APPS TO FIX THE WORLD

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“TULA TULA”

Look & feel

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INTRODUCTION

Today, being
ANONYMOUS
is almost
IMPOSSIBLE

but, there are

still things we

would like to keep

private...

RESEARCH

1/5 young people

suffer from mental illness

only about **4%** of the total health care budget is spent on our mental health...

1/3

of South Africa's population

suffers from mental health.

75%

of them will not receive treatment.

PROBLEM STATEMENT

According to an article called,
“The Real state of Mental Health in South Africa”

“Only a quarter of the people with a diagnosable mental disorder are receiving treatment.”

In this atricle Freeman states that only **14%** of our psychologists are available to treat nearly **85%** of the population, which is **unacceptable**.

by THE SOUTH AFRICAN DEPRESSION AND ANXIETY GROUP

The problem identified is that **1/5 teens** struggle with mental illness and the **fear of “being judged”** by their friends or family is a large barrier for them.

Mental health care is **underfunded** in **South Africa** and there is **not enough** resources to go around.

SOLUTION

According to “The Conversation” in an article,

“Why South Africa is failing mental health patients and what can be done about it”

Janine Bezuidenhoudt writes,

“Mental health care management and services need to be made a **priority**.

And mental health care must be **de-institutionalised** so that **community-based care** can be set up in a systematic way. This would entail first **strengthening** and then **expanding** **community-based care**.”

The solution is to create an app where you can **anonymously** join or create an **intimate** group where you can communicate with people who can **relate** to your issue on a **personal** level.

By creating this app it will create **community-based care** and take away the **shame**, **guilt**, **or embaressement** teens feel when talking about their mental health.

PERSONAS

Chloe

Chloe

Bio: Chloe is an Instagram influencer.

She enjoys spending nights out with her **friends**. She is vegan and **likes posting** about her smoothie bowls on her Instagram stories.

She is currently in Grade 12 and wants to go study Bcom at Stellenbosch university.
Her **parents are divorced** - she **lives with her dad** in a big house close to town.

Chloe spends a **lot of time on social media** and hides her **real life at home**. She also **secretly struggles** with **depression** and **sleeping** at night.

Chloe

How does this persona relate to the problem: Chloe has the need to talk about her problems she faces at home, her insecurities and depression without giving away her real identity since she has so many followers online.

Needs: Food, water, security, bed, home, love, clothes.

Wants: Acceptance, makeup, money, expensive brand names clothes, good phone, good camera.

Chloe

Motivations: Followers and likes (acceptance). Her dad.

Pain points: Visiting her mom, depression,sleeping, bad wifi.

Significant insight: Chloe is not the same person online and offline. She hides her true life at home and she wants to feel accepted.

Samantha

Samantha

Bio: Samantha is in Grade 11. Samantha does very well in school and has good friends.

She has a **boyfriend** named Eric who **wants to take their relationship to the next level**. Samantha is very **nervous** about this and does not feel ready for it but is worried that she **disappoints** Eric if she says no to him.

She **can't speak to anyone** about this because her family and friends are all **very conservative**. She is scared they **reject** Eric if she tells them about Eric wanting to have **sex** with her.

Samantha

How does this persona relate to the problem: Samantha needs advice about her lack of confidence in telling Eric that she is not ready to have sex with him.

Needs: Food, water, security, bed, home, love, clothes and confidence.

Wants: Acceptance, support, good marks.

Samantha

Motivations: Her family, friends, Eric, her degree and ambition

Pain points: Stress, strict parents, feels like she has to be perfect.

Significant insight: Samantha needs support and advice whilst keeping her identity anonymous because of her conservative family and friends.

Linda

Linda

Bio: Linda is a wife and mother of two.

She lives in Belville and is part of the South Africa’s depression and anxiety group team.

She has a kind heart and always wants to help people. She is very upset about mental health care in South Africa but believes that change will come, but she is sometimes overwhelmed with how many people needs her help.

Linda

How does this persona relate to the problem: Linda has a passion for her job and this app could really help take pressure off Linda. Linda could create a her own group and help people directly through her mobile phone.

Needs: Food, water, security, bed, home, love, empathy, comfort

Wants: To help everyone, holiday, a nicer car.

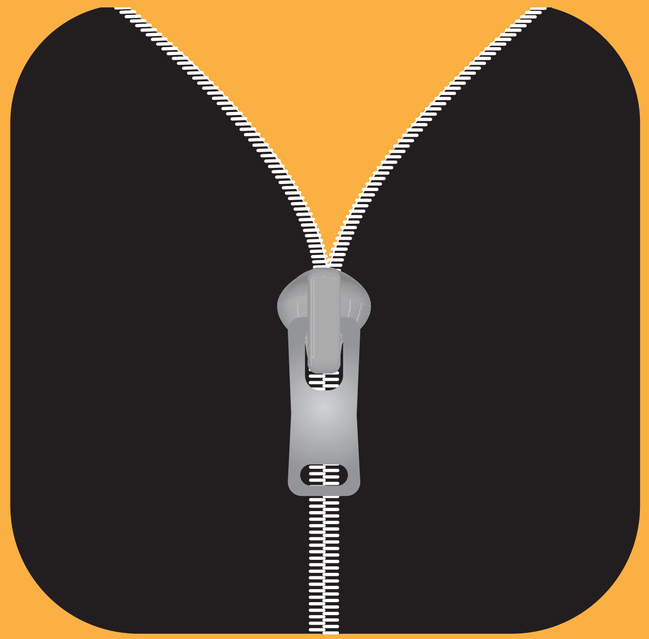
Linda

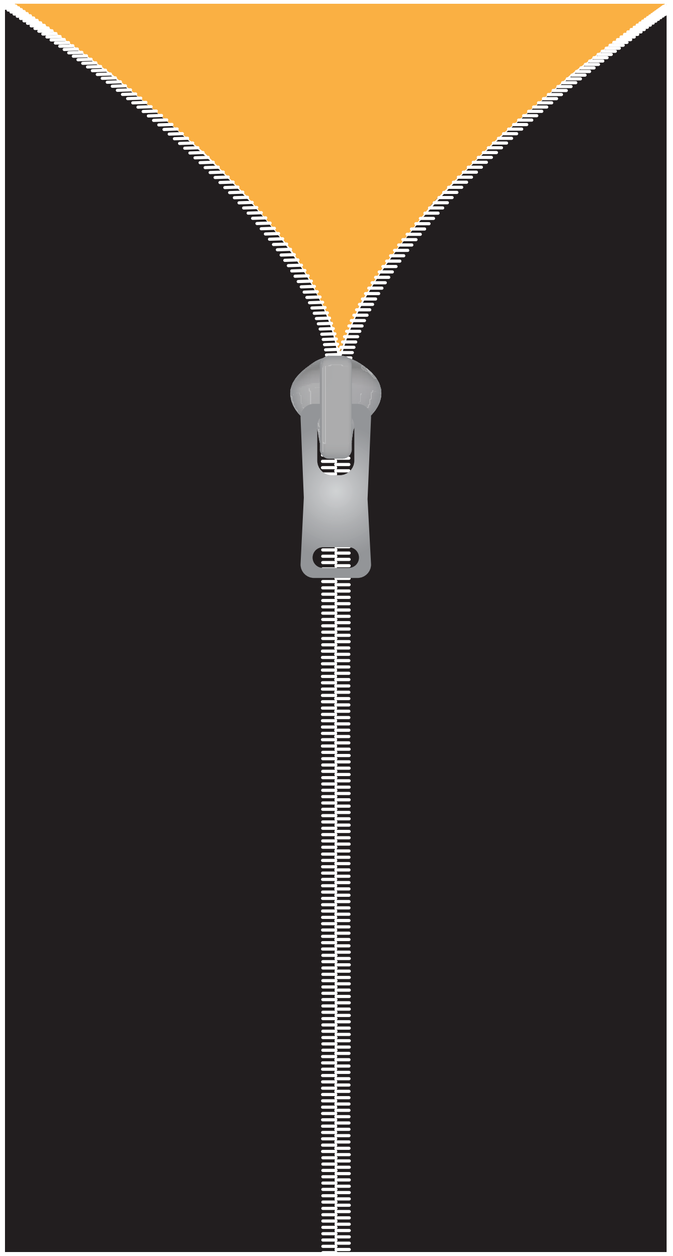
Motivations: Her family, her job, people and dreams.

Pain points: Stress, mental health care in SA, finding funding, time.

Significant insight: Linda is overwhelmed about how much need there is in South Africa for mental health care.

Design





Unzip

The app where you can open up,
talk freely and let go.

Muzli colour palettes

I was struggling to decide how I want to

approach the design of my app.

Medical or **Informal**

I decided to go more **informal** because there are so many

health apps that take the more “medical” route

and because of my **target market**.

Aa - Helvetica Neue (Bold)

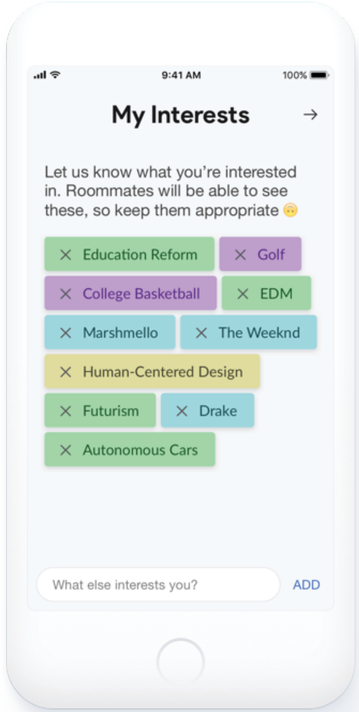
Aa - Helvetica Neue (Regular)

Whatsapp and iMessage uses Helvetica Neue
- recognisable

I like how this person made use of keywords in their app to personalise the profile. I also want to use this method when searching for a group to join.

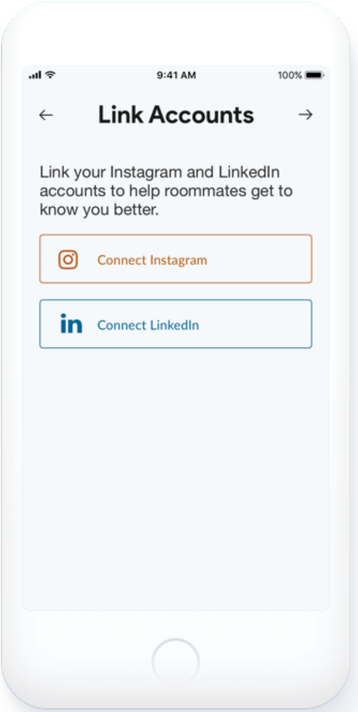
Create a profile

Tell other roommates about yourself and link to your Instagram and LinkedIn.



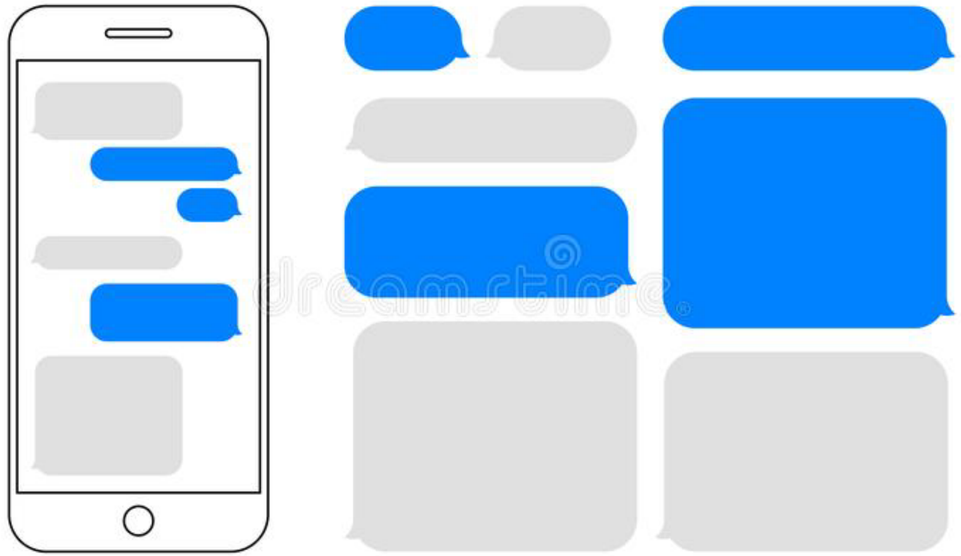
Interests from your Facebook are carried into your profile. Add or delete interests.

Let roommates know what kind of lifestyle you live by answering a few basic questions.



Link your Instagram and LinkedIn accounts to give roommates a better idea of who you are.

Make use of chat screen, bubbles and “busy typing” look an feel similar to iMessage.



Any questions?