

Wellness App Project

Ben Ferdinands

Project overview



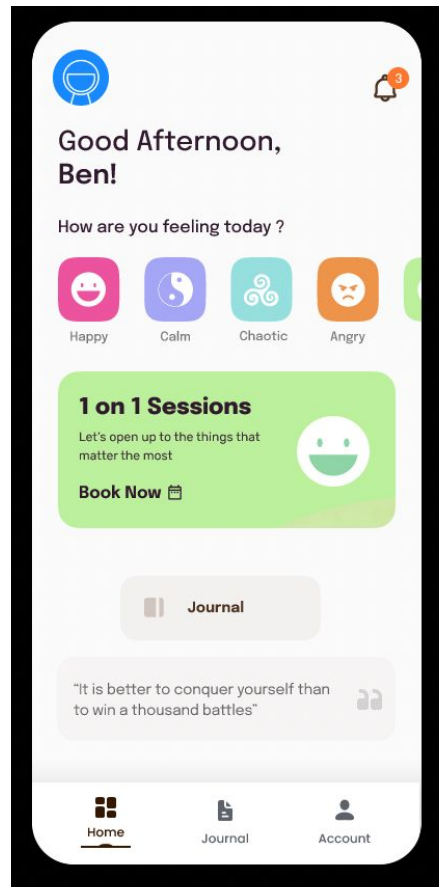
The product:

A Wellness App to help people track their therapy sessions and journal their thoughts for sessions and accountability.



Project duration:

This Project was Completed between March 23 & April 23



Project overview



The problem:

The problem that the Wellness App aims to solve is the difficulty many people face in tracking their therapy sessions and maintaining accountability for their mental health goals.



The goal:

The app's goal is to provide a convenient and accessible way for users to keep track of their therapy sessions and monitor their progress over time through journaling. By doing so, the app aims to help users stay motivated and accountable for their mental health and well-being.

Project overview



My role:

lead UX designer & UX researcher



Responsibilities:

User research, Wireframing, Prototyping,
Documentation.

Understanding the user

- User research
- Personas
- Problem statements
- Competitive audit
- Ideation

User research: summary



For the user research, I conducted both qualitative and quantitative research to understand the target users and their needs.

I started with assuming that users would prefer a simple and straightforward design.

After conducting interviews and surveys with potential users, I found that users have different preferences for design with most just wanting the core app elements, and that many are hesitant to pay for premium features making the app's only source of potential revenue partnerships with some wondering if they would use it.

I also discovered that users value privacy and security, and prefer an app that is easy to navigate and use. Based on these insights, I refined the app design to better meet user needs and preferences.

Persona 1: Sarah

Problem statement:

Sarah needs a way to manage her therapy sessions and track her progress in a convenient and accessible way that fits her busy lifestyle.



"I want to prioritise my mental health, but it's hard to keep track of everything with my busy schedule."

Demographic Information

Sarah is a 28-year-old woman who lives in the city and works as a software engineer.

Frustrations:

- Difficulty keeping track of therapy appointments and follow-up tasks
- Forgetting important details from therapy sessions
- Lack of motivation to continue therapy
- Difficulty expressing herself during therapy sessions

About the User

She has been seeing a therapist for the past few months to help her manage her anxiety and stress levels. She is looking for a way to track her progress in therapy and have a way to look back on her therapy sessions. She often forgets what was discussed in previous sessions and feels like she's not making progress. Sarah is tech-savvy and likes using apps to track different aspects of her life. She wants an app that is easy to use and helps her stay accountable.

Goal:

- Improve her mental health through therapy
- Stay consistent with therapy appointments and follow-up tasks
- Track her progress and stay motivated
- Keep a private record of her thoughts and emotions

Persona 2: John

Problem statement:

John needs a way to manage his mental health and gain insights into his progress in a convenient and accessible way that fits his busy lifestyle as a student.



"I want to take control of my mental health, but I don't know where to start."

Demographic Information

John is a 40-year-old man who owns a small construction company.

Frustrations:

- Difficulty finding a reliable and efficient way to offer mental health services to employees
- Limited resources and budget for mental health programs
- Concerns about employee privacy and confidentiality
- Lack of visibility into employee progress and engagement with therapy services

About the User

He has been seeing a therapist for the past year to help him manage his anger and stress levels. He wants to be able to track his progress and stay accountable between therapy sessions. He is looking for an app that is user-friendly and can be used on-the-go. John is not very tech-savvy, so he needs an app that is easy to navigate and doesn't require too much time to set up.

Goal:

- Help his employees improve their mental health through therapy
- Increase employee engagement and productivity
- Track employee progress and identify areas of improvement
- Ensure confidentiality and security of employee information

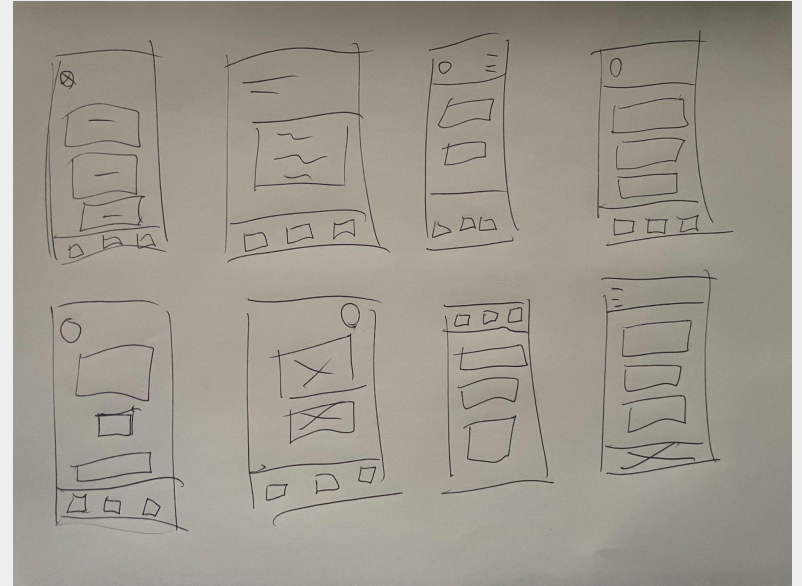
Competitive audit

Creating a product that helps clients get more out of their therapy sessions can be valuable for both B2B and B2C markets. However, a B2B product can provide even more benefits in terms of scalability, profitability, and market reach. By targeting therapists and mental health professionals as the main users of the product, B2B companies can leverage their networks and influence to reach a wider audience and increase their revenue streams. Moreover, a B2B product that focuses on providing tools and resources to therapists can improve the quality of care that clients receive, which can lead to positive outcomes and a stronger reputation for the company. Overall, creating a B2B product that helps clients get more out of their therapy sessions can be a win-win for both the company and its clients.

Competitor	Features	User Ratings	Price
BetterHelp	Therapy sessions, Journaling, Self-reflection prompts, Accountability, Mobile app	4.7/5 on App Store	\$80 - \$100 per week
Talkspace	Therapy sessions, Journaling, Audio and Video messages, Mobile app	4.4/5 on App Store	\$65 - \$99 per week
Woebot	Cognitive-behavioral therapy, Mood tracking, Daily check-ins, Customized sessions	4.6/5 on App Store	\$39.99 per month
Moodfit	Mood tracking, Journaling, Daily inspirations, Gratitude reminders	4.7/5 on App Store	Free with premium subscription at \$4.99 per month
Sanvello	Therapy sessions, Mood tracking, Guided meditations, Coping tools, Mobile app	4.7/5 on App Store	\$8.99 - \$53.99 per month

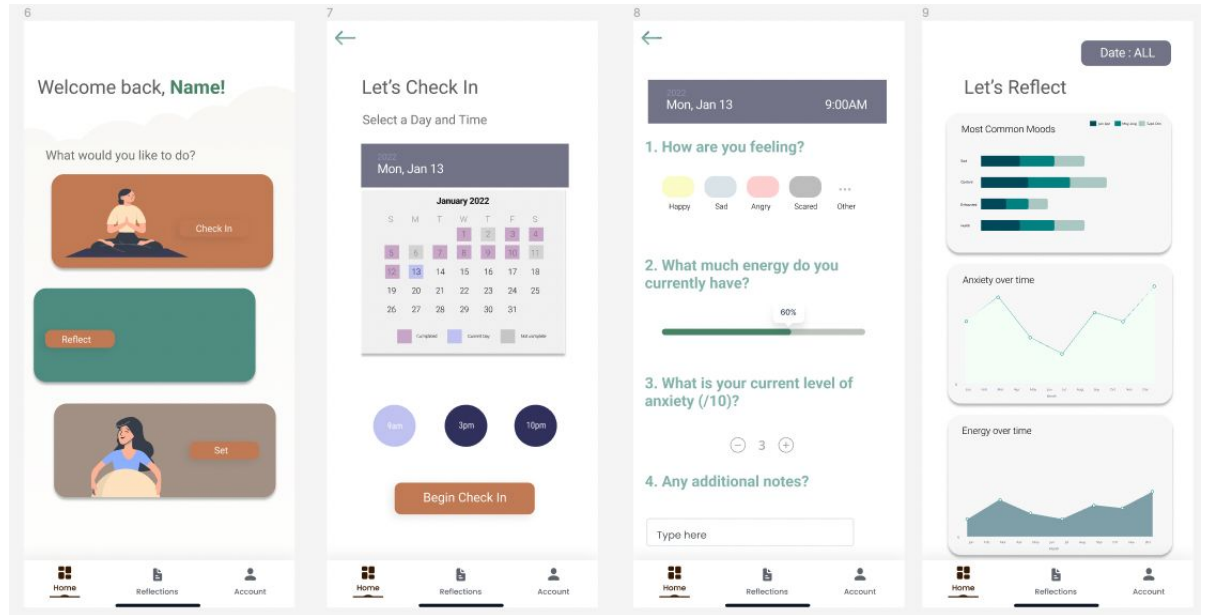
Ideation

Using the Crazy 8's Process i
ideated different versions of
the screen, in this instance i
ended up revisiting this when
my app took another
approach after prototype



Digital wireframes

In my original scope i took a basic design but users identified multiple issues around login and useability that resulted in a full redesign.



Usability study: parameters



Study type:

Unmoderated usability study



Location:

Australia, remote



Participants:

5 participants



Length:

30-60 minutes

Usability study: findings

1

Improve the login process:

Some participants reported having trouble with the login process, which can be frustrating and discourage them from using the app. To improve the user experience, the login process should be made more intuitive and straightforward using options with login with google to simplify the process.

2

Add more customisation options:

While most participants liked the app's features, some suggested adding more customisation options to make it more tailored to their individual needs. For example, adding the ability to include photos or other media to the journal entries or change settings in the profile like setting a pin to make there journals private.

3

Emphasise the benefits of the app:

Some participants were unsure if they would use the app, even though they found it useful. Emphasising the benefits of the app, such as improved mental health, can help persuade users to make the investment but ultimately getting business onboard will be key to its success

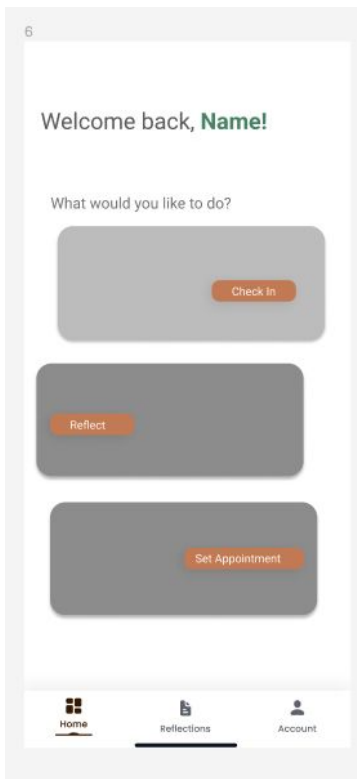
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

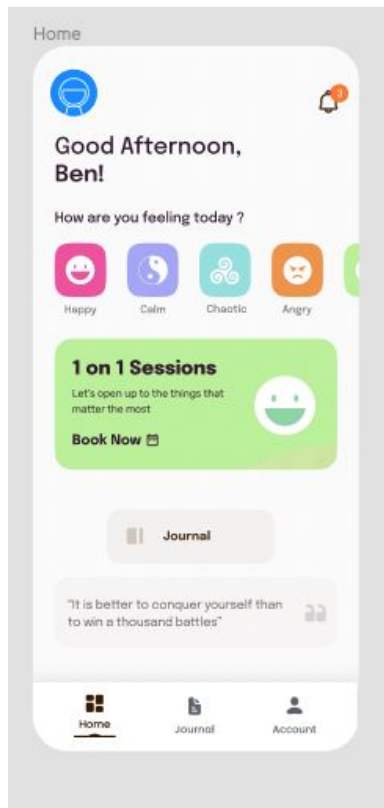
Mockups

The Check In Feature was changed into a how are you feeling today feature, and reflections to journal with an easy place to locate the user profile inserted in the top of the screen.

Before usability study



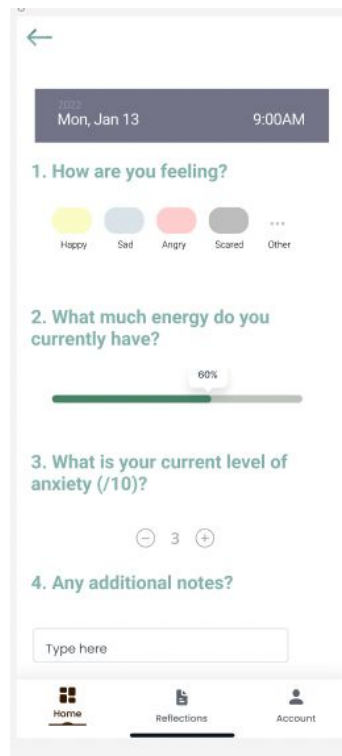
After usability study



Mockups

After the Usability study the Reflection was changed to Journal making it more focused on the user capturing their own unique journey

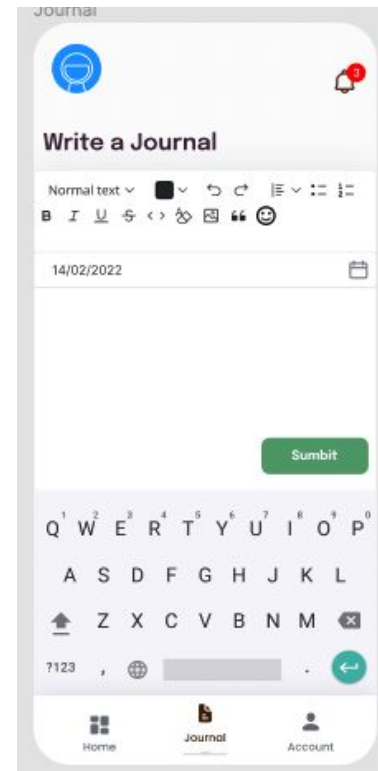
Before usability study



A mobile app mockup titled 'Reflections' showing a journal entry form. The header includes a date 'Mon, Jan 13' and time '9:00AM'. The form contains four questions: '1. How are you feeling?' with five color-coded buttons (Happy, Sad, Angry, Scared, Other); '2. What much energy do you currently have?' with a progress slider set to 60%; '3. What is your current level of anxiety (/10)?' with a numeric keypad showing '3'; and '4. Any additional notes?' with a text input field. A bottom navigation bar has 'Home', 'Reflections', and 'Account' tabs.

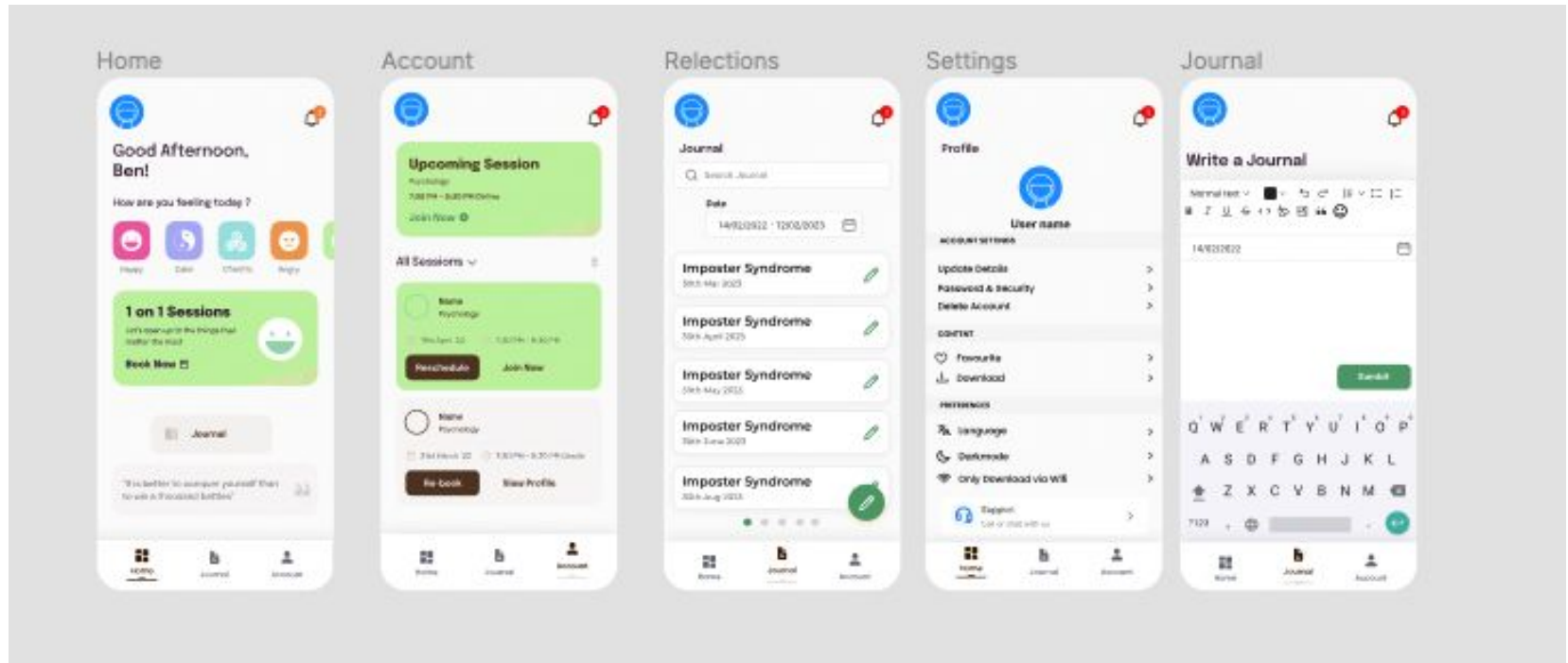


After usability study



A mobile app mockup titled 'Journal' showing a journal entry form. The header includes a date '14/02/2022'. The form contains a text input field, a 'Submit' button, and a keyboard. A bottom navigation bar has 'Home', 'Journal', and 'Account' tabs.

Mockups



Accessibility considerations

1

Speech-to-text allows users who have difficulty typing or using a keyboard to input text using their voice, making it easier for them to use the app. This can be particularly helpful for individuals with physical disabilities or visual impairments

2

Dark mode is an option that can reduce eye strain and make it easier for users to use the app in low-light environments. This can be helpful for individuals who may have sensitivity to bright light or those who use the app in the evening or at night.

3

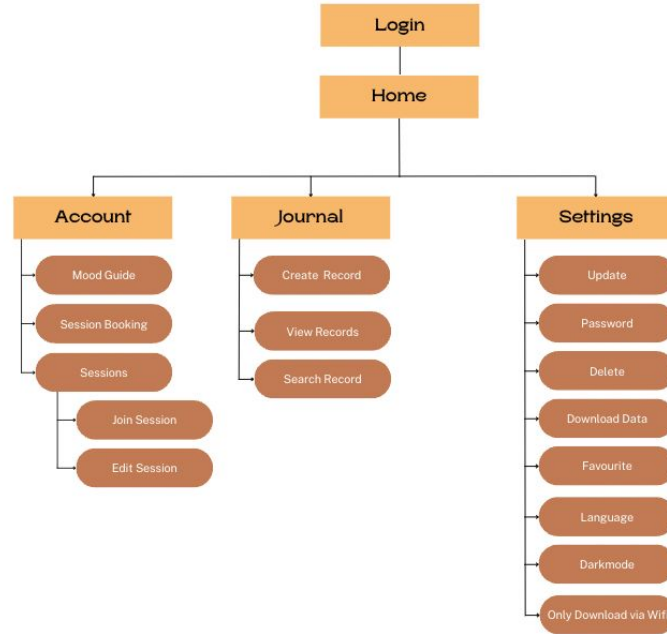
WiFi-only download is an option that allows users to download content only when they have a stable and reliable WiFi connection. This can be helpful for individuals who have limited data plans or those who may live in areas with poor network connectivity. By offering this option, the app can be more accessible and inclusive to a wider range of users who may have varying internet access.

Responsive Design

- Information architecture
- Responsive design

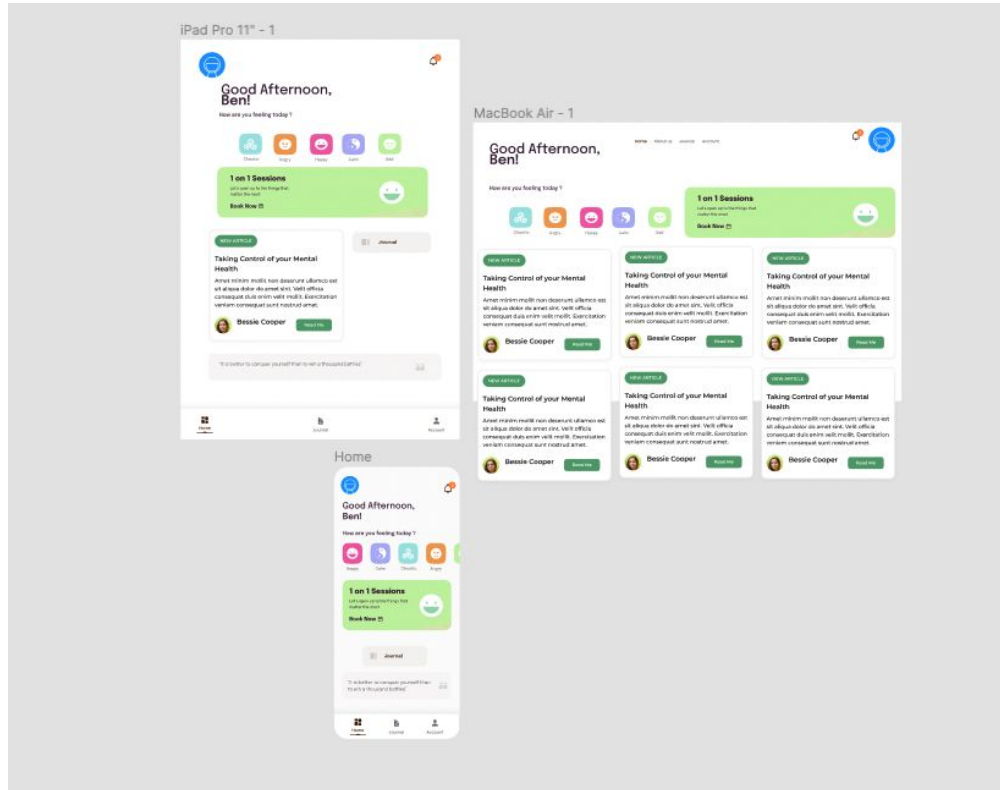
Sitemap

The goal was to create a simple app that gave users a high level access to there account and data.



Responsive designs

Each Device is customised to include additional features with custom content for the tablet and website versions to appeal to that audience.



Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The app has the potential to greatly improve the therapy experience for users by providing a way to track sessions and journal thoughts for accountability and progress monitoring.



What I learned:

The importance of user feedback and iteration and how listening to users can dramatically change your designs.

Next steps

1

Conduct further user testing to validate the assumptions made during the development of the app and ensure that the app meets the needs of the target audience.

2

Develop a marketing and sales strategy that targets mental health professionals and organizations, highlighting the benefits of using the app for therapy sessions and patient care.

3

Continuously gather user feedback and make improvements to the app, adding new features that improve the user experience and increase the app's value proposition. This can be done through regular app updates and customer surveys.

Let's connect!



Thank you for viewing this case study you can reach me at benferdinands.com