

Aura, daily mental health exercises between your appointments

for Green Shield • 2020, 8-week project

Context

The story behind the 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



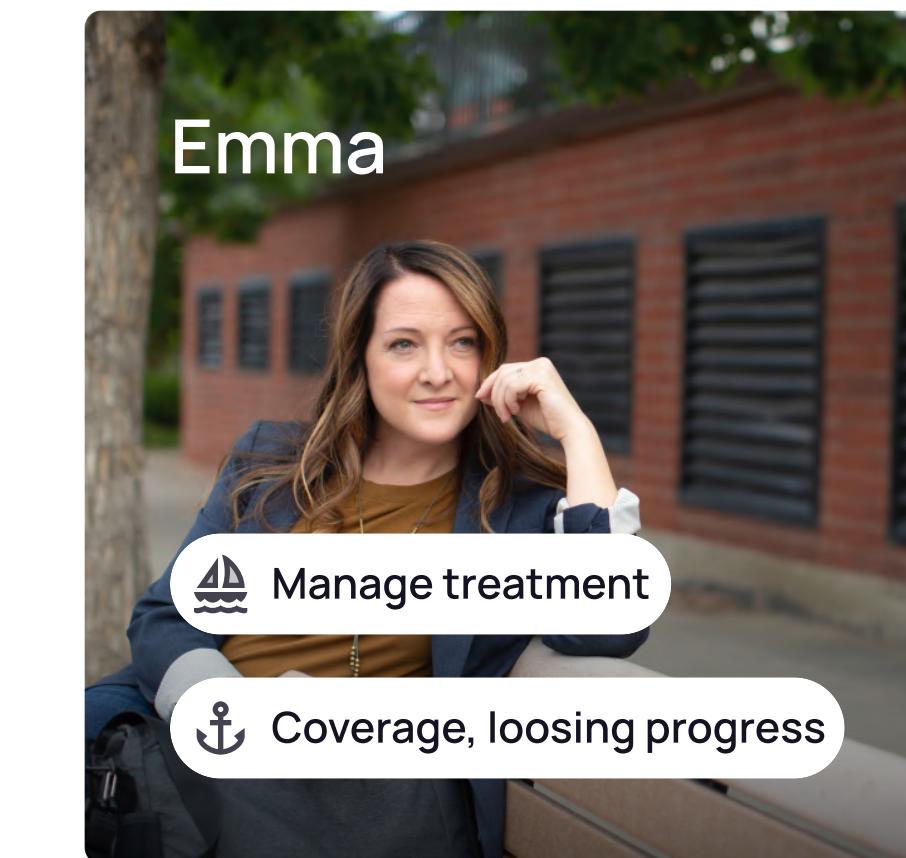
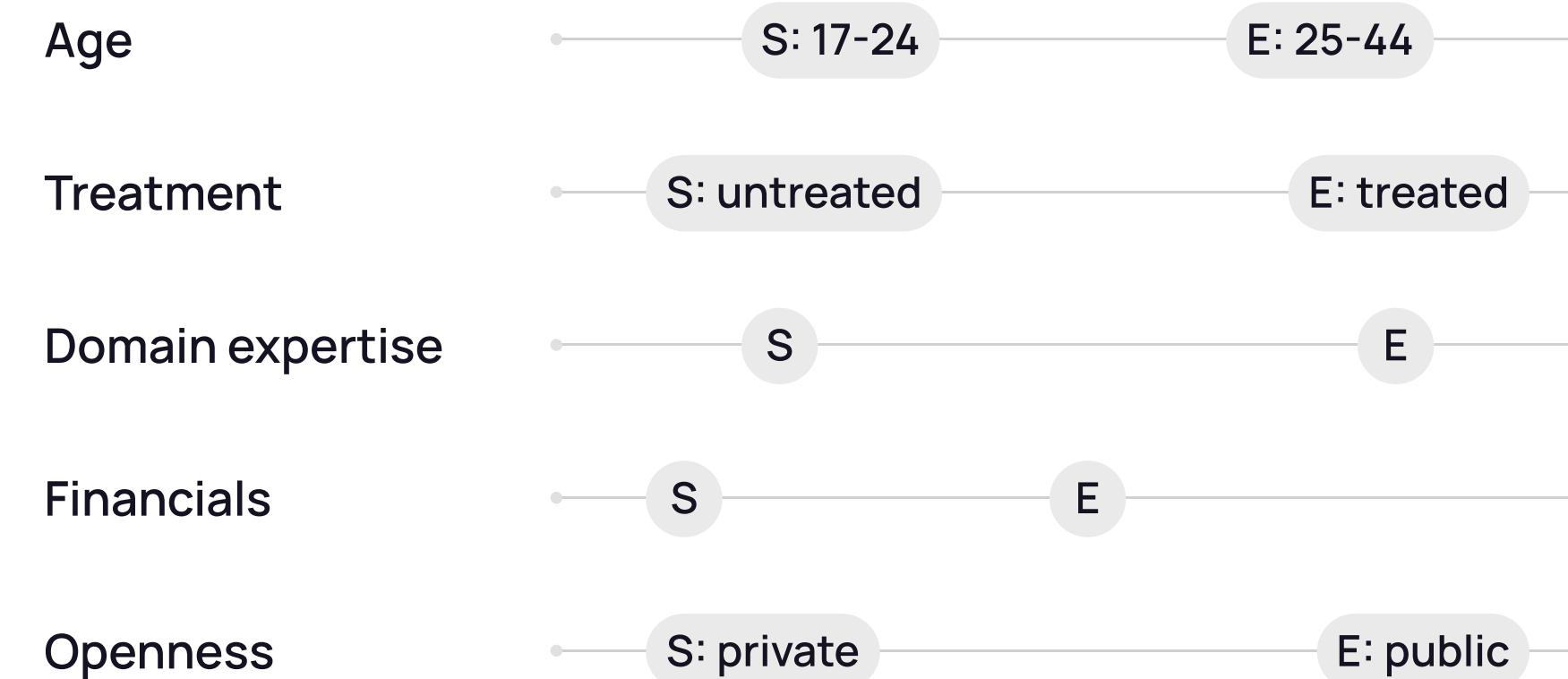
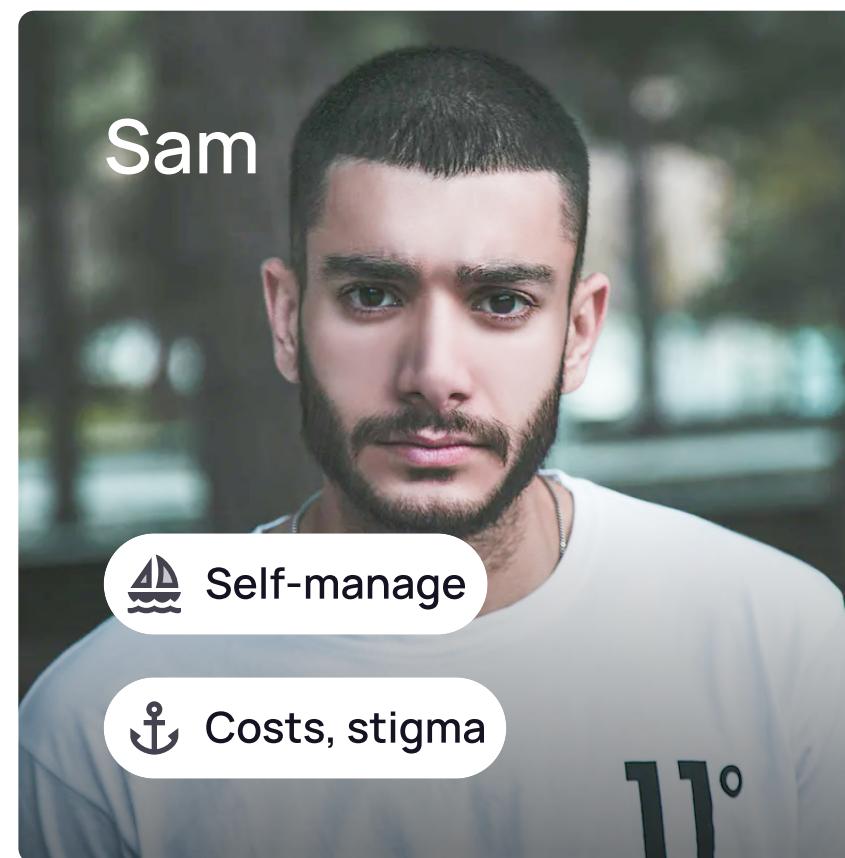
NHS

Diagnosis

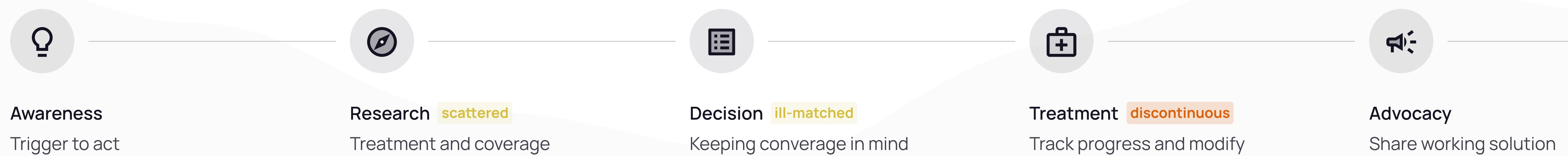


Research findings

Round 1 interviews: life with mental health

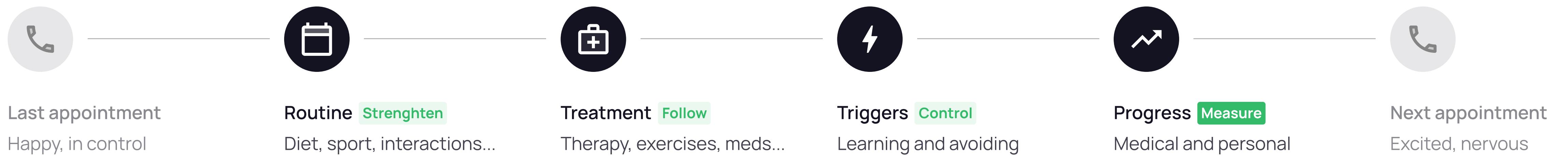


Journey



Research findings

Round 2 interviews: life between appointments



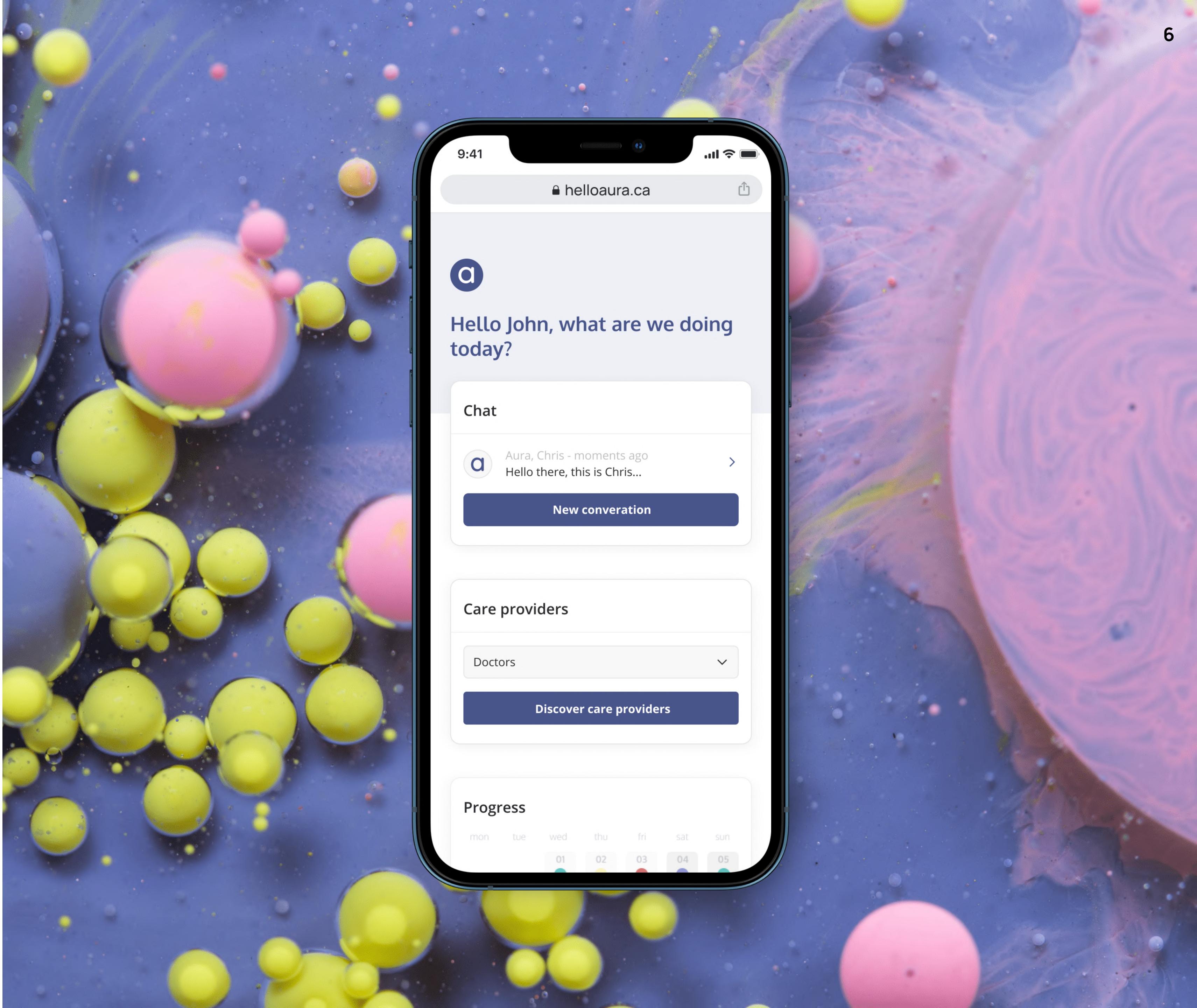
How might we create a **feeling of support and progress** during the treatment journey?

Solution

Mental health exercises between your appointments

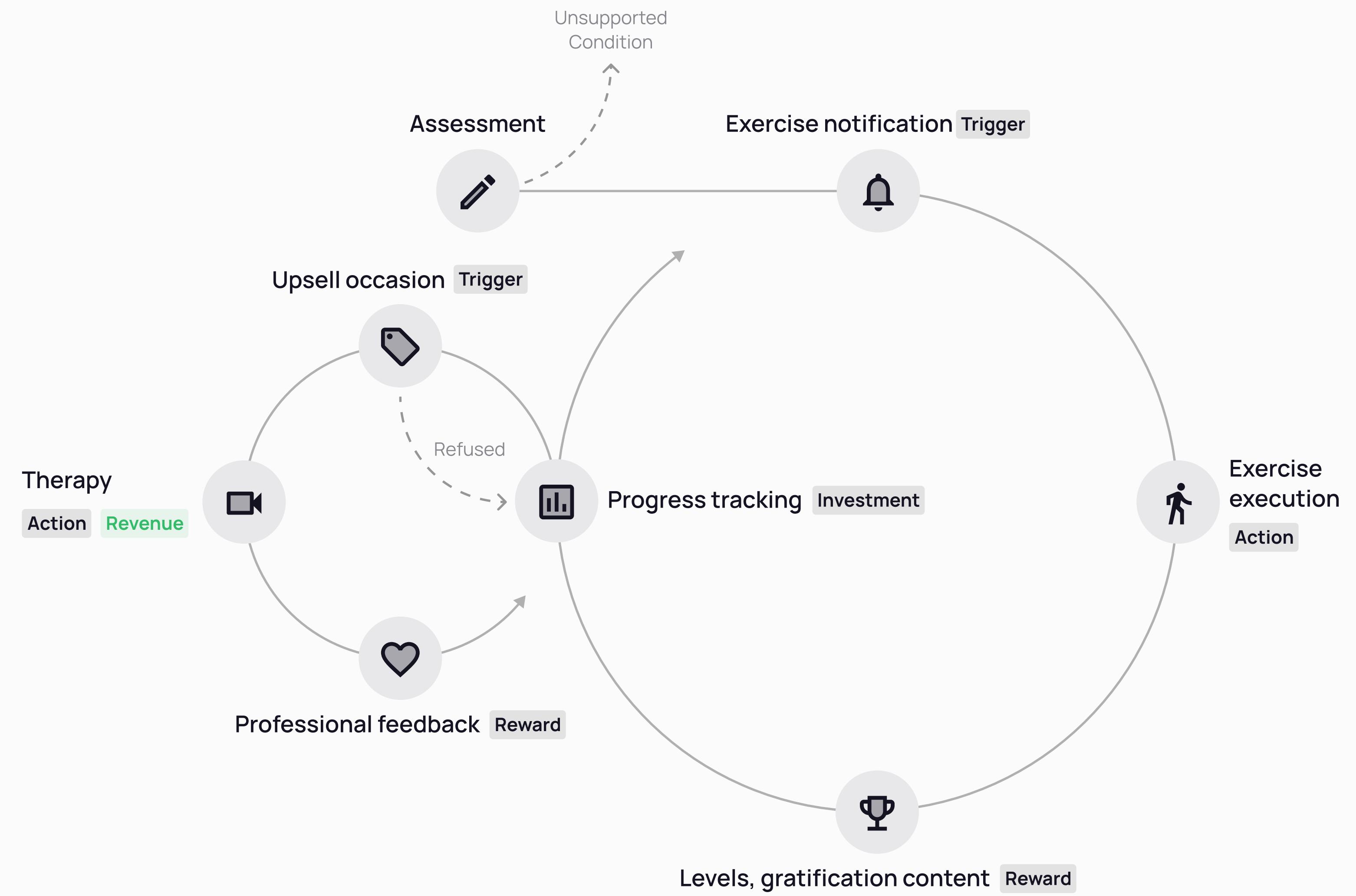
Journey

1. Start with your **assessment**
2. Receive taylored **exercises**
3. Track your **mood**
4. Find professional **help** when you need it



Product design

Designing a path that will create stickiness



Mapping the journey

Used the Hooked/Flywheel Model

Version 1

Objectives

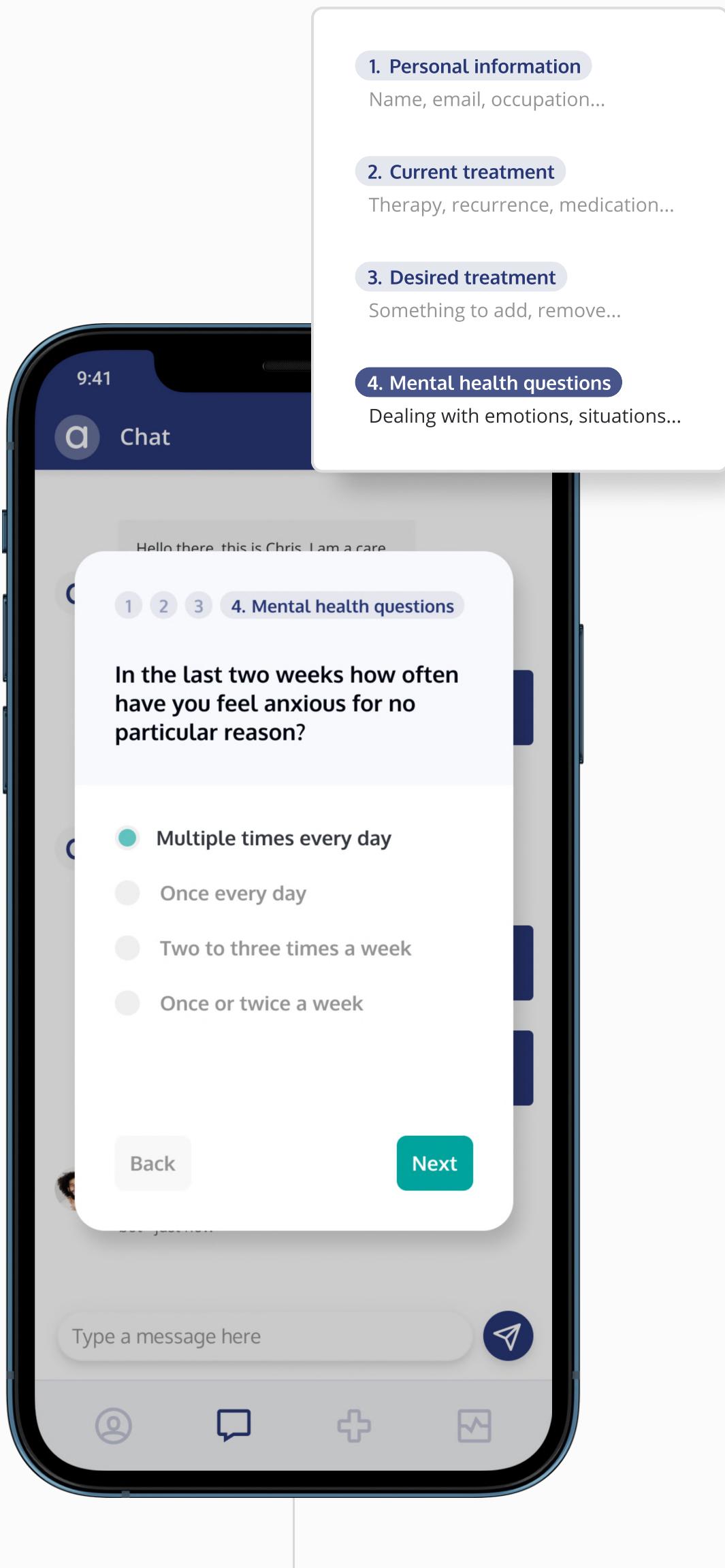
Get feedback on the 8 steps. Improve the product before moving to building phase

Execution

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

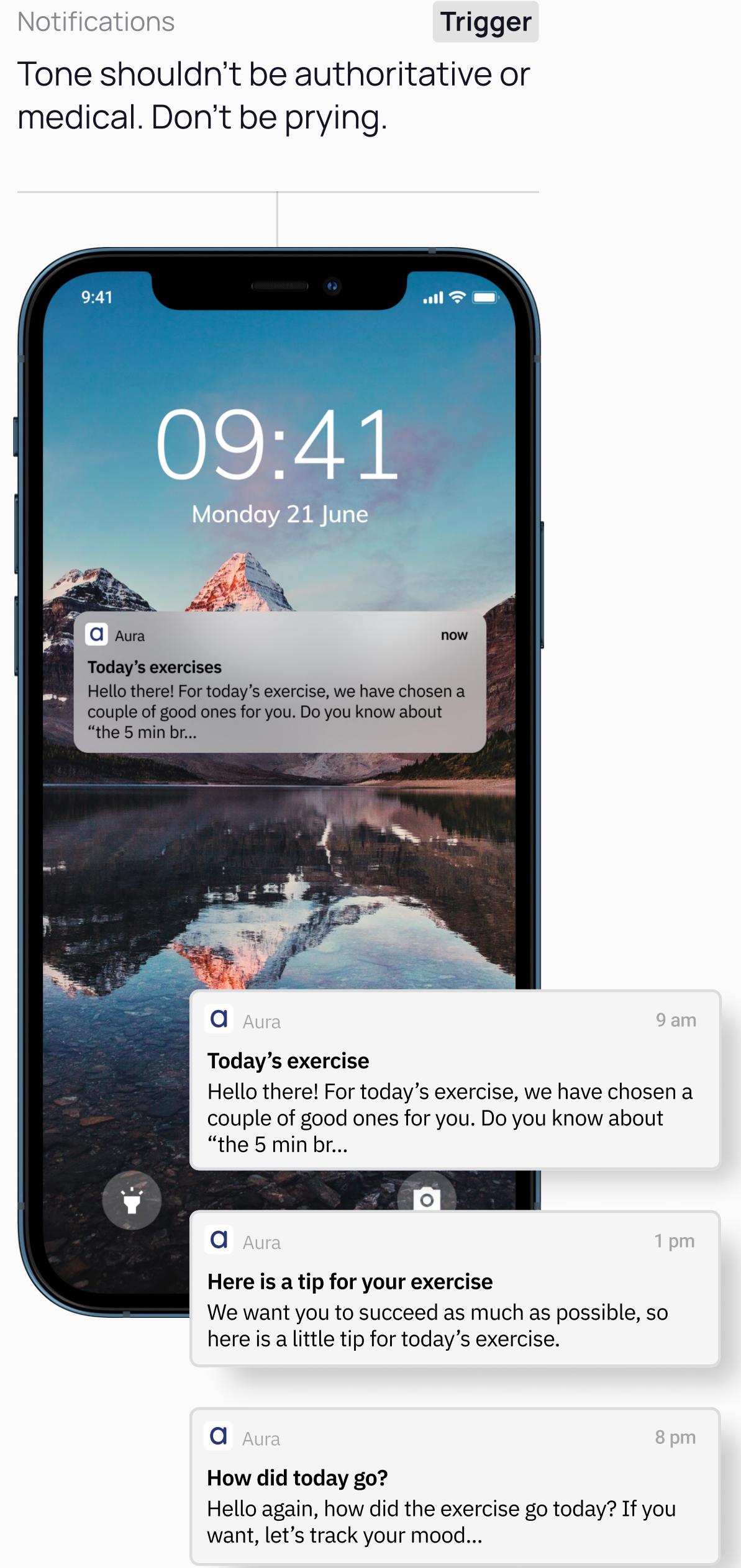
Success

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



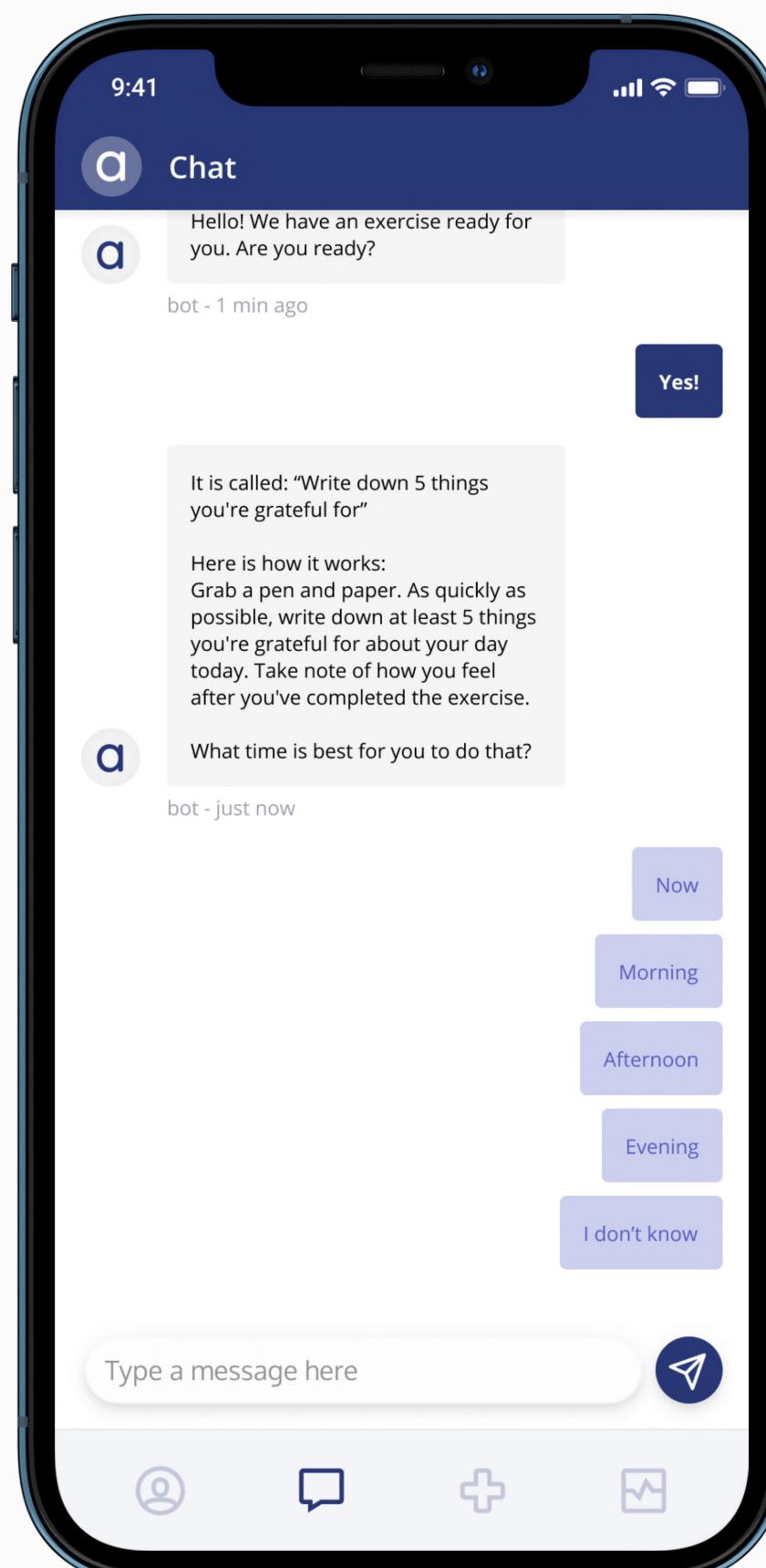
Assessment

Privacy and trust is paramount



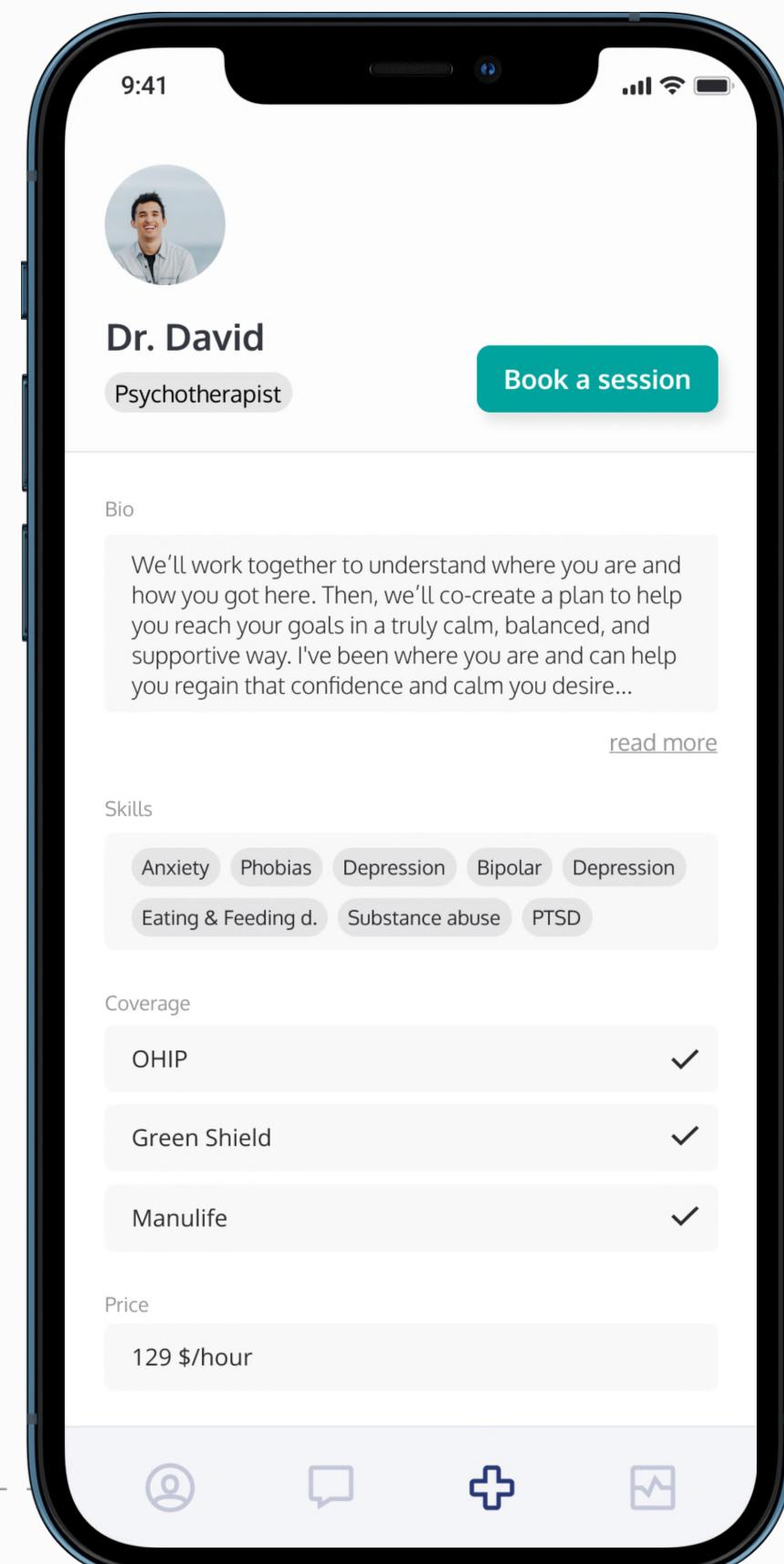
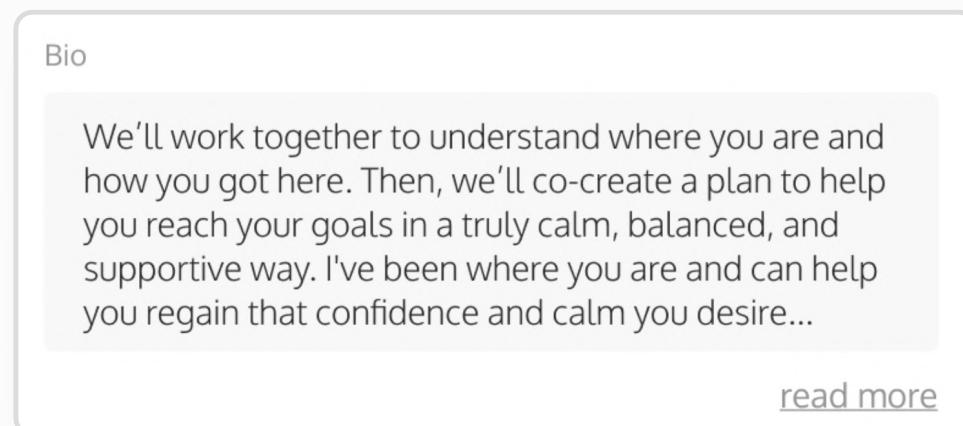
Exercises Action Reward

Exercise cannot be felt as a chore or reason to fail



Choosing MH Pros Action

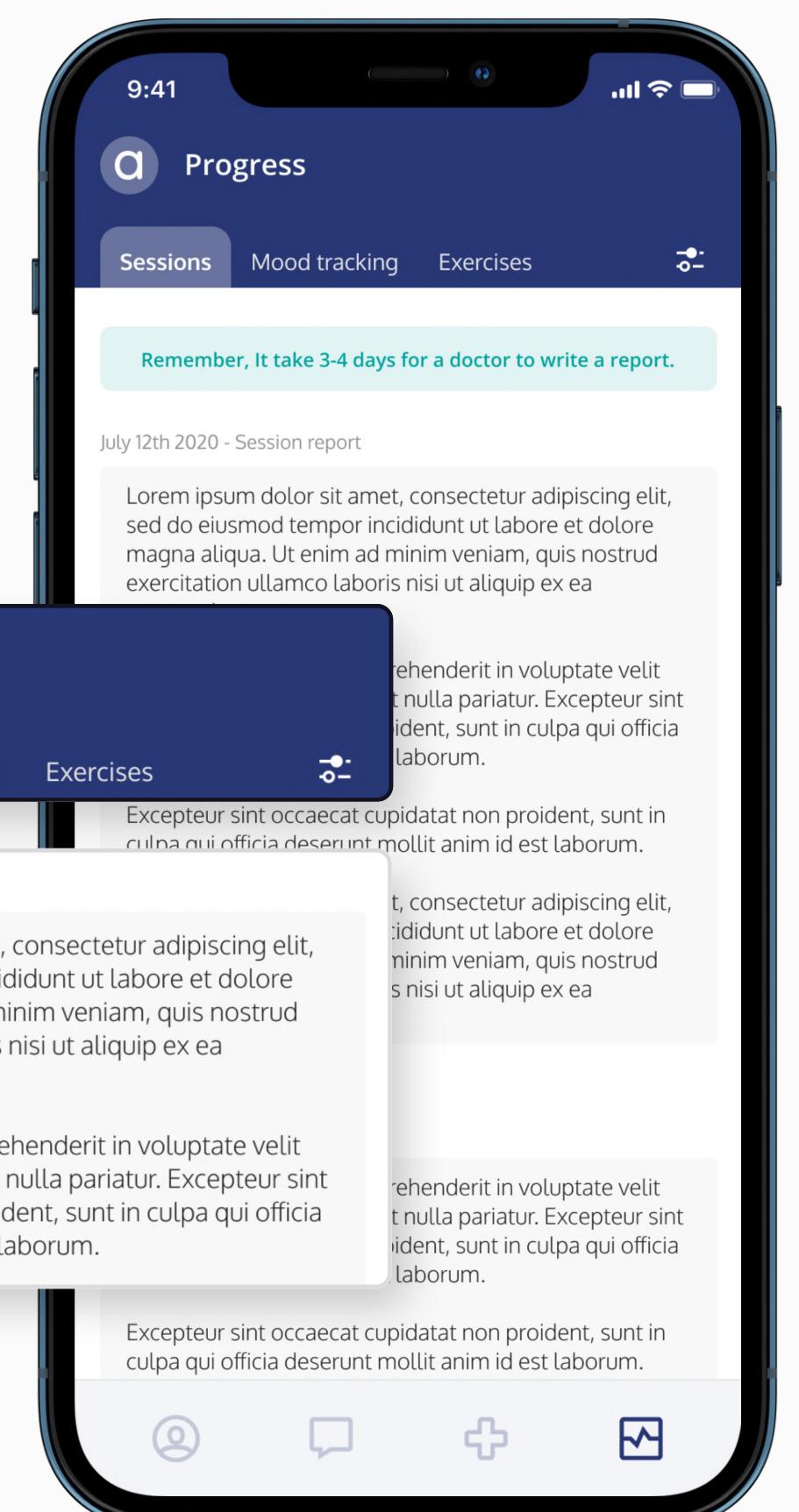
A bio is not enough to create a connection and reduce anxiety



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

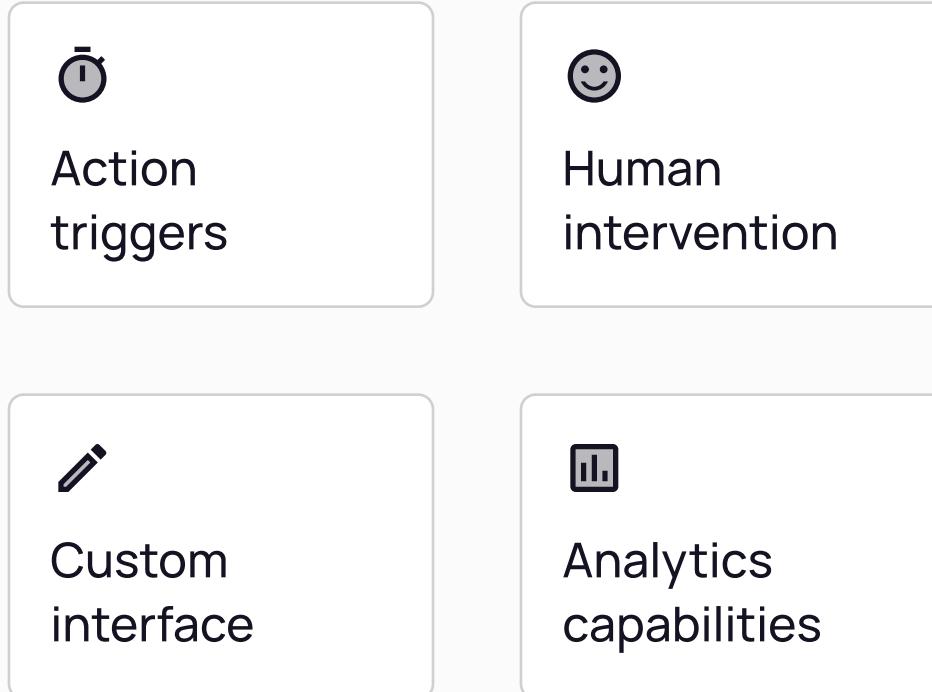
Results

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

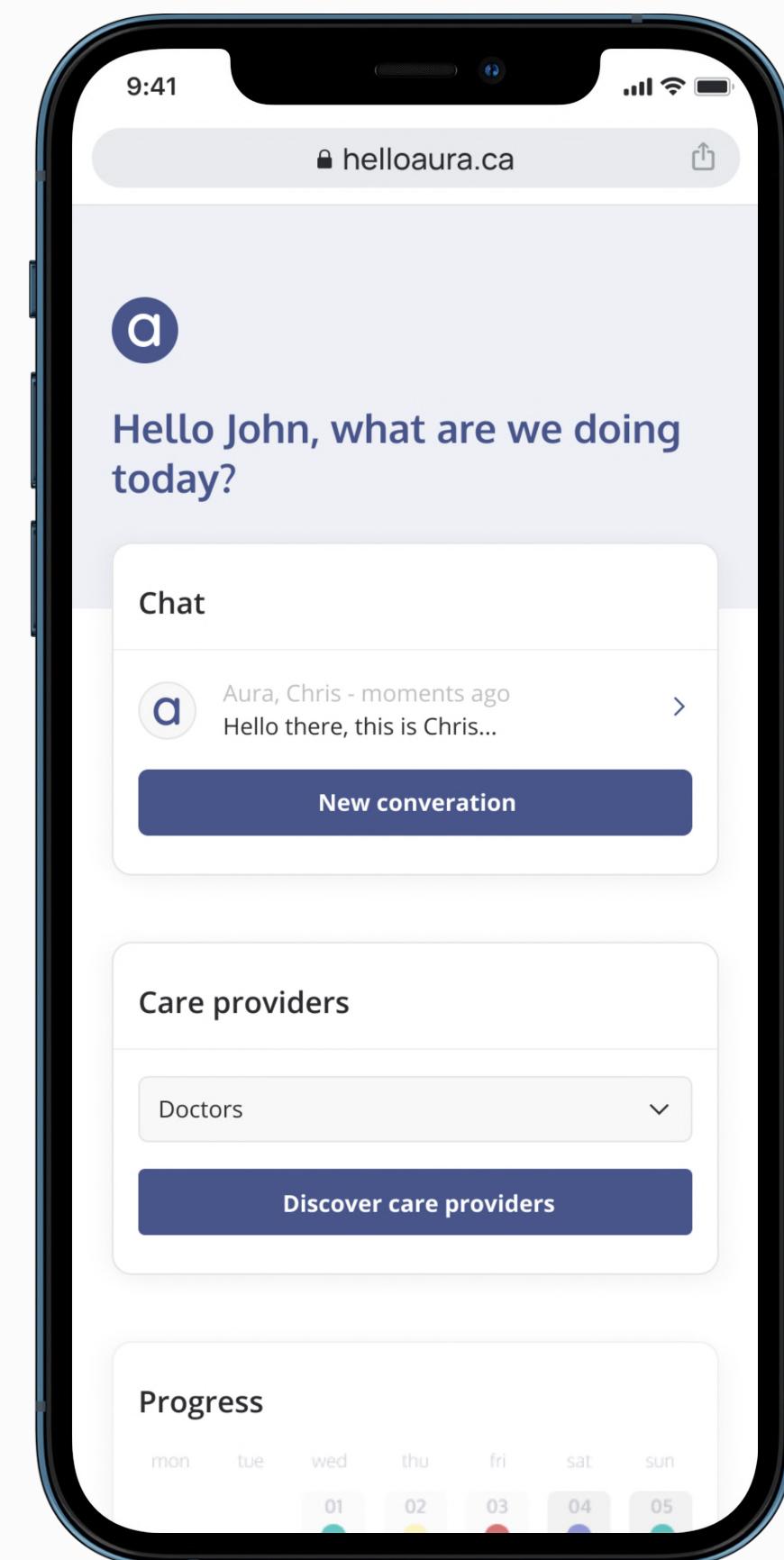
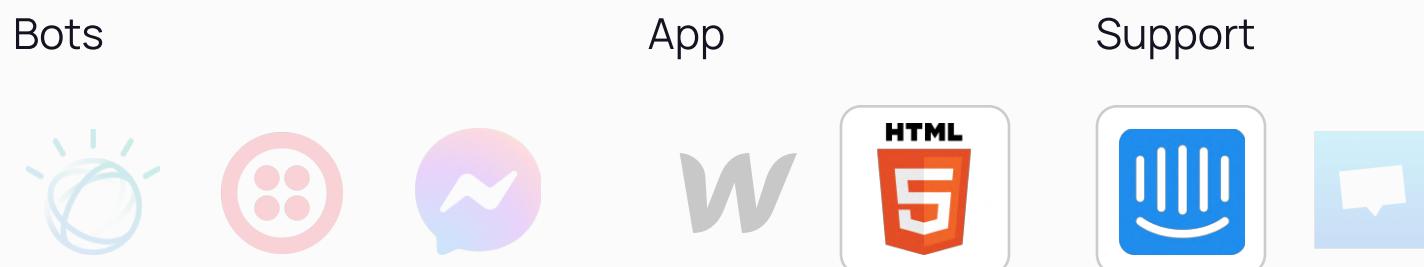
Metrics

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, ★★★★☆.

Dr. David Profile Screen:

- 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: New conversation

Care providers: Select a type, Discover care providers.

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

Type of card, Name on card, Card number, Date, CCV fields.

Upgrade unavailable 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.

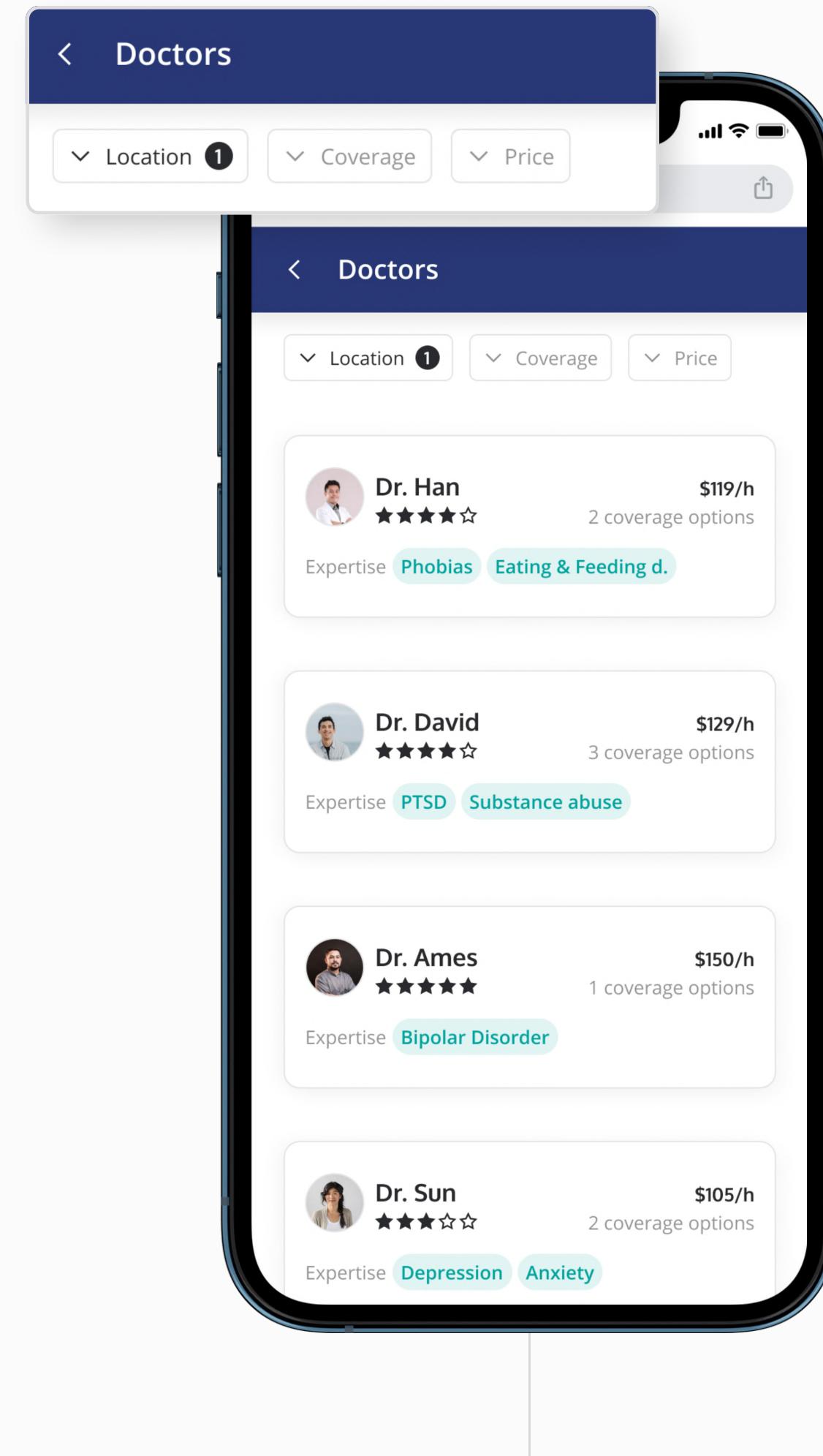
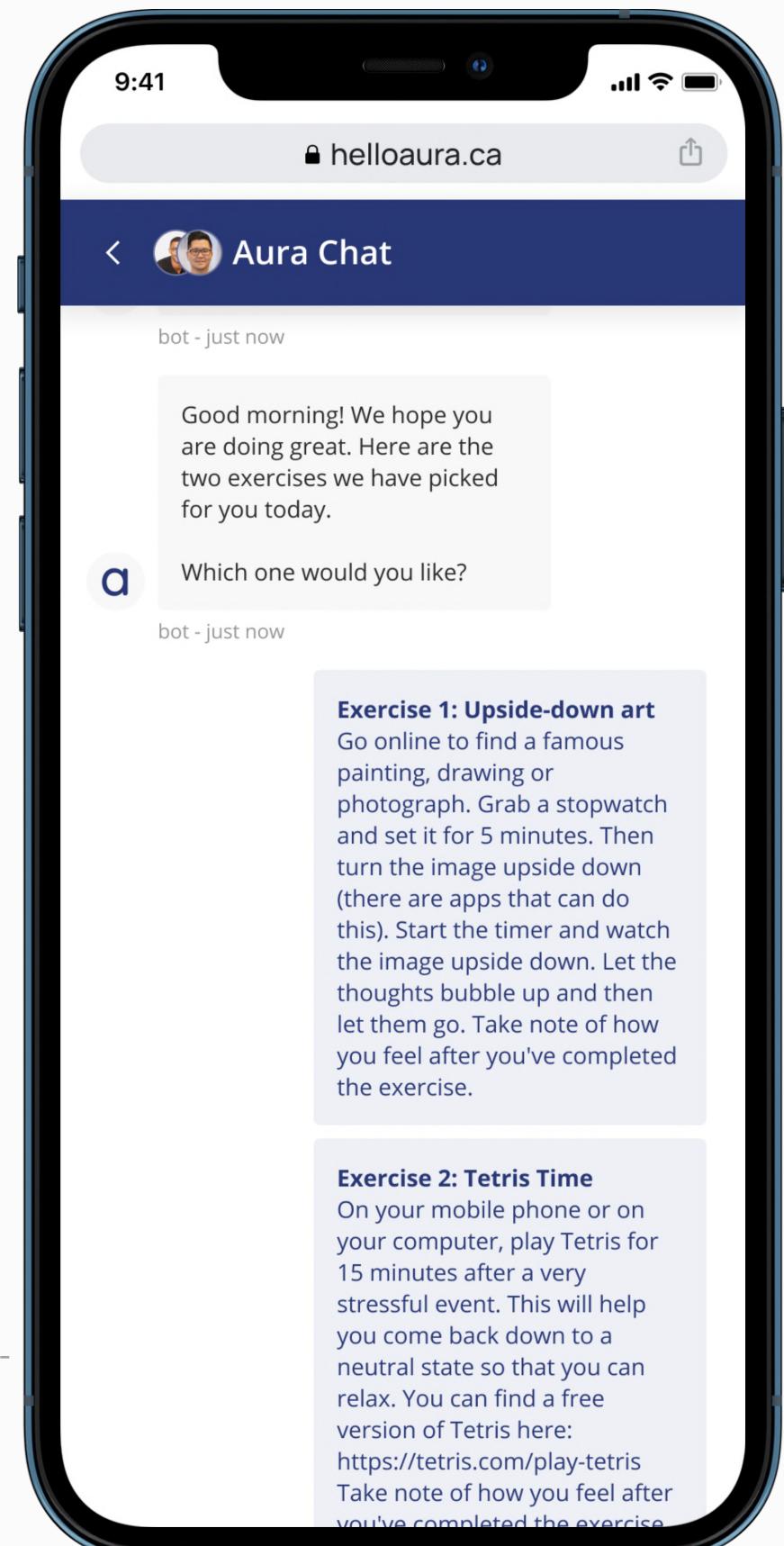
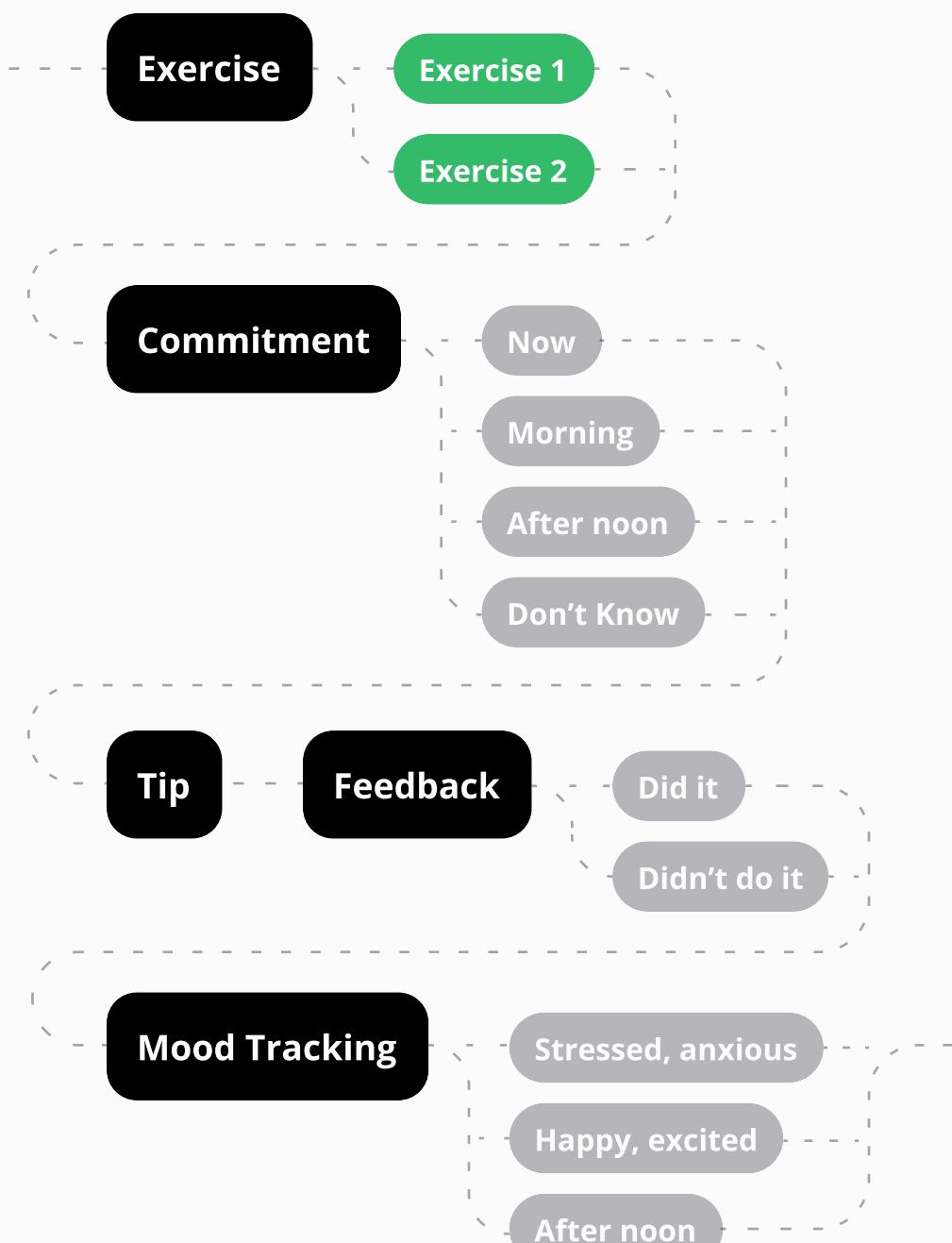
Talk to a care coordinator button.

Version 2

3 weeks

Guiding user behavior

Reduced the feeling of constraint
with exercise choices

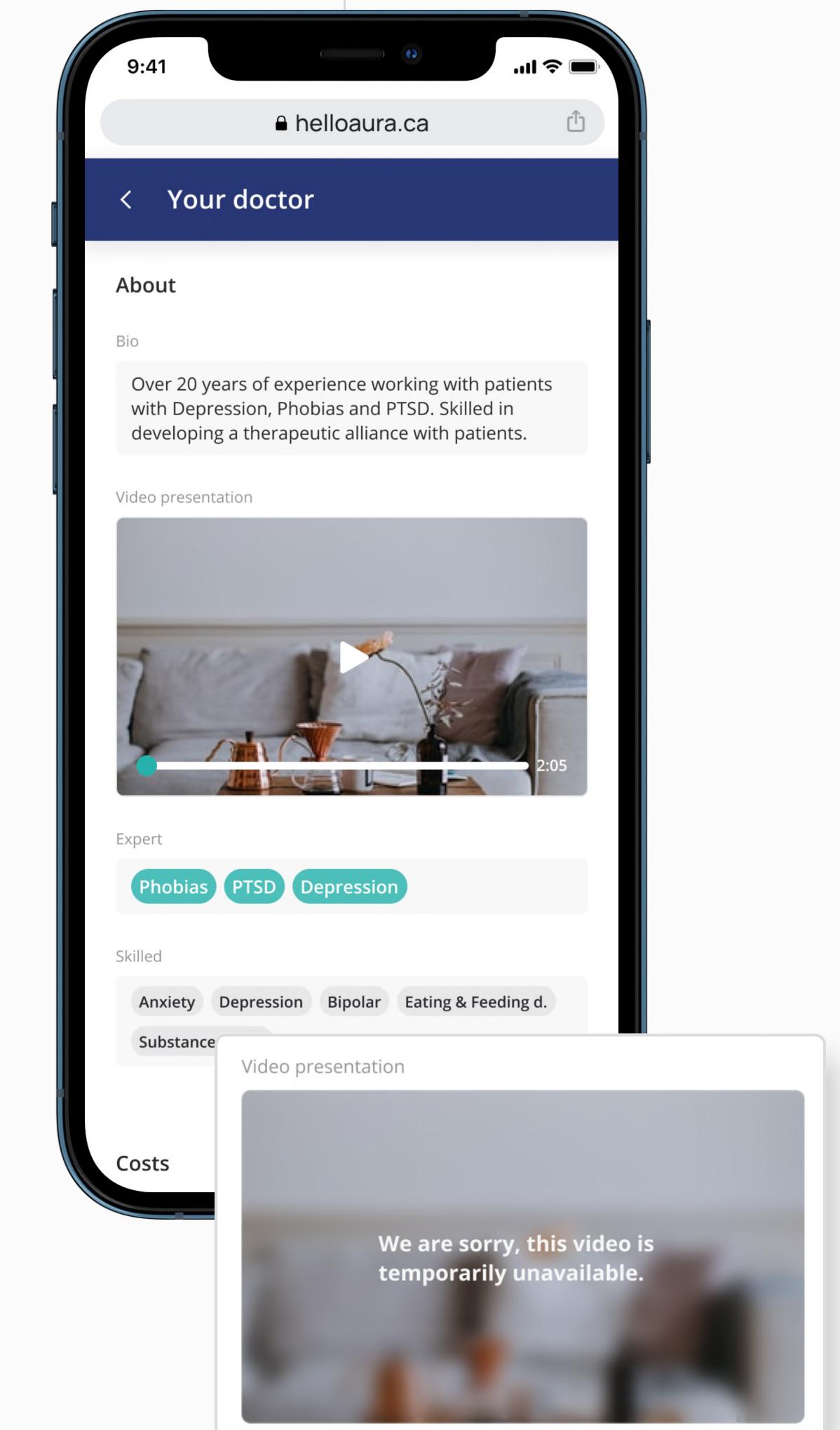


Filters

Made discovery easier with basic filtering

Increasing trust

Introduced doctors more mindfully



Results

1 problem worth solving

Gained domain expertise and user empathy

1 clickable prototype

Tested a first solution and got impactful feedback

12 participants

Tested an MVP with diagnosed people and found we needed to improve engagement.

Learnings

Strategic

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

Product

Introduction to stickyness and behavioral design

Thank you

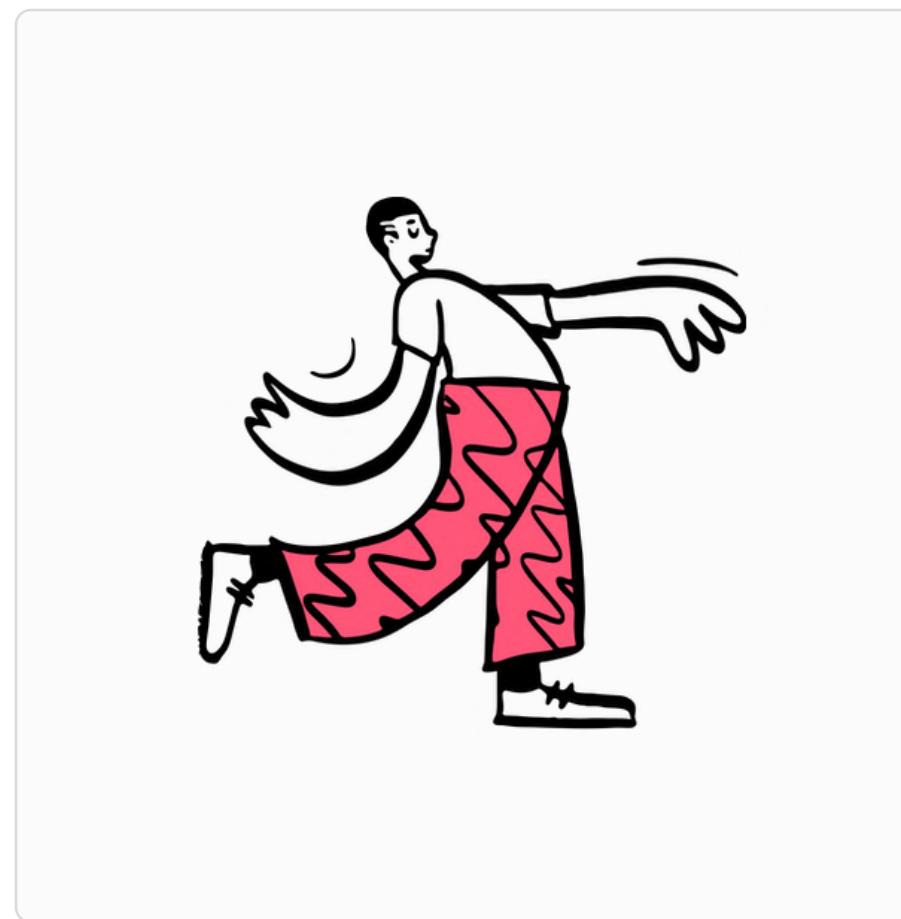
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Appenix

Team and Next steps

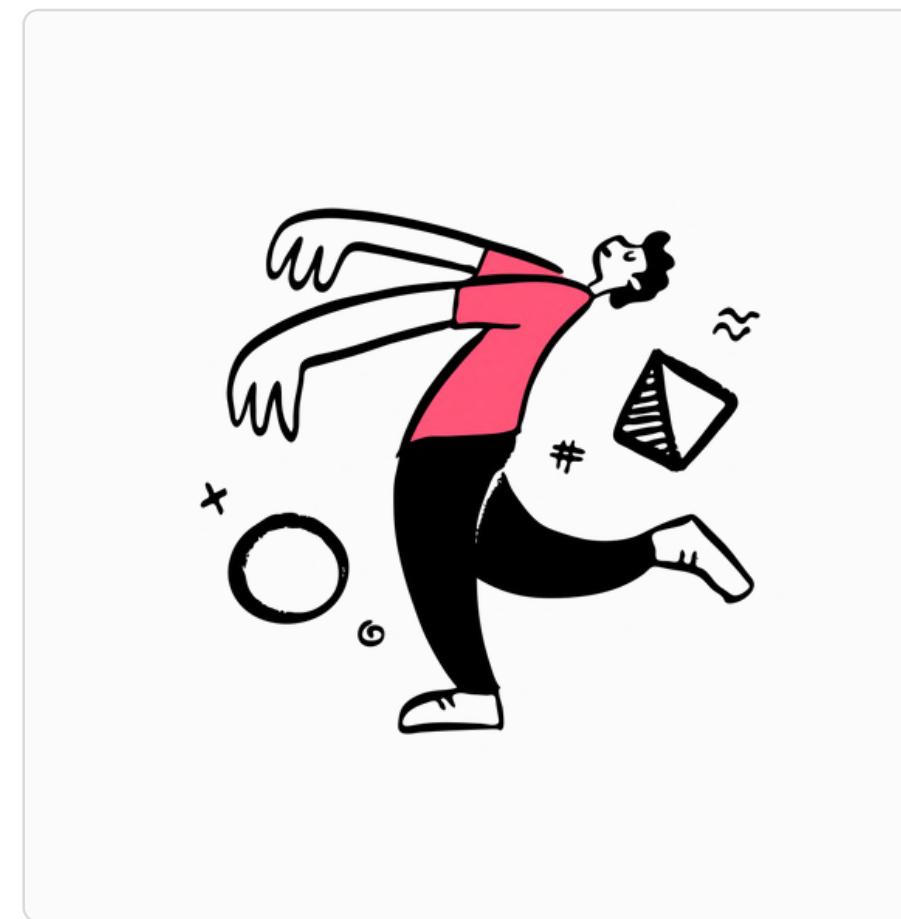
Team

Who did I work with?



Chris

Business



Gary

Technology



Nathan

Research



Me!

Product

Next steps

Where could we improve this experience?

