

L-5 – Changemakers: Creativity and Value
Creation(ACCA5033 Apprentices - Sem 3 2025)

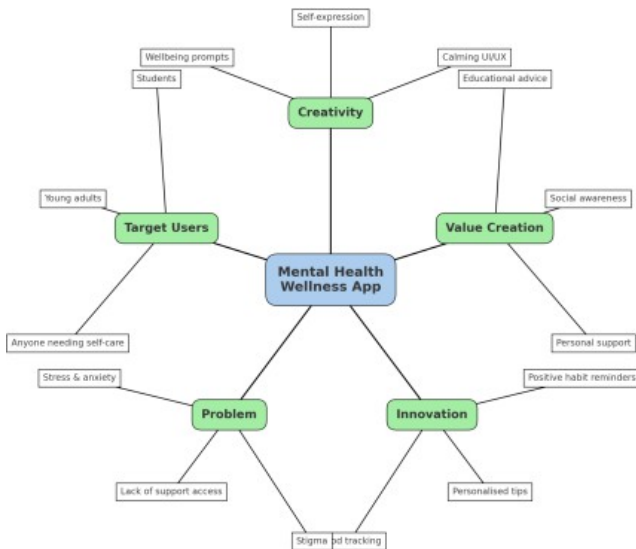


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Task 1: Ideation and Mind Map

Q1. Mind Map



Q2: Project Idea

The concept that is offered as the part of this assignment is the creation of the Mental Health Wellness App, the application that should assist young individuals that were stressing, experiencing emotional problems, or suffering with the inability to preserve positive wellness levels. The issue of mental health among youths has become one of the main concerns over the recent years. [1] emphasizes that anxiety, stress, and emotional difficulties are becoming a growing trend among the youth in concerning proportions, which proves that there is a growing necessity to have easy-to-use mental health support resources. This application seeks to provide an encouraging and easy to use platform where users can build positive emotional habits. The mind map that comes with the concept helps to group the concept into five main topics namely Target Users, Problem, Creativity, Value Creation, and Innovation.

Target Users

The primary clients of this application are students, young adults, and people who need emotional care. These groups are usually under academic stress, identity crisis, social pressure, and lifestyle pressure. The waiting lists, stigma, or the cost barrier may not enable many young

people to access traditional mental health services. Thus, a conveniently located app offers a judgement-free point of wellbeing support. The app will prompt users to meditate and to be aware of their emotions on a regular basis hence making it an appropriate application to anyone who wants to find an encouraging self-care habit.

Problem Identification

The mind map suggests that the app will solve three main problems that include stress and anxiety, the inability to get appropriate emotional support, and mental health stigma. According to [2], numerous children and young adults with emotional issues are not supported in time. Moreover, the stigma still does not allow people to talk about themselves or address themselves to help. [3] emphasize that following proper guidance, digital means of mental health can make more support available. Thus, the proposed app is expected to serve as a first-step wellbeing tool that can be used by the users freely and without any coercion.

Creativity

The app includes self-expression features, reflective wellbeing prompts, as well as a relaxing user interface (UI/UX), to incorporate creativity in the design. Emotional exploration is facilitated by letting users record their feelings, thoughts or personal reflections. According to [4], emotional design is very effective in engaging users and making them comfortable. As such, the use of soft colours, easy navigation, and user-friendly controls will enable the users to feel relaxed and assisted when using the app.

Value Creation

The app is valuable in various aspects such as the personal support, educating wellbeing information, and a higher level of social awareness related to mental health. According to the [5], mental promotion should incorporate the availability of knowledge and self-management practices. The app enables its users to become resilient by providing them with advice on coping techniques, stress management tricks, and other educational resources that they can relate to. This is not just relevant to the individual but extends to the society in a positive manner as it helps to bring more open topics on emotional wellbeing.

Innovation

The application will have new capabilities like mood monitoring, customised wellbeing tips, and positive habit alerts. The app can offer personalised recommendations to its users in order to enhance or stabilize their emotion states by gathering mood reflections over the course of time. [4] discovered that tailored and assisted digital mental health instruments are more useful in assisting users to stay wellbeing habits. These new features enable the app to be customized to the needs of a particular person and not to be a one-size-fits-all solution.

Conclusion

In short, the mind map describes a project concept that addresses a real and growing need of the youth generation of mental health resources that are not only accessible and supportive but also free of stigma. The mental health wellness application fosters emotional regulation, self-reflection, positive coping mechanisms and resilience. Through value creation, innovation, and creativity, the project proves to have the potential of helping users enhance their emotional wellbeing in a meaningful and practical manner.

Task 2: Aim and Objectives and Research Area

Q1. Aim and Objectives



Project name: Mental Health Wellness Application among students and young adults.

Aim:

This project will be designed to create and innovate the mental health wellness mobile application to assist students and young adults in coping with stress and anxiety, positive emotional expression, and healthy self-care practices by providing personalised, affordable, and easily accessible digital support.

Objectives:

1. To investigate the most important psychological and emotional issues among the students and young adults, especially stress, anxiety, and the sense of academic pressure.
2. To develop a user-friendly online experience, including mood tracking, relaxing interface components, and self-reflection prompts guided by emotions, which will help users feel better.
3. To incorporate an evidence-based mental health self-care approach, such as positive behavioural support and individualised habit notifications into the functionality of the app.
4. To evaluate the user experience and emotional value through feedback or pilot usability testing with representatives of the target user audience.
5. To increase mental health awareness and decrease stigma through the provision of a supportive and non judgmental online environment in which individuals can self care.

The underlying cause of this goal and these objectives is the increasing prevalence of mental health issues in youth. Studies indicate that anxiety, stress and emotional overwhelm have been on the rise among children, students, and young adults [5]. Thus, creating a supportive tool that is both accessible, non-stigmatising and individual would respond to an urgent modern requirement.

Task 2: Aim and Objectives and Research Area

Q2: Research Philosophy

The philosophy of research followed in this project is Interpretivist. Interpretivism is concerned with the knowledge of personal perspectives, feelings, experiences of life and the way people make sense of their mental health. Mental health cannot be objectively measured by mere objective data; it is subjective feelings and social situation that determine it. Thus, the interpretivist approach will be suitable as it considers that each user can handle stress and emotional issues in various ways.

1. Interpretivism enables this project to look into:
2. The way youths go through emotional stress.
3. Their mental health support perception.

What does digital well-being equipment feel comfortable or emotional.

This is also supported by design theory. According to [6], the latter has a lot to do with the experience of emotion that influences the way in which individuals deal with designed products. Feelings of calm, trust and emotional safety should be a priority of a mental health app and not functionality. Additionally, studies on digital mental health tools indicate the significance of personalisation in a human-like manner, emotional intimacy, and supportive instruction as it enhances engagement and efficacy [5]. That way, the interpretivist lens ensures that the user experience and emotional impact stay up and center on the course of app development.

Q3. Search Strategies and Research Tools.

In order to inform the design of the app, and make the project evidence-based, academic research will be collected using valid research databases and effective searches.

Databases and Tools Used:

Database / Tool	Purpose
Google Scholar	To locate scholarly articles on mental health, self-care, and well-being technologies.
PubMed	To review psychological and clinical studies on stress management and digital therapy.
JSTOR	To find behavioural, social, and emotional well-being research.

WHO Mental Health Guidelines To ensure the app follows internationally recognised support recommendations [4].

Boolean Search Strategy:

1. Search results will be narrowed by using the use of Boolean operators to filter out irrelevant results:
2. mental health AND (digital intervention OR mobile app)
3. anxiety of student OR academic stress.
4. emotional design AND user experience NOT industrial design.

Filtering Process:

1. Peer-reviewed sources only
2. English language
3. Publication date less than 5-10 years old.

Target young adults or adolescents.

Searching procedures: Title > Abstract > Full Text > Assess Quality.

RefWorks will be used to store and organise references so as to guarantee academic integrity and prevent plagiarism.

This systematic search methodology will make sure that the project will be guided by credible, pertinent, and current research.

Task 3: Research Design, Data Collection and Ethical Considerations

Q1. Validity, Reliability, Generalisability and Ethical Strategies.

To make sure that the research is scholarly sound, the validity, reliability, generalisability and ethical implication of the research method should be taken into account. Validity is an expression of how the data gathered is representative of the actual experiences of mental health issues. In order to enhance validity, Interview and Survey questions will be worded clearly and non-leading, and directly related to stress-management behaviours and emotional wellbeing. This is in line with [7] which advises that research in mental health uses a language that promotes openness and does not employ judgement.

Reliability is concerned with consistency. In order to increase consistency, all participants will be interviewed with the same interview structure and the same results will be noted using written notes so that there would be consistency in the way data is recorded. [5] go further to confirm this by asserting that structured processes play a crucial role in the acquisition of data in digital mental health research, especially where emotional experiences may be different among individuals.

The process of generalisability is made possible through the selection of participants that represent the target group of users. It is estimated that the project will help young adults and students, who are demonstrated to have high rates of stress and anxiety [7]. The sample of this age group will allow the findings to be generalised to the target users of the app appositely.

Mental health research requires ethical considerations. The purpose of the research will be explained to the participants, who will provide voluntary consent. They will also have possibility to withdraw at any point of time. The personal identities will not be stored and the responses will be kept in a secure place. It will also be ensured that questions do not escalate into emotional distress and those in need should be provided with signposting to wellbeing services. Those measures comply with [6] ethics principles of mental health research.

Q2. Pilot Data Collection Method and research Strategy.

The qualitative research method will be applicable since the objective is to know personal emotions, emotional stressors and support requirements. Interviews will be selected in particular to obtain profound answers about how young adults cope with the stressors and what aspects they would consider as beneficial in a wellness app.

Method:

Semi-structured interviews (3-5 students, 18-25 years old). The interviews will take around 1015 minutes each.

Held in relaxed and non-academic online or face-to-face environment.

Justification:

Qualitative methods also enable people to be more open with their feelings, habits, and coping strategies as opposed to the fixed-choices surveys. This is in line with what [4] stresses that emotional understanding is required in the process of designing interactive products that are meant to motivate, comfort, and support users.

Pilot Interview Questions (Add to Appendix):

A pilot will be administered to one of the participants, prior to the actual data collection. This will be used to determine the clarity of the questions and whether the interview is authoritative and beneficial.

Additional Interview Questions (Pilot):

1. In what way do you currently deal with stress/anxiety in everyday life?
2. What are the obstacles that you experience in managing your mental wellbeing?
3. Have you ever used any wellness/mental health apps? In that case, what did you like or dislike?
4. What do you consider to be the most helpful features in a self-care app?
5. How do you feel using technology as a source of emotional support?
6. The pilot will provide feedback that will be utilized to revise questions, should there be a need to enhance clarity and sensitivity.

Task 3: Research Design, Data Collection and Ethical Considerations

Q3: Categories of Quantitative and Qualitative Data Analysis

Qualitative Analysis:

The interviews will be analysed with thematic analysis to come up with a common trend, including the triggering factors, coping mechanisms, and the features that desired in an app. This practice contributes to the more in-depth insight into the needs of emotions and corresponds to [6].

Quantitative Analytic (Future Stage):

In the event that a brief survey is administered at some point in the future, it may be necessary to analyse data based on frequency (e.g., how many respondents use the app and are feeling anxious) or using a rating scale (e.g., how useful they consider some features of the app to be).

References

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