UWell: Design Proposal

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Design Goals

We separated our design goals into three main categories: the first two (Primary and Secondary Design Goals) will directly influence the design decisions we make when creating our platform; the third one (Outcomes) represents the potential impact of our design and the outcomes we are hoping to achieve, as we fulfill our main design requirements.

Primary Design Goals

1. Help users achieve and maintain overall good mental health and stress levels.
2. Help users discover new activities near them that can improve their mental health and assist them with relieving stress.
3. Help users gain a better understanding of how their menstrual cycle affects their stress levels, mood, and mental health.
    - By encouraging the user to track their menstrual cycle, we are hoping to gain a better understanding of how it influences their daily life. We are hoping that this information will educate the user and allow them to know what to expect and how to mitigate any mood swings or other negative symptoms. We are also going to use this knowledge to improve our activity recommendations and tips, so that we can provide an even more customized experience to our users.
4. Educate users on strategies they can use to achieve and maintain good mental health and stress levels.
    - In addition to providing a personalized list of recommended activities, our goal is to also provide users with helpful tips and information that will allow them to make positive long-term changes to their lifestyle.
5. The design should be seamless and not burden the user
    - The UI and interactions should be self-explanatory, intuitive, and should not overwhelm the user. We are striving for something that is simple and does not require the user to spend a lot of time interacting with the platform.

Secondary Design Goals

1. Encourage users to decrease screen time, become more active, and spend more time outside.
    - Being outside/in nature is proven to make us happier, improve mood, and reduce stress[1], which is the main goal of our platform. While we will recommend our users activities that can be done at home (we are conscious of the fact that there may be a lot of factors that do not allow our users to go outside), we will strive to prioritize and promote outdoor activities.
2. Encourage users to support local and small/family-owned businesses.

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[1] Hon K. Yuen & Gavin R. Jenkins (2020) Factors associated with changes in subjective well-being immediately after urban park visit, International Journal of Environmental Health Research, 30:2, 134-145, DOI: 10.1080/09603123.2019.1577368.

    - We will recommend activities that can be done at local establishments (e.g., family-owned coffee shop), as well as local events (e.g., farmers markets). These will be given priority when our system curates the list of personalized recommendations.
3. Help users find affordable ways to improve their mood, relieve stress, and take care of their mental health.
4. Decrease choice paralysis by providing a personalized and highly-curated short list of activities.
    - Our platform will take into consideration the menstrual cycle, mood, and other factors that may influence the kind of activities the user may be able to do/will be most helpful at any given day. In our final product, we will likely provide a limited number of activities due to the time constraints; however, we also believe that this might be a good strategy even in a more developed project, as we are hoping to ideally provide recommendations that are so well-tailored to the individual user that they would not need a long list to choose from.

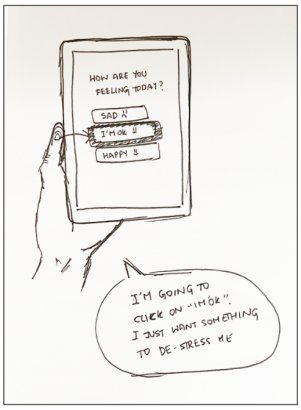
Outcomes

1. Encourage people to use green spaces (e.g., parks) near them.
    - How our platform is doing this: many of the recommended activities can be done in parks (e.g., taking a walk, jogging, reading a book outside, etc.) and we will promote this by "advertising" them as "Listen to music at [Park near the user]". This outcome directly relates to our goal to encourage people to spend more time outdoors as a way to be more active and consequently de-stress and take care of their mental health.
2. Encourage users to utilize their car less by recommending quality activities that are walking distance away.
    - How our platform is doing this: we are generally hoping to promote this by implementing relatively implicit strategies. For example, the default recommendations will be activities that are walking distance away. We will also be using some more explicit ways to achieve this; for example, whenever the user chooses "car" as their mode of transportation, we will prompt them if they are sure about this decision and if they want to see a public transit option instead.
3. Encourage building a stronger local community.
    - How our platform is doing this: we will focus on and promote local and family-owned businesses that are near the location of the user. Due to the pandemic, most people spend a lot of time at home, so we anticipate that most of the activities they do will be in their neighborhood. We are hoping that encouraging users to participate in local activities and events will help build more tight-knit communities.

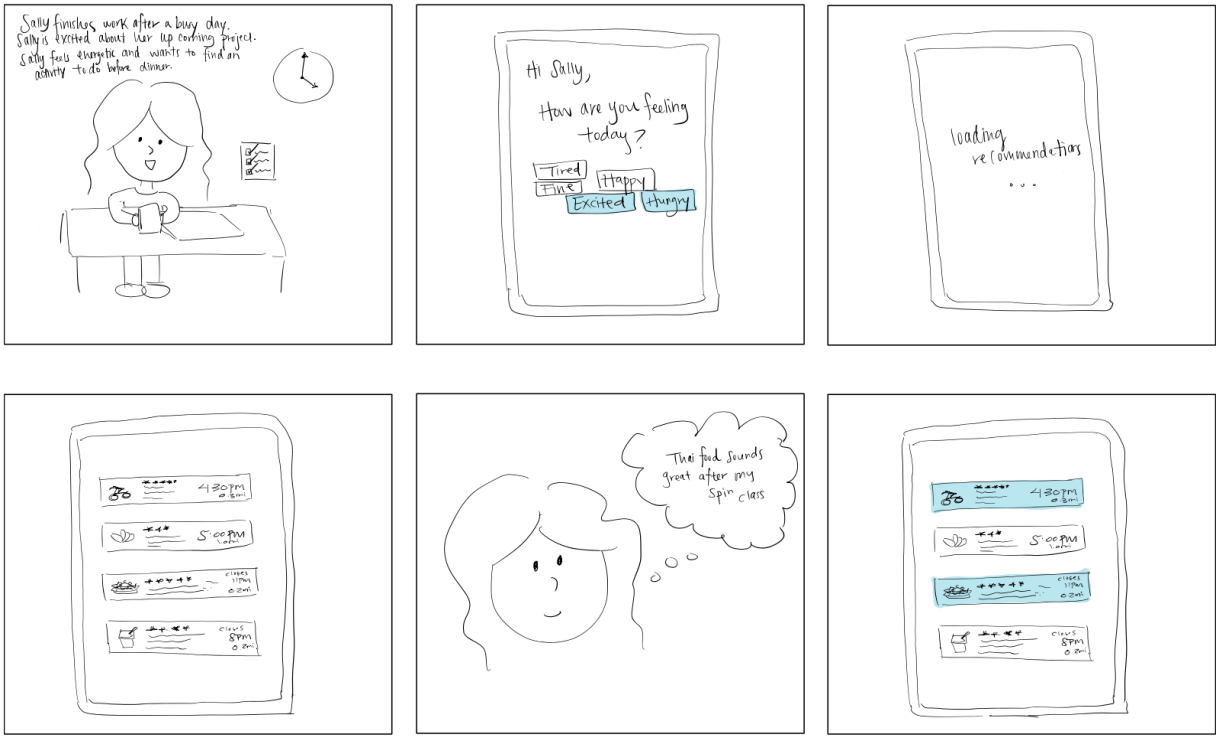
Scenario Storyboards

Storyboard 1

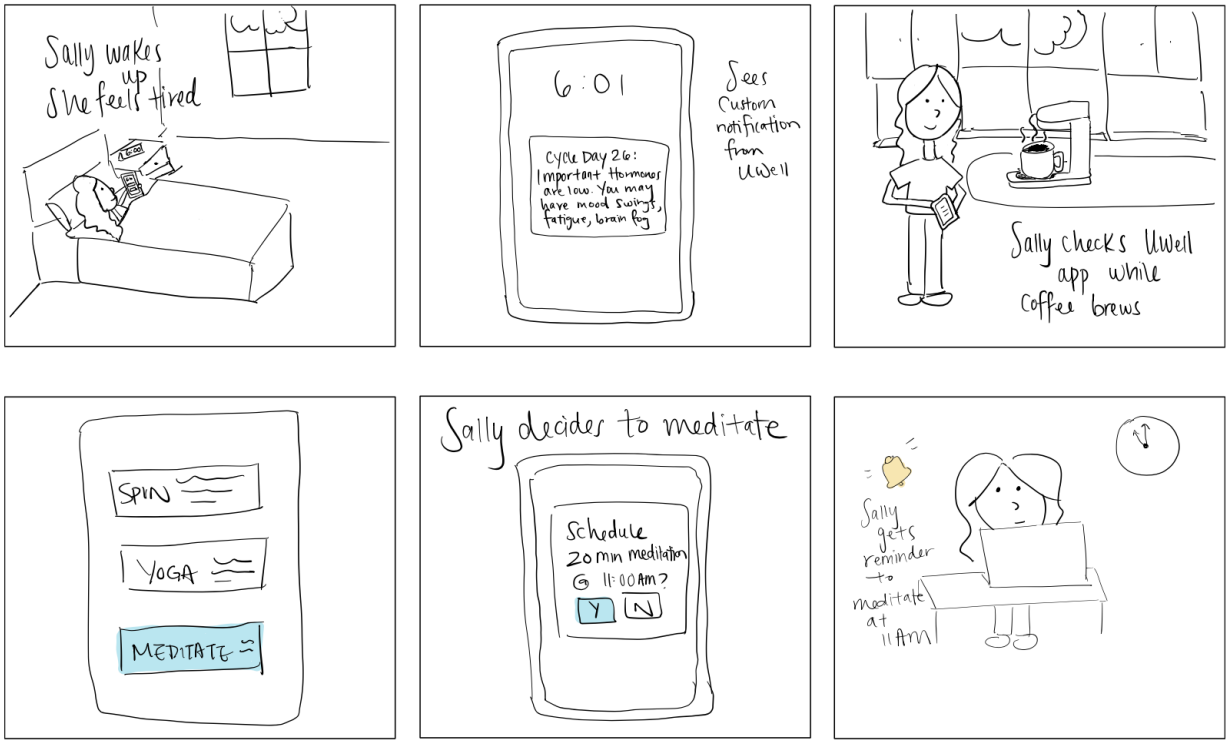
Storyboard 2



Storyboard 3



Storyboard 4



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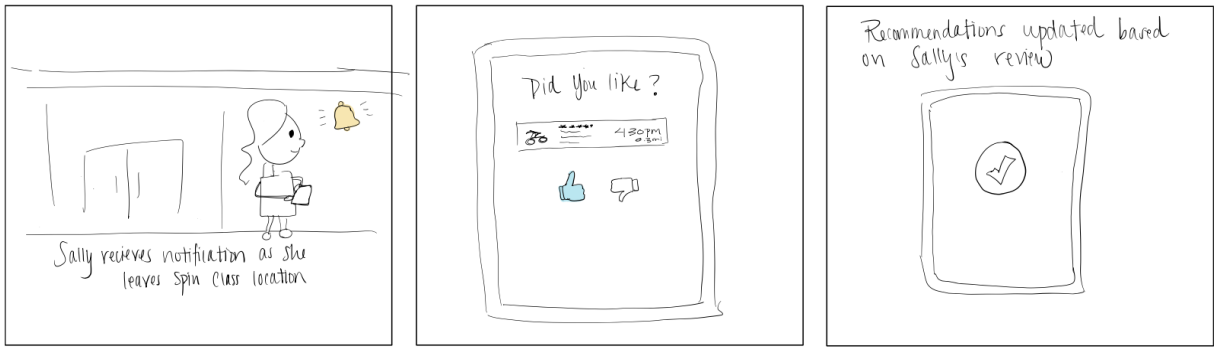
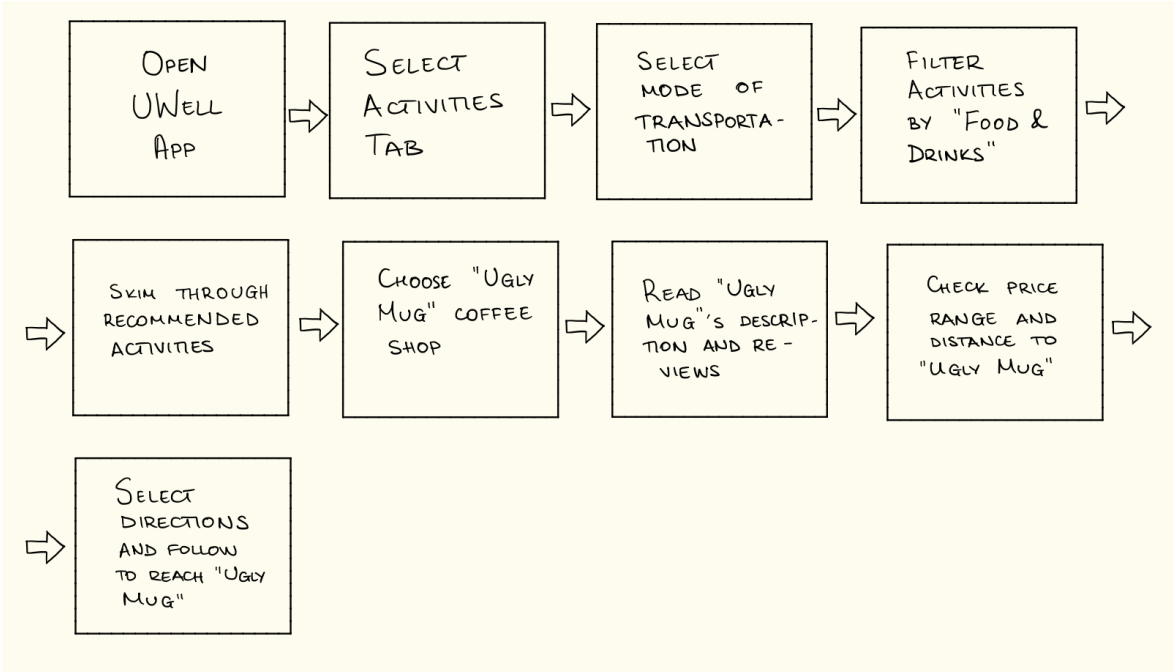
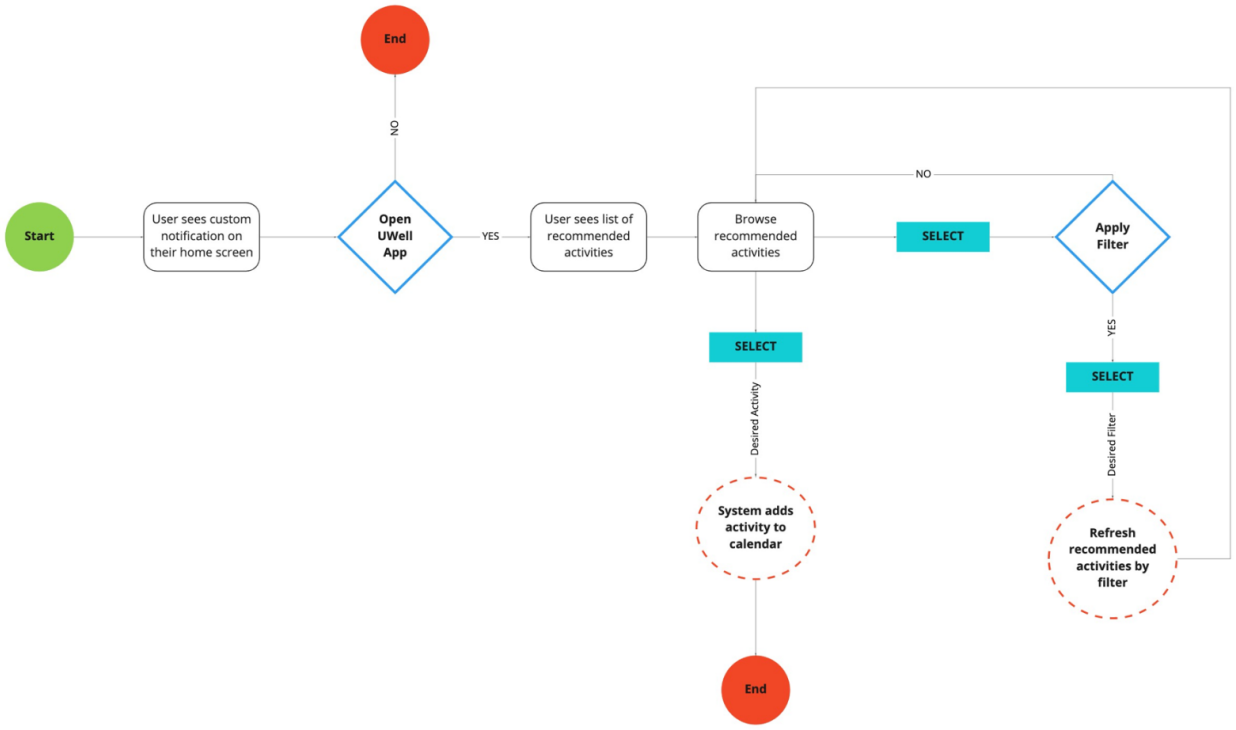
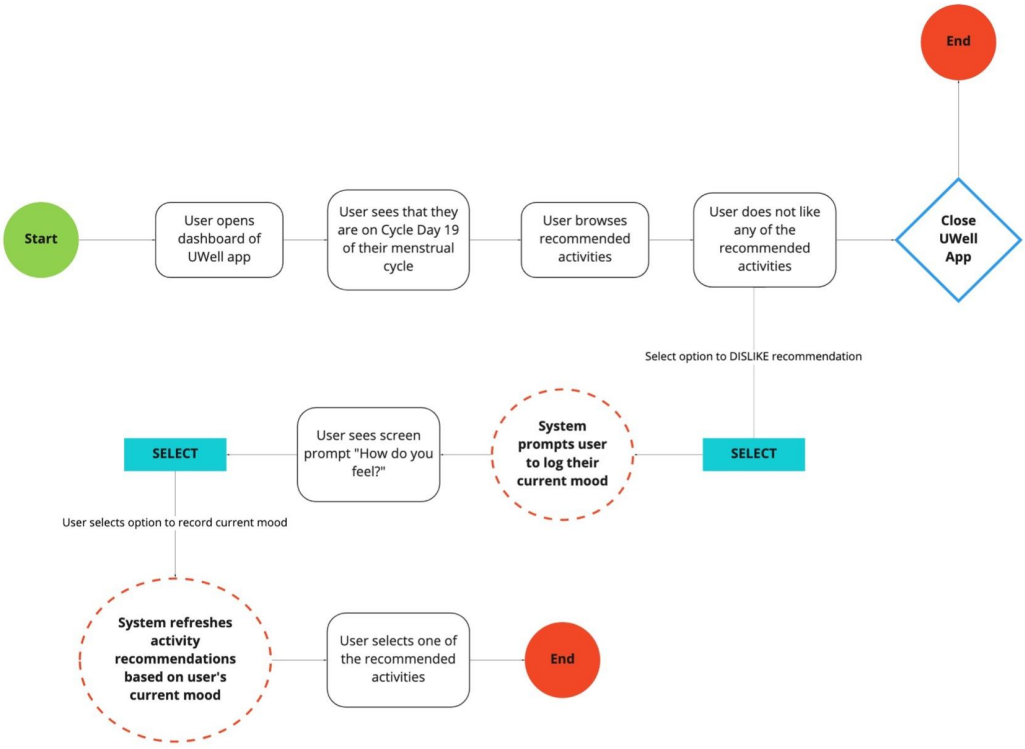


User Flow Diagrams

User Flow 1



User Flow 2



User Flow 3