



ΠΑΝΕΠΙΣΤΗΜΙΟ  
ΔΥΤΙΚΗΣ ΑΤΤΙΚΗΣ  
UNIVERSITY OF WEST ATTICA

ΣΧΟΛΗ ΕΦΑΡΜΟΣΜΕΝΩΝ ΤΕΧΝΩΝ ΚΑΙ ΠΟΛΙΤΙΣΜΟΥ  
ΤΜΗΜΑ ΓΡΑΦΙΣΤΙΚΗΣ ΚΑΙ ΟΠΤΙΚΗΣ ΕΠΙΚΟΙΝΩΝΙΑΣ

FACULTY OF APPLIED ARTS AND CULTURE  
DEPARTMENT OF GRAPHIC DESIGN AND VISUAL COMMUNICATION

**ΚΑΖΑΝΤΖΟΠΟΥΛΟΥ ΔΗΜΗΤΡΑ**

A.M.:10038

**ΤΟΤΟΜΗ ΣΤΑΜΑΤΙΝΑ**

A.M.:05041

ΠΤΥΧΙΑΚΗ ΕΡΓΑΣΙΑ

Σχεδιασμός ηλεκτρονικής εφαρμογής  
με σκοπό τη βελτίωση της ψυχικής υγείας

Επιβλέπων Καθηγητής

**ΠΡΟΔΡΟΜΟΣ ΜΑΝΟΥ**

ΑΘΗΝΑ, ΟΚΤΩΒΡΙΟΣ 2022



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Τα μέλη της Επιτροπής Εξέτασης της Πτυχιακής Εργασίας

ΠΡΟΔΡΟΜΟΣ ΜΑΝΟΥ

ΙΩΑΝΝΑ ΔΕΒΕΤΖΗ

ΙΩΑΝΝΑ ΔΕΛΦΙΝΟ



ΠΑΝΕΠΙΣΤΗΜΙΟ  
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Η κάτωθι υπογεγραμμένη Καζαντζοπούλου Δήμητρα του Λεωνίδα , με αριθμό μητρώου 10038 φοιτήτρια του Πανεπιστημίου Δυτικής Αττικής της Σχολής “Εφαρμοσμένων Τεχνών και Πολιτισμού” του Τμήματος “Γραφιστικής και Οπτικής Επικοινωνίας”, δηλώνω υπεύθυνα ότι:

«Είμαι συγγραφέας-σχεδιαστής αυτής της πτυχιακής εργασίας και ότι κάθε βοήθεια την οποία είχα για την προετοιμασία της είναι πλήρως αναγνωρισμένη και αναφέρεται στην εργασία. Επίσης, οι όποιες πηγές από τις οποίες έκανα χρήση δεδομένων, ιδεών ή λέξεων, είτε ακριβώς είτε παραφρασμένες, αναφέρονται στο σύνολό τους, με πλήρη αναφορά στους συγγραφείς, τον εκδοτικό οίκο ή το περιοδικό, συμπεριλαμβανομένων και των πηγών που ενδεχομένως χρησιμοποιήθηκαν από το διαδίκτυο. Επίσης, βεβαιώνω ότι αυτή η εργασία έχει συγγραφεί από μένα αποκλειστικά και αποτελεί προϊόν πνευματικής ιδιοκτησίας τόσο δικής μου, όσο και του Ιδρύματος. Παράβαση της ανωτέρω ακαδημαϊκής μου ευθύνης αποτελεί ουσιώδη λόγο για την ανάκληση του πτυχίου μου».

Η Δηλούσα



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FACULTY OF APPLIED ARTS AND CULTURE  
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Η κάτωθι υπογεγραμμένη Τοτόμη Σταματίνα του Κωνσταντίνου , με αριθμό μητρώου 05041 φοιτήτρια του Πανεπιστημίου Δυτικής Αττικής της Σχολής “Εφαρμοσμένων Τεχνών και Πολιτισμού” του Τμήματος “Γραφιστικής και Οπτικής Επικοινωνίας”, δηλώνω υπεύθυνα ότι:

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Η Δηλούσα

# Minddy

A mental health app

## INTRO | IDEA

During the period of the COVID-19 pandemic, the psychology of all of us was significantly affected. These 2 years have helped us realise **how important mental health is.**

Seeking help is often the most difficult step, but it is a necessary one that applications have made much more accessible. This is the reason why we decided to create a useful digital app that allows users to **track their mood, learn to meditate and build healthy habits.**

## PURPOSE | GOALS

### ⇒ Meet your daily coach

A coach that inspires a shift in mindset is a game-changer.

### ⇒ Build self-discipline

Build your resolve, believe in your inner strength, and just watch what you achieve.

### ⇒ Create structure in your life

We'll help you add morning, afternoon and evening routines to your day to provide order and direction the day, every day.

### ⇒ Create healthy habits

Your habits sculpt the person you will become — choose them wisely.

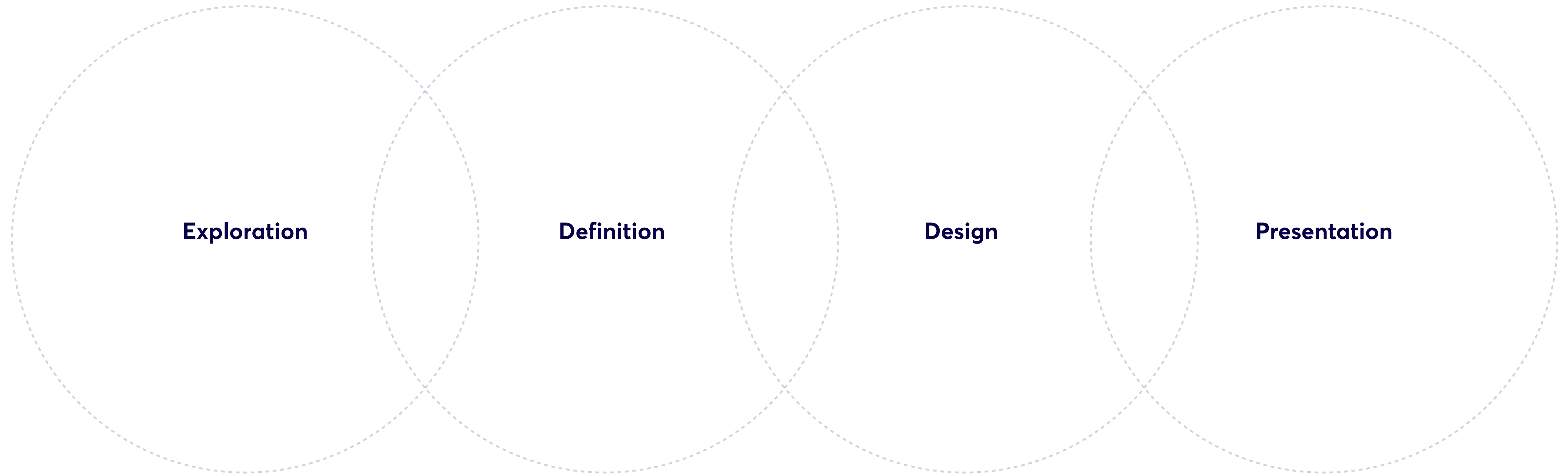
### ⇒ Focus on deep work

Learn how to tune out all the noise and concentrate on the task at hand.

### ⇒ Join a community

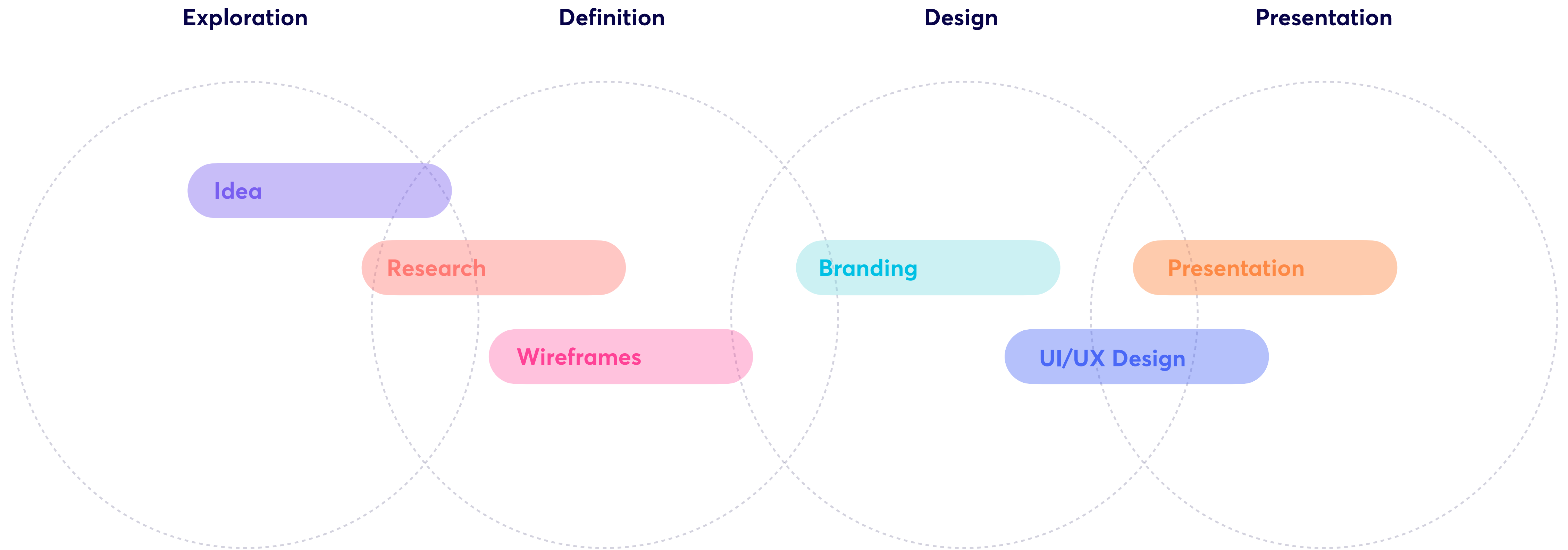
Live challenges will introduce you to other users from around the world embarking on the same journey as you.

# DESIGN PROCESS

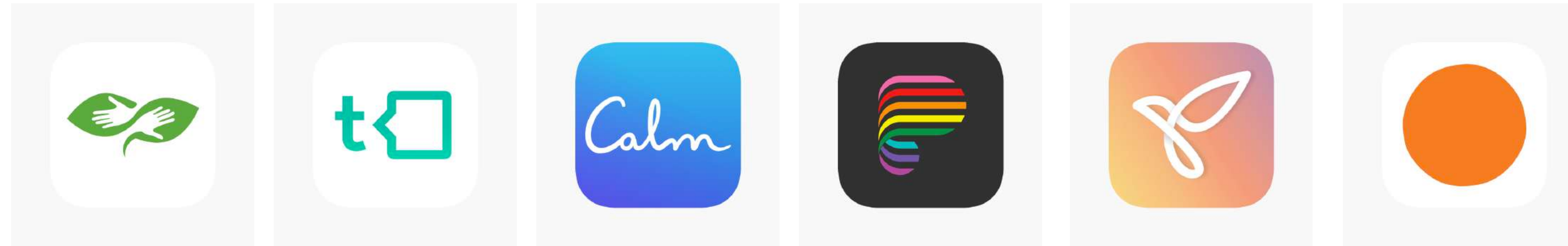




# DESIGN PROCESS



# COMPETITION



BetterHelp  
Value Therapy App

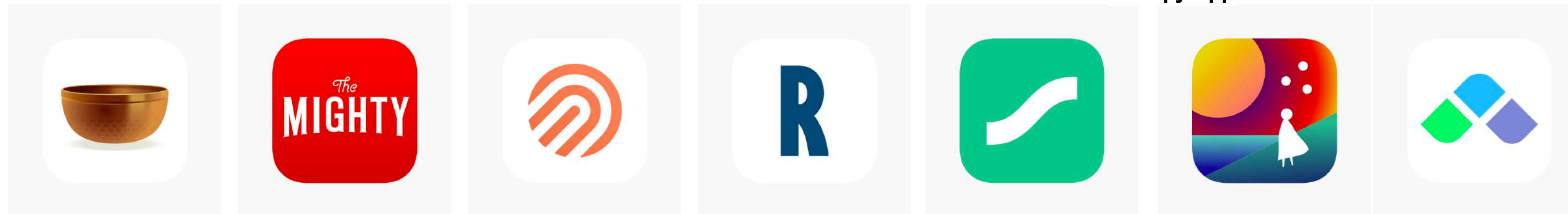
Talkspace  
Overall Therapy App

Calm  
Mindfulness App

Pride Counseling  
Queer Mental Health App

Youper  
Self-Guided  
Therapy App

Headspace  
Anxiety App



Insight Timer  
Meditation App

The Mighty  
Peer-Support App

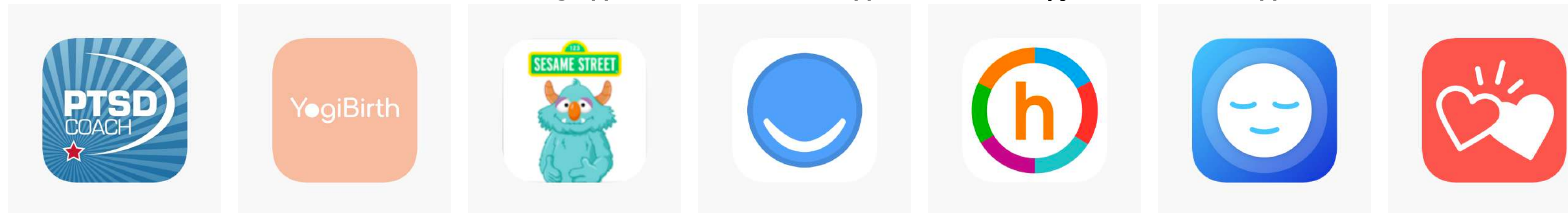
Omada  
Disordered  
Eating App

RAINN  
Sexual Violence  
Assistance App

Sanvello  
Multifunctional  
Therapy

Fabulous  
Habit-Building  
App

I Am Sober  
Addiction App



PTSD Coach  
PTSD App

YogiBirth  
Prenatal Wellness  
App

Breathe, Think, Do  
with Sesame  
App for  
Kids

Moodfit  
Mood-Tracking  
App

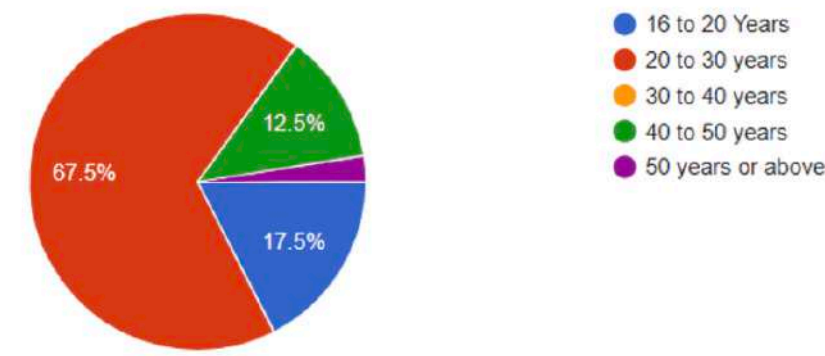
Happify  
Mood-Lifting  
App

MindShift CBT  
CBT App

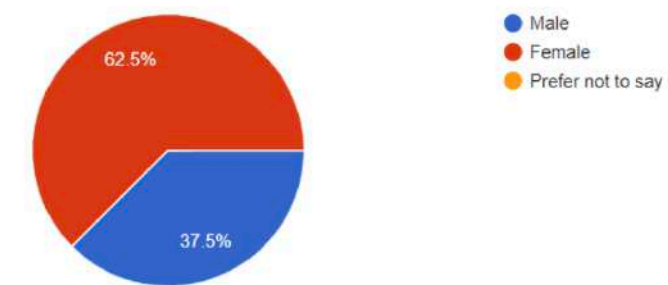
Gottman Card Decks  
Mental Health  
App for Couples

# USER RESEARCH

How old are you?  
40 responses



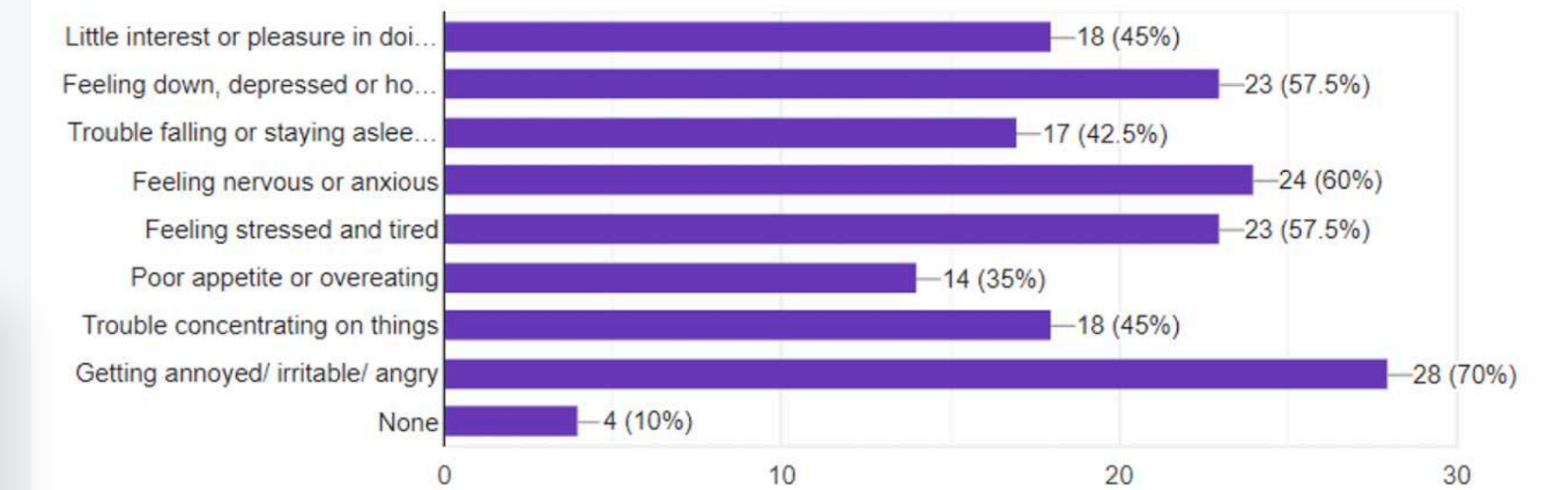
How do you identify?  
40 responses



## Daily life mental struggles

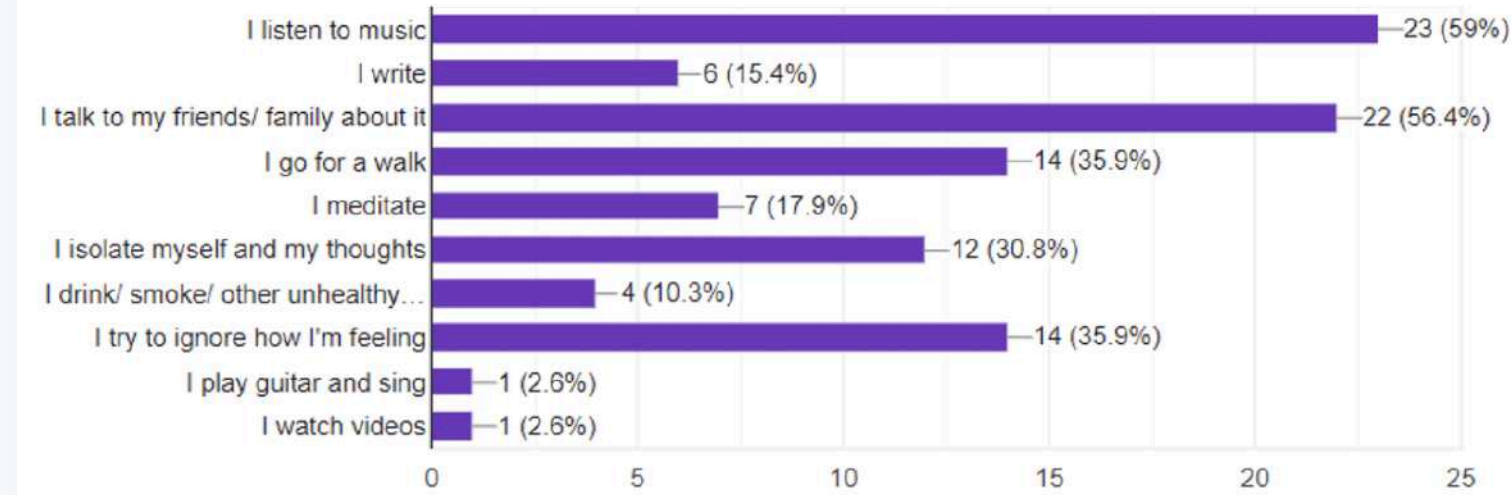
Which of the following mental health issues do you face in your daily life?

40 responses



What do you normally do to make yourself feel better when dealing with negative thoughts and feelings?

39 responses



## Mental health

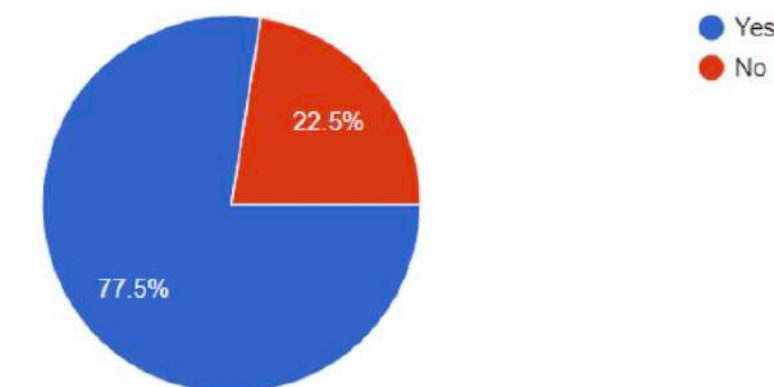
Do you believe that taking care of your mental health is important?

40 responses



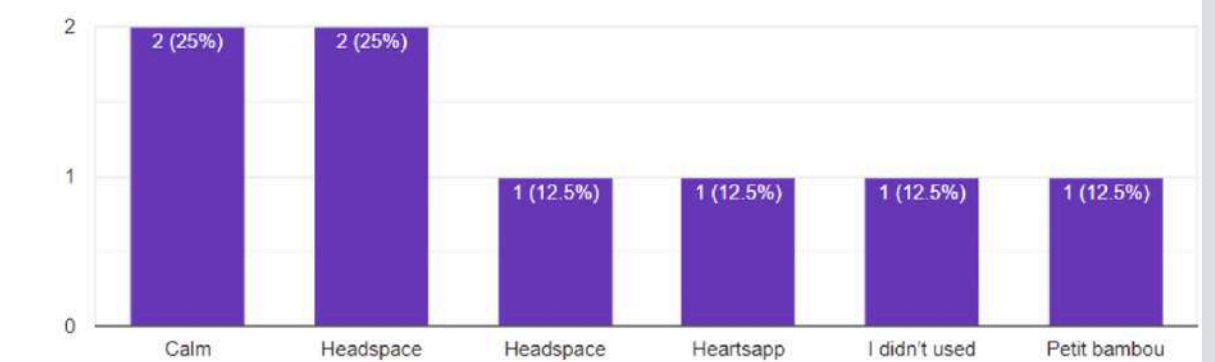
Would you be willing to use a self-care and relaxation/ meditation app?

40 responses



If you have used a meditation app in the past, please specify what it's called.

8 responses



## KEYWORDS

Positivity Relaxation Achieve Goals  
Earthly  
Mindfulness **Meditation** User-Friendly  
Simple  
**Easy** Mental Health **Daily Habits**  
Challenge Buddy  
Growth Balance Everyday **Focus**

## NAMING RESEARCH

avra  
Sunchild  
Mellow  
Lavish  
Bliss  
pace  
Lotus  
Lucid  
Mint  
minddy

Breeθ  
Breeth  
Happi  
Rilif  
Joy  
Cardi  
Diem  
Carpe  
Laf  
Zenzone

astral  
Wel  
Bee  
Fish  
Hush  
Lull  
Sease  
Coosh  
Muse  
Eudaimonia

## NAMING RESEARCH

Bliss

Breeθ

Bee

Lotus

Happi

Hush

minddy

Laf

Sease

## NAMING RESEARCH

minddy

## NAMING RESEARCH

# minddy

mind + buddy

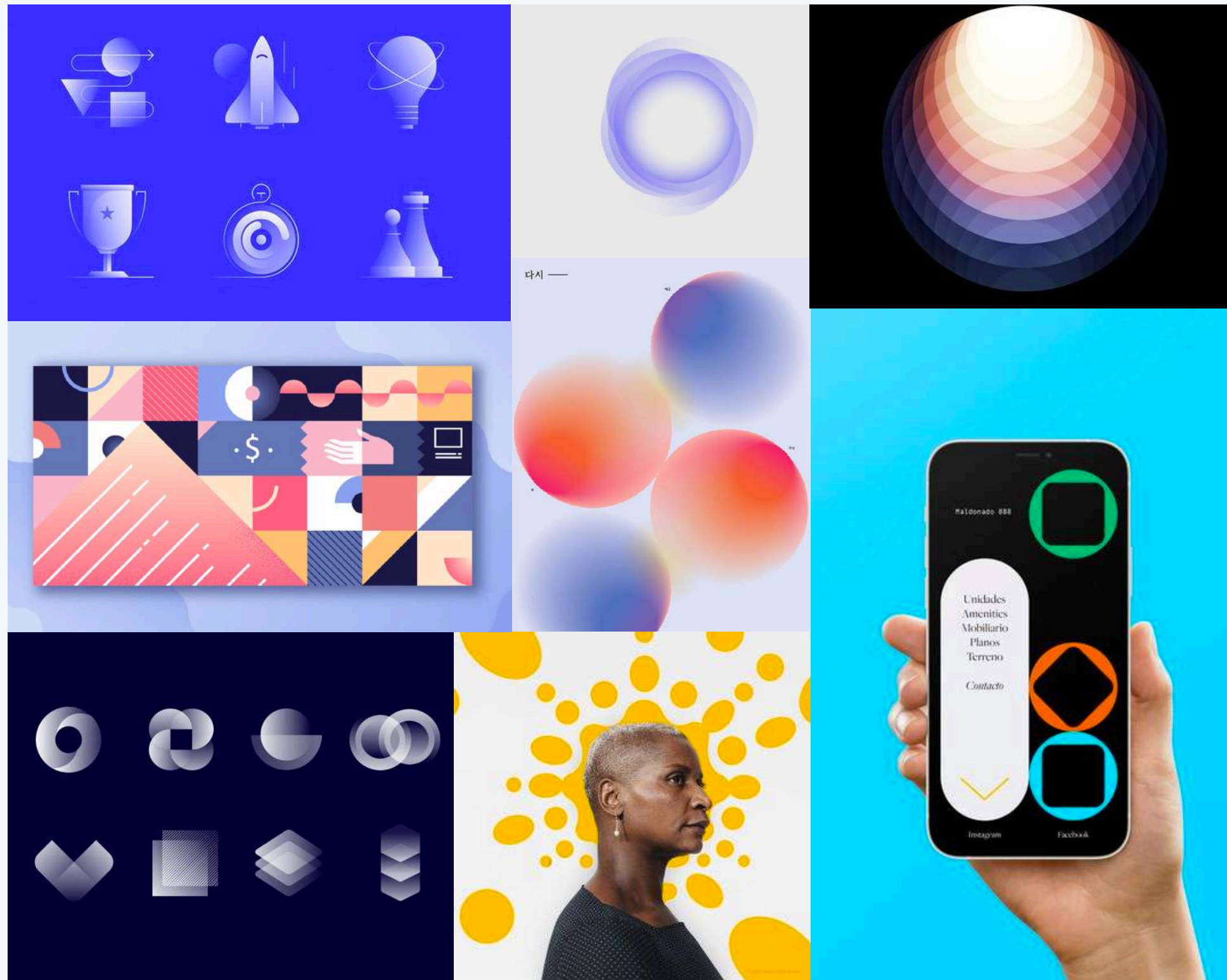
This app is much more of a buddy than an ordinary app



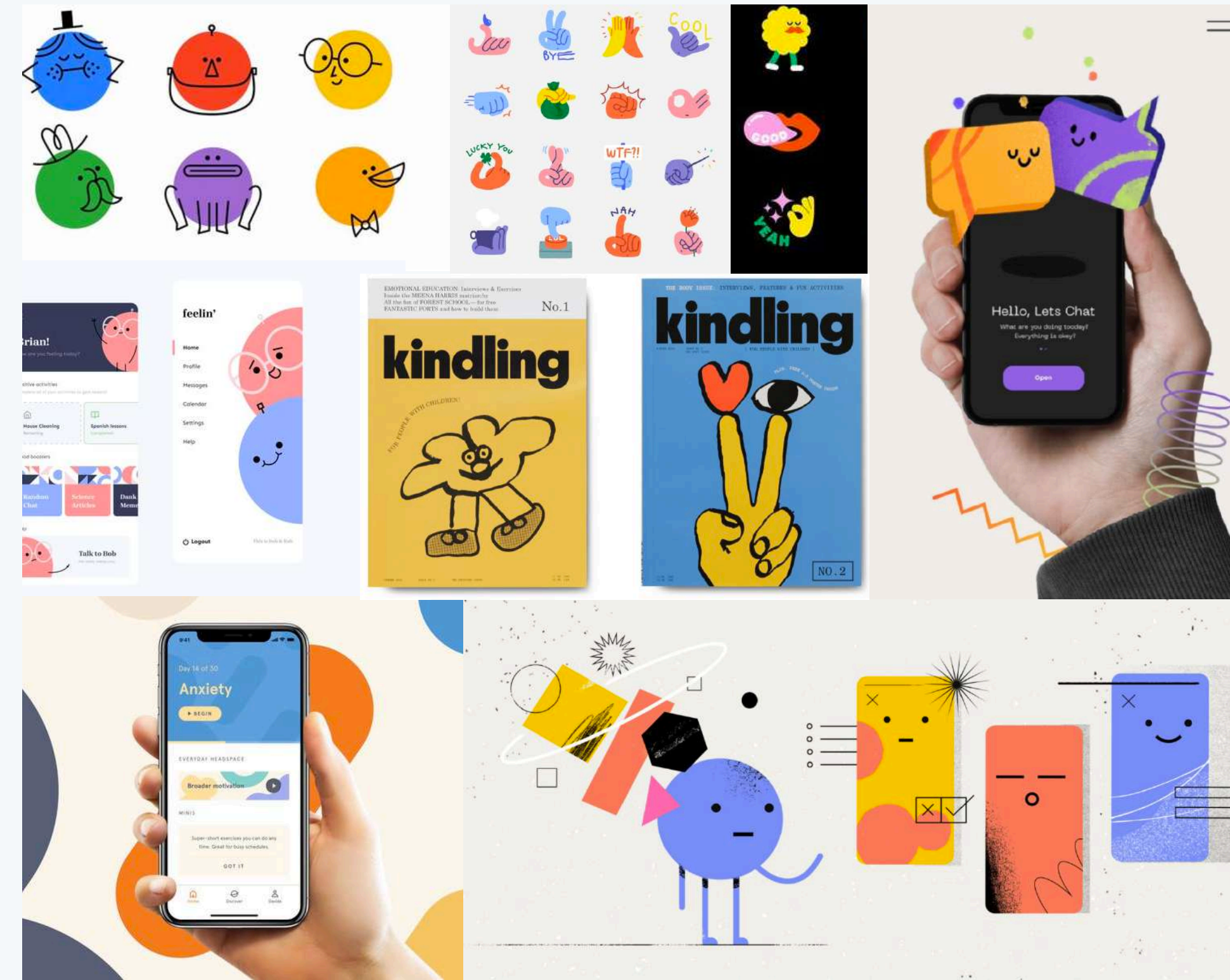
LOGGO

# MOODBOARDS

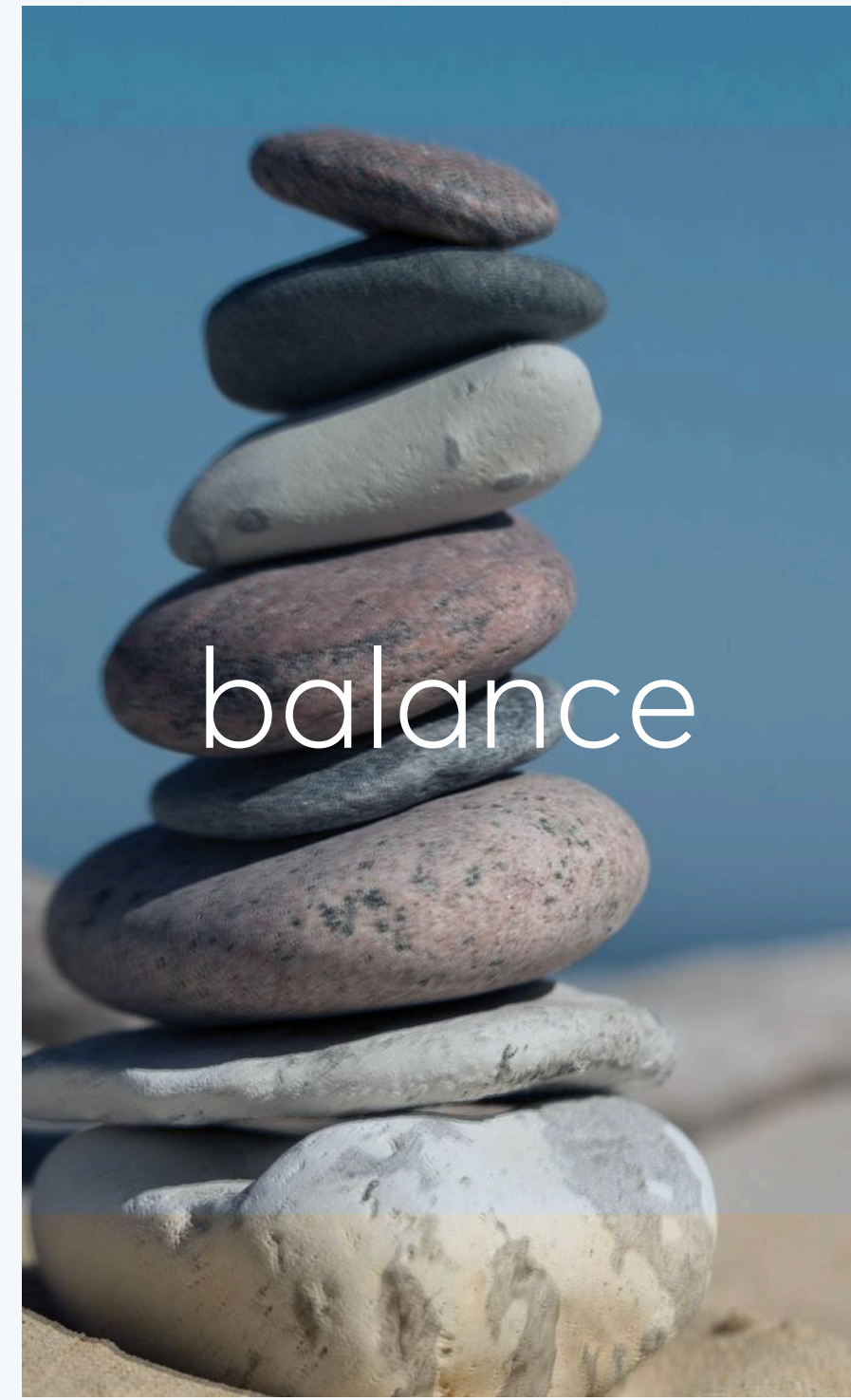
## DIRECTION A



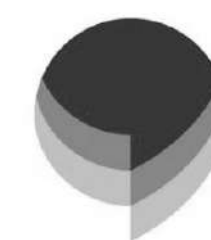
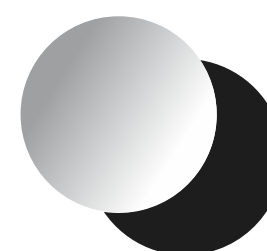
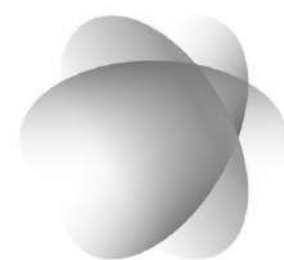
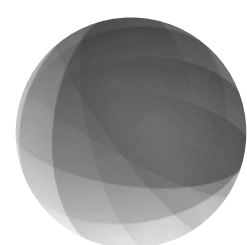
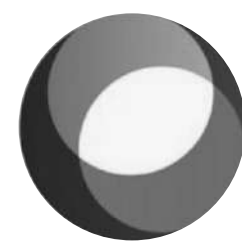
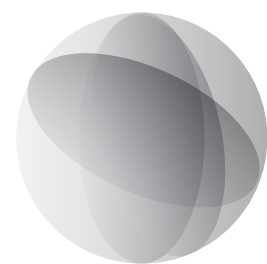
## DIRECTION B



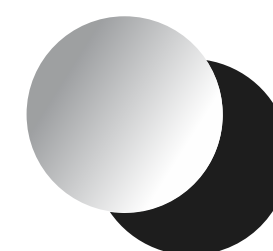
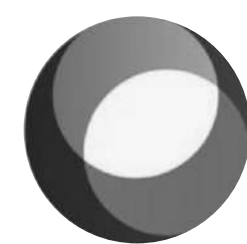
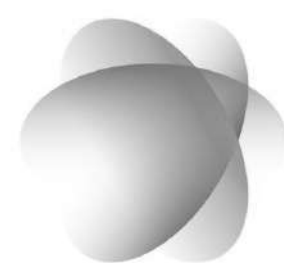
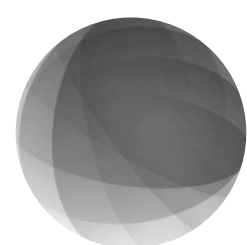
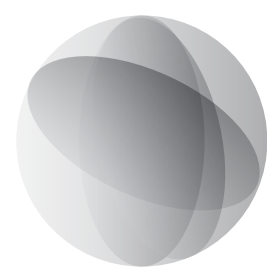
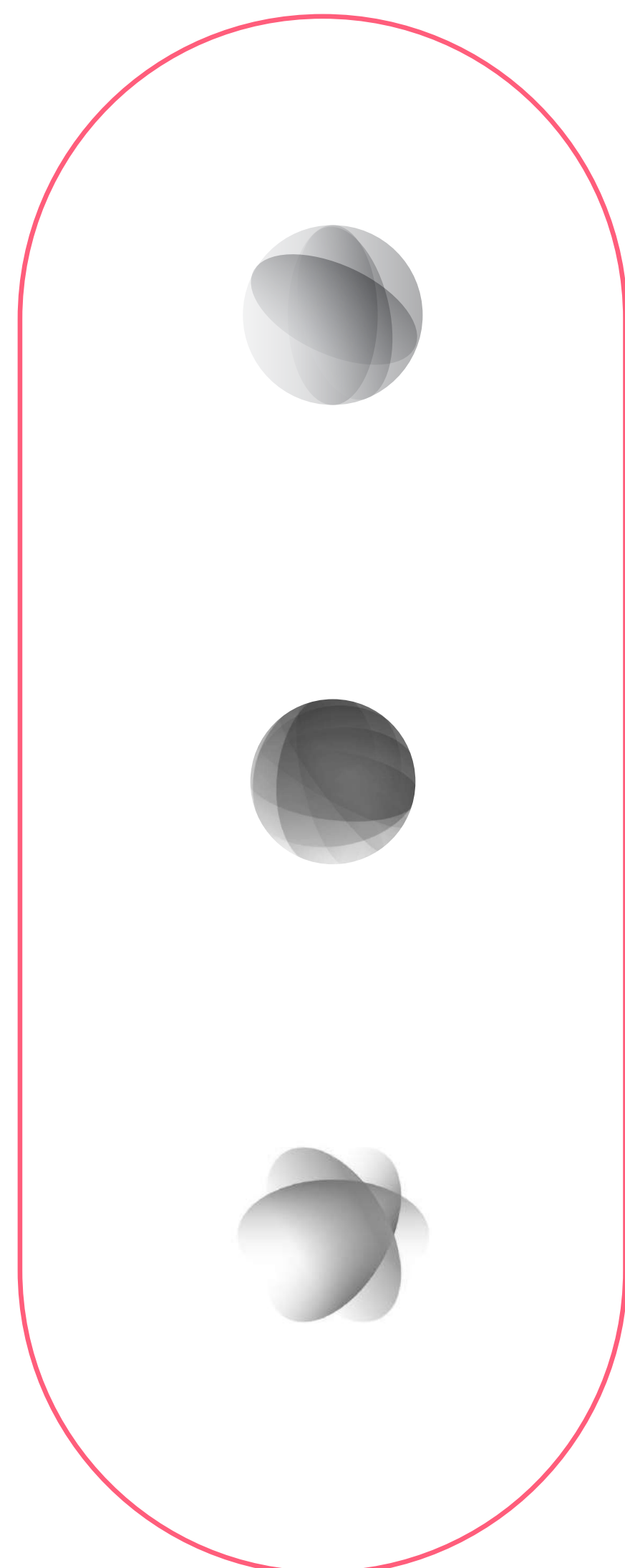
# RATIONALE



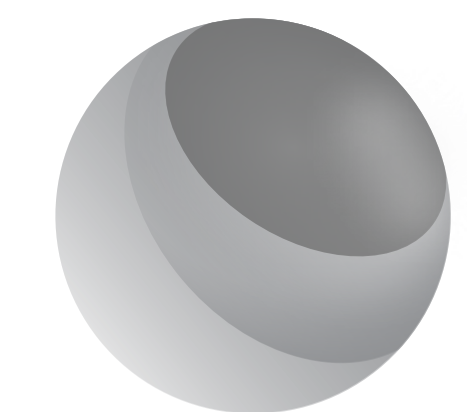
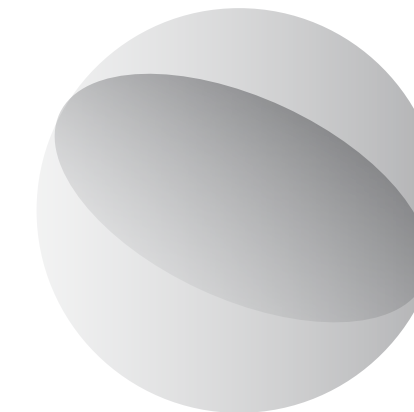
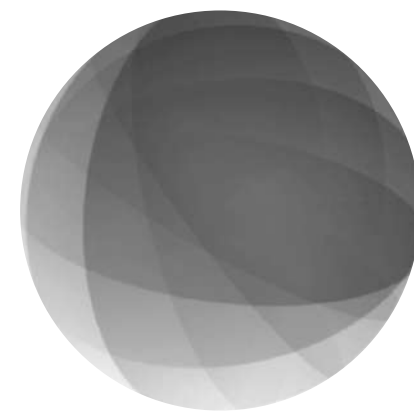
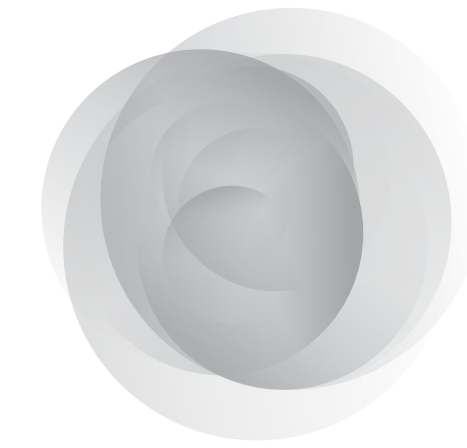
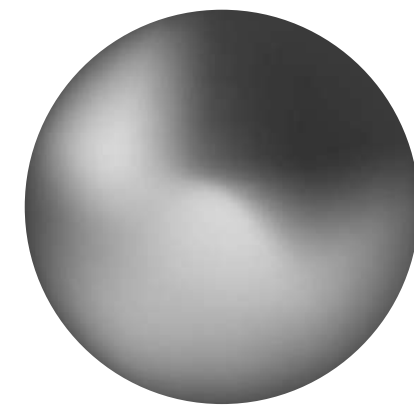
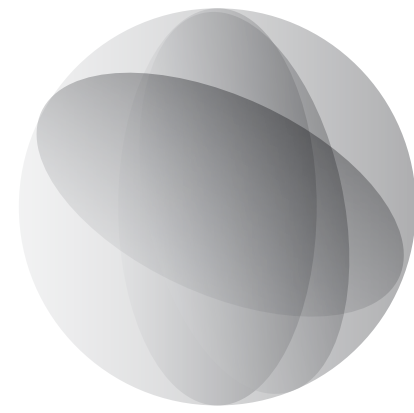
# DRAFTS



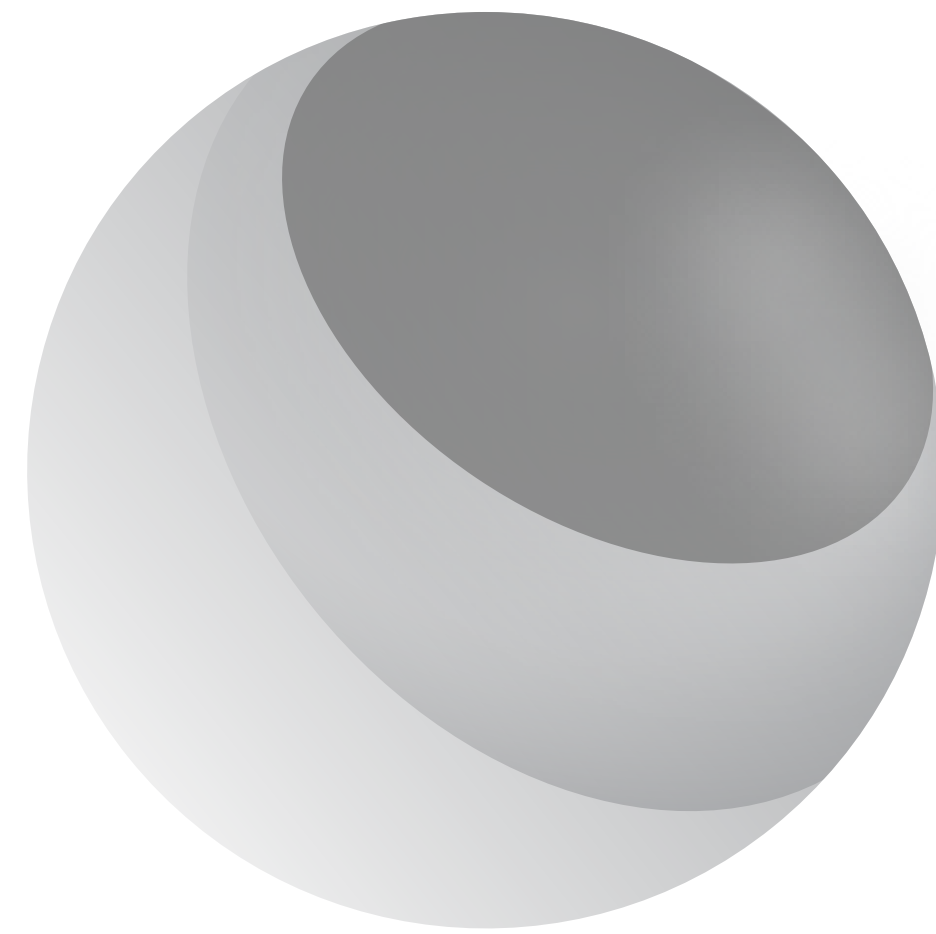
# DRAFTS



# DRAFTS



# ICON



# LOGO





# LOGO



# LOGO | GEOMETRY & CLEAR SPACE



LOGO | POSITIVE & NEGATIVE



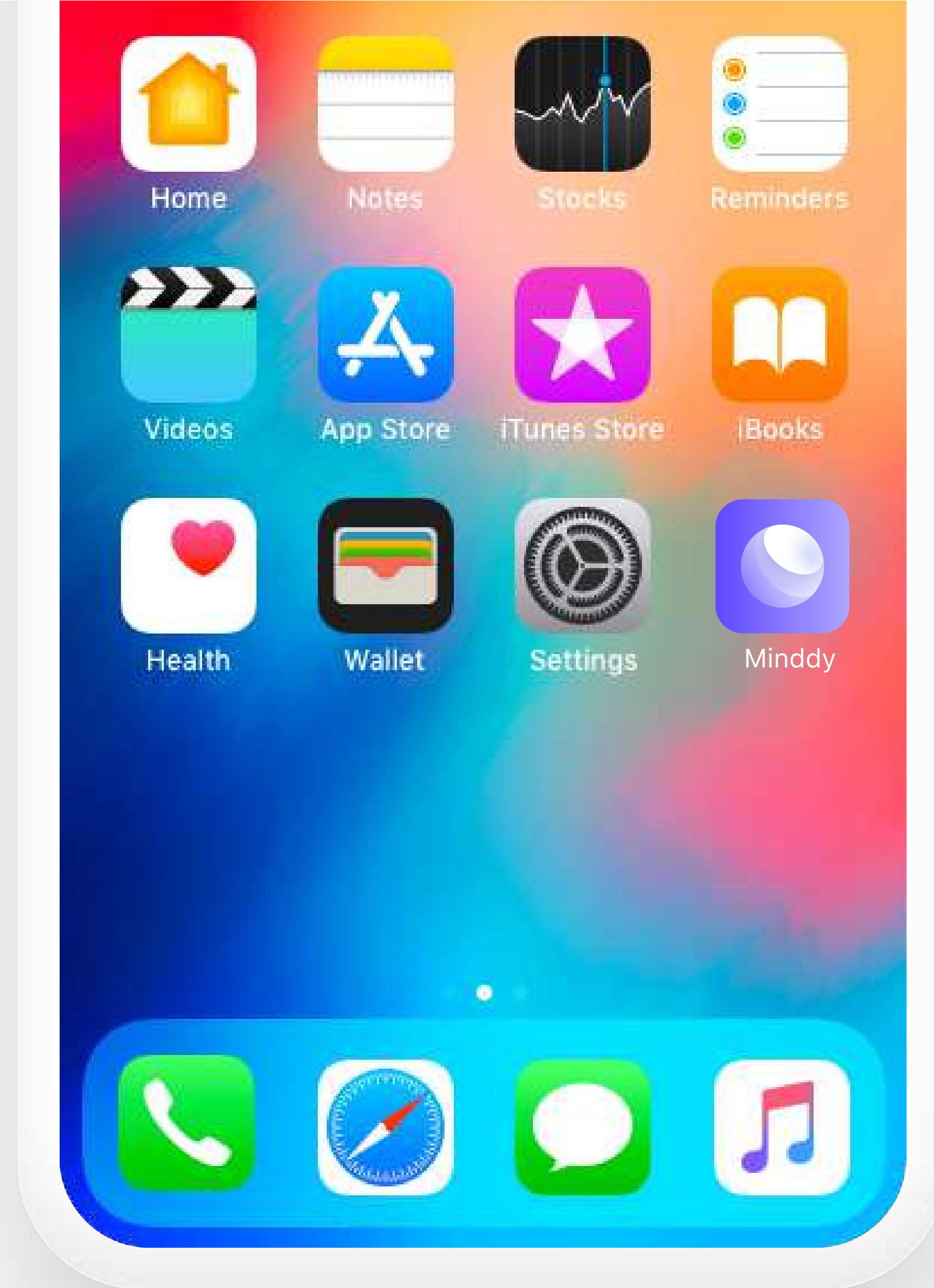
LOGO | POSITIVE & NEGATIVE



# LOGO | VARIATIONS



# APP ICON



# SPLASHSCREEN

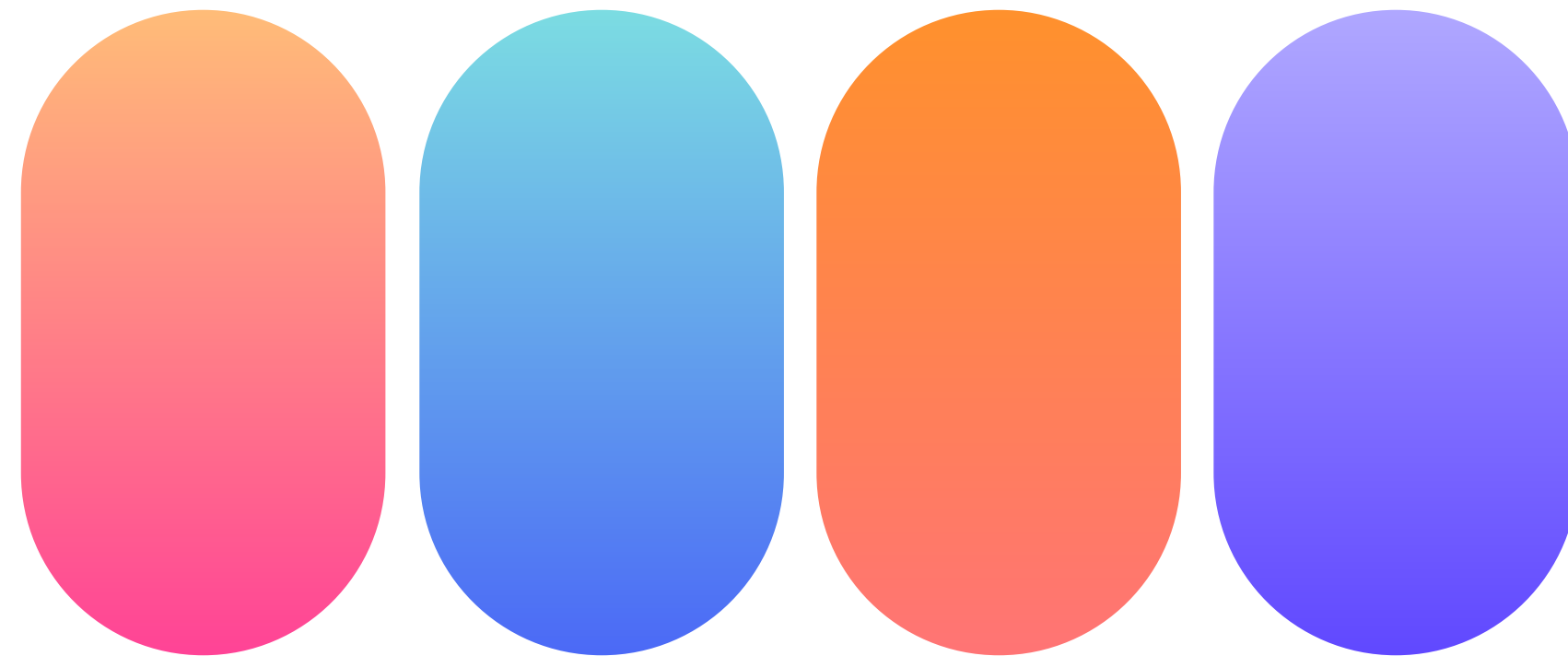


# COLOUR PALETTE

<b>PRIMARY COLOR</b> RGB: 7 4 72 CMYK: 100 100 35 46	<b>SECONDARY COLOR</b> RGB: 255 189 120 CMYK: 0 30 59 0	<b>SECONDARY COLOR</b> RGB: 124 221 226 CMYK: 45 0 16 0
<b>PRIMARY COLOR</b> RGB: 121 96 240 CMYK: 65 67 0 0	<b>SECONDARY COLOR</b> RGB: 255 138 69 CMYK: 0 56 77 0	<b>SECONDARY COLOR</b> RGB: 148 133 250 CMYK: 49 50 0 0
	<b>SECONDARY COLOR</b> RGB: 255 67 150 CMYK: 0 86 3 0	<b>SECONDARY COLOR</b> RGB: 75 105 246 CMYK: 74 62 0 0
	<b>SECONDARY COLOR</b> RGB: 255 122 117 CMYK: 0 67 45 0	<b>SECONDARY COLOR</b> RGB: 99 55 244 CMYK: 73 75 0 0



# COLOUR PALETTE



<b>SECONDARY COLOR</b> HEX: FFBD78 RGB: 255 189 120	<b>SECONDARY COLOR</b> HEX: 7CDDE2 RGB: 124 221 226
<b>SECONDARY COLOR</b> HEX: FF8A45 RGB: 255 138 69	<b>SECONDARY COLOR</b> HEX: 9485FA RGB: 148 133 250
<b>SECONDARY COLOR</b> HEX: FF4396 RGB: 255 67 150	<b>SECONDARY COLOR</b> HEX: 4B69F6 RGB: 75 105 246
<b>SECONDARY COLOR</b> HEX: FF7A75 RGB: 255 122 117	<b>SECONDARY COLOR</b> HEX: 6337F4 RGB: 99 55 244

# TYPOGRAPHY

**Aa**

**Nexa**

---

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz  
01 02 03 04 05 06 07 08 09

The Nexa font was used for the corporate identity and the various brand applications. Geometric, clean and modern.

**Aa**

**Lexend Deca**

---

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz  
01 02 03 04 05 06 07 08 09

The Lexend Deca font was used for the app. Google free font ideal for web applications, available in 7 weights.



Let's build  
good habits  
together.





Be kind  
to yourself

Make your  
Mental Health a  
*priority*



you're doing great!



**You are in charge  
of your mind**



**Your feelings are valid**

 minddy

A Daily Self Care App.

Let's build  
good habits  
together.



 minddy

Available on the  
App Store

ANDROID APP ON  
Google Play

 minddy

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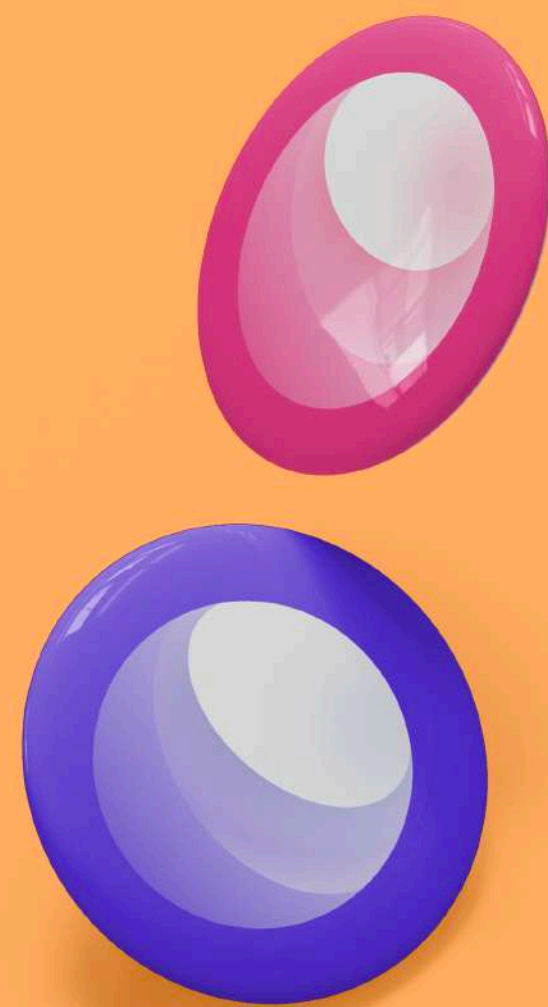


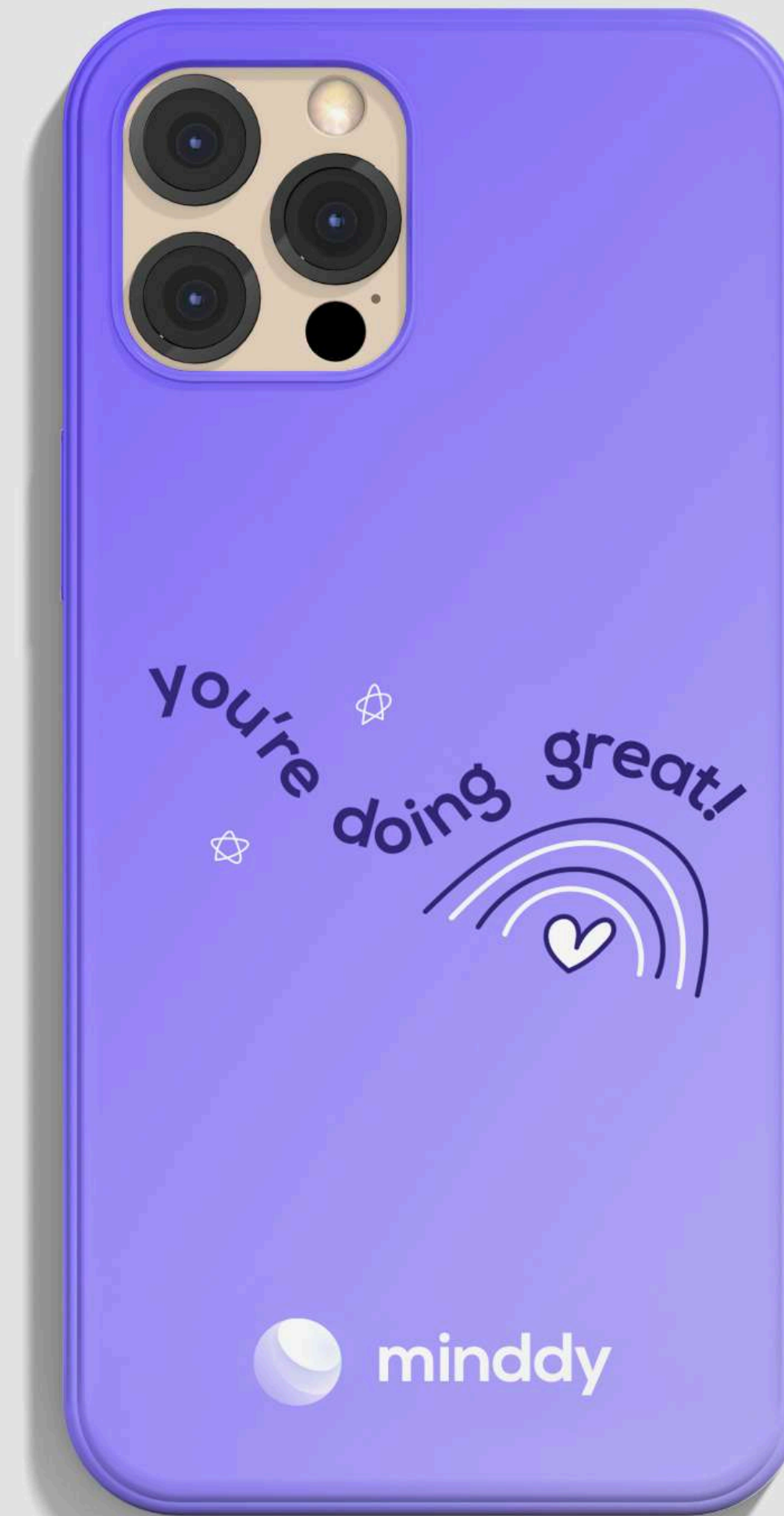
JCDecaux

514601









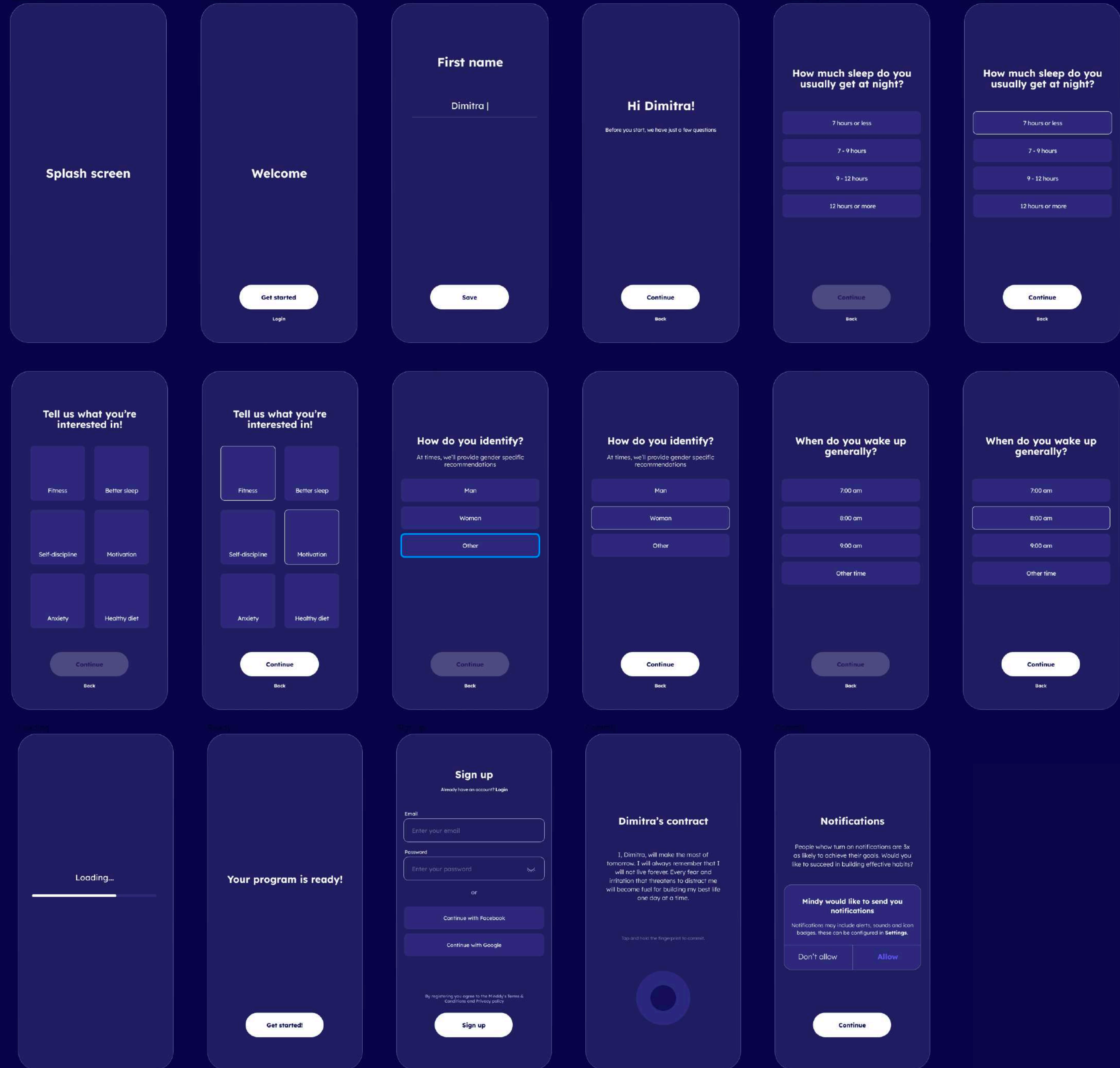


# APP

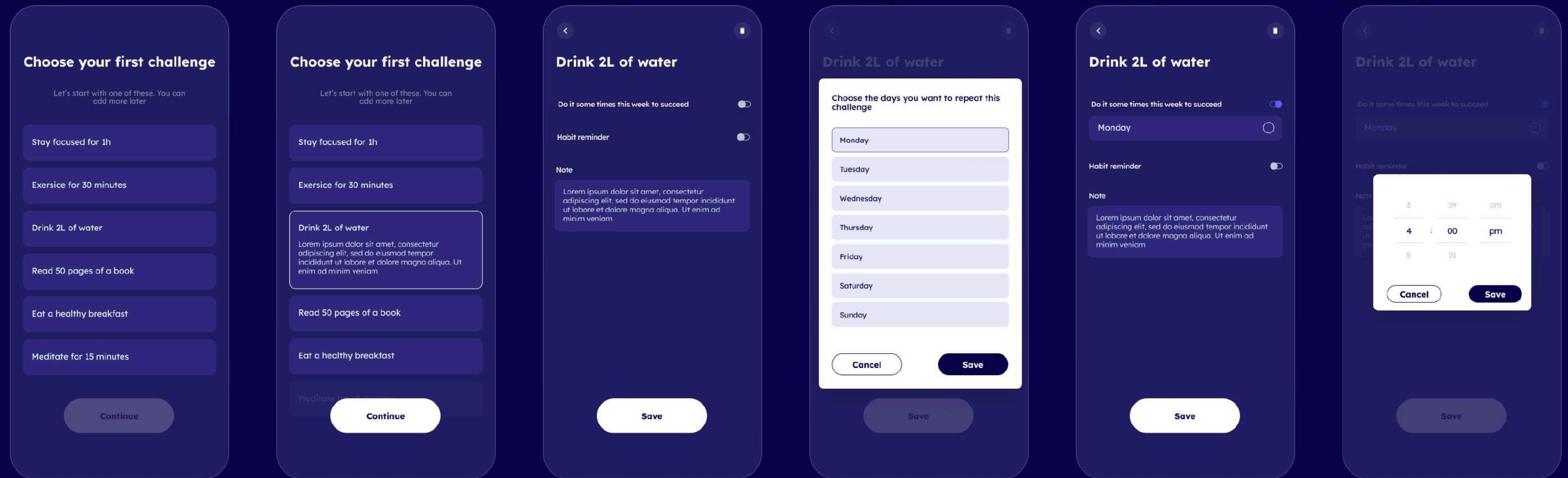
# WIREFRAMES

We have created the wireframes to represent the app layout, the flow between the screens and its functional representations.

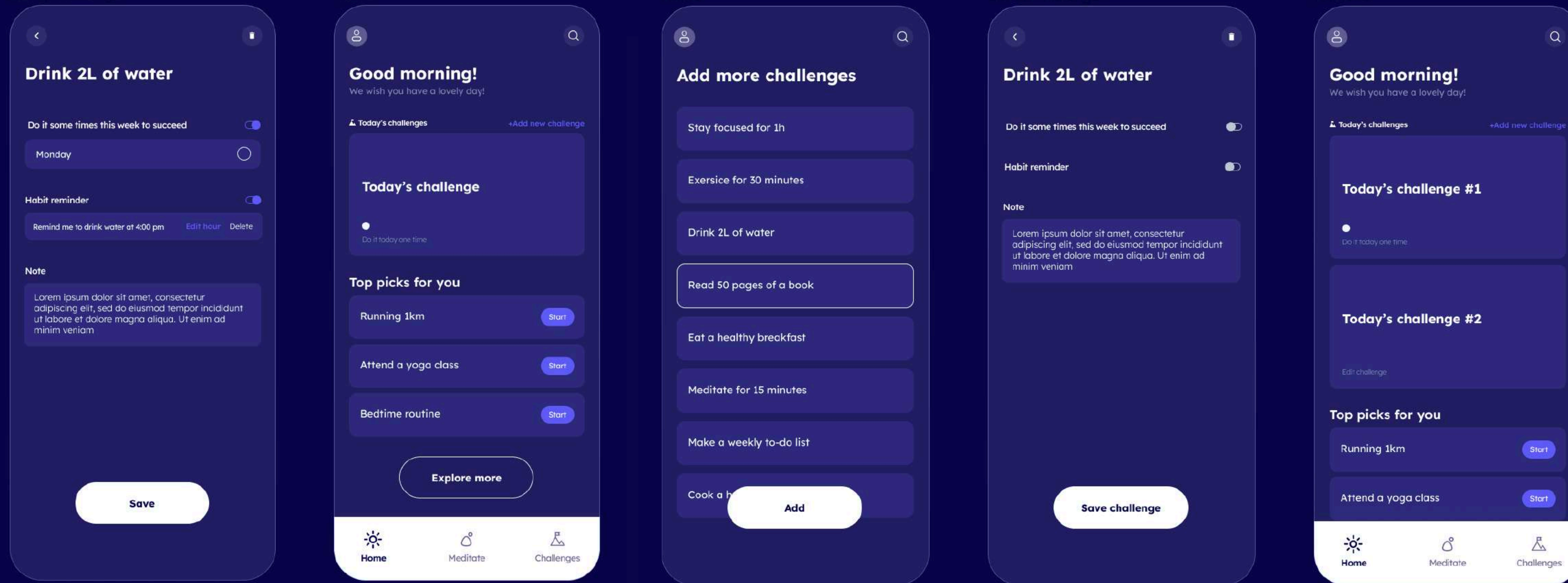
## ONBOARDING



# WIREFRAMES

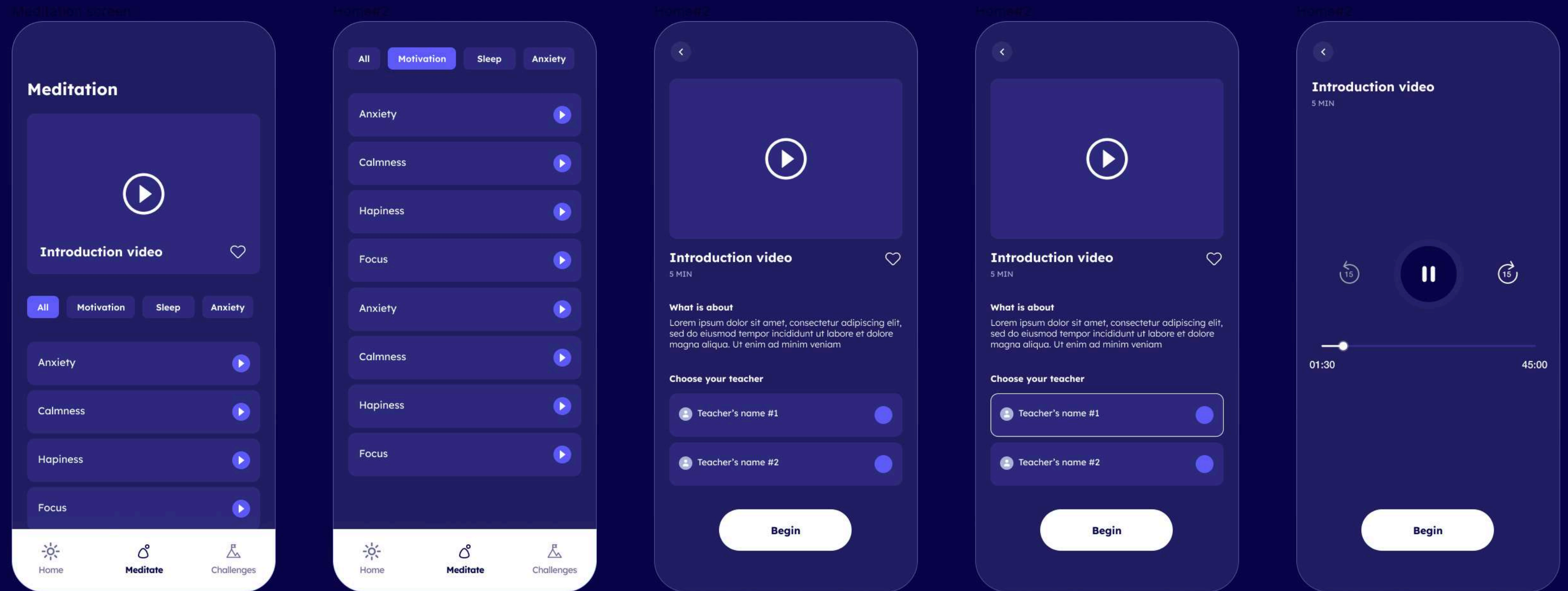


# CHALLENGES



# WIREFRAMES

## MEDITATION



# USER PERSONAS



**Yanna, 28**  
**Project Manager**

## FRUSTRATIONS

- Can't focus on task at hand
- Always worried and anxious about everything
- Can't form habit because she's too busy
- Forgets to take care of her mental health
- Can't sleep at night due to anxiety

## GOALS

- To manage stress and anxiety
- To create a work-life balance
- To improve her mental health
- To get better sleep
- To improve daily routine
- To be more present in every day life



**Thomas, 38**  
**Accountant**

## FRUSTRATIONS

- Not enough time to relax and meditate
- Deteriorating health due to unhealthy routine
- Behavioural problems due to stress
- Too tired to work on his health and himself
- Ignores mental health because of other responsibilities

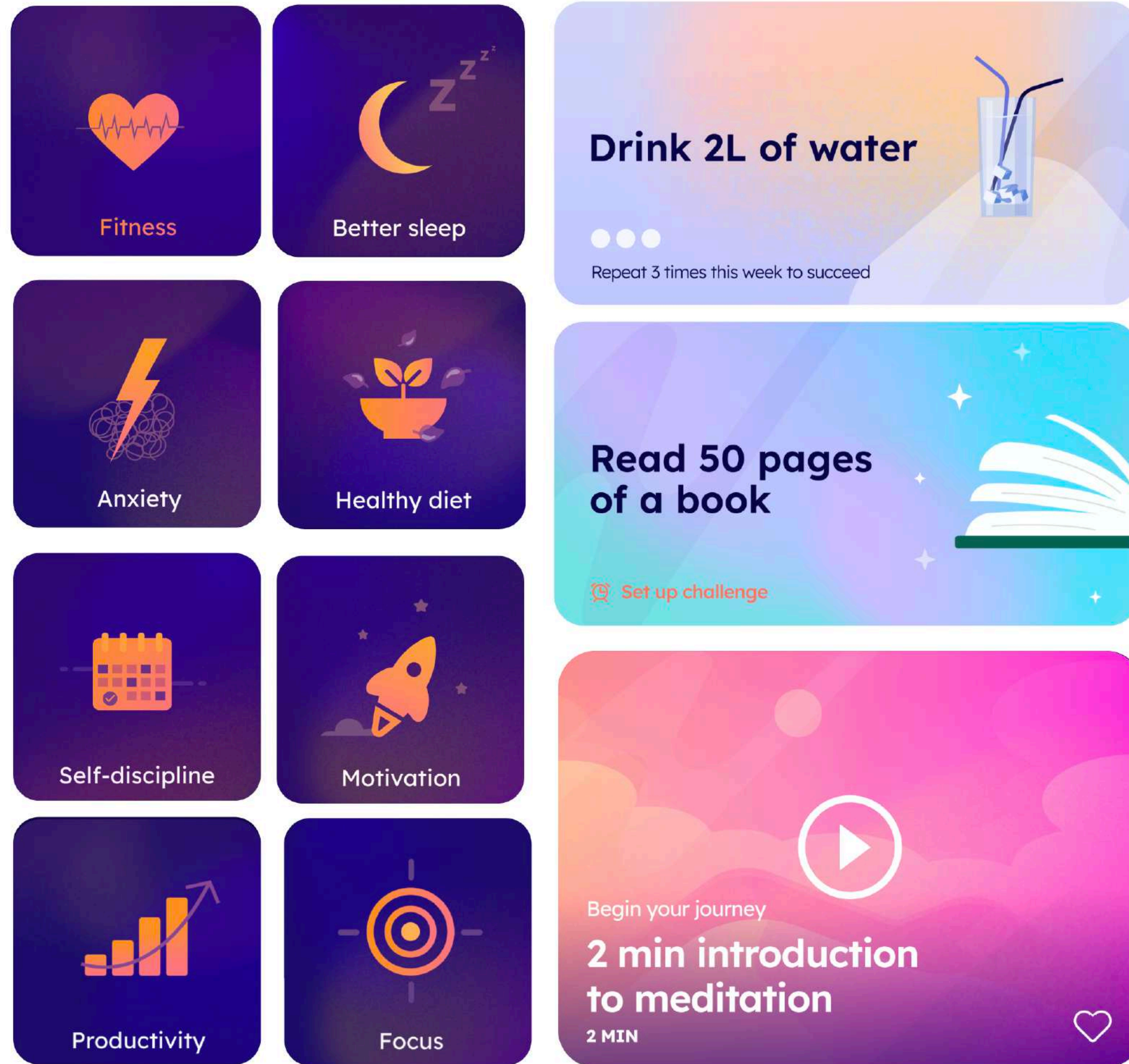
## GOALS

- To meditate regularly despite his busy lifestyle
- To devote more time to self growth and wellness
- To stay calm when stressed at work
- To be able to recharge after a draining day at work

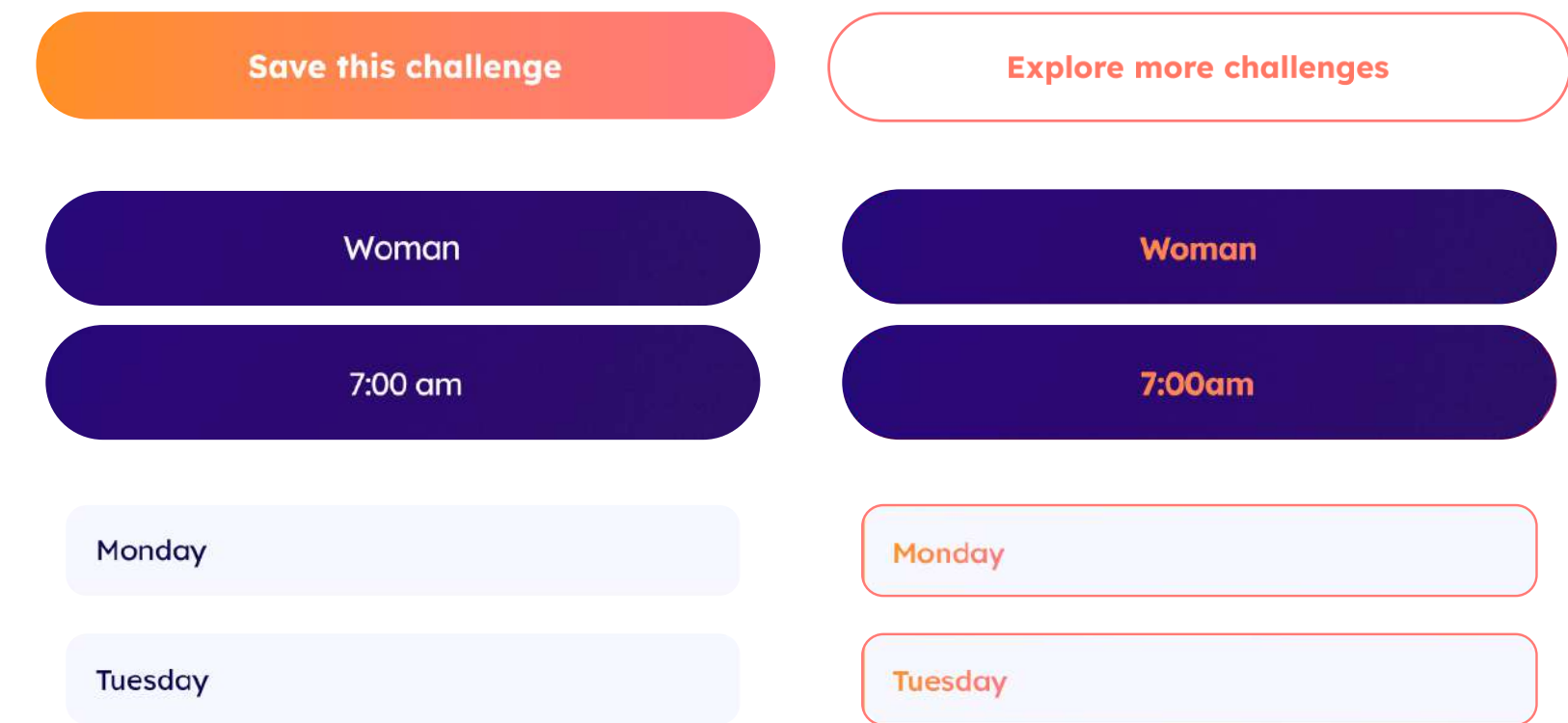


# UI ELEMENTS

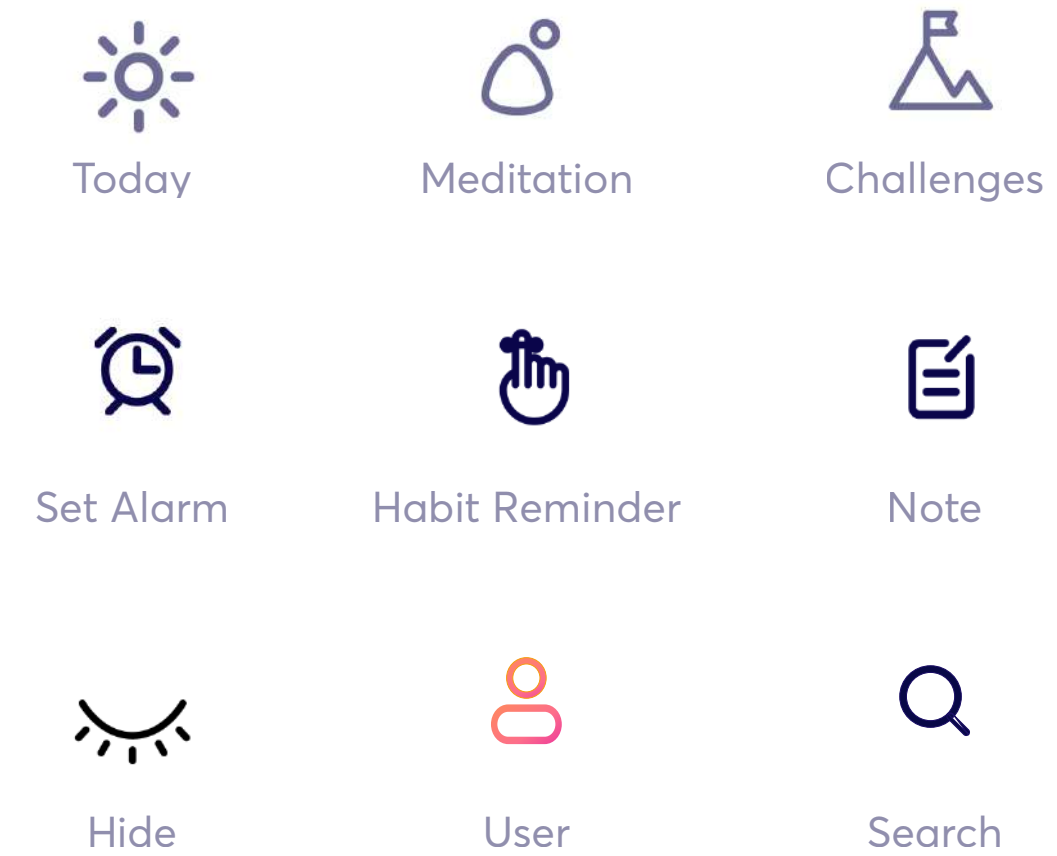
## Cards



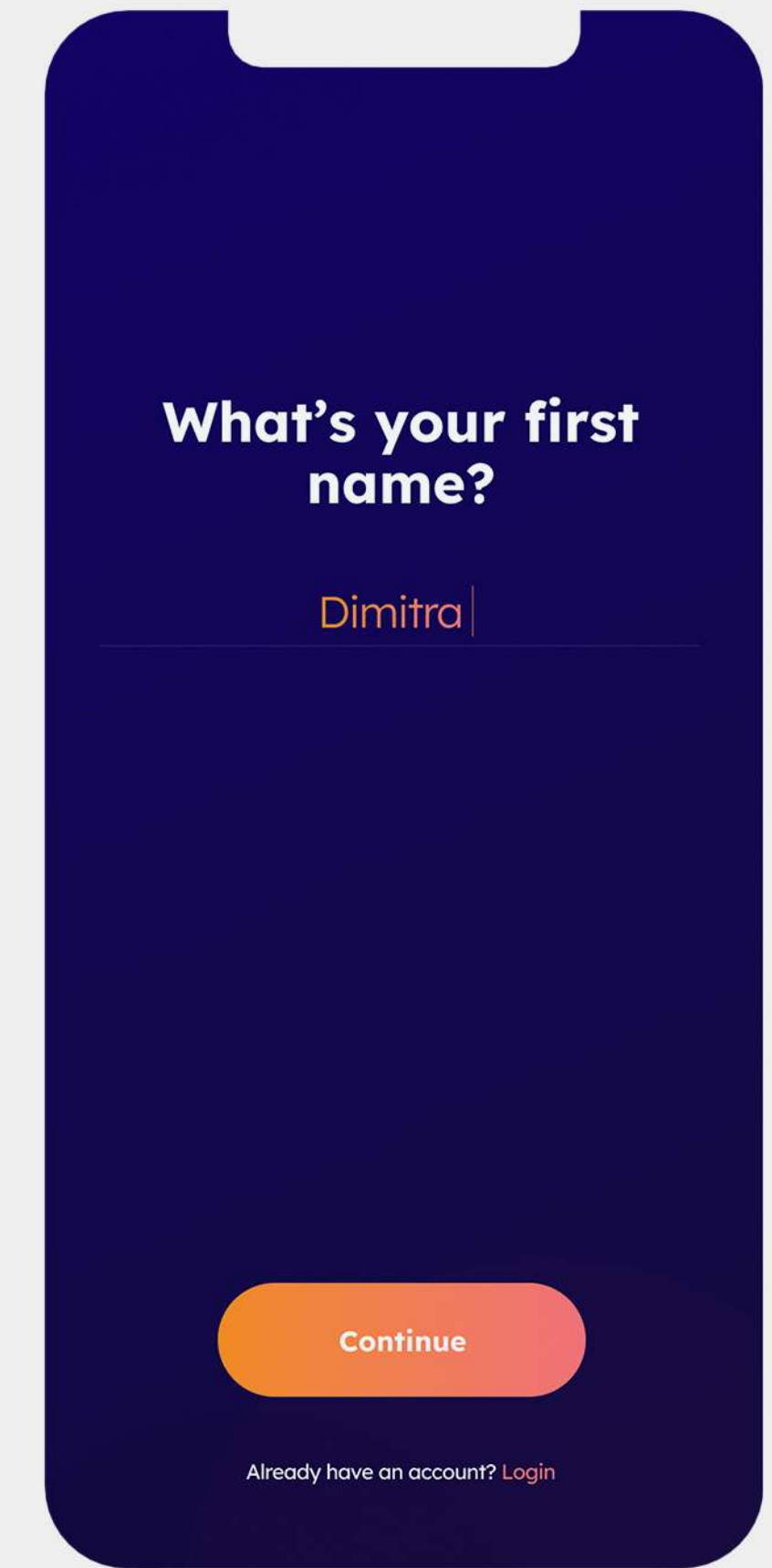
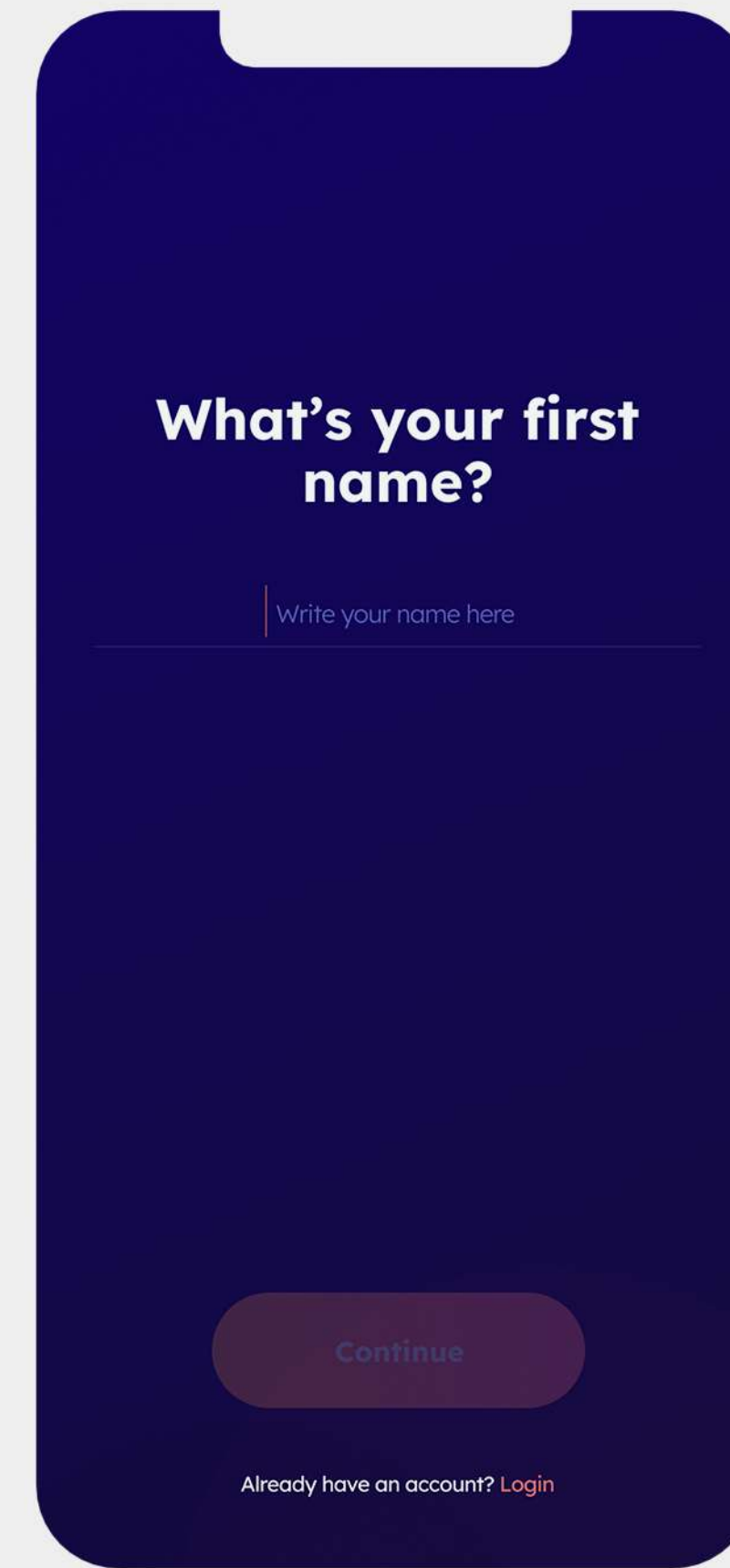
## Buttons



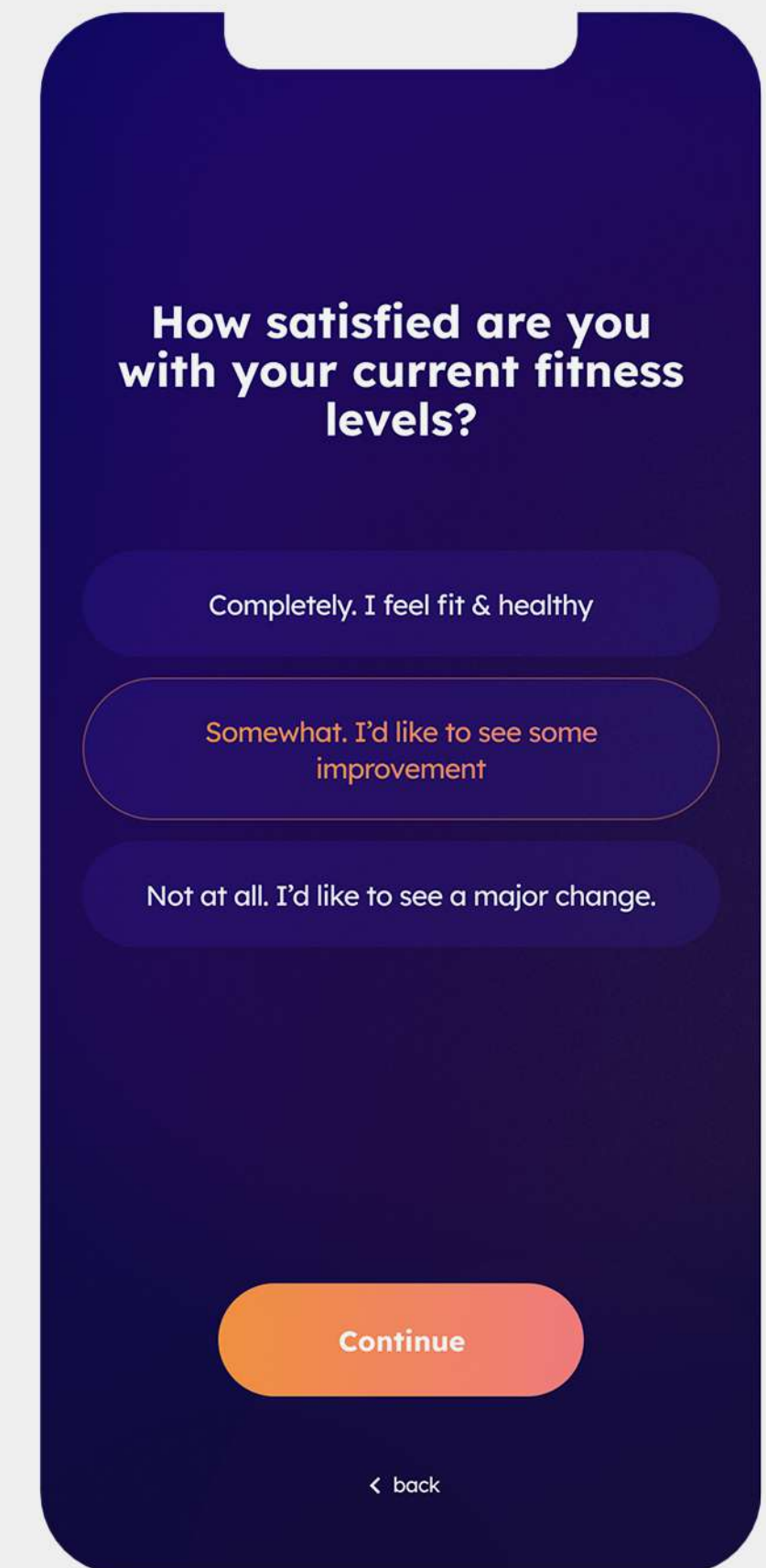
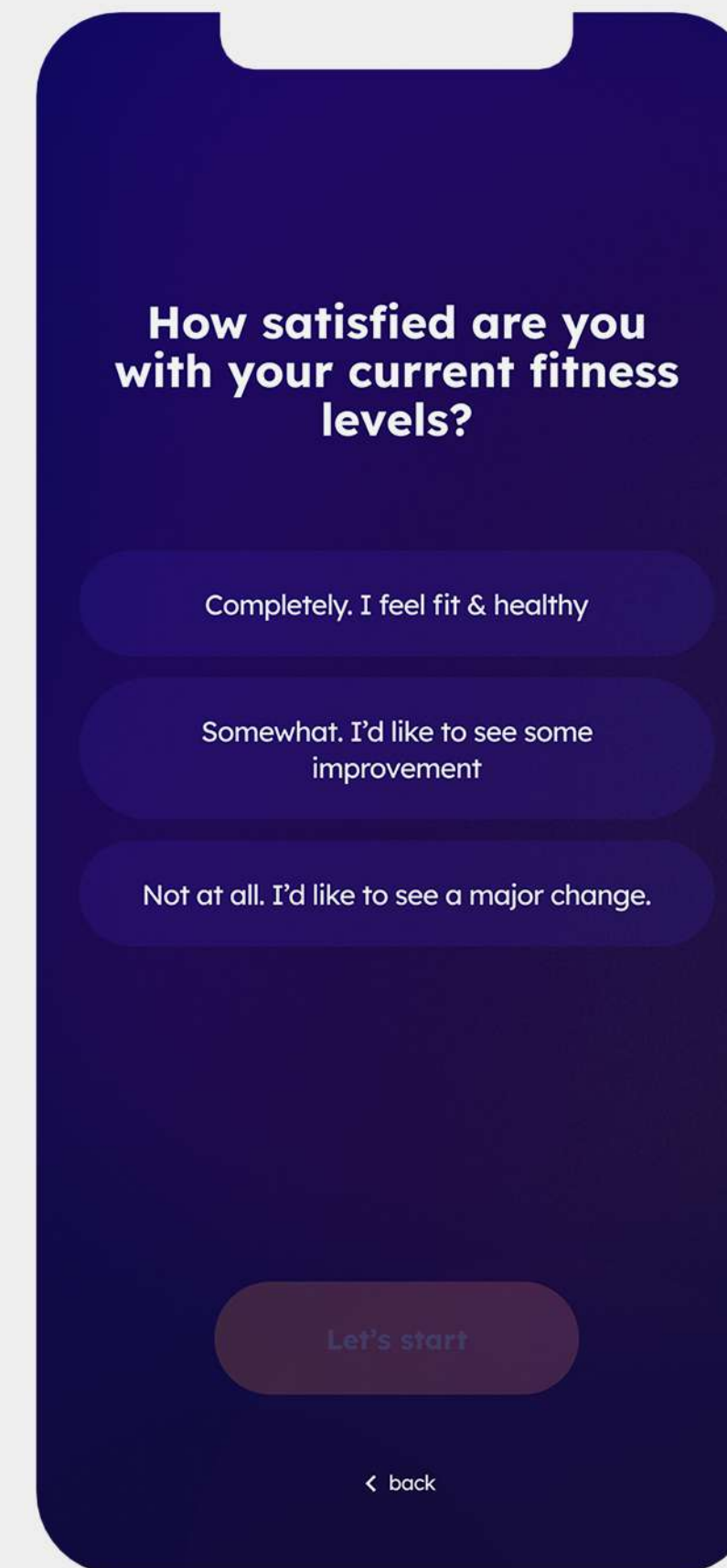
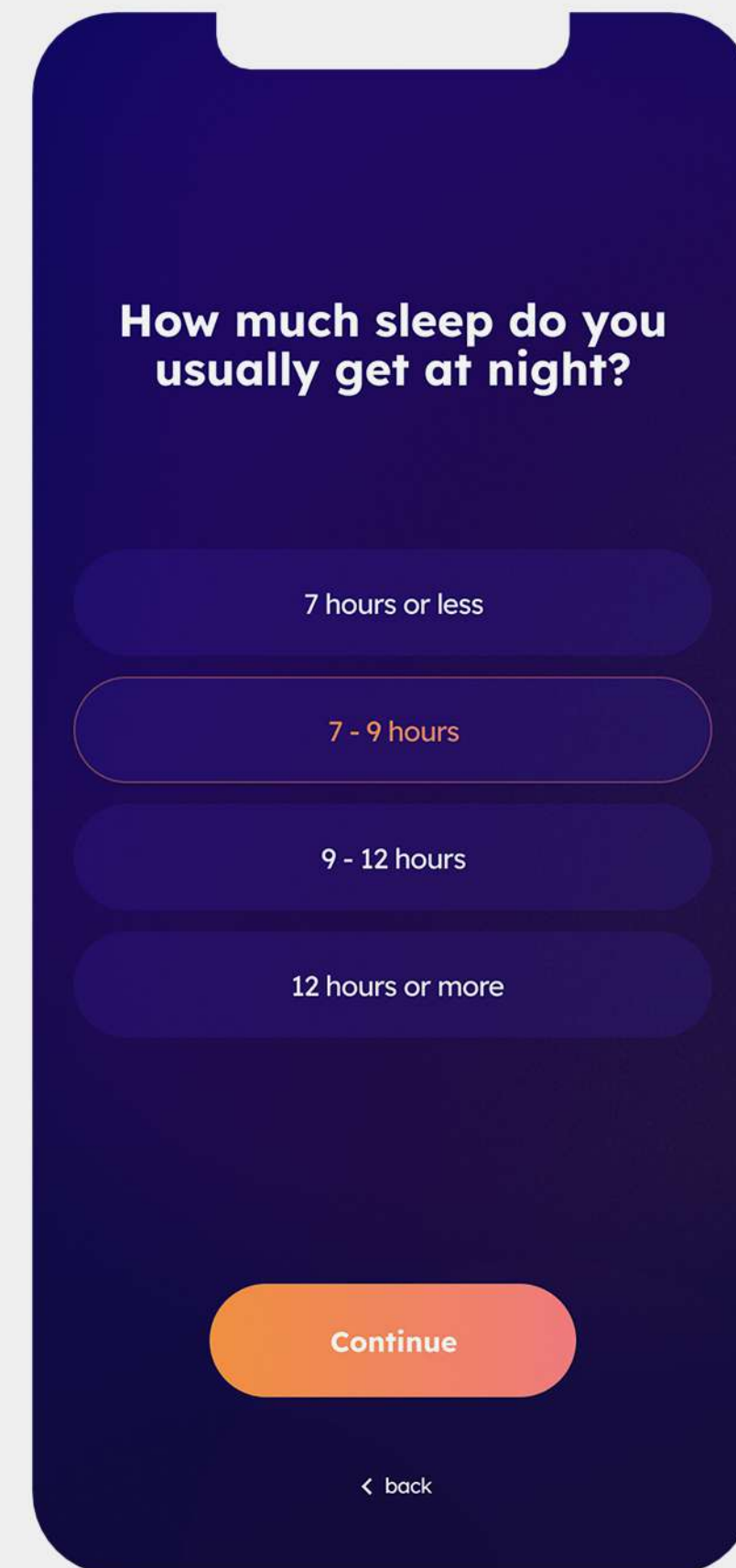
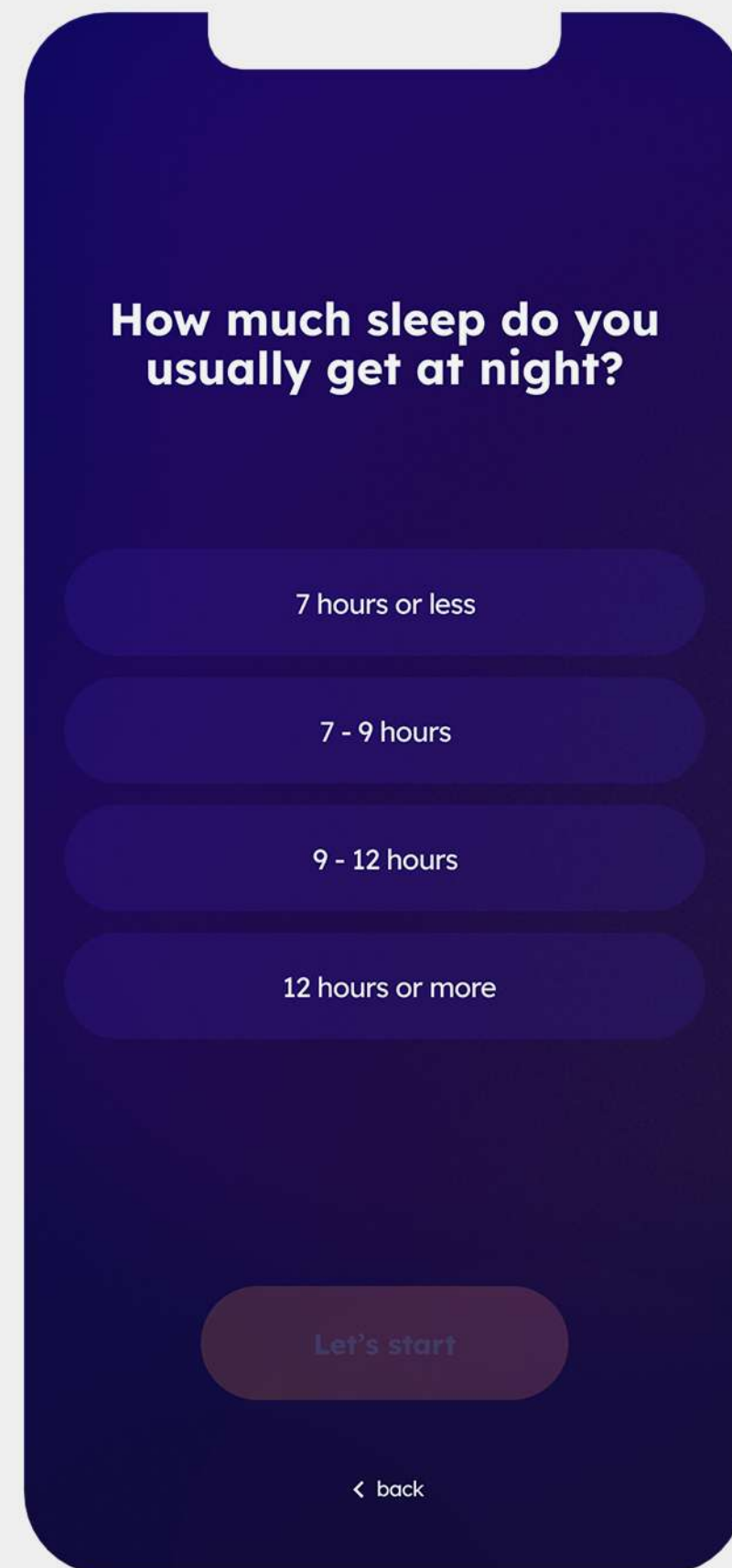
## Icons



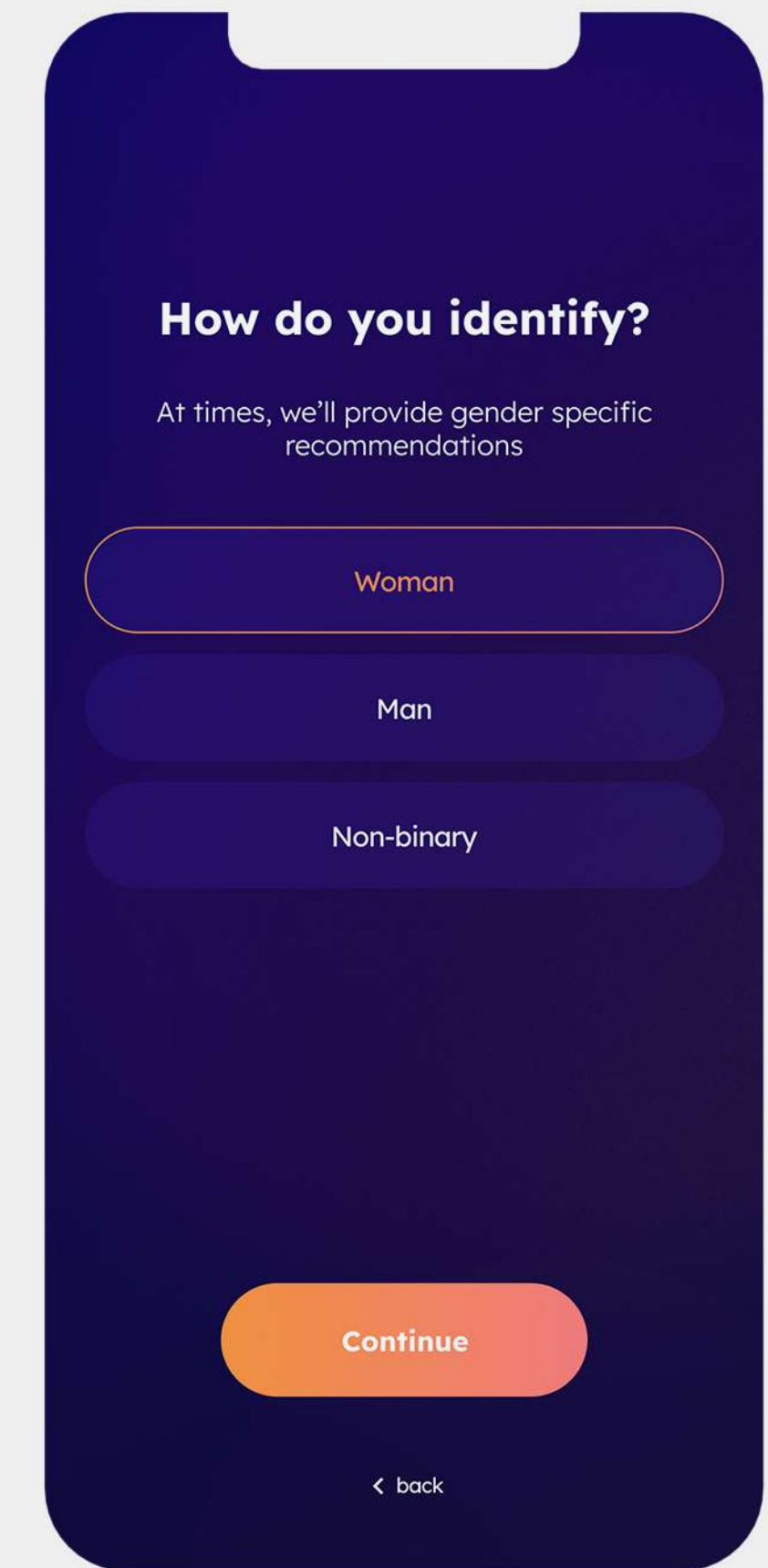
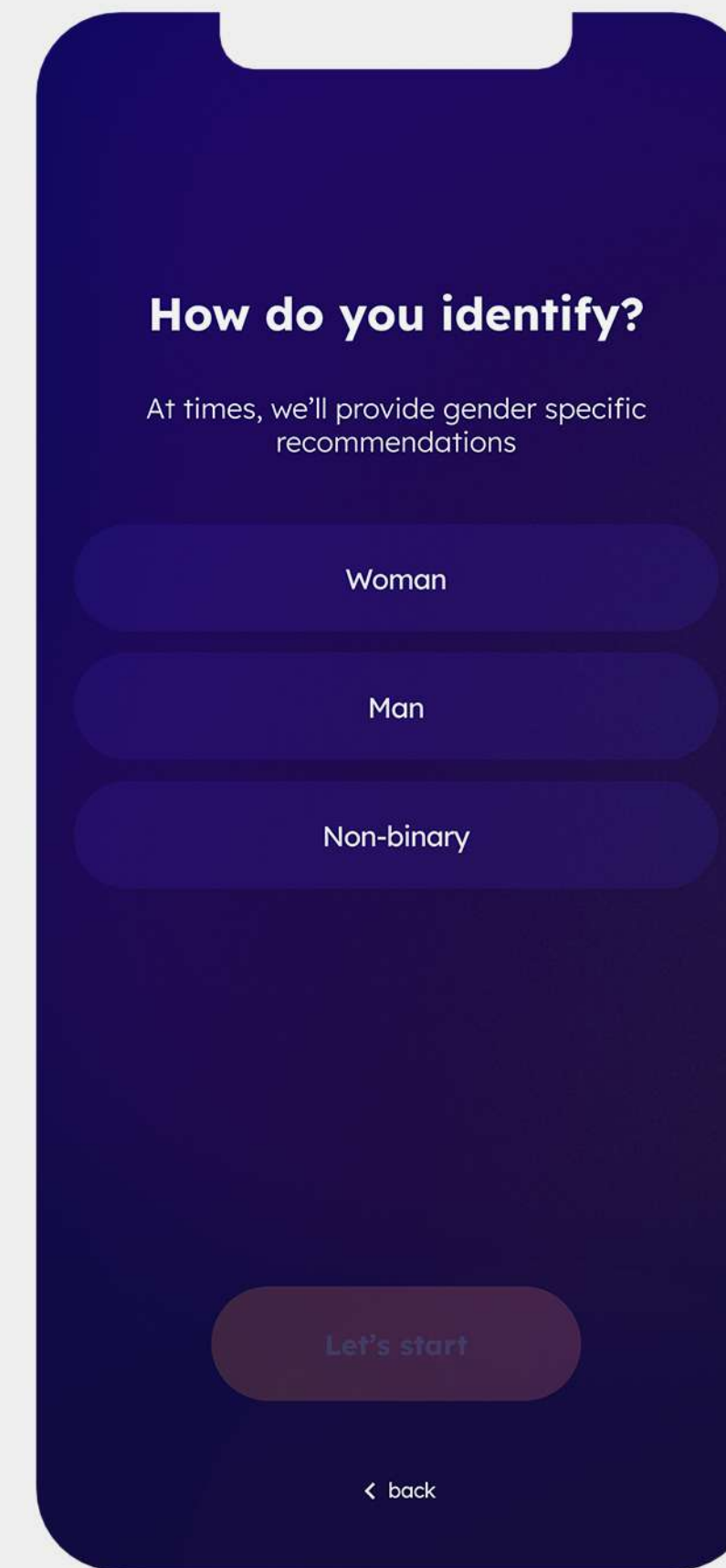
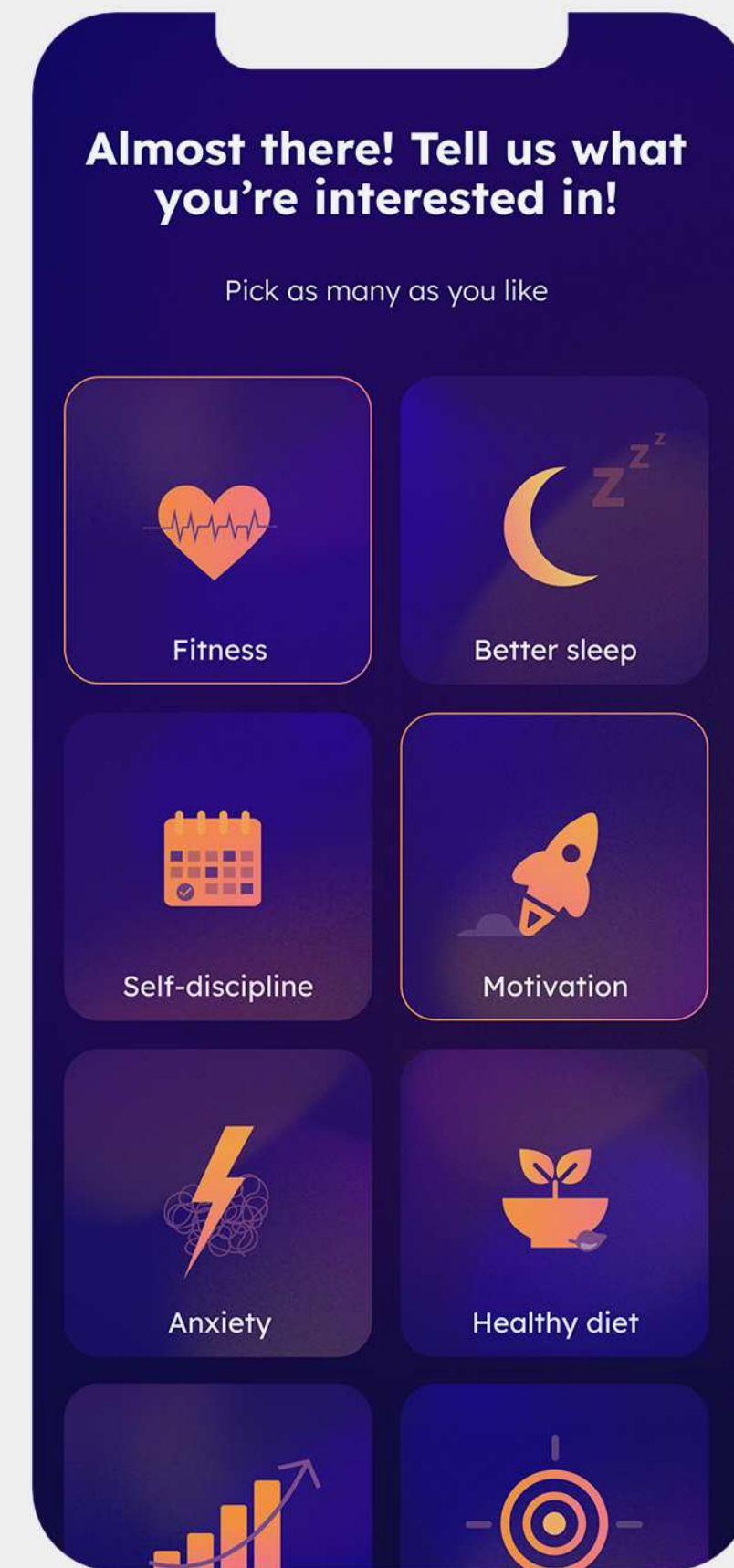
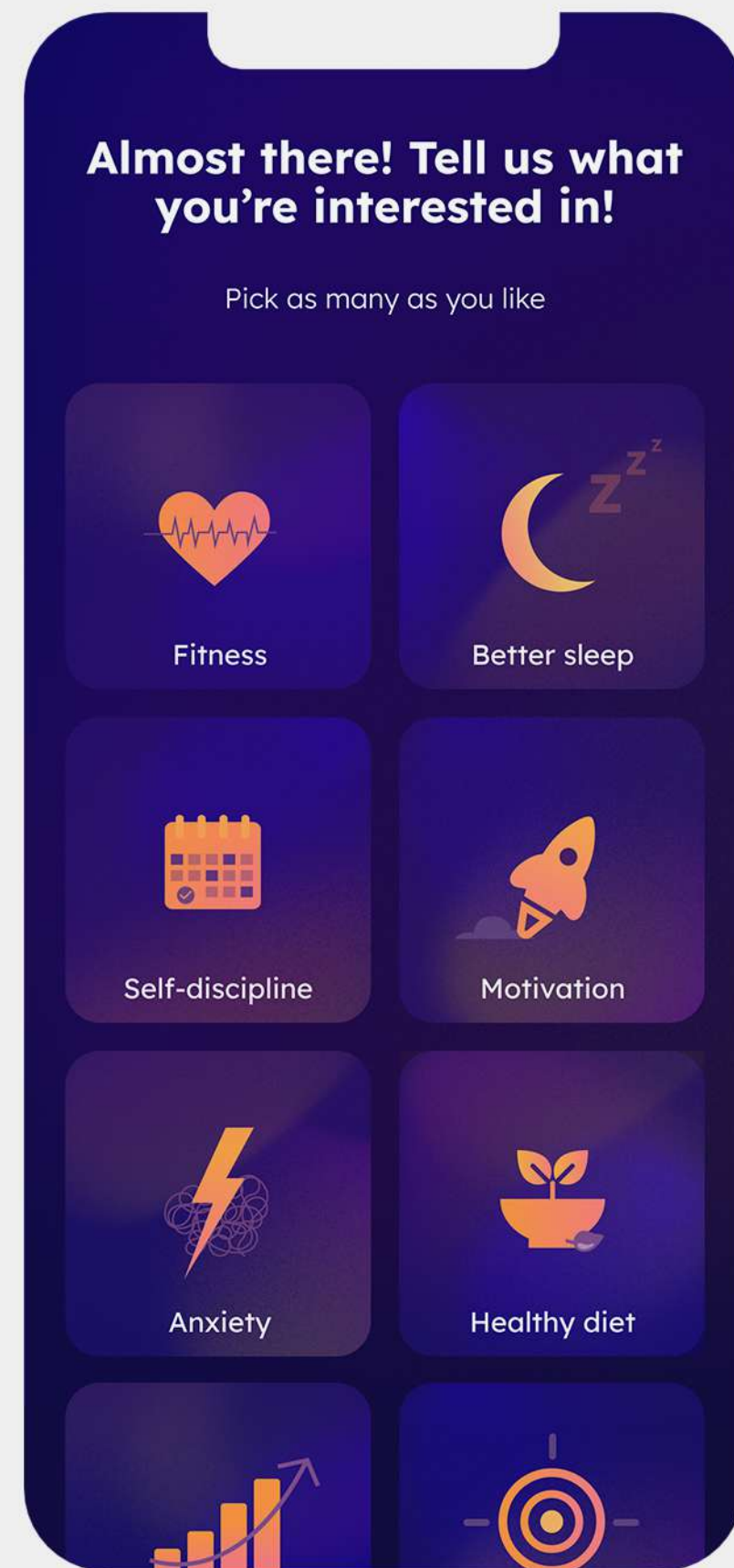
# INTERFACE | ONBOARDING



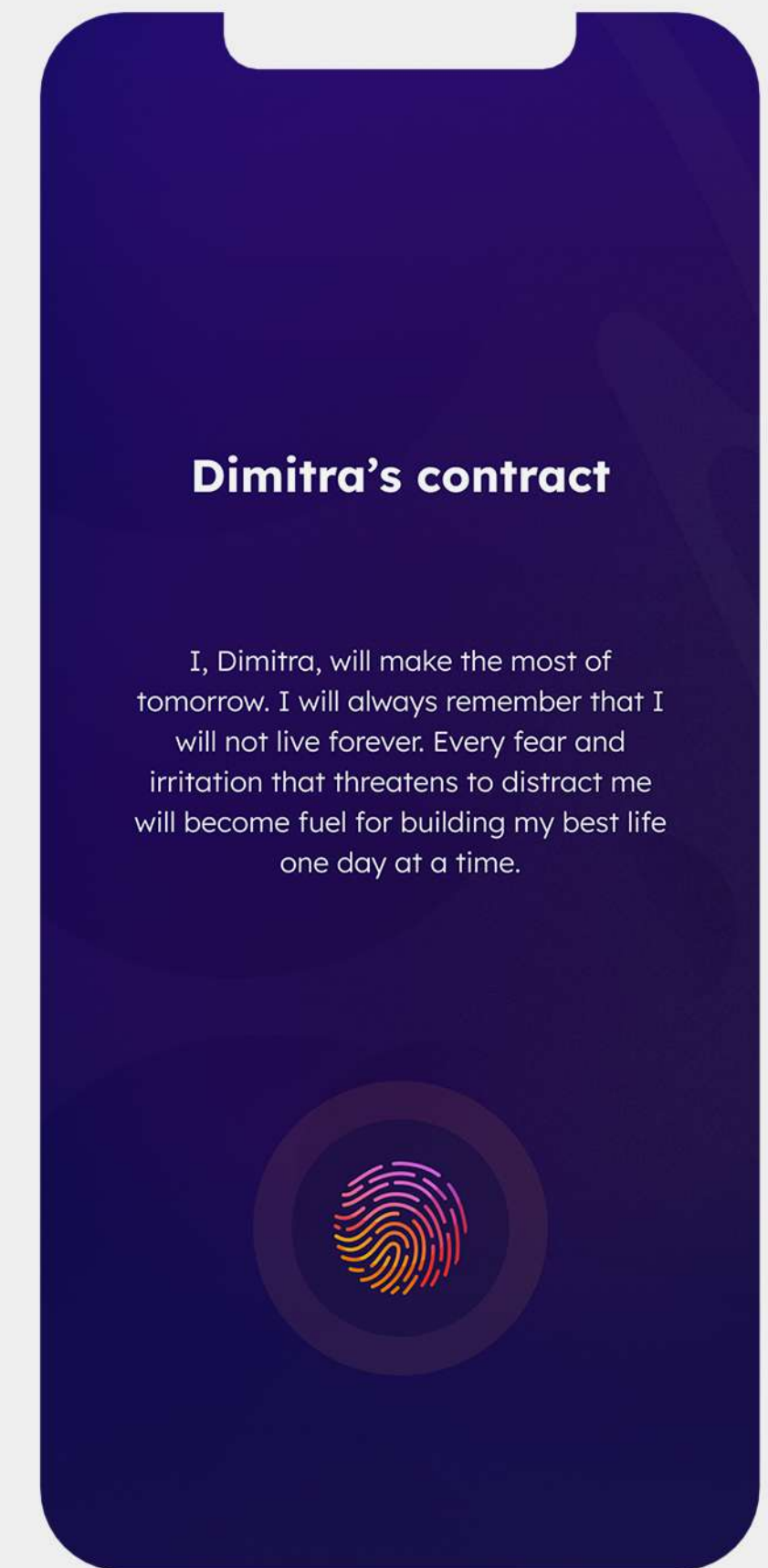
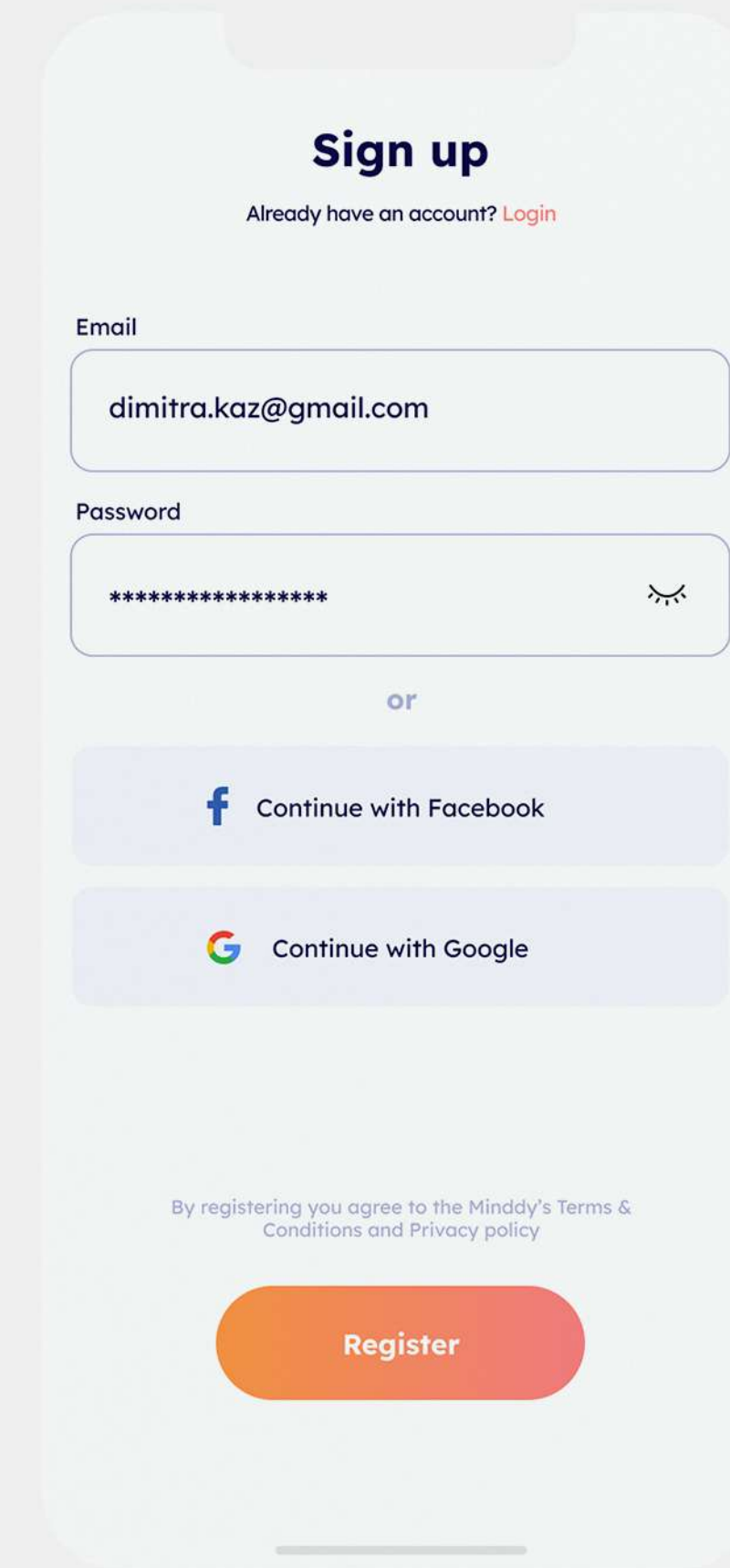
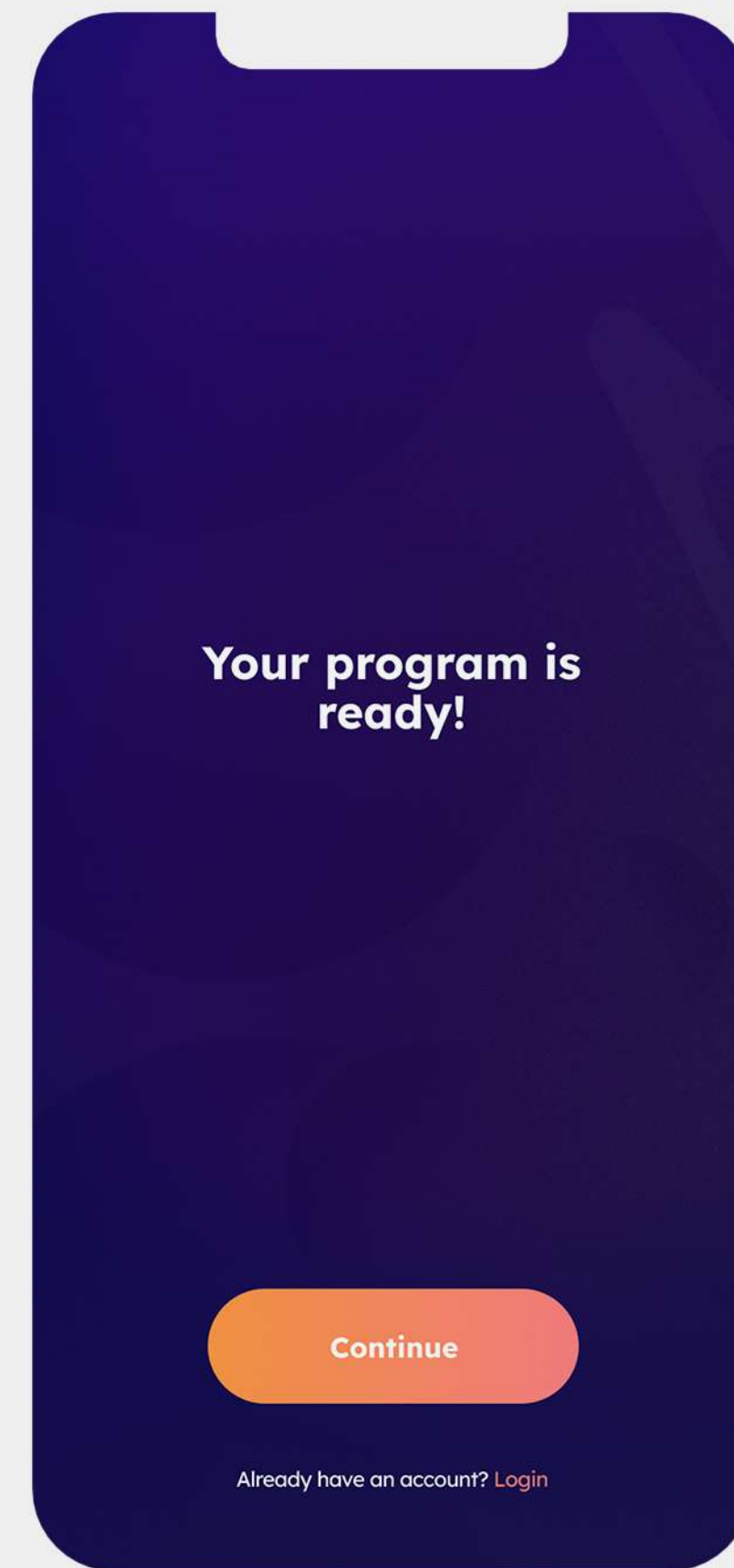
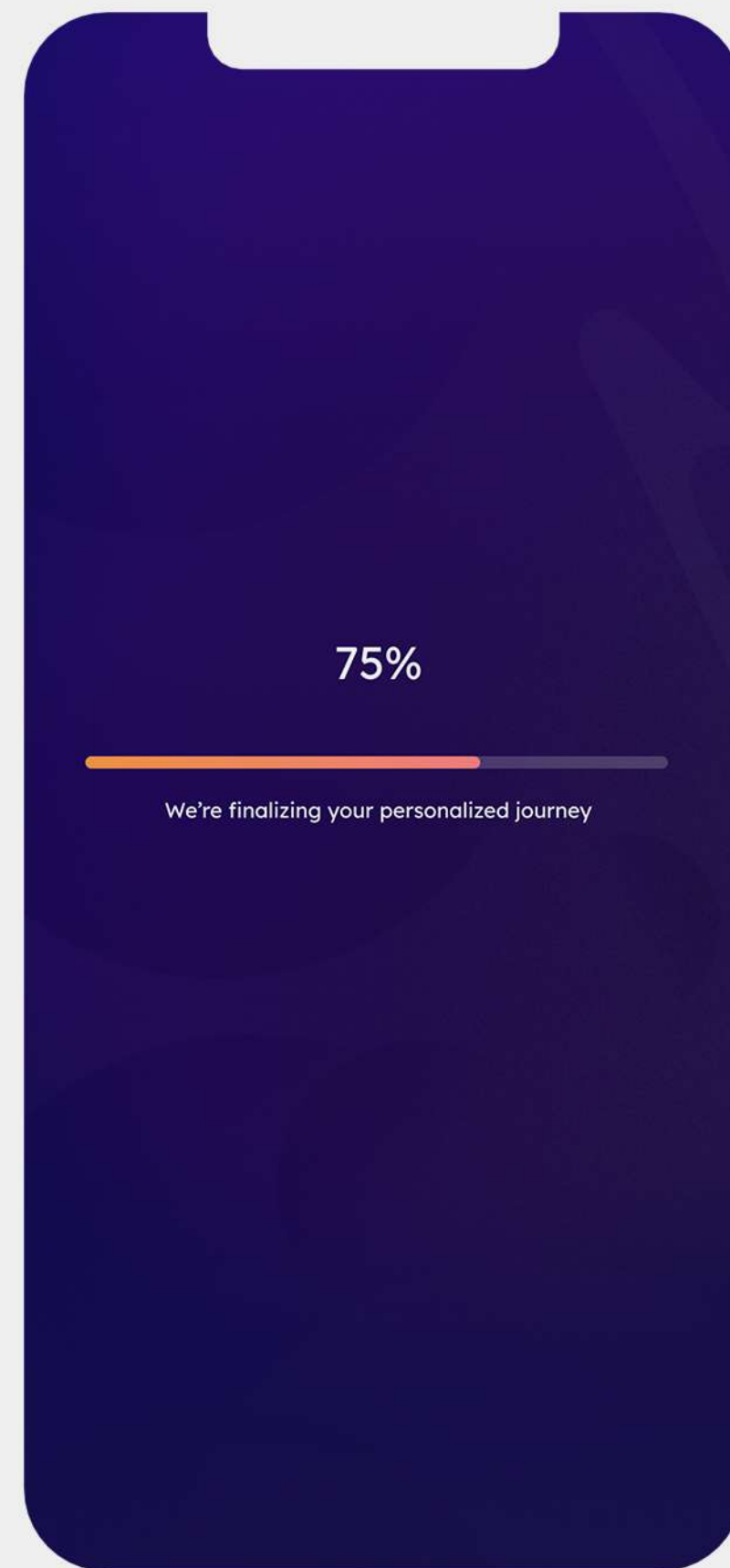
# INTERFACE | ONBOARDING



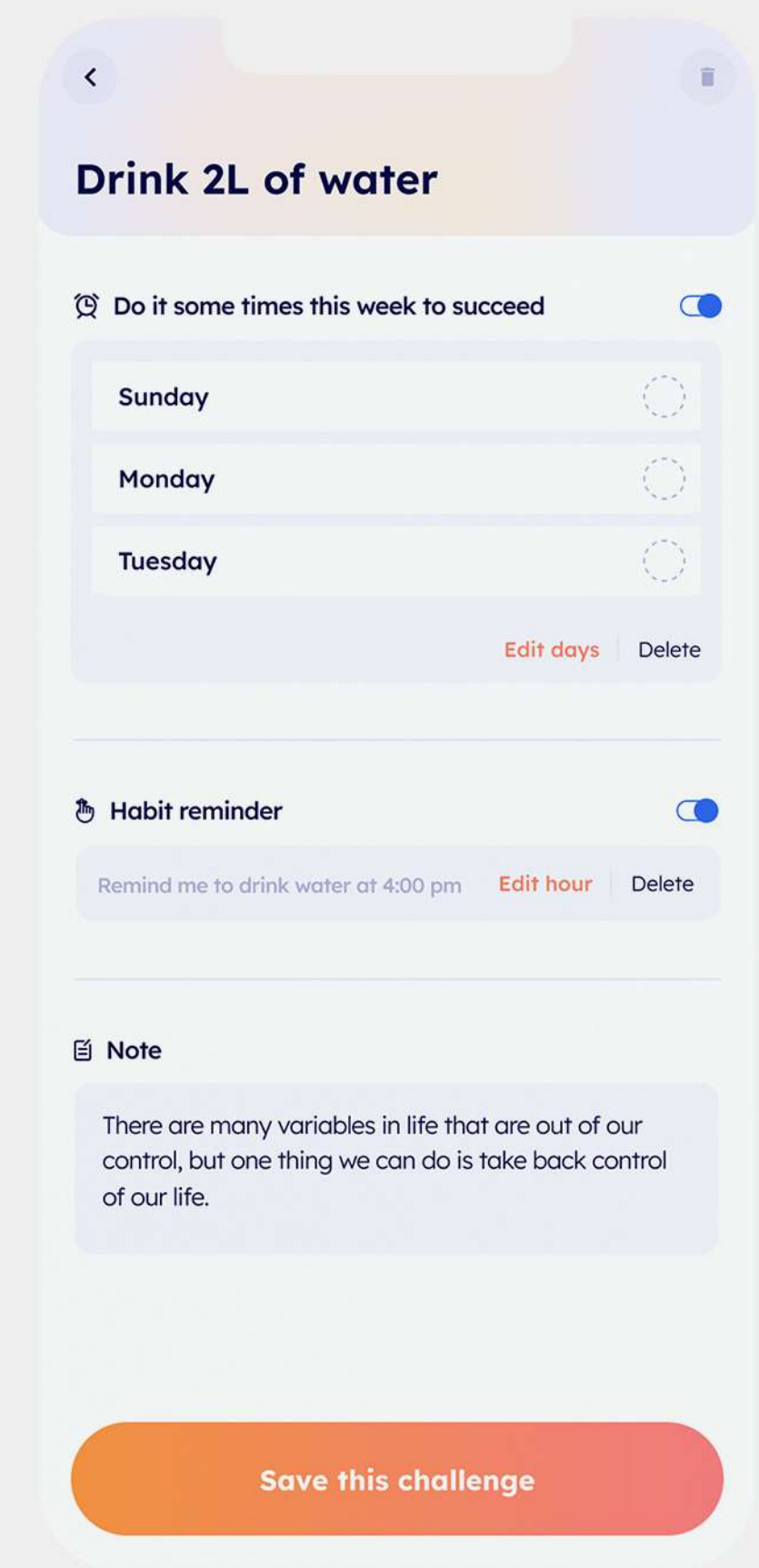
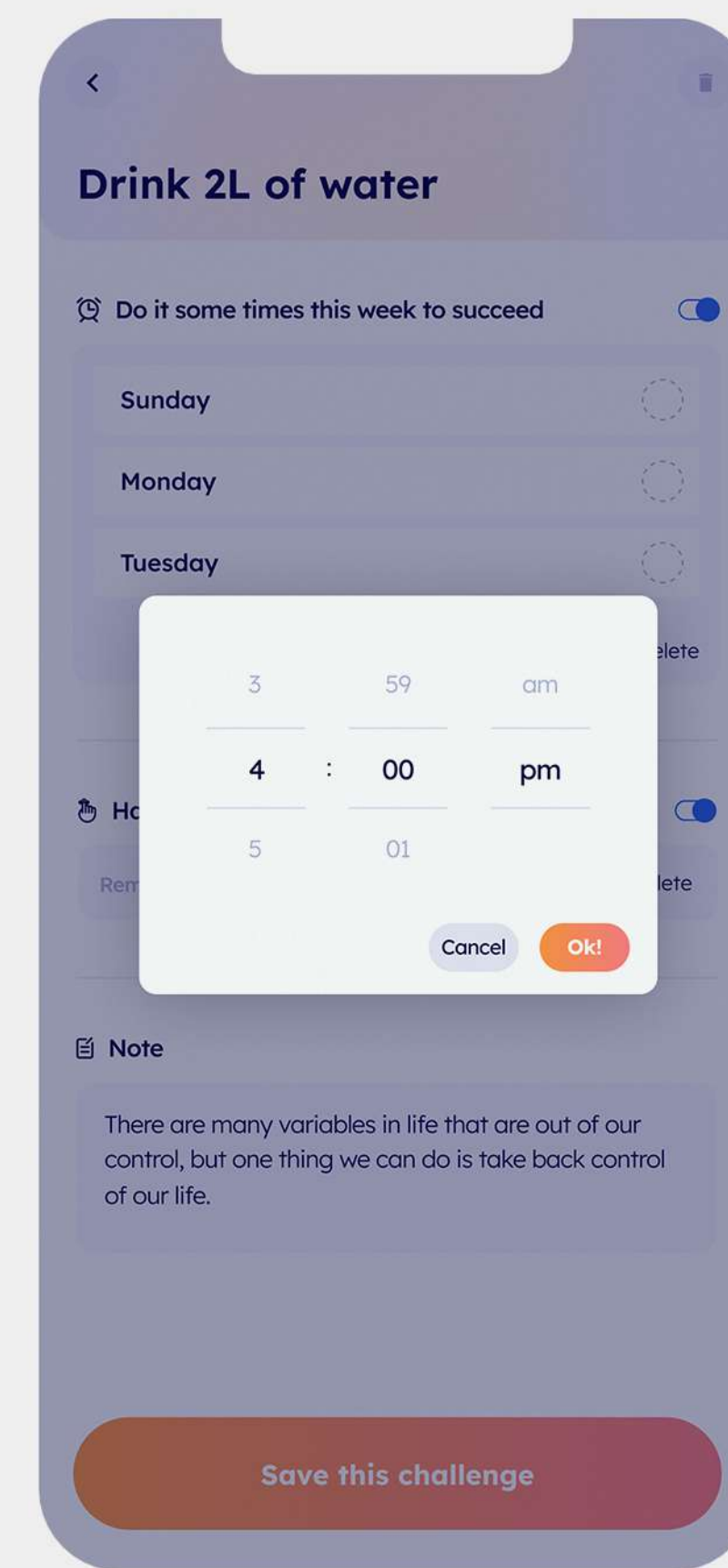
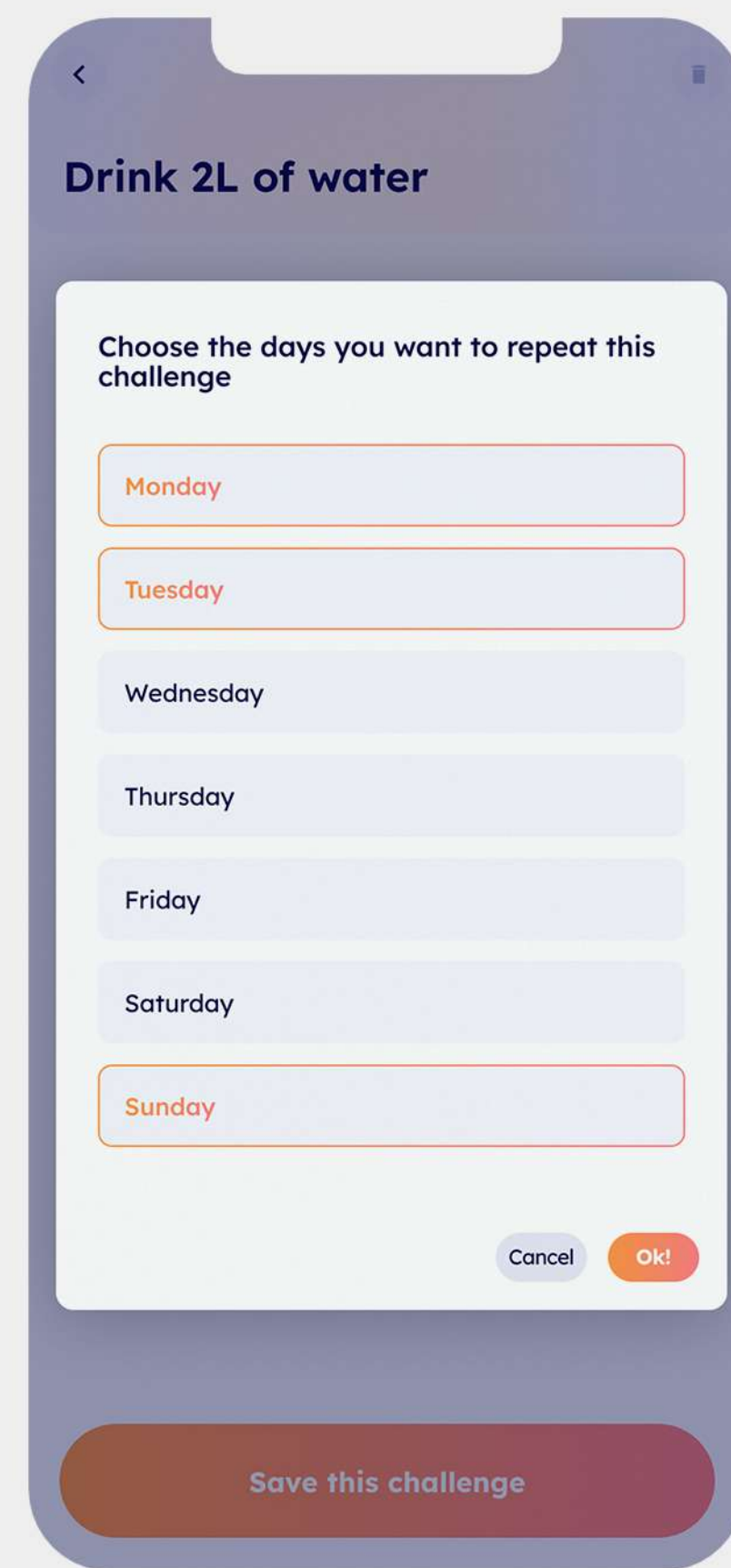
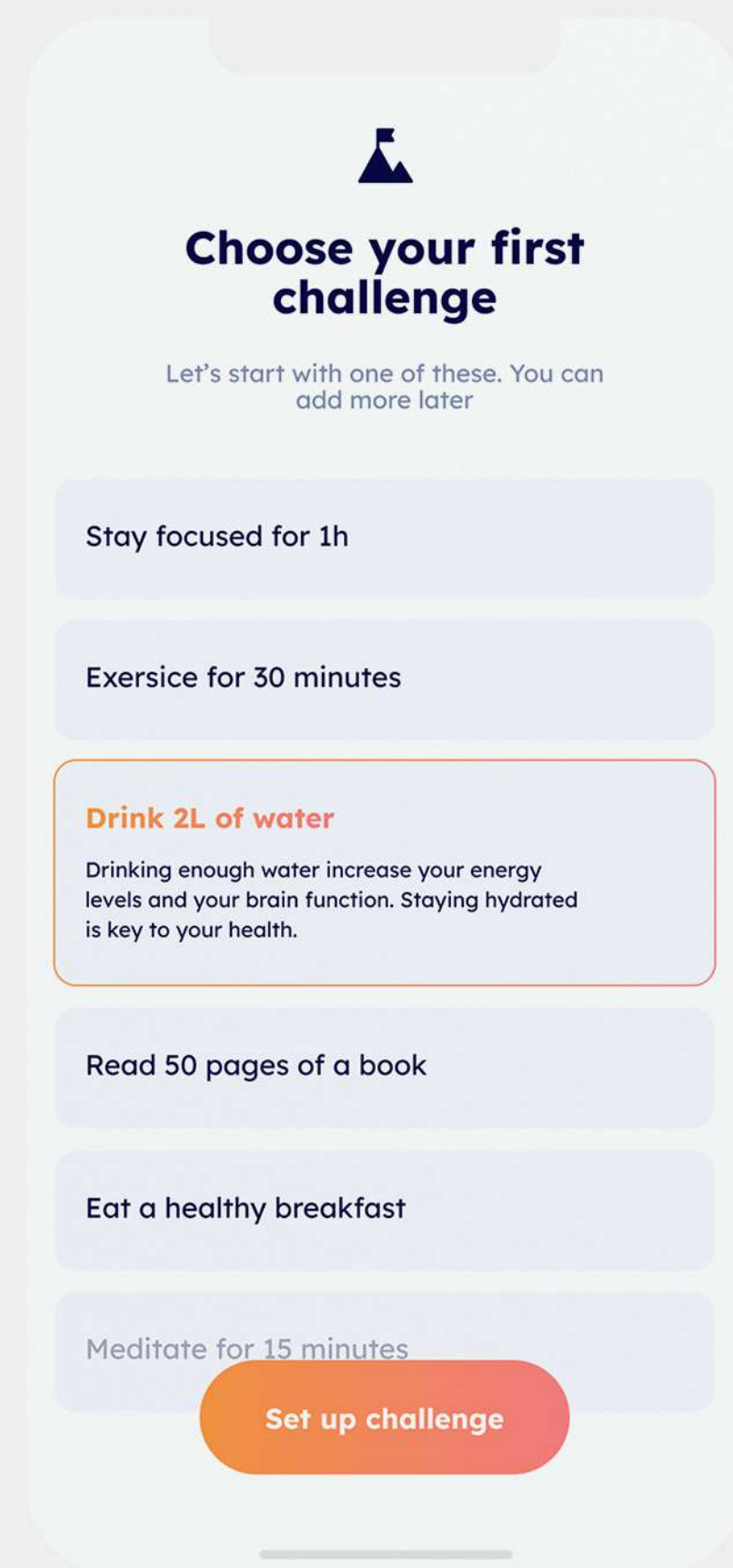
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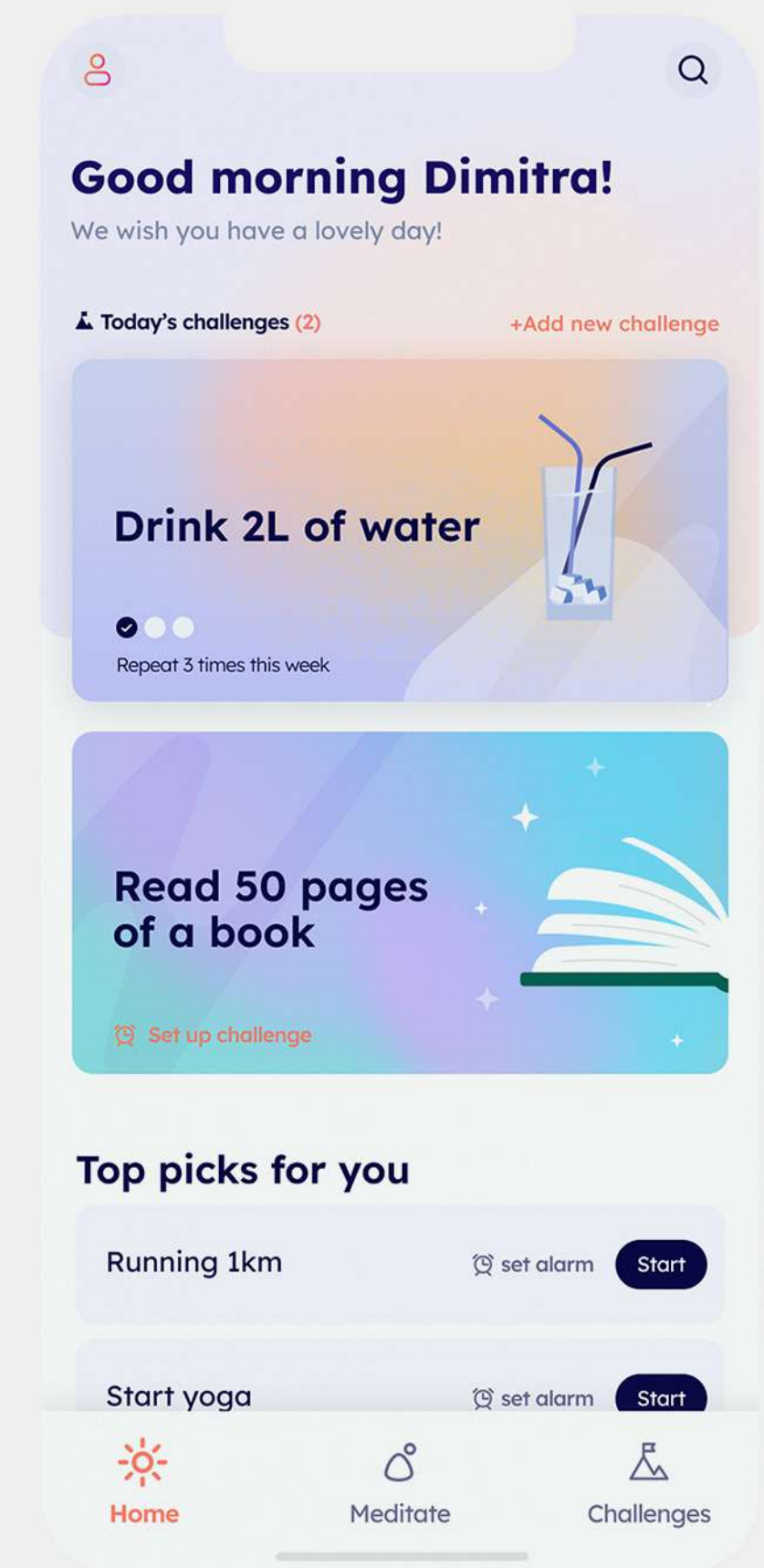
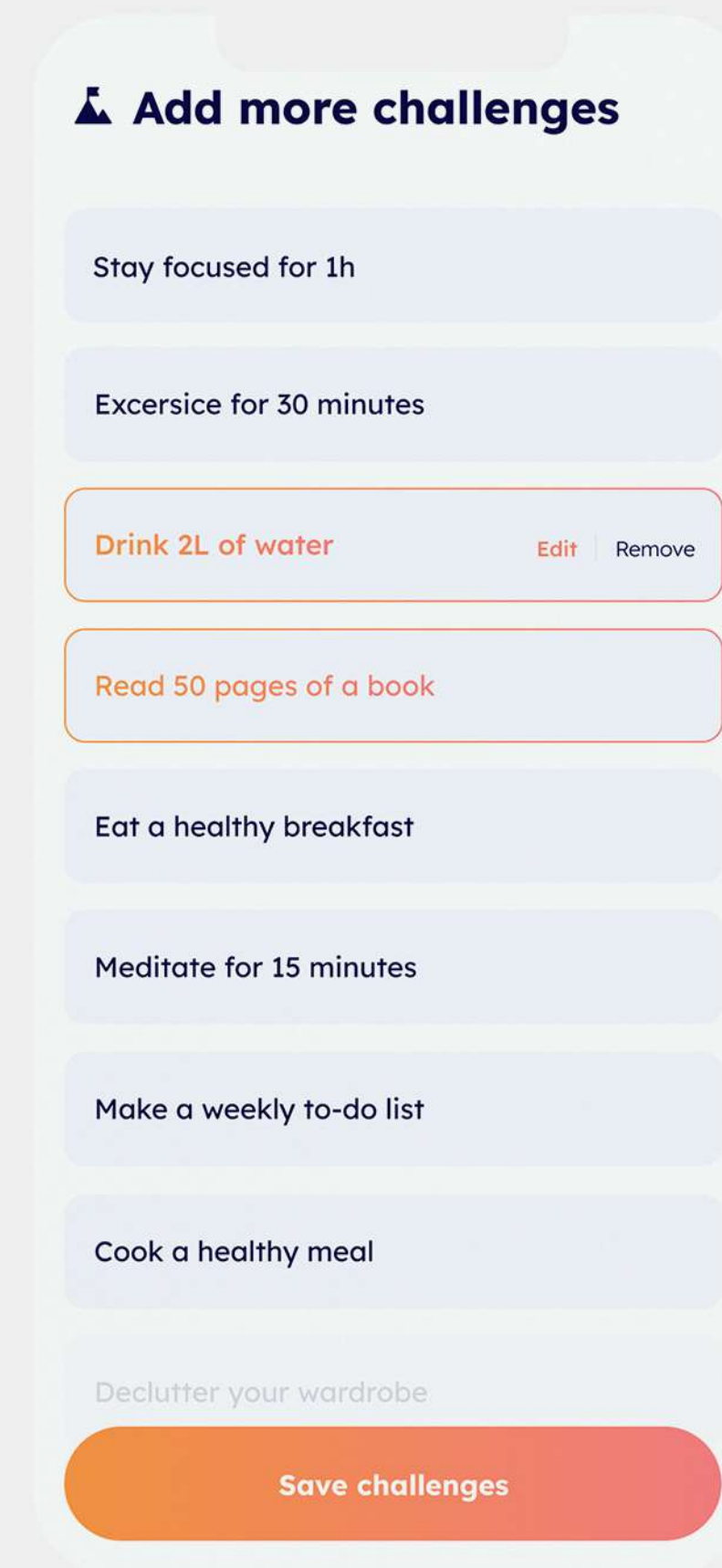
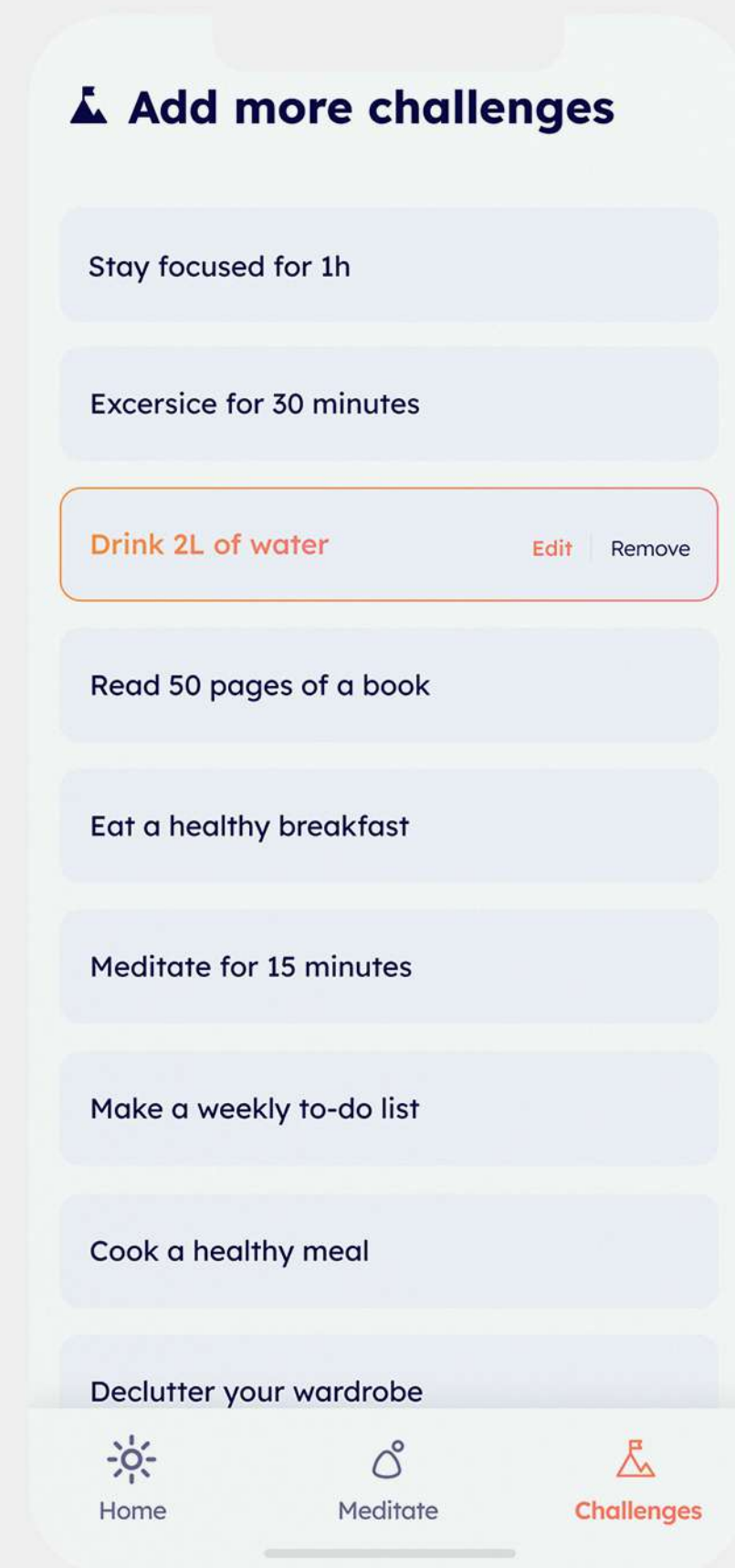
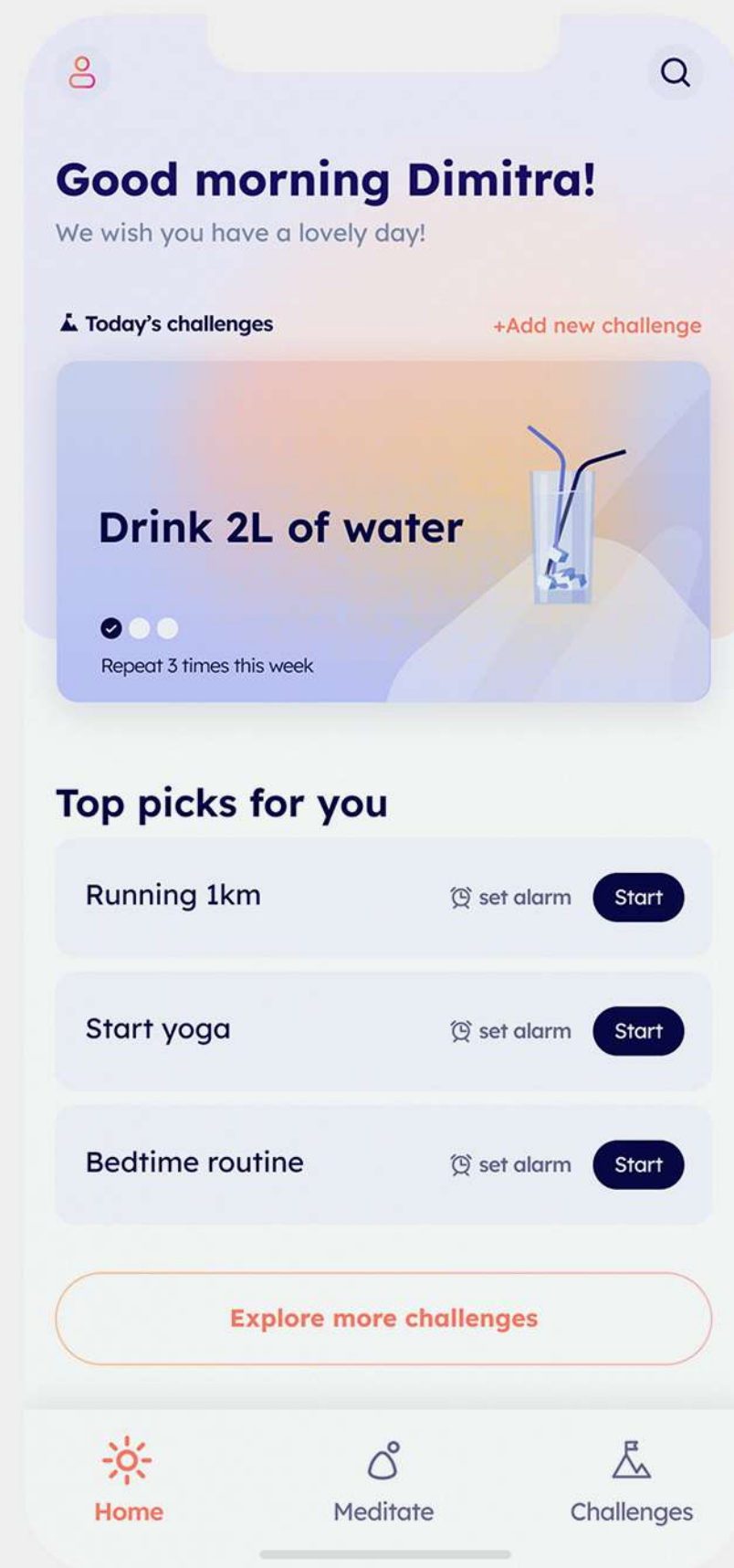
# INTERFACE | ONBOARDING



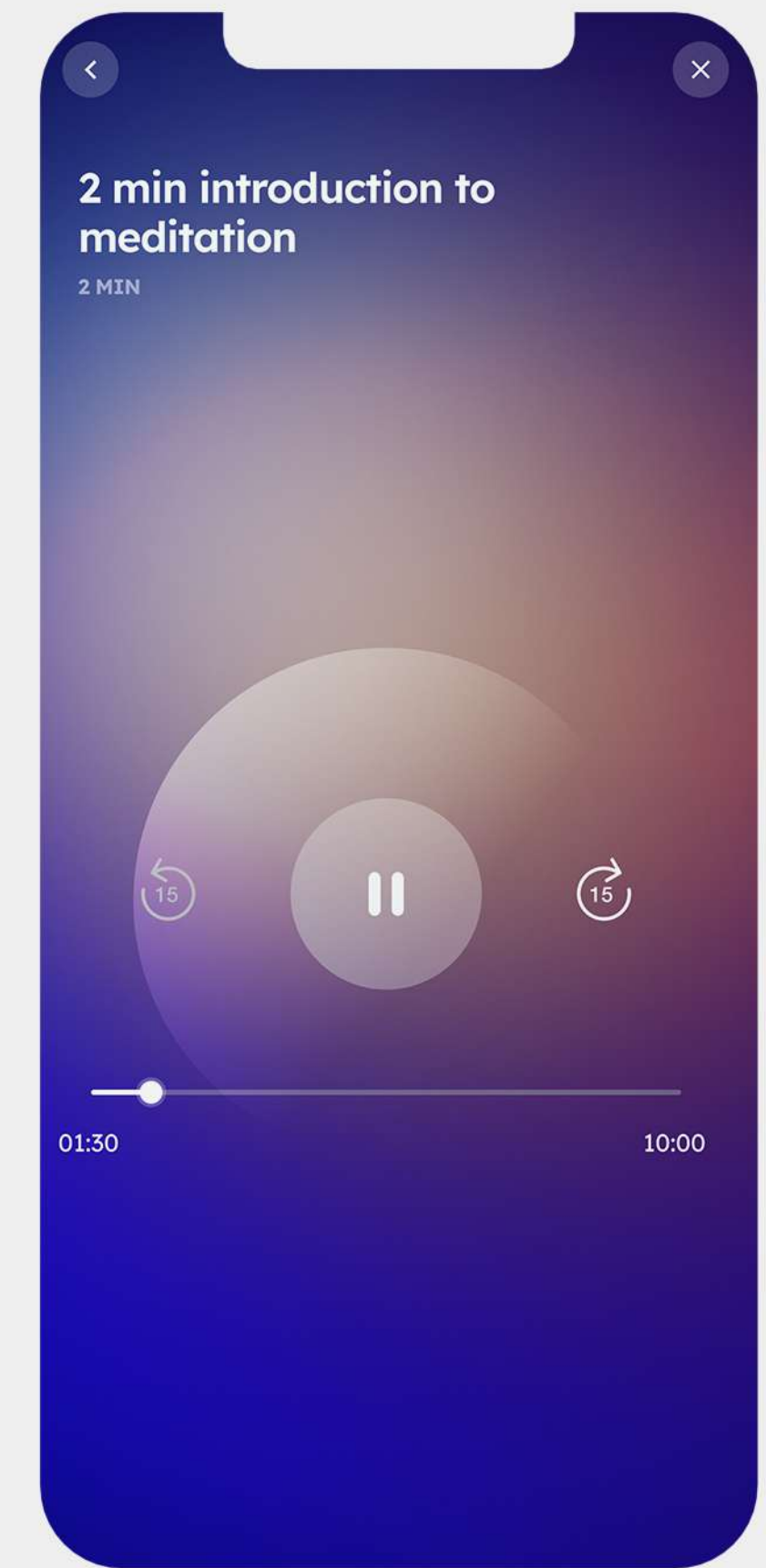
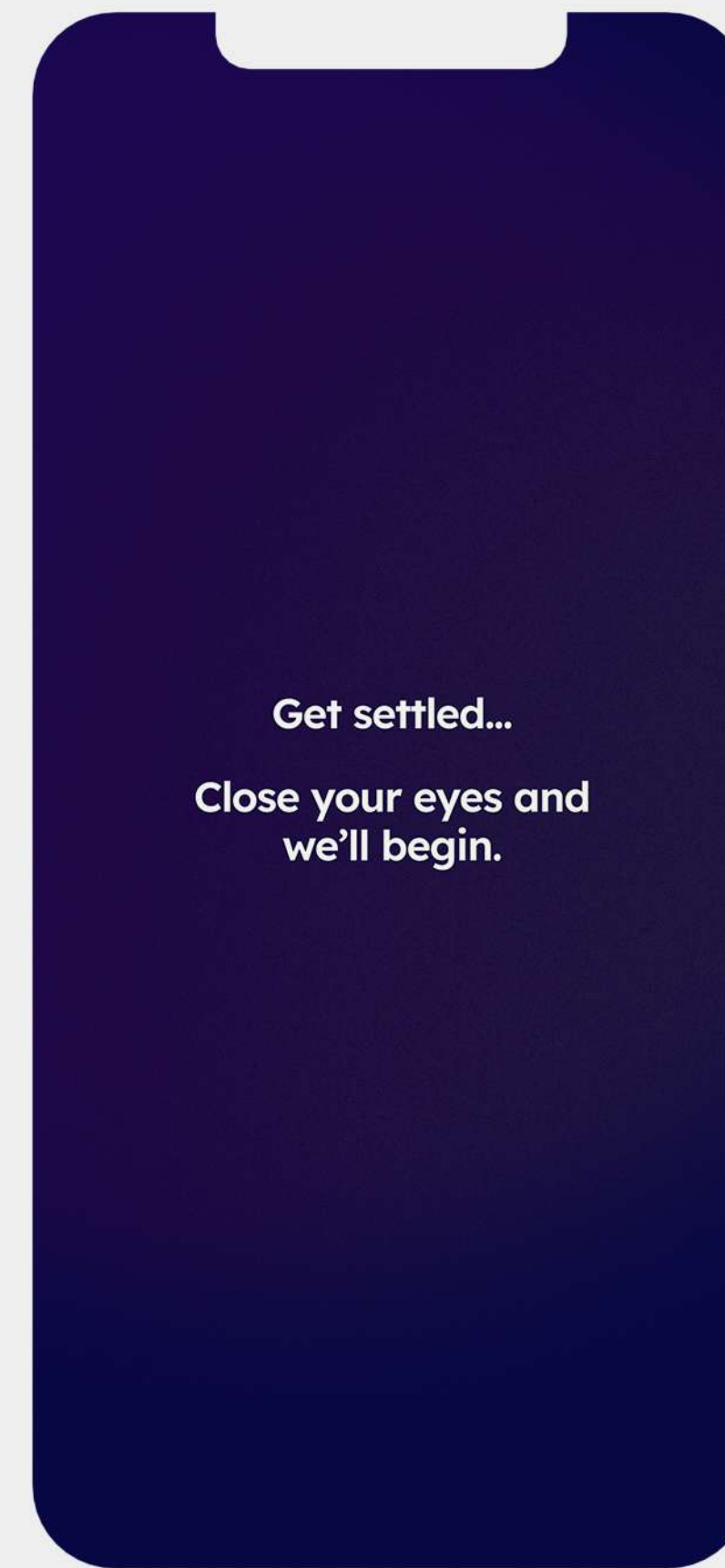
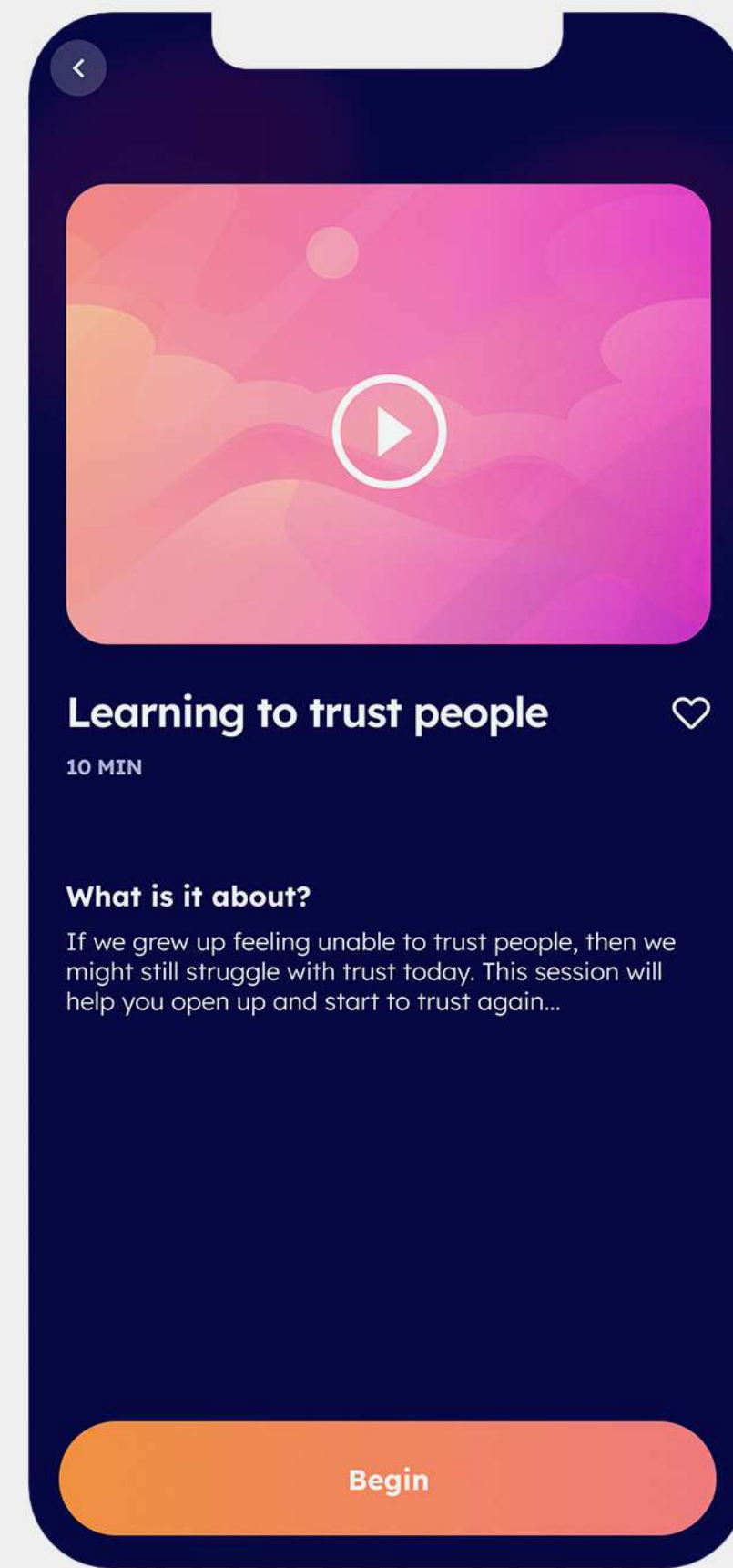
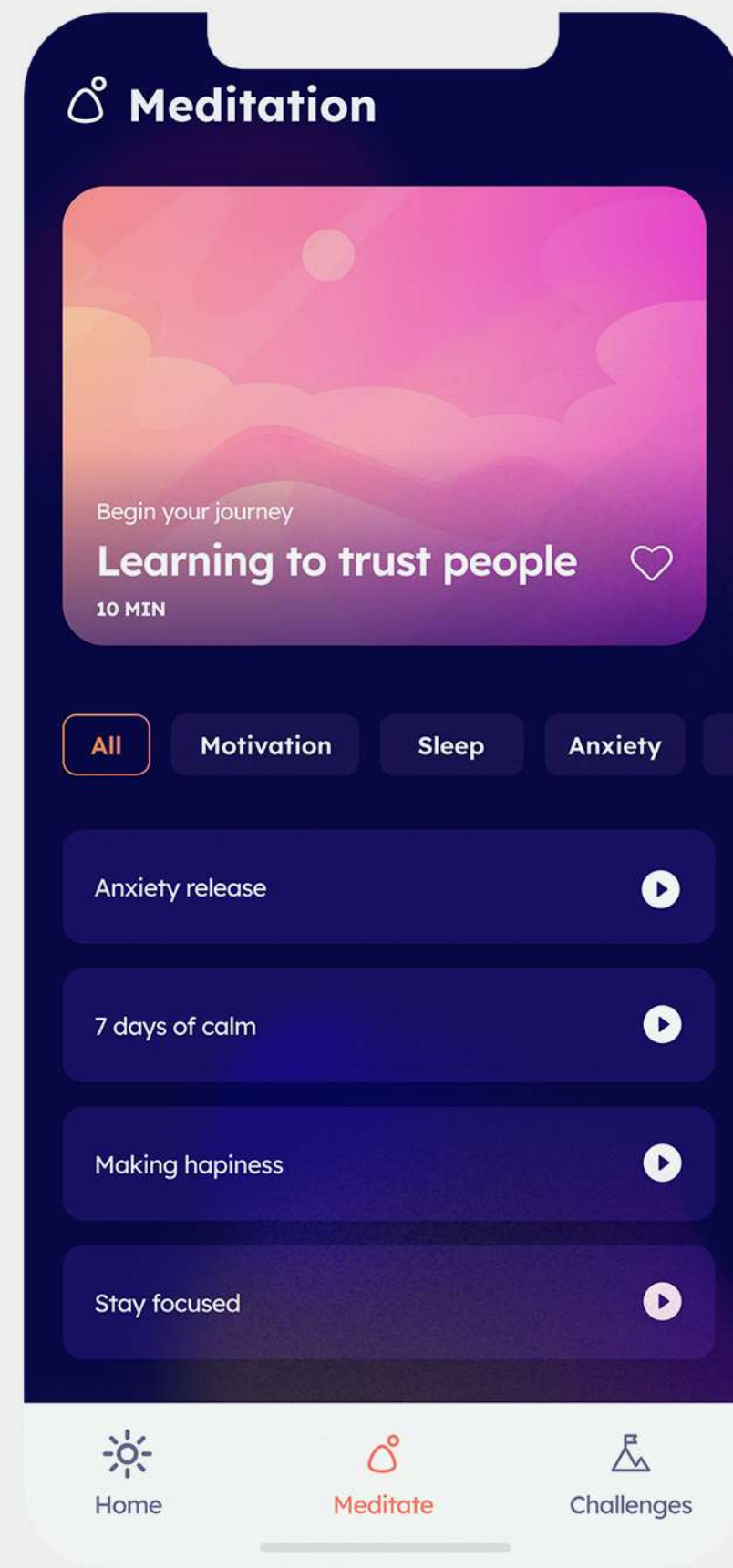
# INTERFACE | FIRST CHALLENGE



# INTERFACE | CHALLENGES



# INTERFACE | MEDITATION





## CONCLUSION

Nowadays, most of us spend a lot of time on our mobile phones. This application can use this habit of mindless scrolling to build a healthy lifestyle.

Whenever you feel stressed or disappointed, **your buddy will be there to guide you to a better version of yourself.**



“

Life is short.  
We can live it lost  
in our own thoughts,  
or we can choose  
to be present,  
moment to moment,  
watching as life  
unfolds around us.

”



## SOURCES

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Thank you!

