

Cerebral

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Problem Statement

- Self diagnosis
- Ages 18-29
- Perceived and actual issues
- This issue isn't limited to just physical ailments.
- 34% rate of correct analysis of mental health self-diagnosis.



Figure 1: Mental Clutter

Becoming an Expert

- Complications with the thought of having one issue
- The nature of self diagnosis and mental health



Figure 2: Expert

Information For Conducting Market Research

- COVID-19 has caused an elevation in a worsening mental health state
- The size and population of the people affected by the adverse effects of Self Diagnosis
- How the service would reach people



Figure 3: Stonks

Figure 4: Research



Conducting Market Research

- Products already out there
- Understanding the full scope of the problem
- How the market can and will teach our group and lead us to better the adverse effects of self diagnosis



Figure 5: Idea Bulb



Figure 6: Pi Charts

Knowledge of the Marketplace

| | Pros & Cons |
|--|---|
| Competitor 1: Teen Line | Is exclusively a service for conversation. Helps many due to availability of the product. |
| Competitor 2: The Youth Mental Health Plan | Focuses on talking to the parents rather than teens/children, but still focuses on them. It is a big commitment and requires many volunteers. |
| Competitor 3: Better Help | Costs a lot of money in order to have a meeting with a counselor. A year would be about \$72-\$96. Uses professional counselors and not volunteers. |

- Survey Information
- Product Design



Figure 7: Jumble

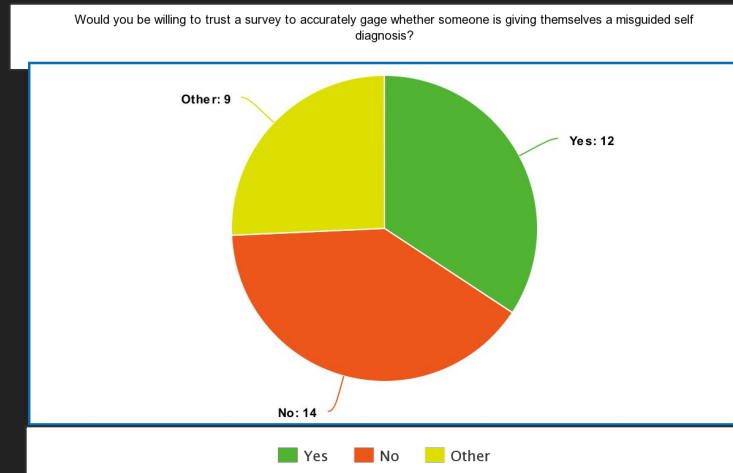


Figure 8: Survey Trust

Our Solution

Monthly survey taken by the student body.

- 20 questions. Based off of the answers, changes would be made in order to assist the mental health of students.
- With a broad, school-wide outreach, our project goal would be accomplished.

We do not pay for attendance to this school, but we wish to have a say and feel mentally stable. With this idea, we could do that.

Our design specifications are simple. We use a survey to collect information and provide it to the school.



Figure 9: Survey Check

Survey Example and Questions

Refer to master copy of the survey via Google Drive.

Consideration of Design Viability

| Products Include picture and link | Pros & Cons |
|--|--|
| Competitor 1: Teen Line | Is exclusively a service for conversation. Helps many due to availability of the product. |
| Competitor 2: The Youth Mental Health Plan | Focuses on talking to the parents rather than teens/children, but still focuses on them. It is a big commitment and requires many volunteers. |
| Competitor 3: Better Help | Costs a lot of money in order to have a meeting with a counselor. A year would be about \$72-\$96. Uses professional counselors and not volunteers. |
| Our Product: | Is convenient since it doesn't require pay, time commitment, and is easy to access. In that regard, our project also doesn't require many materials to succeed, so it is much easier to produce. |

Test Criteria and Procedure

The best way to get data from this prototype is to have people take the survey. It's that simple.

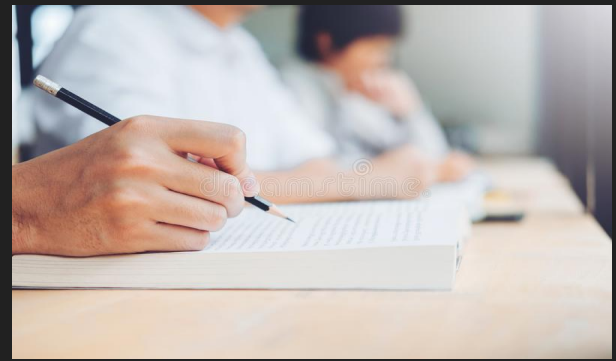


Figure 12: Testing

- Depending on what we get out of the survey we will know what we need to change and improve.
 - First is a select population, this would be willing participants from the student body.
 - Second would be to deliver an invitation in the form of a link so those willing could take the survey.
 - Third would be to set a deadline for the survey.
 - Finally we would need to collect data and aggregate the results. This would include a summary of what the results have told us about the survey itself as well as the people who took it.

We felt it would be best for the survey-takers to remain anonymous.

Documentation of External Evaluation

- We received many reaffirming comments and feedback
- We had some preliminary feedback from our mentor. But, in recent light, our mentor has not felt it prudent to respond to our questions.
- “I believe that they could add how these people are self diagnosing themselves. Are they looking up things online, are they just guessing, do they hear possibilities of what they may have from someone else? What is considered self diagnosis?”



Figure 13: Evaluation Jumble



Figure 14: Text Bubbles

Reflection on the Design Process

- We gathered a decent amount of information over the lifetime of this survey, and we were able to implement a sizable portion of it into the current draft.
- A survey is lightwork compared to a physical product. The largest challenge of a large-scale survey is spreading it.
- In some sense, our prototype was already successful. We got a decent amount of people to take both drafts of the survey. Rounding out at about 75 people, our survey was much more well-received than we expected.



Figure 15: Reflection

Thank you for listening!