

Self-Initiated Project Community in Colour



Community in Colour

When it came to choose what project I wanted to begin developing, I looked back on my previous reactions and outcomes to given tasks. I noticed that my projects always end up revolving around people. Evoking emotions and spreading joy. The 4 potential projects I had in mind revolved around the following themes: Communication, Engagement, Happiness & Colour. After some consideration, I began writing down potential routes I could take within each of the previous themes and the two that stood out the most to me were the Colour and Happiness proposals.

Although I had many new concepts formulating, there was also the possibility of me returning to an old project. During this MA I have created multiple project concepts that I had then had to drop and move on to the next project. So to now have the chance to pick one of them back up and further it's development was so exciting.

Background



Communication

I would like to explore other ways that we can express emotions and energy levels of ourselves, objects and our surroundings. I would like to explore this through a series of mediums, such as illustration, animation and 3D model making.

Happiness

I would like to explore ways of which we can spread joy in the less joyful areas, such as public transport stations, city centers and roadsides. This could potentially involve implementing decorative quotes or designs, or by placing methods of play into the area such as games and other interaction methods.

Colour

I'd be interested to begin an experiment to try and see the true effects that colour has on our mental health. Previous studies have shown for it to have a positive effect so I would like to put this into practice to see the scale of its effects. I'll be exploring different methods to find out how we can begin to embed colour into our everyday lives.

Engagement

How can we encourage interaction within the general public? I feel it's becoming less common to engage with small talk with strangers and this is partly due to us no longer needing to do so as we have constant entertainment via our mobile devices. I'd like to explore social anxieties to see if these statistics have grown and if so find out why.

Community in Colour

Although I was tempted by a few of these projects, I feel that my path was set once I had a chance encounter with a community group hosting a local music event, Fresh Perspective. Fresh Perspective are a group of individuals between the ages of 18-25, their main goal is to find different approaches to test and try new ways to represent the younger voices within the Skipton area.

We discussed the colour project idea I formulated back in module 2 and they seemed really keen to get involved. After a quick exchange of emails, I began formulating a project outline for myself and the group to use as a guide. And although Fresh Perspective's core values lie in getting the younger voices heard, we came to an agreement that this project will continue the initial intention of being fully inclusive to the whole community. And although I still wasn't sure on the design output, I knew that:

Whichever form the final design takes the core function of it will remain the same – to use colour to have a positive impact on the community within Skipton.





Project Outline PDF



Concept Development

To begin forming an idea of what kind of design I wanted for this project, I created several mood boards with experimental outputs to match – the two that spoke to me the most were the Community and Block Colour themes. Although these were all separate mood boards, once I had them formulated I saw ways to embed different elements of each board into one design.

These also helped me get my vision across to the Fresh Perspective team as well as introduce them to some designers that influenced my ideas. As no one from the group had previously created a large scale mural we began discussing the potential of getting a designer or local mural artist in to run a workshop with us. As well as expanding our skill set and perspective on how we could deliver this project, it would also help us gain some feedback on our project.



All Mood boards

Community in Colour

Research

Q3

Do you feel that Skipton town is currently visually representing the community? If not, please let us know what you think is missing.

Answered: 48 Skipped: 11

RESPONSES (48)WORD CLOUDTAGS (0)

☐ Apply to selected

Filter by tag

Search responses

Showing 48 responses

☐ The question could possibly be - what would inspire the community - rather than represent the community and my answer would be to commission an established artist who has done high profile work in other communities - or to bring in a well known artist who could help inspire the content for both visitor and member of the community

11/27/2019 5:31 PM

View respondent's answers

☐ No. We should have more art. We don't have enough paintings, painted by members of the community. There are lots of spaces where things could be done such as the bridge by the spar, the snicket by the train station etc. It will be something to bring the community together and something to bring in people to the town to visit.

11/22/2019 10:10 PM

View respondent's answers

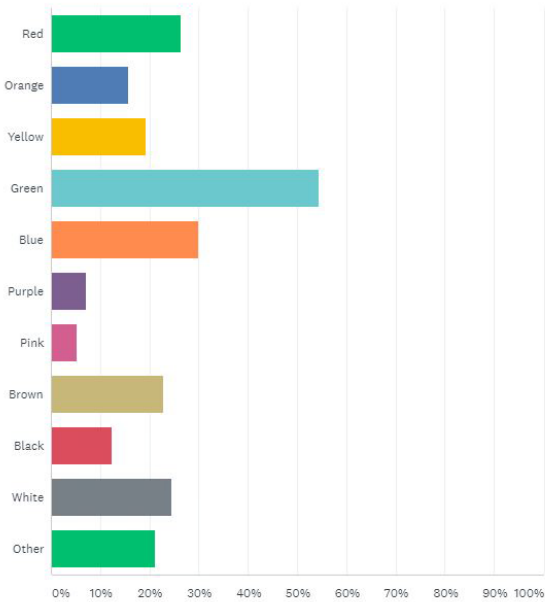
☐ No- It doesn't show the diversity of the community at all.

11/20/2019 8:41 PM

View respondent's answers

Do you associate any particular colour(s) with Skipton?

Answered: 57 Skipped: 2



Are there any shapes/colours/phrases that you would like to see within your town?

Answered: 46 Skipped: 13

RESPONSES (46)WORD CLOUDTAGS (0)

☐ Apply to selected

Filter by tag

Search responses

Showing 46 responses

☐ Northern words or phrases The dales landscapes

11/18/2019 7:22 PM

View respondent's answers

Add tags

☐ Sheep

11/18/2019 7:15 PM

View respondent's answers

Add tags

☐ More bright colours then it wont feel as depressing

11/18/2019 7:14 PM

View respondent's answers

Add tags

☐ Vibrant yellow, orange, red and green. Welcoming, inclusive, phrases. Kind words. Celebratory words.

11/18/2019 6:31 PM

View respondent's answers

Add tags

☐ Reds and yellows

To gain feedback from the community, I created a series of questions for surveys that would be distributed into the community, both digitally and physically. Having this feedback from the community was vital as it ensured that I kept the community at the core of the design process. To launch the process we started with an online survey, this allowed us to get some primary feedback on whether this project is

something that is wanted and/or needed within the community. Although we didn't get as many responses as we had hoped, the quality of feedback we received was fantastic. Not only did it become transparent that this was an extremely sought after community project, we also learnt which colours, shapes and themes people were wanting to see.

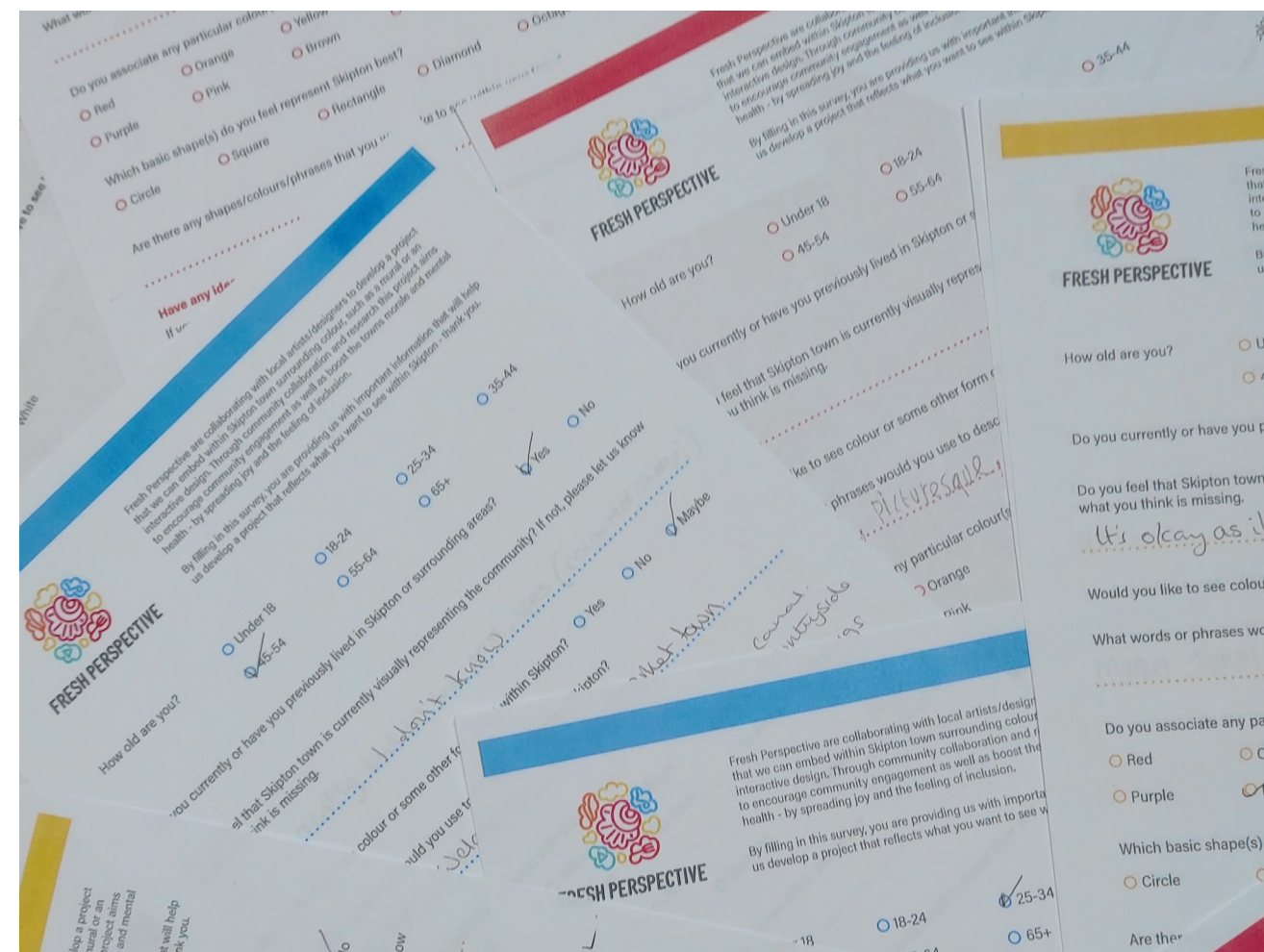
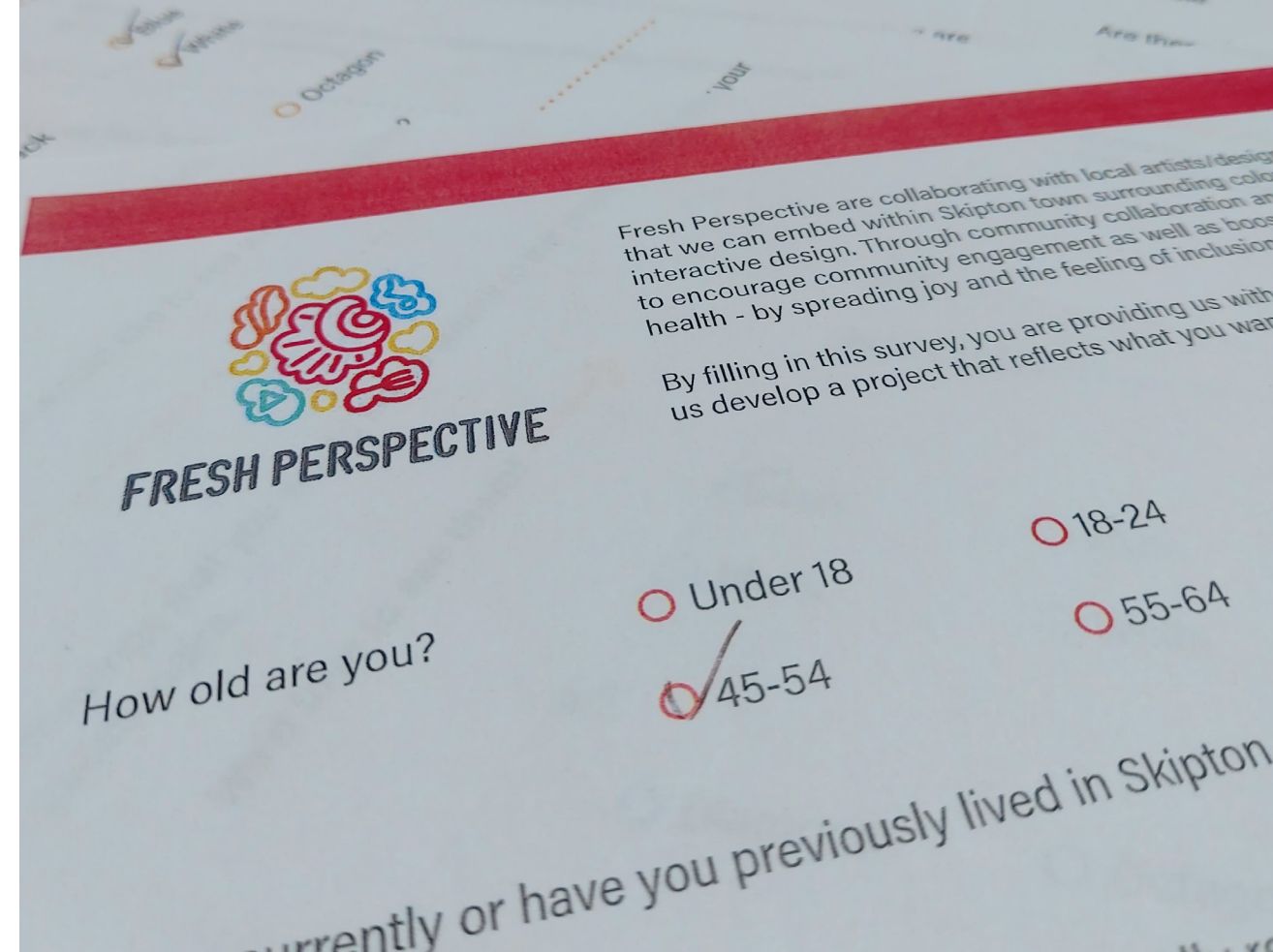
Survey Link

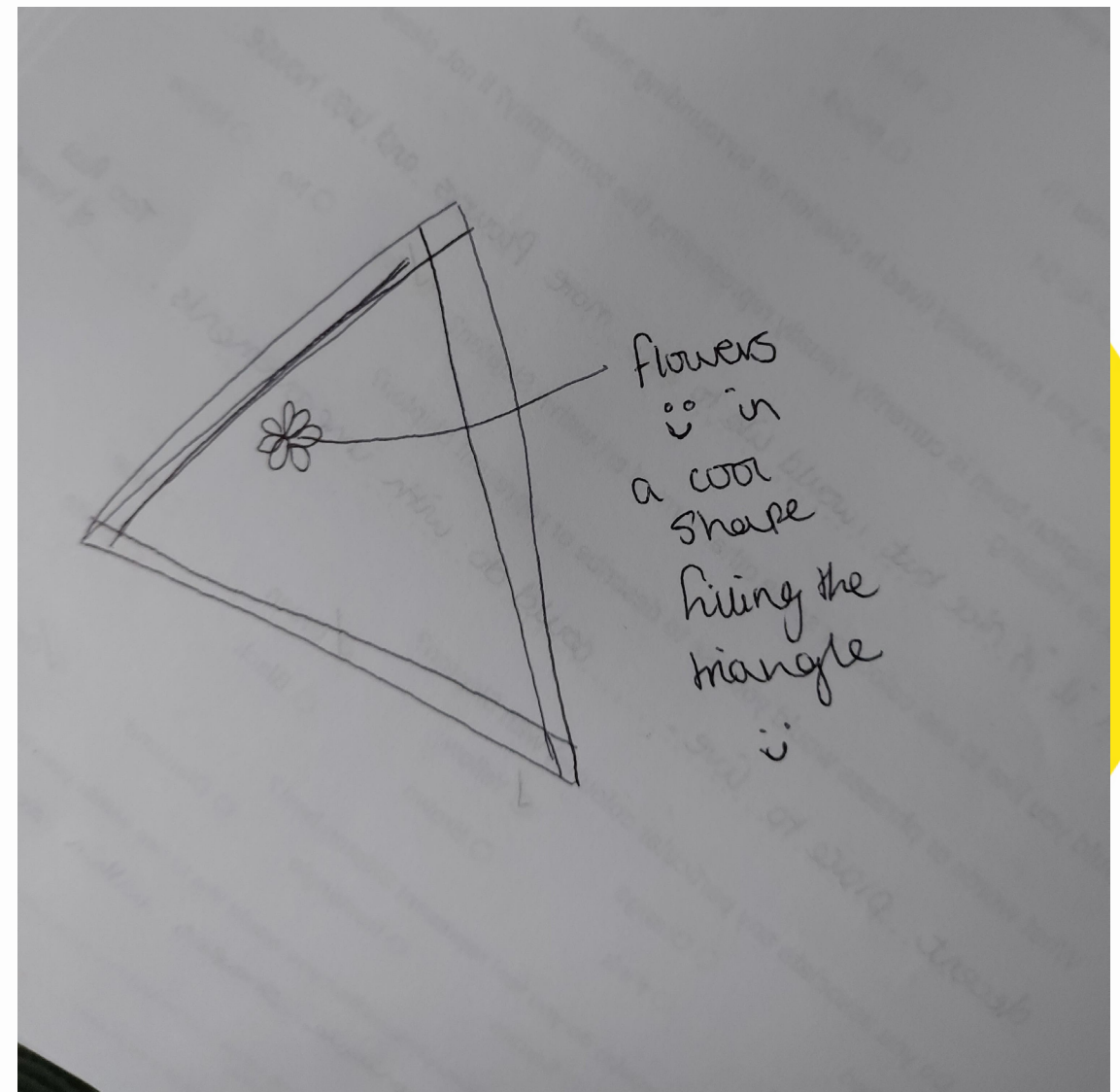
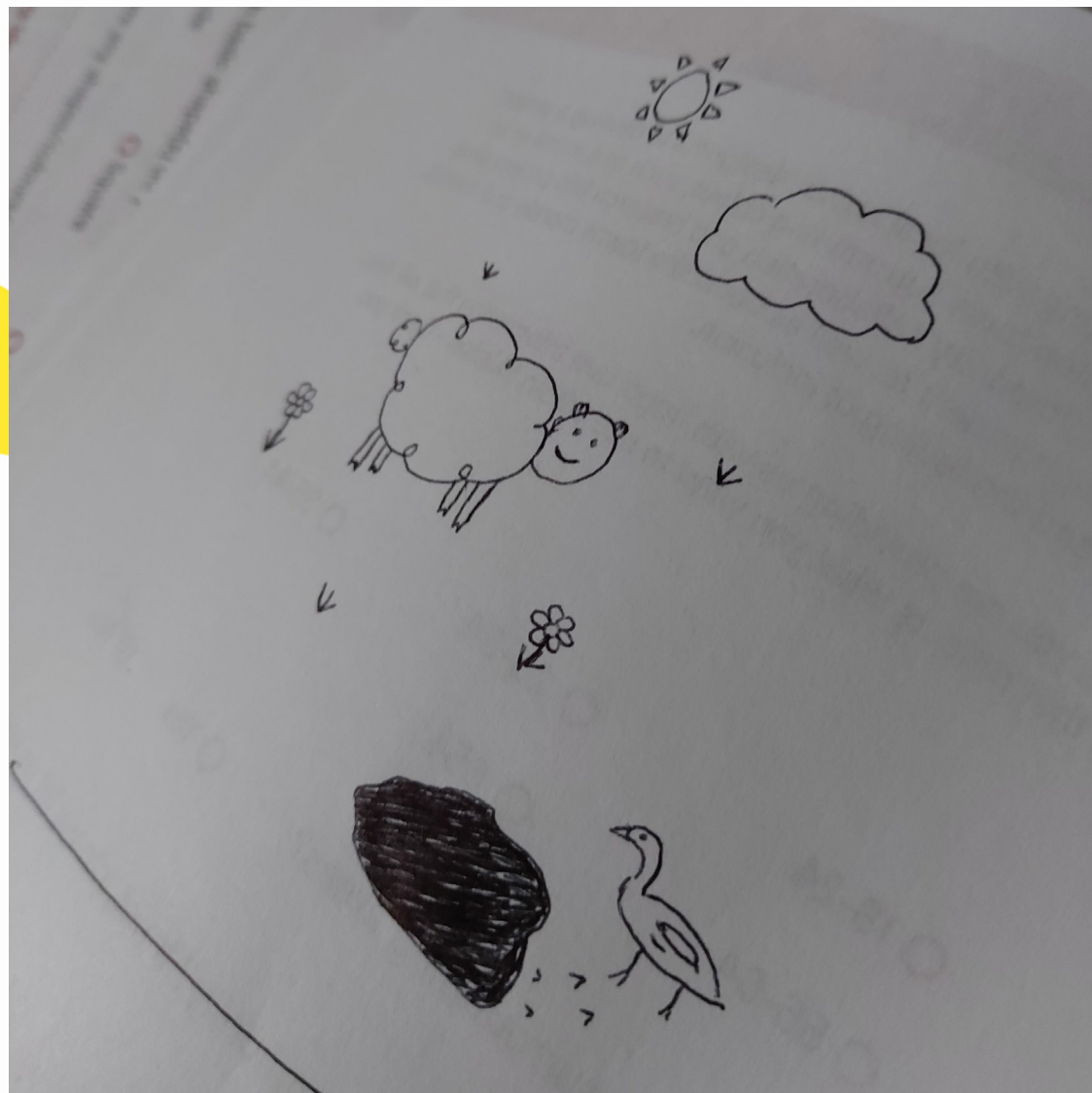
Community in Colour

From the online surveys we found the top 4 colours chosen by the community were; Red, Yellow, Green & Blue. To explore this further I then came up with the concept of printing out the surveys in different colour themes to see which of the 4 colours were picked up the most. This would help us establish which of the colours the community found more approachable, this colour would then be used as the primary colour within the design. I also added a prompt on the bottom of the survey asking people to draw any visual elements they would like to contribute to the research process.

After reaching out to several local groups, workshops and colleges I managed to get these surveys distributed. Upon receiving these back, interestingly, I found that the colours of the surveys that were picked up remained pretty even. And although not a lot of people filled out what type of imagery they'd like to see, they had no issue choosing basic shapes instead. The top three shapes were Circles, Squares and Triangles. Based on these findings, I decided that it'd be best to keep the design abstract using these chosen elements.

This process was pivotal as it helped me to understand the best colours, themes and imagery I could use to bring joy and a feeling of inclusivity to Skipton.

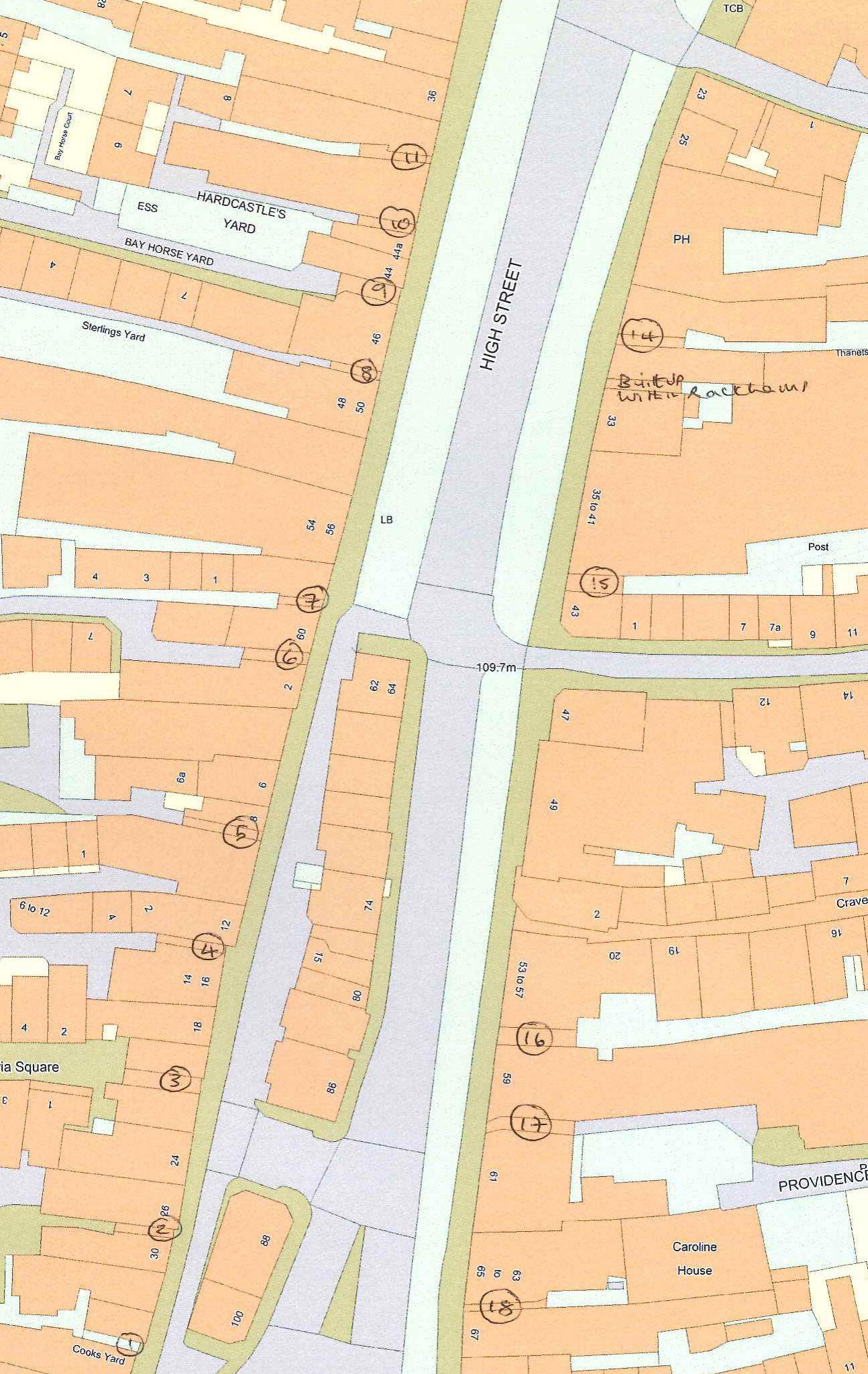




Research

During this process, we had also been reaching out to members of the council to see if they had any contacts that could possibly help the project. Many of them got back to us with information on who we could contact regarding setting up a workshop or where we could potentially distribute more surveys - however Catherine, a community manager, got in touch with a project that she had tried to get running a few years back that involved brightening up Skipton's ginnels.

Unfortunately they couldn't finish the project due to time and staff limitations, but to aid our project she was more than happy to share the data and contact information they had collected during their research phase. One of the pieces she sent across was a map that showed all of ginnels and alleyways within Skipton, they had circled which ones they felt needed brightening up the most and left notes on what they had found out about each one. Not only is this fantastic as it aided our project, but it also shows that the brightening of Skipton is well overdue and in demand.



Community in Colour

After that I began experimenting with the design - usually sketches or paint are the best place for me to begin but as the core design elements were already pre-set, I actually found it a lot easier to work with pre-set foam cut outs of shapes. These allowed me to work extremely flexibly with ease, using my subconscious as a guide. Keeping the drawings and suggestions that were submitted through the surveys in mind, I began trying to create some of the elements using the shapes provided, for example, a sunny sky. The castle was also brought up in quite a few of the surveys, so to reflect some of the traditionalism that is held within Skipton, I created the top of the castle using squares. At this point I was happy with my choice to keep the design abstract, as many of the shapes that were created in the design process could be up to interpretation, allowing the viewer to see what they wanted to see within the design.

“I want to see something brighter and more inviting”

“Dales on your doorstep”



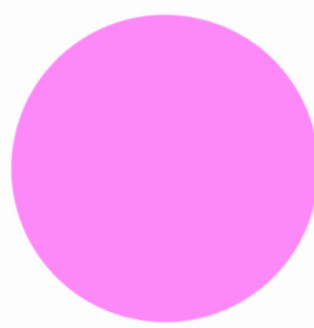


FRESH PERSPECTIVE

Regarding the colours that were used, I realised that the four main colours that were chosen (Red, Yellow, Green & Blue) were all found within the Fresh Perspective logo - so I took the tones of each colour from there. This way as well as representing the community, I am also embedding the brand colours and identity.

Once I was happy with my first draft, I drew it up and created a mock up to show see what it would look like situated within the environment I had chosen. As the project scope was to hopefully get some of the design elements in the Skipton ginnels as well, I used some of the patterns within the main design to create an idea of what these would look like too.







Community in Colour

I met up with Fresh Perspective afterwards to show them the mock-ups and gain some initial feedback on the design style and outputs. Although they had been working with me in terms of getting the surveys out, reaching out to the community and gaining contacts, the design process had been entirely left in my hands so it was quite exciting revealing the outcome to them!

Overall the primary reaction to the design were fantastic, however a crucial point was brought up that I would need to revise would be whether the design was accessible - in terms of the colours clashing with the signs that have to be in the area for safety reasons. France-Leigh told me about some test sites that exist that we will be able to use see whether this is actually a problem that needs addressing. Although this process was helpful in terms of the design, it also helped on a personal level, it brought me great joy to see everyone get excited as they could finally see the reality of the project.



Reflection



It's hard to fully evaluate a project that is still ongoing, however so far, I'm extremely proud and excited to see that this project is coming into a reality. Meeting Fresh Perspective was truly a chance meeting and it's opened my eyes to just how many like-minded individuals there are within my community. Having the opportunity to gain first hand feedback on what is it that the community sees to be possible in their own town was heart-warming, so many people were enthusiastic about bringing colour into Skipton one way or another that it completely counteracted the few that were opposed to it. It was almost as if people were craving some form of creativity and colour, which just goes to show just how much of an effect colour & art have on a community.

I'm thrilled with the design output so far and although I'm aware that this isn't a final draft and that there are likely to be many changes before it is finalised, I believe the overall theme/aesthetic reflects what was in my mind from the very beginning. I'm particularly happy with my ability to keep Skipton and its community at the core of the design, as I was initially worried about how I was to go about embedding all these ideas & perspectives into one design. However, the survey helped me manage what feedback I wanted for which element of the design really well, by asking people for the very basics such as colour, shape and feel I managed to eliminate the chance of the design becoming too complicated or crowded.

Community in Colour

Having the chance to collaborate with a local group (Fresh Perspective) opened up so many opportunities to receive feedback throughout the design process and during the research process we also met some great point of contacts that could potentially help us generate similar future projects. After this project is complete, I will be continuing to work with Fresh Perspective on some other community projects they had in mind and I'm so excited to see what we can accomplish next.

We're currently in the midst of gaining planning permission for the walls we have selected as well as applying for the funding to kick start the process. Even if we're not able to get these walls that we've selected, we have so many people backing up this project concept that I can almost guarantee that this will soon be coming into fruition soon.

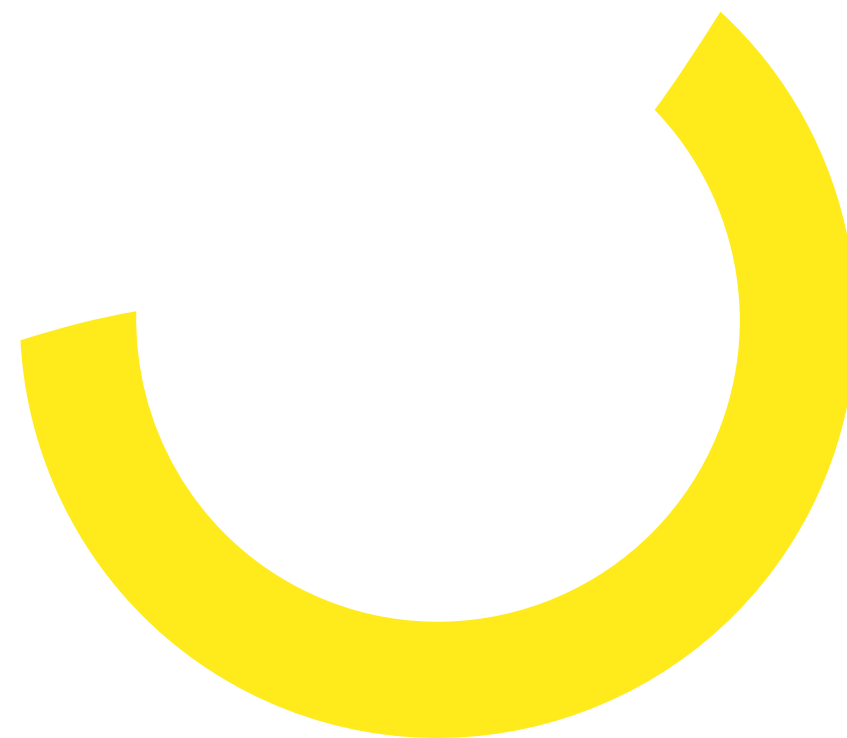
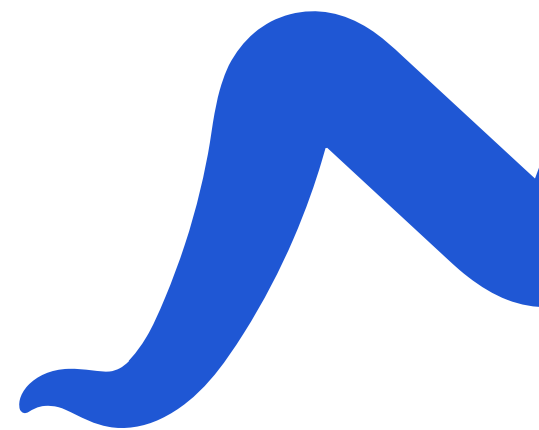
**The community within
Skipton certainly have a
future, and it's going to be
a bright one.**

Reflection



Creative Conscience Brief

Communication Tool





How can you use your **creative skills** to
aid those with **mental health** issues?



Yuu

That was the question proposed within the Creative Conscience brief. As many of my past projects had centered around people and particularly helping those that struggle with their mental health – I found myself naturally drawn to this brief.

Based on my own experiences and stories I've gathered from others; it's transparent that there are communication issues between medical professionals and patients regarding mental health. There are occasions where a patient may be asked to constantly repeat their story over and over to several different Doctors, making them feel unheard, uncomfortable and even dissociated from their own problems.

There is also the issue of the patient struggling to verbalise what it is they're experiencing, making it near impossible for them to seek out and receive the help they require.



With this in mind, I began formulating the very base of a project brief - although I had not yet thought ahead to what outcome this would achieve, I knew that I wanted my project to be based around helping patient-doctor communication. I began some investigative research to find if there had already been themes of the main communication issues documented.



UNDERSTANDING

AND THAT'S OKAY

Brief

I began exploring different ways that I could introduce a communication tool that could aid both the patient and the doctor. To aid this process I began by writing down some core values as well as an overall objective for the project outcome. Although it was great to get some written content to set my focus, I again found myself using mood boards as a visual reference to conjure some output themes that reflected what I had researched.

Core Values

- Clear, open doctor-patient communication
- To try prevent missed or diluted information
- Make communication regarding mental health easier without negative emotional experiences/connotations
- To highlight the core symptoms of mental illness that a person is suffering from

Goals & Objectives

To create a communication tool that can be embedded into the mental health care system. This tool will aim to ease the current communication issues between doctors and their patients by finding alternative approaches to talk mental health symptoms and how it has been effecting them.

To start with, I investigated ways that we could help patients gain an official diagnosis. Having a diagnosis helps those that receive them have peace of mind, as well as help put them on the right track to receiving the appropriate care they need. During this research phase I came up with the concept of developing a series of cards that the patient could use to communicate their symptoms to the medical professional.

These cards would be made up of a variety of symptoms that are related to mental health issues - the idea would be for the patient to go through the deck of cards prior or during their doctors appointment. This concept was formed in hopes of breaking down any communication barriers in a creative and tactile manner.

Once a diagnosis is identified, there are known treatment options ready to address the underlying problems and ease the uncomfortable symptoms

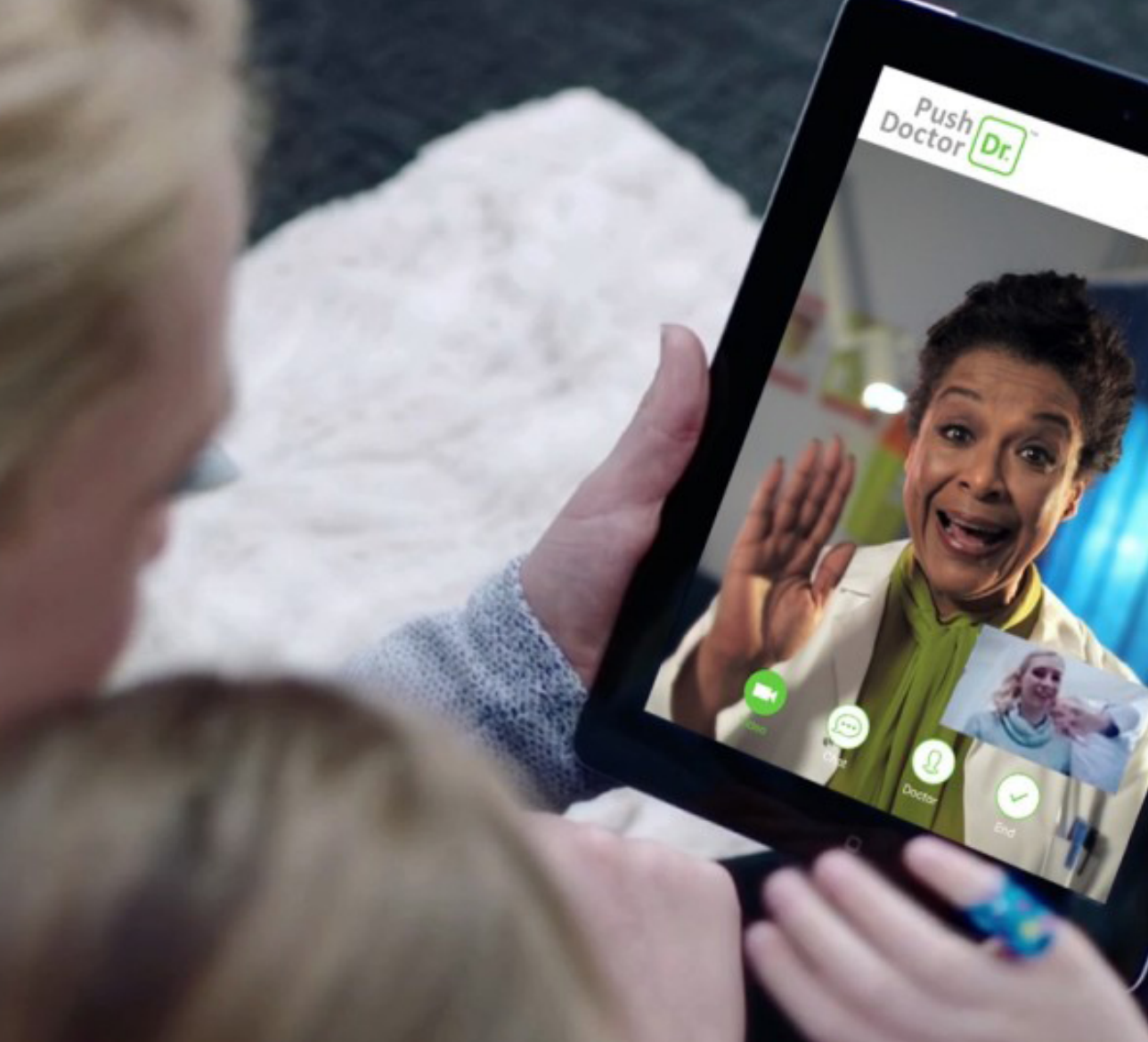
- Bridges to Recovery

**I have been
experiencing
swift mood
changes**

**I struggle to
leave the house
because I'm
worried
something will
happen to me**

However, due to the complicated nature of mental health, I think that this held the potential for overlap and complication – the complete opposite of my intentions. Although I do like the idea of a tactile approach, I'm not entirely sure how this concept would work in reality, instead of speeding up the process it may instead elongate it.





After a conversation with my tutors, I found that I may have been trying to solve too many issues at once. As mental health diagnoses is such a broad and complicated focus point, instead I broke the issue down and began focusing on how I could aid those that are going to their GP for the first time regarding their mental health. Although I had originally wanted to create something tangible, the more I worked on the concept of a website or an app for the patient to use, the more it made sense – I could keep the element of play and a human touch through the visual outputs whilst also maintaining a professional and efficient system that would aid medical professionals.

I researched into a medical service called Push Doctor as well as existing medical questionnaires to try and gain a grasp on the appropriate language and aesthetic to use for my project. Although Push Doctor runs as a third party app that the patient has to download, I began looking into the concept of my tool having an online base instead. Giving it a secure space may help ground the experience for the patient, making it feel safe and trustworthy.

My GP currently embeds third party services on their website, making it easy to find and accessible for their patients – this goes to show that this project may not necessarily need it's own website, but rather a brand, identity and a format that can be easily embedded within multiple existing sites and platforms.

HOW ARE YOU?

ABOUT YOU (PART 1 OF 5)

[Start again](#)

Medical Questionnaires Reviews

I undertook first-hand research, speaking to 3 individuals that suffered from mental health issues. They all seemed engaged with the concept of an "online tool", and after to speaking with Antony, we came up with some potential further additions that could make the project more interesting later down the line.

If you were to go to the doctors now about your mental health, would you be happy to fill out a survey before hand that will inform them of what your going through?

Yeah

Thanks 😊
If you were to fill one out, would you rather do it at the doctors or before the appointment?

If anything might make it easier as when put on the spot to verbally explain complex mental health difficulties it's easy to forget stuff or struggle how to word it

Before

Definitely

If you were to go to the doctors now about your mental health, would you be happy to fill out a survey before hand that will inform them of what your going through?

I think it depends on how it was given to me, because surveys are quite impersonal. If I got to the doctors all worried, and some receptionist shoves a load of questions for me to fill out I might not feel like a human, just like another patient. But, if the atmosphere was much more human than that and the questionnaire was comforting, I think it would work.

GiF's are the modern day world of saying a lot in a picture

Bare that in mind too



Music and shapes

Exactly

The best combo

Because it's relative



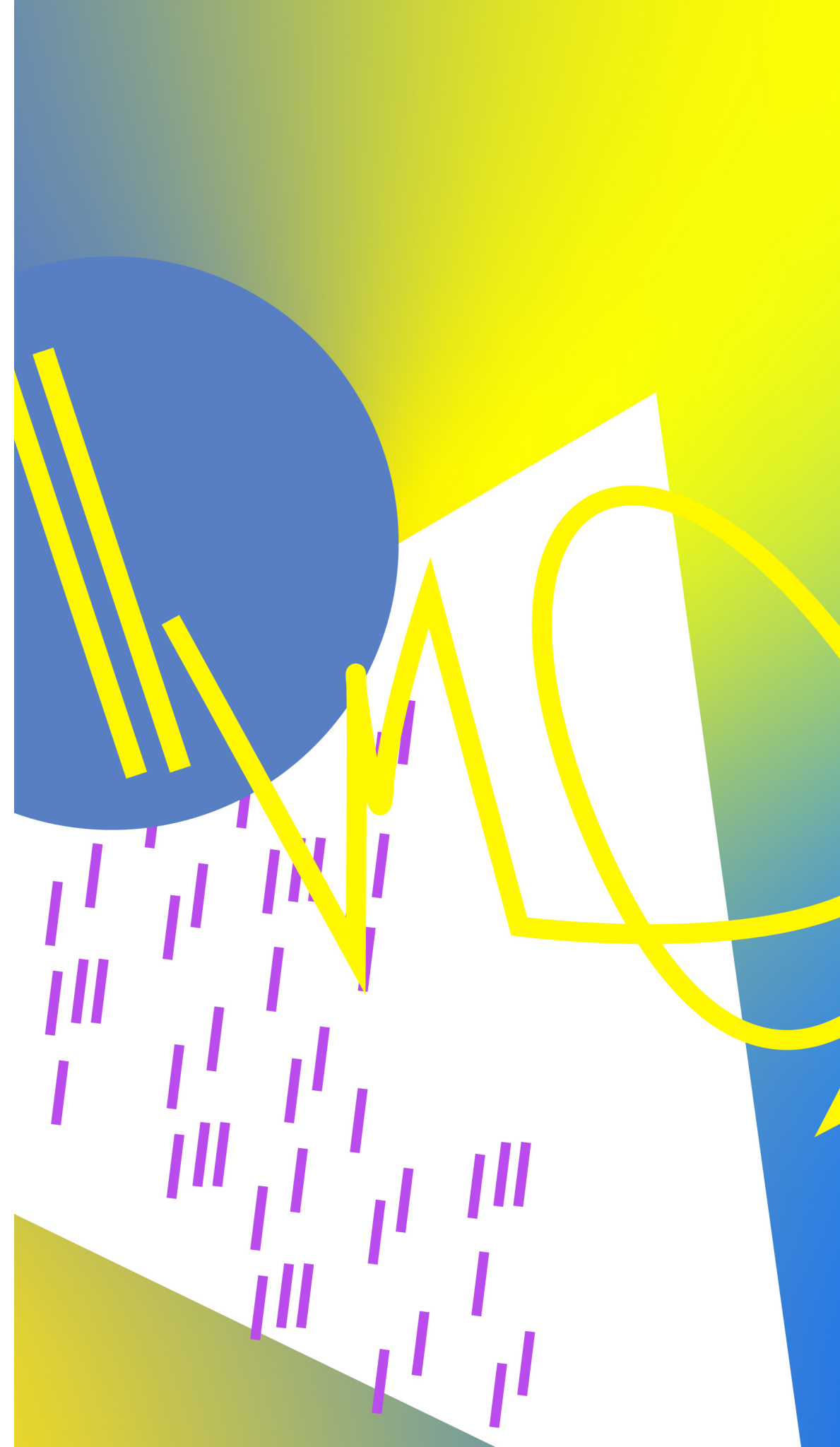
This is when the idea arose of a
communication platform that would
involve using an algorithm to generate
a **visual output** for the patients.

Yuu

This platform would aim to provide the patient with a medical questionnaire to gather information on their current symptoms, thoughts and concerns – the data gathered from this would then be processed through an algorithm to generate an individual visual output reflecting the patients mental health. Like Push Doctor, individuals would be referred to this platform prior to an appointment by their GP.

I'm hoping that this process will help break down communication barriers that can prevent people from getting the help they need if any help at all. This medical questionnaire will allow people to communicate non verbally to their doctors in a comfortable environment, whether that be at home or alone in a private room in practice.

Additionally, as mental health is primarily invisible, by generating some form of visual art I hope to give patients a new depth of understanding into their own experiences - providing them with some form of comfort and clarity along with the general health benefits associated with visual arts already.

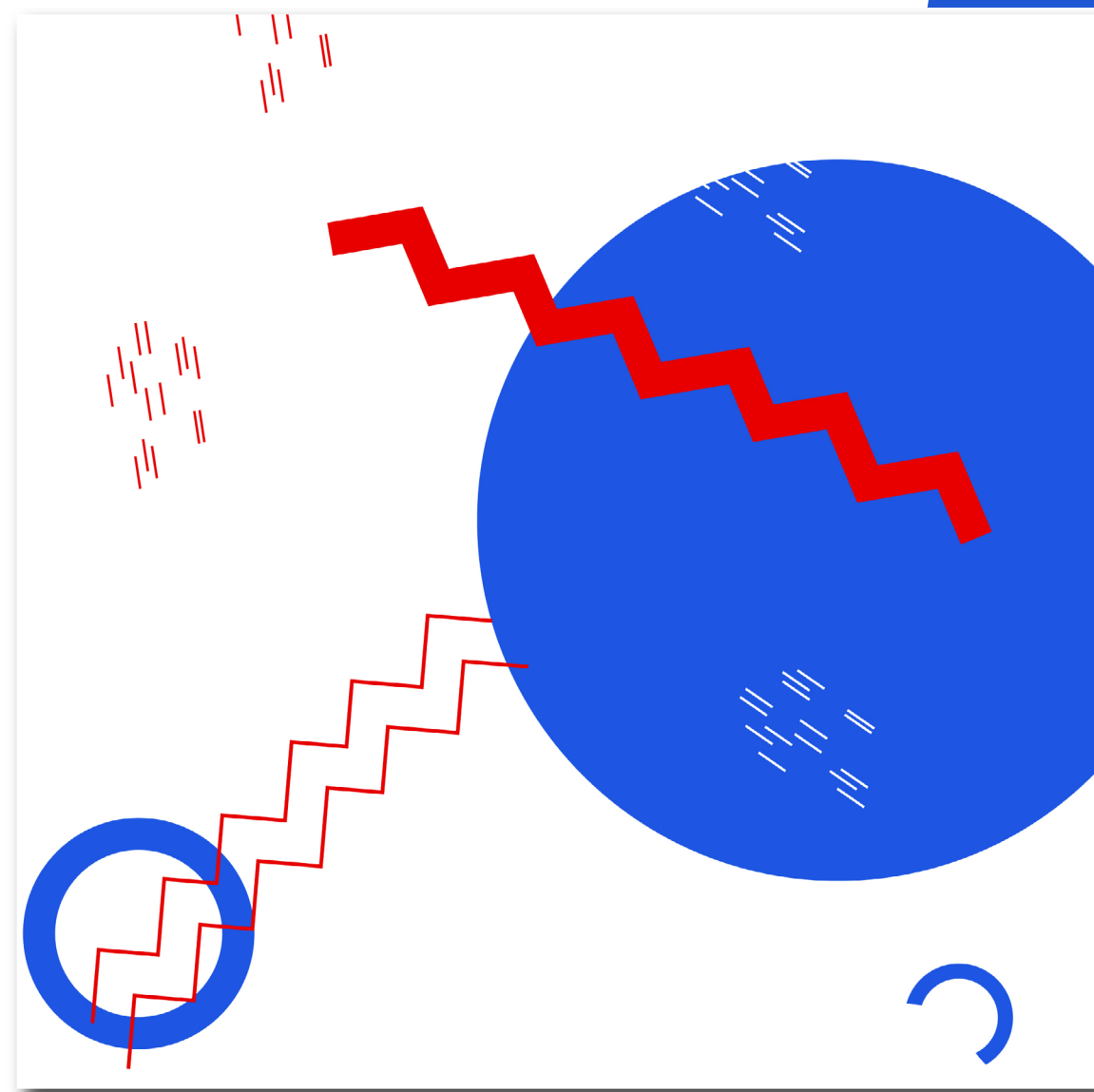


5. I struggle to leave the house because I'm worried something will happen to me

Yes - this is most days

Yes - but only occasionally

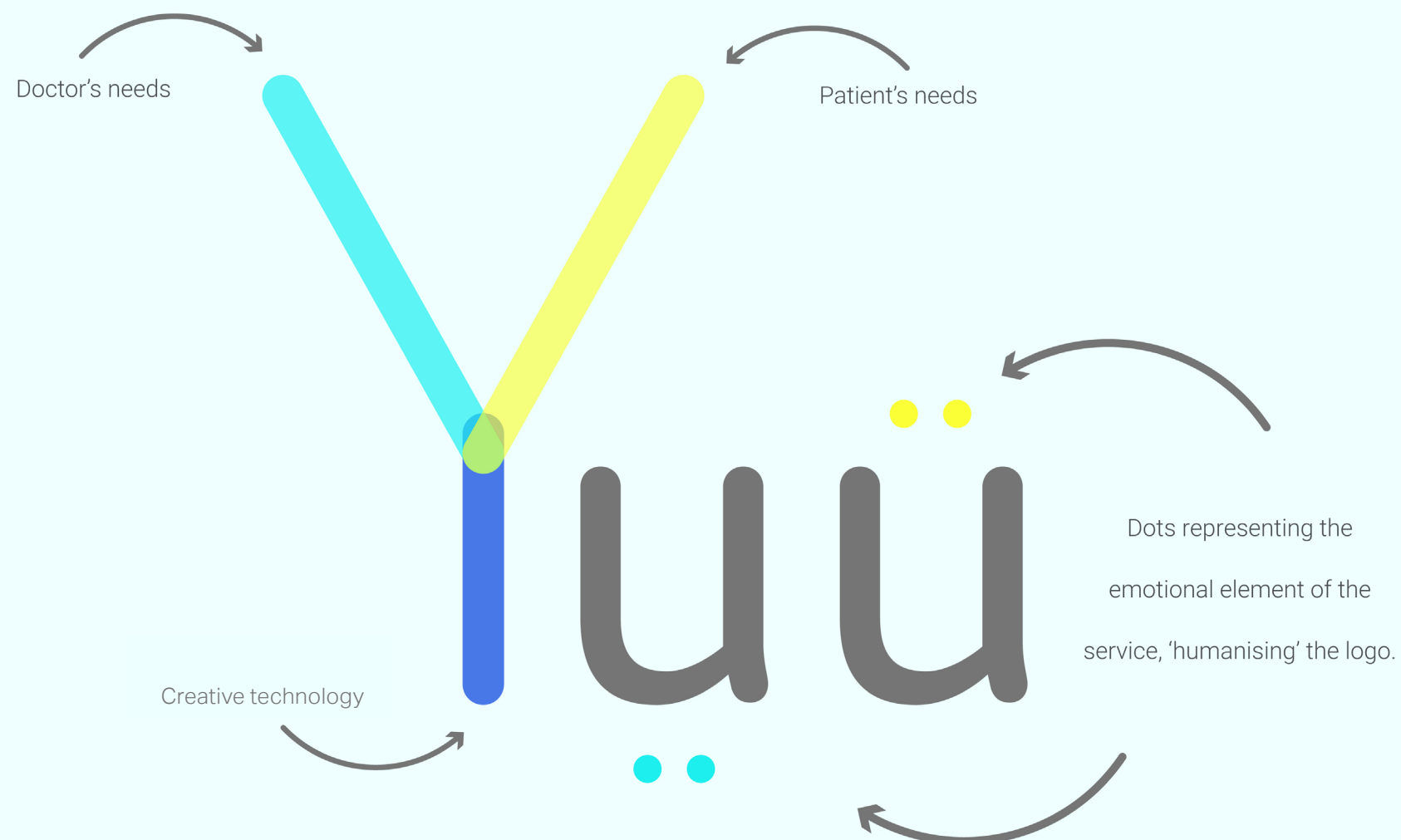
No, I'm ok with leaving the house



At this point I was pretty sure about how my concept would function, however I still had to develop a balanced visual language that will engage the audience as well as appeal to the medical field, keeping a professional, trustworthy look.

After trying out a few names along the themes of 'clear, care, space and mind', I came up with the name 'Yuu' – I found that the misspelling made the word 'you' much less direct and instead more

welcoming. To ensure I kept up the positive, welcoming persona I was creating for the brand, I made sure to keep my fonts rounded and clean with complementary colours to match. The 3 overlapping shapes that make up the Y of the logo were put in place to represent the medical, the patient and the creative perspectives of the project. And the dots above and below the u's were later added in attempts to humanise the logo.



Track your journey using Yuu Space

Log and track your mood and symptoms in a digital journal at home or on the go.

[Get started >](#)

Yuu is a space for you to clearly and safely communicate your mental health issues and needs.



Therapies & Counselling

The types of therapies available to you and the benefits that they can have. How and where you can go to begin receiving therapy or counselling.



Creativity & You

Stress relief and emotional expression through visual arts. Where to find workshops and groups in your area or online.



Helplines & Support Groups

Mental health helplines, depression support groups and mental health support for those in minority groups.



Reduce Stress

Breathing exercises for stress & easy time-management tips. How to cope and communicate money worries.



Teen Mental Health

Bereavement care for young people, methods of coping and talking through mental health issues.



Student Mental Health

Student stress self-help strategies, tips on surviving exams and educational pressures. Tips to help someone through exam stress.

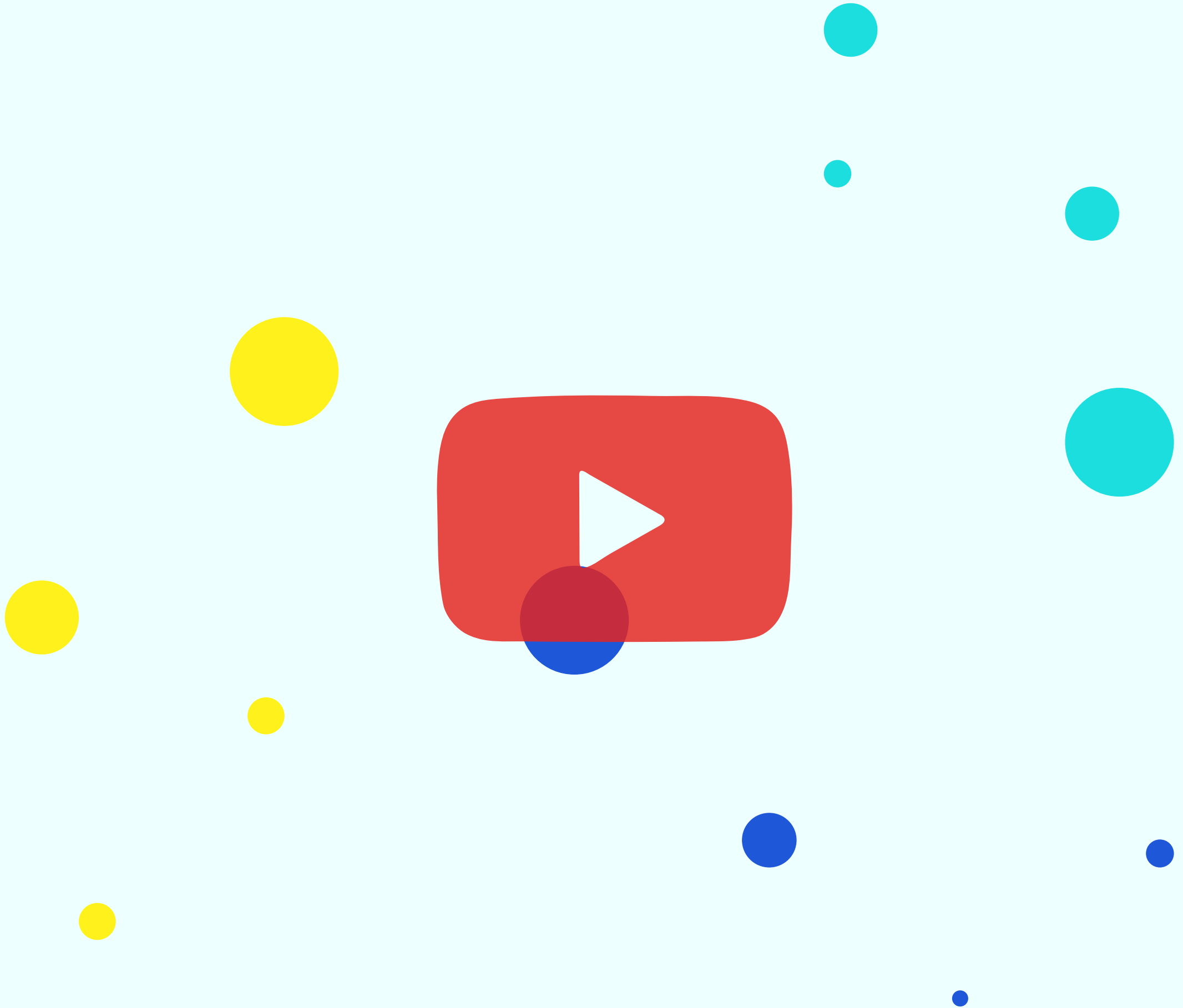
Design

To ensure that this project stayed somewhat in line with existing medical services and sites themes, I chose to use a selection of two different blues in the branding. Blue is used often within the medical field as it typically conveys an element of;

credibility, trust, knowledge, professionalism, cleanliness, calm and focus.

However, as this is a site that will be delivering medical care with a twist of creativity, I included yellow into the branding. I feel this brings a refreshing sense of optimism and happiness that you may not see too often on similar sites.

The site's visuals remained consistent with the logo, playful yet professional with elements of creativity and calm. In attempts to make the site feel like a secure, safe place I wanted to embed some form of calming animation on the home page – and what better way to do this than making it interactive? Keeping with the theme of the brand, I decided it would be ideal to make the home page have multiple circles that spiraled and moved based on the users mouse movements.



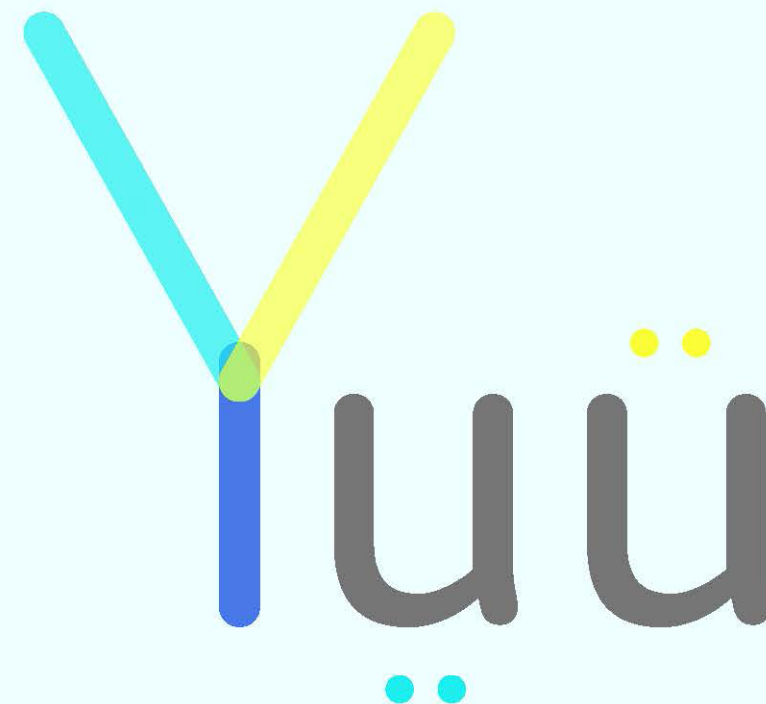
Yuu

As I had already reached out to members of the public about my project concept, I sought out to gain further feedback from people within a medical field. After preparing a brief overview of my project, Yuu, I got in touch with Alison Robson, a Paediatric Nurse at Airedale Hospital & Kate Smith, a Research Sonographer at Leeds Musculoskeletal Biomedical Research Unit.

Q – After reading through this brief, do you have any feedback on this project? For example, do you think this is something that would help?

AR – I think this is brilliant, in paediatrics we encourage children to use visualisation and art to help them express their feeling for children with anorexia and mental health problems they use or are encouraged to use a diary. Also, they use CBT therapy via a website. But Yuu sounds like an amazing tool.

KS – I think this is great and outlines the overall concept well. Maybe a little more explanation as why visualisation can help and why receiving their own personal Art is useful?



Yuu is a space for you to clearly and safely communicate your mental health issues and needs.

Brief Overview – First Draft



Q - In terms of aiding the doctor, do you think it will be helpful for them to be able to see information before hand?

AR – Absolutely Dr's can only be guided by what the patients say, and when sat in front of a Dr people can become flustered/ rushed with only 5 min appointment times So from a Dr and patient point of view think it would greatly benefit both parties.

KS – I think the idea of writing problems down and sending them through sooner is great - many people find it easier than talking. It also allows the GP to find out info beforehand if required. I would also maybe somehow ask the patient to prioritise as it may be the 5th thing down the list that they have just been brave enough to write that is the most important to them - maybe a training factor for healthcare professionals. (Although they probably know this!)

Q - Alison, when you say they try to get children with mental health to use visualisations, what kind of stuff is it? Pictures, shapes, colours?

AR – Absolutely Dr's can only be guided by what the patients say, and when sat in front of a Dr people can become flustered/ rushed with only 5 min appointment times So from a Dr and patient point of view think it would greatly benefit both parties.



Yuu

Overall, I received positive feedback on the concept, however it became clear that there were still areas of my concept that lacked clarity. Extending on from the feedback I had received from Kate, who mentioned it may be worth concentrating more on the creativity aspect of the project - I began to question, why was it important and how could it help?

In a comprehensive article on The Connection Between Art, Healing, and Public Health, Heather L. Stuckey and Jeremy Nobel states that creativity reduces anxiety, depression, stress and it can also help you process trauma. Their studies also found that writing helps people manage their negative emotions in a productive way, and painting or drawing helps people express trauma or experiences that they find too difficult to put in to words.

**“Artistic self-expression,
might contribute
to maintenance or
reconstruction of a
positive identity.”**

**- Heather L. Stuckey
and Jeremy Nobel**



Although there were already a creative output set in place within my project, it just felt like an add on feature rather than something that was a primary focus - so, to embrace the visual arts and their benefits towards aiding those with mental health issues, I decided to begin creating some additional features available on Yuu. For example - Yuu Space, an area that would act like an online journal to the patient. This will allow the patient to create written entries as well as visual ones using the drawing pad.

They'll also be more coverage on the home page on creative groups and workshops that the patient could gain access to. By putting the creative solutions right next to the more commonly used methods, such as talking therapy, I aim to equalise the benefits that they can have and encourage patients to try them for themselves.



Therapies & Counselling

The types of therapies available to you and the benefits that they can have. How and where you can go to begin receiving therapy or counselling.



Helplines & Support Groups

Mental health helplines, depression support groups and mental health support for those in minority groups.



Teen Mental Health

Bereavement care for young people, methods of coping and talking through mental health issues.



Creativity & You

Stress relief and emotional expression through visual arts. Where to find workshops and groups in your area or online.



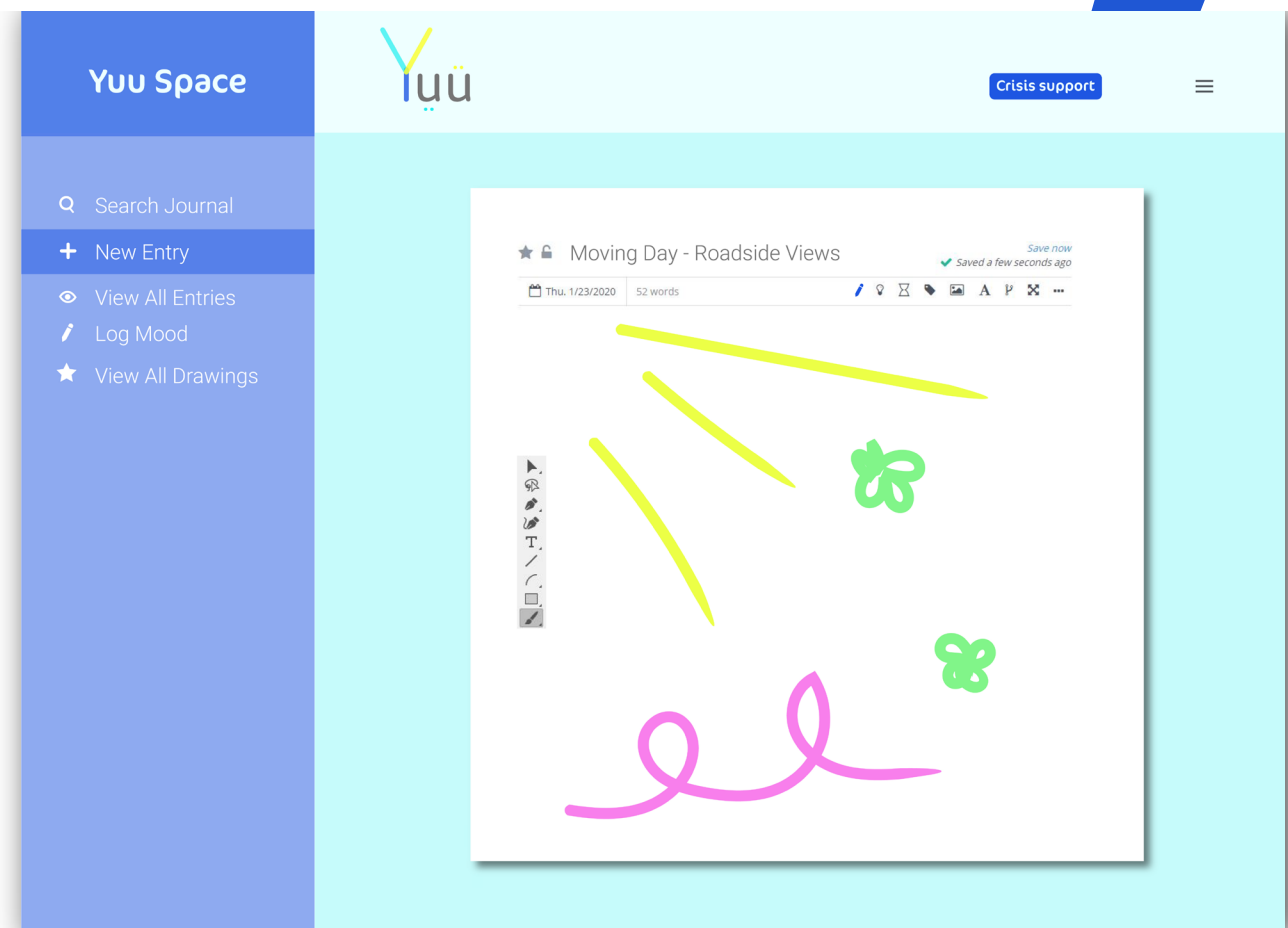
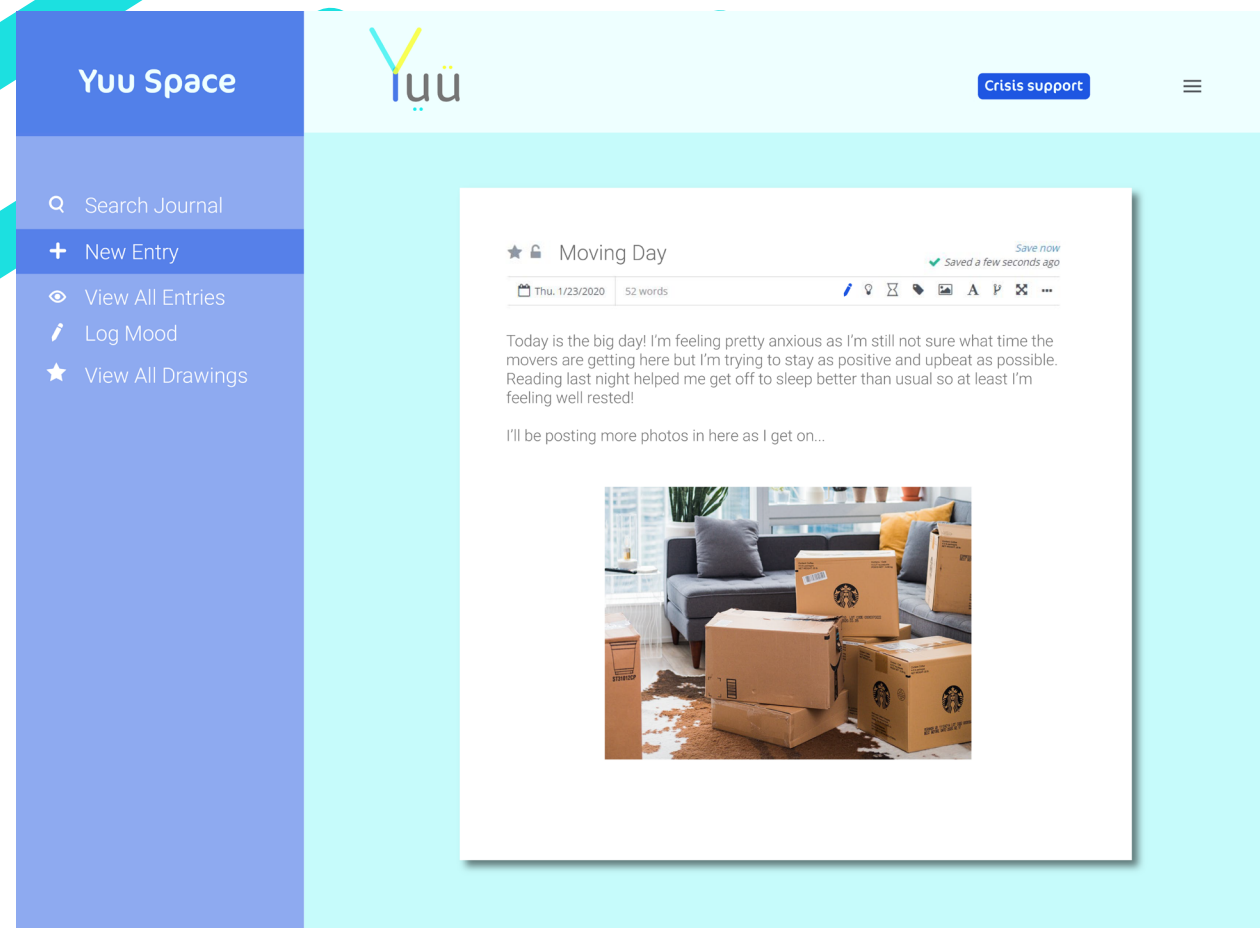
Reduce Stress

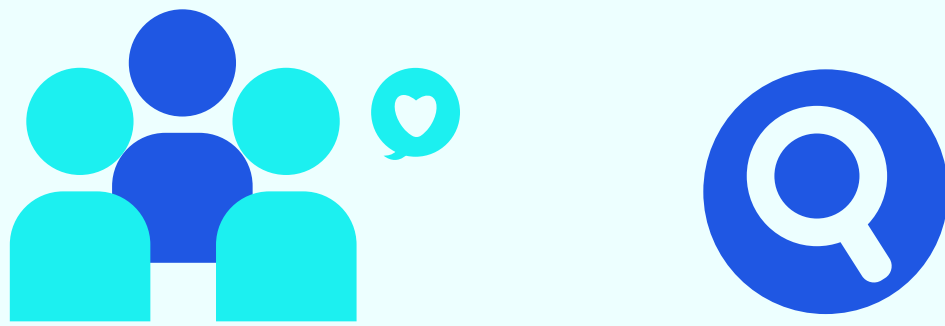
Breathing exercises for stress & easy time-management tips. How to cope and communicate money worries.



Student Mental Health

Student stress self-help strategies, tips on surviving exams and educational pressures. Tips to help someone through exam stress.





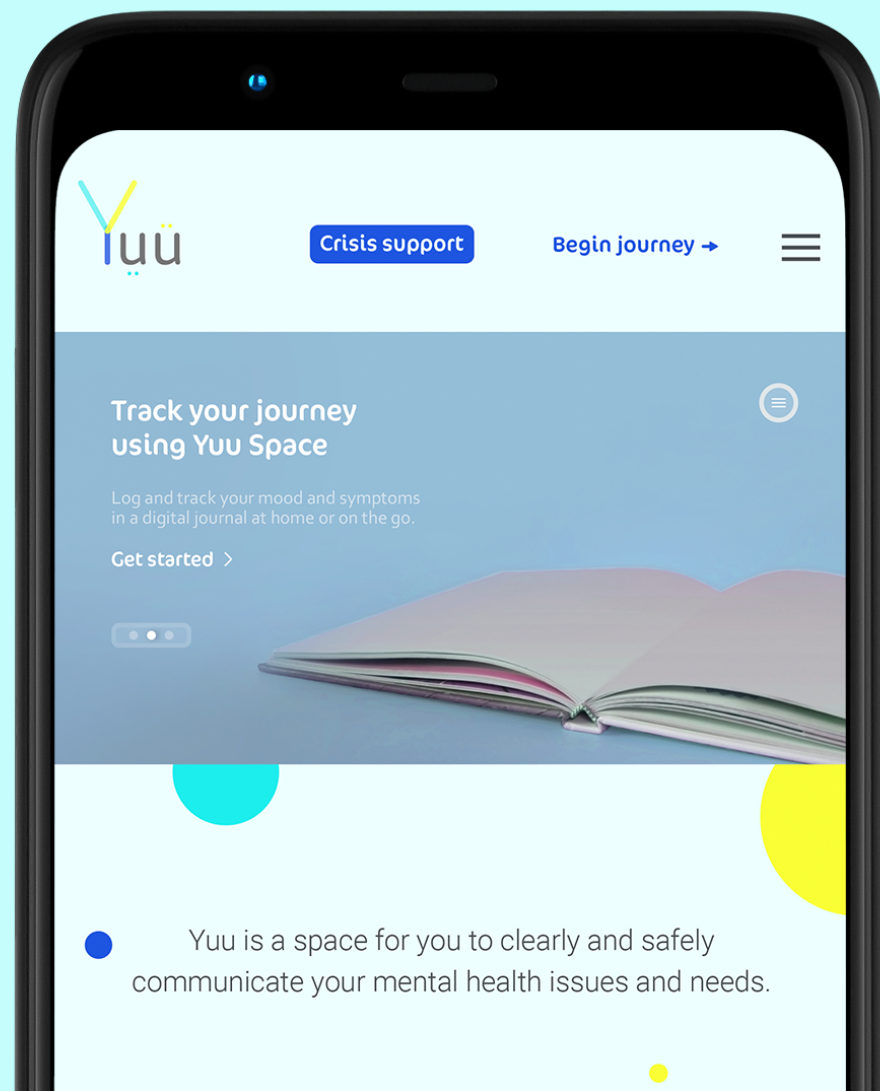
Yuu Space

Features & Access

There will also be a safe, monitored community space for patients to hold conversations between one another, here they could share their own stories, offer support and potentially gain new friends with similar experiences to their own. There will also be a wealth of helpful links, contacts and coping mechanisms for patients to access at all times alongside the patient journal feature, Yuu Space, mentioned previously.

Although initially, the project was aiming towards just building an online platform that would be accessible to those referred to it - due to these additional features, I feel it would be best to make this service available as an app too. This will allow the patients to use all the features provided on the go, which could help to ensure they capture the genuine emotions they're feeling at the time.

This would be a free app to ensure that it is accessible to all and will be made available to all smart phones. Although the format may change somewhat due to the phone screens size difference, I would like to make it so that all features that are available on the site are also in the app. The only bonus feature of having it in an app, other than accessibility, would be that the patient could set up to have reminders or notifications if they desire.

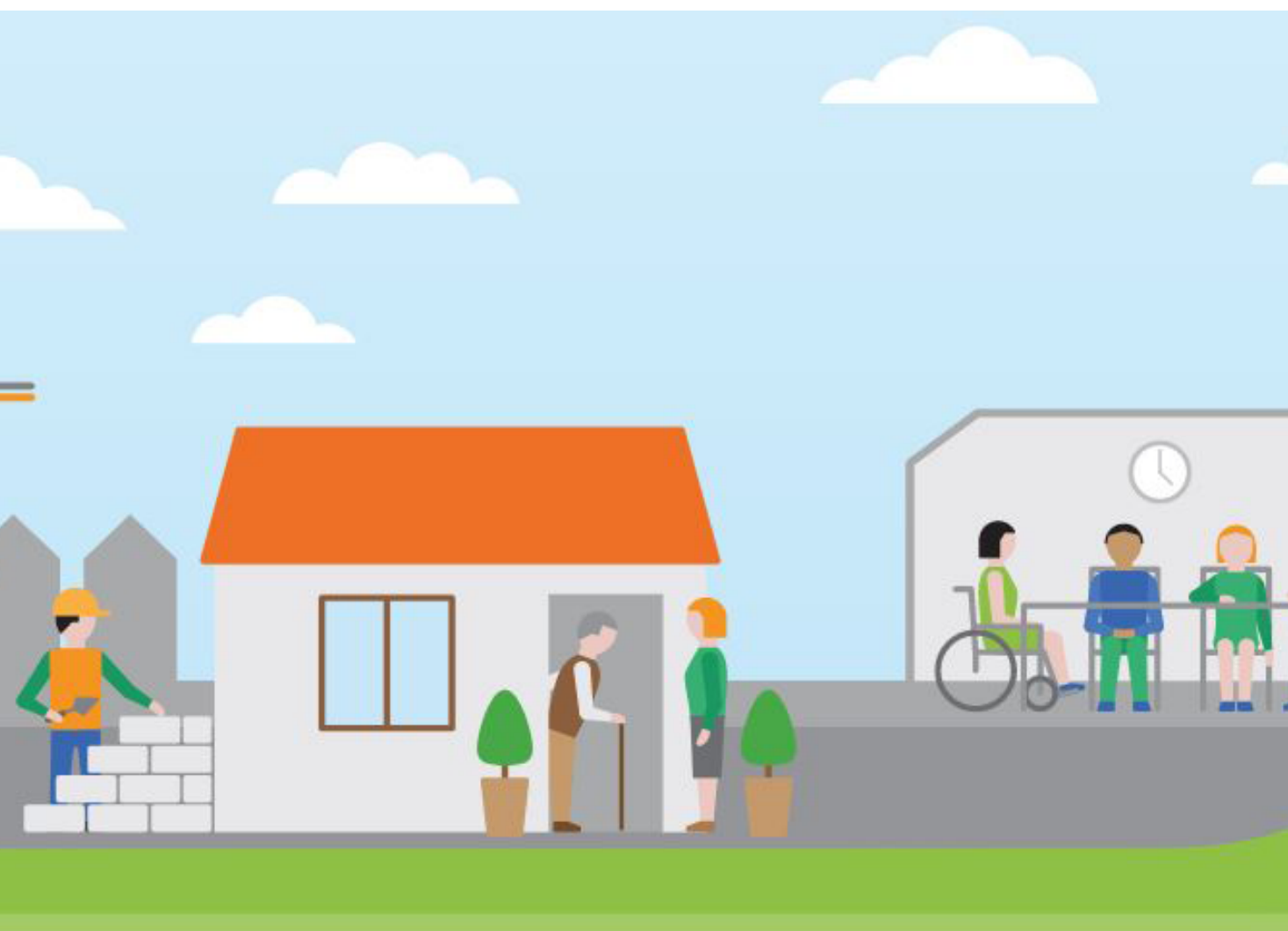




Feedback

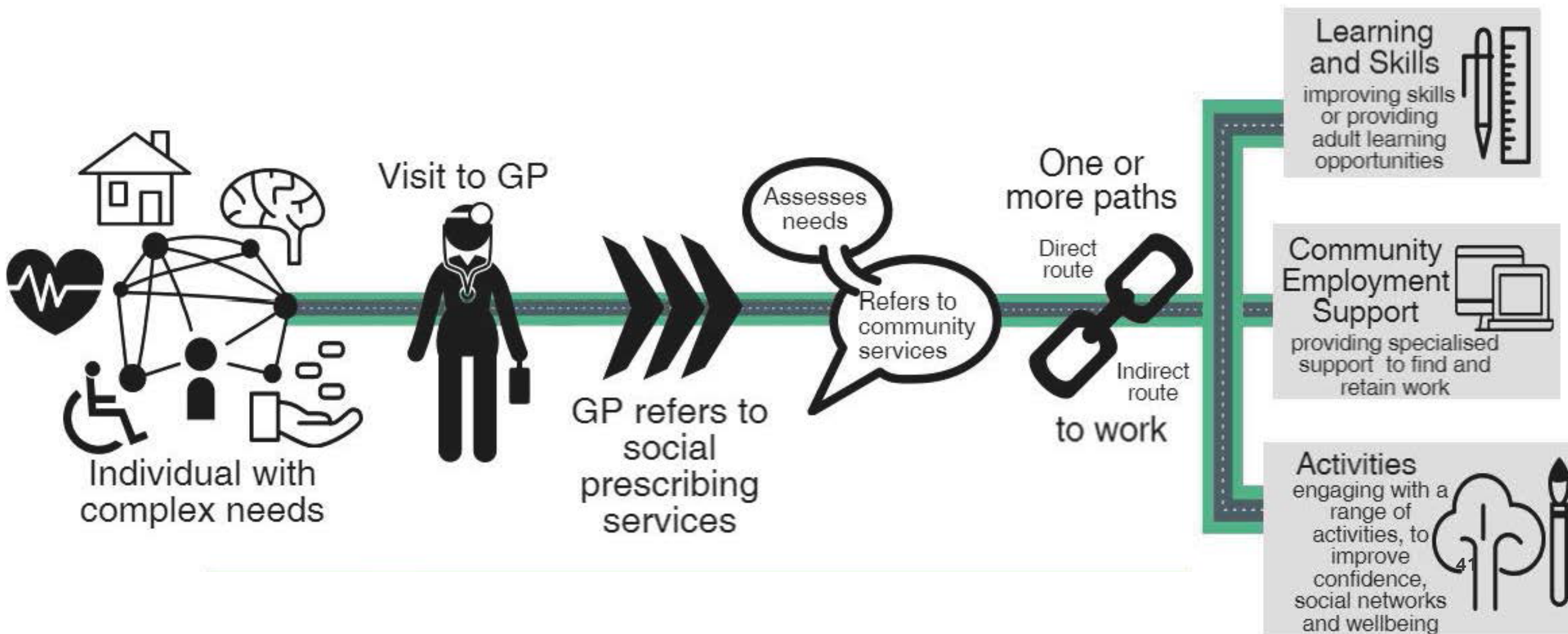
After revising the concept and the content, I sought out further feedback from someone else within the medical field. I was put in contact with Louise Clulow, A Medical Project Manager. Immediately Louise raised a concern regarding the amount of time a GP would have to commit to this tool, she then pointed me in the direction of Social Prescribing.

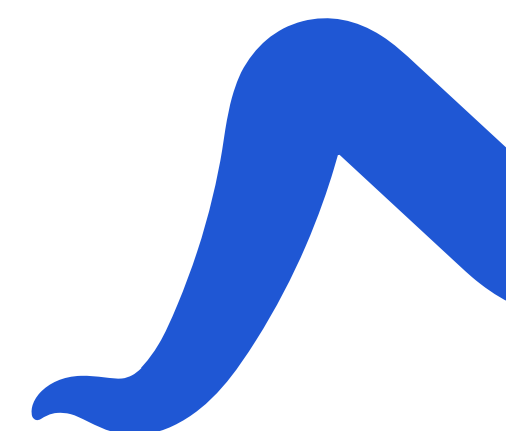
LC – Nice idea but this would never be passed by the NHS as it would be too time consuming for a DR. This should be described as a tool to aid social prescribing, rather than involving the GP. Look up the new role 'Social prescribing link worker' and social prescribing in the new NHS 5 year plan. This is a new role that aims to take pressure off a GP and signpost the patient to the most appropriate non medical care. A surgery which has already implemented social prescribing successfully is Frome in Somerset, there should be plenty of info online. The social prescriber could manage this page and take more time assessing the patients need.



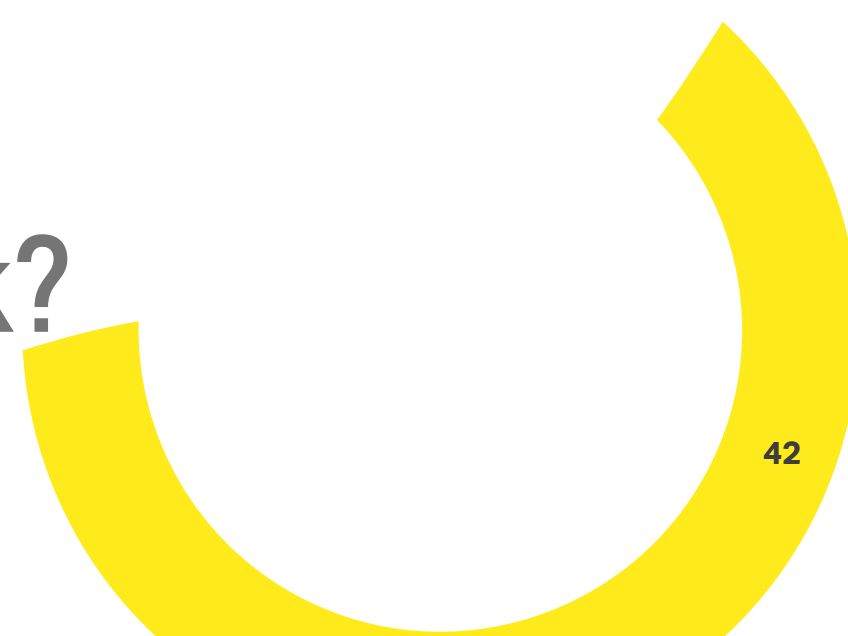
Social prescribing is when health professionals refer patients to support in the community, in order to improve their health and wellbeing. Once I had carried out some further research into how this is currently working within the Frome practice, I found that my project didn't need to change too much in order to adapt to this system. It would remain a communication tool, but rather than it being used by the GP, it will instead be used to aid Social Prescribing.

Brief Overview - Amended Draft





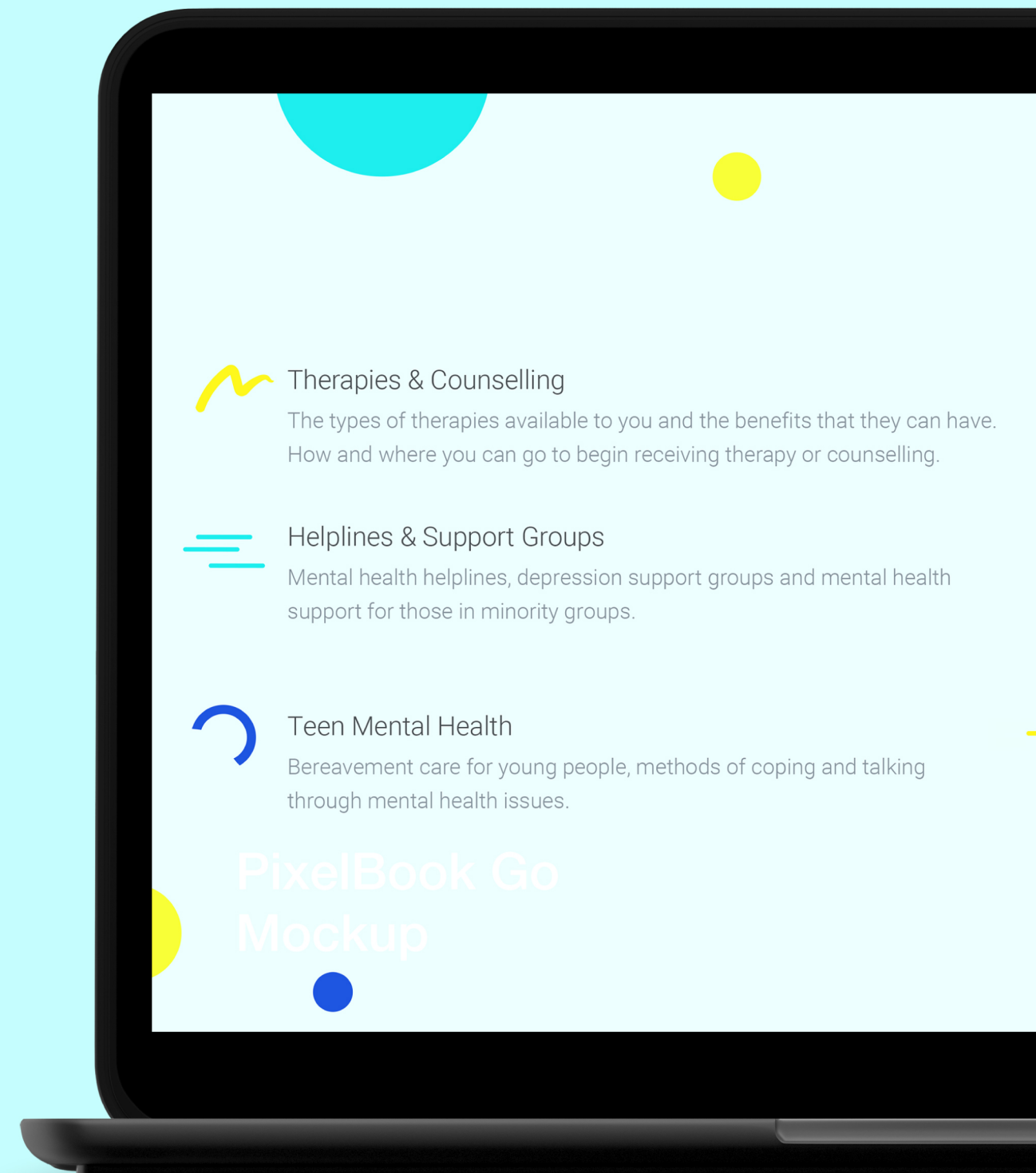
So, how is it going to work?



Yuu

Once a patient is referred to Yuu by their GP, they'll be asked to complete an online medical questionnaire. During this they'll be asked a variety of questions that aim to gain information on their current wellbeing and any underlying mental health conditions. Upon entering their symptoms, the patient will be presented with the option to receive a tailored design that has been created based solely on their inputs. Meanwhile, a social prescriber link worker will be granted access to the patients information, from here they'll be able to work with the patient, connecting them to local community groups and statutory services for further practical and emotional support.

Upon referral, the patient is granted a personal login to the system, so the patient then has the choice to use the platform for however long they would like. As the features embedded within the system have both long term and short term benefits, there isn't necessarily a time limit to how much Yuu could help those in need.



This concept is continuously evolving and would continue to do so after implementation. Bringing in medical professionals to reflect on the brief was a pivotal point for me to refine the idea and ensure the tool could be effectively used by the patient. Although I'm yet to create a mock up of the platform for a round of first hand testing, based on the feedback I've received so far I'm positive that this system has the potential to aid those that suffer with mental health issues as well as

create a positive impact on our current health care system. Although this project stemmed from creativity, the true creative nature of it will only be seen through use – this platform will continue to encourage patients to engage with visual arts and use it as a tool whilst also keeping both the medical professional and the patient's best interests at it's very core.

