

Chimney Trail

Self-Paced Mental Health Portal

Designed for the Everyday Warrior



7FACTOR

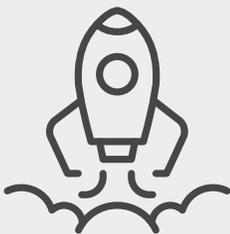


We Build Good Things

At a glance

Chimney Trail, an innovative provider of trainer-led and self-guided cognitive behavioral therapy, approached 7Factor with a concept for an online portal to enhance their training seminars and mass distribution of self-help kits.

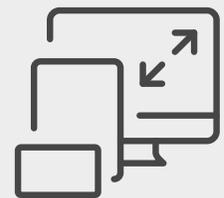
The design was critical to creating a simple, trustworthy application with easy-to-access content. But success also hinged on a digital experience that would attract both potential investors and clients in the public and private sectors. The solution bridged the gap by mapping a simple journey into a highly engaging, branded experience



We employ Lean UX for rapid experimentation, direct proxy feedback, and an iterative process to quickly arrive at a solution.



Visual Design of high fidelity concepts establishing layout, color, typography, and imagery, to create an enhanced user experience.



Interactive prototyping created to test and validate design concepts before any code is written.



" 7Factor absolutely crushed it. They actively listened and made our mission their own. Super simple, brand-consistent, **totally effective design. This is a big deal for our business development efforts. "**



Matthew D. Brown

CEO | Chimney Trail Health

Background

The challenge: delivering help to those in need.

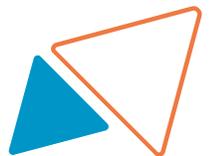
The American Psychiatric Association defines Cognitive Behavioral Therapy as a highly effective treatment for a wide range of mental health issues, including depression, anxiety disorders, substance abuse, and more. The core principles are as follows:

- Psychological problems are based, in part, on faulty or unhelpful ways of thinking.
- Psychological problems are based, in part, on learned patterns of unhelpful behavior.
- People suffering from psychological problems can learn better ways of coping with them, thereby relieving their symptoms and becoming more effective in their lives.

Chimney Trail was founded with the mission to provide CBT based treatment options to the masses through online training, in-person seminars, mental health toolkits, and partnerships with both corporate and public institutions.

To reach this goal, Chimney Trail needed a strategic partner to think through the user experience and design a visual presence of a new mobile application that would immediately establish the legitimacy, accessibility, and trustworthiness demanded by the client's mission and brand. A pleasing design aesthetic was a top priority, and time was of the essence for Chimney Trail to launch a pilot and secure their next round of funding.

7Factor brought a deep UX knowledge to the table – gathering requirements, defining the user and journey, and designing the experience. The solution needed to unify Chimney Trail's offering, which includes access through seminars, corporate wellness sites, and other public and private entities. The outcome was a simple, mobile first experience that was personalized through course-driven gamification.

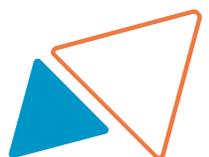
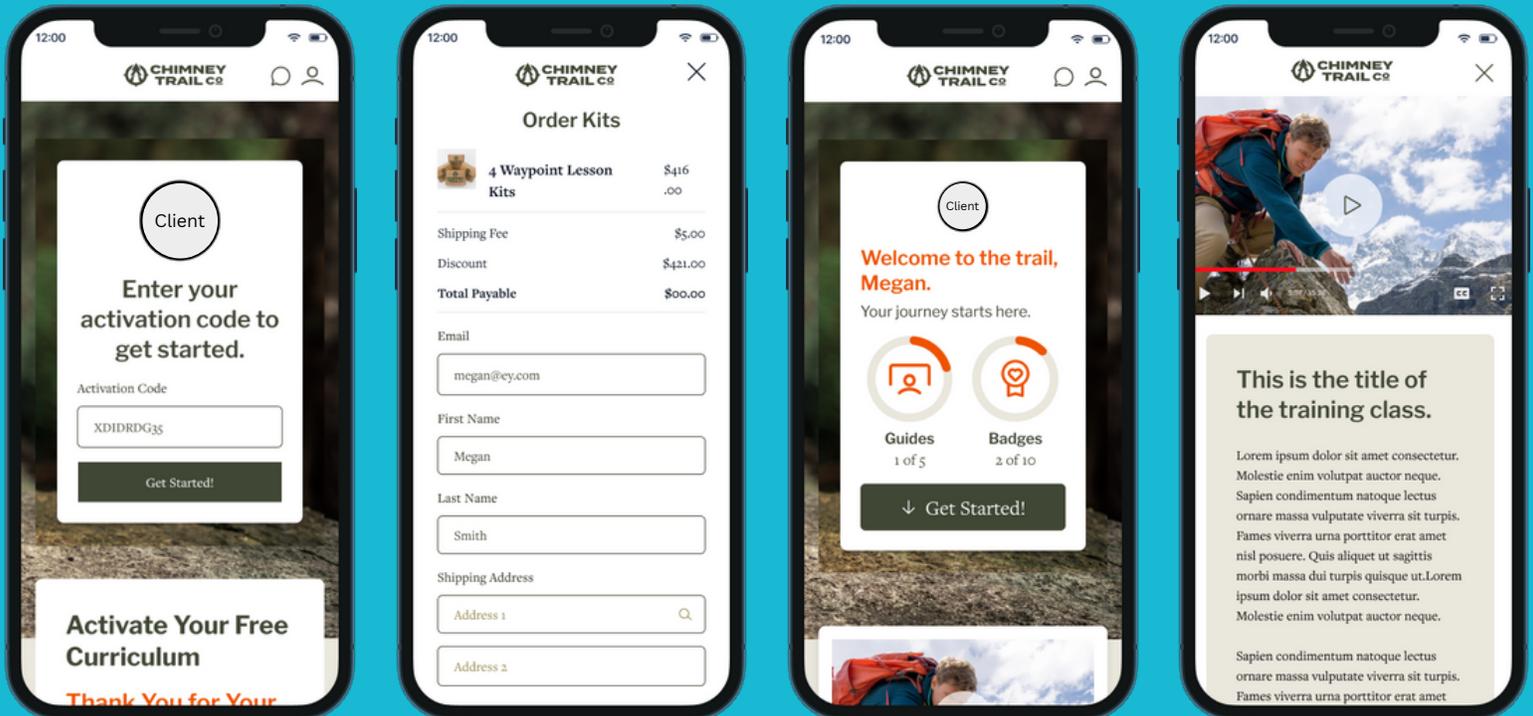


► Solution

Self-paced, guided mental health activities and support.

7Factor worked closely with Chimney Trail to understand their requirements and the needs of their user base through a quick, informal competitive analysis, a proto-user persona, and simple user flows that quickly establish our baseline goals for the application: establish bona fides, make it easy to use, and deliver quality content.

Matt Brown, Chimney Trail CEO, played the role of our proxy persona during design and provided frequent feedback. 7Factor worked collaboratively to modify and enhance user flows based on multiple points of entry.



Solution

The solution provides easy registration via a one-time passcode, eliminating the need for passwords or account management. It includes a simple checkout flow for users to order their physical waypoint kits, each of which has corresponding multimedia content on the portal. Finally, the portal dashboard is personalized, and tracks user progression through the program via gamification.

The outcome from this collaborative effort between 7Factor and Chimney Trail was a high-fidelity Figma prototype that was fully representative of the user experience and provided Chimney Trail's development team with pixel-perfect, dev ready screens and assets, and a design that engages and promotes mental fitness for end users.

Using Lean UX methods, 7Factor delivered the solution in less than four weeks, allowing Chimney Trail the runway needed to develop the app for their upcoming pilot, and providing a vision for potential clients and investors. Over 300 corporate users will take part in the initial rollout and contracts with the US government will add tens of thousands more in the next phase.

7Factor's approach fostered a seamless working relationship between the client and their development team. The interactive Figma designs are the final source of truth for the interaction and visual aesthetic, not only providing engineers a working blueprint for the application, but also playing a crucial role in securing contracts. 7Factor's understanding and dedication to the client's mission led Chimney Trail to name 7Factor as their UX partner for all future efforts.



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Let us show you how

