



THESIS IDEAS: PHASE 1

CLIENT Michael Salamon
PROJECT Brand Identity Package
DATE 28 October 2014
DESIGNER Carly Dutch-Greene

Carly Dutch-Greene
design@carlydg.com
608.444.8063
www.carlydg.com

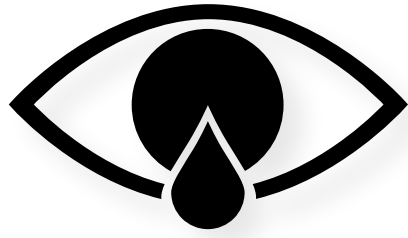
PROBLEM



Everyone experiences physical pain and discomfort. We constantly look for quick fixes but in doing so we often avoid finding the cure for whatever may be causing it.



CAUSE



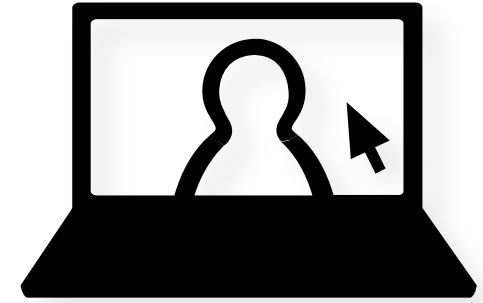
The issue is this: Our society avoids dealing with our deep rooted issues and as a result, we (often) begin experiencing physical discomfort.

QUESTION

“How can interactive design platforms create an avenue for sharing and educating the population on the connection between emotional and physical pain?”



SOLUTION



Design a digital community where individuals share personal experiences of healing.

Through these stories, create an avenue where people can develop a better understanding of how our emotions play a critical role in our health.



SOLUTION CONT'D



I plan to use a responsive website as a means of solving the design problem.