

# STORY CANVAS

<b>IDEA</b>  <i>Words World</i>	<b>PURPOSE</b>  [To enhance mental health by using virtual reality to inhibit the effects of stress and mild symptoms of anxiety and depression.]  [We use gamified meditative experiences to help players increase their level of focus, mindfulness, & awareness.]	
<b>AUDIENCE</b>  <ul style="list-style-type: none"> <li>• Grade 3 to 5 students.</li> <li>• Teachers or Educators.</li> </ul>	<b>KEY MESSAGE</b>  <ul style="list-style-type: none"> <li>•</li> </ul>	
<b>CALL TO ACTION</b>  <ul style="list-style-type: none"> <li>• Form a word.</li> <li>• Attach objects to specific spots.</li> <li>•</li> </ul>	<b>PEOPLE</b> An Audio Guide A Multiplayer Guide  <b>PLACE</b> <ul style="list-style-type: none"> <li>• A Natural Park</li> </ul>	<b>CAMPAIGN</b>  <ul style="list-style-type: none"> <li>• Itch.io</li> <li>• Oculus Go Store.</li> <li>• Kusudi's Social Media platforms -&gt; LinkedIn, IG, Twitter.</li> <li>• Partner Therapists.</li> <li>• ARVR Africa Community.</li> </ul>
<b>STYLE/TONE</b>  Warm, Playful, Semi-Realistic (A bit cartoon-ish)		

## USER JOURNEY

The user starts by receiving a warm welcome by the experience guide (**a voice**) They are reminded of their current mindfulness training streak. An animated mystery box is dismantled to reveal a daily/periodic item i.e a quote, a statement, or a life tip/hack.

The guide asks how the user is feeling and presents a limited range of mindfulness training exercises that fits the user's current mood or state and that are also backed by social proof.

They then walk into an highlighted spot to commence their selected mindfulness exercise with guidance from the virtual guide.

Upon completion, the user is given some time to explore the space to find daily hidden treasures and also to play a precision game.

After the exploration and gaming experience, the user is given a breakdown/summary of the day's experience with some key takeaways.

## GOALS

- Democratize the idea of mindfulness exercise/meditation being an antidepressant.
- Encourage and promote healthy mental, emotional, and social living through gamified medication.
- Significantly increase the Gross Domestic Happiness of Lagosians.
- Spur adoption of mindfulness exercise as treatment for mild psychosis cases.

## OBJECTIVES

### SHORT/IMMEDIATE

### MEDIUM

- Reduce the annual rate of depression in Lagos.
- Reduction in the annual reported rate of domestic abuse in Lagos.
- Over 90% weekly user engagement.