Relink
Reconect. Relax. Reinvent.

Theme: Life In Lockdown
What if we are in a lockdown situation for more than a year?

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Lockdown Scenario

Tia has always been someone who overthinks everything and with the outbreak of corona disease and self isolation, her fears and anxiety have increased. Due to overburdening herself by working from home as well as taking care of the household chores, she is drifting into a dark place again. How will she cope with the situation?

Problem Identified

PROBLEM DESCRIPTION

Staying at home can be quite nice for some time, but can be frustrating and restricting for a long period. The expectations from everyone and the progress of other people during the lockdown has started to make Tia feel futile and purposeless. How will she get past this negativity?

WHY IS IT AN URGENT PROBLEM?

From a research done by the VarDhaman Mahavir medical college, over 30% people show signs of depression. The negativity built due to the instability in one's mental health can affect the individual functioning and productivity. This becomes alarming, given the fact that it can lead to harmful behaviour including poor decisions.

Target User Persona

PROFILE

Job Title: Professional (Marketing Head)
Gender: Female
Family Setting: Parents

DEMOGRAPHICS

Income: 85,000 monthly
Education: MBA

FEELINGS

Values: Independent, Dedicated and Honest
Goals: To make enough money to support herself and be productive.
Worries: Does not like socialising and feels like she will drift apart from her friends.
Not being able to give her best performance at work.

OBJECTIONS

Cost
Value
Fear

Explorations

SOLUTIONS & IDEAS

For the mental health issues we looked at products which could act as distractors or mediums via which people could release their emotions and a platform where people could gain social interaction and support from people around them.

STRESS BUSTER PRODUCTS.

OR

SUPPORT APP

What problem are you facing?

I feel lost...
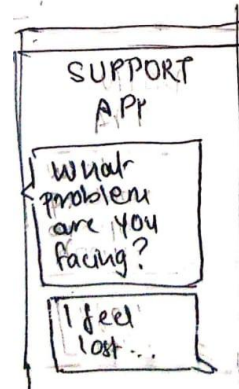
COUNSELLING APPS.

Solution

HOW DOES YOUR SOLUTION ADDRESS THE IDENTIFIED PROBLEM?

Relink, is a therapy app wherein people help each other cope up with their emotions during this tough time of lockdown. It is a social platform with various activities and features which can be altered according to an individual's interest. People share and unbottle their emotions and fears anonymously which helps them build confidence and increase personal productivity experience it offers.

User Experience

https://drive.google.com/file/d/1QSElmVMzd2evGTkLax
LG83mt33nzTRy1/view?usp=sharing

Process

DESIGN PROCESS

The research included empathy interviews with people from different age groups and the experience they had at home during the past 2 months. Post this, the analysis explained how people lacked the opportunities to express themselves with people as some of them did not have a healthy environment at home. We worked on the application as a product and the various features which would be necessary which was followed by the UI sketches and high fidelity prototype of the application..

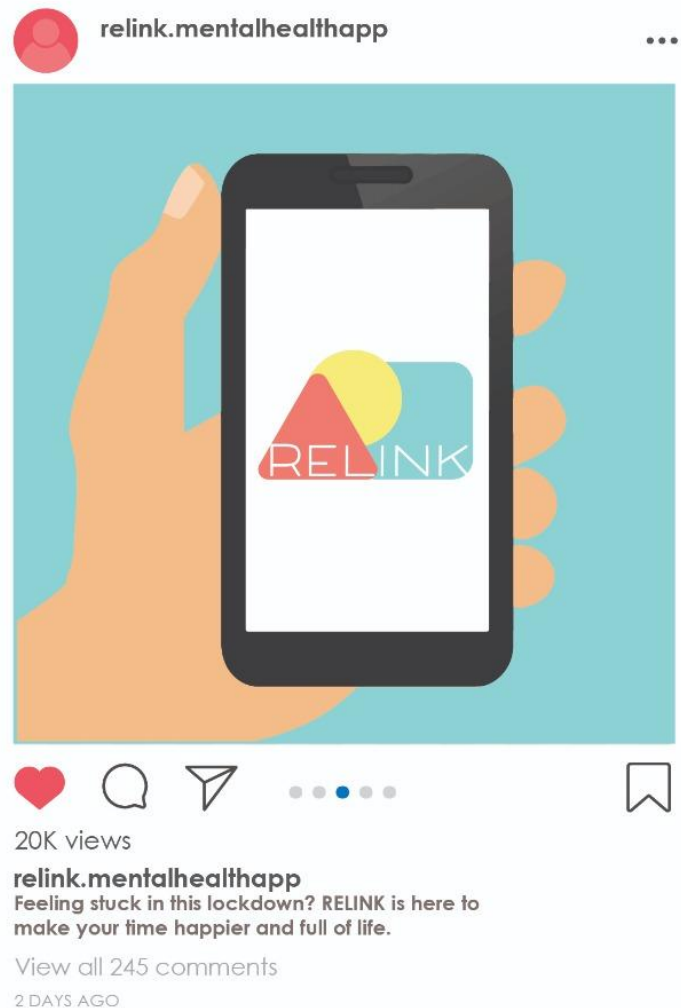|	
RESEARCH	EMAPTHY INTERVIEWS AND MAPS POV DEVELOPMENT
IDEATION	BRAINSTORMING CONCEPTUALISATION: RISK ANALYSIS
PROTOTYPE	PAPER PROTOTYPE: LOW IDELITY APP INTERFACE: HIGH FIDELITY

Impact

A healthy, supportive community
will be established where in one
can express their feelings and be
in a better place.

Execution & Viability

HOW CAN YOUR SOLUTION BE IMPLEMENTED AND SUCCESSFUL?

Since this solution to the Mental Health issue is an application it will be quick to execute and can easily spread to numerous people. Advertisements on social media platforms such as Instagram and Facebook along with Blogger reviews can help make the app known to a larger audience. Hearing about personal experiences of people will motivate others to use this app.

relink.mentalhealthapp

20K views

relink.mentalhealthapp
Feeling stuck in this lockdown? RELINK is here to make your time happier and full of life.

View all 245 comments

2 DAYS AGO

Thank you!