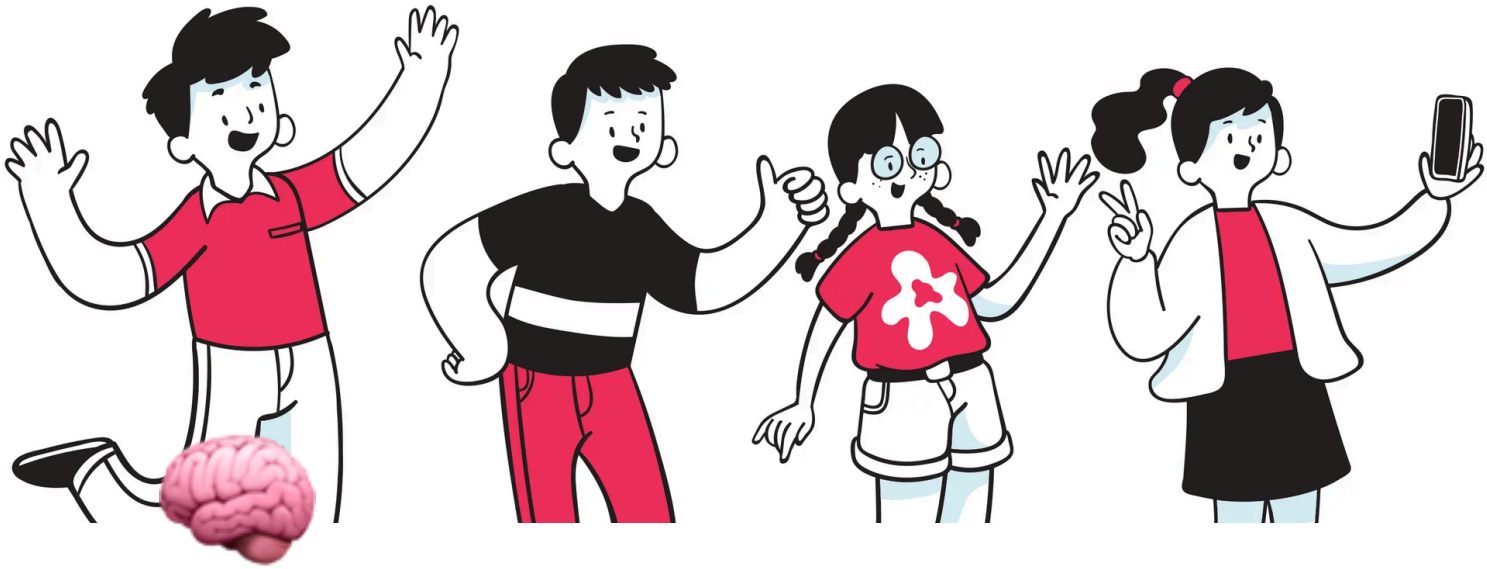


Product Design

📌 **Design a product to improve teenage health**

Clarifying Questions:

Question 1: By improving teenage health are we considering a particular category (e.g. mental, physical)?

Answer: No, you can consider it based on your own choice.

Question 2: Who are we? Are we a startup or already existing player in the market?

Answer: Consider we are a startup.

Question 3: Do we have any competitors in the market?

Answer: There are no direct competitors.

Question 4: Are we targeting users across geography or in India?

Answer: India only.

Question 5: Are we building products on an app or web?

Answer: You can consider it based on your own choice.

Question 6: Considering the fact that we are a startup, I expect we would have some resource or budgets constraints. Is that the case?

Answer: Yes, there is limited budget and resources to consider.

Question 7: How much time do we have to design it or make it go live?

Answer: Considering an early stage startup, you consider 1 year as your time constraint.

👉 **Assumptions and Reasons:** Considering all the answers to my questions above I have decided to make the following rational assumptions along with the explanations:

- I will be designing a mobile app for teenagers focused on improving their mental health which can be easily accessible.
- This is because in recent years, cases of poor mental health has seen a surge in Indian youth due variety of reasons like studies, relationships, family issues etc. Since, this segment contributes to a big chunk of our population it is really important to address this problem.
- Considering the time and resource constraints along with the user segment, I feel a mobile app would perfectly cater to our current need.

User Segmentation:

👥 **User Segment 1**

Early Teens

Demographics:

- Age group: 13-15

Behavioral Characteristics:

- Curious and Exploratory.
- Recently hit the puberty, hence experiences a lot of hormonal changes within their body.
- Usually unaware about a lot of things happening around them.
- Starts recognizing feelings for others as well.

Wants and Needs:

- Wants to go out with his/her friends.
- Want to understand mental and physical changes happening in their body.
- Wants to share their feelings with someone.

Pain Points:

- No trustable source to understand changes happening in their body.
- Friends giving wrong advice due to lack of awareness.
- Faces difficulty in sharing their feelings with their parents.

👥 **User Segment 2**

Mid-age Teens

Demographics:

- Age group: 15-17

Behavioral Characteristics:

- Focused and dedicated towards a goal(e.g. studies, competitive exams).
- Experiences anxiety, peer pressure and depression due to studies.
- The feelings for others starts getting stronger.

Wants and Needs:

- Wants to study hard for the competitive exams.
- Need of privacy from family.
- The need for peer validation increases.

Pain Points:

- Confusion regarding a career decision.
- Growing sense of responsibility gets heavy as adulthood approaches.
- Prioritizing different facets of life gets harder.
- Fear of losing out on old friends.

👥 **User Segment 3**

Late Teens

Demographics:

- Age group: 18-19

Behavioral Characteristics:

- Curious and enthusiastic. Wants to explore the world.

Wants and Needs:

- Wants to stays out with friends and usually living away from home.
- Wants to enjoy his/her life to fulfill the dreams of last 2 years.
- Wants to be more confident and ready to face outside world.
- Starts developing strong feelings for someone and seeks new relationships.
- Tendency to try and fit in with others around him.

Pain Points:

- Difficulty in understanding people and prioritizing them.
- Fear of missing out among the friends.
- Faces difficulty in coming out about their sexual orientation.
- Mental conditions due to past and current experiences tends to surface more.

💡 **Prioritized Segment**: By taking into consider all the 3 segments, I'll be moving forward to design this product for late teens. Since, this segment experiences a lot different feelings all at once without any trustable emotional support. Hence, these teenagers are more prone to mental conditions and illnesses. Also, this segment serves as an umbrella addressing some common issues from other segments as well.

Pain Points

1. Difficulty in understanding people and prioritizing them.
2. Pressure from peers, seniors and other people starts building.
3. Fear of missing out among the friends.
4. Starts doubting their academic choices which were made during Mid-Age teens.
5. Faces difficulty in coming out about their sexual orientation.
6. Feeling of heartbreak and trust issues starts to appear more.
7. Imposter syndrome and feeling of not fitting in dominates sometimes.
8. Don’t appreciate themselves and seek for others’ validation.
9. Lacks mental and emotional support around them when needed.
10. Mental conditions due to past and current experiences tends to surface more.

Solutions

1. **Professional support:** Providing 1-1 sessions with professional psychiatrist and therapist to help teenagers process their feeling in a better way.
2. **AI Supported Daily Journal :** Most of these teens faces problems in speaking about their feelings. This feature of the app will give them a private space to write about their feelings and reflect back on them with the prompts given by AI.
3. **Medication tracking:** Providing daily medication tracking along with timely reminders in order to maintain the dosage and health of the individual.

4. **Community support:** Providing open forum to write and discuss about their experiences and feelings with others.
5. **Support groups:** Providing close support groups to share their feelings with like minded people in order to overcome feeling of loneliness.
6. **In-app reminders**: Providing timely motivational reminders about taking care, feeling good and looking out for yourself will helps users get going with their day.

Prioritization

Solution	Impact	Effort	Priority
Professional support	Medium	High	5
AI Supported Daily Journal	High	High	2
Medication tracking	Medium	High	6
Community support	High	Medium	3
Support groups	Medium	Medium	4
In-app reminders	Medium	Low	1

Limitations and Tradeoffs

1. Some users might get triggered due certain AI prompts provided in the daily journal. We need to make sure that there are no such cases and our algorithm learns as we move forward.
2. In the community feature, there is a possibility that some users might harm someone feelings through offensive content or interactions. We need to make sure that there are no spam accounts doing these activities.
3. While providing professional support we need to consider the fact that our audience is teenagers which at times will not be able to afford these sessions with the professionals.

Metrics

1. **No. of new users:** Number of new users signing up everyday.
2. **Adoption Rate:** % of teenage users actively engaging with the product and the extent to which they are using the product.
3. **Average time spent:** Time spent per user per day interacting within the app.
4. **Notifications Click through rate:** No. of times app opened through timely