MOODMATE

Arkaja Shrivastava

Project overview

The product:

The **Mental Health Check-in App: MOODMATE** is a mobile app designed to help users monitor and manage their mental well-being. It includes features like daily mood tracking, journal prompts, personalized mental health tips, and access to a range of relaxation techniques like mindfulness exercises and breathing practices. The app is targeted at users who want to stay on top of their mental health and engage in regular self-reflection.

Google

Project overview

The problem:

➢ **Difficulty in tracking mental health**: Many people lack an easy, consistent way to monitor their emotional well-being.

➢ **Lack of personalized tools**: Current mental health apps are often generic and don't offer daily, tailored support.

➢ **Overlooked mental health**: Without regular self-check-ins, individuals often neglect signs of mental health struggles

The goal:

➢ **Track mental well-being**: Help users monitor their mood and emotions daily.

➢ **Promote self-care**: Provide daily prompts and tips to encourage proactive mental health management.

➢ **Foster consistency**: Make mental health check-ins a regular part of users' routines.

➢ **Offer personalized insights**: Visualize mood trends to help users identify patterns and triggers.

Google

Project overview

My role:

➤ **UX Designer, Researcher**

Responsibilities:

➤ User Research

➤ Wireframing & Prototyping

➤ UI/UX Design

➤ Usability Testing

➤ Design Refinement

Google

Understanding the user

- User research
- User Personas
- User Stories
- Empathy maps

Google

User research: summary

Type of Research Conducted

I conducted qualitative user research through a **Google Form survey** designed to gather insights about users mental health habits, challenges, and preferences for an app focused on mental well-being. The survey aimed to capture real user needs and pain points, particularly related to regular mental health check-ins, current methods of monitoring mental health, and desired features in a mental health app.

Link to the Google form: https://forms.gle/VjfLATvDeuZ6G47j7

Link to the Google form responses:
https://docs.google.com/spreadsheets/d/1rI0E9gjnNlJGhDkYKVO_jUc4a9Mq339
4CGGmtoBjXBE/edit?usp=sharing

Google

User research: pain points

1

Fear of Judgement

➢ Users are concerned about being judged for their mental health, highlighting the need for **privacy** and a **non-judgmental space**.

2

Unstructured Monitoring

➢ Users lack a clear method for tracking mental health, indicating a need for **simple, guided mood tracking** tools.

3

Inexperience with Mental Health Apps

➢ Users have not used mental health apps before, suggesting the app should be **easy to use** with an intuitive interface.

4

Uncertainty About Seeking Help

➢ Users are unsure when to seek professional help, emphasizing the need for **features that guide users** on when to reach out to a professional. Google

User Persona: Rejul

Rejul

Age: 20
Education: BBA
Hometown: Bhopal
Family: Joint
Occupation: Student

"Mostly I don't understand when my mental health is down and when it is good"

Goals

1. She would like the app to address to check if she needs to get a check up done or not.

2. Reminders and Notifications for you to check in, take medications or engage in self care activities.

Frustrations

She doesn't understand when my mental health is down and when it is good.

Rejul is a 20 year old girl who lives with her family in Bhopal. The challenge she faces about her mental health is that she doesn't understand when her mental health is down or when it is good. She engages in her hobbies, goes out for a drive or tries talking to a friend. She would like the app to give reminders and notifications for checking in and engaging in self care activities.

User Persona: Rishi

RISHI

Age: 20
Education: BTech
Hometown: Bhopal
Family: Nuclear
Occupation: Student

"Fear of getting joked upon my mental state"

Goals

1. He would like the app to provide secure communication channels.

2. **Finds** value in connecting with mental health professionals or accessing educational resources through the app.

Frustrations

Fears of getting joked upon his mental state.

Rishi is a 20 year old boy who lives with his family in Bhopal. The challenge he faces about her mental health is that he fears of getting joked upon his mental state. He does not engage in any specific method, he says it is just the way he feels. He would like the app to provide secure communication channels.

USER STORY

[REJUL]

As a/an Remote student who spends most of her time at home

type of user

I want to Get reminders and notifications to check in on my mental health

action

so that I get to know if I need a check up to be done or not.

benefit

USER STORY

[RISHI]

As a/an 20 year old adult and a engineering student

type of user

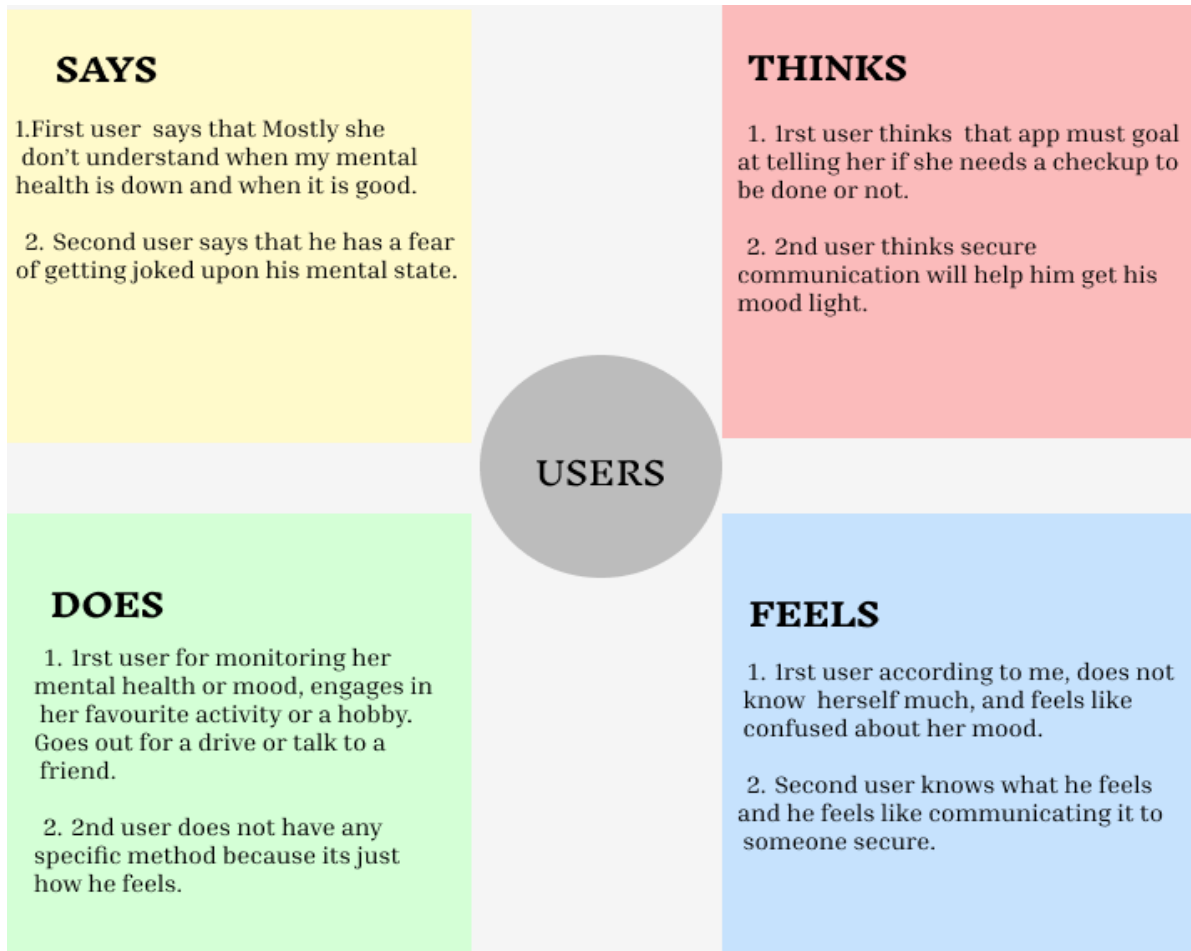**I want to** Communicate securely my state of mind

action

so that I don't go through experiencing the fear of getting joked upon my mental state.

benefit

Empathy map

By examining what the person **thinks**, **feels**, **says**, and **does**, we gain insights into their mental health struggles, key pain points, and needs. This map highlights the areas where they may feel disconnected, anxious, or overwhelmed, offering valuable context for developing tailored interventions and support strategies. The insights drawn from this map can guide us in creating more empathetic and effective mental health care plans.

SAYS

1. First user says that Mostly she don't understand when my mental health is down and when it is good.

2. Second user says that he has a fear of getting joked upon his mental state.

THINKS

1. 1rst user thinks that app must goal at telling her if she needs a checkup to be done or not.

2. 2nd user thinks secure communication will help him get his mood light.

USERS

DOES

1. 1rst user for monitoring her mental health or mood, engages in her favourite activity or a hobby. Goes out for a drive or talk to a friend.

2. 2nd user does not have any specific method because its just how he feels.

FEELS

1. 1rst user according to me, does not know herself much, and feels like confused about her mood.

2. Second user knows what he feels and he feels like communicating it to someone secure.

Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
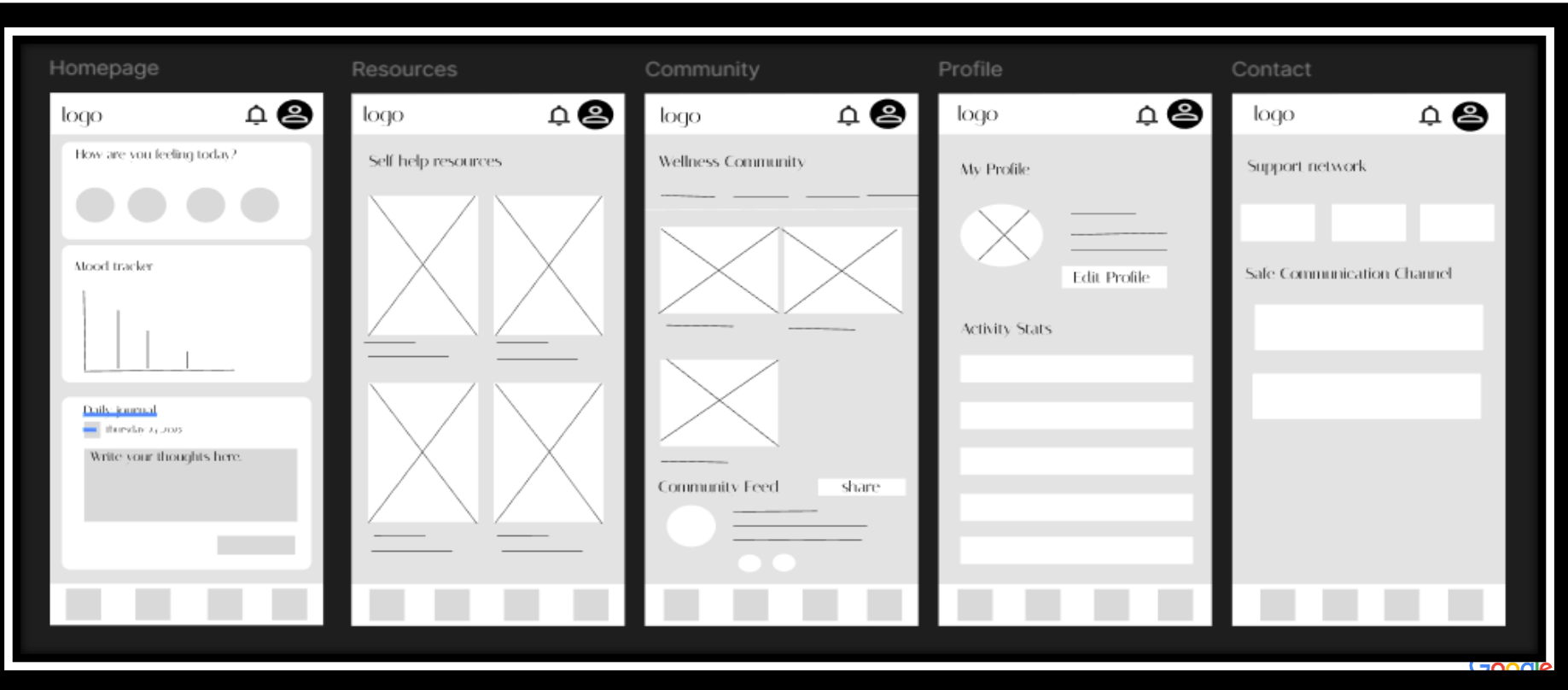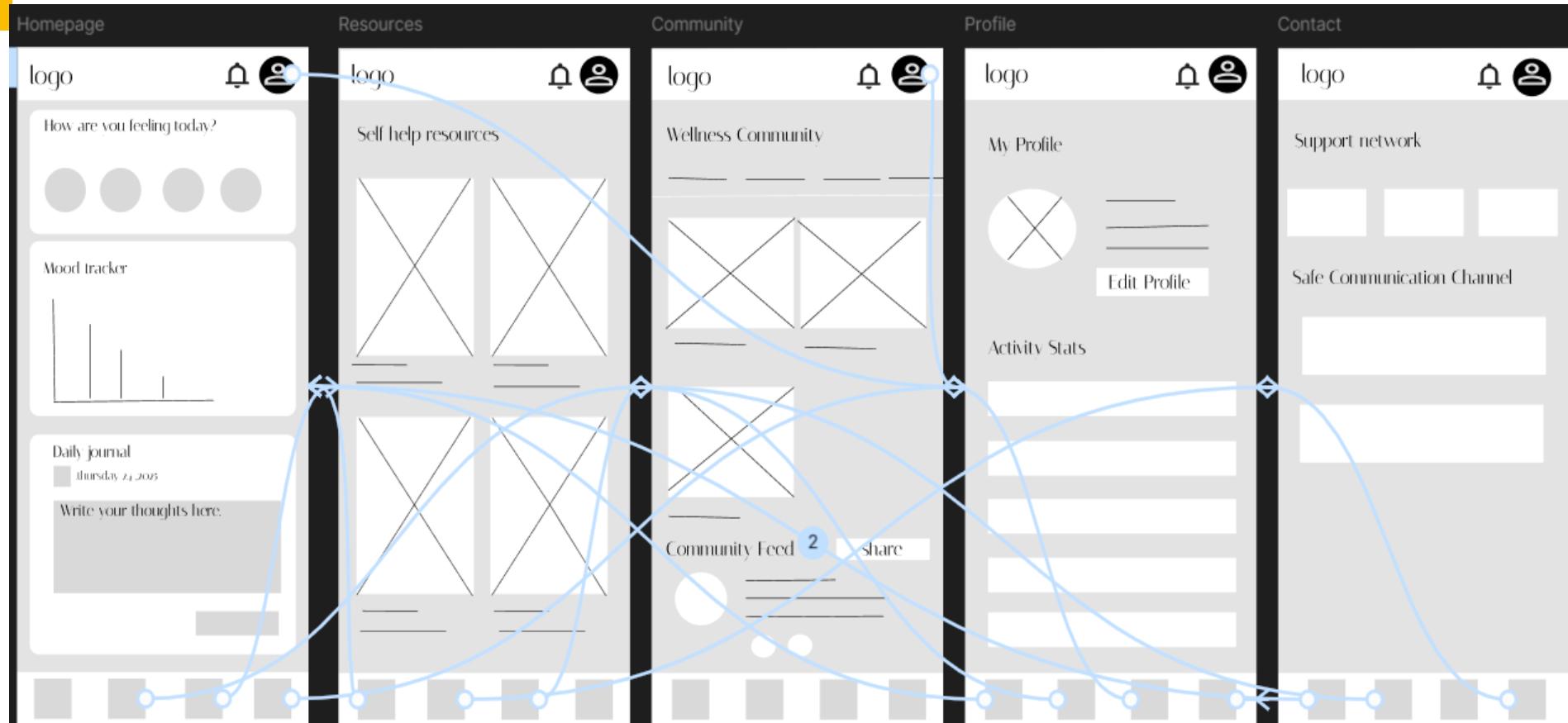- Usability studies

Google

Paper wireframes

These paper wireframes are a foundational step in the app's design process, focusing on simplicity, clarity, and a user-friendly interface to ensure MoodMate is easy to navigate and helpful for users tracking their mental health.
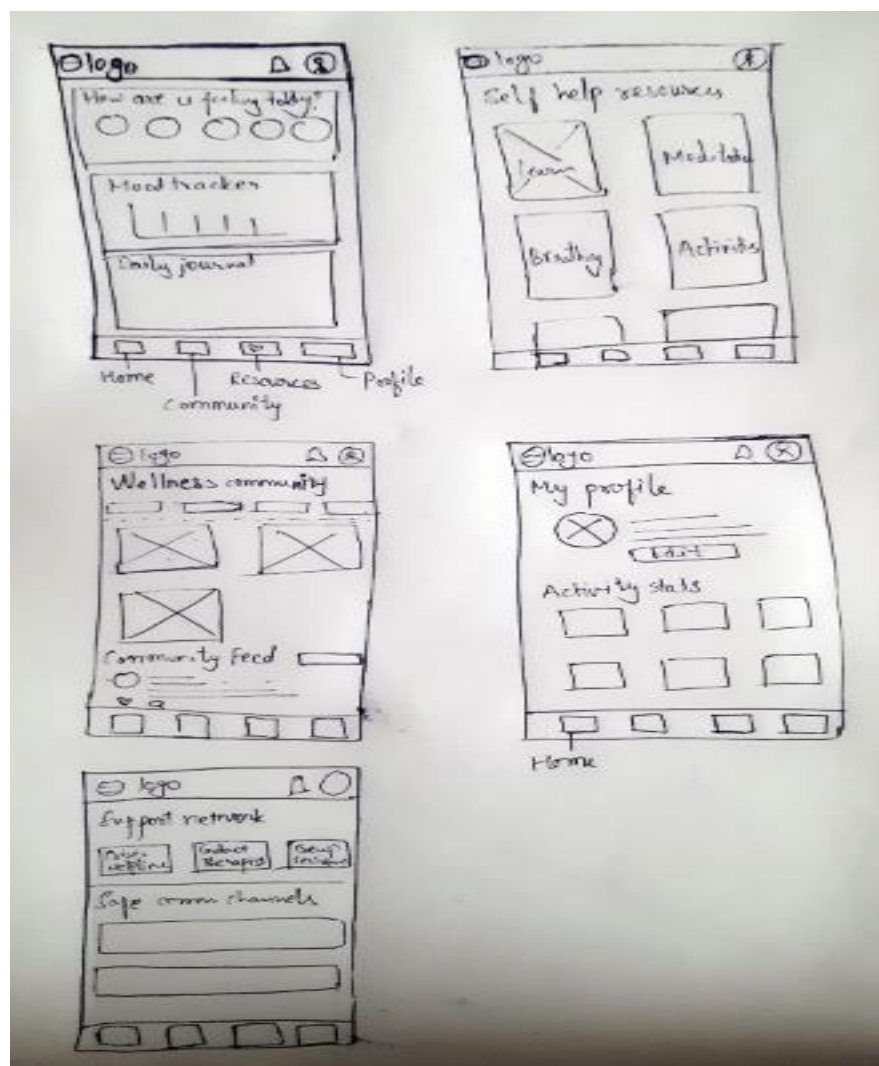
Digital wireframes

Low-fidelity prototype

Usability study: findings

1 Unclear Navigation Flow

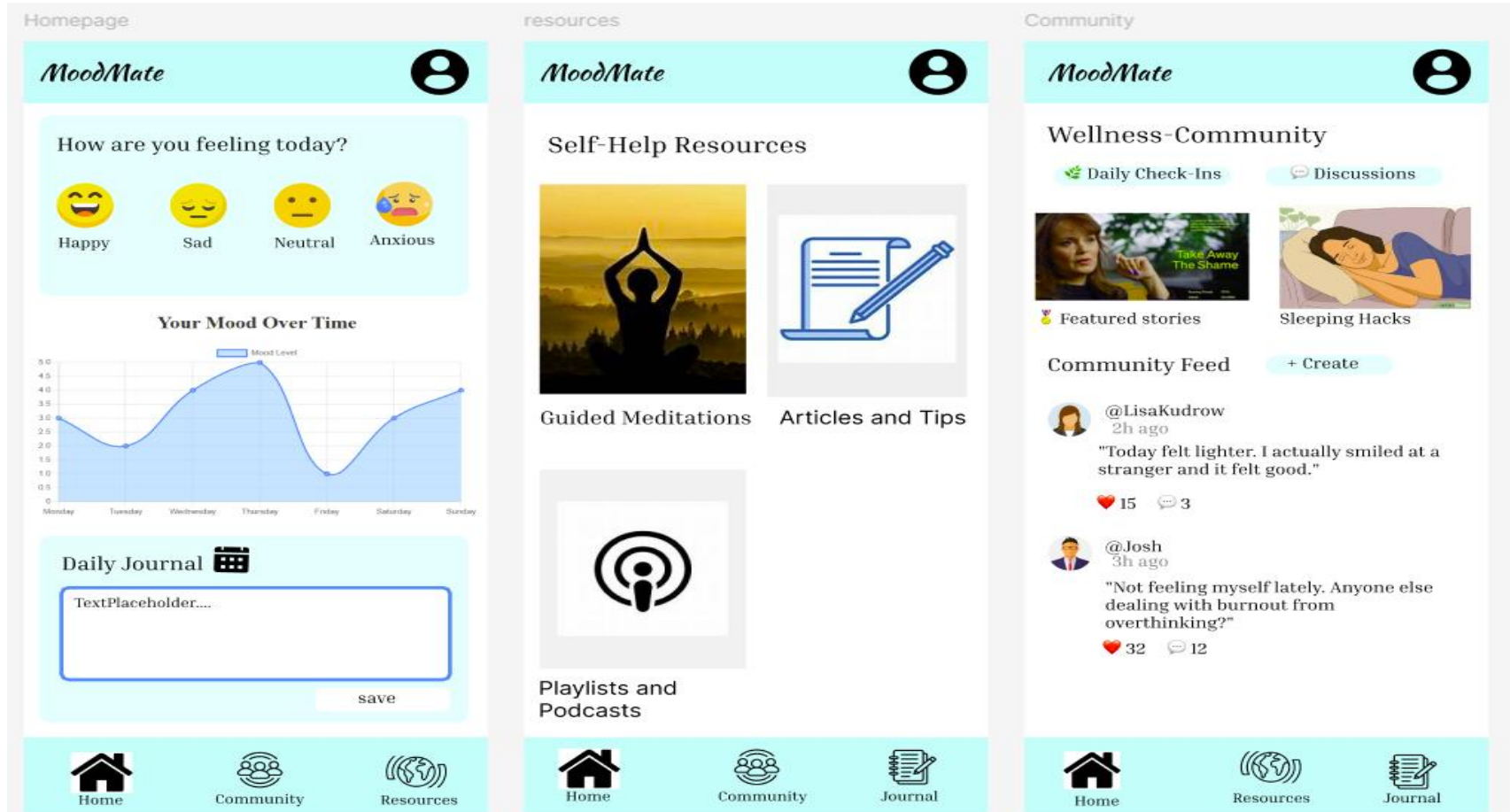→ **Action:** Added a prominent "Start Check-In" CTA on the home screen

2 Lack of Mood Descriptions

→ **Action:** Add text labels under each emoji or use hover/click tooltips.

Google

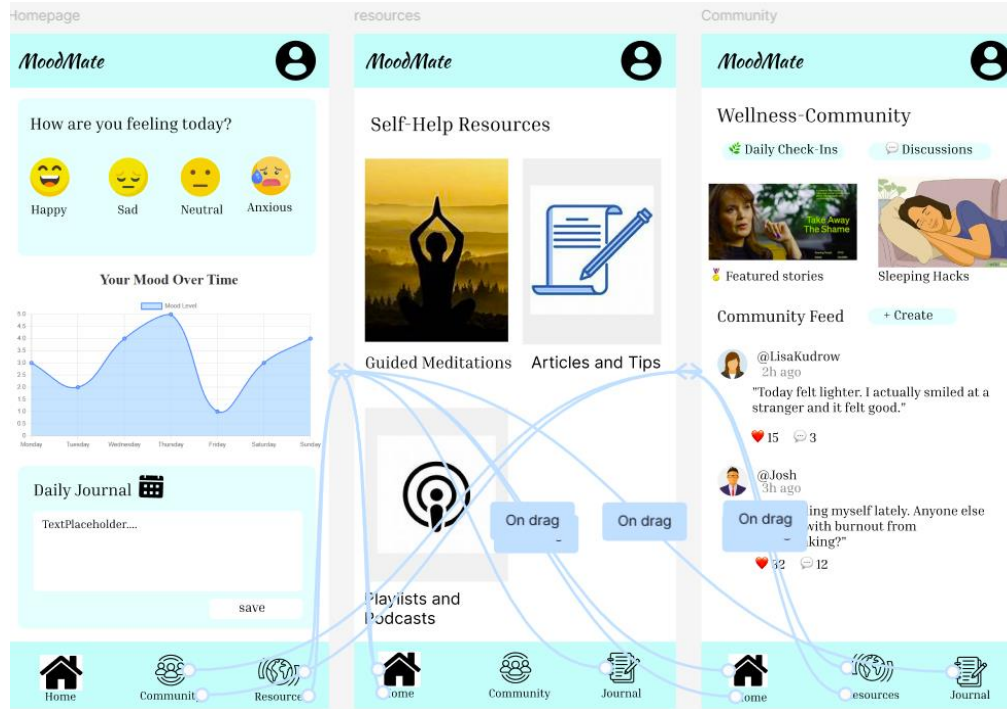# Refining the design

- Mockups
- High-fidelity prototype

Mockups

High-fidelity prototype

Link:

https://www.figma.com/proto/cFJ7BOqzBx01MixUGvm2sw/Untitled?node-id=0-1&t=mX5hJcLcTChQjbS2-1

Going forward

- Takeaways
- Next steps

Google

Takeaways

Impact:

The design aims to support users in building a consistent self-care habit through a gentle, personalized experience. If developed further, the app has the potential to fill gaps in day-to-day mental health tracking for students and young professionals.

What I learned:

This project taught me to put user empathy at the center of the design process. Creating personas and journey maps helped me think from the user's perspective before jumping into visuals.

Google

Next steps

1

Expand Prototype with More Features

I would extend the current prototype to include new features like voice-note entries, and customizable reminders. These additions aim to make the app more flexible and emotionally expressive for diverse users.

2

Gather Anonymous User Stories

I'd like to collect real, anonymous stories from users about their emotional wellness challenges to create more empathetic content and user journeys that reflect real-world needs.

3

Collaborate with Mental Health Professionals

I'd seek feedback from mental health professionals to ensure that the content (like tips and prompts) is psychologically sound, safe, and supportive—making the app more impactful and trustworthy.

Google

Let's connect!

Thanks for taking the time to explore my MoodMate-UX-case-study. I'd love to hear your feedback or discuss potential collaborations!

📩 **Email: arkajashrivastava6@gmail.com**

💼 **LinkedIn: www.linkedin.com/in/arkaja-shrivastava-298715249**

💻 **GitHub : https://github.com/arkaja6**

Google