

# 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



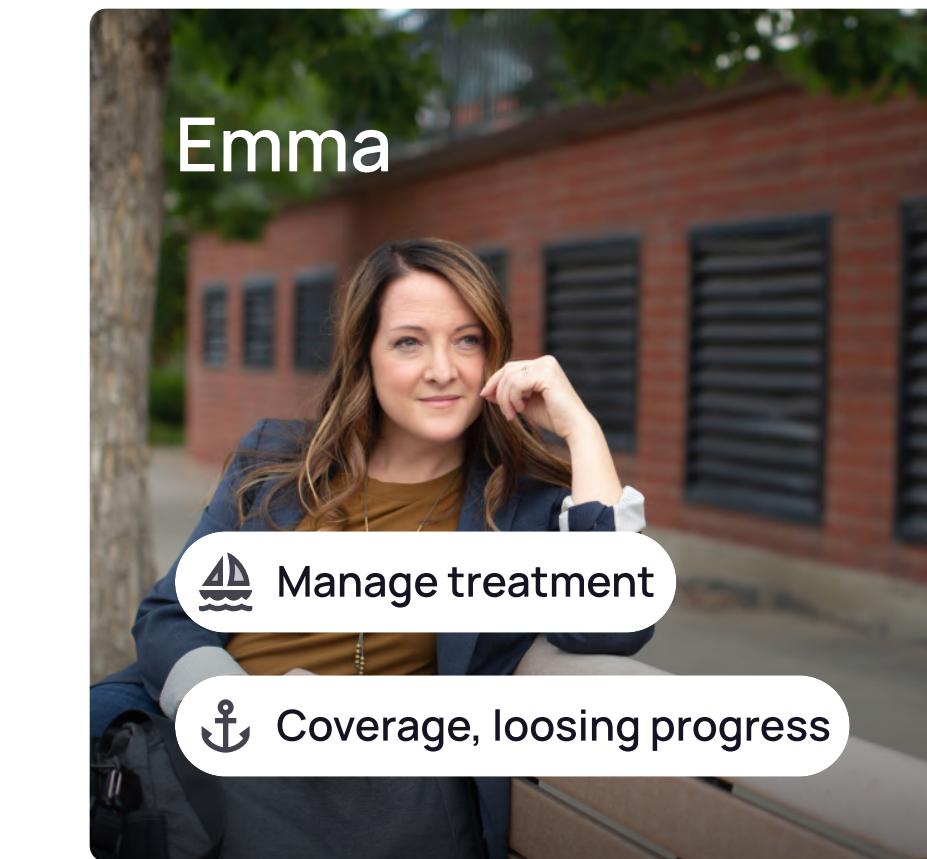
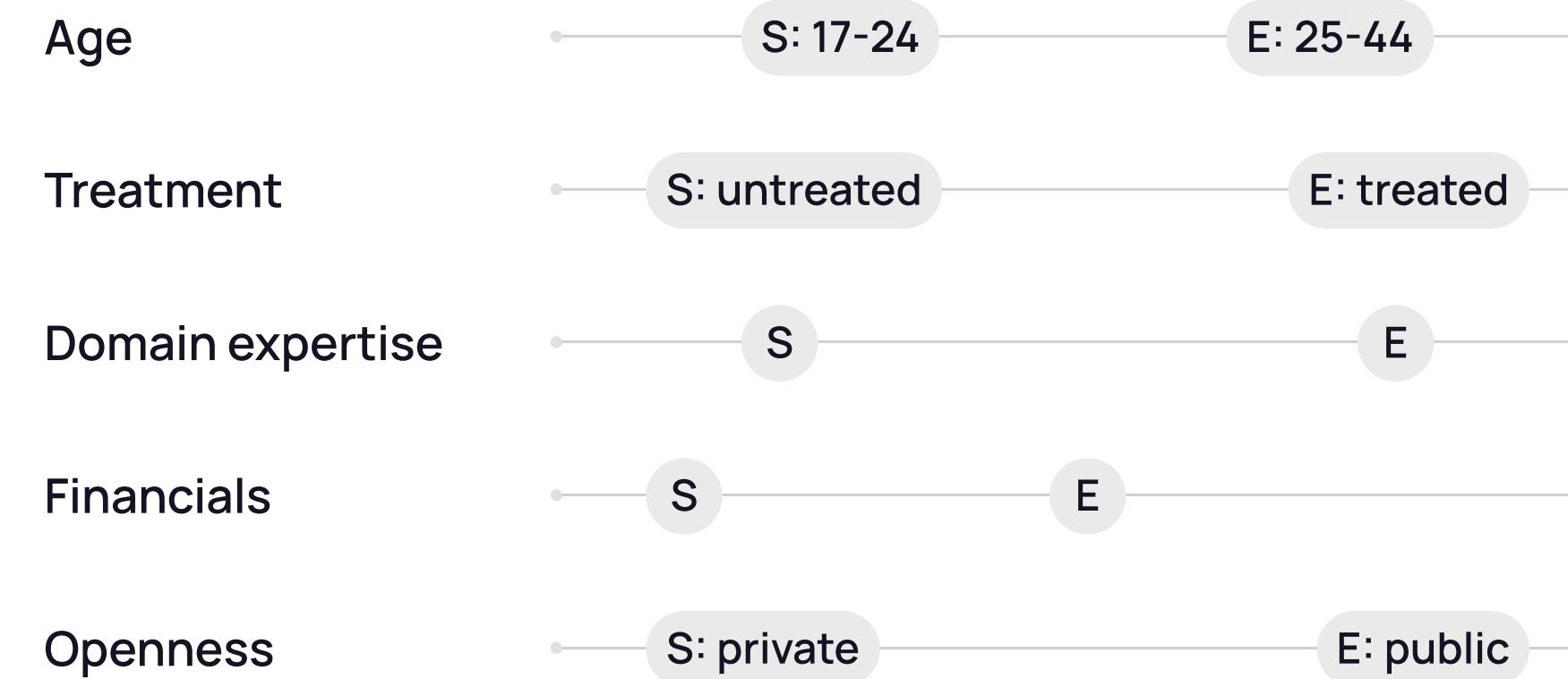
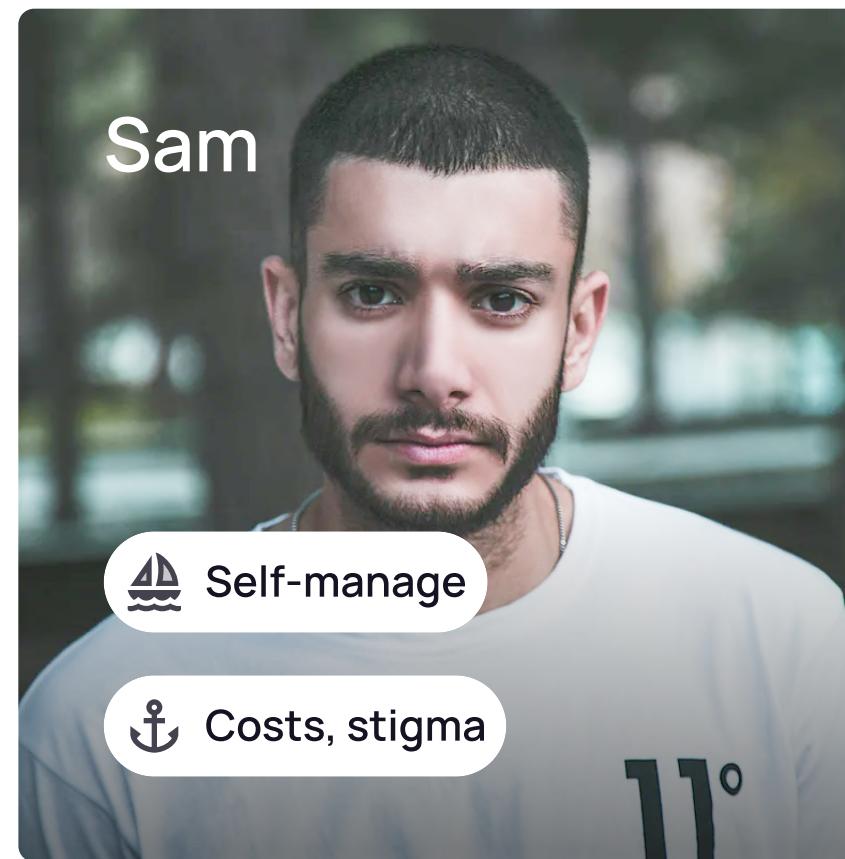
NHS

Diagnosis

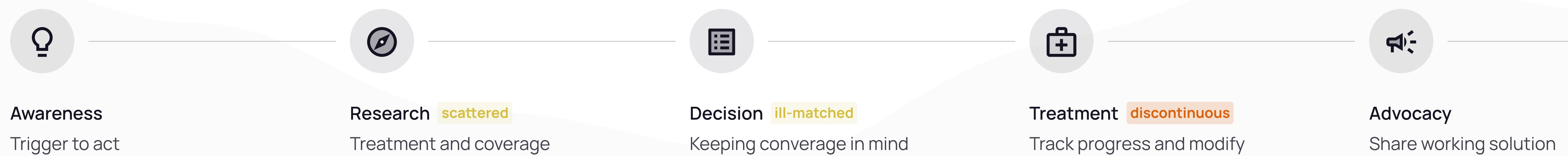


Research findings

# Round 1 interviews: life with mental health

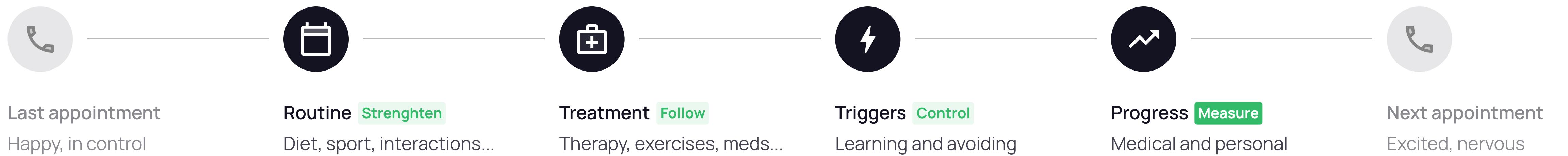


## Journey



Research findings

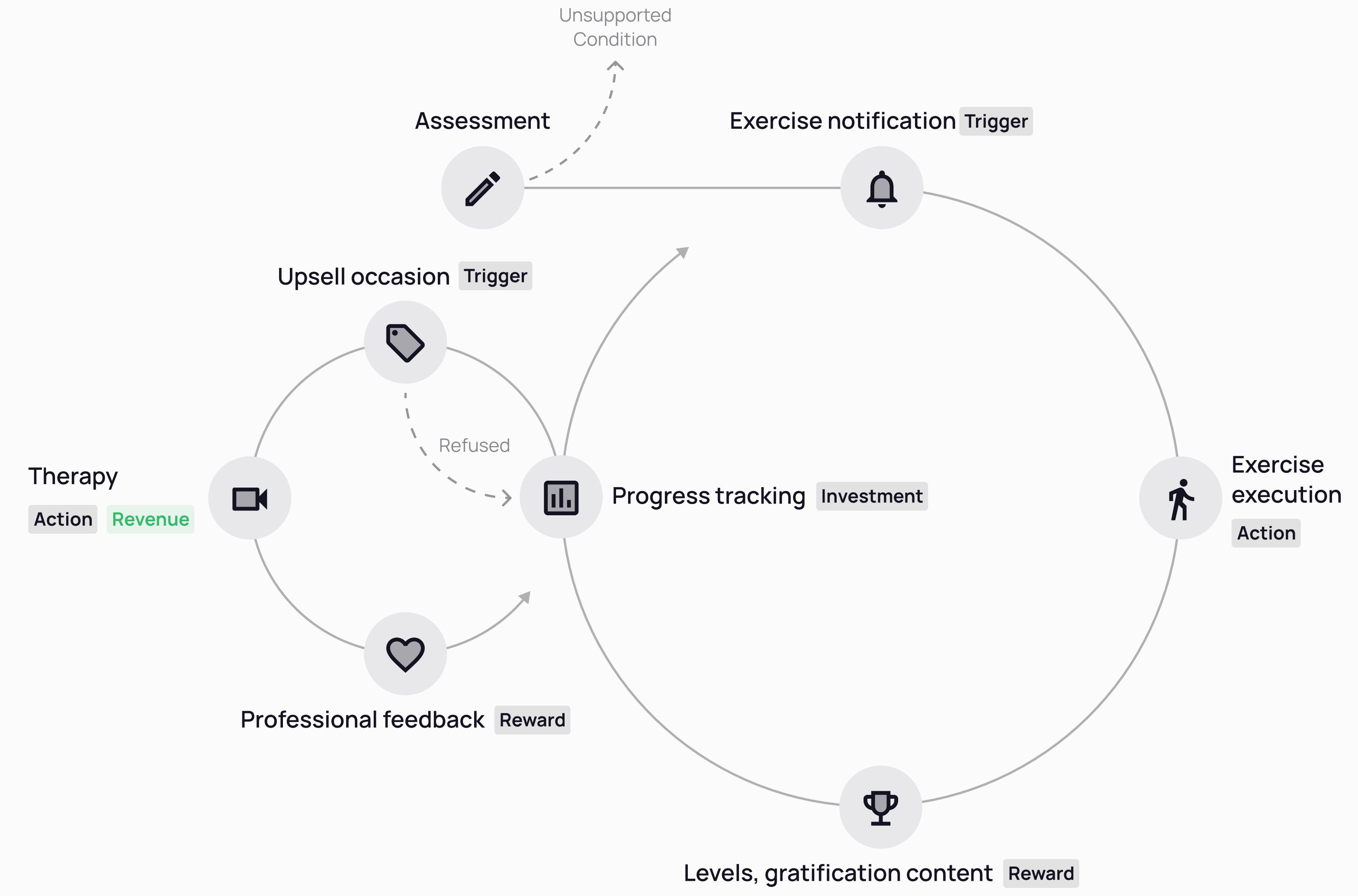
# Round 2 interviews: life between appointments



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

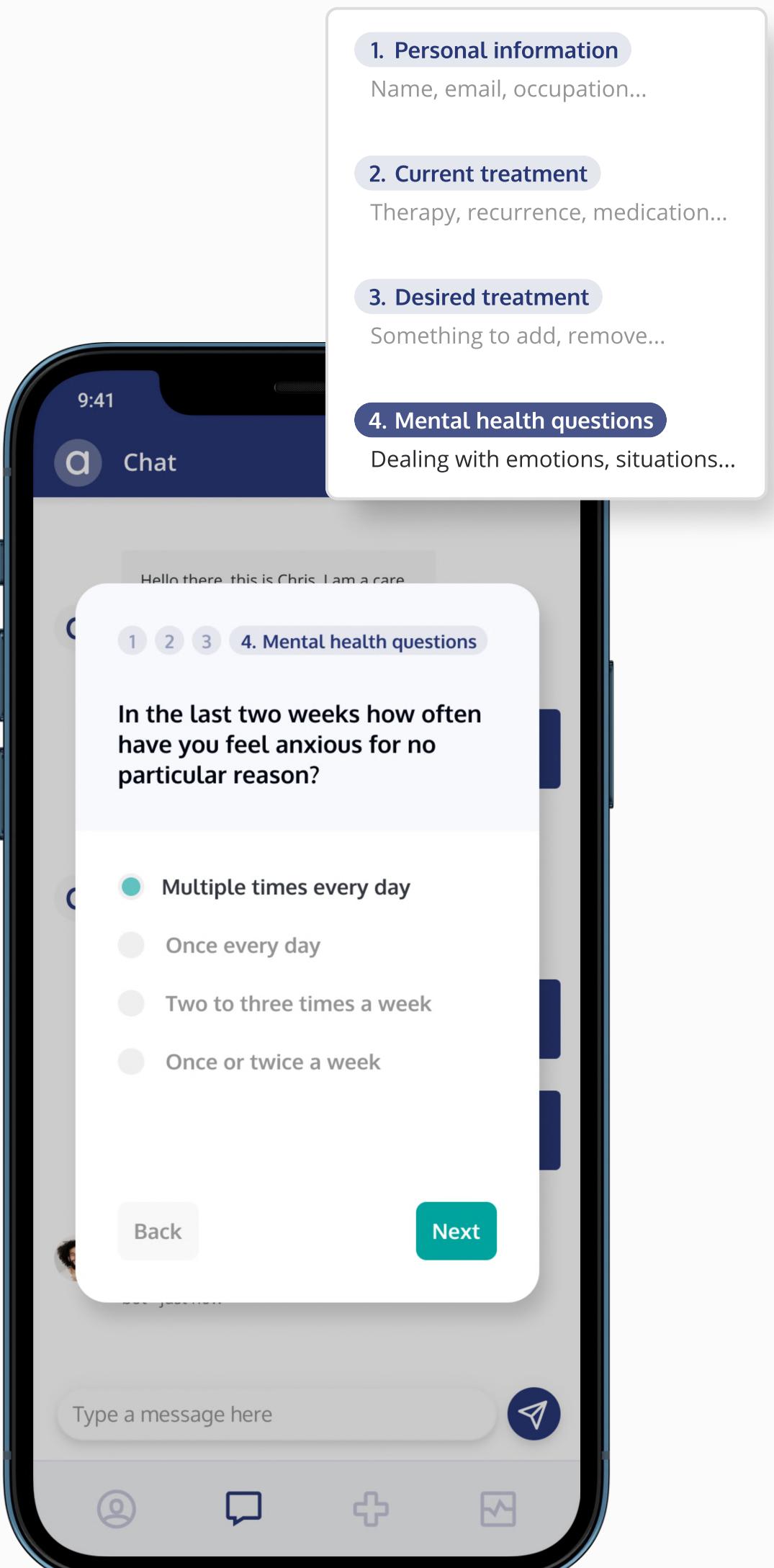
Get feedback on the 8 steps. Improve the product before moving to building phase

## Execution

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

## Success

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

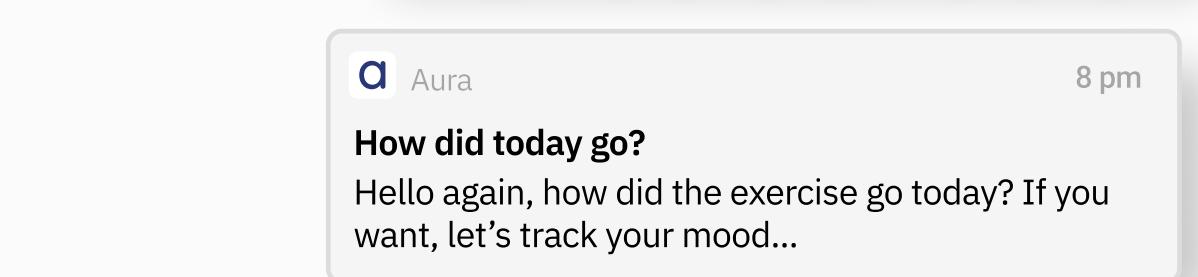
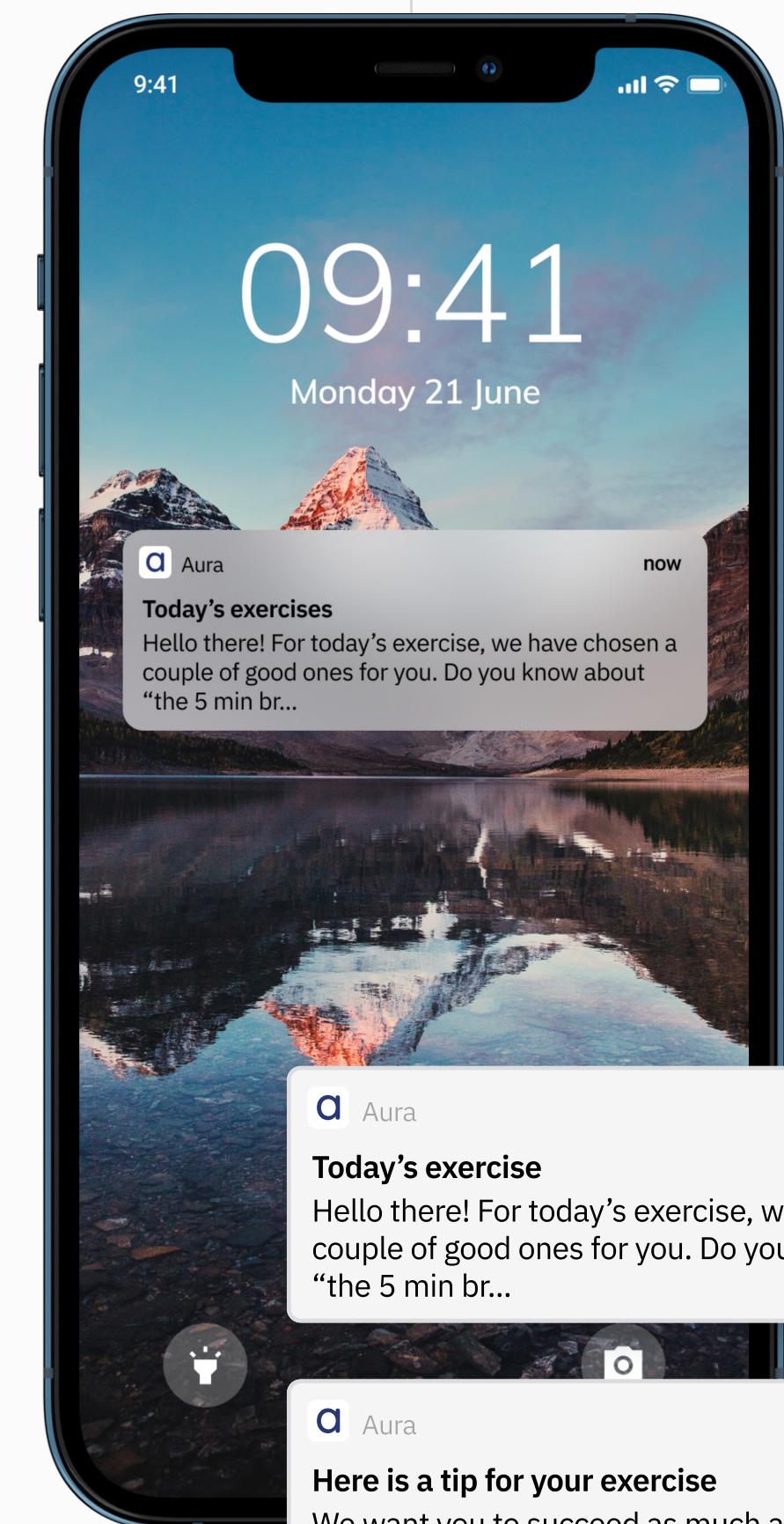


Assessment

Privacy and trust is paramount

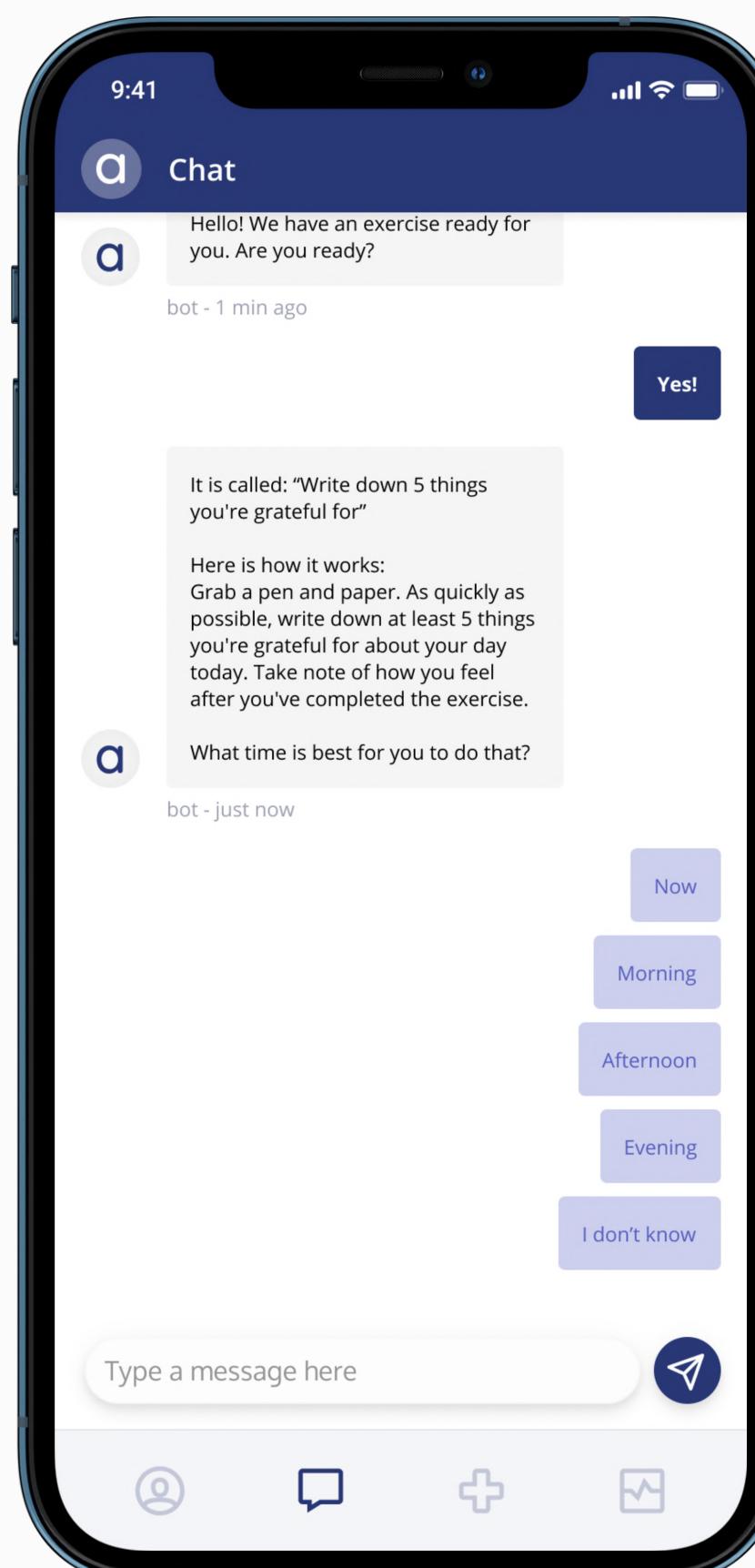
Notifications

**Trigger**  
3 notifications a day is seen as the maximum.



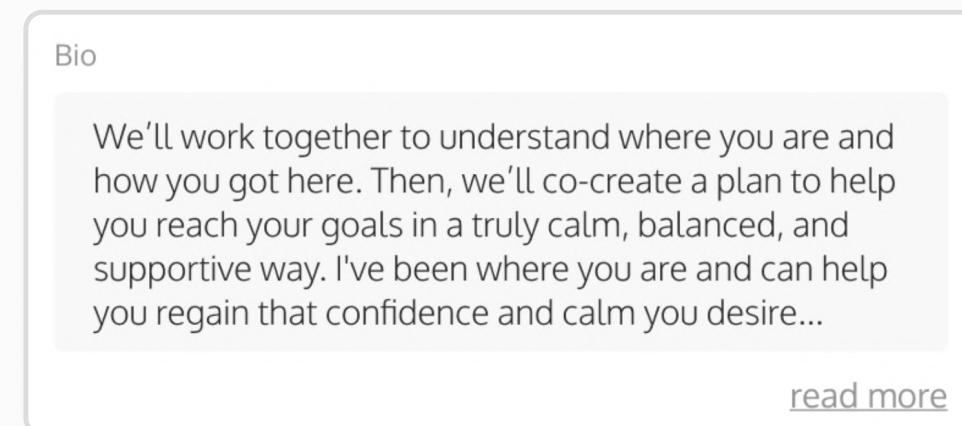
Exercises Action Reward

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

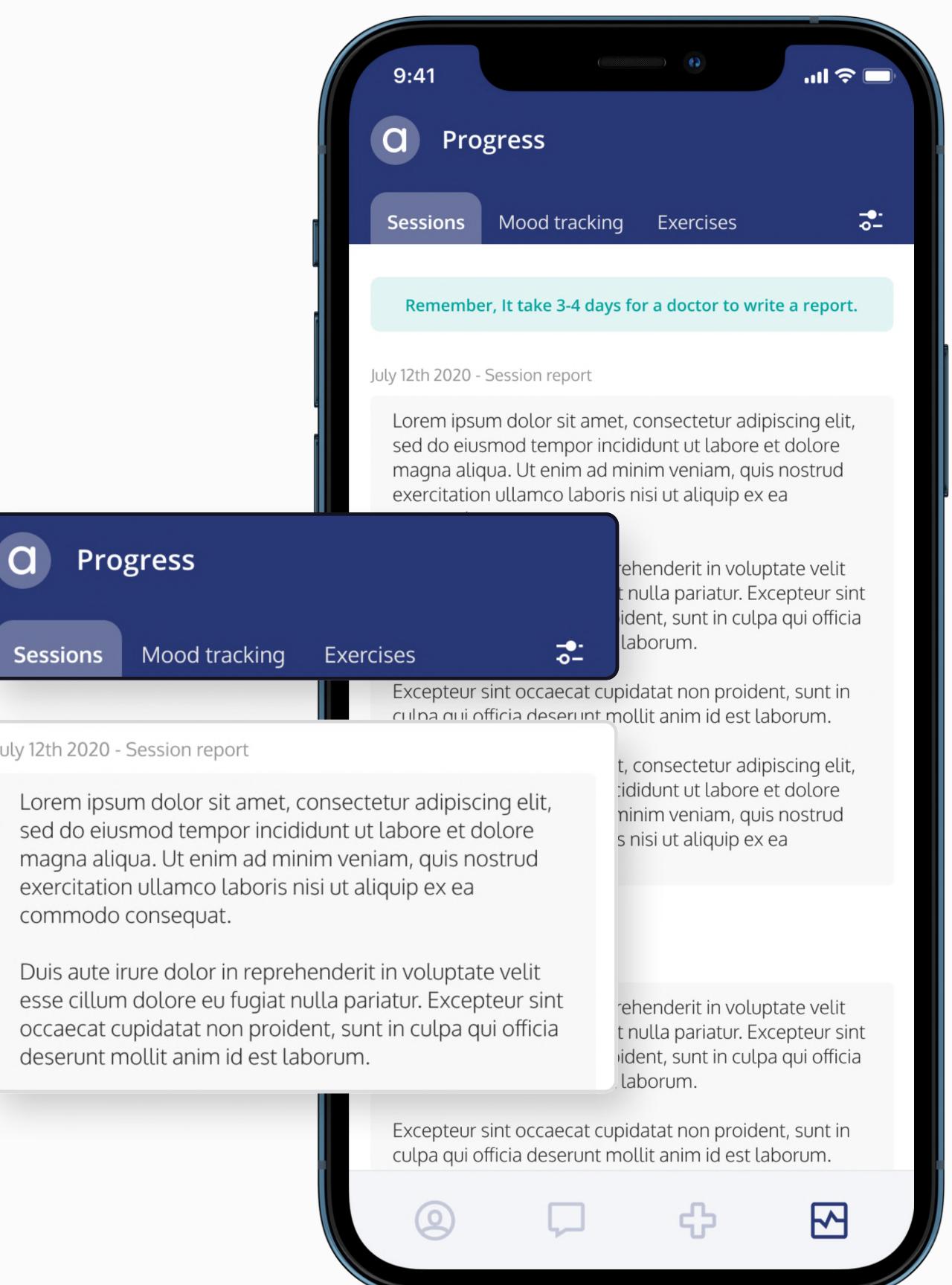
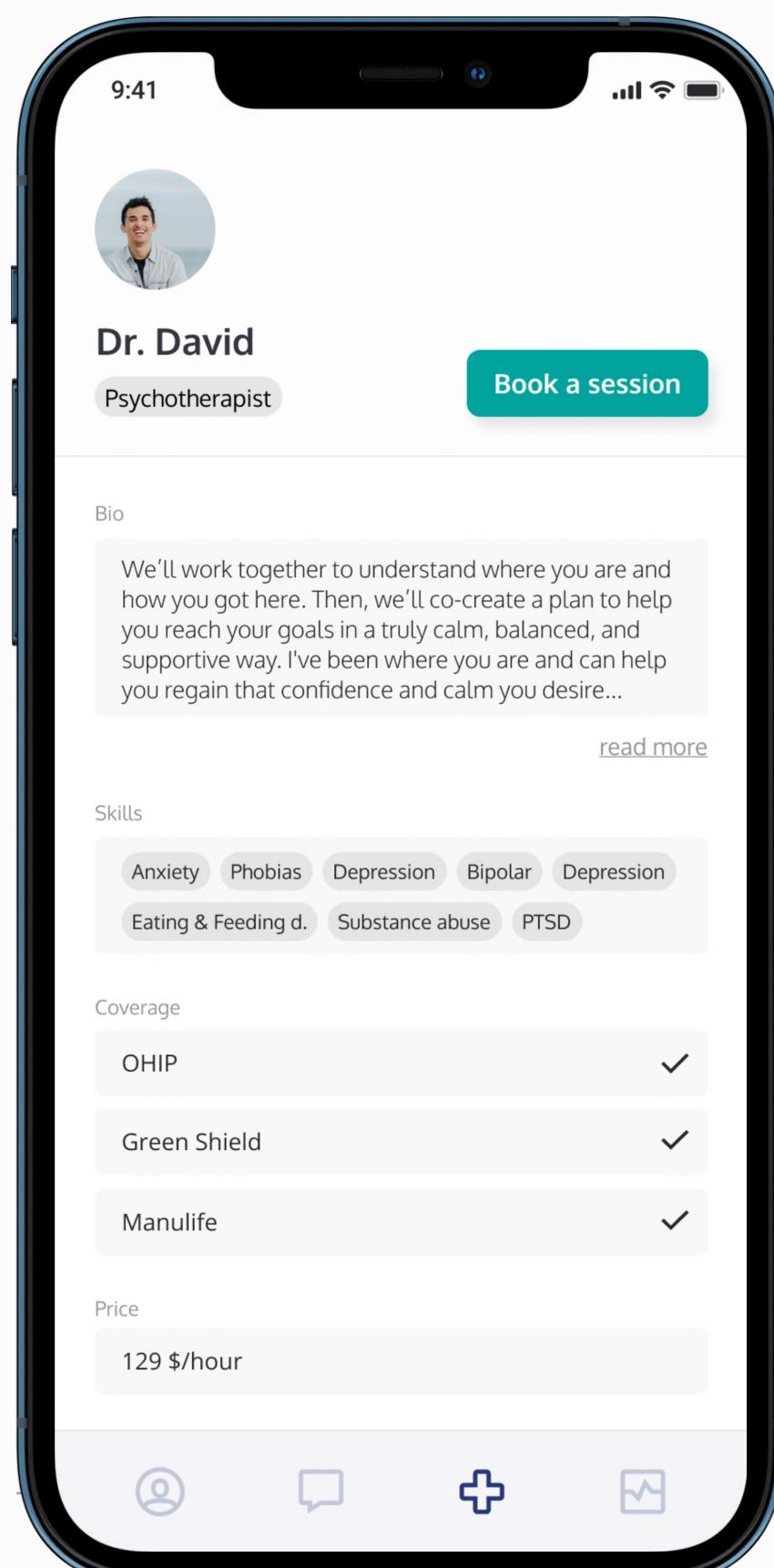


# Version 1

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

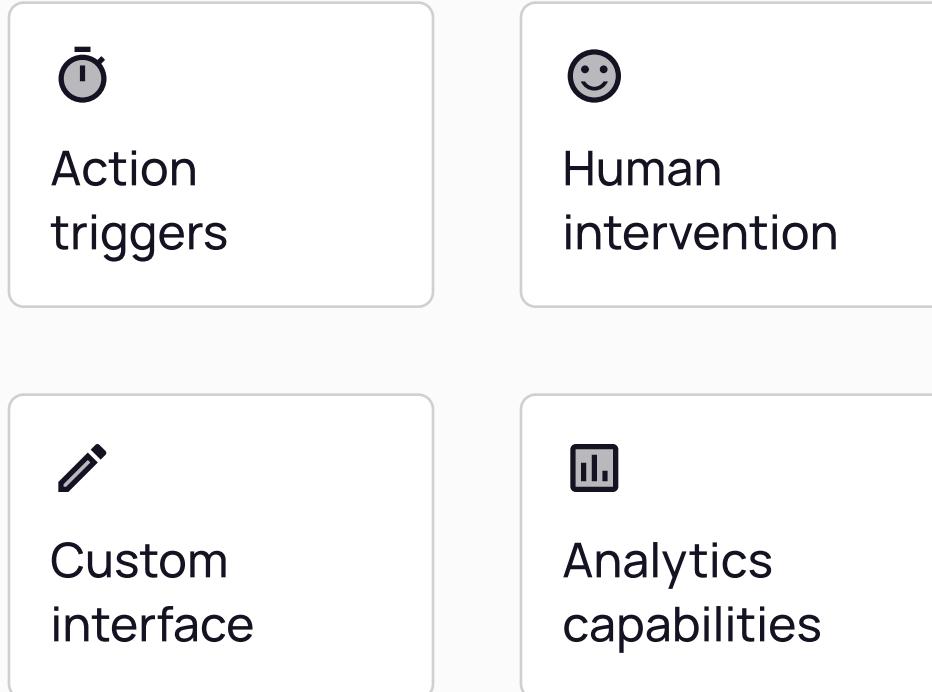
## Results

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

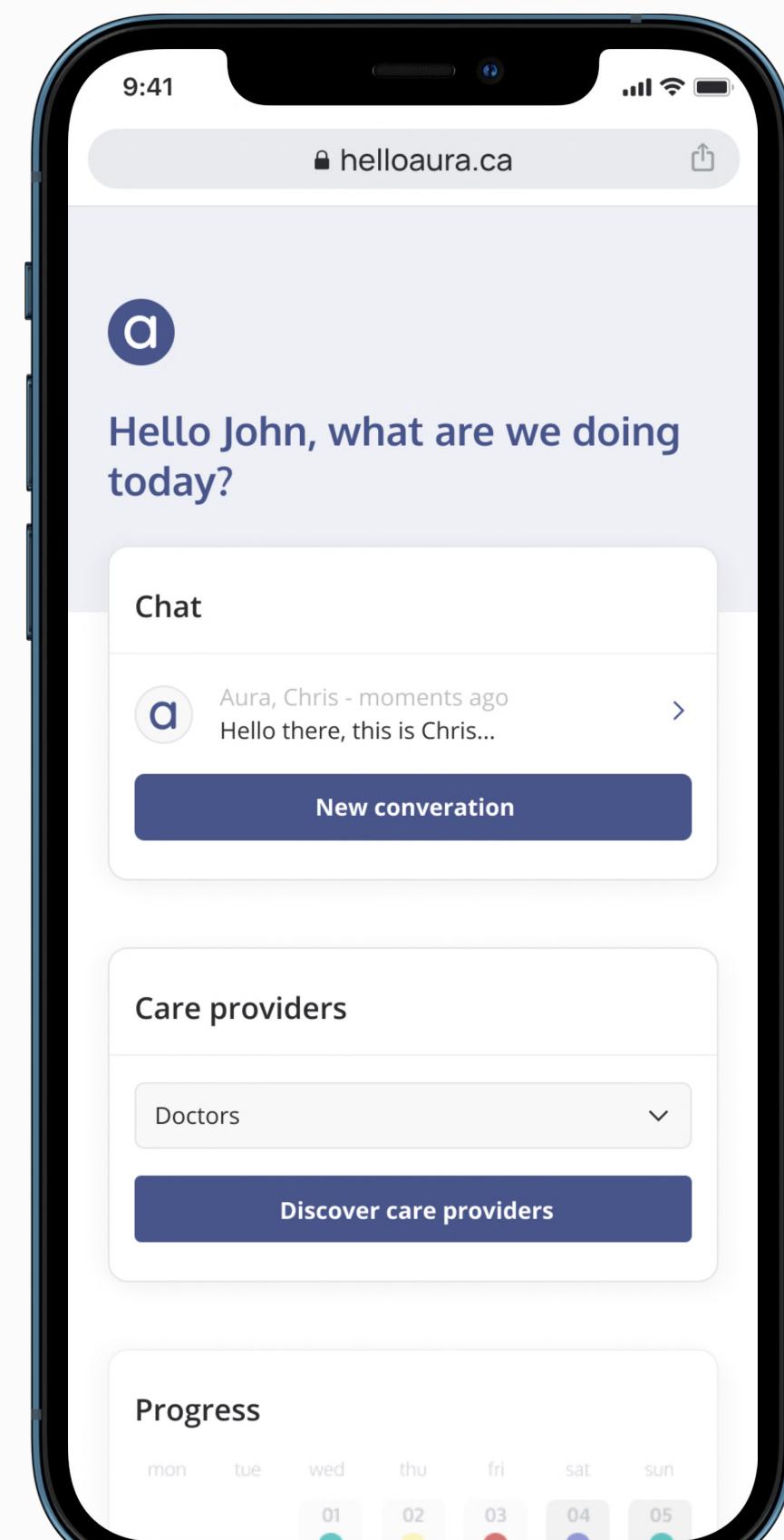
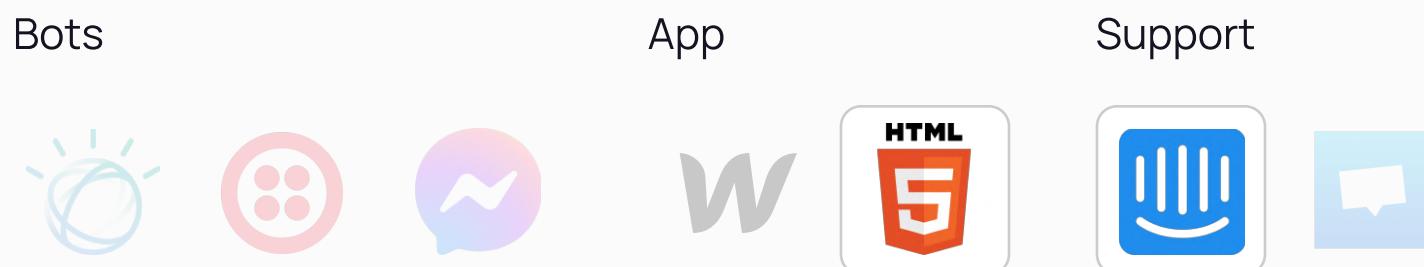
## Metrics

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 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, Book a session button.
- 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.

**Chat Screen:**

Hello John, what are we doing today?

**Chat History:**

- Aura, Chris - moments ago: Hello there, this is Chris...
- Chris: New conversation

**Care providers:** Select a type, Discover care providers.

**Your doctor Screen:**

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

# Version 2

3 weeks

**Doctors Search Screen:**

Location 1, Coverage, Price filters.

- 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.

**Upgrade Screen:**

Upgrade needed, Type of card, Name on card, Card number, Date, CCV fields, Try Premium Free button.

**Upgrade Unavailable Screen:**

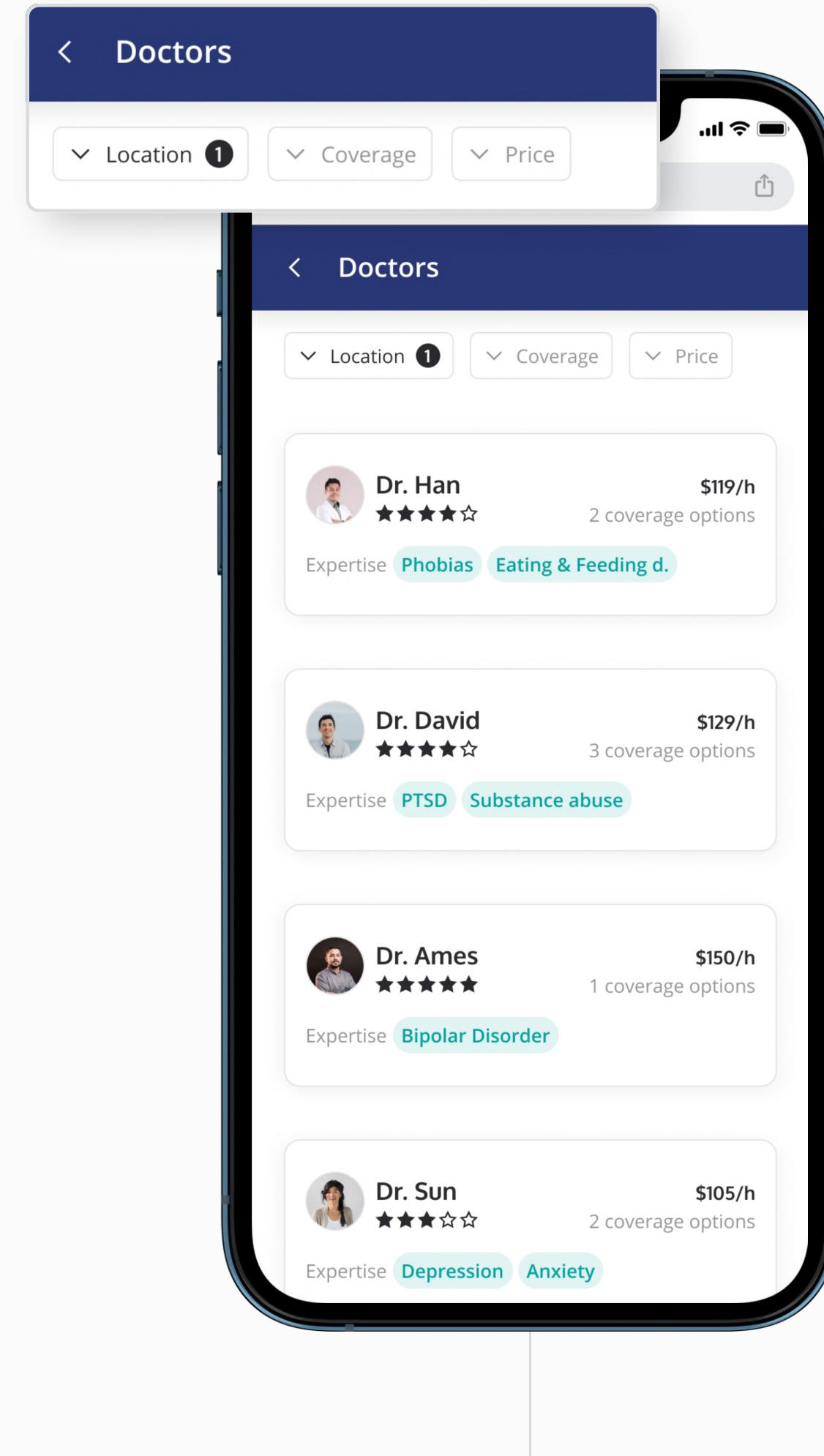
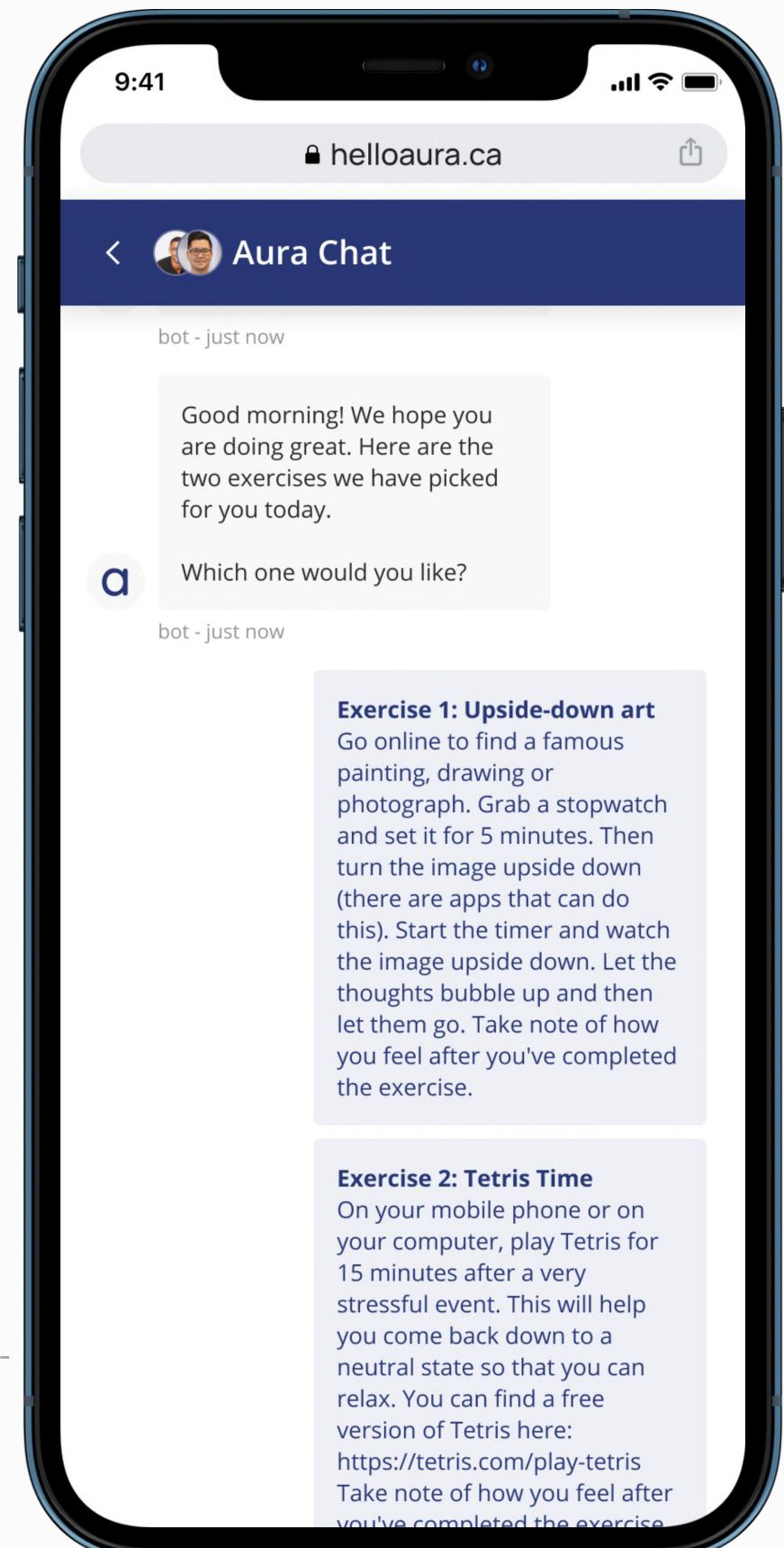
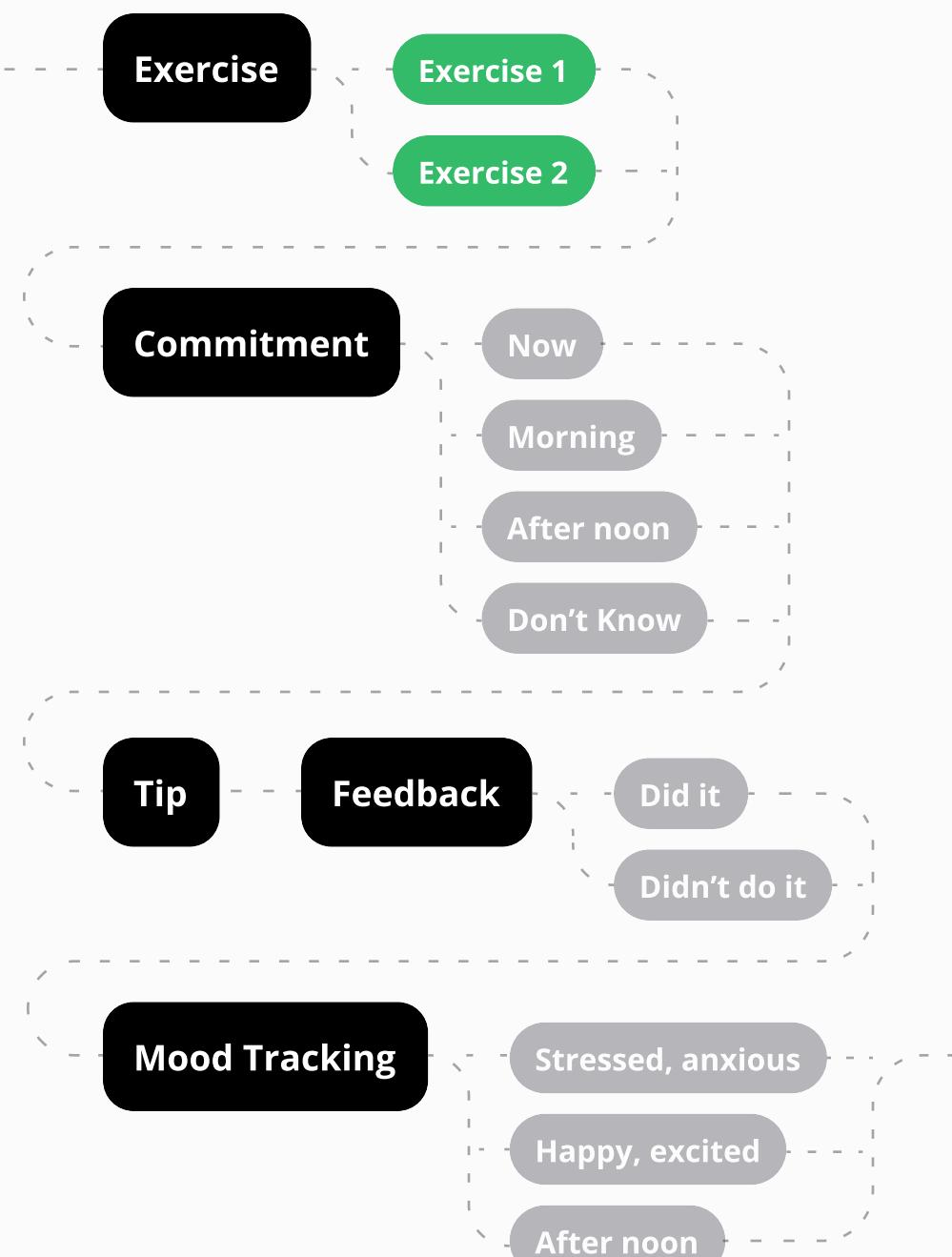
Sorry, Aura is unavailable today. Your credit card was not charged. Sorry about that. We are currently working on building Aura as fast as we can, but you beat us to it! We have not charged your credit card. Please talk with one of our care coordinators for more information. Talk to a care coordinator button.

# Version 2

3 weeks

Guiding user behavior

Reduced the feeling of constraint  
with exercise choices

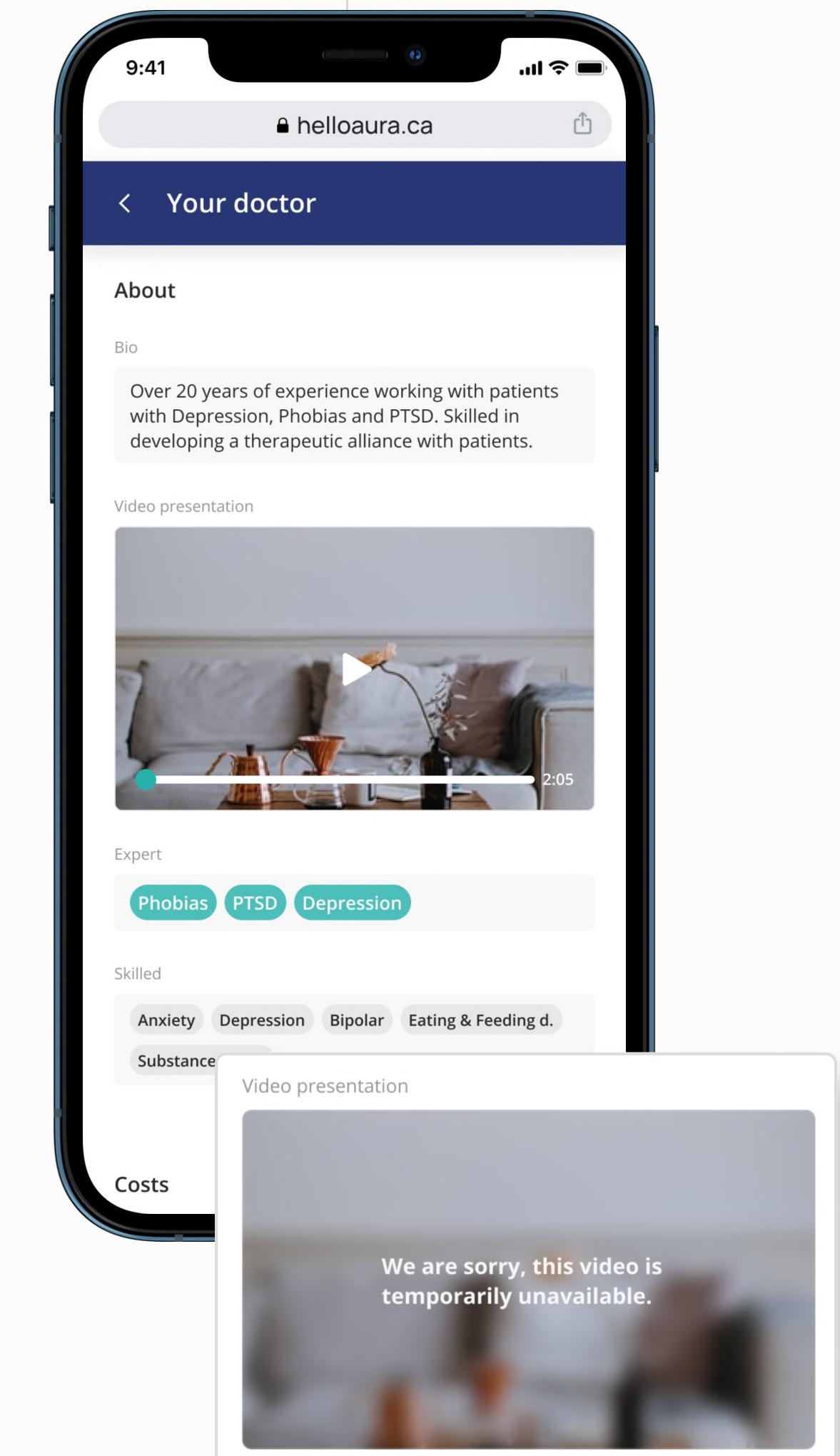


Filters

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 and found we needed to improve engagement.

# Learnings

## Strategic

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

## Product

Introduction to stickyness and behavioral design

# Thank you

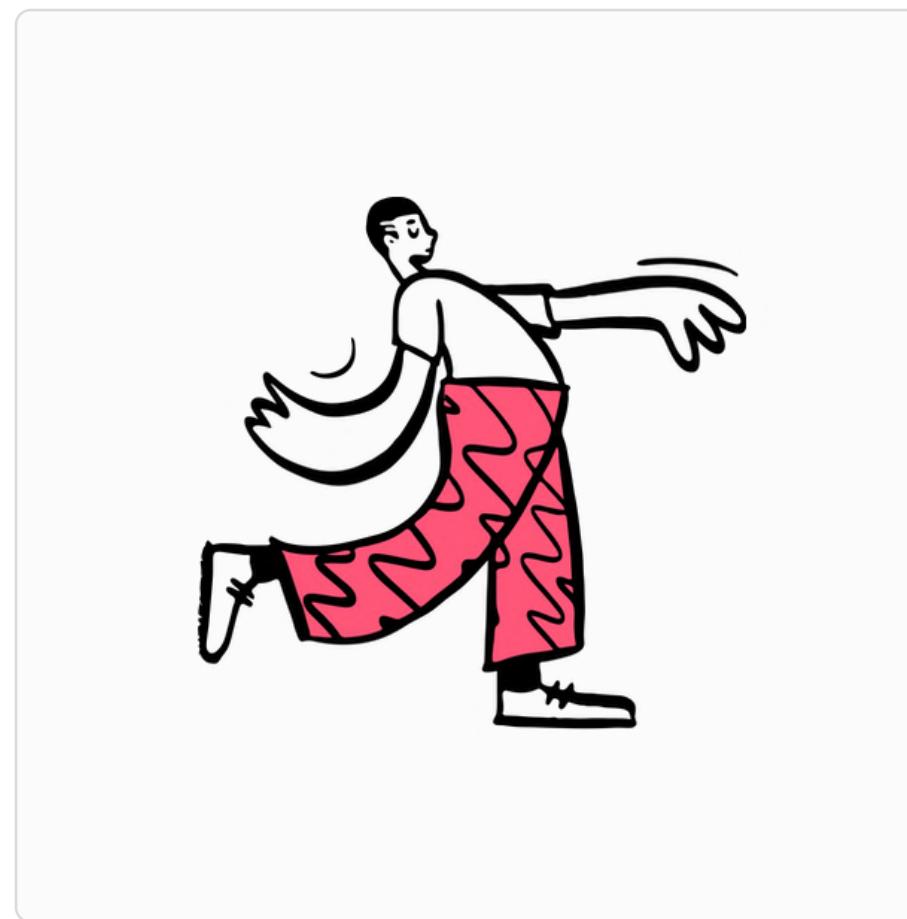
by Benjamin Prigent • [bprigent.com](http://bprigent.com)

# Appenix

Team and Next steps

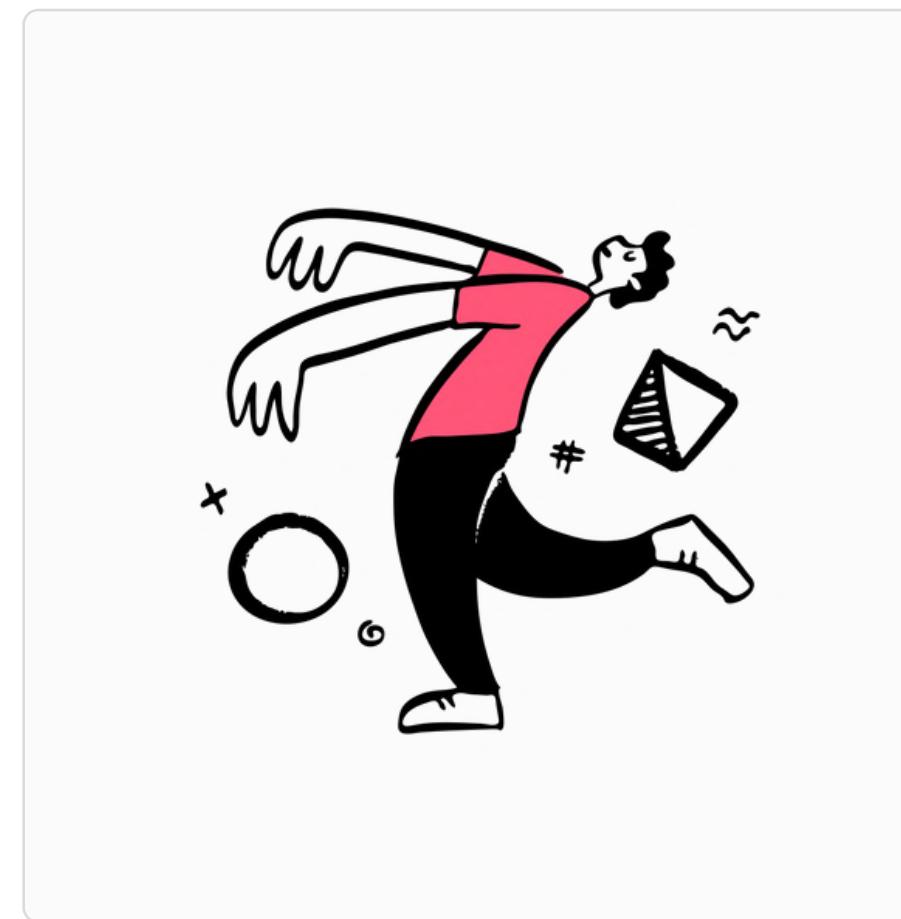
Team

# Who did I work with?



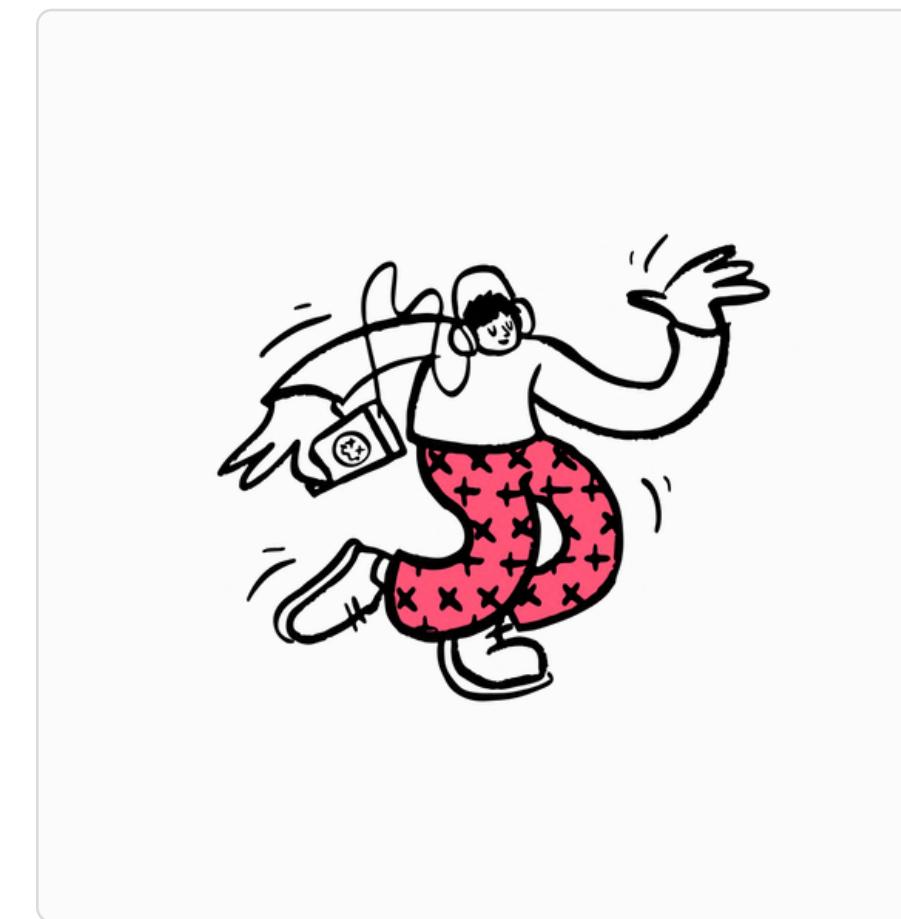
Chris

Business



Gary

Technology



Nathan

Research



Me!

Product

Next steps

# Where could we improve this experience?

