**Project Brief:**

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As the world has become more aware of mental illnesses, society and the individuals in it have gained the ability to identify or at least acknowledge their own mental well-being. However, just recognising these issues is not enough to overcome mental struggles throughout their lives. Seeking help from professionals or even others who have dealt with similar issues can provide a support system for individuals dealing with these issues.  Information regarding these struggles can also provide frameworks for dealing with mental illnesses for people who are unwilling or not ready to seek help from others.

**Goals:**

The goal is create a mental health service that is quick and easy for the user to navigate and will help reduce their mental health problems.

**Design Inspirations:**

This design revolves around navigating a user to a general information page about the specialists they could book or contact. As such, the technologies to be used across the domain are, cards for simple navigation and as a way to convey information to the user effectively and efficiently. Additionally, there could be a success stories forum and forms may be used for the registration page for bookings as well as a streaming service for online meetings with the specialists. These will help the user meet in person with an expert, who can significantly mitigate their problems and give personalised advice on how to improve their mind. The technology can help improve activity in the domain by increasing retention of users, but the aim of the website is to improve users such that they don’t need to use the website as much. As such, it would be ideal for the activity of recurring users to be more around using the resources and general health advice as a reference for the upkeep of their health. So the specific type of activity that the technology would improve would be the conversion rate of new users.

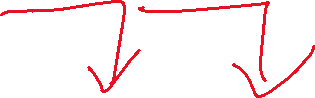
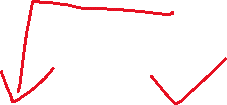
**Business Assumptions:**

I believe the users have a need to reach relevant information, quickly, especially in the context of the team domain, which is a Mental Health service, as that can help struggling users be more likely to improve themselves. My initial users are those who have mental health problems or general stress and anxiety. The primary value the users desire from my website is help specific to mental health problems, that is readily accessible. Additionally, they can seek professionals through my website by looking at mental health specialists and creating bookings with them. As this sort of domain is more about helping people, it is non-profit. Thus, most of the money would come from donations and organised charity events. Primary competition in this market would be other mental health resource aggregators and general mental health advice websites. My website can be better specifically because the website provides a simple service to connect with professional therapists, psychologists and psychiatrists. The biggest product risk would be the operational risk of running a booking service as it is quite difficult and costly to stream a meeting with an expert. This would be solved through using a third-party service, like Zoom, for online meetings and calls. We will know we have reached success as the user would be using the site less, as they ideally should have their mental health improved. Another assumption that if proven false, could result in our failure, is how we get new users to the website. While we want older users to use the site less for direct help, and more as a reference for keeping good mental health, we also want those users to recommend this site to other users who may struggle with similar problems.

**MVP Outline:**

This first MVP is a page with cards that give brief information about each of the specialists. There is a navigation bar at the top and a footer at the bottom to complete the general structure of the site. This navigation bar and footer are rudimentary as of now due to no skeleton of the domain. Each specialist card will link to another page which give further details about that specialist and their contacts. This MVP is designed to address the needs of users outlined in the personas. This need being a way to communicate the users mental health struggles to a professional, in a convenient and fairly quick manner. The cards allows for this by condensing each specialist’s expertise and practice, so the user can find who they want in a short amount of time.

**Information Architecture:**



Specialist Details Page 3

Specialist Details Page5

Specialist Details Page 1

Specialist Details Page 2

Specialist Details Page 4

Specialist Card 4

Specialist Card 2

Specialist Card 1

Specialist Card 5

Specialist Card 3

Specialists Page

Home Page

**Hypothesis:**

We believe that user retention and satisfaction will be increased if users who are emotionally or mentally suffering, have reduced stress with the use of the mental health service.

We will know if we are right or wrong based on the following feedback from the health services market.

The kind of qualitative feedback that would test our hypothesis would be getting feedback from users, such as a survey at the end of a consultation session. A page with success stories from patients who are on the right track, or have recovered can also give feedback on how the process of their recovery was, and what helped on the site. On the other hand, quantitative feedback for the hypothesis would be website analytics, like the number of clicks on each page and which pages the most commonly accessed. These can also be used as key performance indicators. The main key performance indicator change that is important to our site, would be the conversion rate of users who use the booking service and the retention of users on the booking service. One other key performance indicator change for our website would be if the recurring users decrease and if new users increase.

**User Assumptions:**The user is someone with severe anxiety, who gets overwhelmed in social settings, keeping themselves alone on their desktop PC as a result. Our product can fit in their life by addressing their anxiety and help them reduce it. This would done through giving general advice and direction with our resources. Additionally, booking service can help the user speak with a health professional to reduce their anxiety more effectively. The booking service would be used during the day as any person, not just the experts, would not do their job 24/7. However, the mental health resources and general advice can be accessible at any time. The information about each expert is important, as the user should be able to have a good idea of which specialist they want at a glance. Thus, the product should look simple and clean. The product should also behave smoothly, with few clicks and interactions to their destination. From these user assumptions, I realised that we needed a persona that was struggling with a mental health condition, and wants to navigate our website with effective ease. This meant the persona would represent a young user, as one of the most common demographics of people with stress and anxiety are teenagers. So they would also attend school, which would be a major source of their stress.

**Persona 1:**

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| **Q1 – Demographic Data:**  Who?  **Name:** Sam Michaels  **Age:** 17  **Gender:** Male  **School Level:** High School | **Q2 – Objectives and Necessities:**  What?  Sam wants to fine a site that can help them with their severe anxiety. They want to be able to find the necessary information to deal with this without much hassle.  He wants to find a professional who may offer greater assistance than looking through resources. |
| **Q3 – Behaviour and Preferences:**  How?  Sam spends most of his time browsing articles on a desktop PC.  He takes part in online discussions semi-frequently. When he does, he always prefers to be as anonymous as possible. | **Q4 – Difficulties**  Dislike?  Sam is very uncomfortable with opening up about his anxieties and insecurities.  He does not like to read through walls of text when he looks for a specific thing, he prefers a minimalist design. |

**Persona 2:**

|  |  |
| --- | --- |
| **Q1 – Demographic Data:**  Who?  **Name:** Niamh Walters  **Age:** 29  **Gender:** Female  **Occupation:** Accountant | **Q2 – Objectives and Necessities:**  What?  Niamh is undergoing a very stressful period of her life where she has a heavy workload while moving houses to be closer to her workplace.  She wants to improve her mental health by looking for a site with a fast, simple interface that will get her to the proper resources. |
| **Q3 – Behaviour and Preferences:**  How?  Niamh prefers doing her casual activites on mobile and most of her professional work on a desktop PC.  She is not very educated on where to find help and who, so she prefers to find something that helps aggregate this information to her. | **Q4 – Difficulties**  Dislike?  Since she is moving houses, paying for a therapist is not financially sustainable for her.  She also does not know how to open up conversations about stress and mental health due to her lack of education on this subject. |