



The University of Texas at Austin  
McCombs School of Business

# Telehealth & Well-Being

## Ideating, Prototyping, & Testing

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# Challenge Statement

How might we increase awareness of telehealth technologies among M.S. students to encourage the adoption rate of these technologies?



**How might we increase the adoption rate of telehealth technologies among M.S. students to encourage them to be more proactive in their health management?**



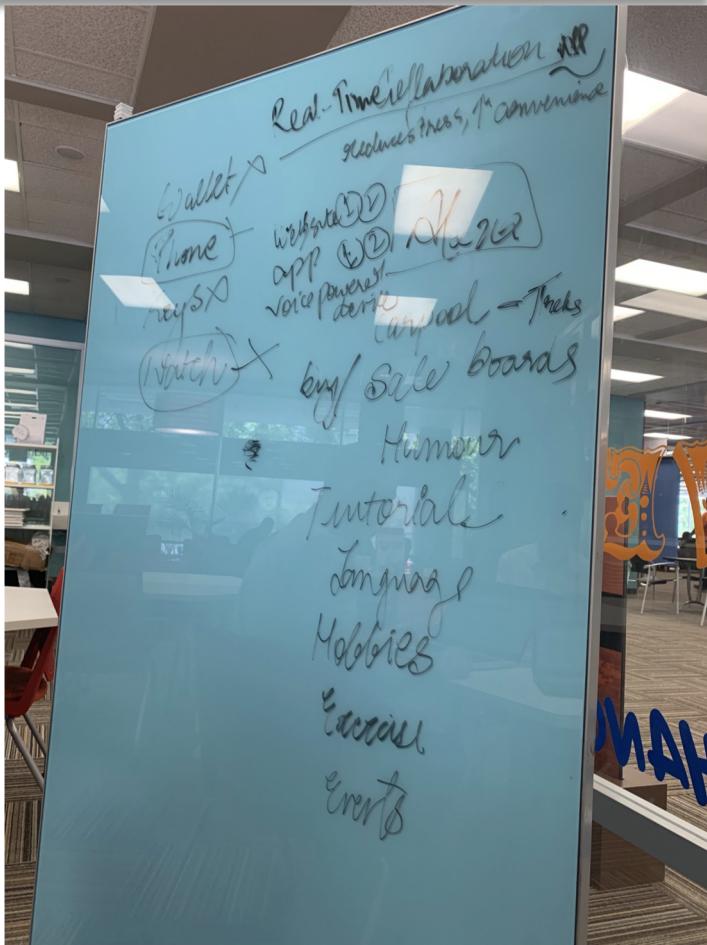
How might we make the adoption rate of telehealth technologies higher than that of traditional health care methods for M.S. students so that they are more motivated to improve and maintain their well-being?



How might we make adopting telehealth technologies more cost effective for M.S. students to overcome the mental barrier associated with paying for telehealth technologies?

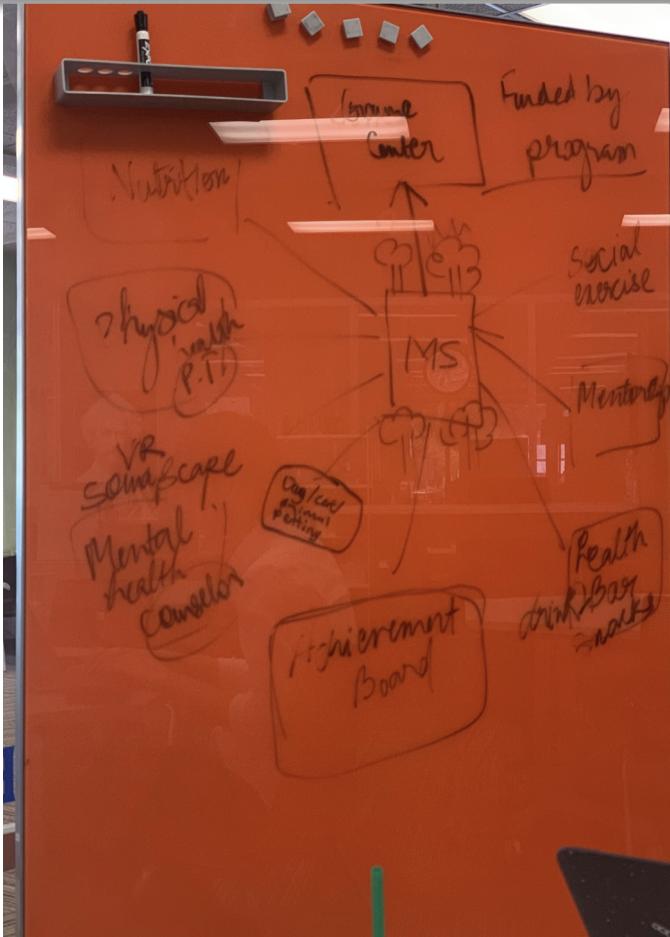
# Idea 1: “Bounce” (App)

- Improved (vs Slack), effective, collaborative well-being management tool for MS students
- Convenient - Purpose to make life easy
- Address stress triggers
- Encourages collaboration among students
- Increase productivity in teams and individuals
- Primarily focuses on mental and social aspects but helps improve physical well-being as well through student-scheduled events
- For the students, (Built) by the students, Of the students
- Possibility to integrate external popular telehealth technologies within this app for easy access and targeted content



## Idea 2 - “Flow/Ace” (Social hub)

- Considering your feedback on our Challenge statements, we decided to re-orient our ideation towards the needs, aspirations and priorities of the research participant's first and foremost and design a solution which would address their challenges revolving around how to **balance** physical, social and emotional well-being in a stress-free manner
- Our research strongly indicated that over time participants lose interest and motivation to routinely use technology tools for health management
- So we ended up ideating a physical space which would **help the students live a healthy lifestyle in the most convenient manner**
- Strong emphasis on socializing - Variety of activities and resources for students to utilize and take care of themselves
- *Ideally* university sponsored/funded



# Inspiration behind Idea 2

## Wellbeing Priorities of The BusyBee's

Spend quality time with friends

Stay fit and eat healthy

Stay on top of their academic and  
job search to-do list

Leisure time for games or  
entertainment

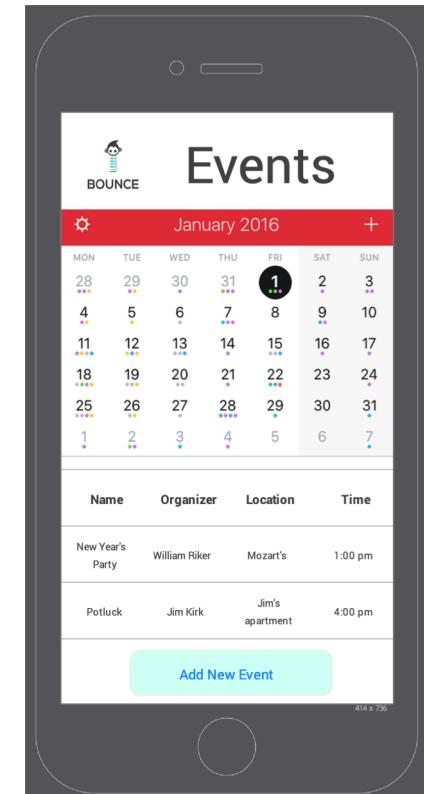


De-stress

# Idea 1: Bounce - Features & Prototype Visuals

## Feature 1: EVENTS

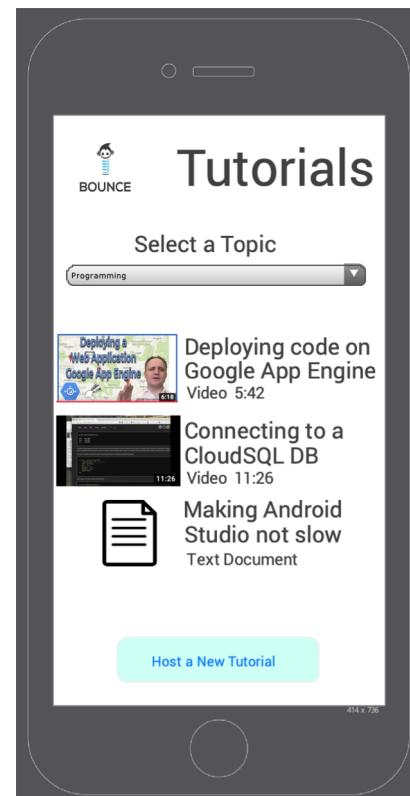
- Student organized events that get MS students together to **socialize** and have a good time
- **Social** (potlucks) or **professional** (go to a career fair)
- Select an existing event to attend or create a new one



# Idea 1: Bounce - Features & Prototype Visuals

## Feature 2: TUTORIALS

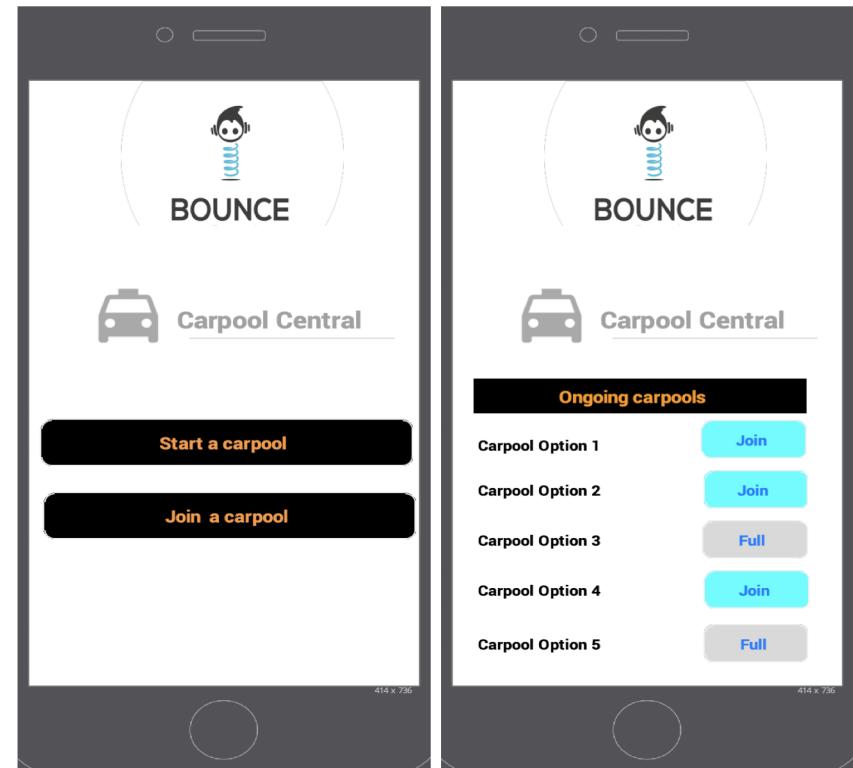
- Student created tutorials for a variety of subjects
- Can be in a video format or text based
- Designed to help MS students better understand concepts from their classes than external sources because they are created by other students



# Idea 1: Bounce - Features & Prototype Visuals

## Feature 3: CARPOOL CENTRAL

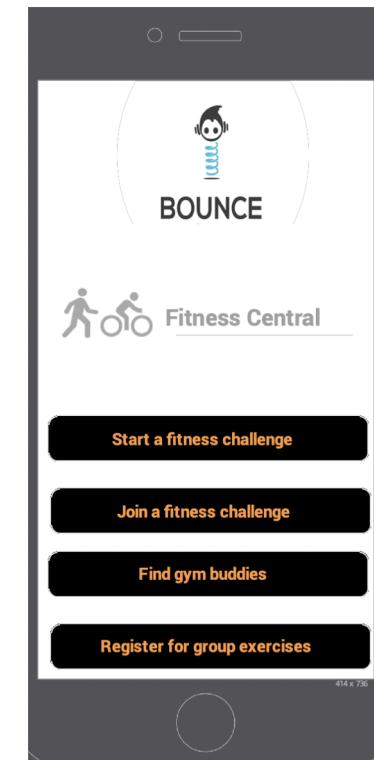
- Start a carpool thread to find co-riders for self-driven cars or taxis; **save money and bond while commute** at the same time
- Join a carpool thread with known people at any time of the day; **No mental tension** due to unknown passengers



# Idea 1: Bounce - Features & Prototype Visuals

## Feature 3: **FITNESS CENTRAL**

- Start a fitness challenge and use **healthy competition** from your classmates to your advantage
- Join a fitness challenge hosted by another classmate and **bond over exercise.**
- Find gym buddies to work out with regularly, ideate over a treadmill, share knowledge/gossip while cycling
- Register for group classes - hosted by university gym or other external websites like meetup etc. (**Integration from external application**)



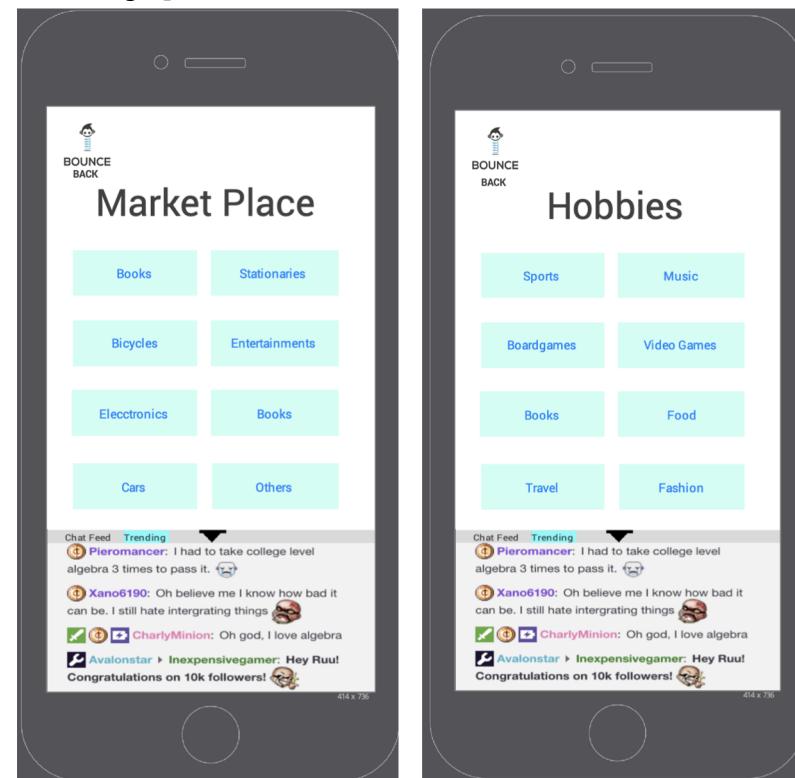
# Idea 1: Bounce - Features & Prototype Visuals

## Feature 6: HOBBIES

- Student created different hobbies group
- Student join a hobby group to connect with students with similar interest
- Student connects by joining events which are hosted by another classmate and connect over activities.

## Feature 5: MARKET PLACE

- Student sell second handed items through the platform
- Create a trustworthy ecosystem for Master Student



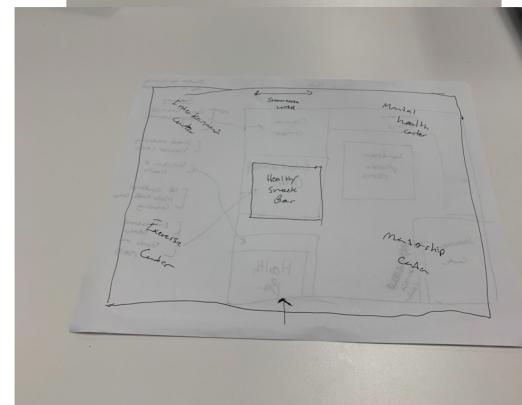
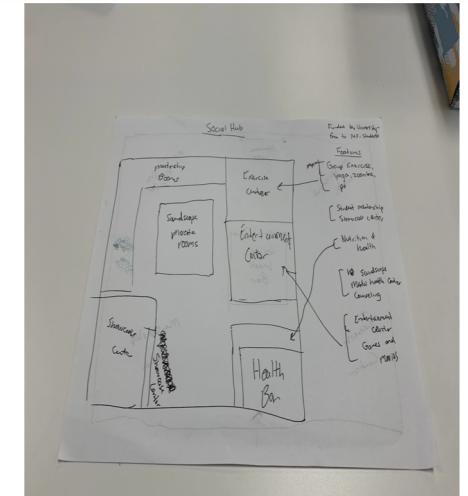
# Idea 1: Bounce - Strengths & Weaknesses

- + **Customized** tool for Master students; caters to all their well-being objectives
- + Easily accessible and **curated content** by MS student body
- + Encourages **student-student interaction and knowledge transfer**
- + Usable for a **variety** of activities
- + **24/7 support and availability** - Companion to the student at all times
- + **One stop shop** for all your well-being needs
- + **Peer adoption to drive usage**
- An additional website and app for students to engage with (Not if it replaces Slack)

# Idea 2: FLOW(Social Hub) - Features

Wide, open-space fostering collaboration, relaxation, learning and fitness

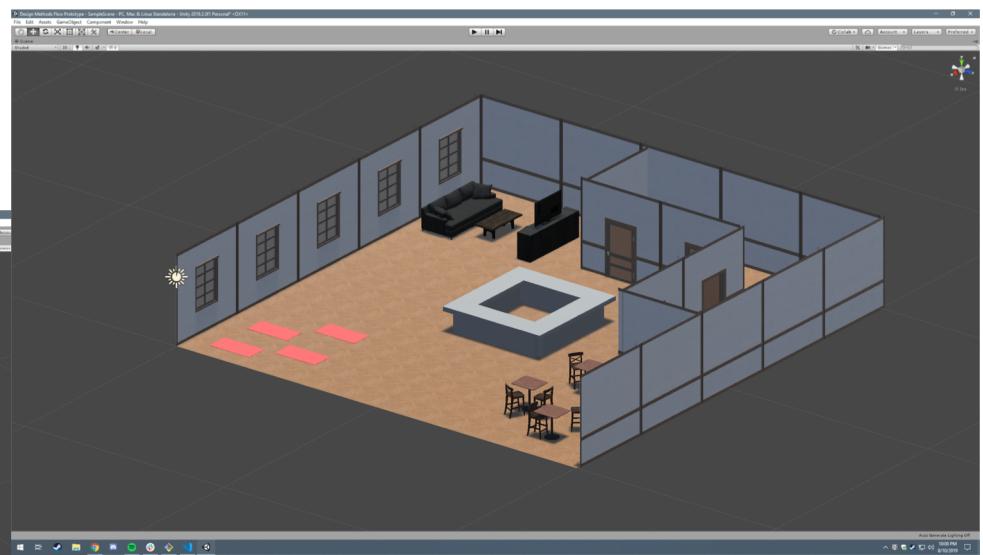
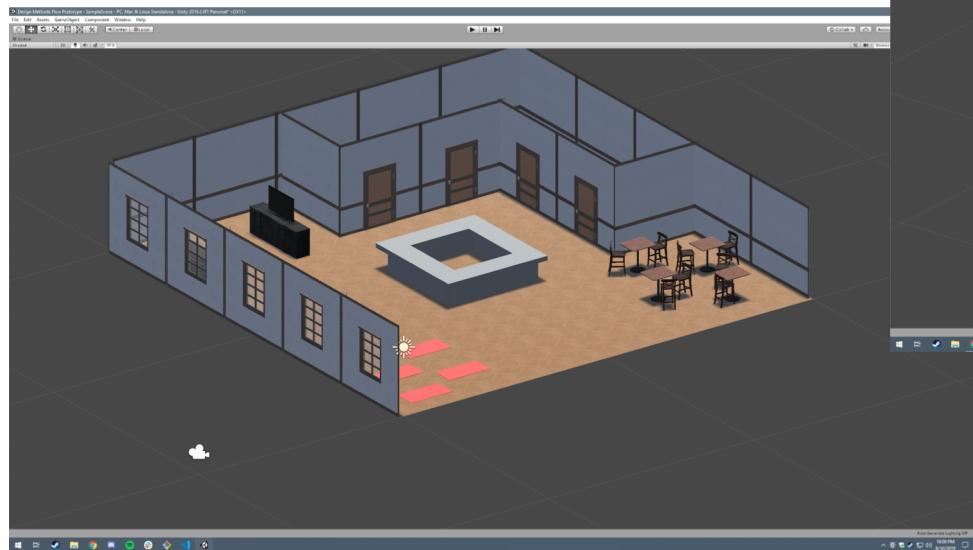
- **Academic Center**
  - Project Showcase Center - Students can showcase their projects
  - Find a mentor
- **Nutrition Center**
  - Health Bar, drinks and snacks - at the center, designed to mimic popular bar designs
- **Physical Health Center**
  - (Personal Trainer)
  - Open space gym for quick workouts (inspired from 7 minute workouts)
- **Mental Health Center**
  - Consult a counselor
  - Heal your soul with VR sound scape
  - Pet an animal
- **Entertainment Center**
  - Games that encourage innovative and creative thinking
  - Board games,

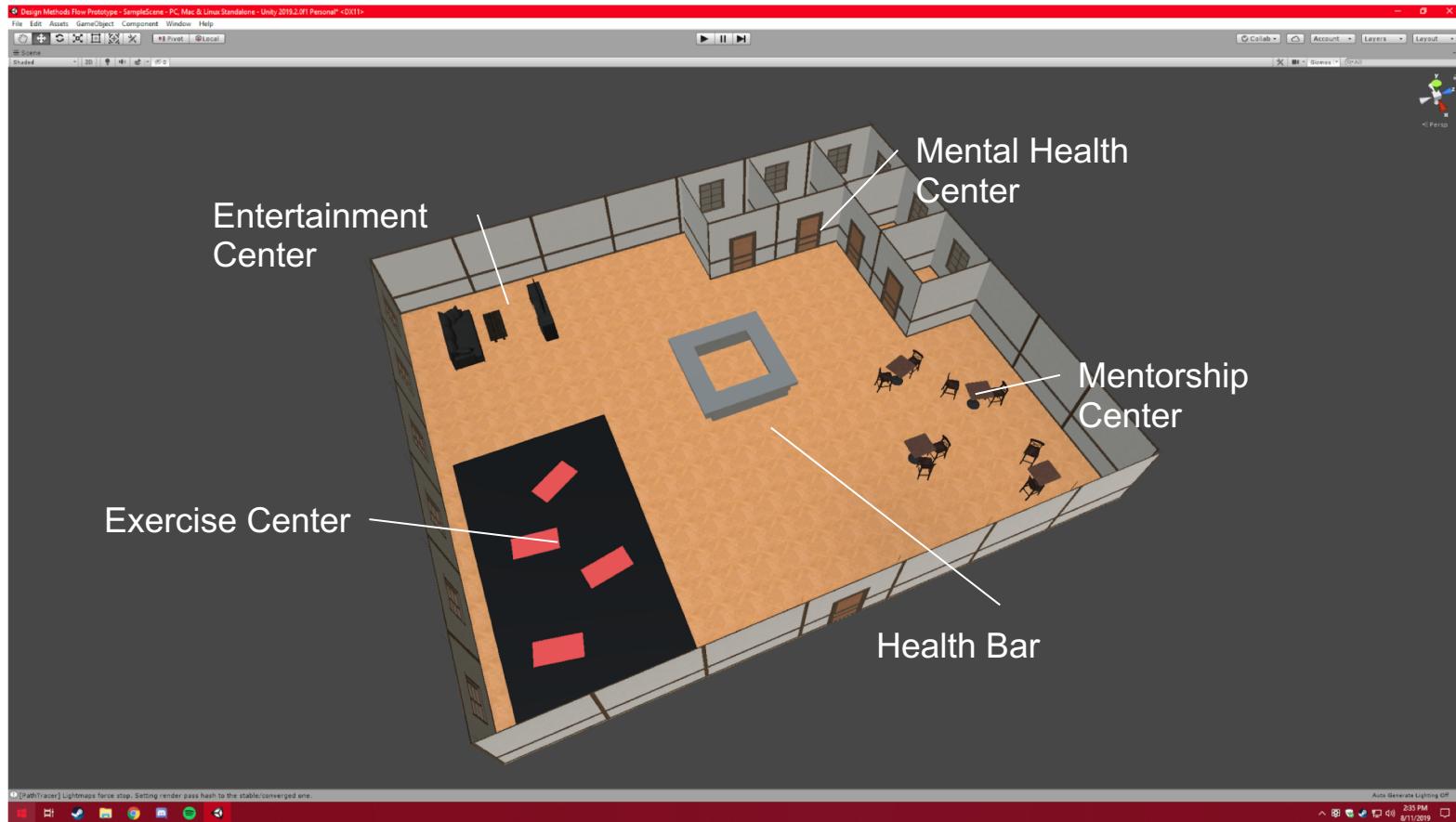


## Idea 2: How the Social Hub Addresses The Problems

- Having a physical space on campus for M.S. students to focus on all aspects of their well-being will be more convenient - don't need to leave school to be able to learn and manage their well-being
- Addresses all aspects of their well-being - mental, social, and physical
- Funding by the University would make this a free space
  - Being nearby and free gives students the almost no barriers to entry
  - Encourages them to come to the space and keep coming back
- Provides a distraction from the stresses of being an M.S. student through healthy vectors
  - Games with purpose
  - Meditation center / soundscapes
  - Exercise
  - Healthy snack bar

# Idea 2: FLOW - Prototype Visuals









## Idea 2: Flow - Strengths & Weaknesses

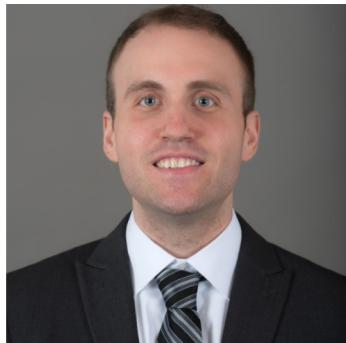
### Strengths

- Makes health management a peer-driven activity
- Makes health management fun and collaborative
- Addresses the social desire for M.S. students
- Highly accessible and convenient - will encourage students to use it on a daily basis

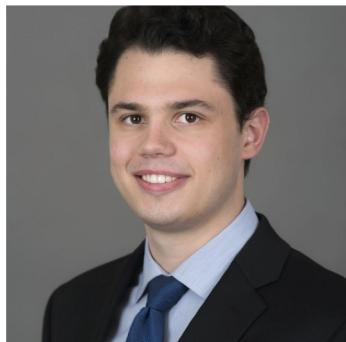
### Weaknesses

- Unlikely to be funded, may put extra cost onto students
- Not available 24/7

## Phase 3 - Reflections



“We came up with some really good ideas. We had to deviate a little from our challenge statement after seeing the feedback from phase 2 and discussing ideas, but, I think it's for the best because we were able to come up with better ideas.” - Sam Bell



“I think we came up with a couple really creative ideas, and while we diverged from our original context a bit, I think the solutions we came up with solve the actual problems M.S. students face with regards to their well-being” - Malik Ouda

## Phase 3 - Reflections



"I am glad that we were able to create a visual prototype to represents our ideas, despite we drifted a bit away from our challenge question, our solution are able to address more stress and challenges that are faced by Master student." - Hao Lun Colin Chu



"Once we stepped into the persona's shoes, ideation discussion flowed more naturally. Our ideas and prototypes will positively help Masters students adopt proactive health management techniques in the most convenient manner possible" - Chetna Singhal