Navigating Mental Health in the Digital Age: The Development of "Heart Light Avenue" Mini-Program

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ABSTRACT

With the acceleration of social pace and the development of digital technology, mental health issues have gradually become a focus of public concern. This paper aims to explore the development and implementation of a diversified online mental health WeChat mini-program to meet the growing demand for mental health services. This paper first analyzes the relevant policies and market status in the field of mental health, pointing out the current shortage of mental health services and the development potential of digital mental health services. Then, this paper provides a comprehensive discussion of the design concept, functional modules, and innovation points of WeChat mini-program. Finally, this paper proposes a marketing strategy for the mini-program, aiming to improve the accessibility and convenience of mental health services through innovative online service models, and to provide users with more professional and personalized mental health support.

KEYWORDS: Mental Health; Online Services; Market Potential; Innovative Services; Mini-Program Interface Design

INTRODUCTION:

In the context of the digital age, mental health issues have gradually become a focus of social concern. With the acceleration of people's pace of life, the demand for mental health is growing, and the traditional model of mental health services can no longer meet the needs of modern society. To address this challenge, this paper proposes a diversified online mental health mini-program, aiming to provide users with convenient, professional, and personalized mental health services through innovative technical means. This paper will comprehensively analyze the development potential and implementation strategy of the mini-program from the aspects of policy background, market demand, product design, and innovation points.

1. The Necessity of "Heart Light Avenue" Online Psychological Mini-Program

1.1. Strong Support from Relevant Policies

From a policy perspective, governments of various countries are paying more and more attention to mental health issues and taking measures to support and promote the development of mental health services. For example, the National Health Commission of China issued the "Opinions on Strengthening and Improving Mental Health Work" in 2019 and proposed a series of supporting policies. With the advent of the digital age, mental health issues have gradually become a focus of people's attention[1]. In addition, the Ministry of Education and other 17 departments jointly issued the "Action Plan for Comprehensively Strengthening and Improving the Mental Health Work of Students in the New Era (2023-2025)", emphasizing the need to make full use of broadcasting, television, network and other media platforms and channels to improve the "Internet +" mental health education model[2]. At present, the domestic psychological service industry is in the development stage, and the habit of seeking one-on-one psychological counseling when encountering difficulties has not yet been established, facing the era of "Internet +" with complex information. Therefore, the establishment of online psychological services is inevitable[3].

1.2. Obvious "Pain Points" in the Psychological Market

With the acceleration of social pace, psychological issues have gradually been taken seriously by the public. However, as the scale of the psychological health industry continues to expand, there are many problems in terms of charging standards, professional ethics of consultation, and the boundaries between consultation and treatment. According to Xinhua News Agency, some psychological counseling institutions charge high fees, but the level of counselors is uneven, and many are "quickly trained" to get a certificate in just a few months, resulting in frequent complaints and rights protection incidents, making it difficult to ensure the rights and interests and physical and mental health of consumers [4]. In addition, the problem of insufficient supply is also gradually highlighted, especially in second-tier cities and rural areas. Although the psychological counseling industry continues to develop, the number of offline institutions is not large, and the regional distribution is unbalanced. Due to the origin of psychological counseling in hospitals in China, and the current dominance of medical psychological counseling models, social psychological counseling is not mainstream. In addition, going to the hospital for psychological counseling not only has a high cost but also takes a long time [5]. After the team's market survey and questionnaire surveys of schools and social people, the following main problems in the current Chinese psychological market have been summarized:

1.2.1. Lack of Professional Talents

Due to the high professional literacy and skill requirements of psychological health professionals, the number of psychology graduates from domestic universities is limited, making the market relatively scarce in talents with relevant professional backgrounds. Many practitioners lack systematic psychological health knowledge and practical experience, making it impossible to provide high-quality mental health services.

1.2.2. High Treatment Costs

Due to the need for a large amount of human, material, and financial resources for mental health services, the cost of treatment is high. Psychological treatment usually takes place once a week and often requires multiple consecutive sessions, with some patients having a treatment course lasting for several years. The pricing of psychological counseling institutions is also high. For many people with economic difficulties, high treatment costs become an obstacle to obtaining mental health services.

1.2.3. Social Psychological Illness Stigma

Due to the lack of understanding and attention to mental health, many people find it difficult to speak out when facing psychological problems and are unwilling to seek help. This makes it more difficult to detect and intervene in mental health issues.

1.2.4. Unstable Market Demand

The demand for psychological counseling does not have a fixed group of people, and different age groups will have different psychological problems, and there will also be public opinion leading to trend-following behavior, making the psychological industry market extremely unstable.

1.2.5. Weak Medical Attributes of Online Platforms for Light Consultation

Many people have a stereotype of medical platforms, thinking that medical platforms only undertake consultations and cannot be treated. However, many psychological health issues do not require medication and offline intervention for treatment, so it is important to guide public awareness.

2. Market Demand Analysis

2.1. Survey Subjects and Questionnaire Design

Currently, the team has noticed that there are two APPs with similar functions that have high recognition and download volume in the market, namely Yidianling and Zhiyu House. Both are digital platforms that provide online mental health services. Questionnaire surveys were conducted for students and social people, including their existing psychological problems and willingness to use online psychological mini-programs. A total of 232 people were surveyed, including 185 students and 47 social people. The coverage area includes Beijing, Shanghai, Hebei, Tianjin, Jiangsu, Zhejiang, Hunan, Hubei, Jilin, Guangdong, Xinjiang, Jiangxi, Fujian, the United States, and other places.

2.2. Survey Results Analysis

Among the respondents, 67% have varying degrees of psychological problems, as shown in Figure 1, including insomnia, anxiety caused by work, and academic pressure, and the number of students with varying degrees of psychological problems is as high as 70%.
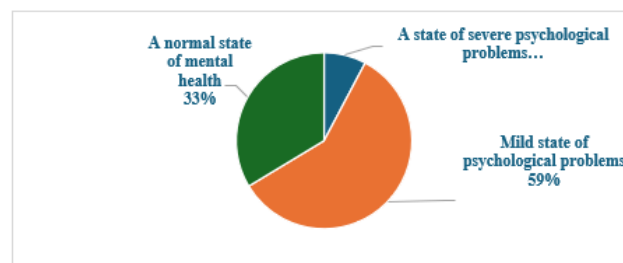

Fig. 1 The total proportion of psychological state survey results

For the current psychological problems of the public demand, the team designed targeted questions in the questionnaire for the survey. 66% of people said that when encountering psychological problems, they try to find a psychological "tree hole", and 71% of the people choose to seek help from online psychologists when they have psychological problems. Half of the people said that they have been looking for a platform that can solve online psychological problems, but they have not found it yet, and as many as 90% of people will communicate and seek help when they encounter problems or are facing the same problems.

It can be seen that a one-stop service platform that includes psychological testing, online mental health consultation, mental health education, and communication platform has become a big demand reflected by the public under the current problem.

3. Design of "Heart Light Avenue" Online Psychological Mini-Program

3.1. Mini-Program Style and Form Design

The UI design of the mini-program focuses on aesthetics, with a warm and comfortable visual experience as the core. The team adopts a healing theme, with cyan as the main color, combined with cartoon-style interactive buttons, aiming to create a relaxed and natural atmosphere. Exquisite UI design reflects the team's continuous learning and innovative spirit, ensuring that the page is simple and beautiful.

From the perspective of portability, the Heart Light Avenue mini-program aims to provide mental health support anytime and anywhere. Its lightweight design ensures that the user interface is simple and intuitive, with quick access to psychological assessment, consultation, and education functions. The mini-program is compatible with various devices to ensure that users can get a good visual experience and operational convenience on different devices. The mini-program also comes with easy-to-access help documents, frequently asked questions (FAQs), and online customer service. The core functions are prominent and easy to access, enhancing the accessibility and convenience of the service.

3.2. Overall Structure Design of the Mini-Program

The Heart Light Avenue online mini-program is a professional online platform that integrates psychological consultation, psychological treatment, community interaction, and MBTI community. The following structural chart illustrates the basic structure of the mini-program.

Heart Light Avenue			
	Home	Sleep Aids	
		Sleep Quality	Sleep Logging
			Sleep Schedule
			Relaxation Exercises
		Report	Sleep Analysis
			Dream Interpretation
		Community	Dream Sharing
			Dream Diary
	MBTI Community	Home Page	MBTI Test
			Personalized Recommendations
		Tea Party	Interest Groups
			Profile Display
	A Bar Where You Can Read A Book Together	Personalized Reading Recommendations	
		Community Reading Experience	
		Interactive Reading Experience	
		Read The Harvest	
	Energy Station	Handoff	
		Change The Date	
		Clock	
		Custom Projects	
	Little Popular Science	Search	
		Browse	
		Video Testimonials	
	Tree Holes	Home Page	Post Anonymously
			Smart Matching
		Consultation	Search For Keywords
			Professional One-On-One Consultation
			Publish A Post
	Consultation	Select A Time And Region	
		Choose A Counselor	
	Mall	Get Coins	
		Pick The Item	
	My	Feedback	
		Set Up	

3.3. The mini-program interface layout and function design

Users can find the mini-program by entering "Heart Light Avenue" on the WeChat mini- program search page. The mini-program consists of four core interfaces: Home, Consultation, Mall, and My. Figure 2 shows the Chinese version of the mini-program interface. The functions of each interface are as follows:

"Home" interface   "Consultation" interface   "Mall" interface   "My" interface

Fig. 2 Chinese version of the mini-program interface

1. The "Home" interface provides multiple entry points, and users can enter the tree hole by clicking on the trunk whirlpool or selecting the topic on the leaf. The top of the interface has multiple functional modules that can be entered by clicking, such as offline activities, dream factory, etc. The dream factory module includes sleep records, relaxation exercises, and sleep music, aiming to create a quiet environment and promote sleep. The top rolling window displays holiday promotions, event promotions, and other content.

2. The "Consultation" interface allows users to select a psychological counselor through the search function or according to region, time, level, and other conditions. The interface provides student discounts, intelligent matching, psychological games, and other personalized services, as well as positive psychological suggestions and a relaxed atmosphere to meet the needs of different users.

3. The "Mall" interface combines social benefits and economic benefits, providing decompression and cultural and creative products, stimulating the fun and innovation of mental health propaganda, and users can purchase through the shopping cart.

4. The "My" interface serves as a personal center, displaying the user's nickname and the number of days of use, providing functional modules such as consultation records, likes and collections, attention, orders, etc., simplifying user operations. The middle part provides options to add friends and become a counselor, and the bottom has options for contacting customer service, feedback,

and settings to ensure that user questions and suggestions are responded to in a timely manner.

This interface is user-oriented, with a reasonable layout and convenient operation, aiming to provide an efficient personalized service experience, making it easy for users to control their mental health journey.

3.4. Innovative Point Design of the Mini-Program

The innovations proposed for the mini-program designed in this paper are as follows:

1. Personalized Design: This mini-program provides customized services according to user needs, including intelligent reading recommendations, personalized check-in plans, intelligent matching listening services, and personalized content recommendations for psychological knowledge and communication groups.

2. Intelligent Analysis: Using big data algorithms, the mini-program achieves accurate push and status analysis, covering intelligent matching, data analysis, and sleep quality assessment.

3. Interactive Experience: Enhance user participation and interactivity through interactive reading and continuous follow-up support, promoting in-depth understanding and application of knowledge.

4. Social Functions: The mini-program has community reading, psychological problem communication, and MBTI community, encouraging users to share experiences, communicate with people from different backgrounds, build a supportive social network, and broaden their horizons.

5. Privacy Protection: Ensure user privacy security through anonymous communication and information blocking, such as anonymous communication and anonymous participation in psychological communication.

6. Professional Services: Inviting psychological experts to participate in the design, providing professional psychological support, guidance, and dream analysis to help solve psychological problems and promote mental health.

4. Marketing Strategy
4.1. Start-up Phase
In the start-up phase, our team will focus on advertising to increase user awareness of the mini-program and launch some free features to attract users to experience. By inviting well-known psychological bloggers to settle in and share their experiences, the team will use user word-of-mouth and interpersonal communication to further promote the mini-program, gradually establishing a preliminary user community and ecosystem.

4.2. Development Phase
In the development phase, the team will focus on optimizing the functional experience, reducing advertising, and instead increasing the number of users through recommendations between users. At this stage, the team will add functional guidance modules, provide MBTI personalized recommendations, and establish a complete feedback mechanism to actively listen to user suggestions. The team will also release activities and tasks, providing VIP experience cards to motivate users to participate and increase the usage rate of the mini-program.

4.3. Maturity Phase
In the maturity phase, as the mini-program functions gradually improve, the team will focus on improving product quality and user experience. More personalized activities will be carried out, and data analysis will be conducted on the popularity of various functions to improve and perfect the functions. At the same time, a VIP system and related packages will be launched to meet user needs.

4.4. Expansion Phase
In the expansion phase, the team will focus on content updates and diversification, expanding different sections, especially the check-in and tree hole sections, enhancing rewards and promotion mechanisms. By establishing different group chats, the team will strive to build the mini-program into a diversified platform to meet the needs of different MBTI groups and achieve communication and improvement among users, enhancing user stickiness.

5. Conclusion
Today's society pays more and more attention to mental health. Developing a diversified online mental health mini-program not only has important social significance but also has a broad market prospect. With the support of policies and the promotion of market demand, the mini-program is expected to become an important innovation in the field of mental health services. In the future, we will continue to optimize product functions, improve user experience, and actively explore new service models to provide users with more comprehensive and in-depth mental health support. At the same time, we also look forward to cooperation with all sectors of society to jointly promote the development of mental health services and contribute to the construction of a harmonious society.

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