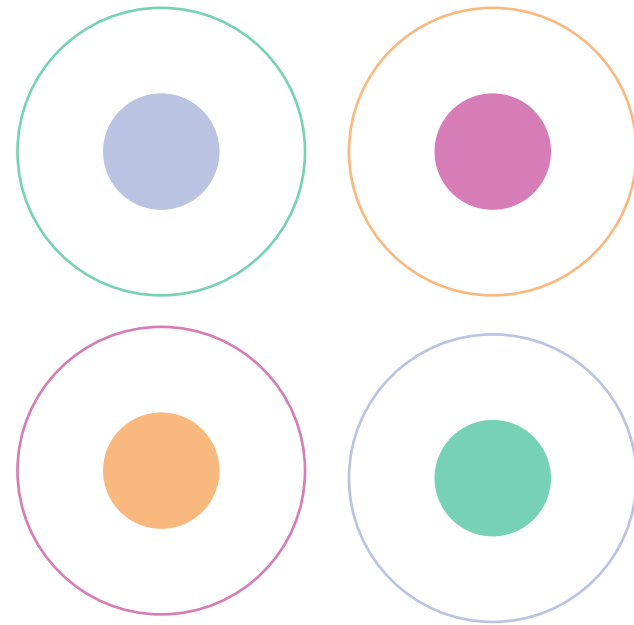




*Breathe Sheridan*  
**The Online Mindfulness Experience**

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**Introducing Mentis.** *Explore 1 World, 4 Kingdoms.*

Synopsis

**Breathe Sheridan** is an online mindfulness experience for students at school, focal on coping with stress and anxiety. The world of Mentis is introduced, within the world lies four kingdoms and their leaders. Users are able to pick a character leader they are most aligned with to guide them throughout the kingdoms for resources that may be able to assist them.

This is a transmedia storytelling experience that begins with a user viewing a poster in a school hallway, leading to Twitter exposure, then revealing a dedicated mindfulness blog. Users are given the option to engage in a game and/or read through an informative blog post. Both user experiences will lead to a secret location containing a keepsake completion prize.

The website experience will be the main content platform that will reveal the interactive narrative experience.

Users will begin their journey by entering the online world of **Mentis**. Within that world, users are able to choose a specific kingdom that best relates to how they may be feeling based on their character choice on Twitter.

There are four different kingdoms to discover, each led by their respective kingdom leader

*Tranquillum*



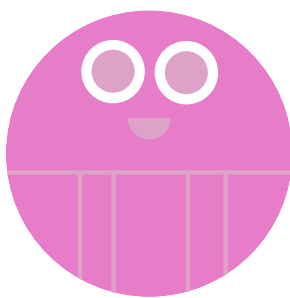
*Calm*

*Lasciva*



*Playful*

*Adminicula*



*Supportive*

*Cohortantes*



*Encouraging*



## Feedback Analysis I

### Project 1 - *Development of a Transmedia Narrative*

- Overview/Synopsis
- Story in full
- Characters (synopsis, sketches)
- Story world
- Simple visual mock ups
- Media artifacts
- Audience (audience interaction, attraction drive, communication)
- Game timeline

### Comments

**Interpretation:** Transmedia story, with a VR game at the center to help people avoid panic attacks

Audience geared towards students who suffer from panic attacks

- Professional input from therapist
- Potentially reach out to Mental Health Support club

“I really like this positive message you have, it was definitely the most original idea. Just tidy up the media artifacts and whether this is an ARG or transmedia project, then write the story.”

### Concerns

“Good simple characters, perhaps need a little more designing of their look. Examine a range of real characters and make notes about their features, they’ll all have unique and individual features, this character needs to look unique.”

“Your media artifacts don’t explain how each one links to tell the overall cohesive story. Each element in transmedia should be able to be consumed by itself, but when brought together with the others form a larger world. This is tricky given your theme, but I’m sure you could be creative and have fun with this.”

“You described the Unity Game that would lead to a scavenger hunt, to solve one element to get to another is an ARG in which case you need to switch briefs.”

## Feedback Analysis II

### Project 2 - *Mapping of First Media Artifacts*

- Two (transmedia) media artifacts
- Discover Your Project
- Narrative of these media artifacts will relate to the overall story
- Release dates

### Comments

**Interpretation:** Project titled Breathe and it is aimed at students who are stressed at Sheridan.

#### Two (transmedia) media artifacts

##### 1. *Posters*

- Launched and posted throughout the school
- Portray a calming design feeling, colour scheme reflects the calm value

#### Discover Your Project

##### 2. *Social Media*

- Twitter will be the main source of sharing the game
- Characters will be revealed on Twitter providing access to the next media artifact
- There will be collaboration with the Mental Health Support club on campus
- Possibility of a table promotion set up to hand out key chains for exposure

#### Narrative of these media artifacts in relation to the overall story

- There will be four mystery characters, each have their own story and students can associate with one character and follow that theme
- Each character is also a different colour that is representational of their theme
- Characters are simple shapes, there will be a media artifact based key chain, custom laser cut
- Game has a purpose that helps people discover coping techniques
- Blog is helping students and introducing a game that they can play
- Games, techniques presented are stress relieving

#### Release Dates

April 2017 - Game Launch

### Concerns

“I’m still a little confused about the narrative and that still hasn’t been fully described or given an overview of. Remember this is an interactive narrative project and that content hook will be essential in setting this apart from just a site offering help.”

### Project 3 - *Walk-through*

- All remaining media artifacts
- Walk-through demonstration of how all of the media works together
- Present “cheese holes”
- Feedback on any engagement with your audience through server logs etc.
- Individual involvement

### Comments

**Interpretation:** This is a mindfulness experience while students are at school and aimed at students with stress and anxiety.

### Remaining Media Artifacts

#### *Previous Releases*

- Poster
- Twitter account

#### *New Releases*

- Development of the Mentis world
- “Mentis” derived from the Latin word, creating intrigue and deeper meaning

#### *Mentis Meaning*

- Colour scheme translated back four worlds of the kingdom
- Analogy of the brain being the kingdom

### **Cheese Holes (Spaces in the story the audience can participate, contribute towards)**

- Audience able to choose from different characters, illustrations are non-denominational
- Ability to select kingdom a user is most aligned with
- Twitter gives brief explanation of the kingdom then provides a password for the user to continue on to the website further if desired
- Website gives access to the blog
- Blog posts for each kingdom provides users successful ways to cope with their stress
- Final reward is custom key chain to pick up from the SSU front desk

### Concerns

“I’m not sure the reason for the password when people are stressed, would this just add stress to the user to try and find a way in. Perhaps this could have been done a slightly different way, however you have been working with the association around this and they would have pointed this out if problematic.”



Addressing Concerns

Improvements and Learnings

Project 1 - Development of a Transmedia Narrative

1. Improving Character Features and Journeys

“Good simple characters, perhaps need a little more designing of their look. Examine a range of real characters and make notes about their features, they’ll all have unique and individual features, this character needs to look unique.”

*Solved: Characters were better defined into kingdom leaders, rulers that guide an individual throughout four kingdoms depending on a users feeling*

2. Cheese Holes and Relationships

“Your media artifacts don’t explain how each one links to tell the overall cohesive story. Each element in transmedia should be able to be consumed by itself, but when brought together with the others form a larger world. This is tricky given your theme, but I’m sure you could be creative and have fun with this.”

*Solved: We've developed a transmedia strategy merging back and forth between the virtual and real world, providing visuals to compliment information*

3. Understanding ARG vs. Transmedia

“You described the Unity Game that would lead to a scavenger hunt, to solve one element to get to another is an ARG in which case you need to switch briefs.”

*Solved: Transmedia was chosen as this played better with our individual strengths and interests in creating an online mindfulness experience*

Project 2 - Mapping of First Media Artifacts

1. Narrative Development

“I’m still a little confused about the narrative and that still hasn’t been fully described or given an overview of. Remember this is an interactive narrative project and that content hook will be essential in setting this apart from just a site offering help.”

*Solved: The world and kingdoms of Mentis were introduced, characters are now uniquely defined into each of the kingdoms*

Project 3 - Walk-through

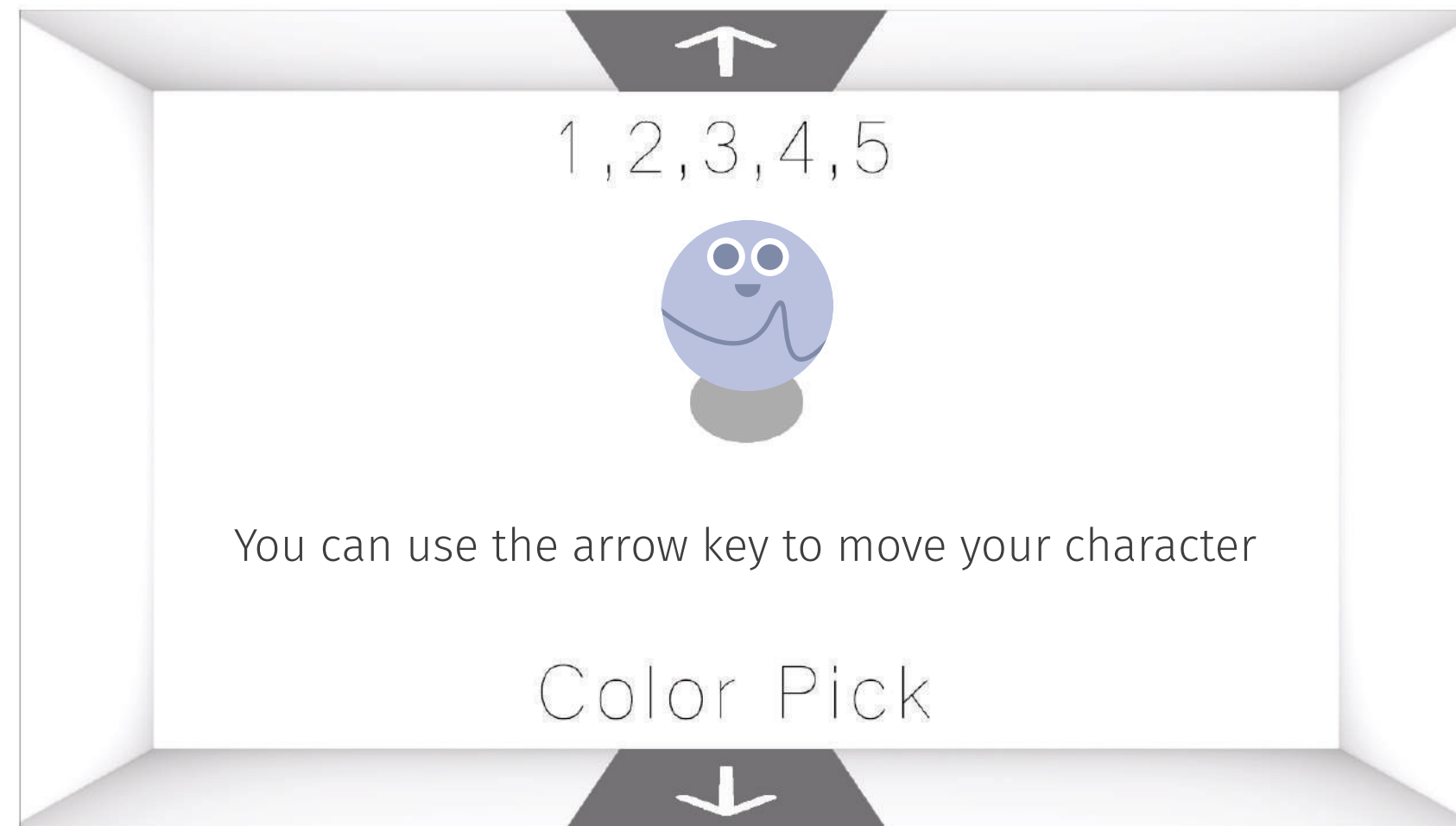
1. Password Misunderstanding

“I’m not sure the reason for the password when people are stressed, would this just add stress to the user to try and find a way in. Perhaps this could have been done a slightly different way, however you have been working with the association around this and they would have pointed this out if problematic.”

*Solved: A direct link on Twitter is now accessible to access the online experience*

Addressing Concerns

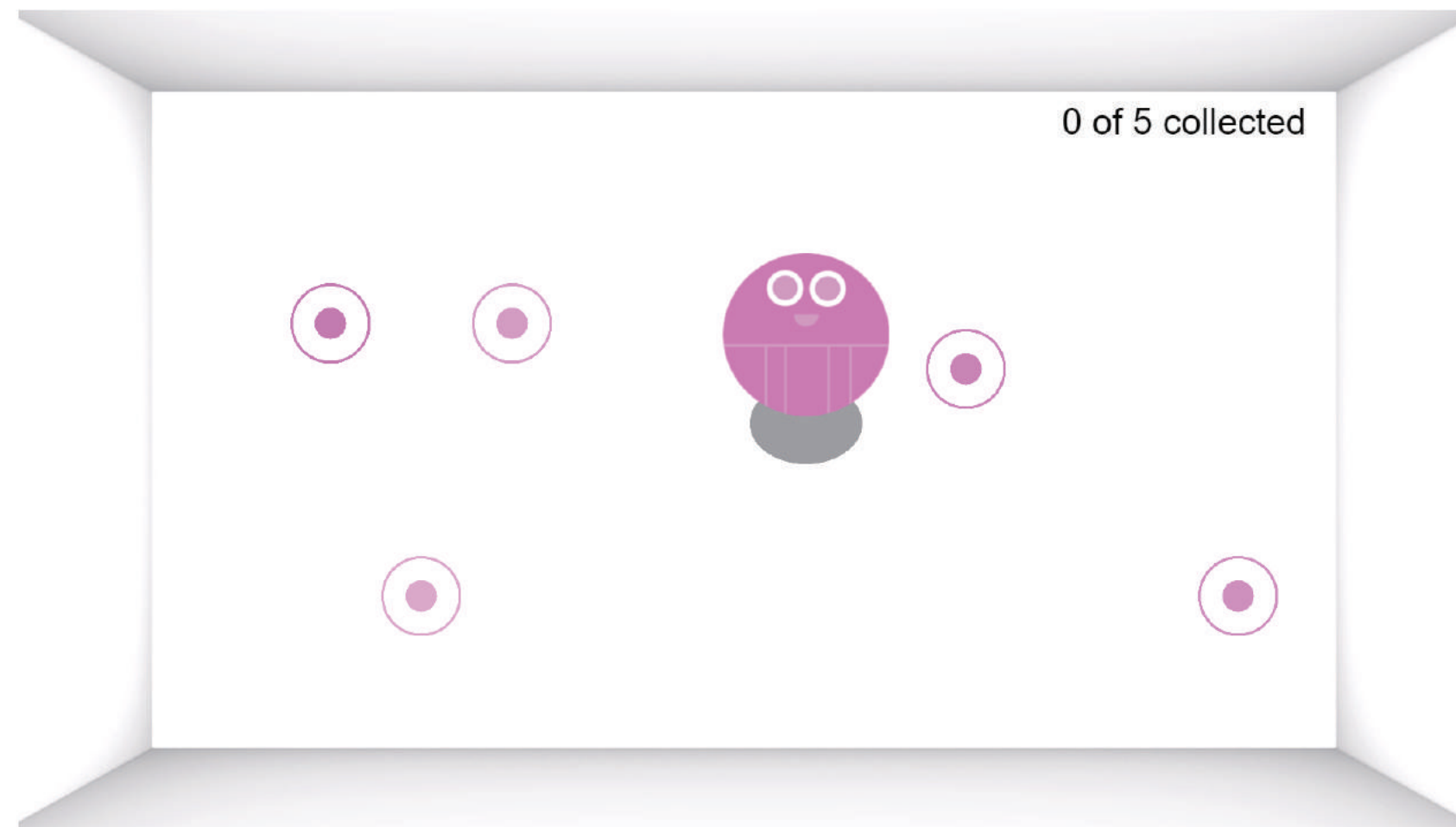
Game Development



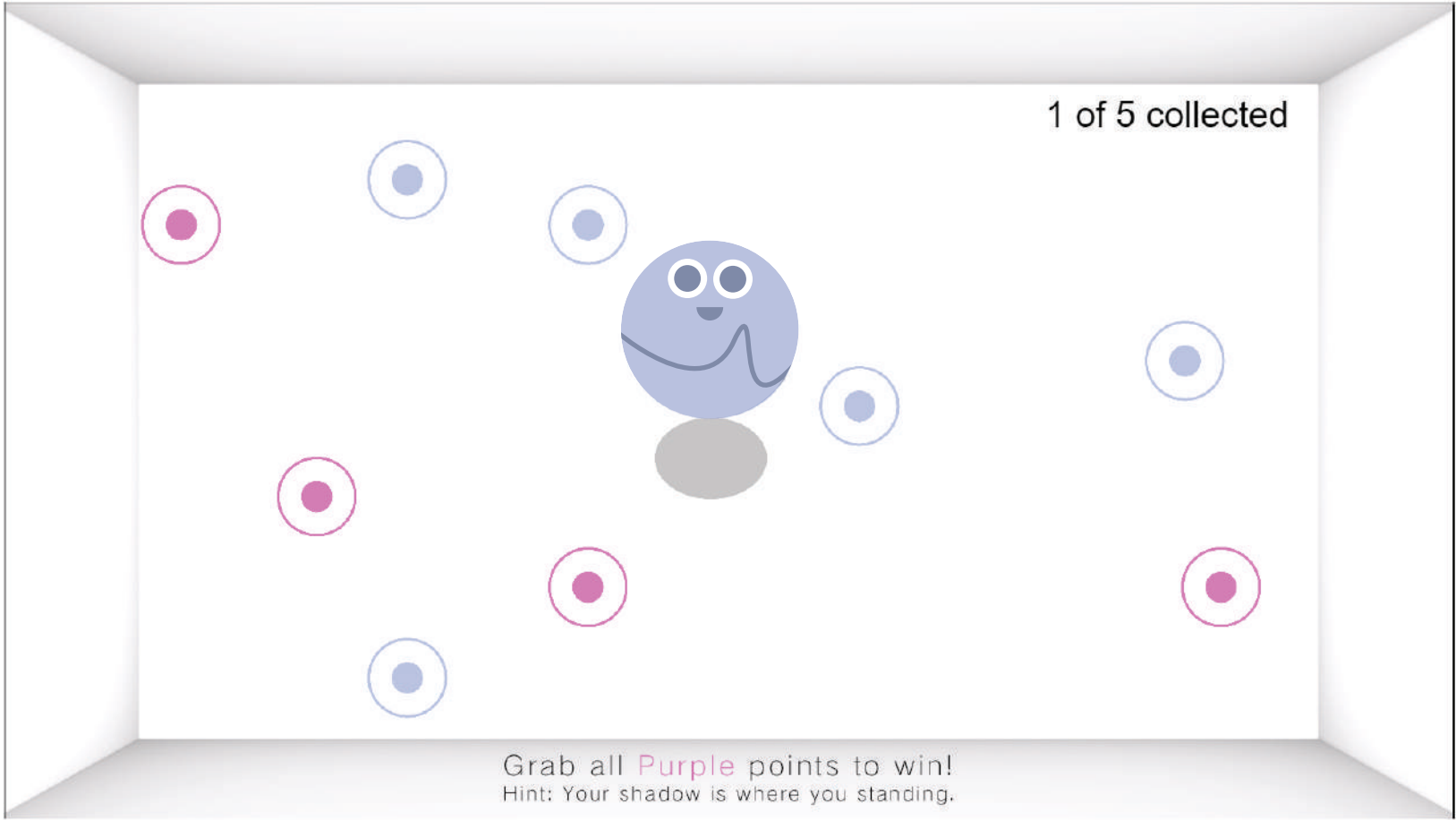
This is the menu page, player can choose the game mode they want in this room by navigating to another room.

Addressing Concerns

## Game Development



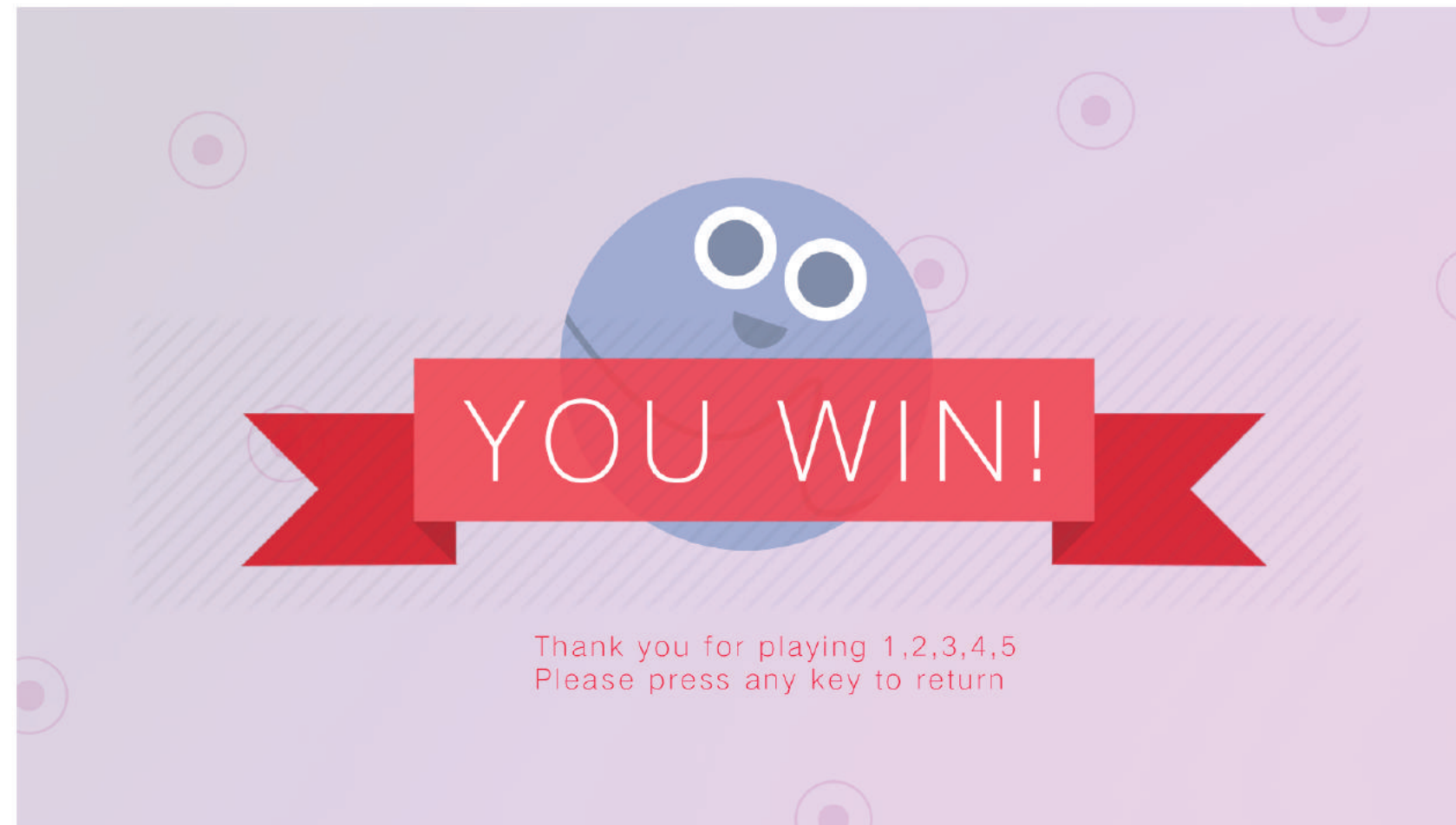
There are multiple characters to choose from (Calm, Playful, Supportive, Encouraging). Players can play as each character in any mode.



Players wins by picking up points following the rule of the room.

Addressing Concerns

## Game Development

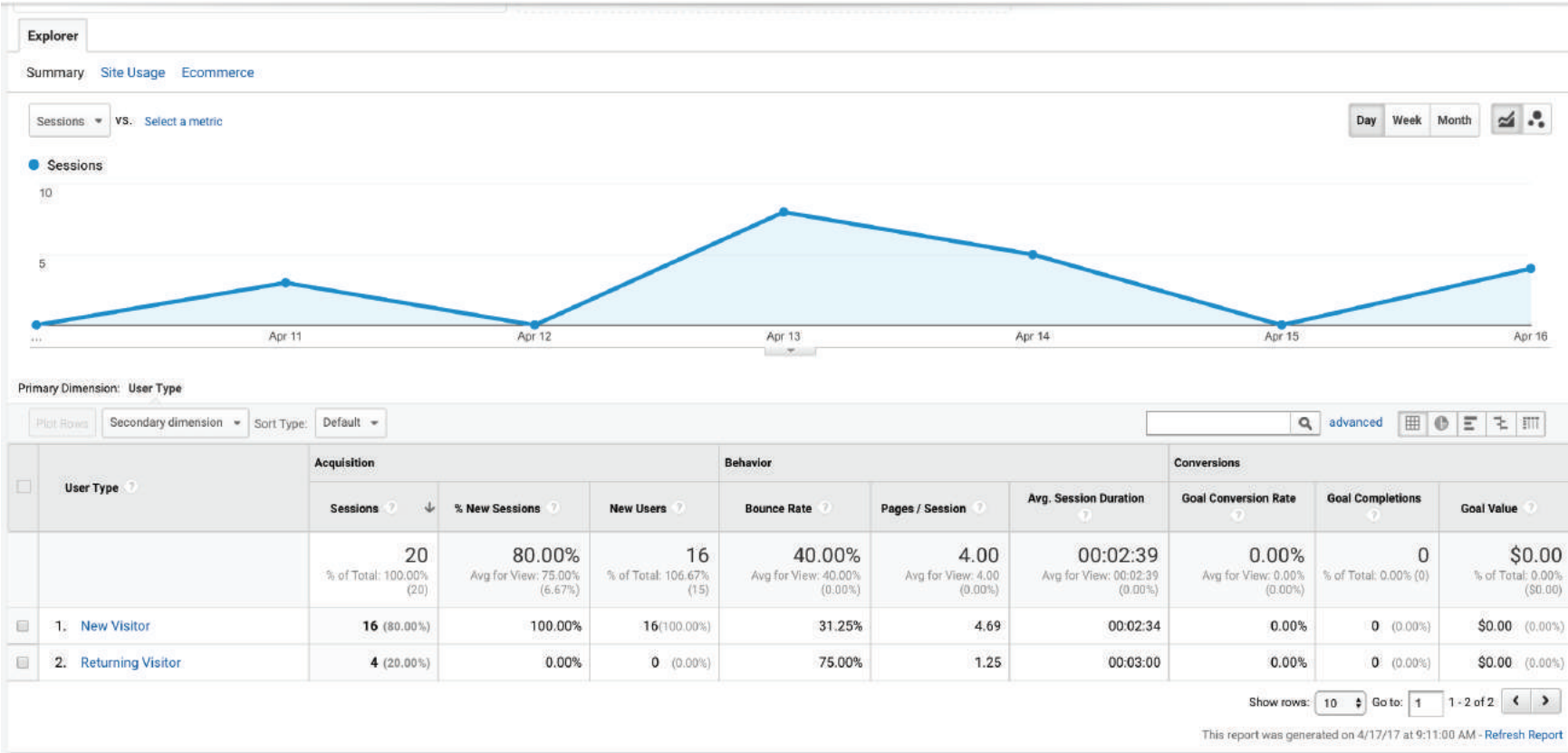


When player wins the game, a wining message will pop up. On this page, players are guided back to menu room so they can pick another mode or another character.



User Testing and Analytics

Google Analytics

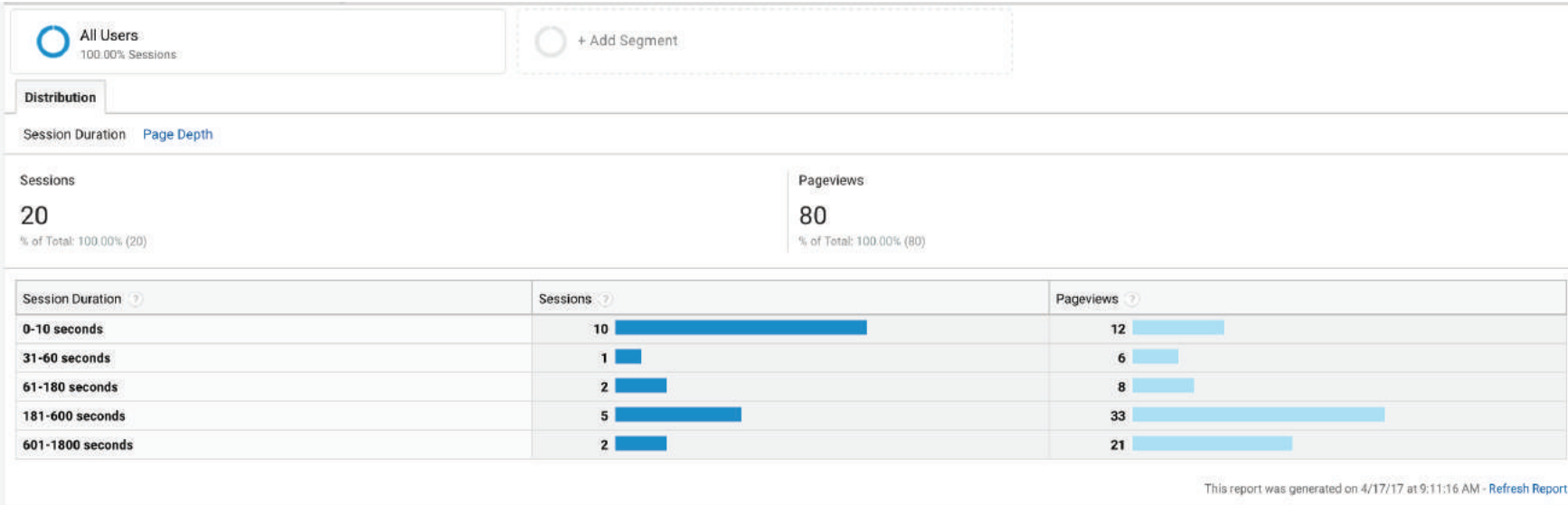


Visitors

We had 16 visitors within the last week who would on average spend 3 minutes on the site navigating the pages and interacting with the content

Duration

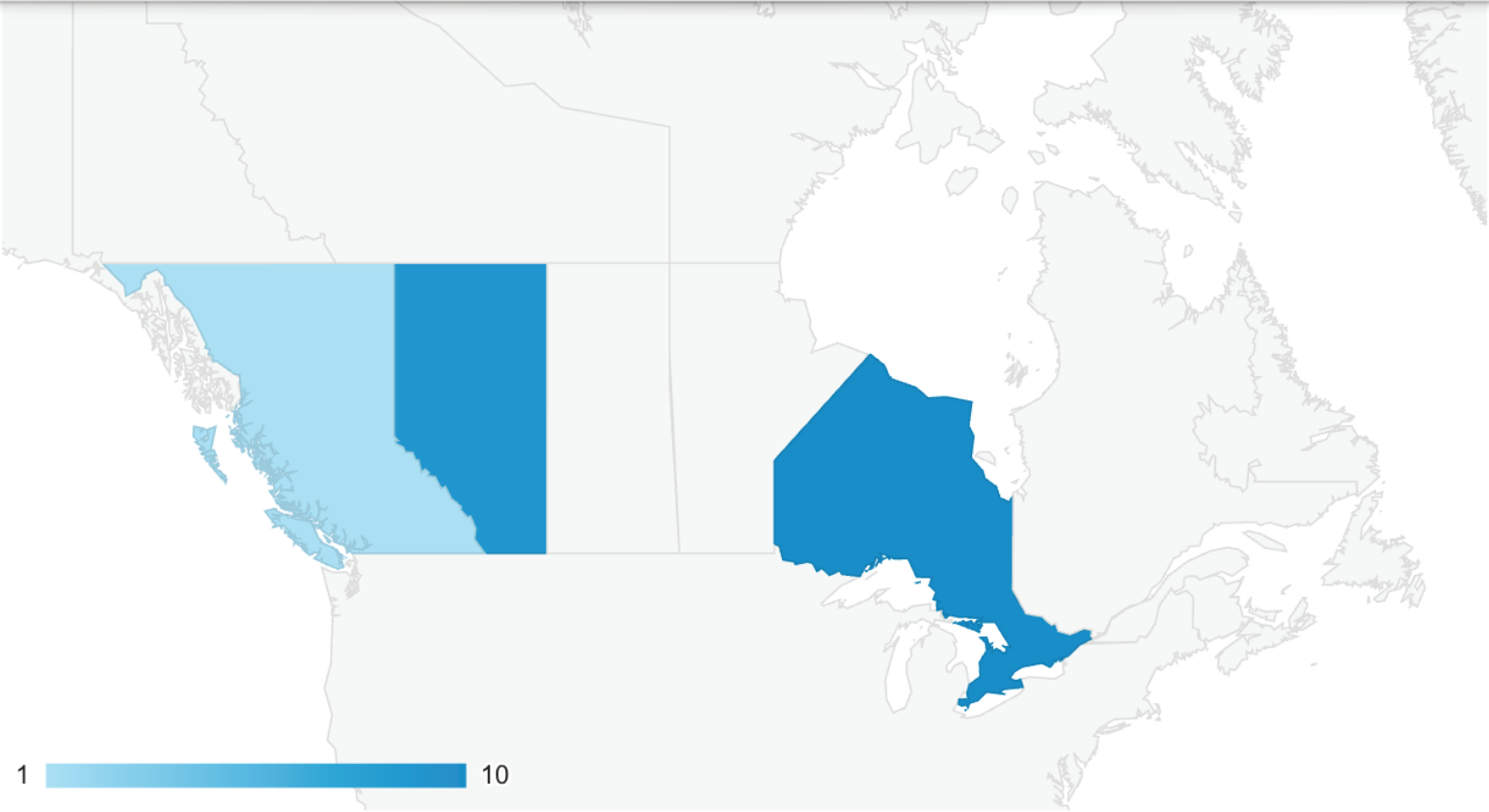
Although the average spending time was 3 minutes, the duration of each session varies.



Google Analytics

Geolocation

Users geolocation varied across different Canadian provinces including British Columbia, Alberta and Ontario.

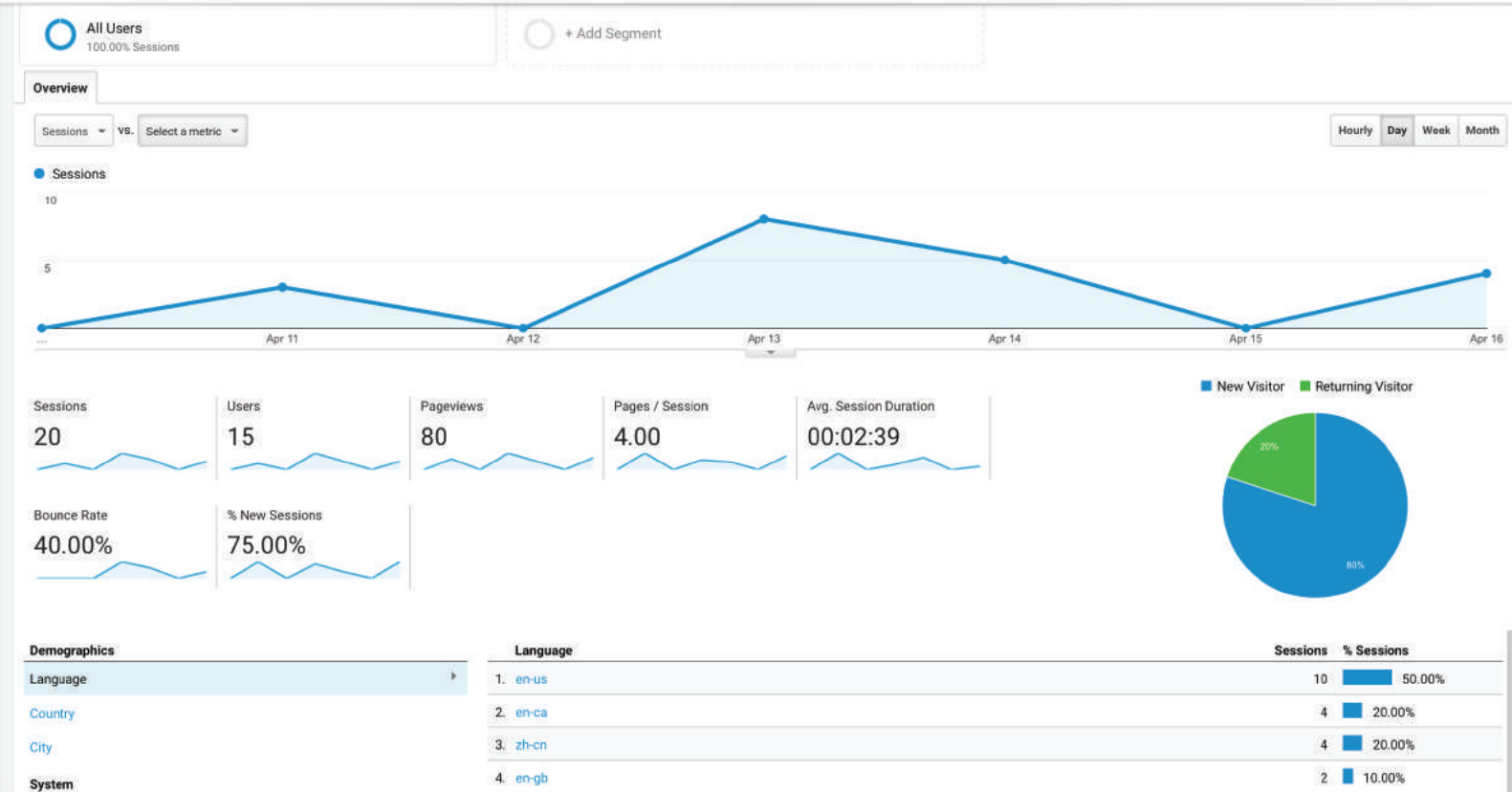


Primary Dimension: **Region** [City](#) [Other](#)

| Secondary dimension <span></span> <span>advanced</span> <span></span> <span></span> <span></span> <span></span> |                                      |                                           |                                   |                                           |                                       |                                               |                                         |                                |                                         |
|-----------------------------------------------------------------------------------------------------------------|--------------------------------------|-------------------------------------------|-----------------------------------|-------------------------------------------|---------------------------------------|-----------------------------------------------|-----------------------------------------|--------------------------------|-----------------------------------------|
| Region <span></span>                                                                                            | Acquisition                          |                                           |                                   | Behavior                                  |                                       |                                               | Conversions                             |                                |                                         |
|                                                                                                                 | Sessions <span></span> <span></span> | % New Sessions <span></span>              | New Users <span></span>           | Bounce Rate <span></span>                 | Pages / Session <span></span>         | Avg. Session Duration <span></span>           | Goal Conversion Rate <span></span>      | Goal Completions <span></span> | Goal Value <span></span>                |
|                                                                                                                 | 20<br>% of Total: 100.00%<br>(20)    | 80.00%<br>Avg for View: 75.00%<br>(6.67%) | 16<br>% of Total: 106.67%<br>(15) | 40.00%<br>Avg for View: 40.00%<br>(0.00%) | 4.00<br>Avg for View: 4.00<br>(0.00%) | 00:02:39<br>Avg for View: 00:02:39<br>(0.00%) | 0.00%<br>Avg for View: 0.00%<br>(0.00%) | 0<br>% of Total: 0.00% (0)     | \$0.00<br>% of Total: 0.00%<br>(\$0.00) |
| 1. Ontario                                                                                                      | 10 (50.00%)                          | 90.00%                                    | 9 (56.25%)                        | 40.00%                                    | 4.10                                  | 00:02:02                                      | 0.00%                                   | 0 (0.00%)                      | \$0.00 (0.00%)                          |
| 2. Alberta                                                                                                      | 9 (45.00%)                           | 66.67%                                    | 6 (37.50%)                        | 33.33%                                    | 4.22                                  | 00:03:38                                      | 0.00%                                   | 0 (0.00%)                      | \$0.00 (0.00%)                          |
| 3. British Columbia                                                                                             | 1 (5.00%)                            | 100.00%                                   | 1 (6.25%)                         | 100.00%                                   | 1.00                                  | 00:00:00                                      | 0.00%                                   | 0 (0.00%)                      | \$0.00 (0.00%)                          |

User Testing and Analytics

Google Analytics

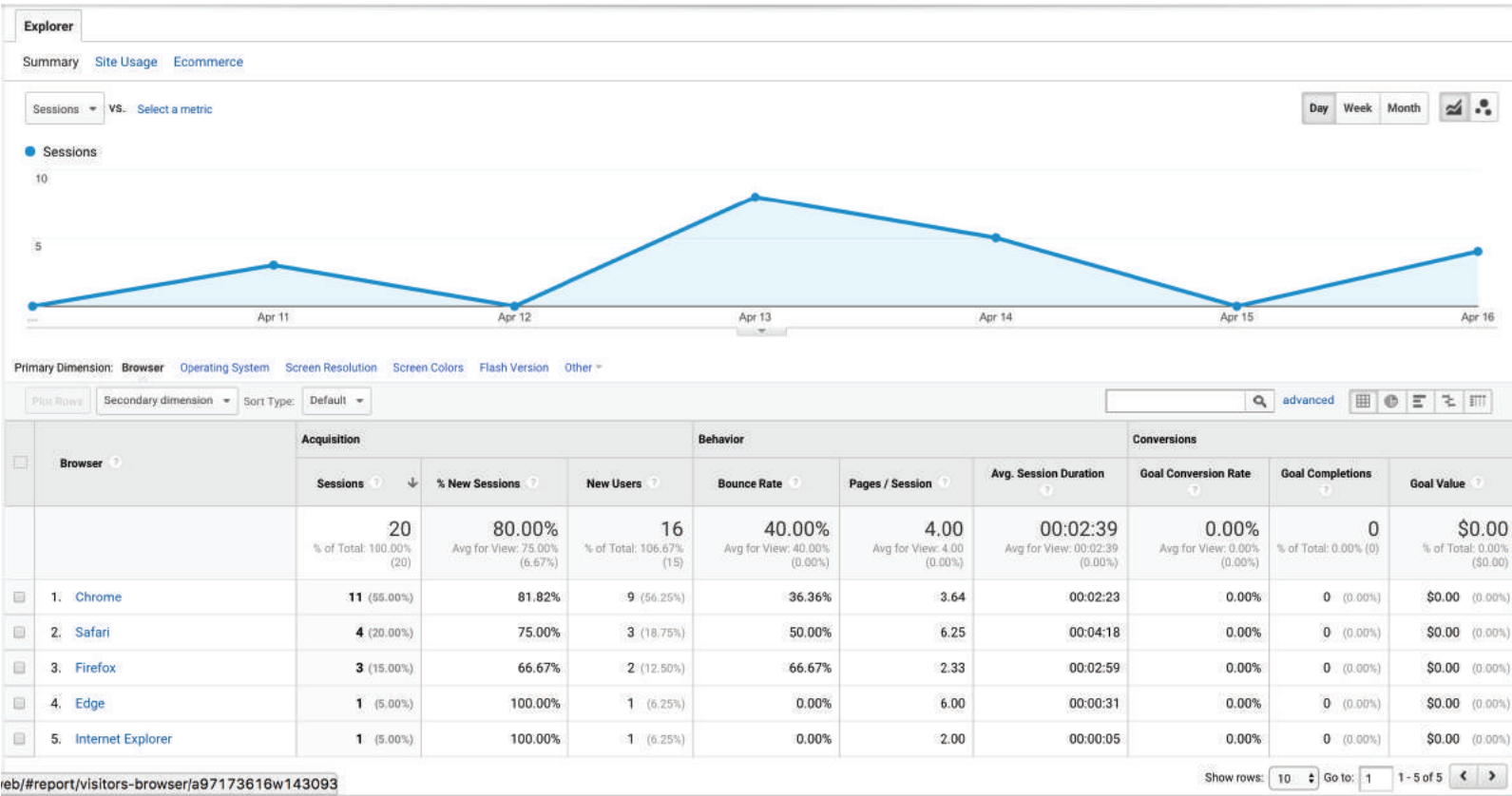


New vs. Returning

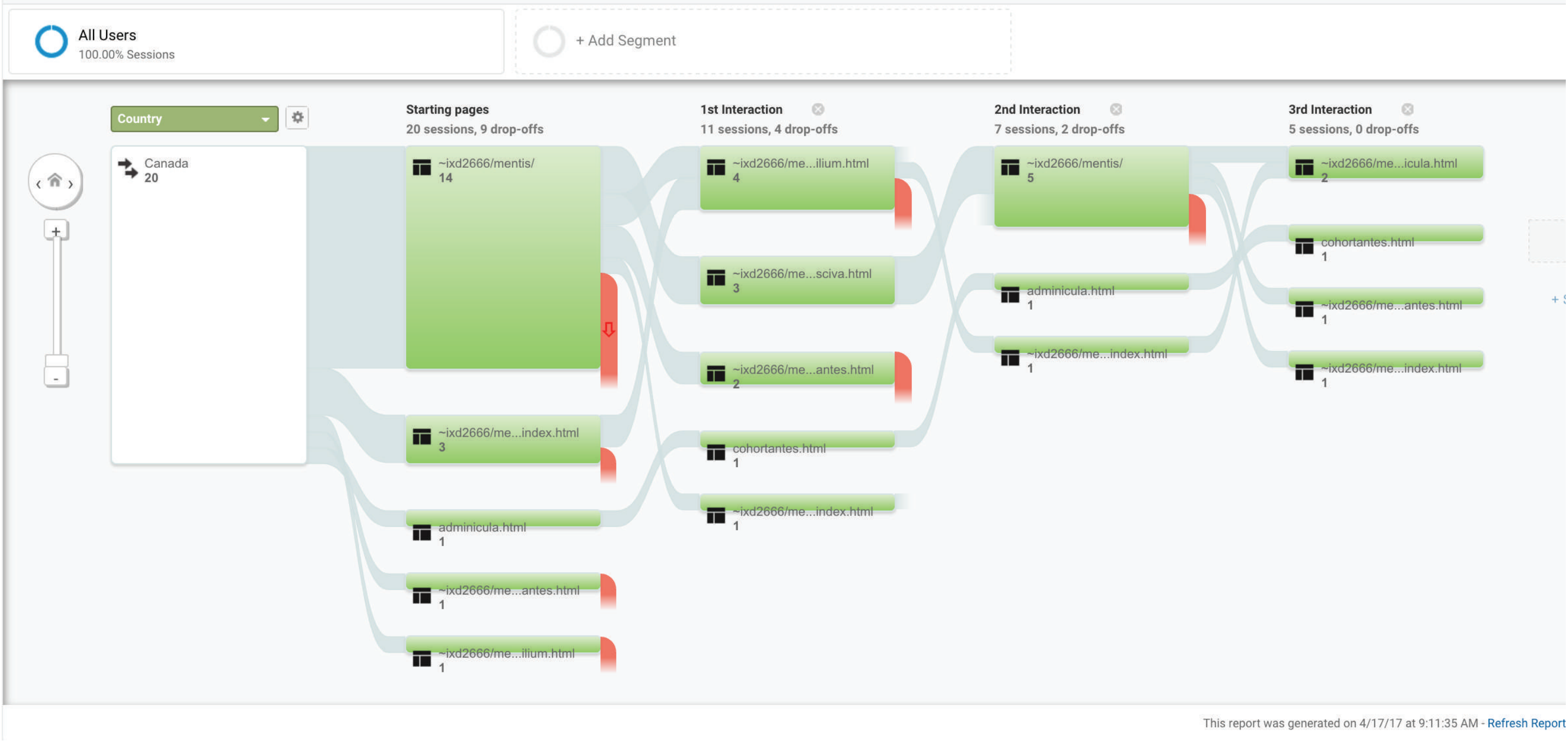
80% of our users were new while 20% of our users were returning.

Devices

Majority of the visits were on Chrome and Safari Browsers



Google Analytics

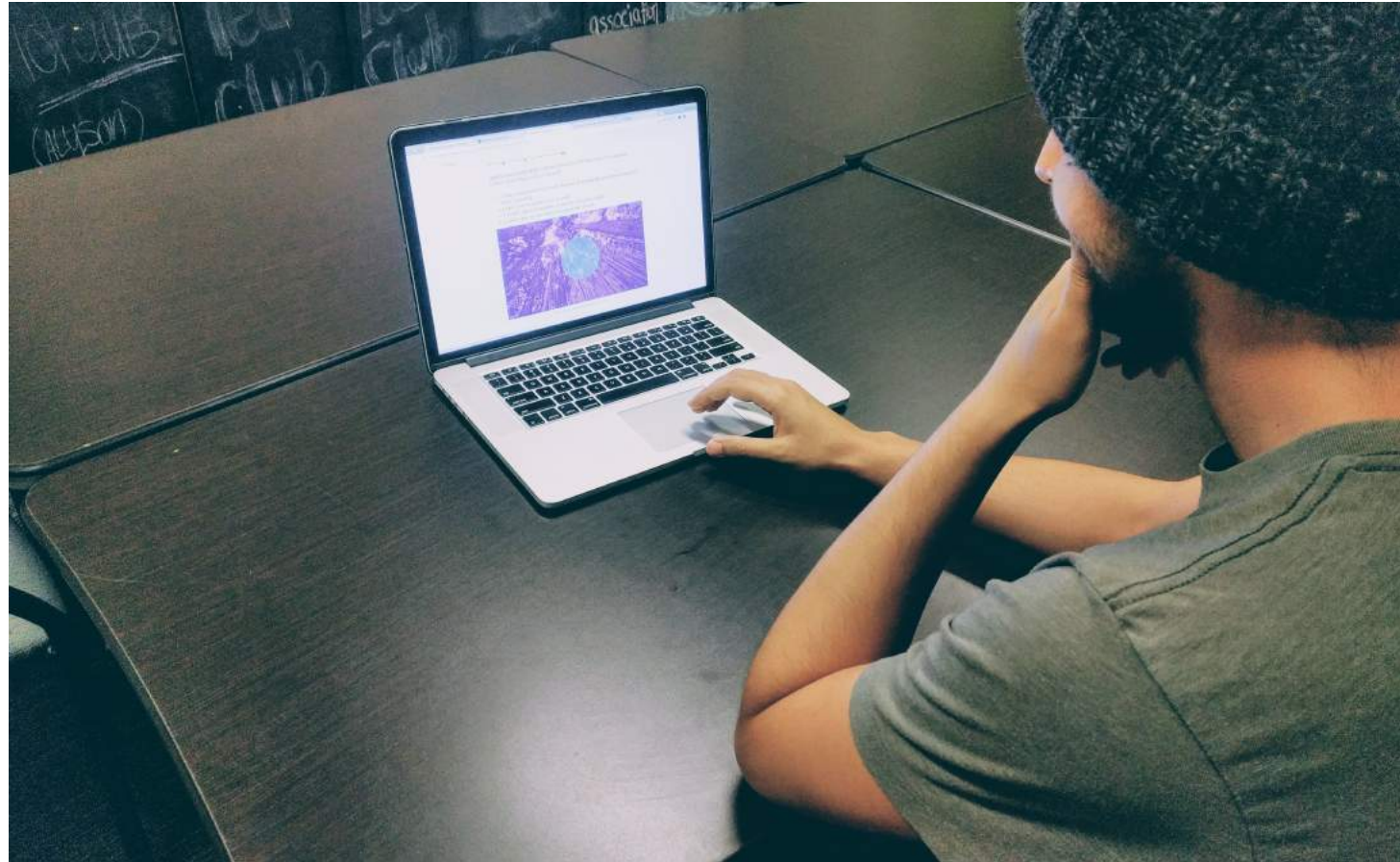


User Flow Analysis

- All started on the index.html page, losing 9 users at that point
- Most users entered through Tranquillum (Calm) and Lasciva (Playful)
- After their first interaction, most users then explored Adminiculum and Cohortantes

## User Testing and Analytics

### User Testing



Member of the Mental Health Support Club reviewing the world of Tranquillum

### Mental Health Support Club

It was important to get our design out there to identify any usability problems, collect data on participants' performance and determine user satisfaction with our Breathe Sheridan Experience transmedia strategy.

We felt a great target audience to reach out to was the Mental Health Support Club. But we also ensured to reach out to others as well to gain quantitative data results.

### Feedback

- Thought the transmedia strategy in general was a great way to **maintain engagement** in drawing attention to the poster, then Twitter and **keeping users updated** through the social media platform
- A member drew particular interest to the kingdom of *Cohortantes*, enjoyed the meaningfulness and research done in the published content, made a suggestion towards **including audio files to recite the messages** for a more direct and intuitive experience
- Suggestion made for the kingdom of *Admincula*, being a suggestion about beginning a gratitude journal, perhaps **including a direct entry to get users started right away into writing** and **examples to reference as ideas**
- Felt the colour **de-coding within each page really drew them into uncovering all the content** and felt **rewarding uncovering a secret message that led back into the physical world** of receiving a wooden key chain artifact
- Thought the colours used for the entirety of the experience was well chosen and **created a comforting presence**



## Individual Involvement

### Team Reflection

#### Zahnia

Doing a statistical analysis on the user interaction of the site was a good learning experience and something that I will begin to apply to other design projects. It really provides you with a proactive approach to improve your own projects. I think the best changes are made when they are rooted in insights instead of best guesses or assumptions. I've learned narrative can be a very important element to compel someone to engage with your products. Even if your product has a very useful application to it, if the user doesn't feel connected to the identity of the product, they will abandon it.

#### Samantha

Being able to craft a unique online mindfulness experience and address the concerns of stress and anxiety amongst students was a great learning experience that resonated well into my own personal student life as well. This project challenged me to strategize about how we might merge the real world and virtual world together successfully. I gained great exposure conducting user research and collaborating with students across campus that drew an interest in this area. It felt the most rewarding in getting our transmedia project out there and continuously iterating on better ways to improve on it throughout the term. I was also quite happy in coming up with the visual identity for the experience and merging the research Zahnia had done on particular stress relieving exercises to inspire the final design.

#### Jeff

Since the last time I've uploaded my game, I have heard some suggestions from players. I've adjusted player model so the collision center is the shadow. Character is constantly jumping but the shadow is not, so I believe it is better as collision model. Players also complained about instruction is not clear enough, so I added rule into actual game. Players now can see the rule and hints during the game. One important improvement is I've added sound effect to the game. This give player feedback on actions in game, also added a feeling of rewarded by pick up points. I also changed winning screen so it looks better when the player has won the game. The winning screen also guides players to jump back to menu page.