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Project Validation

So far in this project, I have completed many use case scenarios and use case diagrams to validate that I am building something that my demographic can use. My target audience is individuals suffering with managing their anxiety. I know that many people have different levels of anxiety, some can be brought on from stress, and some can be brought on from trauma. I accept that my audience seems broad, but I do believe that I can build a website that will introduce these individuals to coping strategies. My project is called WiseMind.com and will focus on providing tools to cope and manage anxiety by practicing mindfulness, cognitive behavioral therapy (CBT), dialectical behavioral therapy (DBT), self-soothing strategies and grounding techniques.

I have completed one interview in person. I spoke with Laura Grant a licensed behavioral therapist at Community Psychiatric clinic in Seattle, WA. Ms. Grant works with many patients that are struggling with panic disorders due to general anxiety or post-traumatic stress disorder. Laura believes that Mindfulness is one of the most important parts of her therapy because it trains the patient how to cope with or stop an oncoming panic attack. Laura also teaches her patients cognitive behavioral therapy as well as dialectical behavioral therapy which is very commonly taught along-side mindfulness techniques.

I spoke with Ms. Grant about my project and showed her a competitive analysis that compares websites that are similar to my project. My competitive analysis focused on what features each site provided. This competitive analysis is to test that my project offers something different than the competitors. Ms. Grant gave me many different worksheets that are used by patients to manage and score their coping skills. I was also given a large packet of information on DBT and CBT.

I asked Ms. Grant what tools would be most useful for people that are having trouble dealing with panic attacks and general anxiety. Ms. Grant agreed that having a website with interactive CBT and DBT forms, video links to meditation, animated breathing exercises, information on mindfulness and other self-help strategies to cope with anxiety and panic disorders could be very helpful to those in need. She also enjoyed the idea of having a map of nearby walk in clinics for people in a crisis.

I am currently waiting on an email reply from Mindful Awareness Research Center (MARC) UCLA Institute for Neuroscience and Human Behavior. I have asked permission to use their guided meditation audio files for my project. If I cannot secure these files, I will contact UW Seattle to see if they have any material that I could use for this project. Ms. Grant thought that the guided meditation audio files would be very helpful for the demographic that I am targeting.

I am also awaiting a reply from David J. Kosins, PhD. Dr. Kosins is a Psychologist in the Seattle area. I found him through the Anxiety and Depression Association of America. Dr. Kosins uses CBT to treat his patients. I am hoping that he will be able to answer some questions regarding what CBT therapy works best for his patients and what could be improved through the use of technology.

Competitive Analysis

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