



reddot winner 2022

# Mind-room

An psychological test inviting you  
to a room for emotional calm

Web

UX/UI

Period 2020. 09 - 2020.12

Roles Planning, Research, Questionnaire design,  
Algorithm design, UX/UI design, Illustration,  
Sound design

Tools XD, Photoshop, After Effects

Collaboration Web developer, Music composer



Colorful Garden

You are emotionally stable!

You are someone with no significant concern or worry. Emotion with various colors makes a harmonious garden in you. You seem to already know how to help and comfort your self. I hope



BACKGROUND

7 among ten adults experience Corona Blue @ Incruit X Albacall survey  
Depression caused by COVID-19

Increasing demand for online mind-care services



Mind Cafe : Achieved 1 million users



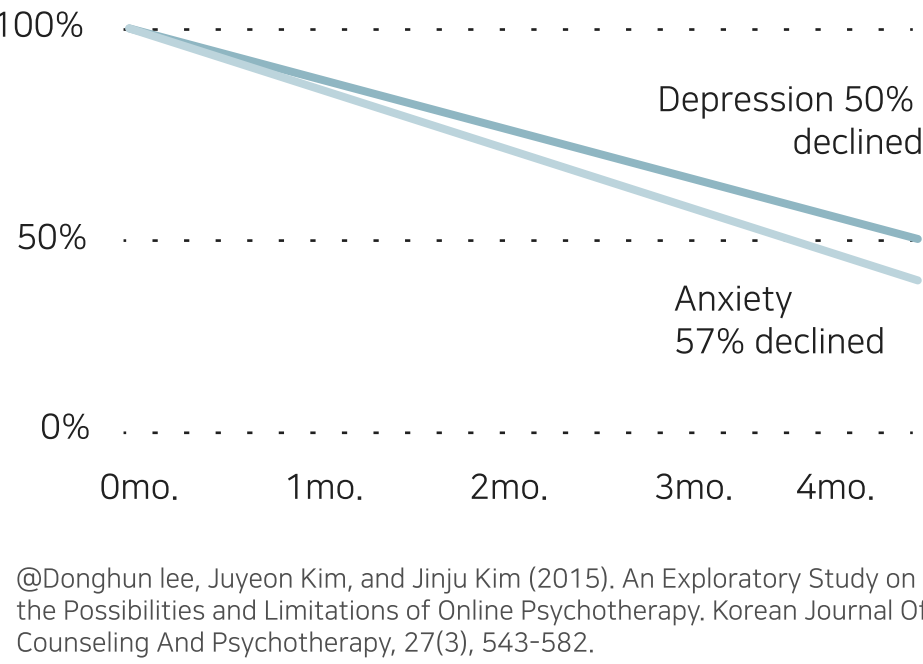
Mindfulness in Cashwalk : More than 1.7 million monthly active users




Trost : Provide worker assistance programs to 80 companies

@ each companies

The effects of online psychotherapy on reducing anxiety and depression




User Needs and Painpoints based on reviews of aforementioned services



It is easy to access, rather than having to go to meet with a Counselor offline.

It's convenient because I don't have to look up information one by one.

I like that I can get counseling regardless of time and place.



I'm wasting too much time adjusting my time with the counselor and waiting.

The quality of counseling is not high. Counselors just repeat soulless words, so I suspect expertise.

The consultant and price changes too often

It's too expensive

SOLUTION & KEYWORDS

Considering user needs and pain points about existing online mind care services, I defined solutions and keywords of the new service.

From Research

Without cost burden  
Free to access

Whenever, wherever can use  
Accessible

Based on experts' research  
Reliability

Consider the user experience  
Easy to use

Idea

Sustatinable  
Self-care

With various sensory elements  
New experience

TARGET USERS

People who have any emotional difficulties but don't know their exact emotional status.

METHOD

Web-based test that users can use at anytime and anywhere

EXPECTATION EFFECT

Users can look back on their mind and get a comfort in an easy and enjoyable way.

DESIGN PROCESS

1. Research

- Research on mental health scale and questionnaire
- Research on visual elements with therapeutic effects

2. Mind-room Design

- Questionnaire design
- Analysis System design
- Drawing and UX/UI design
- Sound Design



## MIND-ROOM DESIGN

## Questionnaire and Analysis System Design

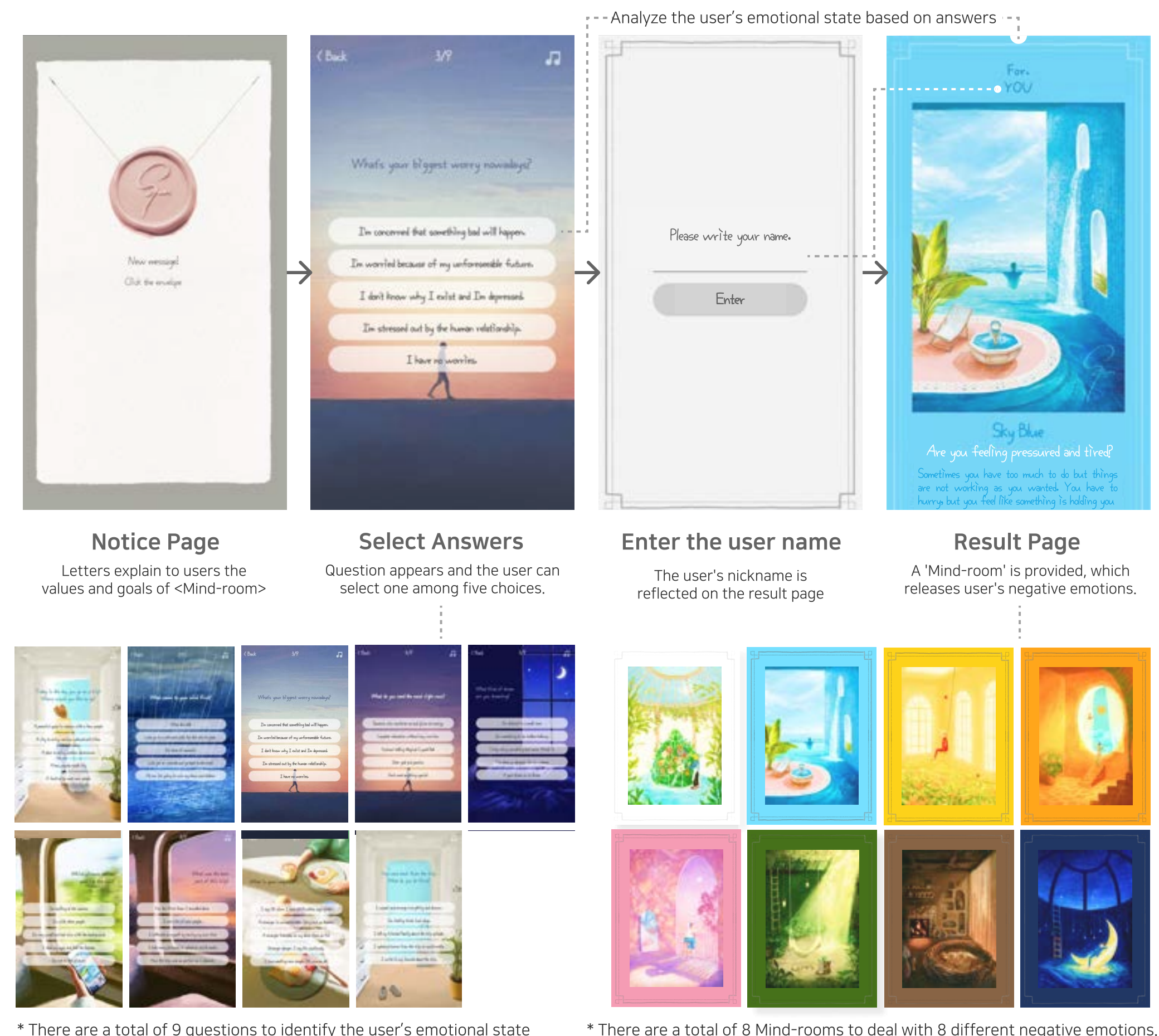
- I developed a questionnaire based on research on mental health scales and consulted with a psychologist.
- I designed a rule-based analysis system that calculates an overall score of each user's emotional severity based on their answers to a questionnaire.

[illegible]

### Screenshot of questionnaire and analysis system design

# UX/UI Design

- I designed UX/UI of Mind-room by using Adobe XD





# MIND-ROOM DESIGN

## Research

- I researched the theory of psychological test,color psychology and art therapy by reading dissertations, books and various lectures by leading experts.



@ Choo,Jin. (2009). A Study on Color Environment of Art Therapy Space Based on Colorthery. Korean Journal of Art Therapy, 16(6), 1089-1110.



@ Seunghye,Jung. (2009). A Study on Relationships between Space and Object based on Color Theory: focused on contrast and harmony. Journal of Basic Design & Art, 10(1), 461-469.

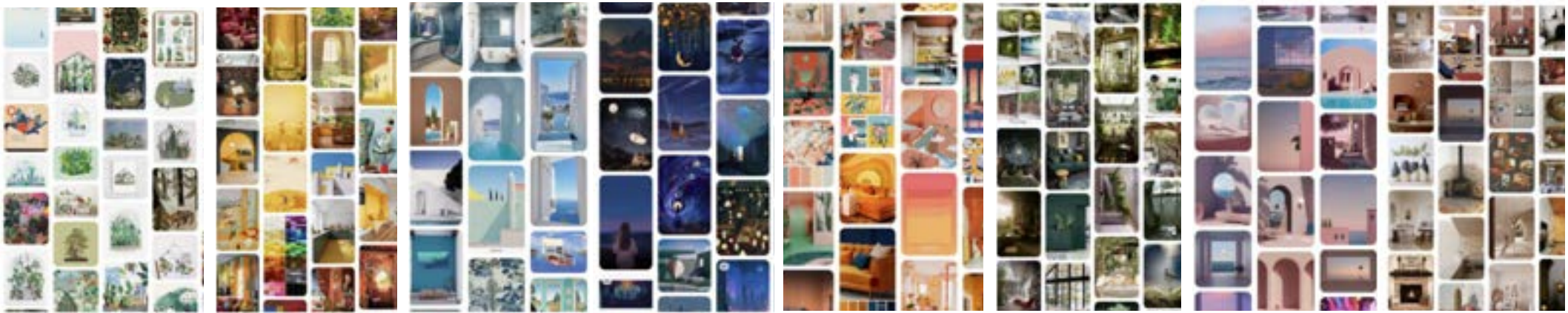
## List of colors

- I have prioritized helpful colors for each state of mind (from left to right) based on research.

Emotional state	1	2	3
Depressed	Yellow	Orange	Brown
Too much thinking	Yellow	Grey	
Lethargy	Yellow		
Low self-esteem	Yellow	Yellow	
Feeling sad and loss	Orange		
Introverted and passive	Orange		
Escapism wandering	Orange	Green	Blue
Insomnia	Green	Pink	Blue
Anxiety	Green	Blue	Light Blue
Pressured	Light Blue	Green	Brown
Need for freedom	Light Blue		
Fatigue, tense	Green	Light Blue	
Need to think rationally	Light Blue	Grey	Blue
Emotional ups and downs	Pink	Green	Brown
Obsessive-compulsive	Brown	Green	
Emotional polarization	Brown		
Need to rest	Brown	Green	Light Blue
Need to calm, peace	Blue	Green	Light Blue

## Drawing

- I collected visual references of each color and drew all illustrations for <Mind-room> using watercolor, colored pencil on paper, and Photoshop.

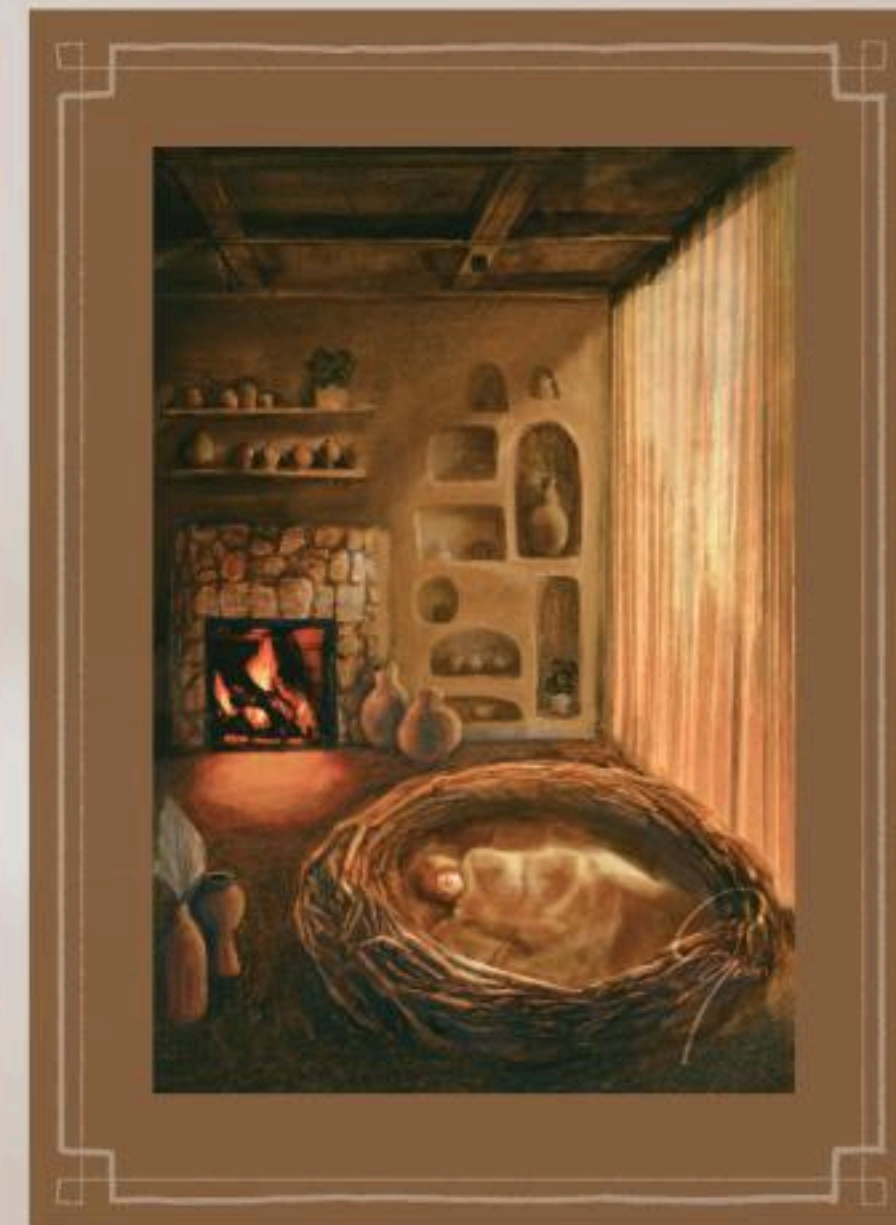
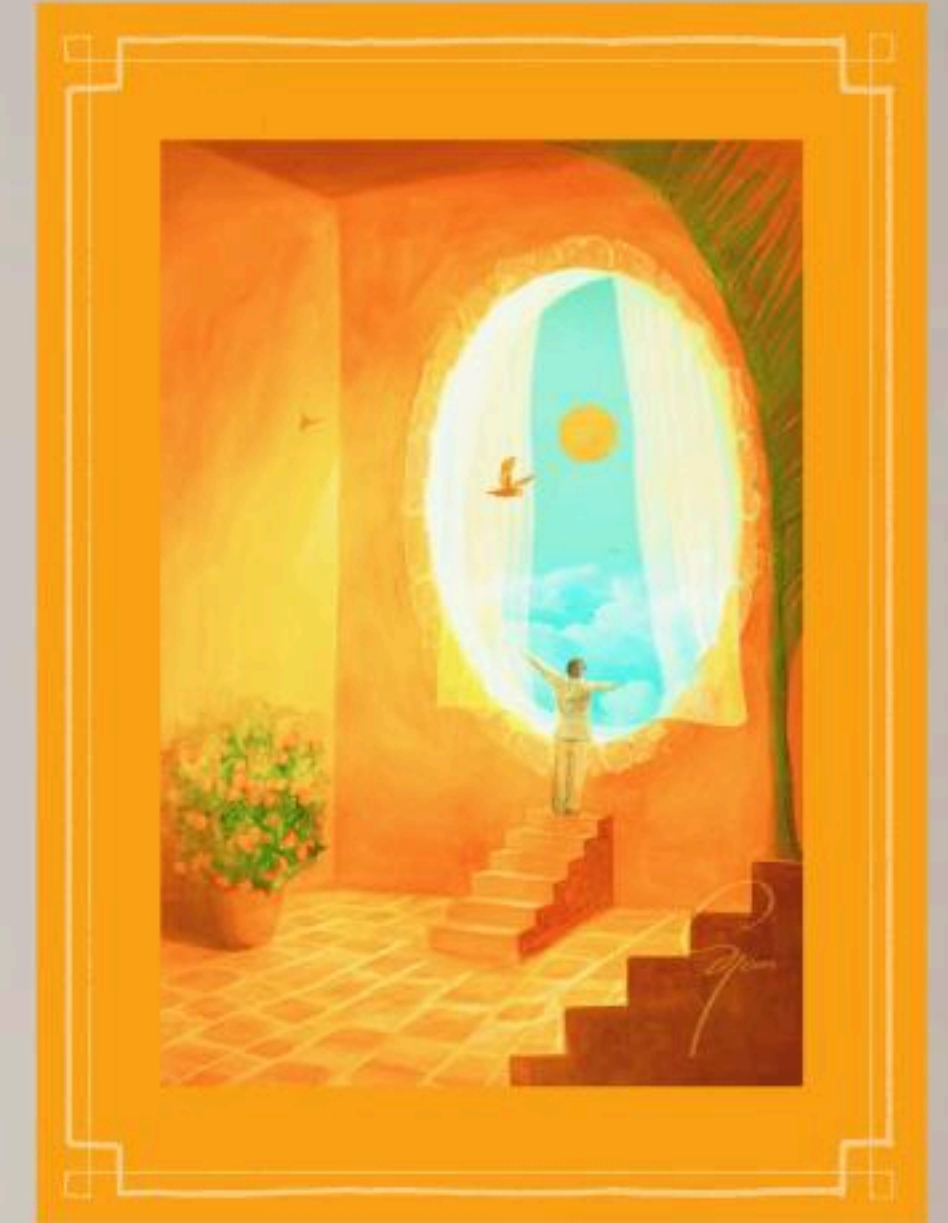
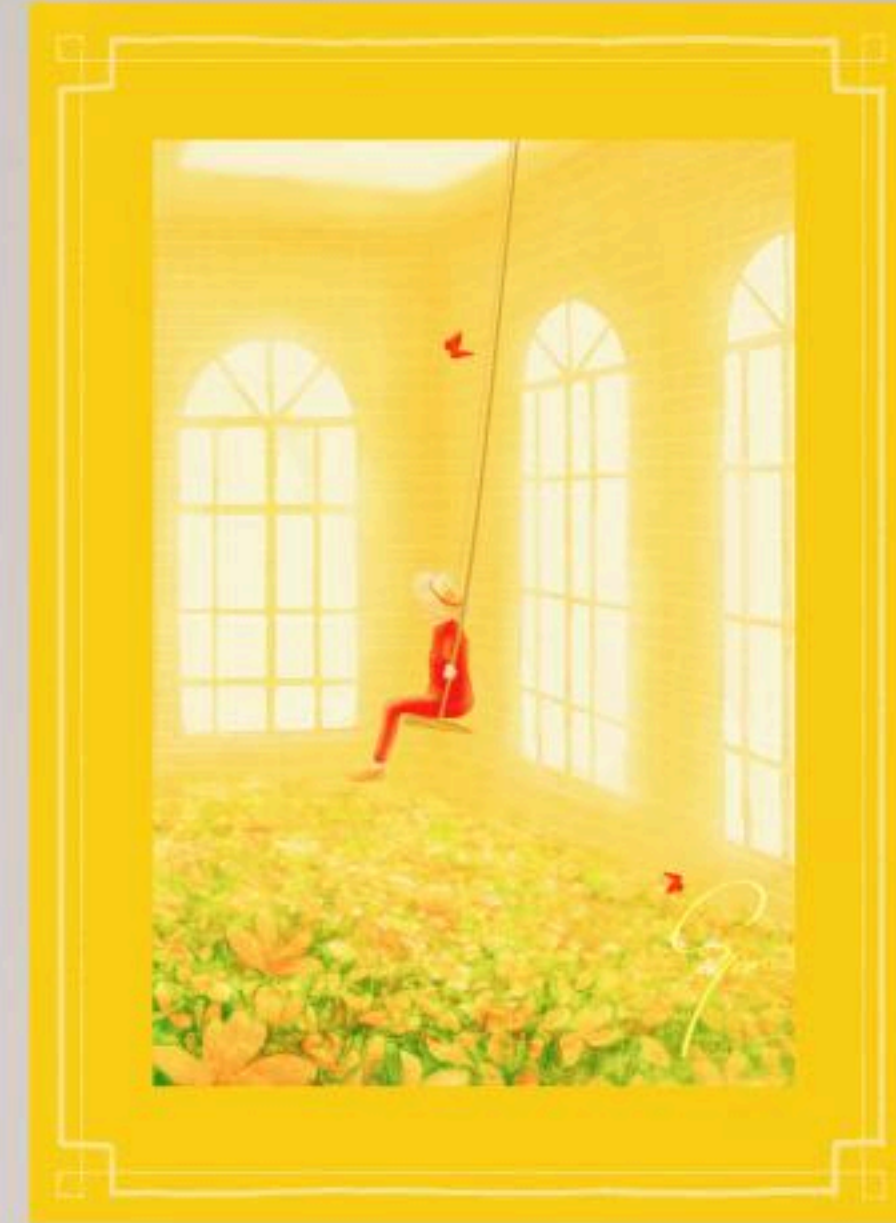
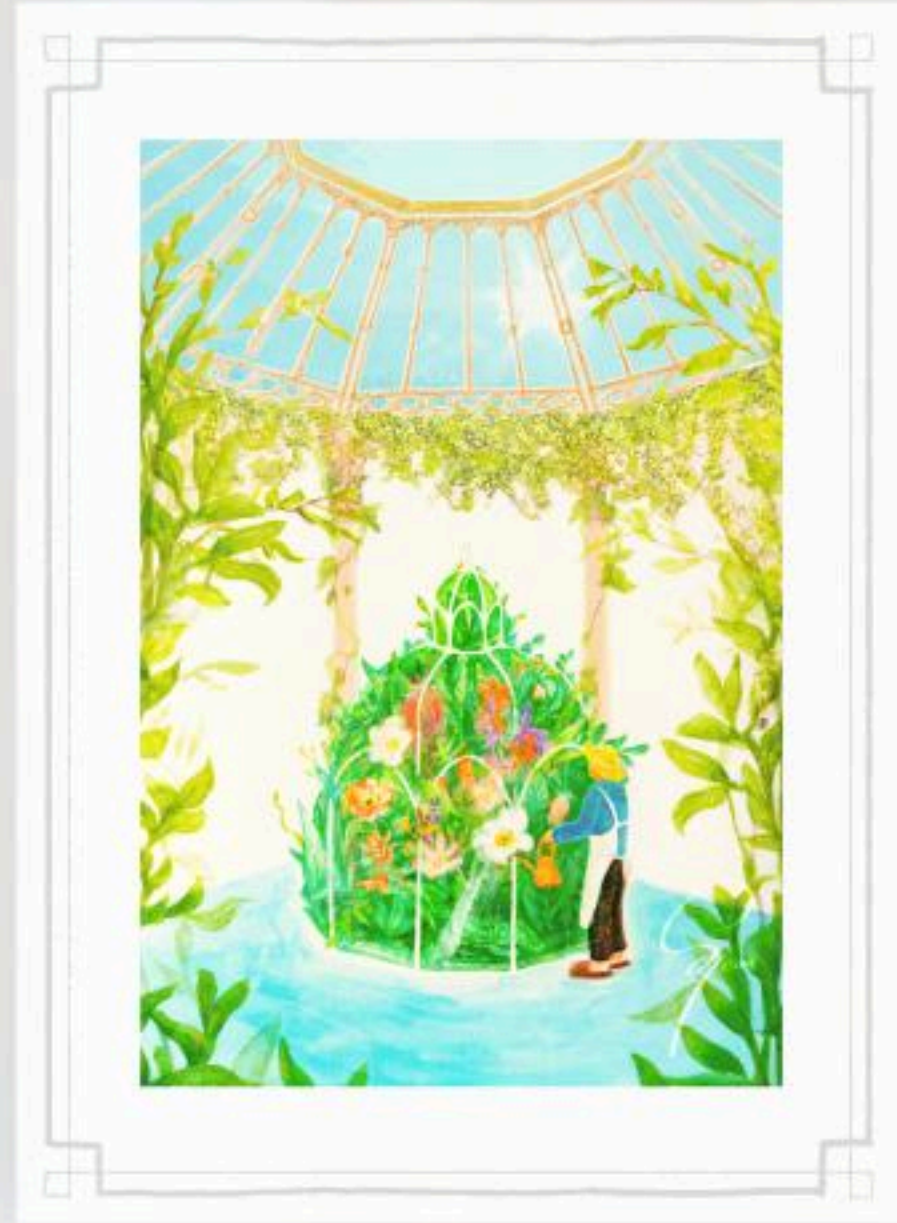




## MIND-ROOM

As a result of analyzing the user's answers, the service provides the user with one 'Mind-Room' out of eight types of rooms. Each room has different colors, sound, motion graphics, and a story that helps release one negative emotions, such as anxiety or obsession.

\*Click the image to see details!





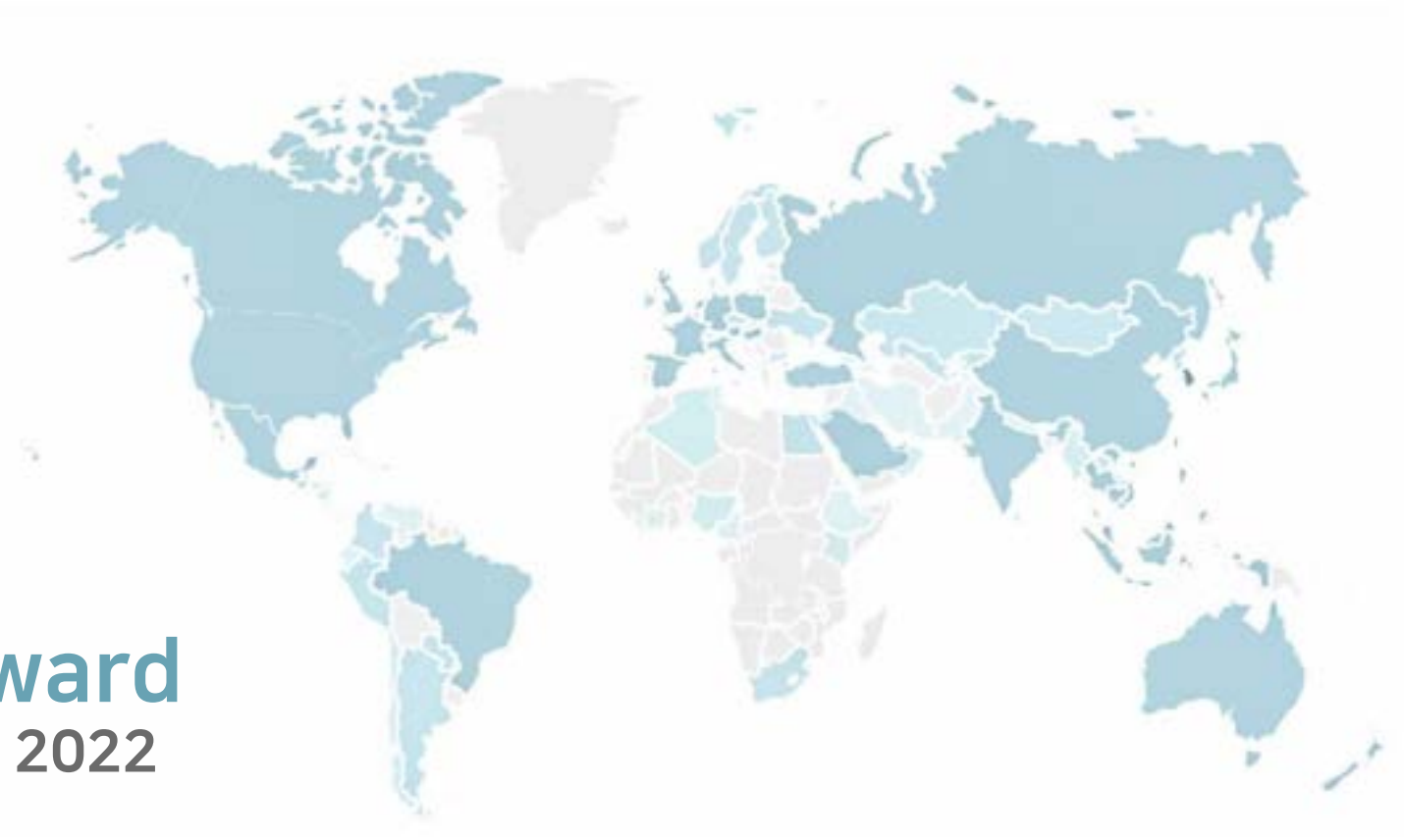
RESULT

240,000 users  
in 101 countries,

@ Google Analytics 2020.12 ~ 2024.3

Awarded Red Dot Award  
at Red Dot Design Award 2022

mind-room : red-dot



Positive Feedback from various users

I learned **how to deal with my mind** by it.

It **comforted** my mind

It's pretty accurate. The result has changed from a few weeks ago, and both were close to my situation at that time.

Drawings are so beautiful and I **learned more about myself**.

I used to be very worried about whether I'd do well and what I'd do if I did something wrong. But now, I have **learned how to deal with my worries** through the guides of this service.

It makes me **feel at ease**! I think a pretty illustrations **reduces stress**.



@ Messages that users sent me and reviews uploaded in Poomang(a website listing many tests).

LINK to REAL LIFE

I printed all mind-rooms to fabric posters to let the positive experience through the digital "Mind-room" continue to real life. They were distributed to various users through crowdfunding and events.



디자인 소품

tumblbug

내 방의 힐링 포인트, <마음의 방> 패브릭 포스터

모인금액	후원자	목표금액	1,800,000원 달성
2,047,000 원 113%	32 명	원당 기간	2021.06.26 ~ 2021.08.10

Distributed 62 pieces of fabric posters



@ Photos from users