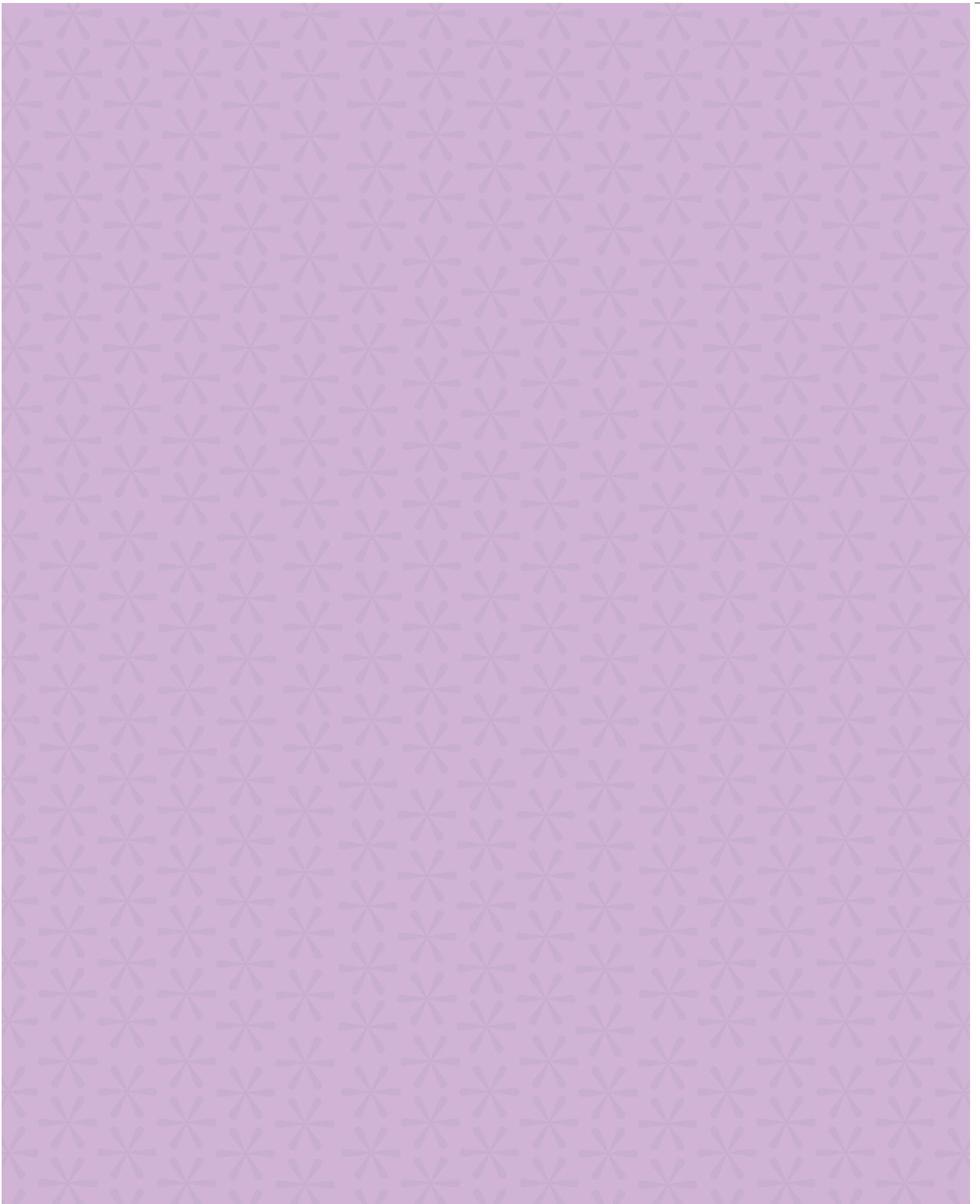


eunoia*

riley boudreau
design for good process book
spring 2023



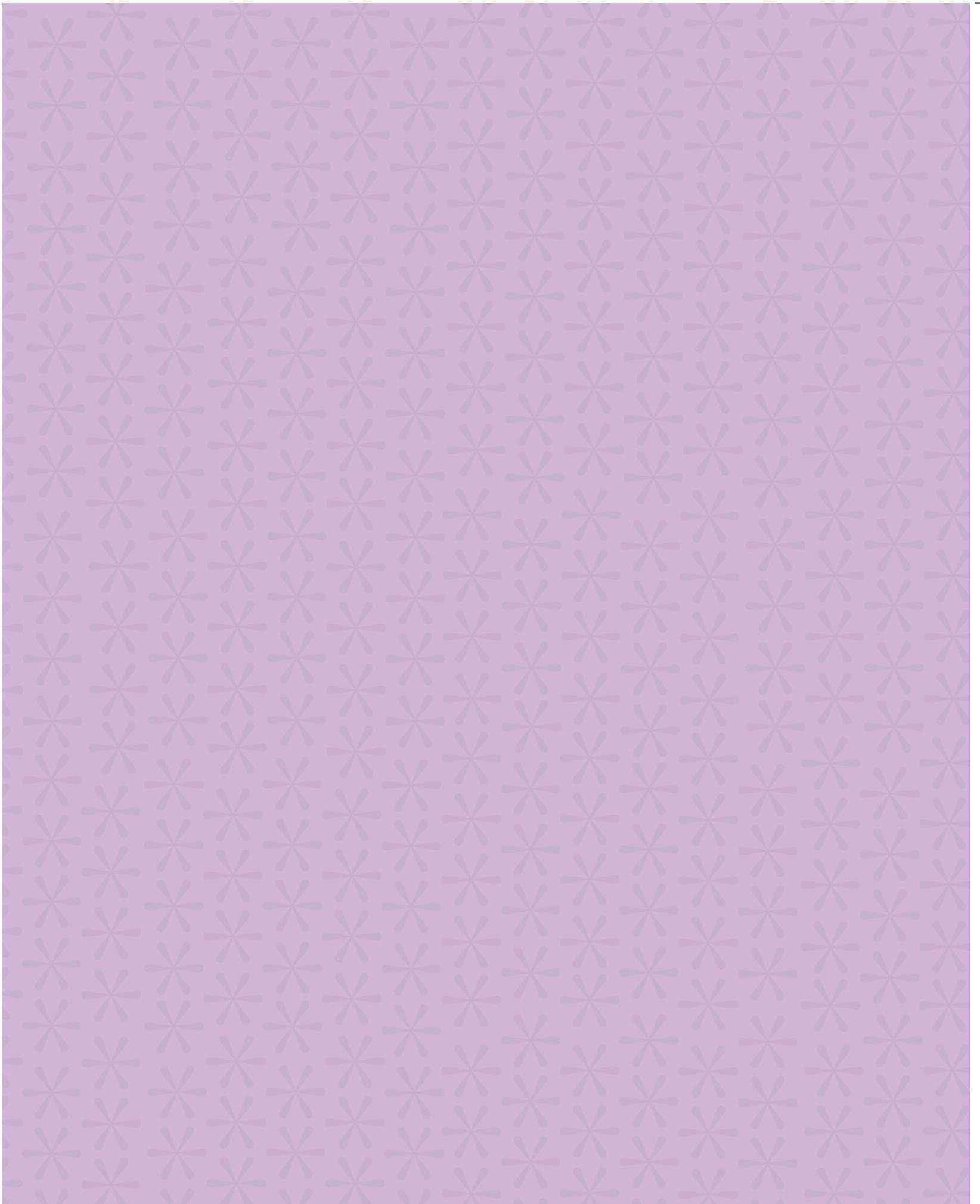


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PROJECT SUMMARY

09

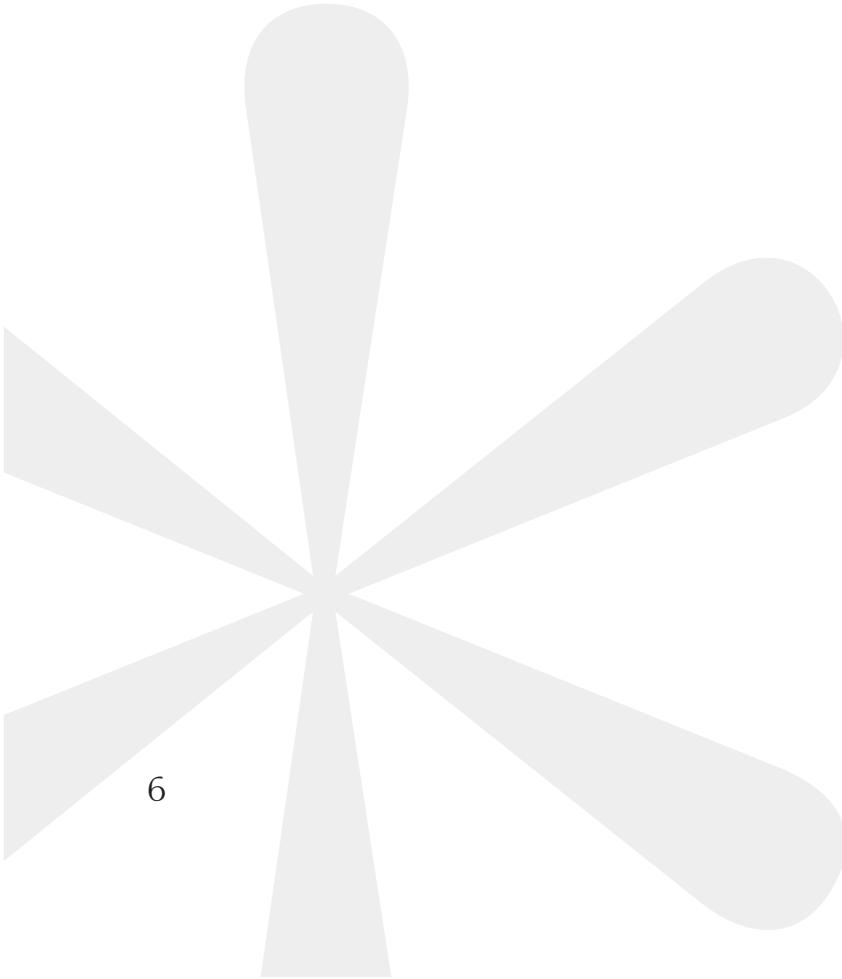
DESIGN PROCESS

17

SUMMARY AND OUTCOME

welcome to eunoia

We are so happy you are here! Eunoia is a company whose mission is to provide a space for women and girls ages 16-30 to feel safe and to get necessary help and information to overcome their mental illness. This is how our story began and developed.





project summary

research

THE PROBLEM

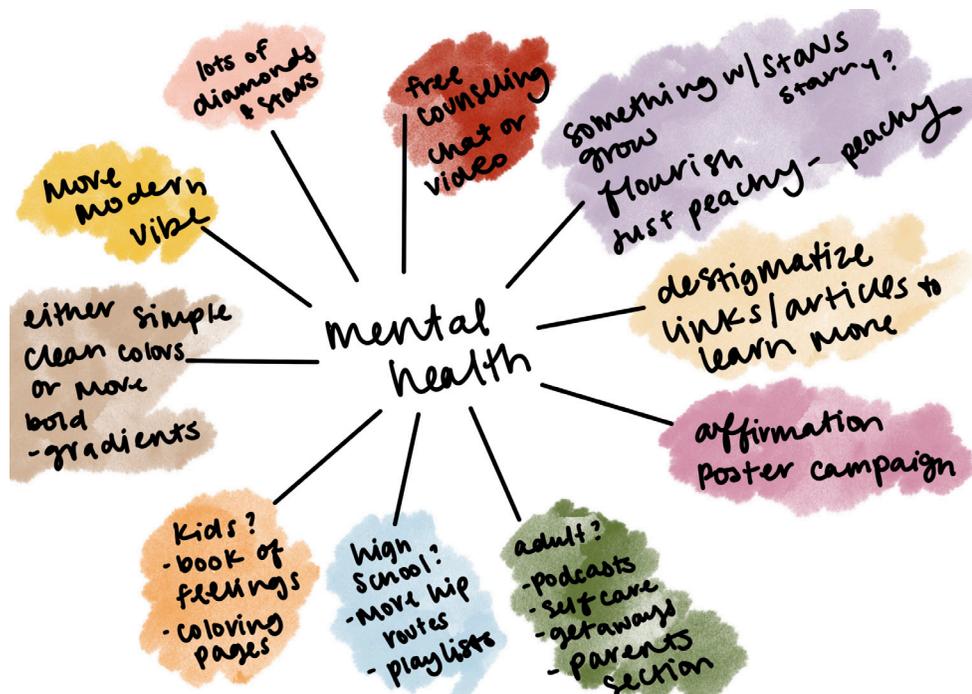
When we were approached with this project, I made a list of things that were important with me and ultimately chose mental health as my topic. Throughout my life, I struggled with various mental health problems and was faced with uncomfot and disgust from people who did not know how to handle it. I wanted to create a safe space for women ages 18-26 to be able to visit and recieve encouragement, resources, and a place to treat themselves.

IDEAS:

- Womens health
- reproductive rights
- mental health
- inclusivity of everyone
- religion related?

STEP ONE

My first step in this research process was creating a mind map of all my original ideas. It included target audience, colors, names, concepts, and more.



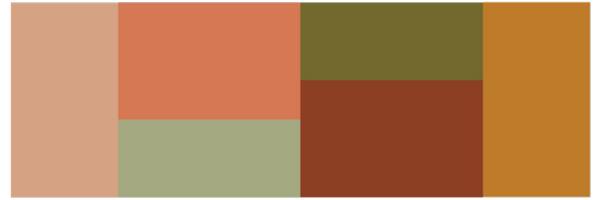
STEP TWO

My next step was to gather elements for my mood board. I was wanting something super elegant and professional, so I chose more mature colors and started looking at san serif fonts.

In the back of my head I was really attached to the idea of using gradients for posters or the website which was the main think that stuck from this moodboard.

I realized I wanted to use more bright fun colors and stay away from the more muted tones so bring joy and happiness.

moodboard



GROVE
better grade



STEP THREE

From my mind map I chose some of my original name ideas and created some rough sketches. It was not until after I made these that I chose the final name and created the current logo.

 peachy

 Starry

fl  urish

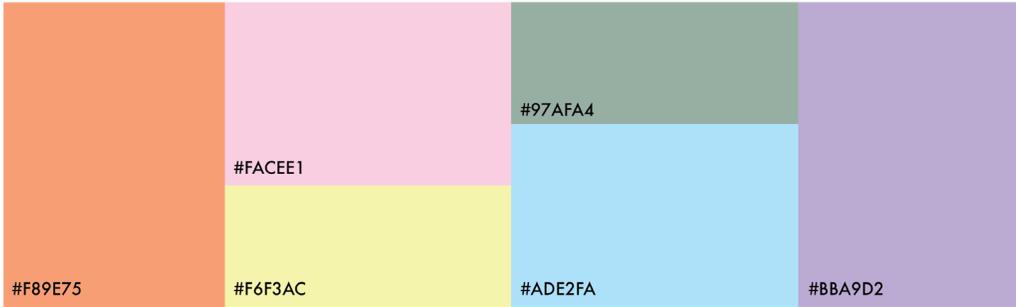
final branding



logo variations



colors

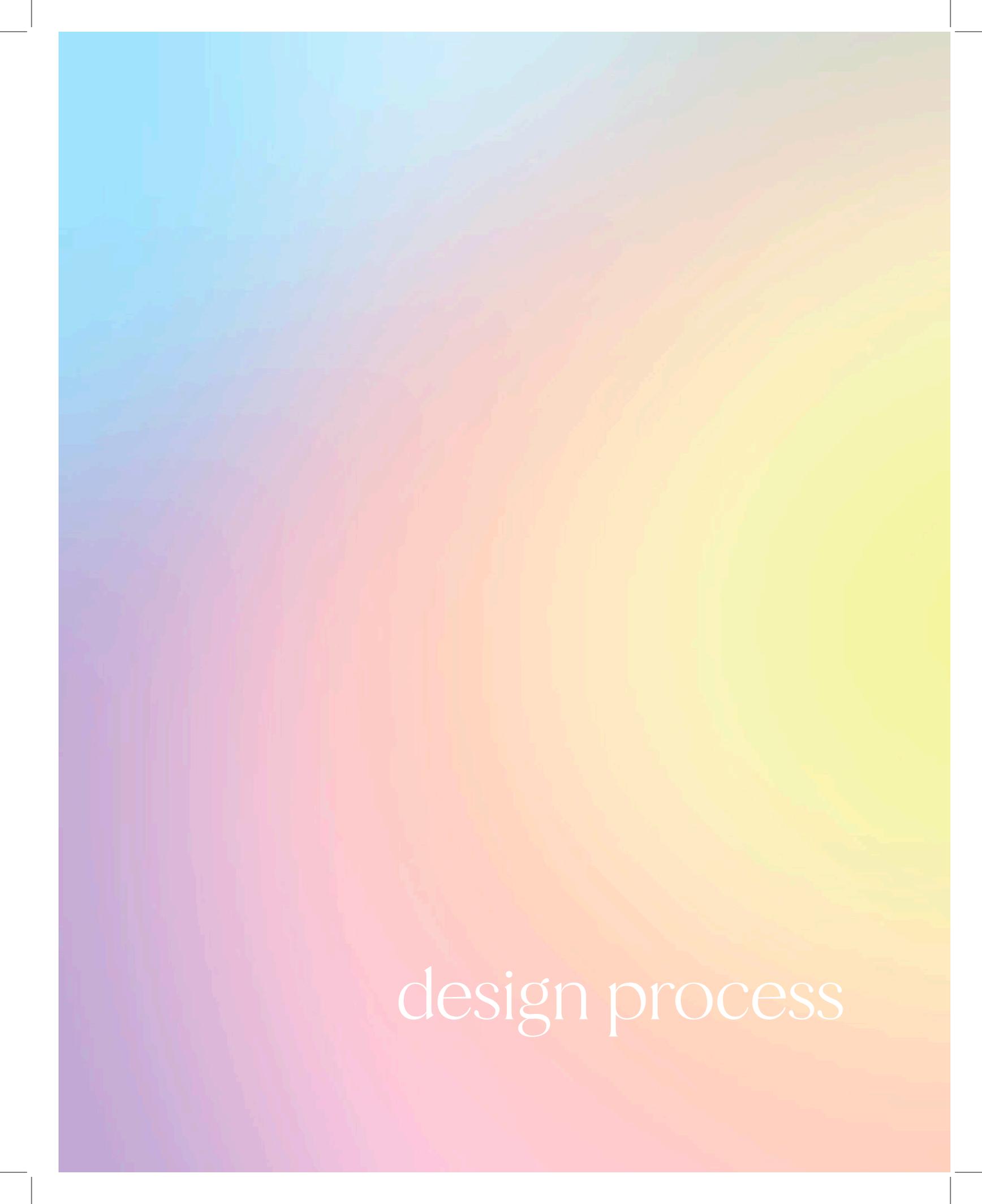


fonts



mission

Our mission at eunoia is to provide a space for women and girls ages 16-30 to feel safe and to get necessary help and information to overcome their mental illness.



design process

my process

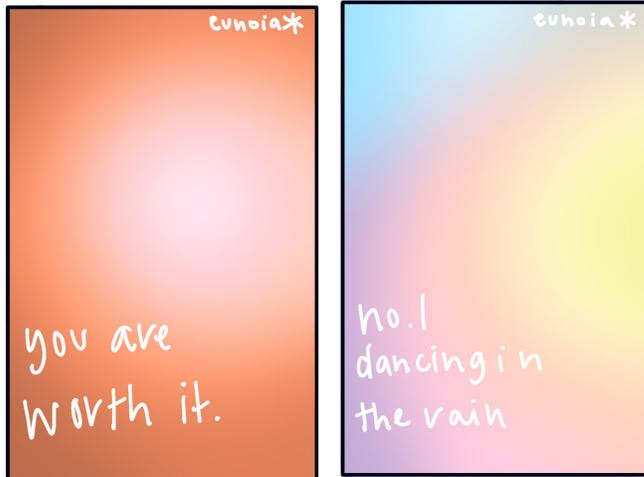
COMPONENT ONE

The first component I worked on was my poster campaign. I envisioned modern and elegant designs that do good. I considered affirmations, inspirational quotes, but ended on reasons to stay alive. I created a list of 100 reasons to stay alive in 2020, so I pulled some of my favorites and decided to put them on these posters. I pictured this campaign as sort of a fun game trying to find all of the reasons around whatever city you live in.

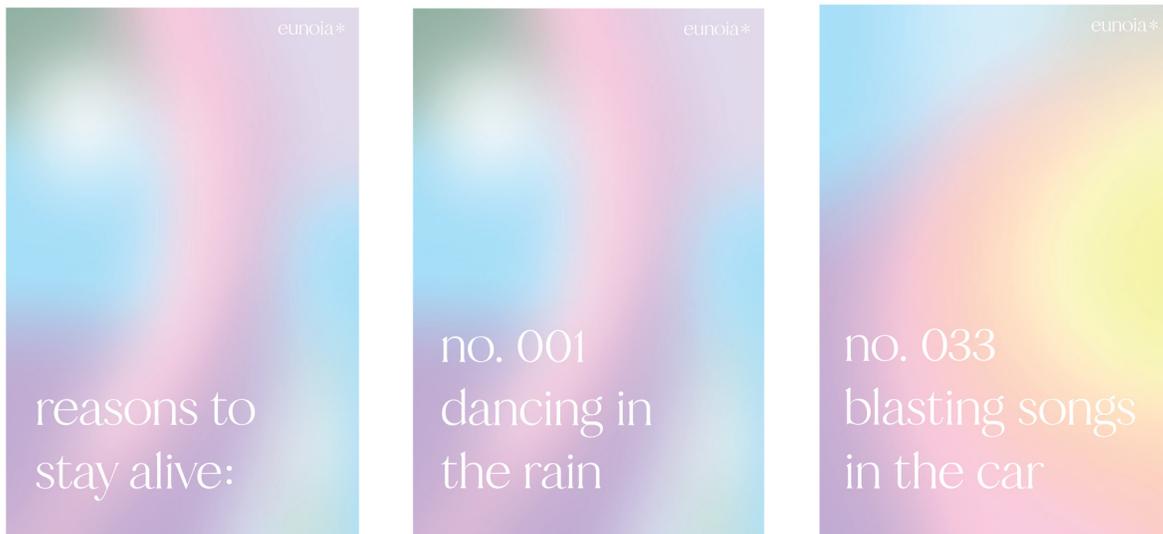
ideas:

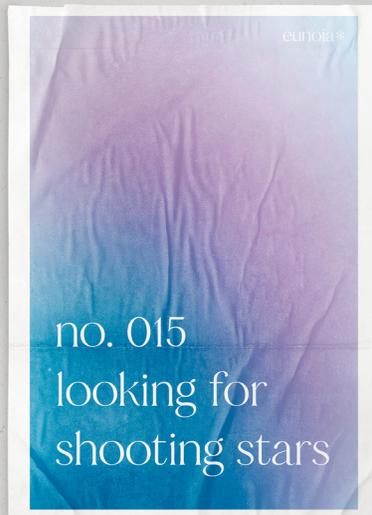
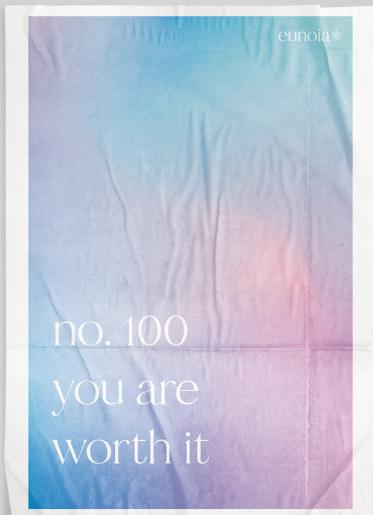
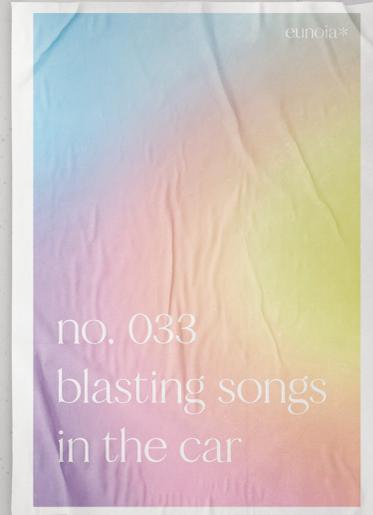
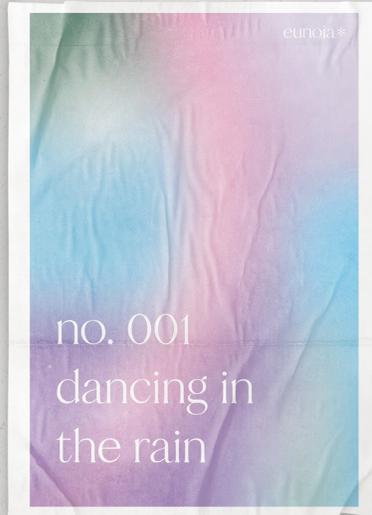
- minimal poster design
- different affirmations (you are loved you are worth it) etc.
- maybe gradients in the back?
- reasons to stay alive?
 - no. 1 _____
 - no. 15 _____
 - no. 100 _____ etc.
- fun elegant font and like its kind of a game to find all the posters around

sketches



finals





COMPONENT TWO

The next component I decided to work on was apparel. I wanted to create something more modern and targeted for gen z and millenials. I decided to take little reminders and display them on a sweatshirt. On top of the sweatshirt, I also designed a hat with a another positive saying.

sketches



ideas:

- something clean and minimal
- very modern w/ font and design
- offset text on back to make it more interesting
- actually screenprint?



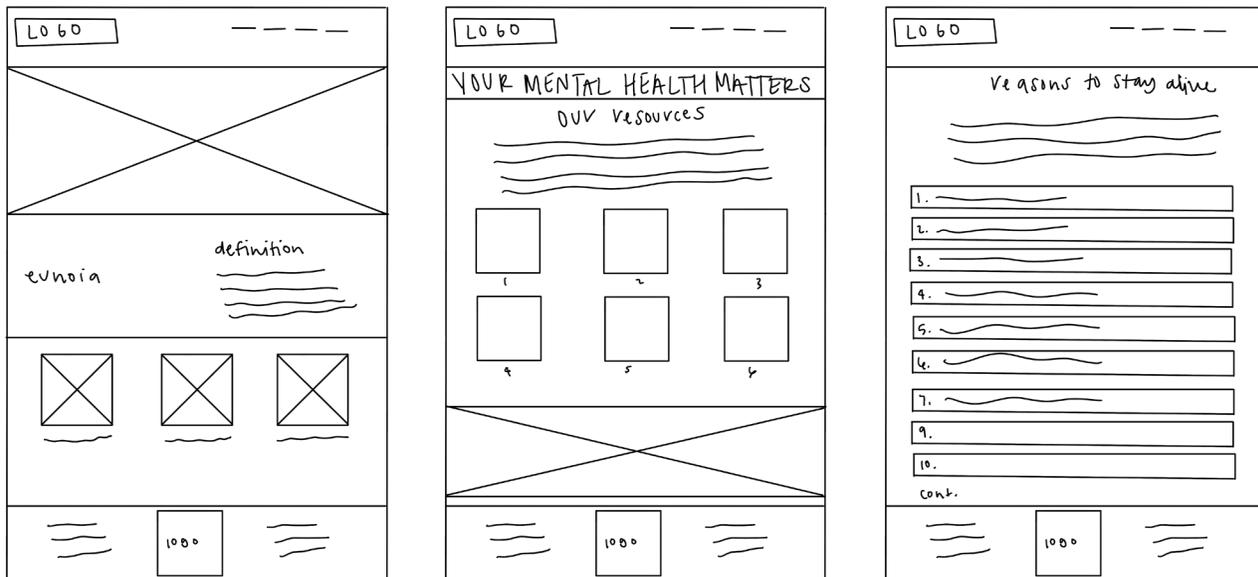
COMPONENT THREE

For my third component I chose to design a webpage for eunoia. I wanted to create a space where women could go to feel safe, connect, and encourage one another. I wanted to create a clean and minimal design where it feels easy to breathe and just take it in.

As I mentioned earlier, I made a list of reasons to stay alive and I really wanted to include this into the poster campaign and on my website as well. I listed some of the reasons and also made it interactive where visitors can add their own reasons to the list so it is evergrowing.

- IDEAS:
- clean but not clinical
 - elegant
 - reasons to stay alive - make interactive
 - resources
 - affirmations

wireframes





MENTAL HEALTH MATTERS YOUR MENTAL HEALTH

our resources

Our team has gathered resources for you to access at all times of the day. The resources below range from 24 hour hotlines to online therapy to medications and supplements. We hope these bring you one step closer to recovery or bringing a sense of peace to your day.



NATIONAL
SUICIDE
PREVENTION
HOTLINE

CRISIS
TEXT LINE

BETTER HELP

AMERICAN
FOUNDATION
FOR SUICIDE
PREVENTION
HOTLINE

SUBSTANCE
ABUSE AND
MENTAL HEALTH
SERVICES
ADMINISTRATION

HERS

LTH MATTERS YOUR MENTAL HEALTH

reasons to stay alive

In 2020 our founder started this personal project of curating a list of 100 reasons to stay alive. She did this mainly for herself as she was trying to battle depression and anxiety. To this day she will still add on to the list so it is ever growing. Below are some of her reasons, and at the bottom we would love for you to add your own.

1. dancing in the rain

21. seeing the city lights

22. hearing "i'm proud of you"

23. little kids smiling at you

24. being able to say "i made it"

submit your own



COMPONENT FOUR

For my last component, I wanted to create a welcome postcard and sticker sheet site viewers would receive in the mail. It is just a little blurb saying welcome and sending encouraging words to get them through the week. The website would prompt them to put in their address to receive a free gift if they wanted. This was probably my favorite to make just because of how fun it is.

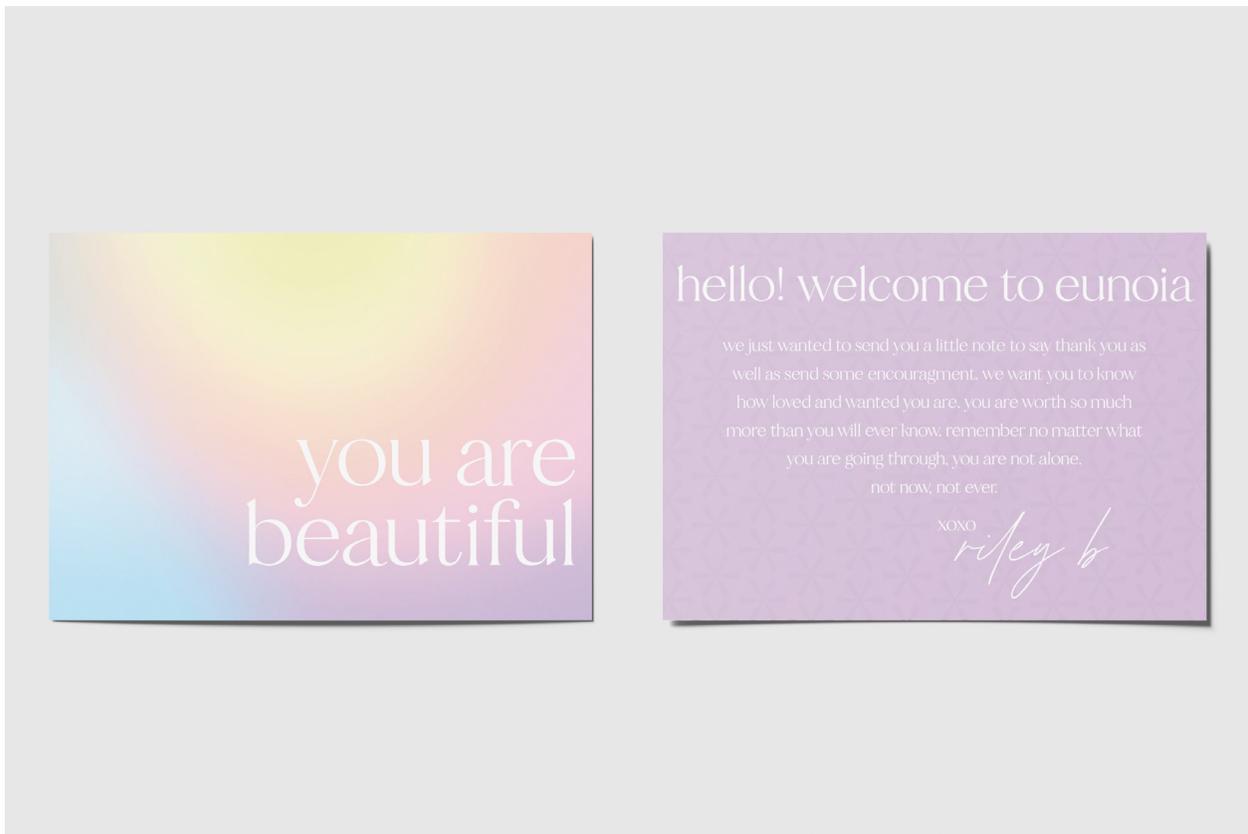
IDEAS

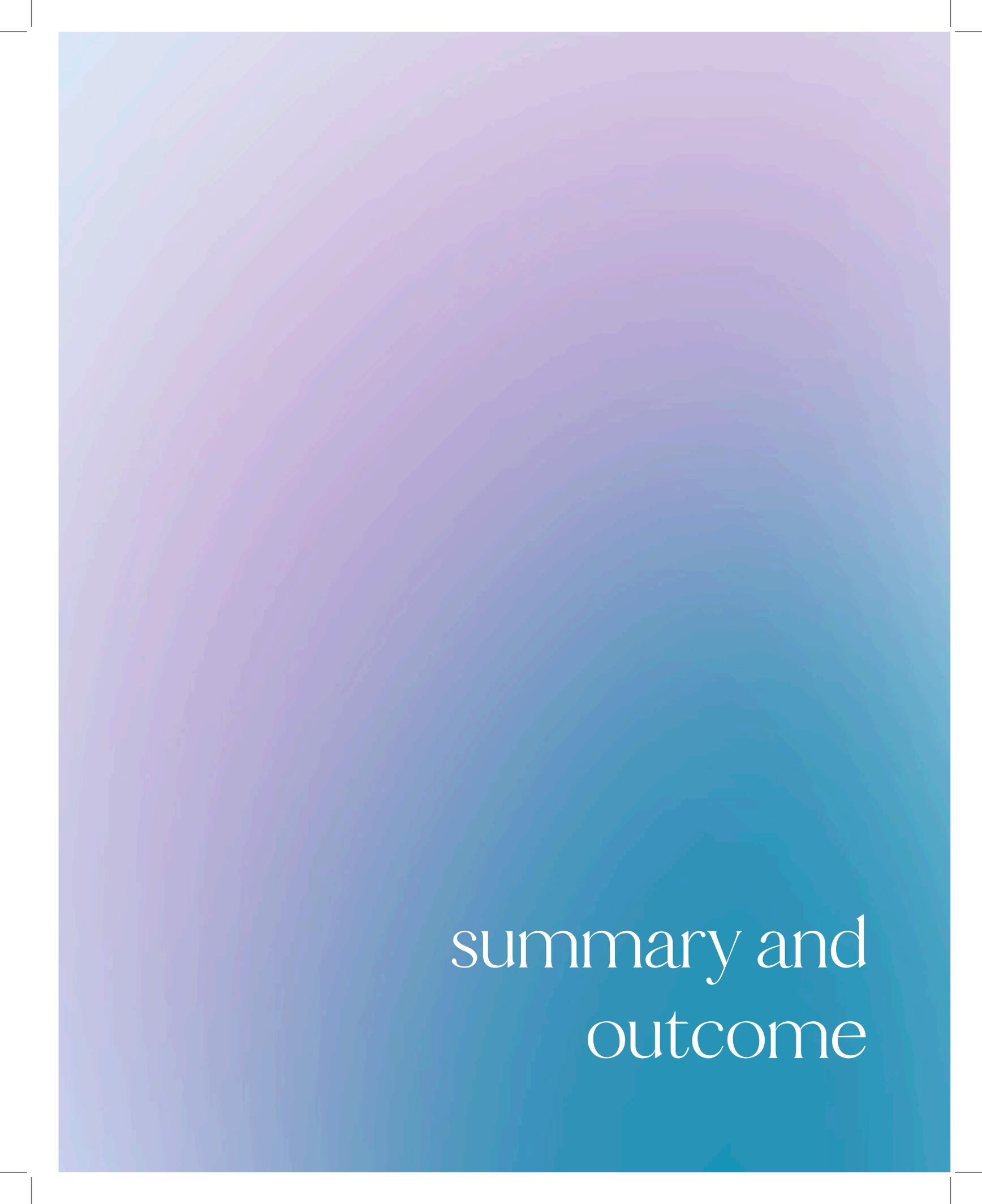
- postcard
- sticker sheet
 - little sayings
 - flowers
 - logo
- encouraging words
- saying thank you

stickers



postcard





summary and
outcome

my review

Overall, I am very happy with how this process played out. I had never created a web design before this so I ended up learning a lot and using different parts of my brain than I normally do. I think the merch and posters could have been pushed farther but nonetheless I love each element from this project. Being able to pick a topic that I was passionate about made the project more interesting and I wanted to make sure I did this correctly. Mental health is something that is overlooked in today's society and I want to end that stigma and bring it into everyday conversations.

