



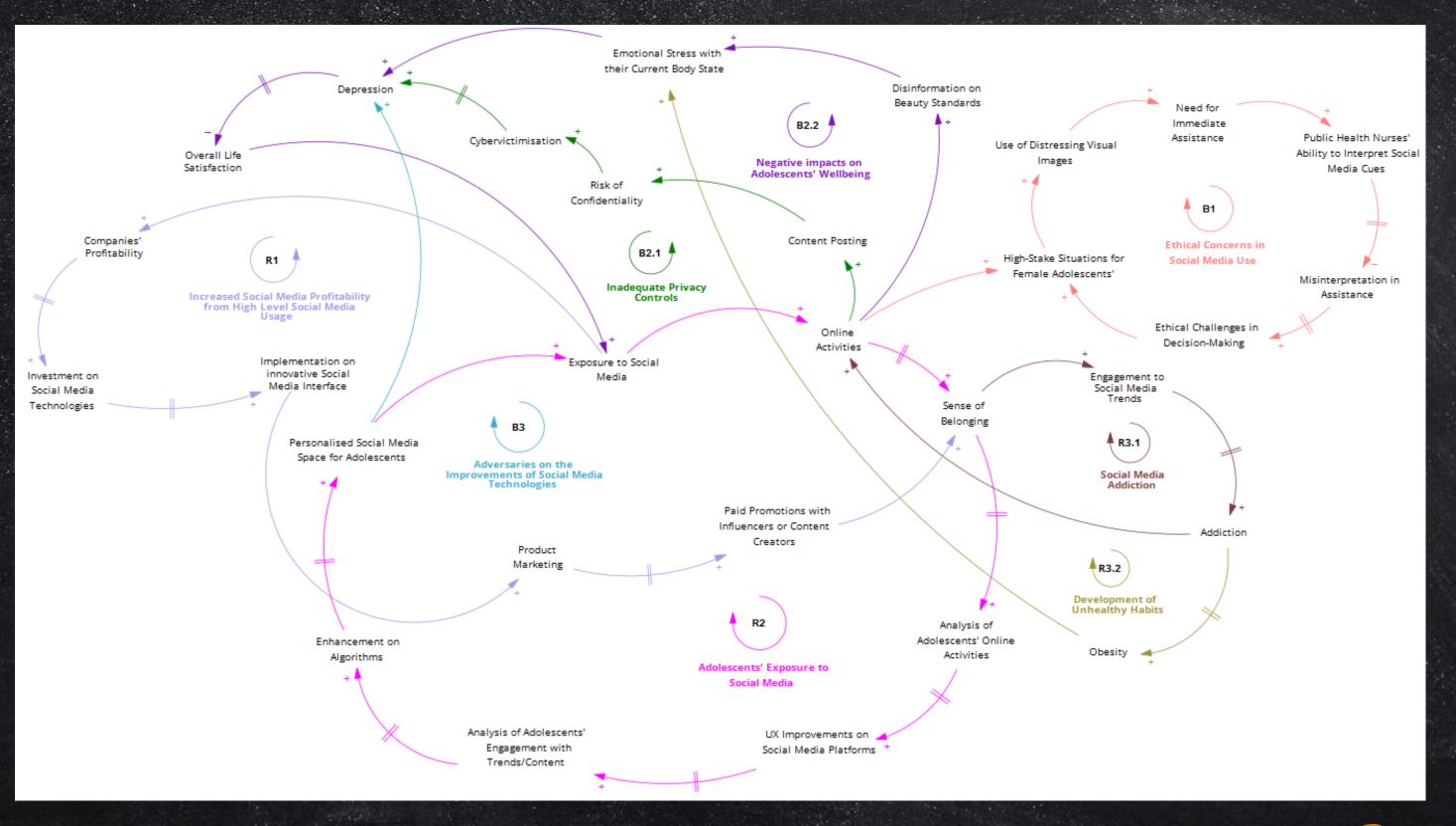


- 1. Deeper Understanding of the Problem
- 2. Our Different Approaches to the Solution
- 3. Selection of the Solutions
- 4. Analysis of the Selected Solutions
- 5. Context Analysis of the Selected Solutions
- 6. Introduction of our Selected Solution High School Safe Space Initiative
- 7. Impacts of the Solution
- 8. Value Proposition
- 9. Implementation Plan
- 10. Business Model Canvas





DEEPER UNDERSTANDING OF THE PROBLEM PT.1





DEEPER UNDERSTANDING OF THE PROBLEM PT.2

- Initial start of the problem caused by social media exposure leads to increased life dissatisfaction
- Crucial measures to consider for solving various root causes of the problem
 - Facing Ethical Challenges
 - Popularity of Social Media Content
 - Frequency of Algorithms
 - Social Media Addiction
 - Average Screen Time
 - Rate of Activity
 - Rate of Social Influence
 - The Portrayal of Unsettling Social Media Content & Risk of Online Danger
 - Frequency of Disinformation
 - Volume of Distressing Content
 - Rate of Social Comparison and Cybervictimisation

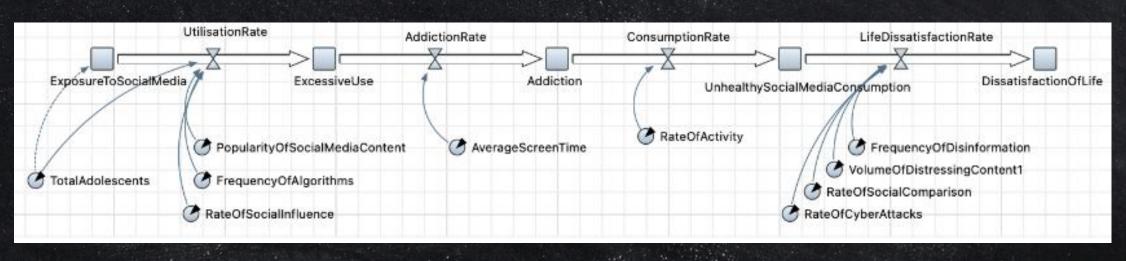






Figure 2. Stock Flow Diagram of the Wicked Problem

OUR DIFFERENT APPROACHES TO THE SOLUTION

The ideation for possible solutions contributed by all team members.

Jessica's adolescent userinterface initiative.
Video sharing and customisable content feeds with 15 second to one-minute videos, the application would engage younger users more effectively (Kang, H. 2021)



Jessica's implementation of a mental health professional Al chatbot

1 in 7 people aged 9-10 experience mental health illness (World Health Organisation, 2024)

Chatbots are effective in providing immediate mental health support (Thakkar, A. 2024)

Joell's mental health safe space implementation facilitate open discussions and build trust between students and educators (Wan et al., 2023).



Ji ho's age restriction on social media.

Most applications have a minimum age of 13 (Schneble, C. 0. 2021)
Adolescents can easily create accounts using a phone number (Kang, H. 2021)

Gigi's implementation of an Almonitor/invigilator
Applied on platforms like
TikTok and Instagram, where
Al systems automatically
block posts which violate
community guidelines
(Barrett, P. 2024)



Anoushikha's school district based social media app like-minded peers while avoiding harmful content prevalent on mainstream social media (Hansen, S. 2019).

Ann's incorporation of proper social media usage within the school curriculum Australian curriculum addresses mental health and well-being, it overlooks the specific impacts of social media on mental healthACARA, n.d



SOLUTION SELECTION CRITERIA



EASE OF USE

Usability of the solution.
Lowers barriers to engagement.



Likelihood of the target demographic to use the solution.
Can be interpreted as adherence.



ACCESSIBILITY

Ability to access and use the solution.

Methods of delivery.

Can increase engagement.



Apparent effectiveness of the solution. Linked to engagement.





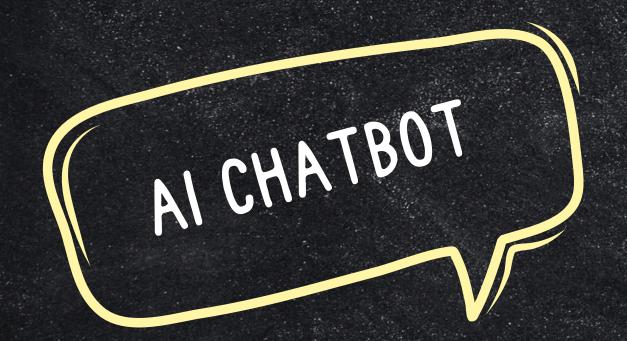
How much the solution would cost.



Time to deliver the final solution.



TOP OPTIONS





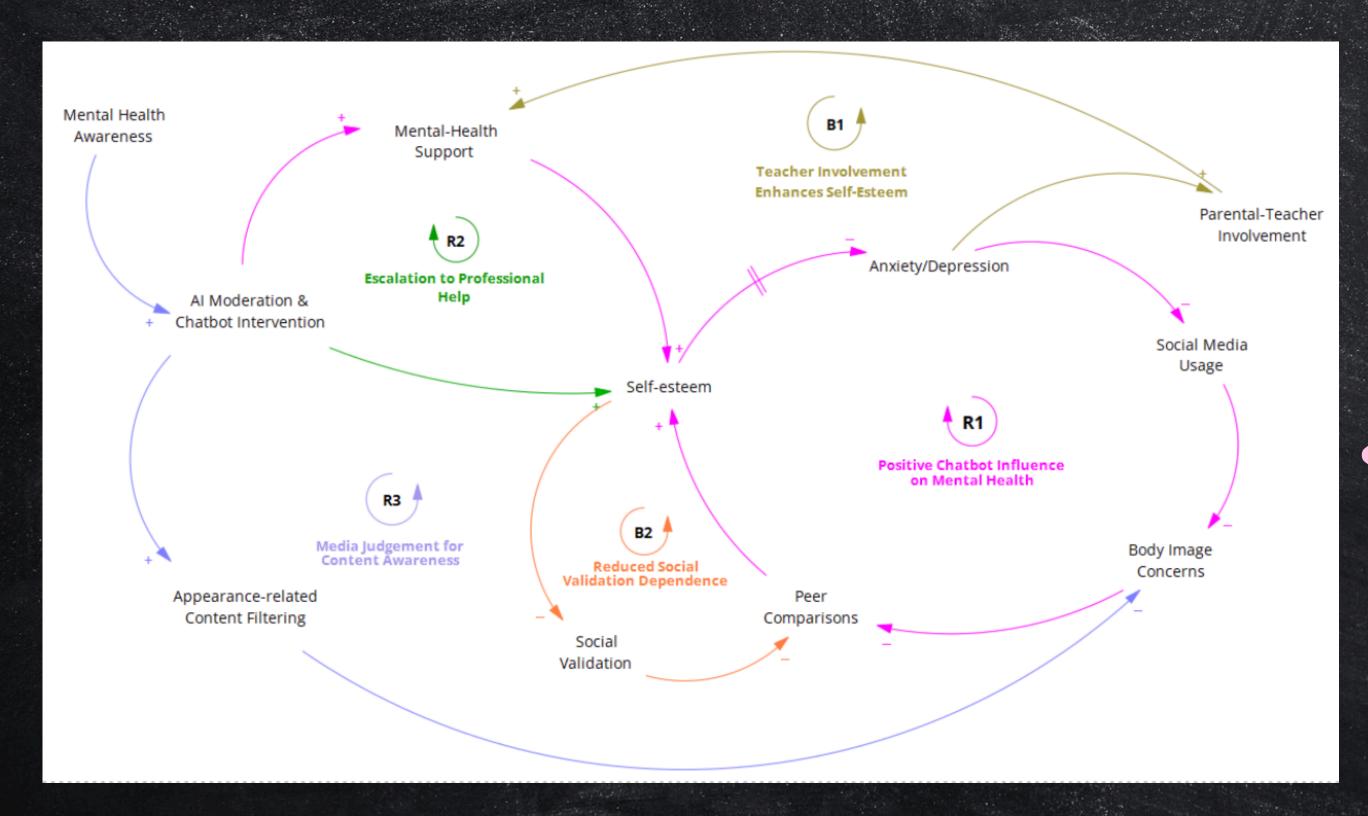
- Highly Intuitive & Accessible
- High Engagement
- Direct Counsel
- Escalation Measures







SOLUTION 1 - AI CHATBOT ANALYSIS



KEY FEATURES:

Integration to Social Media Platforms

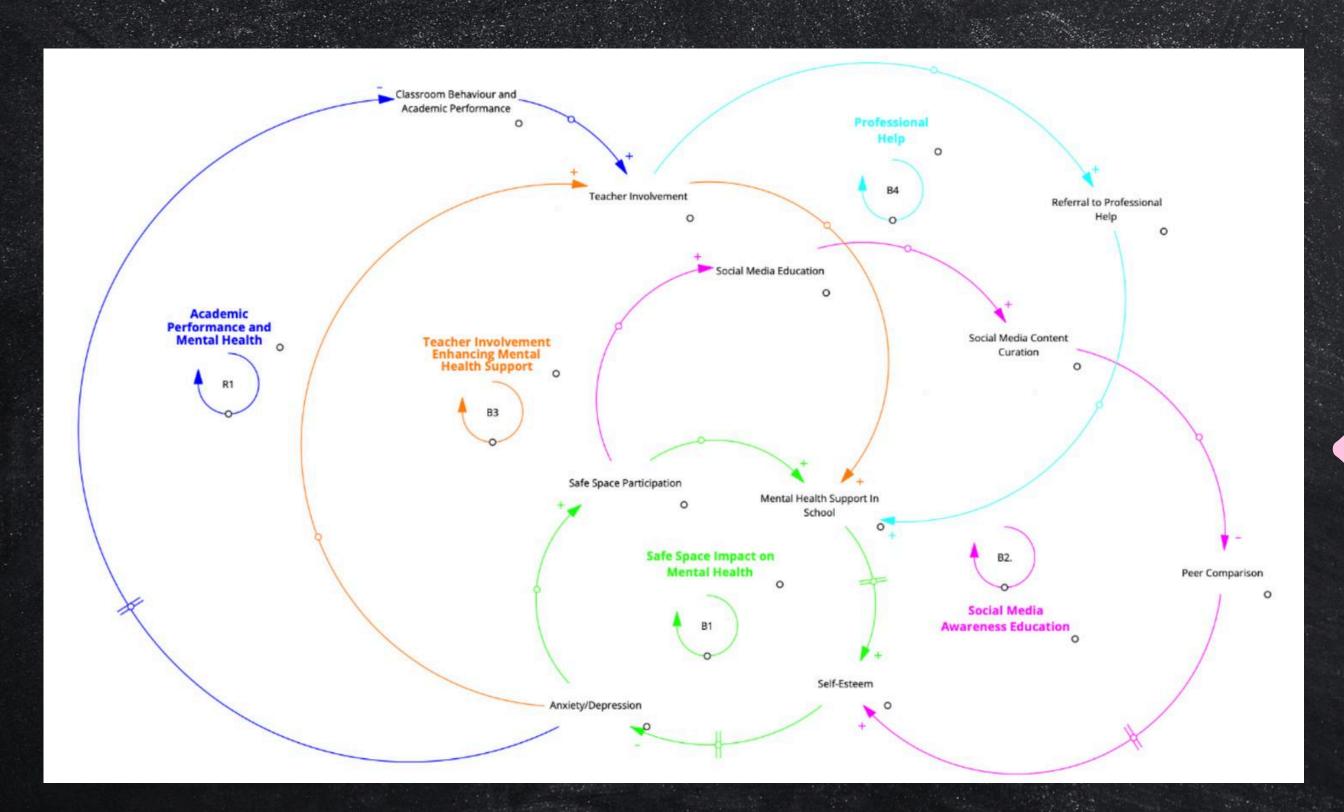
General mental health guidance

Triaging and escalation of issues to mental health professionals

Social media content filteria



SOLUTION 2 - HIGH SCHOOL SAFE SPACE ANALYSIS



KEY FEATURES:

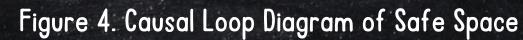
Direct wellbeing monitoring and support

School counsellor moderation

Peer led safe space

Teacher and parent Involvement

Social media education and curated curriculums





CONTEXT ANALYSIS OF THE SELECTED SOLUTIONS

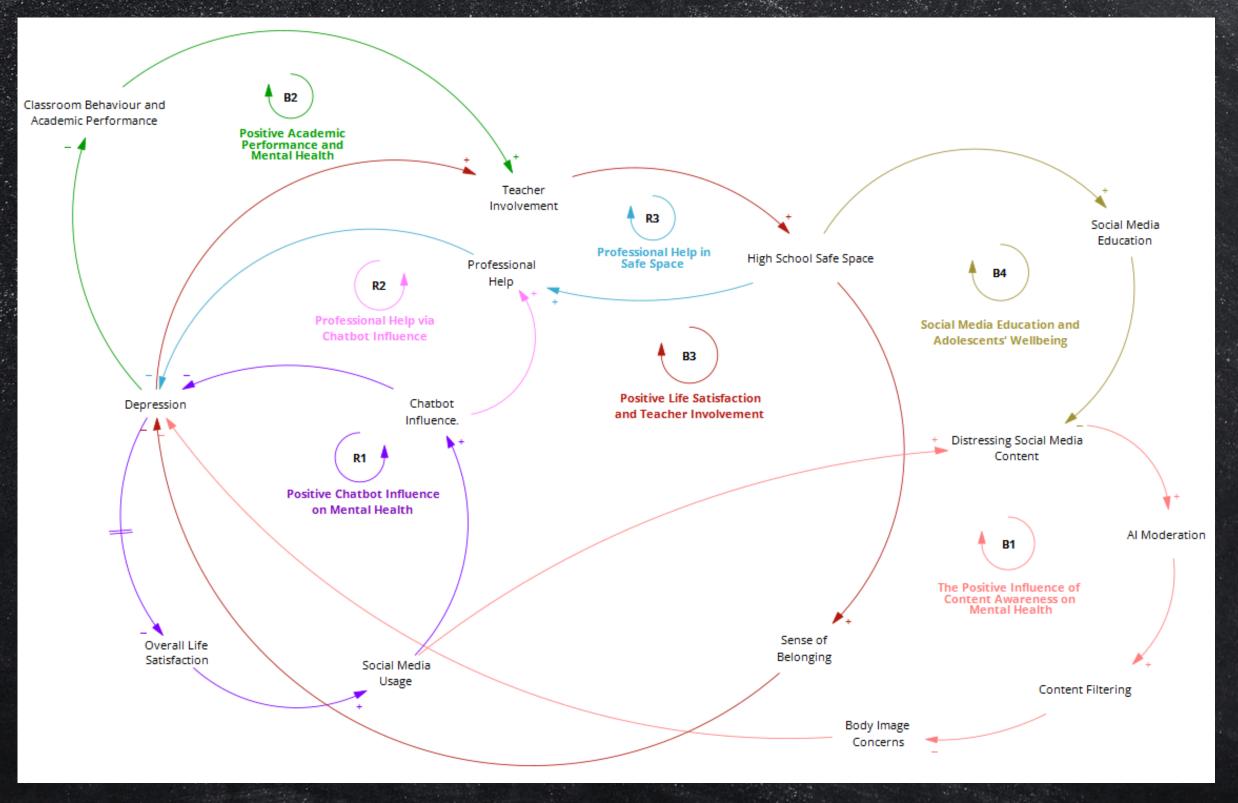


Figure 5. Causal Loop Diagram of Solutions against the Problem



IMPACTS OF THE SOLUTION - STOCK FLOW

The key components influencing adolescent mental health and the impact of solutions to combat their declining wellbeing, represented by five primary stocks: exposure to social media, addiction, seeking, receiving, and recovered. These stocks are interconnected through flows that represent addiction rates, seeking help, receiving treatment, and recovery, highlighting the influence of social media exposure and interventions like mental health safe spaces and Al chatbots on adolescent mental health.

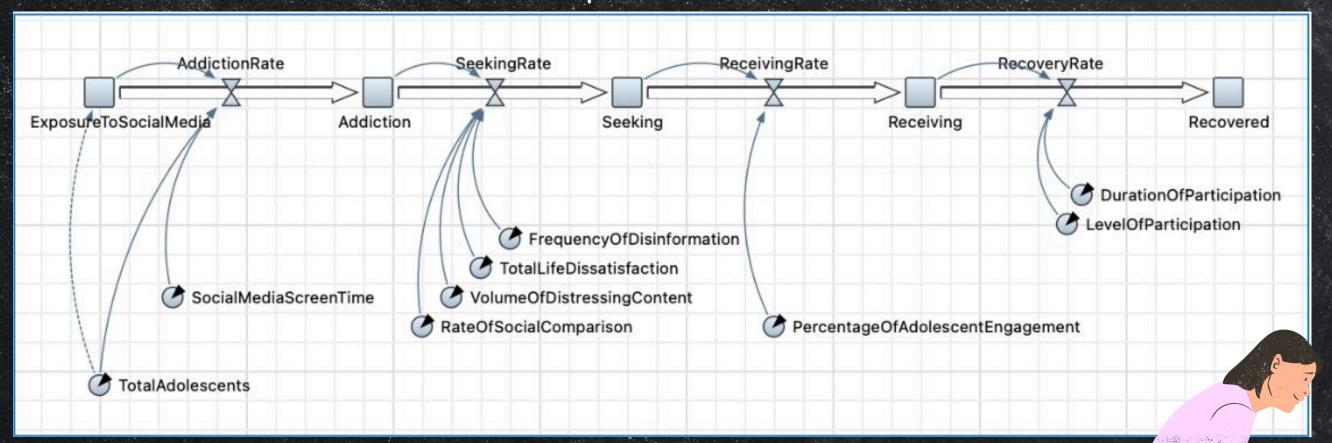


Figure 6. Stock Flow Diagram of the Solution, High School Safe Space











PRODUCTS AND SERVICES

- 1. Interactive judgement free zone
- 2. Access to professional help
- 3. Learning modules
- 4. Digital and Physical Resources
- 5. Space for self regulation
- 6. Group + team socialisation

PAIN RELIEVER + GAIN CREATOR

- Practical tools to navigate emotional challenges
- Opportunities to socialise with peers, and teachers
- Soft music, dim lights, open and cosy space.

PAIN + GAINS

- Uncertain about sharing private information within school environment, concerns about untrendy stigma around mental health
- Empowerment from healthier social media habits
- Less engagement with social media

CUSTOMER JOBS

- Recovery from social media addiction
- Reduction in depression and anxiety
- Increased mental resilience and self confidence

Initiation

- Requirements gathering
- Scope
- Stakeholder analysis

Design

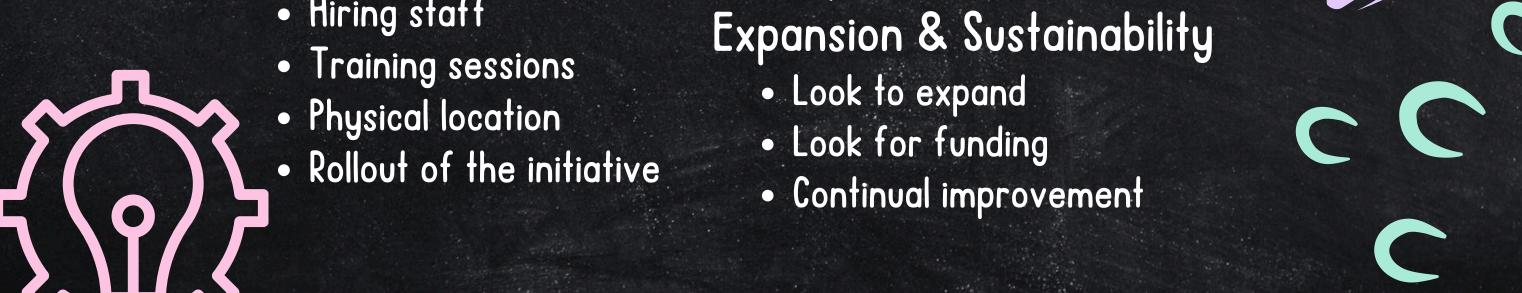
- Curriculum/structure
- Learning materials
- Processes for teachers

Implementation

• Hiring staff



- Feedback
- Surveys
- Improvement





BUSINESS MODEL CANVAS



Key Partners

- Schools
- Gov. Dept
- Professionals

Key Activities

- Group Therapy
- Counselling
- Education
- Awareness

Key Resources

- Treatment Plans
- Educational Materials
- Consultations

Value Propositions

- Improved:
 - Body Image
 - Self Esteem
 - Emotional Regulation
- Awareness of Controls
- Reputation

Customer Relationships

- Personalisation
- Community Creation
- Trsuted Advisory

Channels

- In-person
- Website
- Newletters
- E-Mail

Customer Segments

- Adolescents
- Schools
- Teachers
- Parents

Cost Structure

- Initiation
- Design
- Implementation
- Monitoring
- Expansion & Sustainability

Revenue Streams

- Gov. Sponsorship
- Donations
- School Fees

