Mental Health Tool for Kids

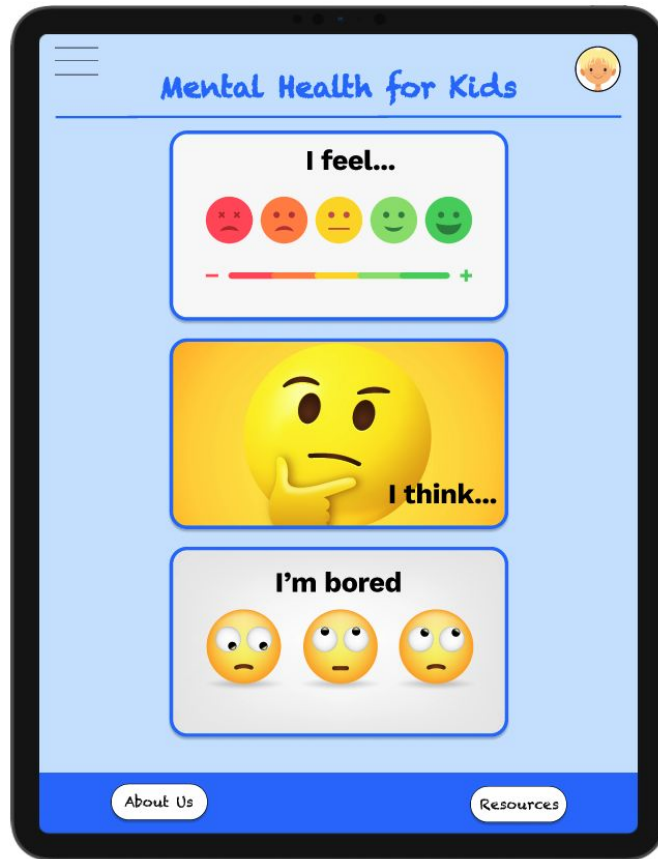Bryan Hunt

Project overview

The product:

This project consisted of creating a mental health tool for kids on two different devices - iPhone and tablet. This tool allows kids to identify their feelings and get prompts for ideas they can do to help.

Project duration:

September 2023 - October 2023

Google

Project overview

The problem:

Many children today experience emotional distress and become bored easily. ADHD is common with today's electronics. There are very few options for kids to get ideas, that take them away from the screen.

The goal:

This tool will assist parents to help their children to identify emotional distress and tackle the emotional issues children experience. This tool is also a resource to educate parents on various mental health issues through recent publications.

Google

Project overview

My role:

My role in this project was to oversee the entire creation of the tool. I am a UX/UI Designer and I managed the look and feel of this tool.

Responsibilities:

Beginning with paper and digital wireframes and progressing to high-fidelity prototypes. Also conducting usability studies with participants to help improve the process and flow of the tool.

Google

Understanding the user

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

Google

User research: summary

Being a dad of six children myself, I went into this project assuming that most children, like my own experience emotional distress and are unequipped with tools to successfully deal with these issues.

I conducted research on a small group of children to discover daily activities, user screen time averages per day and typically activities children do while engaged with screens.

Persona 1: **Alexander Allen**

Problem statement:

Alexander is an 8 year old boy who likes playing with friends and family, who needs new ideas to stay active because he spends too much time on electronic screens.

"I like to play with friends, but sometimes I get sad, frustrated and angry.

Alexander Allen

Age: 8
Education: 3rd Grade
Hometown: Phoenix, AZ
Family: Youngest of 3 kids
Occupation: None

Goals
- Stay happy
- Play with friends
- Stay away from girls
- Ride bikes
- Play sports

Frustrations
- "Girls are gross"
- Feels lonely sometimes when nobody can play
- Gets angry easily when things don't go his way.

Alexander is an 8 year old boy. He lives with his mother and father, and 2 older siblings. He loves to play and have fun. Sometimes he gets frustrated at homework, chores and how his older siblings treat him. He is always looking for friends to play with.

Google

Competitive audit

In our competitive audit we found 4 competitive apps on the market. We were unable to complete all of the details of each app due to the necessity to purchase and download each one.

Competitive audit	Create an interactive app for kids, that interests them in learning and interacting							
	General information							
	Competitor type (direct or indirect)	Location(s)	Product offering	Price ($ - $$$$)	Website (URL)	Business size (small, medium, large)	Target audience	Unique value proposition
Feelu: Mental Health Tool	Direct	App Store	Mental health for kids	0	App Store	Unknown	kids with depression, anxiety & ADHD	The Anti-Stuck-in-Bed App
Breeze: Mental Health	Indirect	App Store	Mental health for youth an	0	App Store	Unknown	Young adults for Self-reflection & Diary	Self-test and results
Tappy: Self Care Fidgeter	Indirect	App Store	Relax, fidget, Tap, Journal	0	App Store	Unknown	Kids with stress and anxiety	Reduce Stress & Anxiety
Gheorg	Direct	App Store	Mental health for kids	0	App Store	Unknown	Kids with anxiety	Relief and mindfulness

Google

Ideation

I did a quick ideation exercise to brainstorm multiple ideas in a short time. My focus was on the user, being children, and I wanted to make the design simple with large icons and minimal text.

Starting
the design

- Digital wireframes
- Low-fidelity prototype
- Usability studies

Google
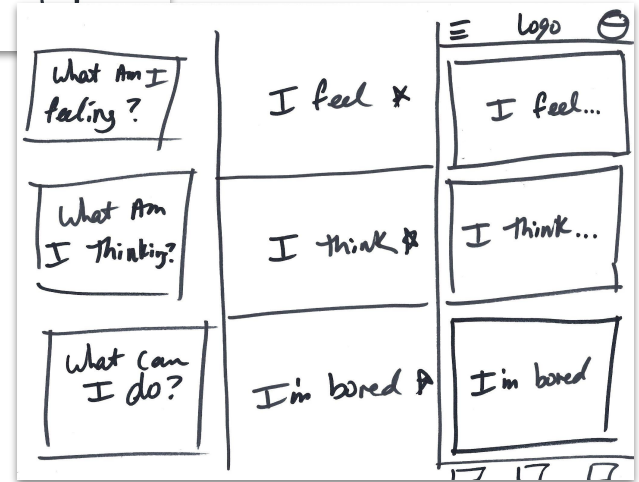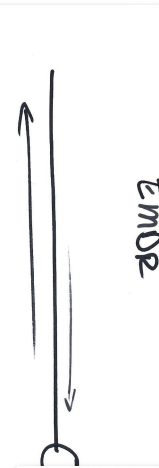
Digital wireframes

The focus of the digital wireframes, similar to the ideation phase, was to keep the design simple, with minimal text. I wanted to appeal to the child who is in grade school.

Large images with minimal text

Reduced options, not to overwhelm the user

Logo

I feel...

I think...

I'm bored

Google

Low-fidelity prototype

The usability study concluded a few valuable insights. A couple highlights are - more emotion options for the user to pick from, more interactivity for children to stay engaged.

Here is a link to the
[Low-Fidelity Prototype](#)

Google
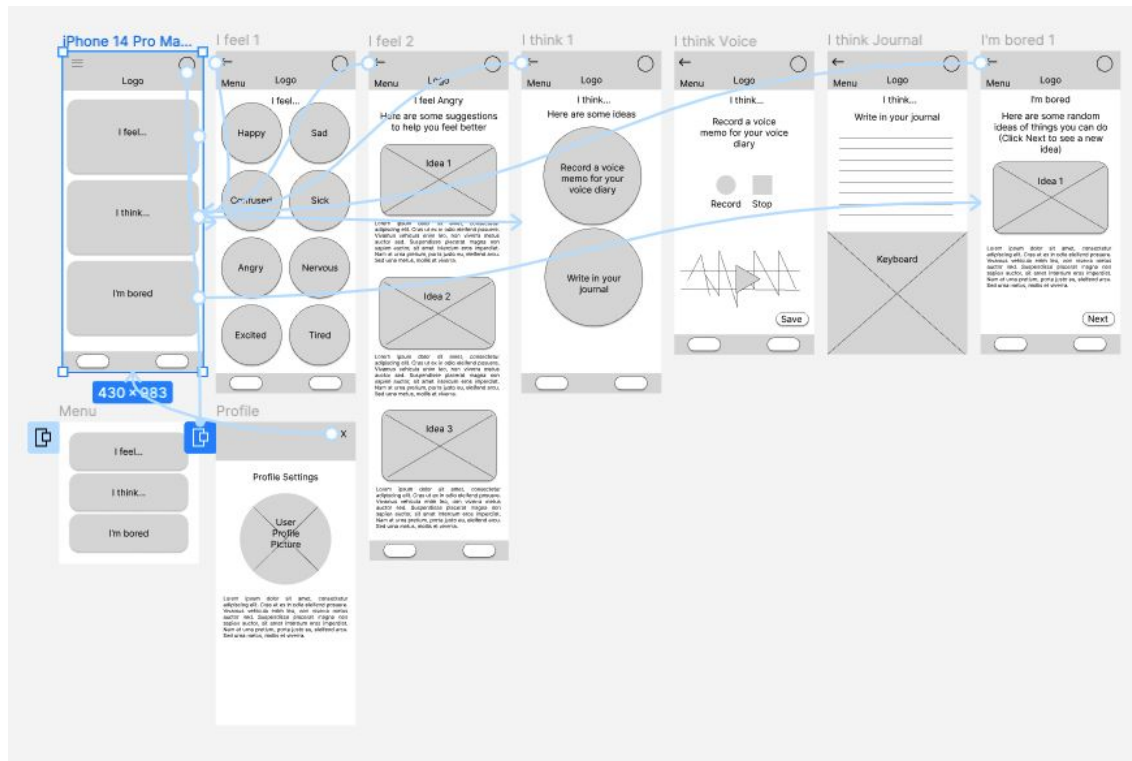
Usability study: parameters

Study type:

Moderated usability study

Location:

USA, remote

Participants:

5 participants

Length:

15-30 minutes

Google

Usability study: findings

Insert a one to two sentence introduction to the findings shared below.

1

Finding

The user asked for more emotion options to choose from.

2

Finding

The user enjoyed the interactivity, and requested more.

3

Finding

Not all links were working during the study.

Google

Refining the design

- Mockups
- High-fidelity prototype
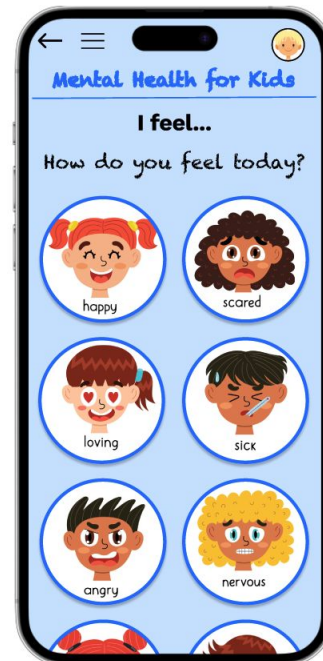- Accessibility

Google

Mockups

The post usability study mockup was very similar in context to the wireframe. We added bright colors, large images and kept it simple, with the user in mind.
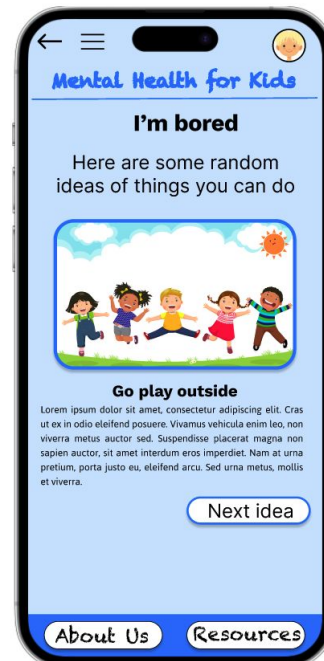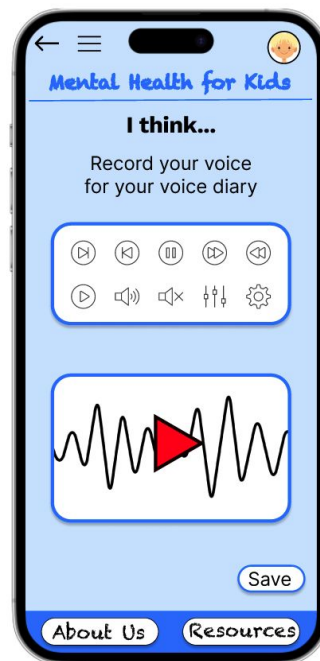
Before usability study

After usability study

Google

Mockups

The post usability study mockup was very similar in context to the wireframe. We added bright colors, large images and kept it simple, with the user in mind.
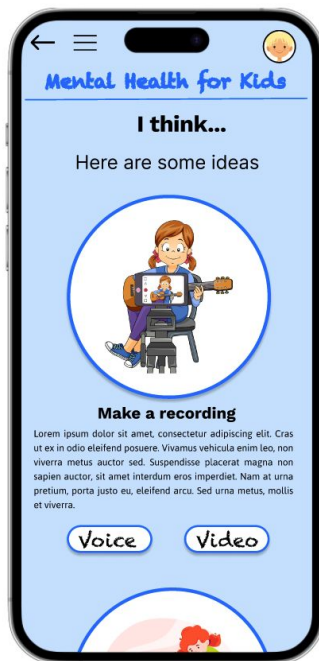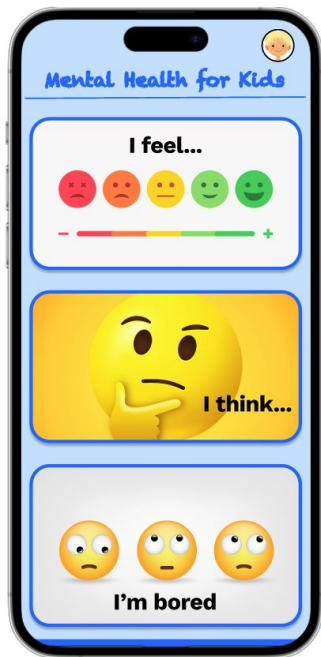
Before usability study

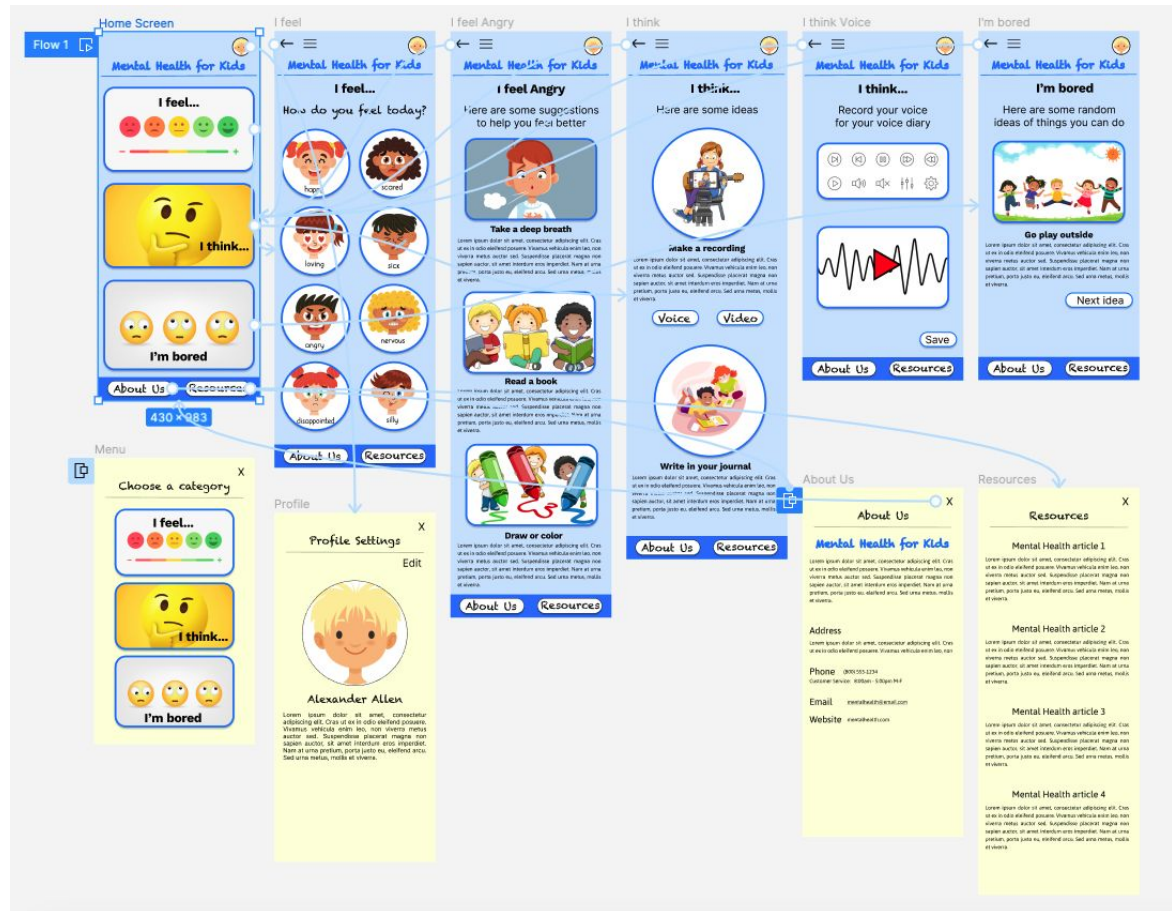After usability study

Google
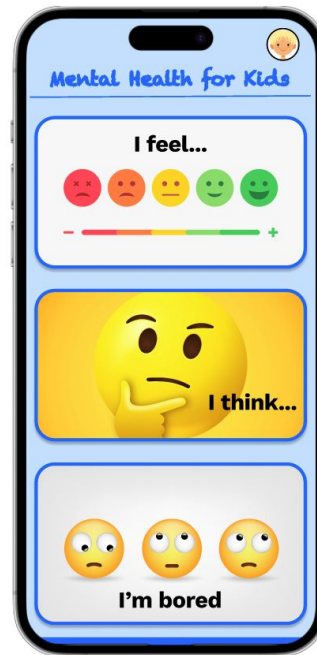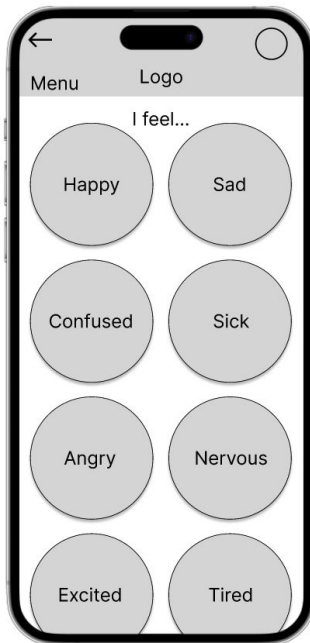
Mockups

High-fidelity prototype

The Hi-Fidelity prototype was found to be smooth for the user to navigate. Links were working and menu options were clear.

Here is a link to the
High-fidelity prototype

Google

Accessibility considerations

1

Bright colors with high contrast for individuals with visual impairment

2

Large images / Icons for young users to easily navigate

3

Minimal text to cater to young children who may find it difficult to read
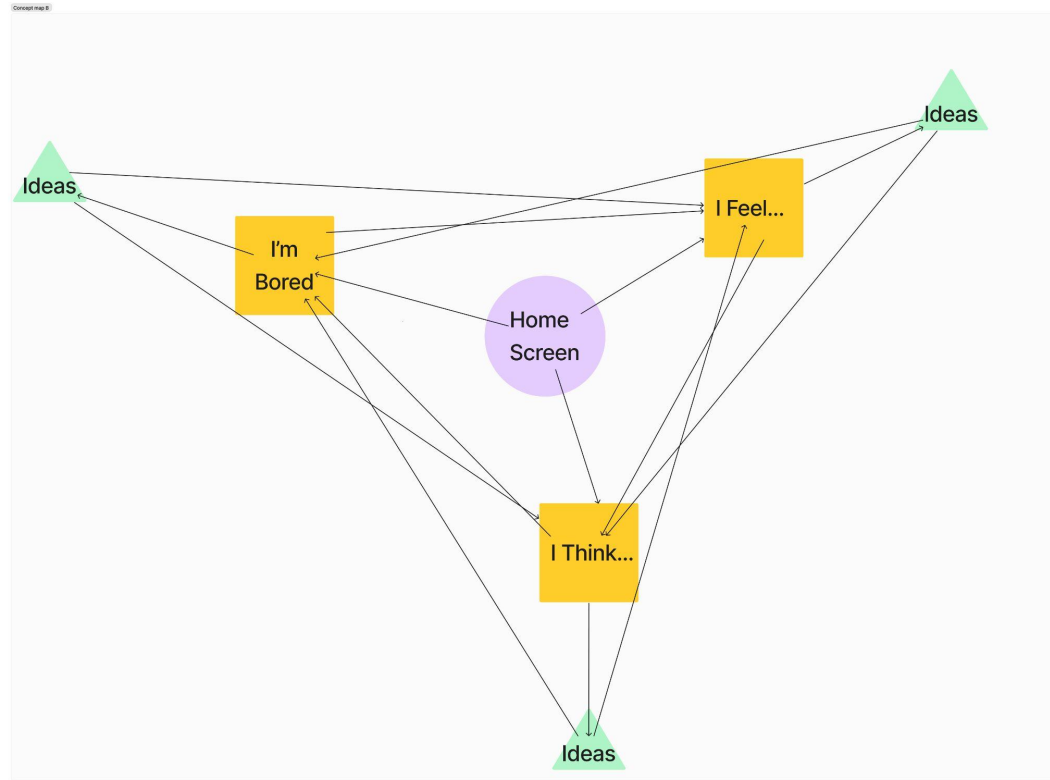
Google

Responsive Design

- Information architecture
- Responsive design

Google

Sitemap

For the responsive website I felt that a more dynamic interaction sitemap would be more fitting for this user. Allowing the user to navigate from any screen to any screen.

Concept map B

Ideas

Ideas

I Feel...

I'm Bored

Home Screen

I Think...

Ideas

Google

Responsive designs

Our users will be primarily using two types of devices, phones and tablets. These responsive designs were for each of these devices respectively.

Mobile App

Tablet

Mental Health for Kids

I feel...

I think...

I'm bored

Google
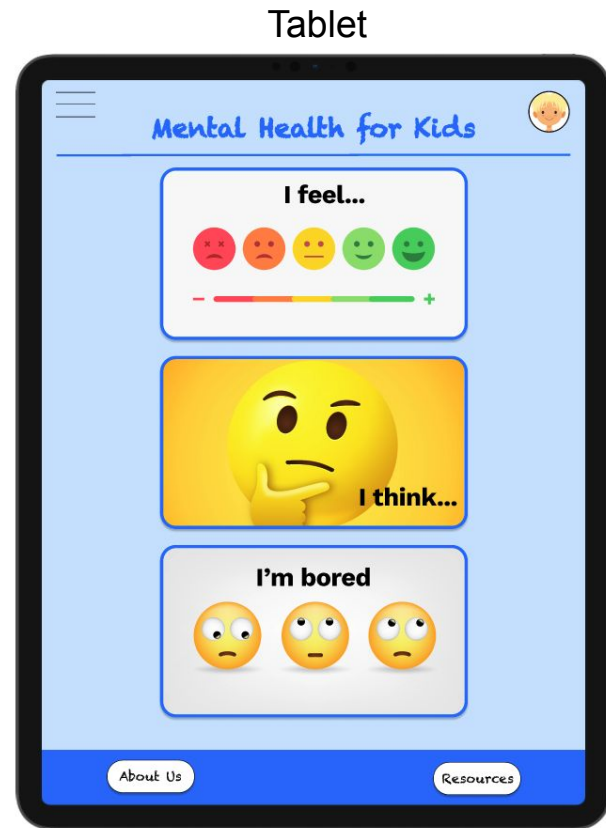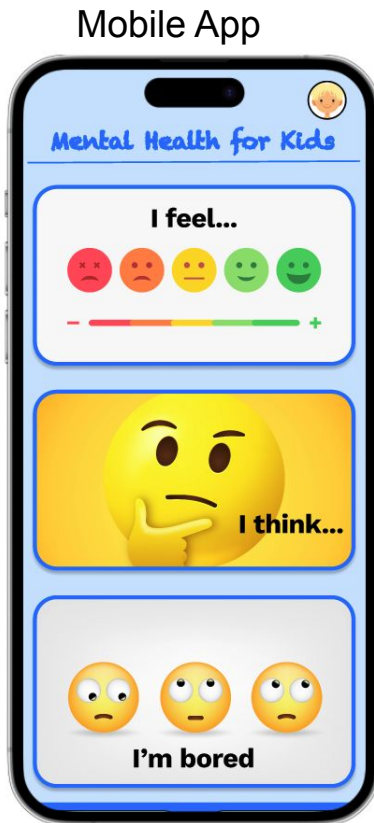
Going forward

- Takeaways
- Next steps

Google

Takeaways

Impact:

Users shared that this mental health tool would be helpful when the user needs assistance to identify emotions issues, and solutions to assist. This user felt this would be useful in the day to day life of the user.

What I learned:

I learned that the user I chose, small children, required a new level of simplicity and highly interactive interface to keep the user attention.

Google

Next steps

1

Include more "I Feel" emotions.

2

Link each emotion to an interactive screen with suggestions for each category.

3

Include more interactive activities and games for those who choose the "I'm bored" category.

Google

Let's connect!

Thank you for your time and attention on this case study for Mental Health for Kids. This project has been a pleasure to work on.

Please keep in contact for future questions or if I can be of assistance on any of your projects.
Regards,
Bryan H.

Email: personalemail@gmail.com

Google