

Raising awareness of mental wellbeing in middle-aged women through Service Design

Project 03

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Guided by Dr Pramod Khambete

- Introduction
- Methodology
- Goals
- Problems Identified

- Good health (which includes Mental Health) is important for us to think, emote, interact and enjoy life
- However, awareness (and acceptance) of Mental Health is low in India, and even lower in Middle Aged women
- Middle aged is crucial; is marked by interpersonal and biological changes
- Complex, sociotechnical problem with no 'finite' or 'defined' solution; why does this problem exist, and how would people accept it?
- Intent: To create solutions that increase awareness about mental wellbeing and good mental hygiene

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Service Design

Flexibility to work with multiple stakeholders,
create non-linear user journeys,
work across multiple touchpoints;
Thereby reducing complexity

Transtheoretical Model of Behaviour Change

Provided guided pathway to design a service
that facilitates 'good' behaviour, i.e.,
one taking care of their mental health;
Also, it reduced complexity

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Priority Group: Middle Aged Women

1. Understand **what** is mental illness, **how** does it occur, **when** does it occur
2. Develop ability to **spot** mental illness/**seek** help/**where** to seek help/**how** to seek help
3. Introduce and incorporate CBT/DBT activities for self care, self awareness (doing **bare minimum mental 'gym' exercises**) into their daily schedules (for all, not just for those who have mental illnesses)
4. Provide a **pathway** to seek medical help, if needed

Influencing group: Other member's of the ecosystem

1. Understand **what** is mental wellbeing
2. Identify signs and symptoms of mental illnesses in the middle aged woman (MAW)
3. Provide assistance to the MAW to:
 - Understand the nature of the problem
 - Manage their life and their illness
4. And if the illness is unmanageable, provide access to professional help for the MAW, and for their own well-being

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Lack of education about **how** to take care of mental health

Using religion to **justify** poor mental health

A skewed understanding of **'self'**, others always come first

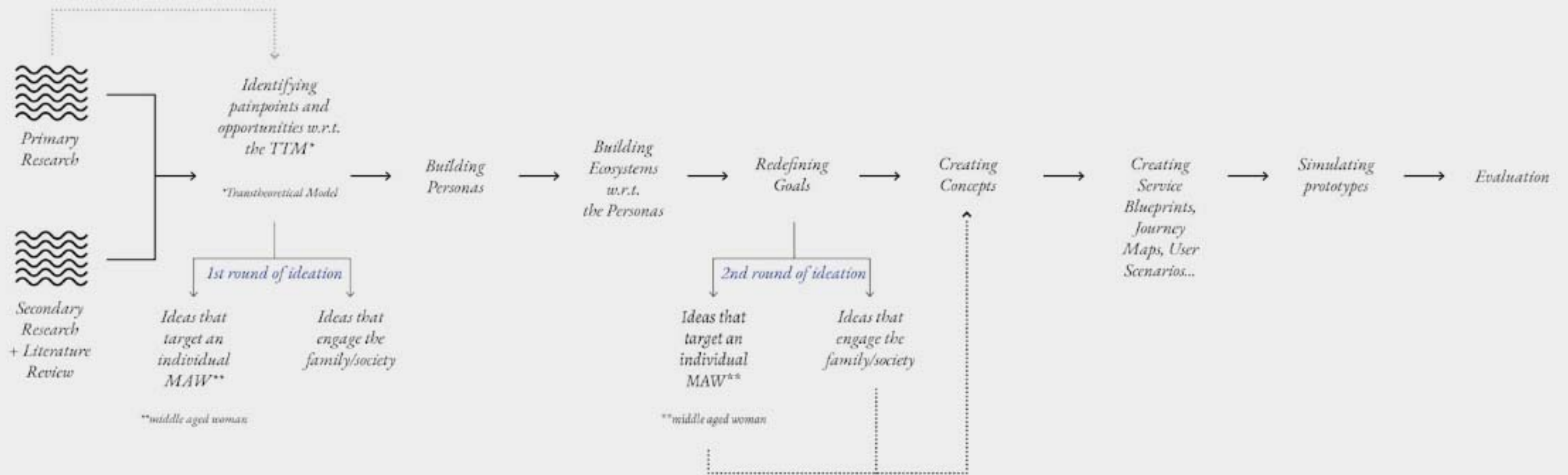
Drastic **biological** and **interpersonal** changes in middle age

Unnatural normalization of difficult situations

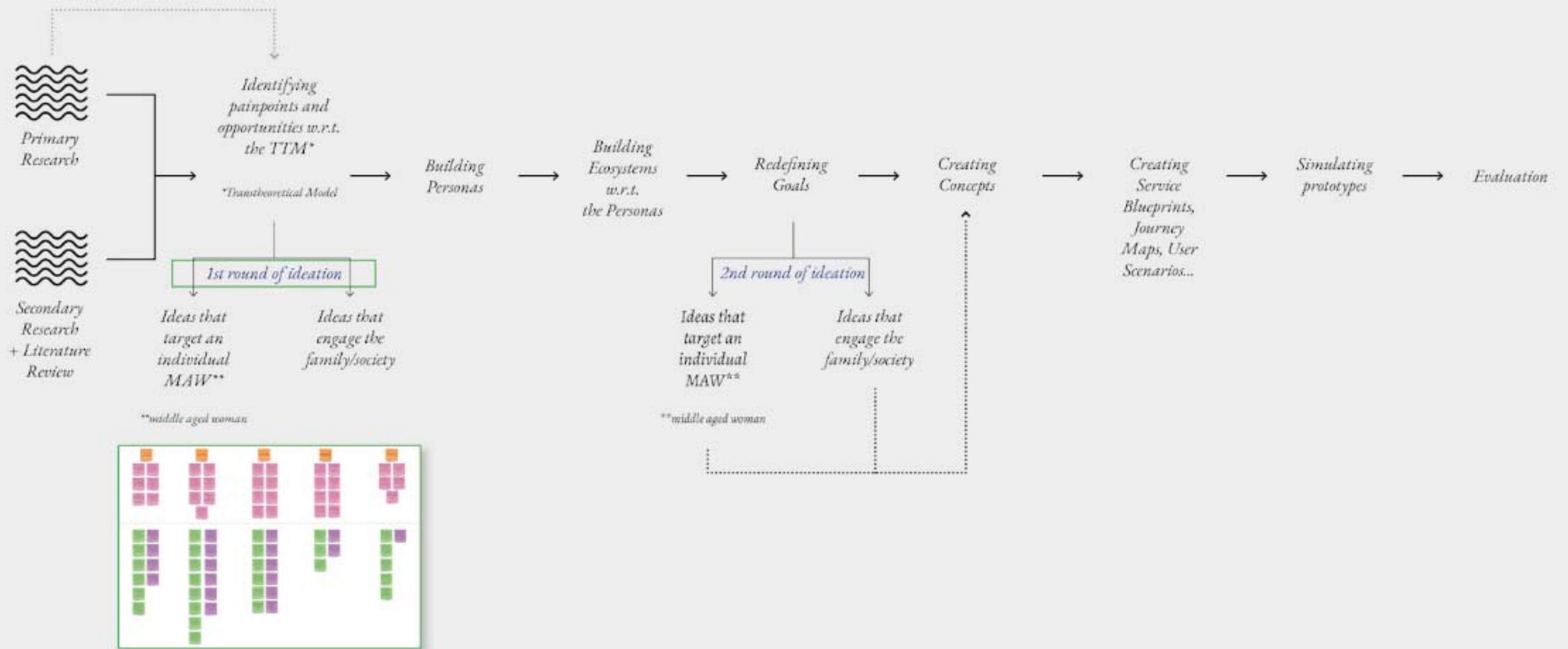
Having a fear of being called 'crazy' or **being labelled**

+ insights from secondary research and literature review

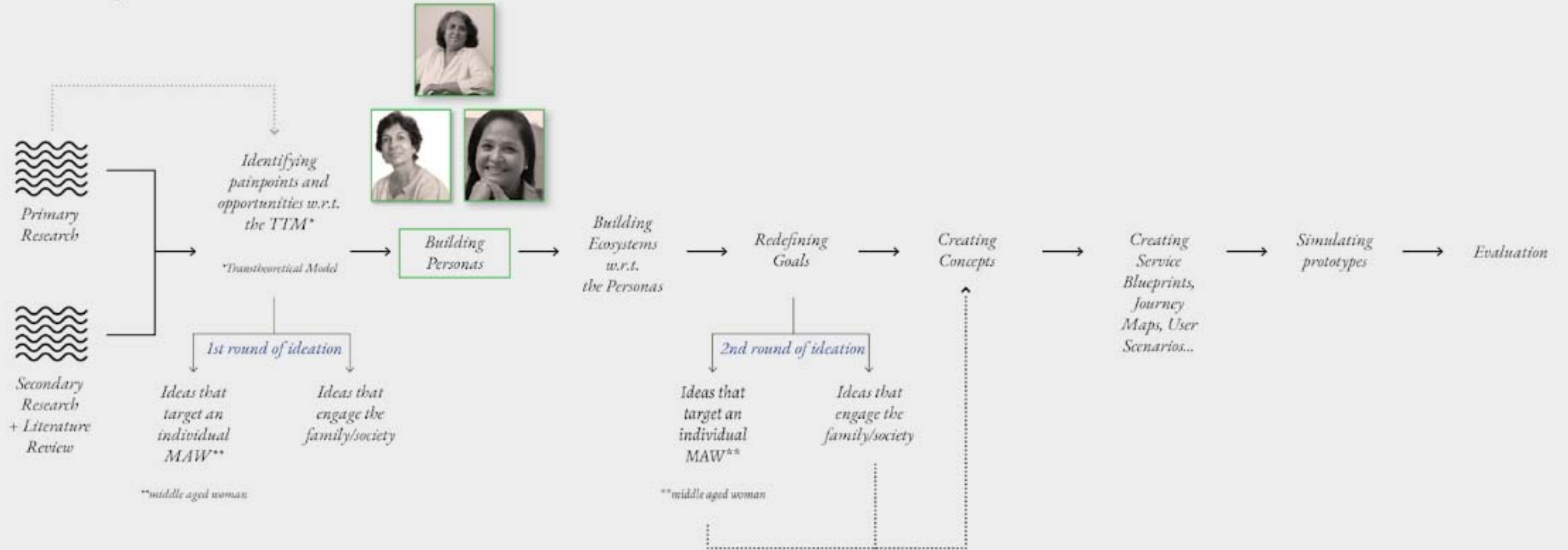
The Design Process



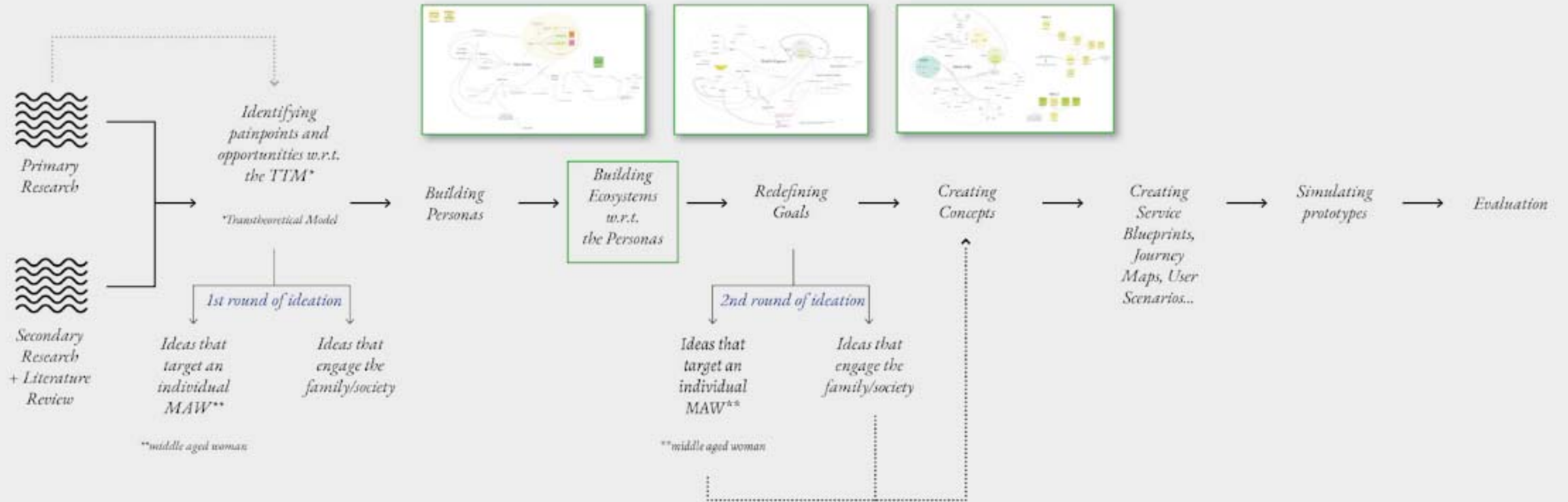
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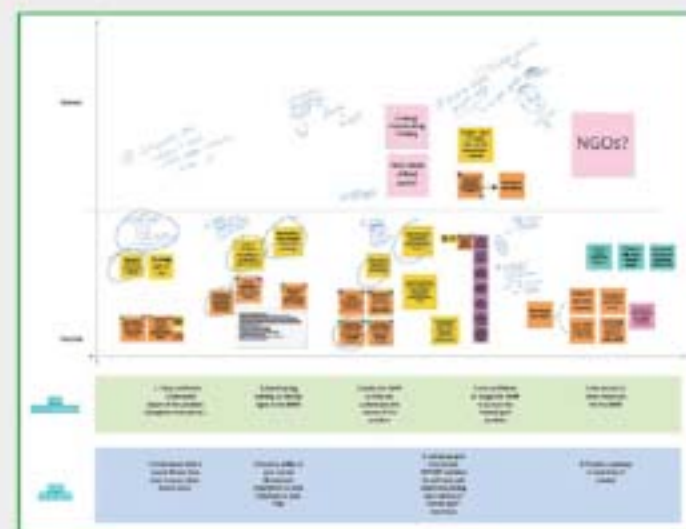
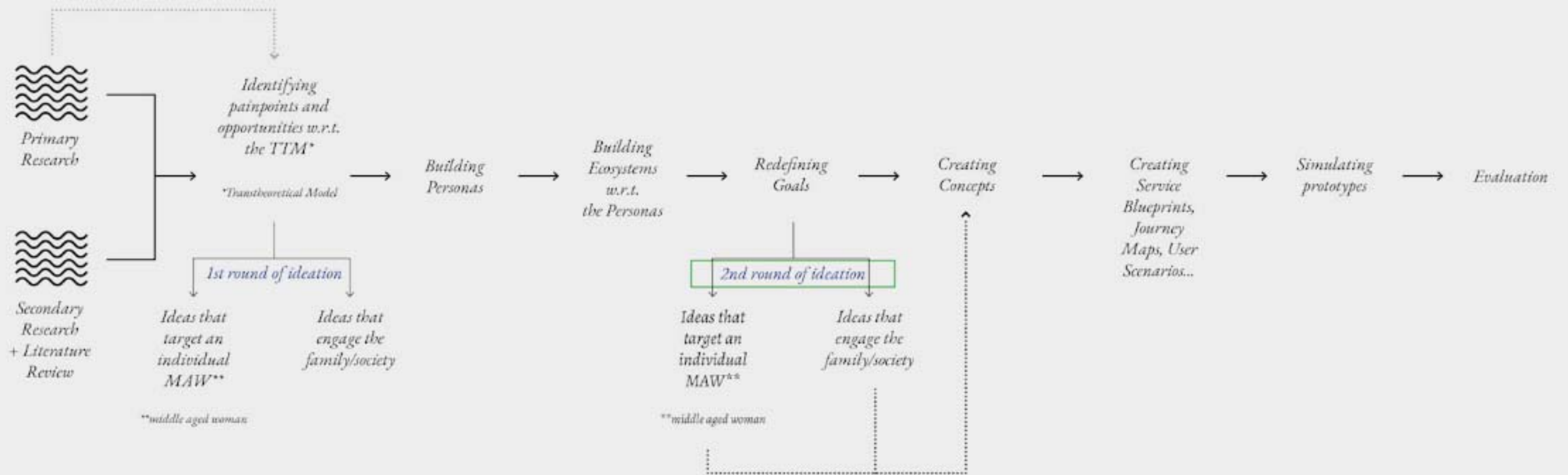
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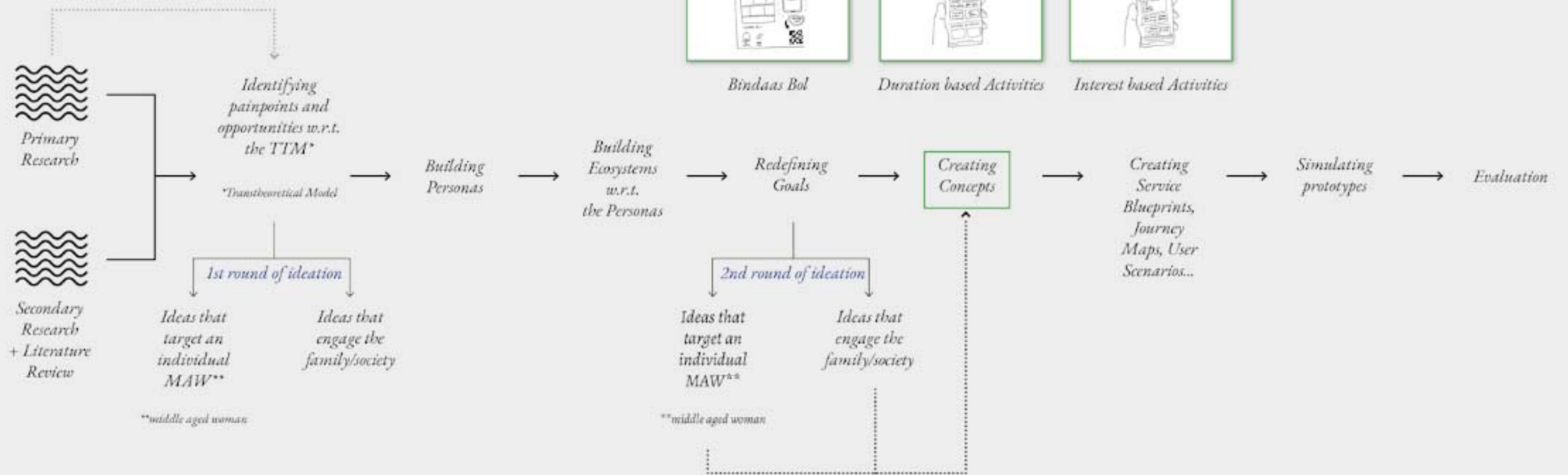
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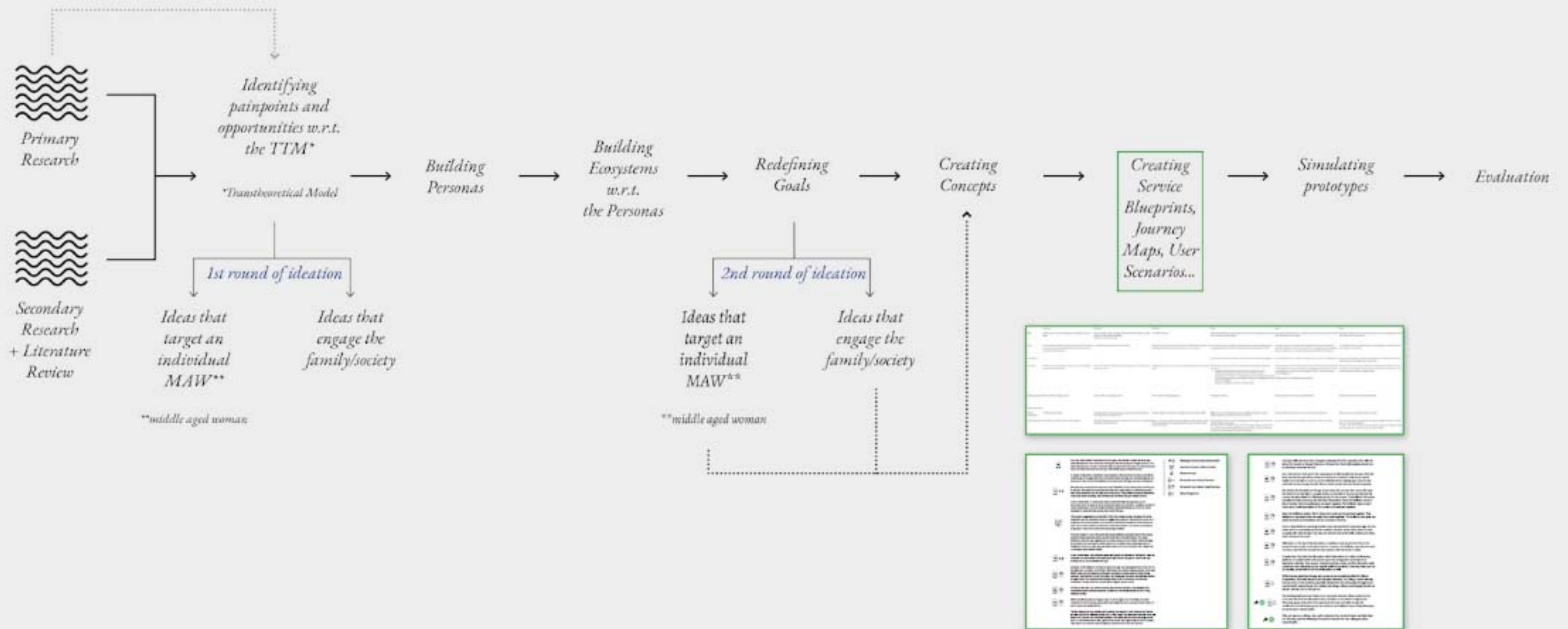
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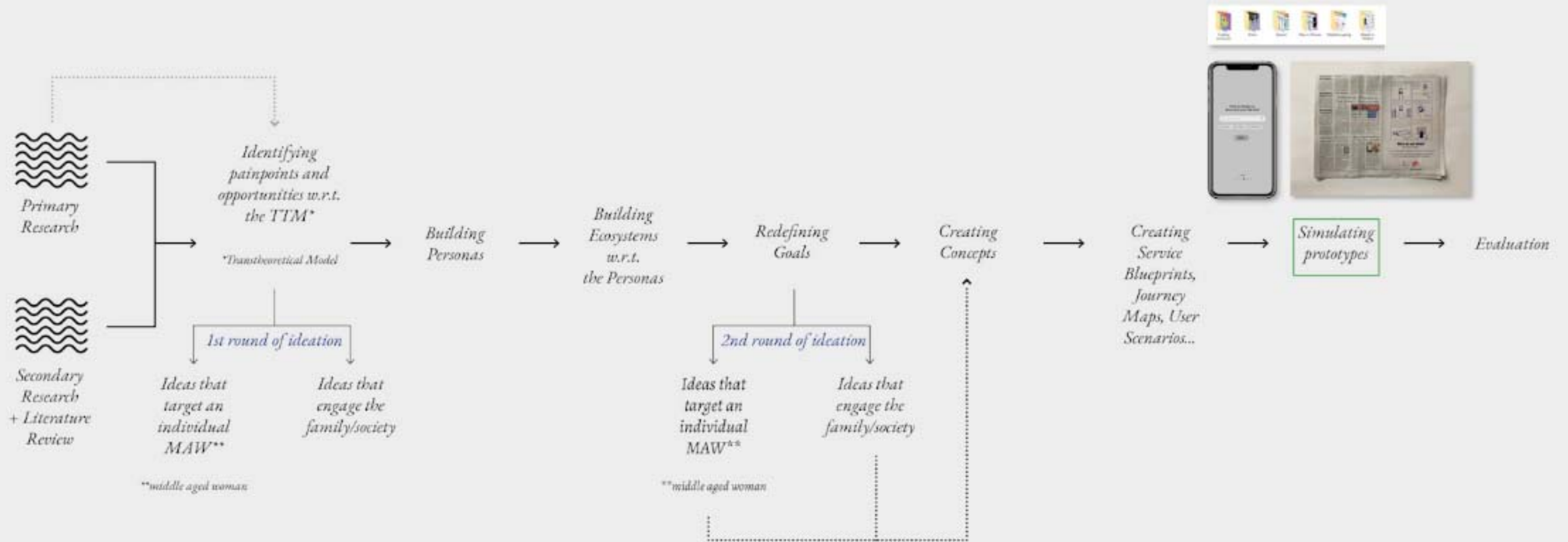
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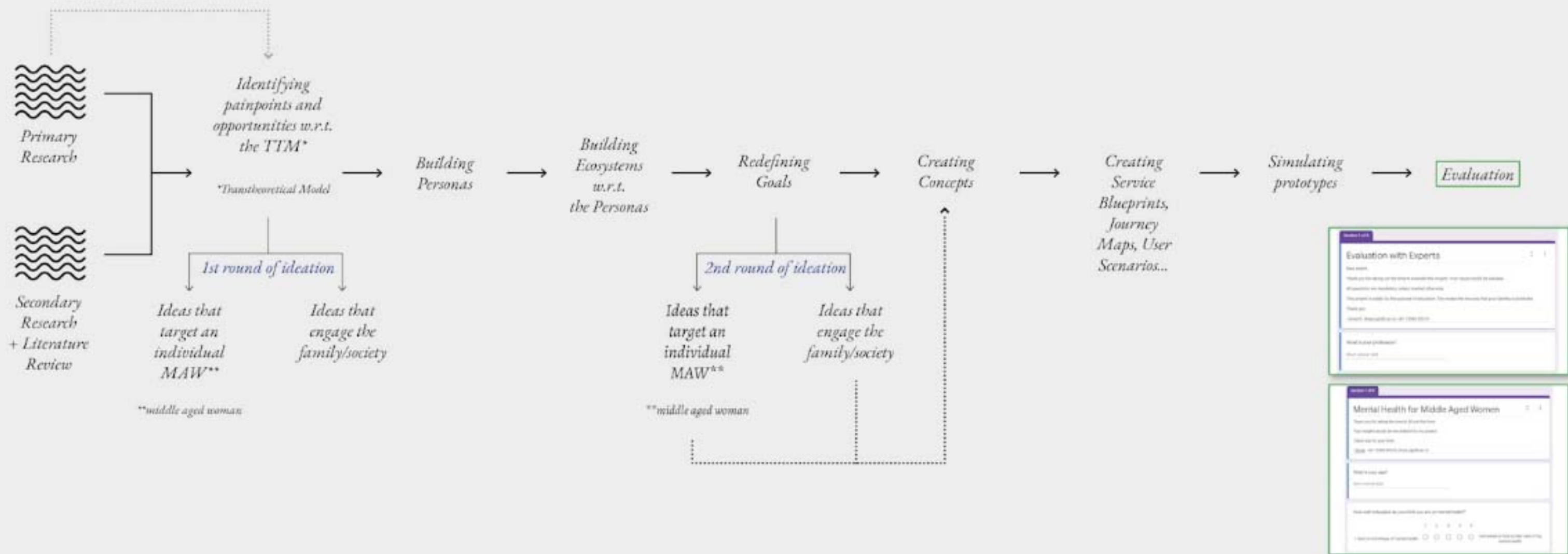
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Concepts



Concept 1: Interactive comics and storytelling using popular media such as newspapers, Facebook and Instagram



Concept 2: WhatsApp forwards that talk about Mental Health



Concept 3: Mitran Programme



Concept 4: Bindaas Bol App for women's holistic health needs



Concept 5: Duration based activities



Concept 6: Interest based activities

Concept 01: Interactive comics and storytelling using popular media



This is the story of Deepa Singh and how she overcame Panic Disorder. Say hi!

The Character 'Deepa'

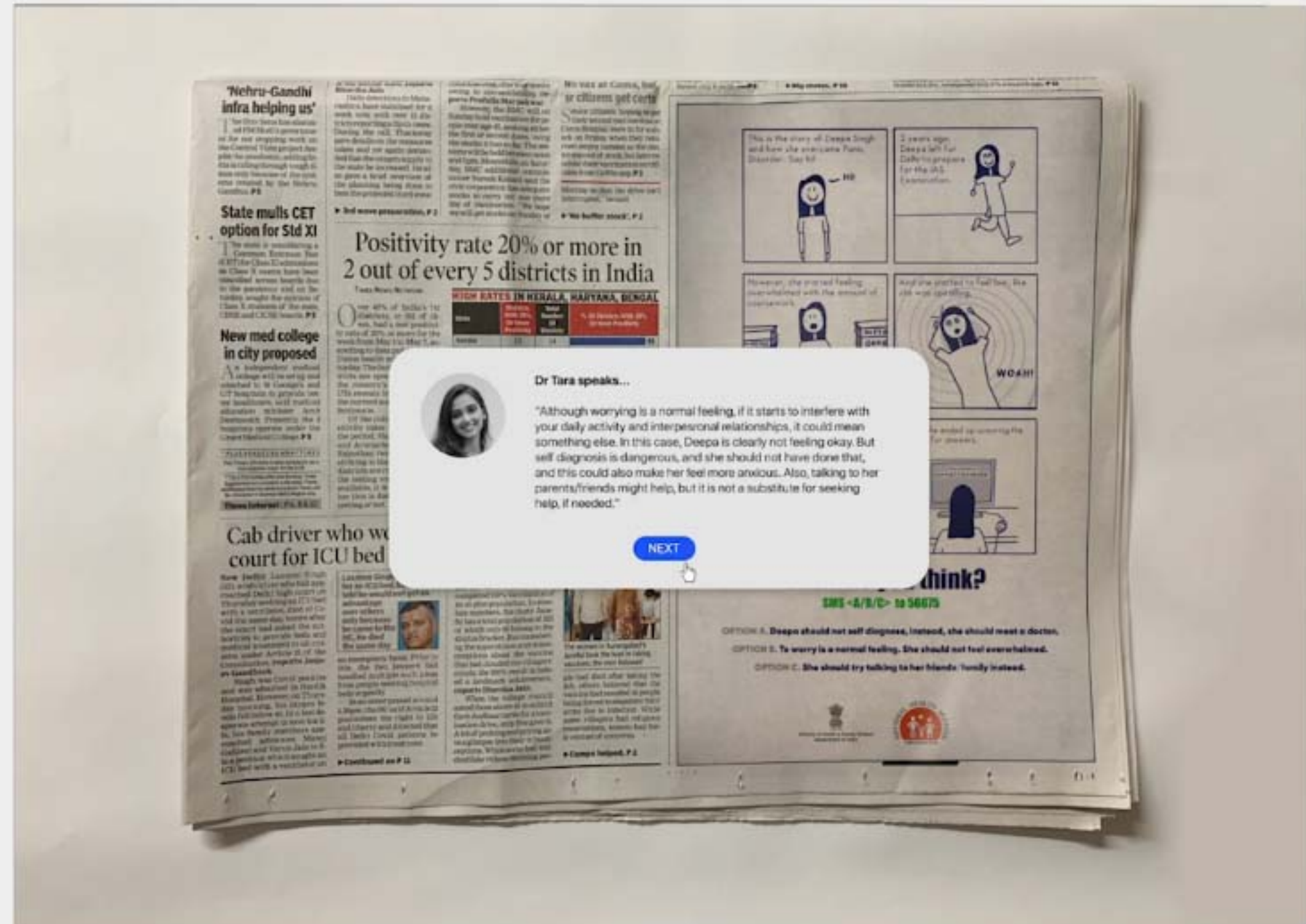


A simulation of the prototype

Concept 01: Interactive comics and storytelling using popular media



The Character 'Deepa'



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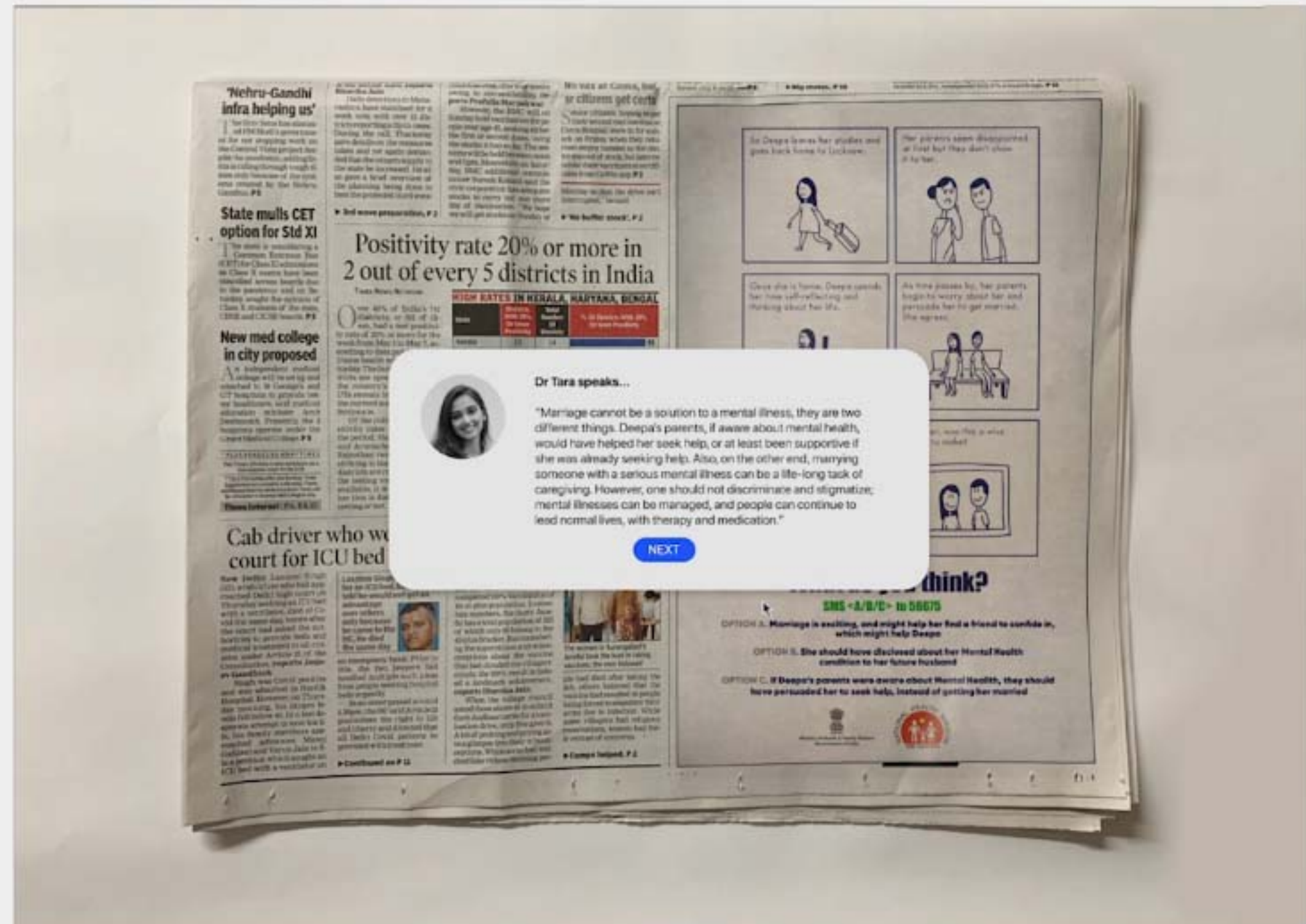
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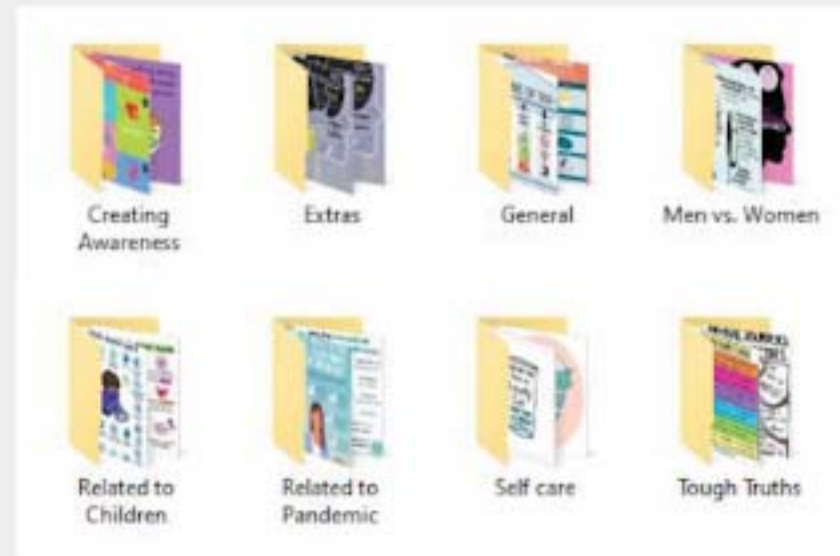
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Concept 2: WhatsApp forwards that talk about Mental Health



Curating content related to mental health

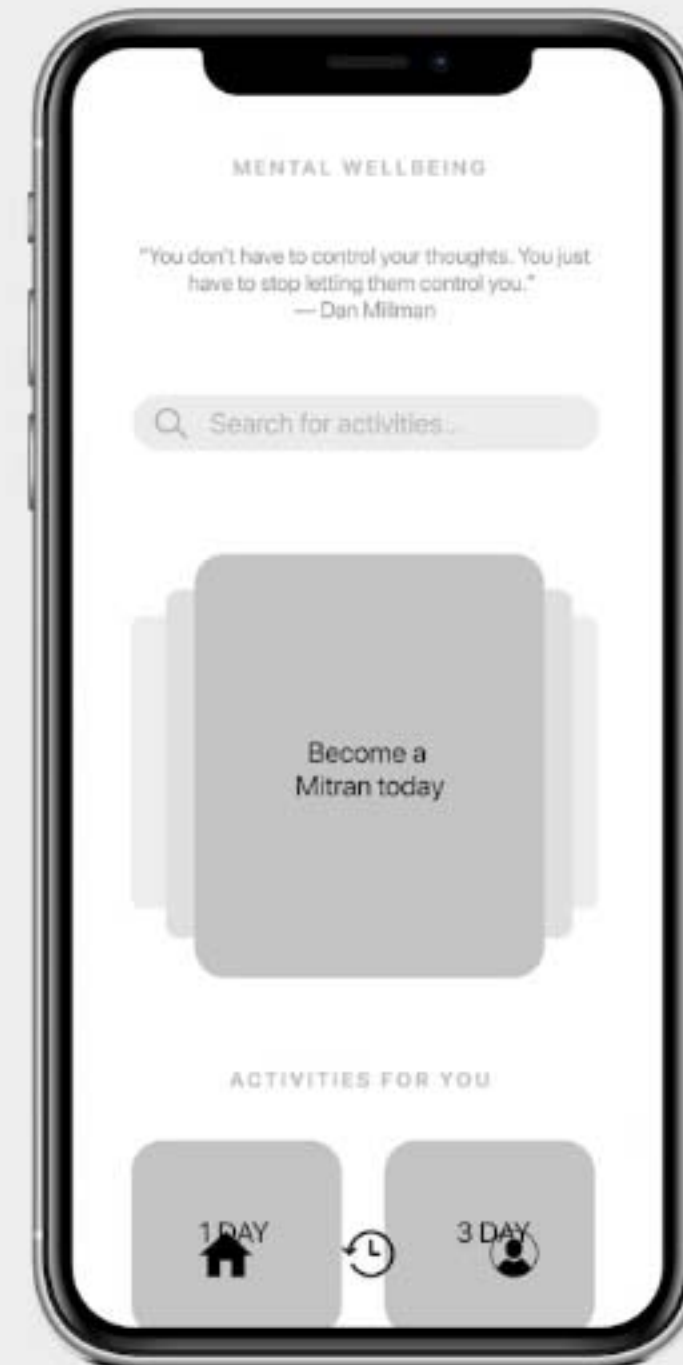


Sending out forwards

Concept 3: Mitran Programme

	The Core	The Core	The Core	Done
Step	Putting the Service Together (Prerequisites)	Putting the Service Together (Prerequisites)	Putting the Service Together (Prerequisites)	Announcing about the programme
Goal	Form a group of interaction designers, Psychiatric professionals, insurance officers and their stakeholders	To create the basic structure of the MDDC, topics to be covered, creating content and other documents, making implementation plan	Develop the content, design existing material that has to be reviewed, program running, launch of which is under development, content and content	Spread the word about the programme to get a diverse set of contributors to the Mitran Programme
User Action				<p>Get involved in volunteering for the Mitran Programme and working to the environment after launch to get it.</p> <ul style="list-style-type: none"> Use Mitran programme to help people with mental health issues. Use Mitran programme to help people with mental health issues. Use Mitran programme to help people with mental health issues. Use Mitran programme to help people with mental health issues. Use Mitran programme to help people with mental health issues.
Practices	Get human resources and work of mental health NGOs, contact Ministry of Health, content designers	Develop ideas, transparent and come up with ideas for the content	Develop the content for the Mitran	<ul style="list-style-type: none"> Use Mitran programme to help people with mental health issues. Use Mitran programme to help people with mental health issues. Use Mitran programme to help people with mental health issues. Use Mitran programme to help people with mental health issues. Use Mitran programme to help people with mental health issues.
Backstage roles	This is staff's backstage action.	This is staff's backstage action.	This is staff's backstage action.	Preparing the content to be announced in the Mitran programme
Support resources		Refer to GHI Education Services for content		<ul style="list-style-type: none"> Having a well defined support system that can help in the implementation of the programme. Having a well defined support system that can help in the implementation of the programme. Having a well defined support system that can help in the implementation of the programme. Having a well defined support system that can help in the implementation of the programme. Having a well defined support system that can help in the implementation of the programme.
Future Aspirations	Ability to find people			<ul style="list-style-type: none"> Use a well defined support system that can help in the implementation of the programme. Use a well defined support system that can help in the implementation of the programme. Use a well defined support system that can help in the implementation of the programme. Use a well defined support system that can help in the implementation of the programme. Use a well defined support system that can help in the implementation of the programme.
Future Research	Use different methods to search for people, management of health			<ul style="list-style-type: none"> Use a well defined support system that can help in the implementation of the programme. Use a well defined support system that can help in the implementation of the programme. Use a well defined support system that can help in the implementation of the programme. Use a well defined support system that can help in the implementation of the programme. Use a well defined support system that can help in the implementation of the programme.

Service Blueprint for the Mitran Programme



In the Bindaas Bol App

Concept 4-6: Bindaas Bol, with the duration and interest based activities



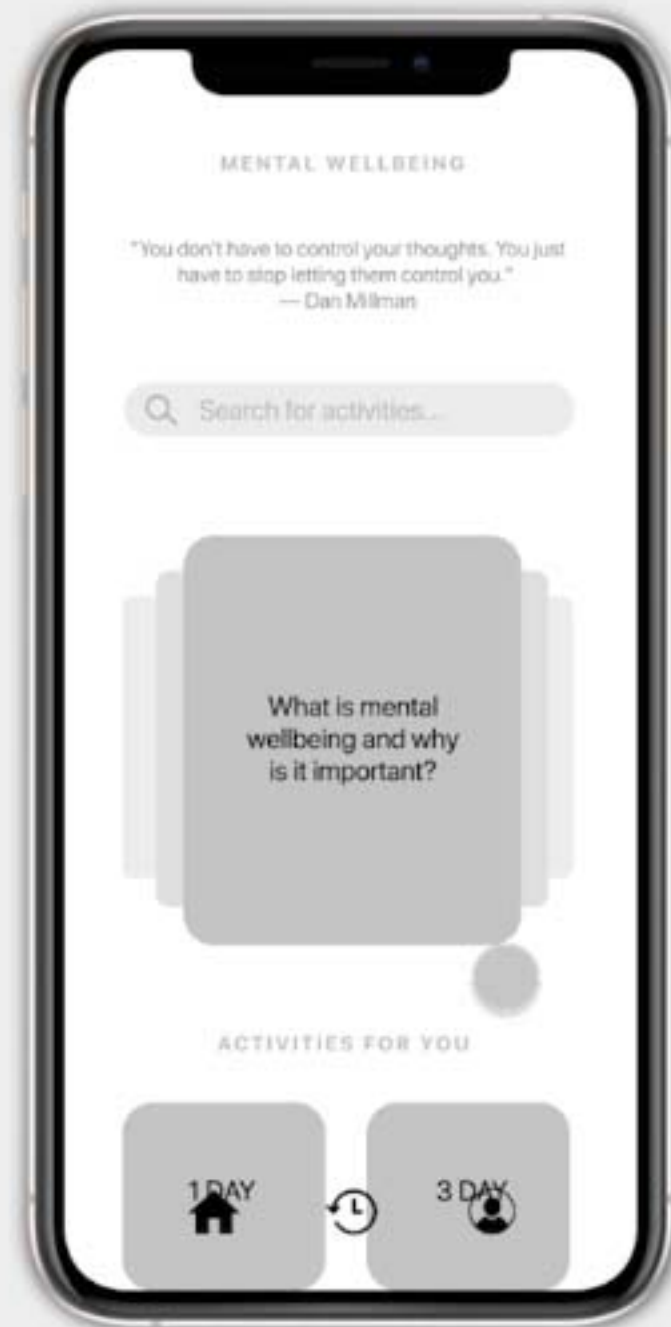
Wireframes for the Bindaas Bol App

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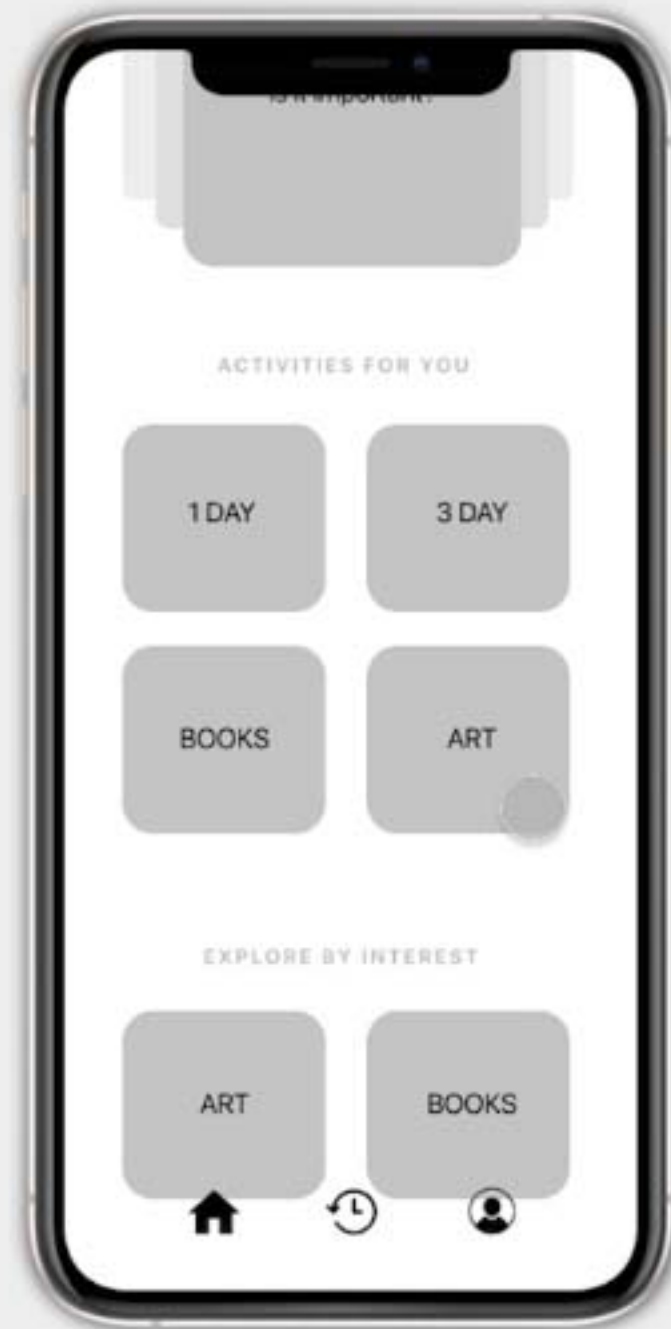
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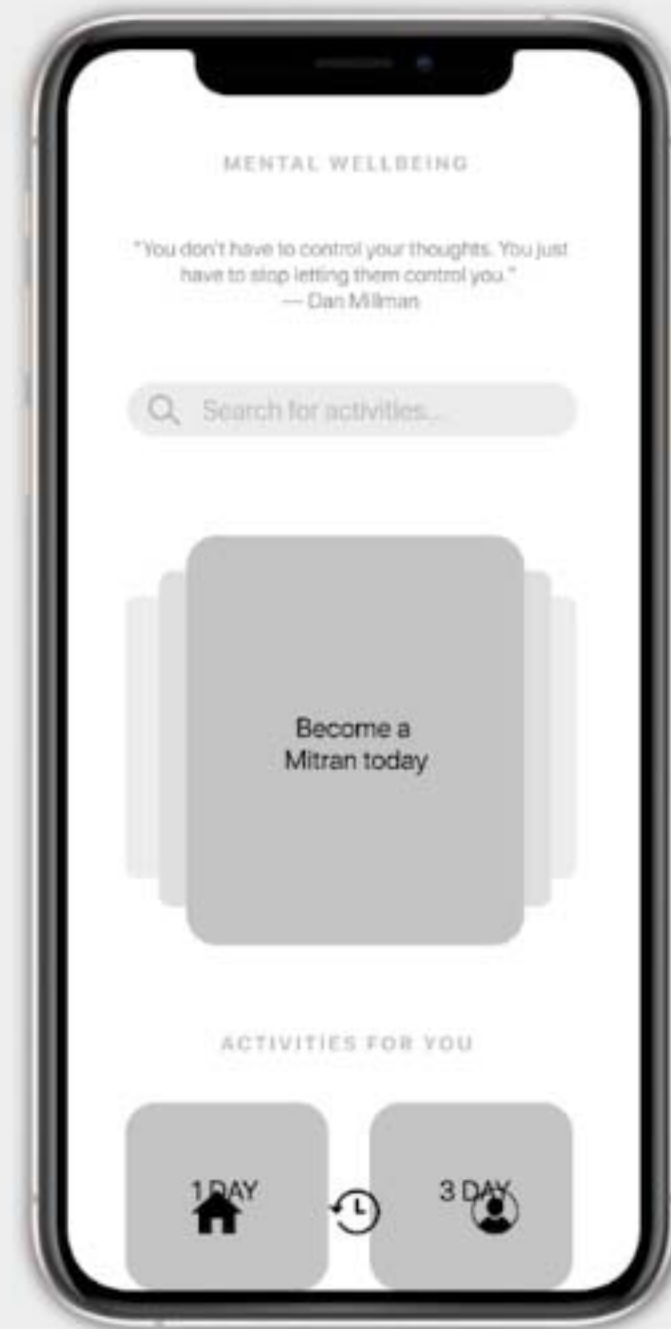
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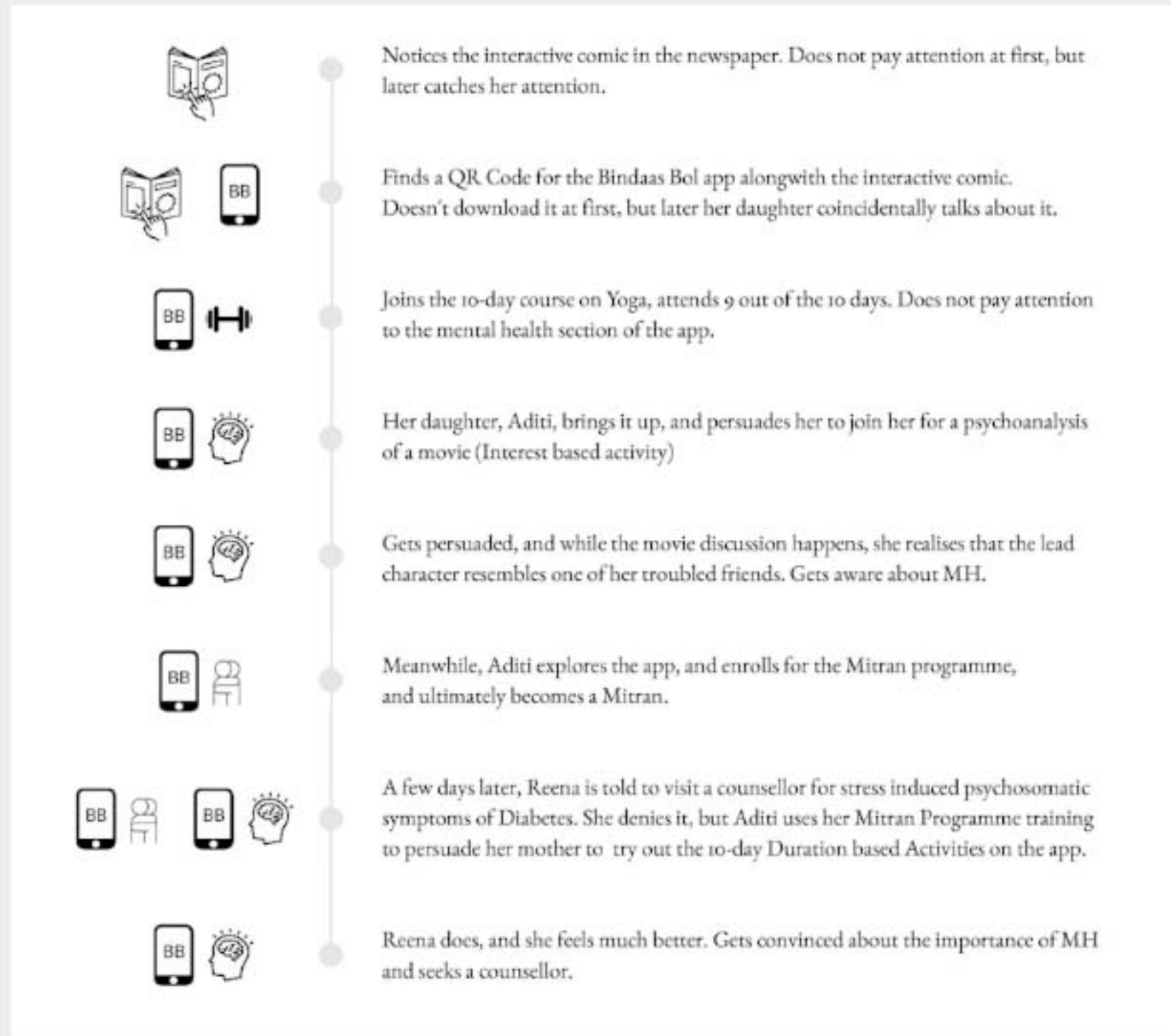
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Wireframes for the Bindaas Bol App

User Scenario 1: Reena Singh's User Scenario



- Whatsapp Forwards about mental health
- Interactive Comics in different media
- Bindaas Bol App
- Bindaas Bol App: Physical Exercises
- Bindaas Bol App: Mental Health Exercises
- Mitran Programme



Reena Singh,
CA, 49 y.o.,
Mumbai

User Scenario 2: Shalini Kapoor's User Scenario



Notices a poster about an app called Bindaas Bol, her gym instructor tells her about this new app.



A couple of days later, a lockdown is announced in the city that she lives in, and her instructor shifts online to the Bindaas Bol App. She gets added to a WhatsApp group with other members.



A few months later, an awareness camp on Mental Health is organized by the Gurudwara that she goes to.



Notices during the camp is that the organizers use an interactive comic to engage the audience. Finds them on Facebook and likes their page to find similar content.



A few months later, the lockdown eases, but still refrains as she had gotten used to her Gym shifting online, on the Bindaas Bol app.



Persuades her friends to join her for the daily gym. Just then, one of them talks about the mental wellness section of the app.



She was interested in doing some sort of exercises to lighten up the mood. Especially, if her friends could join in.



Shalini and her friends decide to join a 5-day wellness activity. Enrolls herself, but forgets to join in at the right time. The other members of the WhatsApp group (who were taking the same course) remind others to join in



In the 5 days, the exercises make her more self aware and improve her emotional quotient, and help her deal with loneliness.



Whatsapp Forwards about mental health



Interactive Comics in different media



Bindaas Bol App



Bindaas Bol App: Physical Exercises



Bindaas Bol App: Mental Health Exercises



Mitran Programme



Shalini Kapoor,
Housewife, 53 y.o.,
Mumbai

User Scenario 3: Sara Shaikh's User Scenario



- WhatsApp Forwards about mental health
- Interactive Comics in different media
- Bindaas Bol App
- Bindaas Bol App: Physical Exercises
- Bindaas Bol App: Mental Health Exercises
- Mitran Programme



**Sara Shaikh,
High School Teacher,
54 y.o., Mumbai**

Evaluation Method + Intents

- *All meetings took place via video calls, along with a questionnaire for the participants*

Part A: With Experts (Psychologists, Psychiatrists, Counsellors...)

- Impact of the concept
- Feasibility of the concept
- Detail of touchpoints
- Shortcomings that it may have in the long run

Part B: With Middle Aged Women

- Their interest in the concepts
- Would they use it or not, and why
- Concerns and suggestions
- Realism of the user scenarios

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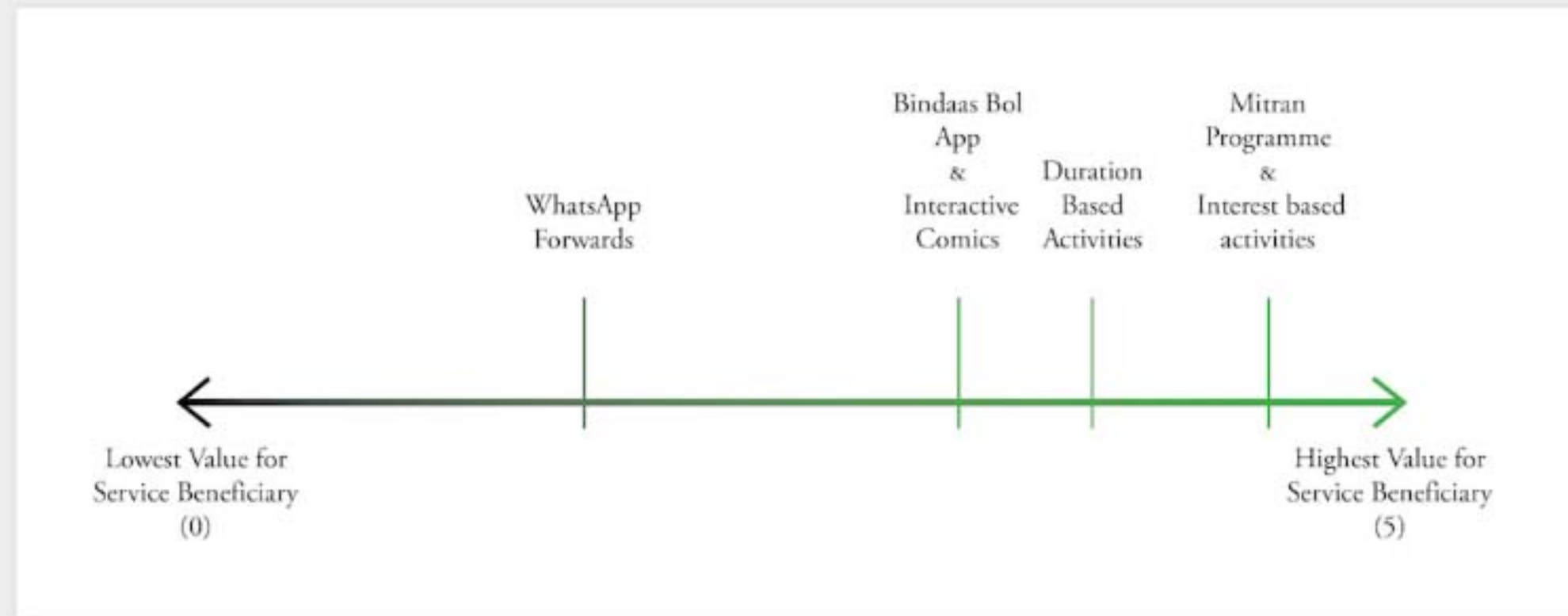
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Results of the Evaluation



**Value of the Services,
as per the evaluation**

Observations from the evaluation

- *“The interactive comic has the potential to open up conversation in much neglected areas: both mental health and women.”* - Expert 2
- *“Deepa looks cute, but Deepa does not look like a woman.”* - Participant 1
- *“I like that I can feel independent while using Bindaas Bol.”* - Participant 2
- *“I am a bit worried about the resources that you would require to make these activities, you would require a lot of funding!”* - Expert 2
- *“Can I get my friends along?” / “I would really want to leave the group if my groupmates are annoying or my WhatsApp group keeps buzzing.”*
- All participants
- *“Some people may overhelp while being a Mitran, which is counterproductive.”*
- Expert 1
- Noticing reflexivity while sending the WhatsApp forwards

Shortcomings, and moving forward

- Each of the concepts can be explored as separate Interaction Design Projects
- Limitations in prototyping: The Mitran Programme and the Activity based approach to Mental Wellbeing
- Plan to reach out to Mental Health NGOs to discuss these ideas: Modifying it for the real world

Reflections, and learnings

- The opportunity to meet many inspiring individuals who work in the Mental Health space
- Observing successful Mental Health NGOs: How they translate ideas to reality
- Expanding my own learning on psychology, a subject that I enjoy reading about