



TRIGGER WARNING

This report contains sensitive material that some may find disturbing. **Sexual violence, sexual assault and abuse** are the key topics discussed within this document.



Viewer discretion is advised.

Uknown





Uknown

INTRODUCTION

This document serves as an app walkthrough, showcasing Uknown in detail. Uknown is a **VR app that helps SA* survivors** (*sexual assault), by providing them with a virtual safe space for therapy and the ability to **customise** the controlled environment.

As a business, Uknown lies in the intersection of the **Telehealth market** (predicted to hit **£23.49 Bn by 2028**) and the **VR market** (predicted to hit **£20.9 Bn by 2025**).

Its customer base reflects the SA epidemic amongst **all genders, sexualities and ethnicities** - although with a disproportionately higher percentage of women, LGBTQ+ folks and minority groups. Whilst **based in the UK** (where **63,136 SA cases** were reported in **2021** - a **13% increase**), the app will be available **globally**, further enlarging the potential customer pool.

Uknown recognises that each SA experience is **unique to the individual** and thus, has placed the **consumer at the heart of the app design**. As indicated in the report, certain features were also **co-developed** with licensed therapists.

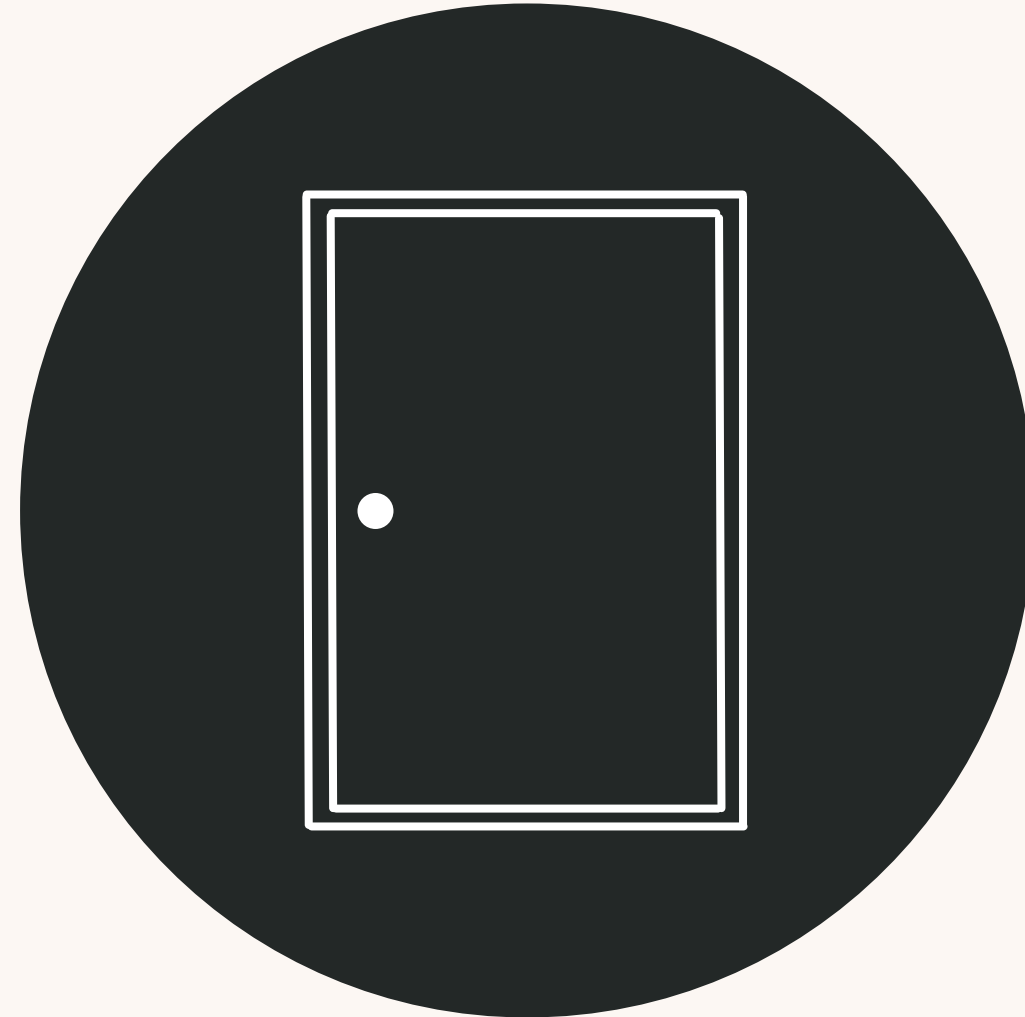
Finally, please note that due to **privacy concerns**, when quoting real consumers, the report uses their agreed-upon Uknown usernames - e.g. Anonymous 1973.



1. App Overview

1.1 App Features - App Objectives

App Objectives



Functional Benefits

Uknown helps **SA survivors** who are **uncomfortable attending therapy** by providing them with a **virtual safe space** and the ability **to customize** the controlled environment



Emotional Benefits

Combatting **lack of control** (an integral component of SA), Uknown's spaces are **controlled by each member**, thus, **easing the process** of reaching out for professional help



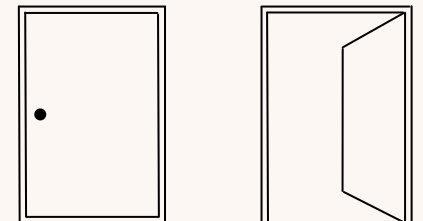
Societal Benefits

An **outlet for free expression of mental states**, where SA survivors **aren't conformed** to expressing only societally-accepted emotions such as **'quiet grief'**



Grand Vision

A world in which **trauma is processed** promptly and is healed, leaving SA survivors as **fully-functioning** members of society

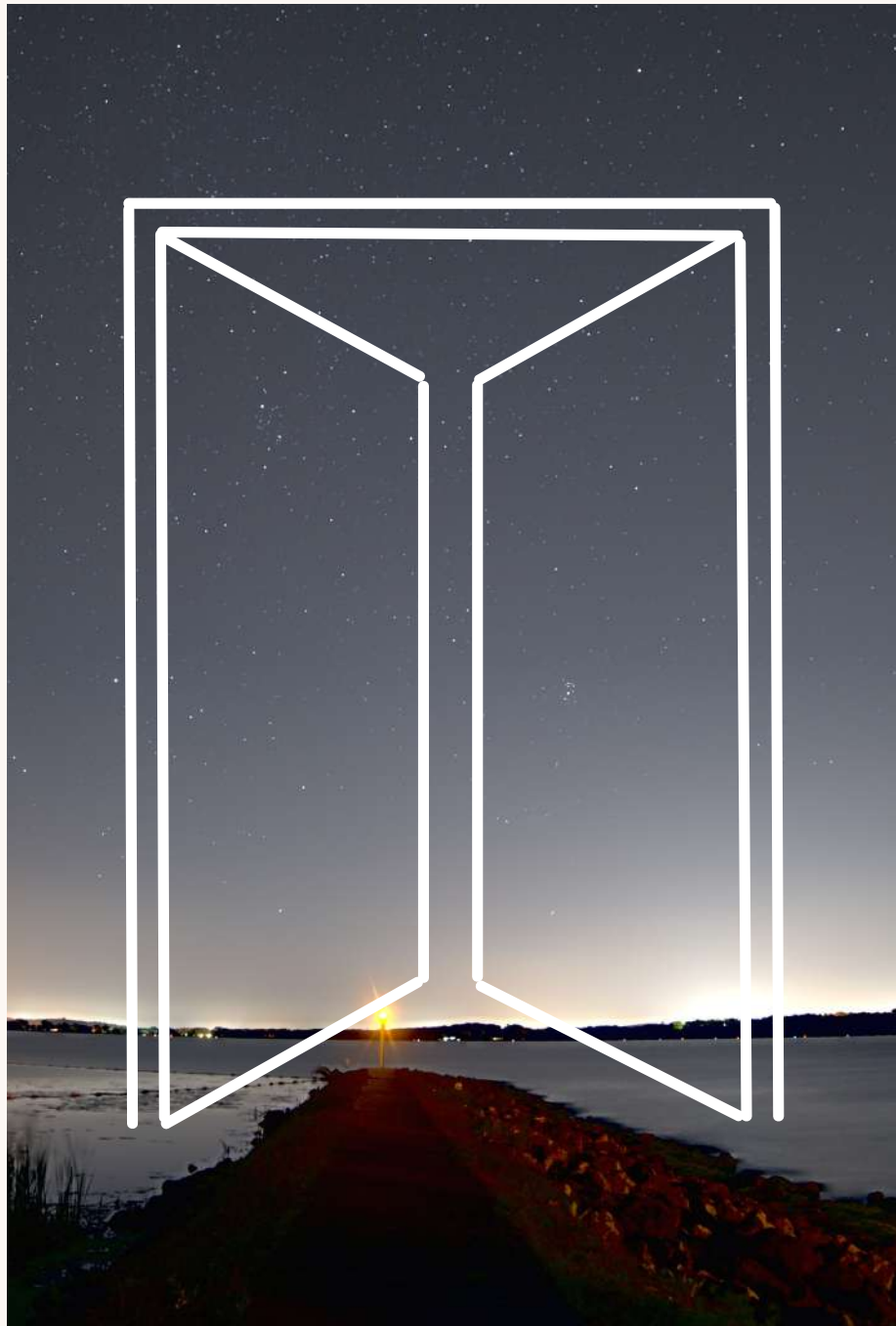


1.1 App Features - Key Features

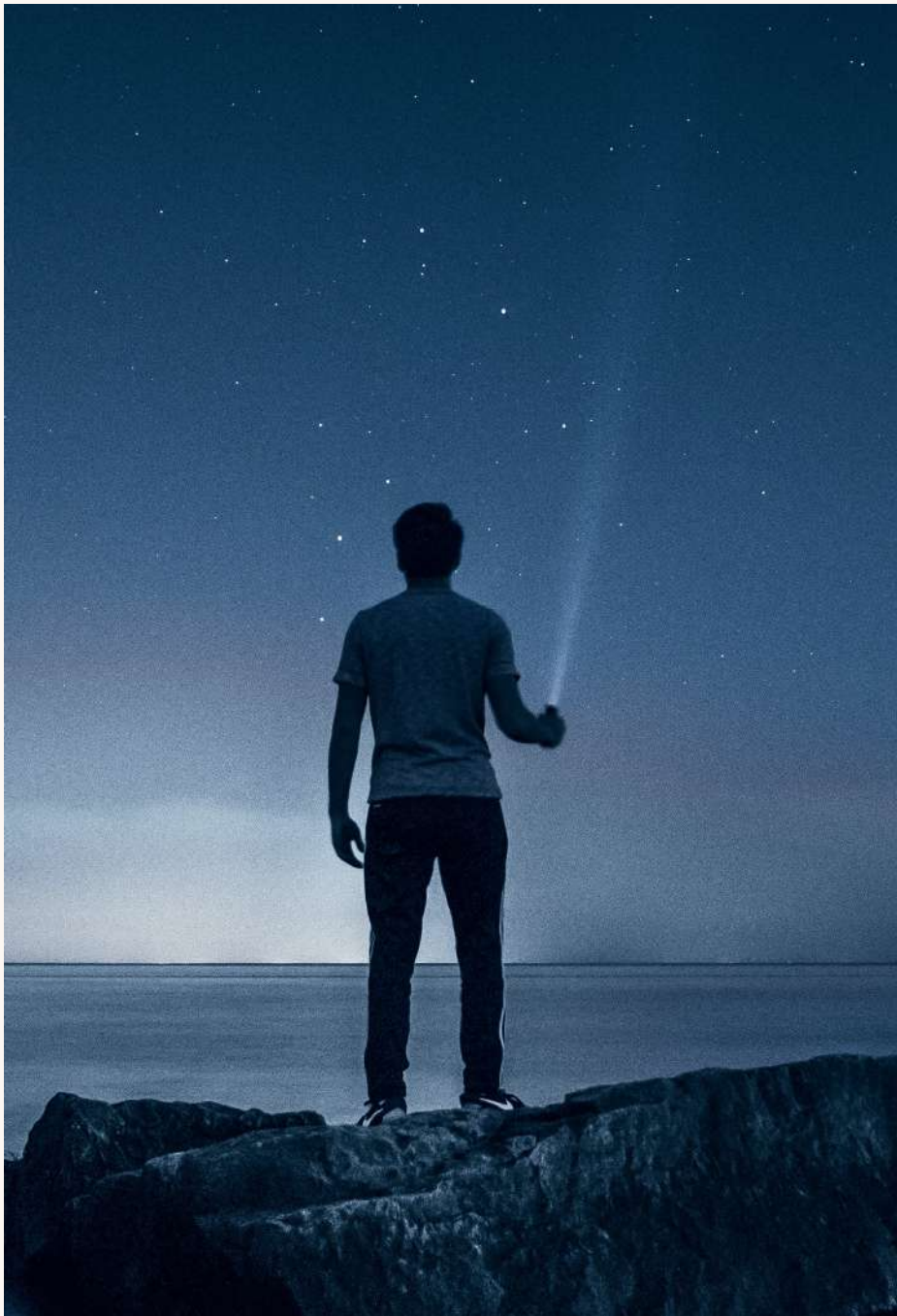
Key Features



**SESSIONS ON
YOUR OWN**



**SESSIONS WITH
YOUR THERAPIST**



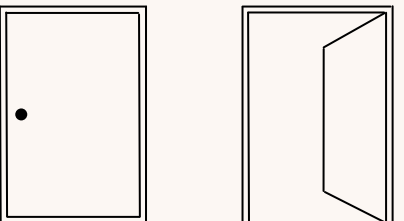
**COLOUR THERAPY
/USER GENERATED/**



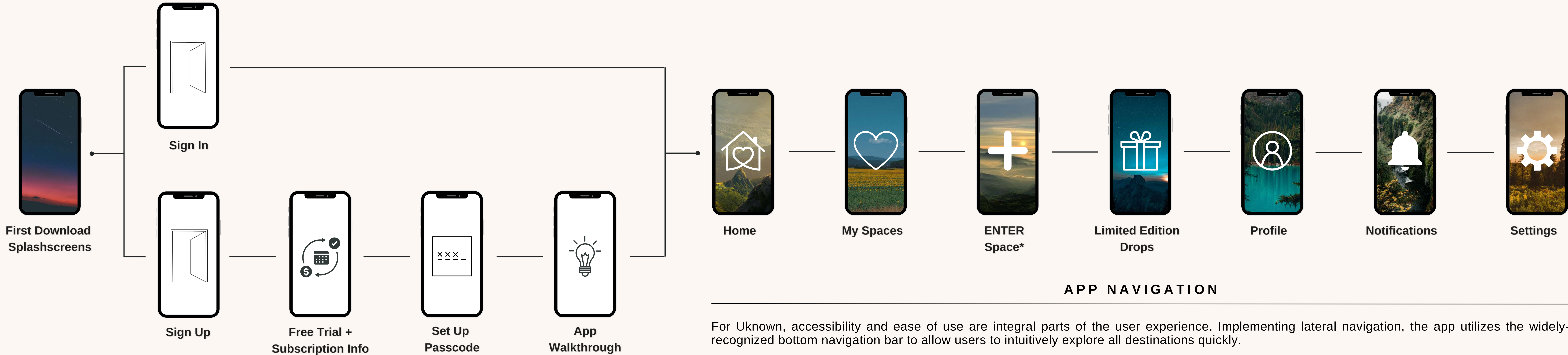
**SCENERY SPACE
/USER GENERATED/**



**TARGET CONCERN
SPACE /AI-GENERATED/**

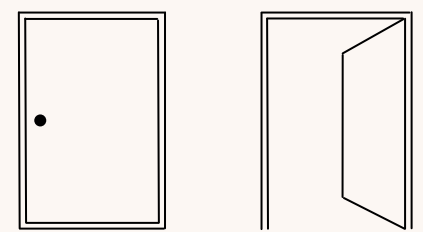


1.2 App Navigation



For Unknown, accessibility and ease of use are integral parts of the user experience. Implementing lateral navigation, the app utilizes the widely-recognized bottom navigation bar to allow users to intuitively explore all destinations quickly.

Once the user enters the Home screen, they can navigate between the 4 main tabs with a single tap only for a seamless user flow.



1.3 App Theme Customization

APP CUSTOMIZATION

"App Customization gives you the power to customise the app theme to the highest degree. You control the look of the app, to suit your best needs. Upload an image of your choice (a safe space of its own) - the app will modify the interface to match the image's colours." - Excerpt from Uknown's Walkthrough

To illustrate the versatility of the app customization, Anonymous 2000 & Anonymous 1982 have designed their ideal interface following Uknown's customization feature. These two prototypes are used throughout the report to showcase the app features.

App customization is key, because:



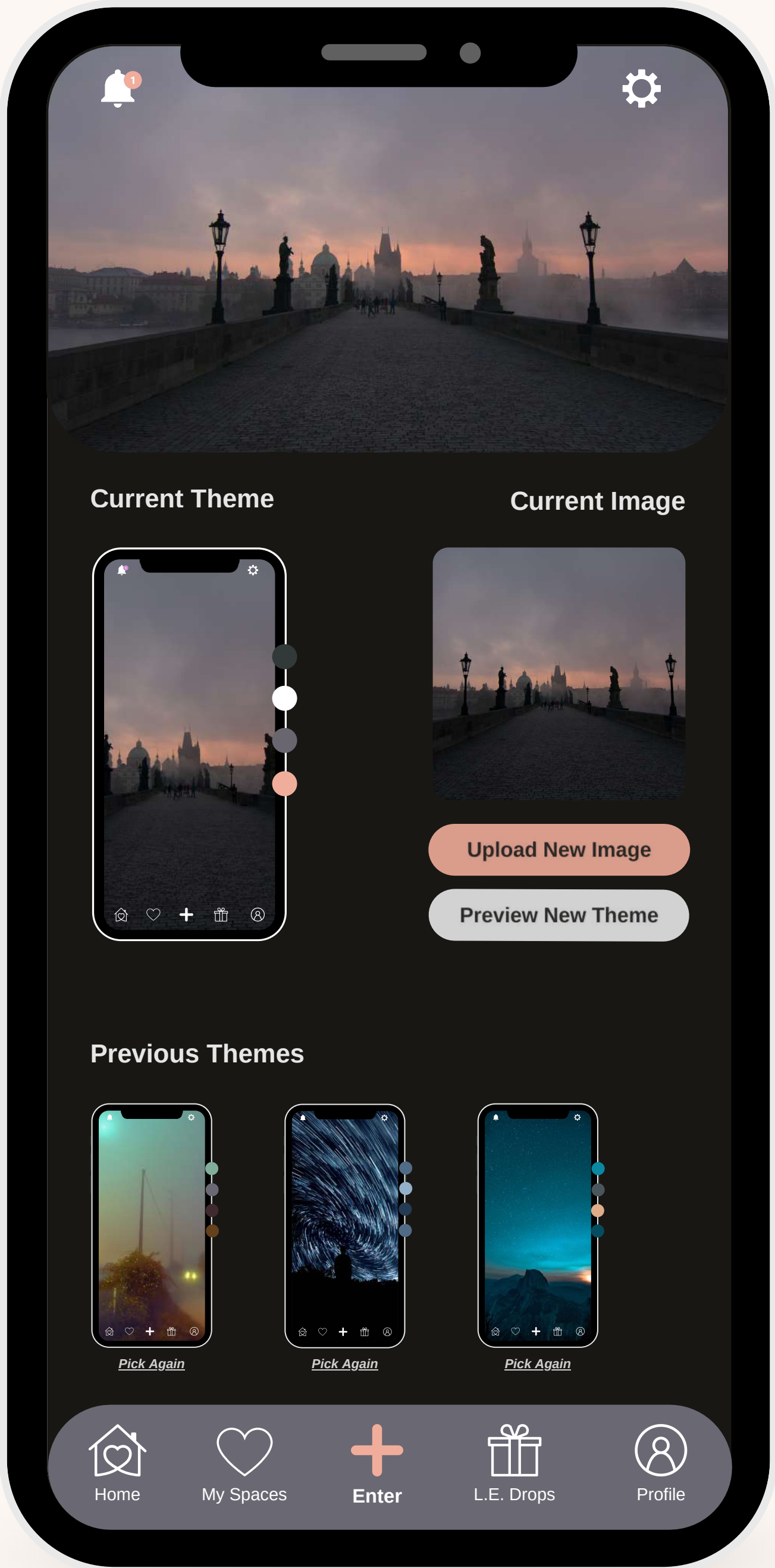
Consumer-led

Customization places the consumer at the heart of the design & app itself - eases the process of reaching out for therapy

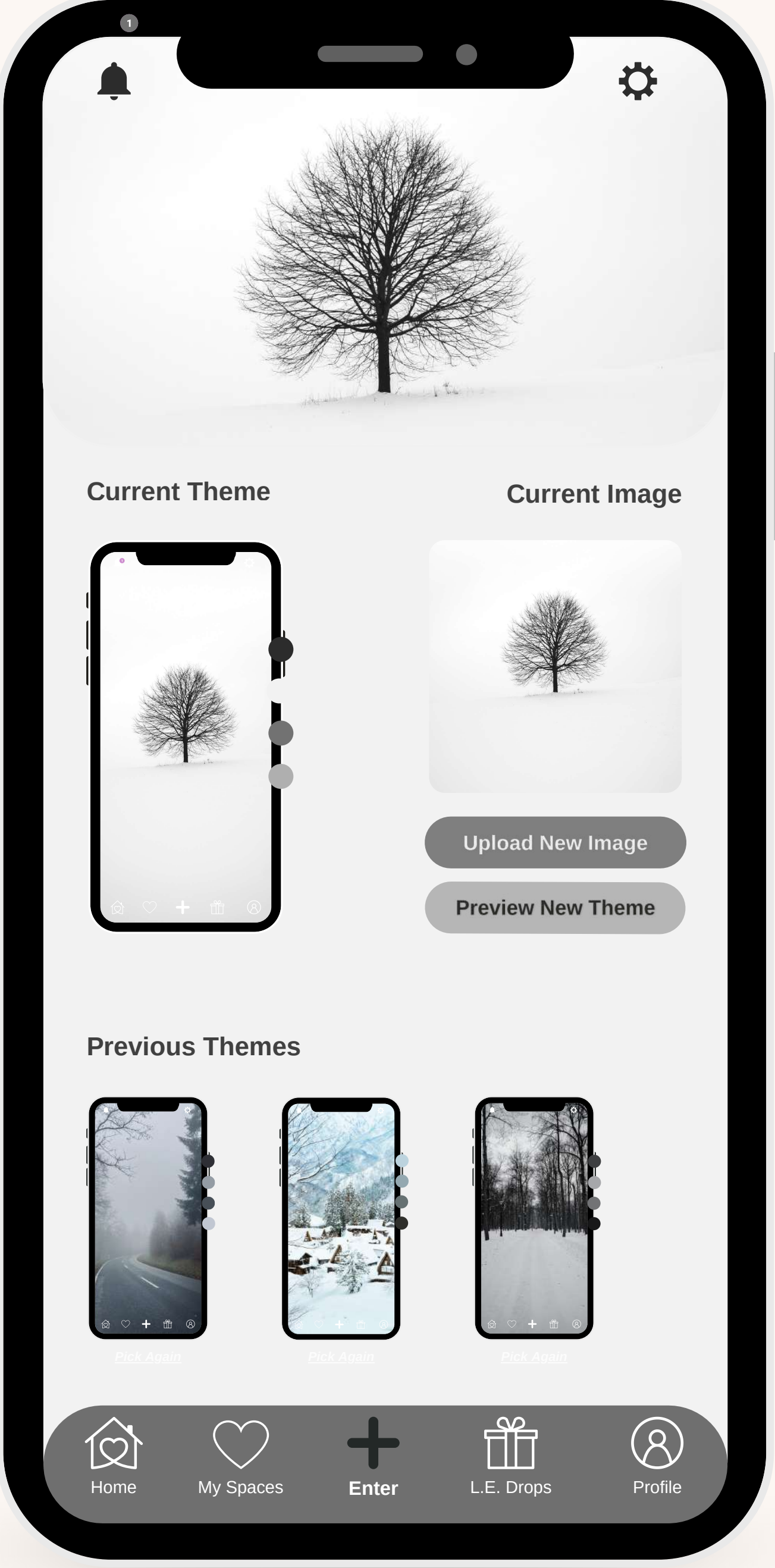


Co-creation

Allows consumers to create their own spaces with the guidance of our brand - places control in their hands



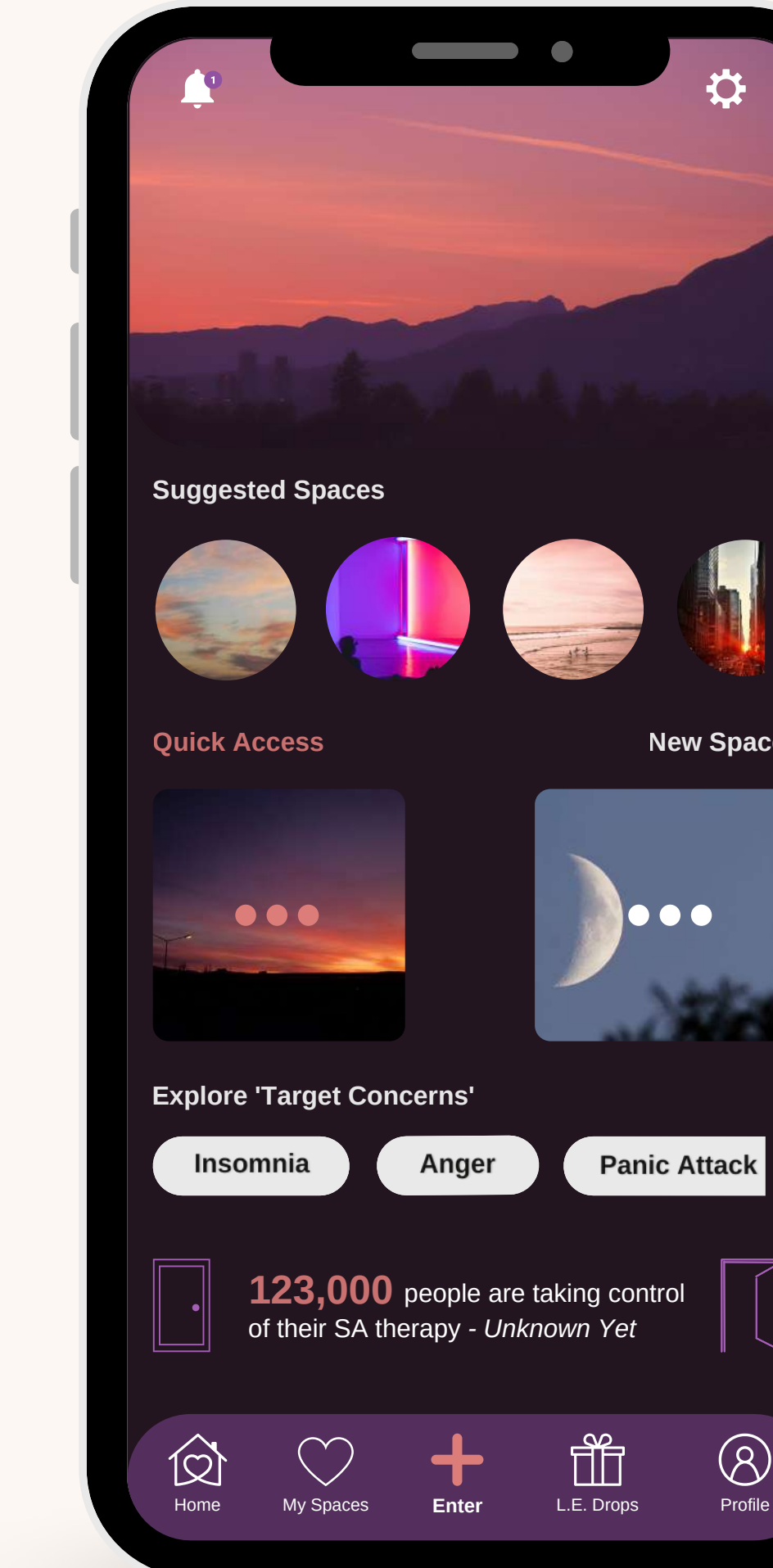
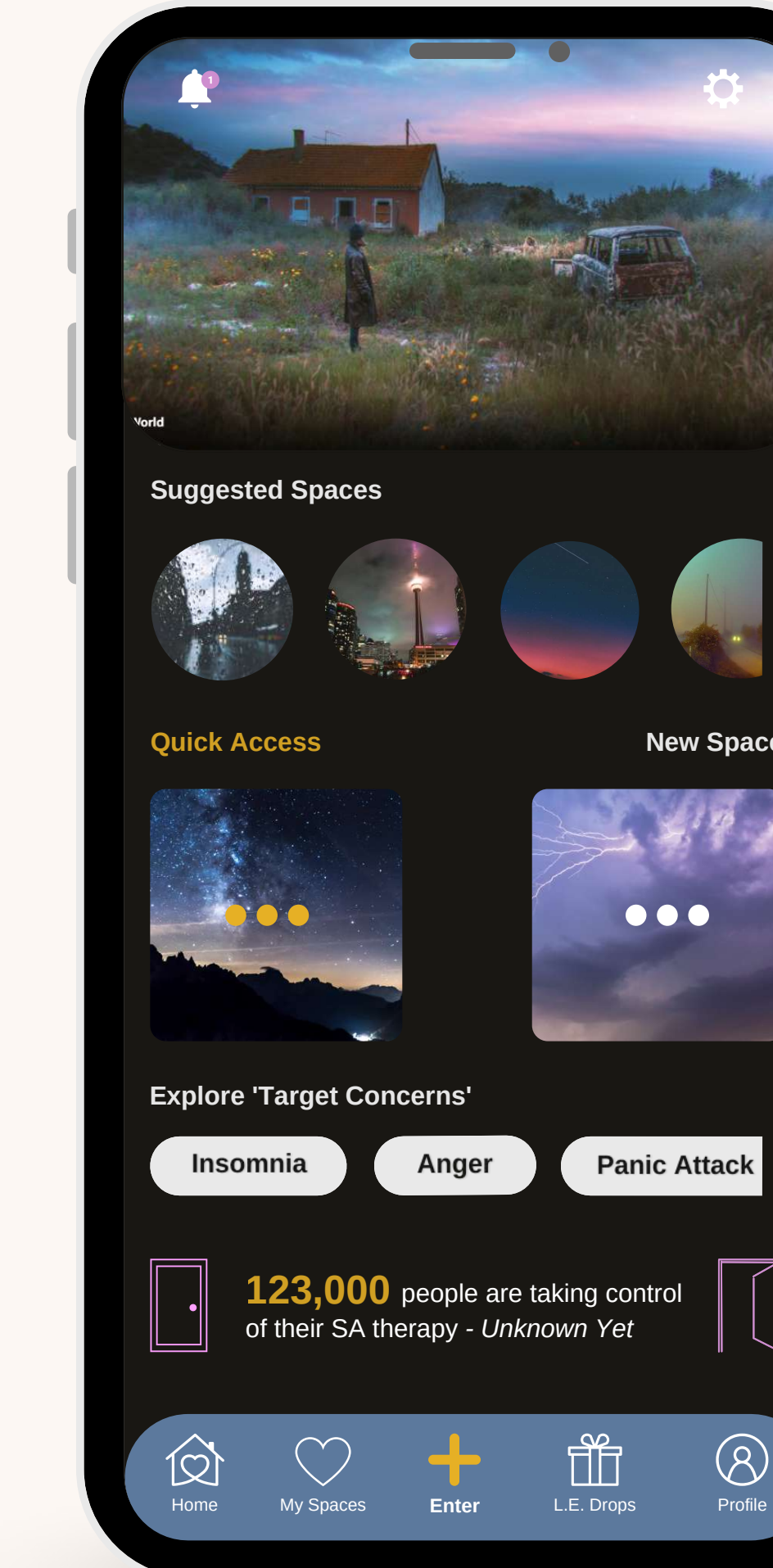
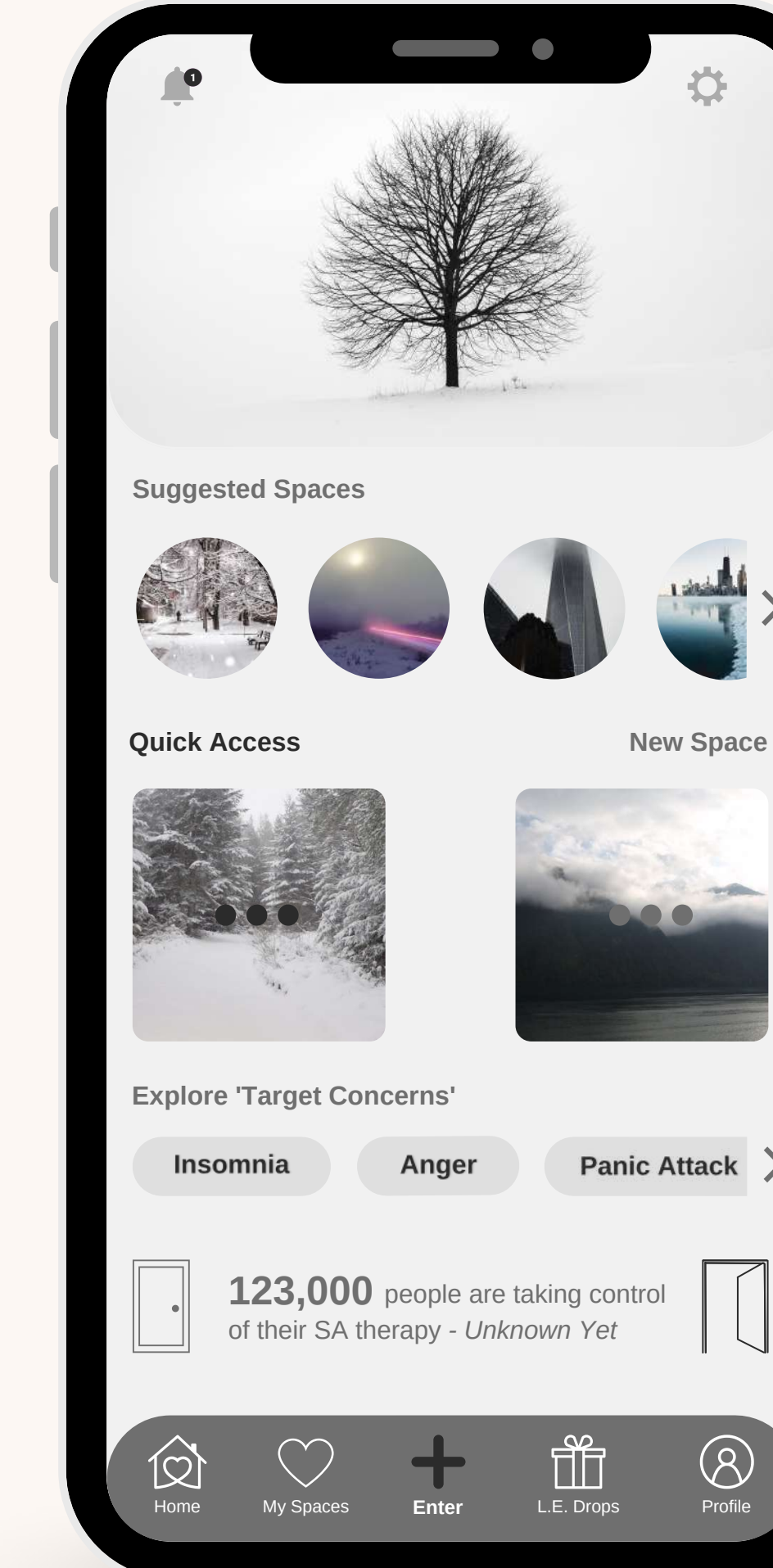
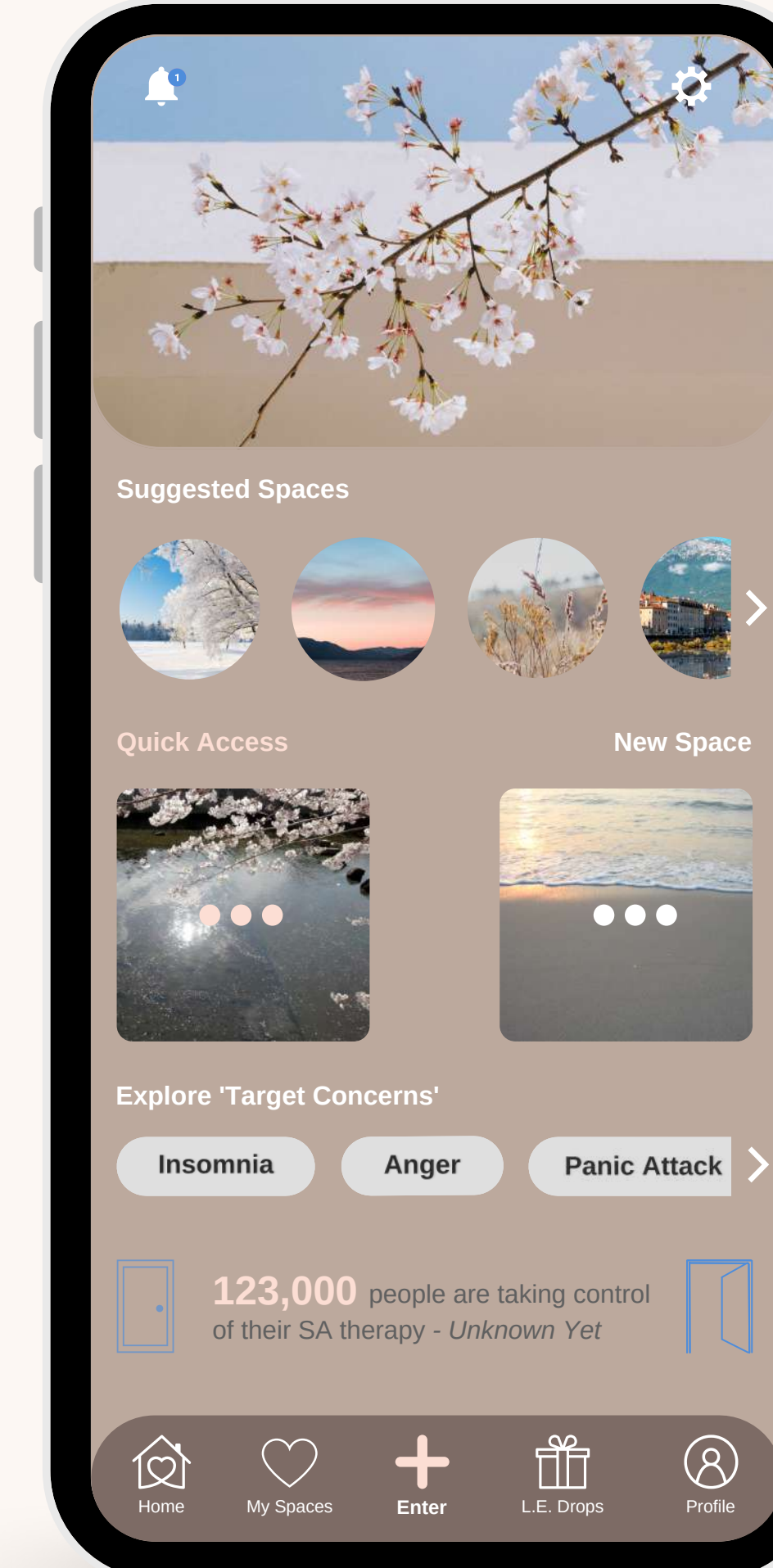
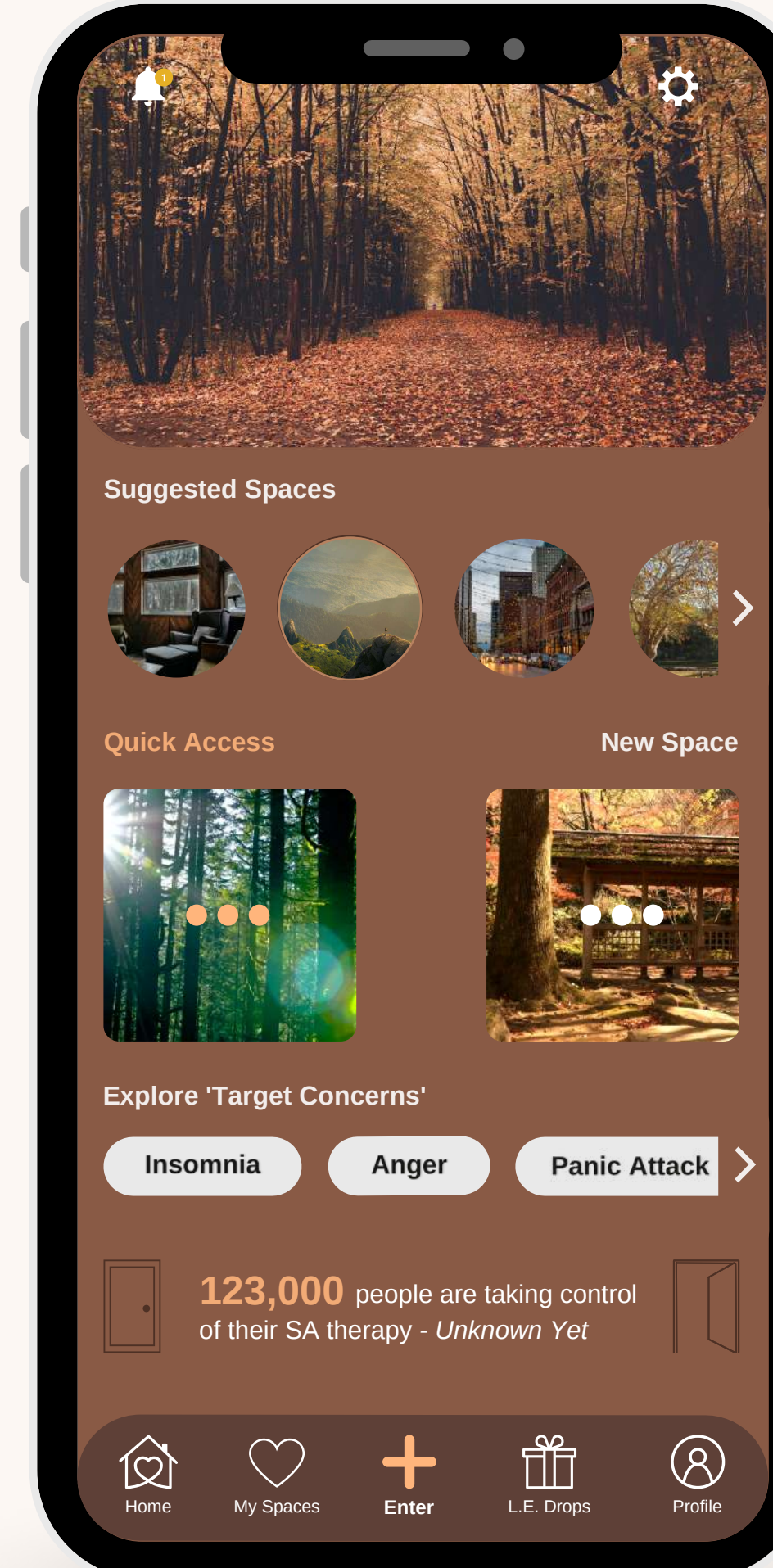
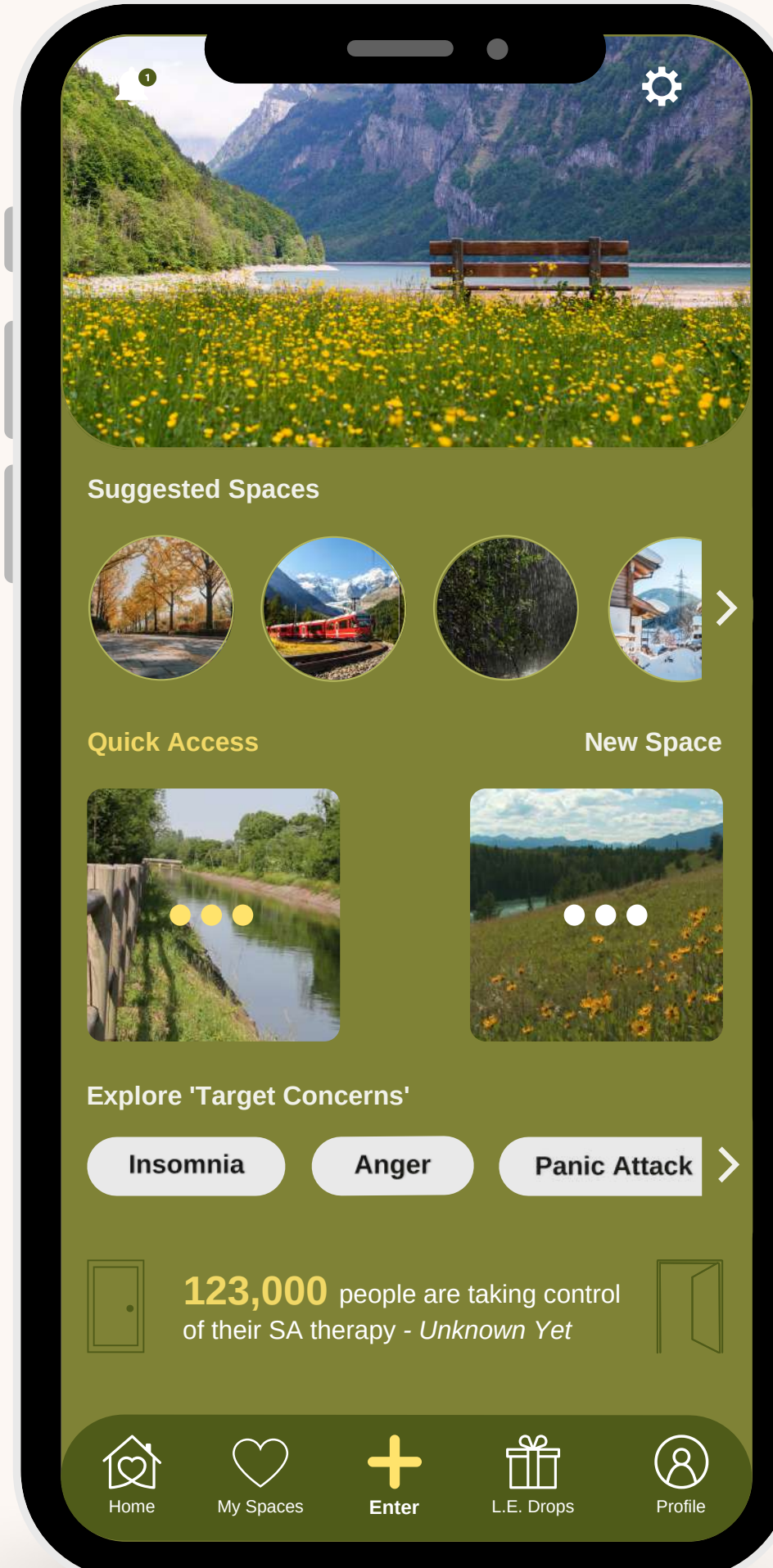
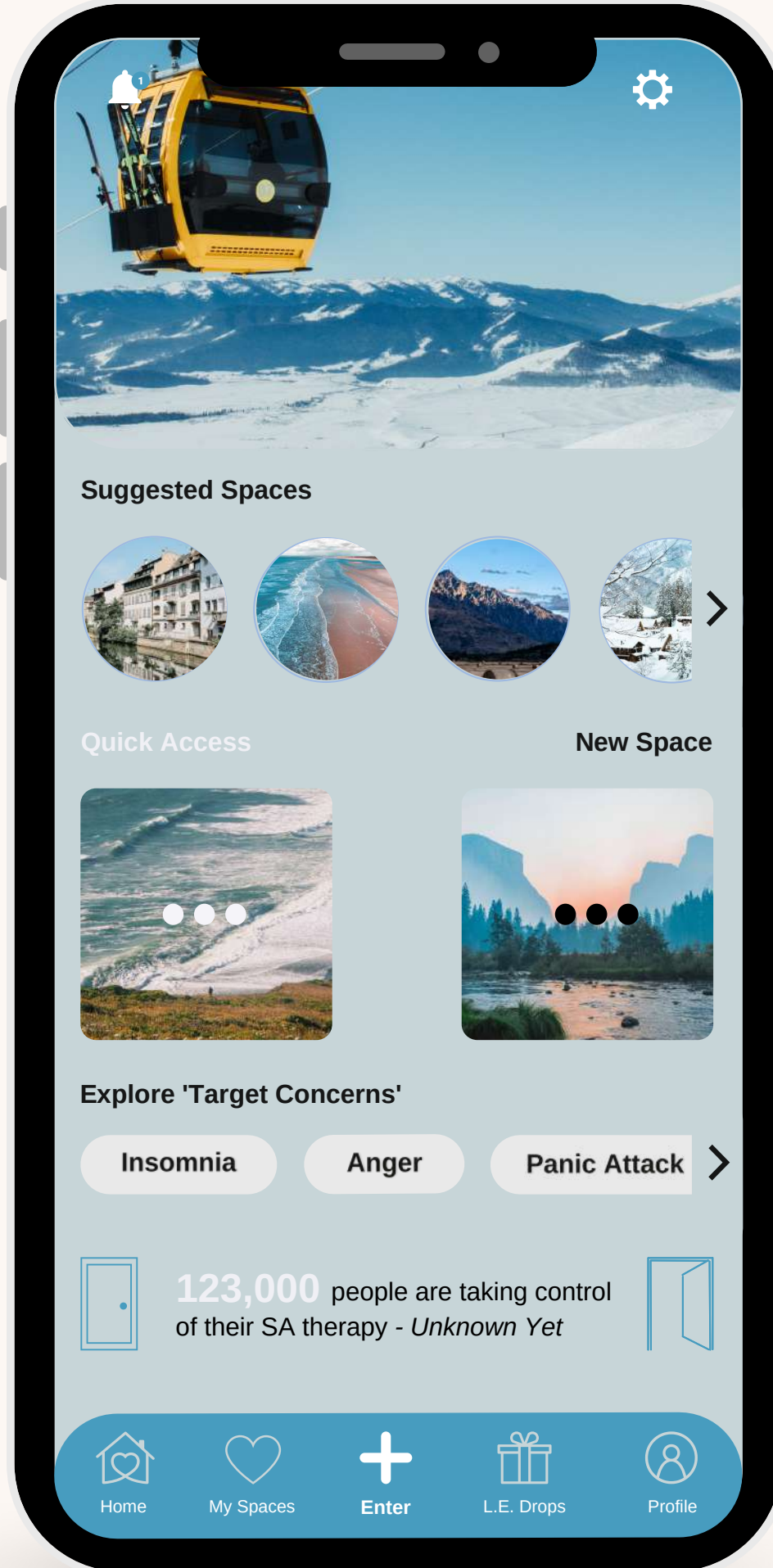
Designed by Anonymous 2000



Designed by Anonymous 1982

1.3 App Theme Customization

Homescreen Customization Examples



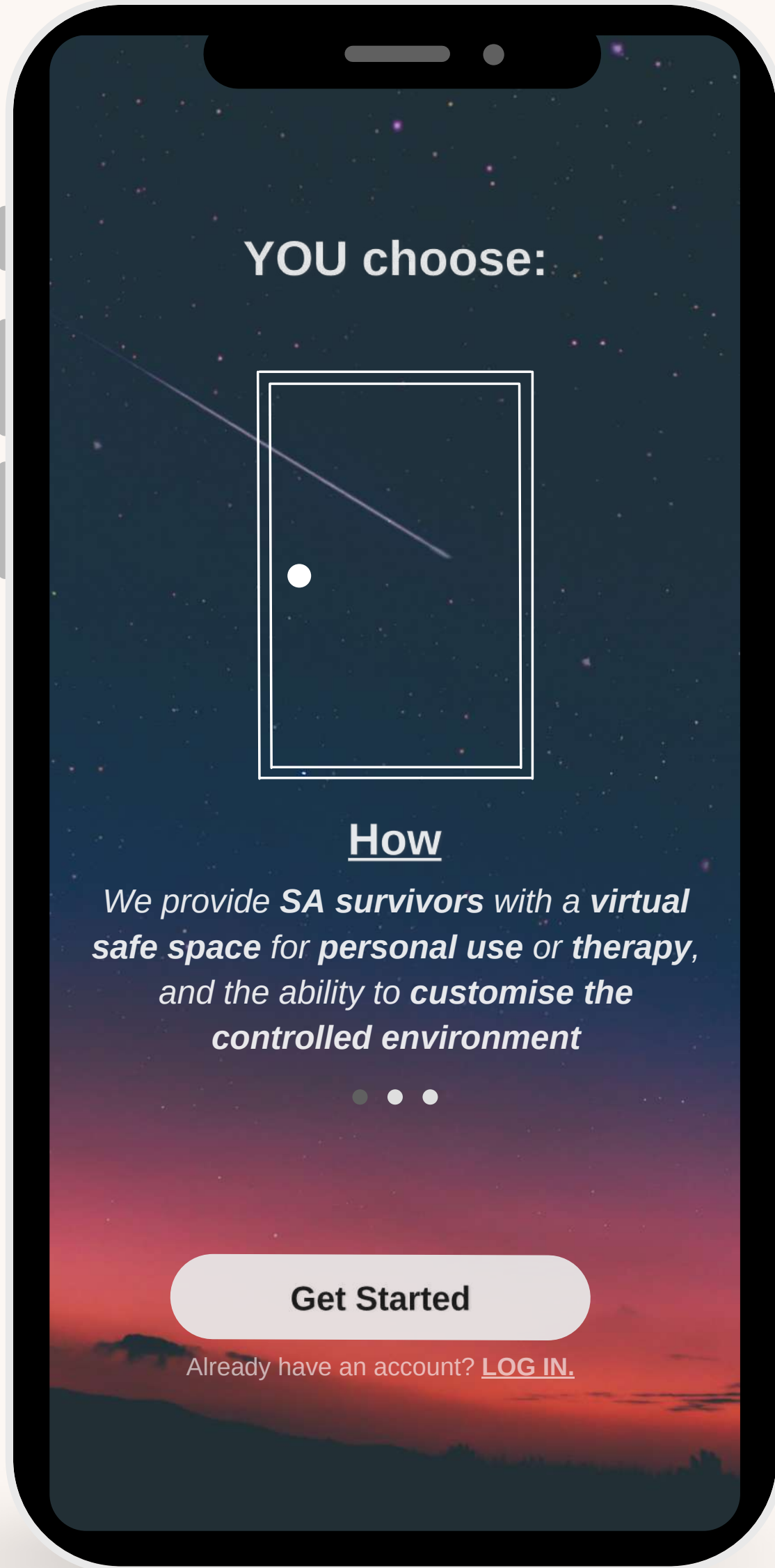
1.4 App Introduction - App Demo



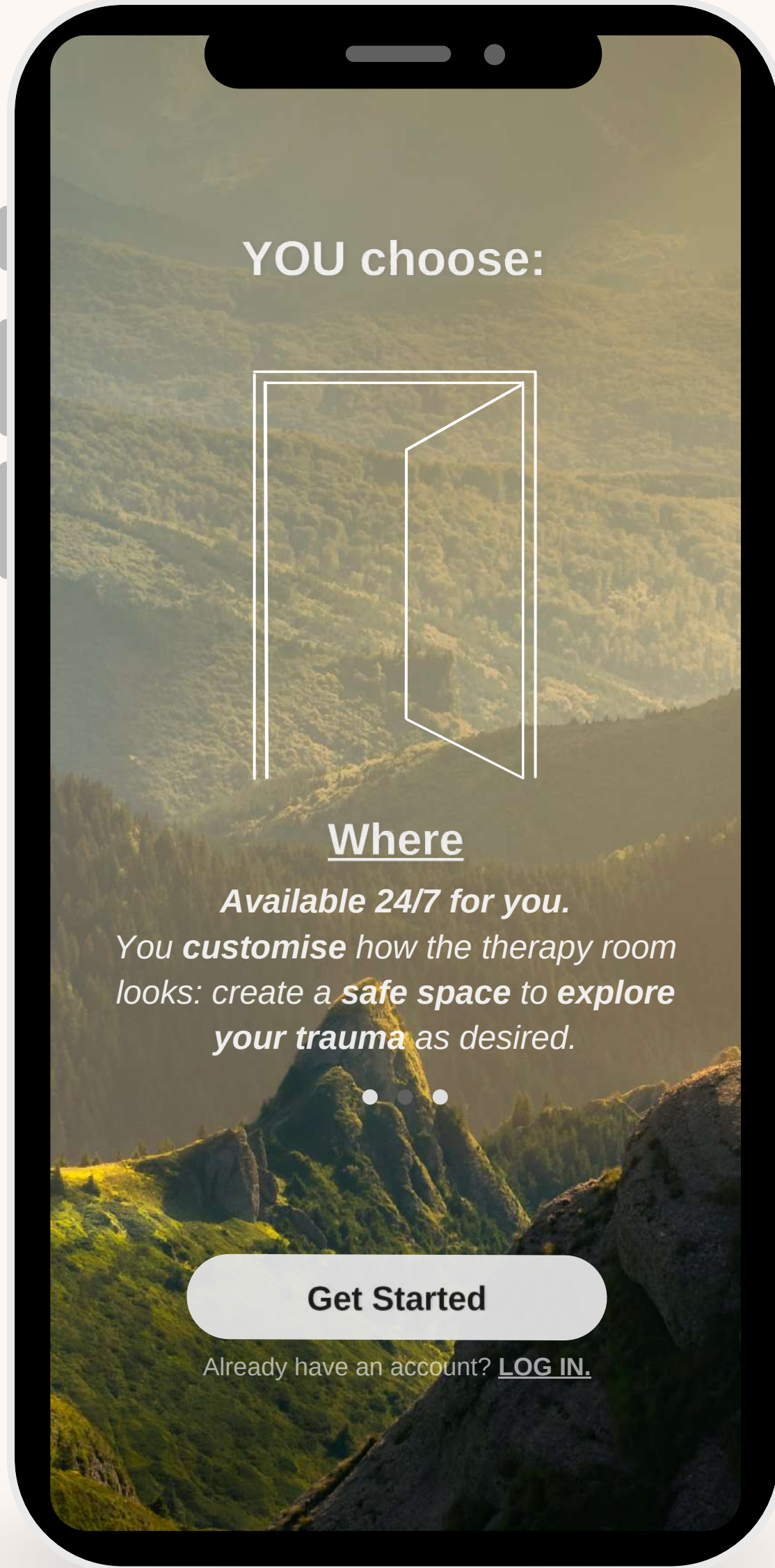
View a demo walkthrough
of the app: Scan QR or [Click here.](#)



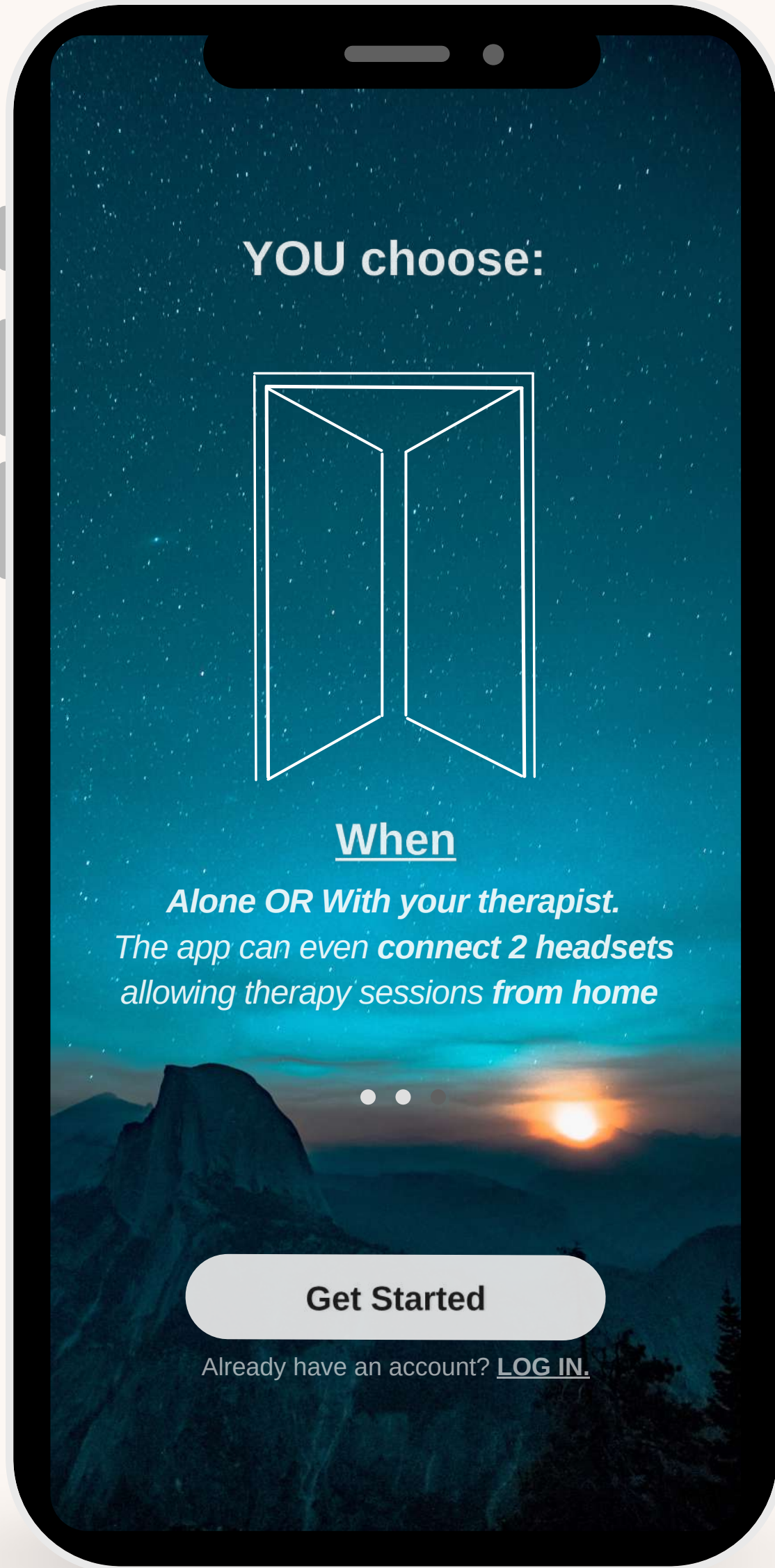
1.4 App Introduction



First



Download



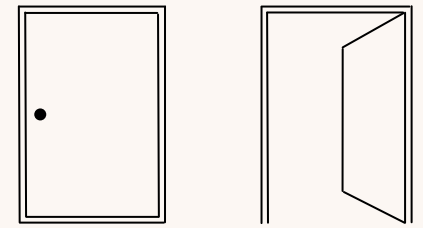
Splashscreens

WELCOME SPLASHSCREENS

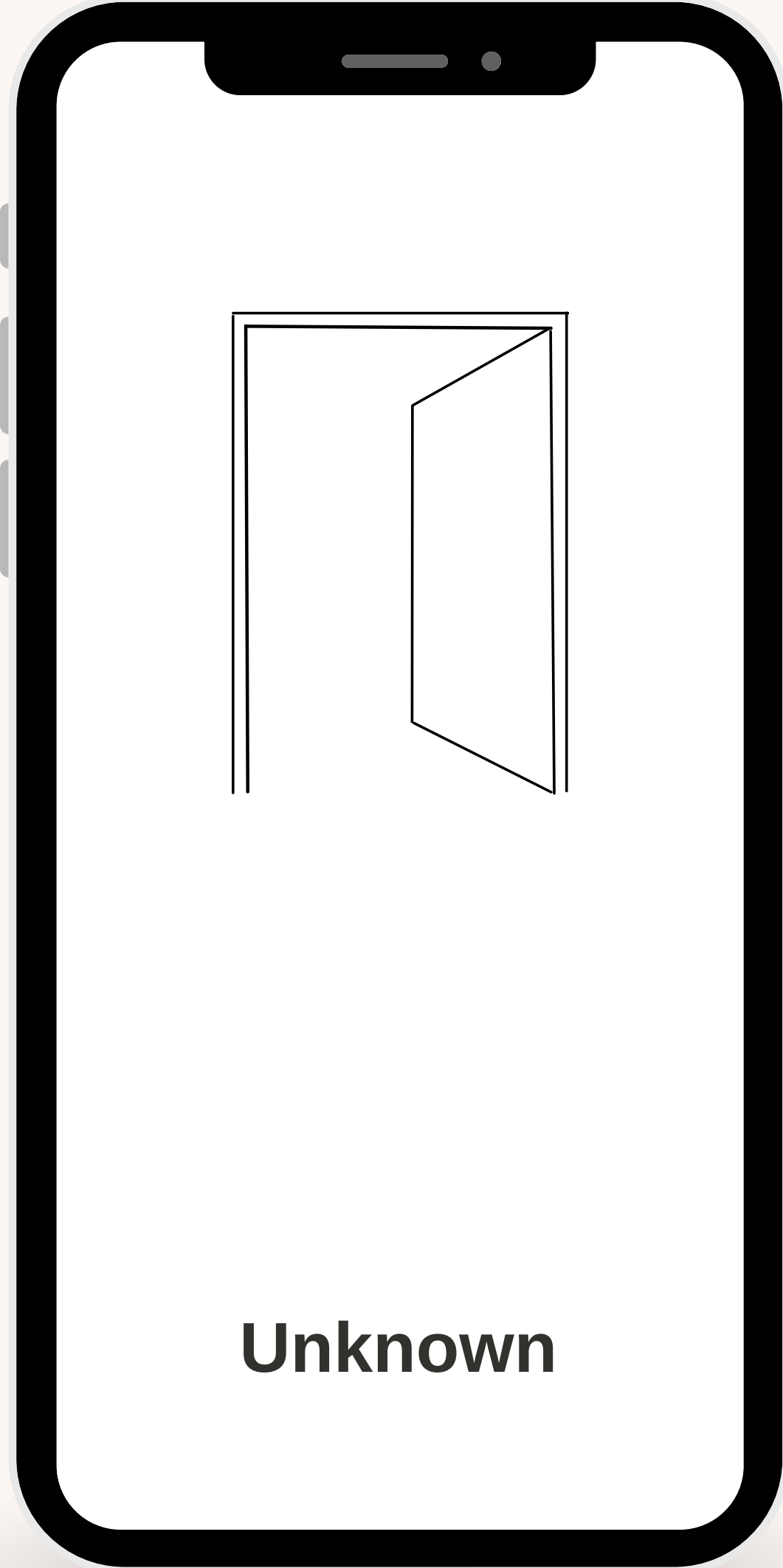
After only one use, 21% of consumers quit an app (Upland Software, 2020).

When users launch the app for the first time upon downloading it, they are greeted by **three splash screens**.

These displays act as a **mini-walkthrough**, aiming to pique attention while highlighting Uknown's proposition: "**You choose HOW, WHERE, and WHEN you access help.**" These images were created with Uknown's own software and were chosen to emphasise the app's immersive capabilities.



1.4 App Introduction



Loading Screen

SIGN UP PROCESS

The user is provided with the ability to sign up manually or via Google. Regardless of which option they choose, they have to set up an app passcode to prevent others from accessing the app via the phone.

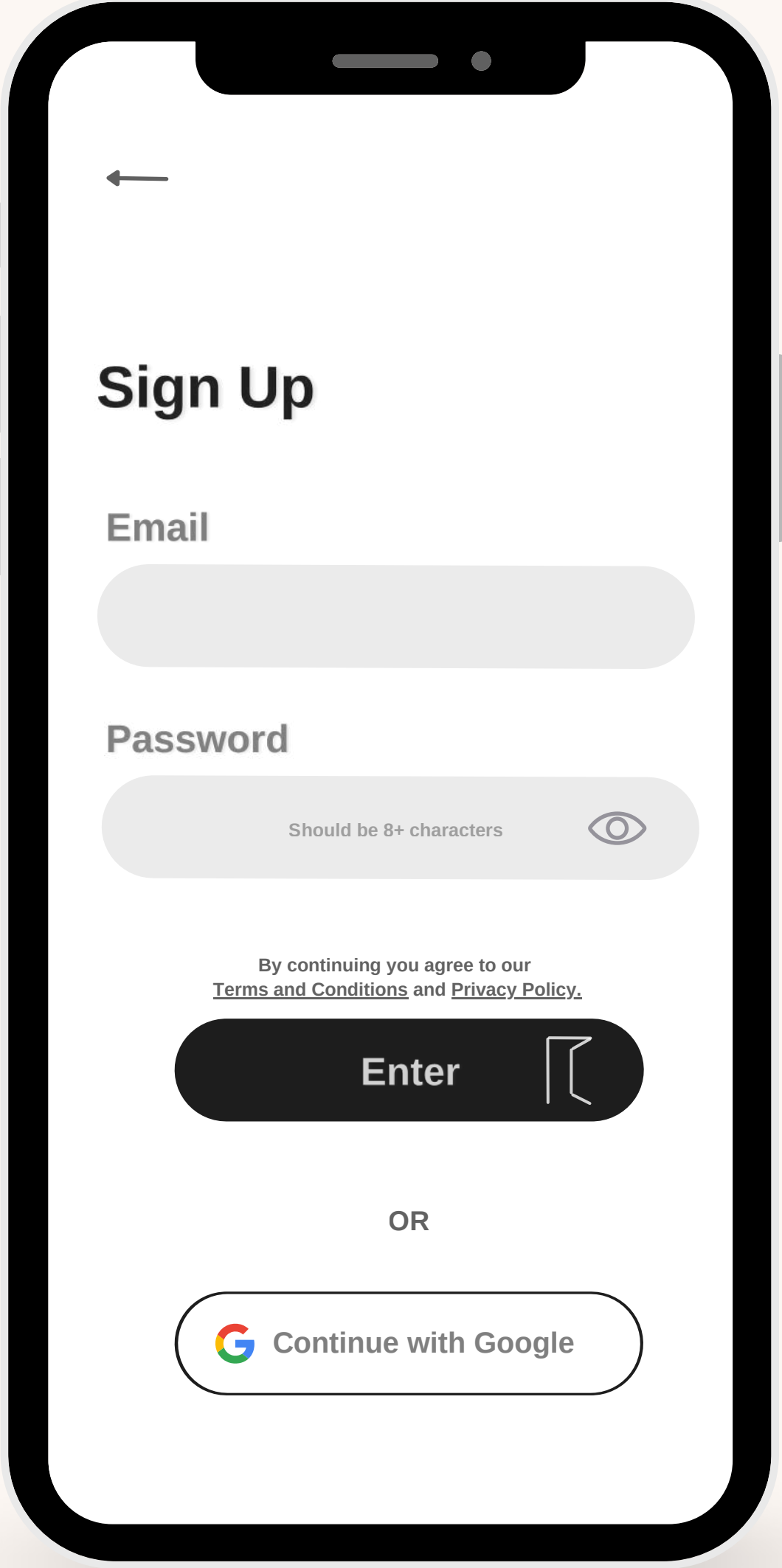
Trust is integral for Uknown's product and so we ease users who may still be hesitant to provide data by providing them with our data policy and code of conduct.



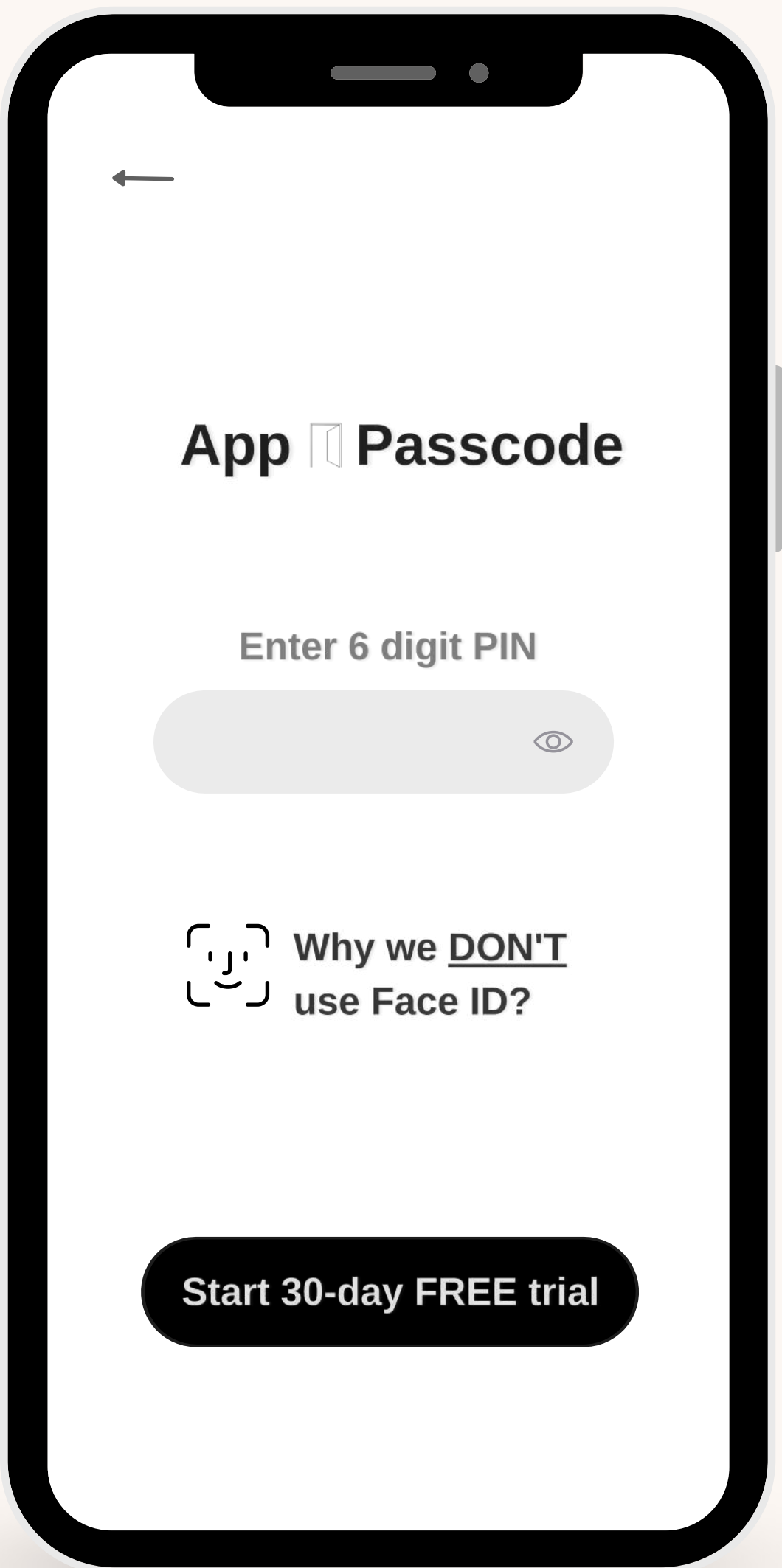
Uknown does not allow Face ID as a substitute for the app passcode. This is a security measure to guarantee that all of our clients stay anonymous and are not doxxed as a result of data leakage.



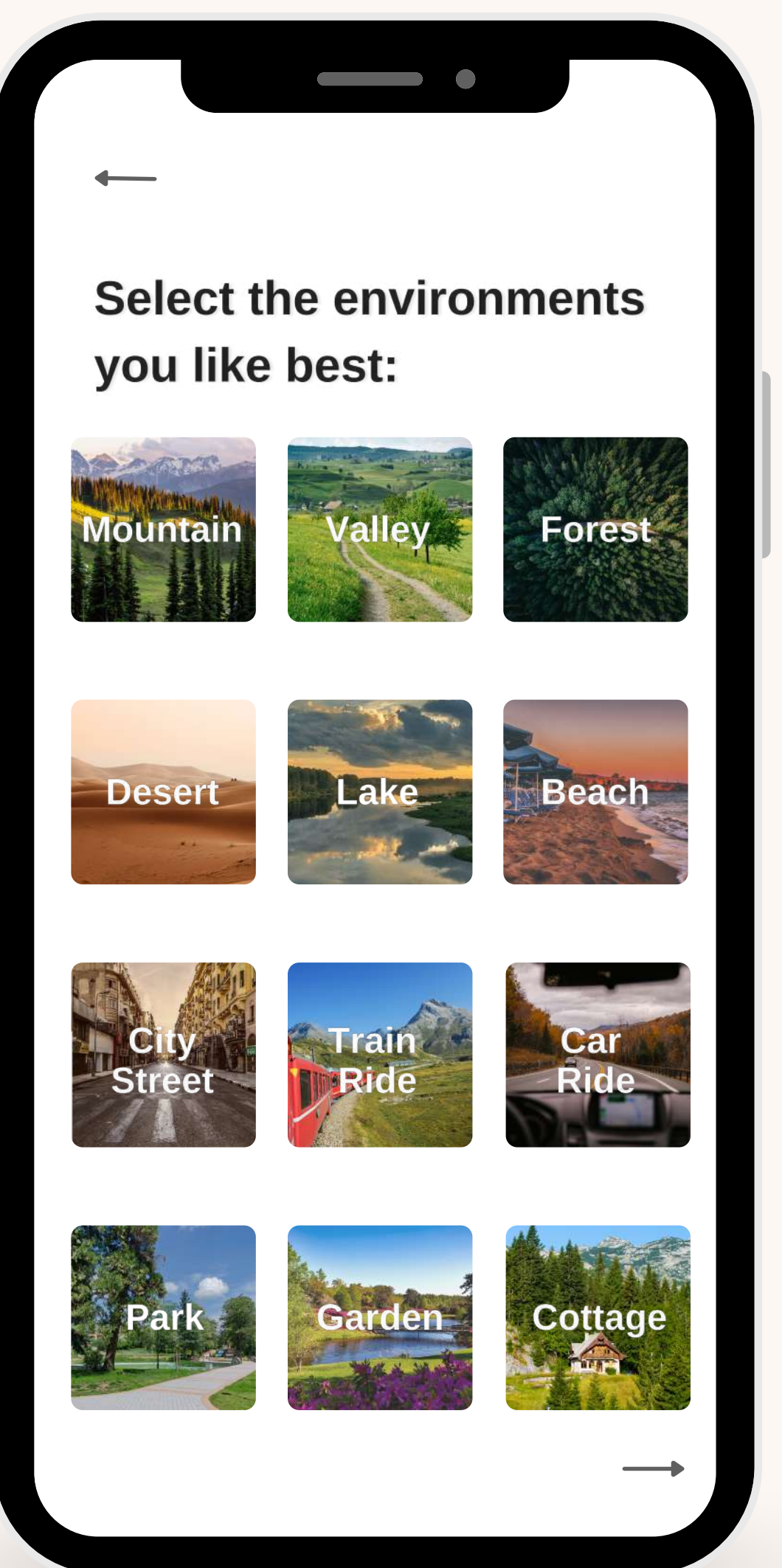
After the user's profile is set up, Uknown will ask them to select the environments they like best so that our AI algorithm can "jump-start" the recommending personalised Suggested Spaces.



Sign Up



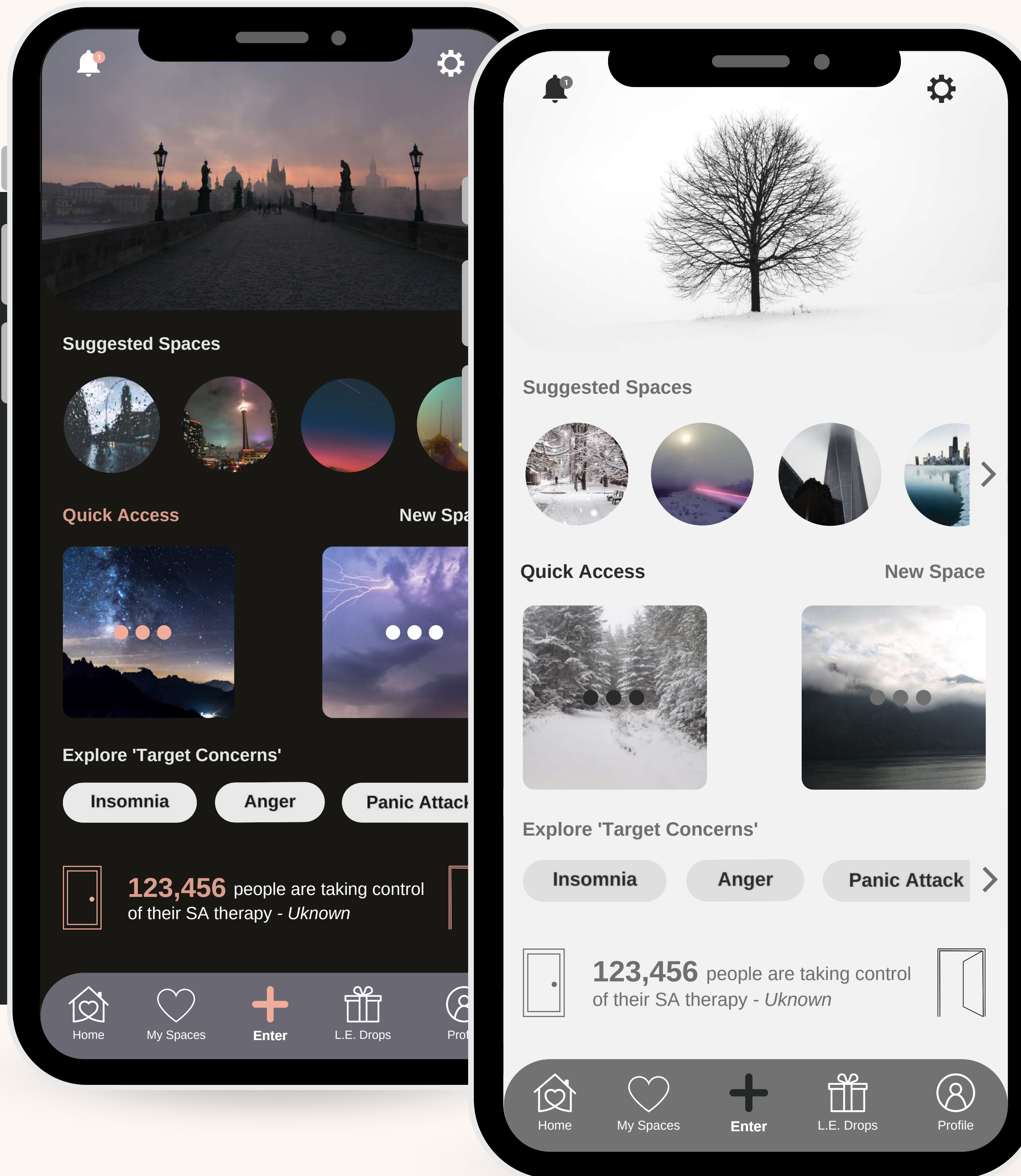
Set Up Password & Subscription



Beginner Questionnaire

1.5 Features Breakdown - Home Screen

Home Screen



Suggested Spaces

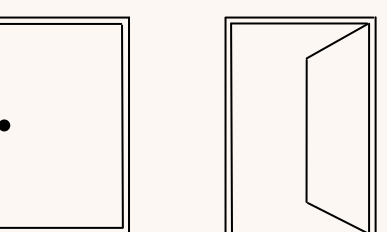
Suggested Spaces are new spaces, generated by Uknown's AI to fit the user's common preferences.

Quick Access & New Space

Quick Access places users in the last used space; New Space allows them to create a brand new room.

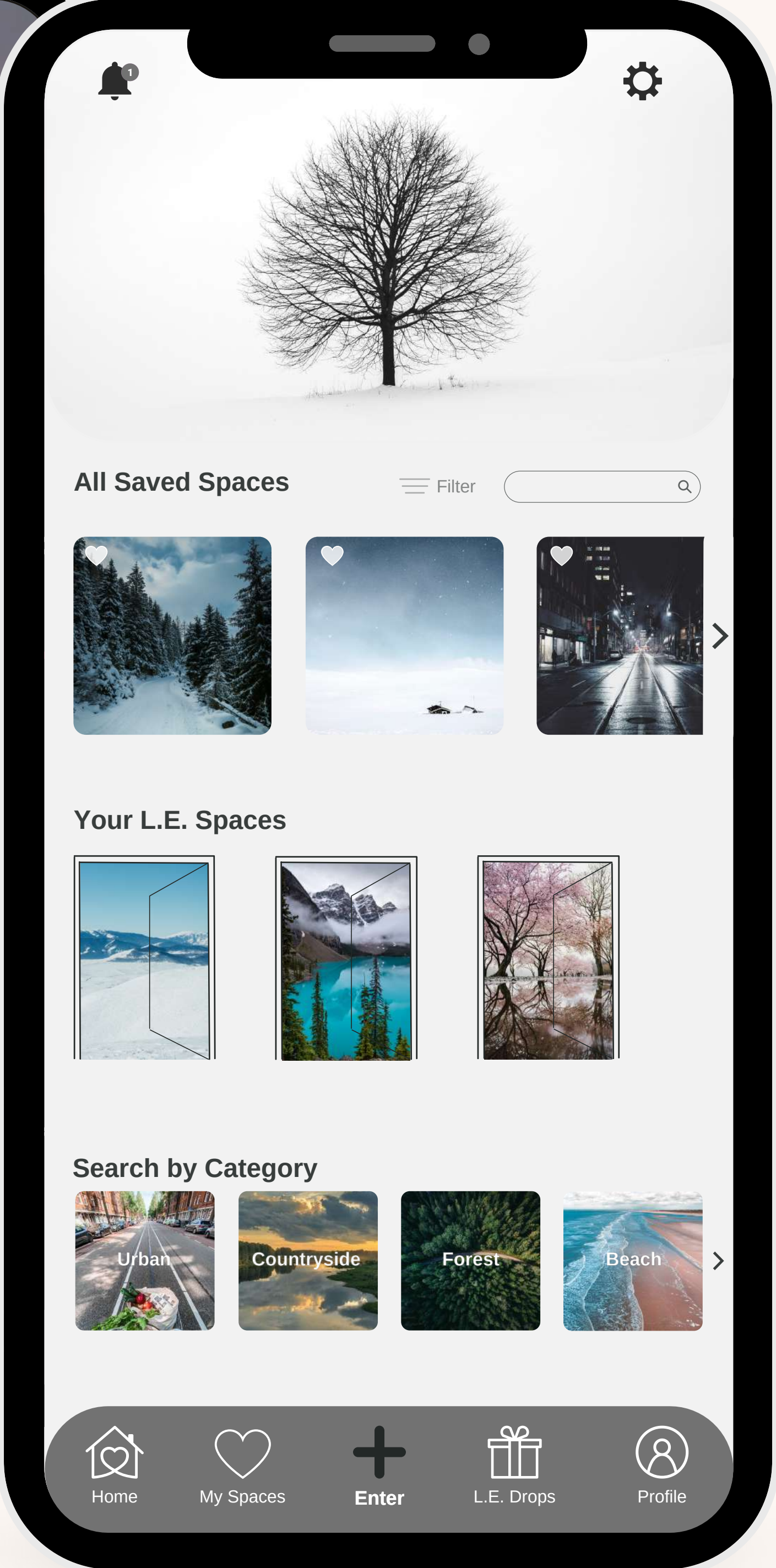
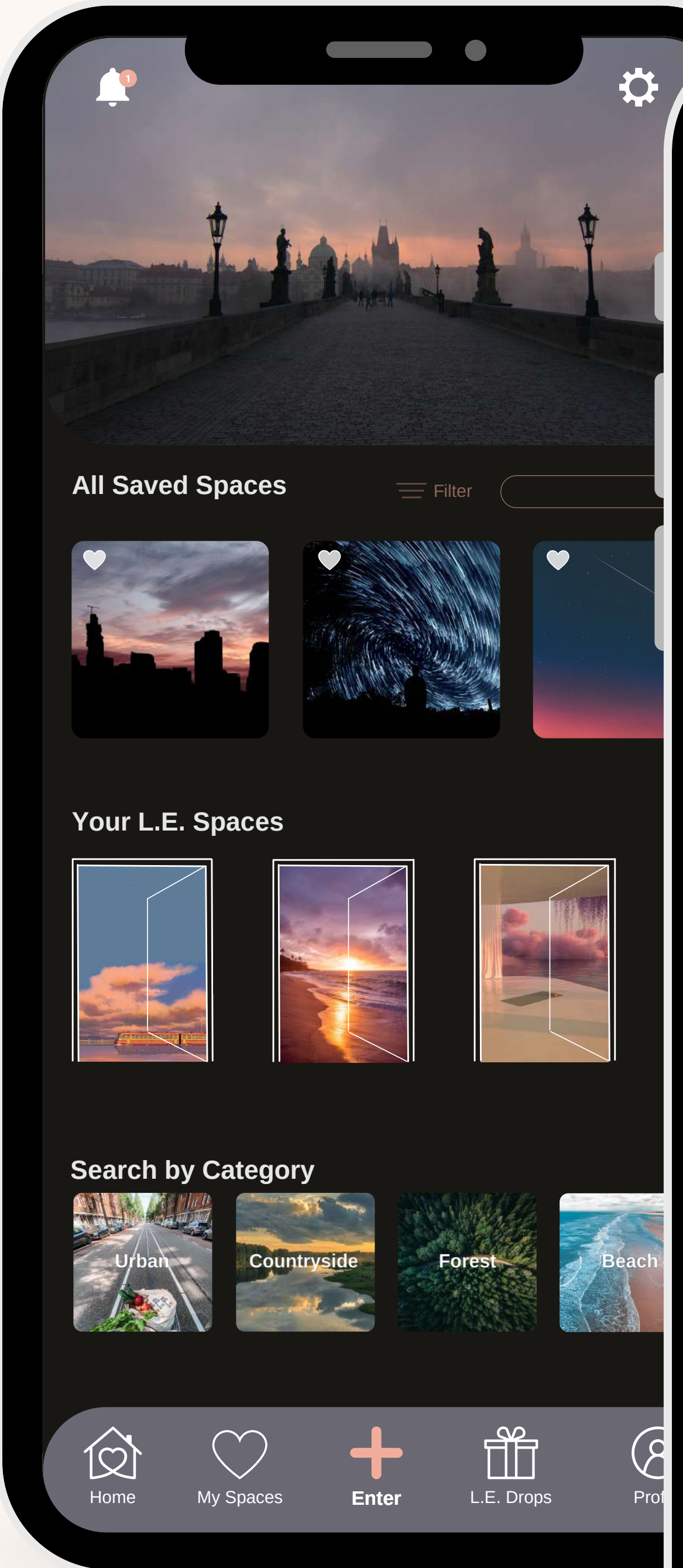
Explore 'Target Concerns'

The user can select a common effect of SA they suffer from - Uknown's AI will generate a space to combat the selected issue.



1.5 Features Breakdown - My Spaces

My Spaces



All Saved Spaces & Filter

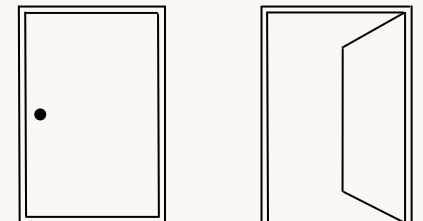
Users can scroll through all their saved spaces, or use the filter and search bar for quicker navigation.

Your L.E. Spaces

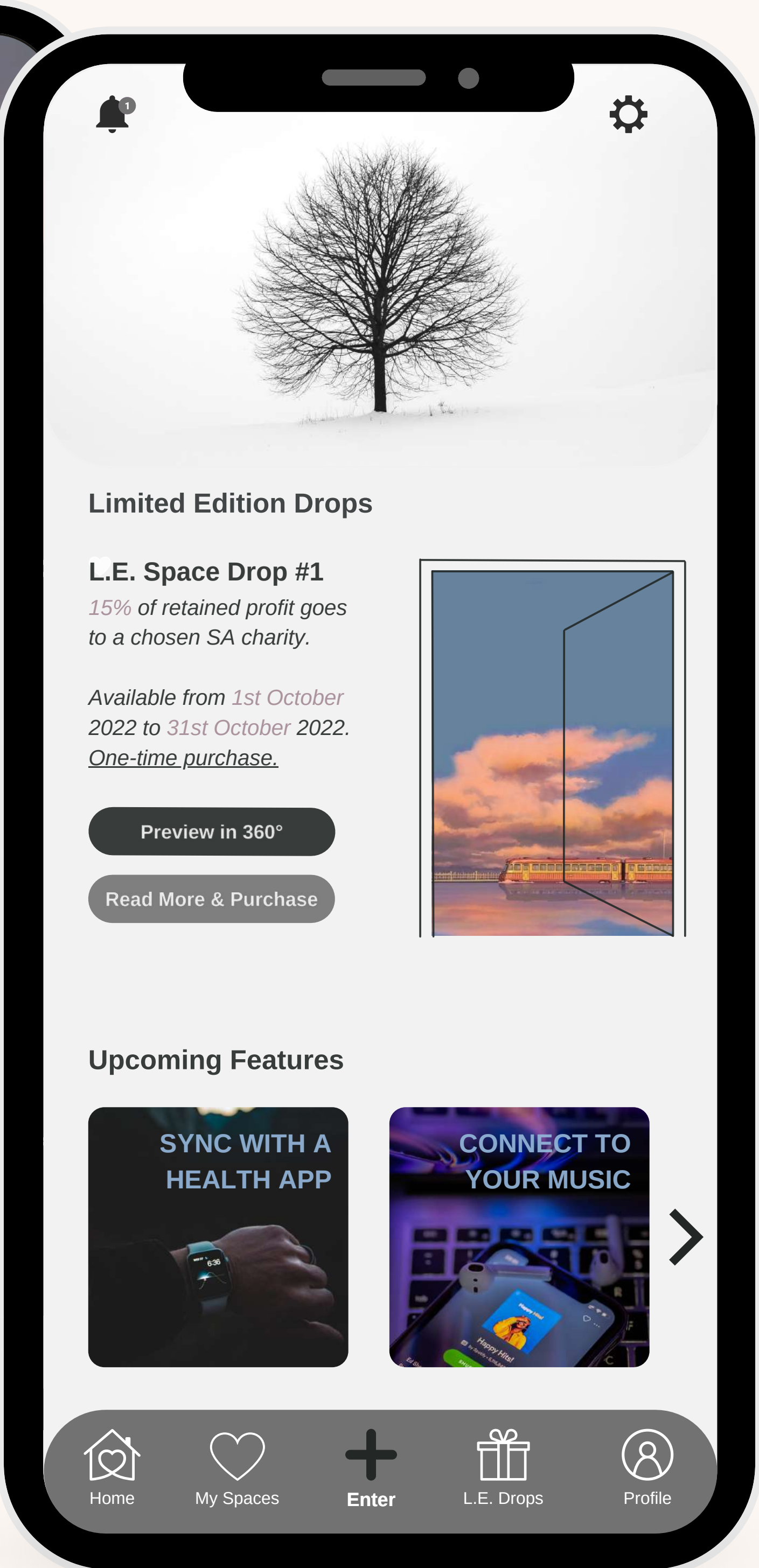
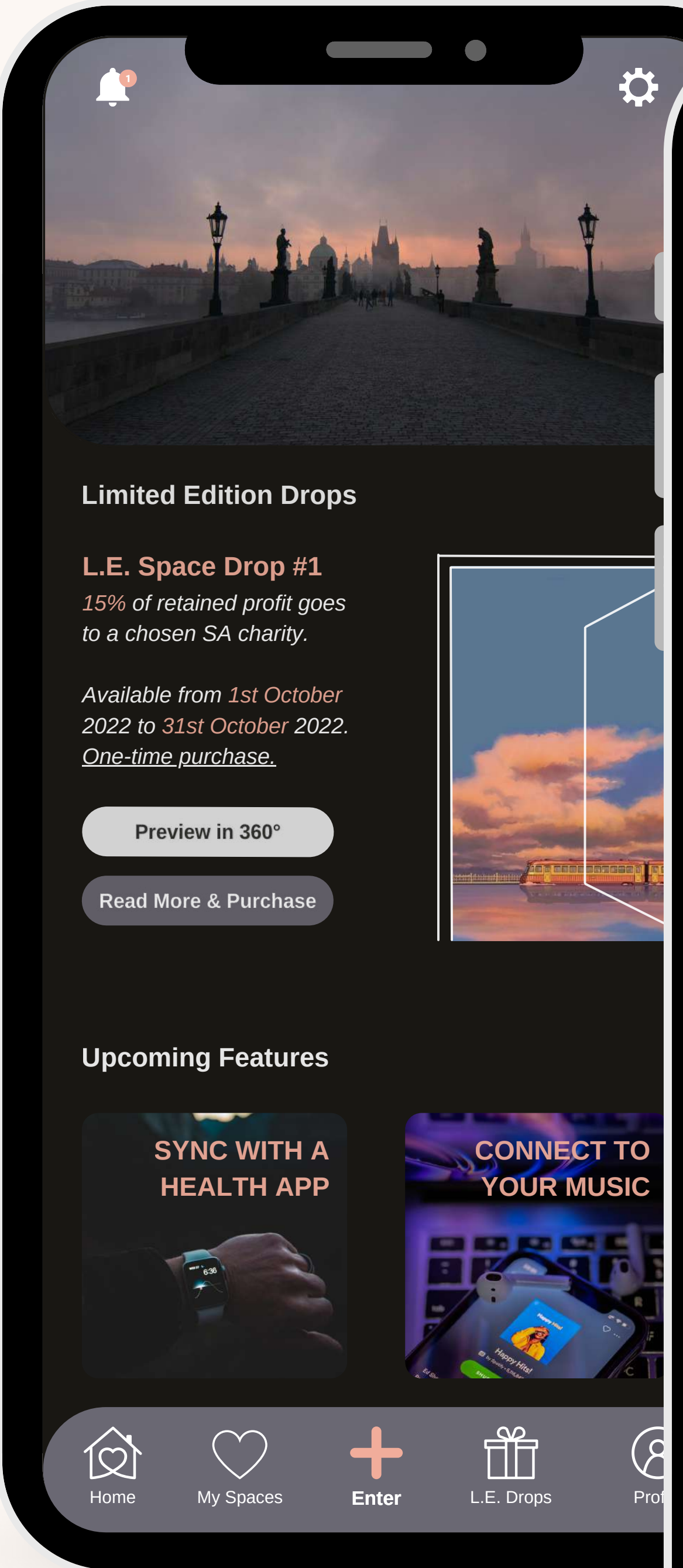
All purchased limited edition spaces.

Search by Category

Users can search for a specific saved space by selecting the saved space's category.



Limited Edition Drops



Limited Edition Space Drop #1

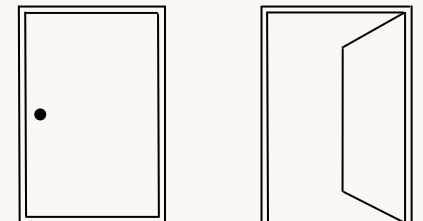
The donation target & availability of space are outlined. There's a preview option (a phone video) to experience the L.E. Space prior to purchase.

Read More & Purchase

This button takes users to a detailed press release on the L.E. Space (on Uknown's website).

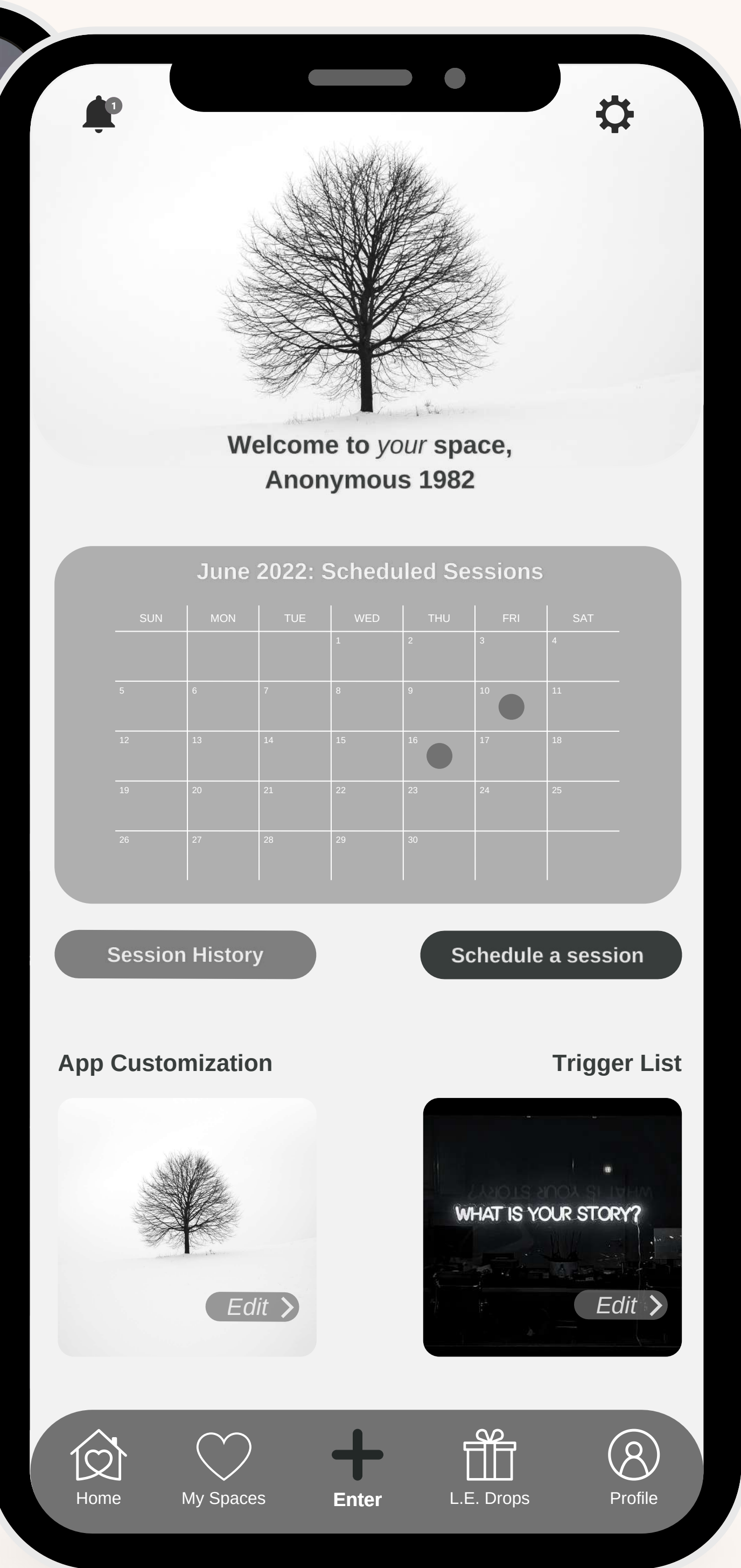
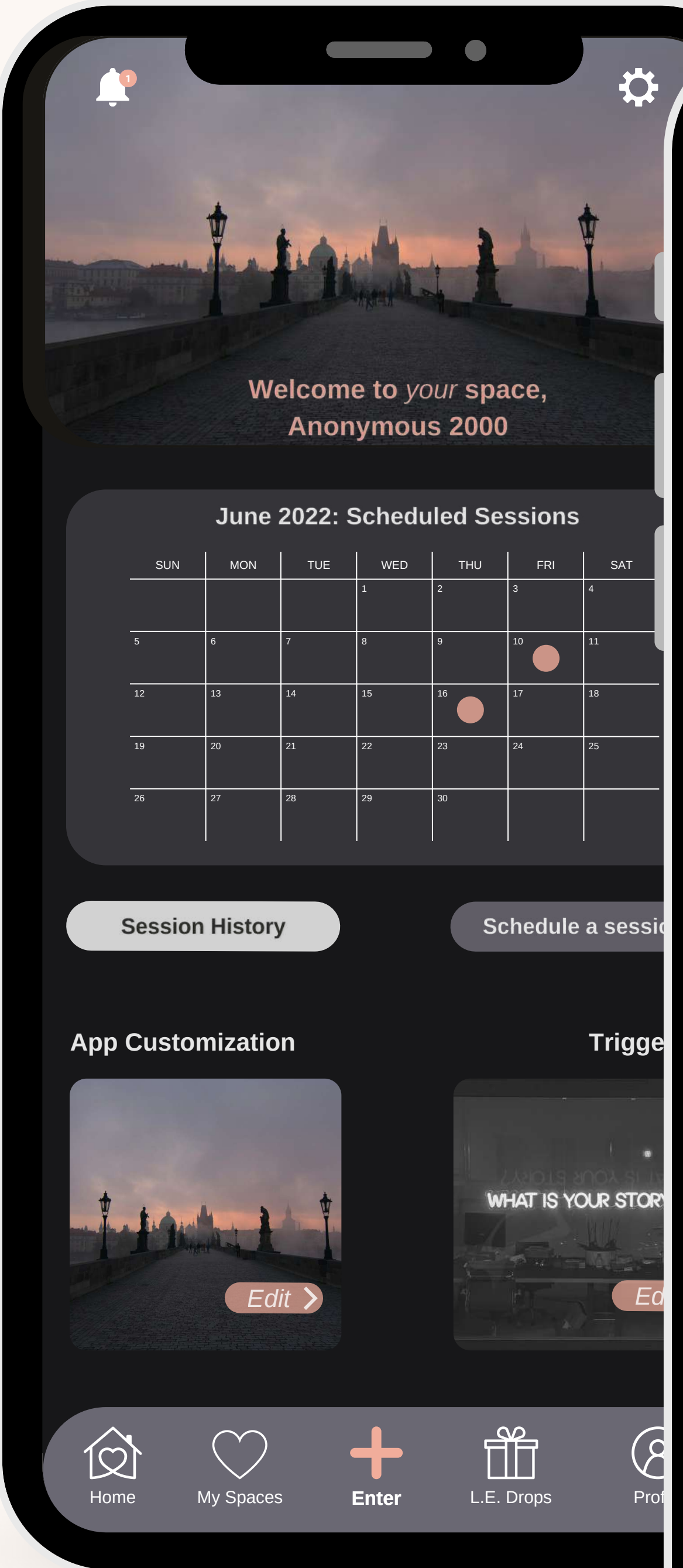
Upcoming Features

Users can read up on the upcoming app features (details, release date, privacy concerns, etc.)



1.5 Features Breakdown - Account

Account

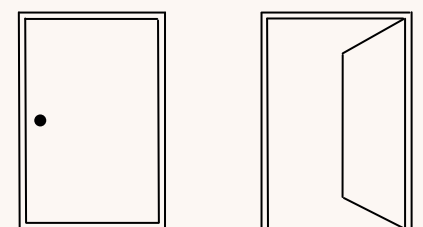


----- Welcome to *your* space, **Anonymous**

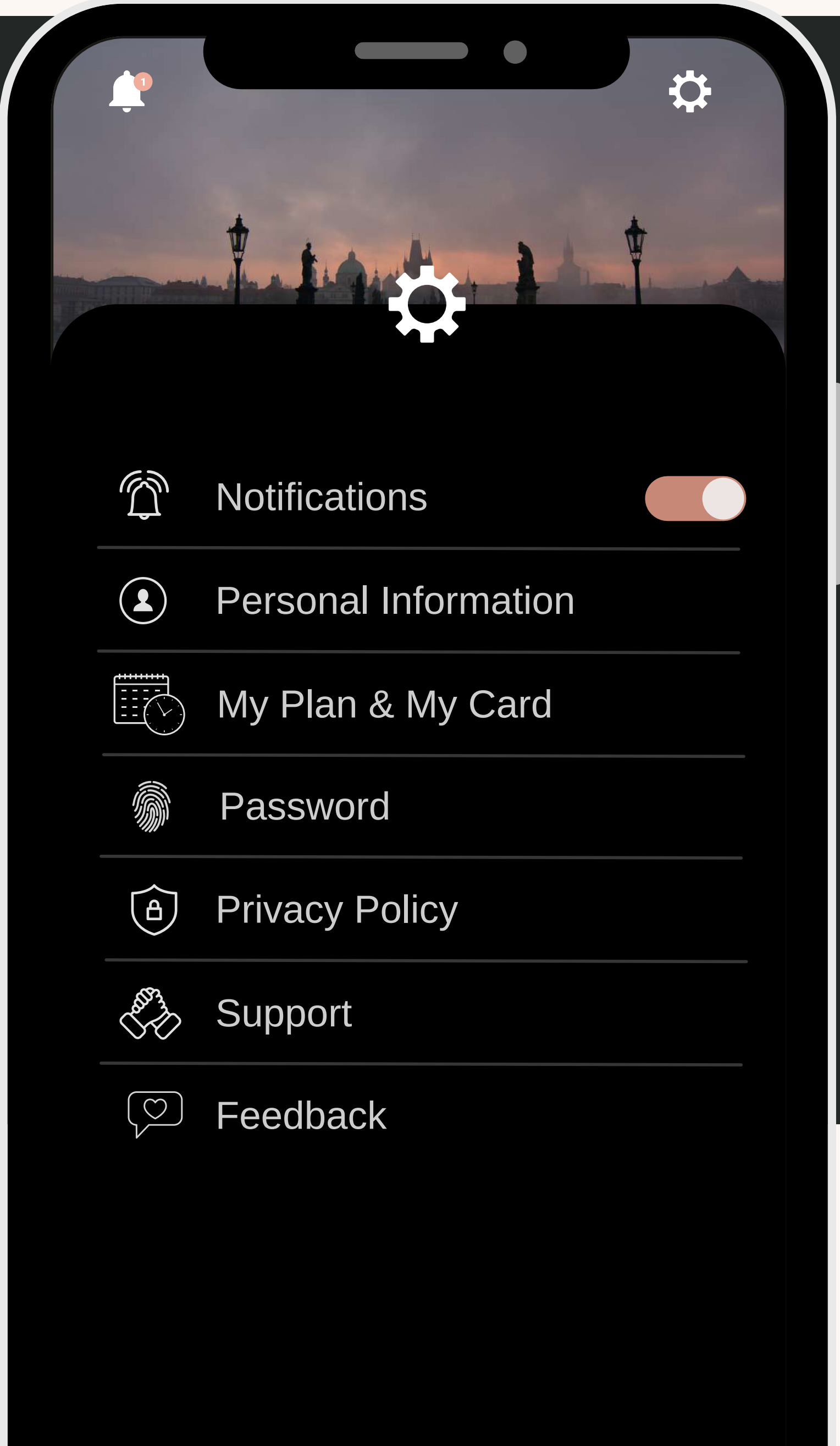
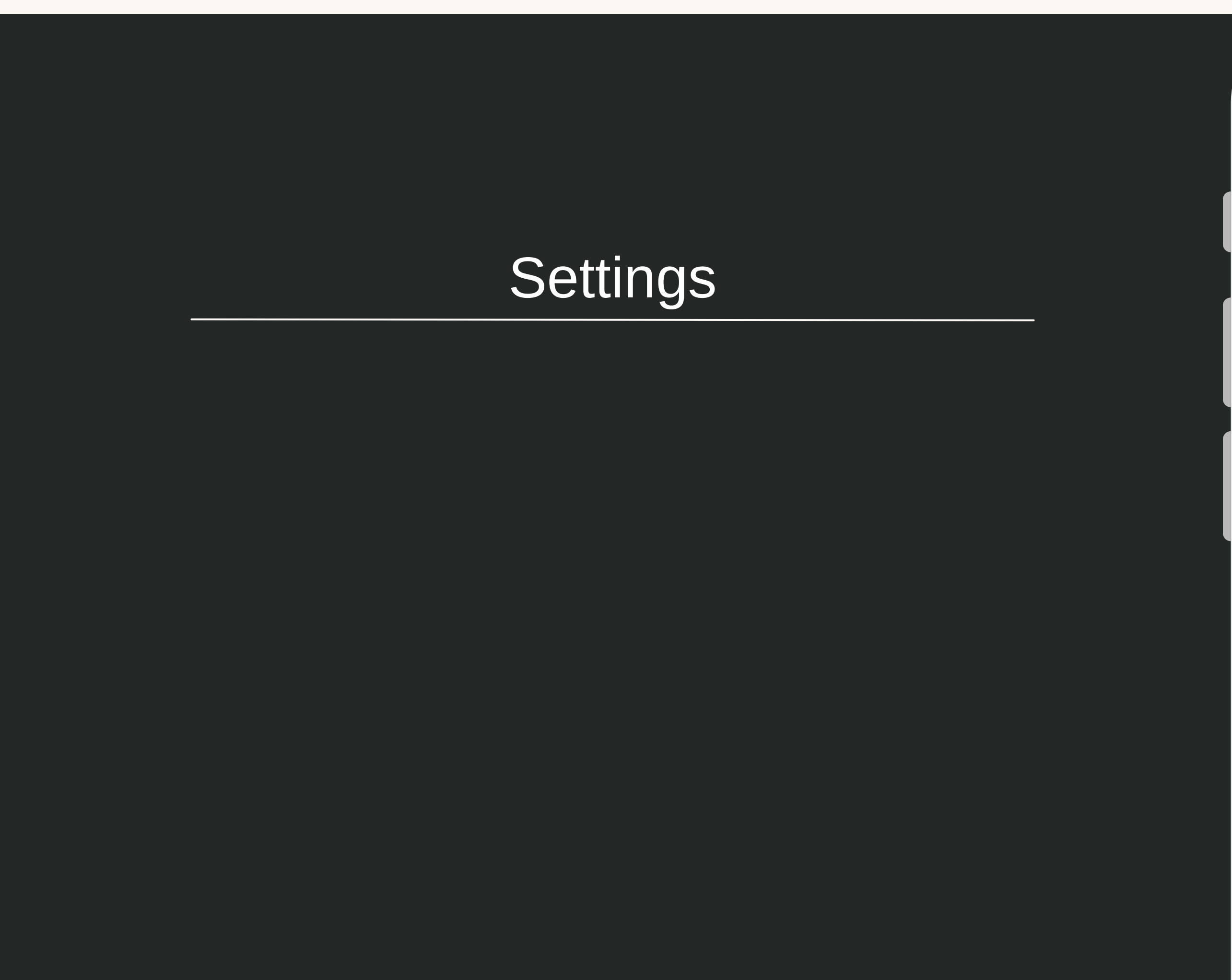
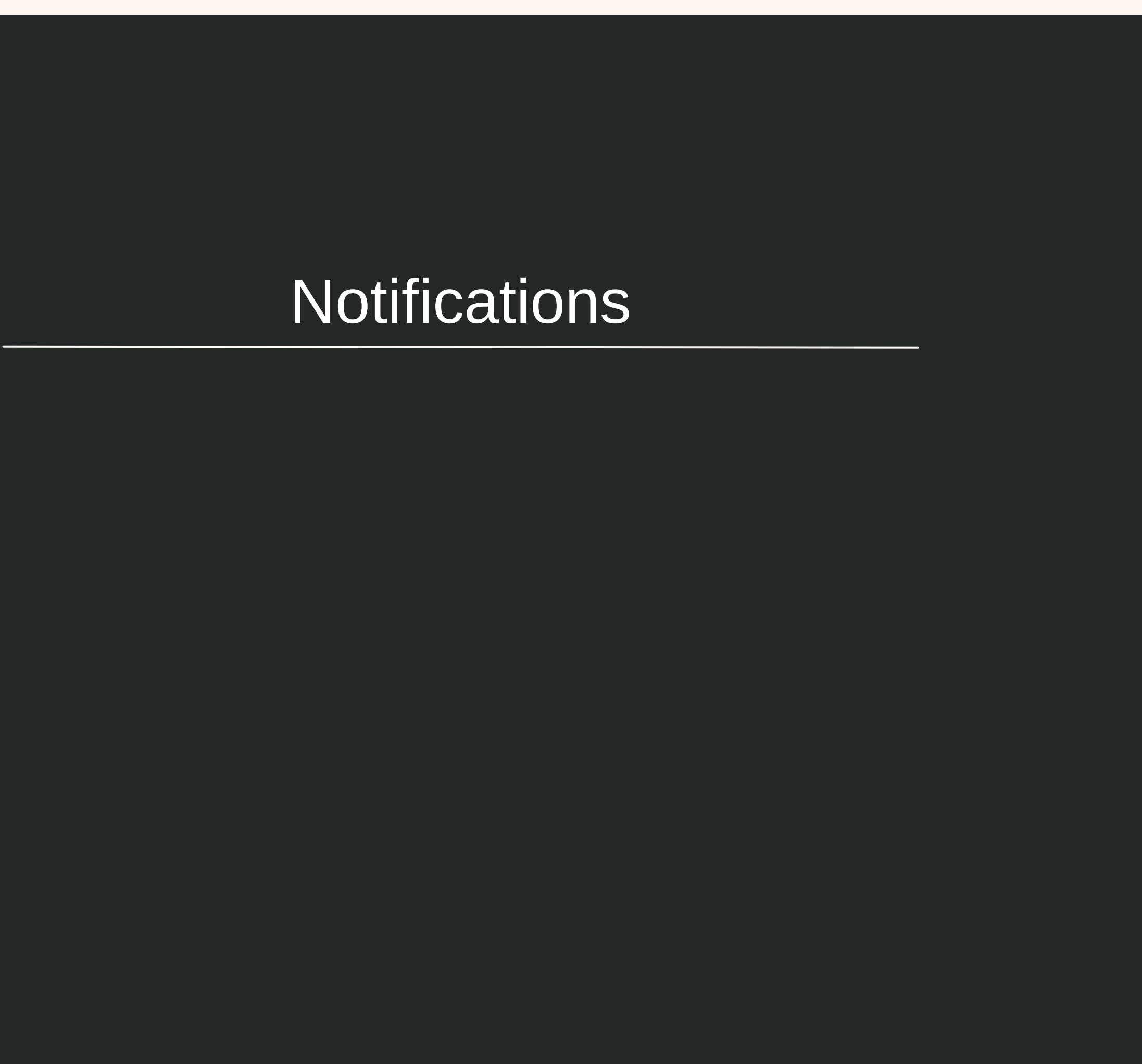
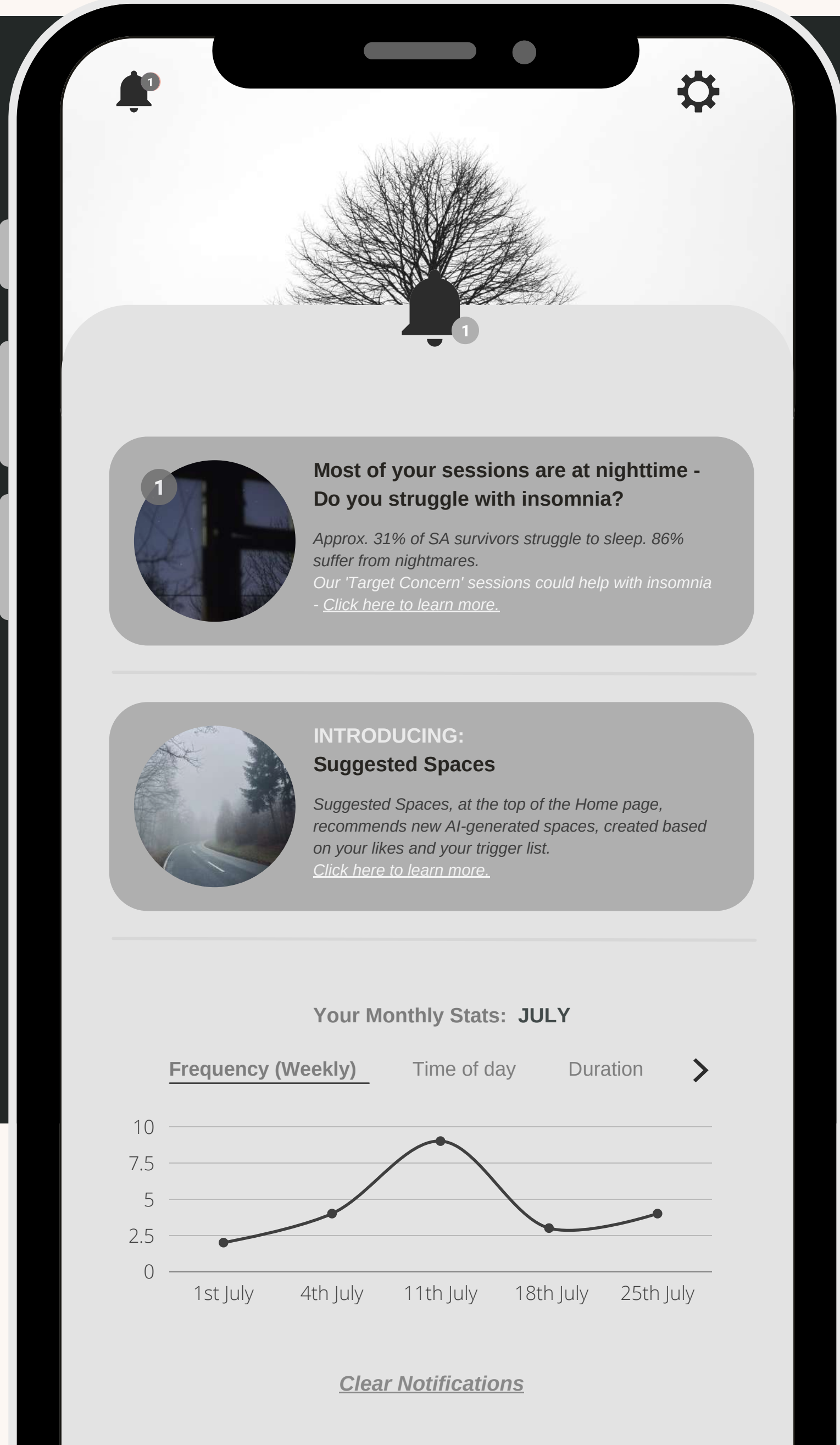
----- **Calendar**
Shows the user's upcoming session; The calendar is synced with the notifications so the user receives reminders for upcoming sessions

----- **Session Buttons**
Schedule a session, or view Session History where previous sessions are recorded

----- **App Customization & Trigger List**
Users can customize their app theme and edit their 'Trigger List' (more in section 2.2)

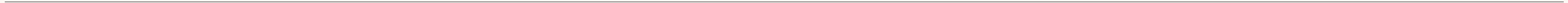


1.5 Features Breakdown - Notifications & Settings





2. Safe Space Walkthrough



2.1 Safe Space Walkthrough - Process



1. Design your space via the app



2. Connect to a VR headset and enter space



3. On your own OR have voice-over session with therapist from home

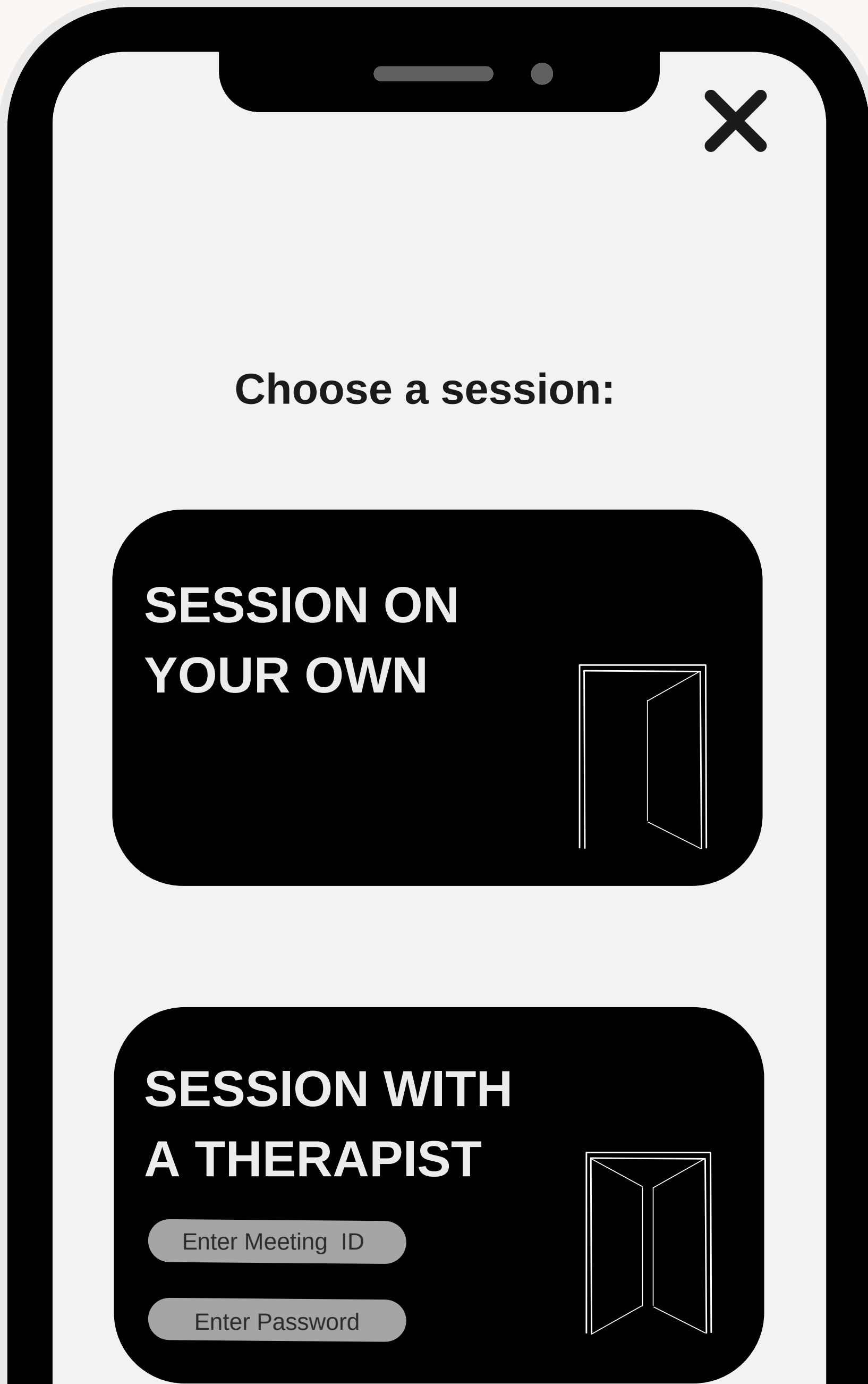
2.1 Safe Space Walkthrough - Enter Session

Enter Session

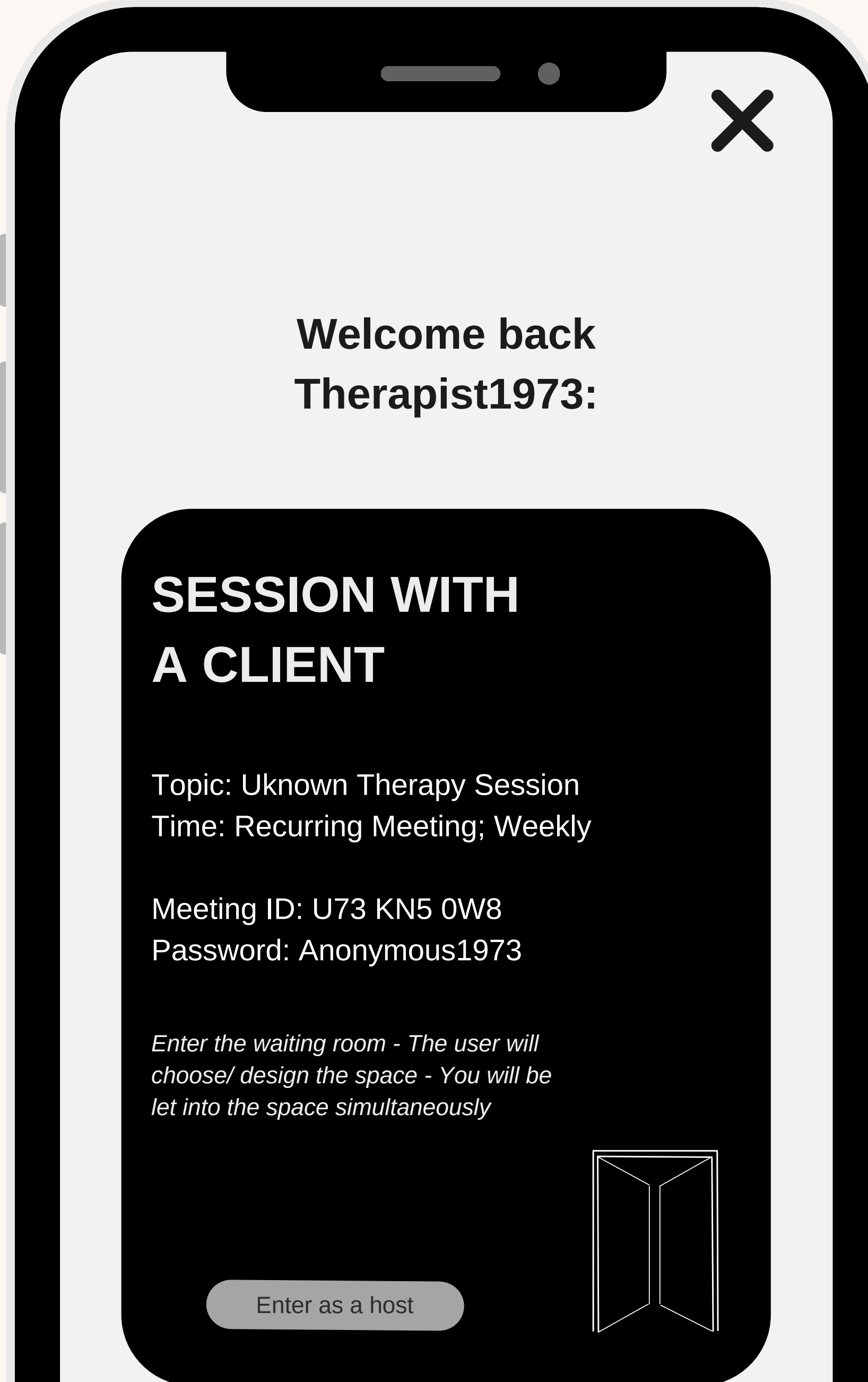
Users are provided with two options to select from when entering a session - enter on your own, or session with a therapist.

A Meeting ID and Passcode would be required for sessions with a therapist. These are **generated for the user** when they book therapy sessions via the calendar feature and **change every meeting to guarantee that no one's privacy is jeopardised and all data is encrypted.**

Enter Session (D2C clients)



Enter Session (therapists)



2.1 Safe Space Walkthrough - Colour Therapy

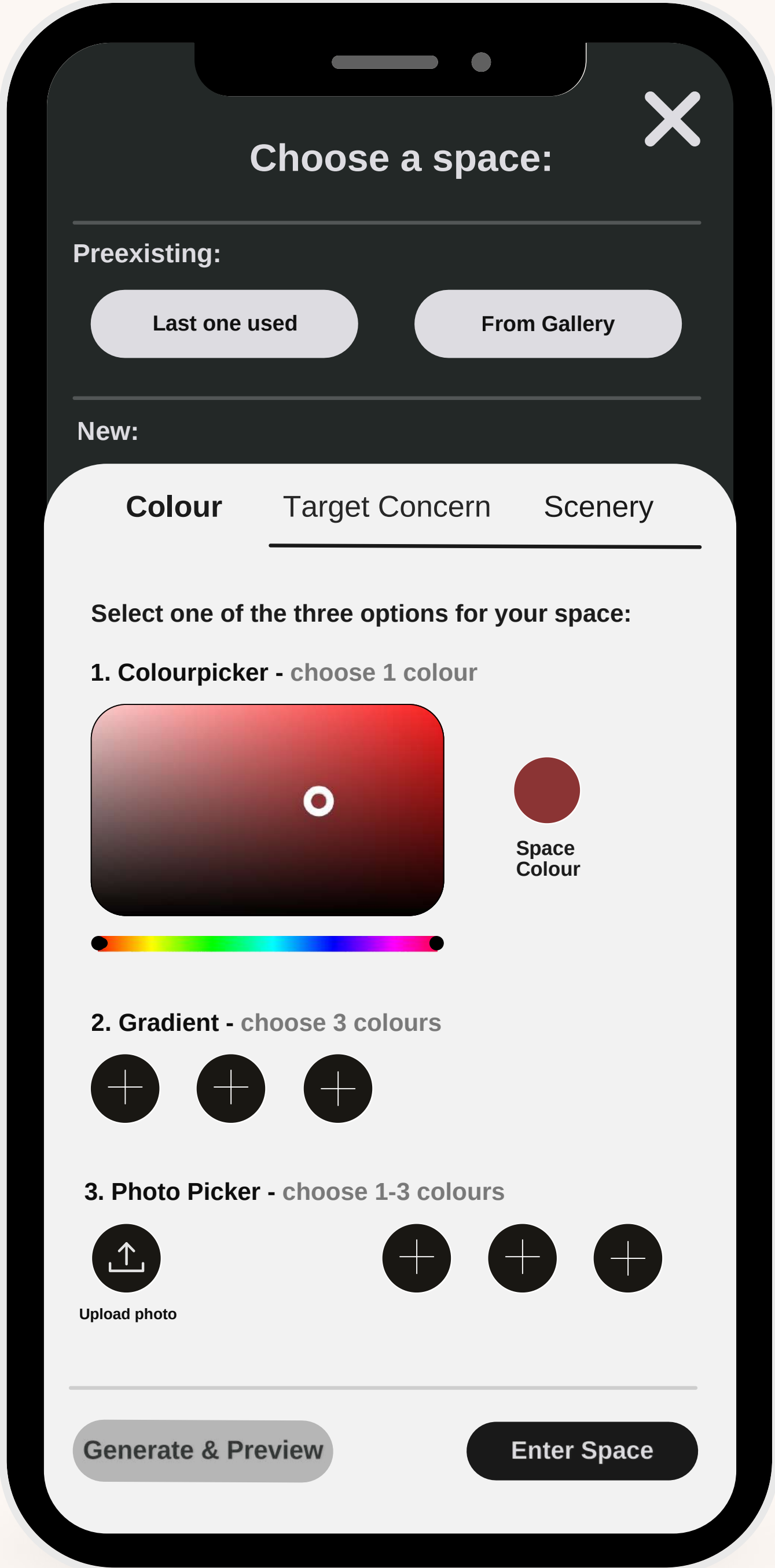
Colour Therapy Space

Co-developed with licensed therapists, our Chromotherapy space is designed to trigger the same psychological reactions as real-life colour therapy.

Founded on the psychological benefits of colours, our Chromotherapy sessions allow consumers to create and enter a room of light - essentially being surrounded by colour.

"CHROMATHERAPY HAS BEEN HIGHLY SUCCESSFUL IN DEALING WITH PANIC ATTACKS & FLASHBACKS."

Lora R. (Child SA therapist)



Preexisting Spaces

Aside from new, users can either enter the **last space they used** or choose from their **'My Spaces' page**.

Colourpicker

The user can select **one solid colour** from the colour picker - to act as an opaque background for the space.

Gradient

Using the colour picker, the user can select **3 colours** for a **gradient-looking space** (e.g. sunset tones from orange to red to purple).

Photo Picker

The user uploads a photo. The app extracts 3 colours and the user can select max.3 of them for their space.

2.1 Safe Space Walkthrough - Colour Therapy Psychology



RED

- Can **increase energy** levels when a patient is **tired or is suffering from Seasonal Affective Disorder (SAD)**
- Can help **eating disorders** and/or **digestive issues** by stimulating digestive juices
- Thought to **stimulate better arterial blood flow & increase oxygen** levels

ORANGE

- Can elicit a happy response and **boost mood** for a **lengthier period** of time
- Can help with **pain** from **lower limb disorders**
- Thought to be able to **stimulate mental activity**

YELLOW

- **Alleviates symptoms of SAD**
- Proven to increase **productivity** and **boost physical energy**
- Can **boost appetite** and is used to **combat a lack of desire for food**

BLUE

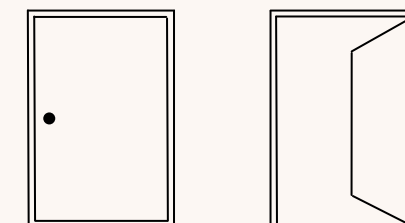
- Used to treat **physical pain & nerve spasms** due to the colour's **soothing** properties
- Thought to help **combat insomnia** and **sleeping disorders due to the colour's sedative qualities**
- Thought to be able to **stimulate clear thought** and thus, **help concentration**

GREEN

- Can **relax** patients and help **relieve severe stress disorders/ anxiety**
- Unlike other colours, green **doesn't require the eyes to adjust** and is thus, used in aiding **the eyes to rest**
- Watching **greens in natural shades** is scientifically proven to **relax & energise viewers**

PURPLE

- Certain shades of purple can help **ease stomach sickness, vomiting** and such
- A cold colour, it's thought to **encourage mindfulness and deeper awareness**
- Proven to **decrease** an overactive **heart rate** and **mind**, it's used by **therapists to calm down** patients from violent periods of **hysteria, panic attacks** and **delusions**



2.1 Safe Space Walkthrough - Scenery

Scenery Space

Type of Scenery

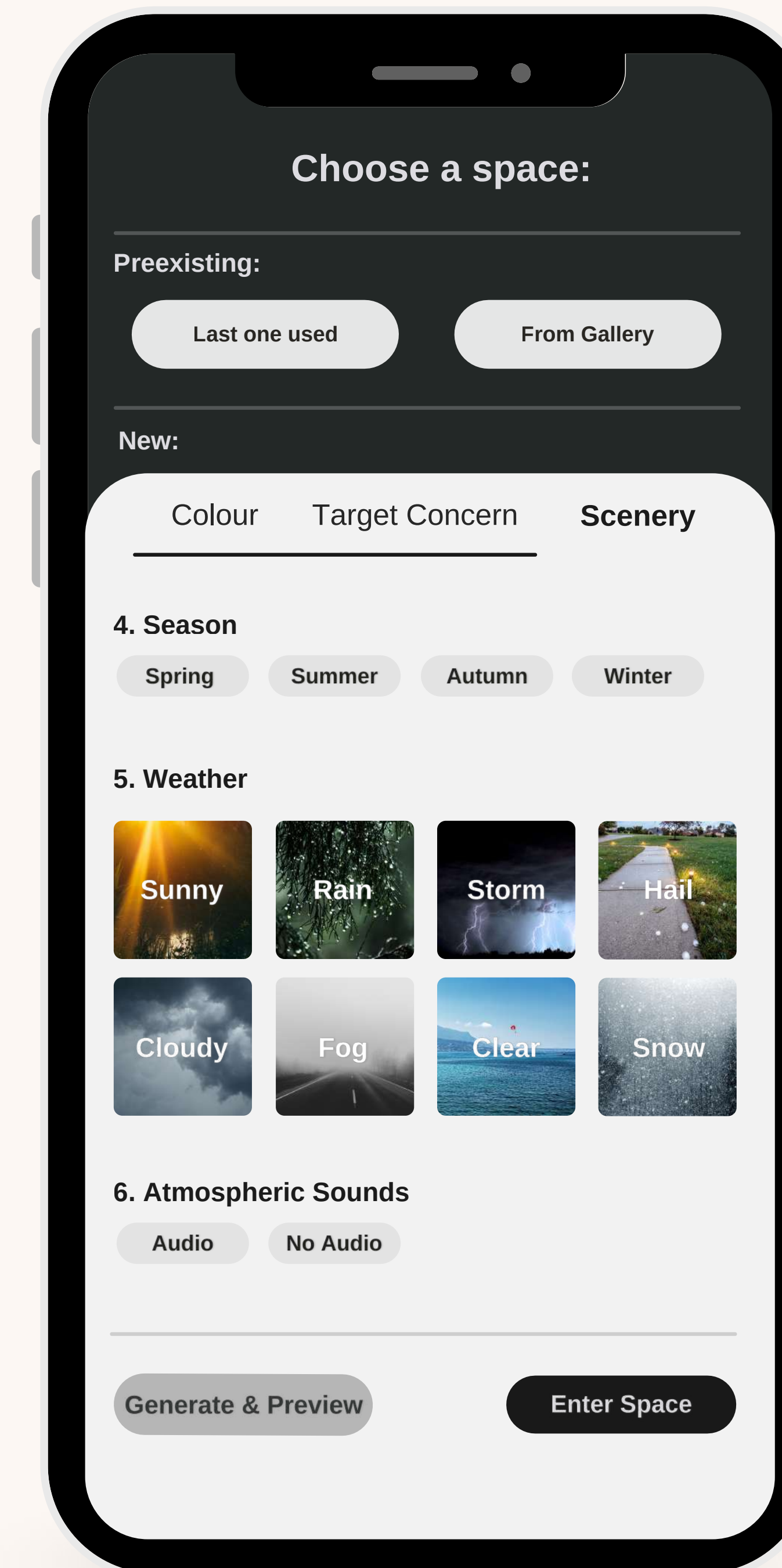
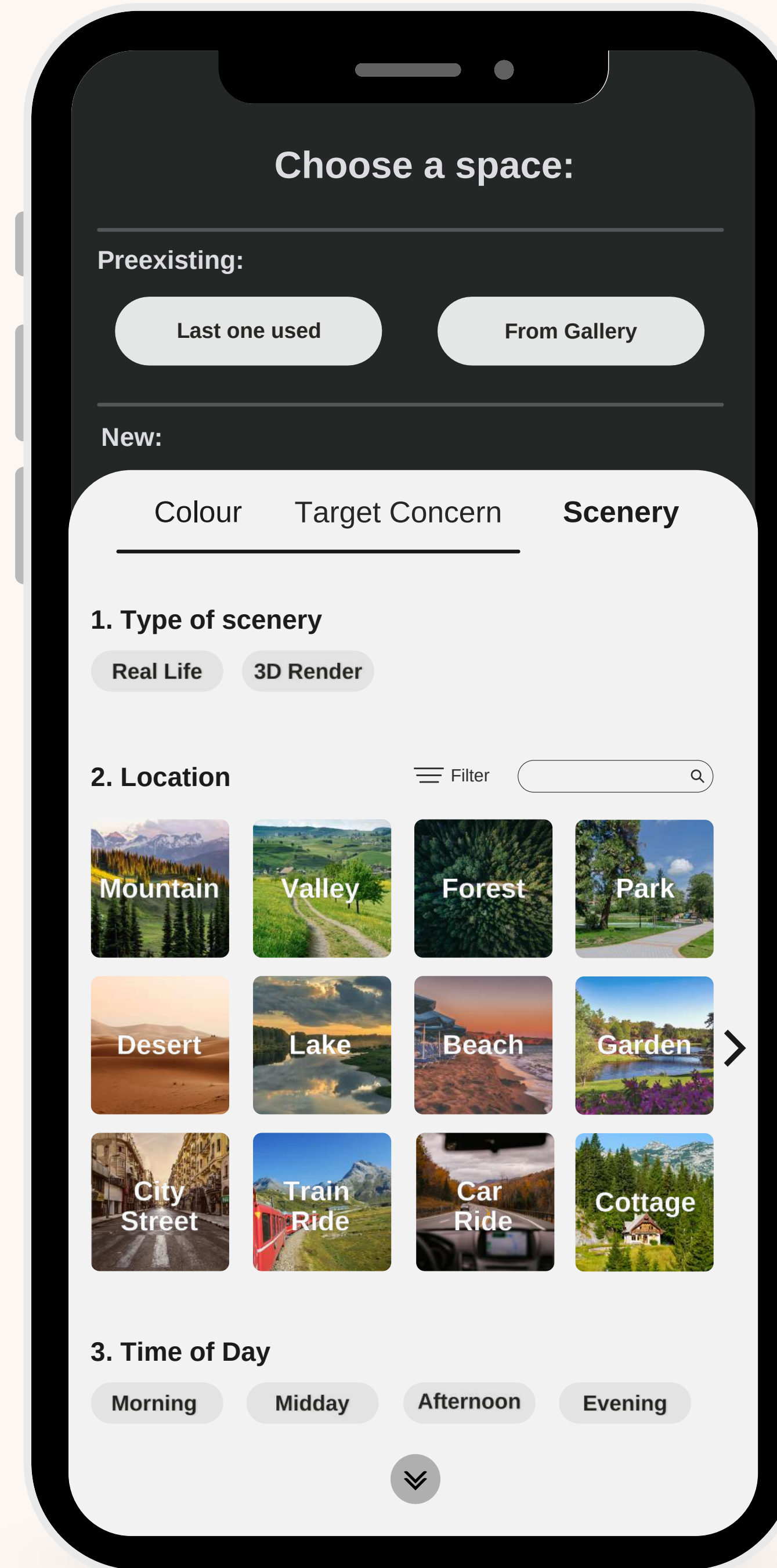
Users can choose either **real-life** looking scenery or **3D renders**, which have gamified visuals.

Location

Users choose the **type** of location. There are a **search bar** and a **filter** for quicker navigation.

Time of Day

The time of day dictates the **position of the sun** and the atmosphere - e.g. a morning scenery could include a sunrise.



Season

It's important to note that the scenery might not look very different between seasons based on its location (e.g. desert in spring vs desert in the fall).

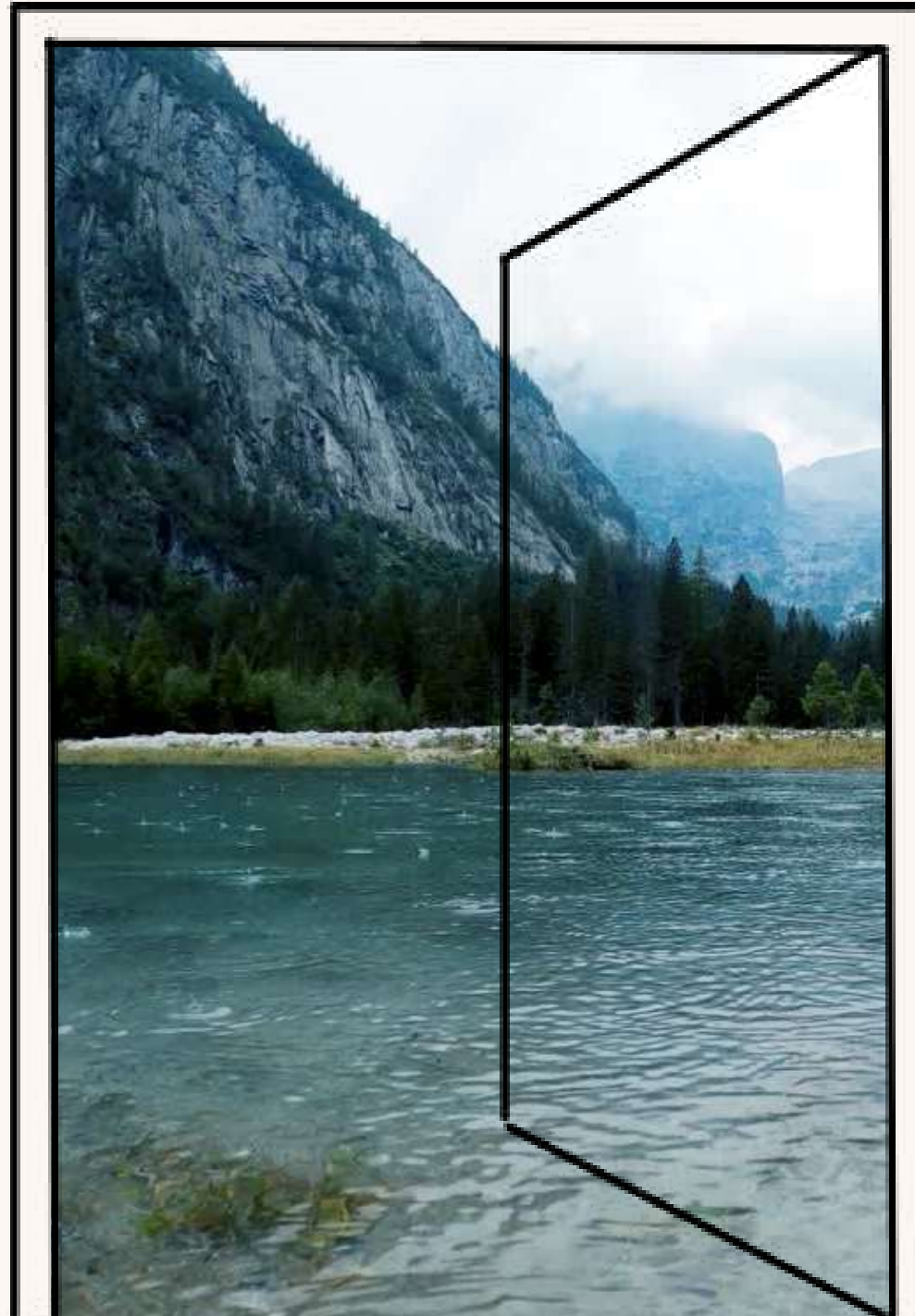
Weather

A key element, the weather does not have to be realistic - a user can experience snowfall in the desert if they wish to (Escapism is a USP).

Atmospheric Sounds

Contributing to the overall ambience, the audio sounds are selected by AI **based on the location.**

2.1 Safe Space Walkthrough - Scenery Space Examples



Safe Space 1



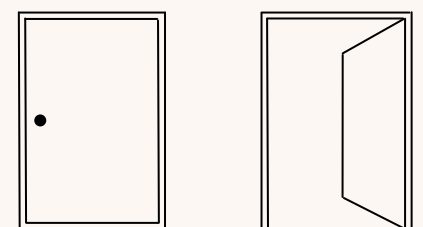
Tags: Real Life - Mountain -
Midday - Spring - Rain - Audio



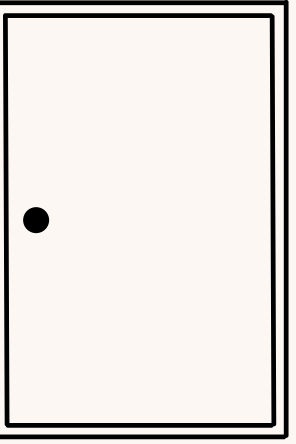
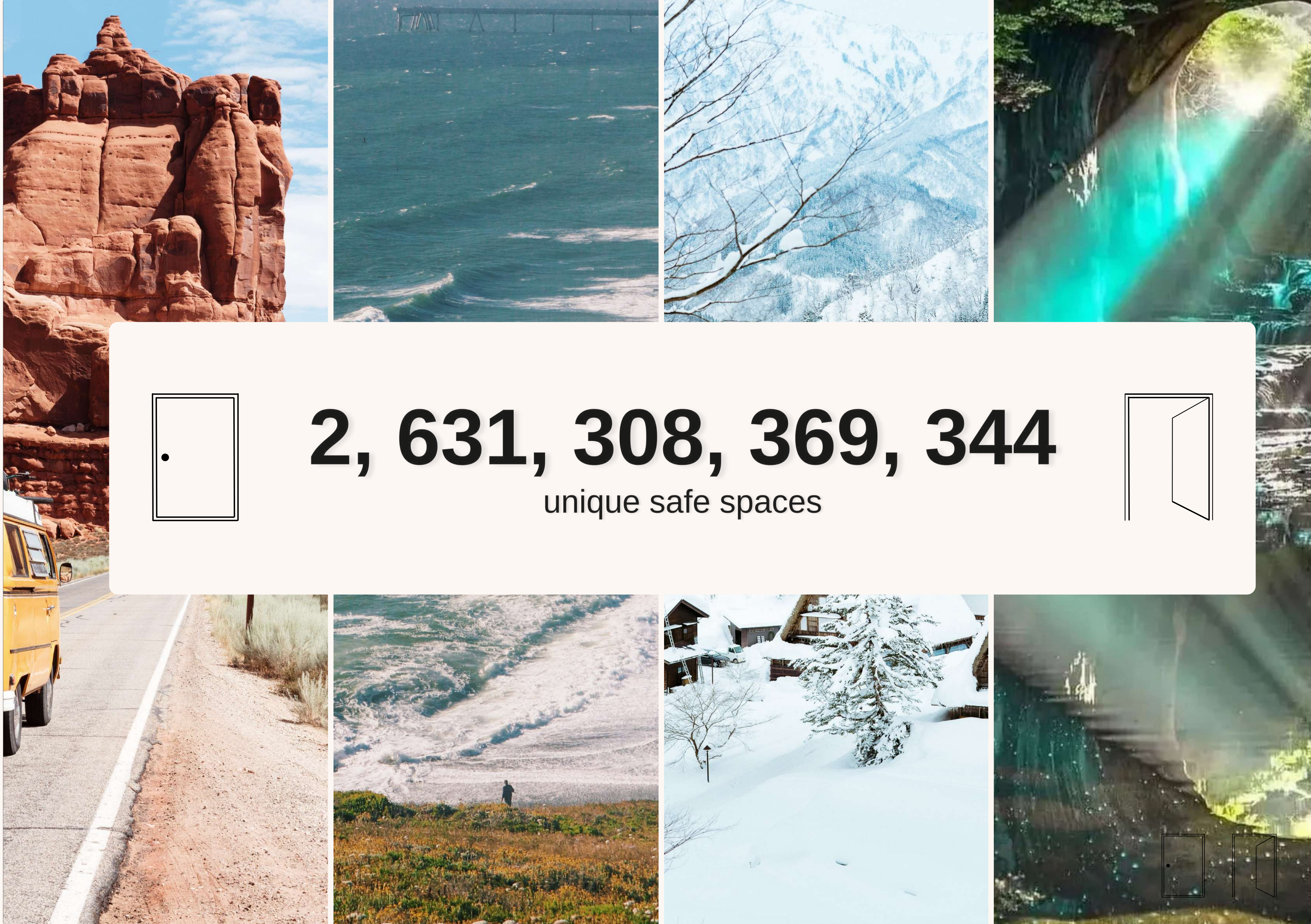
Safe Space 2



Tags: Real Life - Park -
Morning - Winter - Clear - No
audio

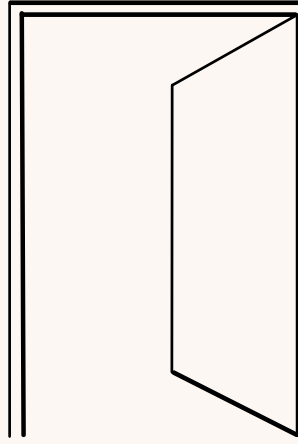


2.1 Safe Space Walkthrough - Scenery as a USP



2, 631, 308, 369, 344

unique safe spaces



2.1 Safe Space Walkthrough - Target Concern

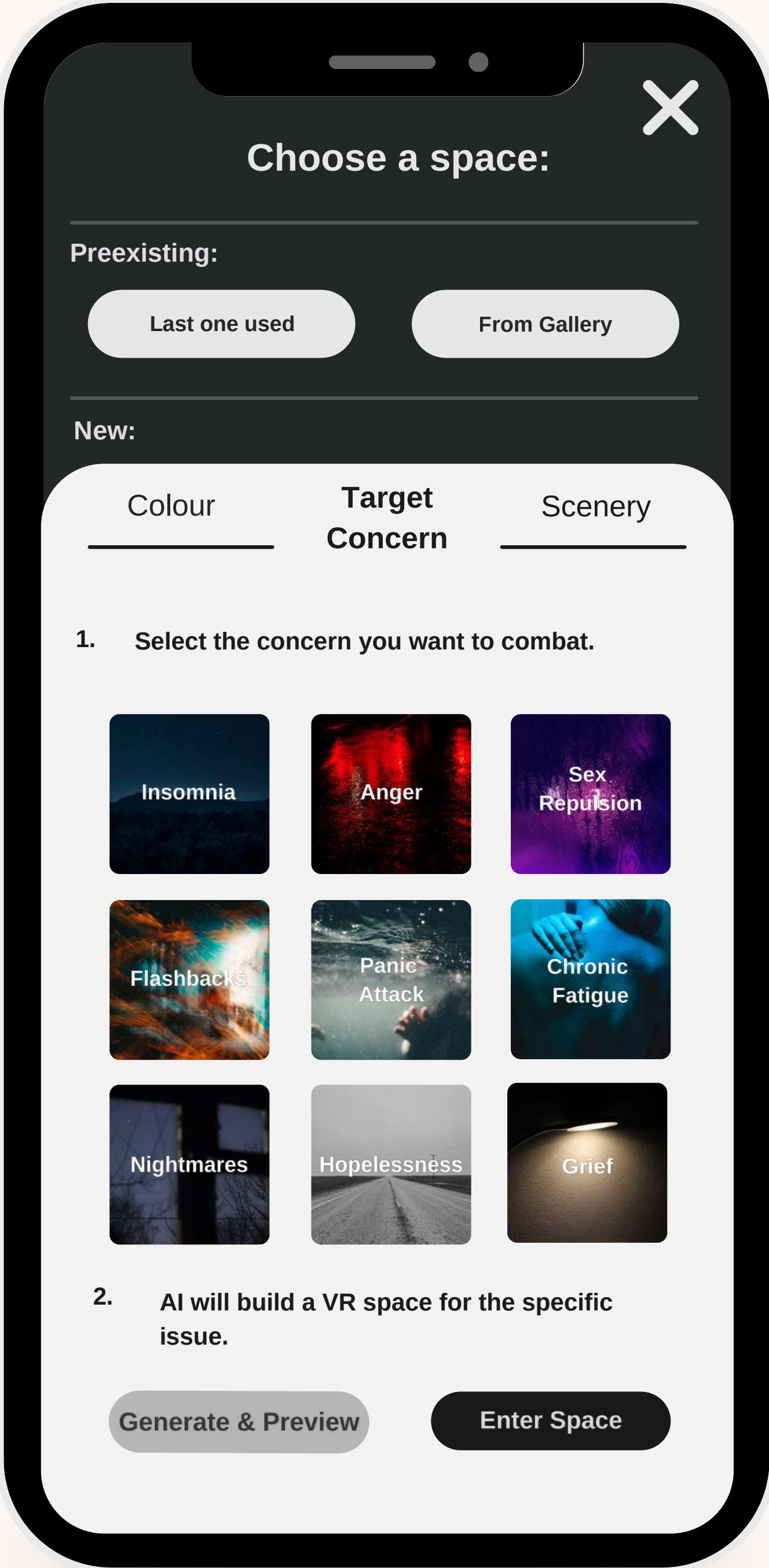
Target Concern Space

"The 'Target Concern' Space is an AI-generated room, which aims to combat a specific issue you are currently experiencing." - Excerpt from Uknown's Walkthrough

Over 35% of SA survivors do not seek treatment because they are uncertain of the services available. For these users who are feeling overwhelmed, the Target Concern space provides an alternative. Our AI algorithm generates the environment, incorporating psychological techniques used in therapy to assure success.

"AN ACCESSIBLE SOLUTION FOR SURVIVORS WHO'VE NEVER HAD A THERAPIST AND AREN'T READY YET."

Mariana M. (Psychotherapist)



Select Your Concern

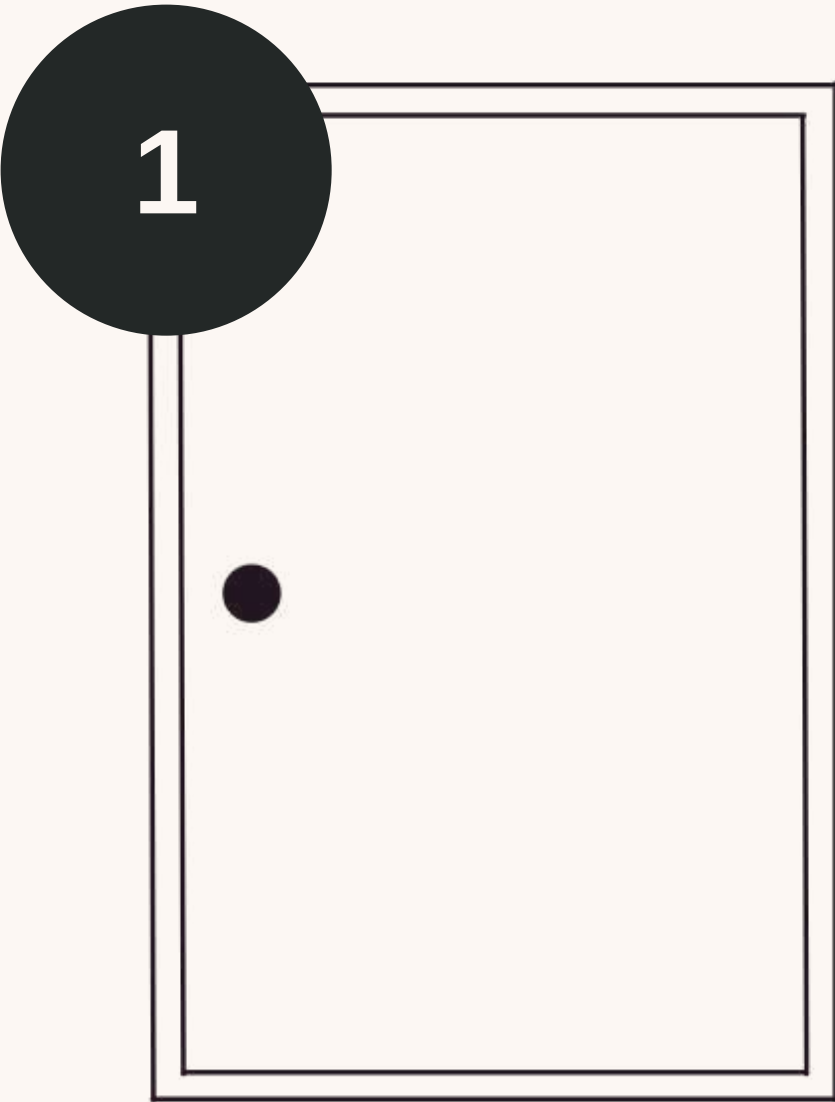
The user selects **one of the nine** pre-existing concerns.

Uknown has selected these specific concerns after carrying out a **focus group** with **licensed therapists** - *"What are the most common effects your clients deal with?"*

Generate Space

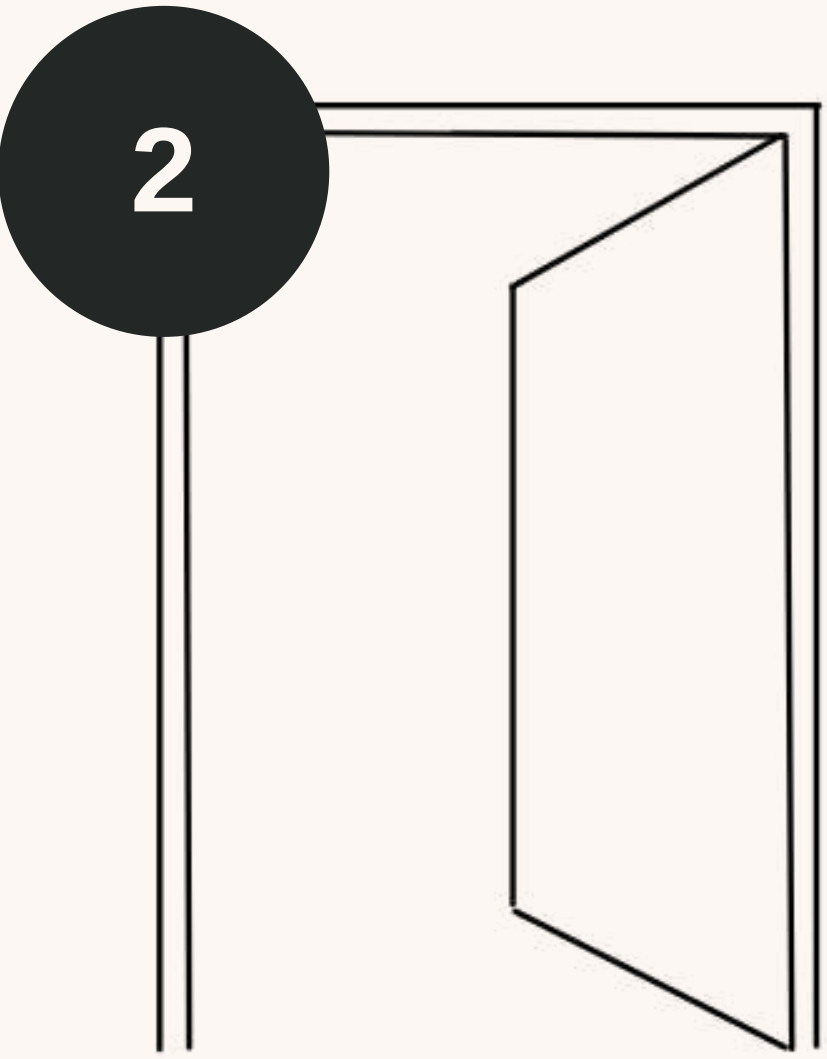
Each space is uniquely created by Uknown's AI to combat the chosen concern. **These spaces are based on medically-proven techniques.**

2.1 Safe Space Walkthrough - Process



Generate Space

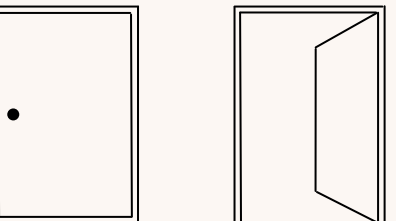
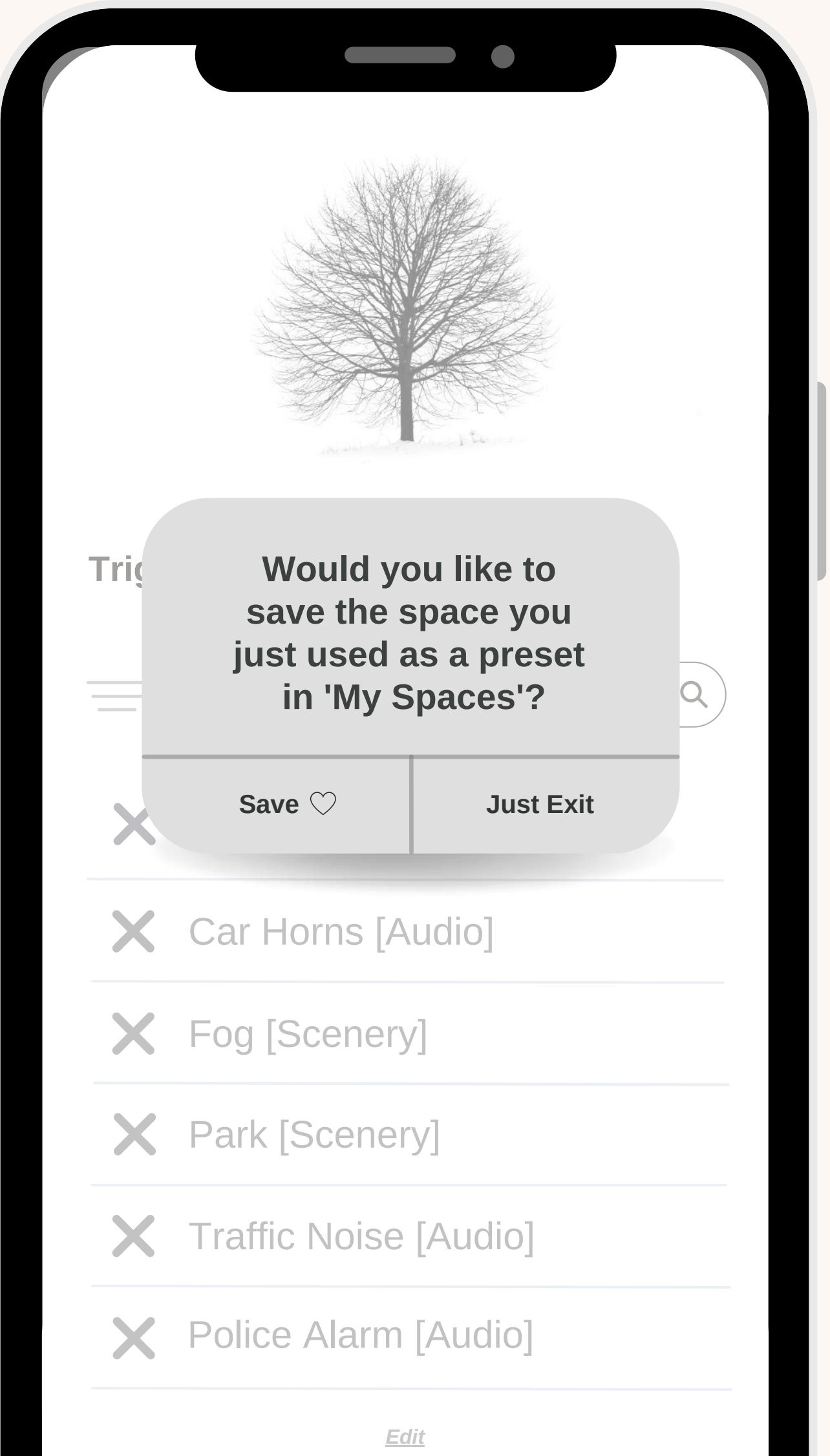
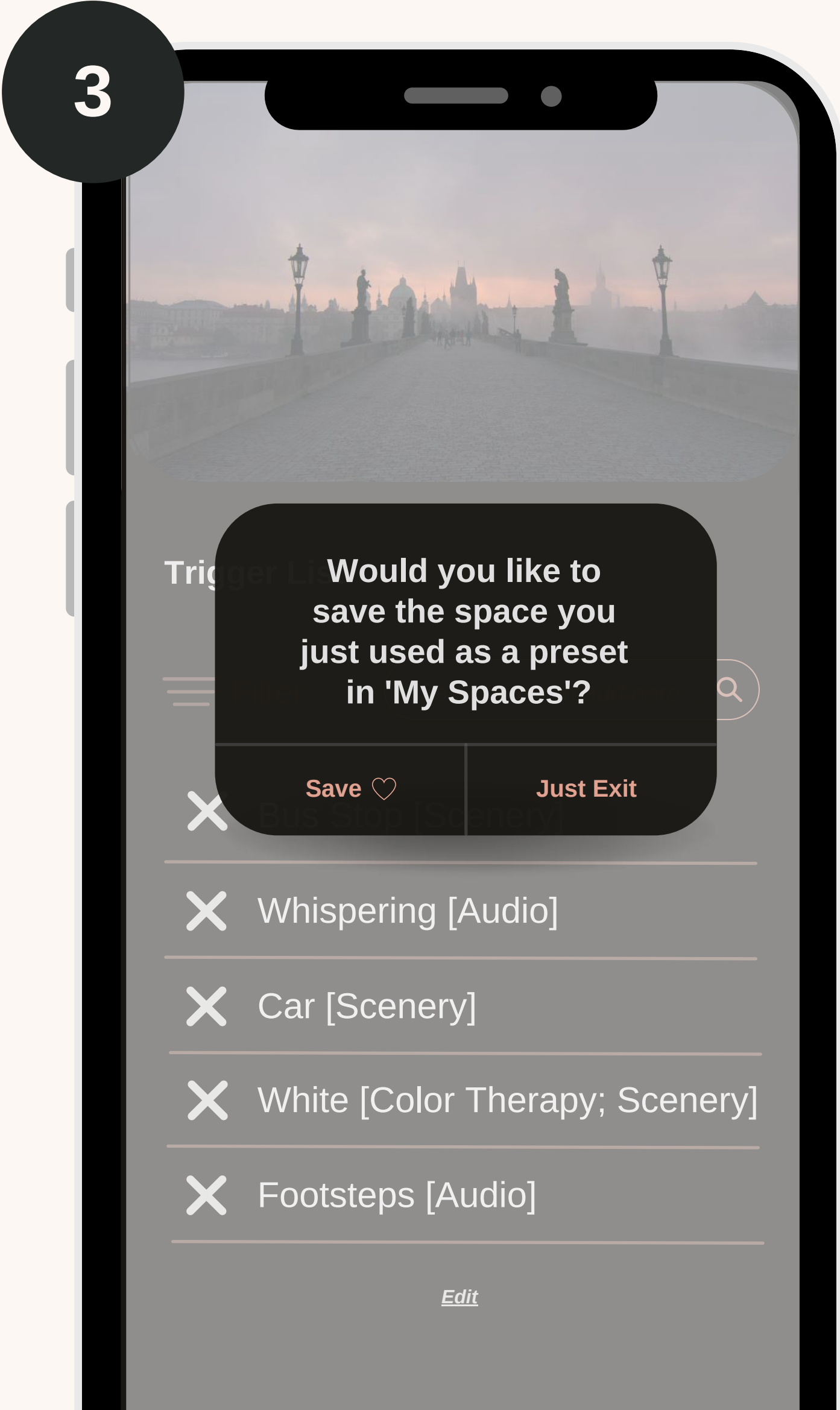
Once the user has gone through the design process (be it colour, scenery or target concern), the room is generated by Uknown's AI.



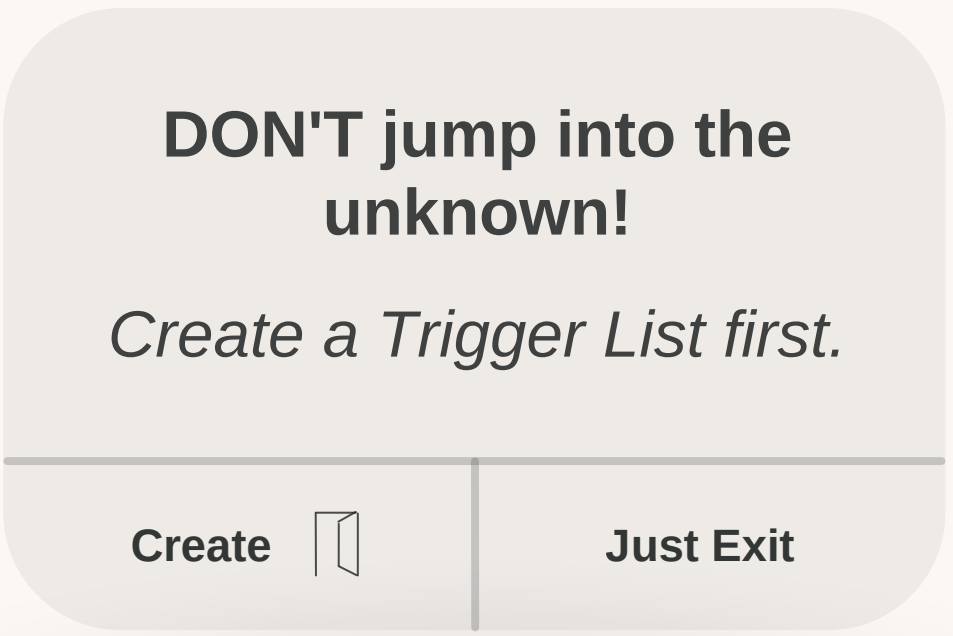
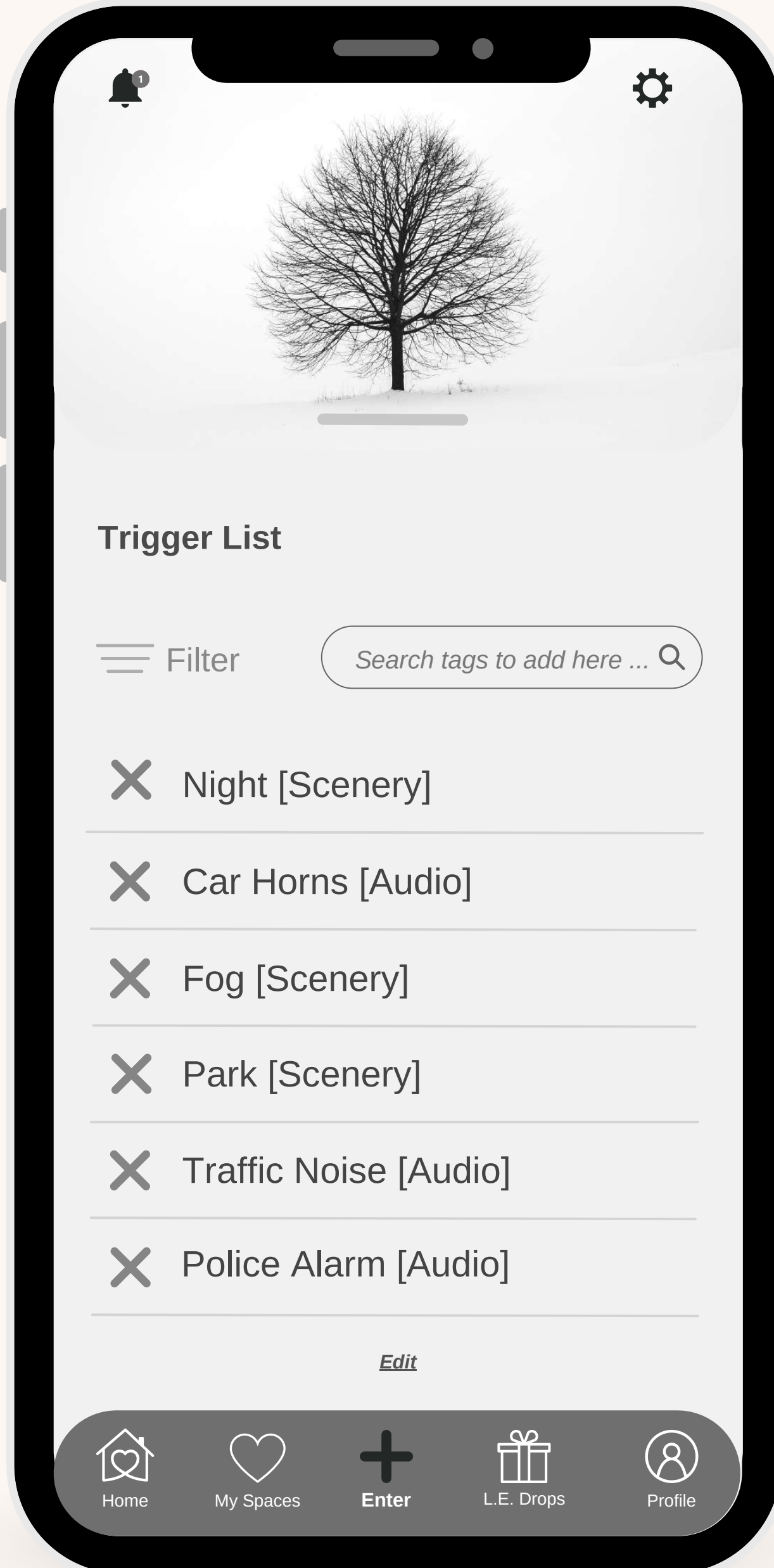
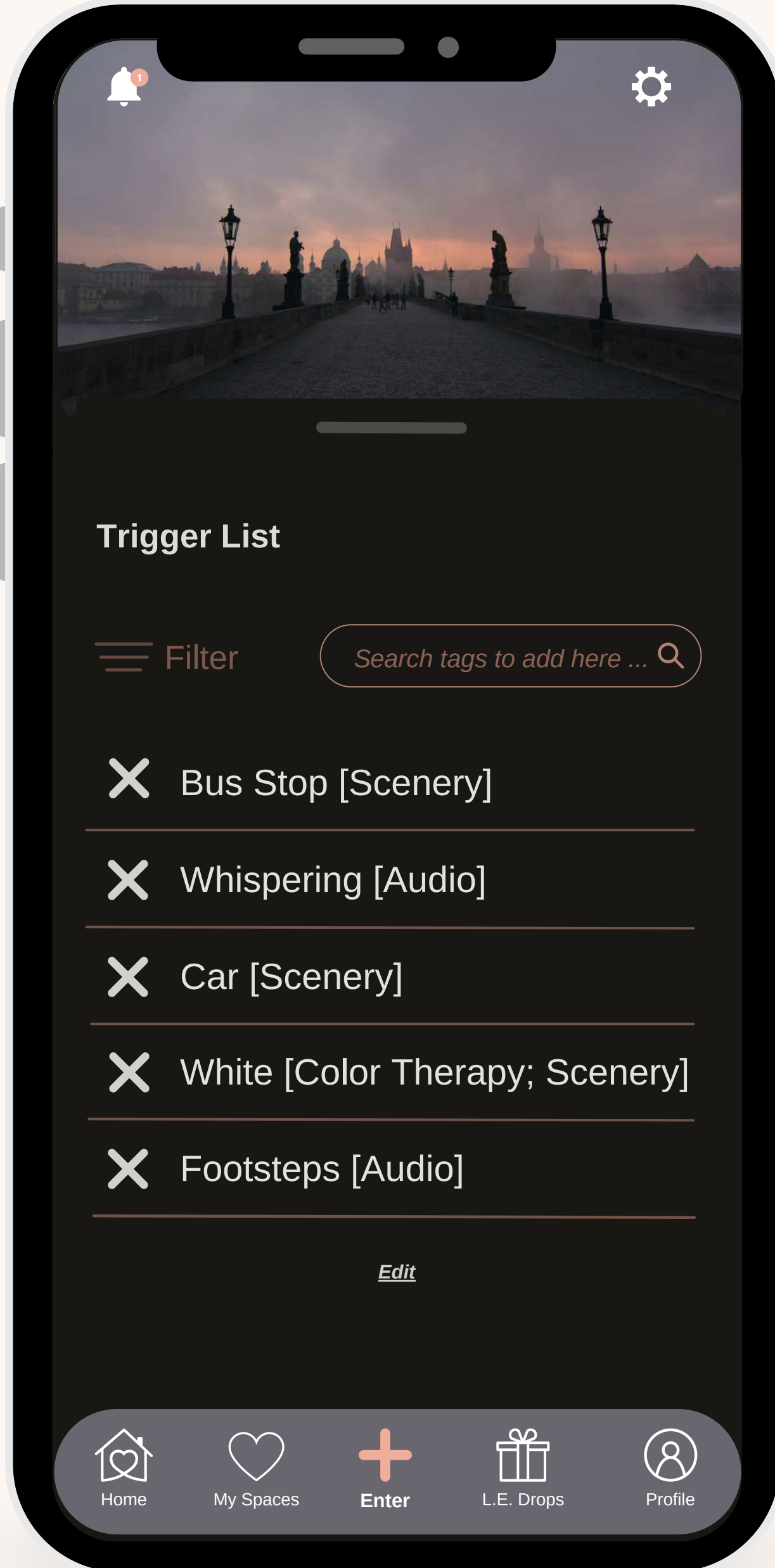
Preview Space

The user would then preview the space to ensure there are no triggering elements and if happy with Uknown's design, would enter the space.

Save Space as preset post-use



2.2 The Trigger List



The Trigger List

"The Trigger list contains all environments you chose to ban to avoid being placed in a triggering situation."

Simply type in a trigger of yours into the search bar & match it to a preexisting tag in the database (or create a new one). Once on the trigger list, this element will never appear in any space, be it customised by you or generated by AI."

- [Excerpt from Uknown's Walkthrough](#)

How it works

User submits triggers

Triggers are **categorised** as scenery, audio and/ or colour therapy **by AI**

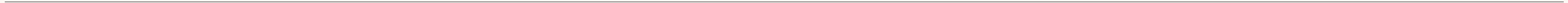
Employee checks if triggers are **correctly transcribed into tags** by AI

Approved, these **triggers become applicable tags** in safe spaces

Other users are now able to locate these triggers as **pre-existing in the database**



4. Technology Specifics



4.2 AI Algorithm Use

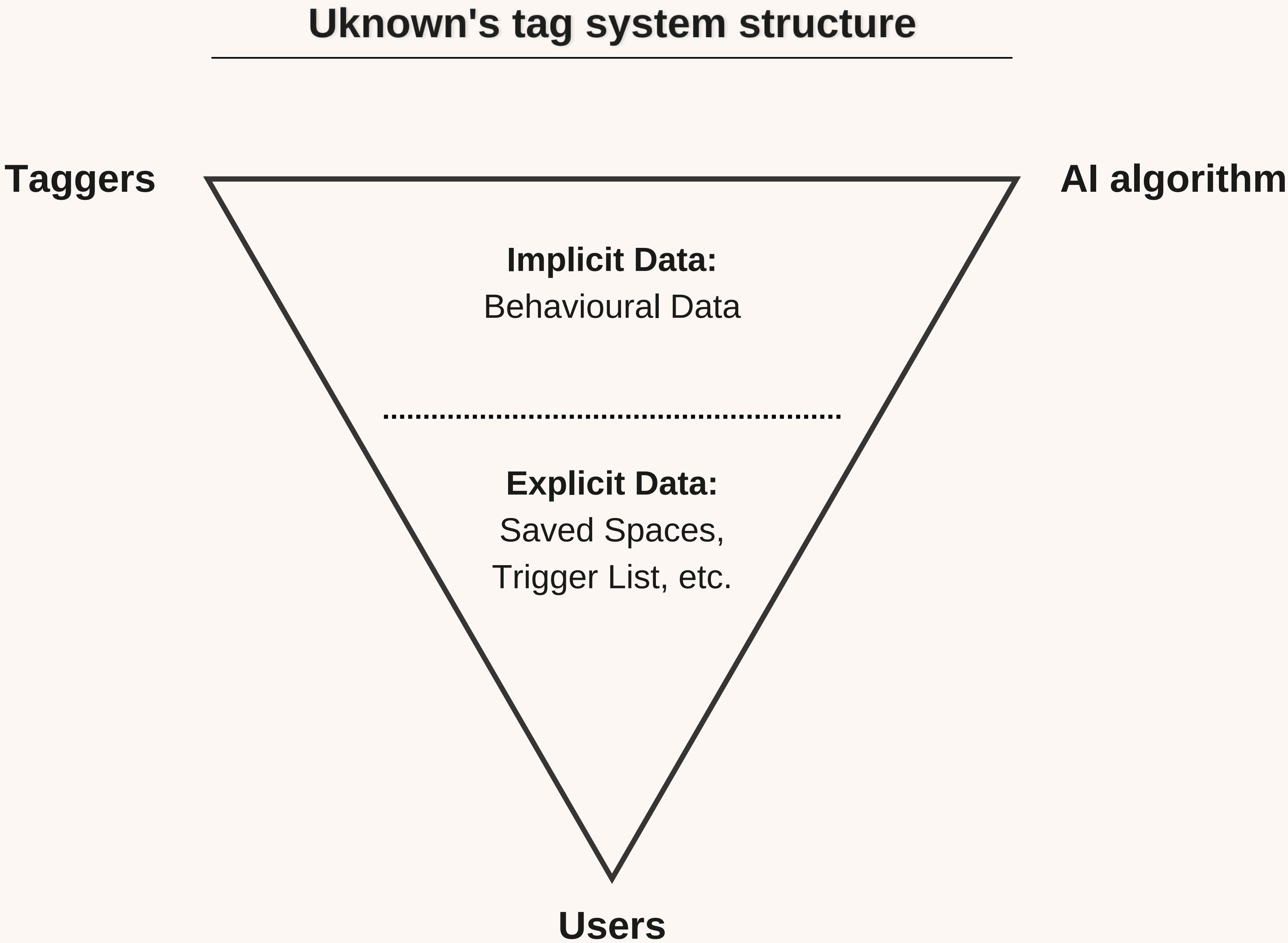
Tags

Uknown's tag system is a complex structure supported by our **AI algorithm, in-house 'taggers' and Uknown's users.**

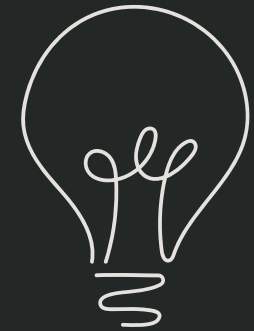
The in-house taggers are concerned with compiling data, which the AI algorithm then translates into tags and implements in various features.

Our tag system is driven by two types of data – **implicit and explicit.** Explicit data is **user-driven** - for example, a user saving a particular space as a favourite.

Uknown's AI and taggers take **implicit data** and **convert it into behavioural patterns,** which dictate the tags - if a user accesses spaces after midnight only, the system will recommend an **insomnia-combatting space.**



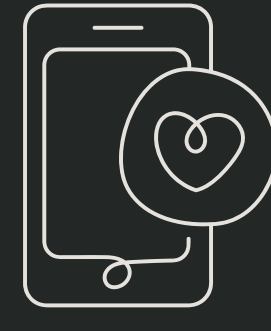
Uknown tags are used in the following:



Suggested Spaces



Trigger List



App Customization

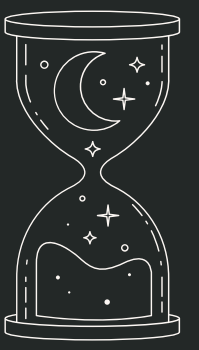


Target Concern & Scenery

Uknown tags track the following:



Time of day when entering space



Time spent inside space



Liked Spaces



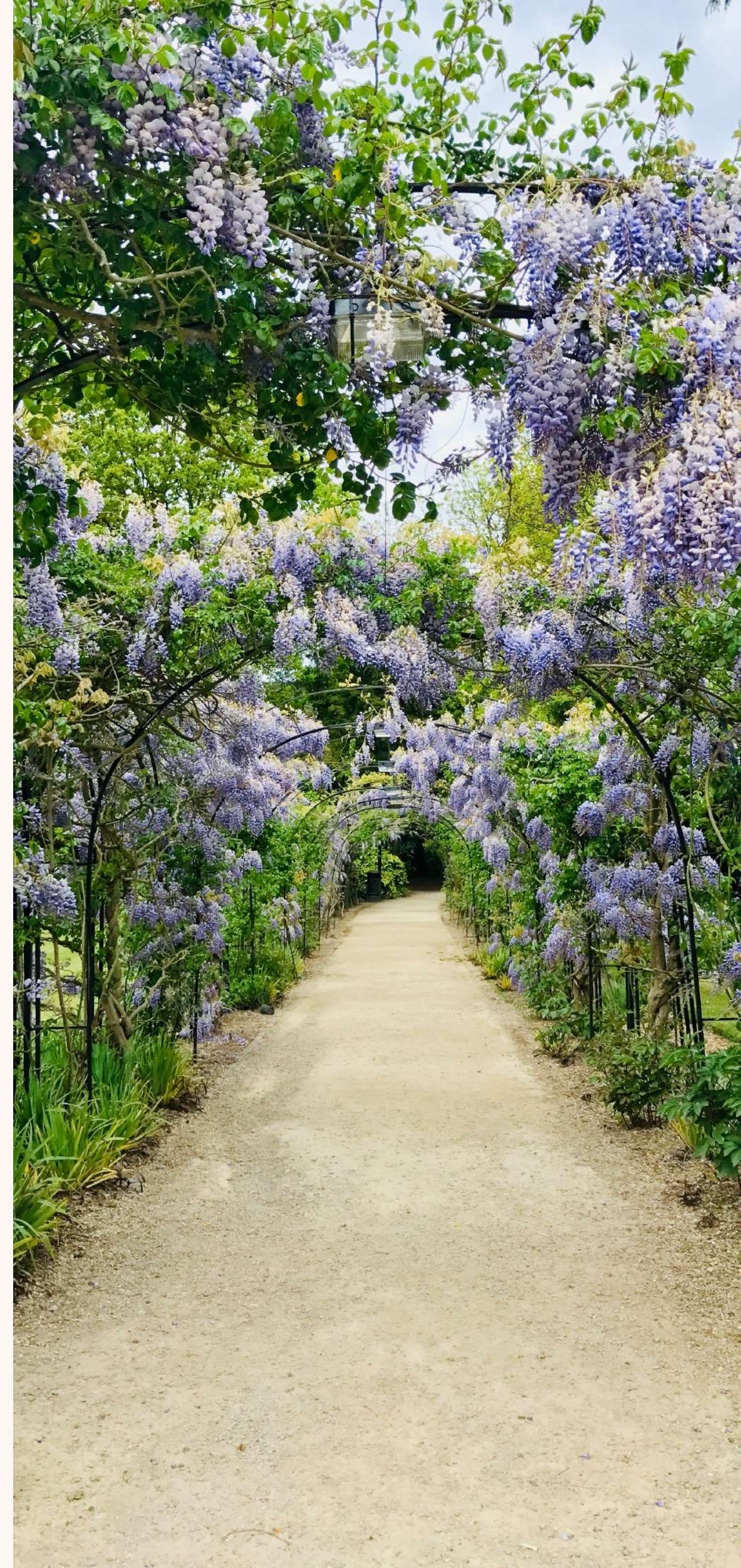
Category of scenery

Tag Families

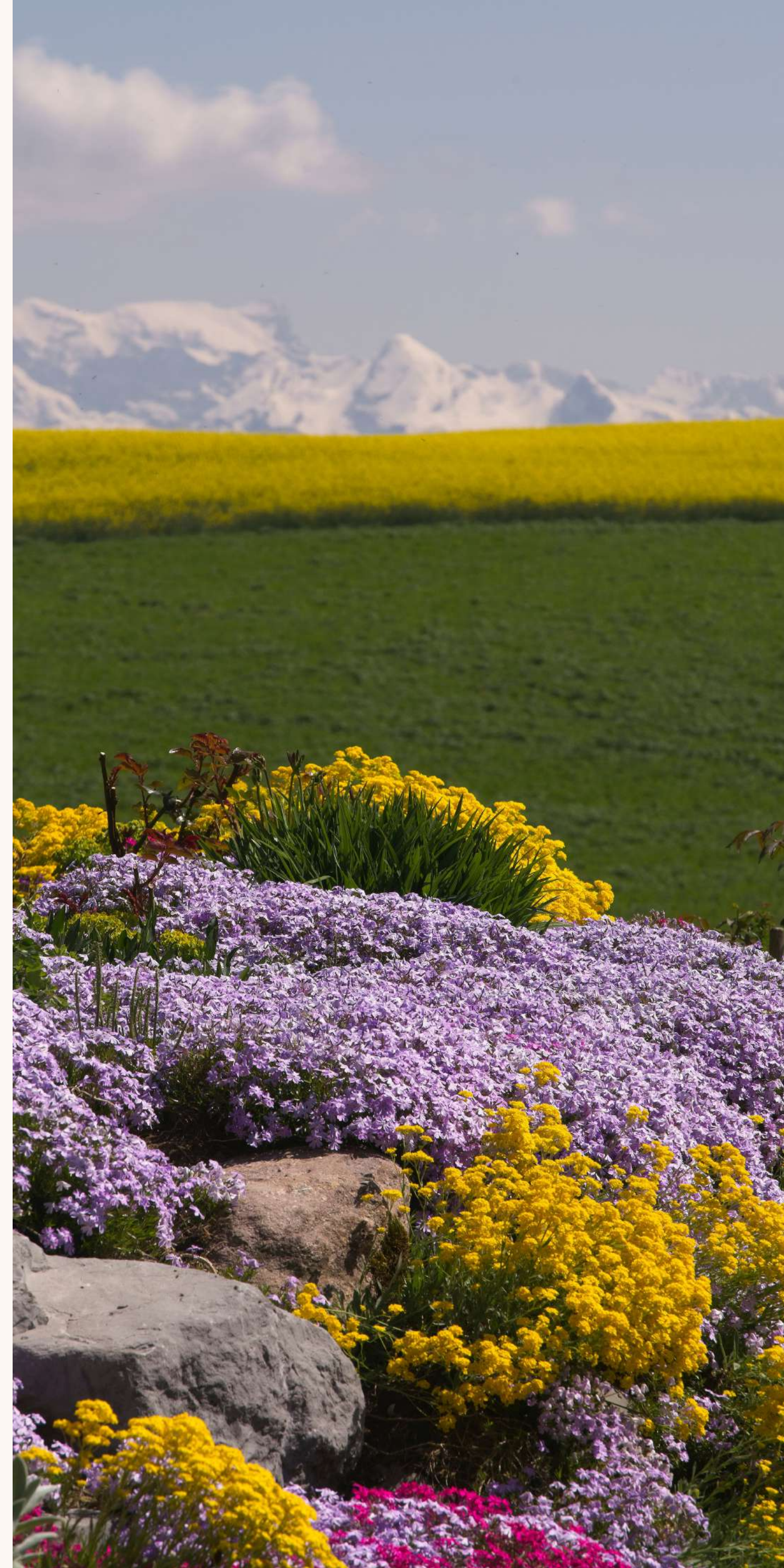
Users are split into Tag families based on their own preferences (and hence tags usage). This allows Uknown to cross-promote Suggested Spaces, improve the accuracy of predictive modelling when designing scenery, and hyper-personalize the marketing content and notifications that each user receives.



Inspiration Picture



Version 1

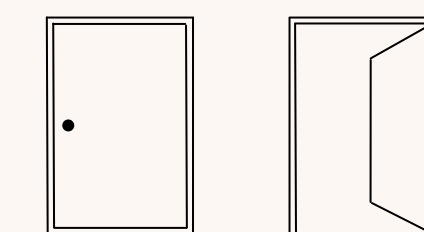


Version 2

BUILD YOUR OWN ENVIRONMENT

Uknown's algorithm will continuously develop, using machine learning and AI predictive modelling.

An upcoming feature of the algorithm would be the 'Build Your Own Environment' option, where Uknown's AI system will use predictive modelling to build VR environments, based on images submitted by the user. **Each image will contain tags, enabling the algorithm to reuse previously created environments with the same tag as future reference.**





**"FOUND FROM THE DESIRE TO
CARVE A VISIBLE SPACE FOR
SA SURVIVORS, UKNOWN WANTS
TO CREATE AN OPEN SPACE TO
SIMPLY EXIST."**

Alex Rahneva, Founder of Uknown 2022

Uknown

Uknown

