

APP: an app to help profile and suggest reasons for symptoms and feelings (profile) and then assist in decisions for resources and such thereafter

POSSIBLE DIRECTIONS

Eating disorder:

Anxiety:

Addiction:

Depression:

Bipolar:

Panic Attack:

ASSETS

Map: Highlighting places in SLO that are close by/can provide mental health services

Achievements:

Profile: At first, introduction to establish a persona (simple questions to determine persona)

Sections: In app and in person help

- Recommending sections based off your profile
- Competitive audit?
 - Sanvello
 - MoodPath
 - StreeScan
 - Daylio Journal
 - Headspace
 - Bloom
 - Sanity&Self

SLO

- Slomie
- SLOHome
- SLOZone
- SloOasis
- SLOASIS
- Central Canyon
- Sail On
- Pacific _____ ?
- SLO Gateway
- Gateway
- SLO Journey
- RidingSLO

- GROWSLO
- GrowSLO***
- SLOgrow
- NanoButSLO

Basic Research

(WHOS + WHATS)

- WHO?
 - who would need this? who would benefit from this product / service?
 - Individuals struggling with anxiety or depression and looking for services that could provide help.
 - People struggling with being overwhelmed by anxiety and depression symptoms
 - Individuals unsure of whether they have anxiety or depression but are seeking help
 - People trying to diagnose a disorder
 - People who lack a strong support system in real life
 - People who feel ashamed to admit they have a problem or need help
- WHO ELSE?
 - who else might need / use this? who else affiliated?
 - Doctors / therapists
 - Family of those struggling
- WHAT NEEDS do they have?
 - Help identifying their symptoms
 - Help managing their symptoms
 - Help locating physical resources in SLO county
 - Help with direction on where to reach out for help
 - Help connecting to local resources with as few barriers as possible
- WHAT CAN HELP meet those NEEDS?
 - Suggestions for lifestyle changes
 - Diet / exercise
 - Referrals to doctors
 - Links to physical locations and local numbers to call
 - Live chat to help talk about emotions/problems
- WHAT to EXPECT?
 - what would users expect while using this product or service?
 - More clarification as to WHY they may be having certain thoughts
 - Knowledge about who to contact
- WHAT could we OFFER?
 - What can we realistically provide?

- Direction to preexisting services
- Help guide user to resources that could be useful
- Reduce barriers to mental health resources
- Provide in app help for anxiety and depression (podcasts, guided meditation, calendar to track moods, reminders to exercise, eat, or reach out to people)
- Prefer not to answer section for survey questions

(Context)

- WHAT is the CONTEXT?
 - the situation or circumstance in which someone would be using this product?
 - When an individual finds themselves in an overwhelming situation or in a negative headspace.
 -
- WHERE?
 - would they find this product or service? where else could they find this? What is the setting?
 - This could be found in the app store, and would also be promoted by SLO mental health services
- WHEN
 - would they find this product or service?
- WHEN
 - is the best time of day? Week? Month? Year?
- PUBLIC or PRIVATE setting?
 - Private setting, with the possibility to meet in person with confidential mental health help
- FOCUSED or DISTRACTED while using this product?
 - Focused on app, with guided help, etc., to distract from what mental health issues the user is struggling with
 - Profile saves automatically, so that if the phone is put down midway through the form the information is saved

(WHYs + HOWs)

- WHY?
 - why would they be interested?:
 - eases individuals into starting a conversation about their personal mental health; private in the way individuals don't feel pressured like when speaking on the phone with a receptionist over personal doctor, or when overcoming the hurdle to tell family or friends
- WHY?
 - would this product or service be useful?:
 - mobile app offers insight to possible signs of mental health conditions, and links to accommodating resources nearby with map to checkout for more help
- HOW

- would this product be used? Would OTHER TOOLS / SERVICES be used along with it?:
 - this product could be used throughout the day, checking in with mood, daily behavioral practices (self-care, eating, etc.) and acts like someone to talk to whenever, wherever; OTHER TOOLS used would be nearby resources for therapy, psychiatry, etc.
- HOW?
 - would OTHER PRODUCTS / SERVICES be used along with this product? Are there alternate ways users could have their needs met?:
 - Doctors
 - Therapists
 - Counseling services
 - Community programs

Questions for Interview

1. How many barriers are there for an individual seeking mental health help?
2. What are the mental health conditions you deal with most in SLO county?
3. What are the mental health conditions that are most difficult to assist/help in SLO county?
4. What are some ways that people can work through their issues without needing medication or professional help?
5. **What demographics do you see seeking help the most? The least?**
6. **What are some of the most common services sought out by the community you've gathered/seen in the SLO community?**
7. What is the best use of language/tone when speaking on mental health and recommending services? In the way to not overload nor pressure the individual with information and such.
8. **From those who come and seek services, what prestanding or prior knowledge/education, generally, do they have on mental health conditions/services?**
9. When educating or directing about services, do you find more visual or oral communication is better from the SLO community? Or both?

User Personas

1. Younger: Alexander Carrn
 - a. Demographics
 - i. 17 years old
 - ii. Currently a senior in high school
 - iii. Isn't planning on going to college

- iv. Dark oily hair, blue eyes, acne, lanky, has a small tattoo of a rose on his left wrist
- b. Living Situation
 - i. Lives with parents
 - ii. Often stays with his older brother Sam, in the city, on the weekends
- c. Current Occupation
 - i. Student
 - ii. Works at a local popular deli spot during the week but doesn't always go to all of his shifts
- d. Concerns
 - i. Doesn't get along well with his family
 - ii. Doesn't know what to do after high school
 - iii. Isn't convinced that anyone will want to date him because he still hasn't had a first kiss
 - iv. Doesn't really like his friend group but is too shy to make new friends
 - v. Is afraid the school administration will tell his family he was caught playing hooky last week
- e. Interests, Hobbies, Mannerisms
 - i. Doesn't like going to school at all much
 - ii. Enjoys his English class when he goes
 - iii. Sometimes his right eye twitches when he gets nervous
 - iv. Rides his skateboard pretty much everywhere
 - v. Smokes quite often with his brother on the weekends
- f. Doesn't get along well with his family
- g. Has friends but they, along with him, are involved in drugs
- h. Avoids homework at all costs
- i. Was contacted by a school counselor after he was caught playing hooky
- j. Alexander Carrn

User Journey

Alexander has found himself in a sort of pickle, you might say. He doesn't know where he's going in life and he doesn't really care, but he feels like he wants to try to find out before he gets older. Some aspects of his brother's life scares him because his brother doesn't seem to care about much, so Alexander is worried he's going to feel that way after high school too even though he doesn't necessarily want to feel that.

2. Middle-Aged (KK)

a. Demographics

- i. 30's (32) in age
- ii. Divorced wife at 30 (married at 25)
- iii. LeAnn Hampton
 - 1. Shoulder-length brown hair, tortoise shell reading glasses, preppy style
 - 2. Drives a Honda CRV, 2016

- b. Living Situation
 - i. One daughter Daisy (5 years old) with dual-custody between Father
 - ii. Lives in a small home by herself, with spare bedroom for Daisy, and with two cats (whom keep her company on days without Daisy)
- c. Private banker, promoted from teller
 - i. Workaholic in maintaining promotion and new responsibilities
 - ii. Income level: \$135,000/year
- d. Concerns
 - i. Stress with ensuring daughter gets taken to/from school, to/from activities (dance practice)
 - ii. Detail-oriented, and organized, to the point she obsesses over it (causes anxiety when things are not detailed or disorganized)
 - iii. Anxious when things are thrown her way and she has to balance all her responsibilities (daughter, work, paying bills) and self care goes out the window
 - iv. Lonely when daughter or someone is not around (other family members live far away), depressed
 - v. Reminisces on old, happier times, hard to let go of the past, leads to depression
- e. Interests, Hobbies, Mannerisms
 - i. Working
 - ii. Trying new restaurants and foods, though has no one to go with, so she orders in a lot from her home
 - iii. Takes weekly classes at gym for spinning and yoga
 - iv. Always available via email, digitally (keeping up with work, and fills up spare time)
 - v. Avid Candy Crush user

User Statement: As a single mom stressing over all my responsibilities outside myself, I need support to not get stuck in depressing thoughts and find ways to enjoy life again.

User Persona:

- LeAnn Hampton is a single mom, age 32, to 5 year old daughter Daisy, whom she shares custody with her divorced husband.
- She's a regular user
- Shoulder-length brown hair, tortoise shell reading glasses, preppy style
- Private Banker, \$135,000/year, promoted from teller
- Lives in a small home by herself, with spare bedroom for Daisy, and with two cats (Nahla and Shiloh)
- Takes weekly classes at gym for spinning and yoga
- Detail-oriented, and organized, to the point she obsesses over it (causes anxiety when things are not detailed or disorganized)

- Other family members live far away, detached from personal life and close relationships as work takes bulk of time

User Journey: Before finding this product, Leann found herself overly stressed and anxious with organizing her life, between caring for her daughter Daisy, work, and finding no time for herself. Though she loves to venture out eating new food and doing activities, she is weighed down with responsibilities. In her spare time, what she can find, she finds herself at home, with her two cats Nahla and Shiloh, mindlessly flipping through channels or advancing another Candy Crush level, with thoughts of old, happier times in the back of her mind. She is seeking a way to cope with her stress and depressing thoughts, without taking too much of her already busy schedule. She seeks fulfillment in her life again, to reestablish and rebalance, and move on in a more positive light.

User Values: This type of user values a schedule and reminders to keep on track. This demographic age group work hard to make a living, still young in their careers, and value an escape from that lifestyle.

User Goals:

- Trying to achieve better self-care, for herself, which in part affects others around her like her daughter
- Goal to delve away from past thoughts and memories that cause depression, focus on moving forward and the positive
- Goal to keep track of self-care habits
- Goal to find herself doing more activities and creating new relationships
-

Older

- f. 66 years old
- Statement
 - As an elderly person living alone with little knowledge of how technology works, I need an easy to use app that will allow me to understand my mental health needs and what specific resources that are near me that can help me.
- Persona
 - Tony, Male, Sporadic User
 - Aged 66
 - Baby Boomer Generation
 - Lower Middle class, newly retired, living of retirement savings and pension
 - Living alone in the house he has owned for many years, family does not live close, few friends
 - Loves board games, watching sports at sports bars
 - Very limited social life, is a local at several bars in town and is known by other locals. Attends a weekly board game club meeting.
 - Had a wife but divorced 20+ years ago. Has 2 adult children who have moved away

- Is used to living alone, has trouble with small talk because he is out of practice
- Is not good with technology, only recently was persuaded to buy an ipad by his children. Unsure of how app will help him
- Very stubborn, does not believe he needs help, is skeptical of app
- Journey
 - Tony is seeking connection with people. He lives alone, his children live in another town, and he has few friends. He does not get out of the house much and feels confined and stuck in his ways. He is seeking a way to reach out to counseling services, as well as elder services. Tony is not very technologically competent, and is skeptical that an app might be able to help him. His children downloaded the app for him when visiting. He does not know how to navigate the SLO county health services website, and instead uses the app to locate resources for himself using the map aspect of it, as well as the guided help to services that may benefit his situation.
- Values
 - Tony is using the app to find help to alleviate his loneliness.
 - Tony values the map aspect of the product, as well as the helper buddy that walks him through how to use the app.
 - Tony expects help to guide him through the resources that are available in SLO county. He also needs for scheduling appointments and seeking guidance to be as simple as possible, with as few steps as possible.
 - Tony values an easy to use interface and quick access to SLO county mental health help
 - Needs
 - Quick access to mental health service appointments
 - Understanding of what services are available to him
 - Knowledge of distance to health services
- Goals
 - Better connect with people to alleviate loneliness
 - Understand what mental health resources are available and take advantage of them to help deal with mental health issues
 -

Visual Identity

1. Color Scheme
 - a. Blues, greens, purples
 - b. Gradients
2. Little Buddy (TBD name)

BEFORE NEXT CLASS:

1. Whip up personas
 - a. All aspects (check out presentation for more details)
2. Place persona in Google Slides

3. Sketch ideas for screens
 - a. Map
 - b. Profile
 - c. Intro/On-boarding+
 - d. Menu/Navigation
4. Have competitor apps in mind for competitive audit in class (5 apps min)

Competitor Apps

- Headspace
 - Headspace provides guided meditation resources online. Content in version 2 of the app focuses on four areas once users have completed the Foundation stage: health, performance, relationships and Headspace Pro. The app uses gamification to encourage users to complete and master a level of meditation before moving on to a more advanced section.
- Code blue
 - Code Blue is designed to provide teenagers struggling from depression or bullying with support when they need it.
- NotOkay
 - notOK is a free app developed by a struggling teenager (and her teen brother) for teenagers. The app features a large, red button that can be activated to let close friends, family and their support network know help is needed. Users can add up to five trusted contacts as part of their support group so when they hit the digital panic button, a message along with their current GPS location is sent to their contacts. The message reads: "Hey, I'm not OK! Please call, text, or come find me."
- What's Up
 - What's up is an amazing free app that uses Cognitive Behavioral Therapy (CBT) and Acceptance Commitment Therapy (ACT) methods to help you cope with Depression, Anxiety, Stress, and more. Use the positive and negative habit tracker to maintain your good habits, and break those that are counterproductive.
- Mind Shift
 - Mind Shift is one of the best mental health apps designed specifically for teens and young adults with anxiety. Rather than trying to avoid anxious feelings, Mind Shift stresses the importance of changing how you think about anxiety.
- eMoods
 - eMoods is a mood tracking app designed specifically for people with bipolar disorder. Throughout the day, users can track depressive and psychotic symptoms, elevated mood, and irritability and give an indication of the severity of their symptoms. Users can then see their mood changes on a color-coded monthly calendar
- Sanity and Self

Presentation: approx. 20 minutes

- Basic Research / Competitive Audit (Mia)
- User Values/Goals / User Stories/Personas (Mariana, Lucy, Kelly)
- Value Statement + Project Requirements (ALL ABOARD)
- Visual Message + Design Standards (Everyone)
- 3-5 High fidelity screens - more info on designer goals pdf on canvas
 - Map (Lucy)
 - User Profile (Mia)
 - Intro/On-boarding+ (Kelly with Little Buddy)
 - Home navigation page (Mariana)
- Powerpoint design (Mariana)

Project Requirements

Brief description of product and why it's being developed.

- This is an app that helps residents of SLO county connect to mental health resources, as well as reinforcing positive mental well-being activities. The current resources are very valuable but are hard to find, and their online presence is difficult to navigate.

The purpose of the product based on each User story.

- For younger users, this app will allow for them to utilize a resource confidentially, especially if they have a troubled relationship with their parent or guardian. It will reinforce healthy lifestyle habits which can be built upon for life.
- For the busy user, especially one with children, the app will allow them to cope with stress quickly and easily, through in-app activities. It will also allow users to make appointments with mental health resources quickly and easily, without having to make a phone call
- For the elderly user, the easy to use UI will provide an accessible resource that they can use, especially if they have mobility issues. It will provide confidentiality to combat any stigma they may be worried about.

Project Scope: what will this product be designed for? (Mobile App?, Tablet App? Desktop?)

Specific features it must have & why? NOT part of Scope?

- This will first be released as a mobile app, as it is meant to be easy to use for all ages, as well as be an everyday companion with reminders for a mentally healthy lifestyle easily accessible from your pocket.

Software & Tools utilized for creating & delivering the product.

- Adobe XD, Adobe Illustrator, Procreate

Process: outline each phase and landmarks (deadlines for each).

- Refining visuals for further high fidelity wireframes
- Decide on what other screens to create for high fidelity wireframes
- Create wireframes
- Work on prototyping

Final Deliverables: what will you give to the potential client / project manager?

- A prototype of the app with clearly defined visuals and purpose

Design Standards

Potential Fonts (Headers, Sub-Head, Body, Captions)

Potential Colors + Schemes **Blues, Greens, Purples, Pinks -- gradient format**

Potential Platforms (OSX, Android, Windows) **Designed for OSX**

Potential Wireframe Kits **Adobe XD Wireframe Kit**



10:39



Question 3 out of 40

Is your period ever more than 7 days late?



Next question

10:00 ↖



Done



Celebrating and supporting
your achievements
and progress.

