Girl Teen Depression

The Process Book

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The initial look of a project

Initially, this project didn't provide a detailed look at the process I followed. However, after revising the process book, it now comprehensively captures my research, the rationale behind the solutions, and the decisions made.

Research

Objective: The objective of the project is to inform a fact to the intended audience with the help of engaging data visualization**.**

Depression is very much real and is a disease that can lead to many other consecutive disorders, both physical and mental. In a world where it is still seen as a stigma, many cases go unreported due to the stigma associated with it. It's sad that the support and love that patients need to heal often go unrecognized, leading to the aggravation of the disease and potentially fatal situations such as suicide.

- Depression among teenagers is a real concern, often linked to excessive social media use.
- Social media platforms offer connectivity but also foster unrealistic expectations and social pressures.
- Platforms like Instagram and TikTok can lead to feelings of inadequacy due to curated images of peers' lives.
- The quest for validation through likes and comments can contribute to anxiety.
- Cyberbullying and online harassment exacerbate emotional distress.
- Adolescent girls are particularly susceptible to these negative influences.
- Promoting digital literacy, self-esteem, and open communication can mitigate social media's adverse impact.
- Teens need support, love, and care to heal, and acknowledging their feelings is crucial.

Teen Depression is ~~reel~~ real!

- Depression is the leading cause of disability worldwide and is a major contributor to the overall global burden of disease. (World Health Organization)
- Women are almost twice as likely as men to have had depression. (Centers for Disease Control "Prevalence of Depression Among Adults 20 and Over: United States")
- Depression is the cause of over two-thirds of the 30,000 reported suicides in the U.S. each year. (White House Conference on Mental Health.

Data points for visualization

Data Points:

- 60% of teenage girls feel seriously down or hopeless
- Spending over 4 hours on social media makes the depression risk go up.
- Level of sadness and hopelessness in teen girls went from 36% in 2016

to 57% in 2023

The Solution!

Why social media platform as solution?

The solution I chose is a social media platform because of its reach to the teenage girl audience. My research proved that teenage girls spend around 5 hours on social media, making it a huge part of their lives. Consequently, while social media can contribute to teenage depression, platforms like Bestie can offer a solution in reverse

Bestie, a dedicated social media platform for teenage girls, takes a unique approach by transforming problems into solutions through the influential medium of social media. Its primary focus is on raising awareness among teen girls about crucial issues. Beyond being a vehicle for spreading awareness, Bestie establishes a nurturing community and a secure space where teens can openly express their thoughts and feelings, collaboratively addressing these challenges.

Recognizing **that traditional charts and graphs may lack emotional engagement,** Bestie employs a creative design strategy to make data more compelling and effective for its target audience. Through the creation of three distinct social media posts, each centered around a specific data point, the objective is to infuse a sense of interactivity and creativity into the information. The goal is to establish a more humane connection between the audience and the figures presented. The designs, crafted in a subtle, creative, and engaging manner, effectively bring forth the data, providing the audience with a relatable and emotionally resonant experience.

The Information

Did you know that transportation, especially cars, plays a major role in generating greenhouse gas emissions in the United States? While there have been some efforts to reduce these emissions over the last five decades, the progress hasn't been as significant as we'd hope for. However, there have been steps taken to address this issue, such as promoting the use of fuel-efficient vehicles and electric cars. These measures have contributed to a gradual reduction in emissions, although there is still more work to be done to make a substantial impact on reducing the overall environmental impact of transportation.

Intended Audience

Teenage Girls

Media

Social media platform like Instagram

Exploring mood boards for the look

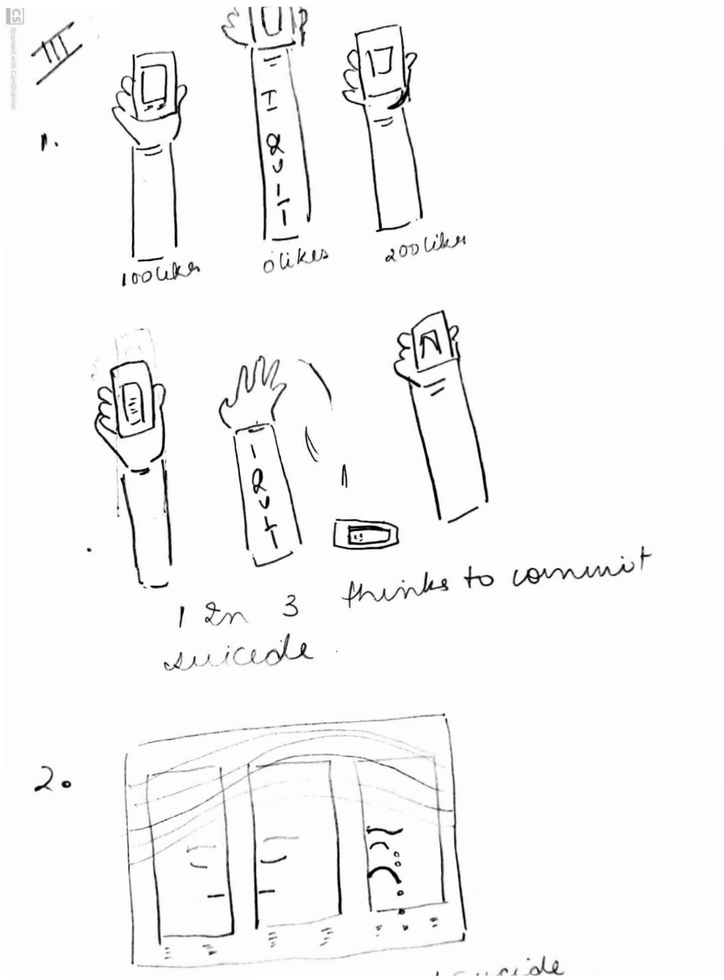
Style 1

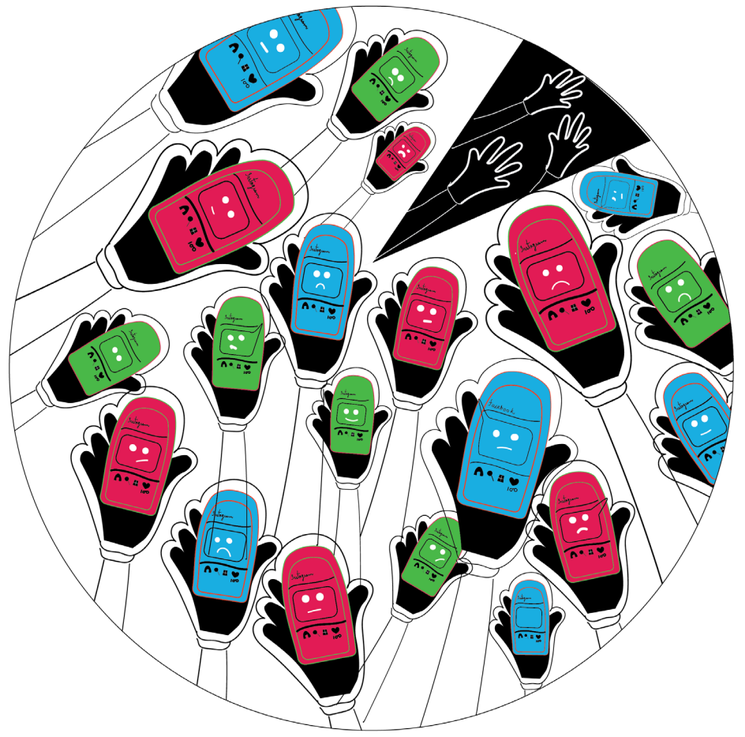
Style 2

Style 3

I've chosen to proceed with this style because it resonates strongly with Gen Z and has the potential to attract teenagers to the page, given its relatability. The painterly and rugged style, along with the torn edges and emotional touch conveyed through handwritten notes, is something I believe is fitting for this demographic.

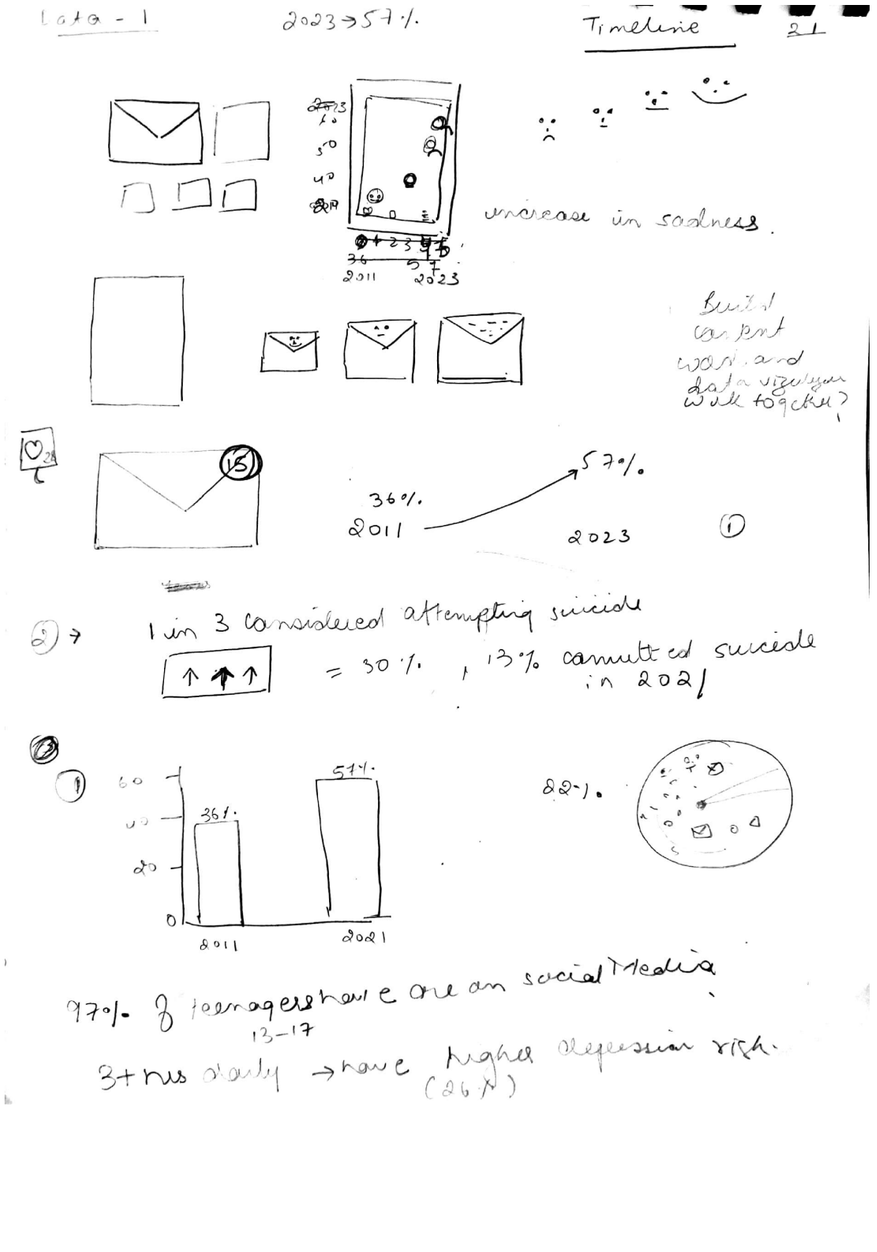
Initial idea of the composition

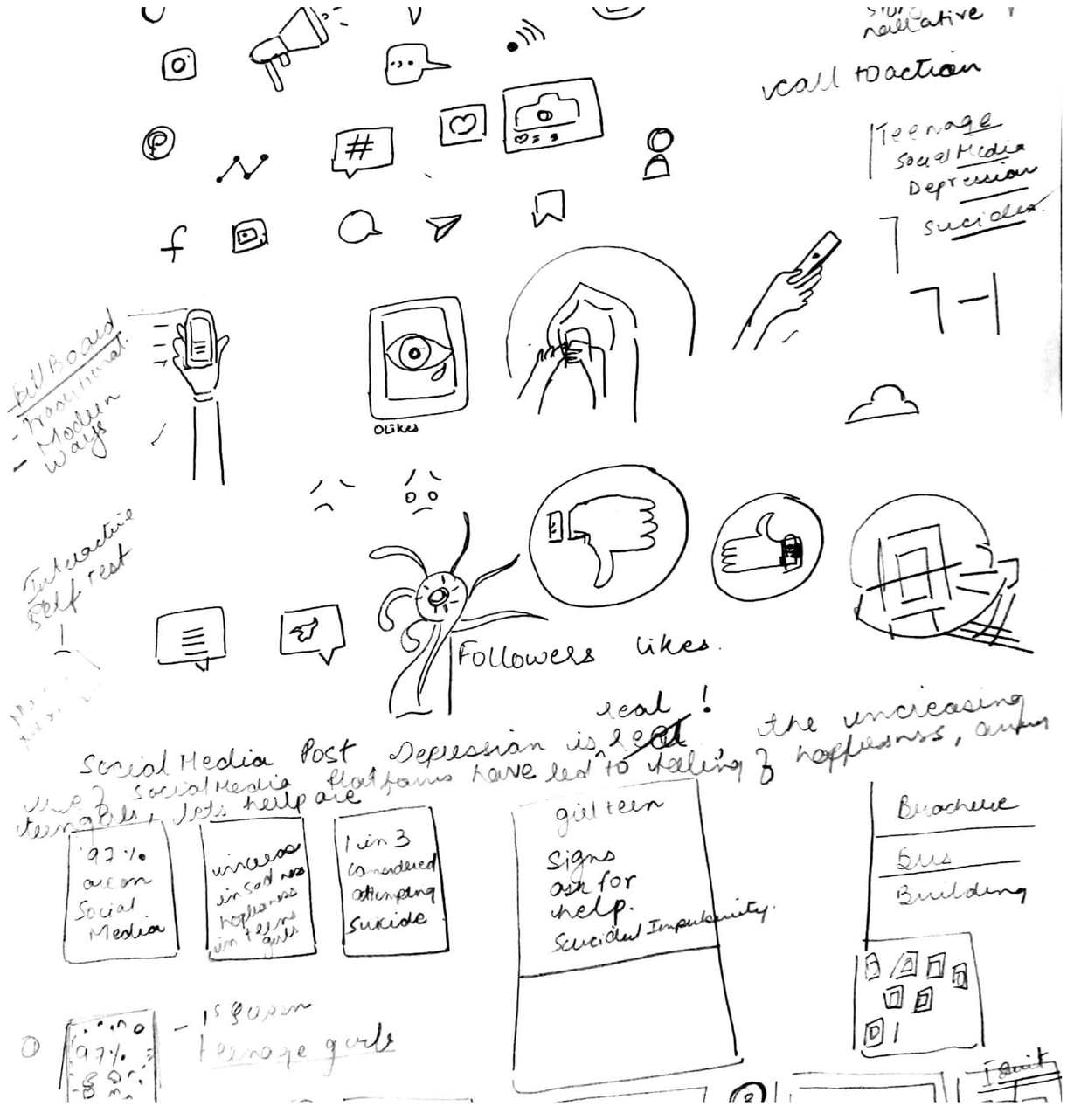




This idea did not resonate with the moodboards and lacked empathy which is the main aspect of this project so I started to sketch fresh ideas

Brainstorming new ideas

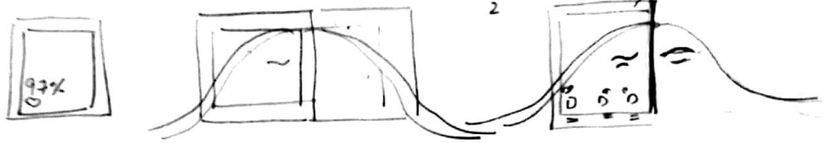




3. 30% considered suicide, 60% increase in 10 years. (Past)

4. 1 in 3 considered attempting suicide

1.



2

3

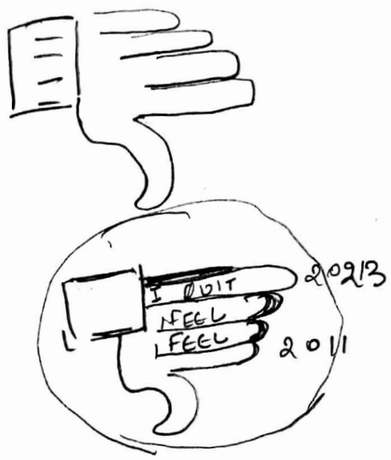
4

31.

97%

3 hands.

1.



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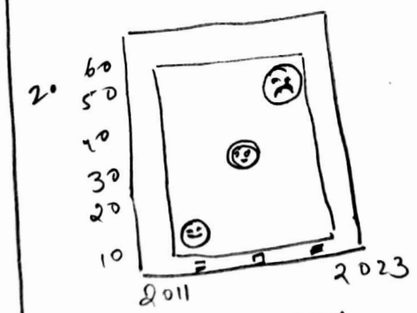

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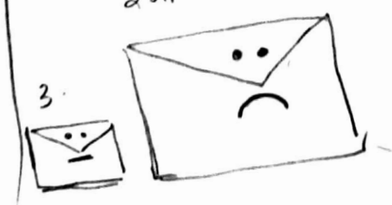

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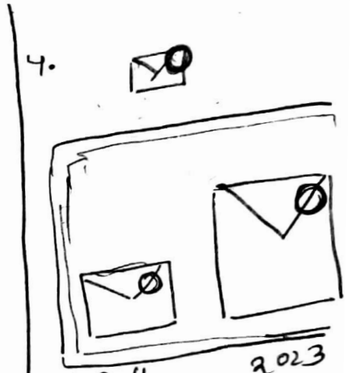
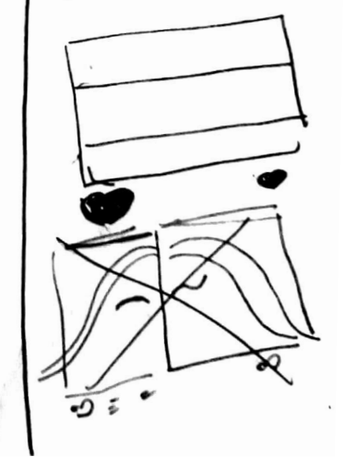
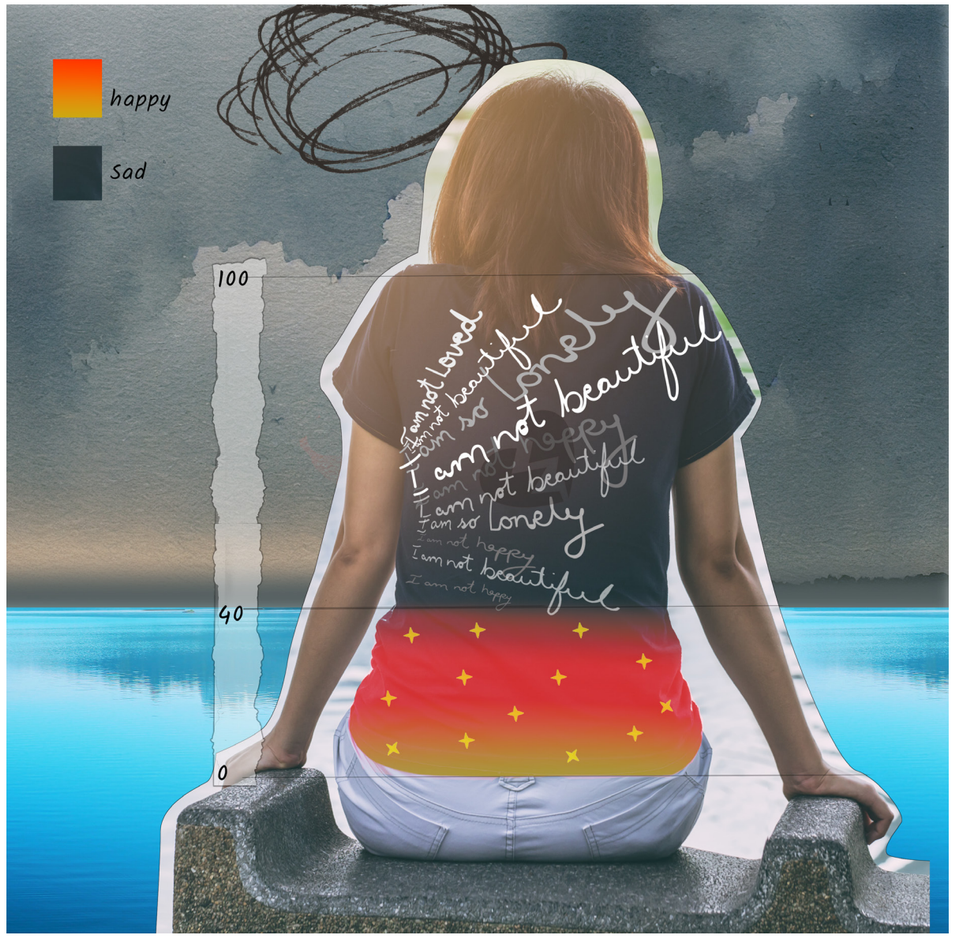


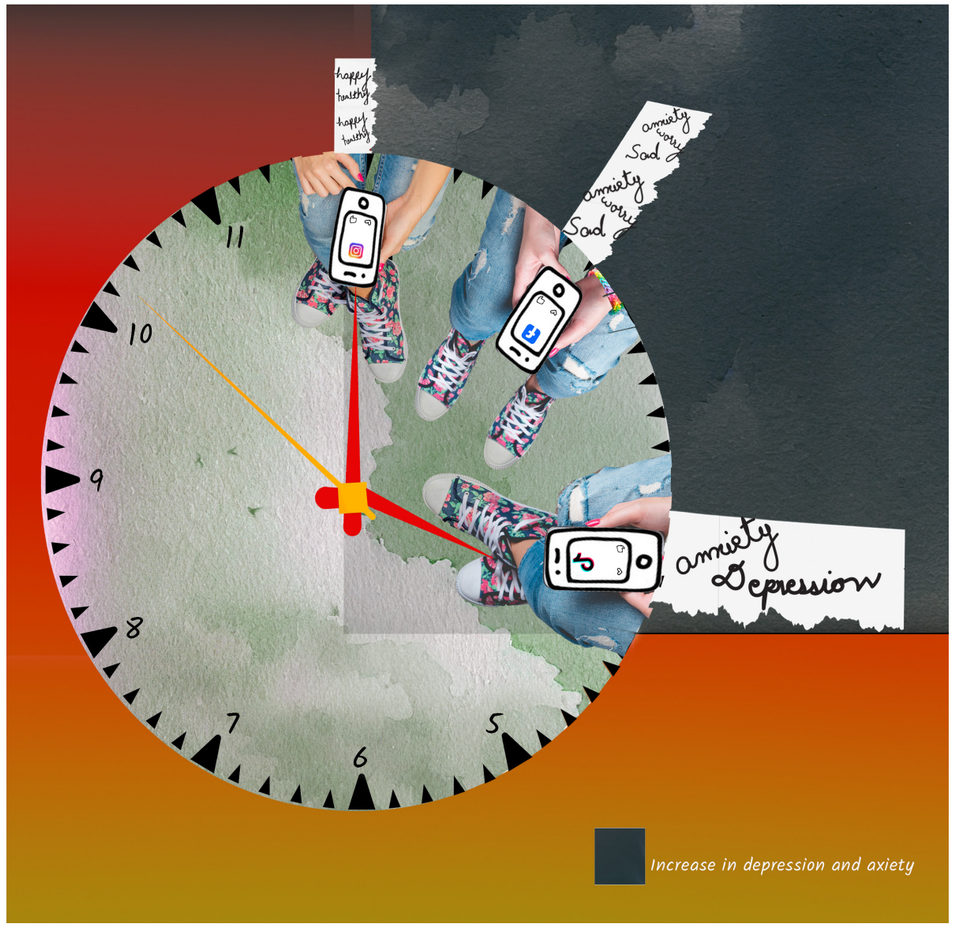


Data visualization for social media posts



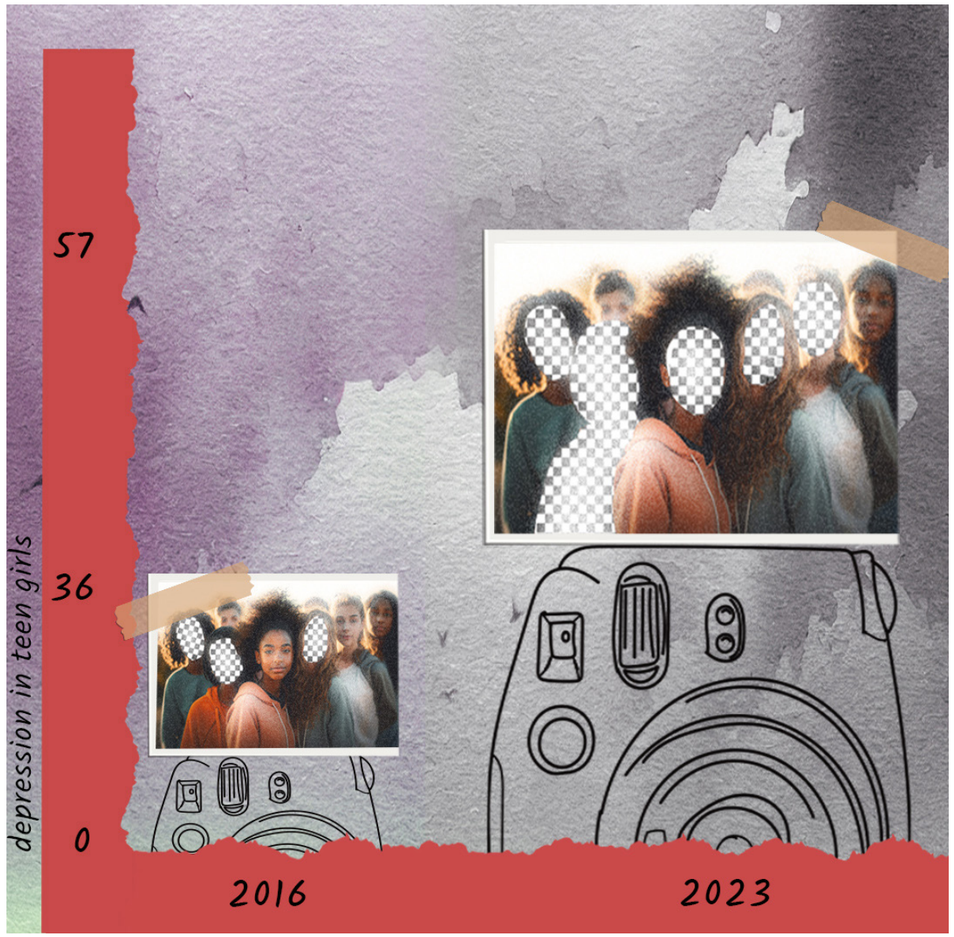
Data Point 1

60% of teenage girls feel seriously down or hopeless



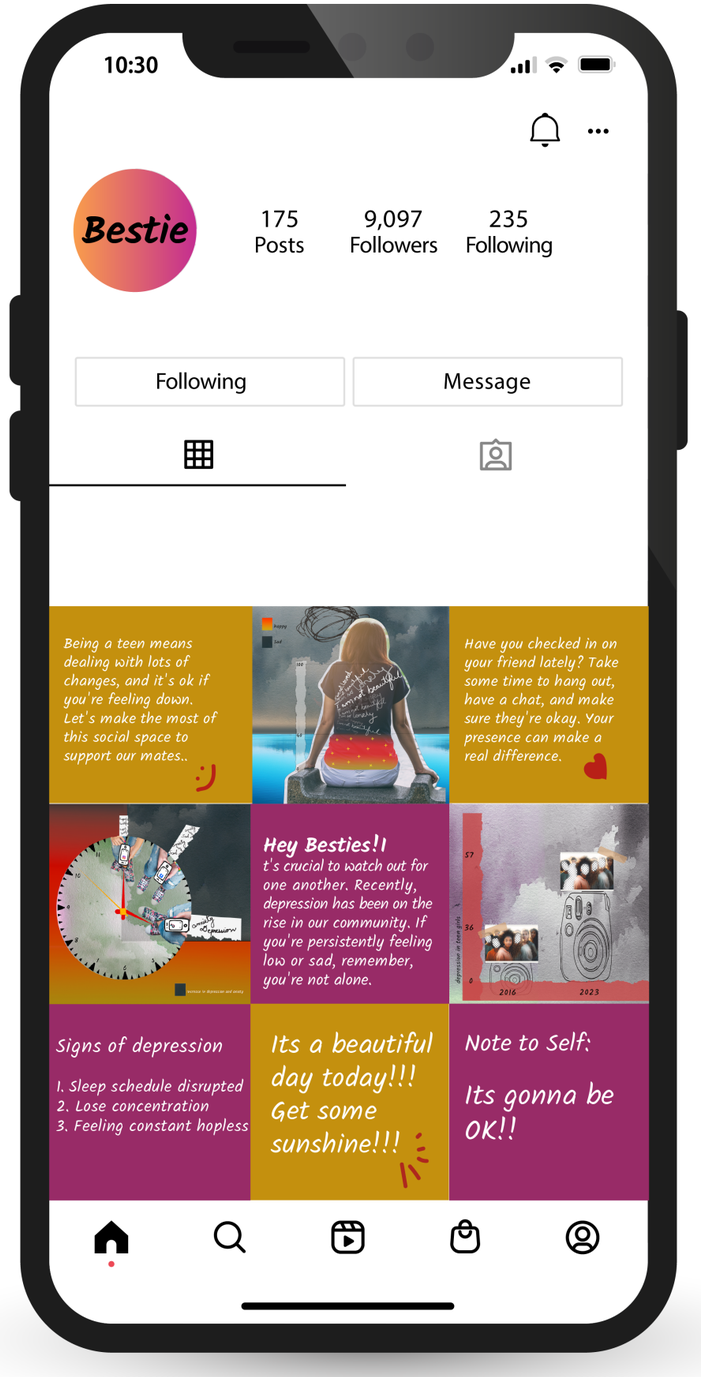
Data Point 2

Spending over 4 hours on social media makes the depression risk go up.



Data Point 3

Level of sadness and hopelessness in teen girls went from 36% in 2016 to 57% in 2023

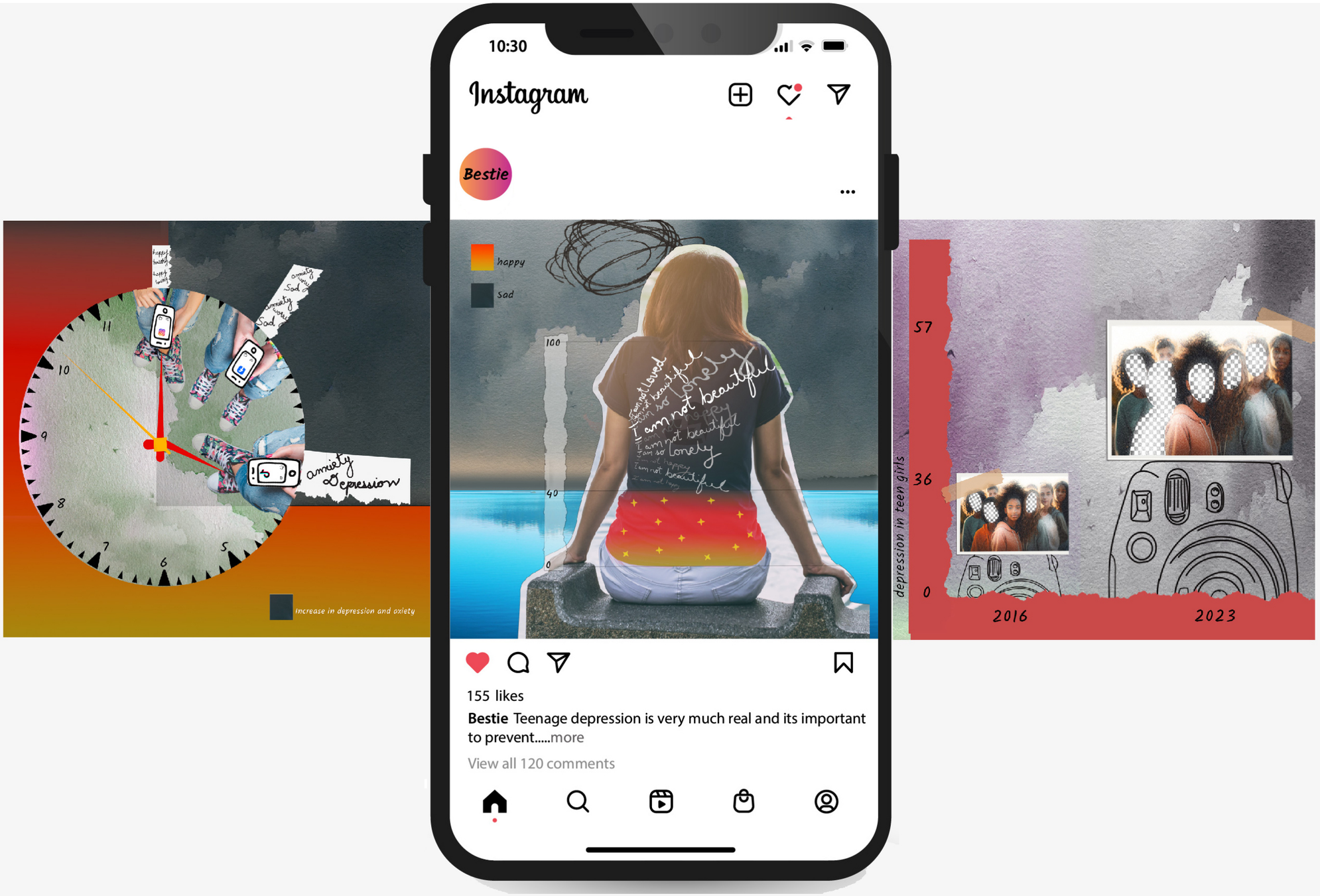


I created campaign mockups that not only advertise the Bestie platform but also serve as a method of raising awareness about teenage girl depression.

The mockup updates Why street poster?
I specifically chose street posters as they are easily accessible by pedestrians, and their large size provides proper visibility.

Why Bus?
For the second solution, I opted for buses as a means to promote the cause. I believe transportation modes can once again capture a wide range of audience and spread the message effectively across different areas.

The mockup updates



Teen Girl
Depression
REAL
is ~~reel~~
Bestie
www.bestie.com

You are not alone! We got you.
Bestie
www.bestie.com
I am not beautiful
I am so lonely

Thank You.