

## Project Brief

### A Cognitive Reframing Tool

#### Scope and Focus

*“Through cognitive reframing, we can learn to recognize our negative thought spirals and cultivate more realistic and positive thoughts. When you reframe the situation to cope and deal with it better, you're allowing yourself to grow and expand your mindset.”<sup>1</sup>*

The project scope is the development of a mental health ios digital experience that promotes autonomy and self-improvement by overcoming cognitive distortions with the reframing tool features of the app.

#### Project Background

The Association of Behavioral and Cognitive Therapies would like to introduce a digital reframing tool for their annual conference to extend the tools and techniques beyond the in-person and virtual therapy sessions, in a quest to promote autonomy and self-compassion with their clients.

*In the long term, Dr. Miller suggests repeated practice is the best way to shift your overall mood. “Cognitive reframing can lead to a long term shift in your thinking, and more balanced and positive thinking becomes automatic,” he said<sup>2</sup>*

#### High-Level Design Goals and Objectives

- Create new branding for the company
- Create an interactive ios app
- Create feature(s) that help manage cognitive distortion

#### Key Features

- Create interactive experiences that allow the users to de escalate the intensity of their thoughts.
  - Create feature(s) that promote constructive self-criticism
  - Create feature(s) the mitigate self-paralyzing thoughts

#### Brand Message

These 4 phrases embody the company's brand message.

- Supports Mental Health
- Promotes Autonomy
- Encourages Self-improvement
- Inspires Self-Compassion

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<sup>1</sup> <https://blog.zencare.co/cognitive-reframing-distortions/>

<sup>2</sup> <https://blog.zencare.co/cognitive-reframing-distortions/>