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Management 321B
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Ideation and Sketches Report

The problems that face students today have great depth and complexity. I live in a sorority house with eighty women, and I have many friends in the Business Honors Academy, so I took the liberty of asking my peers about their lives to understand what problems they face. I gathered that many of the issues students face relate to stress and stress management. However, there are many stressors in students' lives, so each student has very individualized needs. The top issues among my interviewees that I considered for this project were:

- Mental health issues
 - Lack of effective resources
 - Lack of validation
 - No/minimal support system
 - Never been taught how to handle stress and time pressure in addition to "adulthood"
- Time management
- Stress management
- Money management
 - College students paying their own way through school were significantly more stressed than those who had financial support
 - Financial goals, grocery shopping and budgeting, and study abroad concerns
- Eating habits/eating disorders

Because I cannot solve all of these issues, I decided to focus on stress, time management, and mental health issues. These issues are important to me, so they were easy to define and made the questioning process relatively straightforward. Though there is nothing straightforward about mental health issues, I understand how to speak to people about it without crossing boundaries. While anxiety is much more severe than stress, certain aspects of stress increase people's overall anxiety levels. If students who seek structure can find a resource that allows them to create structure without adhering to someone else's schedule, time management would be less of a stressor for students.

Classes in high school are structured, and the daily expectations are set, so the expectations of high school are more manageable for some people than post-high school education expectations. Some students, however, thrive in the ability to do with their days as they please, and the lack of structure allows them to create a life they find comfortable. There is no singular way to bring order and peace to students because they must find the way they learn best. Resources to help create a high school-like structure in college students' lives are not highly sought after because very few people want to return to high school. However, many students stated they would benefit from structure and order when I interviewed them for the initial assignment of this project. Not everyone has a talent for creating order and maintaining discipline, so a resource that could intake different commitments and allow the user to prioritize them could benefit students in their time management endeavors. If this resource were designed to be flexible for users, people could input during which hours of the day they have to

dedicate to their commitments. It could generate suggested schedules and allow students to keep track of their classes, homework, extracurricular commitments, sleep, and other self-care activities.

An issue particularly close to my heart is access to mental health resources. Parents or guardians often control mental health resources. Whether it be because mental health services are expensive, so they must be billed to the parent or guardian's insurance, or because students' parents, like mine, are control freaks and do not allow students to have any privacy. Though this may seem like a niche issue for students who have emotionally abusive parents like myself, this was a pervasive issue among the people I interviewed. Students felt as though their mental health needs were not met in high school, and now they do not know how to take care of their mental health. Many other students also reported their parents or guardians frequently dismissed their mental health needs, claiming they did not need therapy or resources, and their concerns and struggles were not valid. If a resource existed that was a step before therapy, did not have to flow through parents or guardians, had confidentiality measures to restrict access to the app, and did not require payment from the users; students could have a healthy and productive solution to help supplement their mental health resource needs.

There exists an endless potential for an idea to help with time management, stress management, and mental health resources. Ideas I have considered are:

- An app that serves as a one-stop-shop for mental health resources and schedule organization
- A website that links the different calendar formats (Google Calendar, Apple Calendar, Outlook Calendar, etc.) into one master calendar
 - Build in self-care measures, so students prioritize self-care and do not restrict their success to simply productivity
- A finance planning app that allows students to set their financial goals, income, and set spending goals
 - The app could help with planning for affordable grocery shopping, saving for trips, and retirement planning
- An app designed to help people with eating disorders remember to eat
 - The app is designed around being healthy and feeling good, so concepts like calorie counting are not included because that kind of measurement often leads to worsened eating habits
 - Reminders to eat
 - The app provides suggestions for what to eat with considerations to food trauma, expenses, and other concerns
 - Track how users feel about their food intake

While I feel as though my list of ideas are all promising to their own audiences, I believe the mental health "hub," calendar-linking service, and the app to help manage eating habits for people with eating disorders and people recovering from eating disorders. A financial planning app, such as the one I described above, is not necessarily already existing, but many apps help people manage their money. The app I envision would essentially take the place of a financial advisor for students. This role is rarely sought after because students often do not have the kind of money that can pay for professional financial assistance. The three electronic resources I have chosen to pursue have large target markets that promise more success than the financial

planning app. The mental health resource “hub” idea has the least affordable existing competition in the market. Yes, therapists exist, but they are often out of reach for the students the app targets, so it is not a direct competitor. Additionally, the technology to link the calendars in different organizations is not present in an affordable or functional sense. The audience is vast because it could include everyone with access to electronic scheduling, and the need is high. However, the idea is not very complex and has little room for growth. The service would likely be expensive, which may be a downside to users accustomed to free calendar and scheduling services. Getting the technology to be universal among the endless platforms and interfaces would be a significant obstacle for this idea. The app for eating habits can be relatively simple and not limited to people with eating disorders or people recovering from eating disorders, but that would be the most considerable portion of the target market without a design specifically built for them that is not therapy and medical services. I will consider all three of these ideas going forward. Design ideas, while messy, are included below to help put the ideas into perspective.

Good Morning, Taylor!

How are you feeling this morning?

☐ 😊
 ☐ 😐
 ☐ ☹️

TO-DO

- Accounting Homework
- Dentist Appointment
- Marketing Presentation

THIS WEEK:

- Online shopping
- Sales Homework
- Sales team building

Journal

DATE: 9/7

9/7 Entry _____

9/8 Entry _____

9/30 Entry _____

Anonymous submission to professional:

an area to anonymously submit your thoughts/feelings/obstacles/concerns to a professional

Angela Phoa, PhD in Psychology, focus in Gender/sexual studies

Hi Taylor, I'm sorry to hear

Her Profile:

Suggested links for your needs:

September

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
8						
9						
10	Acting					
11						
12		Math		Math		
13		Sales		Sales		
14	Marketing					
15						
16						

TIME MANAGEMENT

Scheduled Meetings: 12:00-1:00, 1:00-2:00

Marketing: 25% | Sales: 25% | Living: 40% | Scheduled time: 10% | Accuracy: 100% | Admin: 100%

Suggested schedule based on your preferences:

Marketing: _____ 4 hrs → 4x Monday you get it

Sales: _____

Living: _____

Scheduled time: _____

Admin: _____

Sunday Schedule

10 am ☒ _____

12 am ☒ _____

Good Morning Taylor,

How are you feeling today?

Have you eaten yet today?

Excellent, now was your food? ☒ ☐

input what was good about it?

Why?

How did it make you feel?

Save recipe!

Okay, let's find something for you that makes you feel good & have energy for today!

Recipes: _____

Craving something specific? ☐ ☒

OK... let's

www.calendar.com

input google calendar (personal gmail)

input outlook calendar (work acct)

input Apple Calendar

include Reminders & Notifications

S	M	T	W	Th	F	S
		Class		Class	↑	
Appt	Class	Work	Mtg class	Work	Work	
	Class		Class			
		Class		Class		
	Work		Class			
	Mtg			shopping	↓	