

Bene



UX Case Study

Problem

40 million people in the US suffer from depression. Yet, only 36.9% seek help. Due to social stigma of getting help and appearing weak.

Solution

An anonymous advice app for mobile phones that connects people to discuss issues without having to give out any personal information.



I Want
Advice



Interviews

Young Professionals

Working Mothers

College Students



Emotion Map

I don't need to help people

Apps are confusing

I work all the time.

Therapy is expensive

my problem isn't big enough

I like helping people

I don't want to give out personal information

I'm too tired to talk when I get home

I don't have the money to solve this problem

My friends will make fun of me if I bring it up

Emotions

Solution

in-app point system to redeem on real world items and gift cards

Completely anonymous login with no information given

An app to answer any time the user has time

Completely free, supported by ads.

Anonymous messaging so no one knows what you are discussing.

User Flow

Open App Store

Download App

Open App

Automatic Login

Access Conversations On Startup

Click New Tab

Decide Helping or Seeking

Seeking

Tap Seeking

Type Title

Type Description

Hit Submit

Helping

Tap Helping

Scroll Through List

Select Issue To Help With

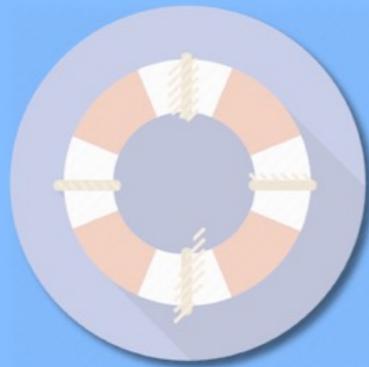
Hit Go

Match With User

Open Chat

Mock up

I Want To
Help



I Want
Advice



Mock up

Select someone
to help



College Major

What college major should I choose? I'm very conflicted.



New Job

I'm looking to start a new job. Any suggestions?



Buying a Car

I need advice
about...

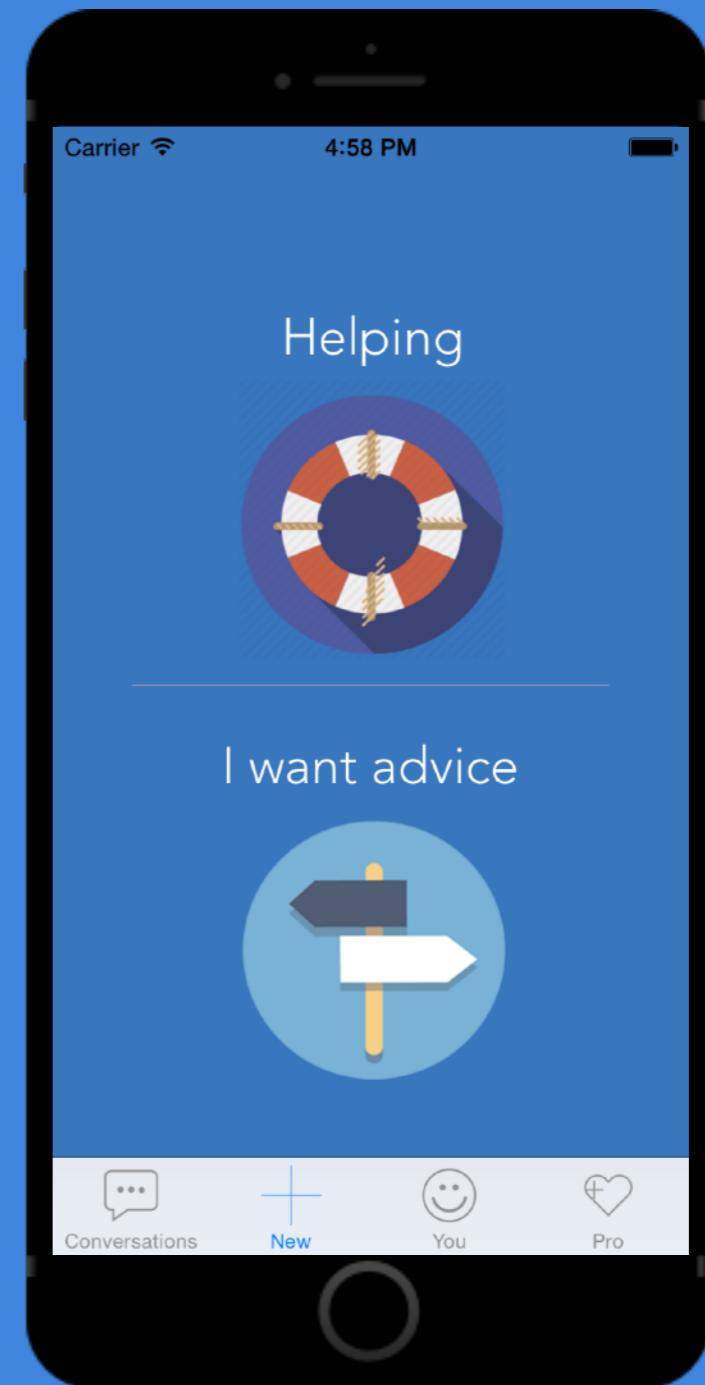
Subject

Details..

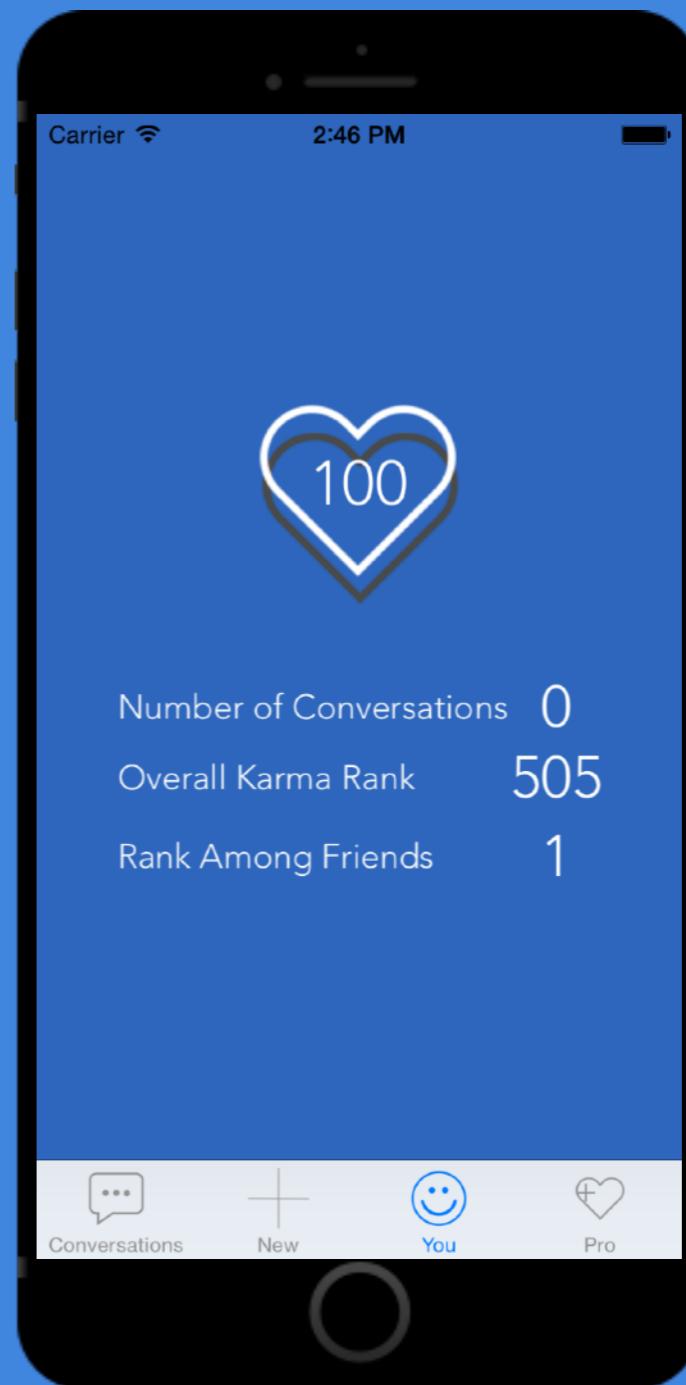
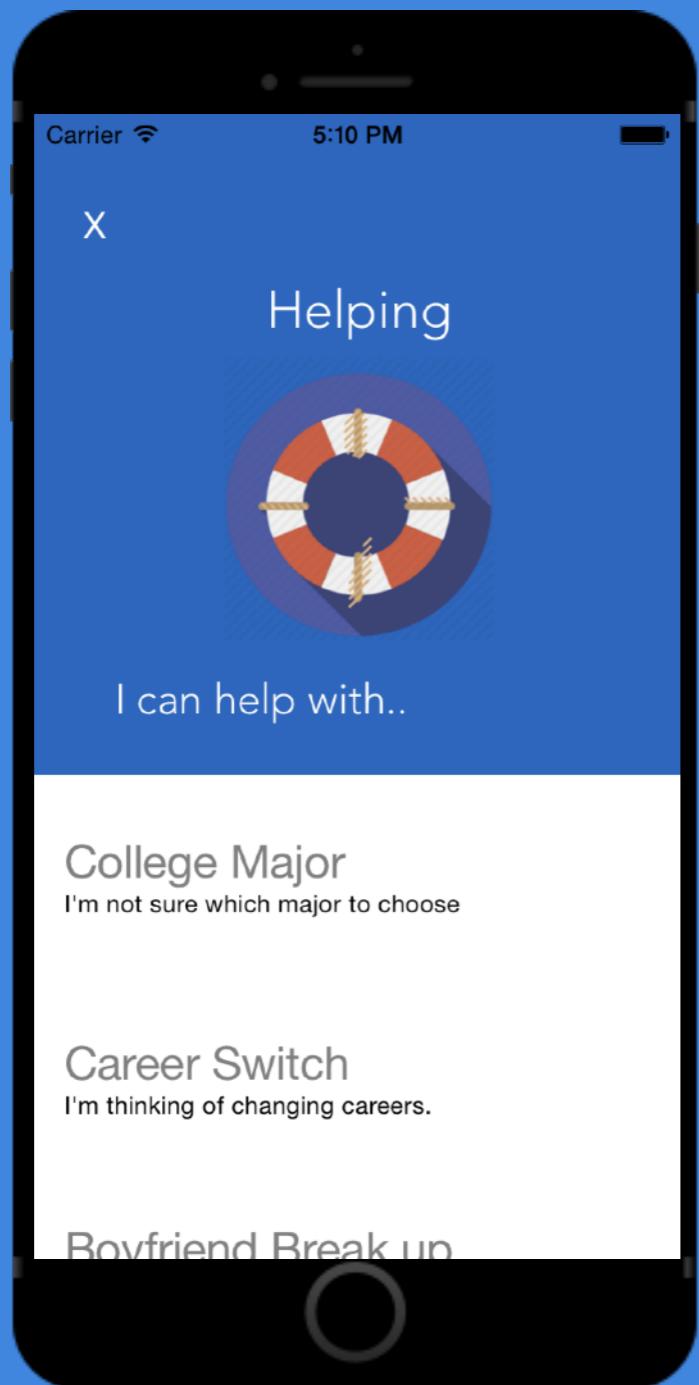
Select Postboard

Recap - 8 / 27/ 18

Bene was the #1 advice in the App Store for two years. Helping people ages 18 - 82 overcome issues in their lives.



Recap - 8 / 27 / 18



Thanks



John Silvester