

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.



Research plan
3 weeks to find a problem worth solving



Secondary and competition research

Research findings

Imperfect public healthcare

20%
have mental
illness

\$ 3500
yearly cost
for therapy

28%
maximum
coverage

Months waiting for appointment

Companies fill the gaps

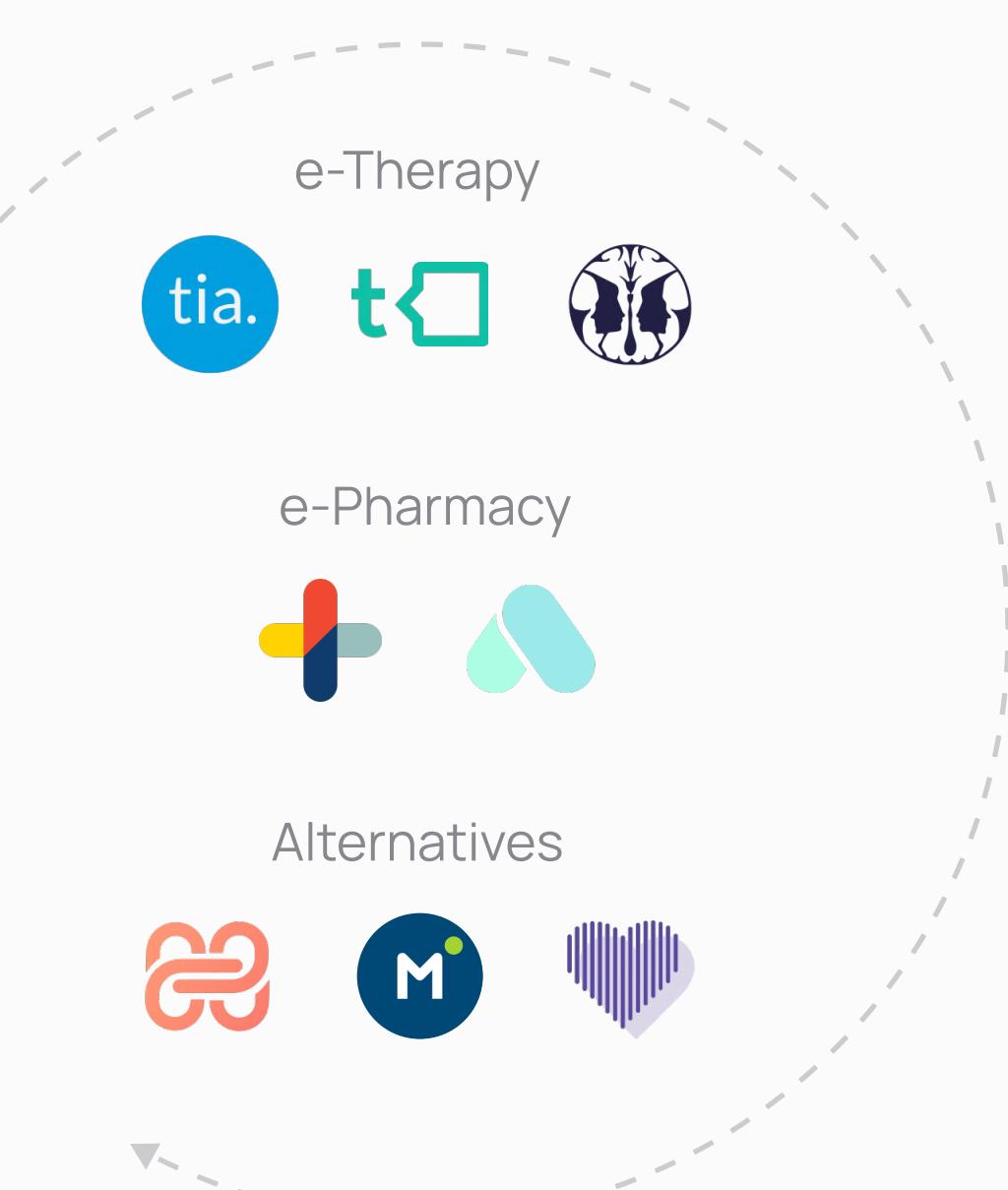
Users start with an assessment or diagnosis before entering a product loop.

Assessment



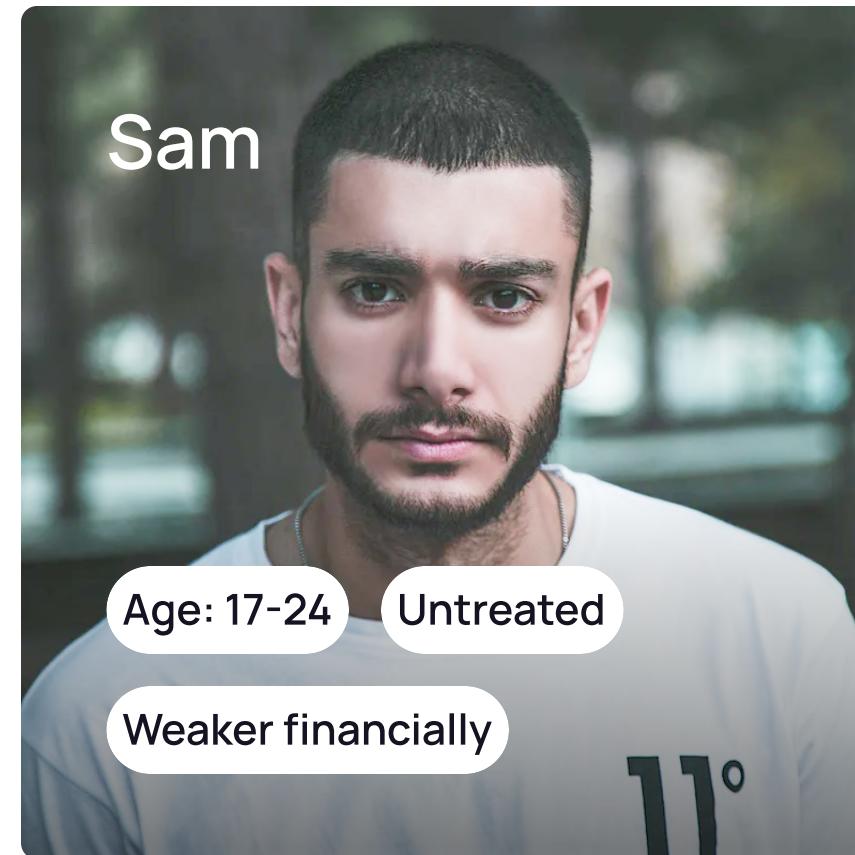
NHS

Diagnosis



Research findings

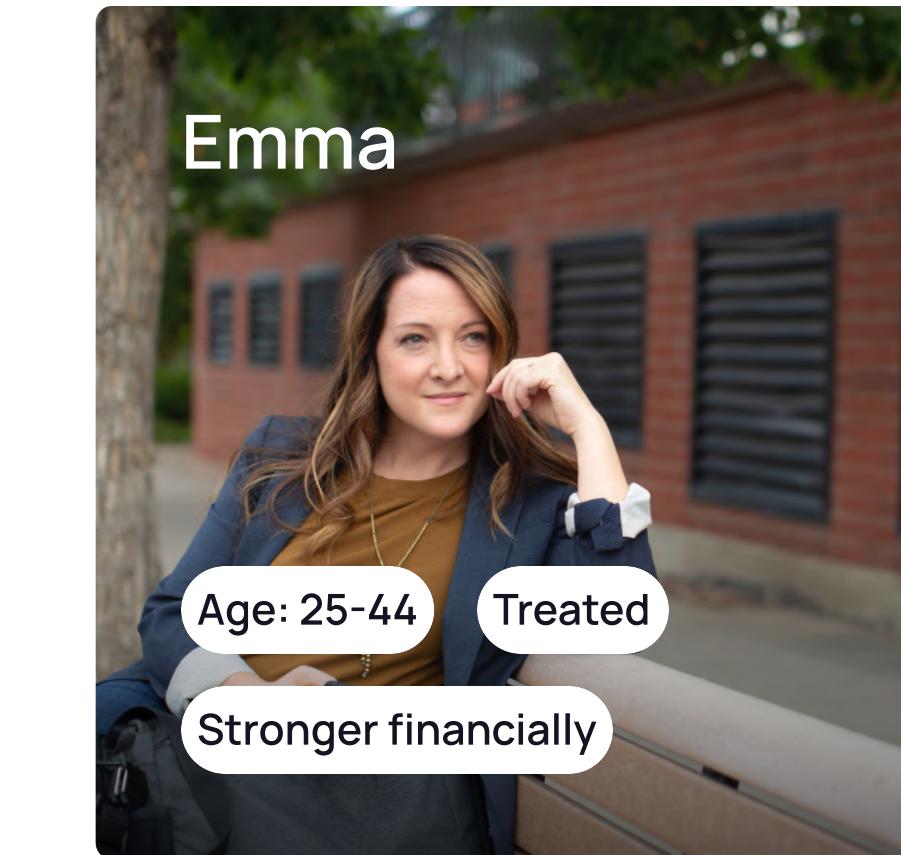
Round 1 interviews: life with mental health



Explore options, self-manage mental health

Mental health costs, stigma of seeking solution

“Mental health is so fragmented, it would be great if I could find good resources all in one place.”



Handle mental health between appointments

Mental health costs, coverage options

“I’ve had 3 psychiatrists and tried 10 medications over the course of the 11-year treatment.”

Journey



Awareness

Symptom detection, trigger to act



Research scattered

Treatment and coverage discovery



Decision ill-matched

Building treatment plan, finding coverage



Treatment discontinuous

Execute, track progress, modify

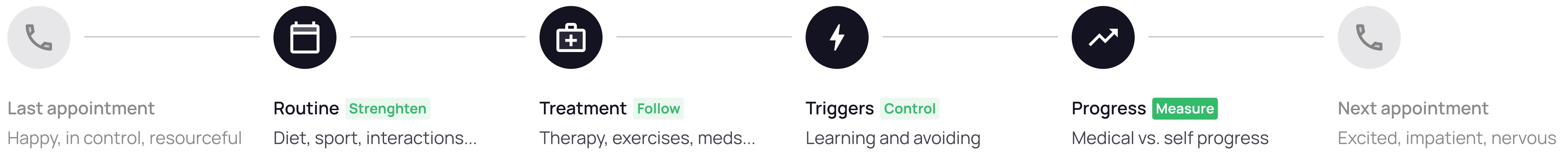


Advocacy

Sharing working solution

Research findings

Round 2 interviews: life between appointments



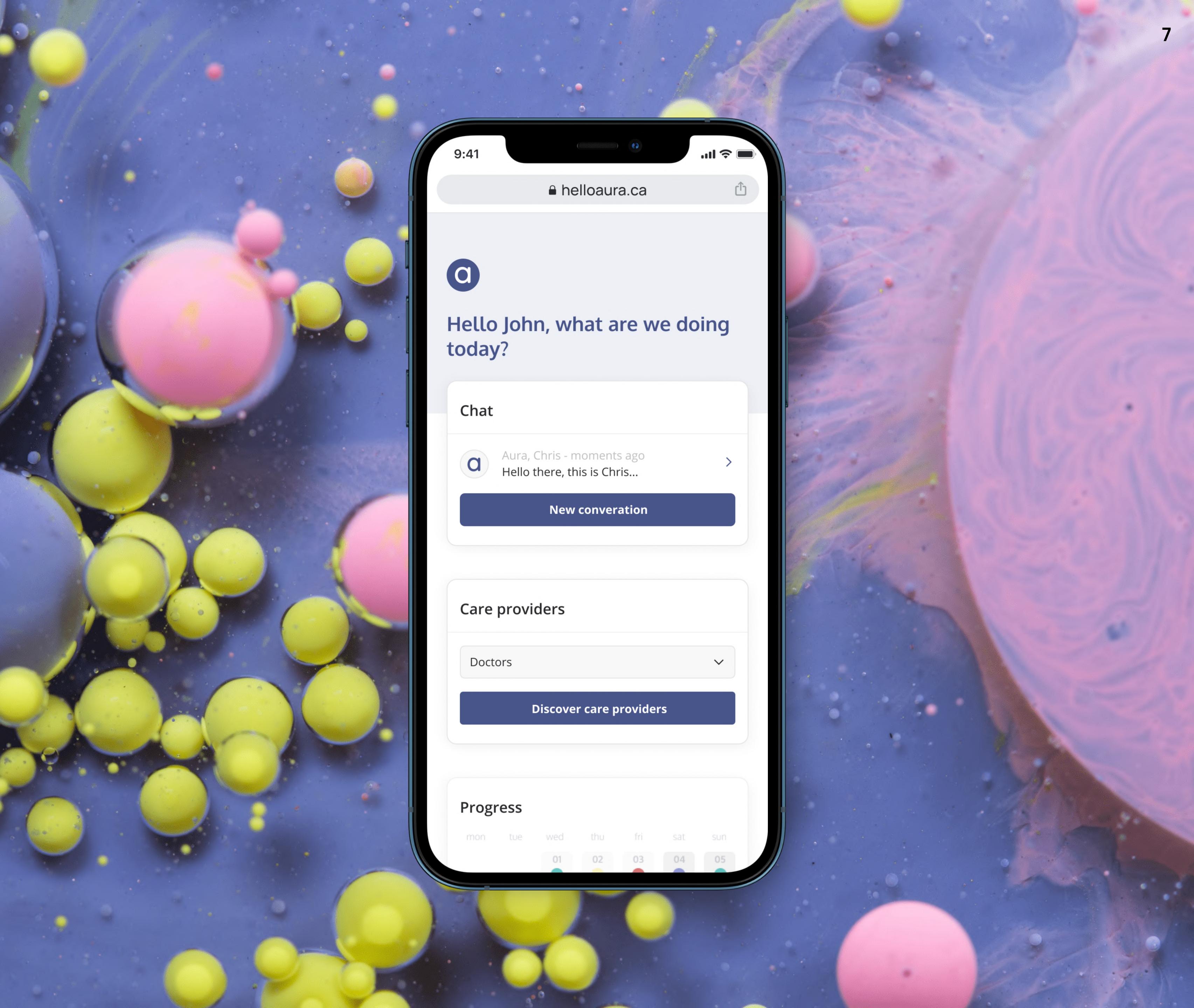
How might we create a **feeling of support and progress** during the treatment journey between appointments?

Solution

Mental health exercises between your appointments

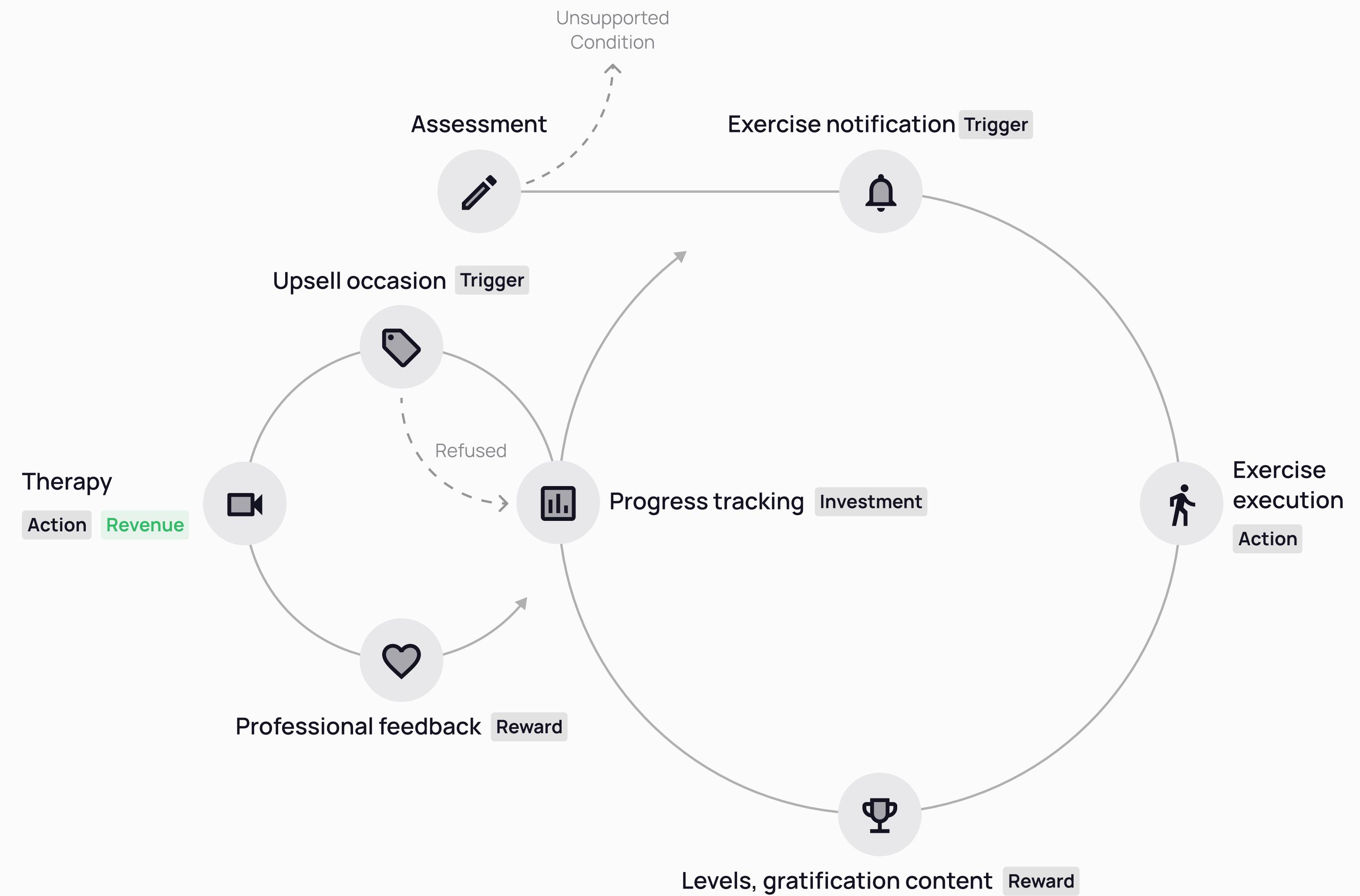
Journey

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



Customer journey mapping

Used the Hooked Model to
create stickiness by design

Version 1

Objectives

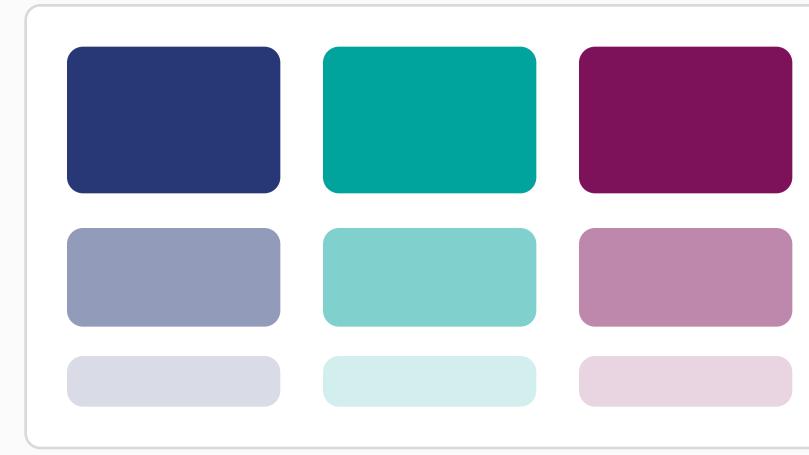
Get feedback on the 8 steps. Improve the product before moving to the building phase.

Execution

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

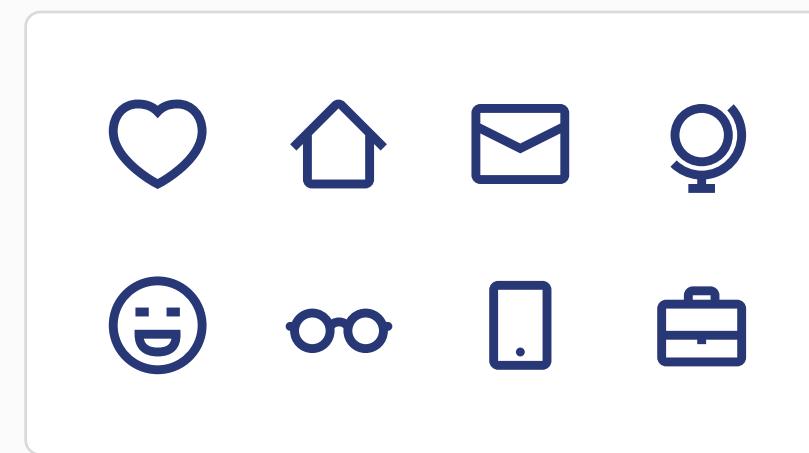
Success

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



Colors

Pastels for empathy, darker colors for anonymity.



Icons

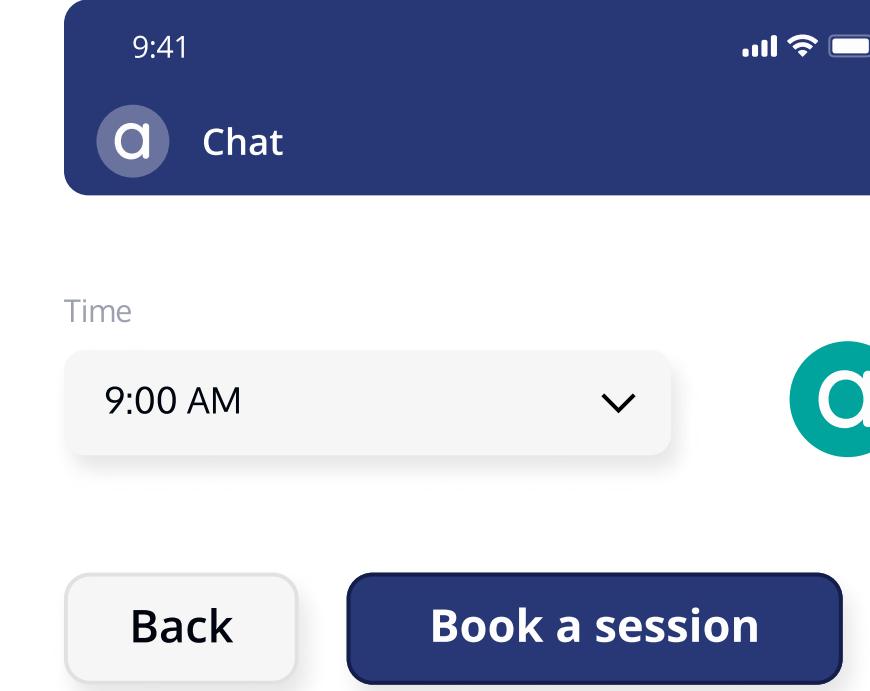
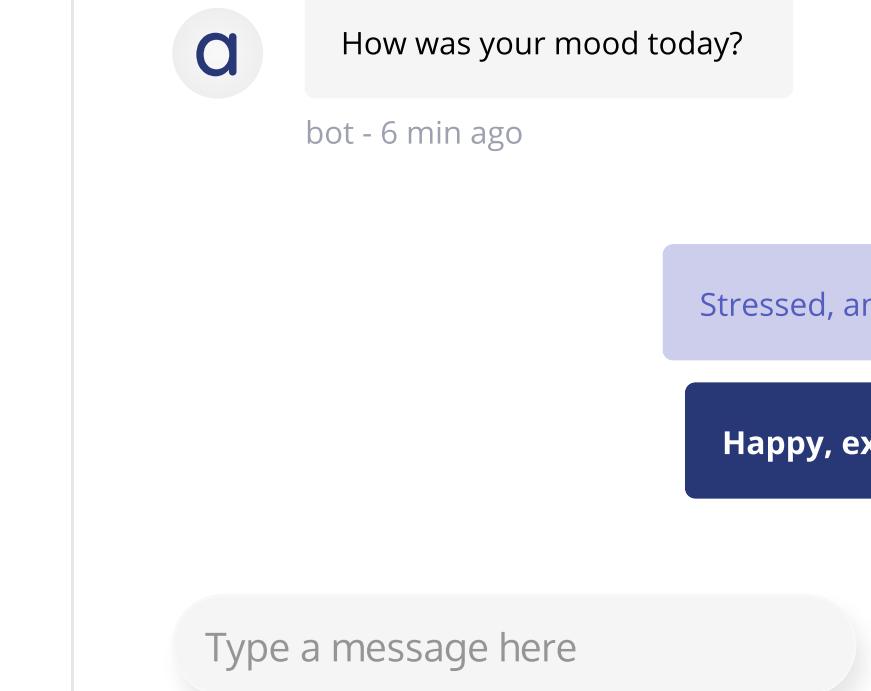
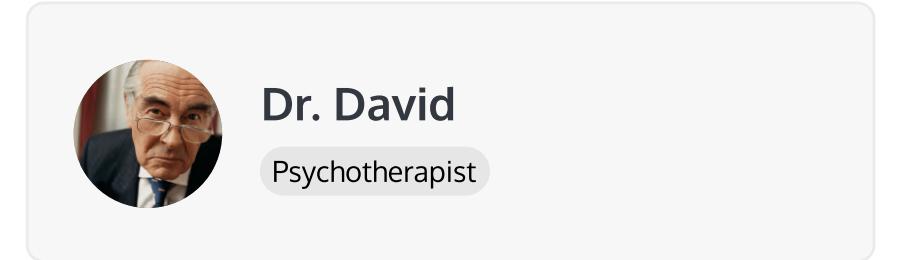
Rounded with sharp ends, professional without rigidity.

Typography

Readable Sans with movement in the headings.

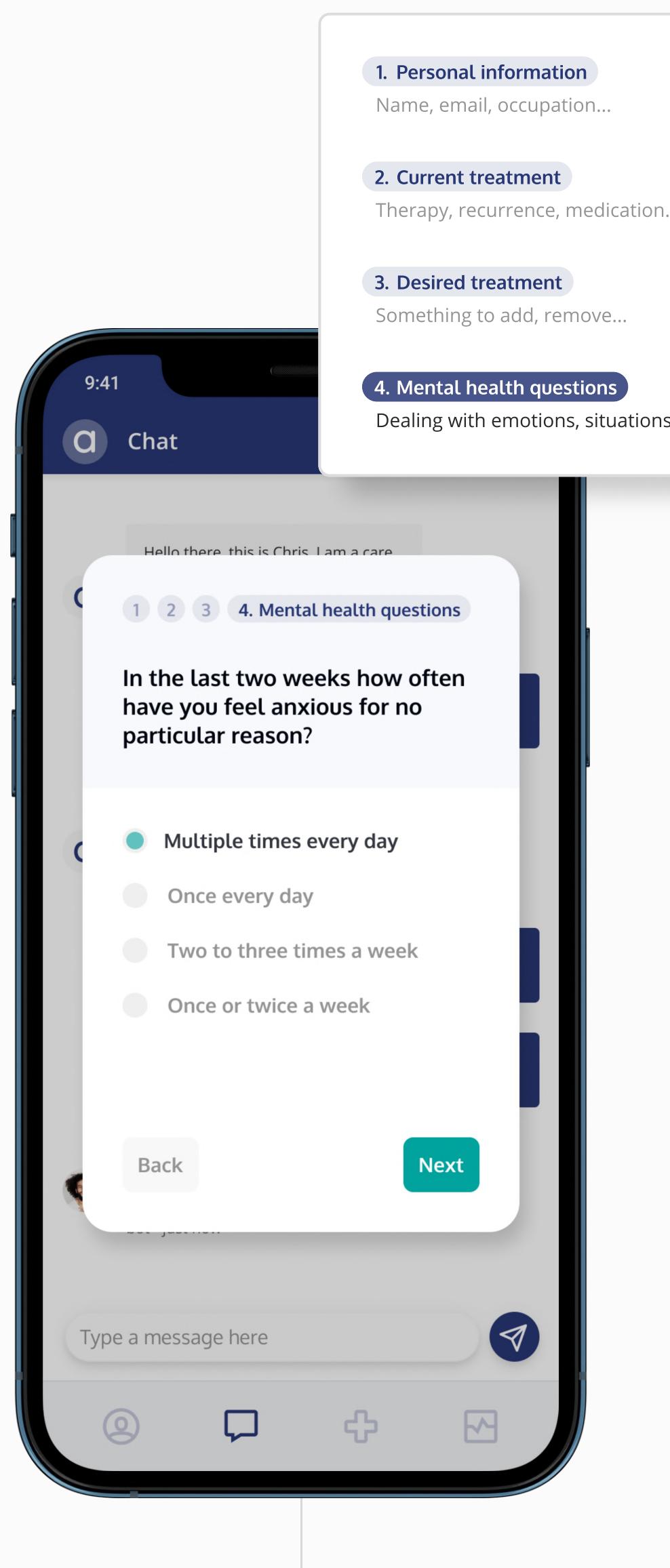
**Get the help you need,
without getting lost.**

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
		

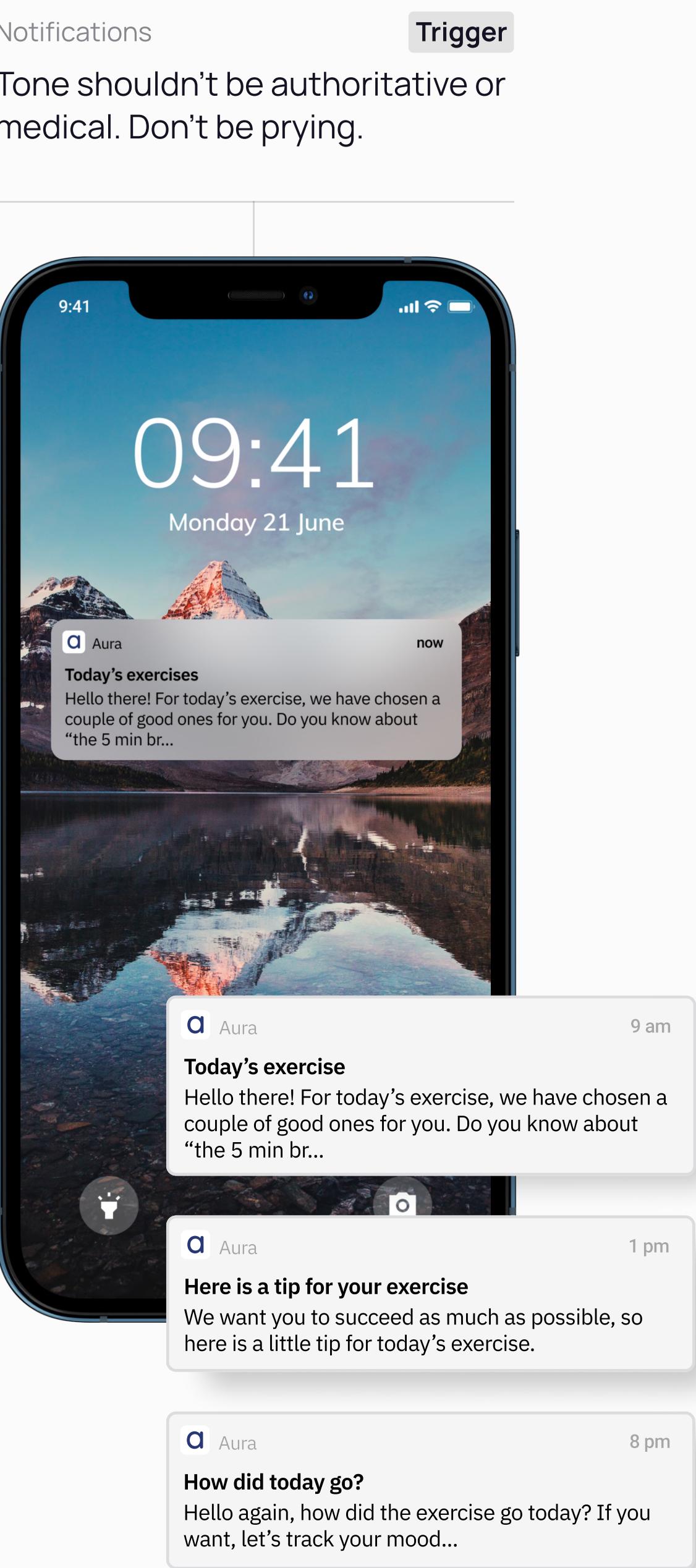
UI Kit

Inspired by Material resources & Atomic principles



Assessment

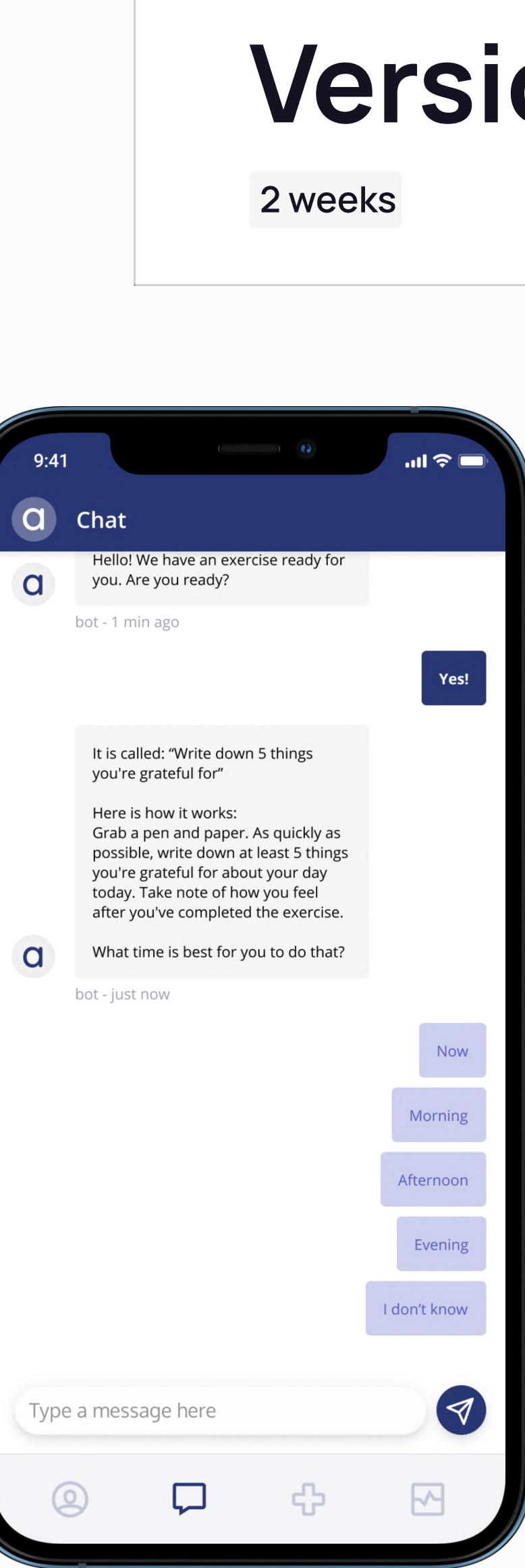
Privacy and trust is paramount



Notifications

Trigger

Tone shouldn't be authoritative or medical. Don't be prying.



Version 1

2 weeks

Exercises

Action Reward

Exercise cannot be felt as a chore or reason to fail

Exercise

Commitment

Now

Morning

Afternoon

Evening

I don't know

Tip

Feedback

Did it

Didn't do it

Mood Tracking

Stressed, anxious

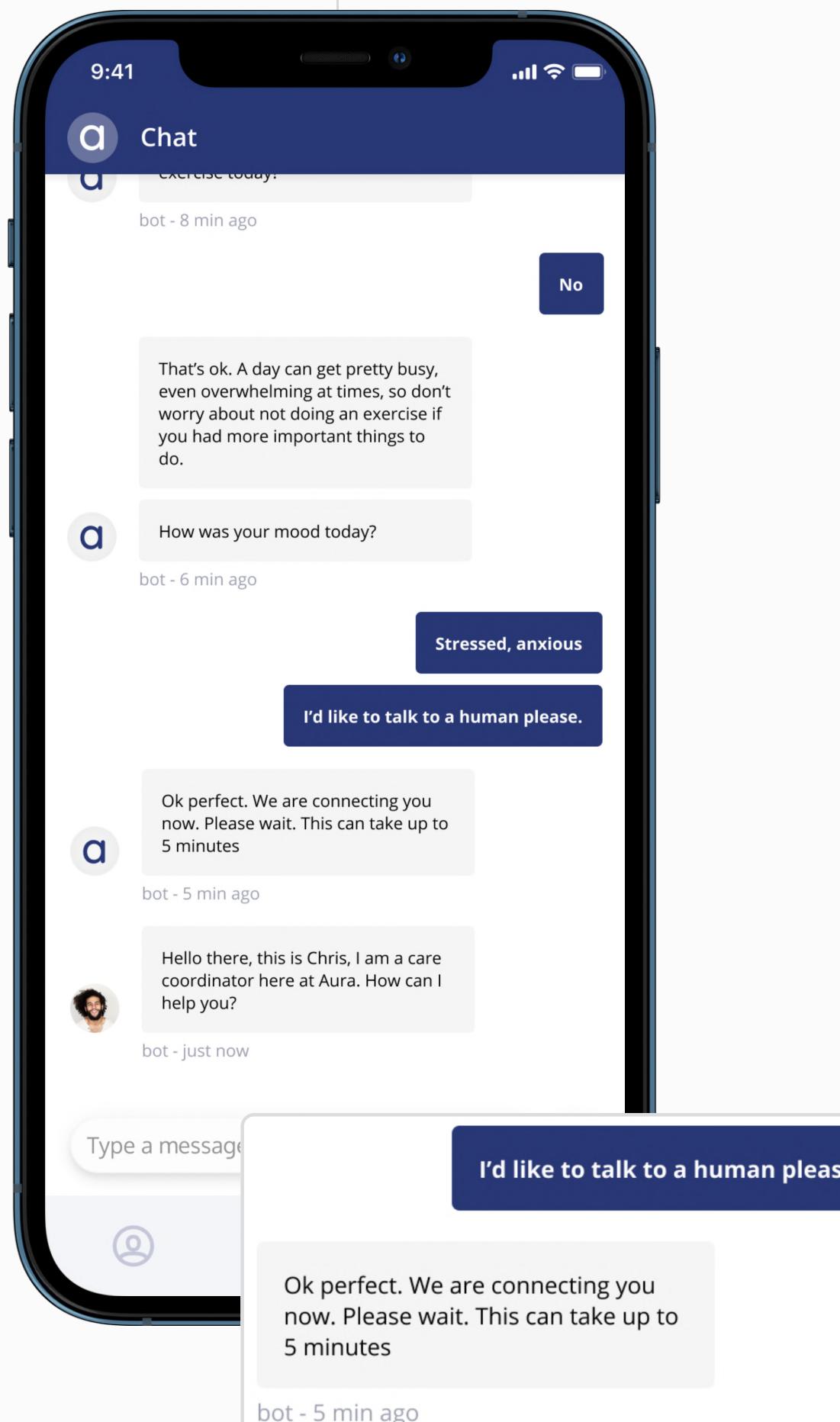
Happy, excited

After noon

Accessing MH Pros

Trigger

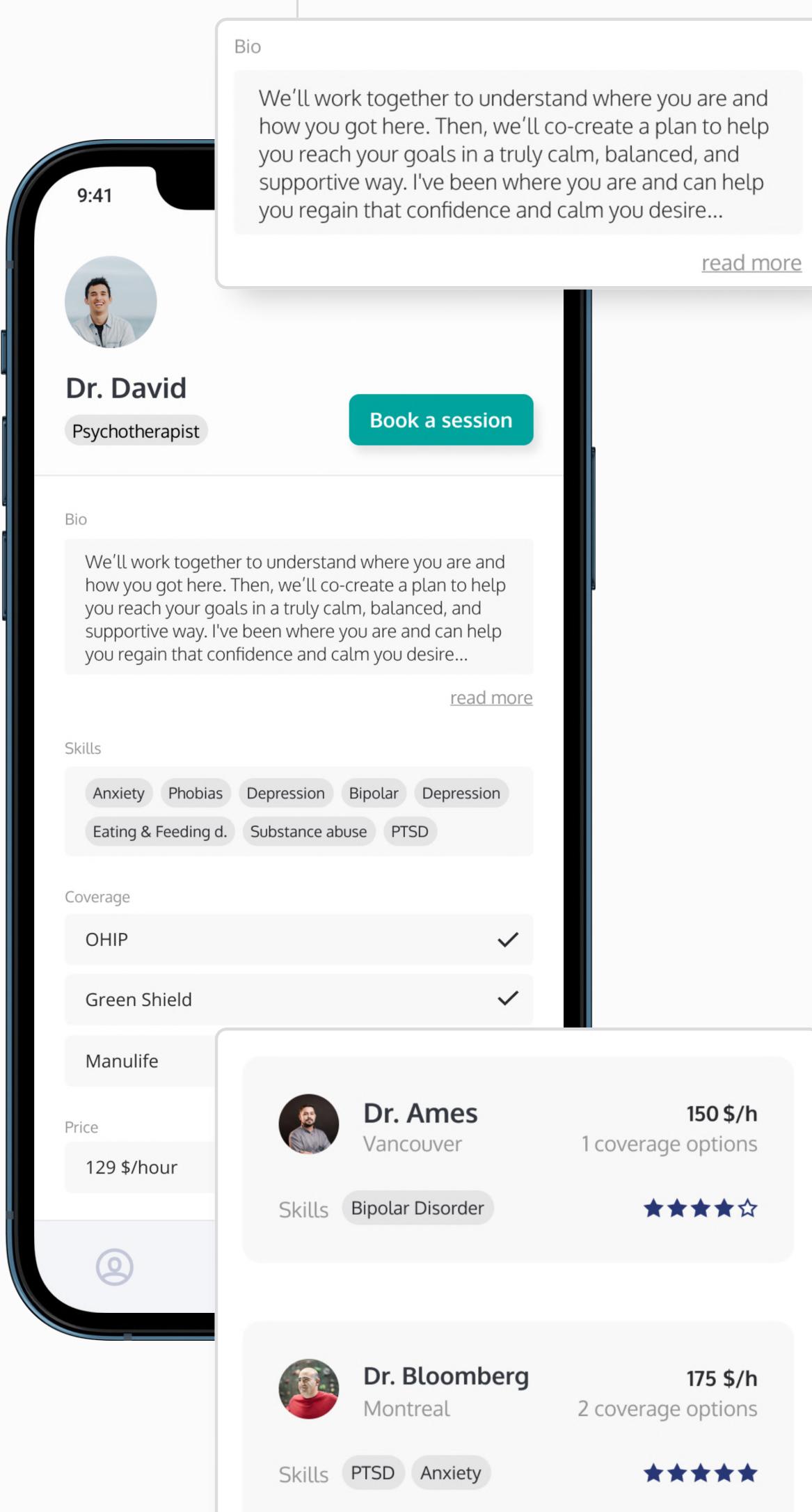
Made people feel safe. It could help with personal triggers.



Choosing MH Pros

Action

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



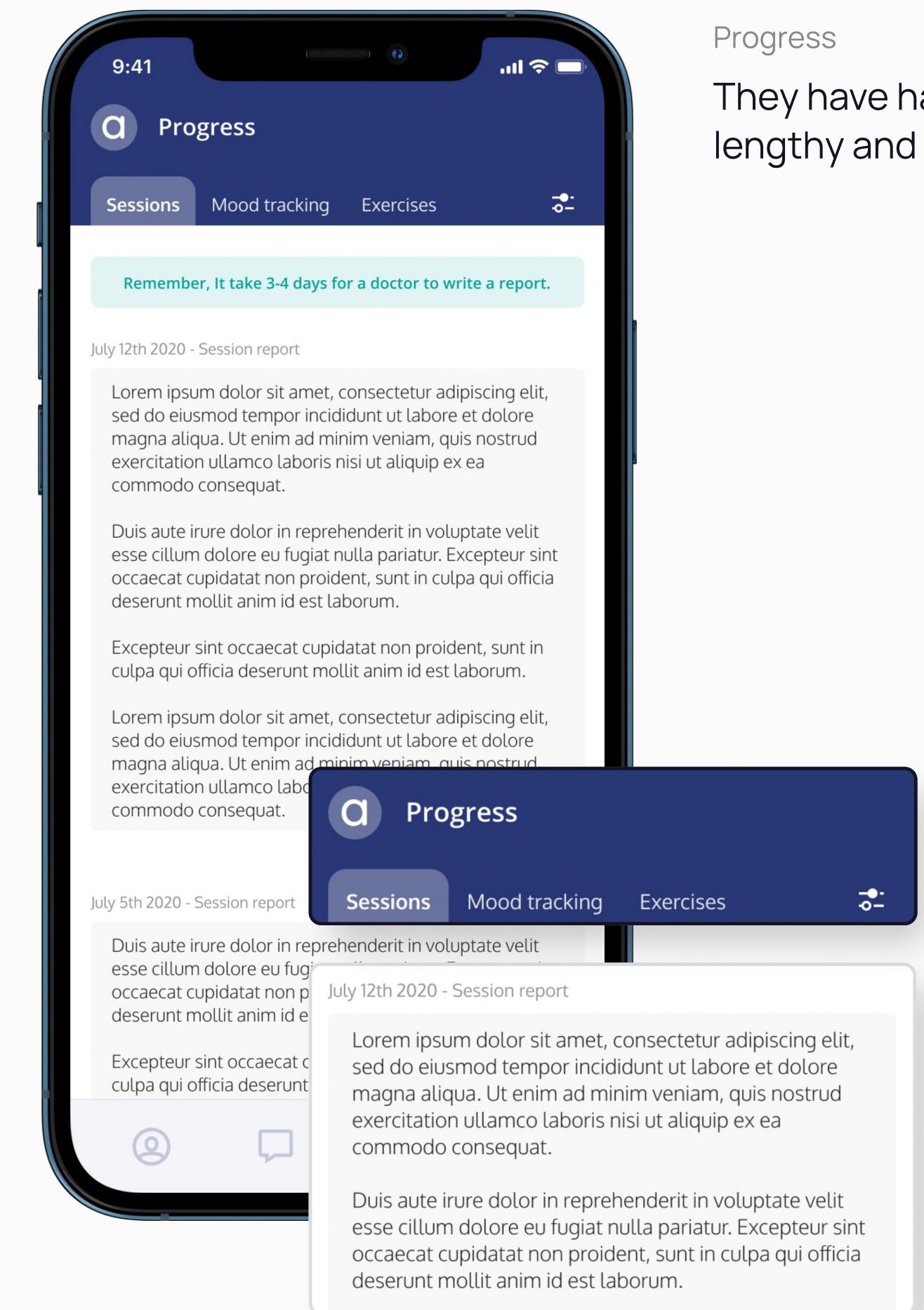
Version 1

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

3/10 people active after 7 days. 1/10 person tries to buy

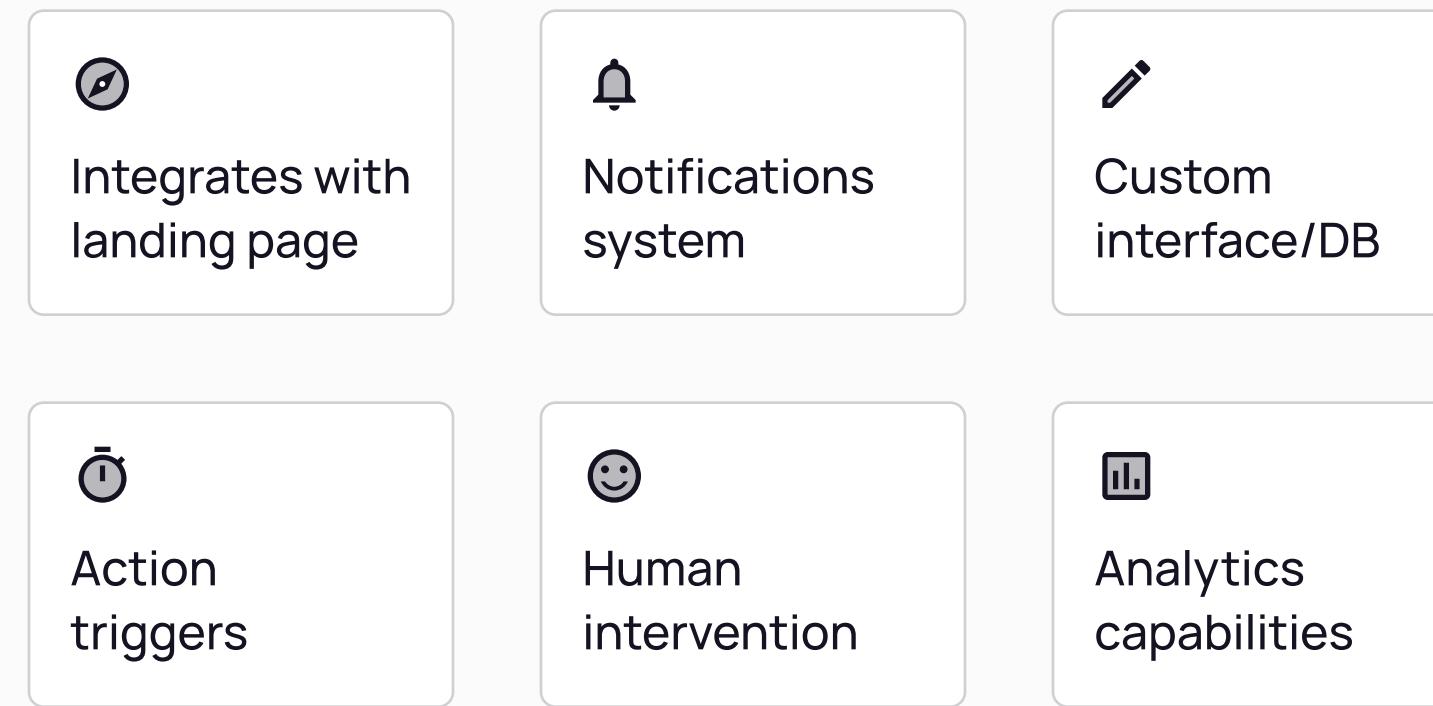
Results

- 😊 Coaching aspect of exercises and tips
- 😊 Friendly tone
- 😢 Progress data should be free
- 😢 Doctors still felt hard to trust

Metrics

Initial signups	56	View progress	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		
Browsed providers	2/6		

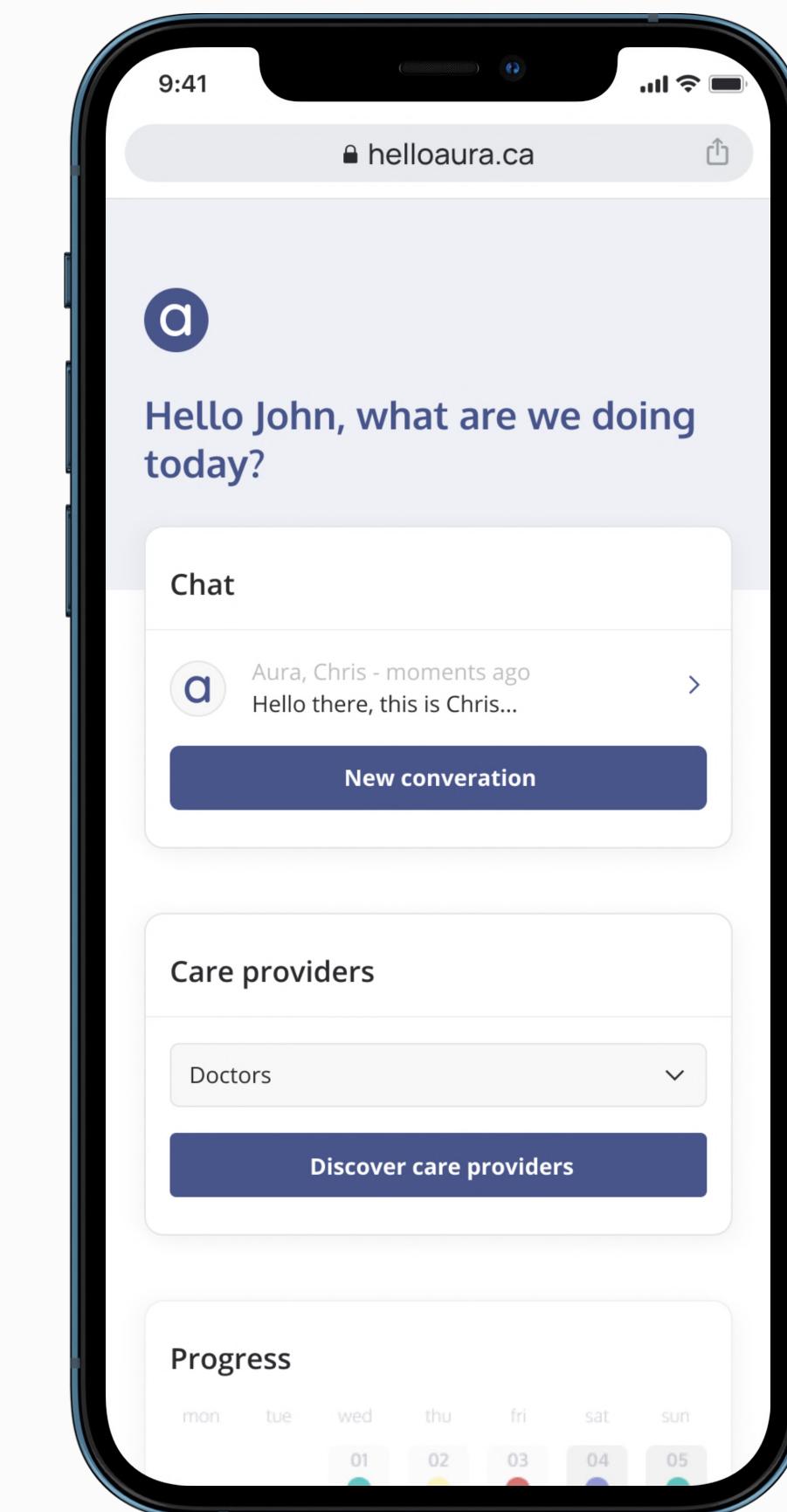
Requirements



Options



*Grey tools: Not selected to build



Tech stack

Chose a chat software as our primary product engine.

Technical constraints
Updated the components 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, 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.
- Progress:** A 2x7 grid calendar showing availability from Monday to Sunday. An "Exercises streak: 1" and "Track My Mood streak: 1" are also displayed.
- Check my progress:** A button to view progress details.

Doctors Screen:

- 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 option, Expertise: Bipolar Disorder.

Your doctor Screen:

- Dr. David:** Doctor • Ajax, \$129/h, 3 coverage options, ★★★★☆, 4.2/5, 78 sessions.
- Schedule appointment:** A button to book an appointment.

Version 2

3 weeks

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:** A button to contact support.

Upgrade needed Screen:

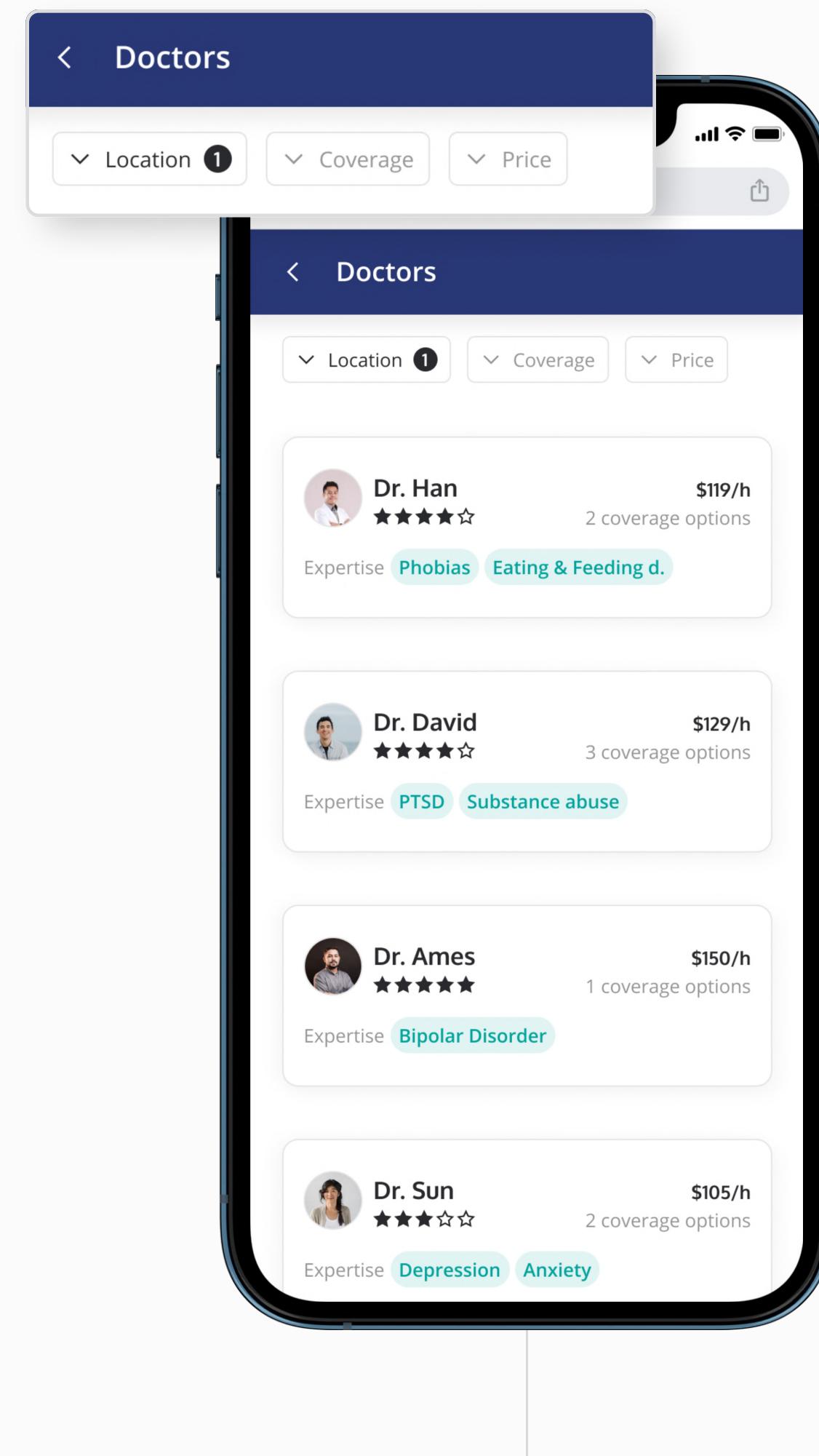
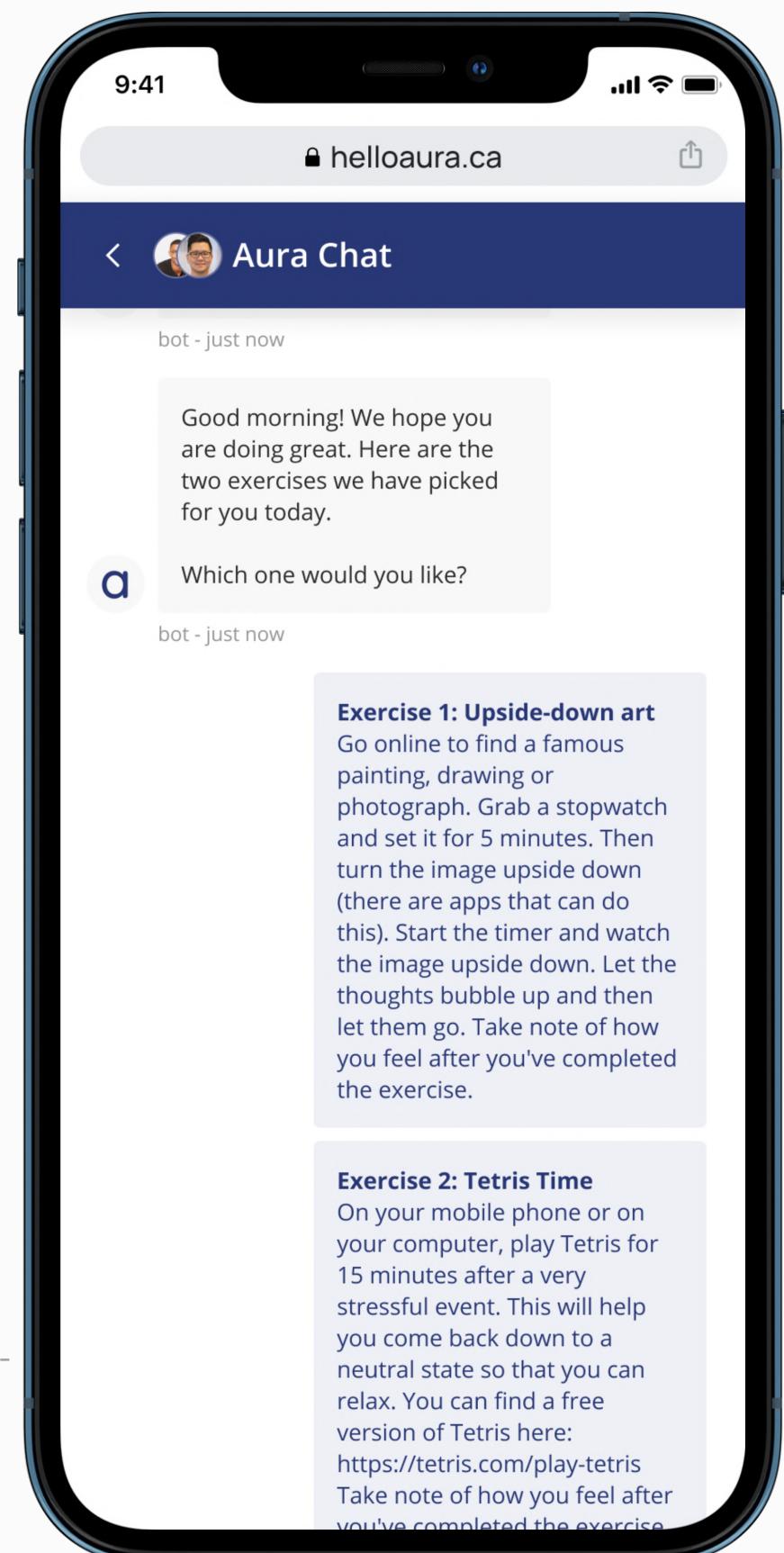
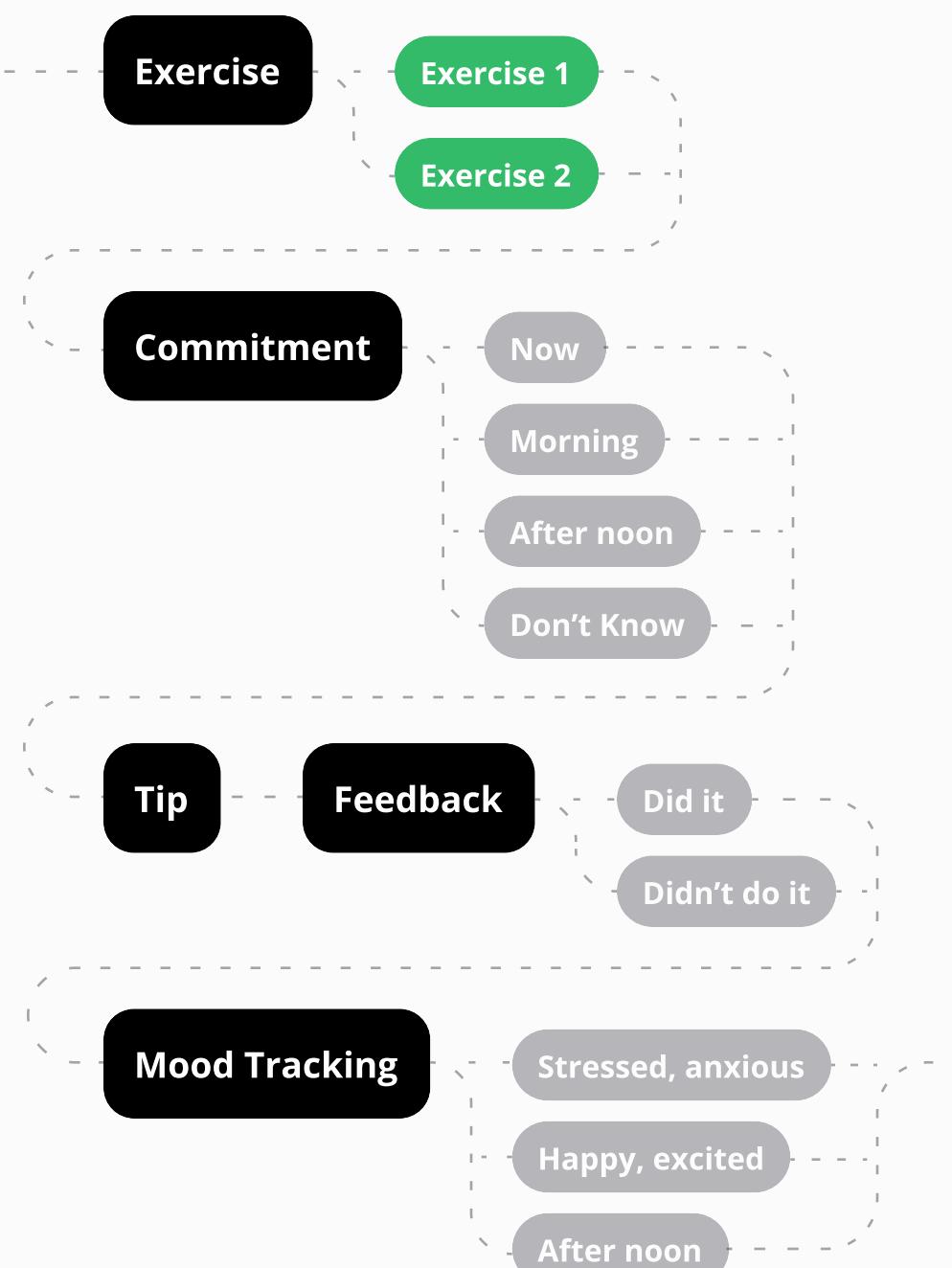
- Upgrade needed**
- Type of card:** Select a type, Name on card, Card number, Date, CCV.
- Try Premium Free:** A button to try a free trial.

Version 2

3 weeks

Guiding user behavior

Reduce the feeling of constraint
with exercise choices

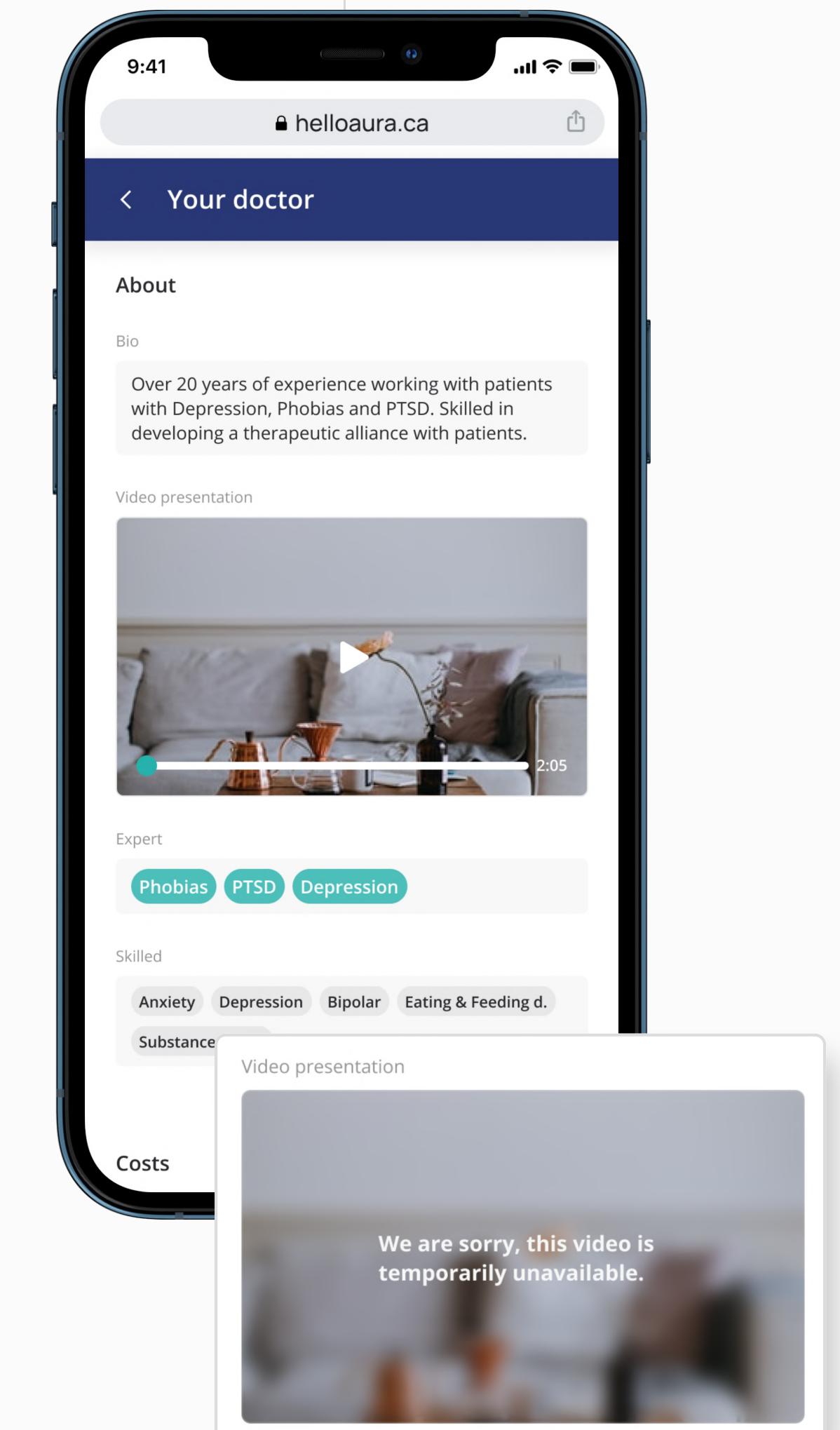


Filters

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

Design learning: Intro to s stickyness and behavioral design

Validation learning: Quality traction matters to reach statistical significance.

Thank you

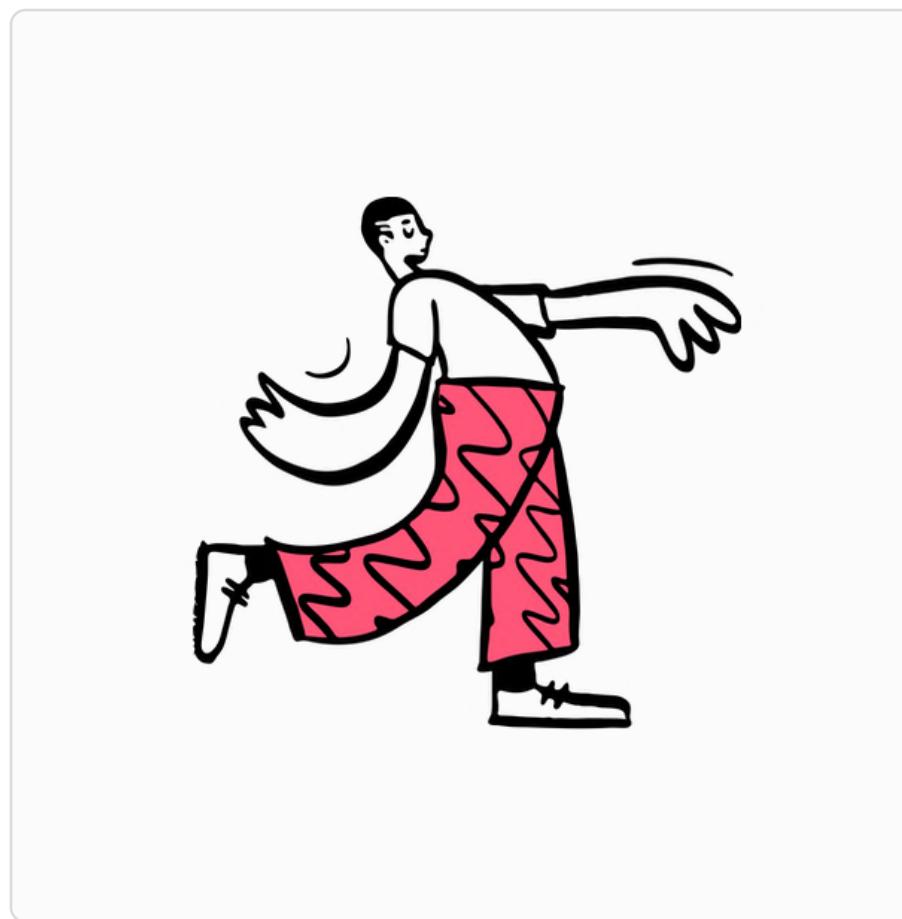
by Benjamin Prigent • bprigent.com

Appenix

Team and Next steps

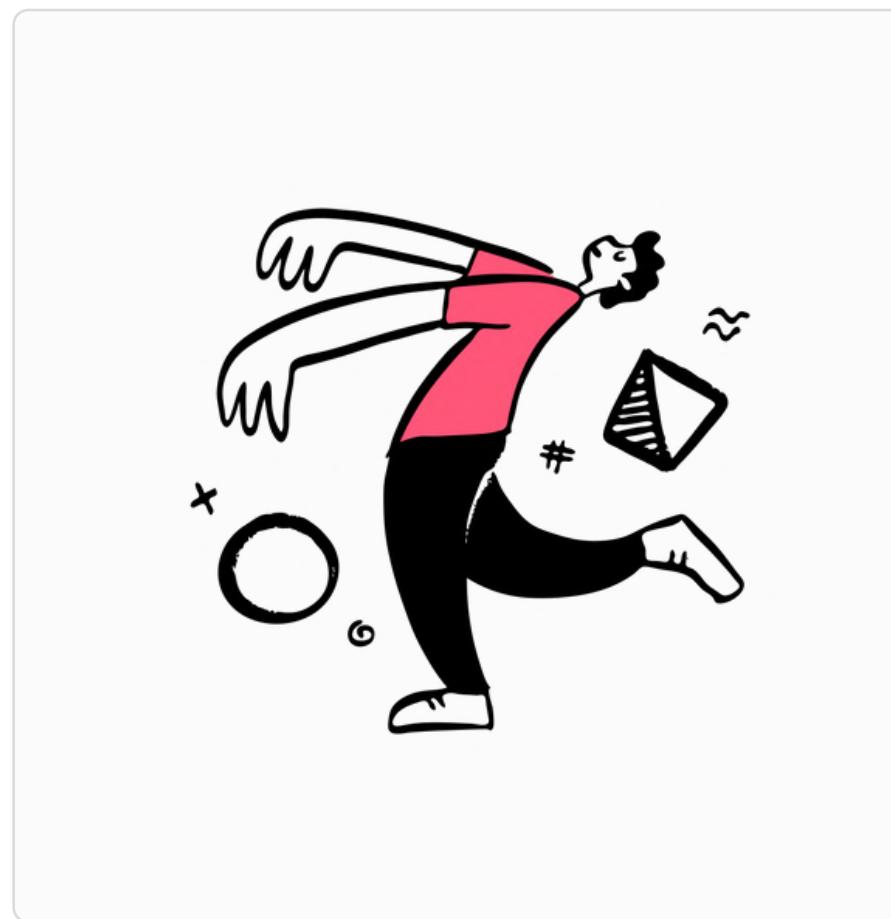
Team

Who did I work with?



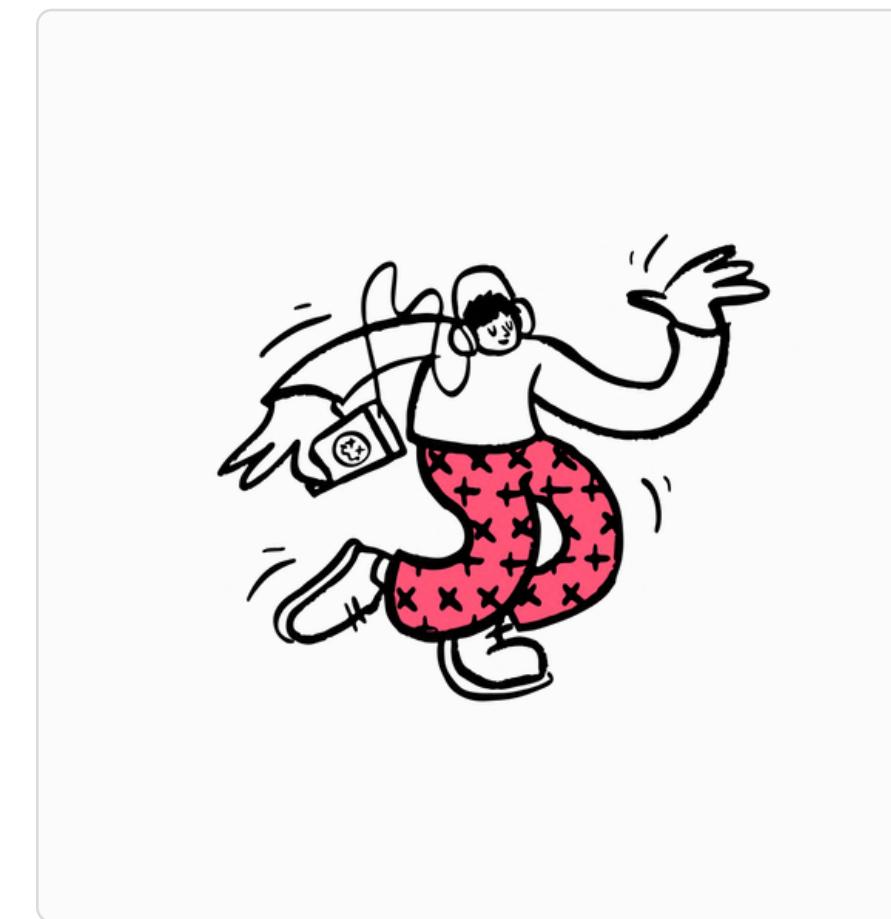
Chris

Business



Gary

Technology



Nathan

Research



me!

Product

Next steps

Where could we improve this experience?

