

# Social Good Mental Health Hub:

## *Mindful Support Space*



By Khrystyna Kis, Karyn O'Neill, and Tracey Sanders

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# */ Problem & Research*



Lead Researcher: Khrystyna Kis

# *Project Background*

Mindful Support Space is a mental-health education nonprofit focused on increasing access to emotional well-being resources.

## Offers:

- Free / low-cost workshops
- Evidence-informed toolkits
- Optional 1:1 coaching or counseling

## Core Focus Areas:

- Stress management
- Emotional regulation
- Life transitions & burnout prevention

## Project Objective:

**Design a lead-generation website + toolkit + nurturing email flow that:**

- Reduces overwhelm
- Builds trust
- Guides users toward workshop enrollment

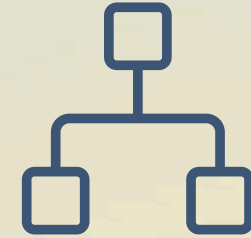


# Organization Mission & Purpose



## Mission

Increase access to affordable, evidence-based mental-health education.



## Program Structure

- Workshops led by licensed therapists, coaches, and educators
- Practical toolkits with guided exercises and reflection prompts
- Optional 1:1 support for deeper exploration



## Core Values

- Accessibility & affordability
- Clear, non-clinical language
- Emotional safety & inclusivity
- Privacy & data protection



## Strategic Positioning

Preventive education that lowers barriers before crisis-level care is needed.

# Case Studies (Secondary Research)

## Organizations Reviewed:

- National Alliance on Mental Illness - [naminc.org](http://naminc.org)
- Anxiety and Depression Association of America - [adaa.org](http://adaa.org)
- Mental Health America - [mhaofcc.org](http://mhaofcc.org)

## Common Best Practices Identified:

- Clear, supportive, non-clinical tone
- Calming color palettes with strong contrast for accessibility
- Prominent, repeated CTAs
- Lead magnets to capture emails and nurture engagement
- Scannable layouts with structured hierarchy

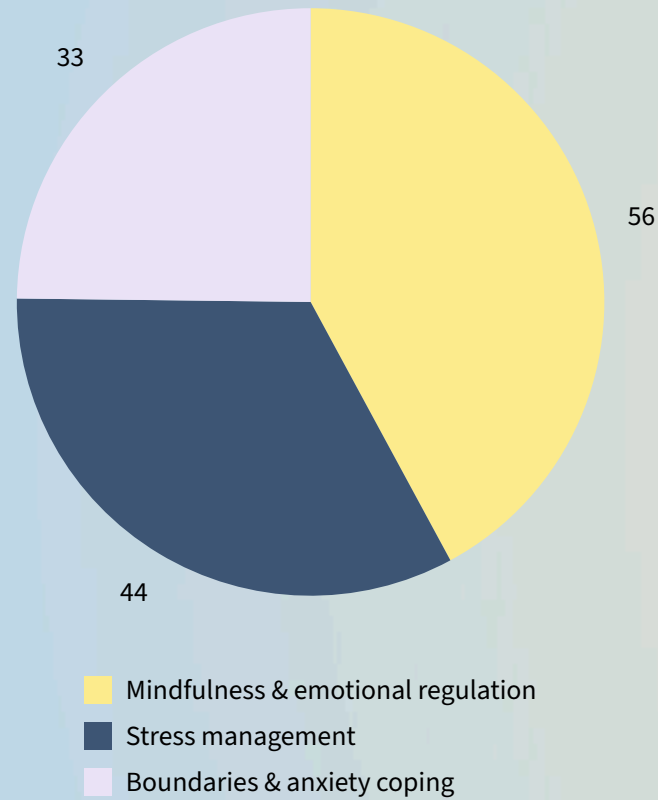


## Key Insight:

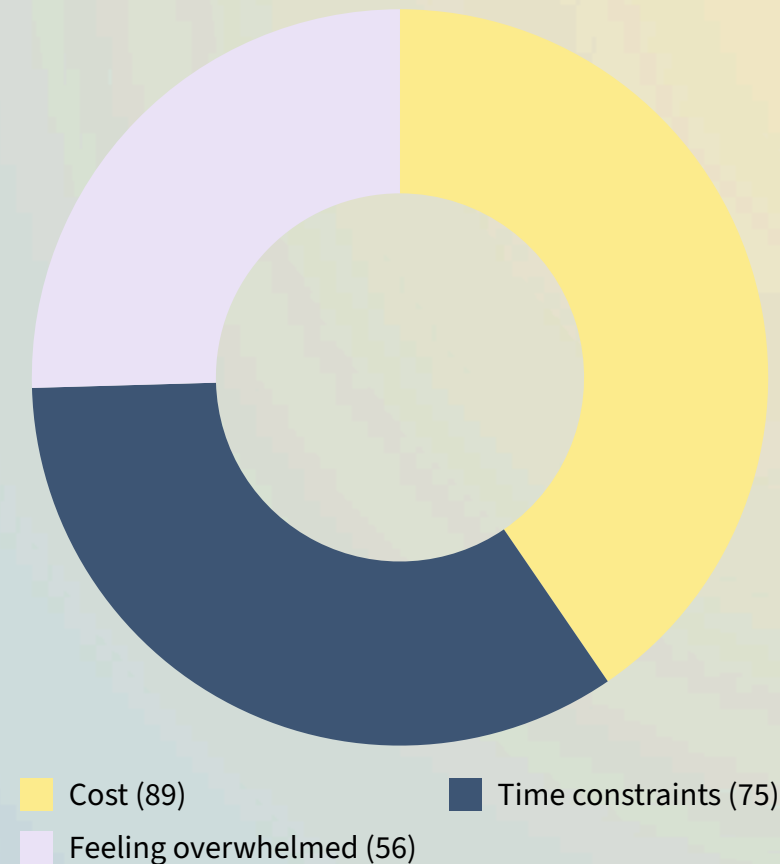
Trust and clarity drive engagement more than complexity.

# Preliminary Research (Survey)

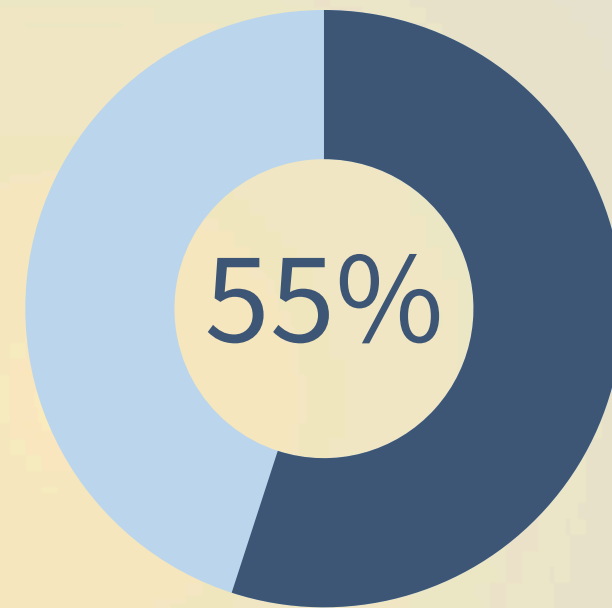
## Top Topic Interests:



## Main Barriers:

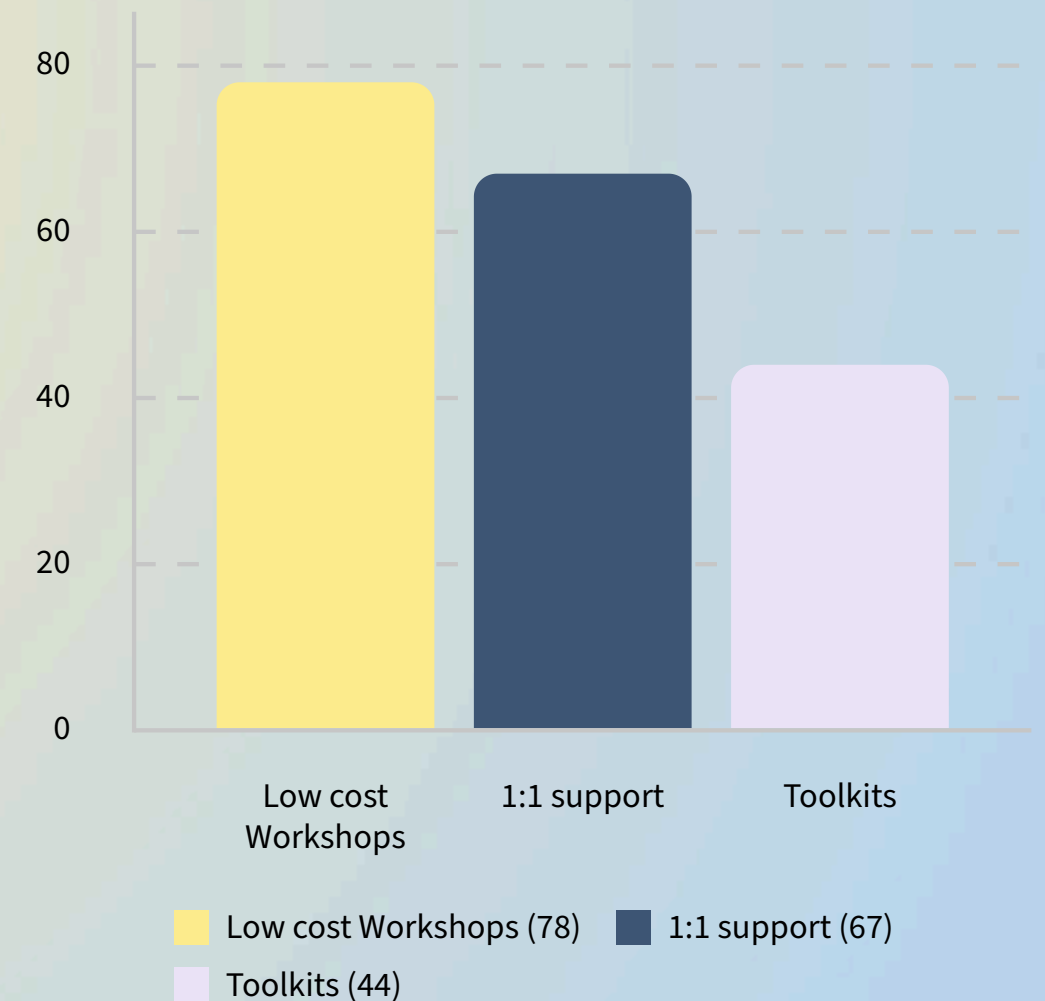


## Stress Levels:



55% feel stressed often or very often  
Only 11% feel stressed rarely

## Preferred Formats:



# Research Insights



## Core Themes Identified

1. Users want practical, everyday skills
2. Content must be simple and non-clinical
3. Trust is built through professional credibility
4. Cost & flexibility directly impact participation
5. Tone must normalize struggle and reduce stigma



## Strategic Impact

- Informed toolkit structure
- Shaped pricing & messaging
- Validated lead magnet funnel strategy
- Guided brand tone & content hierarchy

# User Personas

- Users experience frequent stress and want simple, practical tools
- Prefer clear, non-clinical language and step-by-step guidance
- Need resources that feel approachable, trustworthy, and not overwhelming
- Motivated by affordability, flexibility, and emotional support
- Value relatable stories and content that normalizes their experiences



**Alex Rivera**

Age: 24  
Education: Graduate Student  
Hometown: Apex, NC  
Family: Lives with roommate  
Occupation: Graduate student / part-time research assistant

"I just want simple tools to manage stress without feeling overwhelmed."

#### Goals

- Learn practical stress management strategies
- Attend free or low-cost workshops
- Access trustworthy mental health resources

#### Frustrations

- Overwhelmed by mental health jargon and resources
- Unsure where to start or what resources are credible
- Concerned about privacy when sharing personal information online

Alex has been balancing graduate studies and a part-time job, feeling increasingly stressed and anxious. He wants to manage stress effectively but feels lost navigating the overwhelming amount of mental health resources online. He discovers the Mental Health Resource Hub through a social media post and downloads the "Stress & Resilience Toolkit." After exploring the resources and reading educational blogs, Alex signs up for a virtual stress-management workshop, finding the structured guidance exactly what he needed.



**Linda Thompson**

Age: 56  
Education: College graduate  
Hometown: Raleigh, NC  
Family: Two adult children who live independently  
Occupation: Office manager (semi-retired)

"Now that my kids have moved out, I feel like I don't have anyone to really connect with."

#### Goals

- Find ways to cope with loneliness and improve emotional well-being
- Participate in supportive workshops or group activities
- Discover practical strategies for staying mentally and socially active

#### Frustrations

- Feels isolated and disconnected after children left home
- Overwhelmed by digital tools and online resources
- Concerned that she might not "fit in" with younger participants

Linda recently retired from full-time work and her children moved to other cities. She feels lonely and wants to connect with others while improving her mental well-being. Searching online, she finds the Mental Health Resource Hub and is drawn to the "Stress & Resilience Toolkit" and workshops for adults in her age group. After downloading the toolkit and reading blog posts tailored to midlife stress, Linda signs up for a local in-person workshop where she meets others with similar experiences, helping her feel more connected and supported.

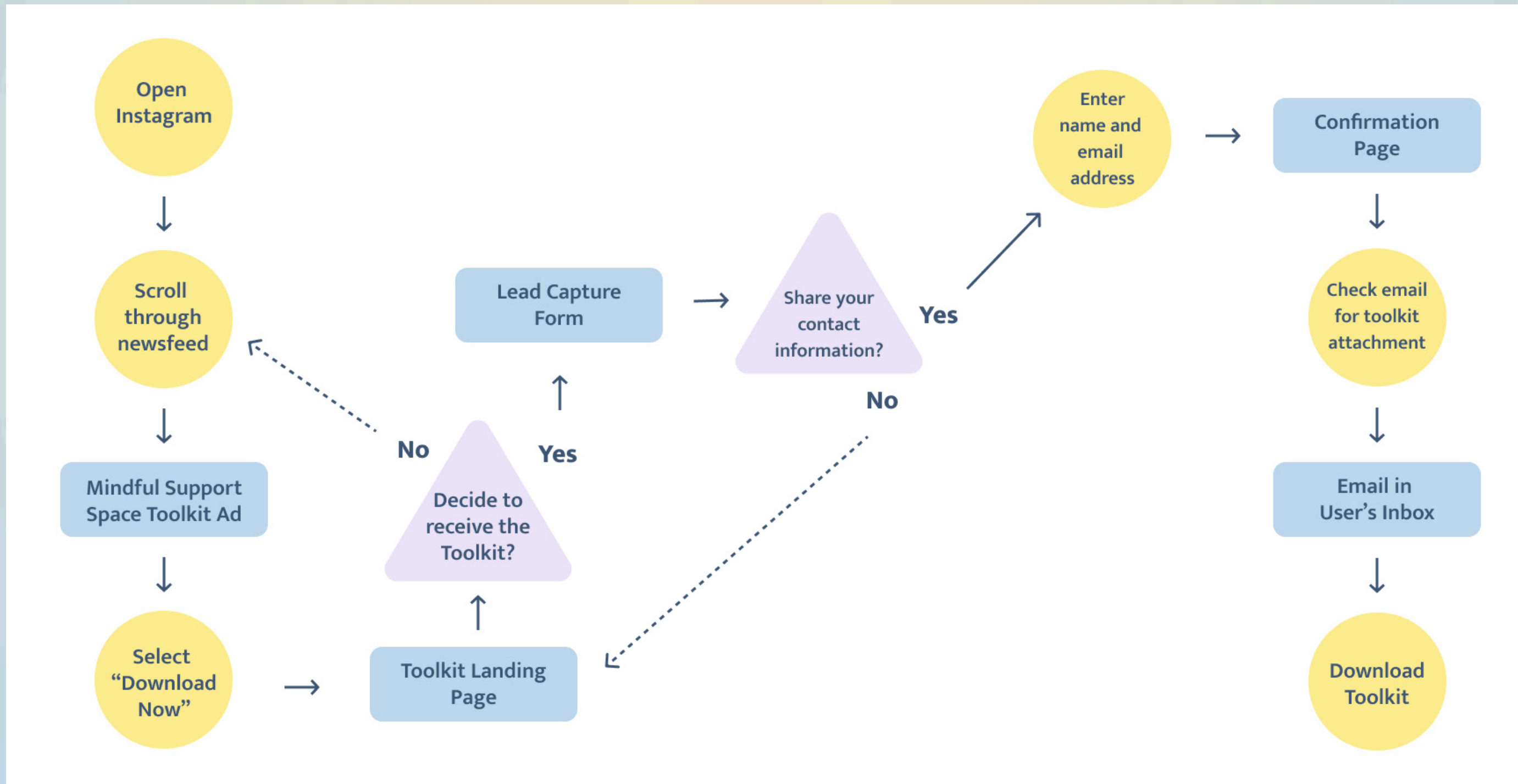
# 2 *Design & Solution*



Lead Designer: Karyn Alice Rahal O'Neill

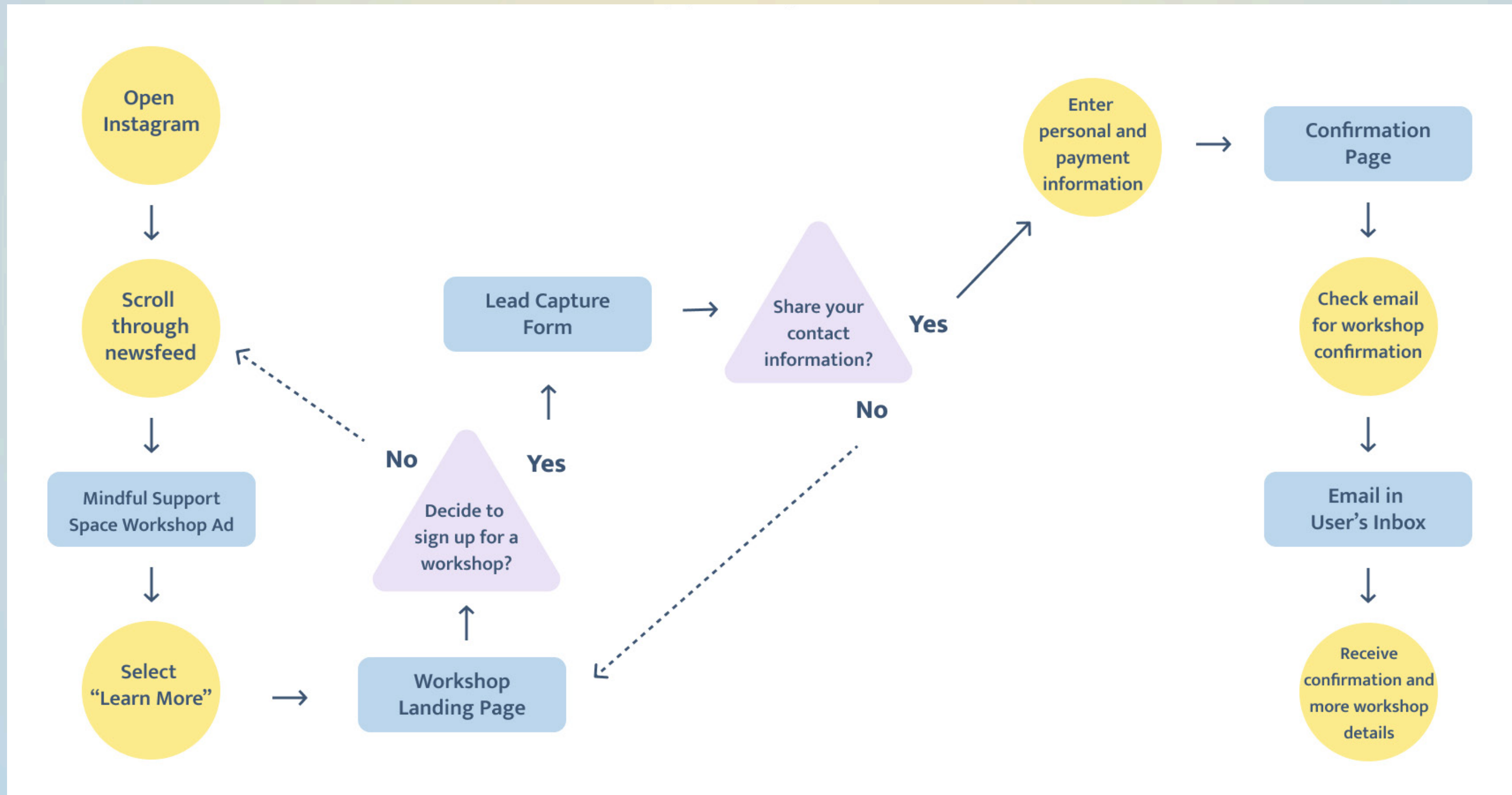
# The Customer's Journey

## User Flow 1: Download the Stress & Resilience Toolkit



# The Customer's Journey (Continued)

## User Flow 2: Sign Up for the Stress Management Workshop



# Our Design System

## Full Logo Lockup



## Typography

*Heading 1: CCSpaghettiWestern (50px)*

*Heading 2: CCSpaghettiWestern (33px)*

Heading 3: Ek Mukta Semibold (25px)

Heading 4: Ek Mukta Medium (23px)

*Heading 5: CCSpaghettiWestern (20px)*

Paragraph Text: Ek Mukta Medium (17px)

Footer Text 1: Ek Mukta Bold (16px)

## Buttons

Register

Skip for Now

Toolkits

Login / Sign Up

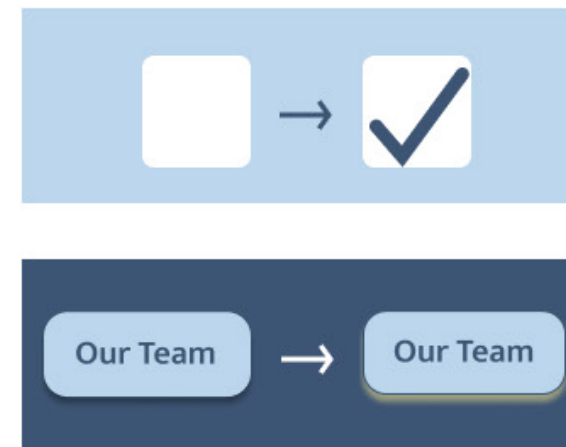
## Abbreviated Logo Lockup



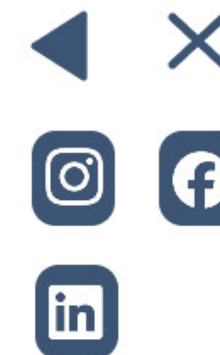
## Color Palette



## Components



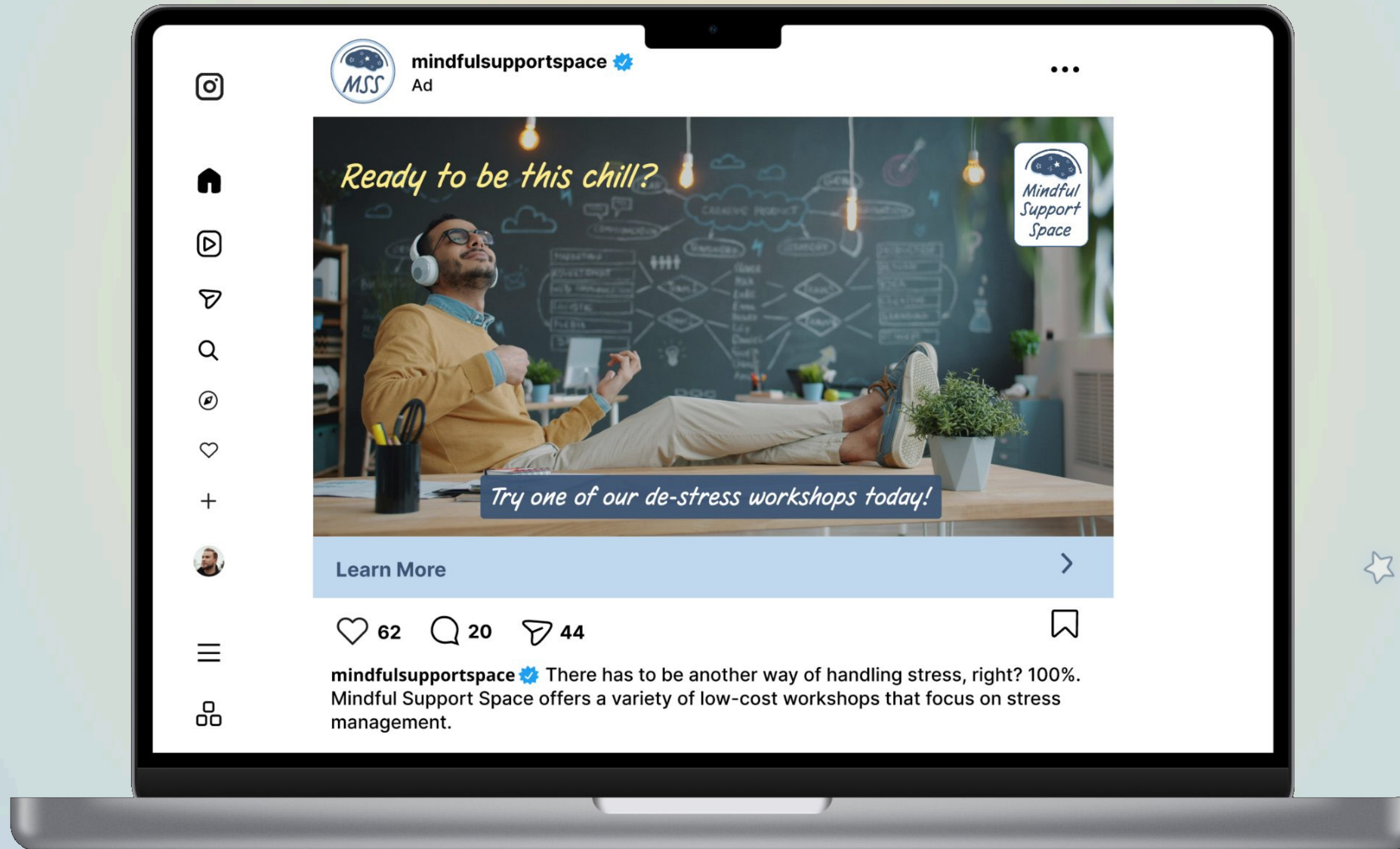
## Icons



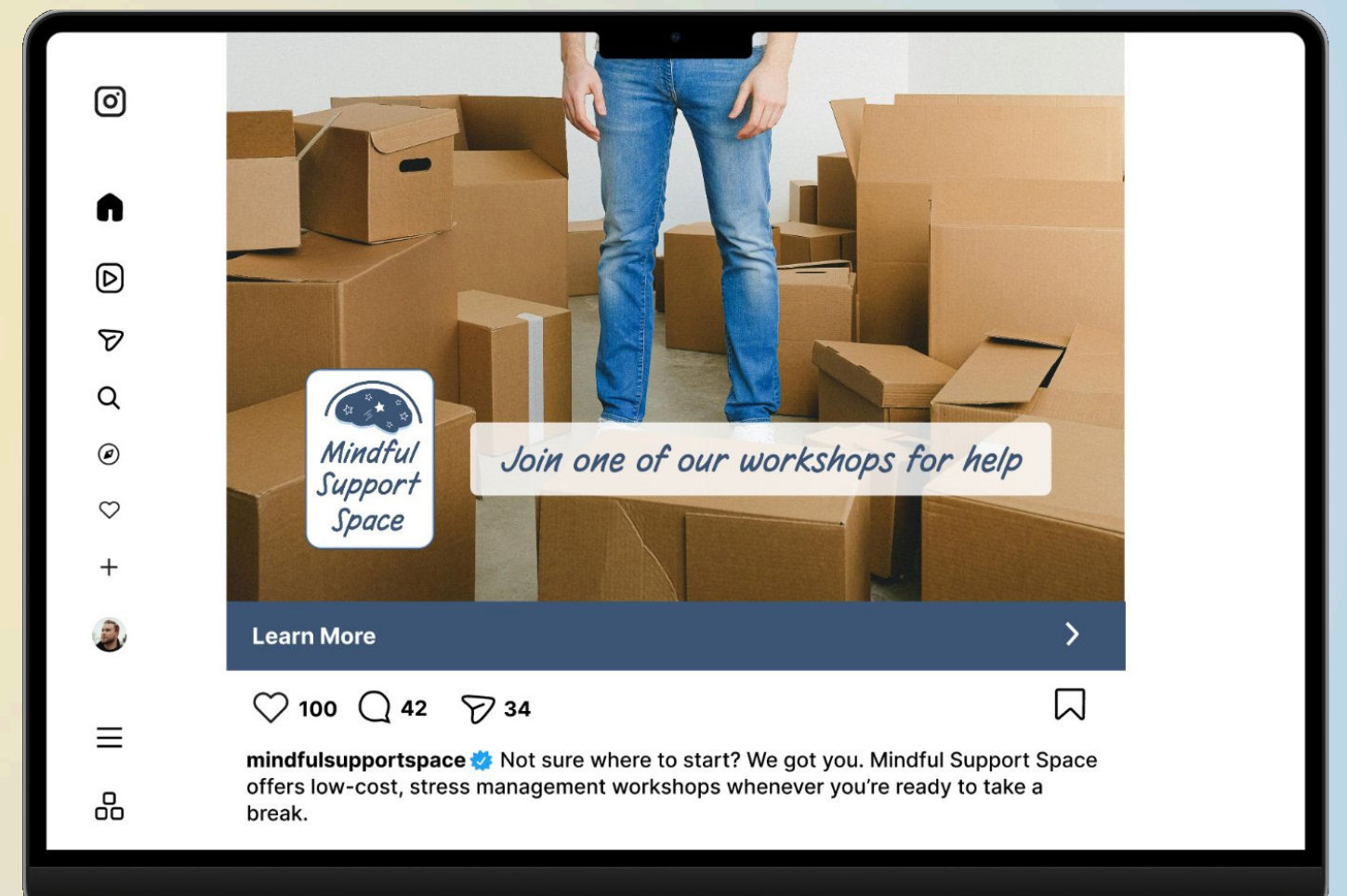
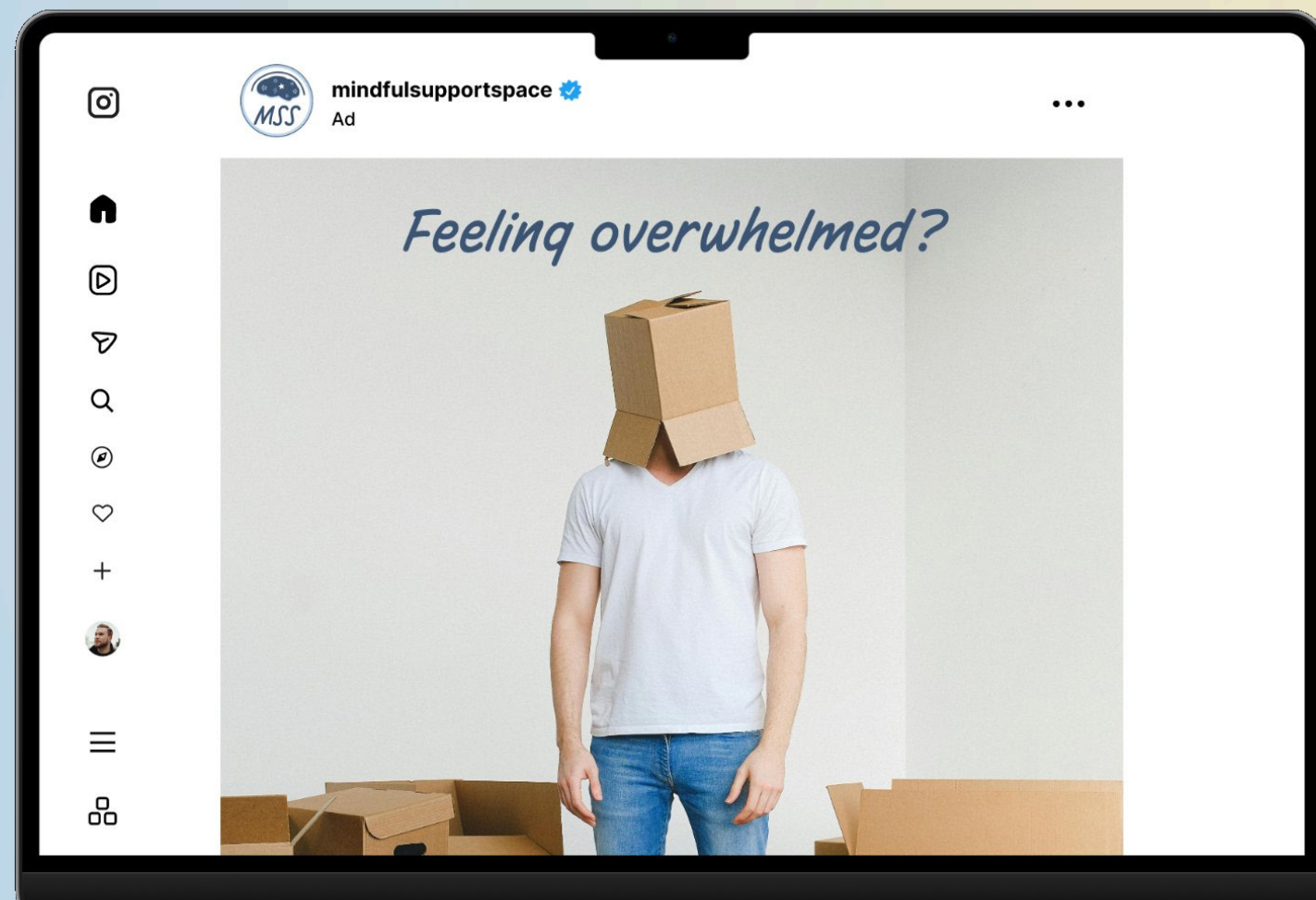
# Social Media Campaign: Instagram Post #1



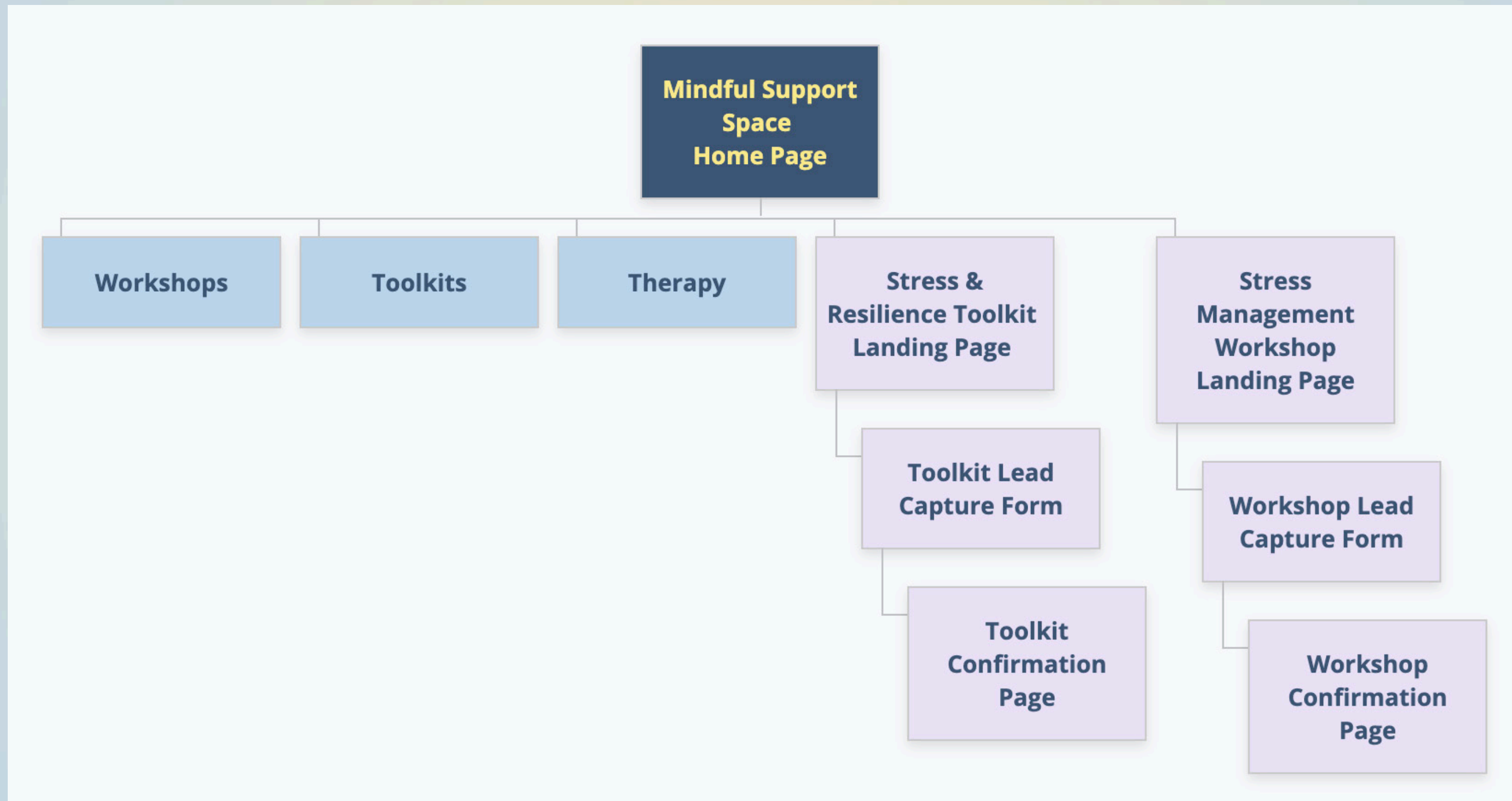
# Social Media Campaign: Instagram Post #2



# Social Media Campaign: Instagram Post #3



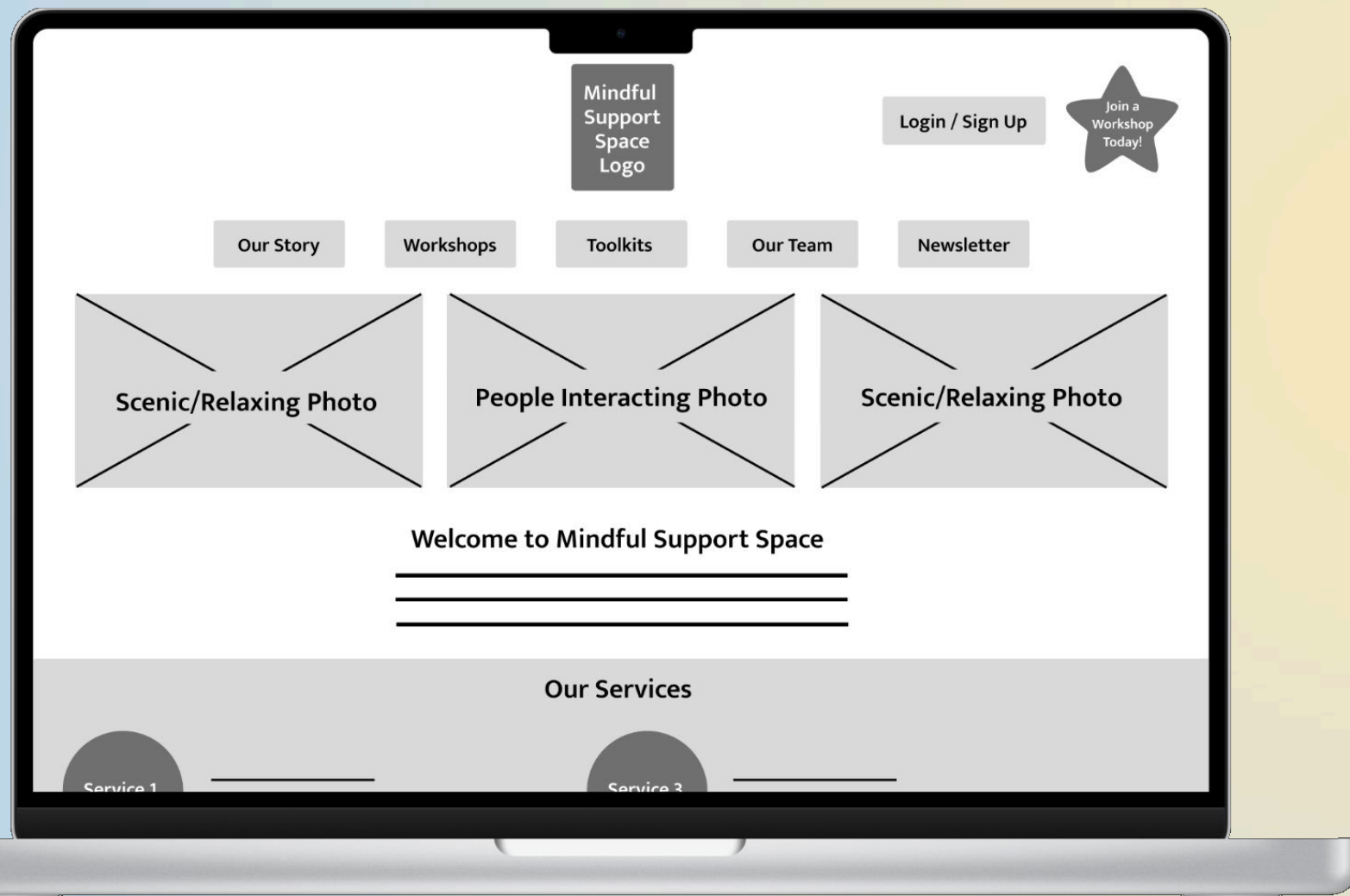
# Snapshot of the Website's Sitemap



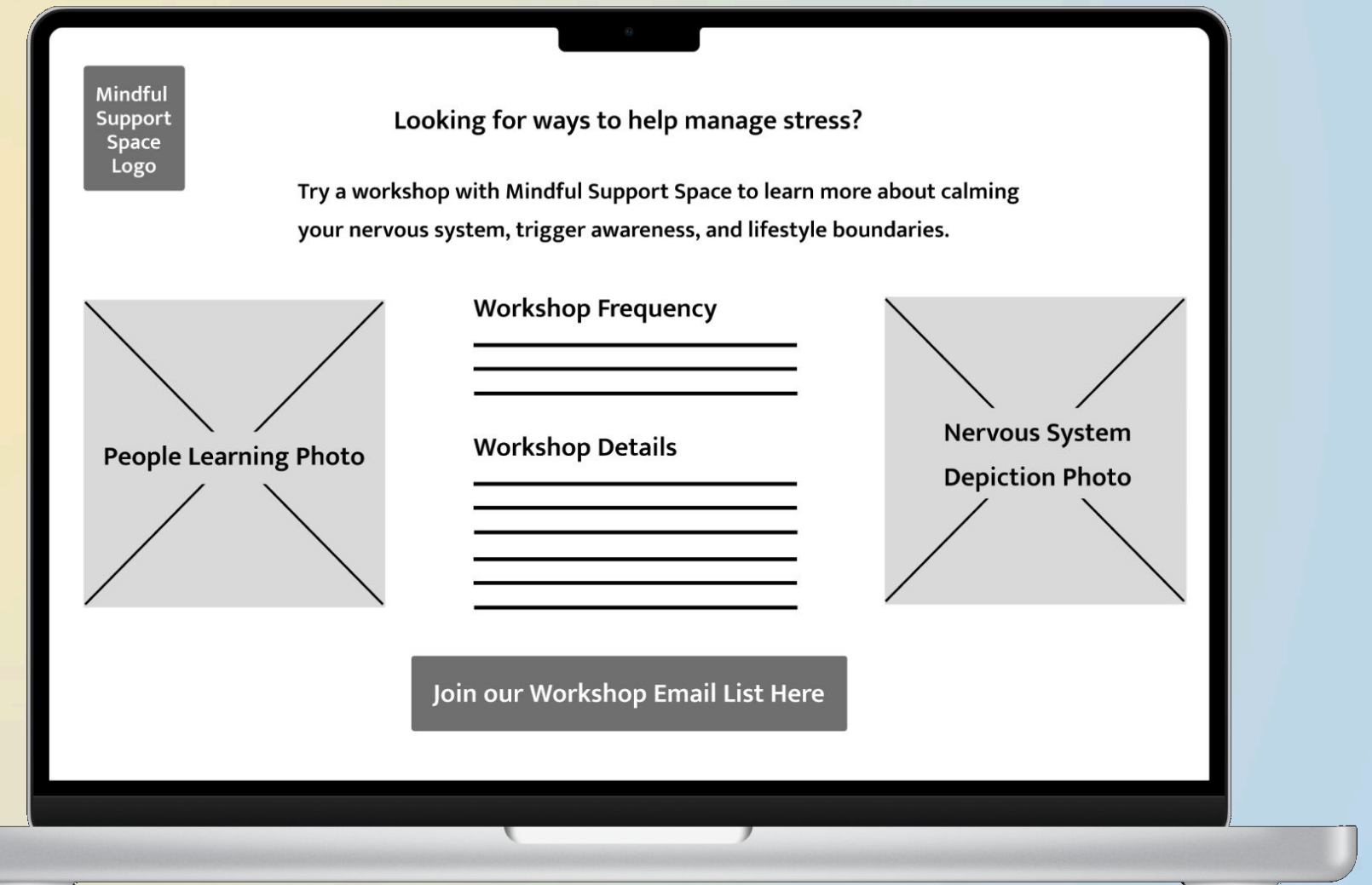
\* The pages listed in the light blue boxes are found in the navigational menu whereas the pages listed with the light purple boxes are separate and relate to lead magnet pages. All pages connect to the home page.

# Snapshot of Our Low-Fidelity Prototype

## Home Page



## Workshop Landing Page

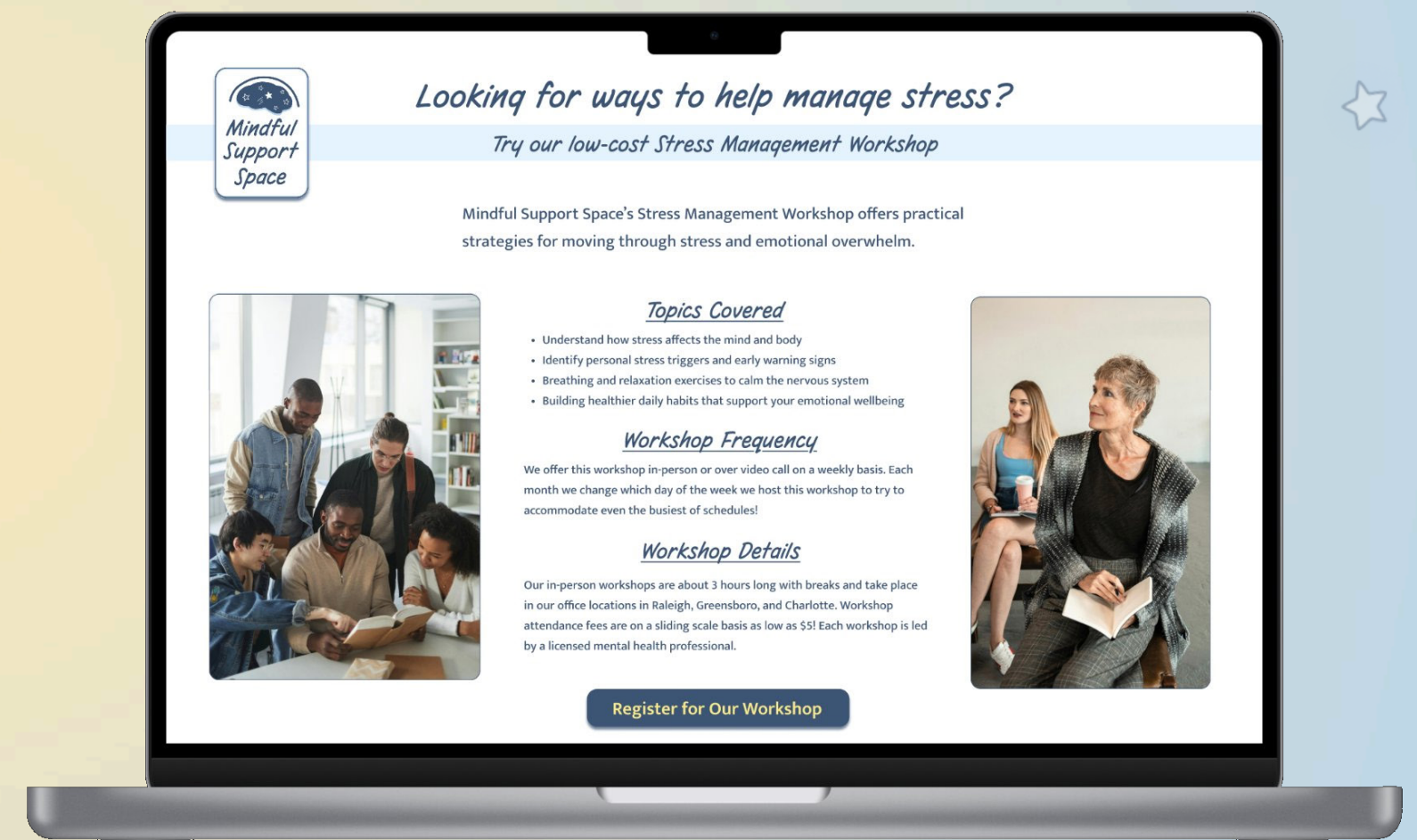


# Our High-Fidelity Prototype

## Home Page



## Workshop Landing Page

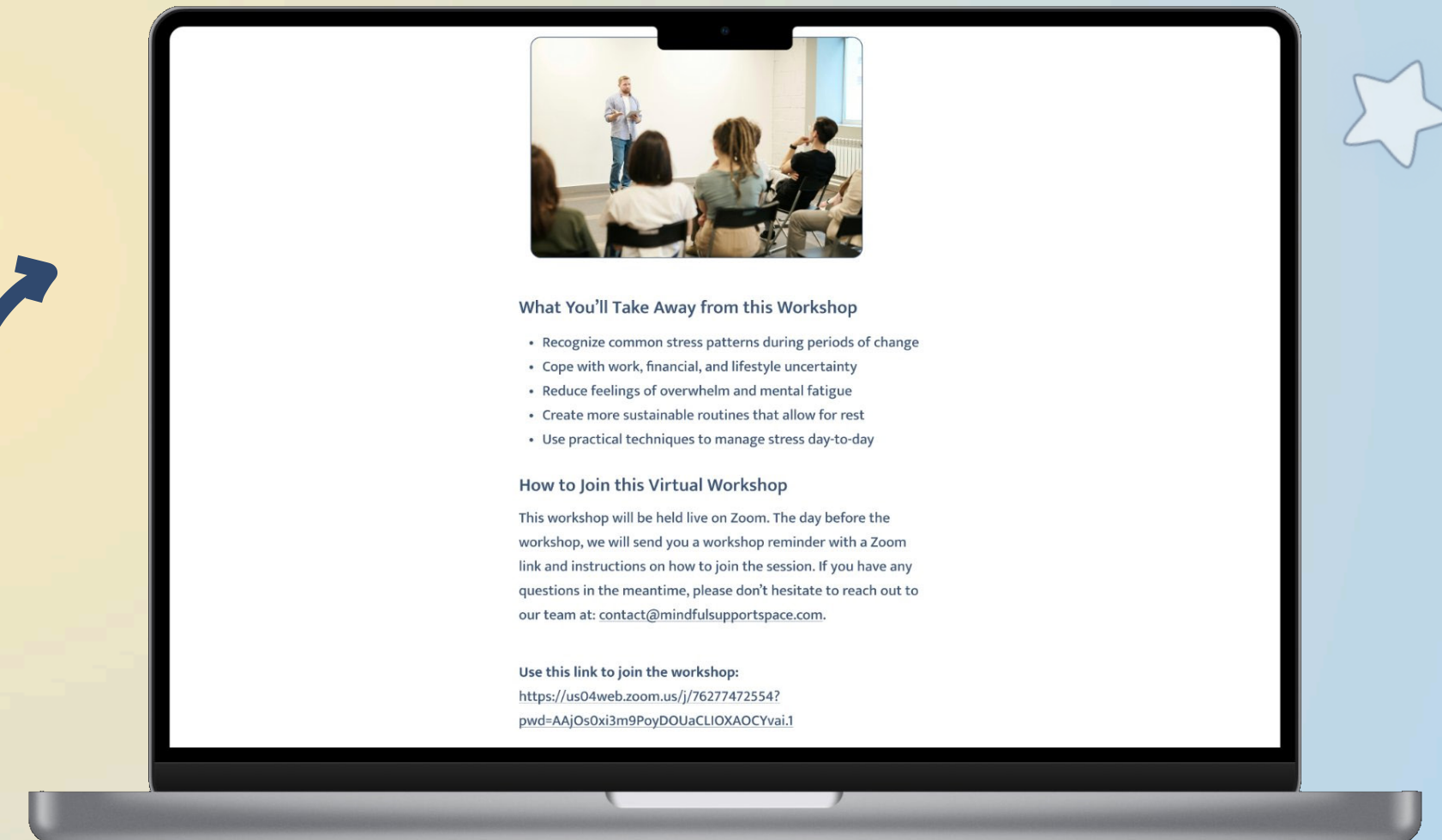
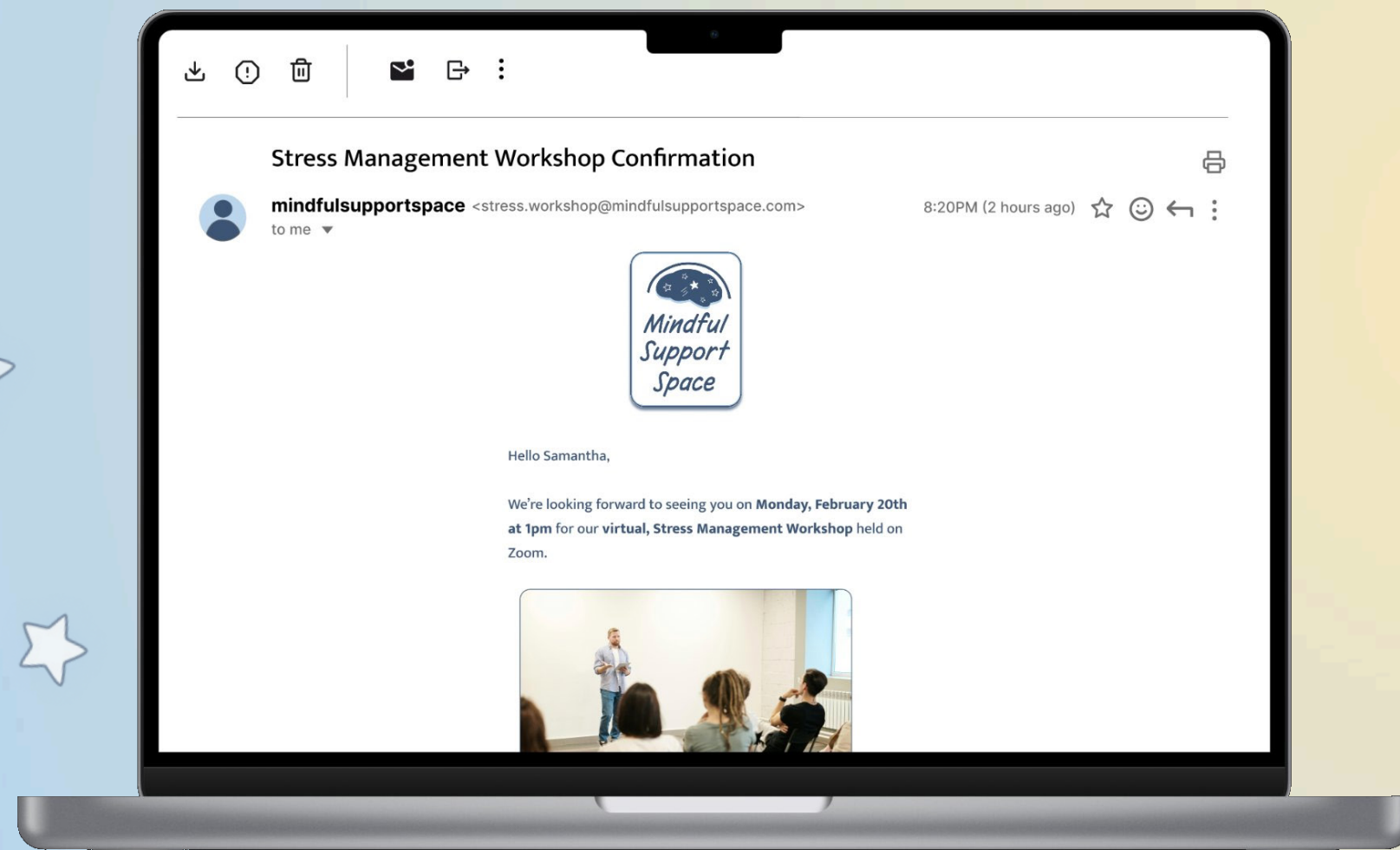


## Finalized Prototype Link:

<https://www.figma.com/proto/LgPlZID0UPcuz0bJMy2Ywn/Mindful-Support-Space-Website?node-id=342-592&t=CguyLeK1TsjXoUOn-1&scaling=scale-down&content-scaling=responsive&page-id=334%3A189>

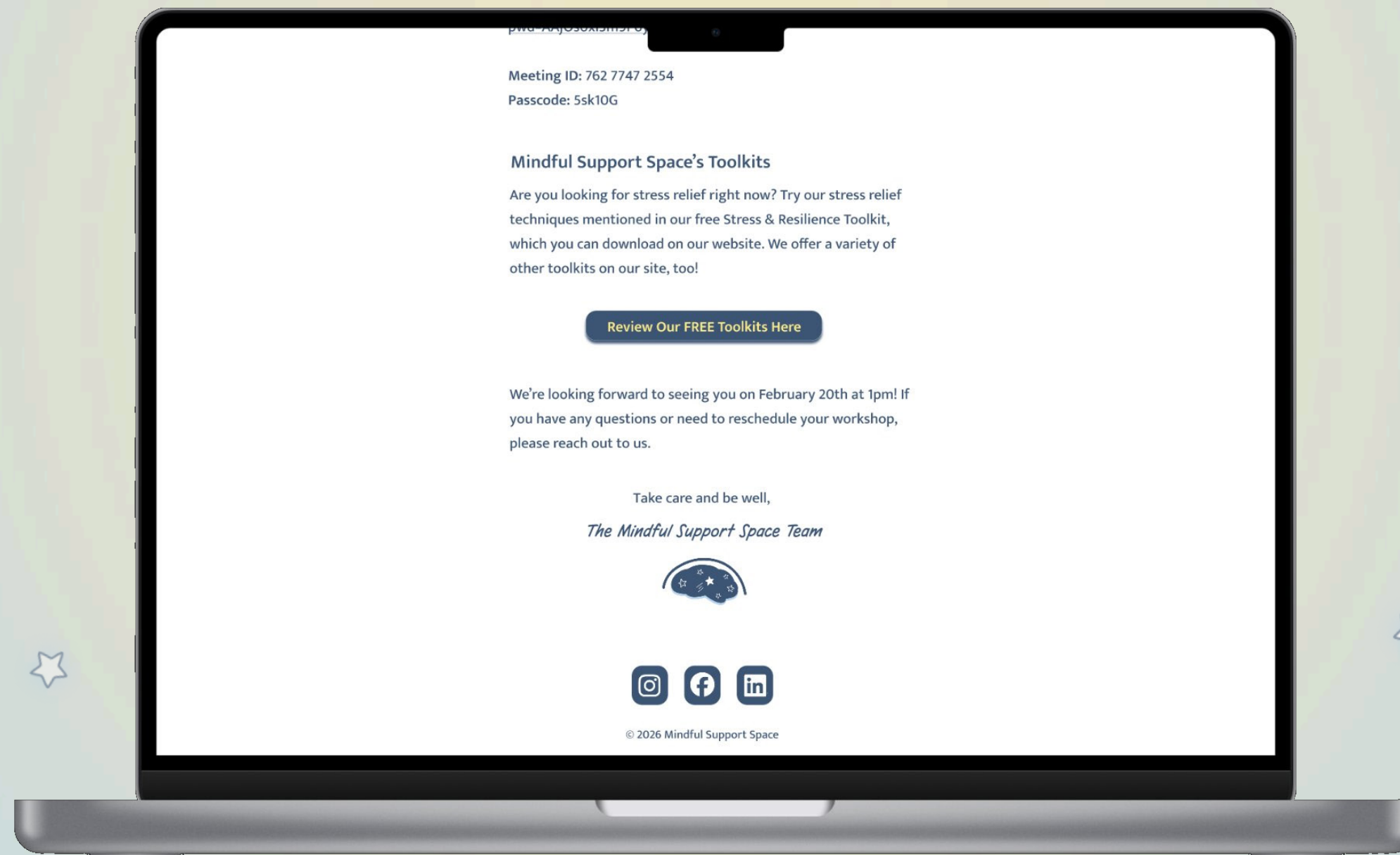
# Nurturing Email Mockup

After requesting to download the Stress & Resilience Toolkit, the user receives this email:



# Nurturing Email Mockup (Continued)

Here is the bottom portion of the email:



# 3 *Testing, Impact & Next Steps*



Lead Tester: Tracey Sanders

# *Usability Testing Approach*

We had two participants test our website by trying to download the toolkit and register for a workshop. We observed how they moved through the pages and asked them what felt confusing or unclear. We found the workshop page felt slightly overwhelming due to the amount of information presented at once. After testing, we simplified the layout and reduced text to make the page feel more organized.



# *Key Findings & Iterations*

## **Key Findings:**

- Easy Navigation and clear user flow
- Strong understanding of the toolkit and workshop paths
- Workshop page felt overwhelming

## **Iterations:**

- Reduce text on workshop page
- Improved spacing and layouts



# *Accessibility Considerations*

- High contrast colors for readability
- Clear labels on buttons instead of relying on color only
- Easy to read fonts
- Consistent layout with enough white space



# *Impact of the Funnel Strategy*

The funnel strategy provides a helpful experience that aligns with users' current needs. By starting with a free toolkit, it removes pressure and makes the first step feel safe and manageable. As users gain confidence, they are more likely to sign up for workshops and remain engaged over time. This method lessens fear, fosters trust, and promotes ongoing participation.



# *Next Steps & Recommendations*

- Collect more user feedback to guide future improvements
- Expand workshop topics
- Continue usability testing to improve user experience



# 4 *Acknowledgment*

Thank you for taking the time to learn about our project, Mindful Support Space.

We would also like to thank our instructor, Professor Evans, and our classmates, who shared valuable feedback during the testing sessions of our project.

If you are have questions around our work, we'd love to hear from you!



# *Name, Role and Contribution:*

**Name:** Khrystyna Kis

**Role:** Lead Researcher

**Contribution:** Conducted research and developed personas

**Name:** Karyn O'Neill

**Role:** Lead Designer

**Contribution:** Competitive UI review and visual research

**Name:** Tracey Sanders

**Role:** Lead Tester & Documenter

**Contribution:** Documentation, research organization, QA, AI disclosure



# Imagery Citations (Part 1)

## Social Media Campaign & Mockups:

- Man listening to music with his feet up on a desk: Photo by Vitaly Gariev on Unsplash:  
[https://unsplash.com/photos/man-wearing-headphones-plays-air-guitar-at-desk-kmTJl50W69A?utm\\_source=unsplash&utm\\_medium=referral&utm\\_content=creditCopyText](https://unsplash.com/photos/man-wearing-headphones-plays-air-guitar-at-desk-kmTJl50W69A?utm_source=unsplash&utm_medium=referral&utm_content=creditCopyText)
- Woman head down on the desk: Photo by Karolina Grabowska [www.kaboompics.com](http://www.kaboompics.com):  
<https://www.pexels.com/photo/a-woman-sitting-at-the-table-4959781/>
- Man with his head inside a cardboard box: Photo by SHVETS production:  
<https://www.pexels.com/photo/tired-male-with-carton-box-on-head-standing-in-room-before-relocation-7203785/>
- Man smiling with his head tilted up: Photo by Antonio Bracho:  
<https://www.pexels.com/photo/man-with-a-stubble-wearing-a-coat-standing-outside-19097884/>

## Home Page:

- Hero image of scenic walking path: Photo by Guillaume Hankenne from Pexels:  
<https://www.pexels.com/photo/concrete-pathway-between-trees-6114013/>
- Group of girls smiling holding paper cups: Photo by Pavel Danilyuk:  
<https://www.pexels.com/photo/women-in-long-sleeves-holding-disposable-cups-near-a-glass-window-6340714/>

# Imagery Citations (Part 2)

## Home Page (Continued)

- Girl sitting in a chair smiling: Photo by Kindel Media:  
<https://www.pexels.com/photo/photo-of-a-woman-smiling-while-sitting-on-a-chair-6773943/>
- Man shaking hands with older woman: Photo by RDNE Stock project:  
<https://www.pexels.com/photo/a-man-and-a-woman-handshaking-7413990/>

## Toolkit Landing Page

- Note with balance or burnout stamped on it: Photo by Nataliya Vaitkevich:  
<https://www.pexels.com/photo/close-up-photo-of-checklist-on-white-paper-6837781/>
- Woman sitting a desk glancing at her laptop: Photo by Polina Zimmerman:  
<https://www.pexels.com/photo/photo-of-woman-using-laptop-3747462/>
- Man writing notes at a desk: Photo by JESHOOOTS.com:  
<https://www.pexels.com/photo/person-holding-pen-and-notebook-530024/>

## Toolkit Lead Capture Form Page:

- Layout of dice and matches saying “Stop Burnout” Photo by Nataliya Vaitkevich:  
<https://www.pexels.com/photo/matchsticks-under-dices-with-message-on-a-yellow-surface-6837572/>

# *Imagery Citations (Part 3)*

## **Toolkit Confirmation Page:**

- Man writing next to a laptop: Photo by William Fortunato :  
<https://www.pexels.com/photo/man-taking-notes-in-notebook-near-laptop-and-coffee-cup-6392994/>

## **Toolkit Email Confirmation:**

- Star made out of hands: Photo by Diva Plavalaguna:  
<https://www.pexels.com/photo/hands-doing-star-shape-6146705/>

## **Toolkits & Resources Page:**

- Girl writing in notebook near a laptop: Photo by Katerina Holmes:  
<https://www.pexels.com/photo/crop-ethnic-schoolboy-with-copybook-and-laptop-at-desk-5905882/>
- Man sitting and looking at a laptop: Photo by Mart Production:  
<https://www.pexels.com/photo/a-coffee-cup-beside-a-man-typing-on-laptop-7256425/>

## **Workshop Landing Page**

- Two women sitting with notebooks: Photo by RDNE Stock project:  
<https://www.pexels.com/photo/adult-woman-sitting-on-a-wooden-chair-holding-a-notebook-and-pen-5756563/>
- Group of people meeting together and writing notes: Photo by Andy Barbour:  
<https://www.pexels.com/photo/a-group-of-students-in-the-library-6684505/>

# Imagery Citations (Part 4)

## Workshop Confirmation Page

- Group of people sitting at tables: Photo by Matheus Bertelli:  
<https://www.pexels.com/photo/group-of-people-at-a-meeting-18999286/>
- Two women sitting on a sofa talking: Photo by Sarah Chai:  
<https://www.pexels.com/photo/smiling-young-women-discussing-project-in-modern-office-7267386/>

## Workshop Email Page

- People sitting in a room for a lecture: Photo by fauxels:  
<https://www.pexels.com/photo/man-wearing-gray-dress-shirt-and-blue-jeans-3184317/>

## Therapy Page:

- Man talking to woman in a room: Photo by Tima Miroshnichenko:  
<https://www.pexels.com/photo/a-man-interviewed-by-a-woman-5336953/>
- Two women speaking with one in an armchair: Photo by World Sikh Organization of Canada:  
<https://www.pexels.com/photo/two-women-talking-in-an-office-14797778/>
- Woman taking notes as a man speaks while sitting down: Photo by Antoni Shkraba Studio:  
<https://www.pexels.com/photo/a-psychologist-giving-psychotherapy-session-7579315/>

# *Imagery Citations (Part 5)*

## **Workshops Page:**

- Man writing on paper while a woman next to think is looking at it and holding a marker: Photo by cottonbro studio: <https://www.pexels.com/photo/man-writing-on-paper-beside-woman-3205614/>
- Three women smiling while sitting at a long desk with notebooks: Photo by Ivan S: <https://www.pexels.com/photo/woman-writing-on-a-notebook-8117539/>



**AI tools were used to improve grammar, readability, and formatting of original content written by the group. All substantive content and strategic decisions were developed independently by the students.**

