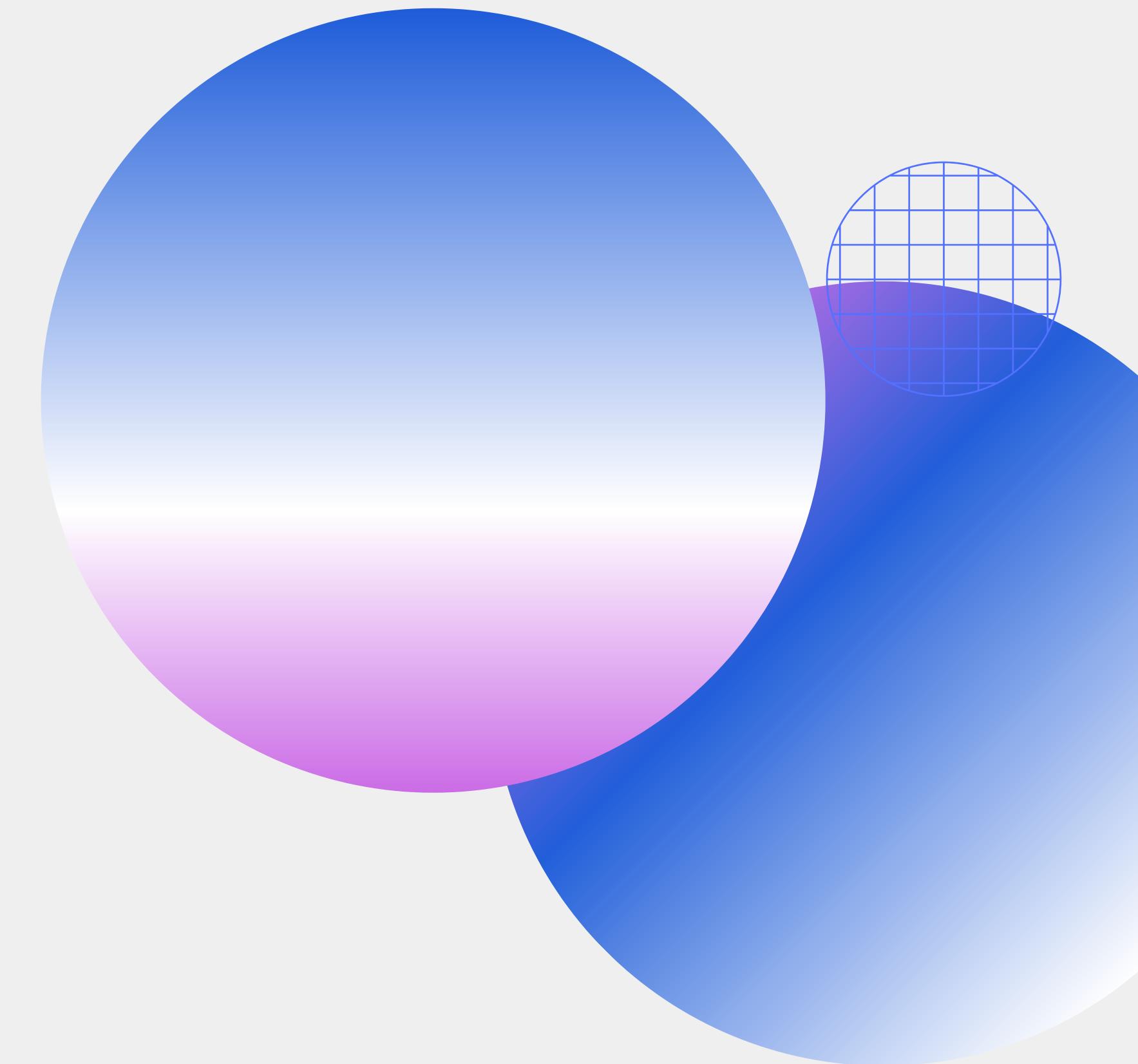


Team Elementors

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

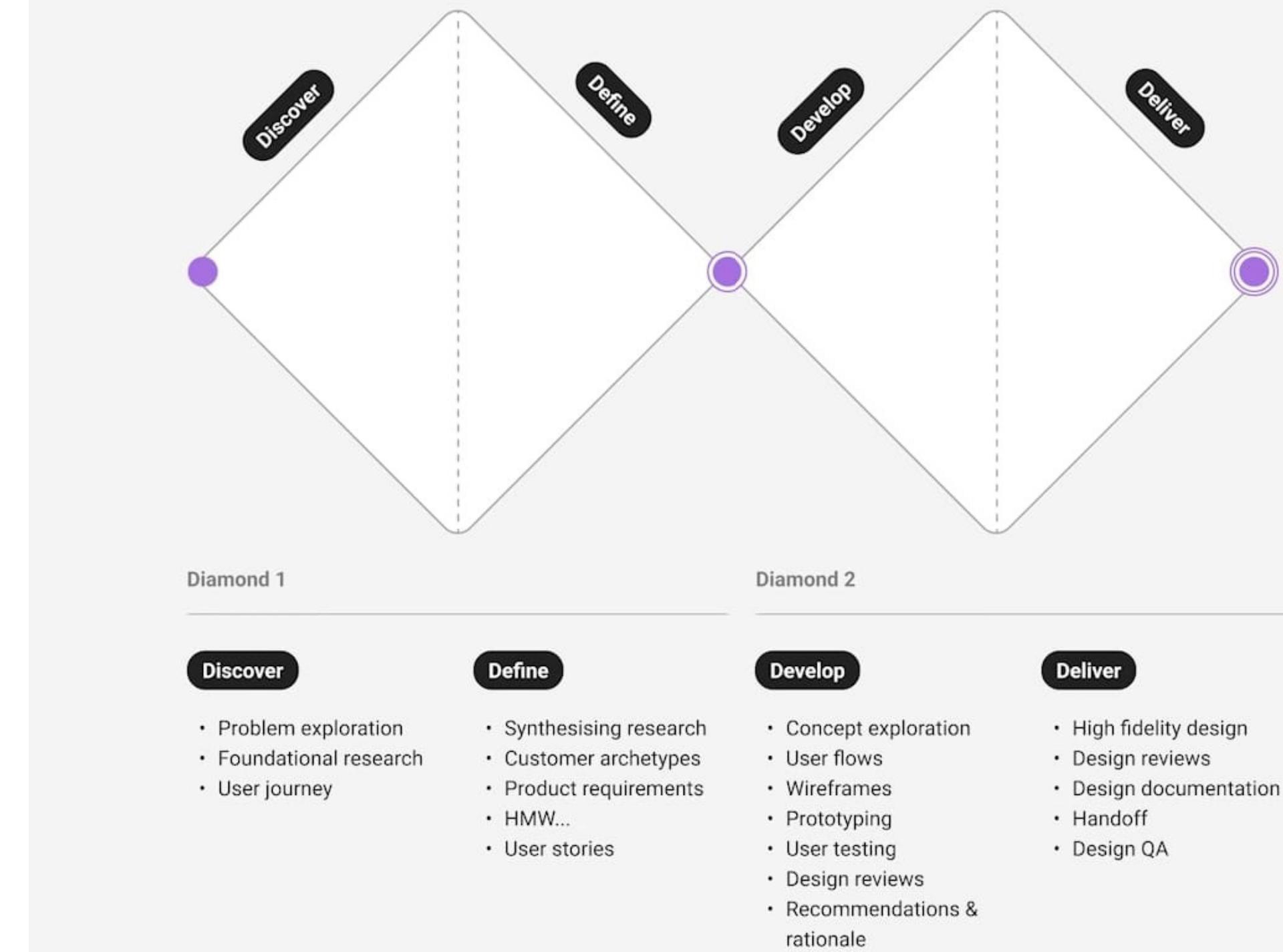
Process Planning

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

↻L 14 Hours



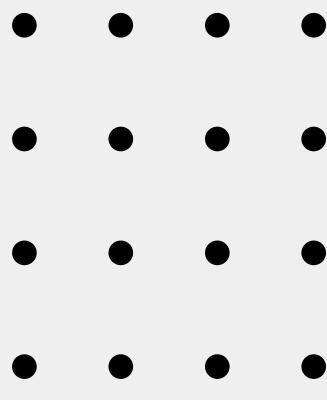
The Double Diamond Process

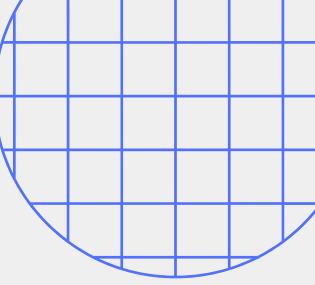


PROBLEM STATEMENT

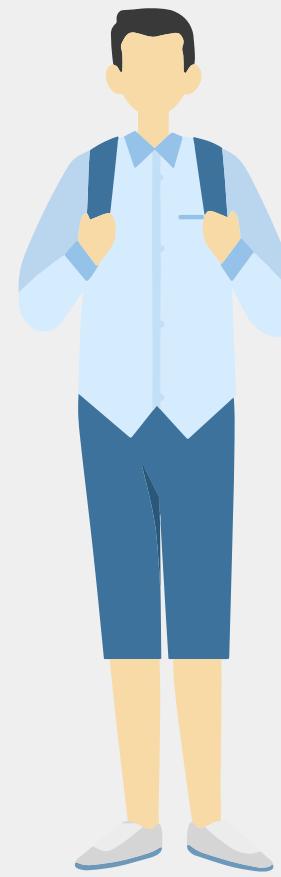
Mental health app – Diagnosis

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



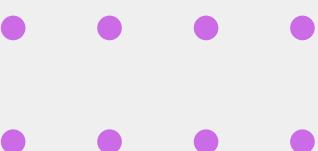
STUDENTS,
TEENAGERS



DOCTORS,
PSYCHIATRISTS

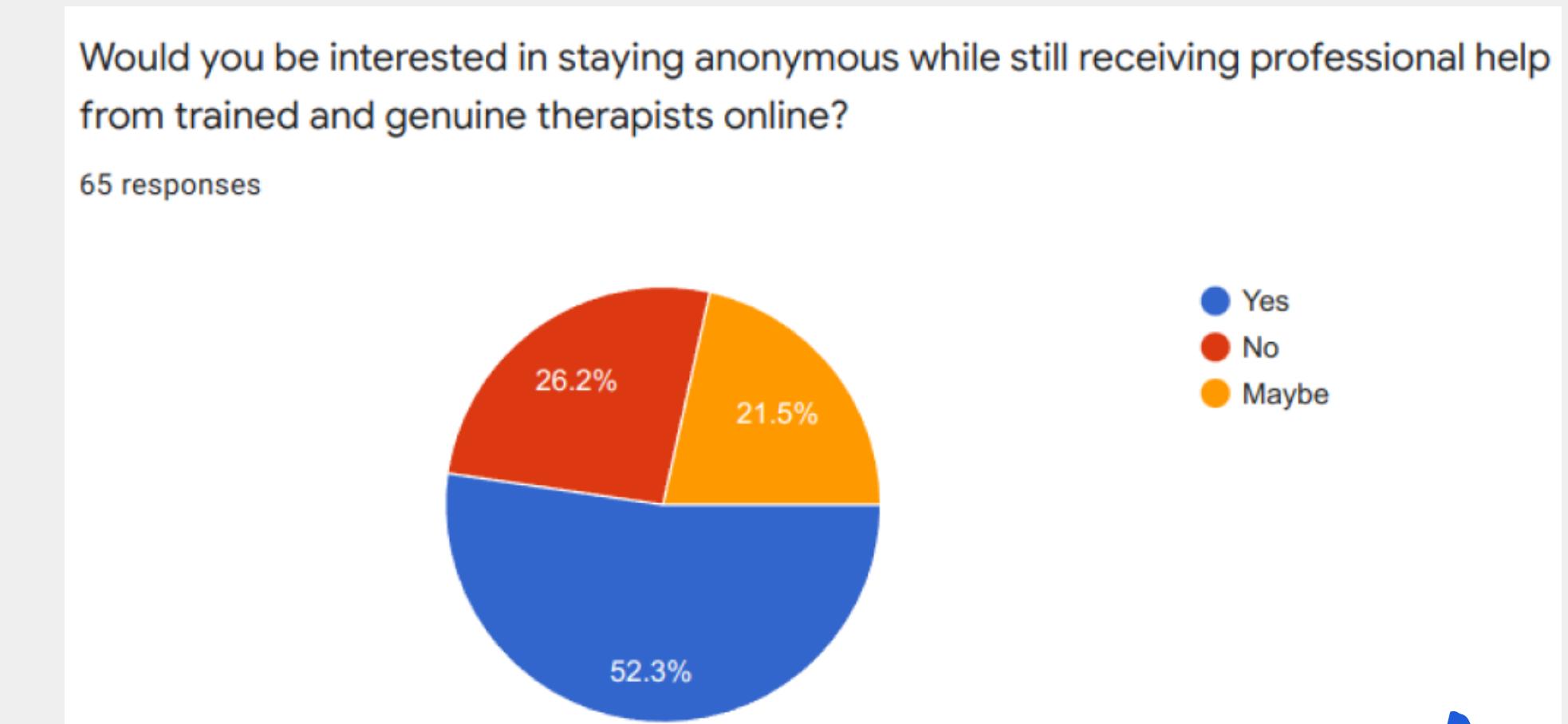


INDIVIDUALS SUFFERING
FROM ANXIETY, STRESS
AND DEPRESSION



USER RESEARCH PRIMARY RESEARCH **SURVEYS**

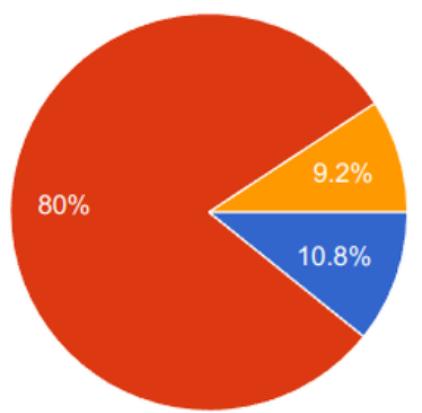
To get more insight on the potential users' pain points, we drafted a survey with 10 questions, that focused on the user experience and suggestions with therapy and therapists. This will help us analyze the difficulties faced by various mentally health patients and diverge on a solution. The survey was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



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

65 responses

Have you ever considered visiting a therapist but couldn't due to any reason?

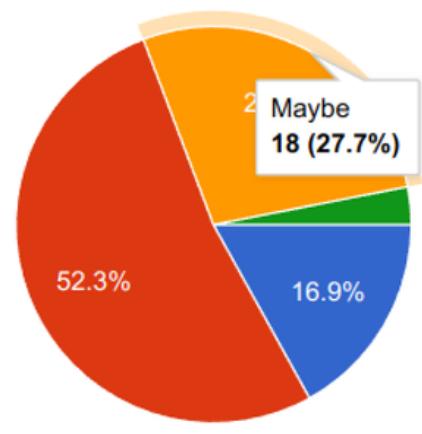


- Yes
- No
- Wouldn't like to disclose

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

65 responses

Have you suffered / are suffering from mental health issues? (Confidentially and anonymously recorded)

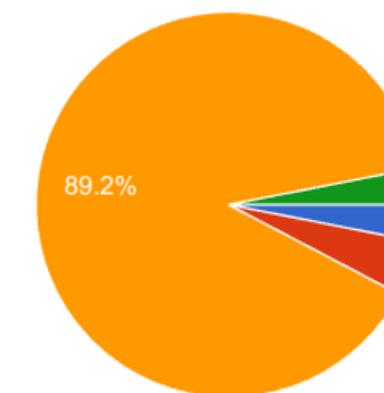


- Yes
- No
- Maybe
- Dont want to disclose

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

Do you visit or have ever visited a therapist?

65 responses

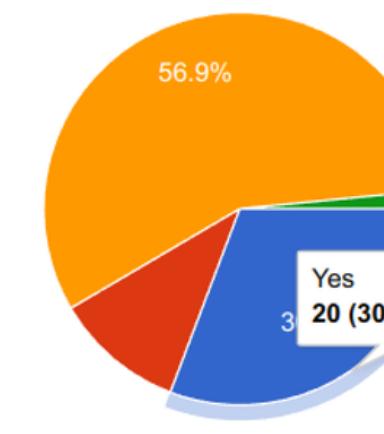


- Yes - I see a therapist
- Yes - I used to see a therapist
- No
- Wouldn't like to disclose

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

65 responses

Would you be willing to pay a negligible sum of money for this service?

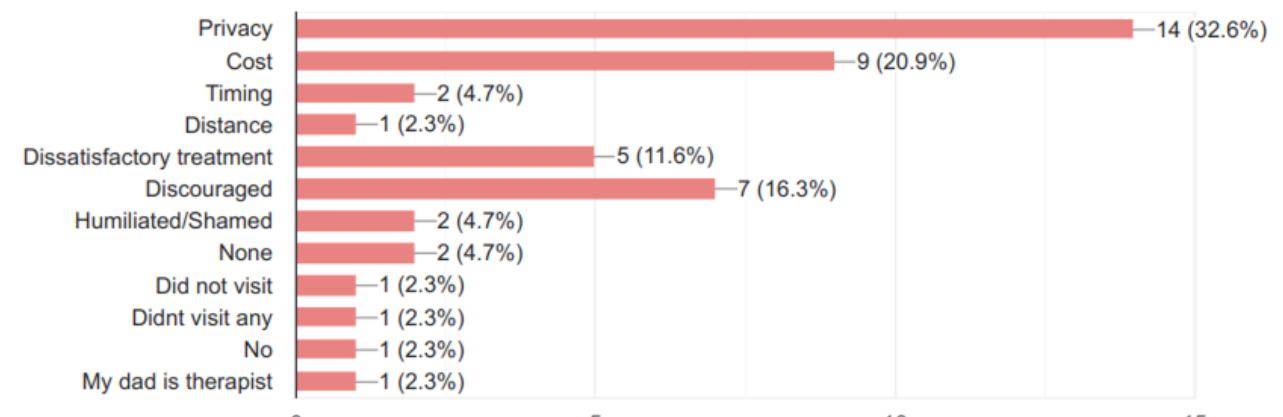


- Yes
- No
- Maybe
- Did not visit

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?

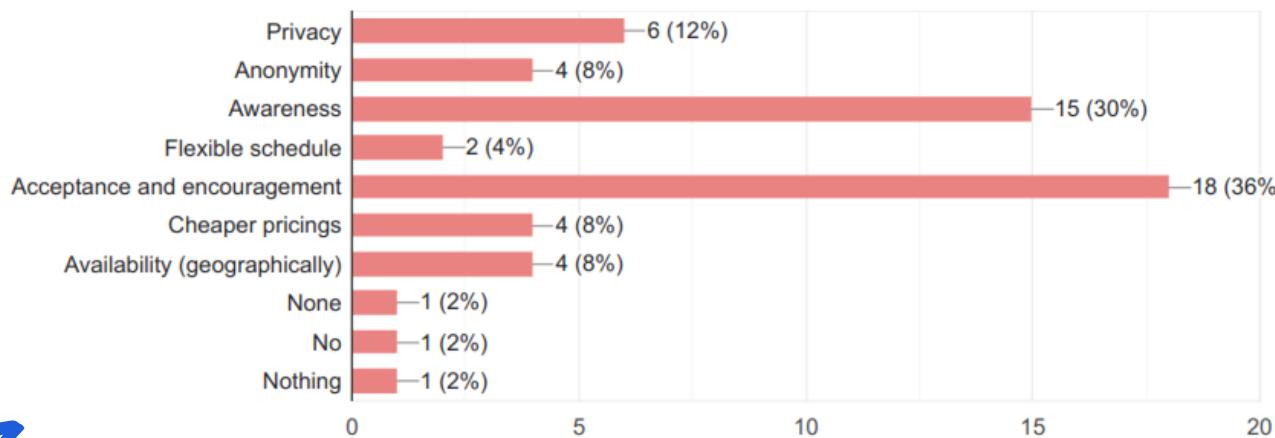
43 responses



[Copy](#)

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

50 responses

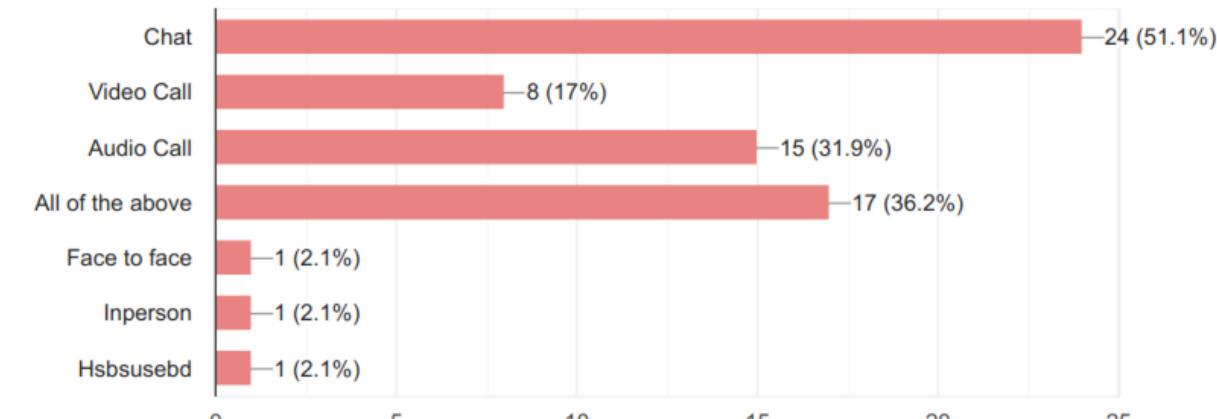


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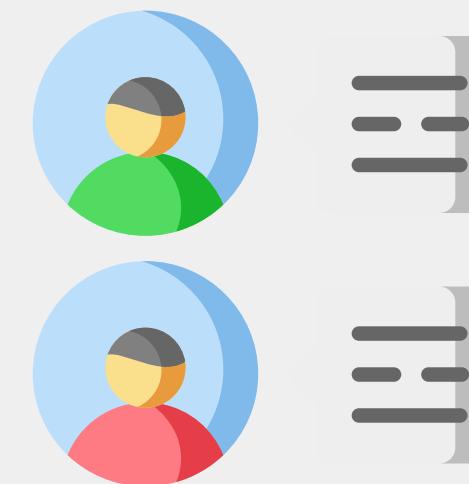
We also asked the users about their pain and pleasure points so as to gain more insight into the users's needs.

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

47 responses



[Copy](#)



USER RESEARCH SECONDARY RESEARCH

ARTICLES

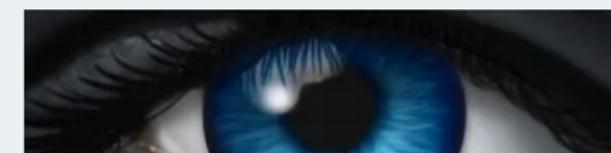
For our secondary research, we decided to hunt for reasons so as what are the reasons that people usually avoid going to a therapist and what are some of the challenges faced by mental health care today.



About Stories of Hope Blog Post Index Media

8 Reasons Why People Don't Get Treatment for Mental Illness

by David Susman



It's probably no big surprise that many people with mental health issues don't readily seek treatment for their concerns. But how widespread is this pattern?

10 Reasons Why People Refuse to Talk to Therapists

Talking to a therapist can't possibly help you—or can it?

Posted October 23, 2017 | Reviewed by Jessica Schrader



I've heard it so often over the years: "He's going through a hard time," someone will say about a friend, "but he doesn't believe in psychotherapy." Or perhaps it's,

5 Challenges of Mental Health Care Today

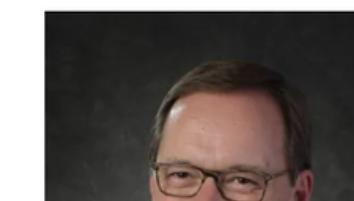
Articles | Clinical Mental Health Counseling



Almost 20 percent of adults in the U.S. face a mental health problem within a given year, and about one in 25 adults suffers from a serious mental condition that impacts quality of life. Clearly, mental health care should be a prominent part of the health care system in the U.S., but this idea isn't necessarily the case. Consider the following five challenges that mental health counselors face today.

1. A Lack of Support

An article from Psychology Today observes, "Mental health professionals — particularly psychologists — do a poor job of monitoring their own mental health problems and those of their colleagues." Psychologists, psychiatrists, and counselors may face the same issues as the general population, such as depression, marital disharmony, and substance abuse.



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.



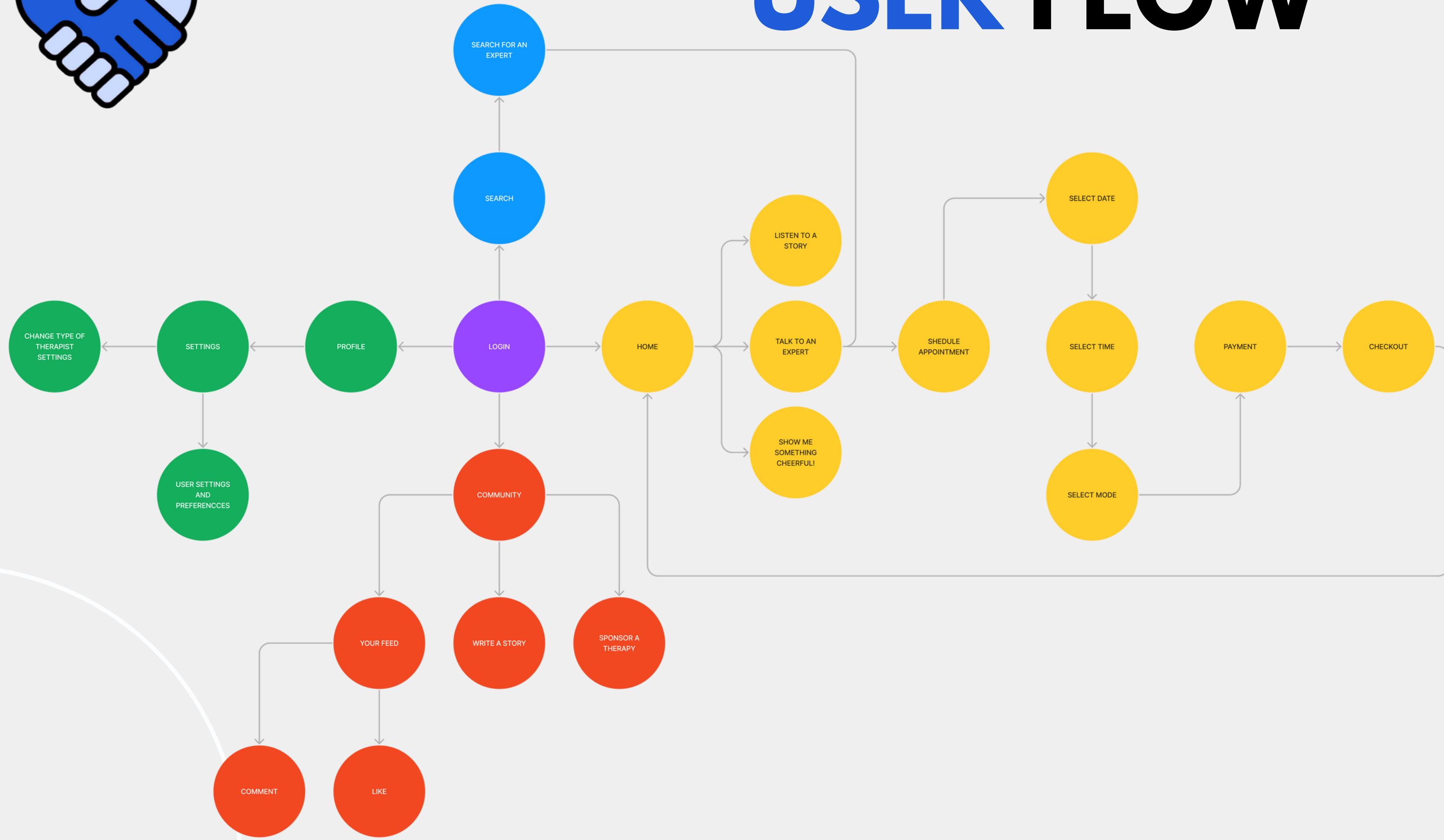


uMatter

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**.

POSSIBLE SOLUTION

USER FLOW





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.



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?

Identify disease off symptoms
Growing concern
Costly and time taking
=====
Efficient
Accessible
Nidhi S. Kamat

Problems

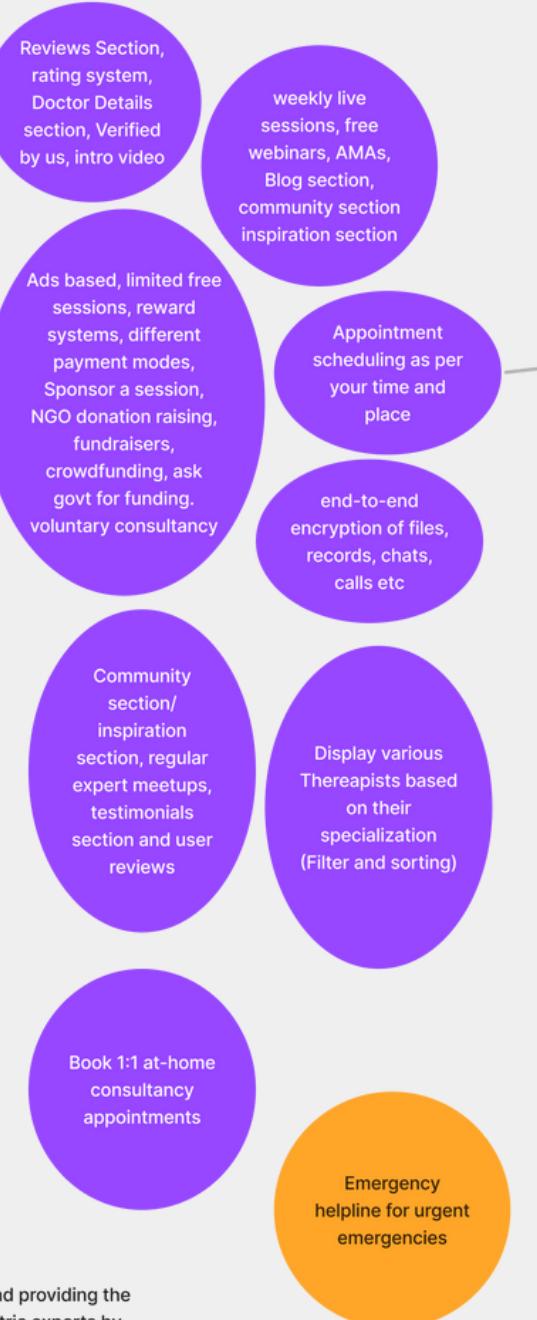
- People are hesitant to share their problems with strangers (Symptoms ignored)
- people cannot afford high rates
- working individuals cannot spend a lot of time on consultations especially the ones with lower income
- language barriers
- Privacy
- Limited awareness amongst people
- Denial of existence of the problem
- seeing wrong psychologists can hamper trust that is usually already hampered
- fearing of being judged
- "easy way out" mentality
- Hopelessness
- unavailability
- usually confused with being upset and sad rather than looked upon as a bigger issue
- religious association

Srinidhi Bhat

Solutions

- ★ We have to show the users that the people they are sharing the issues with are trained professionals and genuine.
- ★ Raise Awareness about mental health ★
- ★ Free/affordable consultancy
- ★ Schedulable consultancy
- ★ 1:1 conversations with patient anonymity maintained
- ★ easy access to second opinions or change in therapist.
- ★ Anonymity
- Awareness and testimonials of survivors
- inspiration and motivation
- Scheduling or 1:1 at-home sessions (wherever you are they come)

Srinidhi Bhat



What do you do when you don't get a slot
Srinidhi Bhat

Are you aware?
Do you suffer?
Do you need help?
Is it accessible to you?
Are you going to any therapist?
What are the issues?
What are the suggestions?
Awareness modes expected
Nidhi S. Kamat



SOLUTION FEATURES

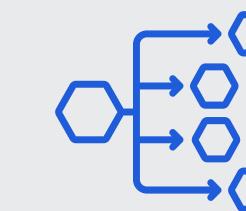
Based on the problems identified, We envisioned **6 features** to aim at catering to them.



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



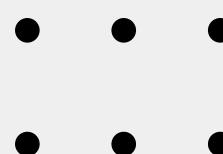
Need basis help providing facilities



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

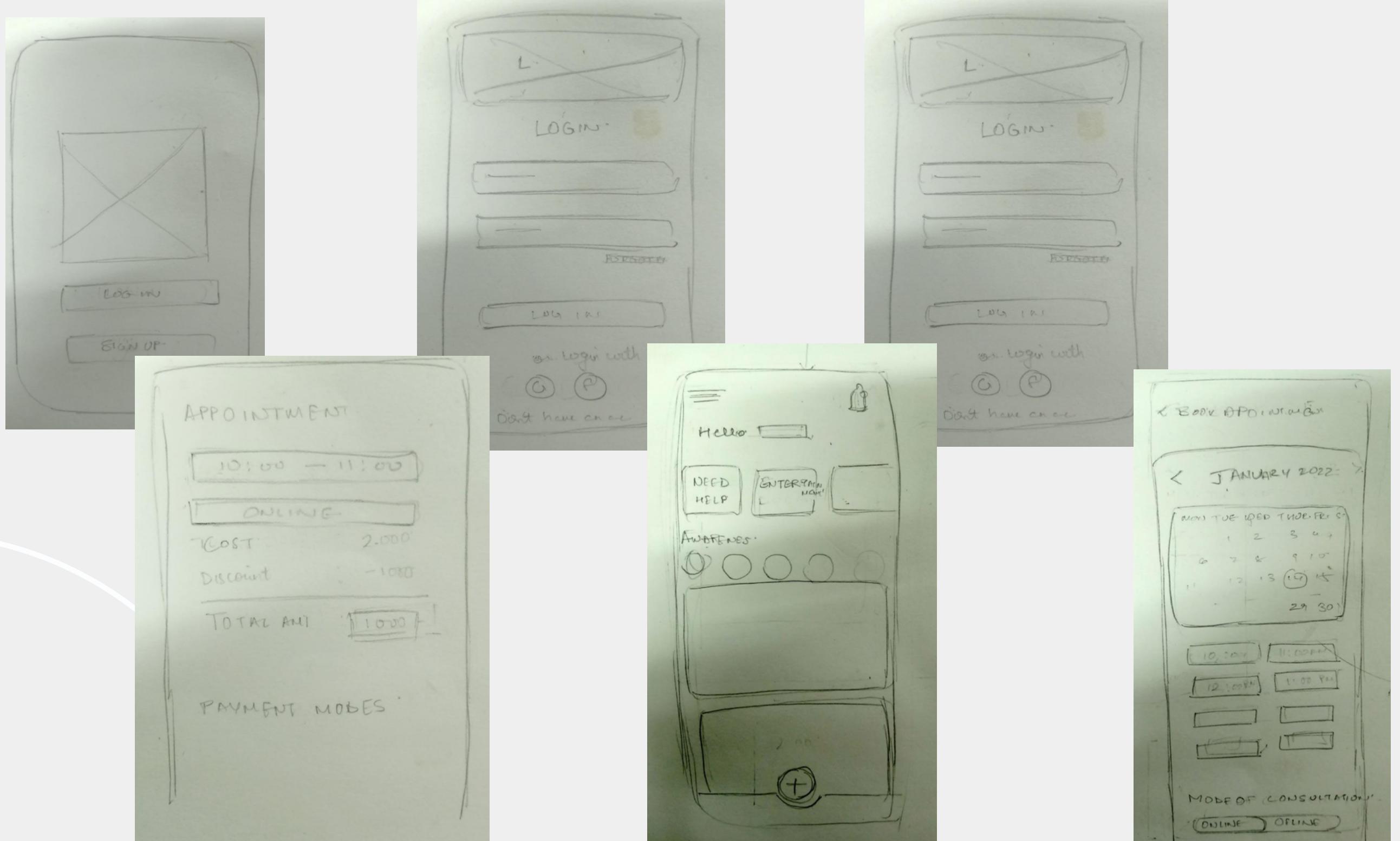


Promote community welfare events and forums to promote importance of mental health

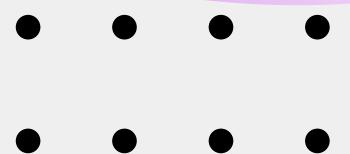




WIREFRAMES



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 image displays a sequence of six mobile application screens illustrating the user onboarding process. The screens are arranged horizontally, showing a progression from introductory features to sign-in options.

- Screen 1: "Talk it out!"**

A person is sitting on a white chair, working on a laptop. The text "Talk it out!" is displayed, followed by "Talk to experts about how you feel." A "Let's get started →" button is at the bottom.
- Screen 2: "Anonymous, safe and secure!"**

A person is standing and looking at a smartphone. The text "Anonymous, safe and secure!" is displayed, followed by "No more being embarrassed to speak about how you feel." A "← Back" button and a "Next →" button are at the bottom.
- Screen 3: "Spread Happiness!"**

A person is walking while holding a laptop. The text "Spread Happiness!" is displayed, followed by "Spread joy and happiness in someone else's life by being an inspirator!" A "← Back" button and a "Next →" button are at the bottom.
- Screen 4: "Be a uMatter Warrior"**

A person is standing and holding a laptop. The text "Be a uMatter Warrior" is displayed, followed by "help us make the world more aware on mental health and its affects." A "← Back" button and a "Next →" button are at the bottom.
- Screen 5: Sign-in Screen**

This screen shows a list of sign-in options: "Sign in with Google" (with a G logo), "Sign in with Facebook" (with a F logo), and "Sign in as a guest". Below these is a separator line with "or". At the bottom, there is a "Continue with phone number" button, a link for "Already have an account? Sign up here", and a "Sign in" button.
- Screen 6: Sign-in Form**

This screen shows a "Sign in with Google" button at the top. Below it is an email input field containing "johndoe@gmail.com", a password input field with masked text "*****", and a "Forgot password?" link. At the bottom are links for "Already have an account? Sign up here" and a large blue "Sign in" button.

The user onboarding process for the app



HI - FI DESIGNS

This screen displays a list of experts under the heading 'EXPERTS'. Each expert entry includes a profile picture, name, number of clients (100), and a 5-star rating. A back arrow, three-line menu, and search bar are at the top. A bottom navigation bar features icons for Home, Inspiration, Search, and Profile.

9:41

EXPERTS

DR. ALEX D'SOUZA
No. of clients: 100
★★★★★

DR. RAJESH NAIK
No. of clients: 100
★★★★★

DR. MAXON DEMELO
No. of clients: 100
★★★★★

DR. ROB
No. of clients: 100
★★★★★

DR. ANAYA SHAH
No. of clients: 100
★★★★★

DR. MASHAL ROY
No. of clients: 100
★★★★★

9:41

INSPIRATION TALK TO AN EXPERT CHEER ME UP

YOUR FEED

9:41

Hello JOHN DOE,

DR. ALEX D'SOUZA
No. of clients: 100
★★★★★

DESCRIPTION:
Lorem ipsum dolor sit amet, consectetur adipiscing elit ut aliquam, purus sit amet luctus venenatis, lectus magna fringilla urna, porttitor

BOOK AN APPOINTMENT

BOOKING AN APPOINTMENT

JANUARY 2022

| | | | | | | |
|----|----|----|----|----|----|----|
| D | S | T | Q | Q | S | S |
| 1 | 2 | 3 | 4 | 5 | 20 | |
| 7 | 8 | 9 | 10 | 11 | 12 | 13 |
| 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| 28 | 29 | 30 | 31 | | | |

10:00 AM 11:00 AM

12:00 PM 1:00 PM

2:00 PM 3:00 PM

BOOK AN APPOINTMENT

REVIEWS

JACK2561 ★★★★★ CONSULTING THIS DOCTOR WAS A GREAT EXPERIEN... MORE...

JOS87 ★★★★★

9:41

CONFIRMATION

26th JANUARY

10:00 AM - 11:00AM

ONLINE

COST 800/-

DISCOUNT 600/-

TOTAL AMT 200/-

PAYMENT OPTION

ADD DEBIT/CREDIT/ATM CARD

NETBANKING

UPI

Various Experts to choose from

This screen shows a 'Home Feed' section with a video thumbnail labeled 'YOUR FEED' and three interaction buttons: 'INSPIRATION', 'TALK TO AN EXPERT', and 'CHEER ME UP'. Below this is a 'NOTIFICATIONS' section with a bell icon. A top navigation bar includes a back arrow, three-line menu, and search bar. A bottom navigation bar features icons for Home, Inspiration, Search, and Profile.

9:41

EXPERTS

DR. ALEX D'SOUZA
No. of clients: 100
★★★★★

DR. RAJESH NAIK
No. of clients: 100
★★★★★

DR. MAXON DEMELO
No. of clients: 100
★★★★★

DR. ROB
No. of clients: 100
★★★★★

DR. ANAYA SHAH
No. of clients: 100
★★★★★

DR. MASHAL ROY
No. of clients: 100
★★★★★

9:41

Hello JOHN DOE,

DR. ALEX D'SOUZA
No. of clients: 100
★★★★★

DESCRIPTION:
Lorem ipsum dolor sit amet, consectetur adipiscing elit ut aliquam, purus sit amet luctus venenatis, lectus magna fringilla urna, porttitor

BOOK AN APPOINTMENT

BOOKING AN APPOINTMENT

JANUARY 2022

| | | | | | | |
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| 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 |
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26th JANUARY

10:00 AM - 11:00AM

ONLINE

COST 800/-

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TOTAL AMT 200/-

PAYMENT OPTION

ADD DEBIT/CREDIT/ATM CARD

NETBANKING

UPI

Home Feed

This screen displays detailed information about 'DR. ALEX D'SOUZA', including a profile picture, 5-star rating, and 'No. of clients: 100'. It also includes a video thumbnail, a 'BOOK AN APPOINTMENT' button, and a 'REVIEWS' section with two entries. A top navigation bar includes a back arrow, three-line menu, and search bar. A bottom navigation bar features icons for Home, Inspiration, Search, and Profile.

9:41

DR. ALEX D'SOUZA
No. of clients: 100
★★★★★

DESCRIPTION:
Lorem ipsum dolor sit amet, consectetur adipiscing elit ut aliquam, purus sit amet luctus venenatis, lectus magna fringilla urna, porttitor

BOOK AN APPOINTMENT

BOOKING AN APPOINTMENT

JANUARY 2022

| | | | | | | |
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| 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| 28 | 29 | 30 | 31 | | | |

10:00 AM 11:00 AM

12:00 PM 1:00 PM

2:00 PM 3:00 PM

BOOK AN APPOINTMENT

REVIEWS

JACK2561 ★★★★★ CONSULTING THIS DOCTOR WAS A GREAT EXPERIEN... MORE...

JOS87 ★★★★★

9:41

CONFIRMATION

26th JANUARY

10:00 AM - 11:00AM

ONLINE

COST 800/-

DISCOUNT 600/-

TOTAL AMT 200/-

PAYMENT OPTION

ADD DEBIT/CREDIT/ATM CARD

NETBANKING

UPI

Doctor Details Page

This screen allows users to book an appointment on January 26, 2022. It shows a grid of time slots from 10:00 AM to 3:00 PM. A 'CONFIRM' button is at the bottom. A top navigation bar includes a back arrow, three-line menu, and search bar. A bottom navigation bar features icons for Home, Inspiration, Search, and Profile.

9:41

BOOKING AN APPOINTMENT

JANUARY 2022

| | | | | | | |
|----|----|----|----|----|----|----|
| D | S | T | Q | Q | S | S |
| 1 | 2 | 3 | 4 | 5 | 20 | |
| 7 | 8 | 9 | 10 | 11 | 12 | 13 |
| 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| 28 | 29 | 30 | 31 | | | |

10:00 AM 11:00 AM

12:00 PM 1:00 PM

2:00 PM 3:00 PM

BOOK AN APPOINTMENT

REVIEWS

JACK2561 ★★★★★ CONSULTING THIS DOCTOR WAS A GREAT EXPERIEN... MORE...

JOS87 ★★★★★

9:41

CONFIRMATION

26th JANUARY

10:00 AM - 11:00AM

ONLINE

COST 800/-

DISCOUNT 600/-

TOTAL AMT 200/-

PAYMENT OPTION

ADD DEBIT/CREDIT/ATM CARD

NETBANKING

UPI

Calendar booking page

This screen shows payment details for a booking on January 26, 2022, from 10:00 AM to 11:00 AM. It lists the cost (800/-), discount (600/-), and total amount (200/-). It also provides payment options: Add Debit/Credit/ATM Card, Netbanking, and UPI. A top navigation bar includes a back arrow, three-line menu, and search bar. A bottom navigation bar features icons for Home, Inspiration, Search, and Profile.

9:41

CONFIRMATION

26th JANUARY

10:00 AM - 11:00AM

ONLINE

COST 800/-

DISCOUNT 600/-

TOTAL AMT 200/-

PAYMENT OPTION

ADD DEBIT/CREDIT/ATM CARD

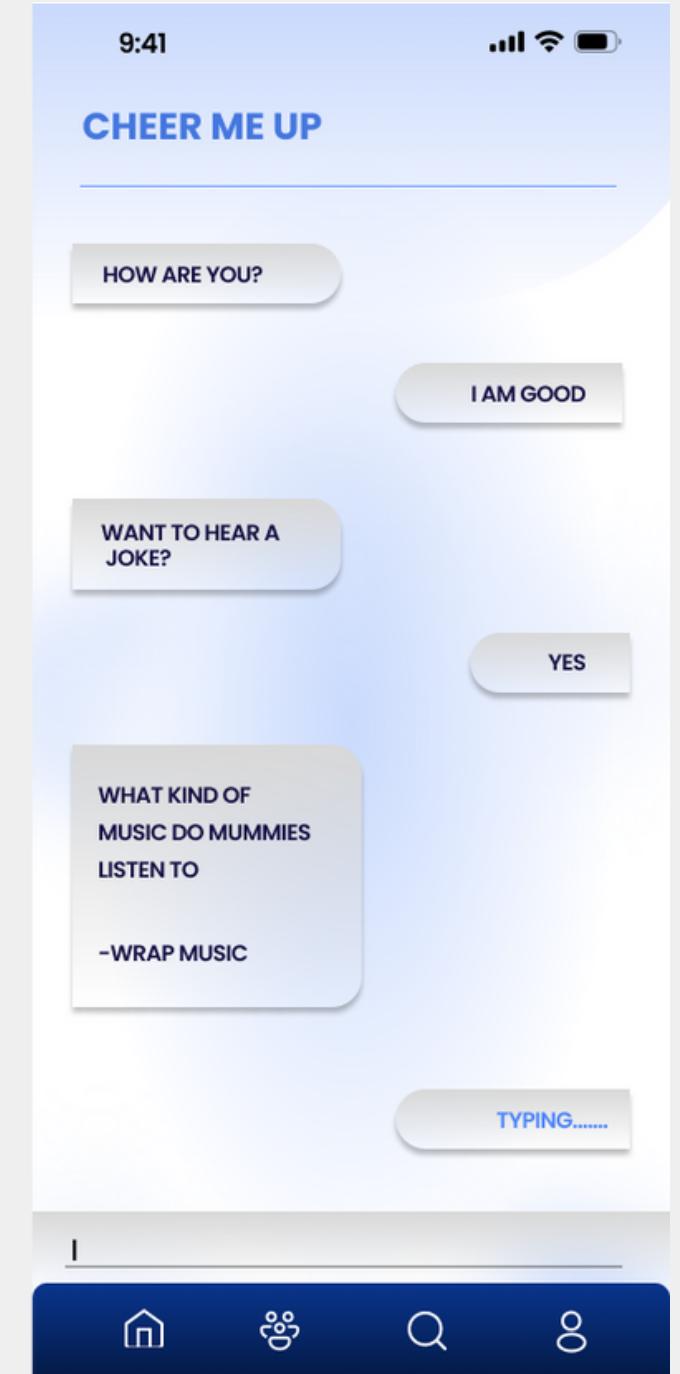
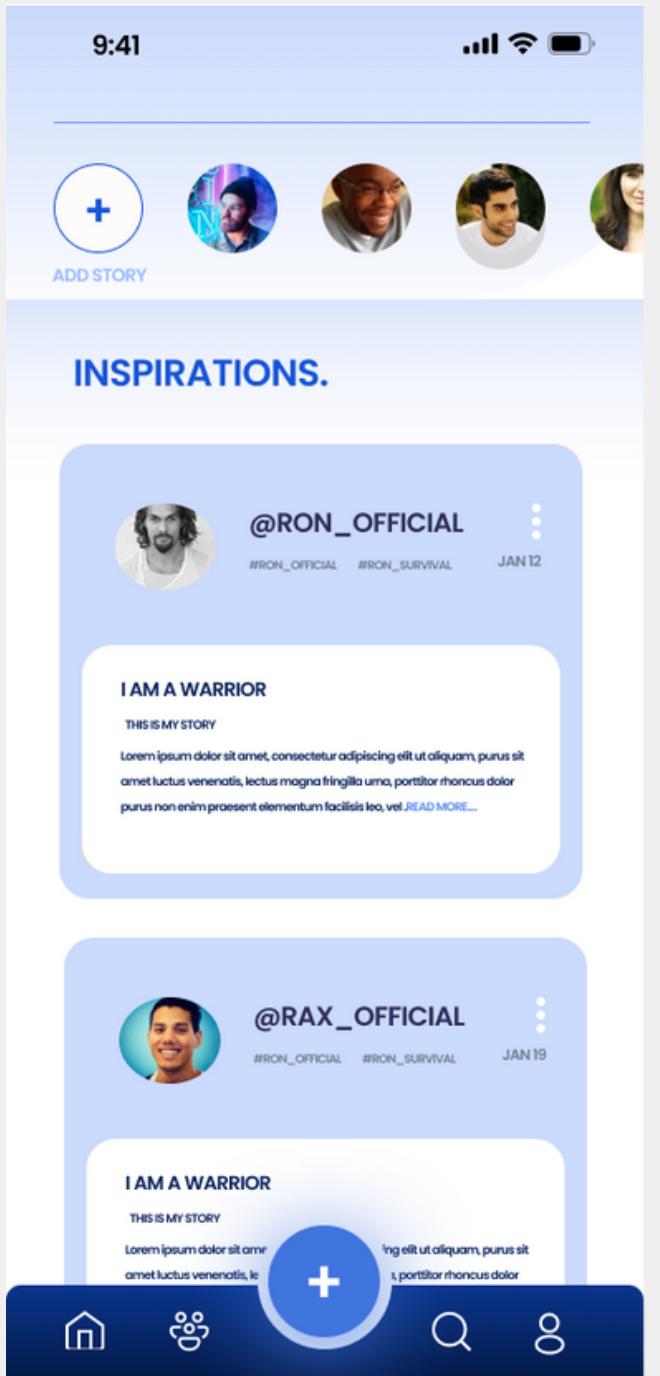
NETBANKING

UPI

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 fund raisings, crowd fundings, 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

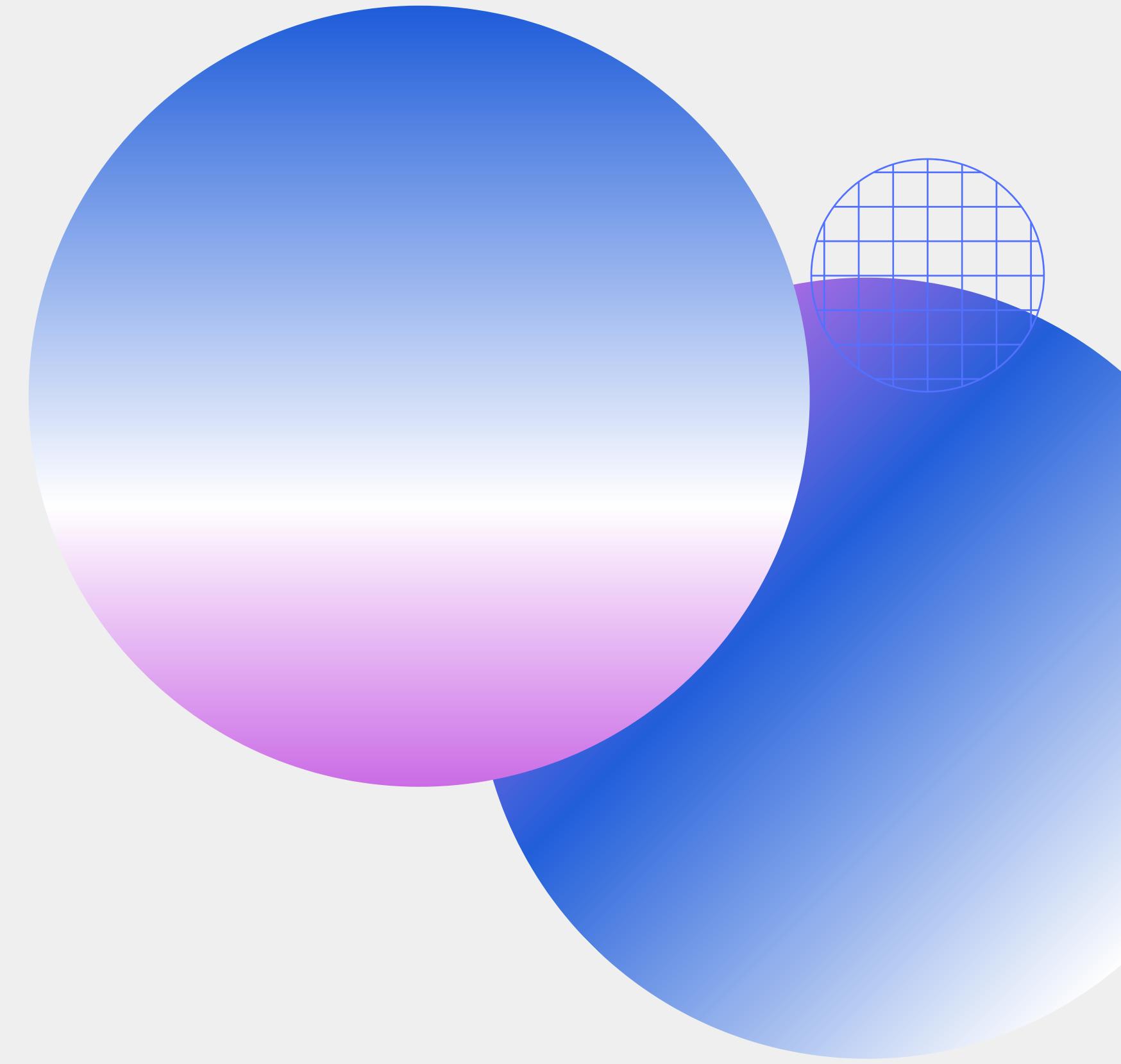
Team Elementors

Thank you

Do you have any questions?



uMatter



The End