

Design X Social Challenge 2020

Presentation Template

This deck is a workbook designed to help you complete the project. Please follow the instructions provided in each slide.

IMPORTANT INSTRUCTIONS:

- If you have a Google account, sign in and make a copy of this deck before you customize / add your content.
 - If you don't have a Google account, go to File > Download this file as Microsoft Powerpoint and complete
 - You will be provided with a clear instruction deck for more details on how to submit, etc.,
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MELP

Mental Wellbeing For Professionals

Theme: Life In Lockdown

What if we are in a lockdown situation for more than a year?

17/05/2020 Mumbai

Team



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Lockdown Scenario

CAPTURE A SCENARIO

1. How Revati, an associate at an Accounting firm finds it mentally exhausting to be in front of multiple screens the entire day
2. How Swati, an engineering manager, while balancing her personal and work life, tries to maintain her emotional and mental health
3. How Neel, a creative professional lacks the stimulating presence of his colleagues during the creative process



Problem Identified

PROBLEM

DESCRIPTION

How the working professionals of today, due to constant exposure to electronic media, are knowingly or unknowingly facing disruptions in their mental well-being, however they are not willing to actively address this as an area of urgent concern.

WHY IS IT AN URGENT PROBLEM?

A study shows that 58% of HR professionals think that the pandemic situation coupled with job stress and a complete economic collapse is going to affect the mental space of the workforce throughout the world. With the entire world behind screens, shuffling constantly between laptops and mobile phones, and managing personal responsibilities at home can take a toll on the mental peace of an individual. What may seem like a minor inconvenience now can be a monumental problem later.



Target User Persona

PROFILE

Job Title: Employed

Gender: Female

Family Setting: Married

DEMOGRAPHICS

Income: Average

Education: Post Graduate

FEELINGS

Values & Goals:

- Strives to attain work-life balance.
- Aims to be a Perfectionist.
- Focuses on Self-Development.

Worries: Unable to give enough time and attention towards family. Disturbed peace of mind.

Influences: Competitive environment

Submission

Stage 1

Now that you have completed the all the previous slides, please submit & share your deck to **team@umo.design**

Make sure you have completed:

Slides 3 - Lockdown scenario captured

Slide 4 - Identified the problem and explained why it is an urgent one

Slide 5 - Target user persona completed

IMPORTANT INSTRUCTIONS:

- Share a link to your Google Slides document or your Microsoft Powerpoint which you are working on with **team@umo.design**
 - For sharing properly click on the Share (yellow button in the top right corner), Make sure "Anyone with the link" option is enabled. Then copy the link and email.
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Explorations

SOLUTIONS & IDEAS

- An online therapy app, which ensures anonymity and professionalism on call, text or video. Communities of like minded people sharing their thoughts during the pandemic.
- A digital wellbeing app which records screen time and tells you to take rest, hydrate and ensure the screens aren't taking a toll on your lifestyle and wellbeing.



Solution

HOW DOES YOUR SOLUTION ADDRESS THE IDENTIFIED PROBLEM?

Working professionals are having a tough time transitioning to a remote work culture. The creation of a digital work ecosystem which elevates the drabby virtual workspace by optimizing it into a more personal one. Moreover MELP promises to deliver an office like cultural experience to the users on their desktops with activities and engagement programs, increasing productivity, bringing back the office banter and maintaining digital wellbeing at the same time



User Experience

UX OF THE SOLUTION

- **MELP CULTURE:**
 1. Activities (jam sessions, meditation, Scrabble, painting, and more)
 2. Closely-knit social network where people share hashtags showing past memories, normalize working from home
- **MELP CARES :**
 1. Avatar based feedback (Your Cheerleaders)
 2. Assigned to each user according to their personalities and will tell them to take a break, engage in some activities and also keep them on schedule.
- **MELP HUSTLE:**
 1. Integrated Dashboard with your Google Calendar, Slack, Mails and video conference meetings.
- **WeAreHereToMELPYou** (MELP Executives)
- **Dynamic Workspace Changes** (according to the mood based on personality test)



Process

DESIGN PROCESS



PROBLEM IDENTIFICATION

- Problem Statement
- Brief



DATA GATHERING

- Contextual Inquiry
- Questionnaire (Online and Offline)



IDEATION

- Brainstorming
- Mind Mapping

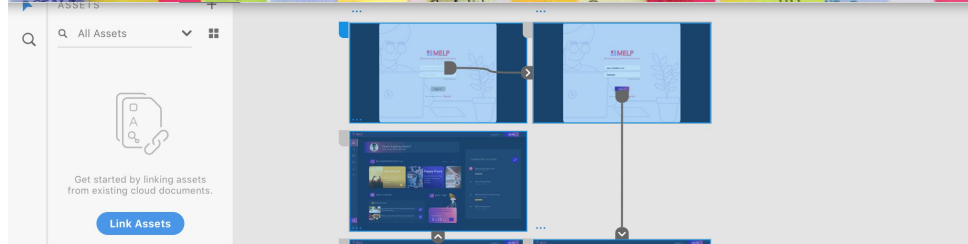
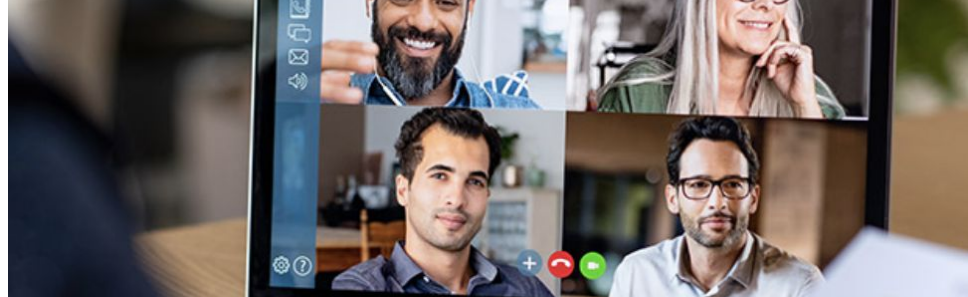


DEVELOPMENT

- Adobe XD (Prototyping)



USABILITY TESTING



Impact

IMPACT OF YOUR SOLUTION

With the help of a software like MELP, users will have an ease of attaining work life balance. The state of mental wellbeing of working individuals is being affected by layoffs, salary cuts and uncertainty. An ecosystem like MELP will ensure that by taking small measures and participating in light hearted activities it will make a huge difference in the mental state of a person. As individuals continue to use the platform, it will become a way of life for remote teams to work and synergise.



Execution & Viability

HOW CAN YOUR SOLUTION BE IMPLEMENTED AND SUCCESSFUL?

The future of work is remote. But before that to survive in these unprecedented times of economical crisis, companies will need their workforce working at maximum productivity. MELP grabbing this opportunity will provide MELP PRO services at discounted rates for organisations with large workforces who want to maximise productivity and ensure employee wellbeing.



Submission

Stage 2 | Final

Now that you have completed the all sections in the deck. Please send an email out to ensure that your submission is in timely..

IMPORTANT INSTRUCTIONS:

- Review your deck for completion
 - Create a video (not exceeding 3 mins) for jury with all instructions followed from the video section in the instructions deck
 - Complete a final submission form and embed a video link and the presentation link [here](#)
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Thank you!

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