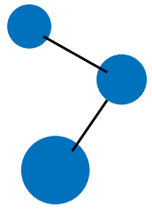


NURV

JACOB CASSON / NMD ELEMENTS III / SPRING 2015

People overlook the affects of drugs on the brain and need to be mindful of the damage it can do.

SOLUTION

Implement a visual experience to educate users on the affects of drugs on your brain.

COMPETITIVE ANALYSIS

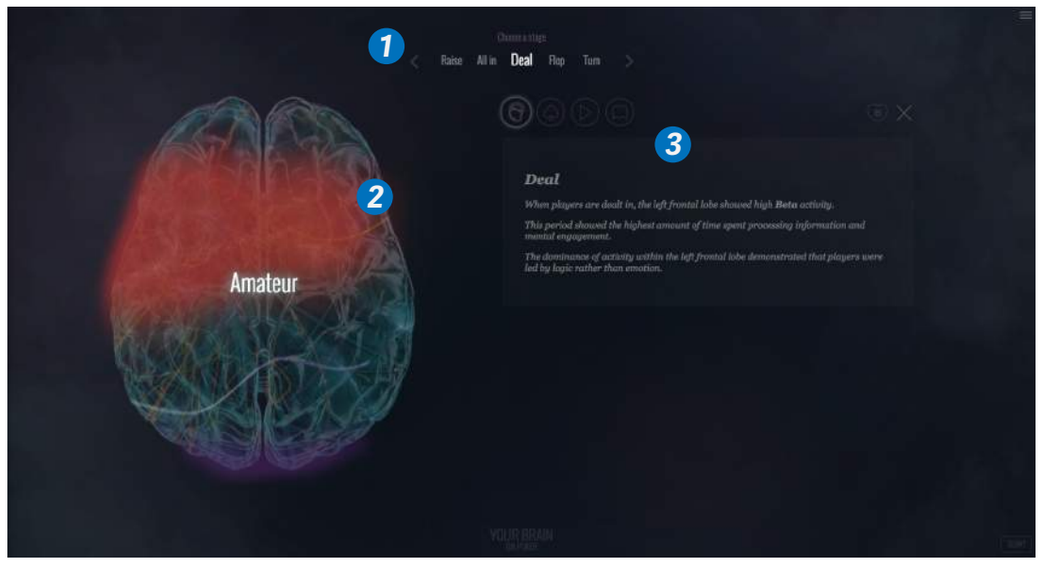
Your Brain on Poker

This application is an interactive visualization of brain activity when different parts of the brain are stimulated by events that take place during a game of poker.

1. Users can swipe through the different stages involved in a game of poker.

2. Based on skill level, the user can see the stimulation of electrical activity based on the stage.

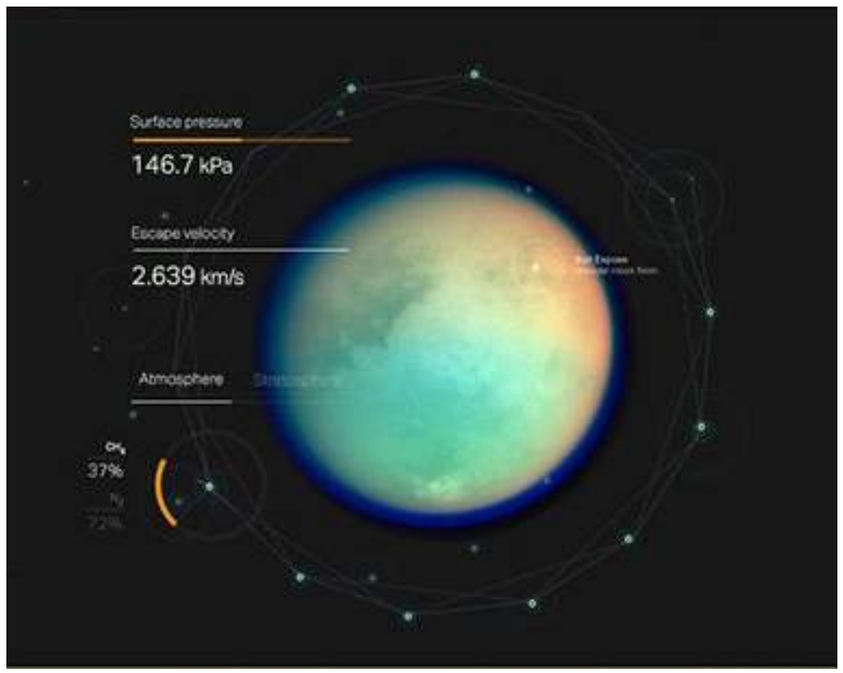
3. User is given information about what is going on during the stage.

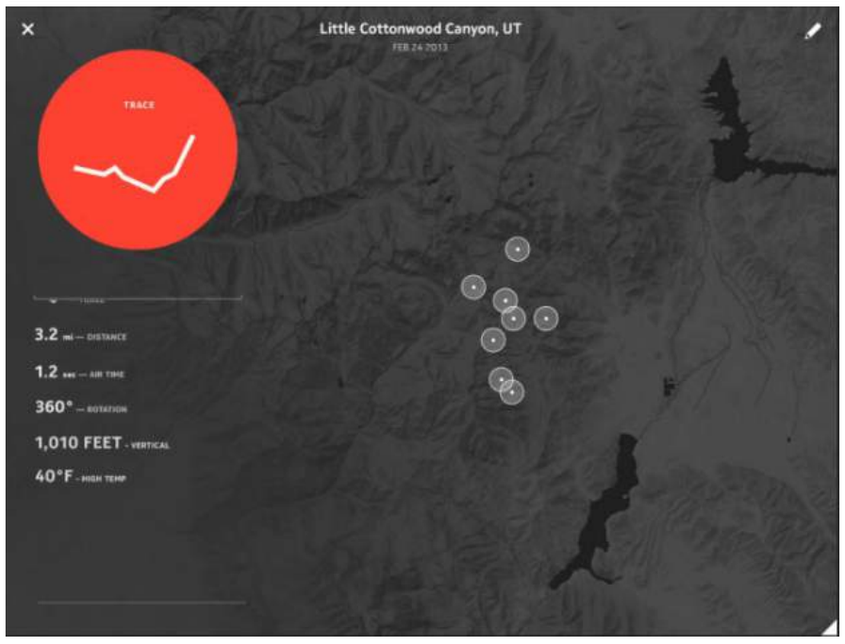


Popular Forms of Design

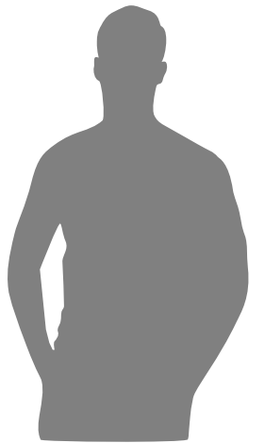
These are a few examples of trending designs that make use of the negative space to provide simple connection to the main features.

1. Dark / High Contrast
2. Thin Lines & Bold Type
3. Simplistic
4. Accented Colors





PERSONAS



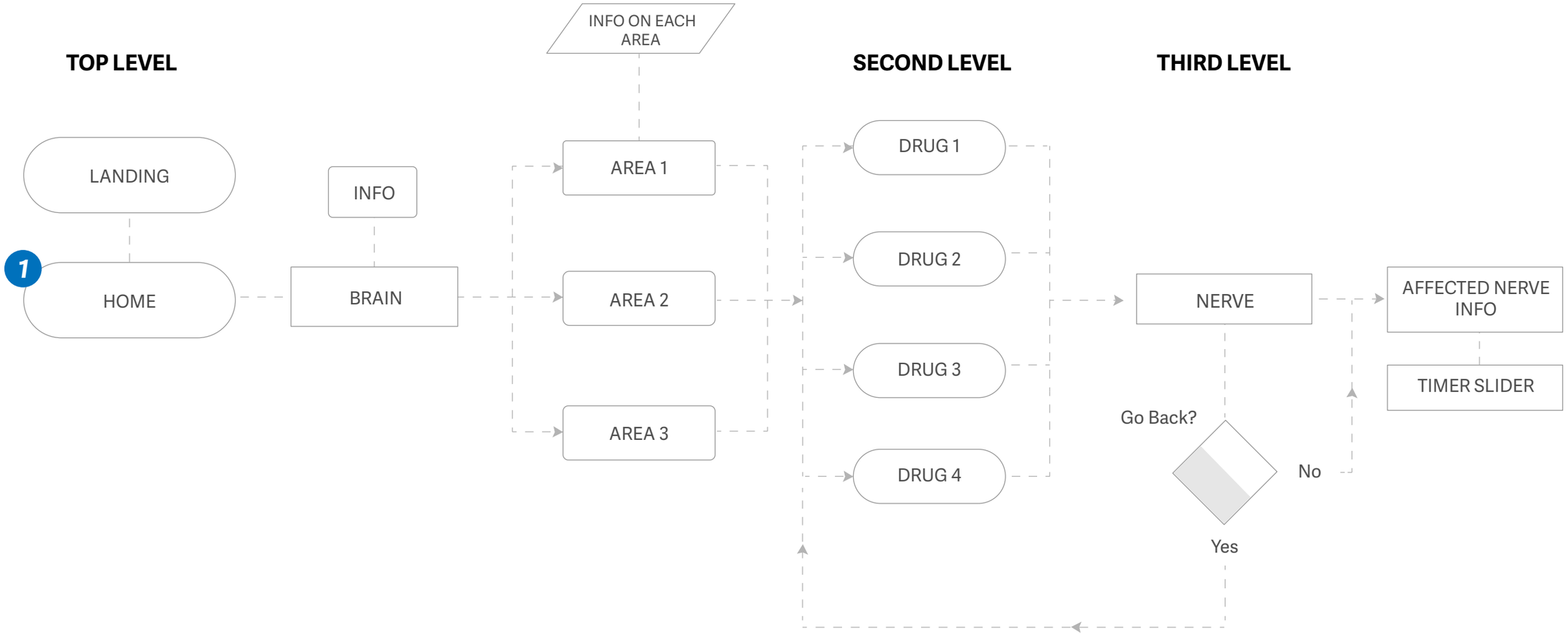
John, 21, single, student, unemployed, lives with parents, plays multiple sports, has friends who take drugs, enjoys playing video games to keep his mind clear.

Grace, 30, married mother with one child, family doctor, likes to research new technology and web experiences, enjoys giving back to the community.

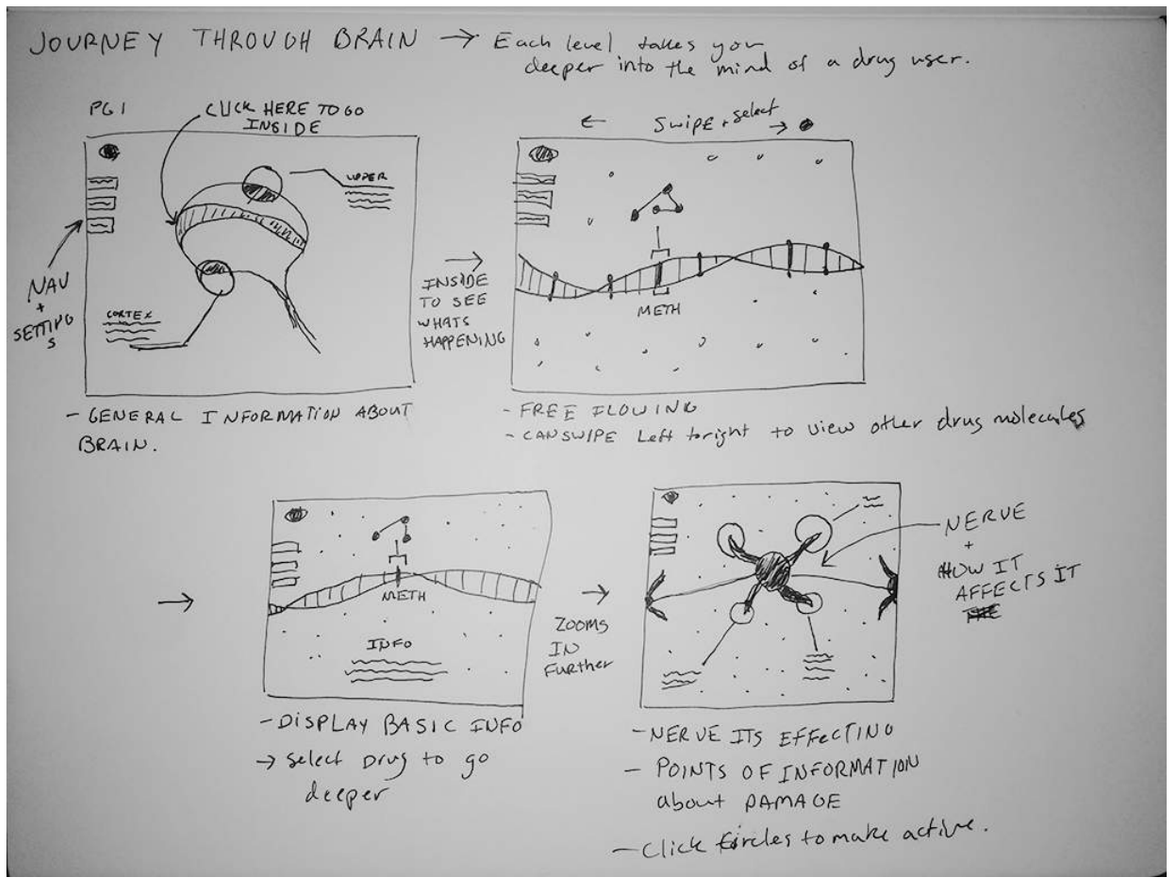
NURV is an application where users can learn what effects drugs can do to the brain. Users learn by interacting with features that display graphs and data.

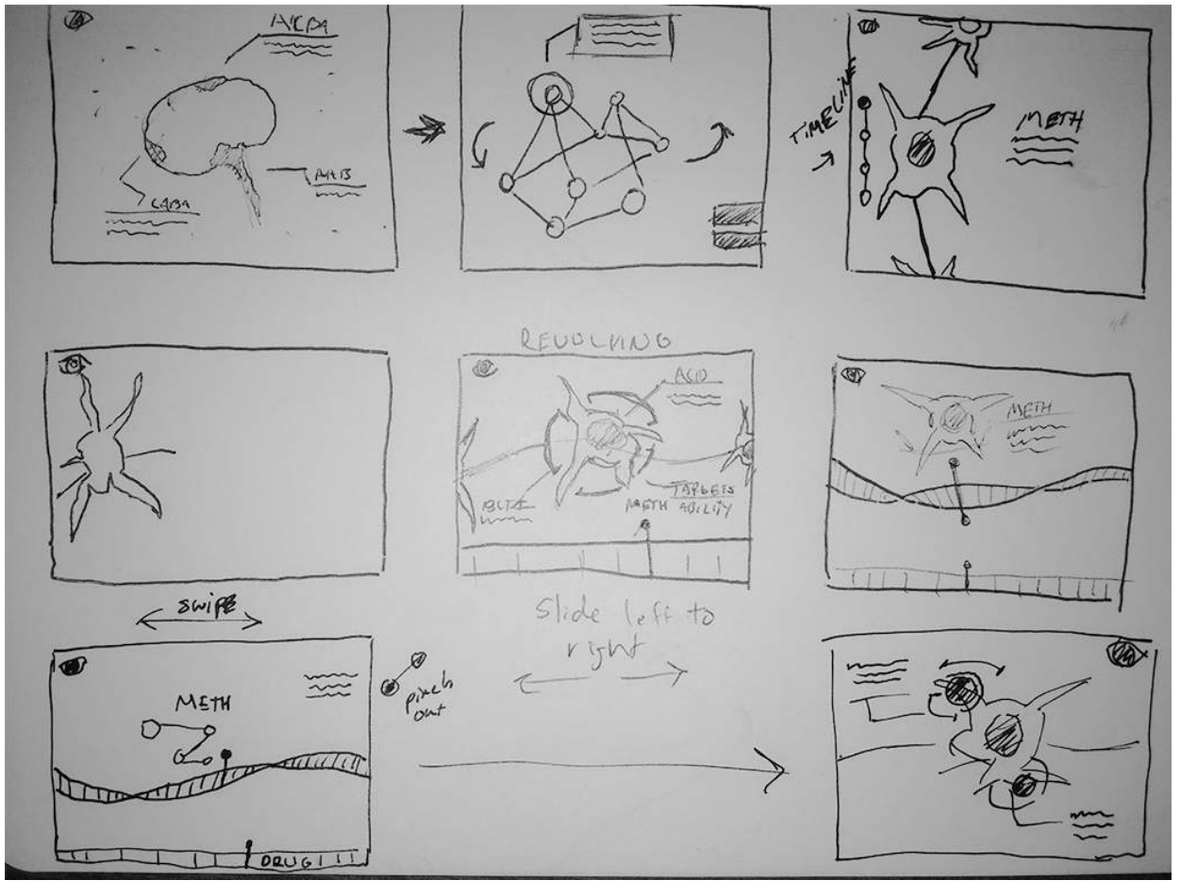
- List of recreational drugs (alchohol, cocaine, meth,etc.)
- Mission Control that displays data of heartrate, mood, dopamine levels, and a slider to adjust time.
- Experience the visual representation of the effects.

FLOWCHART

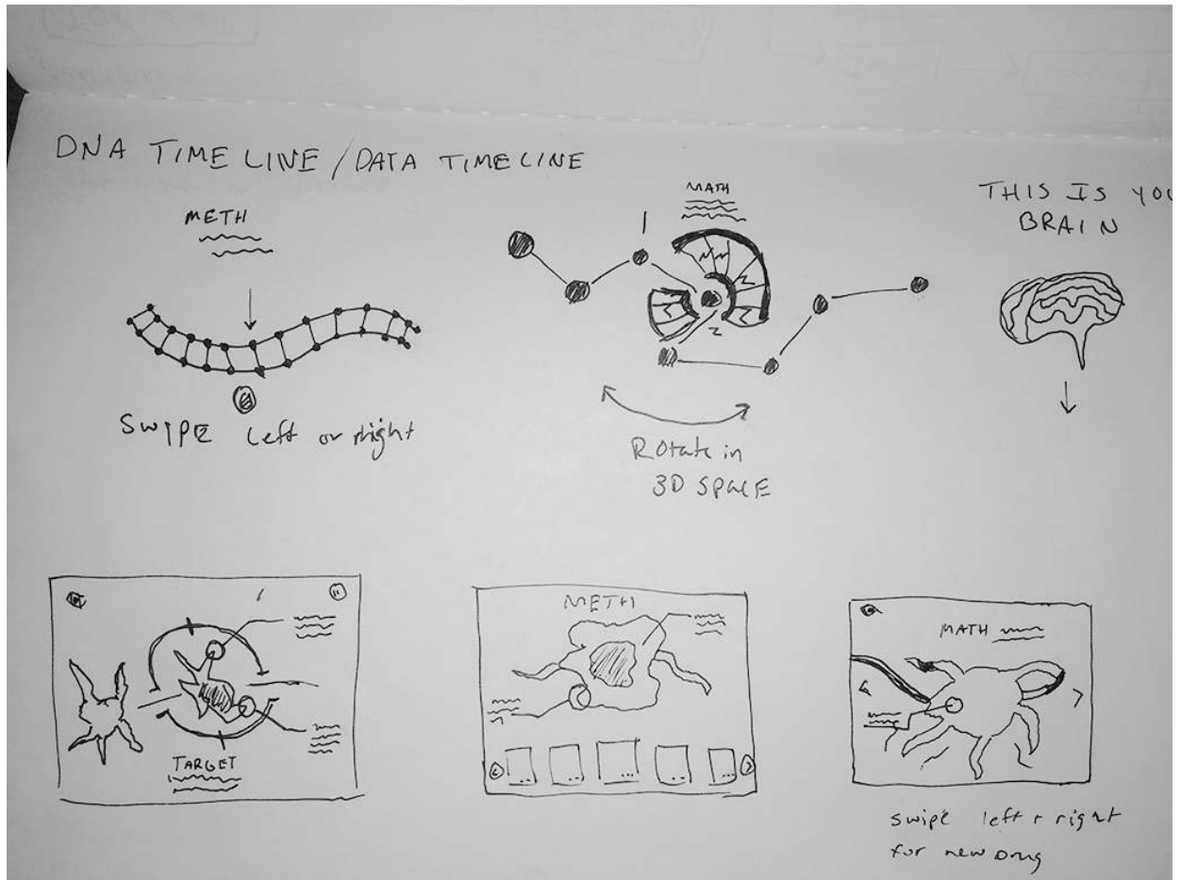

TOP LEVEL
SECOND LEVEL
THIRD LEVEL
INFO ON EACH AREA
LANDING
1
HOME
INFO
BRAIN
AREA 1
AREA 2
AREA 3
DRUG 1
DRUG 2
DRUG 3
DRUG 4
NERVE
AFFECTED NERVE INFO
TIMER SLIDER
Go Back?
No
Yes

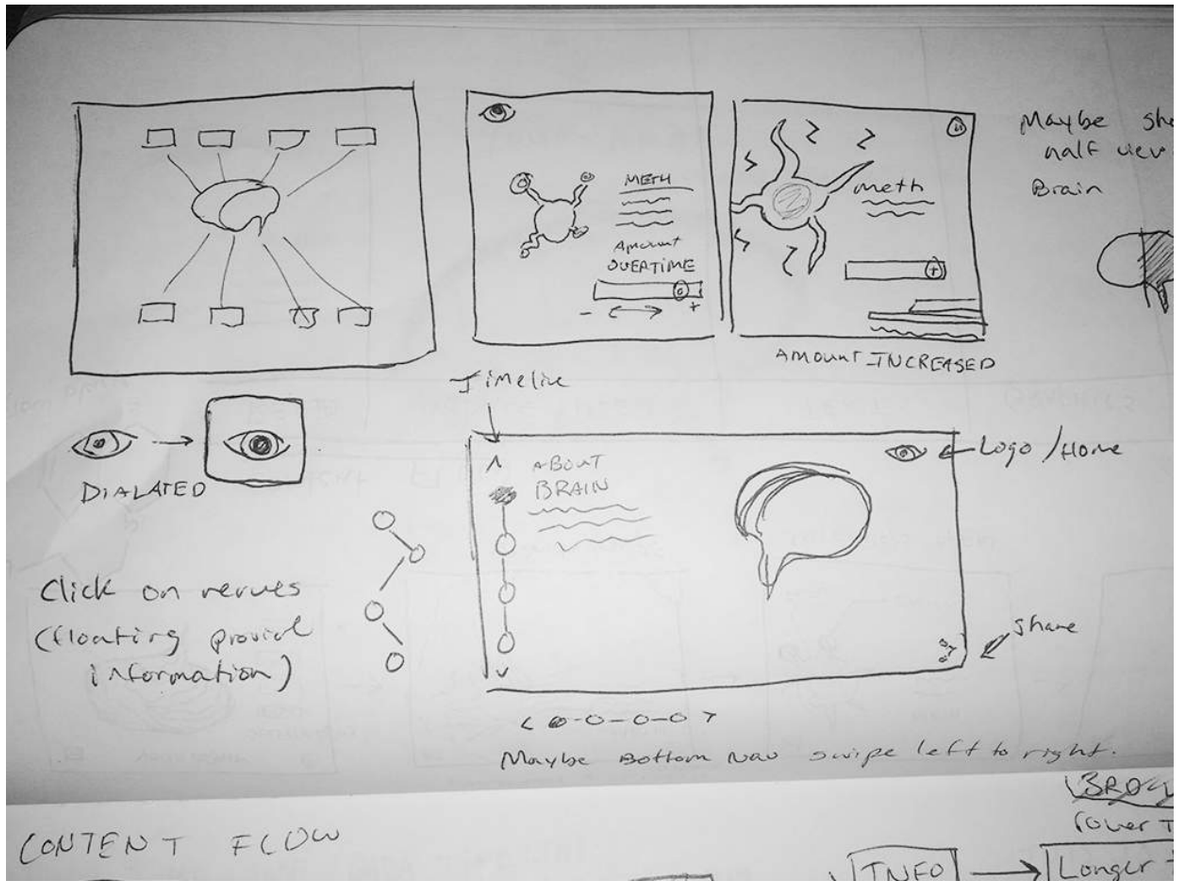
SKETCHES / IDEATION





SKETCHS / IDEATION

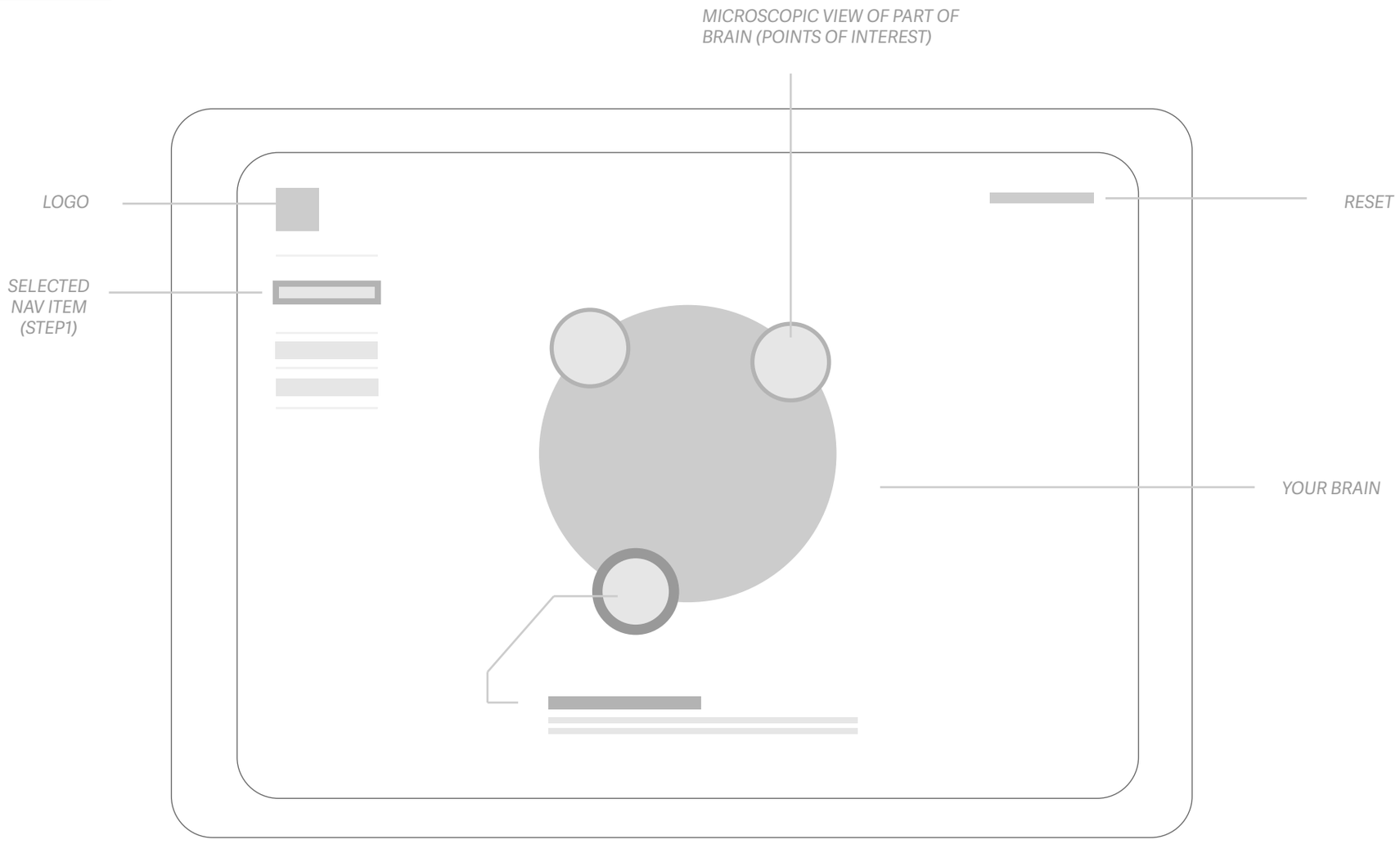




Screen 1

NOTES:

BRAIN IS CENTRAL FOCUS WITH CLOSEUP ANIMATIONS OF WHATS HAPPENING IN CERTAIN PARTS

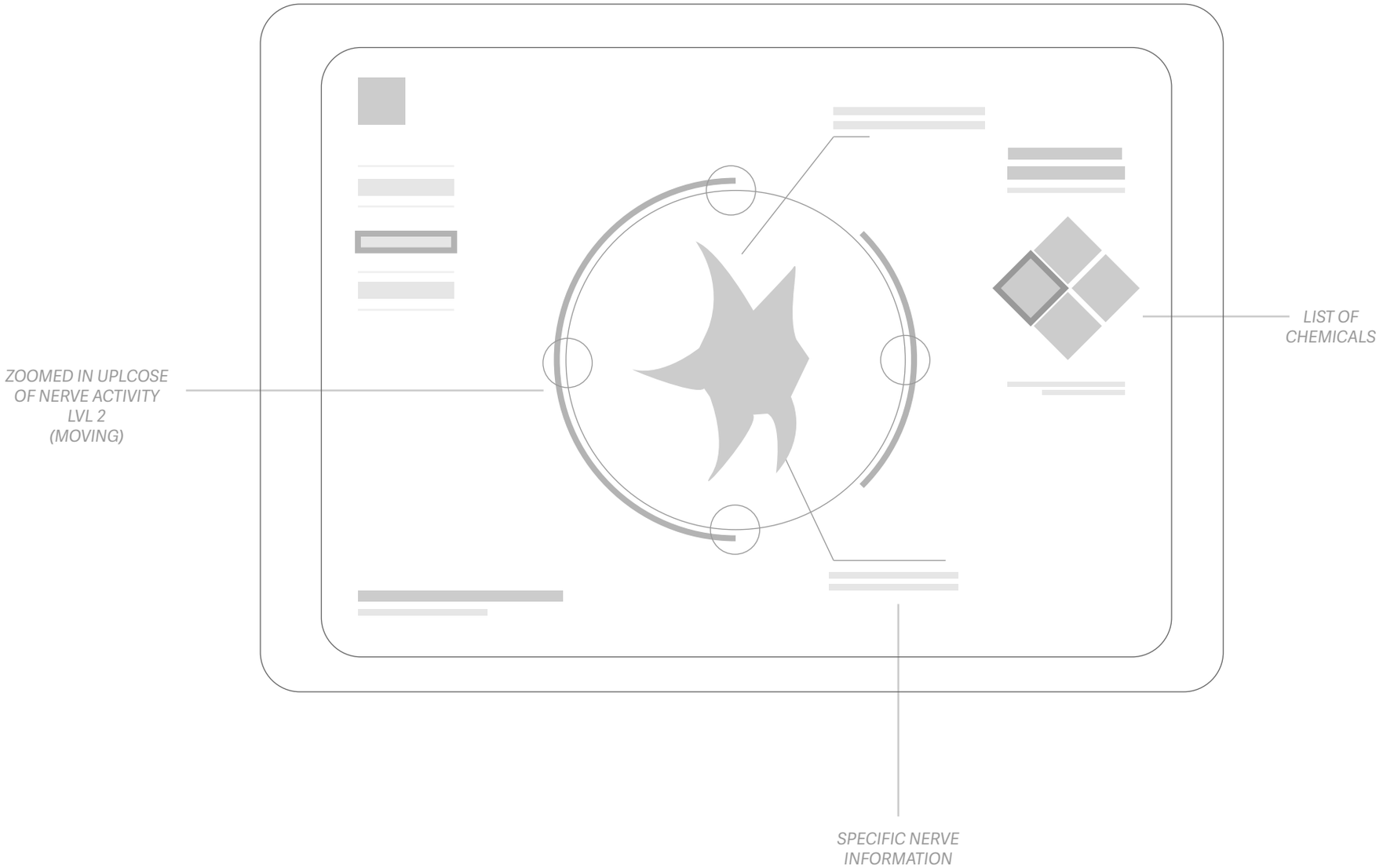


Screen 2

NOTES:

POSSIBLE RIGHT RAIL OF OPTIONS TO DISRUPT THE BRAIN.

SHOULD BE SOLIDATED PLACE FOR HEARTRATE AND DOPAMINE LVLS



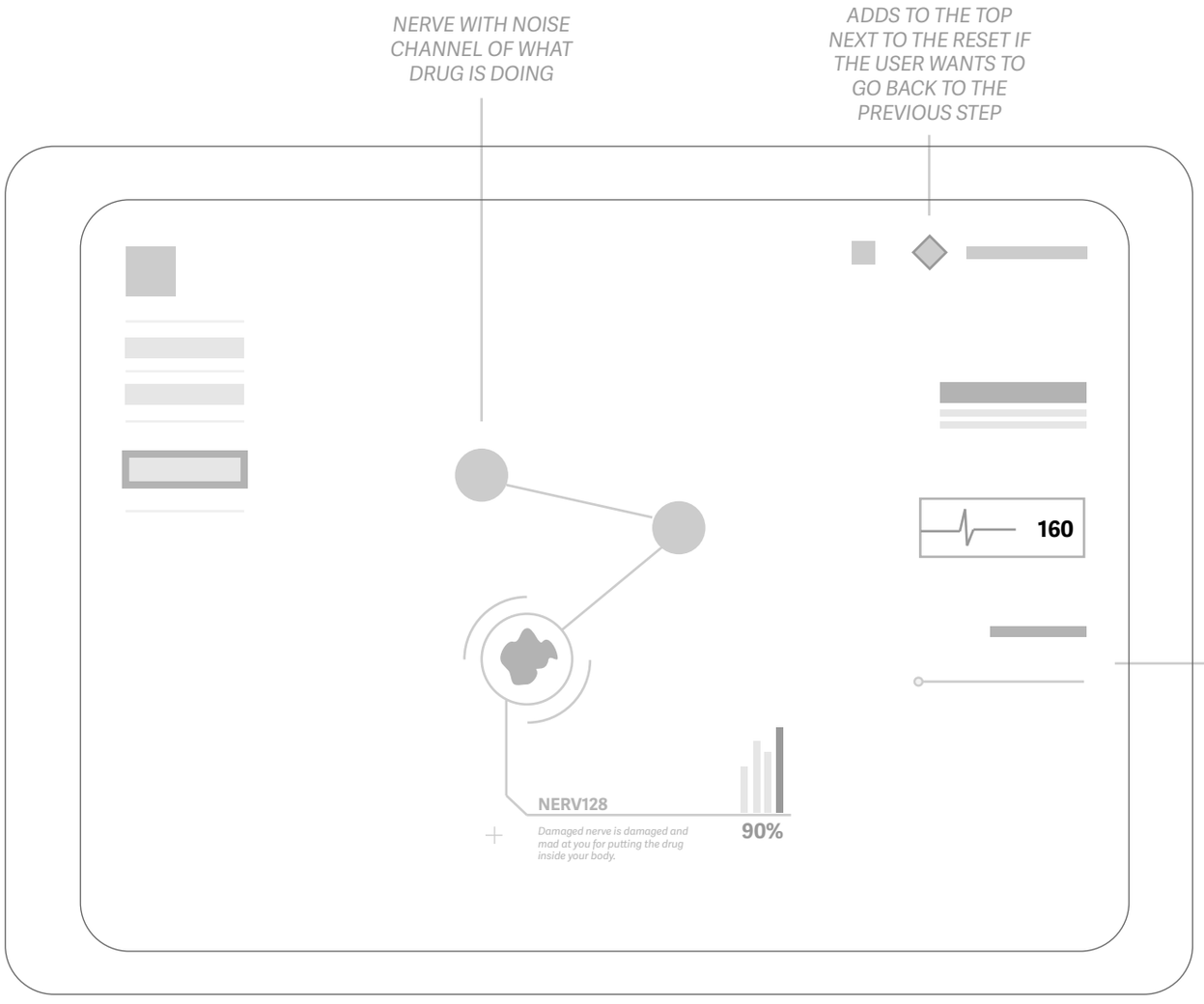
Screen 3

NOTES:

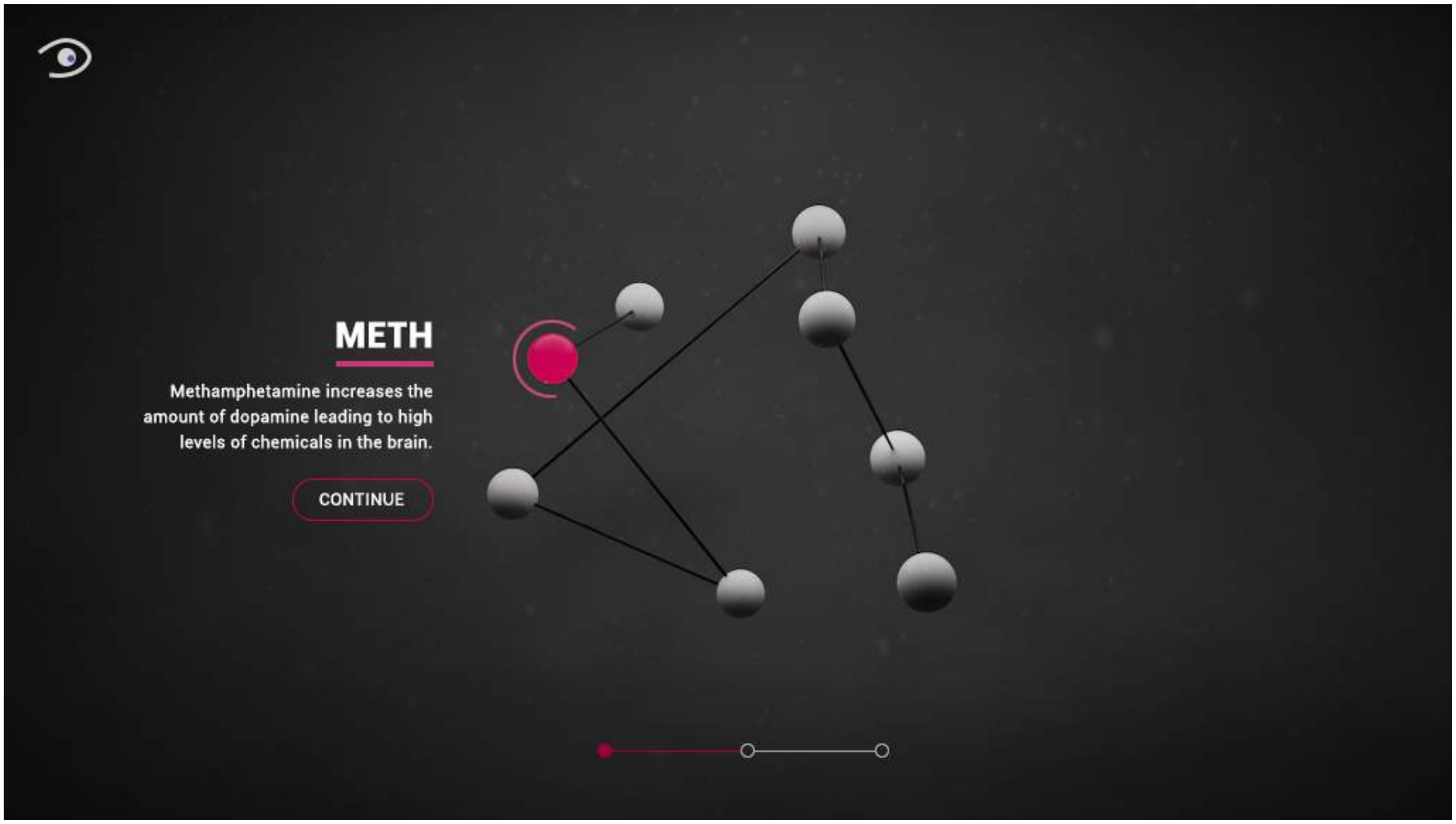
GOING FORWARD INTO THE NERVE YOU CAN SEE WHAT FEELINGS ARE BEING AFFECTED BY NERVE DAMAGE.

SELECT NERVE TO LEARN MORE INFORMATION

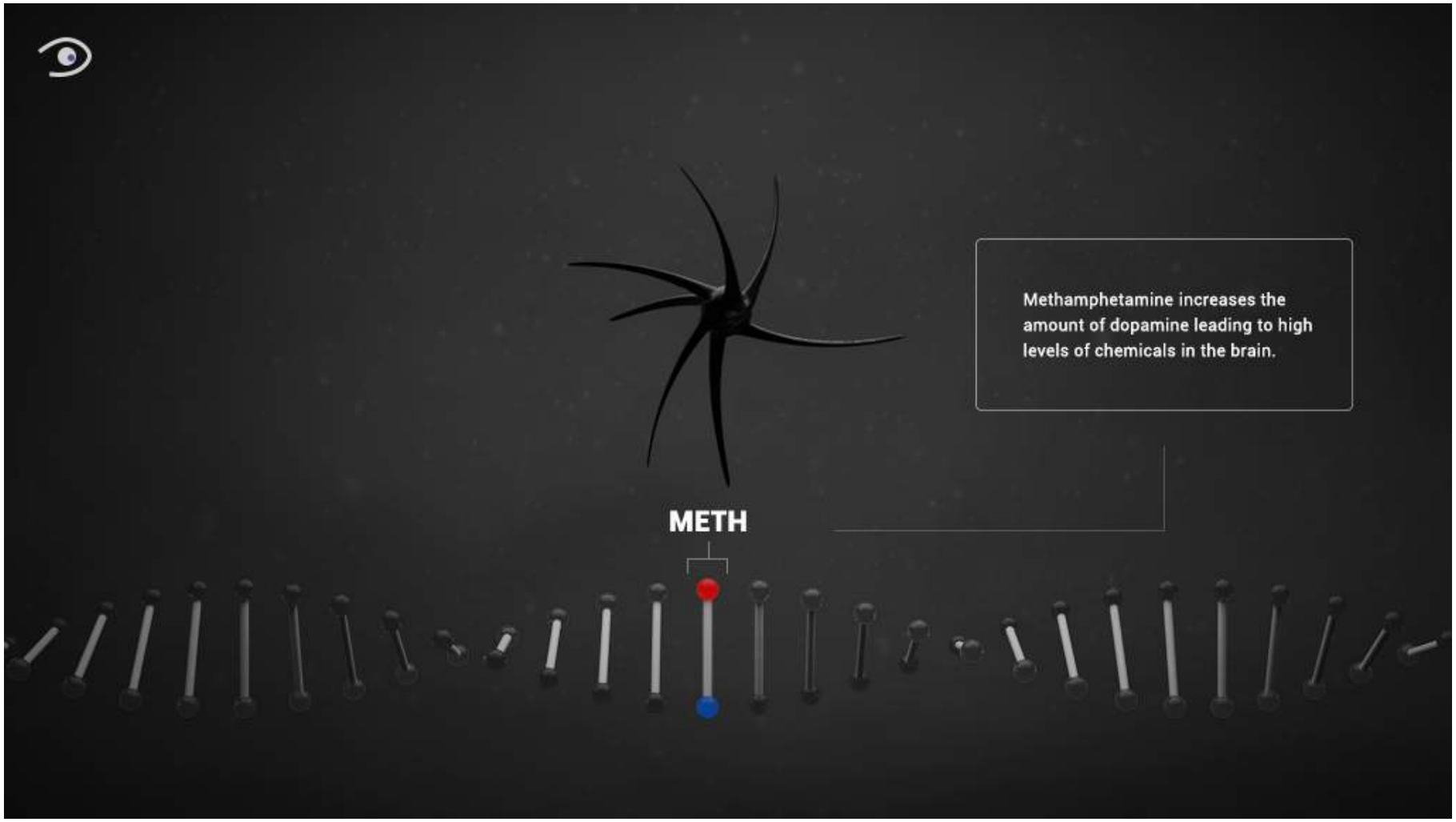
SPIN NERVE TO INTERACT



FIRST ROUND


METH
Methamphetamine increases the amount of dopamine leading to high levels of chemicals in the brain.
CONTINUE

FIRST ROUND


Methamphetamine increases the amount of dopamine leading to high levels of chemicals in the brain.
METH

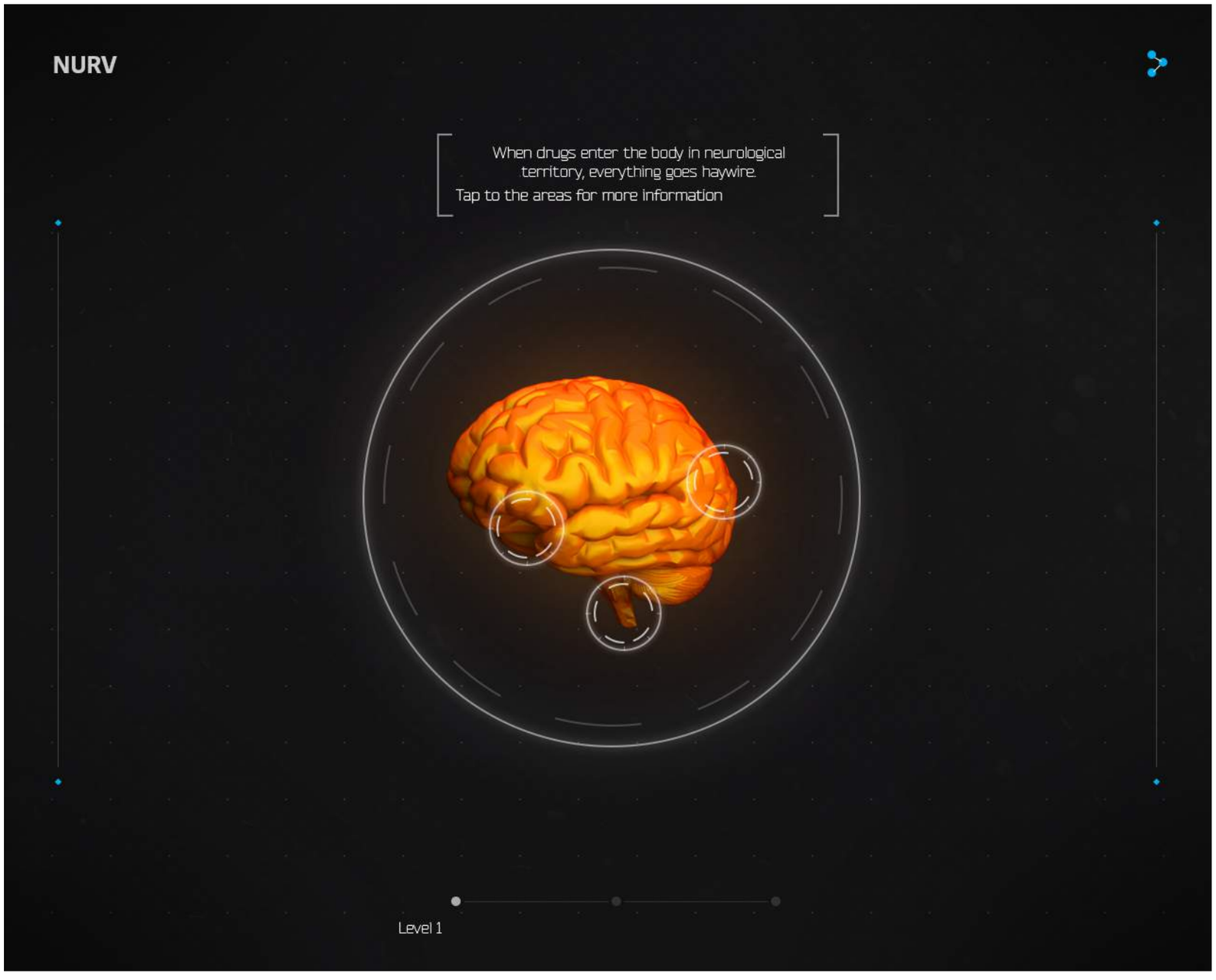
MOOD BOARD

Open Science
for Exploration
Section —
03
Beginner
Amateur
Expert
98.3
99

FINAL COMPS

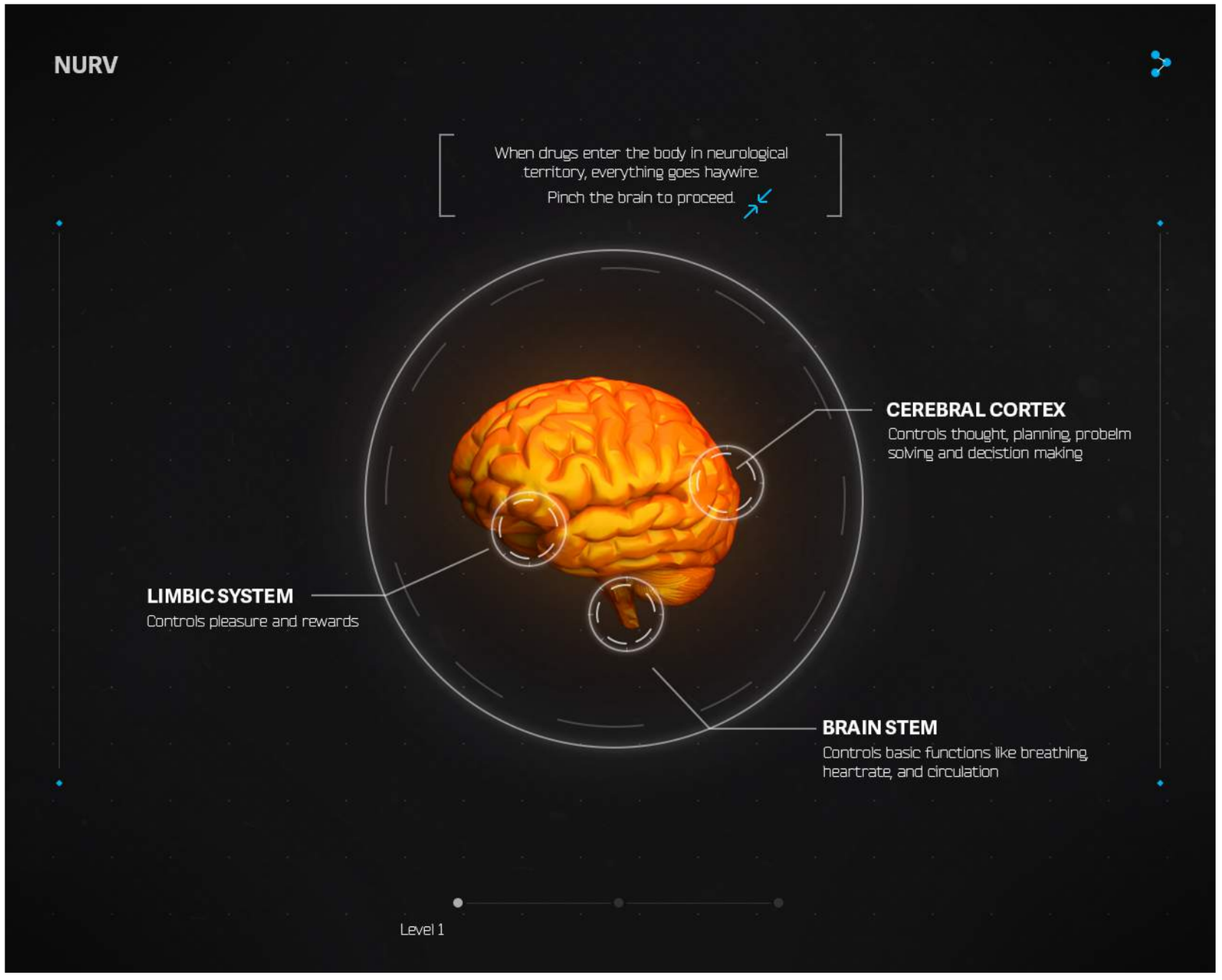
SPLASH

FINAL COMPS



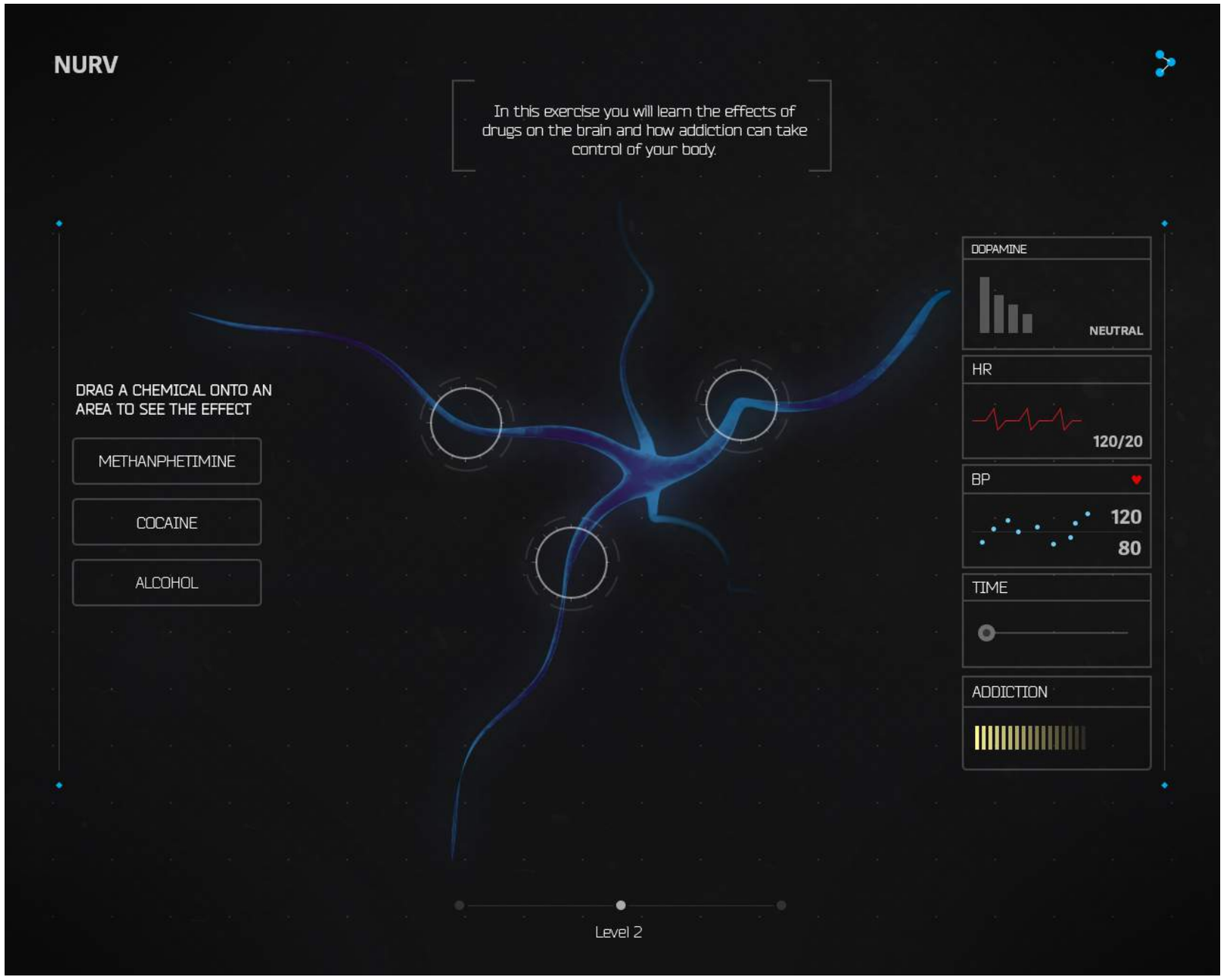
LANDING

FINAL COMPS



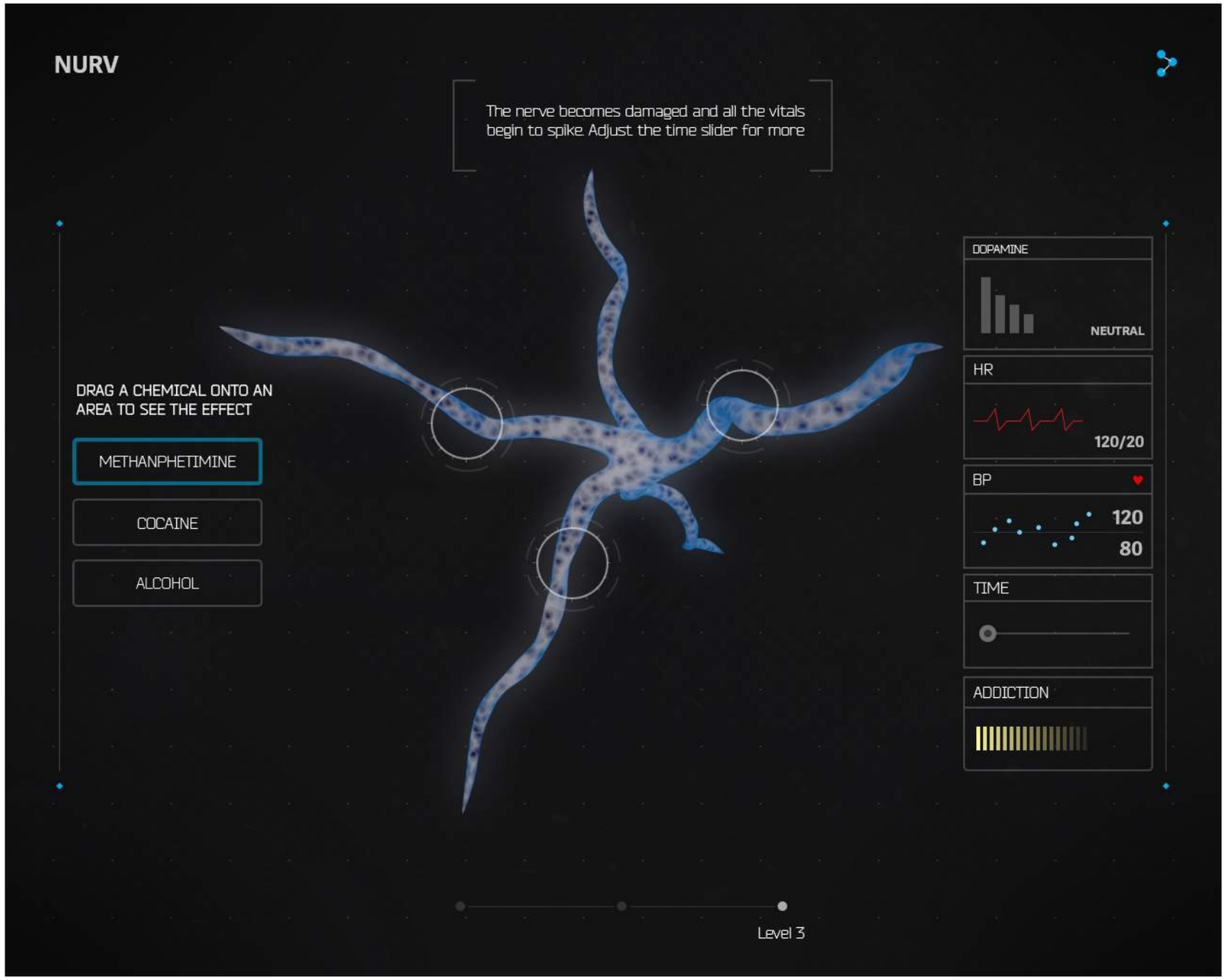
INTERACT TO VIEW INFORMATION

FINAL COMPS



HEALTHY NERVE WITH VITALS

FINAL COMPS



DRAG DRUG ONTO NERVE TO SEE EFFECTS