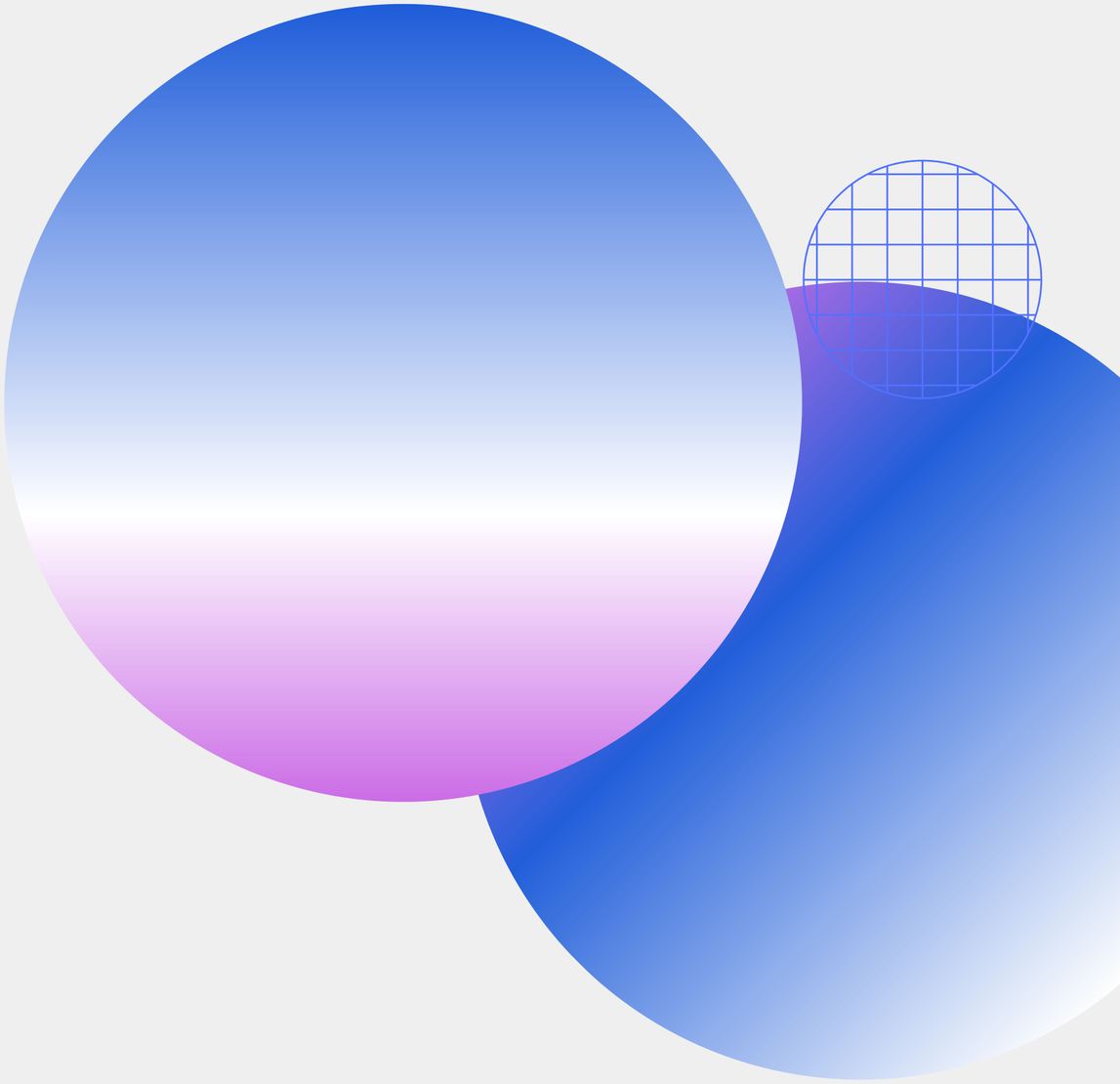
Team Elementors

PIXEL PERFECT

UI/UX CHALLENGE



Let's Start

The Team

Srinidhi Bhat

(Team Leader)
UX Research &
Design

Pratik Manjrekar

UI Design

Nidhi S Kamath

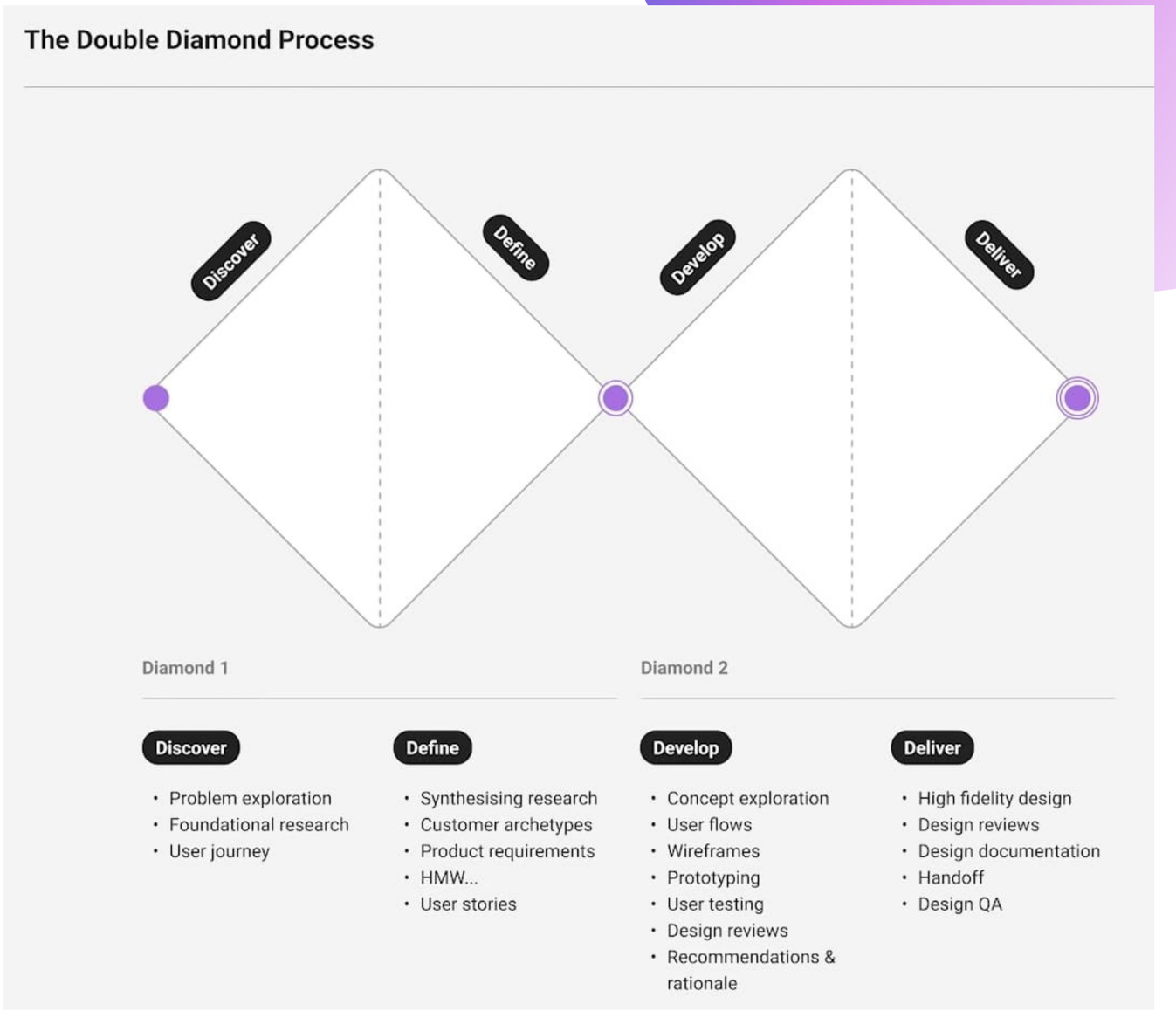
UI & Graphic
Design

Team Elementors

Process Planning

Keeping in mind the time constraint we decided to use Partial **Double Diamond process** during the design challenge. This helped us easily quantify the amount of work each team member did and divide the work accordingly, increasing efficiency and time management within the team

14 Hours

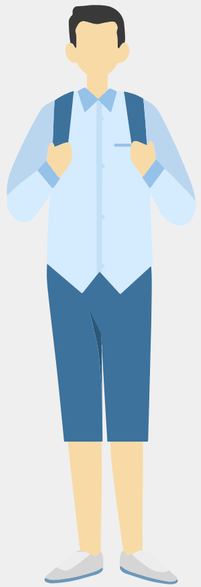


PROBLEM STATEMENT

Mental health app - Diagnosis

The process of identifying diseases off of symptoms by conventional checkups is costly in terms of both currency and time. In a world where mental health is a growing concern, and where unseen yet crucial symptoms are left unchecked, how can we make the process of diagnosis more efficient and accessible?

TARGET AUDIENCES



STUDENTS,
TEENAGERS

DOCTORS,
PSYCHIATRISTS

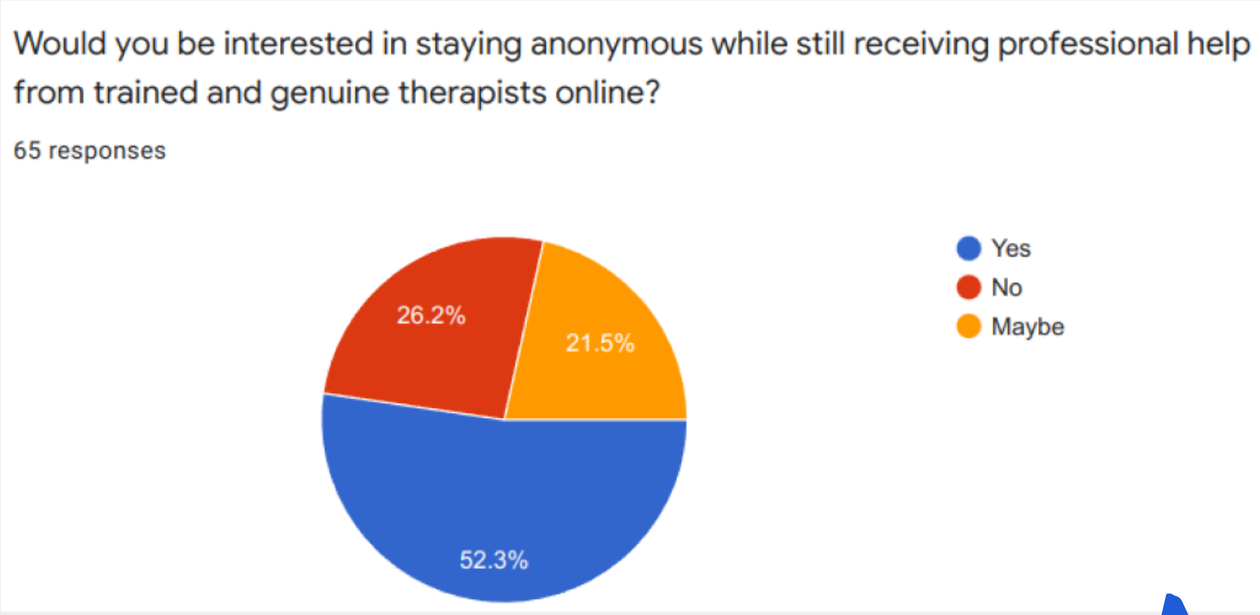
INDIVIDUALS SUFFERING FROM ANXIETY, STRESS AND DEPRESSION

USER RESEARCH

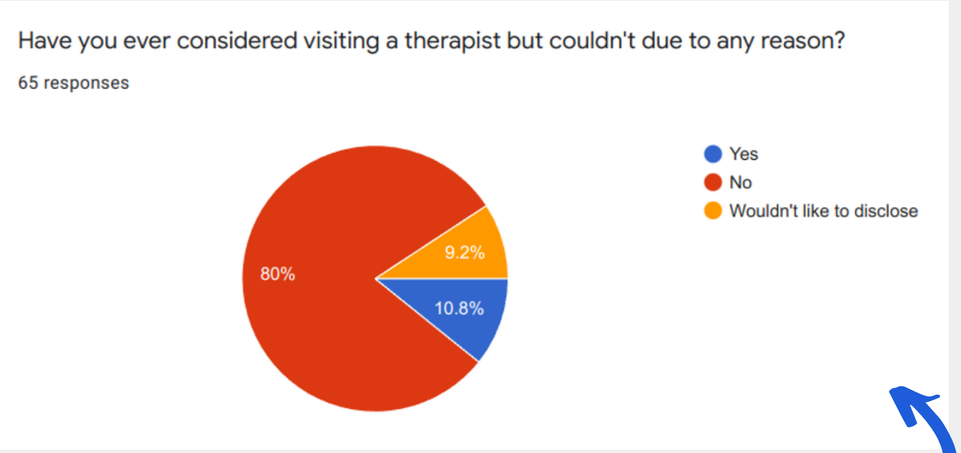
PRIMARY RESEARCH

SURVEYS

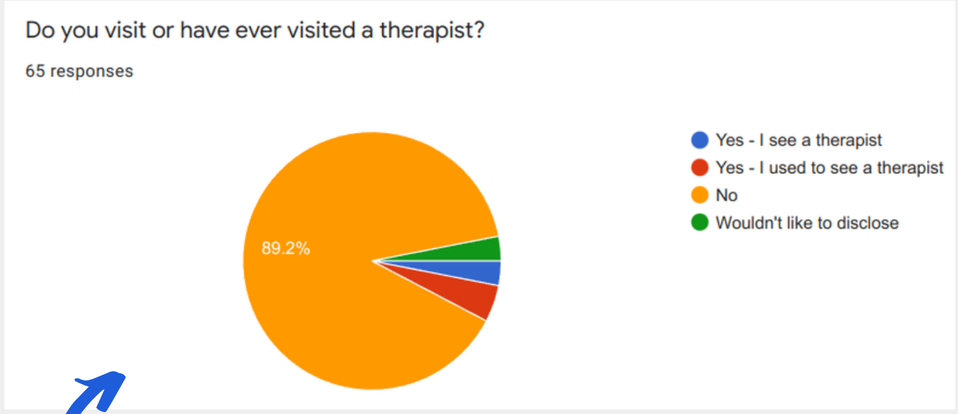
To get more insight on the potential users' pain points, we drafted a survey with 10 questions, that focused on the user experience and suggestions with therapy and therapists. This will help us analyze the difficulties faced by various mentally health patients and diverge on a solution. The survey was answered by 65 people.



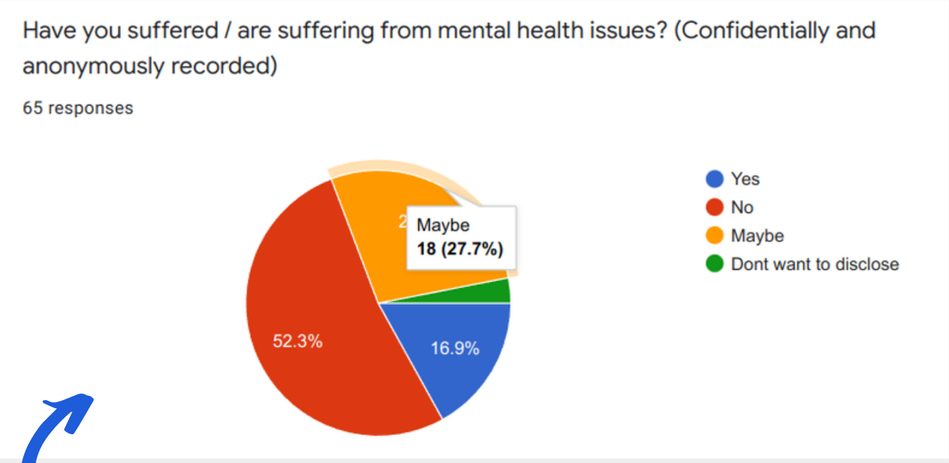
Almost half of the surveyees stated that they would like to receive professional help whilst staying anonymous online



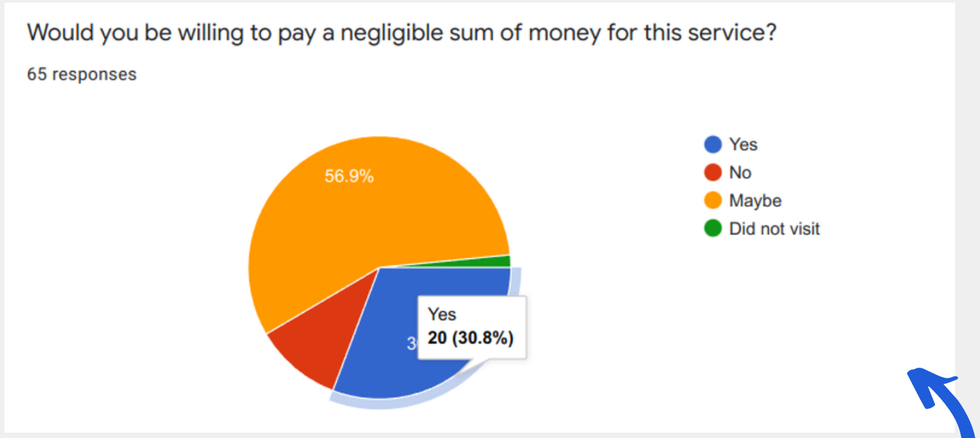
Almost 10% of the surveyees said that they have considered visiting a therapist but couldn't due to some reason!



But, almost 89% stated that they never visited a therapist!



Shockingly, 16.9% (along with almost 27%) of the surveyees said that they were or could be suffering from mental health issues, which is way more than the 3.8% that WHO suggests

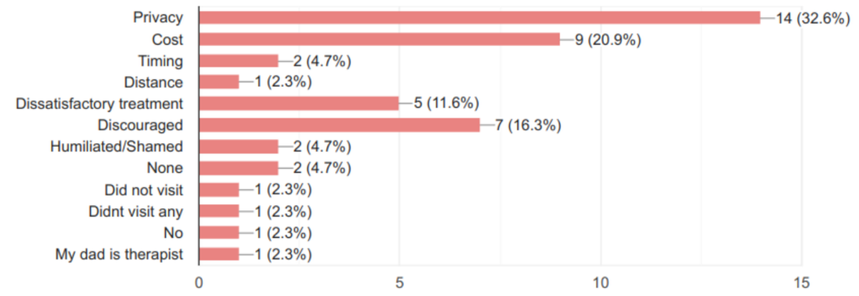


Almost 86% of the surveyees said that they would be willing to pay for a service like uMatter!

What the the difficulties you face/faced in accessing a therapist, incase you need/needed to?

Copy

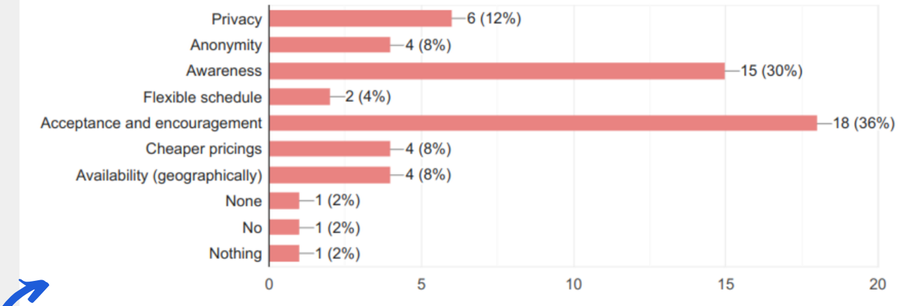
43 responses



What changes/features according to you would help you access therapy better (incase you need it)?

Copy

50 responses

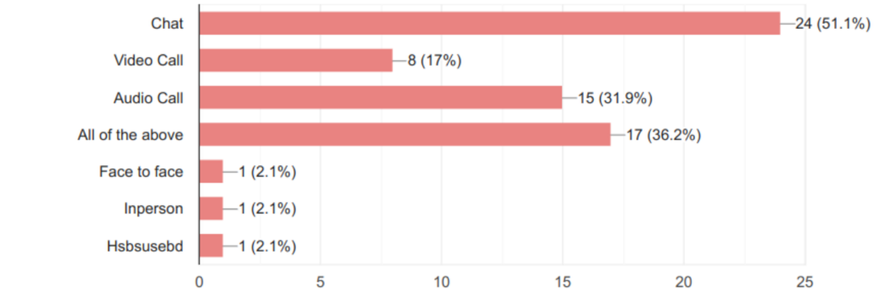


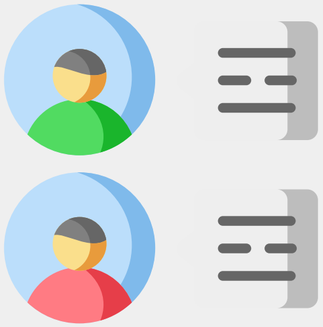
We also asked the users about their pain and pleasure points so as to gain more insight into the users's needs.

If YES, What mode(s) would you be comfortable talking/interacting with your therapist?

Copy

47 responses



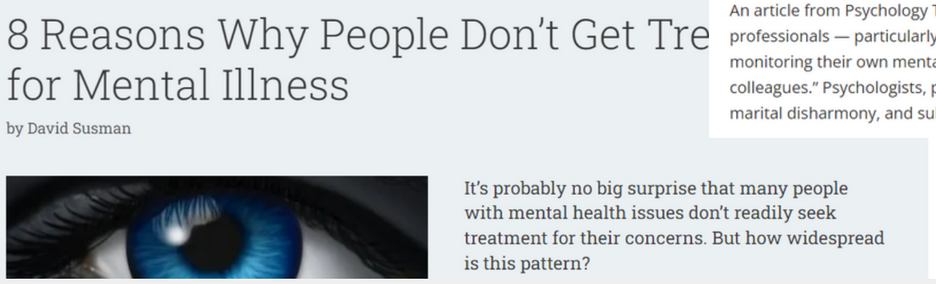


USER RESEARCH

SECONDARY RESEARCH

ARTICLES

For our secondary research, we decided to hunt for reasons so as what are the reasons that people usually avoid going to a therapist and what are some of the challenges faced by mental health care today.



USER PERSONA

Based on our User Research, we mapped out a Persona to represent the target user group.

Having a persona eased the design task to a great extent. It enabled better ideation and helped us to create a better user experience for the target user group.

Shritija Sawant

- 19 years old
- Medical Student
- Suffers from stress and anxiety attacks
- Introverted

MOTIVATIONS

- Talking to her best friend.
- Reading books.
- An occasional visit to uncrowded green spaces.
- Living a happy life

GOALS

- To approach a genuine therapist.
- To find a solution for her mental issues and get back to a calmer mind space.
- To focus on her studies without any distractions.

PAIN POINTS

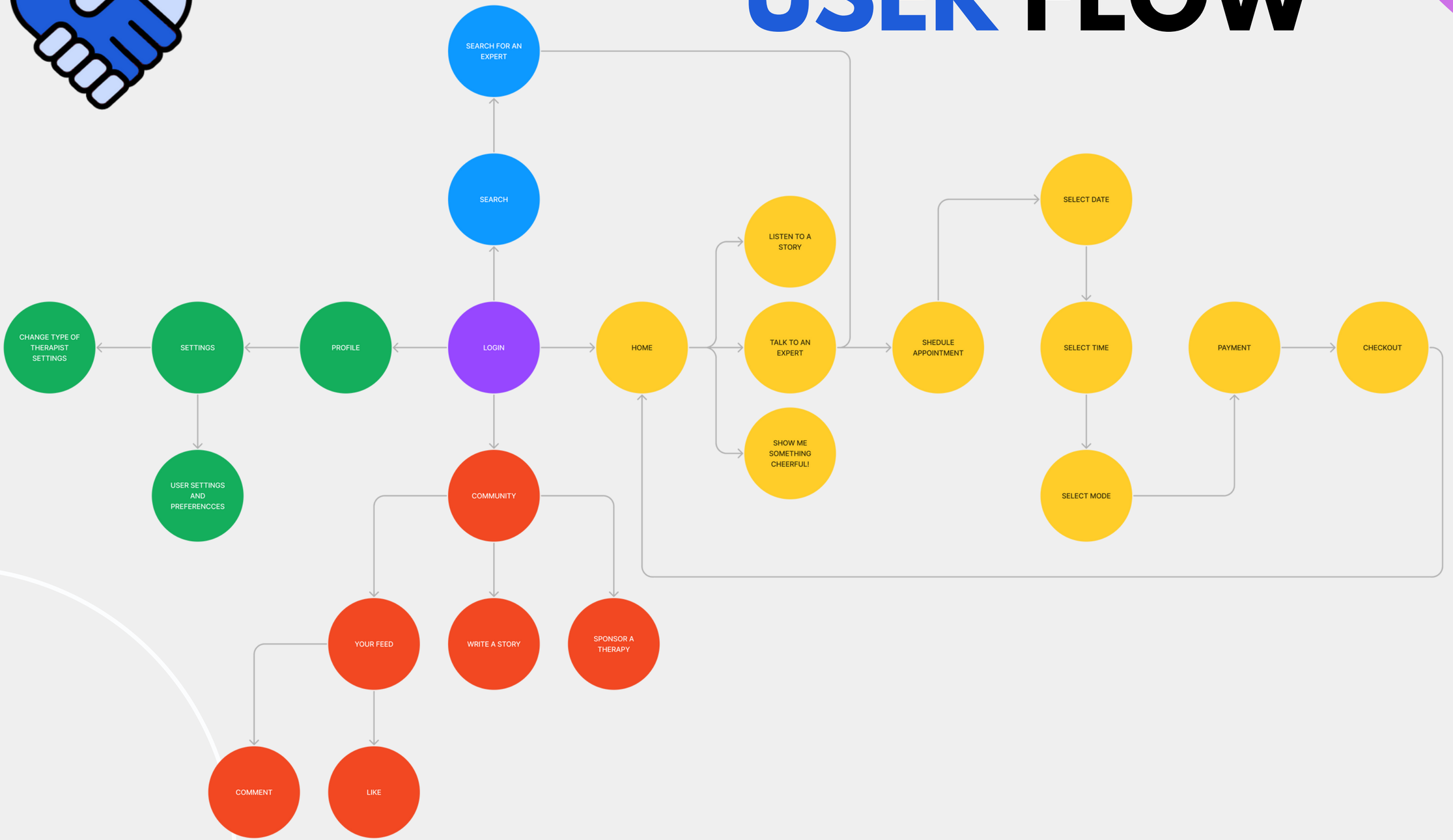
- Does not have family support for seeing a therapist.
- Her stream of education doesn't spare her much time to spend on issues like therapy.
- She is unable to handle her problems and needs immediate help.

uMatter

POSSIBLE SOLUTION

uMatter is an all-inclusive and intuitive **mental-health awareness app** with a focus on generalizing mental health by **spreading awareness** and providing the users with a quick, easy, efficient, and **affordable way** to seek **professional** help from trusted, experienced, and **genuine** medical and **psychiatric experts** by means of digital technology and modern means of human-computer interaction alongside helping them relax and calm down via means of **psychological** and **emotional happy-triggers.**

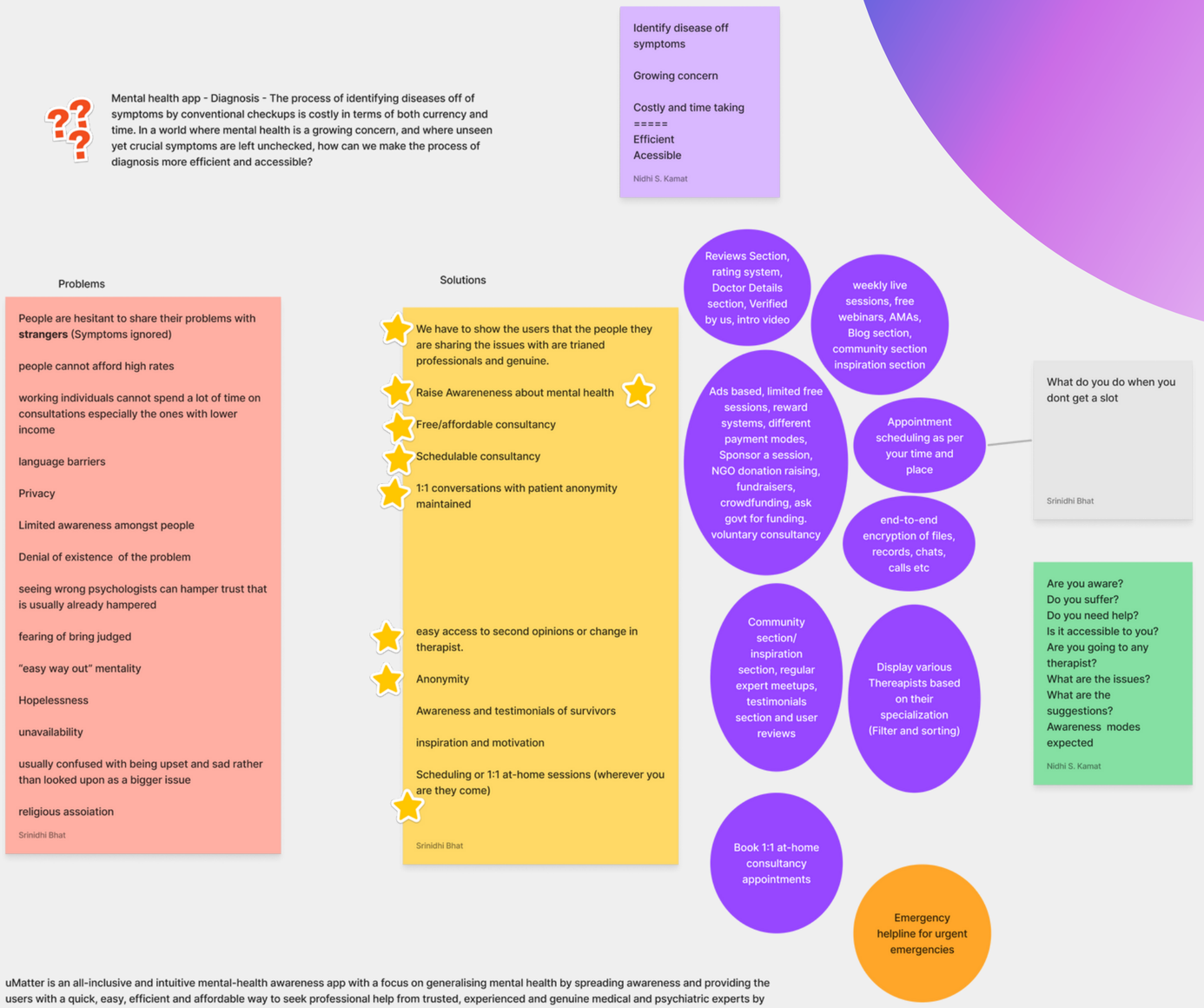
USER FLOW


SEARCH FOR AN EXPERT
SEARCH
CHANGE TYPE OF THERAPIST SETTINGS
SETTINGS
PROFILE
LOGIN
HOME
LISTEN TO A STORY
TALK TO AN EXPERT
SHOW ME SOMETHING CHEERFUL!
SHEDULE APPOINTMENT
SELECT DATE
SELECT TIME
SELECT MODE
PAYMENT
CHECKOUT
USER SETTINGS AND PREFERENCCES
COMMUNITY
YOUR FEED
WRITE A STORY
SPONSOR A THERAPY
COMMENT
LIKE

SOLUTION IDEATION

Based on the problems identified, we decided to brainstorm and branch out these problems further, and list out the domains of the solutions. This resulted in me zeroing down on the specific features that could be implemented to be accessible and usable by most of the potential users like Shritija.

We decided to focus on creating a mobile app since it is one of the most used device to consume digital technology.



SOLUTION FEATURES

Based on the problems identified, We envisioned **6 features** to aim at catering to them.

Easy, efficient, accessible and affordable access to professional, genuine mental health experts and resources

Safe, secure and anonymous way to interact with mental health experts

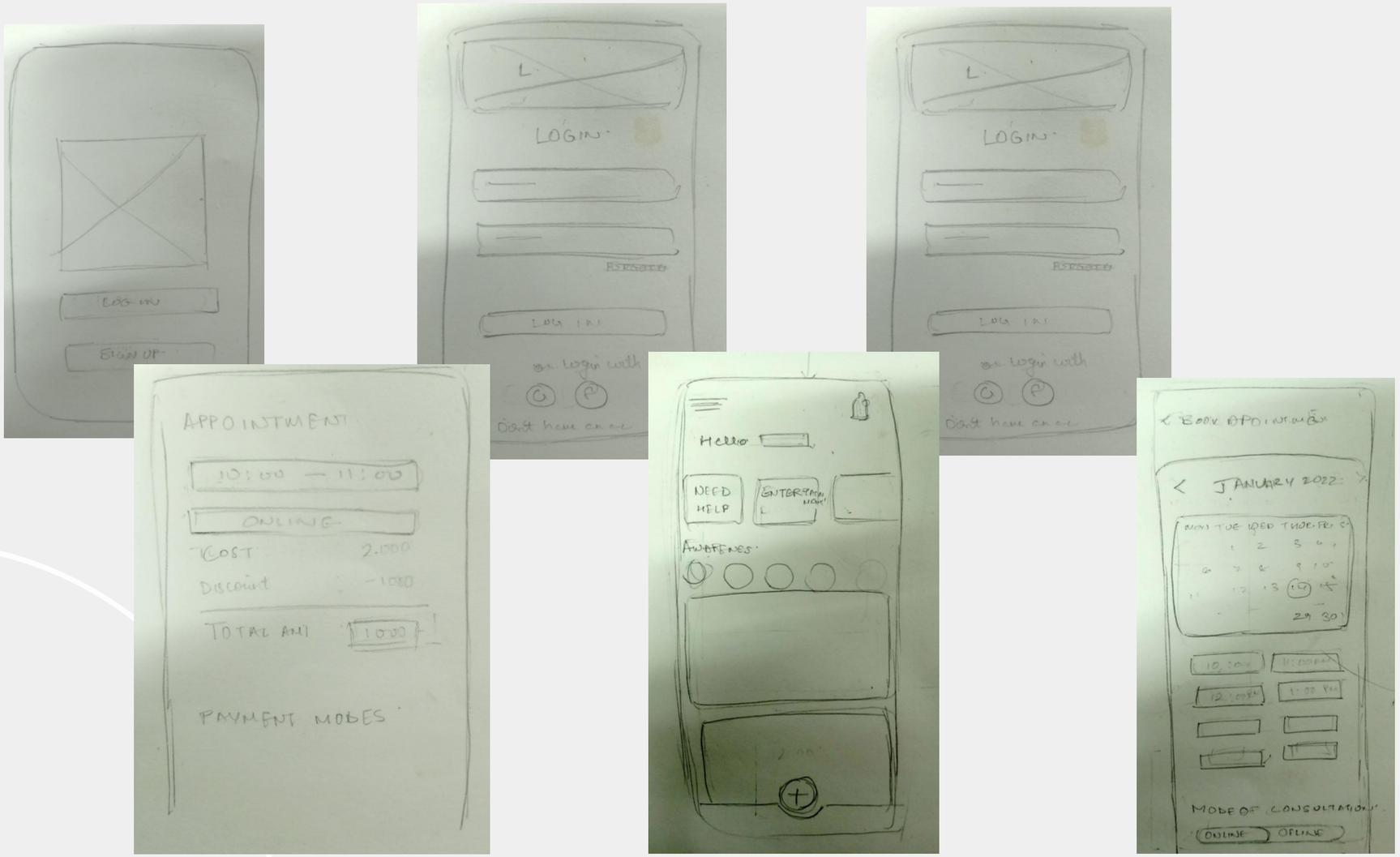
Promote well being and mental health awareness amongst the users

Need basis help providing facilities

Rating, feedback and review based trust generation for the experts.

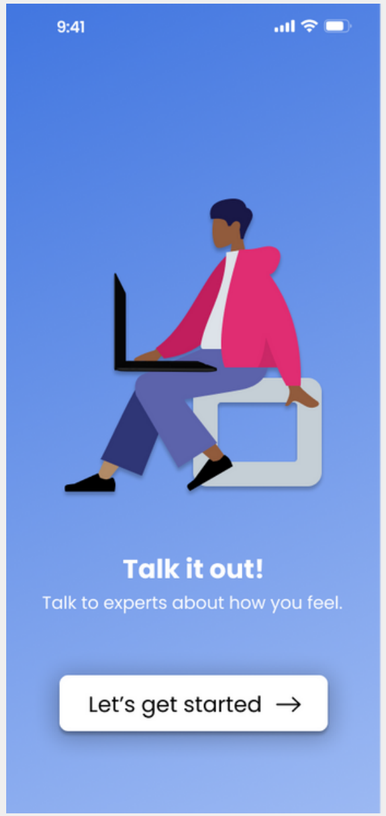
Promote community welfare events and forums to promote importance of mental health

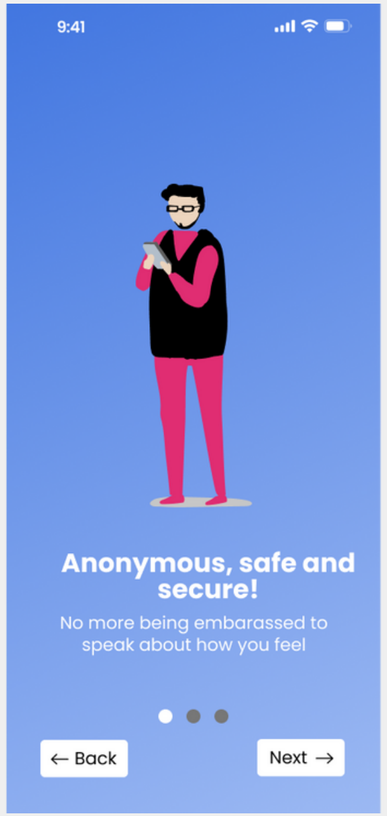
WIREFRAMES

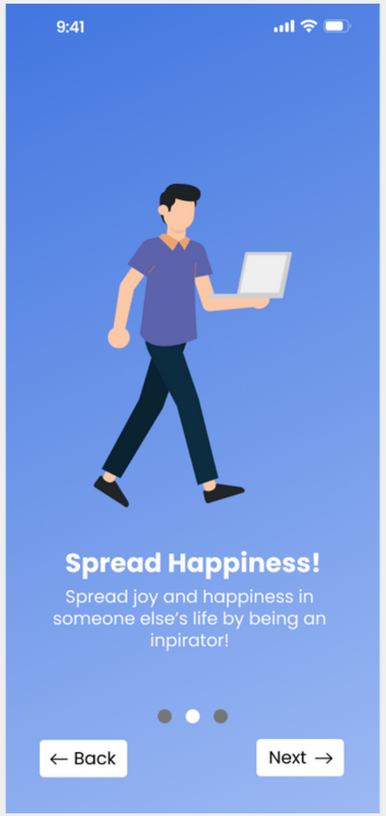


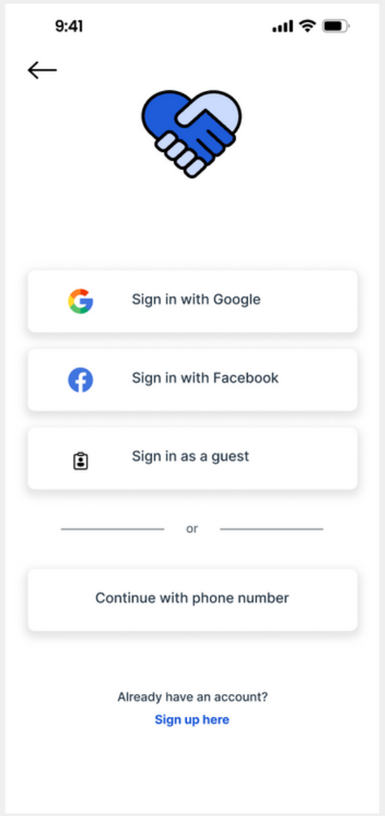
We created wireframes to help get a better idea of solving the users' frustrations and pain points and zeroed down on some wireframes that we felt we could improve and convert into High-fidelity design.

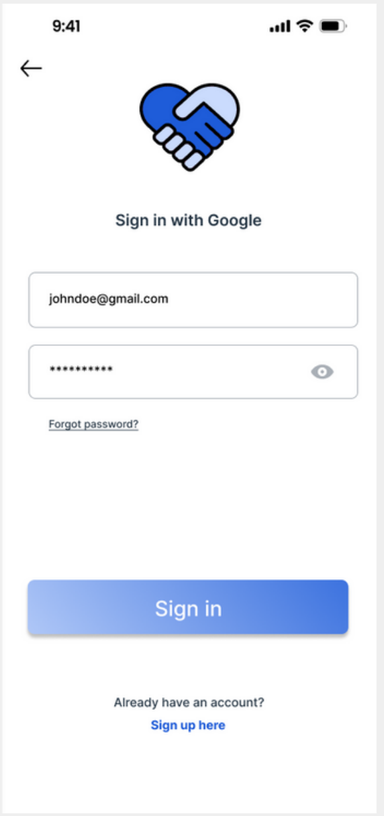
HI - FI DESIGNS





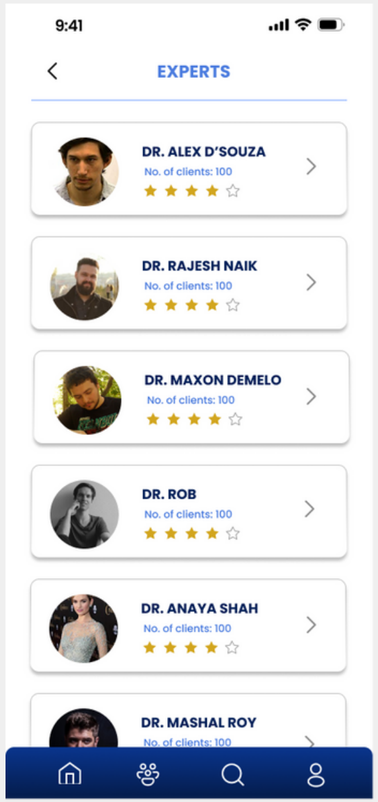




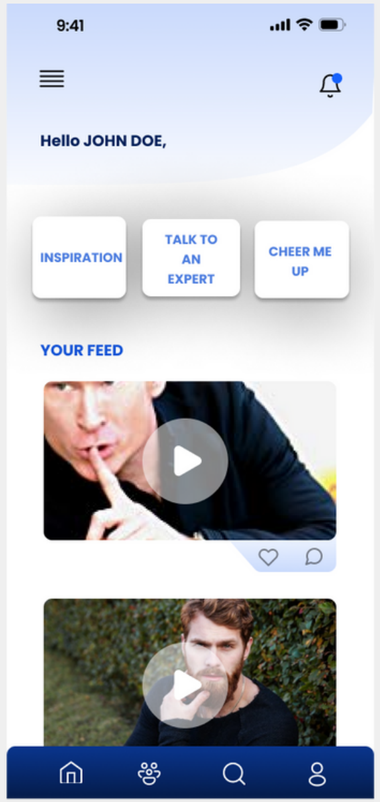


The user onboarding process for the app

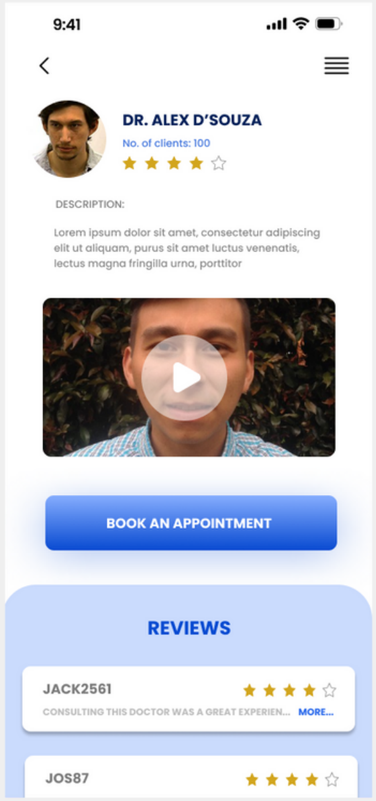
HI - FI DESIGNS



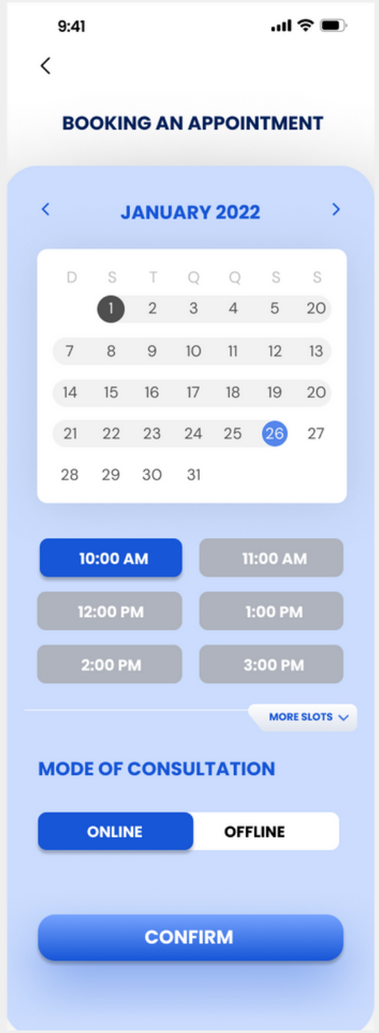
Various Experts to choose from



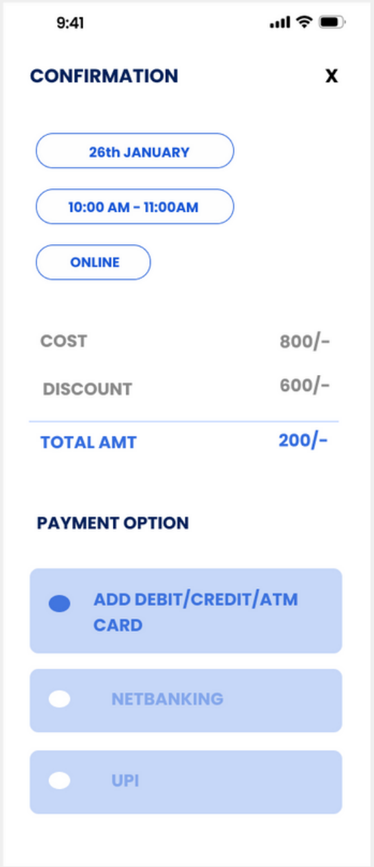
Home Feed



Doctor Details Page

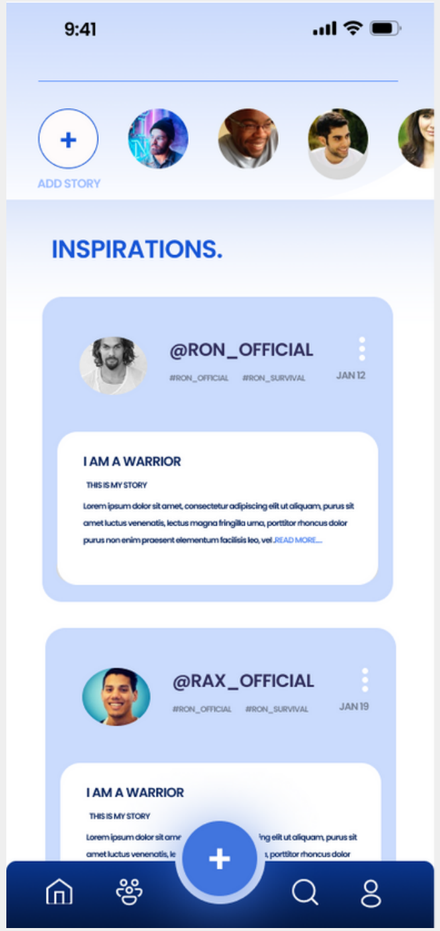


Calendar booking page



Payments page

HI - FI DESIGNS



Inspiration page where you can look at user stories and quotes to gain inspiration and break the taboo of mental health being a small issue

Small and fun anecdotes and games to cheer you up on a rainy day

FUTURE SCOPE

- Conducting Free Webinars and AMAs at organizations to promote mental health awareness
- Approach NGOs for donations, arrange fundraisings, crowdfundings, etc.
- Diversify User Groups to further make the app more inclusive and easy to use for the next billion users
- Apply for Government recognition and funding.

Conclusion

uMatter will ensure that mental health is never seen again as a **taboo** and related to as such as well.

It will ensure that everyone gets a quick, easy, efficient, and affordable way to seek **professional** help from trusted, experienced, and genuine medical and **psychiatric** experts.

It will ensure that awareness regarding mental health and its causes and results are spread across its community of users

This is a small step toward making the world Mental Health Aware

Team Elementors

Thank you

Do you have any questions?

uMatter

The End