Kids Help Phone

Challenge 3: Create an interactive element for the KHP website that engages visitors.

Young people often seek out the Kids Help Phone website to do mental health research or to reach out to a live counsellor for help. The online tools found on the Kids Help Phone website should support those two goals.

Many of the resources on the website currently present content in a reading format (eg. blog or information article). Kids Help Phone would like to increase the diversity of ways that youth can access information, and specifically create tools that allow for young people to interact with information in a fun and engaging way.

Currently, Kids Help Phone services are used predominately by females, and vulnerable populations (e.g. LGBTQ and Aboriginal populations) are overrepresented in comparison to the general Canadian youth population.

Who engages with Kids Help Phone?
• Service users (ie. Young people seeking mental health support)
• Volunteers
• 'Ideal Booster' (Advocates)
• Sponsors
• Donors

KHP Personas
KHP User Journey (Mark)
KHP User Journey (Martha)
KHP User Journey (Daniel)
KHP User Journey (Karen)
KHP User Journey (Katrina)
KHP User Journey (Ashley)

Kids Help Phone 🙂

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Ideal Features:
- Integrates with website (HTML5/Drupal)
- Designed for both young people that are currently engaged, and those that are not currently interacting with the website
- Track interaction data so impact and effectiveness of tool can be analyzed
- Flexible: easily edited and updated
- Targeted for ages 14 - 16