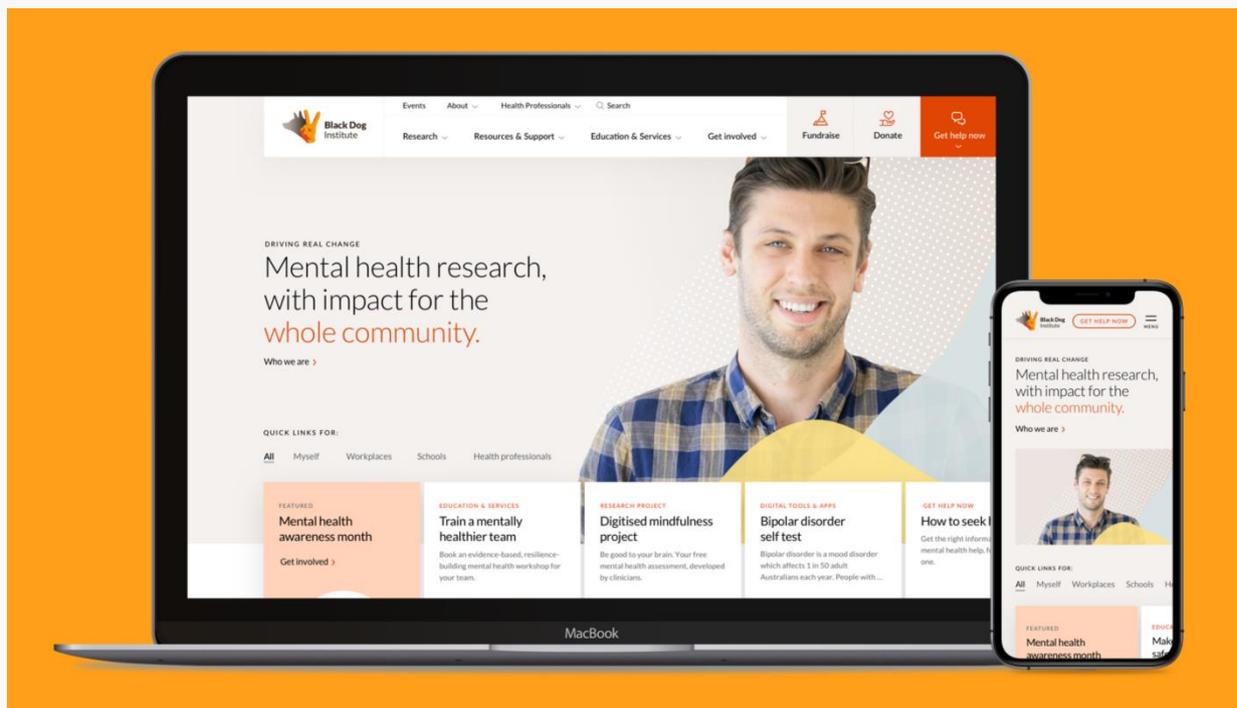
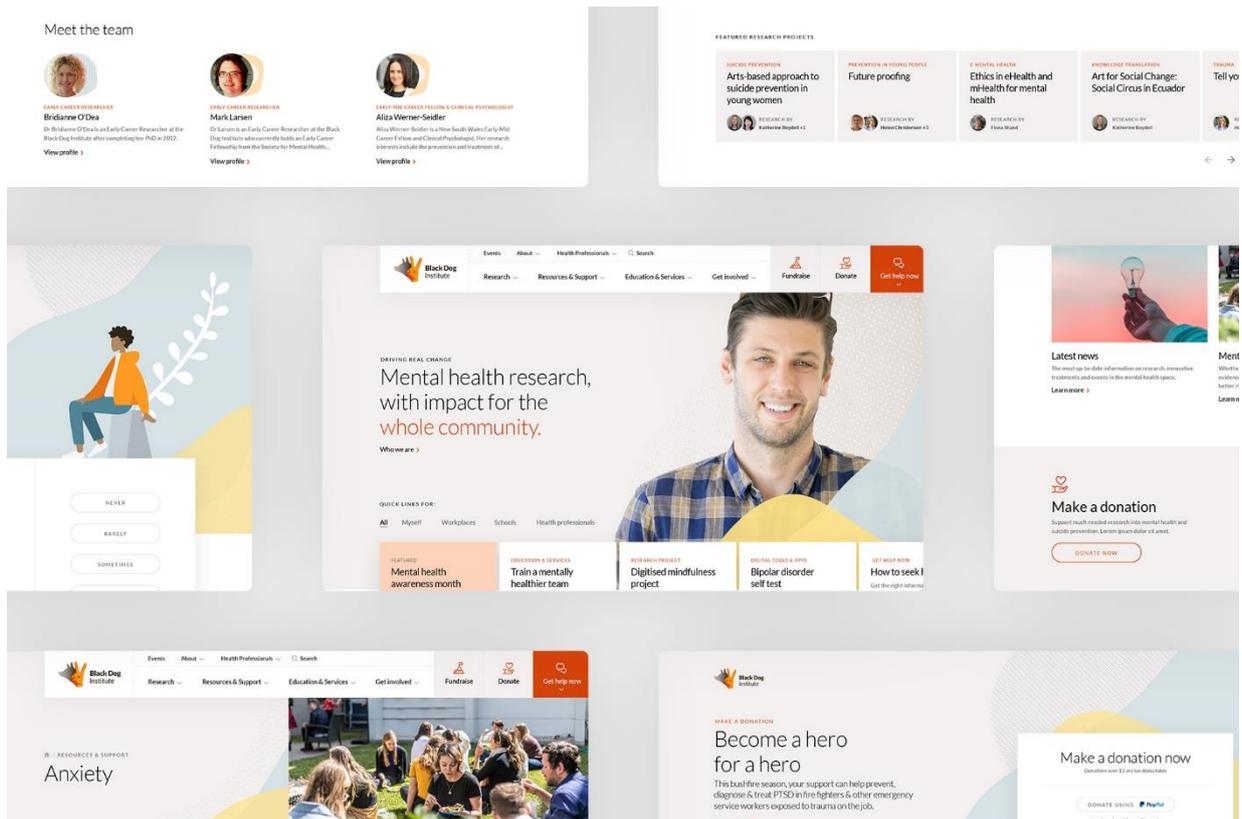


# Black Dog Institute

The Black Dog Institute is dedicated to understanding, preventing and treating mental illness. They are about creating a world where mental illness is treated with the same level of concern, immediacy and seriousness as physical illness; where scientists work to discover the causes of illness and new treatments, and where discoveries are immediately put into practice through health services, technology and community education.





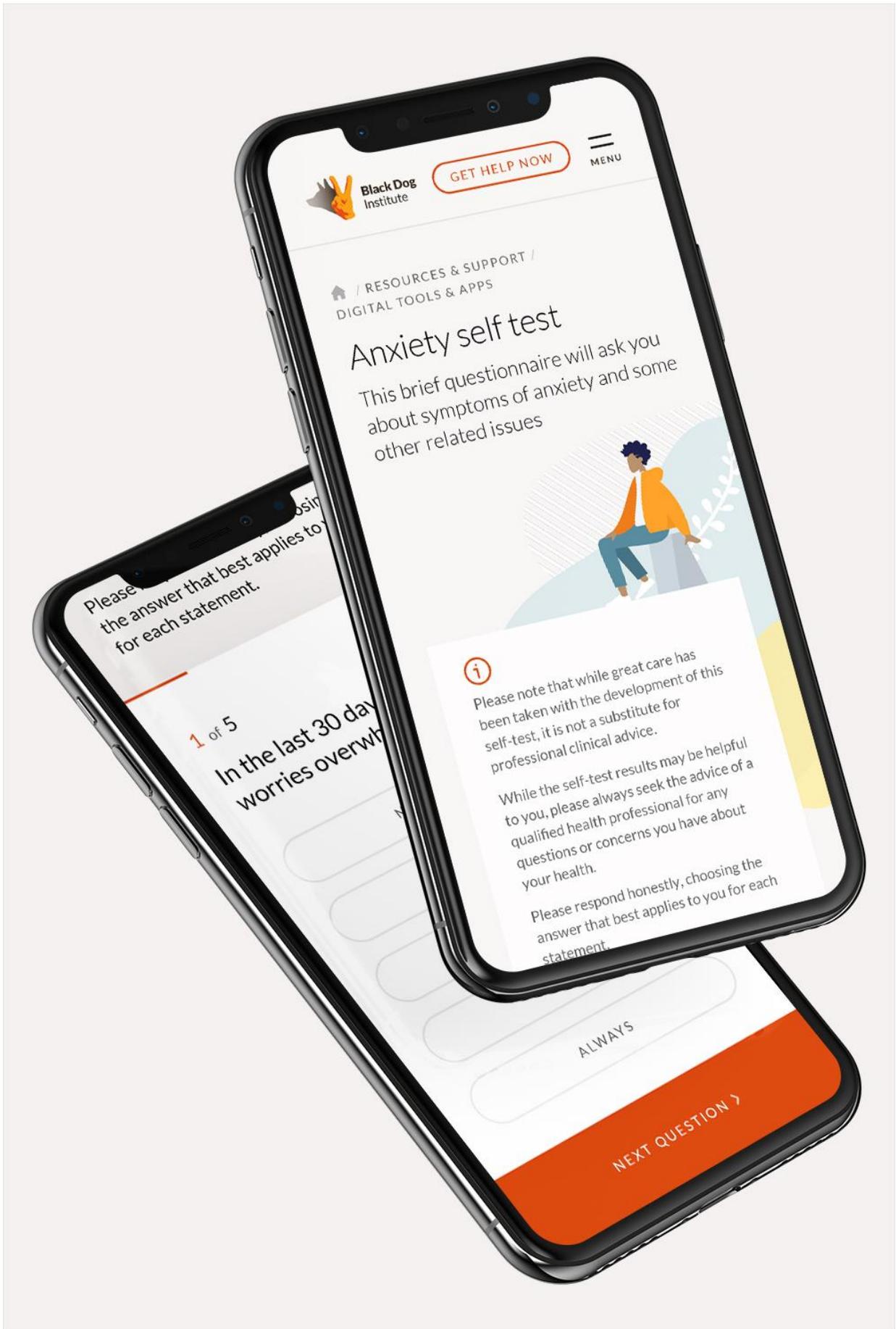
As an agency, Adrenalin place customer experience at the heart of everything we create. Extensive research was undertaken, including a series of moderated focus groups with key stakeholders, including people with mental health lived experience and their carers. These qualitative sessions were crucial for us to understand the main drivers for the audience throughout the customer journey cycle. User-centred design activities included persona development, experience maps, customer journeys, as well as a comprehensive usability laboratory testing against early-stage wireframes. Persuasive architecture was paramount, facilitated through a fanatical approach to user-centred design. A comprehensive multivariate testing campaign against early-stage wireframes, ensured the information and content layout across the new digital platform and on-boarding processes achieved optimal outcomes for usability and intuitive navigation.

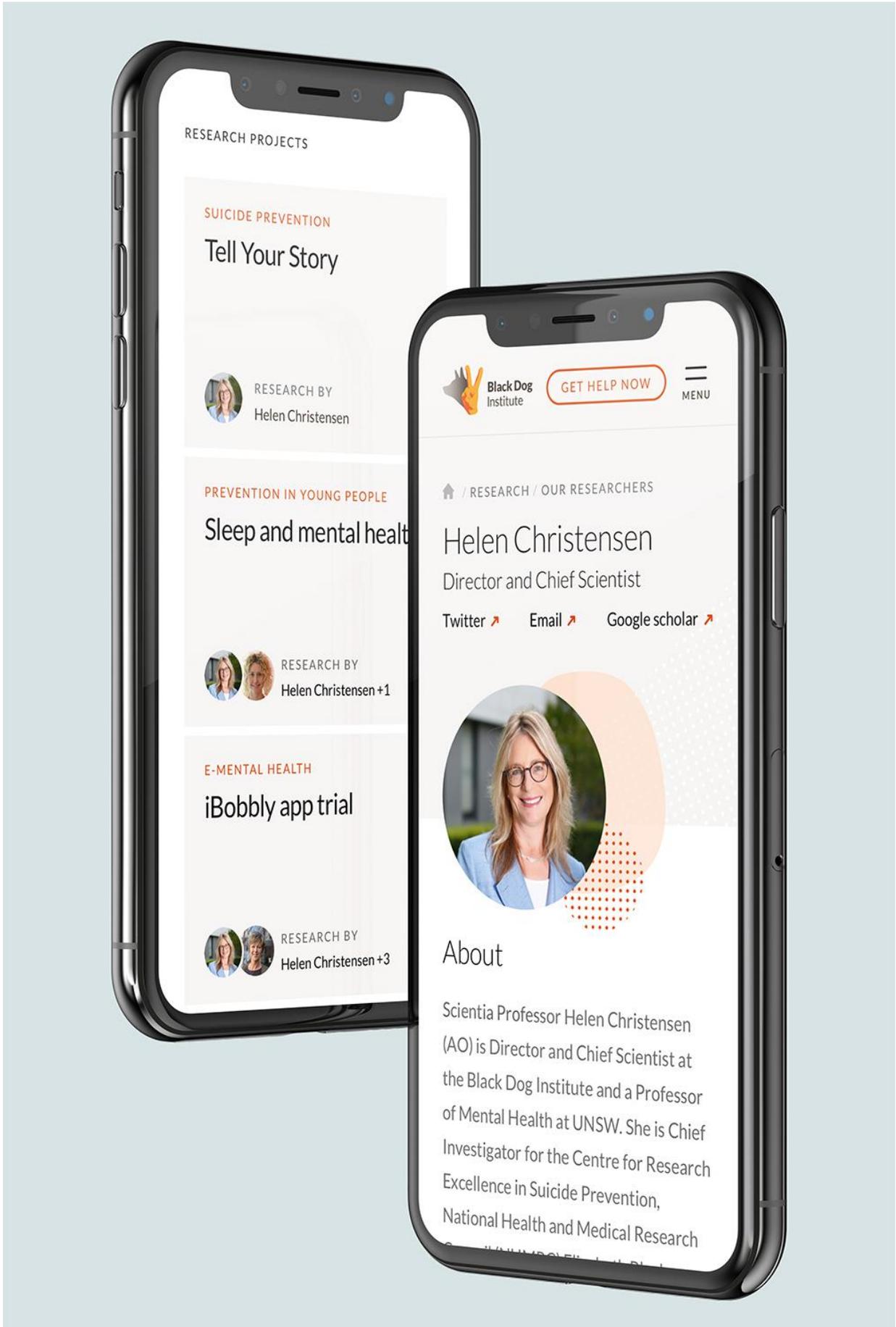
Key Features include:

- Development of a Global Experience Language (GEL) for the Black Dog Institute based on the principals of atomic design and design systems
- Intuitive IA - The platform needed to be built on the principals of persuasive architecture and facilitate “quick-fix” content consumption, especially across mobile devices
- Dynamic Search - Intelligent search architecture, built leveraging complex algorithms and predictive search, lies at the core of the website's innovation, enabling visitors to easily search and find highly relevant content with a single click

- Personalisation – Personalisation is an integral element of the persuasive nature of the website. Through the use of an intelligent algorithms and an intuitive content taxonomy – the integration of tags on key information elements within the user’s unique journey – the website becomes personalised.
- Behavioural Tacking – Integrated throughout the site are intelligent lead-scoring and user behavioural profiling smarts.

The new Black Dog Institute website is a category-defining digital platform for the organisation, built on a foundation of extensive engagement with the NSW Mental Health Community and brought to life through simple, but impactful aesthetic design, optimised UX, intelligent search algorithms and deep personalisation.





DRIVING REAL CHANGE

# Mental health research, with impact for the whole community.

Who we are >

QUICK LINKS FOR:

- [All](#) [Myself](#) [Workplaces](#) [Schools](#) [Health professionals](#)

**FEATURED**

**Mental health awareness month**

Get involved >



**EDUCATION & SERVICES**

**Train a mentally healthier team**

Book an evidence-based, resilience-building mental health workshop for your team.



**RESEARCH PROJECT**

**Digitised mindfulness project**

Be good to your brain. Your free mental health assessment, developed by clinicians.

RESEARCH BY Helen Christensen & S



**DIGITAL TOOLS & APPS**

**Bipolar disorder self test**

Bipolar disorder is a mood disorder which affects 1.6% of adult Australians each year. People with...



**GET HELP NOW**

**How to seek help**

Get the right information about mental health help for you.



## Researching the early detection, prevention and treatment of common mental health disorders

KEY RESEARCH AREAS

- [Suicide prevention](#) > [Youth prevention](#) >
- [Workplace](#) > [Trauma](#) >
- [Digital mental health](#) > [Clinical treatment](#) >
- [Arts based](#) >



DIRECTOR AND CHIEF SCIENTIST  
**Helen Christensen** >

[MEET OUR RESEARCHERS](#)

FEATURED RESEARCH PROJECTS

**SUICIDE PREVENTION**

**Arts-based approach to suicide prevention in young women**

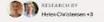
RESEARCH BY Katherine Beckett & S



**PREVENTION IN YOUNG PEOPLE**

**Future proofing**

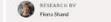
RESEARCH BY Helen Christensen & S



**E-MENTAL HEALTH**

**Ethics in e-health and m-health for mental health**

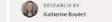
RESEARCH BY Peter Howard



**KNOWLEDGE TRANSLATION**

**Art for Social Change: Social Circus in Ecuador**

RESEARCH BY Katherine Beckett



**TRAUMA**

**Tell your story**

RESEARCH BY Helen Christensen



### More from Black Dog Institute



**Latest news**

The most up-to-date information on research, innovative treatments and events in the mental health space.

[Learn more >](#)



**Mental health training**

Whether you are a GP, school student or accountant, our evidence-based workshops will build your skills around better mental health.

[Learn more >](#)



**Centres & collaborations**

Find out who we are working with to develop and implement world-class prevention and treatment in mental health.

[Learn more >](#)

### Make a donation

Support much needed research in mental health and suicide prevention. Learn more about our work.

[DONATE NOW](#)

### Fundraise with us

Show up for mental health, support in our mission in person. Learn more about our work, connect and fundraising.

[INITIATIVES & EVENTS](#)



The Black Dog Institute acknowledges the Aboriginal and Torres Strait Islander peoples as the first inhabitants of this nation and the traditional custodians of the lands where we live, learn and work.

We recognise all Australian communities who, through their lived experience, help to guide the research and resources developed at the Black Dog Institute.

### Sign up for the latest news from Black Dog Institute

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