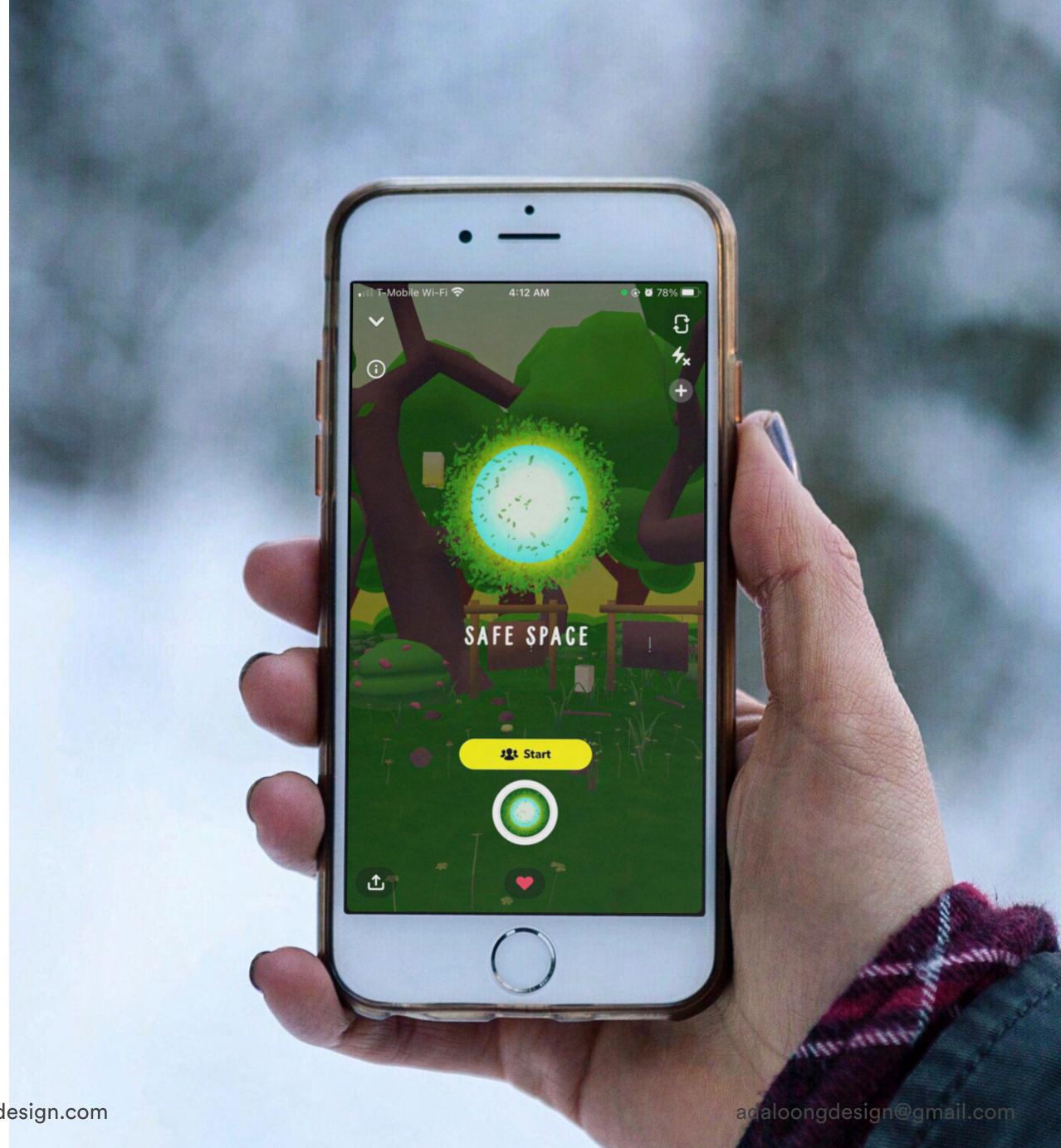


Safe Space

An augmented reality lens utilizing Snapchat's platform to create an immersive experience to improve mental health in youth.





Where It All Started

Snap Inc. and Next Shift Learning teamed up to create the Snap Academies, which are 9-week career development programs in design, storytelling, engineering, and Lens for community college students interested in the tech industry. I was fortunate to be one of the 15 participants to join the Lens program. During the program, my cohort and I developed skills in creating AR experiences using tools such as Lens Studio, JavaScript, Blender, Photoshop, and After Effects. With the skills that were developed, we collaborated as a team of two to create a lens that focuses on socially conscious themes.

SNAP ACADEMIES 2022

PRESENTED BY SNAP PHILANTHROPY & NEXT SHIFT LEARNING



SnapLensAcademy



Ada Loong CSU, Fullerton



Arsenius Adogamhe Milwaukee School of Engineering



Ethan Waldo Schoolcraft College



Ashley Guevara Long Beach City College



Fernando Rojas College of the Canyons



B. D. Macario Cal Poly Pomona



Josue Ramirez-Romero **Binghamton University**



Santa Monica College



Chrissy Stevens Santa Monica College



Kamili Saintleger Maastricht University



Yue Wang Santa Monica College





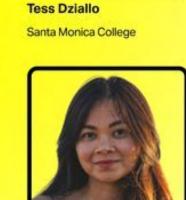
Kyle Martinez Bellevue College



Ben Knutson Co-Instructor



Sallia Goldstein Co-Instructor

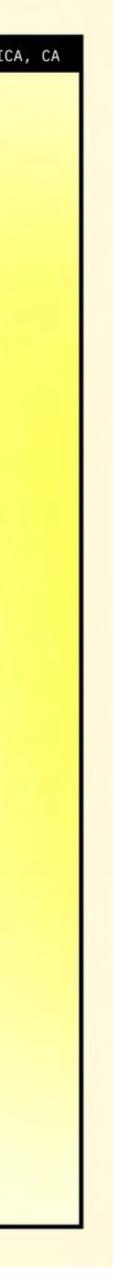


Jiashi Balisacan Coach



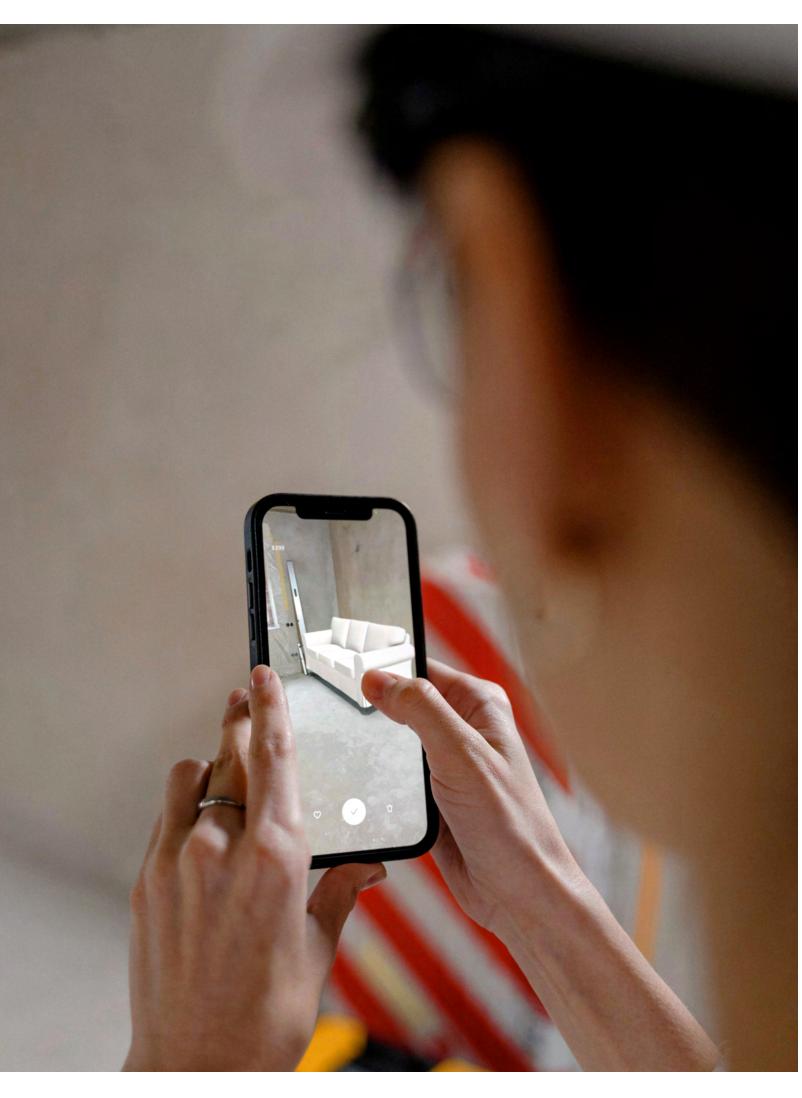
Vianey Garcia







About the Project

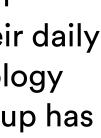


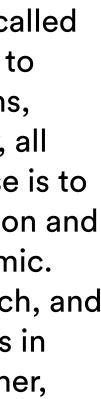
Social media has greatly influenced and transformed how people connect with each other, engage with products, and access global news.

Platforms like Snapchat have provided users with creative outlets to express themselves, share their daily lives, and find their voice. Leveraging the technology and social platform offered by Snap Inc., our group has developed an interactive augmented reality (AR) experience focused on Mental Health for Youth.

As part of this initiative, we have created a lens called Safe Space to provide a supportive environment to connect with friends through positive expressions, uplifting affirmations, and engaging interactivity, all within the comfort of your own home. Its purpose is to help combat the negative effects of social isolation and depression that have been caused by the pandemic. Our group has dedicated time to explore, research, and test the lens, ensuring its maximum effectiveness in enabling users to connect and support one another, regardless of their location.





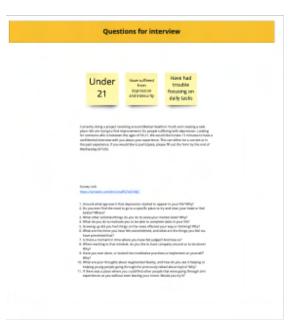




Research

We have focused our attention on youths aged 13-21 who have been isolated in their homes, away from human connections, support systems, and outdoor activities due to the pandemic. Through research, our solution to this issue is to create a similar social and safe environment for young adults to self-express. Allowing this social behavior can lower depression and help develop communication and social skills among young adults.









Hosten, Callin B. () Esquivel, Christi H. ((Searco: Substance Use & Misuse. 2019, Vol. 54 Issue 12, p1938-1944. 7p. 3 Charts.	
Purpose: The purpose of this study was to understand co-occurrence of sexual violence, substance us defendios, rates, and genders. Methods: The 2017 Youth Risk Behavior Survey sampled 14.658 high se incidence of sexual violence, substance use, and depretation and subcidality in a nationally representati	ex, and mental health in youth and see if there are differences in experiences among sensitivity students. Latert class analysis was used to understand the relationship between the sample. The model controlled for demographic and bullying covariates. Results: A four section of the sample covariates is the sample covariates and the sample covariates an
class solution provided optimal fit. Classon were low risk (51.8%); low violence, trequent substance une mental health insues(5.1%); and some violence, high substance une, and high depression and subidal Bioly to be in the three higher risk classes that their betroescal poers. Those who identified as 11 does	e, and high depression and suicidal ideation (29.7%); esperienced violence and moderate literation (13.4%). Youth who identified an accuration worth were almost 2.5.4% from:
likely to be in the three higher risk classes than their heterosesual peers. Those who identified as "I dor	n't know' were almost 3 times more likely to be in the three higher risk classes than
tetorosexual youth. Multiracial youth had higher likelihood of being in the three riskier classes compare	ed to Caucasian youth. Females were 2.5 and 3 times more likely to be in the low violence
eterosewal youth. Multioxial youth had higher likelihood of being in the three riskier classes compare one vidence classes compared to make. Constraion: The study's finding distinct classes of co-occur eactilizenes that LOB youth and binnuffracial youth were at an elevated risk of co-occurring withinizati	ring behavioral and riental health subcenes M gaps in the current literature and informs ion, substance use, and mental health problems. [ABSTRACT FROM AUTHOR]
Systematic identification and stratification of help-seeking school-aged youth with mental	Nas links disated
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Ne investigated whether a novel visitation model for school-aged youth with mental health problems to tratification process without positiens with equity in access. The visitation model was developed within tepressive separations, and/or behavioural paratelens. The model almost to identify youth with mental heart terms and the second	ased on a stage-based stepped-care approach facilitated a systematic identification and in the context of evaluating a new transdiagnostic early treatment for youth with anxiety.
noneasing severity of problems. This was accompliated using a two-phase stratification process involve and parents. To assess problems with inequity in access, individual-level socioeconomic data were obti-	ing a web-based assessment and a semi-structured psychopathological interview of the y tained from national registers with data on both the youth garticipating in the visitation and
adopround population. Allogather, 573 you'h and their parente took part in the visitation process. Seve ees deemed eligible for the early treatment, and 52 (2%) had symptome of evenes mental health proble ligible for early treatment faillied oriteria of a mental discriter. The severity of mental health problems is se resourced to parents, and older youth were identified. Thesis findings can help ensem that actions a	enty-live (13%) youth had mental health problems below the intervention timeshold, 366 () lems. Filly (PA) youth vere excluded for other reasons. Eighty percent of the 396 youth highlights the urgent need for a systematic approach. Potential problems in reaching you
less resourceful parents, and older youth were identified. These findings can help ensure that actions a	are taken to avoid equity problems in future mental health care implementations.
Developing the 'youth model' in mental health envices.	
uthor: Birleson, Peter	
Annos, AlaschairSource: Australasian Psychiatry, Feb2008, Vol. 16 Ianue 1, p22-26. Sp.	
Objective. The aim of this paper weat to review the basis of the youth model and new headquard aper descent in the youth period of this sevent issues are used on examined through dating long councils and and pspchatrists. Conclusions: As half of all mental disorders appare during childhood and wary addressors period of the. Provention research through also focus tanging or childhood and wary addressors for any dating the second second and the second sec	tions targeted through sequential assessment at pivotal stages. The current problem of ac onal funding and culture change - it is not necessary to create a new service system. Inde
here an dangers in establishing new services for 12-25-year-olds, as the 12-17-year-old population to adultification' by being grouped together with young adults, and this risk needs to be actively managed suggestees are proposed for addressing the mental health needs of young adults	 Health service planning must pay attention to developmental differences. Several
Adapting the Brief Coping Cat for Children with Anxiety to a Group Setting in the Spanish	Note the bit in the other set. The bits and the other bits of the other bits of the bits o
Public Mental Health System: a Hybrid Effectiveness-Implementation Pilot Study.	And that the weak address of the control weak of the control of the second se
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roup therapy may offer a promising solution to reducing patient waiting lists for publicly funded	
IIIIT) intervention was adapted for implementation in a group setting in the Spanish public men occeptability, and feasibility of the group adaptation of BOBT for child anviety. The study utilized a hildren and young adolescents between 6 and 15 years old, and (ii) a clinical diagnosis of general	in uncontrolled multiple group design for 8 weeks (1 h per week). Inclusion criteria w
mioren and young addictions between 6 and 15 years oid, and (ii) a clinical diagnosis of general completed (n = 33; mean age = 11 years; 42.4% females). A total of 31 (93.9%) participants comple	
participants. Overall, anviety symptoms were reduced after intervention on the Spence Children A	
Children-Revised, and Separation Anxiety Symptom Inventory. Our findings suggest that group BC	CBT was associated with beneficial treatment outcomes, was acceptable and feasible
children with analety in the Spanish public mental health system. Both participants and their care underscore the need for a larger-scale hybrid effectiveness-implementation trial of BCBT in a grou	given reported satisfaction and teerings of safety with the intervention. Results up setting throughout more community mental health centers in different Sconick st
Such work could improve patient access to and benefit from an evidence-based treatment that wo	
Animal Crossing and Covid-19: A Qualitative Study Examining How Video Games Satisfy	Next Sense a Michael Annual Annual Sense (Sense 1997)
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fee, Andrew Z H, and Jeremy R H Sng. "Animal Crossing and COVID-19: A Qualitative Study	
Examining How Video Games Satisfy Basic Psychological Needs During the Pandemic." Promiers in psychology vol. 13 8006813. 1 Apr. 2022, doi:10.3383/Ppsyg.2022.800683	
The massive popularity of the sideo game Animal Crossing: Nee Norizons (ACNN) during the pander	nic offered a unique context in which to study how video games offer a platform for
fealing with pandemic-induced frustration of psychological needs. ACNH was released on 20th Ma	arch 2020, coinciding with the early stages of the COVID-19 pandemic. It made for a
nique situation which benefited the developers greatly, as measures aimed at restricting the spre surse of the year, anecdotal evidence suggests that video games played a crucial role in helping r	ead on the while Red to people spending an increased amount of one at home. Over t many individuals through the pandemic, Some commentations suggested that obtain a
were positive distractions keeping people occupied and mentally engaged (Gault, 2020; Gregory, 2	2020; Tansi, 2021]. Despite declaring garning disorder an addictive behavior, the Work
Health Organization (WHO) during the height of the pandemic also promoted playing video games	s as a way to encourage physical distancing Kanales, 2020). To explain the surge in
popularity of video games like ACNH, some have suggested that games like ACNH helped people f uncidit connect (Leftin, 2020, Star, 2020, Kally, 2021). Spring of people access the world helding i	Feel more in control amidst global uncertainty and offered platforms where people or high-decentries, entry on dates, holding protocols, and any automatic sectors and any sectors any sectors and any sectors any sectors and any sectors any sectors and any sectors any sectors any sectors any sectors any sectors and any sectors any sectors any sectors and any sectors any sectors any sectors any sectors and any sectors any sectors any sectors and any sectors any sector
incially connect (Luften, 2020; Sting, 2020; Kelly, 2021). Stories of people across the world holding spoke about how video game platforms enabled intimate social interactions across physical distar	nces (Sanst, 2020; Luflin, 2020; Liang, 2021). Videogames such as ACNH provide a
nultitude of in-game player choices which support autonomy, social interaction features which su	apport relatedness, and in-game challenges which can faster feelings of competence
	ods of time spent indoors or at home, meant that for some, it could be used as a sou

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 Express yourself. With depression, your creativity and sense of fun may seem blocked. Built can help to do things that get your creative juices flowing. Paint, draw, or doodle. Sew; 	ut biliper
cook, or bala. Write, dance, or compose music. Chat with a friend or play with a pet. Find semething to laugh about. Watch a furney newle. Do things you can only: Even a little. Th helps turn depression around.	at Mbs
1. Notice good things. Depression affects a person's view of things. Things can seem dismal	
negative, and hopeless. To shift your view, make it is goal to notice 3 good things in every day. The more you notice whaf's good, the more good you will notice.	
if you're going through depression, show yourself some compassion and kindness. When y	-
going through a hard time, it helps to know you're not alone. Be patient with yourself. Depre blans firre to heal	eusion

adaloongdesign.com

adaloongdesign@gmail.com



Project Goals

Having clear goals gives you a clear focus on what you want the product to achieve. You can then take control of the direction of the idea and work towards achieving these goals.

Goal 01

Share Information About Mental Health

Snapchat has a large user base, particularly among younger generations who are digitally connected. This makes it accessible to a wide audience, including those who may not actively seeking out mental health resources. Interactive experiences captures users attention and increase engagement. Also, AR lenses can provide awareness and educate users about mental health conditions and coping strategies. It can provide informative visuals, statistics, and/or interactive features that help users gain better understanding of mental health related issues.

Goal 02

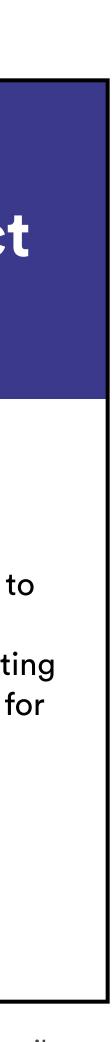
Safe Environment To Interact With

Interactive features within a lens provides a safe place and privacy to help users feel more comfortable exploring and engaging with mental health content. Lenses that incorporate positive affirmations, encouraging messages, and interactive elements can enhance users confidence, self-worth, and motivation to prioritize their mental health. In addition, lenses are able to incorporate call to action buttons that can bring users to mental health resources and support services.

Goal 03

Being Able To Connect With Others Virtually

Providing the option to invite friends in an AR lens for mental health acknowledges the importance of social support in mental wellbeing. It leverages the power of relationships to promote understanding, accountability, motivation, and help-seeking, ultimately creating a more supportive and inclusive environment for mental health discussions and activities.





Audience Persona 01

An audience persona (also referred to as a buyer persona or customer persona) is a fictional profile that represent groups of similar people in your target audience. This can help you figure out how to reach people on a more personal level, while delivering the right messages.

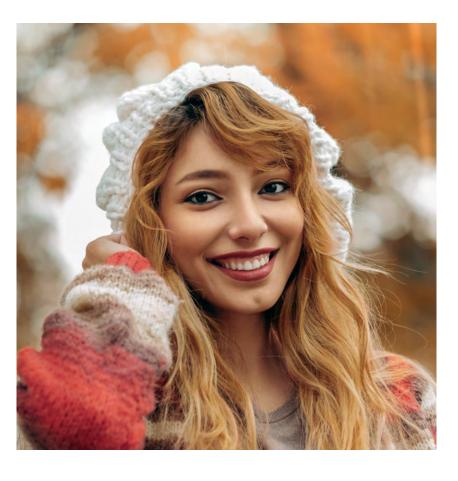
Name:	Maya Patel
Age:	17
Occupation:	High School Student
Location:	Los Angeles, CA
About:	Maya is passionate about technology and social media plate wants to create a safe and supportive environment for herse
Likes & Hobbies:	Technology, art, music, nature, outdoor activities
Personality:	Compassionate, empathetic, creative, open-minded, and hi
Social Media:	Snapchat, Instagram, and TikTok
Frustrations:	Lack of privacy/safe environment for discussing mental hea mental health and the misunderstandings that often arise, v
Their Needs:	Interactive and safe environment for exploring mental healt help better understand mental health conditions, coping str minded individuals, facilitating discussions, sharing experie

tforms for positive change. She strongly believes in the importance of mental health and self and her peers to address mental well-being.

highly motivated

alth on popular social media platforms. She is concerned about the stigma surrounding which make it difficult for individuals to seek help or openly discuss their struggles.

Ith topics without fear of judgement or stigma. Additional educational resources that can trategies, and techniques for self-care. Having a community and connection with likeences, and providing support for each other.





Audience Persona 02

An audience persona (also referred to as a buyer persona or customer persona) is a fictional profile that represent groups of similar people in your target audience. This can help you figure out how to reach people on a more personal level, while delivering the right messages.

Name:	Ryan Thompson
Age:	21
Occupation:	Marketing Assistant
Location:	Seattle, Washington
About:	Ryan recently graduated college and entered the profession well-being in their own life and the lives of others. Ryan beli accessible and engaging resources for mental health.
Likes & Hobbies:	Photography, yoga, meditation, yoga, literature, travel
Personality:	Empathetic, introspective, driven, motivated, good listener,
Social Media:	Snapchat, Instagram, and Twitter
Frustrations:	Lack of authentic mental health content on social media pla There are limited accessible resources that are convenient v
Their Needs:	Providing reliable and evidence-based information can help enhance their well-being and provide a unique learning exp

onal world. He has a strong interest in mental health and is passionate about promoting elieves that technology, such as augmented reality, can play a significant role in creating

r, adaptable, and supportive

latforms that encounter misleading information and does not provide meaningful support. within social media apps and lack of personalized and interactive content available.

p deepen their understanding. Interactive experience can add as an activity/tool to perience.

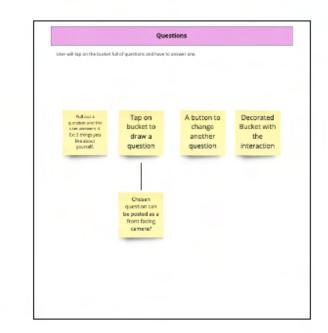




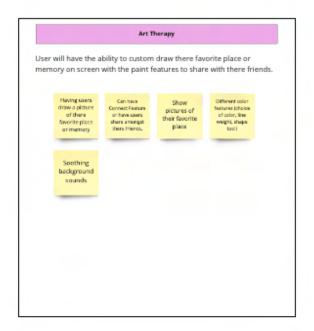


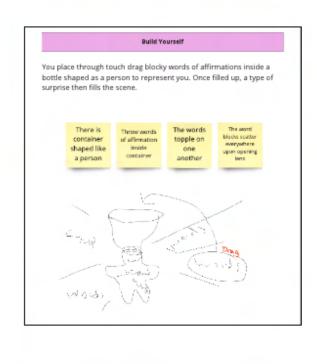
Concepts

As a team, we brainstormed various concepts that we believed would have the greatest impact, as well as the most feasible with our given time.

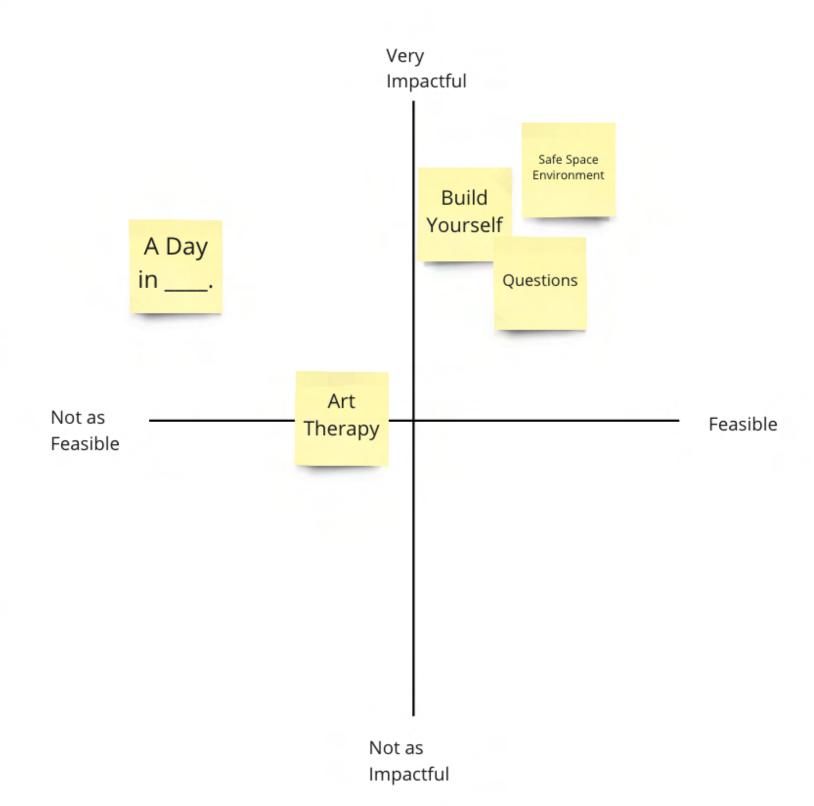


	ronment. Alon; at allows you t		irmations, and a our friends.
Change background with taps	Soothing music	sound Effects	Affirmations when laying down
Animated animals	animated Text	interactions of world with taps (IE Rowers)	trappengion a nanaé causes a condom afformation is appeor as if it to consiling from antistal
Southing environment	Interaction Institutes to display things in environment Isotoing up your own onvironment		





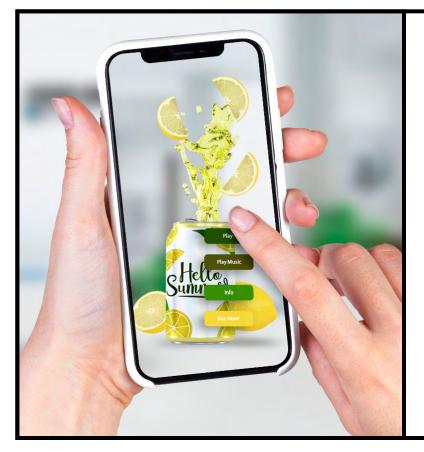
Walk through infinite scenery (stroll in the park) ASK BEN	affirmations pop up from different places as you walk	joystick used to walk forward	Day and night feature	
Sounds	Environmenta:	_	-	
effects for day/night	Park, Forest, City,etz.			





Design Solutions

Here we will find creative solutions and design styles that help you target your goals. Keep in mind that these solutions can be changed throughout the sketch and design process.



Interactive features will include users to help manage stress, anxiety, and improve their overall mental health. Features will include positive affirmations, moveable objects that can be use for creative use, send positive messages, and facts on mental health to provide a fun and educated experience. The lens will also have a front facing lens for users to interact with and see themselves.



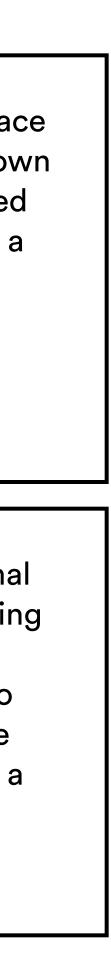
Using the connected feature on lens studio will allow users to have the option to participate with their friends. This feature allows users to establish a support system by engaging with someone they trust from their Snapchat friends list. It creates a safe environment where friends can connect and come together with a supportive manner.



Environment will be a secure and immersive space that surrounds users all in the comfort of their own home. 3D models and sound will be incorporated to build a unique environment for users to have a immersive experience.



From our research, simulating a game like Animal Crossing by Nintendo is one of the biggest coping mechanisms due to its social life simulation. A player is free to build on their own island and do anything they wish within the parameters of the game providing a creative space that promotes a calm, positive, and stress free zone.





Moodboard

This moodboard follows an Animal Crossing theme to create a safe environment for Snapchat users to immerse themselves in with friends.

Direction:

This direction aims to create a peaceful feel within a 3D game-like environment. The combination of the elements can create a peaceful experience and provides many interactive activities for users to enjoy together.

Color Palette:

Color palette consists of nature like colors to give a sense of freshness, serenity, and vitality to the environment. Each color and shade represents a outdoor object.

Typography:

A playful san serif font complements the tranquil outdoor setting while maintaining a modern and approachable appearance.

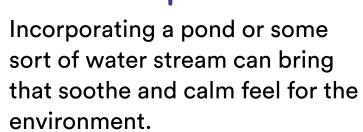
Please note font and colors may change in the design process.

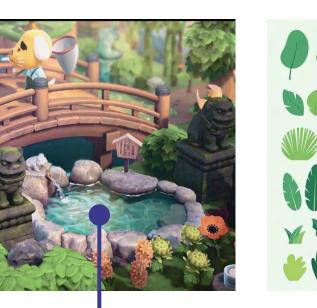
Animals can be added into the environment and act as touch points for interaction.

> Surrounding users with affirmations can improve mental health and uplift negativity.

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Cobul Beneti Boldface					
Beachball	Toybox				
0 \$ \$ \$ \$ \$					

Fun and whimsical fonts give a sense of playfulness and follow the Animal Crossing theme.

Lanterns, bamboo trees, and a heat source brings warmth and comfort.



be kind •to yourself. JON ACUFF









FEARFUL FRANKS

Rainy April

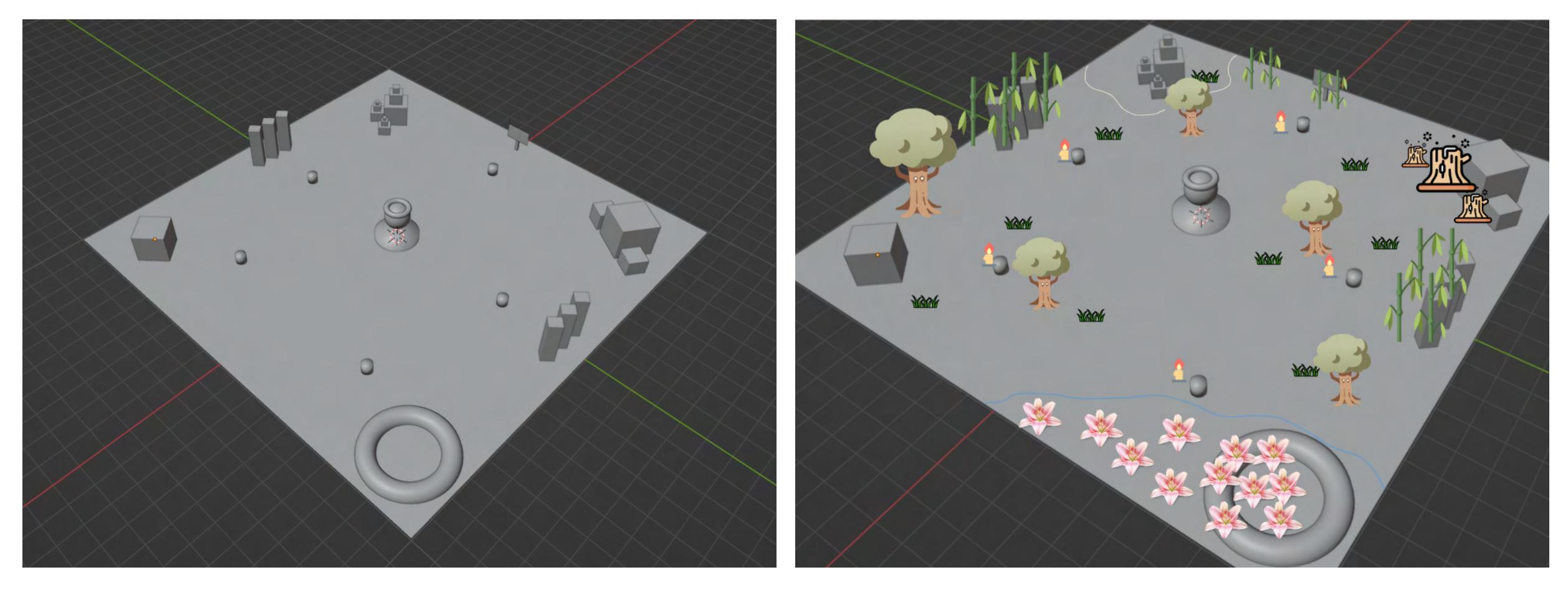
Elgerperty

HallElujaH

Using different foliage can enhance the visual appeal and bring the environment to life.



Blueprint



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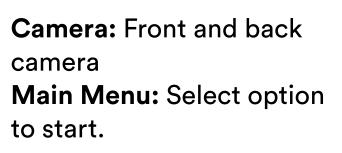


Storyboard

00:00



Camera: Front and back camera Launch: Loading screen with name and lens icon.



Safe Space

Start Solo

Start with Friends

Start with Friends in Your Room

.ul 🗢 🗖

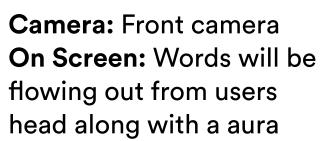
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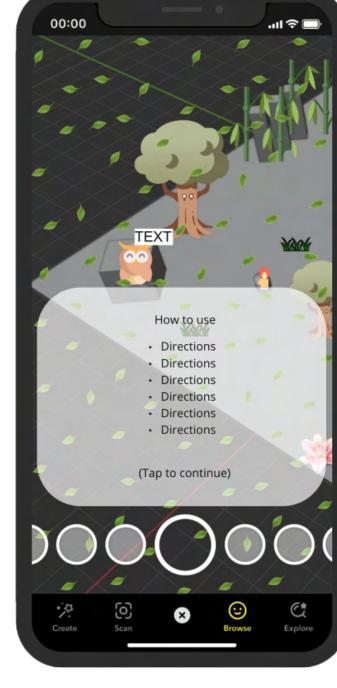


Camera: Front camera Trigger: Tap Action: Closes information bubble.

effect.





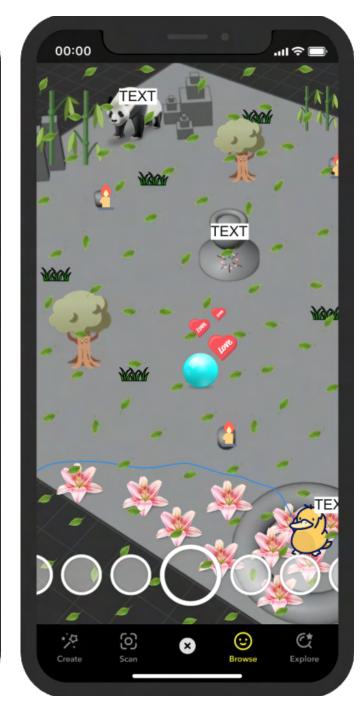


Camera: Back camera

with the environment.

Action: Directions will pop

Trigger: Tap

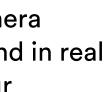


Camera: Back camera Action: Walk around in real life to navigate your up to learn how to interact surroundings.



Camera: Back camera Action: Walk around in real life to navigate your surroundings.

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Environment

Model

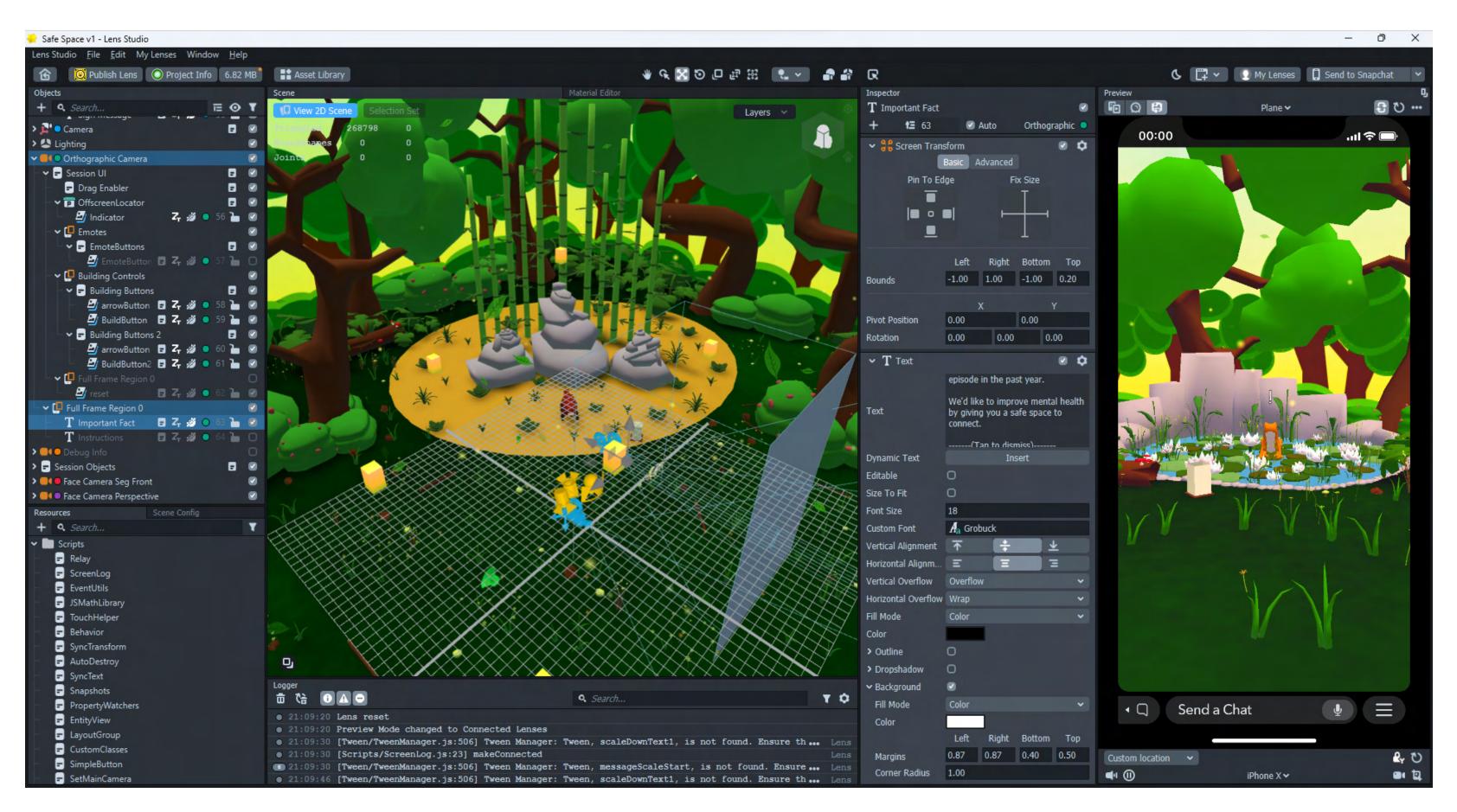
The designer was in charge of texture (images applied to the model to break the uniform appearance of an material), materials (optical properties of a model such as color, dull, and/or shiny), and model manipulation for this project.

Prototype

The lens is built in Lens Studio, an augmented reality software made by Snap Inc. where artists and developers can build AR experiences.

In this stage, the designer will take the concept and assets for usage in Lens Studio. Models (including textures and materials), images, lookup tables, and any other resources will be put together into one scene to create the final outcome for users to use on Snapchat.

The lens will go through publishing where the designer will add basic information and keywords for visibility for Snapchat users to find. When submitted, Snap Inc. will verify the lens for users to use on their devices.





Safe Space Lens

Once Snap Inc. has accepted the submission, Snapchat users are able to access the lens through a unique Snap QR Code or link that will automatically open the lens in the Snapchat app.





Scan QR code to try lens. Link: Safe Space



Thank you!

Ask any questions or contact me through the provided information below.

