

ANIMA

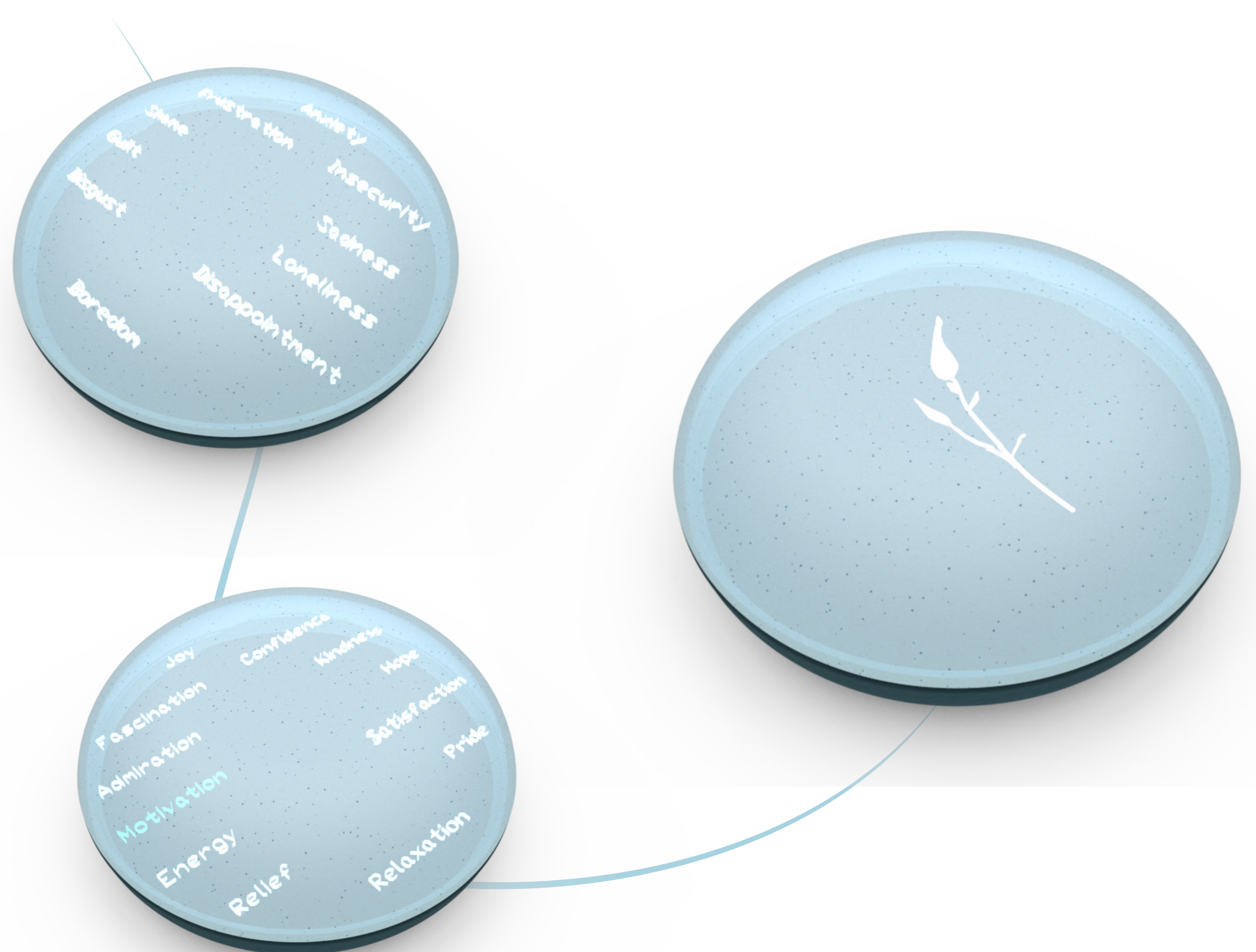
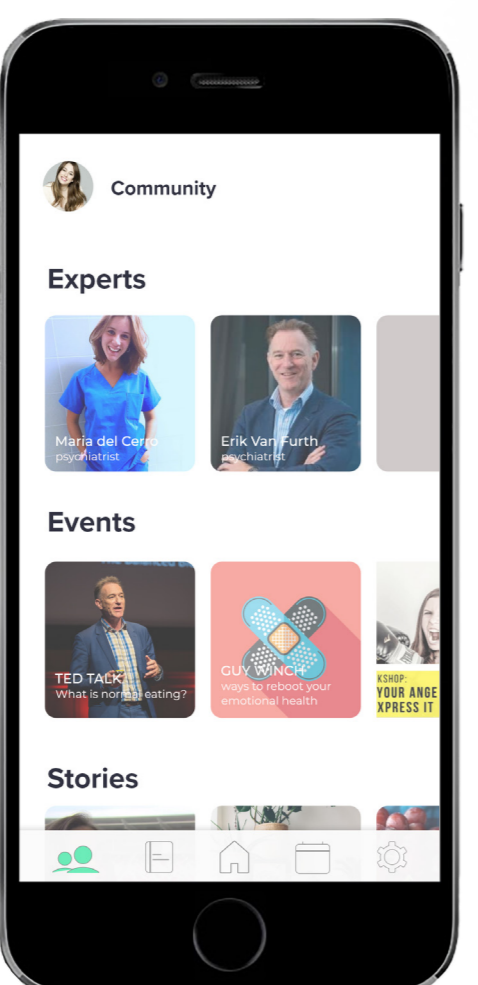
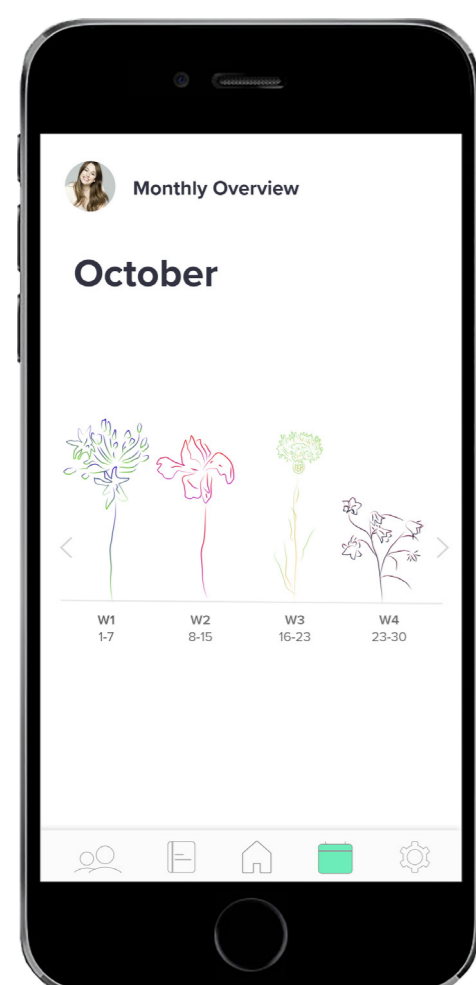
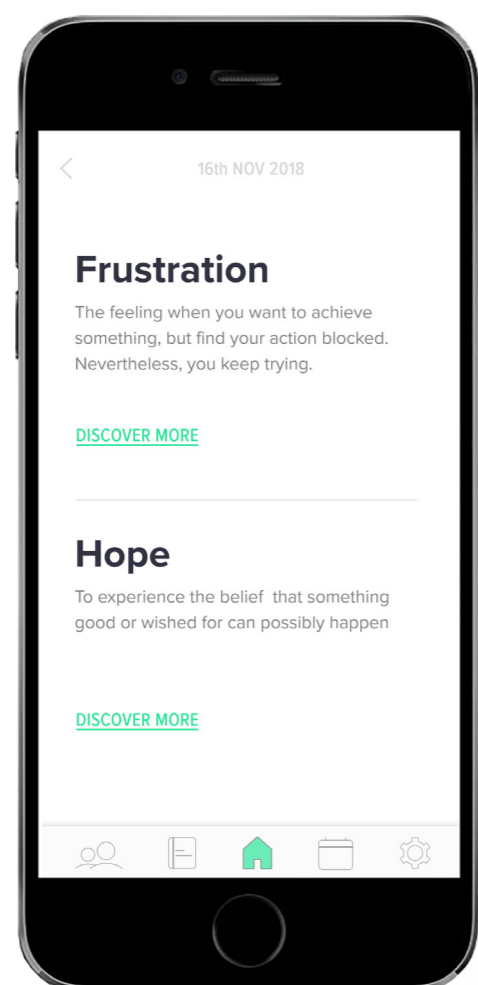
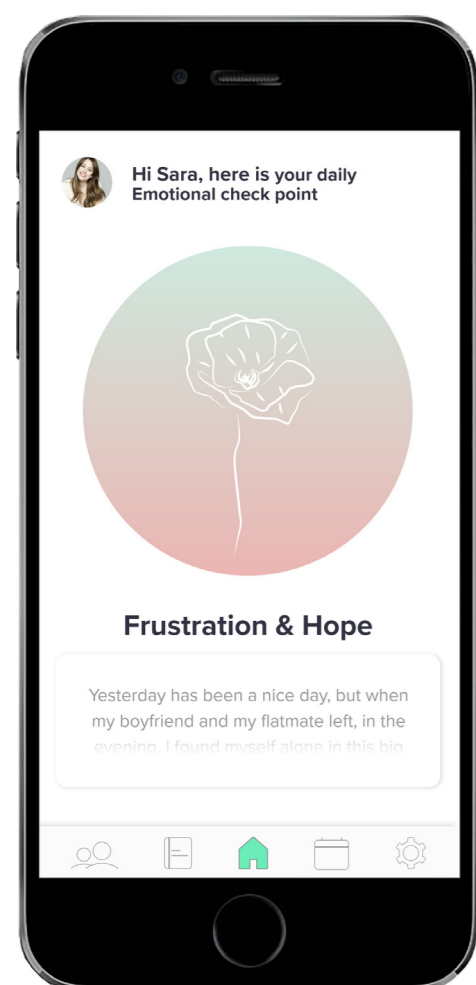
Development of a product that supports healthy eating and wellbeing of Millennials suffering from Bulimia Nervosa

Anima is a new product service that aims to help people suffering from B.N during the maintenance stage. This means that once the patient is out from therapy, there are still some chances of having a relapse episode, that is why a solution to keep a balanced and healthy lifestyle is needed.

It is an in-home product that the user should use on a daily basis, in order to stay balanced. This product will help the user be more emotionally aware and help her/him regulating and embracing her/his emotions during her/his daily life. The noun Anima means "soul" in Catalan, and that's what I wanted to evoke with this product, what is actually inside of people suffering form bulimia. Embracing their emotions and their feelings is the main purpose of this product/service.

It is a device that helps users to be more emotionally aware and to control their emotions in certain situations. The target group should use at least once a day, and select two emotions, it could both positive, both negative or mixed emotions, it will be up to the user to and how do they feel at that moment to select the emotions they give as an input.

Therefore, the device will give something in return, it had to be something that would make a meaningful and positive ritual



The App is the digital way to store their data and to get some further tips towards the specific emotions the users may feel at certain moments. The App will suggest activities that the users can do in order to embrace emotions or to shift towards other emotions. This activities and coping mechanisms will be tailored for each user. This will be done once the therapists give the device to the patient and together they will need to set up the system. Also, it will be used as a diary, so the target group will be able to write down why do they feel certain emotions and also to help them reflect on it.

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