



Wish design challenge

Creating a mobile experience to make mental health guidance more accessible



PRESENTATION

Discussion Points

- Project background & Goal
- Research
- Ideation & Testing
- Prototyping
- Reflection

Project background & Goal



Prompt

Choose an existing company, organization, or social movement and help them design a mobile experience that allows an individual to tackle a major problem afflicting society today.



Goal

Create a mobile experience for **HereToHelp** to make mental health guidance more accessible and intuitive for users.

Tools: Figma, InVision

Timeframe: 10 days (Mar 5-15)



Project background

Research

Ideation

Prototyping

Company background

HereToHelp is...

A project of the British Columbia Partners for Mental Health and Substance Use Information

Their goal is...

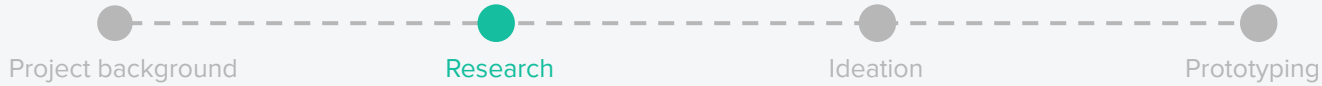
To help people in BC manage their mental health by providing resources & concrete steps towards better understanding mental health

Research



The **problem**

Many individuals experience mental illness, yet do not seek help or will wait until the condition becomes severe or even life-threatening because they do not know where to seek guidance.



17%

**of the population in British Columbia
are experiencing a mental illness or
substance use issue today**

Canadian Mental Health Association

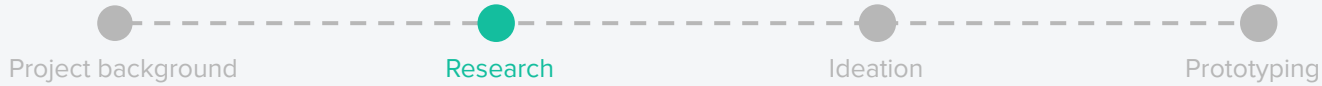
(<https://cmha.bc.ca/impact/facts-and-figures/>)



Perception test (5 users)

Users got 8-10 minutes to freely explore the HereToHelp website and verbalize their thoughts.

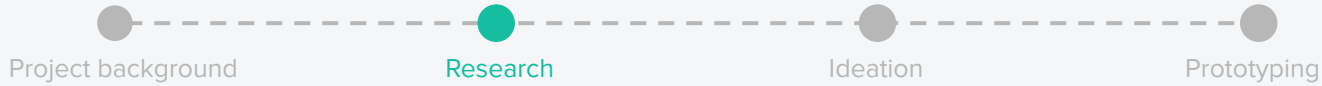
The perception test results helped me better understand the existing services of the HereToHelp website and its potential strengths/weaknesses.



Scenario test (5 users)

I asked users to take a screening self-test* on the website and verbalize their thoughts during the process.

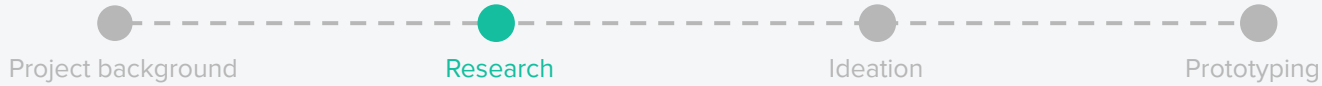
***Screening self-test:** Short, anonymous self-tests for mental illnesses that help users discover their likelihood of having a mental illness, or symptoms they may be experiencing, before deciding to seek a mental health professional.



Scenario test (5 users)

I asked users to take a screening self-test* on the website and verbalize their thoughts during the process.

Based on the background research, screening self-tests were an important existing function of the website - the user feedback on these tests allowed me to define any pain points or potential areas for improvement.



Top feedback

from Perception & Scenario tests

PROS

- Self-test is useful for learning about symptoms & how to get help
- Can learn how to support yourself and others
- Lots of reliable info on various mental health topics

CONS

- There is no way to track progress in the self-test
- Light font colours are difficult to read on white background
- Too much scrolling/ searching required to find self-tests



User survey

I did a survey to narrow down the main pain points that target users may face when seeking mental health support. This feedback also helped me define the main functions for the app.



User survey

GOALS

- Understand the users' needs when they are seeking mental health guidance
- Determine users' frustrations when seeking mental health guidance
- Identify functions users might expect to see on an app that provides mental health guidance

PARTICIPANTS

of Responses: 40

Age: 18-35

Location: British Columbia



Results

73%

would find screening self-tests helpful

45%

would find support resources helpful
(e.g. support line contact info, links to support groups, etc)

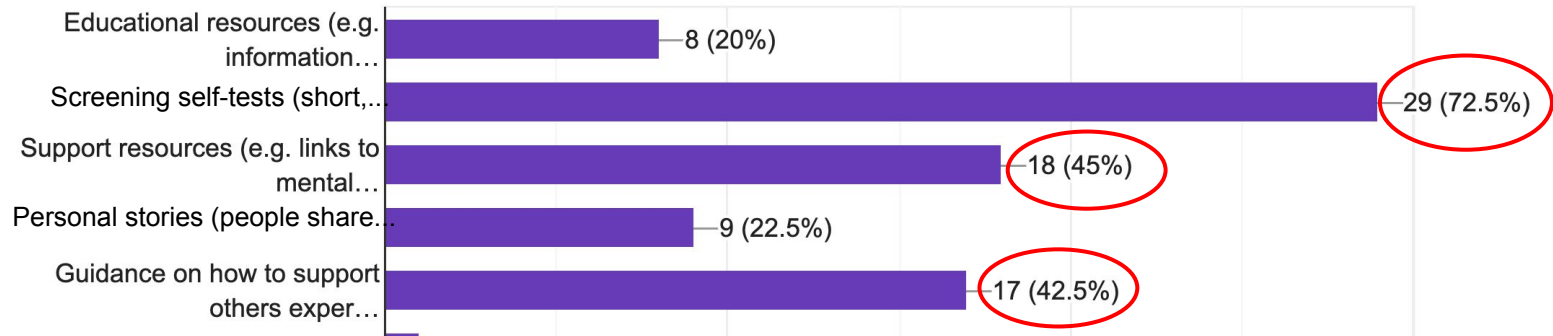
43%

would like guidance on how to support others experiencing mental health problems



Results

40 responses





3 Key Pain Points

1. INCONVENIENCE

Users avoid seeking help for mental illness due to inconvenience - they don't have enough time, it's too much hassle, too expensive

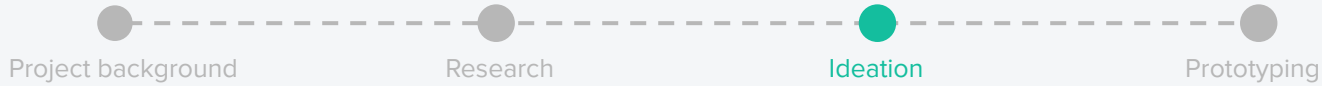
2. LACK OF RESOURCES

Users avoid seeking help due to lack of accessibility to resources - don't know where to look/who to ask for help

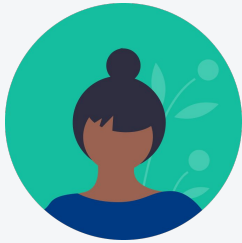
3. LACK OF SUPPORT KNOWLEDGE

Users want to support others they care about who are experiencing mental health problems but are unsure how

Ideation & Testing

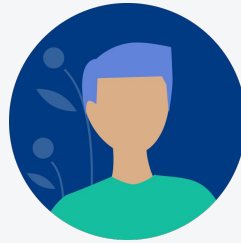


User personas



Taylor (Student, 18)

Struggling with symptoms of a mental illness, but doesn't know whether it is serious enough to see a doctor



Jack (Worker, 22)

Wants to seek help for a mental illness but doesn't know what resources are available to him or where to look for help



Anna (Homemaker, 34)

Wants to support her child who has been diagnosed with a mental illness but is not sure how



3 main solutions

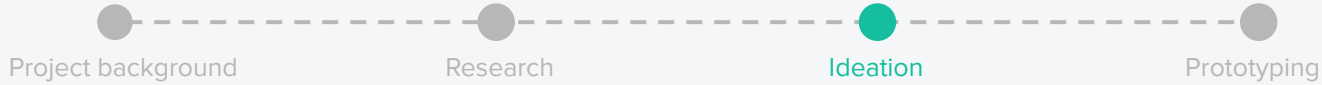
1. MENTAL HEALTH SCREENING SELF-TESTS
2. RESOURCES
3. EDUCATION ON HOW TO SUPPORT OTHERS



3 main solutions

1. MENTAL HEALTH SCREENING SELF-TESTS

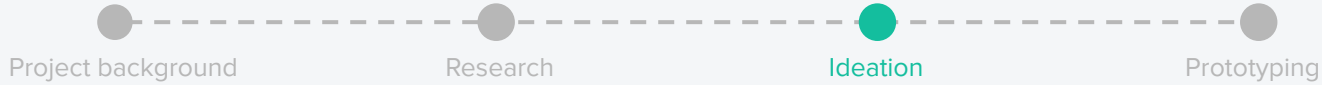
- Self-tests for mental illnesses & well-being
- Short, anonymous, free
- Help users discover their likelihood of having a mental illness before seeing a doctor
- Provides list of symptoms that can help users who are nervous about what to say during an appointment
- Encourages and educates users on how to get help



3 main solutions

2. RESOURCES

- E.g. Links to support lines, referral services, support groups
- Multiple resources on one page targeted towards providing mental health support to users in British Columbia
- Help users find guidance that is nearby more easily
- Contact info for mental health organizations so users can easily call/message them without having to search on their own



3 main solutions

3. EDUCATION ON HOW TO SUPPORT OTHERS

- An organized page dedicated to guidance on how to help others experiencing a mental illness
- Help users learn how they can provide support for those they care about
- HereToHelp already has a variety of reliable info on how to support those you care about on their website

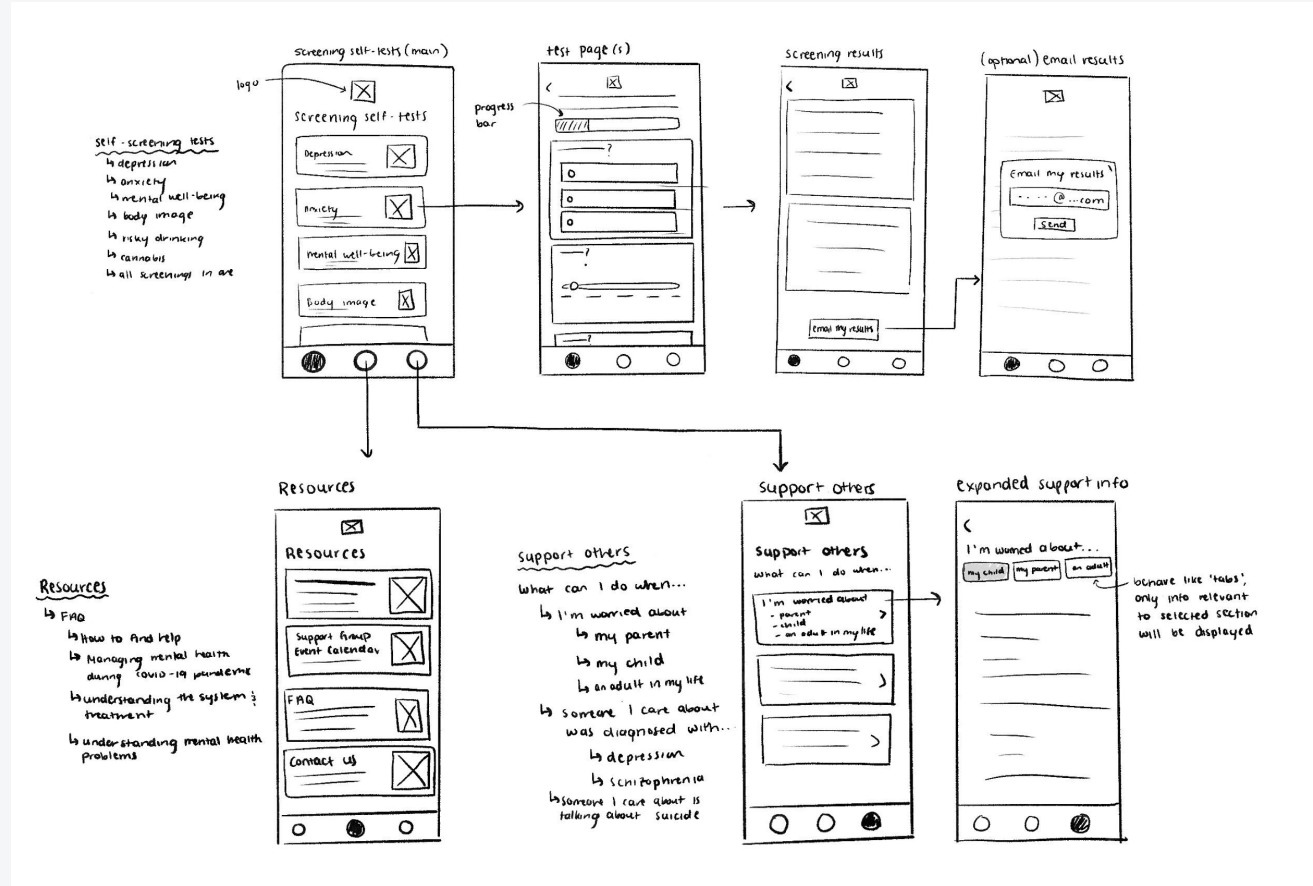
Project background

Research

Ideation

Prototyping

Low-fidelity user flows



Project background

Research

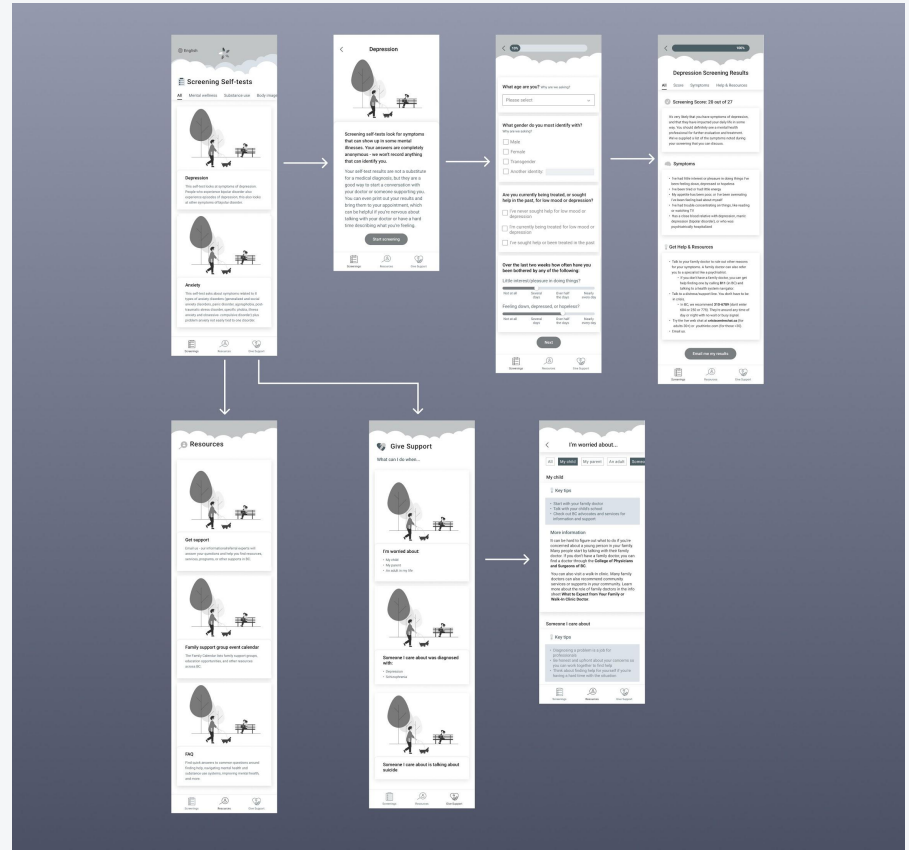
Ideation

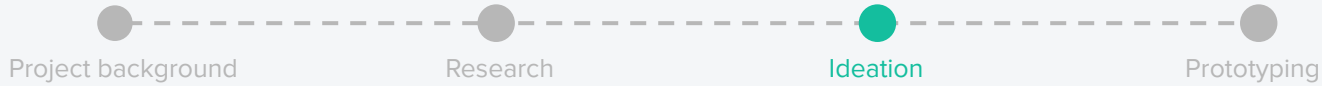
Prototyping

Mid-fidelity user flows

Mid-fidelity designs also took into account user feedback from the surveys and tests

E.g. added progress bar to the self-test so users can see how far into the test they are





Mid-fidelity usability testing

I asked 5 users to perform 2 tasks:

- Find & complete a self-screening test
- Find a link to a support resource

Prototyping

Project background

Research

Ideation

Prototyping

High-fidelity designs

- Added color and branding to the app based on the website UI
- Based on user feedback, tweaked colors to improve accessibility & meet contrast requirements
- Added certain UI elements to give a more approachable look and feel (e.g. clouds in header)



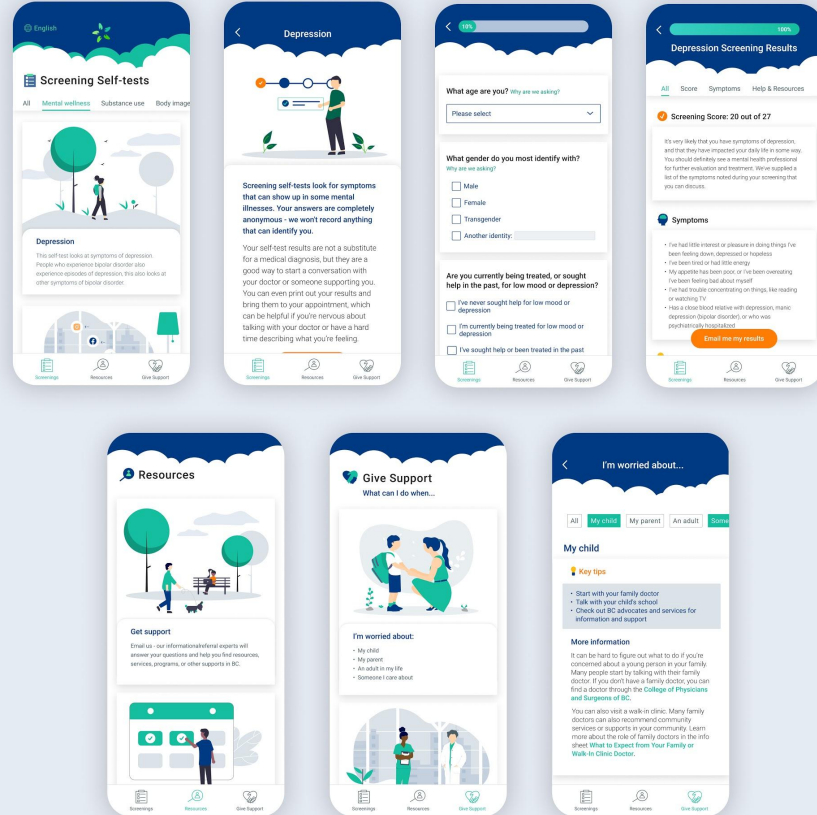
Project background

Research

Ideation

Prototyping

High-fidelity designs



Project background

Research

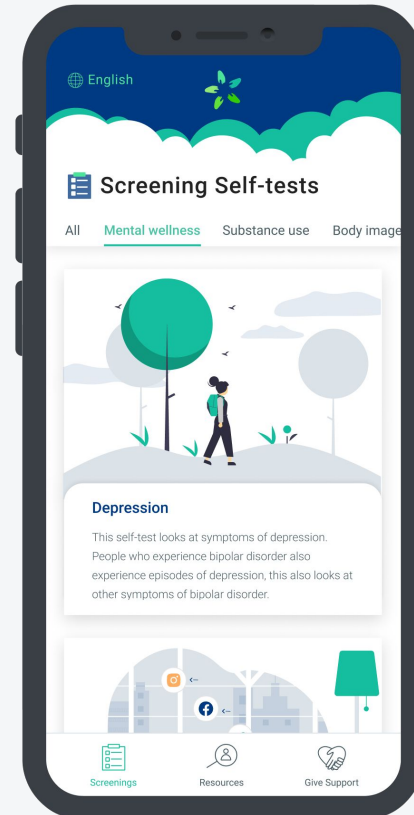
Ideation

Prototyping

Prototype demo

- <https://vimeo.com/522207431>
- [Figma interactive prototype](#)

Note: Self-screening test is shortened for the purpose of this demo



Reflection

What I Learned

Given time, do a competitive analysis:

- There are many apps targeted towards mental health support in the market
- Competitive analysis could allow me to define functions that existing apps have/lack
- Identifying strengths/weaknesses in other apps that could help me improve my design

Future steps

Expand to other provinces

- Expand services to other provinces in Canada
- Give user the option to indicate their location at the beginning of the experience

Future steps

More usability testing

- Test high-fidelity designs for accessibility and usability
- Implement feedback from tests into further design iterations

Thank you!