

MA GRAPHIC DESIGN

CONFIRMATIVE PRAXIS CREATIVE REPORT

ADAA7002

KIIN

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ABSTRACT

My praxis comprises the design of a self-help app for men. KIIN is a competitive mobile app that teaches and brings the male community together by looking out for one another, helping to prevent isolation and fight mental health through the philosophy of stoicism. The issue is not about who has climbed the highest; it is about who is struggling to climb. KIIN allows you to identify and reach out to whoever is at their lowest and offer help. A project that began with auto-ethnography is bolstered by andragogy, psychology, and philosophy to create an application that puts theory into practice.

INTRODUCTION & BACKGROUND

My motives behind KIIN come from personal experience and working for Adferiad since 2015 (Thomas, 2023). My father figure was my Uncle Bill, a gay man, and a black belt in Judo (British Judo, 2023). When I was eight, his partner experienced severe psychosis. My Uncle Bill looked after and protected his partner for 37 years until he could not anymore. In February 2018, my uncle became unwell, and my family cared for him for the next four months at home. During this time, his partner had another psychosis. He had not experienced psychosis since I was eight years old, which resulted in hospitalisation. Not only was my uncle coming to the end of his life, but his partner was also in hospital. My Uncle Bill waited until his partner came back home, and a few days later, he passed away. He was at peace.

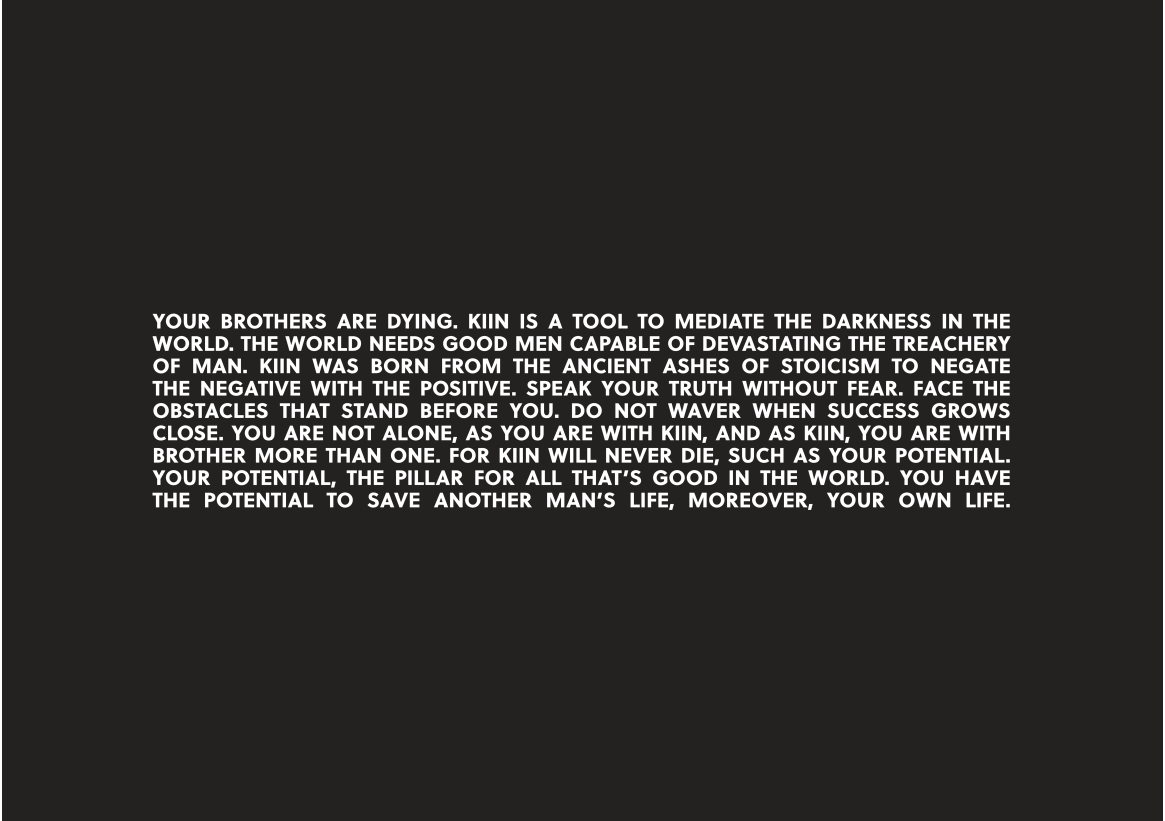
My first experience of death was with my Uncle Bill, and grief has an incredible way of ripping through people and families; it certainly left its mark on mine. Grief has affected the men in my family and has at the least led them astray, not skipping me as I reached nearly 20 stone in weight. Drugs and alcohol have been the weapons of choice for my brother and nephew, resulting in prison time and physical altercations between family members. I believe you do not need to live the life you are living, and you can determine your reality. I know this best from working in mental health with clients who have experienced severe psychosis and

live day to day with schizophrenia (NHS, 2023). You need to focus on what you can control, make informed decisions, and learn to live with what you cannot control.

I wanted to compile my extensive experience into something that can help as many men as possible with their affected families in mind. I work with a ratio of eleven male clients to every female client. Regardless of my experience or day-to-day job, the statistics speak for themselves. 40% of men do not talk about their mental health to friends or family (Priory Group, 2023). 1 in 8 men have a common mental health problem, such as anxiety, depression, and stress (Mental Health Foundation, 2022). The biggest killer of men under 45 is suicide (Department of Health and Social Care, 2022). 3 out of 4 suicides are men (Samaritans, 2021). I have spent years working with people who experience the terror of ill mental health every day; I wanted to create a self-help app that does not present as a mental health tool. This app mediates the darkness in the world by becoming part of daily life before any symptoms of ill mental health make it to the surface. The app I have designed is as suited to someone with 'good' mental health as someone with poor mental health.

AIMS & OBJECTIVES

MANIFESTO



YOUR BROTHERS ARE DYING. KIIN IS A TOOL TO MEDIATE THE DARKNESS IN THE WORLD. THE WORLD NEEDS GOOD MEN CAPABLE OF DEVASTATING THE TREACHERY OF MAN. KIIN WAS BORN FROM THE ANCIENT ASHES OF STOICISM TO NEGATE THE NEGATIVE WITH THE POSITIVE. SPEAK YOUR TRUTH WITHOUT FEAR. FACE THE OBSTACLES THAT STAND BEFORE YOU. DO NOT WAVER WHEN SUCCESS GROWS CLOSE. YOU ARE NOT ALONE, AS YOU ARE WITH KIIN, AND AS KIIN, YOU ARE WITH BROTHER MORE THAN ONE. FOR KIIN WILL NEVER DIE, SUCH AS YOUR POTENTIAL. YOUR POTENTIAL, THE PILLAR FOR ALL THAT'S GOOD IN THE WORLD. YOU HAVE THE POTENTIAL TO SAVE ANOTHER MAN'S LIFE, MOREOVER, YOUR OWN LIFE.

Fig. 1: *KIIN Manifesto.*

Too many men are dying (Office for National Statistics, 2023). A cliché would be to save one life, but it needs to be more; for those who have taken their own lives and live in terror every day, it needs to be more. KIIN is a tool for daily life to mediate the statistics. For a tool to work, it needs to be symbiotic with its user. A tool ideally must have a person-centred approach to be more efficient and prevent users from finding another tool for the job. Apps are tools, and social media is a tool for social communication through words and images. Social media as a tool

is like a hammer, as neither tool is dangerous without human interaction, however, both can be the causes of death in the wrong hands. Removing either will not solve the potential problems as they are person-centred tools, and the potential solutions are too great. A hammer can kill a human being, but it is equally as capable of saving lives. Social media can push someone to suicide (House, 2020) but is equally as capable of saving a life. KIIN can save a life.

Horrific and inconceivable things have come from the hands of men (United States Holocaust Memorial Museum, 2021) however the world arguably needs men to fight and stand up to the horror in the world, as a man's capability of saving a life is more significant than destroying it. By harnessing the ability to save your own life, this is enough evidence for an individual to save another life. This is the evidence that is collected within KIIN.

KIIN is a derivative of the philosophy of Stoicism (Holiday, 2019). Stoicism hones the virtue of will and its power. A will that never gives in is the true conqueror of Nihilism, which can present itself on three levels: moral, epistemological, and cosmic (Britannica, 2018). Moral Nihilism is truly the terror that KIIN seeks to destroy. Nihilism is the philosophy that can drive a person's motives to suicide (Veit, 2018). It can bring out the worst in people because it has no bounds of wrong or right. According to a nihilist approach, everything is and will always be meaningless, so what is the point in even trying? (Britannica, 2018) It will ensure obstacles of its own doing and disguise itself as your breath. This will ultimately result in achievements dissipating through the pessimistic thinking that can form

from nihilism (Pratt, 2023). As illustrated in the work of Lewis Carroll's *Through the Looking-Glass*, the Red Queen states, "Now, here, you see, it takes all the running you can do to keep in the same place. If you want to get somewhere else, you must run at least twice as fast as that!" (Carroll, 1871, p.17). In this case, nihilism forms to shape difficulty and will always offer you a chance to escape at the exact moment you should weather the storm. KIIN was made to help its users find meaning in their life. As according to Friedrich Nietzsche "He whose life has a why can bear almost any how" (Nietzsche, 1954), suggesting that meaning in a person's life can be the difference of life and death.

A person's ability to change can be directly correlated with their environment (Mind, 2021). When ideas or stances differ, positive feedback loops of friends and family can significantly diminish a person's soul, morals, and free will. KIIN offers an environment to explore freely, with the camaraderie and support of its users. A person's potential is only as good as their environment, which can be physical and mental as it adapts to the situation. Plato argues, "Dwelling within the walls of a city as in a shepherd's fold on a mountain" (Aurelius, 2016, p.169). You have the power of mind to dictate your reaction to your environment, and you have the power to act accordingly. The answers to life's tough questions come from within, and KIIN is merely a mirror of that discovery. "No one saves us but ourselves. No one can and no one may. We ourselves must walk the path" (Hanna, 1957). Self-help is a power within, and this is something KIIN will help the users realise and embrace.

EXPLORATIVE RESEARCH & PRAXIS

Much of my research for this module came from my *Explorative Research and Praxis* module. During a one-to-one with my lecturer, we discussed tackling social issues through social communication, which is at the core of Graphic Design (Leonardo, 2023). During that semester, I utilised every week to explore a different issue surrounding men, resulting in many final iterations. One of my main objectives was to promote masculinity in a positive light. Simon Sinek explains the effects of positivity; he argues that if a skier focuses on trees, all they will see are trees, whereas if they focus on the snow, all they will see is a path through the snow (Sinek, 2021). This philosophy can be applied to everyday life problem-solving, and it is prominent throughout all my work. At the start of my project, I looked at various social campaigns, including the *'Like a Girl' Always* campaign (Always, 2014), Grayson Perry's take on masculinity (Jodelka, 2016) and *The Book of Man*. Many problems the world faces today result from the ideal of masculinity, and it is essential to acknowledge these downfalls (Kahloon, 2023).

As part of my research, I wanted to educate teenage boys about Stoicism and recognise the wisdom of those gone before, Isaac Newton says, "If I have seen further, it is by standing on the shoulders of giants" (Newton, 1676). Stoicism is a philosophy that helps individuals hone their virtues of character, broken into four qualities: wisdom, the quality of having experience and good judgment: Courage, the strength in the face of pain or grief: Temperance, the quality of moderation or

self-restraint: Justice, both the accuser and the accused can receive a morally right consequence merited by their actions (Weaver, 2019). Stoicism is a model by which individuals can live. This philosophy highlights that power is a privilege, and with that privilege comes responsibility for others.

METHOD



Fig. 2: *KIIN Logo.*

KIIN reflects kinship and brotherhood (Cambridge Dictionary, 2022). I created a custom typeface enclosed in a speech bubble. The speech bubble is a signifier of the app and highlights the importance of talking. The Japanese Samurai, the Roman Empire, heavy metal, college basketball, and the Nordic Vikings influence this typeface. I wanted a typeface encompassing the tenets of this app, acknowledging the ancient ancestry on which these principles originated.

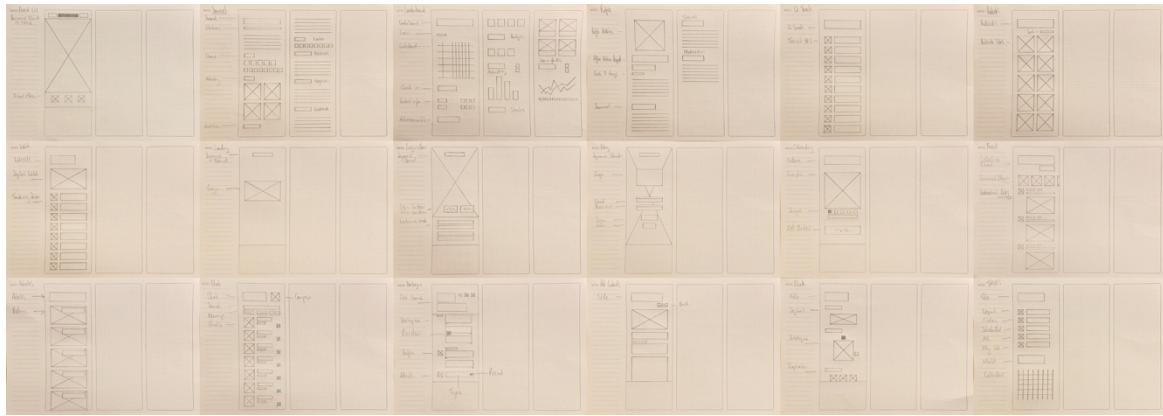


Fig. 3: *Pencil Drawings.*

To design the app, I started with initial pencil drawings that explored my ideas, these included user pathways and user functionality. Following this, I created a digital wireframe of all the different app pages and how they would interconnect. I created several digital designs that progressed in layout and style before they were brought into the UX/UI Design software Figma (Figma, 2019).

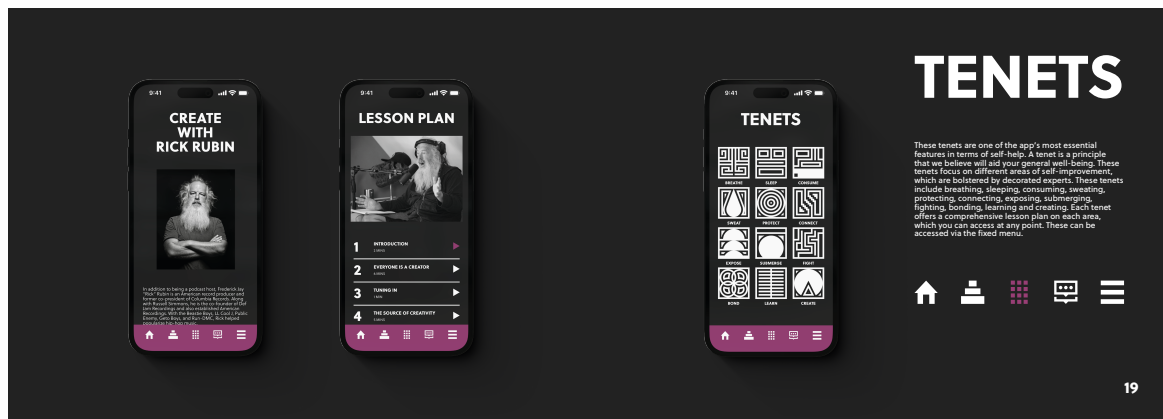


Fig. 4: *KIIN User Manual.*

The model of this app comes from its 12 Tenets shown in figure 4; industry-leading experts support each tenet. The model I created is inspired by Maslow's

Hierarchy of Needs (McLeod, 2023). To achieve self-actualisation, one must first address all other aspects of life. My tenet designs pay homage to an earlier module, where I researched the Russian Constructivism movement to convey meaning. I created a collection of tiles representing the brand identity and its ancestry designed using the confines of the typeface. My black-and-white grid-based style pays homage to Susan Kare, an American graphic designer who contributed interface elements and typefaces for the first-ever Apple Macintosh (Cesarato, 2023). These tenets fall under four categories: mental, physical, social, and spiritual. To achieve this tetrad is the goal when using the app, ensuring the user delves into all aspects of the self. Users must combine tenets to form a tetrad to ensure success.

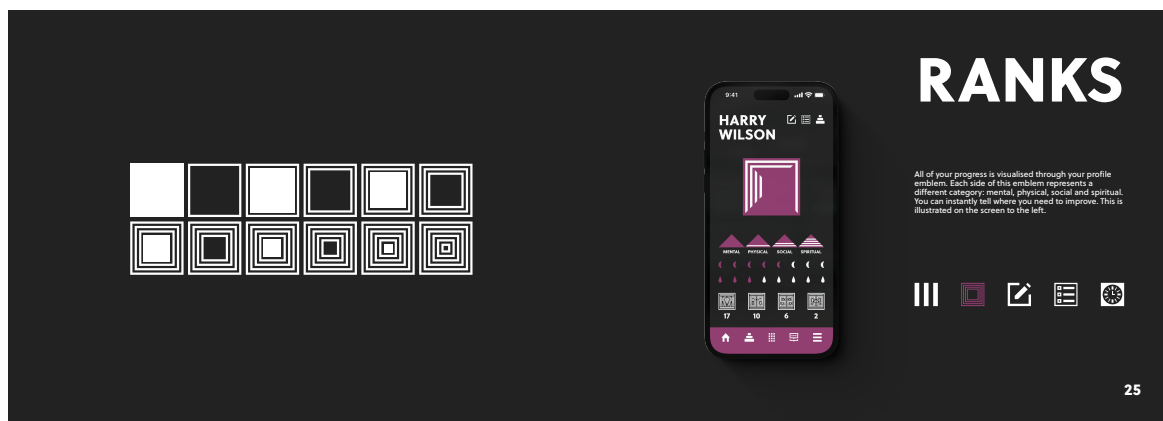


Fig. 5: *KIIN User Manual*.

All achievements are recorded and filed into a ranking system with twelve tiers shown in Figure 5. These achievements are difficulty-based, shown here from kinsman to gold. The profile icon visualises a user's progress, highlighting your

progress on each side. It appears unbalanced to remind you where you are falling short and need to improve, as balance is an essential aspect of this app.

The *iPhone 15 Pro Max* and an *Apple Watch Series 6 44mm* were the dimensions chosen for this app (Apple, 2023). The header padding of every page is set at 50px to make room for the *iPhone* user interface (UI). The footer padding is 120px on all pages that feature the fixed menu. The vertical padding varies at 20/30/50px depending on the amount of text and images on each screen. Similarly, it applies to the horizontal padding, where a 20px padding surrounds image-heavy screens. KIIN includes many features, such as a newsfeed, leaderboard, tenets, chat function, articles, podcasts, nutrition, workouts, meditation, profiles, journal, tasks, and smartwatch tracking. KIIN's most prominent interactive aspects include the leaderboard, chat, journal, and task features.

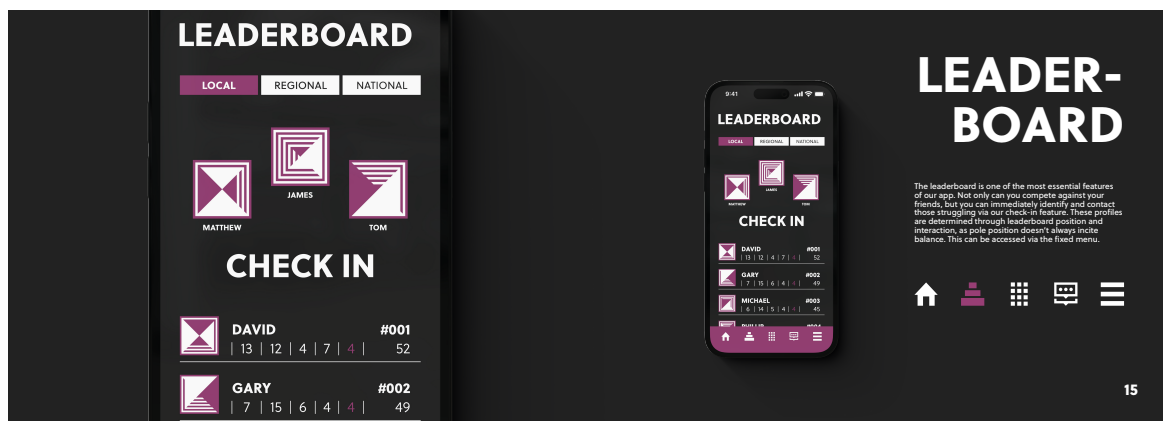


Fig. 6: *KIIN User Manual*.

The leaderboard allows users to compare their progress with other users shown in Figure 6. Competition is paramount to the progress of an individual (DiMenichi and Tricomi, 2015). The leaderboard translates into local, regional, and national for those users who wish to view their position in a broader scope. Users can access those at the bottom of the table via the check-in feature. Factors like interaction with others and repetitive activity also determine the bottom three profiles shown.

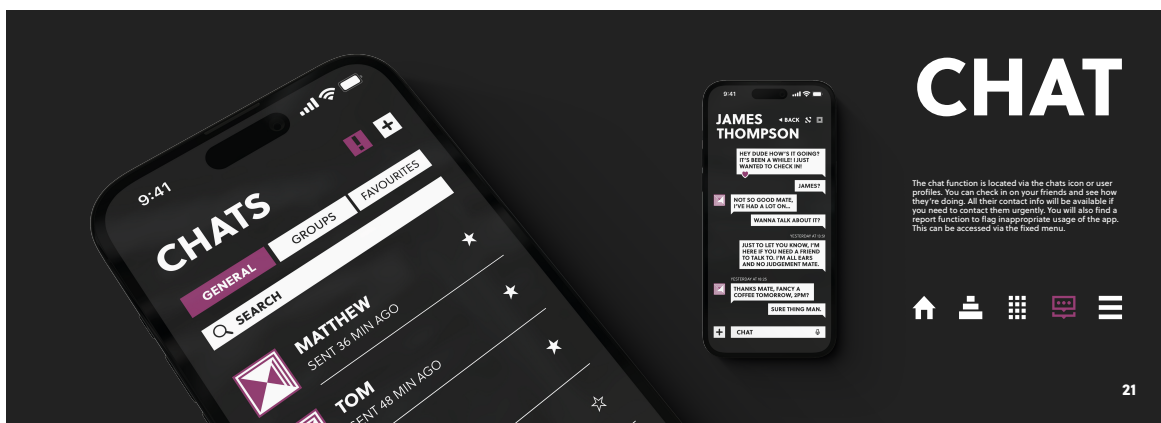


Fig. 7: KIIN User Manual.

The chat function was included by looking at what already works in society today. Many 'in-person' activities originate from in-app conversations using *WhatsApp*, *Facebook Messenger* and *iMessage*. No matter how inappropriate or volatile, the 'boys group chat' is today's leading tool for checking in on your friends and family (Lecklitner, 2023). Group chats have become a semi-public platform in which multiple people can be made aware of the well-being of another through inactivity or the use of specific language. Group chats hold people accountable to check in with their members through in-direct peer pressure. However, more diluted, more

extensive group chats can incubate a diffusion of responsibility, also known as the bystander effect (Psychology Today, 2019). This phenomenon may also find its way into KIIN. As the leaderboard identifies struggling people, users might assume someone else has already spoken to that user. A way of mediating this is to include user activity, including a user activity with others and vice versa. This way, it uses indirect peer pressure to show others that users are doing their bit.



Fig. 8: *KIIN User Manual*.

In recent years, journaling has become more prominent (Phelan, 2018). Journaling is an excellent way of creating order out of chaos. Self-awareness is at the heart of journaling as it helps individuals identify problems for themselves. The journal is the most text-field-heavy part of the app where users can express their emotions, and working in harmony with the journal function is the after-action report. This report is a derivative from the report given to Navy Seals after 'action' (NHS England, 2021). This report takes journaling further using critical analysis by asking questions such as, 'What happened?', 'Why did it happen?' and 'What to do next time?'. This function enables users to summarise their day, week,

month, and year, to compare and ultimately learn from their experiences. The journal contains appropriate text fields, sleep input, water intake and activity and is private unless a user wishes to share it.

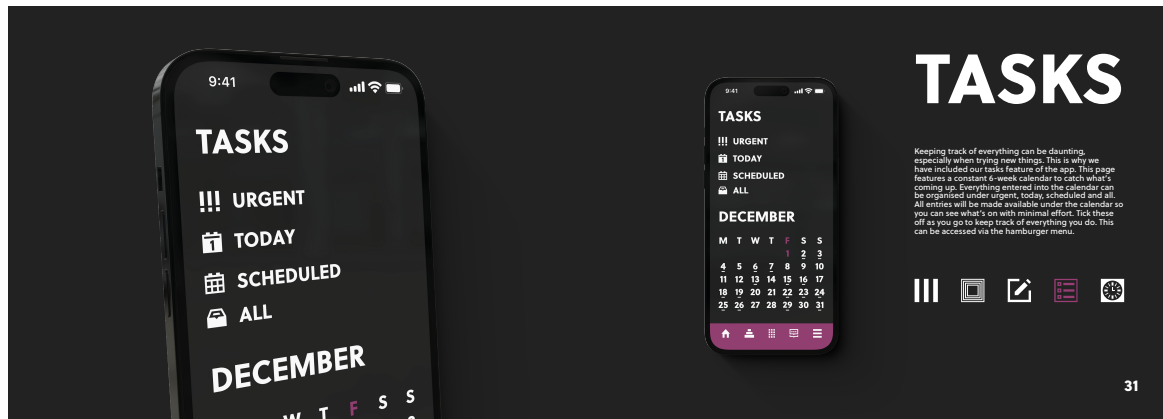


Fig. 9: *KIIN User Manual*.

Hand in hand with the journal is the tasks feature shown in figure 9. With the power of mobile devices, we are now more reachable than ever and a by-product of this is that we are busier than ever (Ough, 2023). Because of this, I have integrated a tasks section within this app that includes urgent, today, scheduled, and more. Logging and organising your life through this feature, makes users more likely to remember and complete what they need to do (Sawhney, 2022). The design of traditional calendars poses an awkward issue as they display month by month, meaning the calendar only changes once you enter the conjoining week of the following month. I have created a six-week dynamic calendar that always adds a new day as another ends, constantly updating its users for the next six weeks.

For my final exhibition, I produced several pieces supporting my app design. When designing an app, the main objective is to package it in a way that is given to a developer to code, for it to become a usable prototype. Three manuals have been created to help with production; build, brand and user. The build manual works alongside the digital Figma file to highlight the layout and structure and explain the choices made. The user manual aids the user with day-to-day operation of the app. The brand manual includes information such as logos, logo misuse, typography and colour. A manual is used in business to ensure cohesion across the board. It provides clear instructions and ease of use to ensure minimal misinterpretation.



Fig. 10: *Final Exhibition.*

For advertisement purposes, I created four posters that included the smartwatch functionality, visual icons, manifesto, and chat features. These were made in unison with the app's showreel, featuring the music *World on Fire* by Andy Bird, for which I have the appropriate licence (Bird, 2020). The music is instrumental in executing this reel, which I used in Adobe After Effects. I used the software Rotato alongside Adobe After Effects to create dynamic smartphone visuals throughout the piece. This showreel is available on YouTube and linked to *kiin.app* (Wilson, 2023). This website acts as a landing page for the public to watch the showreel and express their interest via the relevant contact form. To make the app a reality, I need to develop the app further in collaboration with the appropriate professionals to create suitable prototypes and begin testing. Finally, as a nod to my graphic design roots, I had a fully functional wooden typeface made as a display piece to crown my exhibition space.

DISCUSSION

Mobile apps are becoming a universal medium to connect people virtually and physically, as most people have access to smart phones (Baker, 2023). As a Graphic Designer, UI/UX Design is taking hold, and designers must add this to their arsenal (Omar, 2023). The use of an app is a personal experience for an individual. It is personal because the user can control what they share with other users, by providing its users with different options based on their preferences. This app can even be utterly internal, with access by CMHT in extreme cases (Rethink Mental Illness, 2021).

As mobile devices are an integral part of our daily lives, if KIIN was a standalone company with an outreach centre, having an app would only improve it (Haselmayr, 2014). An app increases user reach, user engagement, processes, and user experience (Bahr, 2023), and therefore an app is the best option for KIIN to reach its target audience.

Andragogy is teaching adults, whereas pedagogy is teaching children (University of Illinois, 2022). My final module combines teaching adults and men and teaching them to change for the better. People prefer to avoid change (Kanter, 2012); people are more inclined to take the safest and easiest route when approaching a problem (Ziogas, 2022). My main objective for this app was to hone the right tone so that men would absorb the information. Clear information is

needed to avoid a loss of interest in the target audience, and this information needs to have a specific tone.

My research into this area came from *Meditations* written by Marcus Aurelius. Not only is this arguably one of the most essential books in the world, but it was also not written for anyone but for himself, in order to be a better Roman Emperor (Gambardella, 2021). In this case, Aurelius is both teacher and learner, which contradicts any status level that might be assumed. *Meditations* is arguably one of the oldest forms of self-help available today, covering many topics, including gratitude, morals, nature, habits, obstacles and being. The central theme I was interested in was that of opinion. Aurelius says, "Take away thy opinion, and then there is taken away the complaint" (Aurelius, 2016, p.47). This is the crux of stoicism and incredible mindfulness. So much of what we do today is opinion-based and social media houses topics that thrive off opinion, politics, war, and climate change; opinion is always sought after and often just adds fuel to the fire by consuming an individual. Sitting on the fence is not a cop-out. Sitting on the fence is simply seeing both sides and drawing appropriate conclusions. Two things can be correct at the same time (Heacock, 2019). Not taking either side does not mean sitting back and letting evil ravage the world while you curl in cowardice. Restraining your opinion on a subject means recognising your capabilities and power over the mind and realising the consequences of your opinion to yourself and others.

Excuses are the biggest threat to progress regarding self-help (Headspace, 2023). From personal experience, this plays a massive role in practising self-help every day. As part of my module and regarding self-help, I have lost four stone since June 1, 2023. My opinion of myself at 20 stone was self-deprecating at best, but being the butt of the joke does not change people however it has changed the way I approach the subject. My health is more important than my feelings, however, feelings directly correlate with health (Hendel, 2018). I treat myself the same way I would treat anybody else. I do not focus on my excess fat; I focus on the importance of diet, and therefore, any excess fat will follow. A person cannot be forced to change (Manson, 2019). I did not lose weight by thinking about losing weight; I lost weight by quantifiable discipline and confronting my downfalls. In Marcus Aurelius's words, "that which is an obstacle on the road helps us on this road" (Aurelius, 2016, p.74). Through this experience, I formed the structure of my app and the different principles it would stand by. Nevertheless, it is essential to remember that weight loss is not the lesson; the lesson is having the ability to change and realising your power to apply that to all aspects of your life.

During my weight-loss journey, I started to investigate the life of David Goggins and his book *Can't Hurt Me*. Goggins is a retired Navy Seal Veteran who lost over 100 lbs in 3 months to enter the US military (Hicks, 2020). His military background inspired me to think of different andragogy models, specifically the origins of instructional design by Robert Gagné, Leslie Briggs, and John Flanagan. These individuals created the instructional material to train several thousand soldiers

during World War II (Reiser, 2001). It has been essential for me to investigate these war models as it is a very male-centred area where, most importantly, males learn to listen to survive. I do not condone any war on this earth, however, it is valuable to recognise that men can follow direct orders when given to them, especially when they are from someone they respect.

Teaching adults, however, is more complex than just respect. Malcolm Shepherd Knowles is an expert in the field. According to Knowles, andragogy is the art and science of adult learning. Thus, andragogy refers to adult learning (Bordeianu and Morosan-Danila, 2014). In 1980, Knowles made four assumptions about adult learners and their development. Firstly, as a person matures, they evolve from being dependent to a self-directed being. Secondly, as people grow, they start gaining a pool of experience and past knowledge to draw from, increasing their learning tools. Thirdly, as a person matures, their experience in different social roles increases their eagerness to learn. Fourthly, as a person develops, their application of knowledge changes from dubious to immediate. Finally, four years after his first four assumptions, he wrote that as a person matures, their motivation to learn becomes internal (Knowles et al., 1984).

I created KIIN on the belief of this last assumption. To truly change, it must come from within, and to change is to learn new things. Knowles had four principles for adult learners: Adults must involve themselves in planning what they learn. Experience is the foundation for everything an adult learns; if they do not try something and fail, they will not have gained anything (Massimine, 2022). What

an adult learns immediately must impact their job or personal life to substantiate its importance (Knowles et al., 1984). Finally, adults respond to a problem-centred rather than a content-oriented approach (Bordeianu and Morosan-Danila, 2014).

Regarding Knowles' principles, KIIN is functional only when users input their data. Secondly, KIIN implores their users to seek out new experiences. Thirdly, however minimal, each aspect of KIIN can make a difference in a person's life. Finally, KIIN provides a holistic, alternative, solution-based approach to tackling a person's individual needs. KIIN only professes to have some of the answers however, it demands the best knowledge in all its fields to ensure the best for its users.

The work of Jordan Peterson echoes Knowles' final assumption in 1984. In his book *12 Rules for Life*, Peterson suggests that advice is not helpful because you assume you can solve a person's problem for them. Peterson states that many people prefer to talk rather than listen (Peterson, 2018, p.223). As a psychologist, Peterson says psychotherapy is not advice but genuine conversation. He highlights the importance of listening, as sometimes the best advice comes from saying nothing and having an individual solve their problem by speaking out loud. All your input into a conversation should adhere to exploration, articulation, and strategising (Peterson, 2018, p.223). Self-help must come from the individual, however, that self-help must result in actions. A person must provide evidence of what they say they will do; an individual must be held accountable to gain results.

As well as overall tone, design and execution, in-depth research covers 12 different studies of self-help, which I have named as tenets within this app. The principles fall into a tetrad that includes physical, mental, social, and spiritual.

The first category is physical. The immediate tenet we can associate with physical is *Sweat*. This tenet represents exercise and raising your heart during physical engagement (Shmerling, 2018). For this tenet, I chose to draw expertise from Ben Patrick, known for his “Knees Over Toes” philosophy. Patrick is a personal trainer who helps ‘hopeless’ athletes with knee injuries get back on form. Patrick has 2494 success testimonials and offers an alternative approach to exercise (Patrick, 2023).

The second category is mental. The immediate tenet we can associate with mental is *Submerge*. This tenet represents cold water therapy and studies mental and physical well-being when exposed to sub-zero temperatures (Hame, 2023). These findings are brought to you by Wim Hof. One of the main benefits of cold-water therapy regarding KIIN is its use to treat depression (Shevchuk, 2008). A 2007 study found evidence that taking regular cold showers can, in some cases, be more effective than prescription drugs, which adheres to KIIN’s holistic approach when combating mental health.

The third category is social. The immediate tenet we can associate with social is *Connect*. The tenet represents the need for healthy relationships and supports individuals in maintaining and forming new relationships with people, supported

by the knowledge of David Richo. David Richo is best known for his book *How to Be an Adult in Relationships*. Richo talks about the importance of affirming yourself in a relationship, which involves stating what you want from a relationship and inciting vulnerability to an individual, which can in turn be threatening. However, the alternative is more challenging to live with; to endure the relationship and fortify it with shallow people-pleasing, amplified by the lack of self-love. Revealing your needs to someone will help you grow in self-confidence and reveal your connection to freedom, which submits to a level of dependency, as a part of your happiness and future happiness, which is now within someone else's hands (Richo, 2021). Affirming your needs is necessary for any intimate relationship to flourish.

The fourth and final category is spiritual. The immediate tenet we can associate with spirituality is *Create*. This tenet is the most important of all. This tenet came from the wisdom and foresight of music producer Rick Rubin. I say that this might be the most crucial tenet because to design an app of this calibre, to take on such a sensitive and prominent subject as male suicide, I needed to recognise the weight of this subject. Rubin argues, "If you have an idea you're excited about and you don't bring it to life, it's not uncommon for the idea to find its voice through another maker" (Rubin, 2023, p.7). This quote invigorated my determination to create KIIN, as this is how the real-world works. If I do not apply for a job, someone less suited to the job might get it simply because they seized the opportunity. Just because a problem has a solution does not mean it is the most suited; there still might be a better alternative. Times change, problems

change, solutions evolve, and they must adapt to new circumstances. Rubin says, "Your desire to create must be greater than your fear of it" (Rubin, 2023, p.79). These words echoed with me because I have been afraid of failure all my life, which has stunted my ability to create. However, since experiencing university and being stripped of any preconception I might have had of my abilities, I have learned to fight and overcome any insecurity that might stunt my growth as a designer, letting my experience morph itself into a comprehensive self-help app for men. The lessons I have learned as a creative have become applicable to everyday life.

CONCLUSION

I am the founder and creator of KIIN, a self-help app for men. I created KIIN on the legacy of the father figure in my life, my late Uncle Bill. We can preserve the very best of those we have lost through how we conduct our day-to-day lives by practising their most valued principles and becoming the very vessel of their legacy. Thus, they will live on in you. Isaac Newton says, "If I have seen further, it is by standing on the shoulders of giants" (Newton, 1676). This quote is a crux of how KIIN came to be. A giant of which KIIN stands is the philosophy of stoicism and the work of Marcus Aurelius. Aurelius acts as my uncle did to me, a guiding light based on ancient knowledge and wisdom.

KIIN houses a holistic instructional design model of 12 tenets; holistic because, through my research and experience, there is not one right way of tackling mental health. Instructional design models can be a place for ideologies to form, ensuring a model is flexible and open to change where necessary. User participation is an absolute within this app as this is critical to achieving a person-centred approach and ensures optimum utilisation of KIIN's support.

I have created this app solely through research and understanding the many contributing factors when tackling mental health. However, too many options can lead to complacency in an individual. The philosophy of stoicism is a constant reminder to users that the most important thing is to face your situation; no matter

your situation, it is in your power to respond to it accordingly for the sake of your own life. In Marcus Aurelius's words, "that which is an obstacle on the road helps us on this road" (Aurelius, 2016, p.74)

KIIN is for users to talk and for users to listen. Listen to their words, listen to their actions, listen to their silence. All aspects must be considered when listening to a person (Peterson, 2018); these aspects are at the heart of KIIN. The aspects include a journal for users to track all their activities and summaries of their progress through after-action reports. A tasks section is a way to help organise a user's schedule and ensure balance. A leader board as competition is paramount in the progress of an individual. It highlights the bottom three users within the check-in feature. A direct chat function with all appropriate contact details is vital if a user's inactivity or progress proves a concern.

KIIN is merely an idea of the things that could be. An idea that could save a life was the catalyst to form the concept and is the catalyst to take it further. KIIN needs collaboration, coding, testing, feedback, investment, and evolution; KIIN needs to be a reality. Nevertheless, it starts with me. If I don't develop this idea, it arguably will result in more lives lost, more men led astray destroying themselves within society and the legacy of my Uncle Bill will be lost forever.

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