

# Milestone 9: Draft of Summary of Design Project

Creative Minds

## Who We Are:

We are a group of 5 college students: Waynelle Ize-Iyamu, Othman Smaili, Jason Chabot, Brady Nguyen, and Pablo Rodriguez. Our team name is **Creative Minds**. The team name emerged as a result of the various ideas and visions each one of us came up with when we started brainstorming problem statements.

**Problem Statement:** How can we ease the experience of finding a new therapist for college students aged 18-23 who need mental health services?

### Why:

- We believe that college students have a hard time finding therapists for their mental health problems, especially when moving away to go to university in a different area than they are used to. This usually results in the student moving away from their support groups which can be quite stressful. Furthermore, most college students have not used medical insurance before or read their medical benefits. As such, we have made an app personalized to college students to help them find the therapist they are looking for, who is also covered by their insurance.

### How it Has Changed:

- At first, our problem statement was “How can we ease the experience of finding a therapist for people who need mental health services”, however as we went further down the design process, we realized that it was too broad. Thus we changed it to focus on college students in general, and 18-23-year-olds in particular since our research found that this age range showed the most interest in a similar solution. This narrowed our target audience to the group of individuals who are not very knowledgeable in terms of mental health services and/or health insurance coverage. This group of individuals had generally not interacted with insurance and made their doctor appointments compared to older members of society. This change allowed us to make a specialized and more unique product.

### Key Stakeholders:

- The primary stakeholders are college-aged students (18-23). The secondary stakeholders are therapists, doctors, nurses, and insurance providers.

### Significance:

- Everyone deserves easily accessible quality healthcare, so we felt it was important that we addressed a community that is slightly overlooked - college-age students. Moving away from your safety net or childhood doctors for many students can remove them from the healthcare cycle as they don't know how to navigate insurance by themselves, so we made an application to close this gap in society.

## **Our Goals:**

Our Objective as defined by our problem statement was to ease the experience of finding therapists for young adults. While there are currently general solutions in place, there is not a specific application for young adults through which they can find mental health services. In order to reach out and provide utility to this audience we tried to focus on a few items in our design that seemed most beneficial.

- Firstly, simplicity in design, to make the application easy to navigate and understand for someone who doesn't have a lot of time to spend on researching different mental health services.
- Secondly, streamlined functionality, following the principle that guided the idea of simple design, we want to make the application bear the brunt of the work when it comes to identifying potential therapists for the user.
- Lastly, choice, so that the user is able to find mental health services that are catered to their needs, whatever they may be.

## **Design Challenge:**

Our design problem ended up being "How can we ease the experience of finding a new therapist for college students aged 18-23 who need mental health services?." We understood that to mean, how can we create an app that is easily navigated, has a streamlined process, and has key features that uniquely fit our target audience, assisting them in finding the right therapist easily.

# Design Processes:

## Design Process #1 (Ideation)

Brainstorm that led us here ^:

- Need an uplifting message, get an uplifting message through app 4/4
  - Mantra for every worry 1/4
- App that reminds individuals time and date in which garbage disposal will come by/  
recycling → expand to everything to know abt a new city 4/4
- Riddles to encourage people to exercise brain 0/4
- Learn something new everyday 0/4
- Extra to-do list: by urgency, removes inefficiency 0/4
- A way for new graduates in job market to manage and encourage savings 2/4
- Daily short stories/tall tales from different cultures 0/4 we did like
- Automater: decision fatigue 0/4
- App that assists individuals in finding nearby therapists based on their insurance/  
affordability 4/4
- App promoting less screen time(limiting app usage/locking after x amount of time)
- Gamification app promoting physical fitness 3/ 4
  - Social fitness app(compare PRs with friends, keep friends accountable, view  
others activity/workouts for the day)
- Personal finance tracker 2/4

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- App that asks you about your day and plans for it, plus if it helps learning languages \_/4  
great idea should make, but too big for this project!!
- Food/drink taste matcher, given one item, tries to match other based on user  
preferences 2/4
- Car assist app, tracks status for parts/fluids based on mileage, helps diagnose issues  
4/4
- Mindfulness applications (mental health) 1/4
- Cooking app that shares (hopefully your) recipes with friends 4/4

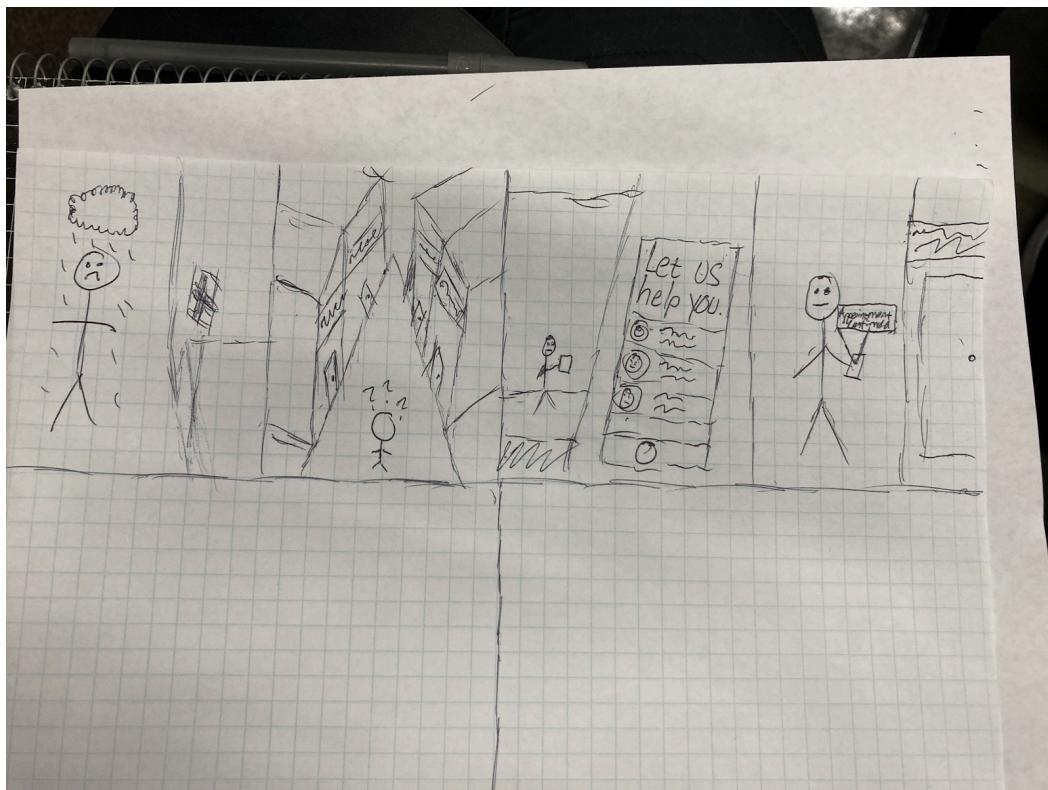
Finalists:

- App that assists individuals in finding nearby therapists based on their insurance/  
affordability 4/4
- App that reminds individuals time and date in which garbage disposal will come by/  
recycling → expand to everything to know abt a new city 4/4
- Car assist app, tracks status for parts/fluids based on mileage, helps diagnose issues  
4/4
- Cooking app that shares (hopefully your) recipes with friends 4/4
  - 1. Jason, Brady,
  - 3. Pablo, Waynelle,

During our brainstorming process, the team thought of as many apps as possible in many different fields of life that we believe could be improved. After the ideas, we voted

on which ones we believed would be good to add to a “final selection” after discussing each one. In that final selection process we discussed heavily which one would be best to choose and we ended up choosing a project for finding therapists.

### Design Process #2 (Storyboards)



After the brainstorming process, we made storyboards to attempt to visualize our users' needs. As seen in the storyboard above, we believe that users will have a hard time not only finding therapists but also all the other processes including insurance checking. We obtained some insights from these storyboards such as **why** our users would want to use our services and **how** our project will be made (in a mobile app). This led us to base our questions during the interview process on how their process of finding therapists was and formed the foundation for our future design processes.

### Design Process #3 (Interviews)

After we did the storyboards we moved towards conducting interviews to gather insight on what our potential users' experiences are with mental health services and what they might want to get out of the application that we were designing. In order to do this, we had to first finalize who our group of interviewees was going to be. For this, we were able to simply follow who we listed as our audience above, and each member of our group identified two interviewees within that audience group. Next, we needed to generate a list of questions that we believed would provide useful insights for the design

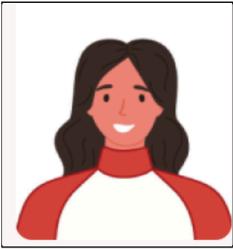
of our application. Afterwards, we put together a general script for how the interviews would be conducted, including introductions, questions, follow-ups to those questions, and closing remarks. Finally, once we had all conducted our interviews, we reconvened and discussed the primary insights that we had gathered from them, and summarized them for further use in our design.

## Interview Summary

- User wants to go to therapy but does not know if their insurance will cover the cost
  - An interviewee when asked if they know if their insurance covers therapy responded with, "I think so but I don't know"
  - An interviewee when asked if they know if their insurance covers therapy responded with, "I have never gone to a doctors appointment, by myself, my parents usually handle that"
  - For Jenna's persona her introduction, scenario and pain point is based on these participant data of relying on parents and confusion around insurance
- User wants to find the right therapist for them but does not know enough information on the therapist.
  - "When I did therapy, my therapist taught me a lot of skills to calm myself down, it was never really about me but rather about strategies. I didn't get what I needed but I'm not going to say that it was not productive either"
  - When talking about barriers to therapy a participant said "I think a major barrier for entrance is the stigma in our cultures about getting mental health services and how it reflects on your parents, and how they raised you"
  - John's pain points are described around this key insight
- User desire for a streamlined process to verify therapist credentials and insurance acceptance.
  - An interviewee when speaking about their experience with therapy said, "I tried to make an appointment like once but it had so many steps, I don't know, it like overwhelmed me and I was like nevermind!"
  - For Jenna's persona, her values are based on ease of use of the application and a desire for the experience to be stress free.
  - For John's persona, his scenario is based around this point of obtaining therapist credentials quickly
- User does not have insurance and wants to know out of pocket price for therapist visit
  - An interviewee when speaking about if they have insurance said "Before I got this new insurance, which by the way sucks because I have to get referred by my primary everywhere, I didn't have insurance and I wanted to get into therapy but I could not find the no insurance, um out of pocket price. Like no one had any transparency on that, on their um website. And there's no way I'm going to go anywhere if I don't know at least a ballpark of how much it'll cost".
  - For John's persona, his needs, values and scenario are informed by this participant data by informing his need for factual information and pay transparency, and his lack of insurance.

## Design Process #4 (Personas)

After we processed the interviews as a group we identified key insights that came up in each of our interviews, such as an interviewee speaking about how insurance is confusing and overwhelming as they only did doctor appointments with their parents. Thus one of the key insights we decided on, based on our interviews, was that confusion and the desire for convenience was a common theme. So creating a persona around these interviews let us flesh out the pain points we wanted to address. Those insights directed our decision-making process on how to create our personas, some of the key decisions we made can be found under each description.

**Intro:**

Jenna is a student studying at university. She has recently moved from her home town for school. The requirements of her studies have left her feeling drained, and she is looking for a therapist nearby that matches her insurance.

**Goals and Needs:**

Looking for access to mental health services near her and compatible with insurance.

**Name:** Jenna Graham**Gender:** Female**Location:** California**Marital Status:** Single**Occupation:** Student**Tech:** Standard tech user, who has a phone and laptop, but only uses it to browse and do homework assignments**Pain Points:**

Being unfamiliar with her new environment, Jenna does not know what therapists in the area accept her insurance policies.

**Values:**

Jenna values convenience and ease of use, as this is her first time being on her own without the guidance of her parents so she wants to have an experience that is not stressful.

**Scenario:** Jenna is having trouble adapting to college life, and decides she needs a mental health intervention so she goes to make a therapy appointment, but she doesn't know what her parents insurance covers or where to go to check which doctors are in her network. She feels stuck and when she googles 'therapy near me' she gets thousands of results and feels overwhelmed so she puts off making an appointment, and wishes there was an app with a streamlined process.

The personas had an impact on our design. We know we need to provide an insurance checker because, in Jenna's persona, she is not knowledgeable about what her insurance covers. This is shown in the persona when it says she is looking for "services near her and compatible with her insurance". We also address her desire for convenience by having her input her insurance by scanning her card, because she doesn't know what the terms on the card indicate, and it's faster than manually entering information.

**Intro:**

John is a student studying at his local community college. While he enjoys a fair amount of social support from friends and family, he is conflicted about his future prospects and feels that he is unable to communicate this with those around him.

**Goals and Needs:**

John intends to succeed academically and to find his path forward. He feels like he needs someone to speak to about his conflicting emotions and to have transparency about the pricing of his visits.

**Name:** John Dean**Gender:** Male**Location:** California**Marital Status:** Single**Occupation:** Student**Tech:** Standard tech user, who has a phone and laptop, but only uses it to browse and do homework assignments**Pain Points:**

John is uncertain about his career prospects and would like to seek a therapist to help him talk through how he is feeling, however he is uncertain about whether or not the therapists he is looking at are the right ones.

**Values:**

John values facts, and uses them as a guiding force behind many of his informed decisions.

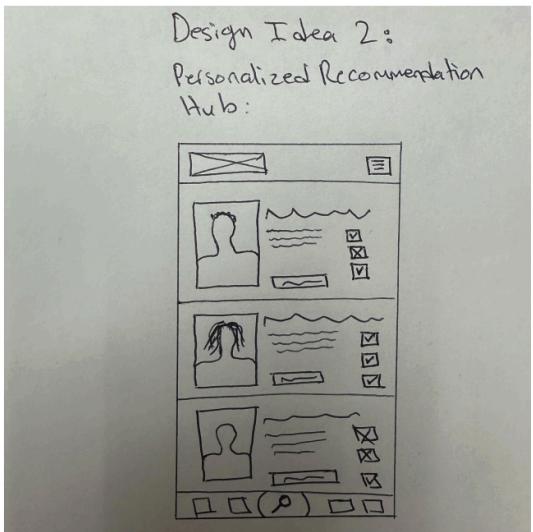
**Scenario:** John is having success in his student career but looking at future internships and jobs has him extremely stressed out. John wants to find a therapist to help talk out his emotions and feel validated about his problems, but he is unsure which therapist to use. John wants to find a therapist that he believes would be right for him but does not know the credentials or have enough information on therapists. He lacks medical insurance that supports therapy and will need a service that can provide out-of-pocket pricing.

The personas had an impact on our design. In our persona, John is very skeptical so we address his need for clarification and proof by clearly laying out the therapist's credentials and information. In the persona, John has a pain point that says "Uncertain about whether or not the therapist he is looking at is the right now", to address this pain point we made the find a therapist screen that has very detailed filters so we can get accurate matches, for users like John who are concerned about compatibility.

## Design Process #5 (Fidelity Prototypes)

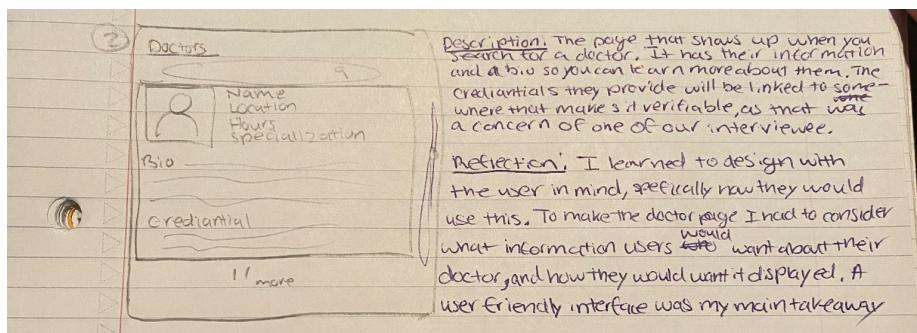
After we did the personas to identify what the pain points, goals, and needs were, we began to make simple mockups of how we would create an application that kept the persona in mind. We came up with a few designs, as seen below, that we felt we could continue to build upon.

## Design Idea 2: Personalized Recommendation Hub

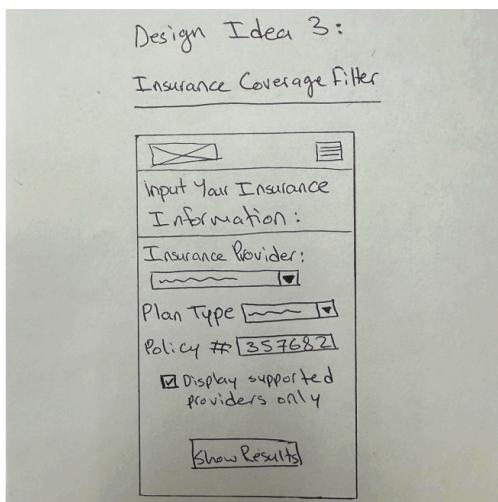


### Description:

The second concept revolves around personalized recommendations based on users' preferences and past interactions with the app. It incorporates a "Discover" section where users can explore curated therapist suggestions, articles, and resources tailored to their specific needs and interests.



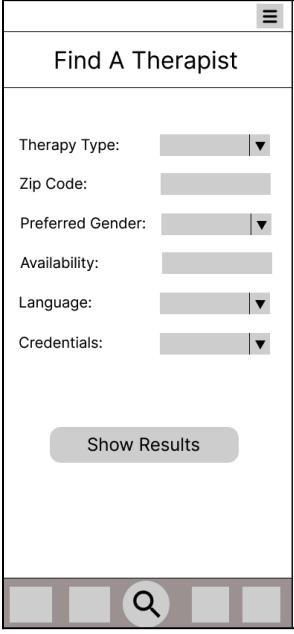
## Design Idea 3: Insurance Coverage Filter



### Description:

In this concept, we introduce a dedicated "Insurance Coverage" filter within the search interface. Users can input their insurance provider details or select from a dropdown menu of common insurers. Upon submission, the app filters therapists who accept the user's insurance, ensuring affordability and accessibility for individuals seeking mental health services.

After we did the low fidelity, we talked as a group and decided that we liked the 'insurance checker' feature, and the 'detailed discover doctors' feature and wanted to base our screens around them, so we created the mid-fidelity around those points. As shown below you can see how we developed our low fidelity further, by adding more details and keeping design principles in mind, like hierarchy.



This prototype allows you to enter information that widely varies from user to user such as their zip code, language spoken, etc. This information will be utilized to match the user to a therapist who will best fulfill their needs based on the information provided.

This prototype allows you to see information about each therapist. It gives all of the details a person might want to know about their care provider. We included a mandatory linkable credentials section because in our persona John was very worried about the credentials of his therapist. It uses the information entered in the insurance checker screen to check if you are covered by in-network insurance.



This prototype allows you to update your insurance information so it may be used in the 'therapist search', which can be found in the other prototypes. It allows for the manual input of insurance information, as well as auto-capture of insurance info based on a photo of an insurance card.

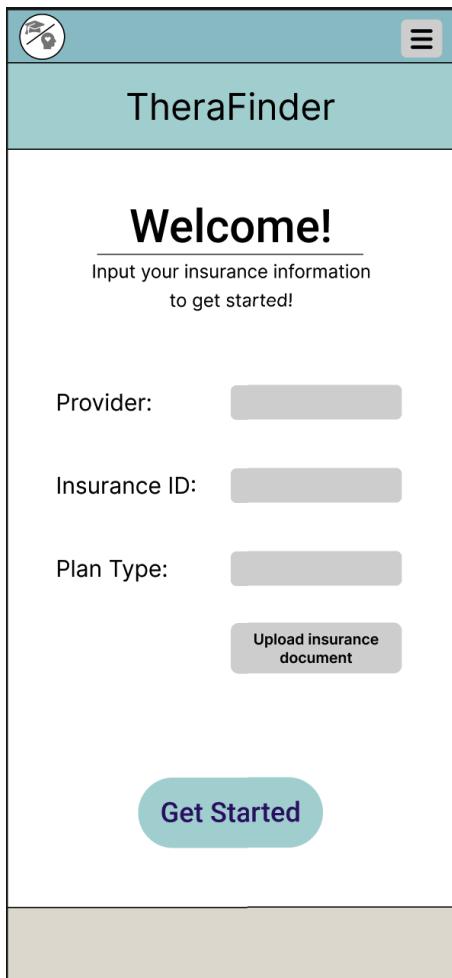
Finally, after we did the mid-fidelity we decided we liked many of the screens we came up with, but wanted to create more, and rather than use placeholder information we should add more details. We also came up with a calming color scheme and kept in mind design principles while designing our application. This high fidelity encompasses our final design solution, which can be seen in the section below 'Design Solution'.

## **Design Solution:**

The following are the final design solutions that we came up with after reviewing the comments we received on our high-fidelity design.

<https://www.figma.com/file/F5VO1YoT0Nh3bC7gcm36m2/High-Fidelity?type=design&node-id=0%3A1&mode=design&t=OsTxkJ9IX91rzUrk-1>

## Welcome Page:



This page is the landing page for users of the application after they've logged in for the first time. It gets important information that we need to get started on matching them with an appropriate therapist. It also sets the tone and introduces the aesthetic of our application.

## Finding Therapist Page:

The screenshot shows a mobile application interface for finding therapists. At the top, there is a navigation bar with a logo on the left and a menu icon on the right. Below the navigation bar, the title "Find A Therapist" is centered. The main content area contains six filter fields arranged vertically:

- Therapy Type: A dropdown menu set to "Any".
- Zip Code: An input field containing "92617".
- Preferred Gender: A dropdown menu set to "Any".
- Availability: A dropdown menu set to "Any".
- Language: A dropdown menu set to "English".
- Credentials: A dropdown menu set to "College Ac...".

Below these filters is a large blue button labeled "Show Results". At the bottom of the screen is a grey navigation bar with a back arrow icon.

This page of the app will allow users to search for therapists by a number of different parameters. This includes: Therapy Type, which can be selected from a drop down menu and indicates the specialization of doctor the user is looking for. Zip code, which designates the area for which to look for doctors in. Preferred Gender, which allows to filter by therapist gender. Availability, allows for selecting online or in person therapists. Language, which allows for selection of what languages the user would like the therapist to be able to communicate in. And Credentials, which allows the user to select what sort of credentials they would like their therapist to have acquired. Finally, the logo on the top left of the screen and the icon on the top right will be persistent across all pages, allowing the user to redirect back to this page or to access account info and settings respectively.

## View Doctors:





**Name:** Jane Simone  
**Location:** Costa Mesa  
**Spec:** PTSD recovery  
**Bio:** I am a...  
**Credentials:** Masters at...

✗ Available Virtually ✓ Covered By Insurance



**Name:** Michael Smith  
**Location:** Anaheim  
**Spec:** Childhood Trauma  
**Bio:** I strive to create...  
**Credentials:** Masters at U...

✗ Available Virtually ✓ Covered By Insurance



**Name:** John James  
**Location:** San Diego  
**Spec:** Social Depression  
**Bio:** My work has...  
**Credentials:** University of...

✓ Available Virtually ✗ Covered By Insurance

Scroll for more...



This screen displays a list of doctors based on their search preferences and lists some pertinent information about each doctor, including an image, their availability and whether they are covered by a specified insurance plan, as well as some general information such as name, location, and credentials. Each of these screens is intended to be clickable and will send you to an extended view that will expand on the information provided about the doctor. Our logo in the top left corner represents the home of the app and will return you to the Find a Therapist page. The icon in the top right will open up a menu that will allow you to traverse other pages containing miscellaneous info such as settings.

## See Ratings:

The screenshot shows a mobile application interface for viewing a doctor's profile. At the top, there is a circular icon with a crossed-out stethoscope and a menu icon (three horizontal lines). Below the header, there is a photo of a woman (Jane Simone) and her contact information: Name: Jane Simone, Location: Costa Mesa, Spec: PTSD recovery. The bio text states: "Jane Simone, a PTSD therapist at Horizon Therapy in Costa Mesa, CA, offers compassionate care tailored to individual needs. With expertise in trauma treatment, she helps clients heal and find peace." The credentials section indicates: "Credentials: Masters at University California". Below this, there are two status indicators: "Available Virtually" (with a crossed-out checkmark) and "Covered By Insurance" (with a checkmark). The rating section shows a 5-star rating with 4 stars filled. There is a comments section with two empty input fields. A large button at the bottom says "Book Appointment". At the very bottom of the screen, there is a navigation bar with a back arrow icon.

This extension of the View all Doctors page, expands on the information that was provided on that page. It also displays some additional info such as ratings and allows for the viewing of comments to help support the matching capability user need. Additionally this page will allow users to move to 'booking an appointment' with this doctor.

## Confirmation:



Your appointment has  
been confirmed!

### Appointment details:

Therapist: Jane Simone

Date: March 7th, 2024

Time: 10:00 AM

Address: 444 Random St...



This screen displays the appointment information for the user one last time after they confirm their appointment on the prior Book Appointment screen. It contains the name of the therapist, the date and time of the appointment, as well as the street address for the therapist's office. Additionally, there is a map plugin that gives a visual representation of the office's location.

Got it!



## Book Appointment:

The screenshot shows a mobile application interface for booking an appointment. At the top, there is a header bar with a logo on the left and a menu icon on the right. Below the header is a profile section featuring a photo of a woman (Dr. Jane Simone, PTSD Recovery Specialist) and her name with a title. A navigation bar below the profile includes arrows for navigating between months and the month name "March". The main content area is a calendar for March, showing days from 1 to 28. The day "7" is highlighted with a blue circle. Below the calendar is a time slot "10:00 AM" followed by a dropdown arrow. A large blue button labeled "Confirm Appointment" is centered at the bottom. At the very bottom is a light gray footer bar with a left arrow icon.

M	T	W	Th	Fr	Sa	Su
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

This page follows the ratings page provided above and allows for users to select an available day and time from a calendar and then to schedule that appointment with their doctor. This page additionally provides the same functionality present in the prior one where if you click on the logo in the top left corner you will be redirected to the original find therapist page and if you click on the icon in the top right corner you will be directed to several miscellaneous pages.

## Going Forward:

1. We would like to get feedback on our design, from a group of our target audience. A randomly selected test group of college students would be helpful to see if they liked the design if it addressed their needs, and if they felt it accomplished what the CreativeMinds group said our goal was.
2. We would want to create the app. So coding the frontend and backend, intermittent unit testing, quality assurance, and everything that goes into creating a fully functional app.
3. Have a UX expert test our application for accessibility which would include color-blind mode, ease of use for users with vision disabilities, etc.