

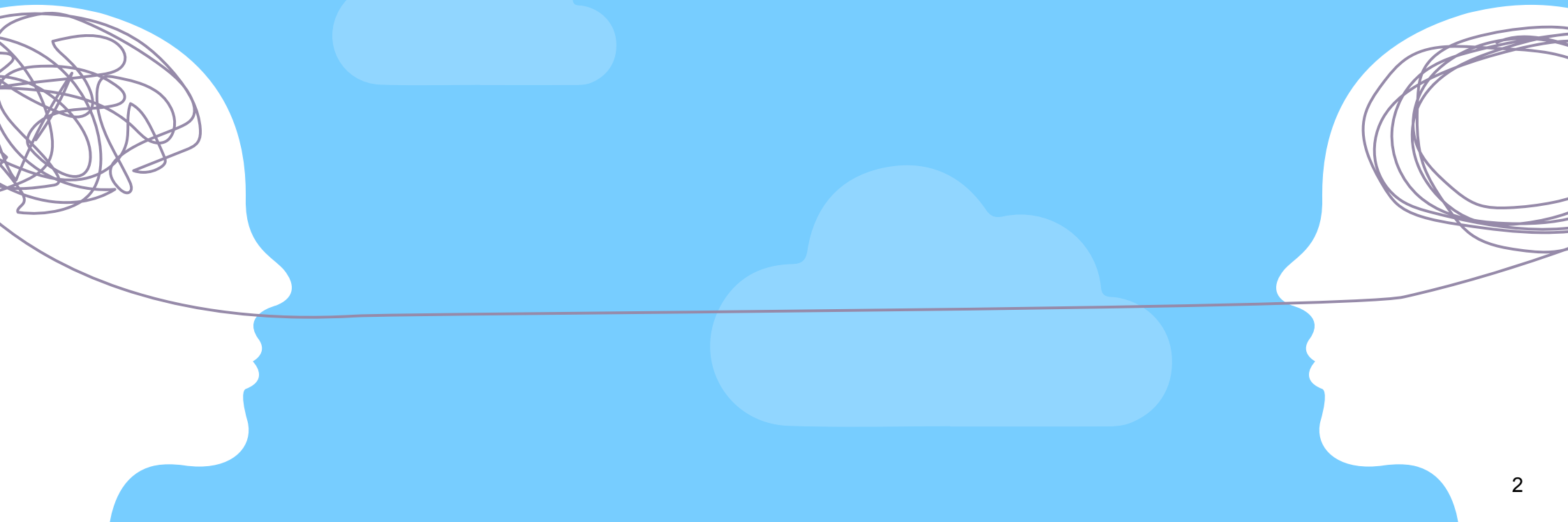
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DID603A Multi-Platform Experience Design

Assesment 2

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SUMMARY OF SURVEY & RESEARCH



SUMMARY OF SURVEY AND RESEARCH

Younger people need more mental health support and this need to be accessible financially. The support should be a mix of information, some interactive activities and human interaction with a specialist that can guide them in their journey. This will help them be more consistent using the app. Users should be informed about why is important to talk about mental help, how professionals work and how therapy is confidential. Younger people need to know what is mental health and how to keep it healthy. Then they can feel more confident and open to talk about their problems without judgment and look after themselves.



PERSONAS



ANNE

Anne lives with her parents and started uni recently. She is quiet, shy and introverted; however, she is very insightful and introspective. She is anxious at uni because she doesn't want to repeat the same pattern when she was in high school where she didn't have many friends and tended to be depressed.

When she was a teenager she had a few sessions with a psychologist but she feels it wasn't enough to build up her social skills and boost her self-esteem. She was referred by the GP to therapy and had only 10 sessions. Her parents felt that was enough.

To cope with her loneliness and sadness she likes drawing and writing in her diary, a tool she got from her previous therapy sessions.

Attitudes toward mental health

She welcomes professional help even though she hasn't had much before. She is interested in the topic but hasn't done much research.

"I would like to have friends to hang out but I'm not confident talking to new people, I'm afraid of being ignored."

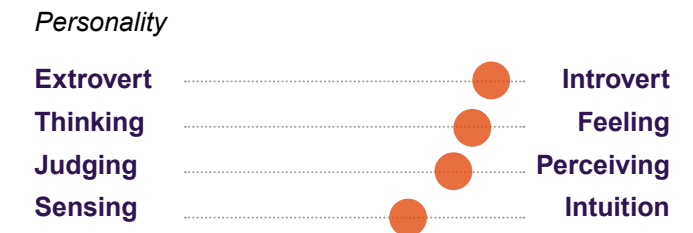
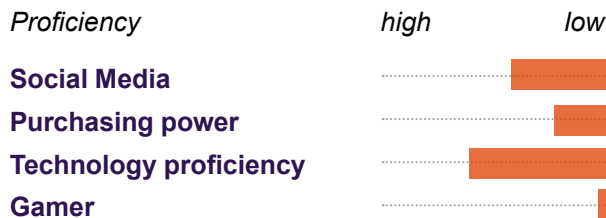
Age **19**
Location **Sydney Eastern suburbs**
Occupation **Student in 1st semester of Arts**
Relationship **Single, never had a boyfriend**

Goals

- Becoming more confident
- Boosting self-esteem
- Make new friends and be sociable
- Social recognition for who she is

Needs

- Building a stronger self-image where she is able to socialise with people
- Set goals and steps to improve her social skills
- Guidance in her process to understand her behaviour patterns and build new ones
- Mitigate anxiety with exercise and therapy





CUSTOMER JOURNEY

Persona: Anne		Scenario: Anne is starting uni and she struggles socialising								Customer Type: The Looker	
	Customer Journey	AWARENESS	CONSIDER	EVALUATE	COMMIT	BEGIN	DEEPEN	BROADEN	ADVOCACY	EXIT	
Customer	Thinking (Intent)	Wanting to be more social	Talking to someone might help her	Considers other alternatives but with the app she won't need to disclose what she's doing to her parents The Online therapy is cheaper than in person	Talking or chatting with someone Online is safe and private and might help her	She has her session and gets a bit more insightful about herself	She would like to know more	Practice what she has learn so far	Want's to share her experience with others anonymously	Talking more to people	
	Feeling (Emotion)	Lonely and sad	Intrigued	Doubtful	Curious	Less social anxious	Opened and interested	Determined	Happy	Satisfied	
	Doing (Task/Activity)	Starts looking Online for ways to improve her confidence	Reads about the app and the reviews	Compares other apps	She books an Online chat session	Chats with a therapists about her social issues	She listens to podcasts	Anne starts practising new social skills with her classmates	She left a review to her therapist	She starts socialising more	
Digital	App			Downloads the app	Schedule a session	Therapist chats with her and suggest a plan to improve Anne's social fear	Filters content about boosting self-esteem and confidence	The app displays content that might interest her	Ask to leave a review		
	Website										
	App Store	Finds the mental health app in the APP store	Compares the apps								
Contact	Phone										
	Webchat					Guides her how to use the chat forum					
	Email										
Outbound Contact	Push Notification				The app reminds her the next session.			The app reminds her the next session.		Asks how she is going	
	SMS										
	Email			Sends email welcome email	Sends invoice and details of her session		Suggests content based on her search				



GARY

Gary lives in a small townhouse alone. His sons stay with him over the weekends most of the time. His work is very dynamic and busy, he is always meeting clients and suppliers and sometimes he has to travel interstate. He doesn't have much time to socialise so he has few friends and spends time with them for drinks or watching sports. The conversations aren't deep and are mostly about work and sports. He is not very communicative and keeps his thoughts and feelings to himself. When his relationship ended he never showed emotions and started getting busier with work. He thinks he needs to show a strong image to his sons and showing sadness is a sign of weakness. His health has deteriorated recently, he has sleeping problems, he is overweight and feels stressed.

Attitudes toward mental health

He is afraid of opening up to a professional therapist, it would be opening the 'pandora box' where all his fears and demons live. He avoids dealing with his thoughts and prefers masking these by going to the pub or watching sports on tv.

"Normally I solve things myself"

Goals

- Processed his divorce and mourn the relationship
- Improve his health
- Improve his sleep
- Get time for himself

Needs

- Express his emotions constructively in a safe space
- Understand and teach his sons that being emotionally is not a sign of weakness
- Build more meaningful connections with his friends and family
- Mitigate his stress to improve his health with exercises and a plan

Age **44**
 Location **Newcastle, NSW**
 Occupation **Sales Manager**
 Relationship **Divorced 1 year ago**
 Family **2 sons, 11 and 9 years old**

Proficiency

high

low

Social Media



Purchasing power



Technology proficiency



Gamer



Personality

Extrovert



Introvert

Thinking



Feeling

Judging



Perceiving

Sensing



Intuition





CUSTOMER JOURNEY

Persona: Gary		Scenario: Gary is feeling unhealthy and can't sleep well							Customer Type: Unsure	
	Customer Journey	AWARENESS	CONSIDER	EVALUATE	COMMIT	BEGIN	DEEPEN	BROADEN	ADVOCACY	EXIT
Customer	Thinking (Intent)	He is having trouble sleeping and avoids introspecting into his life	Exploring the mental health topic in his privacy	He reads the information and realises the platform can help him with his discomfort	He wants to relax	Thinks by doing some exercises he can sleep better	He feels a bit better and interested in learning more	He feels with less resistance to learn more about mental health	He feels his friends can benefit from this platform	He considers having an Online therapy session
	Feeling (Emotion)	Tired and anxious	Embarrassed	Interested	Encouraged	Relaxed	Curious	Optimistic	Satisfied	Secure
	Doing (Task/Activity)	Watching an ad banner in a sports website	Reads about the platform	Sign-up	Downloads the app	Do some meditation and breathing exercises	He reads articles in the website	He starts being more aware of how to relax	He shares his experience with his friends	He sleeps better and feel more confident talking about his problems He books a therapy video session to try
Digital	App				Asks some questions to suggest content	Guides him and suggest meditations		Ask how is he feeling		
	Website	Explains how people can benefit joining the platform	A chatbot pops and ask how he is feeling				The platform reminds and explain users reading certain articles about the benefits of therapy	Ask how is he feeling	Promotes the benefits of therapy	
	App Store									
Contact	Phone									
	Webchat									
	Email									
Outbound Contact	Push Notification							The app reminds him of doing his next mediation	Asks how he is going	Reminder of his next session
	SMS									
	Email			Sends email welcome email			Sends email promoting therapy and explaining the benefits		Sends email with therapy package deals	Sends invoice and details of his session



VERONICA

Veronica has a busy lifestyle, she has to split her time between work, her children, her husband and her mother whose health is not well. She is ok with her marriage despite the ups and downs. She had to slow down her career to accommodate time for her children which make her unsatisfied but she never mentions it and keep it to herself. Both kids are very hyperactive and they demand most of her attention when she is at home. She feels she never has time for herself and misses the days when she socialised, had time to do nothing, and travelled. Sometimes she manages to escape to her yoga class but is not as often as she would like. The COVID pandemic drained her emotionally and feels her husband didn't support her enough, she has now a resentment feeling toward him.

Attitudes toward mental health

He is afraid of opening up to a professional therapist, it would be opening the 'pandora box' where all his fears and demons live. He avoids dealing with his thoughts and prefers masking these by going to the pub or watching sports on tv.

"I don't have time for myself and sometimes I would like to disappear"

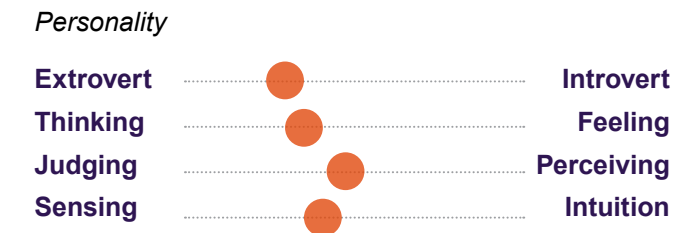
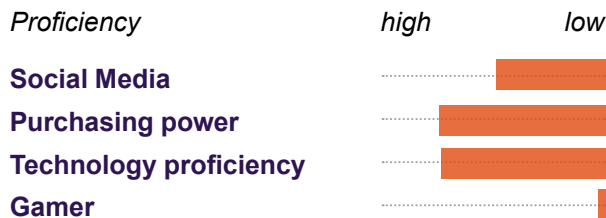
Age **44**
 Location **Auckland NZ**
 Occupation **Part-time employed: accounting**
 Relationship **Married**
 Family **1 daughter 4 y/o & 1 son 5 y/o.**

Goals

- Relax and mitigate the stress
- Re-encounter and get time for herself
- Re-organise her feelings and thoughts towards a more positive outlook

Needs

- Time to relax out of home
- Someone to vent her feelings and thoughts
- Set boundaries so she doesn't burnout again
- Set a career plan





CUSTOMER JOURNEY

Persona: Veronica		Scenario: Veronica is very stressed and she is getting lost in her life							Customer Type: Need based	
	Customer Journey	AWARENESS	CONSIDER	EVALUATE	COMMIT	BEGIN	DEEPEN	BROADEN	ADVOCACY	EXIT
Customer	Thinking (Intent)	She would like to have more time for herself and be relaxed	She wants someone to help keep her life under control	Some of the therapy options in the app can suit her lifestyle	She wants to talk to someone but often she doesn't have privacy	She expects someone to understand her	She has several things she need to work out in her life	She needs to compliment her sessions with other activities	She wants to share she is feeling better	She integrates her new learnings into her everyday life
	Feeling (Emotion)	Burnout	Hopeful	Interested	Worried	Desperate	Pleased	Secure	Satisfied	Content
	Doing (Task/Activity)	Watching a post on Instagram	Learns all what the app has to offer	Downloads the app and register	Books a call therapy session	She has her therapy session	She continuous with therapy mixing chat and call sessions	She tries some meditation session when she has time	She recommends the app to her sister. She refers the platform to her sister so she can get the discounts	She manages better her life and feelings
Digital	App				Asks what she is looking to achieve and suggest a therapist	Therapist talk with her and let her vent	The app ask her to rate or review her sessions			
	Website									
	App Store		Shows descriptions, reviews and how easy and useful is the app							
Contact	Phone									
	Webchat					Guides her how to start the session	Guides her how to start the session			
	Email									
Outbound Contact	Push Notification				Reminder of her next session	Ask how was the quality of the call	The app ask her to rate the call quality Reminder of her next sessions	App reminds her to do meditations		Asks how she is going
	SMS									
	Email			Sends email welcome email	Sends invoice and details of her session	Sends email with package deals			Sends email offering discounts to any people he refers to the platform	



TOM

Tom works as an assistant nurse in a medical centre. His family lives in Indonesia except for his aunt who lives in Melbourne as well. He has always been very self-conscious since his sexuality is not well seen in his country of origin, specially his family that are very religious. He is partially out as a gay man and that has been a difficult process for him. He is interested in meditation although he hasn't done much. He is a vegetarian and wants to have a healthy lifestyle conflicting with some of his friends and acquaintances of his age who like going out clubbing and getting drunk. He had some counselling sessions at uni that helped him accept his sexuality. He is a very empathetic person and that has helped him in his work, however, he absorbs people's emotions and problems and feels responsible for helping them making him anxious.

Attitudes toward mental health

He believes in therapy and would like to access more tools to improve his mental health.

"I feel out of place sometimes
and I am afraid of being
myself with other people"

Age **25**
Location **Melbourne**
Occupation **Nurse**
Relationship **Single**

Goals

- Improve confidence and self-esteem
- Feeling comfortable in his own skin, accepting who he is
- Feeling more relaxed and less overwhelmed

Needs

- Someone to talk about his feeling and process to get a different perspective
- Putting boundaries when listening to people's problems and feeling

Proficiency

high

low

Social Media



Purchasing power



Technology proficiency



Gamer



Personality

Extrovert



Introvert

Thinking



Feeling

Judging



Perceiving

Sensing



Intuition

極度乾燥(しなさい)
Superdry.

Disney+

T2




CUSTOMER JOURNEY

Persona: Tom		Scenario: Tom is an immigrant from a conservative country and family and struggles accepting his sexuality							Customer Type: Loyal	
	Customer Journey	AWARENESS	CONSIDER	EVALUATE	COMMIT	BEGIN	DEEPEN	BROADEN	ADVOCACY	EXIT
Customer	Thinking (Intent)	He would like to feel more comfortable with his sexuality	Tom checks the app in the App store	He thinks talking to a specialist from the convenience of the phone or computer can work for him. The prices are affordable for him.	He wants to have Online therapy. He thinks is easy and can do it from anywhere without commuting	He feels relaxed talking to someone that understands his situation	He enjoys talking to someone about topics are hard for him to express even to his friends	He thinks therapy is working for him	He feels some other people can benefit of this platform	He feels more comfortable with himself and with skills to protect him from absorb other's people problems
	Feeling (Emotion)	Insecure	Curious	Interested	Satisfied	Relaxed	Determined	Happy	Empathetic	Authentic
	Doing (Task/Activity)	Talks to a friend and colleague and she suggest the app	He reads the description and the reviews	Downloads the app and register	Books a video therapy session	He has a video therapy session	He books a few sessions at different times and days	He explores the content related to his issues	He recommends the app to colleagues and clients that are facing challenging times	He enjoys more his life
Digital	App				Asks questions to determine what therapist is more convenient for him	Therapists creates a safe space for Tom to express himself		The app ask him to rate or review his sessions		
	Website									
	App store		Shows descriptions, reviews and how easy and useful is the app							
Contact	Phone									
	Webchat					Guides him how to start his session	Guides him how to start his session			
	Email									
Outbound Contact	Push Notification				Reminder of her next session	App asks how was the video call	The app reminds him of his next sessions	Asks how he is going		Asks how he is going
	SMS									
	Email			Sends email welcome email	Sends invoice and details of his session	Sends email with package deals	Sends email of content he may be interested reading and listening		Sends email offering discounts to any people he refers to the platform	




HYPOTHESES


HYPOTHESIS

Design Plan		
Persona	Problem Space	Suggestions
 <p>GARY 44 yrs old</p>	Understanding and benefits of the platform	<ul style="list-style-type: none"> Platform displaying all the content available Descriptions for the main sections Encourage and simplicity to download the app
Task 1: Onboarding flow		
Screen	Hypothesis	Pass
Home page	I believe this section will help users understand how the platform works and answer any faq	Comprehension Participants understand how the platform works and they get answers to FAQ
		Wayfinding Participants easily can access this section
Get the app	I believe that having promoting the app in a prominent section of the page, and displaying QR code, it will encourage people to download this	Recognition Participants understand that by clicking or scanning the QR code they can download the app
		Wayfinding Participants can see that the platform is available through an app


HYPOTHESIS

Design Plan		
Persona	Problem Space	Suggestions
 <p>ANNE 19 yrs old</p>	Not knowing where and how to start the therapy session	<ul style="list-style-type: none"> • This feature is the most important of the app so it needs to be prominent • Guide users through the whole process of booking a therapist • Help users match with a therapist according to their needs
Task 2: Booking a therapist		
Screen	Hypothesis	Pass
Dashboard	I believe that participants how the dashboard displays the different sections	Comprehension Participants understand each section of the app and the hierarchy "
Book a therapist	I believe that the therapy section communicates to users what options they have for booking an online sessions	Comprehension Participants understand the difference between each online option
		Comprehension Participants understand that they need to choose a therapist according to their needs
	I believe that having a button in a prominent top section of the screen to help users match with a therapist will simplify the process and help people deciding what therapist is best for them.	Sentiment Participants feel relief deciding what therapist is best for them making the process easier.
		Comprehension Participants understand that by answer some questions they get therapist that can help them
		Wayfinding Participants find this as first option instead of doing a manual research.
	I believe participants can navigate to book an online therapy session	Wayfinding Participants click therapy and navigate until they book their desired session
Comprehension Participants understand why they need to choose a therapist and session time for their booking.		


HYPOTHESIS

Design Plan		
Persona	Problem Space	Suggestions
 <p>VERONICA 44 yrs old</p>	<p>With a busy lifestyle, it is hard to keep track of appointments and figure out how to use the platform</p>	<ul style="list-style-type: none"> • Set reminder of the next therapy session in a prominent position • Easy management of appointments • Easy and prominent access to start the session • Onboarding for the session
Task 3: Start the therapy session		
Screen	Hypothesis	Pass
Upcoming therapy	I believe users can access their upcoming therapy session through the start session button	<p>Discoverability Participants discover the upcoming session appears in the main dashboard as a reminder and easy access, to edit start or cancel the session</p>
		<p>Usability Participants understand that when the session is ready they can click this button to start the session</p>
Having the online session	I believe users can access their session when this one is ready	<p>Comprehension Participants realise their session is about to start and the can start this from the dashboard</p>
		<p>Findability Participants find where to click to start their session</p>
	I believe the users' experience of the therapy session is positive	<p>Recognition Participants understand how the video call interface work</p>

HYPOTHESIS

Design Plan		
Persona	Problem Space	Suggestions
 <p>TOM 25 yrs old</p>	Offer extra engaging tools and resources besides therapy	<ul style="list-style-type: none"> • Set reminder of the next therapy session in a prominent position • Easy management of appointments • Easy and prominent access to start the session • Onboarding for the session
Task 4: Using the app features		
Screen	Hypothesis	Pass
Relaxing exercise	I believe that participants can use the breathing exercise section to relax	Recognition Participants understand how the exercise works intuitively and by reading some hints
		Sentiment Participants feel confident about trying the exercise
		Usability Participants can use and access this feature easily
Listen to podcast	I believe users can access podcast content from the dashboard	Wayfinding Participants can find podcast content within the resources section
		Usability Participants can play the podcast
	I believe that users can like the podcast for future reference	Recognition Participants understand how the like button work
		Wayfinding Participants can access the button easily

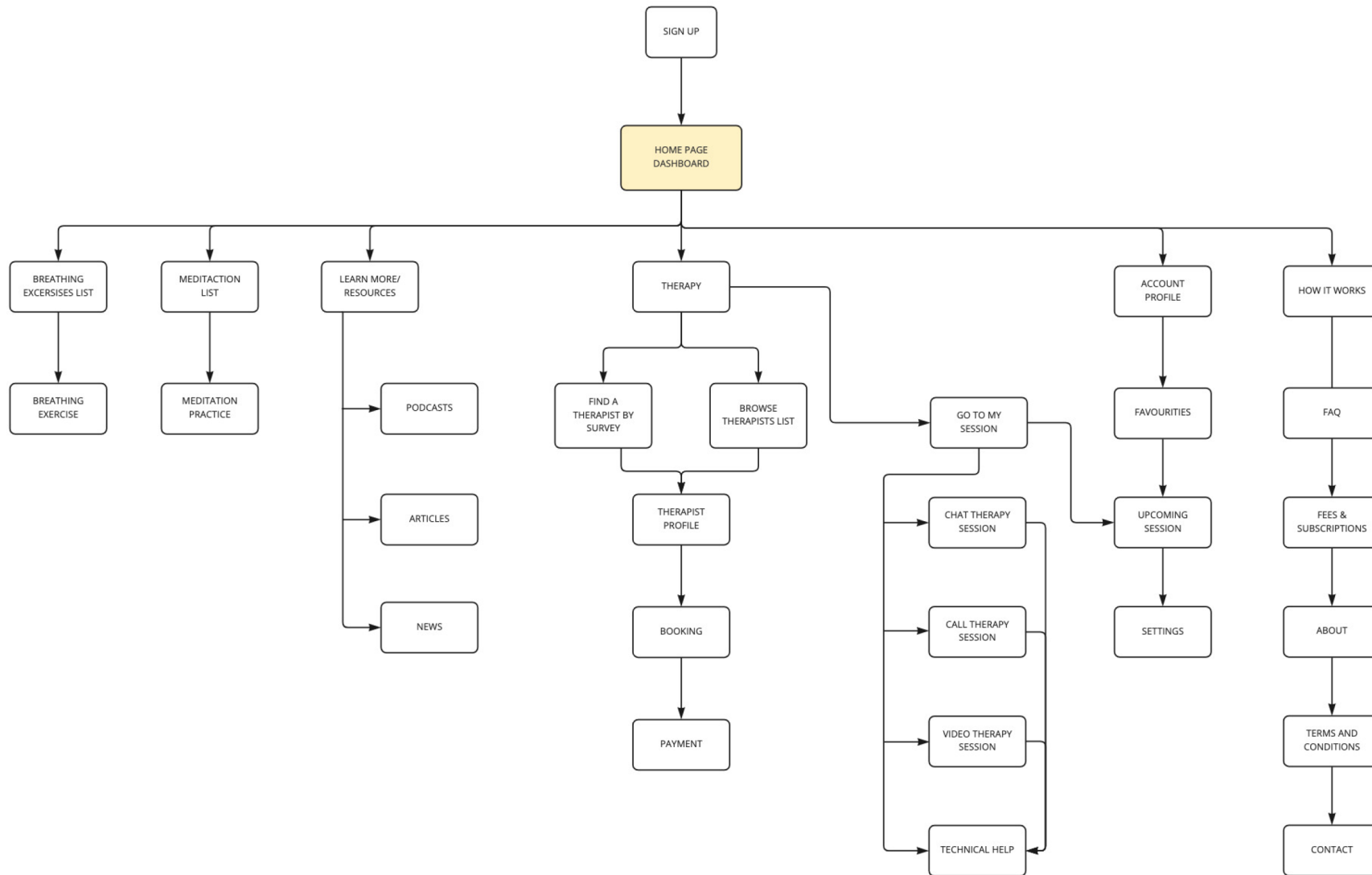
HYPOTHESIS

Design Plan		
Persona	Problem Space	Suggestions
 <p>TOM 25 yrs old</p>	<p>Access and manage the personal information and content</p>	<ul style="list-style-type: none"> Centralise the user information, preferences and appointments in one place Provide suggestions based on their use to keep them engage in the platform
Task 5: Looking for favourite items		
Screen	Hypothesis	Pass
Profile	I believe that by having the profile available from all screens will give users access to view, edit their information at any time	<p>Wayfinding Participants can access their information easily any time</p> <p>Recognition Participants have all their information related to their account in this section</p>
	I believe users can see all their favourite items from the profile section	<p>Wayfinding Participants can access their bookmarked/favourite items within the profile section</p> <p>Findable Participants can identify where their favourite selections are located</p>
Suggestions	I believe that suggesting material based on their favourite selection or browsing can encourage users to consume more content	<p>Discoverability Participants discover the suggestions below their favourite items</p>
		<p>Sentiment Participants feel the platform understands them and offers content relevant to them</p>

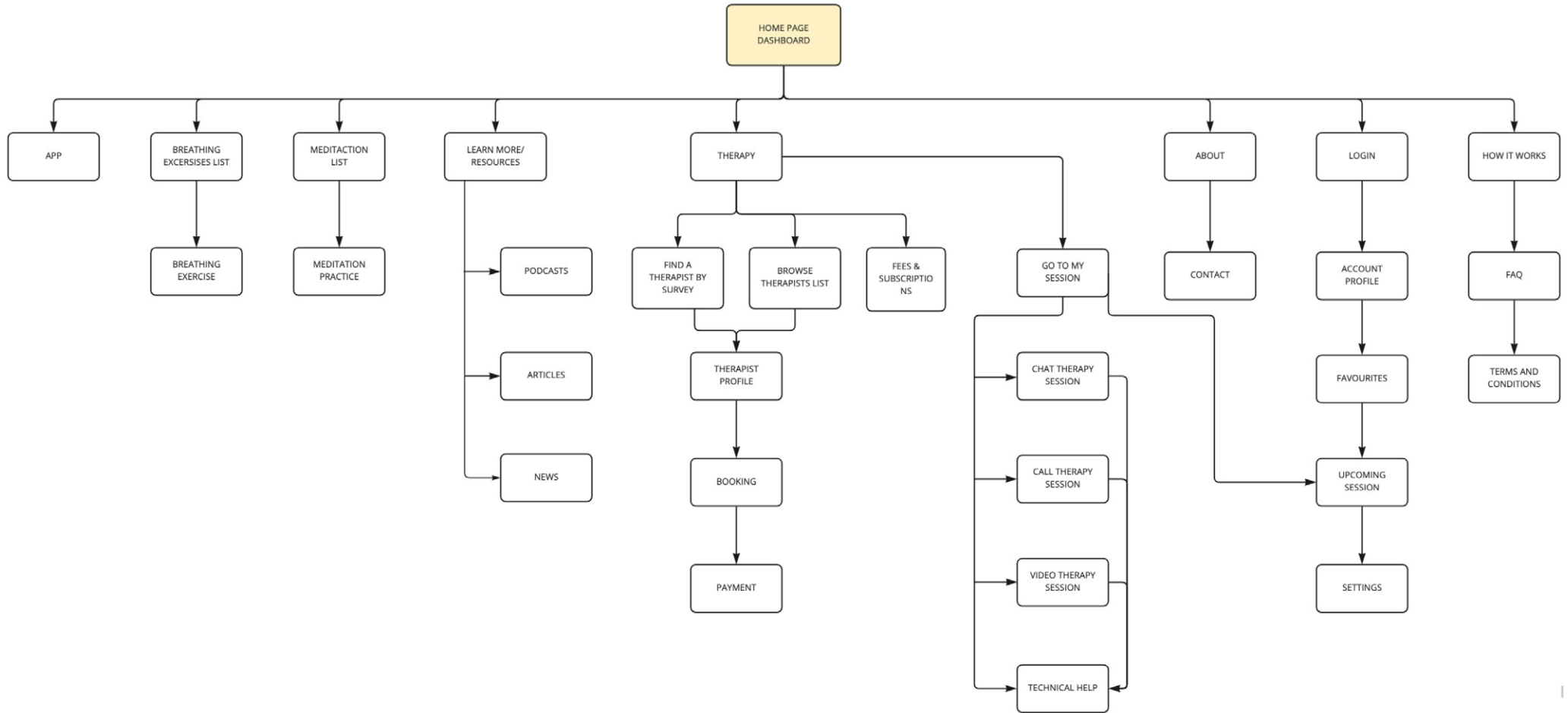
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INFORMATION ARCHITECTURE

INFORMATION ARCHITECTURE APP




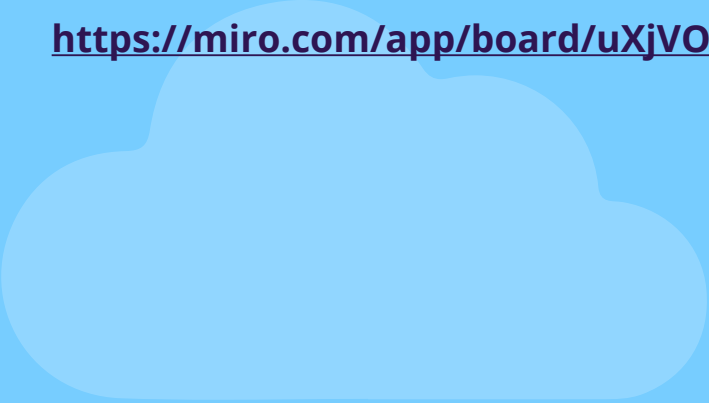
INFORMATION ARCHITECTURE DESKTOP UPDATE



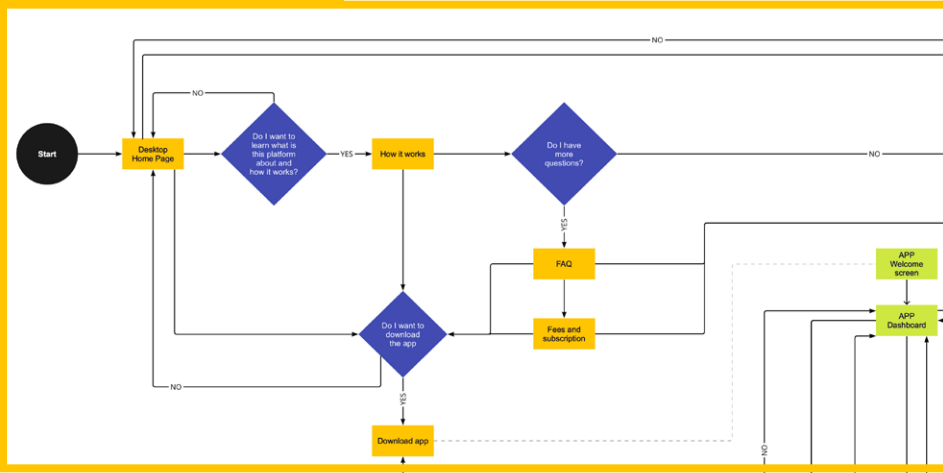


USER FLOWS

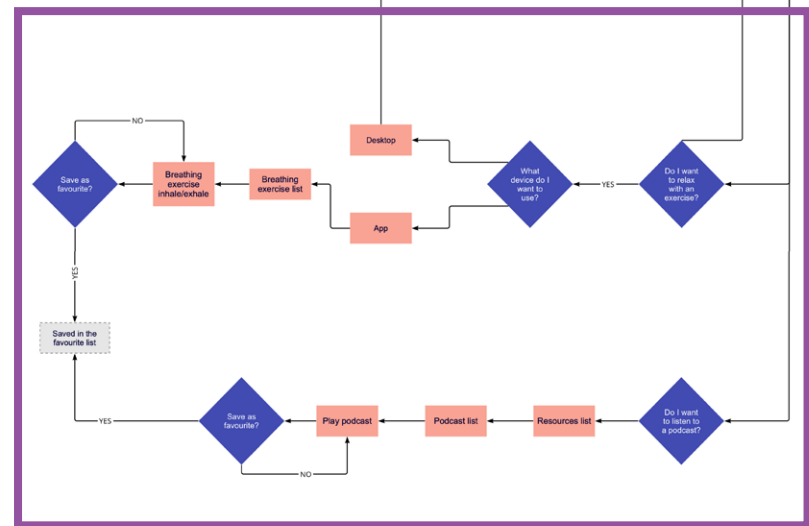
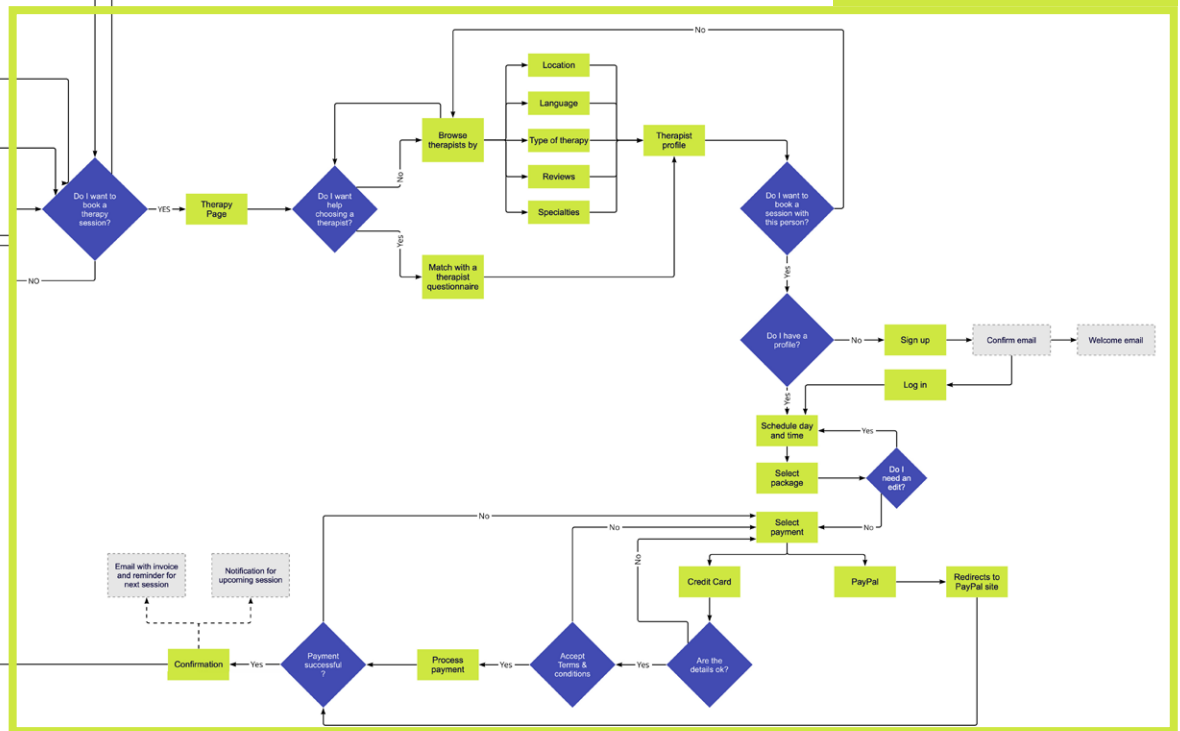
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Task 1: Onboarding flow



Task 2: Booking a therapist



Task 4: Using the app features

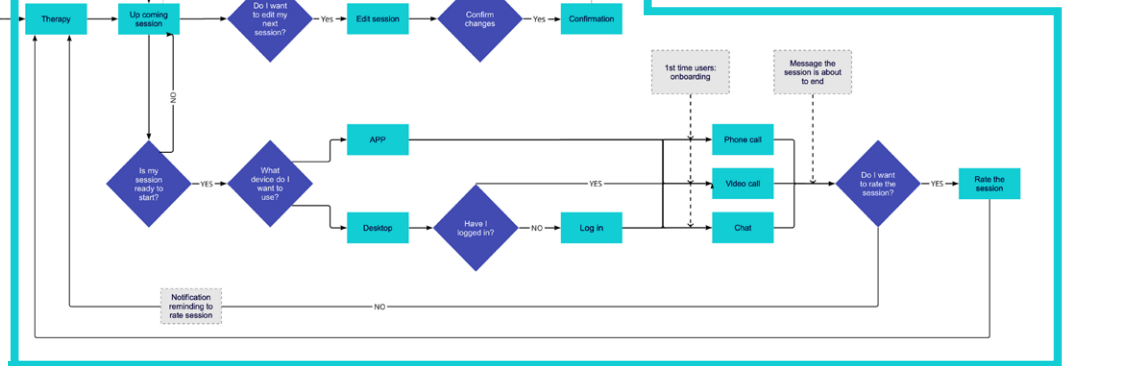
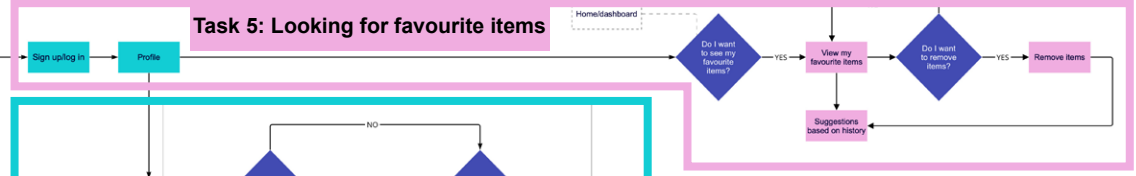


Decision

Process

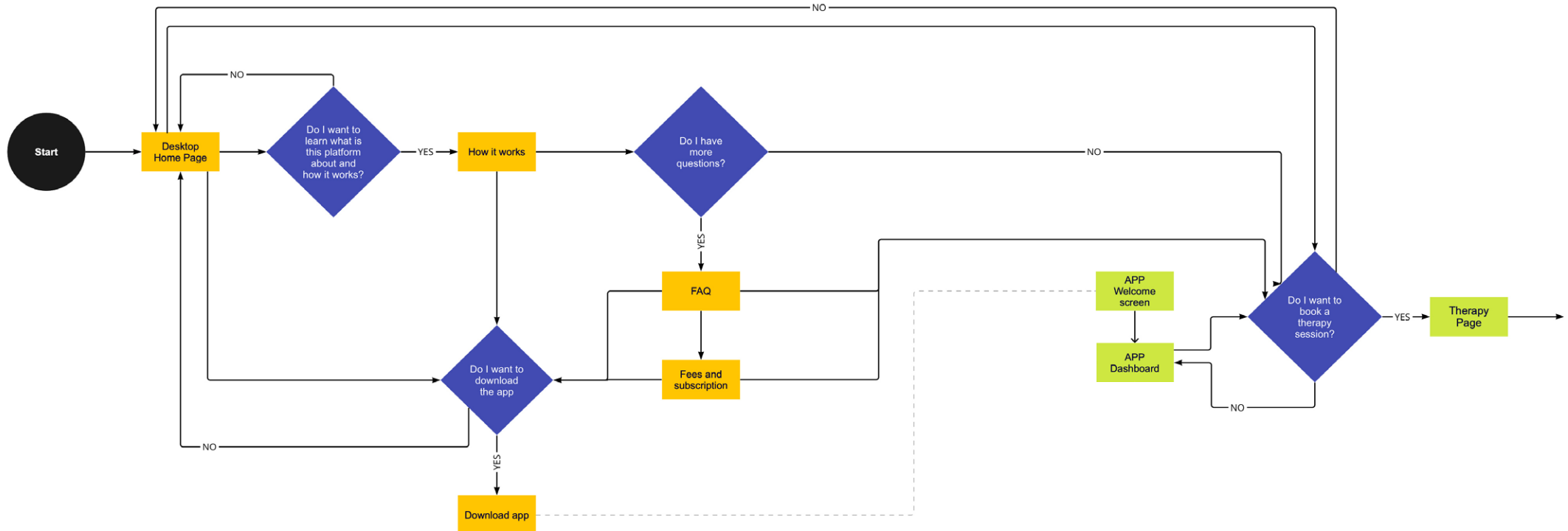
Background Process

Task 5: Looking for favourite items

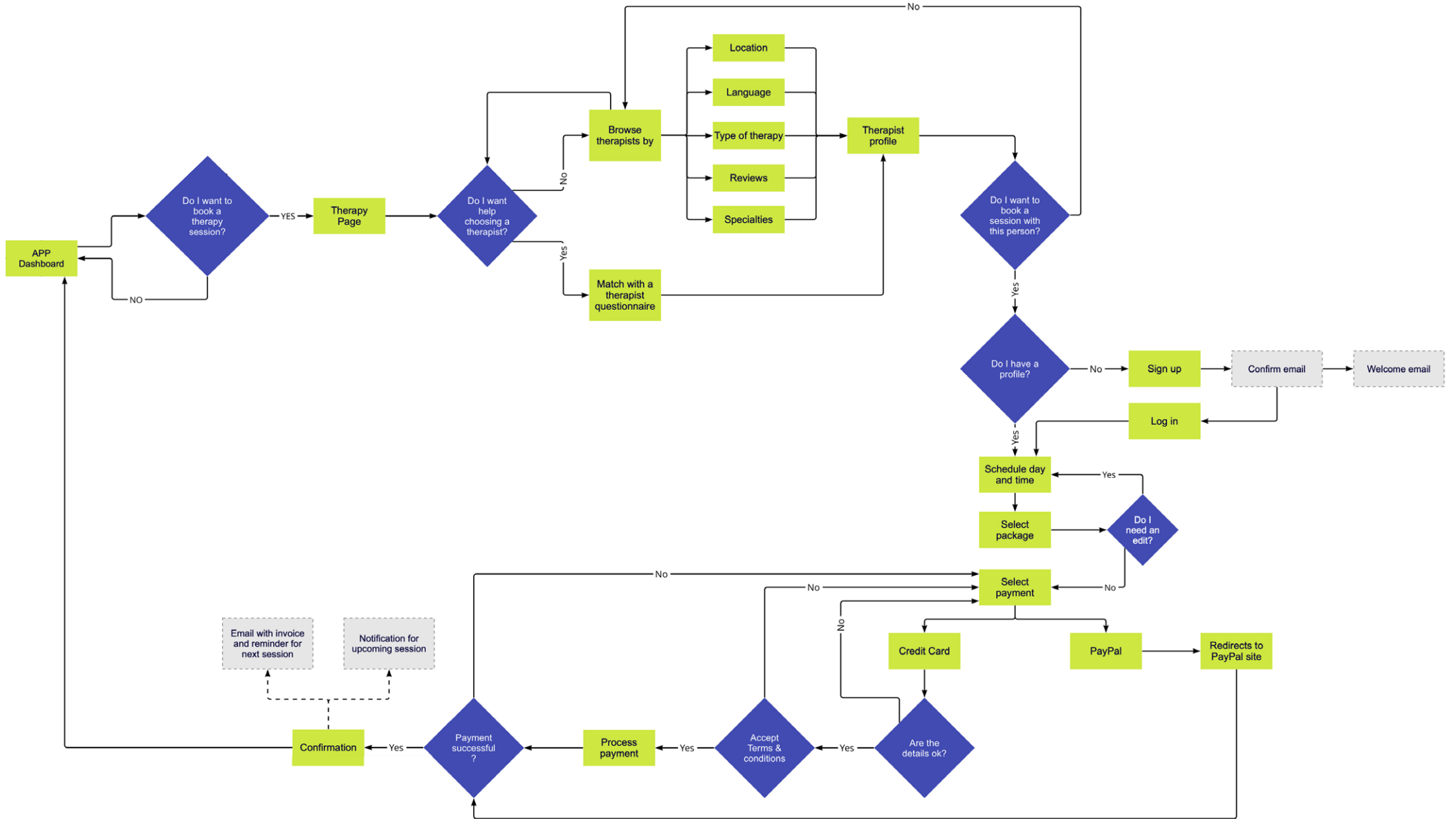


Task 3: Start the therapy session

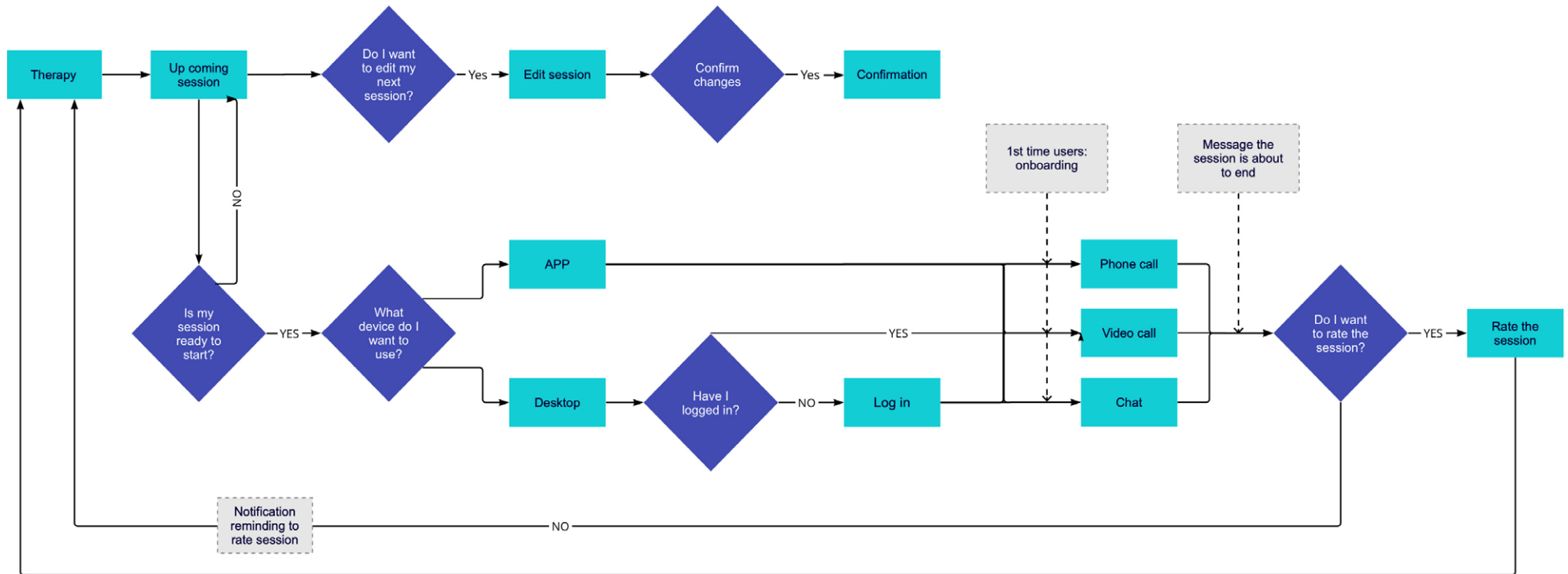
TASK 1: ONBOARDING FLOW



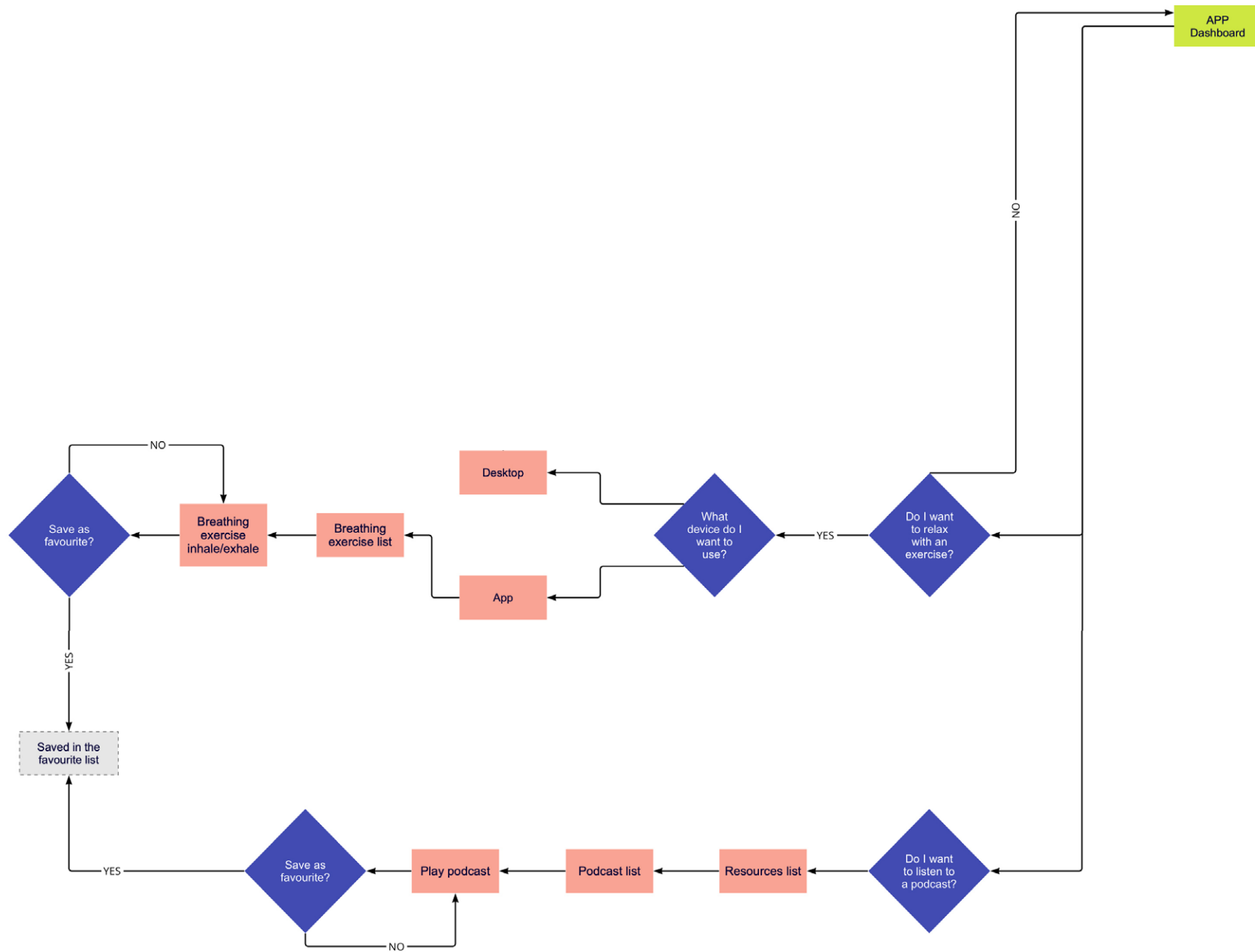
TASK 2: BOOKING A THERAPIST



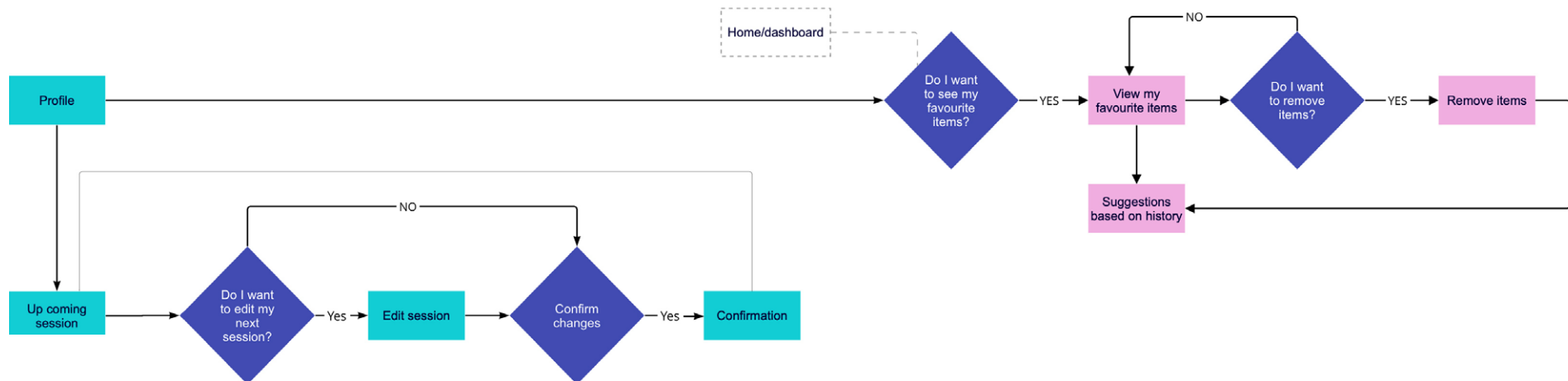
TASK 3: START THE THERAPY SESSION



TASK 4: USING THE APP FEATURES



TASK 5: LOOKING FOR FAVOURITE ITEMS





PROTOTYPES

PROTOTYPES

DESKTOP

https://www.figma.com/proto/oGK3z47dhrQYFnYObclqsn/Mental_health_Desktop?page-id=0%3A1&node-id=4%3A1843&view-port=215%2C33%2C0.07&scaling=min-zoom&starting-point-node-id=4%3A1843

DESKTOP VIDEO

<https://youtu.be/dclB67baLH8>

APP

https://www.figma.com/proto/9x49m7rFc0cX4GbkFSeGPB/Mental_health-app?page-id=0%3A1&node-id=260%3A2974&view-port=337%2C483%2C0.05&scaling=scale-down&starting-point-node-id=260%3A2949

APP VIDEO

<https://youtu.be/dclB67baLH8>

