

Aura, daily mental health exercises between your appointments

for Green Shield • 2020, 8-week project

Context

The story behind this project

Client

Green Shield, 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

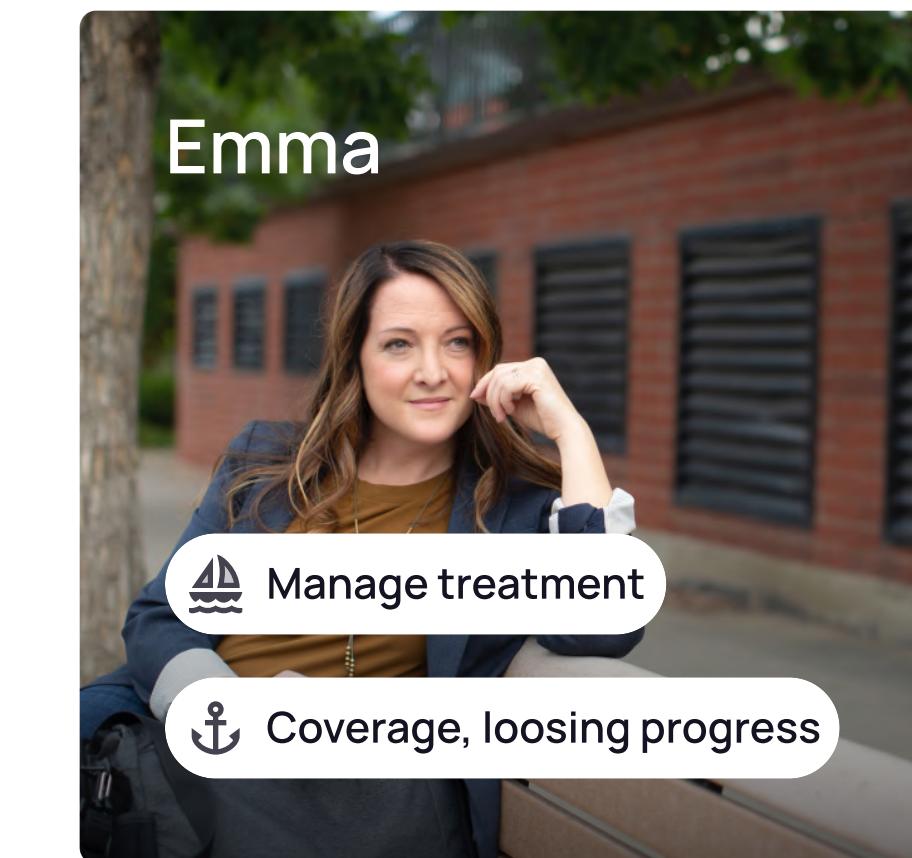
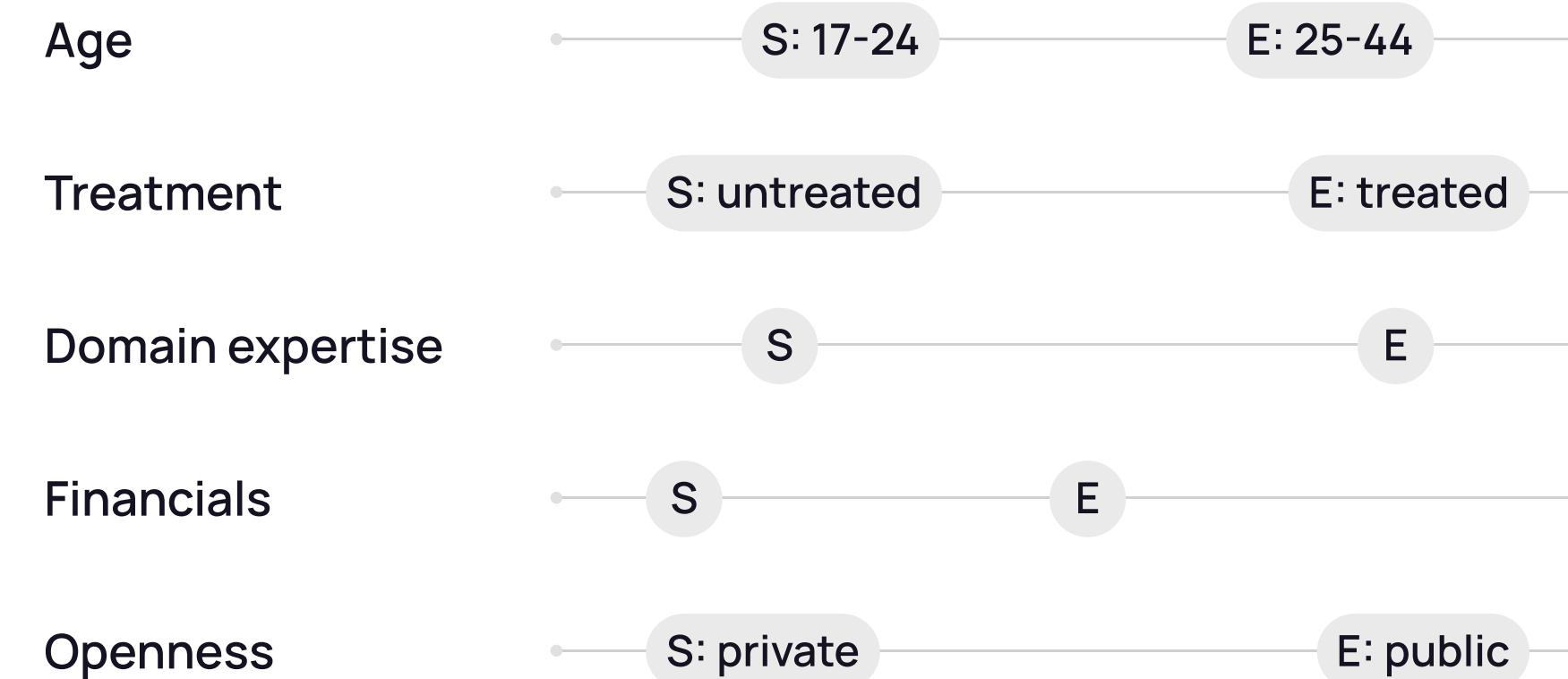
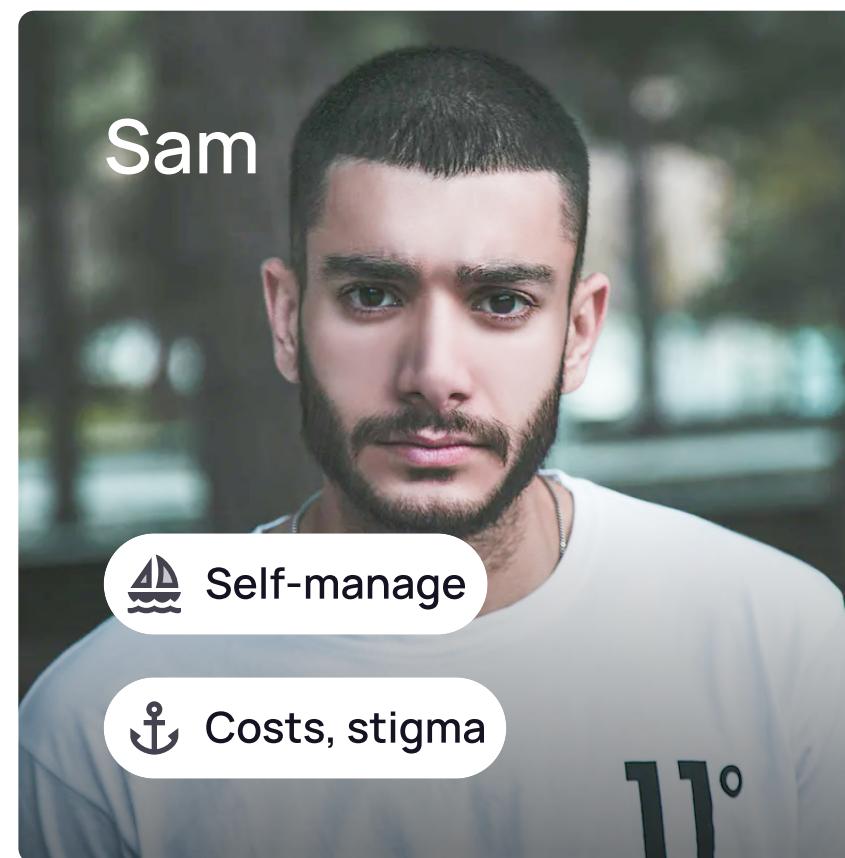


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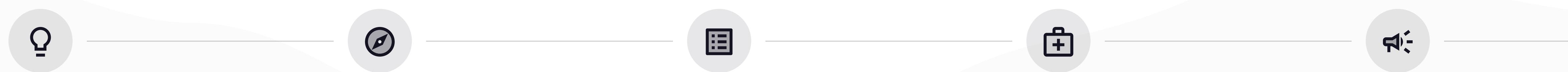


Research findings

Round 1 interviews: life with mental health



Journey



Awareness

Trigger to act

Research **scattered**

Treatment and coverage

Decision **ill-matched**

Keeping coverage in mind

Treatment **discontinuous**

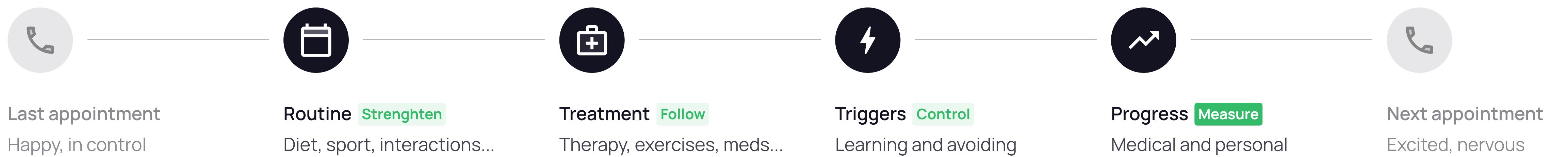
Iterate and improve

Advocacy

Share working solution

Research findings

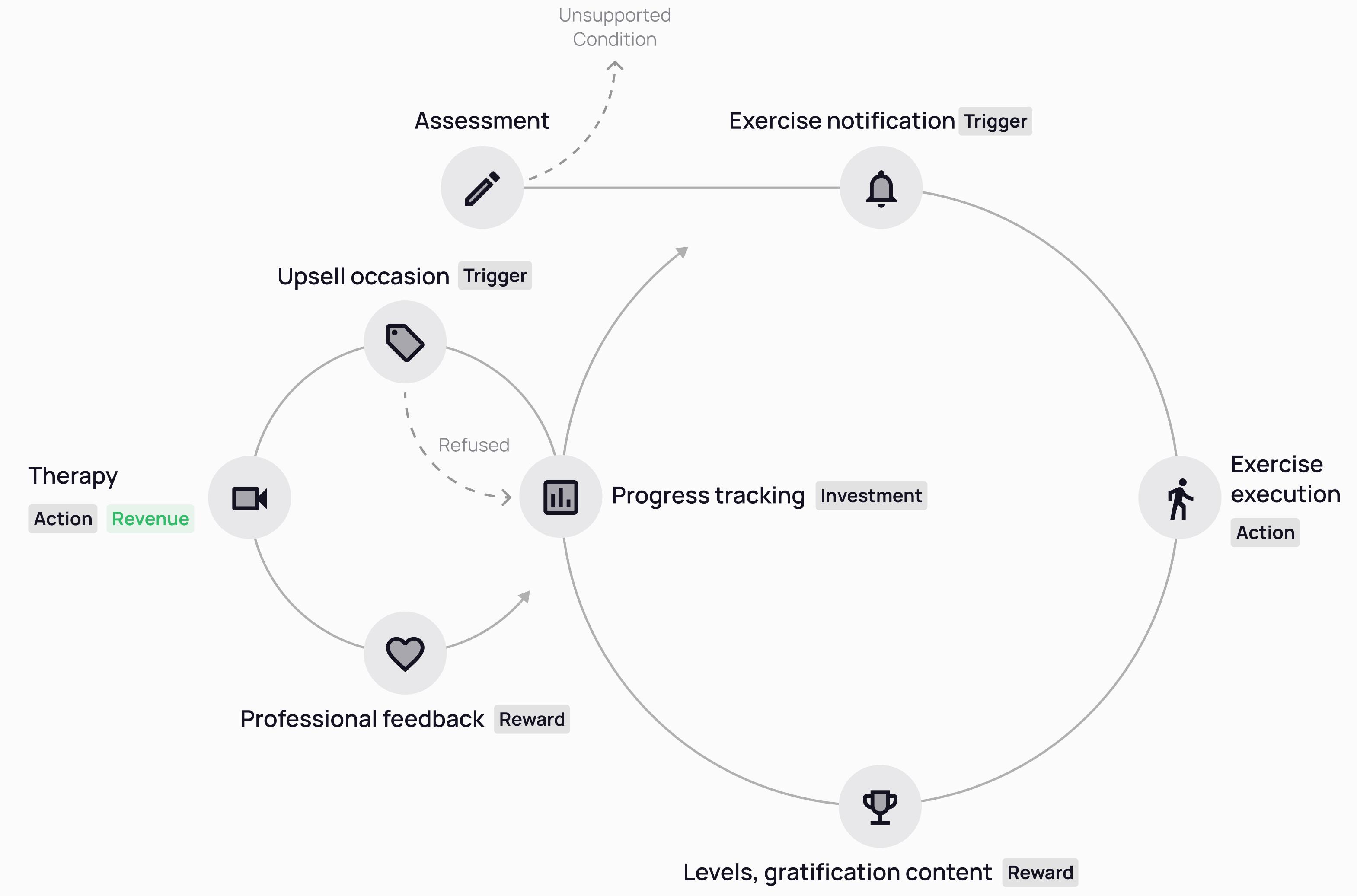
Round 2 interviews: life between appointments



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

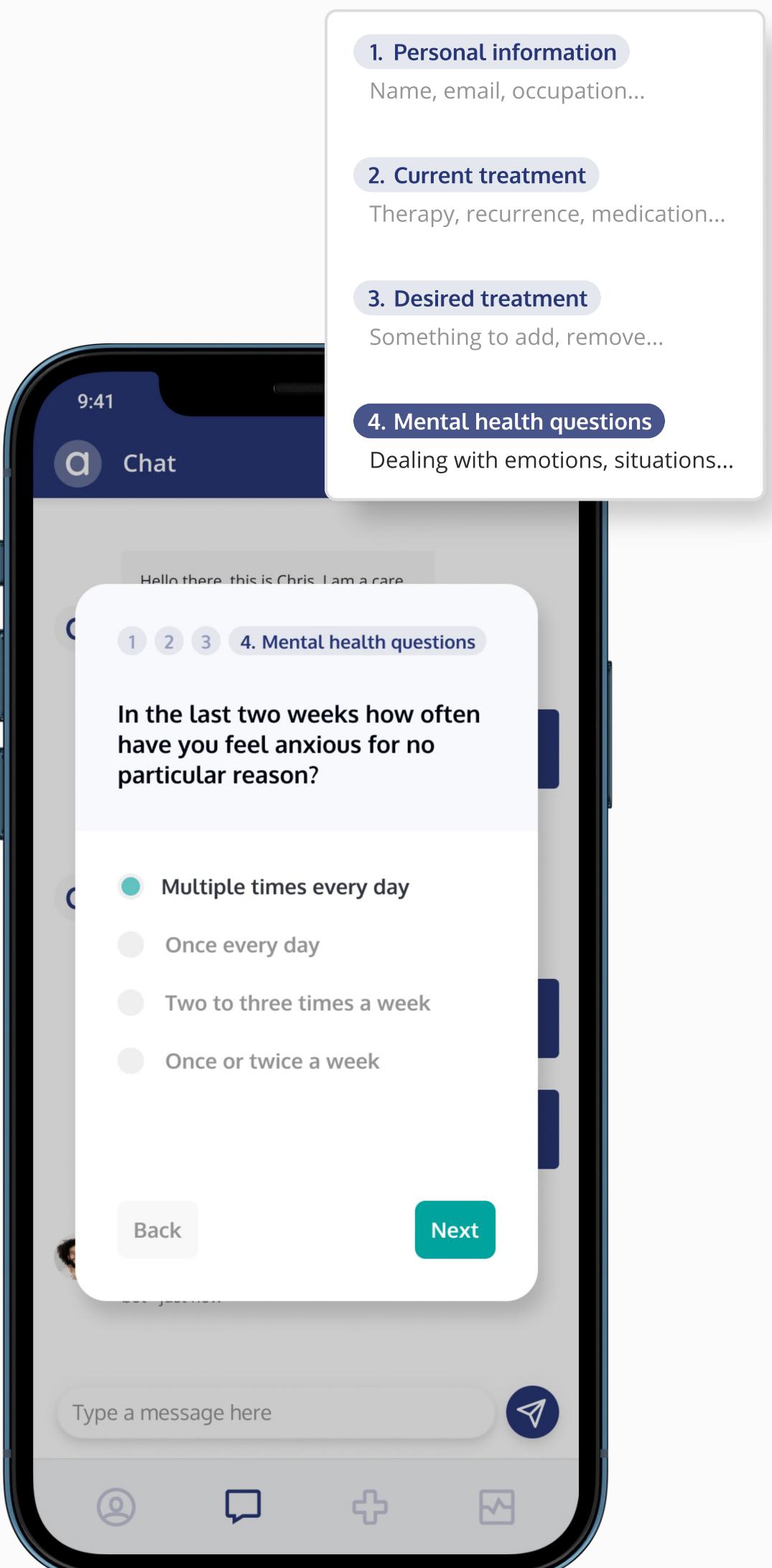
Get user feedback on the journey. Improve the product before moving to building phase

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.

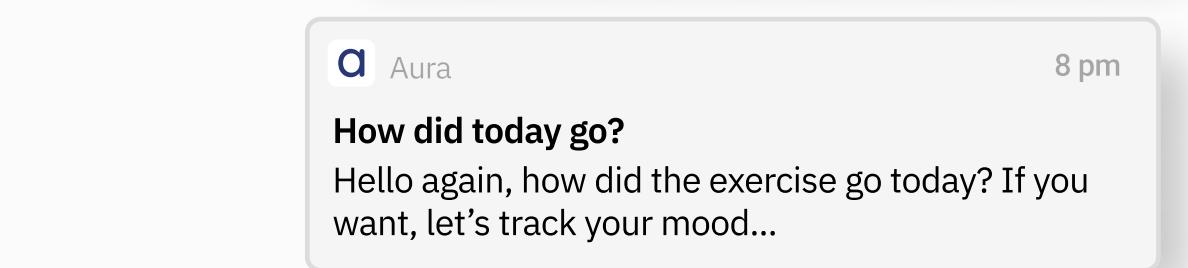
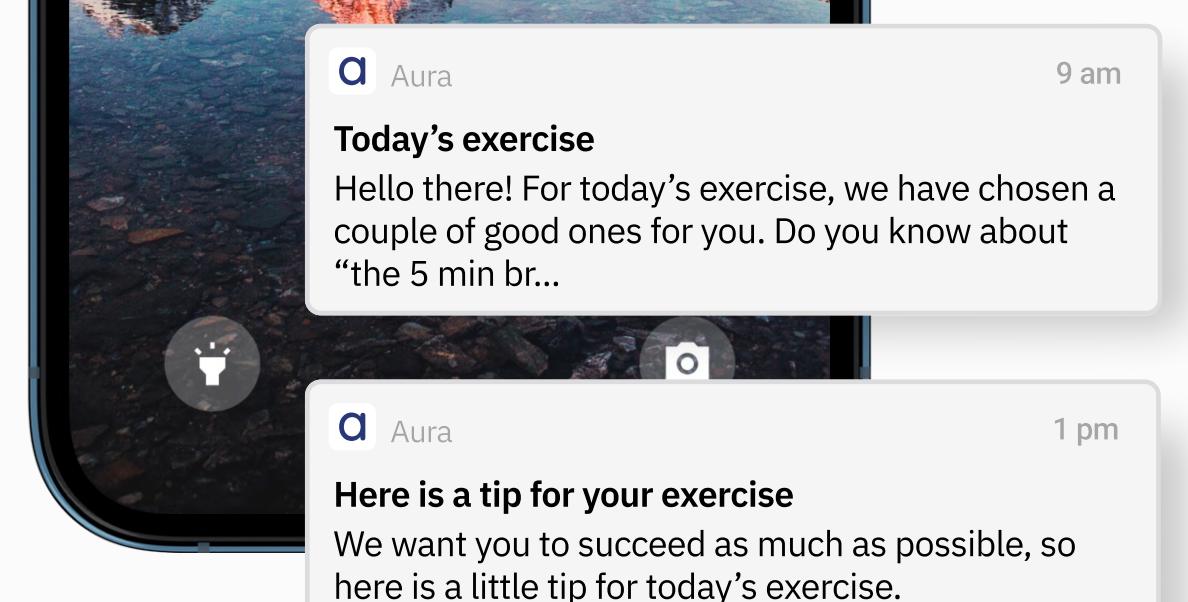
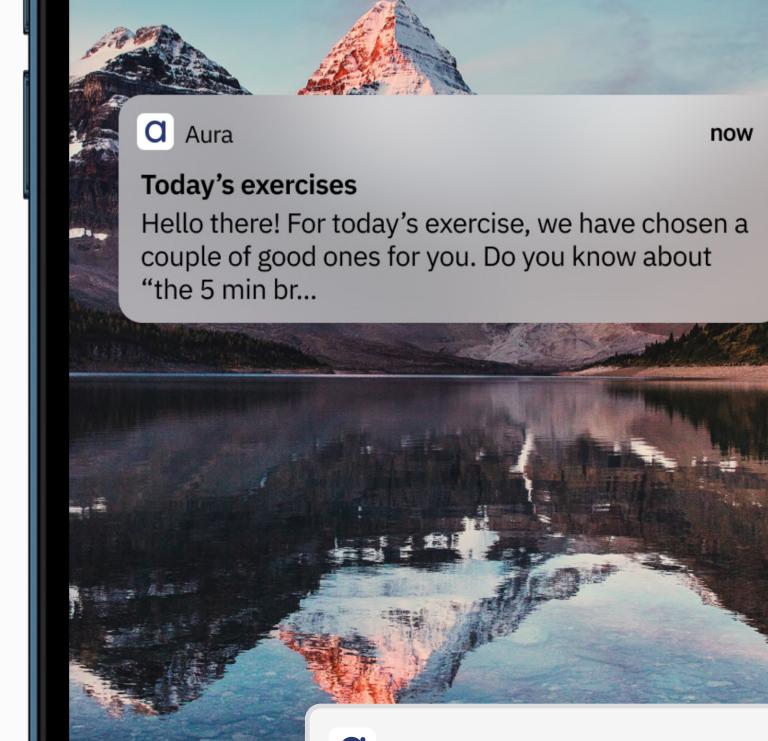
Notifications

3 notifications a day is seen as the maximum.

Trigger

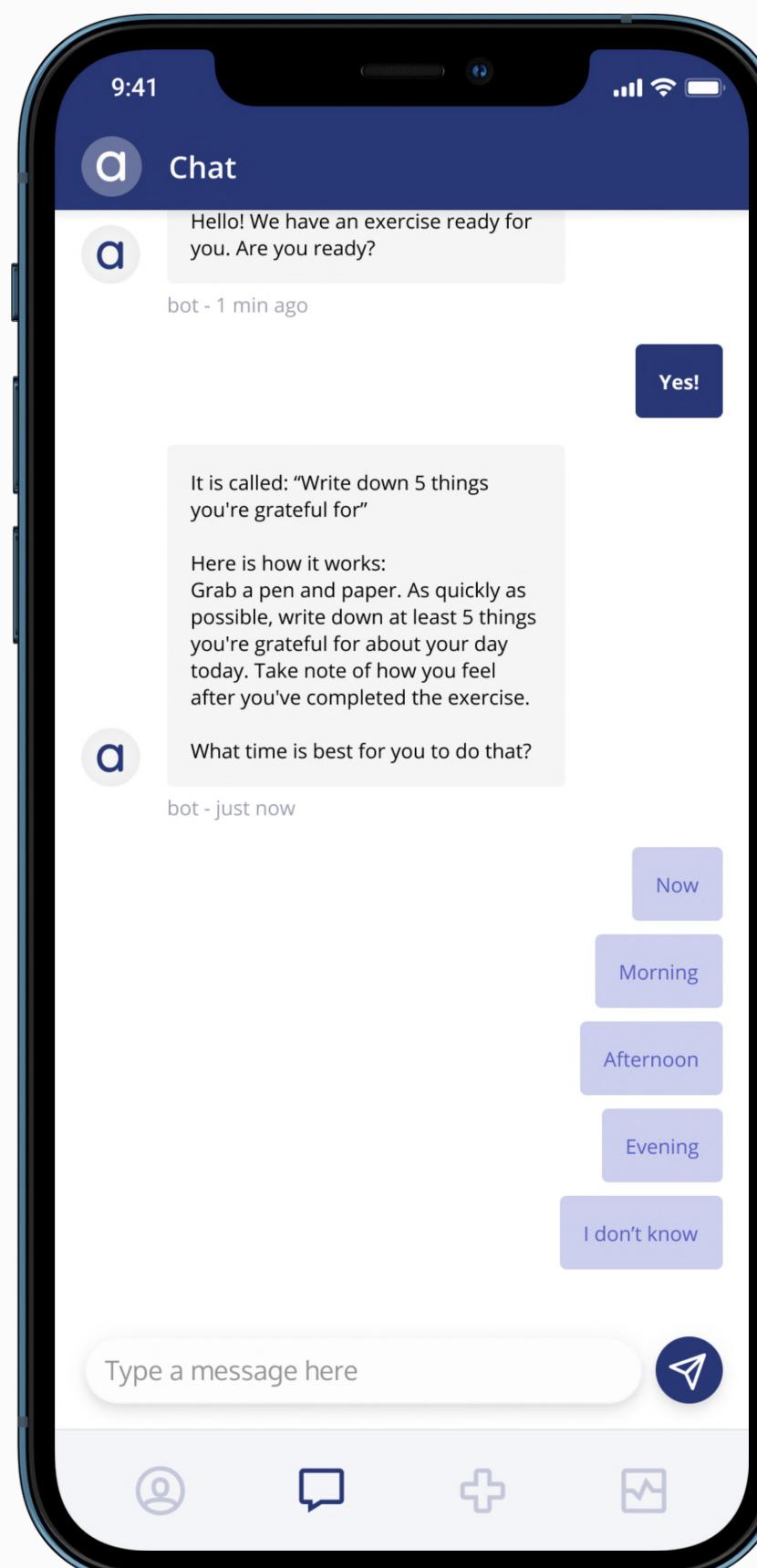
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Monday 21 June



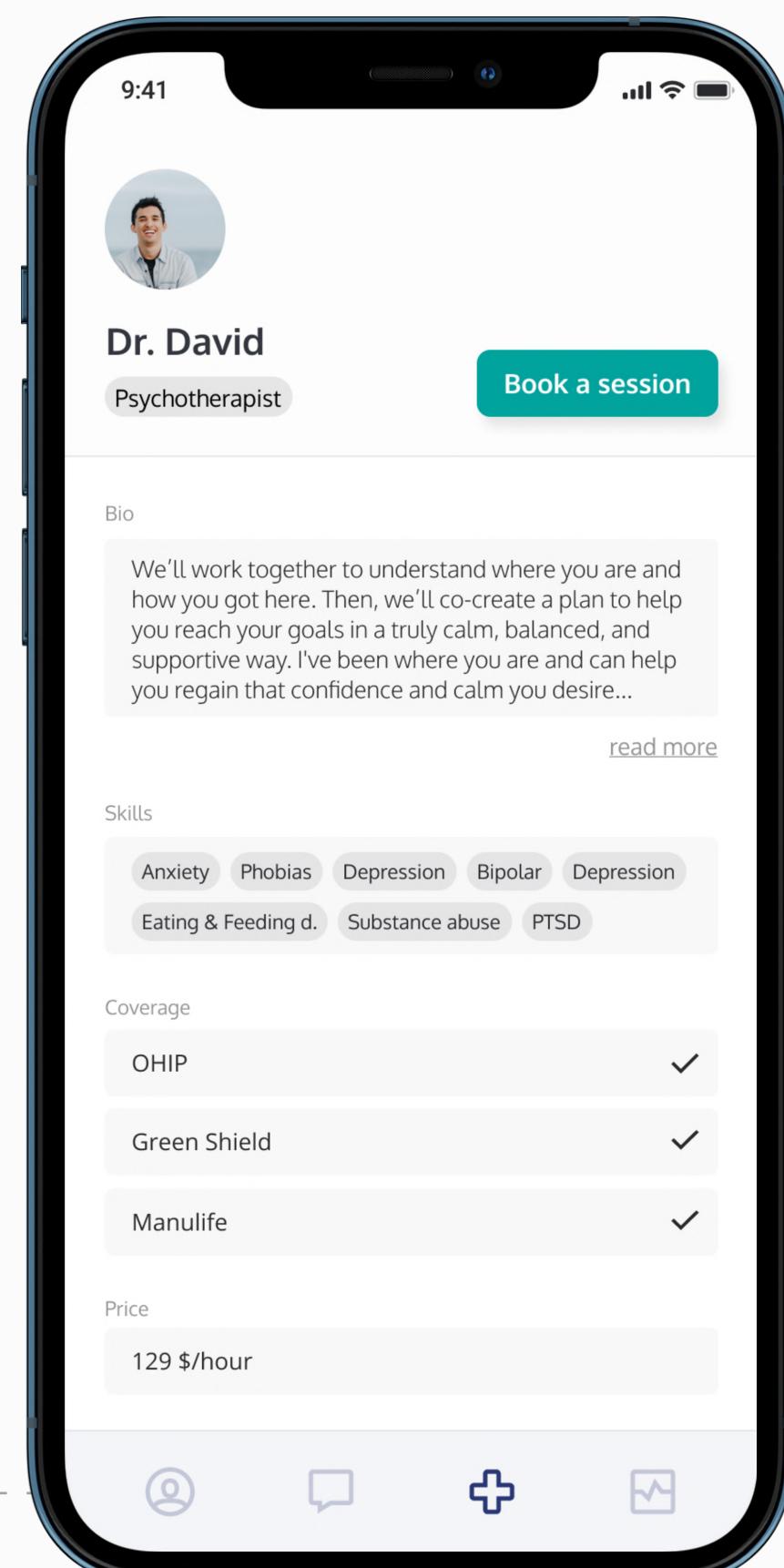
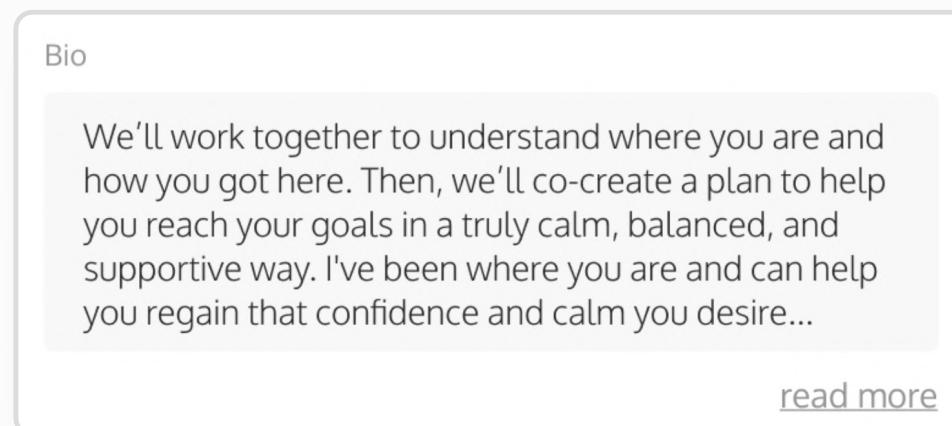
Exercises Action Reward

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

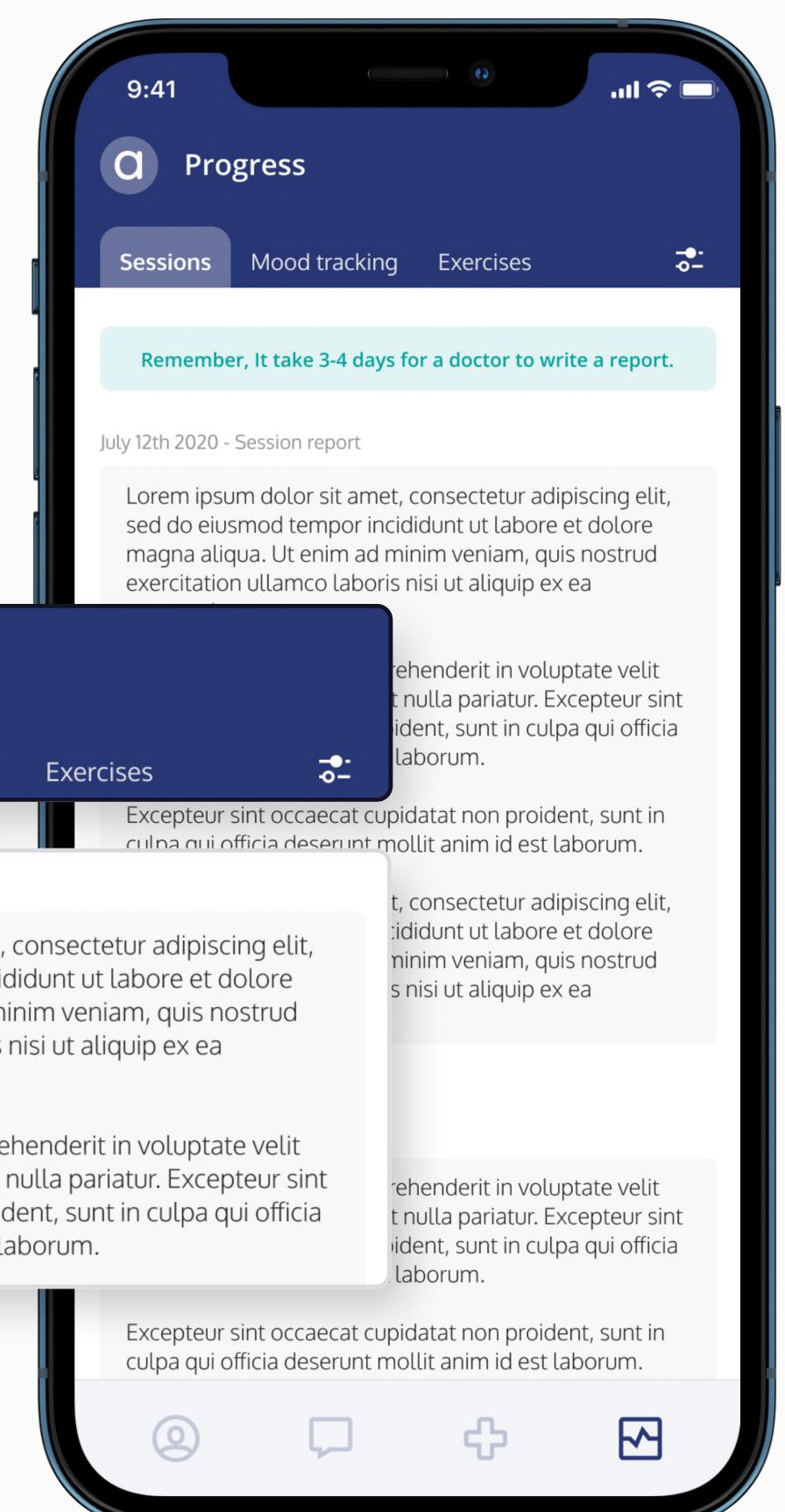


Version 1

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

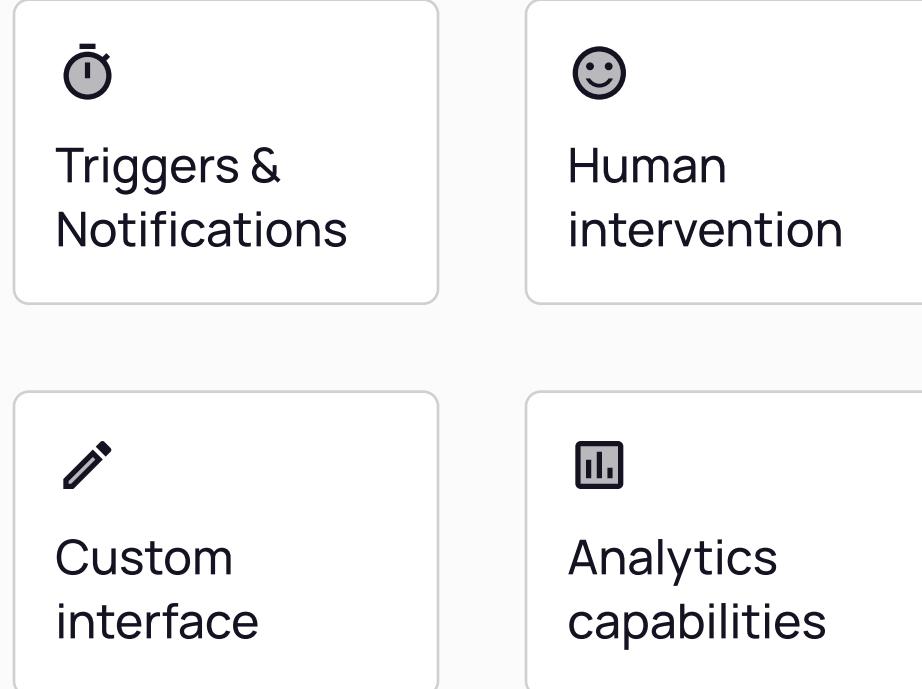
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- 😊 Coaching aspect of exercises and tips
- 😢 Progress data should be free

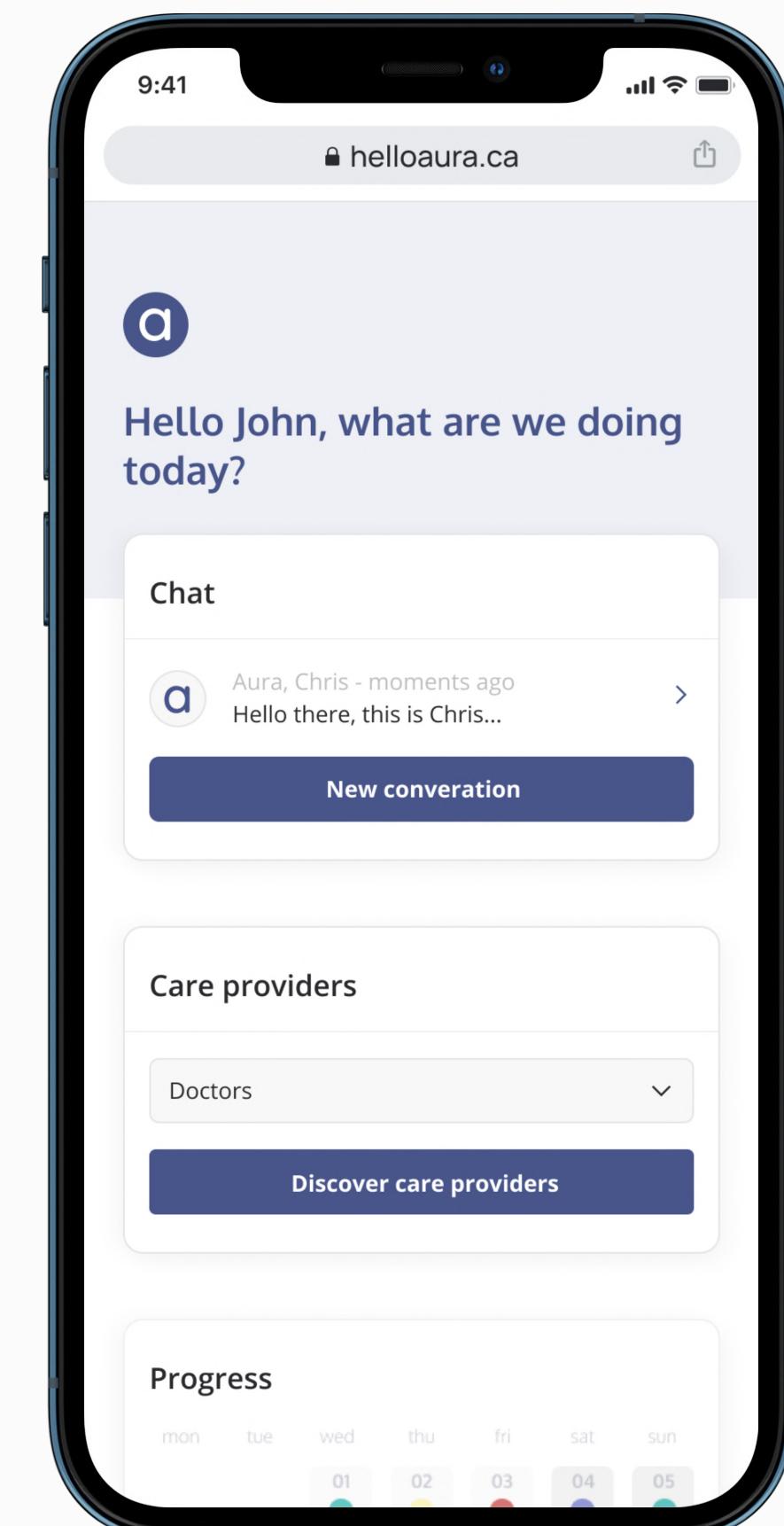
quant

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: Intercom

Chose a chat software as our primary product engine.

Design update

Updated the components to fit the new UI constraints

Doctors

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

Dr. David Psychotherapist

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

Book a session

Progress

mon	tue	wed	thu	fri	sat	sun
01	02	03	04	05		
06	07	08	09	10	11	12
13	14	15	16	17	18	19

Exercises streak: 1
Track My Mood streak: 1

Check my progress

a

Hello John, what are we doing today?

Chat

Aura, Chris - moments ago Hello there, this is Chris...

New conversation

Care providers

Select a type

Discover care providers

Doctors

Location 1, **Coverage**, **Price**

- Dr. Han** \$119/h, 2 coverage options, Expertise: Phobias, Eating & Feeding d.
- Dr. David** \$129/h, 3 coverage options, Expertise: PTSD, Substance abuse
- Dr. Ames** \$150/h, 1 coverage options, Expertise: Bipolar Disorder

Your doctor

Doctor • Ajax

Dr. David

\$129/h, 3 coverage options, ★★★★☆, 4.2/5, 78 sessions

Schedule appointment

Version 2

3 weeks

Upgrade unavailable

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.

Upgrade needed

Type of card

Select a type

Name on card

Card number

Date

CCV

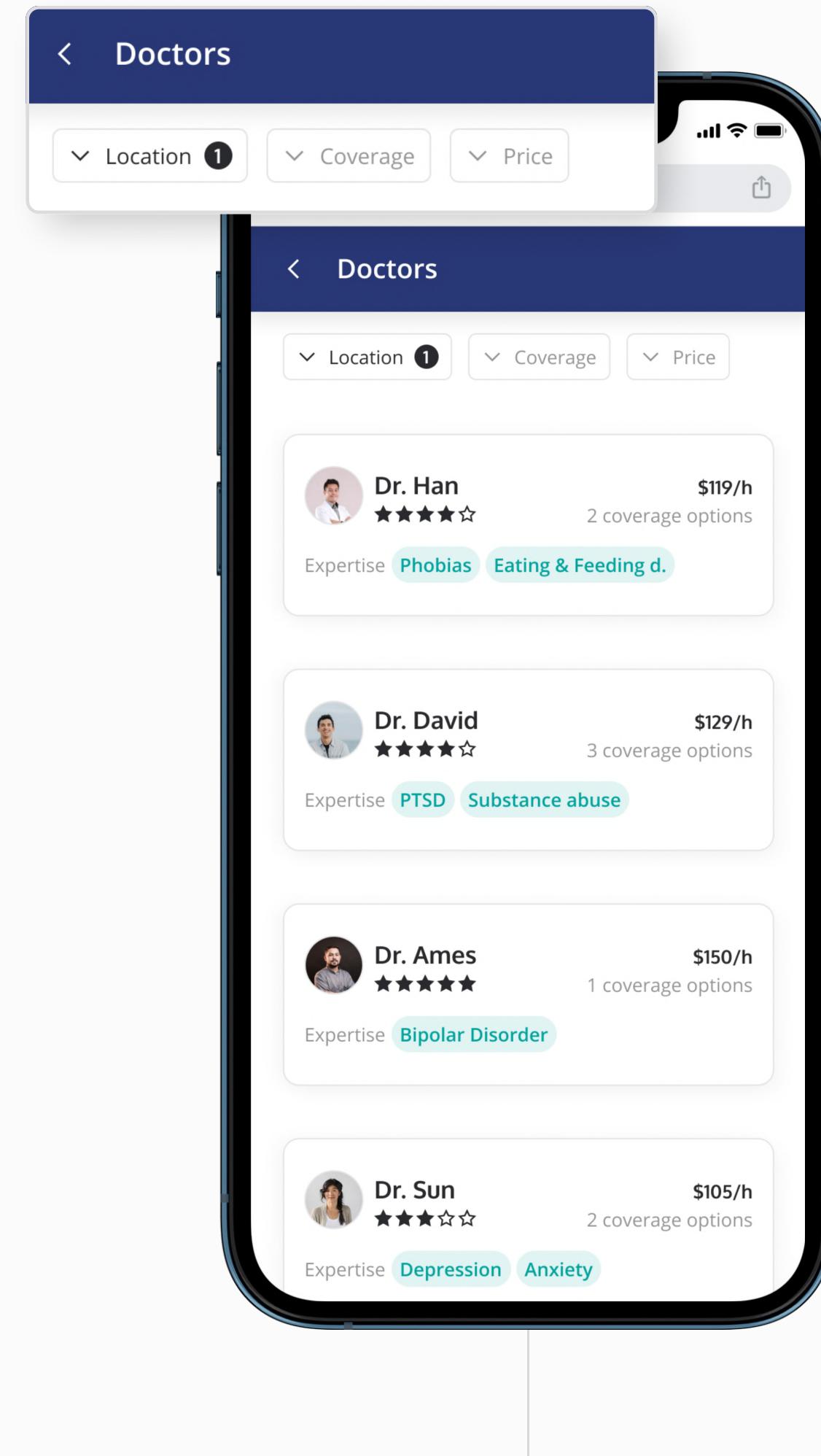
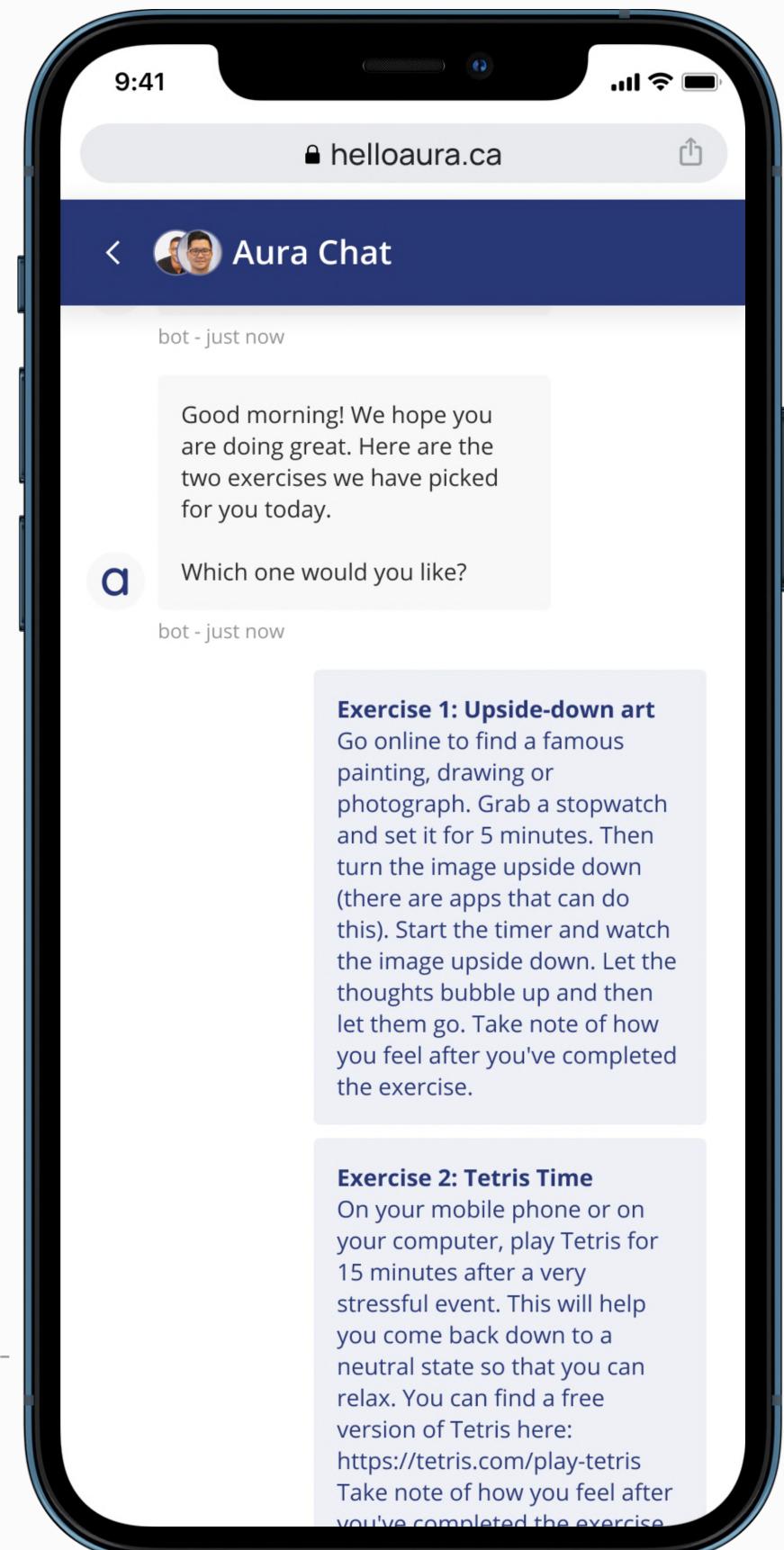
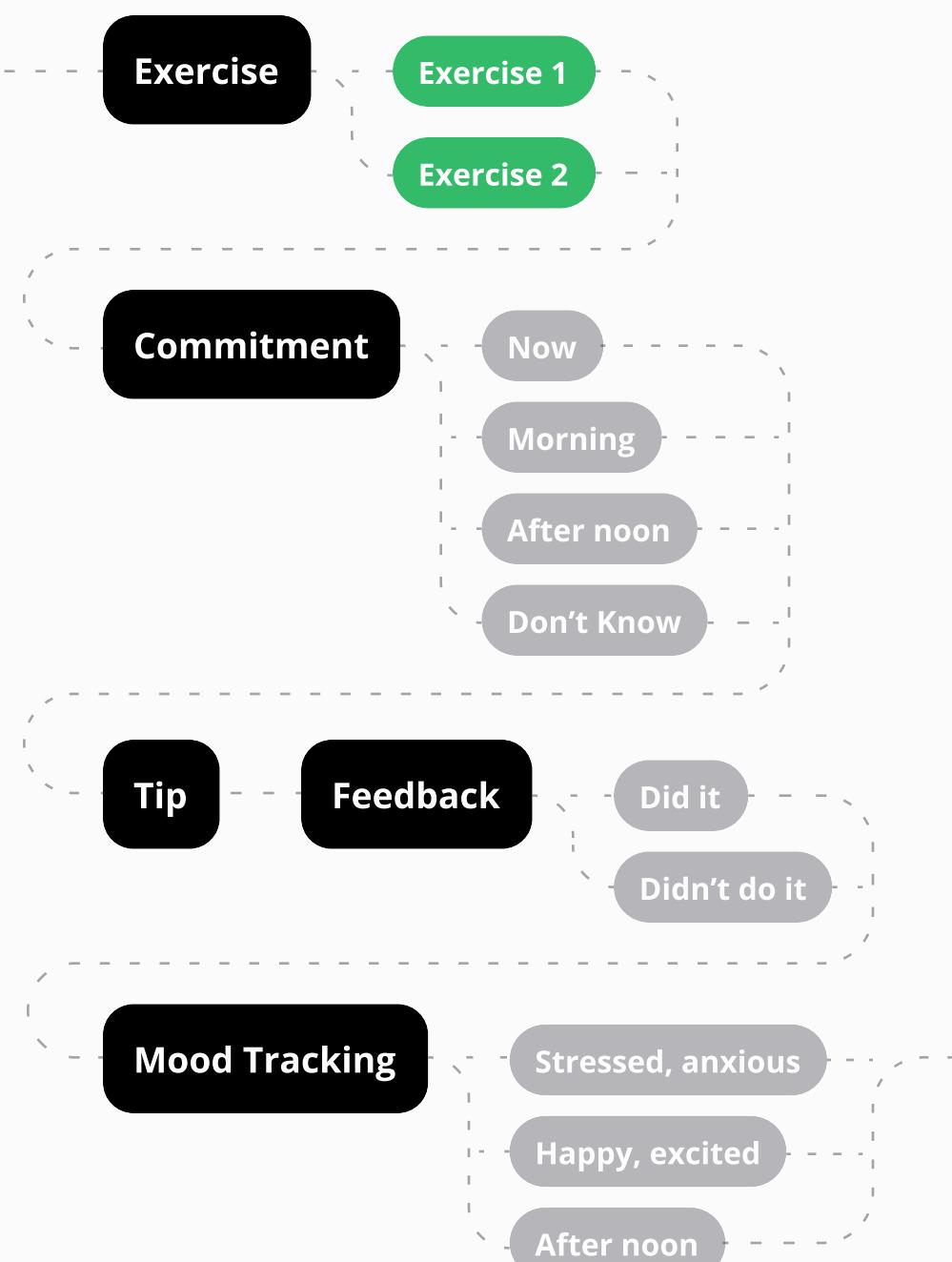
Talk to a care coordinator

Version 2

3 weeks

Guiding user behavior

Reduced the feeling of constraint
with exercise choices

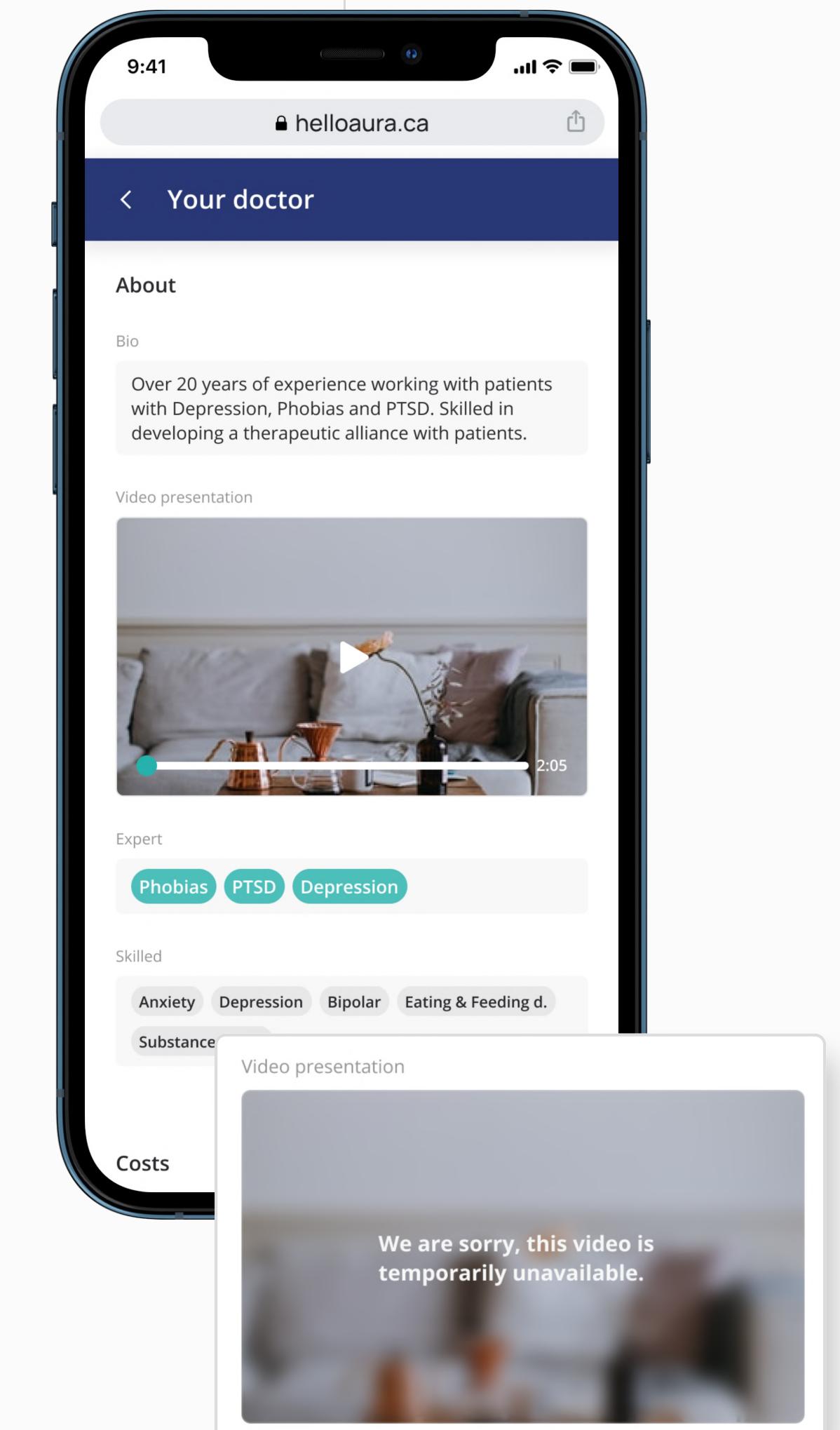


Filters

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

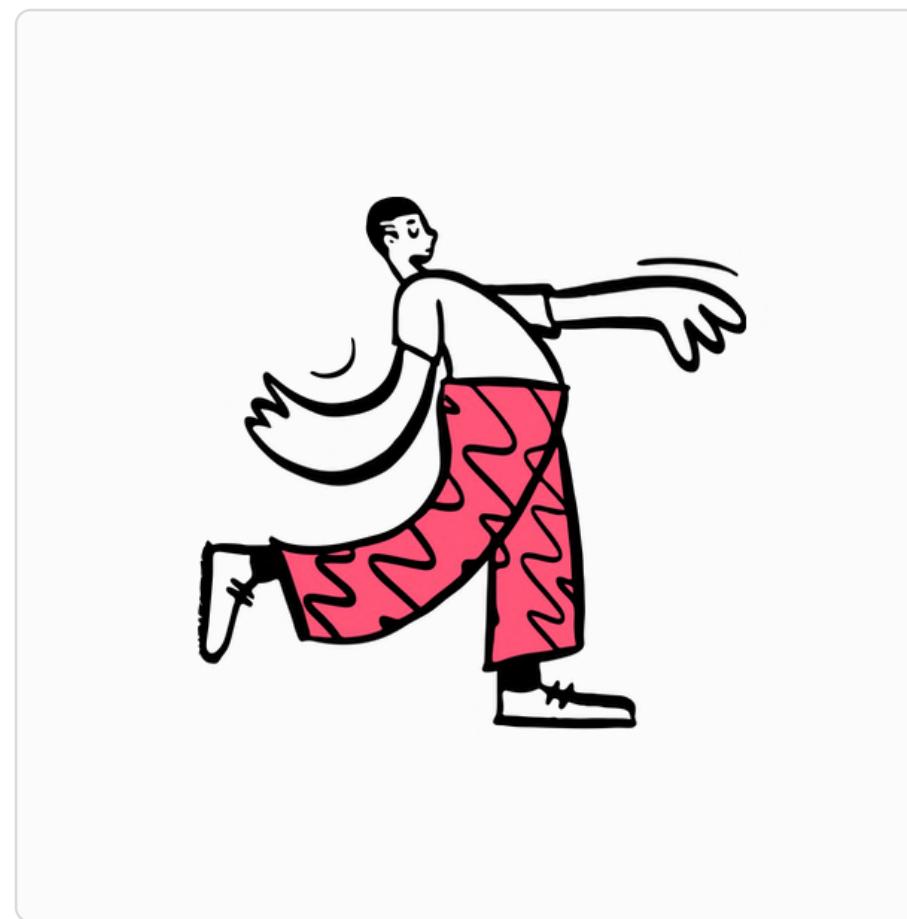
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Appenix

Team and Next steps

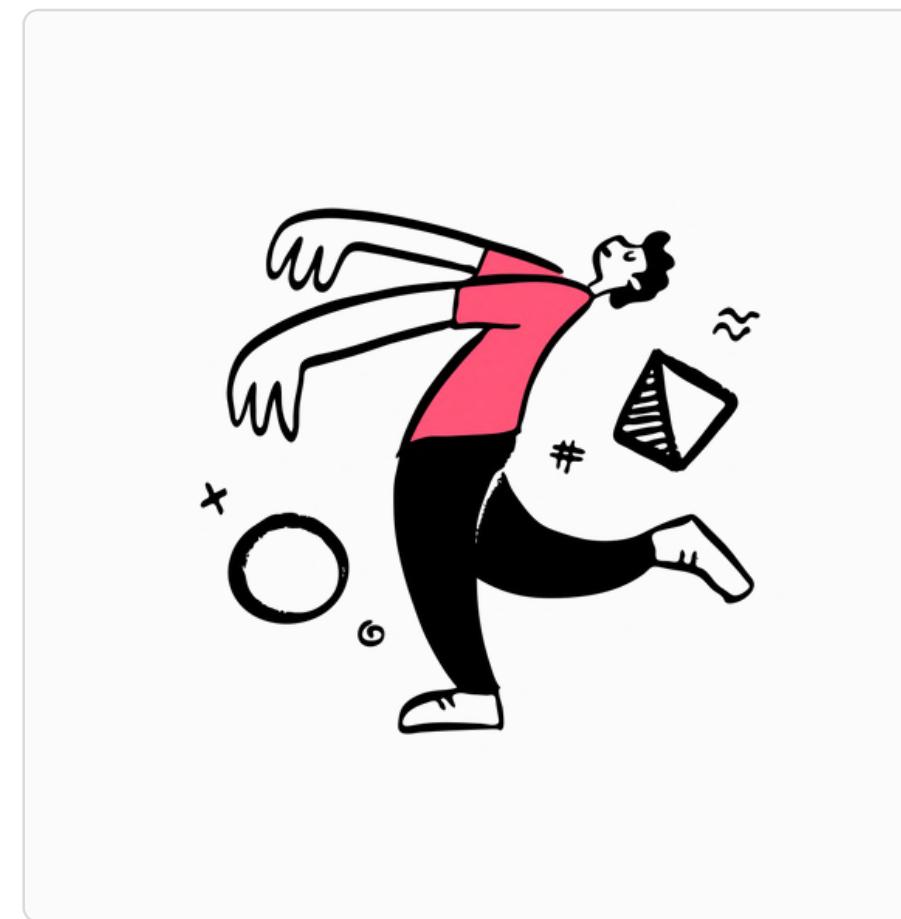
Team

Who did I work with?



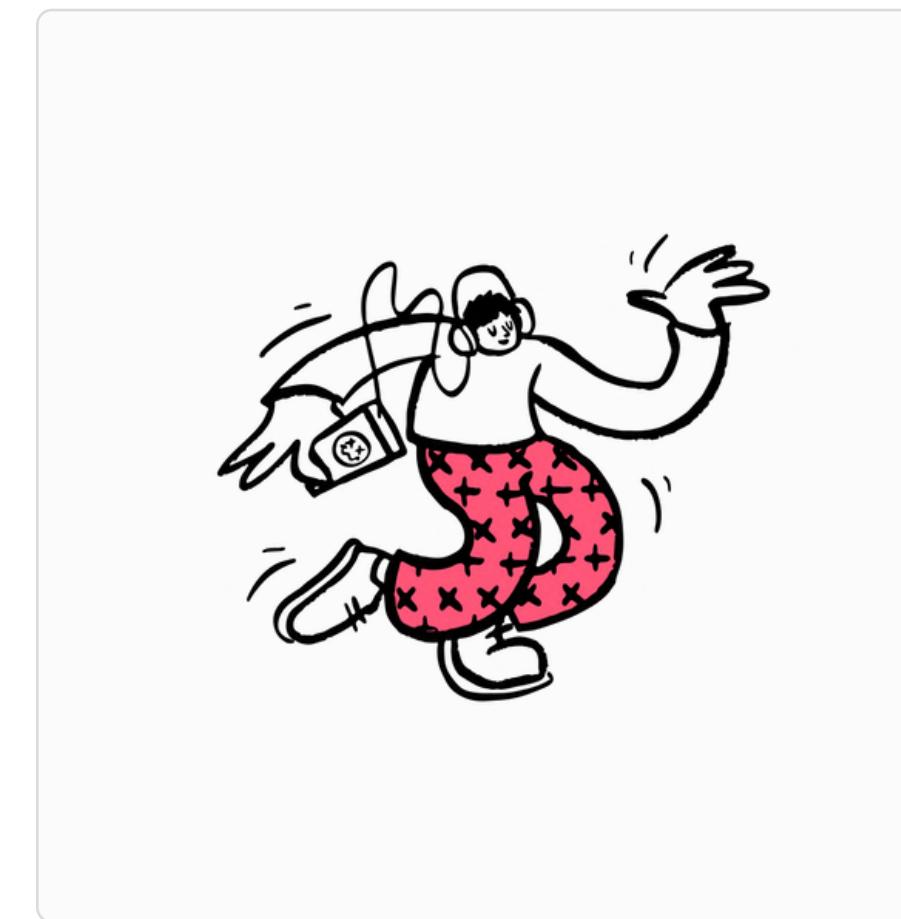
Chris

Business



Gary

Technology



Nathan

Research



Me!

Product

Next steps

Where could we improve this experience?

