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BRIEF

“52% industry creatives display mild to severe levels of anxiety, 56% display mild to severe levels of depression” - Mentally Healthy

The problem:

- Creatives are struggling with mental health and wellbeing due to stresses and uncertainties in their careers such as deadlines, inconsistent income and long hours.

The solution:

- To provide an analogue tool that encourages and motivates a creative person to combat struggles with mental health. The tool will rekindle their passion for creating, and specifically steer away from the digital screen and software.
- The tool will be flexible for the user, allowing them to choose their favourite activities to improve their wellbeing. The tool ultimately deducts all pressures that working in the creative industry brings, allowing creatives to truly excel in doing what *they* want to do with no confined deadlines, restrictions or pressure.

RESEARCH - TEXTURES



- My final idea will be a subscription box for a creative individual working in the creative industry
- The concept is for the box to contain blank toolkits such as tear off paper strips or popsicle sticks, that users can write down activities that will enhance their mood. The concept is similar to a game where each activity is selected at random and carried out by the user
- As the toolkit is customisable for each and every customer, it appeals to a larger audience in the creative industry regardless of age, gender etc
- Using texture in my outcome such as embossing, layering, shapes, manipulative textures ie. sponge will enhance the user experience and mood as they associate textures with memories
- Being outside is known to alleviate mental health symptoms i.e. eco therapy, being at one with nature. Look to organic references for inspiration

RESEARCH - THE SENSES



Mindnosis



Design Bridge Moment

The Idea

Introducing Nest, by John Lewis.

Nest is an integrated campaign created in collaboration with the mental health charity Mind. The aim of Nest is to educate individuals as well as John Lewis' existing customer base about how your environment directly impacts your mental health and sense of wellbeing. Modern life is busy and hectic and although that is not something John Lewis can change, the Nest campaign can help improve the richness and quality of the small amounts of down time that time short or busier do have.

At its core, the Nest by John Lewis campaign is an in-store exhibition that lives in the homeware department of John Lewis. The Nest exhibition breaks building the perfect nest into 9 key elements. Each of the 9 elements are environmental factors that can have a direct impact on your mental wellbeing. The elements are clutter, colour, lighting, personal items, plants, scent, seasonality, sound and texture.

Feeling anxiety & depression starts at home. Most homes show us how to make our homes cosy and comfortable, but never highlight why or how making this effort is important, beyond having an aesthetically pleasing home. The importance of a comforting home environment for those aged 20-35 is often overlooked. During these ages, many people move from their family home to a shared student hall, their first design student house and eventually into their first real rental. It is during these times that mental health issues often develop and so being able to create your own sanctuary wherever you are, is greatly important. Nest equips the audience with this knowledge.

John Lewis x Mind

1 Clutter

2 Colour

3 Lighting

4 Personal Items

5 Plants

6 Scent

7 Seasonality

8 Sound

9 Texture

NEST by John Lewis

- To begin, I researched existing projects with the challenge of improving wellbeing through projects involving stationery, packaging and interior design

- All the projects pictured revolve around the idea of the five senses; sight, scent, sound, touch, and taste

- These projects are based around home comforts, but what if there was a toolkit to encourage the user to go outdoors?

ANALYSIS

Strength:

- My concept provides no distractions and engages my customer to create freely with no restrictions, resulting in an enjoyable activity
- No background knowledge/expertise required
- Simple and effective concept
- Customisable approach to suit every creative individual

Weakness:

- Targeting solely creatives could cut off a wider market
- Advertising to a non digital world, old school advertising methods such as printed posters and newspapers? Maybe an ironic online advertisement could distract people to purchase a subscription box and switch off from the online world?

Opportunity:

- Growth and expansion in the therapy world, developing packaging / collaborations with multiple wellbeing brands

Threat:

- The virtual world and the services it has to offer such as mindfulness apps
- Other competitors in the publishing industry such as de-stress journalling and colouring books

Sensory processing

I am aiming to provide an analogue tool that encourages and motivates a creative person to combat struggles with mental health. The tool will be flexible for the user, allowing them to choose their favourite activities to improve their wellbeing. From researching digital projects in week 5/6 that focused around the senses, I wanted to step away from digital and create an analogue toolkit. I began breaking down the following five senses to see how I could relate back to them for my concept:



Sustainable kits

This year craft kits have been popular due to Covid-19. With families spending more time at home and not being able to visit stores, mail box craft kits are convenient, simple and contain all the necessary equipment needed.



I want to use eco-friendly materials for my final outcome such as the above compostable wood-ensticks.

Using recyclable packaging is also a bonus for the environment, using cardboard which is printed on or moulded and foldable.

Output

Game instructions:

Create 30 sticks that have a different written activity on each one. Use anything you like to decorate them. When complete, put them all into the muslin bag provided and shake.

Pick one stick every day at random, and carry out the activity.

When the activity is complete, plant your stick into the cork plant pots provided to see what herbs you will grow.

Enjoy.

The concept is that the activity sticks are plantable after the activities are carried out. My customer would be able to experience sensory processing to help improve their mental health and wellbeing by planting and eating homegrown herbs included in the pack.

Essentially I want the customer to experience a variety of enjoyable, mood enhancing activities that result in better wellbeing of the body and mind.

