**Pg 1:**

olive

About

Olive is an app that is designed to enable users to take charge of their mental health by equipping them with a licensed therapist, a community that understands what they are going through, as well as a learning tab, daily journaling, and daily mood inputting.

**Pg 2:**

introduction

Ever feel like you need some extra help with your mental health but you can't find any app or resources that meet your needs, help you take charge of your story and truly help you while also being financially friendly? I encountered some users with this issue and I realized that something needed to change. Designing Olive was a part of my course at Careerfoundry with the objective of helping users find an app that meets them where they're at and helps them as best as it can.

This project took me four months, and I was the designer on this case. The tools that I used for the project were:

- pen and paper

- Adobe XD

- Adobe Illustrator

**Pg 3:**

my role

I was the designer on this case, and I worked on it from start to finish. I was tasked with creating the problem statement, conducting user interviews, creating personas, developing wireframes, making prototypes, conducting user testing, etc.

This was a challenge that really pushed me as a designer and helped me learn a lot of new skills that I otherwise wouldn't, and I loved it all every step of the way.

**Pg 4:**

my design process

At first, before tackling this issue, I had to come up with a strategy with how I was going to solve this problem. I decided to take on a user-centered approach with the following steps:

1. Discover

- user interviews

- competitive

analysis

2. define

- problem and

solution

statements

- user personas

and stories

- task flows

3. ideate

- card sorting

- user flows

- affinity maps

- information

architecture

4. prototype

- wireframes

- paper prototype

- mid-fi. to high-fi

- design handoff

- design documentation

- style guide

5. test

- usability testing

- preference testing

- usability testing

script

- design iteration

- affinity map

- Jakob Nielsen rating

My number one priority while designing is the user. First and foremost I am here to design a platform that caters to my user as best as it possibly can. Everything else comes second. So here is my journey:

1. Discover

**Pg 5:**

competitive analysis

I conducted a competitive analysis of the following mental health apps: Mind Doc, and Bloom: CBT Therapy and self care. I found that without paying, these apps are very limiting in what they can give their users. This makes users feel that the platform just wants their money instead of

helping them overcome their struggles. Mind Doc seemed to be useful in identifying any potential mental health red flags in users and thus had a limited lifespan, and Bloom had a similar issue, and it seemed to push itself as a replacement for doctors, which isn't necessarily the best for users who may be seriously struggling.

user interviews

I interviewed 4 young women, since according to an article published by the CDC in 2019, women are more likely to reach out for therapy than men. The interviewees are girls that I know,

and I knew that some of them did struggle with mental health, which is why I interviewed them so that I could have relevant information for my user research. Here is my script:

- What do you think about health apps overall?

- Have you used any before? If so, what was it like?

- What’s your opinion on apps geared towards mental health?

- Have you used any before? If so, what was it like?

- If you were to envision the perfect health app, what would it do for you? What about mental health app specifically?

- What are your mental health needs? Are they being met? How do you know?

- What motivates you to take extra time to take care of yourself?

- What does self care look like for you? Do you reward yourself for it?

- Are you interested in trying new forms of self care? If so, what kind and why?

- What’s your opinion on mental health education? Do you think it’s really necessary?

- Are there any mental health topics you’d like to learn about?

**Pg 6:**

user interviews, cont.

- How would you like to learn more about mental health?

- What helps you get the most out of your education?

- When tracking things, do you like to see your progress? How would you like it to be presented to you?

- How does being in a community and having a sense of community make you feel?

- What helps you know that you are in a community?

- Would knowing that you are in a community make any impact on your mental health journey?

- Would a mental health app with a community feature be something you’d be interested in?

The interviews were quite exhaustive, but they provided my with an abundance of information. Here were my main findings:

1. Users need motivation

2. an app that pushes them to be better and take care of themselves

3. inexpensive, online therapy

4. mental health education

5. a community

6. some interviewees were frustrated with previous apps that they used and weren't able to afford therapy in the past

Interacting with potential users and talking to them about their past experiences, frustrations, needs, wants, and goals, as well as what they look for in an app was one of the best stages of

this project for me.

Here, I really got to know my users on a deeper level, and I was determined to design a product that was for **them**.

I wasn't going to design a product with a goal of making money, making some businessman happy, or meet some kind of sales goal. I was going to design an app that users were lacking that would help them.

**Pg 7:**

2. Define

problem statement

Our user needs a way to boost their health and overall wellness because oftentimes this aspect is neglected in the business of everyday life. We will know this to be true when we see that this user uses the app for over 6 months and is actively meeting their goals and progressing in their health.

Proposed solution

An app that does not overwhelm the user in trackable health data and educates the user to be more in tune with their health, and an app that automatically inputs data as much as possible for maximum comfort. The app would also provide the user with a sense of community, pushes the user to meet their goals and to expand their self care, doesn’t neglect mental health, and provides them with a licensed therapist. The app would be secure and won’t unintentionally harm the user.

**Pg 8:**

user personas After this, I had a very strong idea of my users and who they are. One user is

someone who wants to be more in touch with their mental health and take care of themselves better, while the other user is someone who is avidly seeking professional help, but can't necessarily get it whether it be family getting in the way, or not being able to afford traditional therapy.

Using this knowledge, I then crafted my user personas based on quotes and general facts about the people that I interviewed.

Shannon

“I don’t really know where I’m at mentally, which I know isn’t a good thing but laziness gets in the way”

needs and goals

Not in touch with her emotions and where she’s at mentally She needs something that continuously pushes her to be motivated, organized, and get stuff done. She also needs to see that her work and progress is not only doing good to just her, but also to the people around her and the world as well. She needs something that takes her away from negativity and encourages self care. She needs to journal daily to let all of her negativity out. She needs mental health education in the form of short lessons. She needs a place where she can get answers instead of going to a doctors office as well as a way to de-stress. She also loves journaling

**Pg 9:**

Eileen

“I’m emotionally damaged”

“Journaling and therapy is a good idea”

needs and goals

She needs to be surrounded with people who are going through the same thing as her and have some kind of a community. She needs inexpensive therapy + coping mechanisms + treatments as well as mental health education through short lessons, slightly longer videos, longer and podcasts and a place where she can find information and explanation for what she’s going through, but is also focused on big topics but is also specific to her work alongside a therapist with a check in at the end of every week. She wants to journal daily to let all of her negativity out and have something that cheers her up. She also needs self care encouragement

With user personas in hand, I was ready to keep on moving with my design process.

With my users' needs known and in mind, I then moved forward with crafting user stories, task flows, and I conducted card sorting with potential users, and created affinity maps based on quotes from my interviewees, and So Olive's information architecture was made.

Here are the user flows that I made for Olive:

**Pg 10:**

3. Ideate

After this, it was time to move onto the prototyping stage and put my ideas to paper. First, I started out with low-fidelity paper prototyping, and then I moved onto mid-fidelity prototyping on Adobe XD. I then tested that prototype and made iterations to the design as were needed, and developed my design into a high-fidelity, functional prototype.

Here's my process:

4. Prototype

**Pg 11:**

low-fidelity prototyping

This was the first time that I put pen to paper to figure out how to visually lay out every element of Olive to create a seamless UX. It was exciting, and honestly a little overwhelming.

I was challenged here because of just how overwhelmed I felt, but I was able to get through it by just focusing on one task at a time.

After this, I created mockups on Adobe XD and shipped Olive off for the first rounds of user testing. However, getting my first prototype on paper was really great as I had finally started seeing my design come to life.

\* the circles on the wireframes signal where the user would click through the app

**Pg 12:**

mid-fidelity prototyping

Here, I began to suspect that my selected form of navigation probably isn't the best idea, but I left it to see how users would react to it. But here, my main priority was translating my usability

design from paper form into Adobe XD. I also started to suspect that some of my pages such as the learning page (1st pic, 2nd row) were cluttered and overwhelming with info, but I left it to see

how users would react.

I was also challenged here because I had to learn how to use Adobe XD in a really short time frame, and it's a huge software! But I stayed on my toes and just kept on going and got through it and learned a bunch of new skills as well.

After this, I got my usability test plan and script up and going, recruited participants, and began testing! I set up a series of tasks for them to do and recorded their activity.

**Pg 13:**

5. Test

setting up for usability testing

I decided to test six users of different demographics. I made sure to have one of my testees be someone who speaks English as a second language to see whether or not my design was

understandable and intuitive for everyone or not.

I asked users to perform the following tasks:

1. input their mood

2. watch a video about depression

3. journal about what makes them happiest

4. go back to the home page

Before conducting the tests, I asked the participants for some demographic info and then conducted a survey with them afterwards to see with how much ease they were able to perform the tasks, as well as seeing their levels of satisfaction with the app.

After conducting the tests I organized my findings as follows:

**Pg 14:**

usability testing findings

1. affinity mapping

2. rainbow spreadsheet of findings

3. full list of discovered issues and their scale

Here, I also discovered that there was an accessibility issue for those who don't speak English as their first language, as one of my testers didn't know the language well and he was confused as to what to do and how to do it with every single task.

**Pg 15:**

These findings really showed me all the changes that I needed to make to make my app be what my users needed it to be. I then started to work on my mid-fidelity prototype, and I crafted it into a high-fidelity prototype with the goal in mind of it being accessible to all users.

polished, accessible design

**Pg 16:**

conclusion:

Olive turned out to be different than I had originally expected it to be. This is because of my own bias of what I envisioned the perfect mental health app to be compared to what potential

users told me they needed from a mental health app. Also, I wasn't able to prototype every single function of the app due to time constraints as well as my course project only needed me to prototype 3 app functions.

This project was very challenging as I was the only designer working on all of this, but I'm thankful for every challenge because it was a growing opportunity. It forced me to learn new skills, really come to terms with my skill and where it's at, and it pushed me to learn and be better. Overall, Olive really put me on my feet as a designer, and now, as a designer, I now know who I am and what I'm capable of.

I hope that you enjoyed looking over my work as much as I enjoyed designing Olive.

Remember, you don't know what you're capable of until you try.