

PosPsych!

An initiative to promote Positive Psychology



Introduction





Our Aim

Understanding the effect of Visual Design
and Interaction Elements on Student
Psychology and creating an android launcher
which helps in bringing about positive
psychology in them.

Our Motivation

Student Life is very hectic and negative psychology such as depression, anxiety etc can easily set in. To help counter this we wish to create a GUI to inculcate positive psychology.





Description

Attempting to get a glimpse into the psych of our users and their response to various visual design and interaction elements.

Getting a glimpse into our user's psych so that we are understand the use of social media and mobile phones during sad moods, as well understand how users respond to various visual design and interaction elements.

Methodology





Information and Resource Gathering





Information and Resource Gathering

- **Literature Review**

- Reviewed 12 research papers
- In the field of psychology and technology.

- **Market Research**

- Look at existing tech interventions focusing on user psychology.
- Contact with SuperBetter, Happify etc.
- Analysis of Identified Apps

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Information and Resource Gathering

- **Resource Gathering**
 - Exploration of works of designers
 - Ingrid Fetell Lee, Andrew Campbell and Tanzeem Choudhury
- **Interaction with Experts**
 - Campus Psychologists
 - Insights into :
 - Student Psychology
 - Effects of technology on student psychology.
 - Professor Indrani De Parker,
 - Insight into :
 - Use of visual design as an inculcator of joy in people.

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User Persona





User Persona

- **Initial**
 - Target Audience - College Students
 - Ideal User : Hypothetical
- **Final**
 - Clarity of User Perspective after User Study
 - Ideal User : From Gathered Data

Survey and User Identification





Survey and User Identification

- **Objective**
 - Understand User's take on:
 - GUI of Mobile Phones
 - Mobile Interaction & Social Media Interaction during Sad Mood
 - Gather User Base
- **Anonymous Survey**
- **8 English Questions**
 - Made by the team
 - 5 Open Ended
 - 3 Choice Based
 - +5 for User Introduction
- **Distribution Channels**
 - WhatsApp
 - Official College Mail
- **Response**
 - 65 Total
 - 29 Users Gathered

User Study





User Study

- **Selection of Users**
 - Based on Availability
 - 12 users selected
 - 7 Male
 - 5 Female
- **Distribution of Users**
 - Based on Gender
 - User Choice to attempt 1 section or All
- **Question Bank**
 - Based on Interaction and Visual Elements
 - Derived from theories gathered before.
 - Break Down of GUI into 3 sections:
 - App Drawer - 6 questions
 - Icon Packs - 5 questions
 - Home Screen - 5 questions
 - Total Questions - 22 questions
 - 7 questions with visual assists

Inductive Analysis





Inductive Analysis

- **Trend Finding using Survey**
 - Mobile usage during sad mood
 - Social Media usage during bad mood
- **Coding of User Study**
 - Opinions on Elements of Interaction and Visual Design.

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Feature Prioritization And Prototyping





Feature Prioritization And Prototyping

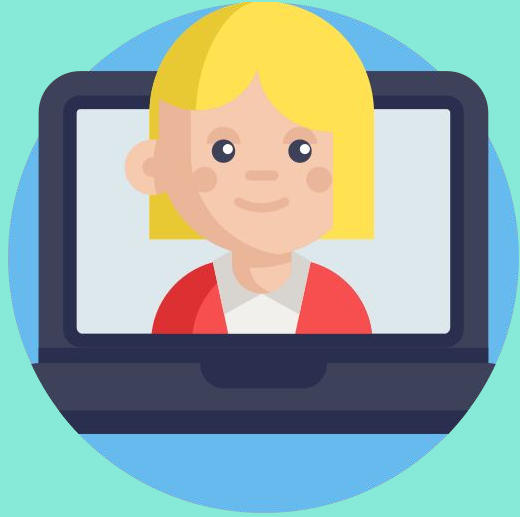
- **Feature Prioritization**
 - Finalization of Elements in previously identified sections
- **Prototyping**
 - High Fidelity Prototyping using Invision

Findings



*via Information and Resource
Gathering*

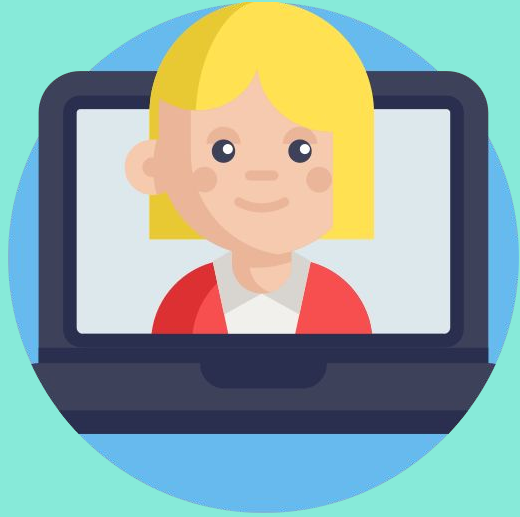




Via Research Papers

- Know-how about the already existing stress heuristics
- Knowledge gain about the major role of sensory stimulations in mental health
- Low educational level leads to Computer Anxiety
- Visual aspects like shapes, colours, etc play an important role in ensuring mental peace.
- Introduction of a lot of information at one go causes distress.
- UI/UX interventions can have an impact on a person's psychology.

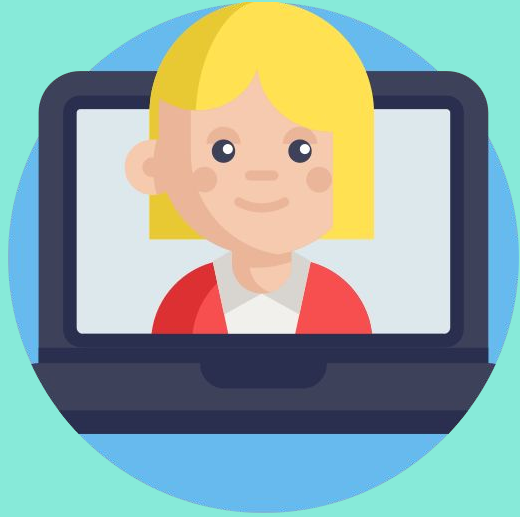
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Via Market Research

- Integral in giving us a clear view of the already existing products.
- **Negative aspects** of companies gave us features that can be improved upon. Gave us a fair idea of how not to approach the problem. Why did a particular feature fail when it did.
- **Positive aspects** gave us how, when research done on a large audience is affecting them. So we got to know the opinions of a much wider audience as well.
- Market research opened avenues for us to look at, and what the industry and the audience is losing on by not doing enough background research.

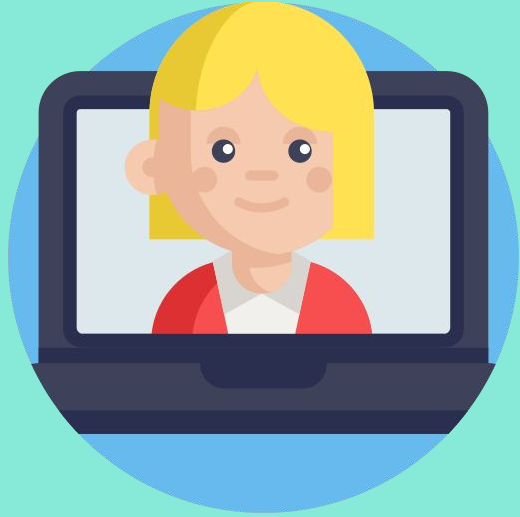
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Via Resource Gathering

- Evidence of Designers using visual design elements as indicators of Positive Attributes like joy, safety.
- Color Theory
- Multiplicity Theory
- Angles vs Curvatures Theory
- Surroundings affect mood subconsciously

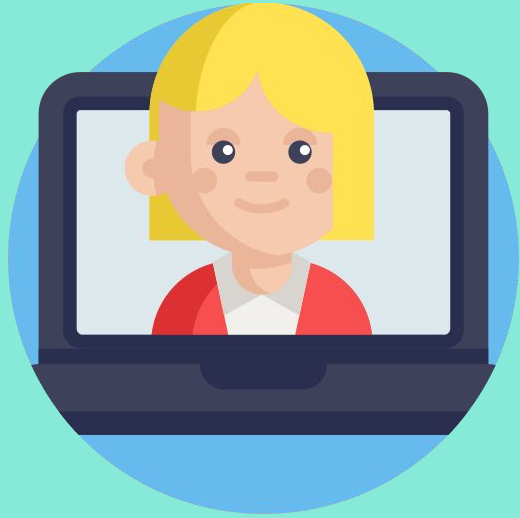
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Via Interaction with Experts

- Understanding Depression, Stress, Anxiety
- Recognizing the sample space of students in college.
- Steps to Identify them around you.
- How you can help
 - Listen to their concerns
 - Respect others however they are
- Effect of Digital Media and Mobile Phones on Psychology
- Being careful at every step: sentiments can get hurt even if we think it's alright.
- Hard to generalize causes or solutions as they vary with people and mood.
- Learning about colour psychology.

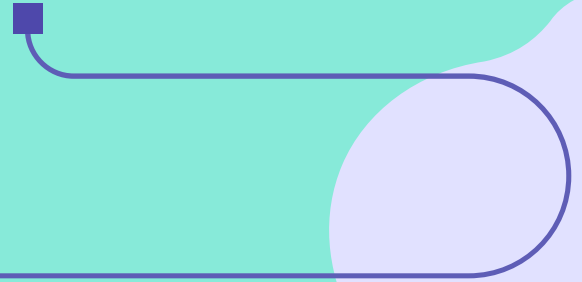
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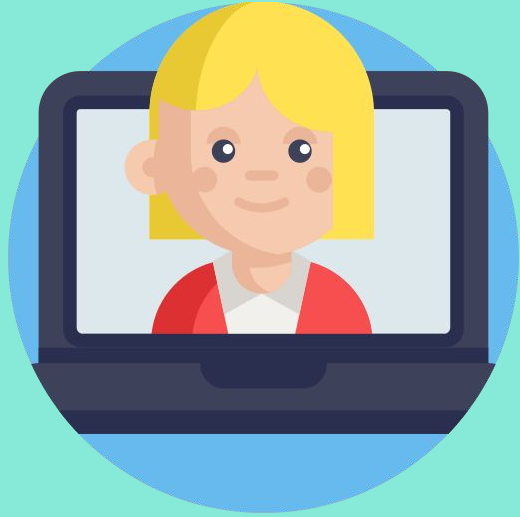


Some Theories

- Visual and Interaction Design components affect users subconsciously
- Stress is positive as well as negative. Create negative stress-free or distress-free interfaces using Stress Heuristics
- Gamification is a popular basis for creating applications regarding mental-well being
- A Usable interface does not imply a Stress-Free Interface
- Interaction between technology and user designed to occur in user's periphery rather than as a constant centre of attention. - Calm Technology, Weiser

via Inductive Analysis of Survey



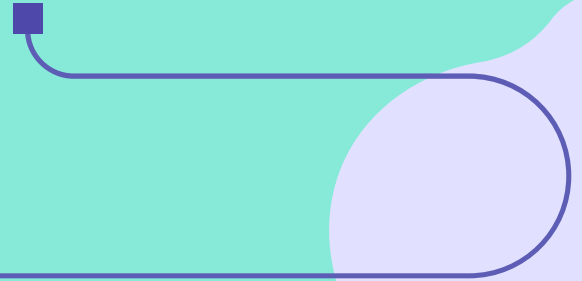


Via Surveys

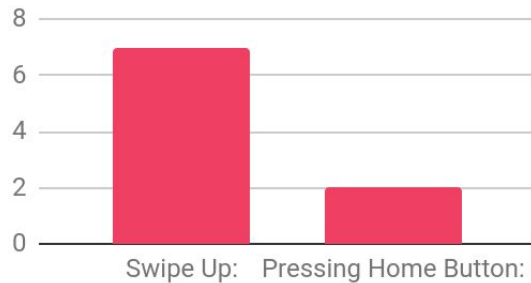
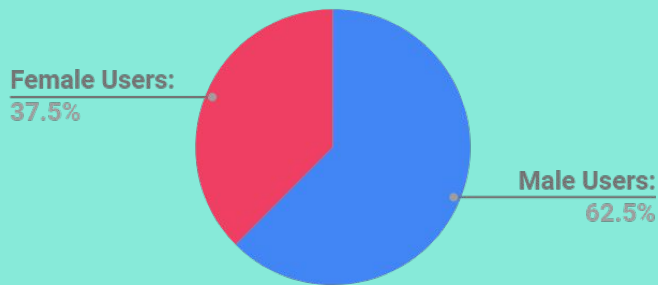
- **Major mood busters**
 - Eat, sleep, Netflix etc - 64.5%
 - Listening to music or meditate - 63.1%
- **Social Media Interaction during sad mood**
 - Relatable posts 56.8%
 - Wholesome Memes 49.2%
- **Does Phone Play a role in mood upliftment?**
 - Yes 76%
 - No 24%
- **User identification for interviews**
 - Males : 17
 - Females : 12

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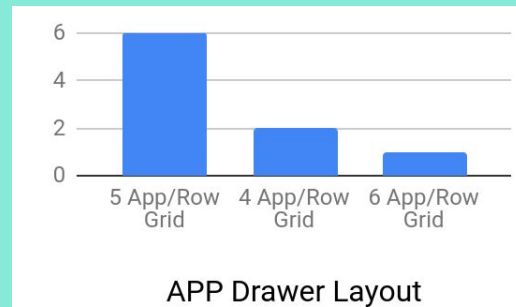
via Inductive Analysis of User Study



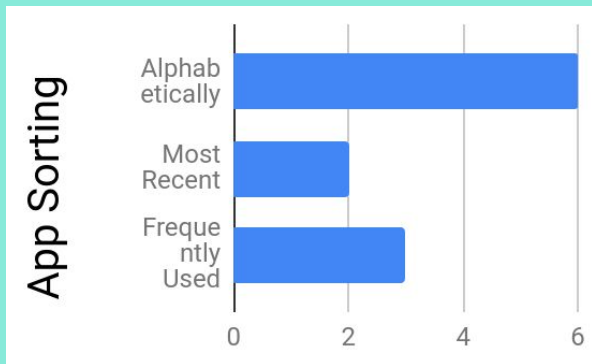
User Demographics



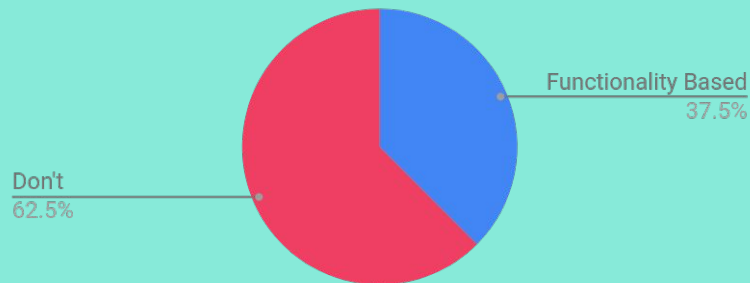
App Drawer Access



APP Drawer Layout



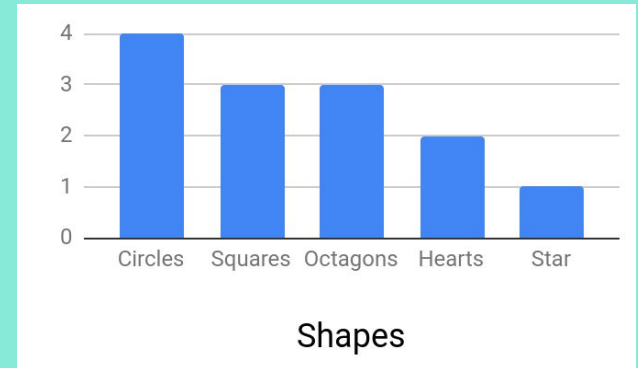
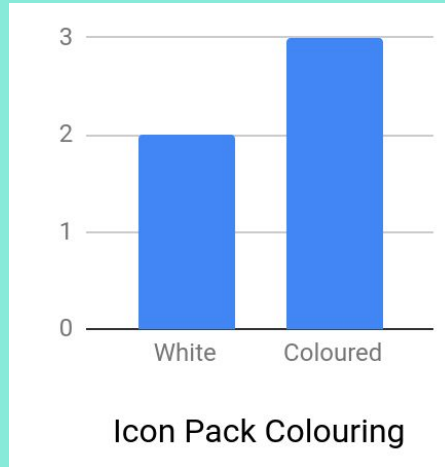
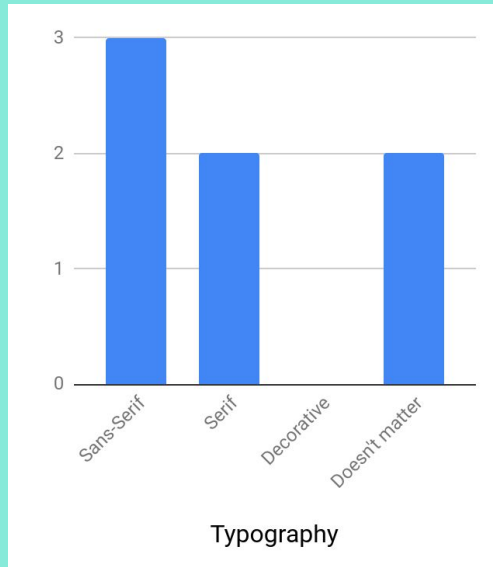
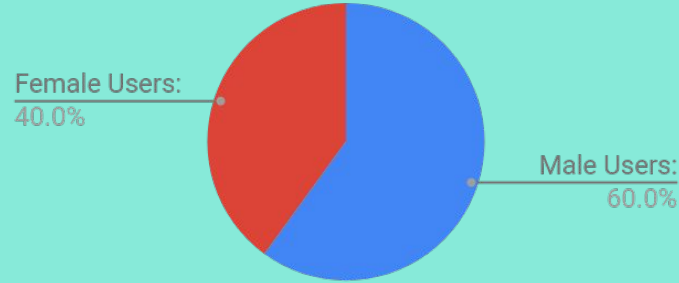
App Grouping



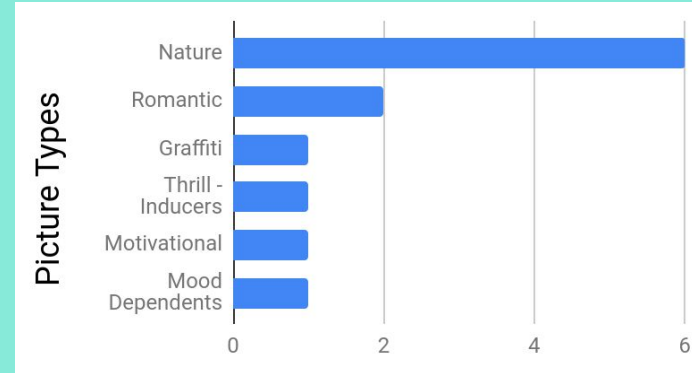
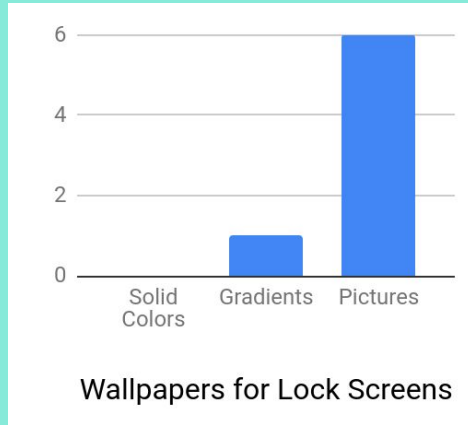
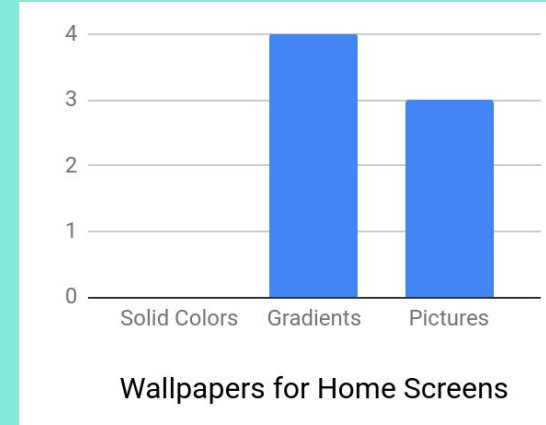
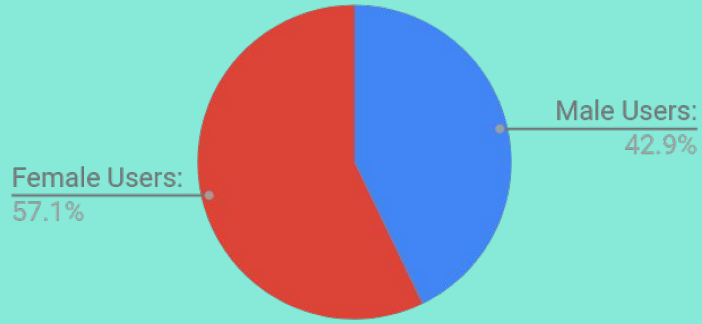
Section 1 : App Drawer

Section 2 : Icon Packs

User Demographics



User Demographics



Section 3 : Home Screens



Results



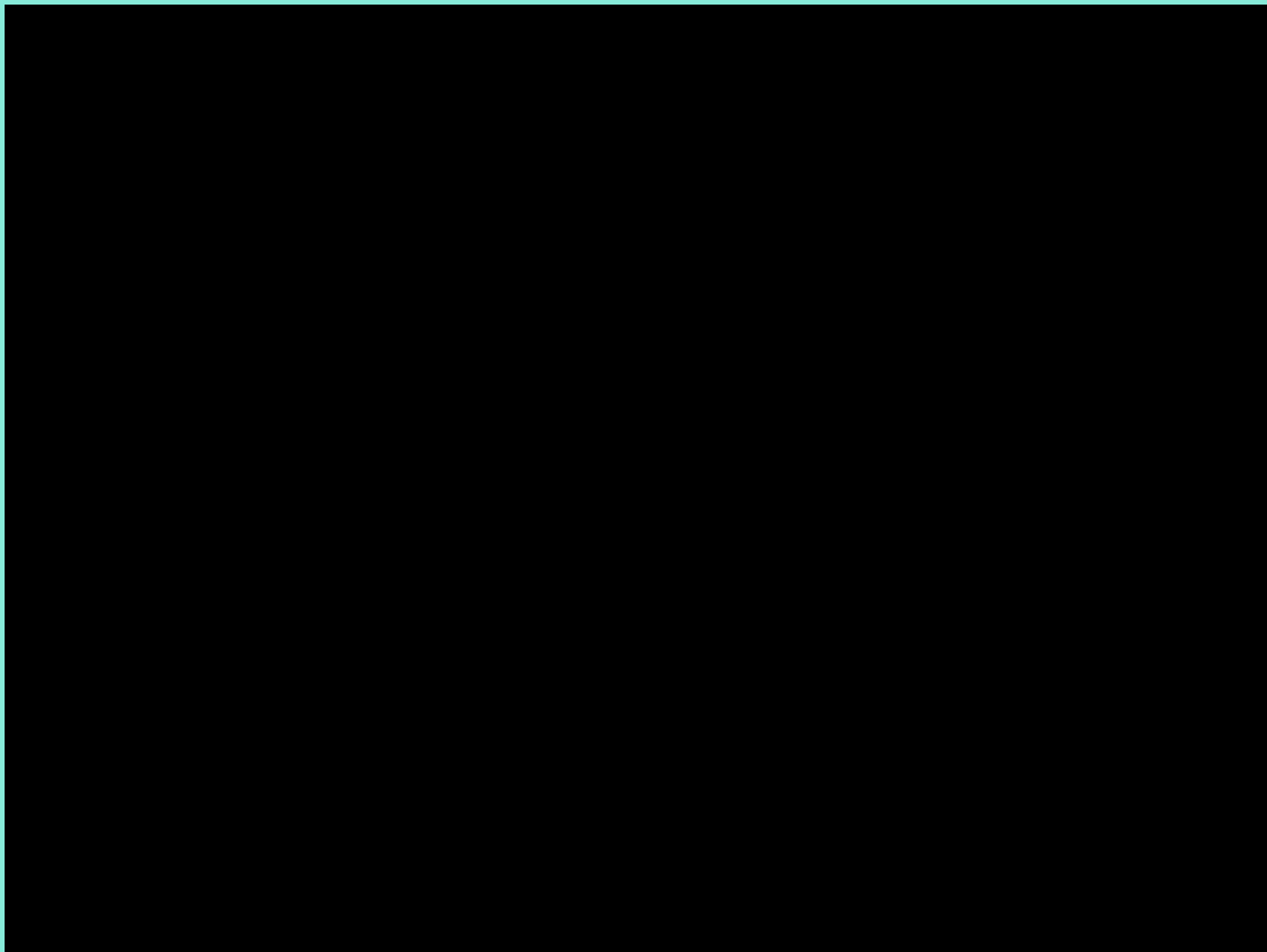
Results

- **How did we come up with the current UI/UX?**

By taking the findings from the survey, interviews, research papers in mind and engaging with the user at each step. This ensured that minimum amount of error was committed.

- **How is its effectiveness ensured in this ever competitive environment?**

Every step in the design process was taken keeping the user in mind. We came up with launcher after Doing extensive research on the topics(Design, Psychology, HCI)



Way Ahead



1. Expansion on the Launcher's interactions
2. Extensive Usability Testing
3. Possibility of Onboarding more apps later
4. Interactions with experts via the launcher



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Others:

Souls across the world who share their ideas and thoughts for the greater good of others.