

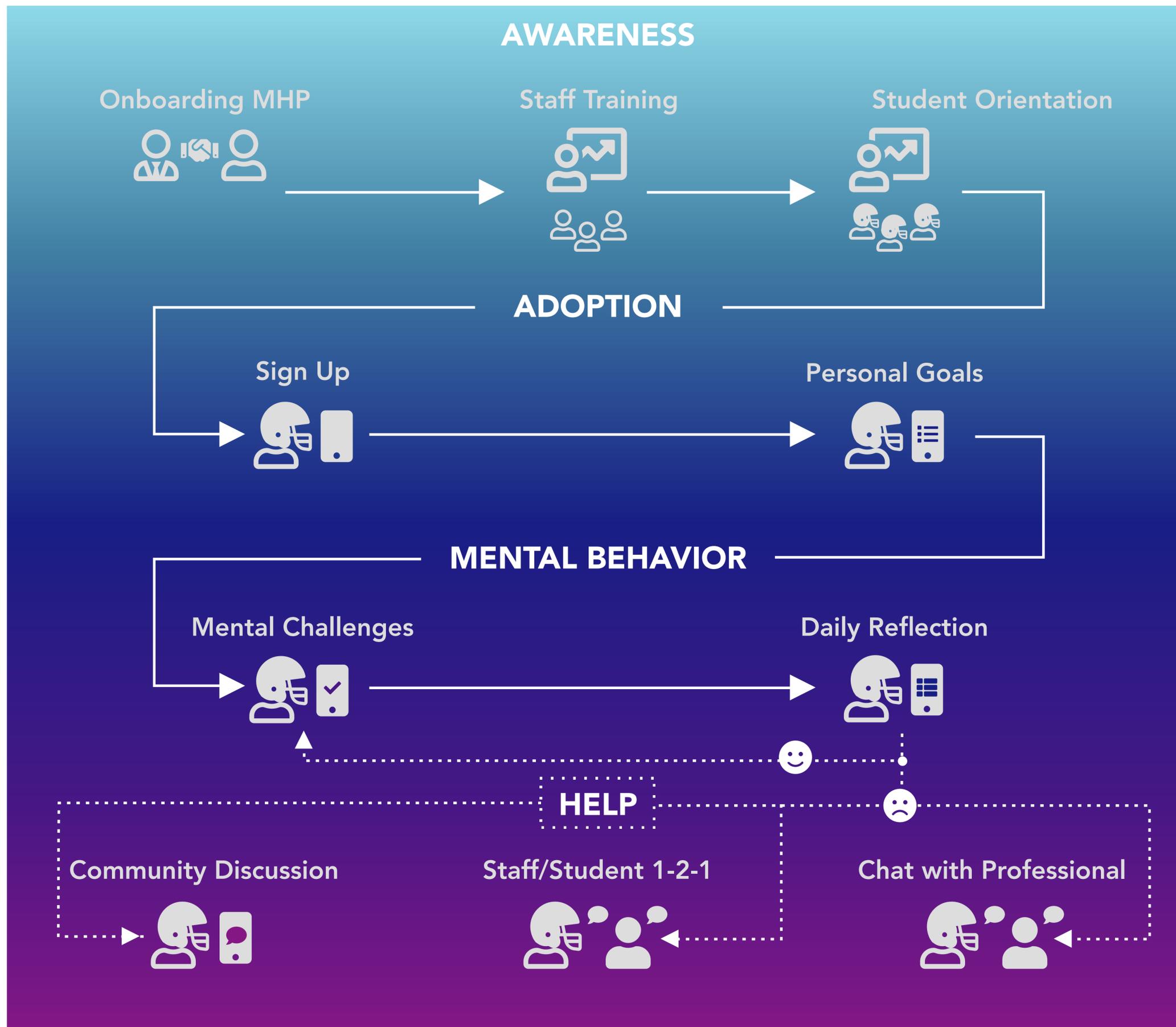
Strategy Statement

All user experience touchpoints for EmMe will help college athletes to feel supported and accepted so that they are able to transition into a new phase of life.

We will be focusing on mental health, mindfulness, and creating safe spaces. As a result we hope to see a change in willingness to talk about mental health.

User Touchpoint Strategy map

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AWARENESS

Onboarding MHP

Adding a mental health professional to the EmMe staff will help add legitimacy and expert knowledge to assist with athletic staff training.

Staff Training

Educating all athletic staff on recognizing mental health and the benefits to a healthy mind will help destigmatize mental illness and improve athletic performance.

Student Orientation

Student athletes will be shown the important benefits to a healthy mind to make them feel more comfortable talking about and lead to destigmatization.

ADOPTION

Sign Up

As a part of the athletic curriculum all players will be told to sign up and take part in daily mental challenges.

Personal Goals

Setting personal mental health goals will set students up to see how improving their mental health can positively affect their mind and performance.

MENTAL BEHAVIOR

Daily Challenges

Daily challenges will help student athletes start committing to positive behaviors to influence their mental health

Daily Reflection

Daily reflections will help student athletes start thinking about how they feel and the positive influence simple steps can have on their mental health

HELP

Community Discussion

A community discussion forum will allow student athletes a safe space to talk about their problems and see others going through the same thing.

Staff/Student 1-2-1

Staff/student 1-2-1s will allow a safe space to discuss concerns and work towards addressing them

Chat with Professional

Mental health professionals will be available for student athletes with an additional need for more assistance and a safe space to talk