - Ukraine, 2022



Covid 19

Nearly **3 in 10 (29%)** say their child is "already experiencing harm" to their **emotional or mental health**

School During the Pandemic: Mental Health Impacts on Students, 2020, September 17, NASM California.

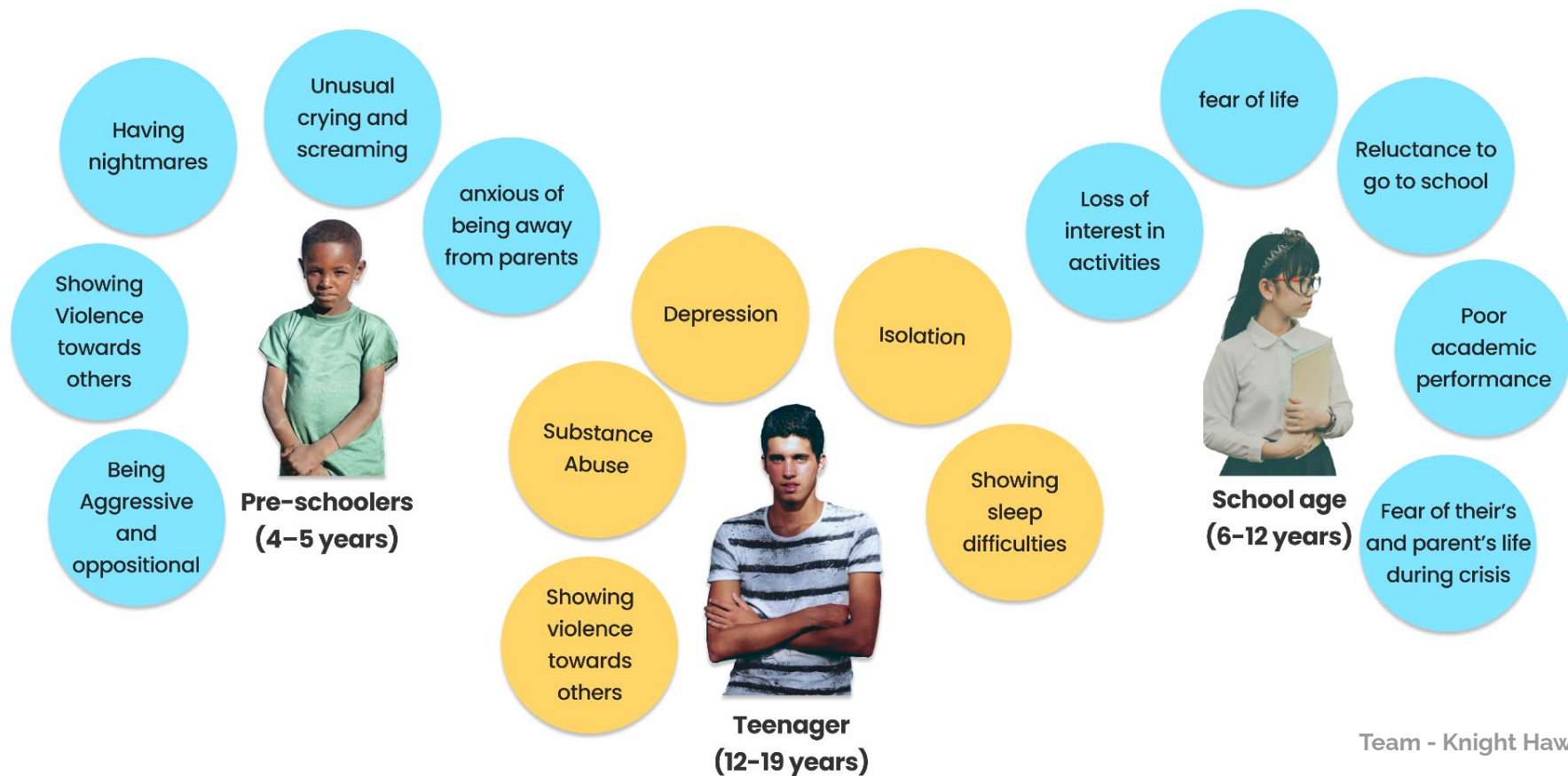


Sri Lankan Economic Crisis

3 out of 4 children showed signs of distress and withdrawal.

Save the Children International, 2022, July 26. SRI LANKA: ONE IN THREE FAMILIES SEE CHANGES FROM ECONOMIC CRISIS IN CHILDREN'S MENTAL HEALTH AND BEHAVIOUR.

SYNTHESIZED RESEARCH INSIGHTS



PROBLEM IDENTIFIED

1. Exposure to news and external factors affect children's mental well being

Children often find it hard to make sense of crisis is because they are not aware of what's happening around they get influenced by external factors like their society,media,visual they see, hear etc



PROBLEM IDENTIFIED

2. Lack of initial intervention can worsen mental health

Early intervention after a traumatic event is important as approximately 40% of children are at risk of long-term post-traumatic stress symptoms

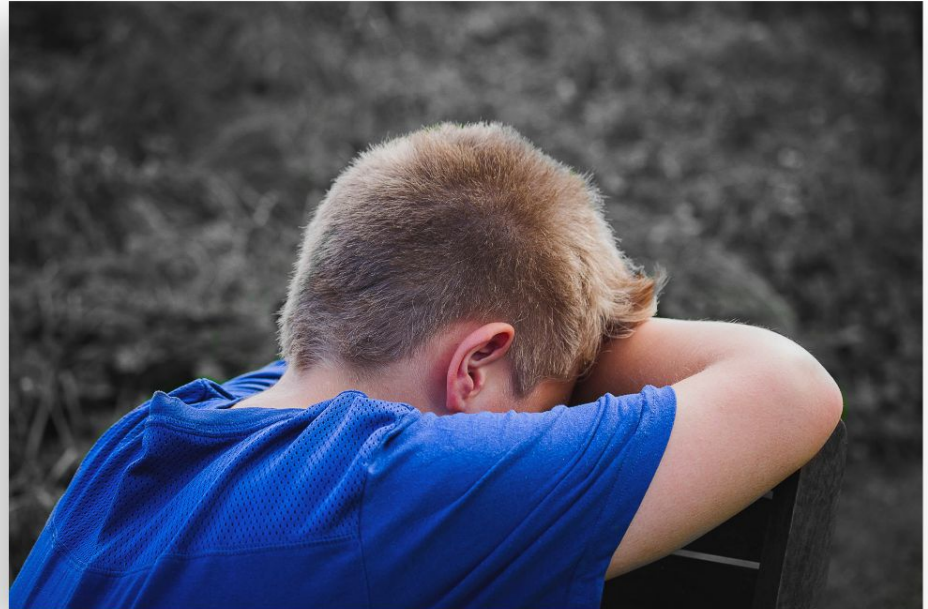
They may have witnessed or experienced atrocities during the crisis which causes deep impact on their mental well being such as fear, nightmares, social isolation and panic attacks.



PROBLEM IDENTIFIED

3. Parent's find it difficult to understand their child's mental health

The parents find it difficult to console and understand their children's change in behaviour patterns during the crisis.



(5 Signs That Show Your Child May Be Suffering from Mental Health Issues, 2021).

PROBLEM STATEMENT

“ How might we help these Children who are affected during and post crisis to cope up with their mental well being and make them more resilient ? ”



WHY IS IT AN URGENT PROBLEM ?

1

Brutality of Crisis

For a child the **impact of brutality of war** is **immeasurable**

2

Consequences

What they see, hear and feel will have **long-term consequences** for them as they grow into adults.

3

Burden of War

Children who've lived through war and conflict suffer a **high level of psychological problems.**



Toll on Mental Health

Children show signs of **distress, crying more aggressive behaviour or violence.**

4

Supporting them

Children **need support from family and friends or someone to** understand and cope with the such situations. otherwise symptoms can worse

5

PERSONA 1 (5-12 years)



AGE	8
GENDER	Male
LOCATION	Kyiv
NO OF SIBLINGS	2
EDUCATION	Grade 3

Ian

ABOUT

"Ian keeps getting panic attacks of his traumatic experience at the war. Even before knowing how to read, he was a victim of the disheartening events of the war. Besides his parents have stayed back at Donbas to help fight the war."

GOALS

- Get help dealing with panic attacks.
- Being able to feel the presence of his family.

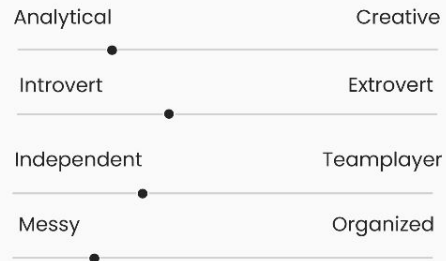
PAIN POINTS

- Anxious about death approaching.
- Get frequent nightmares
- Withdrawal from normal activities
- Loss of interest in activities
- Want to get back home and mom.

NEEDS

- Looking for a fun way to get rid of anxiety
- Someone whom i feel free to share my feelings
- Loves to use game based apps

PERSONALITY



PERSONA 2 (13-19years)



AGE 14

GENDER Female

LOCATION Donbas

NO OF SIBLINGS 1

EDUCATION Grade 9

Dericka

ABOUT

"Dericka has been having a difficult time dealing with the flashes of the dreadful memories that she witnessed during the war. She has left her homeland with her 4-year-old sister while her parents stayed back to help the war victims."

GOALS

- Be able to connect with her parents.
- Help herself and her sister come out of the trauma.
- Being able to get better sleep.

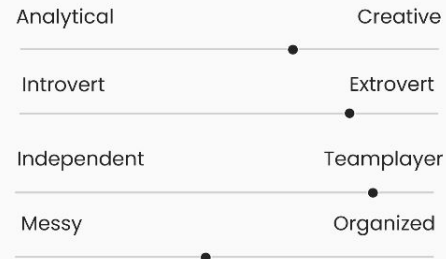
PAIN POINTS

- Having a hard time dealing with recurring memories.
- Having sleeping difficulties.
- Continuous headaches.
- Uncertainty about their future.
- Unable to provide emotional support to her sister

NEEDS

- Looking for a fun way to get rid of anxiety
- Someone whom i feel free to share my feelings
- Loves to use game based apps

PERSONALITY



PERSONA 3- PARENT



AGE 42

GENDER Female

LOCATION Donetsk

MARITAL STATUS Married

PROFESSION Nurse

INCOME 24K Approx

Darah

ABOUT

"Darah is a psychologist, psychotherapist and nurse, who stayed behind to volunteer at local hospitals in Kyiv while her children fled the war zone for safety. Her daughter told her that she keeps forgetting things frequently."

GOALS

- Being able to be present for her children, remotely.
- Keep her children comfortable and relaxed in the current state of chaos.
- Help her children deal with their mental stress.

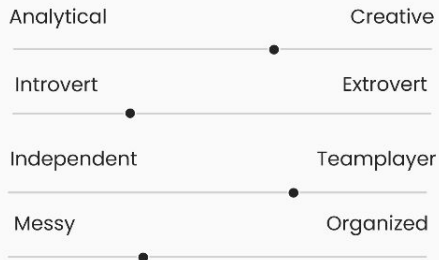
PAIN POINTS

- Inability to be physically present for her children in hard times.
- finds it difficult to console and handle their children's change in behaviour patterns during the crisis
- Unable to spend time with her children to help them cope with their trauma.

NEEDS

- Understand the mental health condition of her children
- A tool that can narrate stories in her voice to her children
- Monitor the changes in the mental health behaviour of her children over time.

PERSONALITY



COMPETITIVE ANALYSIS

Apps

Breathe, Think, Do with Sesame

Calm

Chill Panda

DreamyKid

eQuoo

Mind Moose

Worrinots

Features

Tap and touch to help the monster friend take deep breaths, think of plans, and try them out! Your child will enjoy silly animations and playful interactions as she/he is exposed to important emotional vocabulary, a calm breathing technique, personalized encouragements, and more!

Beginners' meditation exercises and bedtime stories specifically designed to calm the mind, which families can do together.

Chill Panda uses breathing techniques to help children relax more, worry less and feel better overall, measuring their heart rate and suggesting tasks to suit their state of mind.

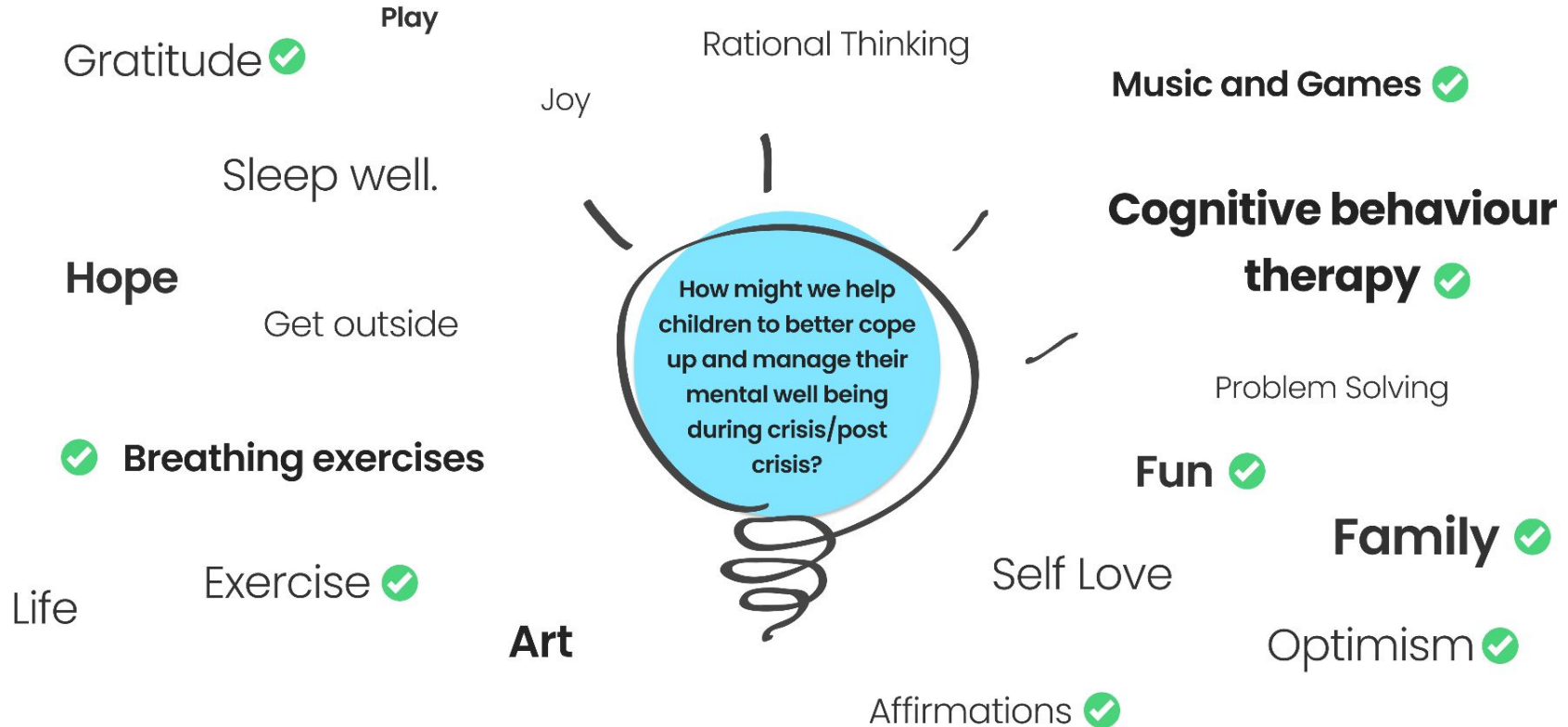
Meditation app offers meditation, guided visualization and affirmations curated just for children & teens. It uses proven techniques that teach your kids methods to guide them towards a happier life through mindfulness.

The eQuoo app uses adventure games designed by psychologists to help increase emotional fitness and teach new psychological skills — learning how to communicate more effectively and maintain mental wellbeing.

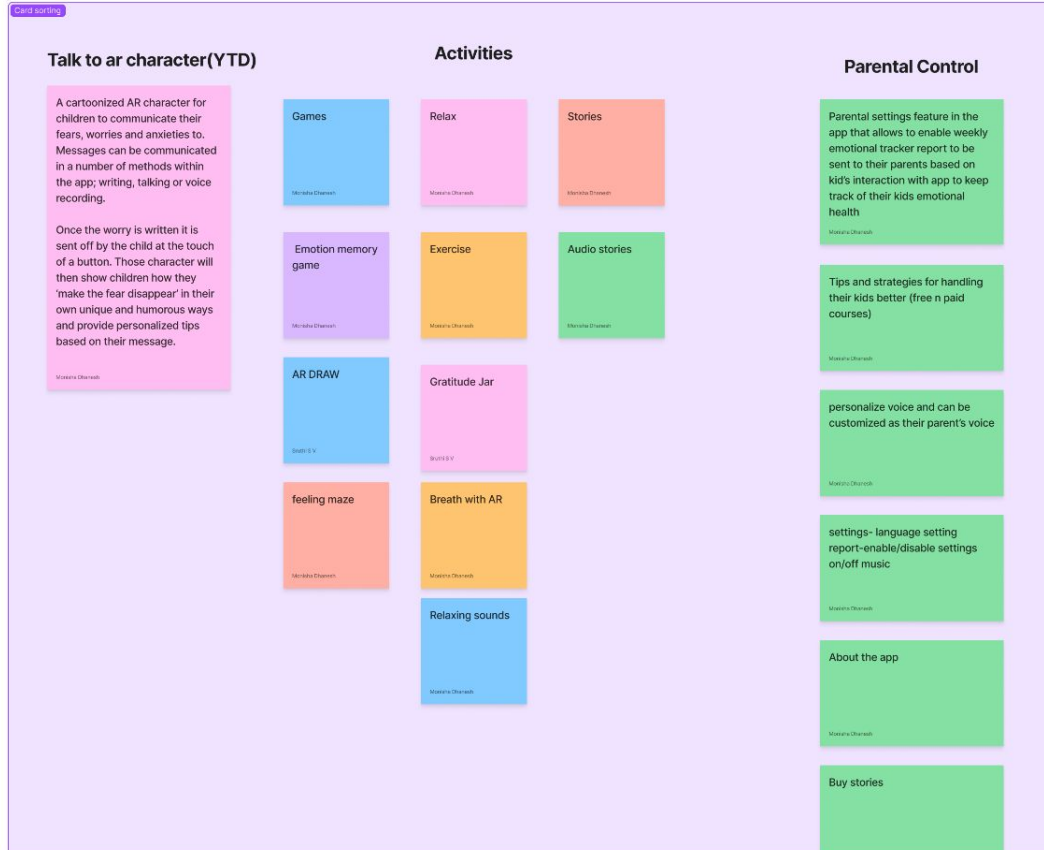
Mind Moose takes children aged 7–12 on a fun, interactive journey to learn about mental wellbeing, their minds and the practical tools they can use to help navigate through life's ups and downs and understand life better.

It primary age children send a written or recorded message to one of four characters, helping to take away anxieties or stresses. Designed to provide an outlet for children to talk about their feelings, monitored by parents.

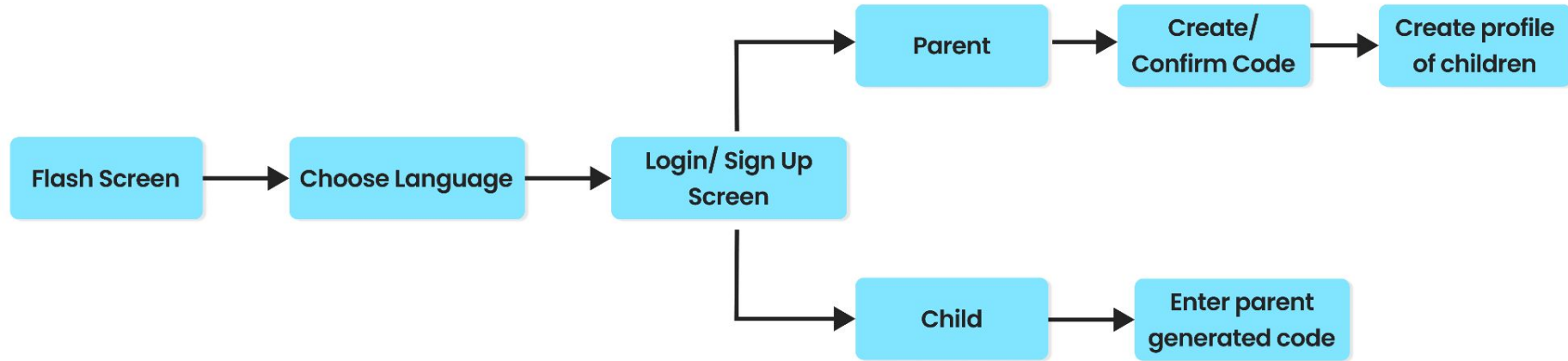
MIND MAP



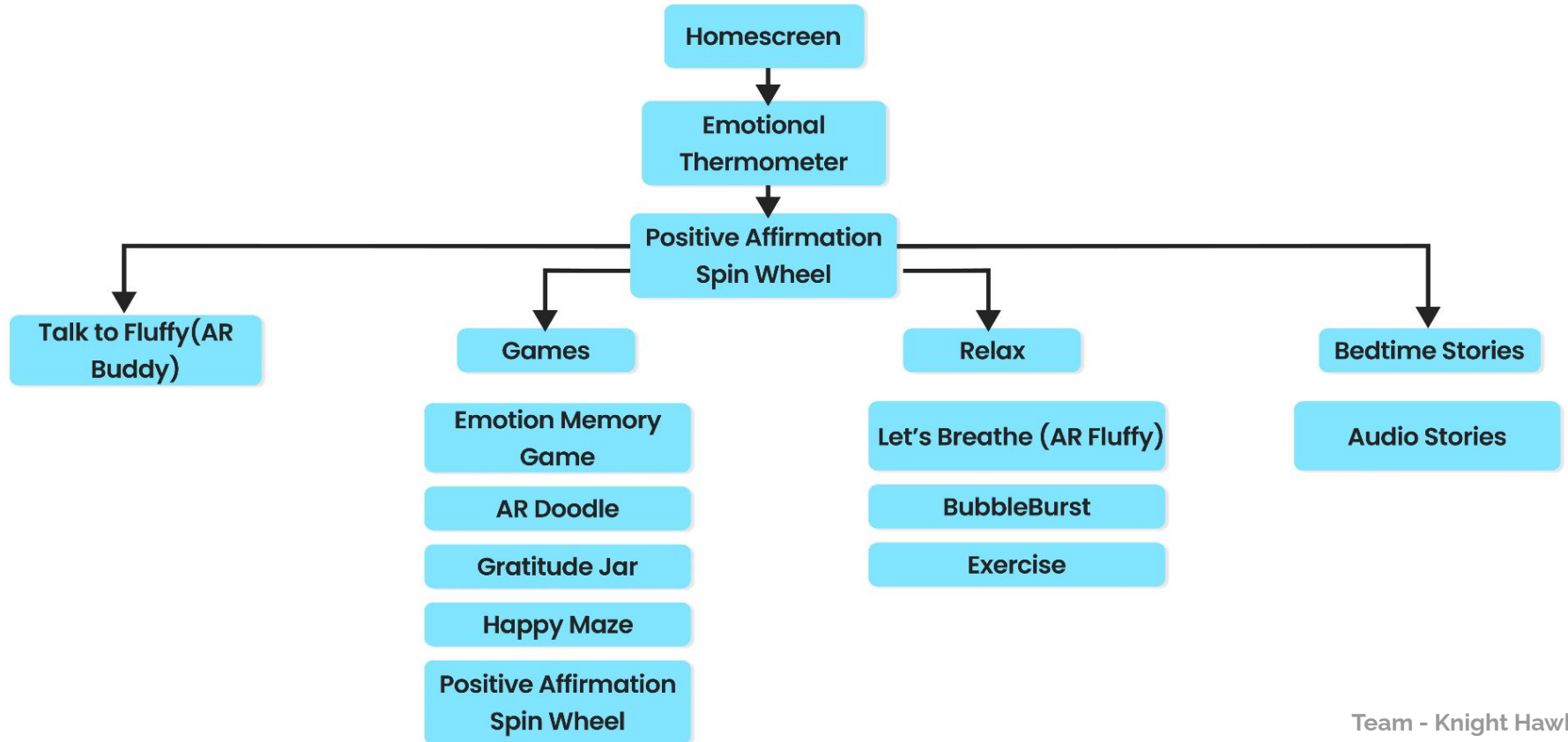
CARD SORTING



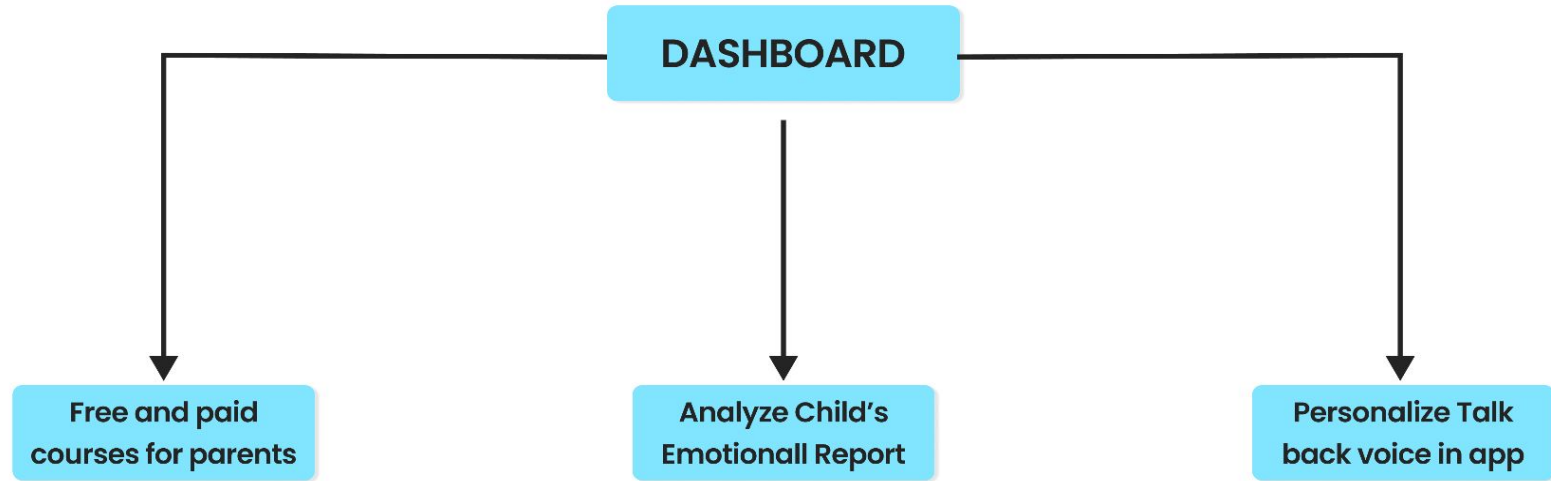
USER FLOW-INITIAL SETTINGS



USER FLOW-KIDS



USER FLOW-PARENTS



OUR SOLUTION



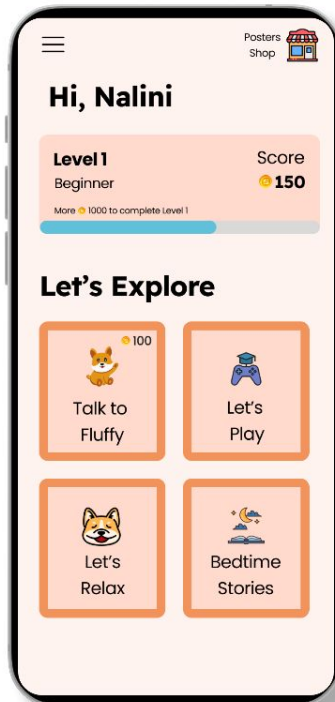
Gamification

Gamification based mental health app for children and Gamification Based Mental App for Children and Adolescents



Parental Dashboard

Portal for parents to track and analyze the weekly emotional activity of their children on the basis of app usage.



Activities

Engaging activities for kids to learn, manage and talk out their worries and emotions



Parent's Courses

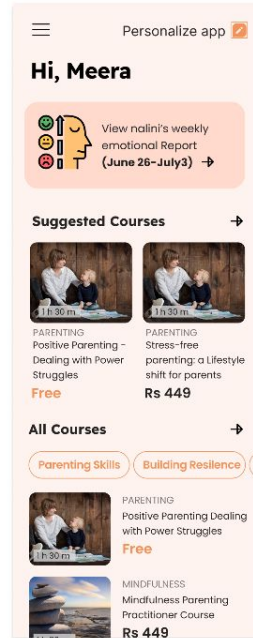
Parents can access tips and strategies through courses to help them better understand their child mental health

FOR PARENTS

1. **Parenting Courses:** A series of free and paid courses on how to better understand and manage their child's emotions.
2. **Parent's Dashboard:** Assists parents in comprehending and analysing their child's emotions as a result of their interaction with the app.
3. **Personalising App:** Parents can personalise the app for their child by using recording their voice, through which the child can listen to stories.

1

Parental Courses



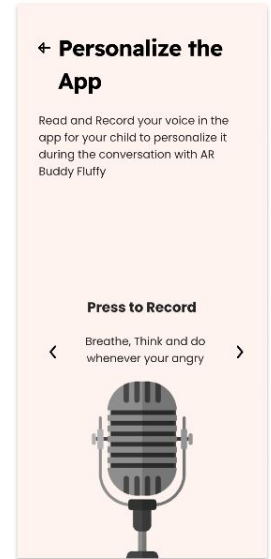
2

Parent's Dashboard



3

Personalising App



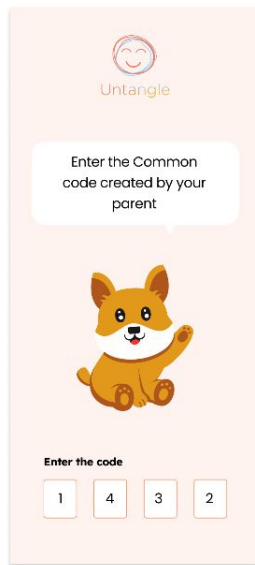
FOR CHILDREN

HOMESCREEN

1. **Parent Code:** The child can access the app using the code generated by their parent.
2. **Homescreen:** The child's home screen has four options to choose from: Talk to Fluffy, Let's Play, Let's Relax, and Bedtime Stories.
3. **Let's Relax:** When Selected, they can engage in the following activities: Let's Breathe, Bubble Burst, and Let's Exercise.
4. **Let's Play:** Once selected, they can choose from the following games: Emotion Memory Game, AR Doodle, Gratitude Jar, Happy Maze, and Positive Wheel.

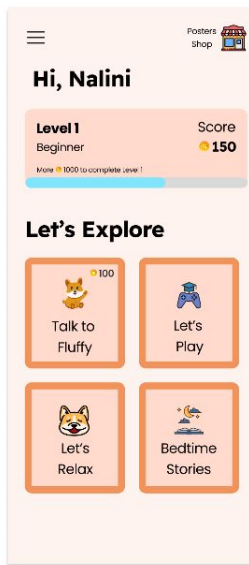
1

Entering Parent Code



2

Homescreen



3

Let's relax Screen



4

Let's Play Screen



FOR CHILDREN

REWARD SYSTEM

1. **Rewards:** The child is rewarded with points for participating in activities.
2. **Poster Shop:** The rewards collected can be used to buy posters, thus encouraging the child to engage more.
3. **Download:** The user can download the poster and use it.

1

Rewards



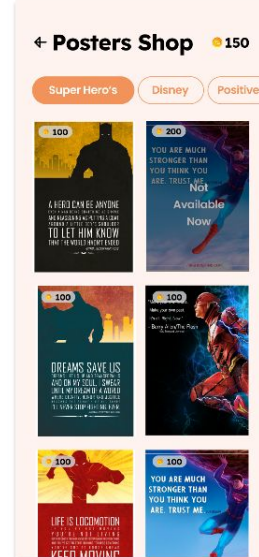
Congratulations !

You have unlocked

100

2

Poster Shop



3

Download Poster



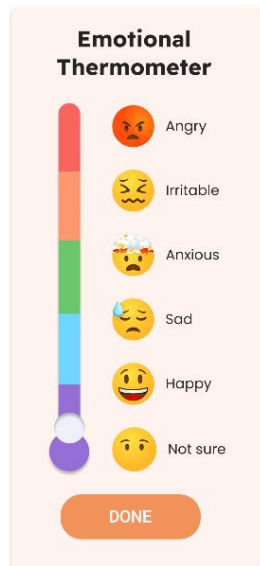
FOR CHILDREN

ACTIVITIES

1. **Emotional Thermometer:** Designed to help children express their emotions through the thermometer on a regular basis.
2. **Positive Affirmations Wheel:** The child spins the wheel and is asked to repeat the affirmation indicated by the spoke that is selected.
3. **Gratitude Jar:** The child is asked to write a about what they are grateful for and can return to the gratitude jar anytime.

1

Emotional Thermometer



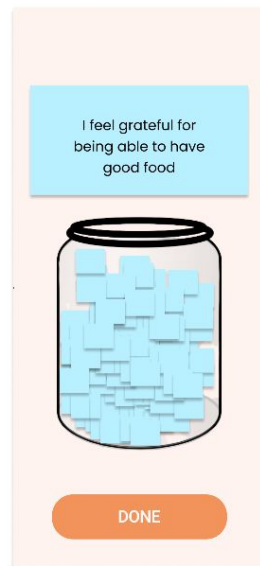
2

Positive Affirmation wheel



3

Gratitude Jar



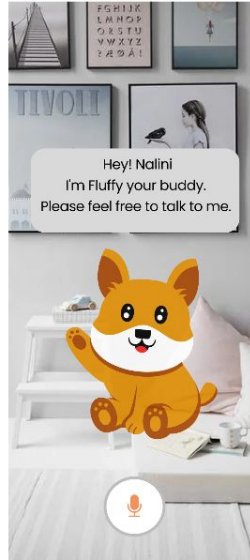
FOR CHILDREN

ACTIVITIES

1. **Talk to Fluffy:** The child can speak their heart out with Fluffy who assists them in dealing with their concerns.
2. **Breath:** Fluffy teaches the child mindful breathing, to help them emotional problems better.
3. **Bubble Burst:** A mind-calming activity in which the child attempts to pop as many bubbles as possible.
4. **Bedtime Stories:** The child listen to their favourite story in their parent's voice.

1

Talk to Fluffy



2

Breath



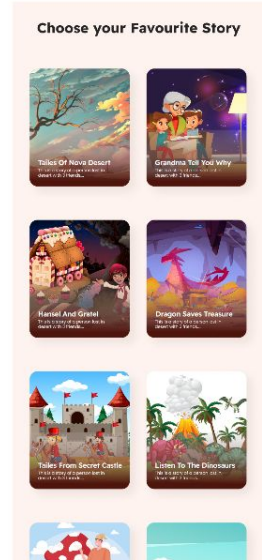
3

Burst the bubble



4

Bedtime stories



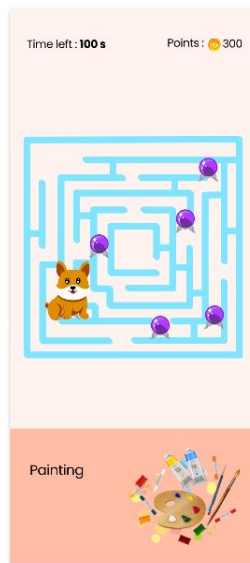
FOR CHILDREN

ACTIVITIES

1. **Happy Maze:** Child assists Fluffy in collecting points from the maze, and discovers fun activities that can make them happy.
2. **Let's Exercise:** Encourages children to exercise in a fun way that benefits their mental health.
3. **AR doodle:** Stimulates creativity, allowing them to process emotions and reduce stress and anxiety.
4. **Emotions Memory Games:** Fun way to learn about different emotions.

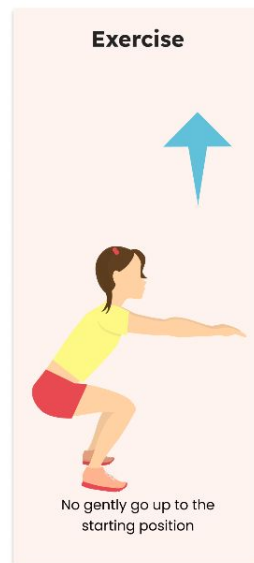
1

Happy Maze



2

Let's Exercise



3

AR Doodle



4

Emotions Memory Game



IMPACT ON SOCIETY

The consequences of not addressing mental health and psycho-social development for children and adolescents extend to adulthood and limit opportunities for leading fulfilling lives.

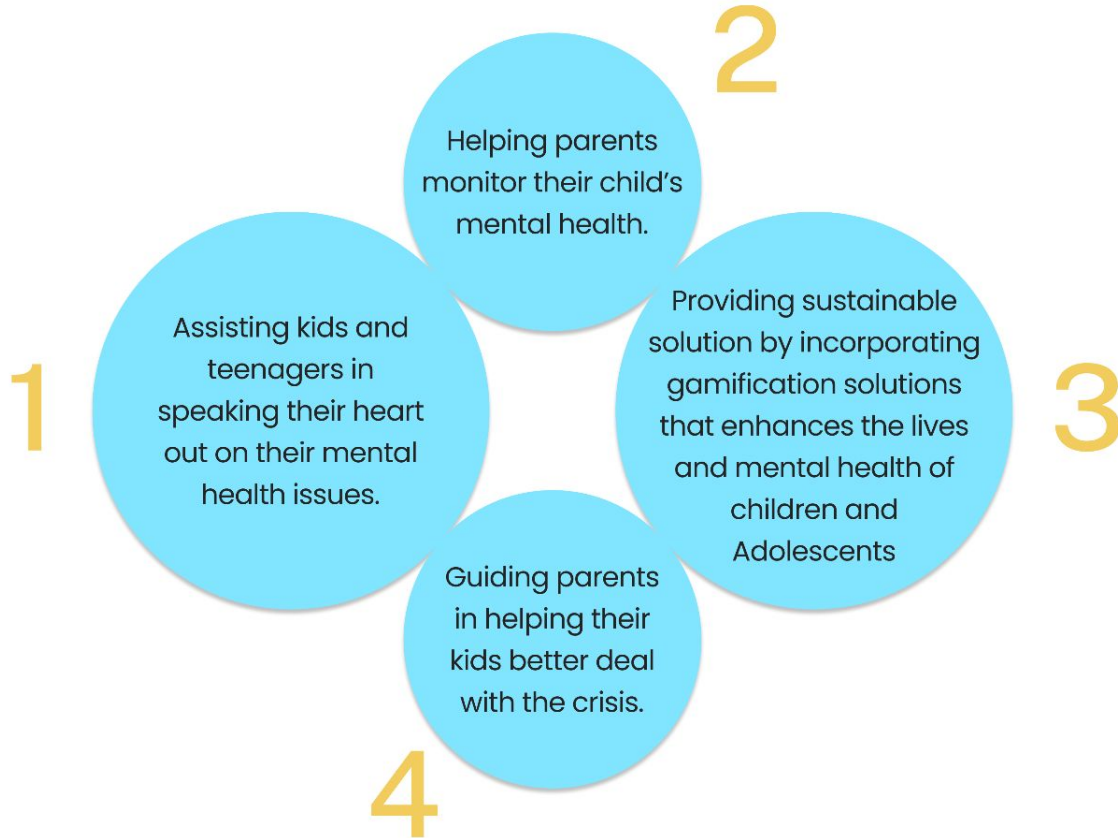
Helps Parents to
better aid on
understanding and
handling their
Child's Mental
health

Encouraging
Children to be
more aware
and vocal about
their emotions

Foster
positive
Thinking in
Children through
fun activities



SUSTAINABILITY



PRACTICALITY AND BUSINESS VIABILITY

Desirability

Why is this the need of the hour?

- With the recent conflicts and disasters, children around the globe are victims to mental health issues.
- Early intervention after a traumatic event is important as approximately 40% of children are at risk of long-term post-traumatic stress symptoms
- Having someone to open up their feelings and engaging them in positive activities help in easing the child's feelings.
- Additionally helping the parents understand their child's emotions also aids in improving child's mental health.

Feasibility

How can it be executed?

- Untangle uses Artificial Intelligence and Augmented Reality to give a real world experience to the kids.
- By Data Analytics, Untangle provides parents insights of their child's emotions.
- The solution involves training the AR buddy with previous data on how to give suggestion to kids to deal with their emotions which can be challenging.
- Additionally, Untangle requires assistance from psychologists and psychotherapists to implement better strategies to deal with the trauma.

Viability

How can we create revenue

The Minimum Viable Product

- Targeted at the children who are affected by crisis and also to assist their parents.
- The product offers free courses to parents to better understand their child's emotions
- The Premium membership offers premium quality courses to the parents on many topics like mindfulness, cognitive thinking, besides others.

Future Scope

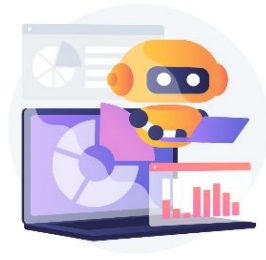
As we expand the product we aim at providing counselling to kids and also a community where kids can share and be open about their emotions.

KEY STAKEHOLDERS



Educational Institutions

Educational institutions can introduce untangle to their students to help them better deal with the crisis and learn mindfulness.



Software Companies

The software company would help in deploying the technical features in the app and present it to the key users.



Mental Health Professionals

Untangle can help mental health professionals to better understand the emotional well being of their patients of aged (8 to 19) and also monitor their mental condition.