

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

Long onboarding leads to product loop

Assessment



NHS

Diagnosis

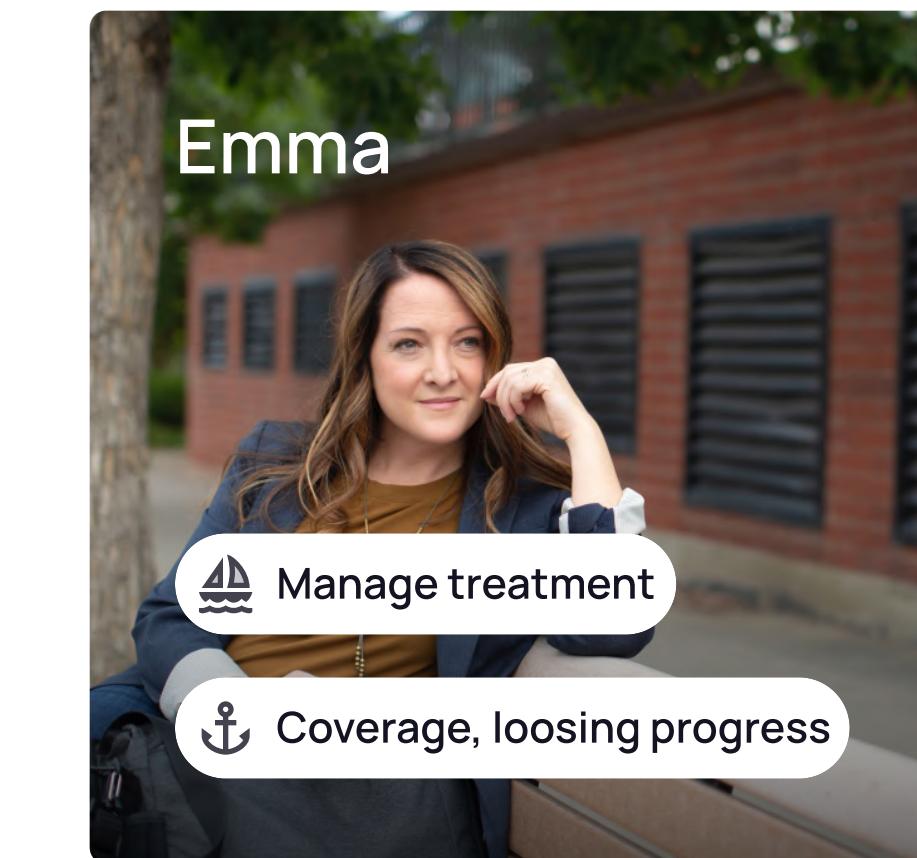
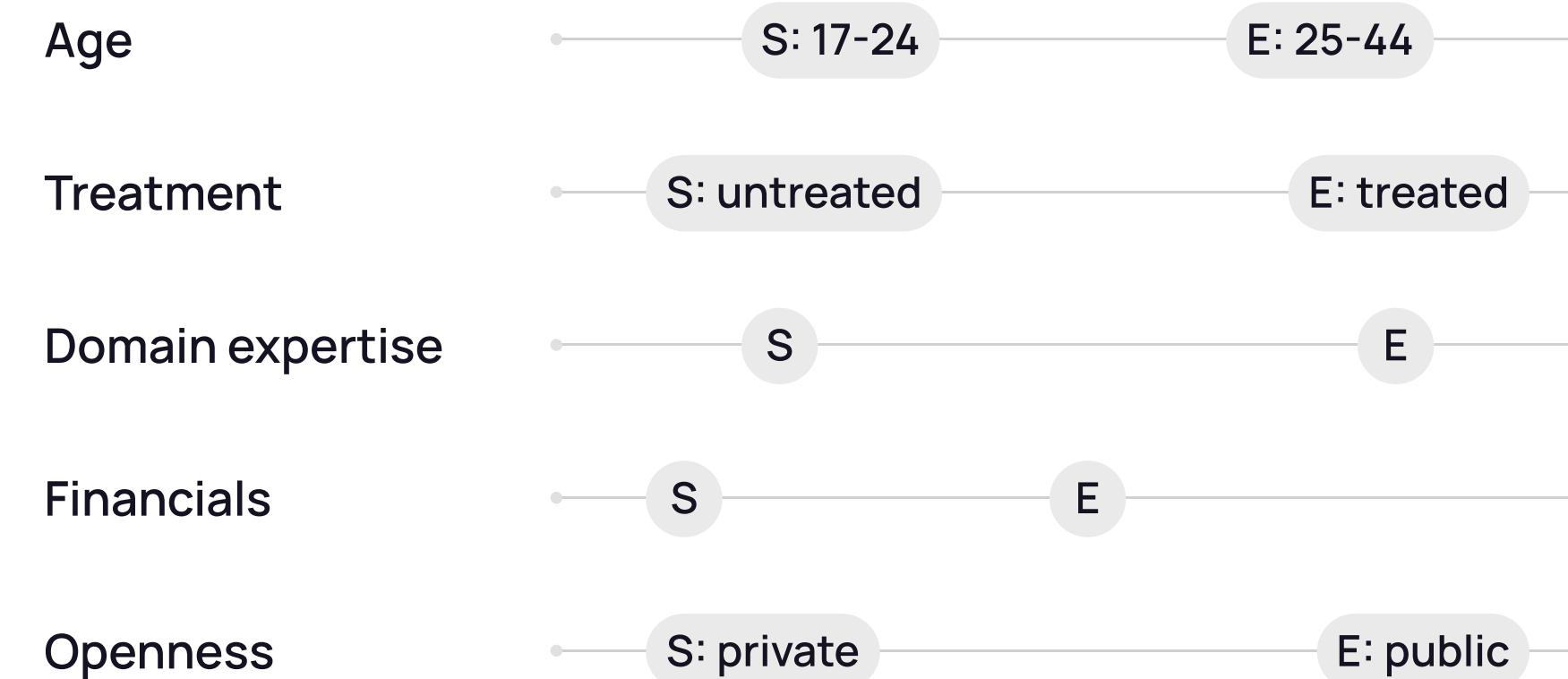
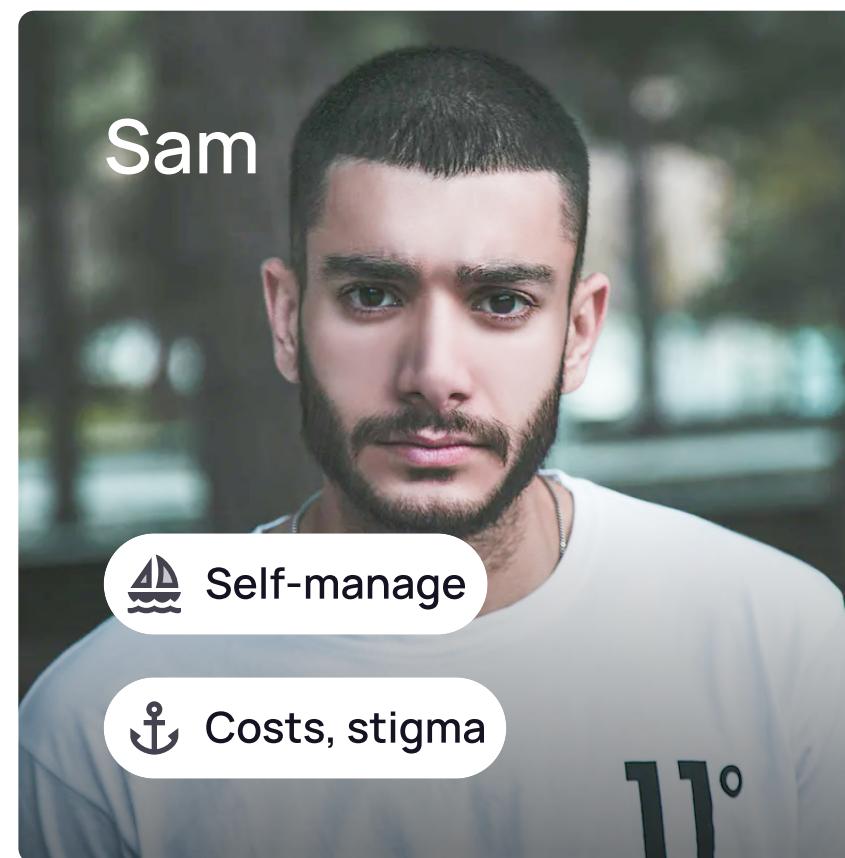


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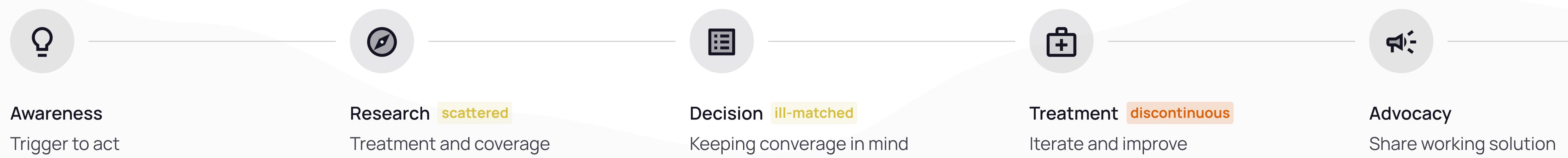


Research findings

Round 1 interviews: life with mental health

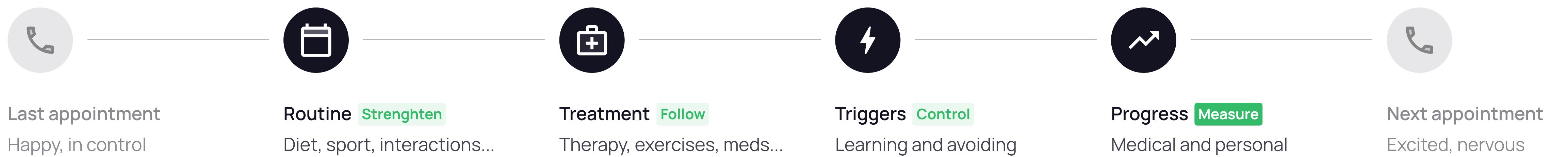


Journey



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



Product stickiness

Added MH exercises to mood tracking: LT + ST benefits

Journey stickiness

Used the Hooked/Flywheel Model

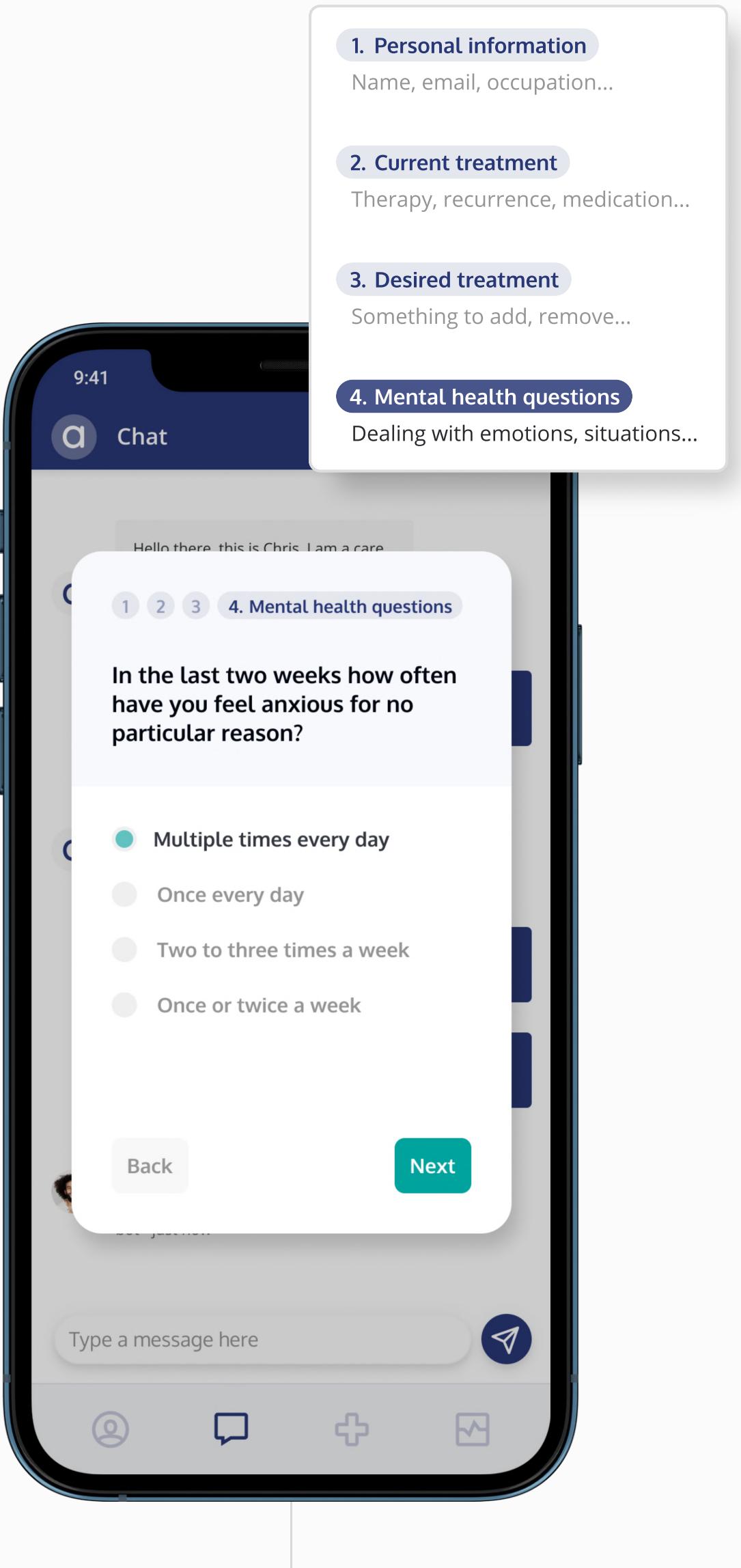
Phase 1

Objectives

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

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

09:41
Monday 21 June

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..."

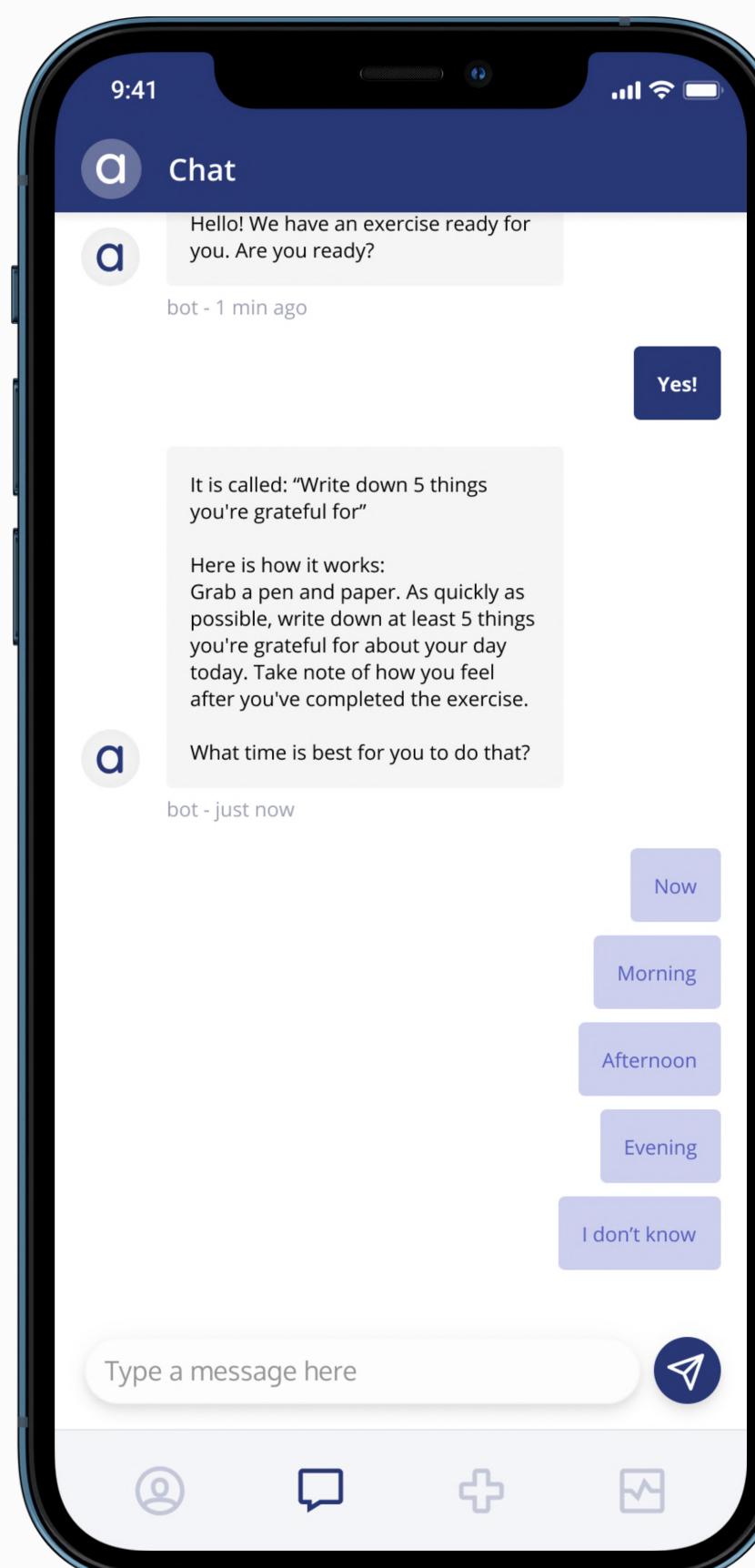
9 am
Aura
Today's exercise
Hello there! For today's exercise, we have chosen a couple of good ones for you. Do you know about "the 5 min br..."

1 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.

8 pm
Aura
How did today go?
Hello again, how did the exercise go today? If you want, let's track your mood...

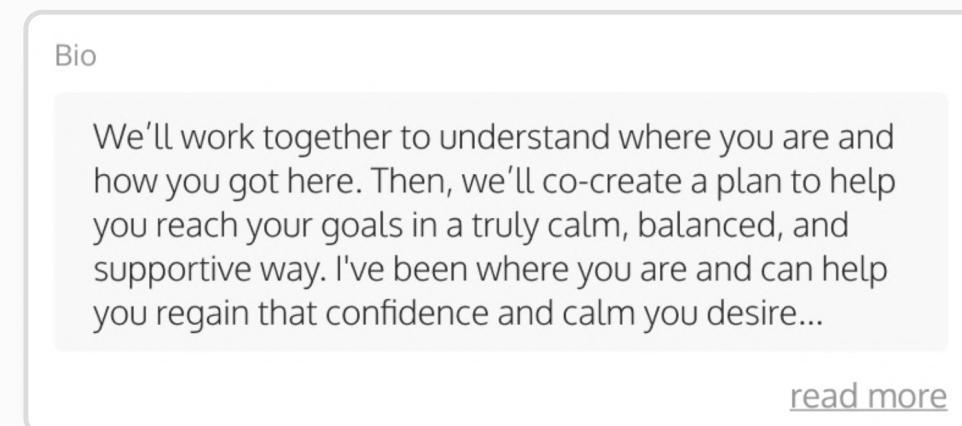
Exercises Action Reward

Exercise cannot be felt as a chore or reason to fail



Choosing MH Pros Action

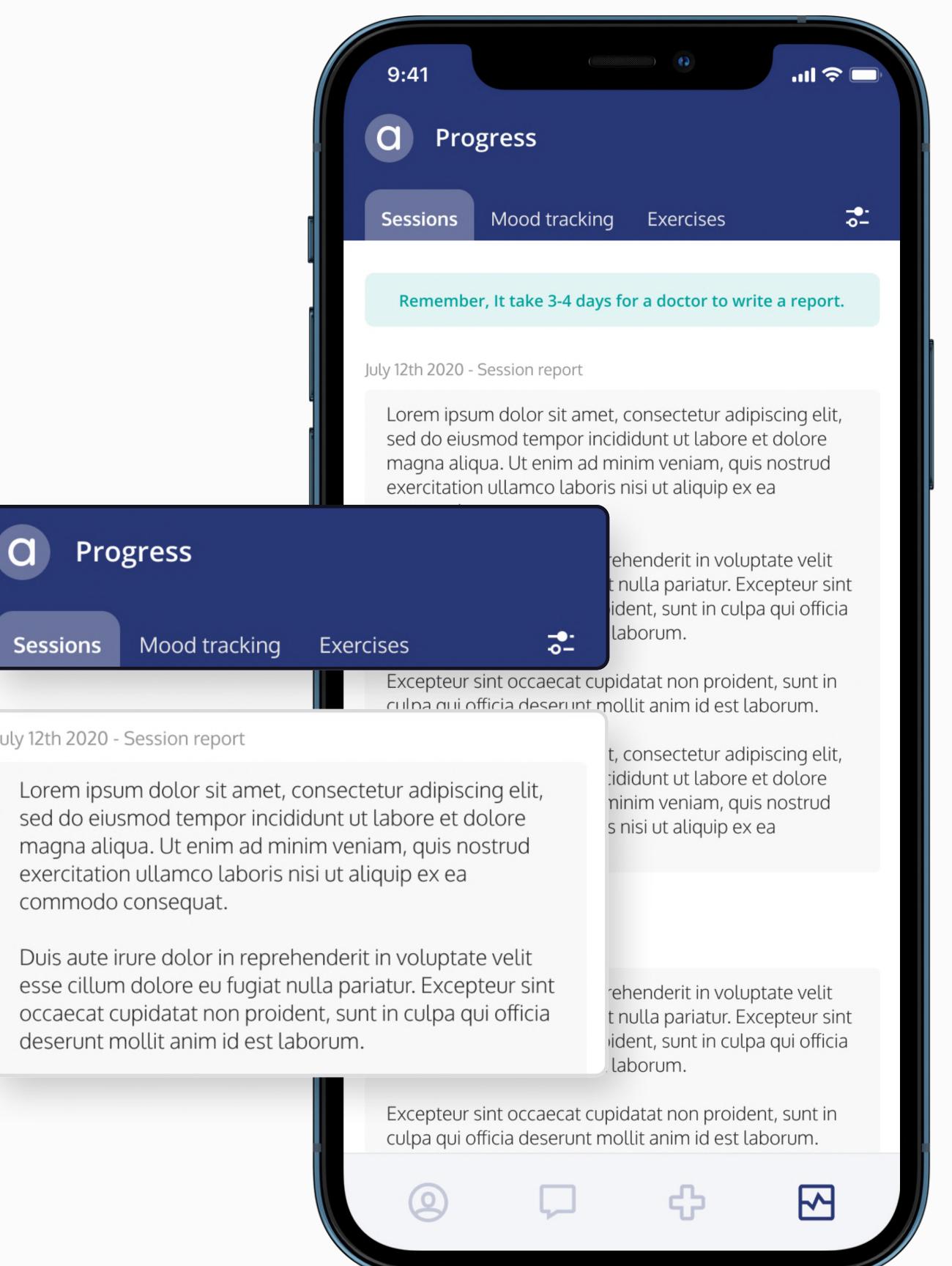
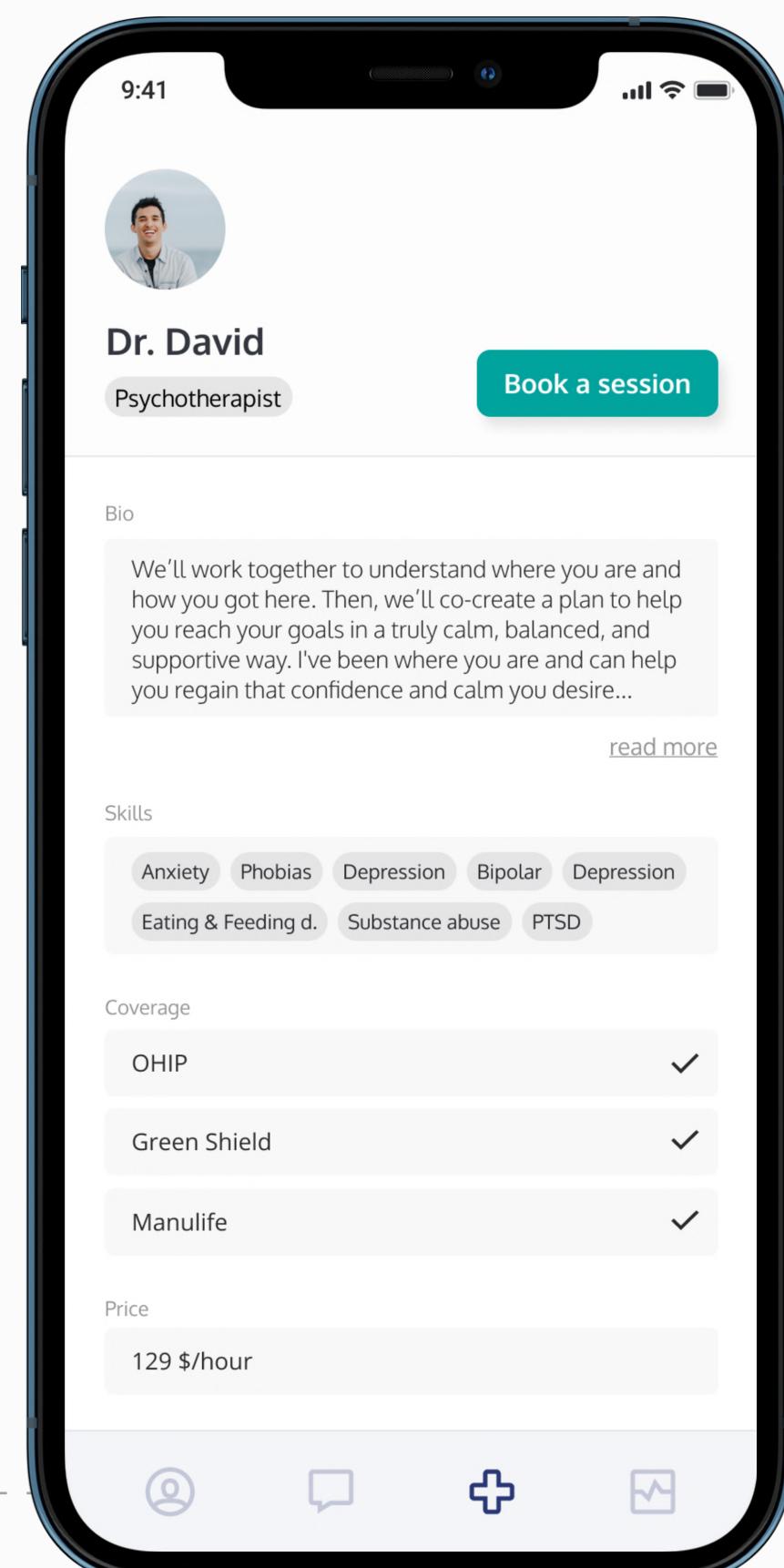
A bio is not enough to create a connection and reduce anxiety



Phase 1

2 weeks

Progress Reward Investment
They are tired of lengthy reports



Phase 2

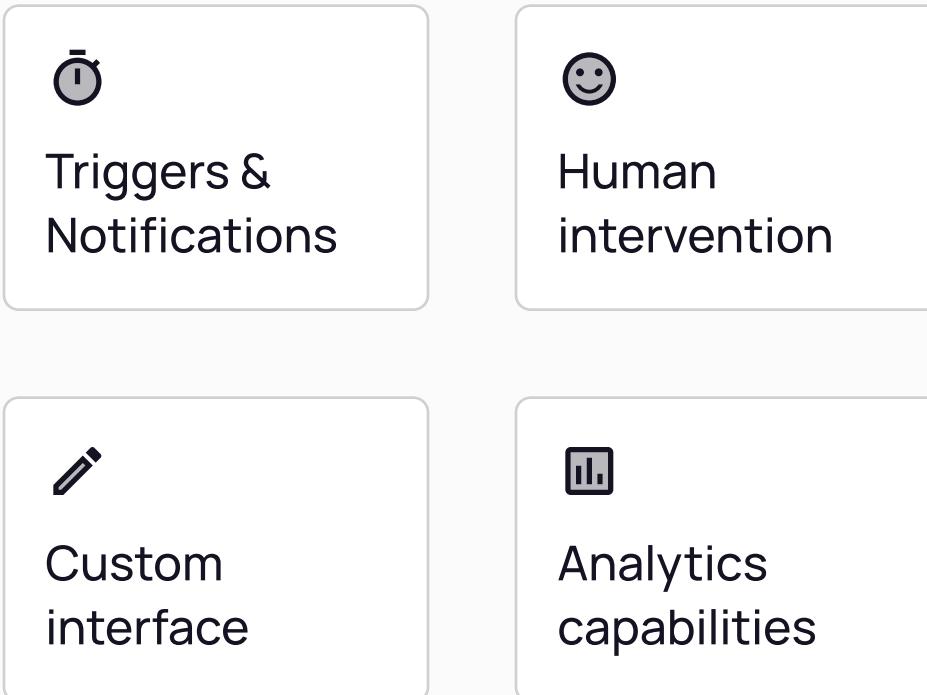
Objectives

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.

Requirements



Tech options

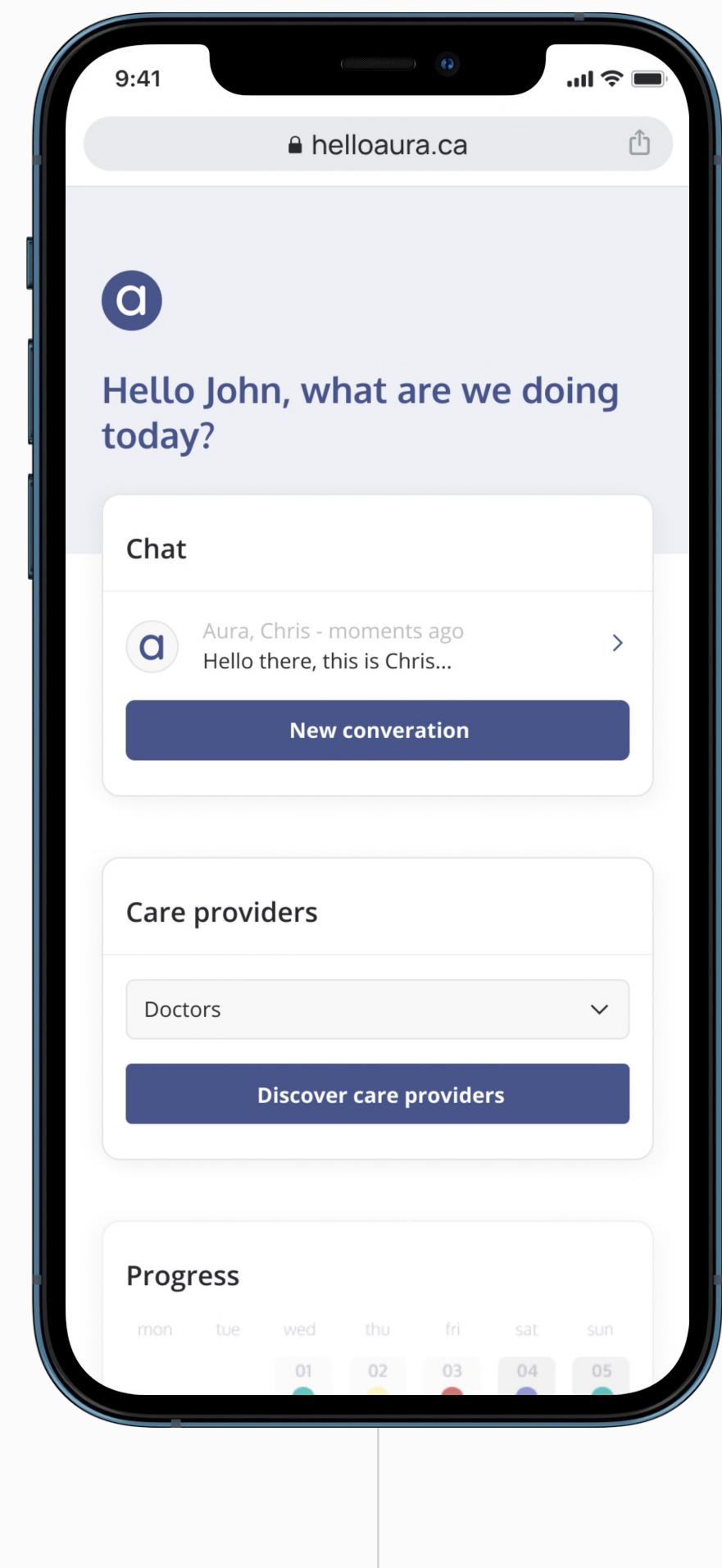
Bots



App



Support



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**
Skills: PTSD, Substance abuse **★★★★★**
- Dr. Ames** Vancouver **\$150/h**
Skills: Bipolar Disorder **★★★★★**
- Dr. Bloomberg** Montreal **\$175/h**
Skills: PTSD, Anxiety **★★★★★**

Dr. David
Psychotherapist

Book a session

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

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

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

Doctors

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

- Dr. Han** **\$119/h**
Skills: Phobias, Eating & Feeding d. **★★★★★**
- Dr. David** **\$129/h**
Skills: PTSD, Substance abuse **★★★★★**
- Dr. Ames** **\$150/h**
Skills: Bipolar Disorder **★★★★★**

Your doctor

Doctor • Ajax **Dr. David**

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

Schedule appointment

Phase 2

3 weeks

Upgrade needed

Type of card
Select a type

Name on card

Card number

Date

CCV

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.

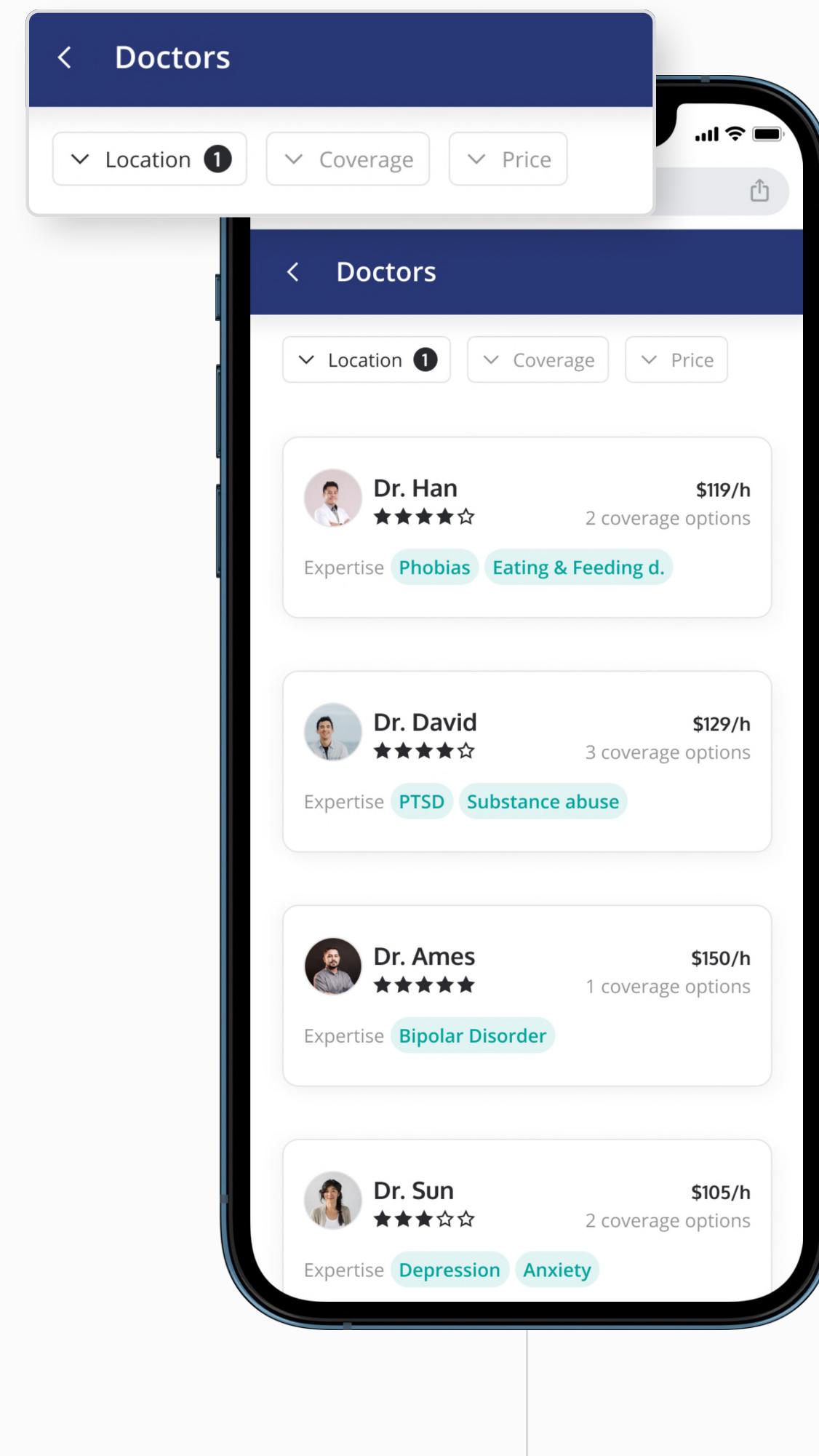
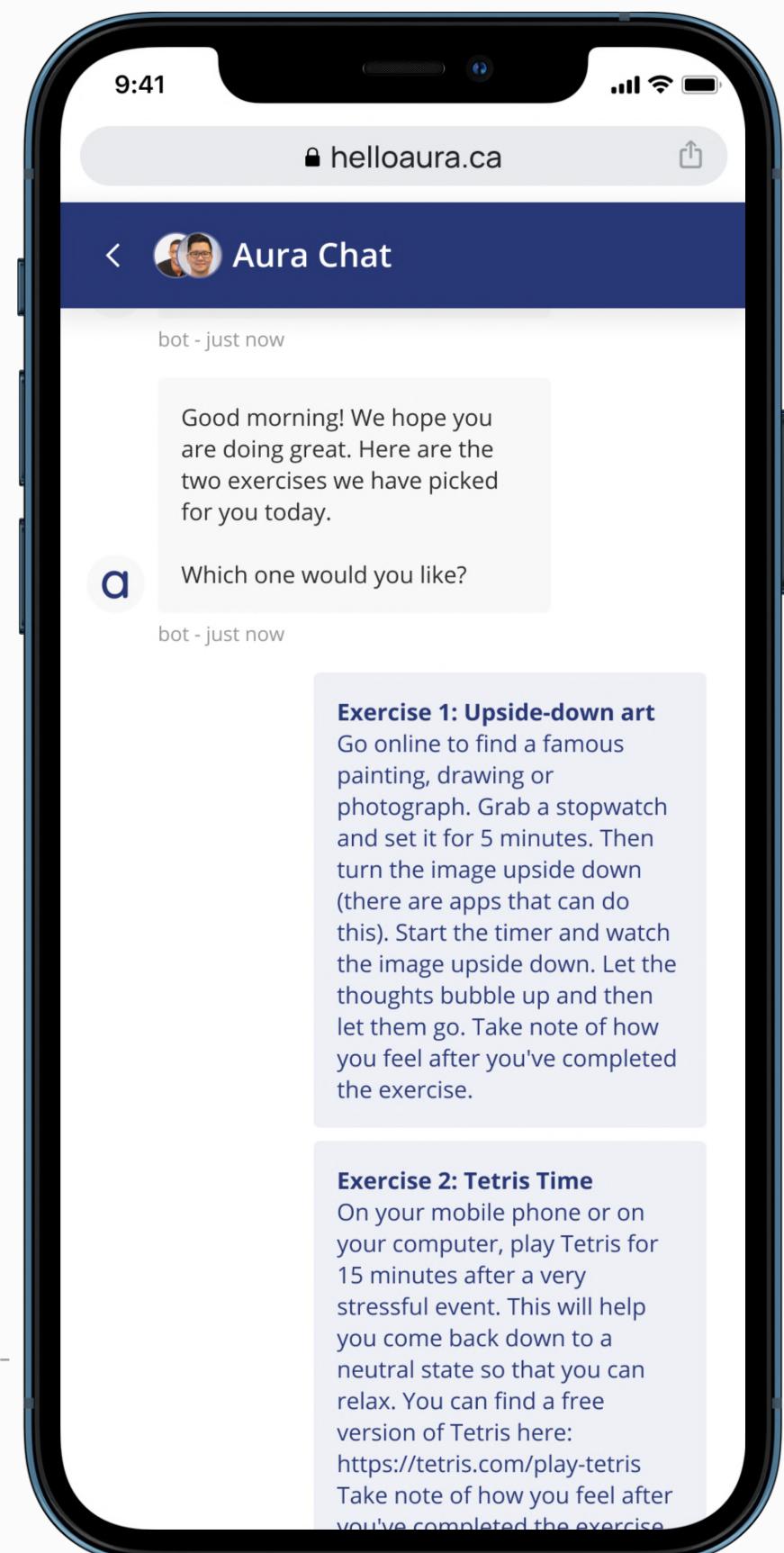
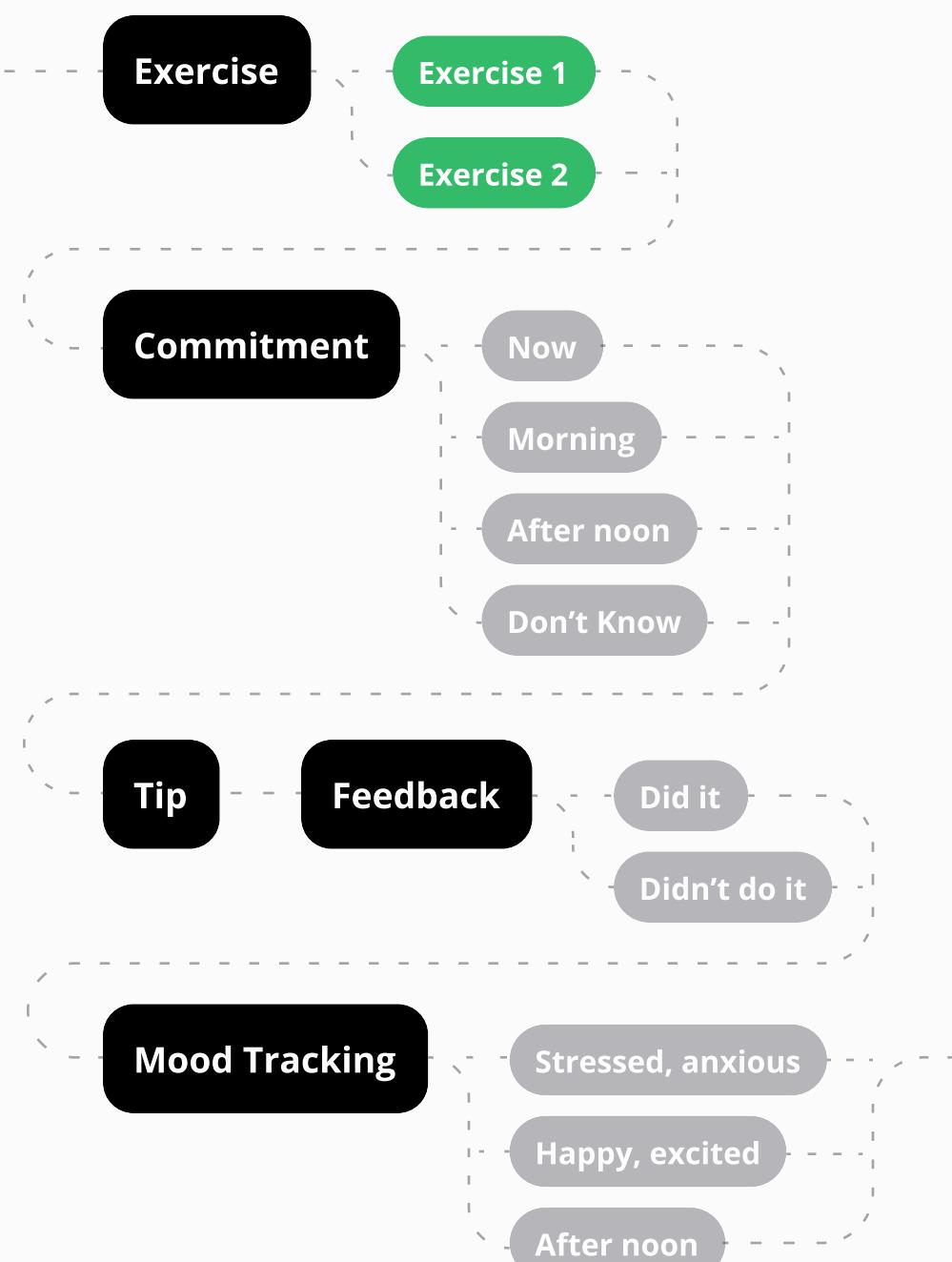
Talk to a care coordinator

Phase 2

3 weeks

Guiding user behavior

Reduced the feeling of constraint
with exercise choices

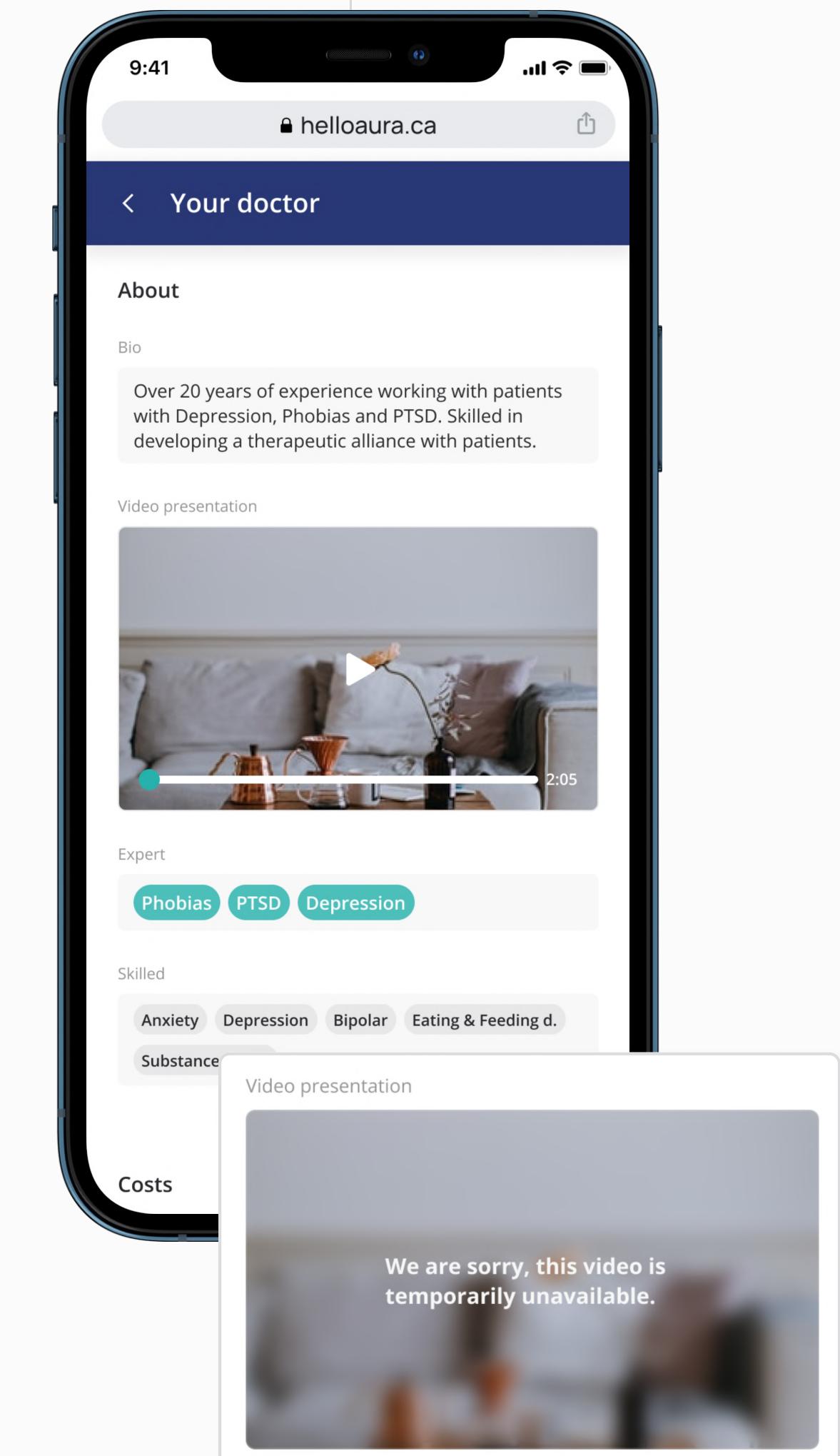


Filters

Made discovery easier with basic filtering

Increasing trust

Introduced doctors more mindfully



Results

Final Journey

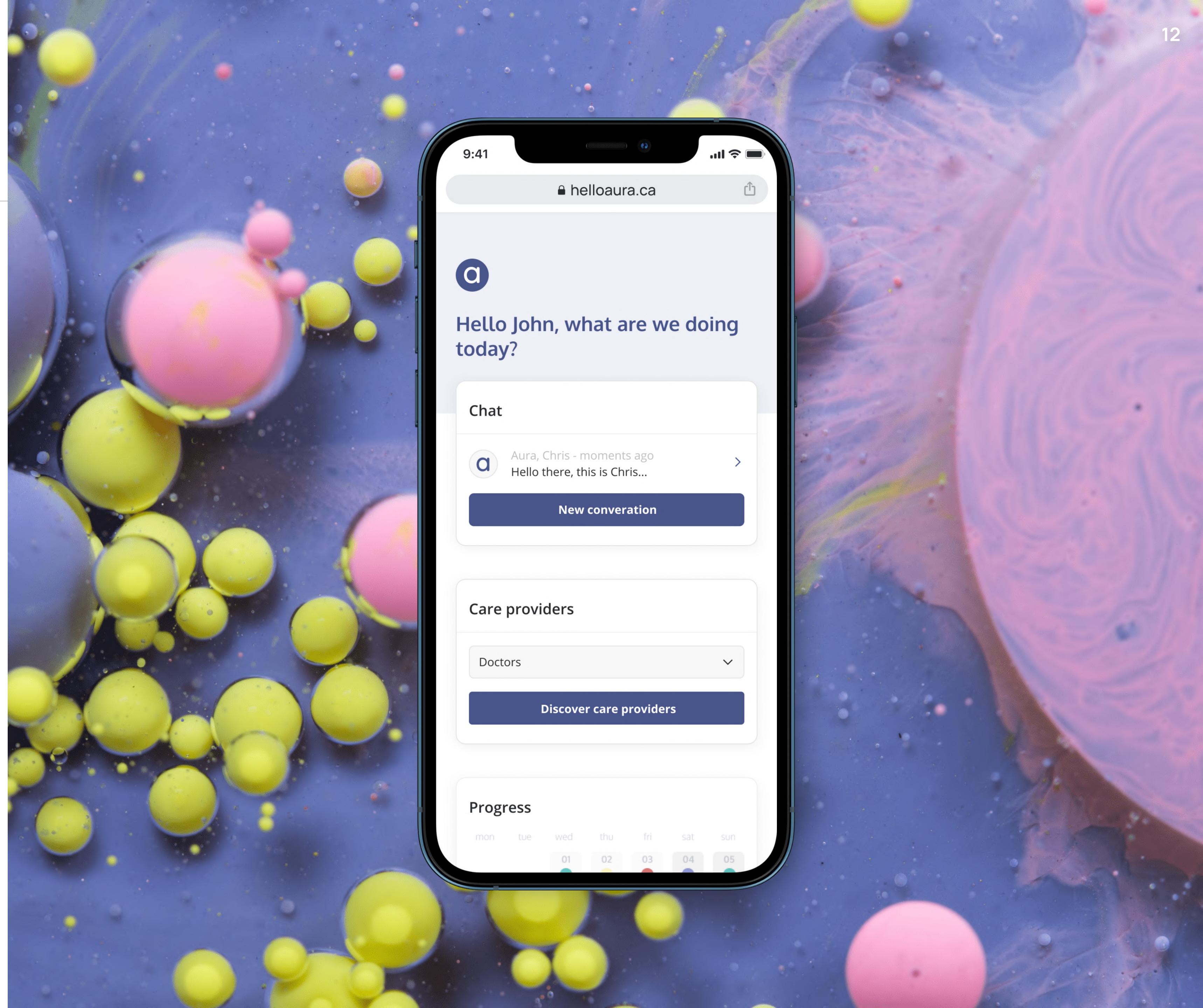
1. Assessed MH to get best exercises
2. Our bot sent exercises and tips daily
3. Find professional help
4. Track mood & progress

Data

Initial lead	56	Active 4/7-days	3
Signup	12	Browse providers	2
Finish assessment	6	Fill CC info	0

Feedback

- 😊 Coaching aspect
- 😢 Progress should be free



Learnings

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

Product: Introduction to stickyness and behavioral design

Thank you

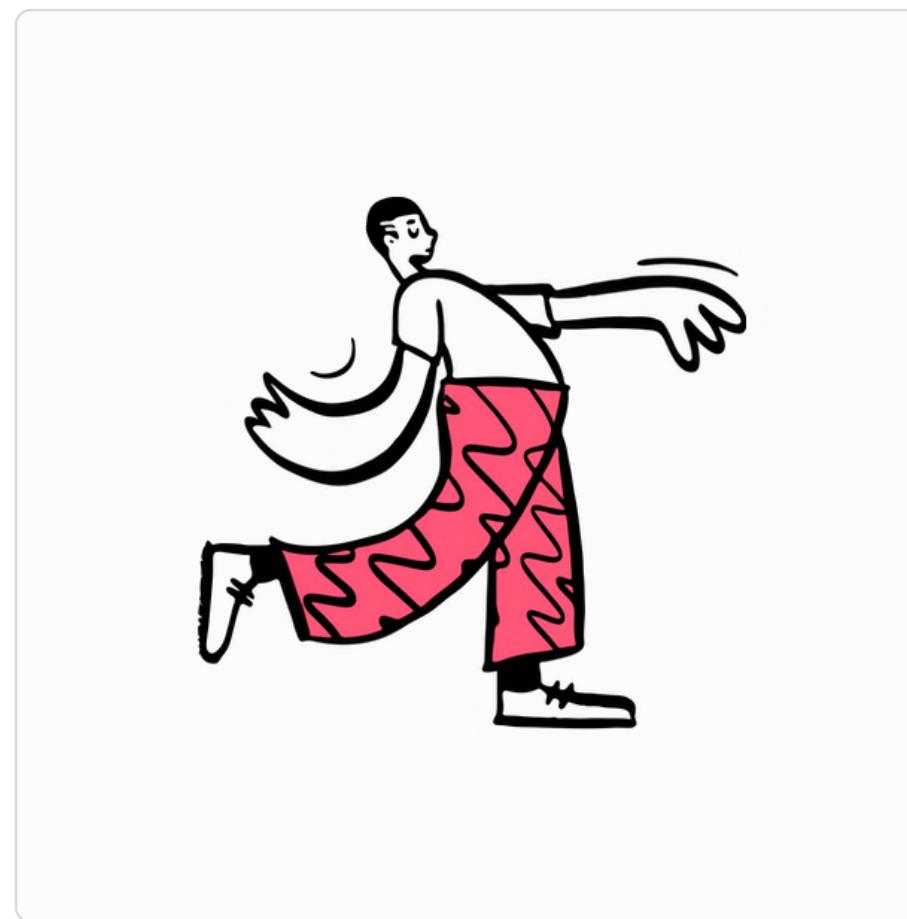
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Appenix

Team and Next steps

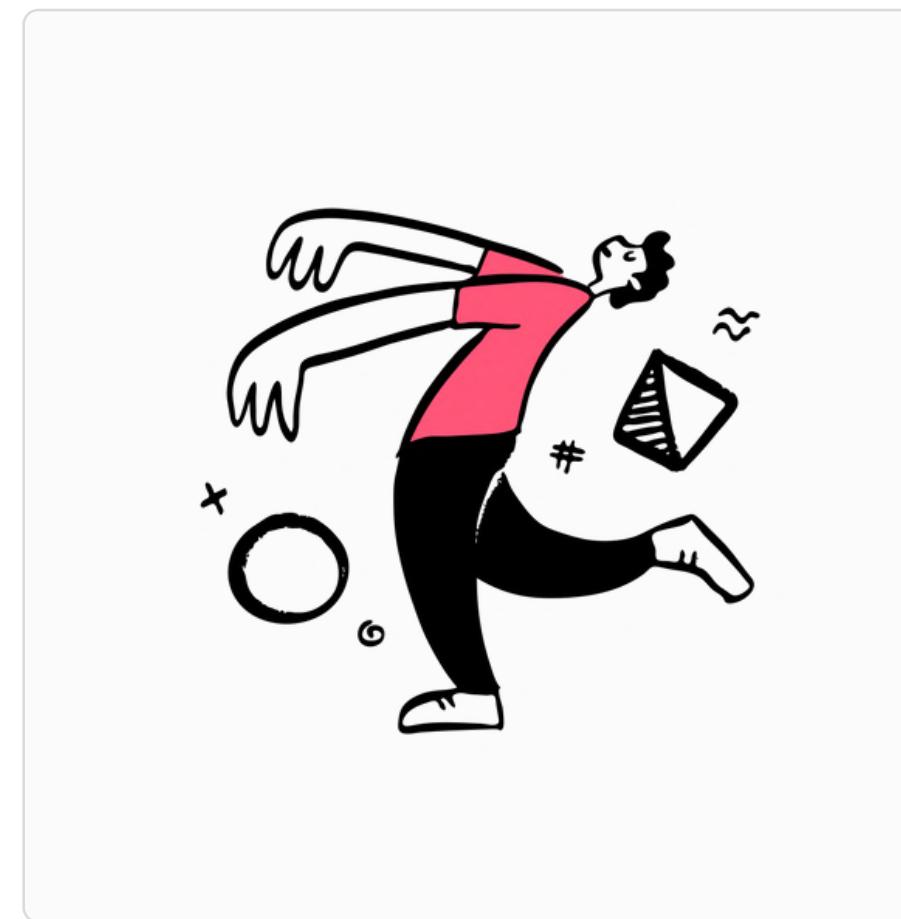
Team

Who did I work with?



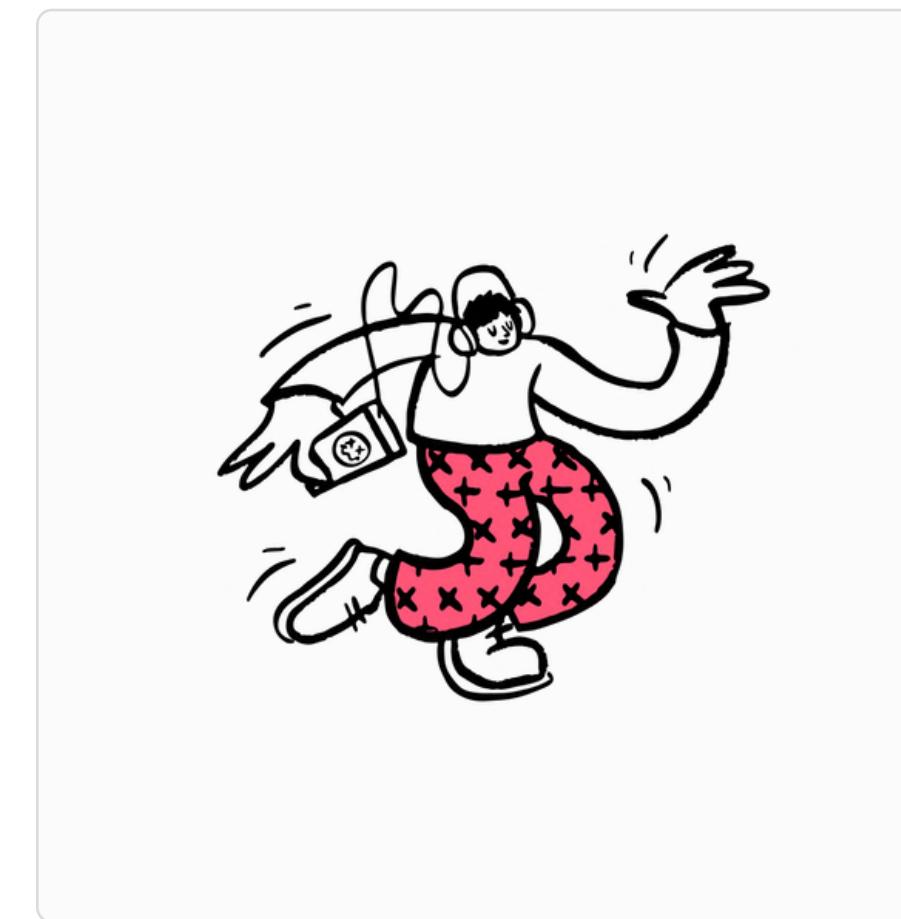
Chris

Business



Gary

Technology



Nathan

Research



Me!

Product

Next steps

Where could we improve this experience?

