



BADGER BALANCE

Find Your Center

Badger Balance is an app and website designed to provide UW Madison students with mental health resources and tactics they can use to combat the stress they experience as young adults and students during a turbulent time.

Resources For All

Our app may not be the first mental health centered resource; however, there are no other mental health apps directly targeting UW-Madison students. After conducting an online survey, our team discovered that 76% of respondents feel as though anxiety is the mental health symptom most common for them. Badger Balance will allow students to gain access to mental health resources and tools without barriers such as stigma or counselor availability.

Why Badger Balance

The majority of UW Madison students (76%) say they rarely go to University Health Services when struggling with mental health issues, demonstrating the need for outside assistance. Badger Balance is Madison specific because it provides resources for students both on campus and in the nearby Madison community. This feature would engage our target audience because there are already many apps that exist with workout routines, guided meditation and mental health resources; however, our website is a hub for all types of resources available exclusively to the Madison community.



Looking forward

In an unprecedented time where college students are facing more stress in the past, mobile mental health apps prove to be extremely beneficial in boosting well-being. Our app, Badger Balance™, will undoubtedly help students at the University of Wisconsin-Madison find relief from stress, anxiety, and depression, inform them about various illnesses, and target available mental health resources.