DESIGN AND WELLBEING
IN DIGITAL WORLD

The SPECIAL STUDY

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TABLE OF CONTENTS

ABSTRACT

People have been were always suffering from mental health disorders; however, their condition was not always recognized as illnesses, but rather as traits of personality. One of those traits was shyness, which was a description of social anxiety by Hippocrates. Although social phobia was defined before digitalism, it could be provoked by many distinct aspects of an individual's life. In most cases, it happened to appear after a negative experience in the past. The treatments for anxiety were different, depending on the culture and eras in which it was recognized. Some of them included torturing, electroshock therapy, and sterilizing. Back in 1930, the Rorschach test was invented in order to help psychologists recognize the mental health illnesses of their patients, meaning that design played a vital role in wellbeing. However, the world has significantly changed since the revolution of technology, which affected the way of communicating with others, as well as personal preferences, and some jobs. Along with increasing social media platforms, appeared an escalation of depression and suicides, impacting mostly youth. Coping strategies then also found a way of developing, together with designers trying to find a method to connect with people struggling with mental health, by spreading an assuring message stating that individuals are not alone with their feelings. Realizing how damaging effects technology can have on human beings, slow technology movement has been designed to allow people fully benefit from digitality, decreasing its negative factors. To support the movement, some applications with restricted usage were created. Keeping in mind that design contributes to the improvement of wellbeing, other applications also have been founded in order to help the user cope with their feelings, as well as come to a better understanding of their mental health. Although they were all designed with good intentions, some of them benefit the user greater than others. Books and journals are other ideas that creative minds consider when designing for wellness. Discovering guides along with interactive exercises in a designed journal can help the viewer express themselves better, which leads to relieving stress. Throughout all the designs the colours are used carefully as the colour theory plays an important role when designing for wellbeing. Every colour has a different effect on the human mind, as well as their feelings. Overall, designers attempt to improve wellbeing by using a variety of methods in today's, digital world, because design in general significantly does influence mental health.

INTRODUCTION

This dissertation discusses the development of mental health problems alongside technology, and how design contributes to improving wellbeing in today's world. The work focuses on the depth of the history of mental illnesses for greater understanding, as well as an explanation of how anxiety became recognisable before digitalism, what influenced it, and how it was treated in different eras. It also contains brief information about the Rorschach test, and how it was revolutionary in defining mental health problems. Describing the influences of readily available commercial technology on the world, the essay states some statistics on increasing depression together with other mental health disorders while popularisation of digital platforms. After a clear explanation of the issue, the dissertation moves from the past to the present, where it analyses the ideas and demonstrates how designers try to positively affect wellbeing through design. Maureen Wilson's Ways of Coping with anxiety, Matt McNails Love's and Georges Rawlings's Thursday App, Andy Parsons', Tomer Ben-Kiki's and Ofer Leidner's Happify Application, Mark Goering's MindDoc software, and Mind's The Wellbeing Journal are the key findings proving the contribution of design on mental health. The creators used different techniques and methods to send a positive message to the viewer, with the purpose of improving their wellness. Spreading awareness through campaigns or posters is another element that inventive minds keep in mind and actively work on, which can be noticeable in one of Patrizia Fresca's pieces. Studying the theory of colour, the dissertation explains why colours affect the emotions and feelings of individuals, as well as expands the topic of the influences of specific colours on sentiments and humour. Carefully considering how wellbeing can be improved, this work analyses what may be done to lessen mental health difficulties, including how designers could continue to combat the illnesses. Furthermore, it is going to be stated which approaches work and which ones should be developed in the future in order to make overcoming mental health issues simpler.

Social anxiety was developing among people since the dawn of time, however, at the beginning it was not recognized as any disorder or mental health illness. Back in early 400 B.C Hippocrates initiated the first description of social phobia naming it "shyness". He believed that the person who suffers for "shyness" loves darkness as life and does not want to be seen by other people. Describing he said:

"His hat still in his eyes, he will neither see, nor be seen by his good will. He dares not come in company for fear he should be misused, disgraced, overshoot himself in gesture or speeches, or be sick; he thinks every man observes him." (Hippocrates, 400 B.C)

The physician suggested that the individual chooses to avoid contacts and stay out of a sight as they would feel judged by other people, as well as social situation would make them stressed, nervous and feel physically unwell. (Thomas 2021)

Although the term "phobia" was coined many years ago by the Greeks, it was representing various kinds of fear and terror. Some of the social anxieties involved scopophobia, xenophobia and anthropophobia. Even though the descriptions of these terms were slightly different from each other, all of them related to the same disorder. Scopophobia is an uncontrolled fear of being observed or stared at, it can make a person feel anxious and uncomfortable in situation where they are likely to be the focus of attention; xenophobia is a fear and detestation of strangers, foreigners, or anything that is unknown or unfamiliar to a person; anthropophobia is general fear of any people, which makes individuals feel extremely anxious and worried, even just thinking about being surrounded by other people. ((Cleveland Clinic, 2021,

Timothy, Legg, CRNP, 2020, Merriam- Webster, n.d.)
Throughout the years, European psychologists, psychiatrists, and authors were studying and examining the topic, however, the American Psychological Association (APA) only placed the social phobia in their third edition of DSM as a psychiatric diagnosis in 1980. They expressed it as "a fear of performance situation" (APA, 1980), not including any stress or fear of formal circumstances, such us everyday conversation, nor communication. The particular reason for the description was the difficulty of identifying a patient with both, avoidant personality disorder and social anxiety, which was explained in DSM-III. Years later, in 1994, the DSM-IV was published with an update of the term of social phobia, with its new name "social anxiety disorder (SAD)." SAD deeply defined the depth of the disorder as "marked and persistent fear of one or more social performance situations in which the person is exposed to unfamiliar people or possible scrutiny by others" (APA, 1994). APA updates the DSM revision once in a while and the most recent publication is DSM-V, which came out in 2013. It embraced small adjustments in the diagnosis of social anxiety disorder. (Thomas, 2021)

CAUSES OF SOCIAL PHOBIA BEFORE TECHNOLOGY

Supposing SAD (Social Anxiety Disorder) could be caused by many personal and individual reasons or situations, we were able to recognize some particular factors. One of them was parenting style: our personalities develop and shape in early childhoods when parenting plays a huge role in our lives. If parents were quick to criticize or judge their children at every step they take, the children were more likely to become socially anxious in the future. Overcontrolling by relatives also had poor effects on the pupils, as they felt restrained and disciplined, which resulted in avoiding social situations, fearing

that other unrelated people would furthermore control them. Another demonstration of an unhealthy parenting style was showing children the parents' fears and anxieties. Children tented to see their parents as an exemplar and inspiration for the future, so noticing an anxious behaviour in their guardians, they learnt it and adapted it to their own, everyday conduct. Different example of the cause was bullying. It was common to gain a fear of social situations when individuals were bullied by others in their early years or adolescence because of their past experience, where socialising leaded to teasing, bullying and

humiliation. As a consequence of negative interactions with their peers, their self-confidence, as well as self-worth also decreased. It is worth to mention that there was a possibility of a medical condition causing the disorder. There is a part of the brain, which is called the amygdala, and it could play a role in supervising the fear response. Human beings with an overactive amygdala had a higher possibility of having a heightened fear response, which was causing an increase of social phobia. (Mayo Clinic Staff, 2021, Foster, 2020)

Figure 1 - Photo of vintage, antique, retro by Pxhere

TREATMENT FOR ANXIETY IN DIFFERENT ERAS

Much as social phobia was nothing else but anxiety symptoms appearing while experiencing social situations, there were many various actions taken to treat the disorder. Depending on an era the phobia was recognised in, the treatments applied to cure it looked quite different, and some of them had the appearance of being very brutal. Starting from ancient Greece, when they believed that anxious "hysterical" behaviour, presented as panic, had its source in the uterus, and it was travelling around the female's body obstructing breathing, causing disease, and blocking passages. As Greeks were convinced that the existence of "female semen" stored in the body would turn into a poison and strangely affect women behaviour, because of their lack of sexual intercourse, they considered a natural cure, which was sex. Moving to early renaissance, that "hysteria" was observed as unnatural premonitions, because women suffering from anxiety would panic and be afraid of something that could happen. If the things really happened and were proved true, they were pointed as witches. Being open about the anxious feelings or having physical symptoms that other people were not able to understand leaded to burning at the stake, torture, or even execution. Unlike the

renaissance era, in the Victorian Era, women presenting anxious actions were seen as crazy, not witchy, and their families would transport them to the local insane asylum where they were treated with electroshock therapy, as well as lobotomization. Then was also invented an eventual at-home medication, known in the present-day as a vibrator. From the other side, the American civil war era was evolutionary, as then men for the first time were recognised as having difficulties that were similar to anxiety. Because they assumed that exhibiting shortness of breath and heart palpitations by soldiers was an "irritable heart syndrome," it was mostly treated with opium, and sometime with ethyl alcohol and bromide salts. Moving slightly closer to the modern world, in early 20th century, the Russians appeared to be the first ones to admit the psychological nature of the disorder, proving it by sending psychiatrists off to war to treat soldiers after their battle with Japan in 1904. The most popular cure was a sedation by method of barbiturates, however, they also found it appropriate to sterilize anyone suffering for any mental

illness being afraid that they would pass the condition to their children. In 1930 there was an interesting mixture of ways to treat anxiety, some of them included massages, electroshock, and muscle relaxing techniques. Late 20th century welcomed people with modern approaches for fighting anxiety, even though electroshocks were still occasionally suggested, as well as muscle relaxation techniques. Exposing patients to their fears was introduced in 1950, and they are forced to repeatedly trigger for desensitization to occur, facing their anxieties. Ten years later the society concluded that antidepressants could be an effective cure for depression along with anxiety. Twenty years after that, in 1980, the term "anxiety disorder" was created and ten years later it was discovered that antidepressant-type medicines actually worked on anxieties as they were responsible for bringing positive chemicals, such as dopamine and serotonin, to the brain of the suffering person. (Abraham, 2020)

Design always had its purpose to improve wellbeing and the sense of safety. Even before digitality, creative minds had ideas and goals to ease life and cope with daily problems. For example, in the 1930s, Hermann Rorschach had a desire to find a way to understand more about his patients' minds. The Swiss psychologist creatively discovered that randomly poured ink onto paper would leave multiple of extraordinary shapes behind. The shapes did not represent anything specific, and they were incredibly cryptic, however, what mattered was how the

Figure 2 - Try by M. Santos

human eye would perceive the abstract stain of ink. One patient could recognise a shape as a flying butterfly and the other one would think of a cold-blood murderer. Using that technique, Rorschach believed that people would instinctively reveal their hidden and dipper fears, assumptions, hopes, and prejudices. The test would lead to the core of patient's feelings about the world as well as themselves. Named after the inventor, Rorschach test, turned out to work well, and to improve the psychological examination of patients with mental health issues. Psychologists still use the technique worldwide as it is still recognised as useful and helpful as it was before digital age. (The School of Life, n.d.)

CONTRIBUTION OF DESIGN ON IDENTIFYING MENTAL HEALTH PROBLEMS IN THE 20TH CENTURY

THE INFLUENCE OF DIGITALITY ON THE WORLD

The entire world has completely changed since the internet and technology contributed to such a huge revolution. People started seeking for fresh solutions for their problems, as well as for making their lives easier, by giving them an opportunity to have an easy access to everything needed and desired. The technology started drastically transform our daily lives, along with our societies in 2000, when a broadband access at home had already half of Americans. Over 20 years the number had gone up to even more than 90% of the American society, making a massive impact on the human beings. Furthermore, when it comes to worldwide statistics, only 7% of the global population had access to internet at the beginning of the millennium, where nowadays, the number highly increased over 43%, as over half of the world community has come online. Similar statistics were recognised regarding to the mobile phone use as at the start of 2000s. There were 740 million phone subscriptions globally, and 2 decades after that, the number had risen up to 8 billion, meaning that there are actually more mobile phones than people in the world. (Hillyer, 2020)

It can be noticeable that every single step taken is much different than it used to be before the internet, as it has affected individuals' daily routines. Before the network, to find some news of what was happening around, it was appropriate to visit a shop and buy a newspaper, or the other option was to engage into a conversation with other people and discover the information from what they knew. Even though today, the existence of newspapers still can be seen in some shops, people would rather go online and find the needed information in a quicker way, which requires less of an effort. Reading physical books lost its popularity over years in the result of an easy access to digital books, as well as audiobooks. Many people also stopped reading books because they found watching online movies much more interesting and entertaining. Even cookbooks lost their interest, which was caused by millions of recipes being available to everyone via online services.

Although, there were numerous aspects affecting the life, the biggest impact by digital world had the way of communicating by people. Humans used to send letters to each other, which would take sometimes many days for them to arrive, or just they would just visit friends or family without any announcement. They would also agree and set up the next meeting date during the existing one. In today's world, it feels unacceptable to visit someone unannounced as social media portals along with mobile phones can quickly notify someone of their plans, giving a straightforward way of communicating. It is worth to mention that some jobs have been heavily concerned by the internet. For example, individuals interested in buying a product used to have only one choice, which was physically going to a shop and getting what was needed.

Nowadays, many of them chooses to visit online stores and pick whatever they fancy by reading descriptions and checking pictures. When they are finally sure what they would like to purchase, online banking offers the quickest and the easiest way to pay for the chosen items. As banking and shopping have developed their availabilities to online services, soon some jobs, such as, bank tellers, store assistants or cashiers might not be needed in the community. Robo-advisors and financial chatbots together with automated teller machines (ATM) are preferably used by the customers, as they can serve themselves avoiding social situations, which gives them a bigger comfort. (ThinkAutomation, n.d.)

THE EFFECTS OF SOCIAL MEDIA ON WELLBEING

Digital platforms managed to develop and spread around people along with the technology and internet. The statistics from October 2021 show that 61.8% of the world's population are regularly using internet, which is equal to 4.88 billion people, and 4.55 billion of them (57.6% of the world's population) are active social media users. The numbers of the digital platforms were already extremely high in 2020 as they stated that around 86% of young adults aged 18 - 29 used social media platforms, 80% of 30 - 49-year-olds and 64% of community aged 50 - 64. The most worrying fact is that a survey discovered that 97% of teenagers aged 13 - 17 owned at least one social media account in that time. However, the numbers are still growing, and they will be increasing as the platforms and industrial science keep progressing. (Clark, 2020, Kemp, 2021)

Mental health concerns in young adults and children have strongly increased since releasing of smartphones. From 2005 to 2017, reported symptoms of major depression by adolescent, grew by 52% in a given year. From 2009 to 2017 in young adults aged 18 - 25 the number of depression symptoms increased by 63%, and facing psychological distress raised by 71%. During the same time the amount of suicidal thoughts boosted by 47% in that group age. At the same time the digital platforms had the biggest impact on children, as reported self-harm by girls, aged 10 - 14, almost tripled, where the child suicide rates grew by up to 150%. Research strongly navigates to social media as it is proved that the more time a child spends on the platforms, the more likely they are to be unhappy and note depression or anxiety symptoms. Although, it cannot be confirmed that social media are harmful for the humanity itself, or is it people spreading negativity, cyberbullying or prettified content, some studies prove that spending less time on the platform can decrease the symptoms of mental illnesses. For example, in a study from 2020, deactivating Facebook accounts for a month by people resulted in lower reports of anxiety and depression, but also higher reports of life satisfaction and happiness. (Allcott, Braghieri, Eichmeyer, & Gentzkow, 2020, Clark, 2020, Health Assured, 2022)
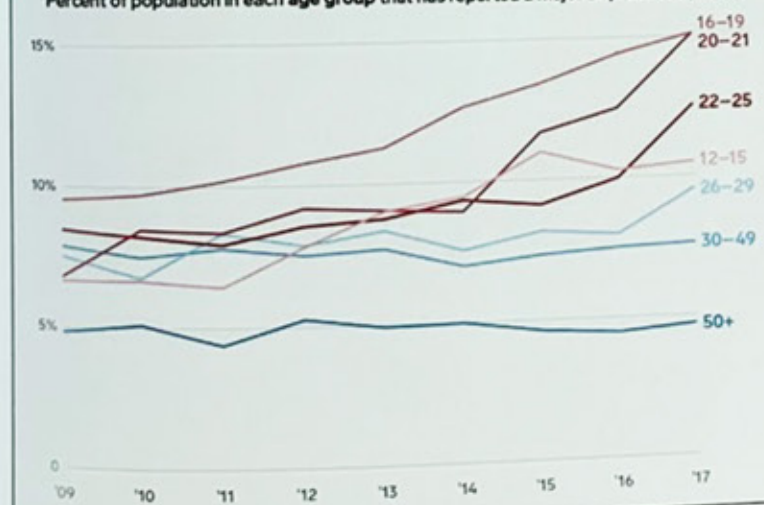
Social Media Platform	% of 13-17 year olds using	% of 18-24 year olds using
Snapchat	69	78
Instagram	72	71
Facebook	51	80
Twitter	32	45
Youtube	85	94

Figure 3 - Clark, 2022

Figure 4 - Galarraga, 2017

Depression rates by age, 2009–2017

Percent of population in each **age group** that has reported a Major Depressive Episode

COPING MECHANISM IN TODAY'S WORLD

Coping strategies and ideas of how to improve mental help have been developing alongside with digitality. Making the most of technology and staying in touch with family and friends through useful apps, such as FaceTime or Skype, are found as one of the best steps to be taken to mental wellbeing. Connecting with others can help to build a self-worth, sense of belonging, receive emotional support, as well as provide other people with it, while giving an opportunity to share satisfactory experiences. (NHS, 2019) However, connecting with other individuals struggling with mental health can be also beneficial as understanding issues and the fact that there are more humans feeling the same way we feel is the first step to actually getting better and fighting our fears. An artist and creator of a comic series Introvert Doodles, Maureen 'Marzi' Wilson, supports my statement in her book called "Kind of Coping." In the introduction she wrote:

"This book will not cure you ... But I do believe that if you are living with anxiety, this book will make you feel less alone. Because I am right there with you, and I get it." (Wilson, 2019)

The book is an illustrated visualisation of a life with an anxiety. The author is an introvert suffering for anxiety and in her publication, she demonstrates her ways of coping with the everyday life, as well as social situations. With a purpose of understanding and accepting herself, Maureen drew her experiences and thoughts, hoping that the reader will also find a validation in her art. Additionally, she presents some anxious and stressful situations, caused by her phone, suggesting that technology, such as mobile devices, are giving people a feeling of security as they are not exposed to taking a part of a direct social situation that would happen in a person. That means that if a phone is calling or a text message is coming through, it is easy to ignore those notification pretending that they were not seen. From the other hand, on the illustrations it is noticeable that the devise is also limiting the author as it lets her avoid communicating with other people, as well as the real world around her. Receiving either expected or unexpected call makes her panic and stress, but also it allows her to reject the human contact. Social Isolation leads to loneliness, which according to a study from 2015, is as destructive for a human body as smoking fifteen cigarettes per day. (Holt-Lunstad, Smitch, Baker, Harris, Stephenson, 2015) That is how the Maureen's book exemplifies the necessity of recognising that individuals struggling with anxiety are not the only people on this globe that feel like that. (Wilson, 2019)

Slow technology movement has been designed to encourage an individual to become more thoughtful and intentional in their interactions with technology. It does not mean that we should abandon our usage of technology, but rather we should consider limiting a constant use of the machinery, which is beneficial to our lives. Slow technology also entails thinking about how technology is utilised, and whether a 'slower' option may really provide us with additional benefits. Slow Tech urges us to safeguard our natural tendencies, such as creativity and the freedom to ponder and contemplate. These natural instincts can be harmed if we do not restrict our connection with digital gadgets. Slow Tech adopters lay a special emphasis on preventing technology from dominating parenting relationships and everyday practices. The movement encourages people to consider some ways of reclaiming their lives while boosting creativity,

building greater relationships, and improving productivity. When it comes to technology, one of the biggest losses is creativity. Users surely have a lot of information as well as inspiration at their fingertips, but they tent to quicky put ideas into a phone or computer rather than scribbling anything on paper. Removing any digital distractions that impede the process of a mind wandering is a key to uncover new ideas and encouragement. There is a reason why so many individuals experience eureka moments while doing something random, such as in the shower. Sitting offline in a quiet place with a notepad, and brainstorming will result with the greatest outcomes. Many people have developed the habit of attempting to multitask in order to be as effective as possible, but in case of improving the quality of relationships, it simply does not work. Today's function of phones is to obstruct ourselves from strong connections, so it is critical to remember to put down the devices

while having a conversation with someone. It is a good option to construct phone-free locations, such as the dinner table or a family event, in order to maintain actual discussion. It is also essential to not forget about limiting our usage of technology in our bedrooms, or at least our beds. We all want to be as productive as possible, however, the blue light displayed on digital devices leads to mood and sleep disorders, which leads to depression (Davis, 2021) As a result, it is undeniable that lack of sleep lowers productivity as well as our ability to focus and multitask. (Crane, 2021, Slow Living LDN, 2022) Producers want their apps to be used as much as possible, which consequences in strong addictions. We can even say that the applications are designed for users to become obsessive, overuse them and to scroll forever, seeking for something interesting or entertaining. (UK Addiction Treatment Centres, 2021)

thursday

Some designers support the movement, creating a various of useful applications that are meant to reduce the usage of technology, without fully quitting it. The dating app called Thursday would be a perfect example of how the technology may be decreased while still giving us the most of it. According to a study conducted by Samsung KX in collaboration with the dating app Happn, for 58% of people using dating apps it takes up to a month to meet their matches in person (Quinn, 2020). Thursday removes the emphasis from everyday swiping, allowing individuals enjoy life with friends, colleagues, and family - minding the importance of "me time" - without feeling pressed to spend every spare second looking for the one, special person. The creators Matt McNeil Love and George Rawlings, keeping in mind the mental health of the users, want singles to

get rid of the small talk, embrace the spontaneity, and appreciate a succession of steady stream of weekly dates. As its name presents, the app functions only on Thursday and turns off every other day of a week, encouraging the users to not waste their whole spare time on dating but rather to get the full benefit out of dating once a week. For members of the app wishing to meet someone in person, for example in a bar, the hosts organise exclusive events at some of the most entertaining places in the city. Unfortunately, the application currently operates only in London and New York, but as it gains more interest and it is growing bigger, soon it will also go live in 20 other large European cities. Graphically, in the app we can see friendly, clear, and bold fonts, representing power and welcomeness for all the new users, as well as sweet, romantic, and charming pink colour, which represents the global love for oneself and others. (Bourn, 2010) Additionally, the app is easy to use and includes popular phrases with an informal language that is not only strong, but also attractive for the younger adults.

"Girls Just Wanna Have Fun. Wrong. We All Do. Because there's more to life than just dating apps". (Love, Rawlings, 2021, Metro Reporter 2021)
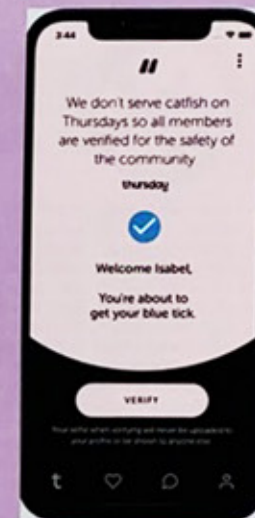
SLOW TECHNOLOGY MOVEMENT

THE DAY FOR DATING

A members club where singles connect in-person, every Thursday

Flick the toggle to go on a date this thursday ;)

05 : 17 : 02
Days Hours Mins

happify™

Moving off the movement, designers generally seek for solutions to improve wellbeing, however, not all of the ideas that they present are as good as they are supposed to be. Taking as an example the application called Happify, which was meant to stop old patters, bringing new habits to the user's life. The founders Andy Parsons, Tomer Ben-Kiki and Ofer Leidner stated that wherever the audience feels anxious, stressed, or sad, the app will bring them effective programs and tools in order to help them take the full control of their thoughts and feelings. Happify's material is light-hearted and engaging, making it interesting for those new to cognitive behavioural therapy (CBT) and positive psychology. The application, on the other hand, feels a less serious

mental health experience overall, and it may not be appropriate for everyone because the provided exercises are all quite entertaining and easy rather than thoughtful. Each one of the learning tracks, exercises and journals contain information about the psychology, as well as science behind why they work. Although their purpose is to help the user gain understanding of why they are completing the tasks, the instructional tracks lack apparent organisation, which makes it impossible to feel like any progress is made or any skills built. Some of the audience's opinions are positive, but Happify also meets negative feedback in the reviews. One of the users nicknamed Sammykate mentioned:

"It's all extremely pressuring and stressful, in my opinion. It feels more like a challenge I am trying to meet than an app that is supposed to help me feel better." (Sammykate, 2019)

Another issue with the application is that most of the tools require a premium account, but the certain

free services, such as guided meditation are difficult to locate, which makes people believe that they have to upgrade their accounts to get access to them. Summarising, the functionality of the app is not the worst, however, there are many things that could be improved and considered. Other providers offer the same feature with a better user experience and deeper psychology support. (Troy, 2022, Leider, Parsons, Ben-Kiki, 2012)
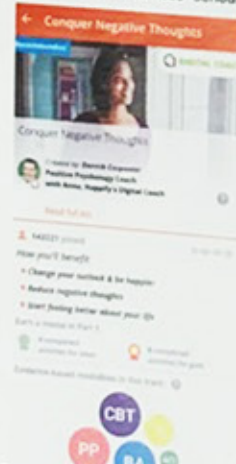
18

APPLICATIONS DESIGNED TO IMPROVE WELLBEING

◗◖ MindDoc

On the other hand, in 2017, a similar app was founded by Mark Goering. MindDoc assists users in monitoring, transmitting, and tracking depression symptoms to a care professional. The software asks the user to answer questions about their symptoms every day for two weeks. After that period, a summary is generated for consumers to share with a healthcare professional. After the second week, the user has the option of starting a new

evaluation period at no expense or discounting use. Even thought, the application's principle purposes are education and better understanding what is going on in the user's mind, it divides for four main sections: Knowledge, Profile, Mood Path, and Statistics. MindDoc Developed by behavioural scientists, is an all-in-one software managing mental health. It can help to track a mood and better understand a disease whether a person suffers from anxiety, depression, or another recognised mental health problem. (One Mind Psyber Mind, n.d., Cason 2020)

Although MindDoc receive mostly positive feedback, a few unfavourable opinions regarding some tools have been made. However, the developer responds to most of them, trying to improve the software and to make his customers more satisfied. According to the reviews, users usually find the capabilities included in the programme useful, and they love checking in on themselves with the software that

appears to have a significant, positive influence on their life. One of the reviewers stated in the App Store:

"Super helpful for making sure I keep checking in with myself; just the act of answering three questions at morning, noon and evening has imbedded a new level of self-care I lacked before." (MegRow17, 2019)

Overall, the MindDoc receives great evaluations and generates a lot of curiosity among people. It is safe to use, and many users would recommend it to others since the software satisfies their expectations and assists them in getting through difficult circumstances.
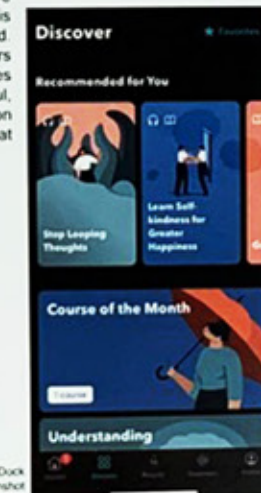
19

HAPPIFY VS MINDDOC

CONTRAST

COMPARE

MindDoc and Happify both have the same goal of enhancing wellbeing and were designed to have a beneficial influence on the user. The two applications meet both favourable and bad audience evaluations, yet they are both popular. They are free to use, giving an opportunity to the user to upgrade their account to a paid version with greater accessibility. Both software provide training and ensure that the user performs self-checks on a regular basis. However, MindDoc is focused on diagnosing problems as well as assisting people in better understanding their thoughts and feelings. The programme has a friendly, relaxing, and well-thought-out effect on the viewers because the colours and typefaces used are calming and peaceful. The interface is not overly cluttered, and every tool is easily accessible. Happify, on the other hand, motivates users to accomplish assigned activities and form new habits in their life. The colours utilised are more lively and cheerful than peaceful, and the typography is more formal than inviting. The application's displays have a lot of pictures, colours, and text, which makes it difficult to discover anything; it lacks excellent organisation. Concluding, both applications are able to improve wellbeing, but MindDoc convey the impression of having a higher quality construction and more appropriate impact on the audience.

PHYSICAL FORM OF IMPROVING WELLBEING

Figure 15 - The Wellbeing Book Cover

Considering the fact that in the digital age not everything is about technology, designers also try to improve wellbeing in a physical form. Some people may find it difficult to keep a journal, and that is why professional creative minds come out with a solution to solve the problem and help individuals assemble their thoughts and feelings on a paper, in a thoughtful way. Journaling aids in the control of symptoms and the improvement of mood by assisting in prioritising difficulties, anxieties, and concerns. Keeping track of any symptoms on a daily basis helps to identify triggers and learn how to better manage them. (Fraster, Ballas, Watson, n.d.)
The Wellbeing Journal: Creative Activities to Inspire was published by Michael O'Mara Books in 2017 to raise money and awareness for mental help charity called Mind. At a low cost of four pound, the journal's aim is to assist a person in finding a sense of wellbeing by gaining strength, insight, practising getting to know themselves better, expressing themselves with a little of freedom, and familiarising with their creative side. While Mind believes that no one should be forced to face a mental health issue alone, on one of the first pages the company offers an opportunity to contact them by a phone call, text message or email, decelerating that they are there to listen as well as give an advice and needed support. On the following pages, drawing along with colouring exercises can be found in order to allow the audience to relax and become absorbed without strain. The book includes many inspiring quotations together with a great number of advices, such as on how to organise time or how to stop being strict with oneself. There are also numerous pages where the owner is able to note whatever they feel or whatever wish to have written in the journal. The language and typography used are informal and calming, which gives the reader a warm, friendly impression. The designer chose watercolours for the illustrations, ensuring that the colours make a positive impact on the audience by being bright, pastel, and thoughtful. Overviewing, the journal is a valuable choice of a practice for the purpose of improving wellbeing and overcoming mental health problems. (Mind, 2017)

Figure 16 - The Wellbeing Book Pages

Figure 17 - The Wellbeing Book Pages

EFFECTS OF COLOUR THEORY ON WELLBEING

Colour theory plays a powerful role in the work of designers around the world, it is used as a communication tool to create a variety of different emotions and to maintain balance between contrasting designs. The psychology behind colours helps people navigate how they feel about the world by affecting the brain signals coming through the eyes. They help humans determine what kinds of emotions are associated with specific colours and how they should act upon them. (Basset, 2020) Wellbeing is scientifically proven to be influenced by colour. By stimulating human's positive responses, it affects some kinds of mental performance, mostly mood, however, in some cases even chronic illnesses. Various colours can have a therapeutic reaction, having a constructive result assisting with some serious mental illnesses, such as depression. (Resene, n.d.) Dividing the colour theory into two, warm colours can cause the feeling of anger but also, they happen to associate with comfort. Cool colours on the other hand, invoke the feeling of sadness however, they do have some calming affects. Primary colour red is the most powerful on the spectrum, it sends a lot of strong, negative signals to the brain. Red is known to create aggressive and demanding emotions, affecting human's mood in addition of also having physical properties such as increasing frequency of breathing, heartbeat, and blood pressure. Even though red can be associated with passion, it is also the colour of danger, which does not truly contribute to improving wellbeing. Yellow, on the other hand, is another primary colour, which has the strongest psychological values; it brings out crucial positive emotions in the human mind. The lightness and calmness of the colour develops the feelings of joy, cheerfulness and has an impact of energising the brain. It improves the wellbeing and mental health by building emotional strength, developing optimism and creativity, in addition of stimulating the decision-making mechanisms, as well as, broadly improving extroversion, trust and self-esteem. However, too much exposure of the colour can cause in people symptoms of anxiety. The most associated with wellness colour happens to be blue, it is especially relaxing. While smooth blue beneficially affects an ability to concentrate, strong blue provokes clear thoughts. The colour can have a significant positive impact on an emotional and physical wellbeing; as

opposed to red, it aims to minimise blood pressure and works as a sedative. It occurs to improve a feeling of trust, intelligence, and capacity to find peace in life. Similar aspects are recognised in Green. As the centre of the spectrum, the colour stands for balance, at the same time, generating a calming effect, green represents nature, hope, health, and growth. Although purple is connected with spiritual qualities and cosmos, it is also partnered with an association with innovate and creative people, which results in being helpful with clearing the mind along with focusing. Orange, a blend of red and yellow, is a vibrant colour that elicits both emotional and physical sensations. As a bright warm colour, it brings power, emotional equilibrium, and optimism. However, similar like red and yellow, excessive exposure of orange can be a cause of anxiety. Psychologically, pink is found as a powerful colour, which aims to calm a person, instead of stimulating them the way that red does. Pink is a powerful psychological colour that seeks to relax a person rather than stimulate them, like red does. Pink is emotionally

relaxing and comforting, and it exudes soft warmth and caring. It calms our irritability and hostility while enveloping us with love and safety. Too much pink, on the other hand, can be exhausting and lead to emotional claustrophobia. The only colour on the spectrum that does not have direct psychologic qualities is pure grey. Because it is a colour that does not transmit much light, it is connected with apathy, a loss of vitality, and sadness. The total of all colours in the spectrum is black, which results in major psychological consequences. On the positive side, the colour conveys ultimate clarity, glamour, refinement, efficiency, and emotional safety. In the consequence of black being associated with death, mystery, grief, anger, and power, it is necessary to avoid overexposing it, as this colour might cause melancholy and depression. In the reflection, white is standing for purity, innocence, cleanness, peace, and simplicity. It can transmit enmity and coldness, however, in general, white is a pleasant colour that helps to discover peace and calm comforting the mind. (Brits, 2018, Special Spaces, 2018)

Figure 18 - Design of colour. Own work

To summarise the resources, all colours can have both positive and negative effects on humans; yet the colours blue, yellow, green, and white appear to have the most impact on happiness. As a result, creative minds find the colour theory to be quite valuable when designing for mental health improvement.

LET
YOUR
COLOUR
SHINE

beyondblue

HOW WELLBEING CAN
BE IMPROVED

The key aspect of improving wellbeing would be self-awareness. Understanding desires, needs, habits, failings, and everything else that makes people the unique individuals is the goal of wellness. It provides humans with opportunity to make changes and build on their areas of strength, as well as highlight areas where they would like to improve. Self-awareness is frequently the initial step in goal setting because it relates to both success and emotional intelligence. It aids in the creation of attainable objectives since it allows to examine limitations, skills, and motivations while making goals. Self-knowledge enables a guidance in the right direction

by pursuing changes that are a good fit for an individual's abilities, tendencies, and interests. It also supports people to make beneficial behavioural adjustments that can lead to improved personal and interpersonal success. Furthermore, being aware of oneself better explains stressors, which helps to use the knowledge to develop efficient coping mechanism. (Srivastava, 2015) Self-awareness can be provoked in people by designers spreading awareness of the importance of wellbeing. A better knowledge of the link between our physical settings and emotions, especially in relation to design, would vastly improve the spaces we build. (Channon, 2019) That is why,

creators come up with mental health awareness campaigns, as well as multiple posters, which are meant to spread awareness. As a result, designers devise mental health awareness campaigns, as well as numerous posters, in order to attract the attention. A great example of that would be the work of Patrizia Fresca, shown on the figure 19. The artist projected a poster to raise awareness and engage the spectator with personal message. It encourages the viewer to be them-truest-self, and to not be scared of other's opinions and criticism. (Design Applause, 2019)

CONCLUSION

Design plays a significant role in contribution of improving wellbeing because it is among people everywhere they go. Social media platforms, marketing, campaigns, software, stores, and much more include design on daily basis. The colours that are used in those spaces can manipulate our feelings and emotions in a positive or negative way. The world does not stop developing itself alongside technology. Although, the development can be beneficial on the life, the more digitality evolves, the more cases of mental illnesses are reported by society. Slowing technology provides a perfect balance between the profiting from digitality and wellbeing. The movement should continue its performance and more designers should be involved in it, as it can protect numerous people from suffering from mental health disorders. Applications that are meant for improving wellness can be helpful, however, they should not require the user to spend too much time on them, and they should not be excessively difficult because these actions can result in receiving an unwanted effect on the user. It is critical to remember that in the digital age, not everything should be focused on technology, as machinery is designed to progress people's lives, not to decrease their joy of life. Using journals or interactive books is also an excellent form of improving wellbeing, especially when designers guide individuals on how to begin taking care of mental health through designed spaces, tasks, and careful instructions.

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"The main tenet of design thinking is empathy for the people you're trying to design for."
- David Kelley

The Design and Wellbeing in Digital World magazine describes how mental health issues have increased alongside digitality, and how designer contribute to improve it. More detailed description can be found on first pages under Abstract and Introduction.

The magazine has been fully written and designed by Angelika Wojcik, a student of university of Huddersfield, 2022. The author confirms that the work submitted is their own and that appropriate credit has been given where reference has been made to the work of others.

DESIGN AND WELLBEING
IN DIGITAL WORLD

The SPECIAL STUDY

Angelika Wojcik