

SHORT INTRODUCTION

Personally, although I prioritise mental health, sometimes I still find out that stress from real-life issues or social media or news can be overwhelming.

Taking care, especially good care, of ourselves is always an ongoing journey.

Nowadays, more people have a lot of pressure yet don't know how to take a proper break, resulting in some mental health issues.

If only there are detailed instruction and positive reference for them to look up to whenever they feel stressed out and need a break.

Maybe it can help to make Internet a healing place.

INTERVIEWS

Questions	Interviewee #1	Interviewee #2	Interviewee #3	Interviewee #4	Interviewee #5
Introduction?	22, cuhk postgraduate student (new media), sporty kind	22, cuhk postgraduate student (education), explorer	22, cuhk postgraduate student (new media), dance lover	22, kcl postgraduate student (digital asset), intern, cat lover	22, hkbu postgraduate student (media management), reader
Daily routine?	feed her dog, do assignments, go to class, take a snack	go to library for assignments, go to class (six classes a week)	cook, assignments, class, dance	work, online class, tasks from work and school, take care of her cat, rest	sleep in till noon, read, go to class, stay up late to study
Do you feel stressed out sometimes? On what occasions?	stress from school assignments, society, and social media	stress from classes, overwhelmed by tasks	hard to sleep when thinking about all the pressure	multi-tasking life, peer pressure, social media	stress from study, relationship, career planning, and peers
What do you think of self-care?	self-love, being in a good mental state of mind, confident, happy	love and support myself, put myself in the first place	take a break, and take care of myself on a daily basis	know my self-worth, and treat myself better	heal and love myself, be comfortable with the status quo
Do you need one? Is it important?	yes, with lots of pressure, knowing self-worth is important	of course, it's important to be okay about not okay	sure, you have to find a balance in life	definitely, sometimes all we have is ourselves	Yes, for me, being alone may be the best way to cure everything
What do you expect to achieve through it?	to be a confident and independent person, to find inner peace	peacefully dealing with everything	just wanna have a good mood, to be happy	trying to be positive and achieve self-improvement	grow to be happy, strong, and independent
What would you normally do to take care of yourself?	take a walk, read a book, watch YouTube videos and tv dramas	eat well and sleep well, watch tv dramas, listen to music	dance, reward myself with food, explore some places	pet, movies, tv dramas, songs, quotes	hobbies, videos, movies, sleep
How did you search for info related to self-care?	Google, YouTube	YouTube, Instagram	Google	Instagram, YouTube, TikTok, Google	YouTube, XiaoHongShu, Bilibili, TikTok, WeChat
What kind of self-care info do you want to know more about?	a community which is common in the states but not in Asia	a platform allows people to heal each other mutually	professional guide to eat in a healthy way	get proper and professional help, and more integrated info	support from others who can relate, and online consult

PERSONA TYPE

**A postgraduate student with busy schedule,
wanting a break from time to time.**

PERSONA

Why the main actor is Christy (interviewee #4)?

Because among five interviewees,

- (1) she gave more details about her life and schedule;**
- (2) she is the busiest, dealing with both school and internship;**
- (3) she is trying to take care of herself and to be positive;**
- (4) she tried many activities to take care of herself.**

PERSONA



Name: Christy

Age: 22

Sex: Female

Education: Postgraduate

Marital Status: Single

Industry: Media

Lifestyle: work hard on study and internship, cat lover, trying to be positive

Personality: warm-hearted, friendly, outgoing

Hobbies: watch TV dramas, hang out with friends

Media Usage Preference: Instagram, YouTube, TikTok

Life Goal: to achieve self improvement

Tech adoption pref.: early adopter of trendy tech products, been in the media industry

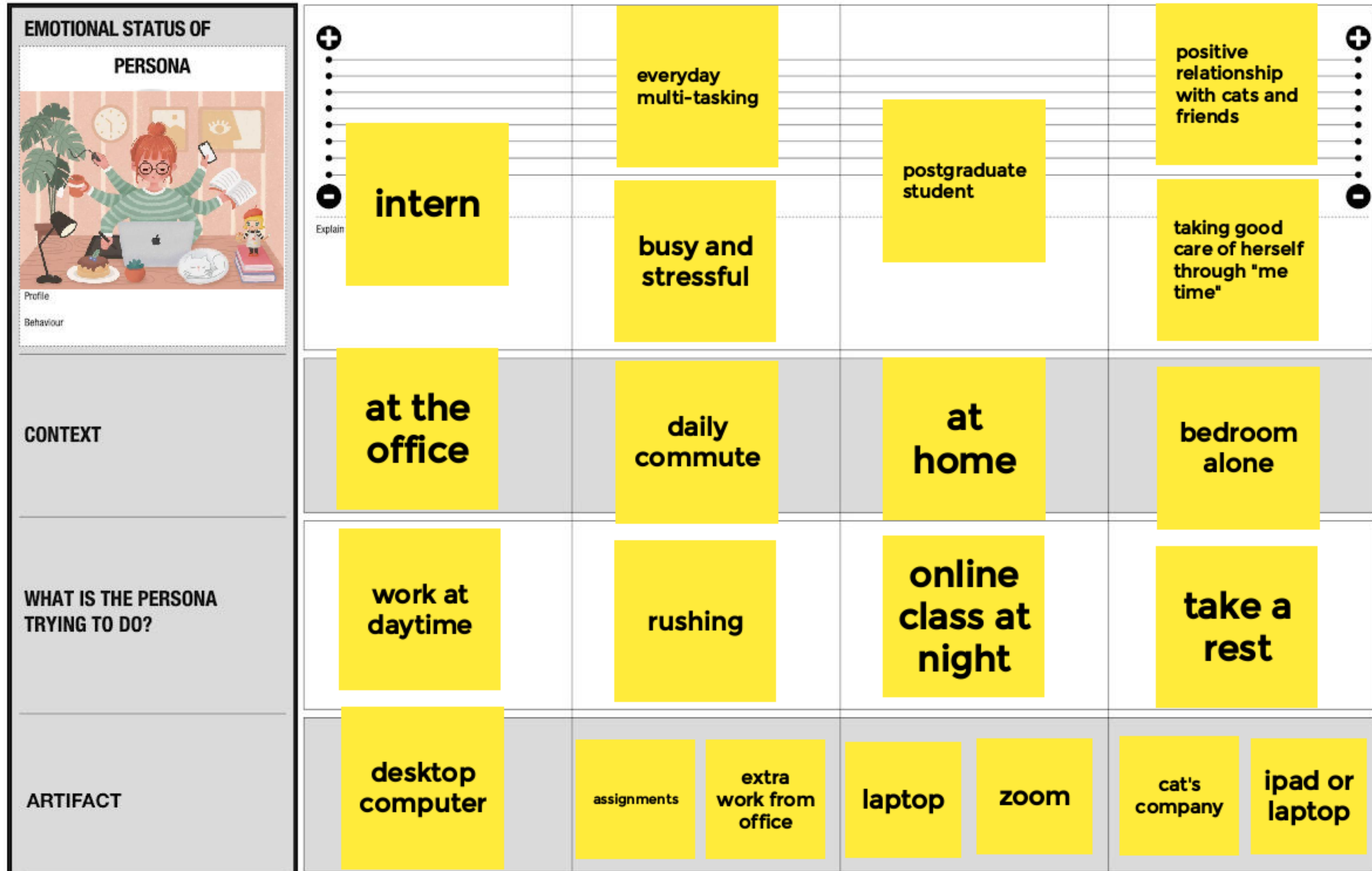
Daily Routine: work in the morning and afternoon, online postgraduate classes in the evening, rest before going to bed

JOURNEY MAP

The journey map is based on the main actor's (Christy's) experience

CUSTOMER JOURNEY MAPING

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PROBLEM STATEMENT

How might we help a full time postgraduate student with an internship (Who) to know how to take care of herself (What) so that she can better achieve self-improvement in a positive way (Why).

STORY MAP

CARD SORTING by Beata (interviewee #5)

**search for
help /
reference**

**examine
the result**

**find a
way**

**Instagram
account**

recommendation
from friends

**advanced
search**

double-check
the
professional
source

**quotes
with
positive
meaning**

detailed
instruction

**YouTube
channel**

recommendation
from kol or koc

**tags or
keywords**

compare
different
references

**calming
playlists**

professional
information

**Google
search**

**online
therapy**

**online
reviews**

**check the
price if
payment
involved**

**healing
movies or
TV
dramas**

communication
with therapist

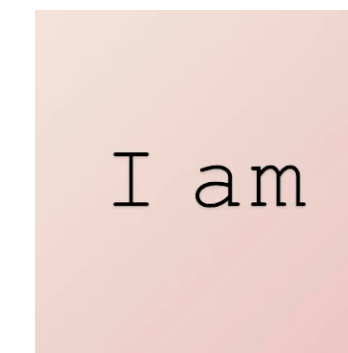
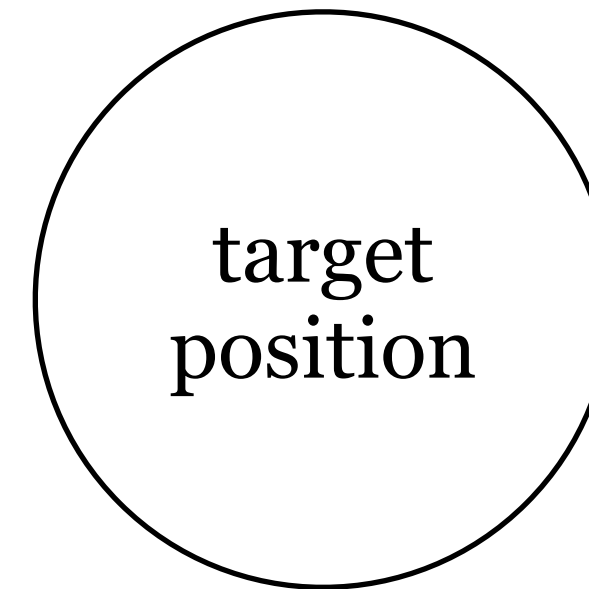
**posts on
social
media**

comments on
social media

**someone
else who
can relate**

POSITION MAP

reference to
self-care practice



content about self-care knowledge