# COLOR SPLASH

## Self-heal

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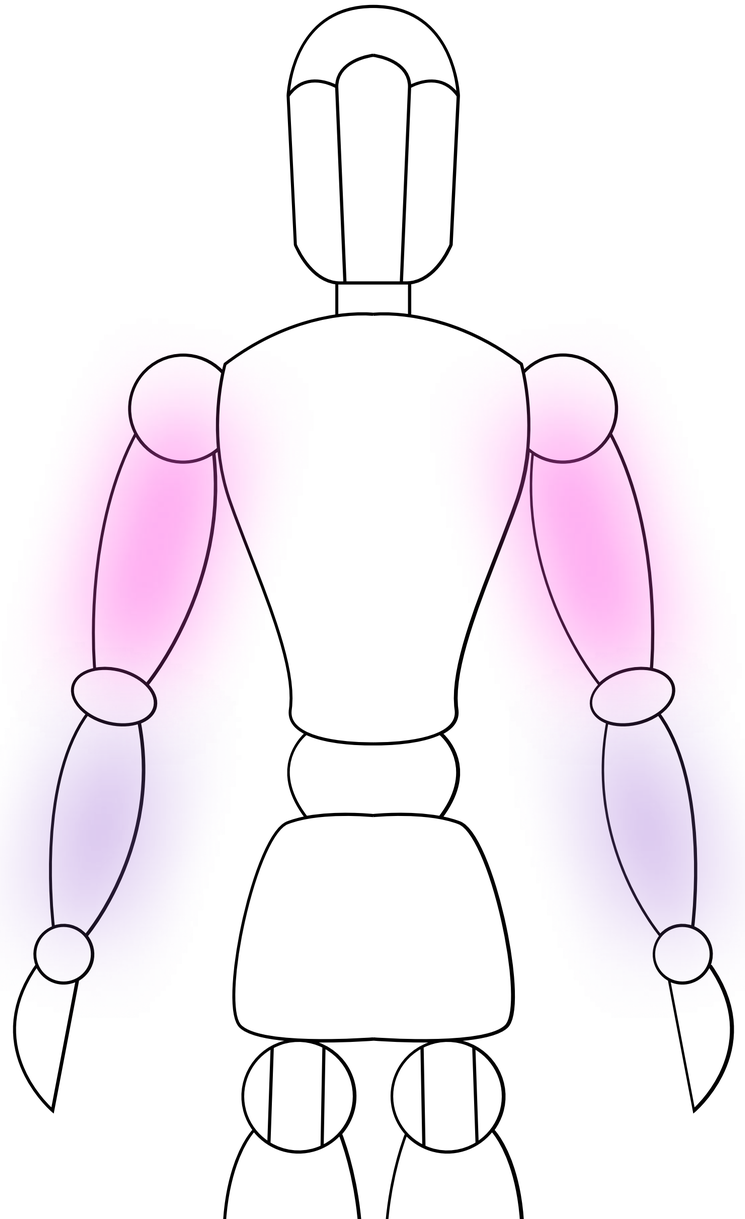
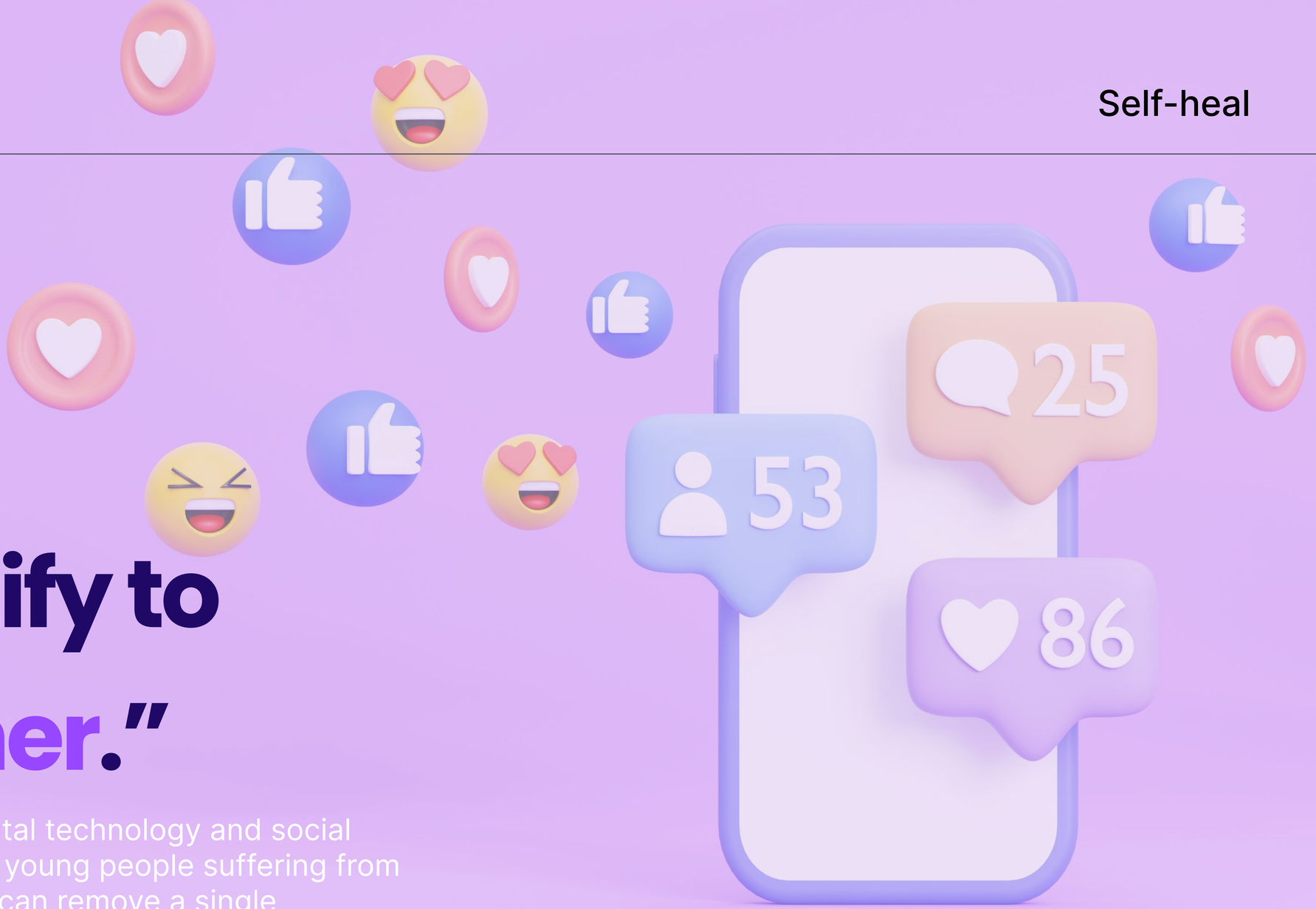


# Introduction






“I think

**it is beautify to**

**look like her.”**

We look forward to utilising digital technology and social media to provide a platform for young people suffering from body image anxiety today that can remove a single standard and increase their self-identity.

# What causes body image shame?

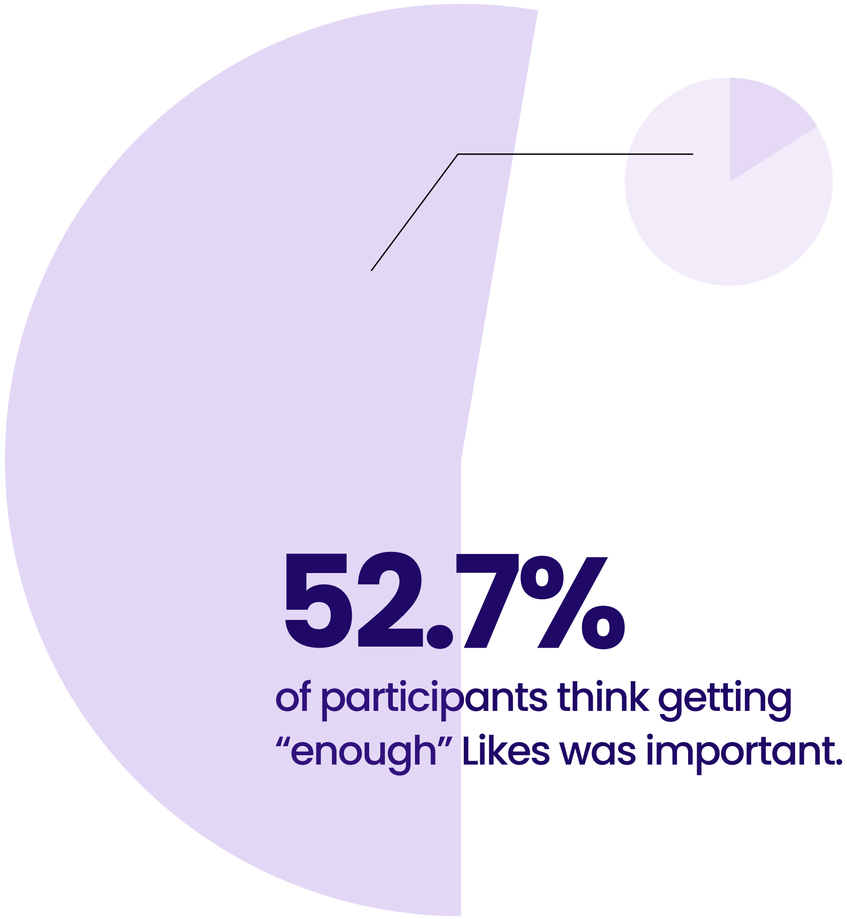
Desk research

## 22% UK adults

**said the images on social media will make them feel body image anxiety**

# What is in a Like?





**52.7%**

of participants think getting “enough” Likes was important.

**16%**

will judge themselves based on the number of likes.

**42.5%**

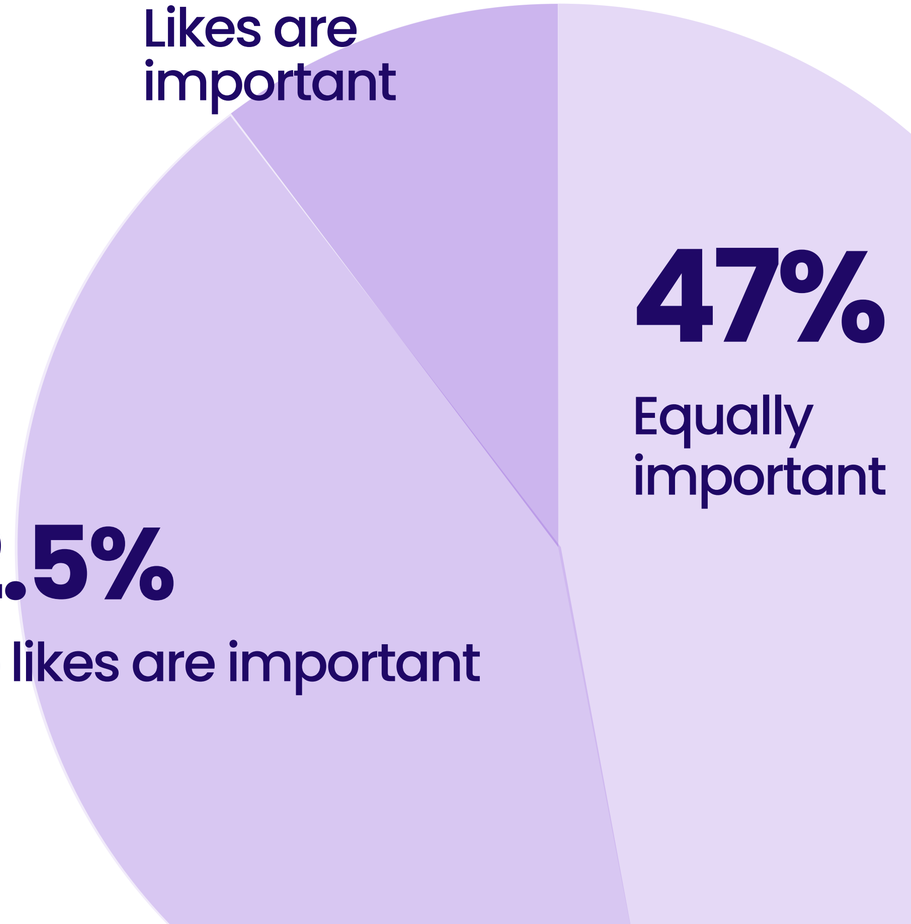
Who likes are important

**10.5%**

The number of Likes are important

**47%**

Equally important



# What is in a Like?



### Gain recognition through likes

People want to gain recognition through the number of likes, so more likes means being recognized by more people.

### Unavoidable herd behavior

People often follow trends because others do the same. Especially with posts receiving many likes and positive comments. Therefore, the underlying reason for this behavior is the fear of missing out (FOMO).

### Single aesthetic standards

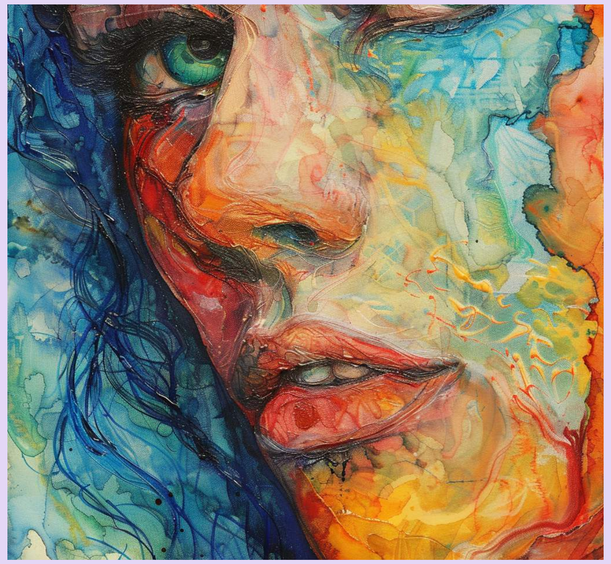
When a style got more likes, people's definition of beauty changes accordingly, leading to the formation of a singular aesthetic.

# How Might We
# help people in their 20s
# realise their body image is
# unique
# rather than impacted by
# more likes posted on social media?

# Art therapy



Individuals can better express their understanding and feelings about their own image through painting, thereby alleviating body anxiety and improving self-acceptance.



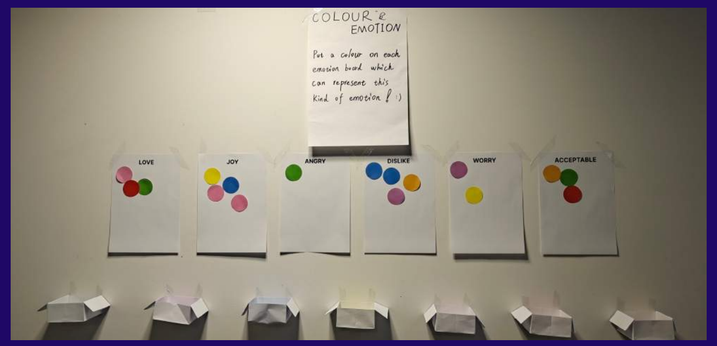
# What is color theory?

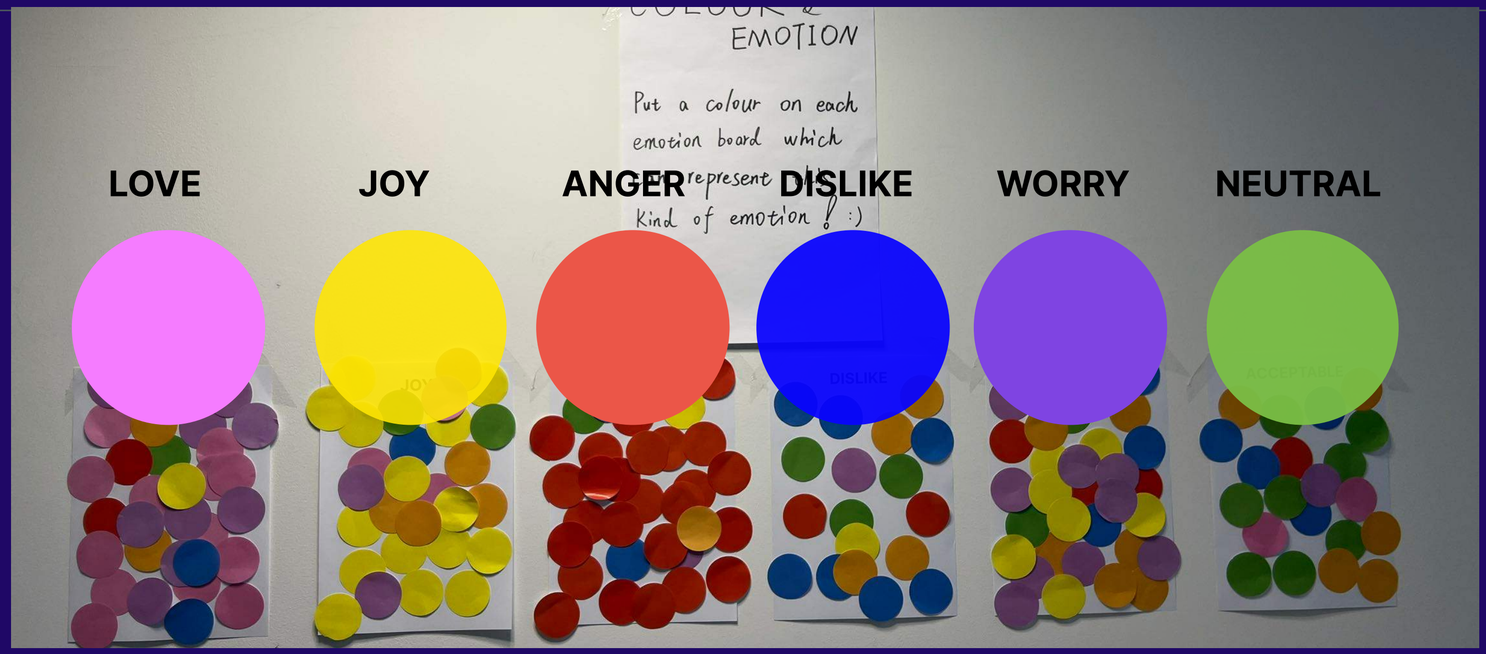
Color theory is the study of how colors work together and how they affect our emotions and perceptions.

As we encounter situations in our daily life, our memory is shaped by some of these experiences and our brain associates emotions to them.

Because colors are present in our environment, an emotion-color association takes place.

# Why need testing?




1/CREATE EMOTION BOARDS AND BASIC COLOR STICKERS

2/INVITE PASSERSBY TO PLACE COLOR STICKERS THEY THINK REPRESENT EACH EMOTION ONTO THE CORRESPONDING EMOTION BOARD {EMOTIONS INCLUDE LOVE,JOY,ANGER,WORRY, DISLIKE,AND NEUTRAL}

3/WE COUNTED THE MOST COMMON COLOR IN EACH EMOTION BOARD

4/WE GENERATED THE FINAL EMOTION COLOR CARD

# Website or App?

### User perspective

Users can access the website and play the coloring game without the need for downloading and installing, regardless of the device they use.

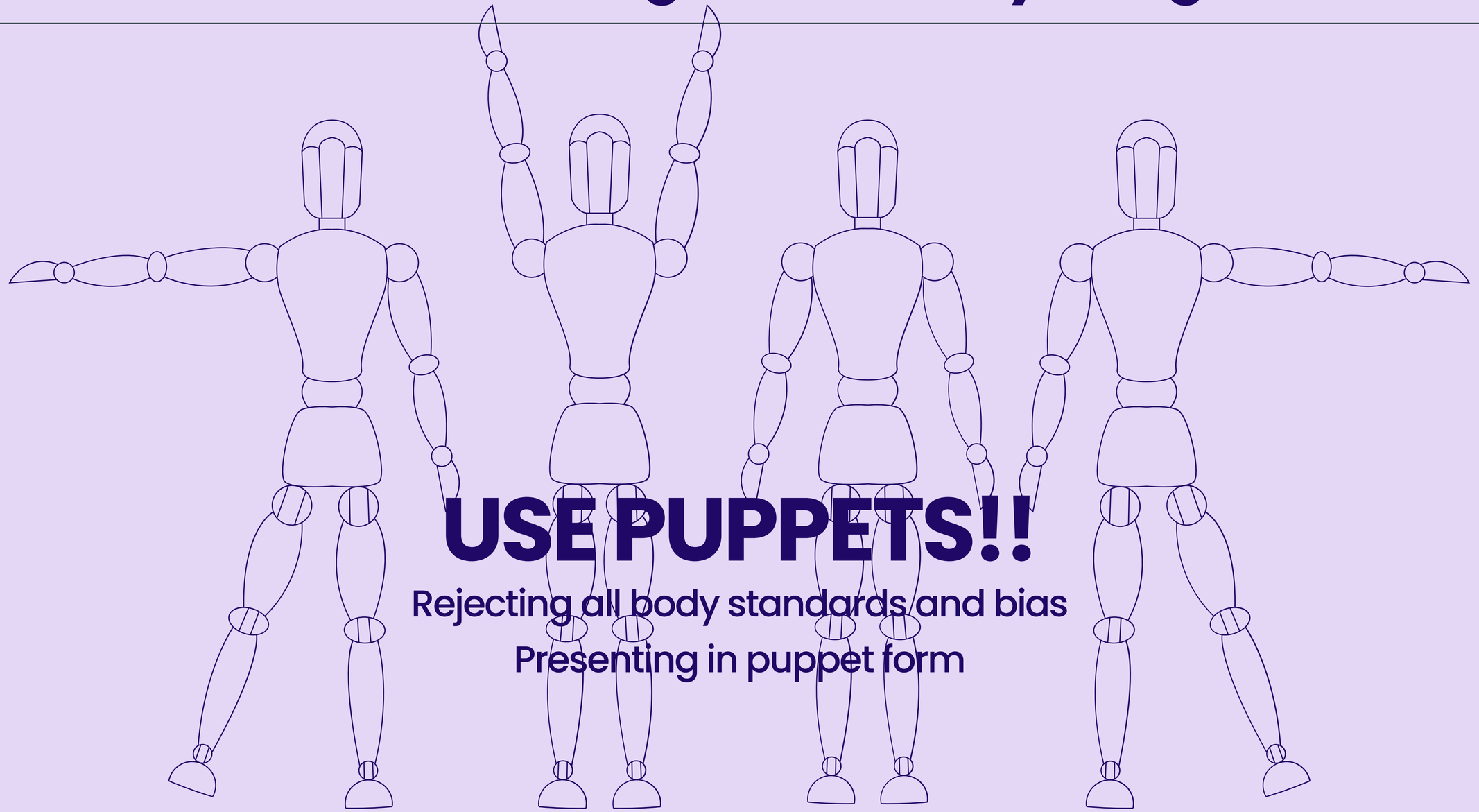
### Developer perspective

Lower development costs. Creating a web-based game typically costs less than developing an application. With a web-based game, there's no need to write different code for multiple platforms.

### Social perspective

Web-based games can attract more women worldwide who are concerned about body image. They can personalize colors to create their own models , reaching a wider audience.

# How do we avoid showing biased body image?

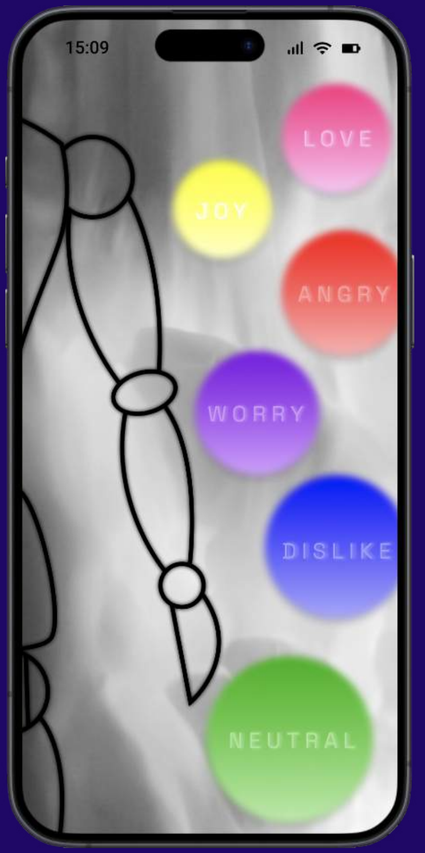


## USE PUPPETS!!

Rejecting all body standards and bias

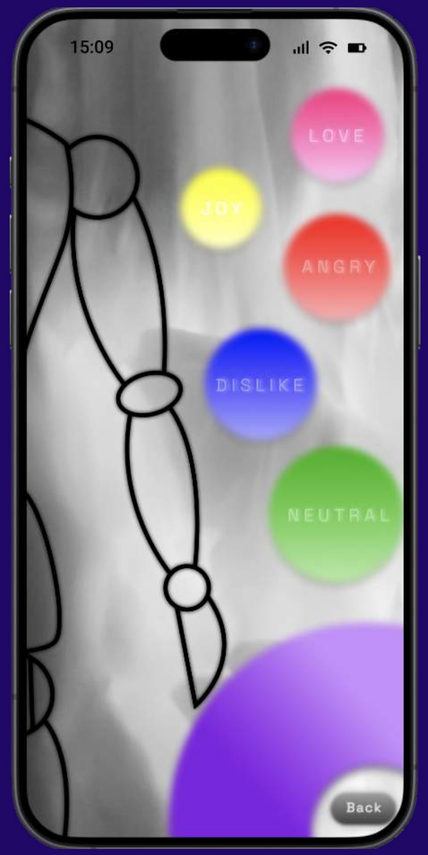
Presenting in puppet form

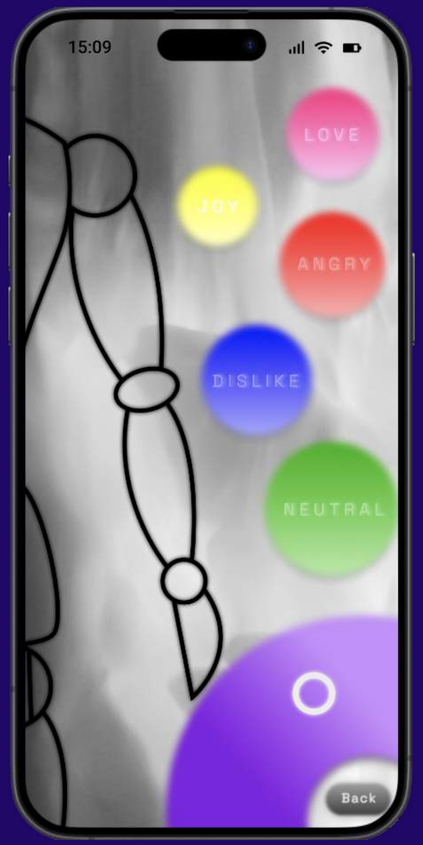
# Website design

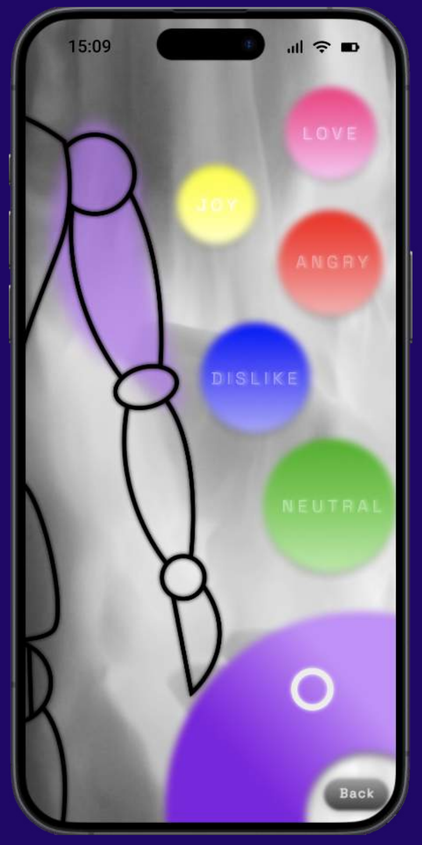


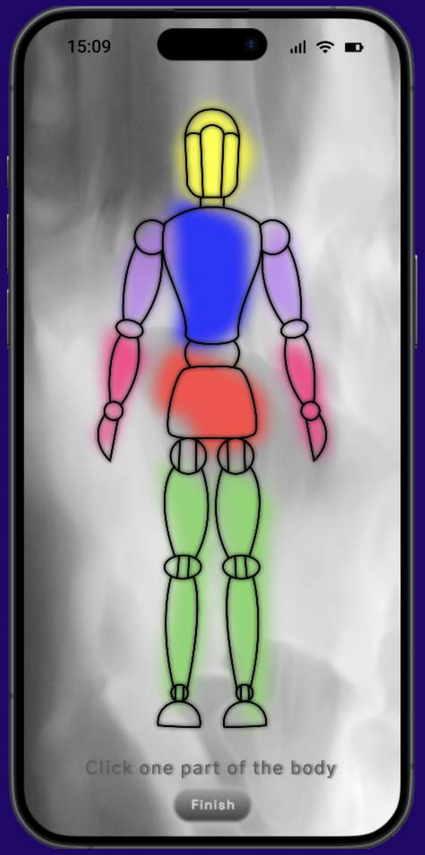

In order not to make users feel psychological pressure and lead to bad emotions, we provide users with an outline of a mannequin that erases all gender, age and body characteristics, as well as a color palette, allowing users to choose colors and freely apply them to various parts of the mannequin to express their feelings about the corresponding body parts, ranging from like to dislike.

# Website design



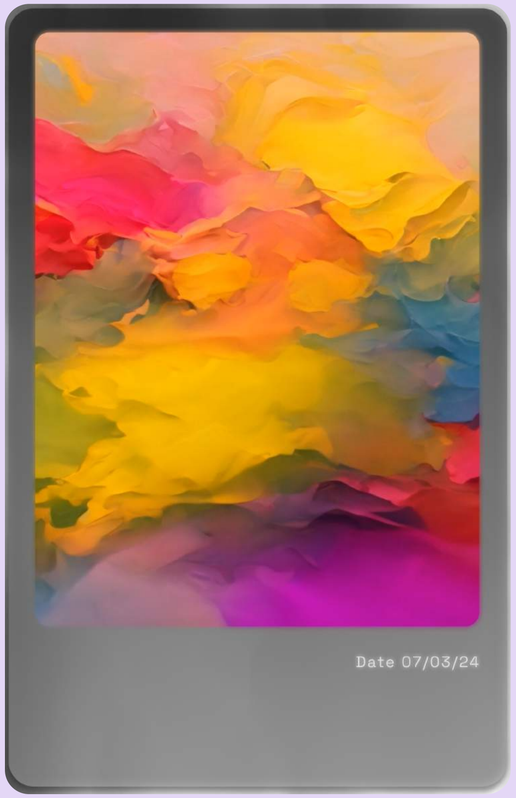



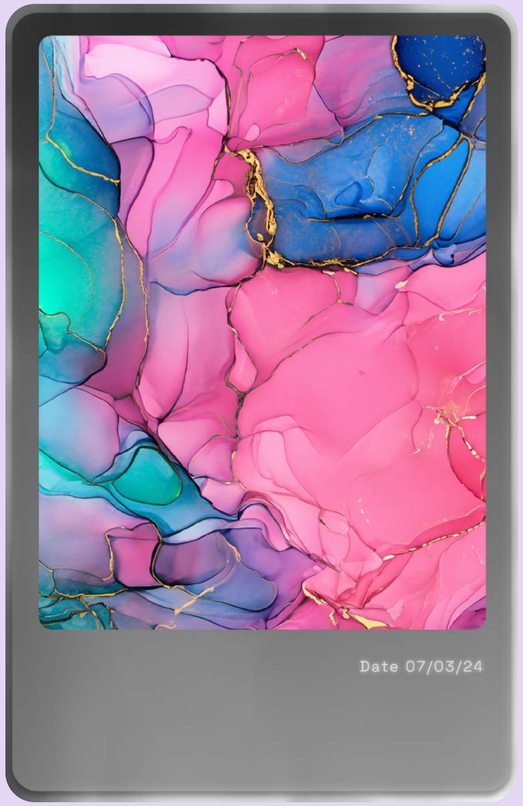




This process is not only a free expression of emotions by users, but also a vent of emotions and a process of self-reflection. Ultimately, users will get an AI-generated abstract color painting to save in their personal gallery pages. They can play the game multiple times and see how their emotions change. They can also present their works to other participants all over the world to face the problem together.

# Website design

# Why abstract painting?



Abstract art, compared to concrete images of bodies, lacks any aesthetic standards. Each viewer can have their own feelings and evaluations. At the same time, it maximizes the reduction of differences among people on social media, creating a comfortable social space.