

Peace Palette

Color Therapy made easy.

About

What is Color Therapy?

Chromotherapy is the practice of using colors, typically applied in the form of colored light, to achieve wellness. Each color is associated with different benefits and bodily responses, from emotional to physical health.

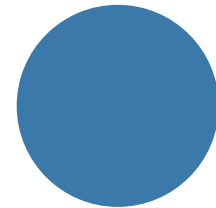
<https://infraredsauna.com/blog/color-light-therapy-history/>



The Challenge

Needs Statement

People with anxiety need a way to efficiently implement color therapy so that they can remain calm, regardless of their location and/or current situation.



Preliminary Research

Color Therapy on a Digital Platform

- F.lux is a free app for Mac, PC, and Linux, that runs in the background and subtly changes the color temperature of your computer screen to match the time of day.
<https://www.vsp.com/eyewear-wellness/eye-health/digital-eye-strain>
- For your eye health, the best kinds of lighting to live and work with include warm light sources, such as natural light.
<https://www.nvisioncenters.com/education/light-improves-vision/>
L

Preliminary Research

The impact distraction has on anxiety management

How can games positively affect anxiety management?

- games are indeed used as a coping tool after exposure to stressful situations and strain and that this “recovery experience” is a significant facet of the gaming experience...Video games can provide us with a safe and fun outlet for developing our emotional awareness and coping skills.
<https://www.verywellmind.com/how-video-games-relieve-stress-4110349>

User Research

People to Consider

- people with anxiety
- Students
- PTSD "patients"
- people in high stress jobs — military police or doctors
- people w/ neurological disorders
- ppl on ASD spectrum - Autism, Parkinson's?

Can monitor + check in

- Doctors
- Parents/Family

Neurological Users ② Situational Users ③ Voluntary Users ← Outsiders OLLY gummines

* Colorblind consideration

- put in survey
- to flip around the glasses they need (ex: red effects w/ green glasses)

People have to be willing/open to holistic med

- mental willingness

• would you use a stress reduction

slider scales

Stakeholders

- Doctors & Therapists
- Family / Loved ones
- Introspective People
- People in high stress situations
- People with temporary stressors
- People in high stress jobs
- College Students
- To survive the stress of school and graduate
- Hotheads
- To calm down
- Trauma Survivors
- To thrive.
- People with Anxiety
- People w/ OCD
- People w/ ASD
- PTSD patients
- To monitor the user

User Research

Interviews

1. Almost every day - happens based on certain situations.
If I sit at home all day and don't do anything, I probably wouldn't experience it.

2. Certain situations that I have to figure out how I'm going to handle -- things you can't control (airports, being around a lot of ppl...)

3. Planning ahead of time, keep myself out of situations I know will affect my anxiety.

4. Yeah, I would try anything.

5. ~~Research~~ Research that shows it was useful for others. I could tell if what I'm going through and it could give me suggestions "like, I'm feeling stressed about and it would generate solutions."

Paige:

1. Not on meds

- Every single day
- Awake + asleep - wake up in pink mode

On Meds

- I can control it better
- My mind still goes 100 miles/hr

1.5 Neg. to meds - one day having to go off - med best for me to help feel like myself

2. Not

- B) (chubby) may a lot
- Be alone
- Going to work
- Driving on highway
- Driving, sitting in traffic (I don't drive for now)
- Fight in middle lanes - can't get
- Traffic checks me at out

3. Therapy techniques I learned deep breaths, senses, talking to ppl like my mom to

4. Therapist suggested color but never thought about color itself. I've read about green, be calming but figured looking as a color wouldn't make me feel less anxious.

5. Daily affirmations coping mechanism - breath-in group - connection - how others manage anxiety

1. There's different degrees
Start: minute, or all day... everyday some form of it

2. Not getting enough sleep - over react
Certain sound pitches make me anxious
- Multiple ppl talking at me overheard me, the for on all day
When worried about family - thoughts, etc.
- I feel helpless; I can't resolve it
- rages/voices in degress
Working - thinking, reading - ever since I had my head injury multitasking is harder, first physical pain, leading to anxiety

3. Walking away, breathing exercises - slow, normal to... color glass green glasses especially help
- sound, read, anything help. powdered sugar make me calm - everyone has their "magic"; had a music that uses it, silver + music + light, perfect B to vitamin spray, lavender spray, etc. - breathe + breathing, drinking water - hydrate (or app), religious station

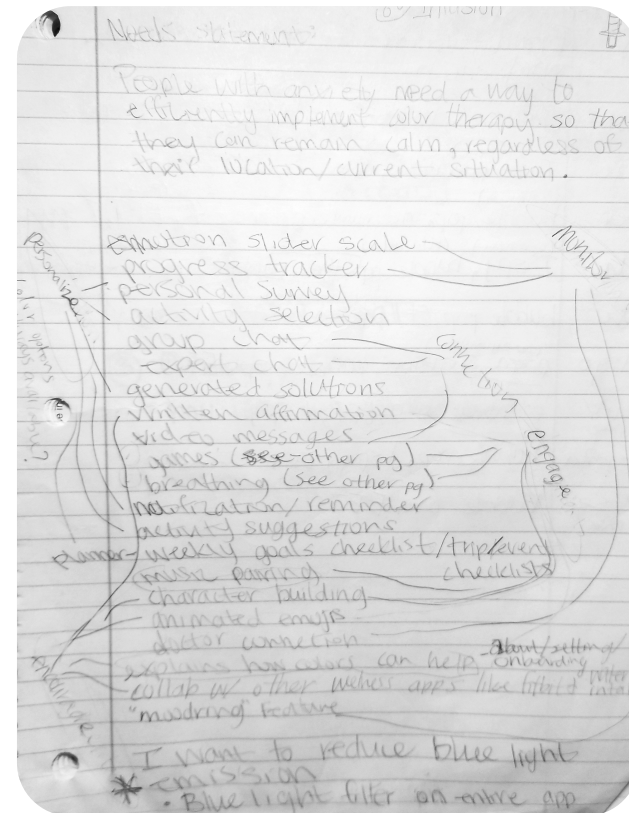
4. They have to willing to try it; self-help guide
Can put filters over lights, lamps

5. Want to be able to control my anxiety
- fake mood to reduce my level of anxiety
- want to input persona into so it knows everything about me
(HIPAA approval - medical privacy issue)
- Weekly/daily reports on anxiety for pain
Customer service/phone if of real pain
Reach out to others - network in person, what you choose, or
Connected to my doctor
- can't explain why a non-color can help or hurt me
- Dashboard by putting your activities into activity, water intake, relates to your mood
- Collaboration of other apps has helped
- That's why I use a variety of things like what I was doing
- Resources - references for color therapy, online education, places to purchase
- Video messages from color experts
- Music + color going hand-in-hand
- 4th vibrational technique - different parts of the body respond to different colors
Scale of colors that my work
- things balance + colors in diet

User Research

Ideation

Red	(clarity + enjoyment) Brain teasers, trivia quizzes, crosswords, word search
Yellow	(concentration) (mental clarity) crosswords, word search, bubble pop, scribble
Orange	(confidence) (cheerful) Three numbers, connect 4, brain teasers,
Green	(calmness) (peace) → bubble pop, three numbers, connect 4, EFT, I spy
Aqua	(openness) (relaxation) (sensitivity) I spy, bubble pop, three number, poem creation
Blue	(creativity) bubble pop, EFT, poem creation, I spy
Indigo	(imagination) poem creation, bubble pop, EFT
Violet/ Purple	poem creation, EFT, I spy
Magenta	bubble pop, I spy, EFT
Rose Pink	bubble pop, EFT



things to do while wearing the glasses	
At home	Away
drink tea	• could set reminders for general time you normally leave to grab glasses
breathing exercises	angry birds
(make checklists)	3 dots
"I spy" (5 senses)	candy crush
EFT	connect 4
count to 10	solitary puzzles
	crosswords
	scrabble
	journal
	coloring
	fruit ninja
Yellow energizes	
Rose Pink calms	
Magenta - These are crazy	
I feel like I want to fight someone	bubble popping

Prioritization Grid

Must

- Personal survey
- Emotion slider scale
- "progress" tracker
- Activity selection/suggestions
- Notifications/reminders
- Color explanations

Should

- Weekly goals checklist
- Trip/event checklist
- Breathing exercises
- Generated solutions
- Collab with other wellness apps (like Fitbit and water intake)
- Games

Could

- Written affirmations
- Doctor connection
- Music pairing
- Character building
- Animated emojis
- "Mood ring" feature

Won't

- Group chat
- Expert chat
- Video messages

User Research

User Profiles

User - ① College students w/ anxiety and depression

② 50 yr old PTSD patient

③ 35 yr old naturalist

① 22 yrs
College/part-time retail worker
Overwhelmed in stressful situations
Recently became aware of her anxiety and depression - via medical expert, re her
As a disability student, she occasionally sees her school disability services counselor

Thinks:	Feels
• Life is so hard	• Overwhelmed w/ her school work
• About just laying in bed all day	• Incompetent compared to her peers' successes

Does	Says
• Constantly burning from her classes and work	• I want to feel better, I want to be better
	• How do I manage this

Therapist suggested color therapy glasses
She bought 2 pair, but can't afford more, and she partly uses the one's she has since they're always at home & she almost never

② 50 yrs old
JROTC teacher
PTSD patient who regularly sees his physical therapist
His kids often trigger/stress him out
Doc suggested color therapy classes, but he can't wear them all the time
Single dad - shares custody

Thinks:	Feels
• He has to be superman	• Overworked (physical + mental pain)
• His emotions get out of control	• Angry at little things

Does	Says
• Regularly exercises	• Let's get done
• Stays after school w/ students	• I need to be there for my kids... all of them
• Coaches his kids soccer	

③ 33 yrs old
Social worker
Lives alone, but occasionally stays at friends' homes
Naturalist - doesn't believe pills and chemicals are the best form of medicine (avoids)
Hates that her sister put nephew on meds for anxiety
Has experienced severe anxiety since starting as a social worker 10 yrs ago

Thinks	Feels
• Nature heals	• Helpless - w/ some families/kids
• Her life has purpose	• Eager to support others

Does	Says
• Spa day once a month	• I just wanna stress less
• Constantly checks in on her family's, sometimes several times a day; overprotective	• I wish the world was a little place

Introduce to color therapy by Airing

Target User

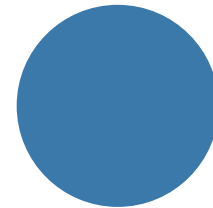
Jiare Henderson

Age: 50

Career: JROTC Teacher

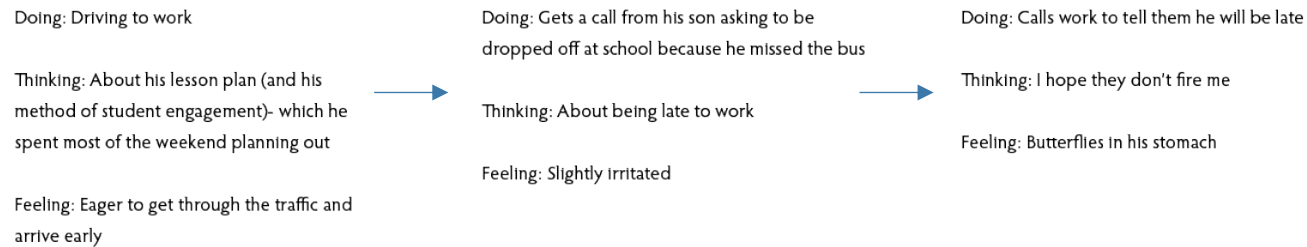
Lifestyle- Single dad that shares custody

A PTSD patient who regularly sees his therapists. His kids often trigger/stress him out. His doctor suggested color therapy glasses, which he uses, but he can't wear them all the time.

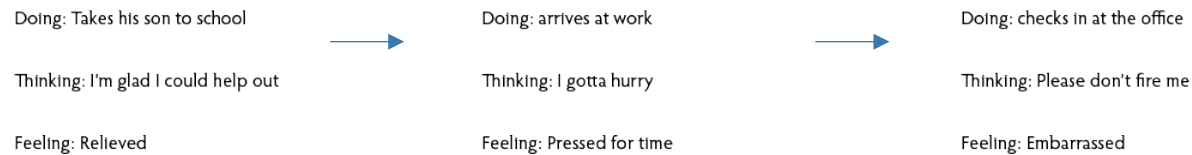


Storyboarding

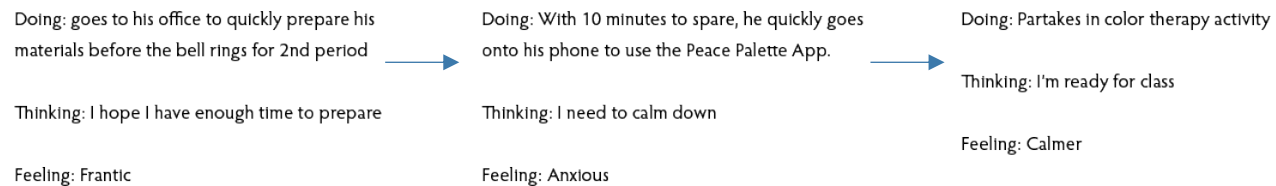
Monday Morning



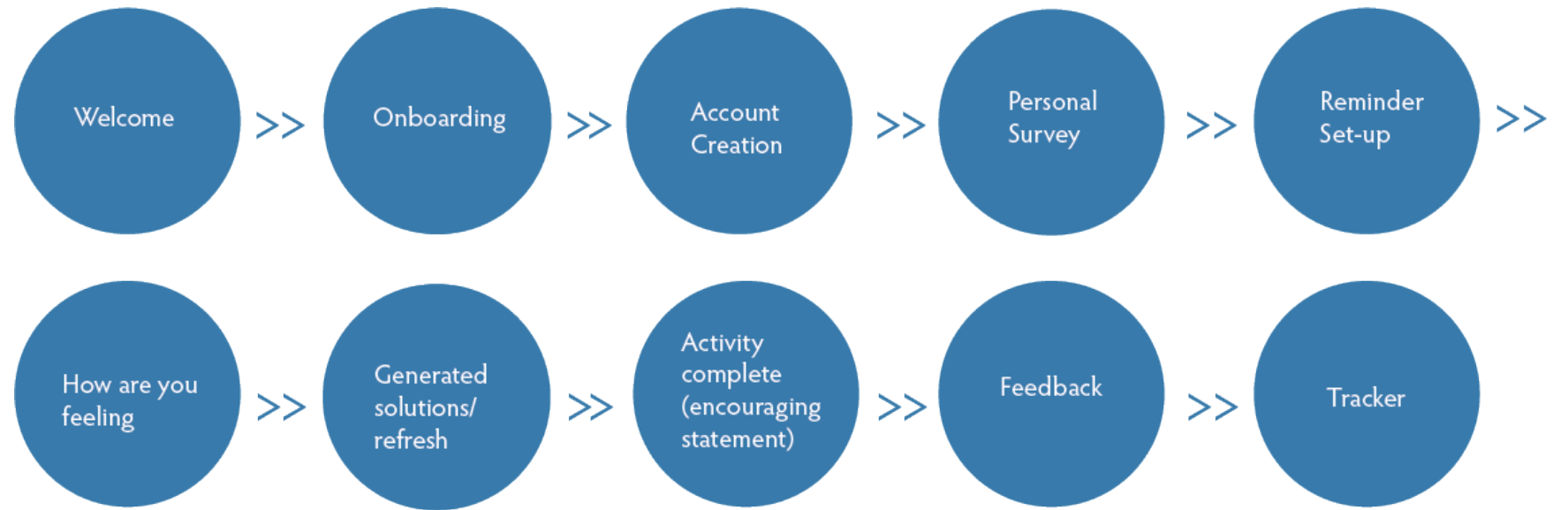
First Period



Second Period



User Flow



Inspired By

Concept Strategies: Jubilee Tea

This brand identity and packaging project focused on creating a unique, original tea brand.

Jubilee Tea is a way to bring everyone together or cheer yourself up when you're alone. Providing bliss, warmth, and a burst of energy through fun colors and flavors in a firecracker platform that would lift anyone's spirits.

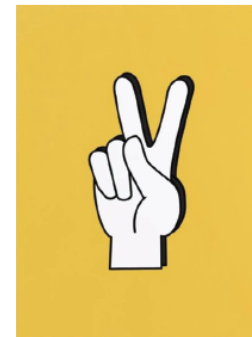
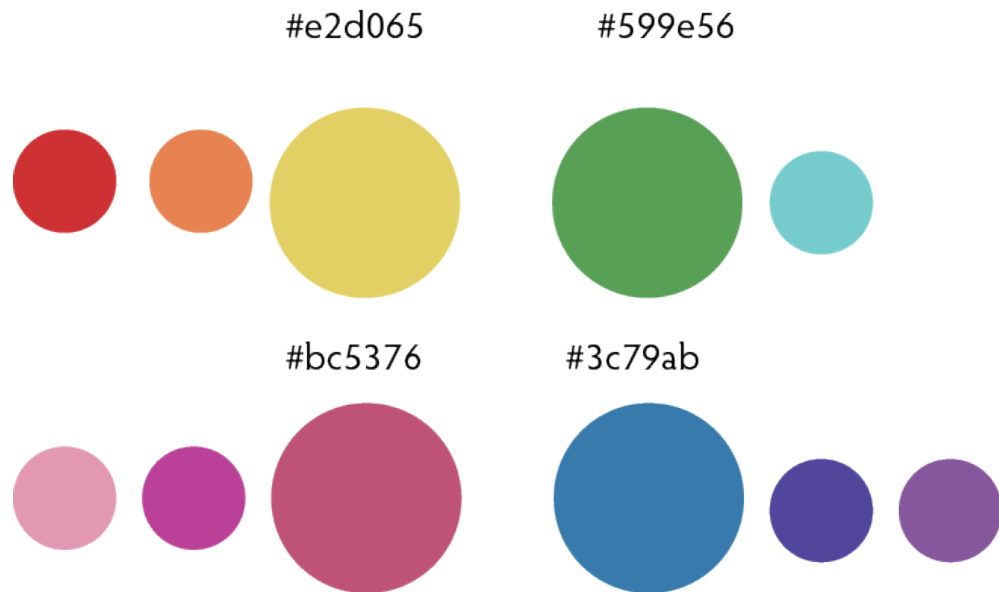
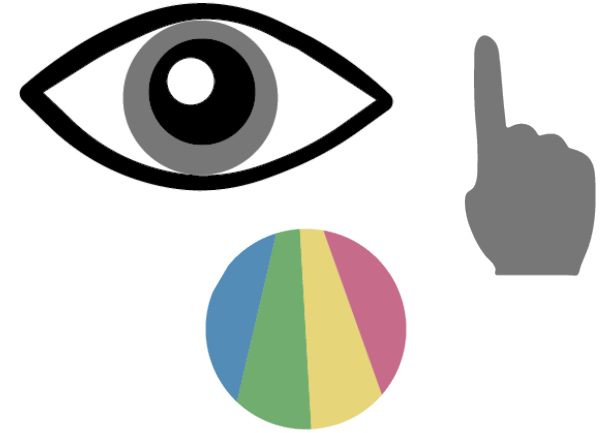


Logo



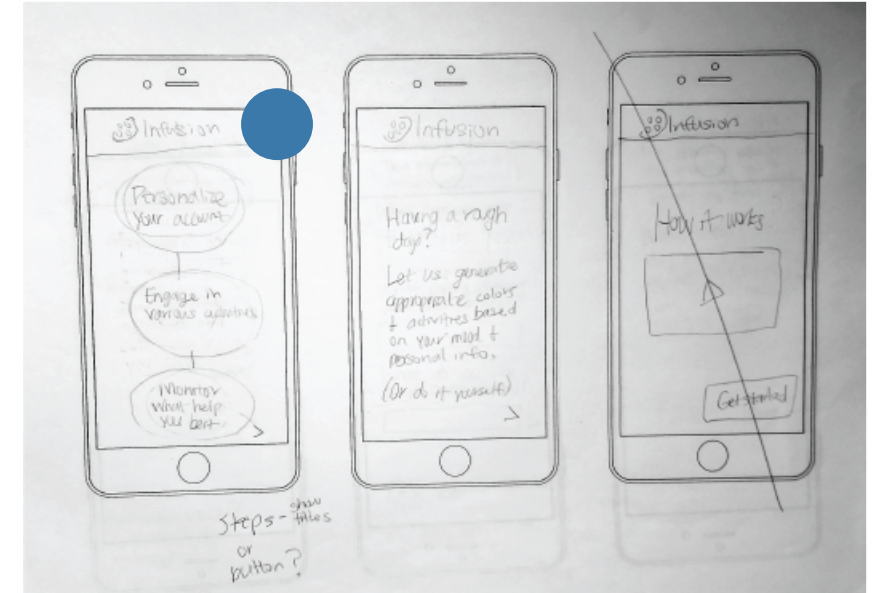
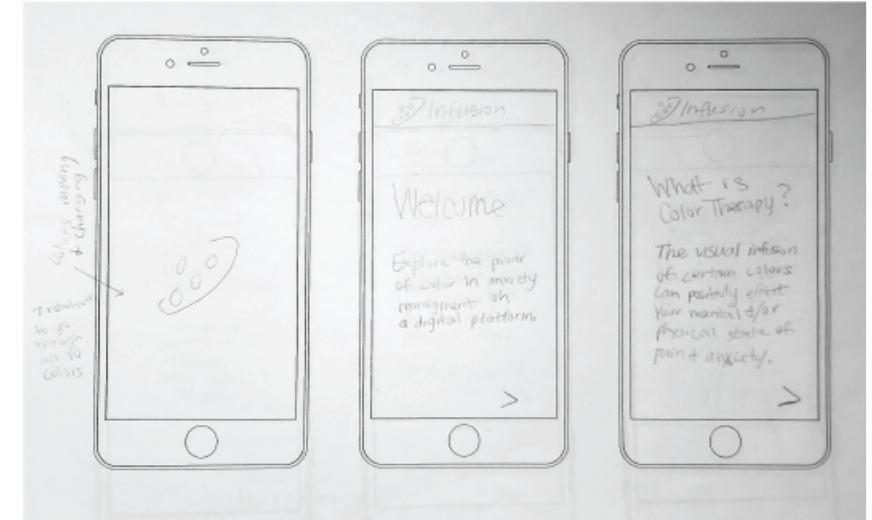
PeacePalette

Color & Mood



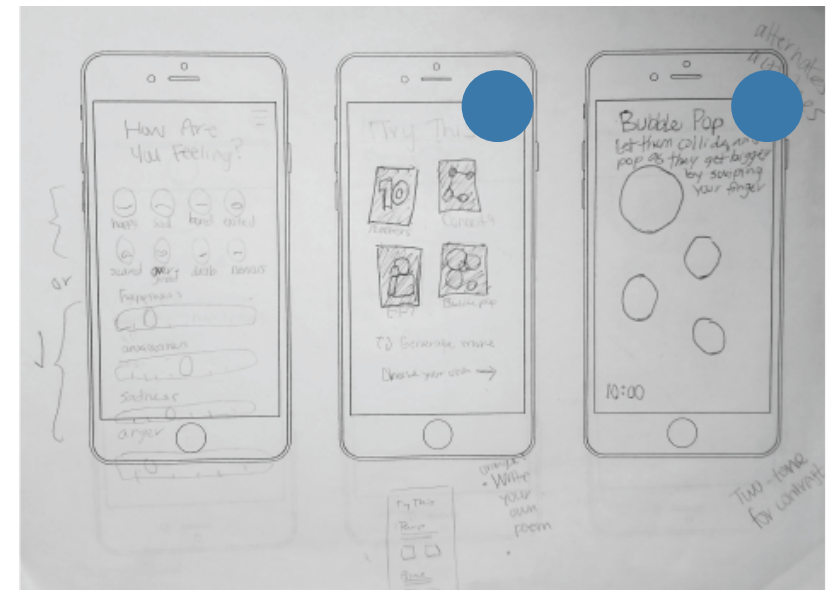
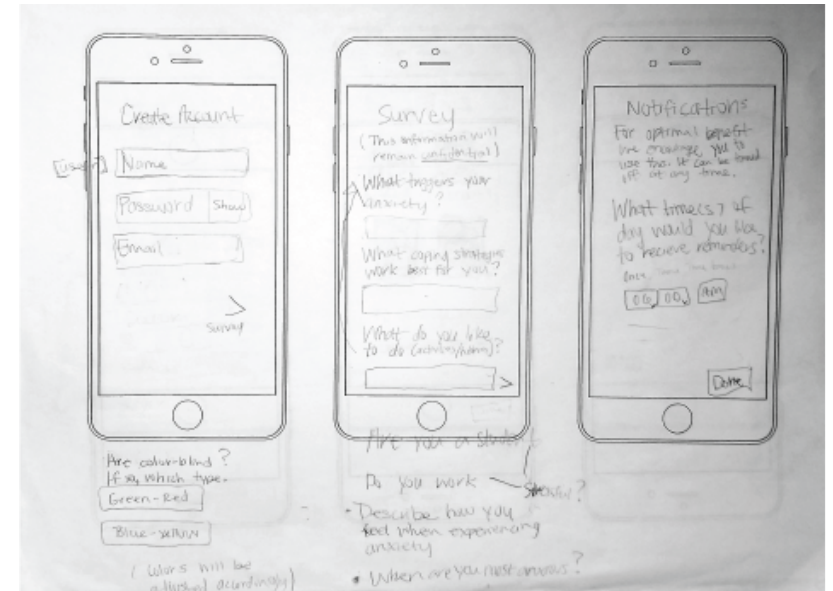
Wire Frames

- “Are these steps or buttons” – separate the key focal point of the app

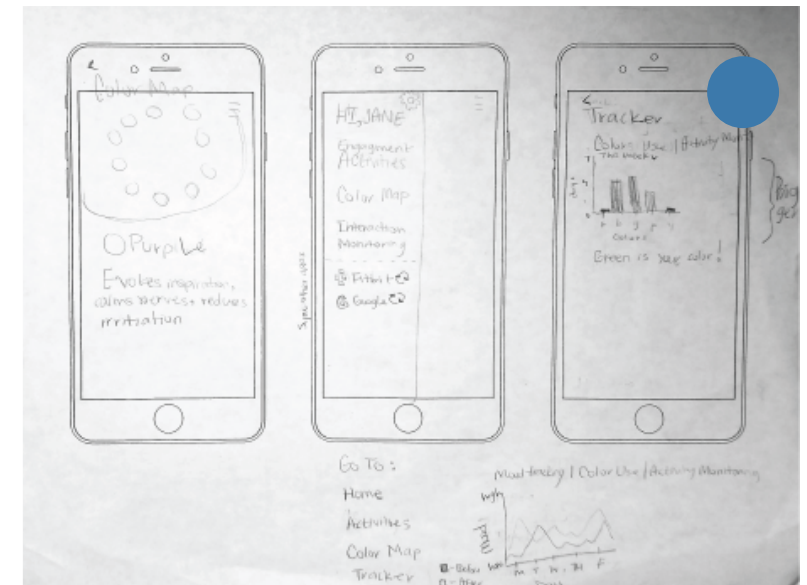


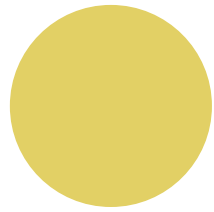
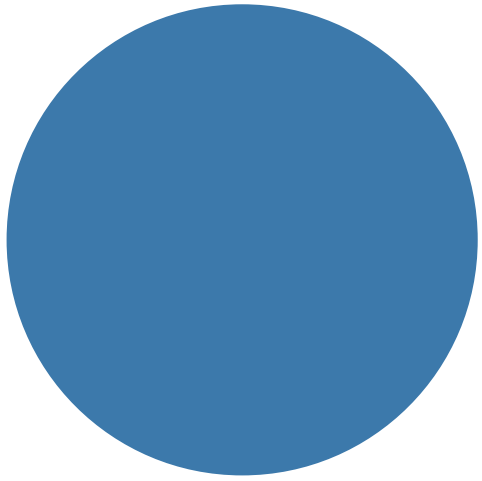
Wire Frames

- Confusing hierarchy- focus more on colors than activities
- Have bubble blow up or pop like bubble wrap



- Keep shapes consistent-
everything rounded/ circular
(including graphs).





Outcome...

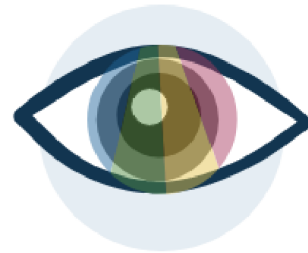


PeacePalette

Color Therapy made easy.

Skip

Next



What is Color Therapy?

The visual infusion of colors can positively effect your mental and/or physical state of pain and anxiety.



How It Works

Explore the power of color in anxiety management on a digital platform.



Skip

Next



Personalize

Complete survey in order to shape generated suggestions made for you.



Skip

Next

Create Account

Create

[Survey >](#)

Skip

Notifications

For optimal benefit we encourage you to set reminders. (It can be turned off at any time.)

What times of day would you like to receive reminders?

Once Twice Three times

00 : 00

AM

Done

Skip

Survey

All questions are optional, but beneficial (This information will remain confidential.)

What triggers your anxiety?

Answer



Next



How are you feeling **Jiare** ?



Submit >

Try This

Purple

Due to you feeling extremely **anxious**, and even a bit **angry**, we suggested purple to help you feel more **calm**.



Blue

Due to your current state of **anxiety**, and feelings of **sadness**, we suggested blue to help energize your spirit and relax

10:00

Bubble Pop

Watch the bubbles flow and pop them as they move by swiping your finger.

Begin



“You are Stronger
Than You Know.”

Session Complete.

Feedback

Skip

Color Tracker

Daily

Weekly

Monthly



Most Used Colors

Blue is your color!

Brings mental relaxation, peace, vitality, creativity, and clear communication.

The End

Thank you.