



ZENBOX
by Premera

Design Specification

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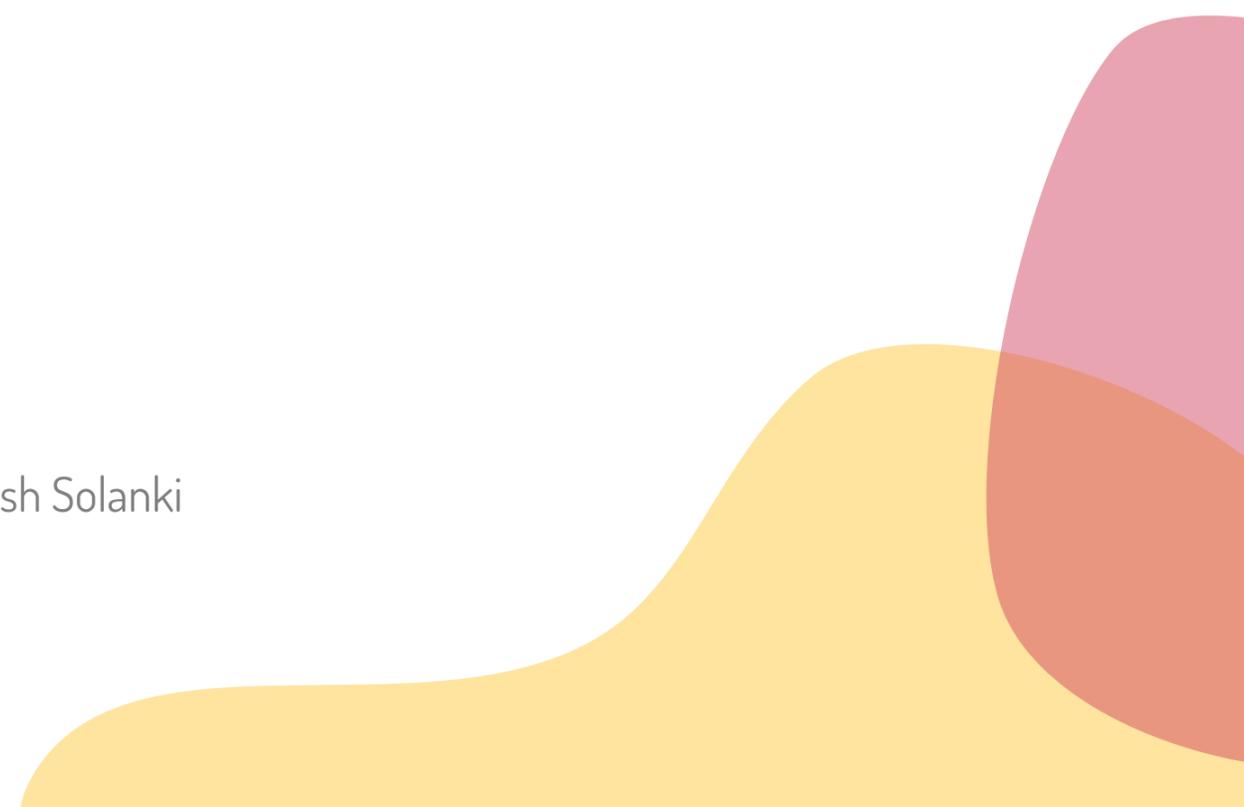
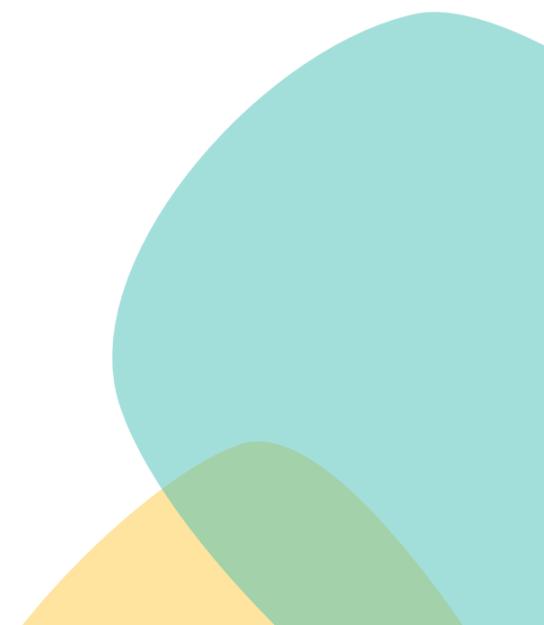
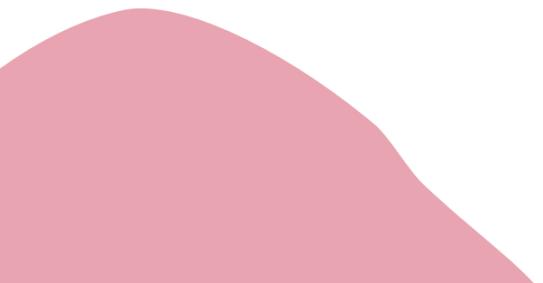


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1 Overview

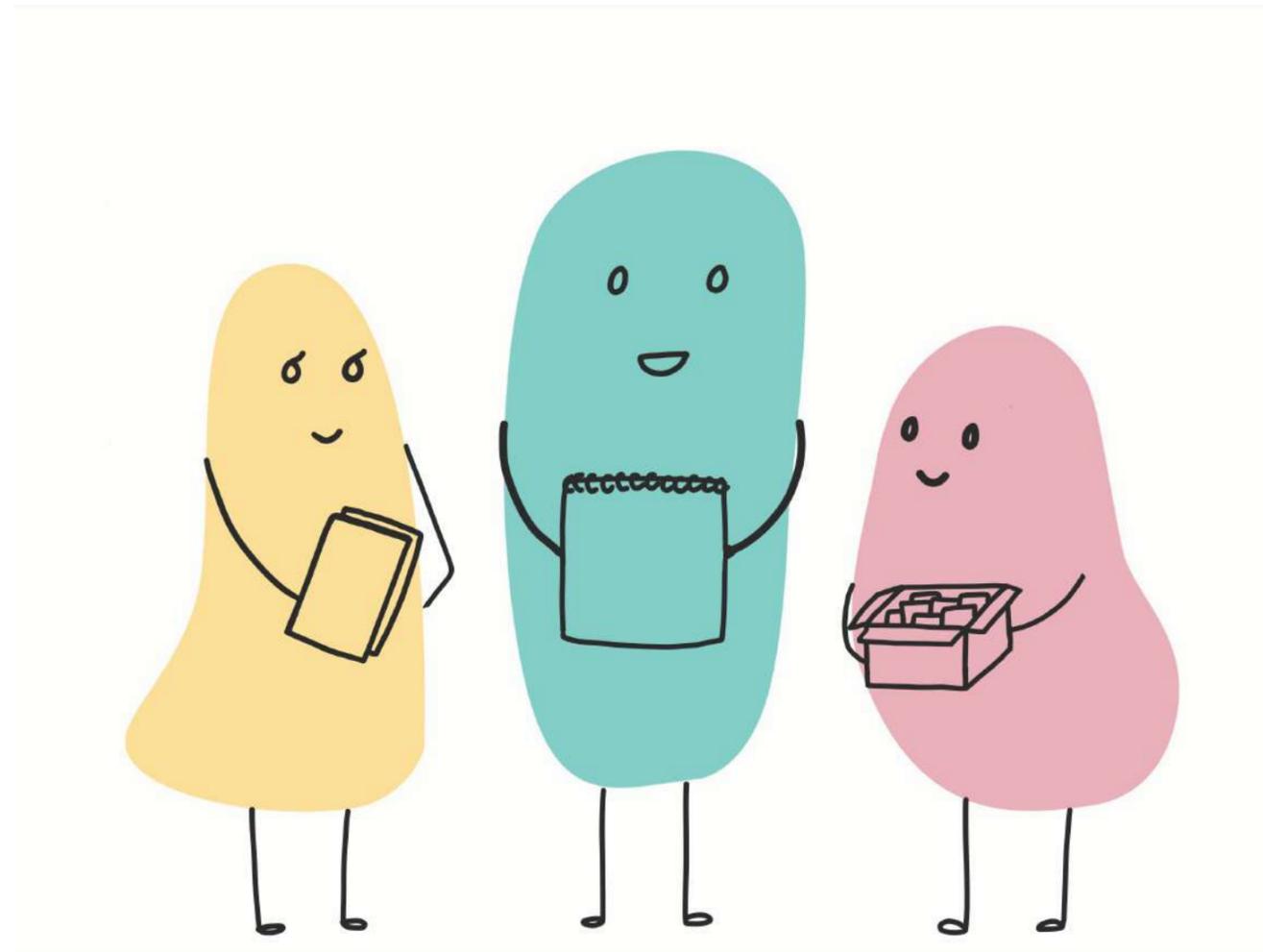


Zenbox

Executive Summary

Zenbox brings alternative treatments for depression to you. Over 16.2 million people experience depression, but more than 65% did not receive care in the last year. People are discouraged from finding care due to social stigma, a distrust of medications, lack of knowledge of available treatments, and because many people are diagnosed by their primary care practitioner unexpectedly. Zenbox creates customized treatment options and provides tools for caregivers to make informed choices with their loved one.

Zenbox is comprised of two main components: a website and a physical box. The website matches users with suggested treatment options and the box tools for them to try out those options. Upon returning to the website they can connect with a practitioner. It places the relationship of the caregiver and their care recipient at the forefront of the design, creating an optimistic and friendly solution for anyone, wherever they are at in the process of finding care for depression.



2 Structure

User Journey

Site Map

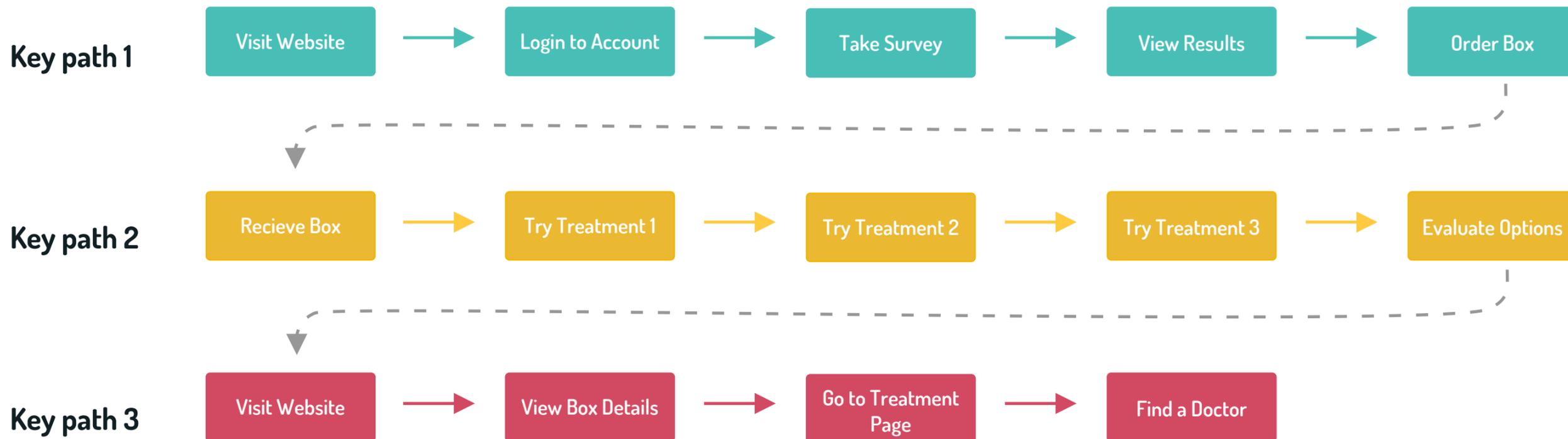
Userflow - Key path 1

Userflow - Key path 3

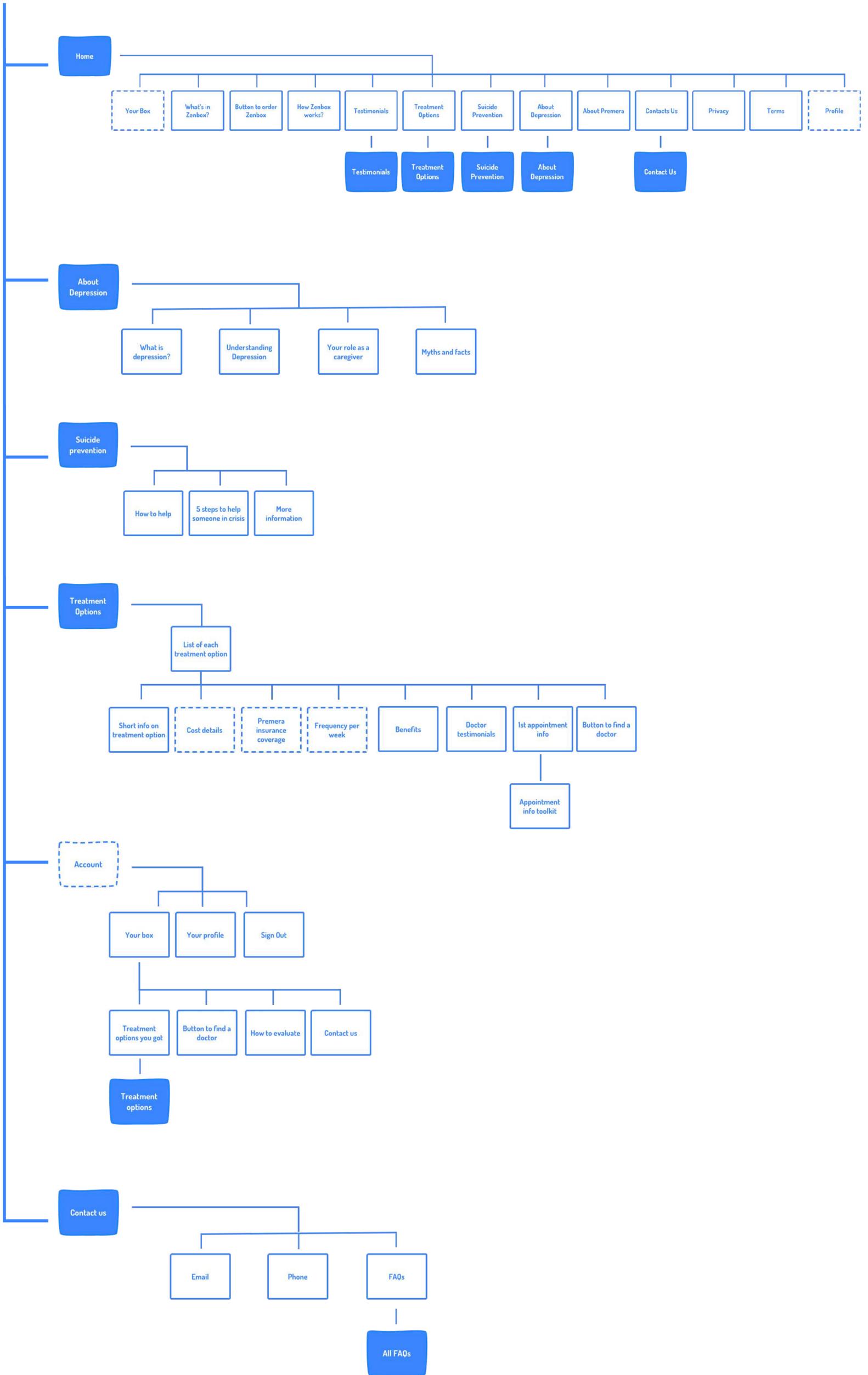
Structure

User Journey

Our primary user journey has three key paths: order Zenbox online, use the box, and return to the website to find a practitioner. This journey is represented graphically below. Users may select up to six treatment trials, in which case key path two would be expanded accordingly.



Structure
Sitemap



Legend



Individual Page element



Sections inside the page or buttons to other pages

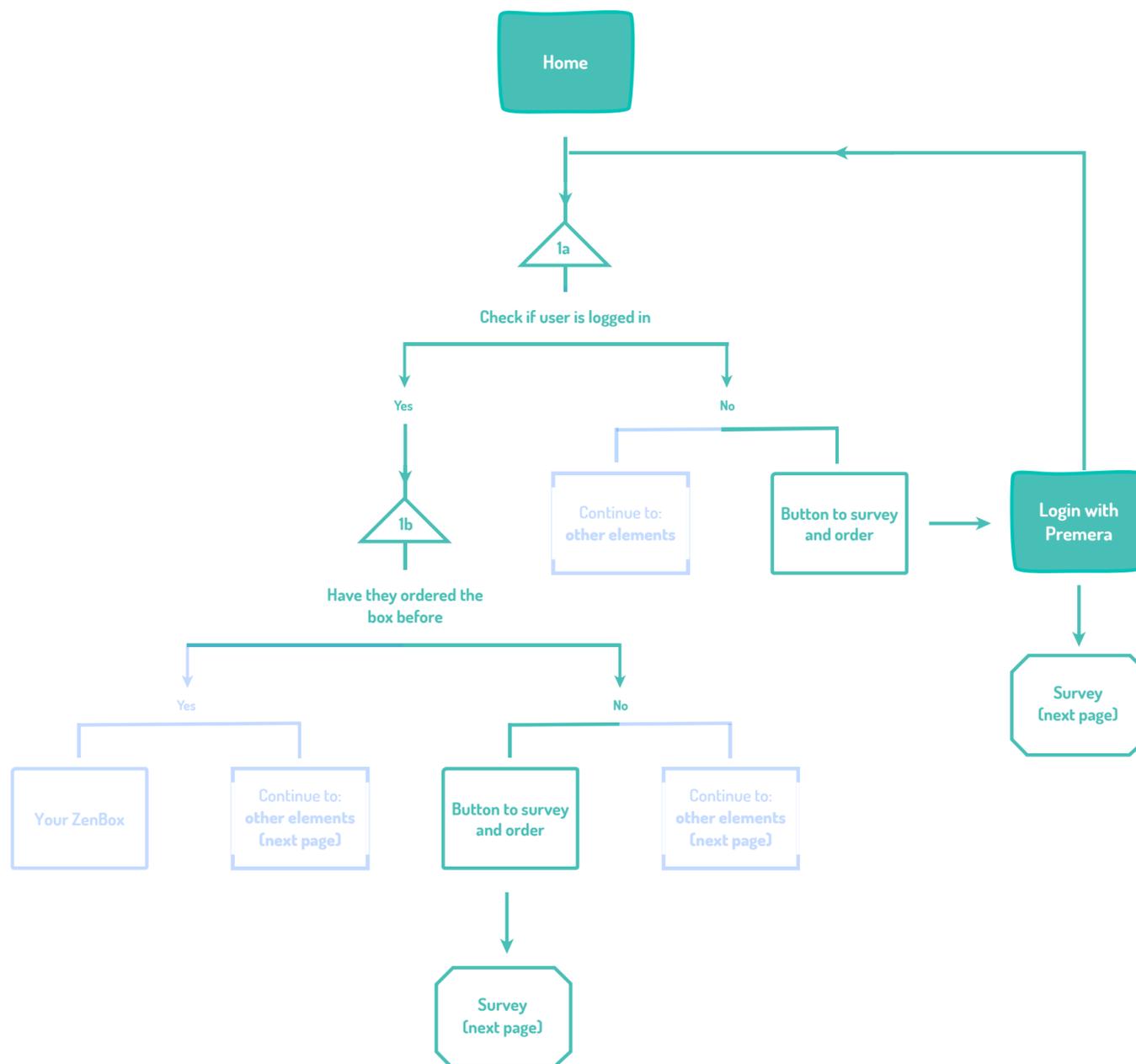


Sections which are displayed only when the user is logged in

Structure

Key Path 1

The landing page (Zenbox's website) contains information about the product, detailing how it works and featuring user testimonials. The a caregiver needs to provide a few details about the patient which enables Zenbox to suggest customized treatment options for the patient based on the survey. The user then submits a request to receive the Zenbox which contains exercises to try for each of these personalized treatment plans.

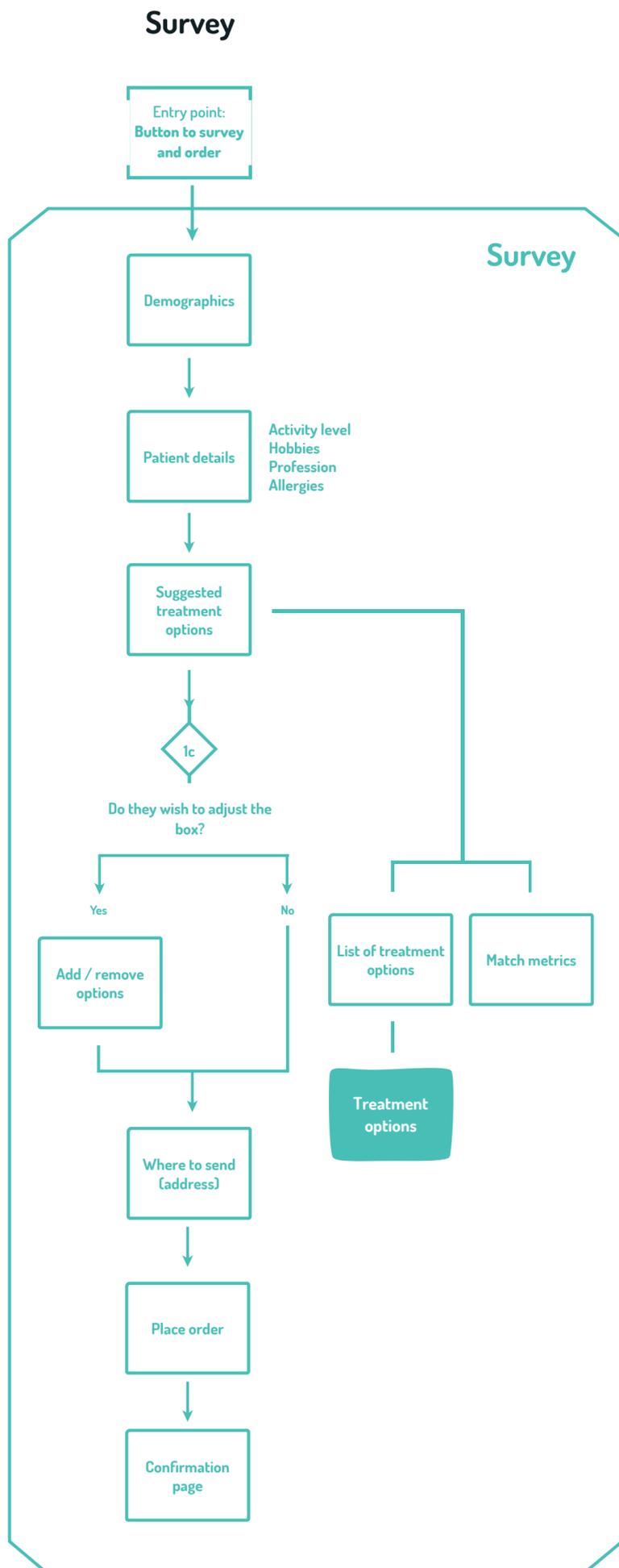


Legend

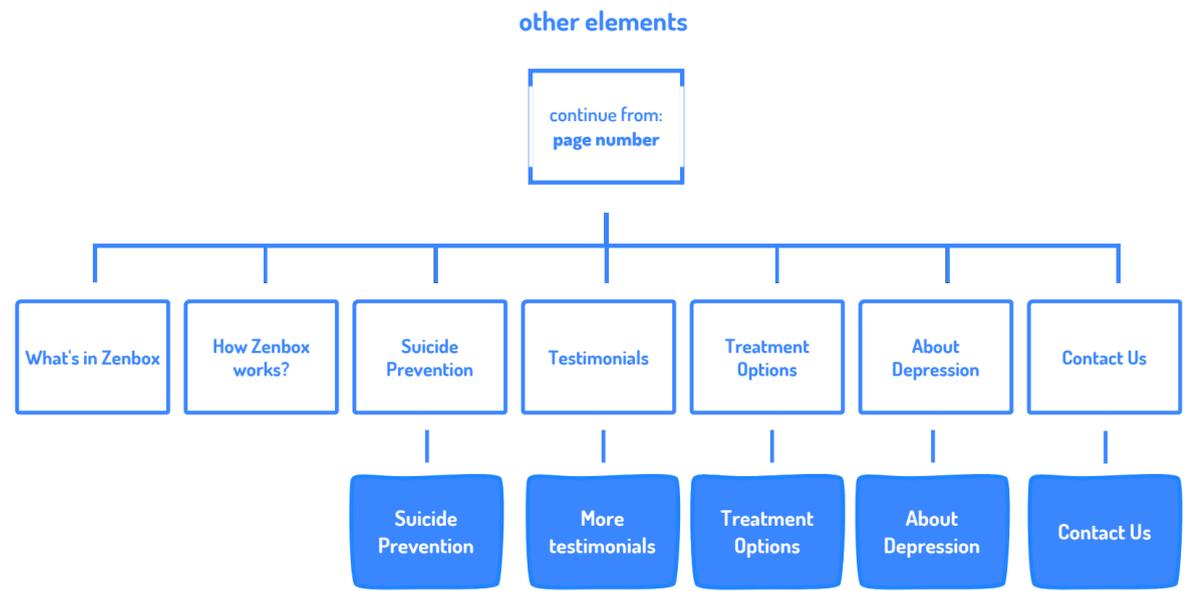
	Page	Individual Page element
	Section of the page	Sections or buttons inside the page
	Continue to: ****	Continuation point to other section elements of the page. Mentioned in the next page
	Flow	Reusable component or flow. Mentioned in the next page.
	1a	Conditional point to check if user is logged in or not
	1b	Conditional point to check if user has ordered a Zenbox earlier or not
	1c	User decision point to adjust the items of the Zenbox
		Elements which are part of Key path 1
		Elements which are not part of Key path 1

Structure

Key path 1 - continued



Other sections of Home page

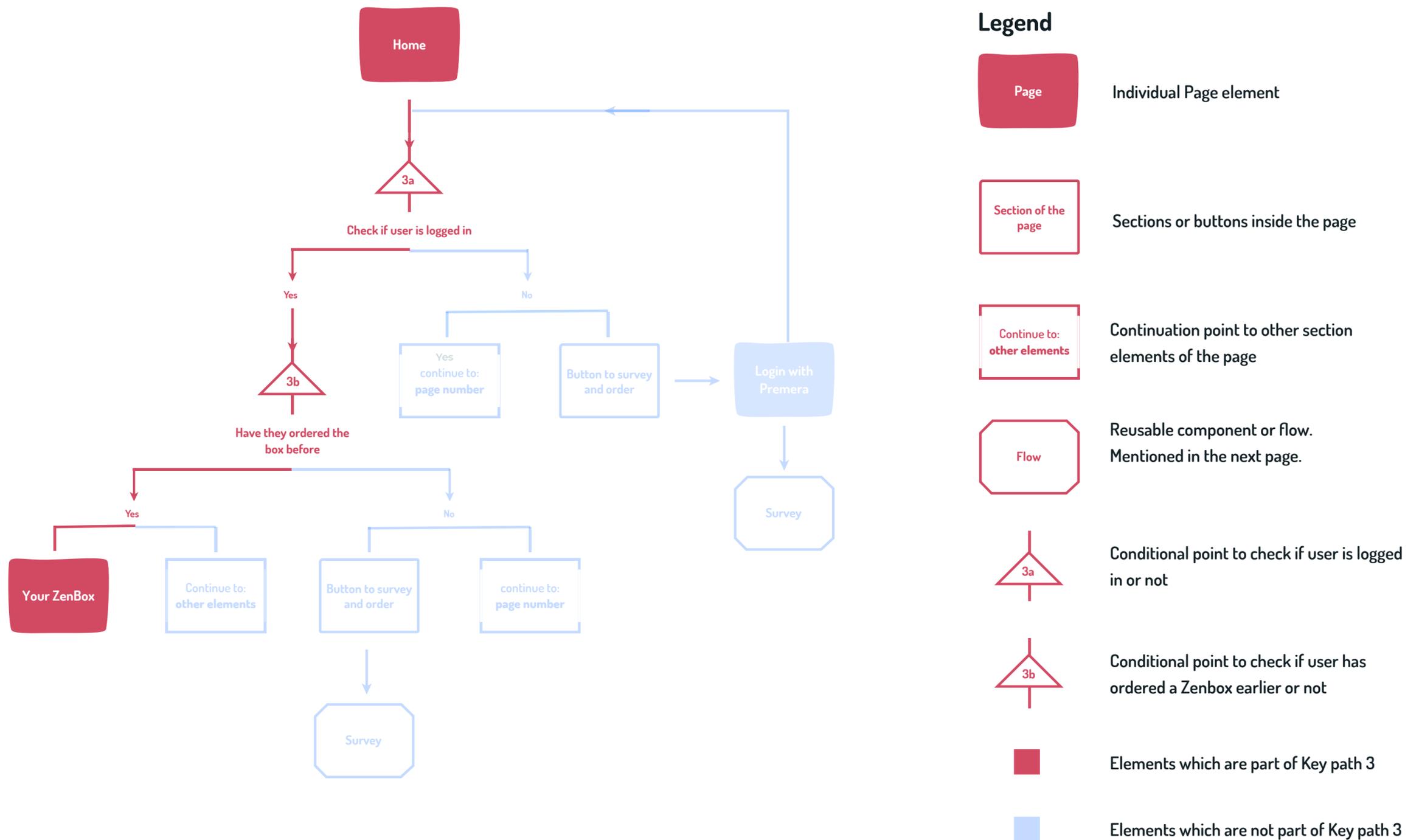


Structure

Key Path 3

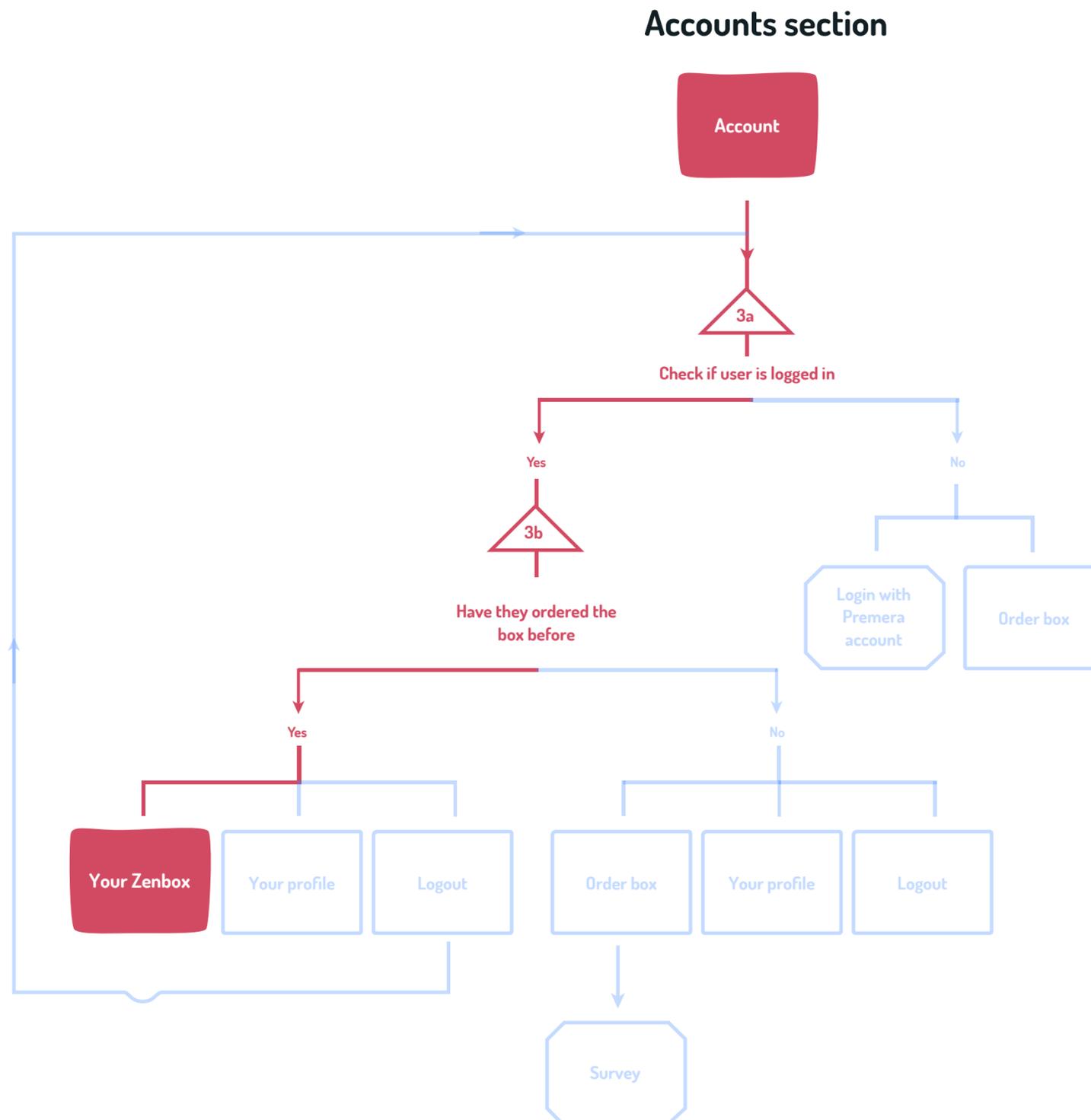
Returning to the Zenbox website, users find key information regarding their chosen course of treatment, including the average cost per month, details of insurance coverage, and the typical schedule for appointments.

Before booking an appointment they learn a bit more about what the first appointment will be like, and have the opportunity to download a support toolkit and practice with it.



Structure

Key path 3 - continued (1/2)



3

Visual System

Mood Board

Illustrations

Design Principles

Shapes

Color Palette

Iconography

Typography

Motion

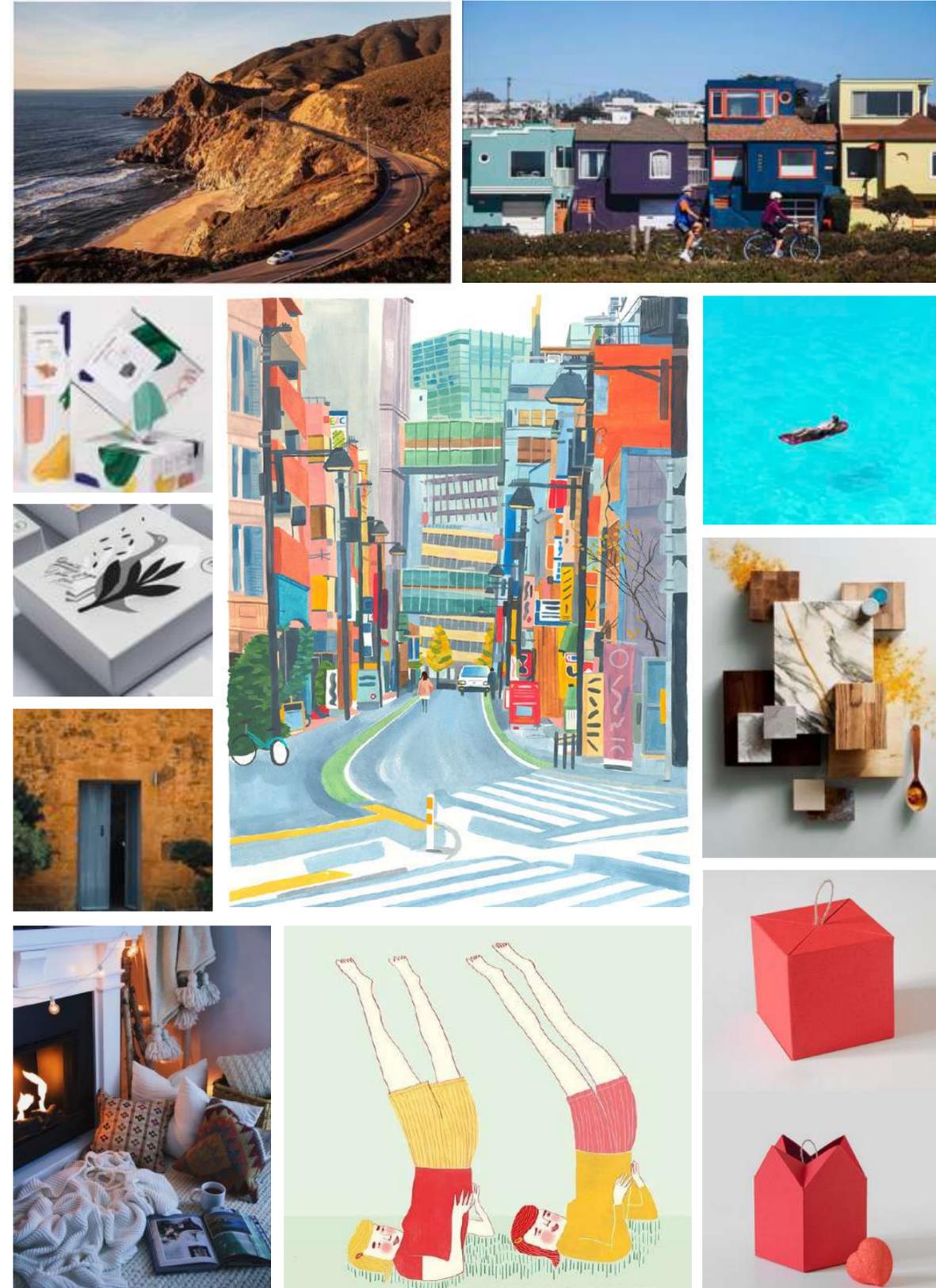
Logo

Visual System

Mood Board

Our mood board captures the emotional experiences we want to invoke in those who receive Zenbox. While it has influenced the tone and tenor of our color palette and branding, it is less of a direct replication. We associate the Zenbox experience with:

Hygge Partnership Exploration
Thoughtful Delightful



Visual System

Design Principles

During the process of refining our concept (following ideation), we began to articulate our guiding principles. As we discussed the merits of each conceptual finalist, we determined that some of their best attributes could be combined into one idea. Our principles evolved during testing with users. We listened to the way they described and critiqued Zenbox, which reinforced our commitment to direct, personal design that puts the caregiver at the forefront. Through the rest of the design process we found ourselves repeating these phrases time and time again when we faced big decisions.

Meet people where they're at

Make sure visuals and language are inclusive and relatable. Design to evoke optimism, but don't over-do it. This principle is expressed most obviously in our color palette, which is colorful and varied, but muted. Our visual language is enhanced by the use of smooth organic shapes, which embody the varied experiences one has with depression.

Be direct

We never use euphemisms or workarounds when talking about depression or the struggles depressed people and their caregivers face.

Keep moving forward

Getting care for depression is hard to do. Stalled by waits for appointments and encountering setbacks can be emotionally draining. Instead, Zenbox provides a sense of direction and progress to propel users forward and celebrate the small milestones along the way.

Make it personal

Zenbox is a physical product, filled with both informational materials and treats. While the treatment options could exist as interactive web pages, instructional videos, or downloadable PDF workbooks, this would reduce the sense of a gift that Zenbox is. Each person is different and their treatment should be as well.

Visual scheme

Color palette

Our primary color palette is shades of blue. Despite being blue it still has a warm feeling to it, something which echoes our design principles for Zenbox. A darker hue is used for emphasized areas.

Our secondary palette is vibrant and delightful with color applied thoughtfully and with restraint. The background shapes and illustrations use a low opacity of the color so as not to overwhelm the composition.

Both our website and Zenbox employ careful use of White and Sleeping Swan to put a touch of Zen into our product. The colors are each named to relate to yoga and meditation.

Primary Colors



Happy Baby Blue

#3A86FF
R 58
G 134
B 255

Cat and Cow

#3A86FF
R 0
G 74
B 168

Secondary Colors



Sun Salutations

#FDCA40
R 253
G 202
B 64

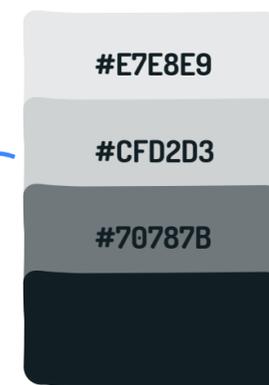
Lotus Blush

#D24962
R 210
G 73
B 98

Goddess Green

#48BFB6
R 72
G 191
B 182

Typography Colors



Shavasana Black

#111E23
R 17
G 30
B 35

Light Gray

#CFD2D3
R 207
G 210
B 211

Neutral Colors



White

#FFFFFF
R 255
G 255
B 255

Sleeping Swan

#F7FBFF
R 247
G 251
B 255

Visual scheme

Typography - Website

Choplin was designed by René Bieder and keeps three main things in mind – simplicity, openness, and neutrality. We use Choplin (medium weight) for our headers which expresses the confident and trustworthy personality of Zenbox.

Dosis, an acclaimed typeface, was designed by Edgar Tolentino, then refined and extended by Pablo Impallari, spaced & kerned by Iginio Marini. It's a simple and clean typeface but with a personality. It balances the heavy weight of Choplin while supporting Zenbox's expression of delight and hygge.

Typefaces

Choplin

Medium

Dosis

Bold, Semibold, Medium

Type Sizes

(Type face) (Font size) | (Line Height)

Choplin-Medium 54px | 66 px

Header 1

Choplin-Medium 42px | 54 px

Header 2

Dosis Semibold 28px | 40 px

Header 3

Dosis Bold 24px | 32 px

Header 4

Dosis Medium 24px | 36 px

Paragraph 1

Dosis Medium 20px | 28 px

Paragraph 2

Typography

Colors

#E7E8E9

#CFD2D3

#70787B

Shavasana Black

#111E23

R 17

G 30

B 35

Body links

Happy Baby Blue

Cat and Cow

Success state

Goddess Green

Error state

Lotus Blush

Visual scheme

Typography - Zenbox

Typefaces

Choplin

Medium

Dosis

Bold, Semibold, Medium



Sun Salutations



Lotus Blush



Goddess Green

Header 1, Header 2, Subheader and Numbers should be coordinated with the color of the envelop.

Type Sizes

(Type face) (Font size) | (Line Height)

Choplin-Medium 52px | 62 px

Header 1

Choplin-Medium 36px | 48 px

Header 2

Dosis Semibold 24px

Subheader

Dosis Semibold 30px

Header 3

Dosis Bold 24px | 38px

Header 4

Dosis Medium 24px | 32px

Paragraph 1

Dosis-Bold 108px | 137 px

Numbers

Visual scheme

Logo

Zenbox Logo

The Zenbox logo is derived from the traditions of Japanese zen rock gardens (karesensui) from around the 14th century. These gardens appeared in Buddhist Zen temples and are meant to inspire reflection. Across styles of gardens, rocks are often placed in groups of threes and have certain metaphorical meanings, dependent upon the tradition. Our stones symbolize (from largest to smallest): Premera (the insurance provider), who supports the caregiver, who in turn supports the person with depression.



Logo Variations

There are four main variations of the logo that appear throughout Zenbox products. The white on blue logo appears in the footer design. The Lotus Blush logo should appear only on pages or content for suicide prevention (with a white on lotus blush footer to match). The Shavasana Black logo appears only on the box exterior. The stacked logo is primarily used in presentations or large scale renderings.

White on Blue



Stacked



Lotus Blush



Shavasana Black

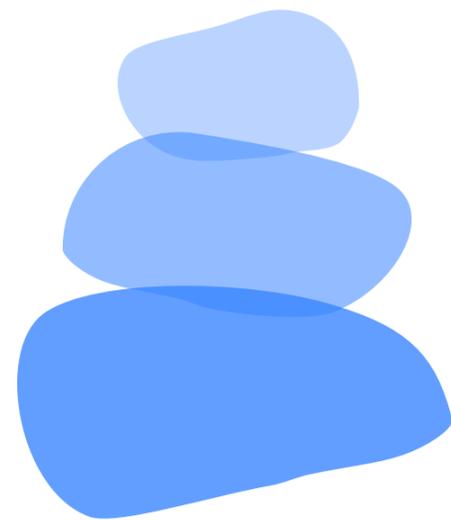


Visual scheme

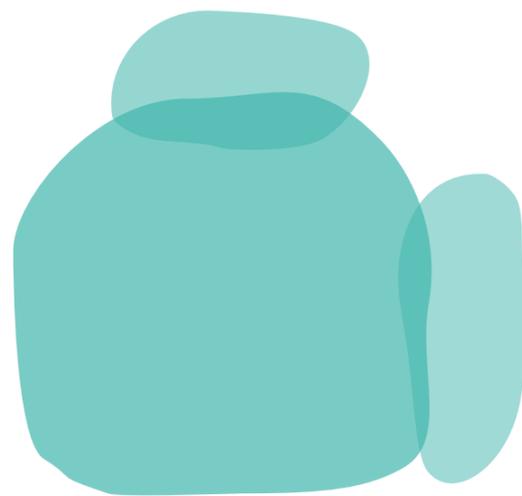
Illustrations

Lesson Illustrations

The lesson illustrations are based on the Zenbox logo, and the zen rock gardens that inspired it. Each illustration is a variation of the classic three rock stack, and is meant to abstractly represent the topic of the lesson. For example, the Art Therapy lesson “Calming Teapot” is illustrated with a teapot shaped stack.



Zenbox logo illustration



Calming Teapot illustration

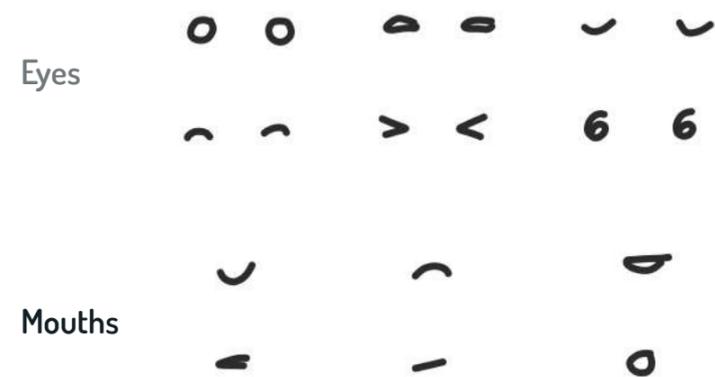
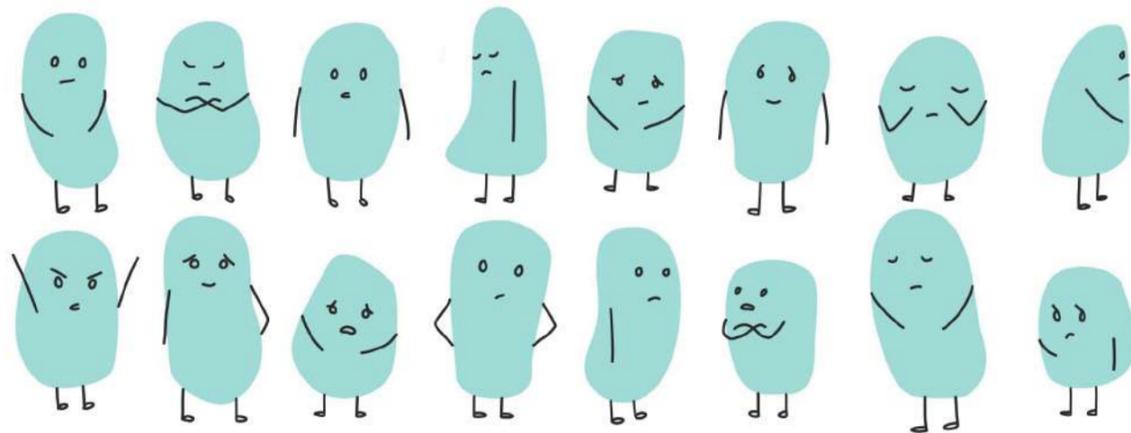
	DO	DO NOT	
Use multiple secondary colors.			Stack more than 3 rocks
Use multiple stacks as necessary			Let rocks float in the air
Get creative and use rocks to evoke other objects			Make unnaturally shaped rocks

Visual scheme

Illustrations

Blob People

Blob people were derived from the organic shapes that decorate our digital and physical interfaces. They are deliberately plain and featureless because they could be anyone. Depression is an invisible illness. For that reason we believe that a traditional persona would be ineffective. Most people have several friends and love ones who have experienced depression.



	DO	DO NOT	
Draw shapes that are soft, curvy, and oblong			Add points or spikes
Keep it simple			Include clothing and other details
Draw props when needed			Make props out of blobs

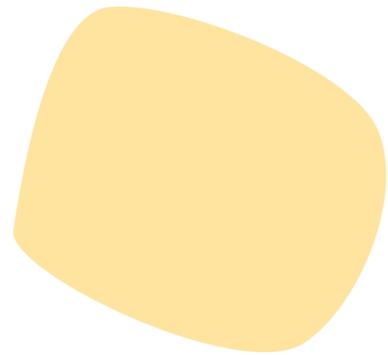
Visual scheme

Shapes

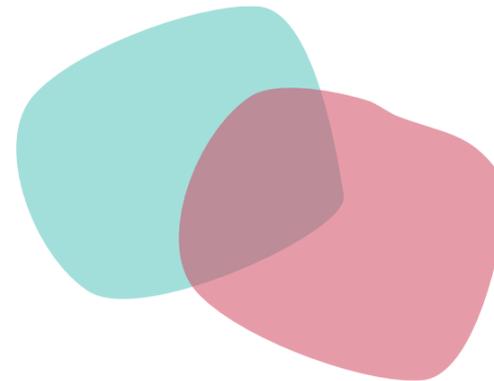
Background Shapes

Background Shapes are primarily derived from squares much like the composition of the rocks in the Zenbox logo. Each shape is slightly different, as is each person's treatment plan for depression.

Shapes should always have rounded edges.



Shapes have some level of transparency.



Shapes always sit behind other elements on the page



In each section of content there should be no more than 2 shapes visible at a time.

Why get a Zenbox?

Zen-Box is a starter kit in your journey in defeating depression. It helps you experience all alternate options of treatment. Packed full of thoughtful, mood-lifting treats, the Zen-Box comforts, delights and gives you that warm, 'I've been cared for' feeling inside.

 Learn about alternate treatment options <small>Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit</small>	 Understand what works better for your loved one <small>Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit</small>	 Gift your loved one with Zen <small>Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit</small>
--	--	---

The content is set against a background of two rounded square shapes: a yellow one on the left and a pink one on the right, partially overlapping.

Visual scheme

Shapes

Shapes as Masks

Shapes are used to mask images in order to increase their visual cohesion with the rest of the branding. All images appearing on the Zenbox site and in printed materials must have a mask. Any shape (following shape conventions) may be used as a mask as long as it does not obstruct the image.

Shapes used as masks should follow all blob background conventions.



Shape mask on a video

DO

DO NOT

Mask images with a shape



Allow any image edges to be visible

Follow background shape conventions



Disregard blob conventions

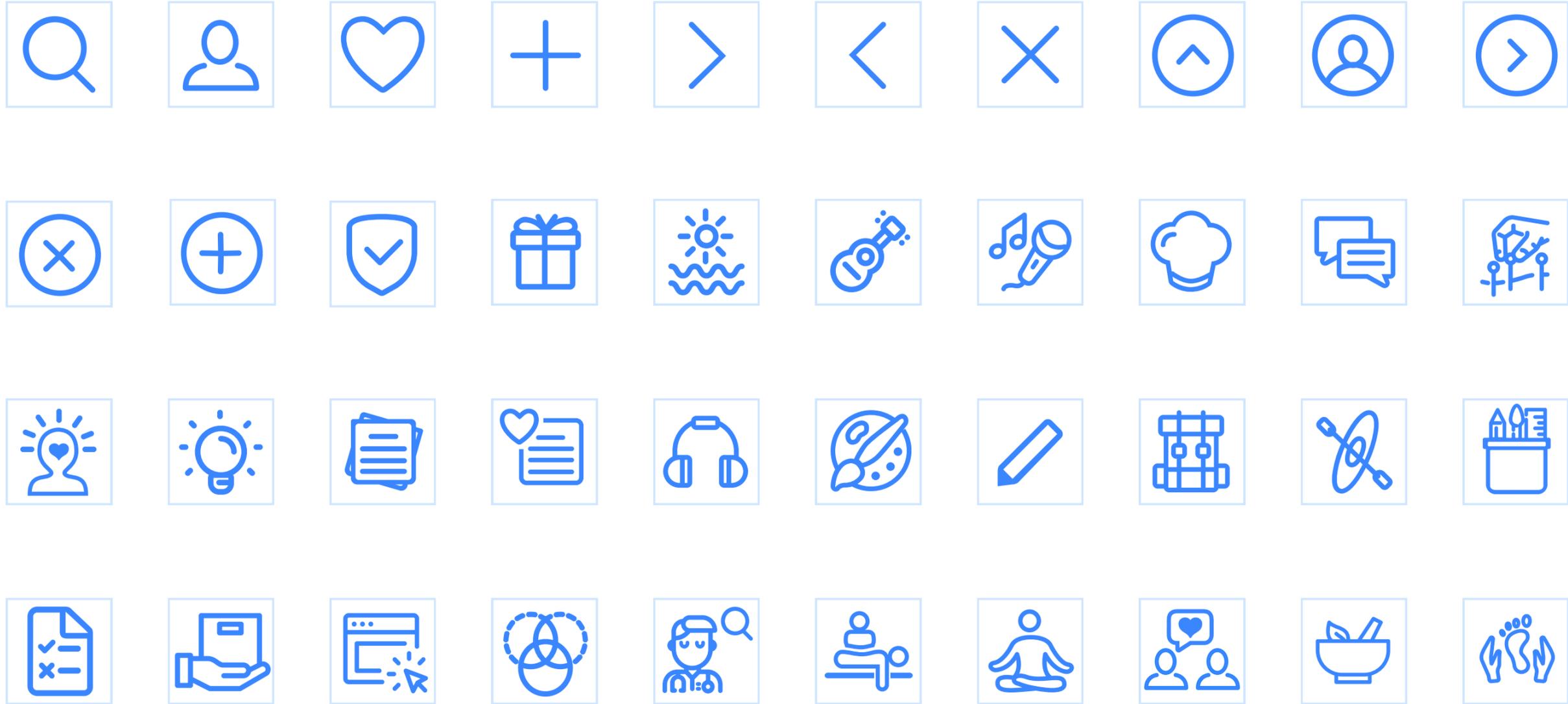
Use images of real people (such as doctors or patients)



Use stock image representations of people

Visual scheme

Iconography



Visual scheme

Motion

Timing

Timing is calculated as even multiples of 100ms.
This is same as 6 frames at 60 frames-per-second.

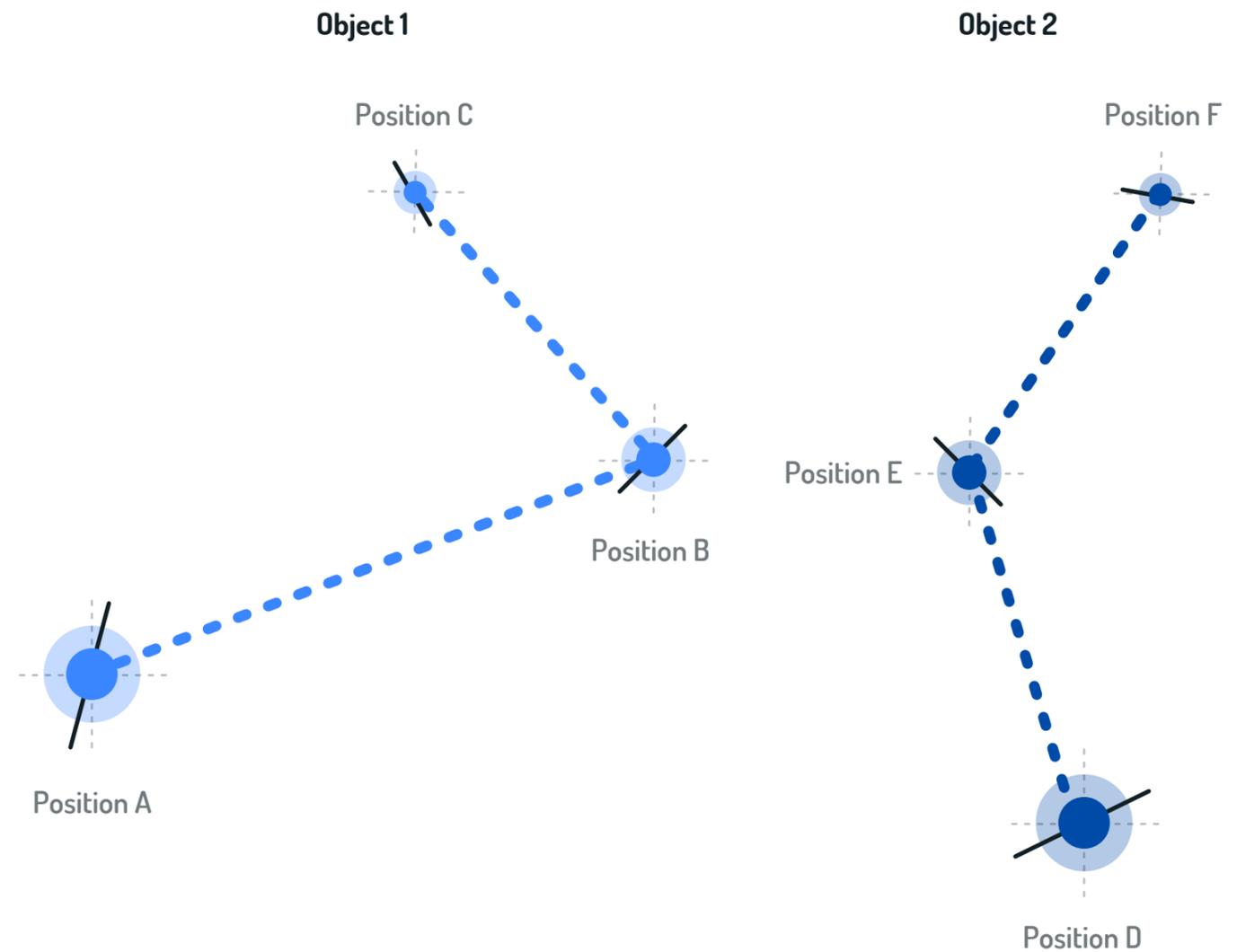
Animations should follow linear animation curves to give the blobs or any other animating object a sense of equanimity and composure.

Loader animation

The loader runs for at least 2000 ms, and can run as long as the backend takes to determine matching trials.

All blobs move at different speeds. This means that the pixels covered, or the angle rotated by the object should vary from any other object in the animation layout.

An example video for the loader screen is attached with this document.



Speed (Position A → Position B) = **Speed** (Position B → Position C) ≠ **Speed** (Position D → Position E)

Angular rotation (Position A → Position B) = **Angular rotation** (Position B → Position C) ≠ **Angular rotation** (Position D → Position E)

* ≠ refers to “not equal to”

Object 1 and Object 2 are in the same animation layout.

4 Website - Redlines

Banners

Buttons

Cards

Form fields

Lists

Menus

Modals

Navigation Items

Steppers

Sticky bars

Home Page Layout

Survey Layout

Information Page Layout

Website - Redlines

Banners

Banners sit centered on the page, with 60 px between content above and below it. For example, in the Home page they sit 60 pixels below the header and 60 pixels above the main page content.

The height of the banner is flexible and dependent upon the content inside. It is always 780 pixels wide, with 40 pixel margins on the sides and 30 pixel margins on the top and bottom. There should also be exactly 20 pixels between different types of content inside.



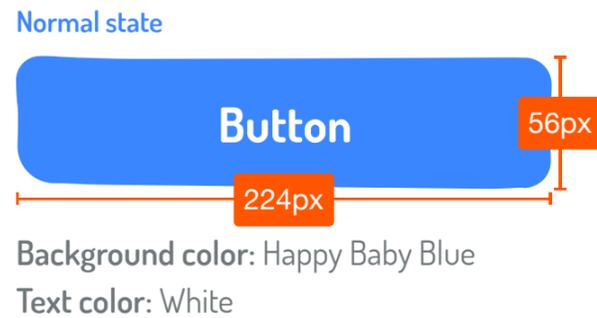
Website - Redlines

Buttons

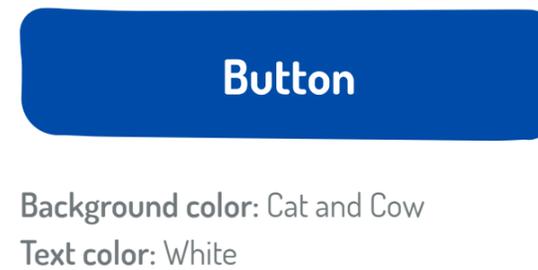
Solid Buttons

Primary Button

Minimum width: 200px
Height: 56px
Font: 20px, Dosis Bold



Hover state



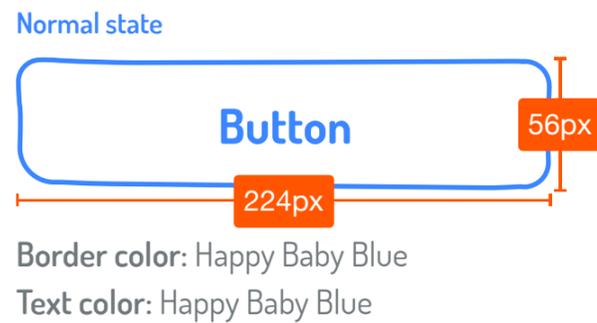
Disabled state



Outlined Buttons

Secondary Button

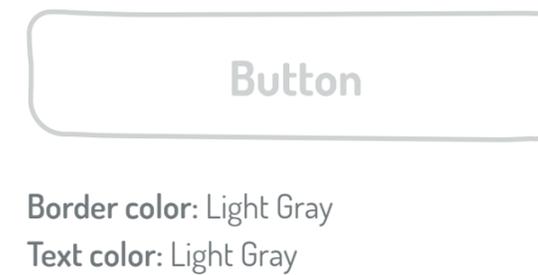
Minimum width: 200px
Height: 56px
Border: 2px
Font: 20px, Dosis Bold



Hover state



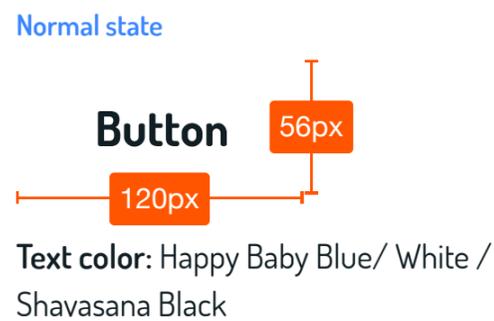
Disabled state



Flat Buttons

Text Button

Minimum width: 120px
Minimum height: 40px
Font: 20px, Dosis Bold



Hover state



Disabled state



Buttons

Icon Buttons or Toggles

Minimum width: 40px
Minimum height: 40px

Normal state



Icon color: Happy Baby Blue

Background color demonstrating the clickable area.

Hover state



Icon color: Cat and Cow

Background color demonstrating the clickable area.

Disabled state



Icon color: Light gray

Controls

Minimum width: 40px
Minimum height: 40px

Checkbox



Color: Happy Baby Blue / Goddess Green

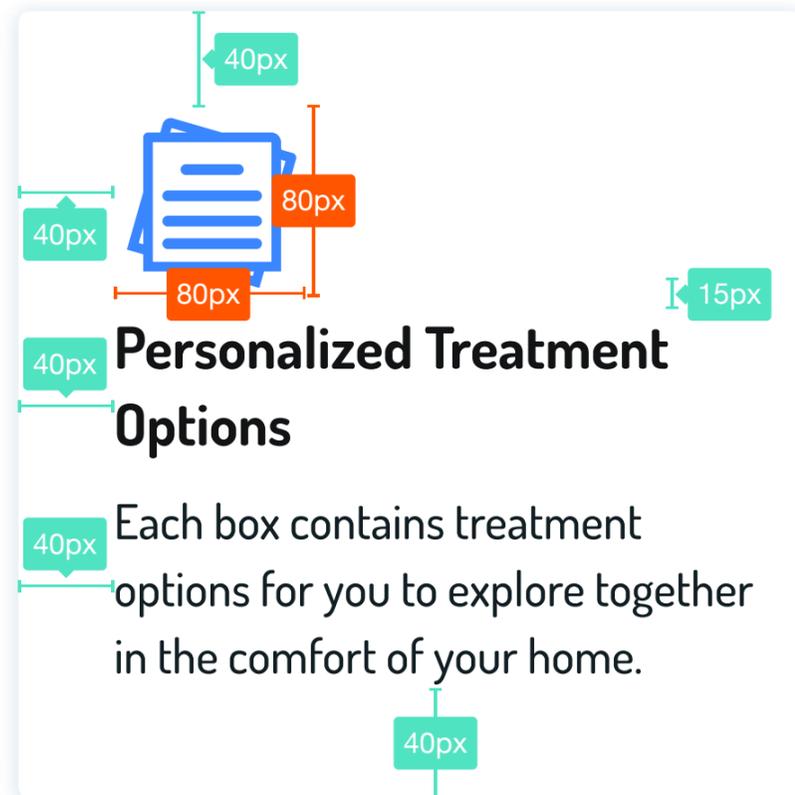
Radio



Color: Happy Baby Blue / Goddess Green

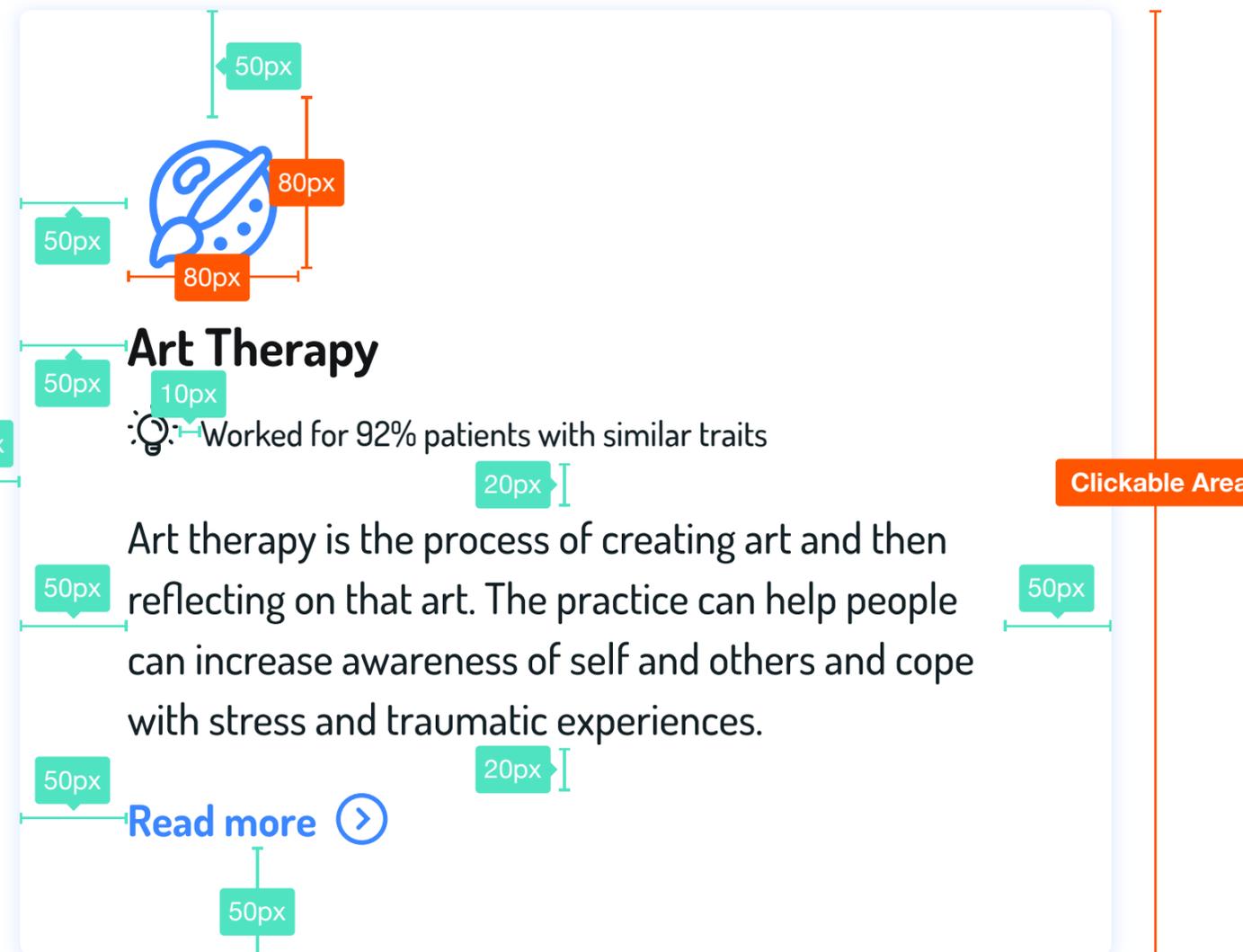
Cards

Information cards



Information card layout for "Personalized Treatment Options". The card features a blue icon of a document with lines representing text, positioned in the top left. The icon is 80px wide and 80px high. The text "Personalized Treatment Options" is centered below the icon in a bold, black font, with a total height of 40px. Below the title, a paragraph of text reads: "Each box contains treatment options for you to explore together in the comfort of your home." The text is left-aligned and has a total height of 40px. The card has a light blue background and rounded corners. Redlines indicate dimensions: 40px for the icon width, 80px for the icon height, 40px for the title height, 40px for the text height, and 15px for the padding on the right side.

Clickable cards



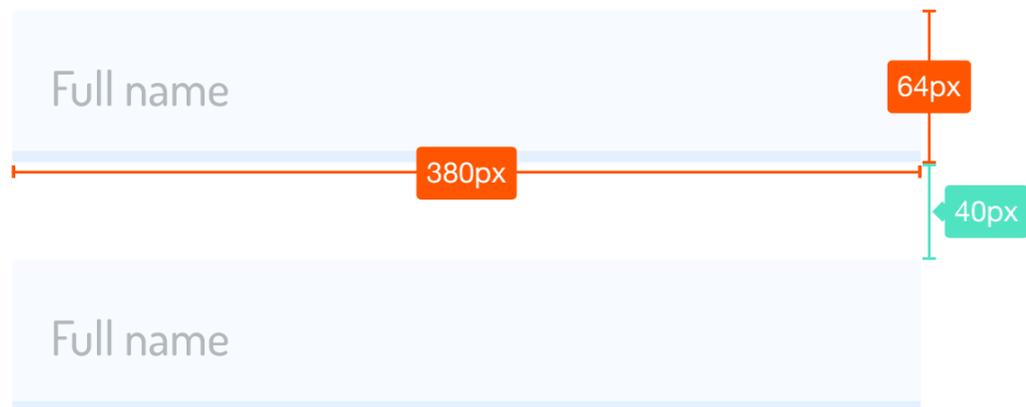
Clickable card layout for "Art Therapy". The card features a blue icon of a paint palette, positioned in the top left. The icon is 80px wide and 80px high. The text "Art Therapy" is centered below the icon in a bold, black font, with a total height of 50px. Below the title, a paragraph of text reads: "Worked for 92% patients with similar traits". The text is left-aligned and has a total height of 10px. Below this, a longer paragraph of text reads: "Art therapy is the process of creating art and then reflecting on that art. The practice can help people can increase awareness of self and others and cope with stress and traumatic experiences." The text is left-aligned and has a total height of 50px. At the bottom, a "Read more" link is displayed in blue text with a right-pointing arrow icon, with a total height of 50px. The card has a light blue background and rounded corners. Redlines indicate dimensions: 50px for the title height, 80px for the icon width, 80px for the icon height, 50px for the text height, 10px for the text height, 50px for the text height, 50px for the text height, 50px for the text height, 20px for the text height, 20px for the text height, 50px for the text height, and 50px for the text height. A red box labeled "Clickable Area" is positioned on the right side of the card, indicating the area that is clickable.

Website - Redlines

Form fields

Form fields are primarily used in the survey portion of the site, but also appear on pages such as contact us.

Active form field



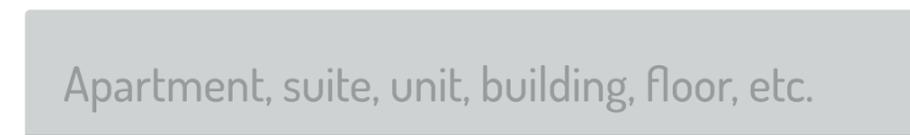
Error



Writing

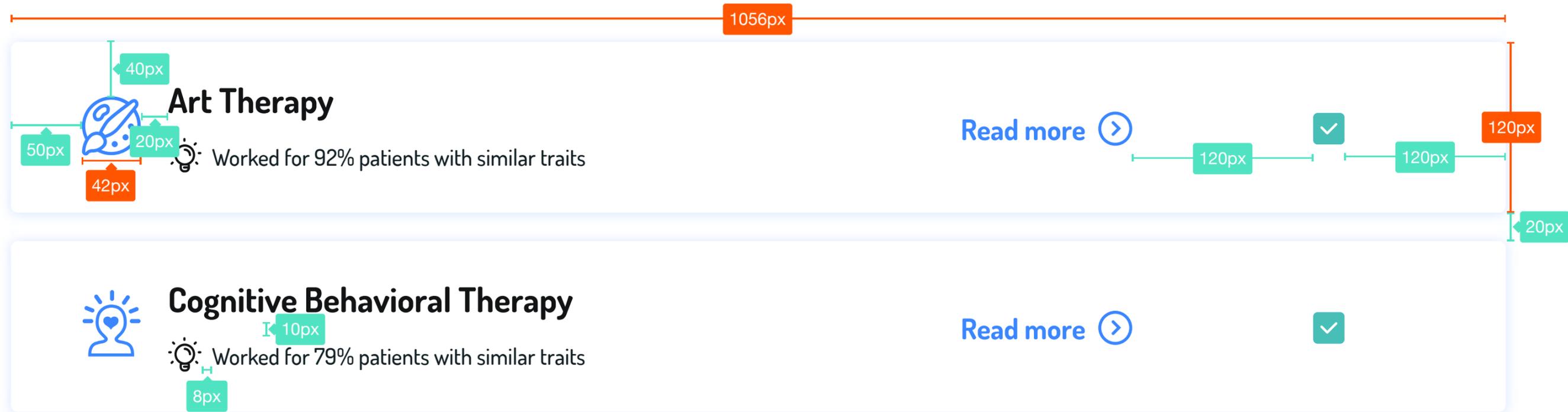


Disabled



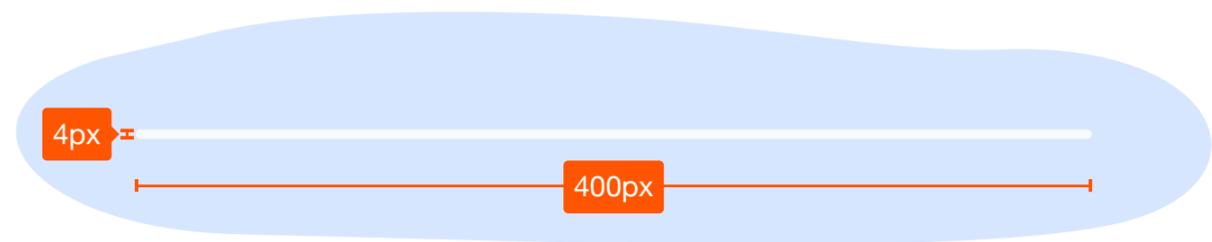
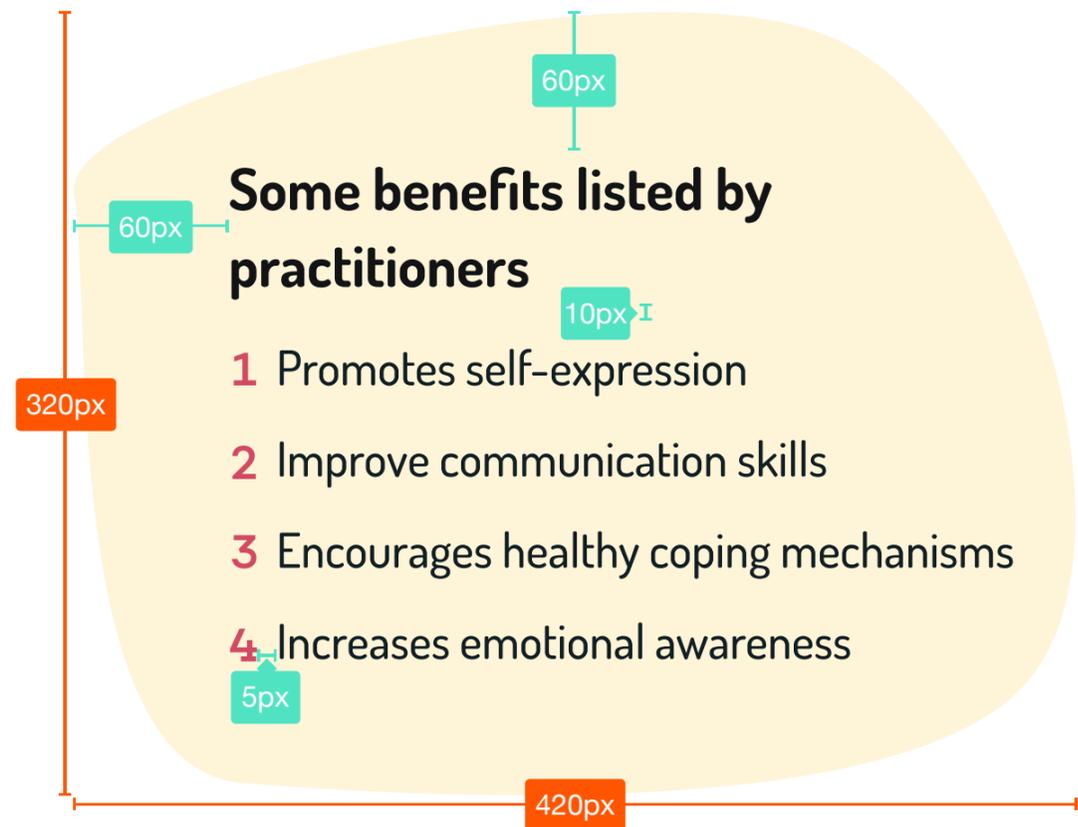
Lists

Lists are used when there is a continuous group of **similar data**. They are typically used during data selection or in tabular format. They can contain icons, text, and buttons. Limit the number of buttons per list-item to 2.



Lists - continued

One can also use a list-item layout with a **shape background** behind it to make it visually distinctive and command attention. However, one should note that these are to be used **rarely** since they are not bounded and might have readability issues.



Divider

Used to separate out distinct content sections or distinct content elements in both lists and page layouts.

Color: #F7FBFF

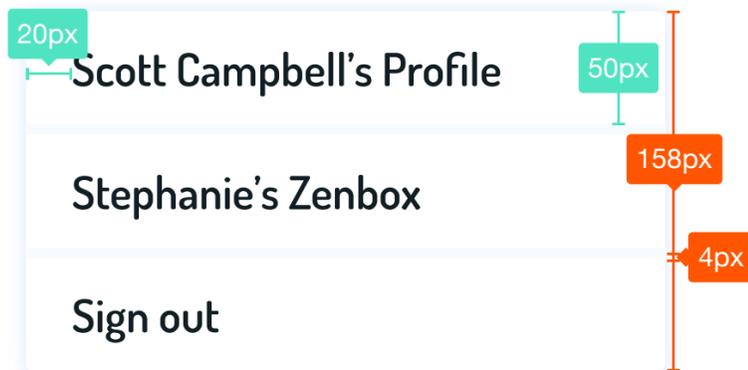
Background radius: 2px

Use **60 px** spacing above and below if used in page layouts. If used in lists, referred to the list specifications.

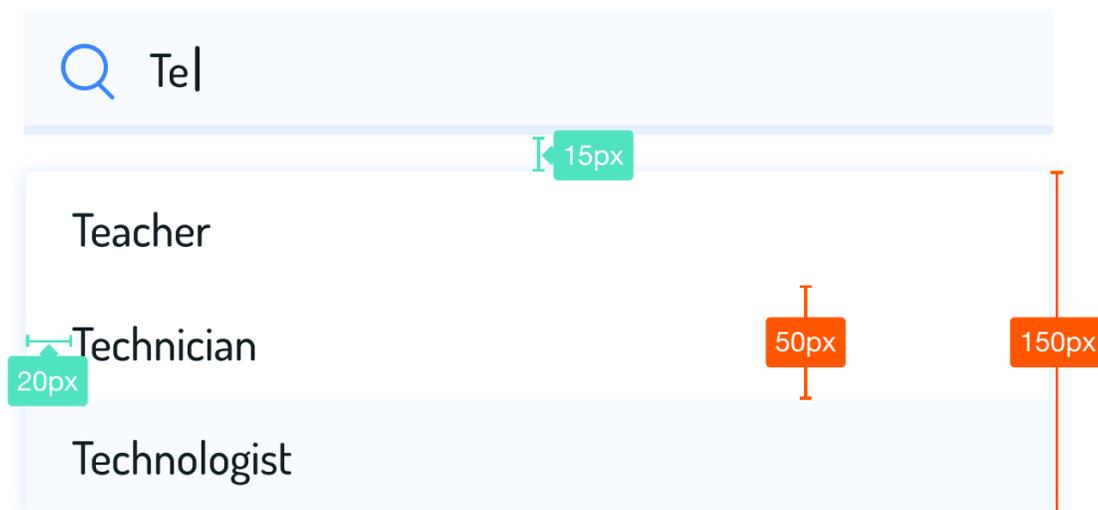
Menus

Simple menu

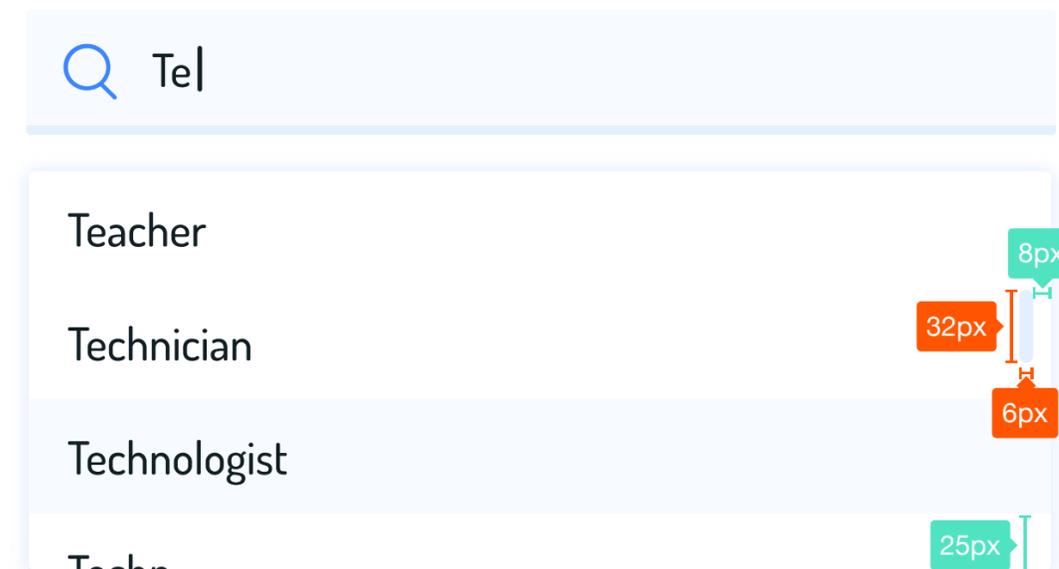
Menus have the second highest z-index making them appear above all other component on the screen (save for the dialogue box). These have a divider between them to separate out the list-items.



Active menu with search



Active menu with search and scroll



Modals

Modals are always at the **center** of the page. They have a **White** (#FFFFFF) scrim behind them, with 95% opacity to give the impression of sitting above other content. A modal should not open another modal. Clicking anywhere outside the modal box, closes the view.

Single button model box

480px

50px

50px

50px

20px

Email address

scott.campbell@me.com

20px

Password

Keep me signed in

Get started

10px

Forgot your password?

50px

496px

Multiple button model box

Are you sure you want to exit?

20px

You can find out the possible treatment options for your loved one in just a few seconds!

Get started

10px

Exit

50px

Background Scrim

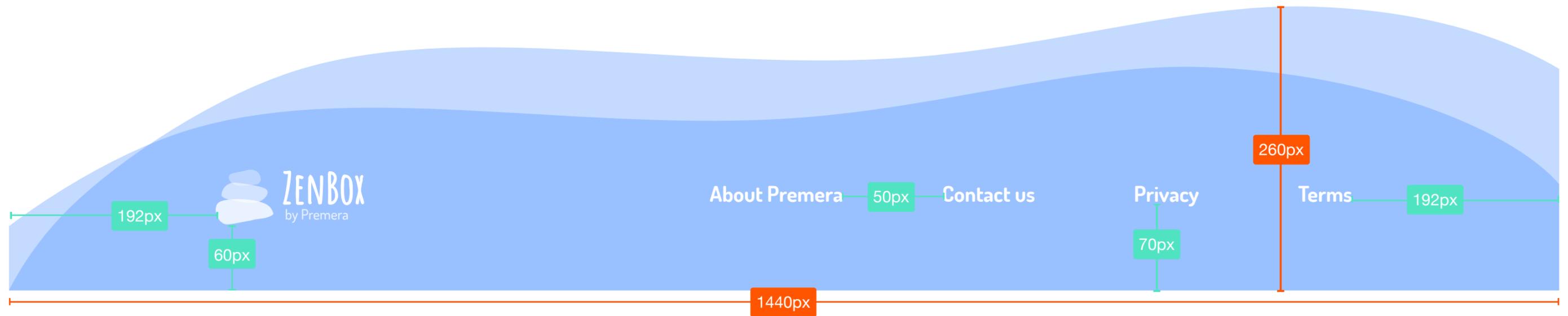
White, #FFFFFF
95% opacity

Navigation items

Header



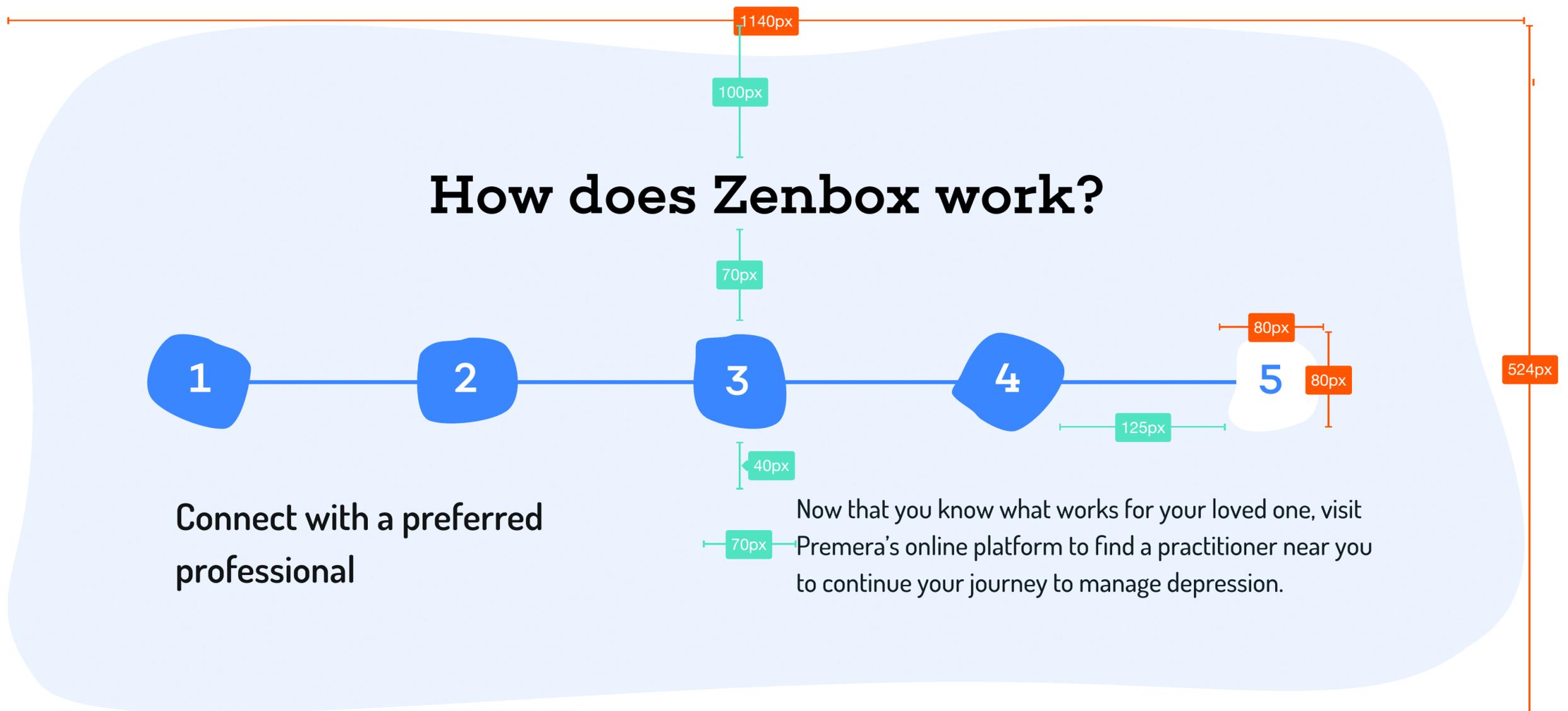
Footer



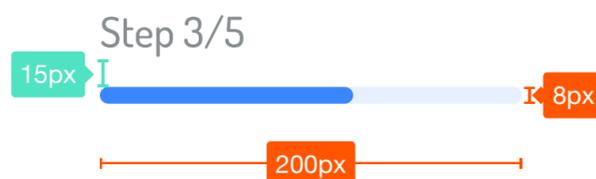
Steppers

Bounding shapes follow the patterns mentioned in the shape specifications (see page 20). Stepper contain **at most 5 steps**. More steps should be broken to separate stepper items.

Steppers are always aligned centered to the page and should have a 60 px gap between items above and below it.



Progress Bar Stepper

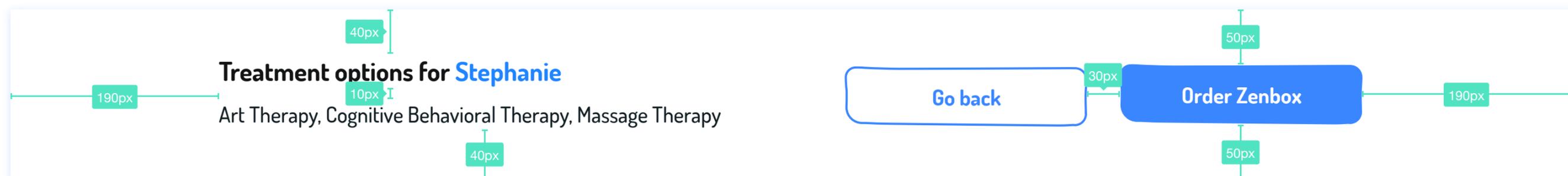
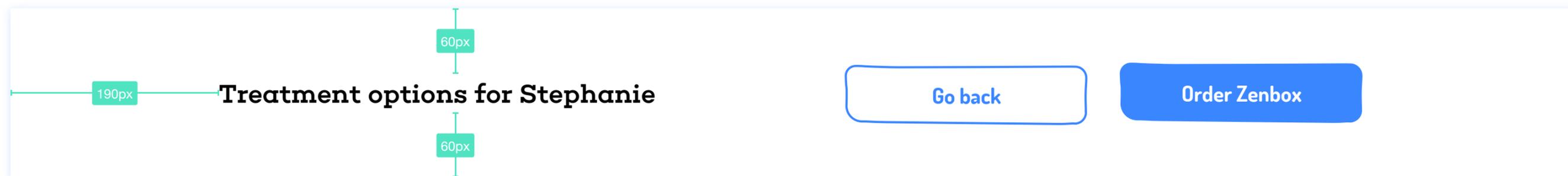


Sticky Bars

Sticky bars run the entire length of the screen and abide by the following conventions:

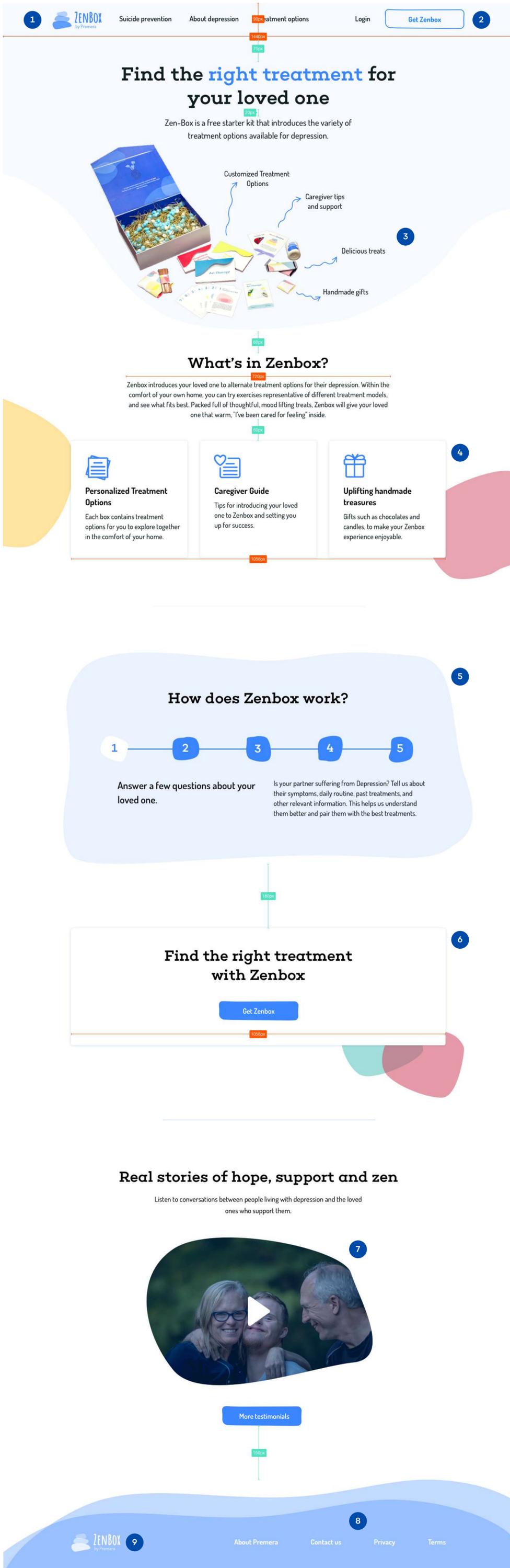
Side margins of 190 px, upper and lower boundaries around buttons 50 px.

For two lines of text, 10 px should separate elements on the page.



Home Page Layout

This is the landing page for Zenbox. It provides information on what Zenbox is and how it works. It also has links to other information screens to aid the caregiver in making the best decision.



1 Global navigation header with items which are present in all screens instead the survey flow (Key path 1)

The header sticks to the top of the screen once users start scrolling. This gives the users an easy and better way to navigate between pages.

2 Outlined buttons, since the action of "Get Zenbox" is not the primary one here.

3 Graphic of the box illustrates what's inside and highlights the key components.

4 Informative cards, these are not clickable

5 Stepper with 5 steps. If a user clicks on a another step, show the content without changing the screen view.

6 Card layout for users to proceed to getting a Zenbox. The button here is a solid button since the action of "Get Zenbox" is the primary action.

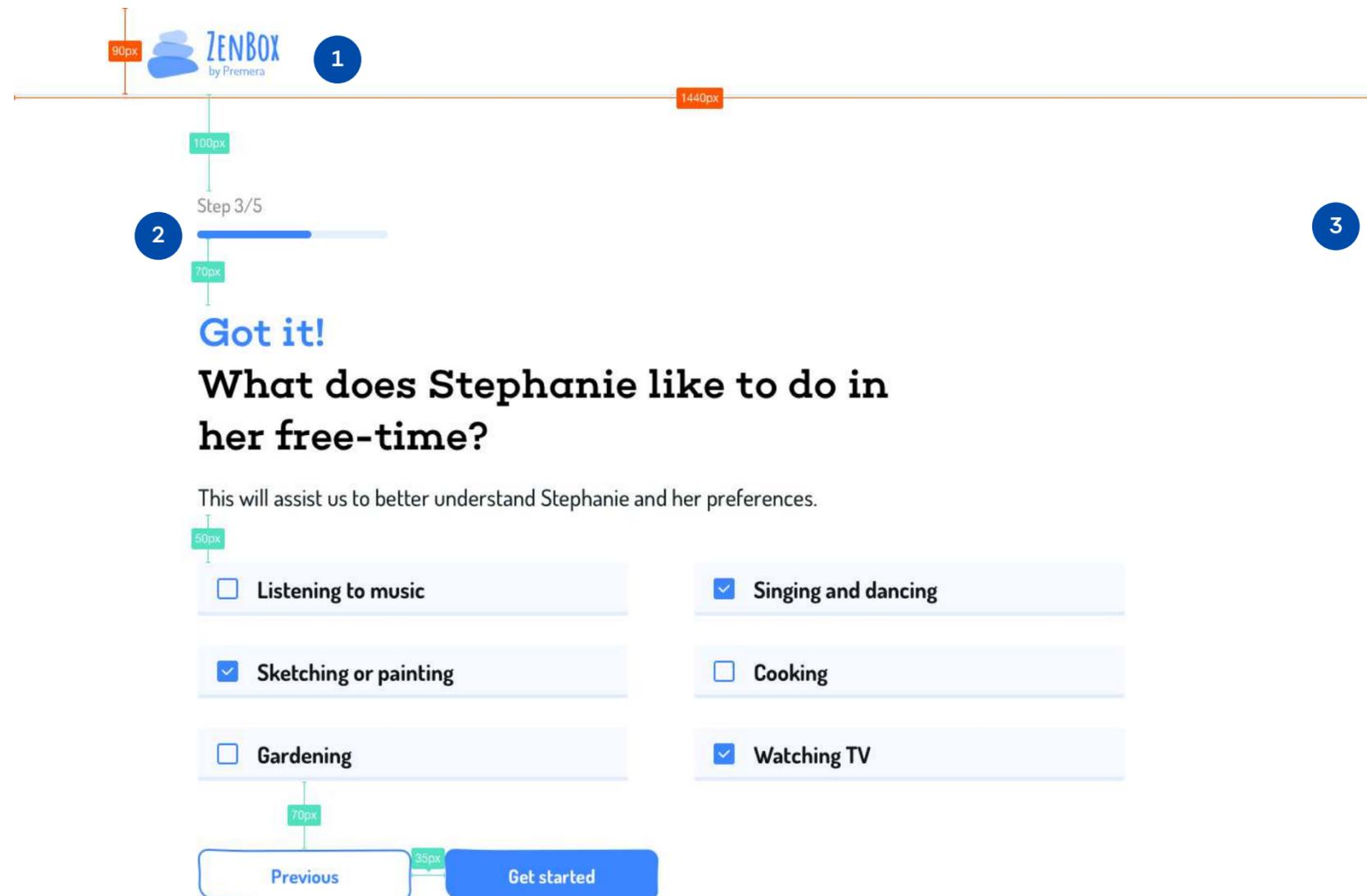
7 Blob overlay to create a view for the video. Clicking on it opens the video in full screen view. The Blob structure needs to follow the rules mentioned in the Blob specification.

8 Global footer which contains other secondary information. Note that it's viewed in every page except the Survey flow (Key path 1)

9 White version of the Zenbox logo.

Survey Layout

This is one of the survey screens. Here in the survey, the caregiver provides information about their loved one in order for Zenbox to provide with crafted and personalized treatment options and gift items for the box.



- 1 Header which only includes the Zenbox Logo. Clicking on it exits the survey and takes the user back to the Home page. However, we ask the user to confirm with the user if they wish to exit before taking them to the Home page. Header doesn't have other global items since they are not necessary for the user purpose here.
- 2 Progress bar stepper here to show the user their relative position in the survey.
- 3 The page should be implemented in a way that the entire screen view fits without a scroll. However, the position of the Title and stepper should also be fixed.

Information Page Layout

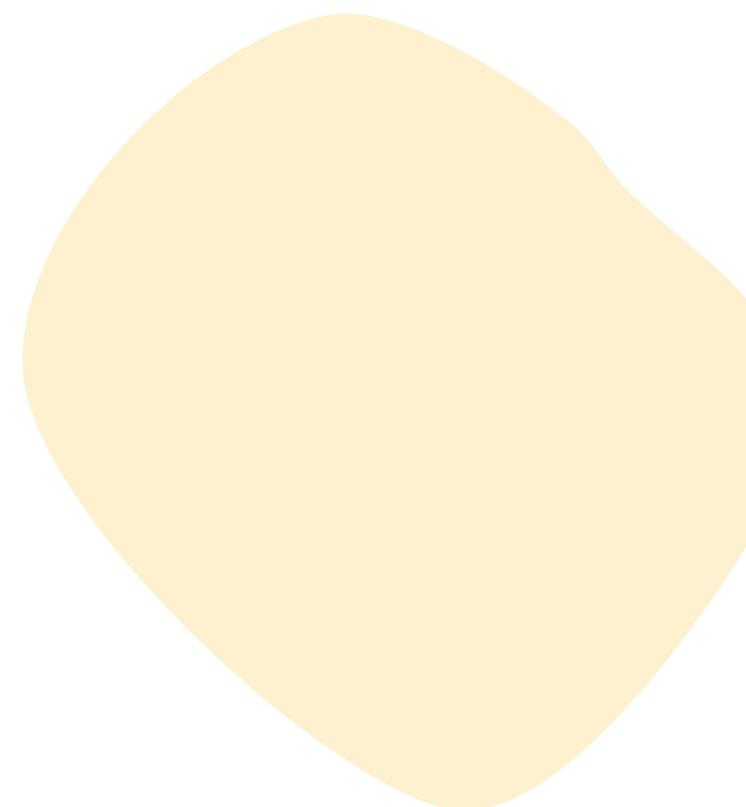
Information pages, including those for About Depression, Suicide Prevention, and the Treatment Option pages follow this format. Elements 6-9 can be removed as needed, but a page should never end with cards.



- 1 The navigation bar of the site sticks to the top and has a call to action button to begin the ordering process of a new Zenbox.
- 2 Users who are logged in will see their photo here and can activate a dropdown to view their profile or the contents of their Zenbox.
- 3 Description of the page content.
- 4 Photo or illustration for the page. If using photos should follow masking shape conventions.
- 5 Cards breakout the key information for the therapy. This content should follow the same format for each therapy.
- 6 Lists breakdown the benefits of this particular therapy.
- 7 Clicking here users will enter a full screen video of an expert.
- 8 Users can read more about the first appointment and access the first appointment toolkit.
- 9 Clicking here will redirect to Premera's find a doctor tool.
- 10 The footer takes users to more information about Premera including contact information.



5 Zenbox - Redlines



Box Dimensions

Box Branding

Envelopes

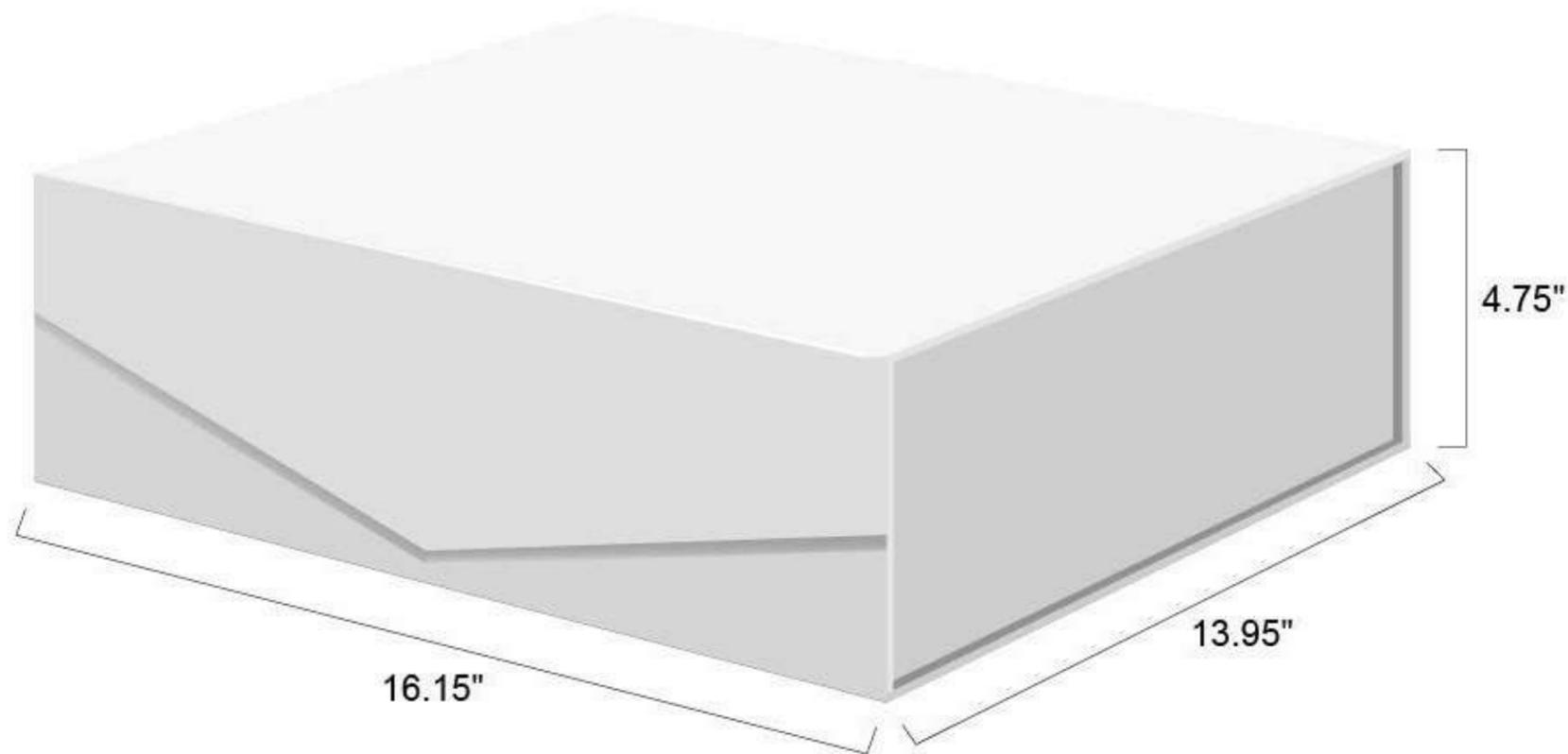
Treatment Options

Gift Wrap

Zenbox - Redlines

Box Dimensions

Zenbox is comprised of a large box with a magnetized envelope closure. We hope that those who receive the box are happily surprised with the size, and that the physical presence of the box makes it difficult to ignore. We want to invoke the thrill of opening a giant present, an idea which is reinforced by the graphic styling of the box.



Interior dimensions: 16.15 in × 13.95 in × 4.75 in

Exterior dimensions: 16.95 in × 14.55 in × 4.95 in

Zenbox - Redlines

Box Branding

Outside of the box

The outside branding is grayscale, utilizing the Zenbox logo in Shavasana Black and organic blob background in shades of the same. This muted expression creates a sense of surprise when one opens the box to find a bright interior, bursting with gifts.



Inside the box

The inside of the box is a stark contrast to the outer cover. The quote inside reads “In Japan, broken objects are often repaired with gold. The flaw is seen as a unique piece of the object’s history, which adds to its beauty”. We hope that people with depression and their caregivers are excited to start exploring treatments, and we hope the sentiment will be encouraging to them.



Zenbox - Redlines

Envelopes

Each Zenbox includes three or more treatment options. Treatment options are packaged in colorful envelopes with flaps that mimic the organic blob shapes. The envelope flaps and labels are color-coordinated based on the secondary colors. In a box of three treatment options each envelope should be printed in one of the darkest secondary colors. With each additional treatment option added, envelope should follow the next lightest secondary color, for a maximum of six envelopes.



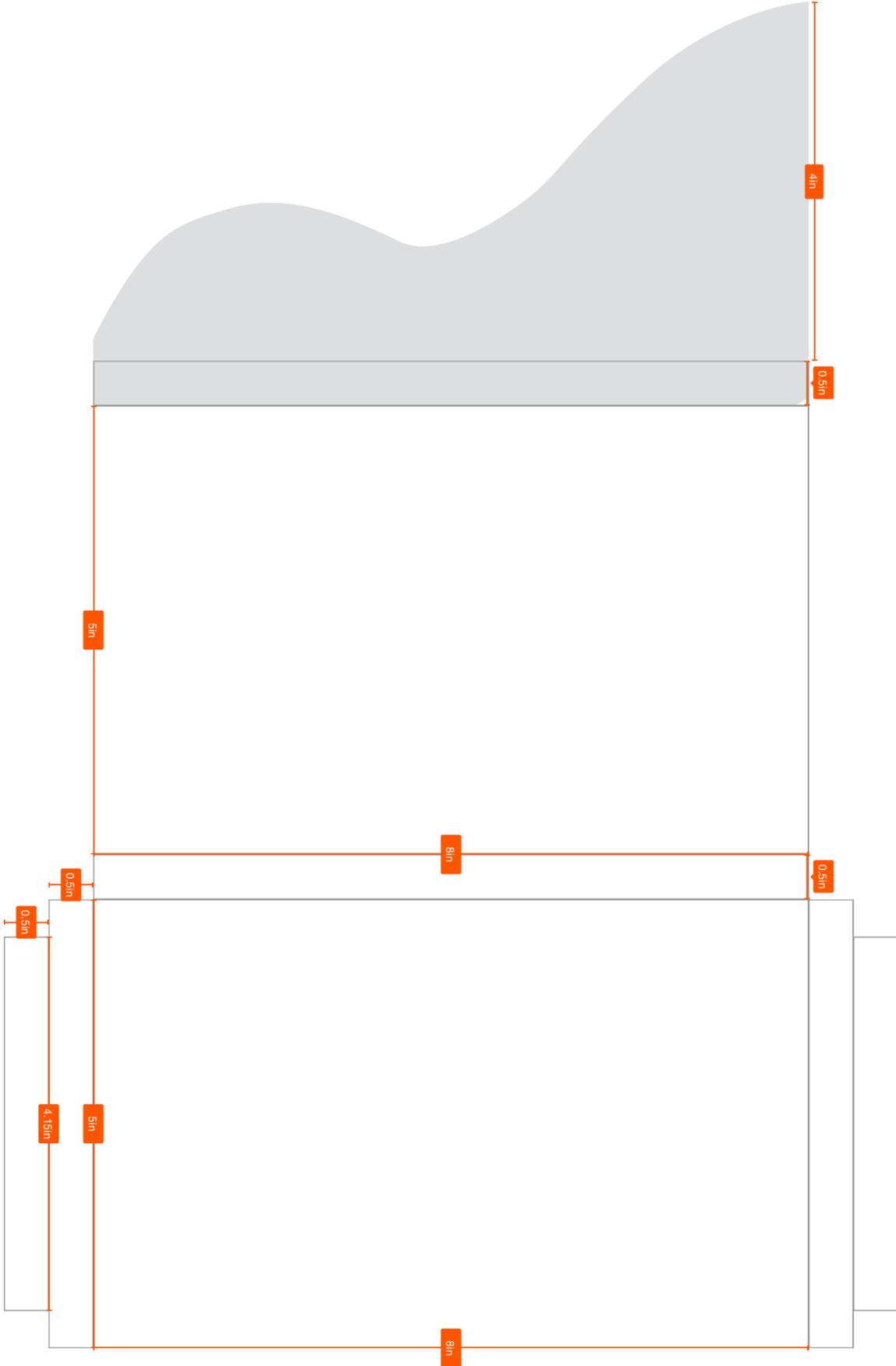
Sun Salutations



Lotus Blush



Goddess Green



Treatment Options

Each Zenbox has at least three treatment options and includes additional printed information for caregiver tips. Treatment options should be color coordinated with the envelope shade. Alternate Front should be used for additional materials and the cover of treatment trials.

Treatment Day Cover

100px 100px 100px 50px 160px 100px

Art Therapy

Thought in a Box

50px

100px 100px

Unwanted or intrusive thoughts can cause a lot of distress. It is completely natural to experience unwanted thoughts, but dwelling on them or trying to ignore them without addressing them can add to the pain they create. The goal of this exercise is to increase one's self-awareness of the thoughts they have that bother them.

50px

100px 15-20 minutes

100px

Information Back Page

75px

Thought in a Box

100px 100px

This exercise can help your loved one determine the intrusive and unwanted thoughts they experience, where they come from, and whether or not they are ready to let them go. You can support your loved one through this exercise by validating their feelings, even if the thought seems unimportant or irrational to you.

50px

Instructions

10px

Draw a box and put a thought inside of it. The thought should be one that you want to abandon.

50px

Reflection Questions

10px

- 1 How does the size of the thought and the size of the box relate?
- 2 Is there any significance?
- 3 What goals can you set to lead you to let go of this unpleasant thought?

Alternate Front

286px 70px 285px

Welcome to Zen Box

Caregiver Tips

60px

60px

Inside you will find some advice from fellow Zenbox-ers about how you can be a support system for your loved one and guide them through the Zenbox experience.

Still have questions?
You can always return to our website to read our FAQs.

80px

130px

Zenbox - Redlines

Gift Wrap

Description of the wrap

The gift wrap mimics the background visuals on the Zenbox site with a denser implementation of the blobs. Each gift included in Zenbox must be individually wrapped in paper in order to reinforce the feeling of being given a special gift. Much like typical gift wrap, the design is simply printed at scale and cut to fit the object.



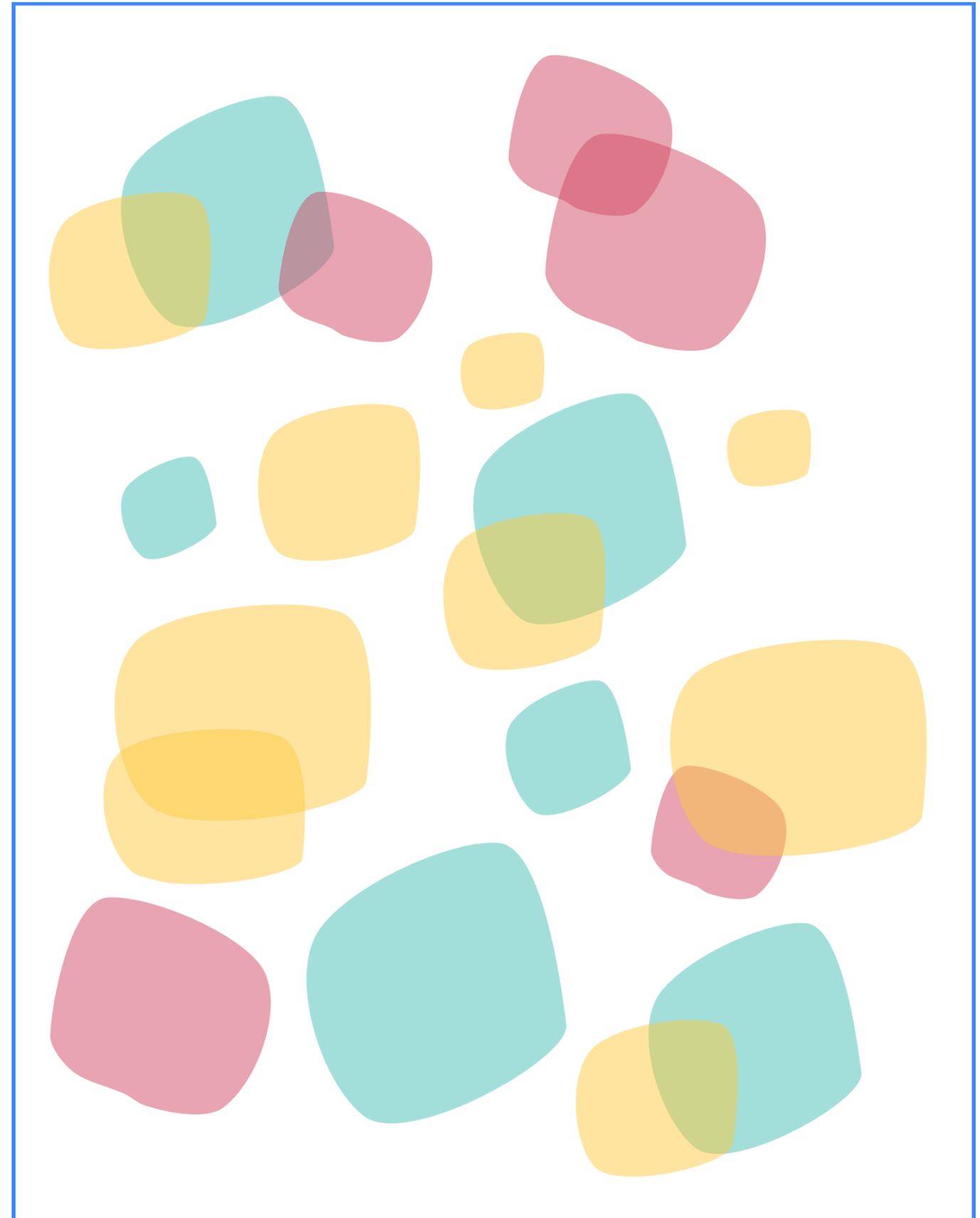
Goddess Green shape



Lotus Blush shape



Sun Salutations shape



Zenbox

Team Ravenna

