

Aura, daily mental health exercises between your appointments

for Green Shield • 2020, 8-week project

Context

The story behind this project

Client

Green Shield Canada, top 5 biggest insurance company in Canada



Goal

In 8 weeks, find a problem in the mental health space, and validate it with a POC.



Secondary and competition research

Research findings

Public healthcare is not perfect

\$ 3500
yearly cost
for therapy

28%
maximum
coverage

Months
waiting for
appointments

Companies fill the gaps

Users start with long onboarding and enters a product loop

Assessment



NHS

Diagnosis

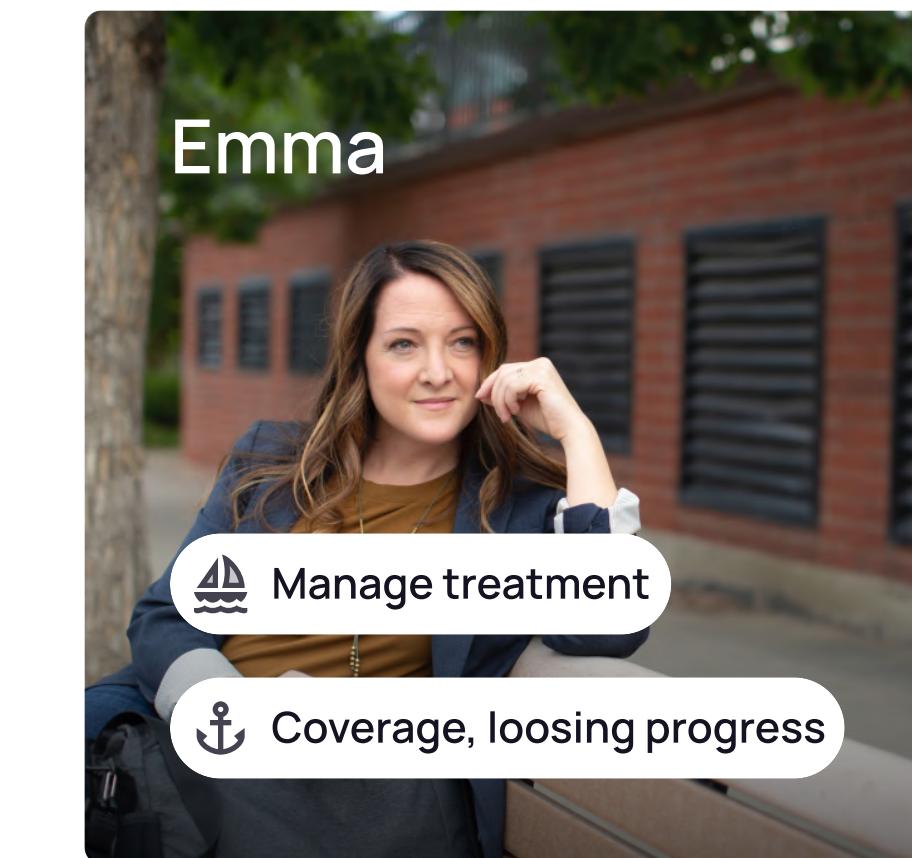
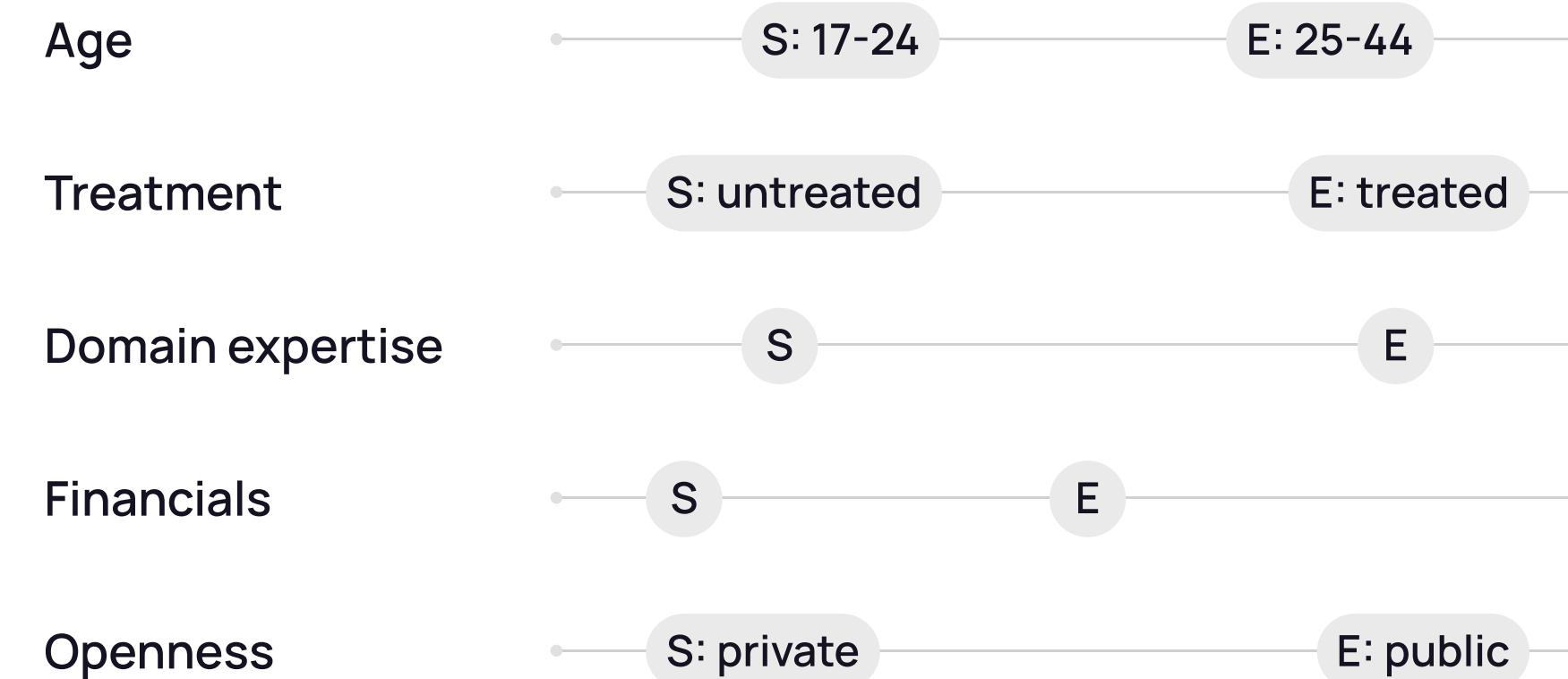
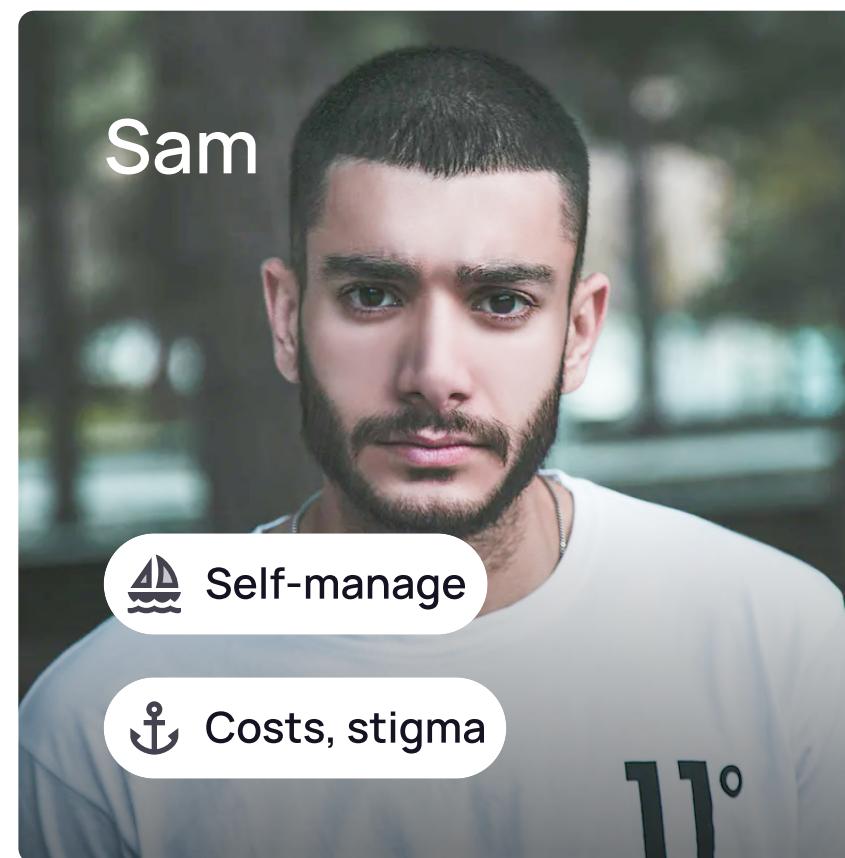


tia.

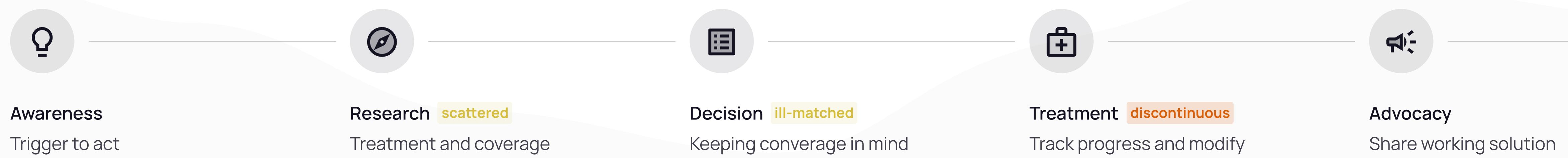


Research findings

Round 1 interviews: life with mental health

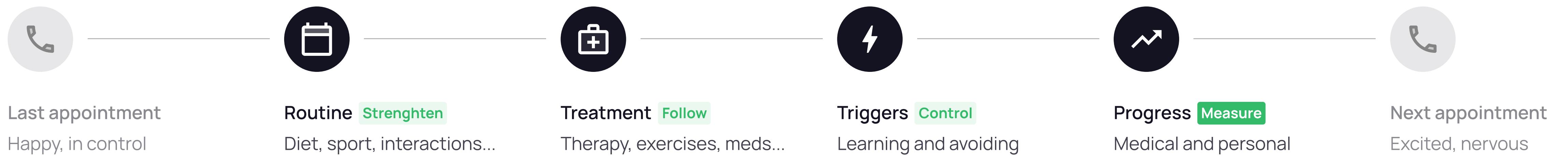


Journey



Research findings

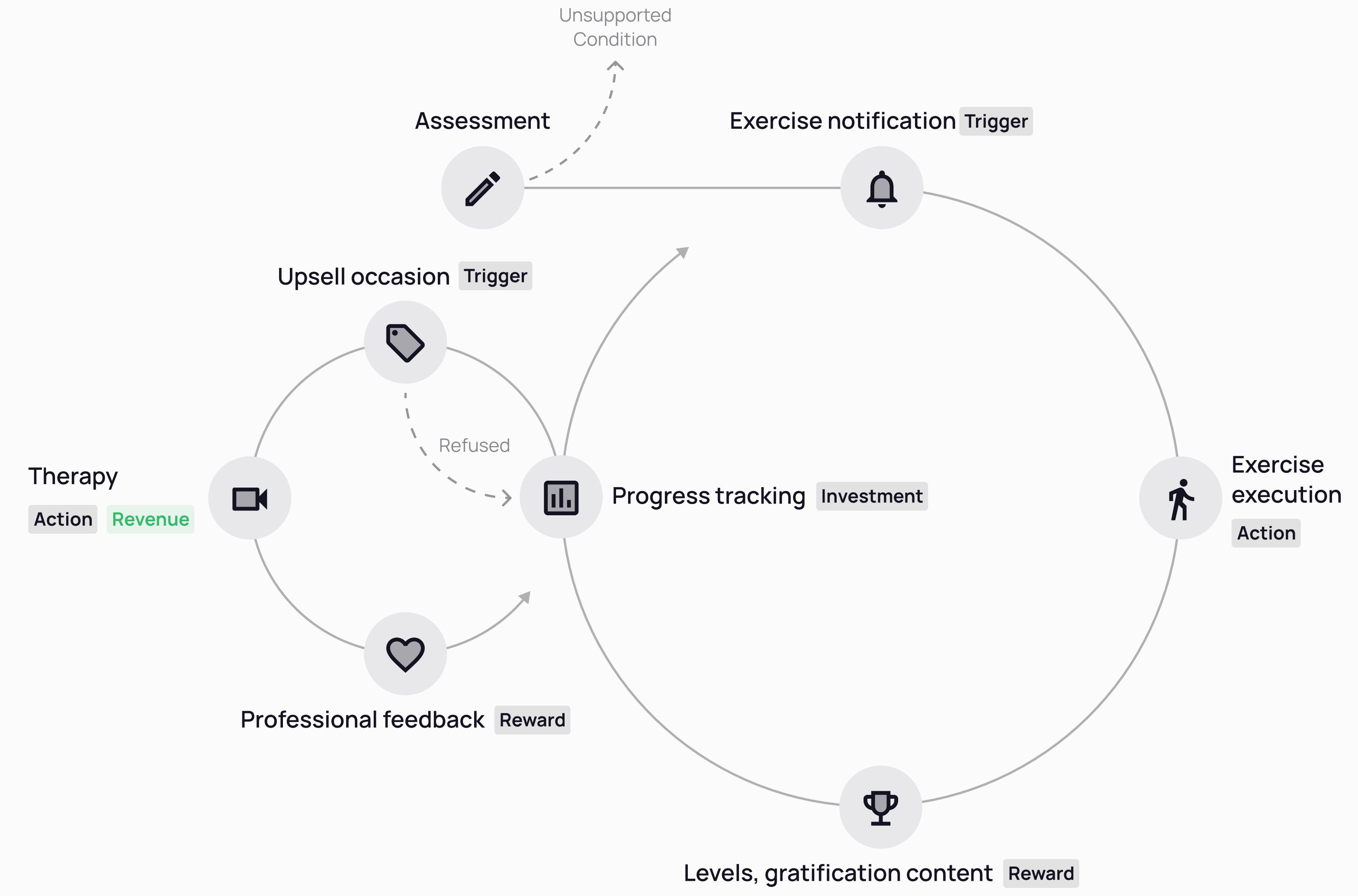
Round 2 interviews: life between appointments



How might we create a **feeling of support and progress** during the treatment journey?

Product design

Creating a sticky product around MH progress



Mapping the journey

Used the Hooked/Flywheel Model

Version 1

Objectives

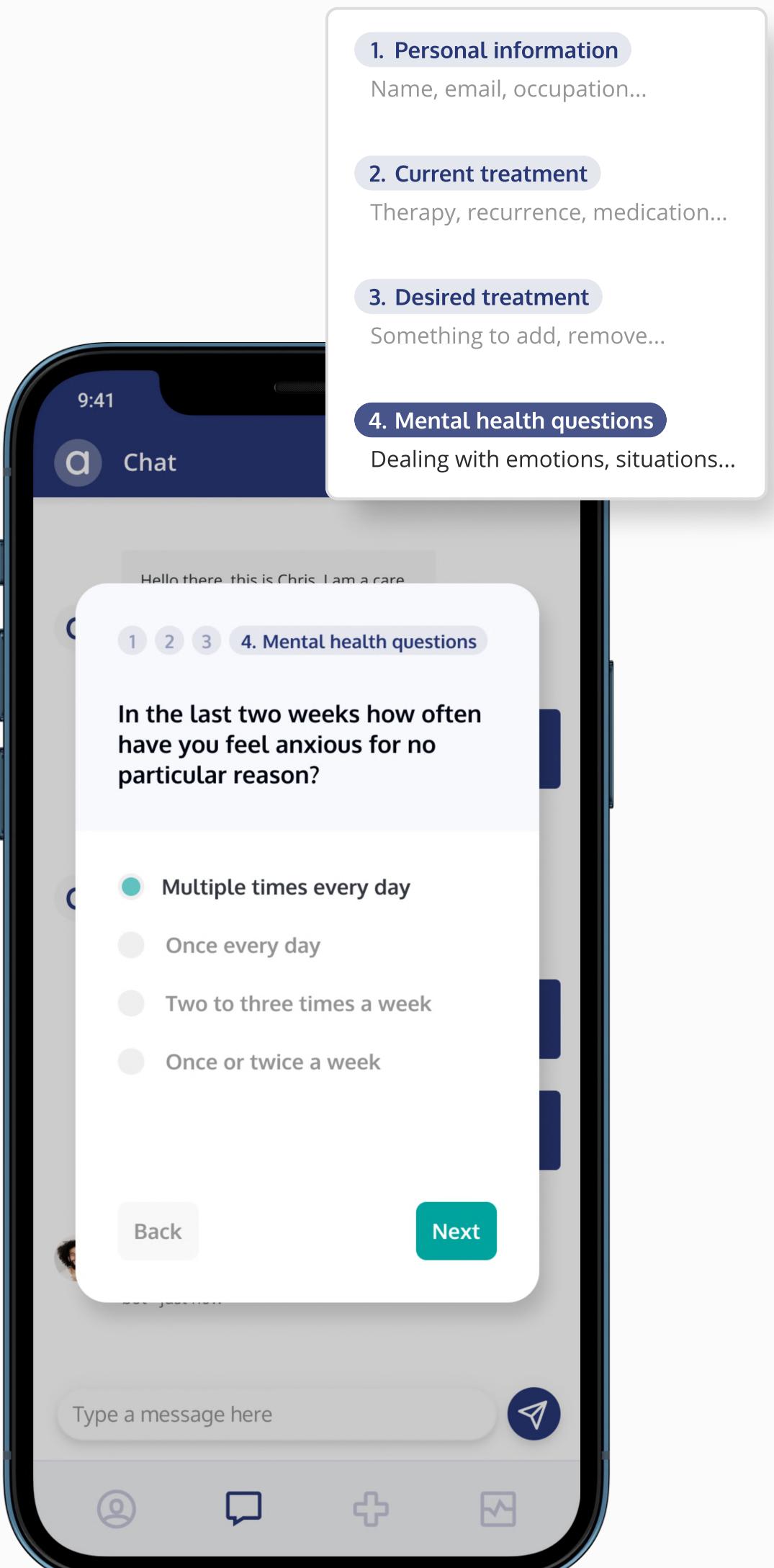
Get feedback on the 8 steps. Improve the product before moving to building phase

Execution

1 week: build prototype, 1 week: test with interviews

Success

We had specific hypothesis and questions for each of the 8 steps.

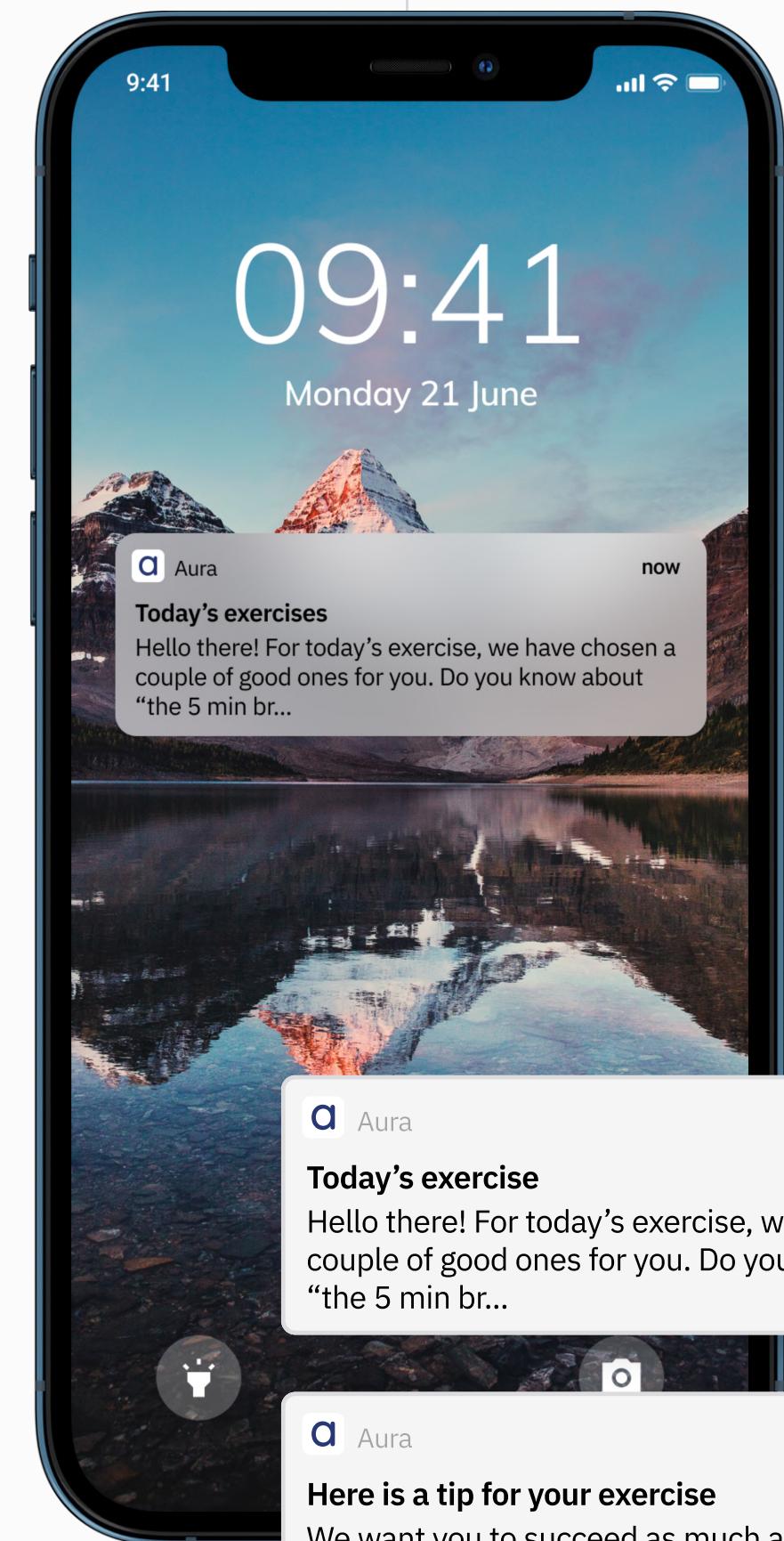


Assessment

Privacy and trust are important.

Notifications

Trigger
3 notifications a day is seen as the maximum.



Aura

How did today go?

Hello again, how did the exercise go today? If you want, let's track your mood...

8 pm

Aura

Here is a tip for your exercise

We want you to succeed as much as possible, so here is a little tip for today's exercise.

Aura

Today's exercise

Hello there! For today's exercise, we have chosen a couple of good ones for you. Do you know about "the 5 min br..."

9 am

Aura

Today's exercises

Hello there! For today's exercise, we have chosen a couple of good ones for you. Do you know about "the 5 min br..."

Aura

Today's exercise

Hello there! For today's exercise, we have chosen a couple of good ones for you. Do you know about "the 5 min br..."

Aura

Today's exercises

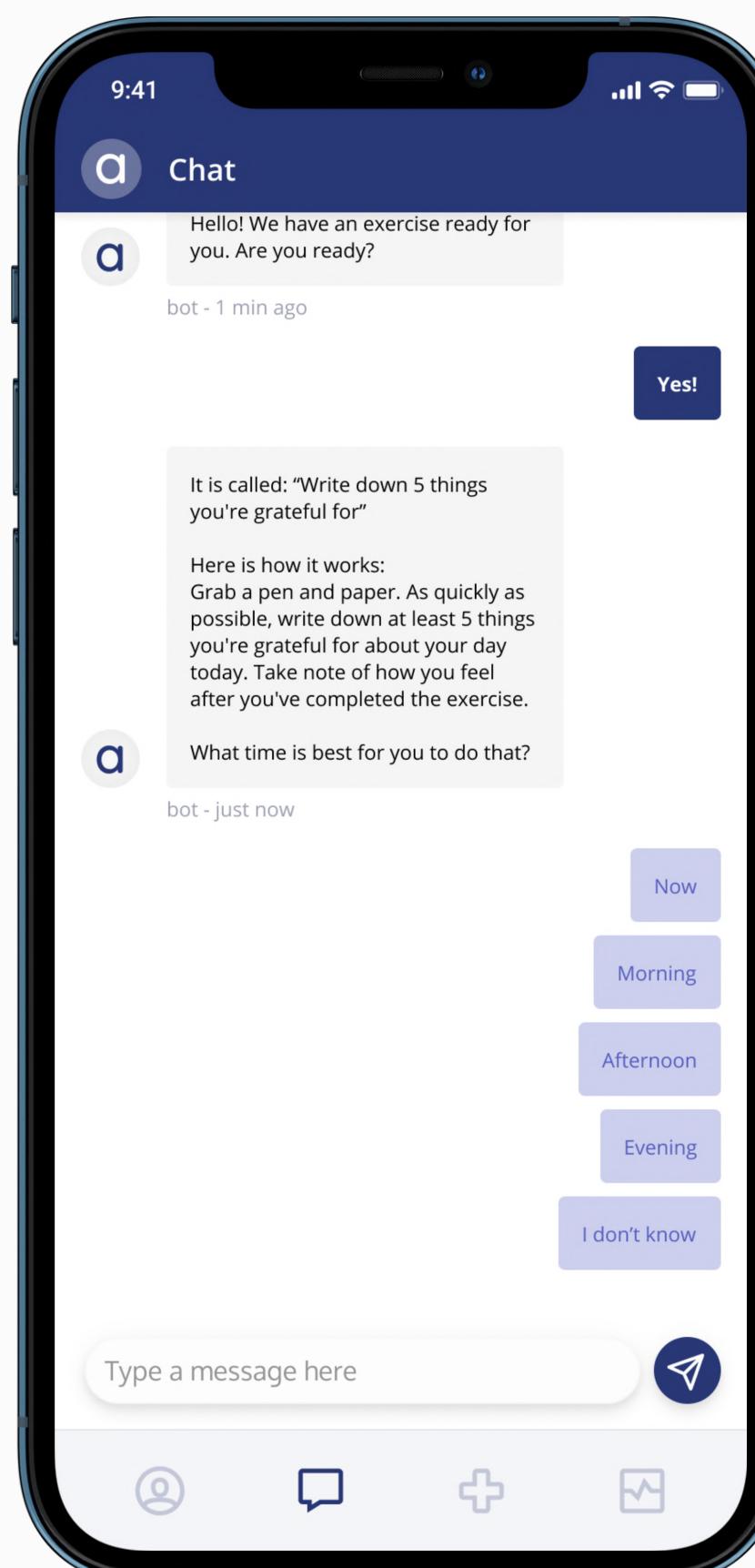
Hello there! For today's exercise, we have chosen a couple of good ones for you. Do you know about "the 5 min br..."

09:41

Monday 21 June

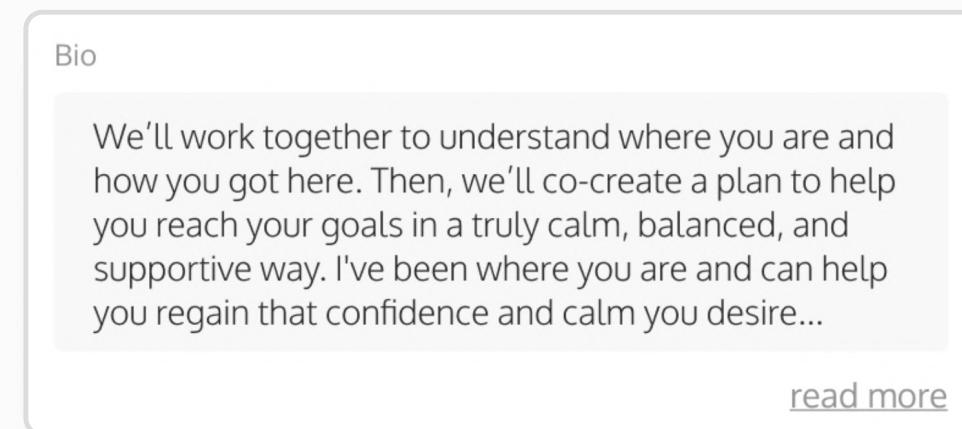
Exercises Action Reward

Exercise cannot be felt as a chore or reason to fail



Choosing MH Pros Action

A bio is not enough to create a connection and reduce anxiety

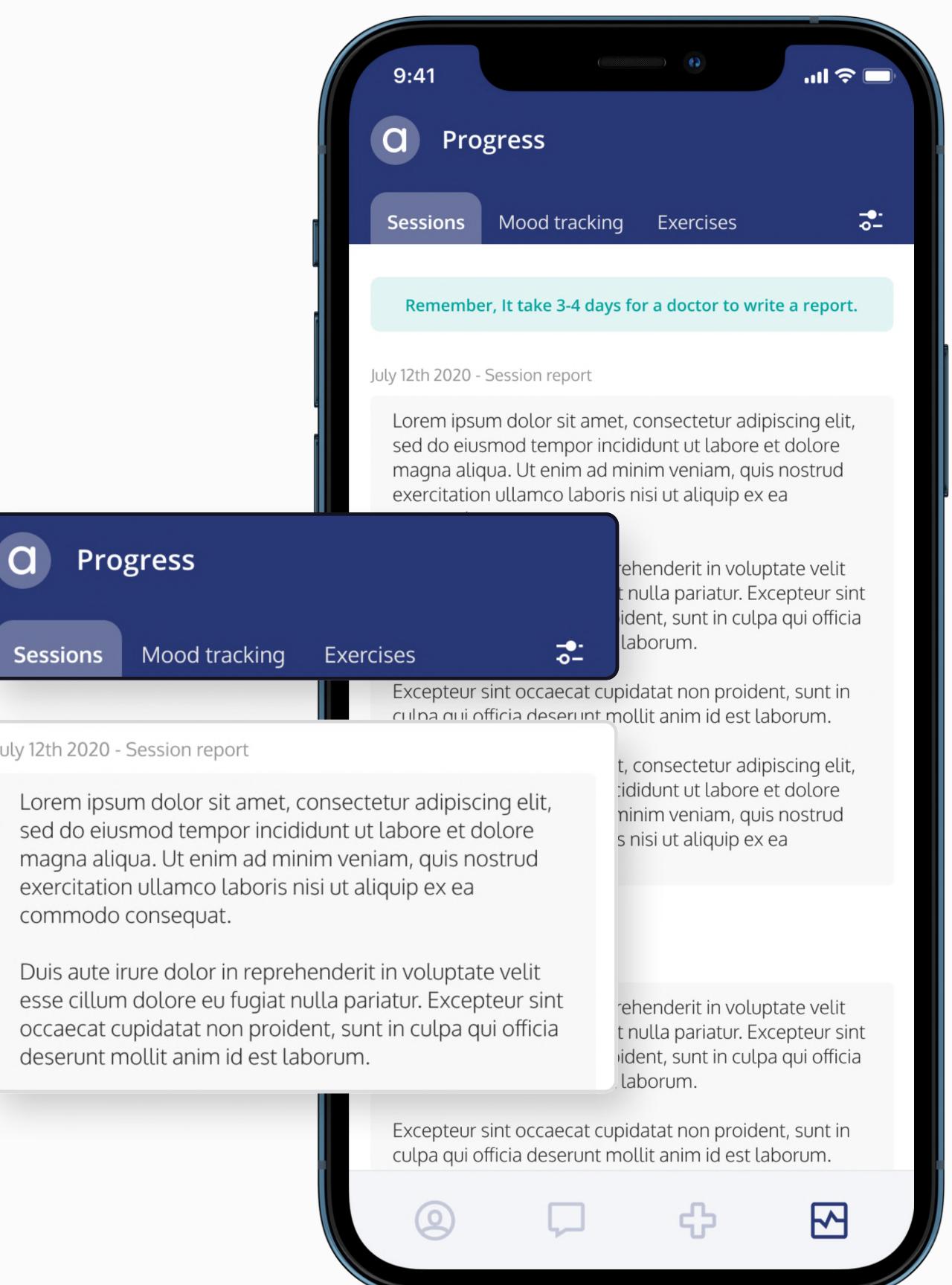
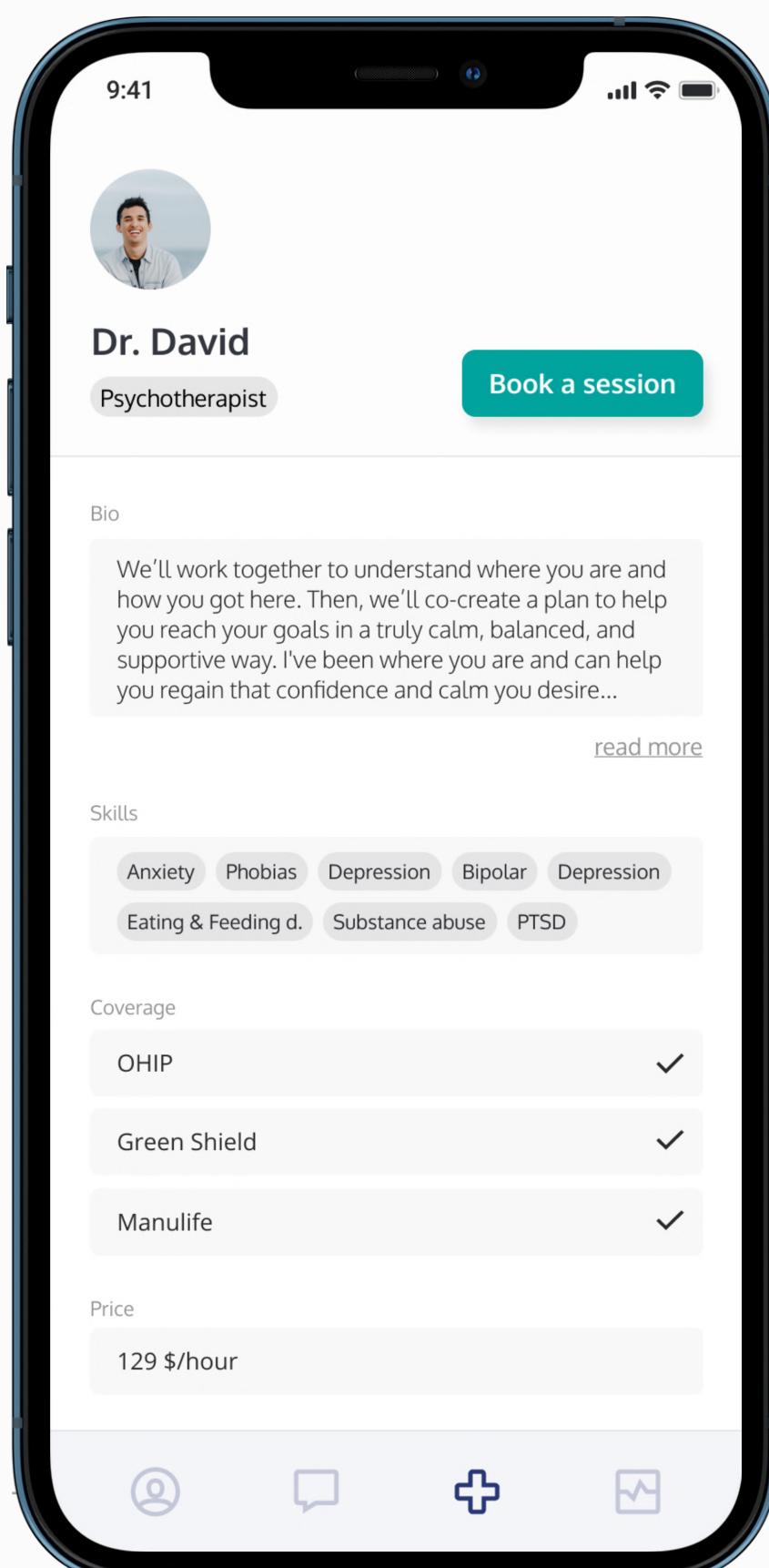


Version 1

2 weeks

Progress Reward Investment

They are tired of lengthy reports



Version 2

Objectives

Proof Of Concept with 10 people during 7 days.
Understand usage & willingness to buy.

Success

3 people active after 7 days. 1 person tries to buy.

Results

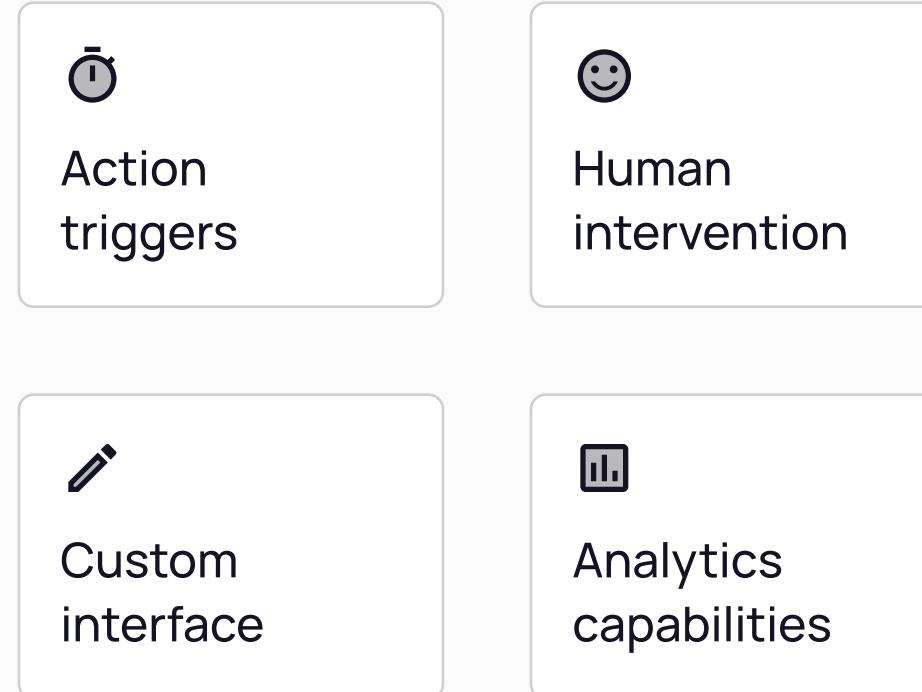
qual

- 😊 Coaching aspect of exercises and tips
- 😢 Progress data should be free

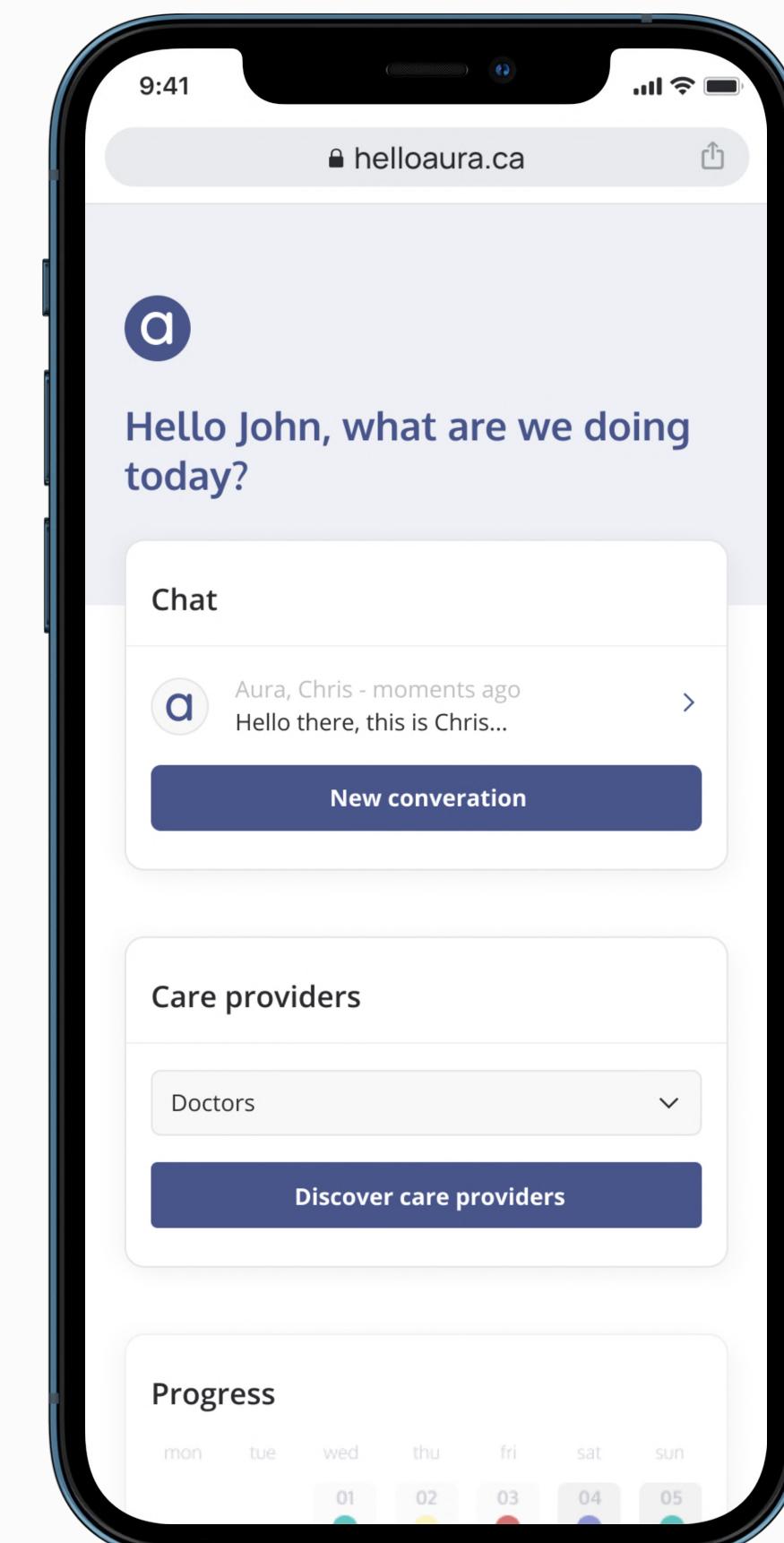
quant

Initial signups	56	50% exercises done	3/6
POC signups	12 (20%)	Browsed providers	2/6
Assessment	6/12 (50%)	Filled CC info	0/6

Requirements



Tech options



Tech stack

Chose a chat software as our primary product engine.

Design update
Updated the components to fit the new UI constraints

Doctors Screen:

- Dr. Han:** Montreal, \$129/h, 2 coverage options, Skills: PTSD, Substance abuse, ★★★★☆.
- Dr. Ames:** Vancouver, \$150/h, 1 coverage option, Skills: Bipolar Disorder, ★★★★☆.
- Dr. Bloomberg:** Montreal, \$175/h, 2 coverage options, Skills: PTSD, Anxiety, ★★★★☆.

Provider Profile (Dr. David):

- Dr. David:** Psychotherapist, Book a session button.
- Bio:** We'll work together to understand where you are and how you got here. Then, we'll co-create a plan to help you reach your goals in a truly calm, balanced, and supportive way. I've been where you are and can help you regain that confidence and calm you desire... [read more](#).
- Skills:** Anxiety, Phobias, Depression, Bipolar, Depression, Eating & Feeding d., Substance abuse, PTSD.

Chat Screen:

Hello John, what are we doing today?

Chat History:

- Aura, Chris - moments ago: Hello there, this is Chris...
- Chris - 10 minutes ago: New conversation

Care providers:

Select a type, Discover care providers button.

Your doctor Screen:

Dr. David: Doctor • Ajax, \$129/h, 3 coverage options, ★★★★☆, 4.2/5, 78 sessions.

Schedule appointment button.

Version 2

3 weeks

Upgrade Screen:

Upgrade needed, + icon.

Type of card, Select a type dropdown, Name on card, Card number, Date, CCV fields.

Unavailable Provider Screen:

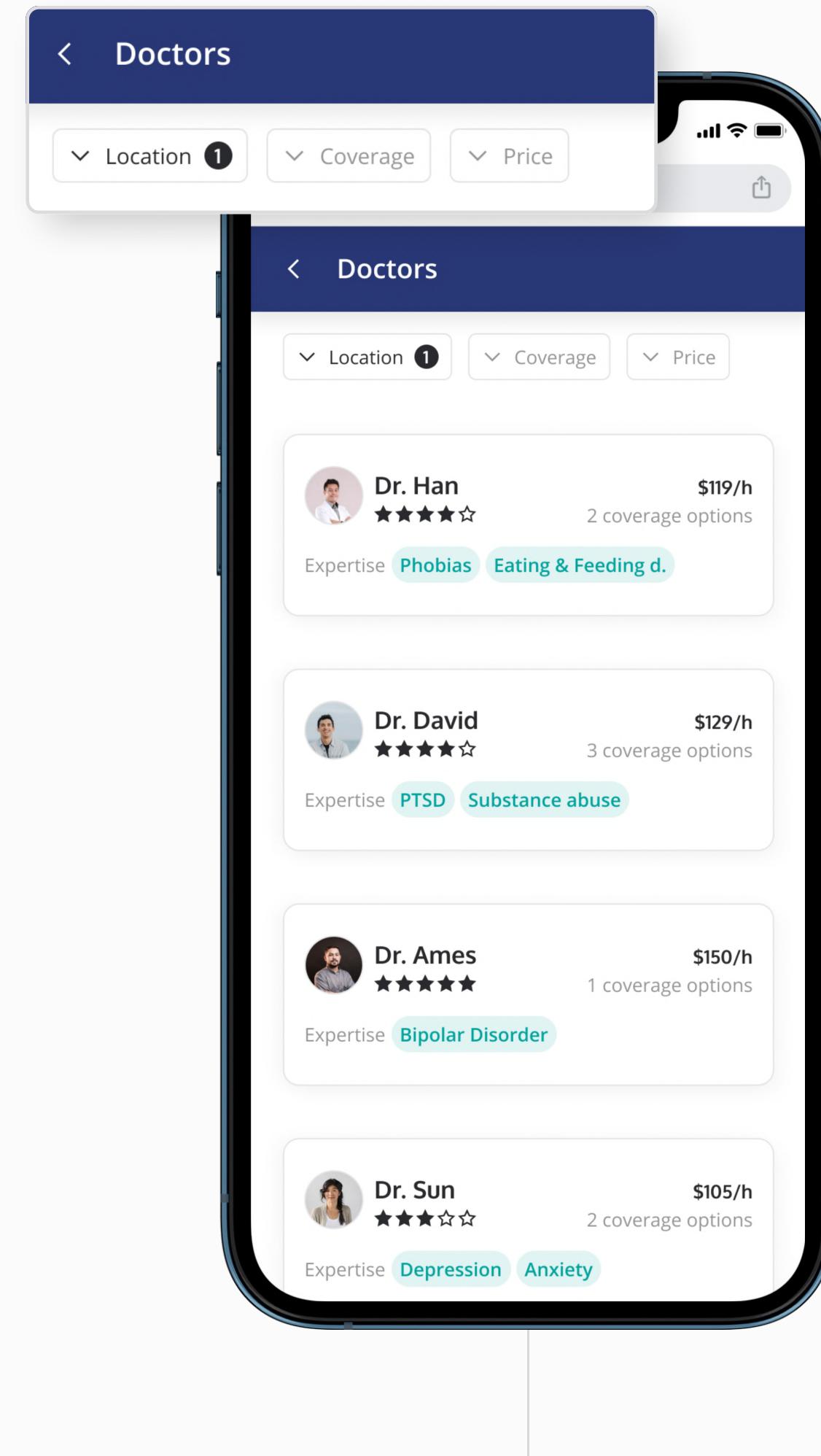
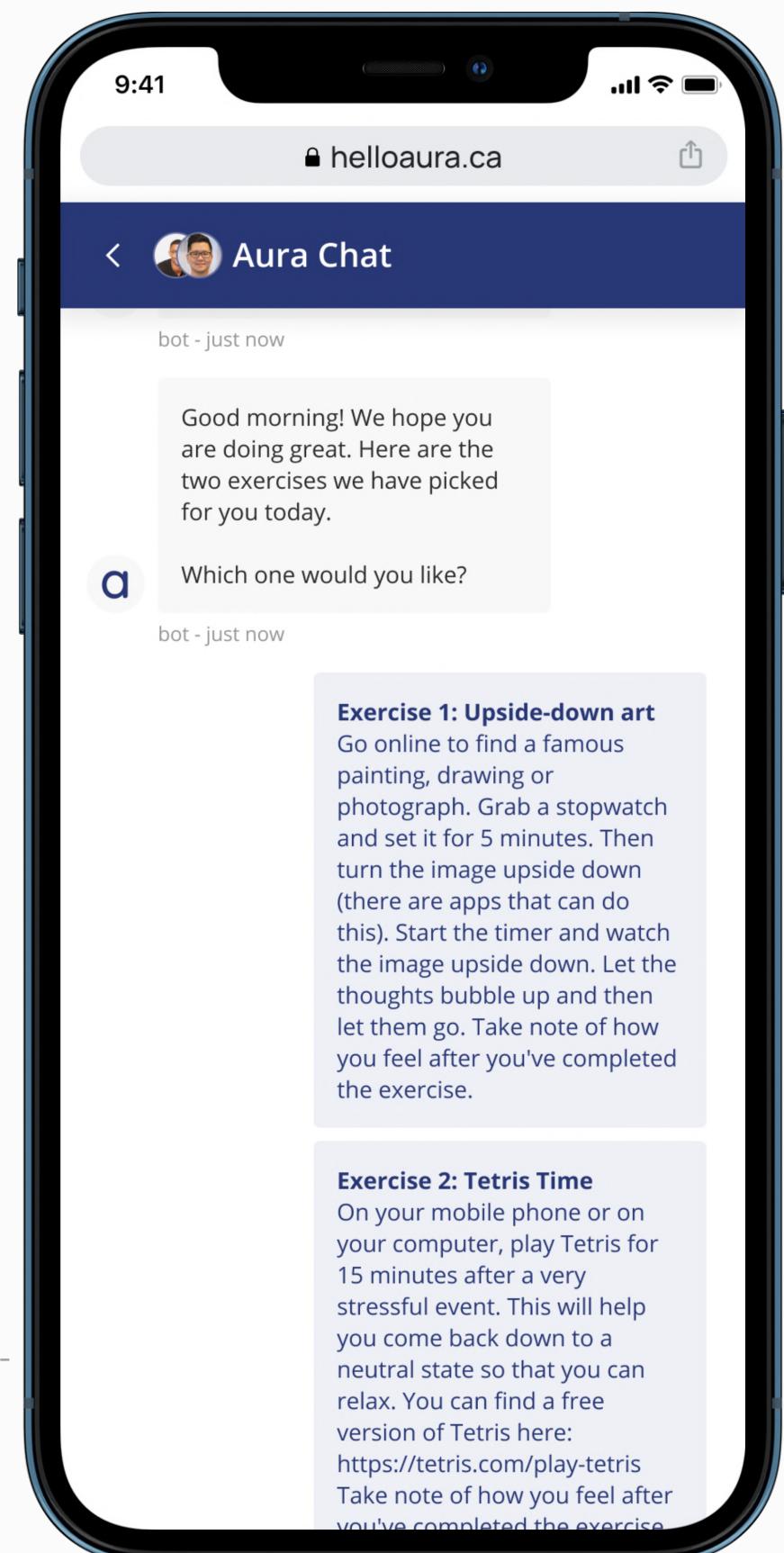
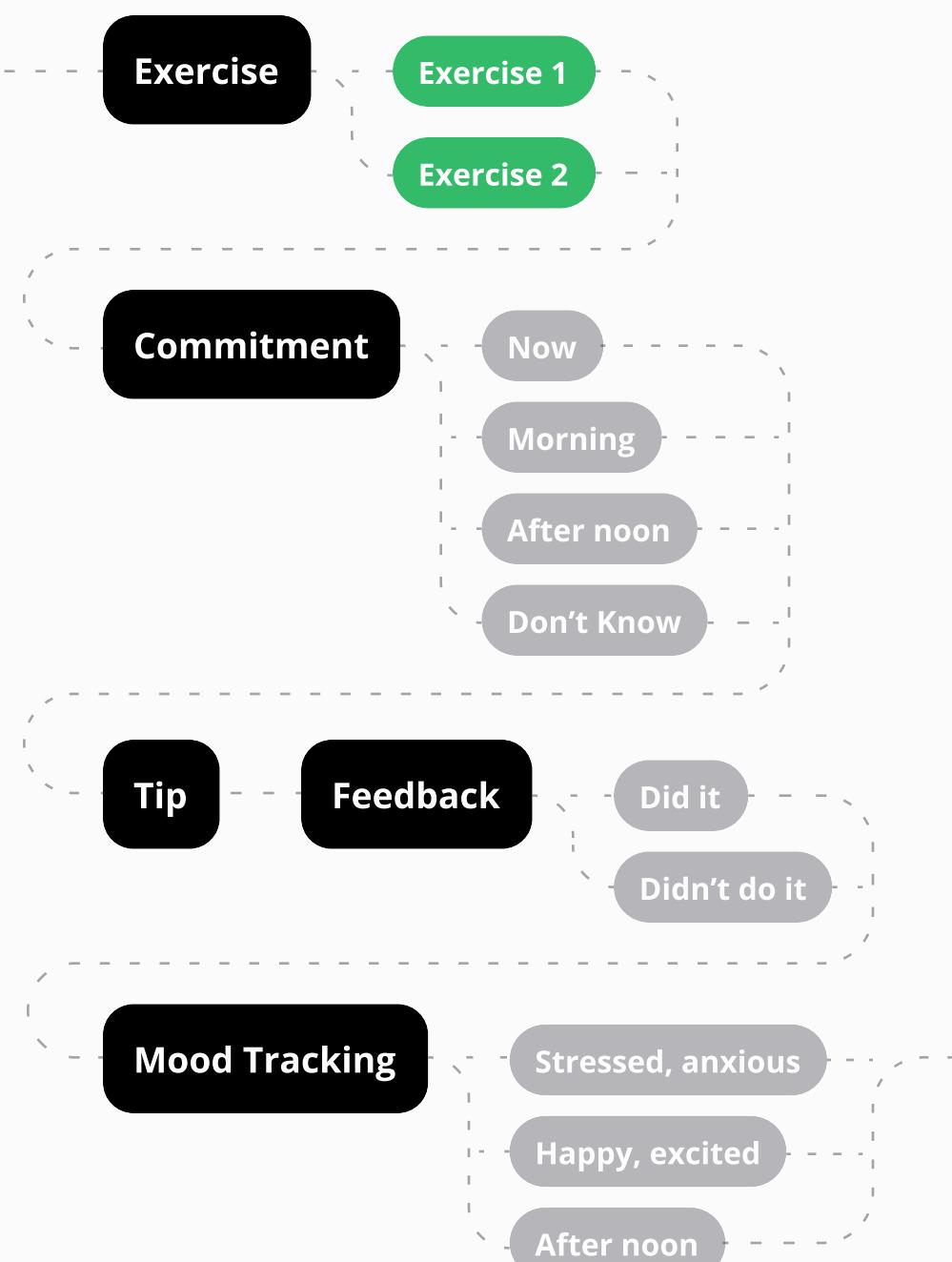
Sorry, Aura is unavailable today. Your credit card was not charged. Sorry about that. We are currently working on building Aura as fast as we can, but you beat us to it! We have not charged your credit card. Please talk with one of our care coordinators for more information. Talk to a care coordinator button.

Version 2

3 weeks

Guiding user behavior

Reduced the feeling of constraint
with exercise choices

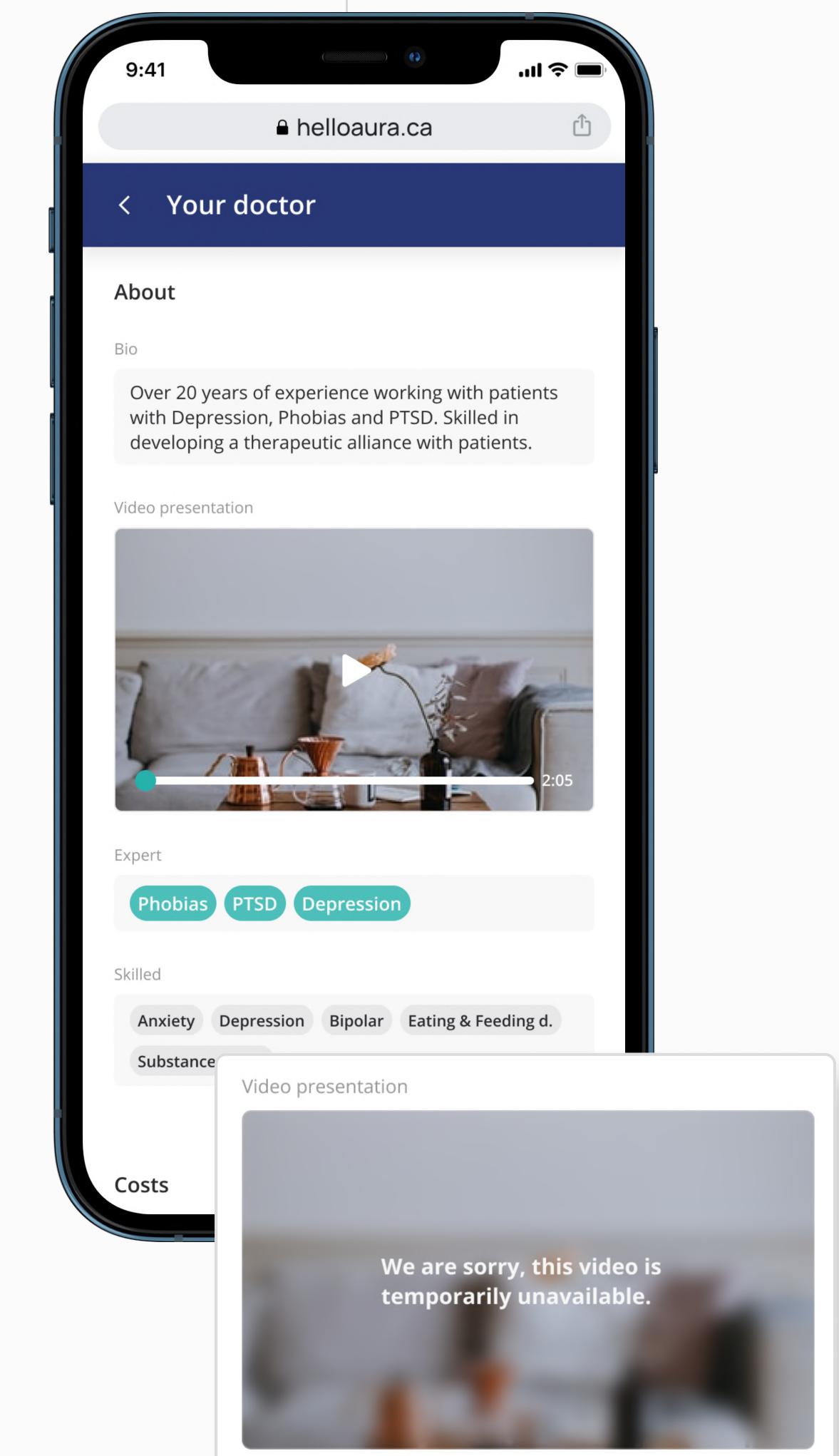


Filters

Made discovery easier with basic filtering

Increasing trust

Introduced doctors more mindfully



Results

Found a real problem: Gained domain expertise and user empathy

Derisked with a prototype: Tested a rough solution to get early feedback

Measure market response: 25% activity after 7 days with diagnosed users.

Defined next steps: Engagement can improve with better progress tracking

Learnings

Strategic: Design can be used as a way to learn and derisk a project

Product: Introduction to stickiness and behavioral design

Thank you

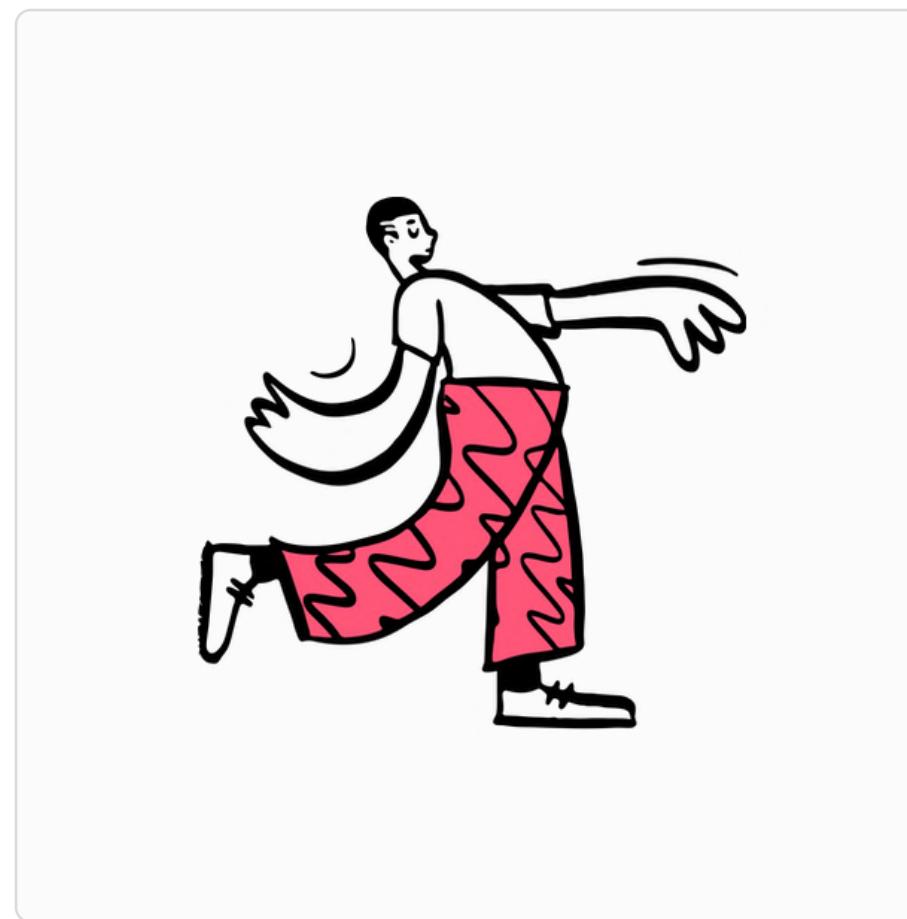
by Benjamin Prigent • bprigent.com

Appenix

Team and Next steps

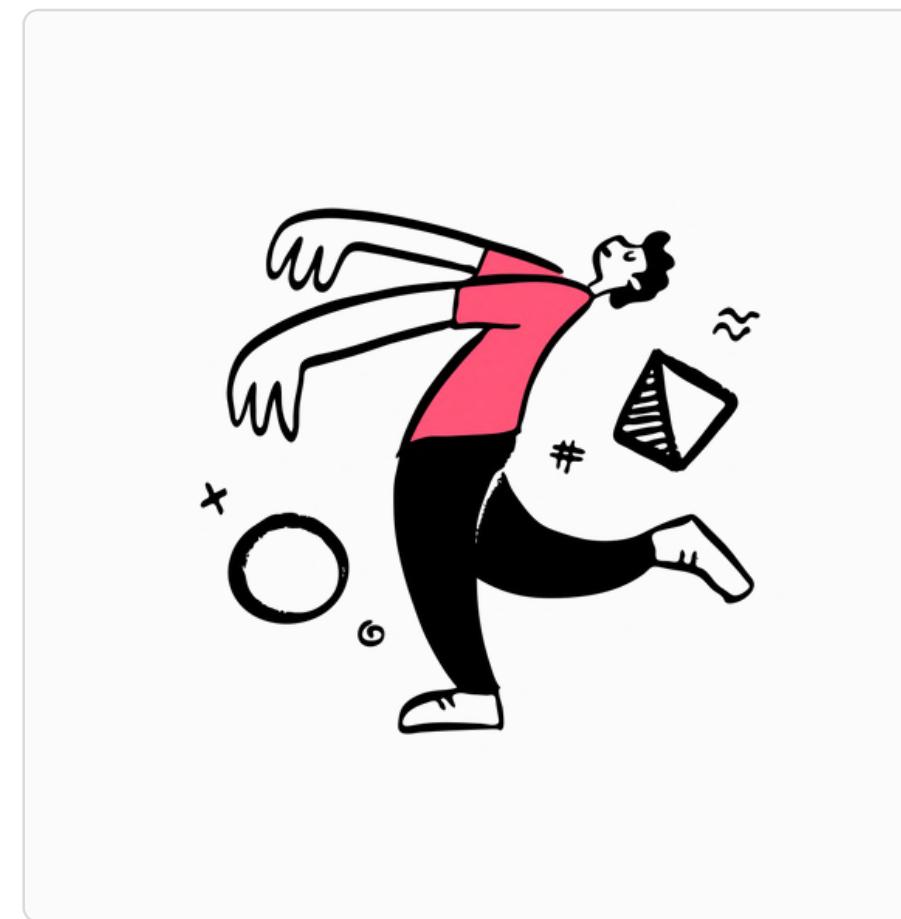
Team

Who did I work with?



Chris

Business



Gary

Technology



Nathan

Research



Me!

Product

Next steps

Where could we improve this experience?

