

happy paws

A GAMIFIED APPROACH TO MENTAL HEALTH

the . team



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problem context

Gen Z is
twice as likely
to battle depression and
feelings of hopelessness
than those over 26

Only 19%
of Gen Z go to
therapy

42%
of Gen Z have
been diagnosed
with mental
conditions

PROBLEM STATEMENT

How might Gen Z individuals cultivate healthy habits through daily use of wellness tools so that they can develop positive attitudes within their daily lives?

key research insights

Market Research

Existing solutions don't have a web platform.

Many resources don't incorporate gamification.

User Research

Most participants reported low ratings on self-esteem and mental wellbeing.

Many participants expressed eagerness to use apps with incentivization & gamification.

Literature Review

Gen Z is more open to talking about mental health than previous generations.

Gamification is an evidence-based approach to effective mental health intervention.

Many Gen Z individuals lack the resources to seek therapy, counseling, & medical treatment.

user personas

persona 1: Alyssa



Age: 21

Gender: Female

Occupation: Full-time student, works part-time at Starbucks

Alyssa finds it challenging to...

- Establish a healthy balance between school, work, and making time for herself

Alyssa wishes to...

- Cultivate healthy habits so she can feel more positive within her daily life
- Find resources to help her be more proactive with her mental health

persona 2: Lilly



Age: 16

Gender: Female

Occupation: High school student

Lilly finds it challenging to...

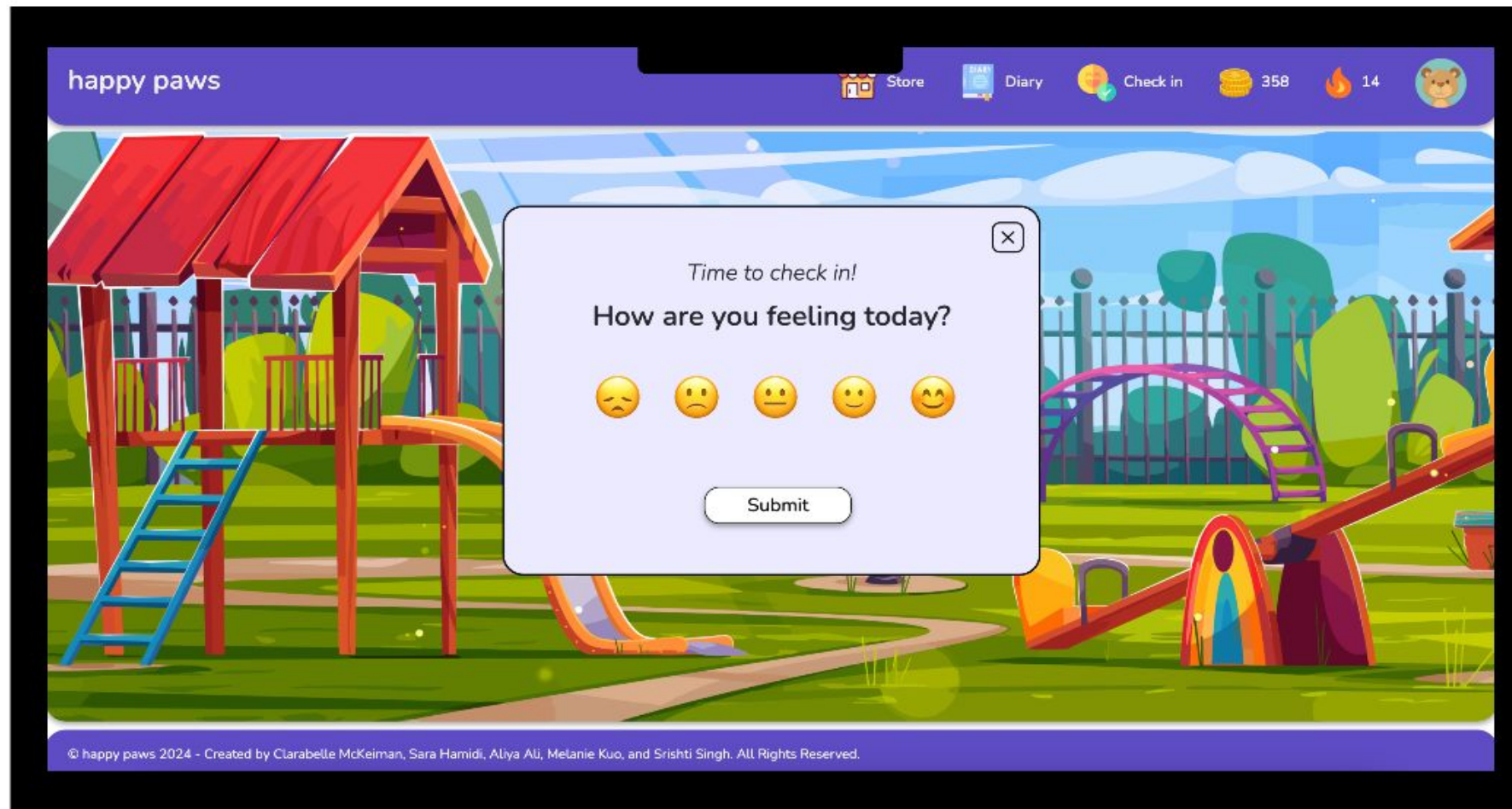
- Stay motivated and establish a healthy routine

Lilly wishes to...

- Seek outside resources to help her stay motivated and feel more positive about her daily activities
- Start checking in with herself regularly so she can keep track of how often she is feeling down

key feature 1: daily check in

streak & coin count
shown in navbar
for easy reference

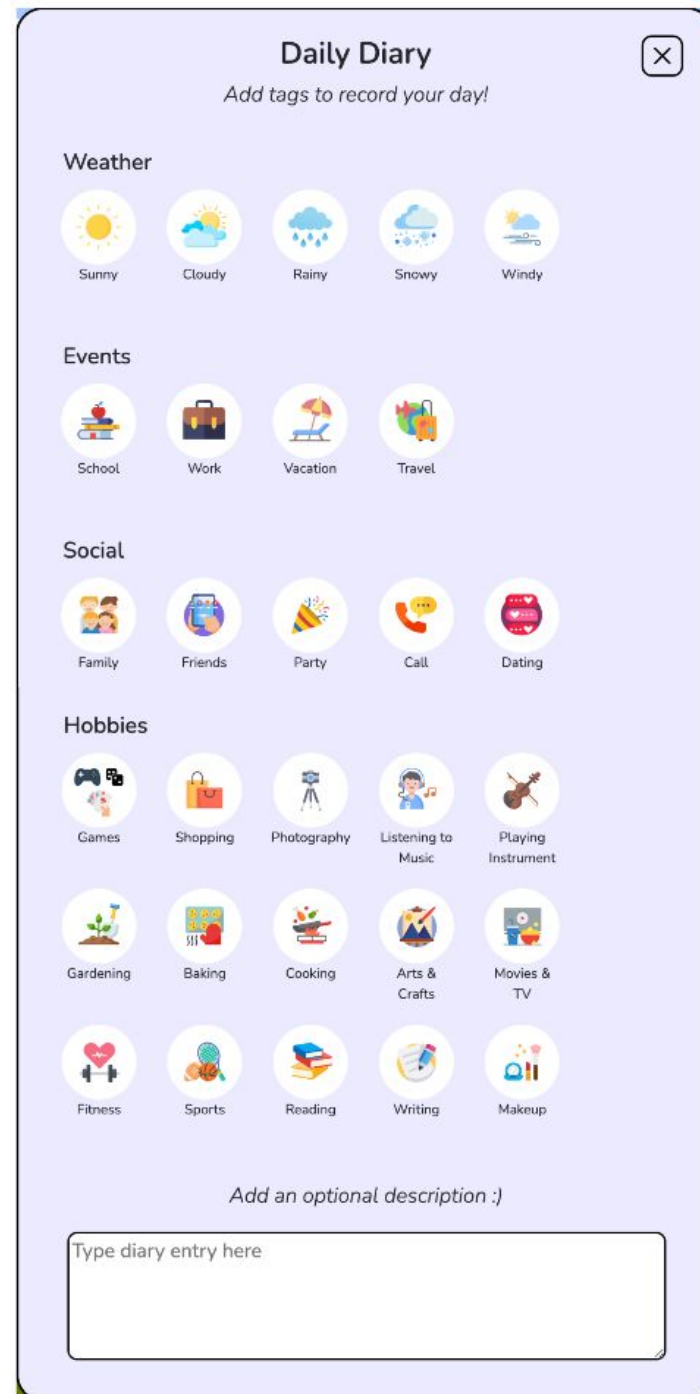


Daily check in to
promote self-reflection

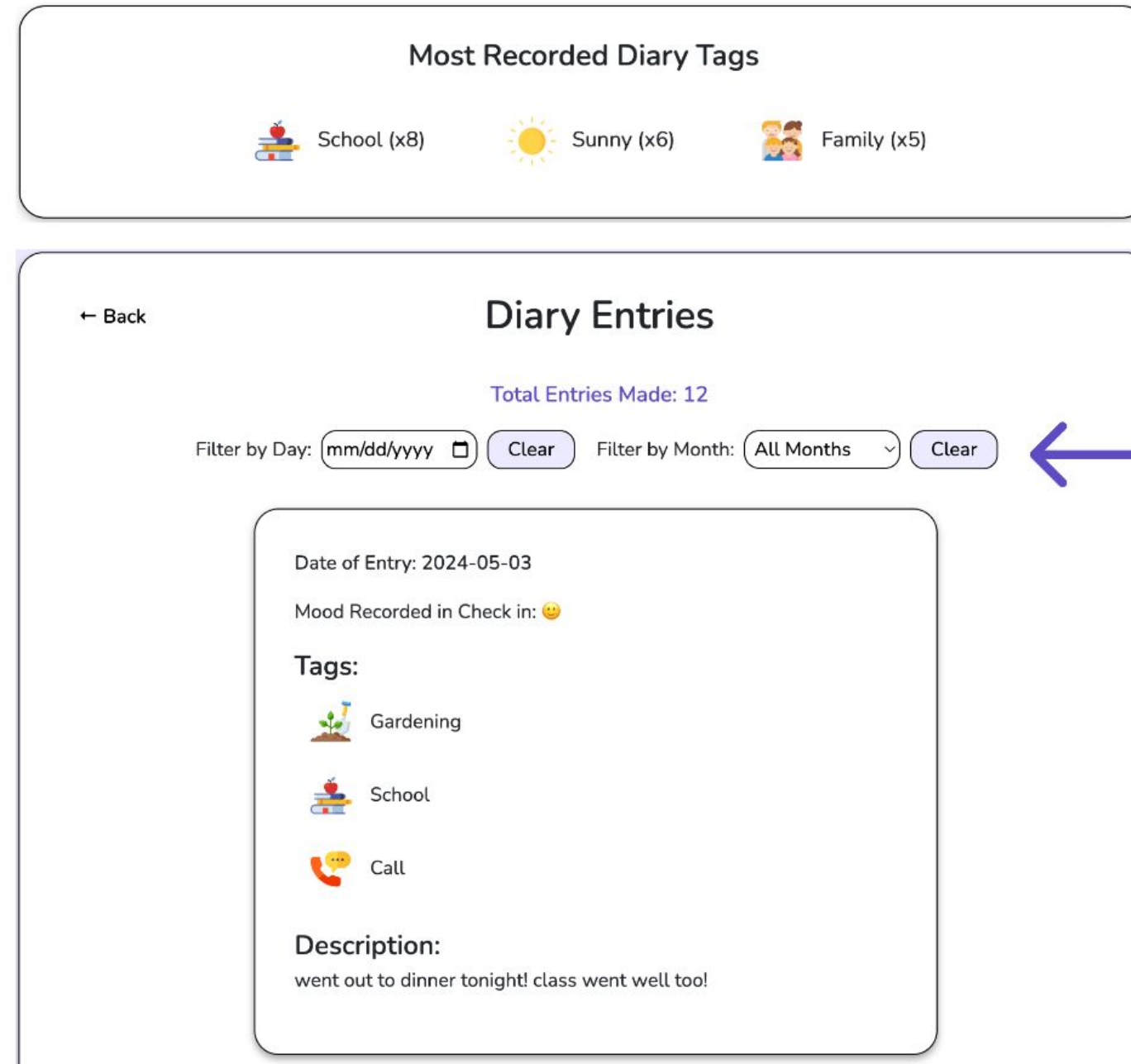


Personalized insights based
on mood logged during check in

key feature 2: diary



Daily diary to promote the development of healthy habits



Personalized insights collected from diary entries

key feature 3: store



Store feature provides users an incentive to complete daily activities



Users can view items they have purchased via the closet

user testing/validation

Concepts Validated

Navigation, usability
& design of app

Virtual pet concept

Store feature

Daily check ins

Diary feature

User Testing Insights

High ratings for usability,
navigation, aesthetics,
customization options, and
overall app concept

App needs more clarity in
how it's meant to be used:
needs tutorial/instructions

Reminders for users to
check in would be helpful

Design Direction

Implement the following:

- Notification system
- External resources to refer users to
- Create an app tutorial
- Robust user insights to help users track their wellbeing

demo video

ethical considerations

Values

- Inclusivity
- Accessibility & Usability
- Empowering users
- Positive reinforcement
- Availability & Affordability
- Evidence-based practices

Ethical Concerns

- Privacy and Confidentiality
- Inclusivity and Accessibility
- Sensitivity and Appropriateness

Ethical Solutions

- Users make password protected account
- Data is private and only accessible to user
- We ensure that our gamified design doesn't diminish the seriousness of mental health

next steps

Ongoing Project

Post-capstone we will:

- Keep our database and app active
- Continue developing our app as a personal endeavor
- Make our GitHub repository private

thank you!

questions?