



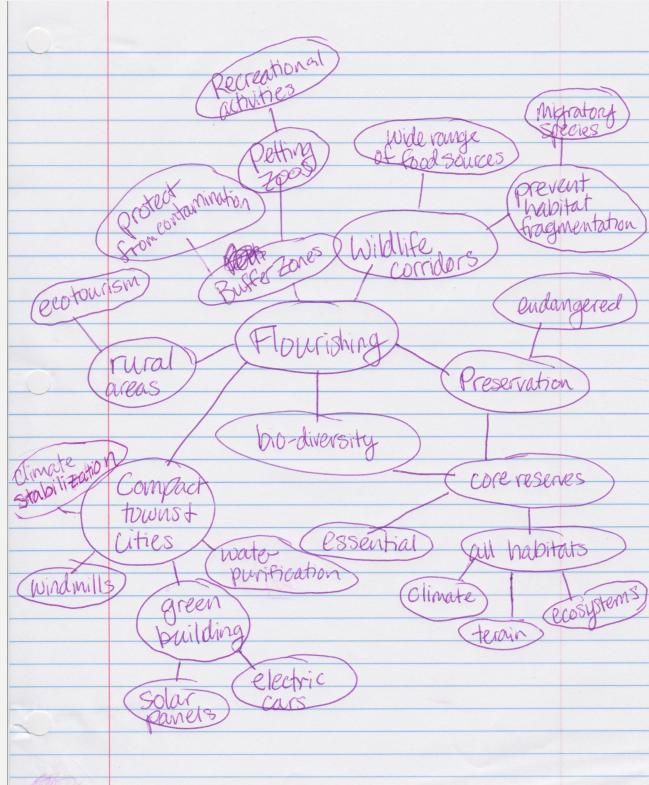
INSQUIRE

Eve, Liah, Nisha & Mary

# Flourishing by design

How can we help RIT flourish?

# Flourishing Concept Map



## Flourishing

- to be in a vigorous state; thrive.
- to be successful; prosper.
- to grow luxuriantly, or thrive in growth.

# Initial Problem Explorations

- Food: Local and organic food sources should be more accessible on campus.
- Communication: RIT does not communicate well about sustainability efforts on campus.
- Signage: Signage on campus is confusing and poorly designed.
- Stress Relief: Students are very stressed all year round, especially close to finals week.

# **Our Chosen Problem**

Students at RIT are stressed year-round and need better ways to relieve stress. We want to help students prevent unnecessary stress, manage their stress, and relieve excess stress.

# Our Research

- Students should choose what stress prevention method works for them.
- Taking responsibility for your stress is the first step in managing it.
- Students should be sure to take time to relieve their stress.
- Our audience is not interested in taking a class.
- Existing stress relieving resources on campus are under-utilized.

# Our Audience

Current RIT students who

- are frustrated by their stress level.
- are interested stress relief methods.
- acknowledge when they are stressed.
- do not have much free time.

# Exploratory/ Generative

Creating a concept

# Interviews

1. What causes you stress?
2. How do you recognize you're stressed?
3. How do you cope with stress?
4. Do you think there are enough ways to relieve stress on campus?

## First Interview

1. Having homework, group work, and bad teachers
2. Recognizes self is very irritable
3. Dealing with the stress causing factors, sleep, hobbies
4. N/A

## Second Interview

1. Money shortage.
2. I shut down, stop functioning.
3. Sleep and eat.
4. N/A

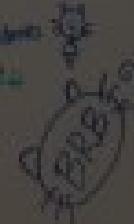
# Storyboarding

# Facts/ Opinions/ Assumptions

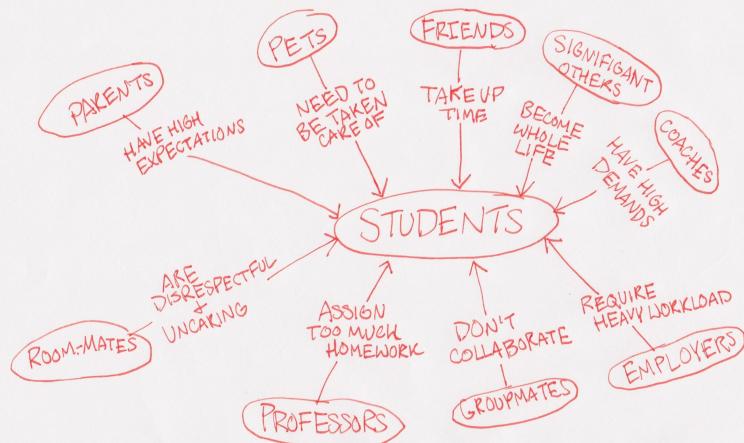
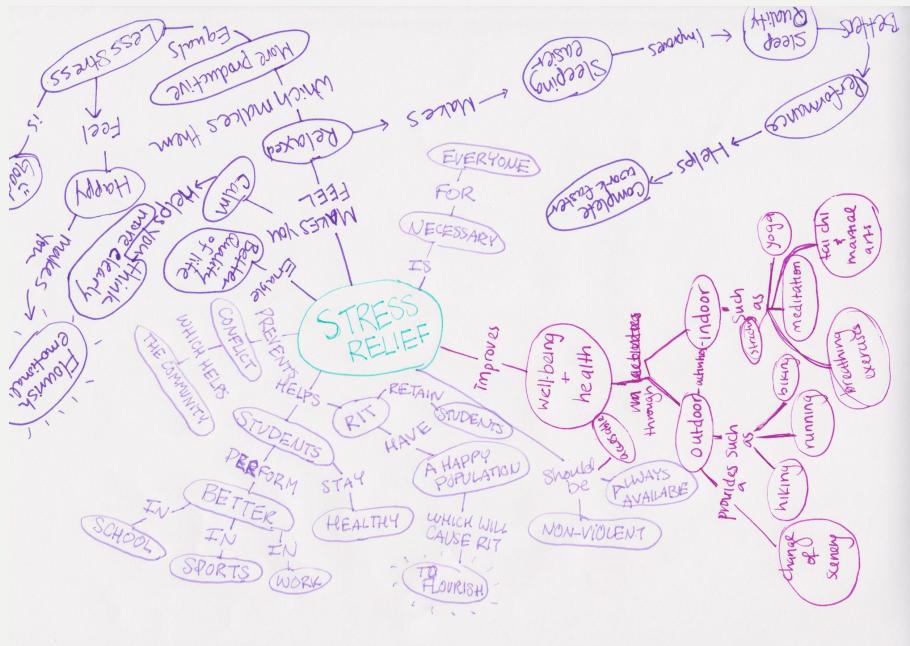
Design ideas

- map / better wayfinding
- Storytelling
- Animals
- Map rooms / entertainment
- Ad-free zone (M)
- Wellness classes (M)
- Enforcing importance (M)
- Creating group (M)
- Educating about stress

Map  
Playground  
Ad-free zone  
Some great numbers  
Tutoring services



# Concept Map & Stakeholder Map



# Prototypes

# iBook Exploration

We created iBooks that each explored a different aspect of stress, to better understand our audience.

# A New Day

## YAY, A LECTURE!

Ready to learn all about Micro-economics?



If I have to



Or I could text...

>:(

The professor caught you texting and called you out in front of everyone! How embarrassing...



CONTINUE

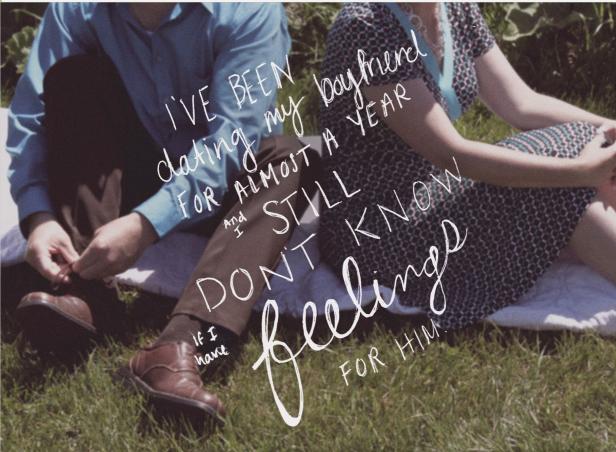
## HOW ENTHRALLING!

Well maybe not. But paying attention in class will save you some stress when it's time to do the homework.



CONTINUE

# Semi-Full Disclosure



# Let's Take a Break

→ massage therapy  
*benefits*



increases

→ massage therapy  
*benefits*



increases



Anxiety  
Digestive Disorders  
Insomnia  
Pain  
Injuries  
Blood Pressure  
Headaches

duration: 6:46

# The Stress Takeover



You see two people who seem to be roommates talking.

Situation 1  
It seems that one of the roommates didn't do their chores, what should the other say to her?

- A. Have her ask if everything is alright.
- B. Have her say if she does it again, she'll be kicked her out.

[Check Answer](#)

A She found out that her roommate had to deal with a situation in her family, and they worked out new chore schedule.

B She ended up having a fight with her roommate and is threatening to kick her out and this causes her great stress.

# Insquire

Your new stress reduction companion

# Our Idea

We want to create an App that is a self-guided stress relief tool, and can be used on its own or with a fitness tracker, like Fitbit.

# Tone

- Helpful
- Informative
- Caring
- Inquisitive
- Light
- Non-judgemental
- Friendly
- Warm

# Competitive Analysis

Self-help for Anxiety Management

Worry Watch

Worry Box

Headspace

Inner Balance

# SWOT Analysis

## Strengths

Provides more varied information  
Compatible with fitness trackers and phone's health app

## Weaknesses

Users might lose attention  
Users might not be motivated to use the app if not prompted

## Opportunities

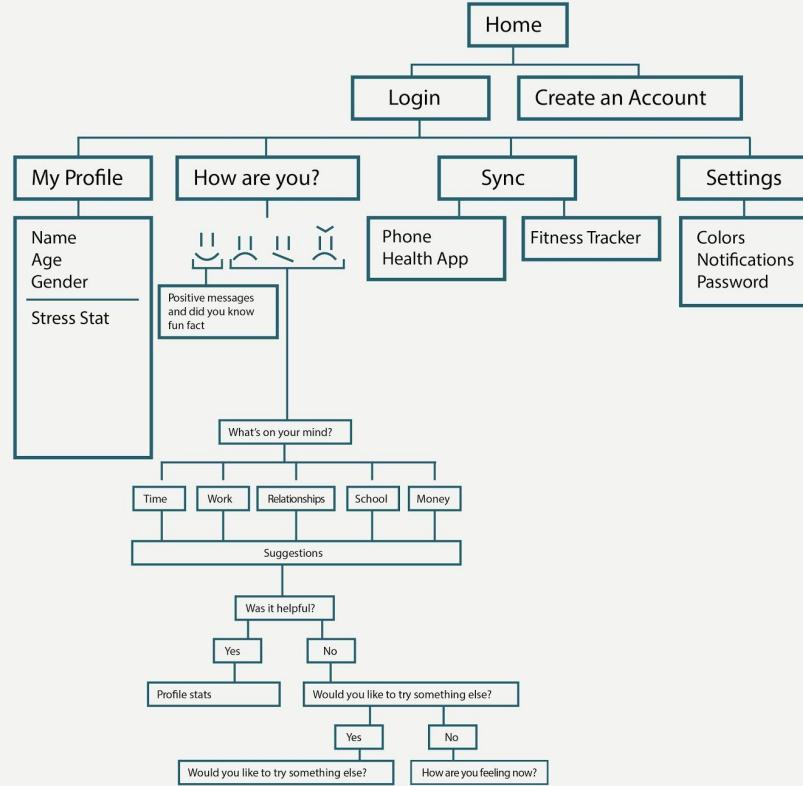
Could expand our target audience if it works well for our current audience

## Threats

Other apps deal with a topic that is similar to ours or in a similar way

# Moodboards

# Site Map



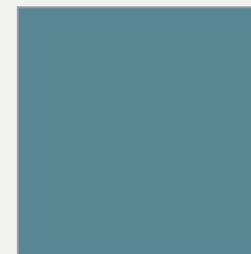
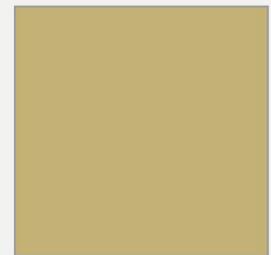
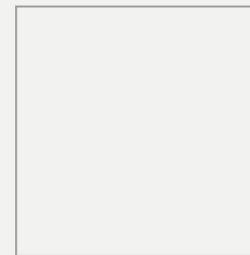
# Style Guide



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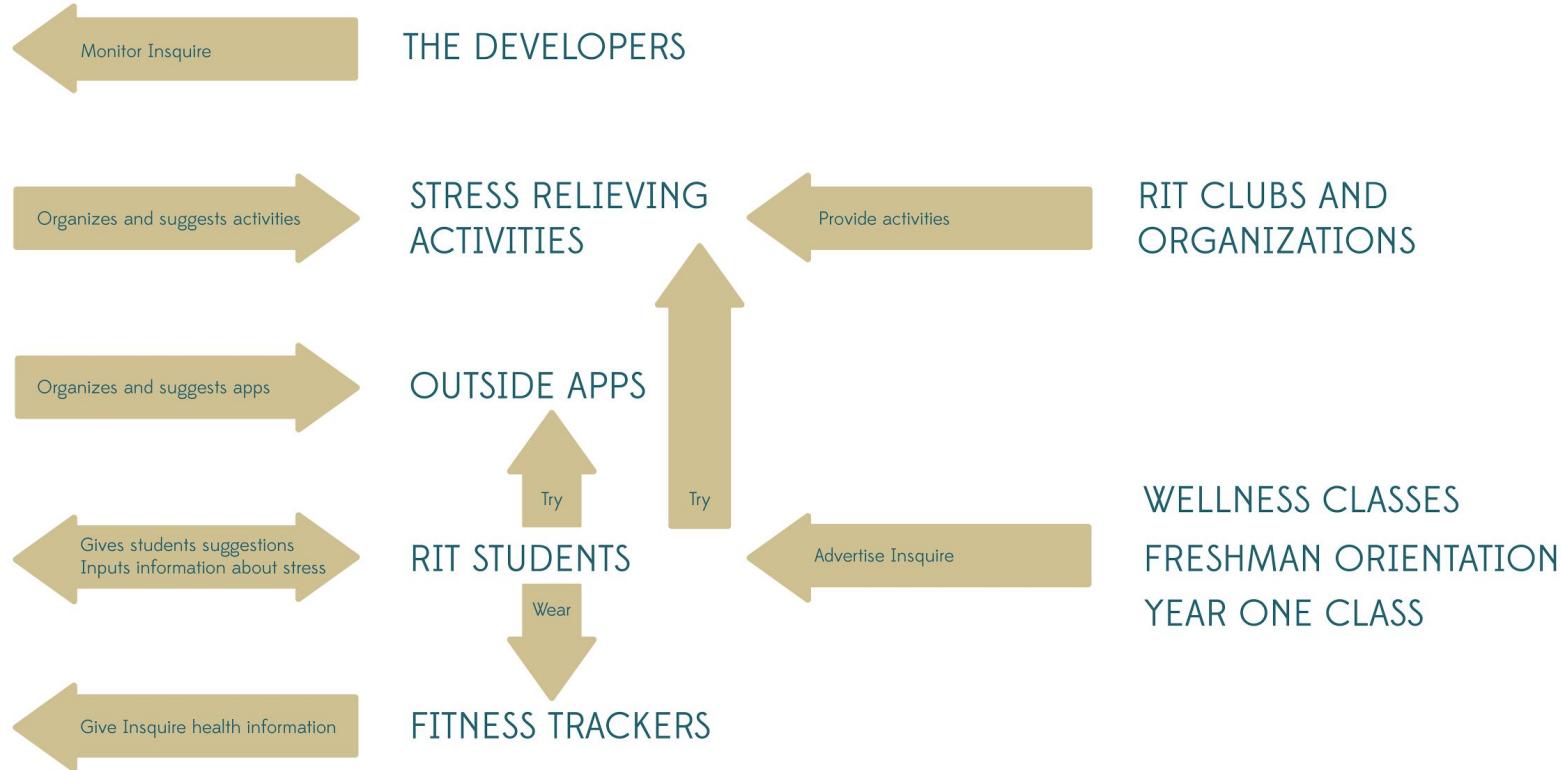
Title Text

Body Text



# System Map

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# Behavior Change

Our app encourages RIT students to acquire stress relieving habits, which will lead to a happier campus overall.

# Persona 1 : The Freshman



RITA MOELLER

RIT Student  
Age: 18  
Major: Mechanical Engineering

**Quote:** "Wait, this is nothing like my high school teachers said!"

**Personality:**

Hardworking  
Talkative  
Ambitious

**Interests:**

French  
TV Dramas

**Motivation and Behavior:**

She loves having the highest grade of her classmates.  
She wants to experience as much as possible and hates feeling like she's missing out.

**Things that stress her out are:**

Falling behind in classes  
The switch in expectations from high school to college  
Responsibilities from clubs and work on

**Ways she relieves her stress:**

Talking to her mom  
Binging Netflix  
Taking long showers

**How open she is about trying new stress relief methods:**

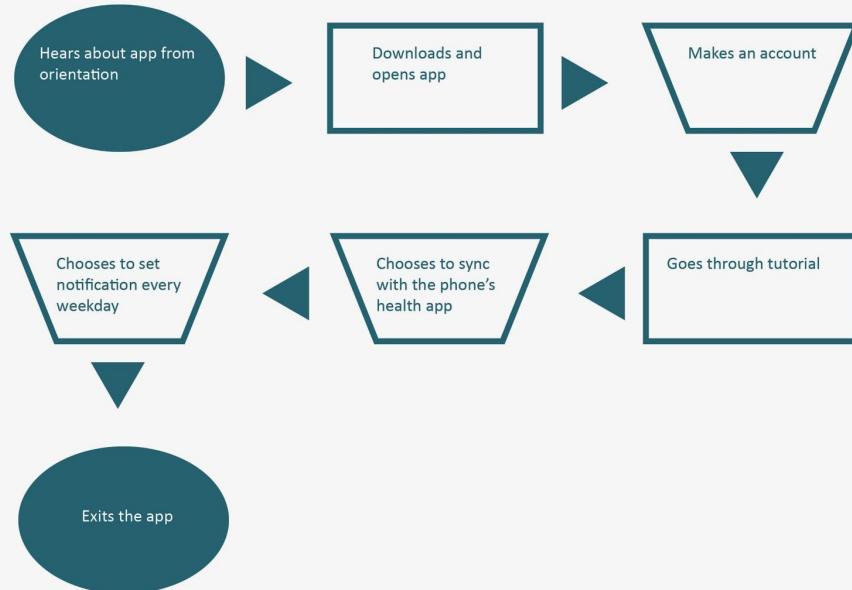
Open, as long as it fits her schedule

**Other thoughts:**

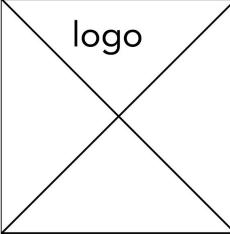
Prioritizes her activities  
Sometimes doesn't know when to say no  
Is scared about exam week

# Userflow 1

## The New User



# Wireframes



username

password

remember me

log in

≡ logotype

Sync with Health App

Description of what info it will sync from the health app

Sync with Fitness tracker

Description of what info it will sync from the fitness tracker

For more information on these options please check our website.

[Take me to the website](#)

# Persona 2 : The Senior



## KYLE SMITH

RIT Student  
Age: 21  
Major: Applied Statistics

**Quote:** "Aaaaa, I'm graduating soon!  
OH MA GOSH!"

### Personality:

Outgoing  
Fun  
Friendly

### Interests:

Anime  
Volleyball

### Motivation and Behavior:

He enjoys activities that makes him feel accomplished  
Makes choices that makes him happy and for himself, not to  
please someone else

### Things that stress him out are:

Personal Relationships  
Getting a job after college  
Teachers not posting grades on mycourses  
Getting his Senior projects done

### Ways he relieves stress:

Going for a walk or bike ride  
Listening to music  
Watching TV

### How open he is about trying new stress relief methods:

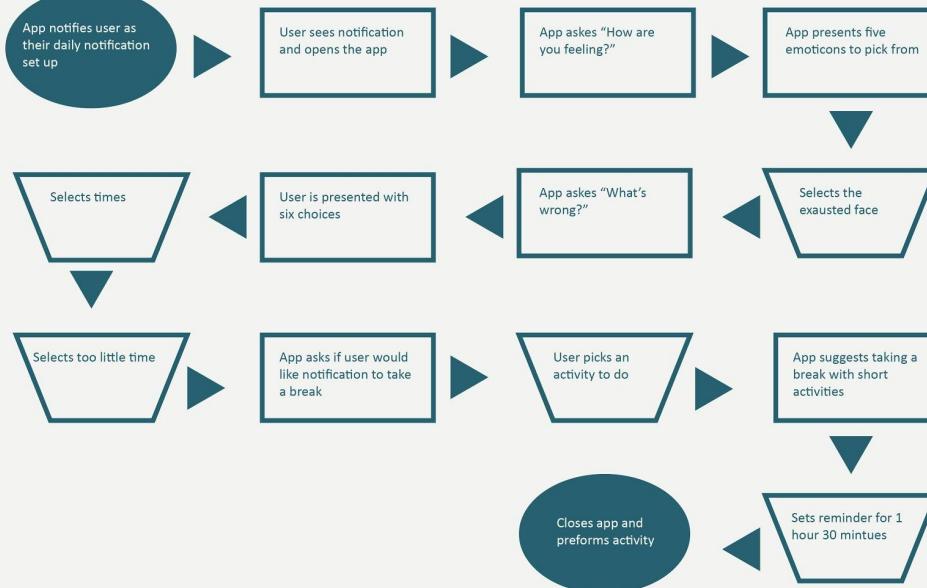
Very open

### Other thoughts:

Liked when the campus brought puppies  
Wish RIT would hold more job searching workshops  
Took a massage wellness class and it helped a lot  
Always know when he is stressed

# Userflow 2

## The Overwhelmed



# Wireframes

≡ logo

How do you feel?

happy face      neutral face

sad face      angry face

tired face      excited face

≡ logotype

What's wrong?

Family      Friends

Time      Money

Work      School

≡ logotype

Time

Time Management

Too little time

# Persona 3: The International Student



## MISHIA BATRA

RIT Student  
Age: 20  
Major: New Media

**Quote:** "If I do well in school,  
then my family will be happy!"

### Personality:

Outgoing  
Energetic  
Introspective

### Interests:

Video games  
Singing

### Motivation and Behavior:

Enjoys showing off her skills and what she excels at  
She is motivated by competition

### Things that stress her out are:

Being so far away from home  
Feeling like she has to be the best in her class  
Having to make new friends

### Ways she relieves her stress:

Playing video games  
Singing and playing guitar  
Skyping with her family

### How open she is about trying new stress relief methods:

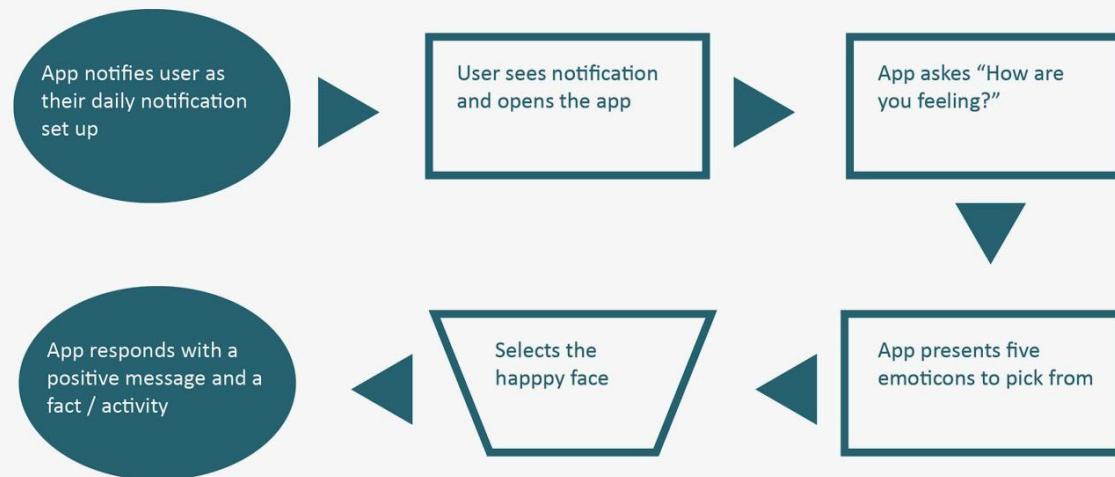
Very open, as long as it doesn't get in the way of homework  
and school

### Other thoughts:

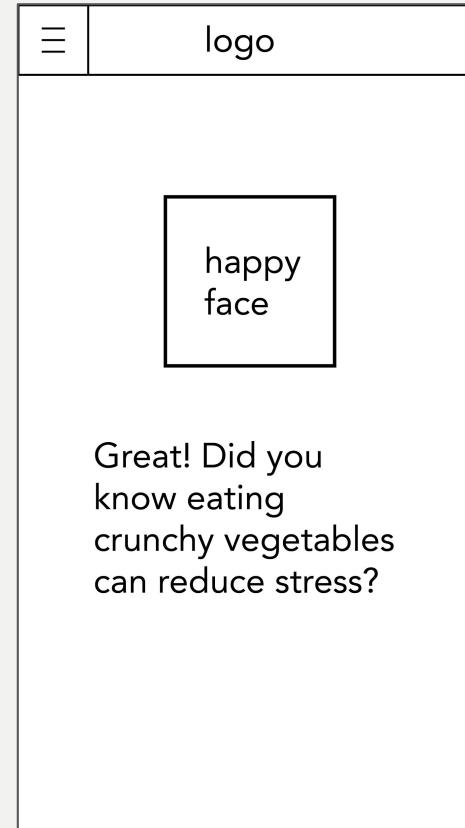
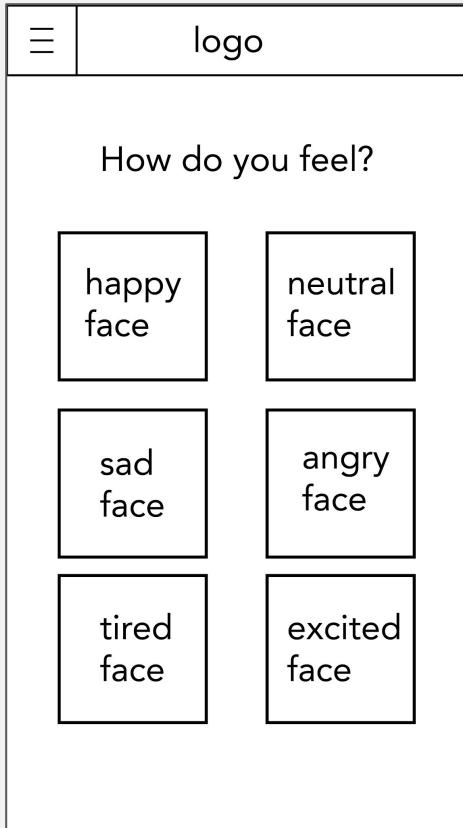
She is very shy unless someone else starts the conversation  
Concerned about her self image and how others perceive her  
Most of the time she doesn't realize she is stressed

# Userflow 3

## The Confident

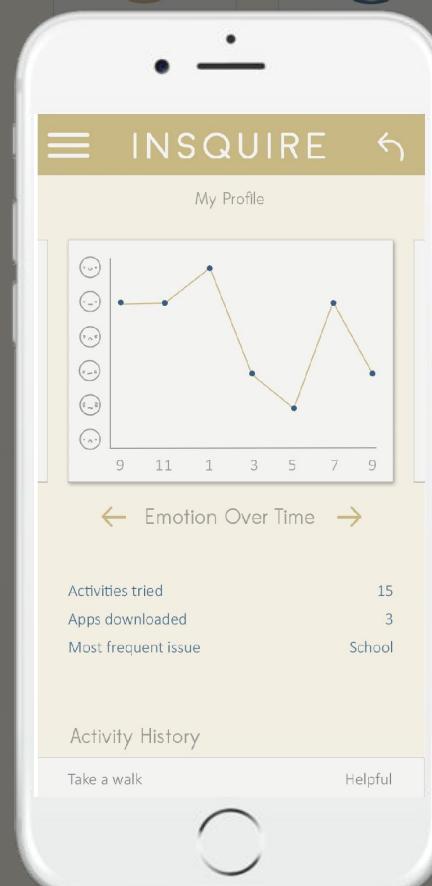
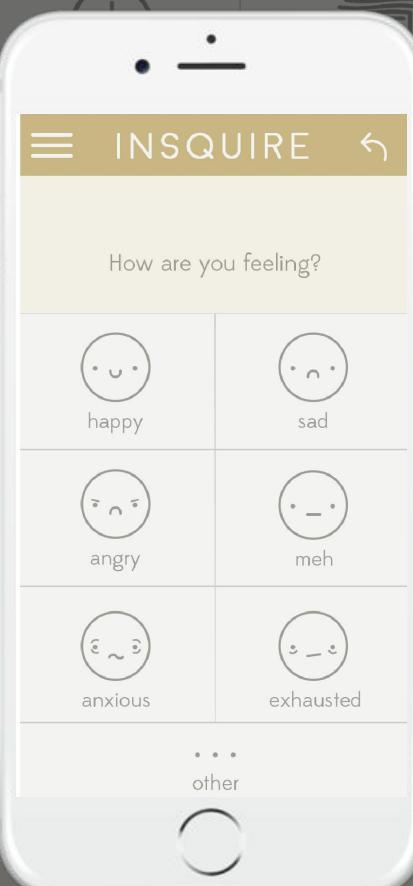


# Wireframes



1

# Final Design Comps



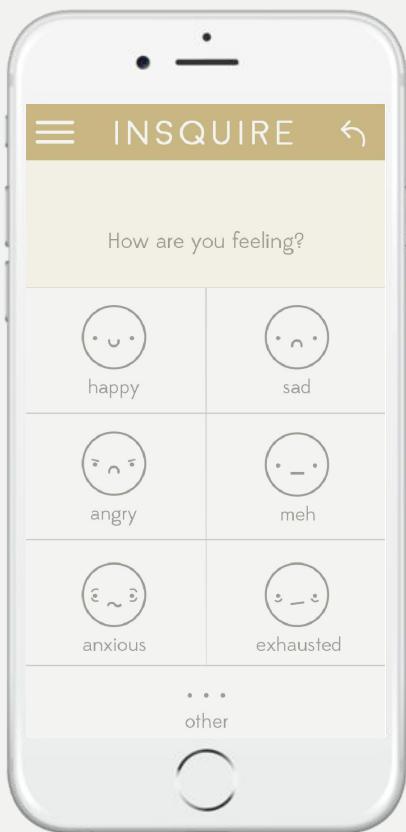
# Evaluative

How effective is our concept?

# Usability Testing



# Changes



- More intuitive choices
- A back button
- A tutorial during the create an account process

# Final Prototype & Process Blog

[Click HERE](#) to view our prototype

[Click HERE](#) to view our process blog



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Thank You!