




# **SANE - Mental Health Support Website Case Study**

Baz and Phil  
1st June 2024

# PROJECT OVERVIEW



**THE PROBLEM:** People often struggle with their mental health or emotional challenges from time to time in their daily life whilst dealing with the complex challenges of life. They often resort to bad habits that are detrimental to their wellbeing, or in even worse cases, commit acts of self-harm and / or suicide. As a consequence, many family members, friends and loved ones are hurt and traumatised by the serious harm / death of an individual who chose to end their life.

**THE SOLUTION:** The website redesign intends to provide an accessible platform that meets responsive web design guidelines where users can seek out help in a safe environment where they are able to reach out to a support group or a member of the team who can assist them with their problems in a supportive and non-judgemental manner. The redesign will help ensure that users are not overwhelmed or confused when visiting the NGO website for the first time and intends to help them reach their objectives quicker than the current website does. We want to streamline the process of reaching out for support with emotional problems and minimising any irrelevant content on the webpage.

**OUR ROLES:** UX Designer (Group Project), UX Researcher

**TOOLS:** Figma, Google Forms, Zoom Interviews, Audio Recordings

# SANE - Responsive Web Redesign



**DESKTOP AND RESPONSIVE MOBILE PROTOTYPE:** The website will be designed using Figma and will consist of multiple pages with information on how users can reach out to the NGO for support with their mental and emotional health. There will be built-in features that allows users easy access to the support they need.

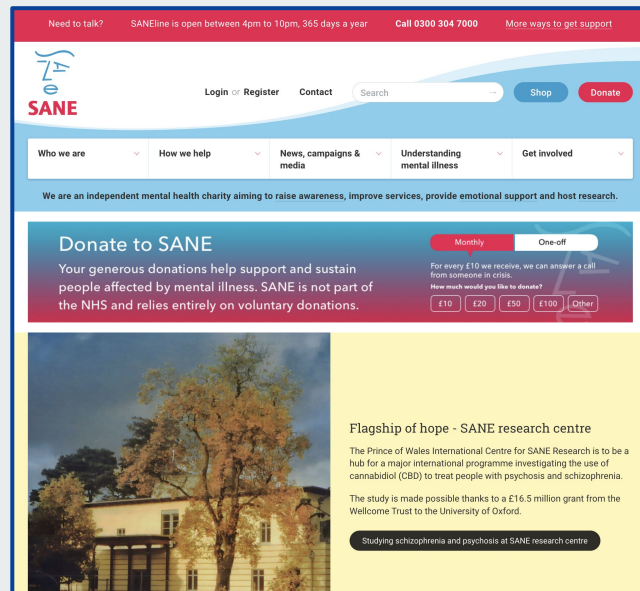
**GOAL:** To be able to create a website design for people requiring mental health support where users can easily find the support they need without having to scroll or figure out how to contact the NGO. This website intends to cut out unnecessary information and provide the user precise steps on how to chat to an agent. We wanted to create a website that is accessible for someone who would be in a vulnerable position (self-harm or suicidal). There is the option to chat to an agent whichever page the user goes on.

**OUR ROLE AND RESPONSIBILITIES:** To analyse the benefits and disadvantages of existing mental health support websites and attempt to correct the weaknesses with our prototype design. We will be carrying out research through interviewing people who have gone through mental health challenges and collating all their insights into one data set. The data set will be used to guide the process of building the website that aims to solve the pain points of mental health users.

**TIMELINE:** 3 weeks

# The Challenge

Looking at the UK charity “SANE”, who provide specialised mental health support to those in need. We were tasked to analyse, research, and design a new micro-website which focuses on the delivery of the charity object to assist with relief of the sick with mental illness by use of the website for those in need to reach out and receive help.



Roles | UX Researcher / UI Designer

# Objectives



- As a user researcher, I want to understand the user's thought patterns on how they seek the help they need through browsing Mental Health support websites.
- As a user researcher, I want to understand the user's perception towards Mental Health websites and find out about how we can incentivise people to reach out for help on these support websites.
- As a user researcher, I want to understand the ways of seeking help for mental health support as user friendly as possible and find out ways to help keep the user engaged on the website and get the help they need.
- As a user researcher, I want to find out the motivations for users wanting to seek help for mental health support, their emotional behaviour, and their reasons why they may struggle to find the help they need elsewhere.
- As a user researcher, I want to understand how to ensure that users are getting the support they need in the most streamlined way possible.

# Proto-Persona

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## USER

- Jeffrey Johnson

## BIO

- 28 years old, single, works as a Marketing Executive, lives in Central London, by himself, works busy hours every week in a leadership role

## LIKES

- Socialising, networking, social interaction, football, video games, movies, food

## DISLIKES

- Stress, anxiety, wasting time, wasting money, traditional self-help communities, not being able to open up about his struggles

# Problem Statement



Many people often struggle with their mental health at one point or another in their lives, which can especially be a problem as was identified through the COVID-19 pandemic. The isolation and loneliness especially with millennial generations who have had a significant digital exposure in upbringing can result in people engaging in habits or behaviours that can be detrimental for their wellbeing. Often the result is a swift deterioration down a dark path which can include life threatening results including self-harm and suicide. How might we help people identify, support, and protect their mental health during the periods where they're feeling vulnerable and ensure that they have a safe space to reach out for support without judgement or criticism?

# Value Proposition



The COVID-19 pandemic was a waypoint moment for people with both direct and indirect consequences across the globe, affecting the mental health of many people and highlighting the issues associated with mental health. Our goal through the conducted research is to redesign a charity SANE that serves this requirement to focus on developing content to cater to the vulnerable users. For the website, visitors need to be provided with concise, easy to access information along with providing different methods of reaching out for help. The website aims to answer questions of visitors, including identifying symptoms, the solutions available to these problems, and various links to communities that the user can join and find the support they need with their mental health challenges.

We will consider the other Stakeholders such as Governance in this re-design but intentionally focus on the prioritisation of those who are of immediate risk of self-harm or worse, suicidal issues.



# UX Research

Based on 5 User Interviews conducted via Zoom & in-person

## User Attributes

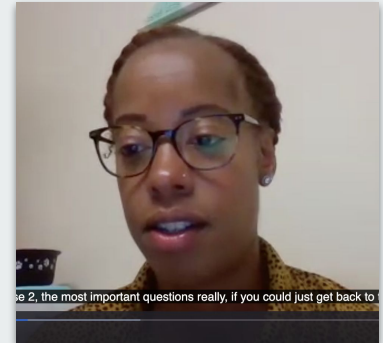
- Location: London
- Insert Attributes

Can you describe any challenges you face in managing your mental health?

*"I wish people didn't minimise my experiences. Trivialising something that's quite serious. Can get annoying. E.g. useful for websites or apps to help distinguish between severe nervousness and panic attacks, cleanliness and OCD, being shy and socially anxious."*

If you were seeking urgent help with mental well being, what resources or tools did you find helpful for getting such help?

*"Chat feature instead of talking to therapist online. Texting and talking about my past. Really helpful. Wouldn't use e-mail. I associate e-mail with networking and work."*



# UX Research



## Background:

This website re-design is to consider the current iteration of UK Charity 'SANE', and develop a micro-site concept that could be later rolled out to wider content. The website is to focus on the needs of the visitors and fulfil the legal obligations of the charity.

## Goals:

In trying to build a new responsive website we want to understand the needs of visitors who do and could come to the website who would provide data points for further research or possible design considerations in the project.

## Methodology:

The goal is ideally to interview people using Zoom Workplace for video and text based transcripts however due to the loss of a team member we may have to conduct in-person interviews making notes during that process.

## Participants:

We are targeting people who live in the UK who ideally have prior mental health challenges they have or are facing to give a well-rounded insight into the project, and are willing to draw on those experiences for the purposes of this research.

## Schedule:

We based our interview and collaboration research around our working availability and set interview date options firstly at the weekend when most people would be available, and where not a week day evening. These considerations allowed all the target participants to attend and contribute effectively.

# Interview Plans



## **Warm-Up questions (5 minutes):**

- Can you tell me a little about yourself and your background?
- What does a typical day look like for you?
- Are you currently working or not?
- Did the COVID-19 pandemic affect your mental health or did this affect you prior to the pandemic?

## **Mental health awareness and practices (10 minutes):**

- How did you identify that you had mental health issues?
- How do you currently manage your mental health?
- What types of mental health resources or support do you use regularly?
- Can you describe any challenges you face in managing your mental health?

## **Experience with online websites apps/offline mental health resources (15 minutes):**

- Have you ever used websites or app platforms for mental health support? If yes, which ones and was there a particular experience or function that was really supportive with your needs?
- What features or content did or do you find most helpful with the websites/apps you have engaged with?
- If you were seeking urgent help with mental well being, what resources or tools did you find helpful for getting such help?
- Are there any features or content you find frustrating or unhelpful?
- Was there any journey/process you found such as through the NHS/GP local practice that gave you support effectively, and if yes was there anything that stood out as being really helpful?

# Interview Plans (Continued)



## **Community and support (10 minutes):**

- Have you participated in any online forums or support groups? What was your experience like?
- How important is community support to you in managing your mental health?
- What would an ideal community for mental health support look like to you?

## **Personalization and privacy (10 minutes):**

- Would/do you find having supportive content for your mental health needs to you by email or SMS helpful?
- What kind of personalised features would you like to see with digital mental health resources?
- How do you feel about sharing personal information on mental health websites? What privacy concerns do you have?

## **Closing questions (5 minutes):**

- Is there anything not covered here that you feel would be helpful to advance mental health support resources?

This is the end of the interview. Thank you again for agreeing to take part in this research.

I will be contacting you again in the near future to gain some more insights as we get on with the research. Is that ok?

## Jake

### Warm-Up questions (5 minutes):

- Can you tell me a little about yourself and your background?

Jake, 28 years old. Philippines. Went to the UK at 12, lived in Canada for 6 months, Spain 3 months, Feel mostly at home.

UK now, feel most at home in Philippines, studied Spanish and Japanese at uni, became a translator.

Studied Postgraduate, studied some coding.

Studying UI/UX Design now.

- What does a typical day look like for you?

Wake up, drink water first, work go to work, don't go to work, studying. Most of the time, if it's work just to commute to work. Have a fear of driving so I don't drive. Office job is where I work at an international language school. Get home at 6PM, spend most of the time alone. Ways of relaxing after a day's work.

Working part-time, go to the gym early in morning. Drink my tea. Study languages, watch YouTube videos, talk to friends and family. Not a lot of structure or routine. Love unstructured routine, doing what I love and want. Need structure I have working.

Goals requires structure.

- Are you currently working or not?

Yes, working part-time now, was working full-time before.

Live in greater Manchester, hour and half. 3 hours every day commuting. Like my co-worker and people I work with.

- Did the COVID-19 pandemic affect your mental health or did this affect you prior to the pandemic?

Happiest before the pandemic, early 20's more care-free, more time and you don't feel as old. During the pandemic, doing my postgrad so a lot of stress and inside, thankfully was with family which helped. Very anxious, couldn't sleep well and panic attacks. Couldn't go to the gym. Couldn't cope my stress and anxiety without gym. Getting worse and worse. Exercise in my room felt cramped.

### Mental health awareness and practices (10 minutes):

## Ryan

### Warm-Up questions (5 minutes):

- Can you tell me a little about yourself and your background?

Ryan, financial advisor, finished exams. Passed exams.

Work in St James place, small family practice. Joined practice. Been there since 2023.

- What does a typical day look like for you?

Wake up 8AM, go to my desk around 9:30AM, morning walk for half an hour every day.

Mostly work from home, typical day working from home. Answer e-mails, sit in client-meetings, own meetings. Friends

Meetings, summarising meeting notes and admin work. Keeping busy.

- Are you currently working or not?

Yes

- Did the COVID-19 pandemic affect your mental health or did this affect you prior to the pandemic?

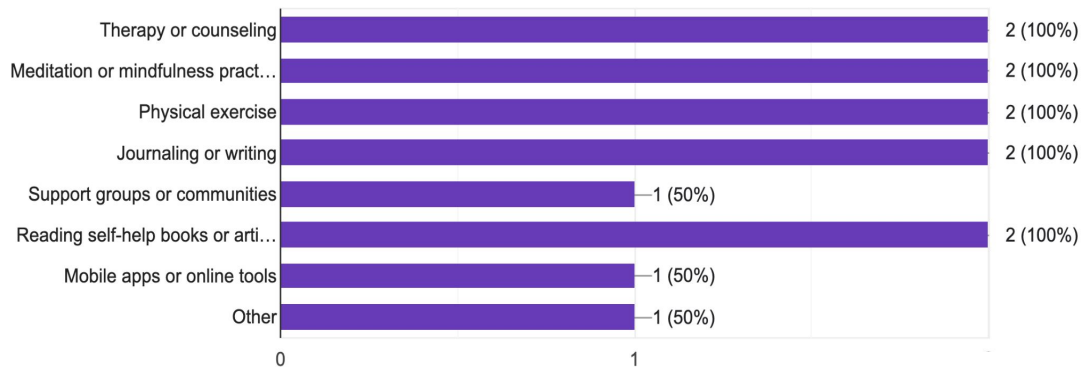
It did for sure, initially I was at university at the time, sudden and lot of uncertainty, hardest part was all exams went online and also having events cancelled, sports award dinner, graduation ball, graduation post pond, lots of events cancelled and had to come home from university, couldn't see my friends. Adjusted and found a routine and motivation. It was hard at the beginning. Studies. Job got postponed by 5 months.

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# User Interviews - Findings

What methods do you use to manage your mental health? (Select all that apply)

2 responses

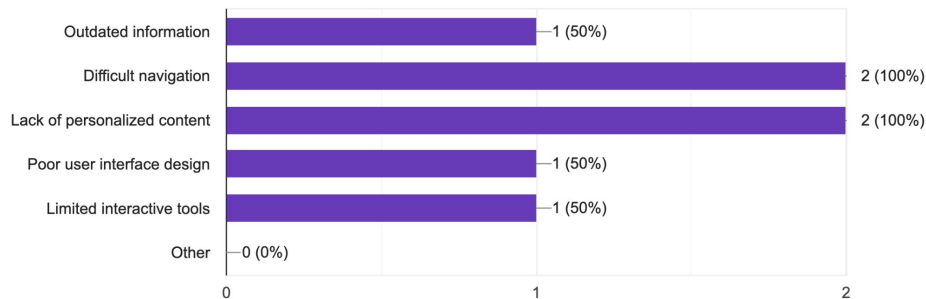


**Based on Google  
Forms feedback**

# UX Research In Context

What features or content do you find frustrating or unhelpful? (Select all that apply)

2 responses





# Ideation - I like, I wish, what if?

## I LIKE...

I like that I am not alone and people empathise and understand what you're going through, I was kinda ashamed of it before time. Didn't want to be perceived as weak.

I like that there is a community as it helps me know I am not alone and to know others have gone through what I am suffering with.

I like that I can speak to Mind [charity] calling them they gave me options to turn to and support.

I like that I can see my friends, socialise with them, keep active, running, gym, swimming, badminton, break from work.

Having phone based support via an app as I live on my phone is great.

I like that I had specialist team help through the NHS website during the pandemic after submitting a form for help online.

I like that I can access Betterhelp through app

I like that there is a community to meet every month, networking group. Talk about the book. Sparks other discussion, nice to share thoughts on topics. Nice to have a social group. Common interests. Same with running clubs.

Having human contact matters not a computer [AI] with follow-up quickly.

## I WISH...

I wish there was an ideal community and information on the symptoms I was experiencing to know what to do.

I wish there were open minded, flexible, people I can contact, like a third party or someone completely unrelated, like a non-biased therapist and non-involved.

I wish there was a way to be 100% focused. You get that high afterwards. Feeling of accomplishment. Calm, tiredness. Did try CBD oil which worked

Using a WhatsApp community support group "keeps me going day-to-day and when I really need help"...being available late at night.

I wish people didn't minimise my experiences. Trivialising something that's quite serious. Can get annoying. E.g. useful for websites or apps to help distinguish between severe nervousness and panic attacks, cleanliness and OCD, being shy and socially anxious.

Email information would be helpful I find text messaging annoying unless from a real person.

Chat thats live and email easy contact for those in need

I wish there was a way of coping with stress from routine situations, any confrontations, deep feeling of foreboding coming on now and again.

## WHAT IF...?

What if there was a platform where you can see other members who are facing the same thing as you and you can reach out instead of going on YouTube and comment section. Networking, socialising with them online to see if you can share ideas or techniques that you've learnt to cope with things. Like a forum but built into the app. There's no such feature as far as I'm aware.

"I spoke to Mind [charity] calling them they gave me options to turn to and support".

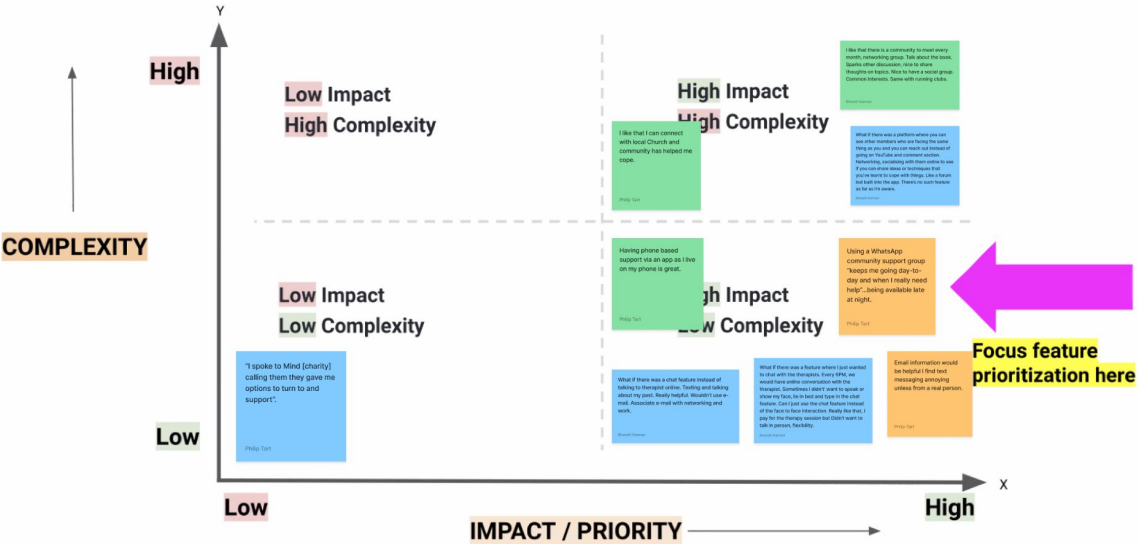
What if there was a feature where I just wanted to chat with the therapists. Every 6PM, we would have online conversation with the therapist. Sometimes I didn't want to speak or show my face, lie in bed and type in the chat feature. Can I just use the chat feature instead of the face to face interaction. Really like that, I pay for the therapy session but Didn't want to talk in person, flexibility.

What if there was a chat feature instead of talking to therapist online. Texting and talking about my past. Really helpful. Wouldn't use e-mail. Associate e-mail with networking and work.



# Feature Prioritisation Matrix

## Step 2: Create a 2x2 Matrix With X and Y Axes



FigJAM Link:  
<https://www.figma.com/board/pUyblaJTl3BVk6r8OxOsJg/NGO-Mental-Health-Website-Project?node-id=40-1214&t=ZCM3UinffhBy1q4I-0>

# User Insight Statement



People are increasingly identifying with the challenges of mental health with symptoms that can be easily taken for granted and struggle to recognise what they are suffering with. Asking for help is not easy with the labels of 'crazy', or stigma of being odd or perceived as being weak in character often resulting in those just ignoring real mental health problems, which is far greater to diagnose compared with physical symptoms.

The pandemic highlighted these realities with isolation and the need for safe places to be honest venting personal truths and get support from real people who can help or have been through the same journey. With the life-impacting risk of self-harm or suicide a very real possibility care is critical to identify and help those in such immediate need.



"Be yourself, everyone else is already taken."

— Oscar Wilde.

# User Persona

Jeffrey Johnson

Age: 28

Location: Euston, London

Job Role: Digital Marketing Exec

Interests: Climate action, running

To Relax: Going on extreme holidays alone

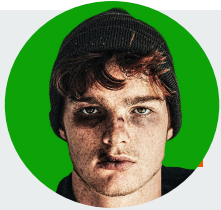
## About him

Jeffrey is someone who faces pressure running a team of twelve which is a demanding role he worked through the COVID-19 pandemic supporting both his and many others with issues of isolation, exhaustion, and long-COVID. The toll of this on Jeff was considerable and as he gave out again and again covering client needs while staff were suffering has drained Jeff greatly.

Although many things have returned to normal Jeff himself still has symptoms of long-COVID including mental wellbeing and motivation challenges to keep himself and his team going.

## Goals

- To seek training opportunities for increasing personal and team motivation after the pandemic experience.
- To diversify his working load and gain support for the exhaustion, and depression Jeff is currently experiencing both in himself and his team.
- To find a community of people who have been where he is and can advise and walk alongside Jeff through the next phase of his life to a place of recovery and balance.



"Be yourself, everyone else is already taken."  
— Oscar Wilde.

# User Persona

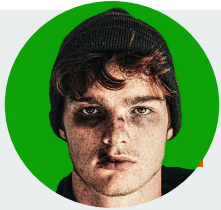
## Frustrations

His line managers and company do not appreciate the working realities his team and wider department have been going through so have not received the resources to help them through this.

The company have a stigma of being weak if health issues are discussed that are not easily identifiable, and Jeff is worried about future career options publicly dealing with this and being open.

## Preferences

Jeff is a busy man with little time for nonsense while also constantly tired. He is looking for solutions and information that gives him what he needs, gets straight to the point, and will grow Jeffrey's understanding/equipping to face the issues he has and better support the team under him.



"Be yourself, everyone else is already taken."  
— Oscar Wilde.

# User Persona

## Habits

He often tests people in his office to see if they will keep things he shares private and not gossip with others which is the normal culture of where he works balanced with a highly judgemental nature of the staff from such gossiping.

Jeff is a person of set routines that allow him to cope day-to-day both at home, commute, and in the office. Should such routines be changed or stopped he often has difficulty keeping focus or staying as calm as he should when helping others.

Change is something Jeff has had to get used to during the pandemic working at home, then hybrid, and eventually back in the office. As he calms down through long runs during the pandemic he has struggled not being able to do that at lunch to manage a working reality of many mental health needs and day-to-day change from sickness/absence to staff mistakes with clients.

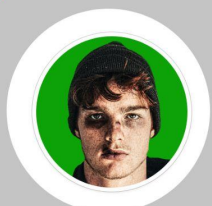
# User Scenario



1. Jeffrey works in a leadership role in his current job and has the responsibility of managing multiple teams and deadlines during the course of the sprint cycle, including his team of 12 graduates.
2. The company has gone through major restructuring and Jeffrey suddenly has to deal with a heavier workload than what is expected.
3. Jeffrey feels very overwhelmed from this sudden change in routine and goes through a mental breakdown. He is desperate to return home to escape from his mental struggles at work.
4. Jeffrey does not have enough time to focus on his hobbies and sports due to the responsibilities he has at work.
5. Consequently, he is stressed, depressed and desperately wants to find a way to manage his mental health effectively to allow him to live the life he wants without feeling suicidal.

# User Journey Map

**0**



**User Name**  
Jeffrey Johnson

**Age**  
28 Years Old

**Occupation**  
Digital Marketing Executive

**Location**  
Euston, London, UK

**User Motivations**

Jeffrey wants to improve his mental health and overall quality of life. He aspires to be more productive and efficient in his personal and professional life. He is interested in connecting with a like-minded community for support and advice and wants to have a variety of options to reach out for support and having help that is accessible. He wants an environment that is safe and confidential and where his privacy is protected without any fear.

**1**

### UX Scenario

Jeffrey is working as a Digital Marketing Executive and the intense nature of the job is taking a toll on his mental health. He is struggling to find a work-life balance that works for him and he wants to find a reliable community that will provide support during moments of adversity and help him overcome his issues related to mental health. He overthinks a lot and this has contributed to his issues in his day to day life.

### Goals

- Wants to join a community of like-minded individuals
- Wants a judgement free environment to vent his frustrations
- He wants people to understand him and not put him down
- He wants a good work-life balance in his life
- He wants to live and for his life to improve

### The Experience

2	The Office	Stressful day	Seeking help	Sense of urgency
1	He works in a leadership role and has started the new cycle of work	3 Due to the sudden increase in the workload from the usual schedule, Jeffrey feels overwhelmed	6 Jeffrey feels overwhelmed with his life, having the responsibility of his leadership role along with his lack of time for gym and the hobbies he wants to do.	8 Jeffrey is desperately trying to find help but is unable to cope, he is feeling suicidal at this point.
2	Tasked to manage a heavy load of work through the day and leading a team of 12 people	4 Jeffrey was already struggling with his role previously, but the sudden change in structure took a toll on his mental health	7 Jeffrey tries to reach out for help on Facebook Groups but is met with hostile responses, reinforcing his mental health issues and breaks down into tears.	9 Jeffrey desperately searches on Google for mental health help and comes across SANE, feeling skeptical from his previous negative experiences, he has no other option but to try the chat feature. He finally feels heard and seen when an agent is put on the line to Jeffrey.
		5 Jeffrey has a headache by the end of the working day and ends up having to leave home early to get some rest.		

Emotional Journey: Awake (1) → Energised (2) → Motivated (3) → Keen (4) → Overwhelmed (5) → Anxious (6) → Worried (7) → Suicidal (8) → Desperate (9)

### 3 Opportunities

	The SANE Website can have articles or blog posts on how to deal with common issues with mental health and solutions that are accessible to visitors.	The SANE Website can have a feature of like-minded individuals in the community for users to connect with and be able to send friend requests, messages and a live-chat feature for someone to talk to 24/7 hours
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FigJAM Link:

<https://www.figma.com/board/pUyblaJTI3BVk6r8OxOsJg/NGO-Mental-Health-Website-Project?node-id=40-1214&t=ZCM3UinffhBy1q4I-0>

# Competitor Analysis


Direct Competitors	Feature Analysis	Competitive Advantage	Customer Reviews	General Notes
Mind UK Charity	Clear focus on providing users call-to-action with drop down to seek help, advice, and support. Consistent striking colours that allow content to be read easily, and palette creates an ease/confidence in overall design.	The homepage provides content that is immediate to the visitor dealing with mental health issues rather than secondary stakeholders like those who could donate. Other visitor areas are carefully handled later in the page with priority of above first, many other websites fail in this regard.	"Unhelpful and dismissive. Mind, North London branch did not even reply to my email containing distressing information and call for help. They are not fit for purpose and should be shut down. Do not donate any money to them, it's money thrown into the mud as nobody benefits from it. Staff treat people asking for help like pests. It's sickening to have this type of service in the so called first world democratic country."	

FigJAM Link:

<https://www.figma.com/board/pUyblaJTI3BVk6r8OxOsJg/NGO-Mental-Health-Website-Project?node-id=40-1214&t=ZCM3UinffhBy1q4I-0>



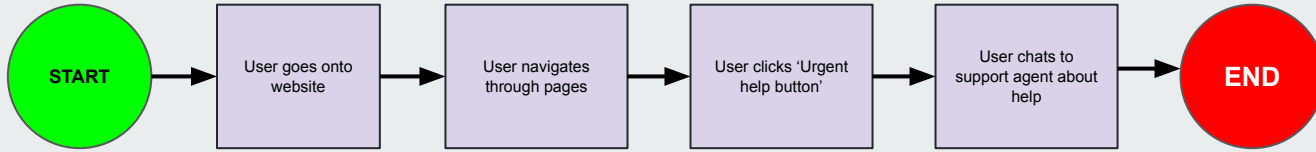
# Competitor Analysis

Indirect Competitors	Feature Analysis	Competitive Advantage	Customer Reviews	General Notes
<b>Headspace</b> 	<p>Nice layout, not a lot of clutter. Bright and blue colour scheme which gives off positive calming vibes.</p> <p>Soft colours which are visually pleasant to look at and creates a pleasant atmosphere</p> <p>Easy to read text, fits the tone of what the app is about</p> <p>Straight forward navigation and easy to follow buttons</p> <p>Clear iconography and easy to understand</p> <p>Smooth transitions and animations that aren't too jarring</p>	<p>Simple to navigate around, minimalistic interface</p> <p>Visually appealing colours and animations</p> <p>Personalised recommendations based on user goals and habits that's tailored to user needs and wants</p> <p>Progress tracking, goal setting and reminders</p> <p>Variety of content to fit user needs</p> <p>Game elements such as achievements and streaks to make it more fun and engaging for users</p>	<p>Not only is it successful because of its user-friendly interface, varied content, and easy-to-learn techniques, but also because of how fun it makes meditation for everyone. Headspace definitely proves over and over again that it deserves its 4.5 out of 5-star rating from us.</p>	
<b>Sunlight</b>	<p>Nice layout and use of white space for positioning</p> <p>Straight forward navigation on the top</p> <p>Inconsistent colour scheme</p> <p>Clear message to users on what they're about</p> <p>Inappropriate use of bold, inconsistent typography sizing</p> <p>Poor contrast between background and text.</p> <p>misalignment in positioning of texts and items</p> <p>Footer has too much information</p> <p>Body count gets lost</p> <p>Image on the hero image is too bright</p> <p>Poor use of imagery on the website</p>	<p>It is worse than it's competitors</p> <p>How not to design a website to outperform competitors</p> <p>All the competitors are better than this one</p> <p>Feels old and not recently updated, sense of uncomfortability.</p>	<p>N/A</p>	

FigJAM Link:

<https://www.figma.com/board/pUyblaJTl3BVk6r8OxOsJg/NGO-Mental-Health-Website-Project?node-id=40-1214&t=ZCM3UinffhBy1q4I-0>

# Task Flow



# P Mobile Prototype Wireframes (Mid-Fi)



SANE's vision is of a time when no individual or family has to face the distress or isolation that results from coping with mental illness alone.

We believe everyone should have someone to turn to and the right to live a full life.

Our vision has remained consistent since we were founded.

To raise public awareness.  
Excite research.  
Bring more effective professional treatment and compassionate care to everyone affected by mental illness.  
SANE is committed to fulfilling and developing its three main aims

Raising awareness and education to combat the stigma surrounding mental ill-health and fighting to improve mental health services.  
Providing emotional support and specialist services through its helpline, SANEline and ongoing Support Services, Textcare and an Online Forum.  
Promoting and hosting research into the causes of mental ill-health and the effectiveness of



### Contact us

If you need non-urgent information about mental health support and services that may be available to you, or a general query, contact us below:

Send this message to

General enquiries

Your name \*      Your email \*

Name      E-mail

Your message \*

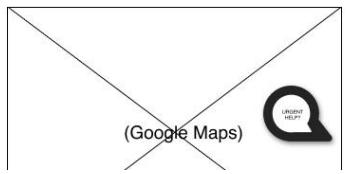
Message

Submit

SANE, St. Mark's Studios, 14 Chillingworth Road, Islington, London, N7 8QJ

Telephone: 020 3805 1790

Email: [info@sane.org.uk](mailto:info@sane.org.uk)



Search

We are an independent charity and aim to raise awareness, fight to improve services, provide emotional support and host research.

(Image of supporting charity theme functions)

### What we do

Learn More >

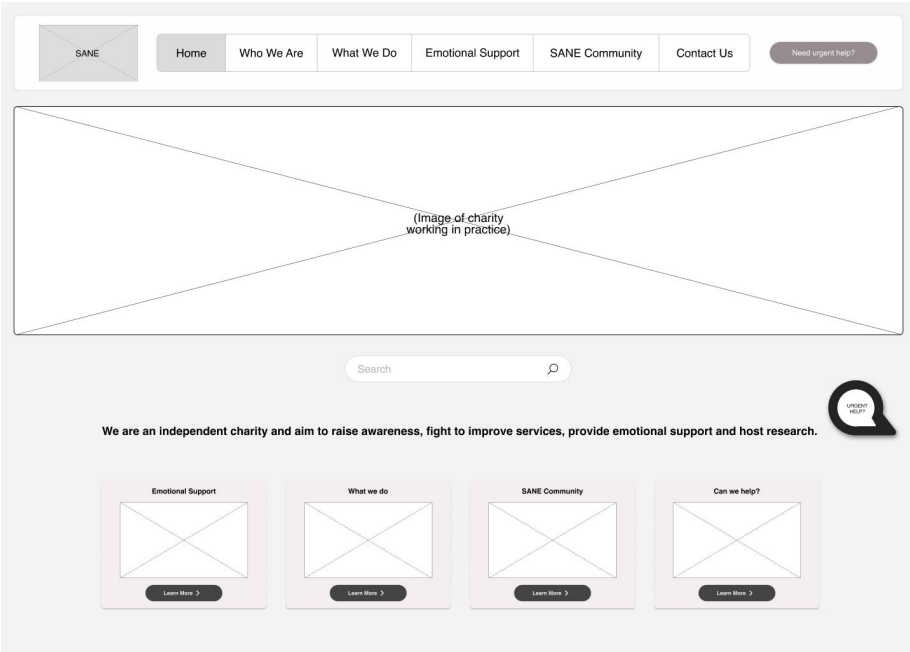
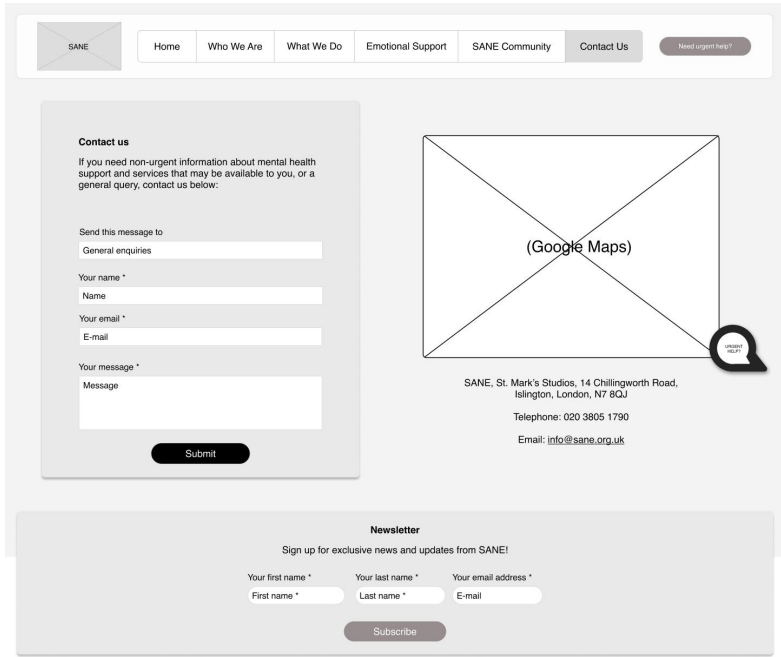
URGENT HELP

### Can we help?

Mobile Mid-Fi Link:

<https://www.figma.com/design/eJK0qcQPoHttVeBmjQcGVQ/SANE-Mental-Health-Responsive-Website-Re-design---Phil%2C-Baz?node-id=4-9&t=kfi541YxSF2awbRB-0>

# Desktop Prototype Wireframes (Mid-Fi)



SANE - Registered Charity No. 296572 | Registered Company No. 2114937  
 SANE, St. Mark's Studios, 14 Chillingworth Road, Islington, London, N7 8QJ | Tel: 0203 805 1790



Desktop Mid-Fi Link:

[https://www.figma.com/design/eJK0qcQPoHtVeBmjQcGVQ/SANE-Mental-Health-Responsive-Website-Re-design---Phil%2C-Baz?node-id=4-15&t=kfi541YxSF2a\\_wbRB-0](https://www.figma.com/design/eJK0qcQPoHtVeBmjQcGVQ/SANE-Mental-Health-Responsive-Website-Re-design---Phil%2C-Baz?node-id=4-15&t=kfi541YxSF2a_wbRB-0)

# Recorded User Tests



Google Drive link to User Recordings:

[https://drive.google.com/drive/folders/1Pf2VL3rvX-VCisVsyN5kdL-shbAVhnQ ?usp=drive link](https://drive.google.com/drive/folders/1Pf2VL3rvX-VCisVsyN5kdL-shbAVhnQ?usp=drive_link)

# Feedback from User Tests



## Feedback from testers

- Clean design
- Not sure if I go to 'Can we help' or 'Emotional' too similar headings for the pages
- Not clear where to go or obvious
- Avoid making similar titles or names of pages, make it distinct
- Good to have multiple pictures as well as the hero image. Big block of text on the Who We Are page. Might want multiple pictures of different people something to connect the user to.
- Picture of normal looking people. Make it relevant or relatable
- Approachability factors, if someone is depressed
- Be good to have multiple smaller images and break up the text to make it more digestible to read.
- Flag it so you can press a button and write them an email
- Make it more obvious that it's something you can interact with, option to e-mail.
- Box that is bold or clear to the user.
- Contact form, is this an organisation that wants people to phone them because I think maybe it is. Bank does not want you to call them. Much rather you use a chatbot or online chat.
- Instead of 'Contact' put it to 'Get In Touch', make it clear to the user that they should send an e-mail or chat function. Make phone bigger, if you want to reach SANE help line, call this number. Big and bold.
- Contact us, make it more obvious you can ring a number and speak to a person
- Emotional Support, at the top of the page business part of the page. People are getting their services from this page. Not have the image. Have it below the text and services. Less scrolling for the user if possible
- Each of the 4 image placeholders could be bigger
- Title Emotional Support, needs to be clearer that this is what you click on when you actually want to speak to a person who can help, call it 'Get Emotional Support' or something along those lines
- SANE Community page, using text from their website. Forum was mentioned earlier in other pages, it's not clear to me if they want to go to a forum and see what people are asking about, not clear to me that SANE community is the online forum. Want that to be clearer, "Join our SANE community forum"
- Membership subconsciously thinks subscription, wouldn't think of joining a mental health forum. Change the wording.
- Wording makes it sound like a subscription. It's a forum and you can participant and connect with other individuals.
- Want something that look like a forum / pictures or threads on a forum like samples. Provide a visualisation of what a forum is.
- Does a 20 year old know what a forum is?
- Might need to not have these pictures at the tops or make them smaller or something, on your mobile, big picture at the top to scroll past. Keep scrolling to a minimum.
- Images makes website more accessible to people

# Iterations Based On User Tests



- Rearranged some buttons and images to be placed in appropriate sections of the website
- Adjusted size of icons and text to ensure it's responsive in both websites and mobile devices
- Contact Us page amended with relevant text shown to users
- Prompts more clear and obvious to the user
- Text evenly spaced and appropriate use of hamburger menu and white space
- Relevant information shown on each page, minimise irrelevant content shown to user.
- Making text easier to read for the user instead of huge block of paragraphs
- Adjusted sizing of the images
- Making sure there's no similar two headings between pages, each page has a distinctive title

# B Style Guide

## PRIMARY

- Aqua #9EC5FE
- Lighter Blue #6EABFE
- Light Blue #3D8BFD
- Blue #0D8EFD
- Darker Blue #0B58CA
- Dark Blue #084298
- Navy #052C65

## SECONDARY

- Lighter Green #A6E9D5
- Lighter Green #78DFC0
- Light Green #4DD44C
- Green #1EC997
- Darker Green #1AA179
- Darker Green #14795B
- Dark Green #0D503C

## GRAYSCALE

- White #FAF2F2
- Gray 1 #F3EEEE
- Gray 2 #DDDDDD
- Med. Gray 1 #B8AFAF
- Med. Gray 2 #A9A9A9
- Med. Gray 3 #868686
- Med. Gray 4 #747474

## FONT STYLES

AaBbCc  
Sarabun  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
~!@#%&\*~ - +  
DDDDV <> ' ' , : ; ?

## FONT WEIGHTS

Light  
Light Italic  
Regular  
Regular Italic  
Bold  
Bold Italic

## HEADINGS

### MOBILE

- HEADING 1 **Sarabun 36**
- HEADING 2 **Sarabun 28**
- HEADING 3 *Sarabun 24*
- HEADING 4 *Sarabun 21*
- HEADING 5 *Sarabun 20*
- HEADING 6 *Sarabun 18*

### DESKTOP

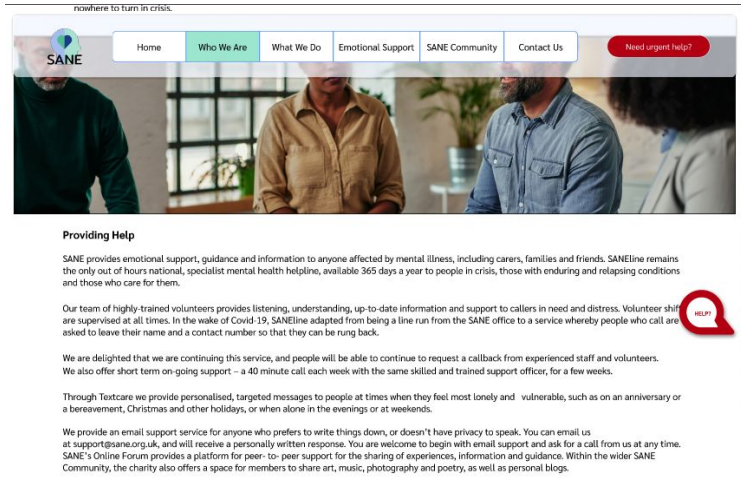
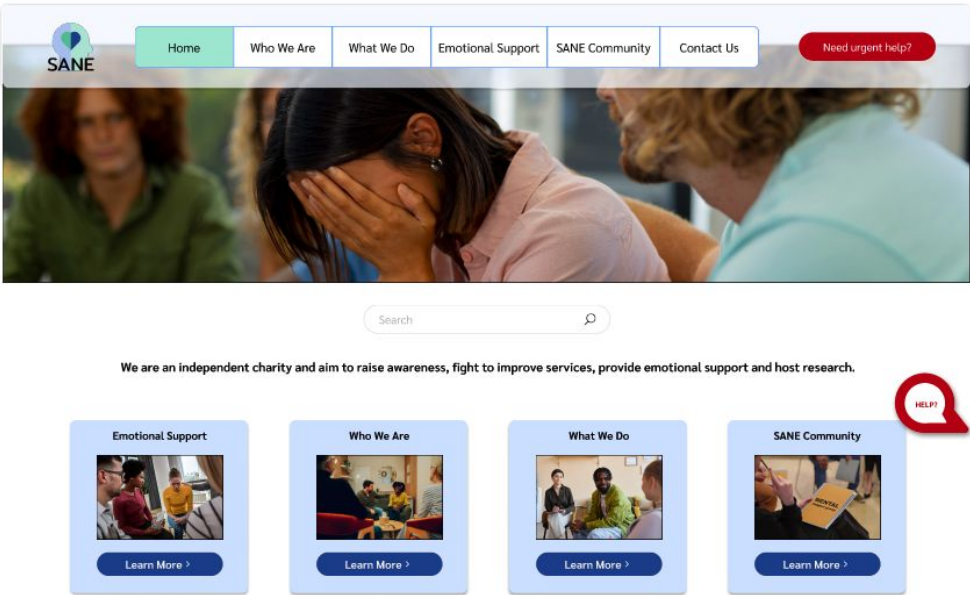
- HEADING 1 **Sarabun 44**
- HEADING 2 **Sarabun 36**
- HEADING 3 *Sarabun 24*
- HEADING 4 *Sarabun 22*
- HEADING 5 *Sarabun 21*
- HEADING 6 *Sarabun 19*



# Style Guide (Bootstrap)

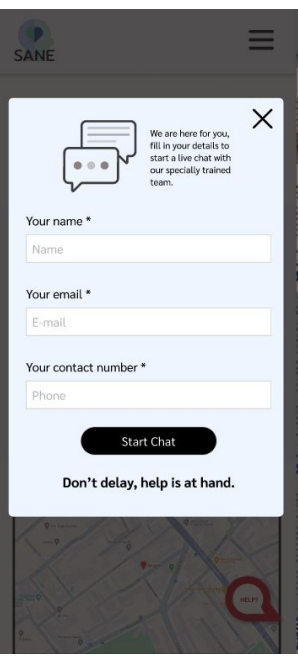
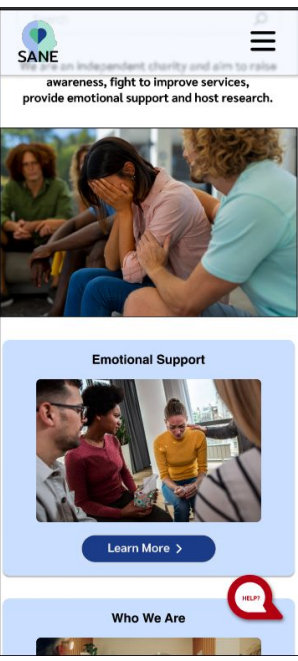
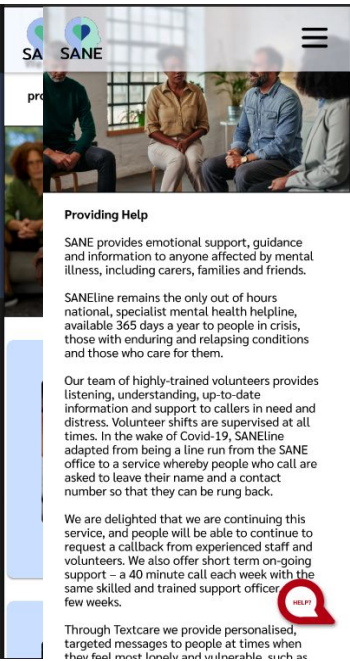
<b>\$teal</b> #20c997	<b>\$blue</b> #0d6efd	<b>\$gray-500</b> #adb5bd	<b>\$yellow</b> #ffc107 <ul style="list-style-type: none"> <li>■ 12.8</li> <li>■ 1.63</li> <li>■ 12.8</li> </ul>	<b>\$red</b> #dc3545 <ul style="list-style-type: none"> <li>■ 4.52</li> <li>■ 4.52</li> <li>■ 4.63</li> </ul>
\$teal-100	\$blue-100	\$gray-100	\$yellow-100	\$red-100
\$teal-200	\$blue-200	\$gray-200	\$yellow-200	\$red-200
\$teal-300	\$blue-300	\$gray-300	\$yellow-300	\$red-300
\$teal-400	\$blue-400	\$gray-400	\$yellow-400	\$red-400
\$teal-500	\$blue-500	\$gray-500	\$yellow-500	\$red-500
\$teal-600	\$blue-600	\$gray-600	\$yellow-600	\$red-600
\$teal-700	\$blue-700	\$gray-700	\$yellow-700	\$red-700
\$teal-800	\$blue-800	\$gray-800	\$yellow-800	\$red-800
\$teal-900	\$blue-900	\$gray-900	\$yellow-900	\$red-900

# Desktop Prototype Wireframes (Hi-Fi)



Link to Desktop Prototype Hi-Fi:  
<https://www.figma.com/design/eJK0qcQPoHttVeBmjQcGVQ/SANE-Mental-Health-Responsive-Website-Re-design---Phil%2C-Baz?node-id=4-4&t=O2OxloOwGCjcBIZI-0>


# Mobile Prototype Wireframes (Hi-Fi)



Link to Mobile Prototype Hi-Fi:

<https://www.figma.com/design/eJK0qcQPoHttVeBmjQcGVQ/SANE-Mental-Health-Responsive-Website-Design---Phil%2C-Baz?node-id=4-5&t=O2OxloOwGCjcBIZI-0>

# Future Developments

- 
- To test and develop a tablet iteration of the site design before growing the wider content to include mental health research and governance consideration.
  - Consider further Bootstrap design elements in comments, or UI that allows the developer to create a working end-deliverable easily.
  - For all prototypes to have detailed micro-interactions with functioning forms for data entry, toggle button options, data validation.
  - Accessibility consideration with light/dark modes, and dyslexia compliant font use throughout site.

# Final Thoughts



- Strong collaboration using Slack, and Zoom with scheduling management.
- Learning from each other as we worked through the project.
- Handling the loss of a group member to absorb the workload for project completion.