

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 in Canada



Goal

Leverage existing assets to get into mental health space.

Mind Beacon POCKET PILLS maple

Mandate

6 weeks to find a problem and validate it with a POC.



Secondary and competition research

Research findings

Public healthcare is not perfect

20%
have mental
illness

\$ 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



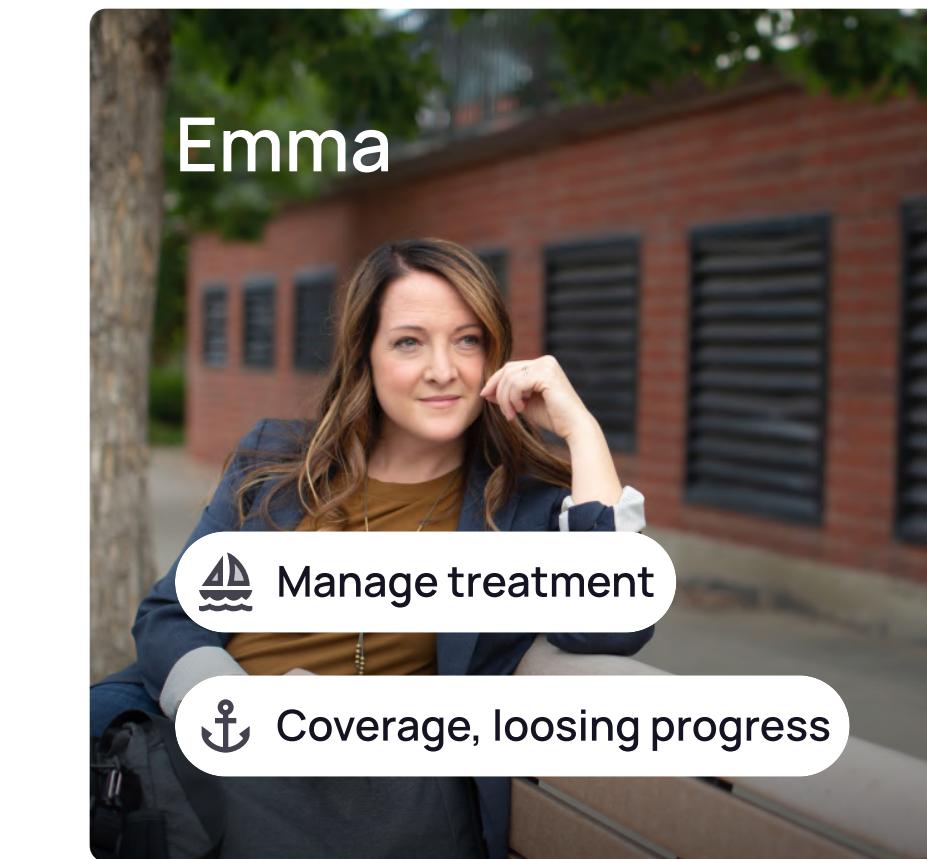
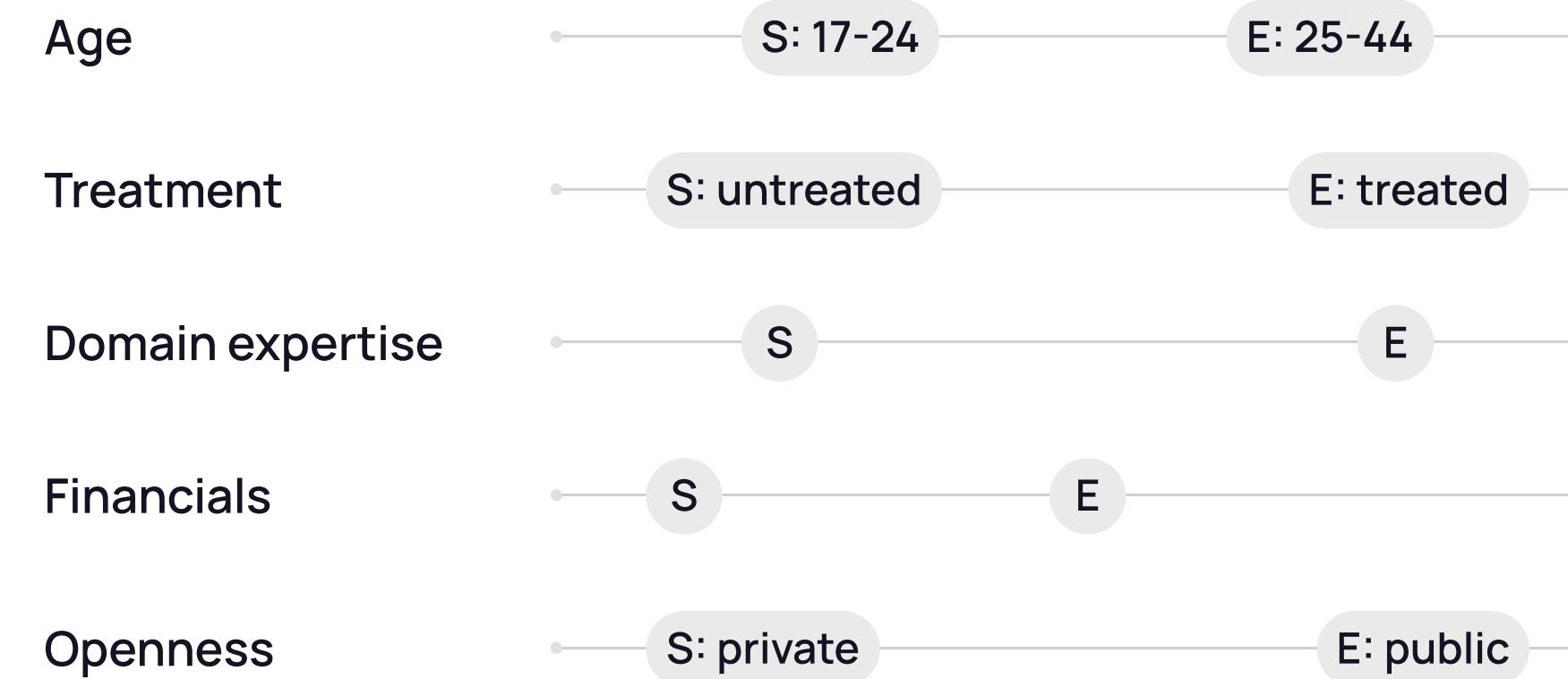
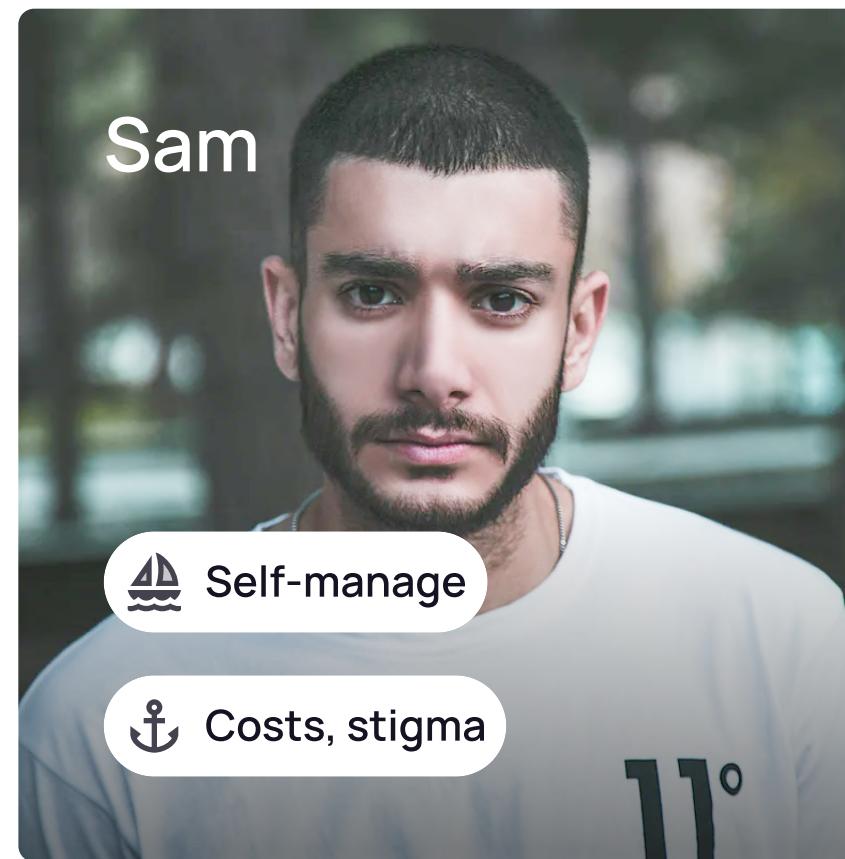
NHS

Diagnosis

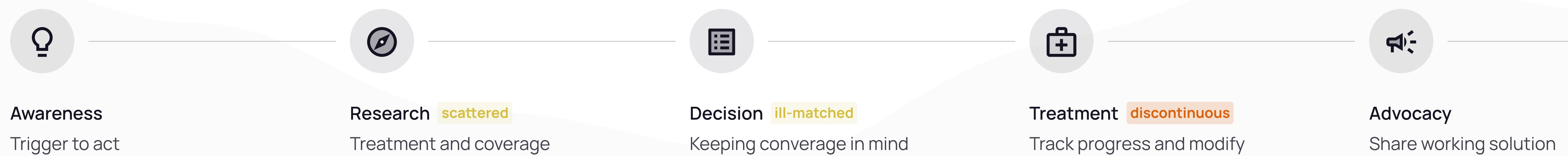


Research findings

Round 1 interviews: life with mental health

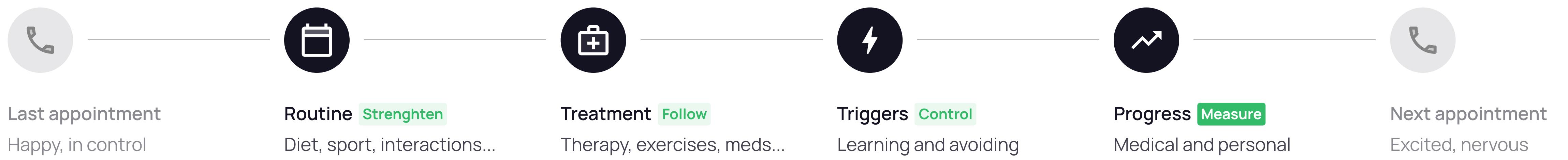


Journey



Research findings

Round 2 interviews: life between appointments



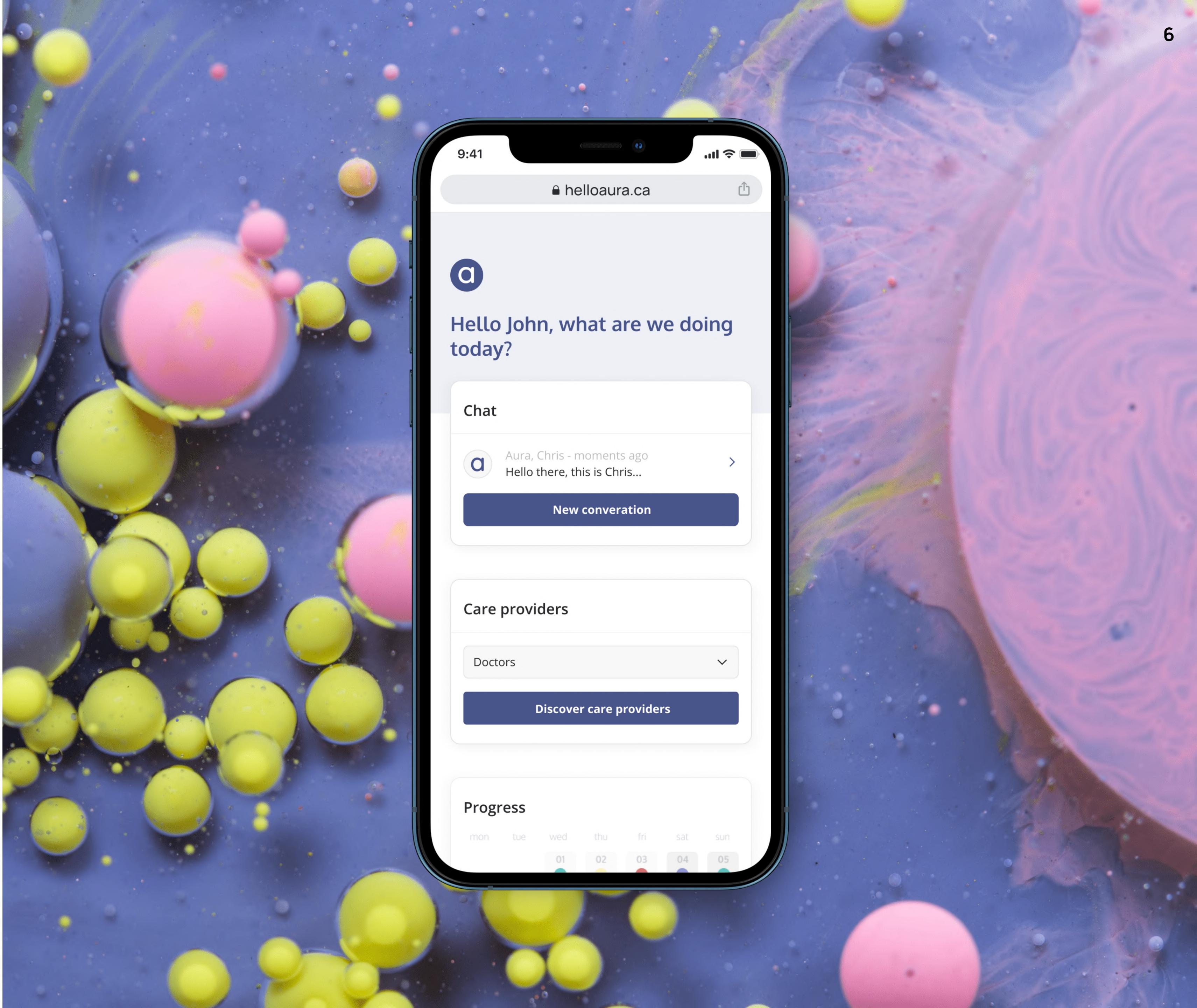
How might we create a **feeling of support and progress** during the treatment journey?

Solution

Mental health exercises between your appointments

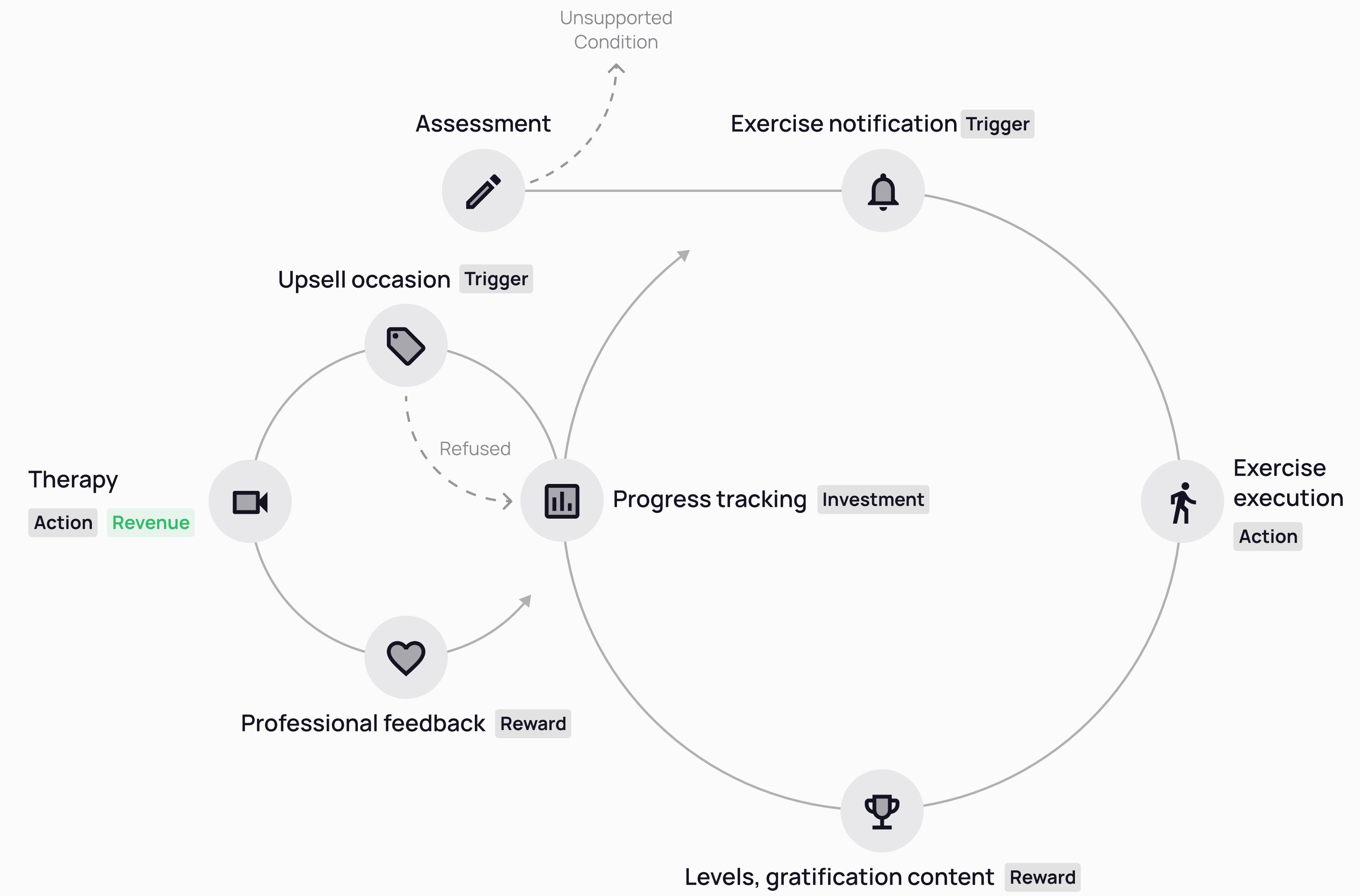
Journey

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

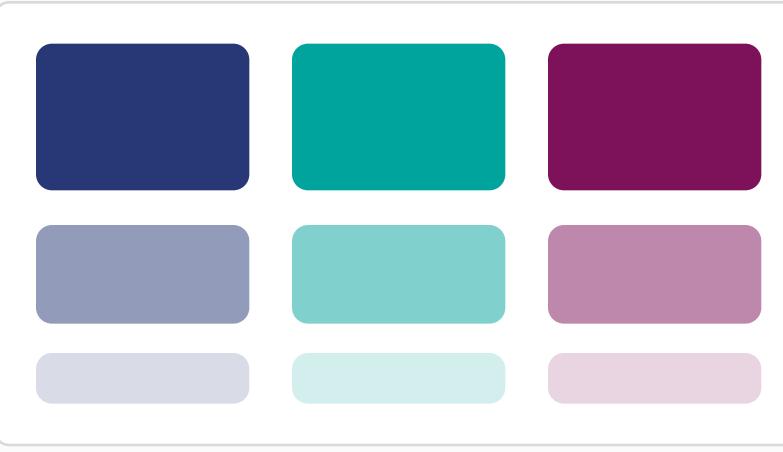
Get feedback on the 8 steps. Improve the product before moving to the building phase.

Execution

1 week to build the prototype, 1 week to test with interviews.

Success

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



Colors
Darker colors to convey anonymity

Typography
Readable with movement in the headings

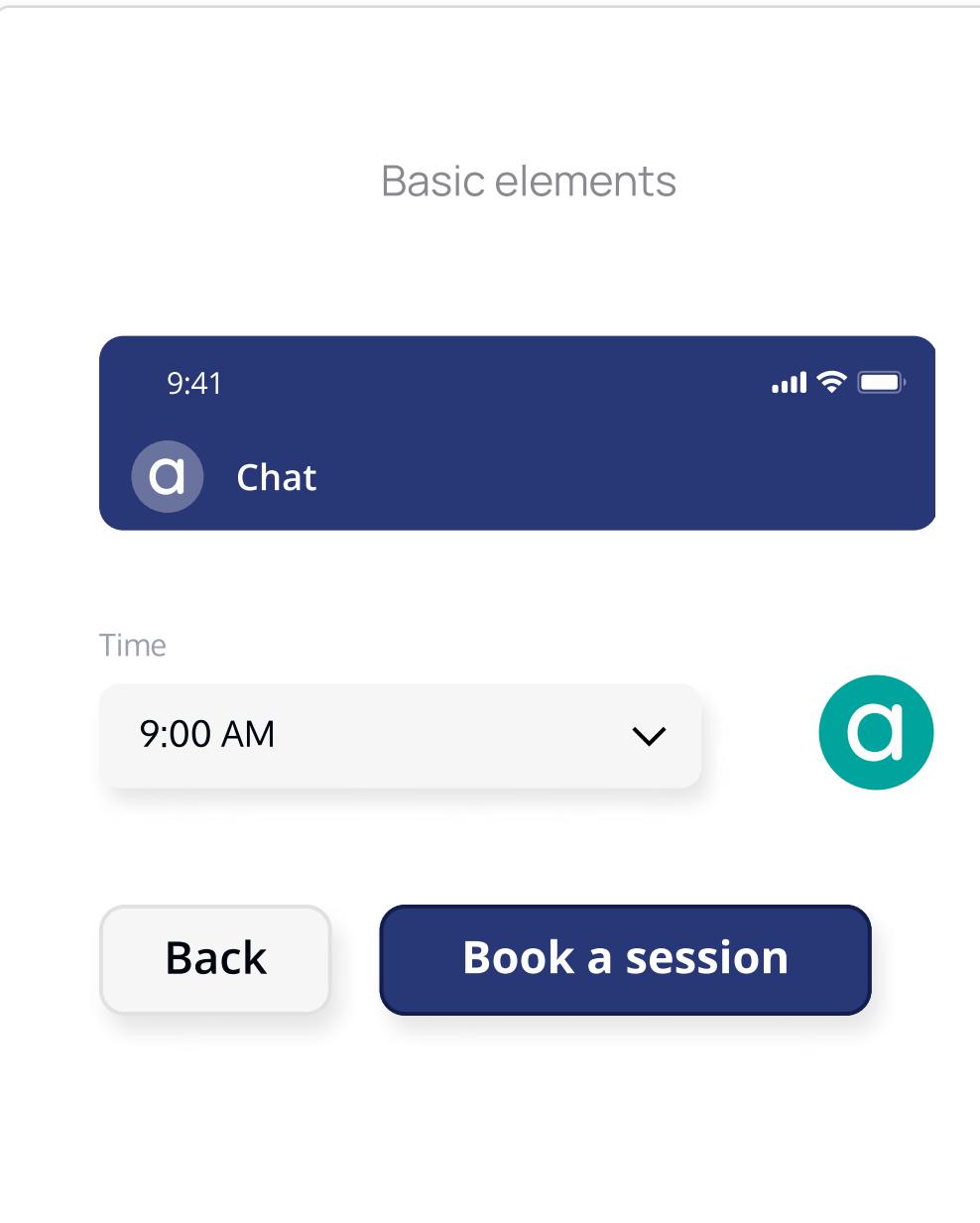


Icons
Rounded with sharp ends.
Professional but not rigid.

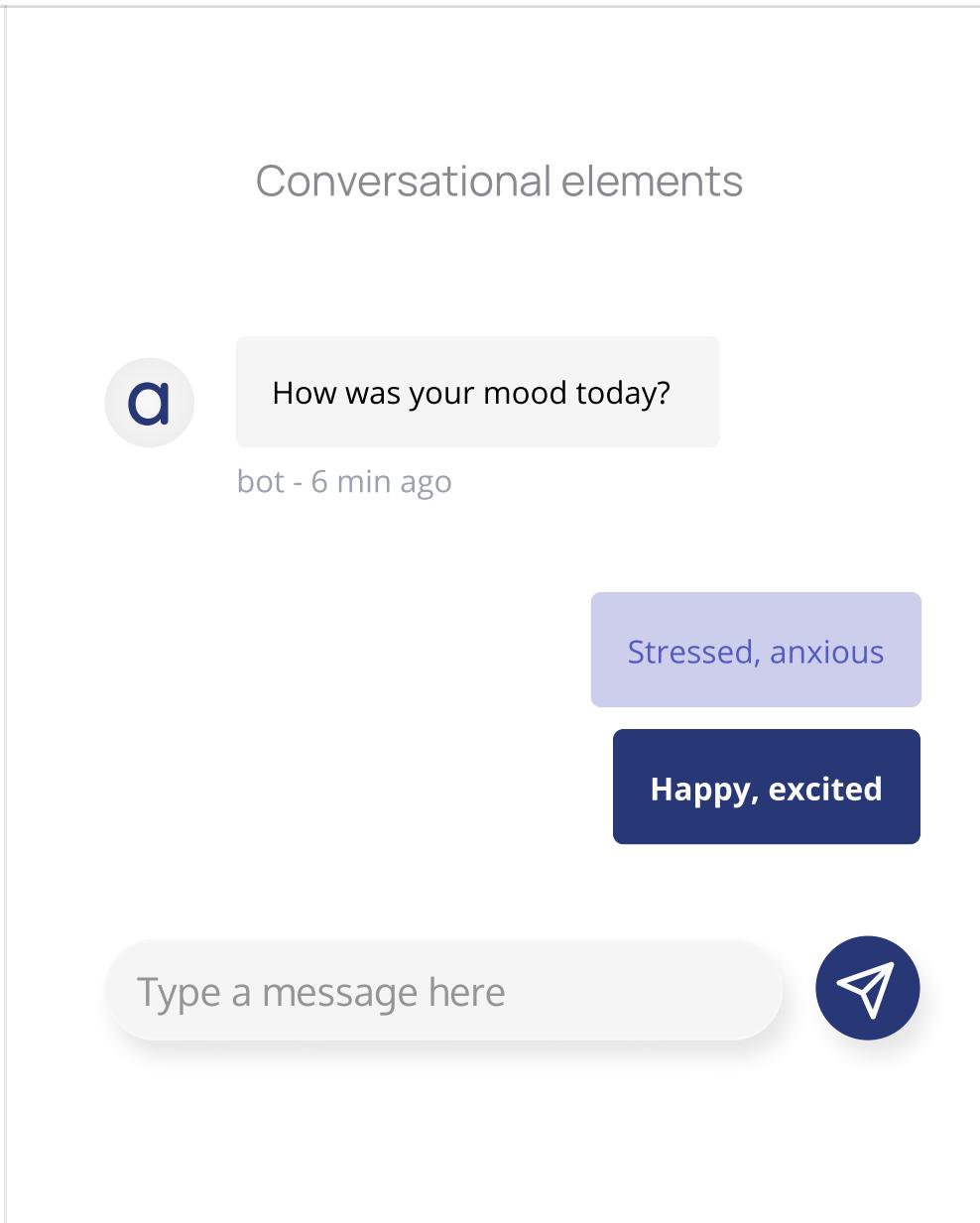
**Get the help you need,
without getting lost.**

Your personal mental health guide helps you find the right mental health treatment plan and stays with you throughout your journey.

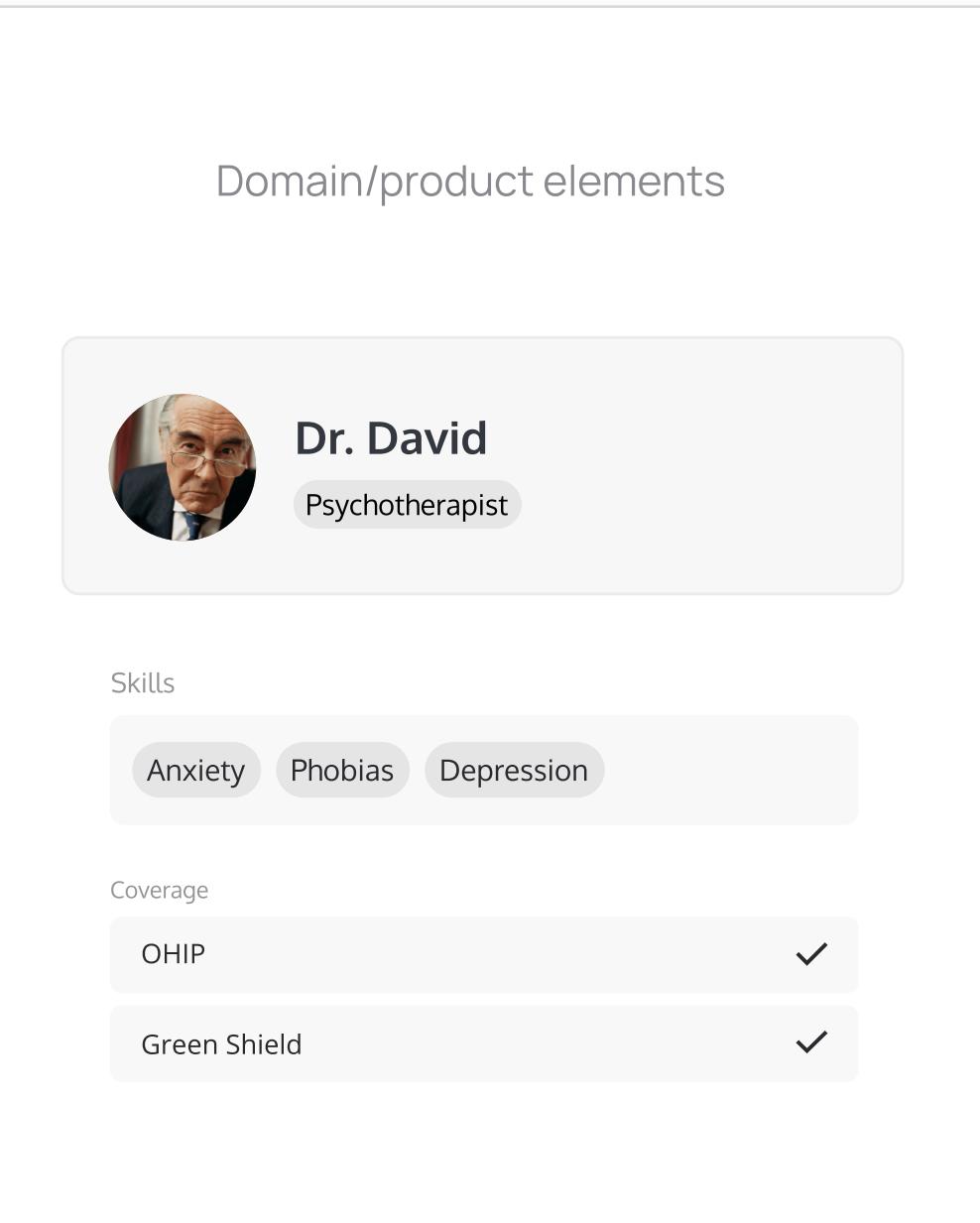
Basic elements



Conversational elements

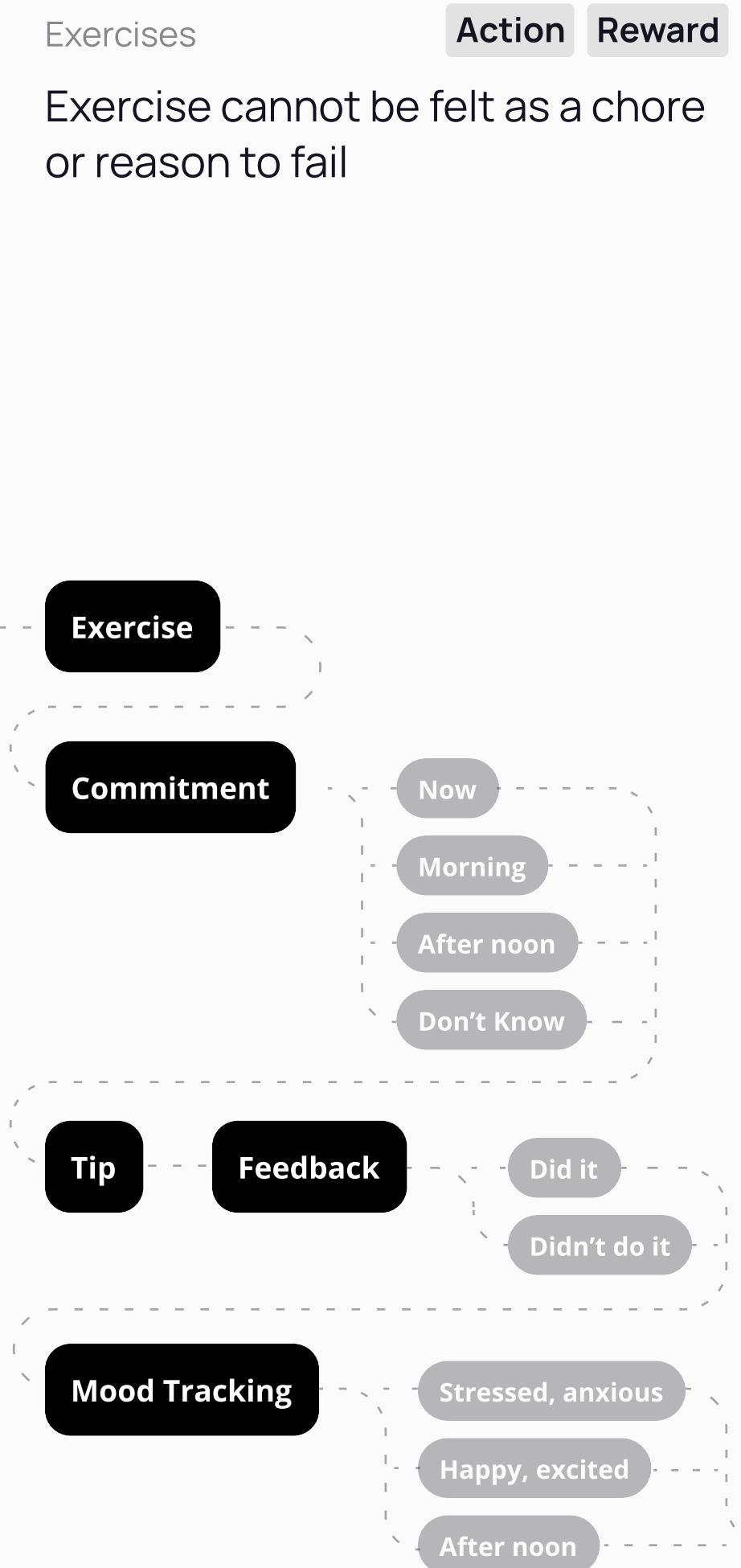
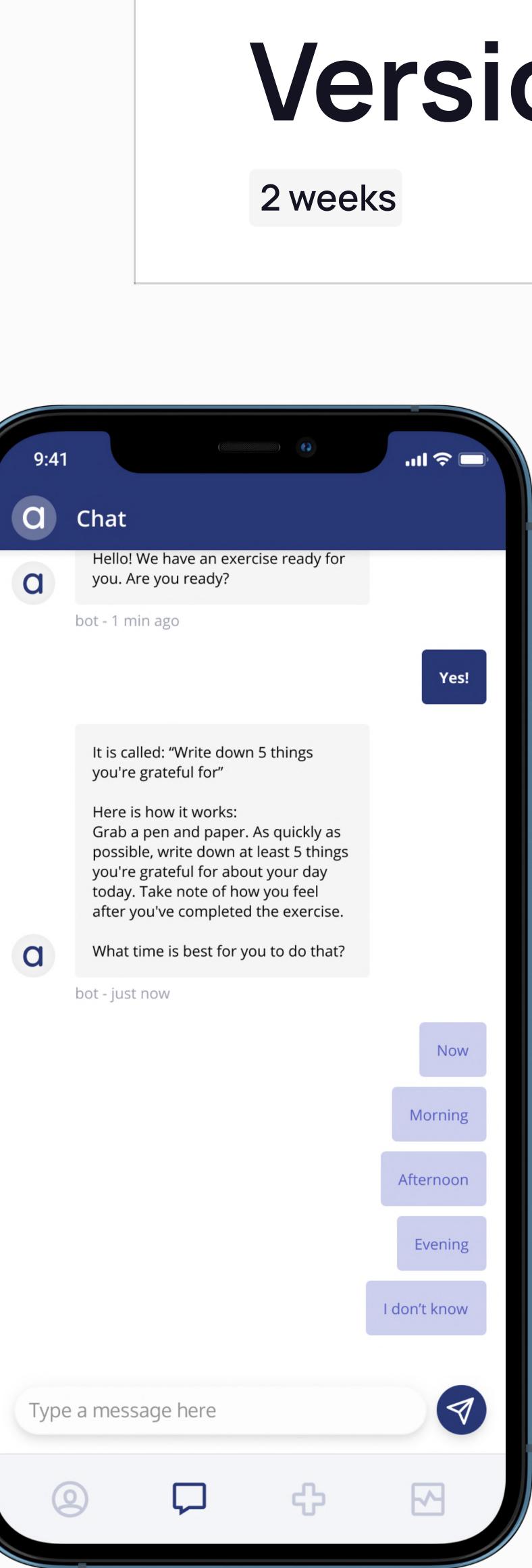
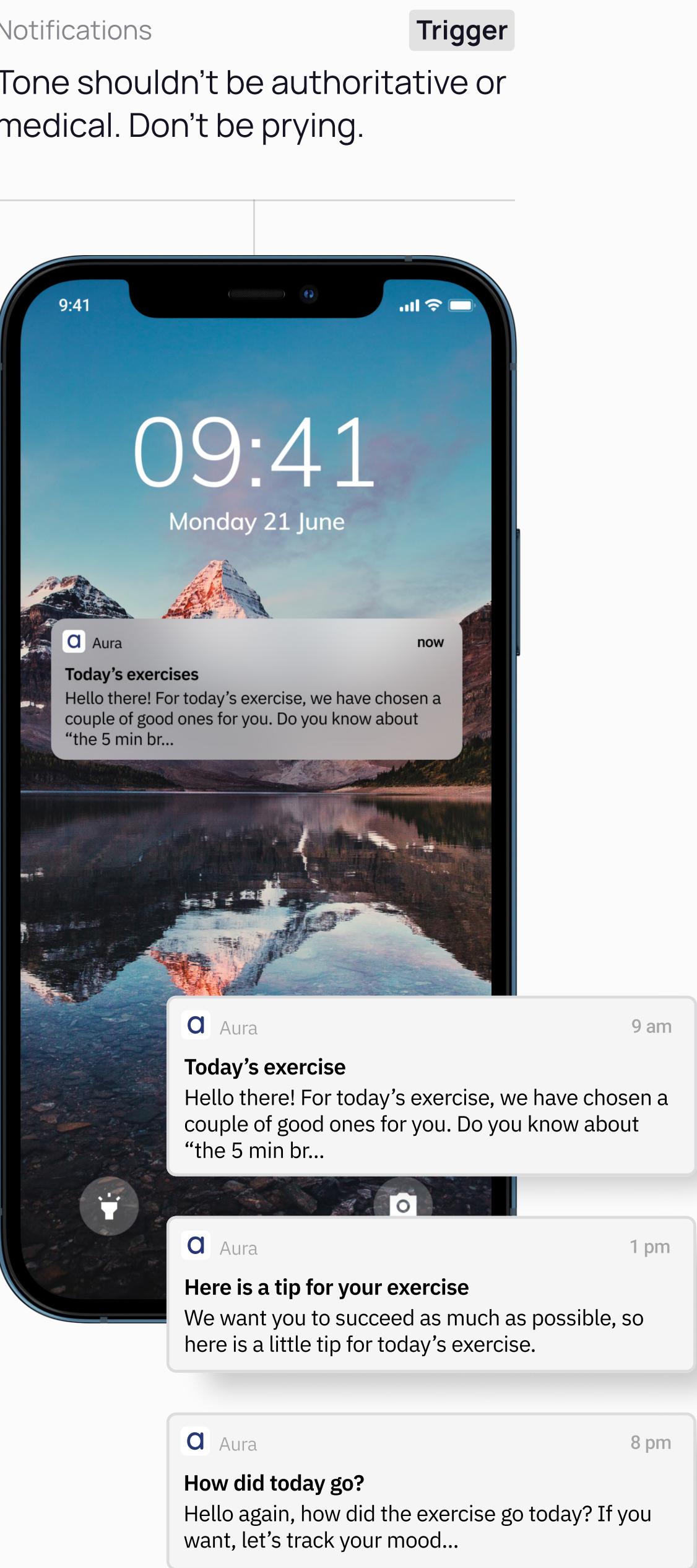
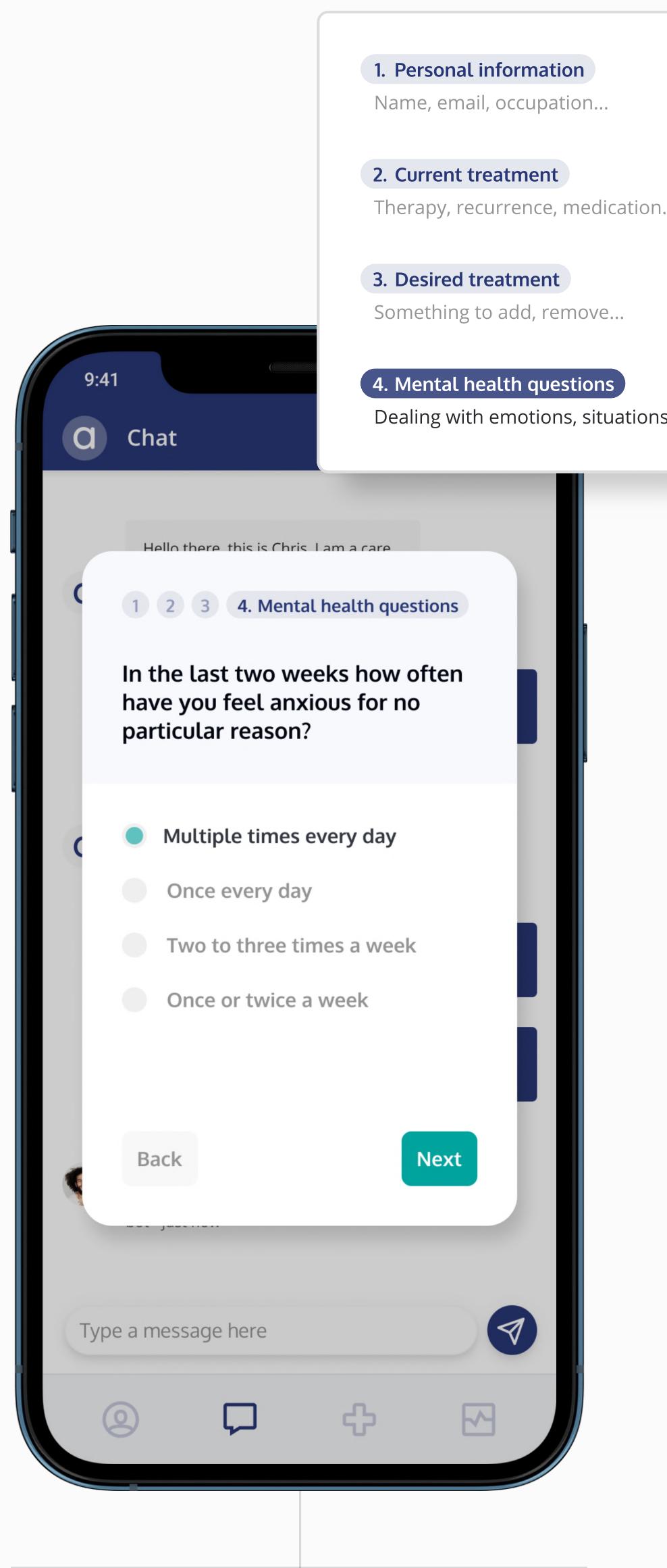


Domain/product elements



UI Kit

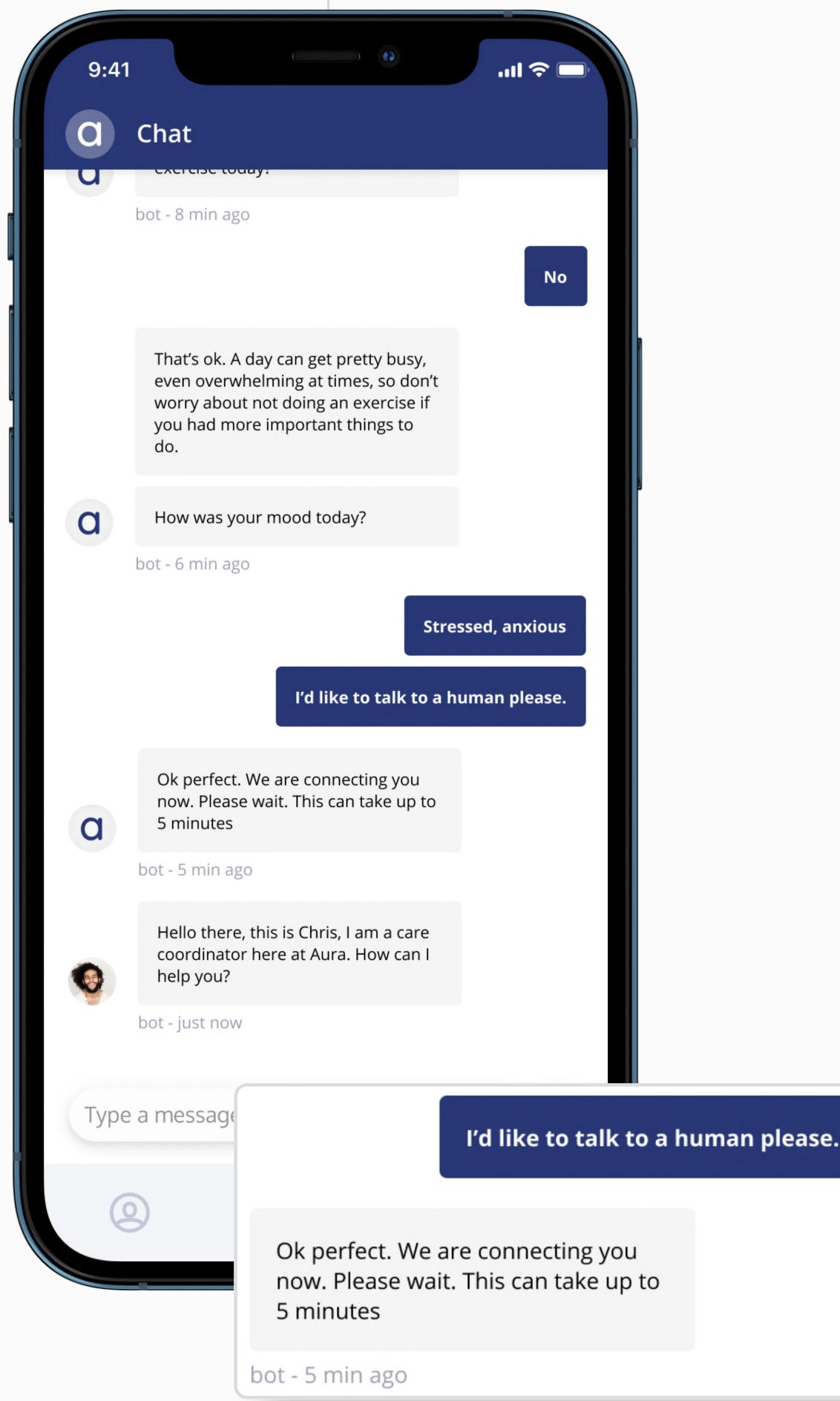
Inspired by Material resources & Atomic principles



Accessing MH Pros

Trigger

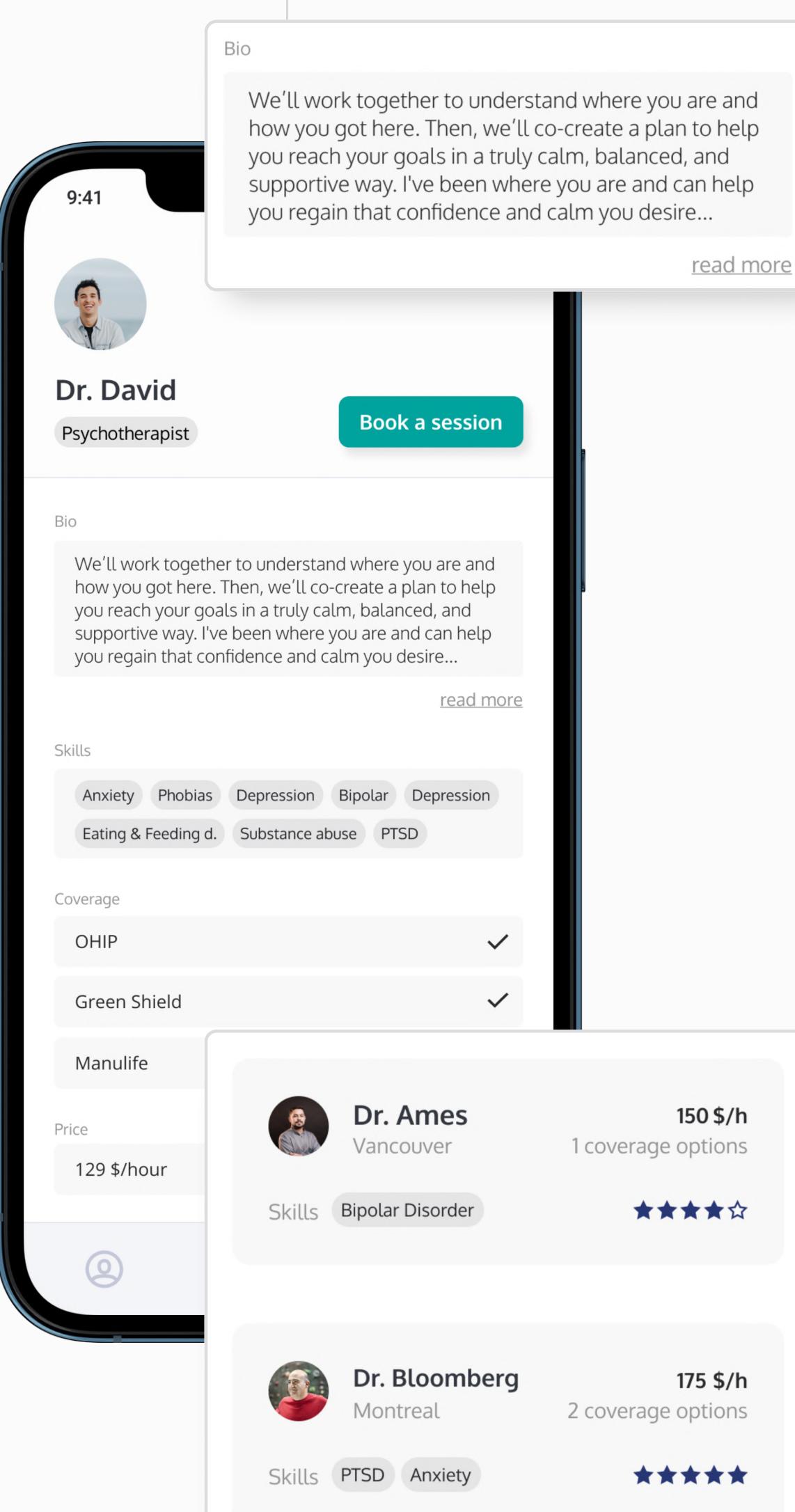
Made people feel safe. It could help with personal triggers.



Choosing MH Pros

Action

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



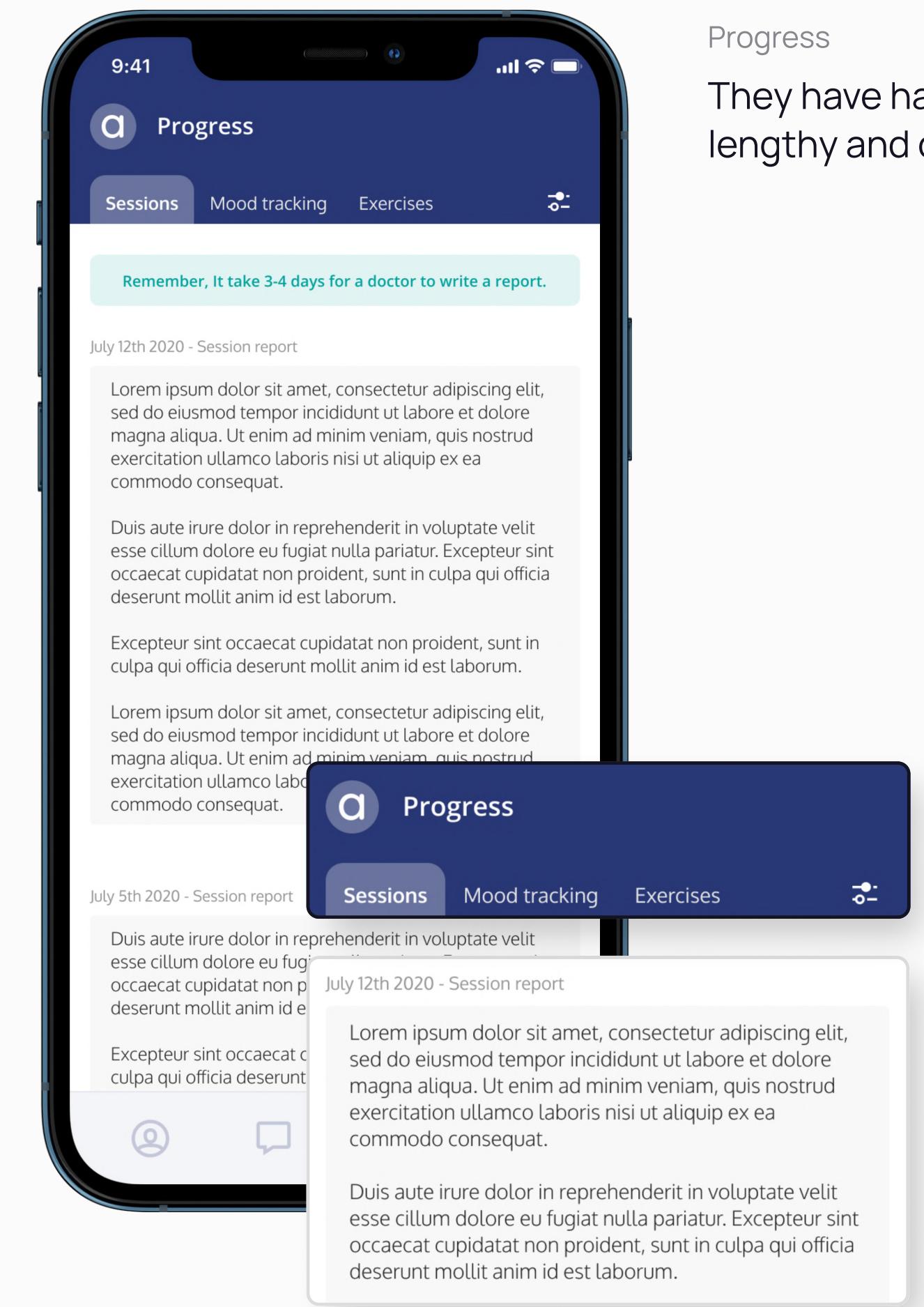
Version 1

2 weeks

Progress

Reward **Investment**

They have had enough of the lengthy and complex reports



Version 2

Objectives

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

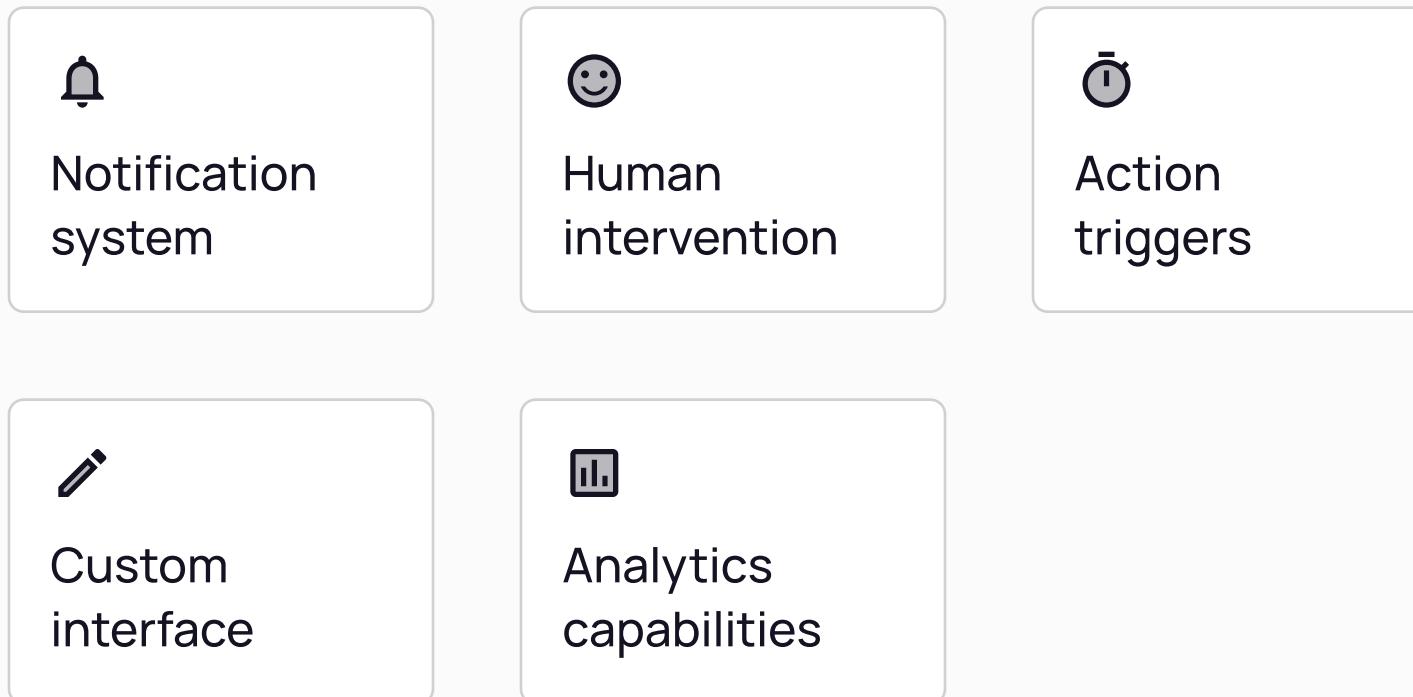
Success

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
- 😢 Doctors still felt hard to trust

Requirements

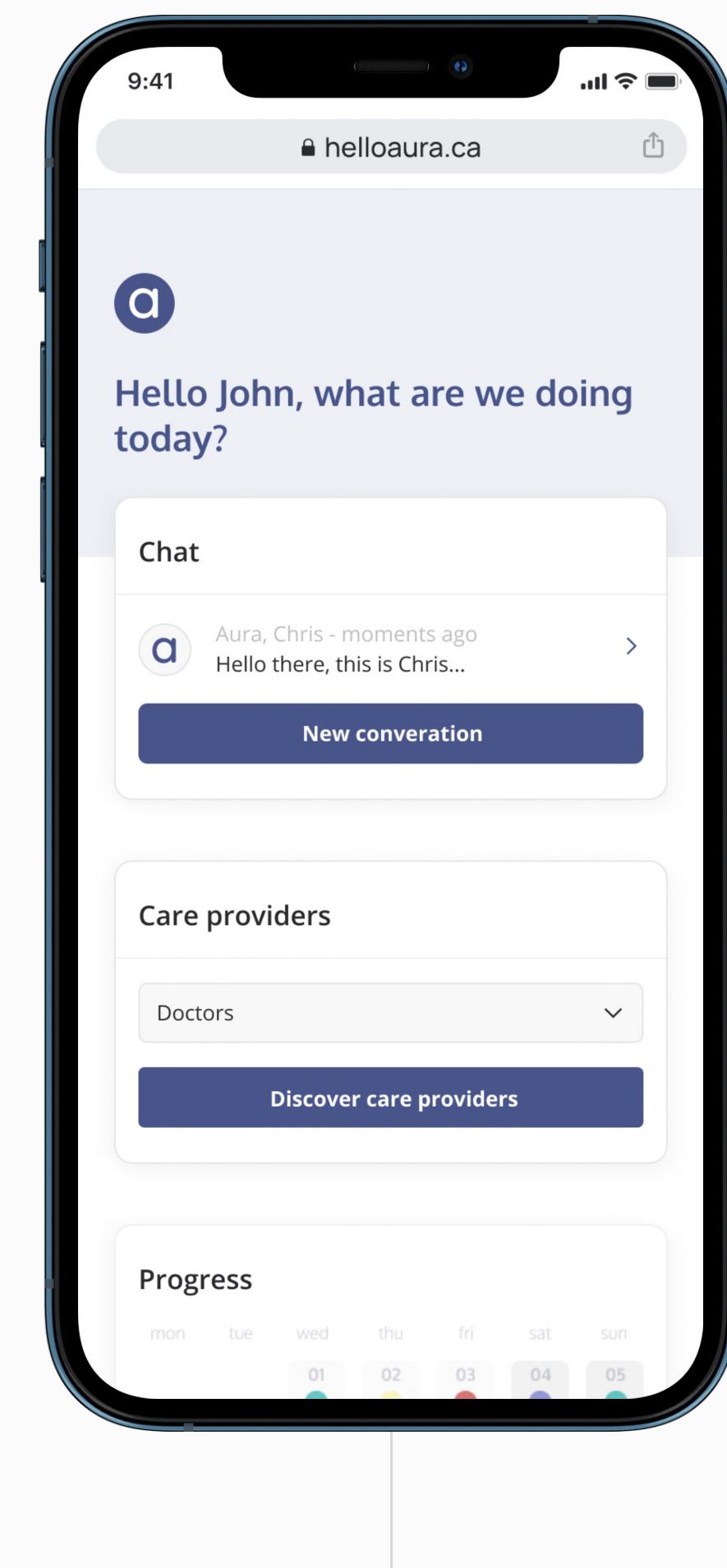


Tech options



Metrics

Initial signups	56	Browsed providers	2/6
POC signups	12 (20%)	View CC form	1/6
Assessment	6/12 (50%)	Filled CC info	0/6
50% exercises done	3/6		



Tech stack

Chose a chat software as our primary product engine.

Technical constraints
Updated the component library to fit the 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...

New conversation button.

Your doctor Screen:

Dr. David: Doctor • Ajax, \$129/h, 3 coverage options, Skills: Eating & Feeding d., Substance abuse, ★★★★☆, 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.

Try Premium Free button.

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.

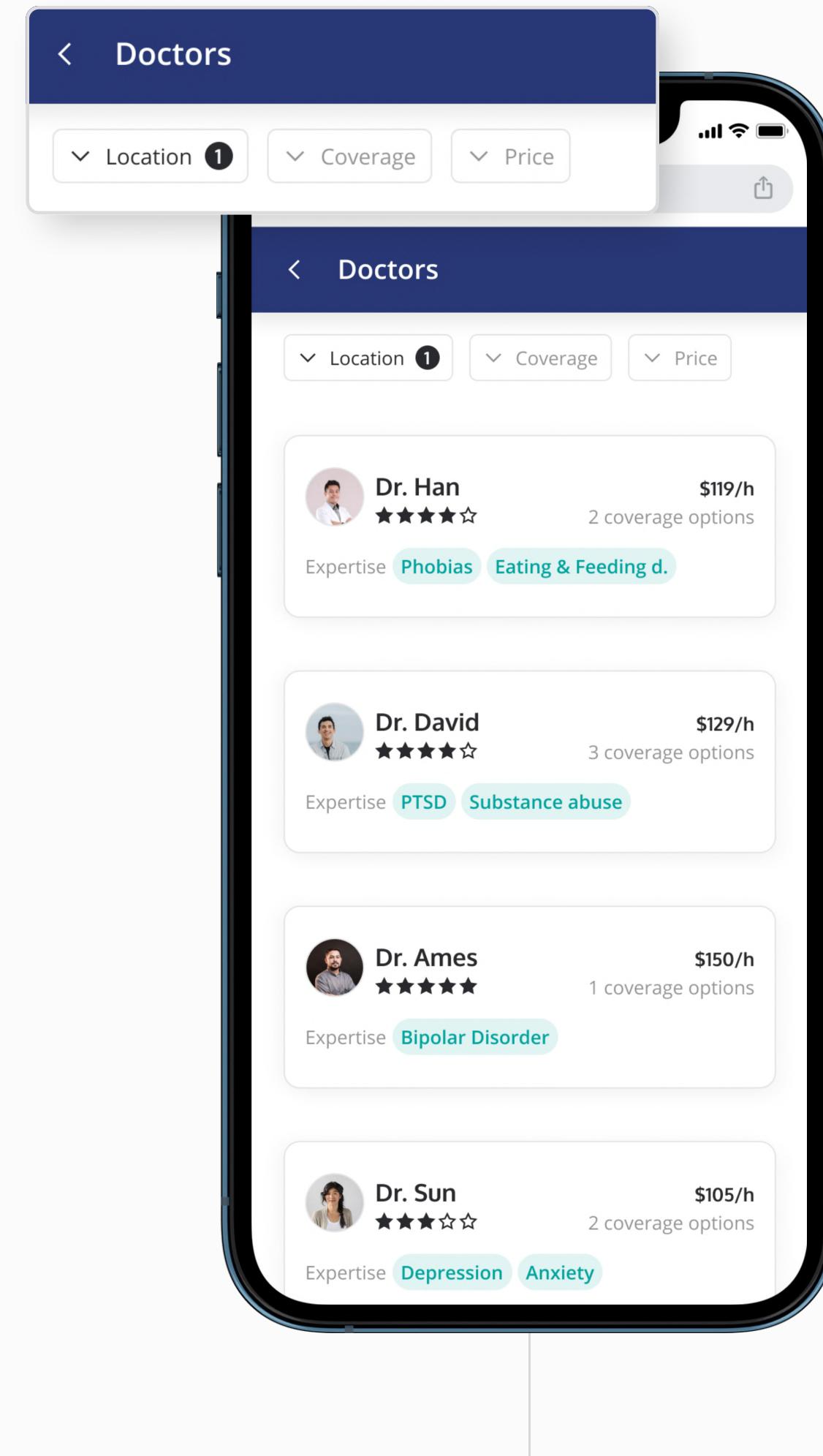
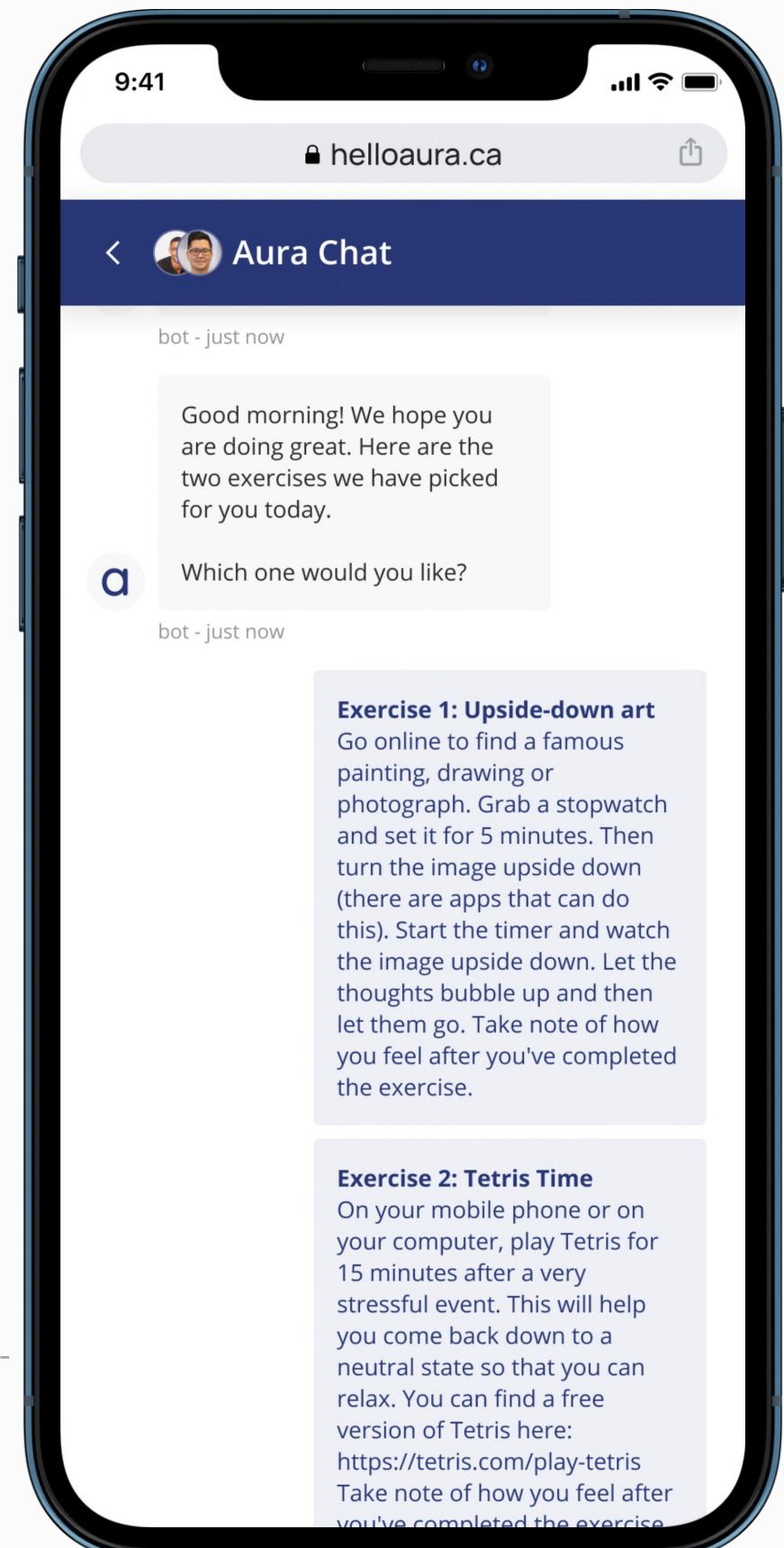
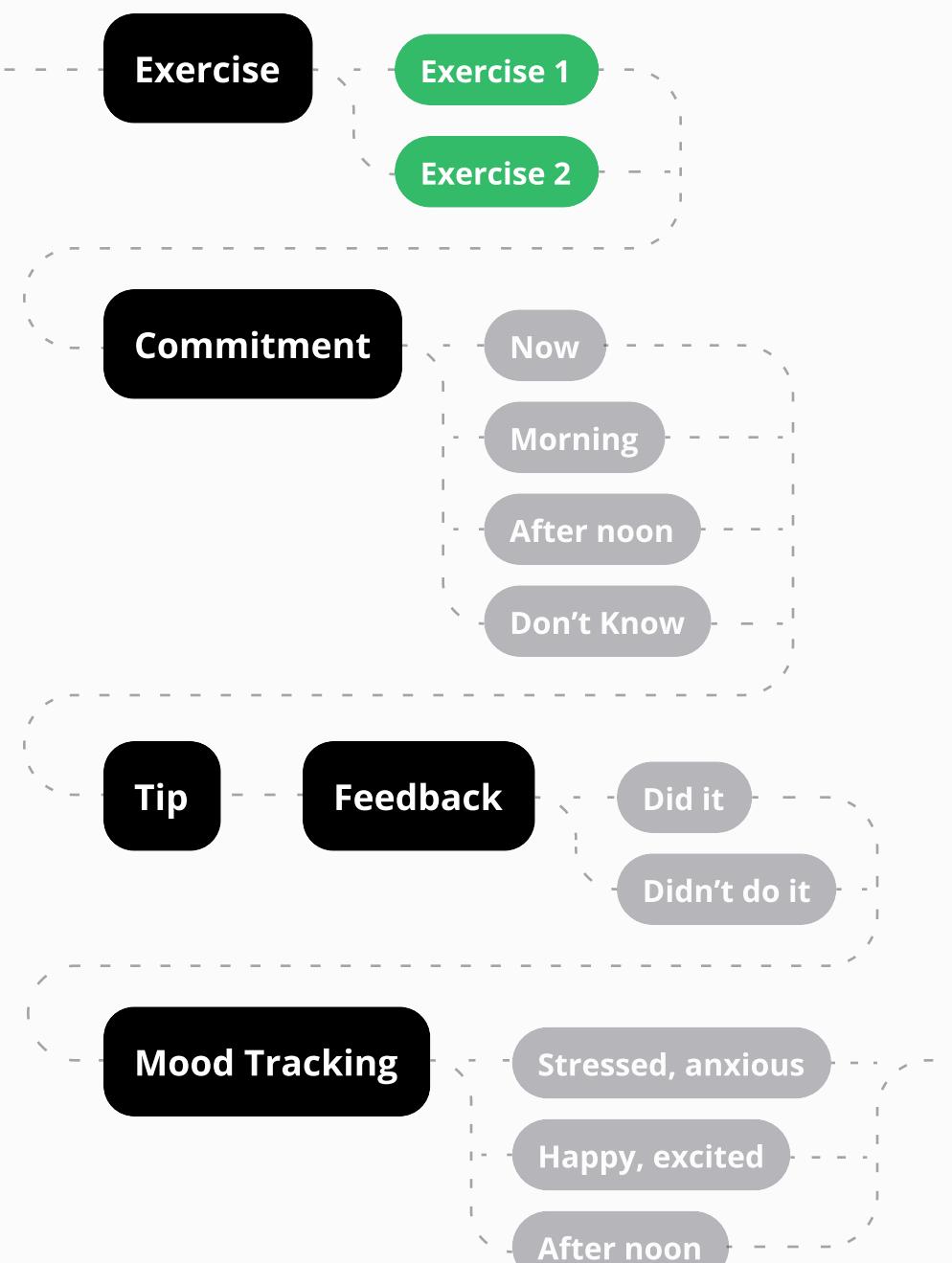
Talk to a care coordinator button.

Version 2

3 weeks

Guiding user behavior

Reduce the feeling of constraint
with exercise choices

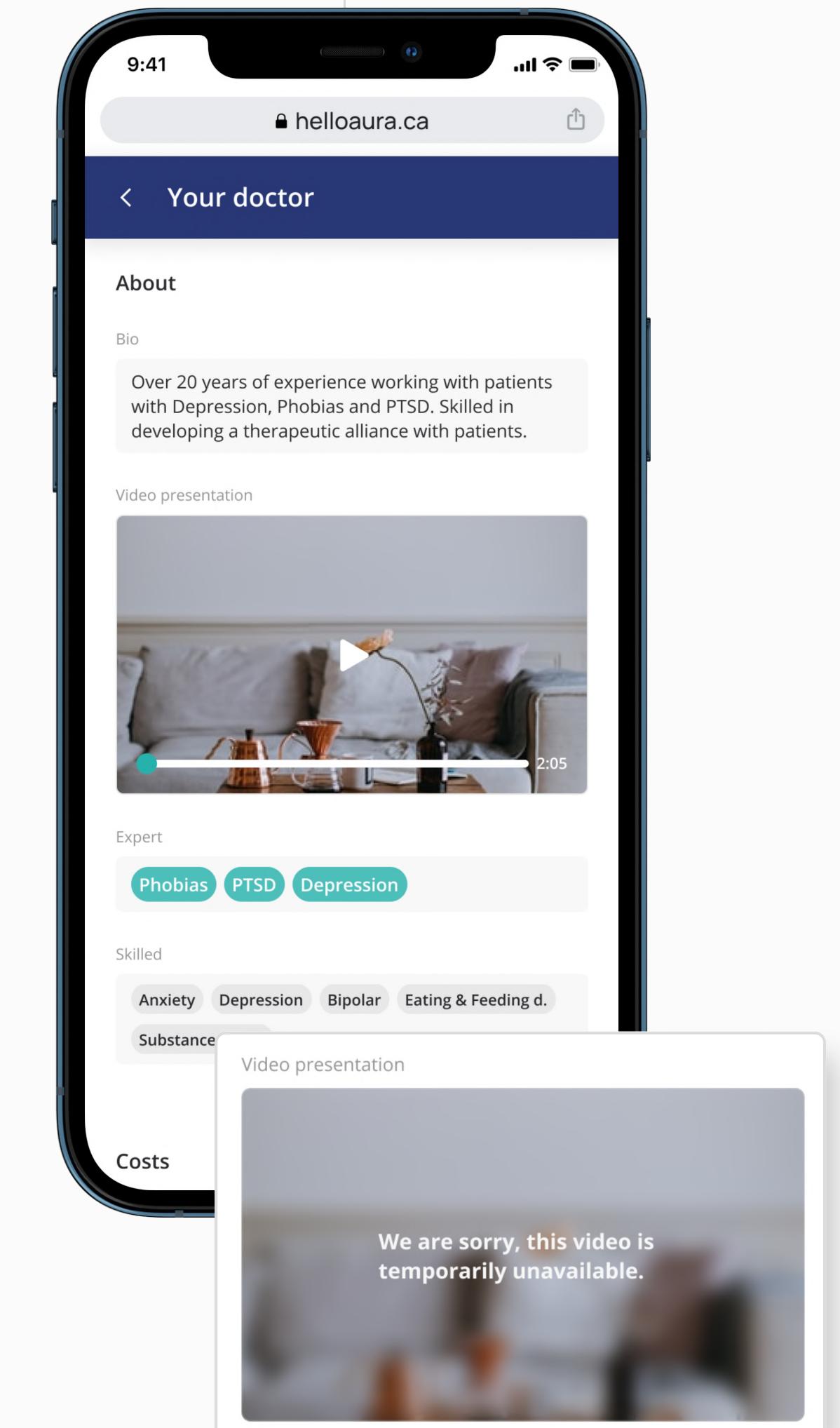


Filters

Made discovery easier with basic filtering

Increasing trust

Introduced doctors more mindfully



Results

What did we accomplish?

1 - Problem worth solving

Gained domain expertise and user empathy.

3
pains identified

2 - Value Proposition worth building

Assessed perceived value of top solutions

3.3x
more interest

3 - Product derisking

Tested a first solution and got impactful feedback.

1
clickable prototype

4.1 - Proof of concept

Built an MVP and tested it with diagnosed people.

12
participants

4.2 - Proof of concept

Not the best results, but found a way forward.

25%
active after 7 days

Learnings

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

Product: Introduction to sticky design 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?

