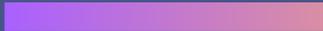
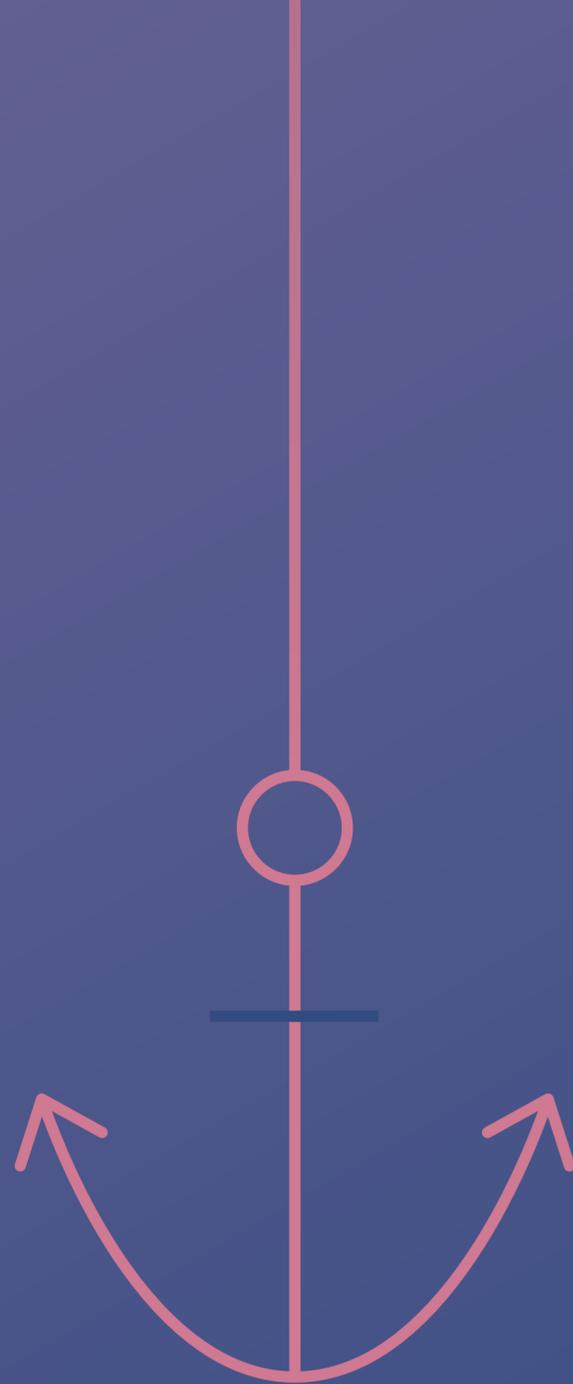


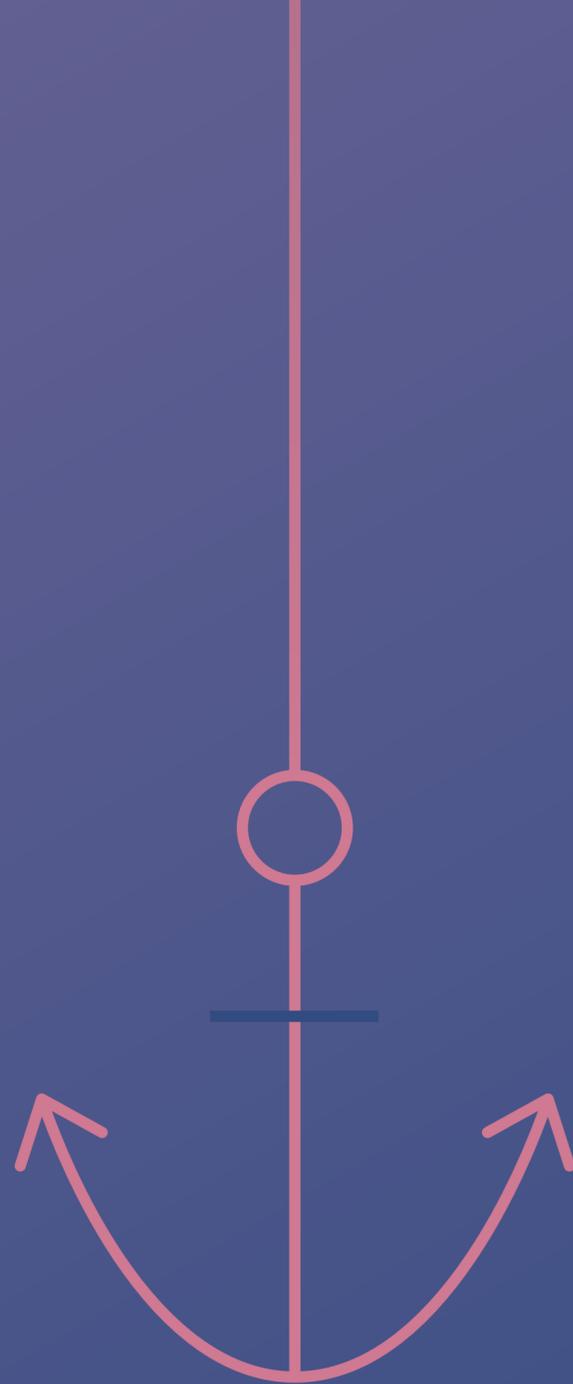
# Anchor Wellness

A decorative horizontal bar with a gradient from purple to pink, centered below the title.



## Problem Statement

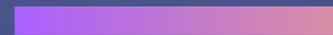
Eating disorders are devastating mental illnesses that affect millions of people in the United States. Even with a support system, recovering from an eating disorder requires a lot of accountability and motivation from the patients themselves. This level of personal responsibility is very difficult with a mental illness and needs strong support and facilitation.



## Project Goal

Create a health tracking app made designed specifically for individuals battling eating disorders. Allow these users to track their emotional and physical health, presenting their health in a holistic view, giving new perspective to their health habits, providing encouragement and reassurance, and facilitating their progress made towards recovery.

# Research



# Topic Research



# About Eating Disorders

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Eating disorders are a mental illness. Falling within the umbrella of anxiety disorders, eating disorders occur when the mind perceives food as a threat. While there is no one cause of eating disorders, science has shown that eating disorders (along with many mental illnesses) are frequently hereditary. In the case of eating disorders, people may be born with a propensity towards anxiety and compulsive behavior to which environmental factors trigger these inclinations to manifest themselves as an eating disorder.

Common types of eating disorders include anorexia nervosa, bulimia nervosa, and binge eating disorder. Each type harms the body's ability to receive adequate nutrition, leading to detrimental physical effects and, in severe cases, death. Eating disorders can cause damage to the heart, digestive system, bones, teeth, and mouth, and can lead to other diseases. With treatment, patients can return to healthy eating habits and can sometimes reverse the serious health complications caused by the eating disorder. Eating disorders are chronic mental illnesses, meaning individuals who have returned to health and entered remission must consistently work to maintain their mental health and prevent relapse.

Currently in the United States, 20 million women and 10 million men suffer from a clinical eating disorder at some time in their life. While most eating disorders onset in teenage or young adults years, eating disorders can happen at any age. Eating disorders have continuously been on the rise since the 1930's.

# Emotional Stages of Recovery

## 1 Pre-Contemplation

While others may have noticed the individual exhibiting signs of an eating disorder, the individual him or herself is unaware or in denial. The individual may be resistant, angry, or even hostile when approached by others. The individual is likely unwilling to change their behavior as it is currently being used to control or avoid unpleasant emotions.

## 2 Contemplation

The individual becomes aware of the problem and has started to consider the positive benefits of adopting healthier behavior. However, the individual will likely feel confused, his or her attitude fluctuating between wanting to change their behavior and wanting to continue his or her current behavior.

## 3 Preparation & Determination

The individual has decided that they want to change their behavior and begins preparing for the changes that must happen in order for recovery. At this stage, most patients seek (and are recommended to seek) the help of a doctor, therapist, clinician, or other specialist of eating disorders.

## 4 Action

The individual begins to take the first steps towards recovery and is committed to this goal. He or she is very focused on completing the recovery process, but may require strong encouragement and support from his or her recovery.

## 5 Maintenance

The individual has effectively changed his or her behavior to healthier habits and must continue to focus on maintaining these habits. The individuals has learned to live successful with their eating disorder and has found effective coping methods.

# Homeodynamic Recovery Method

Homeodynamics, also known as “nursing theory”, is a way of viewing the human body system following the three principles that the human nature is dynamic, ever-changing, and holistic. Under the theory of homeodynamics, there is no one homeostatic optimal state for a living system, but rather a range that dynamically responds to internal and external stimuli. Homeodynamics has been successfully applied to eating disorder treatment programs composed of three steps.

1

## Re-Feeding

Weight restoration and eating more than the minimum intake of food approved for the individual's height and age.\*

2

## Contemplation

Repair of physical damage involving restraining from exercise for the purpose of allowing the body to heal.\*

\*may cause edema - a condition characterized by an excess of watery fluid collecting in the cavities or tissues of the body

3

## Preparation & Determination

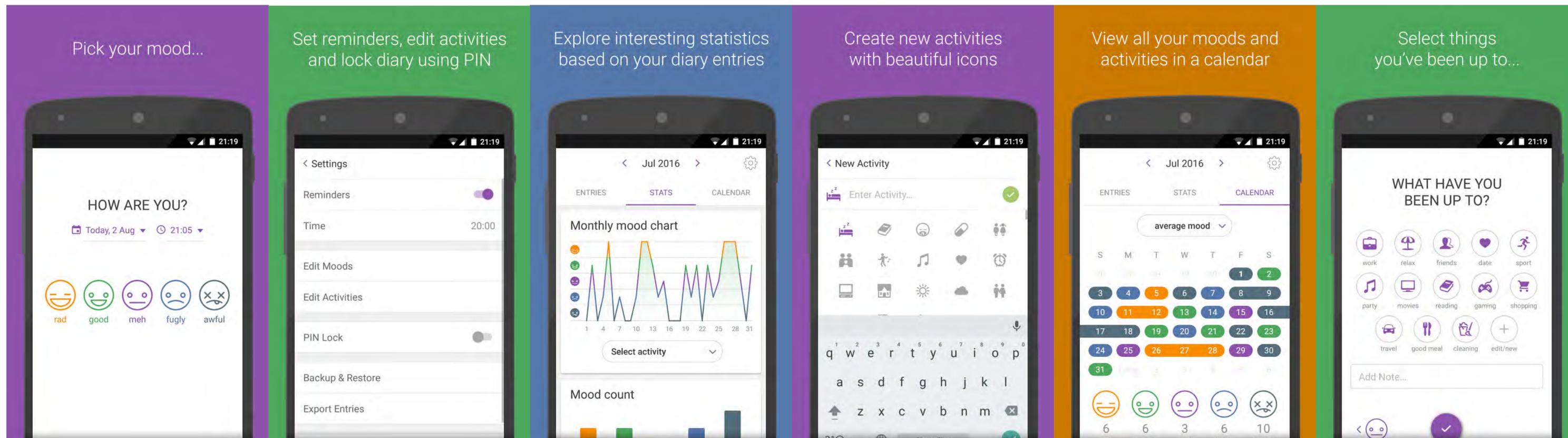
Developing new non-restrictive neural patterns in response to usual anxiety triggers.

# Competitive Analysis



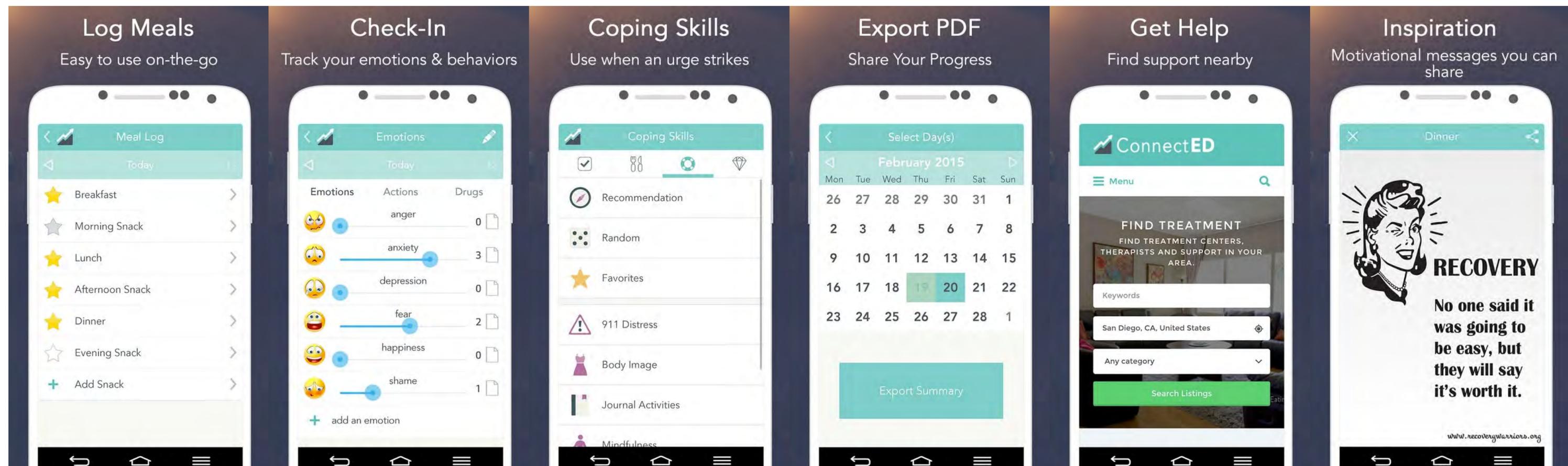
# Diary - Mood Tracker

- Prompts users for emotional inputs using simple face icons with expressions
- Prompts users to link emotions with actions by inputting an associated activity, again using simple icons
- Allows users to customize the emotions and activities they can choose from
- Allows users to determine when they want prompt reminders daily
- Tracks emotions over time using a color-coded calendar, allowing users to see streaks and patterns in their emotions
- Display emotions data in several formats including line charts and bar graphs



# Rise Up

- Allows users to logs their meals, and snacks, earning a star for each meal and snack completed
- Encourages users to additionally track their emotions, actions, and drug use
- Has users record their emotions by moving sliders titled with emojis to indicate severity
- Provides users with an extensive list of options for coping methods for when they feel urges
- Allows the user to export a summary of their progress over a specific time to view or share
- Includes inspirational quotes alongside meals to provide encouragement for users



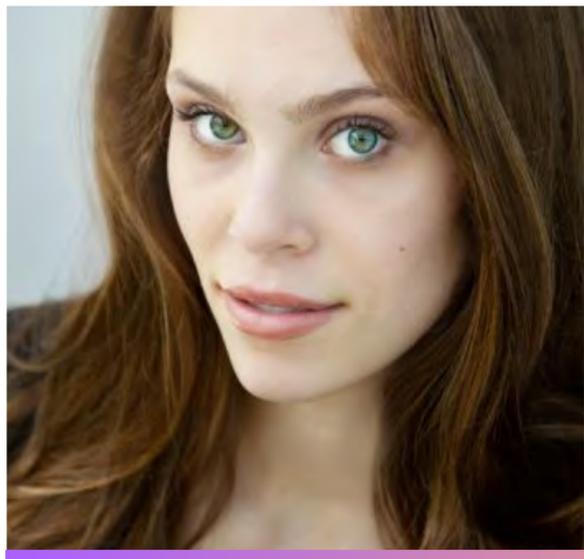
# Recovery Road

- Replaces paper monitoring by allowing users to complete daily questionnaires for doctors in-app
- Allows user to select specific goals and set reminders
- Trains users to plan meals in advance
- Provides users with user-sourced coping mechanisms
- Rewards users with surprises for eating meals and completing monitoring forms
- Links with treatment team, allowing doctors and relatives to be always up-to-date on the users' progress
- Send and receive anonymous gifts of affirmation to other users, creating a recovery community



# User Personas





# Anxious Professional

Anxious Annie battles anorexia nervosa. Annie had suffered from anorexia in high school and gotten healthy with the help of her family, but her eating disorder began relapsing a year ago after she broke up with her boyfriend of 5 years. Having always been a perfectionist and compulsive, Annie believes her eating disorder is like only one facet of a larger anxiety disorder. She has recently reached out to a therapist and is ready to tackle these issues and become healthy again once and for all.

**Age** 30

**Occupation** Producer

**Location** Manhattan

**Status** Single

Ambitious

Organized

Introverted

Perfectionist

## Behavior

- Often lies to co-workers, claiming she brought a lunch from home and will be eating from her desk rather than accepting their invitations to grab lunch at the food trucks down the street
- Keeps herself from eating food by chewing gum
- Constantly on her phone or on her computer, coordinating projects for her job; feels a compulsive to address notifications ASAP
- Appreciates order and feels a need to make things complete
- Often feels tired and faint
- Usually chooses unhealthy comfort foods like ice cream and chips when she does choose to eat

## Motivations

- Really loves her job and sees that her health is increasingly getting in the way of her ability to do her job successfully
- Wants to start dating again, but understands that she needs to become healthy and happy with herself first
- Feels guilty about hurting her parents or making them worry about her health from afar
- Wants to be able to socialize and eat with friends without having to come up with excuses or lies to hide her anorexia



# Shy Student

Shy Shawn began suffering from an eating disorder as a freshman in college. After he started going to the gym daily with his dorm friends, he quickly became obsessed with muscle definition and increased his exercise to excess levels. He also began purging meals in an effort to achieve his body ideal. Shawn can no longer ignore the physical toll that purging is taking on his body and believes it is imperative for him to become healthy before he graduates. But, he's ashamed to ask for help for a "women's" disorder.

**Age** 21

**Occupation** Student

**Location** Boston

**Status** Single

Quiet

Introverted

Empathetic

Introspective

## Behavior

- Exercises at least three times per day; running in the morning, lifting at the gym, and running some more in the evening.
- Eats and pigs out with his friends but later purges
- Has started researching treatment and reading Tumblr blogs of other men with eating disorders, but always deletes the history afterwards to prevent others from accidentally finding out
- Weighs himself multiple times a day
- Often listens to music as a way of trying to cope with his anxiety
- Uses a FitBit to track his physical activity

## Motivations

- Afraid of what his health will become once he is out on his own
- Doesn't have the energy to complete his physical exercises
- Hates the burning sensation in his throat and chest when he purges and the shame he feels each time he does
- Grades have dropped slowly over the past three years; wants to be have a good final year and make a good impression to employers
- One female friend he's confided in is really pushing him to get help



**Age** 13

**Occupation** Student

**Location** Dallas

**Status** Single

Clever

Stubborn

Outgoing

Extroverted

# Low Confidence Teen

A confident child growing up, a string of toxic friendships in middle school have caused Low Confidence Lindsay to become very self-conscious. She is constantly comparing herself to other girls at her school, and never feels skinny or pretty enough despite reassurance from her family and friends. She has begun restricting her food intake and has tried several times unsuccessfully to purge. Her parents have noticed her recent weight loss and general negative disposition and have brought her to a specialist for treatment.

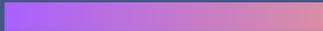
## Behavior

- Often secretly disposes of food to make it appear like she's eaten
- Exercises daily and participates in school sports in an effort to negate the food that she has eaten
- Weighs herself multiple times a day
- Often feels cold, faint, and irritated
- Adament that she needs to fit the small sizes of clothes
- Cares deeply about other aspects of her physical appearance including wardrobe, hairstyle, and make-up
- Keeps a secret diary and enjoys journaling her feelings

## Motivations

- Doesn't entirely believe that she has a problem, but is afraid of having to spend time in the hospital if her illness worsens
- Feels a strong sense of commitment to her family and is willing to get healthy for their sake
- Doesn't want her illness to negatively impact her life with friends, school, and activities
- Wants to have a normal relationship with family

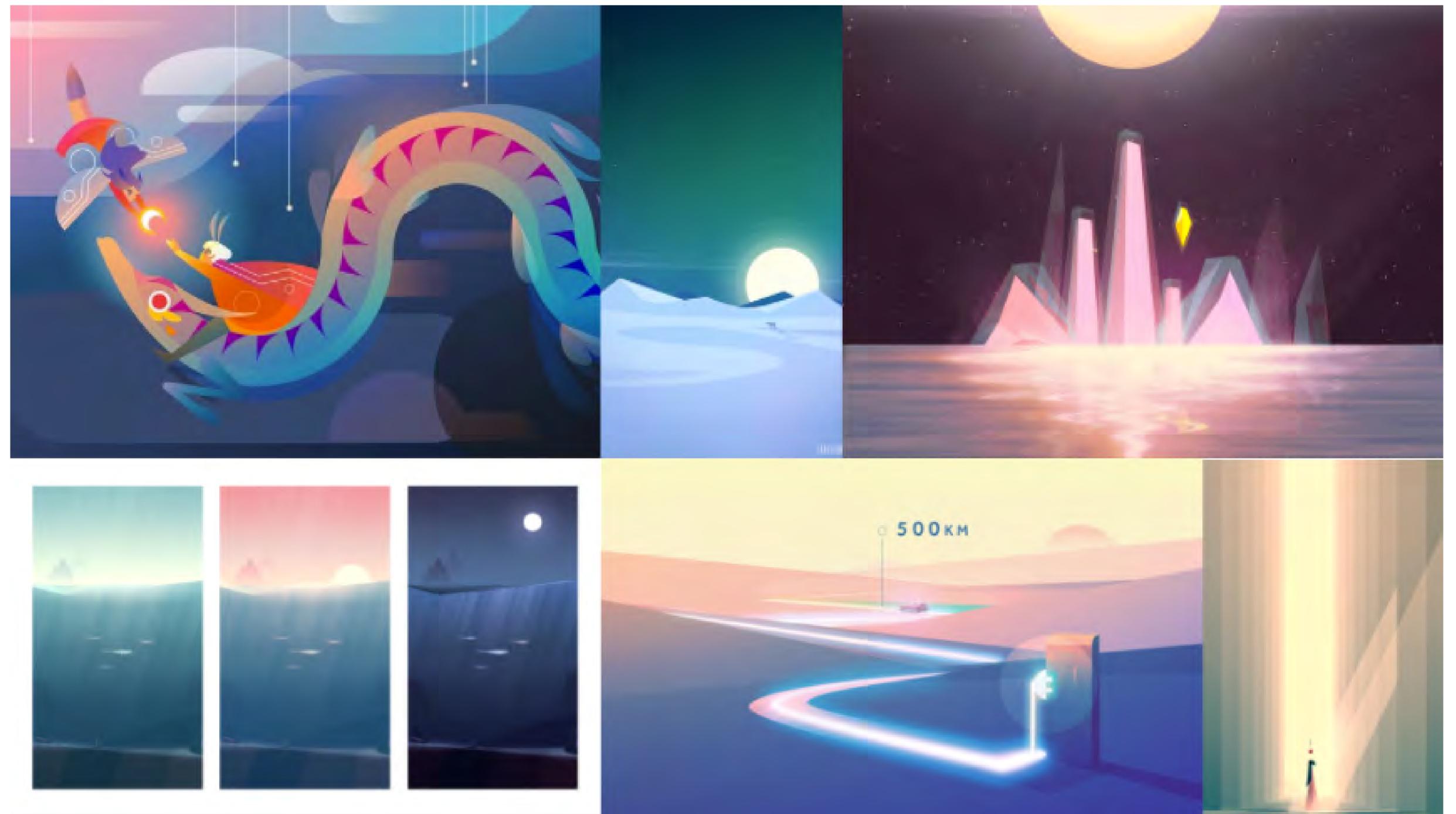
# Design



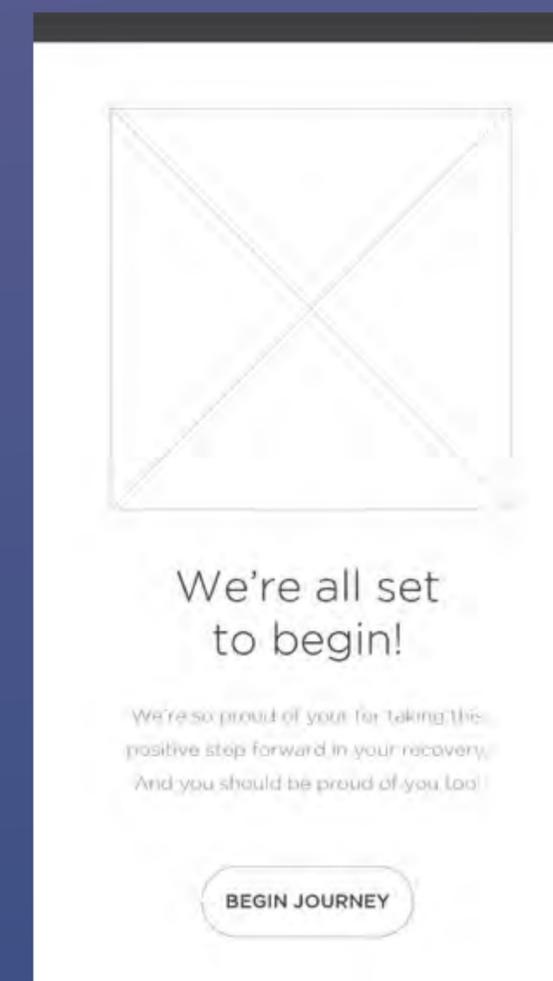
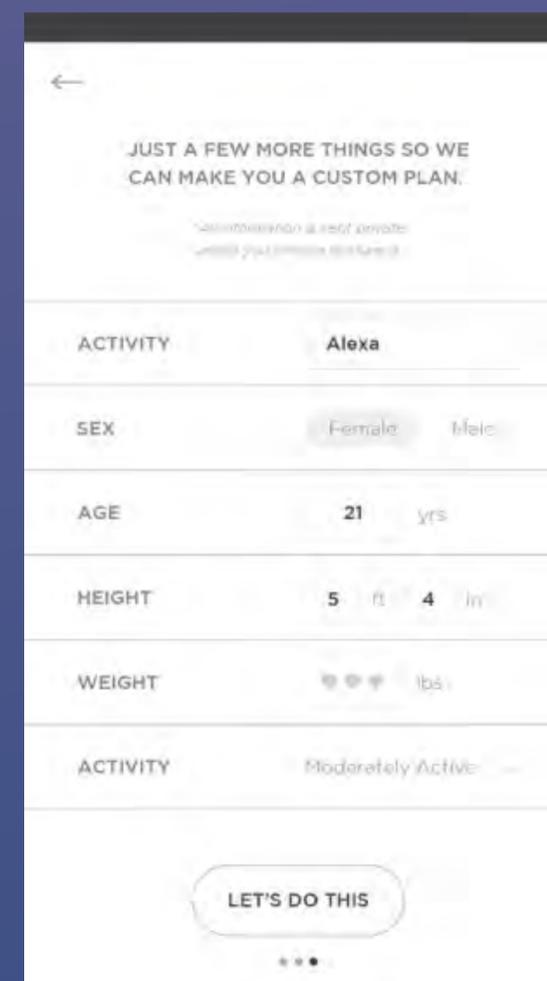
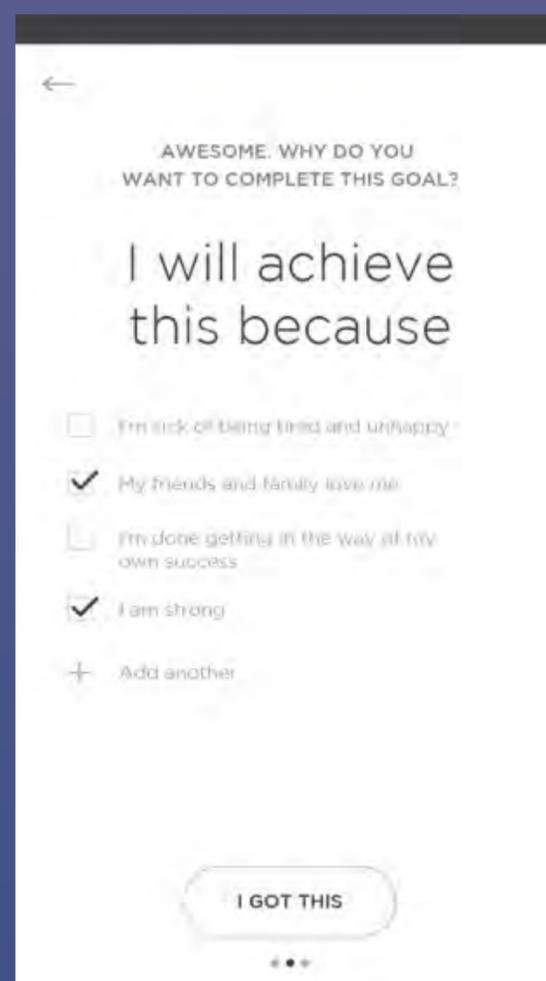
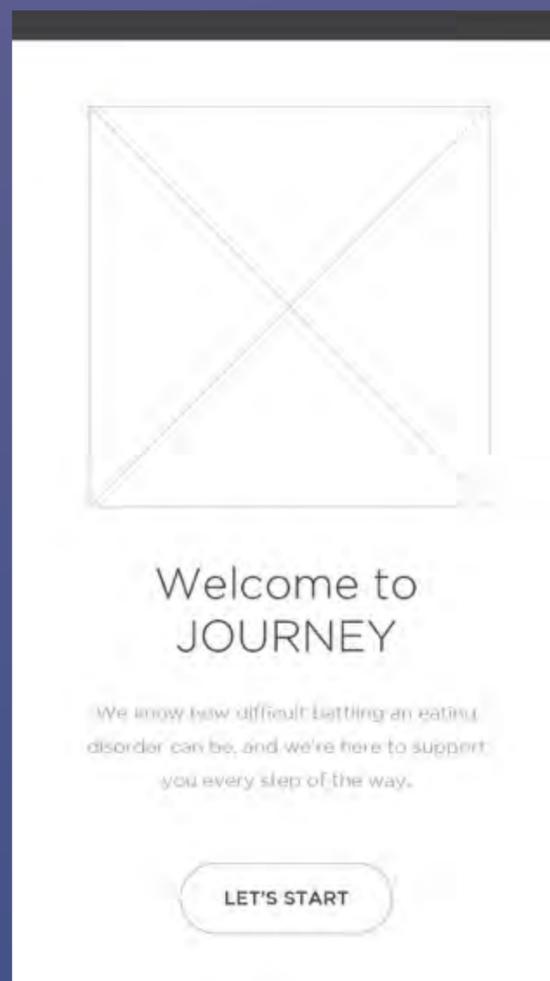
# Mood Board



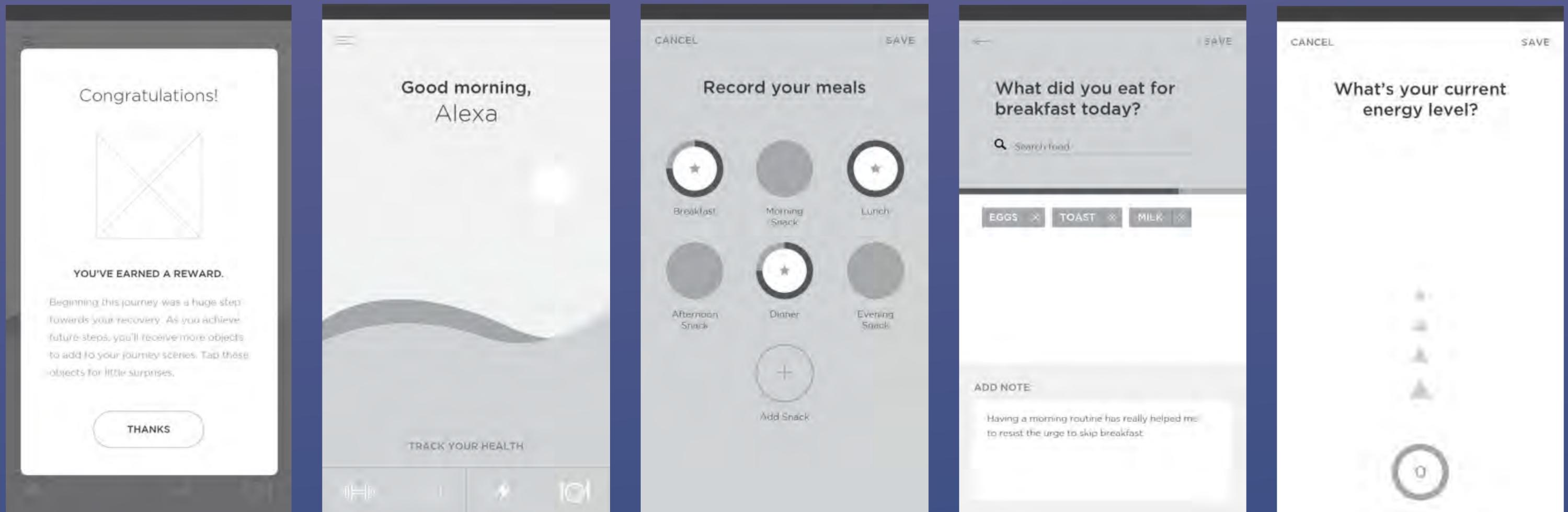
- Calming
- Soothing
- Soft
- Meditative
- Introspective



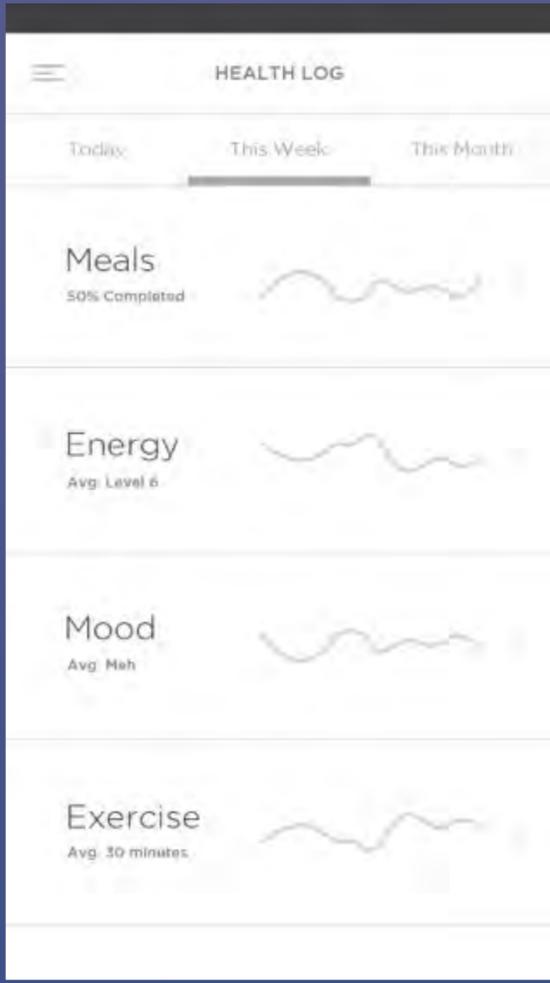
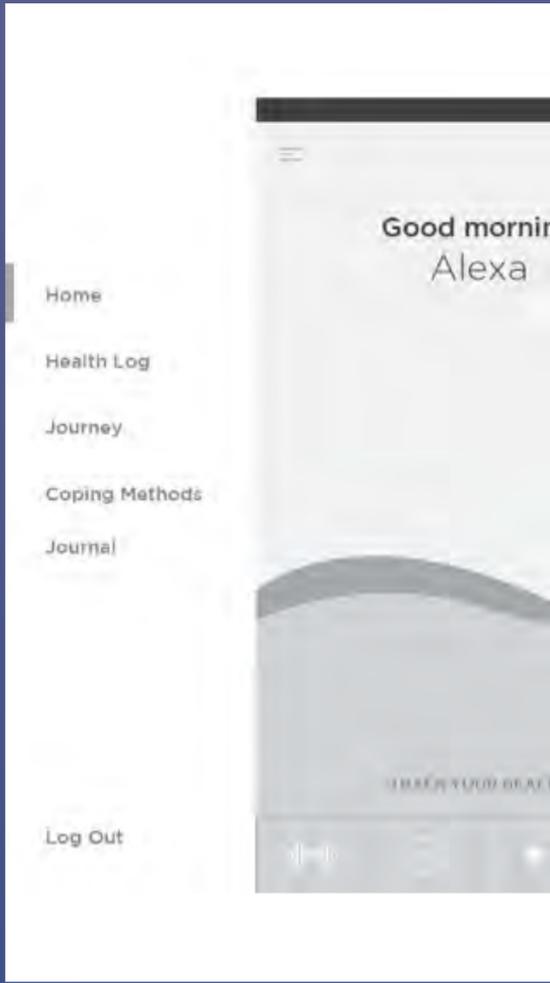
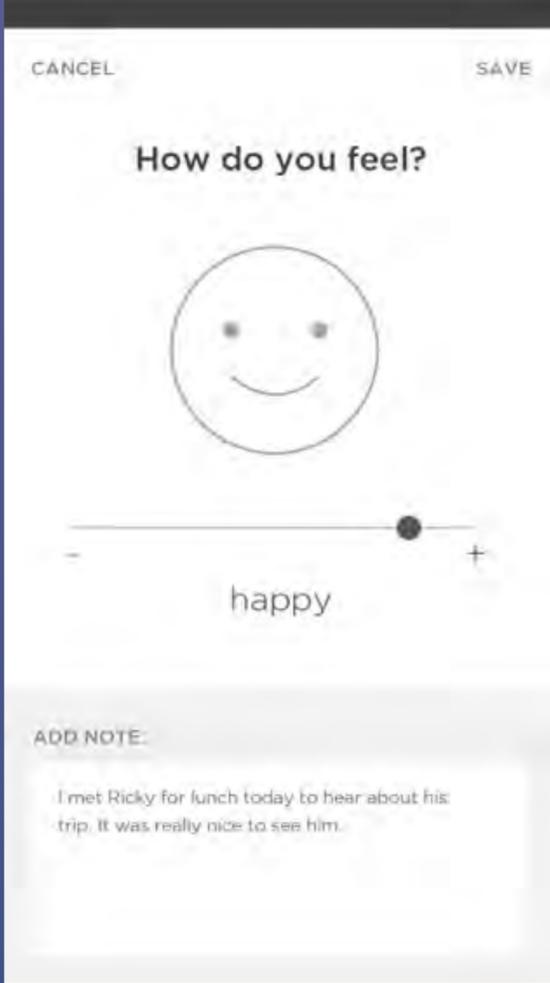
# Wireframes



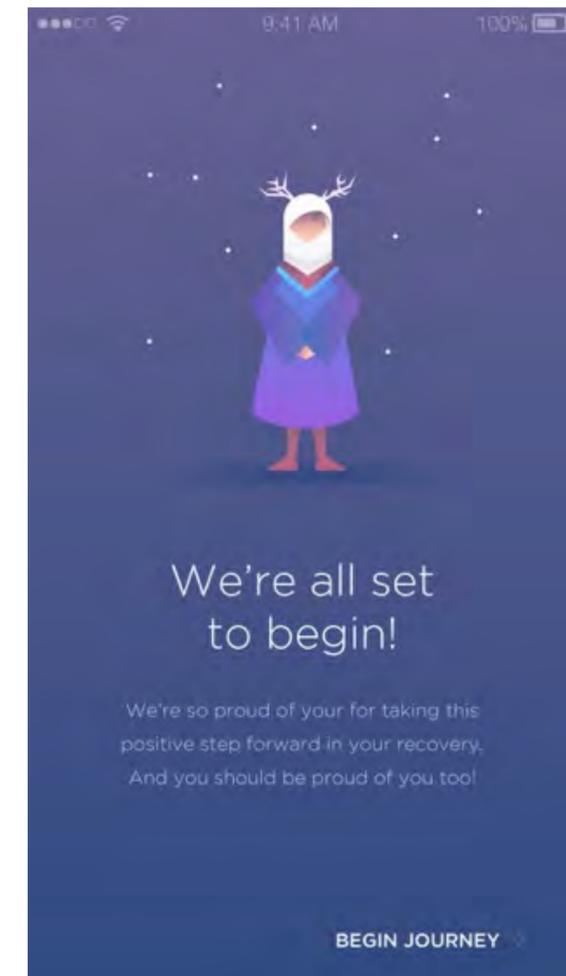
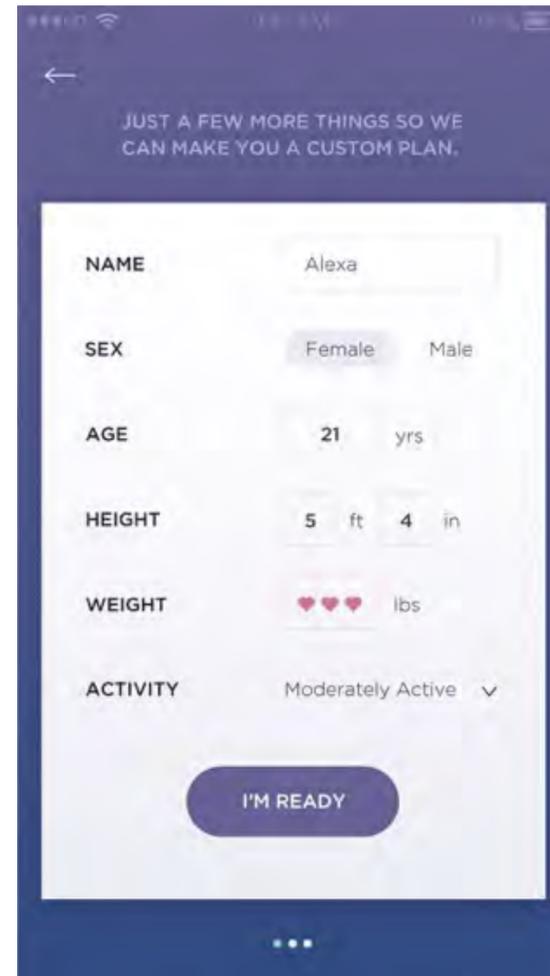
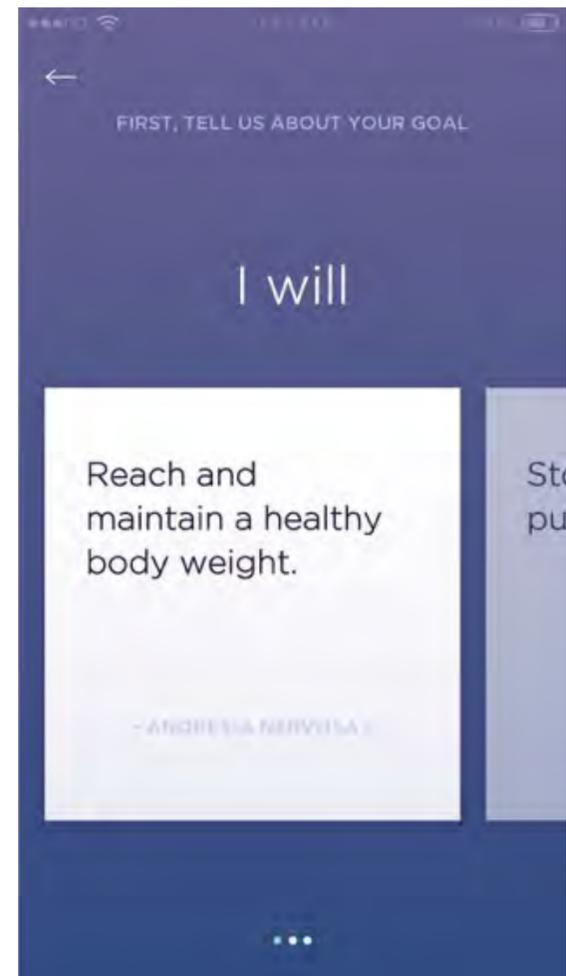
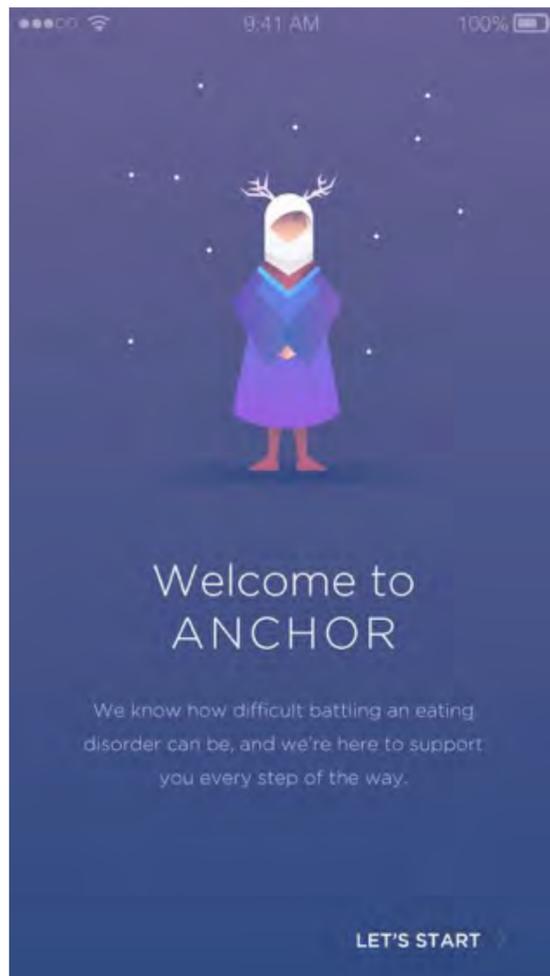
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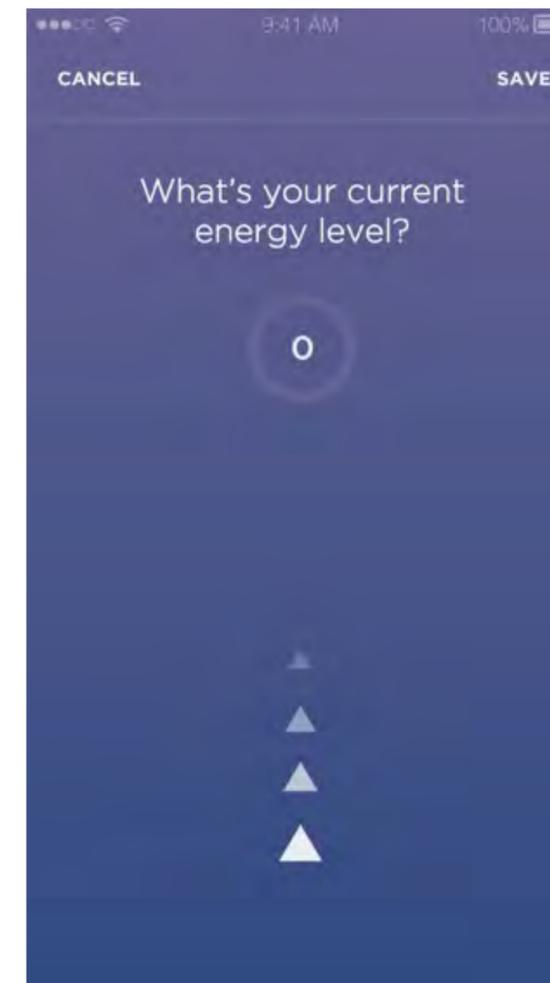
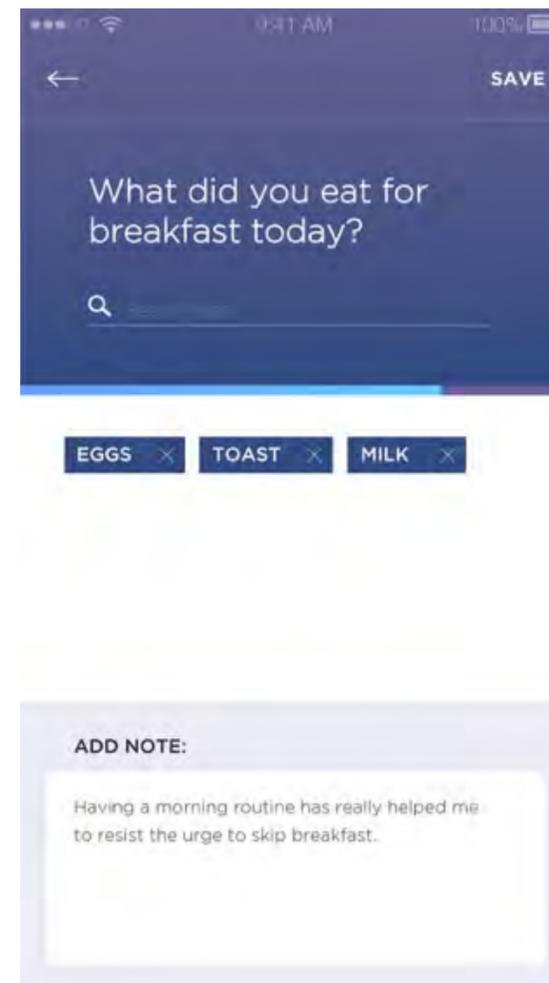
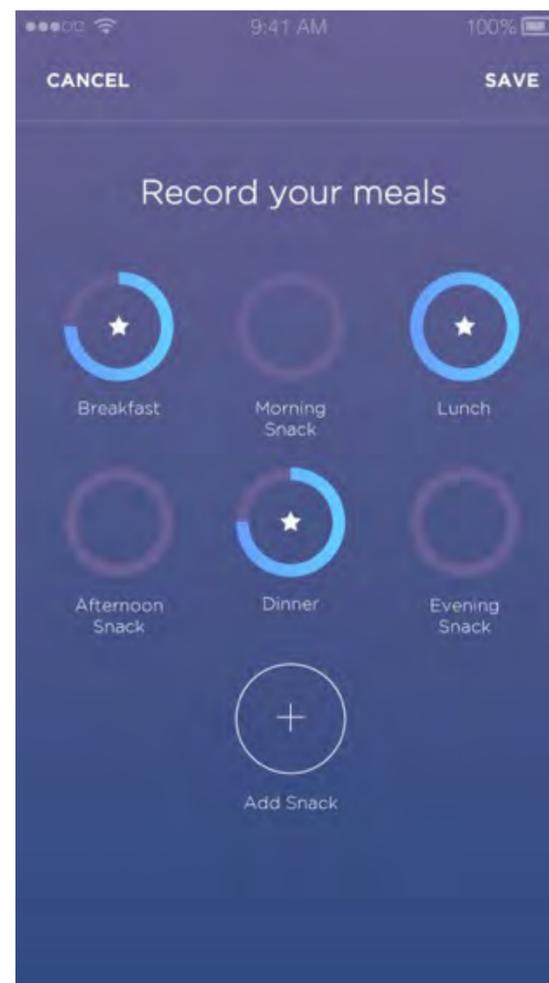
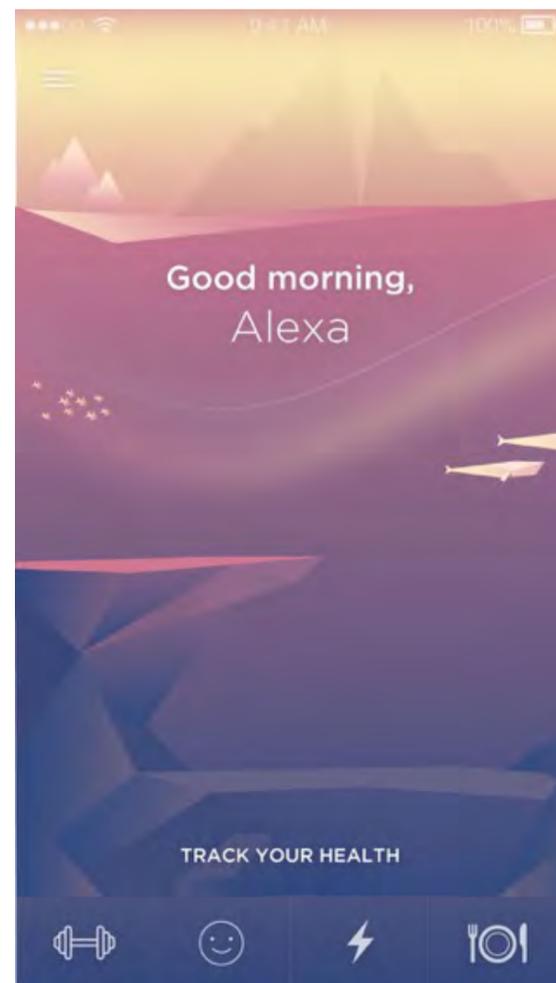
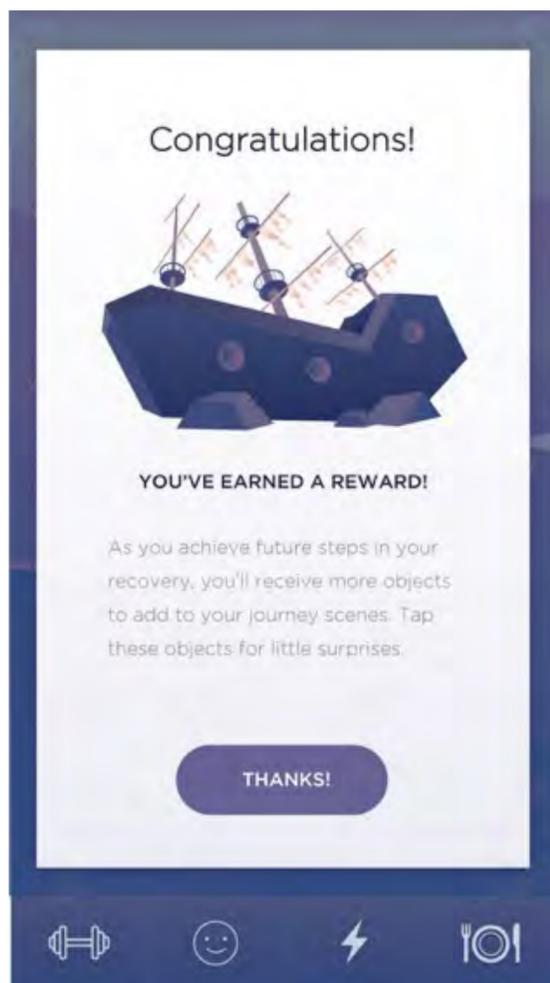
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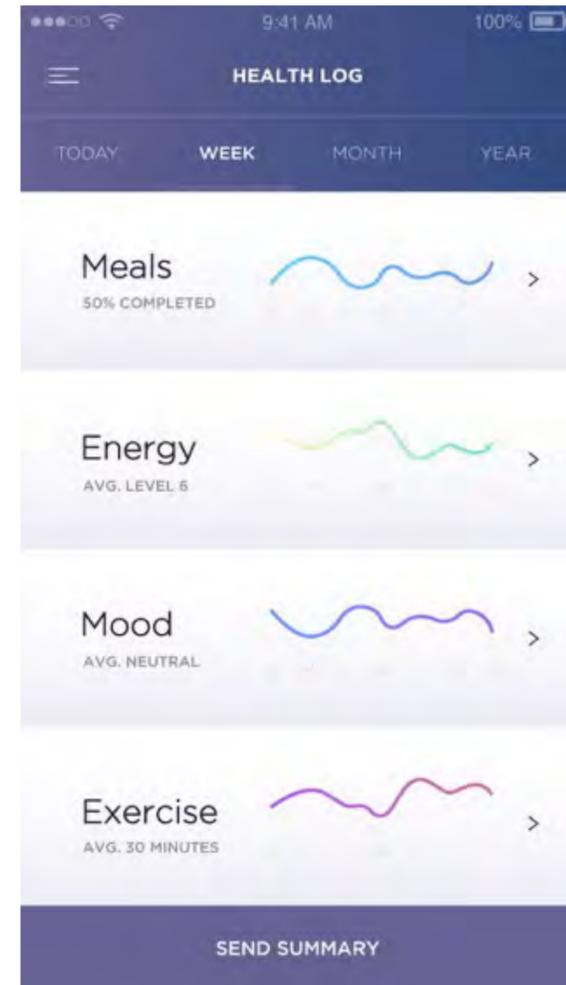
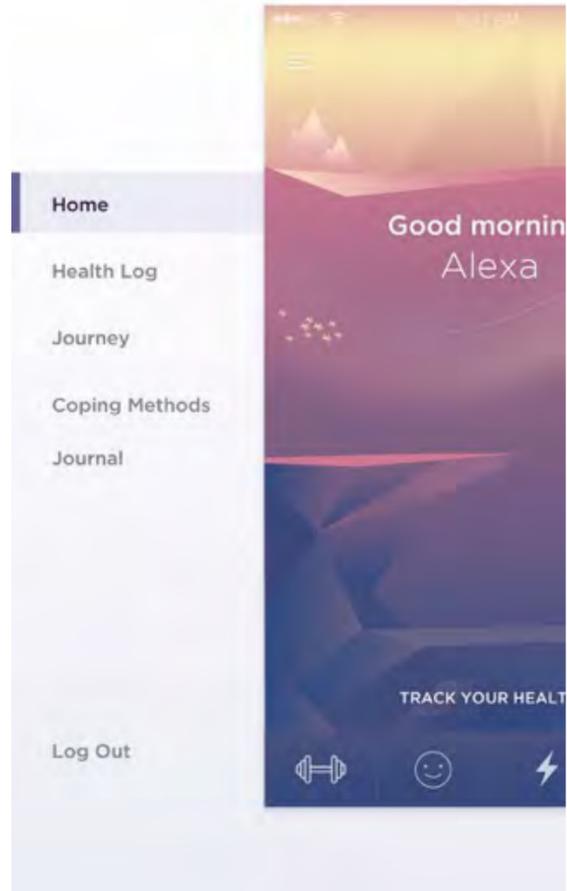
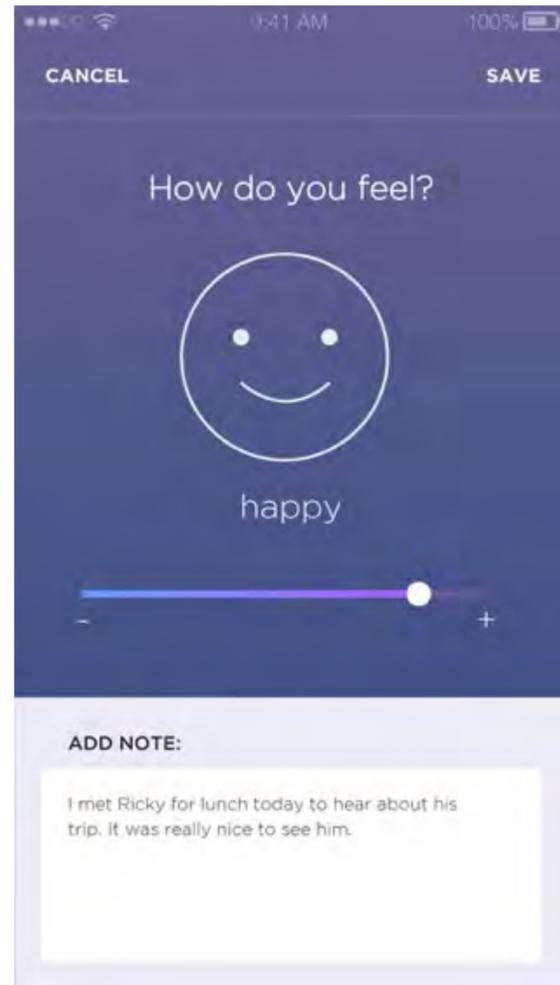
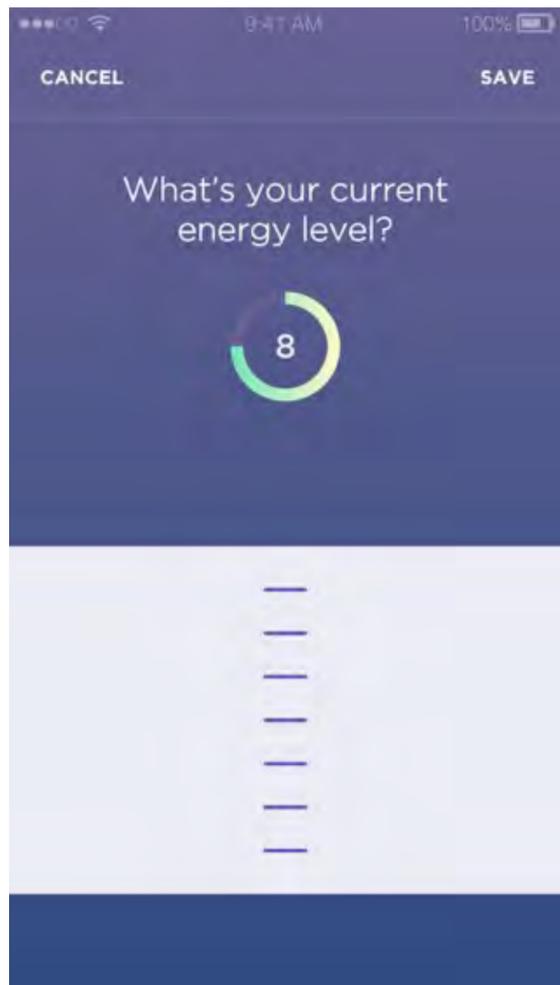
# Visual Comps



# Visual Comps



# Visual Comps



# Thank You

