

# EVERT HOOGENDOORN IJSFONTEIN



# CREATIVE PRACTICE MOVING STORIES



# CONTEXT

## Mental Health Literacy

- cause of death #1 for teens
- help available, but...
- ... seeking isolation is one of the symptoms
- hard to recognise
- scary to take responsibility

# CONCEPT

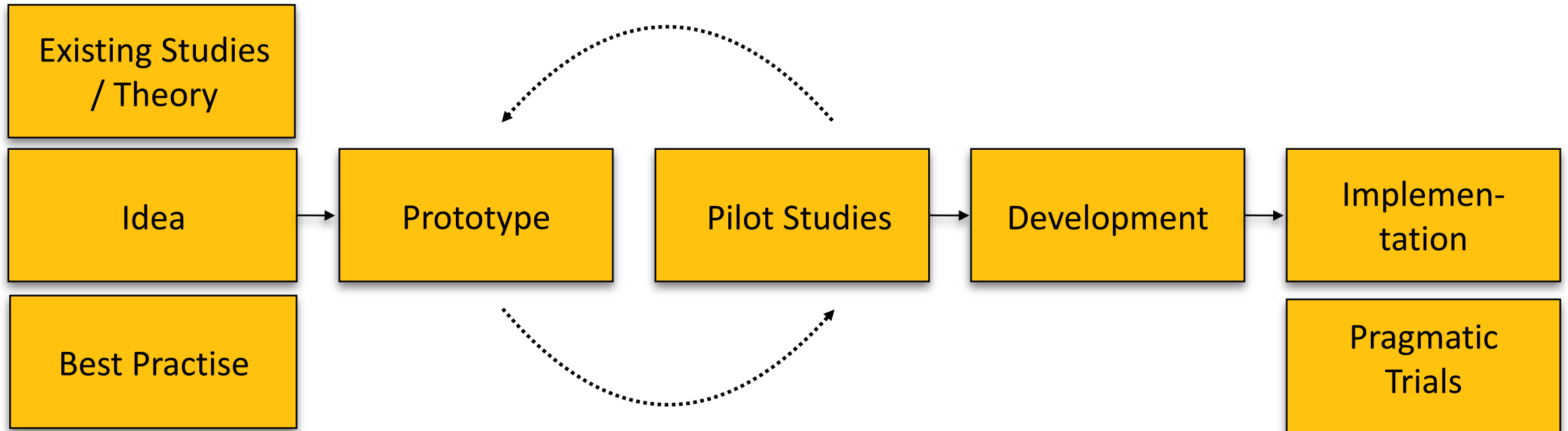
- mobile game
- 13-15 yr
- class-based single player
- 5 days, 10 min gameplay, 6 hours feedback
- Experience-expert debriefing

# INTRO-VIDEO MOVING STORIES



media1.mp4

# PROCESS





# PROCESS



# PROCESS

5 iteration rounds

- 120 target audience
- 12 therapists
- 35 researchers
- 60 'other' experts





# VALIDATION

Integrated with development

- experience
- effect
- validation



# THANK YOU

