



upward

Overview

Upward is a mobile application designed to help adolescents cope with mental health challenges when it becomes difficult to speak with a loved one.

It provides a way to uplift their mood and helps them manage their emotions.

The app includes features such as mood tracking, coping strategies, uplifting content, and a connection to mental health resources.

Role

UI/UX Designer, in collaboration with a team of 4 designers

Tools

Figma
Miro

The Process

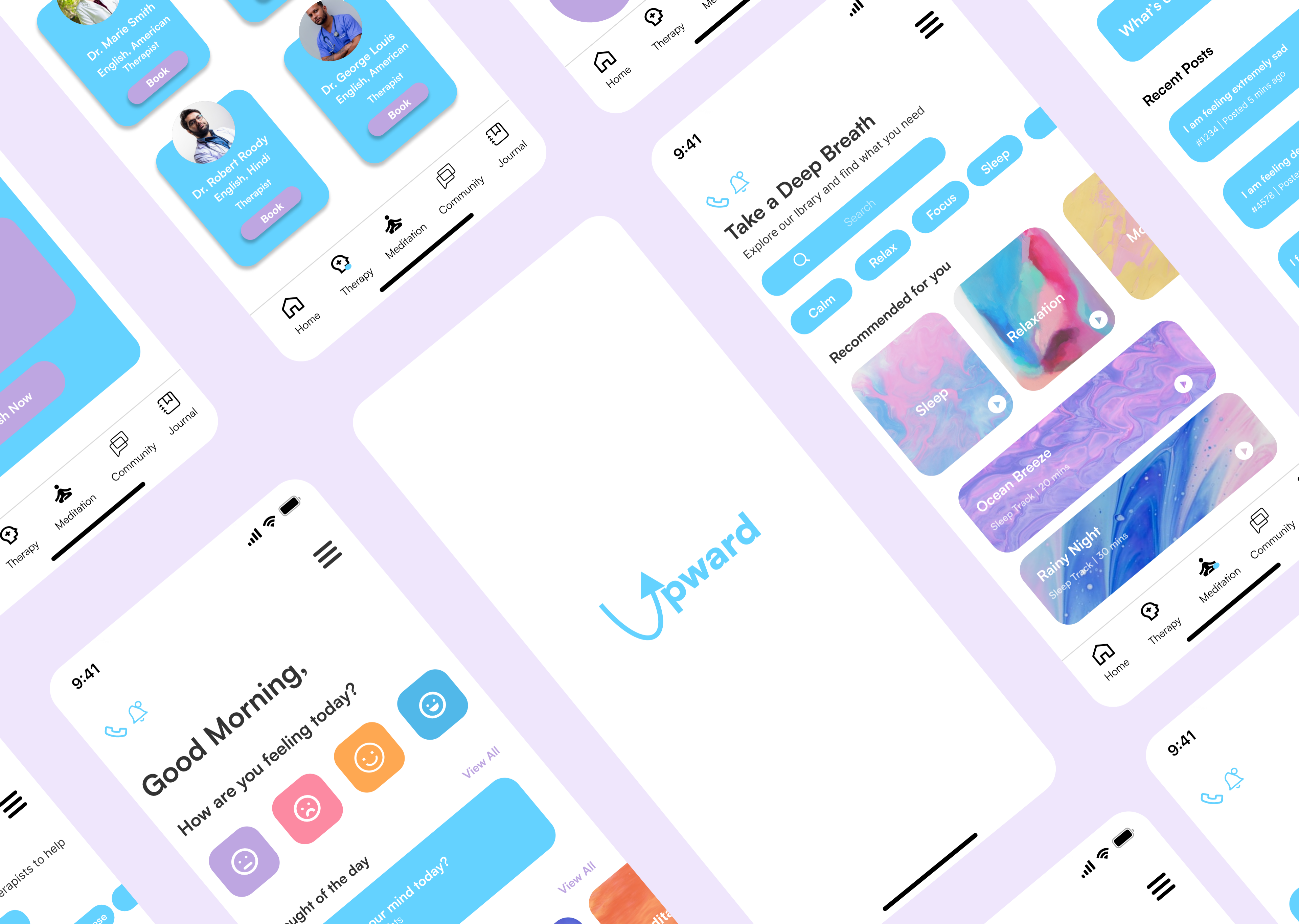
Empathize
Define
Design & Test
Reflection

The challenge

Adolescents struggling with mental health often find it difficult to reach out and talk about their issues with loved ones or seek professional help. This can lead to prolonged suffering, worsening of symptoms, and potential negative outcomes such as self-harm or suicidal thoughts.

The Solution

Upward is an all-in-one application designed to help adolescents cope with mental health challenges by providing a safe and private space to learn about mental health, track their moods, access helpful resources, and connect with trained professionals when needed. The app features a variety of interactive tools, including self-assessment quizzes, guided meditations, and mood tracking, to help users better understand their mental health and develop healthy coping strategies. Additionally, the app allows users to connect with licensed therapists for one-on-one sessions via secure video or text messaging, providing them with a confidential and accessible way to seek professional help. Overall, Upward aims to empower adolescents to take control of their mental health and improve their well-being in a supportive and non-judgmental environment.



Upward

9:41

Good Morning,
How are you feeling today?



Thought of the day

our mind today?

View All

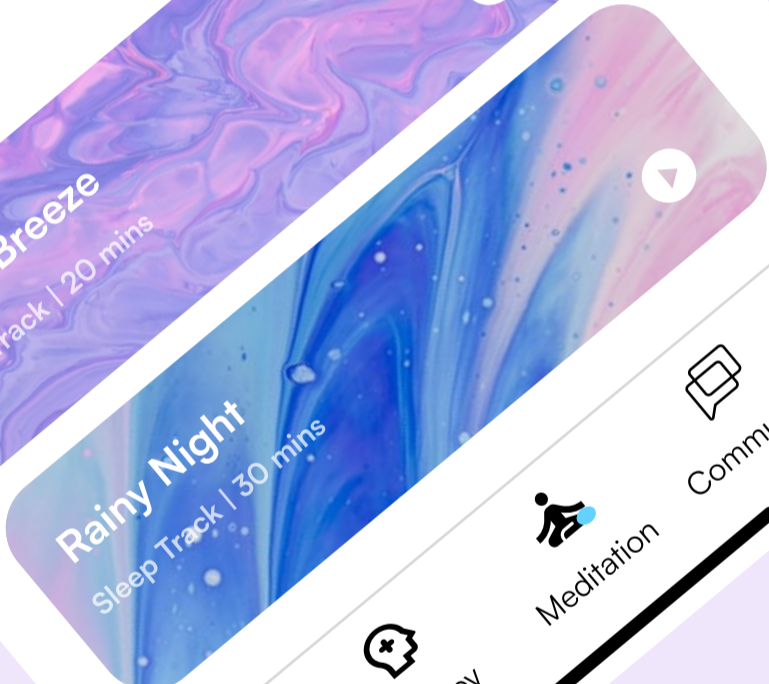
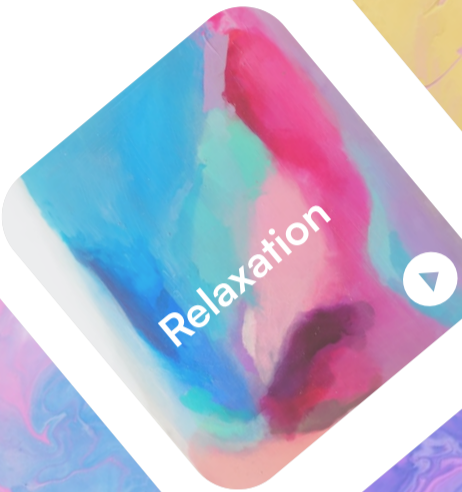
View All

9:41

Take a Deep Breath
Explore our library and find what you need



Recommended for you



9:41

Recent Posts

I am feeling extremely sad
#1234 | Posted 5 mins ago

I am feeling de
#4578 | Poste

What's U

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dit

sh Now

Therapy

Meditation

Community

Journal

Home

Therapy

Meditation

Community

Journal

Home

Therapy

Me

Dr. Marie Smith
English, American
Therapist

Book

Dr. Robert Roody
English, Hindi
Therapist

Book

Dr. George Louis
English, American
Therapist

Book

Home

Therapy

Meditation

Community

Empathize

Research Plan

The research plan for Upward will focus on understanding the needs and preferences of adolescents who struggle with mental health challenges and are looking for a mobile application to help them cope. The research will consist of a mix of qualitative and quantitative methods to gain a comprehensive understanding of the target audience.

Goals

The goals of the research plan are to identify the specific mental health challenges that adolescents face, explore how they currently cope with these challenges, understand the features and functionality they would find most helpful in an app designed to support their mental health, and identify any potential barriers to using such an app.

Prototype

User Research

Pain Points

- Stigma: Mental health is still stigmatized in many communities, which can make it difficult for people to seek help without feeling judged or ostracized.
- Limited access to resources: Depending on where they live, individuals may not have access to mental health resources or may not be able to afford the cost of therapy or other services.
- Difficulty finding the right support: Even with access to resources, it can be challenging to find the right therapist or support group that meets an individual's specific needs.
- Fear of being a burden: People may avoid seeking help because they worry that they will be a burden on their loved ones or fear that they will be perceived as weak or needy.
- Lack of motivation: Depression and other mental health issues can zap an individual's motivation, making it hard to take the necessary steps to seek help or engage in self-care.
- Limited time: Many individuals lead busy lives and may feel that they don't have the time to prioritize their mental health.
- Overwhelm: Mental health issues can be overwhelming, which can make it difficult to know where to start or what steps to take.

Competitive Analysis



Strengths

- Established brand recognition and a large user base
- Wide range of guided meditations and mindfulness exercises
- Collaborations with popular brands and celebrities for increased visibility

Weaknesses

- Lacks specific focus on mental health challenges
- Monthly subscription can be expensive for some users
- Limited customization options for guided meditations

Strengths

- Offers professional counseling and therapy sessions
- Easy to use interface for scheduling appointments and communicating with therapists
- Affordable pricing options compared to traditional in-person therapy

Weaknesses

- May not be accessible to those without internet access or technology
- Limited availability of therapists in certain regions
- Requires commitment to weekly sessions, which may not work for all users

Strengths

- Easy to use interface for mood tracking and goal setting
- Personalized recommendations based on user data
- Offers a variety of guided meditations and exercises for different mental health challenges

Weaknesses

- Limited focus on social support and community building
- May not be effective for those with severe or persistent mental health challenges
- Monthly subscription fee may be a barrier for some users

Based on this competitive analysis, Upward can focus on differentiating itself by providing a specific focus on adolescents and their unique mental health challenges.

It can also explore the potential of offering virtual counseling and therapy sessions or incorporating social support and community building features to enhance the user experience.

Define

User Persona



Name - Alex

Age: 16
Occupation: High School Student
Education: High School
Location: Suburban area

Background

Alex is a 16-year-old high school student who lives with their family in a suburban area. They are active in school sports and clubs and have a busy schedule that often leaves them feeling stressed and overwhelmed. Alex has struggled with anxiety and depression in the past but has not received any formal treatment or counseling. They often feel like they don't have anyone to talk to about their mental health, and this makes them feel isolated and alone.

Alex has tried a few mental health apps in the past but found them to be confusing and overwhelming. They are interested in finding an app that is specifically tailored to teenagers and provides a supportive and non-judgmental environment. Alex hopes to learn new coping mechanisms for stress and anxiety and connect with others who are going through similar experiences.

Personality and Attributes

- Introverted and shy
- He enjoys spending time alone or with a small group of close friends
- He has a strong desire to improve her mental health and well-being

Technology usage

- Uses a smartphone and laptop on a daily basis
- Active on social media like Instagram and Snapchat
- Prefers apps and digital tools that are easy to use and visually appealing

Goals

- Improve mental health and well-being
- Learn coping mechanisms for stress and anxiety
- Connect with others who are going through similar experiences

Challenges

- Feels isolated and has trouble discussing mental health with family or friends.
- Struggles with managing stress and anxiety related to school and extracurricular activities
- Has limited knowledge of mental health resources and tools



Name - Rachel

Age: 17
Occupation: High School Student
Education: High School
Location: Suburban area

User Quote

"I just want to feel better, but its hard to talk about how I'm feeling with other people. I'm hoping to find a way to manage my mental health on my own and feel more in control of my emotions."

Goals

- Find a way to cope with anxiety and depression without feeling judged or misunderstood by friends and family
- Learn how to manage stress and negative thoughts.
- Improve her mood and overall well-being.

Challenges

- Feels uncomfortable discussing mental health with loved ones.
- Doesn't know where to turn for help and support.
- Struggles to manage stress and negative thoughts on her own.

Personality and Attributes

- Introverted and shy
- She enjoys spending time alone or with a small group of close friends
- She has a strong desire to improve her mental health and well-being
- She is willing to try new things and explore different solutions to her problems

Technology usage

- Uses a smartphone and laptop on a daily basis
- Active on social media like Instagram and Snapchat
- Prefers apps and digital tools that are easy to use and visually appealing

Empathy Mapping

What they say

- "I feel so overwhelmed and stressed out lately"
- "It's hard to talk to my parents about my anxiety"
- "I feel like I'm the only one going through this"
- "I wish there was a way to make myself feel better when I'm feeling down"
- "I hate feeling like I have no control over my thoughts and emotions"

What they think

- "I'm afraid that my anxiety will hold me back from achieving my goals"
- "I wish I could just shut off my brain and stop worrying all the time"
- "I feel like no one really understands what I'm going through"
- "I'm scared that if I talk to someone about my anxiety, they'll judge me or think less of me"
- "I just want to feel normal and not be weighed down by my anxiety"

What they do

- Avoid social situations that make them anxious
- Procrastinate on schoolwork because of anxiety
- Use social media as a distraction from their thoughts
- Listen to music to try and calm down
- Have trouble sleeping due to anxious thoughts

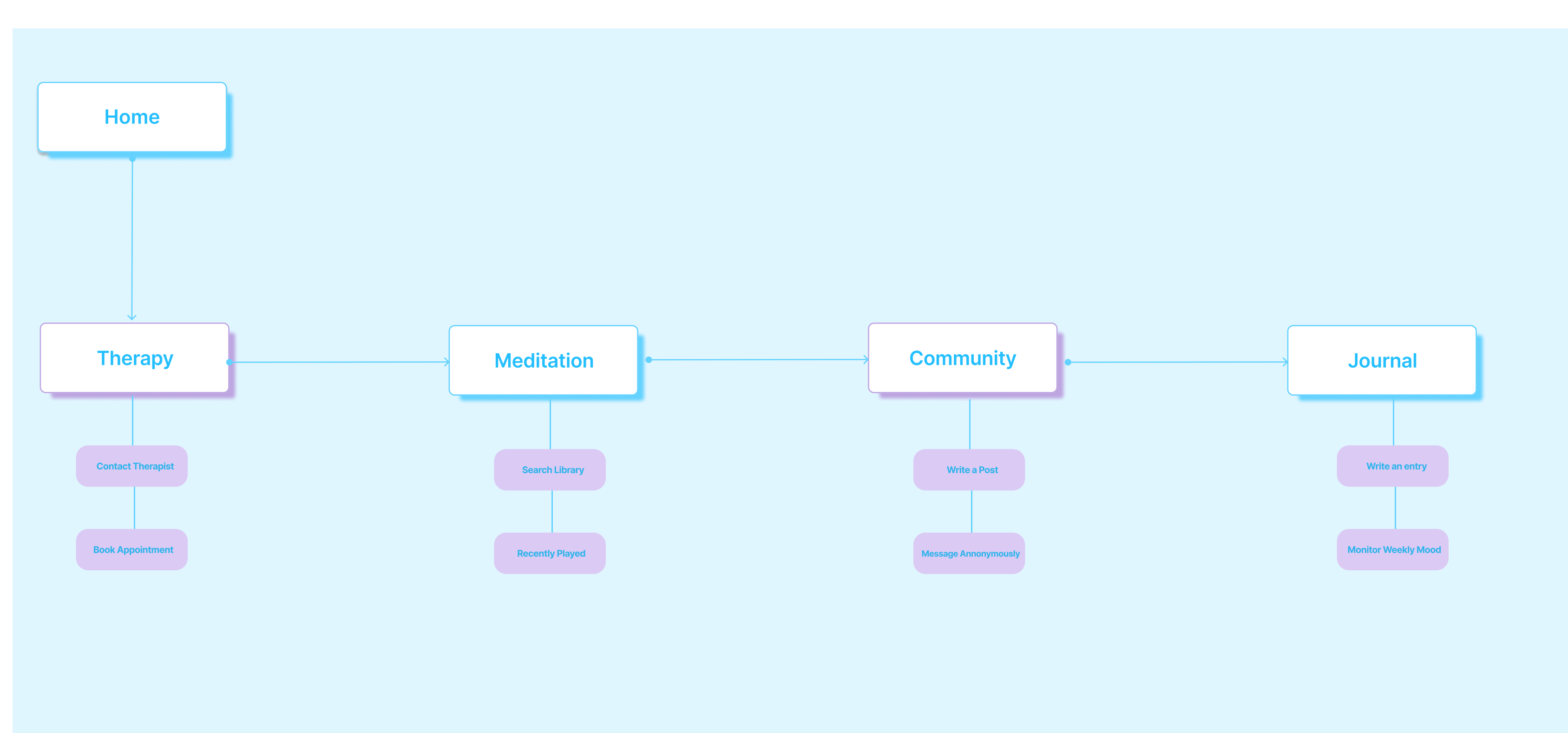
What they see

- Other people their age seeming carefree and happy
- Images on social media that make them feel inadequate or anxious
- Friends hanging out and having fun without them
- News stories or social media posts about mental health issues

What they hear

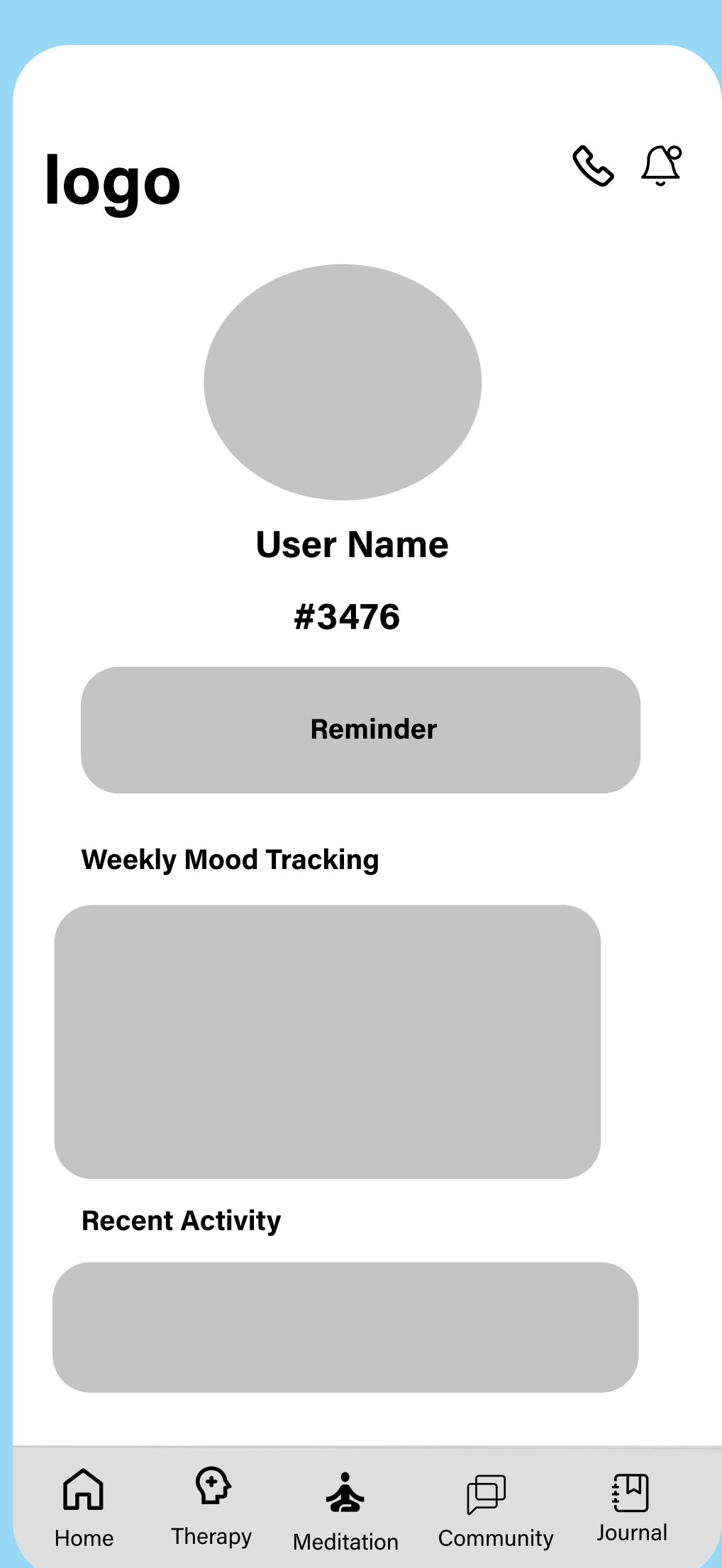
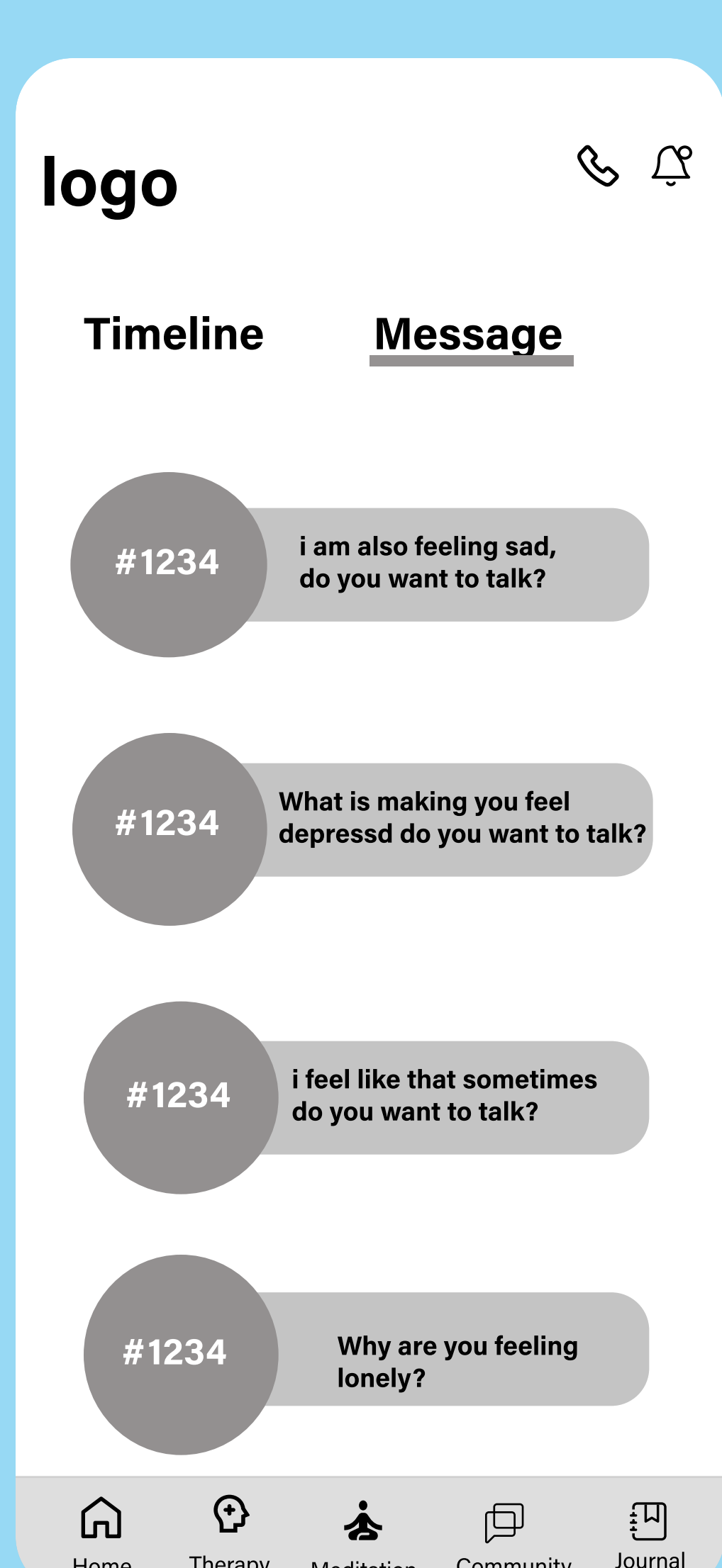
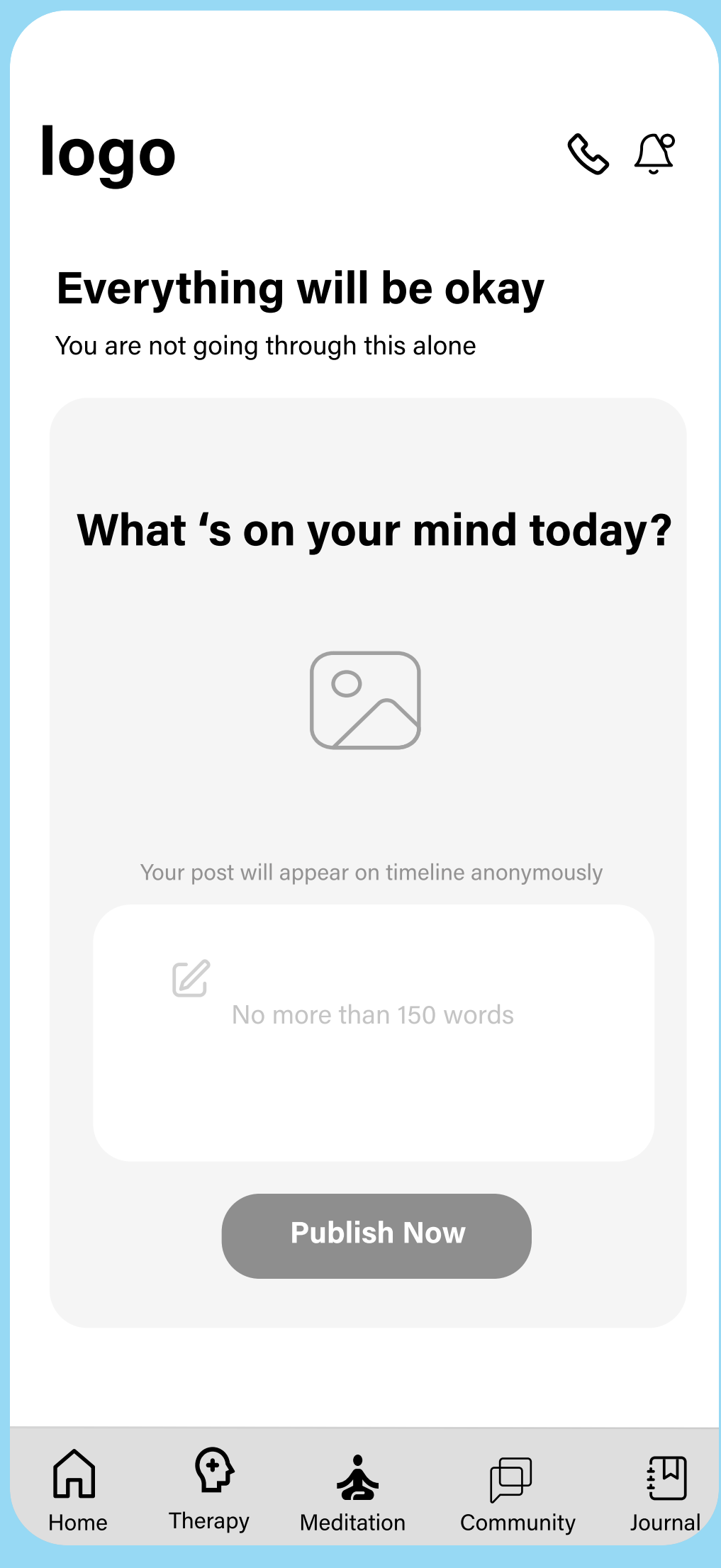
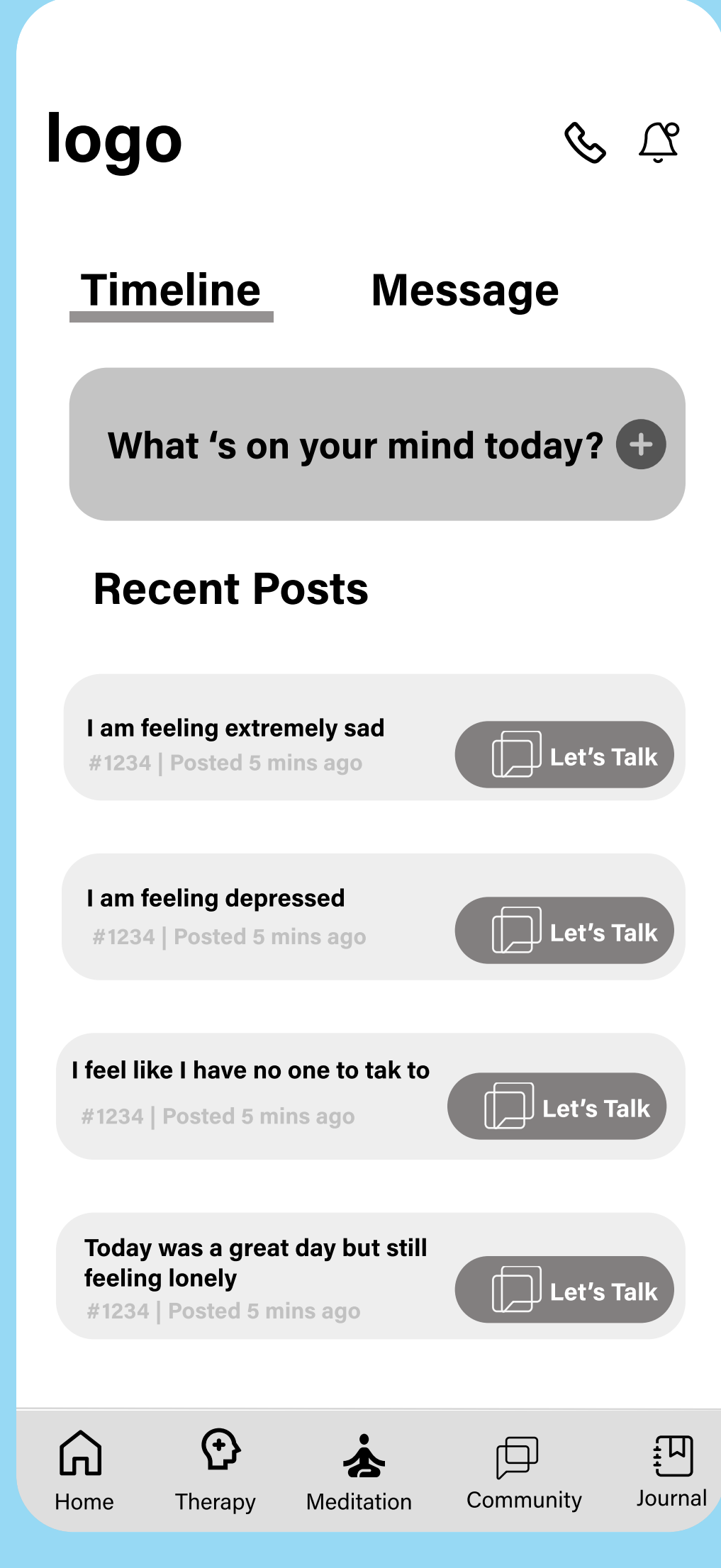
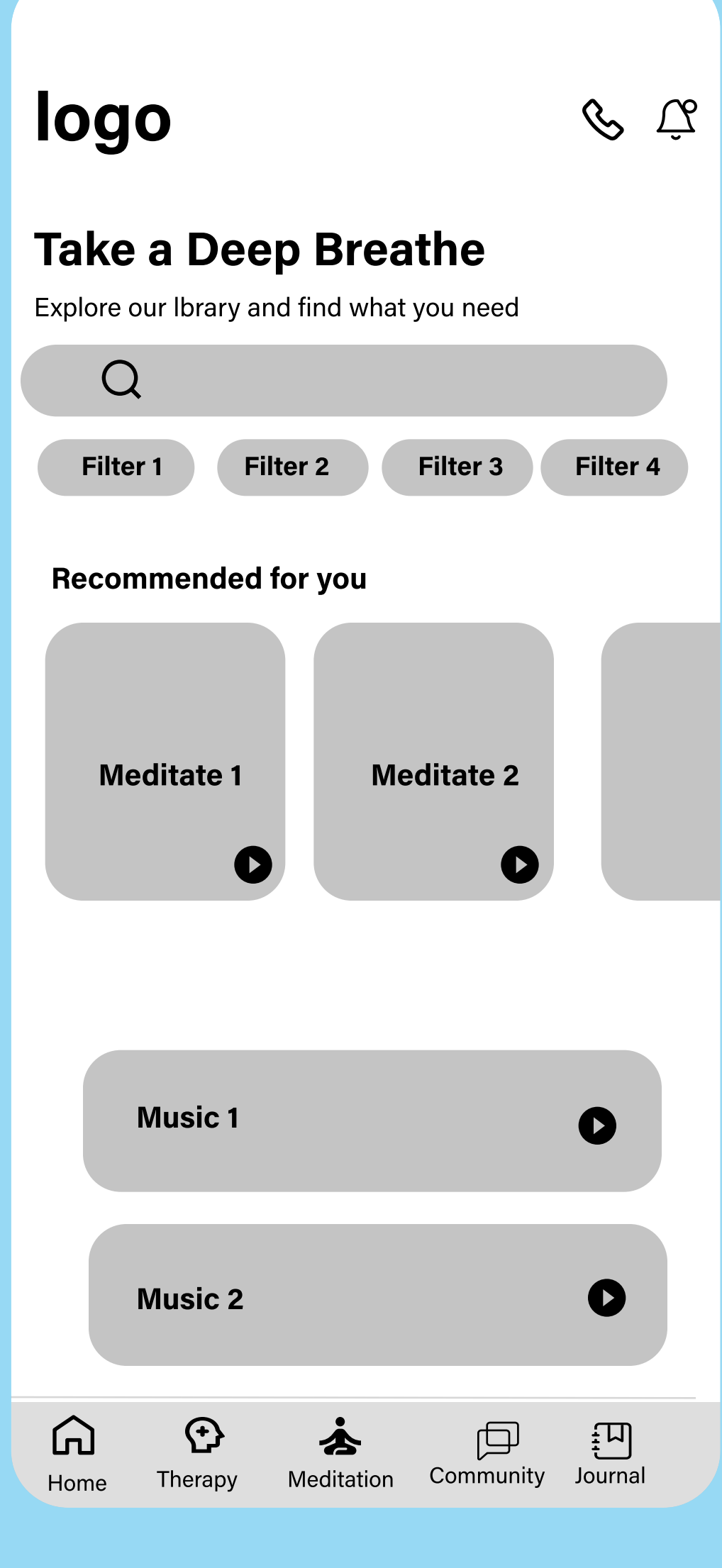
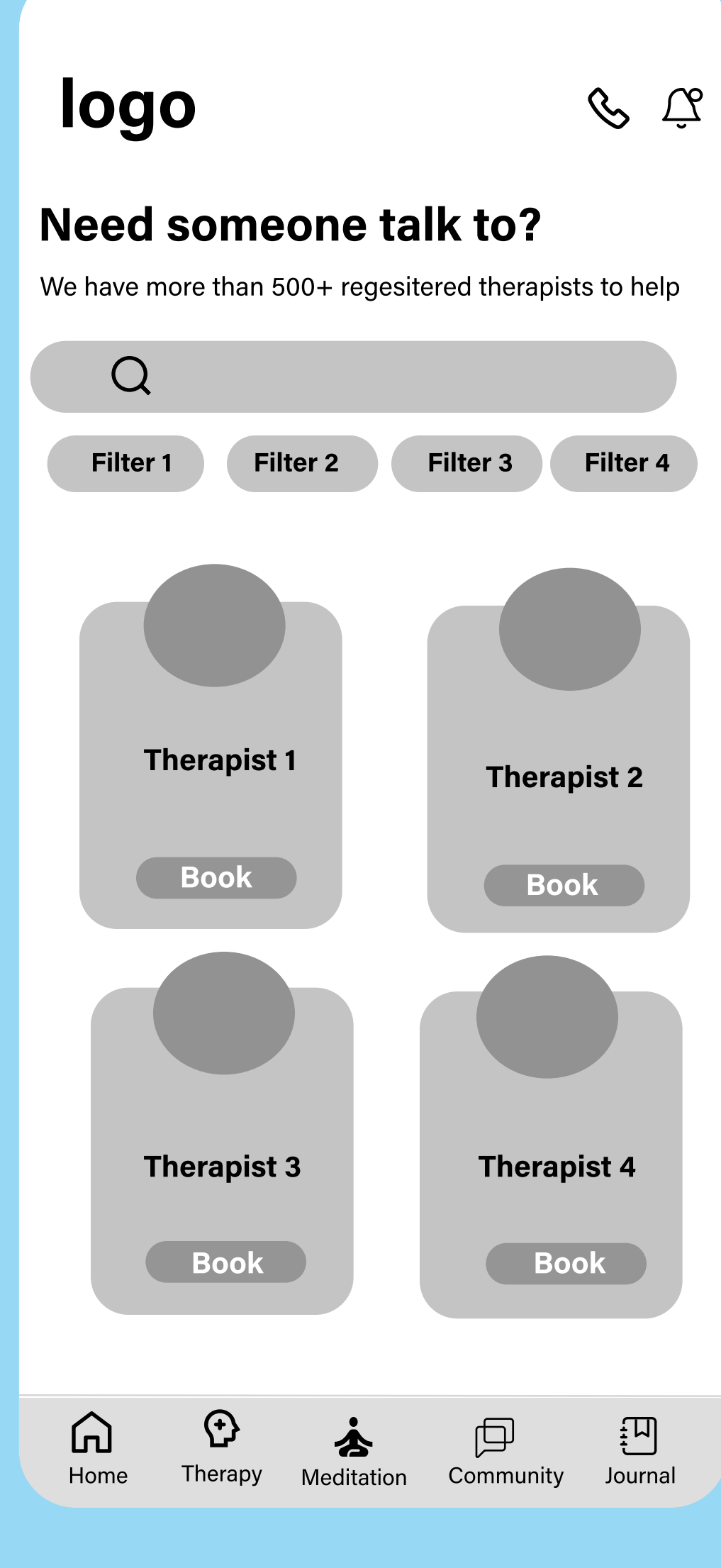
- Friends talking about their own struggles with anxiety or stress
- Parents and teachers telling them to "just relax" or "stop worrying"
- Negative self-talk and critical thoughts in their own head
- Stories of other people overcoming mental health challenges and finding success

Information Hierarchy

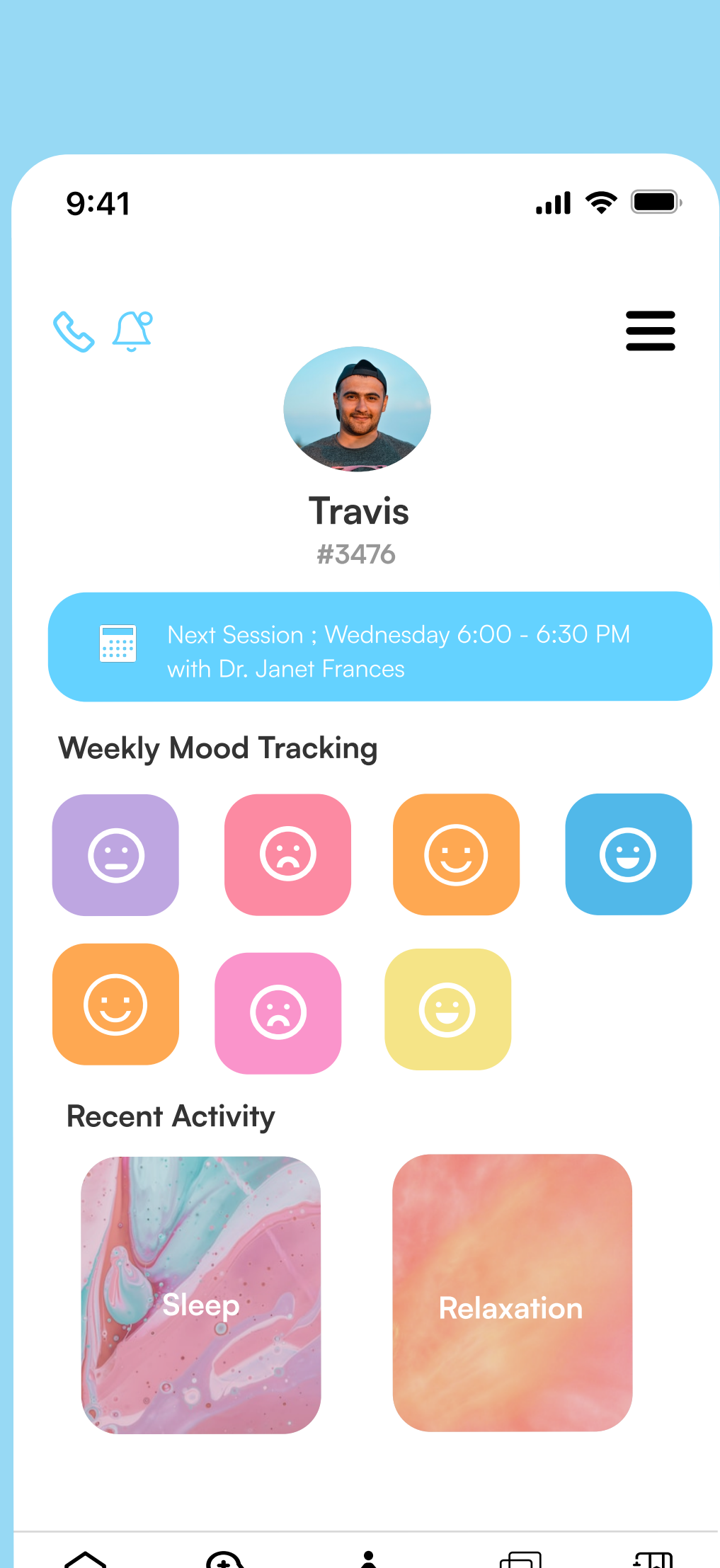
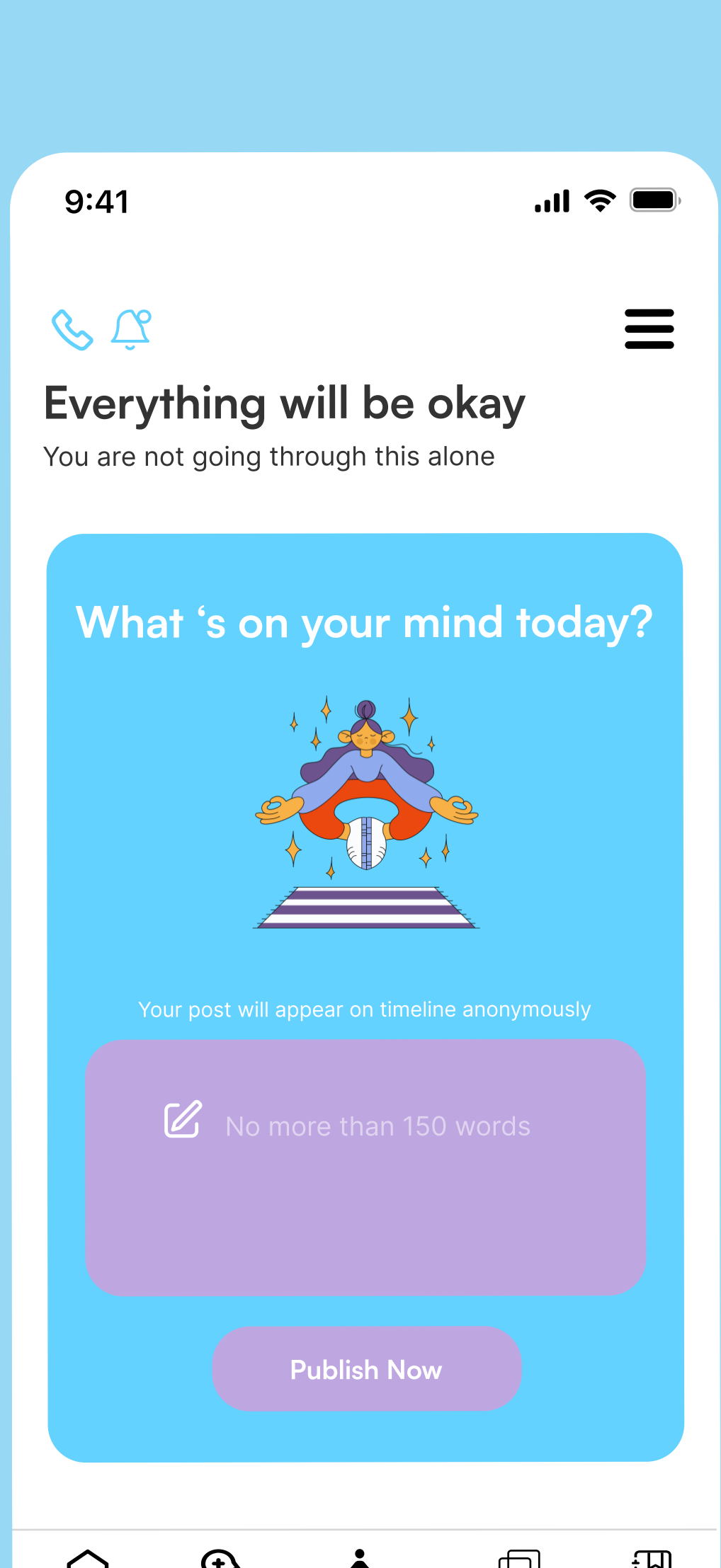
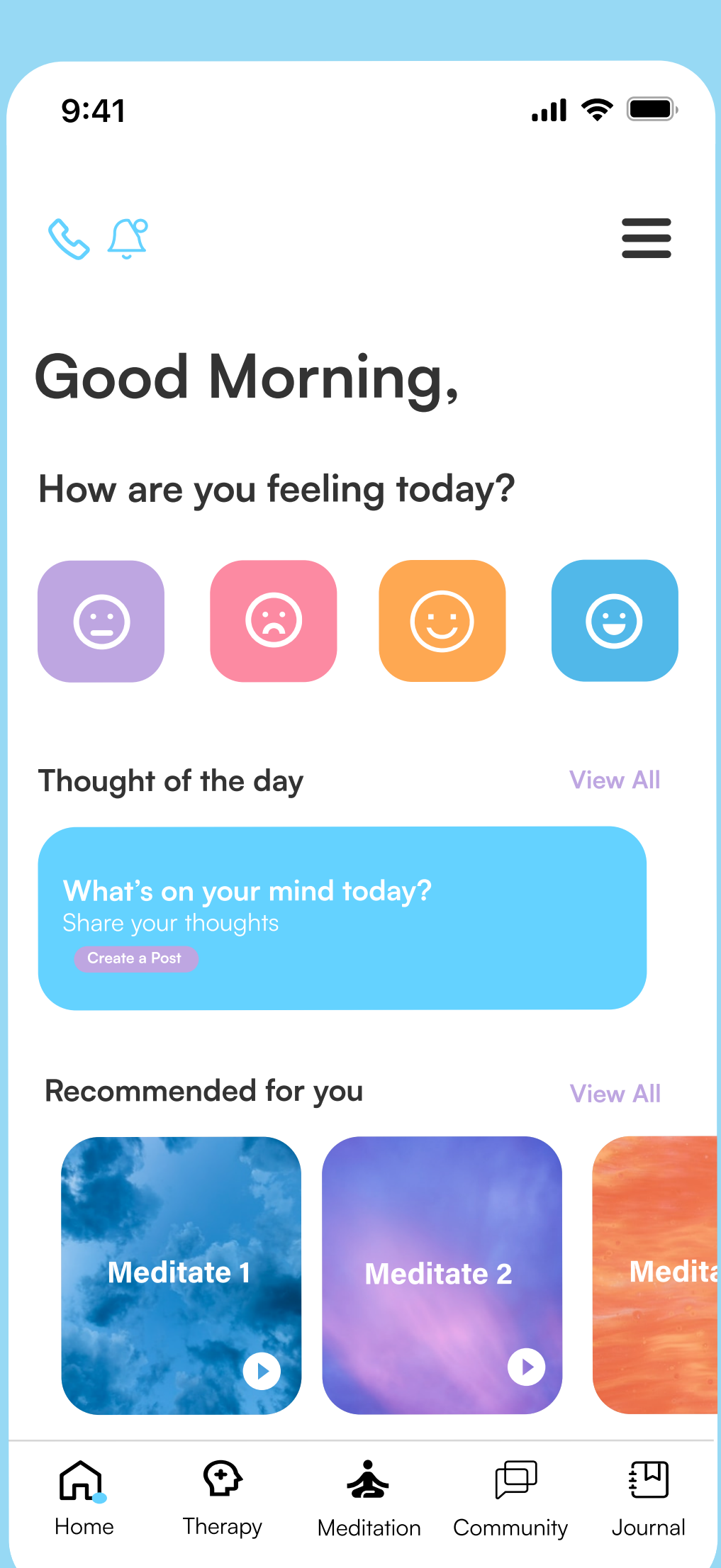
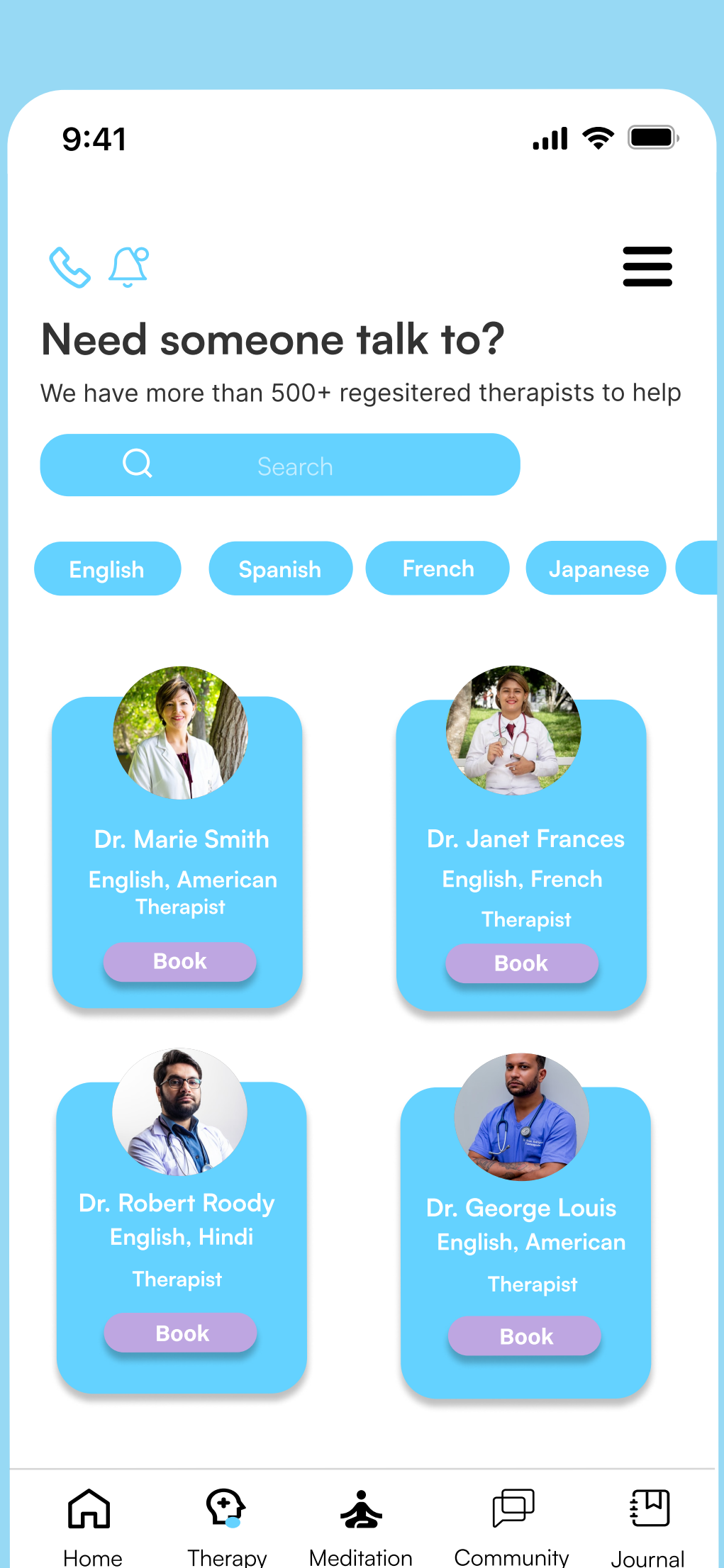
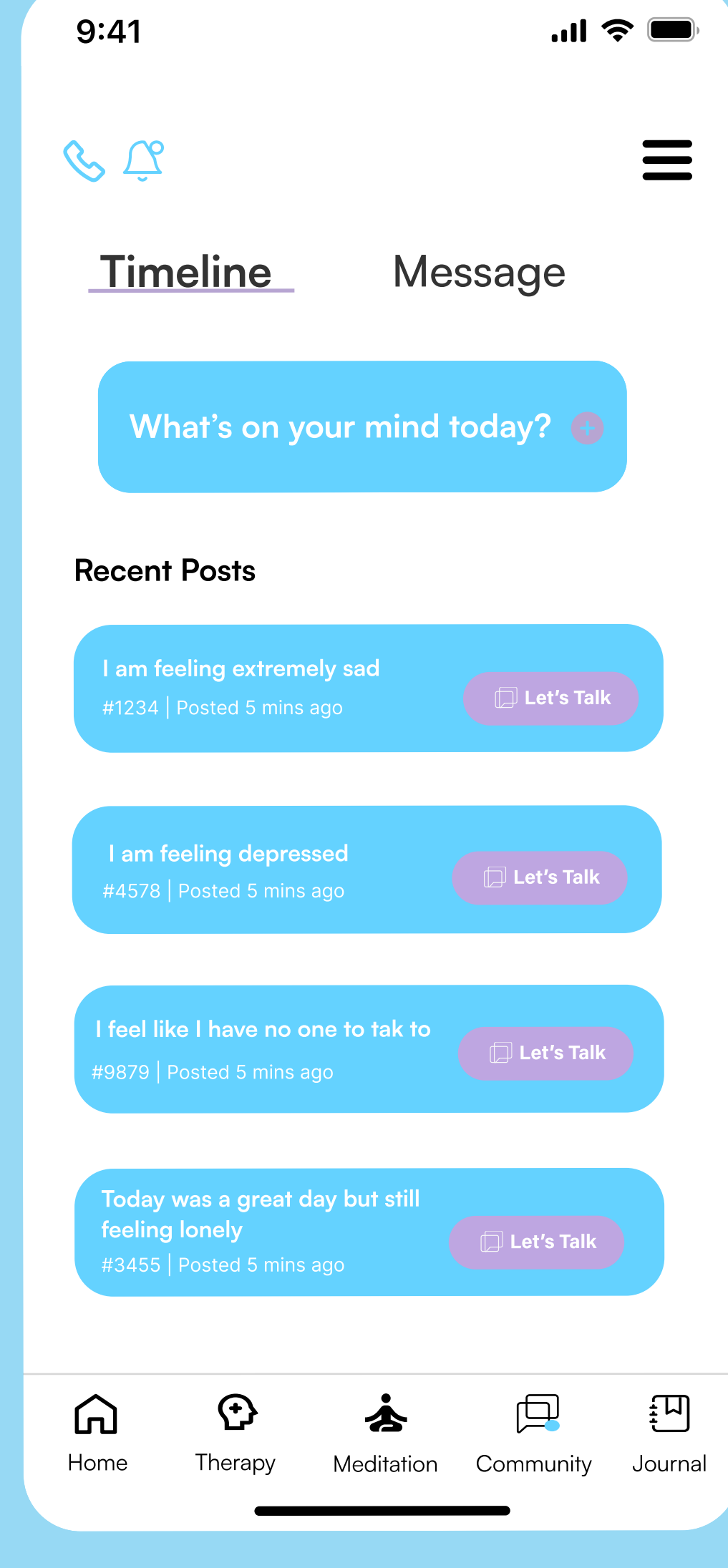
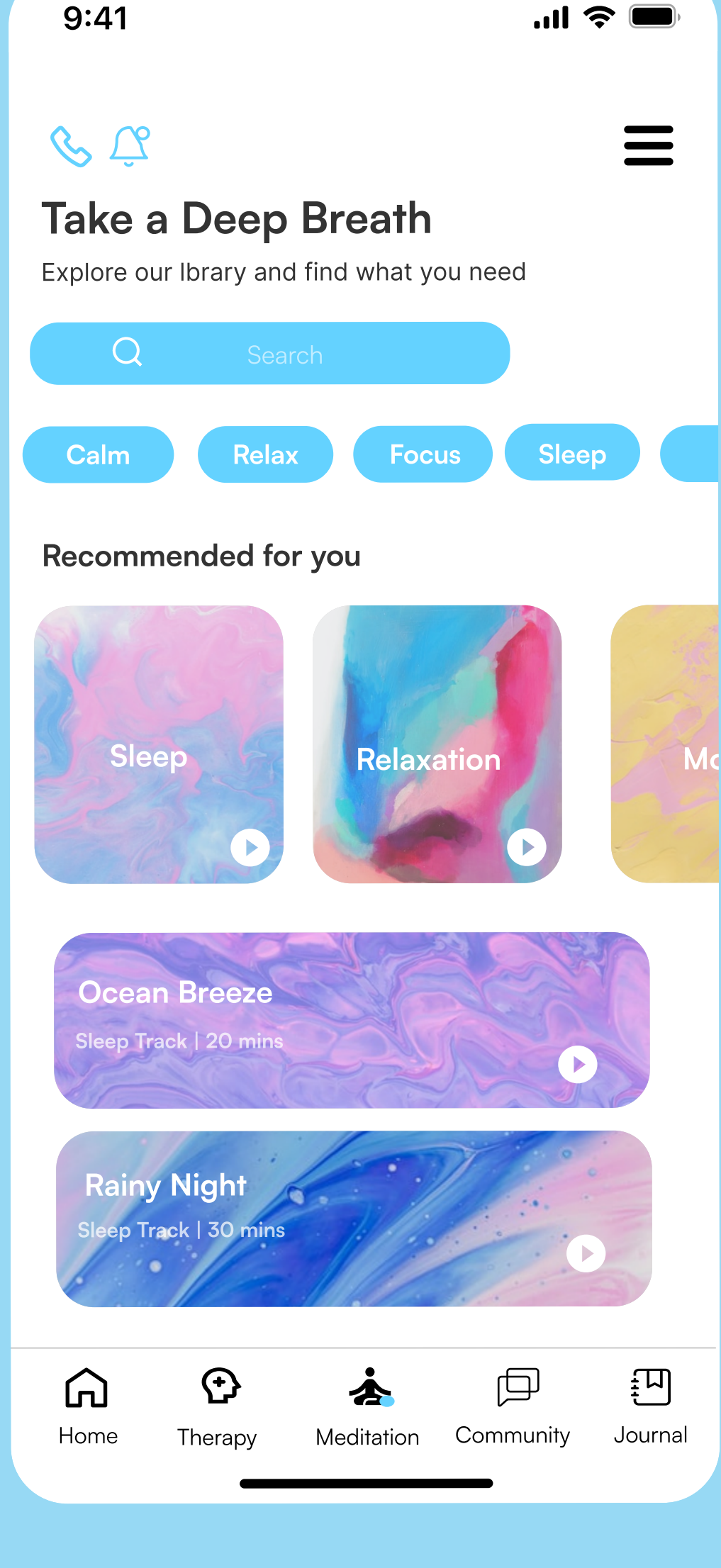


Design

Wireframes



High Fidelity



Reflection

As a team, we are pleased with the overall outcome of Upward. Our research and user testing helped us understand the unique needs of adolescents struggling with mental health, and we were able to design an application that addresses those needs. The feedback from our users has been positive, with many expressing gratitude for the app's ability to provide a safe space to cope with their mental health challenges.

One of the biggest takeaways from this project was the importance of privacy in mental health applications. Our users emphasized the need for confidentiality and trust when it comes to discussing sensitive topics like mental health. We made sure to prioritize user privacy throughout the design process, implementing features like end-to-end encryption and anonymous profiles.

Another important lesson we learned was the value of user feedback. We incorporated feedback from our users throughout the development process, making changes and adjustments to improve the app's usability and effectiveness. This approach allowed us to create an application that truly meets the needs of its users. Overall, we believe that Upward has the potential to make a positive impact on the lives of adolescents struggling with mental health. We are proud of the work we have done and are committed to continuing to improve the app and expand its reach.