

FORWARDS TOGETHER





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Stake Holders

Understanding the Stakeholders

By understanding the stakeholder within the service design process, the designer can understand how to involve each stakeholder in the design process at different times. For instance, involving the user while simultaneously developing the UI creates useful and engaging UI. I have broken down the project stakeholders down into four groups.

User - The Lonely Individual

The user is a lonely individual that is looking for a solution for their loneliness, this is driven by a willingness to improve their quality of life, but they need guidance to do so. They are ready to be involved in solving the problem of loneliness and willing to progress themselves and their environment.

Service Provider - Event Planners

These are agents that may or may not be vital to certain events and meet-ups. These individuals have need to have a stake in the process of helping the lonely individual as well as the training or mindset as to be supportive and engaging. They will be part of the service design as touchpoint for the user to interact with as well as operating the in backstage processes of the service.

Business stakeholder - NHS/Council

The business stakeholder has an interest and agency within the service, but minimal input to the user experience of the service. The business stakeholder has an interest as to reduce the amount of contact time GPs or nurses will have to interact with the lonely individual. They do this by allowing the service to attempt to solve the user's loneliness externally. The business stakeholder offers funding and technical support to fund, maintain, market and distribute the service to the lonely user.

Service Designer - Me

The service designer is required throughout the operation of the service to create, develop and maintain the services operation. On top of this, they act as problem solvers to react to changes and later identify needs from stakeholders and implement solutions to improve the service.

“Loneliness is a response or the absence of interpersonal an unpleasant feeling caused by the diminishing interpersonal relationship both quantitatively and qualitatively”

(Weiss, 1973 as cited in Peplau & Perlman, 1982; Perlman & Peplau, 1981).(1)

Loneliness is a part of modern life that effects all ages but at an increasing rate young people (ages 16-24) are being affected. “43% of young adults feeling lonely.” Loneliness is a wide spread problem in all ages and sexes, however people ages 16-24 are the most likely to say they feel isolated, with women more likely to report feelings of loneliness and males less likely to report it, possibly due to a reluctance to admit the extent of their loneliness. (2)

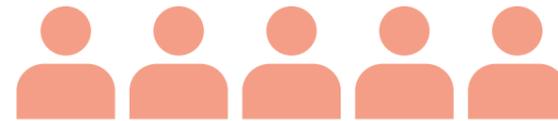
Loneliness has been increasing and research shows that it has severe mental and physical consequences such as procrastination, P.I.U and a toll on the body that is more damaging to health and mortality than smoking or alcohol consumption.(3)

Problematic Internet Use (PIU) & Social Media

To investigate and evaluate the impact of social media as an instrument of either harm or an access tool to allow the engagement of users to help their state of loneliness. Social media must be investigated to decipher its impact on the user and if it can be used as a tool to engage users to break out of loneliness through connection with others or if social media is helping create a generation with higher loneliness.

Living Alone and away from home

As users grow and move away to new work or education moving away from family may have a considerable impact on loneliness. Investigating this transition will create insights into how it affects the user and how these insights can add value to the design question.



Only 55% of Young Adults know where to find mental health help. -[4]



Only 34% are confident that they know that they would use help. -[4]

Loneliness

Loneliness is the result of socially isolated individuals who are absent of meaningful emotional relationships to share a social and emotional load and investment with. These individuals typically have poor social skills, such as low confidence, poor self esteem, anxiety or no avenues to meet new people in their area. The cause of these scenarios is commonly the result of the individual moving from home to a new location in pursuit of social mobility be it higher education or a better job opportunity.



James Alvery

Age 22

Job Student

Location Brighton University

About

Moved from home in Oxford to Brighton for further education. None of his friends have moved to the same university His course is law, a large course of 300 people plus with seminar group of 12 people. James hasn't found anyone on his seminar group to make friends with. James Is feeling his loneliness grow and wants to find new people to make friends with but due to his last year of loneliness is struggling to find the confidence to meet up with other community groups such as university societies.

Extroverted



Confidence



Social Skills



English Speaking



James is interested in running and often runs everyday for fitness in his local park. James misses his old friends but they have moved to universities far away from Brighton, however James visits Oxford for his family every other month for a weekend. James pretends he is having a great and sociable time at university for his parents to help them not worry about him. James lives in shared accommodation but doesn't like his housemates, and is planning on living alone outside of Brighton next year for cheaper rent and his own space.

Personas

Anika Anand



Age 18

Job Student

Location Sussex University

About

Anika is a first generation UK citizen and has moved to Sussex University from her family home in Birmingham. Anika was used to being surrounded by friends and family but now lives with only one over person. While Anika is good friends with her housemate, she wishes to meet others. However, Anika is uncomfortable with her English speaking skills and feels overwhelmed in big groups. Anika wants to improve her social skills in a way that allows her to train her English-speaking skills in a calm environment.

Extroverted



Confidence



Social Skills



English Speaking



Anika is interested in cooking, film and other media and would love to meet others who share her interest. Anika misses her family and as she only has one friend in her new home city, and still feels alone.

Service Design

The Appropriate Approach

Service designs can be defined as a collaboration between physical touchpoints, digital operations and the relationships between both. The digital and physical elements produce a solution that operates at an immediate level with the user but is also inclusive of background processes that affect the entire service.

The advantages of a service design are that it can facilitate the needs of a diverse user base and provide individual feedback to users in reaction to their inputs. To solve a complex issue such as loneliness will have to react intuitively to a variety of different causes and background factors. This flexibility is the appropriate choice for a problem area such as loneliness.

Integrating the User into the design process.

Running user experience storyboards by the user and taking moderated brainstorm sessions, interviews and feedback is critical in the ideation and development of the service.

Inviting the user to interact and provide feedback on early and late prototypes will highlight factors that will be inevitably missed in the design process. This allows for the service designer to create solutions that will satisfy the user's experience prior to release of the service.

Technical Context

Design Environment

Holistic design environment

The environment of the lonely individual should take into account many factors that may affect the user's interaction, engagement and outcome of the service. Factors such as age, sex, location, technical understanding, cultural differences and emotional state. Designing a user experience with the understanding of how these factors will affect the usability of the service is crucial in producing a satisfying outcome for the lonely user.

What are the individuals present and future goals?

The user's current goals are to relieve the individual's loneliness through skill building, coaching and building meaningful friendships that can be continued after the user leaves the service. The user's future goals are to learn the skills to maintain friendships. Healthy self-esteem and prevent loneliness growing to a level which is unhealthy. They may also want to use these skills to uplift others in similar situations such as friends or family. On top of this, they may want to become part of the service providers and host events that will enable the growth of the project as well as help others in the community.

Appropriate Touch Points

App

Versatility

An app offers a huge amount of different functions that the user can access within their pocket. By having the app they can enter information such as filling out their mental health planner throughout the day, they can also access the daily tasks or other functions.

Distribution

An app is the most vital touch point for the Forwards Together service design due to its ability to rapidly distributed with very little infrastructure required when compared to similar service designs that the NHS operate with human contact time.

Maintenance

Maintenance of the service design app can be done remotely through updates over app stores such as Google's Play store or Apple's App Store. This enables the functionality of the service design to be updated in user experience or more technical changes easily and nationwide.

Data Transfer

The data entered by the user into the service design will mostly host the information on secure servers under control by the NHS or local council service or their contractors. In this case GDPR would be followed to protect the user's sensitive data.

Connectivity & Communication

The app means that the service design can be accessed by the user anywhere, it can be operated with ease and it can provide help and guidance to the user 24/7. Communication between community champions and the user will also be important approaching the events that the user may attend, by having the access to conversation and help.

Agent (Community Champions)

The community champion offers a human face within the service design system. This is important to the rehabilitation of the user as isolation cannot be fixed by a non-human system alone. Community champions act as a mentor to the user in which they can ask questions about the events they may attend. On top of this, they make the first known face that the user will know when they join the event, this will build the users confidence in the interaction and their engagement.

The community champion also serves another important role of ensuring the safeguarding of the users at the events. Safeguarding is a vital element in any program that involves vulnerable users as found with research from Russell Henderson, an ex-commissar of charities for Bristol City Council.

Training & Safe-Guarding

Training will be provided by professional safeguarding training companies, such as HSQE (Health Safety Quality Environment) or other external contractors.

Design Antecedents

An Interview

After interviewing **Julie Wilde, a Bristol Council Councillor, she informed me of the Frome Model.** The Frome Model is a new **socially oriented plan to combine community assets and local mental health expertise to create a community solution.** The Frome model is led by Dr Helen Kingston who has introduced social capital of Frome and fully integrated support groups and other community elements to **reduce the medical costs and improve the ability to treat loneliness.**[6]

Frome Model

The Frome model utilizes the **social capital of Frome by identifying the assets that current social groups offer** and using these events as prescription to lonely clients. More than this, the Compassionate Communities identify what resources are available but also what is missing, at which point they introduce new social opportunities such as youth led peer support groups of young adults suffering from loneliness.

Social Prescription

Socially prescribing community solutions provides agency of the healing process to the community which further engages Frome. It also **reduces the negative stigma of loneliness** which multiplies the engagement of community members and the rate in which users collaborate and develop networks of social solutions. Groups are formed from support leaders meeting and identifying holes in the range of events. These groups are then released to **become self-sufficient and therefore reduce the burden on the NHS.**

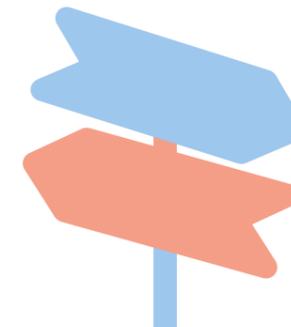
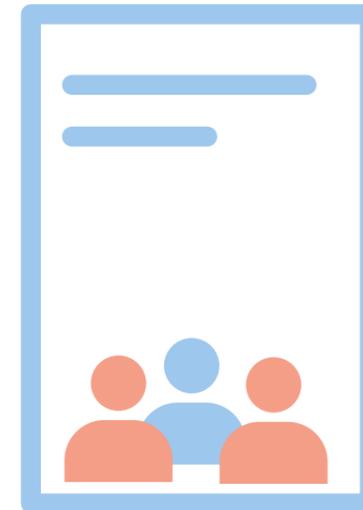
Social prescription also brings measurable benefits to the NHS system by reducing the contact hours that GPs must dedicate to cases of loneliness as well as the cost of rehabilitating clients. **Self-sufficient support groups reduce emergency admissions and a "dramatic decrease in healthcare costs"** - [7]. Local people making a difference in their communities has proven that **social problems like loneliness are best addressed by social solutions.**

Sign Posting

Signposting the available assets that the community already holds but aren't recognized or identified through purposeful investigating for local community solutions allows GPs to make a new choice that wasn't previously available: social prescription. **"Its about doing what you want to do...if you want to join a social group its up to you"** - [8] then released to become self-sufficient and therefore reduce the burden on the NHS.

Critical Analysis of the Frome Model

The Frome model is clearly an innovative approach to modern mental health services, I believe that the integration of a similar ethos surrounding the community healing of loneliness benefits the contractor by reducing costs of hours and funding and increases the depth of engagement and user experience of the client. **The Frome model is a self-sufficient and empowering social structure** that provides a greater solution than has been previously performed.



Brain In Hand

After interviewing **Russell Henderson, an Ex-Bristol City Charities Commissioner,** he listened to my brief and suggested some similarities to an up and coming service called **"Brain In Hand"**. Brain in hand is a service design that helps autistic people by providing a list of "to-do" actions whenever the autistic individual feels overwhelmed in their scenario. Effectively giving the individual a greater level of independence. **This assisted-self liberation was an element that I felt should be reproduced in my device design.** Brain In Hand's integration of a very simple app as a touchpoint inspired a design of the service design to allow the organisation and user input/feedback to be operated via an app as a constant companion.

Digital Distribution

Brain in Hand offers a handheld service using an App. Apps are inherently easily distributed digitally which enables anyone to easily pick it up and start the service experience. Recreating this within my project will enable **cheap and effective distribution with little to no professional manpower** required. On top of this the general technical literacy of my target group would be highly receptive of an app hosted solution.

Daily Companion

Having 24/7 access to the service design would enable the tracking/recording of events and moments during the user's daily routines. This enables the service design to both provide **activities that can be integrated into the users routine,** but also allows the user to operate and give input into the service design anywhere, anytime. **Julie Wilde** mentioned that the ability to have a mental health planner where the user inputs their feelings and emotions everyday helps build therapists a background of the user.

By using this system the service would be able to provide any further medical treatment with a wealth of knowledge which would increase the desirability of the service to adoptive services like the NHS. **It would also allow a user journey to be illustrated,** which in turn would enable the user to see and be proud of their progress.

Product Design Specification

1 **Safety From Exploitation**
After receiving professional comments and feedback, safety from exploitation is the most important concern that must be addressed if a mental health service is to be taken further. The individuals that will be using the service may vary in vulnerability. Therefore, community events that would enable groups of vulnerable people to congregate should be safeguarded against any parties that wish to exploit the users.

2 **Research based actions**
As the service has been designed to offer a collection of activities and steps to improve the user's mental health, the actions that the service design asks the users to complete must be based on established and published papers or other evidence based research from mental health professionals.

3 **Holistic Design Approach**
As the user base has been identified to contain a great variety of cultures, professions and other variations of backgrounds which will affect the users individual understanding and experience with the service design. Therefore, a holistic design approach is appropriate as to understand how to design a service design that is accessible for a wide variety of users.

4 **Confidentiality**
The confidentiality of the user's information and actions will be secured to meet GDPR and Adult safeguarding measures. Information may have to be shared within the organisation or too external mental health partners with the user's consent as collected mental health planner data may provide great information for the user and/or the user's mental health professionals.

5 **Stigma**
Loneliness as a mental health issue often brings a negatives stigma with it. To be conscious of this the service must act in a positive yet discreet way as to encourage the engagement of the user and to not alienate and dissuade the user from progressing through their user experience.

6 **Designed for the Technically illiterate**
While the user base is aimed towards those between 18-24, the technical literacy may vary within the user base. As to prevent alienation and ensure greater engagement, any touchpoint throughout the service should be designed to be easy to navigate and understand. This can be produced through constant feedback from technically illiterate or those with less confidence on touch point designs as "This is Service Design" recommends.

7 **Collaboration**
Through my research with various professionals in the mental and social health environments as well as safeguarding and mental health papers, collaboration is a highly valued part of any successful service, it is vital that I learn and recreate the effects of collaboration within the Forwards Together service design.

Ethics of Diagnosis

Diagnosis requirements

The user journey of a user will experience a diagnosis from the service design to filter the client base into suitable clients and non-suitable. Suitable clients would be characterized as low risk, lonely individuals without further serious mental health problems or other disabilities. Unsuitable clients would be characterized as moderate to high risk, in which case that client should contact mental health professionals to receive specific and prescribed treatment. Failing to accurately categorize clients would create a problem area that could develop negatively very quickly.

Filtering Clients

The filtering of clients through the onboarding experience has proven to be the greatest vulnerability of the service design so far, without a thought out and thorough investigation and research the service design could pose a threat to the client base, at which point the project would lose credibility and fail as a mental health service.

Providing Contact details

In the case that a user is deemed "severe", the approach taken by the service design is to provide contact details of local mental health services that are equipped to deal with moderate to high risk clients. This is the basic minimum action that should be taken.

The Risks

Overprotective filter

A filter that would indicate that users are "severe" when in fact they are not would drive users away from the service, and even overwhelm the existing mental health services that Forwards Together aims to relieve by recommending low-risk clients to GPs.

Under protective filter

A filter that indicates clients at low risk when in fact the user would correctly identified as "severe" would create huge risk for clients. By mis-diagnosing and treating a severe user with minimal treatment may either lead to disengagement or their mental health problems developing further. In this case the local/original mental health services will likely experience higher burden by the time the client accesses appropriate mental health services by introducing the correct treatment but at a much later stage.

Market development

Through the further development of the service beyond the scope of the service design proposal, the diagnosis of the clients within the onboarding process will be the major focus of developing the service until it is ready for deployment. A team of professionals for varied mental health backgrounds would be required to create a satisfactory algorithm that would successfully and confidently categorize users correctly. This is an element that couldn't be solved ethically and couldn't be designed by a singular designer. The responsible approach would be to involve peers for the appropriate background into the design process, this aligns with the holistic design approach that I have used throughout the design.

The conclusion of the risks is that the diagnosis process will have to be heavily developed and tested, it should also include the participation of therapists, psychologists, social workers and other mental health professionals who can guide and advise in the design of the algorithm that would be used. By including professionals in the mental health field, the service design would be granted more credibility and assurance against causing harm to the client.

Argument for University Intergration

Universities have been identified through research as a hotspot for a growth in loneliness in the target user group of 18-24 year old. It is also a commonly understood problem that Universities are struggling with mental health problems that are produced out of isolation. For instance, Bristol University has created a Campaign against suicide. "Suicide is the leading cause of death in adolescents and young people in the UK" [1], a statement from Bristol Universities' "University of Bristol Suicide Prevention and Response Plan". The production of such a measure illustrates the growing problem but also the scale in which universities are prepared to prevent further loss of life and the rehabilitation of mental health problems.

For further Depth, refer to Appendix

Research Networking Collaboration

Through the research and exposure to the methods and culture of mental health services I have become aware of the importance of collaborations between local mental health services. This has come through enriching myself in research papers, interviews and seminars online. The benefits of local collaborations are obvious and not to be ignored. Local knowledge of culture, social differences, common pain points and understood resources would be a mistake to not include within a mental health service.

Arguments for a Single System

Consistency

A system that follows a **single design philosophy** and develops independently would likely produce a service that is simpler to edit and develop. **One system controlled by one body**, that being Forwards Together, the Local council or other client, would produce a **consistent user experience from different entry points to all clients**.

Distribution would also benefit from a consistent design across FT (Forwards Together) as subsystems of the service, like the touchpoints, wouldn't have to be altered for each area with the local collaborative services or other differences from area to area. It is likely that these changes could be completed easily within the technology. But at a minimum, **collaboration would introduce a higher level of complexity** and will introduce a greater amount of effort in changes in the services future.

Ease of transferable results

One overall system would enable transferable results, ideas or strategies. For instance if the trial of a development of the service was successful in one area, it could likely be rolled out to other areas the FT are responsible for. This would be due to a **set of variables that are unchanging and can be safely built upon**, therefore, introducing a higher level of collaboration into the system would require much more invasive changes as many parties would have to agree.

Appeasement and Development

By introducing other services into FT, it would also invite the voice of the services, this would bring a **lot of benefits such as local resources** that a new system like FT wouldn't be aware of. It could also stifle the development of the process, and as more voices are introduced, the likelihood of service development will slow. It is conceivable that through the introduction of collaboration, appeasement of many different services would be requested, which could affect the efficiency of change that an independent system is much less likely to experience.

Argument for a Collaborative System

Exploiting Local resources

By creating a system that would enable a collaboration between Forwards Together and others could produce a **database of shared knowledge**. This would benefit all parties, especially Forwards Together as it is a new service which wouldn't be aware of all the local resources that could benefit the service. External services that have been operating in an area for a period of time will **understand the social and cultural needs of the community**, and using this information, accelerate the introduction of the Forwards Together system.

Collaborating with other external partners would **create a rich and diverse community of mental health services** through a common goal of solving local loneliness and other mental health problems. Collaboration could also **provide an enriched experience to users that are deemed "severe"** by offering the services of external partners that would be more appropriate to help the user.

Specialism

A variety of different services, from different focuses would benefit Forwards Together by increasing the possible avenues the client could access. The various **external partners would open up a range of opportunities** to access and learn from. Communication between services would allow each party to recommend a client that would be more suitable for each other. Through the integration of local services, **the relationship between community and service would be enhanced**. **Community relationships are incredibly important** and can massively alter the effectiveness of a service like Forwards Together.

Conclusion

In conclusion, the benefits of a collaborative system are an undeniable opportunity which will accelerate the rate of expansion of the service, but also improve the community engagement and communication. Collaboration will enhance the user experience with the cost of increase complexity that will inevitably develop through the deployment and operation of the service design.

Diversity

A diversity of knowledge, skills and community relationships would offer a new service like FT many benefits. Collaboration could enable a faster take up of the service in areas that require abnormal communications, for instance if there would be a community from a specific ethnicity. A external partner that is in good relationships with the community leader could recommend or communicate our service. This would always be faster than FT having to earn the trust of the local leaders before FT could operate.

Methods of Rehabilitation - User Experience Research

Rehabilitation steps

Breaking down the methods of rehabilitation for prisoner rehabilitation into society I can convert their steps and replace the context with loneliness to create a basic guide to rehabilitating a lonely user. It is important to understand the process of rehabilitation with professional guidance as the user can be considered vulnerable and careful and empathetic methods should be used.

The ten-step system as found in the restorative justice system states a multidimensional approach to the users' needs and is appropriate to my design philosophy of considering a holistic design approach. Restorative Justice considers a mentor system as the first step, a defining agent in both the Restorative Justice and Forwards Together.

Forwards Together will use a reduced system that includes two phases, self-development and social practice. Phase two, social practice will be hosted by an agent of the service design called a Community Champion.

Rehab Steps:

Plan Ahead

Develop Community

Locate Resources

Community Champions

Further breakdown is available in the appendix.

User Journey

User Journey

User journeys are a thought experiment to imagine the experience of different users and how they interact with the same service in different ways. Their background affects their abilities and their approaches to the project.

Critical Reflection

This experiment was very important to create a new level of depth and accessibility which FT needs. By creating a more robust system and identifying problem areas for certain user I can implement solutions within the design. For instance, with the subject of varying English speaking skills I will include the ability for the App to be in multiple languages but also to include events that are inclusive to different ethnic groups and encourage their backgrounds to be part of the FT system.

Expanding Inclusivity

I created User journeys to challenge my service. To test the service I created three different users with varying skills and backgrounds. By including a-typical users I can create a more robust and inclusive system. I interviewed a few people from my user group and noticed some outlying traits: **Poor technical literacy, poor English-speaking skills and mature students.**

Creating a robust design with stakeholders

I asked members of my target group to impersonate each of my designed users and then step by step comment on how they would imagine themselves interacting with each step. **The outcome was a variety of success and failure in different ways.**

Enabling Non-English speakers

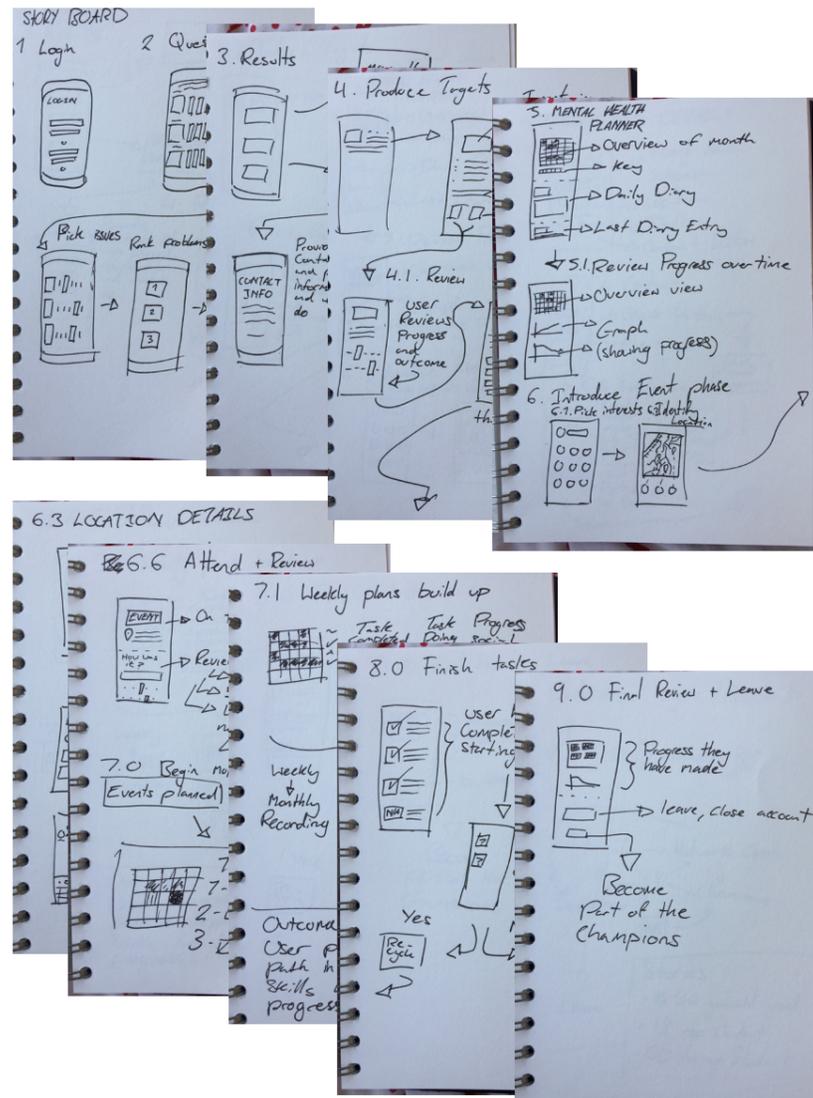
The UK is built upon many different ethnic communities, this multiculturalism is a cornerstone of the UK society and the service design must be mindful of their challenges as they are valued the same as any other user, and therefore **the service must be accessible to them in equal parts.** The story line of Anika challenges the service and investigates the difference in interaction that a confidently English-speaking student and less confident English speaker would find.

From this it is apparent that language options are available at any point of the FT system and **events are made for local ethnic communities to promote the social growth in all communities in the UK.**

Ideation

User Journey Steps	User becomes aware of FT, decides to install the App.	User goes through the On-boarding Process	User engages with Phase 1	User Develops and moves to Phase 2	User engages with Phase 2	User builds relationships	User Leave service
Poor English speaking First Generation Indian New to the UK	Anika's Journey Anika sees university Adverts and Emails and downloads the App	Anika finds the English hard to understand but gets through the process.	Anika follows the daily tasks and feels that its helping her engage with colleagues	Anika feels that she has spent enough time on Phase 1 and is ready to challenge herself	Anika struggles to find a Community event that suits her, she attends none.	Anika returns to Phase 1 for a while and then loses engagement	Anika uninstalls the app
Comments	Anika is in a university centre, she often sees the focus on mental health and opts into the app. Anika is a young student and very aware of mental health problems, however the stigma means that she doesn't tell her friends or family.	Anika changes the language of the App and finds it much easier to use and understand.	Anika completes the daily tasks by merging them into chores or other daily tasks that she would be doing anyway. This allows her to practice her social skills without her family finding out.	Anika has found herself much more confident in meeting new people and is ready to attend events and make friends.	Anika discovers all of the events are away from her part of town. The events make her feel excluded because she isn't very confident in English. Anika gives up on Phase 2.	Anika struggles to engage with phase 1 now, and worst engage with phase 2. She feels that the app isn't for her and that the inclusion of non-english speakers	Anika gives up on FT and ends her time trying to rehabilitate her social skills.
From London Has very low confidence Commutes large distance	James' Journey James saw the advertisement online through social media	James goes through the On-boarding and completes the process	James feels that he doesn't struggle with Phase 1 activities	James is worried about Phase 2 and meeting people, a community leader engages him.	James attends several event until finding one he is most confident in.	James meets a climbing group, a shared hobby, and socialises with them frequently	James has strong relationships around him and decides to uninstall the app.
Comments	James answers the Onboarding questions with a lot of self doubt. He has heard if you are too severe the app cannot help you and James chooses to make some of the answers less serious.	James, while less than confident, feels that Phase 1 went well and is uninterested in engaging with an App.	James hasn't built confidence that Phase 1 could have offered and now feels worried about Phase 2. This reduces his engagement with FT.	James doesn't pick an event for several days. A Community champion offers him to join a climbing event coming up. The day before the event the Champion chats with James to ensure he comes.	After attending the event several times he grows close to the group and attends extra social meetings with the group outside of FT.		
Mature Student Has a family locally Less technically literate	Alli's Journey Alli see the emails from university about FT but doesn't know how to download on his Phone	Alli goes through the on-boarding process	Alli finds the Daily tasks hard to complete with his studies and family.	Alli becomes impatient with Phase 1, he is unable to complete tasks due to time, but uses planner.	Alli moves up to Phase 2 but doesn't understand how to attend an event. A community champion explains the process and provides travel information	Alli joins a mature group nearby to him, he learns he is able to bring his children and then merges the group into his social and family life.	Alli forgets to uninstall the app, and doesn't use it anymore.
Comments	Alli sees the email but struggles to follow the link to the download as he writes the email on PC. His wife helps him after a few days.	All has a busy day most days and his time off is precious. He chooses some daily tasks that he can fit into his routine.	All only gets a few tasks down a week and decides that that isn't enough is happening, he moves to Phase 2	All gets part through the booking process but doesn't understand how to fully book. A community champion sees that All is booking and not attending and opens a chat with All to discuss how to attend	All was finding it hard to attend events and was caring for his children. The community Champion explains that he can bring his children to that specific event.	All doesn't uninstall the app, she causes him to be approached by Champions as his account seems inactive. Eventually a system admin marks All's account as inactive and is deleted after a few months with his personal details.	

StoryBoards - User Experience Prototyping



User Journey Communication

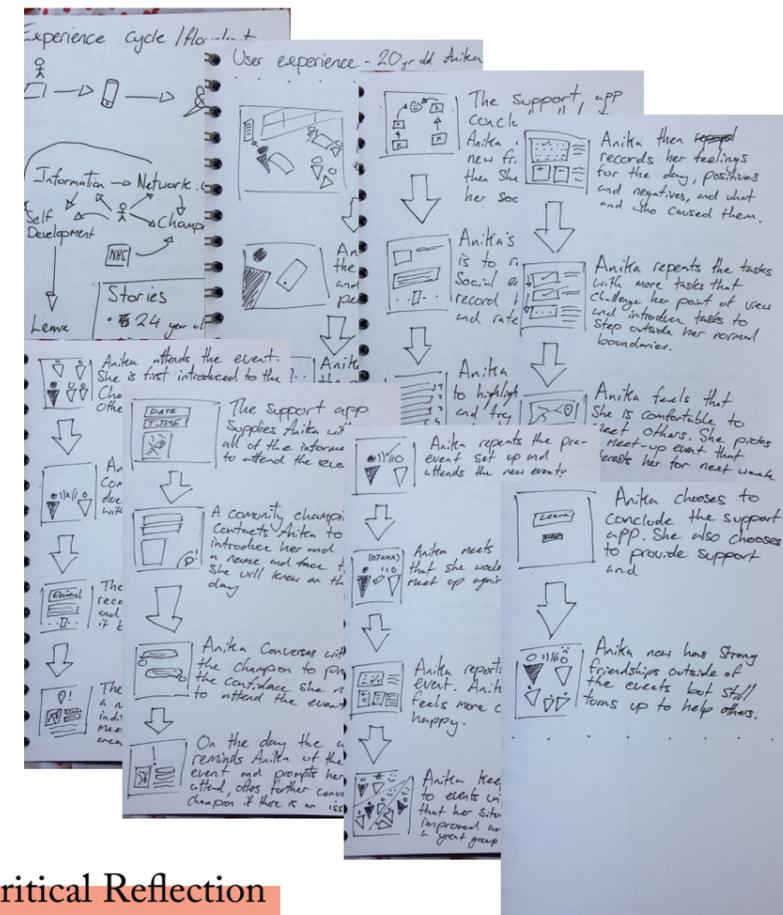
On top of the prototyping of the user journey, it also acts as a great method to communicate the user journey to others. **The visual nature of storyboards communicates the process quickly to the stakeholders and allows them to understand the user journey better than a word document.** This is useful for my design approach which includes the stakeholders throughout my process.

Visual Communication

Storyboarding allowed me to create quick visuals of user experience for both the user journey and app screens that would be necessary to facilitate the user journey I had in mind. **The visual aspect was most valuable for the screen/UI basic design. However, it is also a quick alternative to writing a narrative and allows for quick story telling.**

Rapid Prototyping

Storyboarding is a great first step for rapid prototyping the early stages of my service design and allows me to experiment with different narratives and outcomes for various archetypal users or experiences that I expect that the user would encounter.



Expansive Prototyping with Multiple Narratives

Due to the rapid nature of storyboarding I was able to create multiple different narratives within my user journey and explored the experiences of a variety of different users. For instance, before storyboarding I hadn't explored the affect of different levels of English speaking. Once I ran through my typical user journey, I realized that there were several new challenges to a user with poor English-speaking skills. From this I will design the interfaces and user action to be designed inclusively to include the vast multi-cultural groups that the service would be available in the UK. Language accessibility will be a straightforward first step to the design of the Service App, but the changes to phase two of the project will require further research and stakeholder input from non-white British users.

Critical Reflection

Using storyboarding as a rapid prototyping method to communicate my desired user experience as well as highlighting challenges or frustrations that users from my target user base may experience. This process helped me develop the user experience and provide greater depth to the services functionality and engagement. I found that producing storyboards from a variety of different users with different factors affecting their experience identified pain points that I wouldn't have thought of prior. This illustrates the importance and value that storyboarding offers.

ABCD Vs Deficit Models for Community Development

Reason for development:

Community champions build a large part of the user experience; however, Harry Greateorex and Shani Smith have brought up potential issues with volunteer manpower. I conducted further research to increase my depth of knowledge and awareness of different community asset use in projects development approaches.

ABCD Approach

ABCD or Asset Based Community Development is a new approach to community development. It builds on and integrates local, existing community assets through collaboration to improve existing services to satisfy problem area, rather than creating council or private alternatives. An example of this is the "Men's Shed", a grassroots project that developed community communication, leisure and socializing in low cost, client driven environments. The Shed project was deployed nationwide due to the client driven and low cost start up that builds on existing assets. The social and mental health benefits were huge for the lonely aged male population that has classically had difficulty with expressing mental health. [10]

What ABCD offers to Forwards Together:

Genuine and cost-effective support

ABCD provides a nationwide skeleton plan for quick deployment that builds on the local community's assets and integrates the community leaders into a private or council project. This increases the community's agency and engagement, while costing the local government much less than building resources from scratch. It also integrates community wants rather than creating rival services that clash.

Increased Community Investment & Engagement

With Community involvement and leadership comes a natural and desirable project that is devolved and partially autonomous in their development of a community. This is important to a nationwide distribution of a service design. A "Typical" action plan may not survive or be suitable for a range of different community environments.

Critical reflection of an ABCD Approach

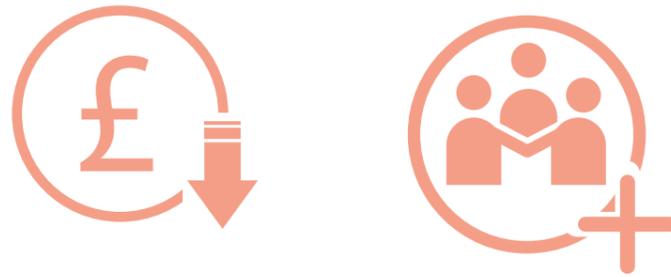
Balance of Autonomy and Devolvement.

Community driven assets offer a wealth of opportunity and are positioned to allow the integration of a project like forwards together into a community much quicker than starting from scratch in each community. Forwards Together will be expected to deliver a minimum consistent user experience in each community. But allowing the events assets to self-govern alongside guidelines provided by Forwards Together would create the best integration of assets into the service design without alienating the community champions that bring the depth of the user experience.

An ABCD approach offered FT so much in terms of collaboration, community involvement and a rich user experience that it is clear that ABCD is the approach that should be taken. FT should operate aware of the factors that affect a ABCD asset and use respect, communication and feedback as tools to ensure a good relationship between parties.

Deficit Approach

This is the typical approach for privatized services that search for problems in communities, this approach however usually leads to poor development and further problems such as funding issues or further community problems such as access rights. "Identify problems and focus on the weaknesses of communities. Unfortunately, this perspective has a way of reinforcing the idea that "the problem" should be the focus of attention.", "This negative and problem based approach has leads to stagnant projects that are slow in development", as explained by Shani Smith, a Bristol Council Community Development Worker.



Downsides of an ABCD approach:

Over burden and Disenfranchisement

Men's Shed is an example of the over burden of a grass root project. Through the rapid and prolific growth of successful community projects throughout the nation, further scrutiny was placed on the community events to control the health and safety and structure of the project. By introducing strict guidelines for the operation of the sheds in concern of health and safety of tool use in such scenarios has pushed some Men's Sheds to disenfranchise themselves from local governments due to an overburden of work for a volunteer led project.

Applying the same level of scrutiny to grassroots, volunteer led projects can lead to the failure of the projects as they are absorbed into private entities or local government endorsed projects.

Development: Chosen Therapy Model

Harry Greateorex said that mental health services such as FT need to subscribe to a therapy model. Cognitive Behavioral Therapy (CBT) is the largest and most applied therapy model in the NHS system, however Solution Based Therapy (SFT) follows a very similar ethos of self-development and overcoming problems towards a solution, but with differences in the journey and approach. These two models offer a lot to the FT experience and therefore a decision between both must be based on research and the application of the model to the FT service.

As I don't have the therapy knowledge to fully understand the differences between each approach, I contacted two mental health professionals to discuss the approaches, Julie Wilde, a Bristol Councilor, and Barry Golten, a SFT advocate, speaker and practitioner.

SFT - Solution Focus Therapy

SFT is effective in low priority/severity case of mental or social issues, which is primarily what FT is focused on rehabilitating. SFT therapy is lightweight and approachable for users new to therapy methods. Integrating SFT into the Daily tasks, Personal Goals and Reflective tasks in the user journey allows for the development of the experience that the activities can offer.

More appropriate for an app

Reducing the contact time between user and professionals is one of the main goals of the project. 1 on 1 therapy is unrealistic in this service design. Therefore, therapy models that can be operated between the service and the client with minimal professional input is highly valued as it creates a feasible product that is simultaneously effective and engaging.

CBT - Cognitive Behavioral Therapy

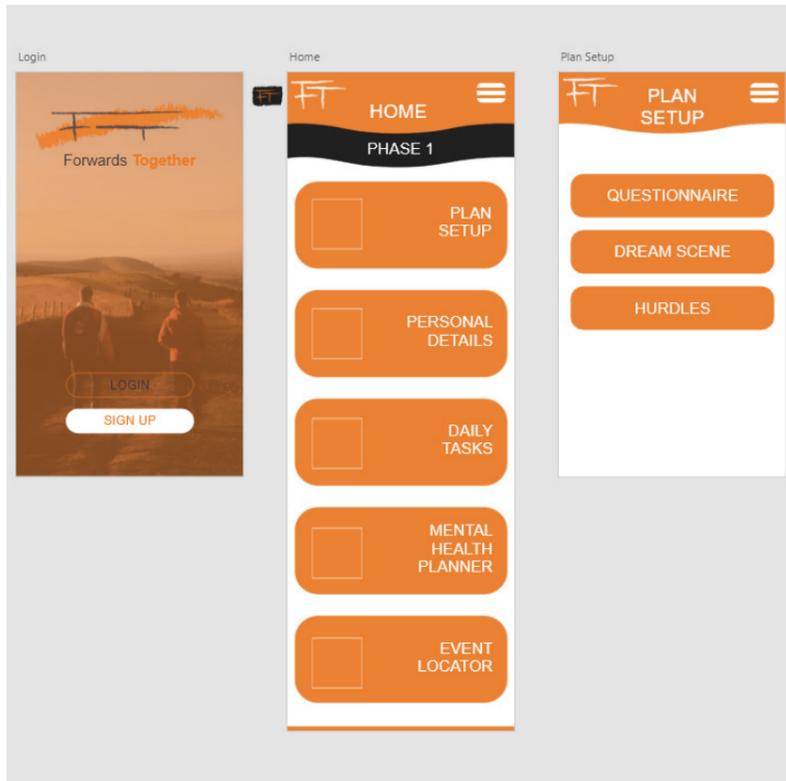
CBT is the NHS accepted therapy method for mental health approaches nationwide and is widely accepted in UK modern mental health treatment. The benefits of this would be a general support of the use of CBT and therefore an existing trust of the therapy model, which would increase the perceived feasibility of the service design proposal.

Medium level therapy

CBT concerns a critical understanding of the user's experience and their reactions to emotional and important personal events. A relationship between the user and the therapist is important to be trusting, anonymous and honest. The stigma that has been received through user feedback has mentioned the possibility that FT could alienate clients and using a therapy model which asks a lot of the client, especially to be very open, could create an alienating experience.

Critical Reflection

After discussing SFT and CBT with both Julie Wilde and Barry Golten they recommended the SFT approach for the FT user experience as it is better suited to the environment of FT. At the point that CBT is required to effectively rehabilitate a user, the client is beyond the purview of FT and offering CBT through FT would be ineffective and irresponsible as it could delay or prevent users from seeking effective medial help. In further development when the project proposal has been successful, I would look to enrich the daily tasks, and other activities, with the chosen therapy model through guided development in collaboration with mental health professional's input.



Version 1

Difficult to Navigate.

No way to get to the previous screen.

Phase 1 Banner doesn't look like its interactable.

Scrolling List Poorly Received

Unattractive.

Version 1 & Critical Reflection

The first version of the app prototype was made on Adobe XD without any prior research of UI/UX methodology. I created a partial prototype but quickly realized that I required a greater knowledge of UI/UX as to create a developed prototype that can fully represent the app. The first version was ugly, but also had poor user flow and navigation as it was immediately confusing to navigate. Rather than continuing to create a prototype blind, I decided to learn about UI/UX and implement what I had used into further versions.

User Testing & UX Methods

To test the prototypes used effectiveness at providing an engaging and hassle free introduction the service I created multiple versions of the app prototypes. I then gave them to multiple users within the target user group to provide feedback which allowed me to iterate and develop the user experience.

Cognitive Overhead

Cognitive Overhead is a term used to summarize the general and shared understanding of App tropes across all Apps by the general public. This includes features such as "Back Buttons" being in a consistent area with consistent icons which allows the user to learn as little new information as possible when operating the application.

I used Cognitive Overhead to simplify the navigation of the app which in turn will help retain user engagement. I used online resources to learn further about UI/UX such as Dribbble.com, UXDesign.cc and many YouTube tutorials that offer great learning resources to improve my skills. The process of my learning and applying this theory to my application has increased the user satisfaction and reduced the time for a user to be comfortable navigating anywhere in the app.

Defined Visual Heirarchy

Defined Visual Hierarchy is a method of improving the user flow and experience by offering the correct and logical functions of an app in a natural and flowing order. By understanding the visual hierarchy of different elements, I was able to create an understandable order and user flow into my app which created a much more professional and engaging experience.

User Flow Diagram

I used User Flow Diagrams to define the hierarchy and user journey through the app to deliver the appropriate pages to the user as and when they would be relevant. I found this vital as the app has two phases and a lot of basic content to offer. Defining the hierarchy and routes of access allowed me to simplify the user experience and prevent the user from feeling overburdened with options and functionality. Completing the diagram allowed me to design with forethought, the way the different app screens will interact and should lead on to each other to build a smoother user experience.

Visually Attractive

"38% of people will leave a website if the content or layout is unattractive." - (9)

The first version of the app was ugly and unengaging. While at first I believed that this was secondary to the User experience, I soon learned that poor visuals leads to poor engagement as users lose trust in unprofessional looking apps. From this I developed my graphic design and layout skills to create a professional looking app to increase the engagement of users.



Version 3

Functions that add value to the experience.

"Very Quick, Simple and Easy to Follow"

"..Clear where to find help" - Clear symbolism .

"Reduced Hassle" - Clear Navigation

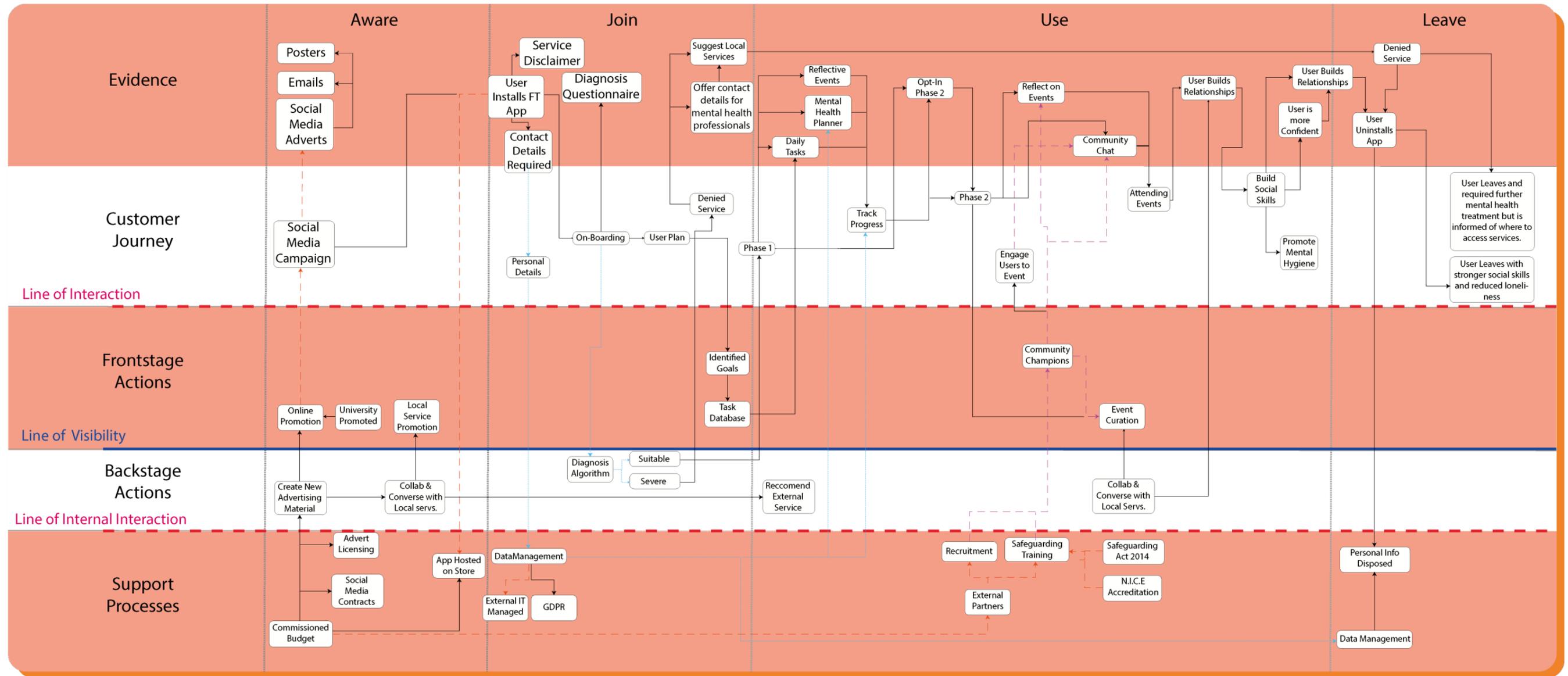
Attractive art style & Layout

Version 3 & Critical Reflection

The second version of the app prototype is greatly improved with the additional theories and design tools that I used to enhance the user experience. The outcome for learning and applying the new skills is evident in both the end prototype as well as the user feedback. Without the applied skills the prototype wouldn't engage the user as well as the second and would lead to an unprofessional appearance to a very serious service solution. The 2nd version has enhanced the user experience and engagement.

Testing

Service Blueprint



Identify & Investigate weaknesses in design

The blueprint was also used to identify holes and weaker parts of the entire service. In this case I identified that I would have to rely on external partners to host the information storage, but I would also have to ensure GDPR was followed. I also found that I had no design for how community champions would be introduced into the program, and have since considered external partners such as recruiting and training agencies.

Creating Depth of understanding & Experience through Iterative Development

After interviewing mental health professionals, I've decided to integrate collaboration into the service design. I have found great applications for collaboration such as "Severe" users as well as shared events. This development will increase the desirability and function of the design positively. Streamline the user experience for different user experiences within the service. I used the blueprint to develop the user experience of a user that was labeled as "Severe". This led to the disposal of their personal information and the referral to local services or NHS contact details for further treatment.

Critical Reflection

The service blueprint is a great development tool to expand the services' many different function and iterate on them. I have found it has allowed me to communicate the design to others as well and has allowed myself to understand the connections between operations. **Service blueprints build a developed visual narrative of the user experience and facilitates the development of details.**

Visual Communication

Service blueprints **communicate the full scope of the service design** to other parties that have little previous understanding. This allows me to bring in mental health professionals and gain their feedback on the coaching system as well as the additional actions. I did this with Julie Wilde, Harry Greatorax and Russell Henderson.

Testing

Service Map

What is a service Map?

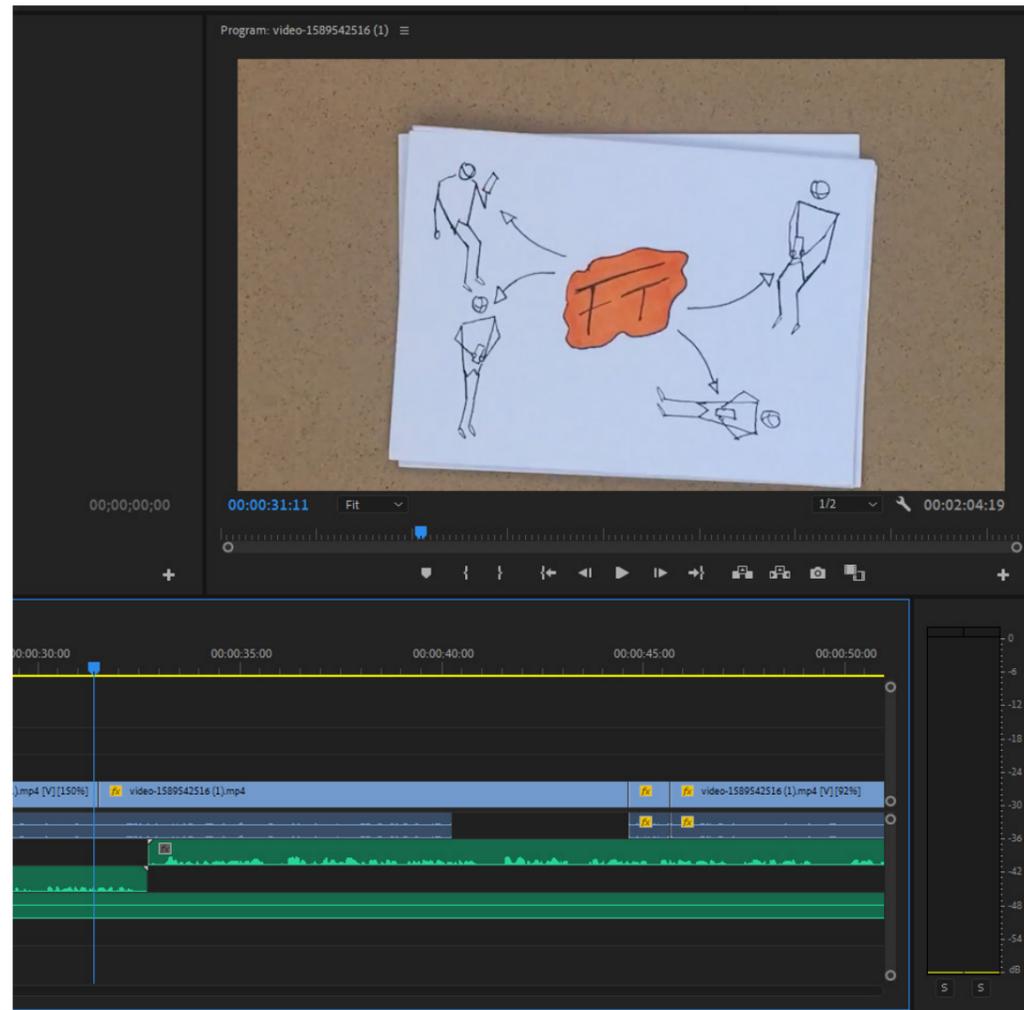
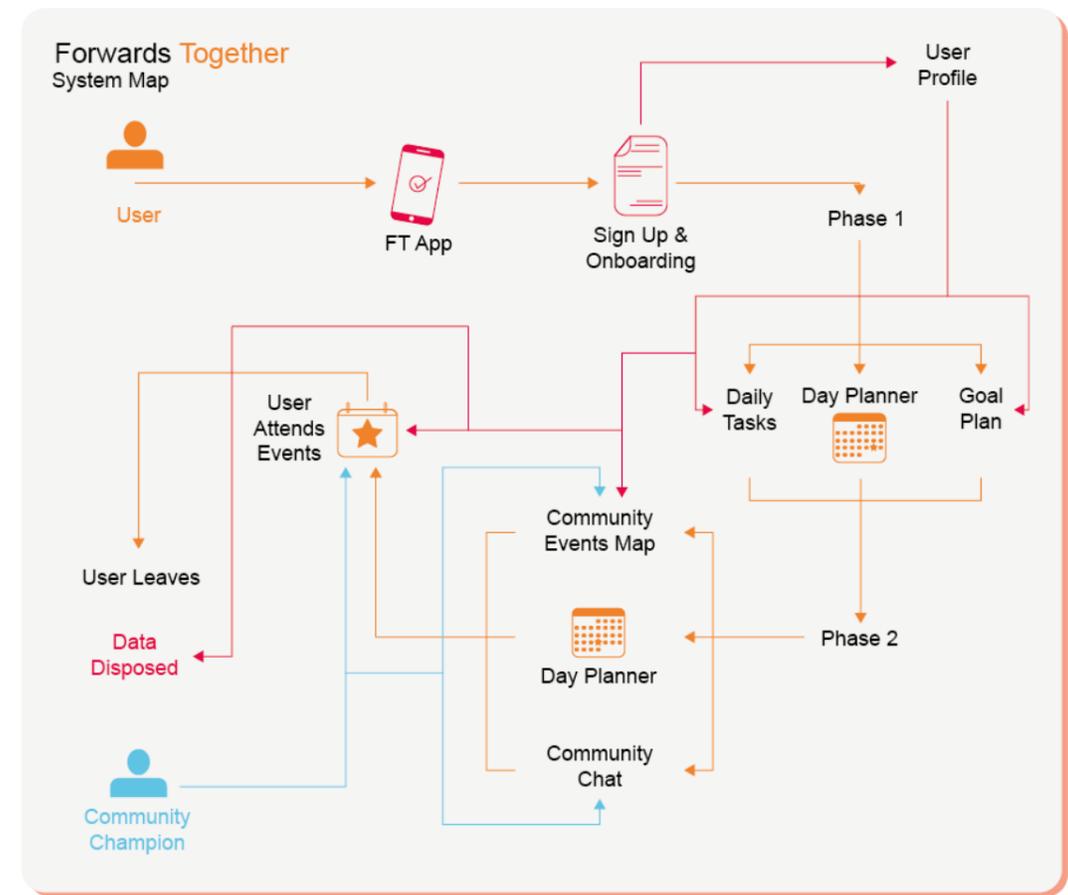
A service map is a lightweight skeleton illustration of the user journey throughout the service design which is inclusive of certain important background functions and touchpoints.

The service map is a useful tool to communicate the user journey and relate the different touchpoints to the journey. Through the illustration I am able to communicate the experience quickly to stakeholders which in turn allows them to understand the project without being overburdened and intimidated with the service blueprint. This increases the speed in which I can get user feedback which can be used to develop the project.

A downside of the service map is that it is relatively low detail in comparison to the blueprint. However, this can easily be remedied by supplying the blueprint if a stakeholder wants to know more, or discussing further detail in person.

Critical Reflection

The service map is a shallow investigation into user journey but clarifies the service without being overburdened with service blueprints. The map is useful for communication with users or stakeholders instead of showing blueprint which can be hard to read and intimidating. I feel that Service maps are useful in communication solely, and I haven't found much value in the development of the user experience from the exercise.



Explainer Video & Stakeholder feedback

As testing a service design requires a large user base of different stakeholders to interact with the user experience, and the inclusion of vulnerable clients would be considered, the Corona Virus Epidemic has prevented me from prototyping with large groups. Instead I have attempted to judge the success of the service design through testimonials and deep and robust investigations and development of the design.

I created a video to explain the service design to gain user feedback. Initially I only sent our PDF files but found the responses generally shallow and uninterested. This was likely due to the professionals not reading the PDF files. Therefore, I created a video to boost the engagement as the stakeholder only has to watch 2 minutes of footage. The outcome of the video and the following interviews was very positive, and feedback has much better depth.

“Local Collaboration is an important piece in council services. Mental health services prefer working with smaller local groups that are well adapted to their environment”. - Harry Greatorex, M.Health Commissioner of Bristol.

Harry Greatorex, the mental health commissioner of Bristol City council, is the ideal stakeholder to represent the business stakeholder and therefore his response to the project was very re-assuring. Harry said that the service “Should exist already”. Harry commented further on the service as a “Good low-level entry point” – Harry said that the ability to be a quick and easily distributed would be very beneficial for other local services and large groups like universities.

“The ability to create a large network of local services and scale the network via Forwards Together would provide additional likeliness of a successful bid.” -Harry Greatorex, M.Health Commissioner of Bristol.

“The FT system is a interesting and promising solution (to loneliness). Its good to see new services adopt community values” - Julie Wilde, Bristol Counciller.

“FT is encouraging an open conversation on the loneliness epidemic “ - LonelinessLab

Loneliness Lab has provided me with a focus group and is hosting a talk on the Forwards Together on their “CommuniTea” projects meet up at the end of June/ Start of July.”

“The use of community assets has been increasing in use, and a smart way of using them alongside a digital system would be useful in Bristol” - Shani Smith, Adult learning and commmunity education.

Design Proposal by Beau Smith-Henderson

With Special Thanks to:

Carlos Peralta

Russell Henderson

Shani Smith

Jullie Wilde

Harry Greatorrex

Alison Adams

The LonelinessLab

Also,

William Hobden

Grace Adams

And,

The Design for Ideology Class of 2020 & University of Brighton

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Any interview or other user feedback documents can be supplied on request.

Methods of Rehabilitation - User Experience Research

Ideation

Rehabilitation steps

Breaking down the methods of rehabilitation for prisoner rehabilitation into society I can convert their steps and replace the context with loneliness to create a basic guide to rehabilitating a lonely user. It is important to understand the process of rehabilitation with professional guidance as the user can be considered vulnerable and careful and empathetic methods should be used.

The ten-step system as found in the restorative justice system states a multidimensional approach to the users' needs and is appropriate to my design philosophy of considering a holistic design approach. Restorative Justice considers a mentor system as the first step, a defining agent in both the Restorative Justice and Forwards Together.

Forwards Together will use a reduced system that includes two phases, self-development and social practice. Phase two, social practice will be hosted by an agent of the service design called a Community Champion.

Planning Ahead

At phase one the user will be introduced to the service design app with a "Set-up" questionnaire that allows the user to convey their personal problem with loneliness. The user also indicates their social ability, i.e. their self-esteem, confidence or English-speaking skills for instance. The next step is to create the user's Dream Scene, a snapshot of a future self in where the user wants to be and using this scene the user can start to break down why the scene isn't possible yet. This reveals the users pain points and frustrations, elements that the user can work with Forwards Together to create a plan to move over the hurdles that they have identified.

Develop Community

Developing Communities that share the problem of loneliness will enable a transfer of stigma of loneliness from an isolated and clinical treatment to a social and community driven solution. While guided by medical professionals and safeguarding training, the events will be a place where users will meet each other to co-create a solution individual to each user.

By moving the rehabilitation process into the community, the social change will provide an agency to the community that will further remove the negative stigmas tied to social isolation as it becomes a more understood and "common" problem.

Locating resources

Locating resources is important to both phases of the rehabilitation. In phase one a mental health planner is used to record vital information from the user's perspective, this allows a collection of important data that can be used to recognise negative patterns as well as provide a wealthy base of information to further mental health professionals working with the user.

In phase 2 an event locator or Local event map allows for the user to see what's available around their community and attend events that align with their interests and hobbies. Once they have found a community event that suits them, they have the option to contact the event's community champion for further information or to answer any questions the user has.

Community Champions

Community Champions act as a major touch point for the user and bring great value to the user experience of the user by being a human face and a mentor figure. While the community champion could not be a constant mentor to each user, they are able to be a helping hand to ensure they attendance and engagement of the user in terms of attending phase 2 events.

As learnt from research learnt from Julie Wilde, engagement with the user is the most difficult and important aspect of the rehabilitation system. A community champion would increase engagement between the user and the service by being available to answer questions that the user may have and contact them to ensure attendance prior to events.

Mental health planner & reflective activities

Resource for therapy

The records of events that are relevant to the user's journey can be used in therapy to help the therapist understand the user's narrative as well as spot negative patterns in the user's behavior or exposure. Julie Wilde, a Bristol City Councillor told me in an interview that this system would greatly help the therapy process and as Forwards Together will work in tandem it only provides an extra benefit to the NHS.

Reflective events

Reflective events are a task issued to the user to communicate specific events that they have experienced that day. The events negative or positive are recorded and then later reintroduced to the user to comment in a more objective view and break down their experience to understand the cause or how to better approach the situation. For instance, the user may experience anxiety in a situation with another member of the community, but later on analyses the event and realize that they could approach the situation better next time.

Constructive tasks

Constructive tasks would be offered to the user to help them improve aspects of their social skills that they feel less confident about. For instance, this may be to call their parents or other family members more often, initiate conversations with colleagues or other members of the public or enquire

5 positives

5 positives is a task or game that challenges the user to identify five positive things in their day, stretching the user to think about positives rather than the negatives throughout their day. This task helps build a healthy mindset about their day and start the process of improving the users outlook.

Intergration into the NHS

Intro

The business stakeholder has an interest and agency within the service, but minimal input to the user experience of the service. The business stakeholder has an interest as to reduce the amount of contact time GPs or nurses will have to interact with the lonely individual by allowing the service to attempt to solve the user's loneliness externally. The business stakeholder offers funding and technical support as to fund, maintain, market and distribute the service to the lonely user.

Benefits to Strain

Mental health services are under a high amount of strain as evidenced in the NHS Confederation "System under strain" report for 2018/19 [*]. Most services are awaiting either funding or contact time with face to face medical professionals, on top of this mental health services are not always fully integrated into the NHS system and are therefore costly to the individual.

A user driven, user centred service solution would enable the NHS to own, operate and fund a low-cost mental health service. The model of user driven solutions would also enable a reduced amount of face to face contact hours in many low threat cases of loneliness. Additionally, the service solution doubles up as a preventative and pro-active solution to prevent the further growth of mental health issues that would cost exponentially more resources if untreated.

User Experience

Through a personalised and holistically designed user experience, the service solution can separate from traditional and clinical experiences of dealing with mental health services. As found in the Frome model, users ,previous to the projects integration, felt that traditional methods of getting help felt clinical and designed as if they were dealing with a physical disability or ailment.

Treating mental health is not and cannot be treated in the same way as a physical issue, and understanding this, the solution has to be designed in a human and approachable method to create a personable culture that the client can engage with. The appropriate system of dealing with mental health problems is with human solutions that include normalising the problem, removing the negative solution, understanding each individuals personal pain points and providing a system that offers digital and human interactions.

Intergration into University

Intro

Universities have been identified through research as a hotspot for a growth in loneliness in the target user group of 18-24 year old. It is also a commonly understood problem that Universities are struggling with mental health problems that are produced out of isolation. For instance, Bristol University has created a Campaign against suicide. "Suicide is the leading cause of death in adolescents and young people in the UK" [1], a statement from Bristol Universities' "University of Bristol Suicide Prevention and Response Plan". The production of such a measure illustrates the growing problem but also the scale in which universities are prepared to prevent further loss of life and the rehabilitation of mental health problems.

Reducing Loneliness in an isolated environment

Reducing and rehabilitating users in isolated environments is the first step to preventing further damage and loss of life in the target user base. Stigma is reducing, funding and interest is peaking, and universities recognize that preventative measures are required to reduce mental health problems in university communities. With this level of engagement with a powerful body such as a uni would be appropriate for a partnership between a mental health service like Forwards Together.

Engageable user base

The target user base in University communities are technically literate, engaged with mental health and vocal about the problem surrounding them. These traits indicate that they would be engageable with a service design that would use community events and community development and healing. Student bodies like Student Unions and other services such as the "Big White Wall" have proven that university services communicate and operate well together, a crucial element for a collaborative system like Forwards Together. Using the current resources that Universities hold, Forwards Together would integrate and be able to offer as well as exploit resources for the benefit of the user.

Argument for UNI Intergration