

# Creative Brief

## Project Summary

My Project focuses on mental health in a growing college age population at UC Davis. I want to create a system where students who are feeling overwhelmed can anonymously post on the app, asking for help or just generally voicing that they are not totally ok. Then, other users can anonymously respond and offer advice, help, praise, or inspirational feedback and replies to help the student in need. My overall goal is for this app to allow students access to a positive support system, day or night, and as a resource to anonymously connect to other students going through similar battles with mental illness. As a student who has gone through mental illness and has sought help from CAPS on campus, there is definitely a need for a place where students can anonymously ask for help and receive it from other students, while understanding that this is no substitute for real professional help. I think creating an app like this would help the UC Davis student community grow closer and shed light on the growing mental health issue.



## Audience Persona

Name: Ava

Age: 18-22

Occupation: Student

Interests:

- Major Classes
- Cooking
- Music
- Travelling

Values:

- Family
- Positivity
- Education
- Personal Growth
- Friendship

Goals:

- Graduate from UC Davis
- Find a stable job in her field
- Find happiness

This is Ava. She is an undergraduate student at

UC Davis and is excited to meet new friends and start becoming her own person. She has made many new friends in her classes, joined some student organizations, and even has a part time job. Whenever Ava has free time, she likes to relax on her computer, hang out with her friends, or watch movies. She constantly travels around campus with her phone and tablet, often for some entertainment between classes or on the bus. Although she was excited to leave home and step out of her comfort zone, she sometimes finds herself feeling stressed out and sad. She relies on her friends for help, which they are happy to give her, yet sometimes she doesn't feel like bothering her friends with her

problems, because they have problems of their own. She has tried going to CAPS, but has a difficult time scheduling appointments and budgeting time for mental wellness.

Ava would be a good example of a student that could benefit from my app. She could use it as a supplementary chat room to ask questions related to stress or just let people know that she may not be as happy as she could be. Like most college students, she would use this app on her phone or tablet, which is accessible to her 24/7. She could use this as a means to help herself, and other students if she feels so inclined.

## **Perception/Positioning**

By making this app, I want to start a conversation and a recognition of mental health issues, big or small. I want students to understand that mental illness is a serious issue that needs to be addressed, but I also don't want my app to be the only thing these potentially at-risk students use. I would probably need to include something about "For further help, contact CAPS" or offering other resources to let people know to utilize other resources, either on campus or somewhere else. I also feel like my limitations would be dictated by CAPS or by what I can and can't provide for the students on my app. In terms of techniques, I think having multiple tabs of places to access on my app could be a good use of space, like having different themes for different rooms (i.e. a place to vent, a place to ask questions, etc.). Dividing up my spaces would probably help regulate the posts and make each page load faster.

## **Communication Strategy**

Happiness is important and you deserve it.

## **Look & Feel**

My app would utilize brighter colors, with an uplifting color scheme. The colors need to relate well to the way students feel or what each page is meant for (i.e. venting/anger page would be red or orange). In terms of type, I think having a fun script as the titles for each page and then an easy to read sans serif font for the posts font.

## **Targeted Message**

A happy community is a closer community, even if you don't know it.