

Insight

Final delivery



Human-Computer Interaction
Master's Degree in Artificial Intelligence

Spring Semester
2022-23

Introduction

We have reached the final stage of our HCI project, where we are transforming Insight from an idea into a tangible reality. In this phase, we will review and consolidate all the steps we have taken in the development of our application, Insight.

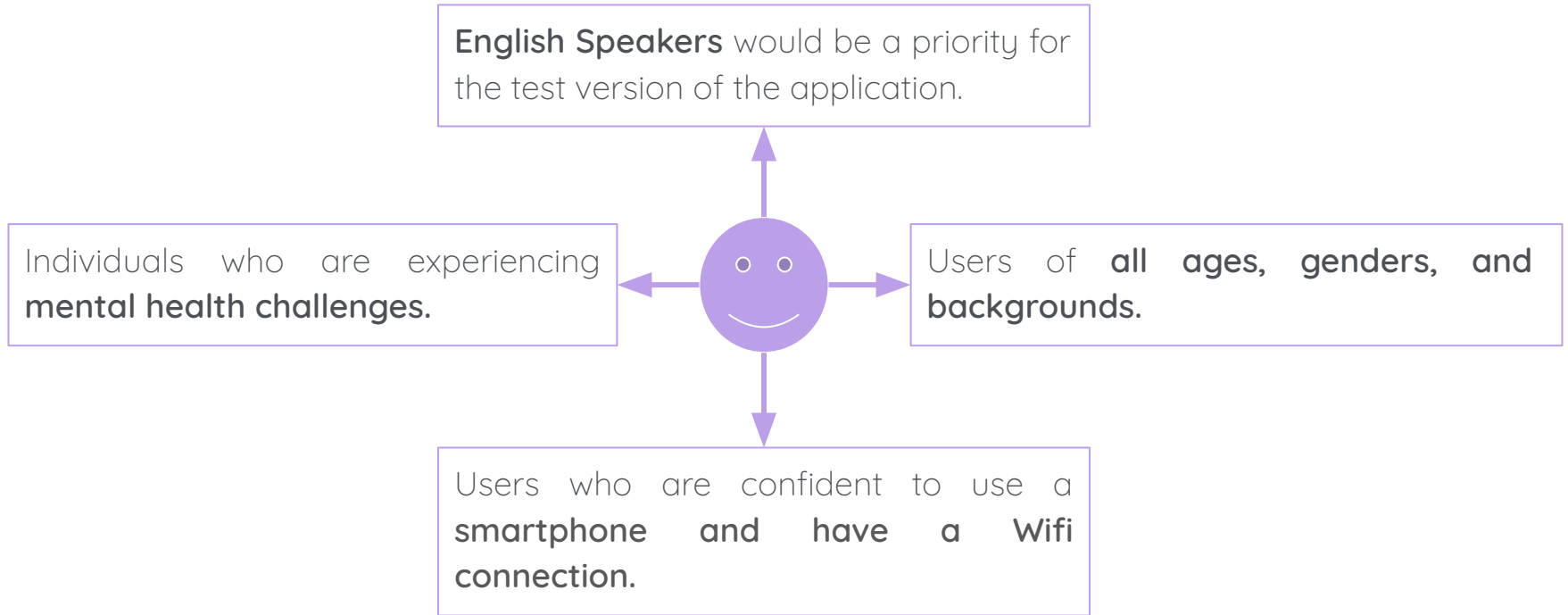
- Ideation & Brainstorming Phase
- Project Management Phase
- Design & Implementation
- Challenges & Long Term Vision

Ideation & Brainstorming

Insight



Target Population



Objectives of Insight

1

Provide a platform for individuals to **connect with others** who may be experiencing similar mental health challenges.

2

Encourage individuals to engage in **self-care activities** such as journaling, mood tracking, sketching, and a daily task or activity to complete that promotes positive mental health habits and routine.

3

Offer a **chatbot** that provides a non-judgmental and supportive space for users to discuss their mental health concerns and receive immediate guidance and resources.

4

Create a space accessible and available to everyone, no matter how far or who they are. Inclusivity and equality is our motto.

Benchmark Analysis

| | Headspace | Moodfit | Talkspace | Woebot | Insight |
|-------------------------------|-----------|---------|-----------|--------|---------|
| Free | | ✖ | ✖ | ✖ | ✖ |
| Multiservice | | ✖ | | | ✖ |
| Monitoring Health | ✖ | ✖ | ✖ | | ✖ |
| ChatBot | | | | ✖ | ✖ |
| Hotline & Personal Assistance | ✖ | | ✖ | | ✖ |
| Online Support Groups | | | ✖ | | ✖ |

SWOT Analysis



Strengths

- Comprehensive mental health support.
- Convenient and accessible digital platform.
- Online support groups for community connection.
- Chatbot assistance for immediate guidance.



Weaknesses

- Limited personal interaction compared to in-person therapy.
- Potential challenges in maintaining user privacy and data security.
- Reliance on technology, which may create barriers for individuals with limited access or technological literacy.
- Dependence on internet connectivity for accessing app features.



Threats

- Increasing competition from other mental health apps and digital platforms.
- Changing regulatory and legal requirements for data privacy and security.
- User concerns regarding the reliability and effectiveness of chatbot assistance.

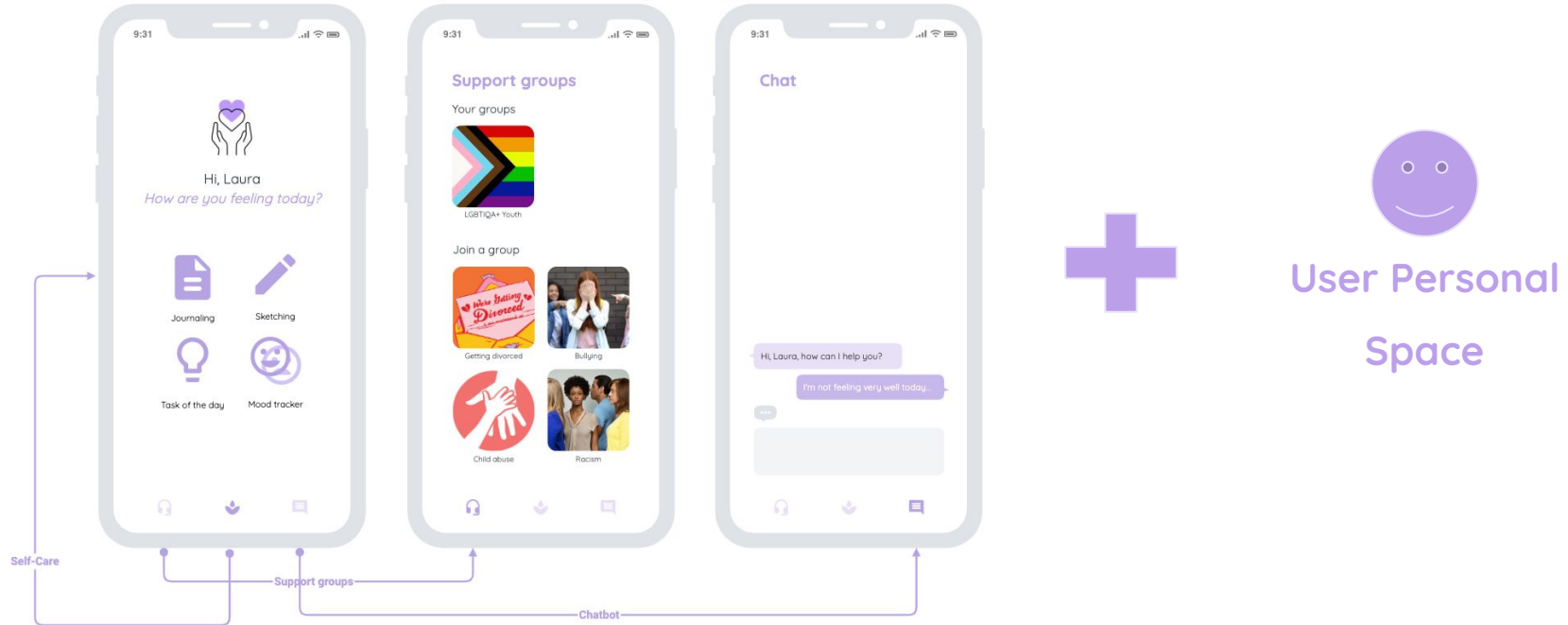


Opportunities

- Growing demand for mental health services, creating a larger user base.
- Collaborations with mental health professionals or organizations to enhance the app's credibility and expertise.
- Integration with wearable devices or other health monitoring technologies to provide personalized insights and support.

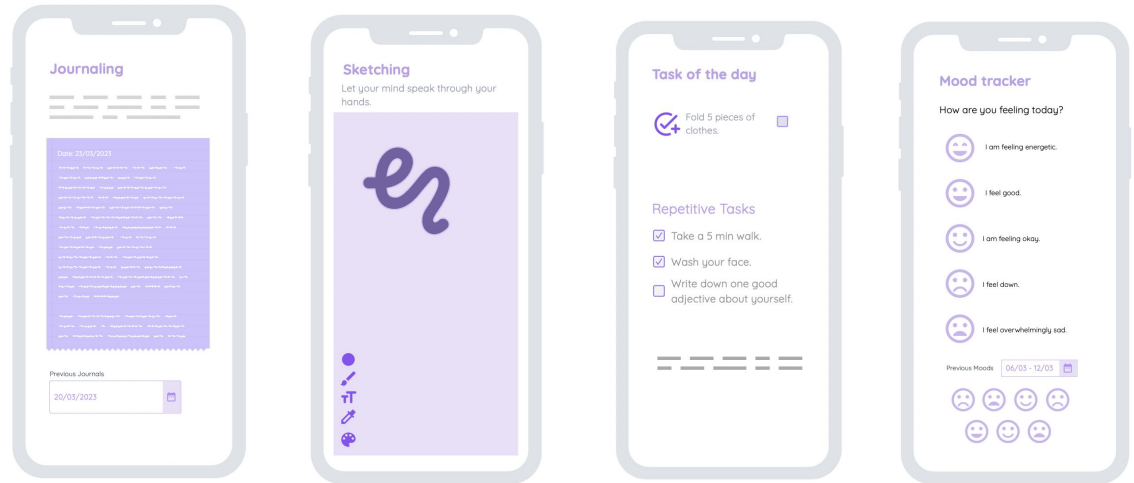
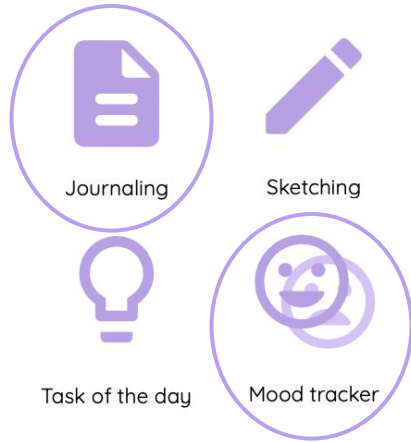
Functionalities

The application will consist of 4 different units:



Self Care Unit

1. It will be a safe-space for people who do not want to engage in human-interaction, or simply for whomever wants to track their mental journey on their own.
2. What's new?



Online Support Groups

Group selection: users would be able to browse and join different support groups based on their specific mental health concerns or interests.

The indexation of groups will be implemented in the near future.

Moderation: the support group may be moderated by a mental health professional or trained peer support leader to ensure a safe and supportive environment for all members.

Moderation exists but is not that developed. More moderation tools needs to be developed.

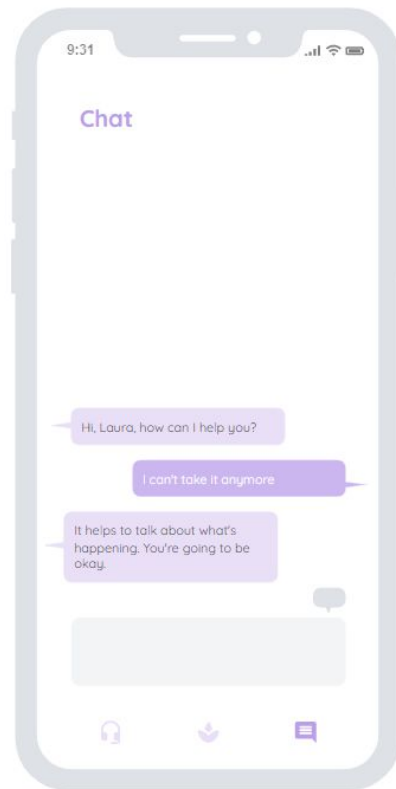
Video-call, call & chat support. **Videos calls were not included in our implementation.**

Guidelines and rules: the support group may have established guidelines or rules for participation, such as no hate speech, respect for others' opinions, and a focus on support and encouragement.

Rules & Guidelines were not implemented yet, since we need more research around the jurisdiction.

ChatBot

- It's a safe space for whoever has any questions regarding the problem one may have, for an opinion regarding an issue, or just for the ones who want to chit-chat a bit, without having the necessity of finding another person to involve in the conversation.
- The chatbot will be based on another API such as GPT-3 or Dialogflow. Even though it would be nice to use GPT-3 to exploit this new amazing technology, Dialogflow seems also to be a good, easier alternative to create specialized chatbot.



User Personal Space

The implementation of the User Personal Space was based on the recommendations provided by professionals. Its purpose is to create a designated area where the user can take appropriate action in case of emergencies, such as anxiety attacks.

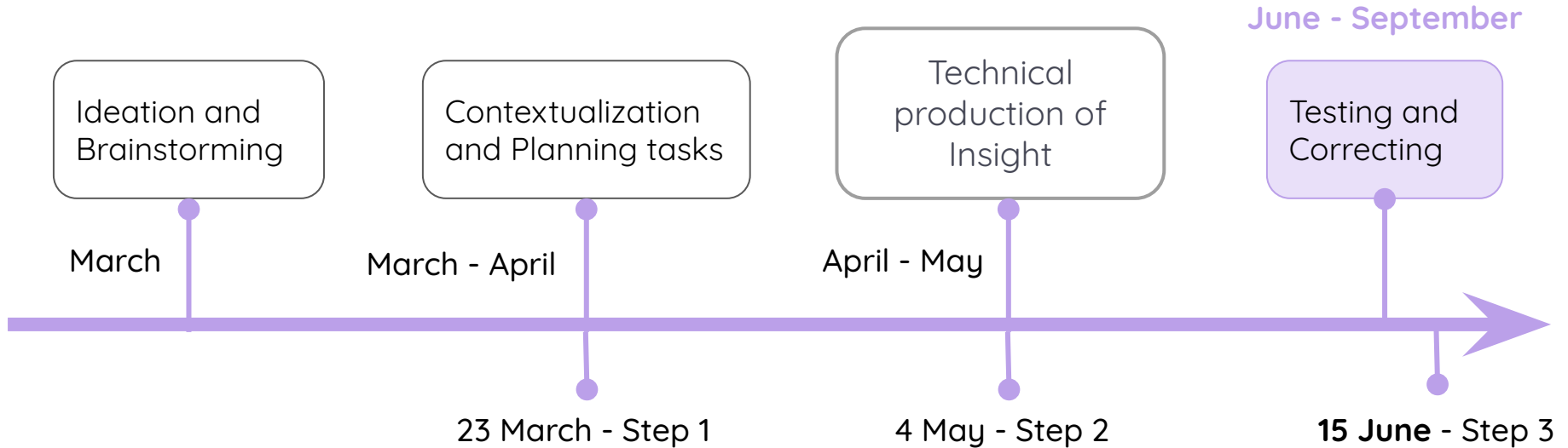
- **Emergency Call:** Contact emergency teams for immediate assistance in case of an emergency.
- **Hotline:** Use the hotline service for prompt support and guidance during critical situations.
- **Technical Support:** Reach out to the technical support team when encountering any technical issues with the application.
- **Administration Contact:** Contact the application administration if there are any problems or concerns regarding the professionals associated with the application.

Project Management

Insight



Insight Planning



Overall the deadlines are being respected. We delivered what we planned.

Business Model Canva

Key partners

What are your key partners to get competitive advantage?

Mental health professionals (e.g. psychologists, psychiatrists, therapists)

Technology partners (e.g. app developers, cloud hosting providers)

Universities or research institutions (for partnerships to advance research on mental health)

Key activities

What are the key steps to move ahead to your customers?

Providing educational content on mental health and wellness

Offering a platform for virtual therapy sessions

Developing and maintaining the mental health app

Conducting research on mental health and wellness

Key resources

What resources do you need to make your idea work?

App development and maintenance team

Mental health professionals to offer therapy sessions

Content creation team to develop educational resources

Research team to conduct studies on mental health and wellness

Marketing and sales team to promote the app

Key propositions

How will you make your customers' life happier?

Convenient and accessible virtual therapy sessions

Educational resources and tools for improving mental health and wellness

Easy-to-use platform for tracking and monitoring mental health progress

Personalized recommendations for therapy sessions and resources based on user needs

Customer relationships

How often will you interact with your customers?

Personalized therapy sessions and support from mental health professionals

Regular communication and check-ins with users to monitor mental health progress and provide additional support

Responsive customer service team to address user concerns and questions

Channels

How are you going to reach your customers?

Mobile app stores (e.g. Apple App Store, Google Play Store)

Social media advertising

Content marketing (e.g. blog articles, email newsletters)

Partnership and referral programs with mental health professionals and organizations

Customer segments

Who are your customers? Describe your target audience in a couple of words.

Individuals seeking mental health support and resources

Companies and organizations looking to provide mental health support for their employees

Mental health professionals looking for a platform to connect with clients and offer virtual therapy sessions

Cost Structure

How much are you planning to spend on the product development and marketing for a certain period?

App development and maintenance costs

Server and hosting costs for storing user data and providing virtual therapy sessions

Salaries and benefits for mental health professionals, content creators, and researchers

Revenue Streams

How much are you planning to earn in a certain period? Compare your costs and revenues.

Subscription fees for virtual therapy sessions and premium features

Partnership and referral fees from mental health professionals and organizations

Advertising and sponsorship revenue from mental health-related companies and organizations

Dividing the teams

Online Support
Groups Team

Self Care Unit
Team

Chatbot Team

Team **distribution** changed.

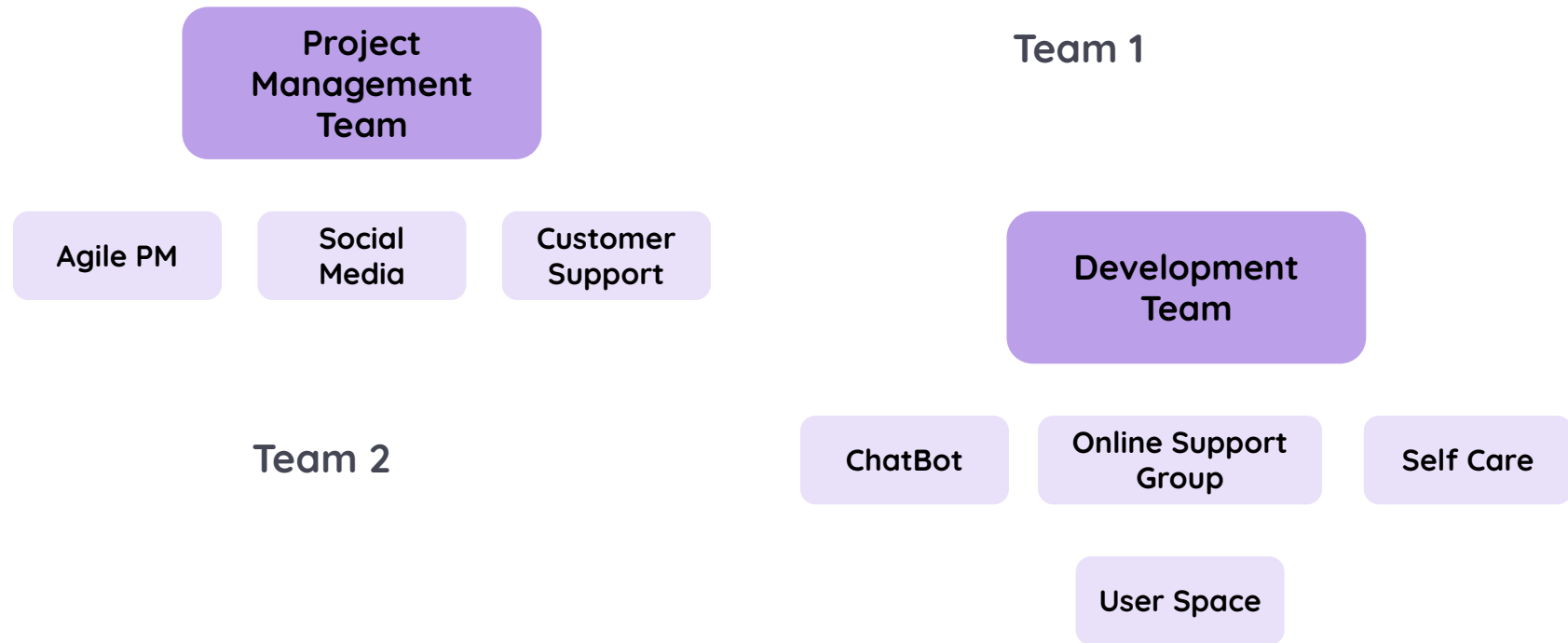
Project
Management
Team

Development
Team

Want to know more ?

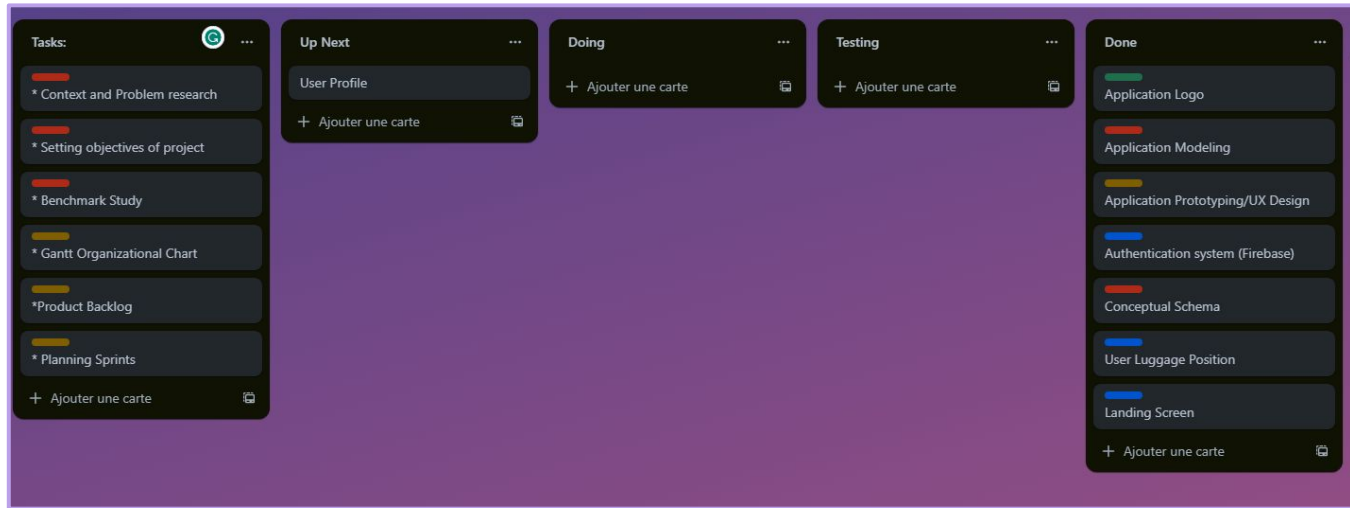


Dividing the teams



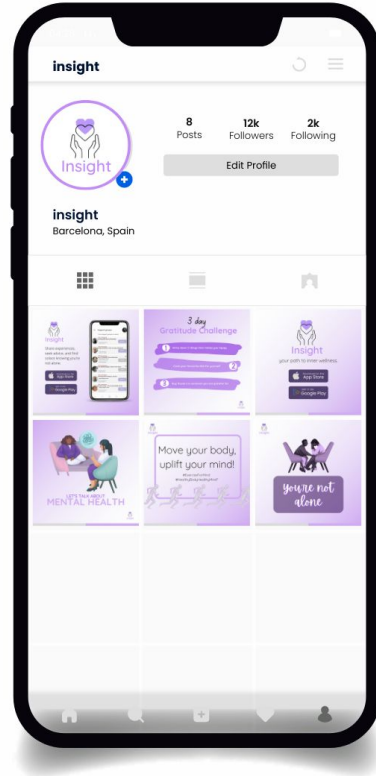
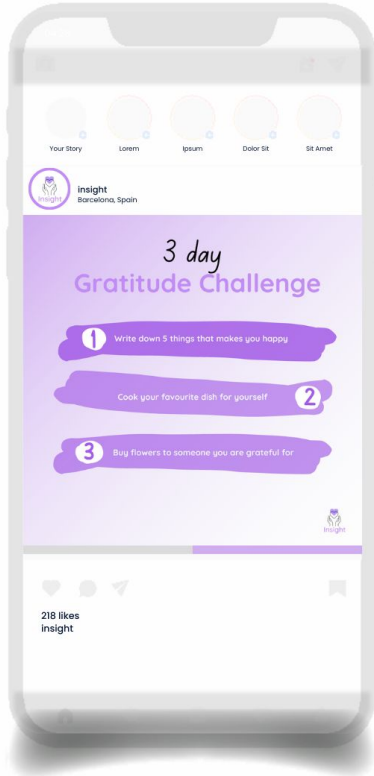
Agile Method

- An iterative approach to managing software development projects.
- For every sprint, we focus on:
 - **continuous releases**
 - **incorporating customer feedback**



Trello task Management for the first sprint

Social Media Management



Engaging with the audience on social media to gain their interest in a highly competitive environment.

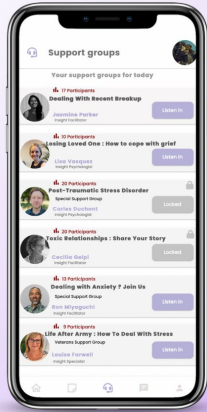
Sticking to the color palette to convey our business model and leave a peaceful feeling in the user.

Giving little tips on mental health to have a continuation of our mission even in our campaigns.

Social Media Management



Share experiences,
seek advice, and find
solace knowing you're
not alone.



*you're not
alone*



Move your body,
uplift your mind!

#ExerciseForMind
#HealthyBodyHealthyMind™



Customer Support

Conducting an interview with professionals to know their review when it comes to the overall **design** of the application and the **services** proposed.

It would be important to add an emergency section to the app with someone to call when feeling bad, like a hotline.

Clinical Psychologist

Exceptional design and user-friendly approach. the interface allowing users to navigate effortlessly and accomplish tasks with ease. the practicality of the app is evident as it seamlessly integrates various features, providing a streamlined experience for users. the color palette perfectly matches the app's theme, enhancing the visual appeal and creating a cohesive atmosphere. every feature is well-represented, making it intuitive for users to explore and utilize the app's capabilities.

Google Application
Developer

Customer Support

Conducting an interview with professionals to know their review when it comes to the overall **design** of the application and the **services** proposed.

The app provides users with a daily mental state check, promoting self-awareness and offering support based on individual needs. Its emphasis on social support is particularly beneficial for those living in large cities. However, there are suggestions for improving the app's holistic approach to mental health. The emotion and mood tracker parts can be more diverse. The wheel of emotions can be beneficial. You can add templates in the diary part. For example, there may be useful questions such as journal prompts like "What was the best thing that happened to you today?" There may be different parts and options such as a gratitude journal, a self compassion journal, or a cbt journal. Next to the emotional, social and cognitive support parts, you can also add somatic(bodily) support. Relaxing somatic practices such as breathing or muscle relaxation exercises can be added with videos of instructions. Also there can be audio recordings of mindfulness meditation practices.

Psychologist

Design & Implementation

Insight



Tools

The prototype of the app has been implemented in **FlutterFlow**. We've used **Firebase** for authentication and data storage.



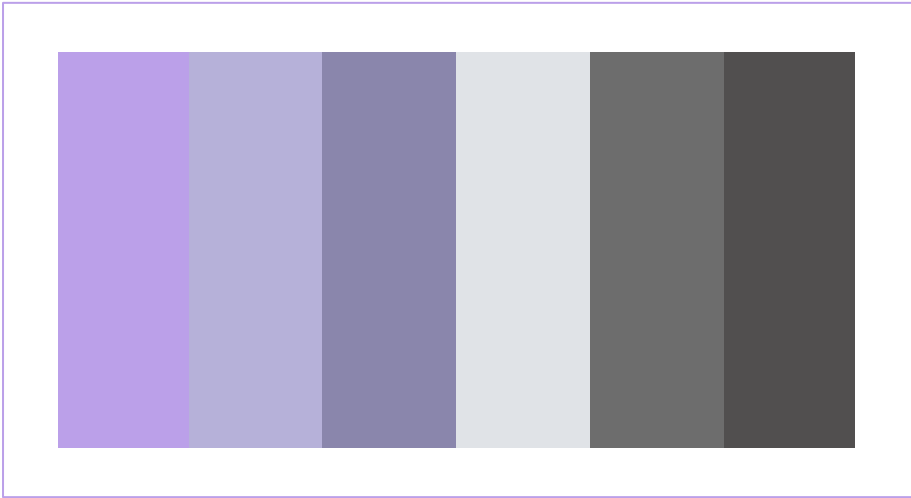
FlutterFlow

flutterflow.io



Firebase

Color Palette



Using **violet / purple** and **neutral colors** was done for a reason.

Following the recent researches regarding Mental Health, this color can invoke a **tranquil feeling** that helps reduce **stress** and **anxiety**.

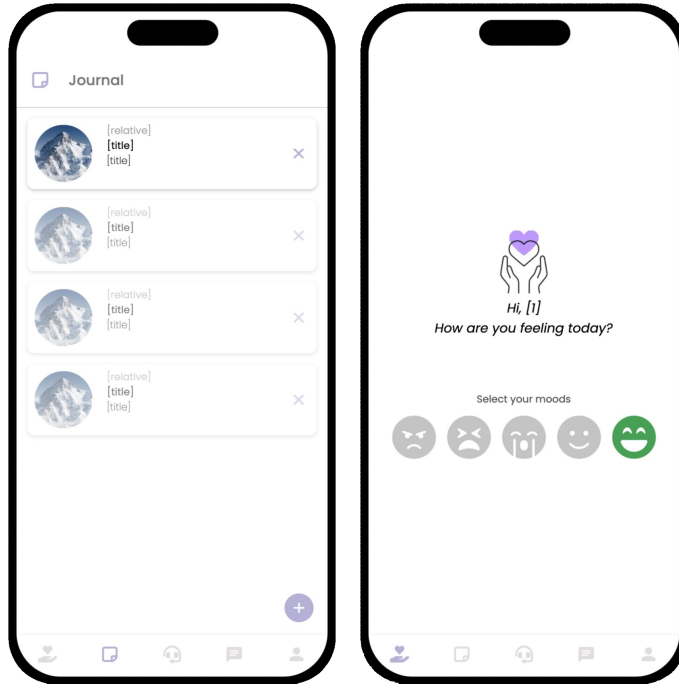
Logo Design



Our Logo

Hearts symbolize **love** and **affection**, while **hands** represent **care** and **well-being**. Together, they convey the enduring commitment to the constant care and well-being of the user. This combination evokes a comforting sense of belonging to a secure and nurturing environment.

Self Care Unit



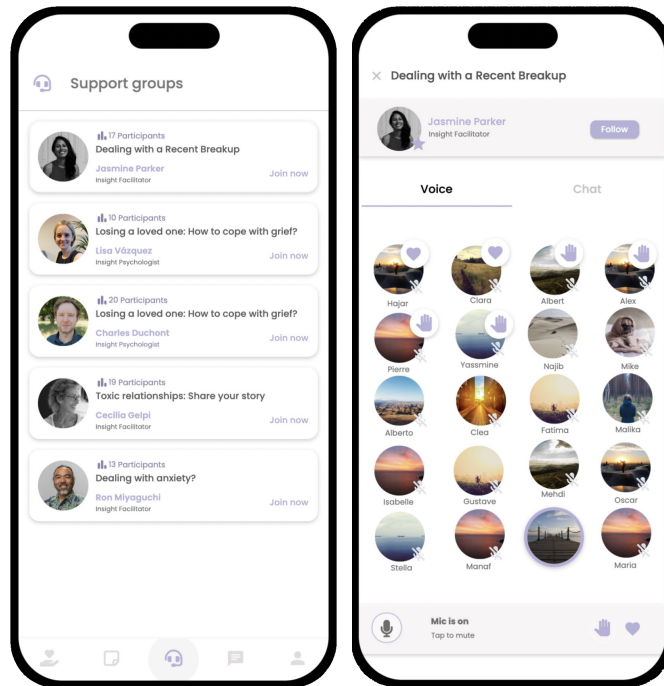
For now, we've decided to skip the sketching and task of the day sections, because we didn't think they were essential.

However, we've worked on:

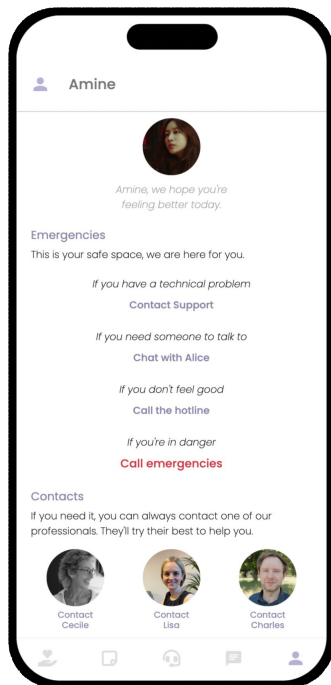
- The **journaling section**
- The **mood tracking** section

Online Support Groups

The support groups section shows the groups a user can join or follow. Once they join a group, they can rather use their voices (activating the mic) or chat. If they like the group and the facilitator that moderates it, they can follow it.



User Space



We've also implemented a space where a user can see all the shortcuts to possible emergencies:

- **Contact support**, in case they have a technical problem
- **Chat with Alice**, in case they need someone to talk to
- **Call the hotline**, in case they don't feel good
- **Call emergencies**, in case they're in danger

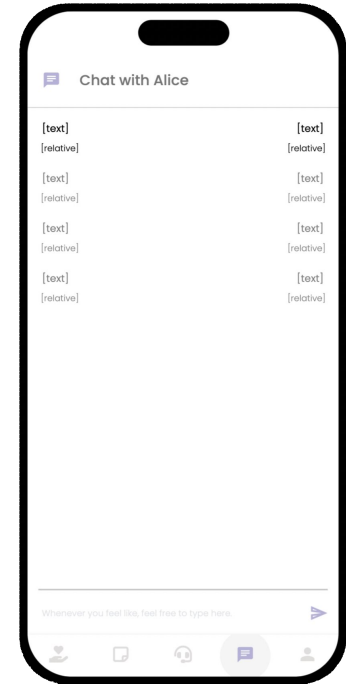
Users will also have the option to contact professionals and available facilitators. This ensures that users have access to expert assistance and guidance whenever needed.

The suicide prevention hotline in Spain is 024.


Alice the ChatBot

The ChatBot of our app is called Alice, and a user can talk to it whenever they feel like. It integrates the ChatGPT API and allows the user to have a realistic conversation that can help them.

We prioritize the sensitivity of the topic and the importance of the human connection in our approach. To ensure this, we have implemented a system where a human monitor will oversee the conversations and receive alerts whenever there are any signs of something unusual or concerning taking place. This proactive measure allows us to address any potential issues promptly and appropriately.



We value the user's privacy and data protection matter, this is why we added these elements in our application.



[Sign In](#) [Sign Up](#)

Email Address

Password

Sign In


[Forgot Password?](#)

[Sign in with Google](#)

[Sign in with Facebook](#)

Signing Up & Signing
In

← Profile details



Modify your avatar

Modify your username
[Display Name]

Modify your age
[age]

Modify your gender
[gender]

Modify your phone number
[Phone Number]

Check your email address
[Email]

Save the modifications

[Change password](#)

Updating the user
profile

✕ Reset password

We will send you an email with a link to reset your password. Please, insert the email address associated with your account.

Insert your email address here!

Send link

Resetting the
password

Challenges Faced

- **Time Constraints:** Developing the application from scratch required a significant amount of time, posing a challenge in meeting project deadlines.
- **Complexity:** The application's overall complexity stemmed from its diverse range of services, as it aimed to cater to all user needs comprehensively.
- **Multi-Service Approach:** Working on multiple services instead of focusing on a single one presented an additional challenge. Each service required meticulous attention to detail and perfection.
- **Limited Data Availability:** In the field of mental health, data accessibility is restricted and often private. Consequently, the application's functionality and intelligence were hindered by the lack of available data.

Long Term Vision

1

Develop the services included in the self care section : Sketching and Tasks

2

Develop the security and put in place regulations for data protection and data privacy.

3

Personalize the application to correspond each person's needs accordingly (Personalized Online Support Groups)

4

Gather more users reviews to make the application more user friendly and adapt it to their needs.

5

Invite more psychologists and professionals to join the team and contribute.

Conclusion

Our application, Insight, serves as the much-needed online support for individuals in their daily lives. We believe that mental health issues should not be considered taboo and should be normalized and given proper attention. Insight aims to provide the support you require in such circumstances.

Throughout the execution of our application, we placed significant emphasis on prioritizing and including human interactions. We ensured that the following aspects were respected and integrated:

- ★ Empathy
- ★ Accessibility
- ★ Positive Reinforcement
- ★ Self-Reflection

Thank you

If you have any questions,
we're here!

