

Bene



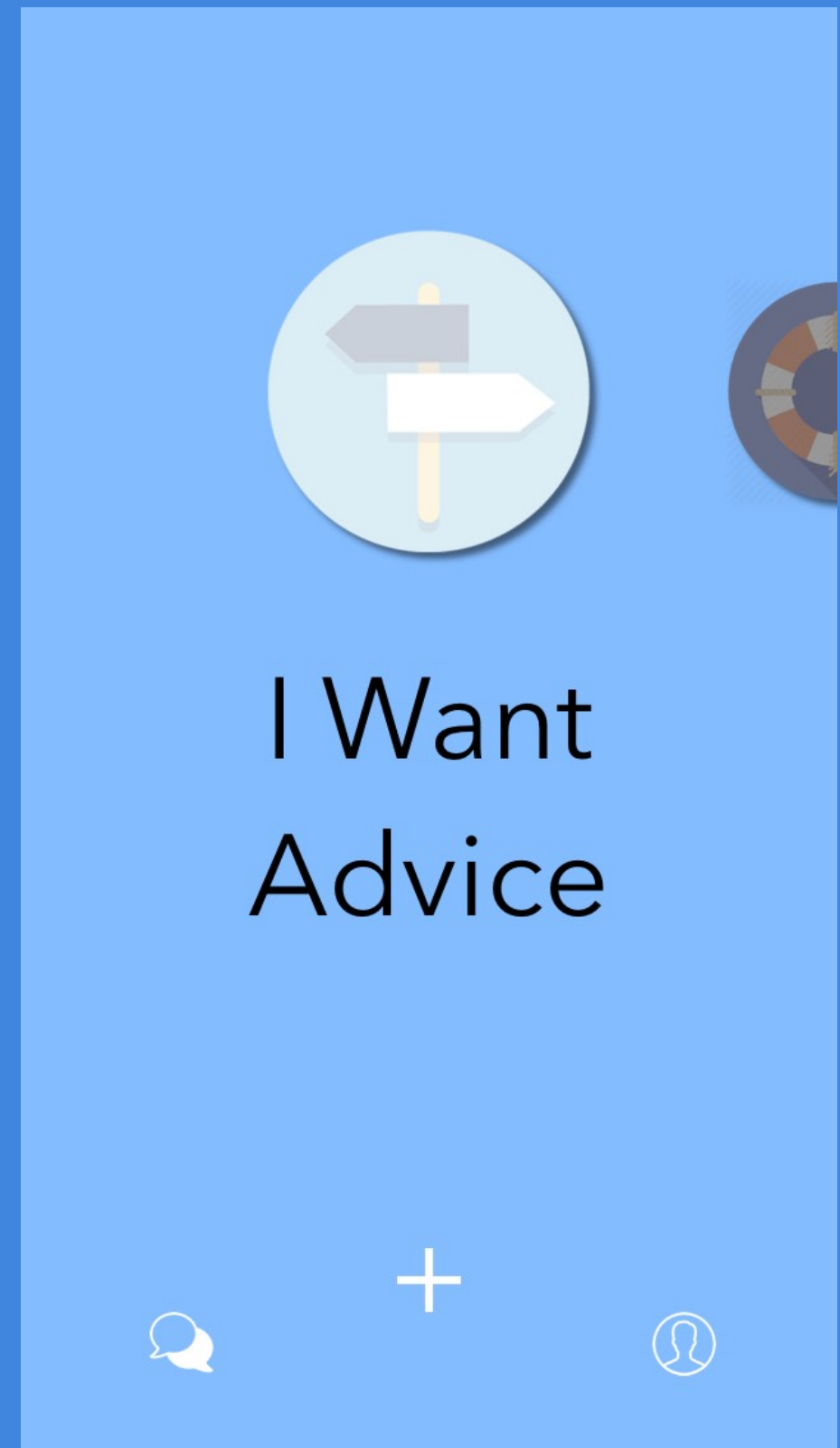
UX Case Study

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.**



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
Converstations
On Startup

Click New
Tab

Decide
Helping or
Seeking

Seeking

Tap Seeking

Type Title

Type
Description

Hit Submit

Helping

Tap Helping

Scroll
Through
List

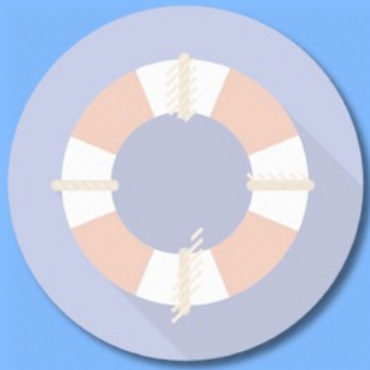
Select Issue
To Help
With

Hit Go

Match Wtih
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...

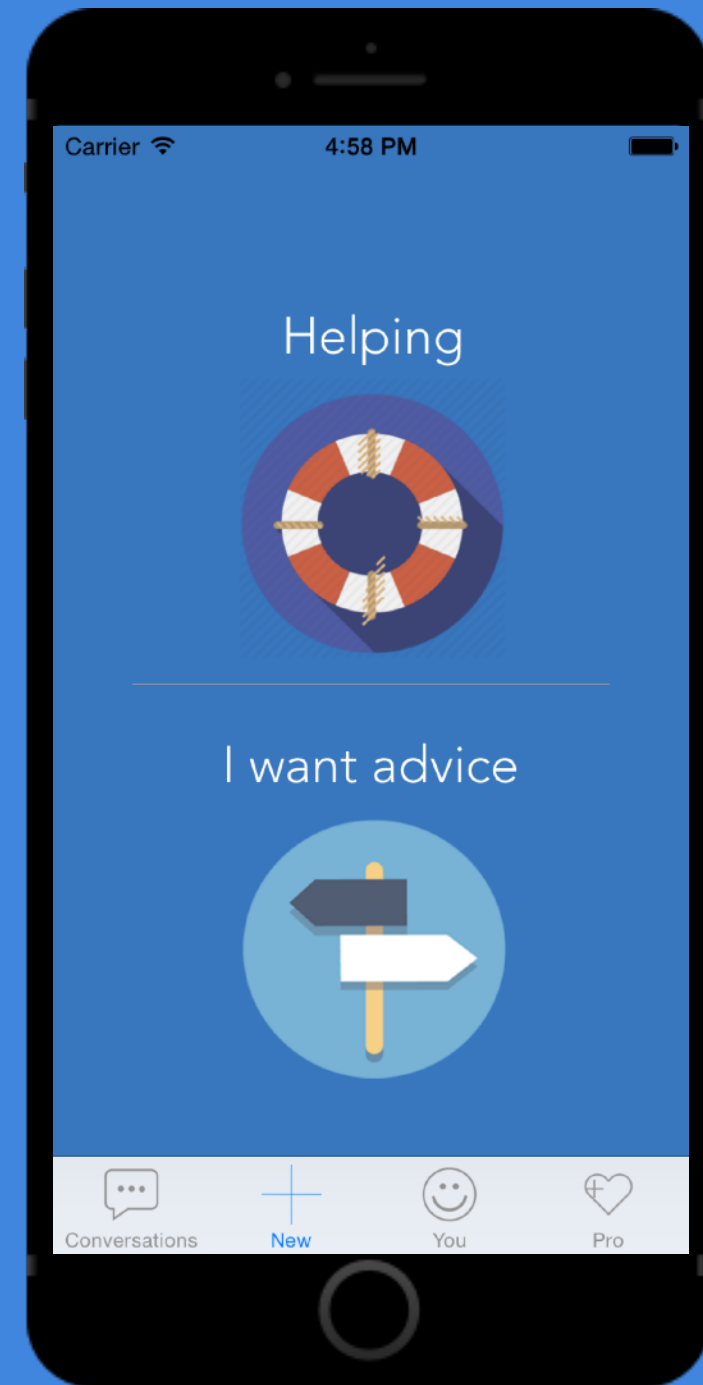
Subject

Details..

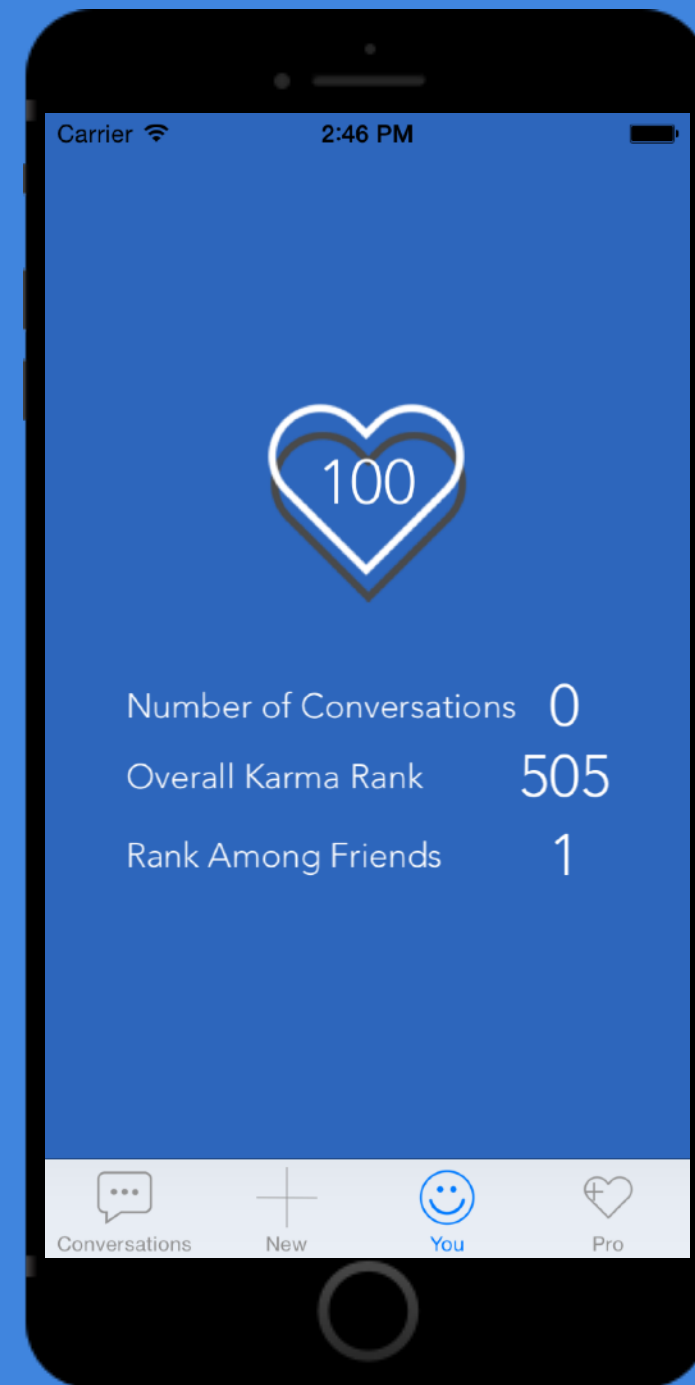
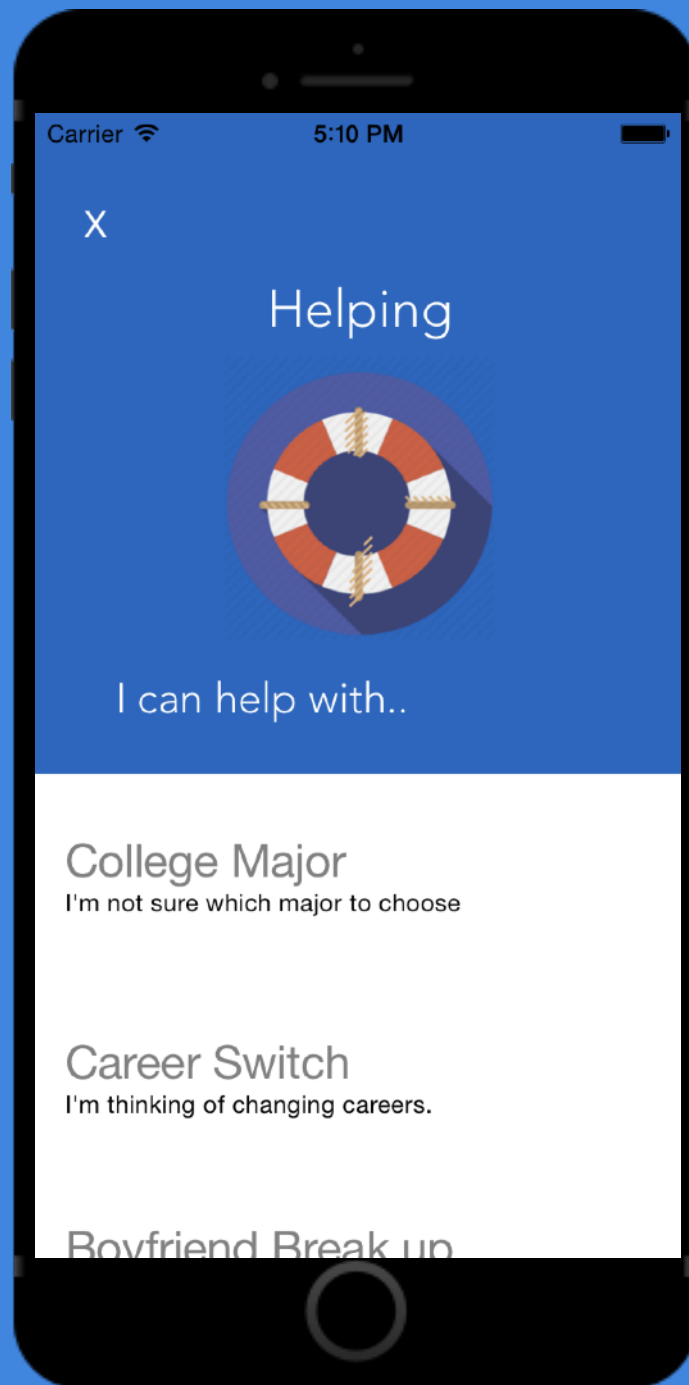
Select Postboard

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