Research
What is the behavior(s) you are trying to capture? What are your users physically doing?

Talking about stress
Finding coping strategies
Seeking mental health help
Some people who could benefit from using mental health services don’t use them

Seeking mental health help can be scary

The University Health Services appointment system is outdated

My project will suggest the idea of seeking help to people who might not have thought to do so on their own

My project will offer multiple points of entry to the mental health system, to make seeking help seem less daunting

My project will make it easier to schedule an appointment with UHS’s counseling services
My user experience will be successful if users are able to easily make appointments and assess themselves online.

The project as a whole will be successful if users are better informed about mental health care and more likely to seek help in the future.

My design will be successful if users feel comfortable, welcomed, and approached as peers.
Who will use this? How will they use it? How if at all, will it change their behavior or the behavior of whomever is around them? What is the need for this? What do they currently do?

Students at Berkeley will use this. They will use it to educate themselves about mental health and the services available to them, and to determine whether or not they could benefit from seeking help, and help them to seek help. It will change their behavior by increasing their comfort level with seeking mental health care, and increasing their likelihood of seeking such care before they’re in a crisis. This is necessary because UC Berkeley counselors are severely overworked during finals and midterms, and underutilized through the rest of the year. Evening out this load would benefit both counselors and students – it would get students help before they find themselves in crisis, and allow the counselors to serve students better by being more available. If barriers to access such as stigma and awareness are lessened, students will be more likely to seek help preventatively.
Where will you find this UI?

*On the internet, through Berkeley*
What are the screen size(s) for this? Indicate the pixel size(s).

I will be designing for tablet, and using the iPad size as a standard tablet. 1024x768
Persona 1

Jonathan Maxwell

AGE
21

Major
Computer Science

Hobby
Ultimate Frisbee

When he’s stressed, he talks to
His best friend

Jon is a senior from the bay area. Between all of his homework and making time for his friends, he doesn’t have a lot of time for much else. He pulls a lot of all-nighters to get his code in on time, but everyone else in the program does too, so he doesn’t think it’s a big deal. He doesn’t eat as well as he could, and doesn’t have as much time to play Frisbee outside as he did when he was a freshman. But he figures that college is hard on everyone, and the stress is something you have to just deal with.
Research

Persona 2

Emily Sanchez

AGE
18

Major
Philosophy

Hobby
Activism

When she’s stressed, she talks to People on tumblr

Emily’s a freshman that came to Berkeley from Utah. It’s her first time being this far away from home, and it’s a bigger transition than she thought it would be. She tries to stay busy, between her classes, various clubs, and tabling for the Peace Corp, but while she’s met a lot of new people she’s not sure that she’d call any of them real friends yet.
Alex is a sophomore at Cal. He has an active social life: he and his fraternity brothers go to all of Cal’s home games together, even water polo, and he never misses a good party. He noticed that he’s started drinking more than he used to, but he just chalks that up to getting older – he’s no freshman anymore. He’s having a little trouble making time for all his classes this semester, but it’s not affecting his grades yet.
Use Case Scenario

Write a scenario that describes what a user would do with the app. This scenario will then be used to create user flow and app screens. Use simple directions.

*Emily is having a hard time figuring out what activities to stay involved in – she needs to drop something, but she isn’t sure what to prioritize. She remembers that they mentioned that student counseling can help with this kind of thing, so she goes to the website that they mentioned.*

1. She selects the assessment portal from the homepage
2. She fills out some questions about her current situation and what she’s worried about
3. The app recommends some techniques for dealing with stress and over commitment as a student, and then asks if she’d like to talk to a counselor
4. She decides that she’d like some personalized advice and chooses the option to chat with a counselor online
5. She and the counselor talk, and she decides to choose the a capella group over the student democrats.
Create a user flow for one of your personas.

Start

Information

Assessment

Recommendations

Resources

Schedule an appointment

Chat with a counselor

Call a counselor
What type of experience do you want to provide for your user?

I want this app to feel friendly and welcoming. Seeking mental health care can feel frightening and isolating, and is usually a very clinical experience. I want it to feel normal, comfortable, and like something that you’re not doing alone.
Formal Collage