

# Aura, daily mental health exercises between your appointments

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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

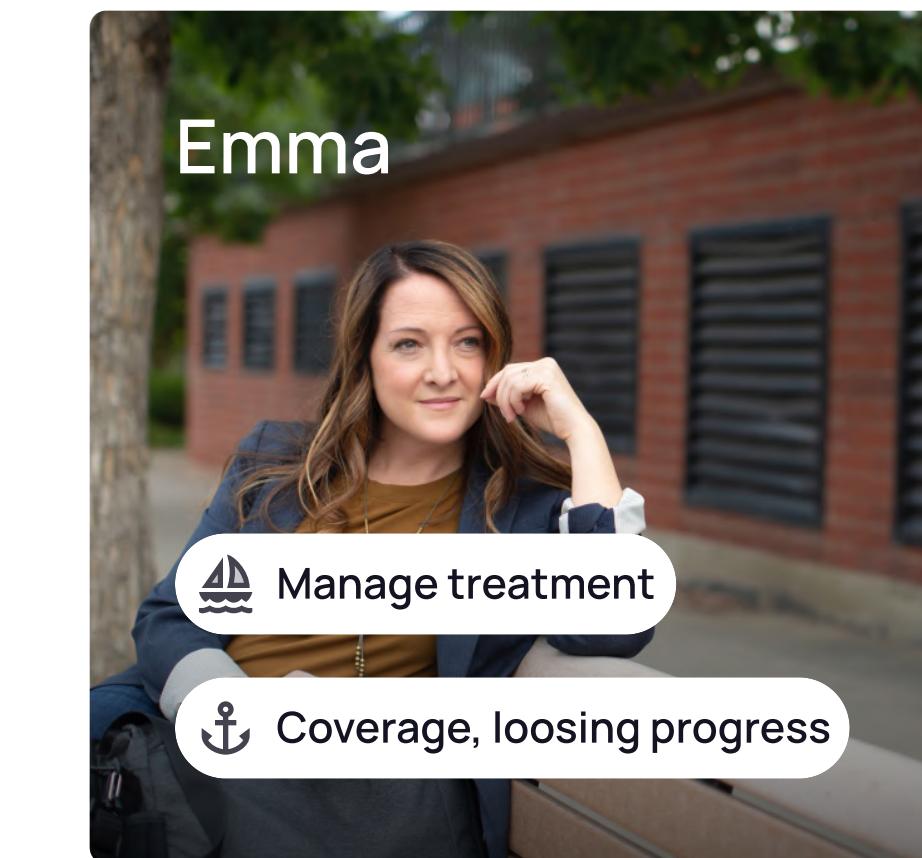
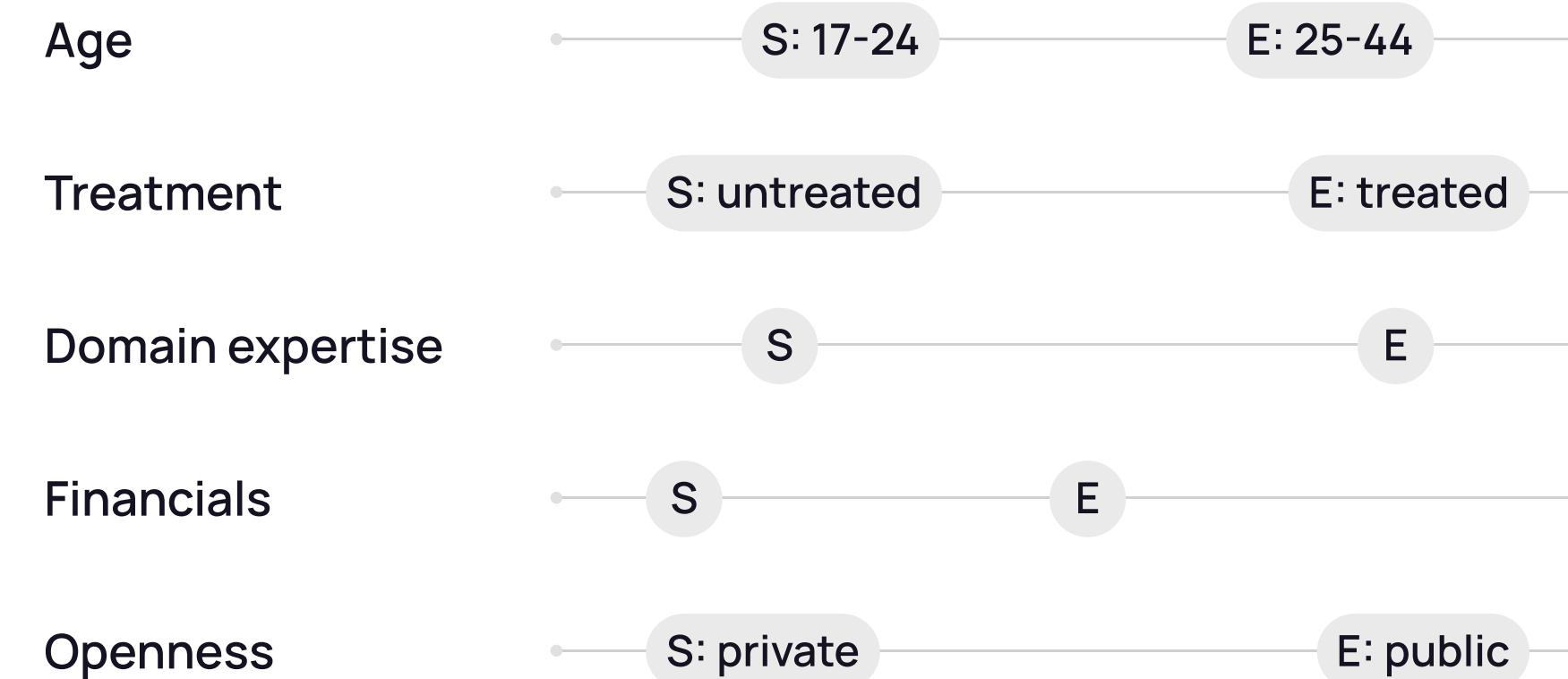
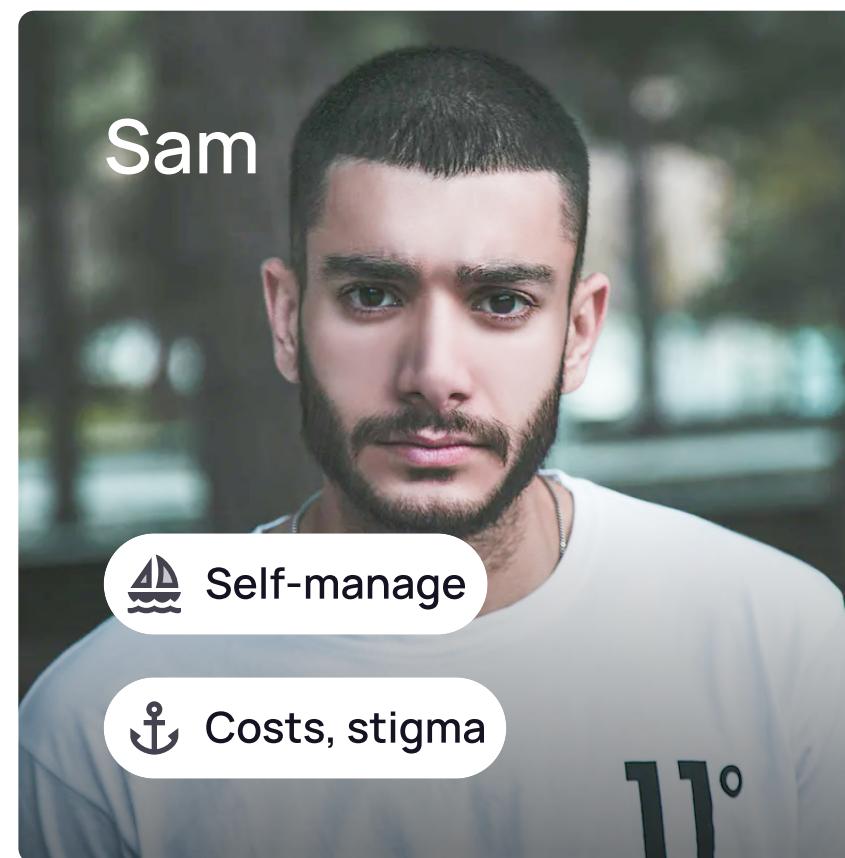


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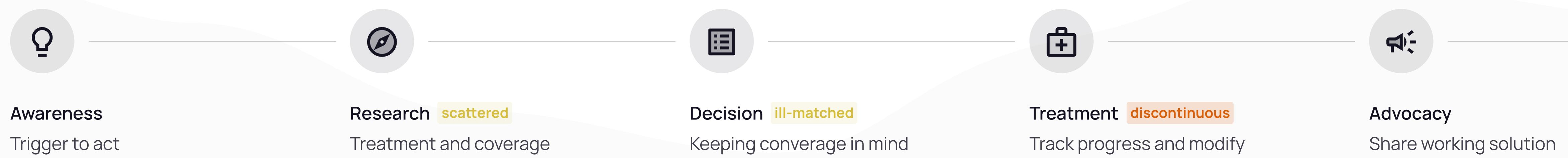


Research findings

# Round 1 interviews: life with mental health

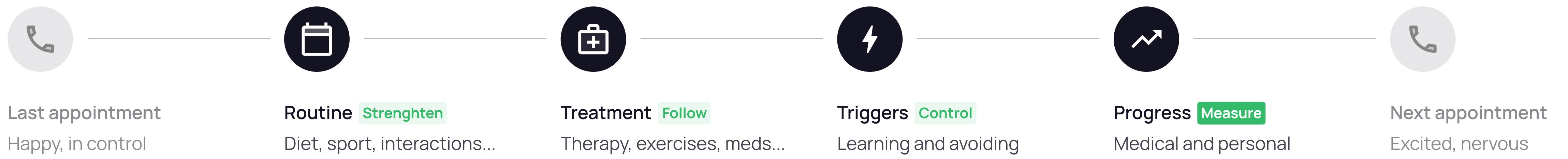


## Journey



Research findings

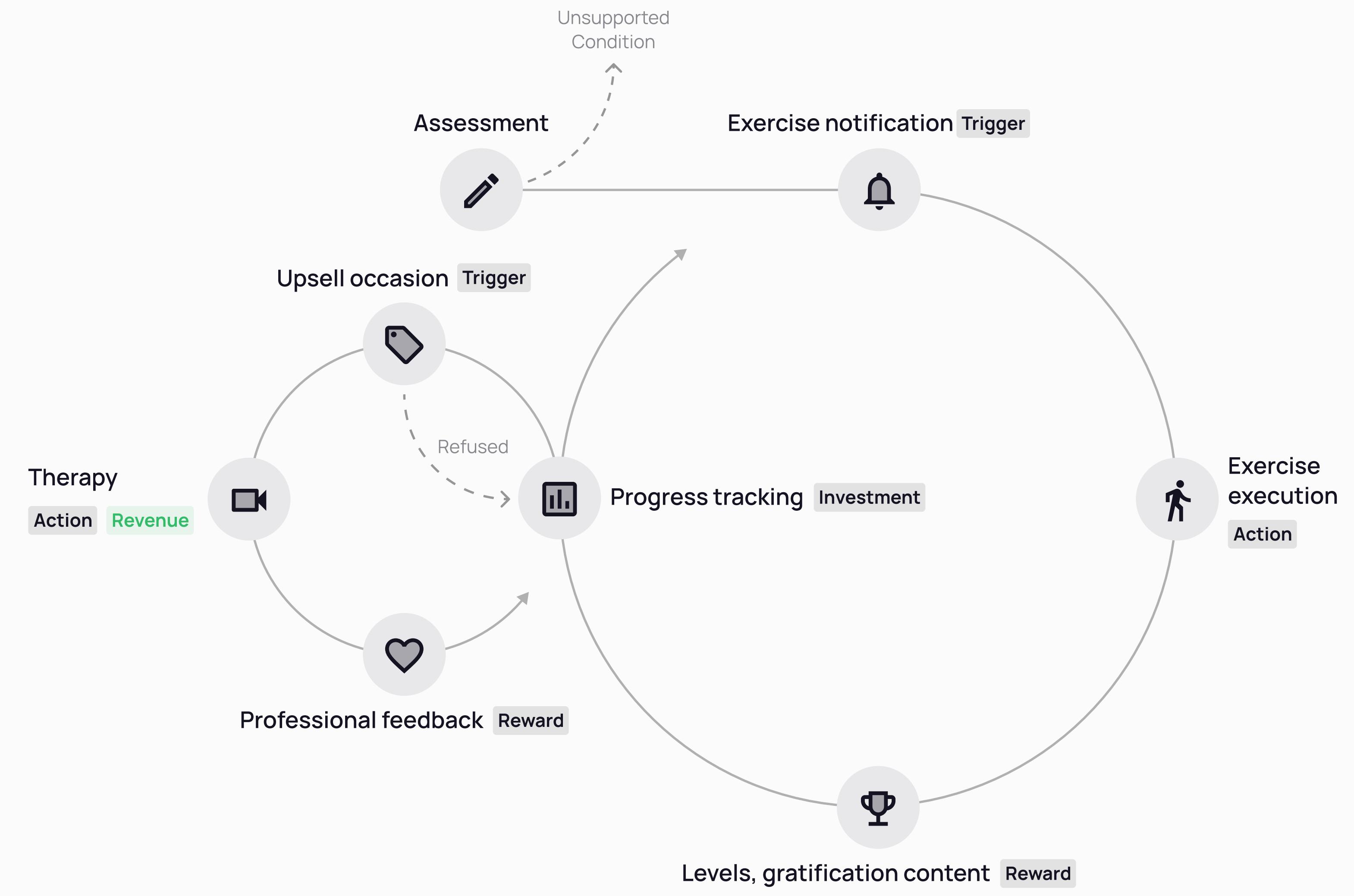
# Round 2 interviews: life between appointments



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

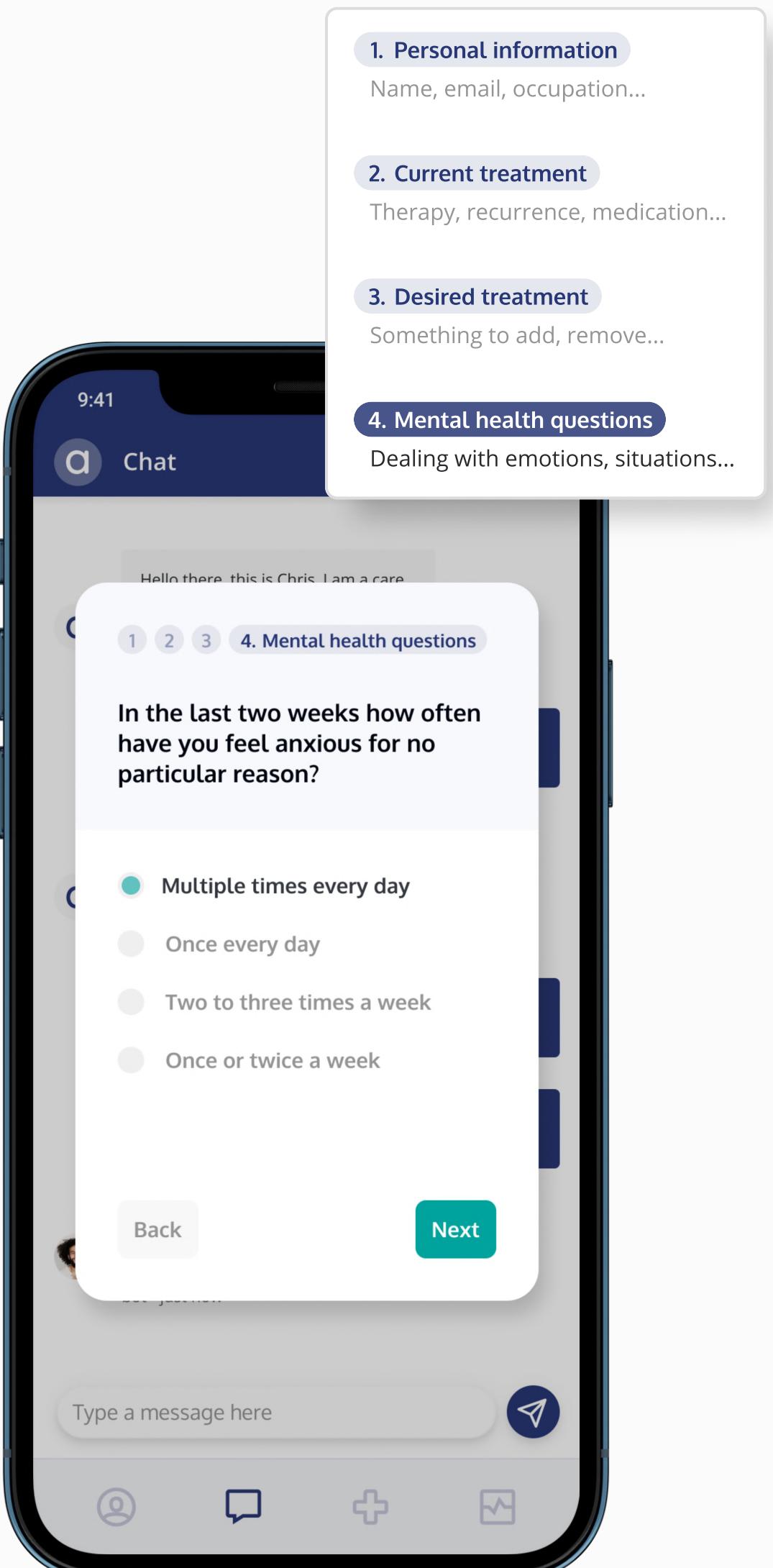
Get feedback on the 8 steps. Improve the product before moving to building phase

## Execution

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

## Success

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

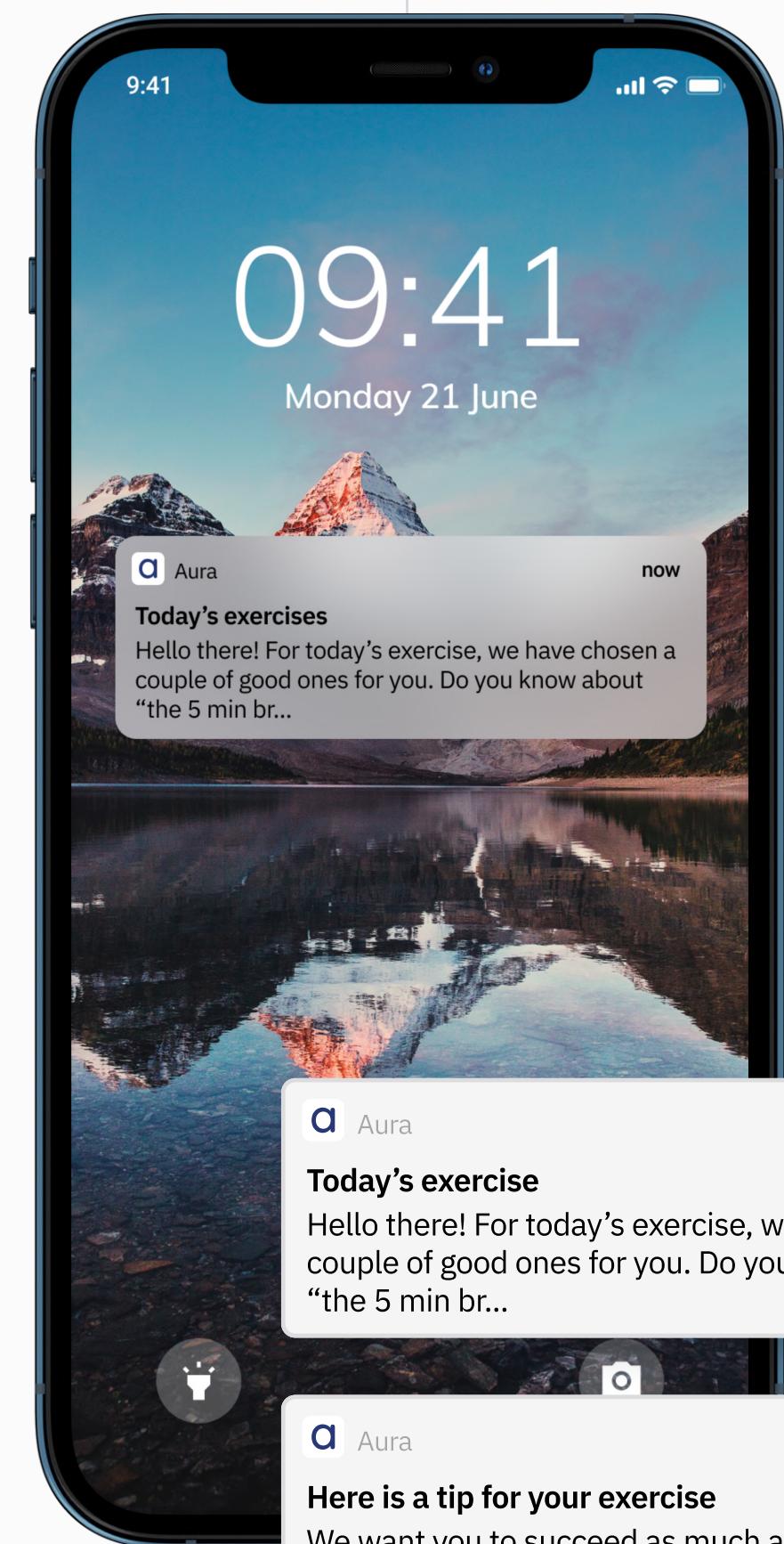


Assessment

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

**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.

1 pm

Aura

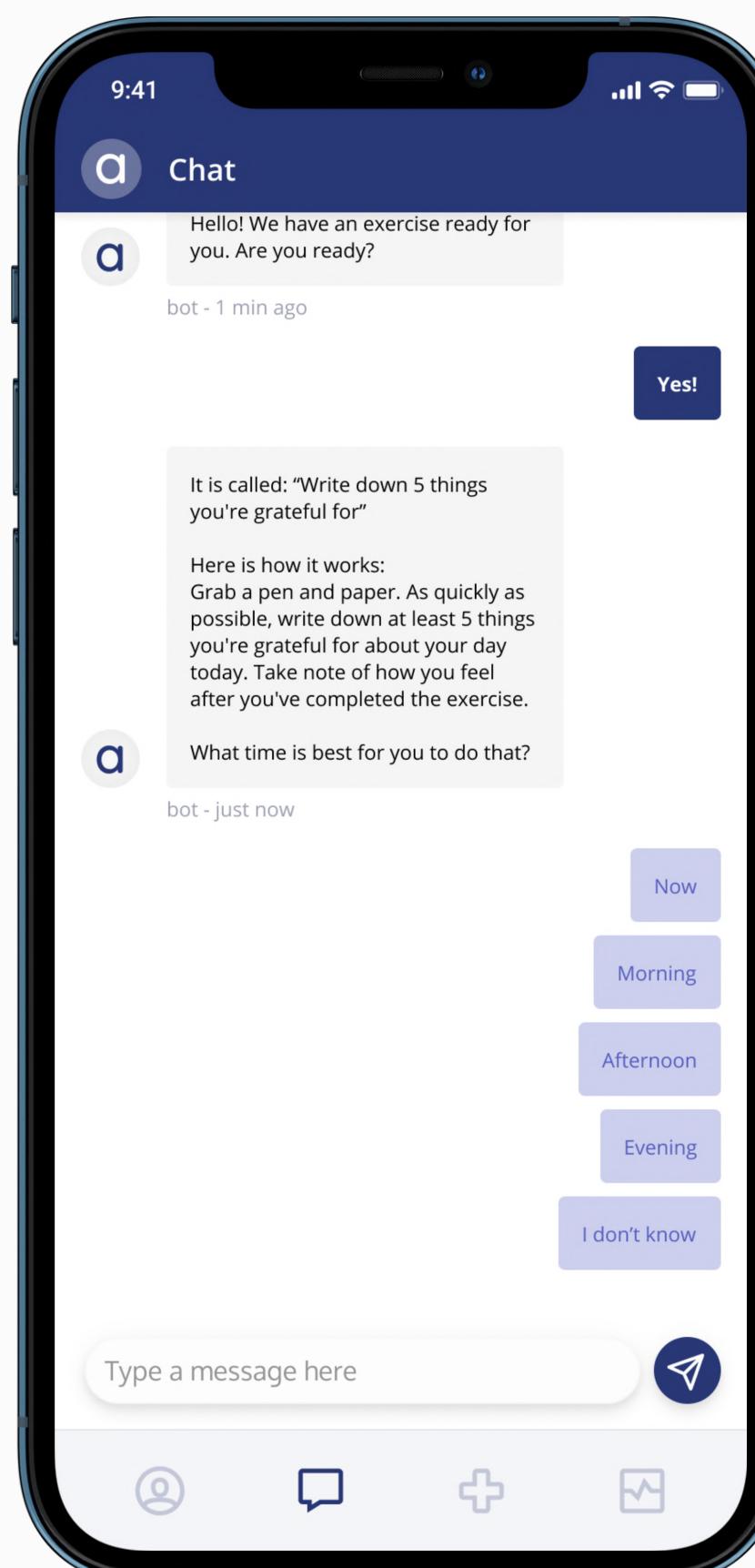
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8 pm

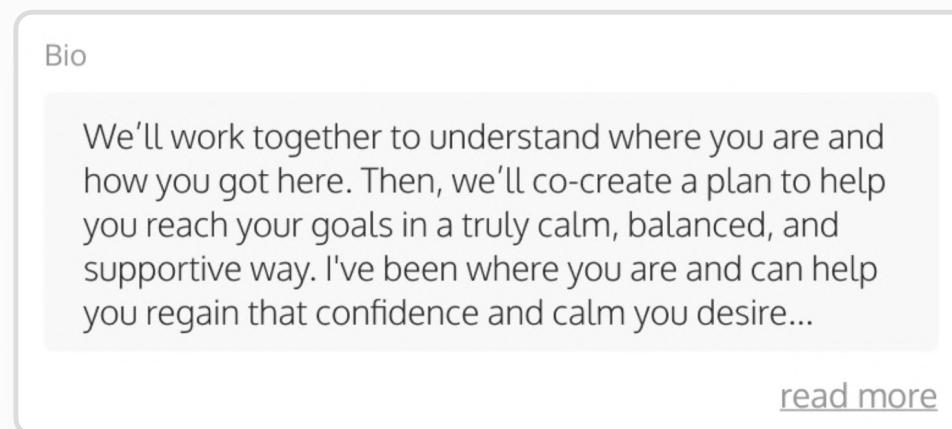
Exercises Action Reward

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

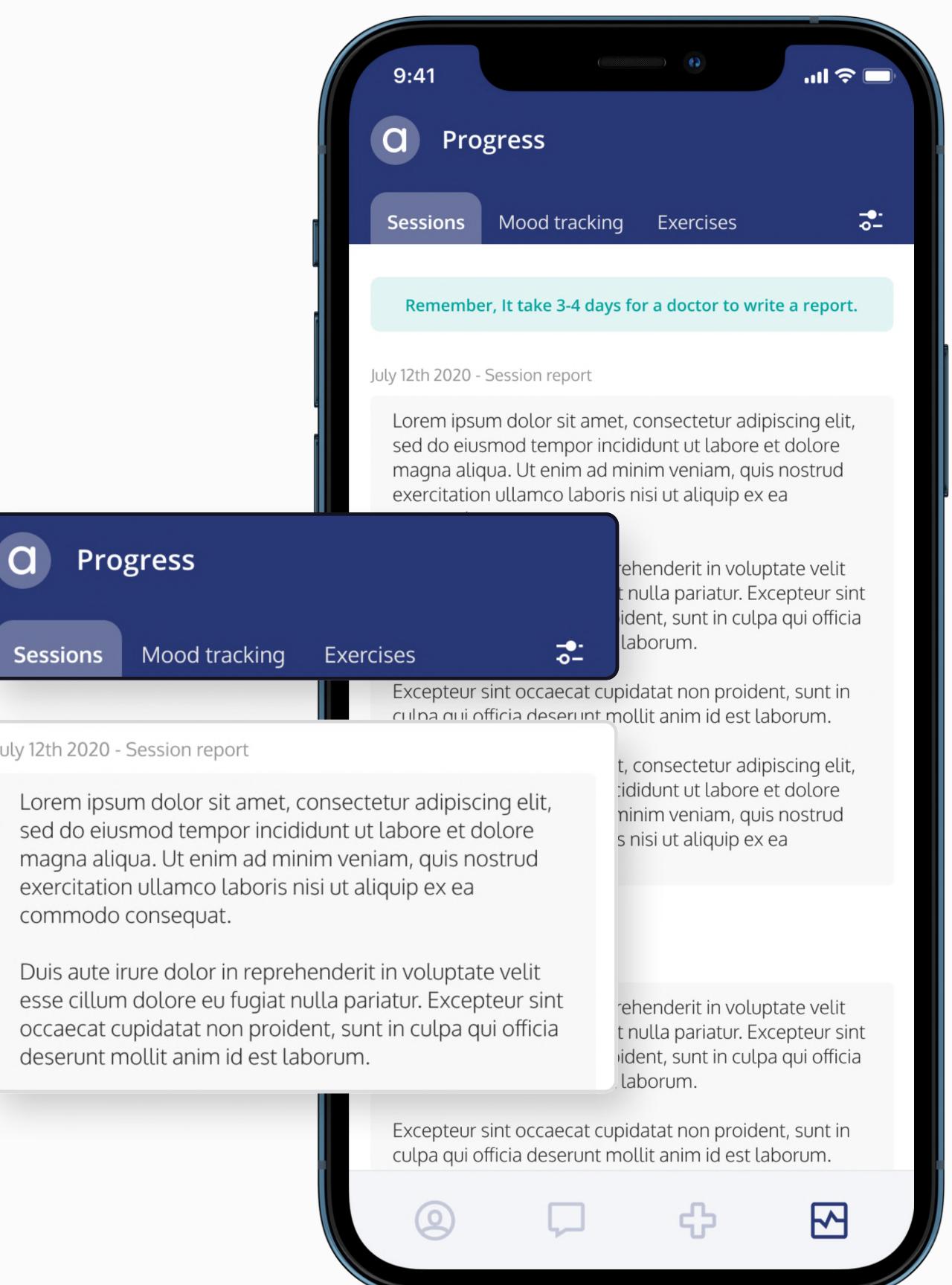
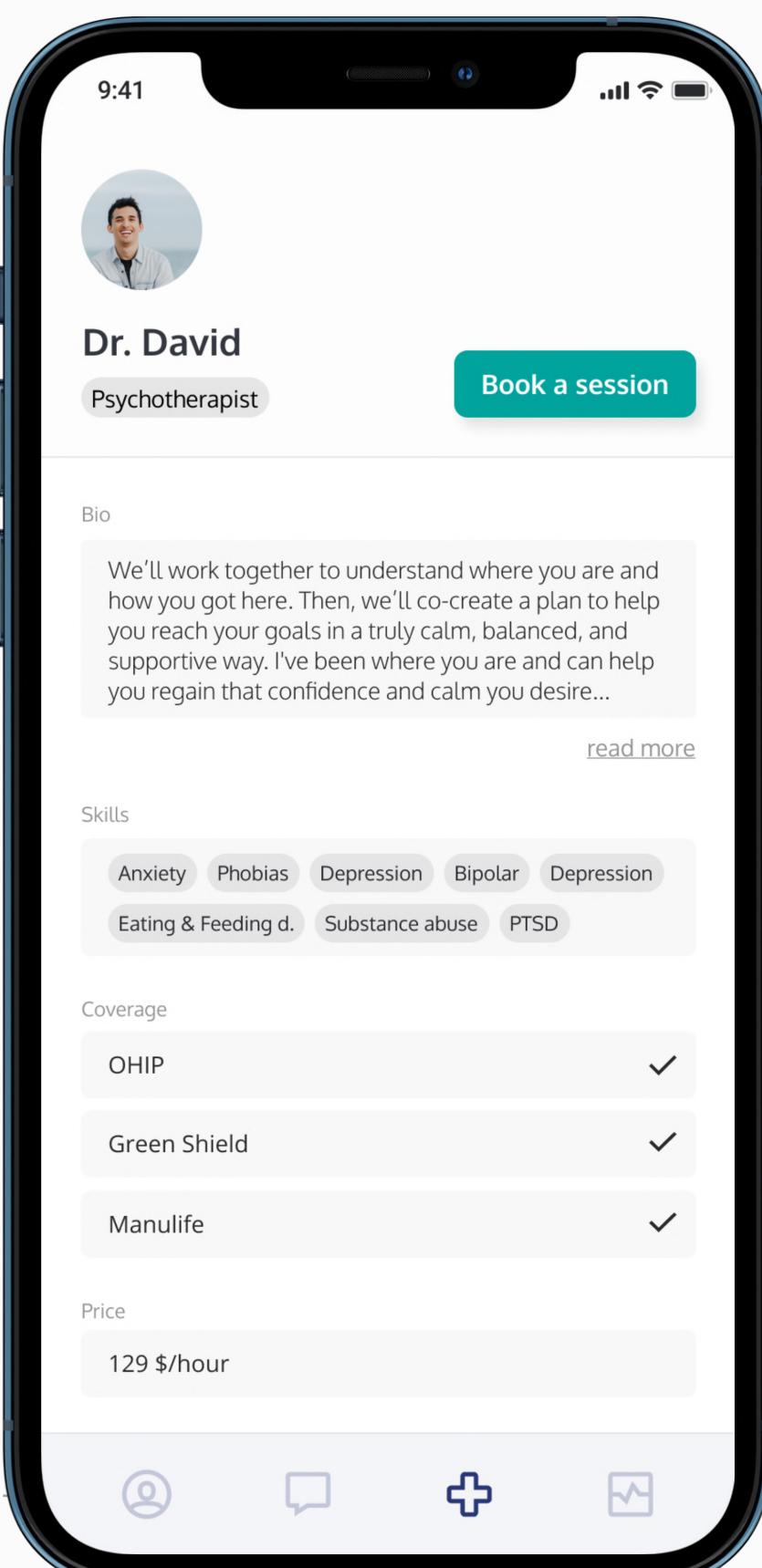


# Version 1

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

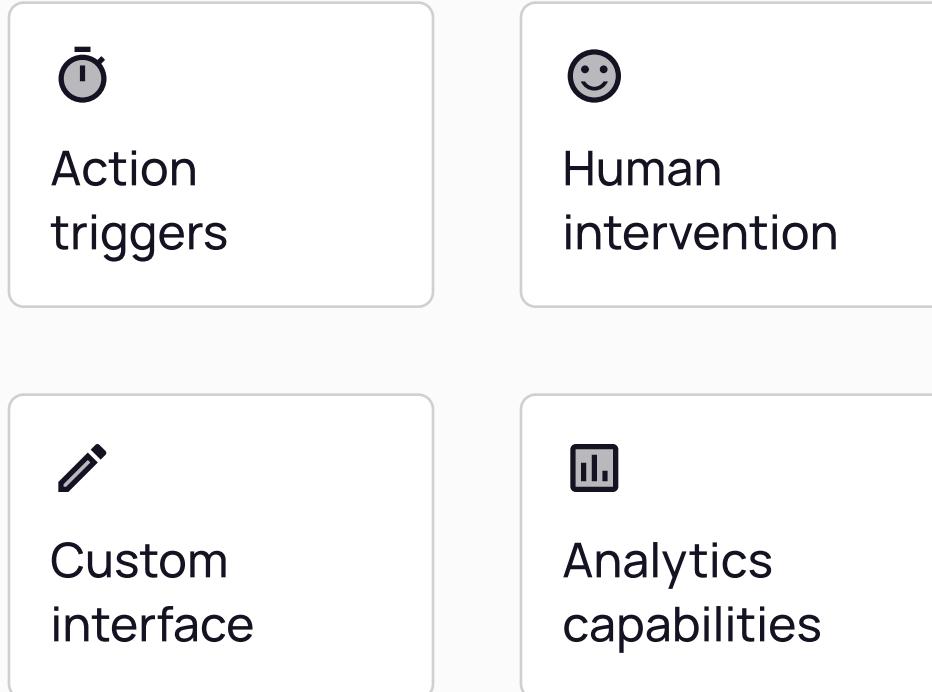
## Results

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

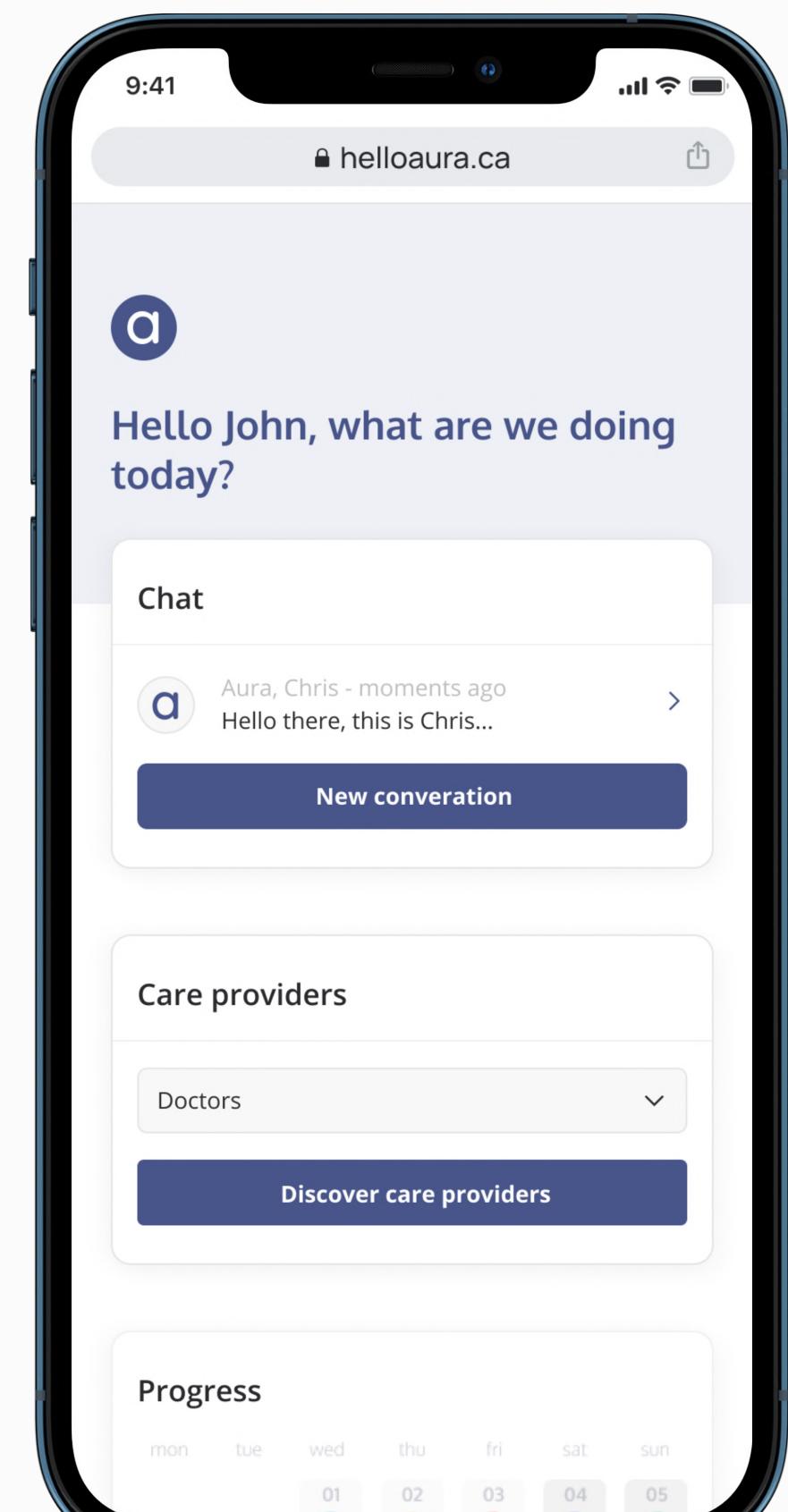
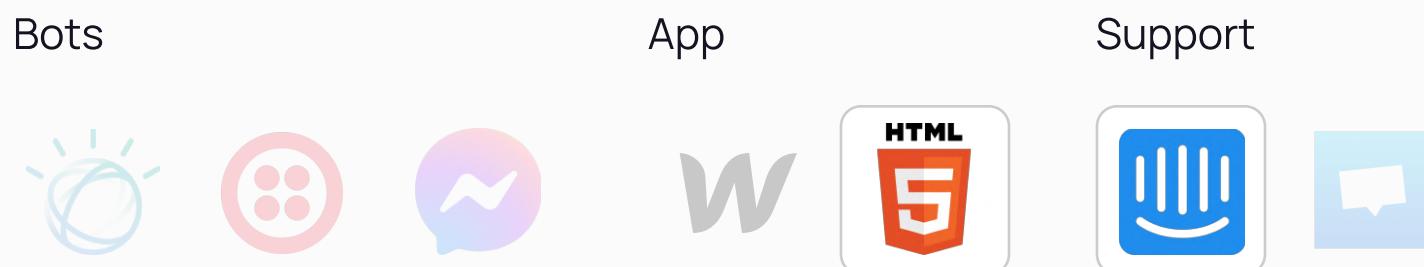
## Metrics

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**

- 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

Name on card

Card number

Date CCV

**Talk to a care coordinator**

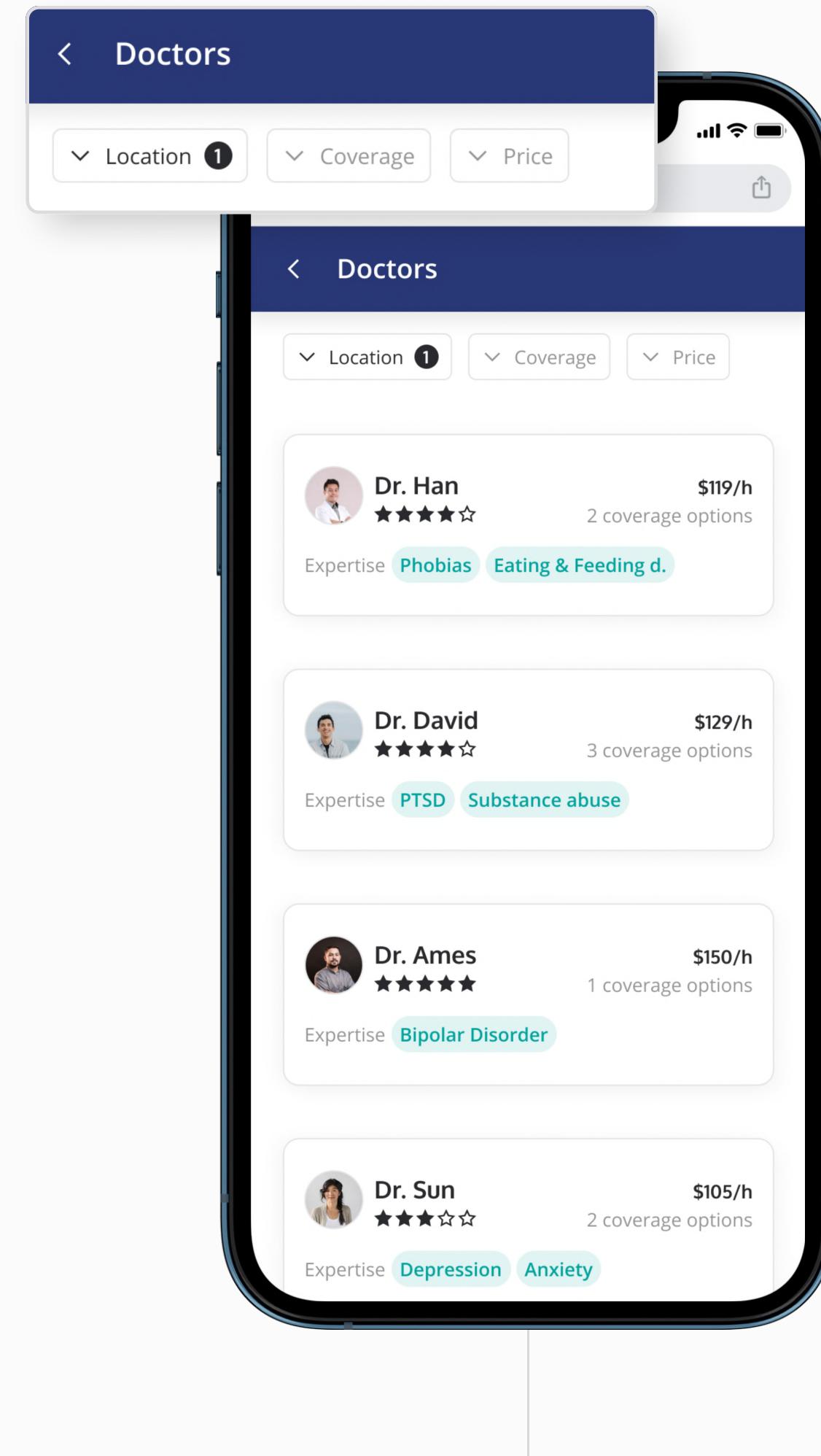
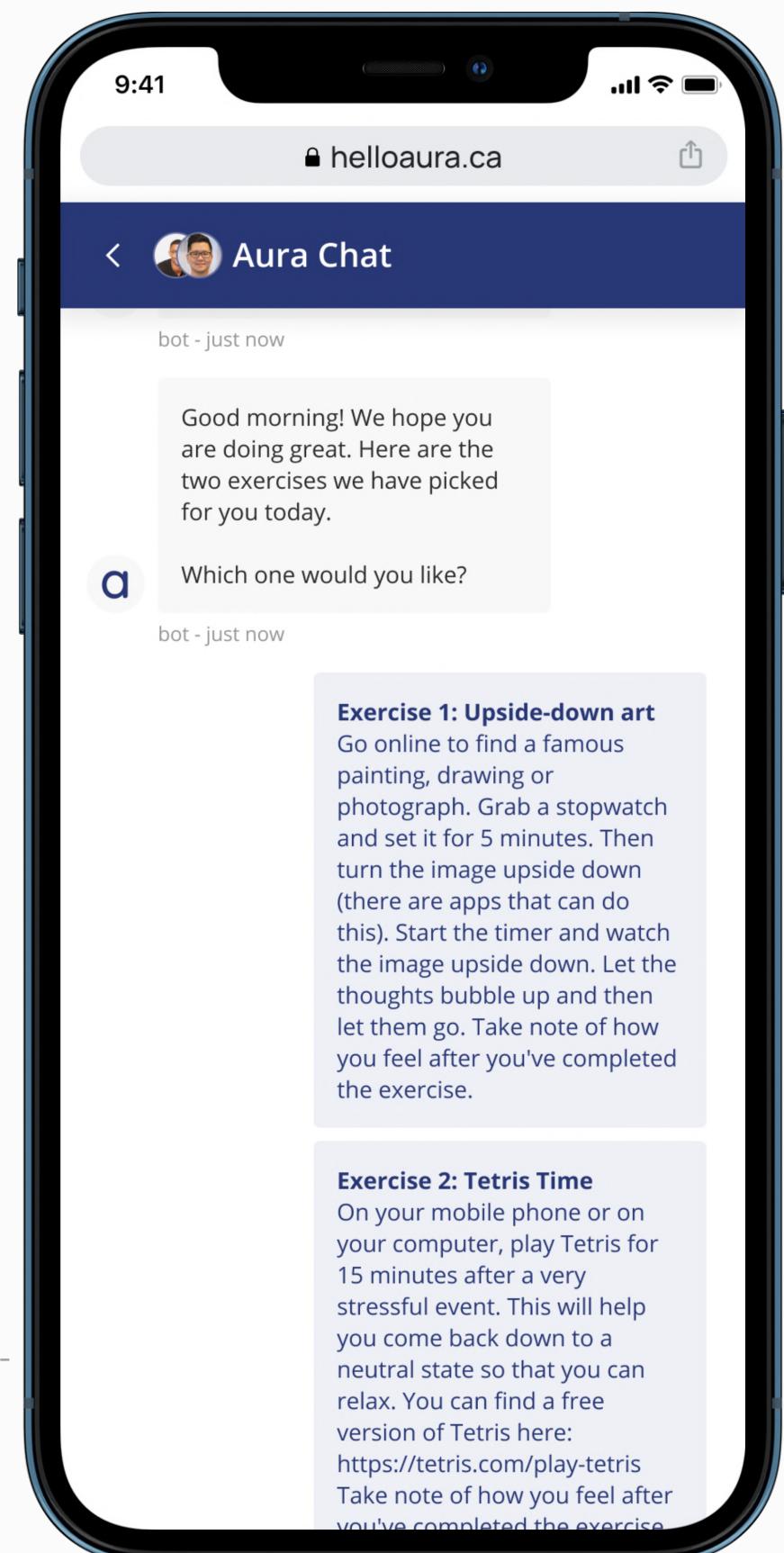
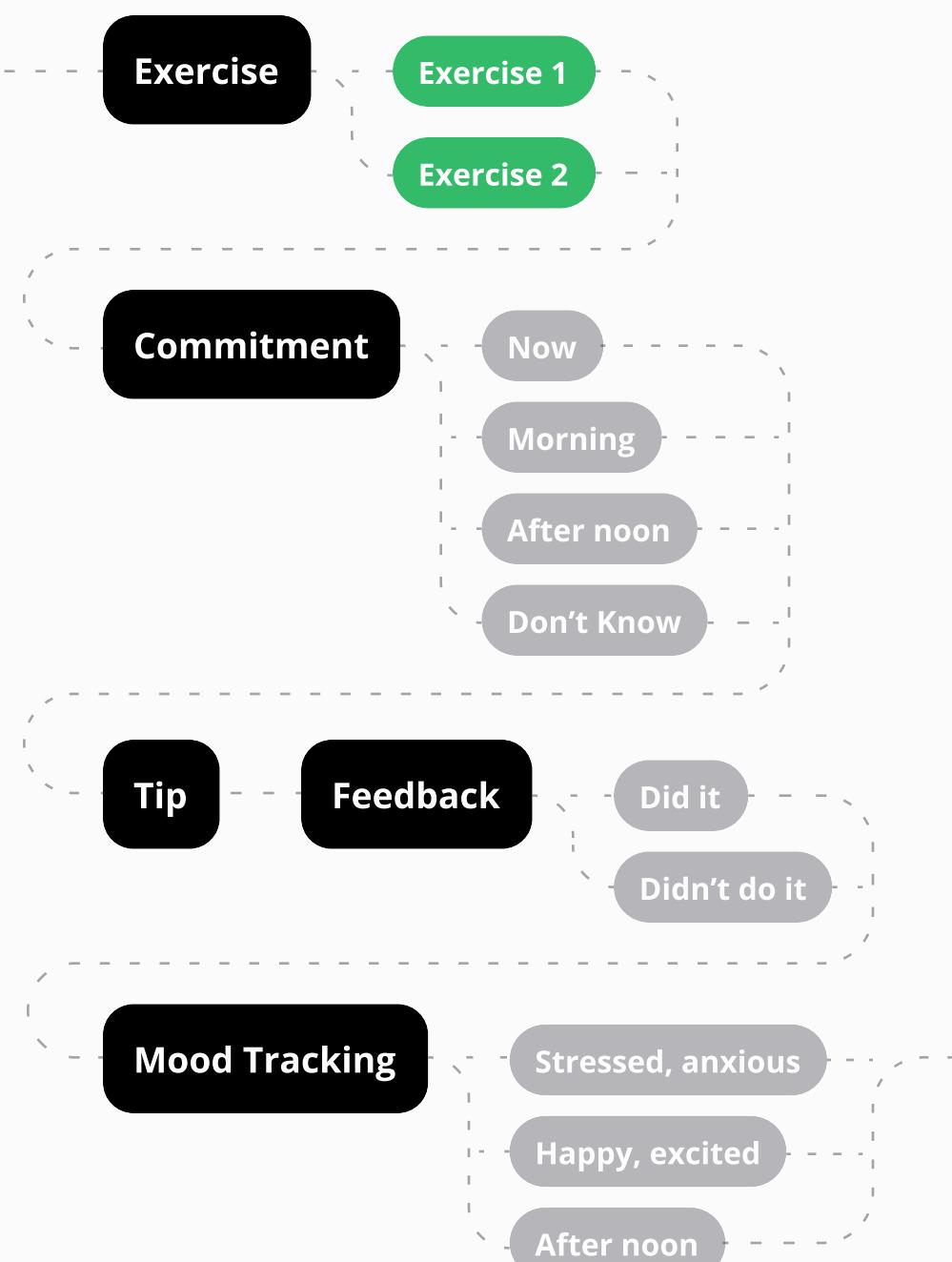
**Try Premium Free**

# Version 2

3 weeks

Guiding user behavior

Reduced the feeling of constraint  
with exercise choices

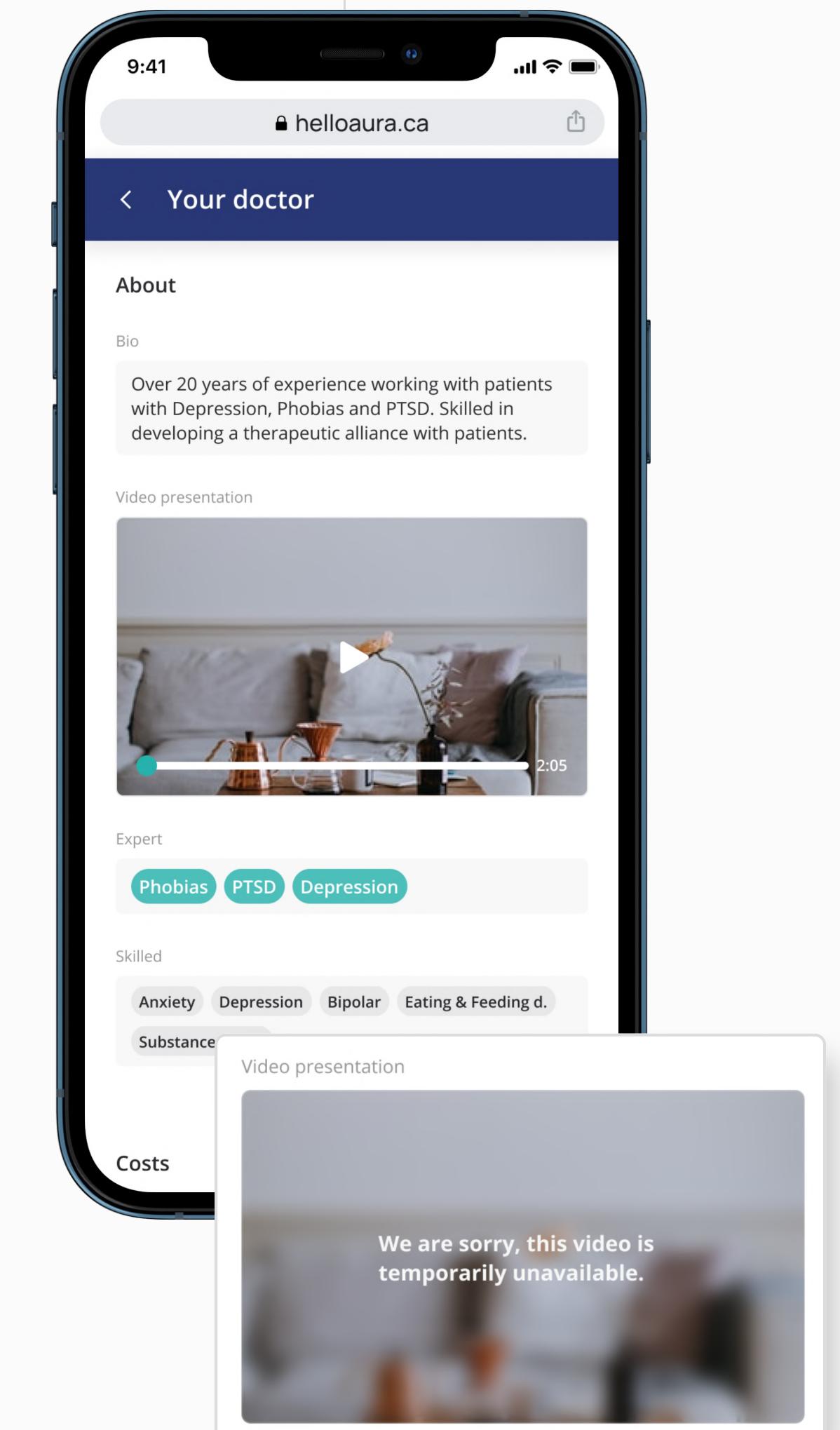


Filters

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

**25% activity after 7 days:** Tested an MVP with diagnosed people

**Next steps:** We found that engagement needed to be improved

# Learnings

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

**Product:** Introduction to stickyness and behavioral design

# Thank you

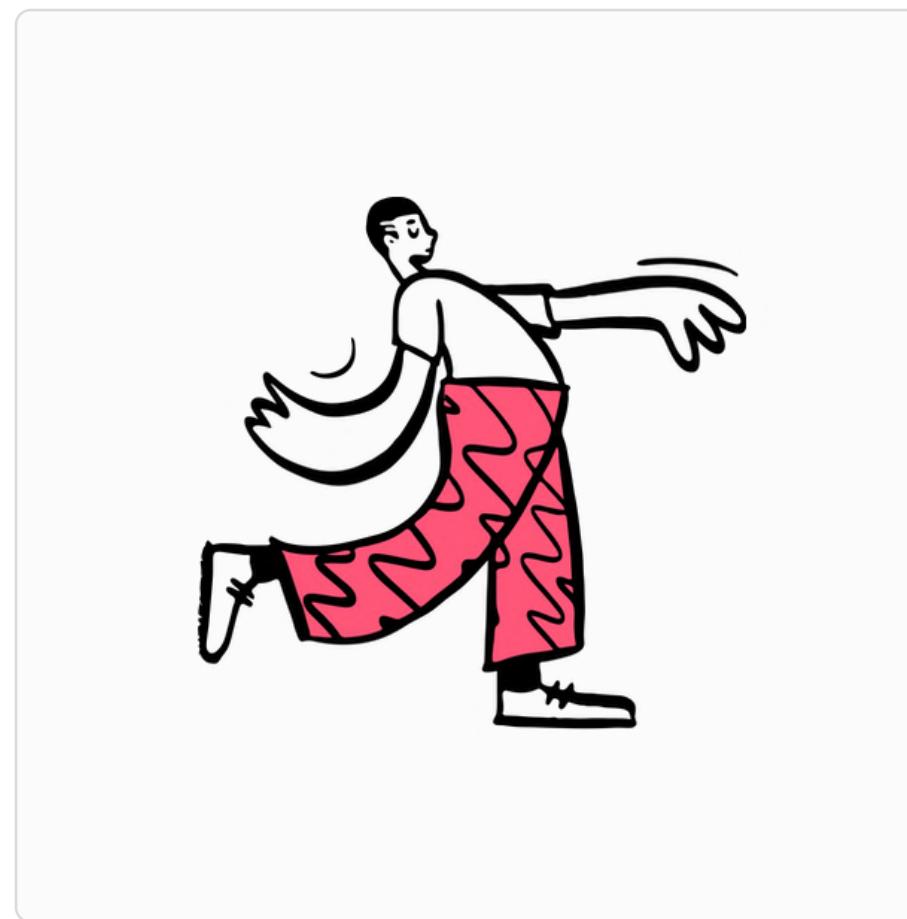
by Benjamin Prigent • [bprigent.com](http://bprigent.com)

# Appenix

Team and Next steps

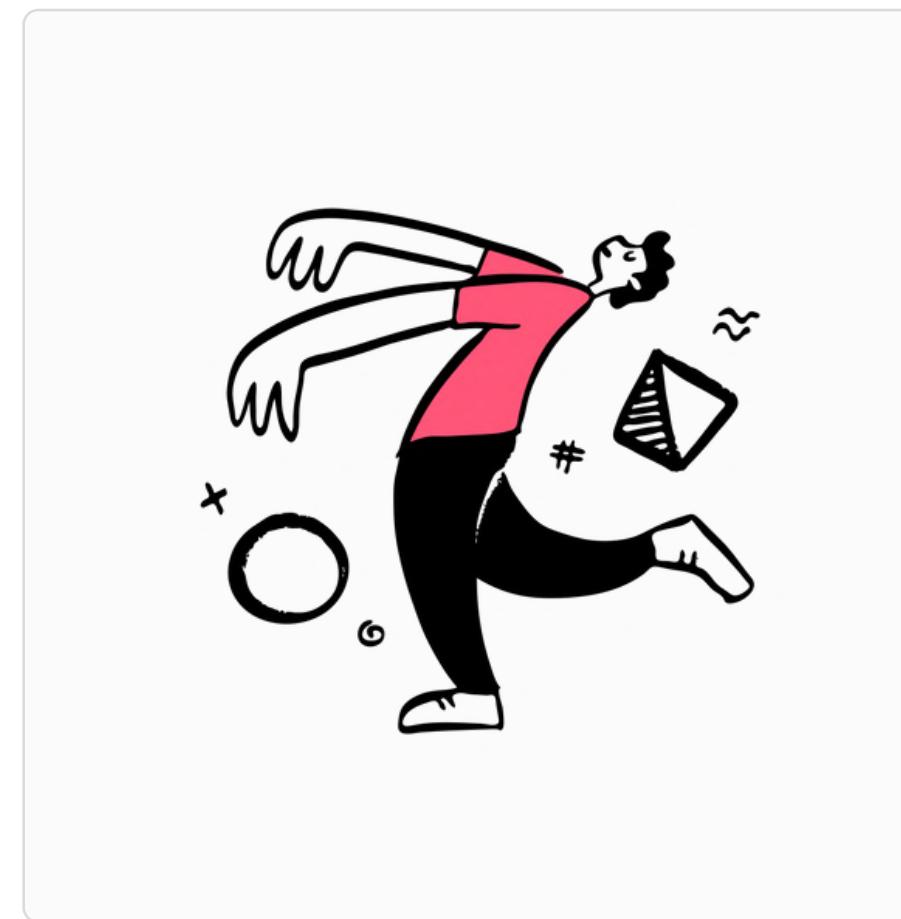
Team

# Who did I work with?



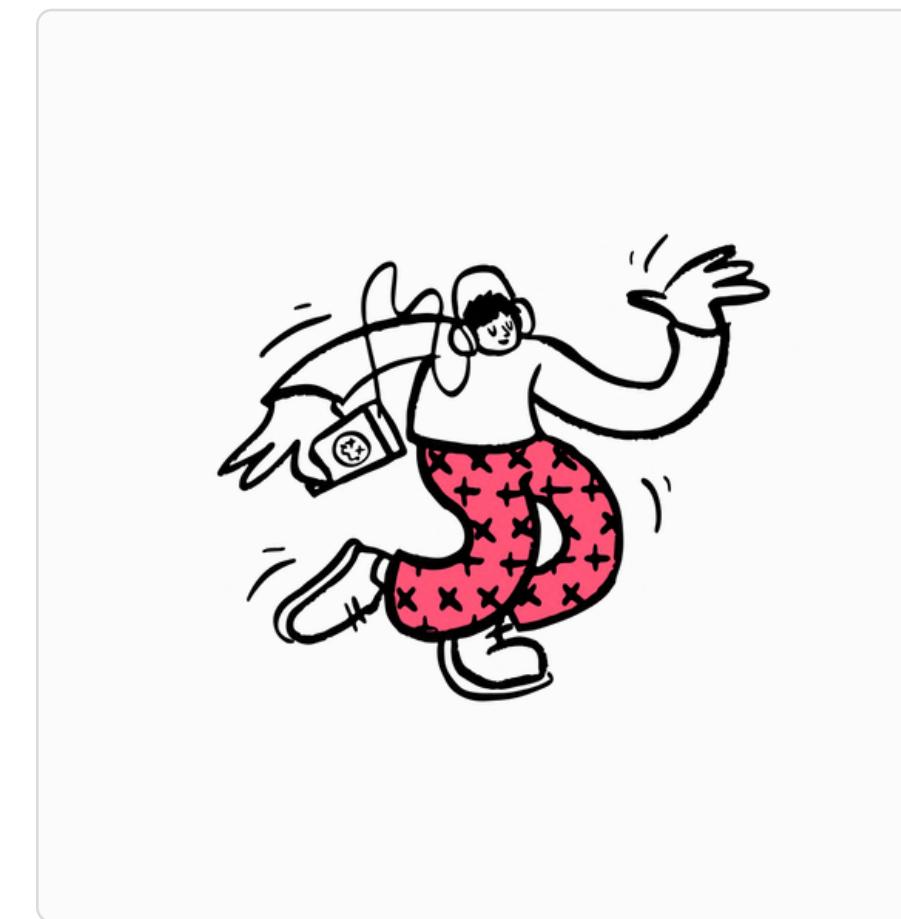
Chris

Business



Gary

Technology



Nathan

Research



Me!

Product

Next steps

# Where could we improve this experience?

