

Highly Innovative Mental Health Digital Business Flashbox

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ABSTRACT

In the realm of digital mental health, Flashbox has emerged as an innovative startup, revolutionizing the way mental health services are accessed and delivered. This abstract delves into the novel business strategies and technological advancements that Flashbox has implemented to address the growing demand for mental health services in the digital age. Emphasizing user-centric approaches, Flashbox integrates cutting-edge technology such as AI, machine learning, and user-friendly digital platforms to enhance the accessibility and effectiveness of mental health care. The startup uniquely navigates the challenges of stigma, accessibility, and affordability in mental health, offering a range of services from online counseling to mental health self-assessment tools. Flashbox's contribution to digital mental health underscores the importance of technology-driven solutions in improving mental health outcomes and offers a model for other startups in this sector. This study highlights Flashbox's role in transforming the landscape of mental health services, marking a significant step towards more inclusive, efficient, and accessible mental health care solutions.

INTRODUCTION

The mental health situation in Indonesia faces significant and complex challenges. One of the main issues is the substantial social stigma associated with mental health problems, often hindering individuals from seeking the help they need. Moreover, access to mental health services is extremely limited, especially in remote areas, leaving many people with mental health issues without adequate treatment. Indonesia also experiences a shortage of mental health professionals, impacting the quality and availability of services. The COVID-19 pandemic has worsened this situation, increasing cases of depression and anxiety and putting additional pressure on an already strained health system. Despite efforts from the government and non-governmental organizations to raise awareness and mental health services, much remains to be done to achieve broad and effective service coverage. This situation demands serious attention, including improving service access, reducing stigma, and enhancing supportive resources and policies.

In today's digital era, the role of mental health startups has become crucial in addressing the challenges of providing effective and accessible mental health services. They leverage technological innovations, such as mobile apps, online therapy, and artificial intelligence, to provide more personalized and accessible services. This is particularly helpful in improving access, especially for those in remote areas or with limited access to conventional mental health services. Online services are often perceived as less intimidating, contributing to reducing the stigma associated with seeking help for mental health issues. The flexible and personalized services offered by these startups allow users to tailor treatment to their needs. Furthermore, many startups focus on education and raising awareness about mental health, crucial for changing public perceptions and supporting prevention efforts. They also play a role in collecting valuable data for research and improving mental health services. By collaborating closely with psychologists, psychiatrists, and other health professionals, mental health startups ensure that their services are not only innovative but also high-quality and ethical. All these efforts demonstrate how mental health startups play a key role in transforming the mental health landscape in the digital era, offering much-needed solutions to the challenges faced by modern society.

Technology has revolutionized access to online meditation and counseling services, providing significant convenience and flexibility. Through digital platforms and applications, individuals can access these services from their homes, which is highly beneficial for those in remote areas or with busy schedules. Online counseling and therapy have become more popular, enabling therapists and clients to connect through video, chat, or email, opening access

for those reluctant or unable to visit in person. Applications and websites offer guided meditation programs, supporting users in achieving calm and reducing stress. This technology also allows for personalization and progress tracking, enhancing user experience according to their needs. Vulnerable groups, including people with mobility limitations or severe mental health disorders, benefit from the increased accessibility of these services. Additionally, there are extensive educational resources about meditation and mental health, enhancing awareness and understanding. Generally, online services are more affordable, making them more accessible to a wider range of people. Thus, technology not only facilitates access to meditation and counseling services but also expands their reach and effectiveness, marking an important step in improving mental health and well-being worldwide.

THEORETICAL REVIEW

1. Mental Health Theories and the Pandemic Impact

Review of Mental Health Theories: There are various theories related to stress, anxiety, and depression in the field of mental health. These theories provide frameworks for understanding the psychological processes underlying these mental health conditions.

Social Factors Influence: Social media and other social factors have played a complex role in mental health during the pandemic. While providing a platform for support and information, they can also contribute to stress and anxiety due to misinformation and the pressure of social comparison.

2. Integration of Mental Health Services and Technology

Role of Technology: Technology, especially AI and machine learning, is transforming mental health services. These technologies offer new ways to diagnose, track, and treat mental health conditions more effectively and efficiently.

Enhancing Access and Personalization: Technology enables more personalized and accessible mental health care. Through digital platforms, patients can receive tailored treatments and therapists can use data-driven insights for better care.

3. Case Study: Flashbox

Business Model and User-Centric Approach: Flashbox (possibly an alternate name for Feelsbox, as mentioned earlier) has a unique business model focused on user-centric service innovation. This approach prioritizes the needs and experiences of users in the design and delivery of mental health services.

Addressing Digital Mental Health Challenges and Opportunities: Flashbox addresses various challenges in the digital mental health sector, such as accessibility, user engagement, and data privacy, while capitalizing on opportunities like scalability and the potential for widespread impact.

Impact on Mental Health Services in Indonesia: Flashbox's innovative approach has significantly improved access and quality of mental health services in Indonesia. By leveraging technology, it provides more effective and efficient care, especially in areas with limited mental health resources.

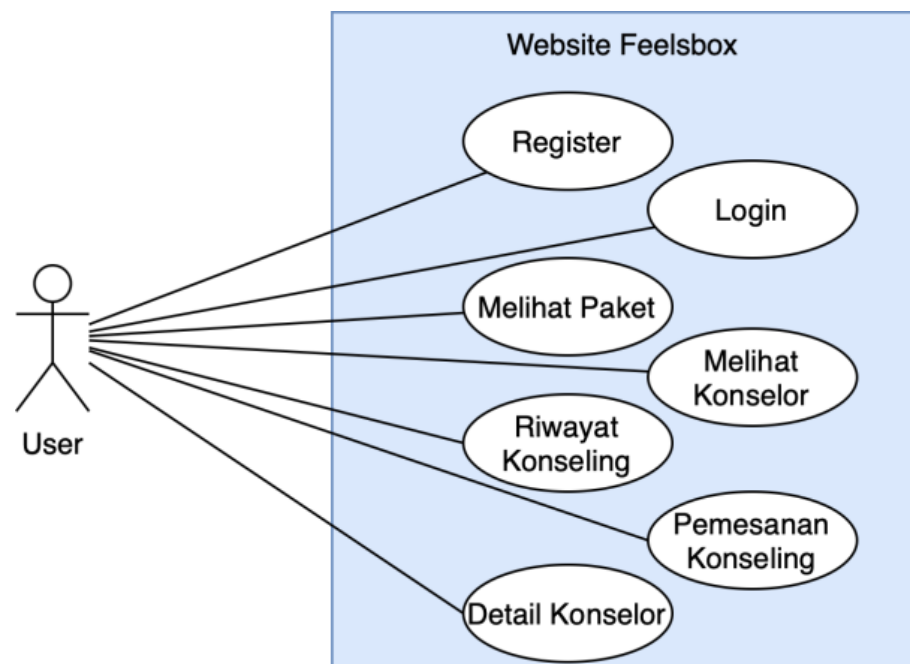
4. Conceptual Framework and Scrum Methodology

Scrum Framework: The Scrum framework is a flexible and structured approach used in software development, applicable to the development of mental health platforms like Flashbox.

Elements of Scrum: Elements such as Sprints, Daily Scrums, Product Backlog, and Sprint Review and Retrospective are employed to improve efficiency, quality, and product value.

In the context of Flashbox, this framework enables the development of user-focused features and services, enhancing the overall mental health service experience.

By integrating these methodologies and focusing on user-centric innovation, platforms like Flashbox can significantly contribute to the advancement and accessibility of mental health services in the digital era.



METHODOLOGY

Feelsbox, as a mental health startup, has taken significant steps in providing counseling and mental therapy services through technology. The startup focuses on developing and implementing innovative features to support mental health, using the Scrum methodology in its development process.

This process involves interviewing internal parties at Feelsbox and users, as well as observing related business processes. One of the main features developed by Feelsbox is the Online Mental Health Test and Online Health Test Analysis, identified as a primary need.

This feature has undergone a series of tests, including Usability Testing and Blackbox Testing, to ensure it meets user needs and expectations. With a variety of services, including mental health tests, the startup aims to accommodate the needs of various community groups. However, facing challenges in technology and platform navigation, Feelsbox continues to strive to improve and update its services.

RESULTS

1. Business GAP Analysis in Feelsbox Startup:

The GAP analysis was conducted to compare the current business process with the desired one, especially in the context of counseling service digitalization. This involves transitioning from a mixed system (face-to-face and online) to a fully integrated system.

The analysis results indicate a need to speed up the counseling registration and scheduling process from the current time to 15 seconds up to 1 hour, with more cost-effective monthly operational expenses.

Proposed strategies to address this gap include work time efficiency and reduction in operational costs.

2. User Persona:

User personas are built based on data and analysis of actual user characteristics. This helps to provide an ideal user profile and guides more relevant product development.

An example persona includes a student facing various challenges such as academic pressure and high expectations, highlighting the importance of easily accessible and affordable counseling services.

3. Use Case and Prototyping:

The use case diagram shows user interactions with the website, covering various functions like registration, viewing packages, selecting a counselor, and counseling history.

The development of low-fidelity and high-fidelity prototypes is used for design concept visualization and testing, focusing on simplicity, navigation, and grid-based layout.

4. System Usability Scale (SUS):

The SUS is used to evaluate the platform's usability. The obtained score falls into the "Acceptable" category, indicating that the platform is fairly accepted by users but still has room for improvement.

5. Utilization of Counseling Services and Participation in Events:

The application usage data analysis shows that most users are more inclined to participate in events than to use counseling services.

This indicates the importance of community and group strategies in raising awareness and knowledge about mental health.

6. Implications for Mental Health Services:

These findings have significant implications for mental health service providers, especially in developing community-oriented strategies and facilitating social interaction.

Usage Type: Event, Just Viewing, Consultation (Gender Analysis) Chi-square (χ^2) analysis with a value of 2.0513, a p-value of 0.3586, and degrees of freedom (dof) of 2. Expected frequencies based on the assumption of independence between variables are [[32.5, 22.5, 45.0], [32.5, 22.5, 45.0]].

Focused efforts are needed to encourage the use of individual counseling services, including reducing stigma and raising awareness of the importance of mental health.

DISCUSSION

Use of Consultation Services

The limited utilization of consultation services in the app could reflect various underlying factors. It may indicate reluctance among users to actively seek professional help, possibly due to barriers like perceived stigma or cost concerns. Additionally, there's a possibility that users may not fully recognize the need for such consultations, or they might prefer engaging with self-help methods and educational materials.

Event Participation

A notable engagement in organized events suggests a preference among users for community-focused activities. These activities, such as workshops and webinars, provide mental health information and support, highlighting Flashbox's role in cultivating a supportive community environment. This trend underscores the importance of peer support in enhancing mental health resilience.

Content Viewers

The segment of users who engage with the app's content passively, without participating actively, also offers valuable insights. This behavior might

point to a demand for easily accessible mental health information, catering to those who are initially seeking information or gradually building their comfort level before active participation. The trend of higher event usage may reflect the effectiveness of these community-based approaches in raising mental health awareness. Conversely, lower engagement in direct consultations suggests potential areas to improve awareness about the value of professional mental health services and to address existing stigmas.

Strategies for Enhanced Engagement

To boost engagement in consultations, Flashbox could consider strategic approaches like integrating educational events with consultation opportunities. Encouraging users to transition from attending events to engaging in consultations could involve incentives such as offering initial sessions at reduced costs or for free.

Implications for Mental Health Providers

These observations are crucial for mental health service providers, indicating that community-based strategies promoting social interaction might be more effective for wider audience reach. Concurrently, there's a need to focus on promoting individual consultation services, which may involve concerted efforts to educate about mental health importance and to challenge prevailing stigmas.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions:

1. App Usage Prevalence:

The data shows that the Flashbox app has a high level of engagement, particularly in organized events. This indicates a user preference for community-based activities.

2. User Preferences:

The preference for participating in events rather than individual consultation sessions might reflect a greater need for social interaction and communal learning in the context of mental health.

3. Role of Technology:

The use of technology in Flashbox demonstrates significant potential in overcoming access barriers to mental health services, facilitated by the ease and availability of enhanced services

Recommendations:

1. Increasing Awareness:

More effective strategies are needed to increase awareness about the importance of professional mental health consultation and to reduce the stigma associated with seeking help.

2. Expanding Services:

Flashbox should consider expanding their services to include more free or affordably priced consultation sessions to attract more users.

3. Activity Integration:

Integrating events and consultation sessions could enhance the transition of users from participating in community activities to seeking professional help.

By implementing these recommendations, Flashbox and other digital mental health apps can contribute to improving the accessibility and quality of mental health services, meeting the increased needs during and post-pandemic, and shaping a more responsive and inclusive future for mental health services.

Regarding the design of the online mental health platform, it is aimed at supporting users with mental health issues. The platform offers easily accessible counseling services, adjustable durations, and flexible scheduling options. From usability testing using the System Usability Testing method, a SUS score of 73.5 was obtained. This score falls into the "Acceptable" category and is classified as Grade C in the "Grade Scale," categorized as "Good."

FURTHER STUDY

In choosing a research topic, be sure to consider your expertise, the availability of resources, and the relevance of the topic to your interests and the needs of the intended community or industry.

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