



More than a quarter of young people (28%) don't feel in control of their lives, with concerns about job prospects, self-confidence and recent political events playing on young minds.

(<https://www.princes-trust.org.uk/about-the-trust/news-views/the-princes-trust-2017-macquarie-youth-index-released-today>)

It's a quite common issue that young people struggle with low self-confidence and feel stressed and anxious.

#### How 16-25 year olds really feel

**28%** I don't feel in control of my life

**36%** I don't feel in control of my job prospects

**16%** I think my life will amount to nothing, no matter how hard I try

**18%** I don't think I have the ability to change my circumstances if I want to

<https://www.princes-trust.org.uk/about-the-trust/research-policies-reports/youth-index-2017>

#### Sources of Low Self-Esteem

1. Disapproving Authority Figures

2. Uninvolved/Preoccupied Caregivers

3. Authority Figures in Conflict

4. Bullying (with Unsupportive Parents)

5. Bullying (with Over-Supportive Parents)

6. Bullying (with Uninvolved Parents)

7. Academic Challenges Without Caregiver Support

8. Trauma

9. Belief Systems

10. Society and the Media

<https://www.psychologytoday.com/us/blog/me-we/201312/10-sources-low-self-esteem>

#### Gender differences in Self-Esteem

Female have lower levels of self-esteem

Men tend to score slightly higher on measures of self-esteem than women. Self-esteem differs by gender due to a greater tendency for men to agree with positively worded self-statements, and a greater tendency for women to agree with negatively worded self-statements.

[https://www.midus.wisc.edu/findings/pdfs/196\\_0.pdf](https://www.midus.wisc.edu/findings/pdfs/196_0.pdf)

#### Consequences of Low Self-Esteem

- Create anxiety, stress, loneliness, and increased likelihood of depression
- Cause problems with friendships and romantic relationships
- Seriously impair academic and job performance
- Lead to increased vulnerability to drug and alcohol abuse

<https://cmhc.utexas.edu/selfesteem.html>

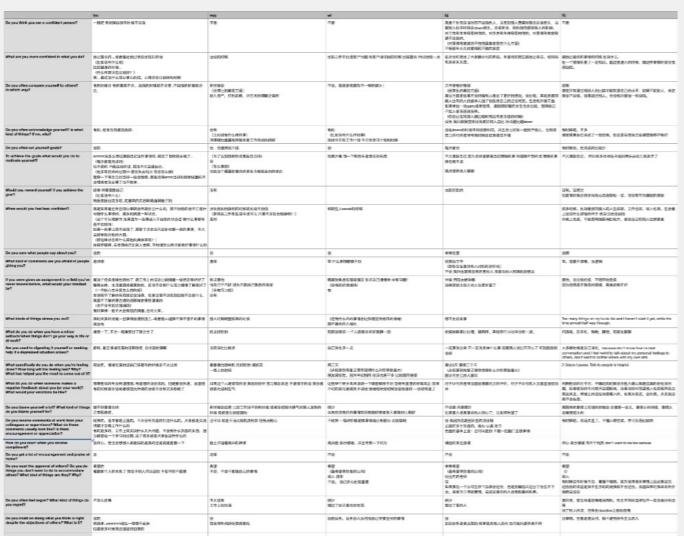
# How to make young people feel confident and capable

## Interviews

- Target group: 24-29 years old working female
- Investigate their self-esteem condition
- Goal: to find what affects people's self-esteem and what can be useful to higher the level of it.

### Interview questions:

- What are you more confident in what you do?
- Do you often acknowledge yourself? In what kind of things? If no, why?
- Do you often compare yourself to others? In which way?
- Would you reward yourself if you achieve the goal? What would you do to motivate yourself?
- When would you feel less confident?
- If you were given an assignment in a field you've never known before, what would your mindset be?
- Do you care what people say about you? What kind of comments are you afraid of people giving you?
- Are you used to digesting it yourself or seeking help if a depressed situation arises?
- What do you do when you're feeling down? How long will the feeling last? Why? What has helped you the most to come out of it?
- Do you get encouragement and praise at home?
- Do you receive encouragement or appreciation at work from your colleagues or supervisors?
- What do you do when someone makes a negative comment about you (or your work)? What would your emotions be like?
- Do you want the approval of others? Do you do things you don't want to do to accommodate others? What kind of things are they? Why?



## clustering data & findings

- people feel confident when they are doing what they good at
- people want acknowledgement from authority figures and parents
- people feel less confident when make comparison to others
- people who directly said they are not confident also feel resistant to new challenges, who are more neutral about the confidence status feel excited about new challenges
- talking to friends helps to recover from depressed mood, but most choose to digest it by themselves
- people care about what others say about them
- most of people would feel down when they receive negative feedback

How might we help people to gain more acknowledgement?

How might we help people talk to friends more about their personal feelings?

How might we help her dealing with her negative emotions and focus more on the positive side?

How might we help people not to be stressful when meeting a new challenge?  
How might we enable her to have multiple choices to relieve stress?

## Idea 1



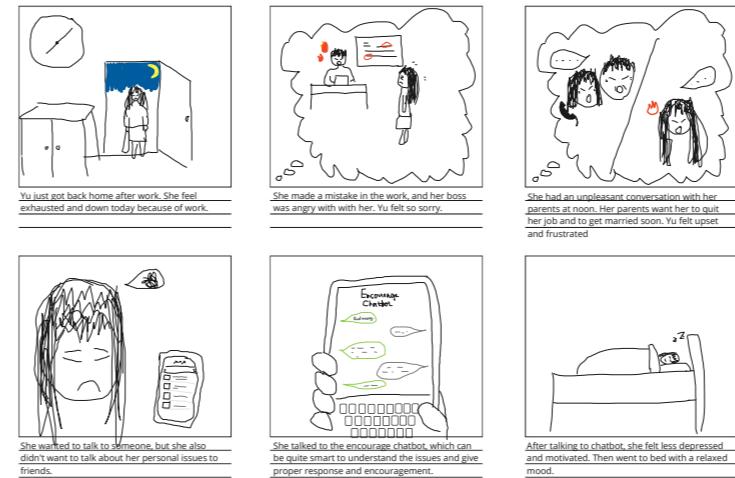
### Achievement Diary

An app on smartphone, enables people to record their daily accomplishments like a diary. People can post personal problem or struggling anonymously in the community, enables people with same issue can react on it or share their experiences of recovering. Use some animal illustration avatar.

## Idea 2

### Encourage chatbot

#### Storyboard Template:



## Idea 3



### Pat-me T-shirt

People can use a pat on the back from time to time. Wear this T-shirt to remind people to encourage others more.

## Chosen idea —— Achievement Diary

### Reason

- It doesn't need advanced AI technology to accomplish (compared to chatbot).
- It requires proactive action from people to record which will enhance motivation and self affirmation (compared to pat-me T-shirt).
- Anonymous posts in the community also can give people a sense of safety to share their own experience.

### Main Features

- Record daily accomplishments: Send notification to the user to remind them to write down their daily accomplishments, even though small things. Use cute animal figure to encourage and guide the user to write. After creating diary, show a encouraging quote or praise to the user to give acknowledgement.



- Share your feelings in the community: The user can anonymously post their personal feelings or negative emotions to the community, people can react on that, giving support or share their own experiences. The point is to make the user who share their feelings to feel they are not alone and there are people care about them. Caring for others and giving support also can help people to keep positive.

