

Empowering Well-Being

DESIGNING A MENTAL HEALTH APPLICATION
FOR ISOLATED INDIVIDUALS

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This project focused on designing a mental health application aimed at providing support for individuals who feel **isolated**, lack **social** and **financial support**, or are uncomfortable **sharing their problems with others**. The goal was to create a platform that offers **safe space, positive energy and daily doses of happiness**.



THE CHALLENGE

- The primary challenge was to design an **accessible** and **engaging** platform for individuals who feel **isolated** and need mental health support but may not have access to **paid services** or feel comfortable sharing their issues with family and friends.
- This project addresses the **civic issue** of mental health accessibility, aiming to provide **innovative solutions** to improve the well-being of marginalized and **underserved populations**.



RESEARCH AND INSIGHTS

- We conducted **user interviews** and **usability tests** to understand the needs and pain points of **disconnected** individuals.
- Users expressed a need for **anonymity**, a **non-judgmental environment**, and **easy access to positive content** and **mental health resources**.
- Engaging with **users, community** and **mental health advocates** provided valuable insights and ensured the project aligned with broader civic goals

RESEARCH AND INSIGHTS

- Focused on a group of people aged **29 - 42**
- Diverse participants from different **cultural** and **religious backgrounds**
- Participants reside in different **parts of the World**, adding **distinctive perspectives**
- Interview questions targeted:
- Understanding the **user's personality traits**
- Exploring **habits** and experiences in managing **emotional states**
- Investigating **thoughts** and **motivations** for seeking **therapeutic and positive psychology services**



Counseling
Services

60%

of the respondents
used therapy services
before



Someone to Talk

80%

of the respondents
need someone to
talk to



Sad and Isolated

80%

of the respondents
feel unhappy, lonely
and helpless



Open Up

50%

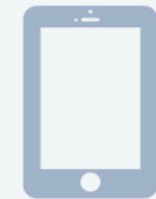
of the respondents
would be comfortable
to open up online



Fun Activities

100%

of the respondents
would value fun
positive activities



Mobile Applications

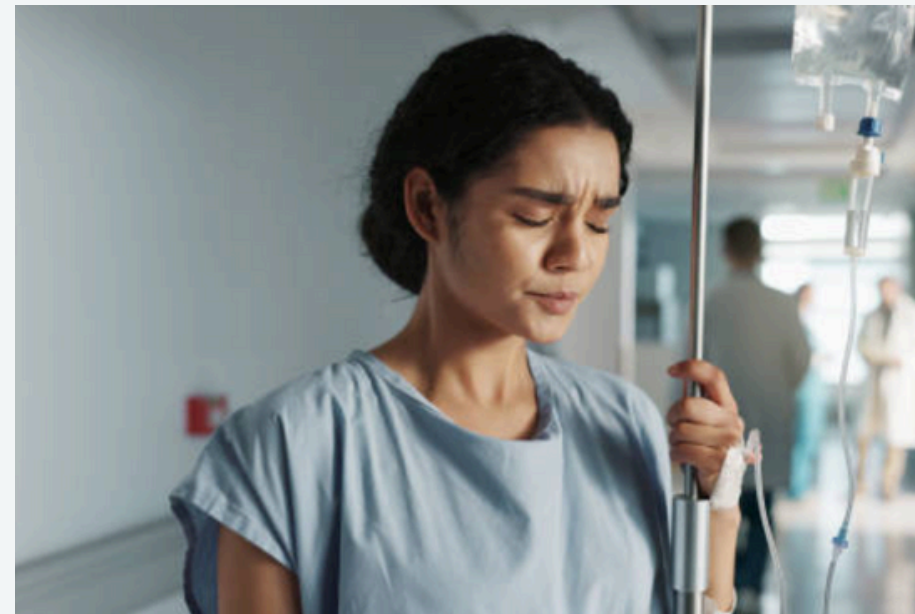
100%

of the respondents
use mobile
applications
in their daily life

STAKEHOLDER ENGAGEMENT

We engaged with mental health professionals and potential users to gather diverse perspectives and ensure the app's effectiveness.

Regular updates and feedback sessions were conducted to maintain transparency and build trust with all stakeholders involved.



Users

- individuals experiencing isolation
- people with limited access to mental health services
- users uncomfortable with traditional therapy
- caregivers seeking support services
- individuals seeking immediate help

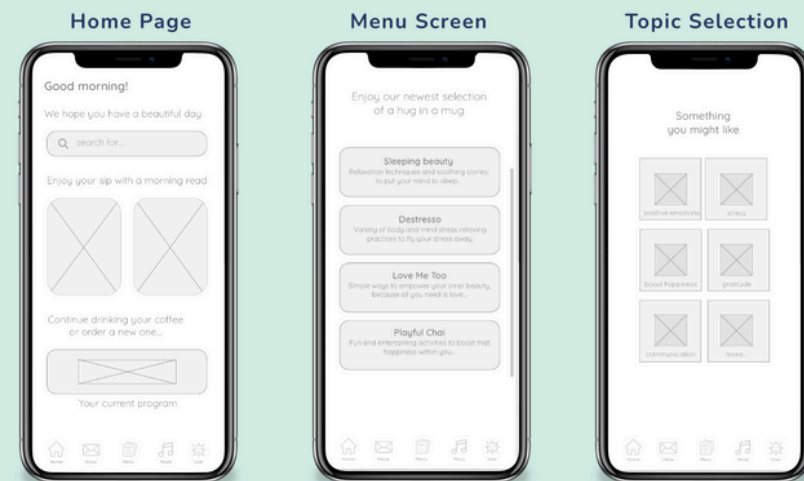


Healthcare Providers

- Therapists and Counselors
- Nurse Practitioner (Psychiatry)

DESIGN PROCESS

Low-Fidelity Mockups



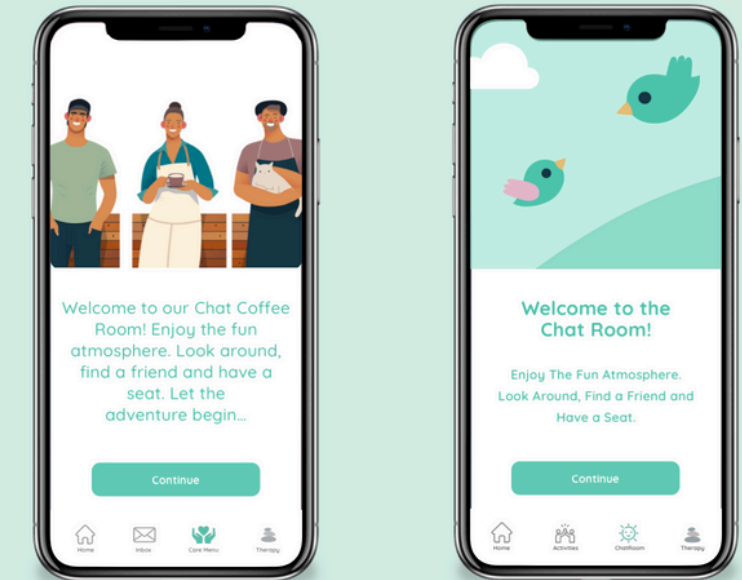
Initial Concepts and Sketches

We started with low-fidelity sketches to explore different layout options and gather early feedback.



Iterative Design and Prototyping

We created wireframes and interactive prototypes, iterating based on user feedback at each stage.



Tools Used

Key tools used included Sketch for wireframing, Figma for prototyping, and InVision for feedback collection.

TESTING AND FEEDBACK

Usability Testing Methods

We conducted multiple rounds of usability testing with real users to identify and address any issues.

Feedback Received and How it Was Incorporated

User feedback highlighted the need for an intuitive interface and easy navigation, which we addressed in subsequent iterations.



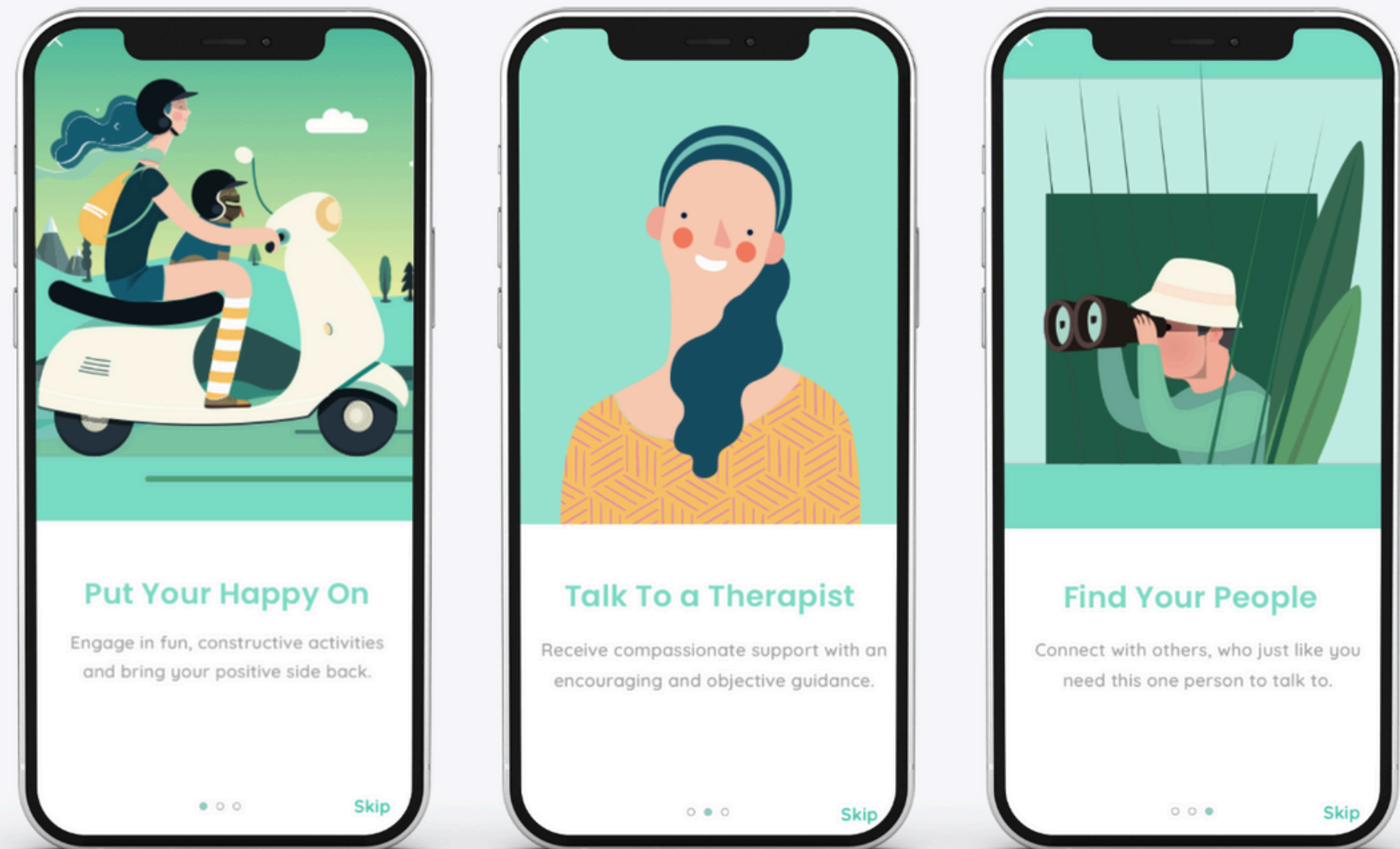
FINAL DESIGN

High-fidelity Wireframes and Prototypes

The final design features a user-friendly interface with accessible mental health resources, positive content, and anonymous support options.

Key Features and Design Decisions

- **Accessibility** (platform connecting individuals with professionals)
- **Supportive Community** (resources and tools for community support)
- **Positive Activities** (helping to overcome challenges and achieve fulfilling levels)
- **Holistic Care** (addressing psychological and biological aspects of mental health)



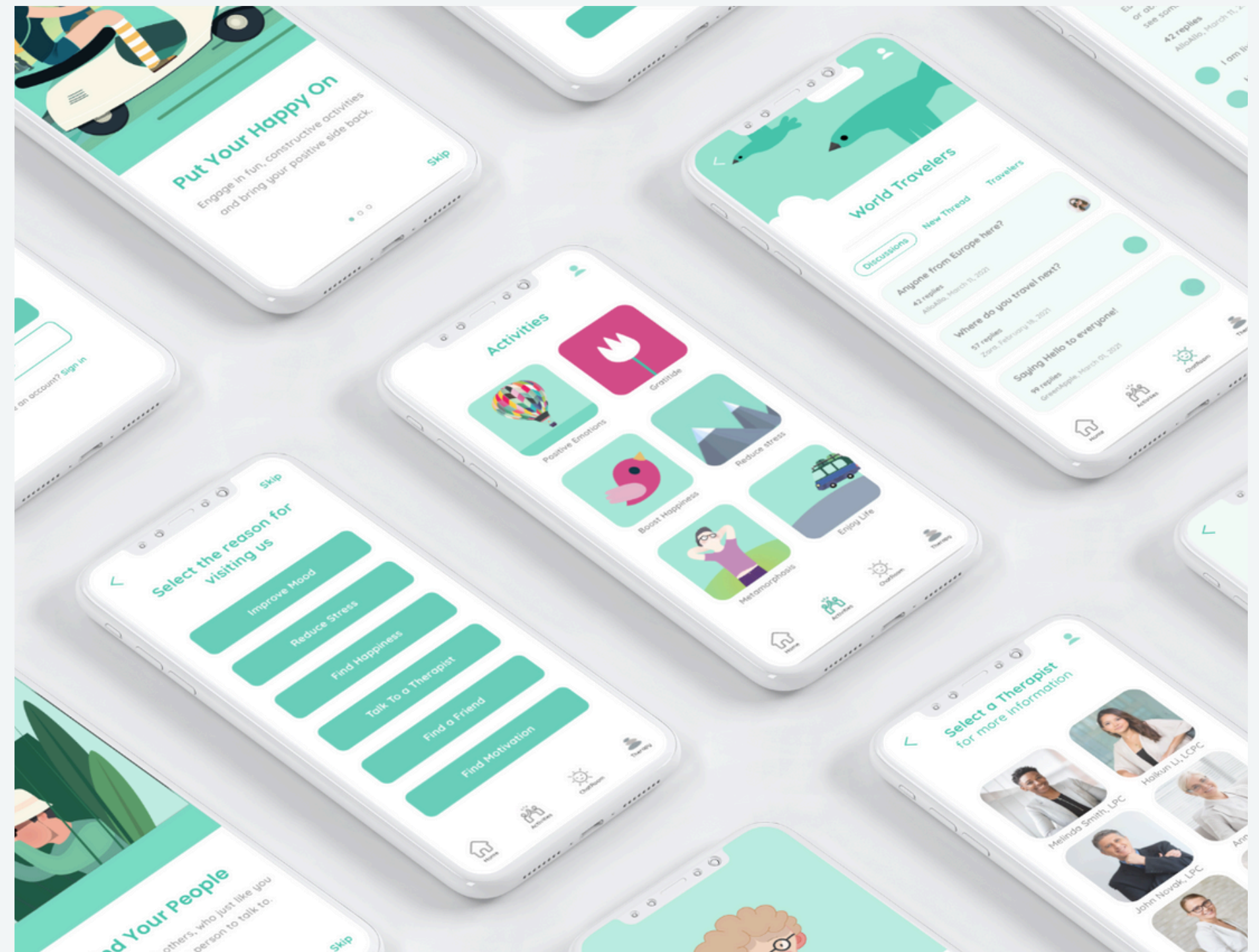
OUTCOMES AND IMPACT: PROSPECTIVE RESULTS

Increased User Satisfaction

- Although the application was not officially launched, **testing and feedback** during the project phase suggested a **significant potential for increasing user satisfaction and engagement**
- Participants in usability tests and user feedback sessions **reported feeling more supported and positive** about their mental health journey.

Projected Civic and Community Impact

- The application aims to **bridge the gap in mental health support**, particularly for those isolated or unable to access traditional services.
- By offering an **accessible and affordable** platform, the project aligns with civic goals of promoting **public well-being**.
- The project's design focuses on **social equity**, ensuring **diverse cultural and religious backgrounds** are considered and supported.



CONCLUSION AND REFLECTION

Impact of User-centered Design

- This project highlighted the **power of user-centered design** in addressing mental health issues.
- By actively engaging with users and stakeholders, we developed a product tailored to meet their unique needs and preferences.

Civic Relevance and Future Opportunities

- This experience underscored the crucial role of **empathy** and **continuous user feedback** in the design process.
- The insights gained from this project emphasize the value of listening to users and **adapting solutions to their real-world challenges**
- Future projects can leverage these findings to tackle other **community challenges**, promoting **public well-being** and **social equity**.



Thank you!

**CONNECTED MINDS:
INNOVATING MENTAL HEALTH
SUPPORT**

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