

# Aura, daily mental health exercises between your appointments

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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

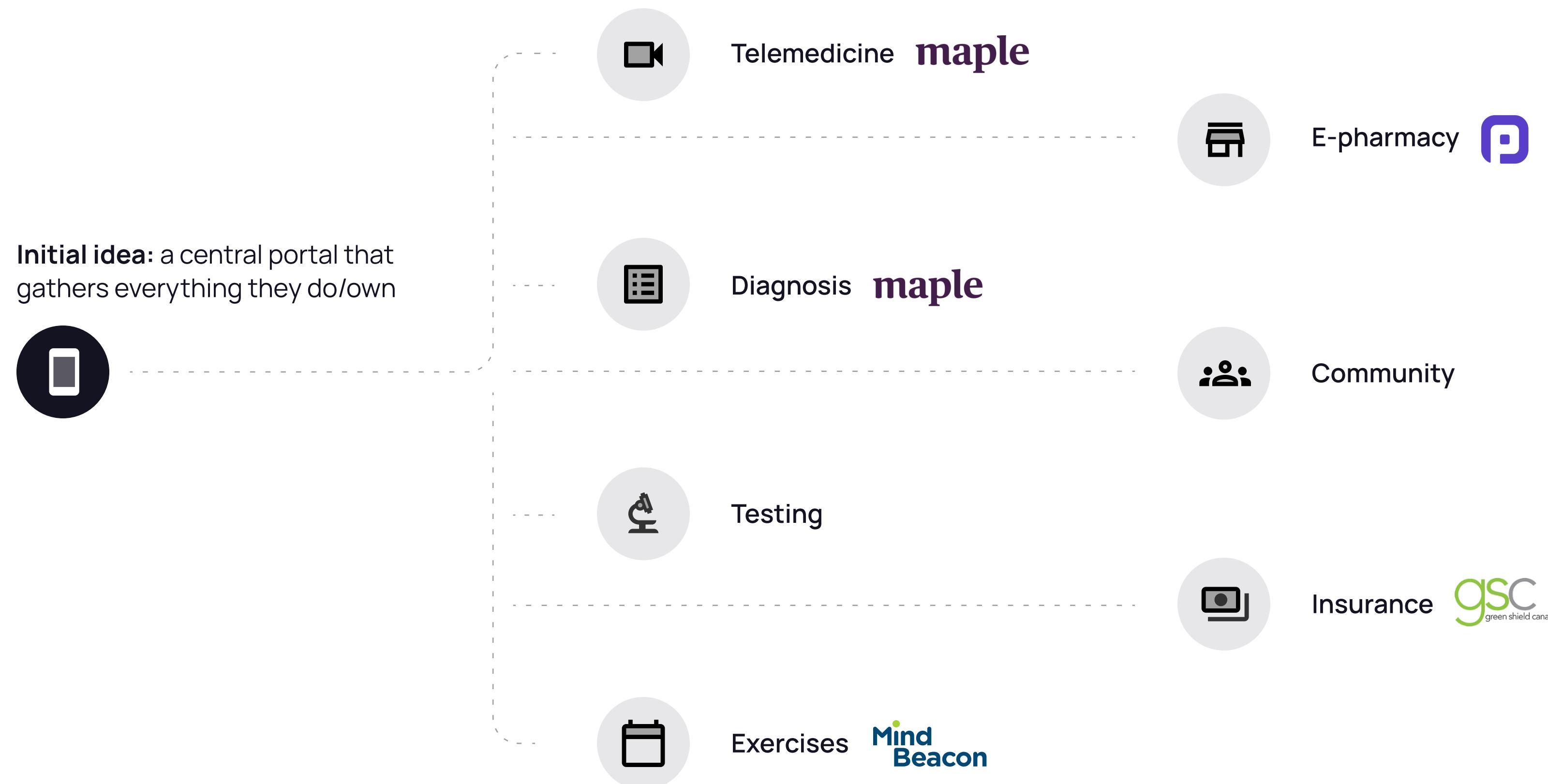
## Mandate

- 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

### A Team



Chris Chae • Business



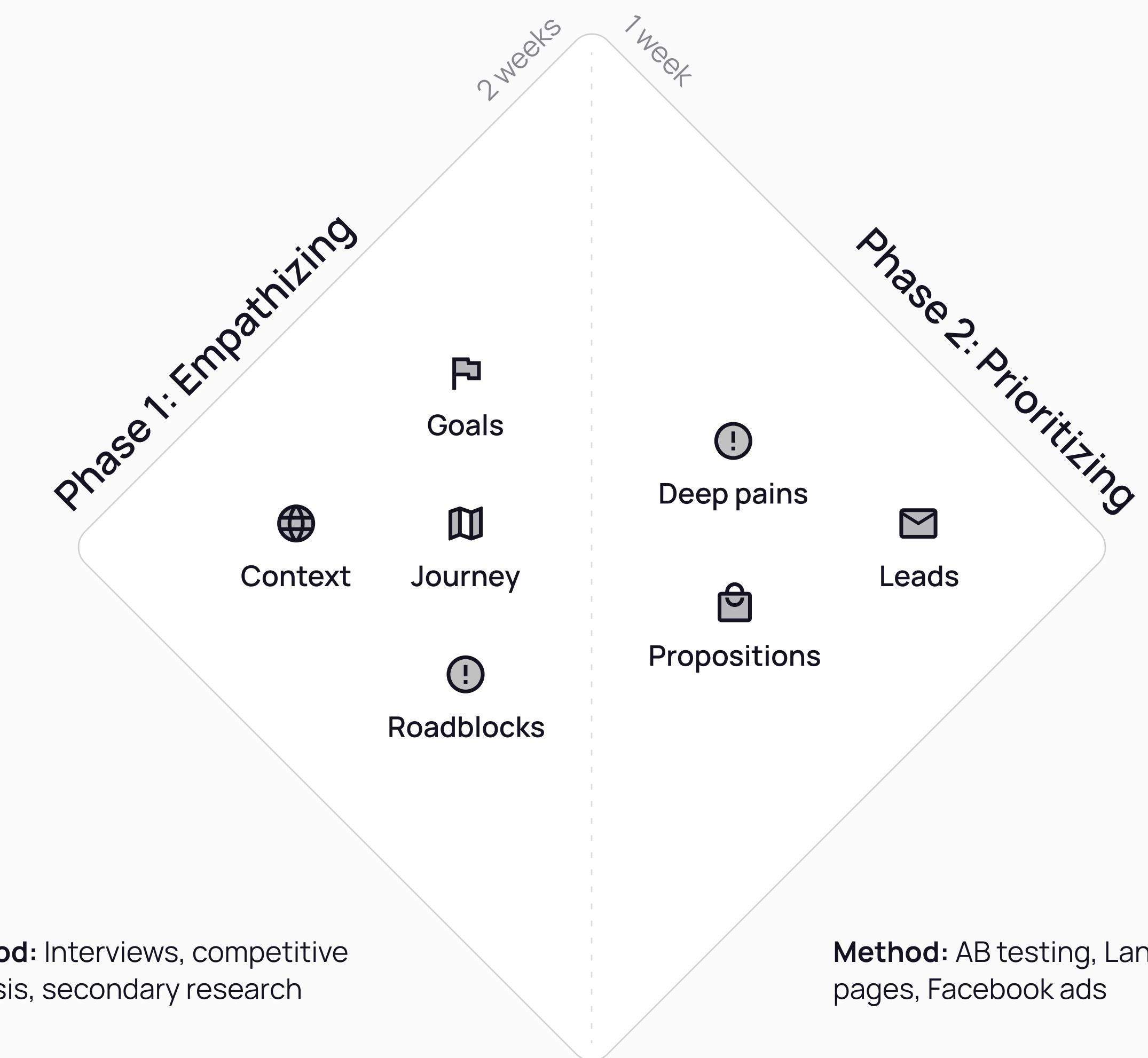
Gary Fung • Technology



Nathan Percy • Research



Me! • Product



# We clarified the user's context

Research findings

## Context

**20%**  
people with  
mental illness

**Months**  
waiting for  
appointments

**33%**  
have no  
benefits

**Therapy**  
under covered

**\$ 3500**  
yearly cost

**\$ 1000**  
covered

## Landscape

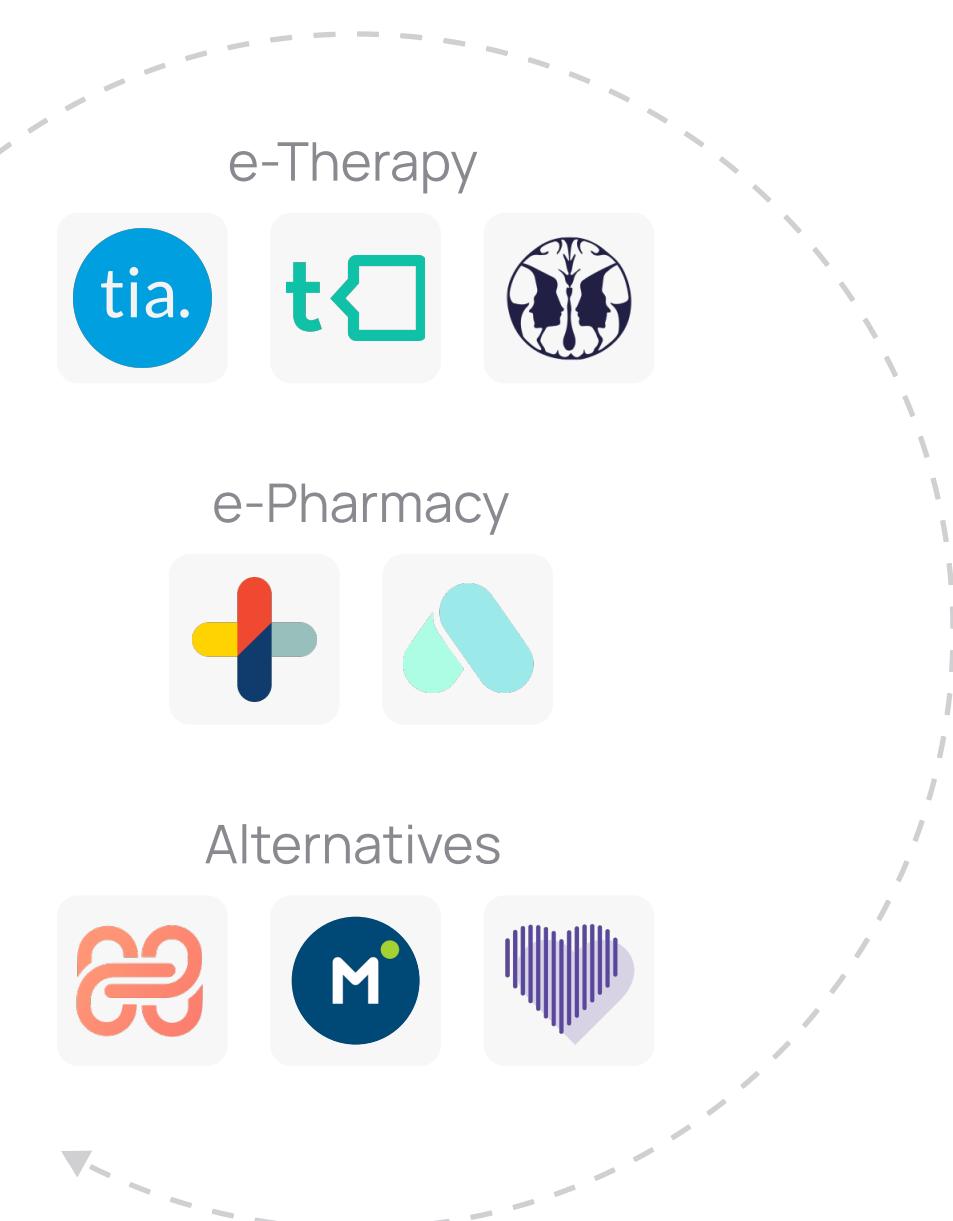
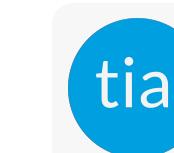
Most products start with an assessment and a diagnosis.  
Then, users enter a product loop.

Assessment



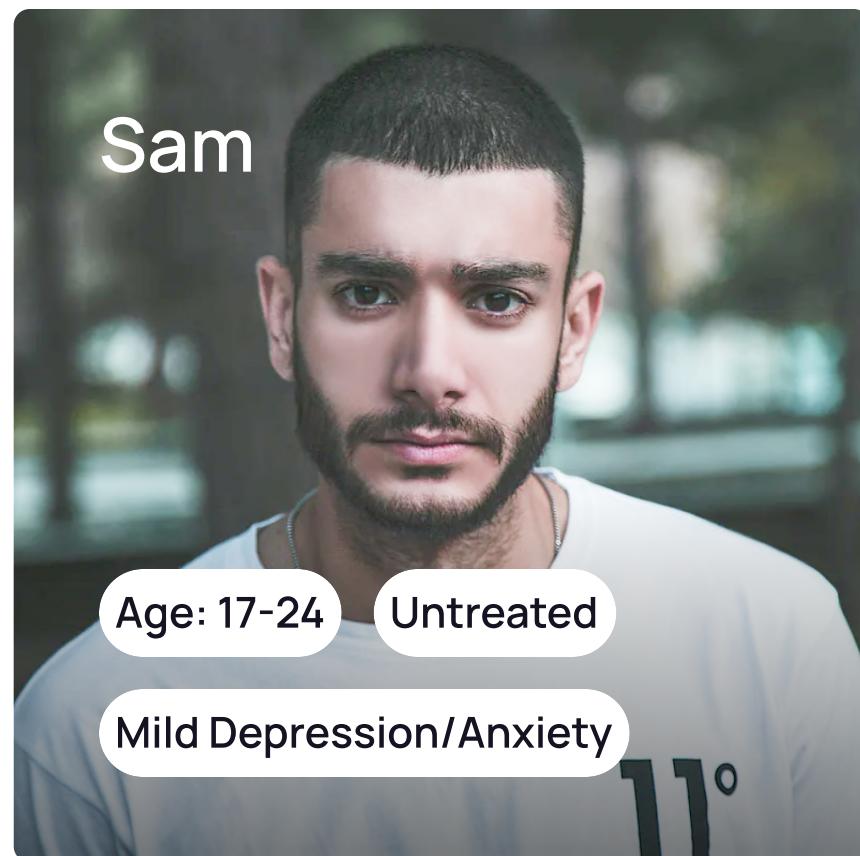
NHS

Diagnosis



## Research findings

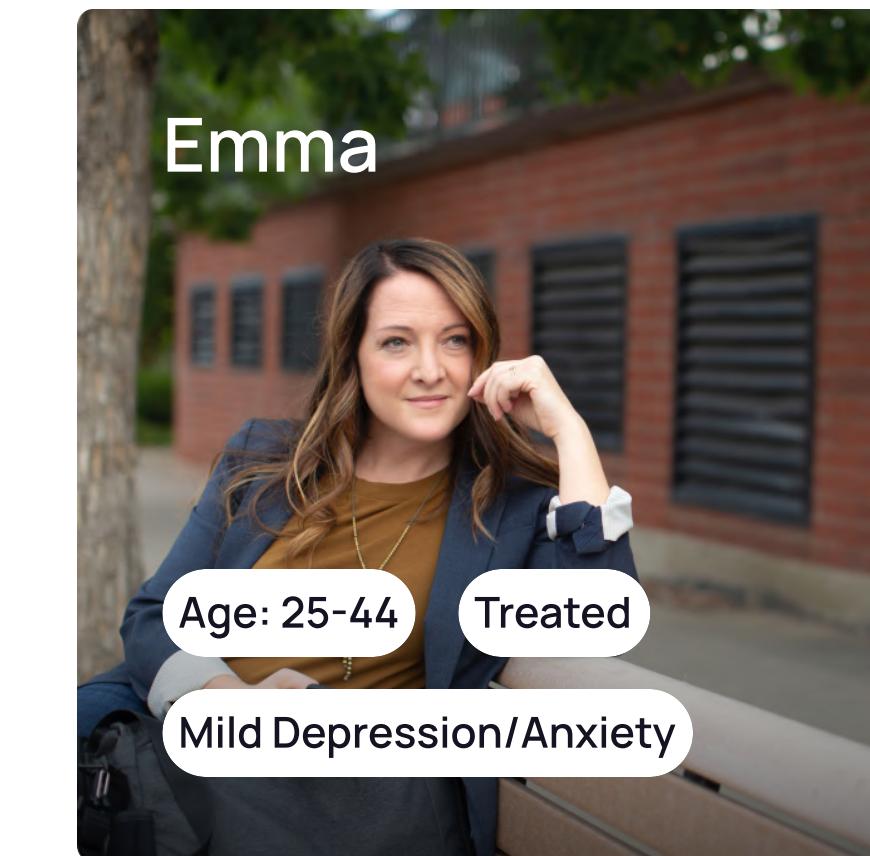
# We found 2 personas with a similar journey



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.”



### 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

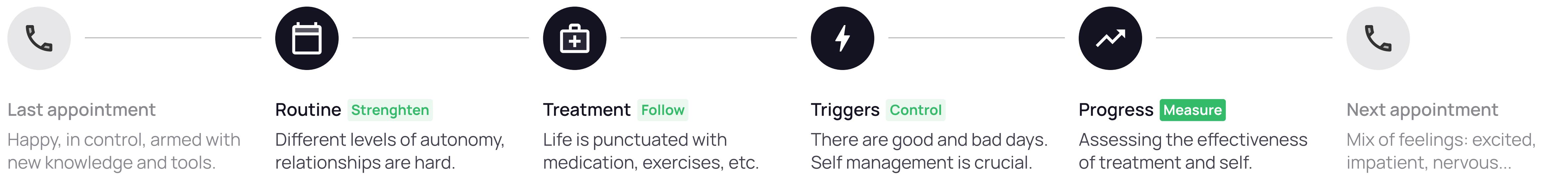


### Advocacy

Sharing working solution

People goals

# The journey between appointments



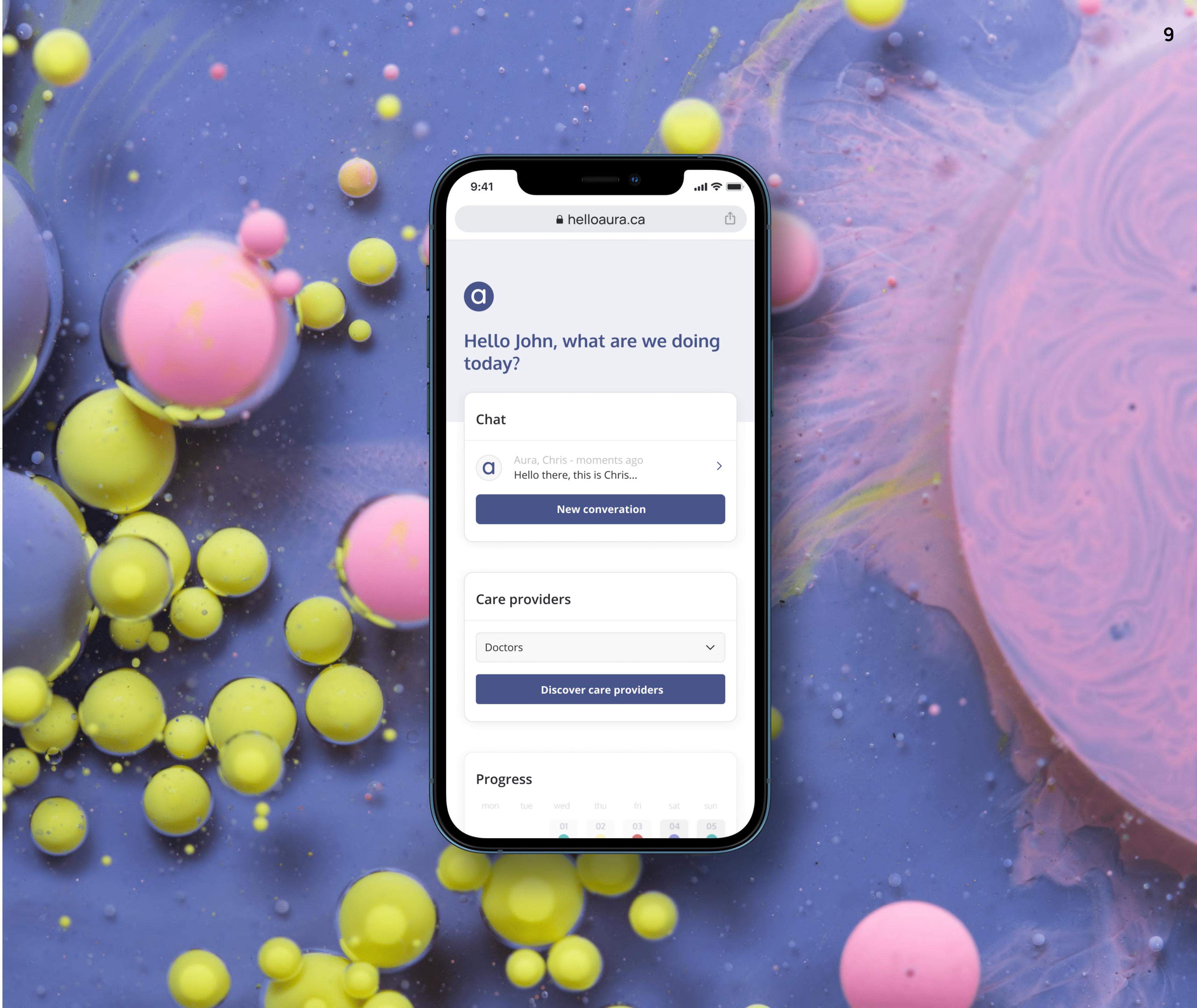
How might we create a **feeling of continuity** during the treatment journey?

Solution

# Mental health exercises between your appointments

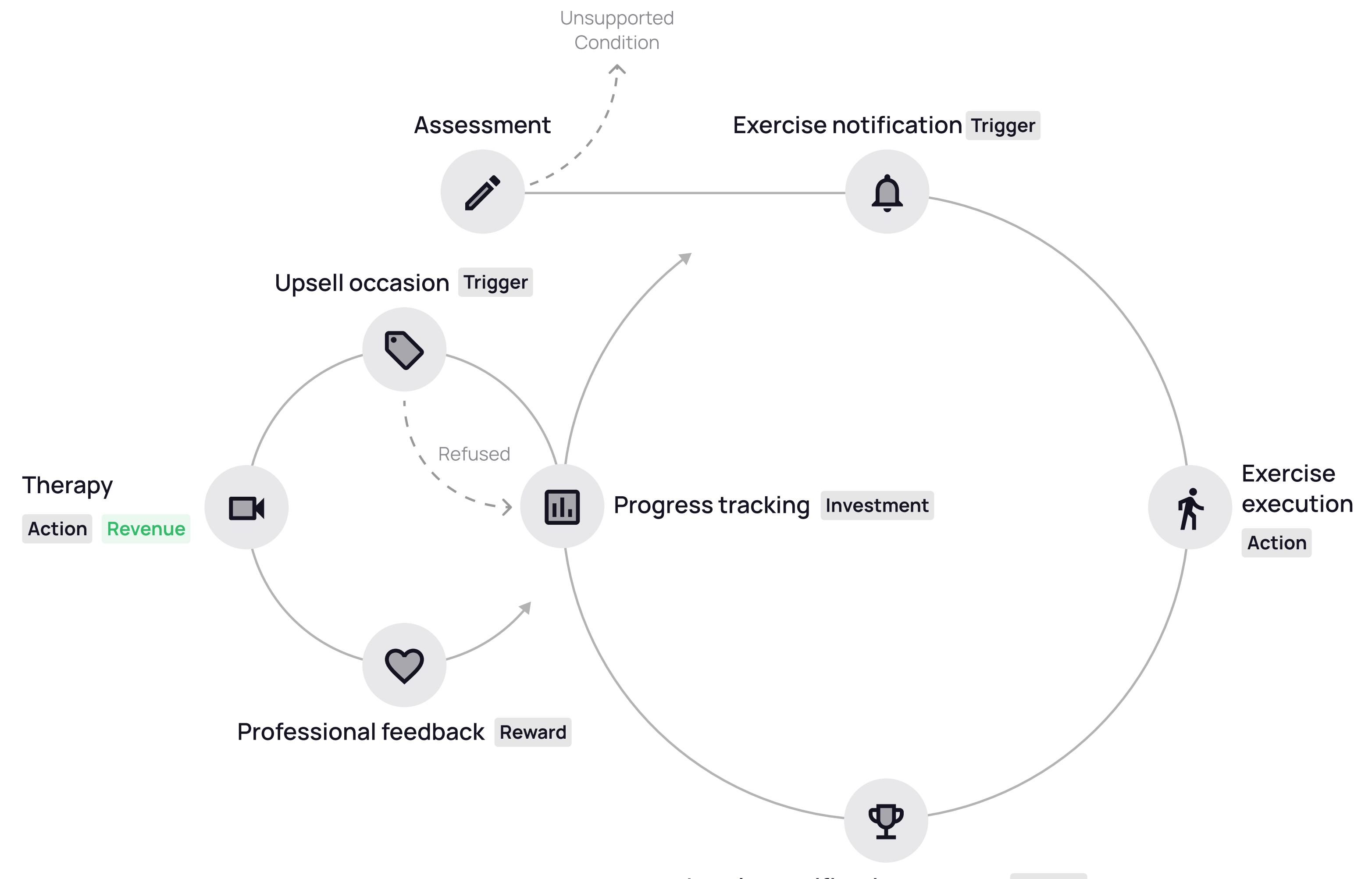
Journey

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

2 weeks

## Objectives

Learn & improve the product before moving to build phase.

## Execution

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

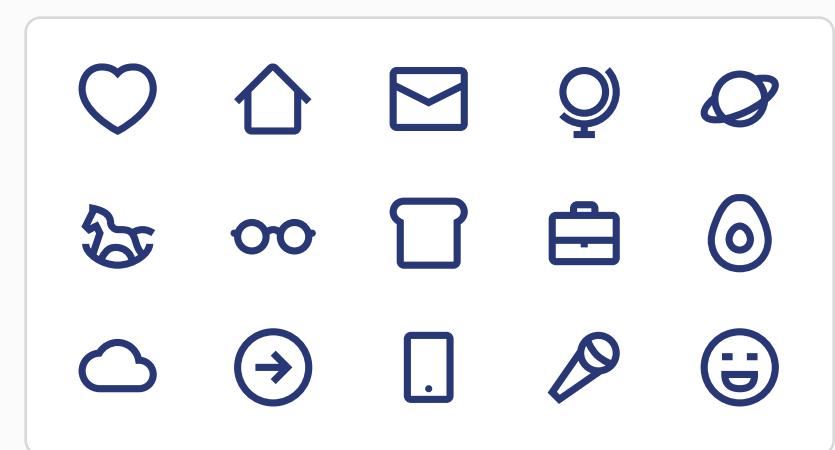
## Success

Improve some or all of the 8 relevant points of contact



### 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.

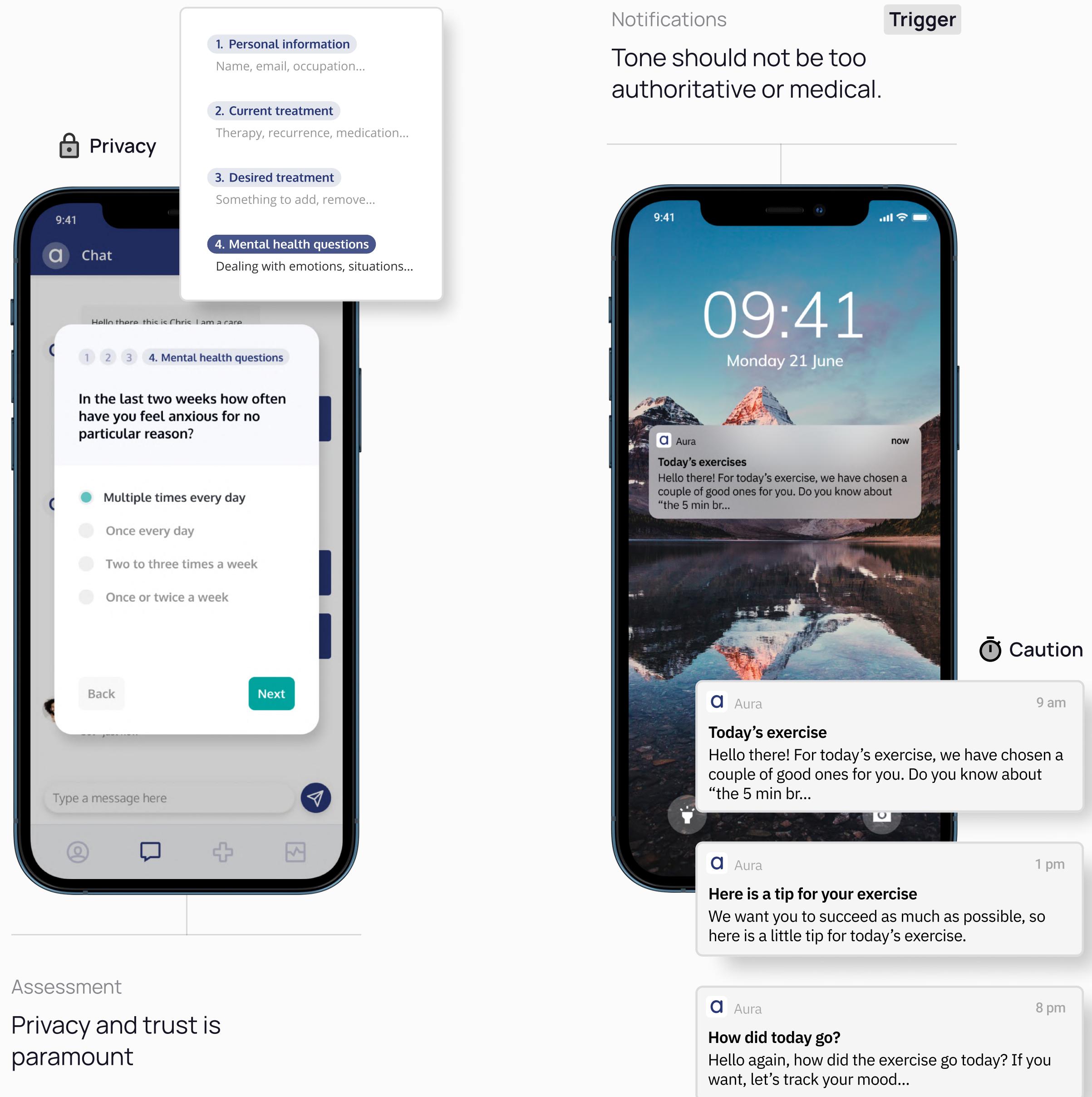
The Basics screen shows a chat interface with a blue header, a time selector, and two circular profile icons. Below is a message from 'Aura' about today's exercise. Buttons for 'Back' and 'Book a session' are at the bottom.

The Conversational screen shows a message from a bot asking about mood, with options for 'Stressed, anxious' and 'Happy, excited'. A message from 'Chris' is shown, and a text input field is at the bottom.

The Product specific screen shows a profile for 'Dr. David' (Psychotherapist) with coverage options for OHIP and Green Shield, and buttons for 'Sessions', 'Mood tracking', and 'Exercises'.

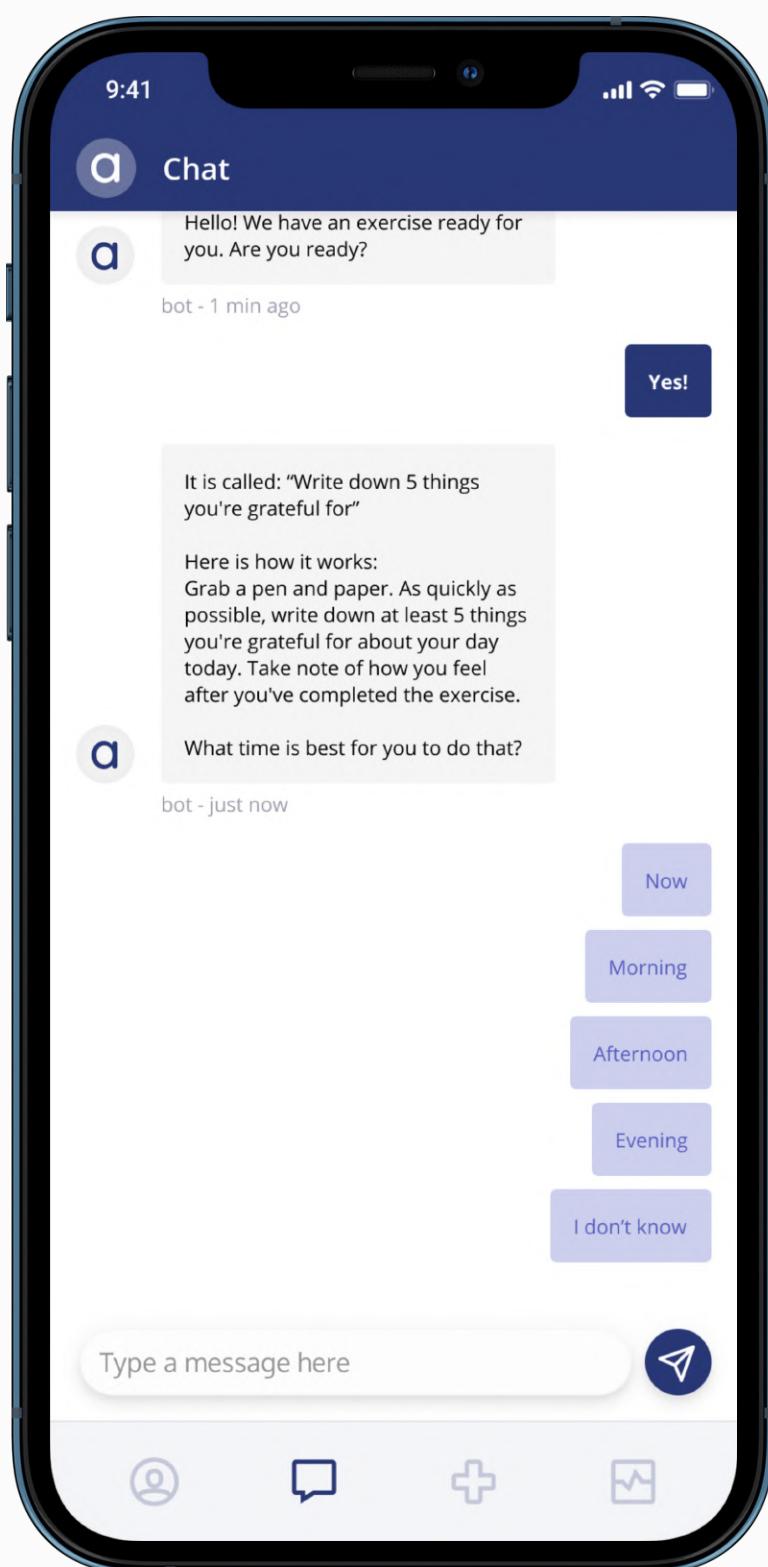
## UI Kit

Inspired by Material resources & Atomic principles

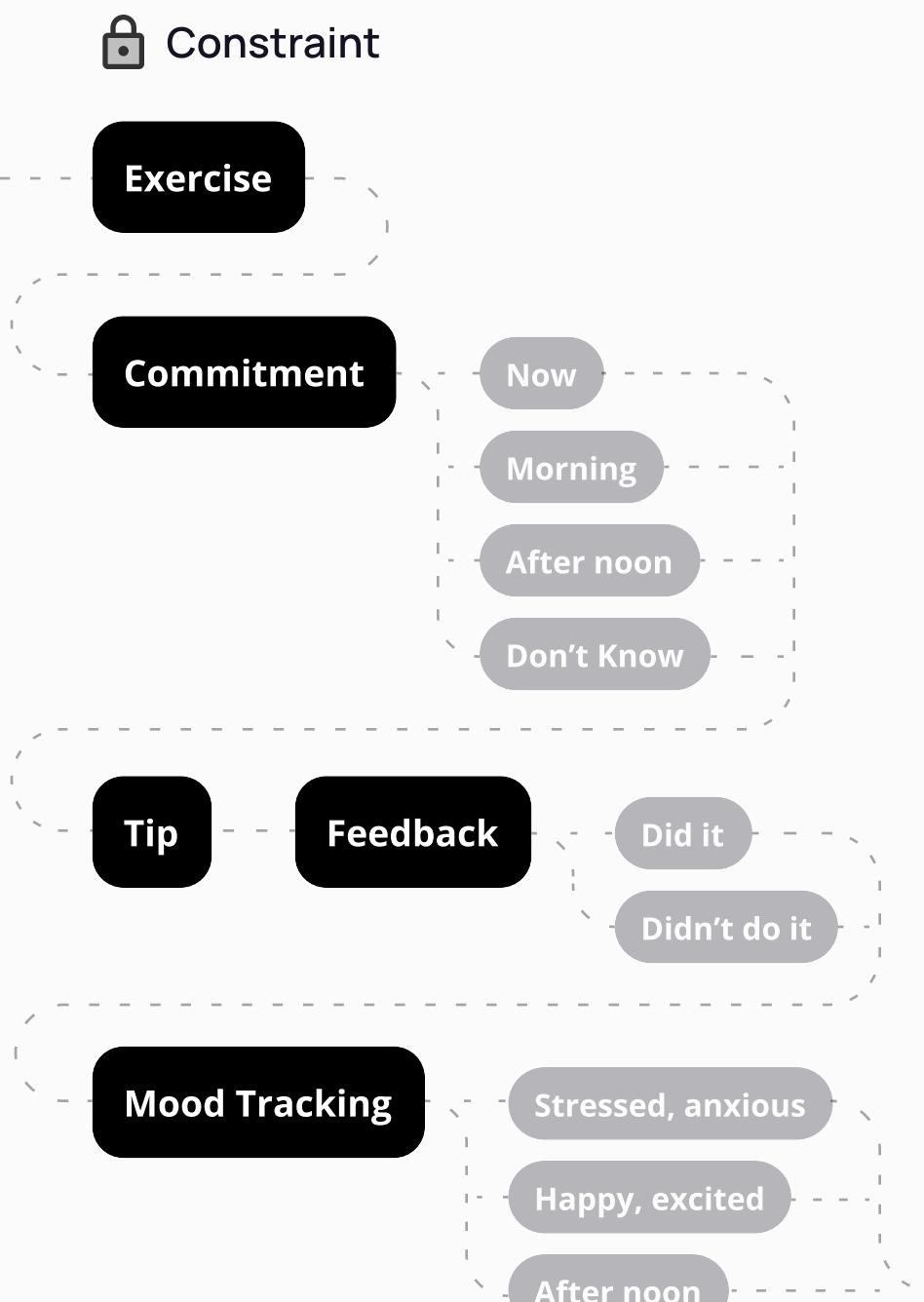


# Version 1

2 weeks



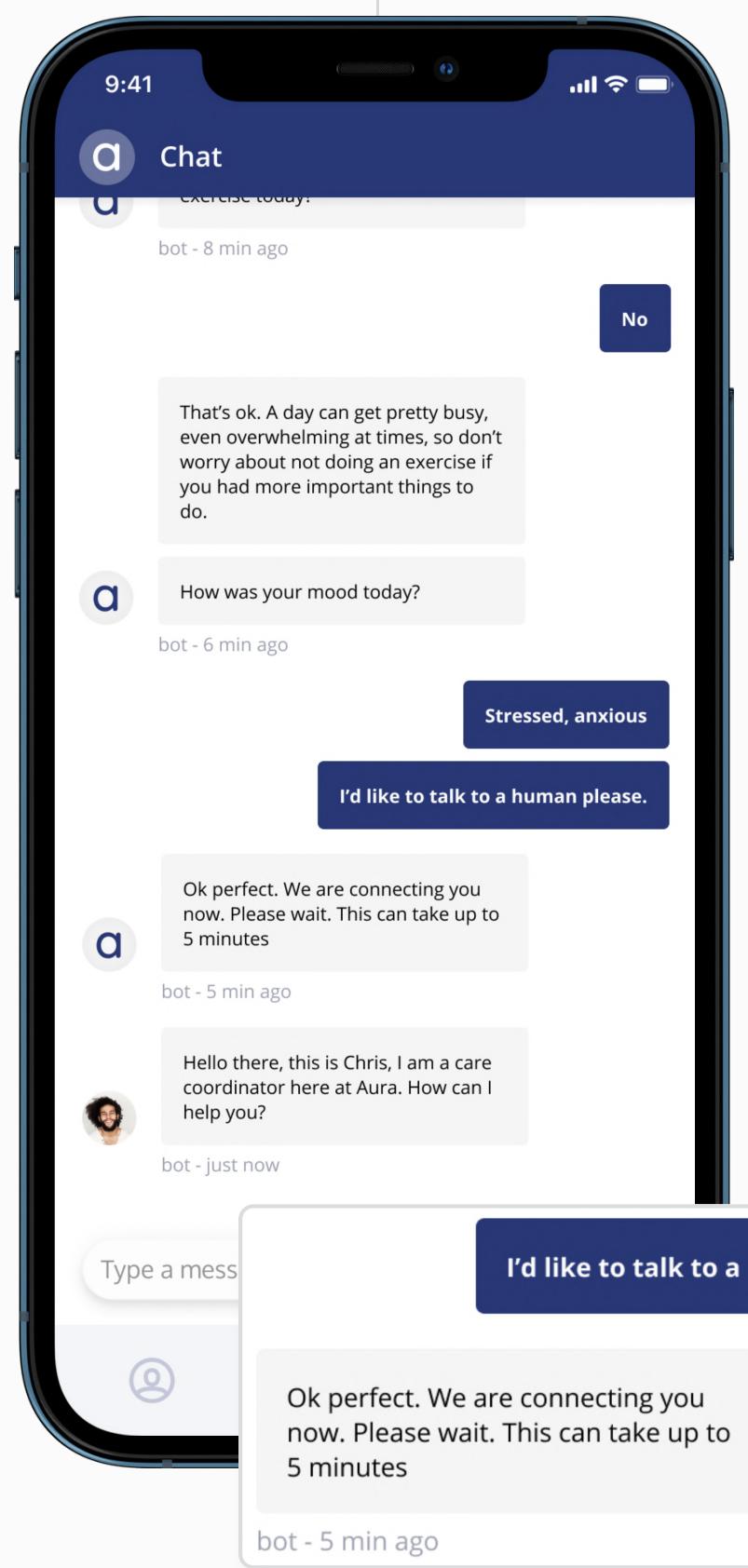
Exercise cannot be felt as a chore or reason to fail



Conversion

Trigger

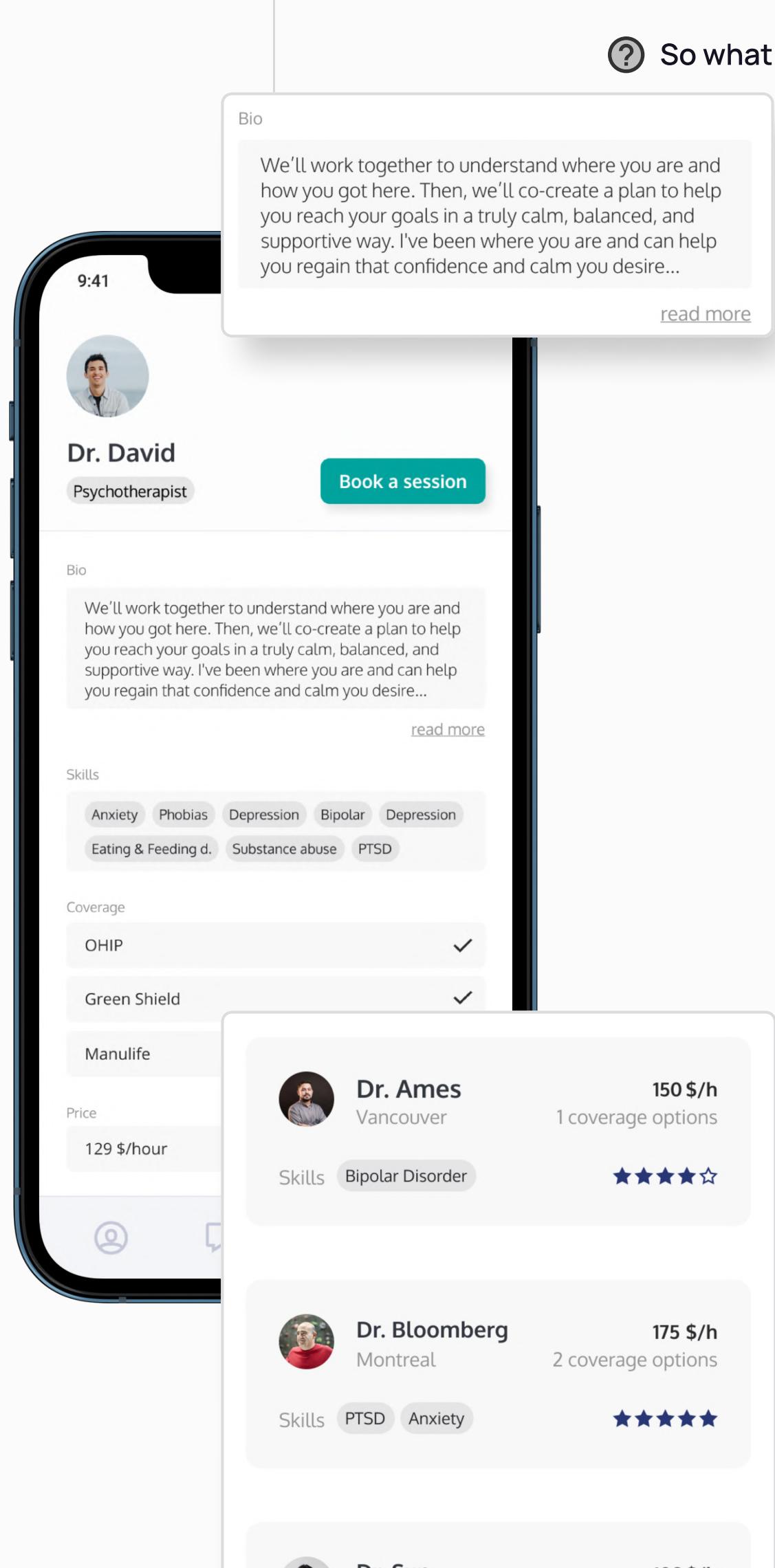
Patient triggers are unknown,  
a human must be available



Therapy

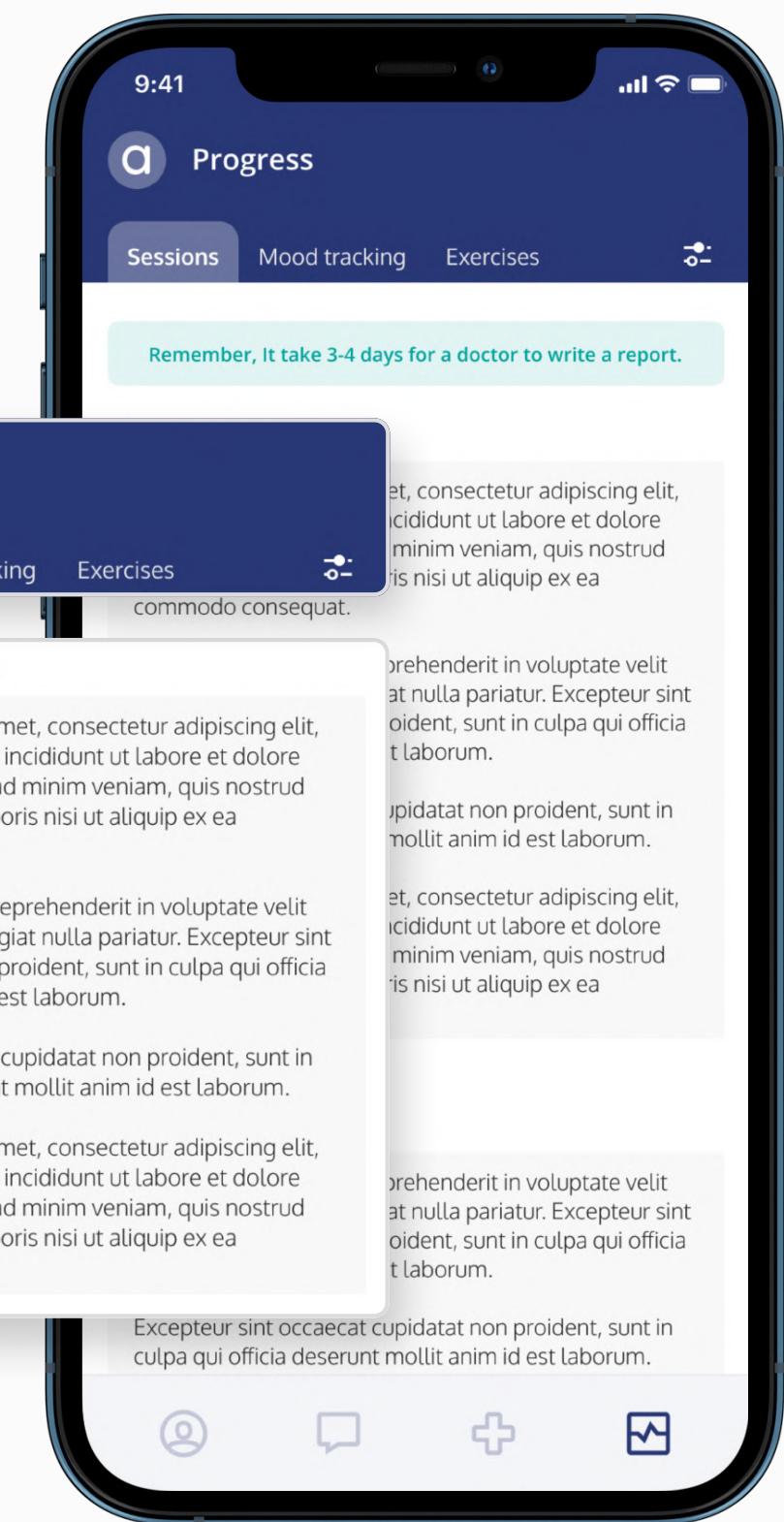
Action

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

# Version 2

3 weeks

## Objectives

- 7 day working Proof Of Concept with 10 people
- Understand usage & willingness to buy

## Success

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

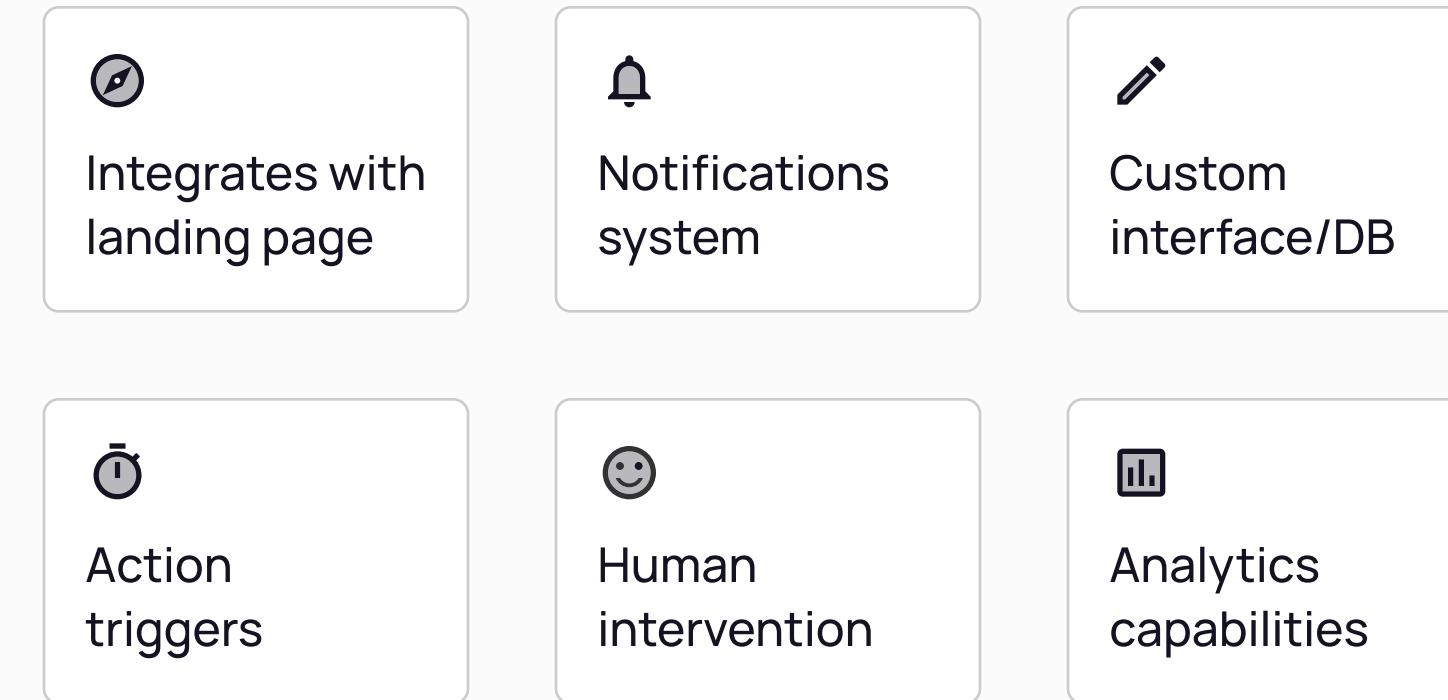
## Results

- 😊 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		

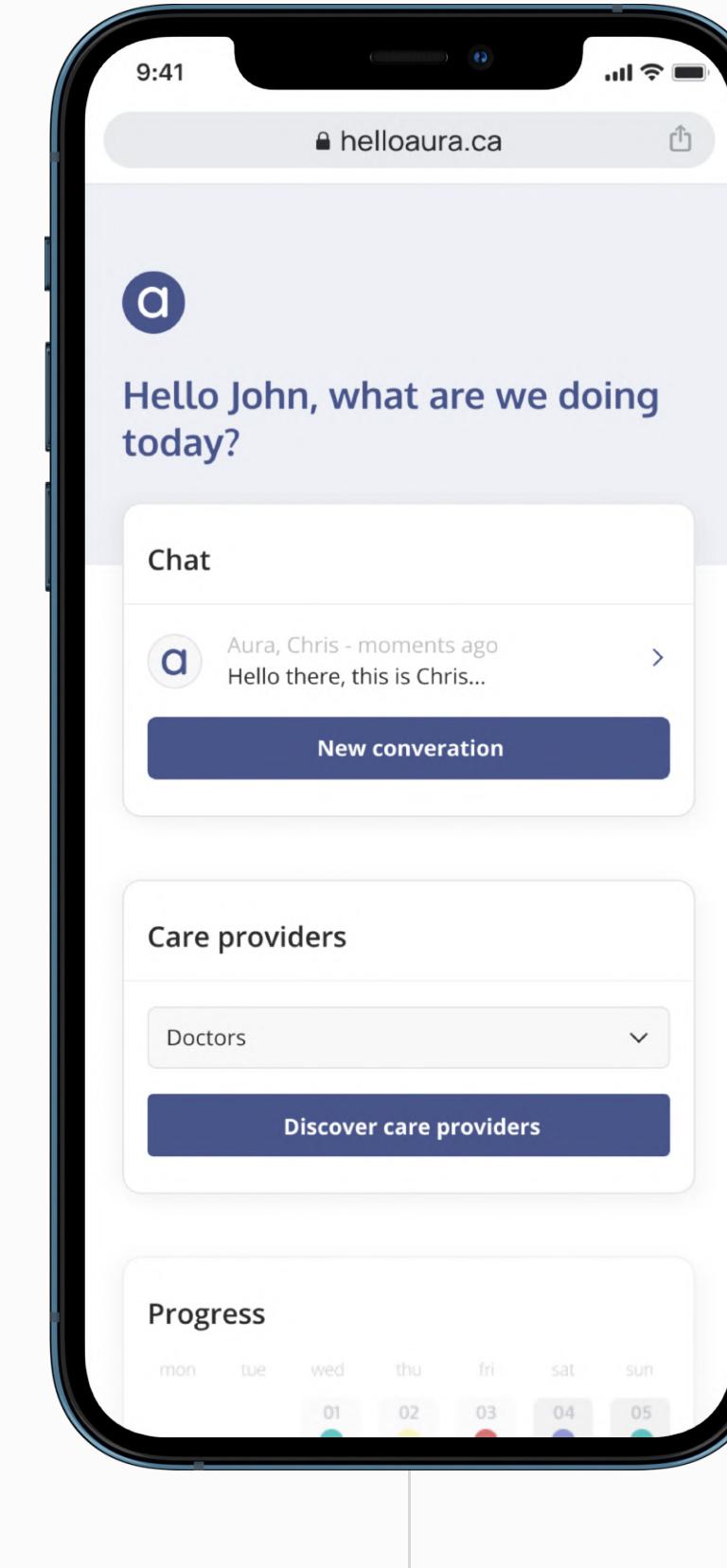
## Requirements



## 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, Rating: ★★★★☆.
- Dr. Ames:** Vancouver, \$150/h, 1 coverage option, Skills: Bipolar Disorder, Rating: ★★★★☆.
- Dr. Bloomberg:** Montreal, \$175/h, 2 coverage options, Skills: PTSD, Anxiety, Rating: ★★★★☆.

**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, Rating: ★★★★☆, 4.2/5, 78 sessions.
- Schedule appointment:** A button to book an appointment.

# Version 2

3 weeks

**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.

**Paywall Upgrade Screen:**

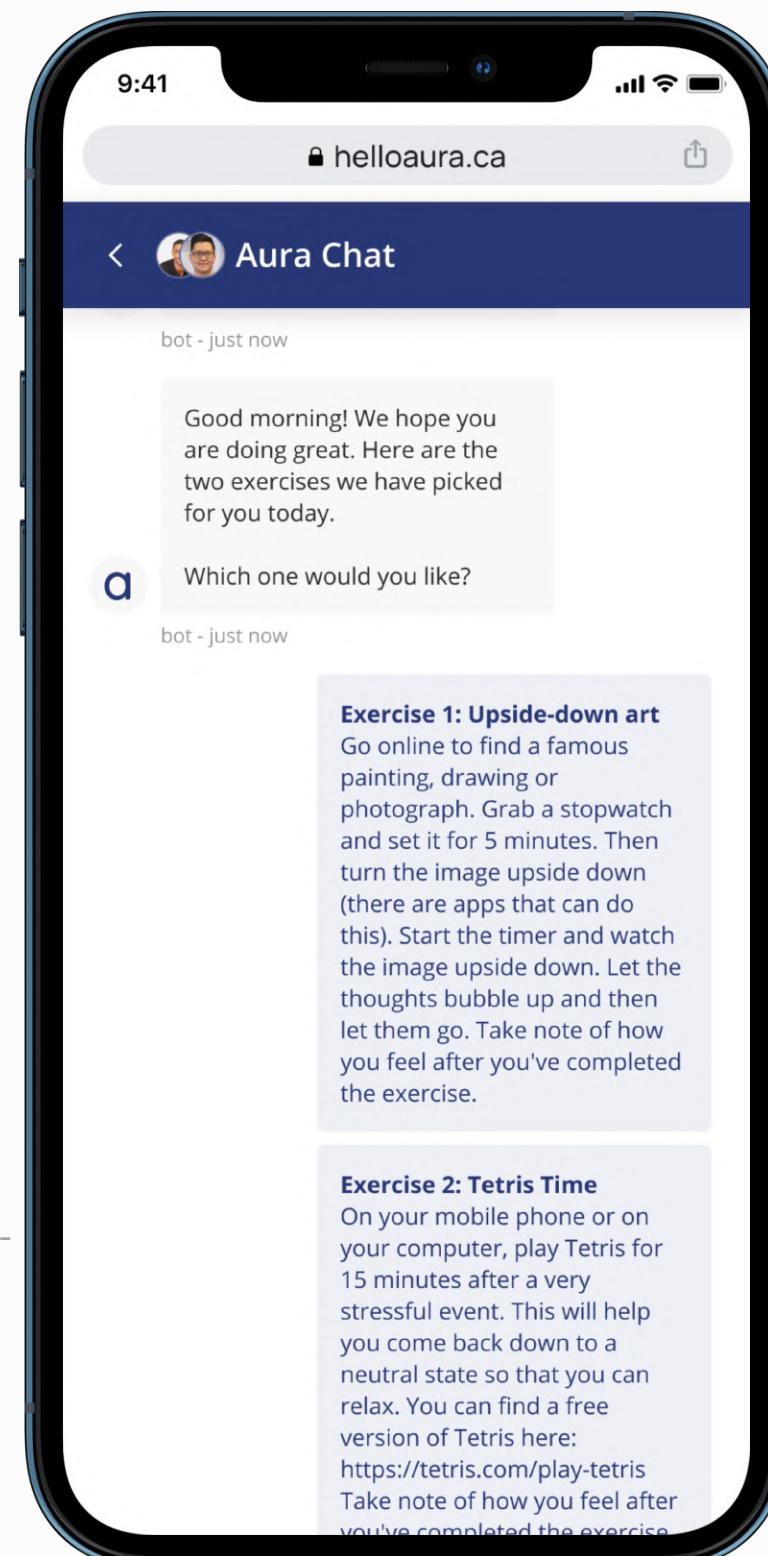
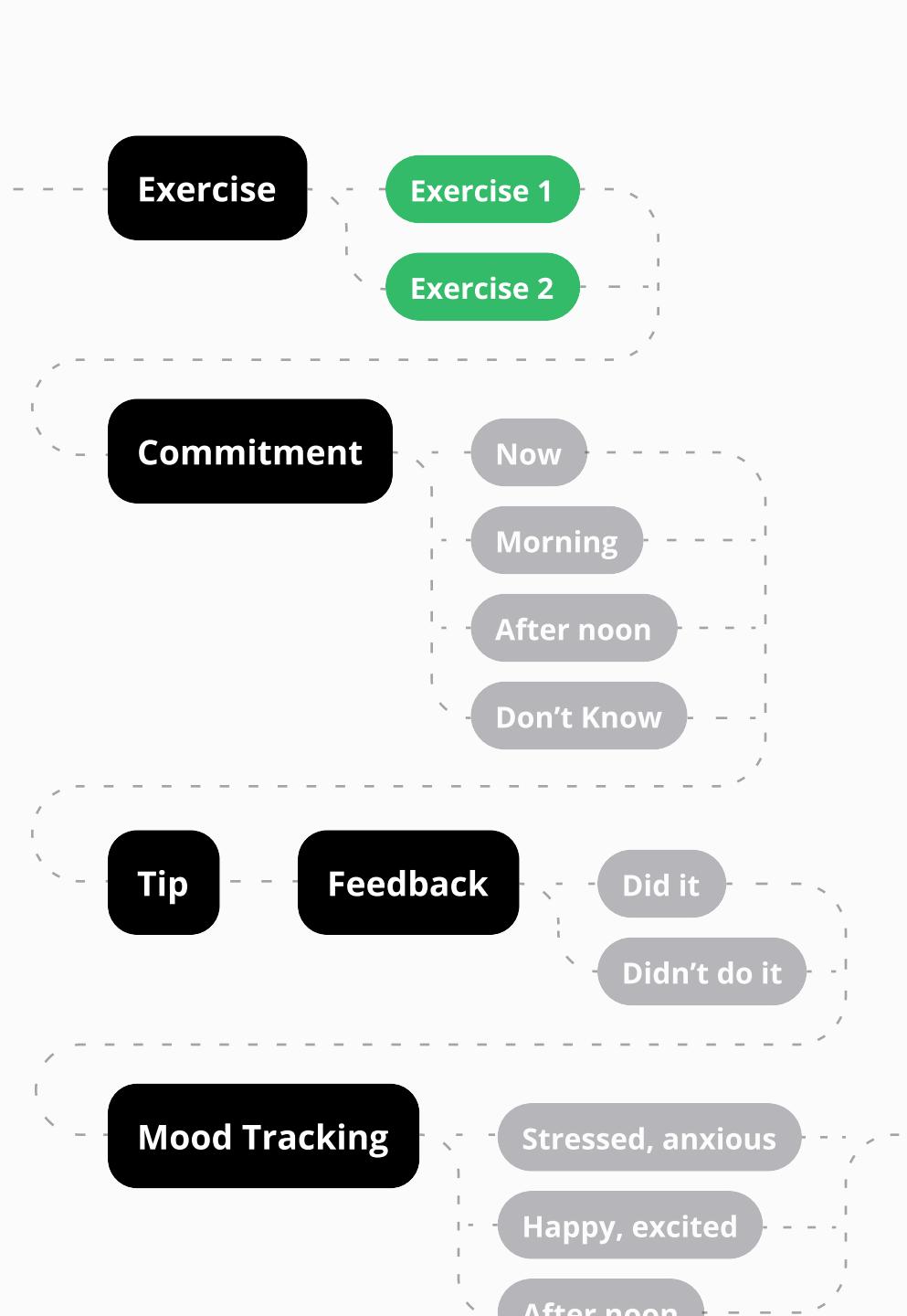
- Upgrade needed:** A section prompting users to upgrade their account.
- Type of card:** Select a type dropdown.
- Name on card:** Input field.
- Card number:** Input field.
- Date:** Input field.
- CCV:** Input field.
- Try Premium Free:** A button to try the premium service.

**Upgrade unavailable Screen:**

- Sorry, Aura is unavailable today.** A message indicating the service is unavailable.
- Your credit card was not charged.** A message explaining the issue.
- Sorry about that. We are currently working on building Aura as fast as we can, but you beat us to it!** A message from the team.
- We have not charged your credit card. Please talk with one of our care coordinators for more information.** Another message from the team.
- Talk to a care coordinator:** A button to contact support.

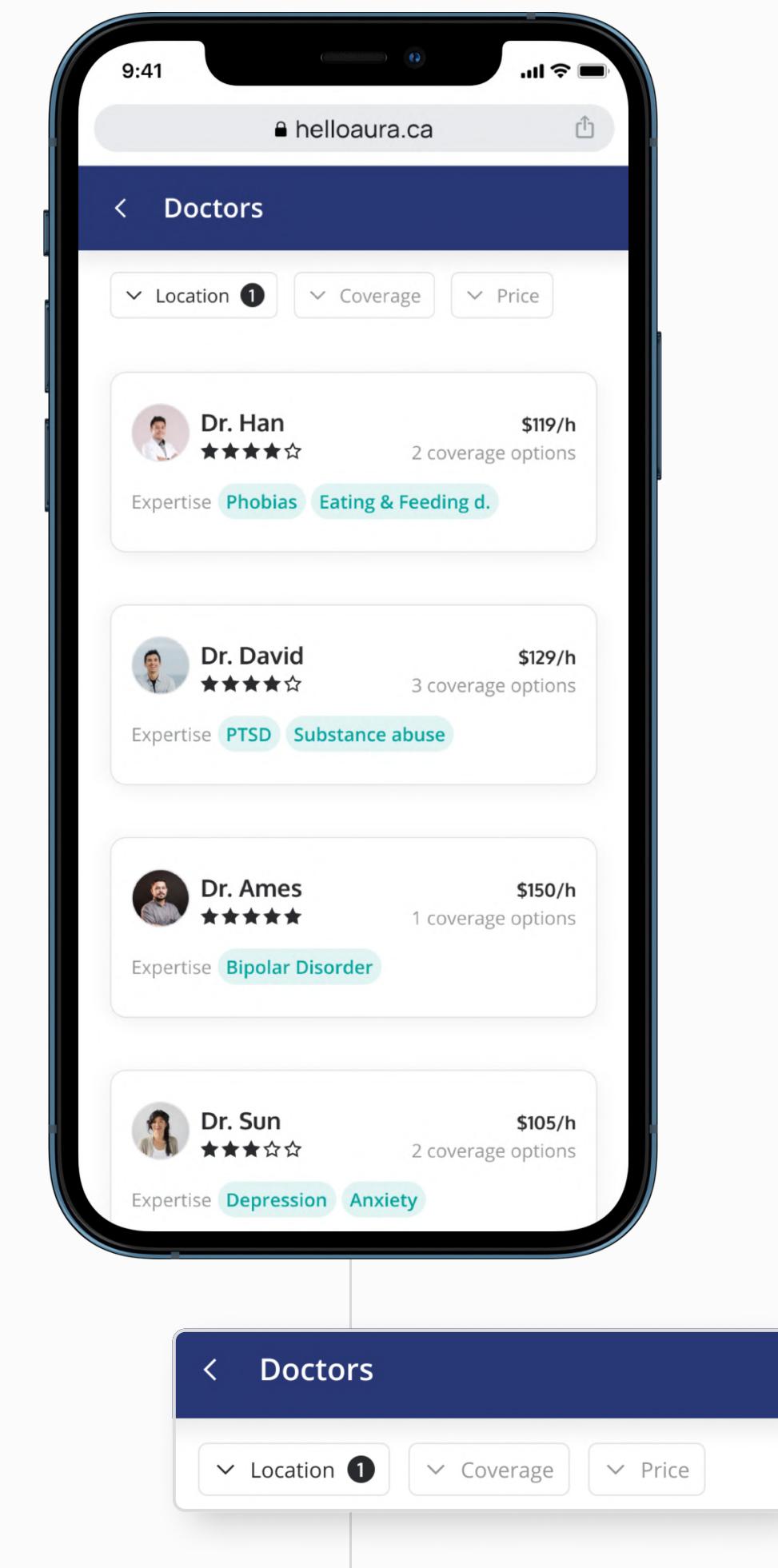
# Version 2

3 weeks



Guiding behavior

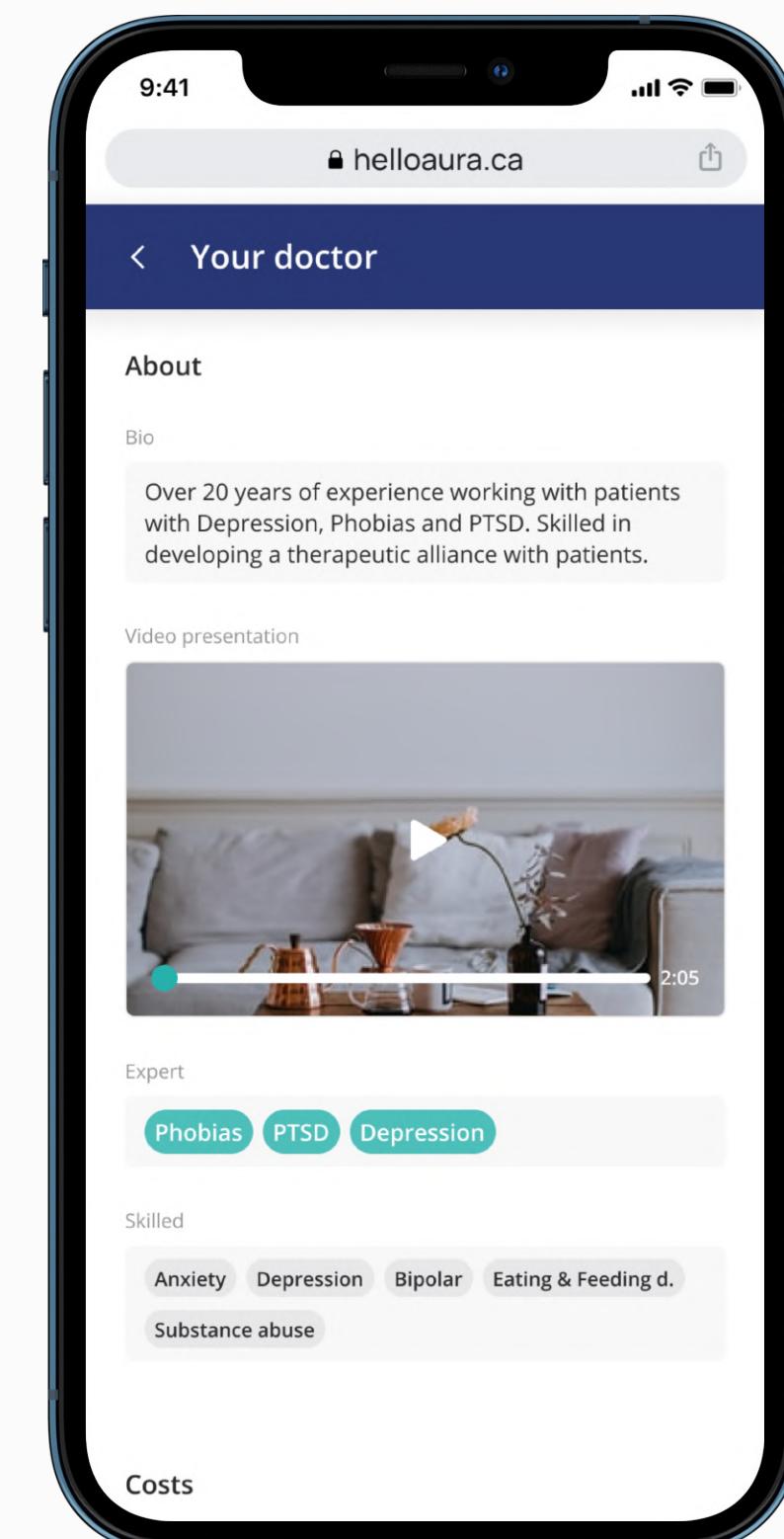
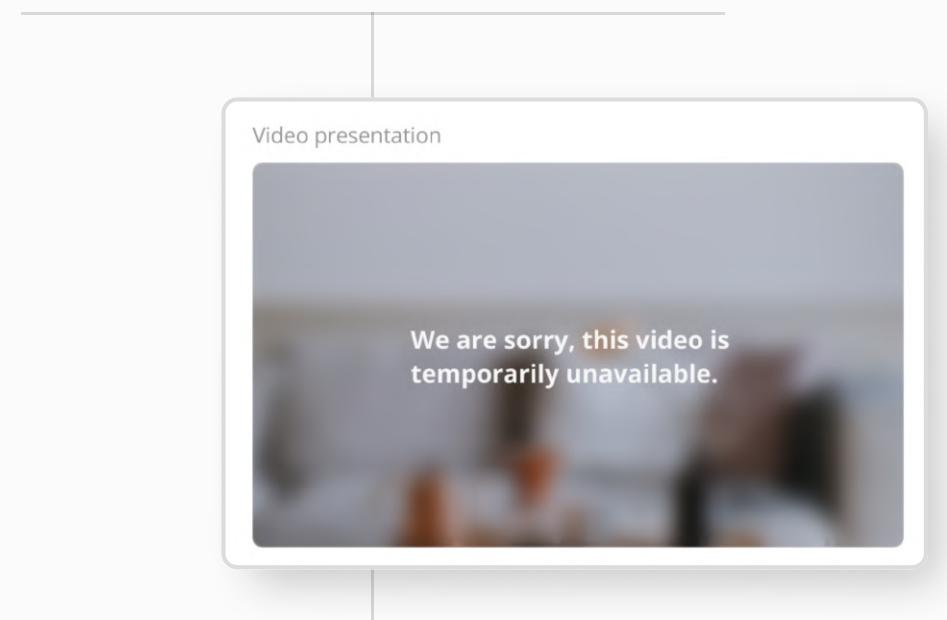
Choice as a way to increase motivation (B=MAP)



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

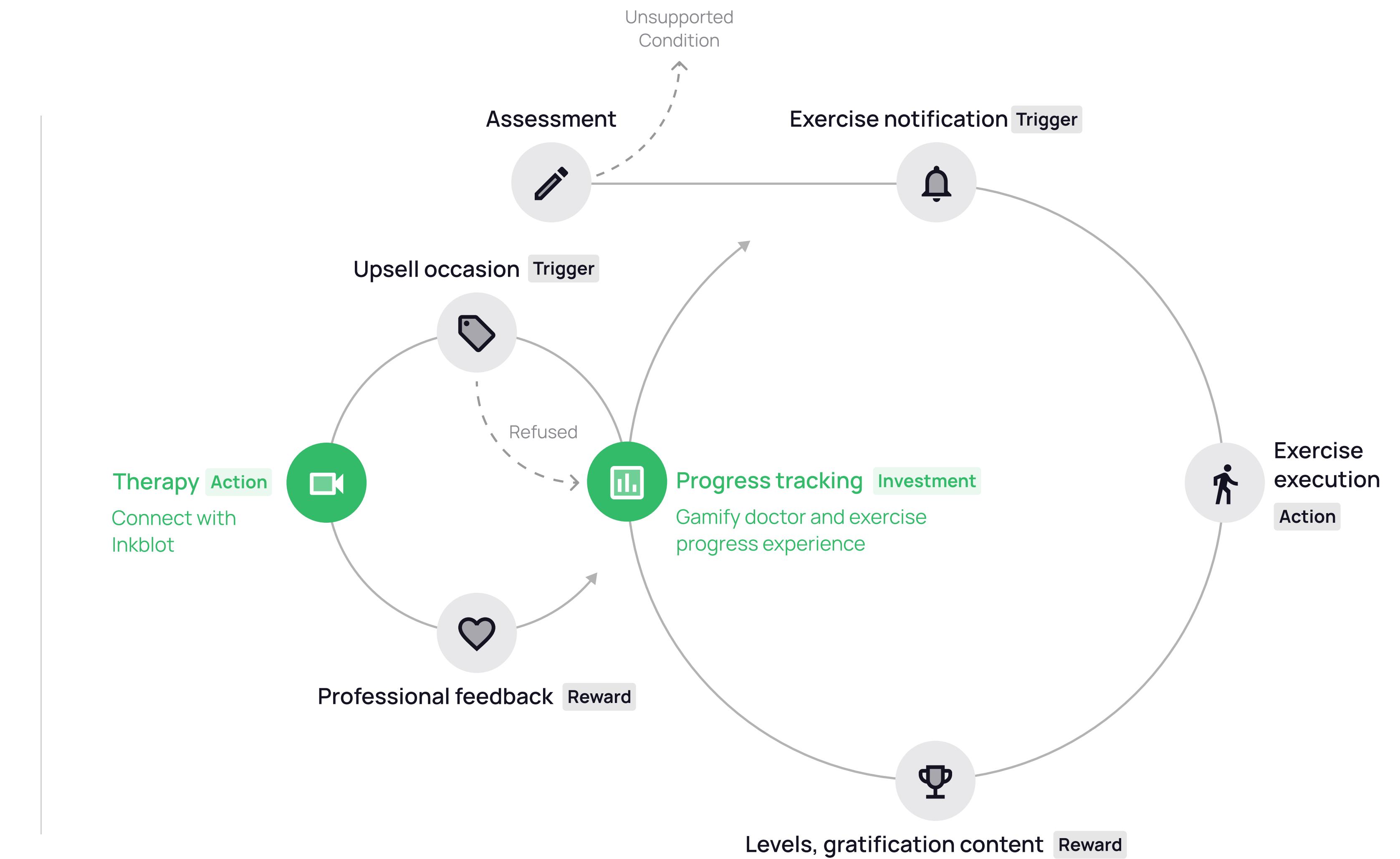
### 4.2 - Proof of concept

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

**25%**  
activity after 7 days

Next steps

# Where could we improve this experience?



# 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](http://bprigent.com)