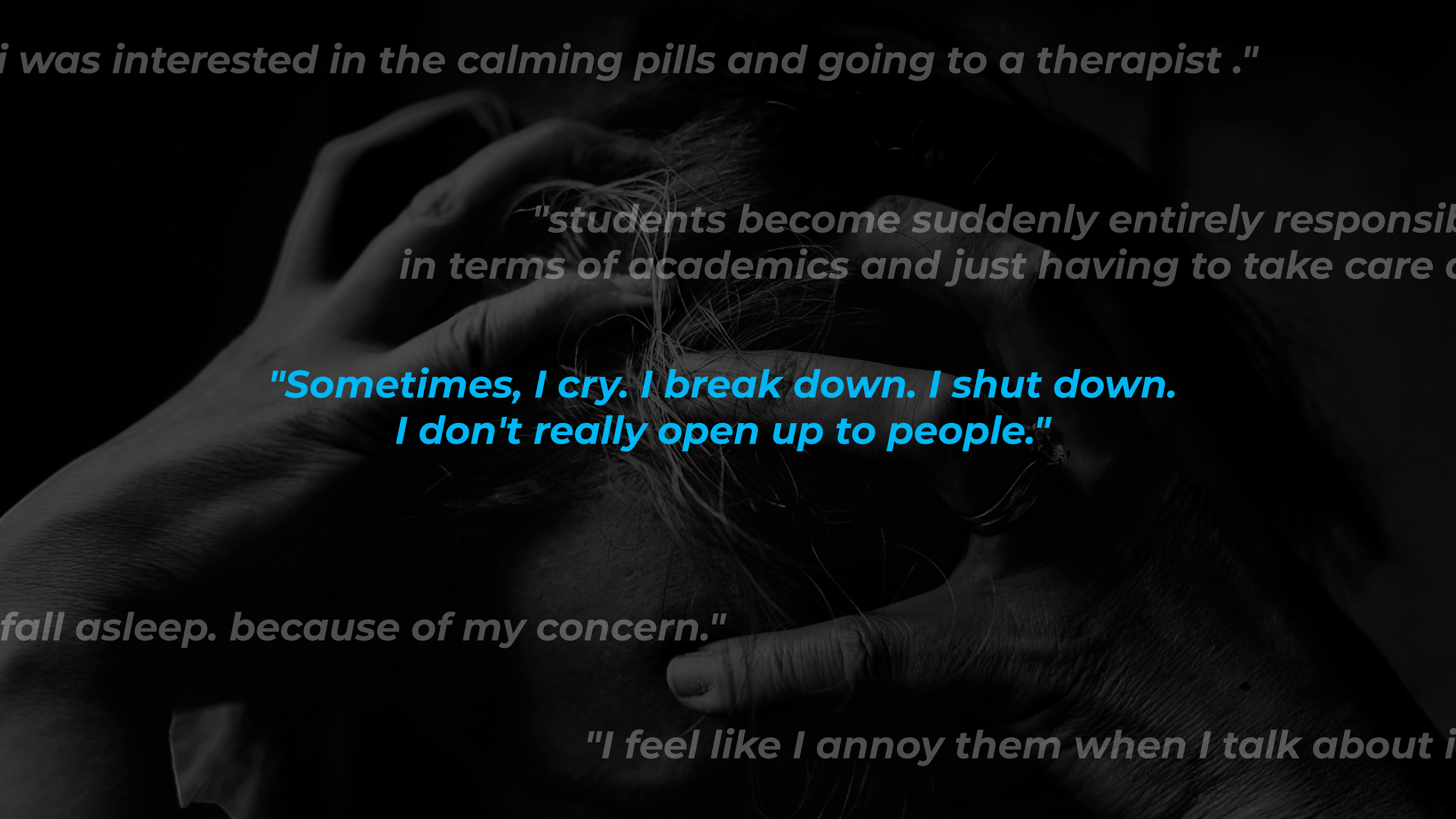
U&ME

Tim Yim



i was interested in the calming pills and going to a therapist ."

"students become suddenly entirely responsib
in terms of academics and just having to take care o

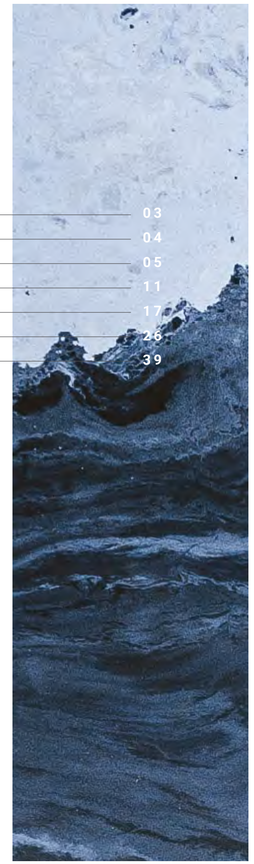
"Sometimes, I cry. I break down. I shut down.
I don't really open up to people."

fall asleep. because of my concern."

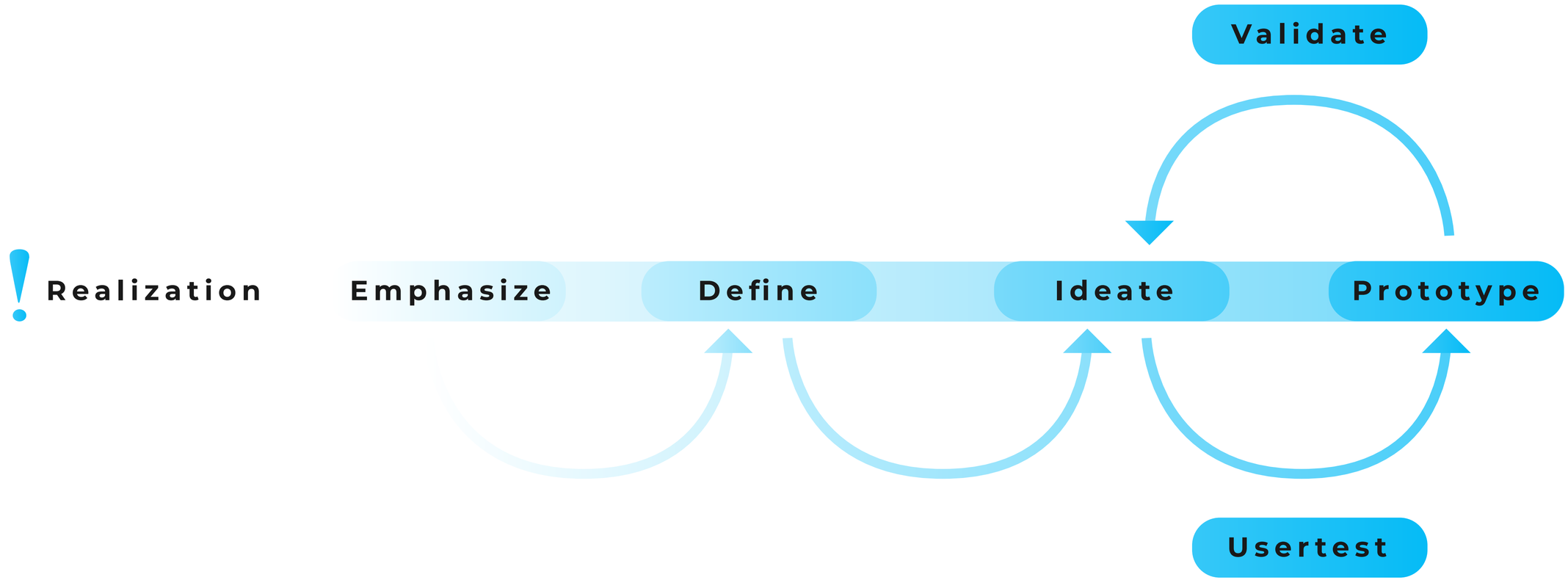
"I feel like I annoy them when I talk about i

CONTENTS

Contents 03
Design methodology 04
Emphasize 05
Define 11
Ideate 17
Prototype 26
Work cited 39



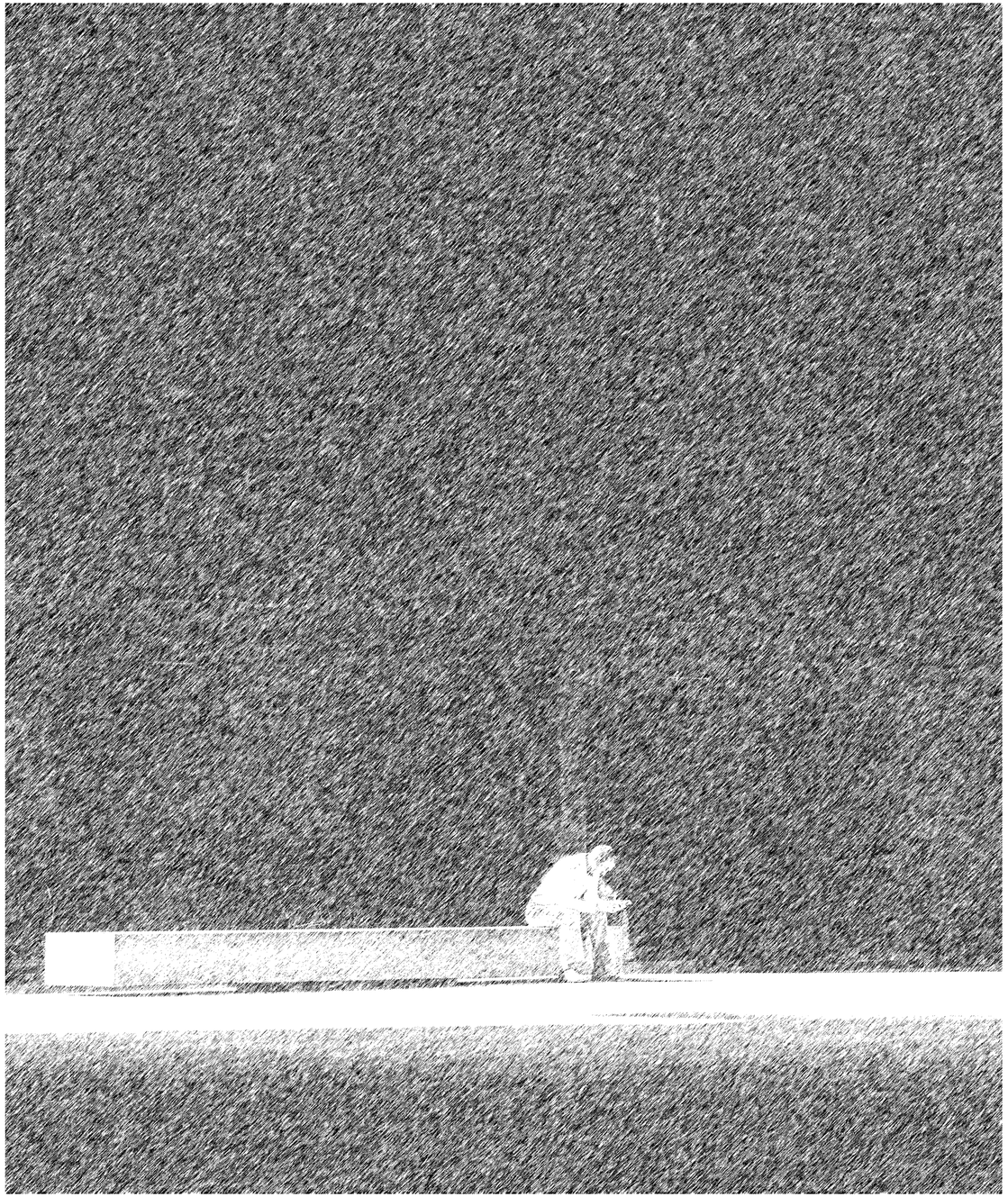
Design Process



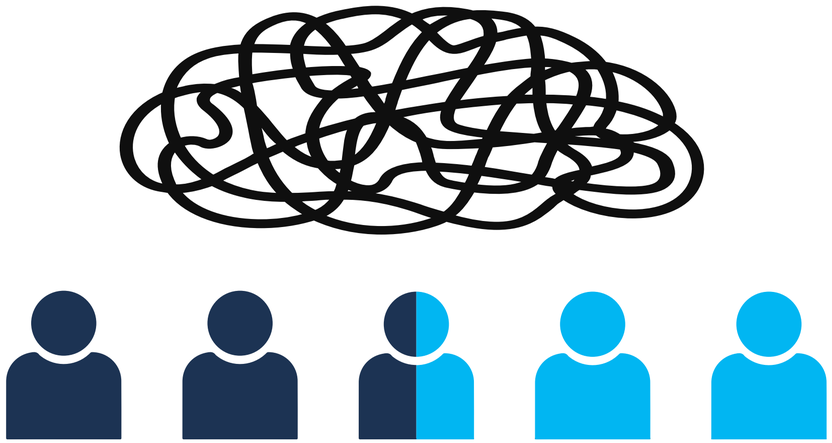
Emphasize

Back in 2019 Summer

As I continued self-isolation from society during the COVID-19 pandemic, I started to worry about my job prospects and felt depressed. I lost my motivation and didn't realize my bad mental condition. I searched my symptoms on the internet then I found It was the initial sign of depression. It made me wonder how the other students are dealing with their stresses.
That's how I started this project.



Landscape analysis



After moving to South Korea due to COVID-19,
I decided to do this project for Korean college students.
Based on my desk research, More than 50% of post secondary students reported they were feeling depression and anxiety last year.
The number of students with mental health problems has been rising in recent years, becoming a serious issue today.

Year	Freshman	Sophomore	Junior	Senior	Graduate
Event	First day, Course register	Chage major, Curriculum plan	Applying internship	Thesis, Fianl year, Applying job	Find a job, Continue study
Anxiety level					
Concerns	Adaptation of new Increased school works Social life	Change major Different career path Part time job Exam	Future prospects Different career path School credit Internship	Thesis Exams Future prospects Portfolio	Find a job Taking master degree More experiences Portfolio
Emotions	Anxious Exciting Expectation	Concern Conflict Uncertain	Stress Regret	Anxious Successful Joyful	Anxious Futility Solitude

I created an anxiety journey map over the years with the data I collected.
The most anxious years for students are the first and fourth years.
In my memory, I also had a difficult time adjusting to new environments.
I have found that first-year students who have not physically attended school during the Covid-19 pandemic are extremely depressed as they feel like they have wasted their valuable school years. I believe it would be even more difficult for first-year students to make friends and stay connected. Therefore, I narrow down my target user group to first-year students.

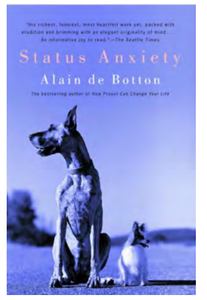
Secondary research

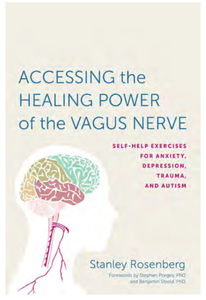
To solve the problem, I first needed to understand my enemy and the context. So I began with desk researches. I watched different documentaries and literatuers to have rich information about anxiety and where it's coming from, and how it affects our lives.
Here are some key insights:

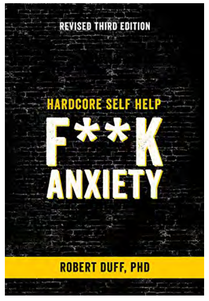
- Anxiety results when reality doesn’t live up to our expectations.
- Art allows us to elevate the beauty and significance of ordinary lives.
- In order to be alone, you have to recognize and overcome your fears of solitude.
- Pausing improves our creativity and our relationships.
- It can be difficult for other people to understand your anxiety, but you can give them a hand.
- Anxiety comes in different forms, and some are incredibly difficult to live with.
- Anxiety is bred by your body and your mind.
- Breathing techniques can help give you a break from your anxiety.
- Anxiety is an isolating experience and can make you feel insecure. But this feeling gets even worse when the people around you don’t understand how or why you suffer.
- With mental illness, it’s difficult to grasp or imagine the problem without suffering from it yourself.

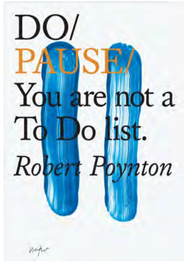
“If you know the enemy and know yourself,
you need not fear the result of a hundred battles.”

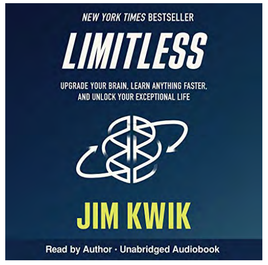
Sun Tzu. The art of War









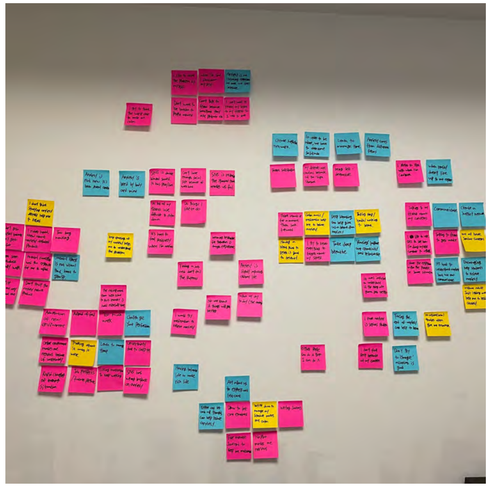


YouTube

User interview

Then, I interviewed eight students from different disciplines to avoid bias. By decoding their opinions and experiences, I could get insights that are the motivation behind their thoughts. It was a unique and valuable experience because I never interviewed Korean students but only Canadian students. For instance, most students refused to do video call interviews, but they preferred phone call interviews; throughout the process, I needed to localize my interview methods.

Affinity mapping



Connecting dots

And finally, it was time to connect the dots. Using affinity mapping, I examined the insights from different researches to identify the patterns, and similar patterns indicate the guideline for moving forward.

Keywords

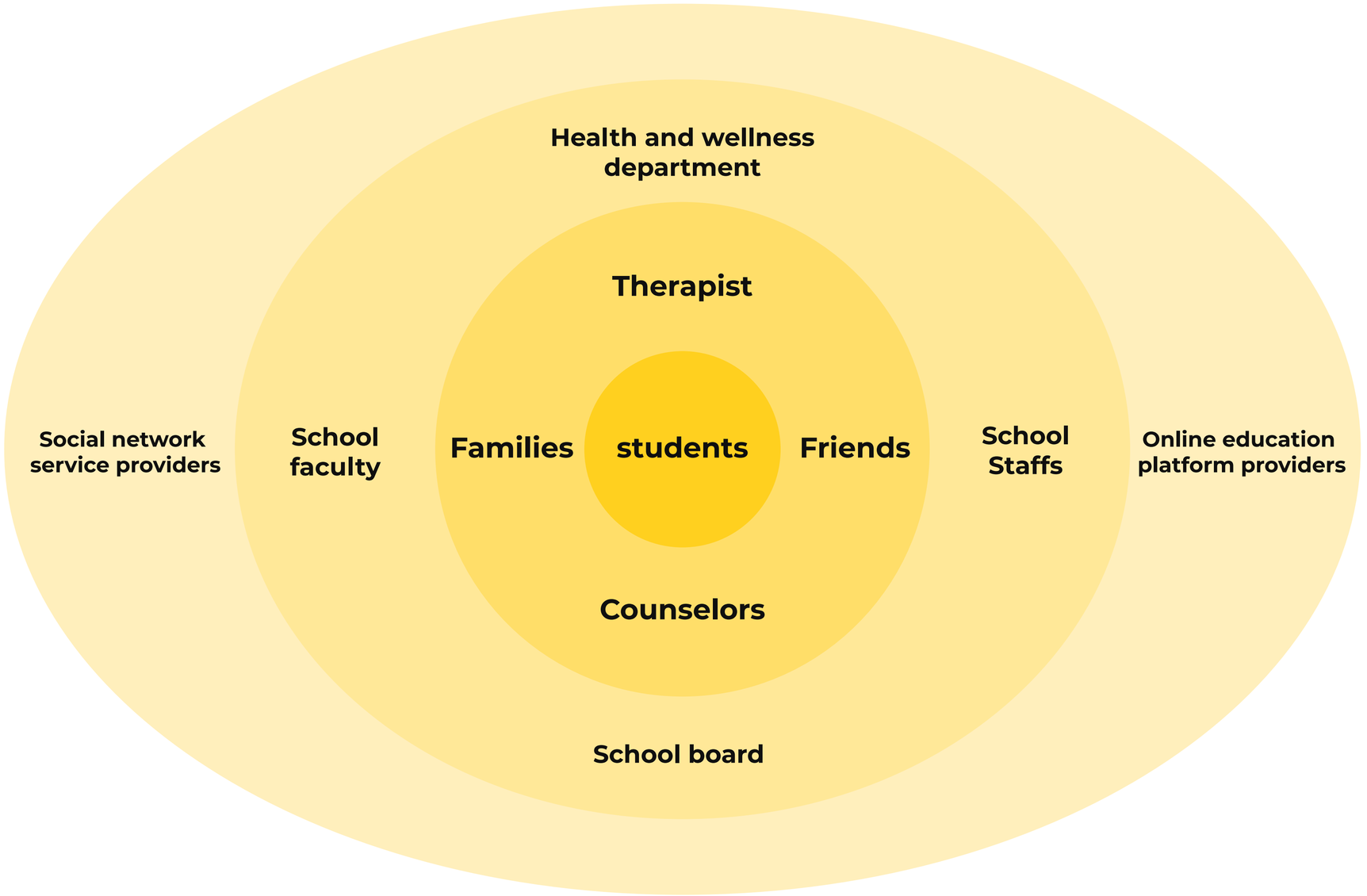
Supportive	Sharing thoughts	Express emotions
Trustful	Communicate	Motivational
Anonymous	Relaxing	

1. Students learn from other students' experiences while they communicate.
2. Students often talk to their supportive community to relieve stress.
3. Students have similar concerns that they can relate to each other.
4. Distrust of treatment delays proper medic al support.
5. Students don't share their private concerns freely.
6. Students write or draw their thoughts to relief.
7. Students often pause their work to relax.
8. Anxiety makes them losing motivation.

Define

“How might we create a community of students that helps first-year students transition into and navigate university student life?”

Stakeholder diagram



Persona

Introverted

Lauren

“I wonder how other students get through this”

Lauren is unsure if she's ready to start her study. Lauren is an introverted persona that she doesn't really talk about her concerns to her friends. She needs someone in the same situation to encourage her.

Need

Encouragement from peers.
Meaningful advice based on experience.

Blockers

Her personality makes her hesitates to approach others.

Freshman

John

“It is my first year and everything is online so it’s really overwhelming”

John is a University freshman. Due to Covid-19, he is currently taking online courses at home. However, he's anxious about if he's doing well for his first year at school. He wants to talk to peers to get insights and what they think about school.
But he doesn't know anyone as he never attended school in person.

Need

Supportive community that can relate.
Sharing his thoughts with peers.
Getting informed, Communication.

Blockers

Not enough communication due to remote education environment.

Social isolated

Jack

“Everything is uncertain and I feel like I left alone in this world”

Jack likes to hang out with his friends. Before Covid-19, he used to join every school event. However, the pandemic makes him isolated, and he doesn't feel he has enough social life anymore. He feels stressed and anxious during these challenging times. He wants to hear and discuss his feeling with others.

Need

Share his thoughts with peers.
Get advice and communicate
Discuss about his concerns

Blockers

He can't find any active online/offline place to share hais feelings/concerns.

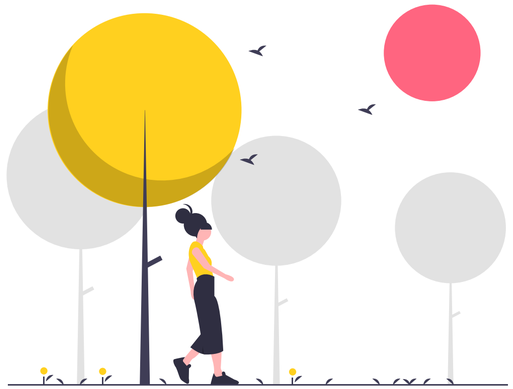
Generative questions

How can students communicate about topics relevant to them anonymously?

How can I facilitate the product/service that is trustworthy for students to share their thoughts?

How can students be motivated through my design that is encouraging them?

How can my design make students relaxed and comfortable?

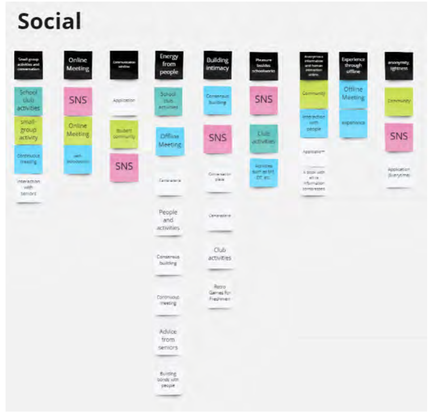


Cardsorting

- Label categories and navigation
- Build structure for the app
- Decide what to put on the app

By doing card sorting activity, I could make a hierarchy of my ideas and get feedback from students about what they actually need.
This activity led me to define two values of my design that are social achievement and academic achievement.

Cardsorting- insights



High Priority

Low Priority

Social achievement	Academic achievement
Anonymous community	To-do list
Q&A (Points system)	Important dates
Clubs Events alarm	Course evaluation
Exclusive deals	Time table
	Assignment manage

Design criteria

Must	Should	Could
Supportive	Expressive	Relaxing
Anoymous	Trustful	Motivational
Relevance	Encourage	

Supportive community
Students are looking for a supportive community, especially during these full of uncertain times. Also, post-secondary education is the time when students experience rapid changes. They pointed out they are not getting enough supports.

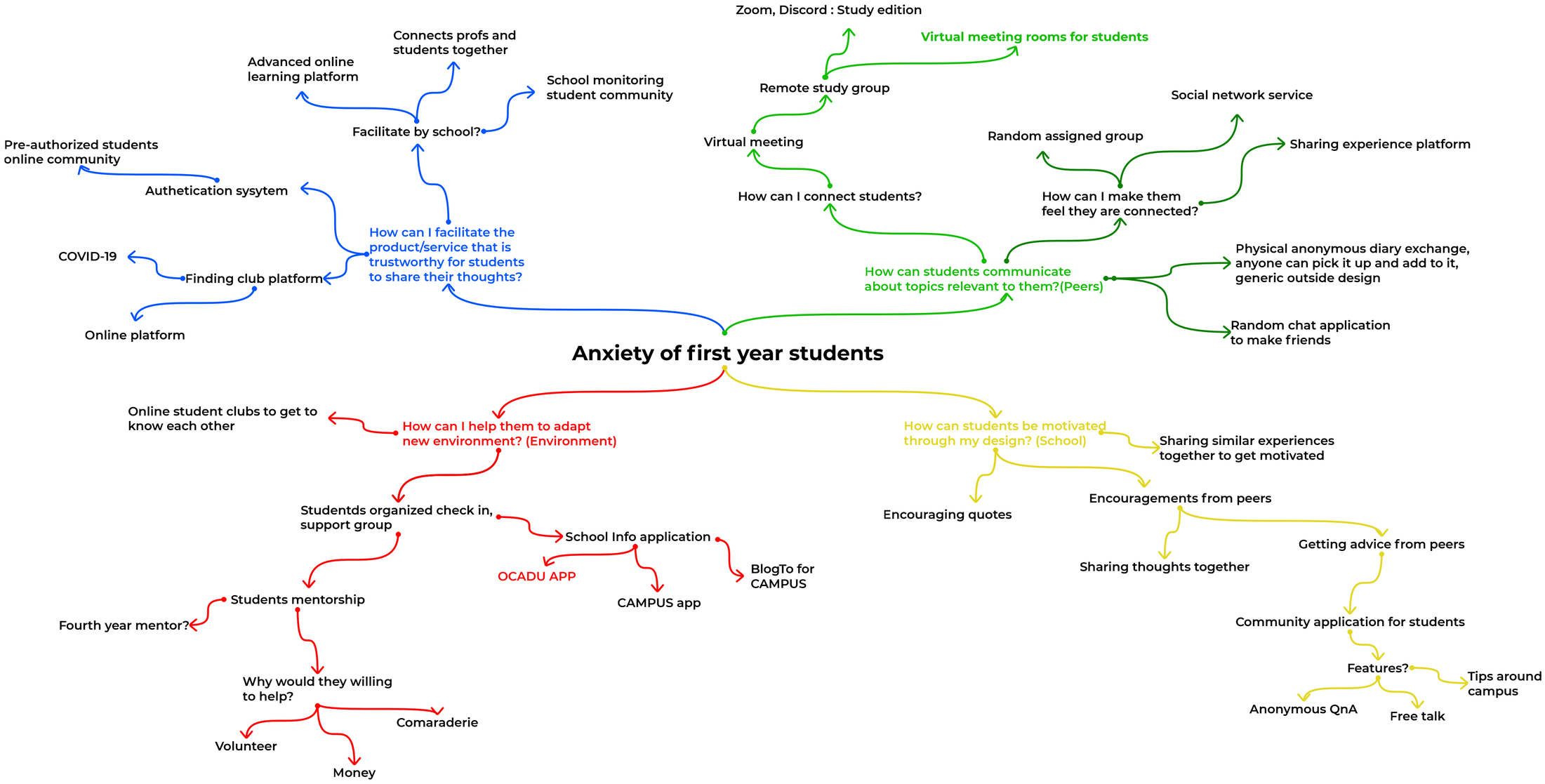
Anonymous
Talk to friends and get advice is one of the most efficient ways to relieve anxiety. However, students hesitate to do this because they don't want to reveal their secret concerns to friends.

Relevance
Students can relate to similar topics and experiences. They often get insights from other similar cases. And relevance makes the community stronger.

Share with peers
Encourage each others
use box to reply to it.
Keep tracking of activities
Play other students concerns
Gives several activities daily
Anxiety app
Encourage students with good quotes
Encouragement from peers
Encouragement from great men
How can I motivate them?
Sharing experiences together
Virtual meeting room
first year group system
Group students together to give feedback each other.
Peer mentorship
peer mentor monitored by 4th year student
Run by school?
Anonymous gives more option to students
Why they would help?
Provide group project?
mentorship

Ideate

Brainstorming



Concept ideation

Features

- Student community
- Anonymous
- QnA
- Tips
- General discussion

Possible clients

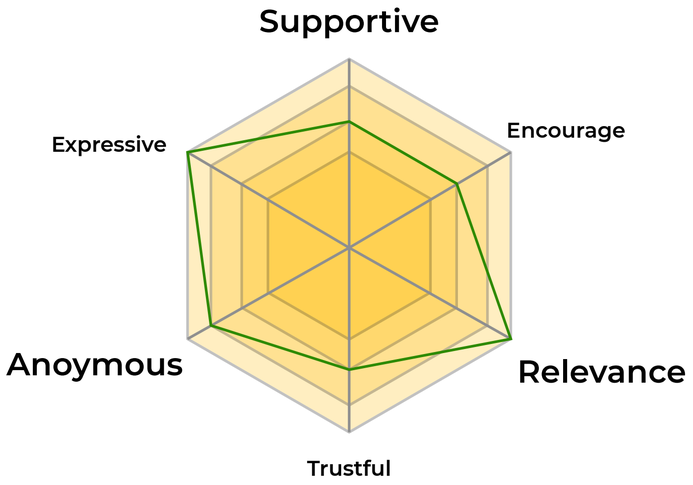
- Moodle
- Social Network Service providers

Outcomes

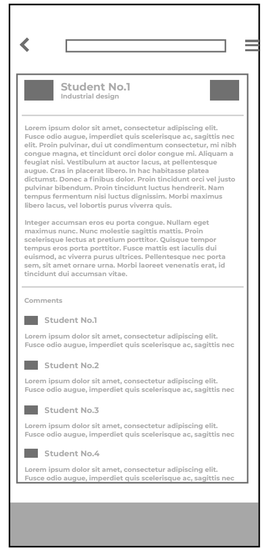
- Create Student Community
- Place for conversation
- Getting advices from peers
- Sharing informations

Motivation

- Be motivated through peers
- Special tips and unique information
- Being honest without repercussions tied to identity



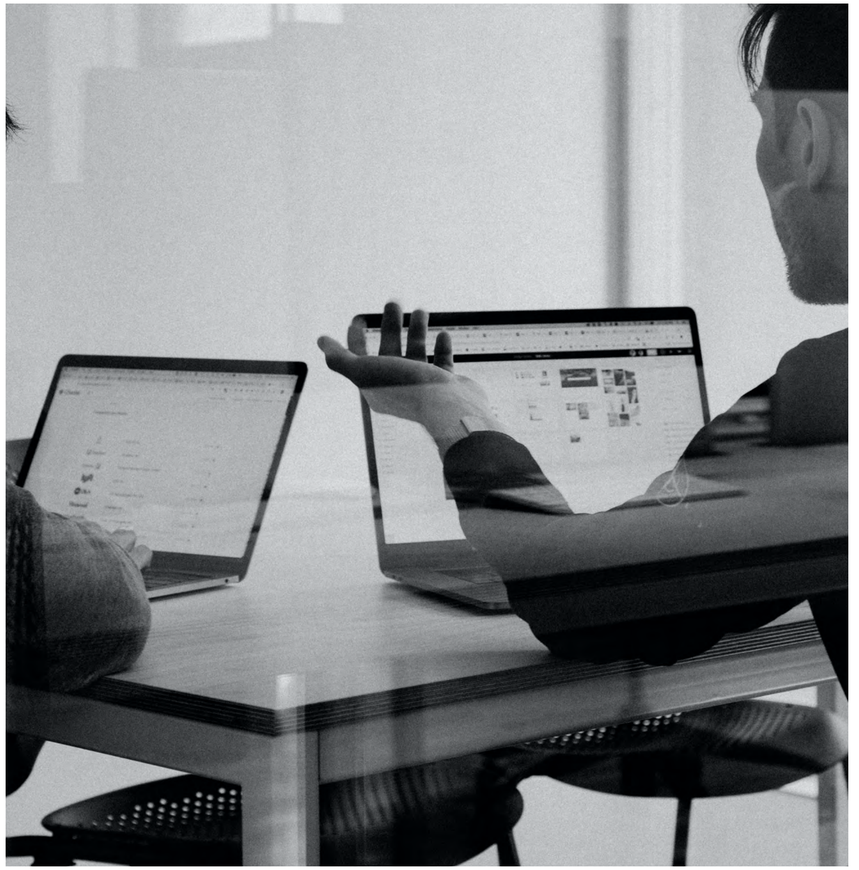
Student networking application



'U&Me' is an anonymous community platform for students. Previously students' community has been placed on Facebook groups and other Social network services. Students get a lot of information at school, but they also get a lot from their peers. Due to Covid-19, it has become hard for especially first-year students to share information. Forest is guaranteed to be anonymous, allowing students to communicate freely with friends from the same school and gain tips and information.

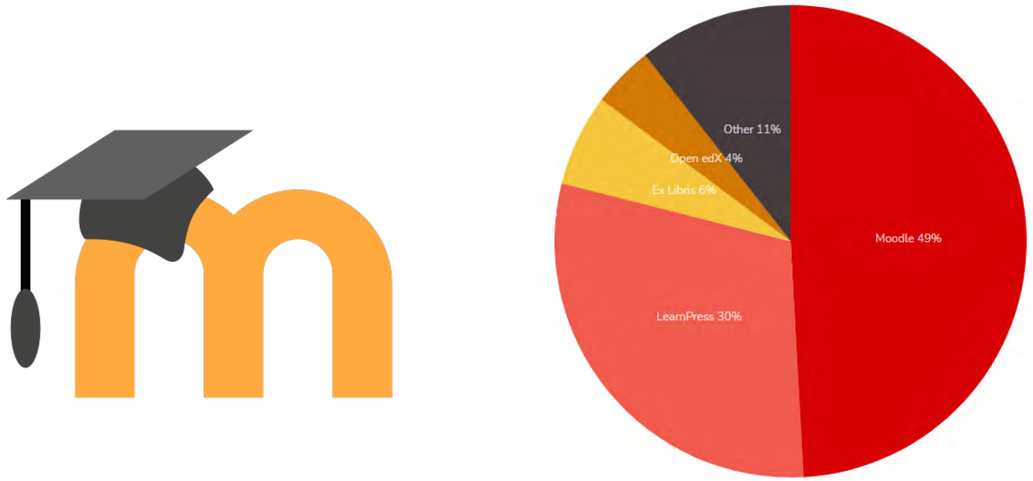
User feedback

- To get students to use the app, the motivations must be clear.
- It will be more ideal if the service directly provides benefits to the students.
- They want to meet friends from within the same school, not from other schools.
- Targeting school as a client is a bad idea because students wouldn't freely use it.
- The ideas are great because they encourage and connect students during these days, and even after that.
- What would be appealing to extroverted students?
- What features could be included that are helpful to students?



- The idea must address clear motivations for students to engage.
- Students desire to have ideas that can serve multiple functions relative to school.
- Students really appreciate the anonymous idea, and believe they'll get more engaged because of it.
- Most students prefer to relieve anxiety by sharing thoughts with peers.

Business opportunity



My client is 'Moodle' that is the global learning management system provider.
Their goal is to 'powering learning environments worldwide.'
LMS(learning management system) is a great client because they already have connections with schools that make it easy to connect school news to students.
This also allows them to make a smooth transition for students to move from their existing services to new service. 50% of Korean universities are currently using moodle.
On moodle's website, they are providing forums for different languages and this shows me the signals that Moodle is actually trying to implement community for students.

Top In Learning Management System Usage Distribution in South Korea

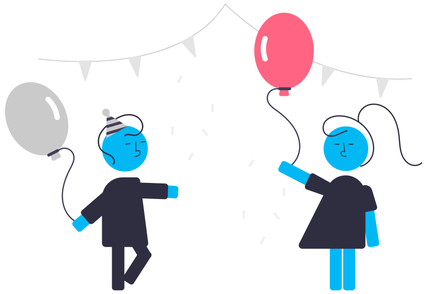
Technology	Websites	%
Moodle	117	49.16
LearnPress	71	29.83
Ex Libris	15	6.3
Open edX	10	4.2
Tutor LMS	6	2.52
Skilljar	6	2.52
Cornerstone	3	1.26
OpenApply	3	1.26
Blackbaud	1	0.42
FACTS	1	0.42
Naviance	1	0.42
SOCS	1	0.42
Symplicity	1	0.42
BlueVolt	1	0.42
Achieve3000	1	0.42

Motivation

Company

- Great opportunity to have a user group for marketing
- Smooth transition of their existing users from LMS to community app
- Building a community makes users loyal to the product.
- Having community makes Moodle's service unique compare to its competitors.

Student



- Building a community
- Casual conversation with people in common interests
- Make new relationship

- Time management
- Up to date for important dates

App flow

Home

- To-do
- Recommendation
- Recommendation#2

To-do

- Add new
- Edit page
- Recommendation#2

Clubs

- My clubs
- Recommendation
- Recommendation#2
- Search
- Write
- Different categories

Message

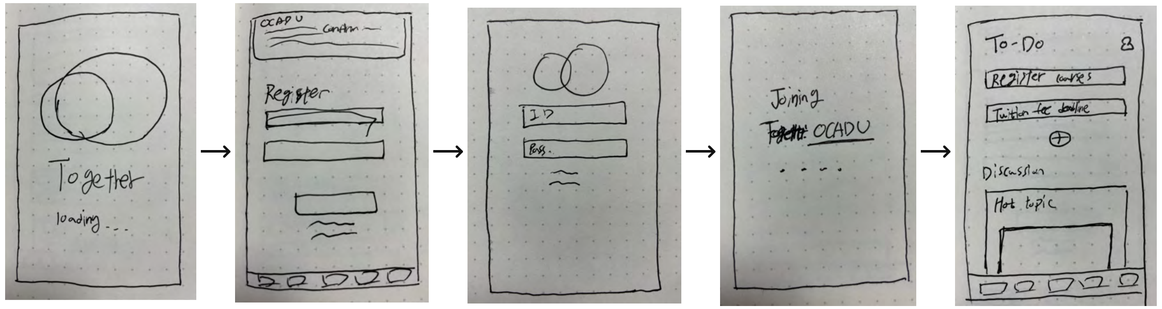
- Inbox
- Write a new

Profile

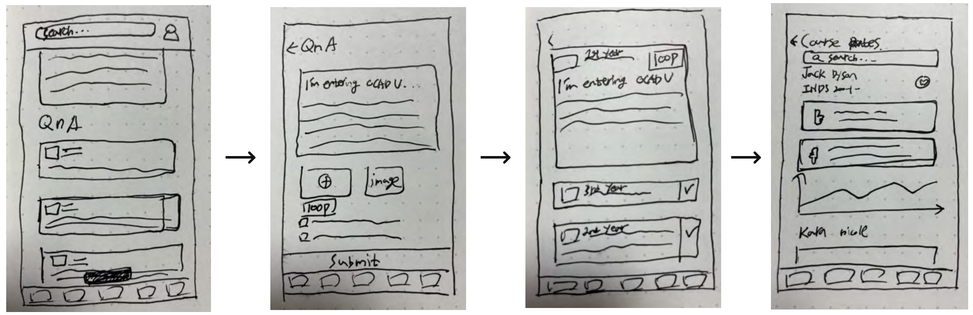
- Edit profile
- My posts
- Commented
- Saved posts

Wireframe sketch

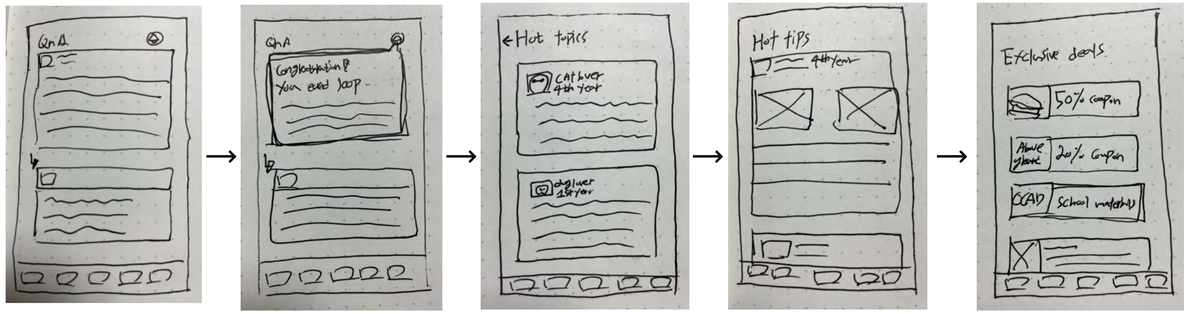
Onboarding



Writing article

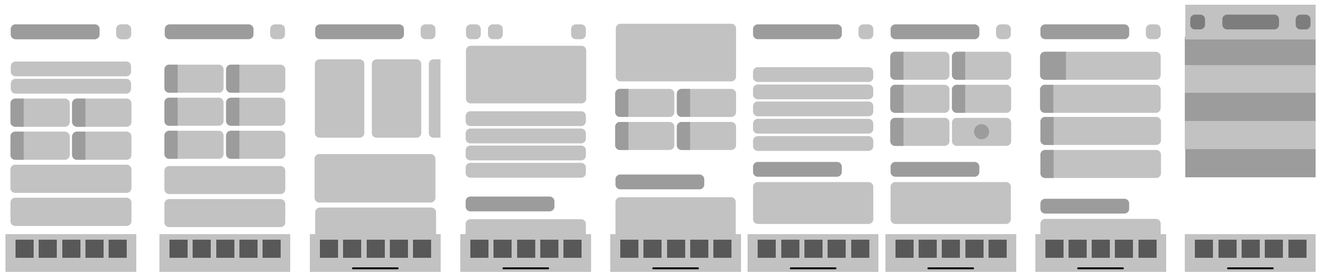


Browsing clubs

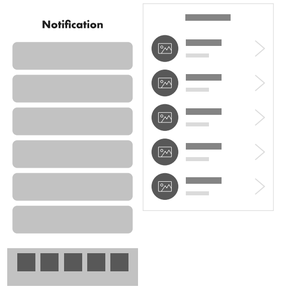


Wireframe

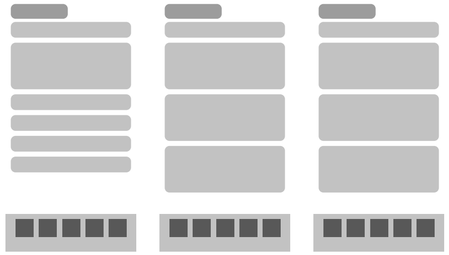
Home page



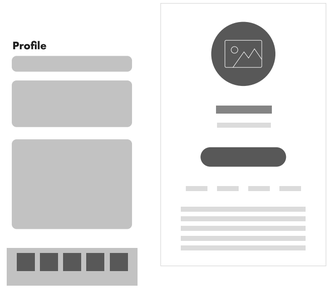
Message



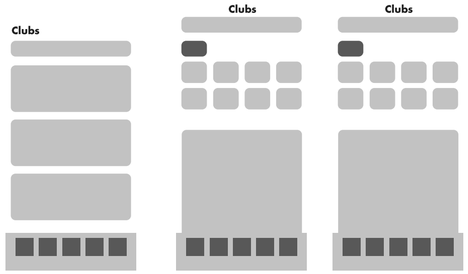
To-do



Profile



Clubs



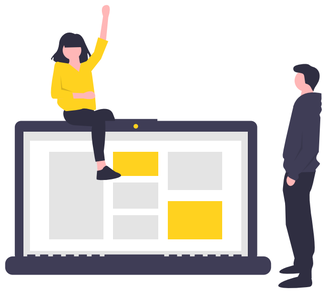
Prototype

Brand identity

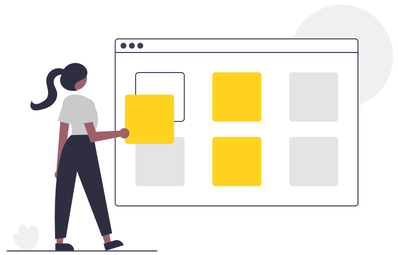
Tone of voice

Young & Fresh

Fellowship



Friendly



Simple

Mood board

Brand identity

Colour palette

01BAF6 1C3353 F79FD3 FFB5A3 F4CDA1 F7F296 96F2B3 9BE3E6 ABADF5

Logo

Korean name

우리끼리

Woori (우리) means 'we' or 'us' in Korean. Korean people commonly use "We" instead of "I".
The definition of woori is "the word that indicates the person himself/herself or several people who are on the same side"

English name

U&Me

Style guide - Typography

	Contents	Title	Example texts
h1	Noto Sans, SemiBold, 36		
h2	Noto Sans, SemiBold, 28	Nunito,Bold,24	**Lorem ipsum dolor sit amet, consectetur adipiscing elit.**
h3	Noto Sans, SemiBold, 18	Nunito,Bold,18	Nisl eu nulla turpis ultricies quam condimentum vel neque. A, mi congue neque ipsum lectus id. Mollis tortor, duis sed nam imperdiet dis posuere diam dignissim. Ac vulputate sed duis adipiscing facilisis in ipsum auctor.
p1	Noto Sans, SemiBold, 24	Nunito,Bold,14	
p2	Noto Sans, Regular, 18		
p3	Noto Sans, Regular, 14		

Style guide - Components

#F6F6F6, 100%

#000000, 50%
#FFFFFF, 100%, Overlay

Toy face by Amrit V3
by Ashim Adhikari

Toys
by Jesse Chase

My Posts | Commented | Liked

Feeds | Hot | QnA | Announcement

see all

Hot | Food | Game | Design | Music

1 | 2 | 3 | 4

D-31 Package design_idea

5 Reasons to Outsource your web design

WEb genius 08:02

Authorized club
OCADU Students

Toronto design students

D-12 | D-20 | D-31 | D-42

Save

Authorized club

Inactive | Active

Edit profile | Successfully saved!

Continue | Continue | Save | Write a comment

Like 3

Save | Share | Report

Username

Bundem

Verify | Verify

3:14

Toronto design students
Member: 214

Search | Write

3:14

Looking for teammates to play together

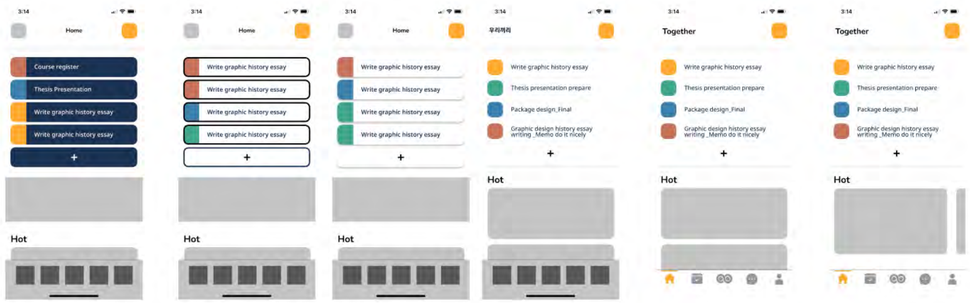
Toronto Esports club

OCADU Industrial design...

See more

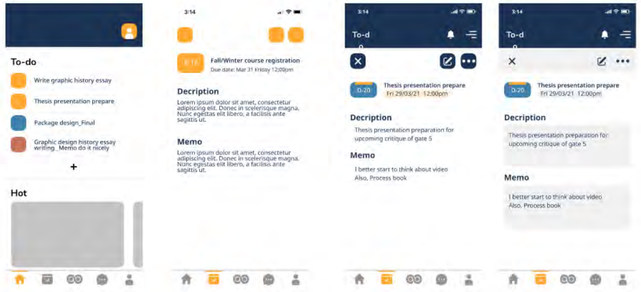
Mid-fi prototype

Home page

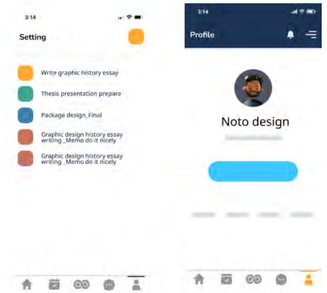


Message

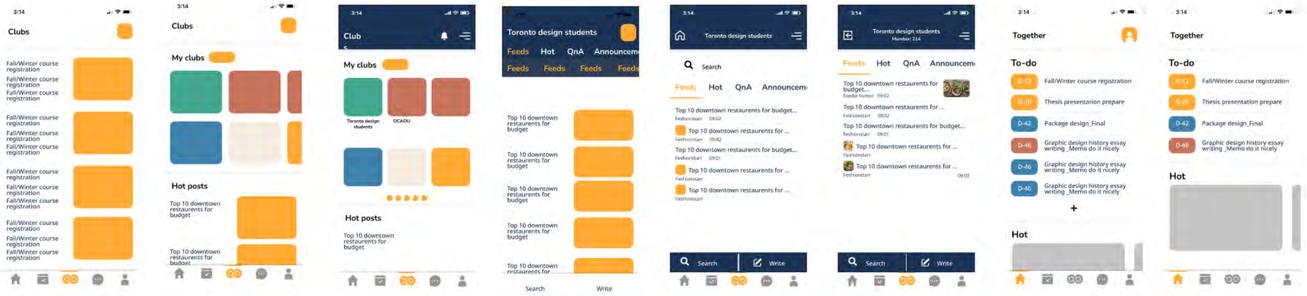
To-do



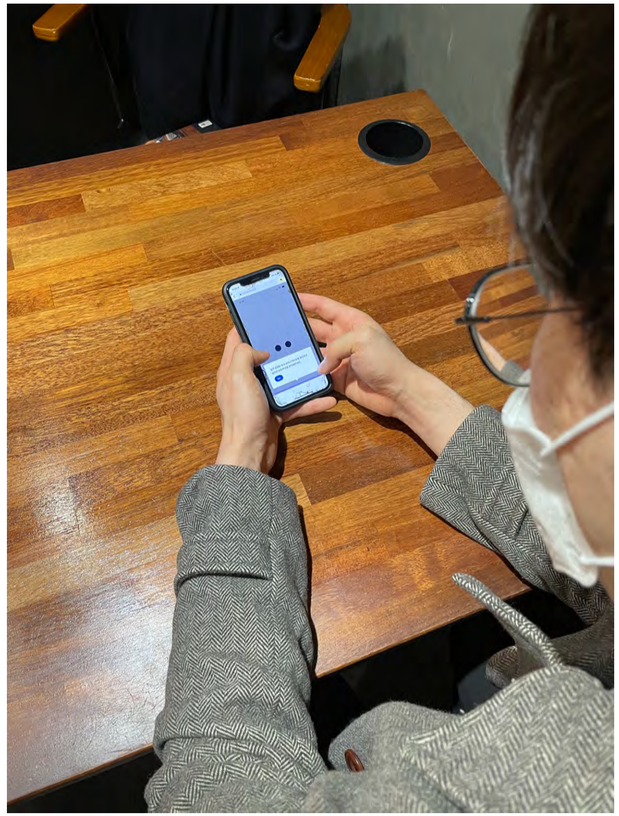
Profile

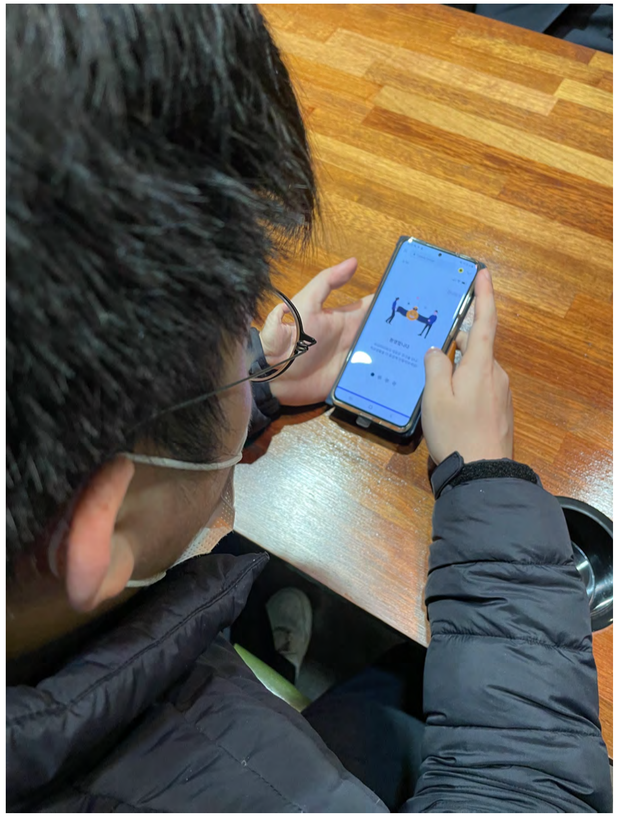


Clubs



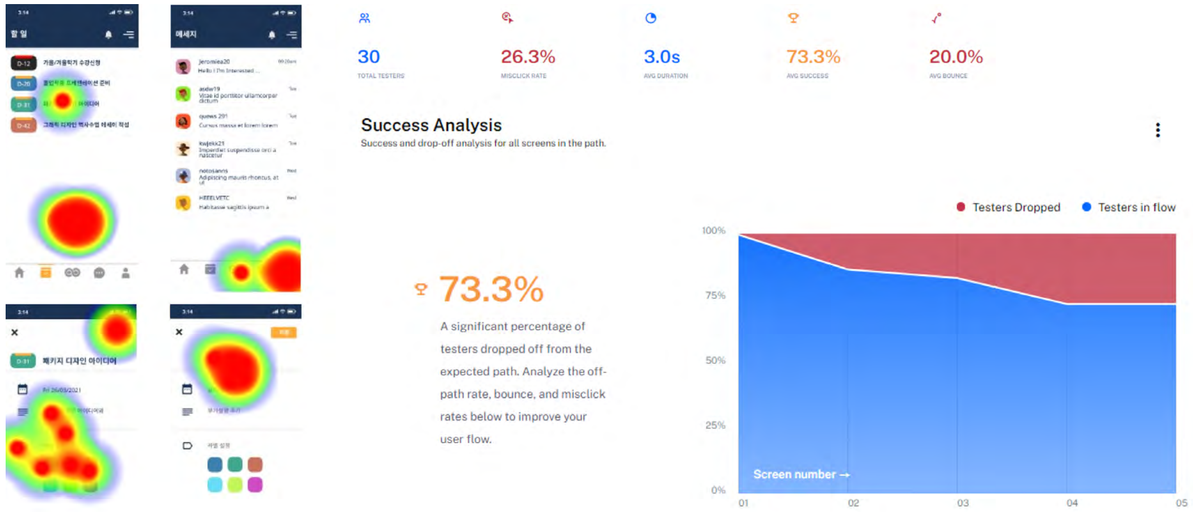
Moderated user testing





User testing - Online

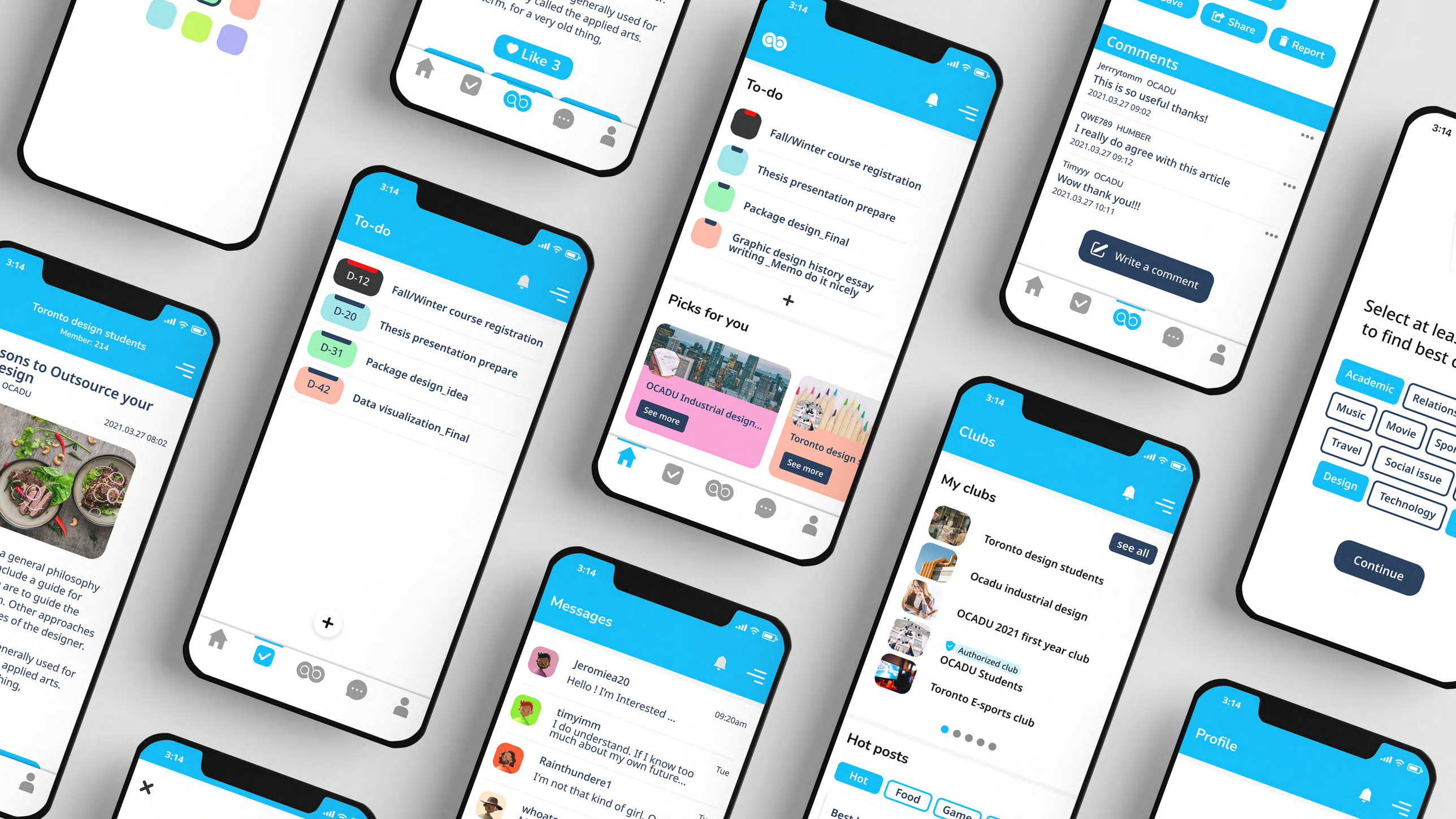
Good result



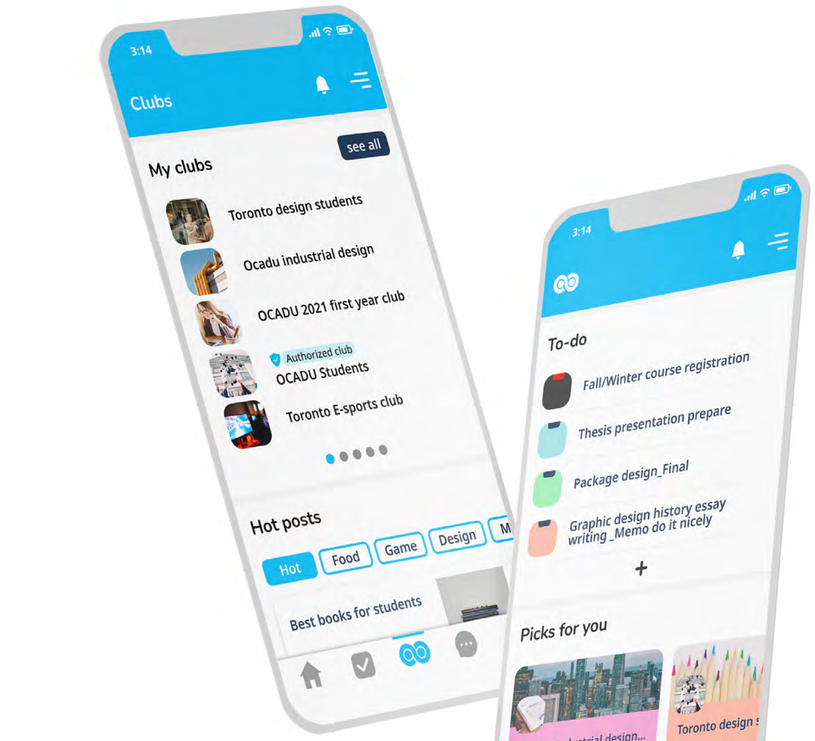
Bad result

The red spot areas are indicating every 30 users' click area. I asked my users to do some tasks such as "Go main page - Then click "Thesis presenation prepare, and add note" Here, most users finished my taks successfully that my success rate is quite high.

On the other hand, I got the results that most users failed my tasks or did indirect ways that I never planned. And this means the users are interacting with my product differently. So I need to fix these specific actions' interactions to bring a more smooth experience for users.


3:14
Like 3
To-do
Fall/Winter course registration
Thesis presentation prepare
Package design_Final
Graphic design history essay writing _Memo do it nicely
Picks for you
OCADU Industrial design...
See more
Toronto design
Comments
Share
Report
Jerrrytomm OCADU
This is so useful thanks!
2021.03.27 09:02
QWE789 HUMBER
I really do agree with this article
2021.03.27 09:12
Timyyy OCADU
Wow thank you!!!
2021.03.27 10:11
Write a comment
Select at lea
to find best
Academic
Music
Movie
Travel
Social issue
Design
Technology
Continue
D-12
D-20
D-31
D-42
Fall/Winter course registration
Thesis presentation prepare
Package design_idea
Data visualization_Final
Toronto design students
Member: 214
sons to Outsource your
esign
OCADU
2021.03.27 08:02
a general philosophy
clude a guide for
are to guide the
. Other approaches
es of the designer.
nerally used for
applied arts.
hing,
Messages
Jeromiea20
Hello ! I'm Interested ...
09:20am
timyimm
I do understand. If I know too much about my own future...
Tue
Rainthundere1
I'm not that kind of girl. O
Clubs
My clubs
see all
Toronto design students
Ocadu industrial design
OCADU 2021 first year club
Authorized club
OCADU Students
Toronto E-sports club
Hot posts
Hot
Food
Game
Profile

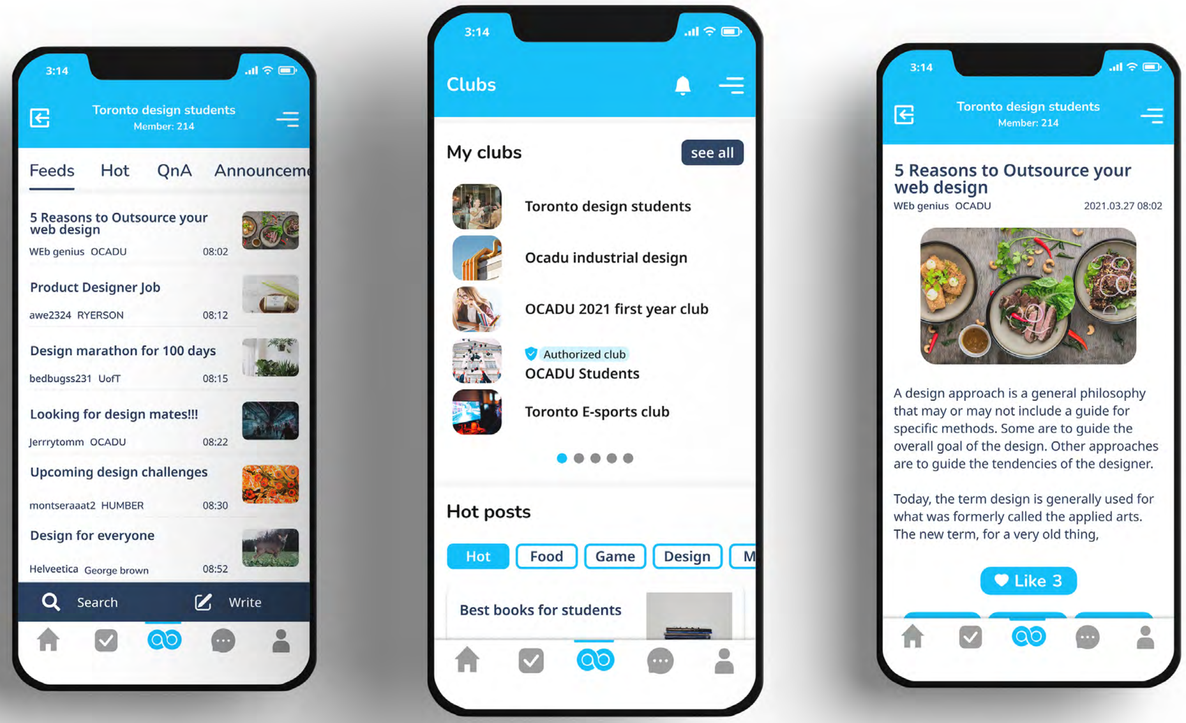
Final prototype



U&ME

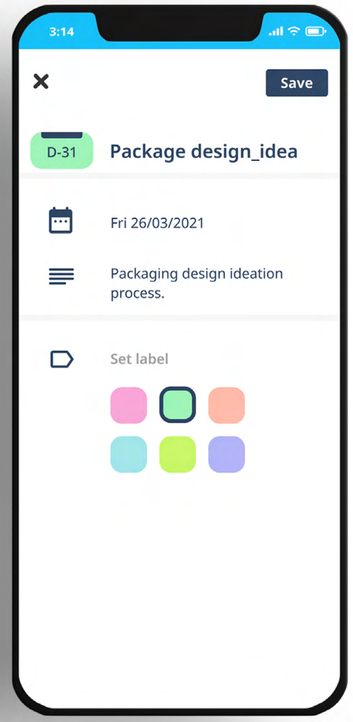
You&Me is club based student community application that helps students in both academic supports and social supports.

Prototype link (Click)



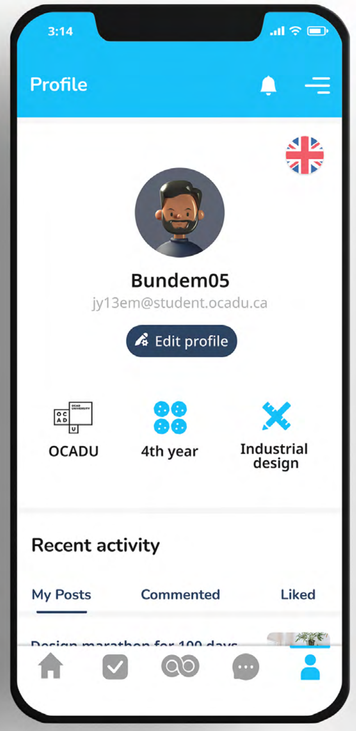
Clubs

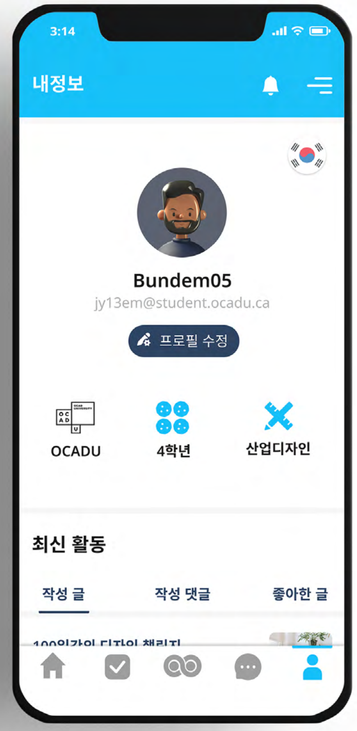
Through You&Me, you'll find students with similar interests. Connect with them and create meaningful memories.



To-do

Manage your to-do list. The application automatically updates your to-do list based on your school curriculum. Always keep up to date.





Multilanguage

U&Me comes with multilanguage for international students who are one of the most vulnerable students to be isolated.

Work cited

https://globalnews.ca/news/5969461/mental-health-canadian-campus/

(Mental health issues of students)

https://www2.deloitte.com/global/en/pages/about-deloitte/articles/millennials-gen-z-and-mental-health.html

(Deloitte- Mental health crisis among millennials and Gen Z)

https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2644010/

(The importance of Youth mental health)

https://greatergood.berkeley.edu/article/item/how_colleges_today_are_supporting_student_mental_health

(How colleges today are supporting student mental health)

https://www.theguardian.com/society/2019/sep/27/anxiety-mental-breakdowns-depression-uk-students

(The University student mental crisis)

https://www.psychologytoday.com/ca/blog/theory-knowledge/201402/the-college-student-mental-health-crisis

(College student mental crisis)

https://ontario.cmha.ca/documents/stigma-and-discrimination/#:~:text=The%20lives%20of%20people%20with,a%20complete%20and%20satisfying%20life.

(The stigma of mental illness)

https://ontario.cmha.ca/documents/mental-health-resources-in-schools/

(Mental health resources in school)

https://www.psychologytoday.com/ca/blog/think-act-be/201912/why-young-people-face-major-mental-health-crisis

(Why young people face a major mental health crisis)

https://www.wgu.edu/heyteach/article/importance-mental-health-awareness-schools1810.html

(The importance of mental health awareness in schools)

https://www.ocadu.ca/services/health-and-wellness/resources/mental-health-resources

https://www.calmclinic.com/anxiety/anxiety-chat-rooms

(Are There Any Useful Anxiety Chat Rooms?)

https://angstmovie.com/

https://www.mediaus.co.kr/news/articleView.html?idxno=197287

https://app.maze.co/projects/32840291/mazes/32840867/results

https://material.io/resources/color/#!/?view.left=0&view.right=0&primary.color=512DA8&secondary.color=FF8A80&primary.text.color=ffffff

https://www.figma.com/community/explore

https://www.openpeeps.com/

https://undraw.co/illustrations

https://fontawesome.com/

https://thenounproject.com/

https://unsplash.com/

https://unsplash.com/ Photo by @tesecreates

https://unsplash.com/ Photo by @nickmorrison

https://unsplash.com/ Photo by @charlesdeluvio