

Trauma Tribulations

Made with **love**

by Laura, Cherie, Tucker, Juliana, and Charlie





Meet the Team



Laura Ford

UX Design
Sophomore
Project Manager



Tucker Hemphill

UX Design
Junior
Interaction Design Lead



Juliana Sampaio

Graphic Design
Senior
Visual Design Lead



Charlie Bowles

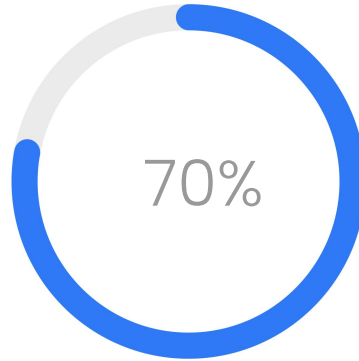
UX Design
Junior
Product Design Lead



Cherie Chung

UX Design
Sophomore
Research Lead

Current Situation



US adults have experienced trauma
(about 223.4 million people)

Problem Statement

Traumatic experiences happen everyday, causing intense frightening emotions and leading to more severe chronic problems.

The need to **recover and cope with the memory** of this experience opens up a huge opportunity space to innovate.

Target Age Range

Young adults:

- Reported the **poorest mental health** of those surveyed.
- Believe that most mental health disorders **do not require treatment.**

Ages:

18

35



Research Methods

8

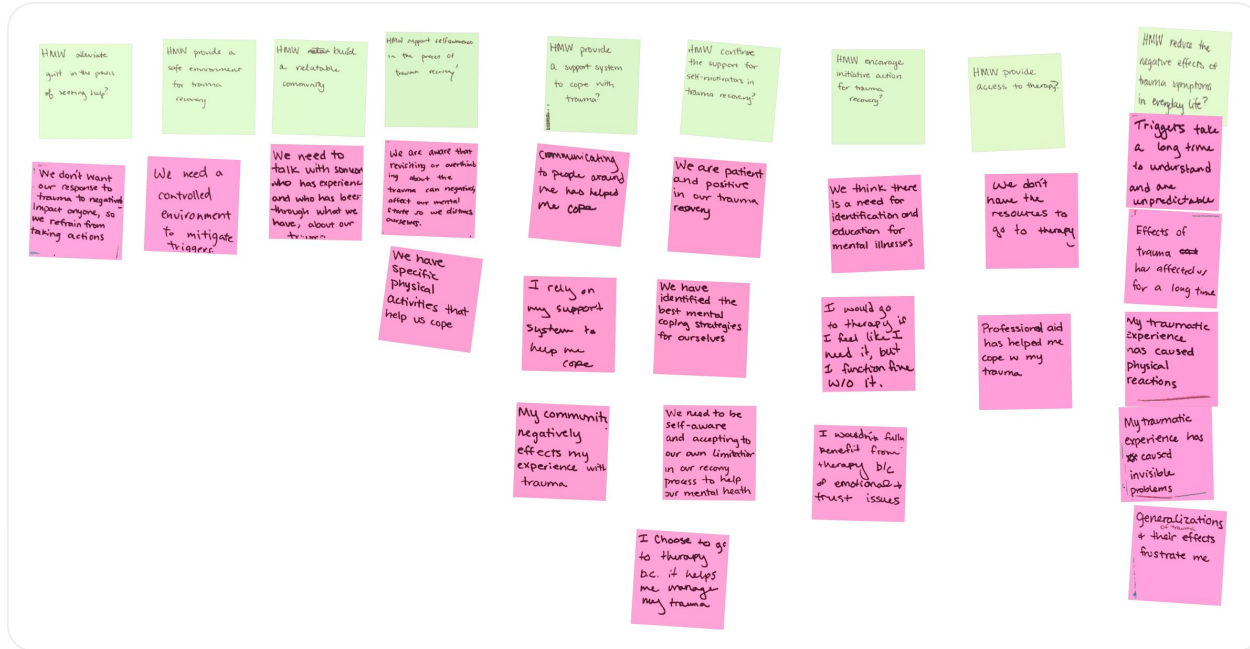
Qualitative
Survey Responses

102

Quantitative
Survey Responses

8

User Interviews



Data points: 531 yellows

Through affinity mapping, we consolidated **531 yellow stickies** to 22 pink stickies.

How Might We Statements

These **22 pink stickies** are our key insights that formed **9 How Might We statements** to be used for ideation.

HMW provide access to therapy?

HMW provide a safe environment for trauma recovery?

HMW provide a support system to cope with trauma?

HMW build a relatable community?

HMW support self awareness in the process of trauma recovery?

HMW encourage initiative action for trauma recovery?

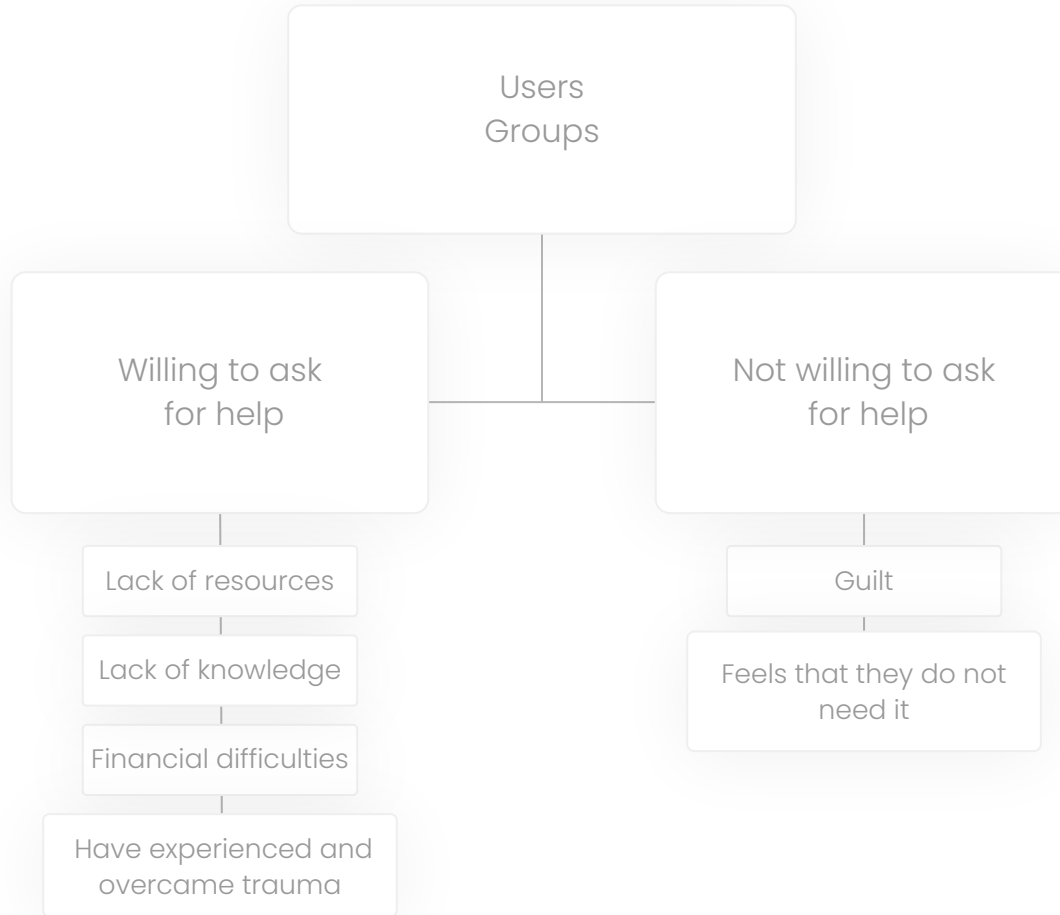
HMW alleviate guilt in the process of seeking help?

HMW reduce the negative effects of trauma symptoms in everyday life?

HMW continue the support for self-motivators in trauma recovery?

Research Key Insights

- The support system around people affects the way they **approach** coping with trauma.
- Response to triggers affects a person's **physical health** as well as their **social, academic, and professional life** in the long run.
- Coping methods **vary** and are **very specific** to each individual.



Users
Groups

Willing to ask
for help

Lack of resources

Lack of knowledge

Financial difficulties

Have experienced and
overcame trauma

Not willing to ask
for help

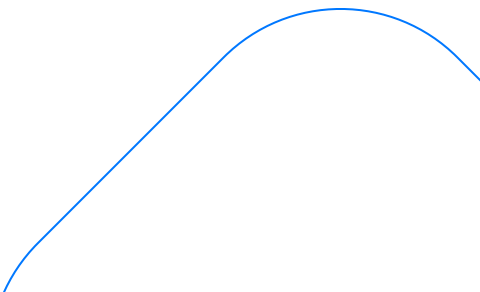
Guilt

Feels that they do not
need it



Target Users

Young adults, ages 18 to 35, who **prefer, or have no other option** but to prefer, **self-management** in coping with their trauma.



HMW

How might we provide a **safe environment** for **self-motivators** and encourage **self-awareness, initiative action** in trauma recovery while **reducing the negative effects** of trauma symptoms in everyday life?

Cope

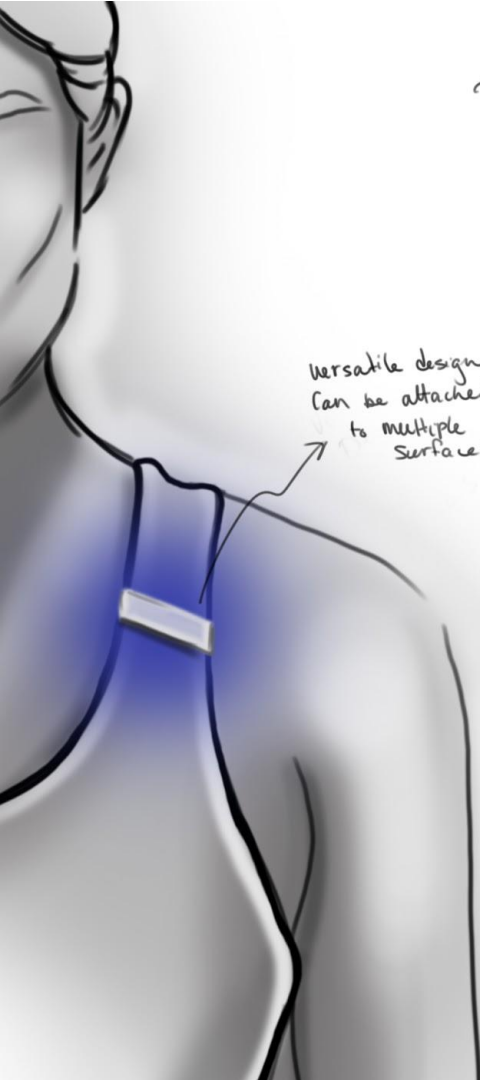
First thing's first...



Initial Concept

Cope is a wearable AI device to help track and identify when, where, and why triggers induced by trauma occur, and will make suggestions in the paired application.



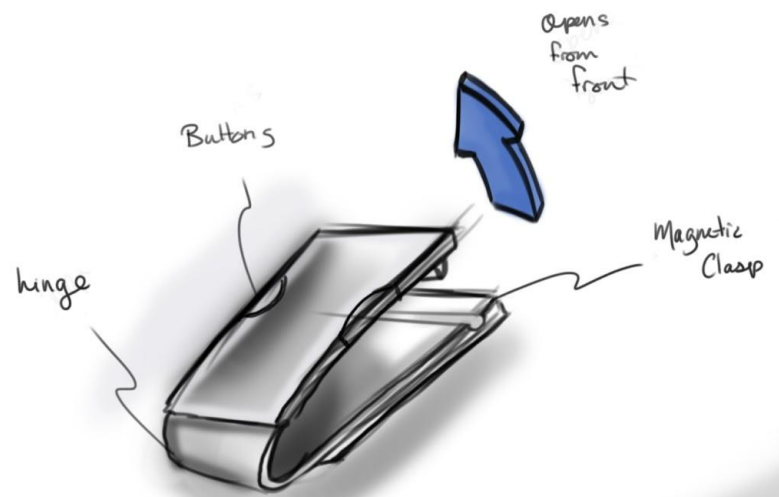


Versatile design
can be attached
to multiple
surfaces

Bottom View



heart rate
monitor



Buttons

hinge

Opens
from
front

Magnetic
Clasp

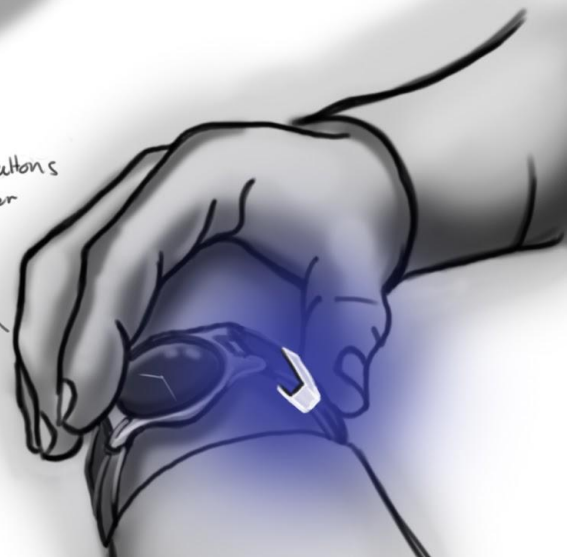
Side View (closed)



heart rate
monitor

Magnetic Clasp
Closed

Squeeze side buttons
to 'track' trigger





Sasha Hill
27, Seattle
Real Estate Broker

“

Catching up on emails and paper work with a new bottle of Dark Horse, what a great night.

”

Character Traits

Independent, High-functioning, Calm

Bio

She has lived alone since she was 18 after saving up from her waitressing job through college. She is very independent, and she hates asking for help. She is comfortable with being single and is currently focusing on her career. She is also a daily wine-o'clock enthusiast and adores blue cheese.

Motivation

She views time as money and works overtime almost everyday. She prioritises her clients over anyone else, including her family. She is saving up to buy houses in Nob Hill, San Francisco for investments.

Trauma

She experienced trauma a year ago while remodelling her house alone. She was installing a new drawer knob in the kitchen when the drill slipped and went into her hand. Since she lives alone, she had to keep calm and call for help herself while having the drill in her hand. Her response to a trigger is increased heart rate and ringing in her ears.

Coping Strategies

The doctor who helped her in the emergency room gave her a pamphlet on methods to cope with PTSD if she does develop symptoms of PTSD from the accident. However, she simply put it aside after getting home, and went straight back to work. She didn't think she had the trauma until she went to a coffee shop after the incident and heard the sound of the coffee bean grinder.

Sasha gets in an accident and hurts her hand, so she goes to the doctor.



After the accident, she is triggered by loud drilling or grinding noises, making her feel helpless. Her doctor suggests that Sasha downloads Cope to help.



She downloads cope. With the band technology, Cope helps establish grounding techniques and tracks triggers.



After adding her calendar and logging her triggers, Cope helps predict possible trigger scenarios. With Cope, she can finally relax and live a happier life.



Questions We Need Answered

- How can we ensure **trust** and encourage **initiative action** with the user?
- How does the product and application make the user **feel**?
- How can we **customise** this experience to the user?
- Are there **too many features**? What are the most essential to Cope?
- How much are people **willing to pay** for the physical product?

Development: User Testing

A new hope. 🌐

(+) For you | History | Profile
 Q I'm wondering...
 TOPICS THAT MAY INTEREST YOU...
 concerns | coffee dates | topic | fr

COPILOT NOTICES

trends

trends

trends

Grinding Noises

trends

trends

trends

Grinding Noises

Copilot notices that grinding noises cause an increase in your heart rate, often paired with flashbacks.

Copilot suggests that you try these steps

- 1 AVOID LOUD NOISES**
 like construction zones and high traffic areas

TRY TAKING WALKS

WITH headphones in which surrounded by high levels of volume, try these calming songs

- song title album
- song title album
- song title album
- song title album

- 3 TRY WALKING WITHOUT**
 headphones, and copilot will be here if you need us.

Begin this Journey

02/09/20
7:50pm

Copilot sensed + loud conversation + grinding noise

How did I react?

Heart Rate

Similar Reactions

- 10:20pm TYBEE 01/25
- 3:15pm ARNOLD 01/18
- 6:11pm STEW LISOW 01/09

+

What do you remember?

just say "that's all" to end the recording

@ So this morning when I woke up, I began to...

<

?

This is what we heard:

Copilot needs help understanding what happened.

Tap to tell us more

<

Thanks for telling us more about this experience!

Copilot will analyze this data with what we know.

(+) For you | History | Profile

- 02/13/20
7:50 pm
Near Forsyth
- 02/09/20
2:45 pm
Foxy Laxy
- 02/08/20
9:15 am
Home
- 02/06/20
12:13
The Shed
- 02/04/20

(+) For you | History | Profile

Nickname
 Age
 Copilot

SETTINGS

color Scheme

Privacy

- Text Sync
- Password Enable
- Calendar Sync

Support

FAQ | Contact

Lo-Fi User Testing



Gonzalo Gelso

Product & UX Designer at
Arcadia Earth



Andrew Silbert

Interaction Designer at
Google

4

Users

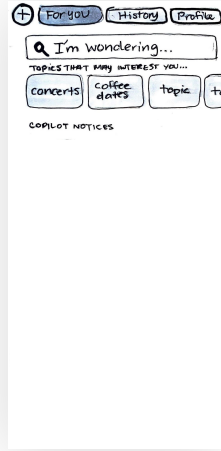
- Users ages ranged from **21 to 23 years old**, which fit our user target age.
- Have had or **currently affected by triggers** in their daily life.
- **Different backgrounds** and lifestyles.

Key Insights

Constructive Feedback

Remove barriers for users creating new habits, what can fill up the blank page because **a blank page can be intimidating.**

With **no data** to interpret trends, Cope originally had a **blank page**.



Before inputting data



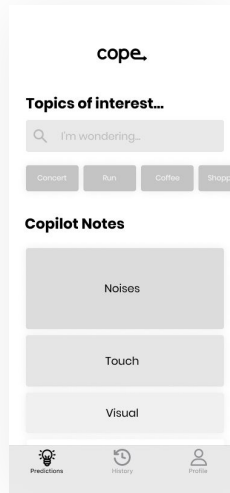
After inputting data

We decided to **recommend topics** that might interest the users to make Cope less intimidating.

A/B Testing

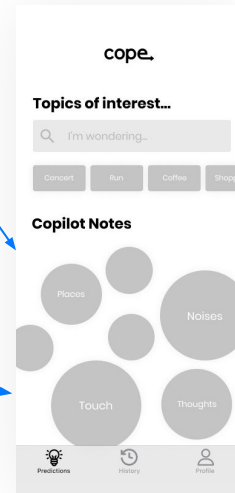
User's preference

We tested to see what visual display characteristics including back buttons that better suit the users' interest.



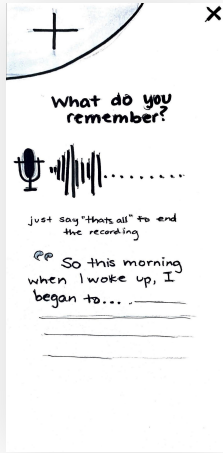
Bubbles and circles make UI **more interesting.**

Size of the bubbles indicates how much it relates to the user is **conveyed better** in circles than blocks.



Lo-Fi User Testing

Constructive Feedback

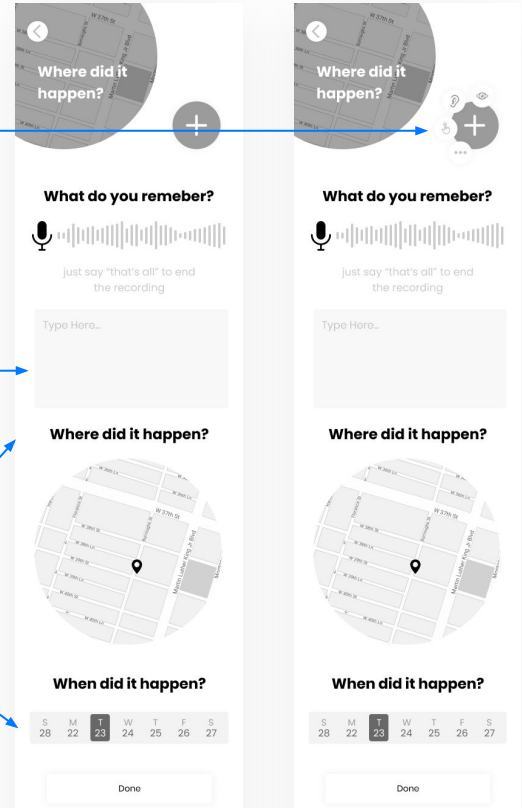


Before User Testing

Microinteraction for **easy sorting** of types.

Added **option to type**.

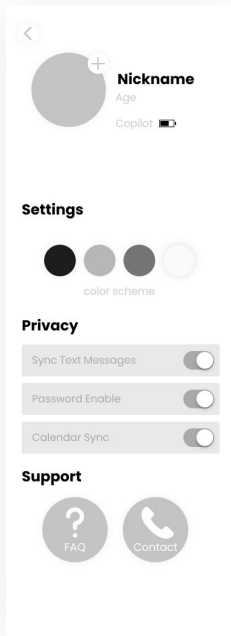
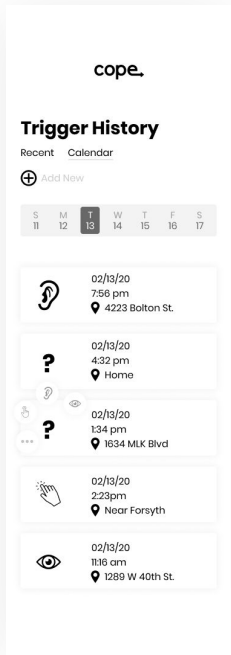
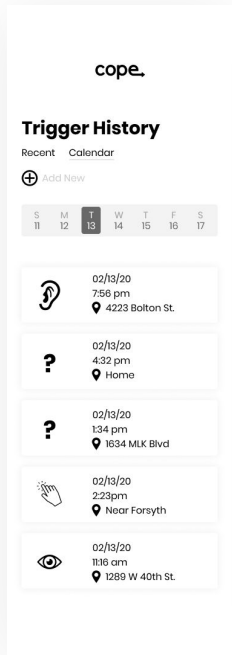
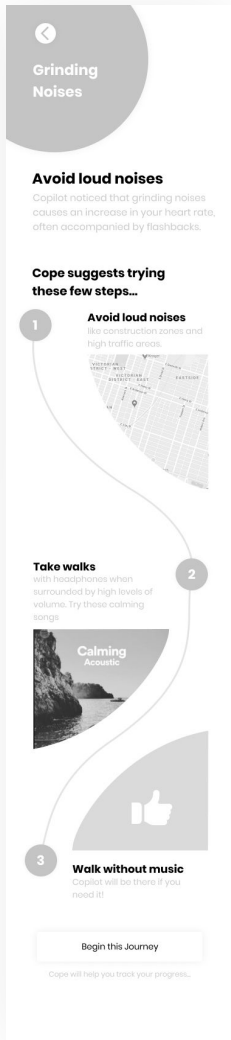
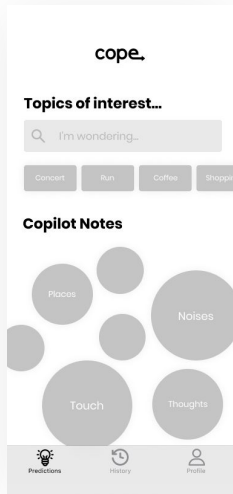
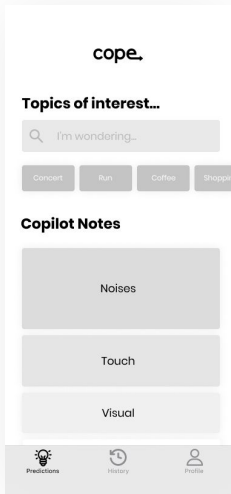
Prompted questions to **help users start** talking about trigger.



Mid-Fidelity User Testing

Wow... That's like one step away from Hi-Fi!







7:50pm

02/13/20



Cope sensed

- + loud conversation
- + grinding noise

How did my body react?



My notes

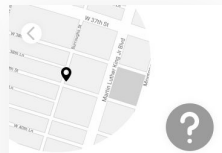


just say "that's all" to end the recording

Type Here...

Similar Reactions

- 01/25/20 Tybee 7:00pm
- 01/08/20 Arnold 3:35pm
- 01/09/20 Library 8:31pm



7:50pm

02/13/20



Cope sensed

- + loud conversation
- + grinding noise

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My notes



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02/13/20



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My notes

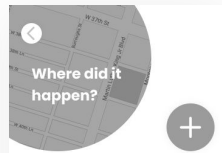


just say "that's all" to end the recording

Type Here...

Similar Reactions

- 01/25/20 Tybee 7:00pm
- 01/08/20 Arnold 3:35pm
- 01/09/20 Library 8:31pm



Where did it happen?

What do you remember?



just say "that's all" to end the recording

Type Here...

Where did it happen?



When did it happen?

S	M	T	W	T	F	S
28	22	23	24	25	26	27

Done



Where did it happen?

What do you remember?



just say "that's all" to end the recording

Type Here...

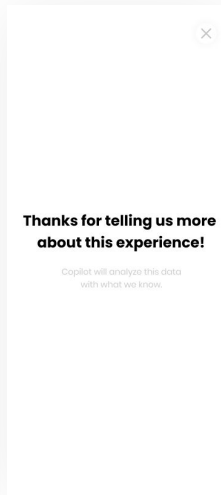
Where did it happen?



When did it happen?

S	M	T	W	T	F	S
28	22	23	24	25	26	27

Done



Thanks for telling us more about this experience!

Copilot will analyze this data with what we know.

Mid-Fi Expert Testing



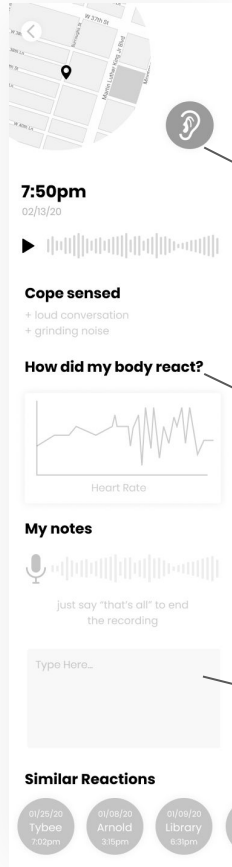
Nicolas Pellegrino
Graduating UX
Designer



Dane Galbraith
Graduating UX
Designer

Mid-Fi Expert Testing

Constructive Feedback

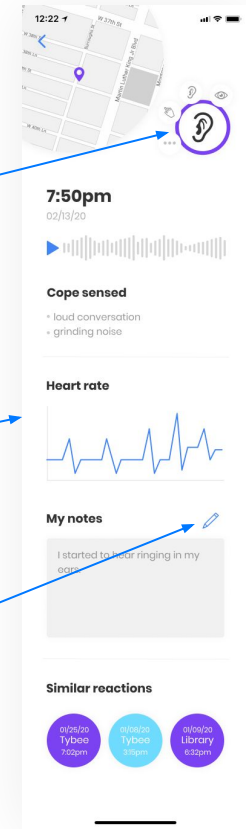


Before User Testing

Editable trigger type
to **minimise AI errors.**

Changed copy to be
more holistic and less directed at the user.

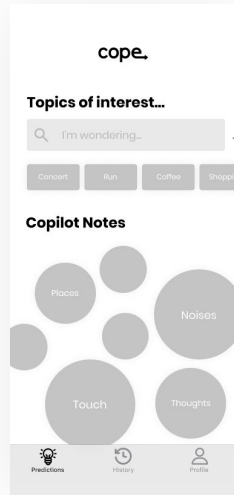
Editable notes to
increase accuracy in data input.



After User Testing

Mid-Fi Expert Testing

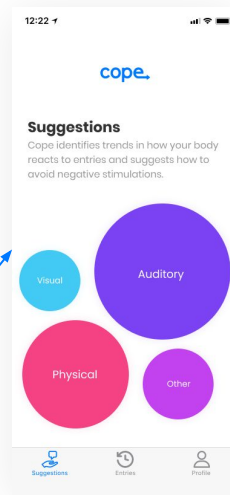
Constructive Feedback



Before User Testing

Search feature was not a prominent feature and **confused users**, thus it was removed.

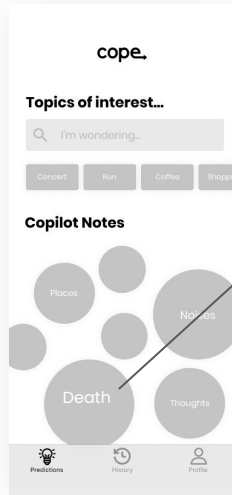
One feature is **emphasized**, preventing feature bloat.



After User Testing

Mid-Fi Expert Testing

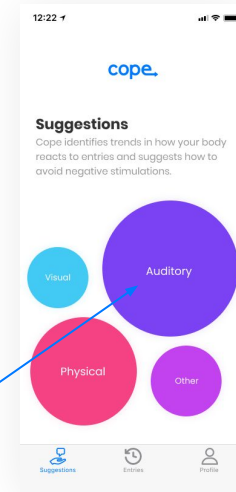
Constructive Feedback



Before User Testing

Trigger trends are on the home screen, and **may trigger users.**

Trigger is categorised and the choice to view their trigger trends are **solely user-prompted.**



After User Testing

Hi-Fidelity User Testing

It's the final countdown... dadadaaaa



Hi-Fi User Testing



Angela Martin
Incoming UX Designer
At Lenovo

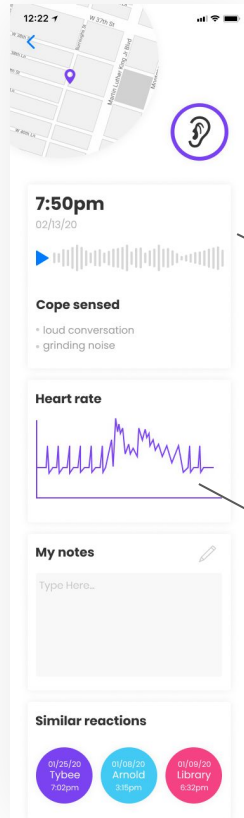
2

Users

- Users ages ranged from **22 to 30 years old**, the older group of our target age range.
- Have had or **currently affected by triggers** in their daily life.
- **Different backgrounds** and lifestyles.

Hi-Fi Expert Testing

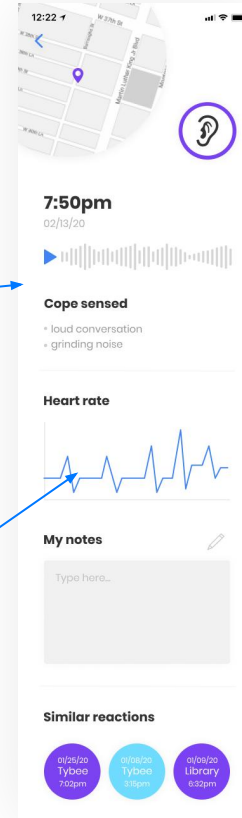
Constructive Feedback



Before User Testing

Cards were removed to **minimize UI** and accurately display separate information.

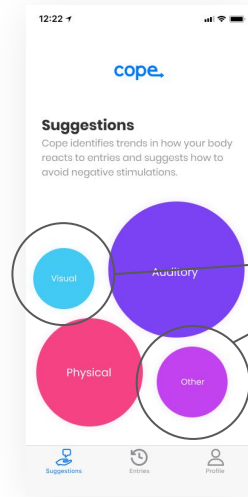
Colors were minimized so users knew what was **clickable**.



After User Testing

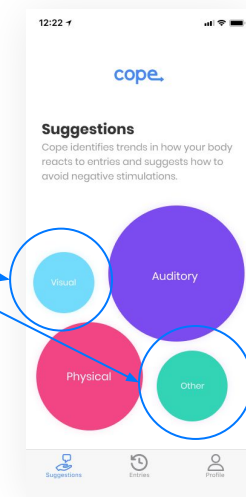
High-Fi User Testing

Constructive Feedback



Before User Testing

Colors were changed to be **distinctive for all visual impairments.**



After User Testing

Physical Prototype

Let's get physical 🏋️

Physical Prototype Iterations



Physical Prototype User Testing



Physical Prototype User Testing

2

Experts

8

Users

While user testing the application prototype, users were also asked to **test out the physical prototype.**

Physical Prototype User Testing



Positive

- When given the option, testers preferred the **round design** to the angular one.
- Users enjoyed how **discrete** the device was.
- Users enjoyed the **versatility**, some preferred to keep it hidden while others had no opinion about hiding it.
- User's preferred a **larger design** to a smaller one.

Constructive

- Having the option to **change the color** of the device was preferred.
- Wanted to know "what if I **misplaced** it?"
- Would I need to **charge** it?
- Wouldn't want the **weight** of the final product to be much heavier.

Physical Prototype

Production and Price

Users noted that they would pay **\$25 to \$40** for Copilot.

Users would prefer to **buy Copilot themselves**, while having it be part of their insurance would be a nice option.

The logo for 'cope' is written in a white, lowercase, sans-serif font. The letter 'e' is stylized with a white arrow pointing to the right, integrated into its tail. The logo is centered on a blue background that features abstract white shapes, including circles and a large wavy shape.

cope

Let us help you gain control. Let us help you learn. Let us help you cope.

Product Concept

Cope is a **wearable AI device** to help track and **identify when, where, and why** triggers induced by trauma occur, and will **suggest actions and coping methods** based on the trigger activity in the paired application.



Cope smartwatch app



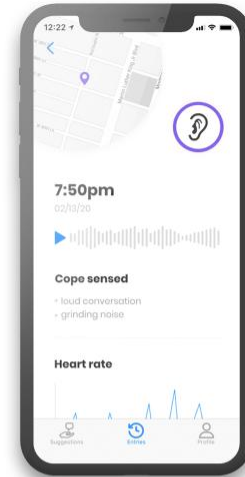
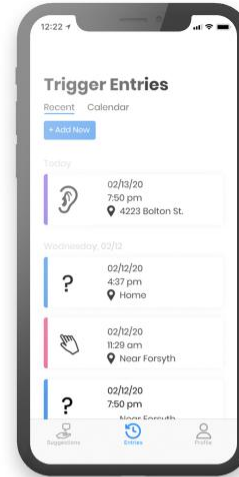
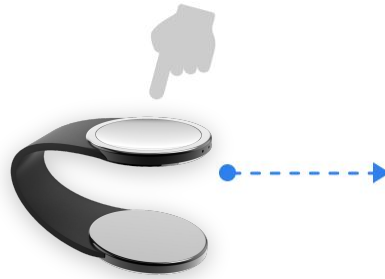
Copilot wearable device

Interaction Model

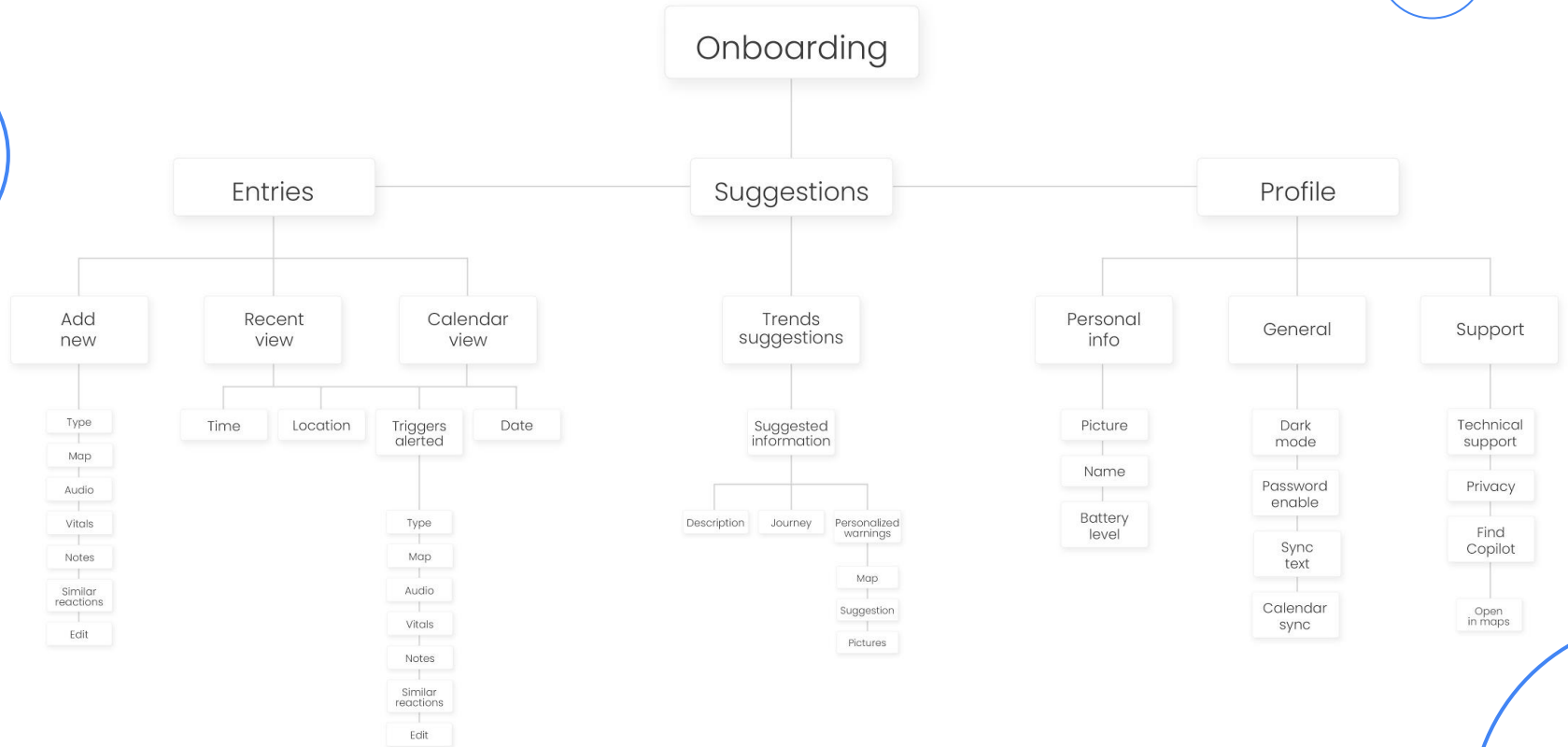
Data Input

User presses Copilot; Cope logs **sound**, **location** and **heart rate**.

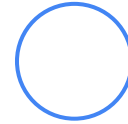
Cope **interprets trends** between similar data sets and creates a summary for users to look back on, or edit.



Sitemap



Why is therapy not accessible to you?



"I **can't afford** the costs"

P 10

"My mom cut me off from my **insurance** "

P 5

"**Money**"

P 6

"**Expensive**"

P 8

Why is therapy not accessible to you?

"I would rather spend my **money** on other needs"

P 2

"I **can't afford** the costs"

P 10

"My mom cut me off from my **insurance** "

P 5

"Counseling can be **expensive**"

P 9

"It's **too expensive**, and insurance doesn't cover it"

P 3

"**Money**"

P 6

"With insurance it's almost \$200 a visit **i don't have that kind of money. I completely financially support myself**"

P 21

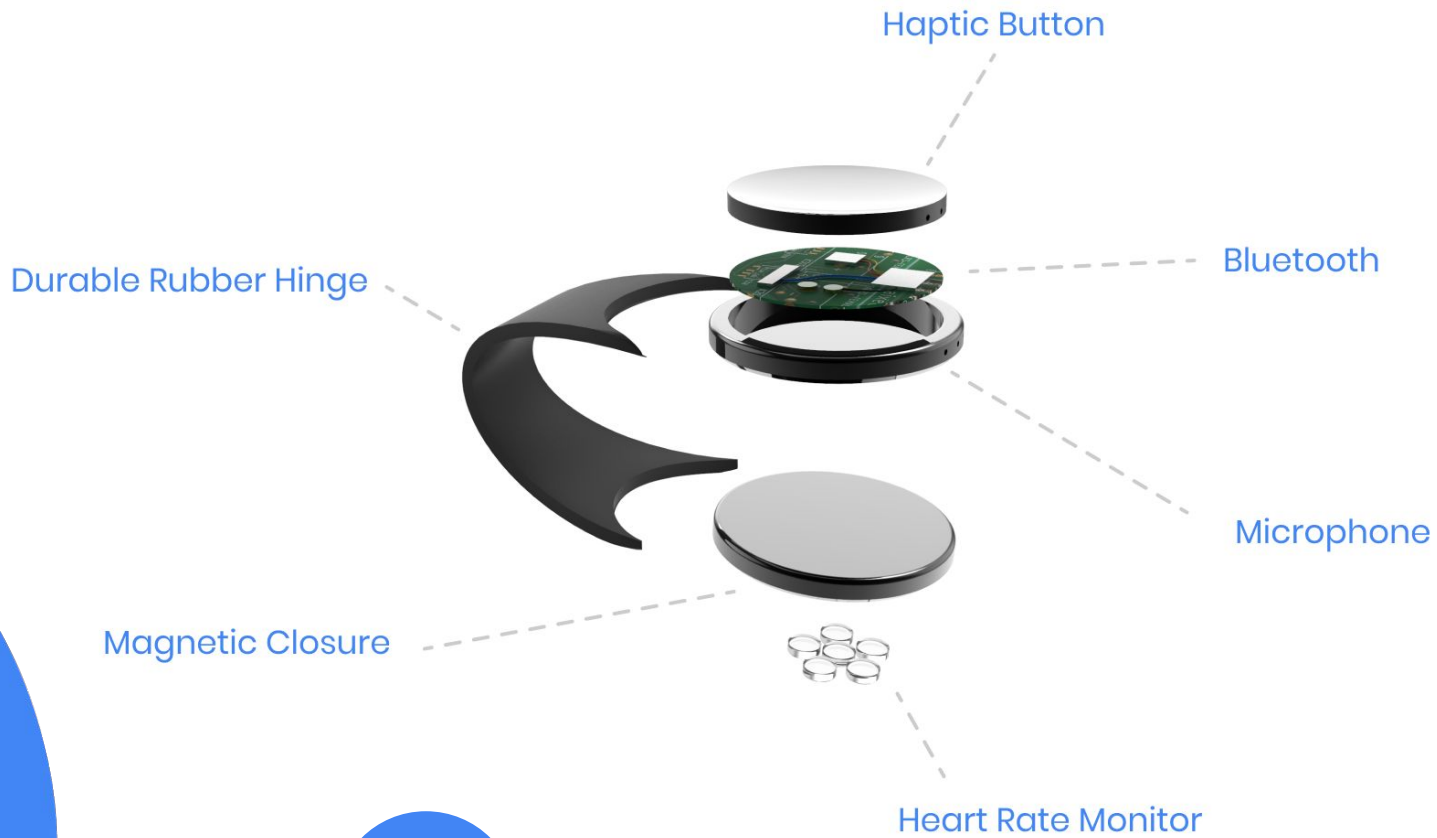
"**Expensive**"

P 8

Copilot

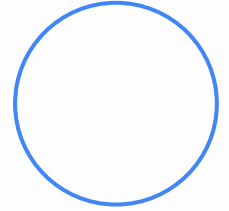
Copilot would be an **alternative lower cost version** that allows non-smartwatch owners access a system to self-manage their trauma recovery.





Copilot

Current Market Price



Microphone
\$0.60

Bluetooth Module
\$1.00

Tactile Button
\$0.30

Magnetic Closure
\$0.50

LED Heart Rate Monitor
\$0.60

Silicone
\$0.15

Data Storage
\$1.00

Charger
\$1.00

\$5.15
Overall Primary Cost

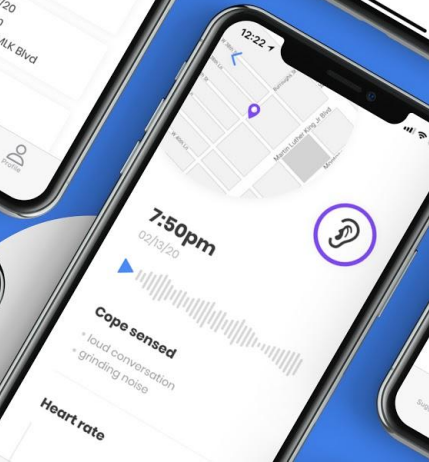
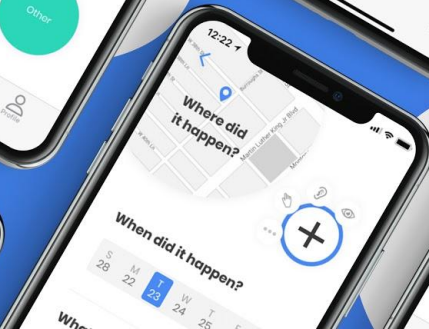
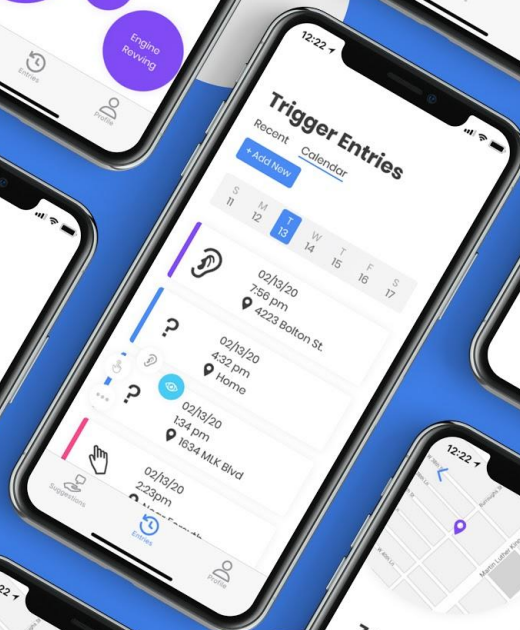
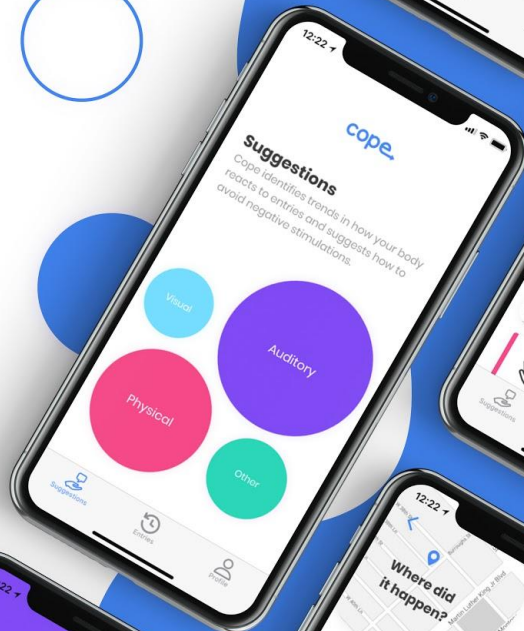
Deliverables

And this kind you can't hold at a shipping facility



cope

Let us help you gain control. Let us help you learn.



<https://www.figma.com/proto/tYTegA0lnazwEuFkSESjnh/Cope?node-id=894%3A8&viewport=1442%2C638%2C0.18719257414340973&scaling=scale-down>



Vision Video

Let's get this Oscar 🎬



The background is a vibrant blue with several white circular and organic shapes scattered across it. Some circles are solid white, while others are just white outlines. The overall aesthetic is clean and modern.

Thank you.

Can I get a heck yeah?