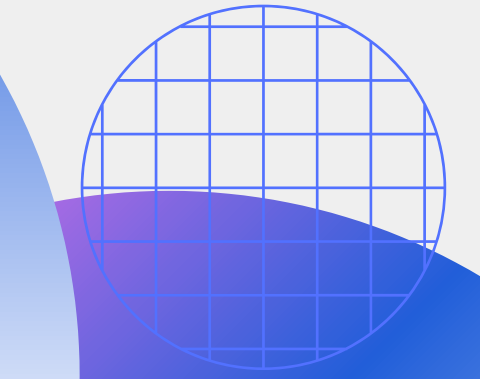


Team Elementors

PIXEL PERFECT

UI/UX CHALLENGE



Let's Start

The Team



Srinidhi Bhat

(Team Leader)
UX Research &
Design



Pratik Manjrekar

UI Design



Nidhi S Kamath

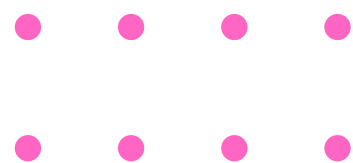
UI & Graphic
Design

Team Elementors

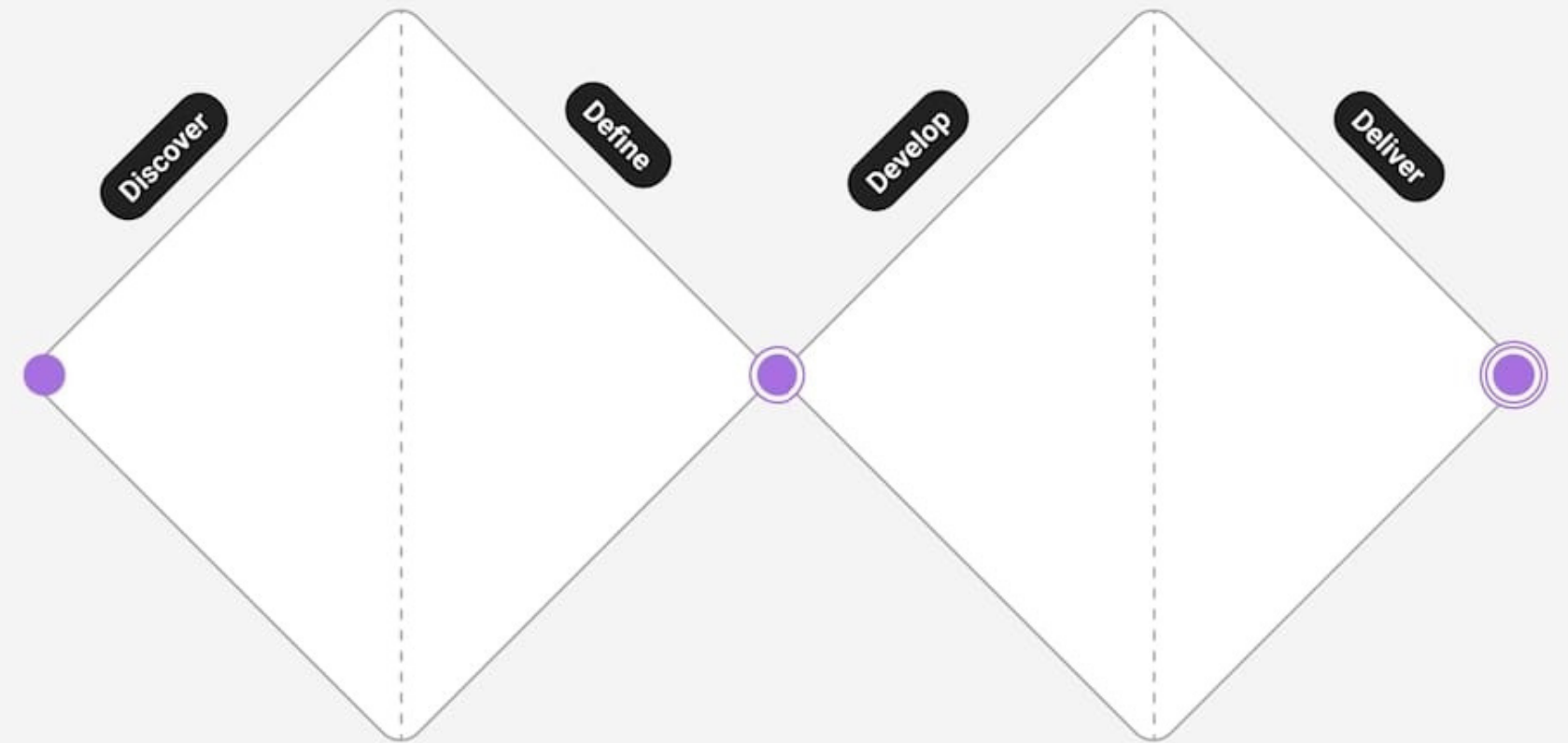
Process Planning

Keeping in mind the time constraint we decided to use Partial Double Diamond process during the design challenge. This helped us easily quantify the amount of work each team member did and divide the work accordingly, increasing efficiency and time management within the team

 **14 Hours**



The Double Diamond Process



Diamond 1

Diamond 2

Discover

- Problem exploration
- Foundational research
- User journey

Define

- Synthesising research
- Customer archetypes
- Product requirements
- HMW...
- User stories

Develop

- Concept exploration
- User flows
- Wireframes
- Prototyping
- User testing
- Design reviews
- Recommendations & rationale

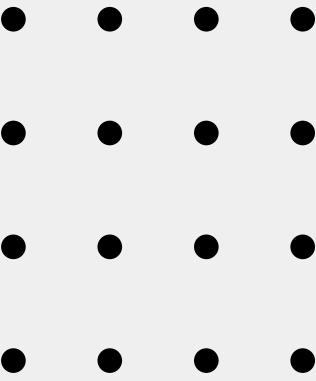
Deliver

- High fidelity design
- Design reviews
- Design documentation
- Handoff
- Design QA

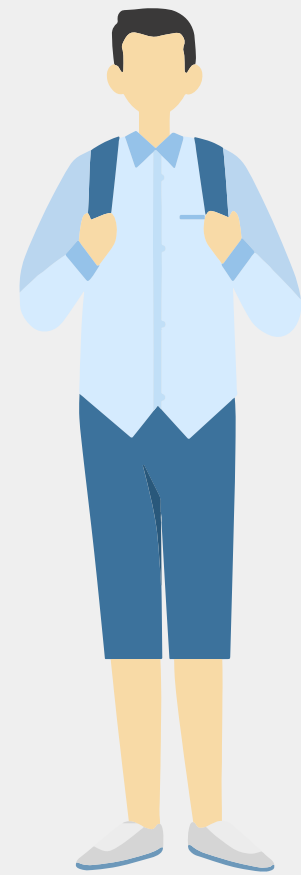
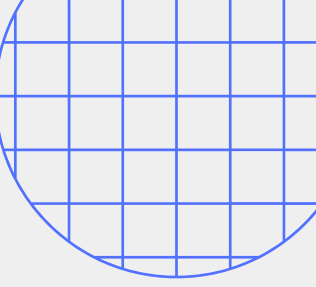
PROBLEM STATEMENT

Mental health app – Diagnosis

The process of identifying diseases off of symptoms by conventional checkups is costly in terms of both currency and time. In a world where mental health is a growing concern, and where unseen yet crucial symptoms are left unchecked, how can we make the process of diagnosis more efficient and accessible?



TARGET AUDIENCES



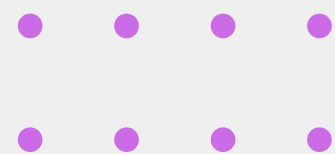
STUDENTS,
TEENAGERS



DOCTORS,
PSYCHIATRISTS

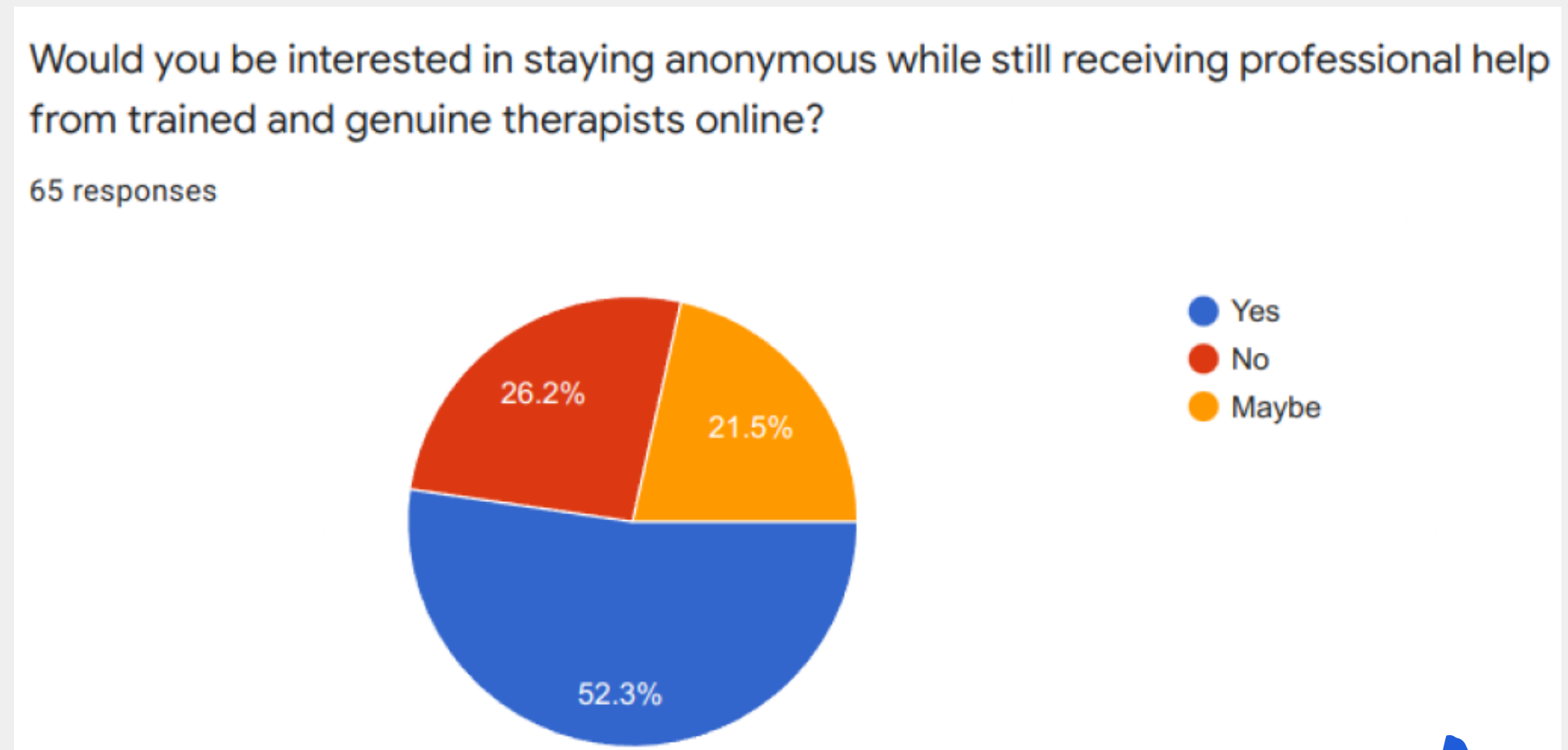


INDIVIDUALS SUFFERING
FROM ANXIETY, STRESS
AND DEPRESSION



USER RESEARCH PRIMARY RESEARCH SURVEYS

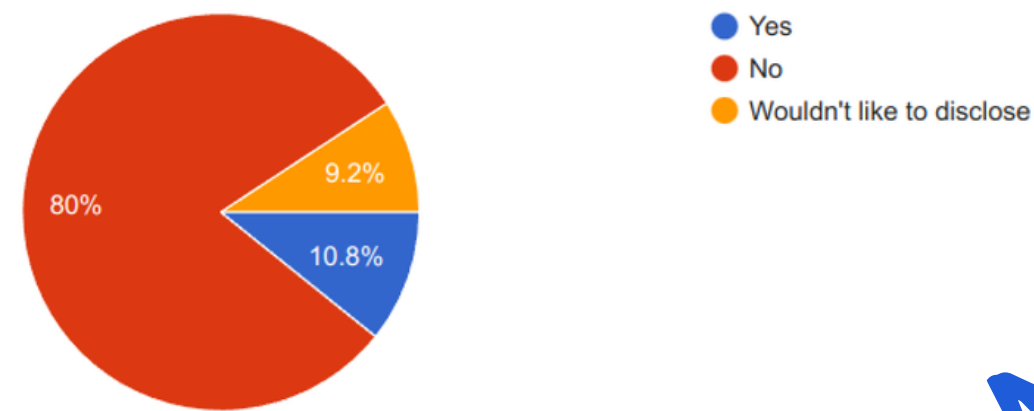
To get more insight on the potential users' pain points, we drafted a survey with 10 questions, that focused on the user experience and suggestions with therapy and therapists. This will help us analyze the difficulties faced by various mentally health patients and diverge on a solution. The survey was answered by 65 people.



Almost half of the surveyees stated that they would like to receive professional help whilst staying anonymous online

Have you ever considered visiting a therapist but couldn't due to any reason?

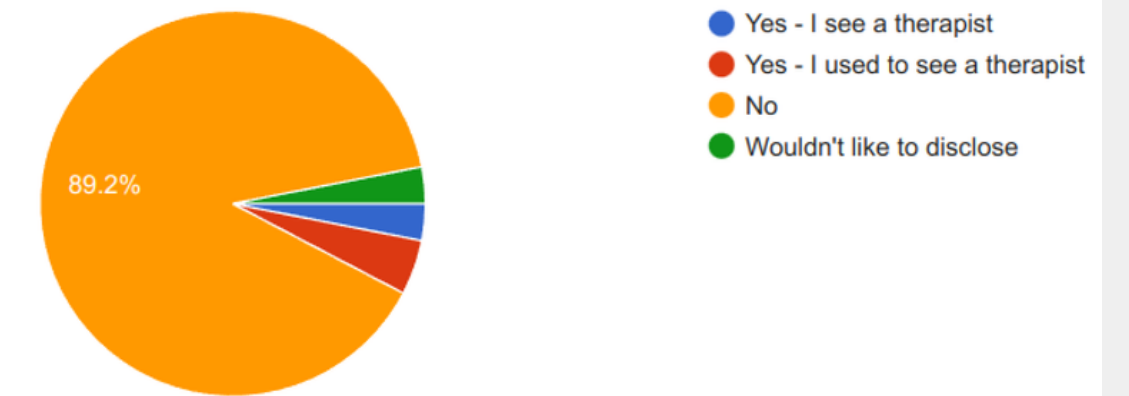
65 responses



Almost 10% of the surveyees said that they have considered visiting a therapist but couldn't due to some reason!

Do you visit or have ever visited a therapist?

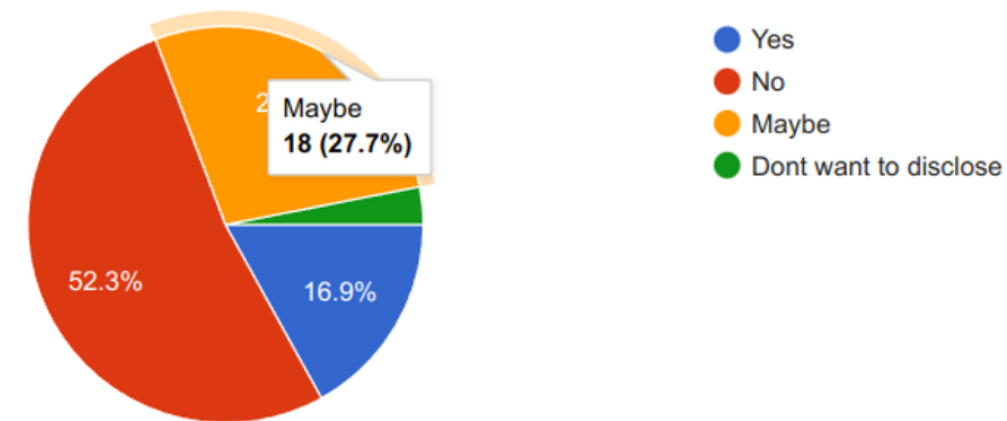
65 responses



But, almost 89% stated that they never visited a therapist!

Have you suffered / are suffering from mental health issues? (Confidentially and anonymously recorded)

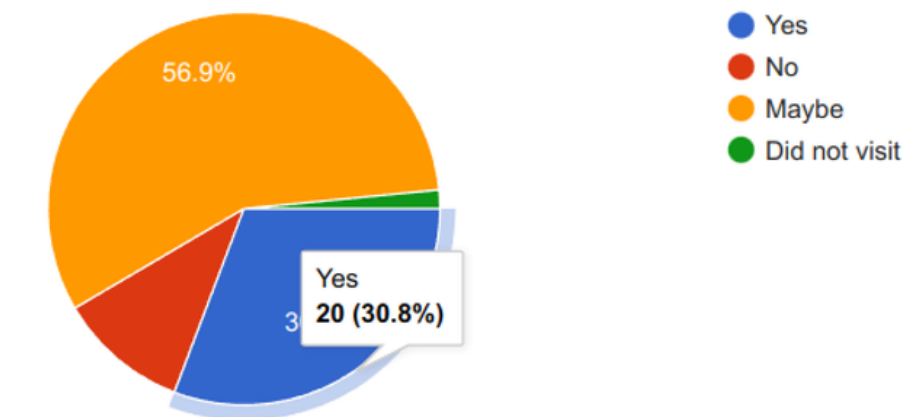
65 responses



Shockingly, 16.9% (along with almost 27%) of the surveyees said that they were or could be suffering from mental health issues, which is way more than the 3.8% that WHO suggests

Would you be willing to pay a negligible sum of money for this service?

65 responses

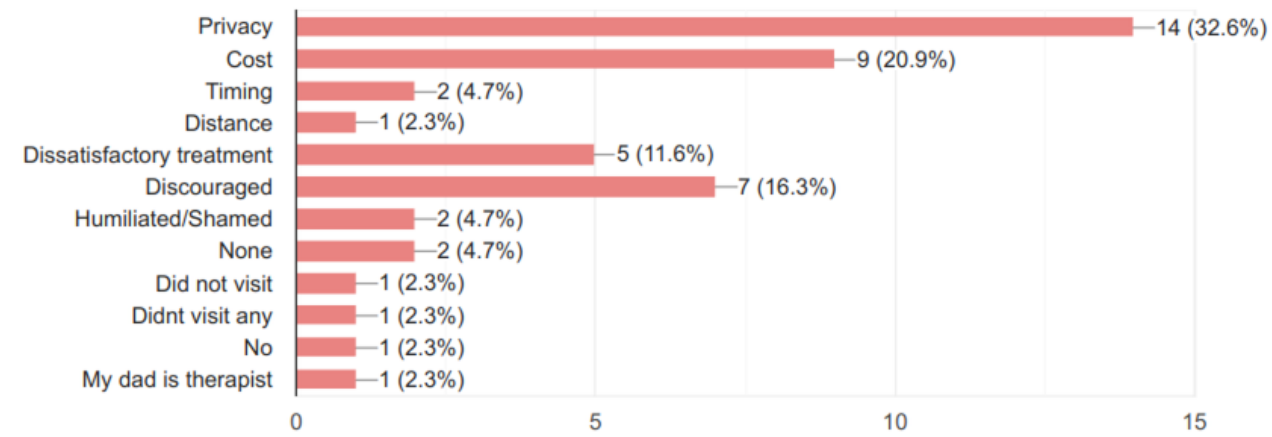


Almost 86% of the surveyees said that they would be willing to pay for a service like uMatter!

What the the difficulties you face/faced in accessing a therapist, incase you need/needed to?

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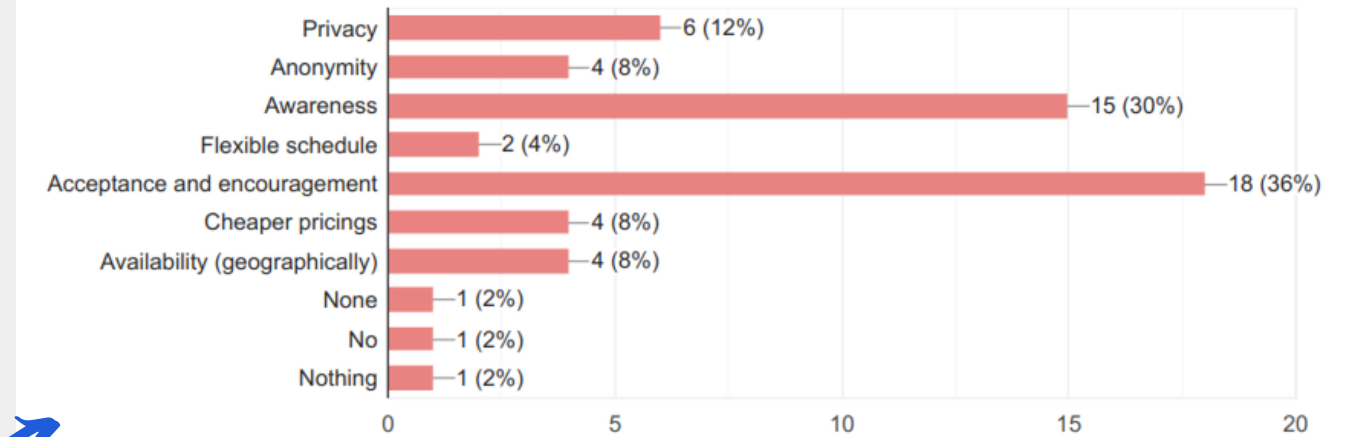
43 responses



What changes/features according to you would help you access therapy better (incase you need it)?

Copy

50 responses

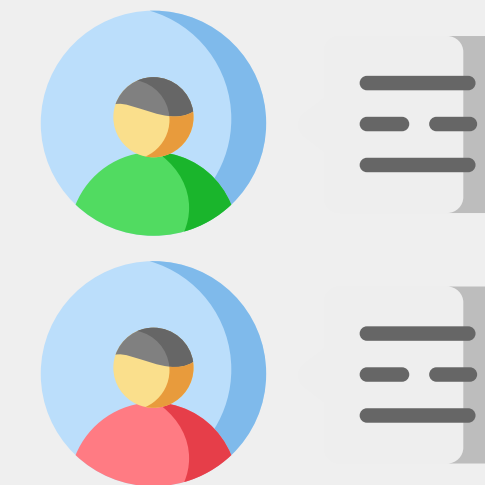
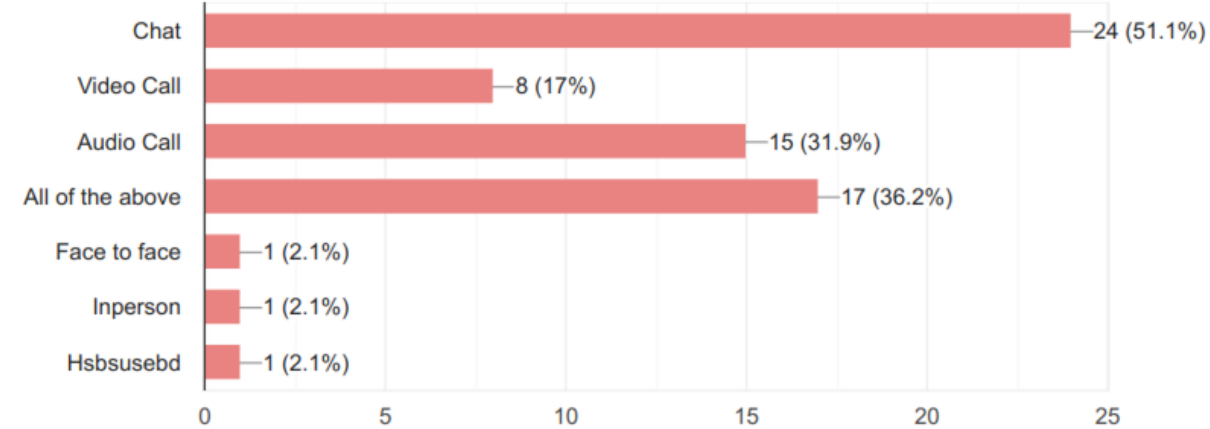


We also asked the users about their pain and pleasure points so as to gain more insight into the users's needs.

If YES, What mode(s) would you be comfortable talking/interacting with your therapist?

Copy

47 responses



USER RESEARCH SECONDARY RESEARCH ARTICLES

For our secondary research, we decided to hunt for reasons so as what are the reasons that people usually avoid going to a therapist and what are some of the challenges faced by mental health care today.

10 Reasons Why People Refuse to Talk to Therapists

Talking to a therapist can't possibly help you—or can it?

Posted October 23, 2017 | Reviewed by Jessica Schrader



I've heard it so often over the years: "He's going through a hard time," someone will say about a friend, "but he doesn't believe in psychotherapy." Or perhaps it's,

5 Challenges of Mental Health Care Today

Articles | [Clinical Mental Health Counseling](#)



Almost 20 percent of adults in the U.S. face a mental health problem within a given year, and about one in 25 adults suffers from a serious mental condition that impacts quality of life. Clearly, mental health care should be a prominent part of the health care system in the U.S., but this idea isn't necessarily the case. Consider the following five challenges that mental health counselors face today.

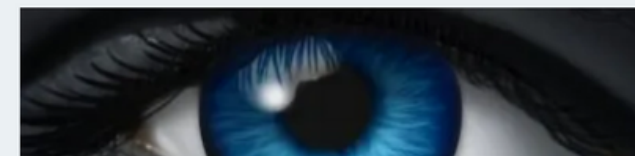
1. A Lack of Support

An article from Psychology Today observes, "Mental health professionals — particularly psychologists — do a poor job of monitoring their own mental health problems and those of their colleagues." Psychologists, psychiatrists, and counselors may face the same issues as the general population, such as depression, marital disharmony, and substance abuse.

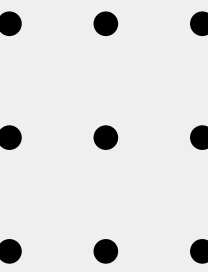
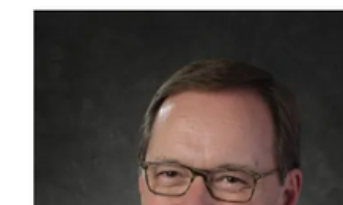


8 Reasons Why People Don't Get Treatment for Mental Illness

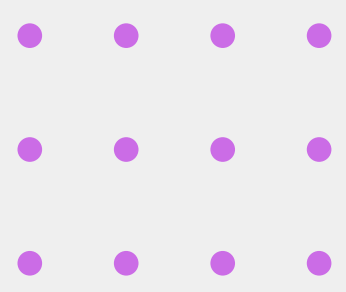
by David Susman



It's probably no big surprise that many people with mental health issues don't readily seek treatment for their concerns. But how widespread is this pattern?



USER PERSONA



Based on our User Research, we mapped out a Persona to represent the target user group.

Having a persona eased the design task to a great extent. It enabled better ideation and helped us to create a better user experience for the target user group.



Shritija Sawant

- 19 years old
- Medical Student
- Suffers from stress and anxiety attacks
- Introverted

MOTIVATIONS

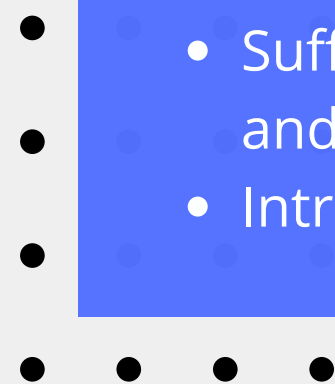
- Talking to her best friend.
- Reading books.
- An occasional visit to uncrowded green spaces.
- Living a happy life

GOALS

- To approach a genuine therapist.
- To find a solution for her mental issues and get back to a calmer mind space.
- To focus on her studies without any distractions.

PAIN POINTS

- Does not have family support for seeing a therapist.
- Her stream of education doesn't spare her much time to spend on issues like therapy.
- She is unable to handle her problems and needs immediate help.





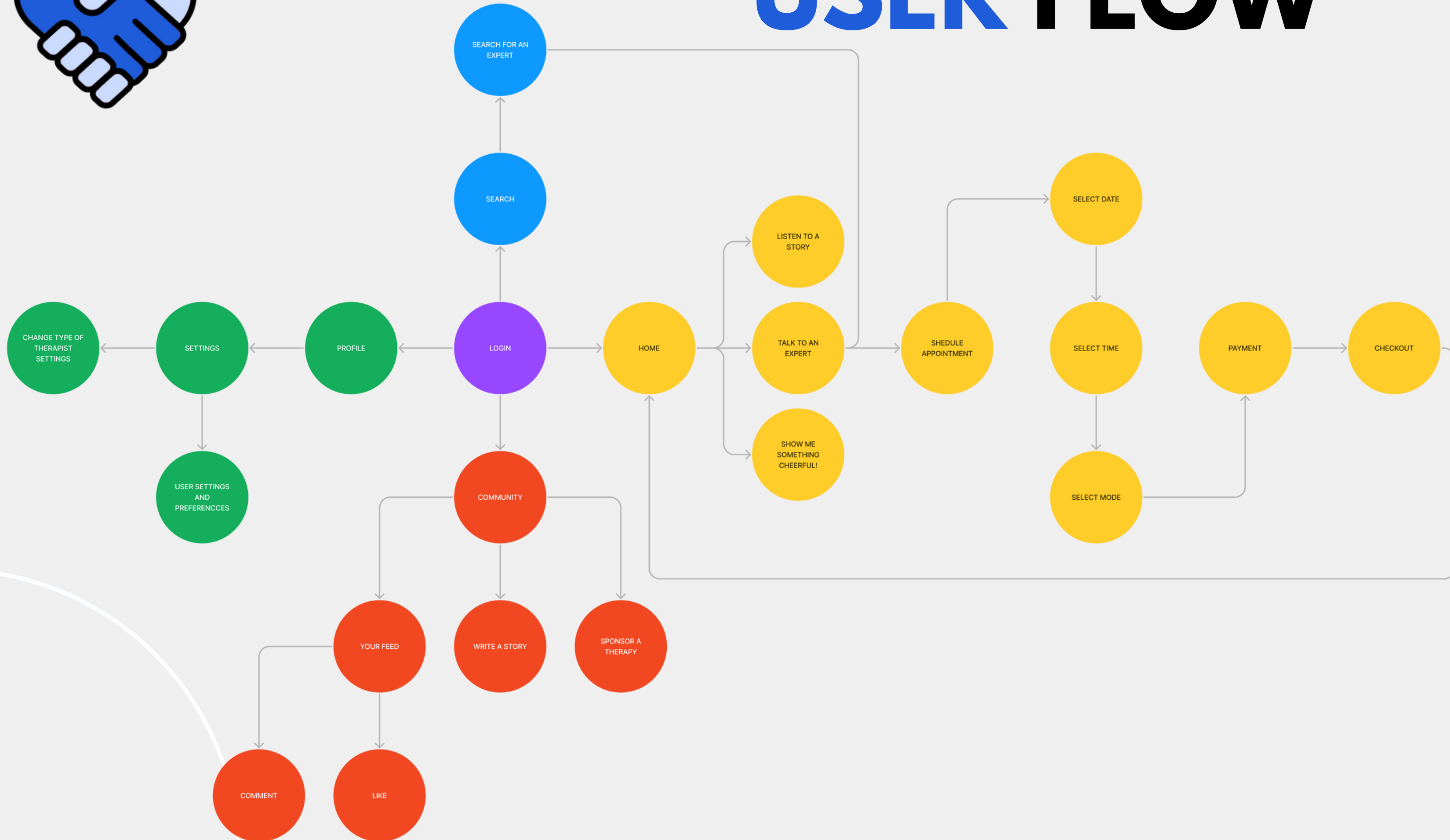
uMatter

uMatter is an all-inclusive and intuitive **mental-health awareness app** with a focus on generalizing mental health by **spreading awareness** and providing the users with a quick, easy, efficient, and **affordable way** to seek **professional** help from trusted, experienced, and **genuine** medical and **psychiatric experts** by means of digital technology and modern means of human-computer interaction alongside helping them relax and calm down via means of **psychological** and **emotional happy-triggers**.

**POSSIBLE
SOLUTION**



USER FLOW





SOLUTION IDEATION

Based on the problems identified, we decided to brainstorm and branch out these problems further, and list out the domains of the solutions. This resulted in me zeroing down on the specific features that could be implemented to be accessible and usable by most of the potential users like Shritija.

We decided to focus on creating a mobile app since it is one of the most used device to consume digital technology.



Mental health app - Diagnosis - The process of identifying diseases off of symptoms by conventional checkups is costly in terms of both currency and time. In a world where mental health is a growing concern, and where unseen yet crucial symptoms are left unchecked, how can we make the process of diagnosis more efficient and accessible?

Identify disease off symptoms
Growing concern
Costly and time taking
=====
Efficient
Acessible
Nidhi S. Kamat

Problems

- People are hesitant to share their problems with strangers (Symptoms ignored)
- people cannot afford high rates
- working individuals cannot spend a lot of time on consultations especially the ones with lower income
- language barriers
- Privacy
- Limited awareness amongst people
- Denial of existence of the problem
- seeing wrong psychologists can hamper trust that is usually already hampered
- fearing of bring judged
- "easy way out" mentality
- Hopelessness
- unavailability
- usually confused with being upset and sad rather than looked upon as a bigger issue
- religious assoiation

Srinidhi Bhat

Solutions

- We have to show the users that the people they are sharing the issues with are trianed professionals and genuine.
- Raise Awareness about mental health
- Free/affordable consultancy
- Schedulable consultancy
- 1:1 conversations with patient anonymity maintained
- easy access to second opinions or change in therapist.
- Anonymity
- Awareness and testimonials of survivors
- inspiration and motivation
- Scheduling or 1:1 at-home sessions (wherever you are they come)

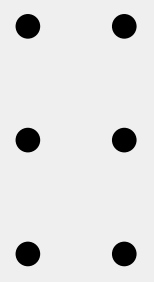
Srinidhi Bhat



What do you do when you dont get a slot
Srinidhi Bhat

Are you aware?
Do you suffer?
Do you need help?
Is it accessible to you?
Are you going to any therapist?
What are the issues?
What are the suggestions?
Awareness modes expected
Nidhi S. Kamat

uMatter is an all-inclusive and intuitive mental-health awareness app with a focus on generalising mental health by spreading awareness and providing the users with a quick, easy, efficient and affordable way to seek professional help from trusted, experienced and genuine medical and psychiatric experts by the means of digital technology and modern means of human-computer interaction alongside helping them relax and calm down via the means of phychoological and emotional happy-triggers.





SOLUTION FEATURES

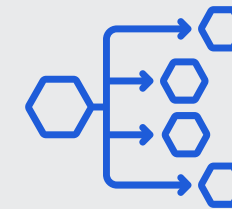
Based on the problems identified, We envisioned **6 features** to aim at catering to them.



Easy, efficient, accessible and affordable access to professional, genuine mental health experts and resources



Safe, secure and anonymous way to interact with mental health experts



Promote well being and mental health awareness amongst the users



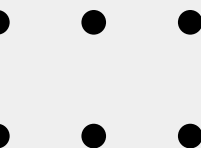
Need basis help providing facilities



Rating, feedback and review based trust generation for the experts.

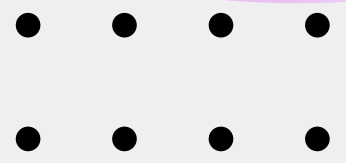
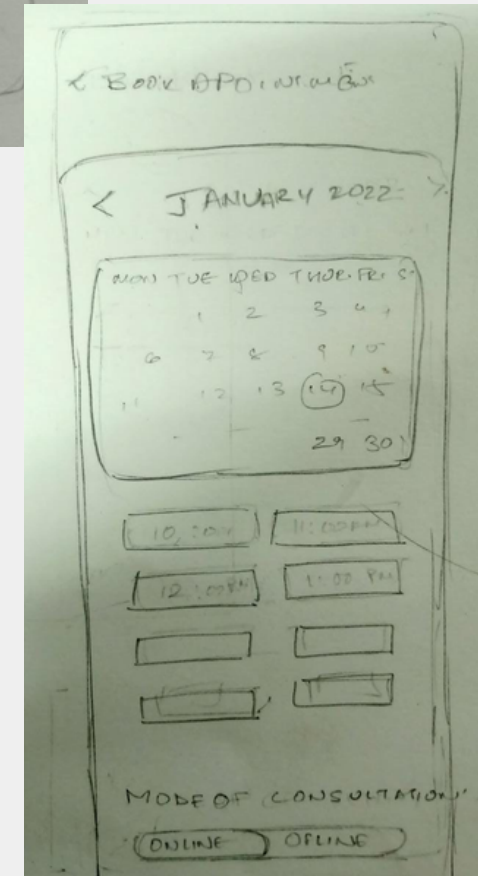
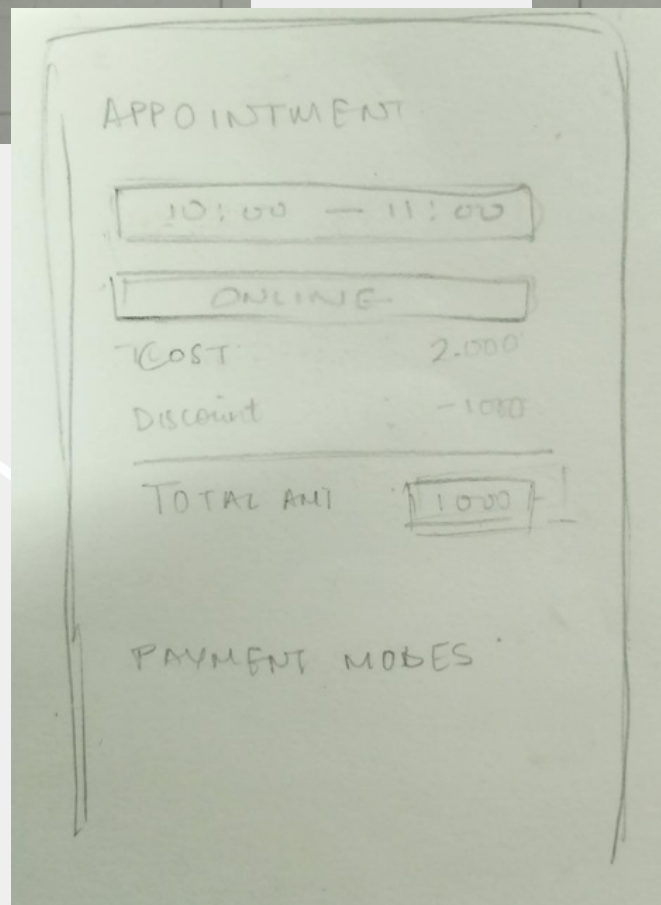
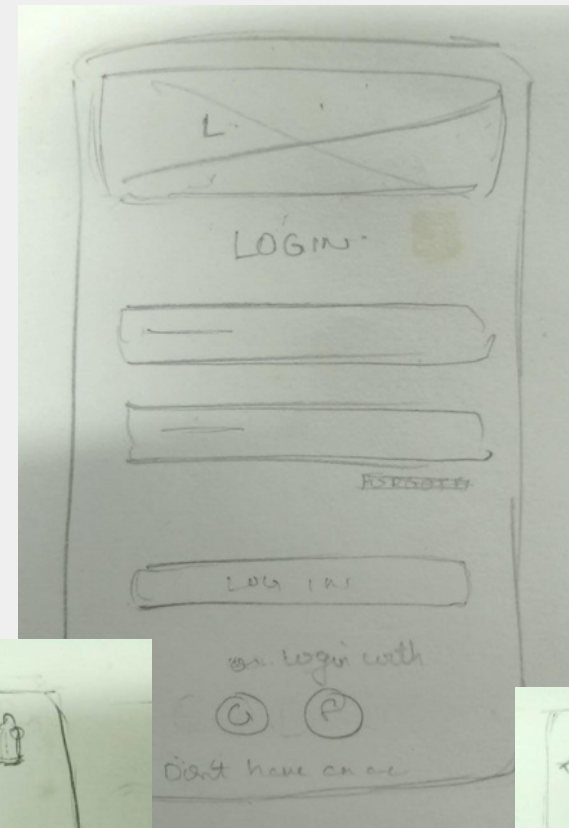
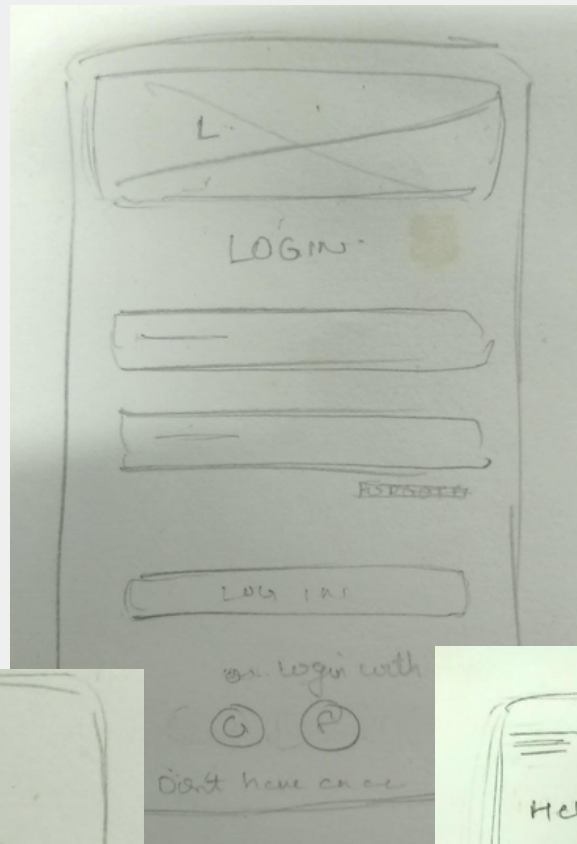
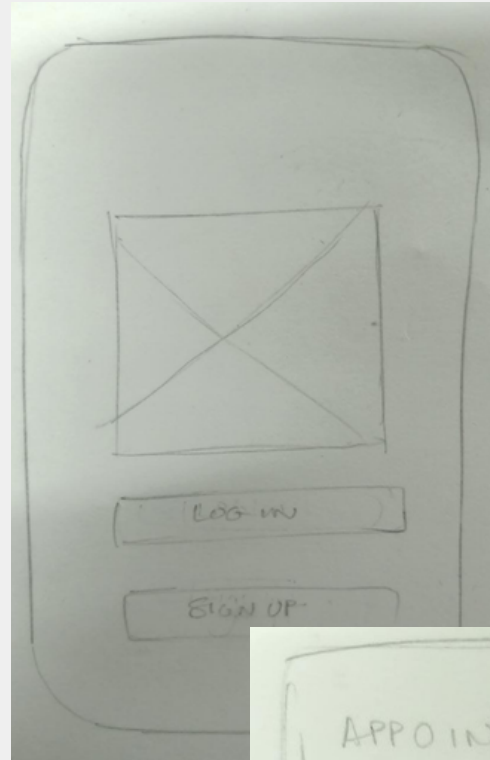


Promote community welfare events and forums to promote importance of mental health





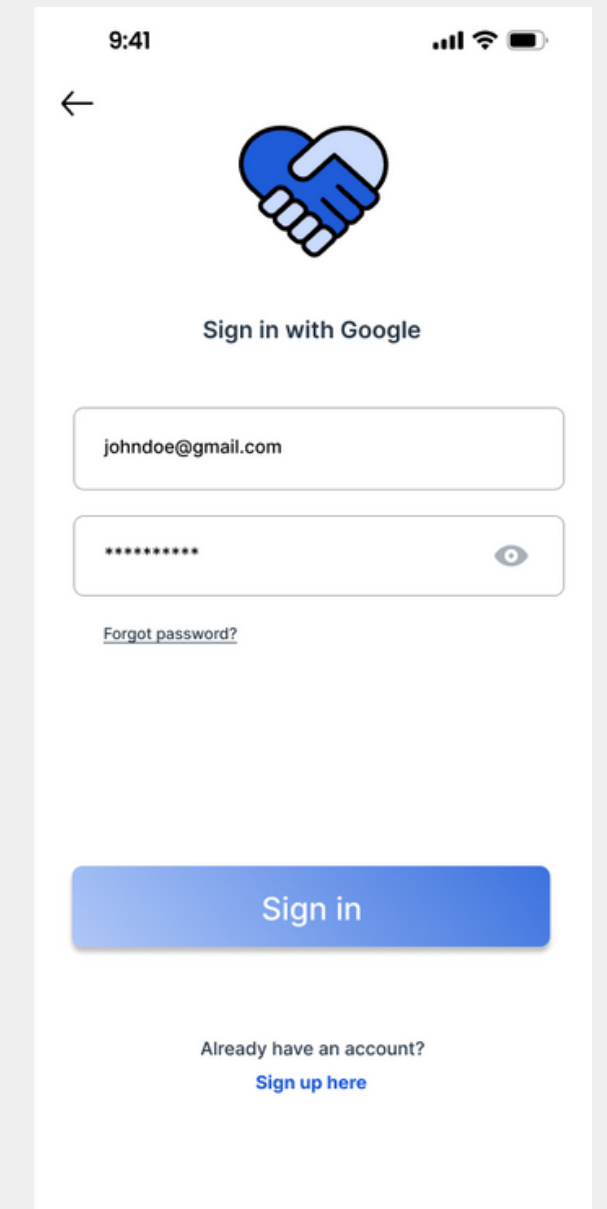
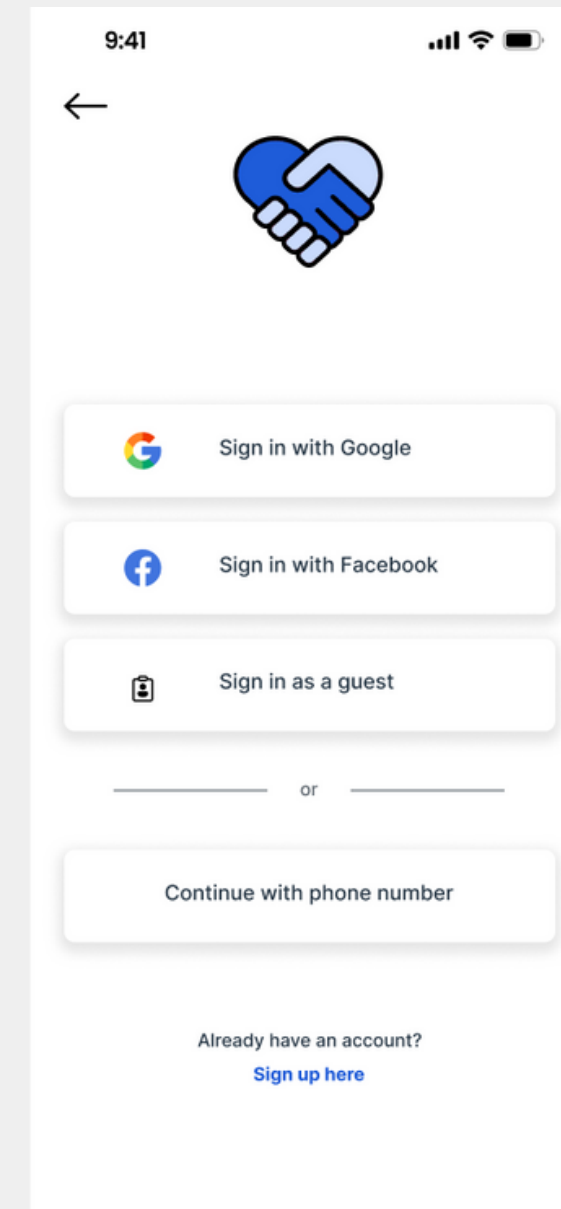
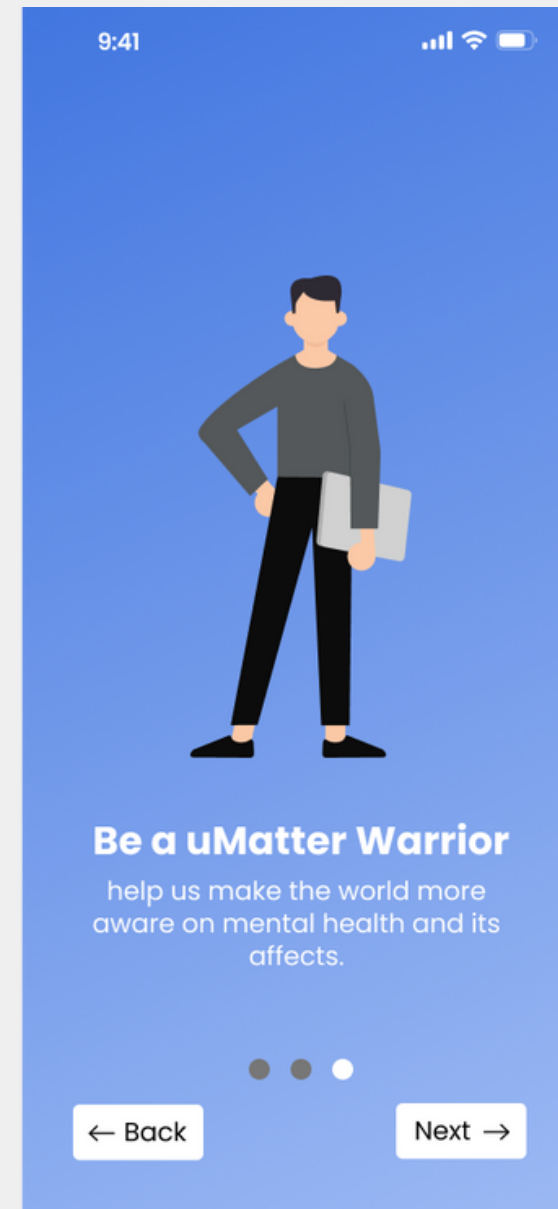
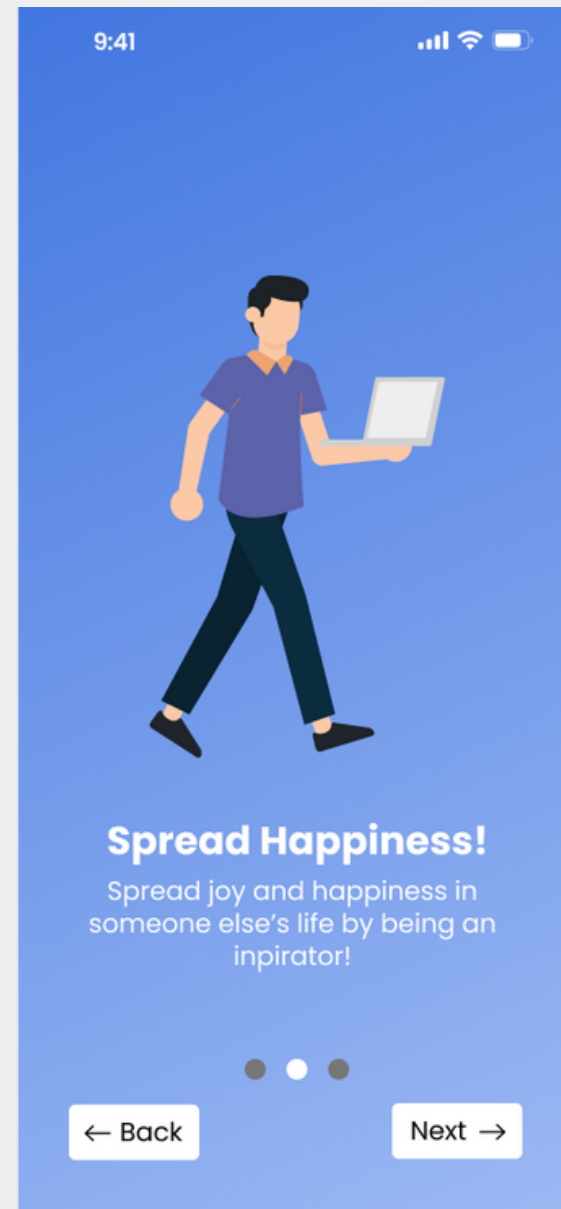
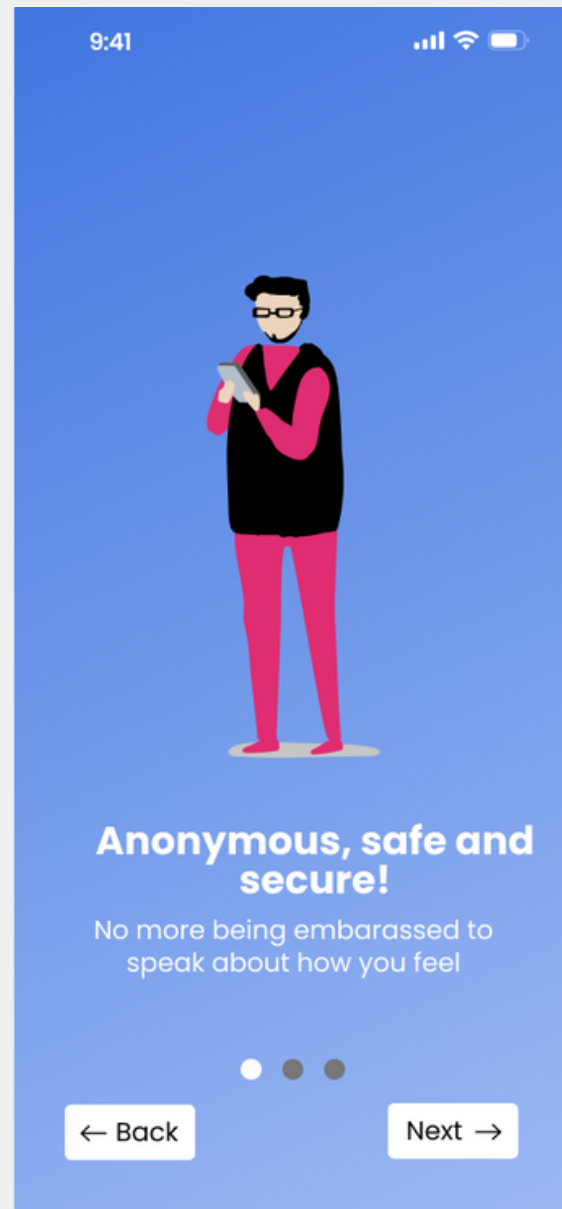
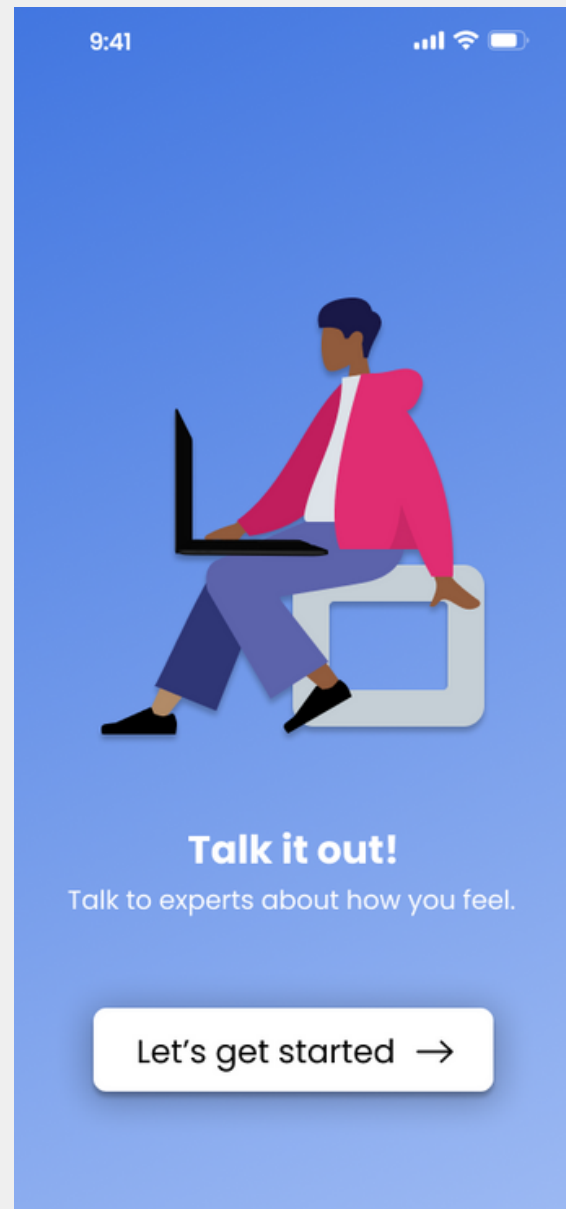
WIREFRAMES



We created wireframes to help get a better idea of solving the users' frustrations and pain points and zeroed down on some wireframes that we felt we could improve and convert into High-fidelity design.



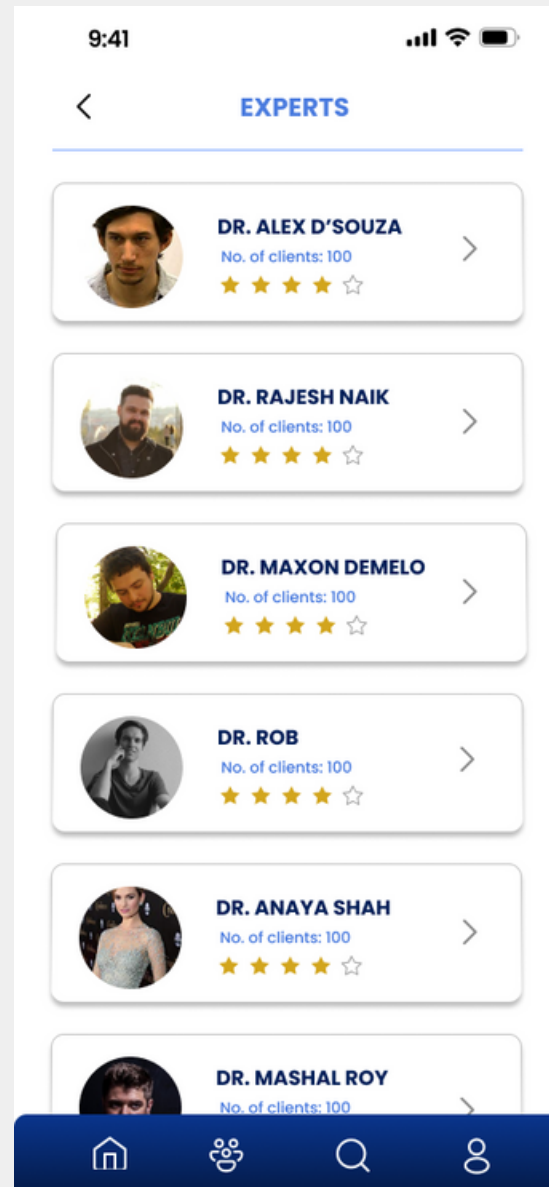
HI - FI DESIGNS



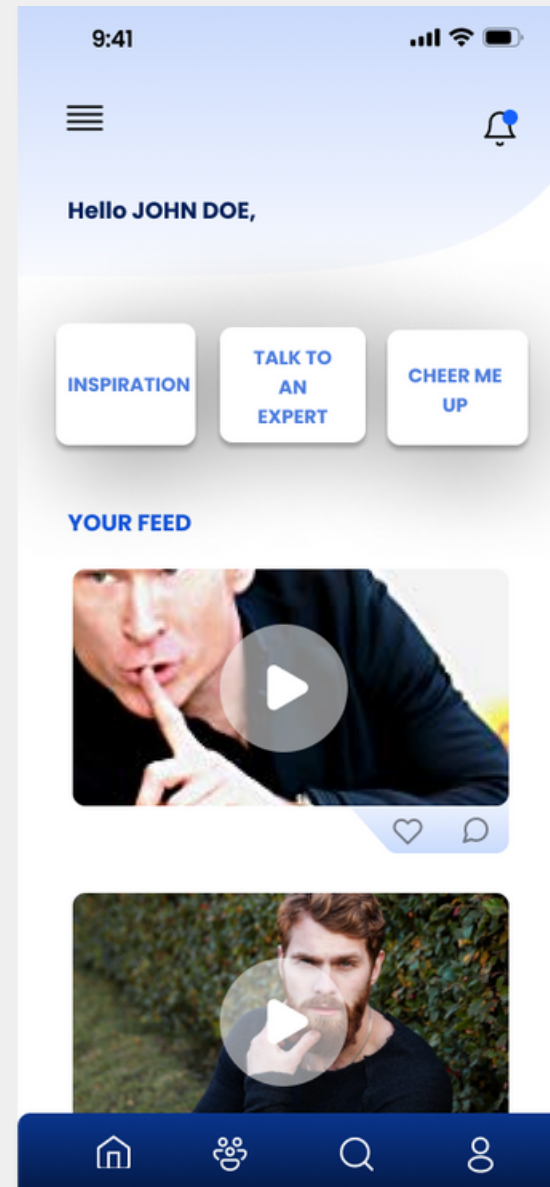
The user onboarding process for the app



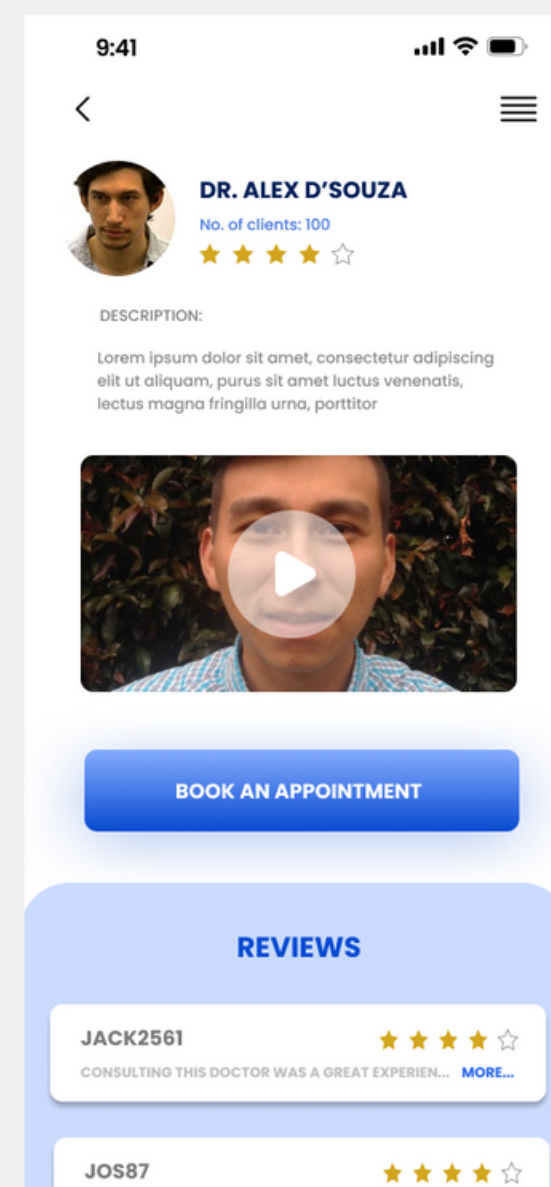
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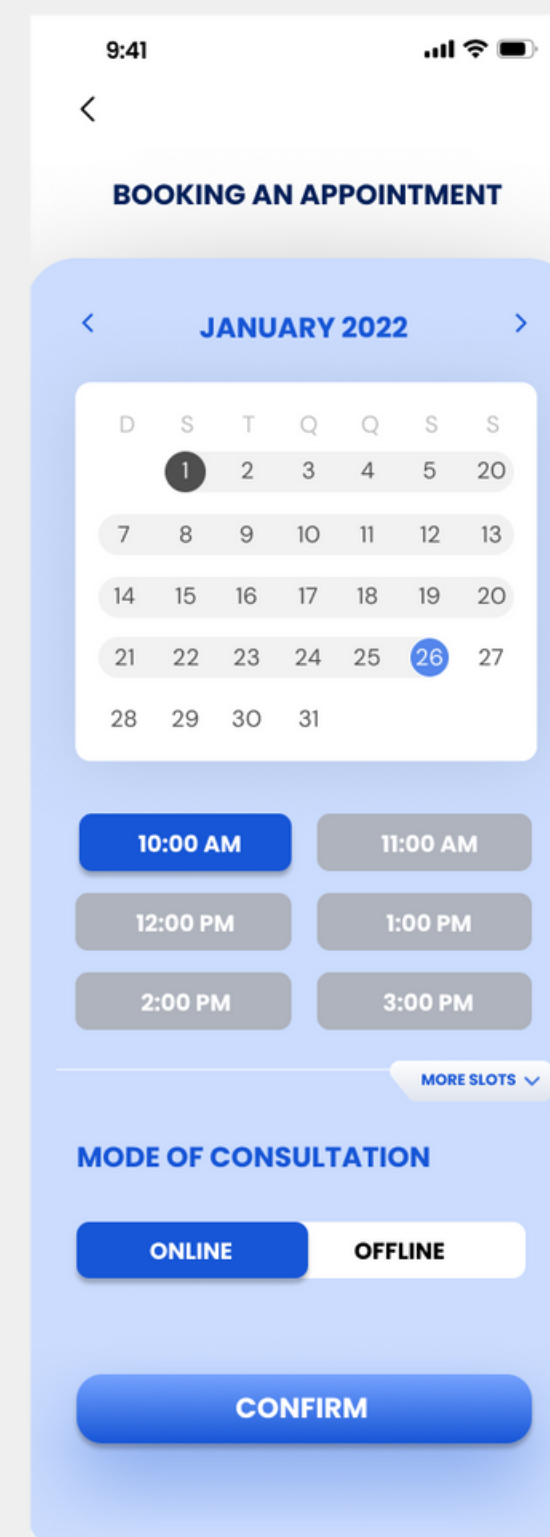
Various Experts to choose from



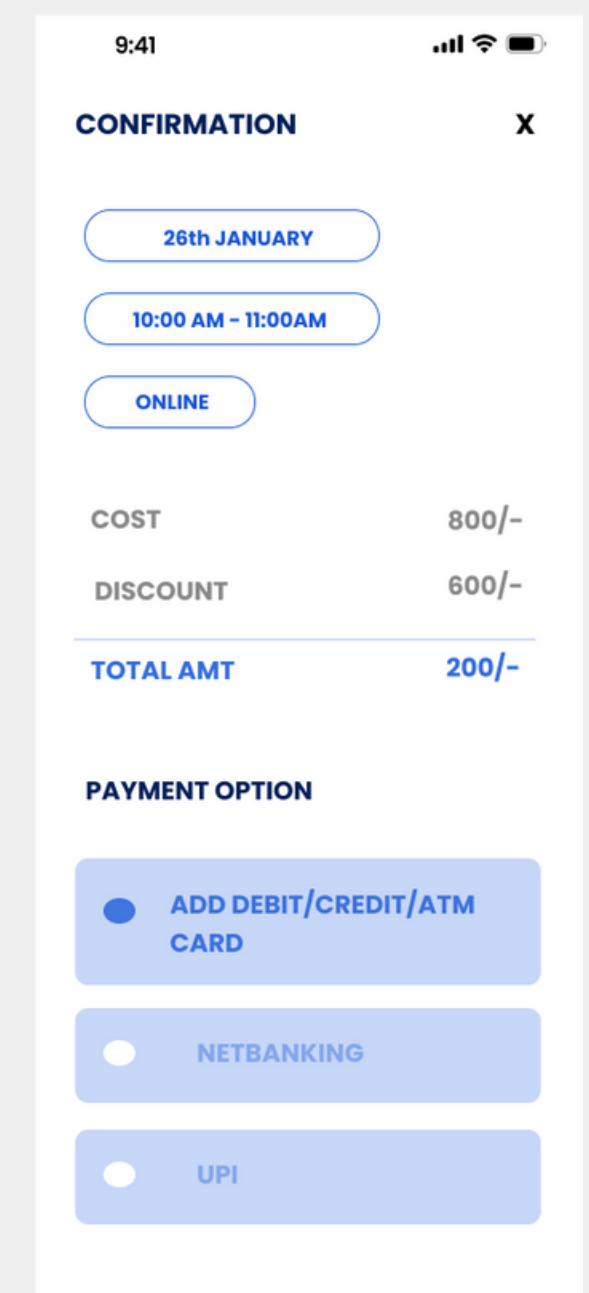
Home Feed



Doctor Details Page



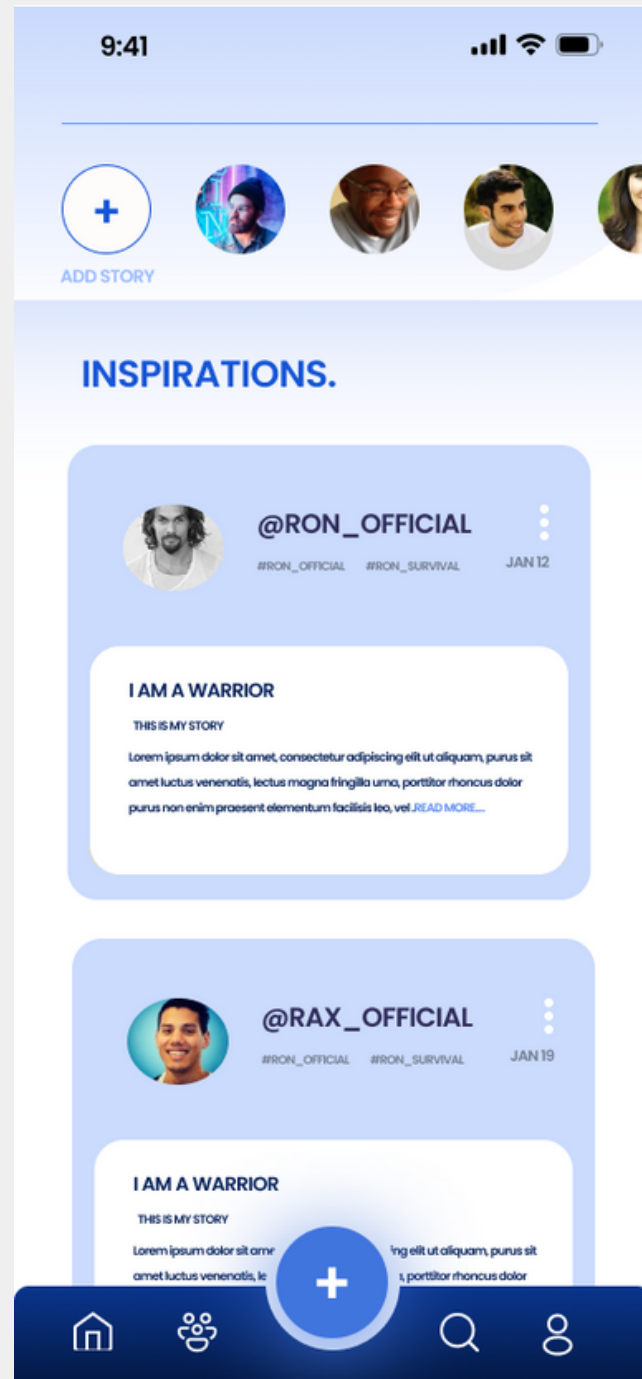
Calendar booking page



Payments page



HI - FI DESIGNS



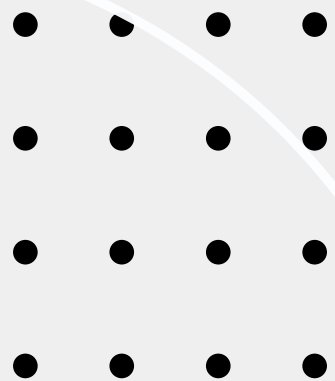
Inspiration page where you can look at user stories and quotes to gain inspiration and break the taboo of mental health being a small issue

Small and fun anecdotes and games to cheer you up on a rainy day



FUTURE SCOPE

- ▶ Conducting Free Webinars and AMAs at organizations to promote mental health awareness
- ▶ Approach NGOs for donations, arrange fundraisings, crowdfunding, etc.
- ▶ Diversify User Groups to further make the app more inclusive and easy to use for the next billion users
- ▶ Apply for Government recognition and funding.





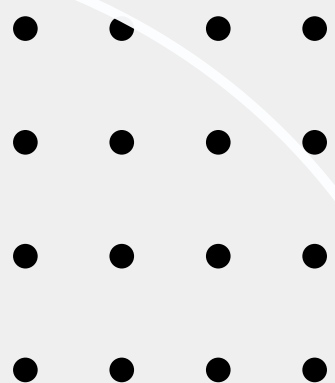
Conclusion

uMatter will ensure that mental health is never seen again as a **taboo** and related to as such as well.

It will ensure that everyone gets a quick, easy, efficient, and affordable way to seek **professional** help from trusted, experienced, and genuine medical and **psychiatric** experts.

It will ensure that awareness regarding mental health and its causes and results are spread across its community of users

This is a small step toward making the world Mental Health Aware



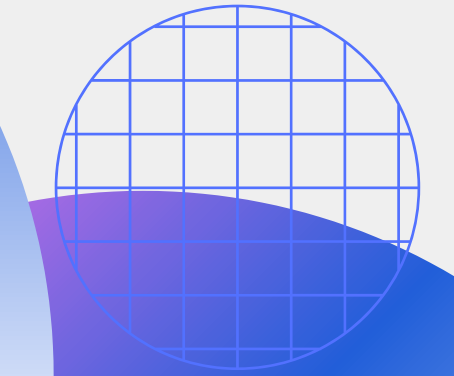
Team Elementors

Thank you

Do you have any questions?



uMatter



The End