

## **Scenario 1**

Scenario Title – Track stress for corporate employee

Actor – Mary, an accountant at a corporate office

Setting – a corporate office during a typical busy work day

Scenario Goal – manage and reduce stress using tactics from the Desk De-Stress app

Scenario Narrative – Mary, an accountant at a corporate office, encounters a high-stress workday where she is pressured by management with tight deadlines and a heavy workload. She is on the verge of “burnout” after having many high stress work days recently. She is desperate to find a way to help combat and manage her stress more efficiently. She also needs a way to better plan out and organize her daily tasks, while finding the motivation to complete such tasks.

Utility Analysis

- Benefits:
  - Motivates employees to power through their workdays and increase their productivity
  - Provides personalized support and solutions to help users manage their stress and workload
  - Provides access to mental health professionals who can share advice and customized plans for users
  - Improves overall employee well-being and creates a more positive work environment
- Costs:
  - The cost of developing the app and future updates
  - Promoting the apps via social media, corporate partnerships, etc.
- Risks:
  - Low user engagement/companies might not want to adopt or invest time into Desk De-Stress
  - Companies might not take the app seriously if they do implement it at their company
  - Keeping user data private from hacks

## **Scenario 2**

Scenario Title – HR's initiative to help employee well-being

Actor – Matt, the head of the HR Department

Setting – large corporate office, specifically at a HR meeting

Scenario Goal – find a way to solve specific employee frustrations and help improve employee mental health

Scenario Narrative – Matt, the head of the HR department at a large corporation has gathered his colleagues to meet for their monthly HR meeting, where they discuss common employee complaints and frustrations. At these monthly meetings, the HR department works together to find solutions for these recurring issues encountered at their workplace. During the discussion, the HR department as a whole recognizes the need to improve employee well-being after they have all received many of the same complaints about declining mental health from employees. With so many concerning complaints, HR is overwhelmed and in search of a way to find

professional help for certain employees, provide personalized stress reduction plans, and provide their employees with the resources and support they need to be successful during their workdays.

#### Utility Analysis

- Benefits:
  - Improving employee well-being leads increased motivation and productivity
  - More positive and uplifting work environment
  - Advice given by mental health professionals takes some of the load off of the HR department
- Costs:
  - The cost of developing the app and future updates
  - Paying mental health professionals for their services
- Risks:
  - Skepticism from employees/they might not be interested in the app or think it will not be helpful
  - Keeping user data private from hacks

#### Noun-Verb Analysis

Nouns:

##### 1. User Profile

- Attributes: personal information, preferences, stress history, and well-being goals

##### 2. Task Tracker

- Attributes: user tasks, completion status/progress, and daily goals

##### 3. Mental Health Professional

- Attributes: advice, resources, well-being strategies, and availability

##### 4. Employee

- Attributes: name, occupation, workplace, stress level, well-being, and goals

##### 5. Community Forum/Chats

- Attributes: topic, chats, and type(peer-support or professional)

Verbs:

##### 1. Set - daily goals or tasks

##### 2. Track - improvement and well-being

##### 3. Communicate - with mental health professionals

##### 4. Exercise - do stress relief exercises

##### 5. Vent - about frustrations