

MIND YOUR MENTAL

ONLINE THERAPY SERVICES

Project: Mind Your Mental

Roles: All roles

Duration: November 2021 - December 2021

Case Study by: Madison Sims

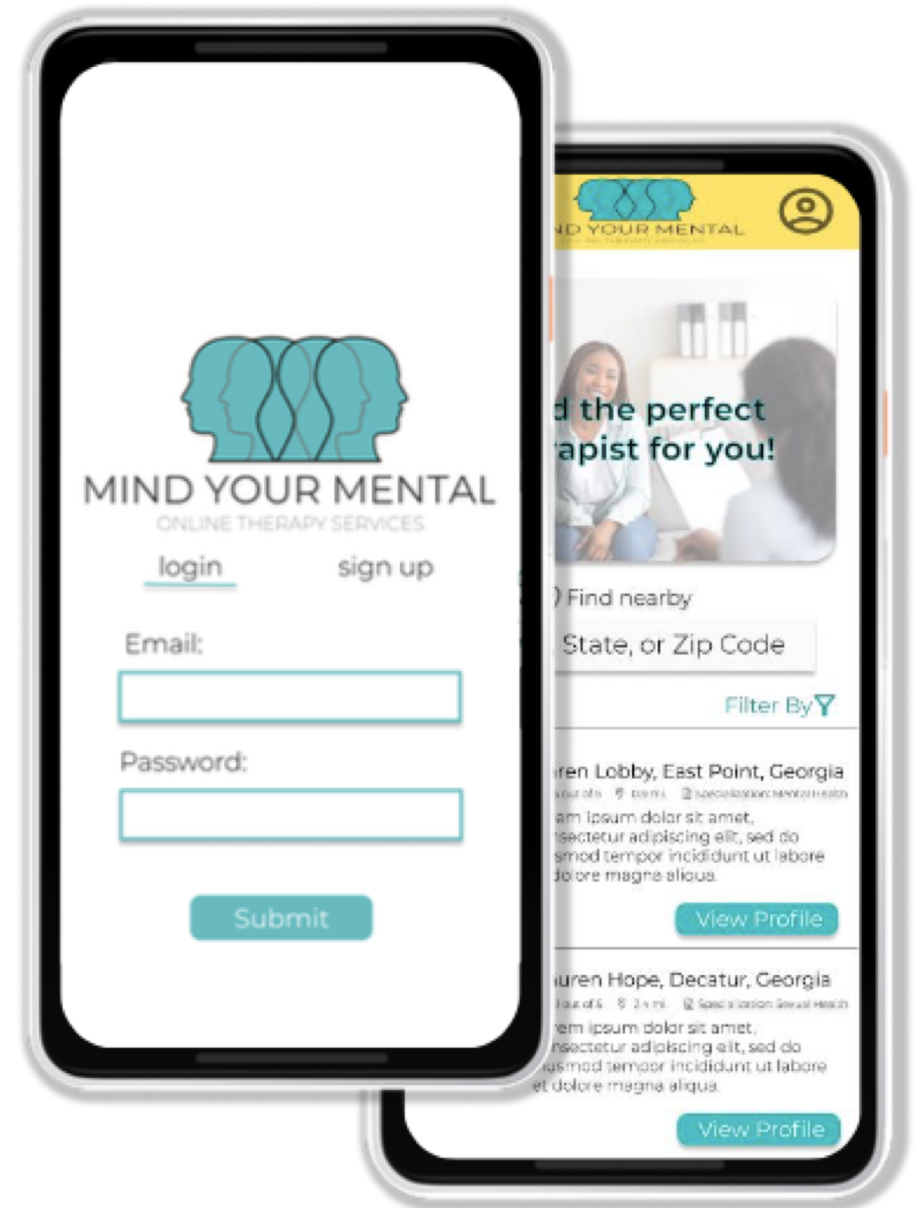
Project Overview

The Project:

Mind Your Mental is a scheduling and management app for both therapists and those seeking therapy. This app strives to match therapy seekers with nearby therapists that meet their specific needs and desires, in addition to offering organizing and communication features for therapists to better stay connected with their clients. Mind Your Mental targets customers who value the convenience of close locations and operating messaging, scheduling, and managing in one app.

Project Duration:

November 2021 – December 2021



Project Overview

The Problem:

Those seeking therapy wanted the convenience of having a therapist close to their home and wanted the ability to choose a therapist based on their specific therapy needs.

Therapists were overwhelmed with using multiple apps to keep track of bookings, communicating with clients, and holding virtual sessions.

The Goal:

Design an app that matches clients with nearby therapists that meet their therapy needs and preferences, in addition to designing features that allow therapists to do all their tasks in one app.

Project Overview

My Role:

All roles- UX designer, UX researcher, etc.

My Responsibilities

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs

Challenges

- 1) Eliminate barrier to entry on application sign up
- 2) Incorporate a way for users to view therapists based on their specific mental health needs
- 3) Create hosting tool that organizes bookings, messages, and appointments

Understanding the User(s)

- User Research
 - Personas
- Problem Statements
- User Journey Maps

User Research Summary

I conducted interviews and created empathy maps to understand the users and their needs. The two main targeted user groups are therapy seekers and those seeking therapy. Through research it was revealed that therapy seekers wanted therapists specific to their needs and therapists who were overwhelmed with using multiple apps to keep track of their clients. These user groups confirmed initial assumptions, but research also revealed that these were not the only factor limiting for users. I created user journey maps and affinity maps to better understand the users' thought process and their emotions throughout the process.

User Research Thought Process

As I started my research, I asked myself: “What group of people would benefit most from therapy services?” After acquiring a few answers, I realized that young adults are most likely to benefit AND search for these services due to them having the highest prevalence of mental health issues. After a quick interview with this age range, I realized that majority of them stated their mental health began to shift once they started college or once they moved out on their own. Although all of them had similarities in when their health began to shift, almost all of them stated diverse types of health concerns they had. In conclusion, it became evident that their goal was to be connected with a therapist that matched their specific mental health needs.

Because this product is for both therapy seekers and therapists, I decided to interview therapists last. After interviews, it became evident that therapists’ main focus was staying organized. Majority of them used planners or calendars to keep up with scheduling, emails or IM for messaging purposes, and personal websites for bookings. Using multiple platforms was noted as being “overwhelming” and “all over the place” for them, so their main goal was to have a platform to host all these features.

User Pain Points

1

Inconvenience

Therapists are overwhelmed with using multiple apps to manage their work and clients. Therapy seekers hate having to wait until their appointments to communicate with their therapist.

2

Work Overload

Therapists have too many clients to keep track of progress, messages, and scheduling.

3

Wasted Time

Therapy seekers feel like they waste time with a lot of therapists because they don't specialize in their specific needs.

Personas



Michael Mitchell
Therapist Seeker

Age: 24

Education: Master's

Occupation: College Student

"I wish distance wasn't an issue for the therapist I like the most."

Goals:

- app that allows them to categorize therapists based on preferences
- messaging tool that allows message to be sent to therapists whenever needed

Frustrations:

- has had a lot of therapists but felt like none specialized in their specific needs
- forgets to mention certain things during sessions with therapists

Michael Mitchell is a full-time college student who needs a therapist that tailors to their preference and mental health needs. Being that he's in college, he doesn't have reliable transportation so being able to search for someone close to him would be beneficial.

Problem statement: Michael is a full-time college student who needs a nearby therapist that fits their preferences because he doesn't have a wide variety of transportation to choose from and every therapy in the past didn't meet his personal needs.



Michelle Michaels
Therapist

Age: 55

Education: Doctorate

Occupation: Family Therapist

"I am overwhelmed with using different platforms to stay organized with everything."

Goals:

- wants an app that is easy to operate and understand
- app needs to host all features such as sending reminders, tracking bookings, and messaging clients

Frustrations:

- it's difficult keeping up with scheduling, current bookings, and messaging
- overwhelmed with using different apps to stay organized

Michelle Michaels is an older therapist who isn't tech savvy. They need an app that provides scheduling, bookings, and messaging features because they get overwhelmed with using multiple apps to manage their work.

Problem statement: Michelle Michaels is an older therapist who isn't very tech savvy. They get overwhelmed using multiple apps to manage her work so they need one app that provides all the scheduling, communicating, and managing features.

User Journey Map

Mapping Michelle's user journey revealed how difficult or easy the app is to navigate through.

Persona: Michelle

Goal: Search booked appointments for a certain date and time

ACTION	Log In/Sign Up	Locate Appointments page	Find appointments for a specific date	Select a certain time
TASK LIST	Tasks A. Open app B. Sign up or log in to account	Tasks A. Click hamburger menu B. Select "Appointments"	Tasks A. Click on a specific day on the calendar shown	Tasks A. Click on a specific day B. Select a time for that day
FEELING ADJECTIVE	<ul style="list-style-type: none"> - Eager and excited - Indecisive with filling out "About Me" info on sign up page 	<ul style="list-style-type: none"> - Confused on what "hamburger menu" meant 	<ul style="list-style-type: none"> - Relieved by the action 	<ul style="list-style-type: none"> - Relived
IMPROVEMENT OPPORTUNITIES	Create fill in words to reduce time constraints	Create a button for most sought screens to make it easier for users to access	--	--

User Journey Map

Mapping Michael's user journey revealed how difficult or easy the app is to navigate through.

Persona: Michael

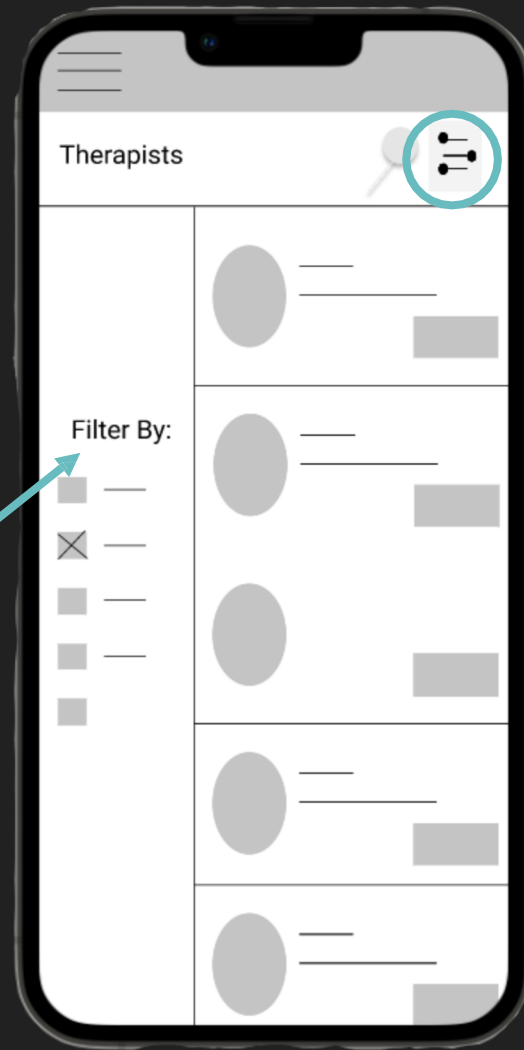
Goal: Schedule an appointment with a therapist

ACTION	Log In/Sign Up	Filter therapists	Select a therapist and schedule appointment	Fill out booking information
TASK LIST	Tasks A. Open app B. Sign up or log in to account	Tasks A. Find the filter button B. Select preferences based on needs/wants	Tasks A. Select a therapist B. Click schedule button	Tasks A. Select a certain time and day for session B. Fill out booking information
FEELING ADJECTIVE	- Eager and excited - Frustrated with allowing location services	- Took a minute to locate filter button - Confused	- Easily found schedule button	- Relieved
IMPROVEMENT OPPORTUNITIES	Create alternative for location services	Include wording with icon or make the icon bigger	--	--

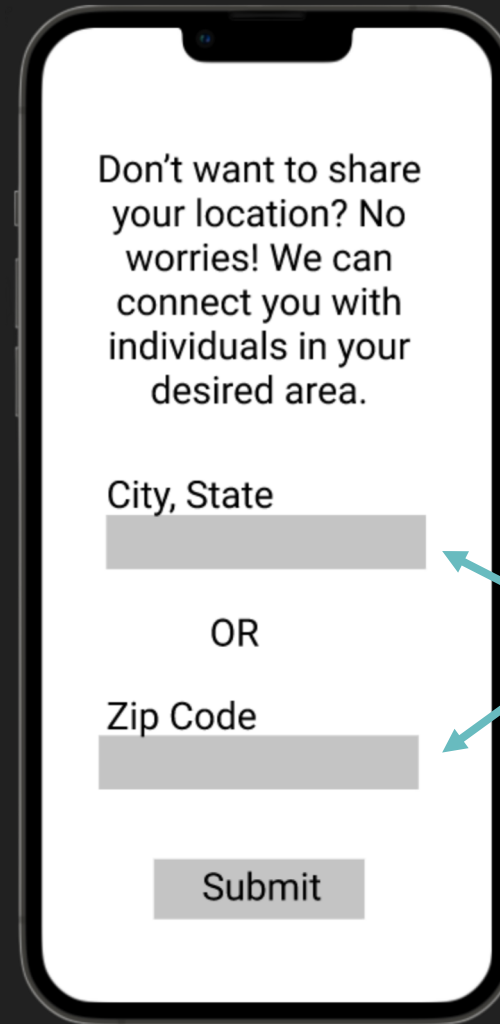
Starting the Design

- Digital Wireframes
- Low-Fidelity Prototype
 - Usability Studies

Digital Wireframes



The filter button categorizes needs that can be selected based on clients' desires.

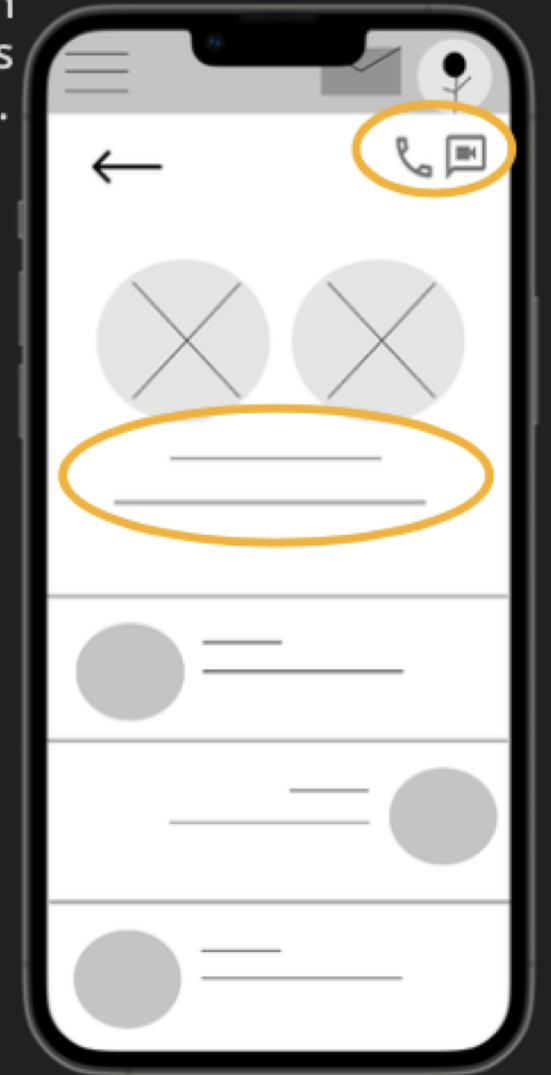
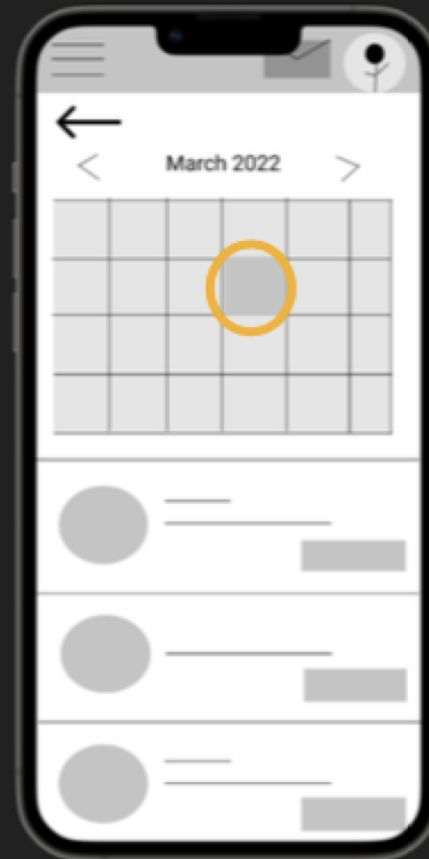
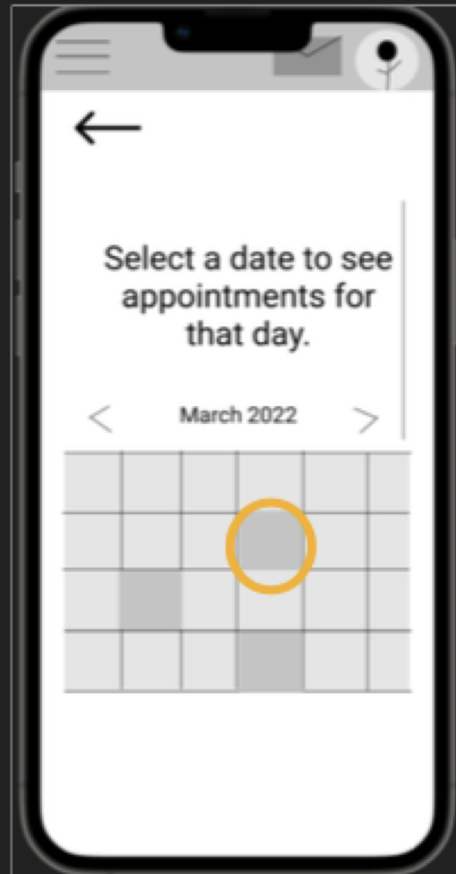


Two additional alternatives that allow the user to not have to share their personal location.

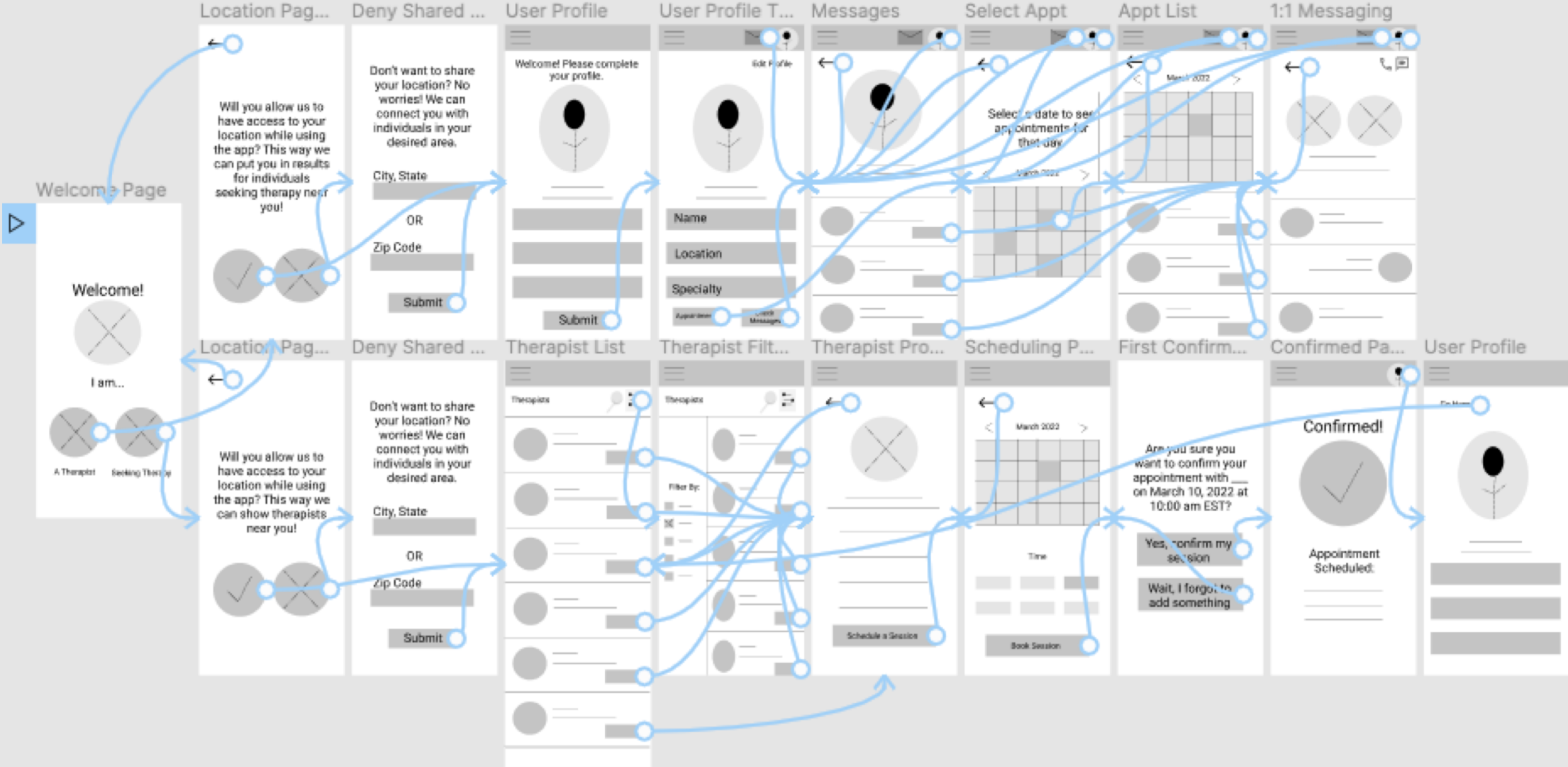
Digital Wireframes

Easy access and appointment display.
Clicking on desired day shows a list of appointments for that specific day

App helps keep the therapist organized and in communications with each client.



Low-Fidelity Prototype



Research Study Details:

Research Questions:

-What can we learn from the user flow, or the steps that users take, to schedule a therapist and to message a client/therapist?

-How long does it take the user to find and book a therapist?

Participants:

10 participants
(5 therapists/ 5 therapy seekers)

Three males, three females, and four nonbinary individuals, between the ages of 18 and 45. One participant is a person with a visual impairment.

Methodology:

10-15 minutes per participant

Location: United States, remote

Moderated Usability Study
(Via FaceTime)

Users were asked to perform tasks in a low-fidelity prototype

Usability Study: Findings

I conducted two rounds of usability studies. Findings from the 1st study helped guide the designs from wireframes to mockups. The 2nd study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

Round 1 Findings:

1

User wanted a detailed confirmation page after booking

2

Users wanted an alternative for sharing their location

3

Therapist list was congested with information and overwhelming

Round 2 Findings:

1

User wanted reminder sent or link to calendar about appointment

2

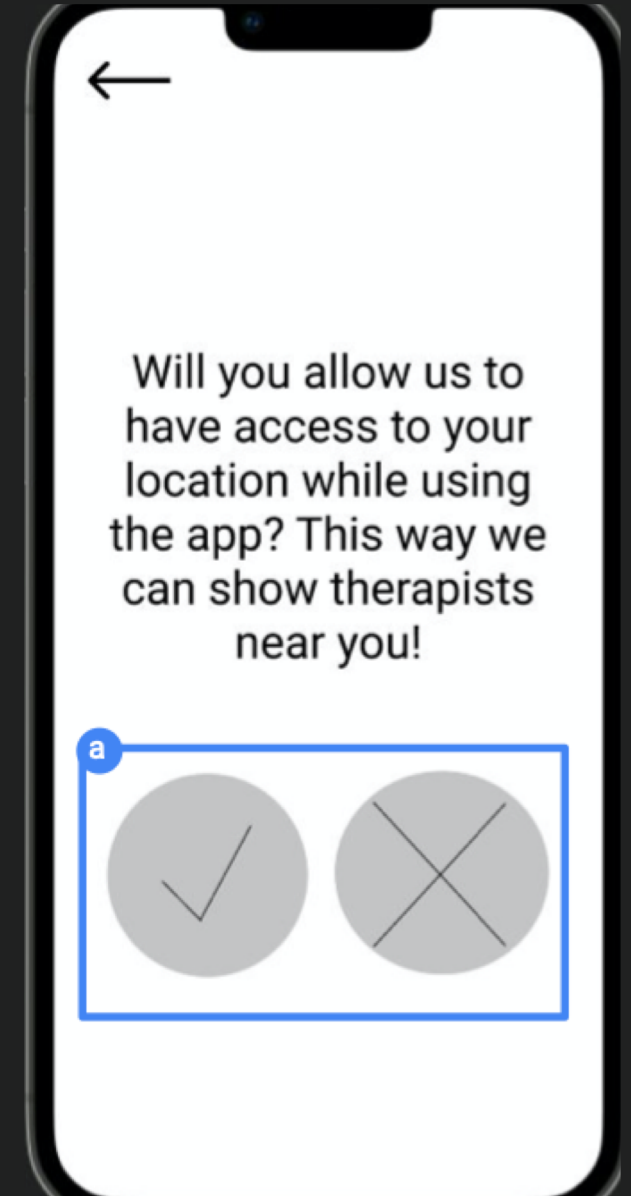
User needed a way to filter messages from clients

Usability Study: Insight Findings

Users felt uneasy sharing their location

- 3 out of 5 participants had trouble with the user flow because of denying their location to be shared.
- * This means that sharing personal location is not desired by most users

“I like that the app finds the therapists close by me but I'm scared to give access to my location. I'm overwhelmed with having to decide what to do” (Participant 2)

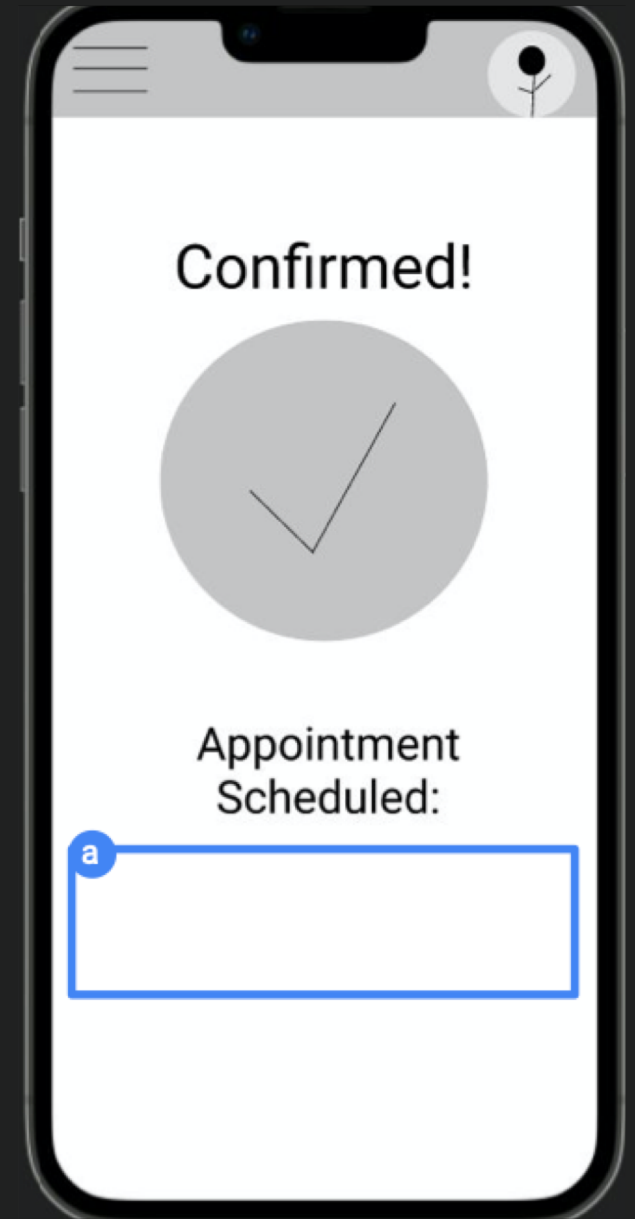


Usability Study: Insight Findings

Most users were unsure about the appointment they set up, and want a detailed confirmation page

- 3 out of 5 participants needed a detailed confirmation page.
- Most users were unsure of the date/time they set up, but not all were frustrated about the issue.

“I need more features or texts that are detailed so that I know what time and date I signed up for.” (Participant 3)

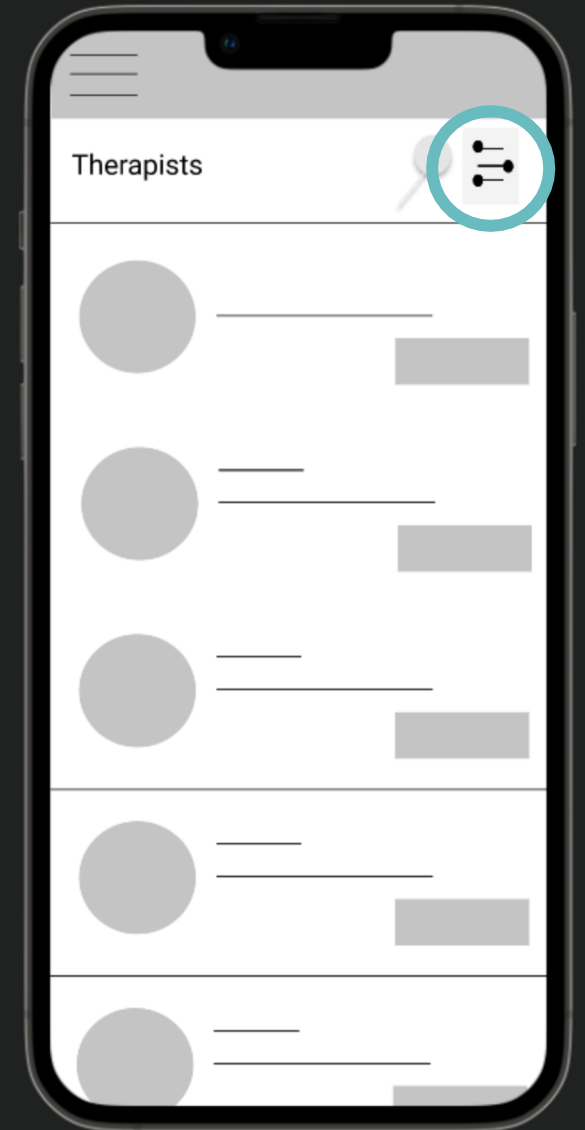


Usability Study: Insight Findings

Some users found it difficult to find the filter button (partially because they didn't know what the filter button looked like)

- 2 out of 5 participants find it hard to locate the filter button.
 - * This means that finding and using the filter button is difficult for some users

“The button was too small to find and I didn't really know what button I was looking for.” (Participant 3)

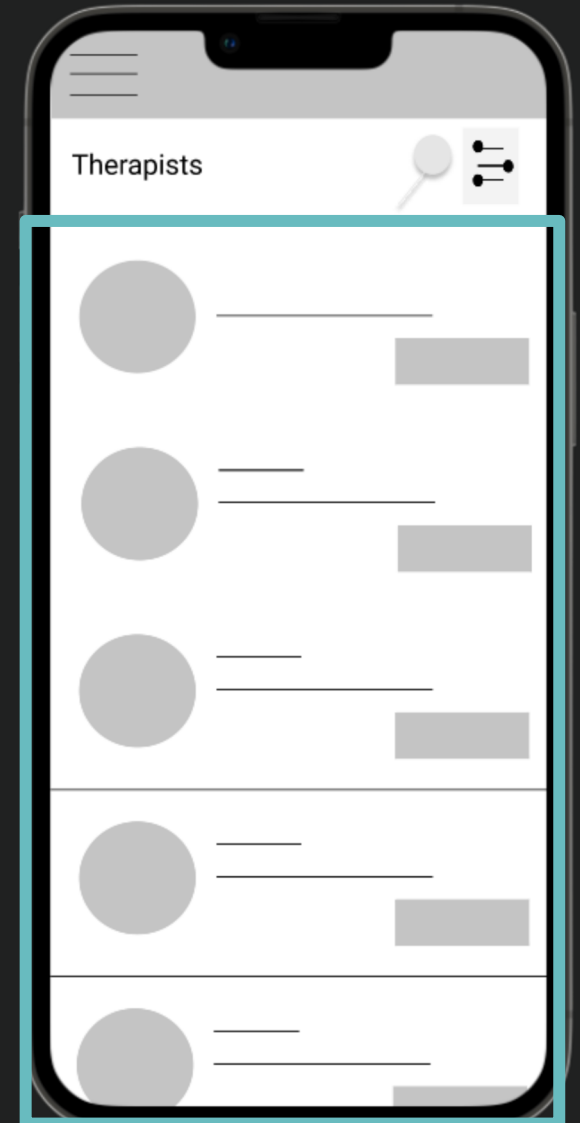


Usability Study: Insight Findings

Users felt like the long, detailed list of therapists were compacted and overwhelming

- 4 out of 5 participants believe the lists of therapists were too long and overwhelming.
- * Most users felt the lists of therapists are too crowded and hard to differentiate for almost all users.

“I guess because I didn’t share my location there are a billion therapists and it’s hard to choose or read all this information.” (Participant 1)



Research Insight & Recommendations

1

Detailed confirmation page needed

- Include a detailed scheduling confirmation page

2

Uncertainty about allowing location services

- Include an alternative for the location page (instead enter city, state, or zip code)

3

Inability to find/use filter button

- Include a magnifying glass (search option) beside the filter button to indicate what that area is used for

4

Therapist list compacted

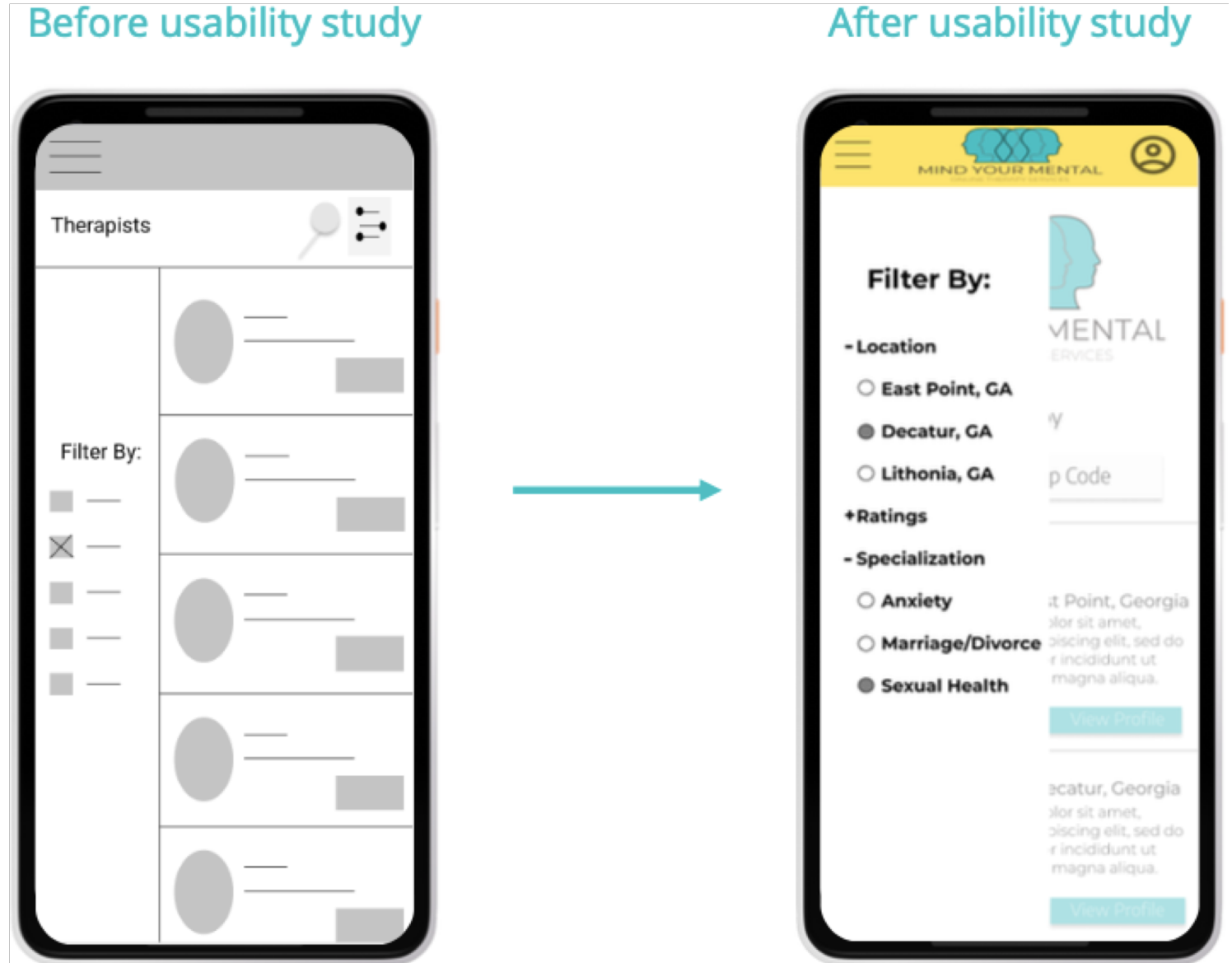
- Because the lists were compacted and overwhelming due to denying location, if we include the alternative location page, users will receive a denser list

Refining the Design

- Mockups
- High-Fidelity Prototype
- Accessibility

Mockups

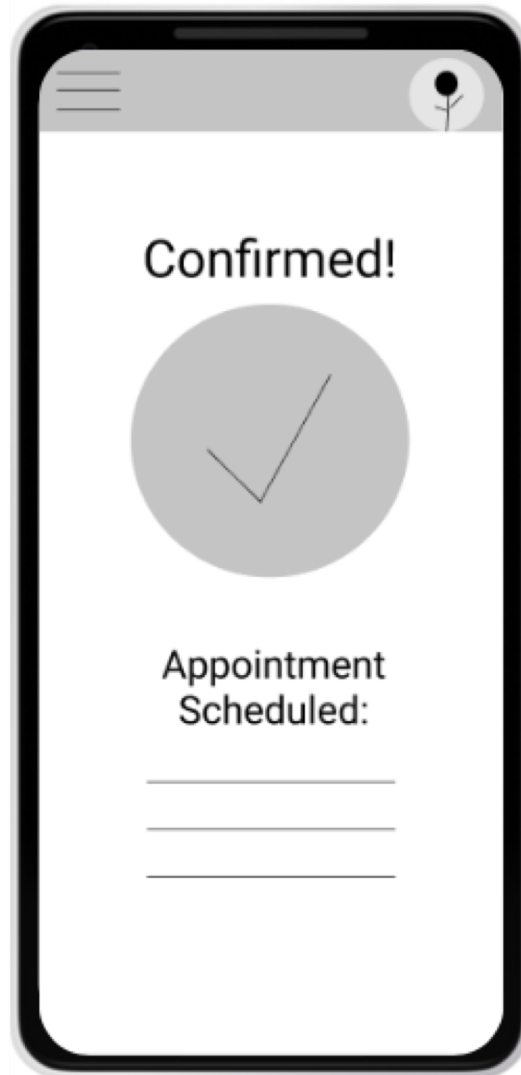
Early designs allowed for some customization, but after the usability studies, I chose to have the filter functionality slide in the screen instead of adding it to the side of the screen. I chose to do so because users were overwhelmed with the long lists of therapists, so allowing the filter section to cover the screen, eliminated the compacted screen.



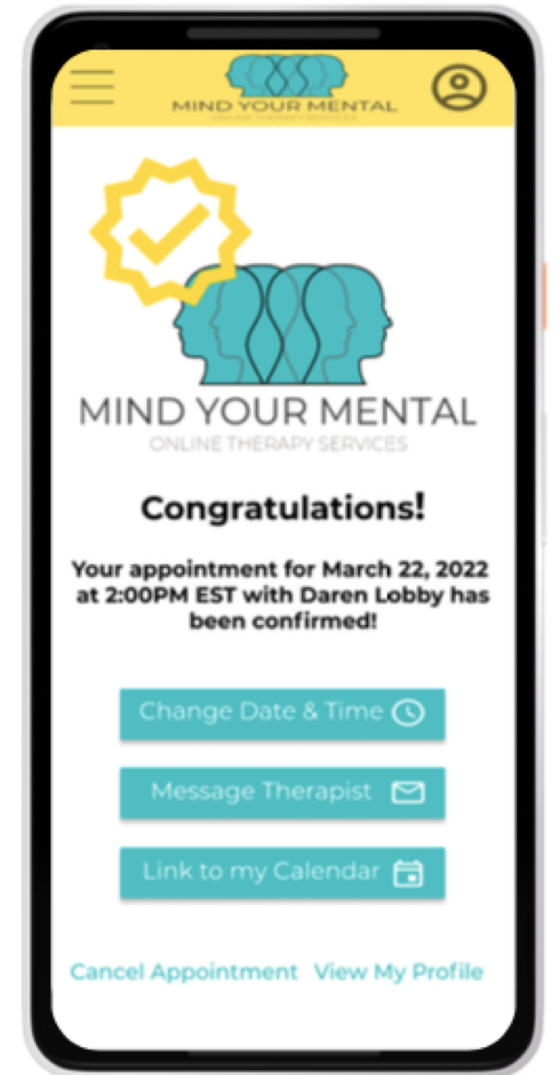
Mockups

The first usability study revealed frustration with the confirmation page. The page didn't include a summary of the appointment or the option to change it. I made those changes and added the **link to my calendar** option to this screen to send reminders to the user.

Before usability study



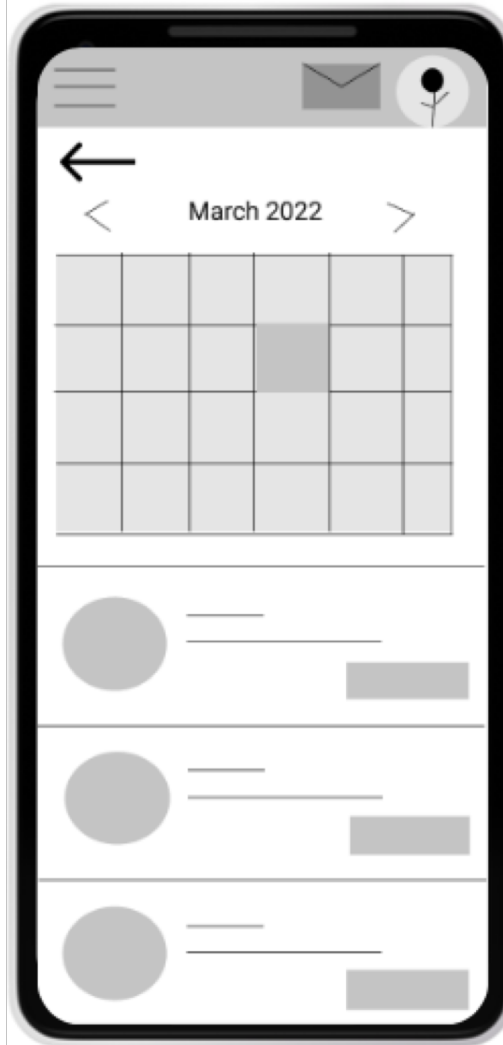
After usability study



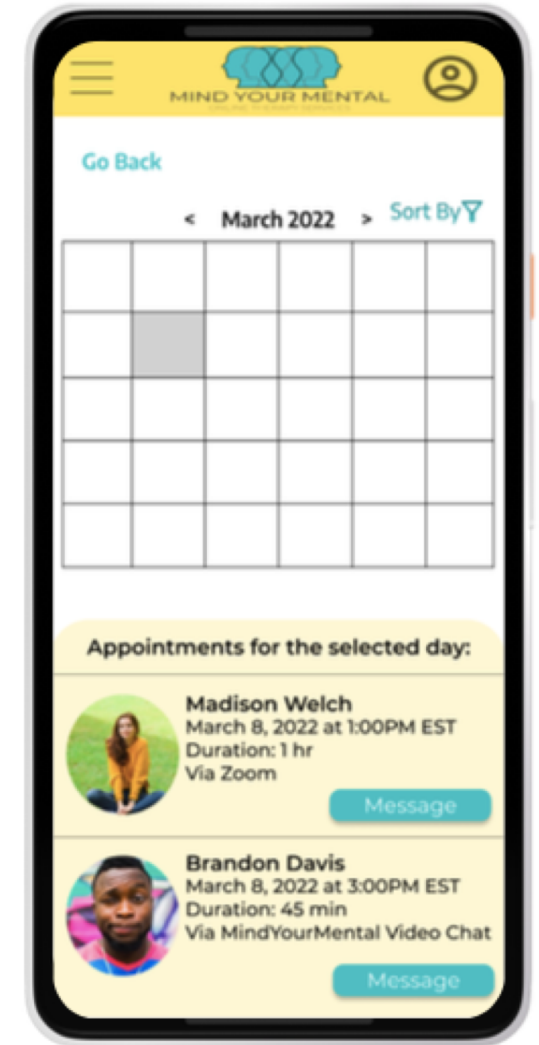
Mockups

The first design wasn't as detailed as the user thought it should be. Missing elements such as appointment time, duration, and meeting space were not on display. This caused frustration for the user. I decided to display those key points as well as a call-to-action for messaging.

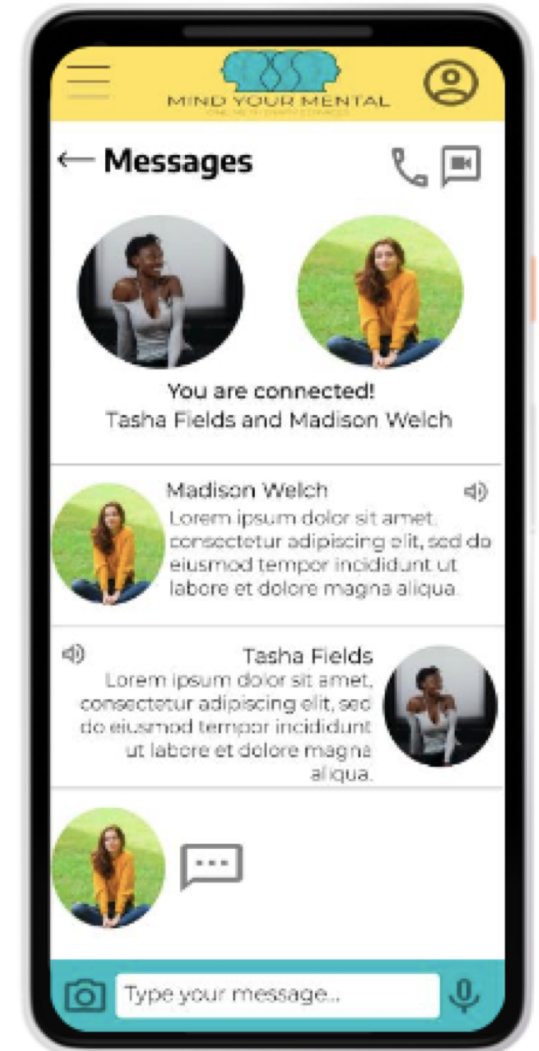
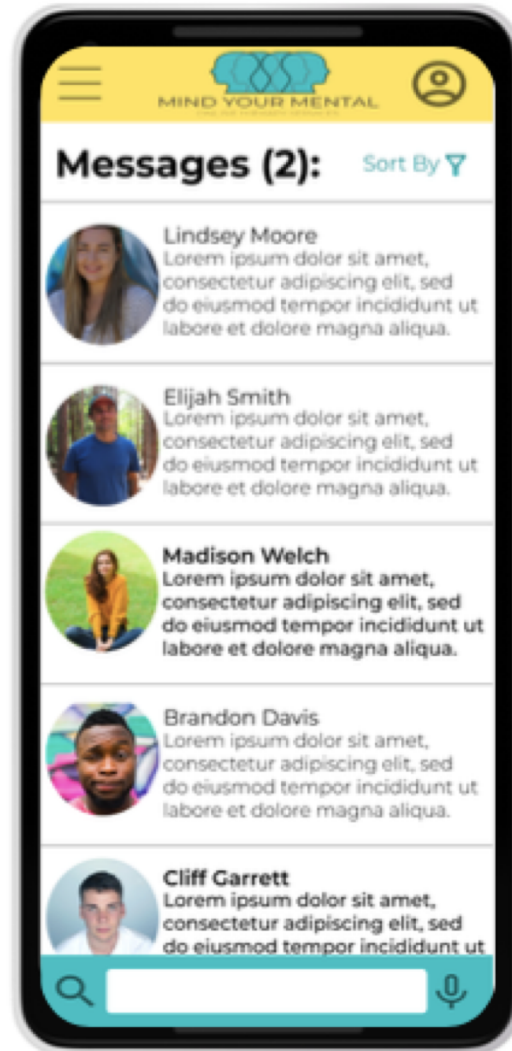
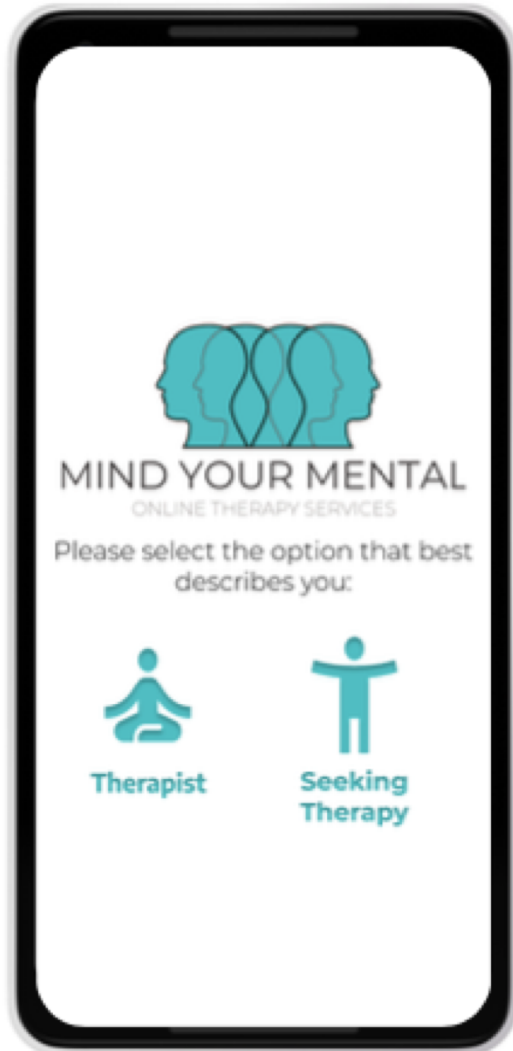
Before usability study



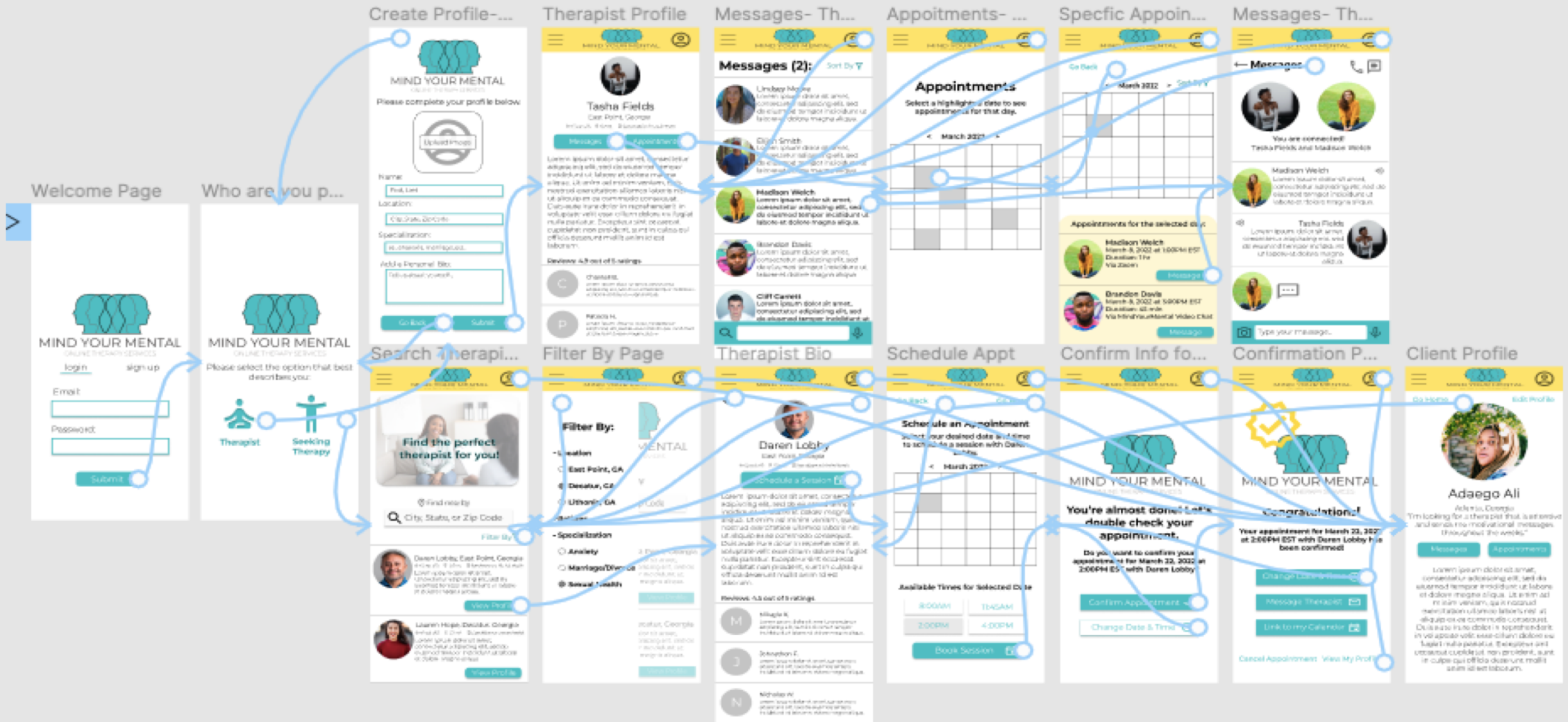
After usability study



Mockups



High-Fidelity Prototype



Accessibility Considerations

1

Bluetooth keyboard and voice recognition for messaging

2

Used icons to help make navigation easier.

3

Auto-filling for data entry to limit time constraint and preventing user errors

Going Forward

- Takeaways
- Next Steps

Takeaways



Impact:

The app makes users feel like Mind Your Mental really thinks about how to make managing clients easier and giving the users options that tailored specifically to their needs and preferences as opposed to committing to a "one size fits all" stand point.



What I Learned:

I learned how beneficial usability studies are and how they actually give me more ideas to ideate as I go through the design and implementing process.

One quote from user feedback:

"This app would make it so easy to find a therapist close to me that has experience dealing with things I struggle with in my everyday life."

Next Steps



Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.



Conduct more user research to determine any new areas of need.