



INSQUIRE

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Flourishing by design

How can we help RIT flourish?

Flourishing Concept Map



Flourishing

- to be in a vigorous state; thrive.
- to be successful; prosper.
- to grow luxuriantly, or thrive in growth.

Initial Problem Explorations

- Food: Local and organic food sources should be more accessible on campus.
- Communication: RIT does not communicate well about sustainability efforts on campus.
- Signage: Signage on campus is confusing and poorly designed.
- Stress Relief: Students are very stressed all year round, especially close to finals week.

Our Chosen Problem

Students at RIT are stressed year-round and need better ways to relieve stress. We want to help students prevent unnecessary stress, manage their stress, and relieve excess stress.

Our Research

- Students should choose what stress prevention method works for them.
- Taking responsibility for your stress is the first step in managing it.
- Students should be sure to take time to relieve their stress.
- Our audience is not interested in taking a class.
- Existing stress relieving resources on campus are under-utilized.

Our Audience

Current RIT students who

- are frustrated by their stress level.
- are interested stress relief methods.
- acknowledge when they are stressed.
- do not have much free time.

Exploratory/ Generative

Creating a concept

Interviews

1. What causes you stress?
2. How do you recognize you're stressed?
3. How do you cope with stress?
4. Do you think there are enough ways to relieve stress on campus?

First Interview

1. Having homework, group work, and bad teachers
2. Recognizes self is very irritable
3. Dealing with the stress causing factors, sleep, hobbies
4. N/A

Second Interview

1. Money shortage.
2. I shut down, stop functioning.
3. Sleep and eat.
4. N/A

Storyboarding

Facts/ Opinions/ Assumptions

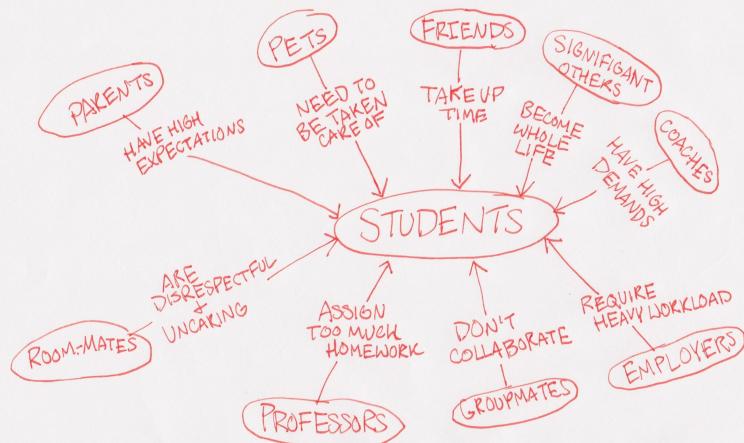
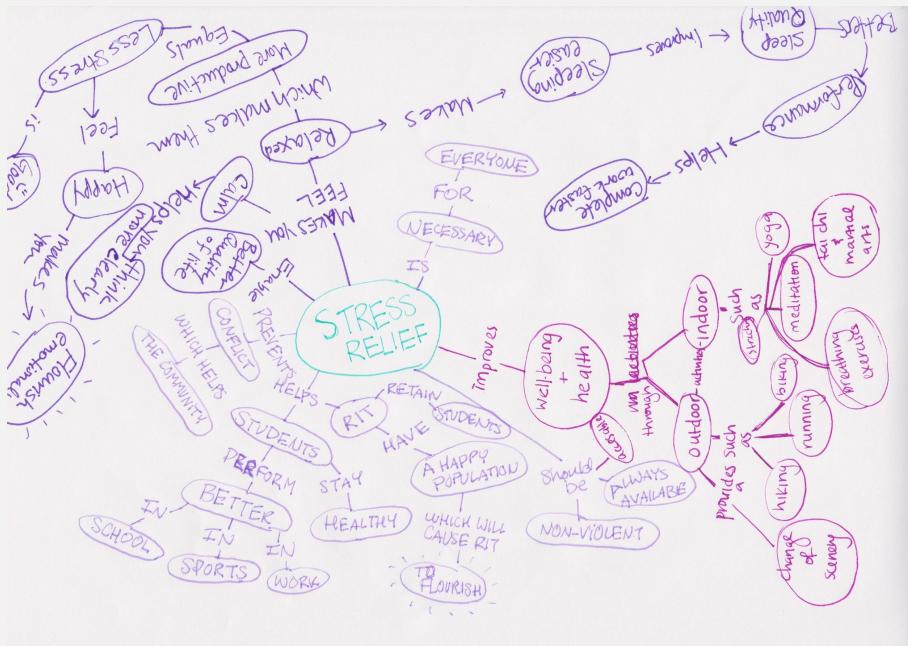
Design ideas

- map / better wayfinding
- Storytelling
- Animals
- Map rooms / entertainment
- Ad-free zone (M)
- Wellness classes (M)
- Enforcing importance (M)
- Creating group (M)
- Educating about stress

Map
Playground
Ad-free zone
Some great numbers
Tutoring services



Concept Map & Stakeholder Map



Prototypes

iBook Exploration

We created iBooks that each explored a different aspect of stress, to better understand our audience.

A New Day

YAY, A LECTURE!

Ready to learn all about Micro-economics?



If I have to



Or I could text...

>:(

The professor caught you texting and called you out in front of everyone! How embarrassing...



CONTINUE

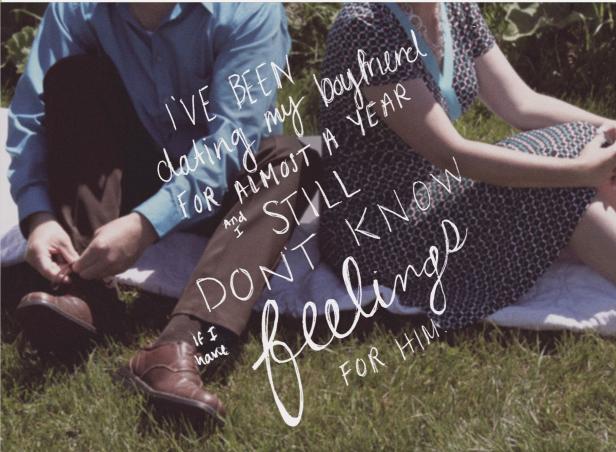
HOW ENTHRALLING!

Well maybe not. But paying attention in class will save you some stress when it's time to do the homework.



CONTINUE

Semi-Full Disclosure



Let's Take a Break

→ massage therapy
benefits



increases

→ massage therapy
benefits



increases



Anxiety
Digestive Disorders
Insomnia
Pain
Injuries
Blood Pressure
Headaches

duration: 6:46

The Stress Takeover



You see two people who seem to be roommates talking.

Situation 1
It seems that one of the roommates didn't do their chores, what should the other say to her?

- A. Have her ask if everything is alright.
- B. Have her say if she does it again, she'll be kicked her out.

[Check Answer](#)



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Your new stress reduction companion

Our Idea

We want to create an App that is a self-guided stress relief tool, and can be used on its own or with a fitness tracker, like Fitbit.

Tone

- Helpful
- Informative
- Caring
- Inquisitive
- Light
- Non-judgemental
- Friendly
- Warm

Competitive Analysis

Self-help for Anxiety Management

Worry Watch

Worry Box

Headspace

Inner Balance

SWOT Analysis

Strengths

Provides more varied information
Compatible with fitness trackers and phone's health app

Weaknesses

Users might lose attention
Users might not be motivated to use the app if not prompted

Opportunities

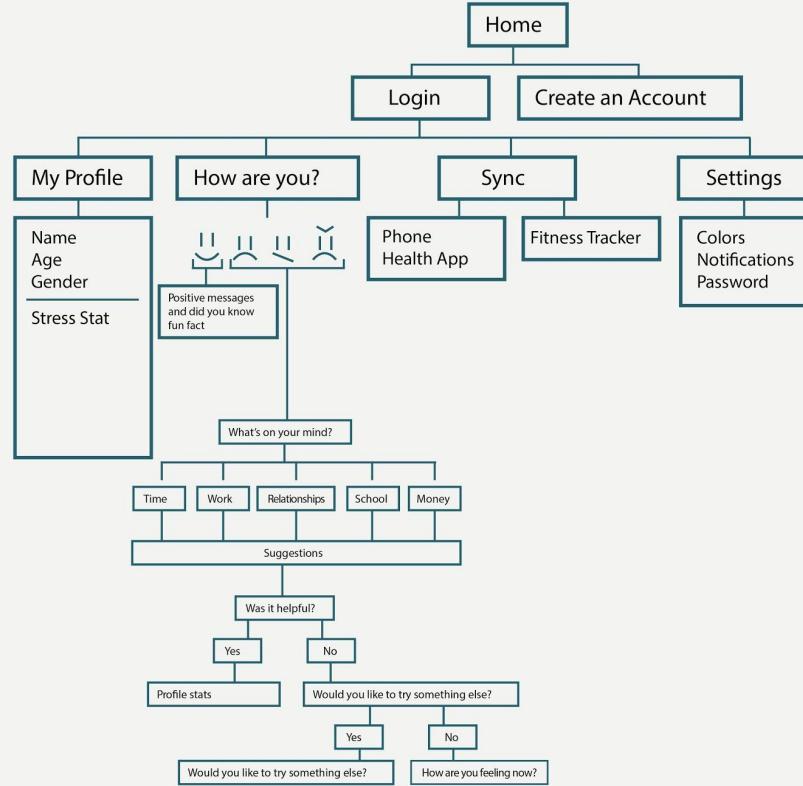
Could expand our target audience if it works well for our current audience

Threats

Other apps deal with a topic that is similar to ours or in a similar way

Moodboards

Site Map



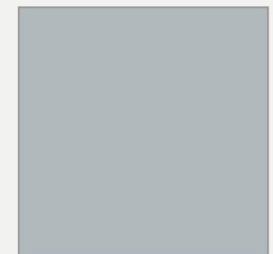
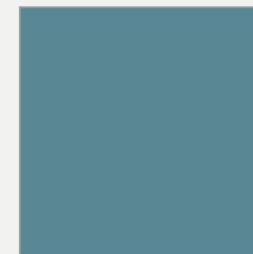
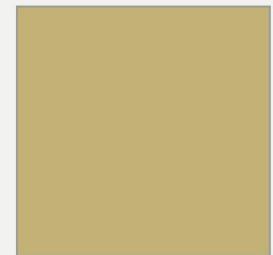
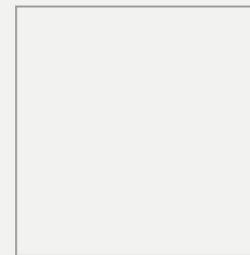
Style Guide



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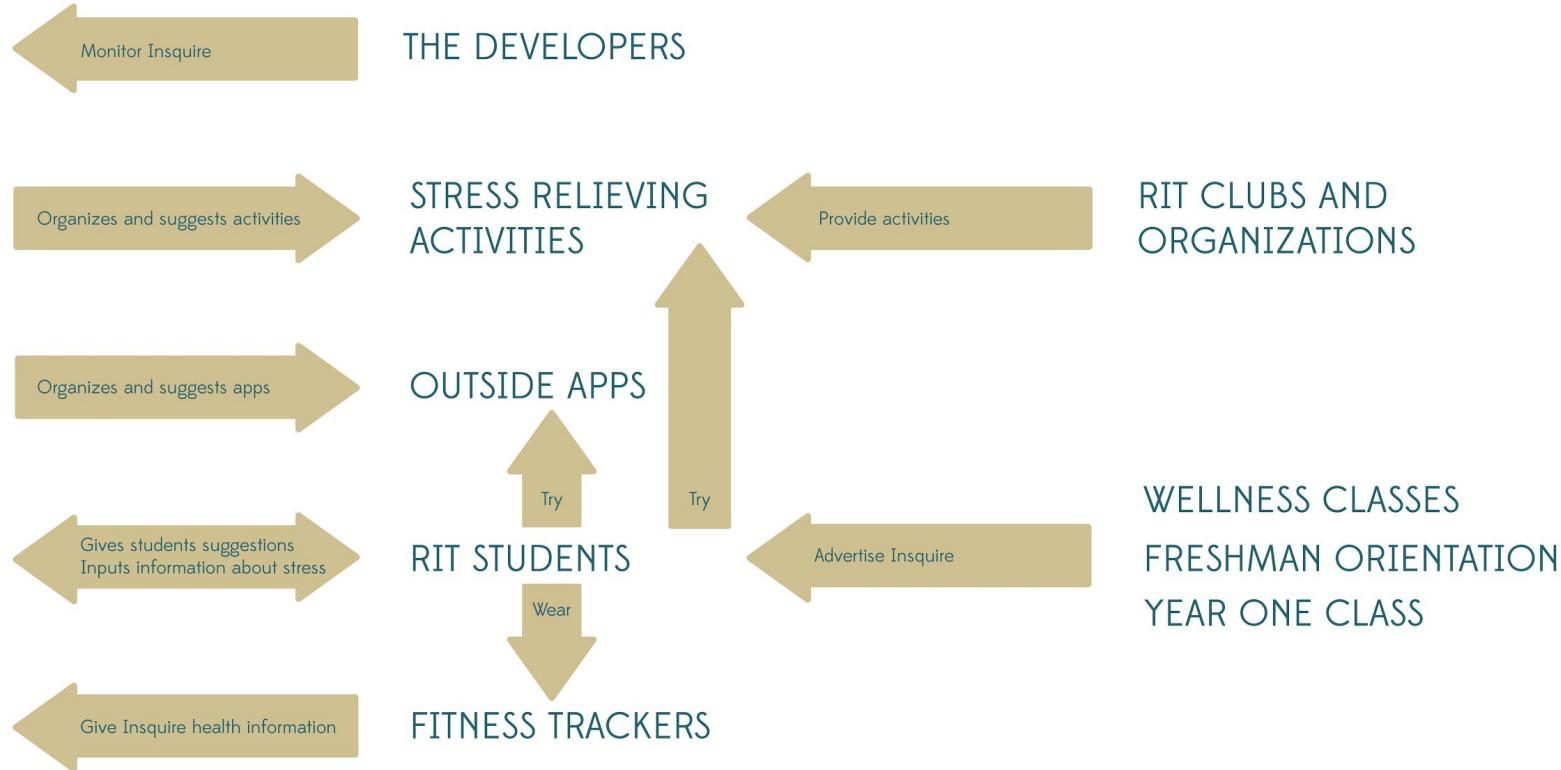
Title Text

Body Text



System Map

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Behavior Change

Our app encourages RIT students to acquire stress relieving habits, which will lead to a happier campus overall.

Persona 1 : The Freshman



RITA MOELLER

RIT Student
Age: 18
Major: Mechanical Engineering

Quote: "Wait, this is nothing like my high school teachers said!"

Personality:

Hardworking
Talkative
Ambitious

Interests:

French
TV Dramas

Motivation and Behavior:

She loves having the highest grade of her classmates.
She wants to experience as much as possible and hates feeling like she's missing out.

Things that stress her out are:

Falling behind in classes
The switch in expectations from high school to college
Responsibilities from clubs and work on

Ways she relieves her stress:

Talking to her mom
Binging Netflix
Taking long showers

How open she is about trying new stress relief methods:

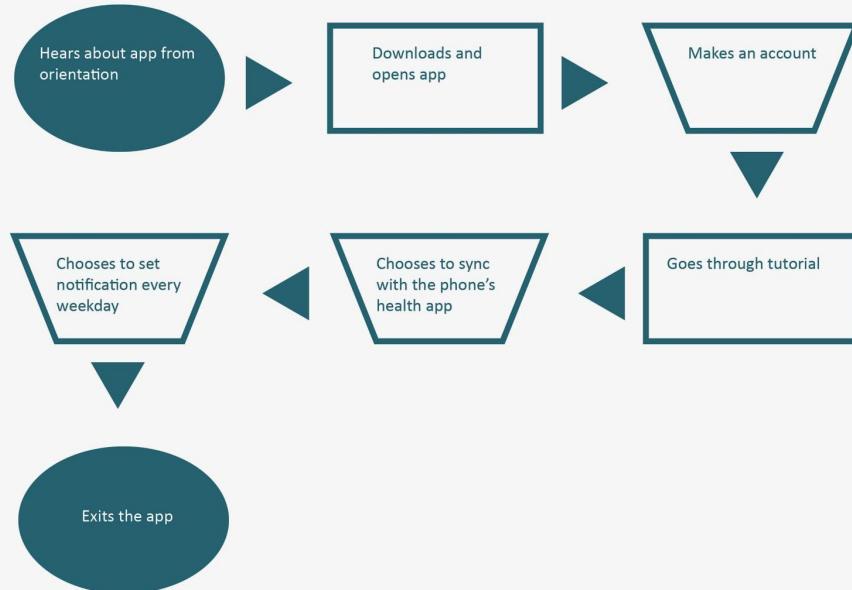
Open, as long as it fits her schedule

Other thoughts:

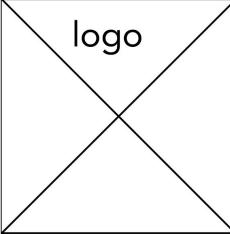
Prioritizes her activities
Sometimes doesn't know when to say no
Is scared about exam week

Userflow 1

The New User



Wireframes



username

password

remember me

log in

≡ logotype

Sync with Health App

Description of what info it will sync from the health app

Sync with Fitness tracker

Description of what info it will sync from the fitness tracker

For more information on these options please check our website.

[Take me to the website](#)

Persona 2 : The Senior



KYLE SMITH

RIT Student
Age: 21
Major: Applied Statistics

Quote: "Aaaaa, I'm graduating soon!
OH MA GOSH!"

Personality:

Outgoing
Fun
Friendly

Interests:

Anime
Volleyball

Motivation and Behavior:

He enjoys activities that makes him feel accomplished
Makes choices that makes him happy and for himself, not to
please someone else

Things that stress him out are:

Personal Relationships
Getting a job after college
Teachers not posting grades on mycourses
Getting his Senior projects done

Ways he relieves stress:

Going for a walk or bike ride
Listening to music
Watching TV

How open he is about trying new stress relief methods:

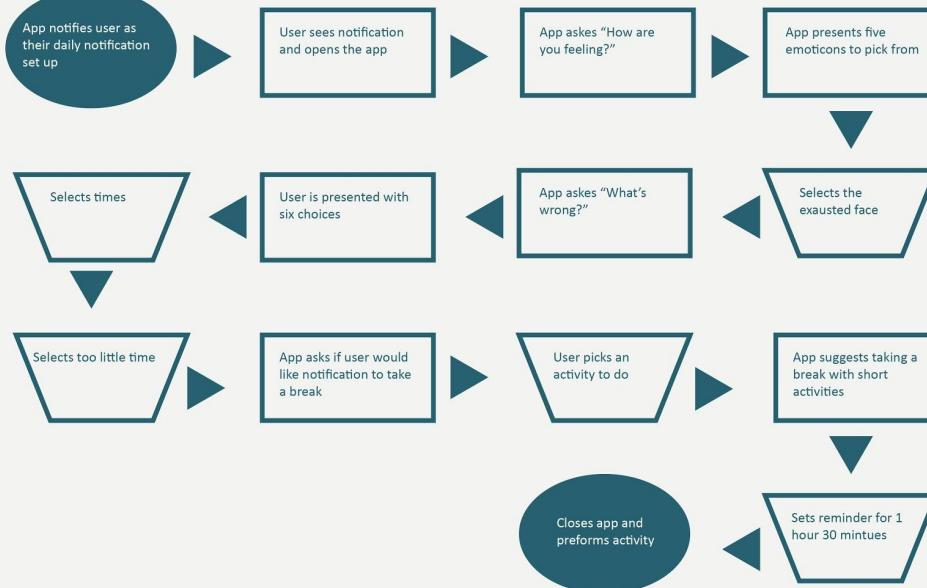
Very open

Other thoughts:

Liked when the campus brought puppies
Wish RIT would hold more job searching workshops
Took a massage wellness class and it helped a lot
Always know when he is stressed

Userflow 2

The Overwhelmed



Wireframes

≡ logo

How do you feel?

happy face neutral face

sad face angry face

tired face excited face

≡ logotype

What's wrong?

Family Friends

Time Money

Work School

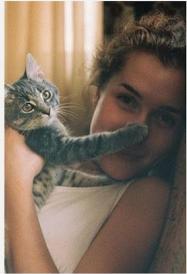
≡ logotype

Time

Time Management

Too little time

Persona 3: The International Student



MISHIA BATRA

RIT Student
Age: 20
Major: New Media

Quote: "If I do well in school,
then my family will be happy!"

Personality:

Outgoing
Energetic
Introspective

Interests:

Video games
Singing

Motivation and Behavior:

Enjoys showing off her skills and what she excels at
She is motivated by competition

Things that stress her out are:

Being so far away from home
Feeling like she has to be the best in her class
Having to make new friends

Ways she believes her stress:

Playing video games
Singing and playing guitar
Skyping with her family

How open she is about trying new stress relief methods:

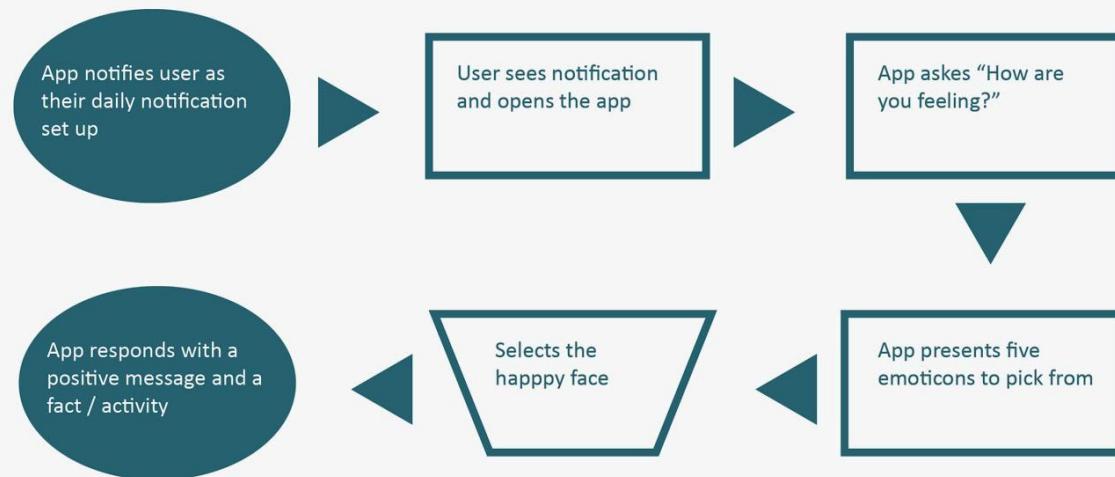
Very open, as long as it doesn't get in the way of homework
and school

Other thoughts:

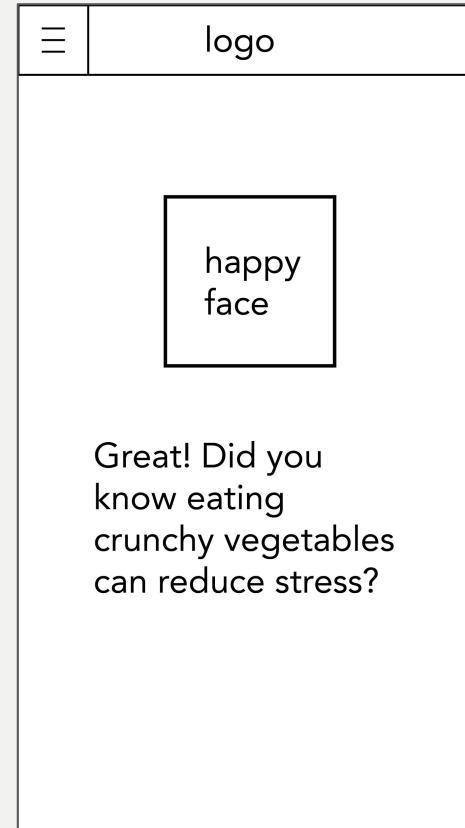
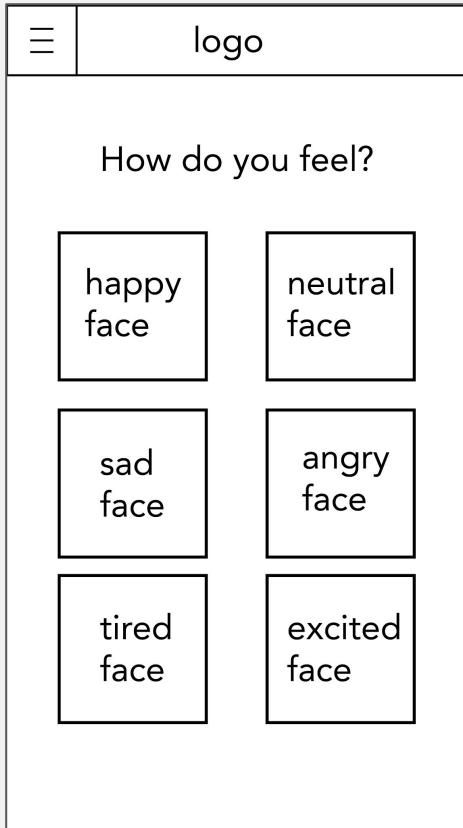
She is very shy unless someone else starts the conversation
Concerned about her self image and how others perceive her
Most of the time she doesn't realize she is stressed

Userflow 3

The Confident

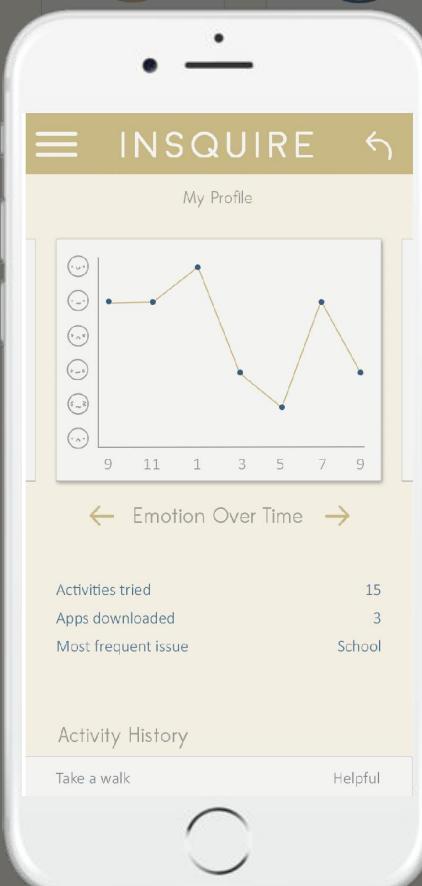
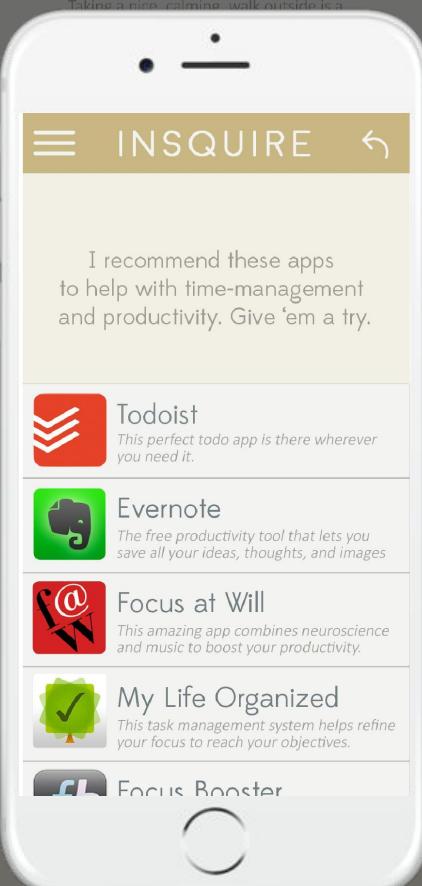
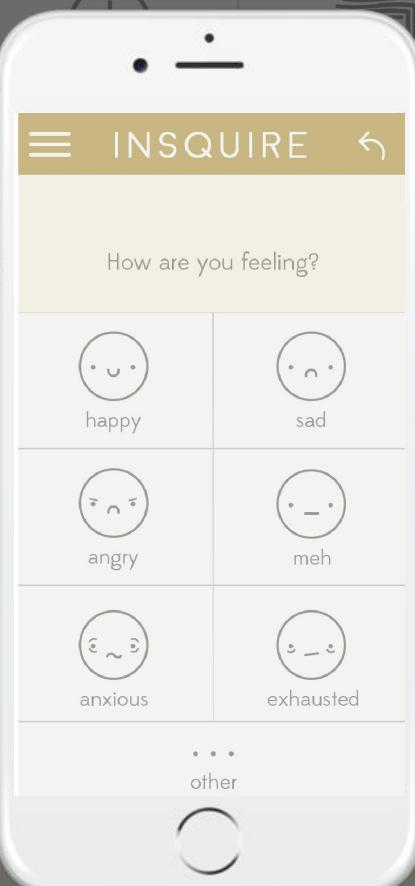


Wireframes



1

Final Design Comps



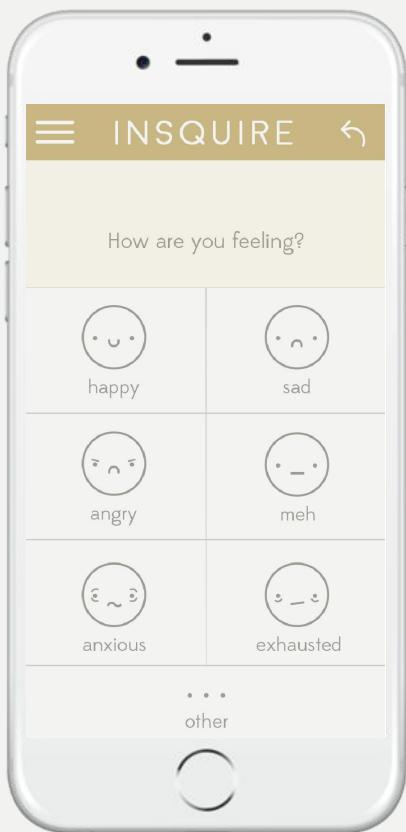
Evaluative

How effective is our concept?

Usability Testing



Changes



- More intuitive choices
- A back button
- A tutorial during the create an account process

Final Prototype & Process Blog

[Click HERE to view our prototype](#)

[Click HERE to view our process blog](#)



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Thank You!