

Noetic Justice

Let's fight for our mental health

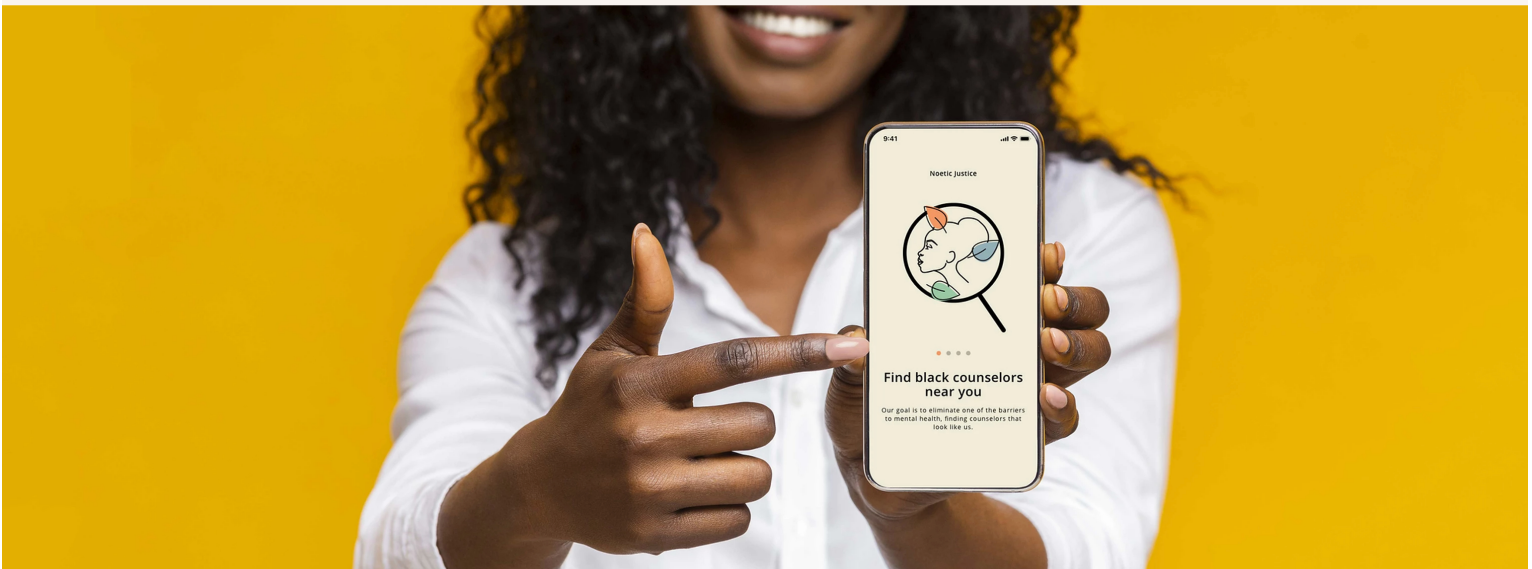
Introduction

A mobile app designed to help African Americans find counselors that share their cultural background. A key feature of this app offers a quick touch point with a short questionnaire to diagnose the issue and, when available, a phone or video call.

Problem

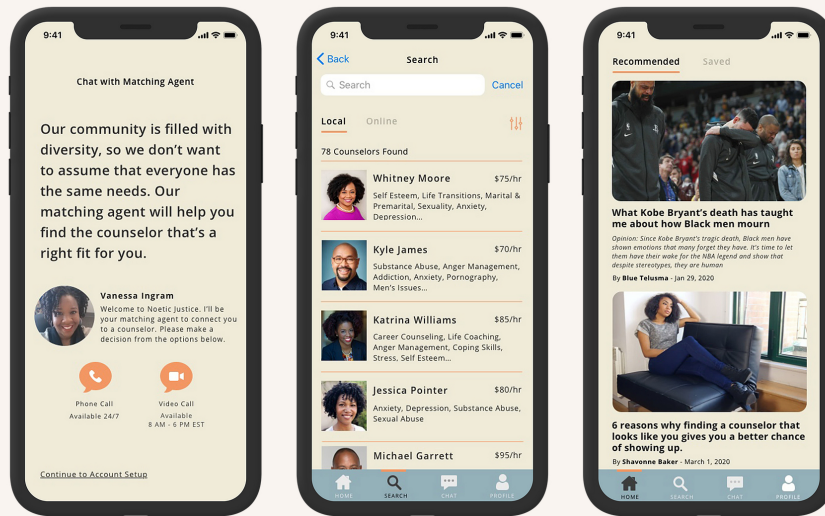
Mental health has been a taboo topic in the African American community, which often furthers isolation. Because of this, African Americans struggle to reach out for help. When I started counseling, I quickly noticed the difficulty of finding a counselor that shared my cultural background. If I did not already have a positive view of counseling, I would have given up.

This app was designed with users like me in mind. Knowing how hard it is to pursue something with little cultural support, addressing the mental health of the user in every interaction was extremely important, from the onboarding to the home page.



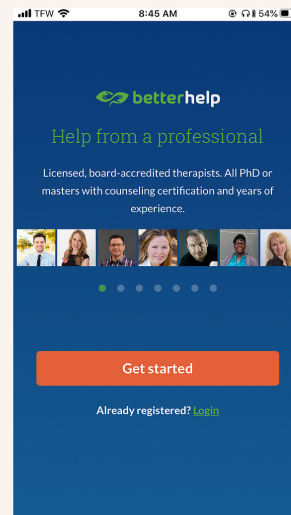
Key Features

- Quick touchpoint available (call or video chat) to increase the chances of follow-through
- Easy search to find a counselor online or local
- Matching agent to assist users to find the right counselor reduces the "try-out" process
- The home page offers resources to educate the user about counseling

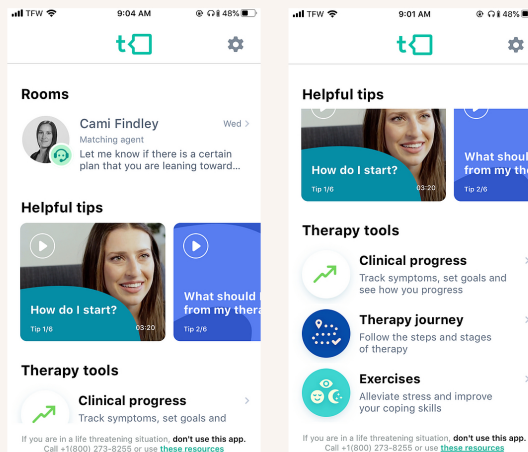


Competitor Analysis & User Research

Better Help is an online portal that provides direct-to-consumer access to behavioral health services. They require the user to put a credit card on file very quickly, which could be a barrier to someone already nervous about pursuing counseling.



Talkspace Online Therapy is a completely online counseling service. Users are able to quickly talk to the matching agent, who gathers more information to better assist in finding the right counselor. They offered a great onboarding experience with helpful tips to get someone comfortable with counseling.

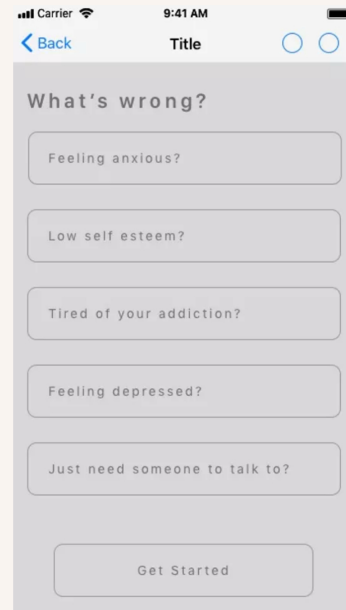


Instead of seeking professional help for conditions such as depression and anxiety, many in the community resort to **self-medication** (drugs, pornography, alcohol, etc.) or **isolation** in an attempt

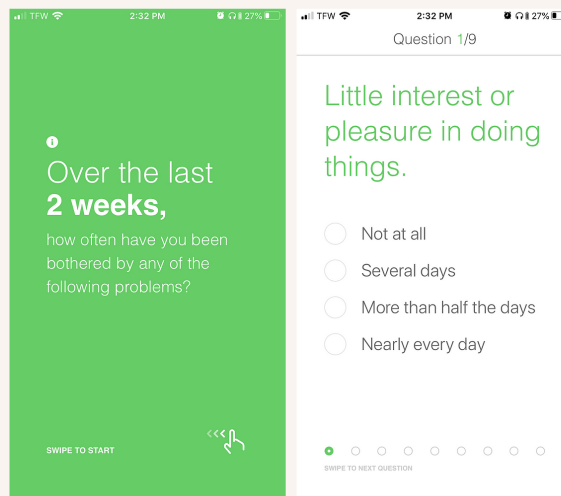
to solve their problems on their own. This issue of **masking the pain** is especially prevalent amongst black men.

Problems in Testing

In the first design of the app, I used themes and wording from meditation apps such as *Calm & Headspace*. When testing, a few of the users mentioned that it could be a lot to ask a user to diagnose themselves, considering the lack of cultural support and the potential of the user being unable to name their own feelings---things you learn in counseling or from a healthy emotional home. Here was the first design.

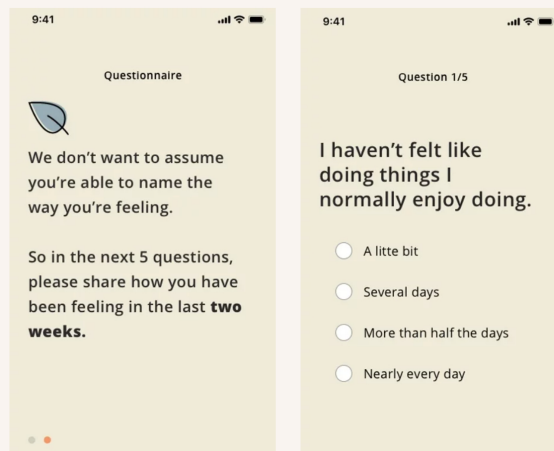


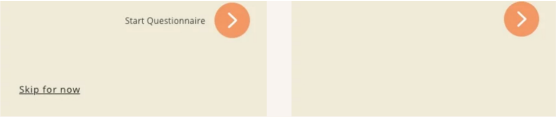
After doing some research with this new information, I found an app called *Depression Test*, which helps you discover whether you have depression by asking questions.



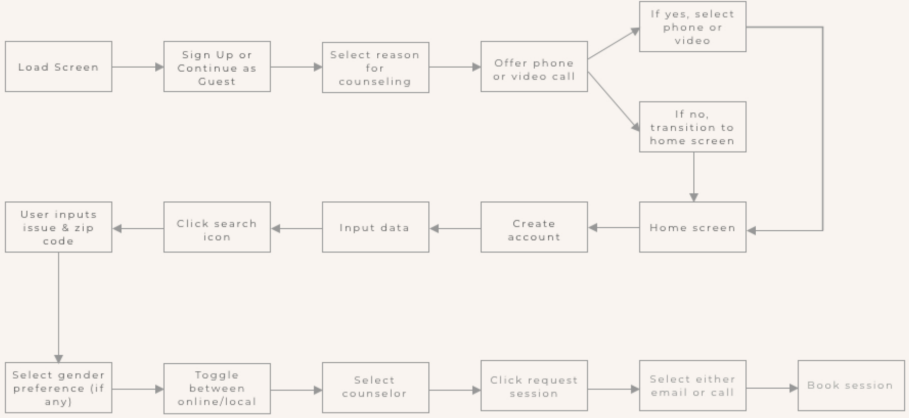
Final Idea After Testing

In the final design, I changed it to asking more indirect questions to help the user diagnose their struggle.

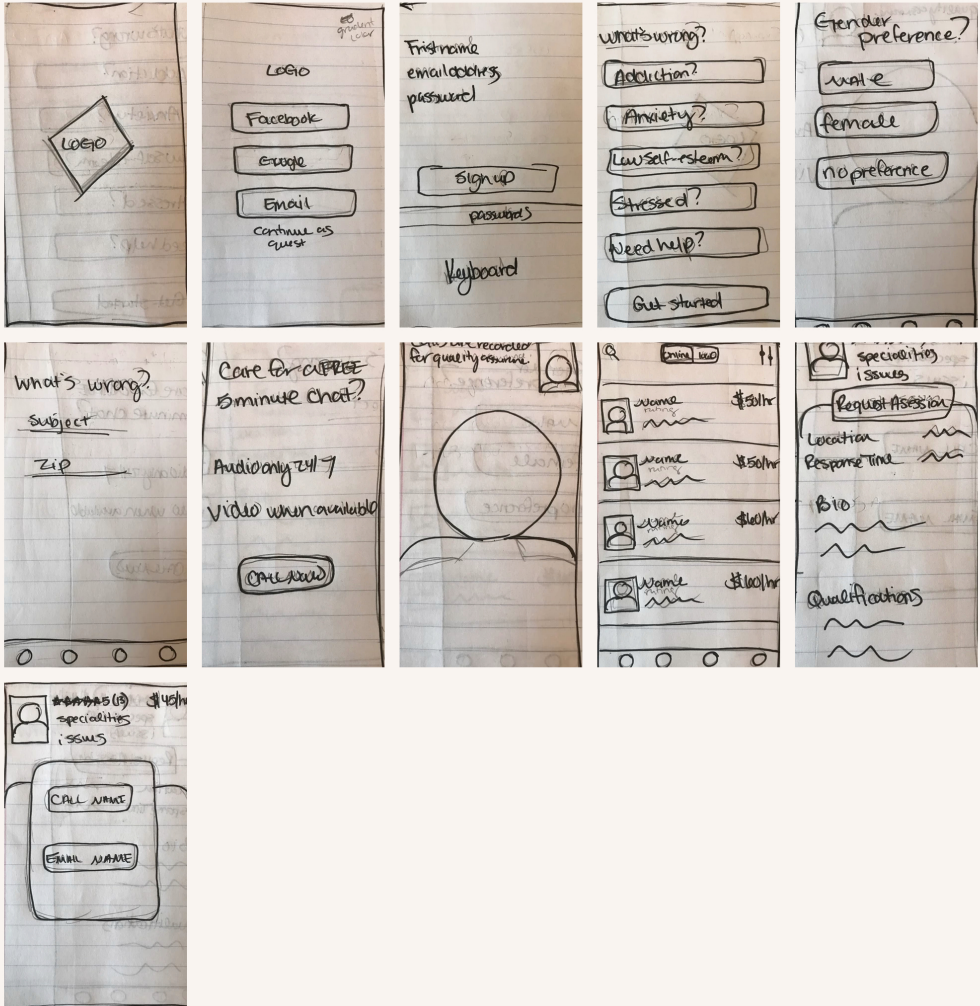




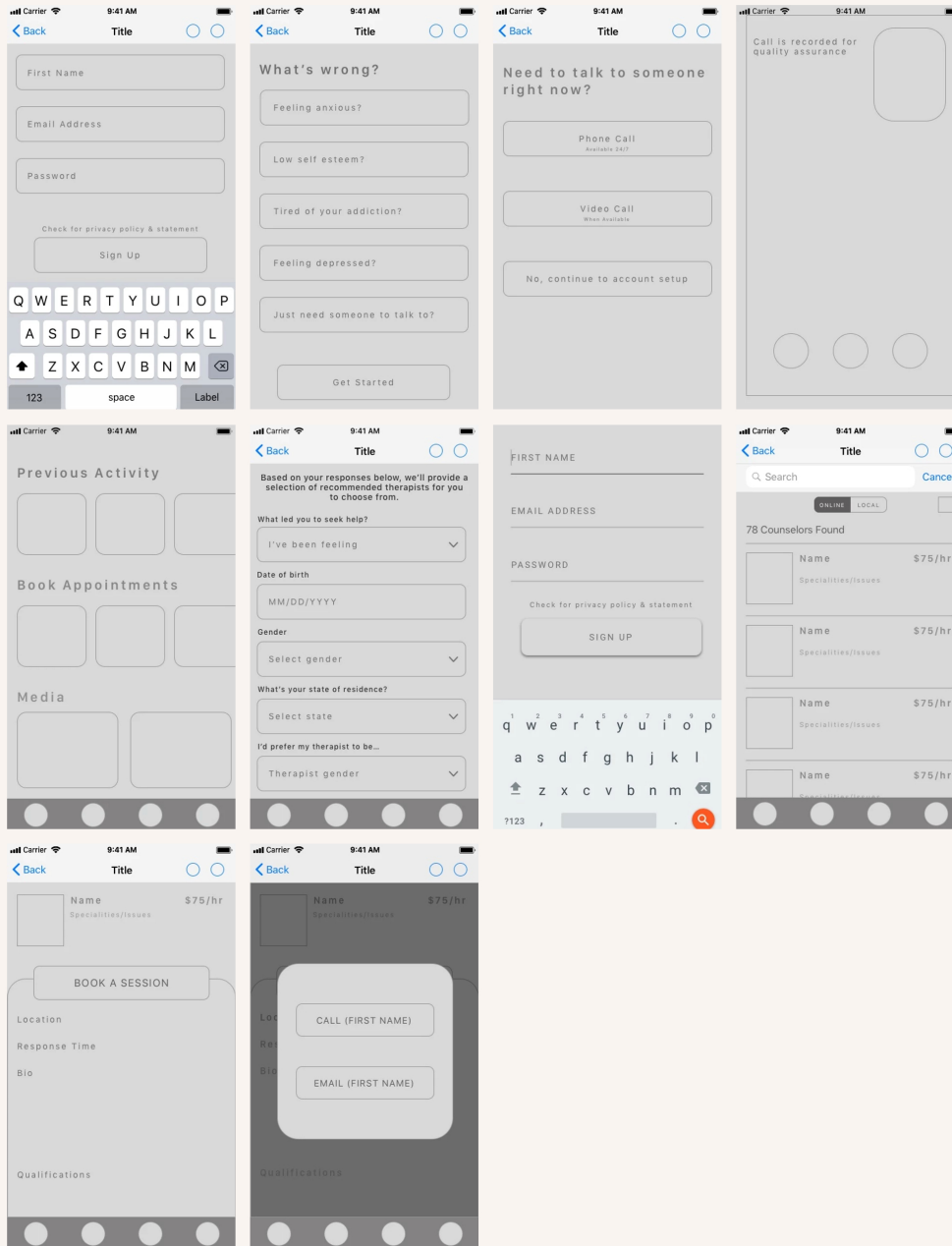
User Flows



Initial Sketches

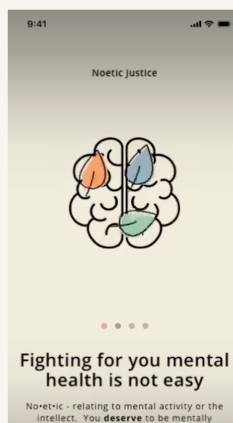


Mid-Fidelity Screens



Onboarding Animation

Made with Flinto



Final Screens

Noetic Justice

Find black counselors near you

Our goal is to eliminate one of the barriers to mental health, finding counselors that look like us.

Noetic Justice

Fighting for you mental health is not easy

No-etic - relating to mental activity or the intellect. You **deserve** to be mentally healthy.

Noetic Justice

Let's break the stigma together

The stigma within the black community is people will view you as "crazy" or "weak" if you aren't able to handle issues that may arise in your life.

Noetic Justice

We got your back!

Getting help is not weakness, **we say it's strength!** We are glad that you're taking this first step.

Let's Get Started

Sign Up

Noetic Justice

Sign Up With Email

f G+

or

Continue as a Guest

First Name

Email Address

Password SHOW

[Skip for now](#)

By signing up you accept the [Terms of Service](#) and [Privacy Policy](#)

Sign Up

Q W E R T Y U I O P
A S D F G H J K L
Z X C V B N M

123 space return

Questionnaire

Many of us struggled to take this first step. That is why this app was created.

We want to offer you a quick touch point to help get over the hump. The questions are to give the matching agent enough information to engage with you well.

Start Questionnaire

Questionnaire

We don't want to assume you're able to name the way you're feeling.

So in the next 5 questions, please share how you have been feeling in the last **two weeks**.

Start Questionnaire

Question 1/5

I haven't felt like doing things I normally enjoy doing.

A little bit
 Several days
 More than half the days
 Nearly every day

Question 2/5

Lately I have been overeating or not eating at all.

A little bit
 Several days
 More than half the days
 Nearly every day

Question 3/5

I keep doing something I don't want to do.

A little bit
 Several days
 More than half the days
 Nearly every day

Question 4/5

I sometimes think I don't really like myself.

A little bit
 Several days
 More than half the days
 Nearly every day

Question 5/5

I sometimes wish I had someone to talk to.

A little bit
 Several days
 More than half the days
 Nearly every day

Our community is filled with diversity, so we don't want to assume that everyone has the same needs. Our matching agent will help you find the counselor that's a right fit for you.

Vanessa Ingram
Welcome to Noetic Justice. I'll be your matching agent to connect you to a counselor. Please make a decision from the options below.

Phone Call Available 24/7
Video Call Available 8 AM - 6 PM EST

Continue to Account Setup

9:41

Video Call

Opinion: Since Kobe Bryant's tragic death, Black men have shown emotions that many forget they have. It's time to let them have their wails for the NBA legend and show that despite stereotypes, they are human

By Blue Telusma - Jan 29, 2020

Based on your responses below, we'll provide a selection of recommended counselors for you to choose from.

Any information provided will stay private between you and your counselor.

What led you to seek help?
I've been feeling

Date of birth
MM/DD/YYYY

Gender

When would you like to schedule your next appointment?
9:10 AM

I was thinking maybe next Tuesday? The 14th?
9:11 AM

That works! See you then!
9:13 AM

Thanks! See you then!
9:14 AM

Local Online

78 Counselors Found

Whitney Moore \$75/hr
Self Esteem, Life Transitions, Marital & Premarital, Sexuality, Anxiety, Depression...

Kyle James \$70/hr
Substance Abuse, Anger Management, Addiction, Anxiety, Pornography, Men's Issues...

Katrina Williams \$85/hr
Career Counseling, Life Coaching, Anger Management, Coping Skills.

Katrina Williams \$85/hr
Career Counseling, Life Coaching, Anger Management, Coping Skills, Stress, Self Esteem...

Book A Session

Location Atlanta, GA
Response Time 4 hours approx
Availability Mornings, Evenings
Bio Katrina was raised in a home with deep



6 reasons why finding a counselor that looks like you gives you a better chance of showing up.

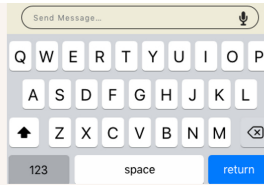
Select gender

What's your state of residence?

Select state

I'd prefer my therapist to be...

Therapist gender



Stress, Self Esteem...

Jessica Pointer \$80/hr
Anxiety, Depression, Substance Abuse, Sexual Abuse

Michael Garrett \$95/hr

HOME SEARCH CHAT PROFILE

dysfunction. As a youngest of 3 children, she suppressed her emotions until a breakthrough happened in college when she had a friend convince her to begin counseling. Her fear was melted away the minute she realized she had a safe place to share some of her deepest secrets.

Qualifications
Years in Practice: 12 Years
School: Argosy University
Year Graduated: 2008
License and State: LPC007046 Georgia

Katrina Williams \$85/hr
Career Counseling, Life Coaching, Anger Management, Coping Skills, Stress, Self Esteem...

Book A Session

Call will be recorded for quality assurance.

Call Katrina

Email Katrina

Qualifications
Years in Practice: 12 Years
School: Argosy University
Year Graduated: 2008
License and State: LPC007046 Georgia

← Go Back Home

View Next Case Study →

LET'S WORK TOGETHER

claudebball@gmail.com

© 2020 Claude Ball Designs • Atlanta, Georgia

LET'S CONNECT

About Me

in @ f