

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

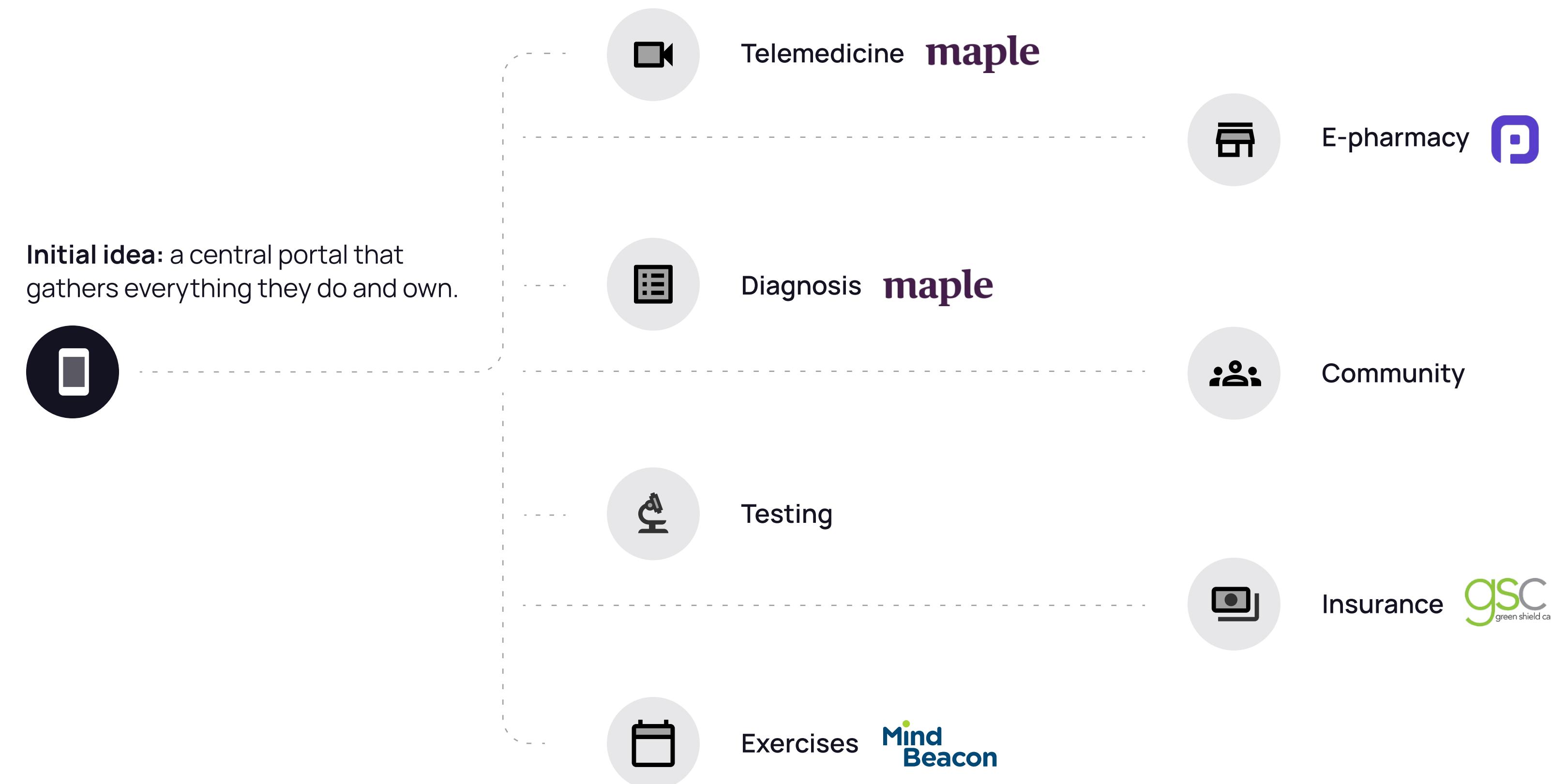
Mandate

- Method: Lean Analytics
- Timeline: 6 weeks
- Deliverable: Find a problem, validate it with a POC



Client empathy

Understanding the existing work



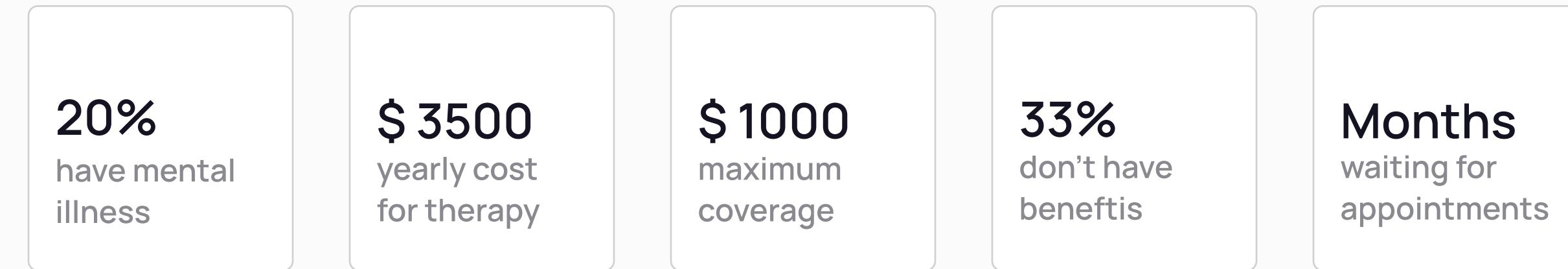
Research plan
3 weeks to find a problem worth solving



Secondary and competition research

Research findings

Imperfect public healthcare



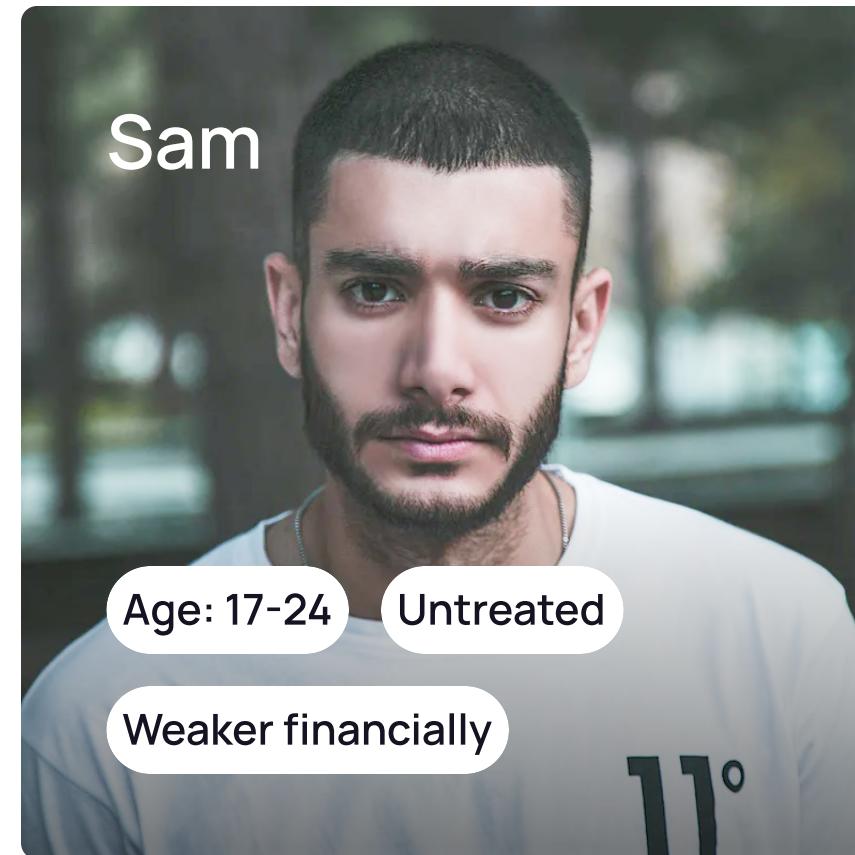
Companies fill the gaps

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



Research findings

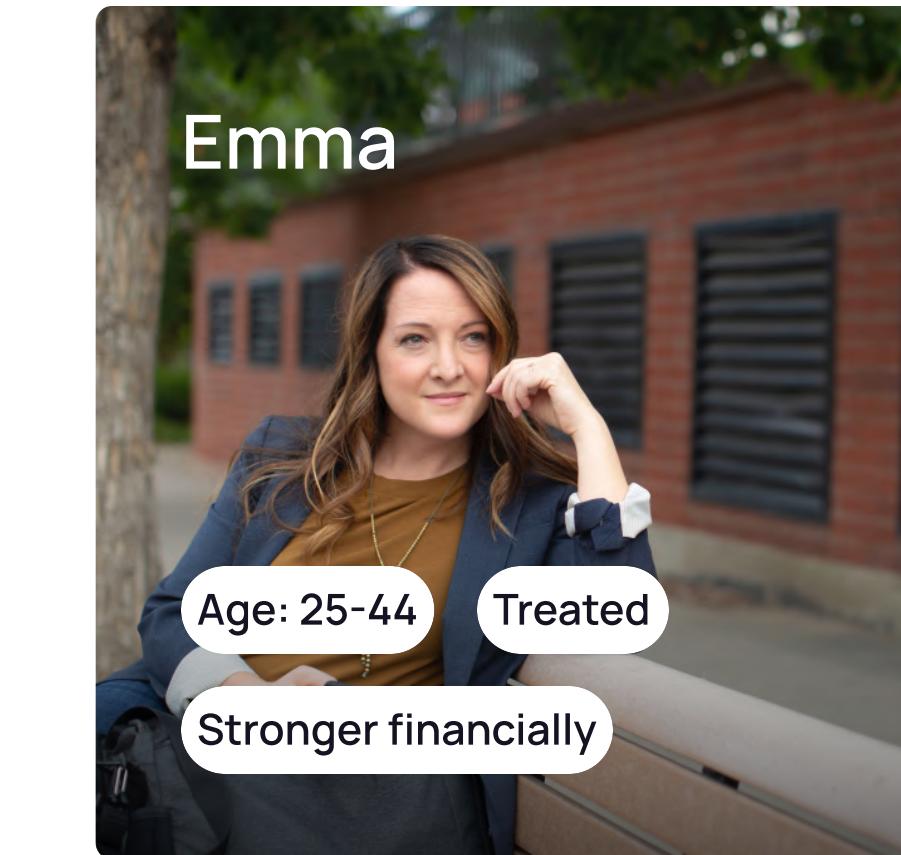
Round 1 interviews: life with mental health



Explore options,
self-manage
mental health



Mental health
costs, stigma of
seeking solution



Handle mental
health between
appointments



Mental health
costs, coverage
options

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

“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

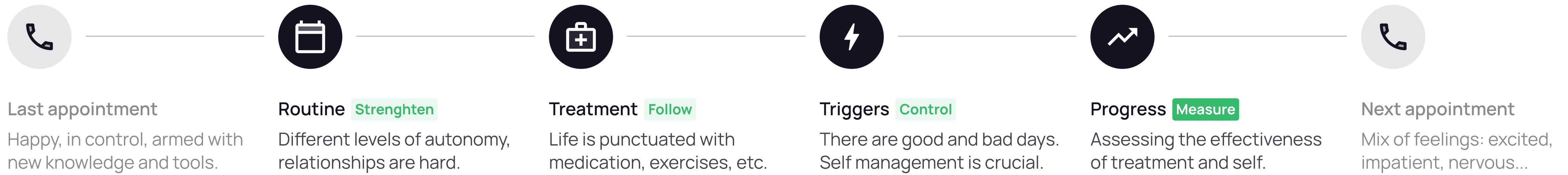


Advocacy

Sharing working
solution

Research findings

Round 2 interviews: life between appointments



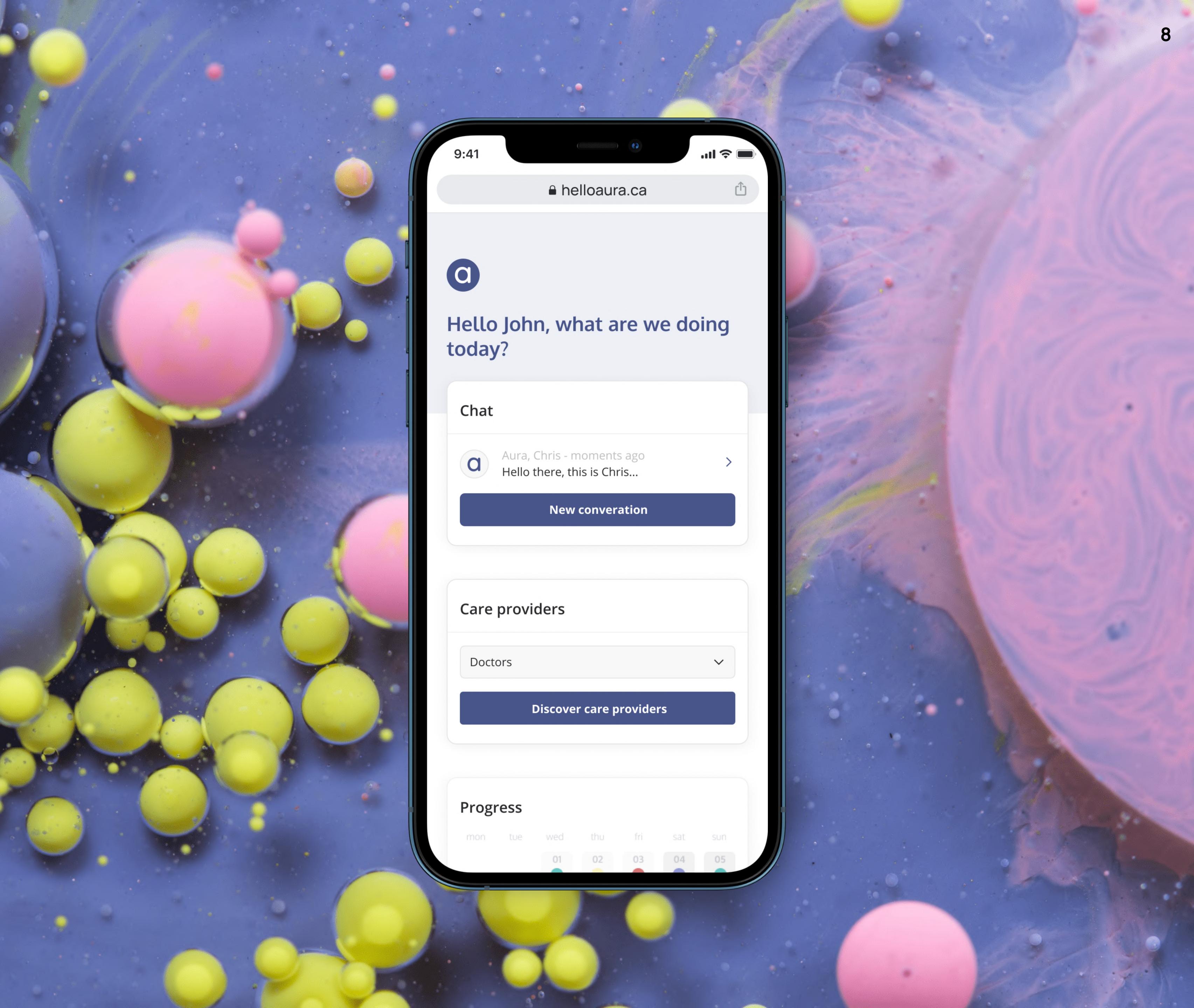
How might we create a **feeling of support and progress** during the treatment journey between appointments?

Solution

Mental health exercises between your appointments

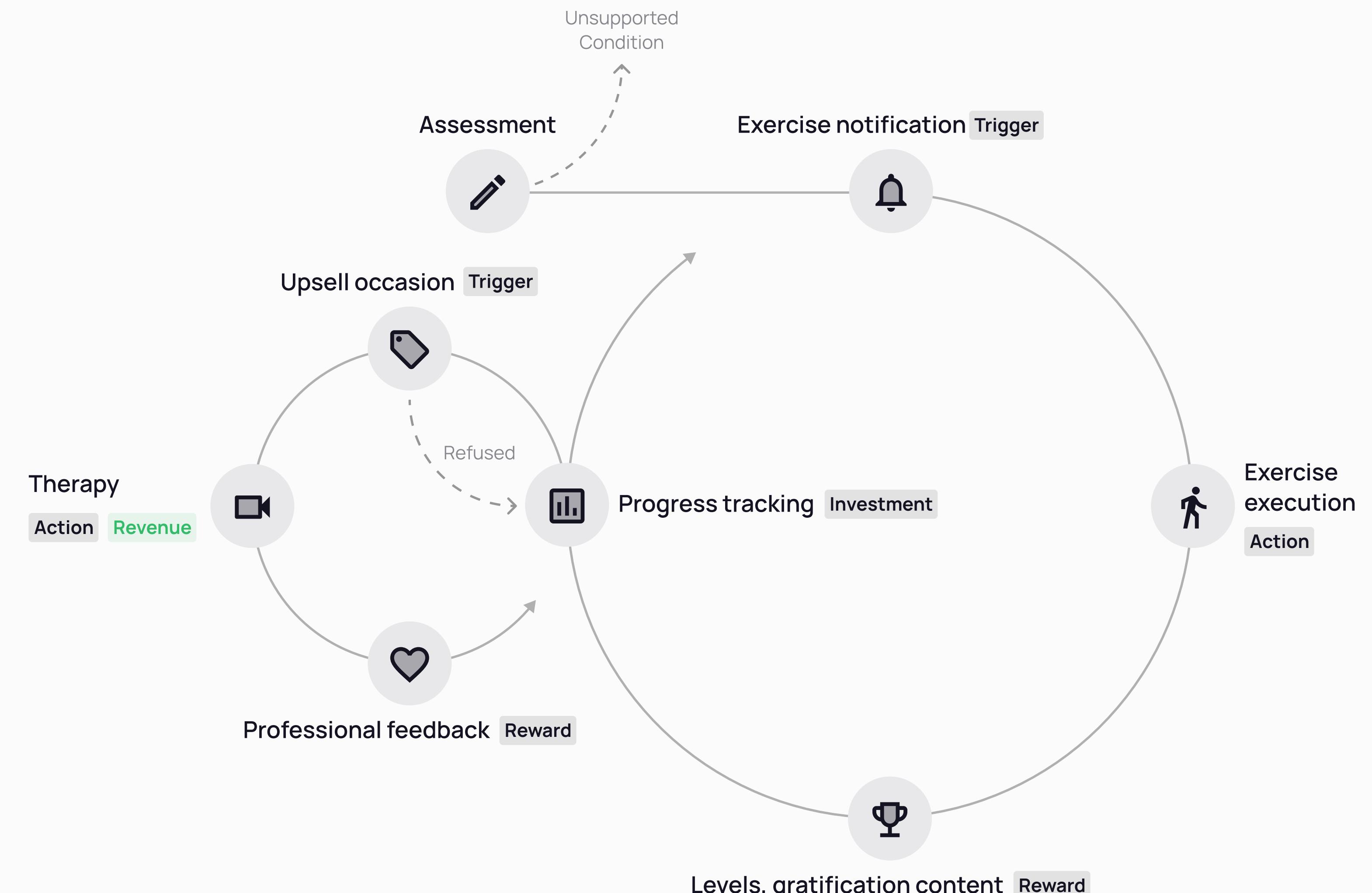
Journey

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

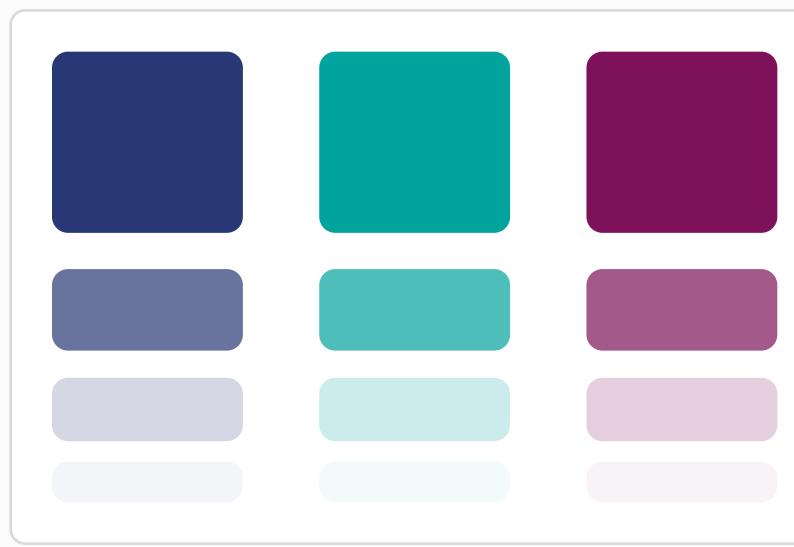
Get feedback on the 8 steps. Improve the product before moving to the building phase.

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 outlined with sharp ends: professionalism without rigidity

Typography

Readable sans-serif, playfulness and 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.

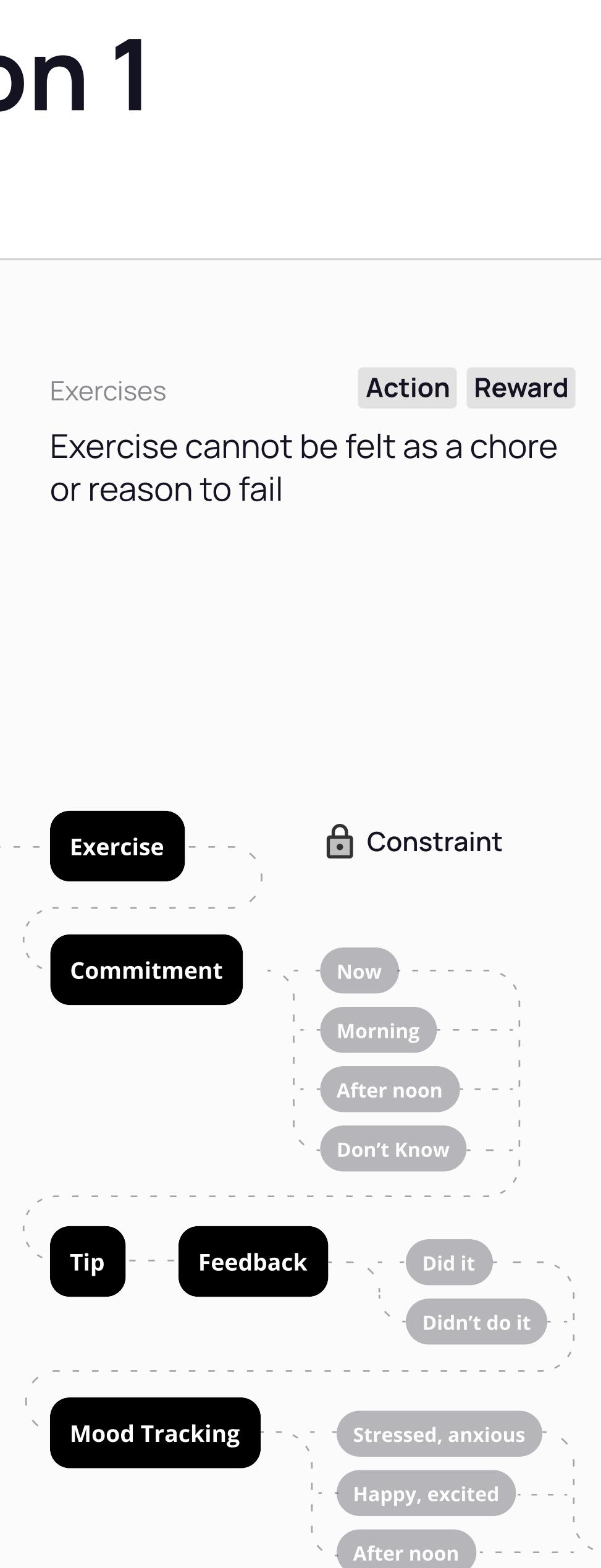
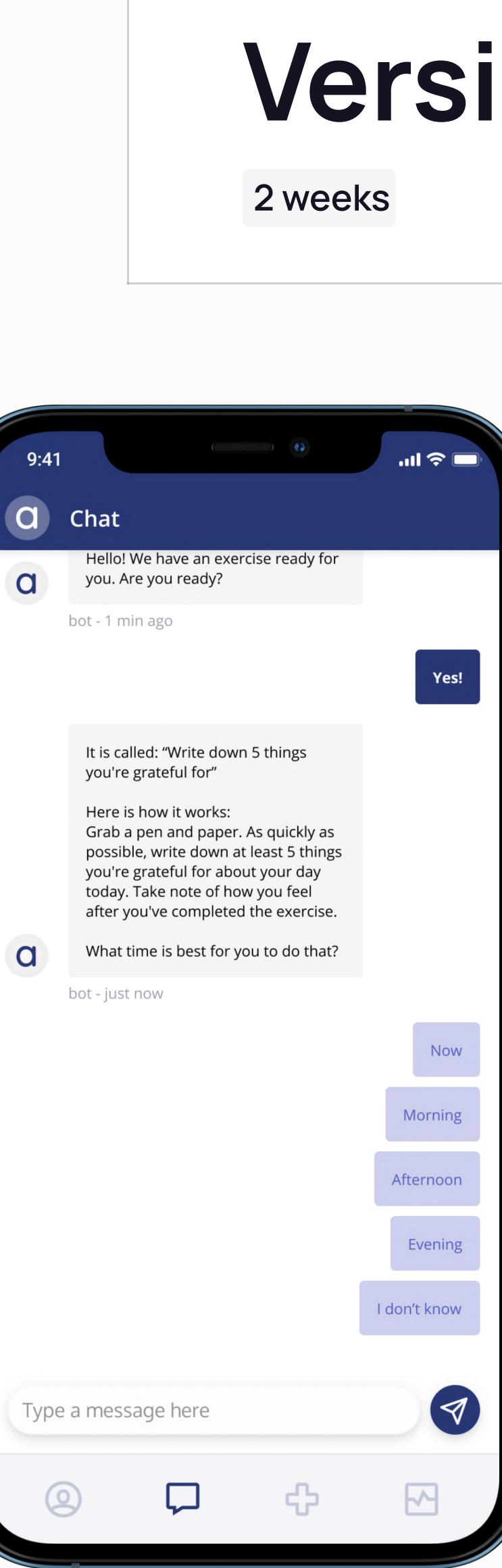
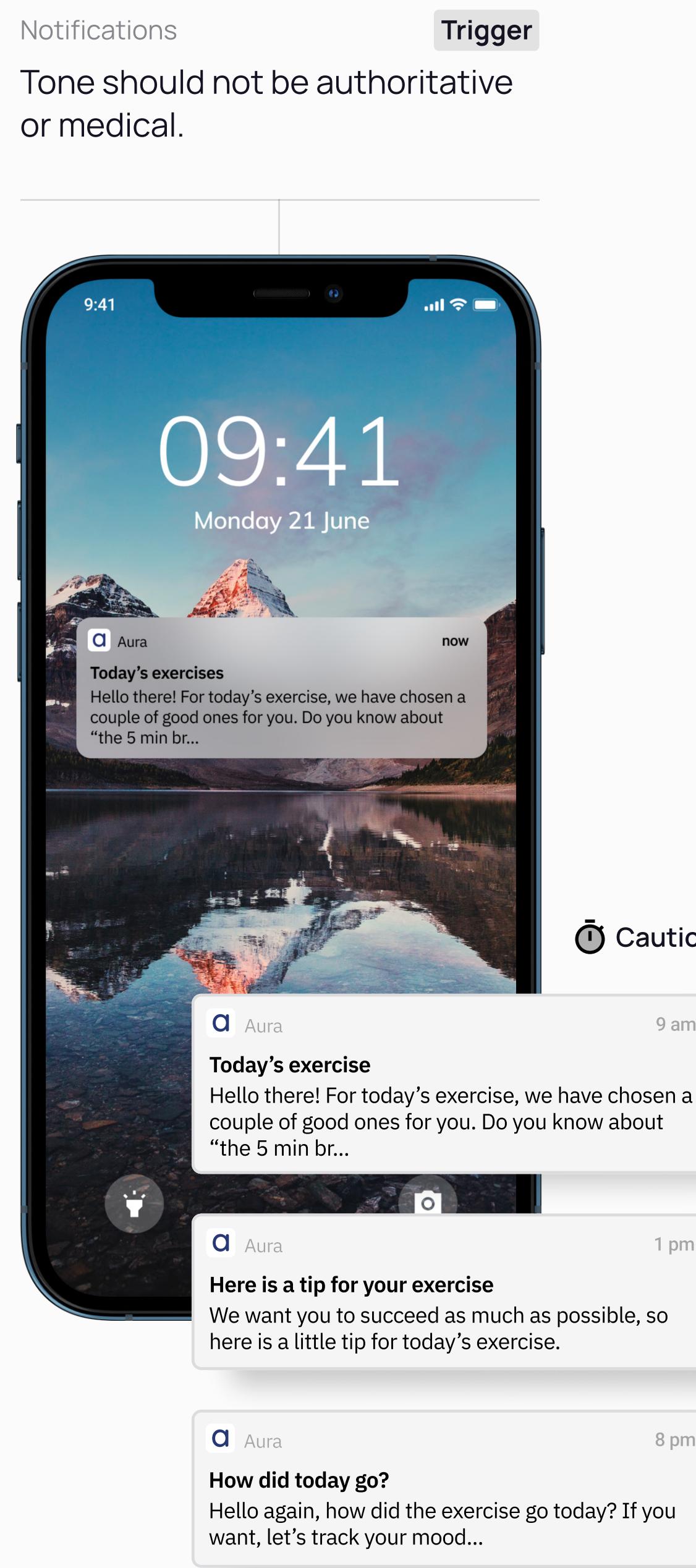
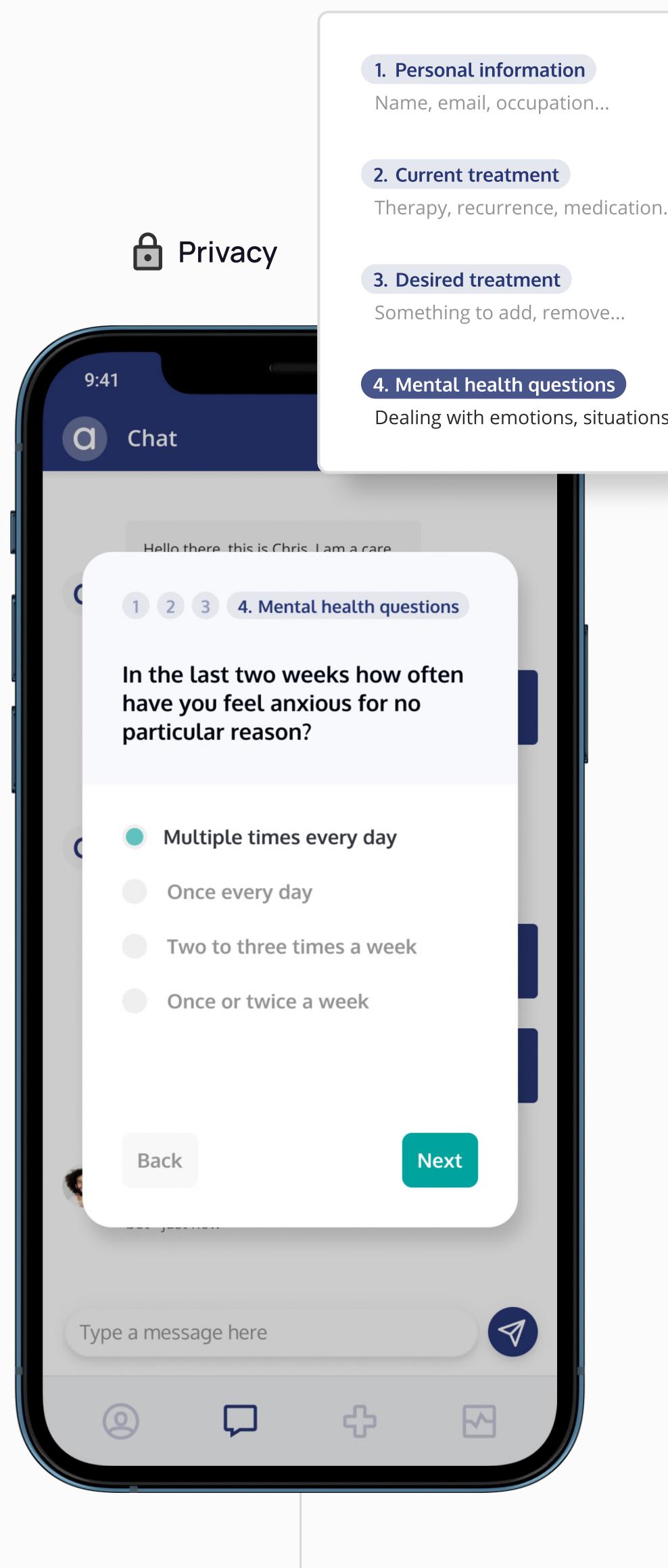
The Basics section shows a navigation bar with time (9:41), signal strength, battery, and a blue 'Chat' button. Below it is a 'Book a session' button and a message from 'Aura' about today's exercise.

The Conversational section shows a message from 'bot - 6 min ago' asking 'How was your mood today?' with options 'Stressed, anxious' and 'Happy, excited'. A response from 'Chris' says 'Hello there, this is Chris, I am a care coordinator here at Aura. How can I help you?'.

The Product specific section shows a profile for 'Dr. David' (Psychotherapist) with a 'Book a session' button. It includes tabs for 'Sessions', 'Mood tracking', 'Exercises', and coverage information for 'OHIP' and 'Green Shield'.

UI Kit

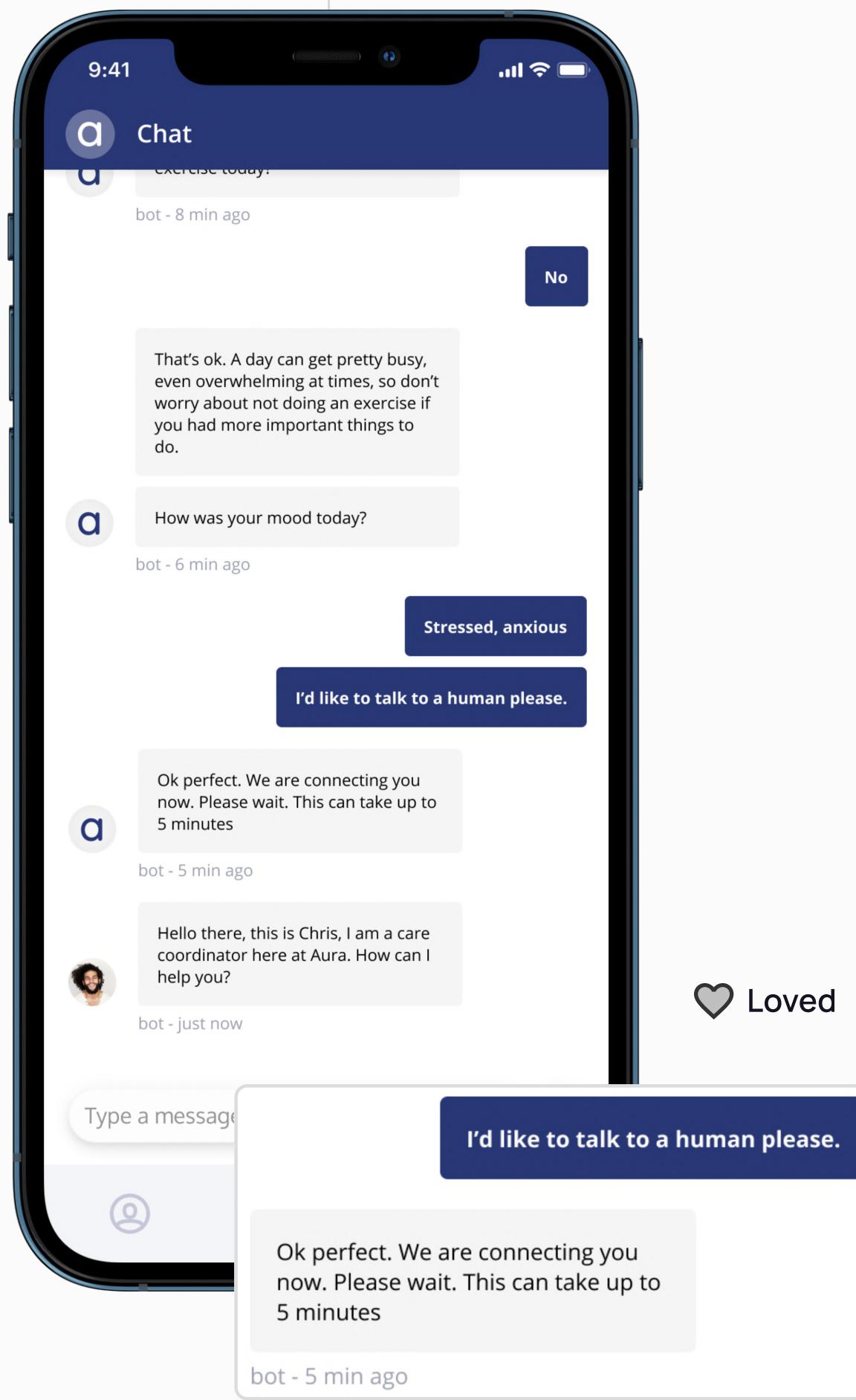
Inspired by Material resources & Atomic principles



Conversion

Trigger

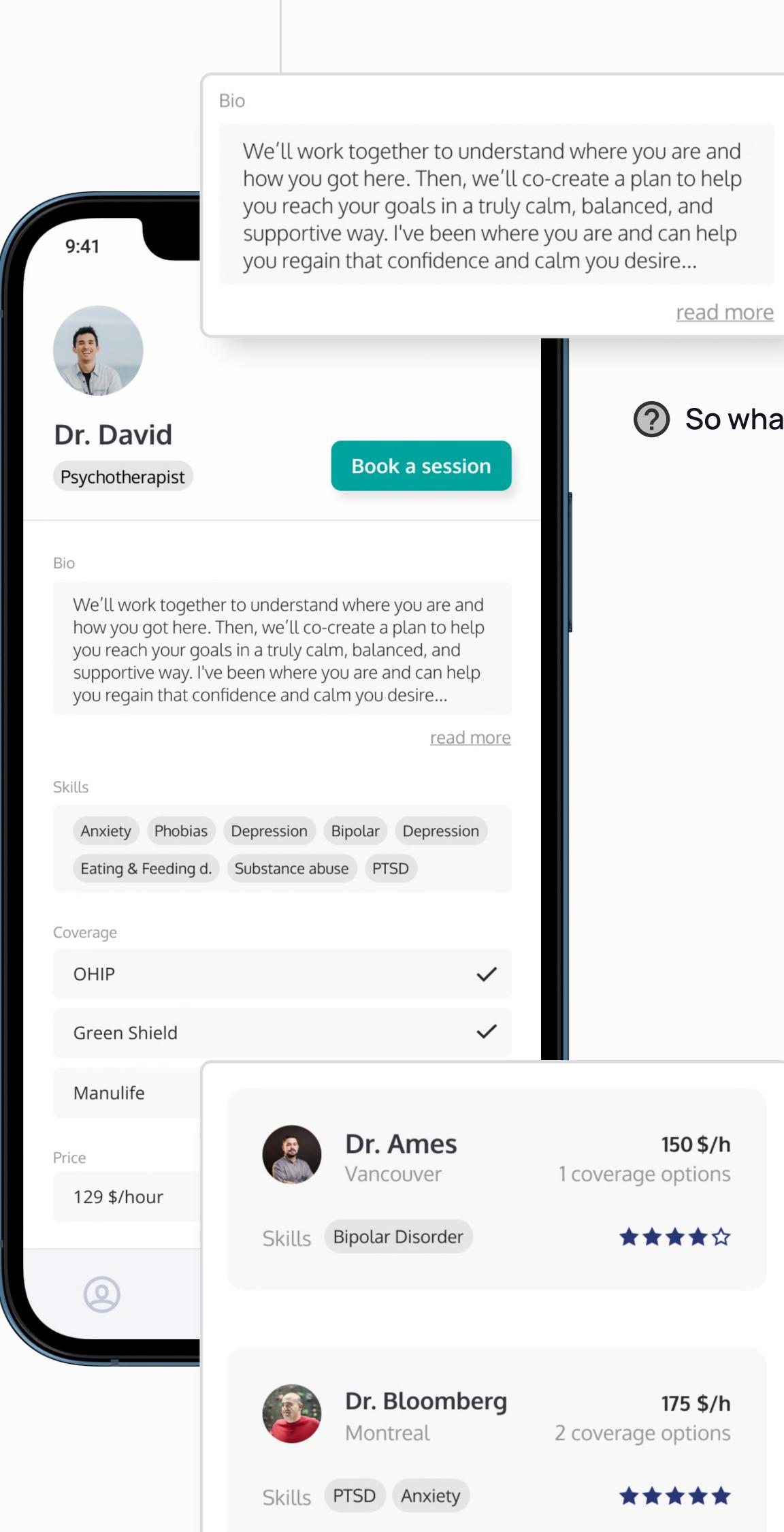
Patient triggers are unknown, a human must be available



Therapy

Action

Bio is not enough to create a connection, reduce anxiety



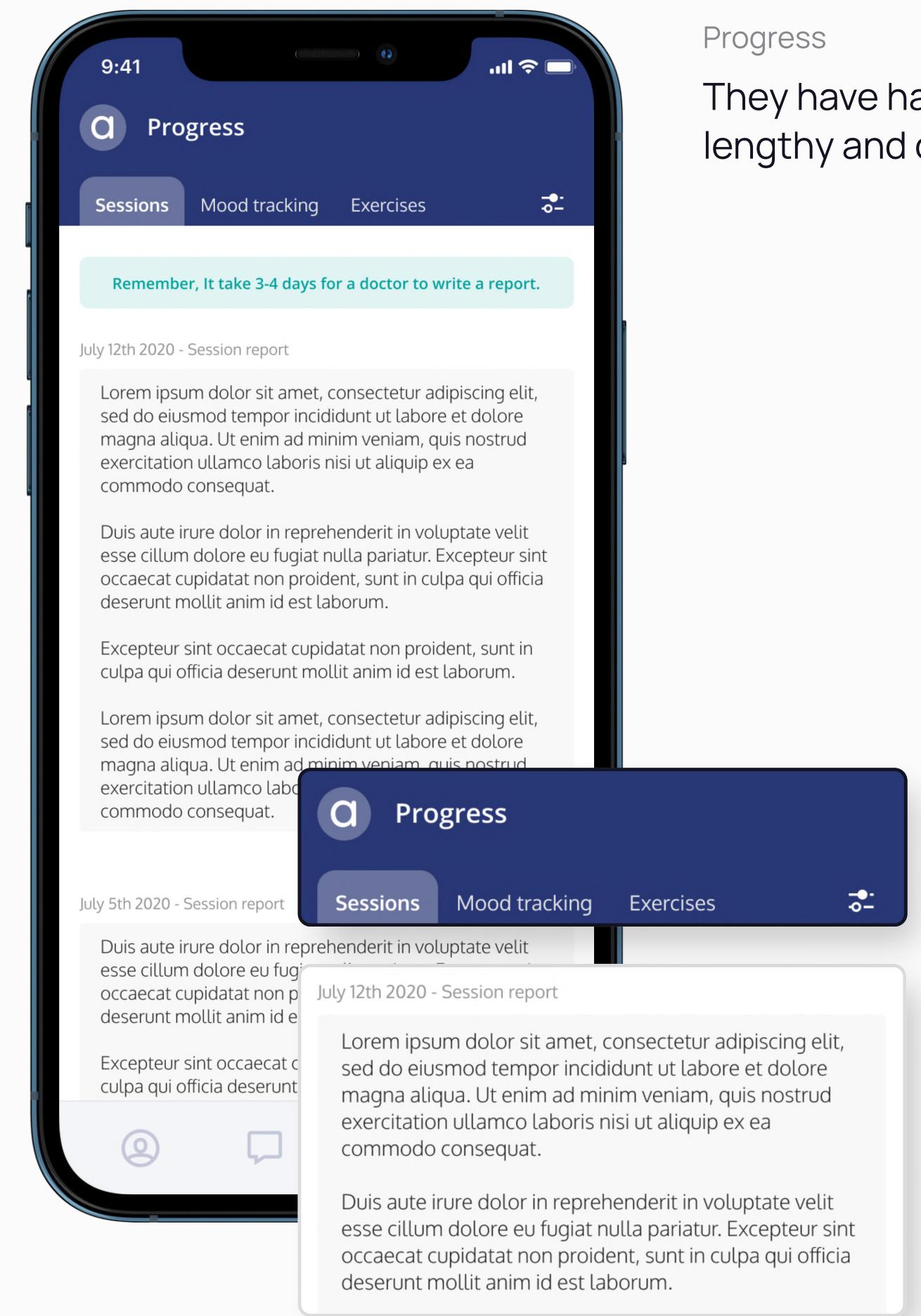
Version 1

2 weeks

Progress

Investment

They have had enough of the lengthy and complex reports

**Yes****No**

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

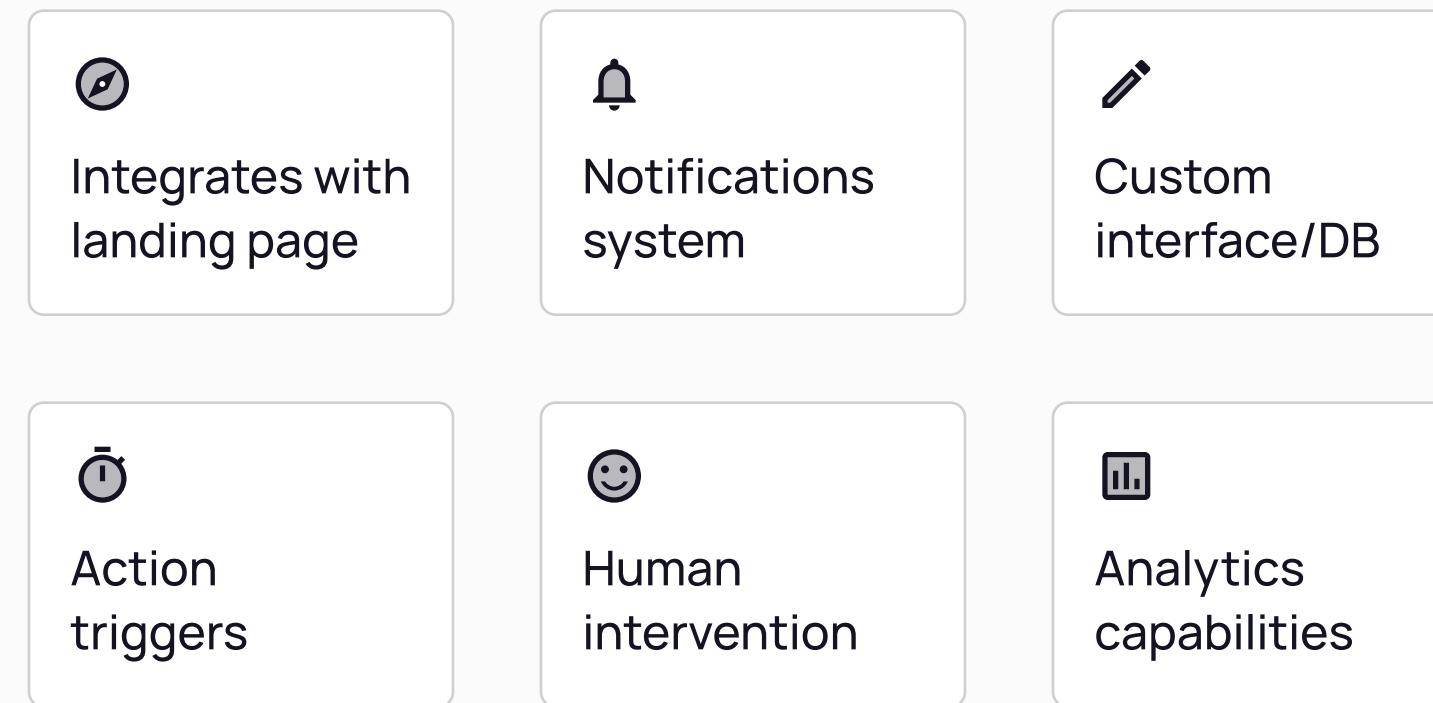
Results

- 😊 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		

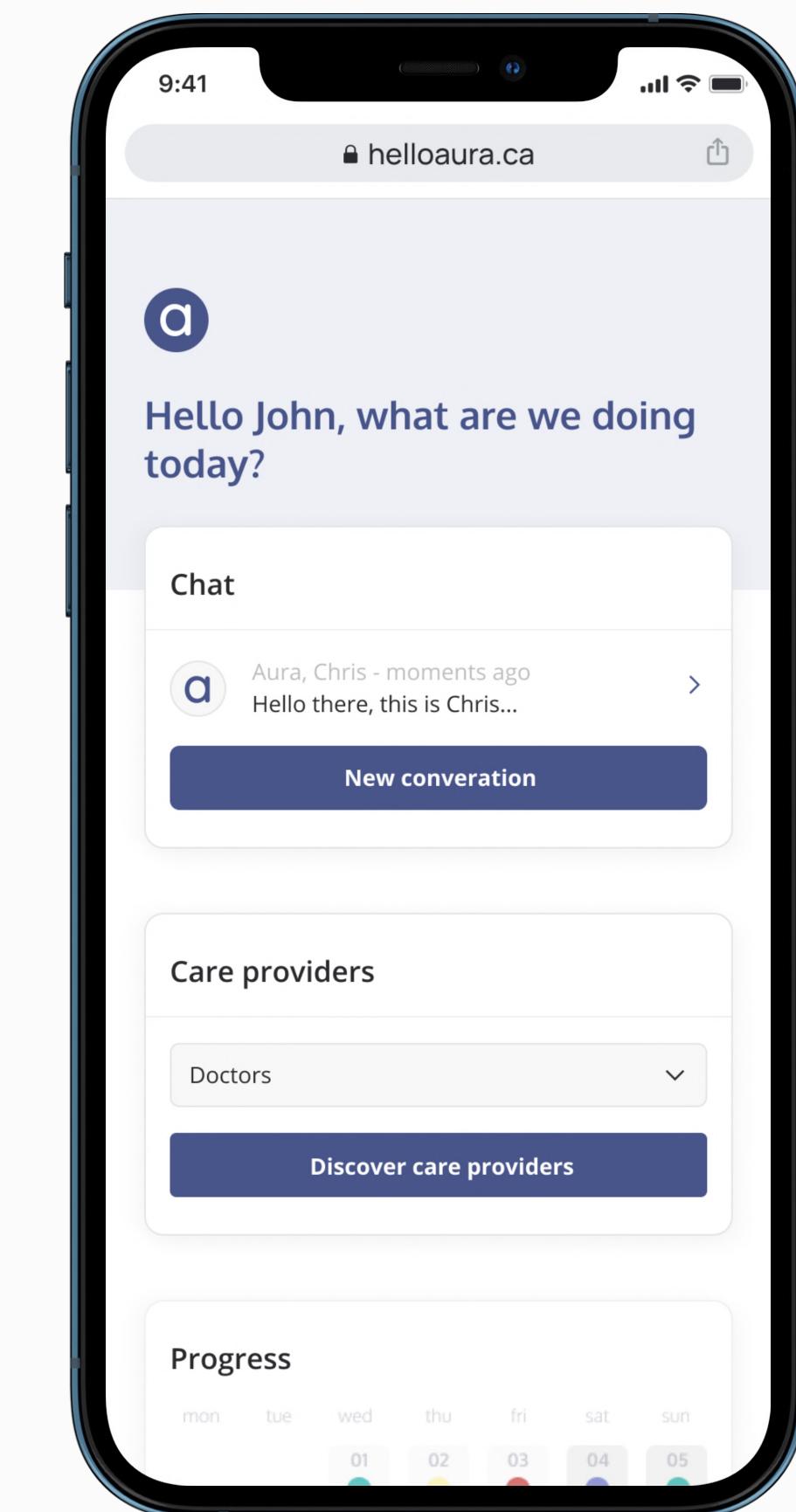
Requirements



Options



*Grey tools: Not selected to build



Intercom

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.

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.

Version 2

3 weeks

Paywall Screen:

Upgrade needed: Type of card, Name on card, Card number, Date, CCV.

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.

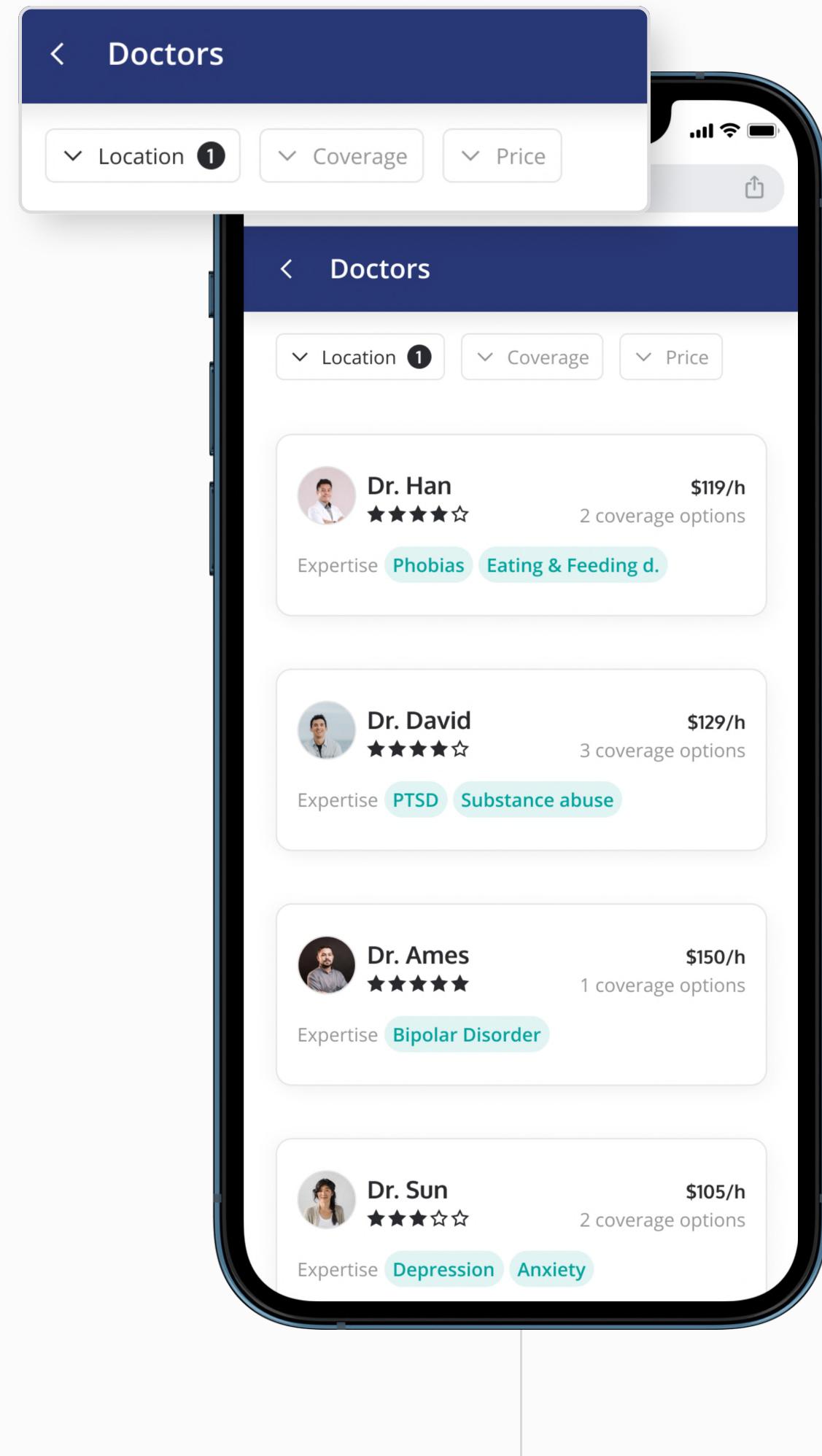
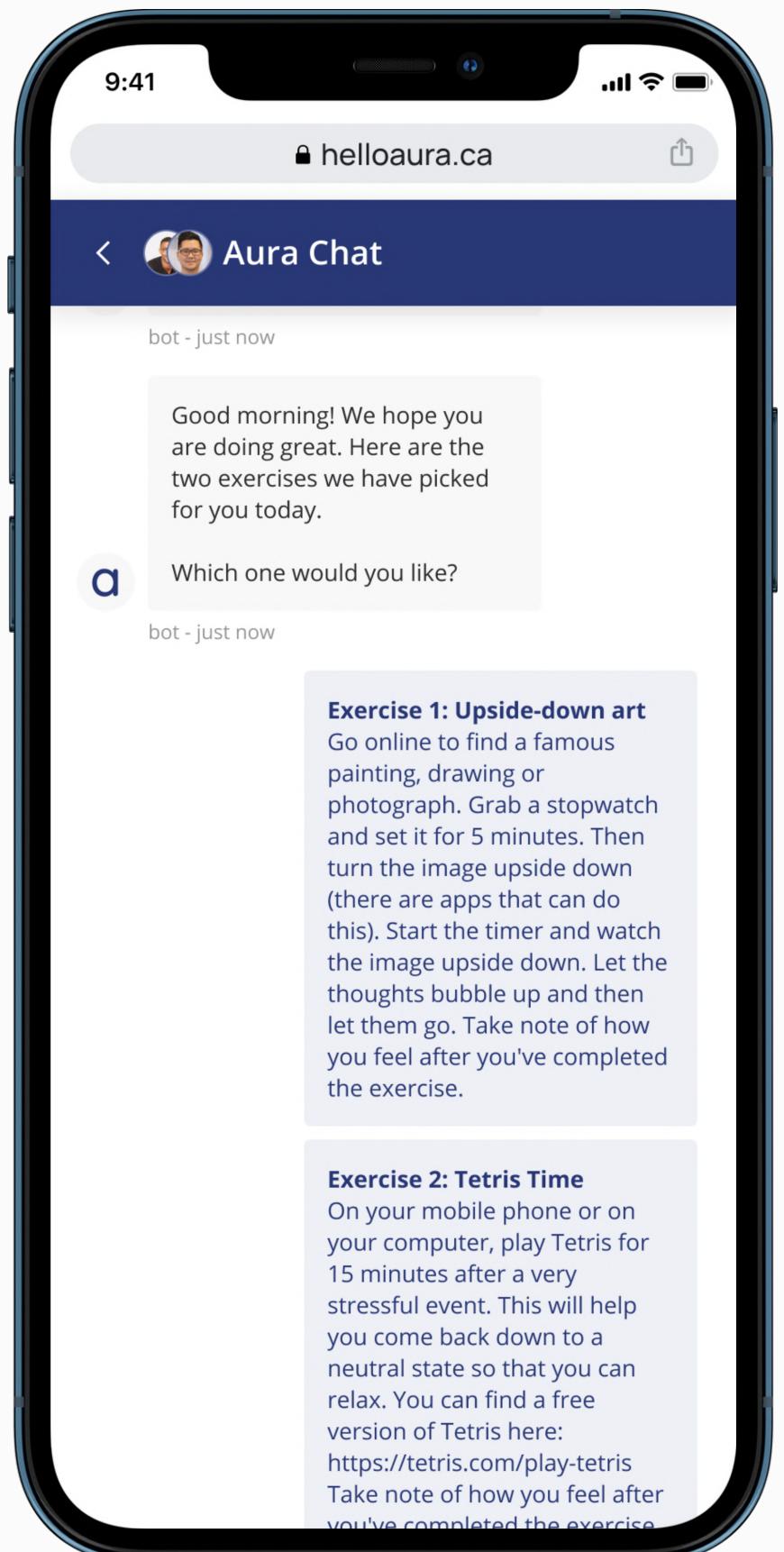
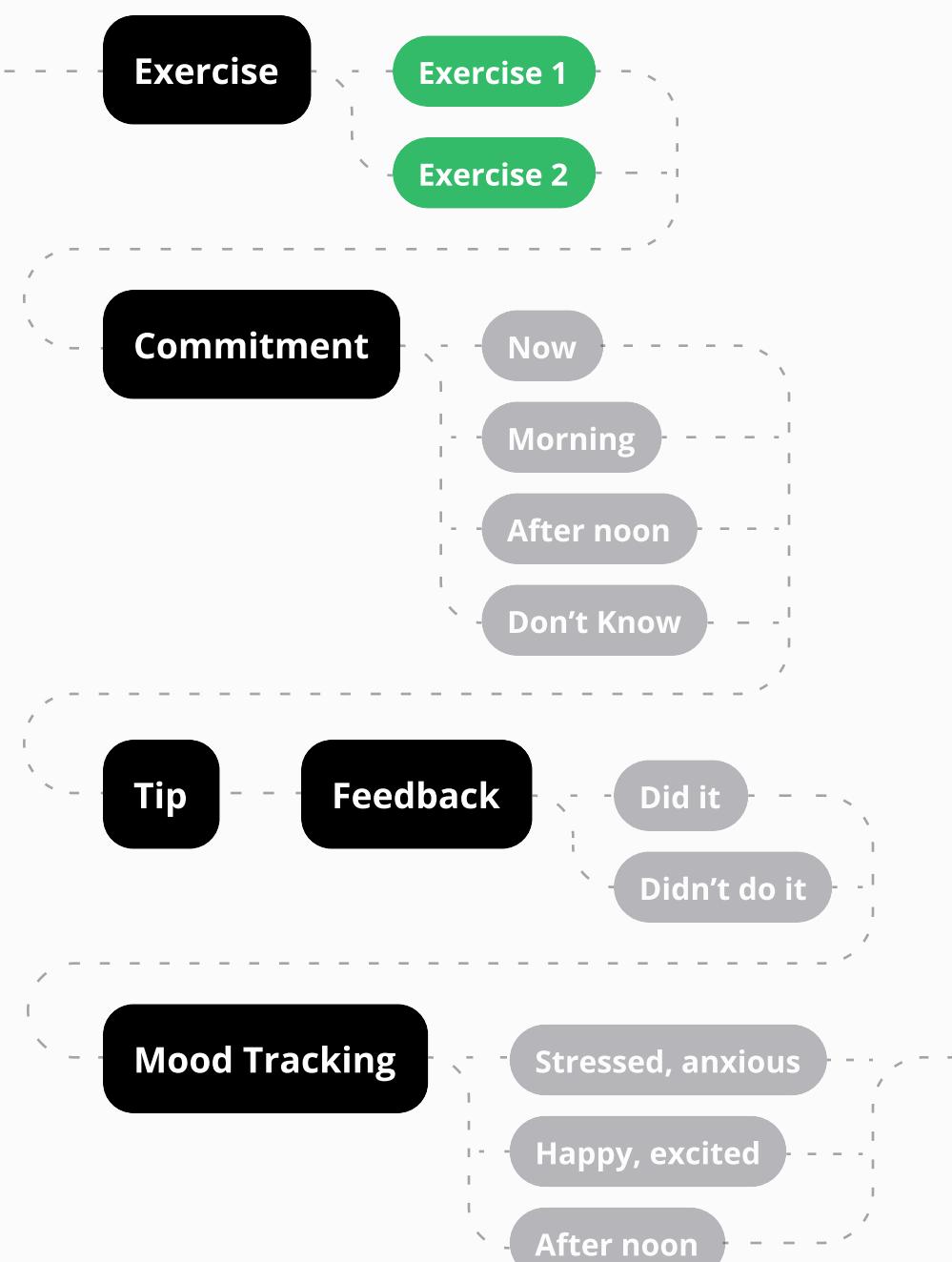
Talk to a care coordinator

Version 2

3 weeks

Guiding behavior

Choice as a way to increase motivation (B=MAP)

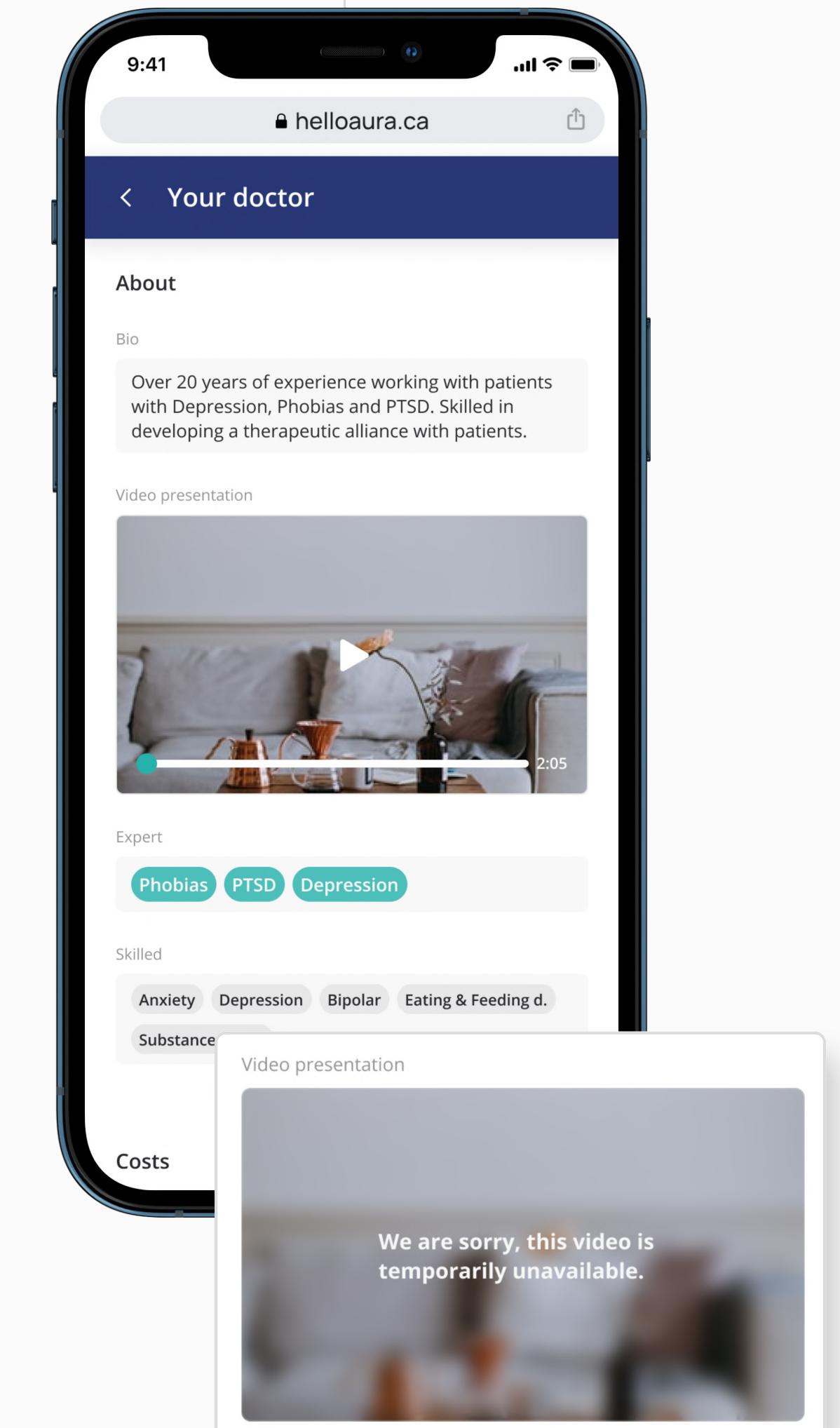


Filters

Made discovery easier with basic filtering

Increasing trust

Introduced doctors more mindfully



Results

What did we accomplish?

1 - Problem worth solving

Gained domain expertise, user empathy. Found real problems that matter.

3
pain points identified

2 - Value Proposition worth building

Quantitatively assessed perceived value of solutions to these problems.

3.3X
more interest

3 - Product qualitative testing

Presented a first end-to-end solution, got concrete feedback that resulted in product improvements.

6
interviews

4.1 - Proof of concept

Tested the product with people diagnosed with various forms of MH.

12
diagnosed participants

4.2 - Proof of concept

Not the best results, but we had a strong product foundation to move forward and iterate.

25%
activity after 7 days

Learnings

Strategic learning

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

Design learning

Intro to conversational UI design (find intent & variables)

Product learning

Traction is part of the UX (channels & audiences matter)

For next time

Conversion: do assessment during the exercises

Big acquisition drop at the assessment stage

Engagement: improve rewards inside the app

Product lacked a reward mechanism to be truly validated

Traffic quality: better leverage FB Advertising

Audiences, Optimization, Events, Assets...

Thank you

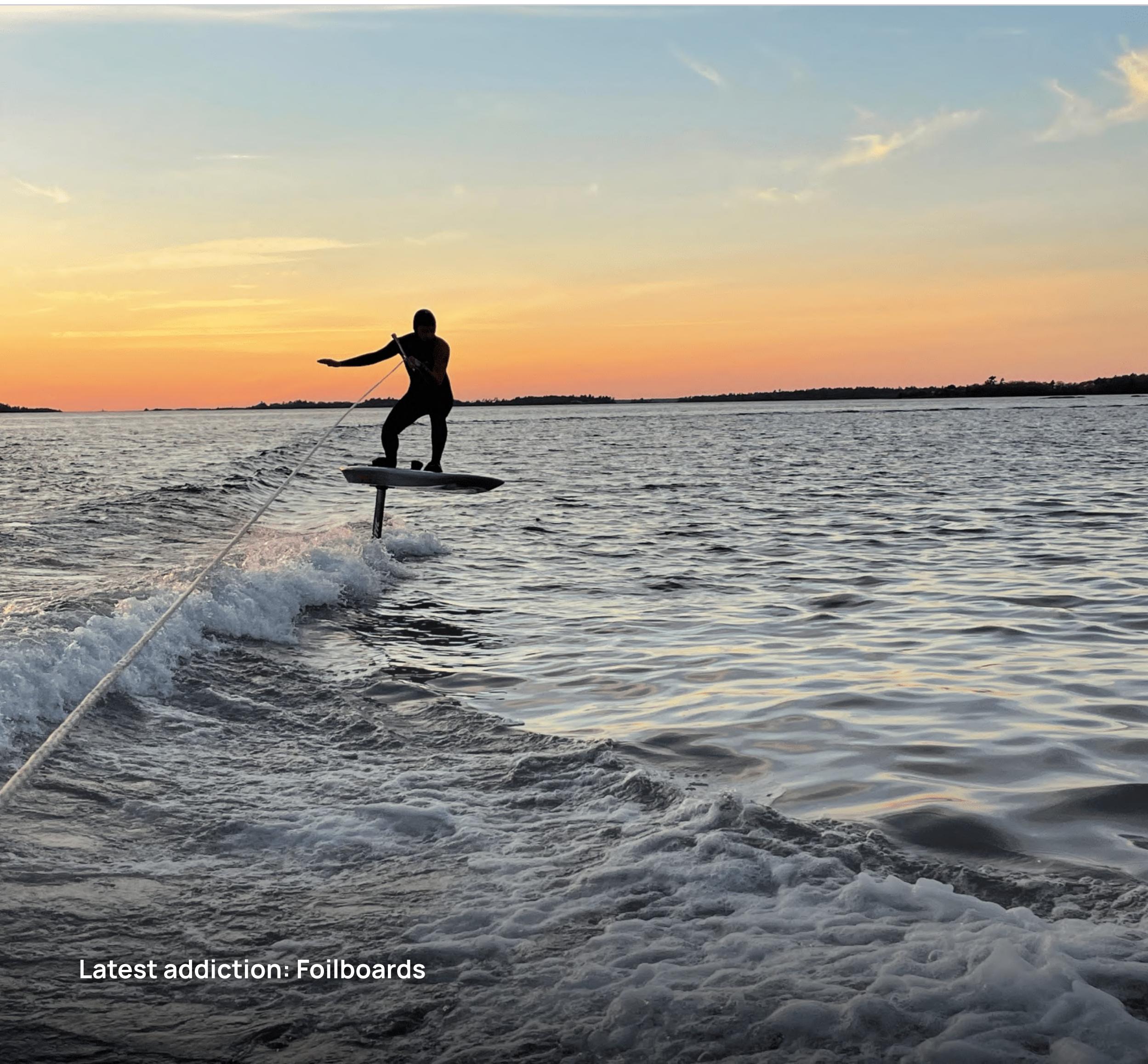
by Benjamin Prigent • bprigent.com

Appenix

About me, Team, Next steps

About

Four things to remember



Latest addiction: Foilboards

Activities related to water and wind

If I am not designing, I am most likely wearing a wetsuit.

Lived and worked in 6 countries

France, USA, Cambodia, Korea, Switzerland, Canada

Founded a startup, raised a pre-seed

I often take matters into my own hands to build solutions.

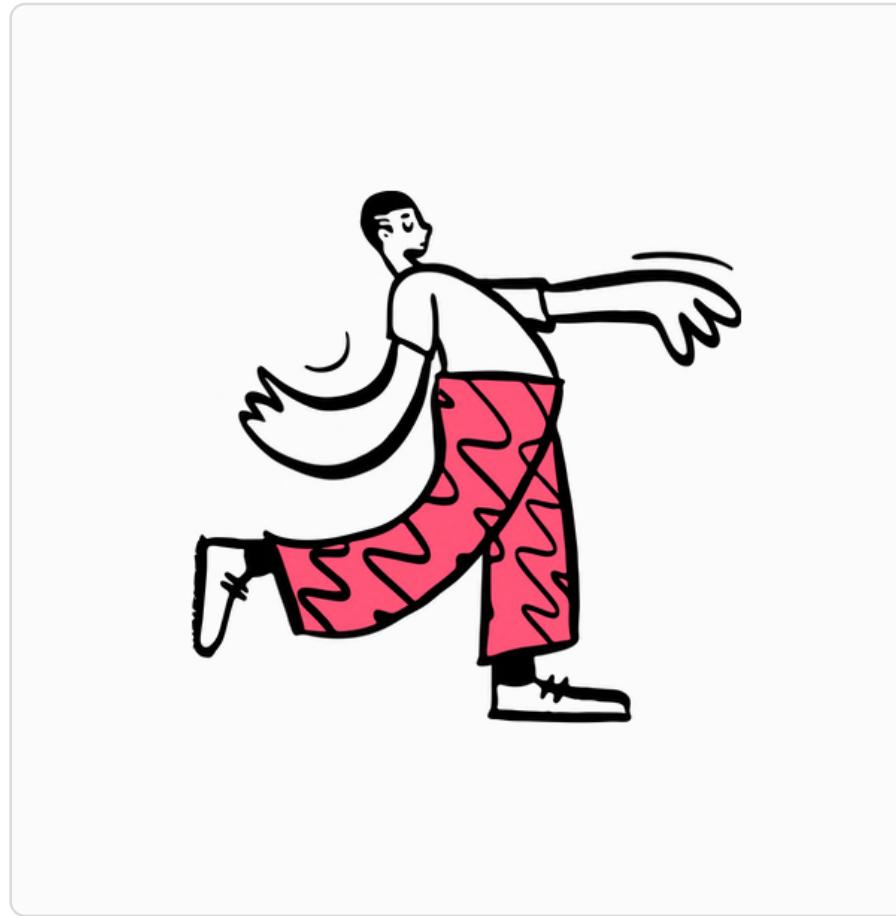
Active in the design community

Open source projects, Medium articles, Office hours

Learn more at
bprigent.com/about

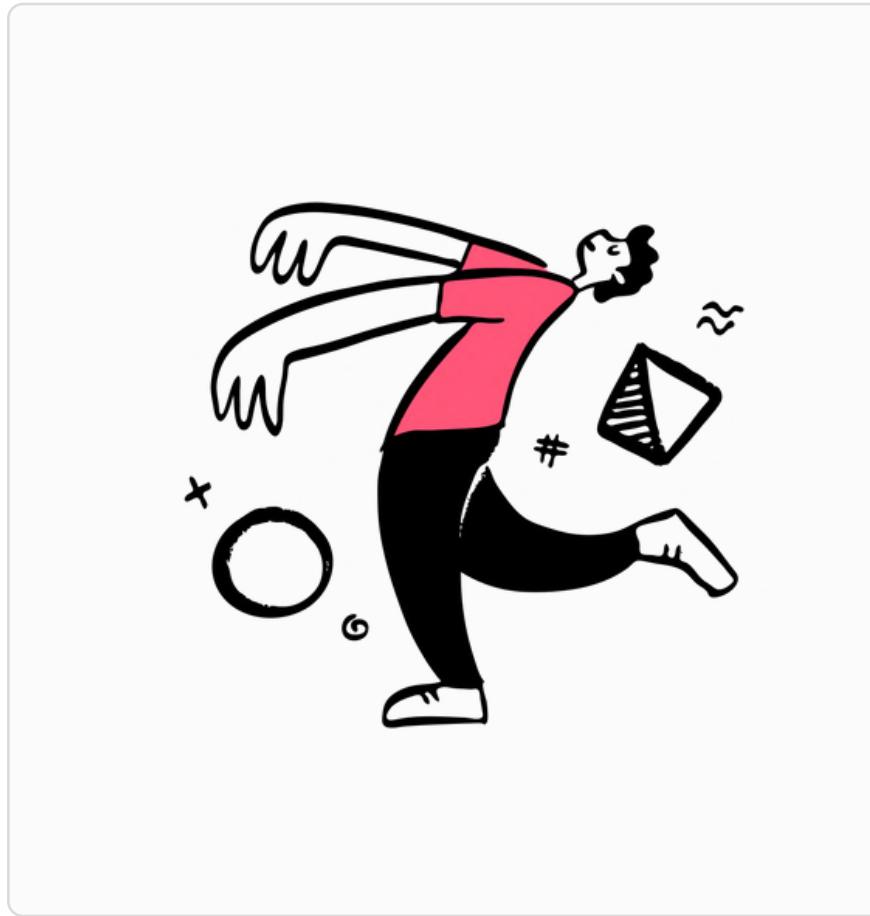
Team

Who did I work with?



Chris

Business



Gary

Technology



Nathan

Research



me!

Product

Next steps

Where could we improve this experience?

