



.calm

Video Prototype

Introduction & Mission Statement

Anxiety disorders are among the most common mental health disorders in the United States. They can be chronic, debilitating, and incapacitating for those who suffer from them.

.calm aims to support those living with anxiety by encouraging self-awareness through the use of cognitive behavioral therapy.

.calm—it's CBT in your pocket.

Video Prototype

We began by brainstorming a narrative sequence that would briefly highlight each of the tasks for our two main client populations: people working with a therapist, and people who prefer not to work with a therapist. We made brief storyboards of the key scenes we wanted to capture and then listed all of the device screens that would be highlighted in each of the scenes. We wanted to give an example of the interface for each of the tasks, but since we don't have full text for all of the task questions yet (we will need to work with a therapist to finalize that completely) we decided to show a small sampling of each different task.

After figuring out our list of screens, we sketched out and inked in the screens needed and cut them to fit on an iPhone. While doing the screen manufacture—assembly line style—we discussed possible dialogue. Based on the dialogue, we chose our locations. We wanted to show a diversity of times and places where the tool could possibly be used. We then videotaped each of the scenes, moving the paper .calm screens as needed, to be edited together later.

On the planning side, the most difficult part was creating some type of semi-coherent narrative that showed time passing and the different circumstances in which .calm could be used. On the filming side, the most difficult part was picking up dialogue outside. If it wasn't an airplane or a seaplane, it was something else, making sound capture difficult.

Once we discussed the general structure of the video and what we wanted to highlight, it was relatively easy to finish. Filming took about an hour total. One of us managed the camera, one of us kept track of the scenes, .calm screens, and locations, and two of us did the majority of the acting. The division of labor worked really well to keep everything moving quickly and smoothly. We are all proud of the final product.