

# Define Purpose & End Users

## Purpose of the website

Students find that help for mental health within our school needs to be more easily accessible and more talked about. Therefore, the purpose of my website is to create a website for Erewhon students that includes information and help for mental health all in one place. Also, the website will be a safe space to openly talk about mental health, destigmatising the topic

## Audience of the website (describe who will be using the solution)

My audience will be Erewhon student's, years 7-13. In the future, it potentially could be used by other schools around New Zealand if successful. Not only will students benefit from this website, but parents and teachers too. With improved student mental health, there will be less friendship issues, students will be happier and focus more on class.

## Specifications (what functional and aesthetic specifications that the solution may need to achieve)

### Must have:

- The psychologist's email and link to the booking form (must be obvious)
  - o Provide feedback to the user when an appointment is booked
- A page with all the useful helplines that students may need to contact help
- A simple layout that is easy to use for everyone and makes sense (hierarchy)
  - o The layout needs to be compatible with a range of devices and browsers
- Provide help on how to use the website if necessary
- A simple, clean and aesthetic design that doesn't overwhelm the user
- Provide security to keep information safe and secure
- Allow the user to get to the home page in one click

### Should have:

- Link to website from Erewhon Life and The Hub for more accessibility
- A diary/log where students can log their day
- A story section where students can read stories and experiences of other students
- A consistent colour theme throughout the whole website
  - o A limited colour palette of pastel colours so the website looks nice, simple and doesn't overwhelm the user
- Somewhere students can cancel or reschedule appointments

### Could have:

- User accounts with Erewhon email (profiles with saved information including appointments, daily logs)
- Be connected to the Erewhon App

### Won't have:

- Multiple language options

# Research

## UX Methodology 1: Competitive analysis

### Findings:

This step involves researching other current apps/websites solutions to my problem (mental health of students) and analyzing what did and didn't work for them as well as common features. This allows me to identify what features are common across the apps and what features I could carry across to my web app. The information is collected in a table like this one.

	App A	App B	App C	App D
Utilises additional device	Yes	No	No	No
Tracks movement	Yes	Yes	Yes	Yes
Has alarm	No	Yes	Yes	Yes
Dynamically chooses time to start alarm	N/A	Yes	Yes	Yes
Makes graph of sleep patterns	Yes	Yes	Yes	Yes
Suggests bedtime	No	Yes	No	No
Advertises better sleep habits	No	No	No	No

This will be helpful for me as I can compare and contrast different mental health websites and apps to find features I should include in my solution. I want my web app to be successful so in order to do this I want to include all the elements that are popular as well find gaps to within the competitors to implement my own ideas.

By performing a competitor analysis, I can identify gaps in the market, develop innovative ideas, uncover trends and have a more efficient, beneficial website.

The main steps are to determine who your competitors are, determine what features they offer, how they promote their solution, their user engagement and analyse their strengths, weaknesses and opportunities.

### My competitor comparison:

Feature	Depression.org.nz	Calm Harm	Calm	Mentemia	MHERC
Information	✓	✗	✗	✓	✓
Helplines	✓	✗	✗	✓	✓
Diary/log	✗	✓	✗	✓	✗
Stories	✓	✗	✗	✓	✗
Interactive activities	✓	✓	✓	✓	✗
Profile	✓	✓	✓	✓	✗
Mindfulness	✗	✓	✓	✓	✗

- <https://csfieldguide.org.nz/en/chapters/human-computer-interaction/user-experience/>
- <https://blog.hubspot.com/marketing/competitive-analysis-kit>

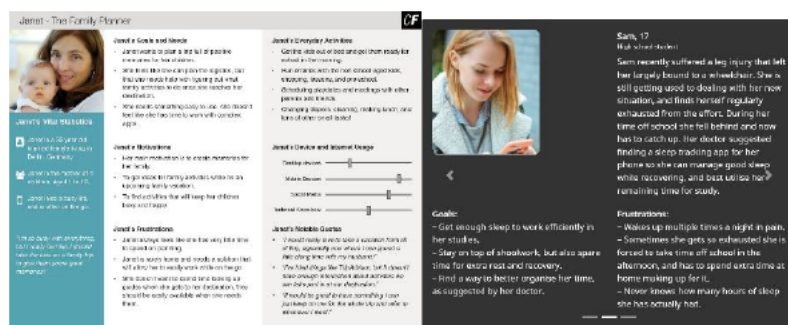
## UX Methodology 2:– user persona

### Findings:

This methodology involves describing a potential/hypothetical user persona that represents my target audience and what their behaviours would be when using the web app. This method helps you to step out of yourself and think from another character's perspective as opposed to your own which makes you more aware of your target audience's needs and expectations. We must consider what the potential user wants rather than what we want.

Personas are useful when considering the goals, desires and limitations of users. To do this we can develop user stories that tell a hypothetical story of how and why the user is using the app. In your user persona, you can include a header that sums up your character (name and photo). A demographic is important when developing and designing a potential user. You could include age, gender, education,

persona group, profession, interests, etc. You also want to include the users end goals, and a scenario saying how the user would interact with your website.



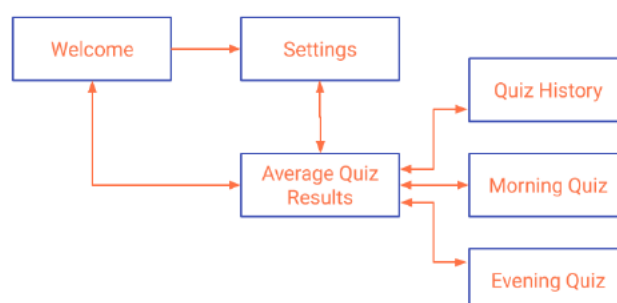
## References

- <https://csfieldguide.org.nz/en/chapters/human-computer-interaction/user-experience/>
- <https://careerfoundry.com/en/blog/ux-design/how-to-define-a-user-persona/>

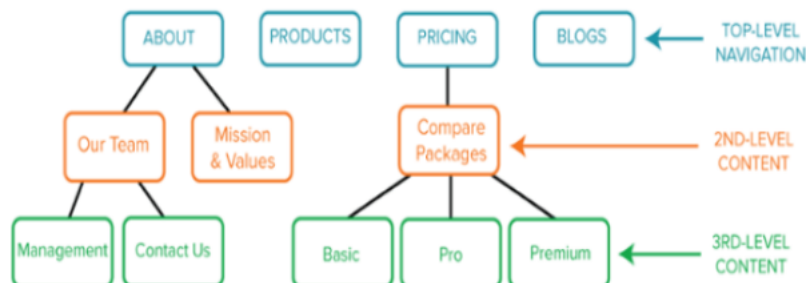
## UX Methodology 3:- build a site map

### Findings:

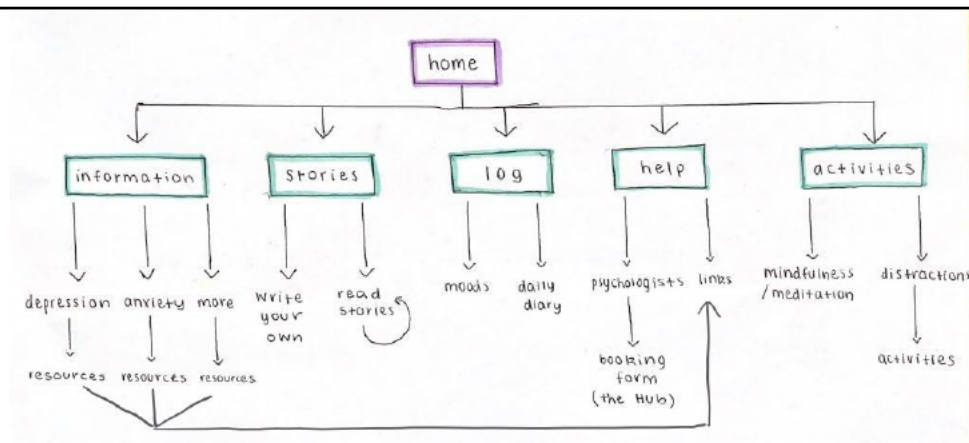
A site map is a simple representation of the features of an application and how a user would flow between pages. The site map should help you to see what pages and how many pages you need to design and how they will fit together. Site maps can be useful to visualise by drawing them out or using sticky notes. I believe that this would be a suitable and effective method to be used in my project as it gives a simple and clear representation of how the outcome will look and how the user will move between pages.



To create your site map, you need to review the structure of your pages. It starts with the home page and then you have to figure out where the homepage links to. You need to make sure it only takes at most three clicks to get to any page on your website to ensure for ease of use.



My sitemap:



#### References:

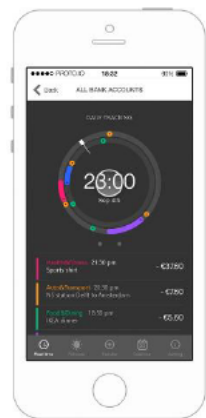
- <https://csfieldguide.org.nz/en/chapters/human-computer-interaction/user-experience/>
- <https://www.quicksprout.com/creating-website-sitemap/>

### UX Methodology 4: Usability testing with high fidelity prototypes

#### Findings:

Previously you should have made a low-fidelity prototype that tests the flow and basic functionality of the web app. The high-fidelity prototype, however, should appear and function very similarly to the outcome being released including fonts, colours, layout, etc. UI becomes a big focus. To create the prototype, you can use software such as PowerPoint, Keynote, Google slide or higher-end applications like Adobe XD or Illustrator. Using these software's allows you to illustrate how the web app will function and look, users can flow through the pages like they would in the released outcome. Of course, you will need to test the design with the end users to make sure it meets their expectations and works how it is meant to.

The hi-fi prototypes cover not only the user interface of the product in terms of visuals and aesthetics but also the user experience aspects in terms of interactions, user flow and behaviour. It is important to test your product before launching it in the market to foresee any issues or failures. Getting the most out of the feedback can be done with a prototype that is closest to the final product in its detail and functionality. You can then take in the feedback given and made any tweaks to your design to make sure it is the best for your user.

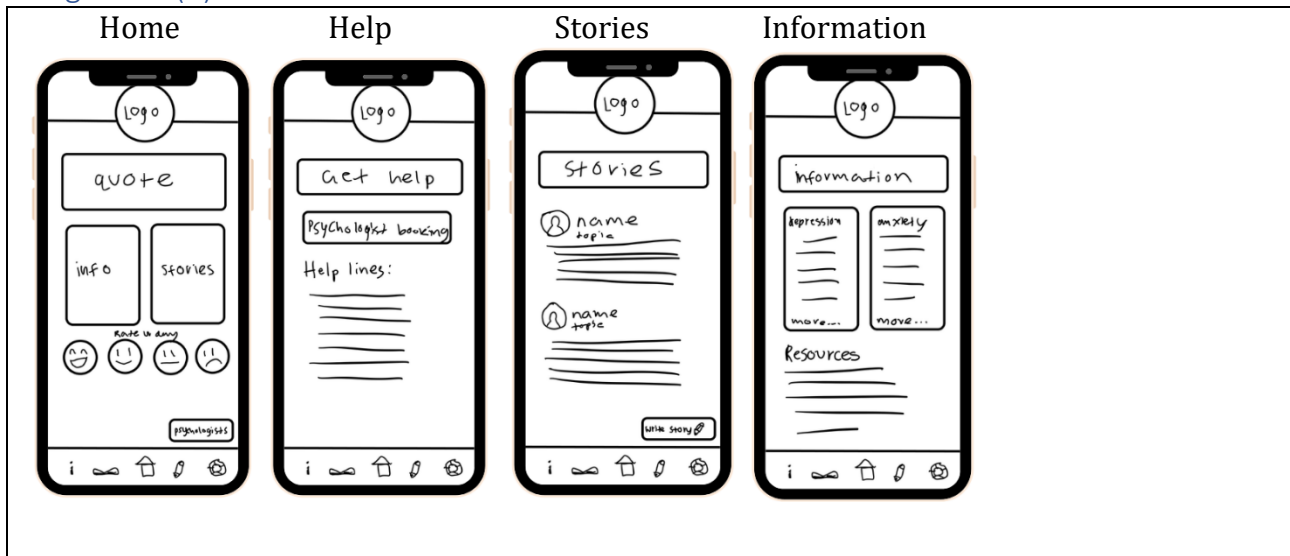


#### References:

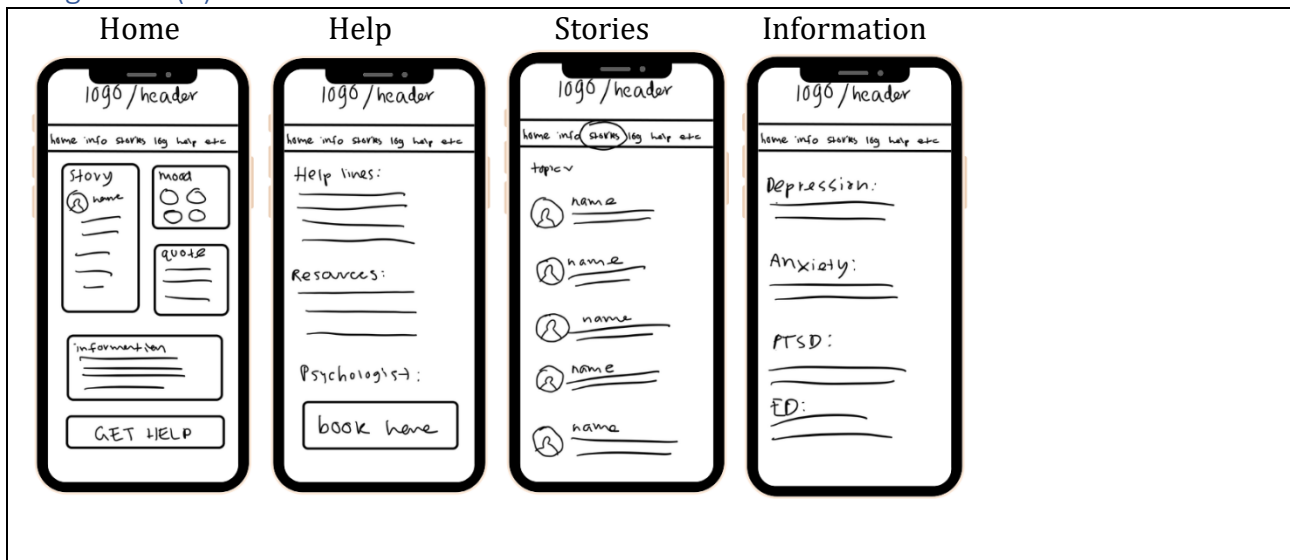
- <https://csfieldguide.org.nz/en/chapters/human-computer-interaction/user-experience/#step-9-create-a-high-fidelity-prototype>
- <https://blog.prototypr.io/high-fidelity-prototyping-what-when-why-and-how-f5bbde6a7fd4>

# Develop Design Ideas

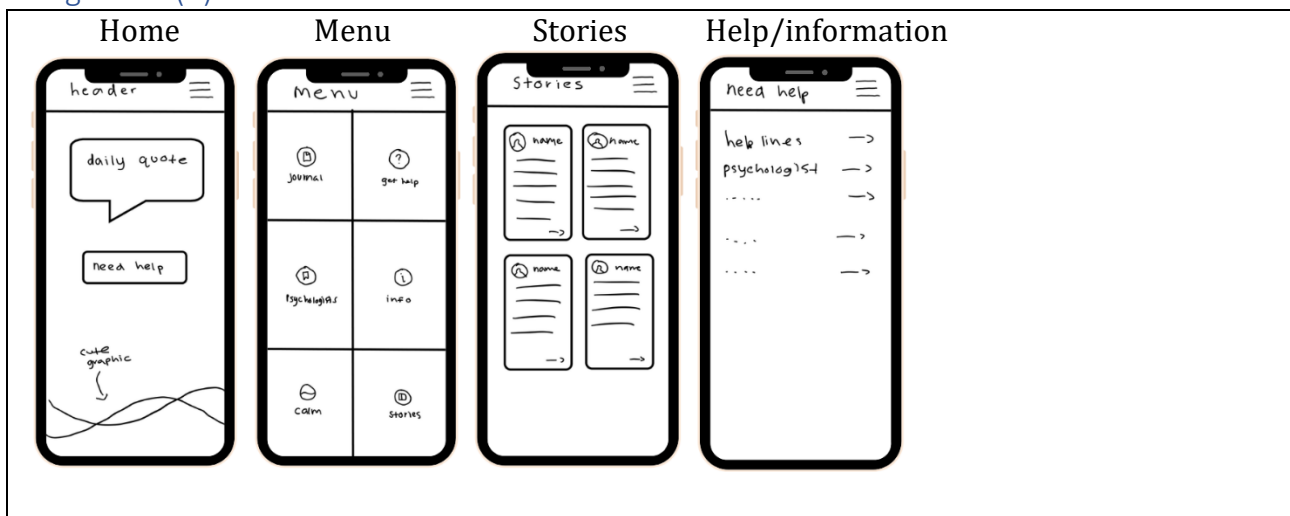
## Design Idea (1)



## Design Idea (2)



## Design Idea (3)





## Stakeholder and end user feedback:

**User 1 (student) -**

Julia liked the nav bar at the bottom of the page in design 1 and the home page in design 1 was the best as it was functional and looked good. She did like the graphic at the bottom of the home page in design 3. The best help page was design 2 because it is simple. She thought design 3 had the best stories page as it was clear and the buttons opening into stories was easy to use and didn't overwhelm the user. Julia likes the information page on design 2 the best as it is a clear layout.

**User 2 (student) -**

Heidi didn't like design 2 because it was too busy and overloaded. She liked the home page in design 1 as it was clear and simple. The mood faces were a nice touch. She liked design 3 the best. The home page was simple and cute, she really liked the graphic and the daily quote. Heidi loved the menu page in design 3 as well as the burger menu. She thought combining the home page in design 1 with the menu in design 3 is a good idea.

**User 3 (psychologists) -**

For Brinley (psychologist) the home page is the most important part of the design, and she thinks it needs to be very clear and obvious to people when they log in how to get to the information that they want. For this reason, she thinks design 2 is the best!

## Styles –

	Style 1	Style 2	Style 3
Heading Font	Calibri	Bodoni	Georgia
Subheading Font	Calibri Light	Futura	Verdana
Body Font	Calibri Light	Futura	Verdana (#373737)
Base Colour	#aed9e0	#83c5be	#e07a5f
Background Colour	#faf9f9	#edf6f9	#f4f1de
Accent Colour	#5e6472	#006d77	#3d405b

## Stakeholder and end user feedback:

**User 1 (student) -**

Julia doesn't like the colours in design 3 but she likes either design 1 or 2 for colours. She doesn't like the fonts in design 2 but design 1 and 3 have nice fonts, she is leaning towards design 1 though.

**User 2 (student) -**

Heidi likes design 3 the most for colours but that could possibly be more pastel. She also likes design 2 colours a lot. Heidi likes Calibri as a font, but she says it is a bit plain. She really likes design 2 for fonts and she also likes design 3 as they are something different. She is not sure that 2 different fonts on a page is a good idea, she suggests 1 font for the whole page to make it simpler.

**User 3 (psychologists)-**

Brinley (psychologist) likes design 2 colours the best, they are simple and calming which suits the apps' purpose. She likes either design 1 or design 3 for fonts and likes the two different fonts in design 3 as it would add something to the web app instead of all the same font but design 1 is just as nice and simple.

## Mock-ups

## Option 1: (Style 2 colours with style 3 font)



## Option 2: (Style 1 colours with style 2 font)



## Stakeholder and end user feedback:

**User 1 (student):**

Julia really likes the journal sections as it is simple and easy to function but recommends having a place to see past entries. She thinks the psychologist booking button might need to be on the home page or maybe have its own page because the help page isn't the first place, she would think of looking for it.

**User 2 (student):**

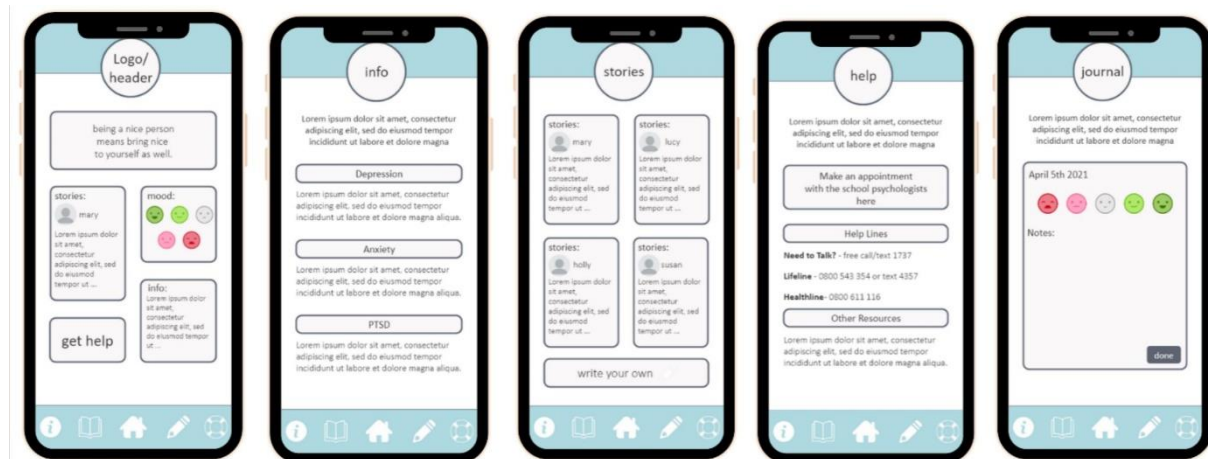
Annie liked design 2 better for colours (light blue) but maybe the boxes need a bit more colour. She also recommends moving the circle box at the top of the page down a bit, so it isn't being cropped off by the phone. The symbol on the right of the nav (life raft) is not too obvious of the meaning, she wasn't 100% sure what it was.

**User 3 (psychologists):**

Brinley thinks the designs look great. Her preference is design 1 because she likes green and because it's gender neutral. She finds the design 2 a bit cold because of the blue. Brinley thinks the layouts look good.

## Selected Design

1



This design is suitable as it's simple and functional, but most importantly, it has all the information students need on it and is easily accessible. The home page has a box for every section – stories, mood, info and a psychologist booking button which needed to be easy to find for students. The info page has brief blurbs on different topics plus links to more information. There are stories students can read and all the helplines and resources which is crucial.

I want the user to have an easy, enjoyable experience when using my web app, so the layout is simple and not too overwhelming. Everything is clearly labelled so students know where to get what they want. The colour scheme is simple and there are not too many bold, contrasting colours, they are also colour blind friendly. The purpose of this app is to help student's mental health, so I wanted calming colours but also happy and bright. The fonts are easy to read, dyslexic friendly and simple too.

have included an obvious button on the home page where students can access the booking form for the psychologists, it is easily accessible which was a must have specification. I haven't added a feature yet to confirm bookings, but I could add a calendar to the home page once they book an appointment that has their schedule as well as a pop up to confirm the date and time of their appointment. There is a page with helplines they can access from anywhere which was also important.

I made sure the layout was easy to use for everyone and functional too. I did this by not making the page overwhelming with too many elements and using explainable icons for the nav bar that are obvious to the user what they mean. I also made sure to follow page hierarchy, the title is at the top of the page and is big



and subheadings are bigger than normal text. I will make sure the app is compatible with a range of devices and browsers too, so it is accessible for all students. The users can always get to the homepage in one click as well by having a home button included in the nav bar on every page.

I haven't included help and documentation for students if they get stuck, but I will add that into my improved design. I thought this would be important to add to make the user's experience better.

I made sure to make the colour scheme, fonts and aesthetics simple, clean and not overwhelming. The colour scheme is not too bright which would take away from the information and there is a subtle contrast between colours.

I didn't include security in my design prototype but in my actual product I could have a password to access the journal, so information is safe. The data will be saved to the user's personal device, increasing security and I could encrypt the data to keep it safe.

Most importantly, students will be able to easily accomplish their goals on my web app which is necessary specification.

My design didn't include a link to Erewhon Life or the Hub but that is not necessary. I did include a diary for students to write about their day as well as a story section where students can read about other experiences students have had. I thought both these features would benefit the user by making mental health more openly talked about. I have a consistent colour scheme throughout the design – the light and bright blues. The colours are pastel, so nothing is too overwhelming. I haven't included a place to cancel/change psychologist's appointments yet, but that is something I could do in the future.

I haven't created user profiles currently but if in the future I feel like that is something that is needed I can incorporate it in later. The same goes for connecting it to the Erewhon App.

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# Modelling and Testing

## Feedback

**User 1** - The web app is functional and simple. There is an easy flow through the pages and the colour scheme is calming but it is a bit dull.

**User 2** - The nav at the bottom is really handy but the symbols may be a bit hard to understand at first, but you would learn them very quickly and there is not much else you can use. The journal is functional and simple. The psychologist booking button on the home page is really good, obvious where to go.

**User 3** - Love your design. It does feel a bit weird having the nav at the bottom, but it is an app, so it makes sense. Everything is clear to navigate through and I really like the overall feel of it.

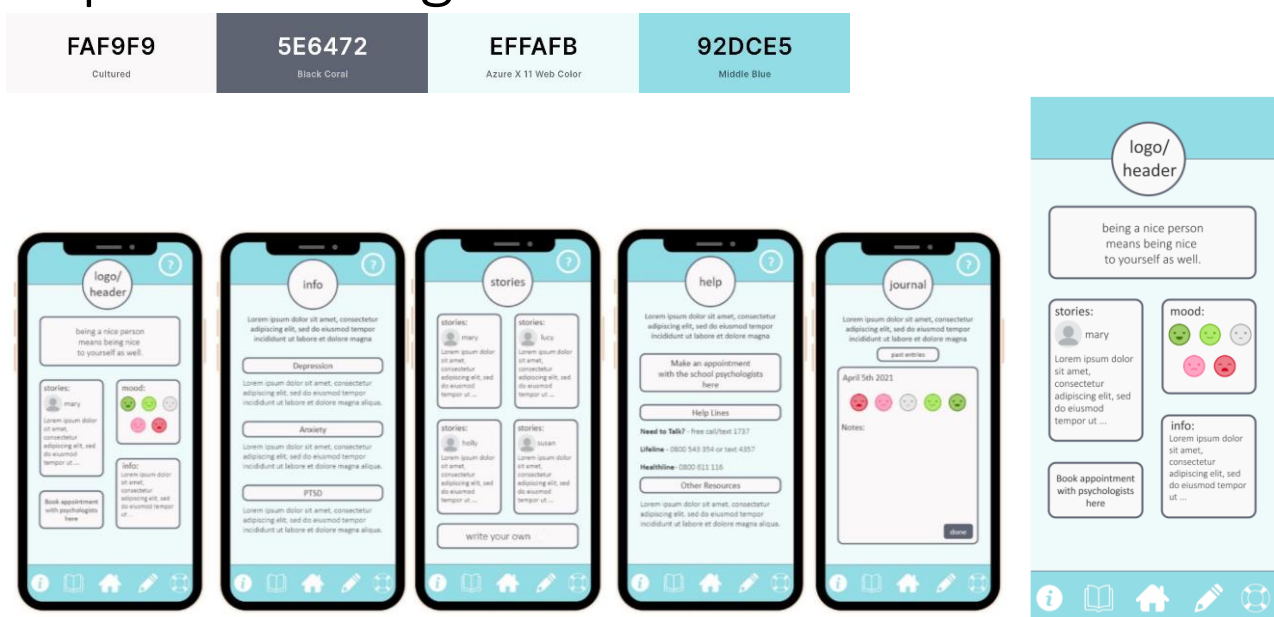
**User 4** – The app is really easy to use, and I found it had a nice flow through all the pages. The colour scheme was nice, but it could be brighter. Everything worked together.

Overall, I have gathered that my web app is functional, users find it easy to use and navigate through. The symbols in the nav could be a little hard to understand as first but users would learn very quickly what they mean so it is not a big issue. Users find the colours to be calming but they could be brighter and happier, but they enjoy the overall feel of the app.

## Testing

I made my design on Adobe XD and created a high-fidelity prototype to test out on users. The end users could, for example, click on buttons and it will take them somewhere. It is a design of the actual functionality and flow of my future web app. I tested my design on a parent and three students to get an idea of how users find the website and if it is easy to use and understand. I observed them testing out the design checking to see if navigation is easy and intuitive, obvious when input was needed and if the language was understandable. This gave me an idea of any changes that needed to be applied to improve my web app, so it is more user friendly and provided a better experience for the user.

# Improved Design



My first change was to add a questions symbol that provided help and documentation for the user if they were stuck using my web app. This was a specification I wanted to include and from my feedback, I learnt

that the symbols in the nav could be a bit confusing. Therefore, I will include what the symbols mean in the help section to aid users if needed as well as other information to help them use the app.

I also changed the colour scheme from the previous blues to a brighter, happier colour scheme. I increased the saturation and made the background light blue. The colours still don't take away from the information and are not too overwhelming.

I also received feedback that it was weird having the nav at the bottom, however, all the other feedback liked the nav bar at the bottom of the page, so I didn't feel like I needed to change my design based on one person's feedback.

#### UX Methodology 1: competitive analysis

At the beginning of my design process, I researched app/websites that have similar goals and purposes as my digital outcome – to improve students mental health and wellbeing. I looked at a range of various sources – Calm Harm, Calm, Mentemia, MHERC and depression.org.nz. I explored how these apps provided solutions to the problems by recording what features were included and popular and how beneficial they were to the user so I could potentially carry them across to my design. I looked if that had information, helplines, a journal feature, stories, interactive activities, user profiles and mindfulness activities. I then put the information into a table, ticking or crossing if the source had a particular feature so I could have an overall view of what features were common.

I choose to apply this methodology to my design as it was beneficial in finding out what competitive apps are currently doing to tackle the same issue. I could find out what was working and what wasn't and what features were common across a range of sources. Applying this UX method helped me know which features were going to be useful in my own design and what would benefit my users the most. It gave me more ideas of what other competitors were doing to improve wellbeing that I could learn from.

Feature	Depression.org.nz	Calm Harm	Calm	Mentemia	MHERC
Information	✓	✗	✗	✓	✓
Helplines	✓	✗	✗	✓	✓
Diary/log	✗	✓	✗	✓	✗
Stories	✓	✗	✗	✓	✗
Interactive activities	✓	✓	✓	✓	✗
Profile	✓	✓	✓	✓	✗
Mindfulness	✗	✓	✓	✓	✗

#### Evaluation – How did it go?

##### Strengths

This UX method was helpful in gathering what features were beneficial for users. I learnt what worked and what did not so I can implement popular features seen in similar apps to my own design to make it as efficient and beneficial as possible for the user.

Comparing and contrasting apps gave me more ideas which I could potentially use in my design which is a strength. The table layout was also helpful in seeing all my gathered information at once in a straightforward way.

##### Weaknesses

I did find that all the competitor apps had the overall goal of improving mental health, but they all tackled this in their own way. Some did this by only meditation or interactive activities, or they were just a journal. This made comparing hard as all the apps were different and had distinctive features for specific audiences. I couldn't find a source like my proposed design which is meant to help students wellbeing so I couldn't get research on what features they would include benefiting the same audience.

#### How would you improve the use of this UX method?

I would look at many more sources so I can gather even more information on what features similar apps included to improve wellbeing. I could look at more websites too as I have 3 apps and 2 websites. This would give me a wider range of information as features on websites and apps are different. Then, I could

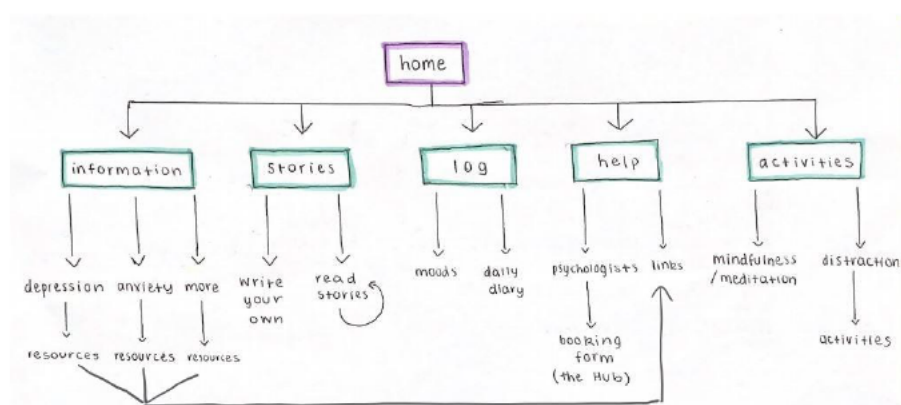
have found more ideas I hadn't thought of which I could include in my design, therefore making it more beneficial for the users.

## UX Methodology 2: build a sitemap

Before I started designing the layout of my web app, I made a site map to get an idea of the flow and layout of the website. This UX method represents the features of an application and how the user would flow between pages, and it helped me see how many pages I need to design and how they will fit together.

I drew out the site map on paper, starting with the home page then drawing arrows to all the pages the home page would link to – these were my subpages. Then I would continue to draw arrows to any other pages the subpages would link to and continued this process until I got my desired design.

The reason why I choose this method is that it helped me visualise my design beforehand so I had a clear idea of what the layout would have to be and anything that needed to be included. It was a very useful and effective way to start designing. It gave a simple and clear representation of how the outcome will look and how the user will move between pages which were extremely helpful.



## Evaluation – How did it go?

### Strengths

This UX method was extremely helpful as it created a simple, effective way of viewing how all my pages in my design would link together. It was an easy method to apply, and it has definitely helped me in my refined design. This method is useful because it is a visual representation of the flow and layout of my web app instead of keeping it all in my head. I could see everything on one page – a summary - of how the user would flow through my design.

### Weaknesses

Even though this UX method was helpful, it wasn't necessary. I already had an idea of the layout of my web app. I knew I wanted a home page and a nav with links to all the subpages. From these subpages, there would be other links and buttons for the user. It wasn't necessary to draw it all out on paper. Also, my design isn't too complicated in terms of layout and pages. There are only a few subpages which each have a few links. This made my sitemap simple and not too in-depth like other site maps. I also rushed this method so it is a bit untidy and not as detailed as it could have been.

## How would you improve the use of this UX method?

To improve this UX method I would make my site map more detailed and tidy it up, so it looks more professional. I could draw it up on my laptop on software. I searched some up and I could have made it on Gloomaps or Octopus.do to make it cleaner and easily fix any mistakes and add changes. This would have made my site map more in-depth and potentially more useful as it would have included more detail of the connections between pages.



UX Methodology 3: Usability testing with high fidelity prototypes	
How did you apply this UX method in your refined design? And why?	
<p>Previously I created low-fidelity prototypes with 3 possible ideas of designs, layouts and colour schemes. I got feedback from these prototypes and carried this feedback across to my high-fidelity prototype. I created a prototype of my design on Adobe XD that appears and functions very similarly to what my final digital outcome will be. It included the fonts, colours and layouts that were preferred by my end users from my lo-fi design. I made the prototype interactive so users could play around with my design, and they could get an idea of the flow of the pages. They could click on buttons and access subpages. Once I made my first design I tested it on some end users, received feedback and made some more improvements based on how they found the functionality and aesthetics.</p> <p>By creating an interactive hi-fi prototype, I not only got feedback about the layout and colours but also user experience aspects in terms of interactions, flow and behaviour which was very useful for my refined design. It was also a great way to visualise the combination of colours, fonts and layouts to get a real feel for what my future design will look like which was extremely useful.</p>	
Evaluation – How did it go?	
Strengths	Weaknesses
<p>This UX method allowed me to get authentic, useful feedback from the users. They weren't just looking at colour palettes or rough sketches of layouts, but they got to get a good feel for my final web app. They got to experience how they would with the final product and the feedback I gathered will benefit my end product and ultimately the end users as I can create the best user experience I can. It was also useful to see all the colours, fonts and layout combined in one digitally created prototype. This gave me an idea of what colours worked together, etc. I could see the overall look of the app and make any changes.</p>	<p>The only weakness with this UX method is that it's quite time consuming. I spent a lot of time creating the ideal layout and making my prototype look nice. I had to create multiple pages with boxes, buttons, text and links to other pages. Once I was given feedback on my first design, I had to change a lot of things which took a while and was a bit annoying.</p>
How would you improve the use of this UX method?	
<p>To improve this method, I would create multiple different combinations of layouts and colours so the user can try out lots of different options to find what is best. I only made one layout really and changed the colours and fonts for each design plus some minor changes. This would have given me more feedback and I may have come up with more ideas that may have been better than what I currently have and thus benefit the end user more.</p>	

## Relevant Implications

	Explain how the design meets the relevant implications	Evaluate how the selected design addresses the relevant implications
<b>Social or cultural acceptability</b>	<p>Social acceptability includes content being suitable for my target audience who are students. This involves images and content being targeted to the right age group which is year 7s to 13s (11 to 18 years old). I made content simple</p>	<p>To ensure my design is socially acceptable I need to target my web app to my audience who are students at my school years 7 to 13. To accomplish this, I used language that was easy and simple to understand especially for the younger users and this will also benefit users where English isn't their first language.</p>



	<p>and easy to understand and had a more youthful feel to the site. It needs to accomplish the end user's goals and cater for what they want so I could have a range of easy-to-use features.</p> <p>Cultural acceptability involves content that will be culturally and age appropriate so I will need to check all the content is ok to be published for everyone to see.</p>	<p>Currently, I am not having language options for my site, but this is a feature I could incorporate in the future to widen my audience.</p> <p>When I include information from other sources, I read through it and simplified it down, so it is suitable for my audience's age. I made sure if I included images that they are suitable as well. I want the feel of my design to be happy and youthful rather than more mature, so I used bright pastel blue colours to make it more targeted at my age group. Currently, the design will be used by girls, but the colours are gender neutral (rather than being more feminine) so in the future, it could be suited for any gender.</p> <p>There is a possibility in the future that my design could be used by other schools so I kept in mind that primary aged students could use it as well one day.</p> <p>My design also needs to easily accomplish my user's goals and deliver what they want so I made the layout simple to use so they could easily find their way around the site with clear labels. When users use this design, they want a safe place to find out information about mental health, get help, write down their feelings, etc. My design has all these features as well as more to easily aid in delivering what the user needs. In the future, if I find out that there are user goals that my design doesn't achieve, I can add these.</p> <p>Users will be able to post stories on my site so to avoid any content that is socially or culturally unacceptable and is suitable for my age group the stories will be sent to the psychologists before being posted to check all content is appropriate. To further this, I could add a filter where if they wrote any inappropriate words, it would make them red and underlined and give them a warning to avoid insensitive content being posted in the first place.</p>
<b>Legal obligations</b>	<p>To ensure my design is legal I won't break copyright laws. I will get permission to use images/information etc from external sources and then reference the source with a link and name. I will avoid copying and pasting from other sources too.</p>	<p>My design needs to follow legal obligations, so I need to avoid breaking copyright laws. I did this by not copying and pasting information from other sources into my design. I would change the information to make it my own. If I wanted online images, I searched with the usage rights tool on google images to make sure I was allowed to use images. In the future, if I need images, I could create my own to avoid all copyright laws. I could take photos or create a design where needed.</p> <p>If anywhere I used content from another source, I asked permission and referenced where I got</p>

		my text/images from to ensure I wasn't stealing their information.
<b>Ethical obligations</b>	To follow ethical obligations my design will avoid racial and sexist content that could offend someone and won't include inappropriate words/content. I will check all my included information thoroughly to ensure there is nothing I don't want to be published. I will make sure information is audience appropriate (mainly their age) and check through sources to make sure it is all appropriate.	To follow ethical obligations, I avoided any content that could offend someone such as racist or sexist content and made sure content was age appropriate. As I got information from external sources, I read through the text to make sure it was all appropriate before it was used on my web app. I also checked my information with the psychologists as they are most knowledgeable in the area so they can make sure everything is correct and appropriate. I have added a feature onto my site where users can write stories and post them on the site so other students can read them. This has the opportunity for inappropriate, sensitive content to be posted. So, before stories are posted they will be sent to the psychologists so they can check everything is allowed and won't offend anyone. In the future, I could include a filter on the writing page so if any inappropriate words appear they will be highlighted, and a warning will come up saying these words aren't allowed and users won't be able to post until they are removed. There still is a small chance something could get through so I will include a report button on stories. If students see any content which could be offensive, they can report it and the story will temporarily be taken down for checking to make sure it is appropriate.
<b>Intellectual Property (copyright)</b>	If I use information from external sources, I will get permission and reference the source in my design by writing the sources name and include a link. I won't break copyright rules by copying information or using someone else's images.	In my design, I use information from external sources. To ensure I didn't break any copyright rules, I asked permission to use the information in my design and made sure to reference where I got my sources. Users then knew where the information they were reading was coming from. I also made sure to include links in my reference so users could go onto the site to see any more information and learn about the source if needed. This is the same for images. I include mood faces in my design, so I could design these myself rather than using someone else's images to avoid breaking any copyright rules.
<b>End-user Considerations</b>		
<b>Accessibility</b>	To make my web app accessible for everyone I need to make sure it caters for all my user's needs. I could involve alt text on images for possible blind users and a colour-	My design needs to be accessible for all students as this site will be available for the whole school and within the school, we have a lot of different needs. In the future if this web

	<p>blind friendly colour scheme, so my design caters for all users. I shouldn't rely solely on colour to convey messages but also text or symbols to reach a range of people and consider people with learning difficulties such as dyslexia when choosing fonts. My design needs to cater for all students, those with low vision, the deaf, dyslexic, those with motor disabilities, users on the autistic spectrum, users of screen readers, etc.</p>	<p>app audience expands it will be accessible for everyone too.</p> <p>I made sure to use simple colours that weren't too overwhelming. This helps those on the autistic spectrum. The blues aren't too bright and aren't majorly contrasting so users won't be overwhelmed and distracted by colours. The colours I used are colour blind friendly and I tested out my colour scheme on <a href="http://coolers.co">coolers.co</a> to see what the palette would look like to those with different colour blindness's. By using borders around the boxes and buttons, I made sure there was a contrast which helps those with low vision as they can differentiate components.</p> <p>For fonts, I used a readable size for those with low vision and used Calibri which is dyslexia friendly. I wrote in plain, simple English to help younger users, those with autism and dyslexia and used short sentences and bullet points rather than big blocks of text. To break up text I used sub-headings and other components too. I made sure buttons were descriptive and clear what they did like my "book an appointment with the psychologists here" button and this helped screen readers and autistic users as the action is clear and they know what they are doing.</p> <p>My app has a simple and consistent layout too. Each page is similar and follows conventions to help autistic users with remembering how to use the site. I structured the page with HTML in a liner, logical rather than relying on size and placement to help screen readers read the site in the correct order. The title is at the top, and the content reads down rather than being spread out all over the page. I designed my web app with all devices and browsers in mind too to make it accessible for all users like those with low vision who need 200% magnification. As well as text, I used a combination of colours and symbols to convey messages to cater for a range of users with diverse needs. For my nav where it is just symbols, I will include alt text with the titles of the sub-pages – information, stories, home, journal, need help, etc.</p> <p>I will make actions obvious by making them big and change the mouse to a pointer when it hovers over clickable components, the button or field will have a hover effect to let users know they can perform an action there. On my home page where I have different boxes for different sections, it may not be obvious you can click on them so having the hover effect will make it</p>
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		<p>clear. There are large clickable areas too to help those with physical or motor disabilities.</p> <p>If I include audio or videos in my design, I will make sure there are subtitles and transcripts for screen readers and deaf users. Images will also have alt text for screen readers.</p>
<b>Usability</b>	<p>Usability is if the user can use my webpage easily/intuitively. To do this I could keep a consistent layout and feel throughout the web app. The title and nav are always in the same place and components follow the same design. I have a layout hierarchy, with the most important aspects being bigger. I will make sure my design is compatible with all devices and browsers. My site will be organised and up to date with relevant information so I will need to get this checked often. The fonts will be readable for everyone, and they won't be concealed by anything.</p>	<p>My design has easy usability for all users that is self-explanatory. Each page has a consistent look and feel. Each page follows the colour scheme, same fonts and similar layouts and features. This makes it easier for the user to learn how to use the app and things aren't constantly changing. Such as the title and nav are always in the same place, my components all follow the style of a box with a border, etc. My nav is also always in the same order to avoid confusion – information, stories, home, journal and help. With the nav, often there are dropdown menus that cover content. I made sure this didn't happen and used a simple navigation menu with just one click to get to the page. This makes the web app more usable; users don't need to click on multiple places to get to where they want, it will always be at most three clicks.</p> <p>I made sure there was a hierarchy to make the layout and what was important clear. The title is at the top of the page and is obvious. The nav is always at the bottom of the page and is out of the way of the information. I have sub-headings that are bigger than the normal text too.</p> <p>I made sure my content was scalable and usable on a range of devices and browsers. I tested out my design on all these different platforms to check it worked how it should as users will be using my design from various places, and they should all experience the app in the same way. There is still the chance that someone could get stuck when using my app and need help. Therefore, I included a help button at the top of the page. It will have the definition of the icons in the nav, a brief description of how to use the web app and what you can achieve on it to make it clear to the user. In the future, I could progress this feature and have a question box where the user can send in a question or possibly search up problems and get answers which could help them even more.</p>
<b>Functionality</b>	<p>Functionality involves my design doing what it is supposed to do. The website should allow the user to achieve their goals easily and deliver what they need so it will be clear what the web app does and how to</p>	<p>I needed to make sure my design functioned the correct way and was able to accomplish everything it should be doing. The design needs to allow the user to achieve their goals without anything that's not meant to happen, happen.</p>

	<p>use the app. There should be main navigational links that are relevant and work as they should. Images should appear properly and could have alt text to help visually impaired users. The layout shouldn't impact the functionality of the web app either, it should work the same on all devices and browsers.</p>	<p>I will include a help page on my site if the user gets stuck. If they can't figure something out that can turn to this feature to search up their issue and get an explanation on how to use whatever they are using. Currently, this feature just has summarised descriptions on how to use each feature and what you could achieve but I could add a search bar where users can search up issues and get answers to progress this implication. The main goals of my design are to provide information about mental health to the user so they could get easily help if needed and also encourage them to talk about anything openly with both adults and fellow students, so I need to make sure these features work properly.</p> <p>All my links work as they should too. This is very important as you don't want the user wanting to go to the stories page but end up on the information page, this would be frustrating. To avoid this issue, I properly coded the links and checked every possible link on my web app to ensure everything was working as it should and that there were no dead links. I also included a home link in the nav so the user could always get home in one click.</p> <p>I don't use many images in my web app but if I ever did, I need to make sure they are linked correctly as well as not being stored on my laptop as I could delete the images in the future or get a new laptop. They need to be somewhere where anybody who is running the website can access them. I also include alt text for each image so if for some reason the image doesn't load, there is a description of the image to help the users comprehend anything (it will also help screen readers). The same goes for any possible videos I include.</p> <p>An extremely principal factor I considered was the functionality of my design on a range of devices and browsers. My design should function and look right on all screen dimensions (phone, tablet, laptop) as well as a range of browsers (chrome, safari, Firefox). I coded the layout with this in mind so in the CSS I coded the layout in percentages of the screen size rather than exact pixels for example.</p>
<b>Aesthetics</b>	<p>To follow the aesthetics implication my site will have a pleasing appearance. The layout is well organised with hierarchy, and it has a nice flow. The colour scheme works together, the colours aren't too bright or contrasting. The fonts</p>	<p>Aesthetics are extremely crucial when designing a web app. My design has a pleasing appearance. The layout is well organised, balanced and is aligned. The title is at the top of the page and is centred. The body is well organised too with sufficient white space between components to not overwhelm the</p>



	<p>are readable and look nice too. I will make sure my design follows the design principles - emphasis, balance and alignment, contrast, repetition, proportion, movement and white space to ensure an aesthetic design.</p>	<p>user. The layout has good flow too which is important.</p> <p>The colours I used are calming and happy and match the purpose of the web app. I didn't want to use bright colours as they could be too distracting and too many colours could be too much. So, I stuck with a limited colour palette of 4 colours that work well together and complement each other. Currently, the colour scheme is a series of blues but in the future, I could allow the user to choose their own colour scheme to make it more personalise and more aesthetically pleasing for them.</p> <p>The font I choose was Calibri. This font is simple, clean and not too decorative. For emphasis, I made the headings bigger and bolder to show importance. It is dyslexic friendly and easy to read. It also is a nice font and is very popular.</p>
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## Justifications

### 3.1 Justifying the choice of user experience methodologies used to develop the chosen design

#### **UX Methodology 1: Competitive analysis**

The reason why I choose to apply the UX method of competitive analysis to my design is that I wanted to research what solutions are already out there for my problem. My web app is all about the users and I wanted them to benefit the most from my design and get the most out of it which is why I did this research. There are lots of popular websites/apps that exist that are based on improving mental health like mine such as Calm and Mentemia. These competitors are extremely popular, so I knew that they would have features and elements in their designs that are working and benefitting the user. By looking at a range of different, well-liked mental health apps and websites I was able to gather information on what these apps were doing in common that users enjoyed using. Comparing and contrasting apps gave me more ideas which I could potentially use in my design which is a strength.

This method is extremely relevant and suitable for my design as there are already a lot of app/websites that exist a lot like mine. To encourage users to use my design rather than competitors I needed to know what features these other apps were using and if they were working or not. I could carry these ideas across to my own design to make the best possible web app including features that I know are already popular amongst users as well as improving anything to compete against other apps.

I felt like this methodology has to be applied ahead of others so you can gather ideas of what you want to be included in your design so you can draw in a bigger audience, so it is important for my final design.

#### **UX Methodology 2: Building a sitemap**

I choose to apply this UX method to my design because I thought it would be a very useful way to get my ideas out onto paper and easily visualise the functions and flow of my web app. It is a simple representation of the features of an application and how a user would flow between pages. It helped me visualise what pages I had to design and how they would all fit together in the end product. The functionality of my design is extremely important. I want the user to have an effortless, enjoyable experience using my web app and a simple, functional layout that makes sense is crucial to do so.

I believe this method is relevant for my design as the layout is a key part of any design. There needs to be an established flow between pages and this method is a way to plan it all out before beginning your

design. With the use of this method, I was able to plan out all the pages I wanted in my design then figure out how users would get from page to page in the least amount of clicks possible. I could see a visual representation of this layout which makes it a lot easier to process what the design will be like.

This method is best when you have a complicated design with lots of pages and connections. My design is quite simple, with only a few pages so it wasn't necessary for the design process as the flow between my pages wasn't going to be super complex. However, I still think this method is important to plan out the functionality of your design so the user can have an enjoyable, stress-free experience with your design even if the design is already simple.

### **UX Methodology 3: Usability testing with high fidelity prototypes**


I find that this method is one of the most important UX methodologies. I choose to apply this to my design as creating a high-fidelity prototype allows users to test out a design that should appear and function very similarly to what the real app will look and function like. By creating an interactive hi-fi prototype, I not only got feedback about the layout and colours but also user experience aspects in terms of interactions, flow and behaviour which was very useful for my refined design. It was also a fantastic way to visualise the combination of content, fonts, colours, images, spacing etc to get a real feel for what my future design will look like which was extremely useful. I could then apply the feedback I got from testing to my refined design to produce a design that the users want, that is visually appealing and functions well. I want to create a design that benefits the user as much as possible.

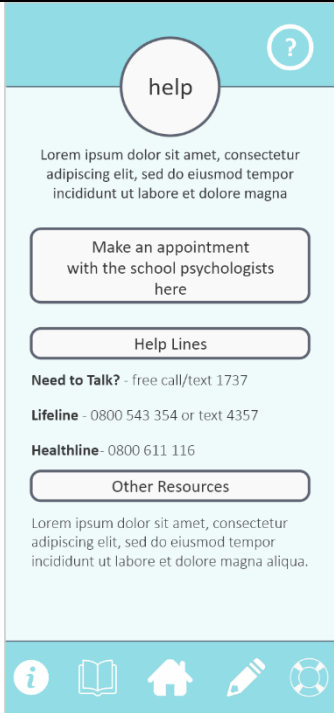

This method is extremely relevant for my design as I want to make a great impression when users first open my web app. I want them to have ease using it and like the way it looks and feels. I want my users to enjoy using my web app and want to come back to it, I want them to have a wonderful experience when using it. Testing it out on users allowed me to gather feedback on what they thought was good and what they thought needed improving. I can then tweak my design to get the users desired outcome.

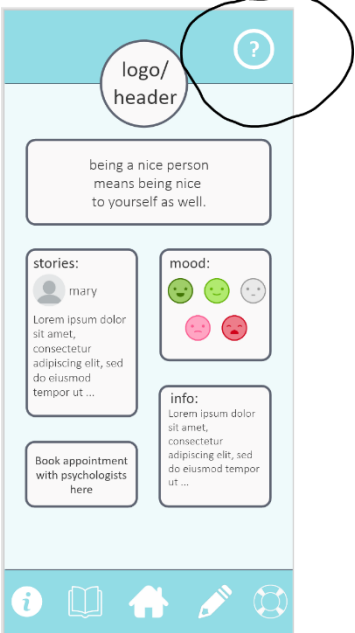
I feel like the methodology should always be applied in a design process. It may be time-consuming to create, but it is worth creating an authentic experience for the users to test out the design on. You get much more detailed feedback than just showing them colour palettes and sketches of layouts. Therefore I believe this is the most beneficial UX method I implemented in my design process.

### **3.2 Justifying the chosen design is suitable for the purpose and end users**

How the design met all specifications, screenshots can be used to illustrate specifications are met. Explain why the design is suitable for the purpose stated and for the intended audience.



Specification	Description or Screenshot of design solution.	Justification & Explanation
<p><b>Obvious access to Psychologists booking form/email and provide feedback once booked</b></p>		<p>One of the main goals of the app is to make access to mental health help easily accessible. Our school offers psychologist help but to currently book an appointment it requires a lot of steps and to already know what website to go on to make the appointment (Erewhon Hub). Therefore, I needed an obvious place on my web app that students knew would take them to the booking form.</p> <p>At first, I implemented this specification as a big button on the help page in my design. It was at the top of the page so students would see it first and it was big and bold to catch people's eye. The text I used was clear of the performance of the button, “make an appointment with the school psychologists here.” This text needed to state exactly what the button did to avoid confusion. I made sure to include the word “school,” so students knew they were booking an appointment within the school not with an external psychologist.</p> <p>However, after my first user feedback, it was brought to my attention that maybe there should be a button to access the booking form on the home page to make it more accessible. So, I included a button that was clear what the performance was and was on the first page that would first appear when my users opened the app. This made help even more accessible and easy to find as they didn’t need to go through another page to book an appointment.</p> <p>I wanted to include feedback once my user booked an appointment. Currently the user will get sent an email when it is booked so I wanted to include a pop-up alert to confirm their booking. I haven’t included this in my design yet but possibly later I could code an alert that pops up on the user's screen once they book an appointment saying, “you have booked an appointment with the psychologists for this day at this time, see you then!” I also thought I could add a calendar feature onto the app once they book an appointment that would be on the home</p>

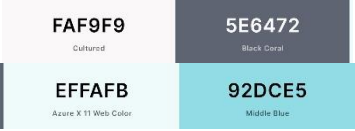
		screen with the date and time of their appointment, and they could get a notification neared the time to remind them. This would address my feedback specification.
<b>Helplines</b>		<p>A help page had to be a crucial specification in my design. This page had to be easily found, which is why I put it in the nav bar so students could get there in one click. I used a life raft symbol in the nav to represent help, some of my users gave feedback that this may not be obvious, but I didn't worry about changing it as students would learn quickly what it meant.</p> <p>On this help page I included a big book an appointment with the school psychologists' button at the top of the page. As I mention before, this had to be obvious to students so they could find it easily. I have also included a range of help lines. In the screen shot I have only included 3 but in my actual design I will have an extensive range of help lines that students can look through to find what they need. I included an other resources section too. This will have links to useful websites, books, apps, etc that could also benefit the user's mental health.</p> <p>Having all this help resources readily accessible on my web app addresses this specification as it organises the resources all in one place for students making it easy to find the help they are looking for.</p>
<b>Simple, easy to use layout with page hierarchy</b>		<p>An important specification I needed to include in my design was a simple layout that users found easy to use and included page hierarchy.</p> <p>To make my web app easy to use, I made sure each page looked the same. Repetition is especially important as it helps the user learn how to use the site faster. The header and nav are always in the same place and I made sure to keep the pages in the nav bar in the same order for each page. The question button is always in the same place as the layouts on each page are all similar.</p> <p>I made sure my design was simple too to aid in use. There isn't a clutter of components, they are all spaced out with lots of white space to not overwhelm the user and they have clear labels on what they are.</p>

		<p>I also included page hierarchy. The title is at the top as it is the most important. Sub-headings are bolder and bigger than normal text to show importance. The more essential elements are at the top of the page and less relevant are at the bottom to establish hierarchy. For example, on the help page I wanted the psychologist booking button to be important, so I made it large and bold to draw people's eye to it and it is at the top of the page to show importance.</p> <p>My layout also needs to be compatible on a range of devices and browsers. To ensure this my design functions and looks as it should on a range of platforms, I will test it out on phones, laptops, tablets as well as on browsers such as Chrome, Safari, Firefox. This is very important as I have a large audience (a whole school) and every user will be using something different to access my web app, so I need to cater for everyone.</p> <p>Overall, I made sure my web app was self-explanatory which address this specification of a simple, easy to use design.</p>
<p><b>Help and questions</b></p>		<p>Having help and documentation available to the user is very important in my design and ties with having a simple, easy to use web app.</p> <p>To meet this specification, I included a question button in the top right corner on every page. Originally, I didn't have this feature on my first few designs, but I thought it was something that needed to be there in case a user got stuck so I included it in my refined design.</p> <p>If users get stuck or don't know how to use something they can click on this and a pop up will appear with brief descriptions of the page they are on. For example, if they are on the journal page and they don't understand how to use it they can click on the question mark, and it will give them instructions. I will also include the meanings of the symbols in the nav bar encase a user doesn't understand what they mean.</p> <p>I could also include a search bar in the question section. User would be able to search up any problems and the solution will come up. For example, they may be stuck on how to write a story, they could</p>



		<p>search this up and then I could use an algorithm to pick up on keywords like write and story and it will give them the answer.</p> <p>Having this feature will address the specification and will avoid any confusion users could have using my app and make it easier to use.</p>
<b>Security</b>	Private information (such as journals) will be saved to the user's device rather than a public server.	<p>In my design, I knew that my security specification would have to be crucial component to include. The information and data on my web app could be very private and sensitive to the user so it should definitely be safe and secure and not available to anyone. Users should have full trust in my web app and if their information was leaked that wouldn't trust my site again and would stop using it.</p> <p>In my design I have a journal feature where users log their mood and write about their day so this could be private and include sensitive information that the user wants only for themselves. To keep this information safe, it will be saved to a data base on that device, not a shared data base with other users. This will decrease the chance of information being shared. I could also encrypt the data for an extra layer of protection too from hackers.</p> <p>In the future I could create profiles for each user with a username and password. This would help keep the user's information safe and secure as they could only access their information.</p> <p>This was a specification that I definitely had to address.</p>

<p><b>Home page in one click</b></p>	 <p>The image shows a mobile app home page. At the top is a teal header with a white circle containing a question mark. Below the header is a white circle with the word 'stories'. The main area contains four story cards, each with a profile picture, a name (mary, lucy, holly, susan), and a placeholder text 'Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor ut...'. Below the cards is a button labeled 'write your own' with a plus icon. At the bottom is a teal navigation bar with five icons: an information icon, a book icon, a house icon (circled in black), a pencil icon, and a speech bubble icon.</p>	<p>To make my design more functional and easier to use with a good flow I need to make sure that users could get to where they wanted in as little clicks as possible. I thought this was extra important for the home page which is why I made this necessary specification.</p> <p>The home page is very important and is a hub for all the information and includes buttons and links. To make it easily accessible for the users I added it to the nav bar on every page. It is in the centre of the nav bar to show importance and I used a clear symbol of a house to represent home which follows website conventions – everyone knows a house stand for home.</p> <p>As well as making it possible to get to the home page in one click, I also made sure users could access all main pages – information, stories, journal and help in one click. These pages are all in the nav bar which is on every page.</p> <p>I want the user to find my web app easy to use and not have to think too much about finding pages and elements. I want their experience to be a best as possible and addressing this specification ensures for ease of use.</p>
<p><b>Journal section</b></p>	 <p>The image shows a mobile app journal page. At the top is a teal header with a white circle containing a question mark. Below the header is a white circle with the word 'journal'. The main area contains a placeholder text 'Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna'. Below the text is a button labeled 'past entries'. The main content area is a white box with a date 'April 5th 2021' and five mood faces (sad, neutral, happy, etc.). Below the faces is a text area labeled 'Notes:'. At the bottom right of the notes area is a button labeled 'done'. At the bottom is a teal navigation bar with five icons: an information icon, a book icon, a house icon, a pencil icon, and a speech bubble icon.</p>	<p>In my specifications I thought I should include a diary/log for users. One of my goals for this web app was to destigmatise mental health and make it more talked about. Writing down your feelings can make you more confident about sharing and it also helps you feel better as you can release all your emotions in a safe place that only you can see. Therefore, I thought I may want to include this feature in my design.</p> <p>This page is one of the main pages and is included on the nav bar, so it has easy access.</p> <p>There is a brief description about the page at the top with a little summary of what users can do on the page. Then there is the notes section. The user can rate their day with the mood faces if it was good or bad. I will design these faces myself so I can get them how I want. The user can then write down how they felt throughout the day in the notes section. They then can save the journal log for the day as well as look at past logs.</p>

		<p>There will be a questions buttons at the top of the page to help the user if they have any questions or get stuck too.</p> <p>It is important this information is safe and secure in a private database to avoid sharing of confidential information.</p> <p>I thought this feature would be beneficial to add which is why I decided to include it in my refined design.</p>
<b>Colour scheme</b>		<p>In my design, I wanted a limited, consistent colour palette. I wanted the colours to be pastel, simple and pleasing to the eye as well as matching the theme of the web app. The aesthetics of my design is very important as it will contribute to the use. Users will want to use a design that is simple and nice looking.</p> <p>The four colours I choose were from a palette I created on colors.co and they all work together. I only choose four colours to keep a limited colour palette, and this will help not overwhelm the user with a bunch of colours and it the pastel colours won't distract the user from the information. The background is the lightest colour to make the information and components stand out more.</p> <p>I wanted the colour scheme to match the theme of my web app which is mental health. This is why I choose calming colours that aren't too bright or contrasting. The colours are also happy and bright to create a more joyous feel to the app.</p> <p>Addressing this specification has allowed me to create a design that is pleasing to the eye and will also make it easier and more enjoyable for the user to use my web app.</p>

### 3.3 Justifying how the chosen design might be further developed in the future

**Adding user profiles:**

In the future, I could allow users to create their own account with their school email. They would sign in with their school email and a password on any device. This would improve security as only the user would be able to access their information on the web app. On their profiles, they could have their name, a profile photo, and they could personalise their app. Currently, the colour scheme is a series of blues. I could add different colour options like pink, green, yellow, etc colour schemes so users could design their web app to their liking making it a more enjoyable, personalised experience. When booking an appointment with the psychologists they wouldn't have to enter their details as this would already be included in their profile, so this will save time, the psychologists would be able to see the users profile on their calendar too. The user could also access their account on multiple devices, their phone and their laptop for example. If they got a new device too it wouldn't lose all their data. This would make my design future proof and more durable which is a key reason why I would make this future improvement.

**Search bar in questions section:**

Currently, in terms of help, I have a questions button in my design that users can click on to get any help if they are stuck. It would just have a description of what they can do on the page they are on and how to use any features. For example, on the journal page, it would say this is a page to log your day, just include your mood by clicking the faces and write about your day in the notes section. This, however, may not be enough. I could have the opportunity to include a search bar in the questions section. Users would be able to search up questions or problems they have, and it would come up with answers. A lot like google. For instance, they may be stuck on how to book an appointment with the psychologists. They would search up "how to book an appointment with the psychologists" and using an algorithm that picks up keywords to produce results, the search would return the answers the user needs. This would help the user a lot more if needed rather than solely descriptions because they may have specific questions not included in the descriptions.

**Language options:**

At the moment, my design will only be in English. However, there is an opportunity for my web app to be in multiple languages and this would benefit many users. At school, there are lots of students where English isn't their first language so having language options for these users would increase the audience size and help even more users. This would also be useful if in the future my design was implemented in other schools around New Zealand or even around the world. When users first open my web app, there would be a pop up with a drop-down menu of different languages users can choose from such as Mandarin, French, Japanese, etc. If I ever implemented this feature into my design, I would be able to cater for a wider range of users so more students can benefit from the features on my web app.