[link to the slide](https://docs.google.com/presentation/d/1PH3ni6PzkUsvwk3dVJnPy1kT-khTuodG6MCGkZ9PvYc/edit#slide=id.gc44e73f0e0_1_83)

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| PIC |  |  |
| MJ | 1. Pinocchio - title    1. Good evening everyone, today we are here to update you about our project 2. Table of contents 3. Software Application |  |
| SB | 1. Overview of Pinocchio   Now I will provide an overview of Pinocchio.    - Currently, only the paUST are working towards creating a platform that allows students to discuss mental health issues. However, they include a number of weaknesses and are preventing the HKUST students from utilizing the platform such as only having a one-way communication system and has a very long response time.    - Furthermore, the peer support system in HKUST is insufficient. For instance, the wellness center includes a team of 50 peer counselors. These low number of counselors compared to the students in HKUST experiencing mental health issues will have a low coverage and efficiency. Thus, we thought if students are helping each other, the coverage and efficiency will also increase as well.  Aim  - Build a supportive community for students with mental illnesses due to long hours of study and many more other problems.    Target Users  - Any HKUST students are free to use our platform but Pinocchio will be mainly designing the forum for students who are heavily suffering from mental health issues.    Format of Interaction  - Our main format of interaction will be composed of forums that are written by HKUST students and posts will be published to be seen by everyone.    How to Improve mental health of HKUST students  - Since HKUST students themselves will have a broad range of knowledge on how to overcome mental health issues, they will be able to give each other suggestions on how to get over these issues. |  |
| MJ & TY | 1. Meeting Needs + Customised to HKUST Students   So how is our project customized and meeting the needs of the HKUST students? paUST is the only IG platform offered by the HKUST that tackles mental health issues. However, IG is one-way communication and has a long response time. Also, although the Wellness Center offers various services including peer counseling sessions, not many students were utilizing the service. On top of that, due to the existing stigma around mental health and the top-down approach of the counseling system, the system is not as efficient for those students who are on the verge of falling into the severe cycle of mental health. So as Sungbin mentioned, we would like to launch Pinocchio to help those HKUST students who are hesitant to reach out to the Wellness Center but want to express their feelings anonymously.  Since we wanted to make Pinocchio a unique platform of HKUST, users are only able to join Pinocchio through their itsc account to verify that they are a part of the HKUST community.  We will now switch to figma to intro   1. Meeting The Needs of Community: Features    1. Interests (MJ)   The first feature I would like to introduce is our interest page. This page is the first page that will pop up when users first sign up for Pinocchio. We have 7 different categories which are: exam anxiety, social anxiety, depression, PTSD, panic disorder, eating disorder, and motivation. I will further elaborate on the importance of choosing categories later.   * 1. Home Page (MJ)   When users finish the signup or login, this is the page that will pop up. This home page consists of all features and this is the page where users can first choose where to go. Once they choose where to go and move on to that particular page, the navigation bar will appear to help users direct themselves to other pages.   * 1. Bookshelf & Online Forum (MJ)      1. So the bookshelf and the following page, ‘our stories’ are one of the main features. First, on the ‘bookshelf’ page, the users can choose which stories of others to read. There are a total of 8 books, 7 of them are based on the 7 categories provided and the last book is called ‘random’. When a user chooses the ‘random’ book, the stories will be organized according to their interest they selected previously.      2. So I will now move on to further present the individual stories that users will see once they choose a book. In order to differentiate with existing online forums, we designed it to be more individualized, like IG story. If users finish reading the story or want to skip, the user can use the arrow bars to move on. They can put comments too. Also, we would not be providing any numbers or statistics so that users do not feel uncomfortable or feel excluded.      3. Relating it back to how our platform meets the needs of the HKUST community, we have found that sharing motivational stories and verbalising happiness can increase the well-being of individuals. In addition, talking about shared experiences encourages us to become more aware and mindful of our feelings. Thus, through providing the online forum for students to share their experiences anonymously, it could help fill in the gap that the Wellness centre has, which are services to help those who are not yet ready to talk to a counsellor about their feelings but would like a method to express their feelings elsewhere.   2. Bookmark (MJ)      1. We additionally offer a feature called ‘bookmark’. This will allow a user to bookmark the stories they like so that they can refer back to those particular stories again later.   3. Writing (TY)   The next feature that we are going to talk about is the “writing” feature in our website. In this page, there will be two options for the users to choose from: to publish their writing in the online platform or to publish privately to keep it for themselves. Essentially, our website revolves around this page to sustain the content of our online platform. With the writing option, we hope to have students write down their own experiences with mental health and take the first step to share it with their community members. Helping them get normalised to the idea of sharing their experiences should hopefully eventually break down the stigma that mental health is something to be hidden and that it is, in factm normal for many people.  As for the publish privately option, we hope that users will learn how to acknowledge their emotions by writing down their personal experiences of that day. We made the interface very simple so that it does not require extra steps to publish online as opposed to publish privately. Even after they publish, it is not directly listed as the newest addition to a list (unlike Instagram or even other mental health forums where after users post something, they can directly see their post on the top of people’s feed). Thus, this should help make it easier for users to take the courage to publish online.   * 1. My Stories (TY)   In the my stories page, users would be able to look back on what they have written down in the past. Why did we want to have this page instead of a regular online platform? Self-reflection can help us process our thoughts and feelings. When we keep our thoughts floating around in our heads, we only confuse ourselves more. Getting our thoughts typed down can help us understand why we're feeling a certain way and make those feelings a little easier to navigate. While it may not relate directly to the main aim of building a supportive community, it helps support that aim because by helping students come into terms with their emotions, it is more likely that they will eventually share their story in the platform or even reach out to wellness centre programs for further help. In a nutshell, we hope that it would help make the users take care of their mental health because without first being supportive to themselves, it would be hard to become supportive to others.   * 1. Personal Page (TY)   The personal page consists of the user’s personal information and a delete all button in case the user ever feels the need to remove all of their posts from the platform. The feature was made to address the stigma around mental health and the fear that being labelled, as having a mental health condition would negatively affect their image. This way, users would feel safer to share their experiences online, knowing that not only are they anonymous but that they can also delete all of it in just a click of a button.   * 1. Guide & Rules(TY)   The guide is in place so that the users would have a slideshow to demonstrate the different functions of our website. The rules are in place to, as much as possible, have the users aware that our platform is centered around mental health (as opposed to other topics) and that it is a safe space for students to share their experiences. We will inform them right after the interests page that anyone who disrespects other community members and make them feel unsafe will be strictly prohibited. |  |
|  | 1. Design Demo |  |
| ST | 1. Initial development of Pinocchio |  |
| AB + SJ | 1. Impact and implementation 2. In terms of the impact and implementation of our website, we were able to narrow down on what we plan to do next. 3. Meeting with the Counselling and Wellness Centre   We met with Dr Silver and Eric on Friday, the 12th March to discuss the role of peer and student counsellors on our platform. We outlined that their main tasks would be:   * To engage with the forum users by replying to their posts/ queries/comments to create a positive and safe environment for the UST community. This would specifically help with the engagement of users to the platform. * They would also write about their own experiences with mental health to help kickstart the online forum. This could be anything but we are especially targeting these peer/student counsellors to talk about their own experiences with a mental health problem that they might have undergone/ are undergoing at the moment and how they were able to overcome it or are trying to overcome it. However, this is no necessity as we respect those that do not want to share if they do not feel comfortable. * They would also act as moderators for the website to allow for upvoting as well as censoring any user that utilises the forums in a manner that is not supported. This is stated in our guidelines which will be sent to the user upon signing up for our website.   After speaking to both Dr Silver and Eric from the counselling and wellness centre, they told us that it would be difficult for the counsellors to act as moderators as they cannot monitor the website everyday. One way they could facilitate themselves on the website is if they help write posts and leave messages from time to time. We can peer counsellors/volunteers who would be willing to help us by asking them directly or contacting the peer counsellor manager. However, what we must be weary about is that the peer counsellor program for this year is still in its initial stage. We have the contact information of the peer counsellor manager.  11. Our plan to deliver Pinocchio to UST  We plan to start engaging the UST community after we complete our beta testing. Two weeks before the launch date (this is to be decided but should be held near the May 29th which is the date for our roadshow), we will begin marketing the website using social media eg. LinkedIn, Instagram and internally through the SiGHT promotions. Creating posts, explaining the benefits of utilising the app to combat something this serious will feel safer for all. This is done to gradually warm students up to the idea of a mental-health sharing online platform (due to the negative perception some may have of mental health) and pique their interest to try out the forum when it is launched.  We will finally launch the app for the roadshow so that it will be accessible to all. Additionally, in order to gain feedback, we will allow for people to leave their comments of improvements that will be integrated into a future release.  12. You can find our timeline below:   |  |  | | --- | --- | | Date | What we will do | | 16th March 2021 (Week 6) | Present 1st internal check to SiGHT advisors. This will include showing the performance of our prototype and what we had set as our initial objectives. | | Week 7 | Advisor Meeting Report due with all of the feedback we have received from our advisors in regards to what we plan to do next with the website. | | Week 8/9 | Present 2nd internal check based on the feedback we received from the 1st internal check and the initial objectives we set ourselves. We aim to be ready to carry out beta-testing with a finished prototype with 20 users and plan to carry this around the same time. | | Week 10/11 | Preparing for the roadshow by submitting a poster/video in Week 11 about what we have achieved so far. This also is the beginning of the marketing procedure of the website through various social media platforms. | | Week 12 | Roadshow! The website will be launched for use either on the day or a couple of days before so that we can obtain feedback on what to improve for future use of the website. |   13. Behavioural changes targeted + how we will measure it  We plan to target behavioural changes associated with discussing mental health issues as well as to normalise reaching out for help to pull themselves out of their negative thinking frame of mind. These are our primary goals and our secondary goal relates to helping students take the time out to reflect on the emotions they are experiencing.  14. Primary (Openness of the discussion around mental health  Description: Through the online forum, our team hopes that UST students can gradually accept the notion that it is okay to share their mental health experiences and that it is something many people experience.  We plan to measure this in 2 ways. The first being through the growth of our platform:   * 1. # of Registered Users: Increased number of users means that more people are warming up to the idea of discussing mental health. Even if they are not posting, at least users can be on a platform that shows them many people are suffering from similar experiences that they are going through.   2. # of Monthly Posts: Increased monthly posts shows that more students are willing to share their experiences and are thus more open towards the idea of mental health and its implications.   3. Average # of Responses to Posts: Having more users motivated/ responding to other community members shows that people have become more accepting to those who have mental health issues and are creating a more supportive community that will continue to push the behavioural change.   The second way to measure is by creating a survey before the launch of our project and have bi-yearly surveys after the launch to see if there is any difference in student’s attitudes towards mental health from their answers to our questions (e.g. If a friend has a mental health problem, would they be concerned about how your friendship has been affected or how comfortable are you reaching out to someone for help?). In this way, we can see whether students’ perception towards mental health has changed as a whole or whether the effect was only limited to our platform.  15. Primary (Normalising asking for help)  Description: While our online platform would serve as a safe place for students to share their experiences, we hope that by introducing the forum, they would also start to reach out to other means of mental health care.  This could be measured by asking the Counselling & Wellness Centre for rough statistics about whether the number of students attending wellness centre programs and seeking for consulting services (both peer and professional help) have changed from the time we have opened our platform.  16. Secondary (Students reflecting on their emotions)  Description: Our (personal) journaling feature encourages people to start acknowledging their emotions (especially ones who are not comfortable sharing their experience with others) . By being in touch with their emotions, they can be more aware of their feelings and take action to better their mental health.   1. How To Measure:    1. Average # of Personal Posts Written: By looking at the average number of personal posts written, we can see whether people are using this feature. If so, it can be assumed that more people are working towards changing their mindset about ignoring their emotions (which is a common problem we currently have) and instead, start being more aware of their mental health conditions. It is also an opportunity for them to see their own personal growth over a few weeks or days as this feature is solely for them to learn from. |  |
|  | 17. User Feedback  We spoke to our stakeholders (this includes peer mentors, users and professionals in the field) about the current layout of the website and what we want to achieve with it.   1. Feedback from Professionals   We spoke to Dr Silver and Eric as stated before in the Impact and Implementation section of this presentation about our website. Alongside what they said above, they also said that the centre itself is in the process of making a 1-2-1 chat which could complement our own website as another means of contact. They also felt the idea is much better than what we presented before and appreciate that we are trying to increase awareness around mental health. We have also been granted permission to state their 24/7 helpline as a means for contact for students that need critical help.  They expressed concern about three main things. They felt that the manpower to respond to all posts and comments would be too much for the peer counsellors in addition to their workload. They also explained that we cannot let the forums become a “chat platform” as to have very short replies as this becomes too hard to monitor (with regards to how they are feeling for example). Ultimately, they are most concerned about the logistical arrangement for the website. They explained that since the current peer counsellors have only started their training, they will get back to us about how this could be integrated into use.   1. Feedback from Peer Counsellors/Peer Mentors   As peer counsellors are in the initial stages of their process, we plan to contact them before the second internal check as well as have the group of students that design to volunteer for the activity. Though, we were able to interview one student that was a peer counsellor last year. She felt that the overall idea was incredibly insightful and could really benefit students at the university. Furthermore, all of the current features we provide are well-liked by her. However, she pointed out that though the design is simple, it could be perceived as being child-like. She felt that we needed to find a way to appeal to our target audience as this makes her feel she is in a story-book. Though she does appreciate the theme, she said the current design is slightly overpowering to relate to children than university students.  Feedback from Users  We sent out a survey to gather feedback from as many UST students as possible about the current design of our website. Though we garnered a lot of support for the idea as well as the design, we received constructive criticism that could allow all of this to be taken into account.  18. Before we talked about our idea and design, we started off by asking about what the interviewees would like to see in a mental health platform. In this way, we could later align their answers with our current features to see if we meet the needs of our students. While we received a variety of answers, it generally revolves around the idea that we should provide a platform where people can share their experience regarding mental health. Thankfully, this is the exact platform that we are aiming to create and these responses re-affirm the need for one.  We then showed our design for the mobile and website version of the app and asked them to comment on the design of our 6 main pages, namely: landing page, home page, online forum page, individual page, writing page and interests page. Unfortunately, due to time constraints, we were only able to receive 25 responses. However, for the time being, it is enough to get some insight on what our users think of the platform.  19. Let’s start off with the mobile design.  20 & 21. As you can see, these are the survey results that we received for the mobile version of our website design.  22. From these results, we took the average scores for each page and compiled them into a table. The home page received the lowest score of 7.28 out of 10 whereas the individual, interest and writing page received the highest score of 8.25 out of 10. This will allow us to gauge which page will need to be revised and which pages are ready-to-go. To get some more understanding behind the ratings, we asked the participants to share with us about their thoughts on the design, and we found a number of key takeaways.  While the general feedback was positive, we did get a few criticism regarding the theme and structuring of our design. First, was that the theme of the design was too fancy looking. As for the structuring of the text, some of the pages were too packed, the buttons were unclear at first sight and the text positioning did not match the curves of the book design. They also commented that we needed to be more consistent with our font type. However, it seems that the mobile version has better readability than the web version.  24. Now, let’s move on to the web version.  25 & 26. These are the survey results we received.  27. From the table, we can see that the lowest score is the home page with the scoring 6.88 whereas the highest score is the interests page with the score of 8.13.  28. What we gathered from the takeaway were comments on two main categories: the theme and the structure or text. First of all, with the theme, it seemed that many people agreed the design may be unsuitable with our aim as the color is too energetic and that we should avoid being too cartoon-like. As for the structure, users wanted to have a bigger font size and to make the book titles in the bookshelf page horizontal to make it easier to read.  29. We then looked over the interviews and survey results once more and found that there were some recurring comments that called for our attention. First off, most participants agreed that we should add more pinocchio-related jokes on our website to make it more interesting. They also mentioned that the homepage needs to be better structured so that it does not seem cluttered. Additionally, a major concern that popped up in the survey and interview was that some users thought the design language is too cartoon-ish and that the platform may not be suitable for university students, bringing up the point that the color scheme is too energetic for a mental health platform. Other comments include the fact that we should improve our design unity and text choice (capitalised and non-capitalised).  30. Last but not least, we asked for some suggestions of what features they want to see on the platform which you can see listed on the slides. Our team is currently in the process of deciding which features we think should be incorporated into the first version of our app and which ones may be added later on down the road.  Our detailed plan to continue receiving feedback from these stakeholders  In the same way we have been doing previously, we will meet with Dr Silver and Eric from the counselling and wellness centre. We plan to meet them again before the second internal check to further ask for their feedback on our work. We will also meet with them before the final roadshow so that they are aware of what the launched website details.  Meeting with the peer counsellors that have volunteered to help with our project would be very beneficial as they would guide us from a user perspective about what could be improved. Additionally, meeting with our 20 beta-testing users will allow us to obtain first hand advice from a randomly chosen sample of UST students who would be willing to help us improve the project. |  |
|  | 31. Thank you |  |