

Design

A bit about myself!

By Tiffany Yang





About Me

Hello! I am a budding UI/UX designer and **lifelong learner** fascinated by **social change**. With a love for new experiences and broad range of interests from **mental health to wealth management**, I am always up to learning and grinding for exciting projects that come up!

Content

O1

PINOCCHIO

A mental health online forum by
students for students

(The start of my UI/UX journey!)

O2

OTHER DESIGN WORK

My UI/UX designs for other
projects!

Known as the “Hong Kong University of **Stress & Tension**”, HKUST is known as a university where many students are “**chur**” and suffering from **poor mental health**



PROBLEM



Pinocchio

Introducing ...

An **anonymous online forum** built by students to help increase **mental health awareness** in HKUST

UNDERSTAND

A Deep Look into the Problem: Hong Kong



Mental health in Hong Kong is **at its worst** in 9 years **since 2012**, especially due to the COVID-19 pandemic



Despite the high number of people suffering from mental health conditions, **only 10% of respondents seek professional help**



Hesitancy to reach out greatly reduces the chances of recovery

Culture ↔ Behavior

What Culture?

- HK is traditionally a **Confucian society** → Emphasis in social harmony
- Community over individuality
- High importance of **family reputation**

What Behavior?

- Tend **not to express emotions** verbally
- **Fear of rejection** and loss of face

Key Findings

- **71%** of survey respondents are **unwilling to live with mental health sufferer**
- **Stigmatization** is a major factor for **low usage** and **high dropout rates** in Chinese mental health services



Culture ↔ Behavior

What Culture?

- What does it mean to be Chinese?

"Social stigma and labeling effect for people suffering from mental health conditions still **stays strong in the Hong Kong society"**

- Mental representation of mental health issues

Key findings:

- 78% of survey respondents are unwilling to live with mental health sufferer
- Stigma reduction is a major factor for low coverage and high dropout rates in Chinese mental health services

Counseling and Wellness Center

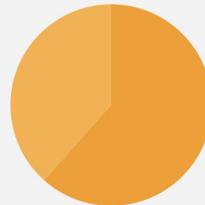
“University-provided mental health services, including 1-to-1 meeting of professional counsellors”

Limitations:

- ~2-3 weeks waiting time
- Fear of recognition when visiting
- Scared to reach out

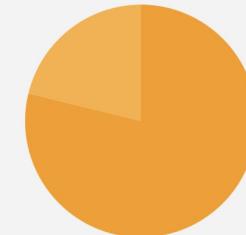
A Deep Look into the Problem: HKUST

Have you ever been diagnosed with/ doubted you have a mental health condition?



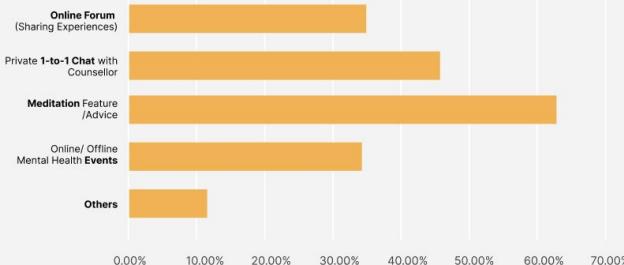
Yes (38.4%)
No (61.60%)

Have you ever visited the wellness center in HKUST?

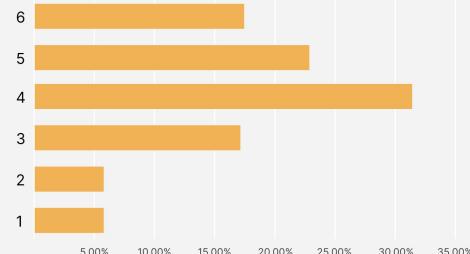


Yes (21.20%)
No (78.80%)

Which features do you think would benefit you the most in a mental health platform?



If yes, what do you think about the services provided by the wellness center? (From 0 - 5 scale)



HKUST students are scared to reach out to mental health services provided by the university

Other Existing Solutions



PaUST:

"A student-led Instagram page that posts HKUST student's worries anonymously online"

Limitations:

- One way channel
- Low engagement rate
- Slow update pace



Peer Counselling:

"A group of dedicated and respectful students to reach out to their peers who are in need of support"

Limitations:

- Low number of peer counselors and high number of those suffering from mental health issues
- Fear of recognition

There is a **hole in mental health services provided in UST**, specifically in the **peer-to-peer support system**

Main User Pain Points



Lack of Mental Health Awareness

Not thinking that their mental health is not important enough to pay attention to



Concern on Social Status

Scared that people look down on them for seeking mental health services



Hard to Access

It is not easy/ takes a long time to access mental health services

Solution: Pinocchio Mental Health Forum



Writing Stories:

Users can write their stories on the platforms with a 500 word limit



Bookmarking Stories:

Users may bookmark their own or other users' stories that they would like to keep



Publishing Stories:

- **Private:** People can keep the stories they wrote to themselves as a "diary"
- **Public:** When they are ready to share, they can publish stories to online forum



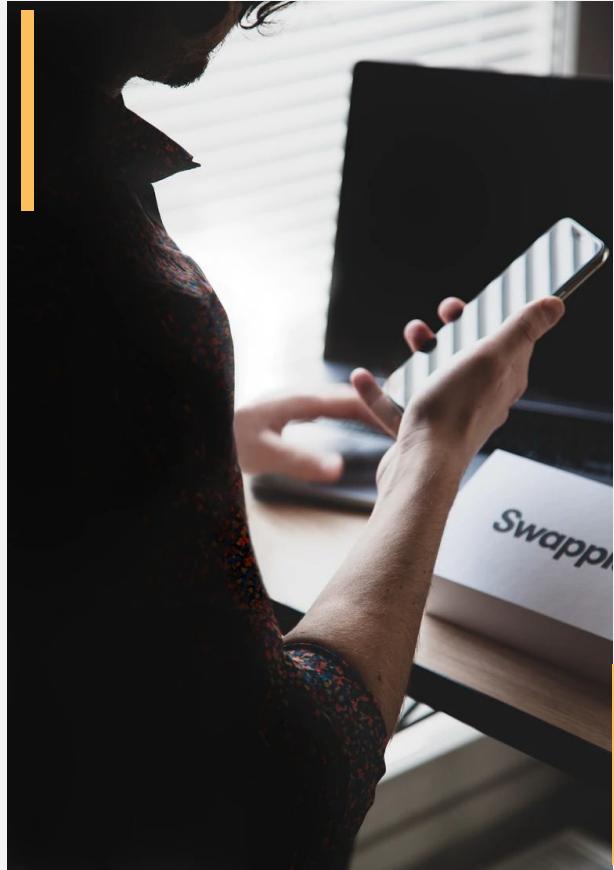
Looking Back:

Looking back at old stories to see how they have progressed over time

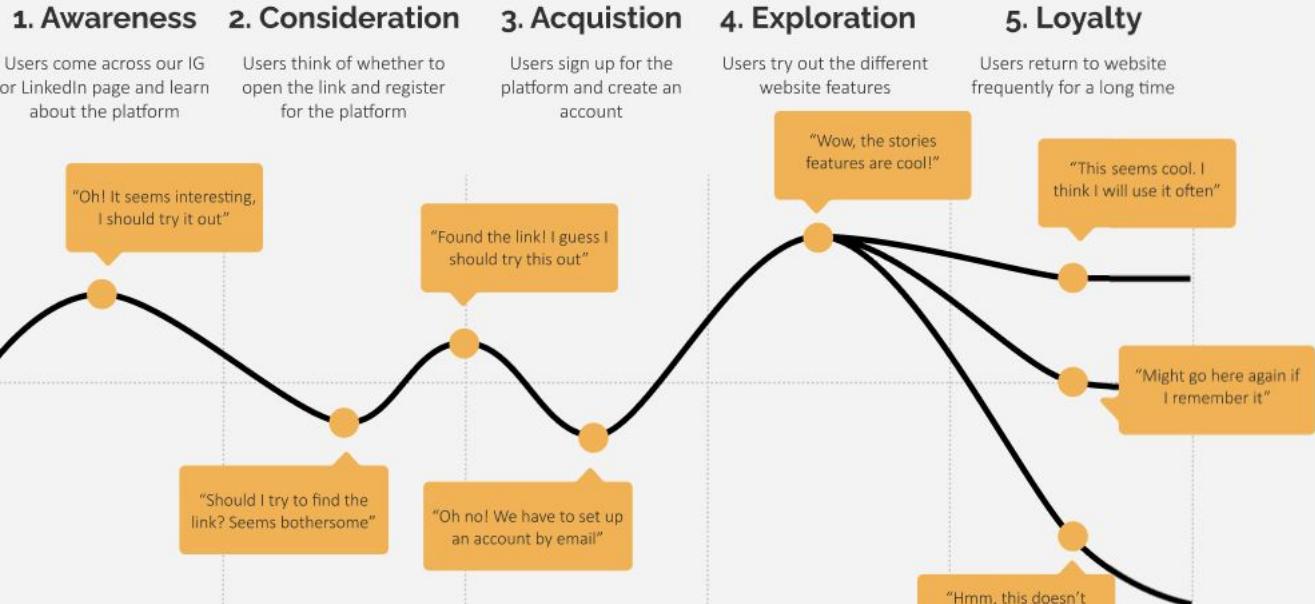
***Posts are anonymous:** Allows for students to freely talk about sensitive content without fear of recognition

Risk Mitigation

- **Toxicity Check:**
 - Measure the “toxicity” of each comment and post, and those that score below the benchmark will be reviewed by moderators
- **Human Moderators:**
 - Help increase the accuracy of identifying toxic contents



User Journey





Color Choices

- **Bright Colors:**
 - Induces energetic and happy emotions
 - Uplifting effect on user's mood

- **Pastel Colors:**
 - Diluted versions of the primary and secondary colors
 - Incorporates both the character of the original color and the purifying, cleansing mood of white
 - Strongly positive color group →
 - Evoking feelings of growth, childhood, playfulness, laughter, and games

Headline 2

H2/Open Sans/Light/60px

Headline 3

H3/Open Sans/Regular/48px

Headline 4

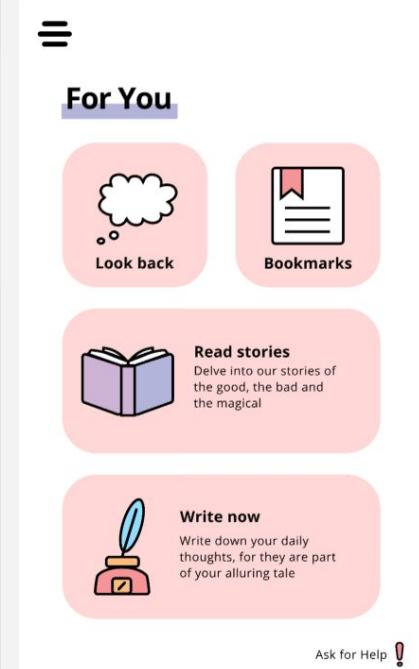
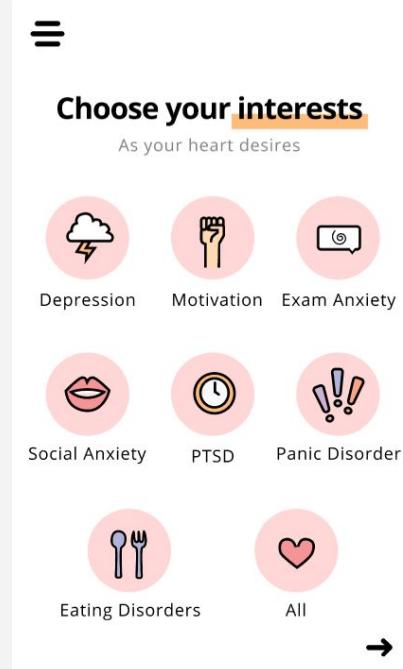
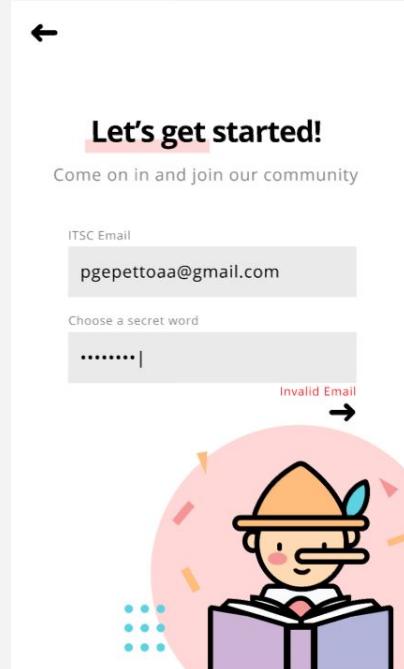
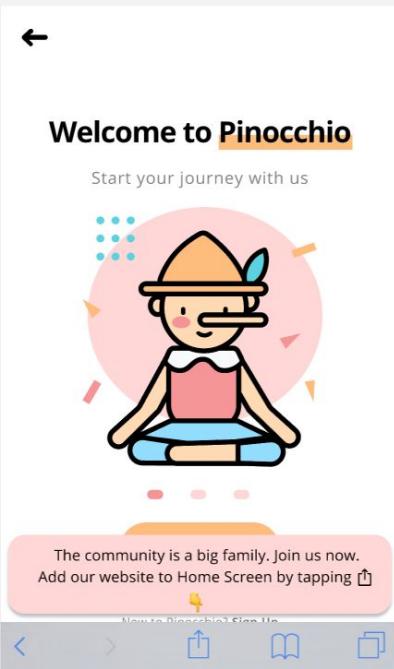
H4/Open Sans/Regular/34px

Font Choice

Open Sans was chosen as a font because it has a **friendly appearance** and has **excellent legibility** characteristics which is important in this text-heavy platform



Design Look:



Design Look:



The Storybook

07/03/2021

Motivation

If you wish upon a star,
All your dreams will come true!

In the past, I used to hate myself, thinking that I am no use to anyone. Then I read this story of ...



07/03/2021

Social Anxiety

Don't know what to do

I have no friend and I cannot make friends especially through zoom... anyone want to become my friends?



02/03/2021

Exam Anxiety

If you wish upon a star,
I hope that I get A+

I am so scared for the upcoming exam week



The Storybook

07/03/2021

Motivation

If you wish upon a star,
All your dreams will come true

In the past, I used to hate myself, thinking that I am no use to anyone. I didn't do well in school, didn't have any extracurricular activities and no internships under my belt. One day, however, I got sick of feeling useless and tried to approach a counsellor for some help.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam eu hendrerit ex, sit amet tincidunt neque. In sed malesuada ipsum, at dictum mauris. Fusce a viverra leo, eu tempus risus. Praesent finibus elit sit amet commodo venenatis.

Vestibulum non sem volutpat, ullamcorper nibh quis, posuere tortor. Aenean sit amet tempor justo, non fringilla risus. Quisque tem



The Storybook

Comments

"YES!! We can all do this, don't worry too much - I've been through some tough times too, but just remember that this too shall pass."

"I know some of you said its easier than done, but trust me. Once you take the first step to reach out to someone, it gets much easier."

"Just make sure you reach out to someone you trust. For me, the only person was my counsellor. There is no shame in that, I promise you. It does not have to be your friend nor

Write your comment...

Send



Storybook Rules

1. Remain respectful at all times:

All posts and comments should be kept courteous to avoid hurting other community members.

2. Do not post offensive posts and links:

Any posts disrespectful to those of other genders, races, classes, or sexual orientations are not allowed. Any material that constitutes defamation, abuse, threats, or harassment is strictly forbidden.

3. Don't be afraid to lend a helping hand:

Try to share your thoughts and experiences regarding mental health. We're sure many others can relate, even if you don't think so!

Agree!

88

Registered Users within first month from launch!
But more importantly...

RESULTS

RESULT

Our Impact

We succeeded in allowing our students to share their worries and stories with each other:

The screenshots show a mobile application interface for 'The Storybook'. Each screen displays a different post from a user named 'Pinocchio'.

- Post 1:** 'am I overwhelmed, overthinking, or am I actually depressed' (Depression). Content: 'yk ever since I've come to Hong Kong, I've just felt so confused. it's not that good things haven't happened...'.
- Post 2:** 'Year 1 is harder than I think...' (Motivation). Content: 'I guess some of you can't read Chinese so perhaps I write in English: I actually didn't think that year 1 is s...'. Below this post is another one from 'HKUST Counseling'.
- Post 3:** 'I messed up my interview' (Social Anxiety). Content: 'I hope I can speak well... How can I do well in an interview?'
- Post 4:** 'I feel like I'm relapsing' (Depression). Content: 'sooo it's kinda awkward writing here, but I thought I would give it a try. I've tried going to the counseling...'. Below this post is another one from 'Expectations and patriarchy'.
- Post 5:** 'I hate exam anxiety' (Exam Anxiety). Content: 'It all started during my DSE period, I was really nervous about the exam and I felt like I was not...'. Below this post is another one from 'Expectations and patriarchy'.

The Next Step

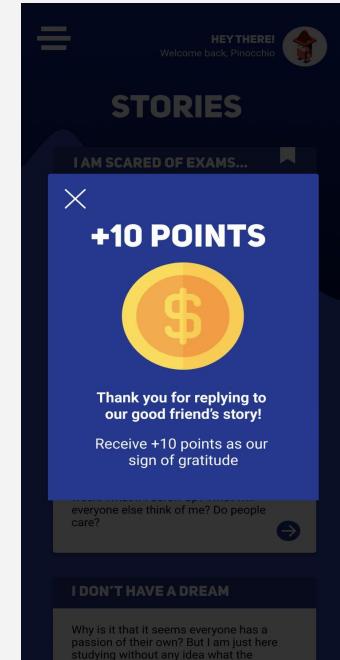
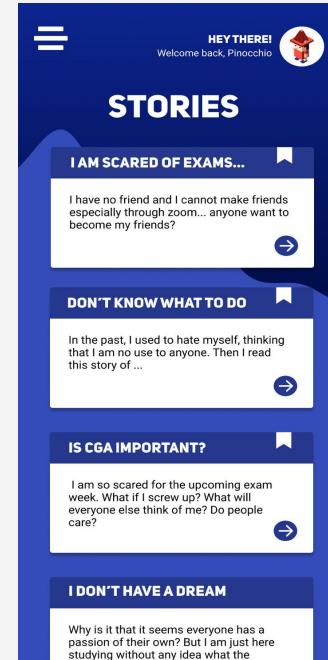


Re-Analyze

Re-Analyze

Next Step: Revamp!

Gamification of Pinocchio website to **increase user retention rate** in the app



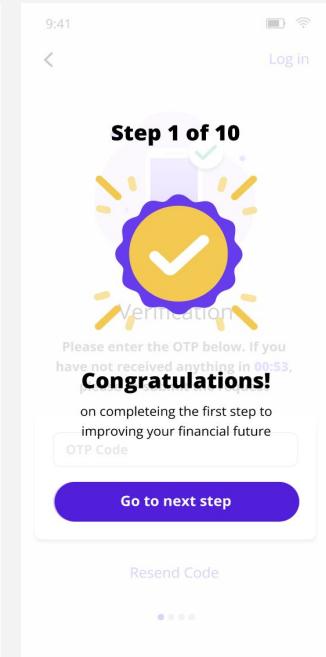
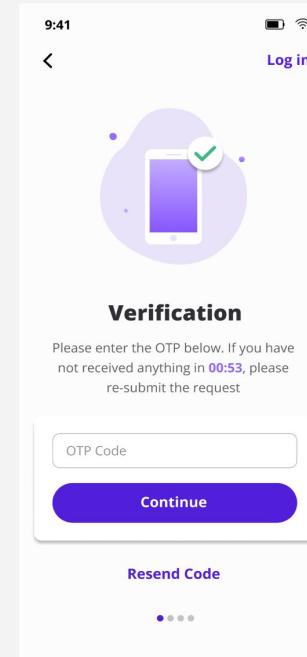
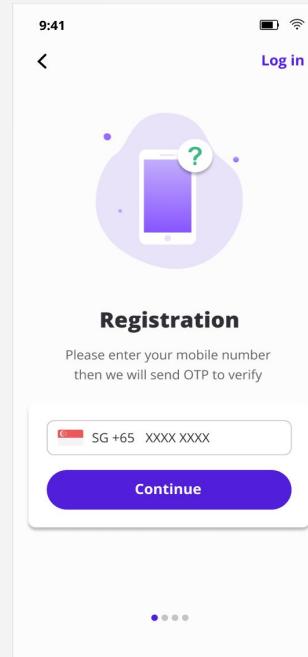


Other Works



JPM Wealth Management App

A wealth management tracking app for self-investors



JPM Wealth Management App

9:41 Step 1 of 3

Tell us about your background

First, let us know about your financial knowledge level:

I am still new to investing!

I know my way around investing

Already experienced in investing

Go to next step

9:41

Portfolio Builder

Fund Category Account Category

Profit/Loss +1.15%

23.7% Global Equity

Compare with Benchmarks See All >

- Absolute Return
- Strategic 60-40 MF/ETF
- Strategic ETI

Portfolio Analysis Tools See All >

- Risk Return Decomposition 3 mins left

9:41

Market Insights

Fresh from our trusted analysts

For You Popular Wealth Planning

Sustainable Investing: The momentum is building

5 mins

What will it take to tame

9:41 2022 February

SUN	MON	TUE	WED	THU	FRI	SAT
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	1	2	3	4	5

Place Order Schedule Switch History

Select Fund Category

Select Fund

Currency

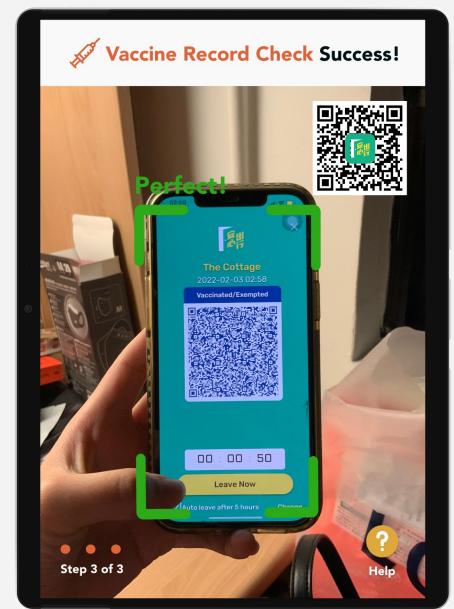
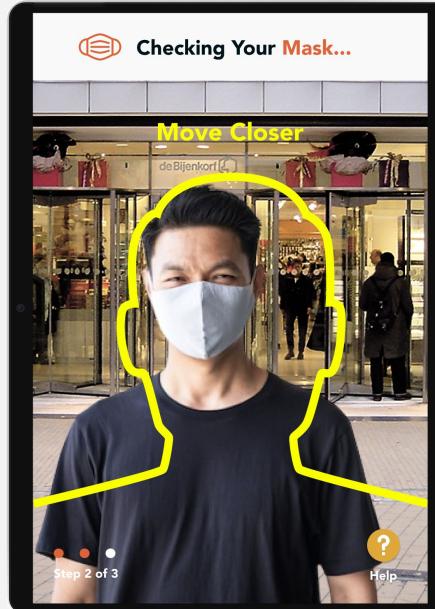
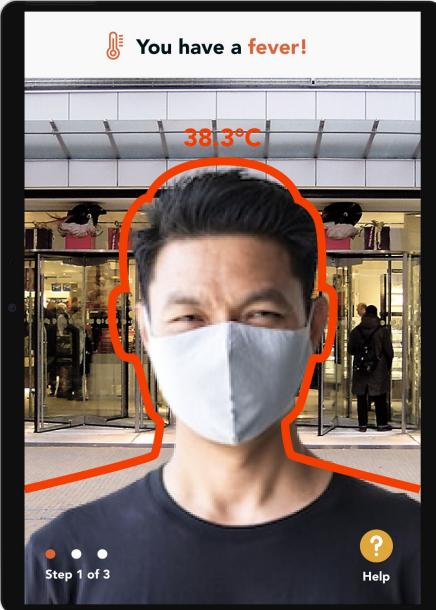
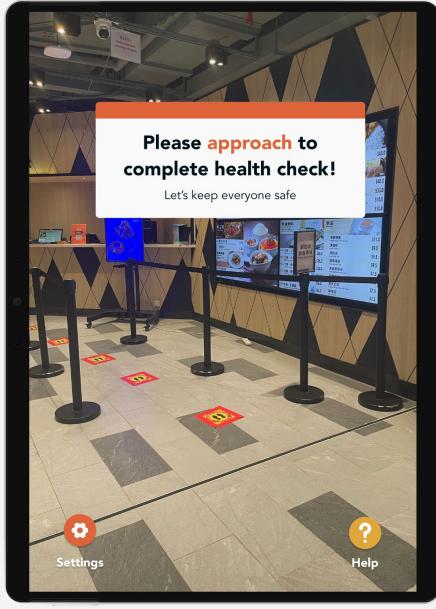
\$ Input Amount |

Choose your frequency:

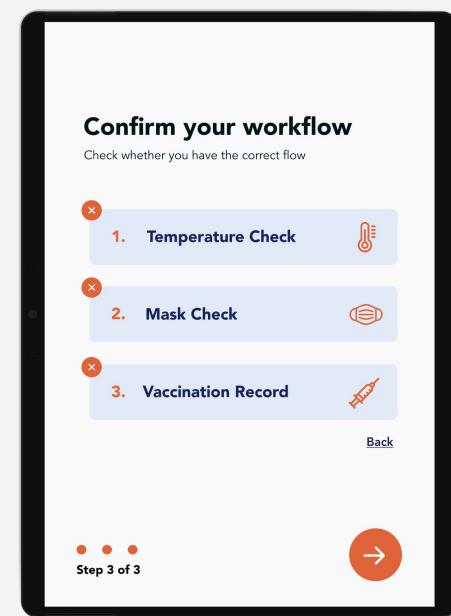
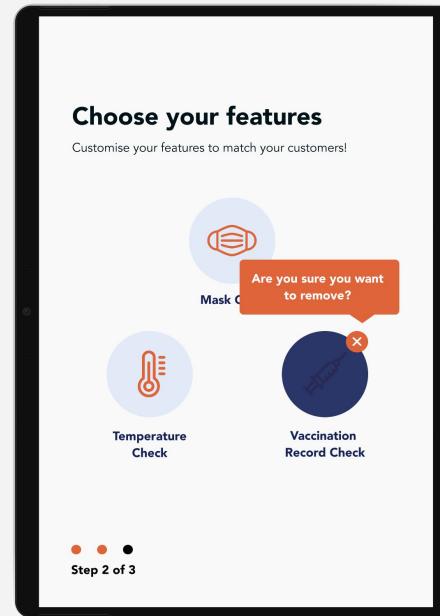
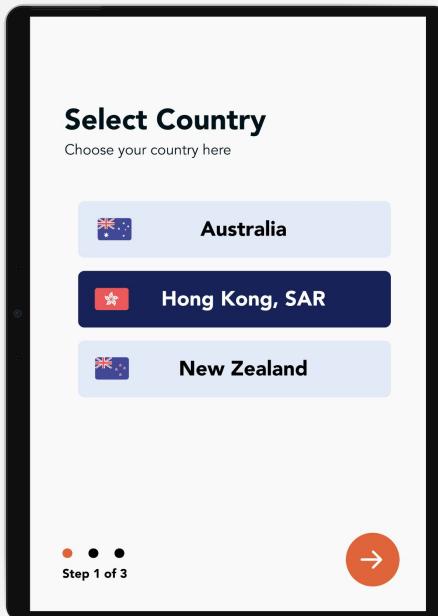
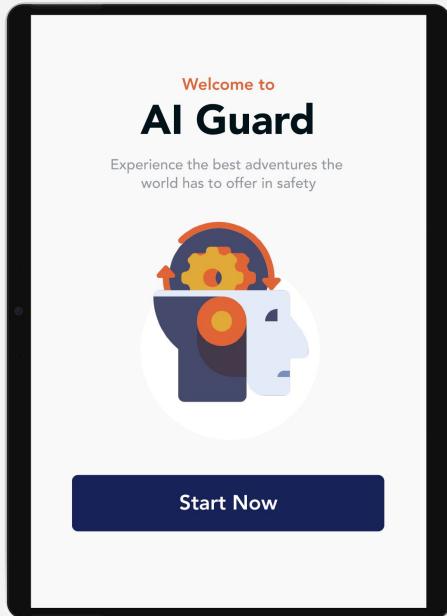
Monthly Weekly Daily

Health Check Kiosk

User interface for health check kiosks during COVID-19 pandemic



Health Check Kiosk



I8oDC Instagram Posts

Graphic Design work for [18oD HKUST Instagram posts](#)



MEET OUR:
LEADERSHIP TEAM

Tiffany Fung
President

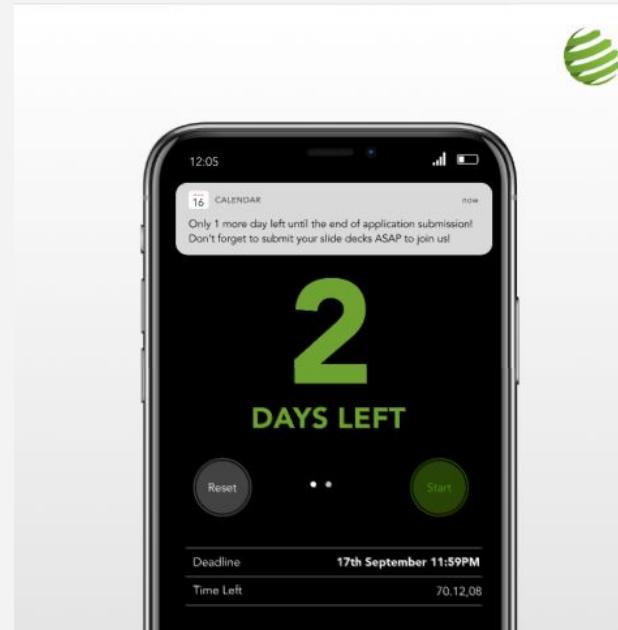
Michelle Sutono
Vice President

Kiki Lin
Learning & Development
Director

Tiffany Yang
Marketing & Engagement
Director

Part 1

The graphic features four black and white portrait photos of the team members arranged horizontally. Below each photo is a caption with the person's name, title, and role. A small green circular logo is at the bottom right.



12:05

16 CALENDAR

Only 1 more day left until the end of application submission!
Don't forget to submit your slide decks ASAP to join us!

2 DAYS LEFT

Reset Start

Deadline 17th September 11:59PM

Time Left 70.12.08

A smartphone screen displaying a digital calendar notification and a large green "2 DAYS LEFT" timer. The phone is set against a white background with a green circular logo in the top right corner.



180Degrees
HKUST

180DC HKUST: AN INTRODUCTION

WHO ARE WE?

>>

We are a local branch of the world's largest university-based consultancy for non-profits and social enterprises operating in 35+ countries of 150+ branches.

The thumbnail shows a night view of a city skyline with a green circular logo in the top left. The main text is in green, and there is a large green double arrow icon below it. At the bottom, there is descriptive text about the organization's global reach.