# EUNOIA

## Mental Health Consultant

## Theme: Design for Crisis
### Rebuild and heal the world with design

**Date and Place: 23/07/2022, Hyderabad**

# Team

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# Problem Identified

## PROBLEM DESCRIPTION

*People often suffer in silence because of misconceptions about mental health and mental fitness, and their conditions go untreated.Mental health awareness is critical for increasing understanding and access to healthcare.*

**India is on the verge of a mental health epidemic, with more people affected by mental health issues in the country than Japan's entire population.**

According to the 2015-16 National Mental Health Survey (NMHS), one out of every six people in India require mental-health treatment. While people brag about their medical conditions such as heart disease, surgeries, ICU stays, and so on, they treat mental health issues as a dirty secret to be covered up.

# Urgency

**WHY IS IT AN URGENT PROBLEM?**

*According to the World Health Organization, approximately 7.5% of Indians suffer from some form of mental disorder.*

*The WHO also predicts that by the end of this year, roughly 20% of Indians will be suffering from mental illnesses. According to WHO, approximately 56 million Indians suffer from depression and another 38 million suffer from anxiety disorders.*

*The primary reason for India's mental health crisis is a lack of awareness and sensitivity to the issue. There is a lot of stigma attached to people who have mental health problems. Society labels them as "lunatics," "crazy," "possessed," and a variety of other terms. This creates a cycle of shame, suffering, and isolation for the patients.*

*To make matters worse, the workforce required to address mental health in India simply does not exist. The country has a severe shortage of psychiatrists and psychologists..*
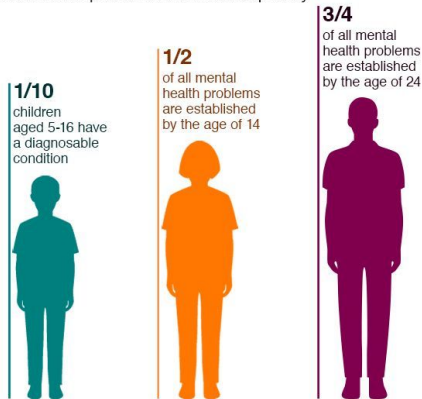
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**1** in **5** women have reported symptoms of a common mental health disorder
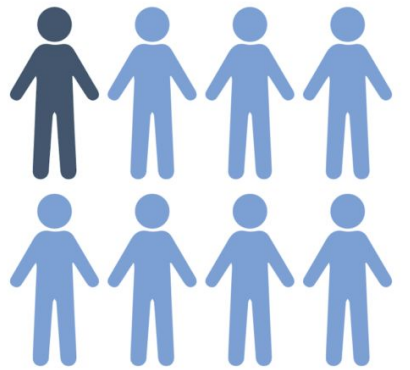
**1** in **8** men have done the same

**Children & young people**
Mental health problems often develop early

**1/10** children aged 5-16 have a diagnosable condition

**1/2** of all mental health problems are established by the age of 14

**3/4** of all mental health problems are established by the age of 24

According to a recent survey conducted by the Suicide Prevention Foundation of India (SPFI), there has been a noticeable increase in the number of people who have reported self-harm, as well as those who have expressed suicidal thoughts, and individuals who had previously recovered have now relapsed due to a lack of resources and external conditions

# Target User Persona

## PROFILE & DEMOGRAPHICS

Job Title: Entrepreneur/Home maker
Gender: Female
Family and Social Setting: Nuclear families
Income: Low income groups
Education: Masters

## FEELINGS

Worries:feeling of being unimportant
Influences: Society, Relatives, friends

## GOALS & VALUES

Goals: Financial Stability, Healthy family
Values: Authority, Respect, Peace, Optimism
Motivations: Future of kids, financially
independent life

## PAIN POINTS

Fears: Fear of disturbance in family, health,
inequality, lack of support.
Frustrations: Work Overload
Challenges: Multi-Tasking, lack of self
time,Decision making between job and home

# Explorations

## SOLUTIONS & IDEAS

Representation of psych scores of users by using colours. The idea had more of a negative effective than a positive role, due to the impact colours have on human behaviour.

Giving tasks among the group to build connect. This idea was set aside as the whole idea of anonymity is questioned to a great extent and sensitive uses like abuse were taken into consideration.

Chat with other users: Even if it's anonymous, there is a high risk of privacy and issues.

Keeping the consultant's profile undisclosed: This may lead to the abuse of the consultant by the anonymous users in case of any discrepancies

Online delivery of medicines, books.

# Final Solution & Innovation

*Today, there are a number of apps to play games, quizzes, take tests and surveys and get scores, and apps that allow online consultation. But what makes Eunoia unique is the fact that firstly it keeps the anonymity of the user while prioritizing safety. Secondly, interconnectivity between the app features.*
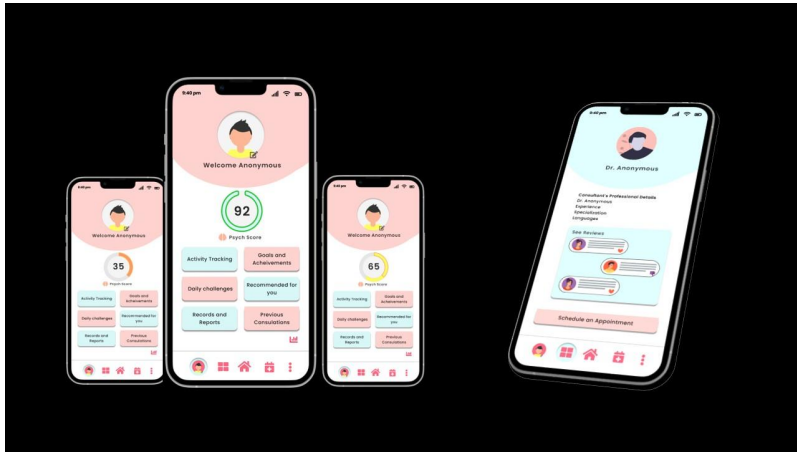
*Eunoia attempts to keep the user anonymous while communicating with a consultant ensuring ultimate privacy. Users can share their issues without hesitation. Eunoia works with Augmented reality where the users can use virtual avatars which mimic our facial expressions for the consultant, and a voice changer to keep the user identity anonymous.*

*Provision of this application to the user eliminates the fear, discomfort, embarrassment  to face the society with the same confidence as before.*
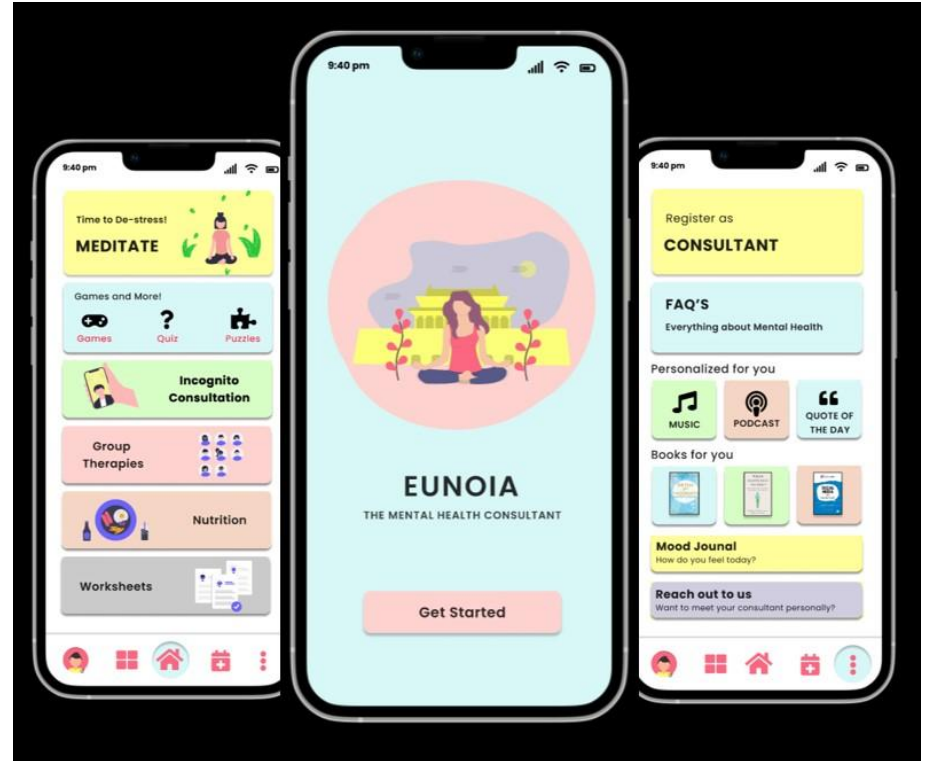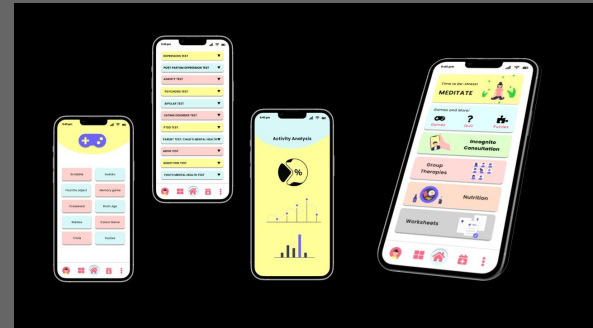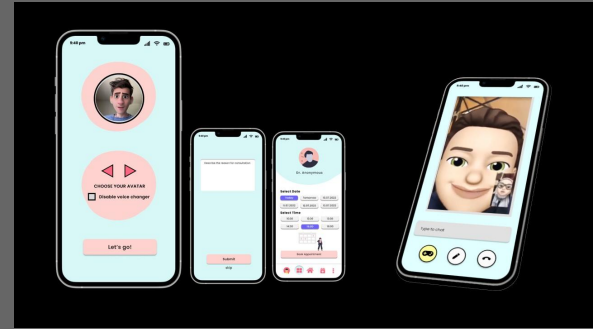
# User Experience

## HOW DOES THE UX OF YOUR SOLUTION LOOK LIKE?

**Youtube link**

# Design Process

**DESIGN PROCESS FOLLOWED**

*We started with our problem statement. The Double diamond model helped us to explore all the possible issues, and define the problem. We were able to understand a common problem which was the stigma about mental health.*

*Our approach towards a solution was through the effort Impact matrix, This process included research, listing potential solutions, identification, and prioritizing ideas which ultimately led us to a solution, Eunoia, The mental Health consultant app.*

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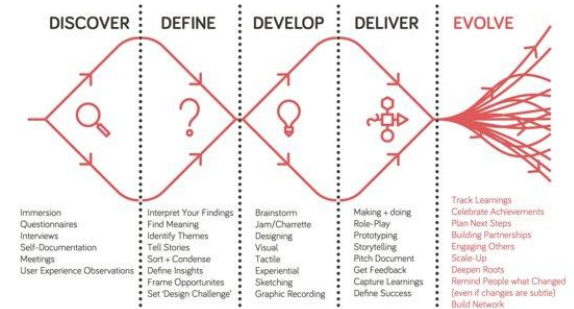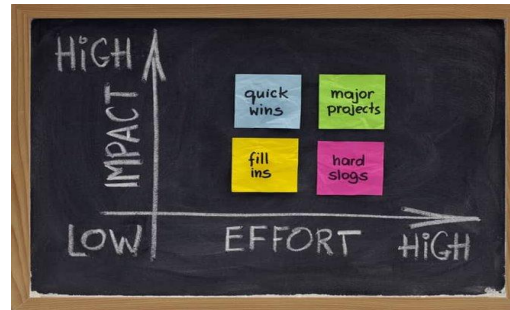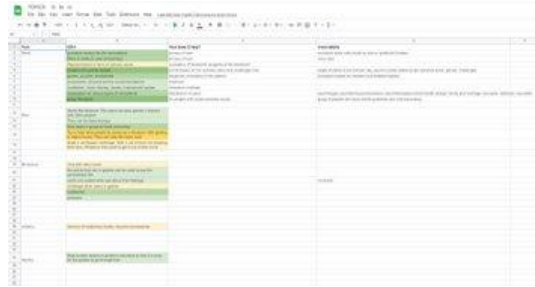
# Impact on the Society

## IMPACT OF YOUR SOLUTION

While keeping the user anonymous when communicating with a consultant ensures the person's ultimate privacy. Users can share their issues without hesitation. Eunoia offers games, tests and makes sure the scores are recorded in its psych profile, which is used to recommend further activities..The detailed score ultimately helps the consultant to give the right suggestion and the user to get a better understanding of themselves.

The system checks out licenses of practitioners to make sure there is no form of abuse taking place. This can also manage payments and subsidies.

Additionally, the app offers group therapies, diet charts, exercise plans. Books, journals which are validated and personalized music, podcasts.

This App ultimately offers a holistic picture of your mental health, and helps to heal. This is a positive health impact for the country and the world.

# Sustainability

## HOW IS YOUR SOLUTION SUSTAINABLE?

Mental Health is a topic that does not get discussed openly and it might be one of the most pressing issues we are facing currently. The stigma associated with mental health as well as lack of access, affordability, and awareness leads to significant gaps in treatment.

*The Eunoia app is easy to access and incorporate into your daily routine, requiring little effort to use and providing a comfortable experience.It is more resistant to disruption than traditional therapies.*

*The anonymity feature of the makes it a comfortable platform for the users to share about their mental health without a hesitation.*

*Many would step forward crossing the barrier of stigma and move forward towards a good mental health automatically creating a positive impact on the society.*

# Practicality & Business Viability

## HOW CAN YOUR SOLUTION BE IMPLEMENTED AND SUCCESSFUL?

*Mental health is really sensitive in nature. Hence every remote possibility of issues should be looked into as it deals with fragile human minds.*

*Considering the aspects of privacy, safety, connectedness between the app and it's aspects, the app encourages people who are hesitant due to stigma to come forward and voice their problem.The system checks out licenses of practitioners to make sure there is no form of abuse taking place. This can also manage payments and subsidies.*

*The multiple features of the app make it act as a one stop for mental health issues.*
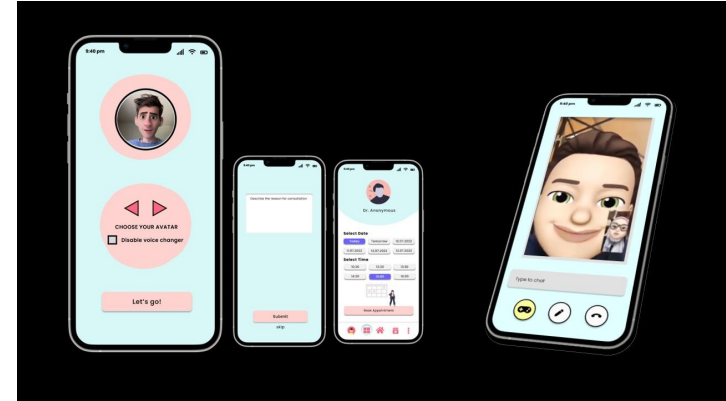
# Thank you!

*We would like to thank the UMO Design for giving us an opportunity to participate in the competition.*

*We would like to thank our mentor, who was there for us throughout our journey in the competition.*

*We Would like to thank our college, principal,and lectures to letting us know about the platform.*