Interim Report on DMH Tools
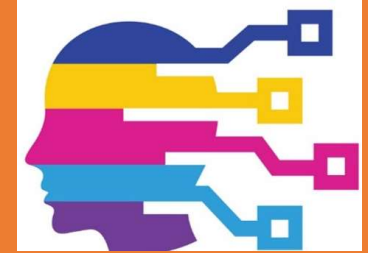for the
Urban Planners for Dept Education)

Prepared by: (Murtaza Hussainizada)
 student number: 20458254

Digital Futures Consulting

The Organization

- My client Alejandro Rojas is an urban planner leader who oversees 18 staff including 6 different managers, She has a diverse portfolio as she previously worked in local councils and for state government. They engage in a lot of different types of stakeholders, internet councils, developers, and within the Department of Education.

- They are responsible for designing school structures across the state and managing budgets in the millions.

- Urban designers in the Department of Education, NSW, use a variety of skills, including urban development, architecture, and education planning, to design schools. They handle budgets, meet tight deadlines, and ensure effective school construction.
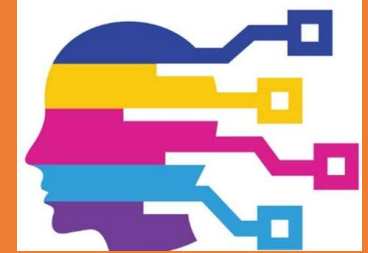
The Target Group

- The target group for the recommended mental health apps comprises a dedicated team of urban planners working diligently within the Department of Education in New South Wales (NSW). These professionals play a pivotal role in shaping the educational landscape of the state by designing and developing school structures that provide safe and conducive environments for learning.

Key Considerations for this Target Group

- The client has identified several specific considerations for their target group,

- **Age diversity,** The client mentioned that her team consists of young adults straight from high school to professionals with over 25+ years of experience, She will need a solution that is accessible and user-friendly for team members of different age groups.

- **Tech proficiency:** Acknowledging the different levels of tech proficiency, the client seeks apps that are easy to use and do not require advanced technological skills.

- **Language diversity**: Although English is the main language used, some team members may have different levels of English proficiency. The client wants the recommended apps to support multiple languages to make sure everyone can use them comfortably

- **Openness to Digital Mental Health:** The client appreciates the team's willingness to embrace digital mental health solutions. They understand the importance of well-being in the education sector and seek apps that align with this openness.

- **Work-Life Balance:** Many team members face challenges in maintaining a healthy work-life balance due to the demands of their profession. The client aims to recommend apps that gently encourage breaks and self-care, promoting well-being without adding undue pressure.

Aims for engaging with MH apps

- What is the outcome the client wants for their target group?

- The client's primary objective is to support the urban planners' well-being, foster resilience, and equip them with tools to effectively manage stress and work-related pressures. The desired outcomes are not only about short-term relief but also about building a culture of well-being that sustains their health and effectiveness over time.

- What are they hoping to achieve?

- The clients hope to build a culture around their workforce that achieves several key targets for their target group –

- Stress reduction

- Improved work-life balance

- Effective use of leave

- Enhanced mental health

Apps we will be considering

- Calm:

- Calm, a user-friendly meditation and sleep app, offers multilingual support, catering to the team's diverse needs. It effectively manages stress, providing urban planners with a much-needed respite from their high-pressure roles. Calm aligns perfectly with the team's requirements, allowing them to unwind and disconnect from work.

- Headspace:

- Headspace, known for its accessibility, suits team members with varying tech expertise. It specializes in stress reduction, offering tailored meditation sessions to help urban planners cope with their demanding responsibilities. It also encourages mindful breaks during the workday, contributing to their overall well-being.

- Moodfits:

- Moodfit's straightforward interface caters to older team members and ensures ease of use for everyone. This app provides customizable content, including mood tracking and goal-setting in areas like gratitude, exercise, and sleep. Moodfit empowers urban planners to establish daily self-care routines, addressing the challenges posed by their high-intensity job.