

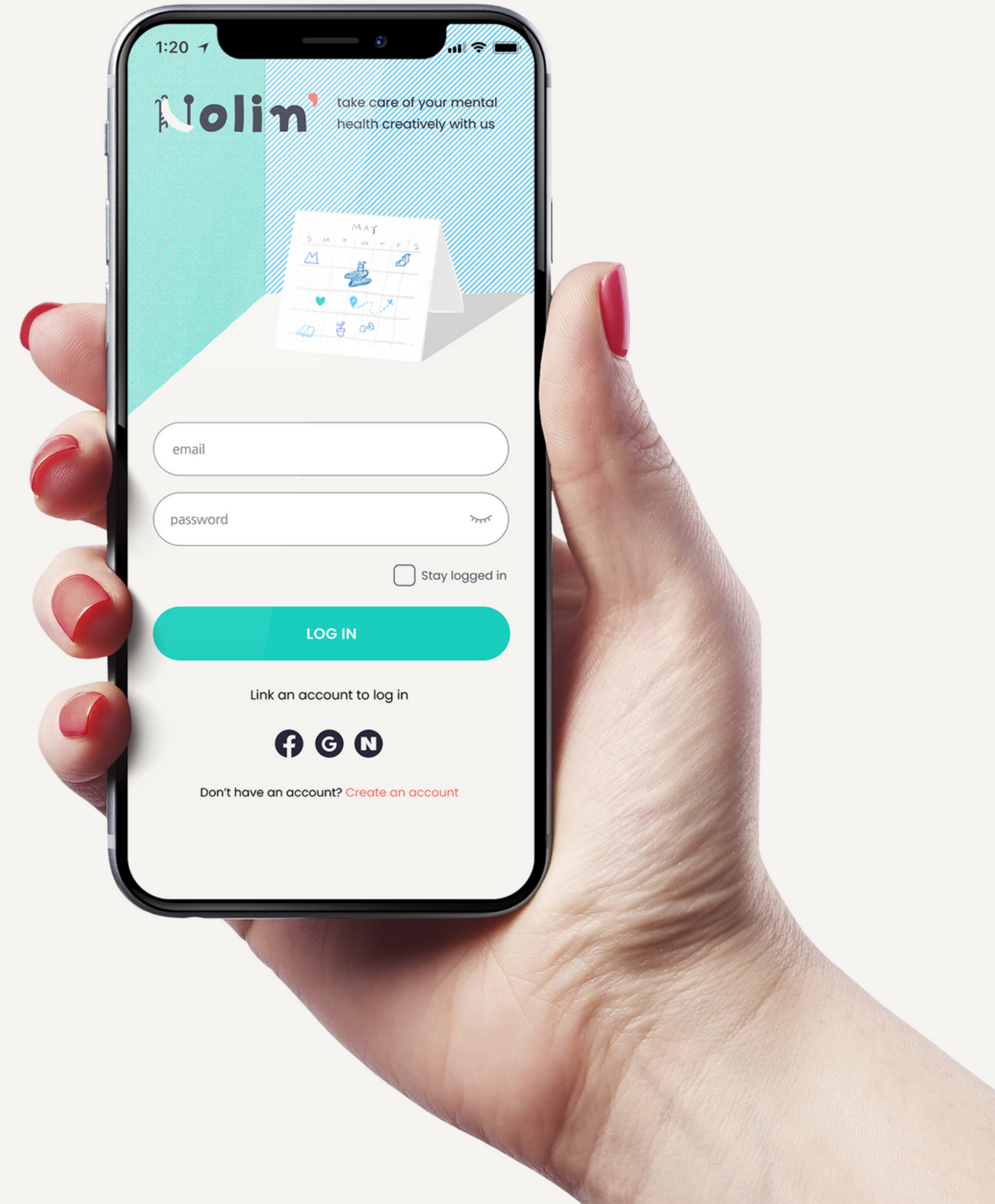
**Let's Play, Create
& Heal together!**





CREATIVE HEALING PLAYGROUND
FOR YOUR SELF-CARE JOURNEY

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



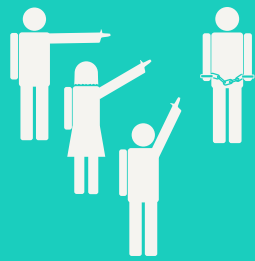
PROBLEM



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



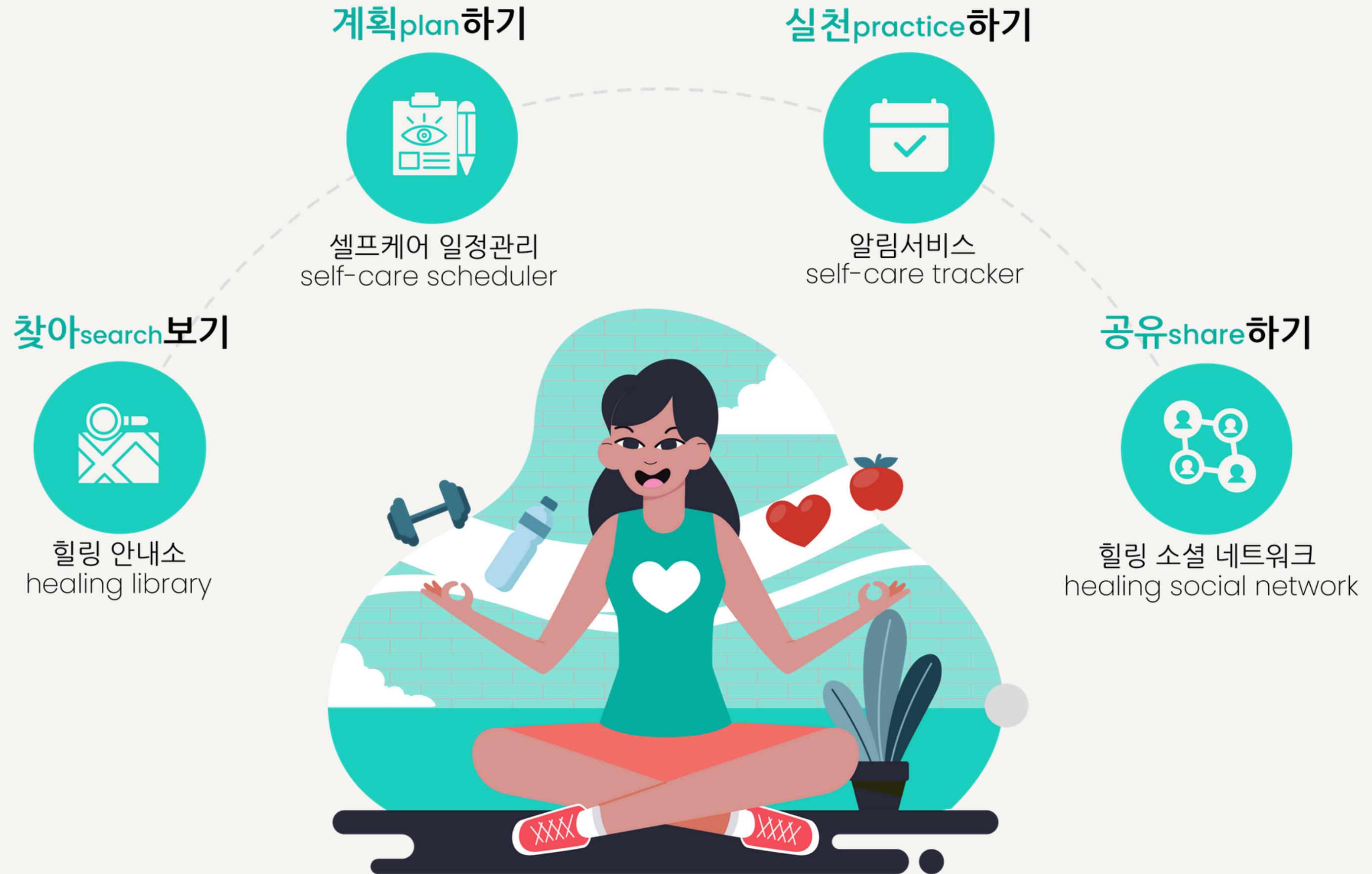
Prolonged Covid-19

x 6 TIMES

suffering depression
20,30's more at risk

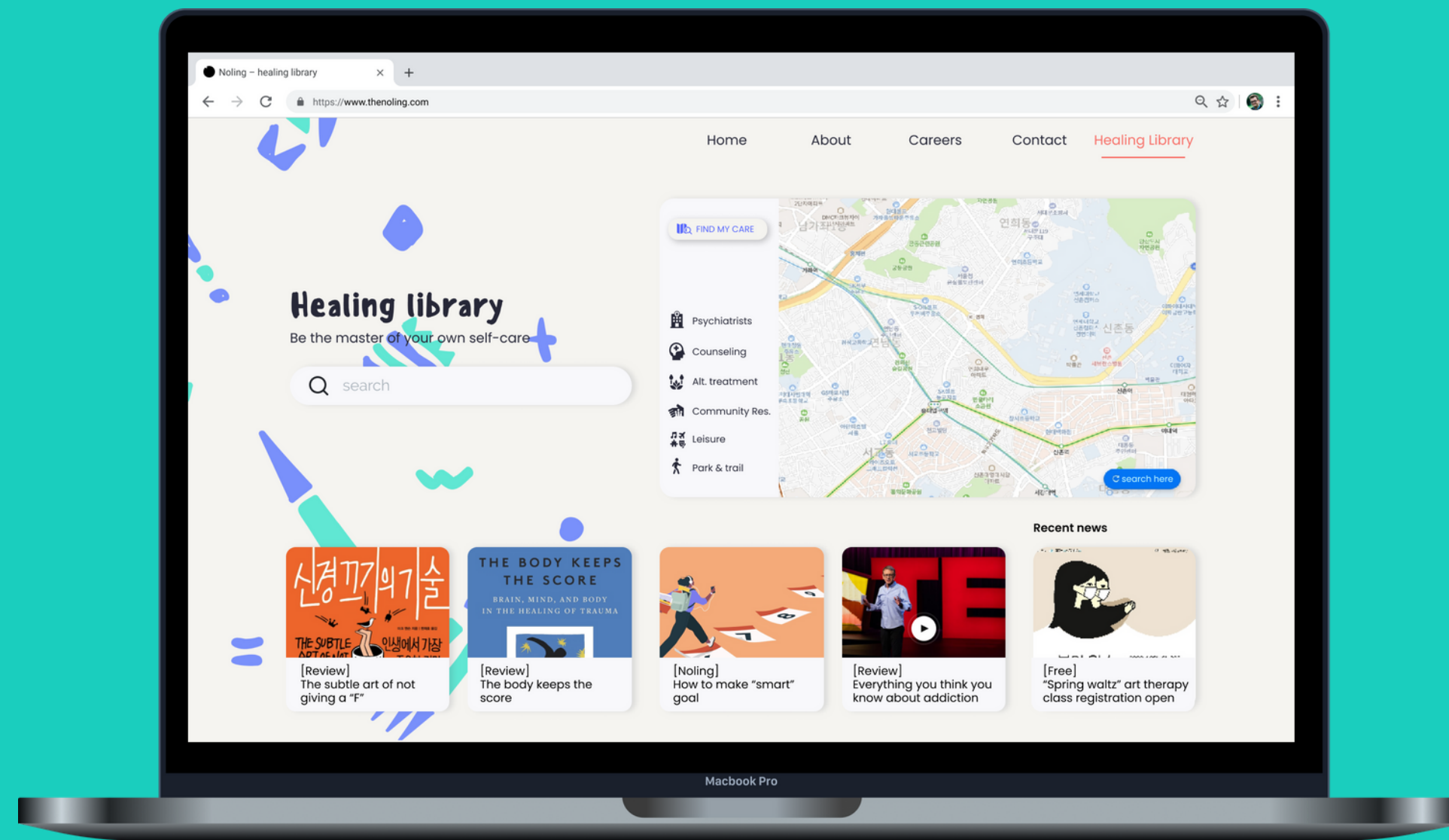


USER SCENARIO





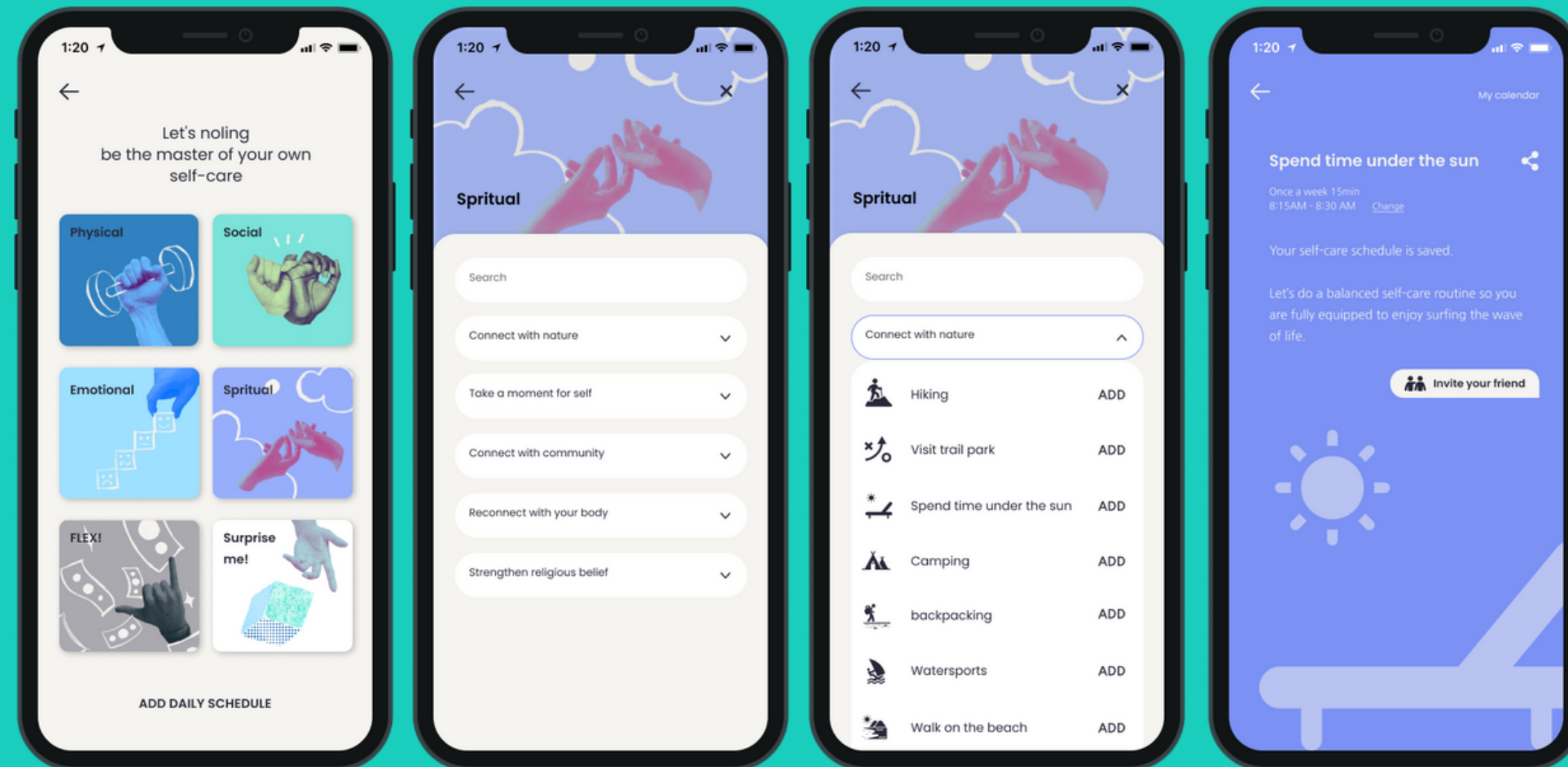
HEALING LIBRARY



- **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



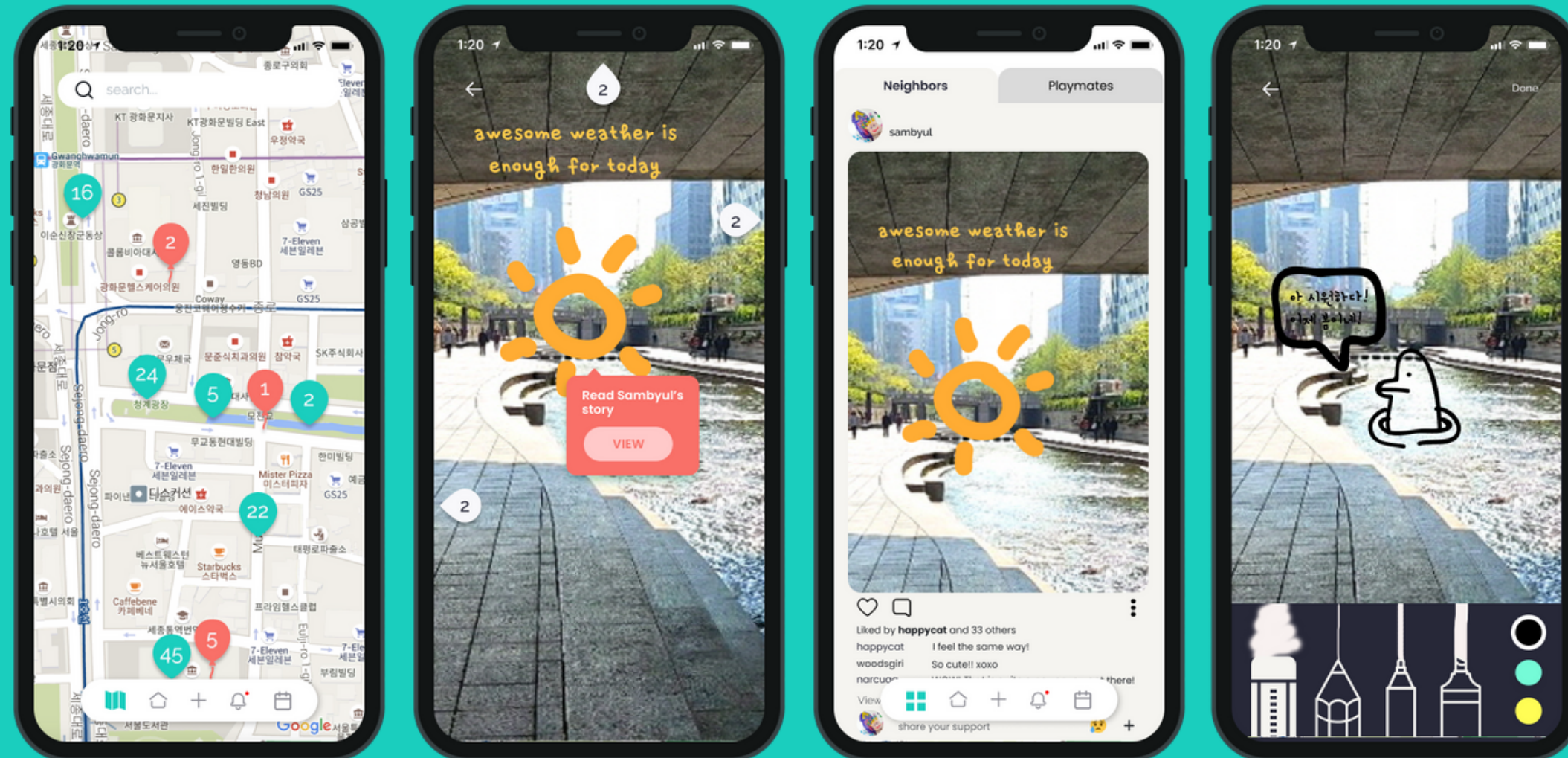
SELF-CARE TRACKER



- **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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