

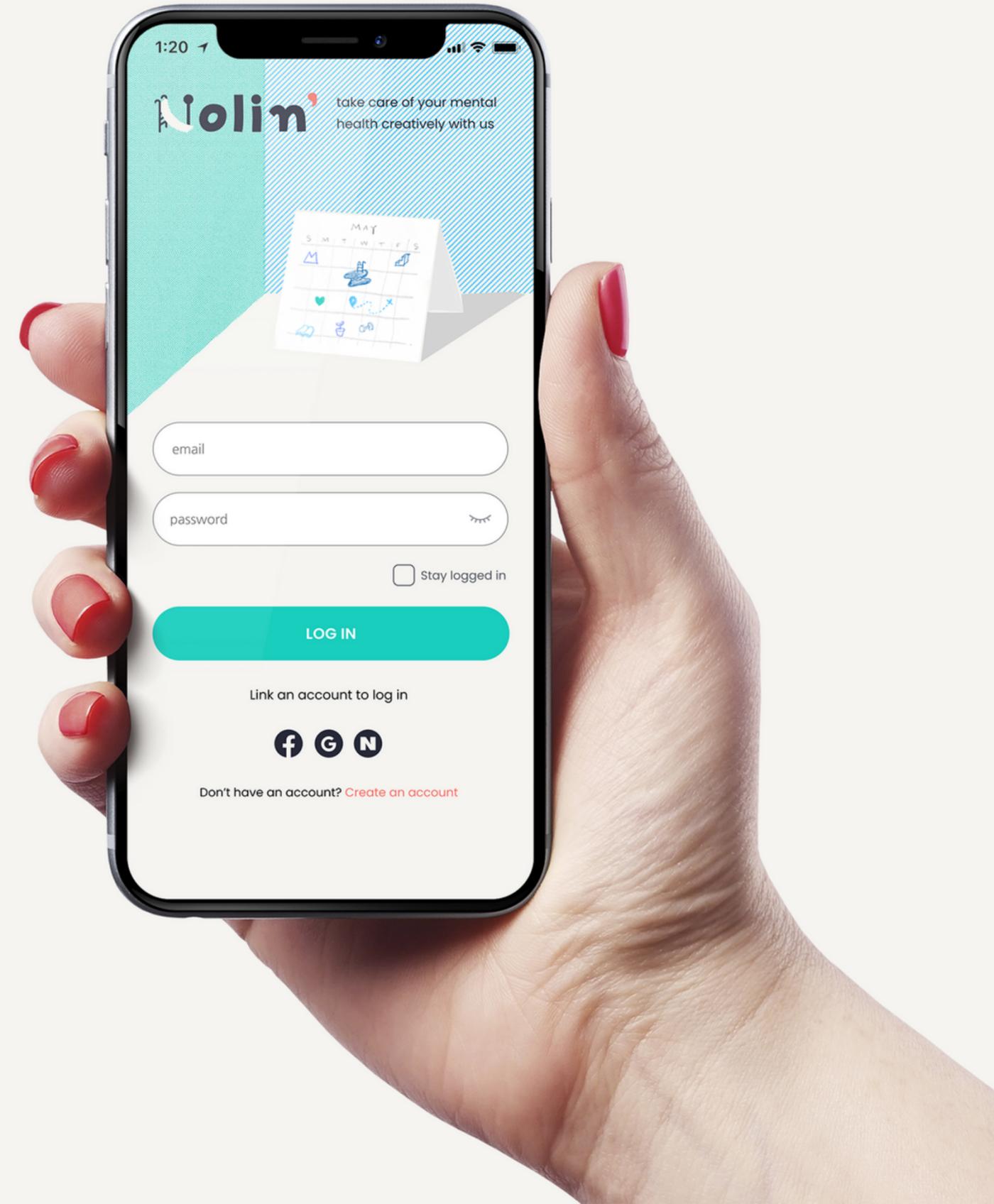
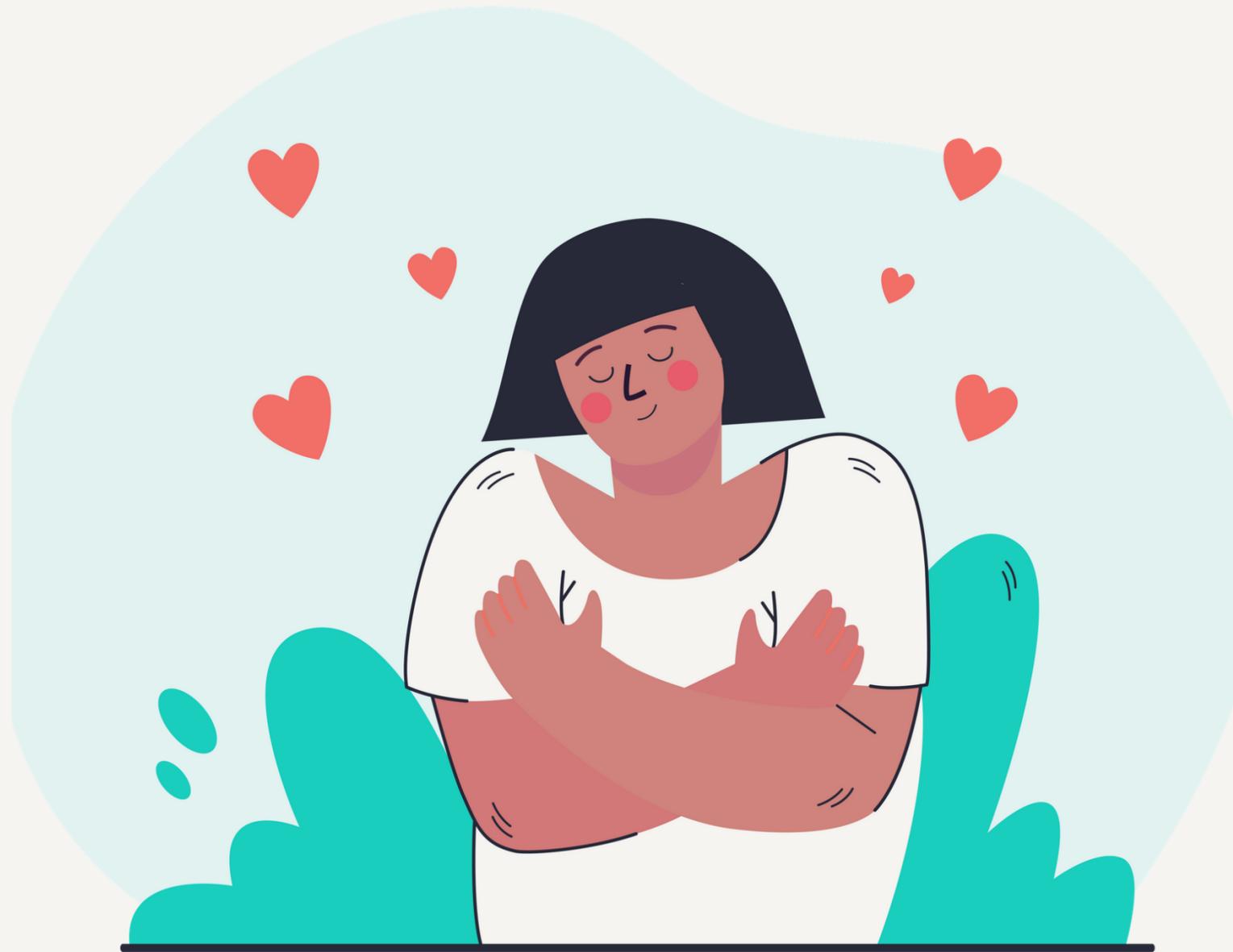
**Let's Play, Create  
& Heal together!**





CREATIVE HEALING PLAYGROUND  
FOR YOUR SELF-CARE JOURNEY

NOLDA ( "놀다" / "PLAY" IN KOREAN) + HEALING = NOLING!



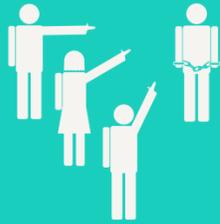
# PROBLEM



Limited Mental  
Healthcare Resources  
& Financial Burden

1/4

Korean adults experiencing  
mental health issues



"lack of willpower"  
"no treatment needed"

15%

seek & receive proper  
MH services



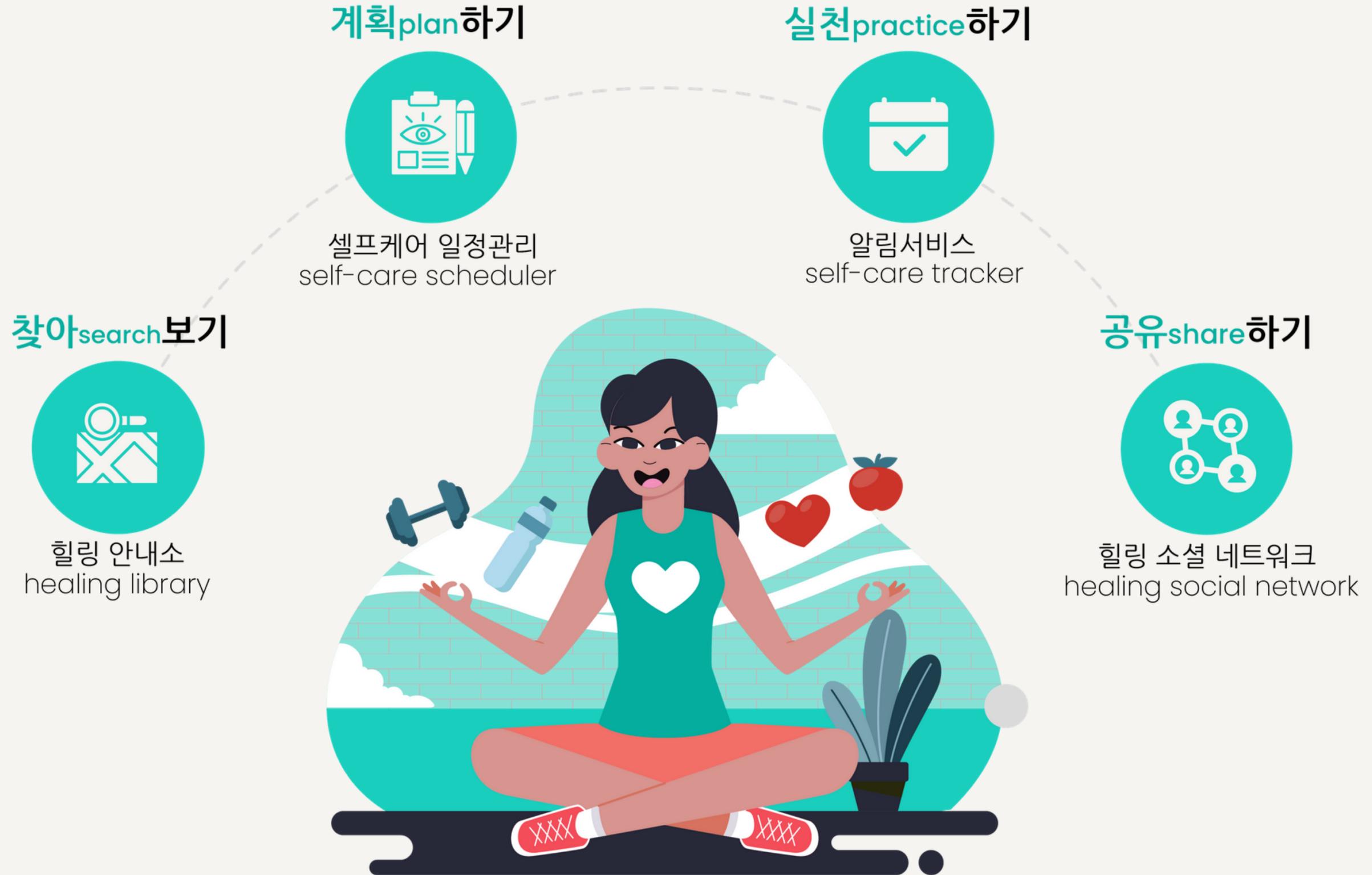
Prolonged Covid-19

x 6 TIMES

suffering depression  
20,30's more at risk

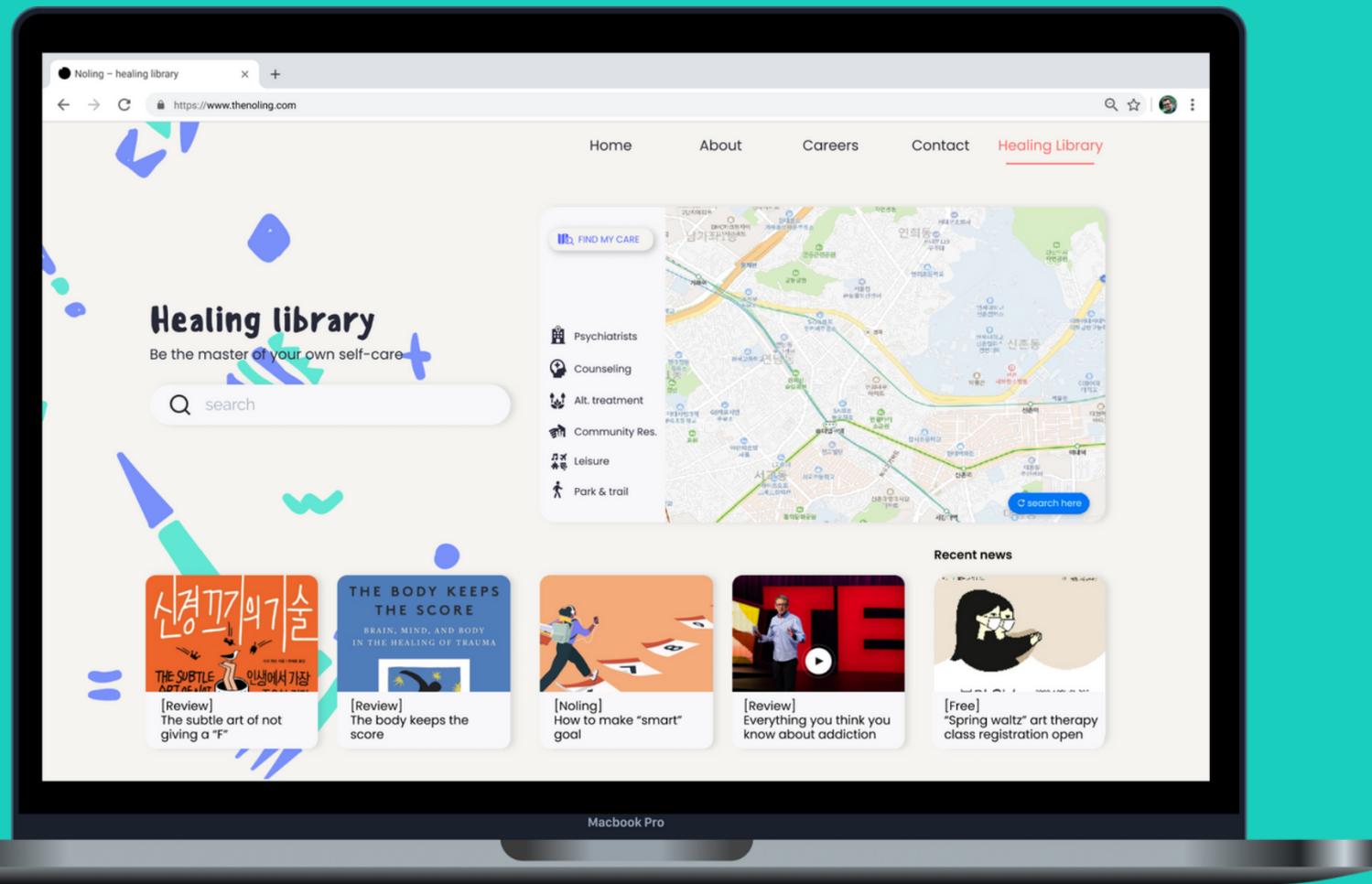


# USER SCENARIO





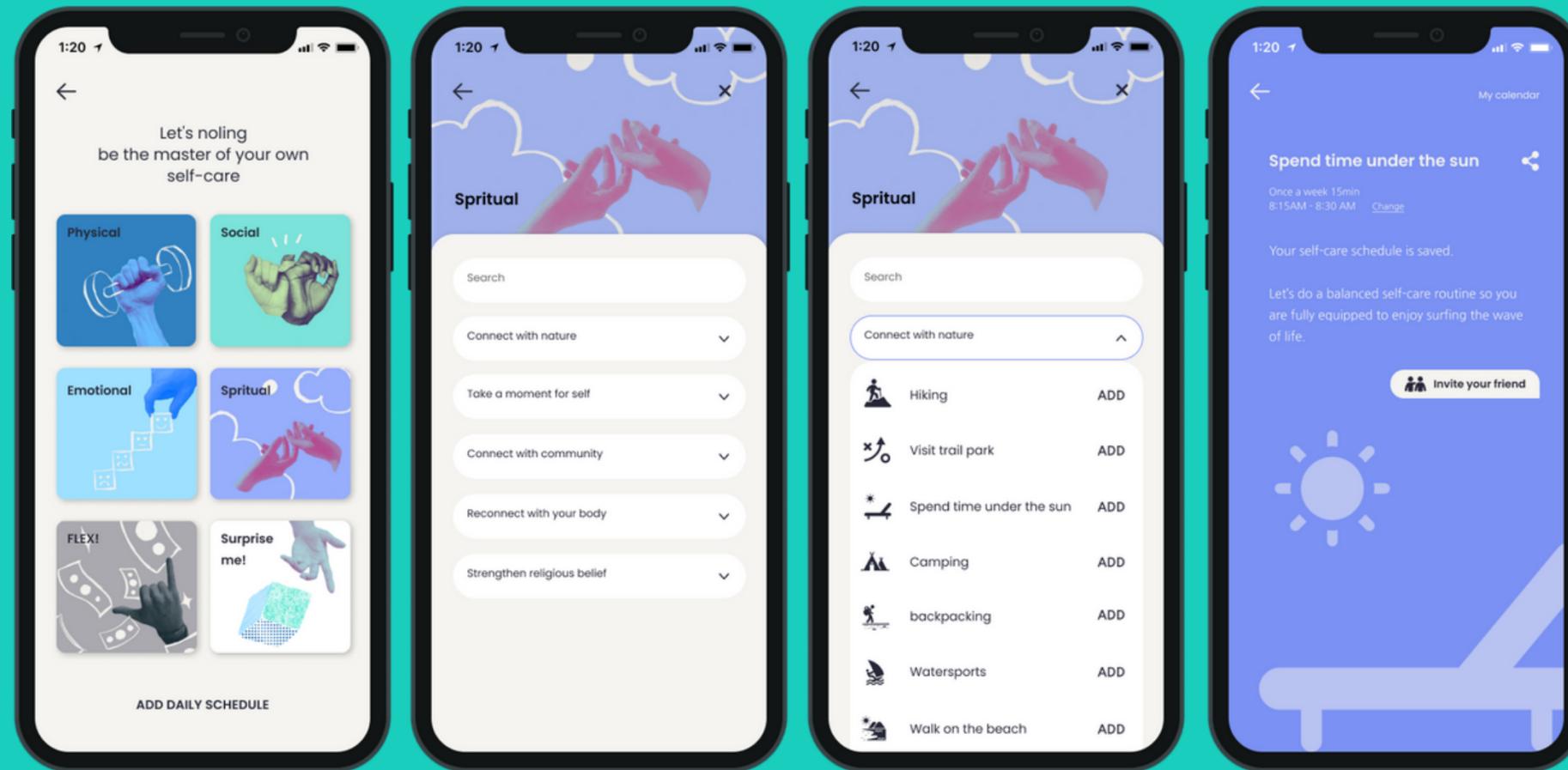
# HEALING LIBRARY



- **Local mental healthcare information**
  - with a search algorithm that matches the user's level of care and intensity of symptoms
  - comprehensive information ranging from hospital/psychiatrists to self-care/leisure activities
- **Digital Magazine**
  - features visually oriented psychoeducational content



# SELF-CARE SCHEDULER



- **Holistic approach to self-care**

- attending to user's physical, emotional, social and spiritual health

- **Lists of self-care activities to browse**

- from, and "flex self-care" to connect with local business and services



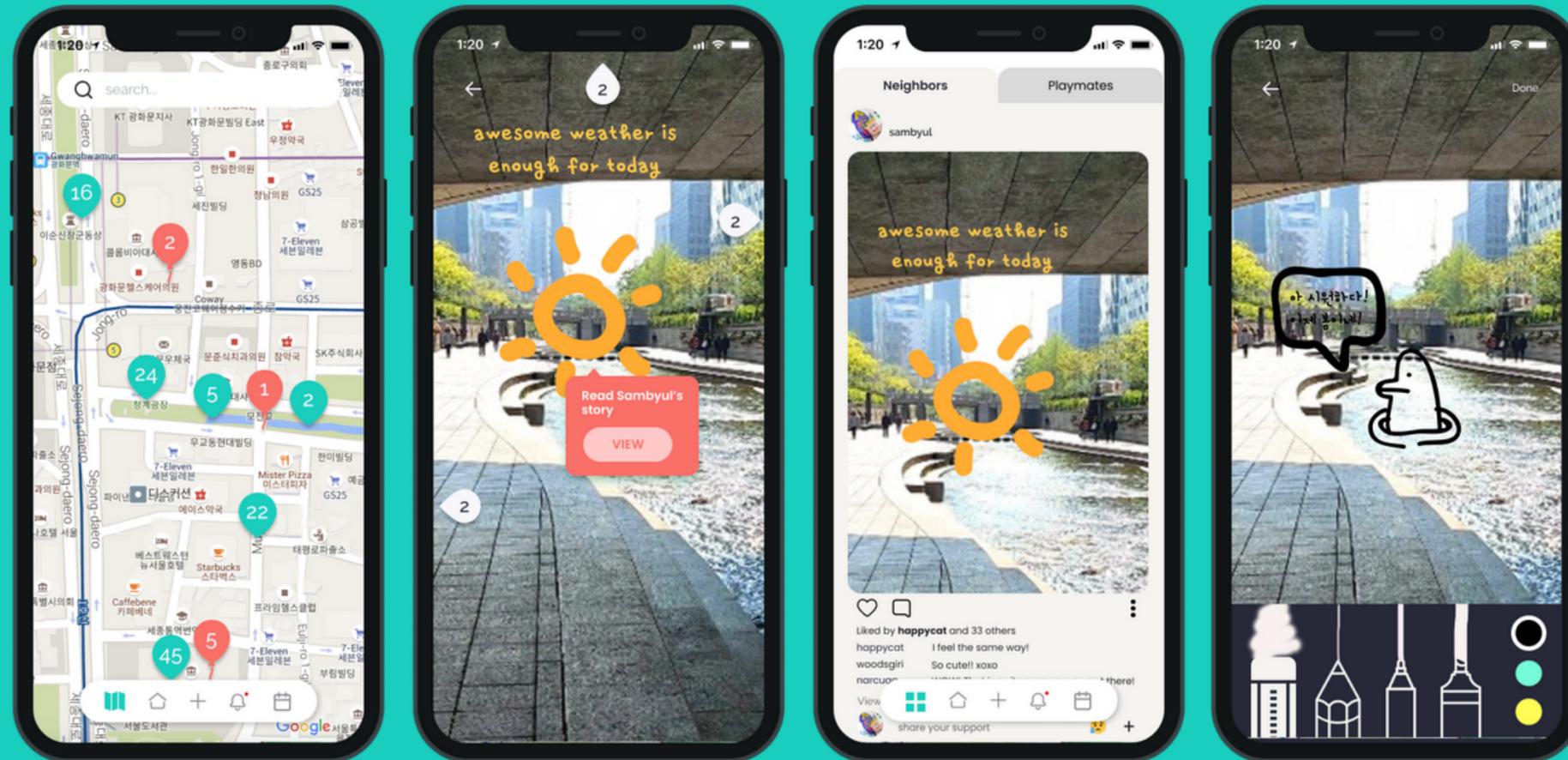
## SELF-CARE TRACKER



- **Mood check**
  - to keep track of the effectiveness of self-care activities
- **Intuitive UX/UI design**
  - to help users to develop healthy self-care routine and balanced lifestyle



# HEALING SOCIAL NETWORK



- **Augmented reality(AR) + design technology**
  - offers creative and interactive social network service where users can share their self-care experience and healing journey
- **Location-based posting creates safe virtual healing community**
  - providing sense of belonging and connection to others



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