



**Kat Turner**



hello.



**“One can not think well, love well,  
sleep well, if one has not dined well.”**

**-Virginia Woolf**

# Problem

**It seem like every time you look at the news there's something new about what you should eat vs what you shouldn't. There's so much conflicting information that it's hard to know what sources to trust.**

**Unfortunately, this problem spans across many topics including mental health. Many Americans struggle with anxiety and depression and treatment isn't "one size fits all".**





**1 in 5 adults in the US are living with mental illness**

**Those that are most affected are those between ages 18-25**

# Anxiety

## Feels like

- Feeling nervous, restless or tense
- Having a sense of impending doom, danger or panic
- Increased heart rate
- Breathing rapidly
- Sweating
- Trembling
- Feeling weak or tired
- Trouble concentrating
- Trouble sleeping
- Gastrointestinal distress
- Difficulty controlling worrying

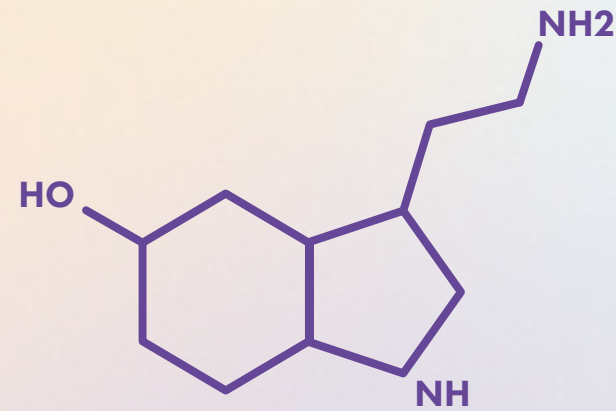


# Depression

## Feels like

- Low mood, feelings of sadness/hopelessness
- Irritability
- Slowed thinking, speaking and body movements
- Loss of interest or pleasure
- Feelings of guilt and low self worth
- Disturbed sleep
- Disturbed appetite
- Feelings of tiredness
- Poor concentration
- Thoughts of suicide
- Unexplained physical problems

# Chemicals That Effect Mood



## Serotonin

- Mood
- Digestion
- Nausea
- Sleep
- Wound healing
- Bone health
- Sexual health



## Dopamine

- Mood
- Attention
- Reward and motivation
- Movement
- Memory
- Behavior and cognition
- Sleep



**95% of the serotonin produced and absorbed in your body is in your gastrointestinal tract**



# Thesis

**There has been a rise in the importance of mental health; the link of nutrition to the subject has been studied. Nutritionists and mental health professionals have found that ingesting certain nutrients promotes the production and absorption of neurotransmitters in your body, especially your gastrointestinal tract. The results of this can help alleviate symptoms caused by anxiety and depression.**



**we dug deeper...**



# Persona



**Naomi Collins**

**Age:** 19

**Occupation:** Student and Barista

**Living:** Apartment (off campus)

**Location:** Cleveland, Ohio

## **Bio:**

Naomi is a sophomore in college, she is a full-time student and part-time barista. She is living alone for the first time in an apartment off campus. Naomi has a history of anxiety and depression. She is always seeing information about techniques to help with these struggles. She is not sure about the legitimacy of the information. Naomi tries to eat a balanced diet but due to her busy schedule she struggles to always eat mindfully.

## **Pain Points:**

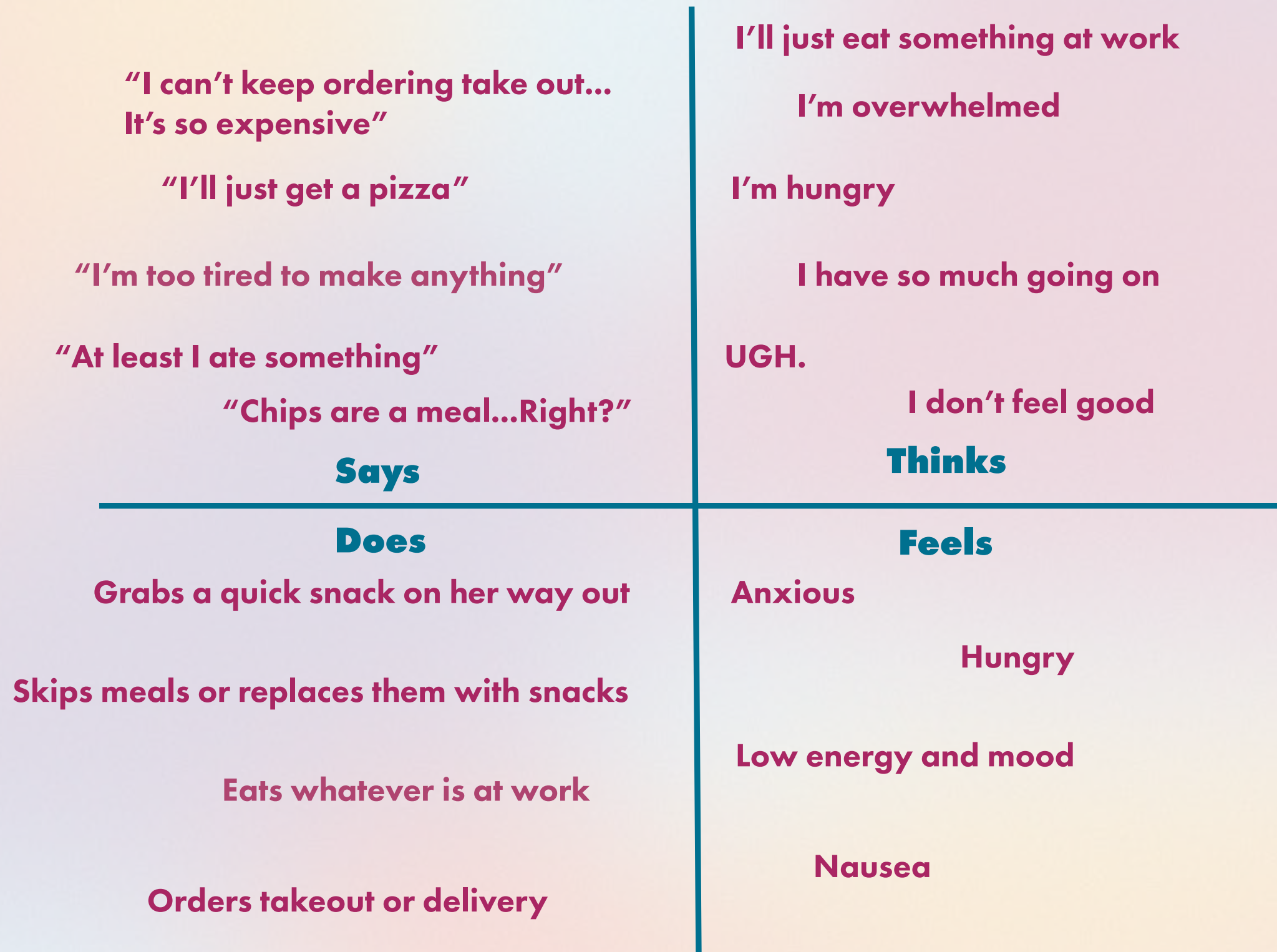
- Questions legitimacy of sources for information
- Finds she frequently is eating the same thing and is wanting variety in her diet

## **Needs:**

- A resource for reliable information
- A place to find new recipes



# Empathy Map

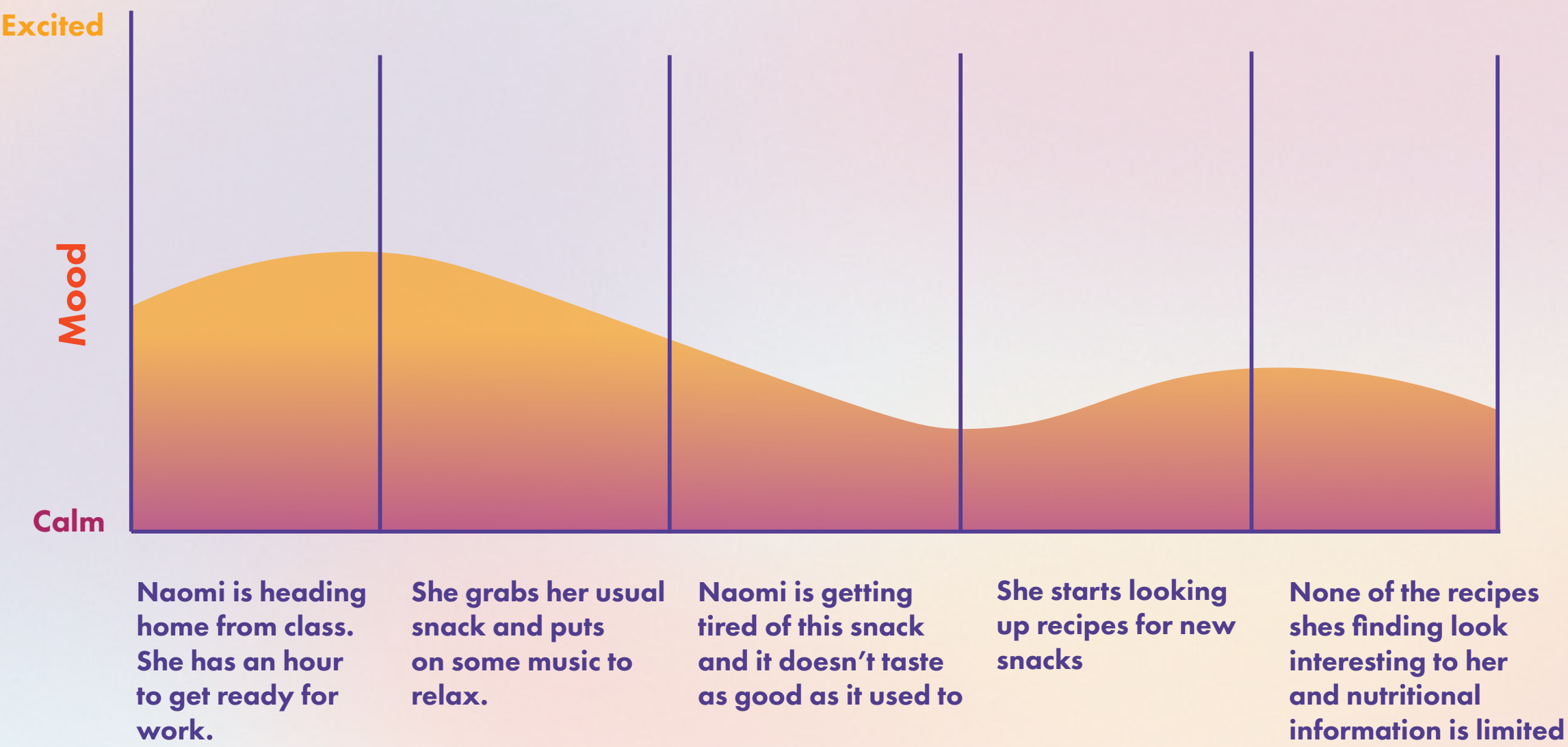


# Journey Map



## Scenario

Naomi has just left school after a long day of classes. She only has an hour before the start of her shift at the coffee shop. During this time she likes to relax for a bit and have a snack. She likes to make sure she is having a healthy snack before work to keep her energy high. Naomi has noticed that since she started eating healthier that her anxiety and depression symptoms haven't been as severe.

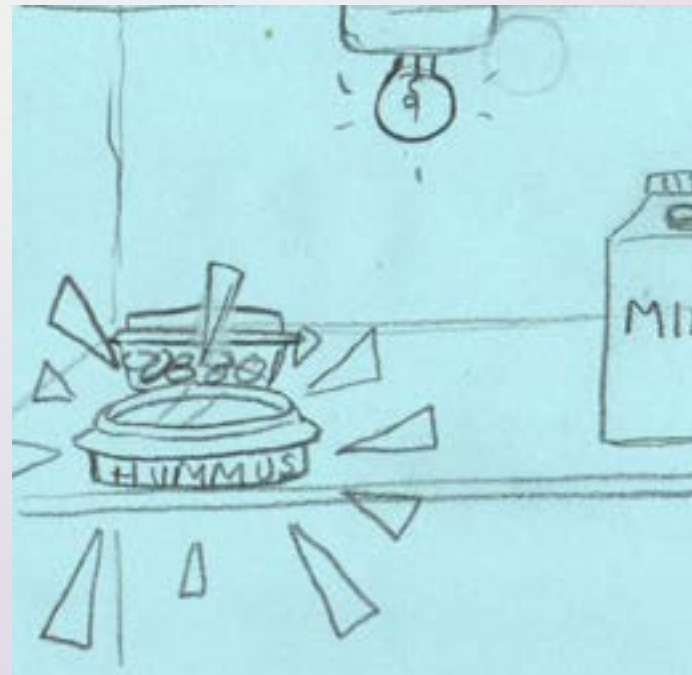




# Storyboard



Naomi is heading home from a long day of classes. She learned how nutrition could effect mental health.



Still thinking about class, she reaches for her usual snack.



While snacking, she starts thinking about her own diet and how shes getting bored of eating the same foods.



Naomi starts researching nutritional information and recipes.



She stumbles across Good Mood Foods in the app store



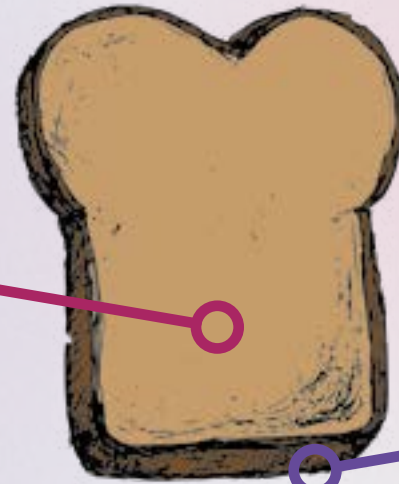
Naomi is delighted by the library of recipes and the ease of learning about nutrition



# Stakeholders

## Primary

People with depression/anxiety



## Secondary

Mental Health Professionals



**our solution**



# Resolution Statement

It's worth while to look at food as a tool for alleviating symptoms of anxiety and depression. Good Mood Foods is an app that aims to be a reliable source of nutritional information, news and research.

We strive to be a go-to resource for those seeking to care for their mental health through exciting recipes and mental health exercises that research has shown to help ease symptoms of anxiety and depression.





# Branding



App Icon

**Futura Heavy**  
90pt headings  
48pt subheadings  
30pt body type

#a92663

#f04924

#faa21d

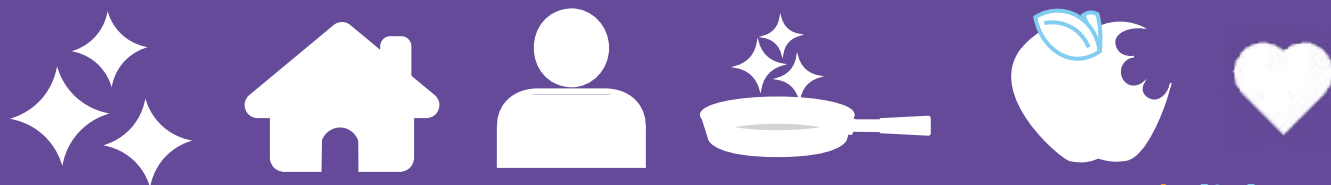
#81cef0

#664797

## Logo Variations



## Buttons



\*click state

## Icons



# Get Started



email

password

sign in

register

continue with



hello!

let's get to know each other

## the basics

Welcome to Good Mood Foods!

Our mission is to educate those struggling with anxiety and depression about the effects of nutrition and their mental health!

We are here to provide you with new and upcoming research from reliable sources, delicious recipes and tips to increase the production of neurotransmitters. Serotonin and dopamine are neurotransmitters that are directly tied to mood and mood disorders like anxiety and depression.

The goal for us is to help alleviate symptoms of these mood disorders.

This is not meant to be a "cure" but is meant to be a tool to assist treatment.



hello!

let's get to know each other

## how we work

The team at Good Mood Foods is here to provide you with a wide variety of exciting recipes. Each week we will be highlighting a "super food", these foods are high in nutrients that increase the production and reception of neurotransmitters.

Although, we have popular and recommended recipes; you are able to search any ingredient or recipe in the search bar and results will appear with nutritional information. You can even save recipes!

We have also put upcoming and reliable research for you to enjoy!



hello!

let's get to know each other

## wait! there's more

Here at Good Mood Foods, we know that mental health is very important.

While, food is one component that can assist with the symptoms experienced from anxiety and depression. We realize that there are many more aspects to mental wellness.

Along with recipes the Good Mood Foods app includes self-care activities, habit tracking, and journaling prompts. These features have also been shown to improve mental health.

We are so excited for you to get started!

let's get started!





# Recipe Pages

pineapple party

did you know?

Pineapples are jam-packed full of incredible flavor and tons of nutrients. This super fruit supports your immune system, decreases inflammation and contains enzymes that aid in digestion. The tryptophan in pineapple leads to helps with production of neurotransmitters like serotonin, which helps lessen the symptoms of anxiety and depression. Deliciousness with benefits!

nutritional contents

>>

tryptophan

bromelain

vitamin c

research

recipes

home

care

profile

recipes

pineapple party

recipes and more >

trending

>>

strawberry crepes

chicken al pastor

pineapple smoothies

summer salad

recently viewed

>>

pineapple salsa

tomato basil salad

herb grilled chicken

baked salmon

Saved

research

recipes

home

care

profile

pineapple salsa

15 minutes

easy

description

Fresh pineapple salsa that is perfect with fish or chicken! You can also try substituting papaya or mango for the pineapple.

nutritional contents

>>

tryptophan

bromelain

vitamin c

ingredients

1 cup fresh pineapple, finely chopped  
1/4 cup red onion, finely chopped  
1/4 cup red bell pepper, finely chopped  
1 jalapeno, seeded and minced  
1 tbsp fresh cilantro, finely chopped  
1 tbsp lime juice

research

recipes

home

care

profile



## good mood foods



### pineapple party

recipes and more >



omega-3:  
supplements vs food

full article >

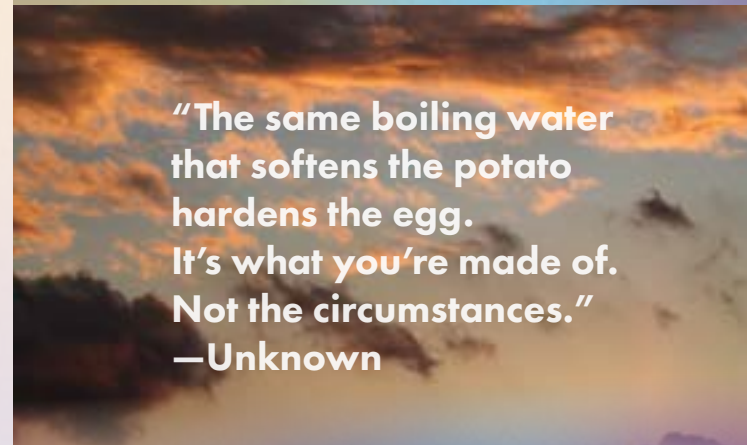


trending recipes

see more >



## care



### mood tracker



### journal prompt

How can I prioritize self-care when I am feeling overwhelmed or burnt out, and take steps to prevent burnout in the future?

explore prompts >

### self-care activities

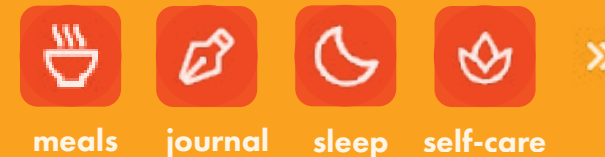


## profile

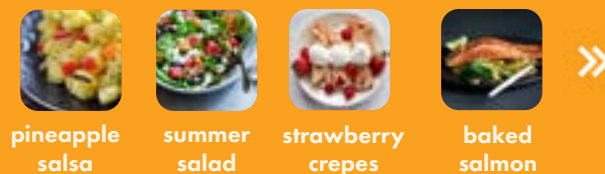


Naomi Collins  
heyitsnae

### habits



### saved recipes



### calendar



## research



omega-3  
supplements vs food

learn more >

### trending articles



get your gut right:  
prebiotics + probiotics

learn more >

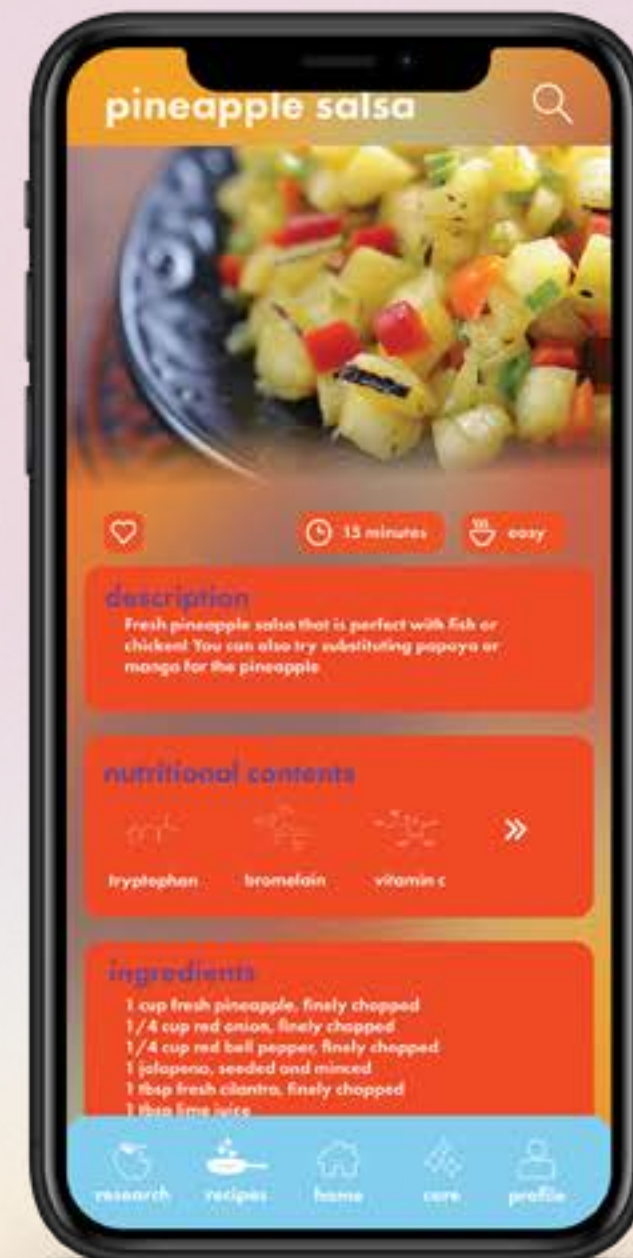


celebrating citrus:  
vitamin c powerhouse

learn more >

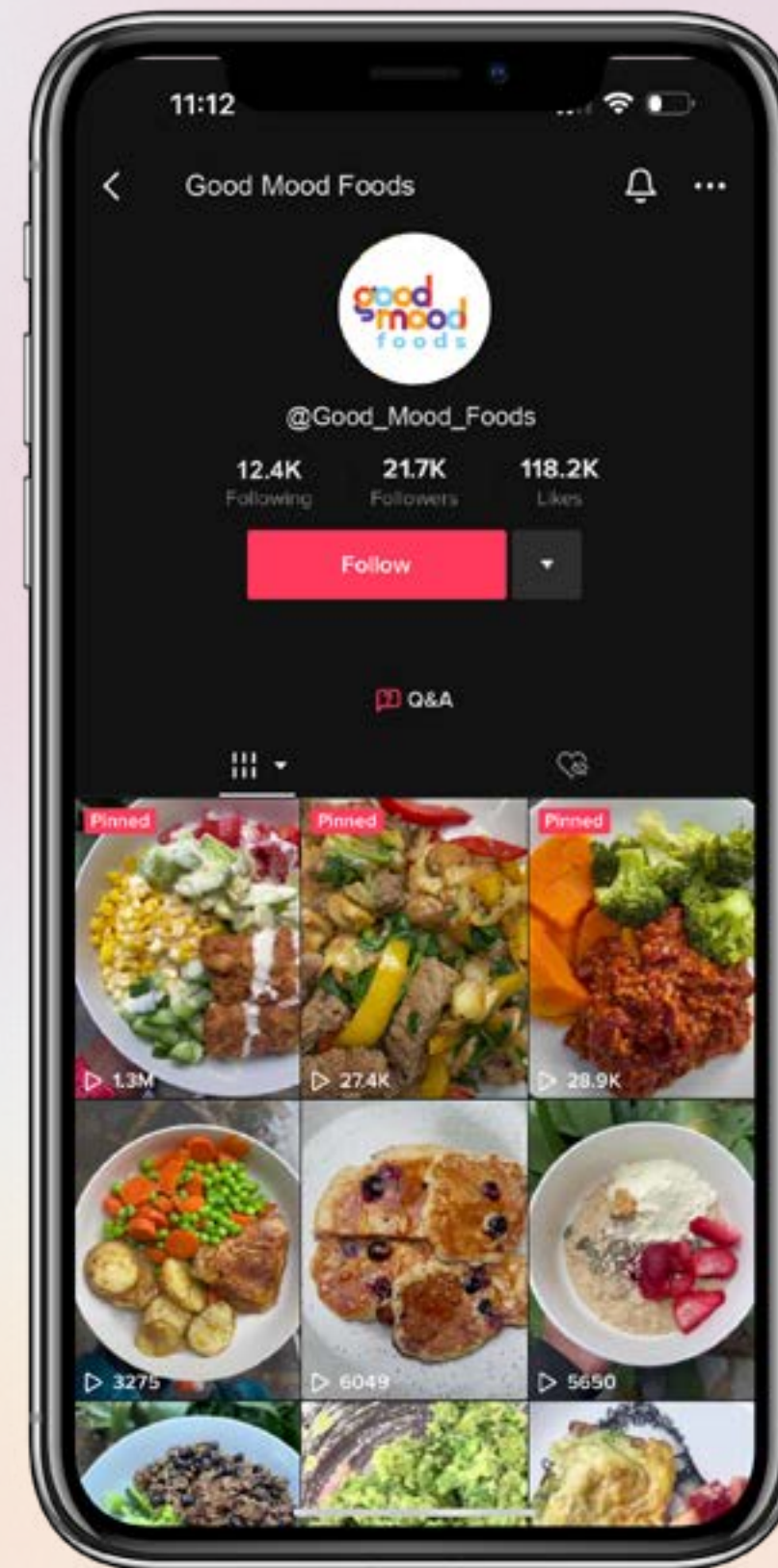
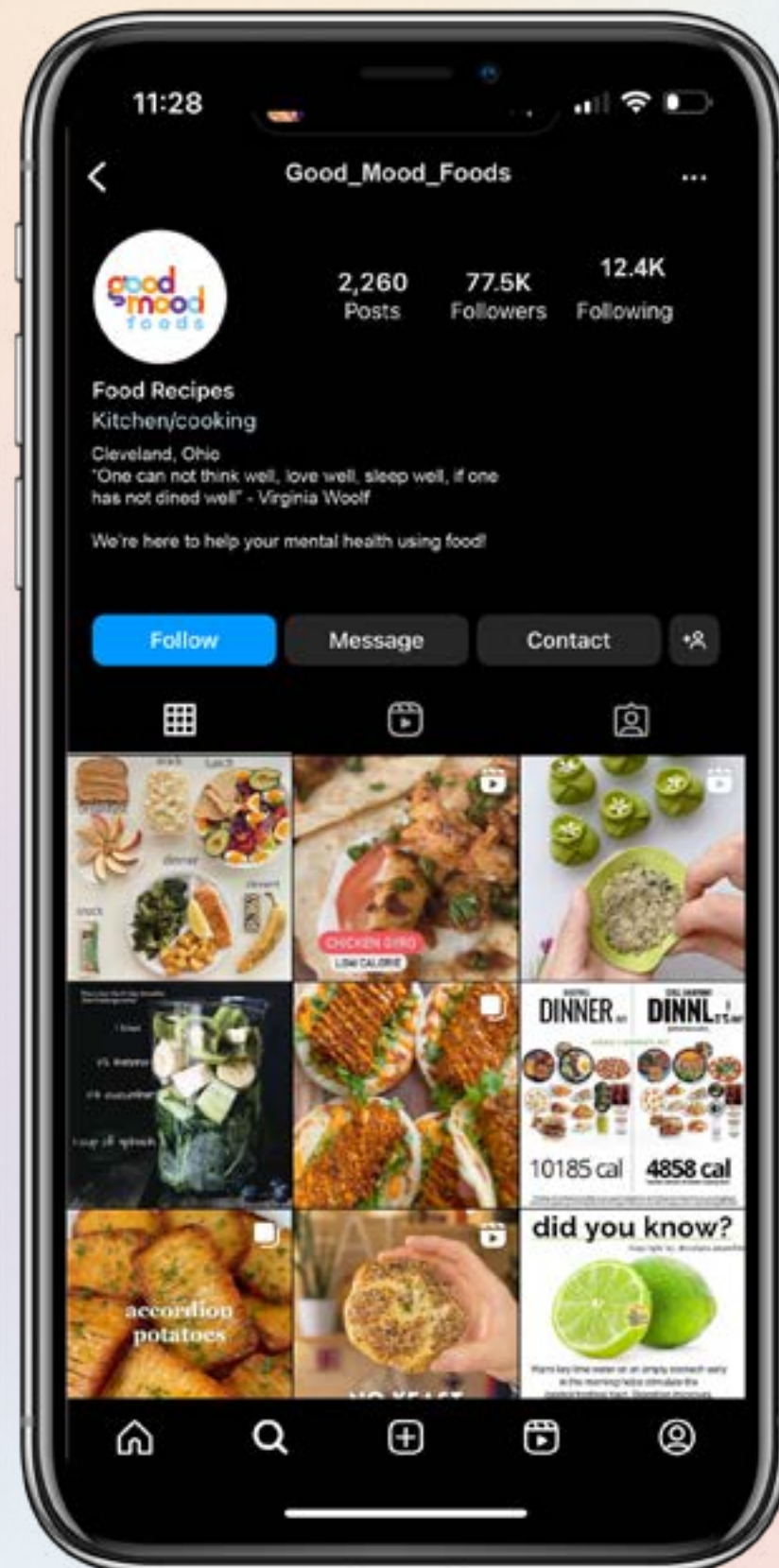






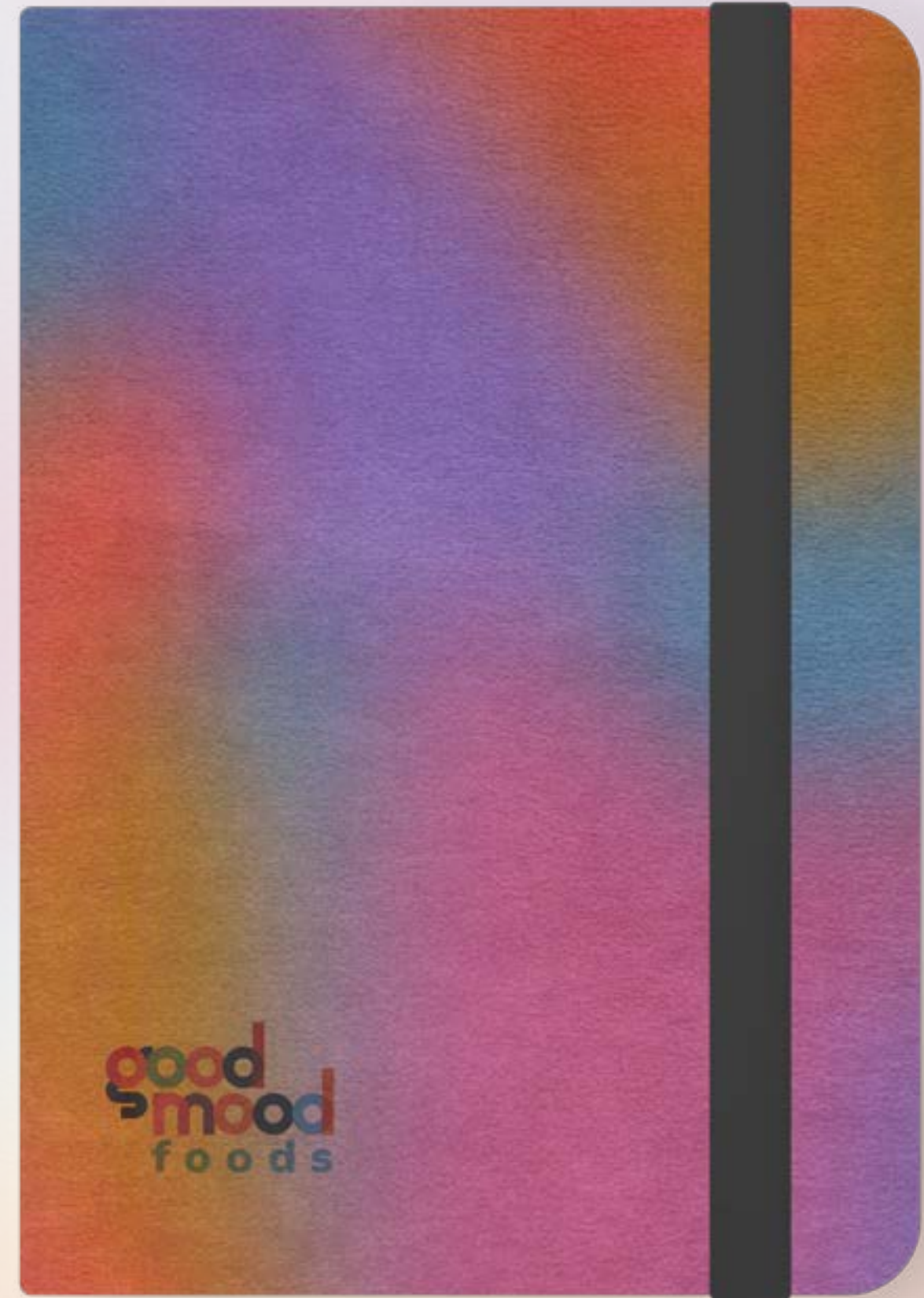


# Promotion





# Next Steps





**Scan to get a little taste of  
Good Mood Foods!**







**fact check!**



# Sources

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**Thank You!**