

Interview 1 - The Bridge Live-in Counselor

Empathy Map + Insights

Say: What are some quotes and defining words your user said?

Bridge runs on drop-in visits, usually talking to people when they're upset, able to see a change in the ~30 min session

Bridge doesn't give advice; believes in people's ability to solve own problems with guidance not dealing with long term problem solving for crises; deal with in the moment safety plan some try to use the Bridge for something it isn't; group counseling, repeated visits for same issue

people often forget about the Bridge; Vice Provost left it off of list of campus resources list after a campus tragedy

among grad students, even less well known

not sure if CAPS refers to The Bridge

friends sometimes walk people over themselves to make sure they get help; personal connection

one big spreadsheet of resources, can take out computer at end of session to give them info frustration with staffers not being super reliable, not being able to cover 3hr shifts during times that students often have class

Do: What actions or behaviors did you notice?

Lots of happiness when describing being able to help students in the moment

Frustration with organization of other staffers; wishes there were better tools to use to connect counselors

A bit hesitant to talk about external resources; didn't seem like a commonly used aspect of Bridge visits

Think: What might your user be thinking? What does this tell you about his or her beliefs?

The Bridge isn't super well advertised by the University; we need more ways to connect with students

The Bridge and CAPS don't have a super close connections

External references aren't a system that is set up well

Feel: What emotions might your subject be feeling?

Students feel comfortable with/trust The Bridge enough to entrust their friends with it

Not sure the best time or place to bring in additional resources; awkward to bring out computer, but don't know it all off the top of your head

Identify needs:

“Needs” are human emotional or physical necessities. Needs help define your design challenge. Needs are verbs (activities or desires with which your user could use help), not nouns (solutions).

Way to organize student staffers, who have varying schedules

Way to more easily refer students to the huge number of resources on campus

Identify insights:

An “Insight” is a remarkable realization that you could leverage to better respond to a design challenge.

The Bridge and CAPS aren’t closely connected, but serve different needs and could be useful to refer people from one to the other!

Notes

https://docs.google.com/document/d/1pA74WeeiFyxXEkimU2in3ZQ_uo9NhiVskXKa_PCo6mk/e/dit

Interview 2 - William & Mary Student

Empathy Map + Insights

Say: What are some quotes and defining words your user said?

“You think you can handle it”

“Felt things going downhill”

“Ridiculous” [referring to wait time on appointments]

“Dumb policy”

“I don’t feel like there is any reason that they should be understaffed at this point”

“There is an issue with the way the system is set out and the bureaucracy behind it”

“All white girls”

“Different demographics can have different mental health issues”

“There’s an impact of awareness”

“It’s like cleaning the hotel room before the housekeeper comes in” [referring to cleaning up your problems before telling a counselor]

“barrier”

Do: What actions or behaviors did you notice?

- She’s super knowledgeable and passionate about this issue and is very aware of what is going on in the mental health sphere. Had very nuanced insights and showed visible anguish, anger, or sadness when explaining some issues

Think: What might your user be thinking? What does this tell you about his or her beliefs?

- There is a major problem with the stigma behind mental health and the availability/convenience of its services. People need to get in the door or get helped in as easy a way as possible. There should be no excuse.
- This tells me that she is very passionate about people getting helped and that being the priority and not necessarily the way it’s done as the primary focus [although it is definitely important].

Feel: What emotions might your subject be feeling?

- Dissatisfied with the process of getting an appointment. Satisfied after getting an appointment but only for a short time. Upset about the lack of resources.

Identify needs:

“Needs” are human emotional or physical necessities. Needs help define your design challenge. Needs are verbs (activities or desires with which your user could use help), not nouns (solutions).

- easier, more convenient way to schedule appointments

- to more frequently meet with a counselor
- for more awareness on campus and to remove the stigma of mental health
- more diverse services

Identify insights:

An "Insight" is a remarkable realization that you could leverage to better respond to a design challenge.

- different types of people can have different mental health challenges due to the different types of trauma that people face (ie male vs female, black vs. hispanic, etc.)
- sometimes you just need to talk to someone and you don't care how
- its an inconvenience to talk on the phone
- depending on the environment you're from, you may or may not recognize mental illness. Those spaces/demographics need people to spread the word about mental illness so it becomes legitimized for people dealing with the issue.

Notes

<https://docs.google.com/document/d/1R9sL14YnX4J-mY7YoXZXRjDYNdqnkqcMHaS-DspzsMU/edit>

Interview 3 - CAPS Director

Empathy Map + Insights

Say: What are some quotes and defining words your user said?

- access, efficiency, stress, “*when you need to be seen is when you need to be seen*”, “when crisis is interrupted, lives are saved”

Do: What actions or behaviors did you notice?

- knowledgeable, determined speaking demeanor, never overstepped boundaries (emphasize perception)

Think: What might your user be thinking? What does this tell you about his or her beliefs?

- every student deserves the care they need, but people’s needs are different and should be treated differently - not much flexibility in the current system

Feel: What emotions might your subject be feeling?

- empathy (for students), a real care for students

Identify needs:

“Needs” are human emotional or physical necessities. Needs help define your design challenge. Needs are verbs (activities or desires with which your user could use help), not nouns (solutions).

- manage demand at CAPS
- give students proper help when they need it
- increase resources available outside of CAPS

Identify insights:

An “Insight” is a remarkable realization that you could leverage to better respond to a design challenge.

- students don’t need encouragement to seek out mental health resources, but they DO need help seeking/finding the *right* resource for them
- organizations need to be more flexible in providing students the help they need, when they need it
- the community on campus is strong, as evidenced by the success of the Bridge

Notes

<https://docs.google.com/document/d/1xuF8giwZeXRm6-kJvhD-O9ozCkvVmYzmGXHBPUHtVi4/edit>

Interview 4 - Stanford Student

Empathy Map + Insights

Say: What are some quotes and defining words your user said?

- talking about thoughts that occur during the CAPS phone screen: “Maybe I don’t need [help] that badly.”
- “If you want to make a new VadenPatient, please do”
- “ ‘Eventually you have to not be at Vaden anymore’ “

Do: What actions or behaviors did you notice?

- spoke somewhat cautiously, tried to empathize with the system and understand why things are the way they are
- careful to specify what her experiences were vs experiences of others

Think: What might your user be thinking? What does this tell you about his or her beliefs?

- her experience at CAPS was unusual (e.g., longer-term therapy without pressure to find an external therapist)
- process to get started at CAPS is difficult and off-putting in a variety of ways

Feel: What emotions might your subject be feeling?

- frustration with CAPS, possibly more on the behalf of others than her own behalf -- she said she had a generally positive experience

Identify needs:

“Needs” are human emotional or physical necessities. Needs help define your design challenge. Needs are verbs (activities or desires with which your user could use help), not nouns (solutions).

- wait less time between needing an appointment and getting an appointment
- doing a phone screen without feeling like your problems aren’t as important as others’
- setting up the initial phone screen with less confusion on the website
- navigate counselor bios more successfully

Identify insights:

An “Insight” is a remarkable realization that you could leverage to better respond to a design challenge.

- phone screens which are designed to help process students who have serious needs more quickly can actually make students question their needing help and impede them from following through

- the short-term nature of CAPS can be unwelcoming to students, and switching therapists, while intending to be helpful, is difficult for the patient

Notes

<https://docs.google.com/document/d/1BMPyMJIGV1UjumQqQFfnGBhhuHJgPbwmhS1cjoXb-Yw/edit?usp=sharing>