

# Brainspace

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# Concept

**Brainspace:** A simple app, with profound features, designed to meet a dire need.

- Social sanctuary platform
- For young adults with mental health challenges
- Anonymous chat via alias-creation features
- Global forums for discussion on mental health challenges
- Private home page for gathering thoughts, notes, and events

Access the project artifacts [here](#)!

# Proto-Persona

## Name:

- Tiffany Simpson
- 25 years old
- Omaha, Nebraska



## Behavioral Demographics

- Lab Tech at Infectious Disease clinic
- Divorced
- Prefers to take long walks solo
- Likes to spend time with her 2 kids
- Dislikes being overly busy

## Goals and Needs:

- Wants to improve her mental health
- Wants more time to herself
- Needs a better way to connect with mental health professionals

## Pain Points & Frustrations

- Frustrated with balancing work life with home life
- Feels rarely able to make time for herself
- Scared because there are few mental health professionals in her area.

# User Research

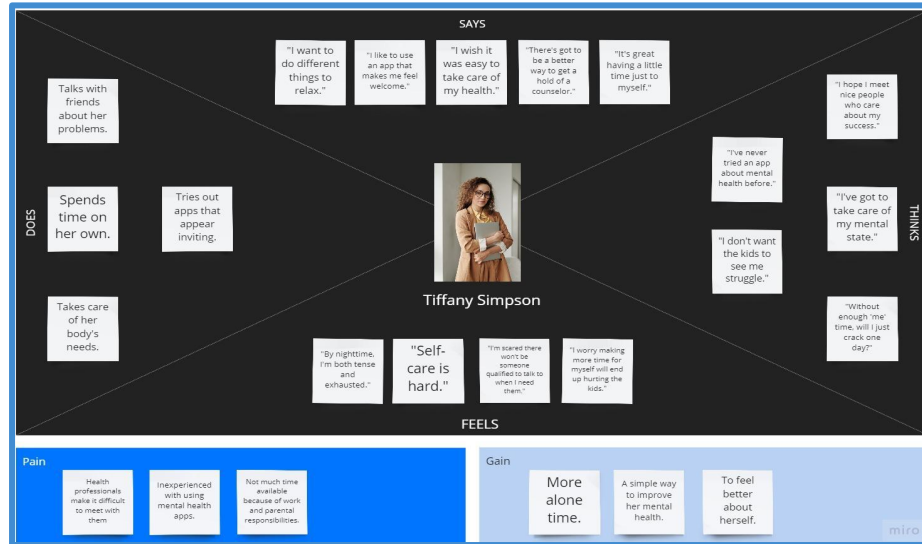
Research conclusions:

- Mental health is important to people.
- People value talking about their mental health.
- People have a hard time making mental health a priority.

Information synthesised from our [survey data](#).

# Empathy Map

# User Persona



## Problem Statement

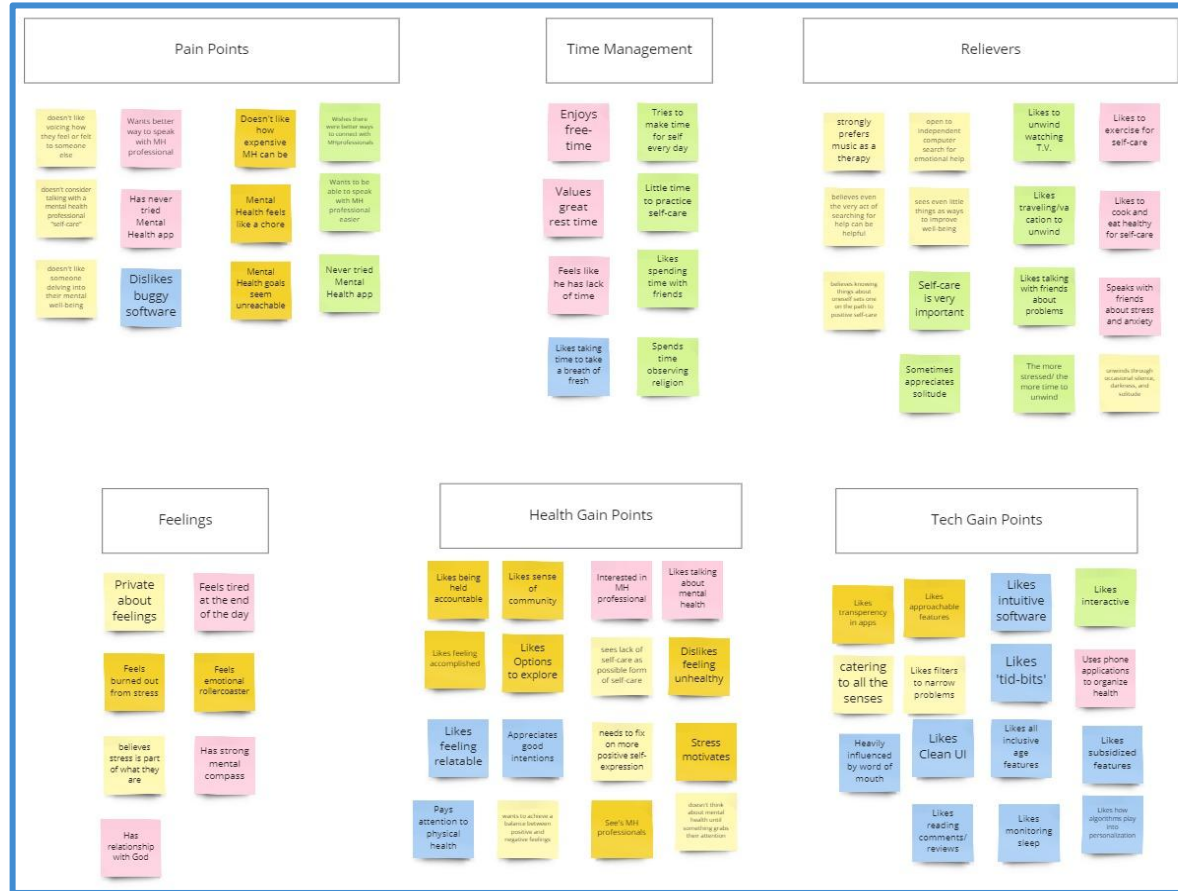
Overwhelmed Millennials and Gen Zers feel suppressed from freely discussing their brain health, discouraging self-growth and threatening their contribution to society. We have seen our competitors fail to inspire them to claim their self-worth. We will bridge this support gap by offering an approach to encourage self-reliant wellness involving:

- 1) a safe space to discuss brain health in true freedom;
- 2) gentle and respectful guidance available on demand; and
- 3) an understanding, worldwide, safety net of support.

## User Insight Statement

An overwhelmed, single parent needs a simple way to prioritize their mental health because in the chaos of their young life, they lost their sense of identity.

# Affinity Diagram



# Competitor Analysis



- Creates a warm, welcoming environment
- Limited options for unpaid users



## *What we can do better*

- Provide greater options for free accounts
- Create app community



FABULOUS

- Personalizes user experience
- Little substance or interaction



## *What we can do better*

- Provide faster access to features
- Consistent design standards



duolingo

- Creates user engagement
- Encourages free-time use



## *What we can do better*

- Create mascot for user engagement
- Gently, respectfully encourage user activity



Alamo Elite Wellness  
Integrative Health Care

- Offers professional therapy
- High entry barrier for budget users

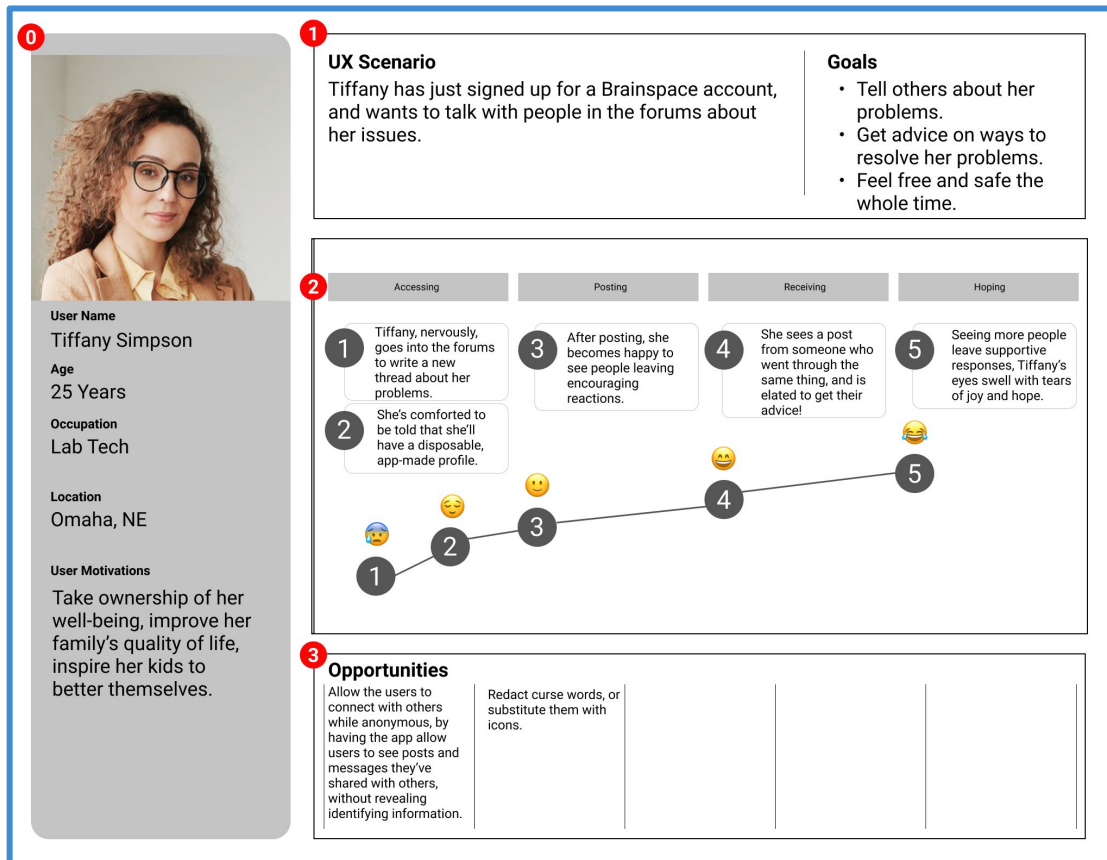


## *What we can do better*

- Provide user anonymity
- Mobile, internet access

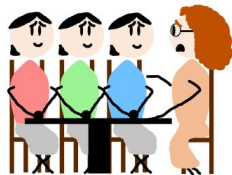


# User Journey Map



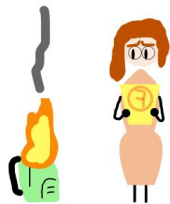
# User Storyboard

## 1. A Millennial woman with little support.



Tiffany is a young Nebraskan wondering when her tiny social circle will grow weary of counseling her. Real counselors are few and far between, even if she could afford to see them.

## 2. A single, working mom overwhelmed.



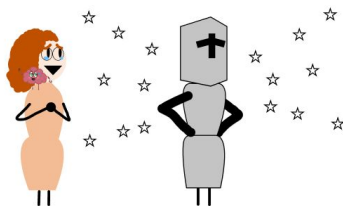
Tiffany's employer has cut her hours; her kids are failing at school; late bills have caused dark nights at home. Recently, her panic attacks have gotten worse.

## 3. A not-so-surprising defeat.



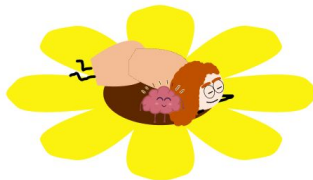
One day, Tiffany suffers a breakdown. She searches online for self-help resources, and spots an ad for Brainspace.

## 4. The tide turns.



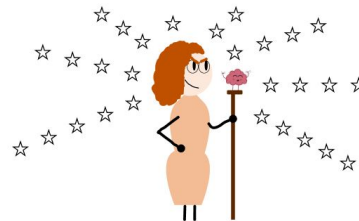
With the alias-creation abilities, Tiffany realizes that she can talk with the entire world and no one will know her, judge her, or hurt her.

## 5. A cocoon in which to rest and grow.



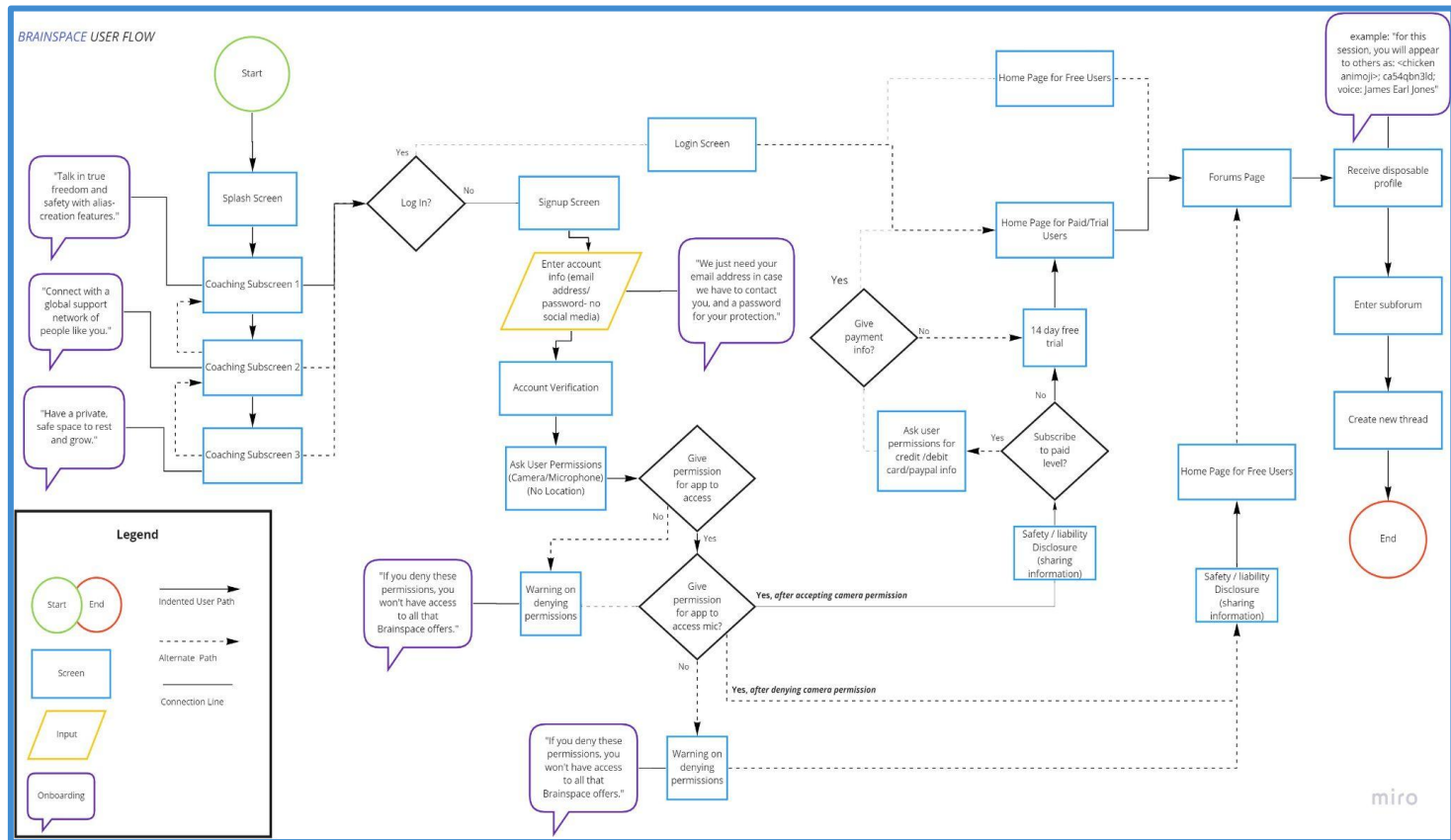
Tiffany starts using Brainspace, and discovers a sanctuary where she can be anyone, talk about anything, have a worldwide network of caring, listening people, and access free, outside resources to help her transform her life.

## 6. A journey of 1,000 miles...



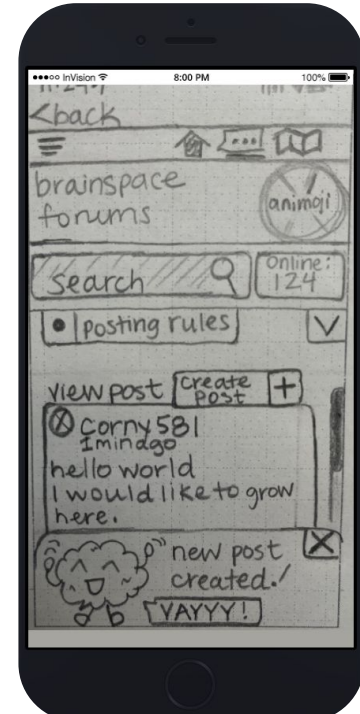
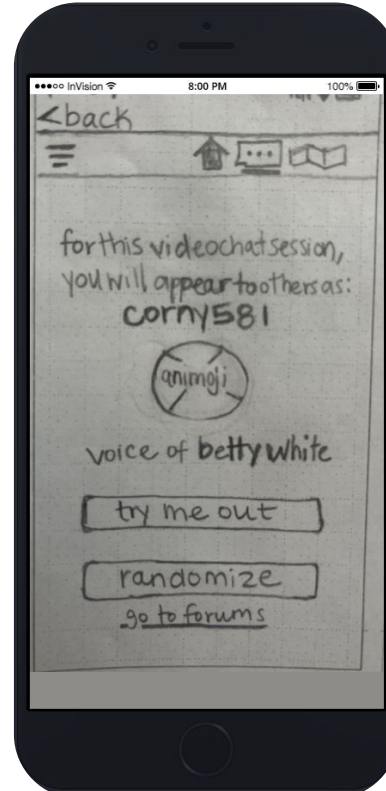
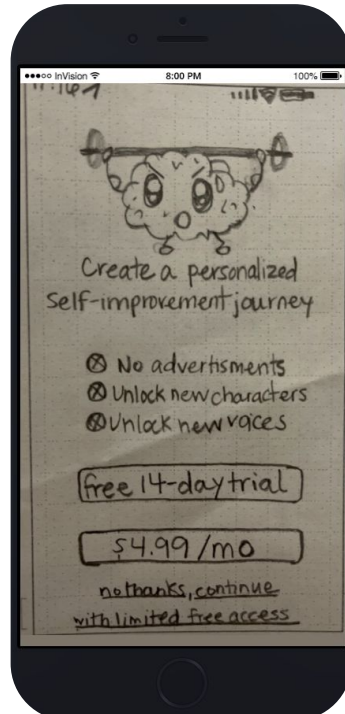
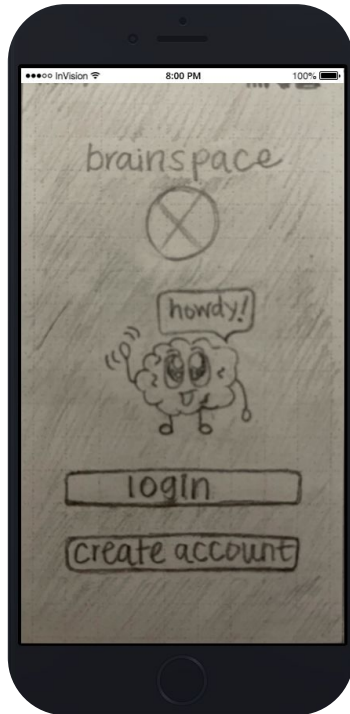
Tiffany knows she's taken the first step on a great path to self-reliance and wellness. Now, even when the lights go out at home, she glows with the light of hope.

# User Flow



# Paper Prototype

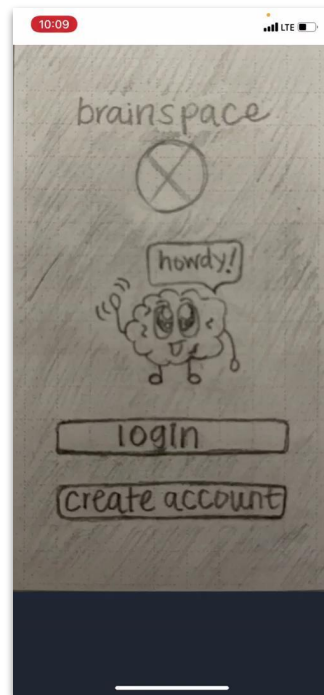
A brief depiction of our first prototype.



# User Testing

After conducting several user tests on our prototypes, we came to the conclusion that we needed to improve upon:

- Making our onboarding process tighter and more direct.
- Make our landing page less confusing upon initial visit
- Make our video masking feature more intuitive, with less words on the page.
- Overall more clean design and layout



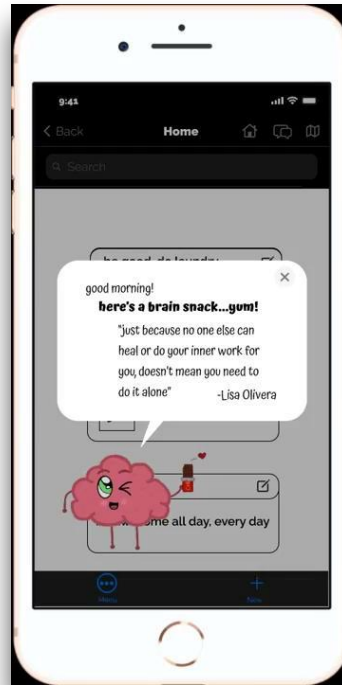
# Iterations Based on User Tests

After conducting several user tests and receiving feedback from our peers, we made iterations related to design, functionality, and the overall flow of the app.



# Digital Prototype

[Here](#) is the clickable, digital prototype for Brainspace.



# Final Thoughts and Next Steps

After conducting extensive user research, conducting a thorough competitor analysis, building prototypes, conducting user tests, then reiterating on our prototypes based on user testing, we were able to develop preliminary wireframes for brainspace, and successfully execute our plan to create an application that will give users an anonymous safe space to share their thoughts on mental health. The key opportunities where we can improve are:

- Improving feature usability
- Improving app accessibility
- Designing app's video chat function
- Allow users to privately connect with others while both parties remain anonymous
- Exact emulation of iOS's animoji capability on Android systems