Project Brief – Template

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The problem context of creating a website for mental health users is that we need to provide accessible and reliable resources and support to individuals who may be struggling with mental health issues. Mental health is a crucial aspect of overall well-being, and providing safe and supportive spaces for individuals to seek help and support is essential. Some of the challenges involved in creating a website for mental health users include ensuring user privacy and security, providing accurate and reliable information, and designing a user-friendly interface that is accessible to individuals with different needs and abilities. Additionally, it is important to provide a range of resources and support options, such as counseling services, self-help tools, and community forums, to accommodate the diverse needs of users. Overall, the goal of creating a website for mental health users is to provide a safe and supportive space where individuals can find the resources, they need to improve their mental health and well-being.

**Design Inspiration**

Various technologies are currently being used in the domain of mental health websites. Some of the common technologies are web development frameworks, front-end technologies, and tracking tools. The web development framework is frameworks like Ruby on Rails, Django, and Laravel are popular among web developers for building websites and web applications as they provide pre-built modules and functionalities, which can save development time. Moreover, front-end technology is an example of HTML, CSS, and JavaScript used to build the front end of websites, as they offer powerful tools for creating responsive and interactive user interfaces. Analytics and tracking tools like Google Analytics and Hotjar are used to monitor website traffic and user behaviors, which can help in improving website performance and user experience.

Technology can be used in several ways to support mental health, including self-monitor tools, online counseling, and support communities. Online counseling and therapy is the technology that can enable individuals to access counseling and therapy services remotely through video conferencing, chatbots, or mobile apps. This can increase accessibility and reduce barriers to accessing mental health services, such as stigma or lack of transportation. Additionally, mobile apps, wearable devices, and web-based platforms can be used to provide self-help resources and track mental health symptoms over time. These tools can help individuals to manage their mental health and monitor their progress toward recovery. Furthermore, online forums, social media groups, and other digital platforms can be used to create supportive communities for individuals experiencing mental health issues. These communities can provide a sense of belonging and connection, which is crucial for maintaining good mental health.

Technology can integrate people and the domain of mental health in several ways, including accessibility improvement, community building, and collaboration. Technology can make mental health resources and support more accessible to people who may not be able to access them otherwise. For example, individuals in rural areas or with mobility issues can access mental health services remotely through teletherapy or mobile apps. Moreover, for community building, technology can facilitate the creation of online communities for individuals with shared experiences and interests. These communities can provide support, education, and resources to members and help reduce feelings of isolation and stigma. Therefore, technology can enable collaboration among mental health professionals, researchers, and community members, which can help to advance understanding of mental health and improve service delivery.

Technology can help people improve their activity in the domain of mental health by providing access to resources, support, and interventions that can promote mental health and well-being. There are some specific ways that technology can help individuals improve their activity in this domain. Firstly, increasing access to mental health resources can help people because technology can provide easy access to a wide range of mental health resources, including information about mental health conditions, self-help tools, and therapy services. This can help individuals to better understand and manage their mental health. Secondly, remoting access to mental health services is significant to residents. Technology can enable individuals to access mental health services from anywhere, including their own homes. This can reduce barriers to seeking help, such as stigma or lack of transportation, and enable individuals to get the help they need when they need it. Lastly, online support services and communities are important for mental health patients.  Technology can facilitate the creation of online communities for individuals with shared experiences and interests. These communities can provide support, education, and resources to members and help reduce feelings of isolation and stigma.

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# **Assumptions Worksheet – Template ideas**

Business Assumptions

I believe mental health users need to access information, access to mental health services, and personalized support. Mental health users may need access to accurate, reliable information about health conditions, treatments, and self-care strategies. Moreover, mental health users might need mental health services such as counseling, therapy, and medication management from doctors and staff.

These needs of mental health users can be addressed through various means, including technology-based solutions, traditional mental health services, and community-based support. Technology can provide mental health users with access to information, online resources, and support networks that can help meet their needs. Mobile apps, online therapy services, and peer support groups can all be accessed through technology. Additionally, mental health users can access traditional mental health services, such as counseling and therapy, through in-person appointments with mental health professionals. Furthermore, community-based organizations, support groups, and advocacy organizations can provide mental health users with peer support, information, and other resources.

My initial users are Individuals experiencing mental health symptoms or conditions, such as anxiety, depression, bipolar disorder, or schizophrenia. Moreover, individuals who have previously received mental health treatment or counseling and are seeking ongoing support or resources can also be initial users. Furthermore, family members or caregivers of individuals with mental health conditions who are seeking information, resources, or support for themselves or their loved ones can be initial users.

Based on the needs of mental health users, the #1 value that a user may want to get out of the website is likely to be access to reliable and accurate information. Mental health users may be seeking trustworthy information about mental health conditions, treatments, and self-care strategies. They may want to feel informed and empowered to make decisions about their mental health care.

In addition to the primary value of access to reliable and accurate information, users of a website for mental health may be able to get a range of additional benefits, including access to mental health resources and tools, peer support and community, access to mental health professionals, and reduced stigma and increased awareness. Users may be able to access a variety of mental health resources and tools, such as self-assessment quizzes, mood trackers, and guided meditation or relaxation exercises. Moreover, users may be able to connect with others who are experiencing similar mental health challenges through online support groups, forums, or chat rooms. Furthermore, by providing accurate information and resources about mental health, websites for mental health can help reduce stigma and increase awareness about mental health issues.

Acquiring users for a website for mental health can be a challenge, but several strategies can be effective. Some potential ways to acquire users for a website for mental health include social media marketing, paid to advertise, and collaborating with health partners. Promoting the website through social media channels can help raise awareness and attract new users. Moreover, investing in paid advertising, such as Google Ads or Facebook Ads, can help to drive traffic to the website. Furthermore, collaborating with mental health organizations, mental health professionals, or other relevant organizations can help to reach new audiences and build credibility for the website.

Monetizing a website for mental health can be challenging since the primary focus is on providing support and resources to users rather than generating revenue. However, several strategies can be used to monetize a website for mental health while still maintaining the integrity of the mission and serving the needs of the users. Some potential ways to make money from a website for mental health include advertising, affiliate marketing, sponsored content, and donation. Firstly, displaying relevant advertisements from mental health-related brands or organizations can generate revenue from the traffic of the website. Secondly, promoting mental health products or services and earning a commission on any resulting sales can be a way to generate revenue. Then, creating sponsored content, such as blog posts or videos, for mental health-related brands or organizations can provide a source of revenue for the website. Lastly, accepting donations from users who value the content of the website and services can help to support the operations of the website and its growth.

The market for websites focused on mental health is growing, and there are likely to be several competitors in this space. The primary competition for a new website for mental health will depend on the specific niche or focus of the website. There are some competitors in the market of mental health websites such as established mental health organizations, mental health apps, and wellness websites. There are several established mental health organizations, such as the National Alliance on Mental Illness (NAMI) or the American Psychological Association (APA), may have established websites with a wealth of resources and information for users. Moreover, mental health apps, such as Headspace or Calm, offer meditation, mindfulness, and other mental health-related resources that could be seen as competition for a website focused on mental health. Therefore, general health and wellness websites, such as WebMD or Healthline, may also have mental health sections or resources that could be seen as competition.

To be successful in the market for websites focused on mental health, a new website will need to differentiate itself from competitors and provide unique value to its users. There are some potential ways that a new website for mental health could be better than the competition such as user-centric design, access to experts, and technology. A website that is designed with the needs and preferences of mental health users in mind, including easy-to-navigate menus, user-friendly interfaces, and customizable features, can provide a better user experience than competitors. Moreover, providing access to mental health experts, such as therapists or counselors, through online counseling or coaching services, can provide a unique value proposition for the website. Furthermore, utilizing the latest technology and tools, such as AI-powered chatbots, virtual reality experiences, or personalized content recommendations, can provide a cutting-edge user experience and differentiate the website from competitors.

There are several potential product risks for a new website for mental health. Lack of user adoption, user privacy, and limited access to mental health experts. A new website for mental health may struggle to gain traction and attract users, particularly if there is a lot of competition in the market or the website does not offer a unique value proposition. Additionally, mental health is a sensitive and personal topic, and users may be hesitant to share their personal information or health data with a new website. Ensuring strong data security measures and transparent privacy policies will be critical to building user trust and confidence. Therefore, If the website plans to offer online counseling or coaching services, it may be challenging to attract and retain qualified mental health professionals to the platform. The website's value proposition may be weakened without access to qualified experts.

There are some ways to mitigate the product risks of a new website for mental health. Firstly, providers can conduct extensive market research to understand the needs and preferences of mental health users and identify gaps in the market that the website can address. Secondly, developing a strong value proposition that differentiates the website from competitors and provides compelling reasons for users to adopt and engage with the platform. Then, providers can prioritize user privacy and data security by implementing robust data protection measures, including encryption, firewalls, and user consent mechanisms. The website should also provide clear and transparent privacy policies and terms of use. Lastly, investing in high-quality technical infrastructure ensures fast page loading times, minimal downtime, and smooth user experiences. The website should also conduct regular testing and debugging to identify and resolve technical issues as they arise.

To measure the success of a website for mental health, you should look for changes in user behavior that indicate that the website is achieving its goals and delivering value to its users. There are some potential changes in user behavior to look for increasing user engagement, improve mental health outcomes, and increase referrals. Users are spending more time on the website, interacting with its features and tools, and leaving positive feedback and reviews. Moreover, users are reporting improvements in their mental health, such as reduced stress, improved mood, and better coping skills, because of using the website's resources and tools. Furthermore, users are referring to the website to their friends, family, and social networks, indicating that they see the value of the website and are willing to recommend it to others.

In addition to the risks and success metrics outlined above, there may be other assumptions that, if proven false, could cause the website for mental health to fail. Some examples include an assumption about market demand, an assumption about competition, and an assumption about revenue streams. If there is not sufficient demand for a new mental health website, it may struggle to attract users and generate revenue. Moreover, if the website's competitors offer more comprehensive, user-friendly, or affordable mental health resources, it may struggle to compete in the market. Furthermore, if the website's revenue streams, such as advertising or subscription fees, do not generate enough income to sustain the platform's operation and growth, it may fail to achieve financial viability.

**Hypothesis Statement or User Stories**

"We believe that our website for mental health will provide a valuable resource for individuals struggling with mental health issues, empowering them to better understand and manage their mental health. We will know we are right when we see positive qualitative feedback from users expressing satisfaction with our platform's features and benefits, along with quantitative feedback indicating a significant increase in user engagement and improved mental health outcomes. Key performance indicators such as increased website traffic, longer average session duration, and higher user retention rates will also confirm the success of our website in achieving its goals."

**User Assumption**

The user of the website for mental health could be anyone who is seeking resources, support, and information related to mental health. However, it is important to define the target audience more specifically to ensure that the website meets their needs and preferences.

The target audience could include:

Individuals who are living with a mental health condition, such as depression, anxiety, bipolar disorder, or schizophrenia.

People who are experiencing situational stress or emotional distress, such as job loss, relationship problems, or grief.

Caregivers and family members of individuals living with mental health conditions are seeking information and resources to support their loved ones.

Mental health professionals, such as therapists, counselors, or social workers, may use the website as a resource for their clients.

Employers, organizations, or schools who are seeking mental health resources and support for their employees or students.

The website for mental health would ideally fit into the daily routine or life of the target audience as a valuable resource and support system for managing their mental health.

For example:

For individuals living with a mental health condition, the website could provide a safe and supportive online community where they can connect with others who are going through similar experiences, access educational resources on mental health, and learn coping strategies and self-care techniques.

For people experiencing situational stress or emotional distress, the website could provide practical tools and resources to help them manage their symptoms, such as guided meditations, breathing exercises, and cognitive-behavioral therapy (CBT) techniques.

For caregivers and family members, the website could provide information and resources on how to support their loved ones living with mental health conditions, such as tips for communication, self-care, and navigating the mental health system.

For mental health professionals, the website could serve as a resource hub, providing access to evidence-based treatment strategies, continuing education opportunities, and professional networking.

The website for mental health aims to solve various problems related to mental health, including:

Lack of access to mental health resources: Many individuals may not have access to mental health resources due to geographical, financial, or social barriers. The website can provide a platform for people to access mental health resources, support, and information from the comfort of their own homes.

The stigma surrounding mental health: Despite progress in recent years, there is still a significant stigma surrounding mental health. The website can help reduce this stigma by providing a safe and supportive community for individuals to share their experiences and connect with others who are going through similar struggles.

Lack of knowledge about mental health: Many people may not have a good understanding of mental health and may not know how to manage their symptoms. The website can provide educational resources, such as articles, videos, and webinars, to help people learn more about mental health and develop effective coping strategies.

Social isolation: Social isolation is a common problem for individuals living with mental health conditions. The website can provide a sense of community and connection, allowing individuals to connect with others who are going through similar experiences and feel less alone.

The product website can be used at any time and in various ways, depending on the needs of the user. Some potential use cases include crisis management, education, and daily self-care. The website can provide users with daily tools and resources to support their mental health and well-being, such as guided meditations, breathing exercises, and self-care tips. For crisis management, in times of crisis or high stress, the website can provide immediate support and resources to help users manage their symptoms and cope with their emotions. Moreover, the website can serve as an educational resource, providing users with information about mental health conditions, treatment options, and coping strategies.

The features that are important for the mental health website will depend on the target audience, goals, and the specific problems are trying to solve. However, some potential features could be important for a mental health website such as a resource library, assessment tools, mental health professional’s directory, and a reminder feature. A library of resources such as articles, videos, and podcasts can provide users with information and education about mental health, wellness, and related topics. Moreover, assessment tools can help users identify and track their symptoms, such as anxiety or depression, and provide personalized recommendations based on their results. Additionally, a directory of mental health professionals can help users find therapists, counselors, or other professionals in their area who can provide additional support. Therefore, a reminder feature can prompt users to engage with the site regularly and stay on track with their mental health goals.

The design and behavior of the mental health website should be tailored to the target audience and the goals of the website. There are some general guidelines to consider such as user-friendly, empathetic, accessible, visual design, and mobile-friendly. Firstly, the website should be easy to navigate and understand, with clear and intuitive labeling and instructions. Secondly, the website should communicate empathy and understanding for the struggles that mental health users may face. This can be done through language, imagery, and tone. Thirdly, the website should be accessible to all users, including those with disabilities or those who may have limited access to technology. After that, the website should have a visually appealing and cohesive design that supports the goals and messaging of the site. Lastly, the website should be optimized for mobile devices, as many users may access the site through their smartphones.

There are some examples of how the needs, behaviors, and goals of the target audience might lead to the creation of a persona.

Persona 1: Mary, a busy working mother in her 40s who struggles with anxiety.

Needs:

Convenient and accessible resources to manage anxiety.

Support and understanding from others who have experienced anxiety.

Tools to help her manage her time and balance her responsibilities.

Behaviors:

Searches for information and resources online during her free time

Values privacy and anonymity when seeking mental health support.

May struggle to prioritize her self-care amidst her responsibilities.

Goals:

Reduce her anxiety symptoms and improve her quality of life.

Connect with a community of individuals who understand her struggles.

Improve her ability to balance her work and personal life.

Persona 2: John, a college student in his early 20s who experiences depression.

Needs:

Easy-to-understand resources to learn more about depression and how to manage it.

Tools to track his mood and symptoms.

Support and understanding from friends and family.

Behaviors:

Spends a lot of time on social media and online forums seeking mental health support.

Values privacy and may be hesitant to seek professional help.

May struggle with motivation and keeping up with responsibilities.

Goals:

Reduce his depression symptoms and improve his overall well-being.

Feel more connected to others who understand his experiences.

Improve his academic performance and overall life satisfaction.

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| **Q1- Demographic Data**   * Mary * Busy working mother * 40s * Struggle with anxiety   ***Skills***   * Good listening skills | **Q2 – Objectives and Needs**   * Convenient and accessible resources to manage anxiety. * Support and understanding from others who have experienced anxiety. * Tools to help her manage her time and balance her responsibilities. |
| **Q3 – Behaviour and preferences**   * Searches for information and resources online during her free time * Values privacy and anonymity when seeking mental health support. * May struggle to prioritize her self-care amidst her responsibilities. | **Q4- Difficulties**   * She might get difficulty when accessing the website. * The financial of treatment might frustrate them. * She needs understanding from her family. |

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| **Q1 – Demographics Data:**     * Name: John * Age: 20s * A college student * Getting depressed   **Skills**   * Good singing skills * Know all kinds of instruments. | **Q2 – Objectives and Needs**   * Easy-to-understand resources to learn more about depression and how to manage it. * Tools to track his mood and symptoms. * Support and understanding from friends, and family. |
| **Q3 – Behaviour and preferences**   * Spends a lot of time on social media and online forums seeking mental health support. * Values privacy and may be hesitant to seek professional help. * May struggle with motivation and keeping up with responsibilities. | **Q4- Difficulties**   * He might get bad thinking due to depression. * His finances do not allow him to have traditional treatment. * He has too many assignments to do by himself without help from his teacher and friends |

**Your Design**

**MVP**

MVP is a minimum viable product and now I would like to show my own MVP.

**Homepage**

* Simple and clean design with a calming color palette
* A brief introduction to the website's purpose and mission
* Clear the navigation menu to other sections of the site.

**Resource Library**

* Categorized collection of articles, videos, and podcasts related to mental health and wellness.
* Search function to help users find specific resources.
* Ability for users to save and share resources with others.

**Community Forum**

* Private online forum for users to connect with each other and share their experiences.
* Moderated by mental health professionals to ensure a safe and supportive environment.
* Features like private messaging and anonymous posting to protect users' privacy.

**Mood Tracker**

* Simple tool for users to log their mood and other symptoms daily.
* Graphs and visualizations to help users track their progress over time.
* Option to share data with mental health professionals or trusted individuals for accountability and support.

**About Us**

* Information about the website's creators and team members
* Clear mission statement and values
* Contact form for users to provide feedback and suggestions.

My first minimum viable product (MVP) is an informative page for users to read and understand the definition of mental health, its causes, and the kinds of treatment. One of my personas wants to use only a simple navigation bar and another persona is looking for a simple informative page.

**Information Architecture**

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| **Homepage** |



**Submit your message to contact us.**

**Contact**

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**About**

**Showing information about our team**