



ELYSIAN

ecotherapy through adventure

FINAL THESIS BOOK | BY **ANDREA DAVIES (0429142)**

Final Review Presentation • 04/25/2018 at 10:00 A.M.

WEB DESIGN & NEW MEDIA | ACADEMY OF ART UNIVERSITY

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OVERVIEW

AUTO-BIOGRAPHY

My name is Andrea Davies. I am originally from Fremont in the Bay Area. I have always had a passion for the arts. In my high school I participated in the Center for Creative Arts program, this meant that our English and history classes incorporated the arts into our learning programs. I also took photography all four years of high school, even taking the initiative to create a photography 3 class with the school because myself and others wanted to continue our photographic journey past AP photography.

I moved to San Diego when I got into San Diego State University in 2008. I began my college journey with my first major being Hospitality Tourism and Management. I always felt like something was missing. I was missing my passion for art and creation. I signed up for an art minor and as I began taking those first few classes I knew I needed to extend my college journey and take Graphic Design as a full major versus the minor. I needed to continue art in my life past the few minor classes to learn and continue to grow in the field of graphic design as I knew this is the career that I wanted to pursue after college.

I finished my second major in Graphic Design in spring 2014. I learned so much during this experience about design and myself. After graduating I found myself working for a print, direct-mail marketing company and after a few months working there I felt like I was running behind on the innovative world that design and technology was becoming. Unfortunately, while I was at SDSU,

there wasn't a big enough budget or enough teachers to have more than two elective, web classes available to its graphic design students. I believe that web design and UX design is the future and I was eager to learn, which is how I found myself signing up for my MFA in Web Design and New Media at the Academy of Art University San Francisco. When I began I was still working full-time at the print marketing company, once it began to become tough to balance school and work, I was able to transition to a part-time freelance web designer. I realized when I was doing freelance how much I missed working with other people and the consistency of a paycheck every two weeks, which is when I found a part-time job as a graphic designer (with a little web design mixed in) at a small agency in San Diego, which is where I have been for the past year and a half, while finishing my studies.

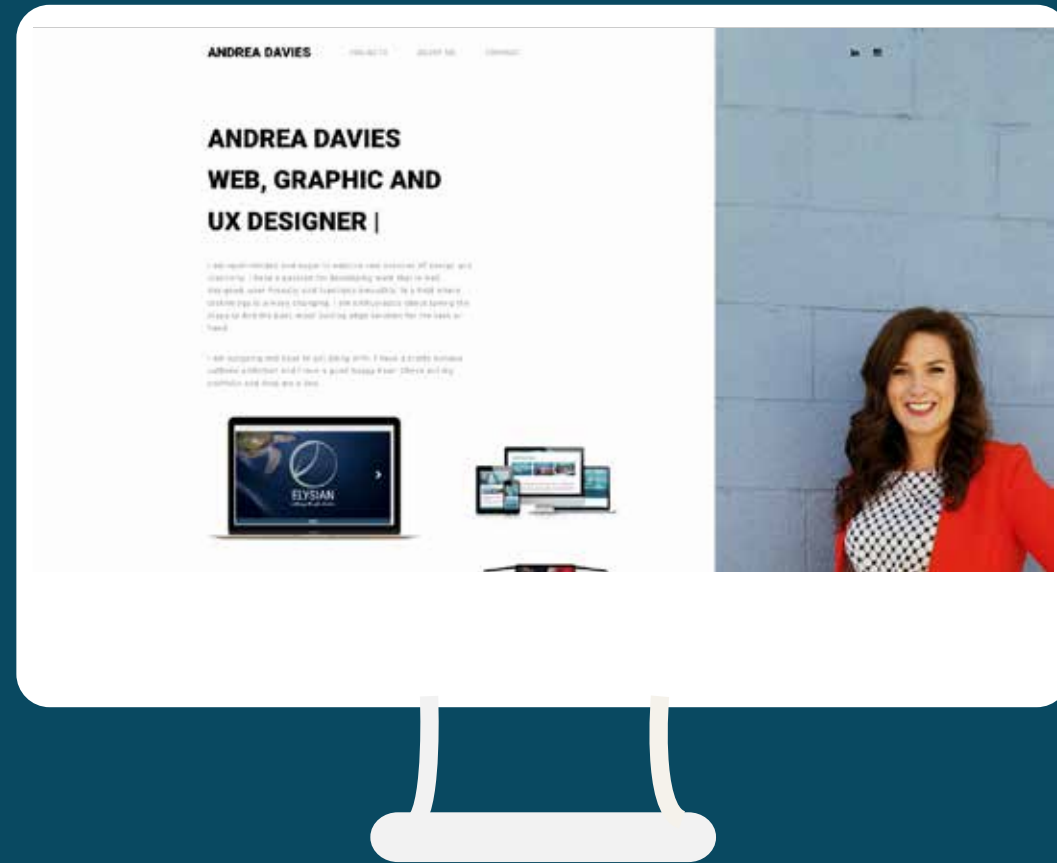
When I began at AAU, I had almost no knowledge of web design, front end development, UX design. I have come a long way in terms of what I am able to accomplish now, however I still feel like I have a lot to learn! I am excited to begin my career and continue to learn and grow in the field of web design and new media. I have a passion for developing work that is well designed and functions smoothly and in a world where technology is always changing, I am enthusiastic about taking the steps to find the best, most cutting edge solution for the task at hand.

“Go outside...amidst the simple beauty of nature...and know that as long as places like this exist, there will be comfort for every sorrow, what the circumstances may be.”

– anne frank

andrea davies.

graphic designer
and web designer



ALDDSIGN.COM

RESUME

andrea davies.

graphic designer
and web designer

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ALDdesigns6@gmail.com
936 Loring Street, Apt# 1B
San Diego, CA 92109

EXPERIENCE

GRAPHIC & WEB DESIGNER

Brown Marketing Strategies, Inc. | August 2016-Present
Branding and design for clients ranging from hospitality to commercial real estate to cause marketing campaigns. Platforms include billboards, transit shelters, bus wraps, magazine ads, presentations, fliers, posters, web design and social media images. Engage directly with clients and vendors to deliver the best possible product for the project at hand.

FREELANCE GRAPHIC & WEB DESIGNER

March 2016-Present
Create several Wordpress based websites from scratch for clients and created "how-to's" for the client to take on monthly maintenance. Update existing websites for clients. Create logos and update/create branding for a handful of clients.

GRAPHIC DESIGNER

Real Marketing of California | Sept. 2014-March 2016
Work directly with 60+ clients to design and produce marketing collateral each month on a consistent schedule, while maintaining a very high level of accuracy, and providing effective marketing strategies for clients. Pull monthly real estate market data from nationwide MLS databases then format and analyze statistics. Proofread and prepare files with variable data for in-house printing. Perform CMYK and RGB color enhancement and retouching photography as needed per client.

GRAPHIC DESIGN INTERN / FREELANCE DESIGNER

CPG Design | Feb. 2014 - Jan. 2015
Internship experience: assisted in design work for clients such as Harry's Coffee Shop, M Life Magazine, Sochi 2014 Olympic Yearbook, Elite Homes Magazine, etc. Also assisted in the design of marketing materials for sports books such as E-fliers, E-blasts, sell sheets, etc. Freelance experience: lead designer for their bi-monthly, real estate magazine, Elite Homes Nashville. Updated the Elite Homes Nashville (Squarespace) website with the newest issue.

EDUCATION

ACADEMY OF ART UNIVERSITY SAN FRANCISCO

Expected Graduation Spring 2018
M.F.A. in Web Design & New Media (online)

SAN DIEGO STATE UNIVERSITY Graduated May 2014

Double major; B.A. in Graphic Design and B.S. in Hospitality & Tourism Management

HTW UNIVERSITY OF APPLIED SCIENCES

Study Abroad Spring 2011 | Chur, Switzerland

SKILLS & INTERESTS

SKILLS: MAC & PC PLATFORMS • EXCEL • INDESIGN
WEB DESIGN • PHOTOSHOP • ILLUSTRATOR
DREAMWEAVER • BBEDIT • HTML • WORDPRESS
PROTO.IO • AXURE • BRANDING • UX • PRINT DESIGN

I ENJOY: YOGA • PHOTOGRAPHY • TRAVELING
TEAMWORK • PAINTING • PIANO • COFFEE • READING
HAPPY HOURS • CLEAN DESIGN • DISCOVERING

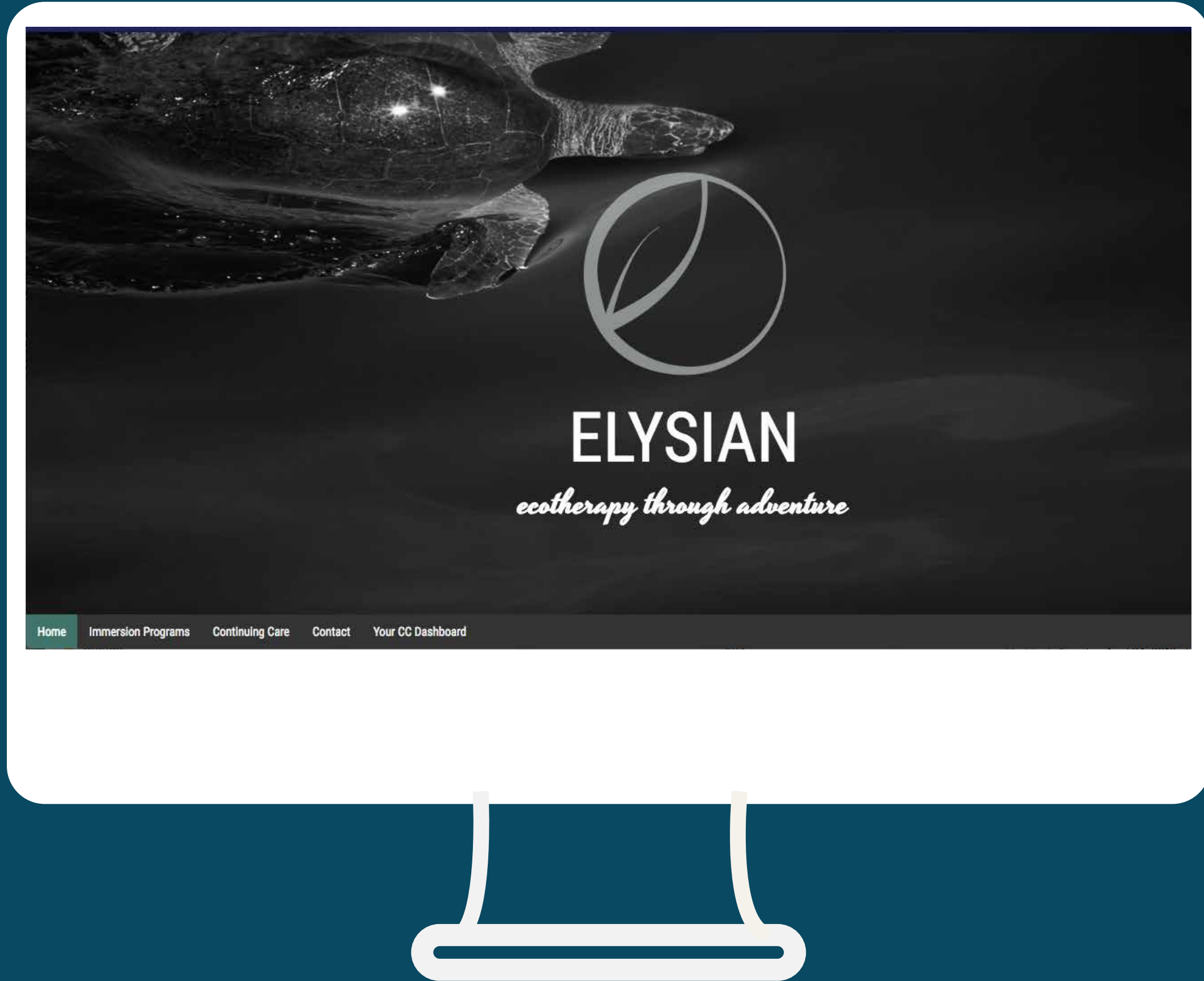
AFFILIATIONS

Design Forward Alliance (2017-2018)
Creative Mornings SD Enthusiast

ALDdesigns.com

www.linkedin.com/in/daviesandrea

References available upon request.



OVERVIEW

ELEVATOR PITCH

Elysian offers new ways to experience therapy for young adults struggling with difficulties providing a wilderness immersion experience to begin healing and create lasting change by providing a Continuing Care Program that can incorporate ecotherapy into your day-to-day lives after your immersion experience. Mental health issues are on the rise being that people find it harder to take a break from their busy lives, disconnect from their phones, and reconnect to themselves. At an Elysian immersion experience, you will be able to focus on your overall health, while connecting to yourself and nature under the close care and guidance of licensed professionals.



OVERVIEW

THESIS ABSTRACT

Eco-psychology focuses on our connection to nature and the environment in which we all live. Ecotherapy is defined as the applied practice of Eco-psychology. Each therapeutic session is conducted in nature whether in the form of a walk, a stroll, a hike, walking through a garden, sitting under a tree, walking on the beach, etc¹. The sounds, the smells and sights of the great outdoors appear to have an amazing stress-reducing capacity. Research backs up this idea as well, showing that spending time in nature can decrease feelings of depression, increase self-esteem, decrease tense feelings, help us to be more caring, less aggressive and violent, be less likely to procrastinate, and better able to work through problems².

Edward Wilson, a Harvard University Entomologist, coined the term “biophilia,” which refers to humans love of living things and our connection with nature². Since people find it harder to take a break from their busy lives, disconnect from their phones, and reconnect to themselves, Elysian provides a way to amplify and expedite reconnecting humans to nature through an immersion experience.

A lot of people in this day and age feel the pressure to work harder and longer days, and in doing so, it creates a nature-deficit disorder. The term nature-deficit disorder, coined by Richard, a San Diego based journalist, who used it to describe our lack of a relationship to the environment which he believes causes a range of behavioral problems in children and adults³. A few years ago researchers at the University of Essex in 2007 found that, of a group of people suffering from depression, 90% felt a higher level of self-esteem after a walk through a country park, and almost three-quarters felt less depressed. Another survey by the same research team found that 94% of people with mental illnesses believed that contact with nature put them in a more positive mood⁴.

At Elysian, we believe that the main reason for why nature can heal and transform us is because of its calming and mind-quieting effect. In nature, our minds process a lot less information than normal, and they don’t wear themselves out by concentrating. Most importantly, the beauty and majesty of

nature acts like a mantra in meditation, slowing down the usual “thought chatter” which runs chaotically through our minds. An inner stillness and energy can fill us, generating a glow of being and intensifying our perceptions⁴.

At Elysian, we combine ecotherapeutic practice with adventure therapy, which is an experimental form of therapy that involved various types of adventures. It is also often conducted outdoors and activities include things like camping, hiking, navigating ropes courses, rock climbing, sailing, and cooperative games. Adventure therapy allows participants to take calculated risks and explore personal issues in a safe, supportive environment under the guidance and support of mental health professionals. Adventure therapy uses the experience itself to help individuals face and overcome emotional issues, addictions, behavioral problems, and many other challenges. It also helps participants develop important life skills that can benefit them throughout their lives. While there is fun to be had, this therapy can tap into deeply painful issues and by bringing those issues to the surface, adventure therapy provided ample opportunity to confront them and begin the healing process that is essential to personal growth and a happier life⁵.

Elysian immersion programs are life-changing adventures, held at stunningly beautiful sites all over the world. Participants are guided on a journey weaving solitude in nature with a small group of fellow questers and guides. Other elements of the journey include, body awareness practices, council practice, minimum impact camping skills, etc. Each participant comes with his or her own intentions and hopes.

Once the immersion experience has been completed Elysian wants to help out participants continue to incorporate ways to incorporate nature into their lives and provide them with a continuing community that will be with them where ever they go. The continuing care program provides participants with a daily checklist of items to complete throughout their day to continue the success they gained during their immersion experience.

FOOTNOTES:

- 1 <http://www.sandiegoecotherapy.com/ecopsychology-explained>
- 2 https://www.naturalnews.com/037693_nature_deficiency_mental_health_benefits.html#
- 3 <http://www.goodearthplants.com/prescribing-nature-as-the-cure-ecotherapy/>

FOOTNOTES CONTINUED:

- 4 <https://www.psychologytoday.com/blog/out-the-darkness/201204/the-power-nature-ecotherapy-and-awakening>
- 5 <https://www.addiction.com/a-z/adventure-therapy/>

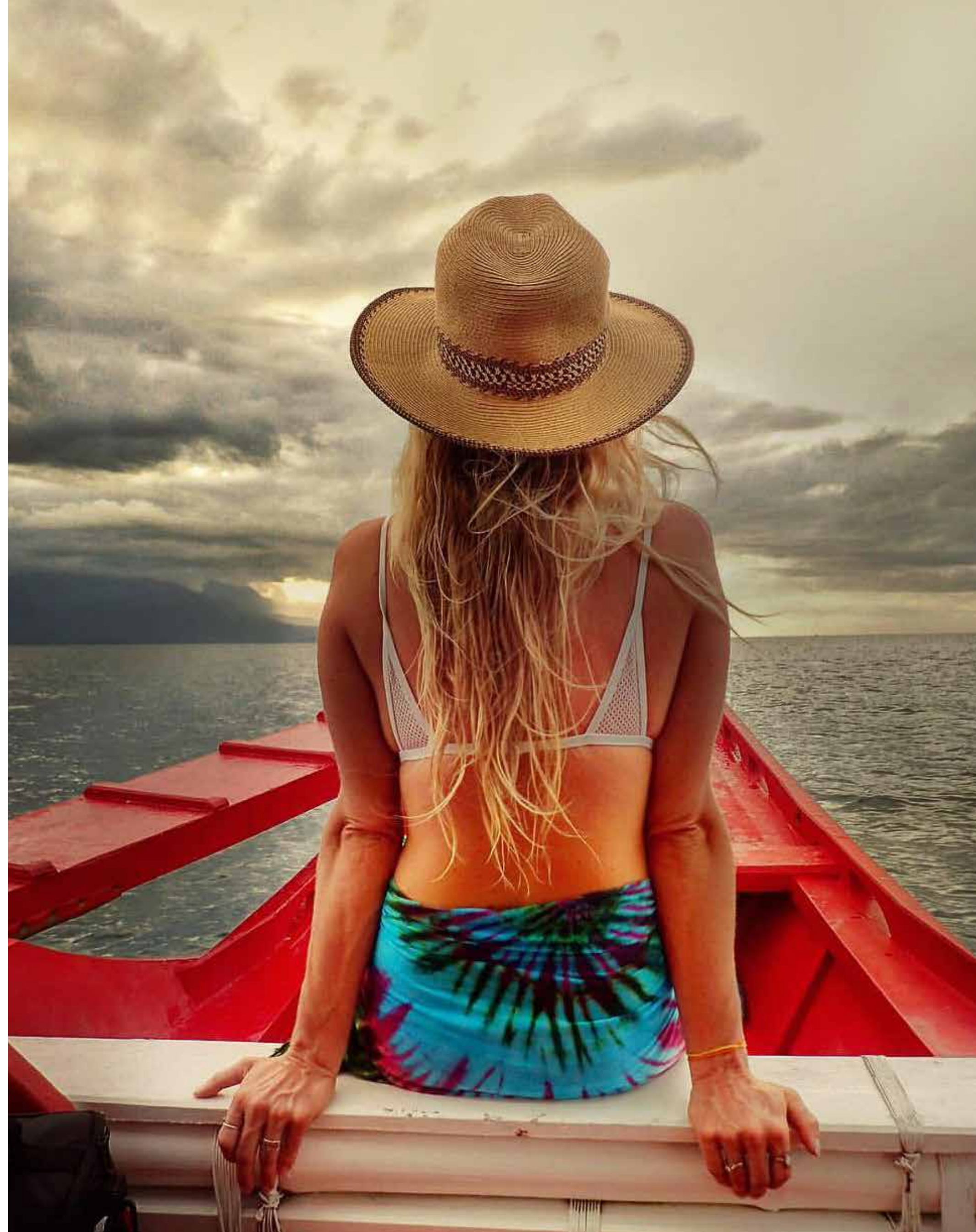
OVERVIEW

STATEMENT OF INTEREST

My thesis concept was something a friend of mine dreamed up as she is a Marriage and Family Therapist as well as a yoga instructor/outdoor activist. The idea resonated with me because it makes so much sense. I think everyone can identify with that feeling that is conjured up naturally inside of you once you reach the top of a hike or when you watch a sunset. At my age I am finding out more and more of my friends have begun therapy and I can't help but think that it is part of the nature-deficit disorder adding to their problems and issues. I know a program like Elysian can benefit everyone with problems small or large, or those just wanting to continue to find fulfillment & connection in life.

My goal was to provide an interactive platform to educate people on ecoterapy and to fictitiously sign up for an immersion experience and create an unique approach to the continuing care program, which most real companies out there aren't doing.

Challenges that I faced along the way included prototyping. I imagine a parallax scroll then a horizontal scroll neither of which were realizable with Adobe XD. I spent a lot of time on wireframes with XD before I found proto.io. There was a learning curve with the new software and I basically had to start my prototype completely over, which was definitely a set back. After getting the prototype complete, then I was faced was the overall coding to actually execute the horizontal scroll with organized and digestible content in an aesthetic manner. It is definitely not as easy to get the look you want when you are coding vs. prototyping and my coding skills have come a long way since I started at AAU, but I am still a beginner. After getting the horizontal scroll to work and getting the right look the biggest challenge I had was adjusting that horizontal scroll from optimal mobile viewing. I think that with the project I have improved my HTML, CSS and UX skills more then with any other project created during my time at AAU.



OVERVIEW

MARKET RESEARCH

The most important key factor that I learned while researching ecotherapy and adventure therapy is just how important it is for us to get outside and reconnect with nature. It can do wonders for your mind, body and spirit. It is such a simple thing that so many people miss out on.

Another key factor for my market research was to see how many of these wilderness programs included sustainable ways for participants to continue with all the things that they learned during a program, immersion, retreat experience. What if the participant reverts back to their old ways once they return home back to their day to day? How long to results last after returning home? How can Elysian make this possible? These questions brought me to the idea that the user should be able to continue their care once they return home. Elysian will help them to sustain what they learned and show them how to implement these techniques around their home town and in their day-to-day lives.

A few years ago researchers at the University of Essex in 2007 found that, of a group of people suffering from depression

90%

felt a higher level of self-esteem after a walk through a country park, and almost three-quarters felt less depressed¹



A lot of people in this day and age feel the pressure to work harder and longer days, and in doing so, it creates a nature-deficit disorder. The term nature-deficit disorder is used to describe our lack of a relationship to the environment which is believed to cause a range of behavioral problems in children and adults²

The main reason for why nature can heal and transform us is because of its calming and mind-quieting effect



In nature, our minds process a lot less information than normal, and they don't wear themselves out by concentrating¹

Another survey by the same research team found that

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of people with mental illnesses believed that contact with nature put them in a more positive mood¹



Research shows that spending time in nature can decrease feelings of depression, increase self-esteem, decrease tense feelings, help us to be more caring, less aggressive and violent, be less likely to procrastinate, and better able to work through problems³



The beauty and majesty of nature act like a mantra in meditation, slowing down the usual "thought chatter" which runs chaotically through our minds¹

¹ <https://www.psychologytoday.com/blog/out-the-darkness/201204/the-power-nature-ecotherapy-and-awakening>

² <http://www.goodearthplants.com/prescribing-nature-as-the-cure-ecotherapy/>

³ https://www.naturalnews.com/037693_nature_deficiency_mental_health_benefits.html#

PROOF OF CONCEPT

Study nature, love nature, stay close to nature. It will never fail you.

frank lloyd wright

TASK ONE

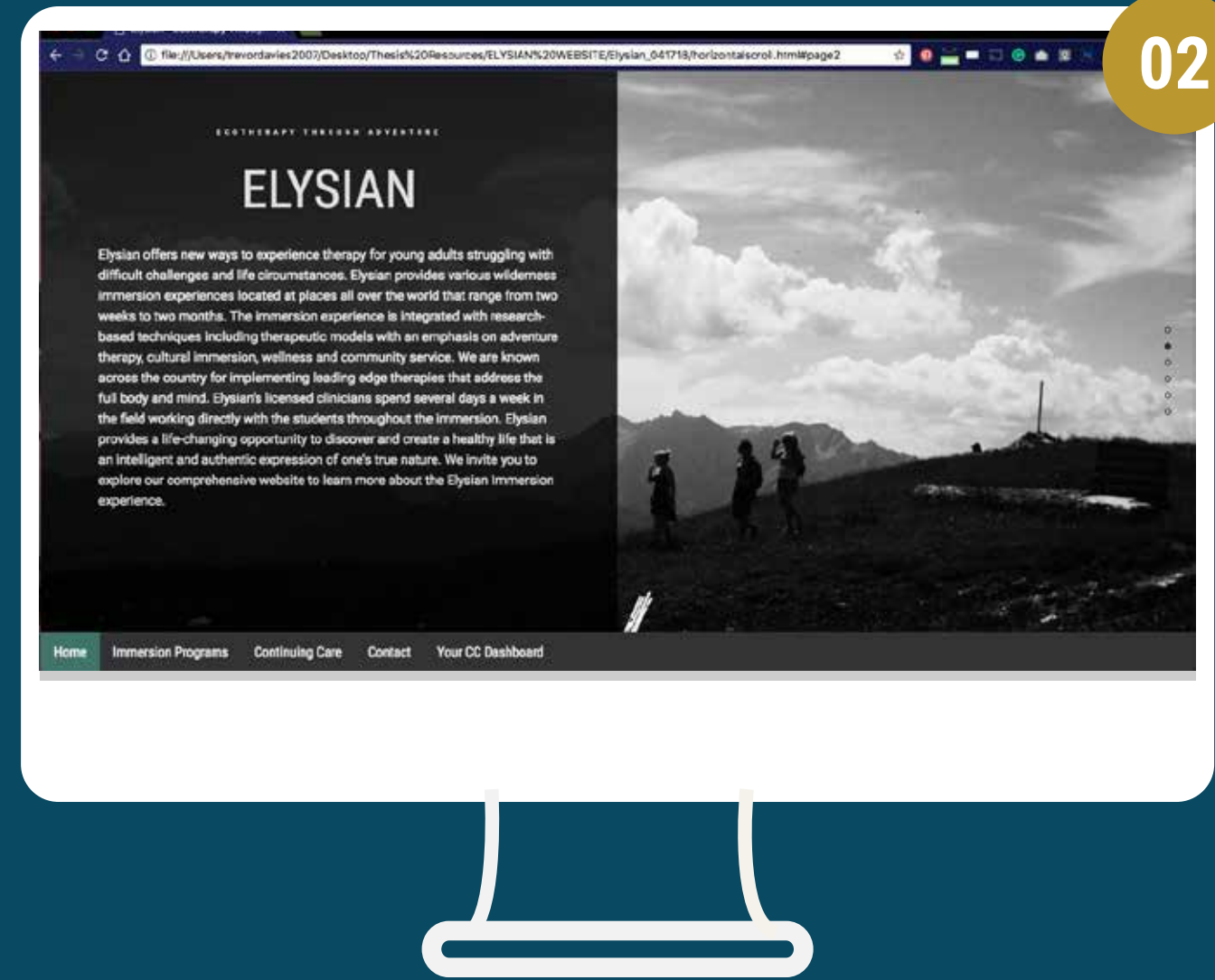
Scenario 1 Imagine you are learning about ecotherapy, adventure therapy and Elysian for the first time. After exploring elysian.com, did it leave you with any questions or would you feel comfortable choosing an immersion experience and trying to create an account (please stop at step 3 of 4 – Payment/online forms).

Task 1 You read through the homepage slide to learn about eco-therapy and adventure therapy and by the end you feel you understand the process of the immersion as well as the goals to be accomplished on the immersion experience and feel confident signing up for an immersion experience.

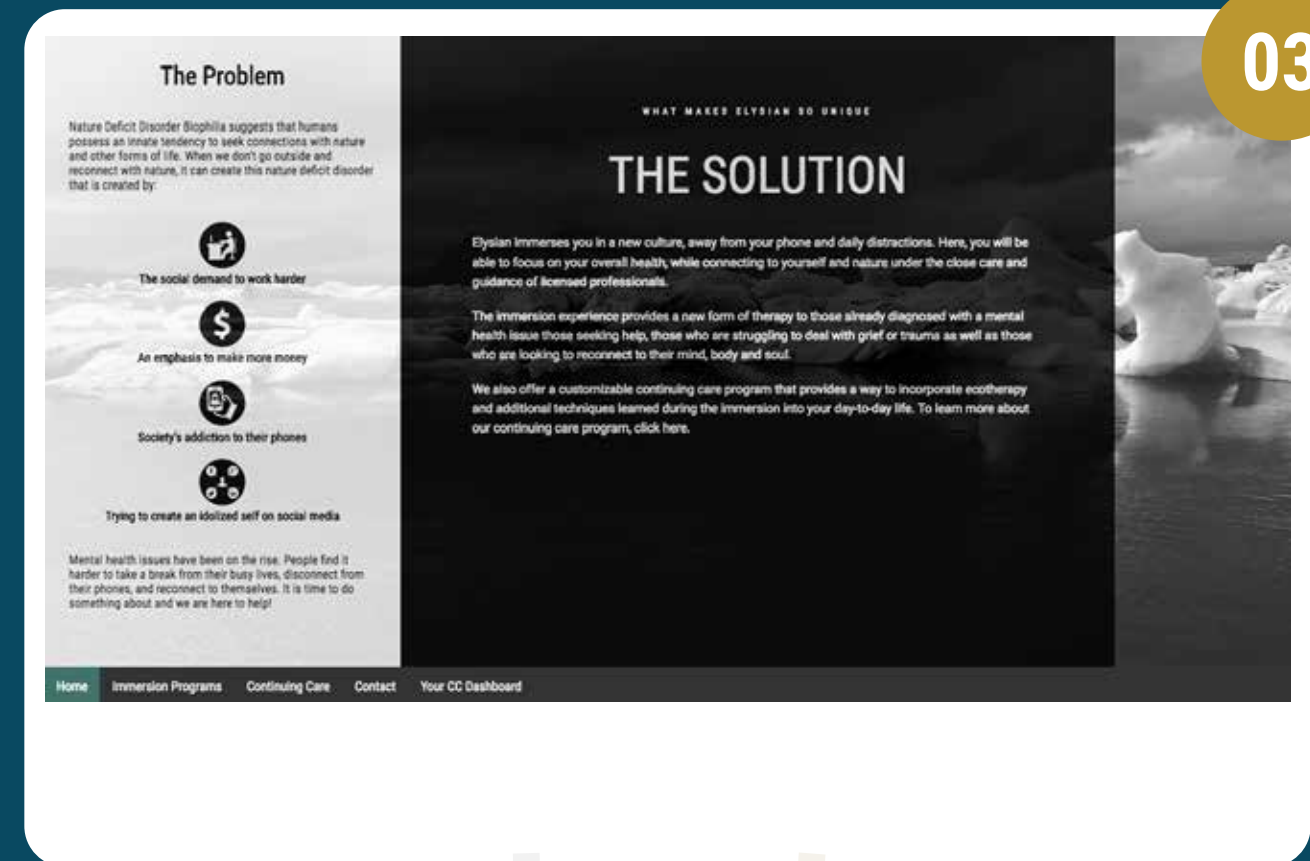
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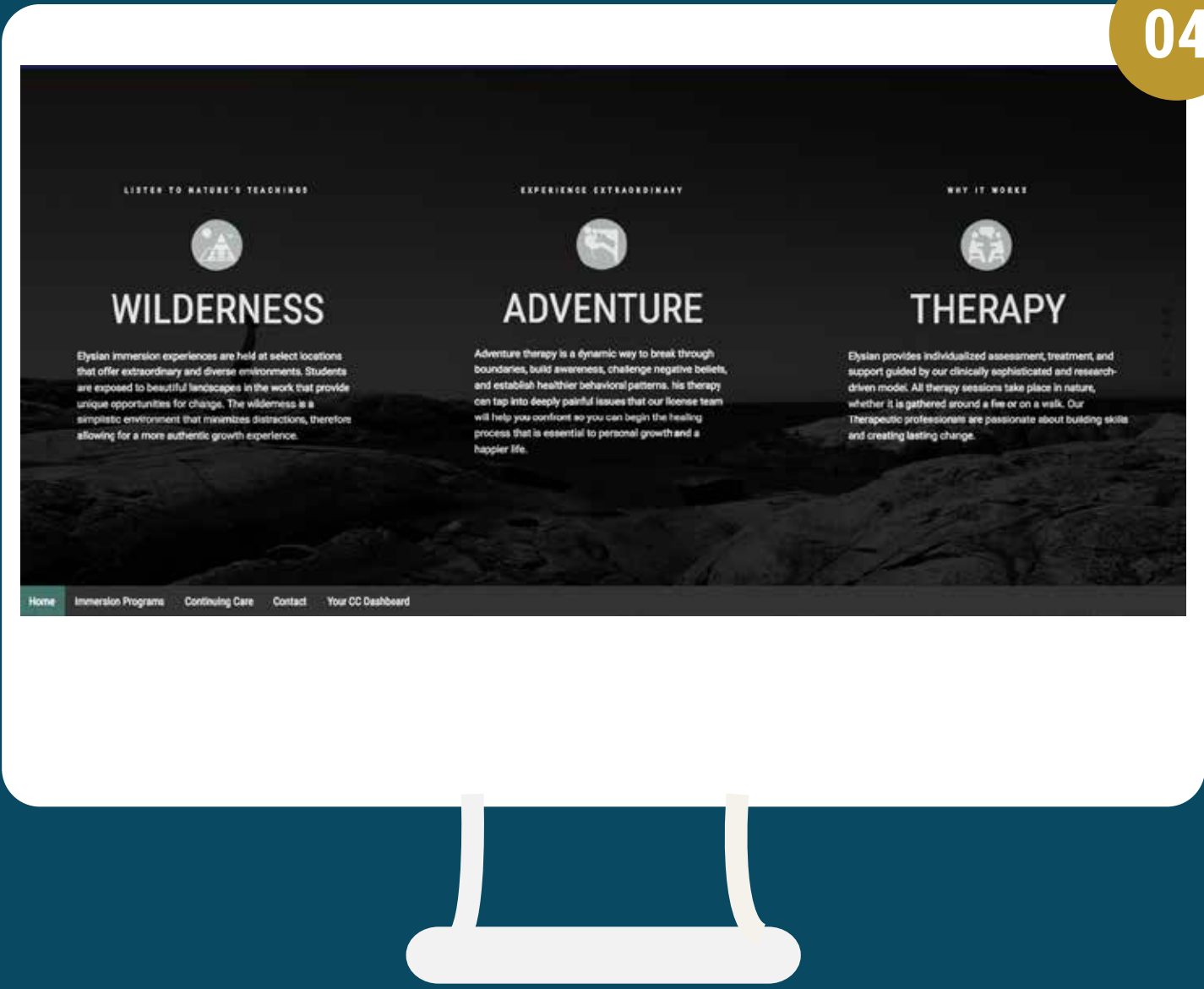
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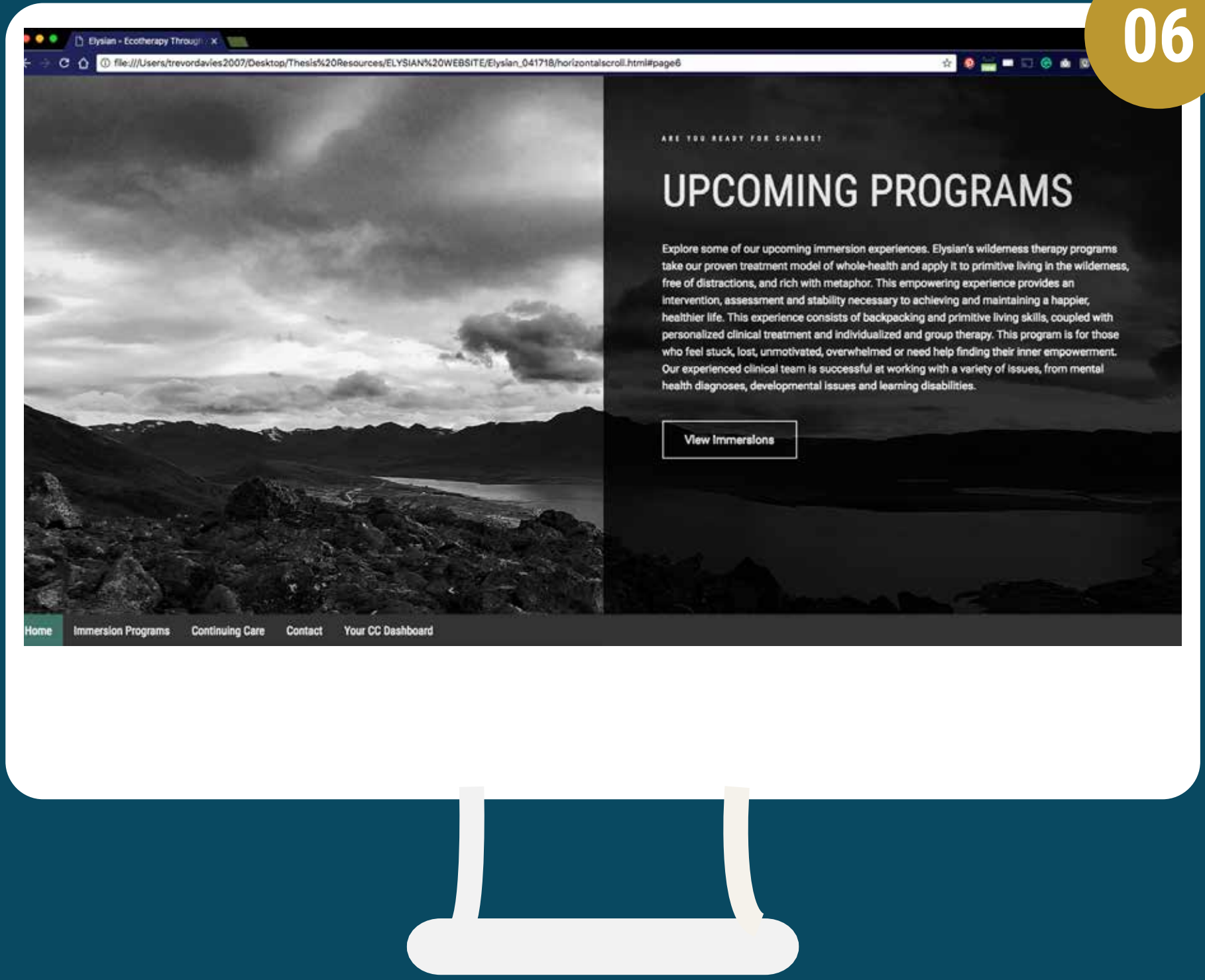
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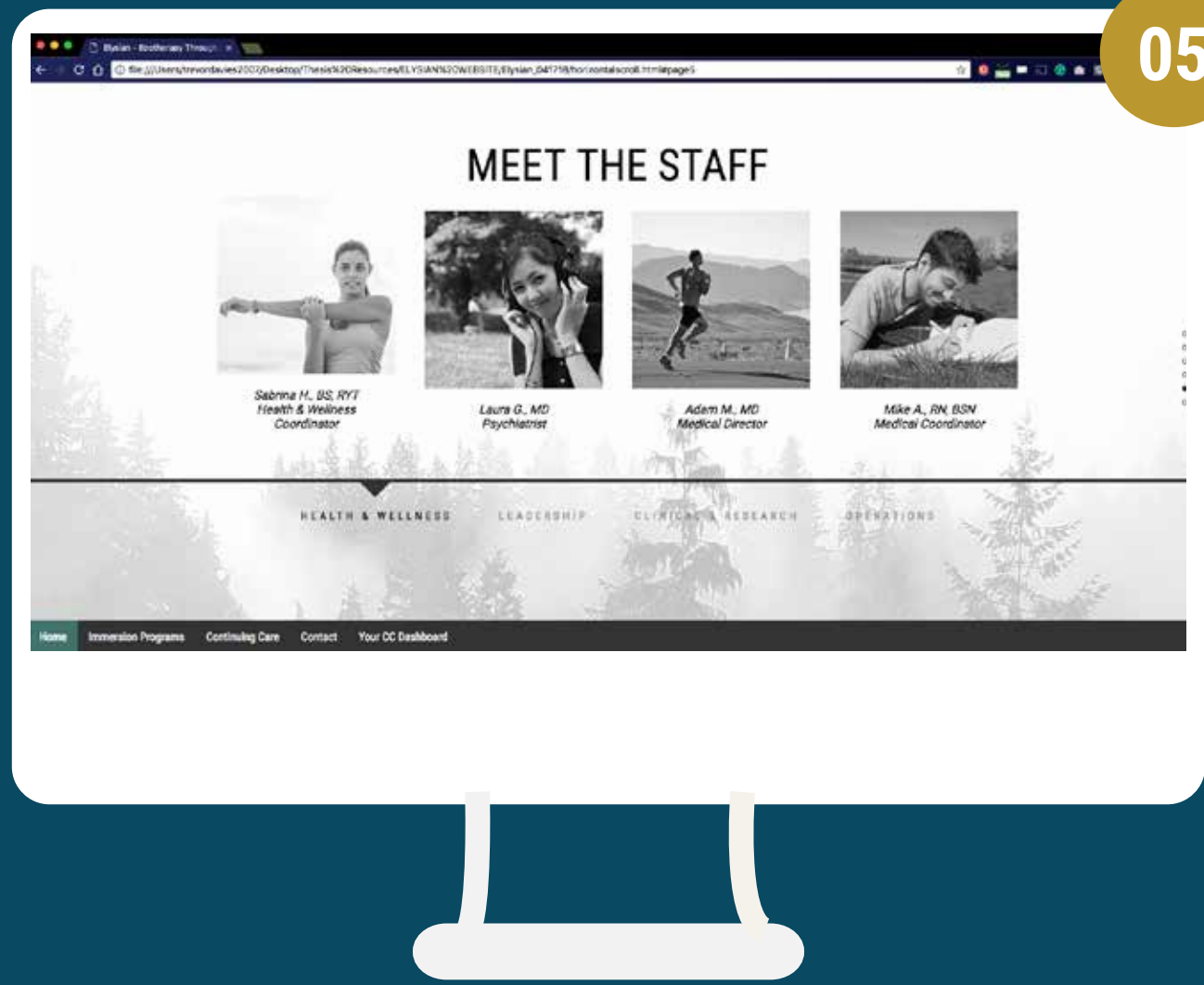
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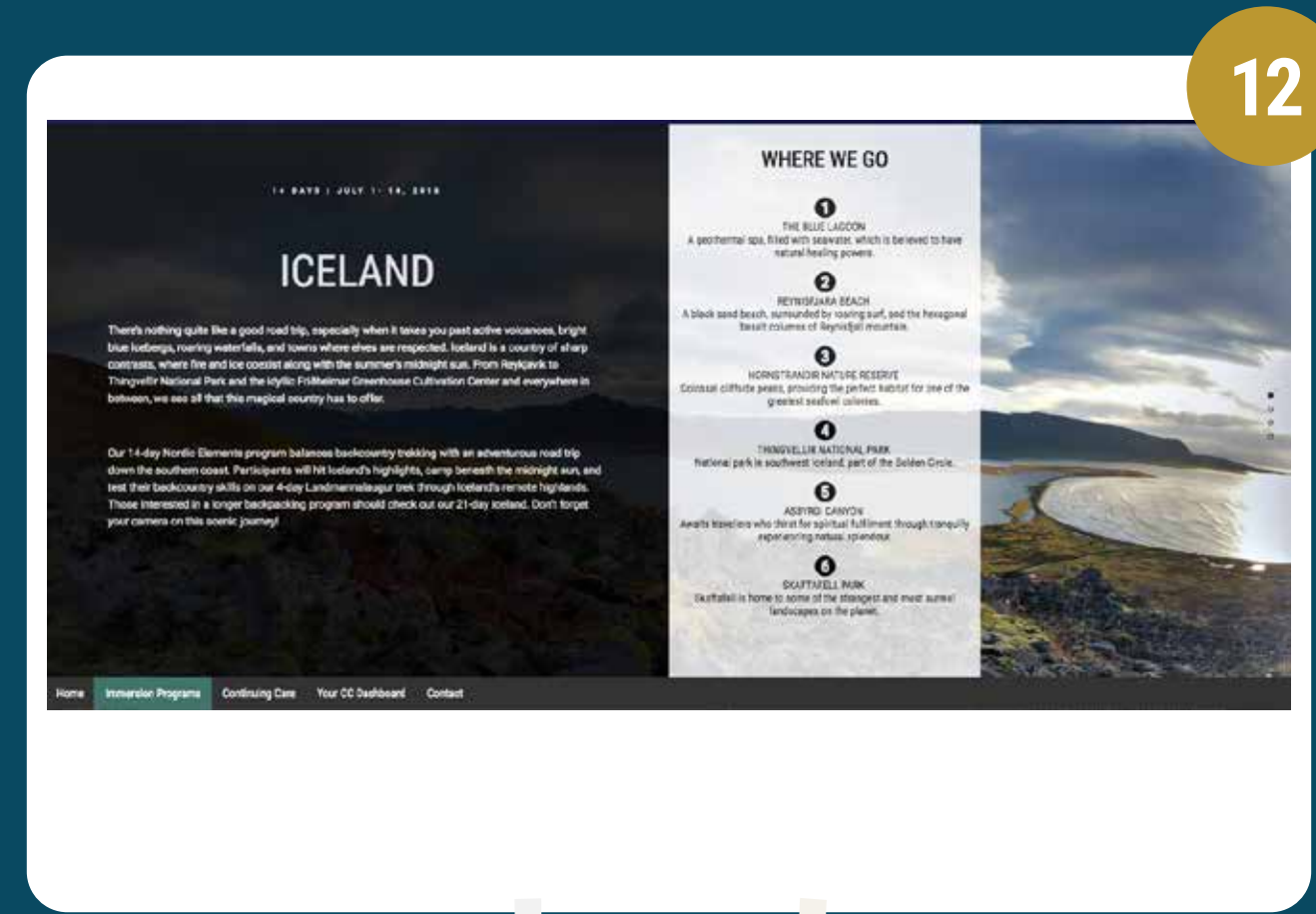
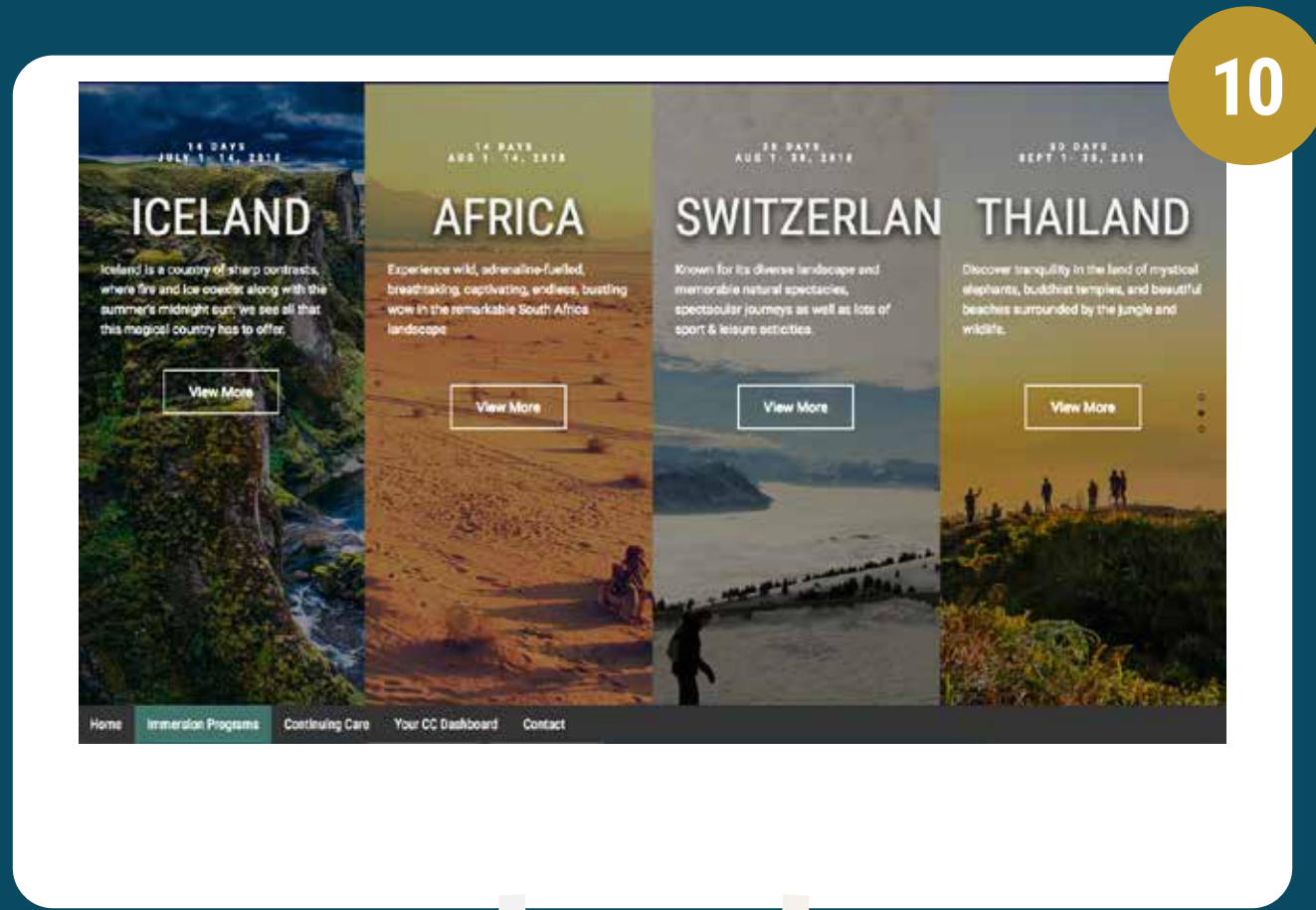
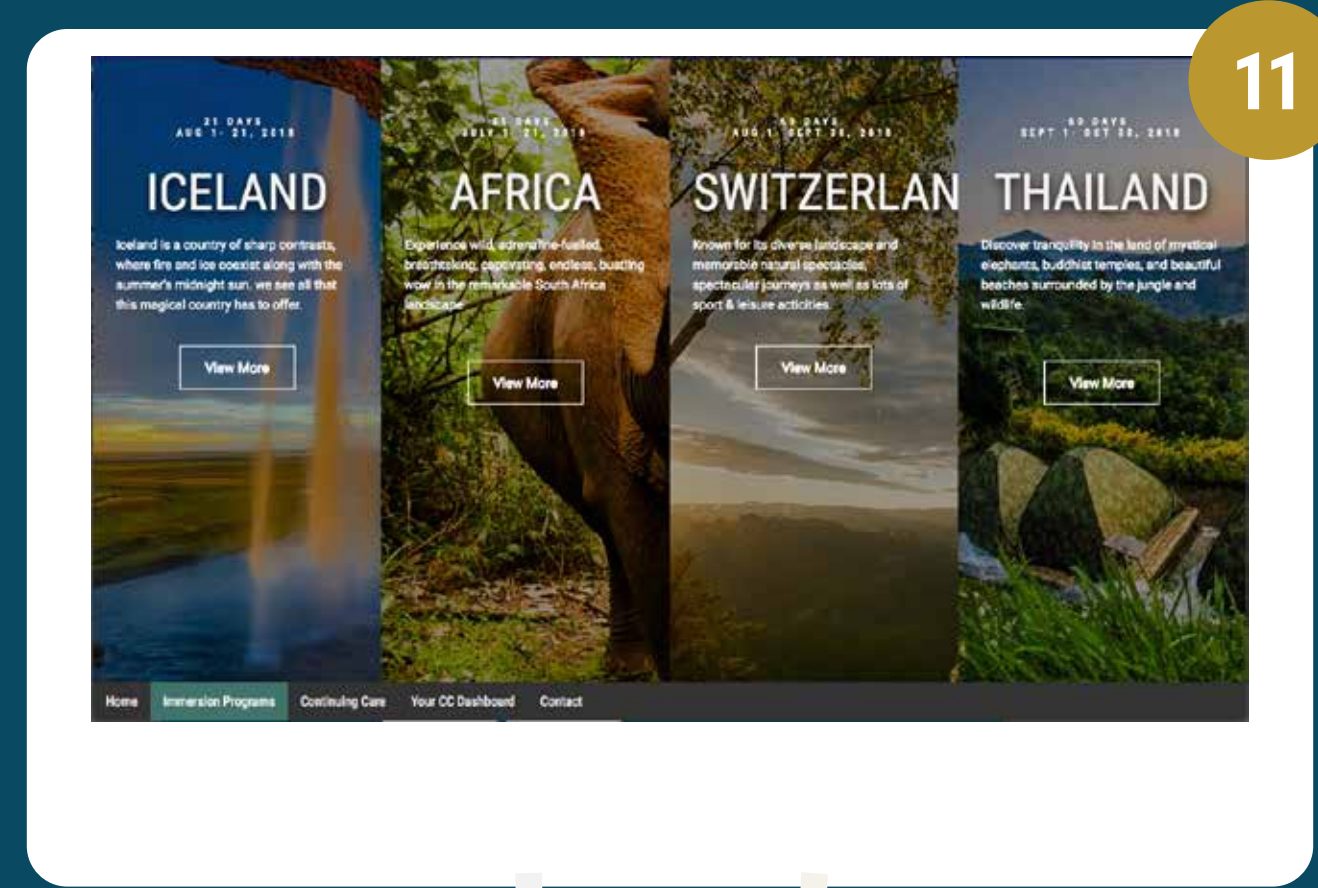
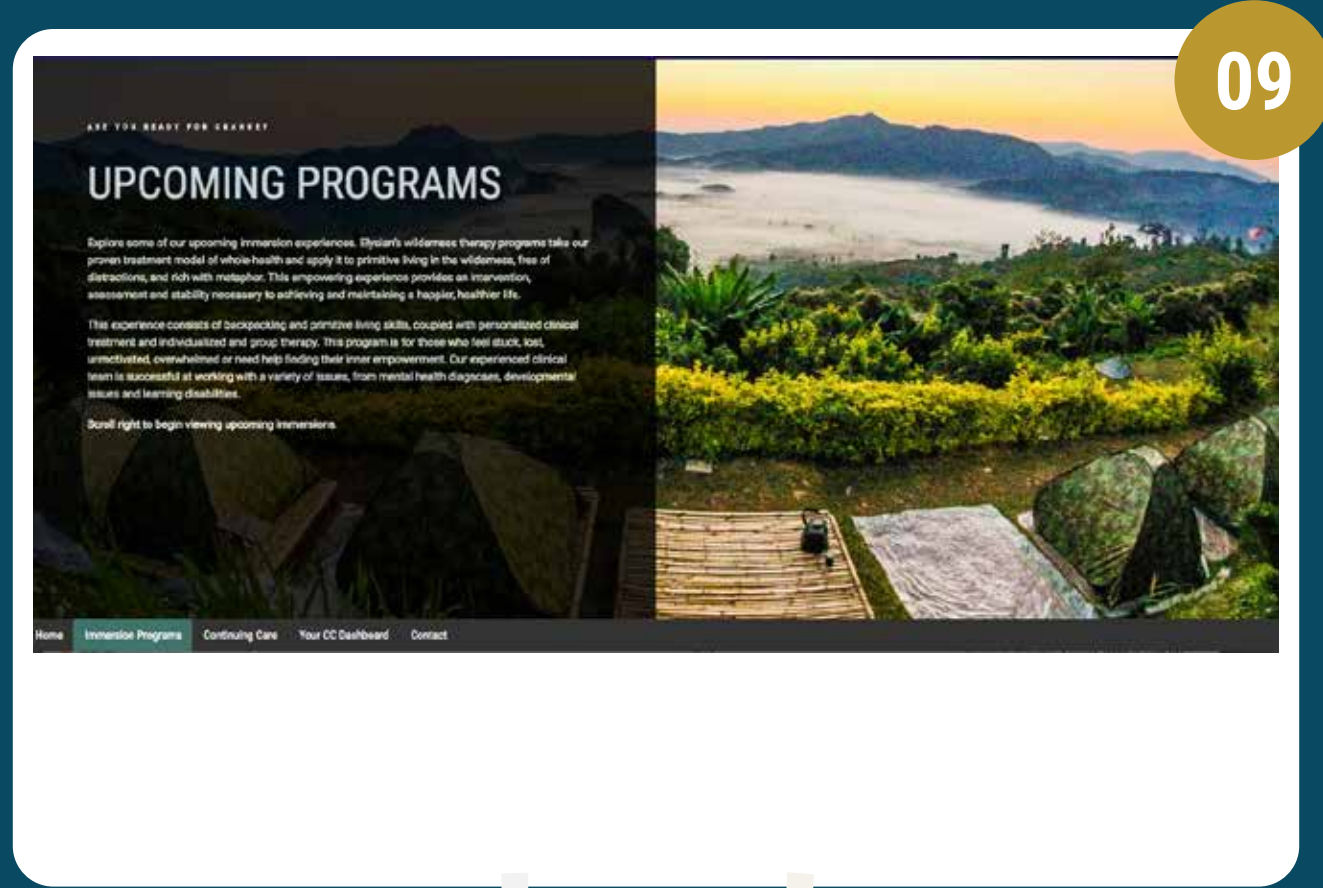


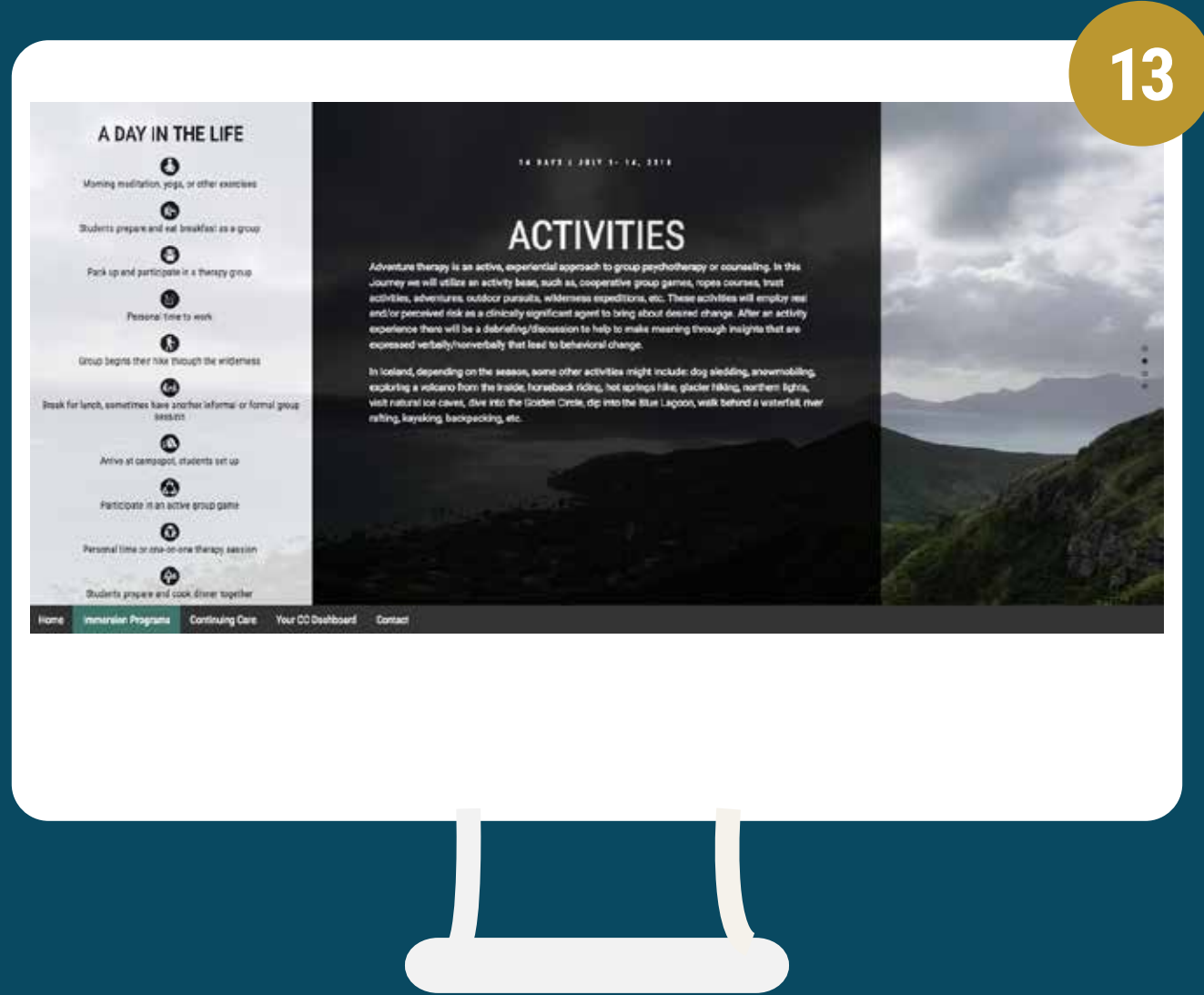
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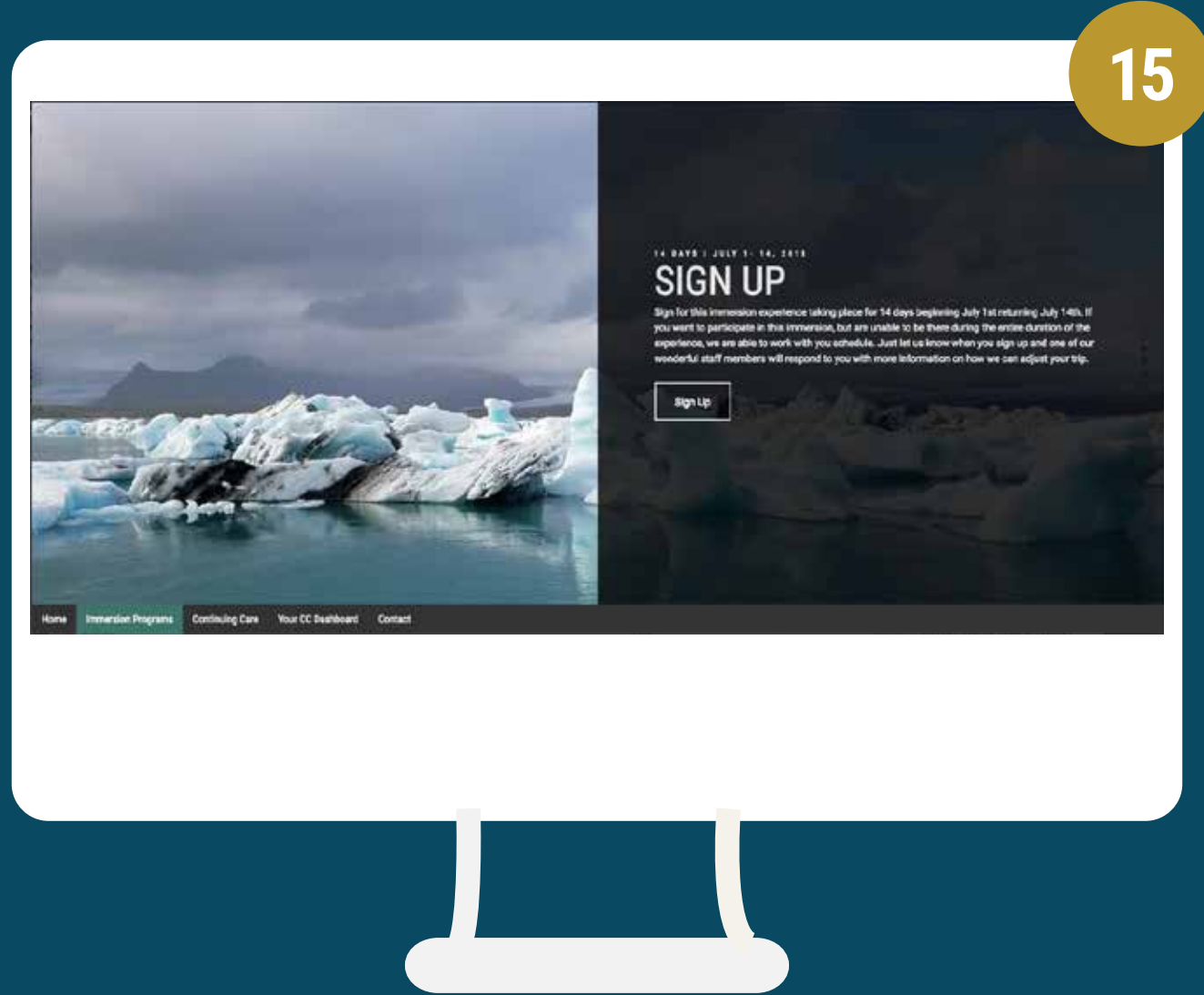
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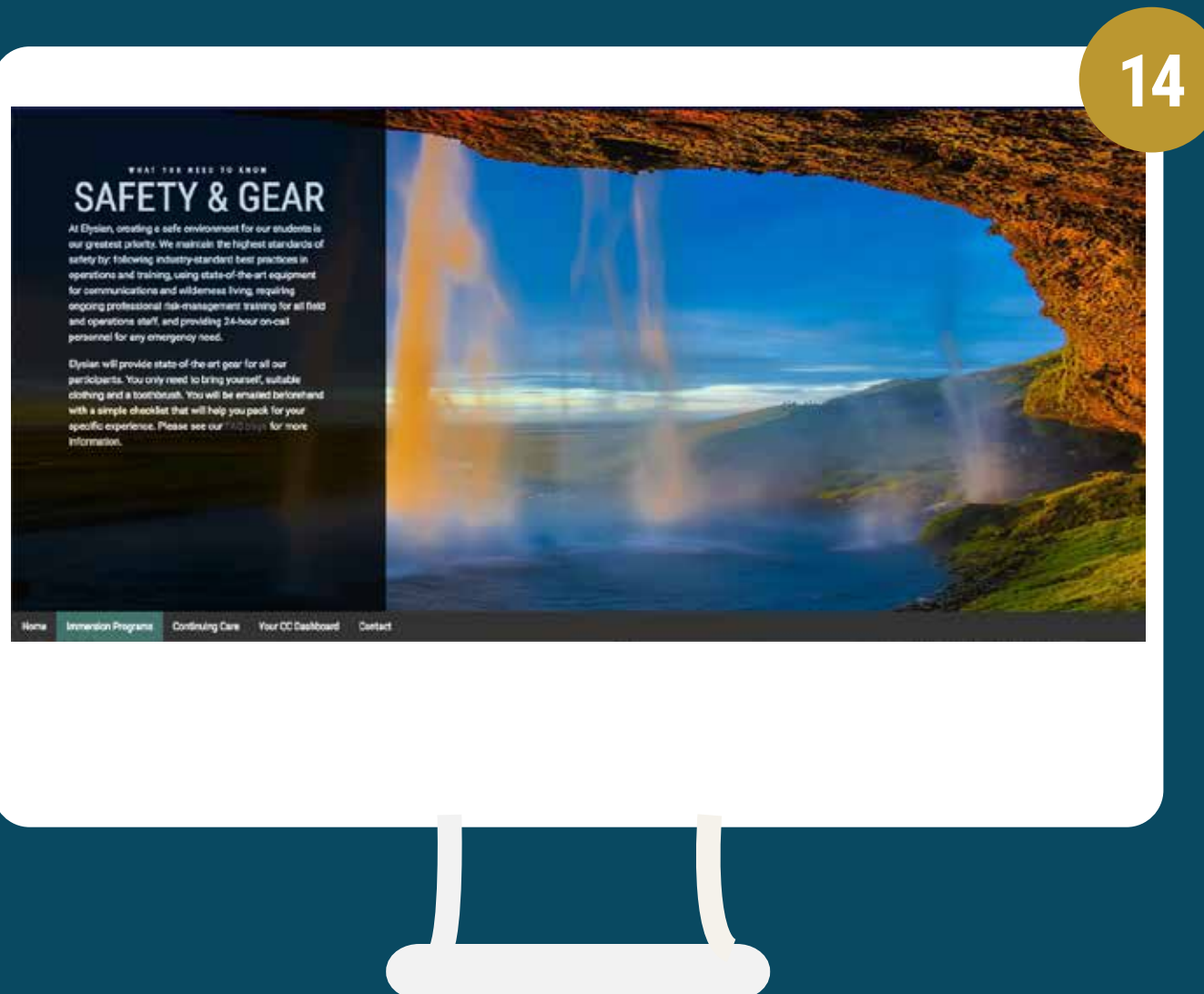




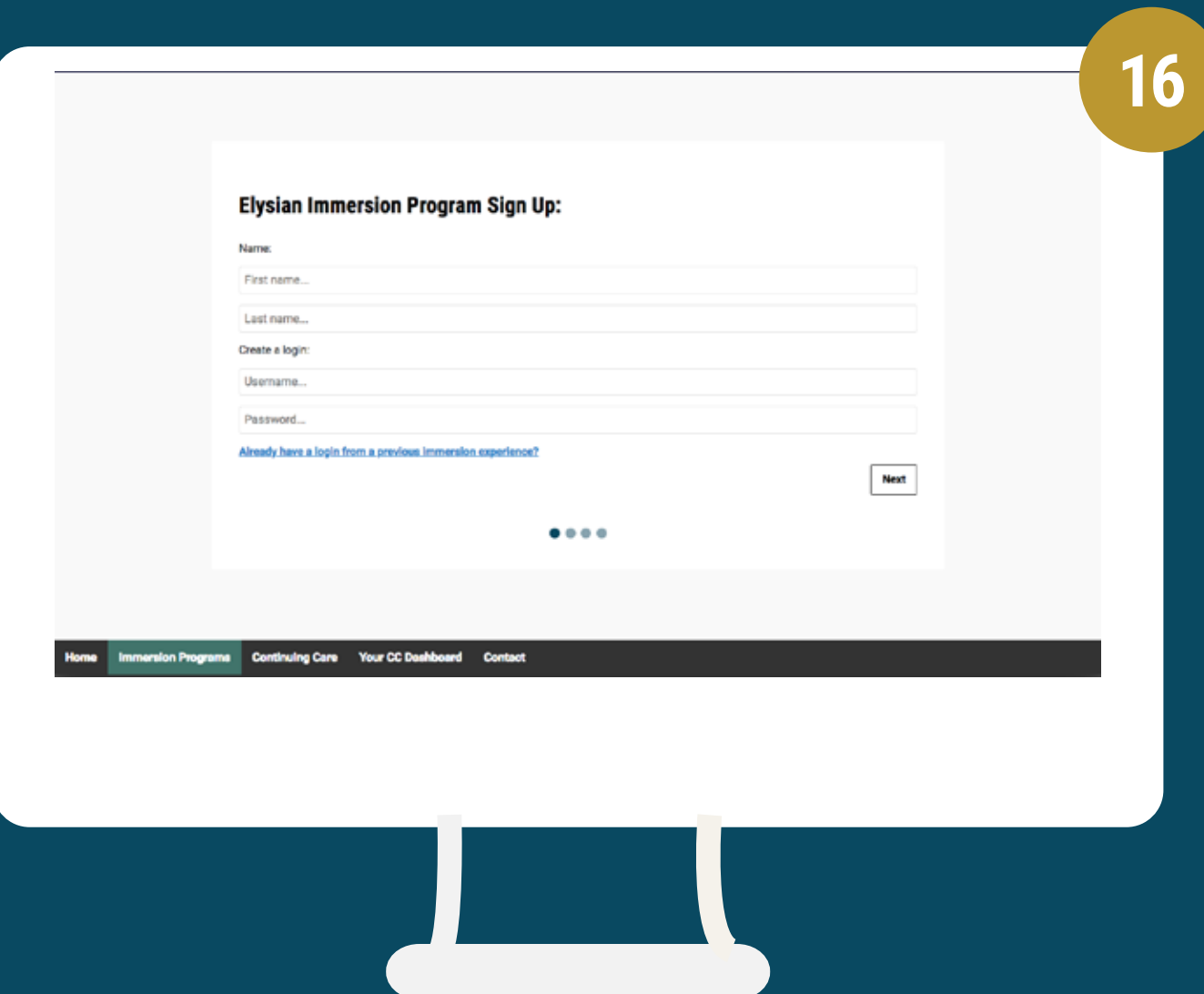
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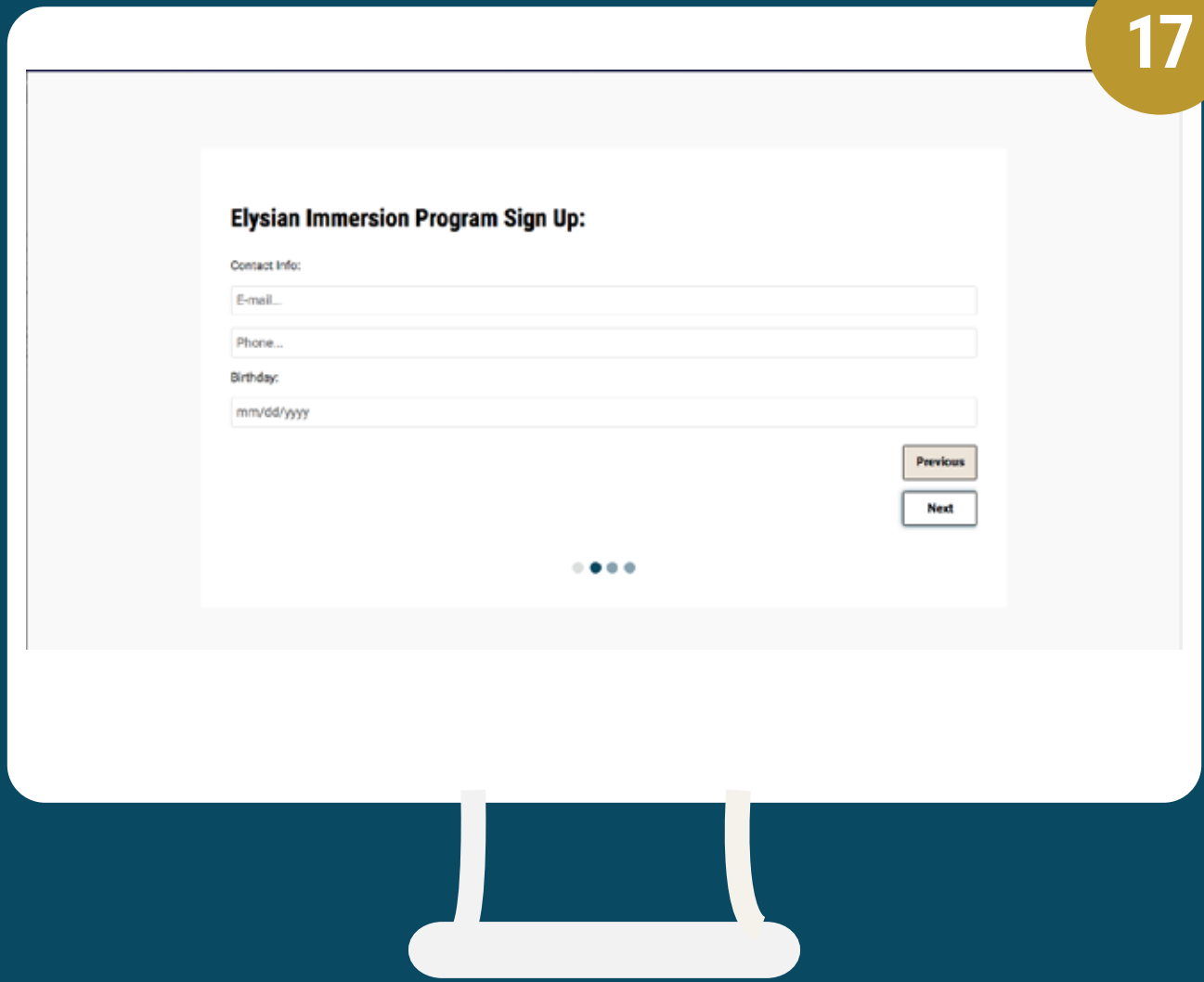


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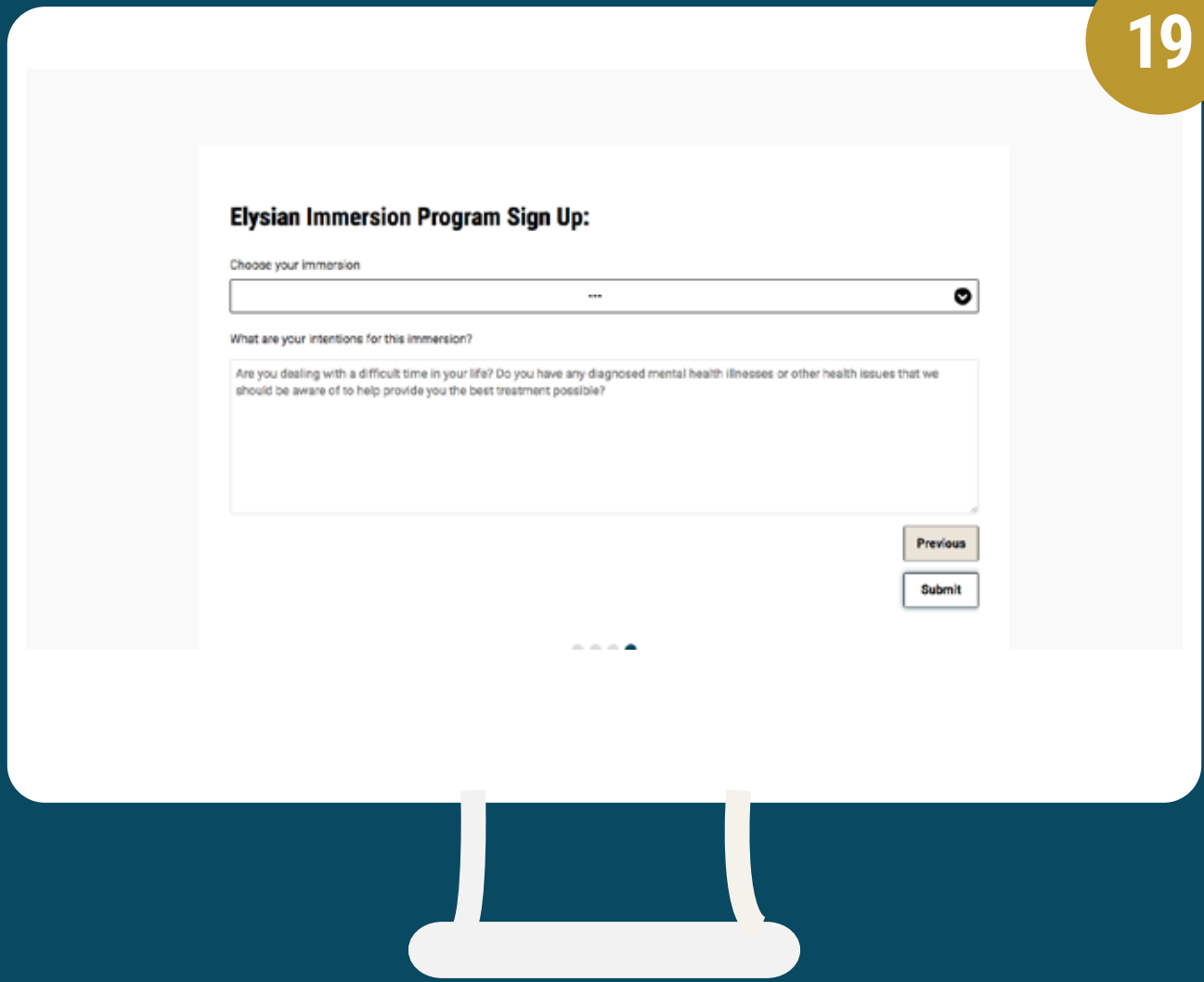


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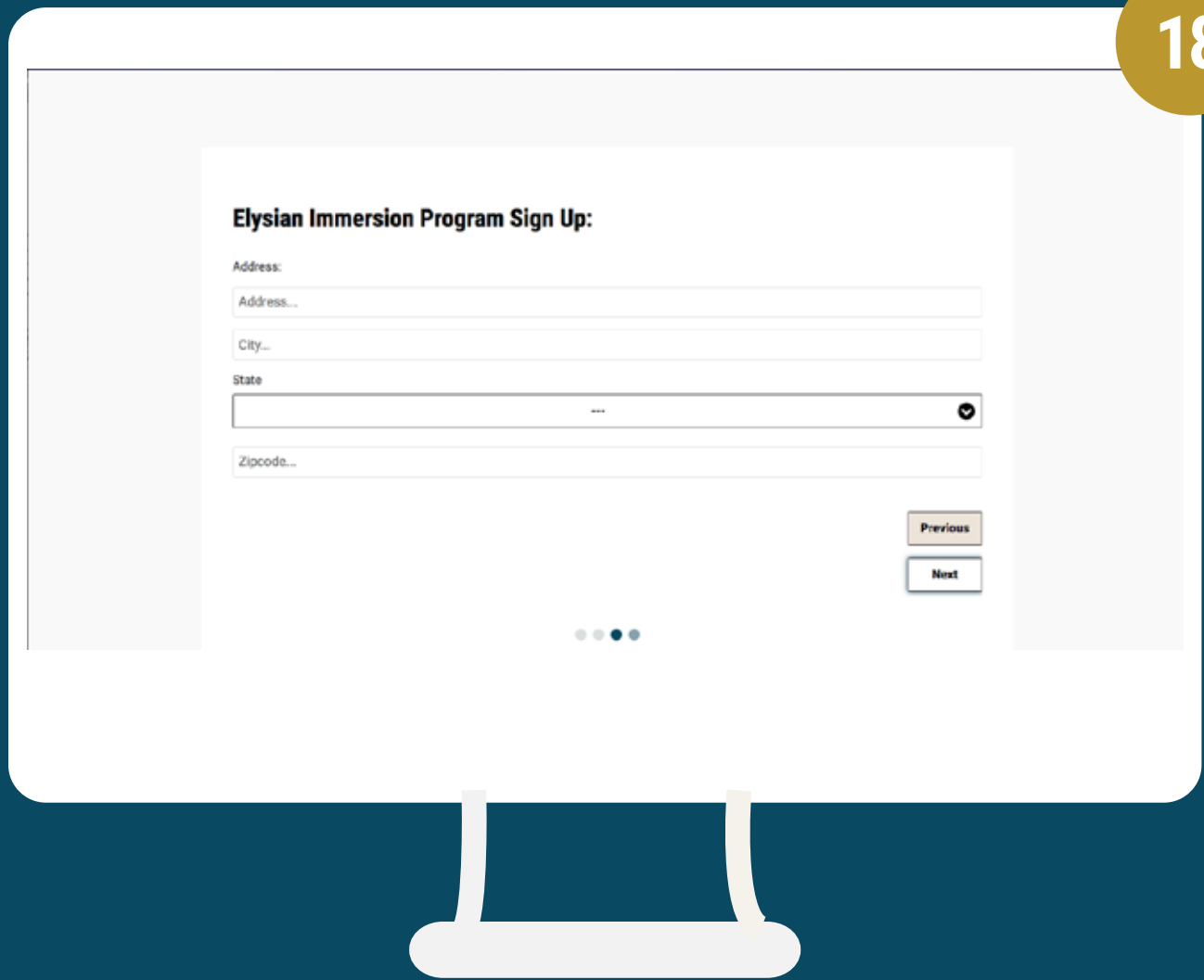
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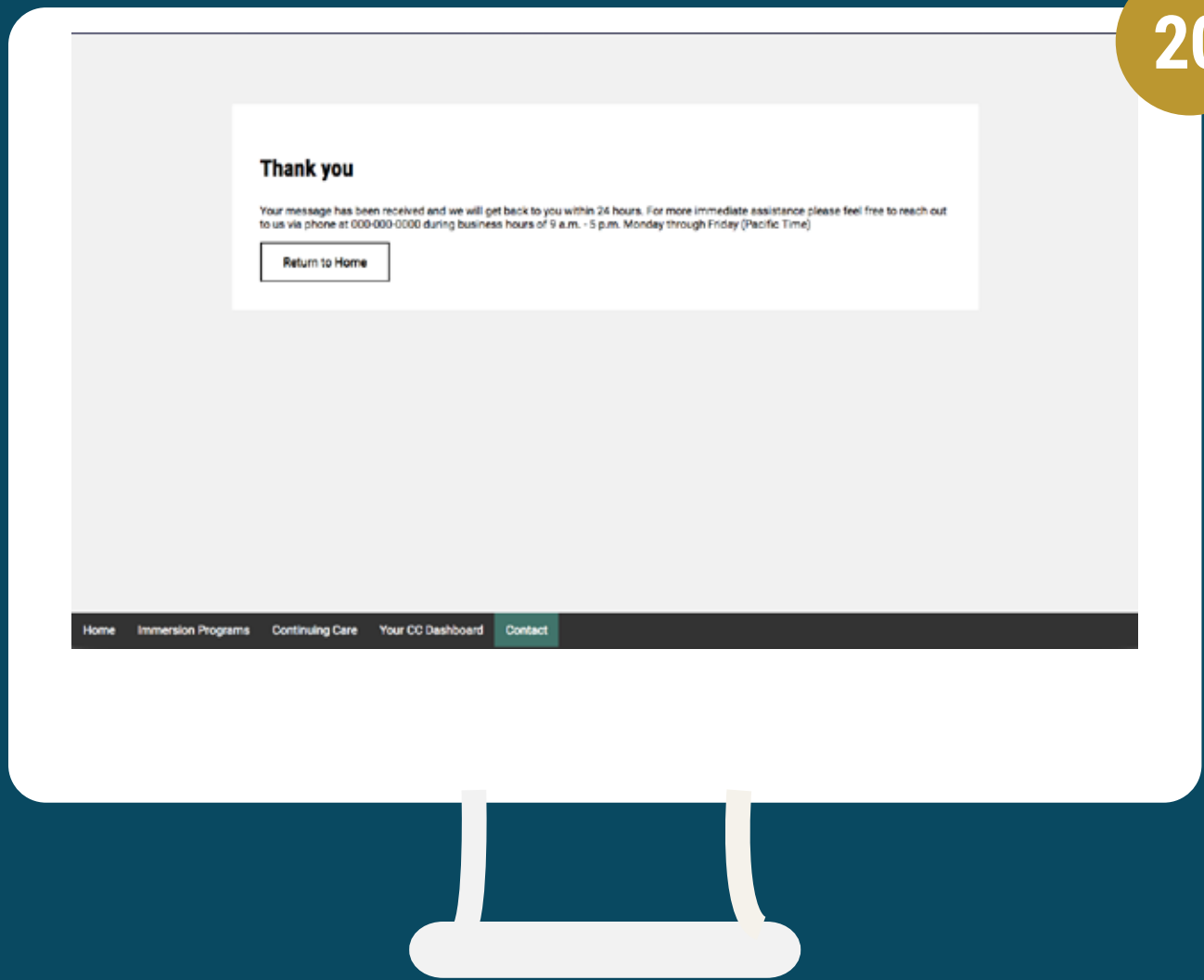
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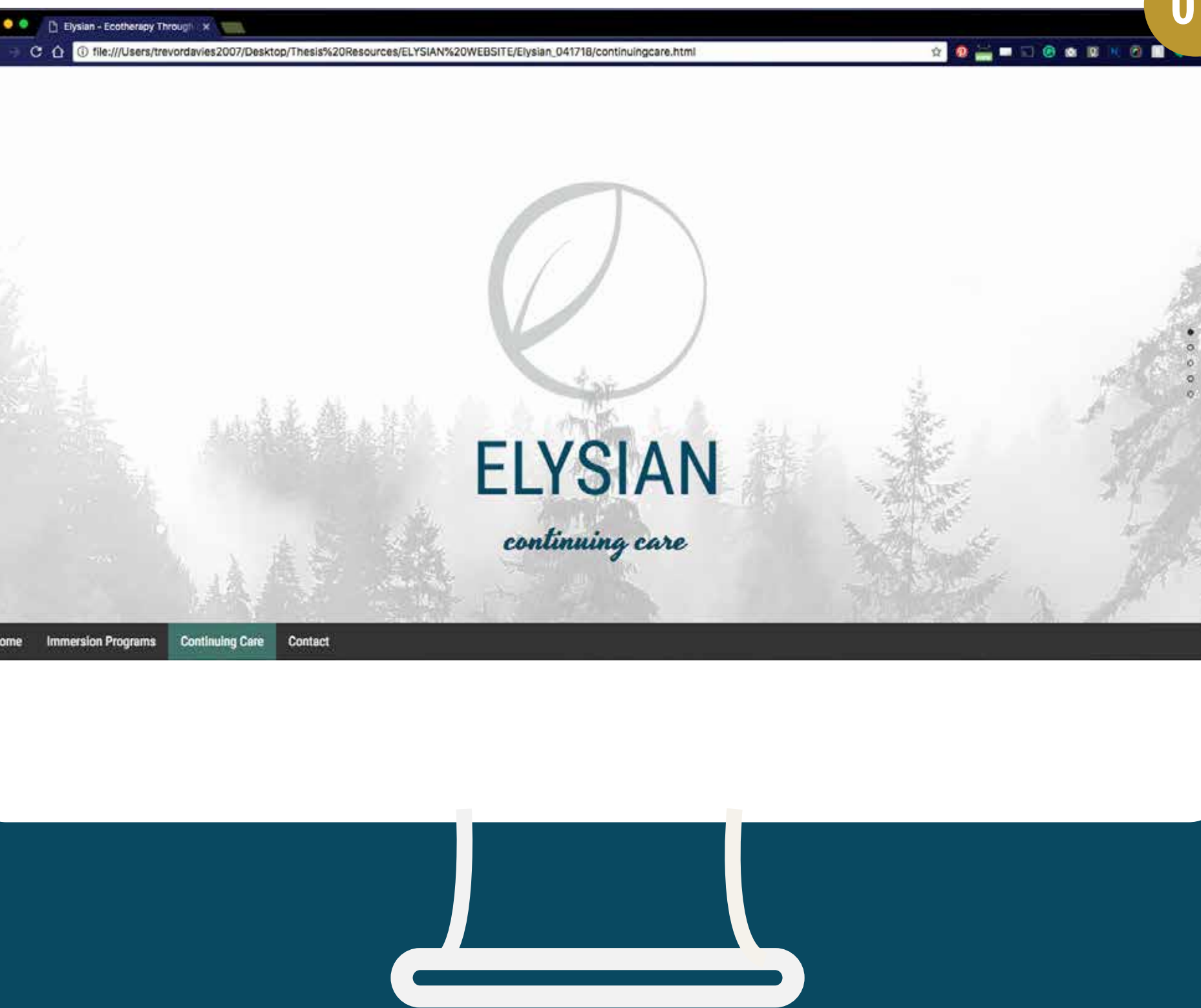
PROOF OF CONCEPT

TASK TWO

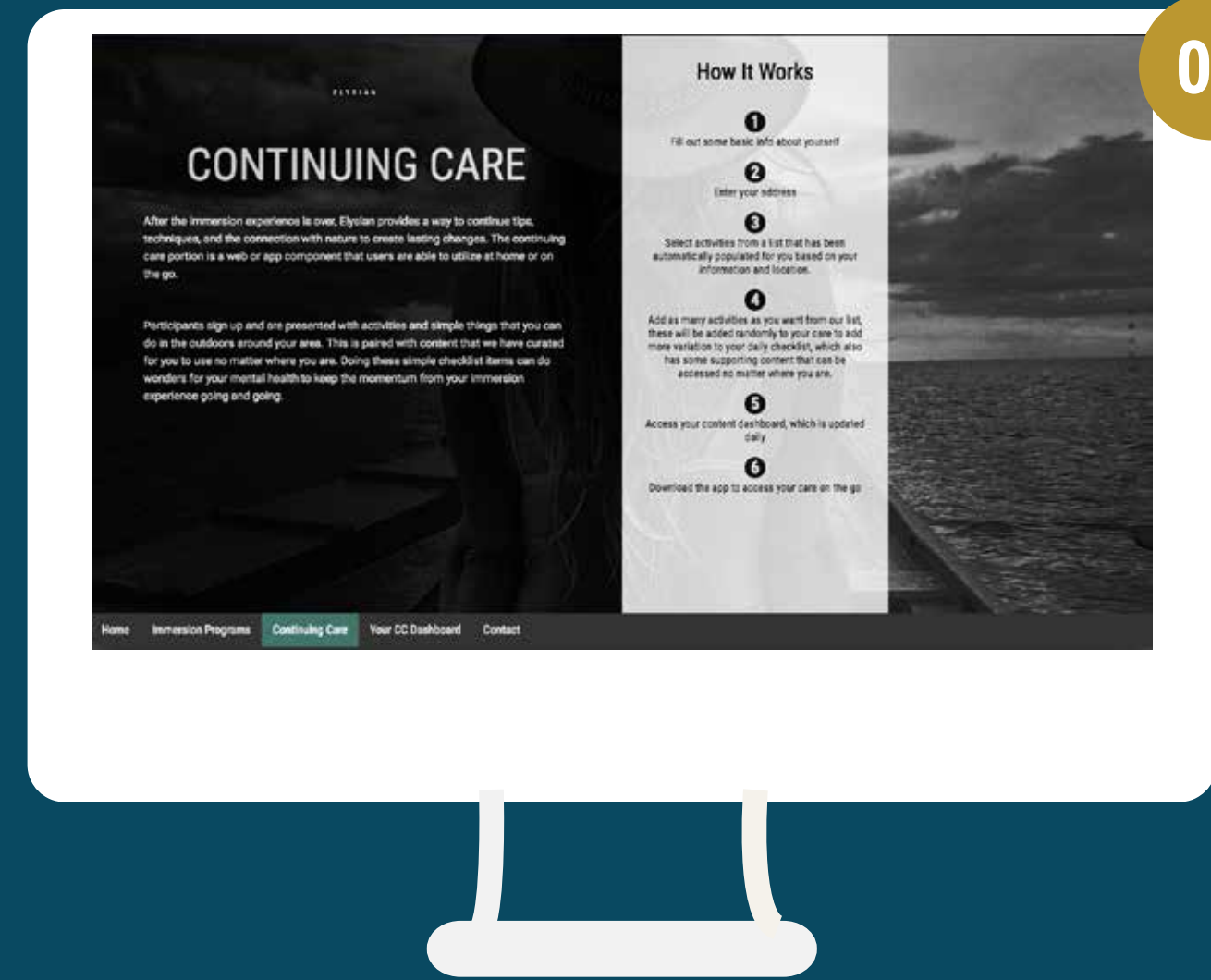
Scenario 2 Imagine you have finished up your immersion experience and now you have returned home. You are ready to sign up for the continuing care portion that Elysian offers. Use to the website and create an account to set up your customized continuing care.

Task 2 User is able to log on, create an account, add in their information and be to customize your own continuing care choosing from the available options based on the user's home location.

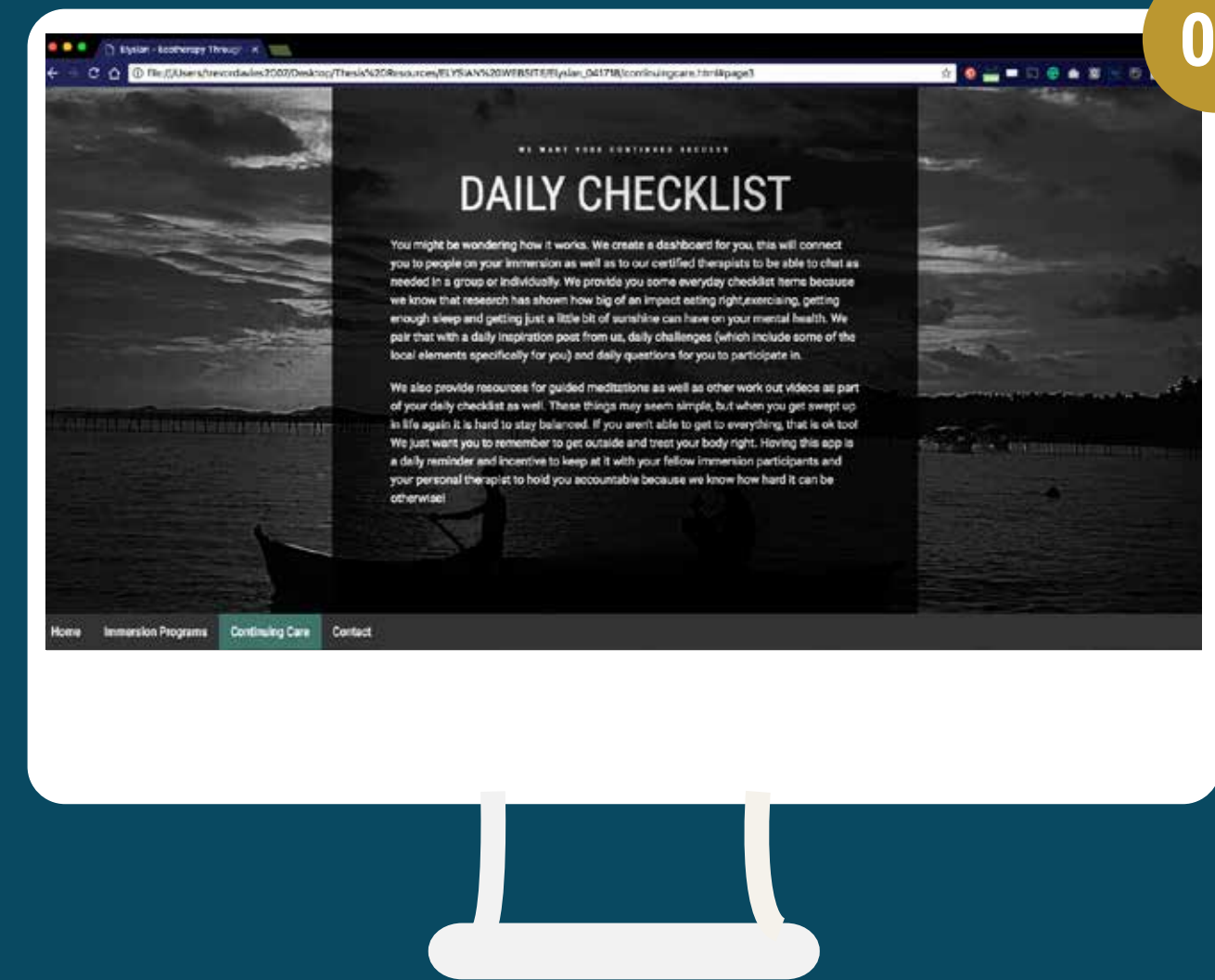
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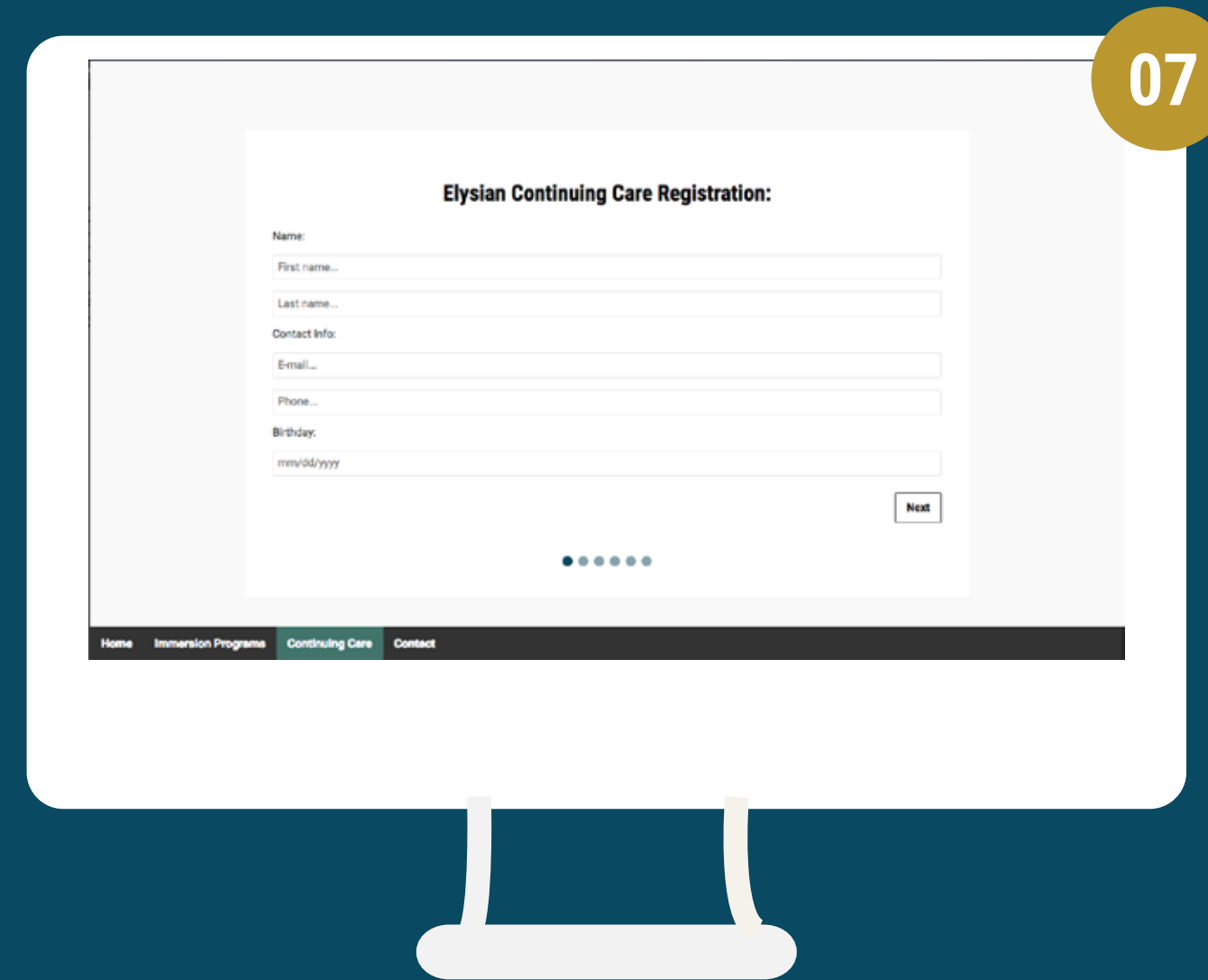
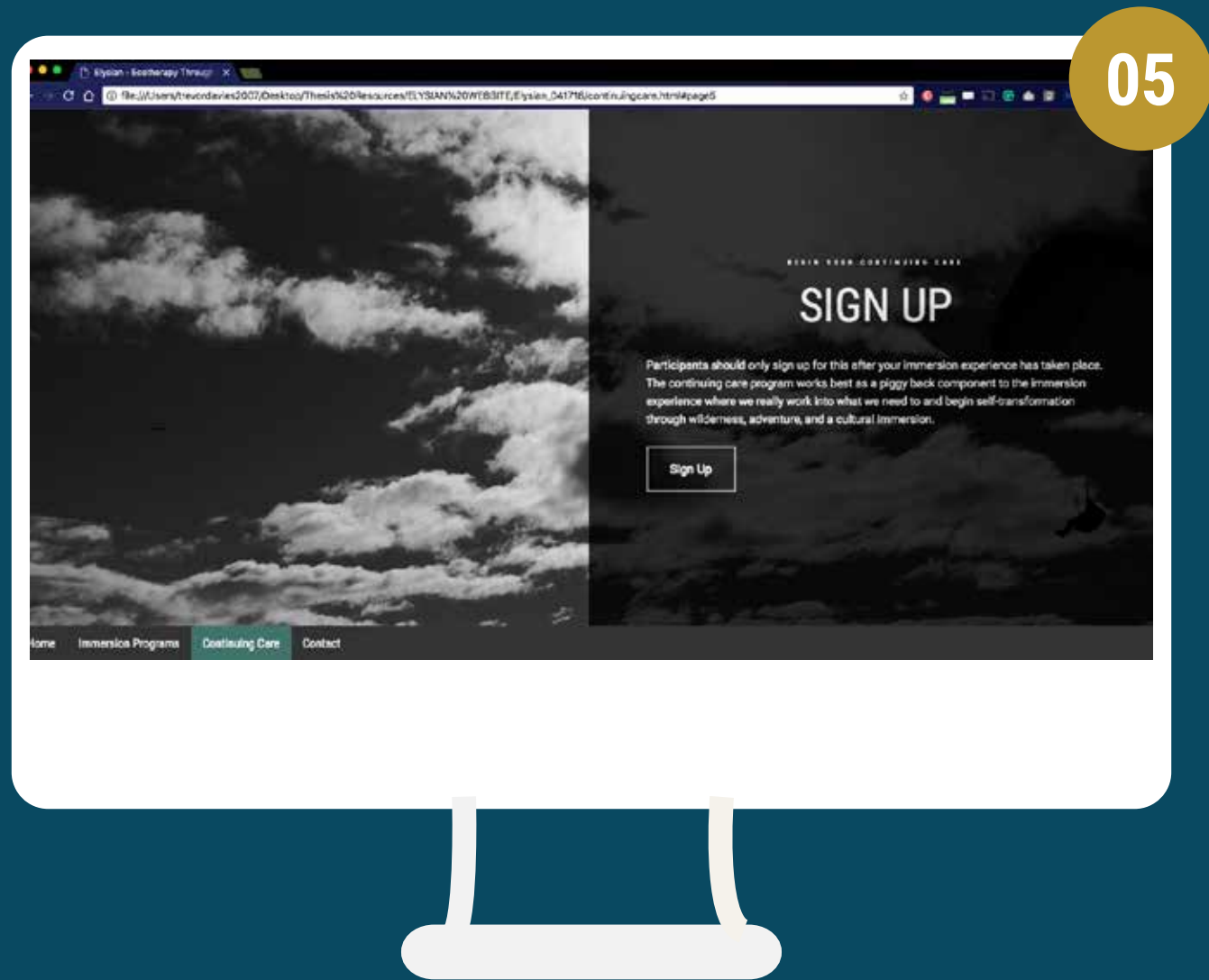
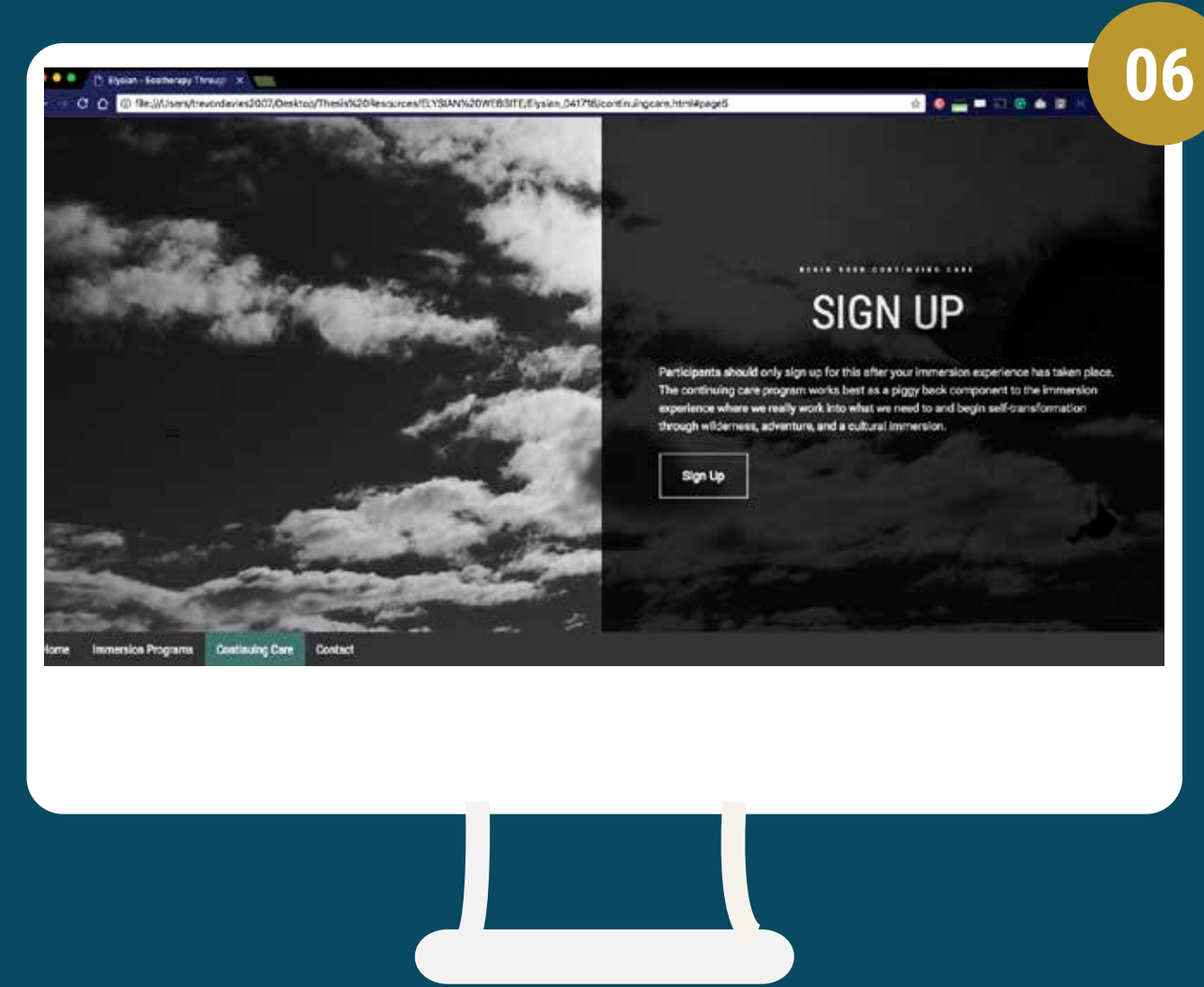
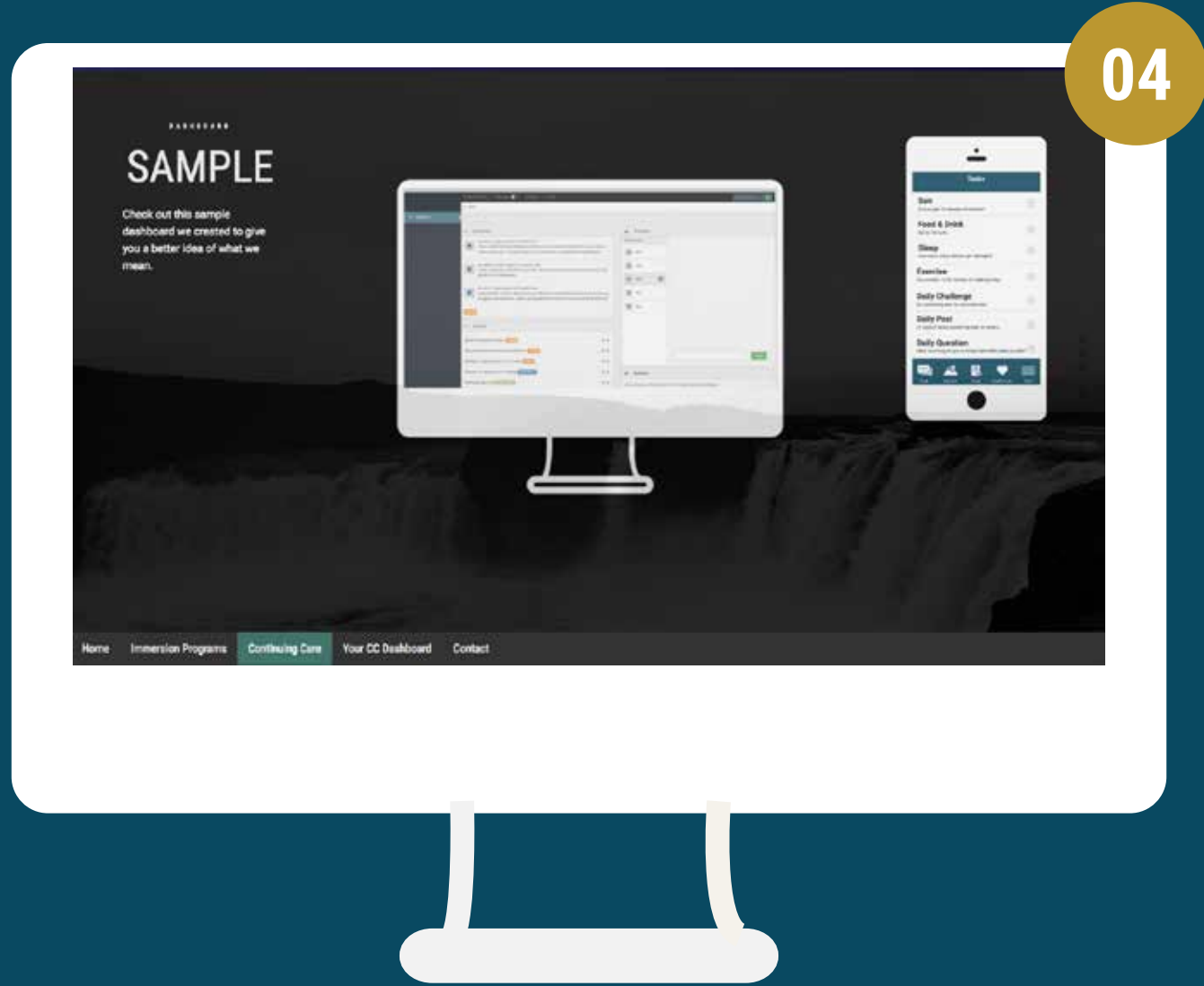


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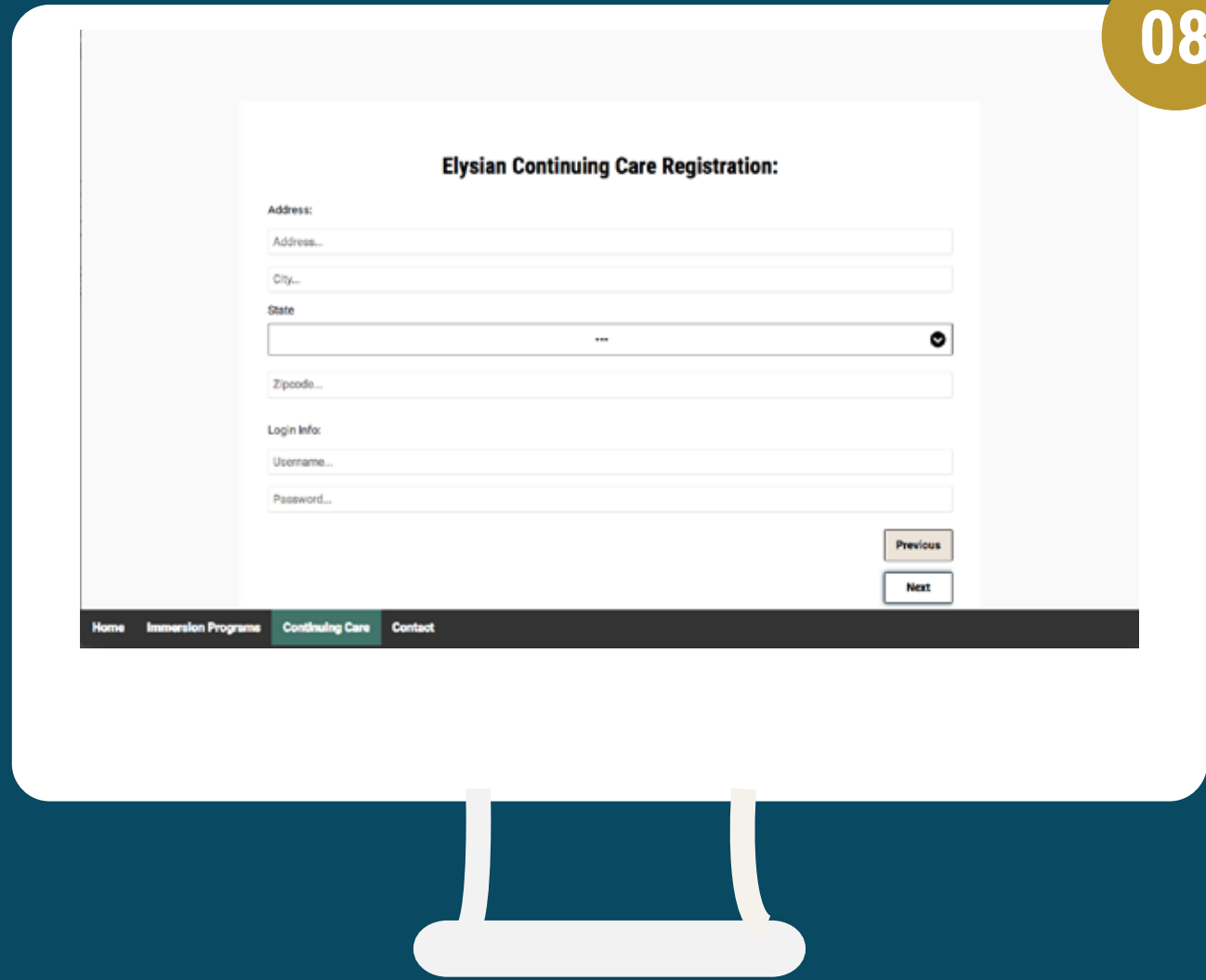


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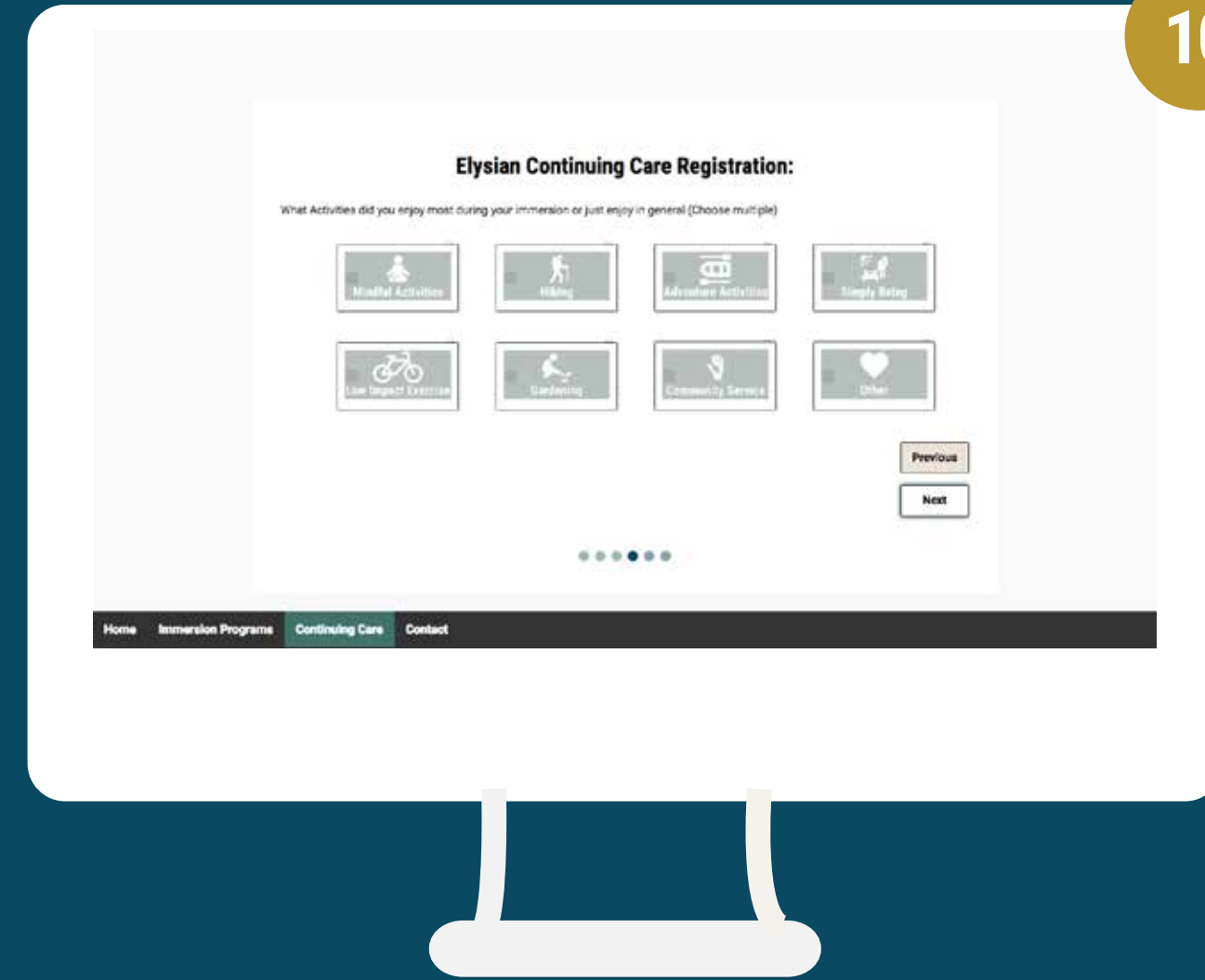




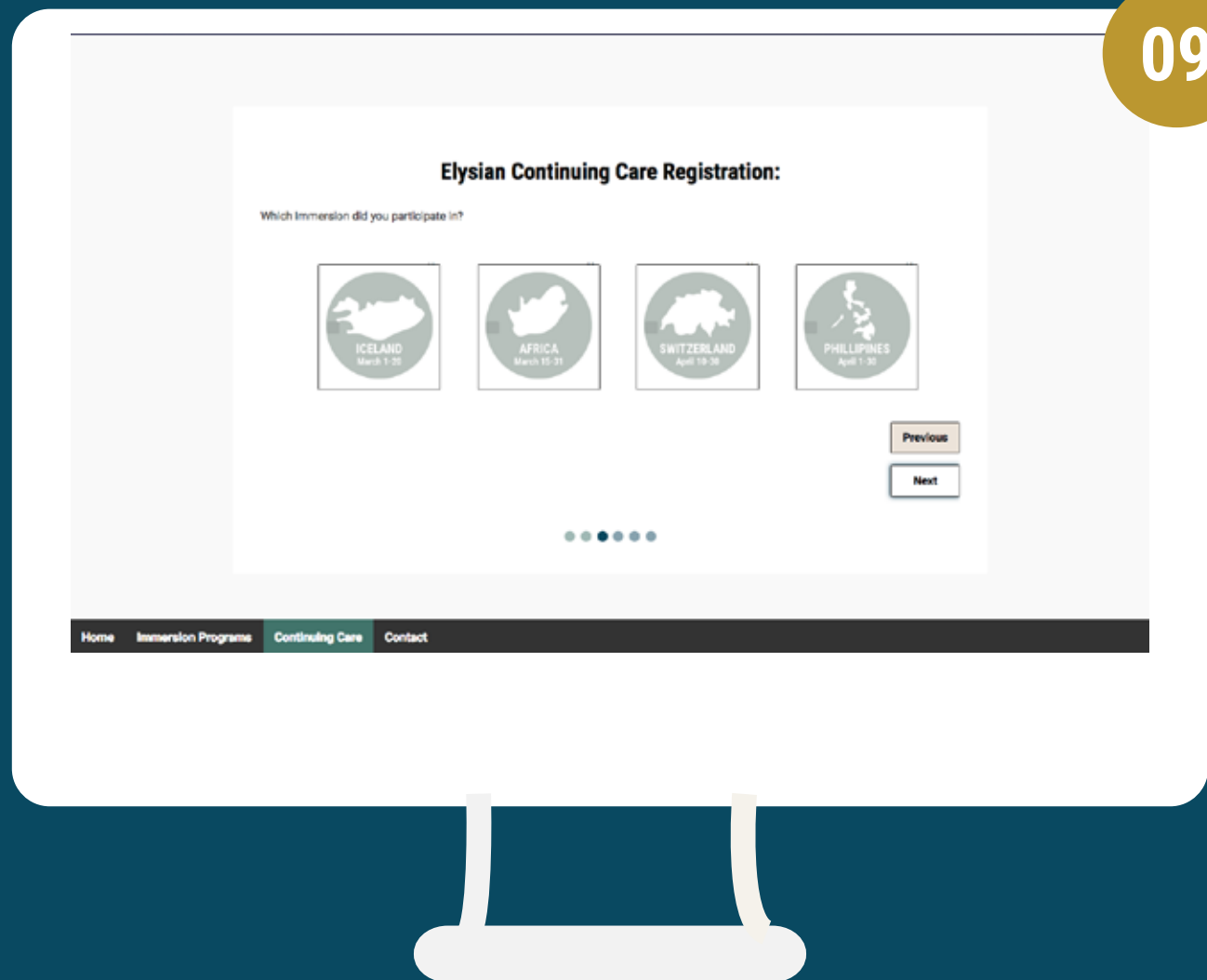
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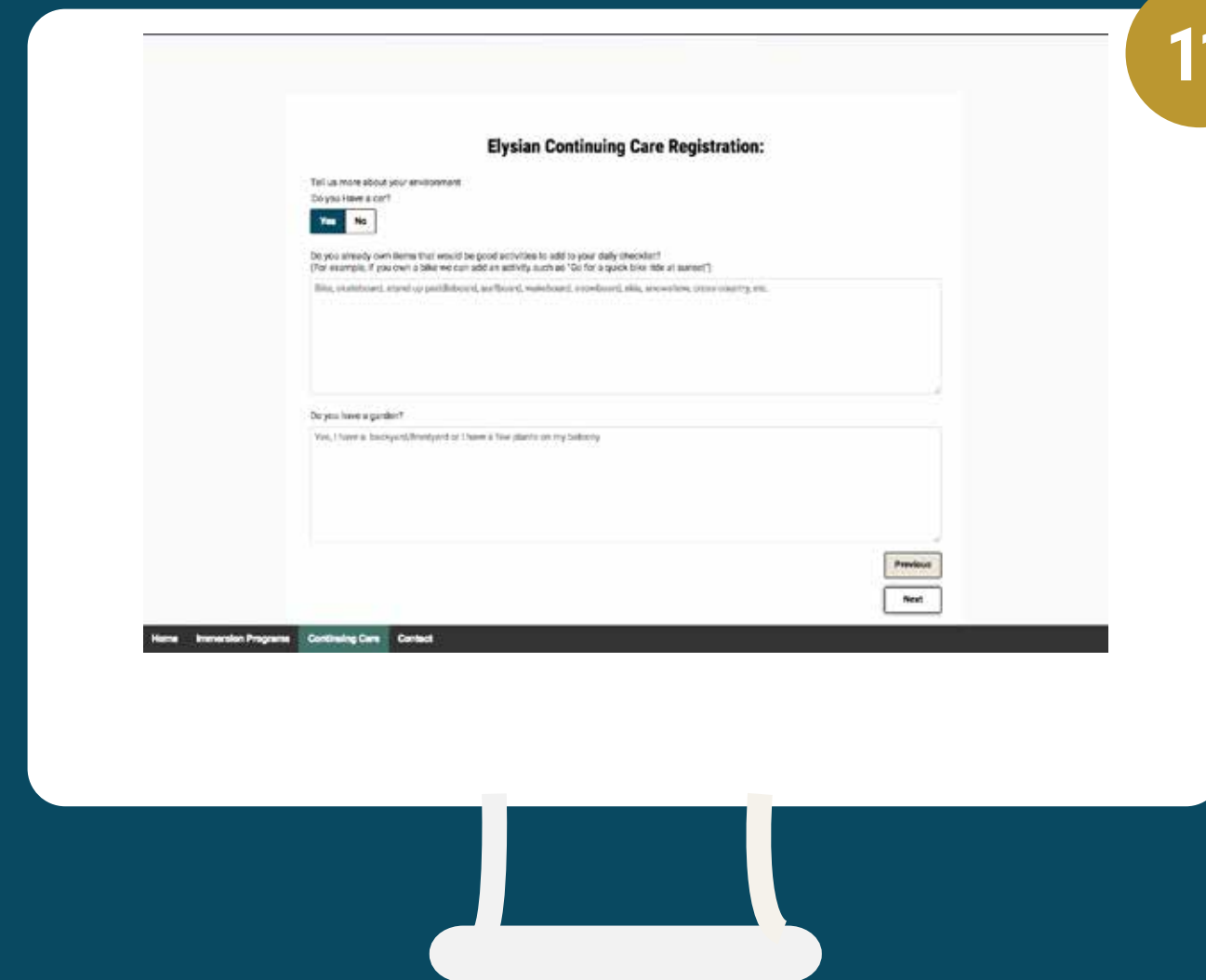
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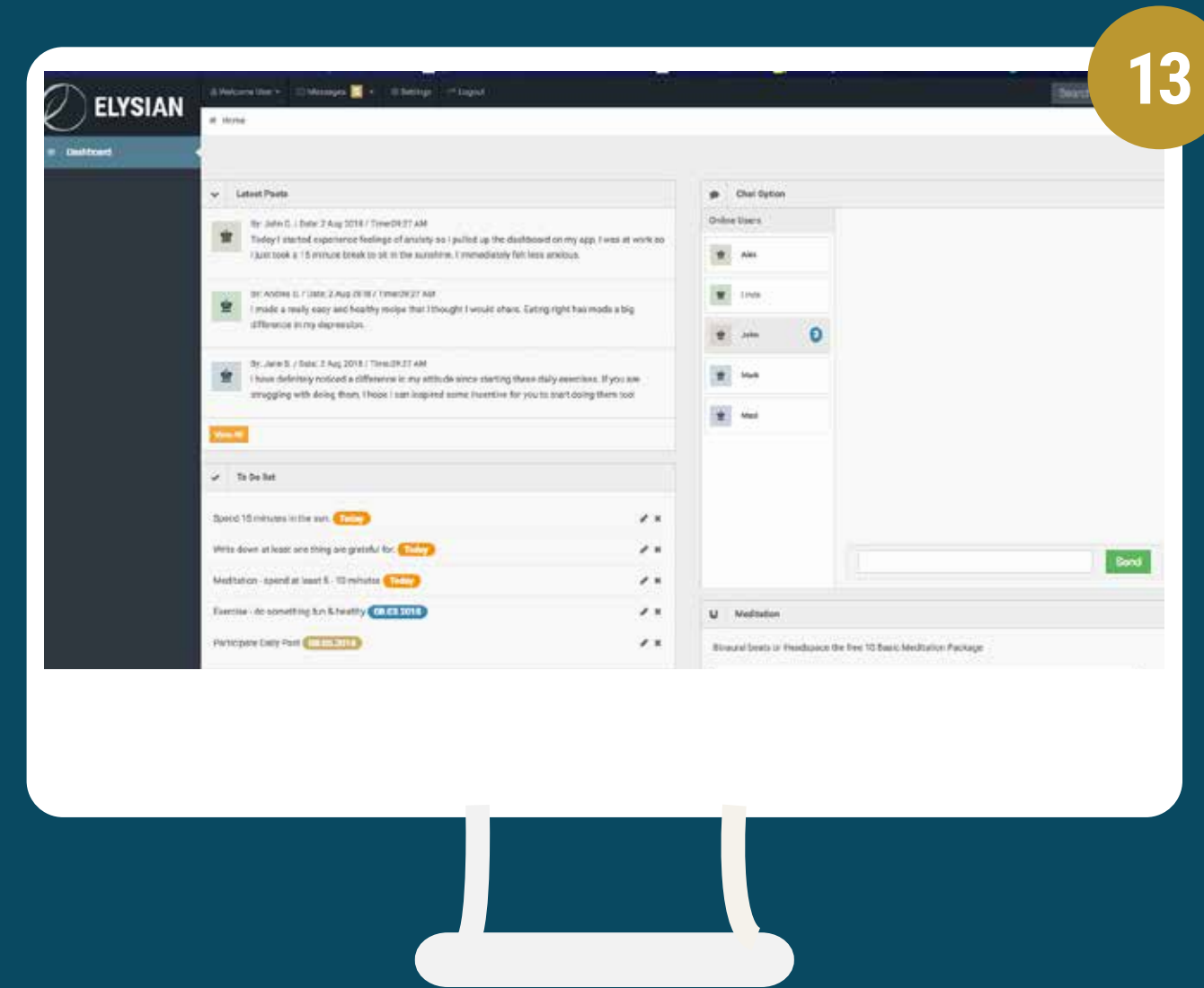
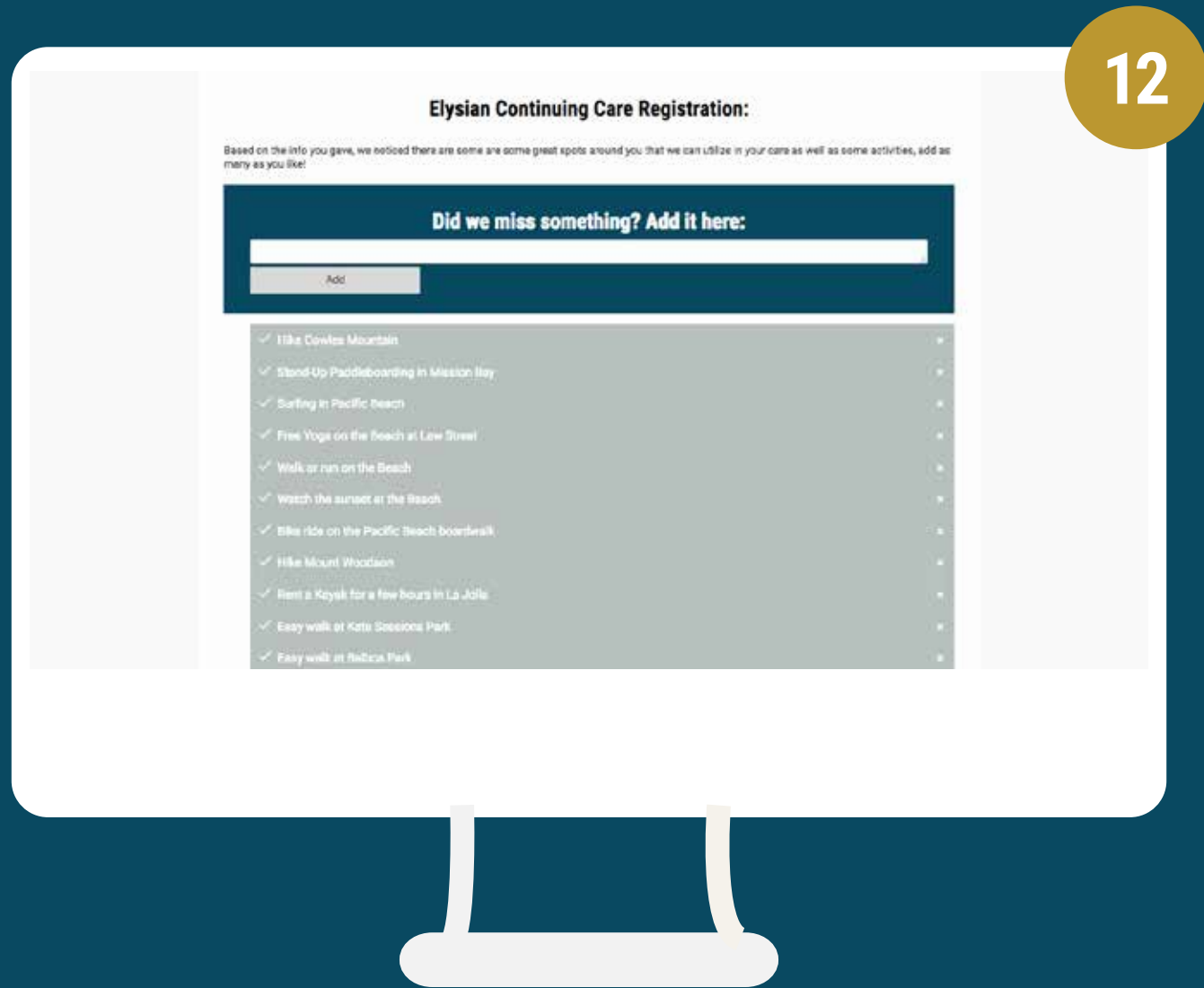


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TASK THREE

Scenario 3 Imagine that you are using the continuing care for the first time. You want to check a few items off the daily checklist provided.

Task 3 User is able to login to their continuing care app, choose an item off of the checklist, complete that item, then return back to their personal checklist.

01

Elysian Continuing Care Login:

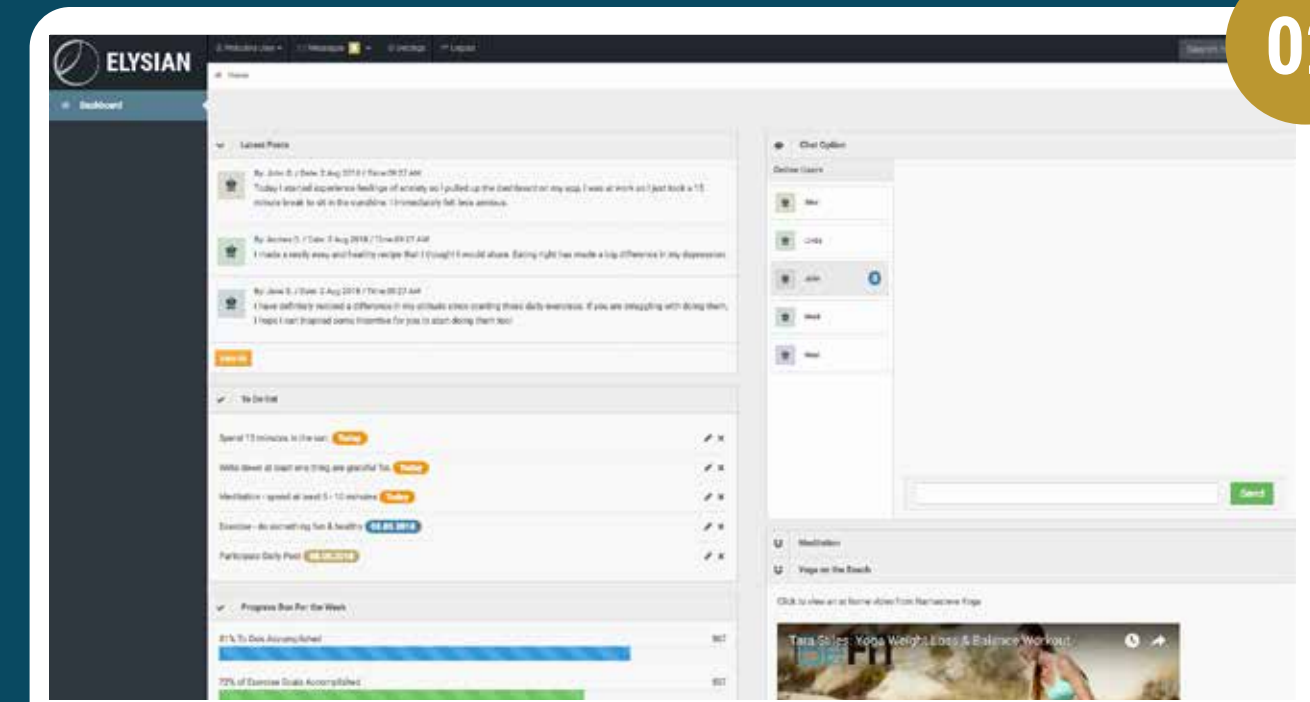
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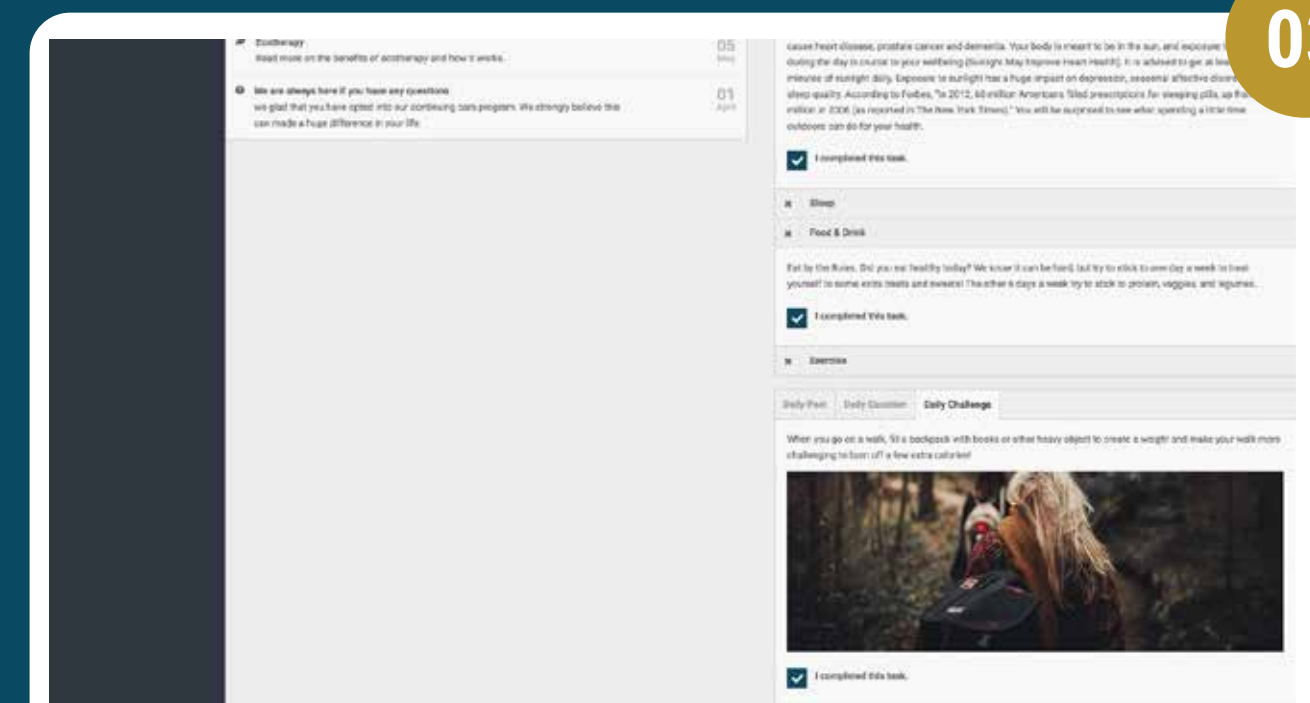
Password...

[Forgot username or password?](#)
[Don't have an account? Sign up!](#)

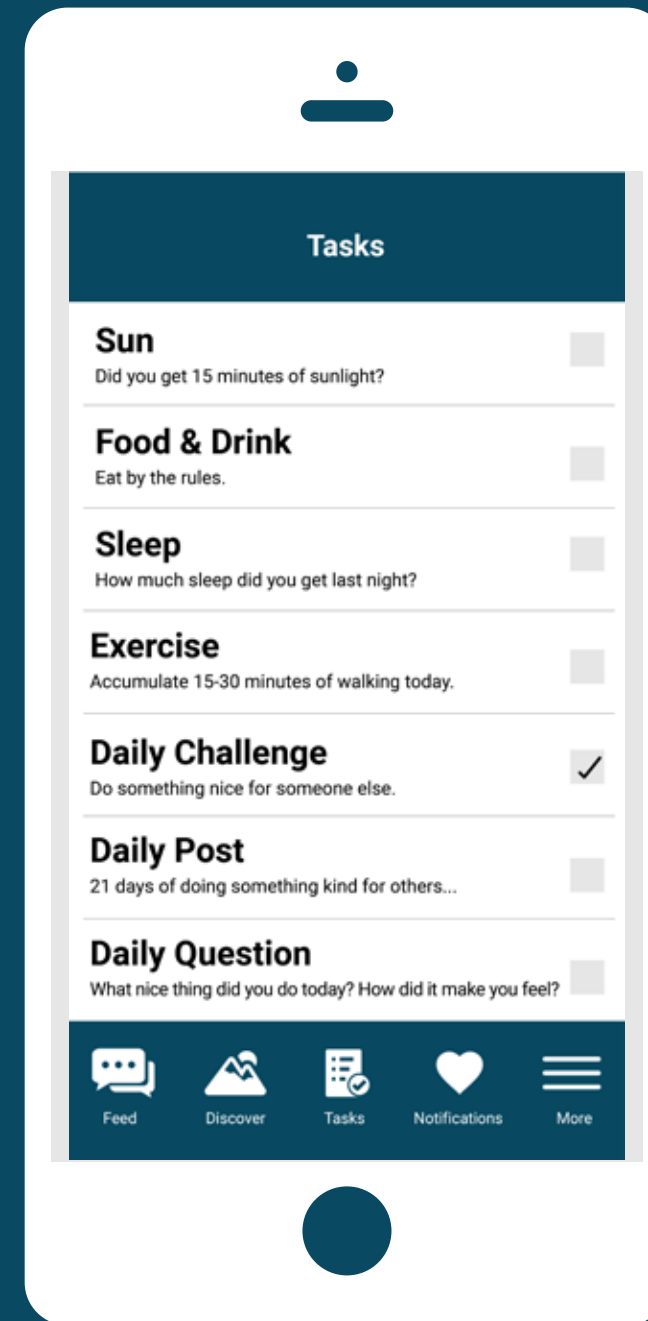
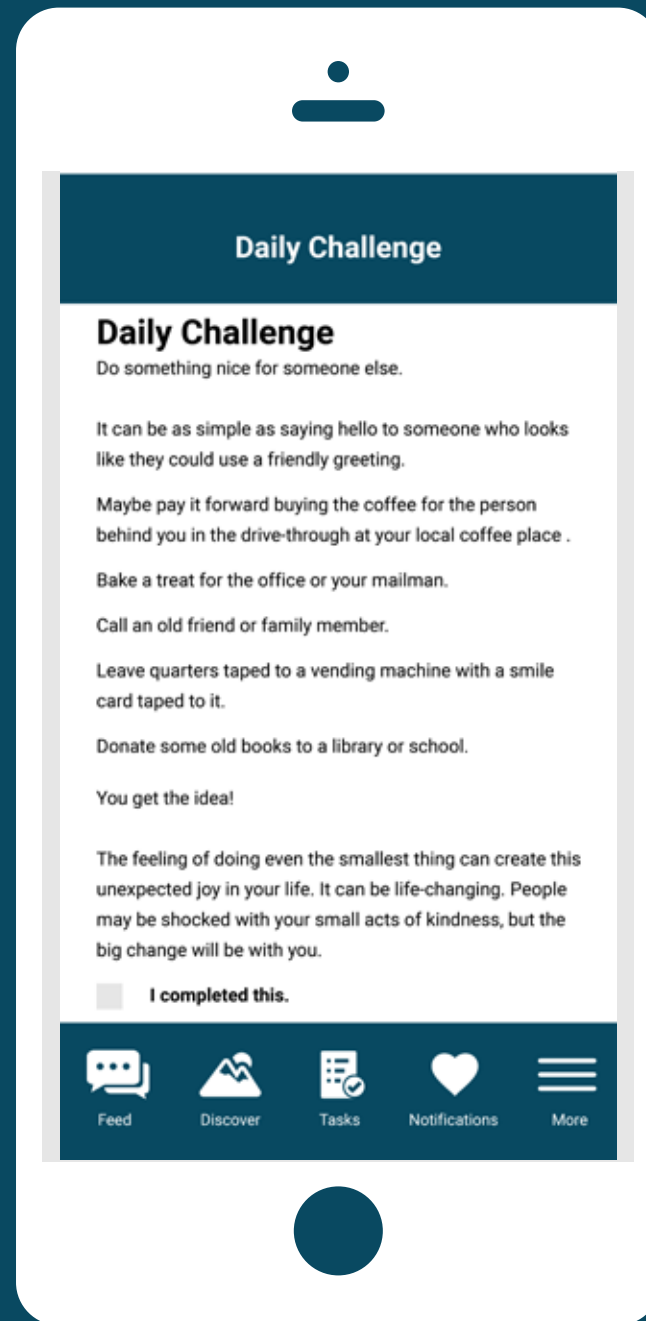
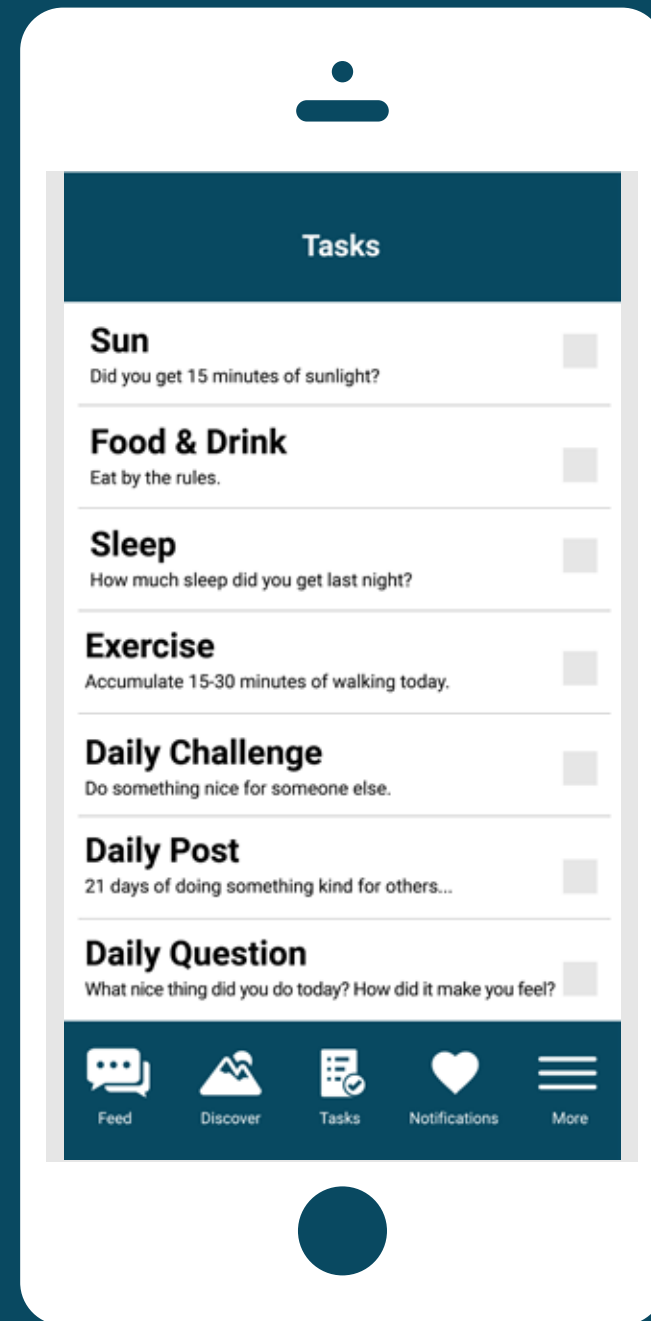
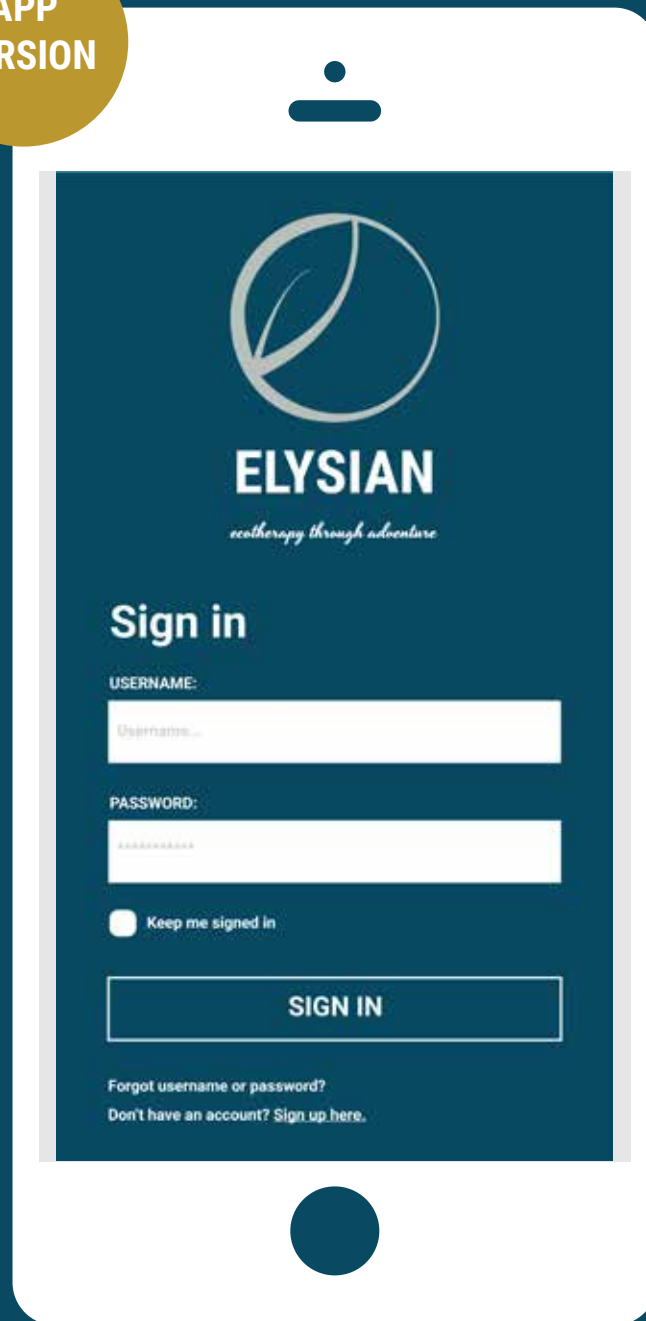
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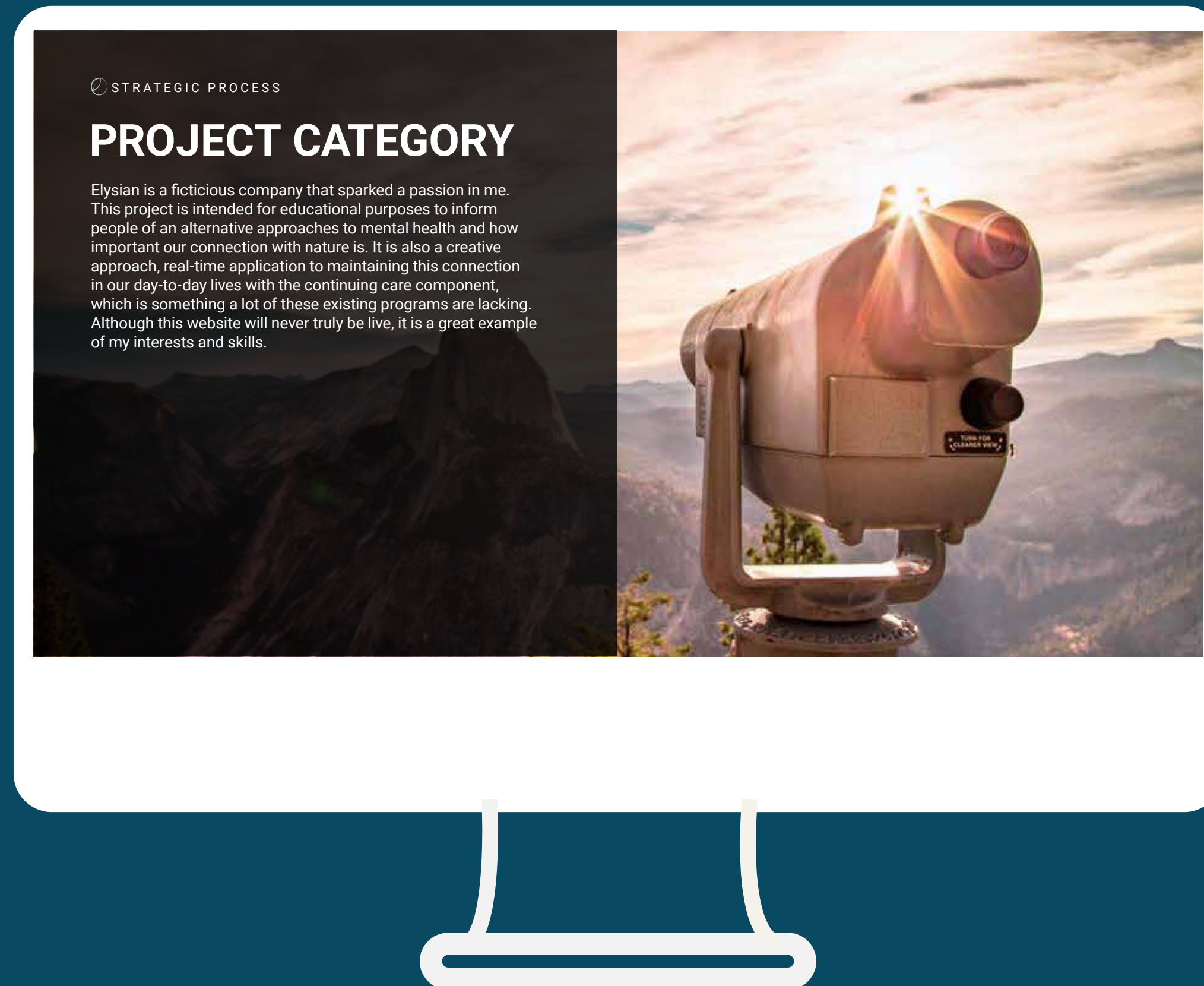
APP
VERSION



STRATEGIC PROCESS

There is something infinitely healing in the repeated refrains of nature.

-rachel carson



STRATEGIC PROCESS

PROJECT CATEGORY

Elysian is a fictitious company that sparked a passion in me. This project is intended for educational purposes to inform people of an alternative approaches to mental health and how important our connection with nature is. It is also a creative approach, real-time application to maintaining this connection in our day-to-day lives with the continuing care component, which is something a lot of these existing programs are lacking. Although this website will never truly be live, it is a great example of my interests and skills.

STRATEGIC PROCESS

UNIQUE POSITIONING STATEMENT

Elysian provides a new form of therapy that incorporates culture, nature and adventure to evoke the change you are looking for in yourself. It provides a community of like-minded people trying to create lasting change. Elysian's continuing care allows this community to stay connected to each other and the tactics they learned during their immersion, creating lasting and sustainable health changes.

STRATEGIC PROCESS

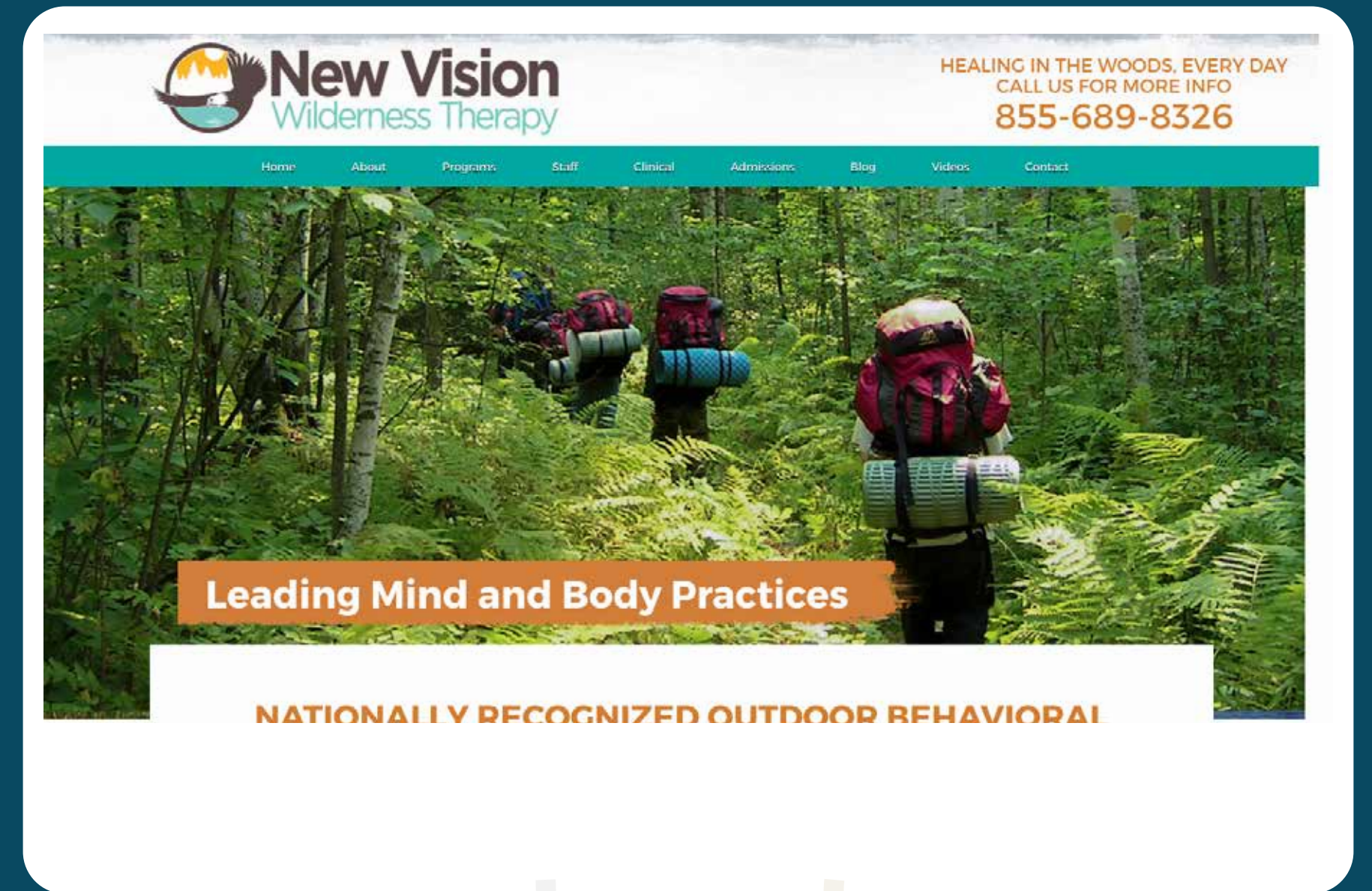
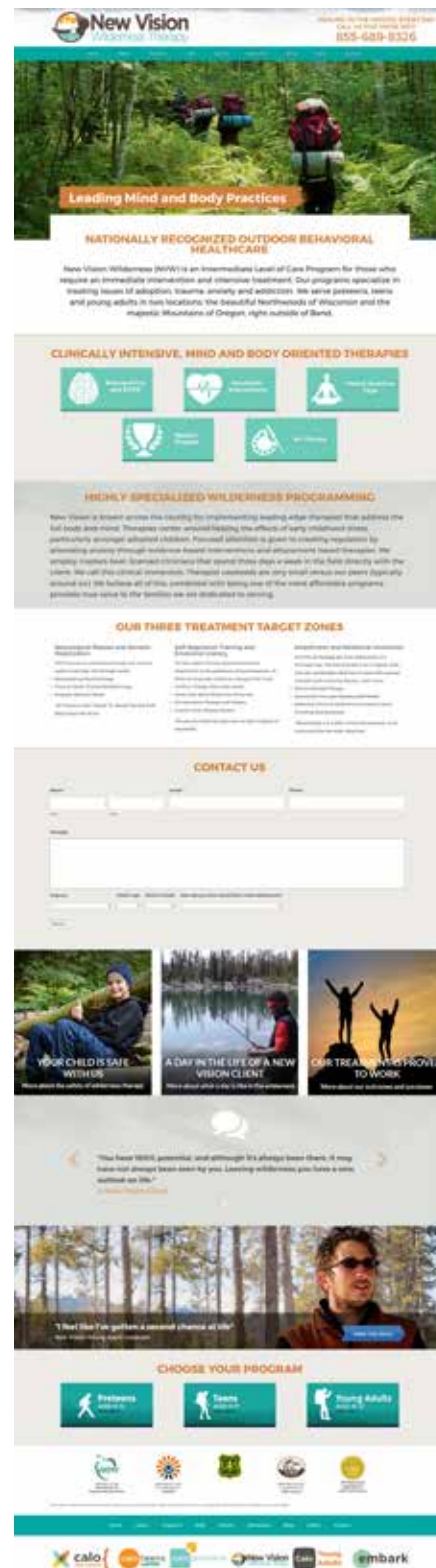
NEW VISION WILDERNESS

PRO'S:

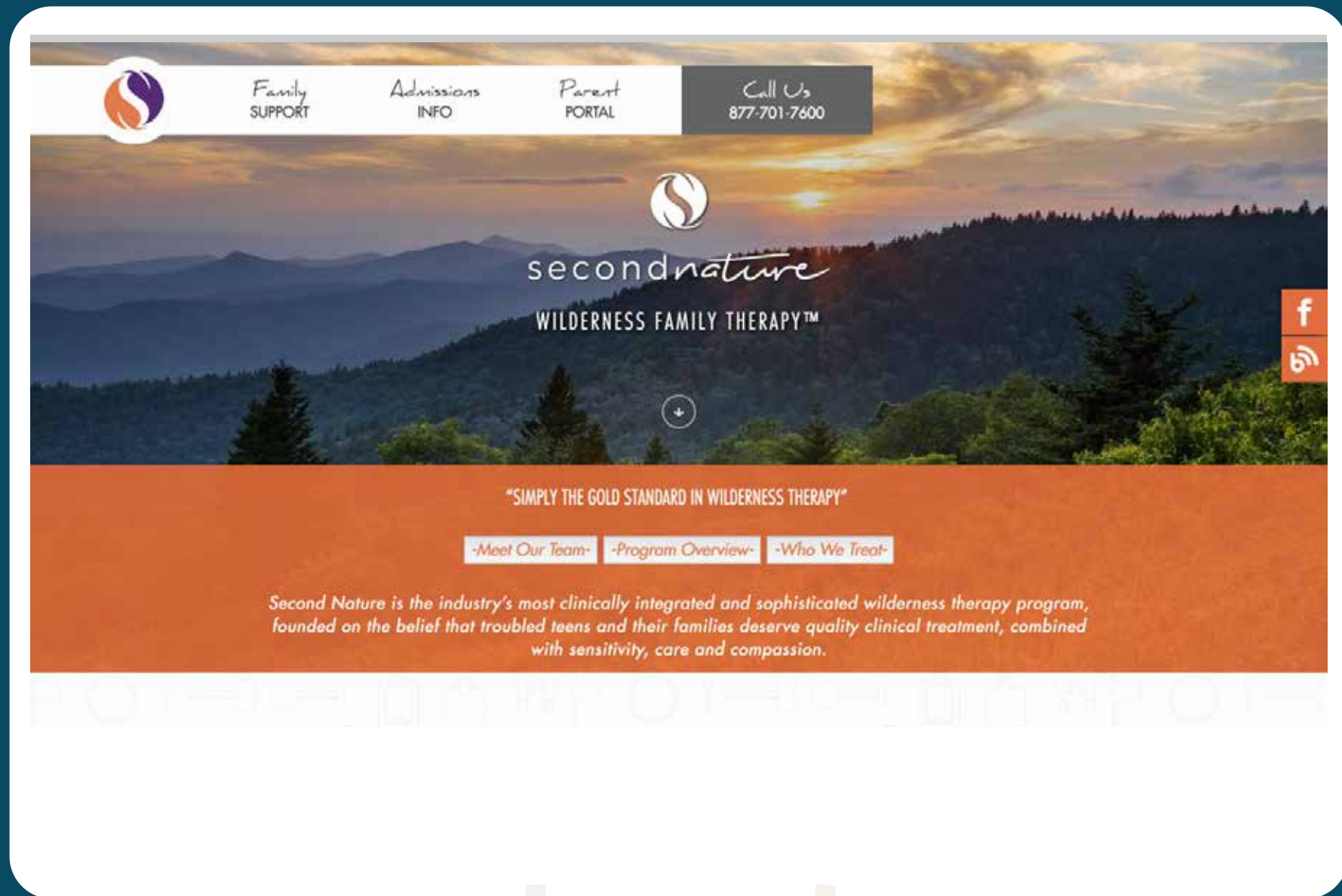
- It includes a lot of important information about different programs, different clinical techniques use as well as admissions, which includes insurance information

CON'S:

- Most of the pages are a little text heavy, making it a little overwhelming to figure out where to begin and what applies to you
- Their target audience is younger (25 years old is the oldest) than what I believe mine will be
- Their after-care only involved a video call with a therapist 2 times after the immersion experience. It is also hard to find information on the after-care, it is evident it isn't something they emphasize probably because they don't think it is important or valuable to their target audience
- The video's page is not engaging. The videos would serve a better purpose dispersed throughout the website where they make sense



NEWVISIONWILDERNESS.COM



SECOND-NATURE.COM

STRATEGIC PROCESS

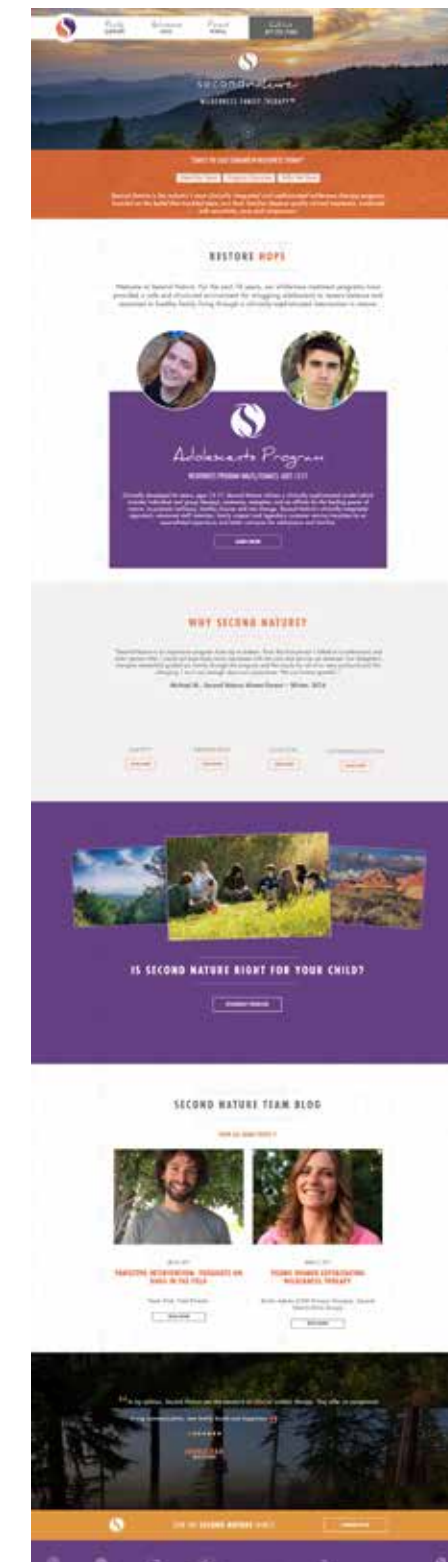
SECOND NATURE

PRO'S:

- Good photography
- Clean and simple layout design
- Comforting color scheme
- Detailed information on programs and clinical resources

CON'S:

- The overlapping photo's on the homepage isn't working with their pretty organized layout
- No continuing care program
- Long winded additional pages with little imagery to help break up the text



STRATEGIC PROCESS

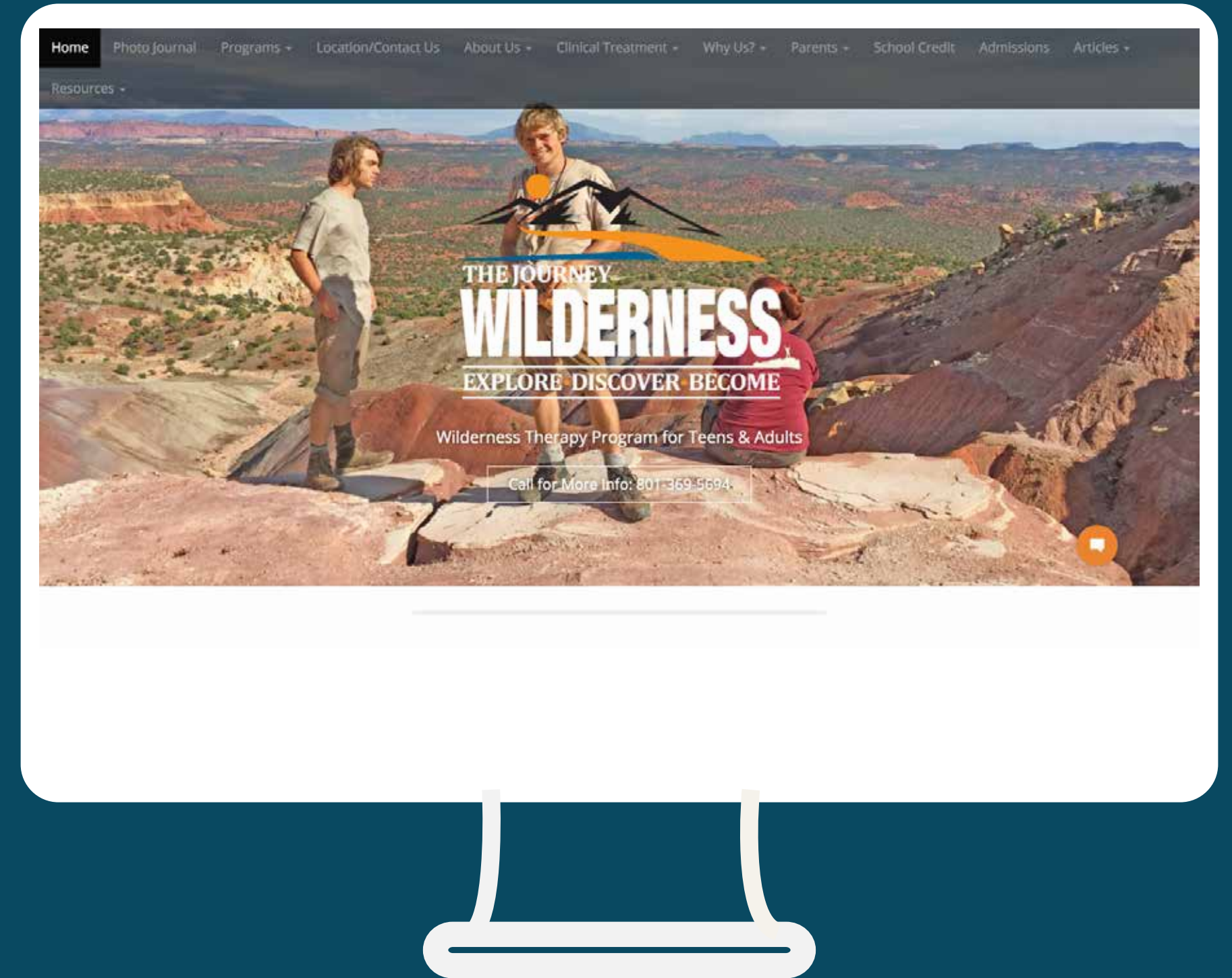
THE JOURNEY WILDERNESS

PRO'S:

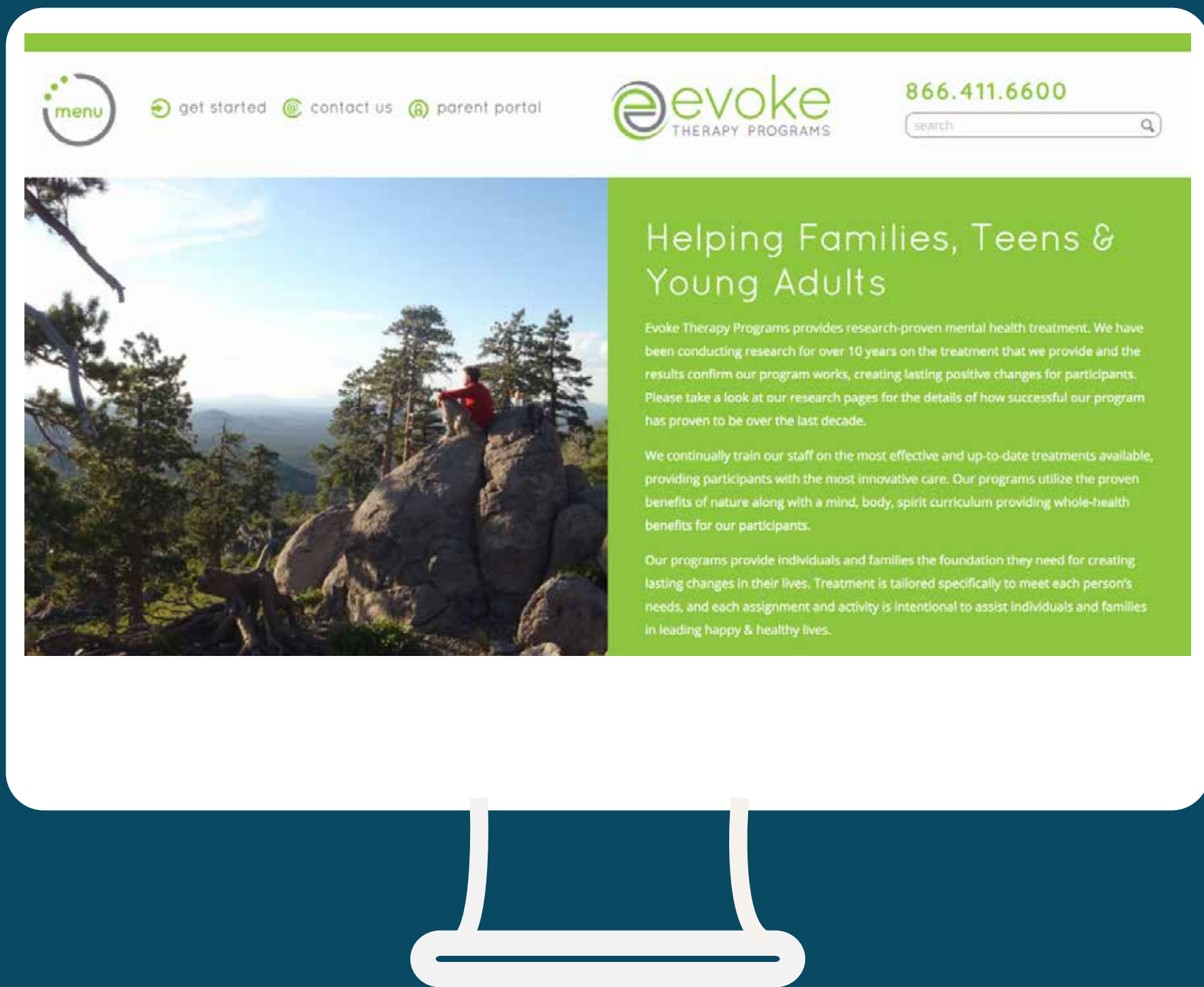
- They do offer an after-care program
- They include information on what therapy will look like, which is an aspect that I think potential users would be interested in knowing

CON'S:

- Poor design
- Poor organization
- Poor photography
- No emphasis on the after care program



JOURNEYWILDERNESS.COM



EVOKE.COM

STRATEGIC PROCESS

EVOKE THERAPY PROGRAMS

PRO'S:

- Amazing videography on the home page. Definitely works to grab your attention
- Similar age range for the target audience
- Breaks up text with imagery
- Includes a detailed brochure explaining why adventure therapy / eco-therapy works that is actually interesting
- Great photography throughout
- Online application process
- Help you to develop a healthy life plan

CON'S:

- It would be beneficial to explain the after-care process on it's own page



STRATEGIC PROCESS

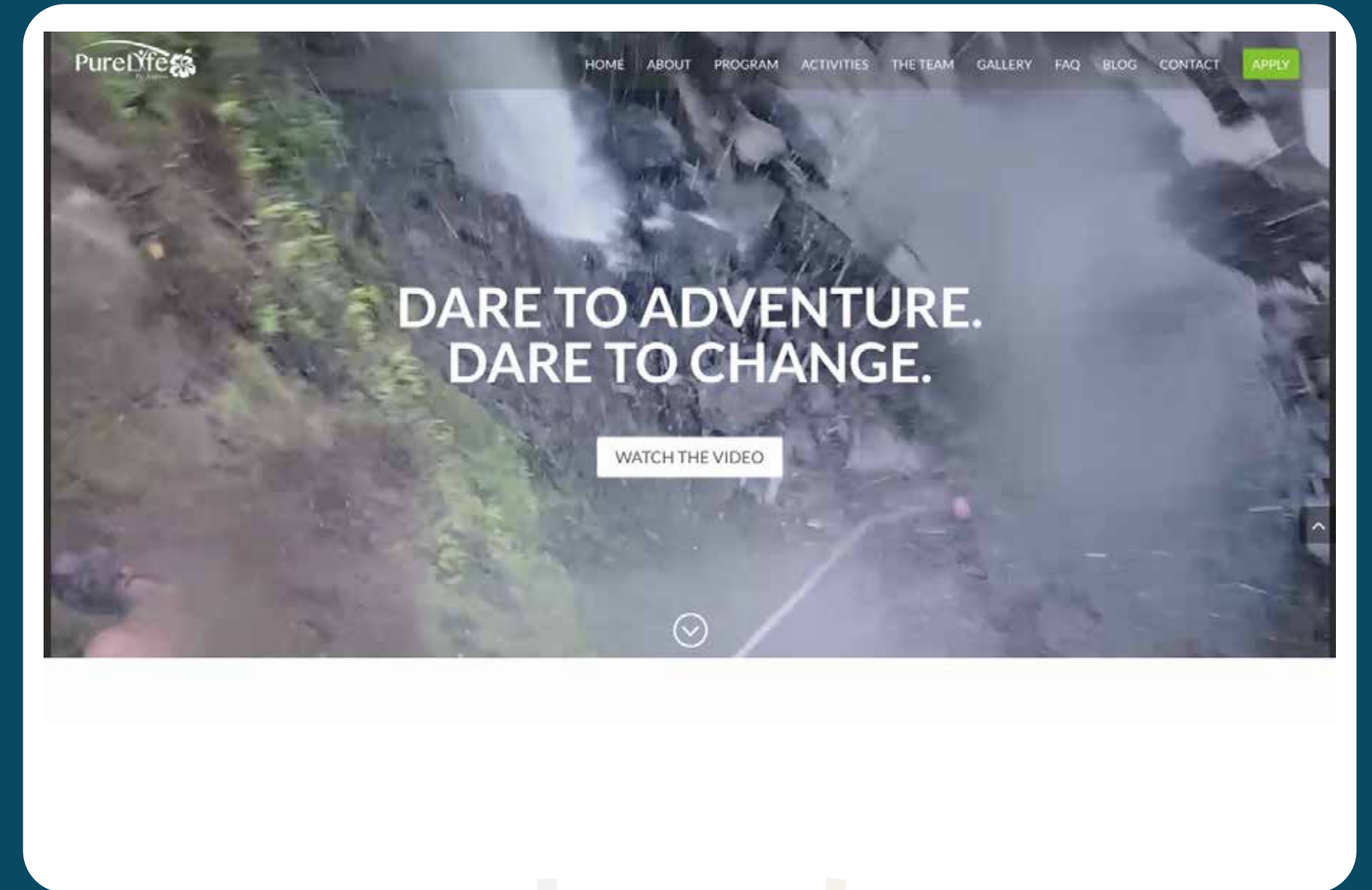
ASIPIRO ADVENTURE

PRO'S:

- Amazing videography on the home page.
- Definitely works to grab your attention
- Similar age range for the target audience
- Breaks up text with imagery
- Includes a detailed brochure explaining why adventure therapy / eco-therapy works that is actually interesting
- Great photography throughout
- Online application process
- Help you to develop a healthy life plan

CON'S:

- It would be beneficial to explain the after-care process on it's own page



ASPIRO.COM

competitive matrix

THE JOURNEY
WILDERNESS

NEW VISION
WILDERNESS

EVOKE THERAPY
PROGRAMS

SECOND
NATURE

ASPIRO
ADVENTURE

ELYSIAN
(MY THESIS)

RESPONSIVENESS



FEATURES

Interactive content



Online Sign-up Form



After-Care Program



Online Therapy Available



VISUAL

Direct Competition



Ecotherapy



High Design Quality



Licensed Therapist Profiles



STRATEGIC PROCESS

ANALYSIS

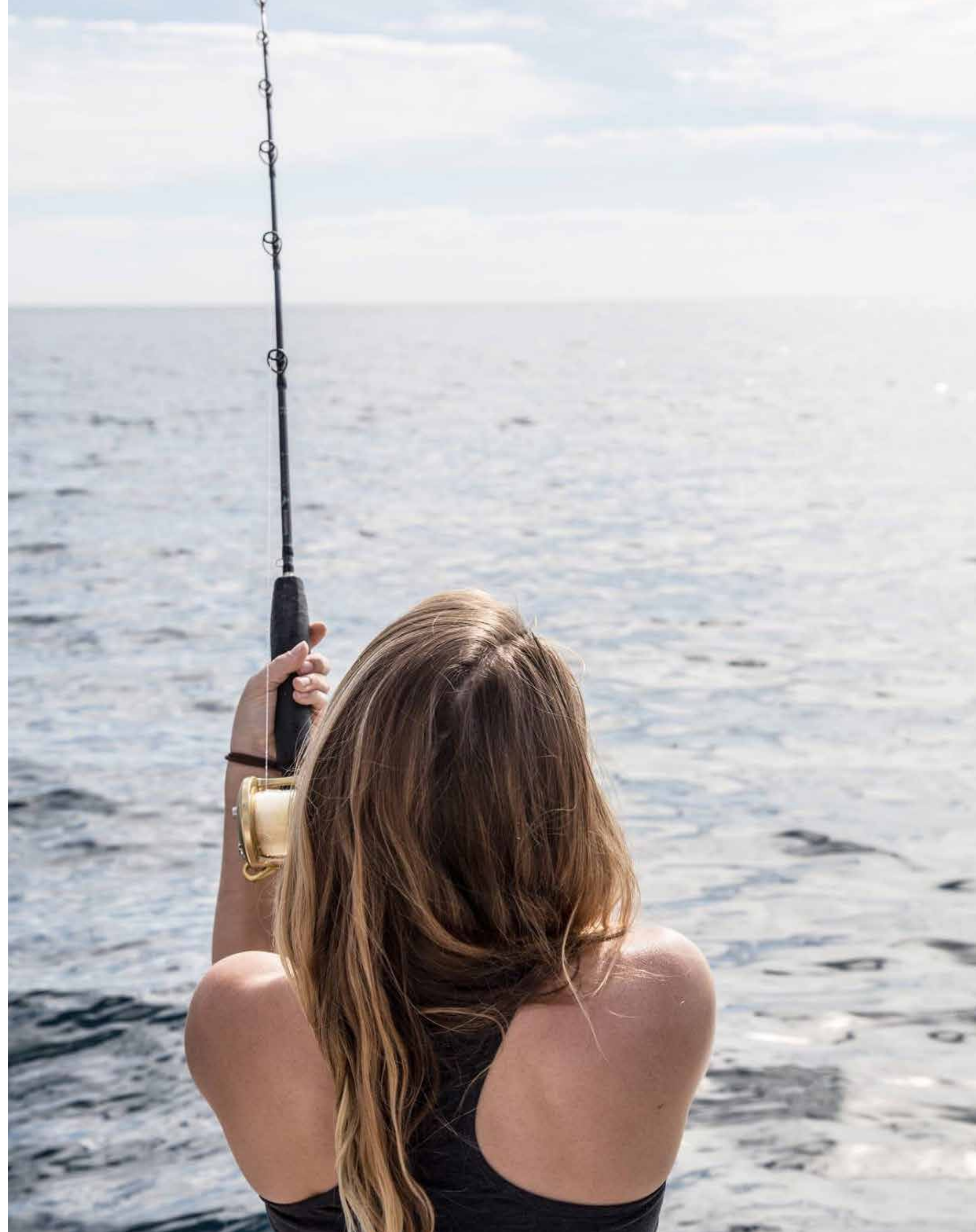
CONCLUSIONS BASED ON ANALYSIS:

Navigational and site organization is a really important factor that I don't think that a lot of competing companies tested on. I think that sometimes the different options for various programs aren't explained well. It can be a little overwhelming for the user especially if they don't know what they are looking for at first. It can be difficult to see what the differences are between certain programs so how will a user know which one is best for them. A lot of companies don't list exactly when or where the immersions will be next. I think they are reliant on the user reaching out to them to find out more.

I think that certain competing companies took the care to consider target audiences since certain one include navigation quick links for parents to gather more information.

WHY COMPETITORS LEFT OUT FEATURES:

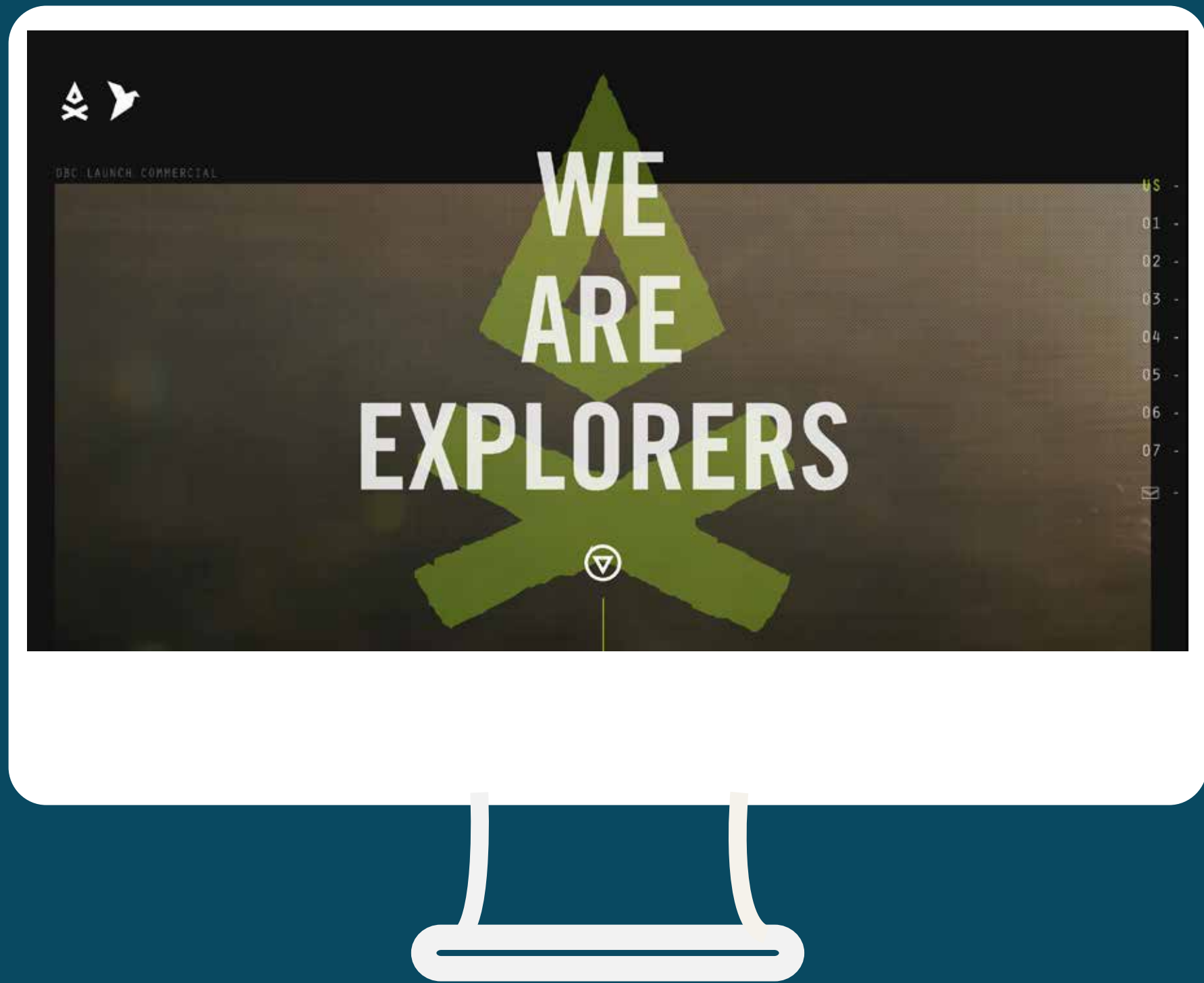
I think that continuing care pieces are more secondary to the immersion experiences for these companies. It feels like an after thought. This could be because the immersion experience is an intensive production for the company and perhaps they don't have the resources to make their continuing care more elaborate and extensive for their users. Most of them only offered online or facetime chats with therapists afterwards.



VISUAL PROCESS

In every walk with nature one receives far more than he seeks.

-john muir



[TRAVEL.CAMPPACIFIC.COM/](https://travel.camppacific.com/)

INSPIRATIONAL PROJECT

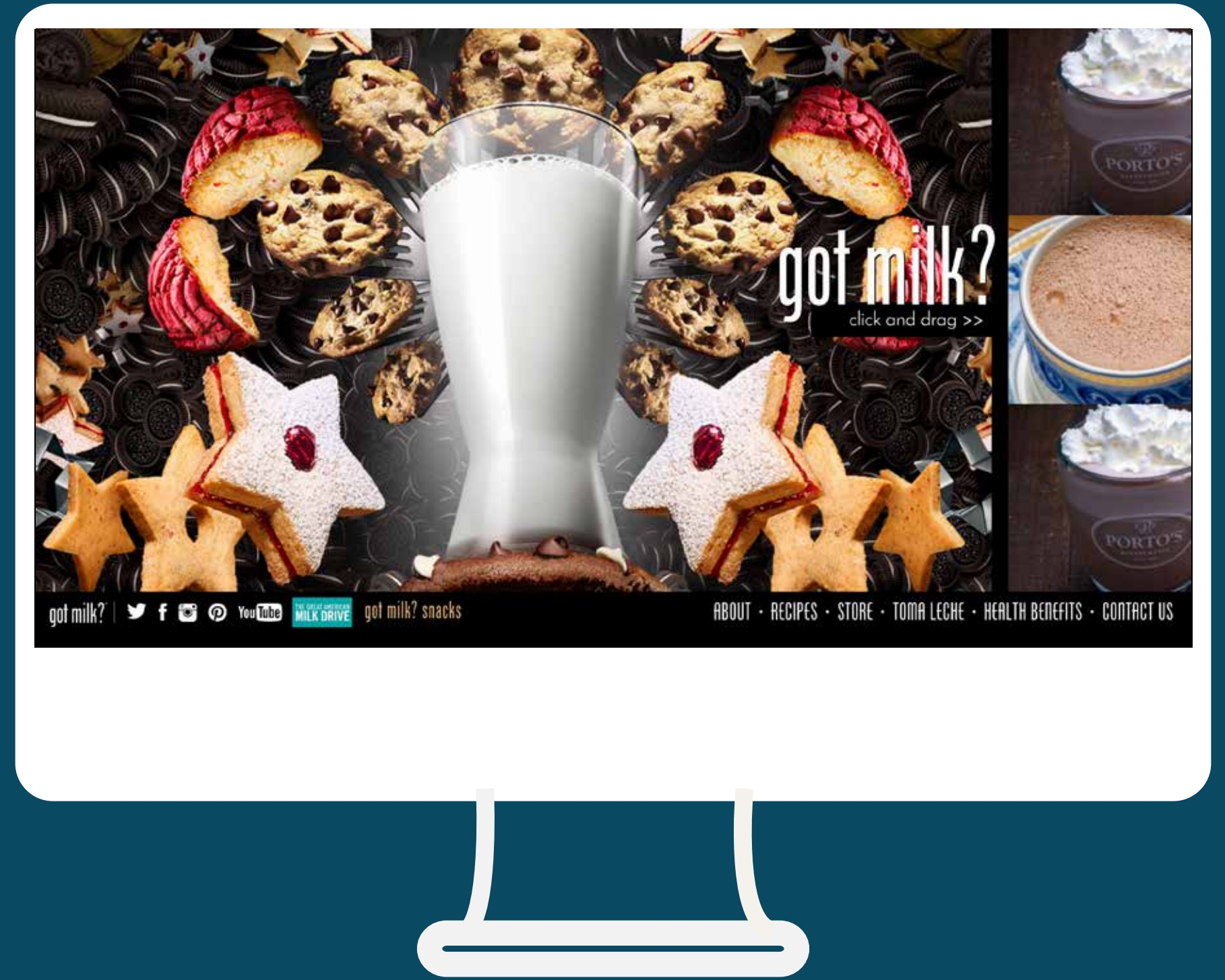
CAMP PACIFIC

- The navigational design on the right hand side indicates a linear storytelling experience for the user.
- The simple arrow down to tell the user to scroll without actually saying "Scroll"
- The green line continues to lead you downward through the story progression
- Small animations throughout provide a small delight factor for the user.

INSPIRATIONAL PROJECT

GOT MILK

- The horizontal scroll creates an engaging user experience
- Can show a lot of information on each page by clicking on the grid of images/text/video.
- When image on the grid is clicked then it opens up to the real content like a curtain movement, which I think provides a small delight experience for the user.



GOTMILK.COM



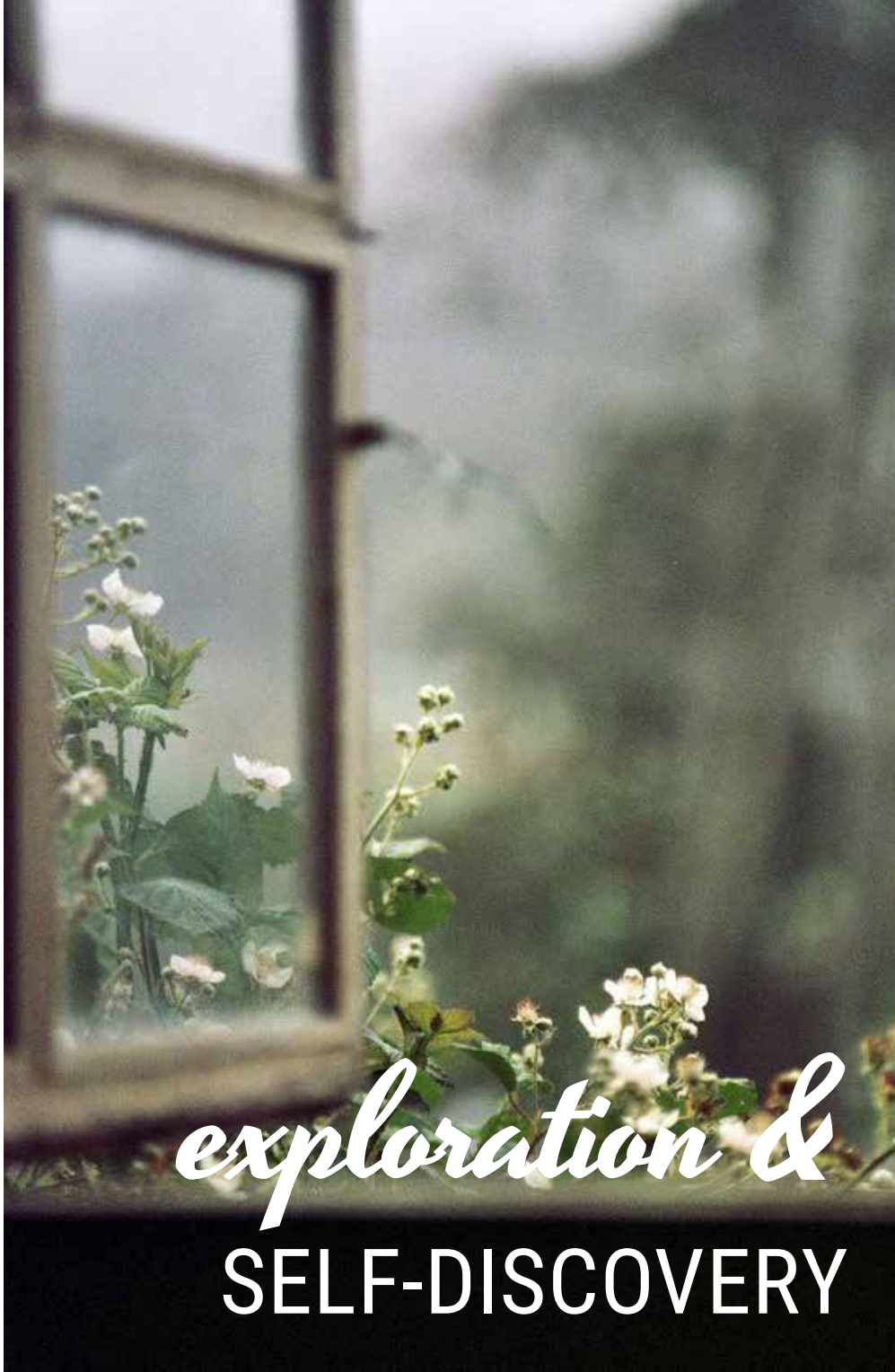
moodboard



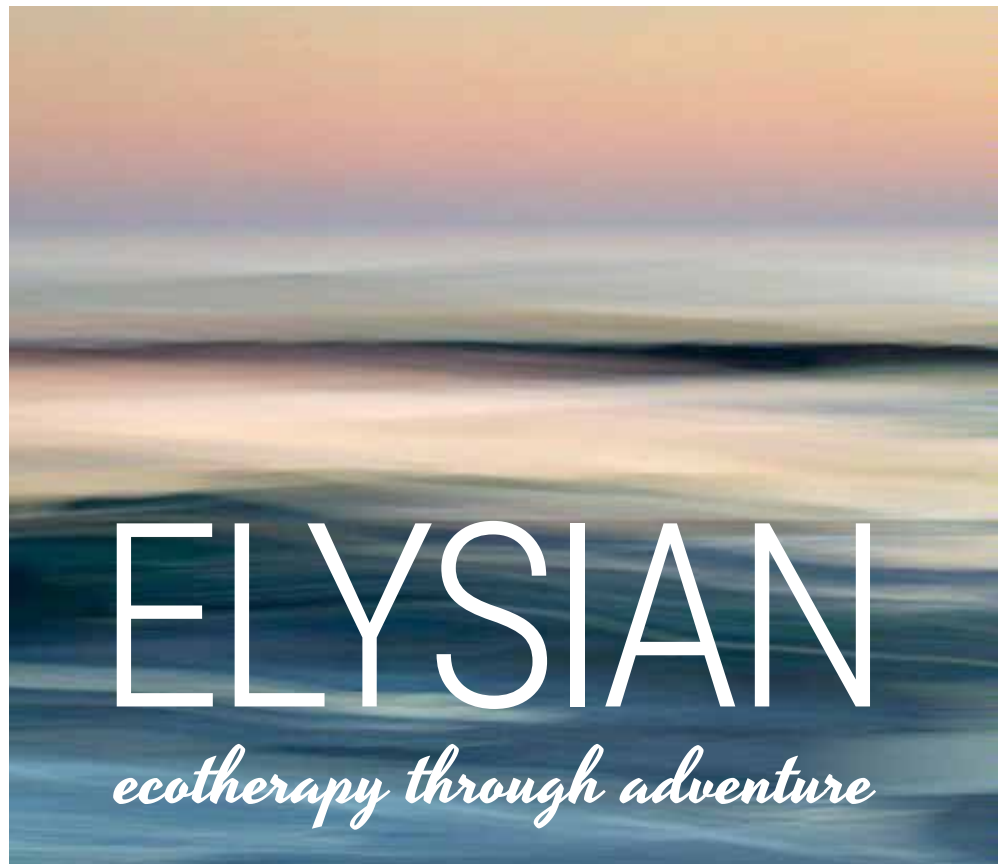
CONNECTING THE
mind & body



growth &
DEVELOPMENT



exploration &
SELF-DISCOVERY



ELYSIAN
ecotherapy through adventure





moodboard



growth and
DEVELOPMENT



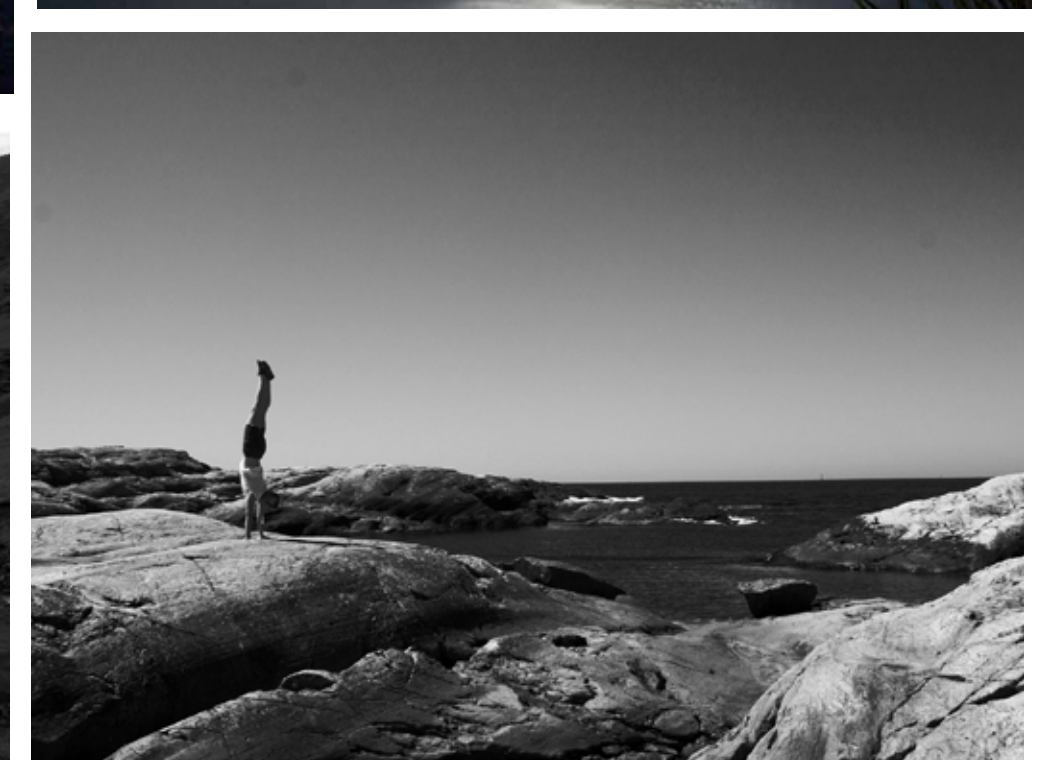
CONNECTING THE
mind & body



ELYSIAN
ecotherapy through adventure



exploration &
SELF-DISCOVERY



BRANDING

FINAL LOGO/ IDENTITY



ELYSIAN
ecotherapy through adventure



LOGO MARK (STAND ALONE)



FAVICON

VISUAL PROCESS

TYPOGRAPHY

HEADERS:

ROBOTO CONDENSED

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

SUBTITLE:

yesteryear

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

LONG BODY COPY:

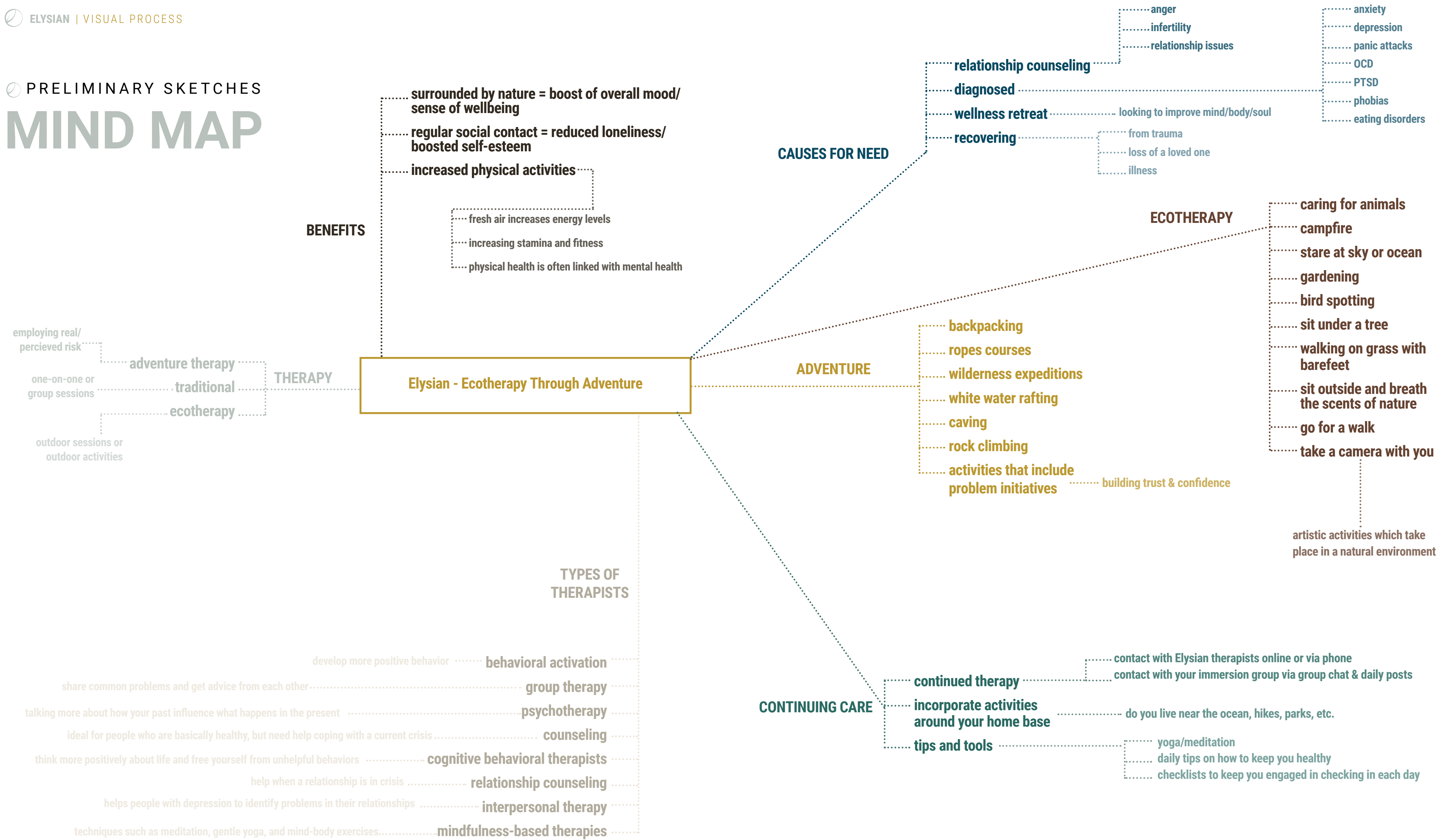
Roboto

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

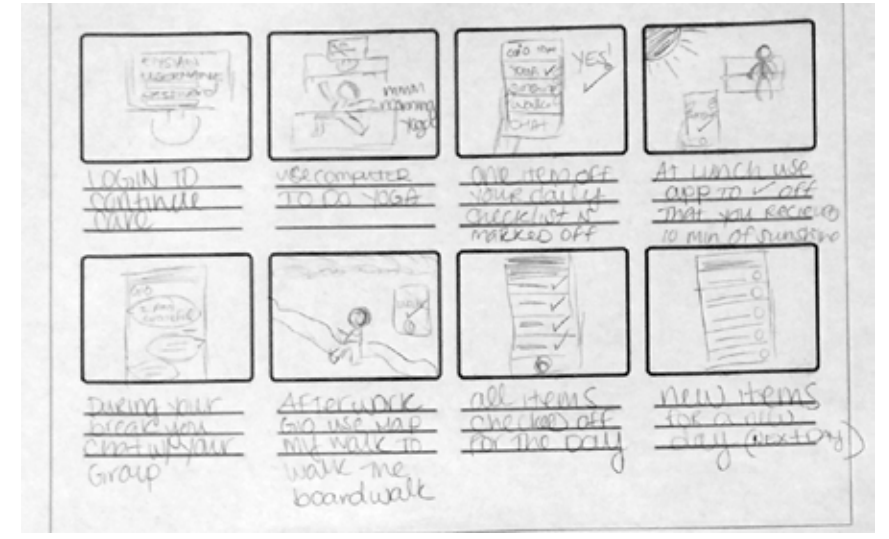
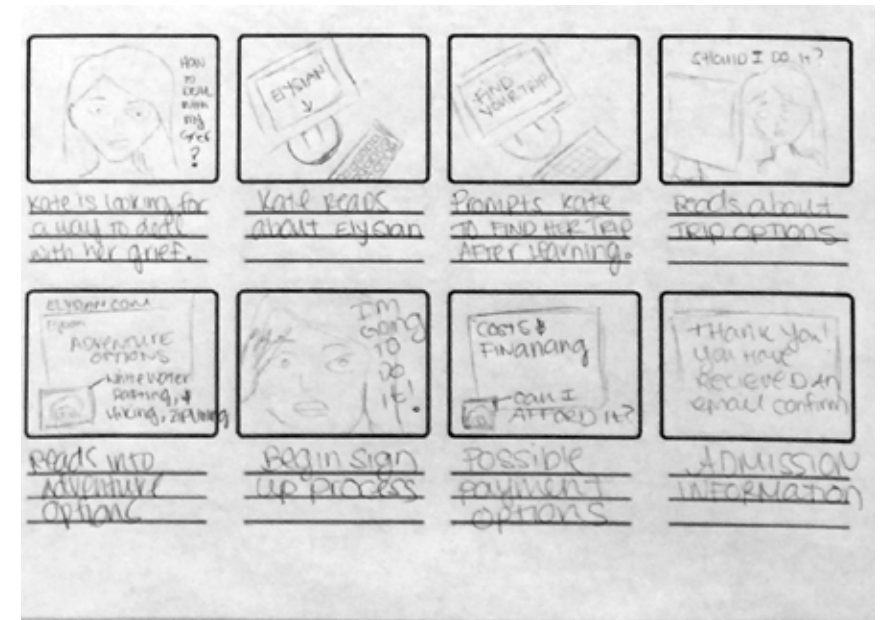
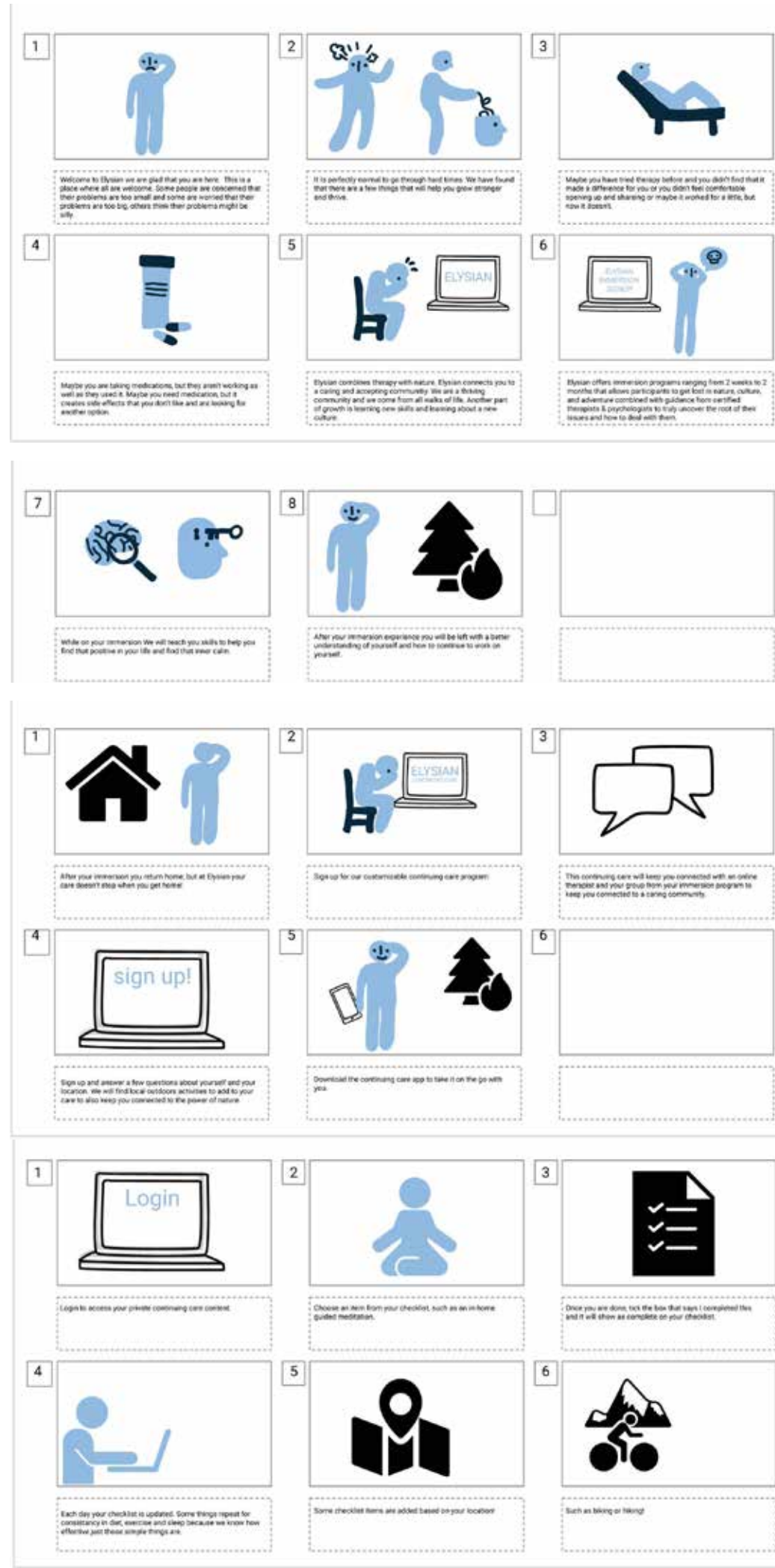
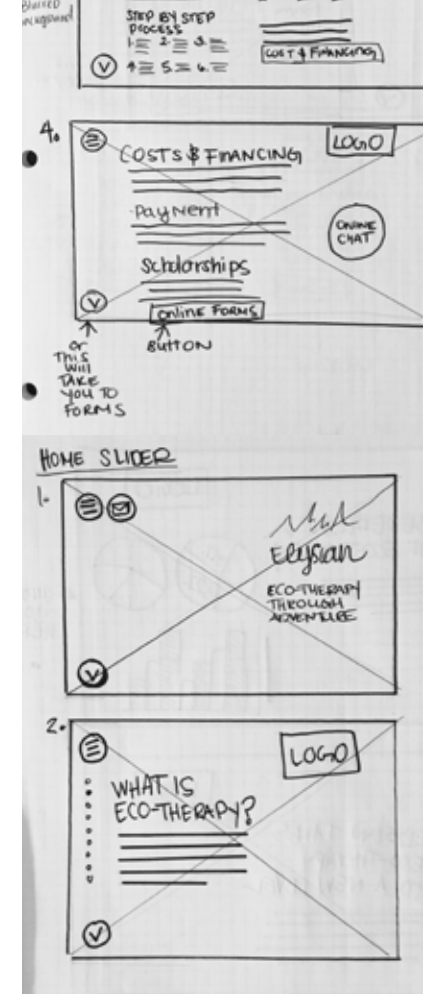
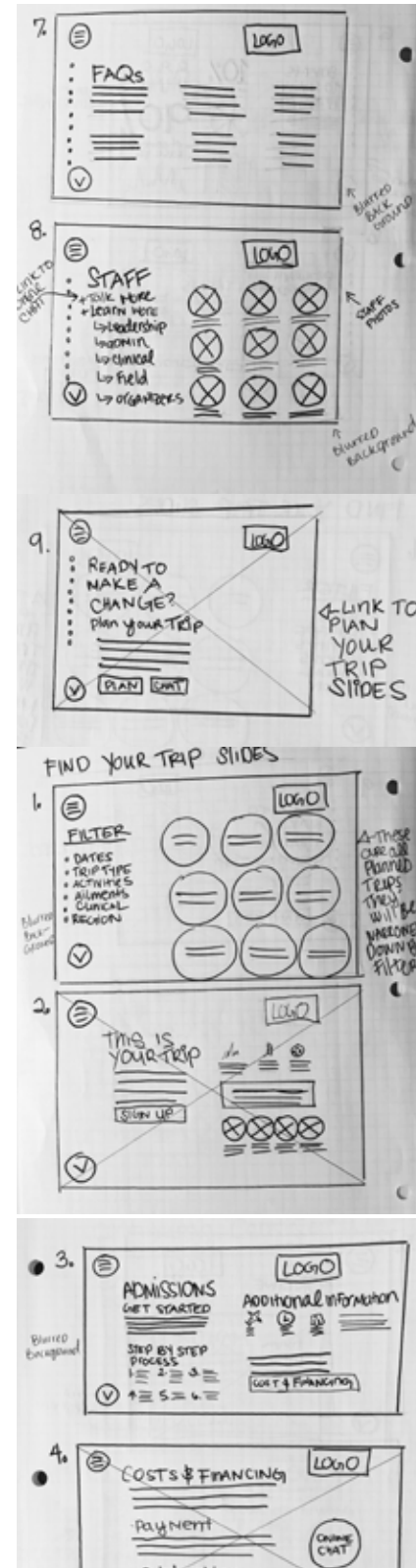
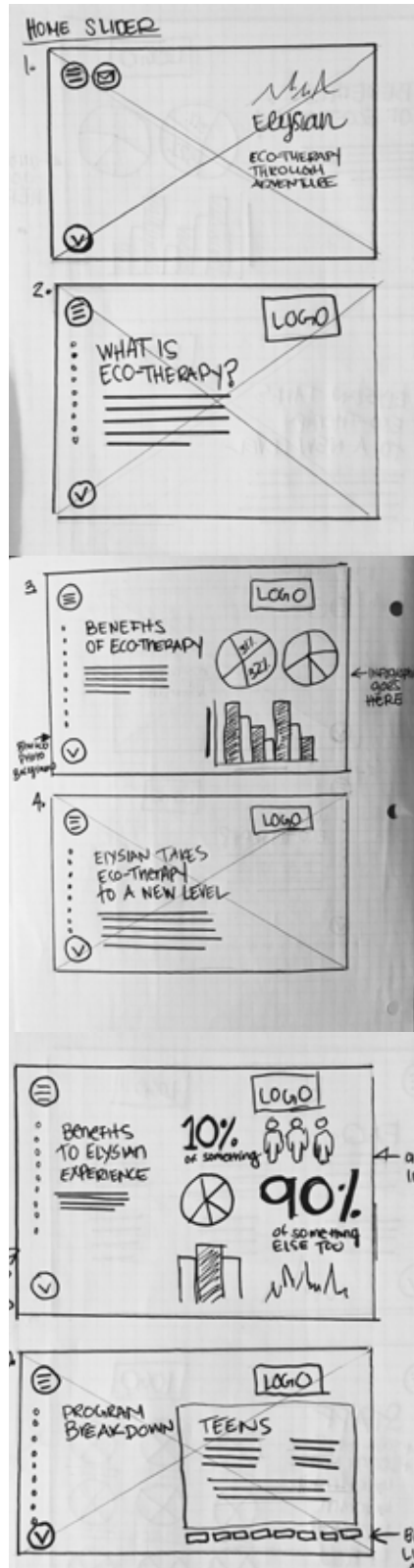
RGB: 8/73/7 HEX: 084961	RGB: 200/174/106 HEX: c8ae69	RGB: 184/193/188 HEX: b7c1bc
RGB: 65/116/108 HEX: 41746c	RGB: 236/228/217 HEX: ebe3d9	
RGB: 49/41/31 HEX: 30291e	RGB: 101/65/48 HEX: 654130	

PRELIMINARY SKETCHES
MIND MAP



PRELIMINARY SKETCHES

PROJECT LISTS, LAYOUTS & MOCK-UPS



VISUAL DESIGN PROCESS

PROPOSED LOGOS



1.	5.	9.	13.
2.	6.	10.	14.
3.	7.	11.	15.
4.	8.	12.	16.

FINAL VISUAL DESIGN

DESIGN GUIDELINES



ELYSIAN
ecotherapy through adventure

TYPOGRAPHY

SUBTITLE

Subtitle
Roboto
Font-size: .5 - 1em
font-color: #fff or #000
font-weight: bold
letter-spacing: 5 px

TITLE

Header 1
Roboto Condensed
Font-size: 6 em

TITLE

Header 2
Roboto Condensed
Font-size: 4 em

title

Header 4 (intro slides)
font-family: yesteryear
font-size: 3 em

Title

Header 5 (side columns)
font-family: Roboto Condensed
Font-size: 2em
Font-weight: 900;

body copy

Paragraph
Roboto
Font-size: 14px

COLOR PALETTE

primary

RGB: 8/73/7
HEX: 084961

RGB: 0/0/0
HEX: 000

RGB: 255/255/255
HEX: FFF

secondary

RGB: 200/174/106
HEX: c8ae69

RGB: 65/116/108
HEX: 41746c

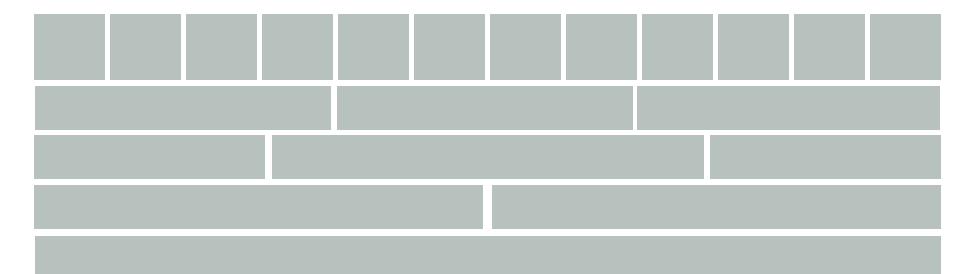
RGB: 184/193/188
HEX: b7c1bc

RGB: 236/228/217
HEX: ebe3d9

BUTTON

BUTTON

HORIZONTAL MARGIN SYSTEM



UX/UI PROCESS

Within nature lies the cure for humanity.

-unknown





UX/UI PROCESS

TARGET AUDIENCE

PRIMARY AUDIENCE

The primary audience for Elysian would include those who are seeking treatment due to a preexisting condition. Those who may be diagnosed currently with conditions such as: anxiety, depression, panic attacks, OCD, PTSD, eating disorders. It also applies to those who may already seek relationship counseling due to anger, infertility, or other issues. It also includes those who are suffering from a trauma due to death of a loved one, health issues (for you or a loved one), etc. If diagnosed with a condition that includes medication then Elysian should be done in conjunction of this. Elysian will serve those who share the following characteristics:

- Preexisting condition
- Mental health issue
- Relationship counseling
- Suffering from grief or trauma
- Male/female, 24-36 years old
- No children yet
- College Degree education
- Income of \$30,000 +
- All over the USA

SECONDARY AUDIENCE

This would include the same basic characteristics of the primary audience, but without a preexisting diagnostic. They might have never thought therapy was for them, but they feel lost or the need to continue to improve themselves. They need a retreat experience combined with some professional guidance. The experience helps to take away the stigma of feeling “crazy.”

TERTIARY AUDIENCE

Therapists/Doctors that are looking to explore new forms of therapy and potentially prescribe to patients if applicable.

PERSONA

ELIZABETH S.

PRIMARY AUDIENCE

32 years old
San Francisco, CA
Work as an Employee Experience Manager at ProQuest Consulting

STORY:

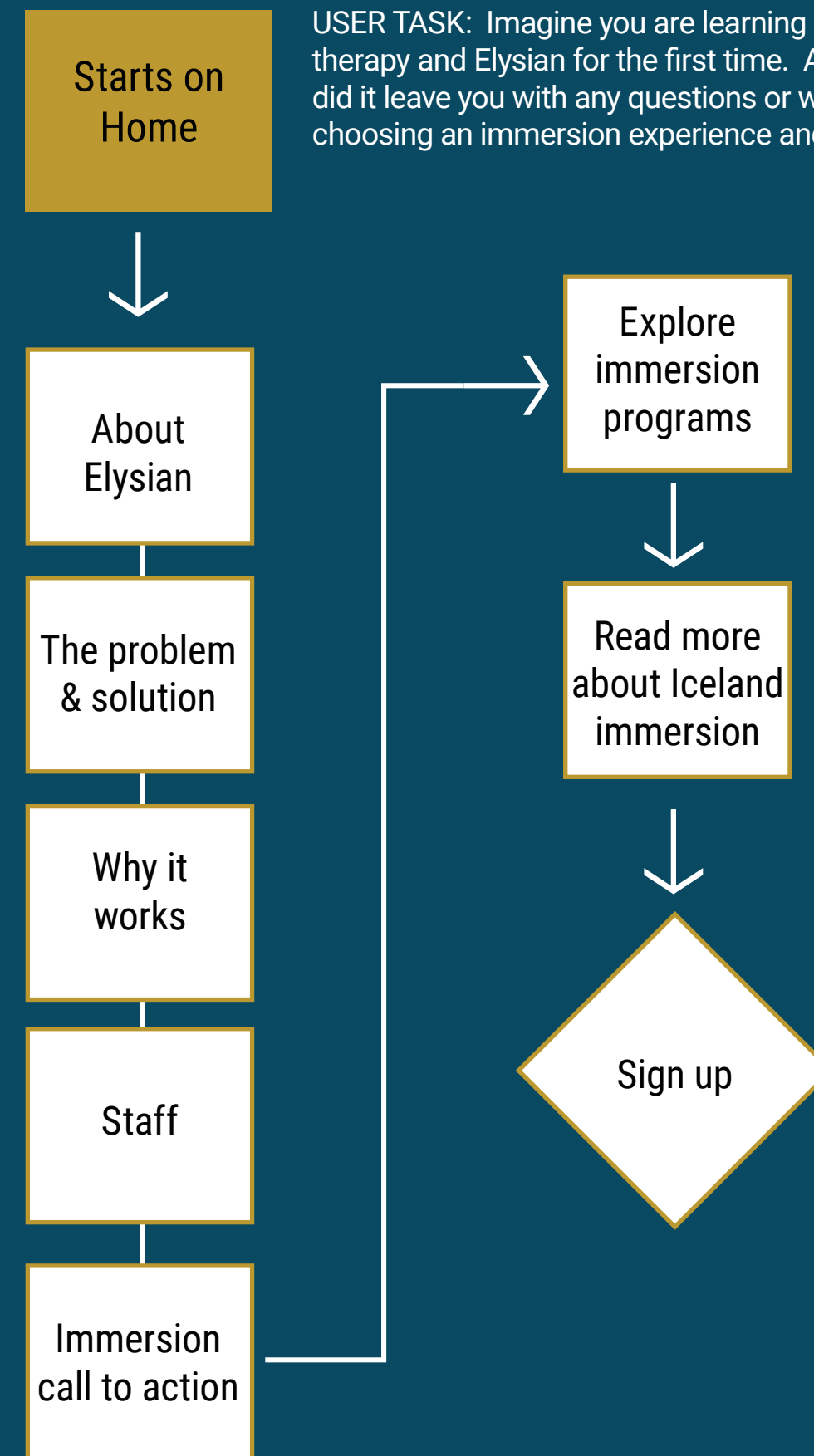
Her mother recently passed away from an aneurysm out of the blue and she is struggling to deal with the grief and keep up with her responsibilities.

"I found Elysian because I truly needed a break as well as find a way to address my grief and while life can be so cruel and unfair, I also realized that it can be short so I need to step away from my office job and really experience life, nature, adventure while also seeking professional guidance to help me through this difficult time.

I know after my immersion experience my grief won't be completely gone so I chose Elysian to be able to utilize the continuing care program after my immersion to help me to cope when those moments arrive as well as maintain my connection to nature in my everyday life."

TASK FLOW #1

USER GOAL: To learn about eco-therapy and adventure therapy and be able to determine if you would like to sign up for an immersion experience after doing so.



USER TASK: Imagine you are learning about ecotherapy, adventure therapy and Elysian for the first time. After exploring elysian.com, did it leave you with any questions or would you feel comfortable choosing an immersion experience and trying to create an account

PERSONA

AARON B.

PRIMARY AUDIENCE

27 years old
Fremont, CA
Works as a Case Supervisor at Behavioral Health Works

STORY:

Daniel has had social anxiety ever since he graduated high school. He has been to group therapy and is currently on medication, but lately his anxiety has been coming back.

"I found Elysian because I wanted to try a new kind of therapy to hopefully jump start the success I once had before with normal therapy."

"I chose Elysian because they offer the continuing care program so that I may be able to incorporate techniques that I learned from my immersion into my day-to-day when I get back from my retreat so that I can continue to reap the benefits of ecotherapy even after the retreat is over."

TASK FLOW #2

USER GOAL: Customize your own continuing care.

Return home from immersion experience

Go to continuing care

How it works

Daily checklist

Sample dashboard

Sign up call to action

Enter personal information

Enter location information

Immersion information

General activities

Additional information

Add customized checklist items

SUBMIT

USER TASK: Imagine you have finished up your immersion experience and now you have returned home. You are ready to sign up for the continuing care portion that Elysian offers. Use to the website and create an account to set up your customized continuing care.

PERSONA

JOHN L.

PRIMARY AUDIENCE

30 years old
Orange County, CA
Works as a Marketplace Intelligence Analyst at ASICS America Corp.

STORY:

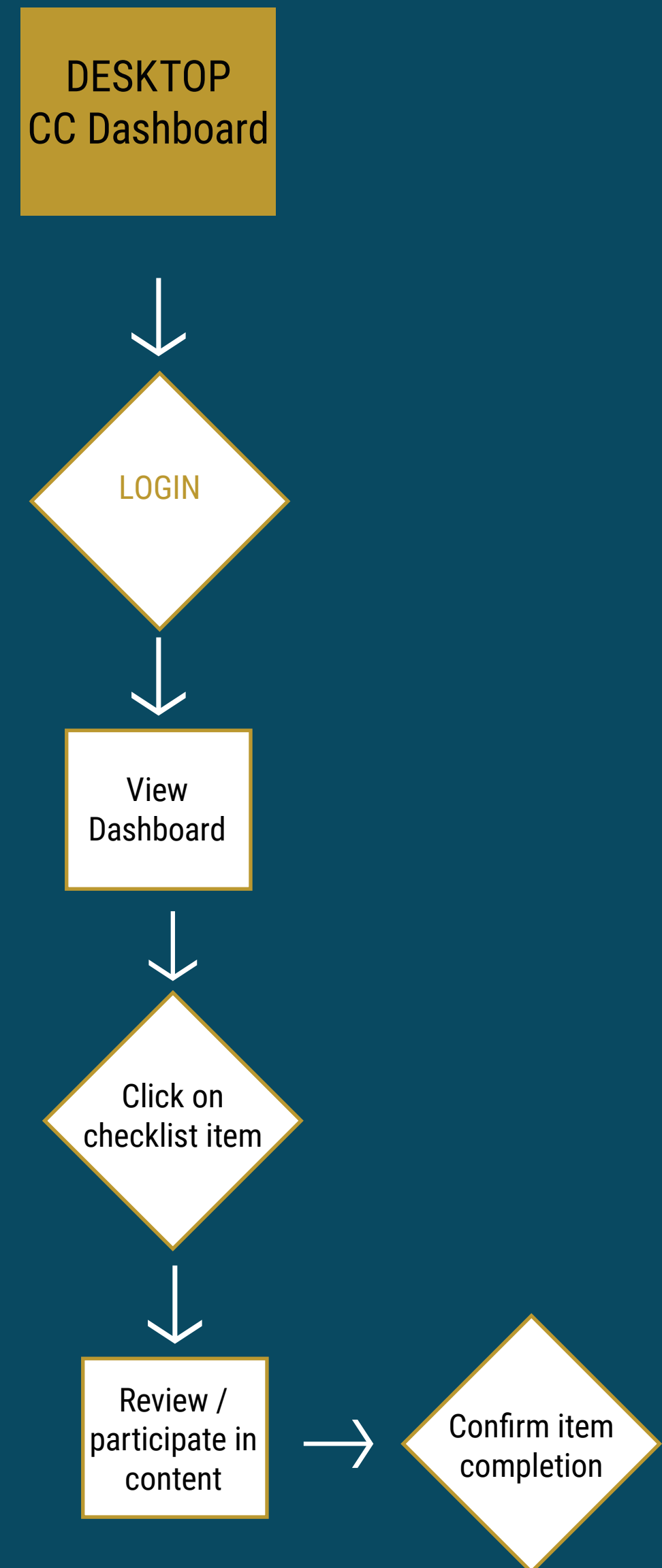
Gio suffered from cancer in his 20's and he caught it in time and everything appears to be well now, but the doctors recommended he participate in therapy to address his emotions.

"After fighting off cancer, I knew therapy was a good idea, but it was hard for me to go to a therapist office and feel like I wasn't wasting precious time that I just fought so hard for. I also just wasn't comfortable sharing in such an unnatural environment, it felt forced. I found Elysian because I wanted an unconventional approach to therapy, I am much more comfortable sharing while walking outside or sitting around a fire and it allowed for me to experience feelings and participate in activities that I wouldn't have otherwise imagined."

TASK FLOW #3

USER GOAL: Login to your continuing care via desktop computer and access/watch a video content.

USER TASK: Imagine that you are using the continuing care for the first time. You want to check a few items off the daily checklist provided.



PERSONA

ELIZA S.

SECONDARY AUDIENCE

28 years old
Sacramento, CA
Works as a teacher with young kids

STORY

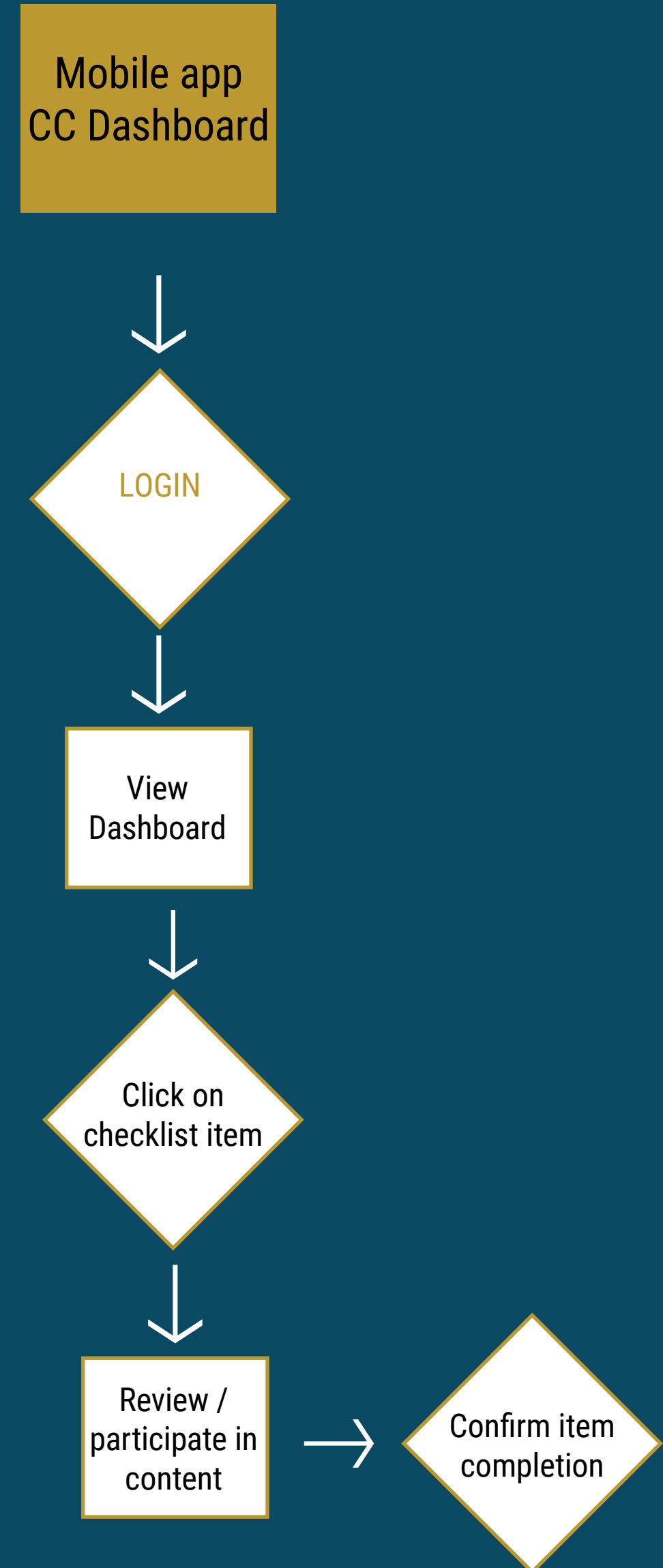
Amanda had never considered therapy before because she felt that other people would judge her and she didn't want to be labeled as "crazy," but lately she has felt a little lost in life for some time now and doesn't seem to be able to figure out what she changes she needs to make in order to be happy.

"I didn't know what my problem was, which made it hard for me to reach out to a regular therapist in my area. I felt stupid admitting that I was lost and sad and I don't know why. I love to travel and Elysian provided a cultural experience along with a different approach using ecotherapy and adventure therapy to help me understand myself and bring new emotions to the surface through challenging experiences. This finally helped me understand what is blocking me from being who I want to be and begin to the process of making changes to improve my overall wellbeing."

TASK FLOW #4

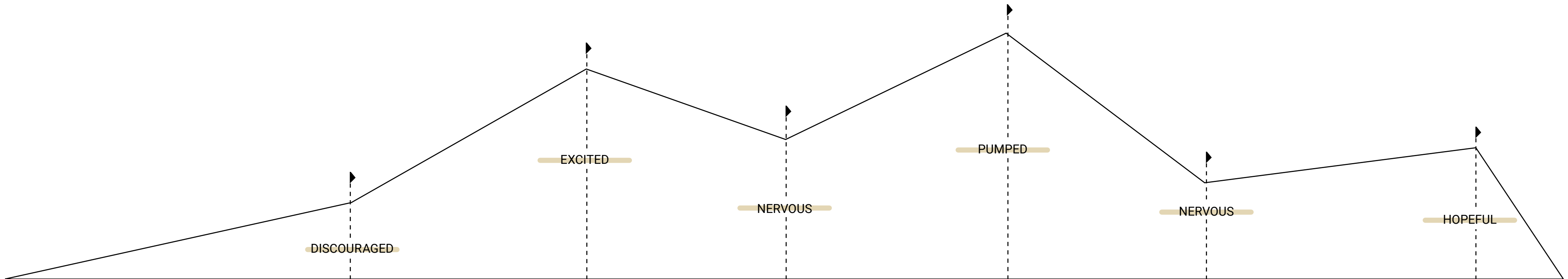
USER GOAL: Login to your continuing care via the app and access content.

USER TASK: Imagine that you are using the continuing care for the first time. You want to check a few items off the daily checklist provided.



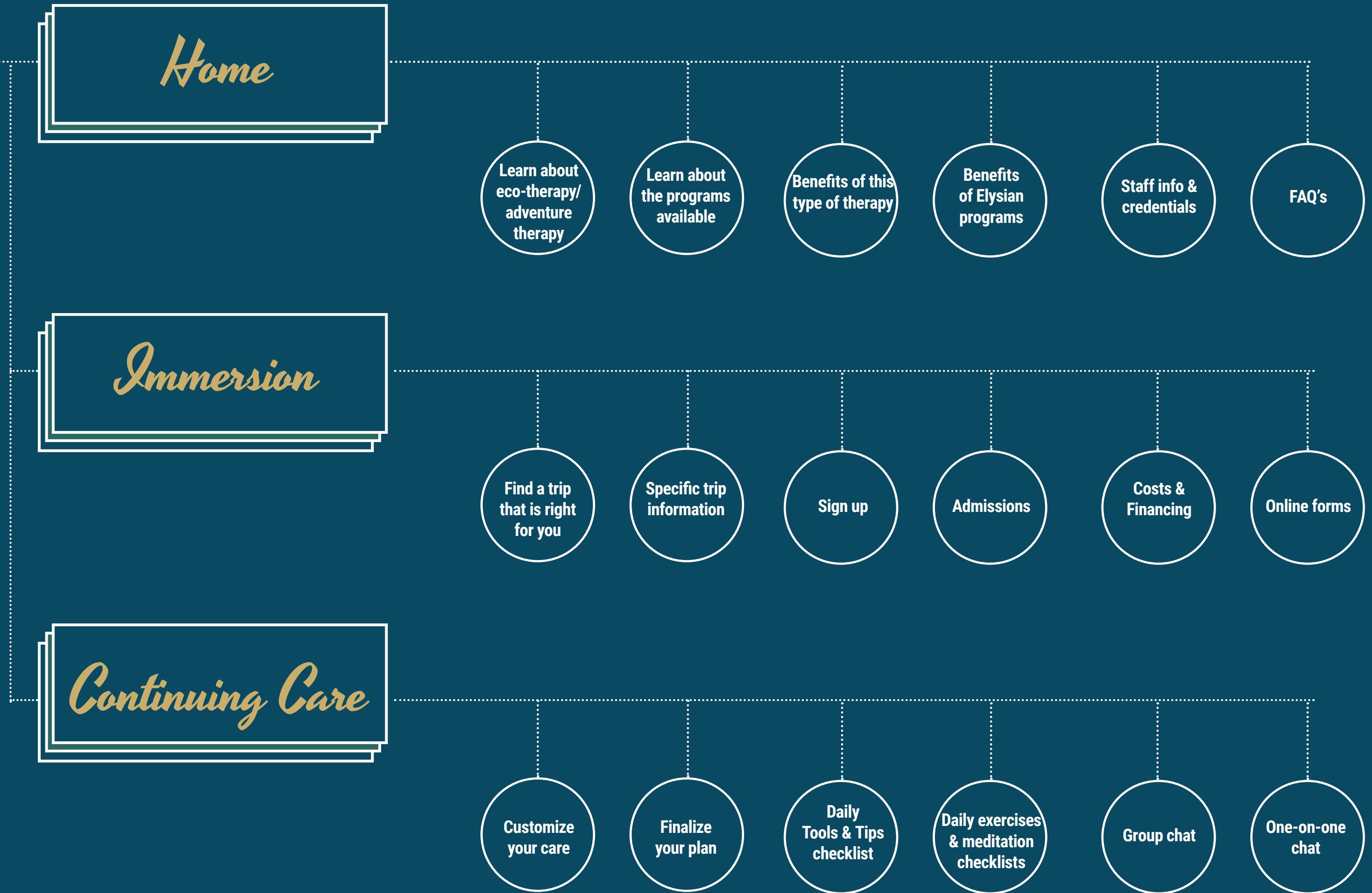
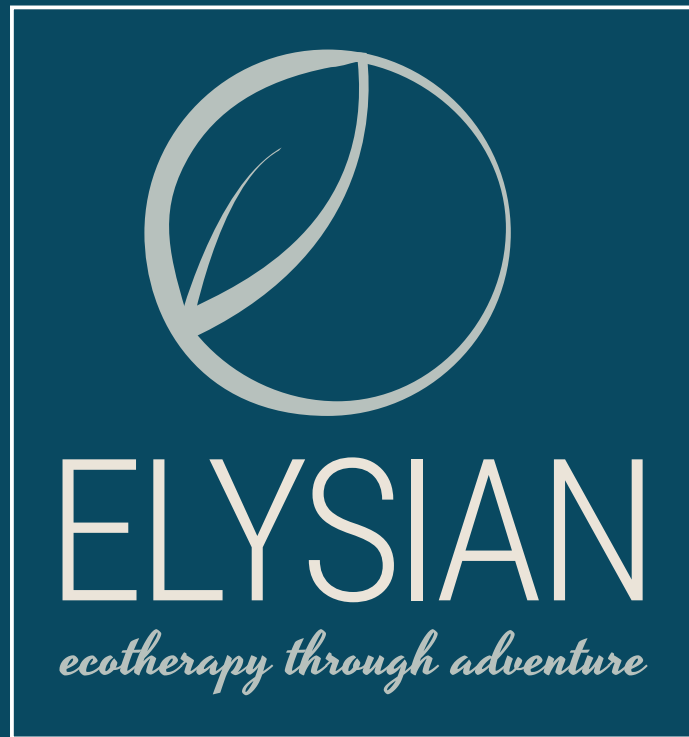
DEVELOPMENTAL PROCESS

EXPERIENCE MAP



	USER	PAST EXPERIENCES	AWARENESS	CHOOSE	IMMERSE	RETURN	CONTINUE
ACTION							
		<ul style="list-style-type: none"> Regular therapy No therapy at all 	<ul style="list-style-type: none"> Learn information about ecotherapy and adventure therapy 	<ul style="list-style-type: none"> Check out the different upcoming immersions 	<ul style="list-style-type: none"> Choose an immersion, sign up and go 	<ul style="list-style-type: none"> Returning home after an immersion experience 	<ul style="list-style-type: none"> Sign up for the continuing care program
THOUGHT		<p>"Therapy doesn't work for me"</p> <p>"Therapy is for crazy people with tons of issues"</p>	<p>"This makes sense, I usually do feel pretty good after being outside, I guess I didn't really notice that before"</p>	<p>"Will it be safe"</p> <p>"What if I am not in good enough shape to hike"</p> <p>"Reviews are important"</p> <p>"Can I bring a friend"</p>	<p>"I am so glad I did this, I am learning so much about myself"</p> <p>"I feel like I have experience some real growth during this time"</p>	<p>"I am nervous about going home and reverting back to my old ways"</p>	<p>"At least I will have a little bit of Elysian in my pocket helping me to continue to incorporate what I learned into my life at home"</p>
OPPORTUNITY		<ul style="list-style-type: none"> Experiencing a cultural and adventure based retreat would be a lot of fun It doesn't hurt that there are some therapist there to talk to as well 	<ul style="list-style-type: none"> Learned something new about the effects of nature on your health Decides that doing a full immersion would be a great way to implement a new change 	<ul style="list-style-type: none"> Learned something new about the effects of nature on your health Decides that doing a full immersion would be a great way to implement a new change 	<ul style="list-style-type: none"> Gained a community by participating with other like-minded people Reconnect to yourself Truly understand the impact of nature on your health 	<ul style="list-style-type: none"> If I can sustain this change I made during my immersion maybe my mental health problems won't be problems anymore 	<ul style="list-style-type: none"> A platform to connect to your immersion group and online therapists A platform to provide you content to help you sustain change in your own way

SITE MAP



USER TESTING

TESTING TYPE	TIME	PARTICIPANTS	SET-UP	KEY LESSONS LEARNED
Survey	June, 2017 (UX Class)	25 participants	https://s.surveypplanet.com/ryl_V4VN-	<ul style="list-style-type: none"> • Key insight into my target audience to further develop my personas
Cardsorting	July, 2017 (UX Class)	10 participants	https://26w51410.optimalworkshop.com/optimalsort/6d414snl	<ul style="list-style-type: none"> • Key insight from users into the categories and organization that they think makes the most sense for this project
Low-fidelity prototype (Adobe XD)	September, 2017 (UX Class)	5 participants	https://xd.adobe.com/view/3cfb42de-0234-49e9-9f56-8b96c9ab31d1/	<ul style="list-style-type: none"> • Testing was difficult due to the lack of parallax scrolling in prototype, needed to find another solution to mock it up • Too much detail on each slide was distracting for the user • Unclear on the trip sign up and difficult to find the continuing care • Need to include more instruction when signing up
Low-fidelity prototype (Adobe XD)	November, 2017 (Visual Design & Responsive web)	2 participants	<p>TASK 1: https://xd.adobe.com/view/a2e0bd49-b5a5-42f7-8f2f-a97d4520f98a/</p> <p>TASK 2: https://xd.adobe.com/view/c61d2ba7-1026-40e8-b365-45ae8560481d/</p> <p>TASK 3: https://xd.adobe.com/view/53a34fd8-f990-47d1-a68d-8d0d9847294f/</p>	<ul style="list-style-type: none"> • Suggested switching to proto.io to create a realistic prototype and get better testing results • Need to clarify tasks • Create clear call to actions
Low-fidelity prototype (Proto.io)	November, 2017 (Visual Design & Responsive web)	3 participants	https://pr.to/KH37YJ/	<ul style="list-style-type: none"> • Prototype is finally coming together, user is able to understand it more although the prototype is still pretty rough at this point • Need to refine links and scrolling directions (sometimes it appeared to be scrolling backwards due to the direction) • User needs to be able to start their task from anywhere and not just go one to the other.

USER TESTING

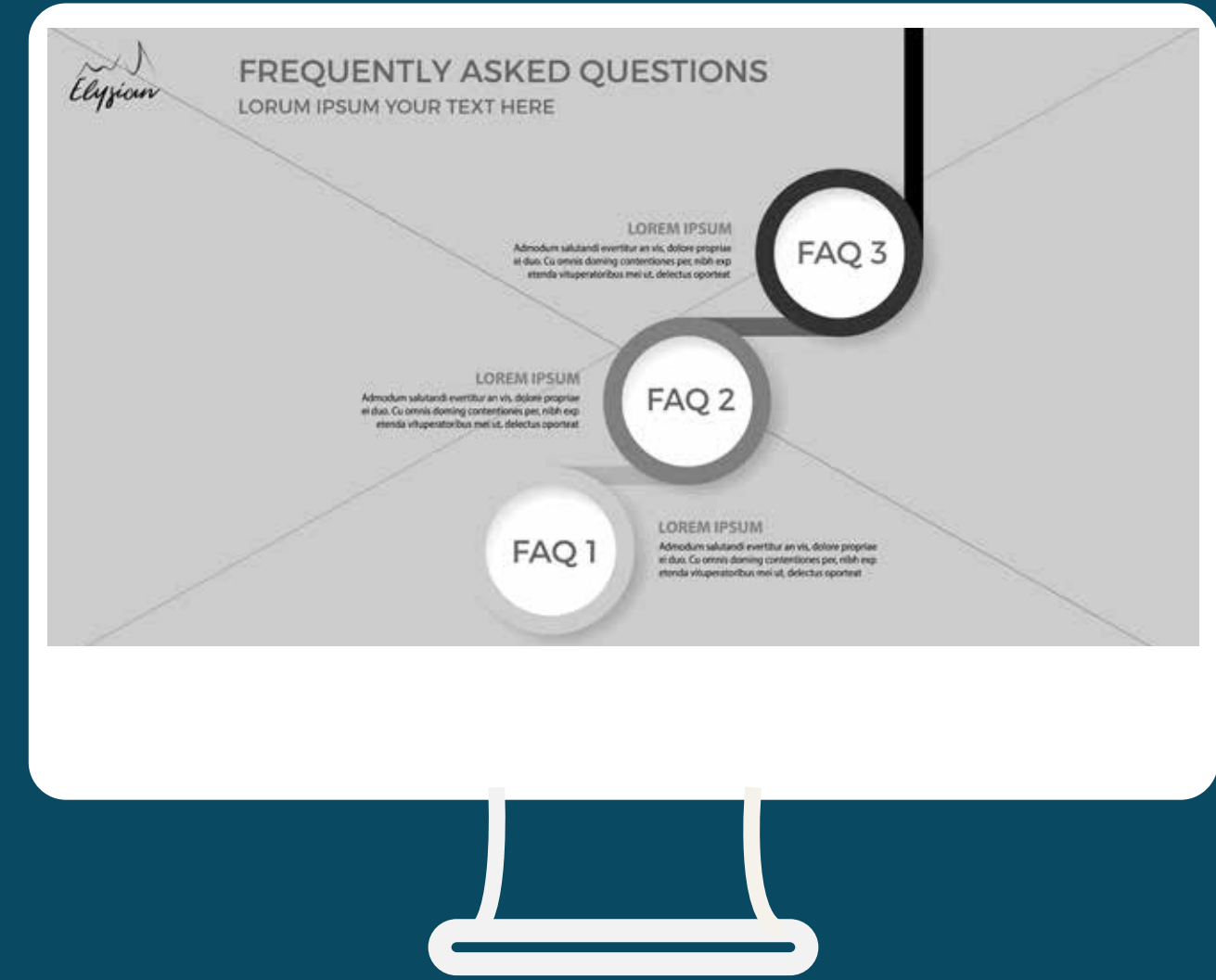
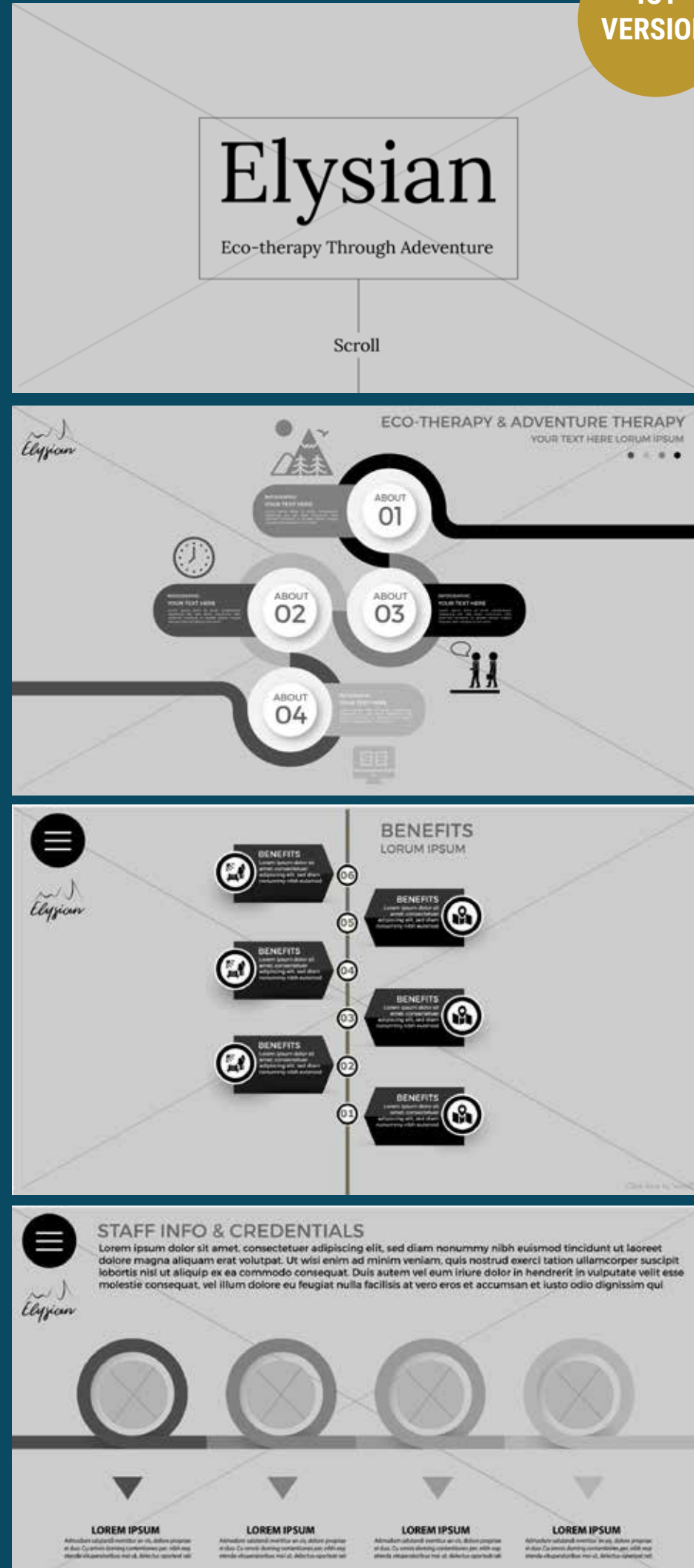
TESTING TYPE	TIME	PARTICIPANTS	SET-UP	KEY LESSONS LEARNED
Low-fidelity prototype (Proto.io) + rough visual design (website)	December, 2017 (Visual Design & Responsive web)	2 participants	https://pr.to/1E02BZ/ http://alddesign.com/responsiveweb/prototype_121017/examples/horizontalScroll.html	<ul style="list-style-type: none"> It is very important to have a step count in the sign up process Doesn't need to say the word "scroll" just indicate Don't need two login buttons, just add a small link that says "already a member, log in"
A/B Testing	March, 2018 (UX Class)	2 participants	A: https://pr.to/0UDWHN/ B: http://alddesign.com/Thesis/Elysian_030418/horizontalScroll.html#page5	<ul style="list-style-type: none"> A: Overall better layout on each section. Easy to skim through & have the necessary understanding. B: Too much copy on each page, felt it was too much to actually read through. Loved the colored imagery and the bright feelings it brought. A: Felt the black and white images brought a more cohesive feeling to the over home sections. Thought that it was a little more moody feel, but in a good way. Fix 3 columns on section 3 to be even with each other. B: Didn't like the amount of text, didn't feel like it flowed well from section to section either.
Interview Test	March, 2018 (UX Class)	3 participants	http://alddesign.com/Thesis/Elysian_031418/	<ul style="list-style-type: none"> Immersion program page layout will only work if there are 4-5 program options, if there are more this would not be the ideal way to view 6+ options Show a little blurb of info about each trip right off the bat and make the dates more prominent
Interview Test	April, 2018 (UX Class)	2 participants	http://alddesign.com/Thesis/Elysian_042018/horizontalscroll.html	<ul style="list-style-type: none"> Need to create a click through to be able to view more about the staff as this is important information for the primary audience to know Create a returning user option for those who might sign up for more than one trip Need to add a "Thank you for signing up" to make clear when finished

TESTING RESULT: HOME

ROUND 1 - CRITICAL USER FEEDBACK:

- Homepage landing page, no need for hamburger menu yet
- Too much detail on the wireframes creates confusion for the user as they are trying to reach to much into each slide or section of the home page.
- Parallax scroll feature not implemented with Adobe XD, I had to place a small click-able button that would attempt to act as a scroll, but this was not clear to the user and needed to be explained what the purpose was.
- Buttons need to be more obvious, they don't currently look like buttons
- Need to focus more on organizing the task flows, create separate links for each task

1ST
VERSION



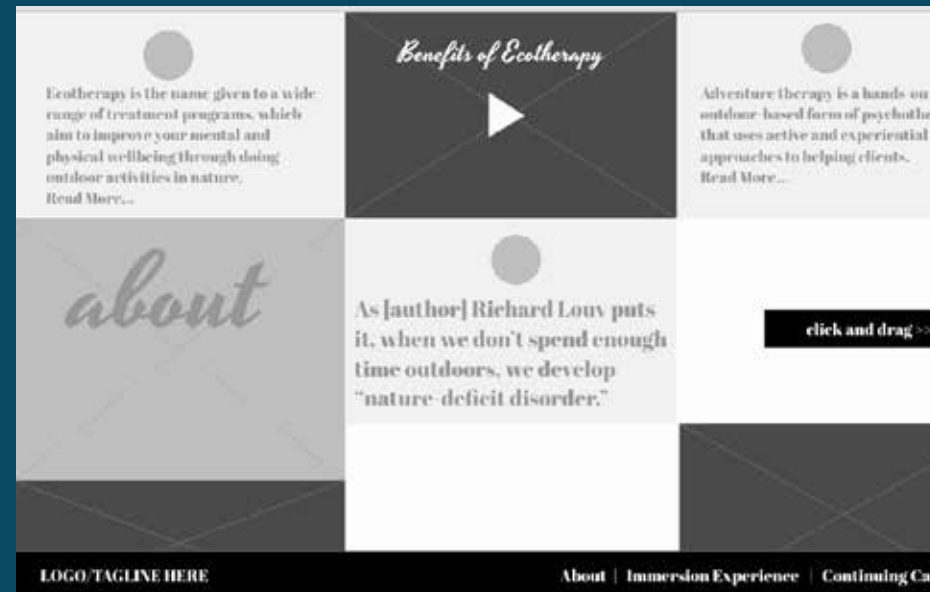
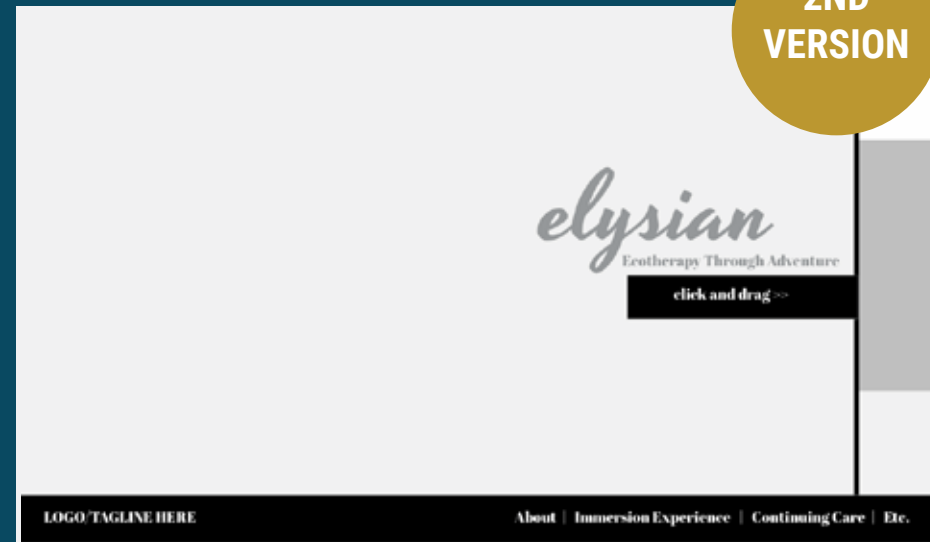
TESTING RESULT: HOME

ROUND 2 - CRITICAL USER FEEDBACK:

- First task needs to be condensed (less slides) and overall goal needs to be more clear.
- Switched to horizontal scrolling vs. parallax, but this needs to function in prototype, need to switch from XD to Proto.io
- The user should not need to be reminded to click and drag continually

ROUND 3 - CRITICAL USER FEEDBACK: (NEW PROTO.IO PROTOTYPE)

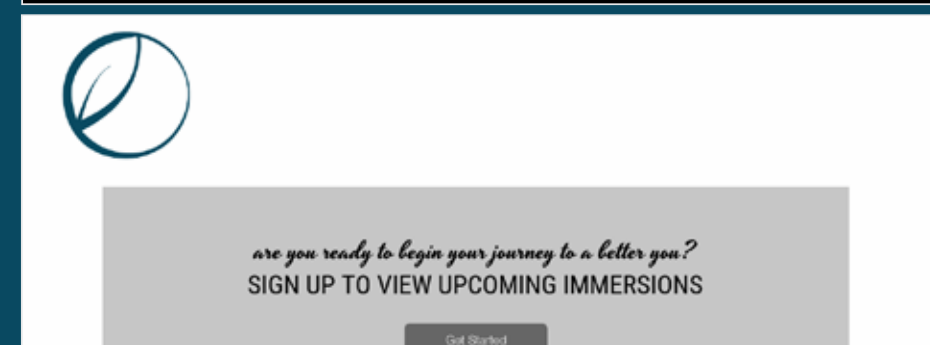
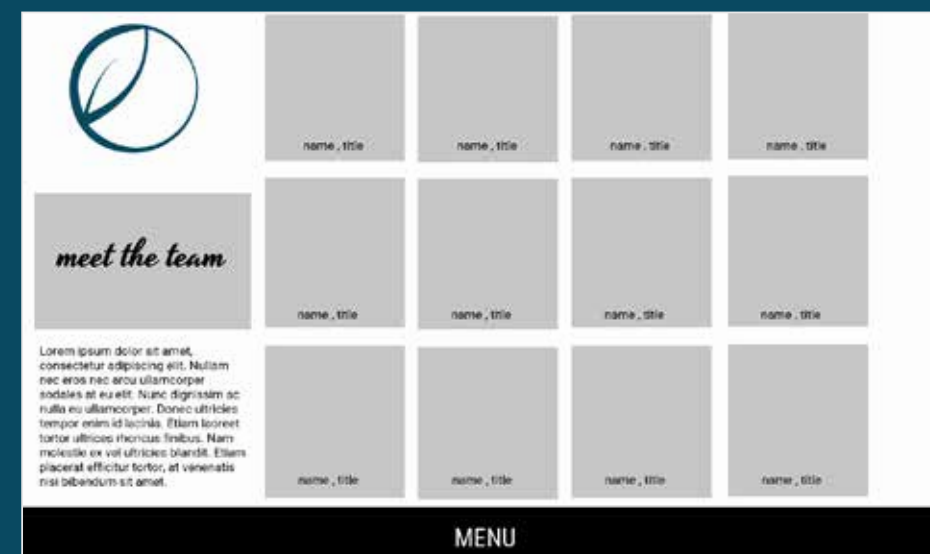
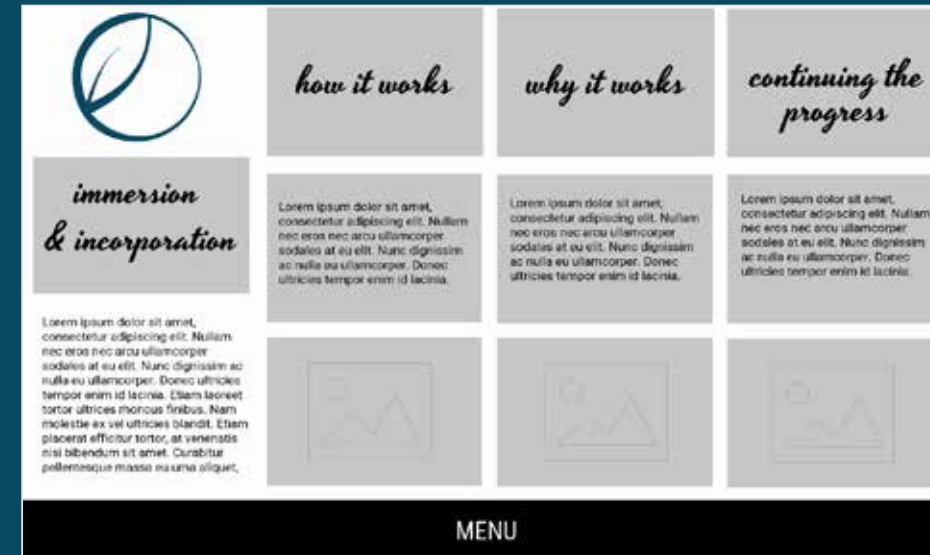
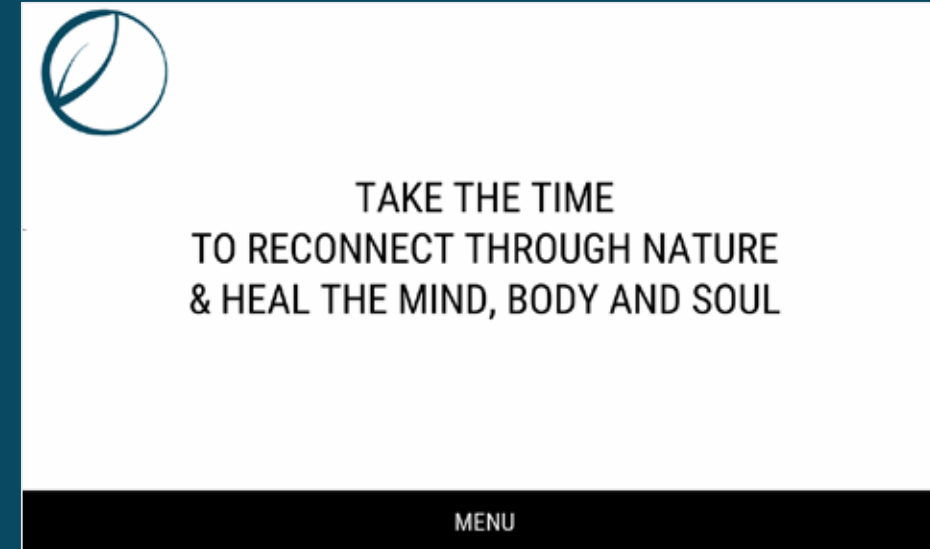
- Need an indicator to scroll horizontally without being told to scroll



2ND VERSION



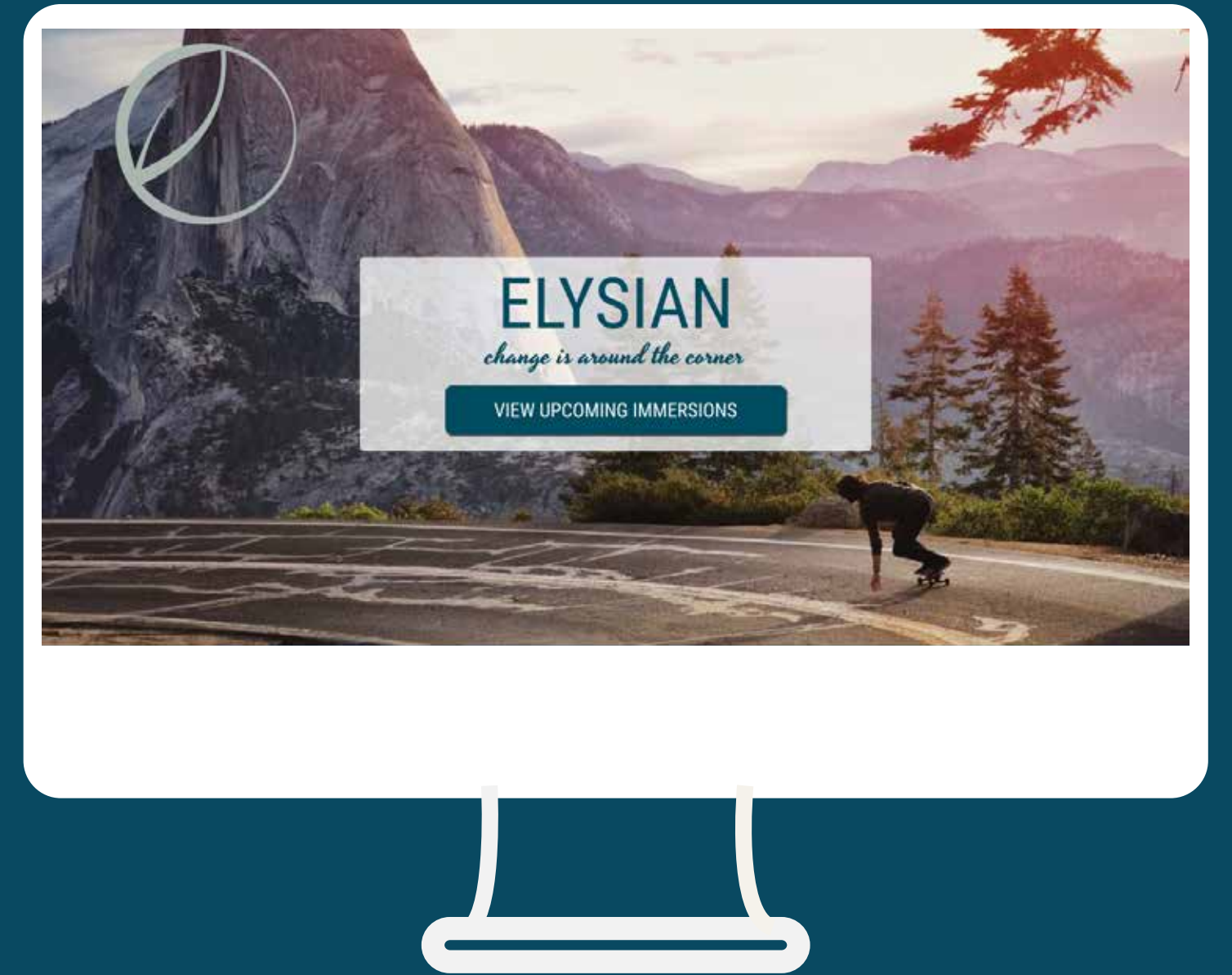
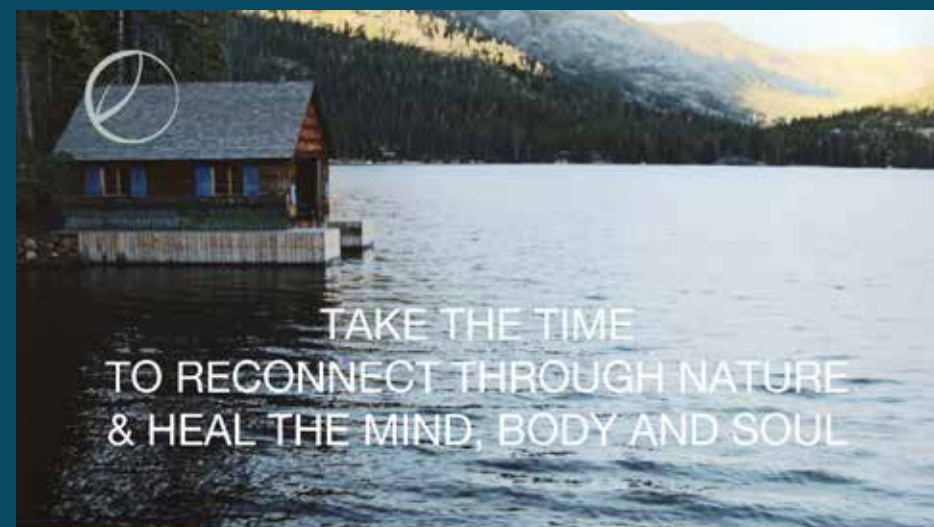
3RD VERSION



TESTING RESULT: HOME

ROUND 4 - CRITICAL USER FEEDBACK:

- Too much copy on each page, felt it was too much to actually read through. Loved the colored imagery and the bright feelings it brought.
- Didn't like the amount of text, didn't feel like it flowed well from section to section either.

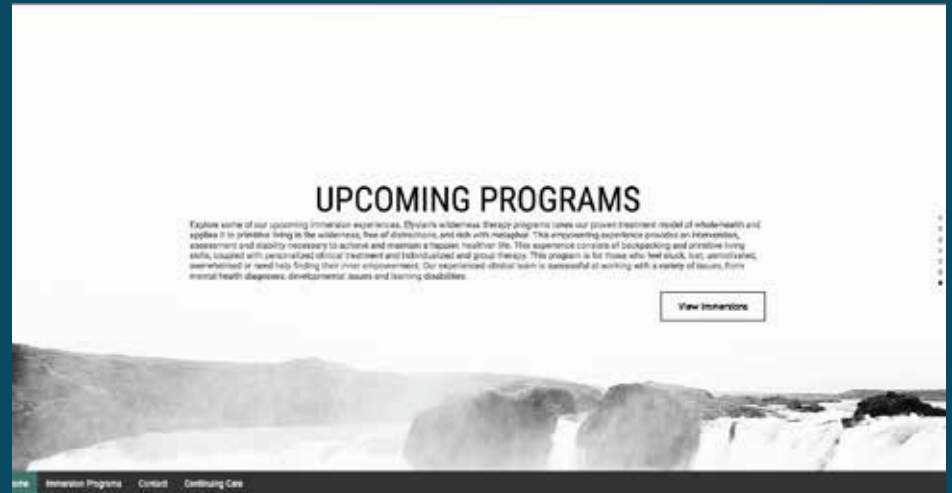
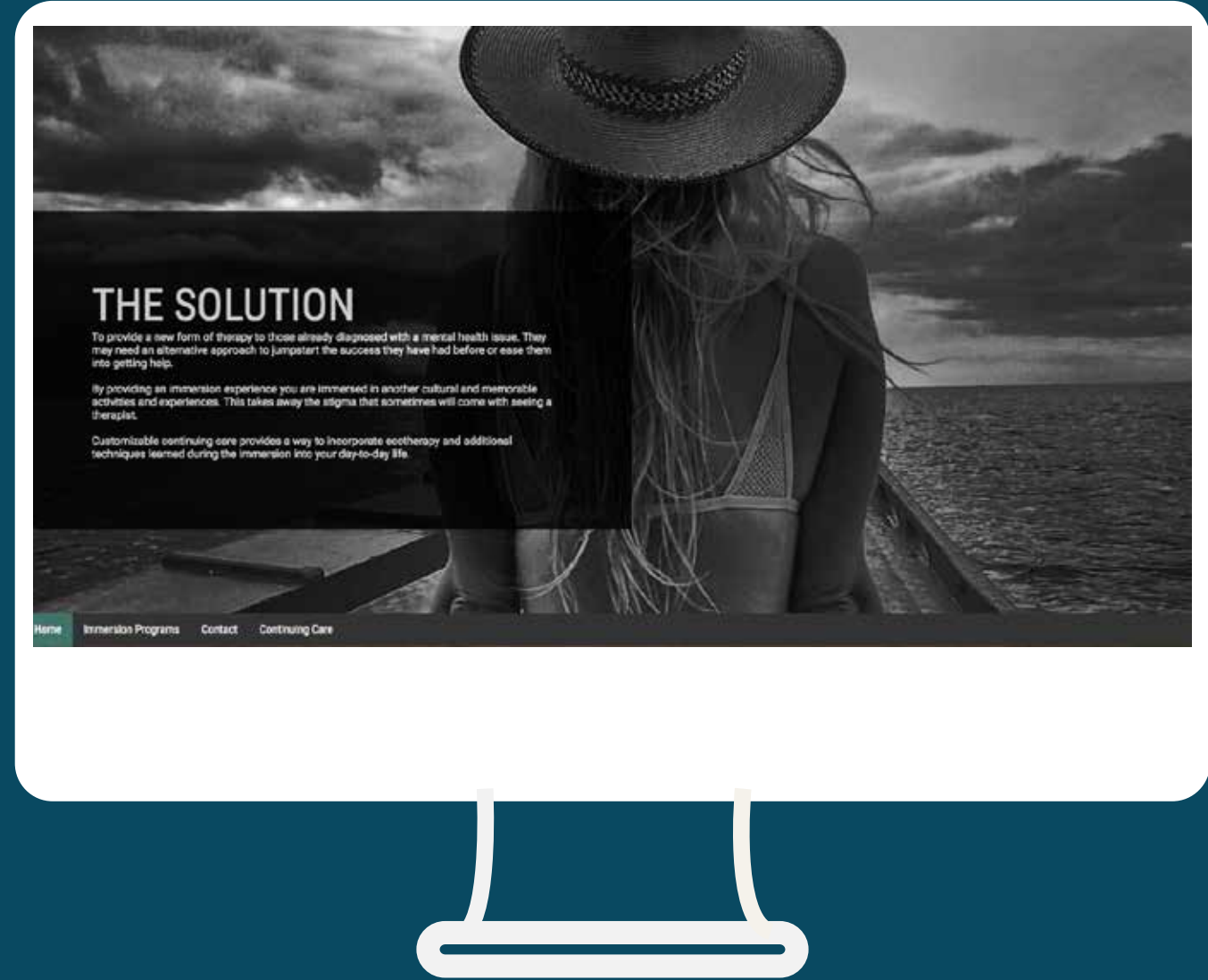


TESTING RESULT: HOME

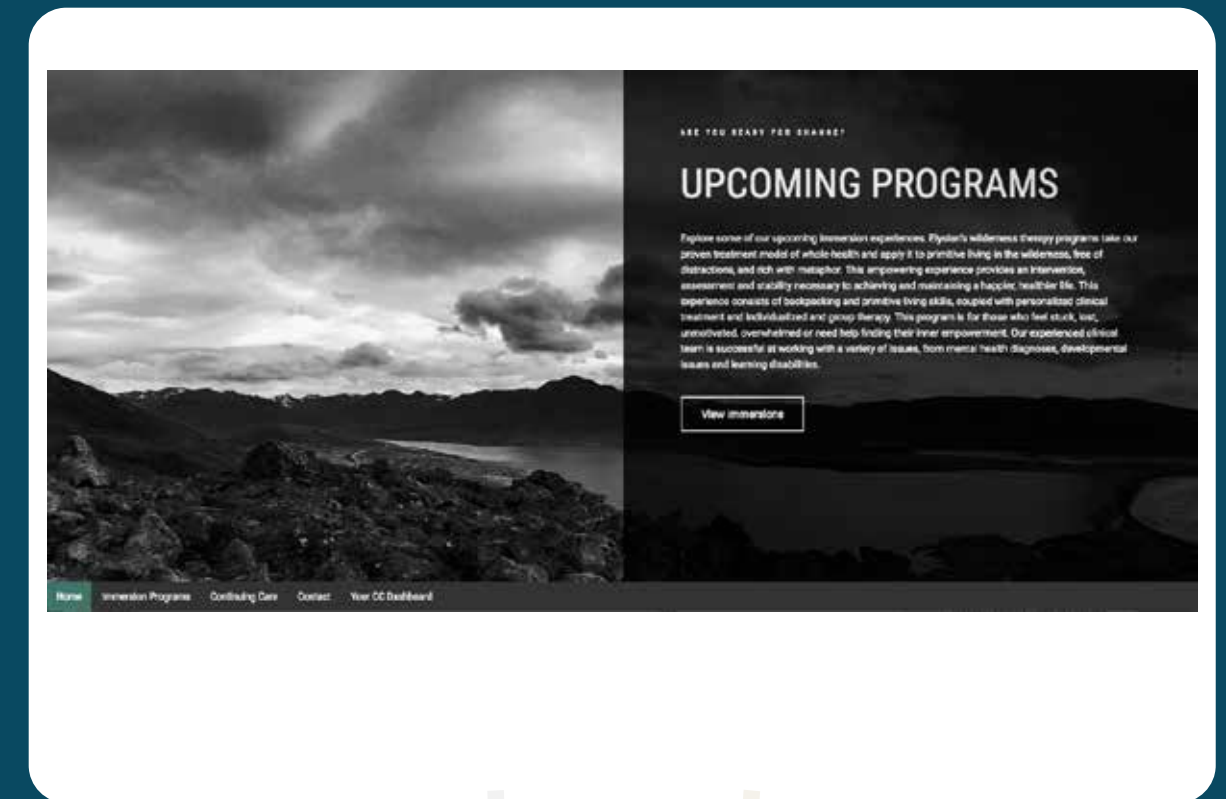
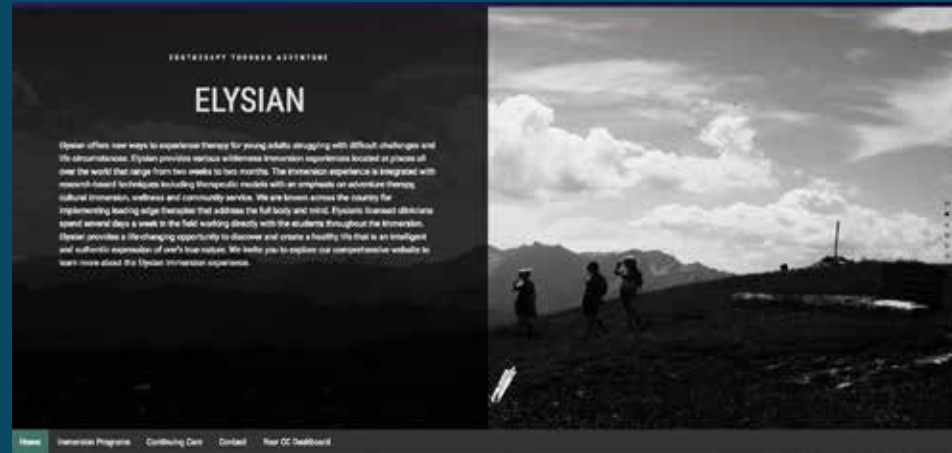
ROUND 5 - CRITICAL USER FEEDBACK:

- Overall better layout on each section. Easy to skim through & have the necessary understanding.
- Felt the black and white images brought a more cohesive feeling to the over home sections. Thought that it was a little more moody feel, but in a good way. Fix 3 columns on section 3 to be even with each other.
- Maybe 3 out of 5 on ease of use, just because there are still some obvious factors that need to be adjusted, but I like the flow of the horizontal scroll.
- 2 out of 5 just because the version I viewed was unfinished, but I can see from the other prototype where I would be going from the Homepage and how to proceed.
- 4 out of 5 for ease of use, I think it is really impressive! I can see the potential of what it will be as you continue making progress!

5TH
VERSION



TESTING RESULT: HOME



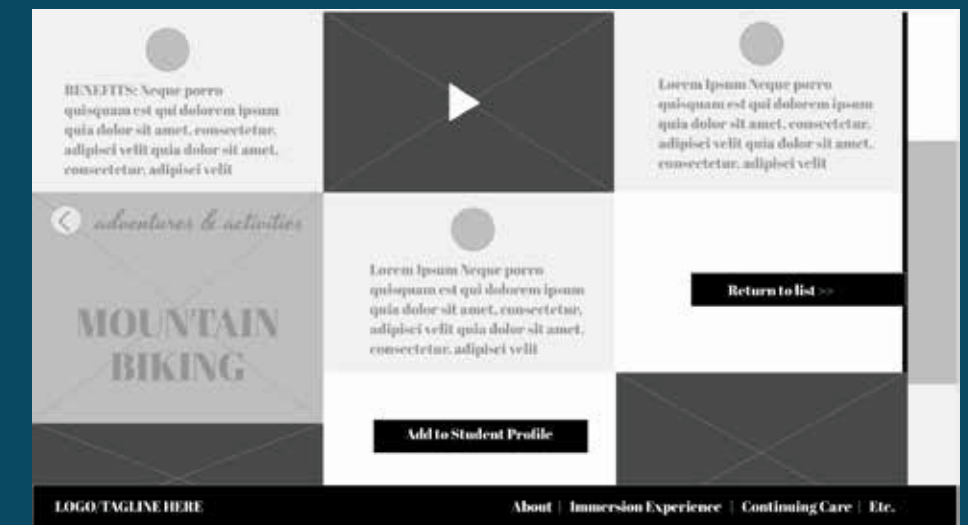
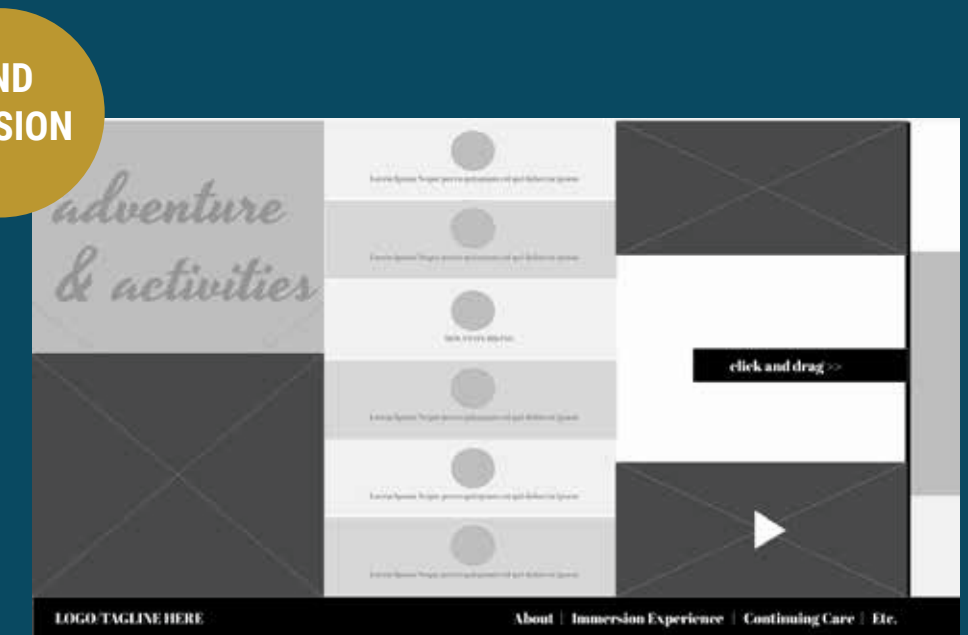
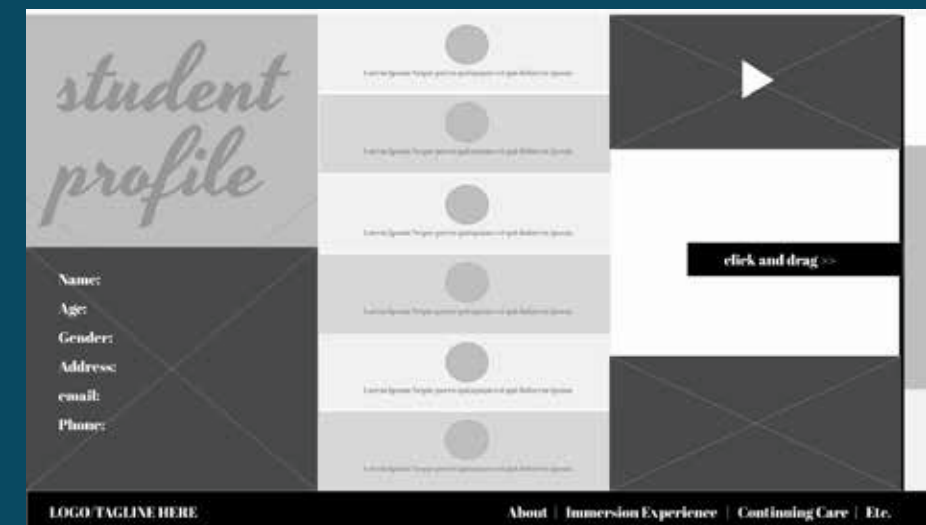
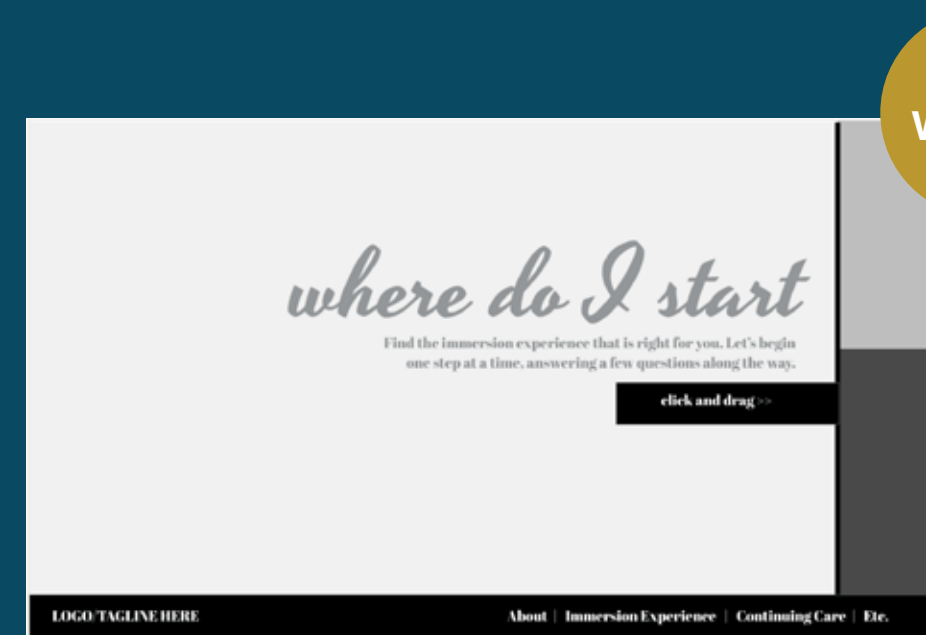
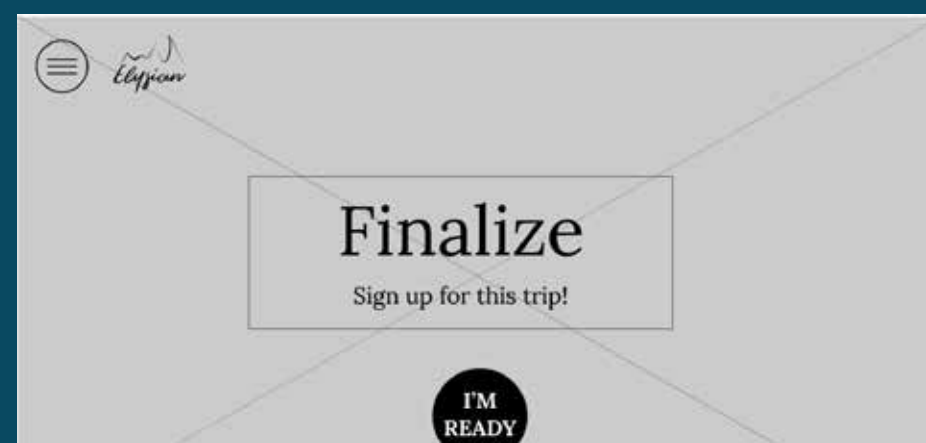
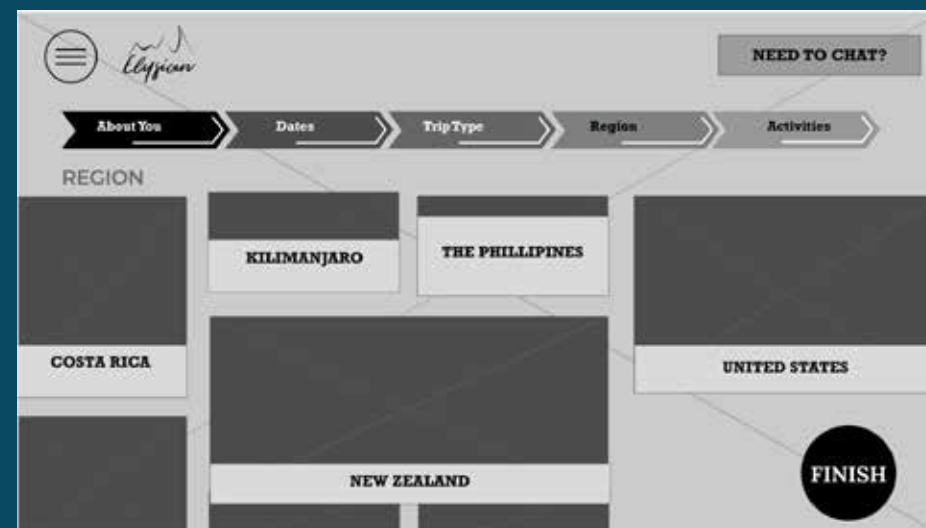
TESTING RESULT: IMMERSION

ROUND 1 - CRITICAL USER FEEDBACK:

- Immersion page: should be approached with step-by-step, multi-page process, too confusing as is. A progress bar would be beneficial to the user.

ROUND 2 - CRITICAL USER FEEDBACK:

- Need to experience the horizontal scroll for this to work for the user.
- Doesn't feel like a sign up process
- It isn't intuitive for the user to add or click items
- Perhaps the activities should just come with the trip instead of allowing the user to choose because they may not go outside their comfort zone.



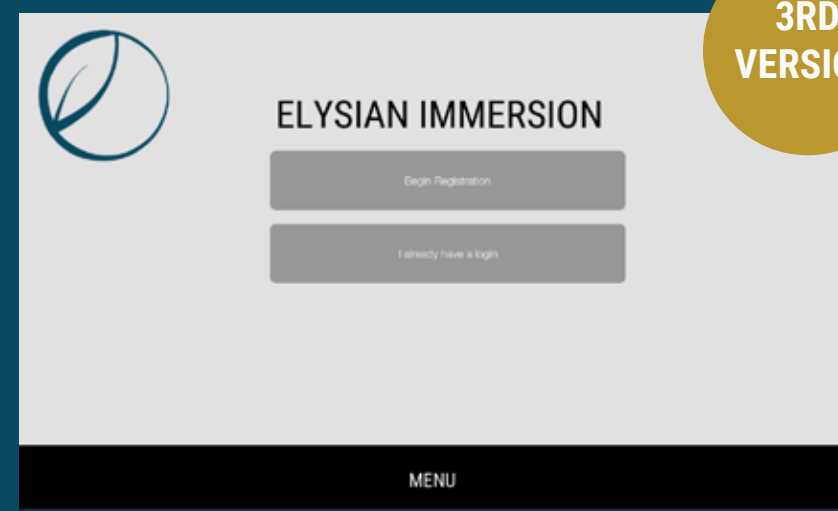
TESTING RESULT: IMMERSION

ROUND 3 - CRITICAL USER FEEDBACK: (NEW PROTO.IO PROTOTYPE)

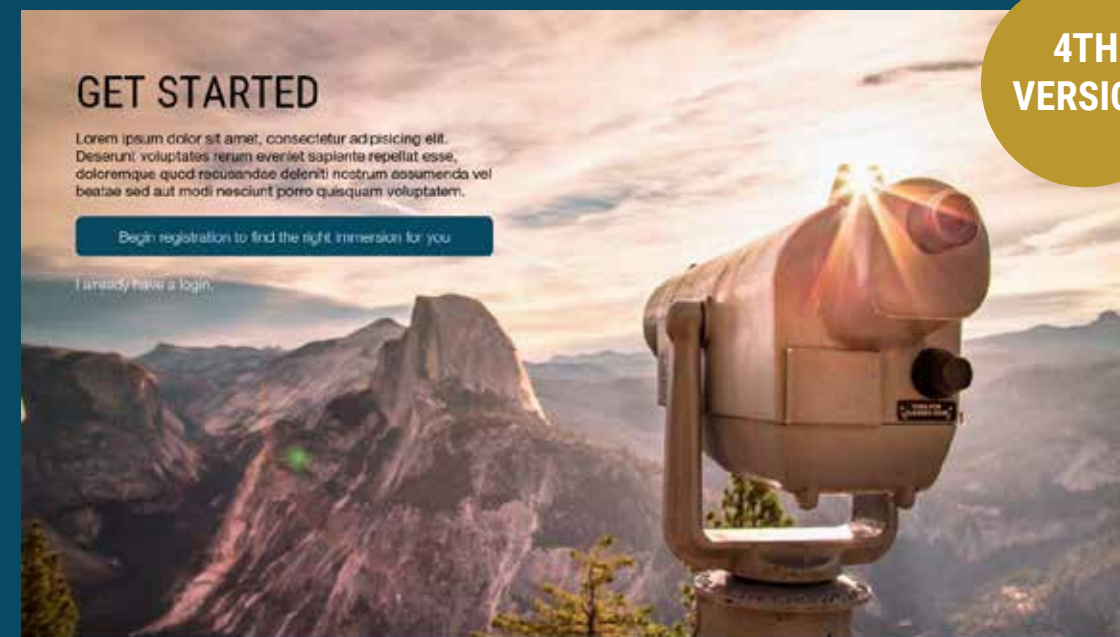
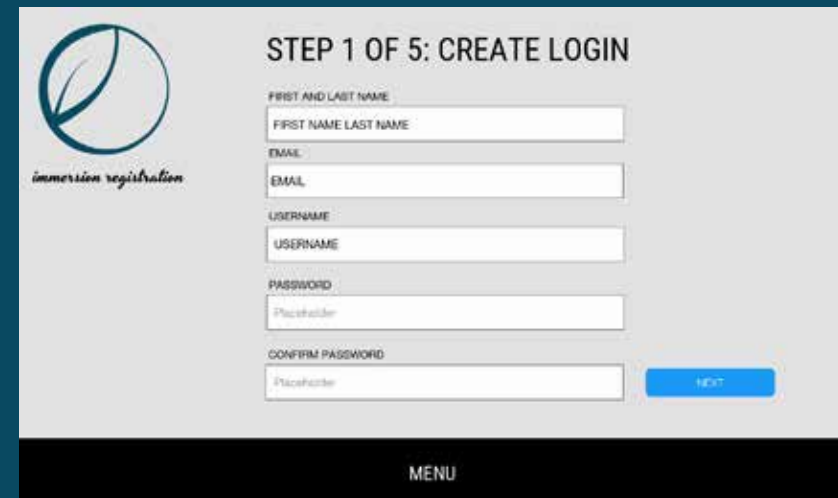
- The way the immersion trips are laid out needs to be refined, clearer, more organized. Show less info at first and the user can click to "view more" about that particular trip. There should be more options to filter by if the user wanted to further narrow down their options.
- Users may be signing up for a second trip, which in this case they would need the opportunity to log in vs. sign up. Users were confused when they "logged in" before signing up for an immersion because it sent you to a list of all the trips, which felt abrupt

ROUND 4 - CRITICAL USER FEEDBACK:

- The user doesn't want to fill out this information first. It presents a trust issue, giving information about yourself before seeing the information you want to see THEN the user will feel comfortable to give their information.



3RD VERSION



4TH VERSION

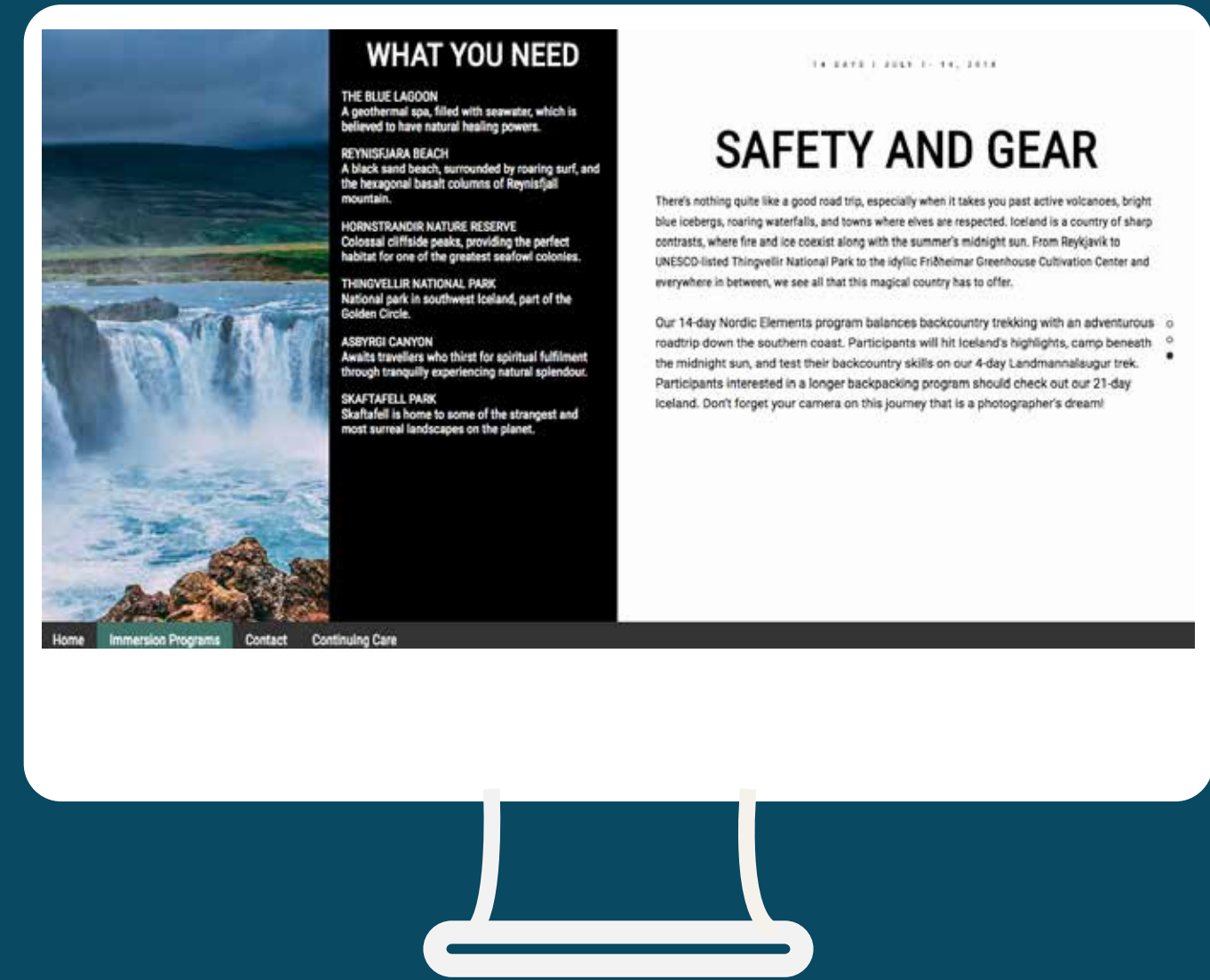
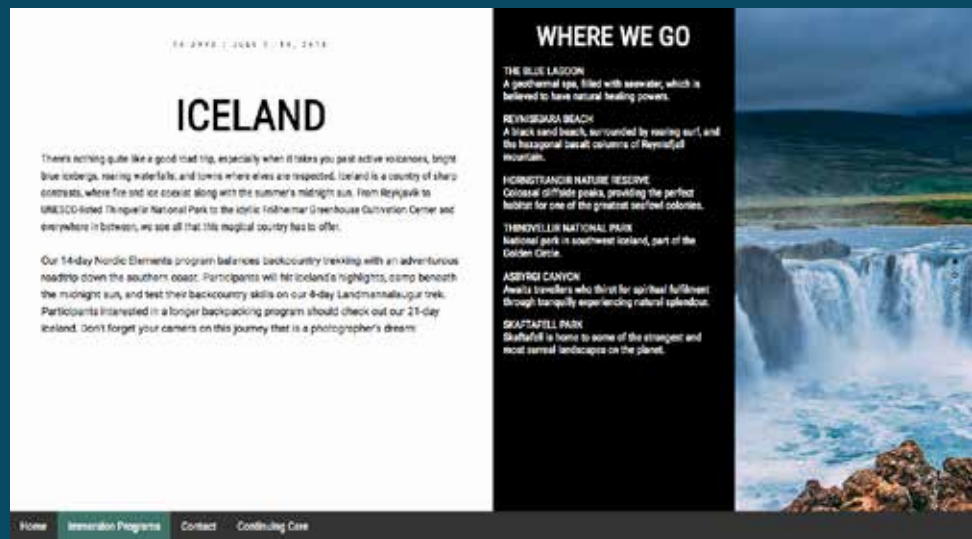
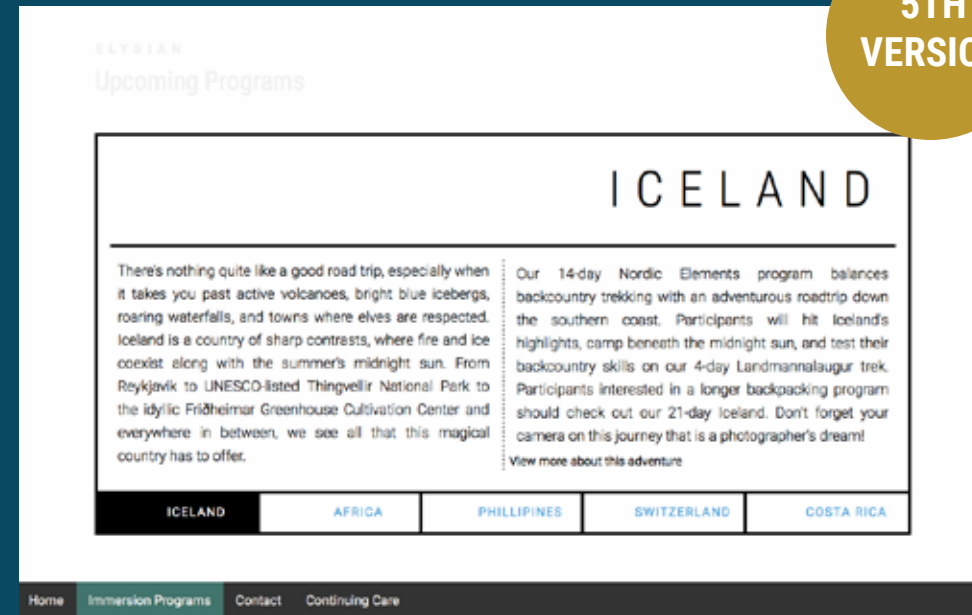


TESTING RESULT: IMMERSION

ROUND 5- CRITICAL USER FEEDBACK:

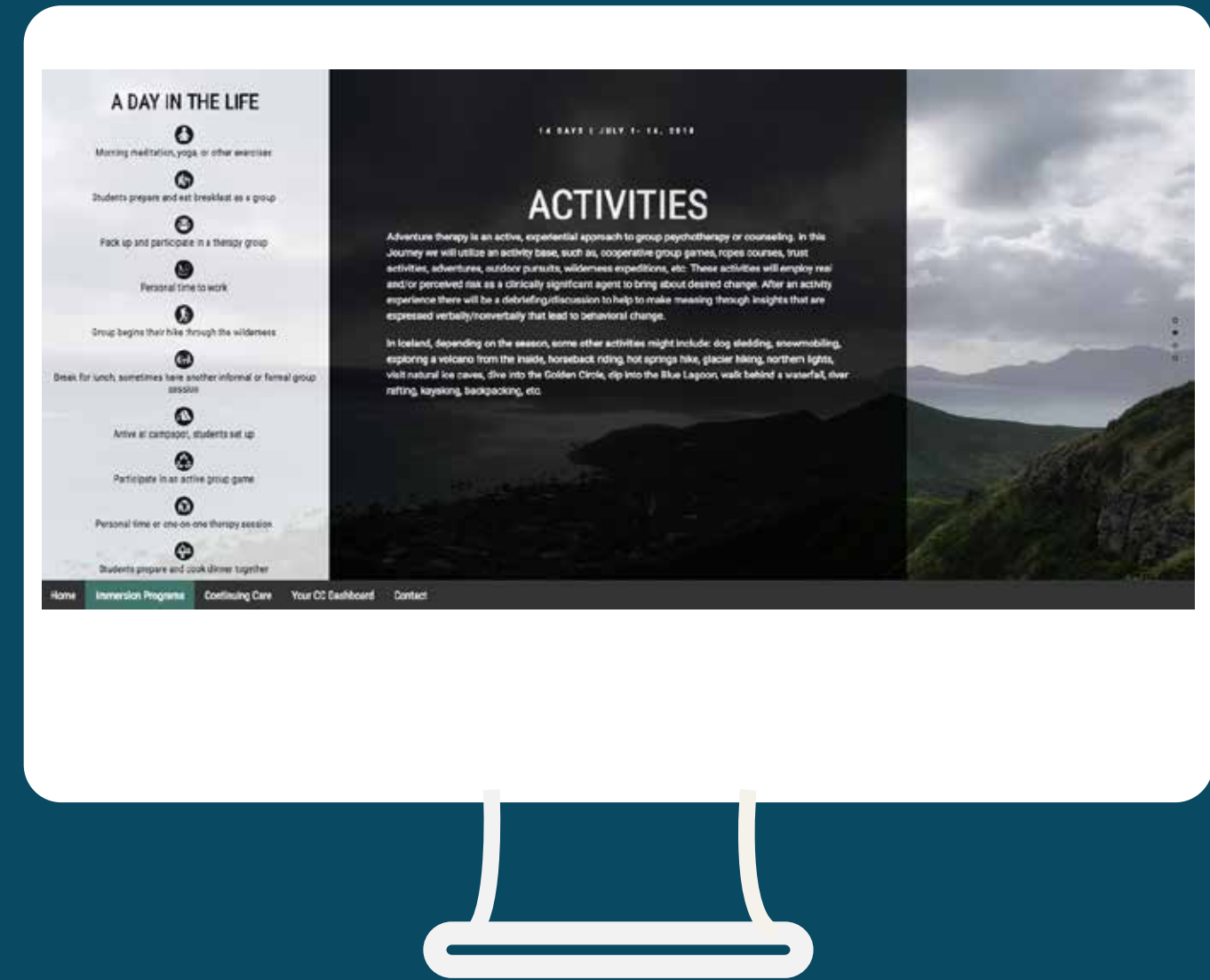
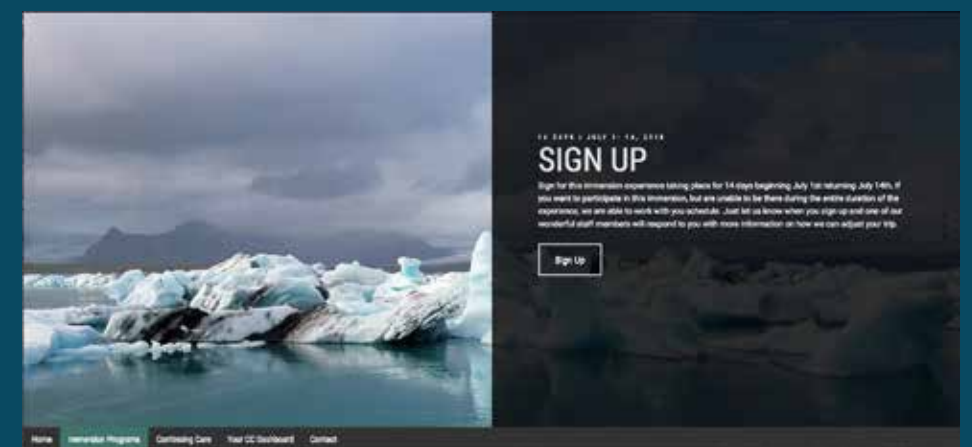
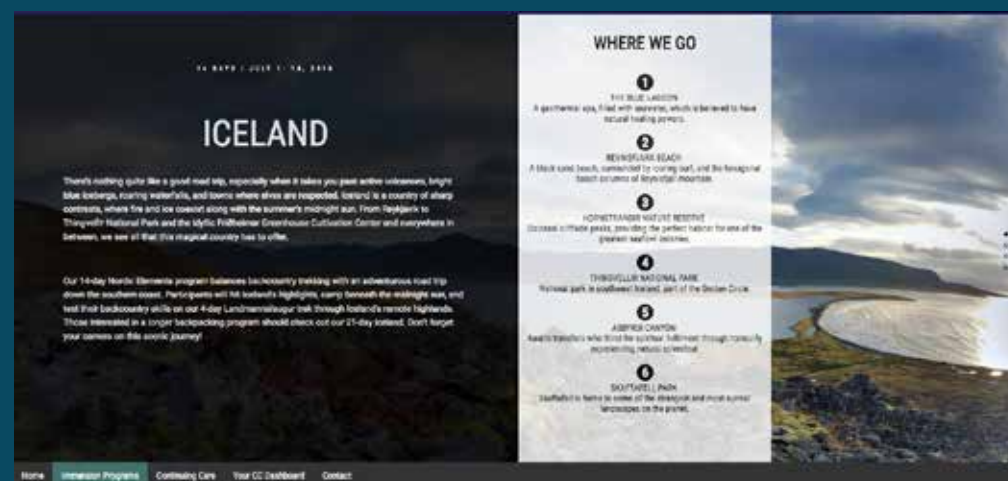
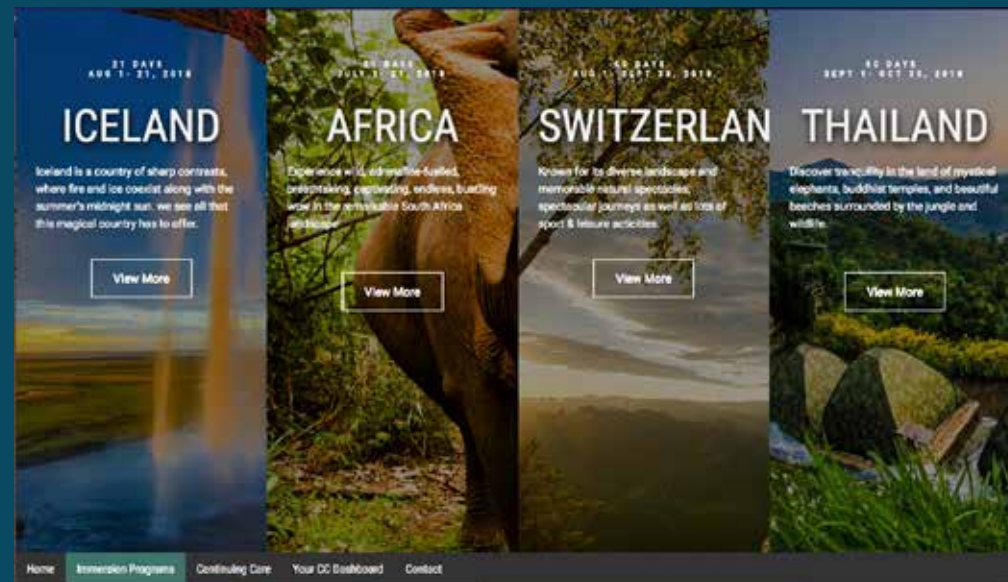
- I think the way that you have it set up now will only work if there are 4-5 programs, if there is going to be 10+ options then it would get annoying to look through the programs this way.
- I am a type-a personality, they are clear, but not in the way that I would want to view them. I would recommend showing more details for each program right off the bat. I also want options to be able to filter.
- I think so, I would like to see the dates more prominent.

5TH VERSION



TESTING RESULT: IMMERSION

FINAL



TESTING RESULT: CONTINUING CARE SIGN UP

ROUND 1 - CRITICAL USER FEEDBACK:

- Continuing Care page: needs to be consistent with immersion sign up process.

ROUND 2 - CRITICAL USER FEEDBACK:

- Show continuing care with both options to sign up or sign in
- Confusing sign up process, not intuitive for the user to add items
- Wasn't obvious when an item was added.

ROUND 3 - CRITICAL USER FEEDBACK: (NEW PROTOTYPE USING PROTO.IO)

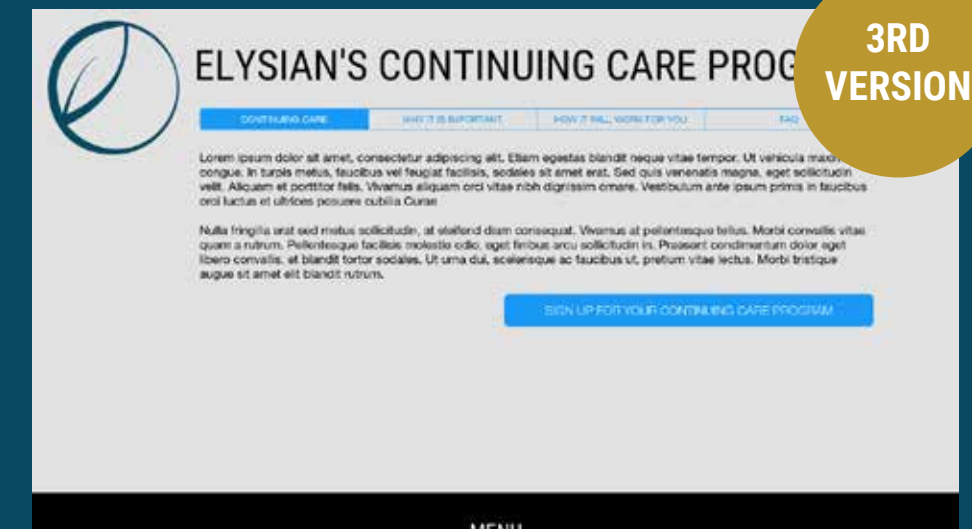
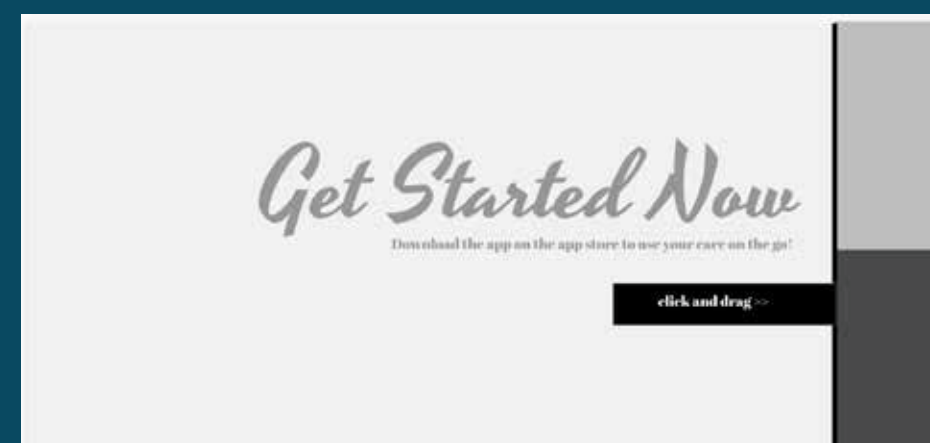
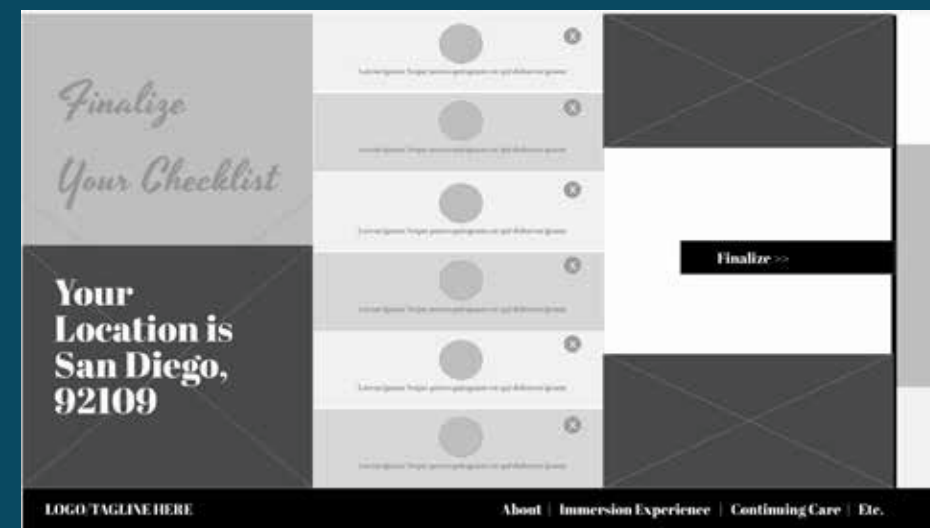
- User suggested a landing page so that the user can decide to continue to the site or to sign in/up for their continuing care. As such an important aspect of the project should the only way to get there be through the navigation menu if you aren't using the app?
- User liked being able to read more about the continuing care process before completing their sign up so it is clear what they might be signing up for.
- Steps 1 & 2 of the sign up are easy.
- Step 3 feels cluttered and was a little confusing the user. I think once this has more information filled out and the design is more refined that is will make more sense.



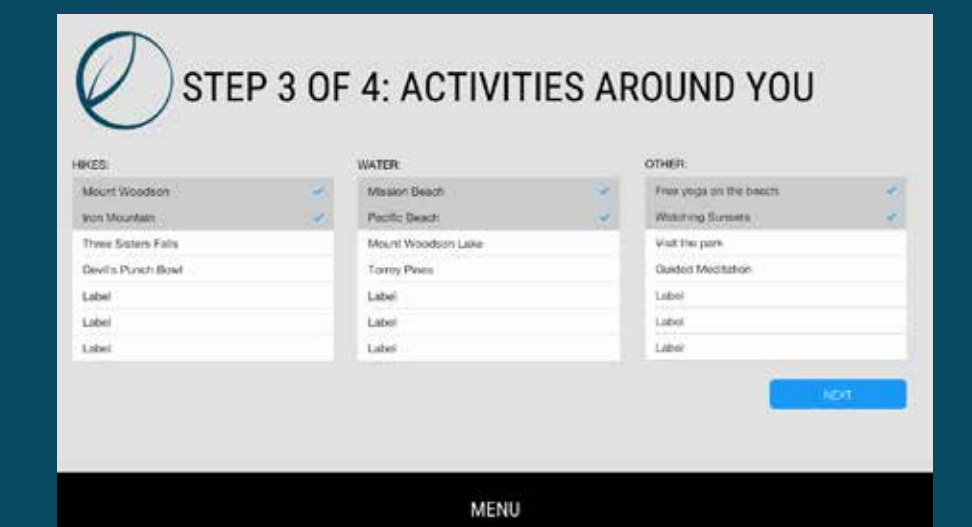
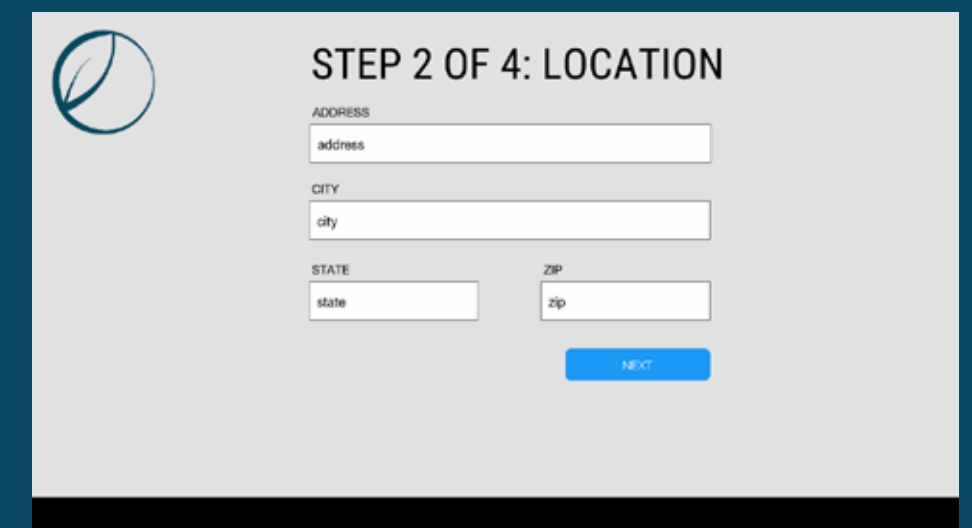
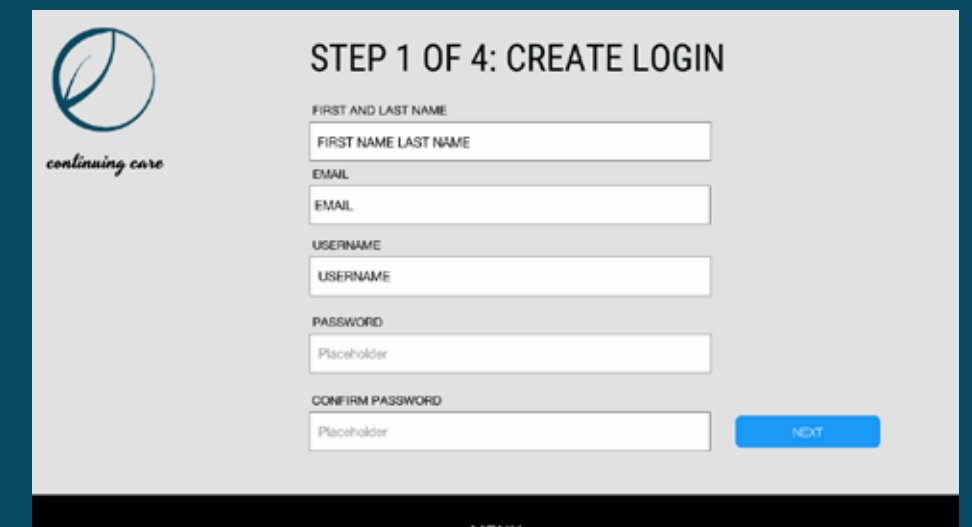
1ST VERSION



2ND VERSION

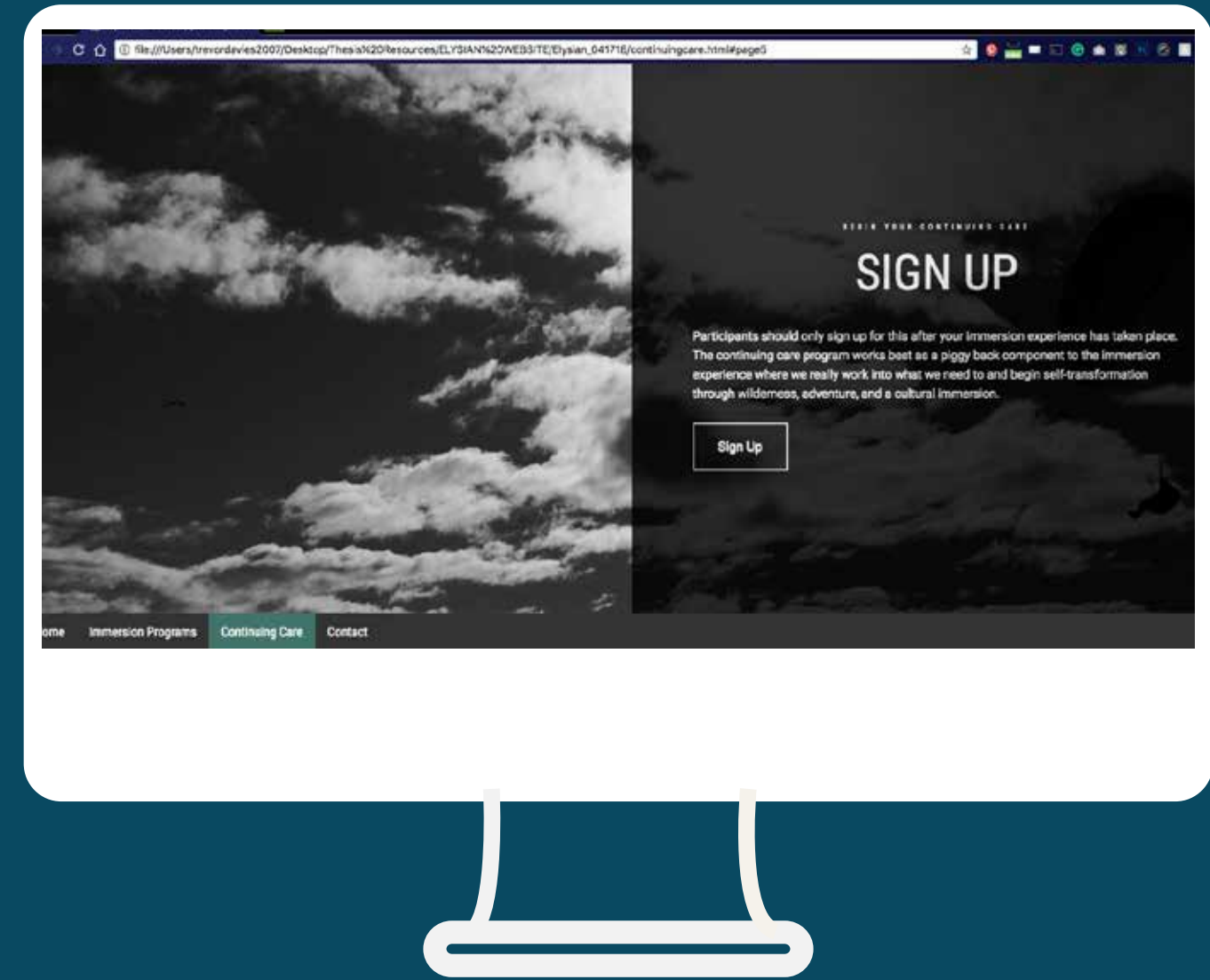
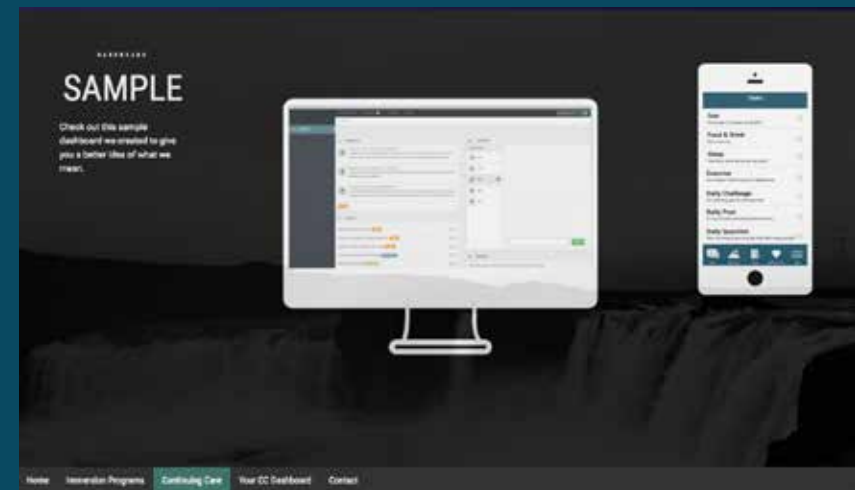
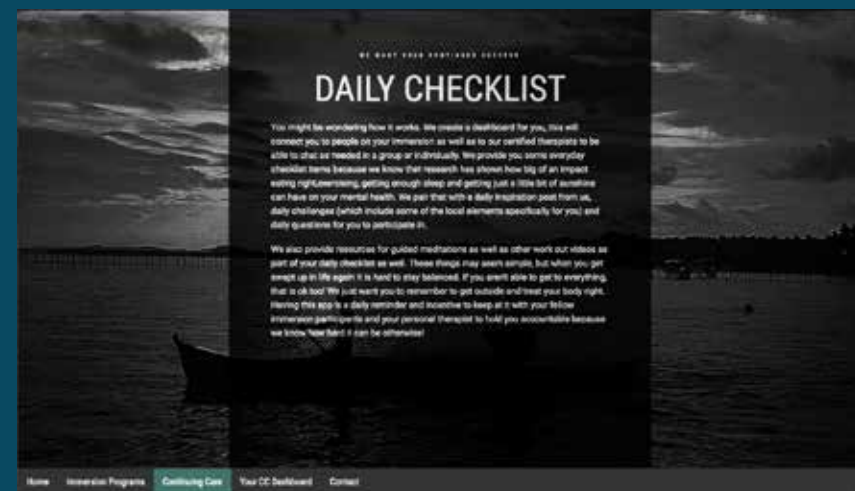
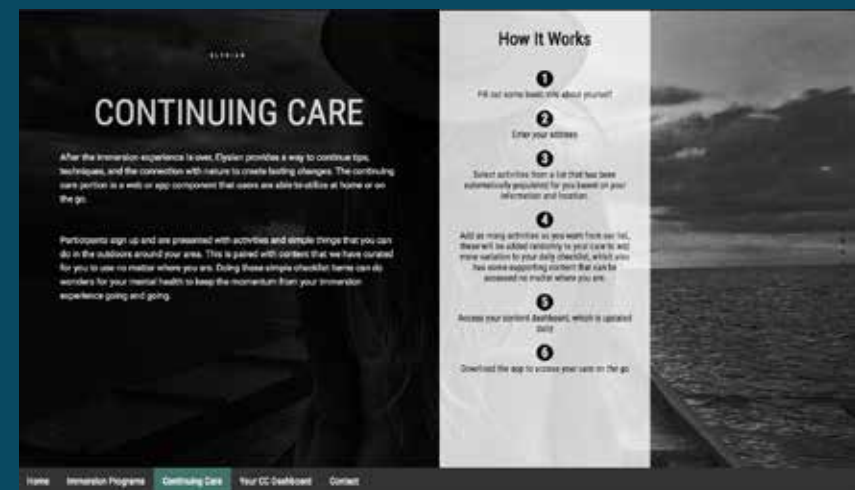


3RD VERSION



TESTING RESULT: CONTINUING CARE SIGN UP

FINAL



Elysian Continuing Care Registration:

NAME:
First name:
Last name:
Contact info:
Email:
Phone:
Birthday:
MID/ID/SSN:

Next

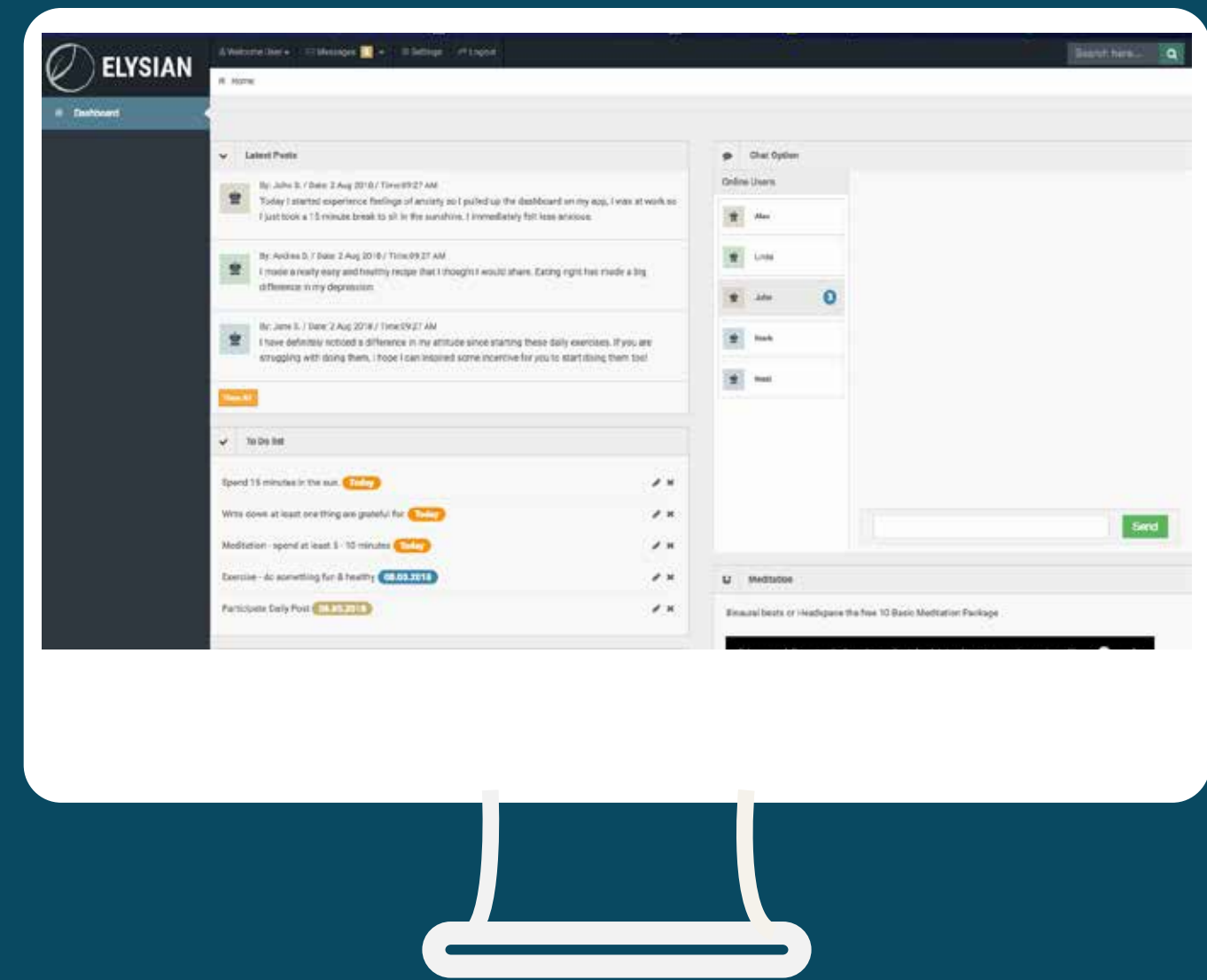
Elysian Continuing Care Registration:

Address:
Address:
City:
State:
Zipcode:
Login info:
Username:
Password:

Previous Next

TESTING RESULT: CONTINUING CARE SIGN UP

FINAL
CONTINUED



TESTING RESULT: CONTINUING CARE DASHBOARD

ROUND 1 - CRITICAL USER FEEDBACK:

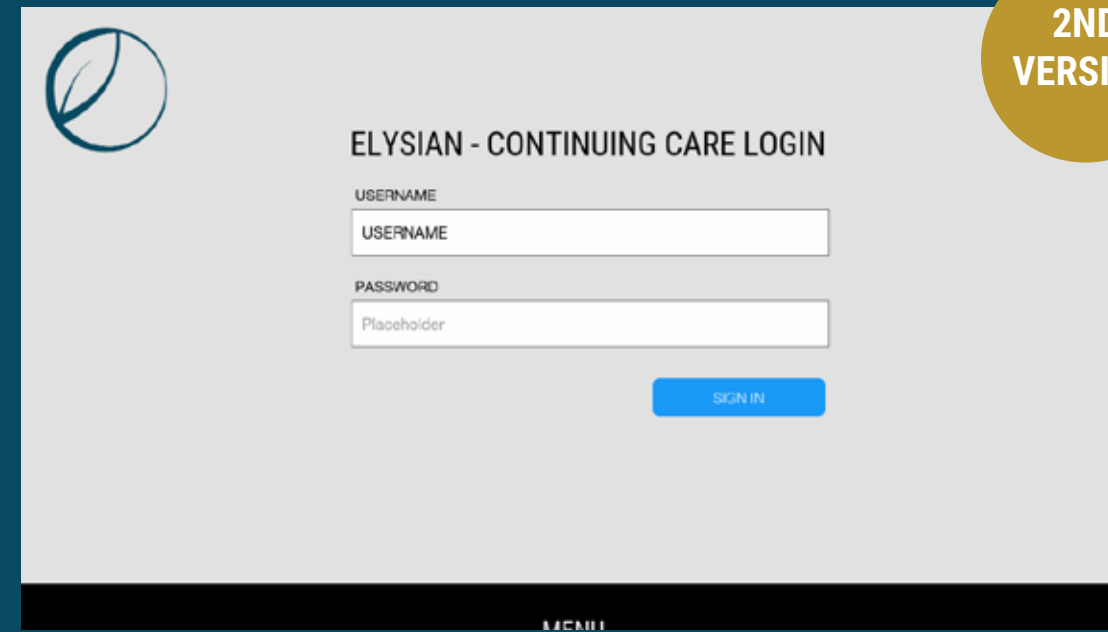
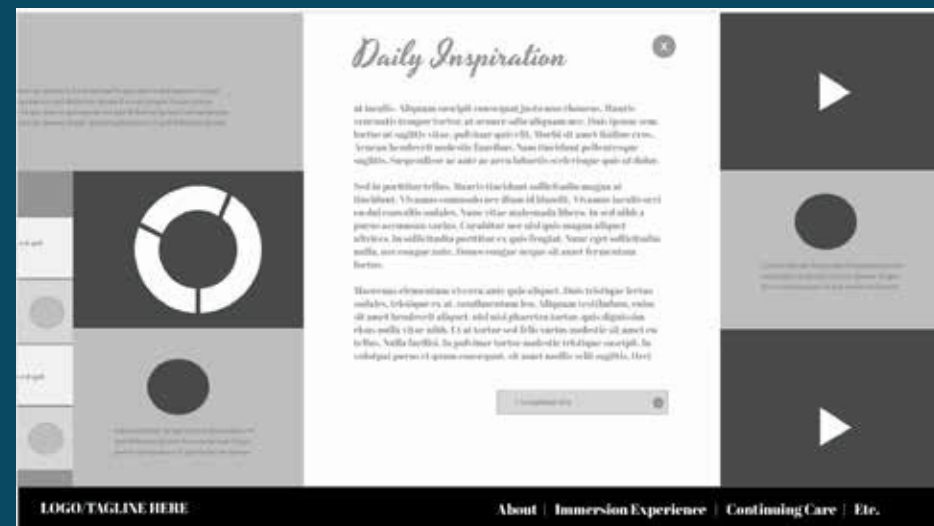
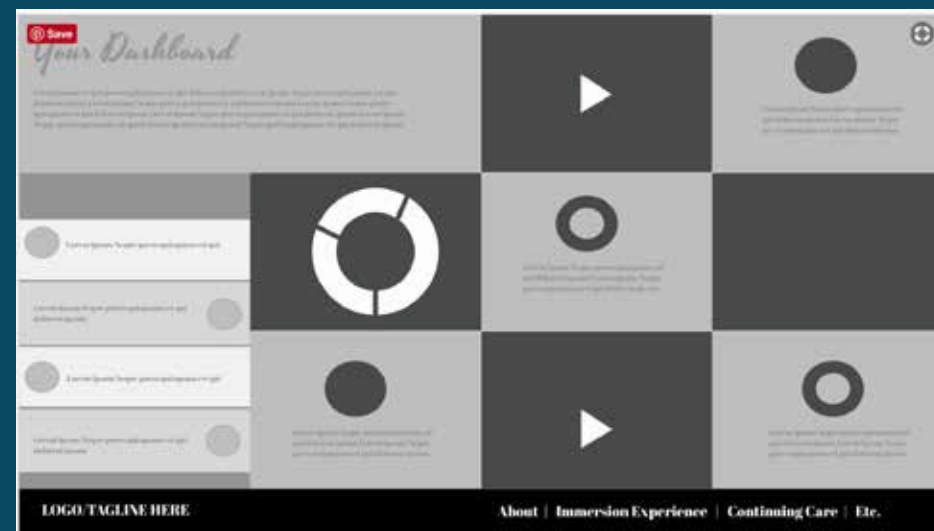
- The center open function wasn't well received by the user for the dashboard content.

ROUND 2 - CRITICAL USER FEEDBACK:

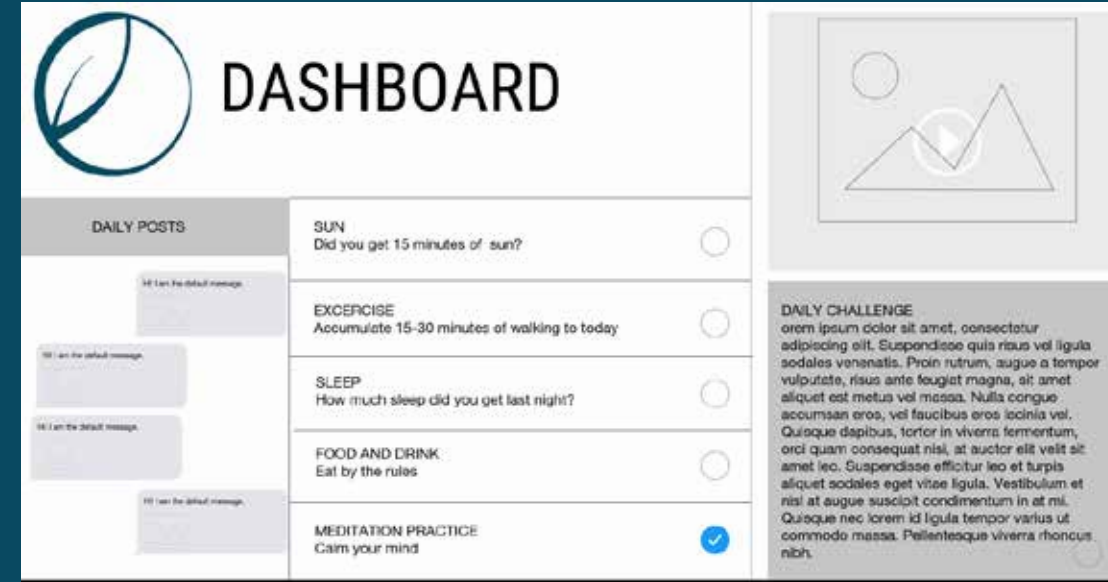
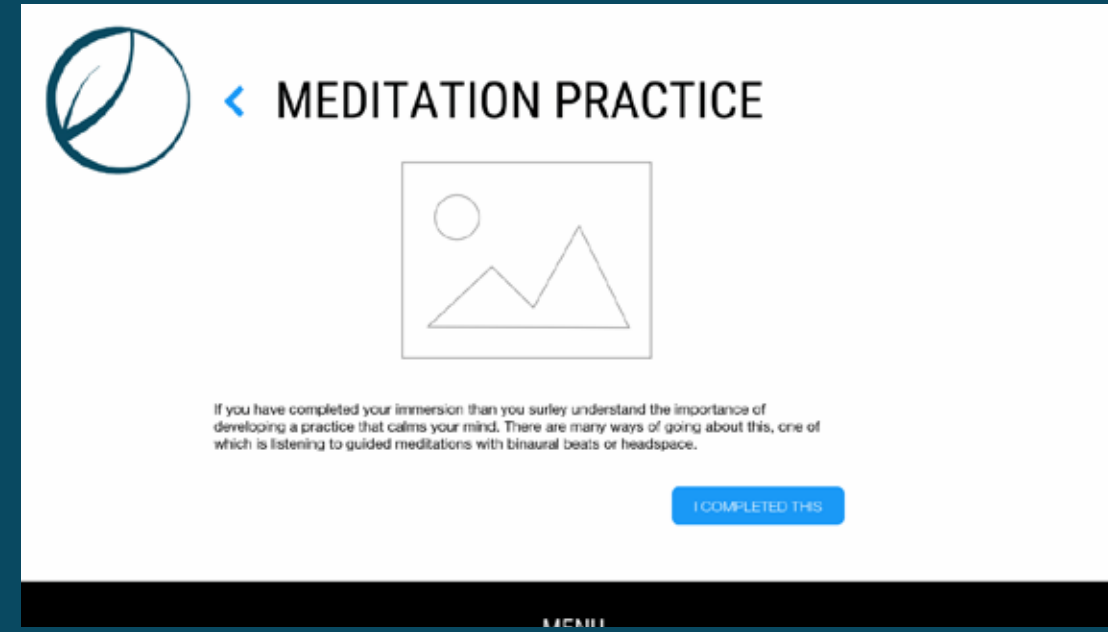
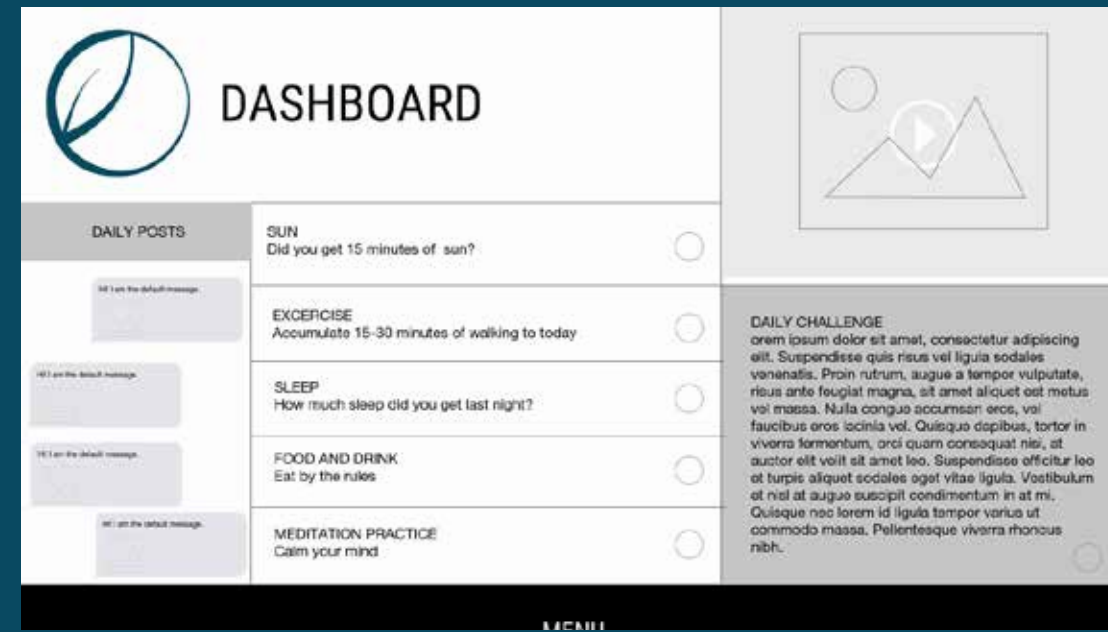
- Hard to find continuing care from home page, should there be a quick link available immediately.
- Login page needs forgot password option



1ST VERSION

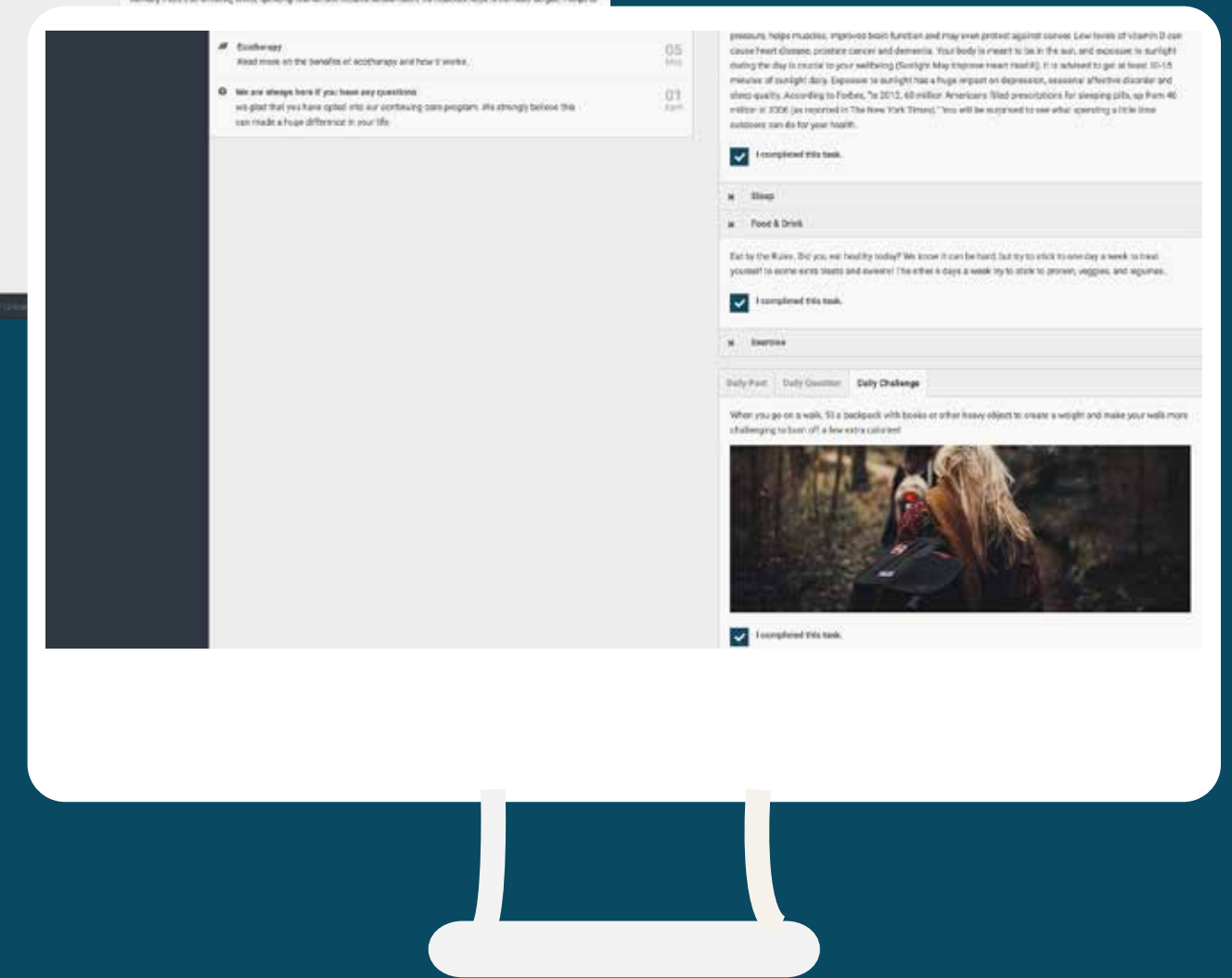
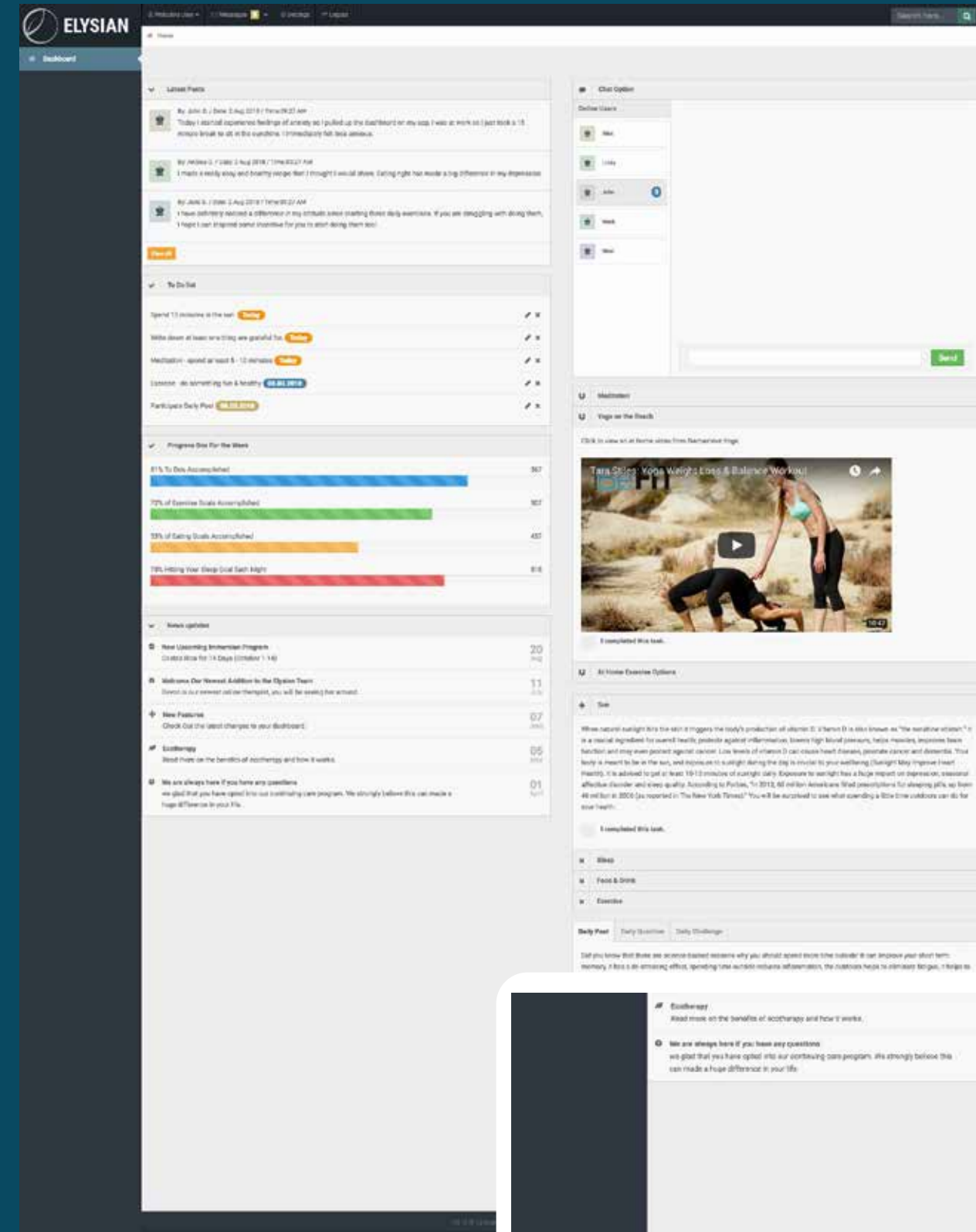
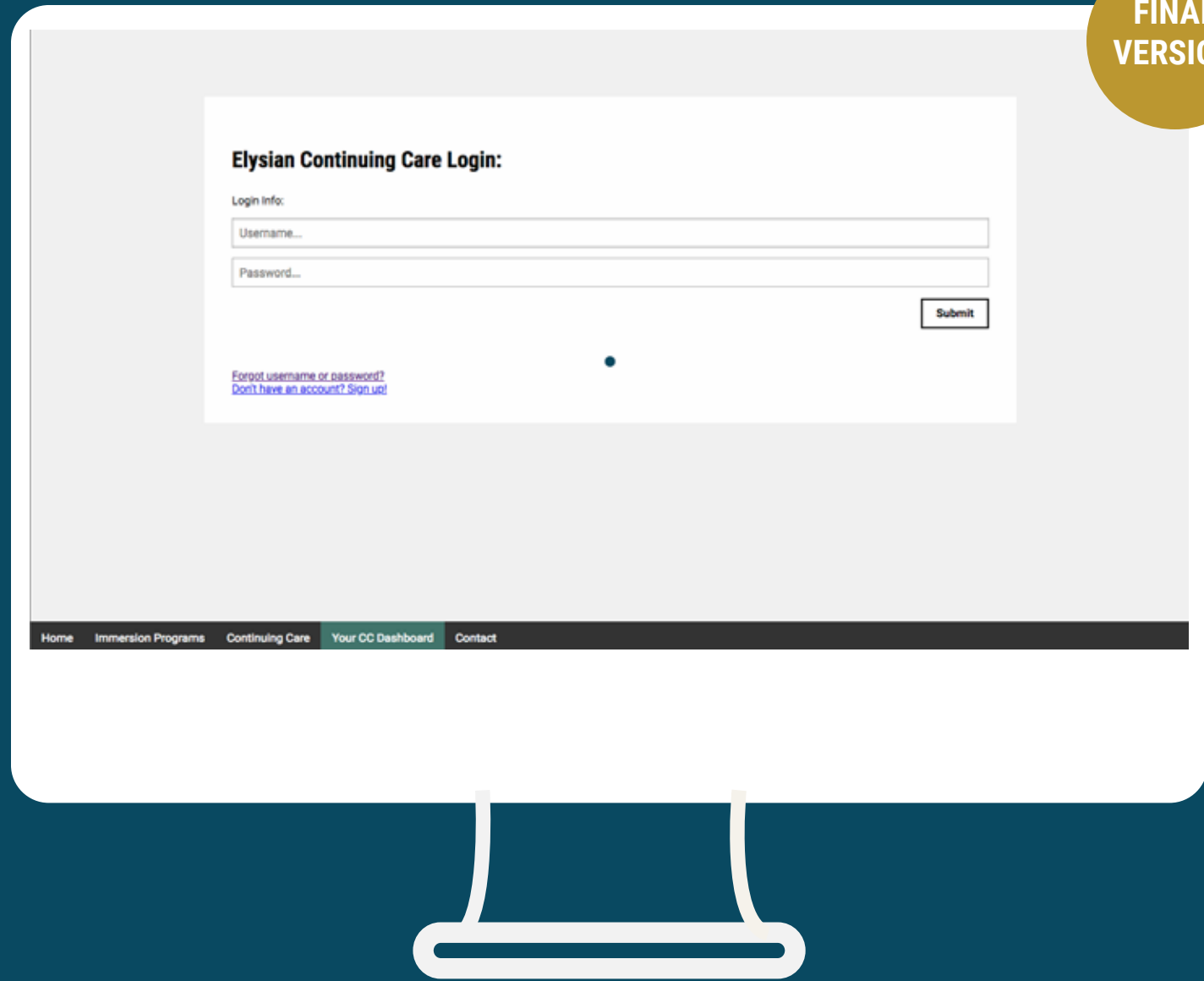


2ND VERSION



TESTING RESULT: CONTINUING CARE DASHBOARD

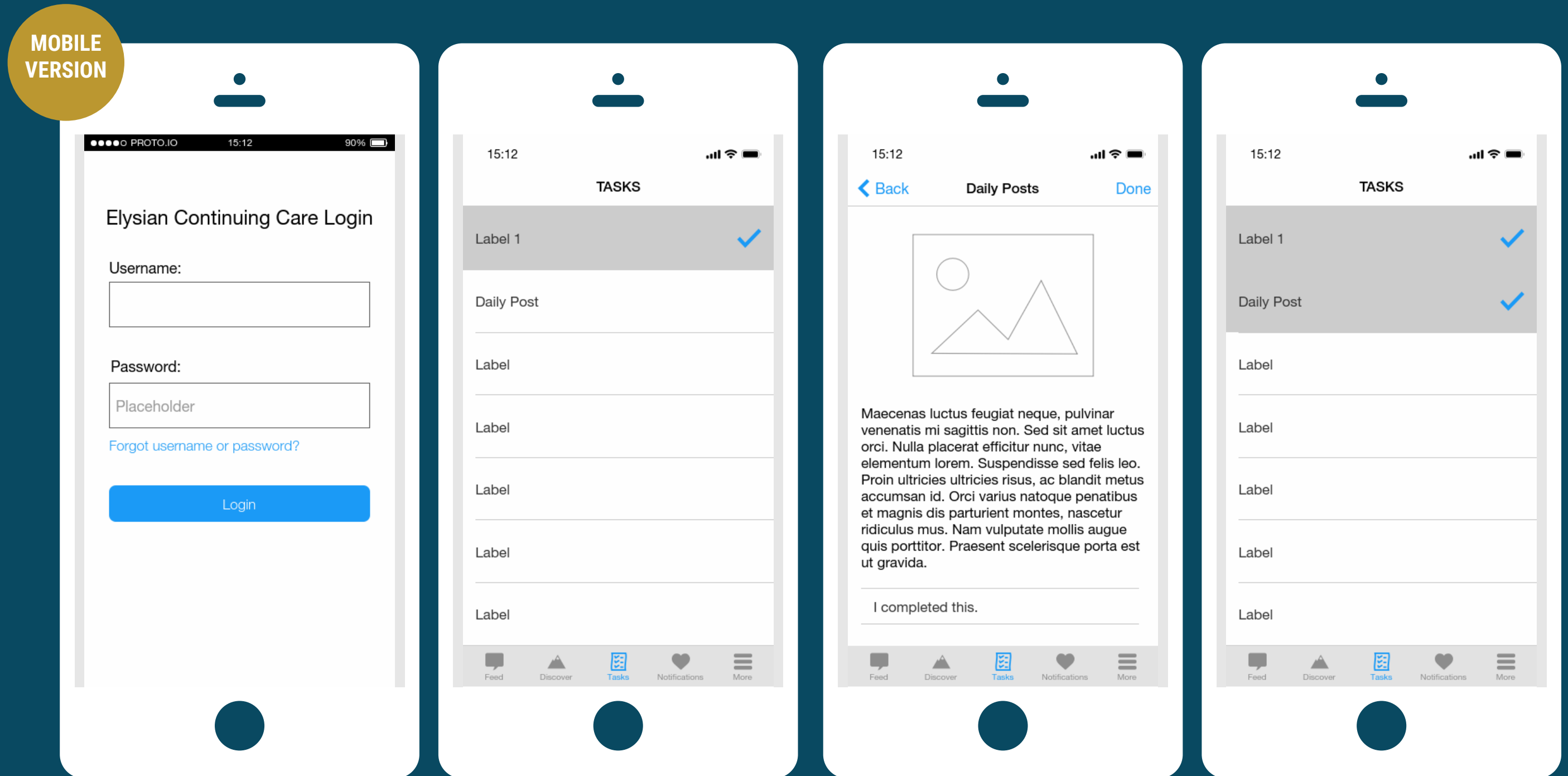
FINAL
VERSION



TESTING RESULT: CONTINUING CARE

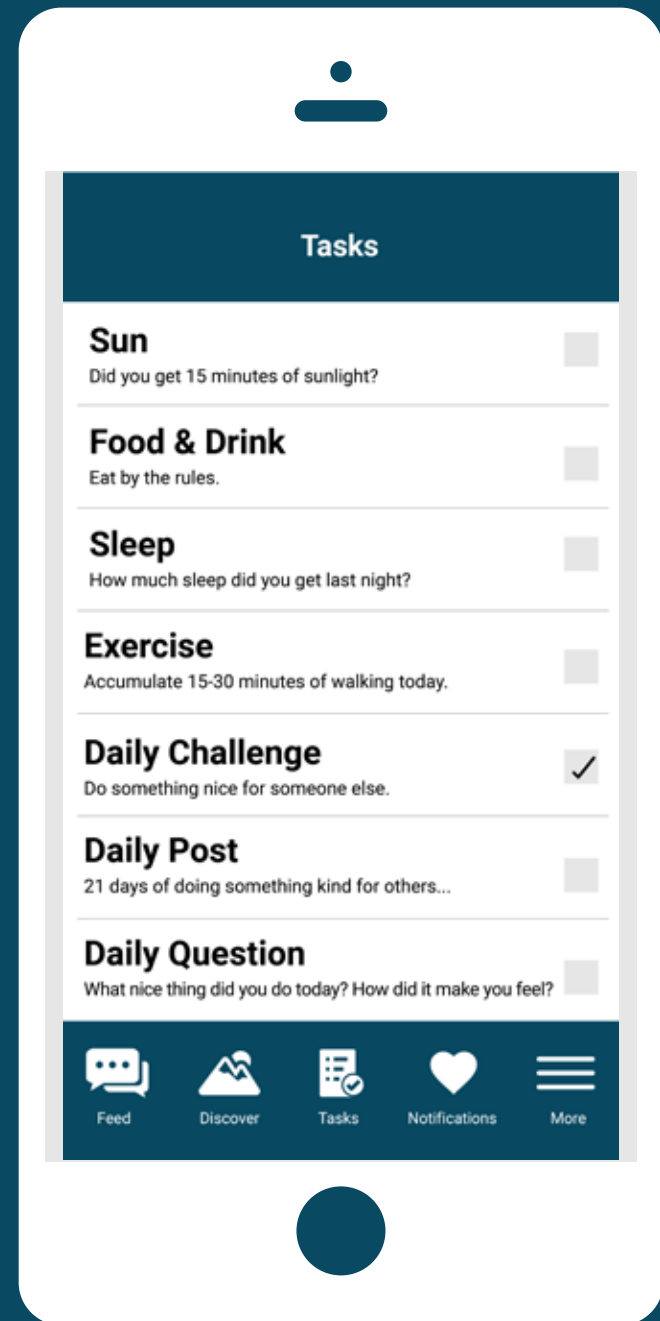
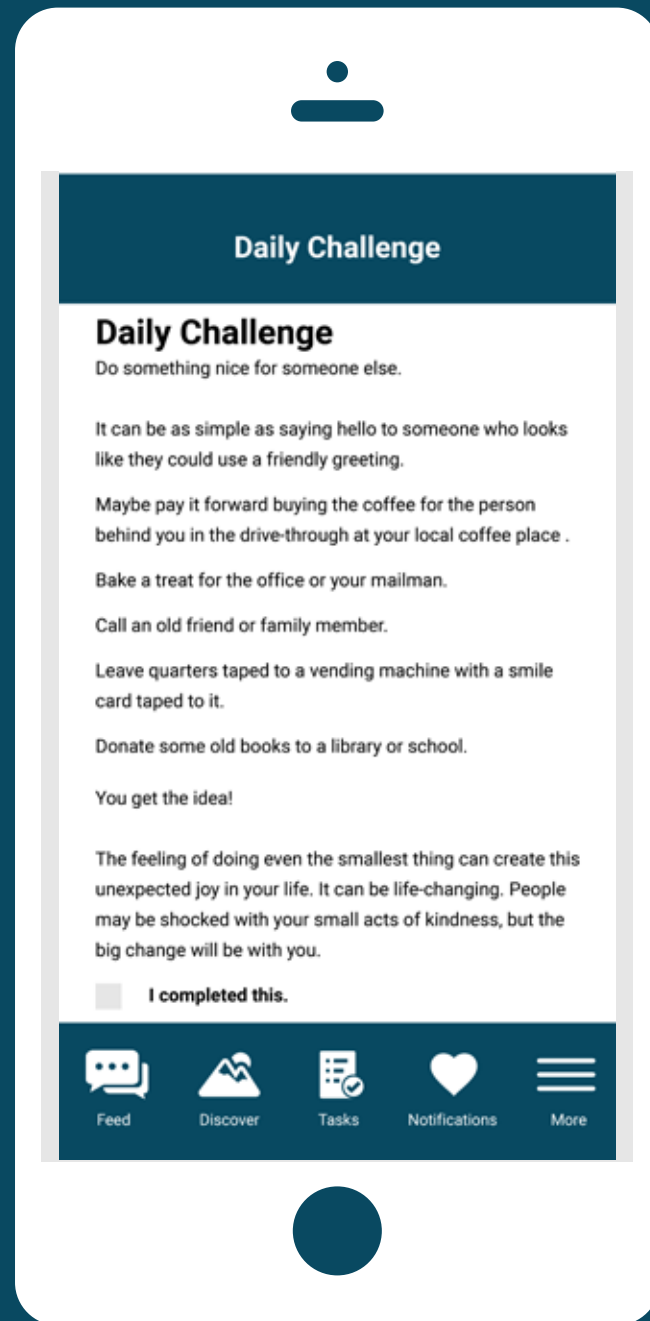
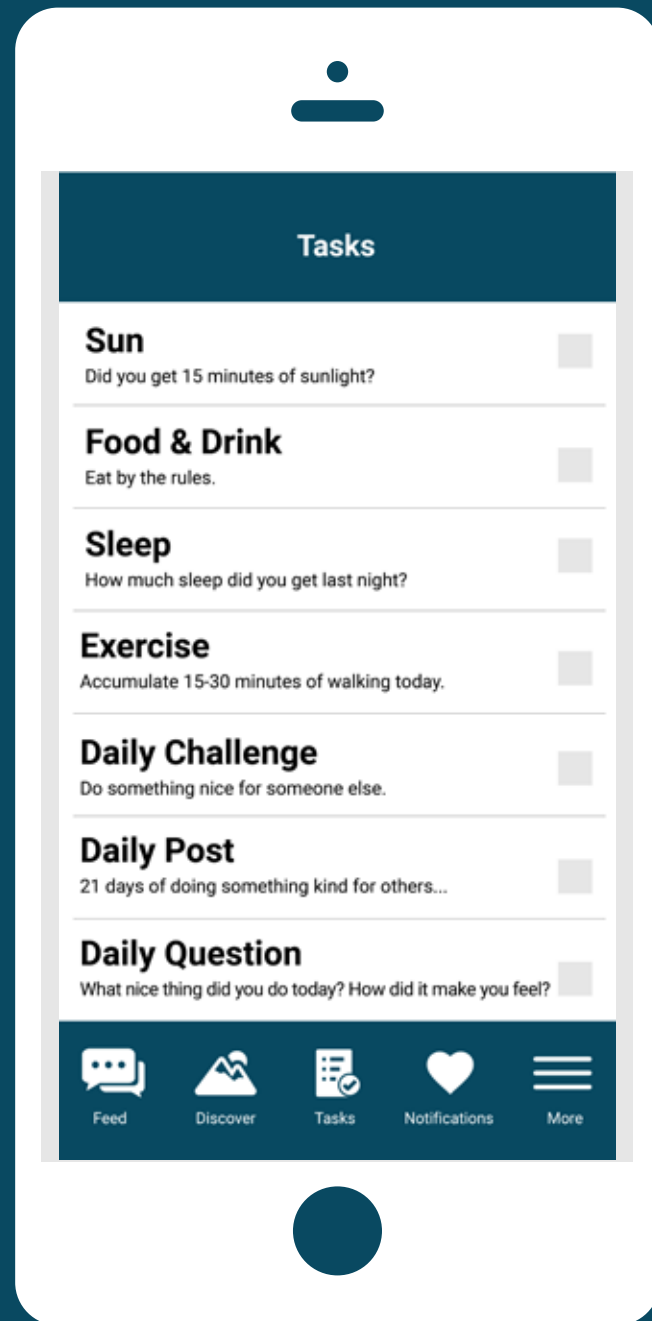
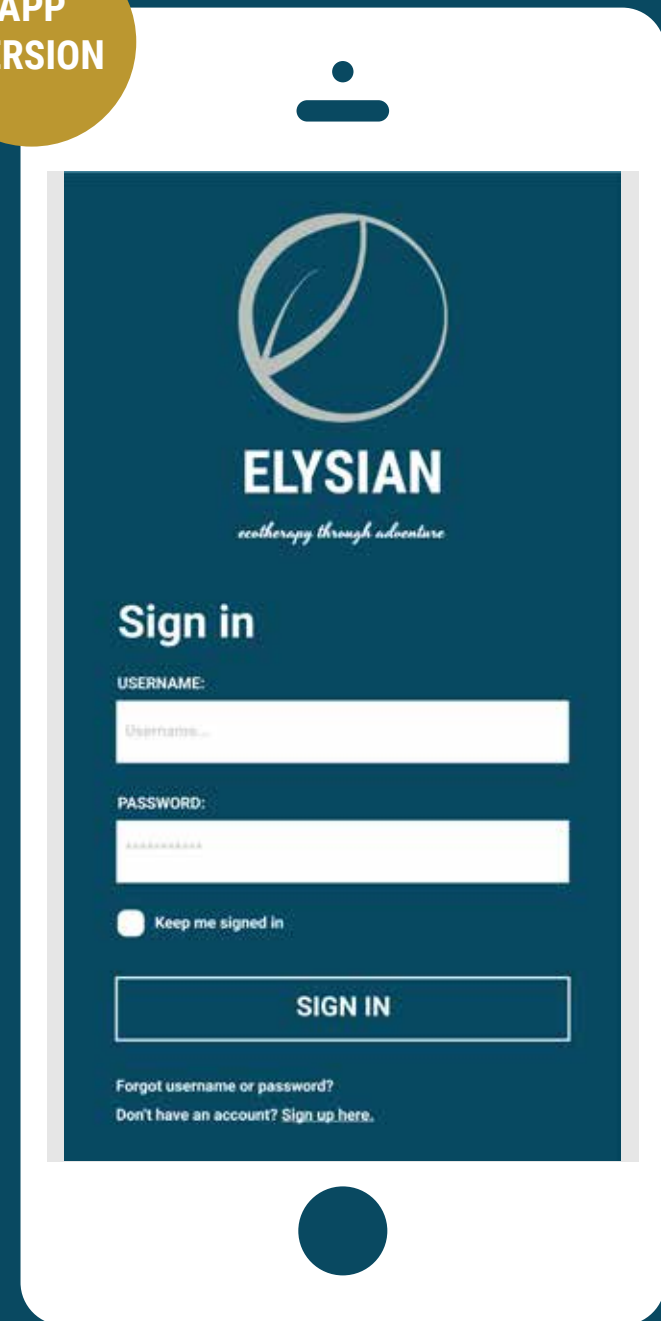
MOBILE VERSION - CRITICAL USER FEEDBACK:

- User was able to navigate this task without any confusion or error.



TESTING RESULT: CONTINUING CARE

APP
VERSION



TECHNICAL PROCESS

Look deep into nature, and then you will understand everything better.

-albert einstein

TECHNICAL PROCESS

TECHNICAL SPECS

PROJECT FORM

The project form is a website that is accompanied with an app component. The website was fully built, while the app remains a prototype for demonstration purposes.

TECHNOLOGY USED

An HTML based prototype was created as part of this project. HTML was used to create the framework, structure and main content of the website. All styling, including fonts, colors, borders, padding, margins, and sizing was done using CSS3. The horizontal scrolling and staff slider were added with JavaScript.

The initial experience should primarily take place on a desktop computer. The continuing care portion should be to be accessed from all devices so that the user is able to access the content no matter where they are.

Ideally this project would be equipped with a database to store all user information as well as server side code using PHP and angular or react.js to pull information for the continuing care.

OPEN SOURCE UTILITIES

Page Piling

<https://alvarotrigo.com/pagePiling/#page1>

Multi-item slider:

<https://tympanus.net/codrops/2012/12/31/how-to-create-a-simple-multi-item-slider/>

Bootstrap admin template

<https://wrappixel.com/templates/matrix-admin/>

OPTIMAL USER EXPERIENCE

Device

Desktop computer

Browser:

Chrome or Firefox (recommended)

Software

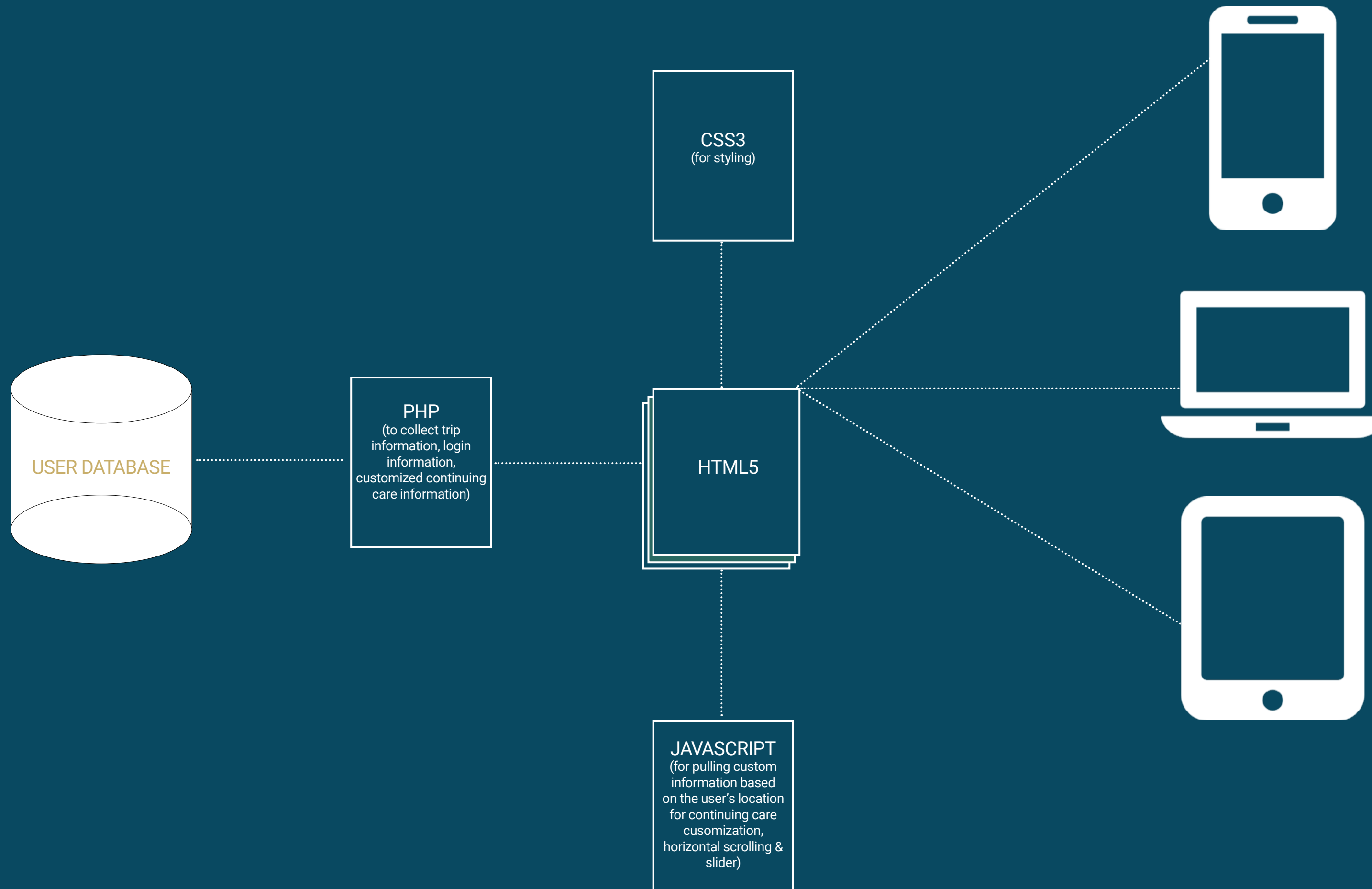
Mac or PC

Internet

Connection needed



Technical Project Description



TECHNICAL PROCESS

RESOURCES & INSPIRATION

TOPICS OF AREA RESEARCH

www.ecotherapyheals.com
www.goodtherapy.org/learn-about-therapy/types/econature-therapy
www.theatlantic.com/magazine/archive/2015/10/the-nature-cure/403210/
www.addiction.com/a-z/adventure-therapy/
purelifeadventure.com/wp-content/uploads/2016/09/Aspiro-Research-Publication.pdf
www.mindful.org/meditation/mindfulness-getting-started
http://www.mind.org.uk/information-support/drugs-and-treatments/ecotherapy/#.WJZbsLYrL_Q
www.yogatherapyconference.com/what_is_yoga_therapy.html
en.wikipedia.org/wiki/Adventure_therapy
www.marksdailyapple.com/

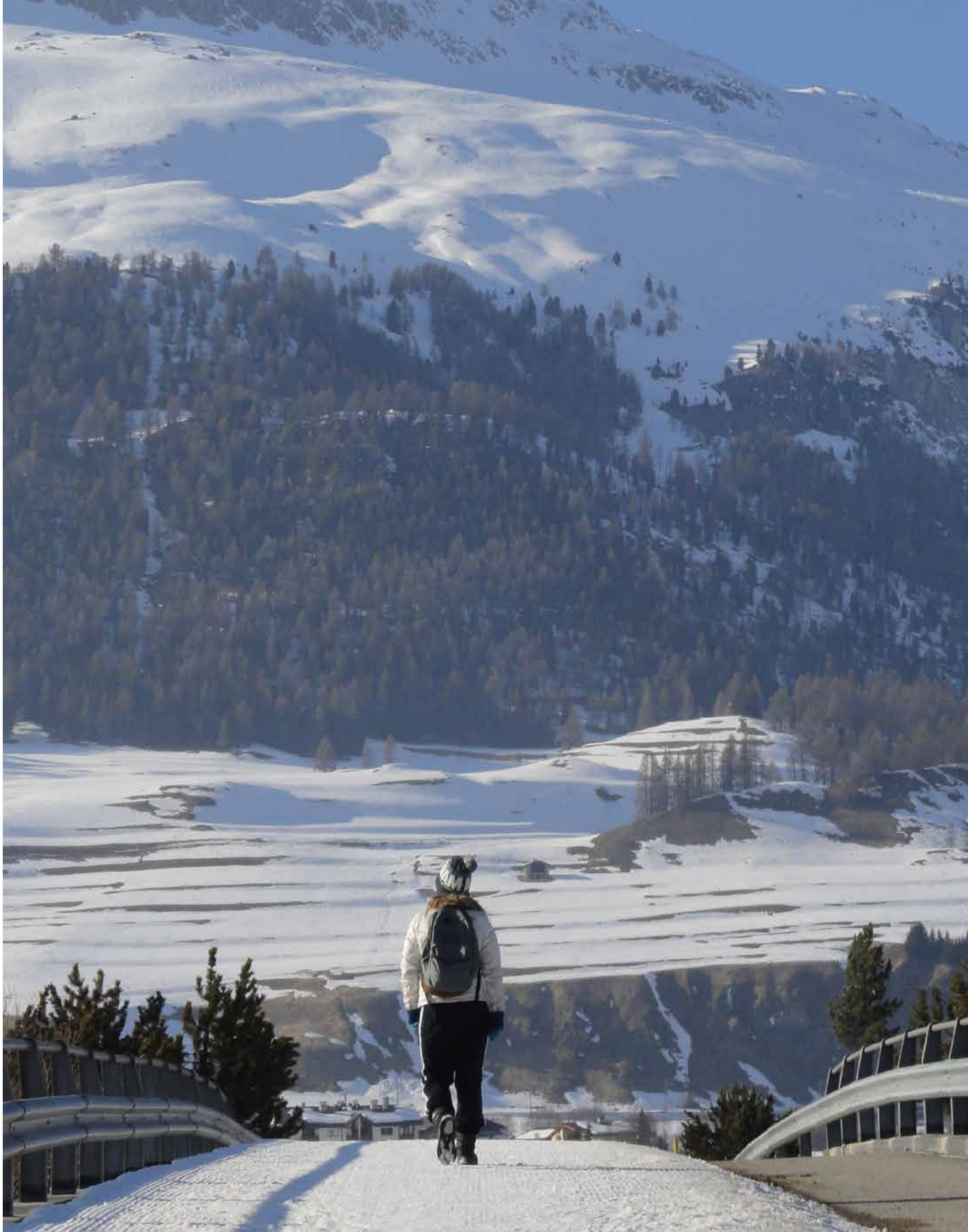
TECHNICAL RESEARCH

For more on coding and JavaScript:

lynda.com
codecademy.com
w3schools.com

AREA EXPERTS

Devon Maher,
Marriage and Family Therapist/yoga instructor
Deborah Vance-Maher,
Marriage and Family Therapist and outdoor enthusiast
Carrie Maher,
Marriage and Family Therapist
Shannon Davies,
Corepower Yoga Manager and Yoga Instructor



CONCLUSION

Nature is the cure; a healer of mind, body and soul.

-unknown



KEY STAGES

01

Summer 2017

User Experience

Research
 Target Audience
 Personas
 Task Flows
 Begin Wireframes

02

Fall 2017

Visual Design
Responsive Web

Prototype
 Branding
 Visual Design
 Begin Coding

03

Spring 2018

User Experience

Coding
 Refinement of UX
 Presentation
 Book

SUMMARY

THE PROBLEM

Mental health issues have been on the rise. Many attribute this to the social demand to work harder, an emphasis to make more money, society's addiction to their phones, and the need to create an idolized perfect self on social media.

People find it harder to take a break from their busy lives, disconnect from their phones, and reconnect to themselves. Nature Deficit Disorder Biophilia suggests that humans possess an innate tendency to seek connections with nature and other forms of life. When we don't go outside and reconnect with nature, it can create this nature deficit disorder.

THE SOLUTION

Elysian offers new ways to experience therapy for young adults struggling with difficulties such as trauma, depression, anxiety, low self-esteem, and substance abuse.. Elysian provides a wilderness immersion experience to begin healing and create lasting change by providing a Continuing Care Program that can incorporate ecotherapy into your day-to-day lives after your immersion experience.

Elysian immerses you in a new culture, away from your phone and daily distractions. Here, you will be able to focus on your overall health, while connecting to yourself and nature under the close care and guidance of licensed professionals.

The immersion experience provides a new form of therapy to those already diagnosed with a mental health issue those seeking help for the first time. We also offer a customizable continuing care program that provides a way to incorporate ecotherapy and additional techniques learned during the immersion into your day-to-day life.

WHAT'S NEXT?

Elysian is just a fictitious company that will never truly be live, but it was a great example of my skills and interests and I will love to show it off as a portfolio piece and case study in my future job hunting quests.

SUCCESSES & CHALLENGES

I think the most successful part of my project are the skills that I gained. The process of visual design, UX design through execution was incredibly challenging and time consuming. The most challenging component was coding and then even more so was to create responsiveness for optimal viewing on mobile.

JOURNAL HIGHLIGHTS

I've recorded all of the important process work through-out the making of my thesis project on a Google Slides rolling doc: [CLICK TO VIEW JOURNAL LINK](#). You'll be able to find notes and research materials that I've gathered in the earliest semester up until now.

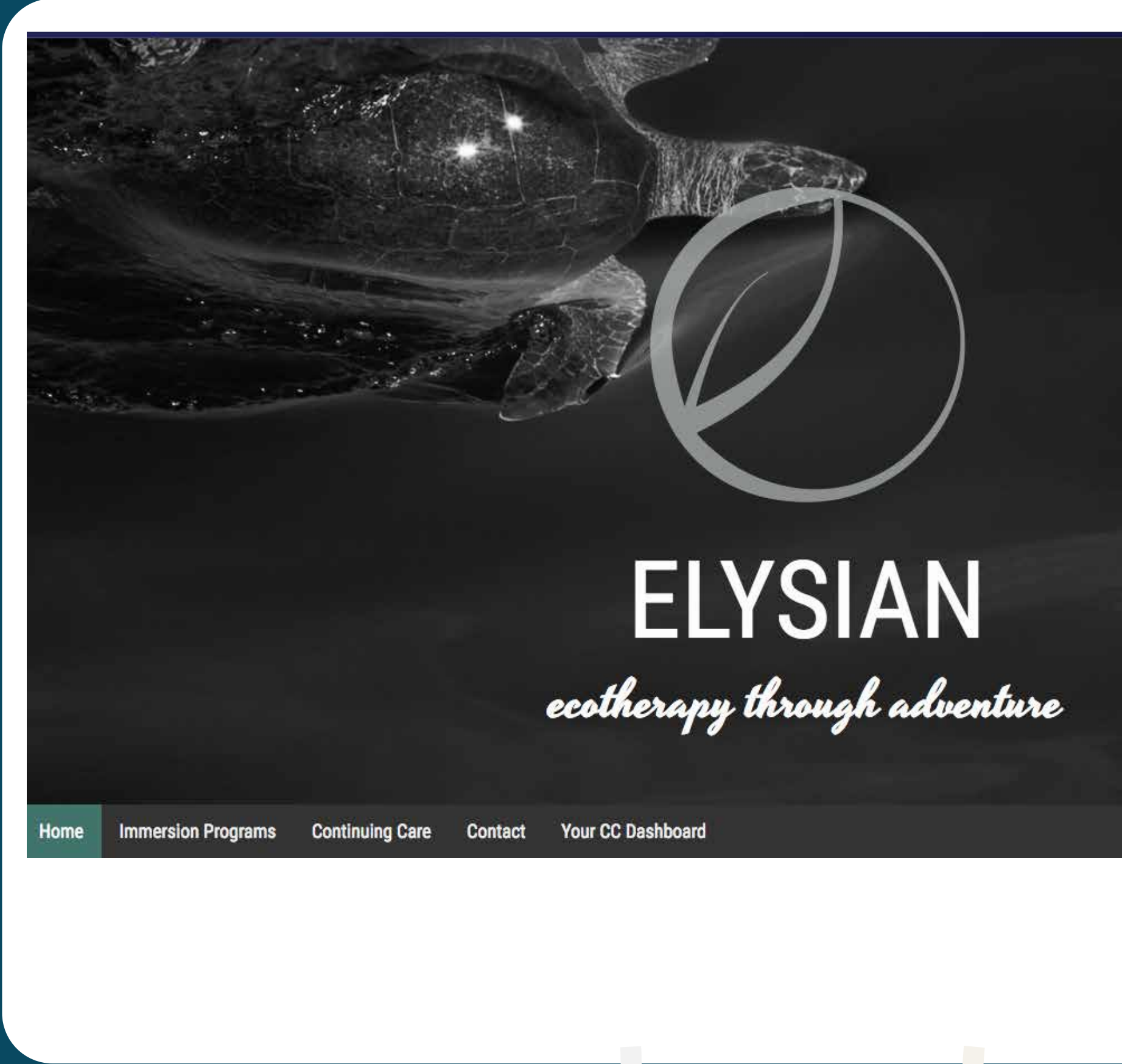
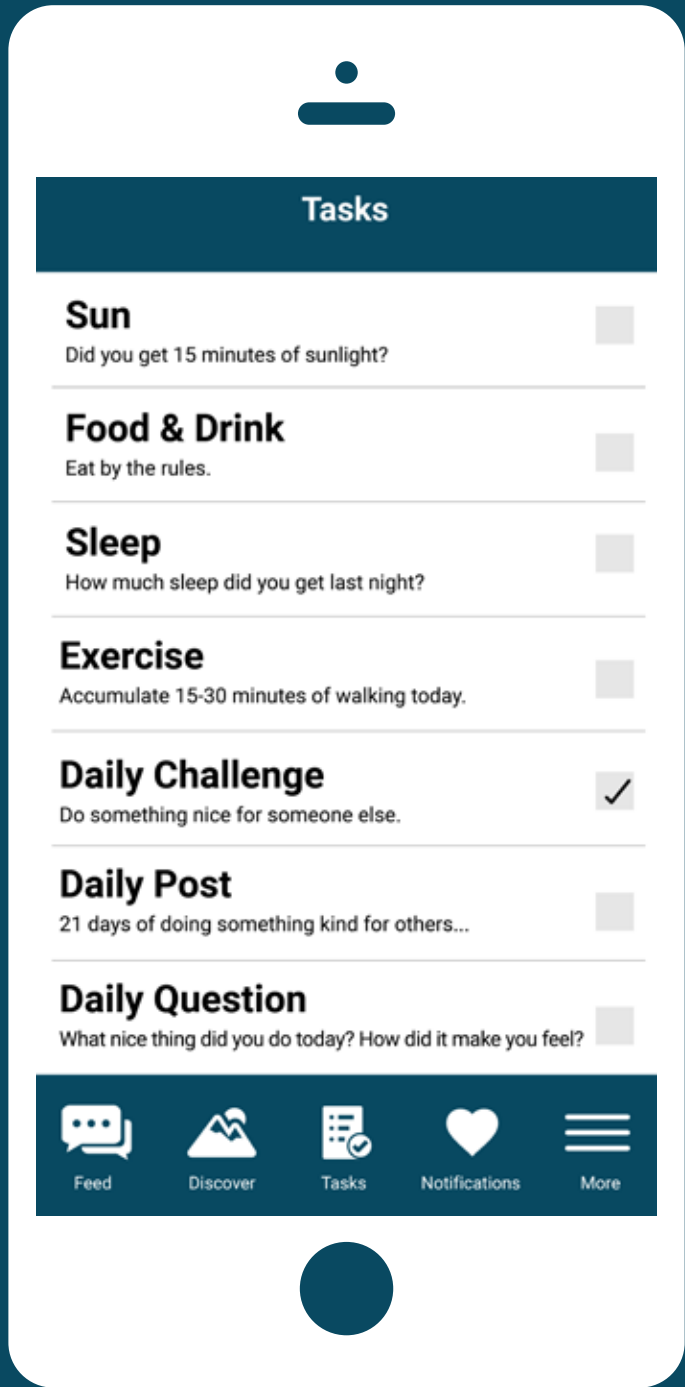
LINKS

WEBSITE

APP PROTOTYPE

CONCEPT VIDEO

PROOF OF CONCEPT



CONCLUSION

BIBLIOGRAPHY

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THANK YOU.

FINAL THESIS BOOK | BY **ANDREA DAVIES (0429142)**

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