

Project 03

PUPPYBOT

- AI CHAT HEALING

Interface Design Product Design

In recent years, the term "depression" has slowly appeared in the public in China, and the rise of "mourning culture" has led to a flood of depression topics online. On the one hand, it is because people lack knowledge about depression; on the other hand, depression is very common in the population, and even people who are not depressed are prone to associate themselves with depression when it occurs.

Surprisingly, depression is showing a younger trend, among which teenagers' depression manifestations are often easy to be ignored, with insufficient pre-recognition and prevention. There is a lack of platforms dedicated to teenagers' depression and other related mental health prevention and treatment. Therefore, a psychological healing application is designed to help teenagers prevent and alleviate their mental emotions.



BACKGROUND

1. By 2022, the number of times depression topics are read on the Internet in China exceeds 1.2 billion.

#More than 93 million people suffer from depression in China#

#Depression is the second leading killer after cancer#

#50% increase in depression visits by 2022#

#Depression among college students is on the rise#

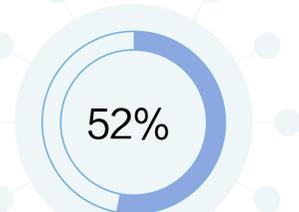
#What happens to personality after people recover from depression#

#Most depression can be cured#

#Parents don't know why kids get depressed#

2. The development of depression in China is trending younger, society needs to pay attention to adolescent mental health.

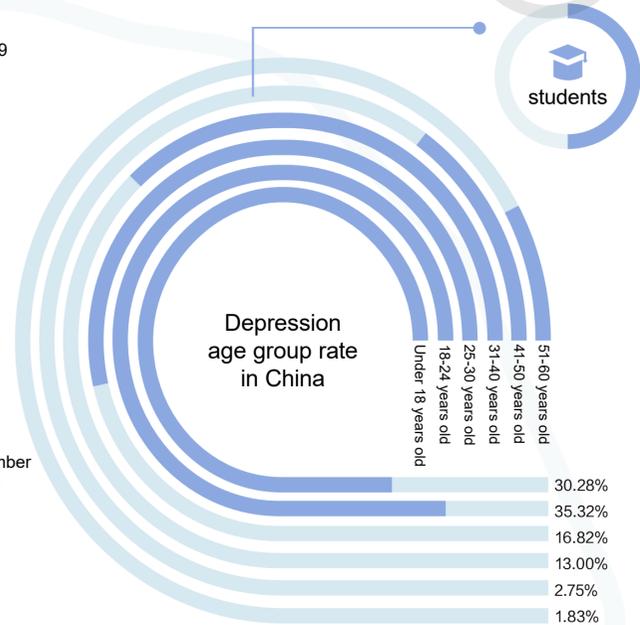
2019 Depression surges after Covid 19 outbreak 53 million



The positive detection rate of depressive symptoms in China

2030 Depression will become the number one disease burden in the world

NO.1

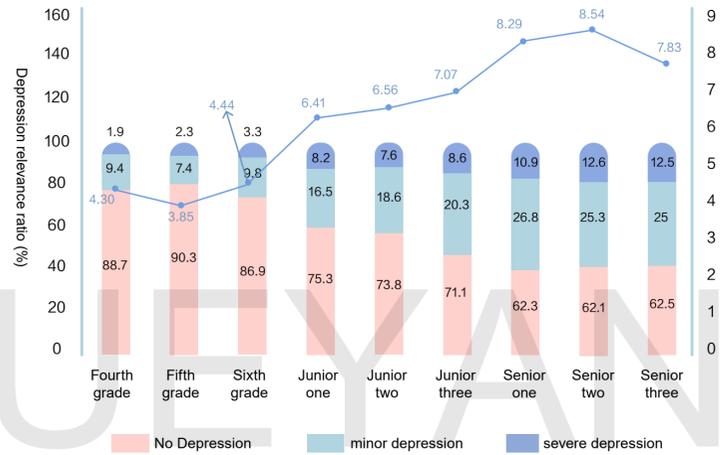


RESEARCH

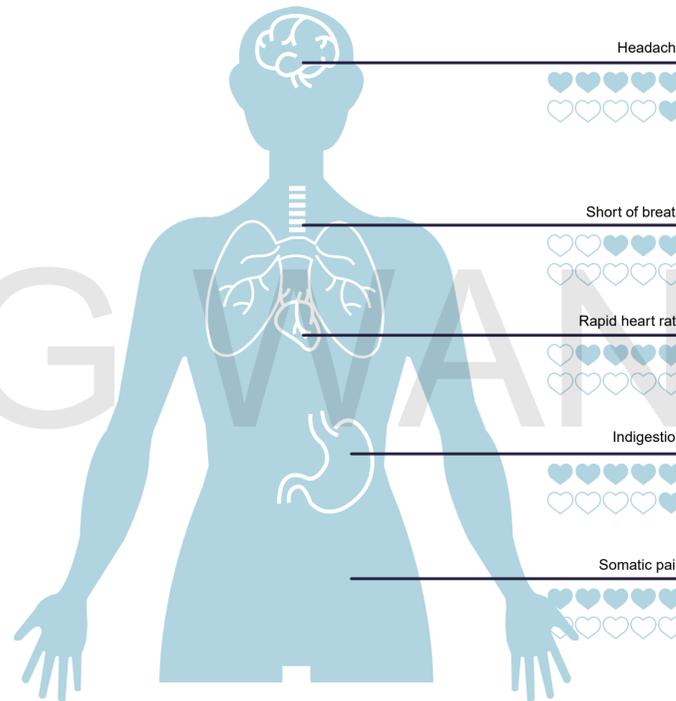
1. Analysis of depression in Chinese adolescents and the impact of depression on the human body.

The China National Mental Health Development Report (2019-2020) states that the detection rate of depression among adolescents in 2020 was 24.6%. Among them, 17.2% are mildly depressed and 7.4% are severely depressed.

01. Depression in students

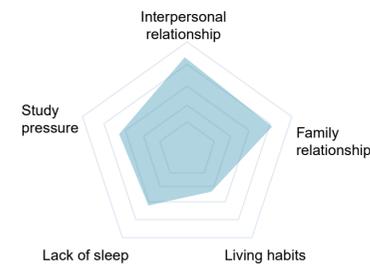


02. Symptom scores from mental health problems

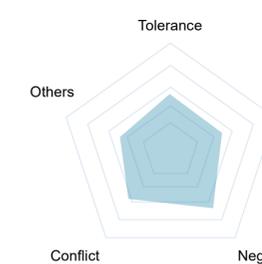


Many children experience pre-examination depression, which manifests itself in the following ways: irritability, insomnia, loss of appetite, dizziness and light headedness. They may also suffer from boredom, reduced learning ability and lack of self-confidence in their studies.

03. Causes of depression in students



04. Comments on parents



Adolescent depression is easy to be ignored, and depression can cause certain damage to both body and mind.

02. Problems faced by China in dealing with depression.



Due to insufficient social awareness and social discrimination, the diagnosis and treatment rate of mental illness is low, and most depressed patients have never received psychological treatment.

Insufficient public awareness



Average number of people with access to mental health services per million population



Insufficient resources for mental health care



Relapse of depression

High relapse rate of depression



High economic burden

Inadequate prevention and treatment of depression in China.

INTERVIEW

Interviews with friends who suffer from depression around us to describe the whole process and psychological feelings of depression.

Depression process record



Ms. Huang
Age: 22
Mild depression



Ms. Pei
Age: 23
Severe depression

① Initial period

Ms. Huang: Take a psychometric test

Ms. Pei: Deth of a loved one

② Diagnosis

Ms. Huang: Chronic depression

Ms. Pei: Aggravation of illness

③ development

Ms. Huang: poor drug treatment

Ms. Pei: Suicide

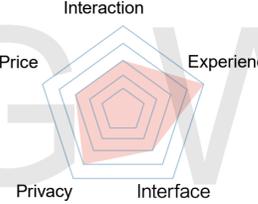
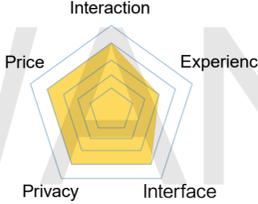
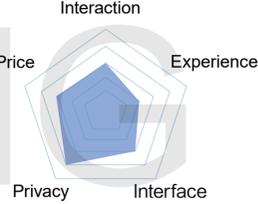
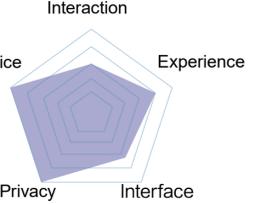
④ Healing

Ms. Pei: psychologist and family company




1. Depressed people are not easily detected. Depressed people will hide their negative emotions.
2. Depressed people crave companionship. They long for someone to be there for them and help them.
3. People with depression should seek medical attention in a timely manner.
4. People with depressive tendencies are sensitive to the environment.
5. Depression is expensive to treat. Whether it is medication or psychotherapy, it will cost a lot of money in the long run.

COMPETITION ANALYSIS

TYPE	Psychological counseling	Psychological community	AI counseling	Psychological game
APP				
INTERFACE				
COLOR				
VALUE	 <p>Interaction, Price, Experience, Privacy, Interface</p>	 <p>Interaction, Price, Experience, Privacy, Interface</p>	 <p>Interaction, Price, Experience, Privacy, Interface</p>	 <p>Interaction, Price, Experience, Privacy, Interface</p>
DEFECT	The consultation process is complicated and expensive	Easy data loss	Too many functions without logic	The game experience feels depressing

SOLUTION

Unclear main functions

Ignore people with potential depressive tendencies

Lack of long-term tracking and monitoring

↓


+


APP + AI doll

Psychological software and AI doll to help young people prevent and alleviate mental emotions.

STORYBOARD

pour out



chat



upload data



psychological test



psychologist



PATIENT | ROY
✕



Personal Details

Age: 10 Education: Primary School

Family: Single-parent familie

Traits

Cheerful 20%

Brave 40%

Confidence 50%

Enthusiasm 35%

Can help release repressed emotions
Find people with similar experiences

Biography

His parents divorced and his mother tried to commit suicide, which left him with a lot of trauma, causing him to feel depressed, afraid to talk to people around him about his affairs, silently keeping everything inside, feeling very sad emotionally, almost starting to not want to do anything and not willing to do anything, and basically losing all his hobbies. Now he is less social and always likes to have headphones on because listening to music makes him feel comfortable and calm.

Goals

- Release repressed emotions and relieve fear and anxiety.
- Expecting more attention from family members.

Frustration

- Fear of posting your thoughts on social media and being ridiculed.
- Repeatedly caught in the trap of being self-consumed.

AI 90%

Doll 60%

Chat 70%

PATIENT | WENDY
✕



Personal Details

Age: 16 Education: High School

Family: Two-parent families

Traits

Cheerful 50%

Brave 30%

Confidence 20%

Enthusiasm 60%

Find a place where you can talk

Biography

After transferring to another school, she feels her environment has changed. She is surrounded by many students with excellent academic performance and is under great pressure to study. At the same time, she does not have many friends since she transferred to another school. In various activities at school, she is often easily ignored and ostracized by her classmates. When she returns home, her father will supervise her studies, she always consoles herself with the worst case scenario and has no place to talk to.

Goals

- Want a place where they are happy to talk about what they are experiencing in school and in life.
- Able to sense their difficulties and give comfort.

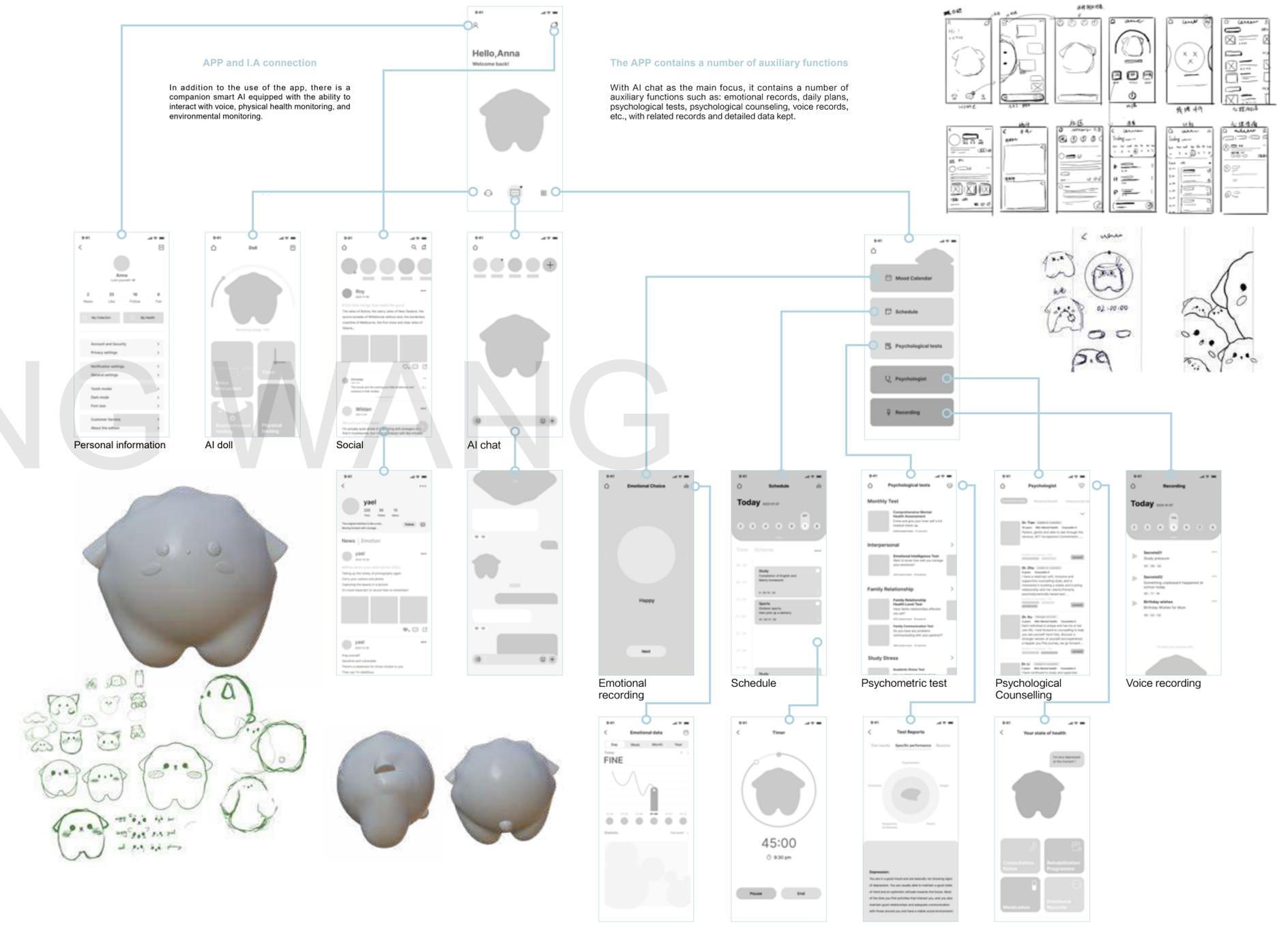
Frustration

- Most textual records do not fully express their emotions.
- Fear of compromising their privacy. Most recording software has a complicated and energy-consuming interface.

AI 70%

Doll 90%

Chat 80%



LOGO

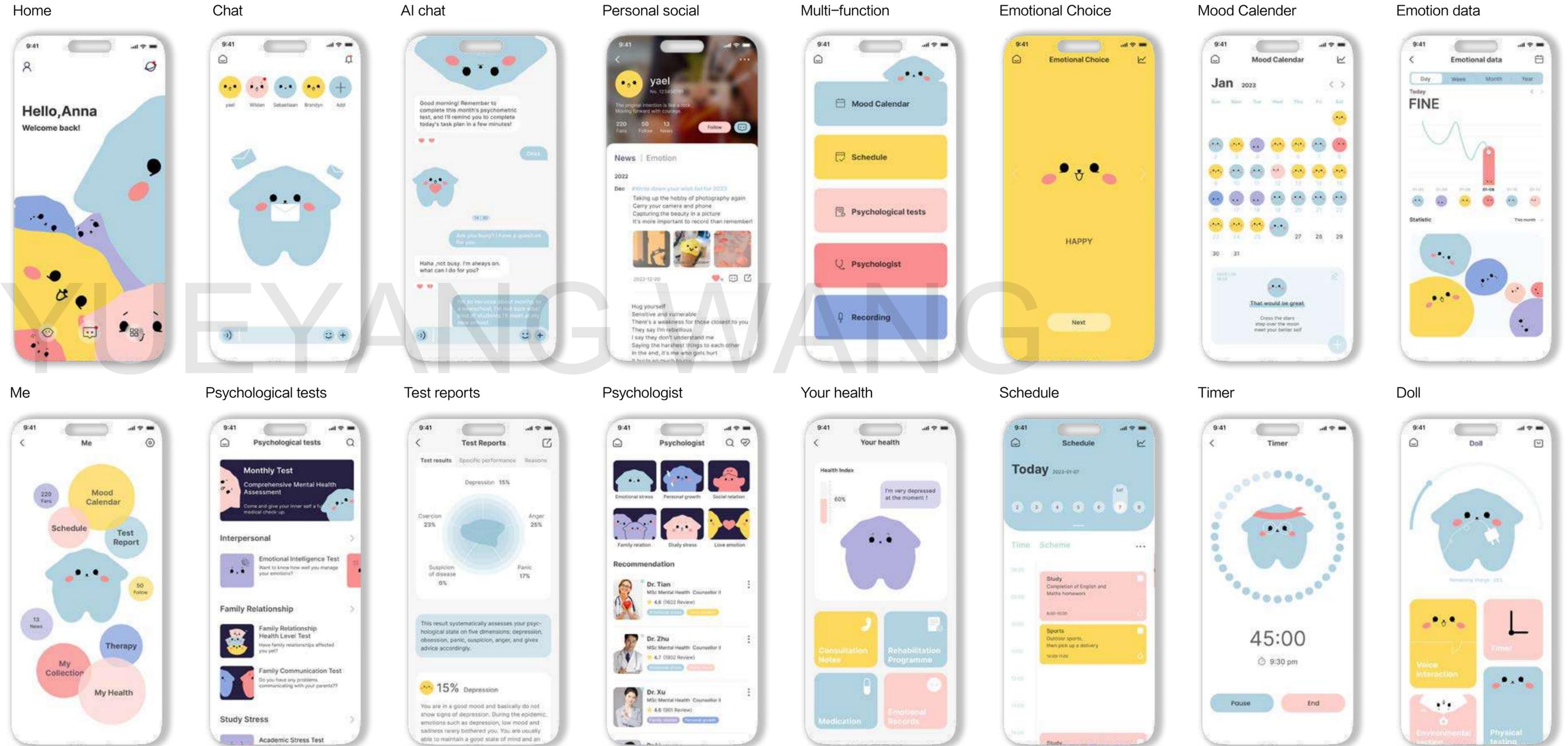


MOOD BOARD



- #b2b0de
- #fcd95c
- #8ca8e0
- #fa8f8f
- #b0d4e0
- #ffd1cc

INTERFACE DESIGN



FINAL OUTCOMES

