

Team Serotonin 🧡

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Interviews + Insights

- Topic: Sleep/Mental Health/Stress
- Conducted interviews to narrow down the problem
- Insights:
 - Sleep, stress, and mental health are all interconnected
 - Tang process long and complicated for students
 - Everyone has a different way of coping with stress

Problem Statement

270

Therapists to sift through
in Tang's current list

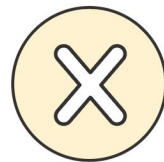
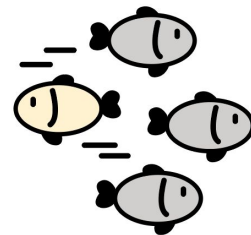
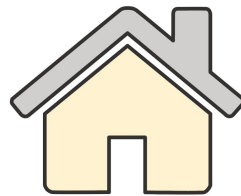
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of Tang workers assisting with
long-term personalized care

For Berkeley students, **the process** of finding long term **mental health care** outside of Tang is **ineffective, long, and impersonal.**

Insights

1. Students seek help from their communities because they want to speak with someone they're **comfortable** with and who will **relate to their struggle**.
2. Students don't want to match with a random therapist because they feel that **their problems are unique**.
3. Students who feel Tang offers insufficient support are **discouraged** from finding an outside therapist by the **long and complicated process**.



HMW's

How might we help students feel like they are getting
personalized care?

Solution



Our mission is to help students feel like they're getting personalized care, so we redesigned the process of seeking long-term care through the university healthcare system.

1. Getting Started

serotonin.berkeley.edu

2. Auto Filter & Match



3. Results



Personal Care Kit



Manageable List

4. Trial



1-on-1

5. Trial & Review



Rating System





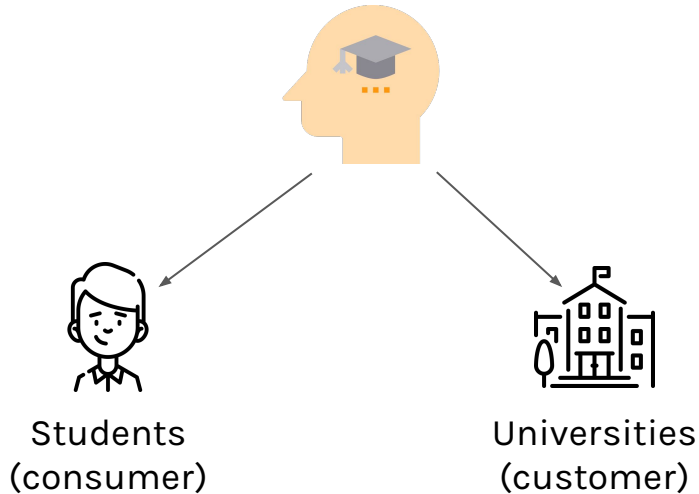
Prototype of the Personal Care Kit

Feedback

- User Tests
 - Personalized Care Kit was a favorite
 - Physical reminder
 - Catered to your interests and needs
 - Time frame:
 - Could take between 1 week to 3 months depending on # of trials
 - Automation to be more efficient and limit self initiation steps
- Talked to a Tang employee
 - Legally can only do 15 min over the phone for free

Business Model Canvas

Customer Segments



Value Proposition



Save time through
efficient matching



Students receive
sustained long-term
help & personalized
care

Business Model Canvas

Nonprofit Business Model



Partnering with universities
and local therapists

Revenue Streams



Grants



Subsidies



Donations



Sponsorships

Q&A