

# 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

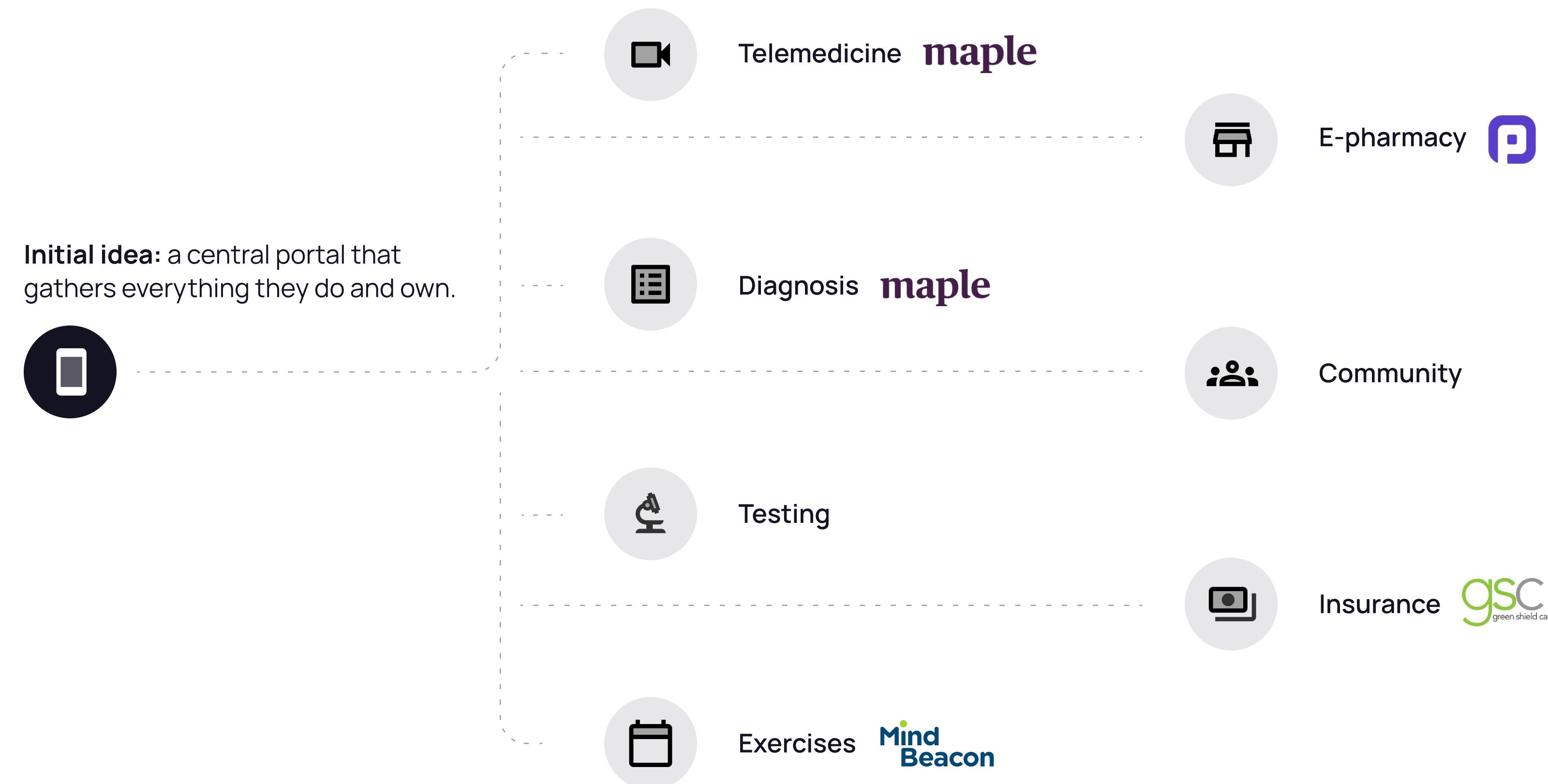
## Mandate

- 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**



# Secondary and competition research

## Research findings

# Imperfect public healthcare

**20%**  
have mental  
illness

**\$ 3500**  
yearly cost  
for therapy

**\$ 1000**  
maximum  
coverage

**33%**  
don't have  
benefits

# Months waiting for appointments

# Companies fill the gaps

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

## Assessment



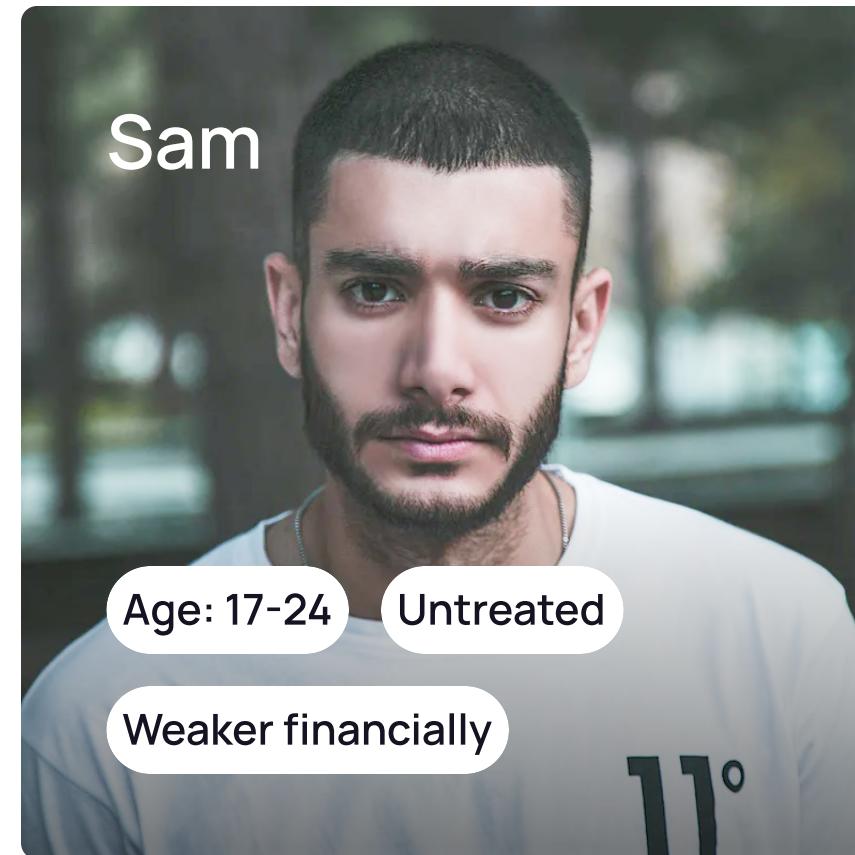
NHS

## Diagnosis



## Research findings

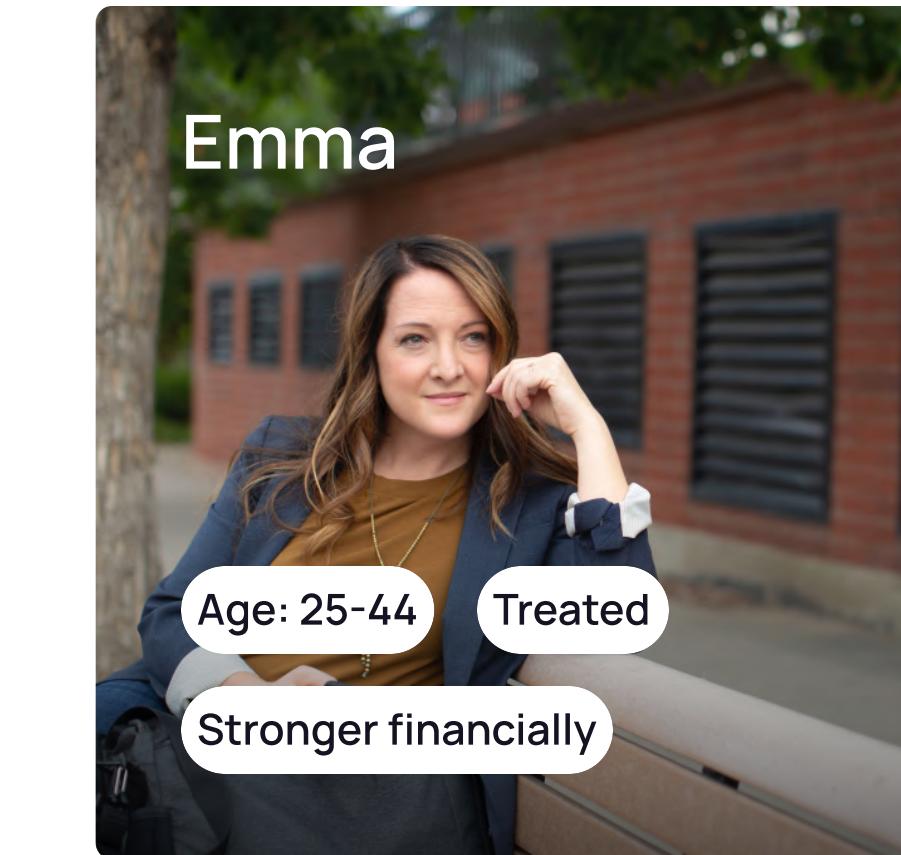
# Round 1 interviews: life with mental health



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

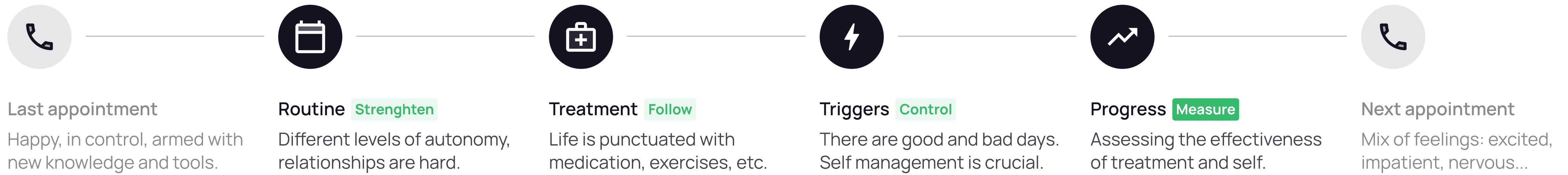


### Advocacy

Sharing working  
solution

Research findings

# Round 2 interviews: life between appointments



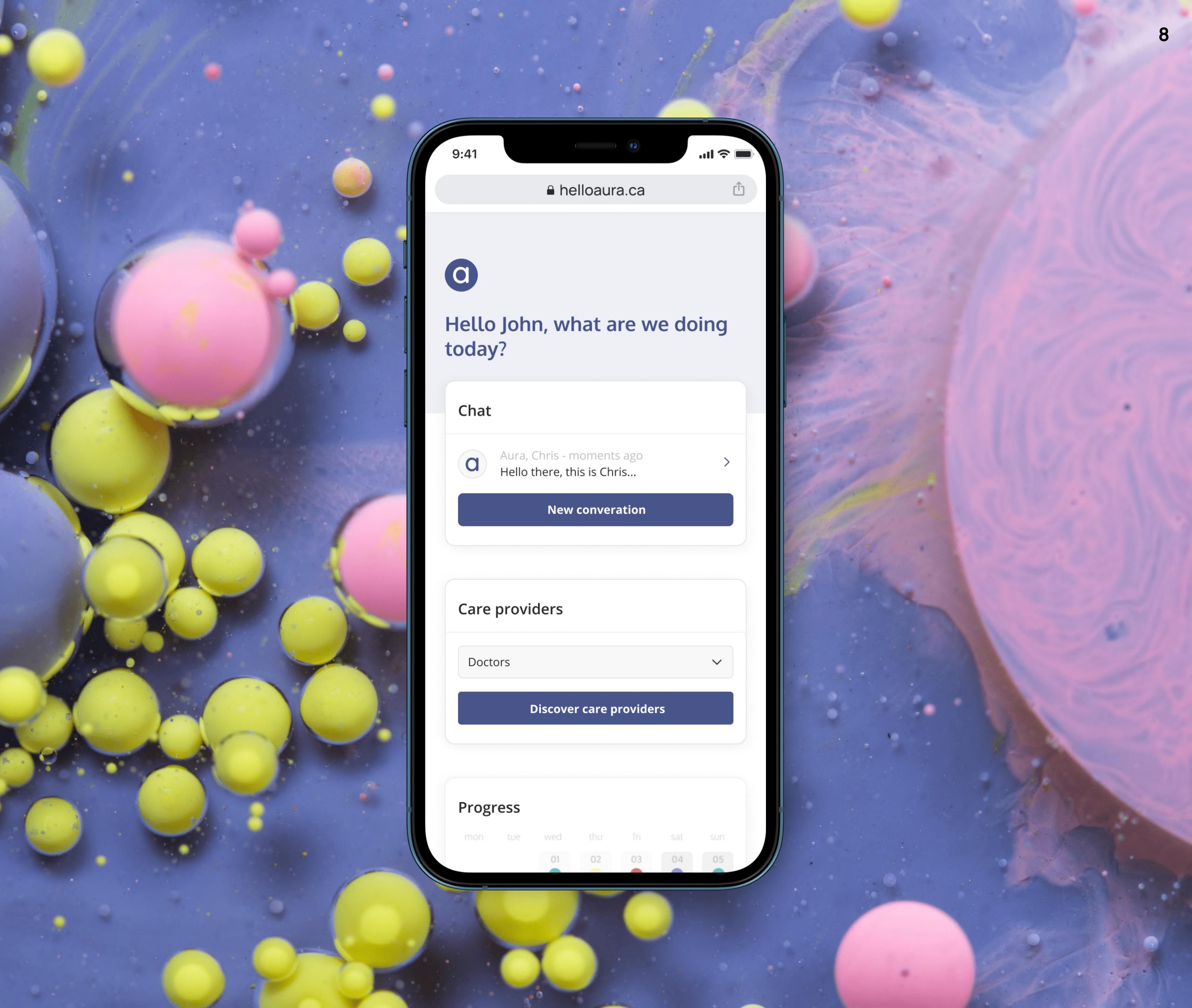
How might we create a **feeling of support and progress** during the treatment journey between appointments?

Solution

# Mental health exercises between your appointments

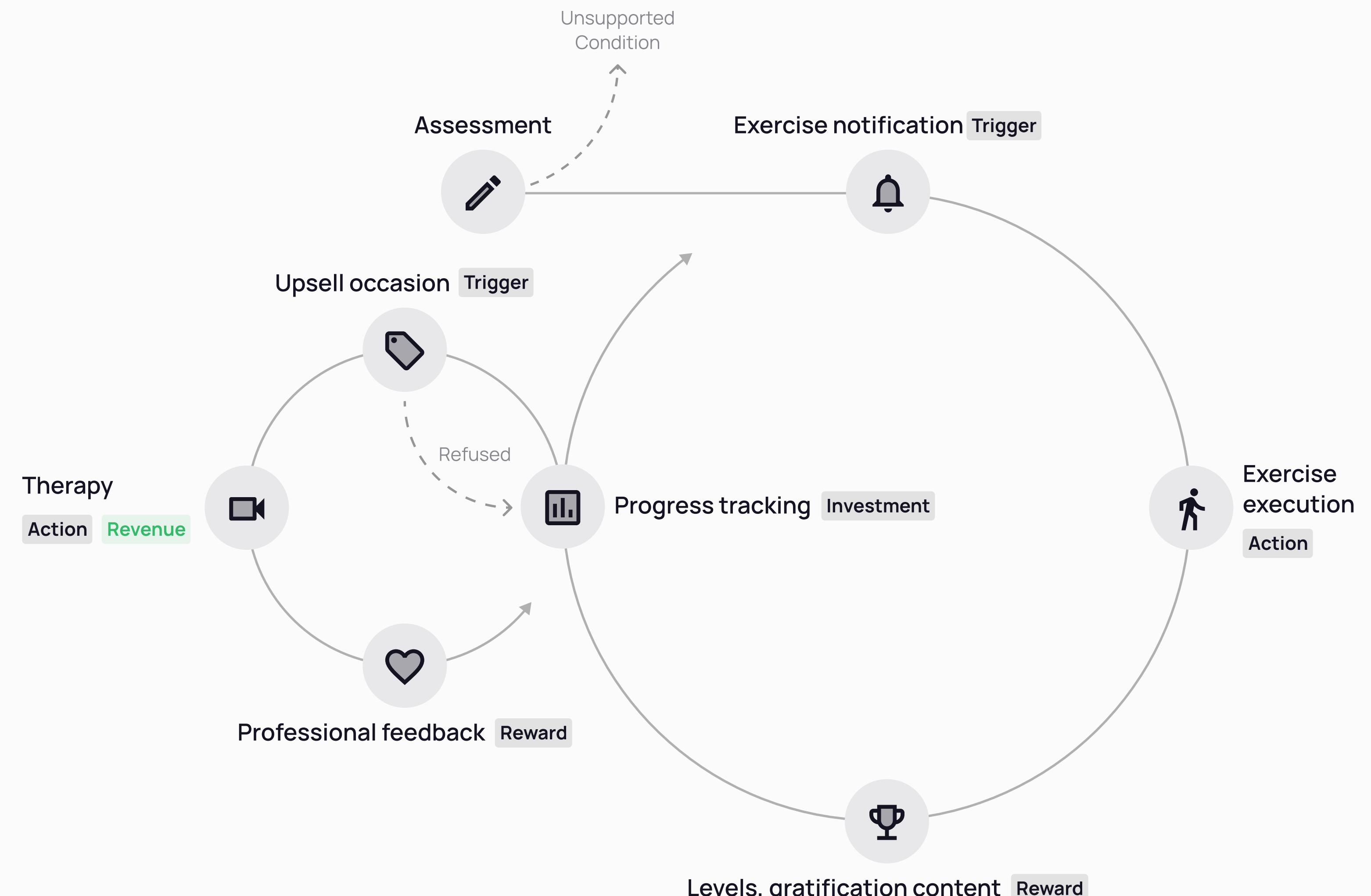
Journey

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.

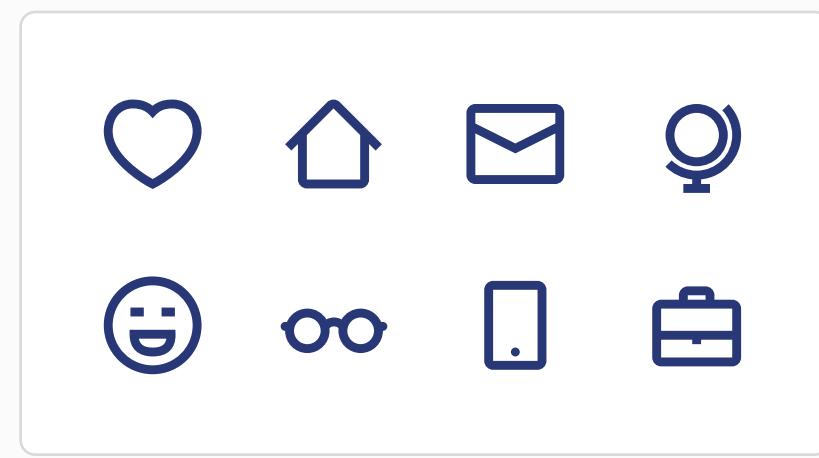
## Success

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



### Colors

Pastels for empathy, darker colors for anonymity.



### Icons

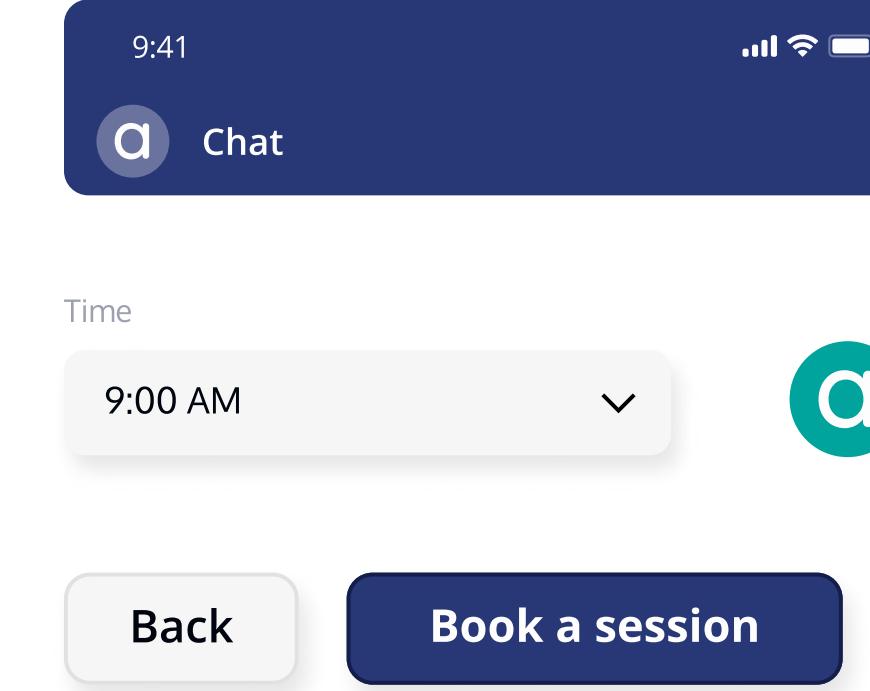
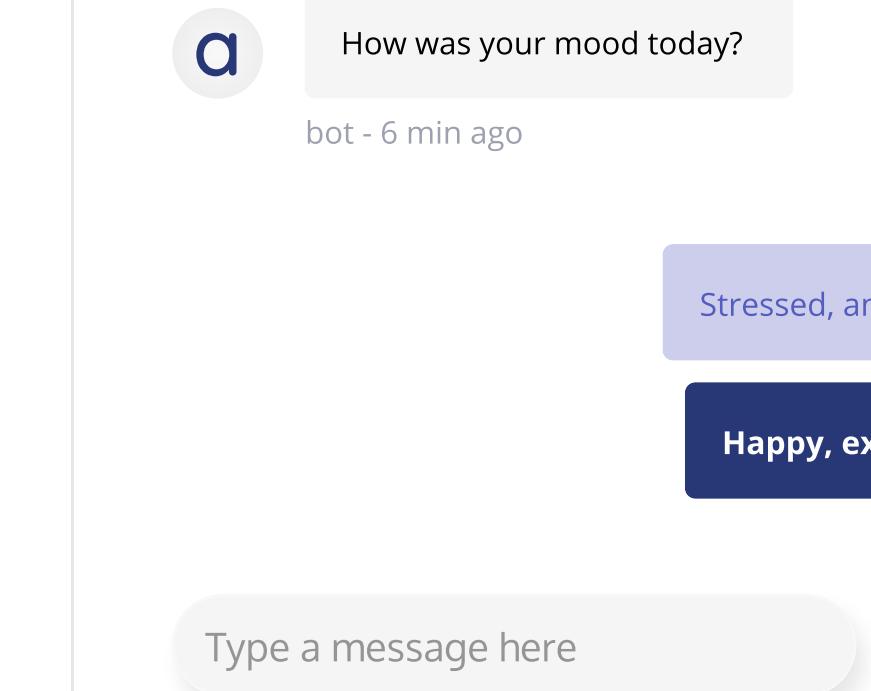
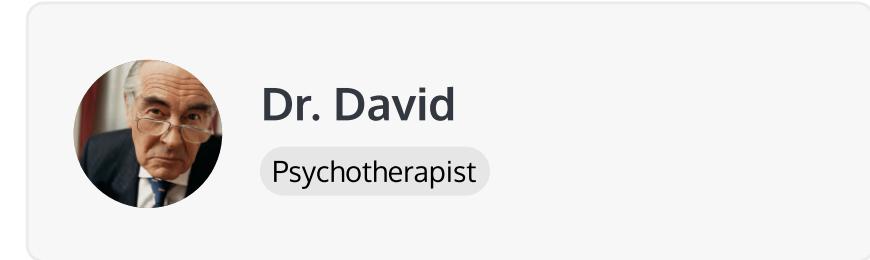
Rounded with sharp ends, professional without rigidity.

### Typography

Readable Sans with movement in the headings.

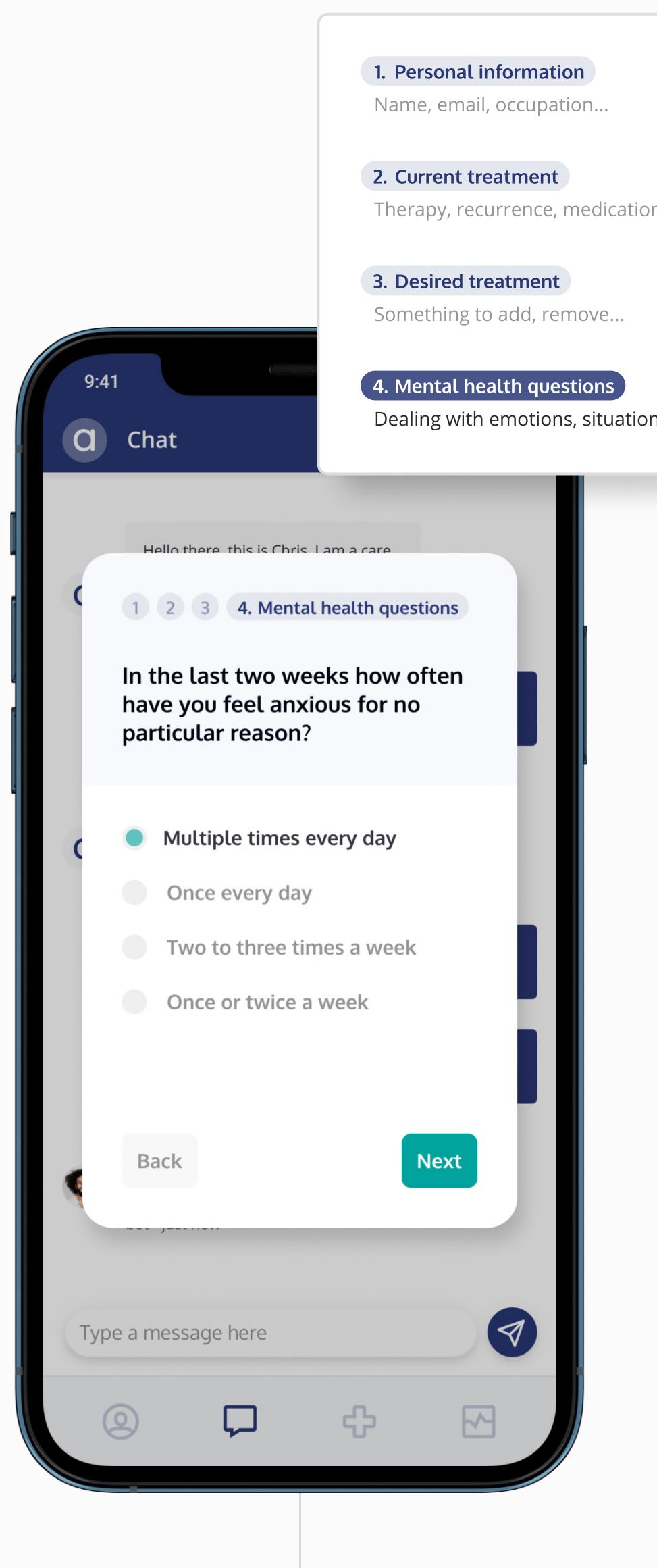
**Get the help you need,  
without getting lost.**

Your personal mental health guide helps you find the right mental health treatment plan and stays with you throughout your journey.

Basics elements	Conversational UI	Product-specific elements
		

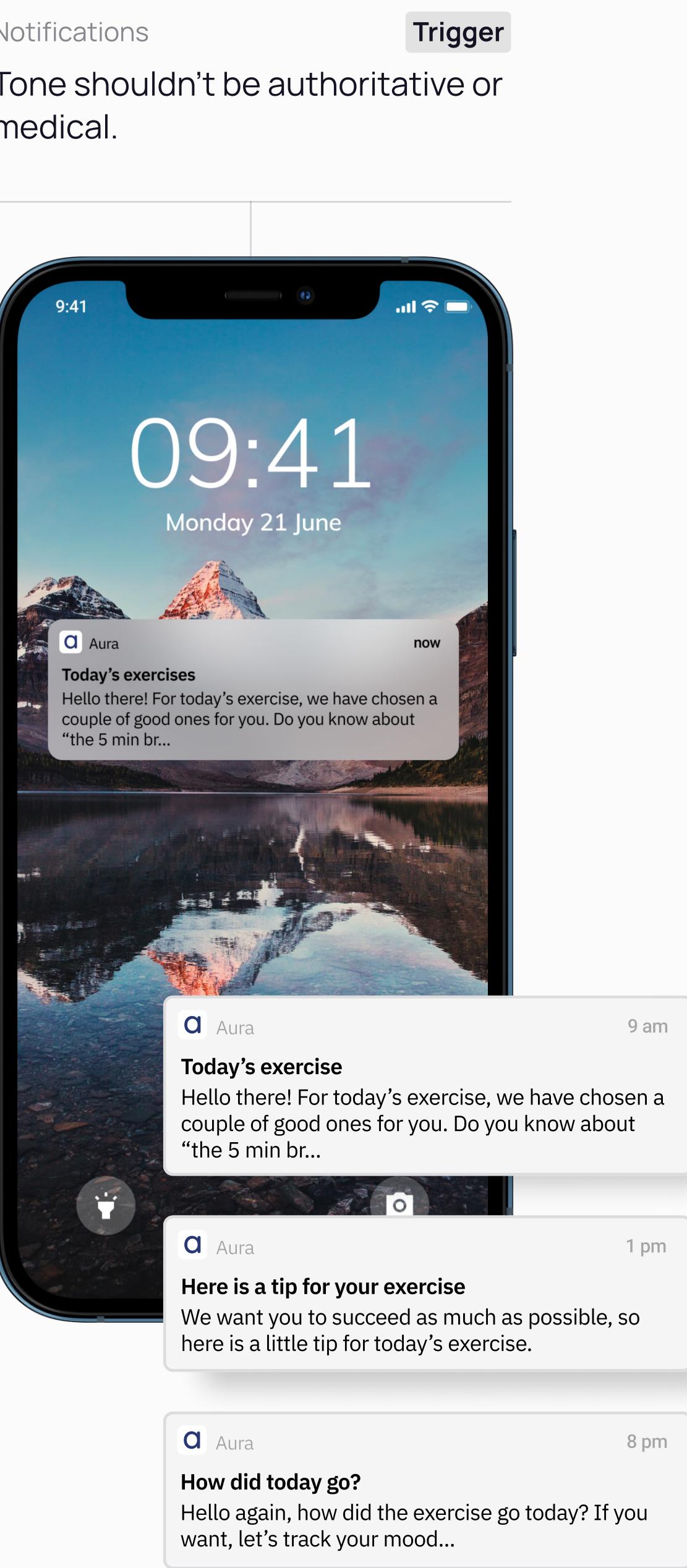
### UI Kit

Inspired by Material resources & Atomic principles



Assessment

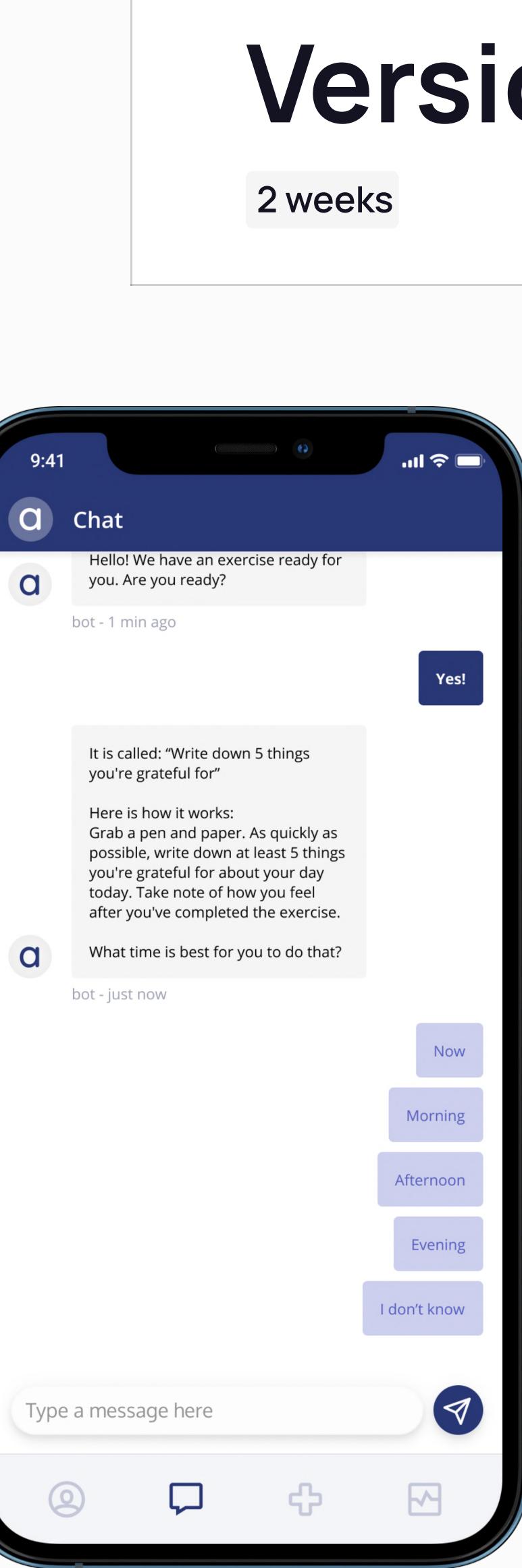
Privacy and trust is paramount



## Notifications

## Trigger

Tone shouldn't be authoritative or medical.



2 weeks

## Version 1

## Exercises

## Action Reward

Exercise cannot be felt as a chore or reason to fail

## Exercise

## Commitment

Now

Morning

Afternoon

Evening

I don't know

## Tip

## Feedback

Did it

Didn't do it

## Mood Tracking

Stressed, anxious

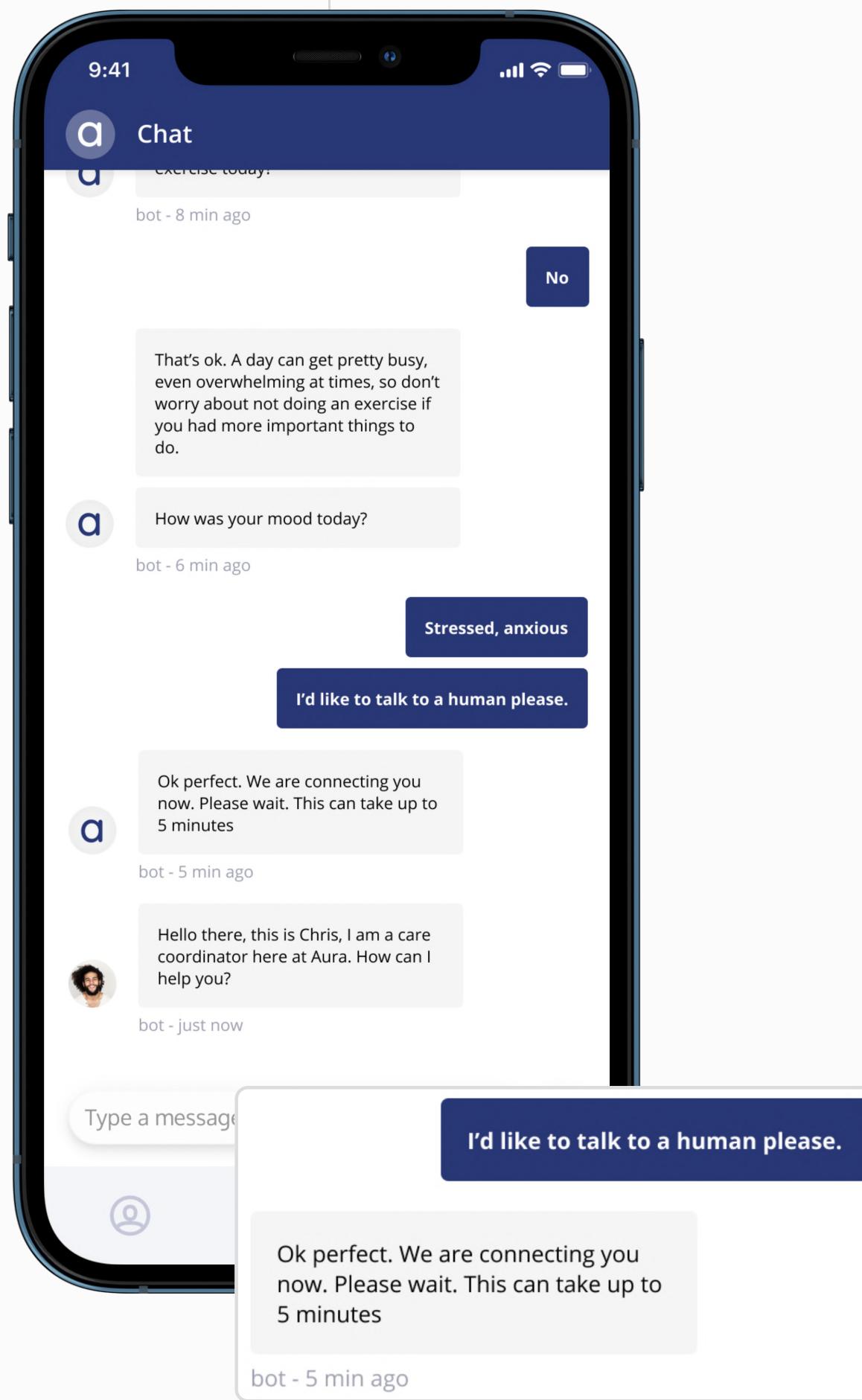
Happy, excited

After noon

Conversion

**Trigger**

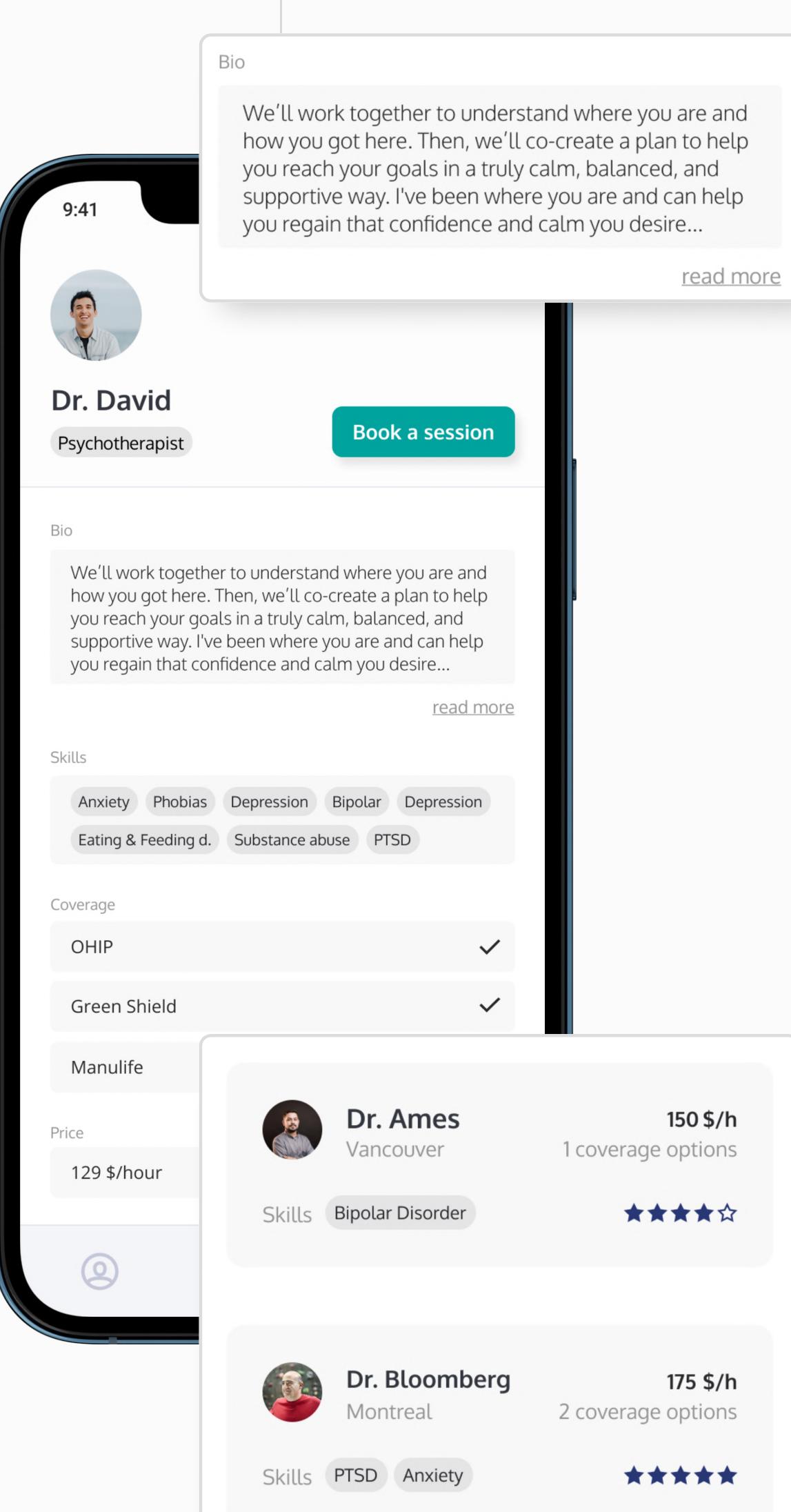
Patient triggers are unknown, a human must be available



Therapy

**Action**

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



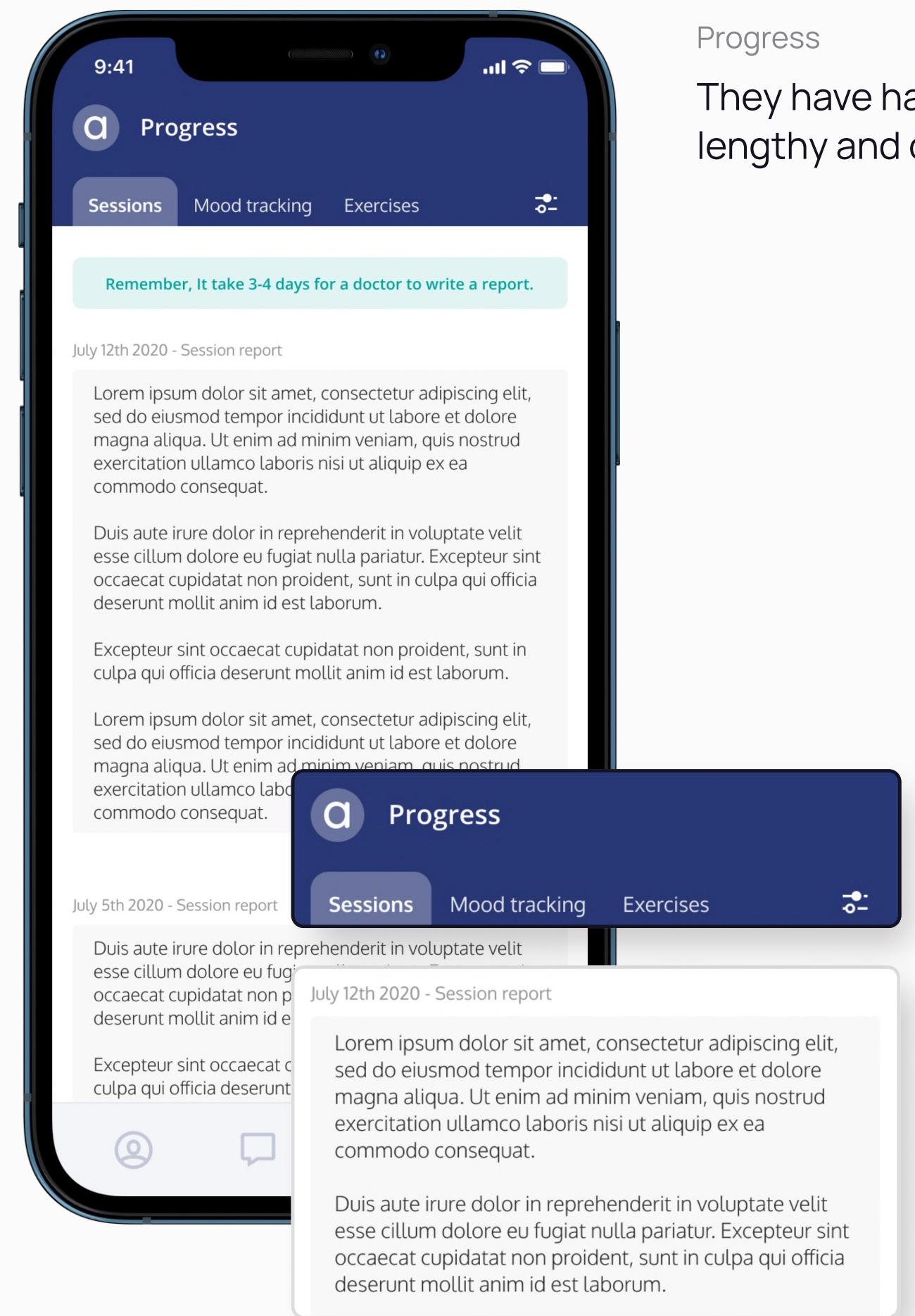
# Version 1

2 weeks

Progress

**Investment**

They have had enough of the lengthy and complex reports



# 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

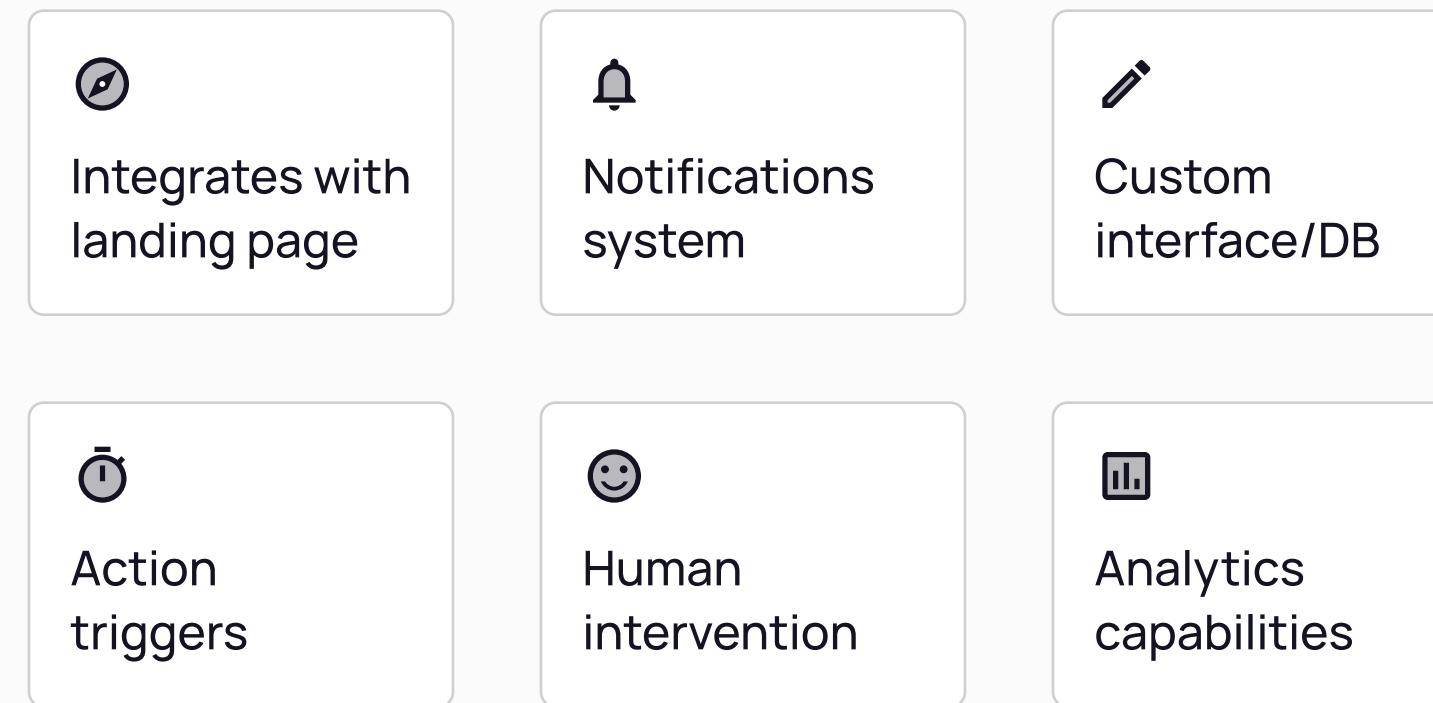
## Results

- 😊 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		

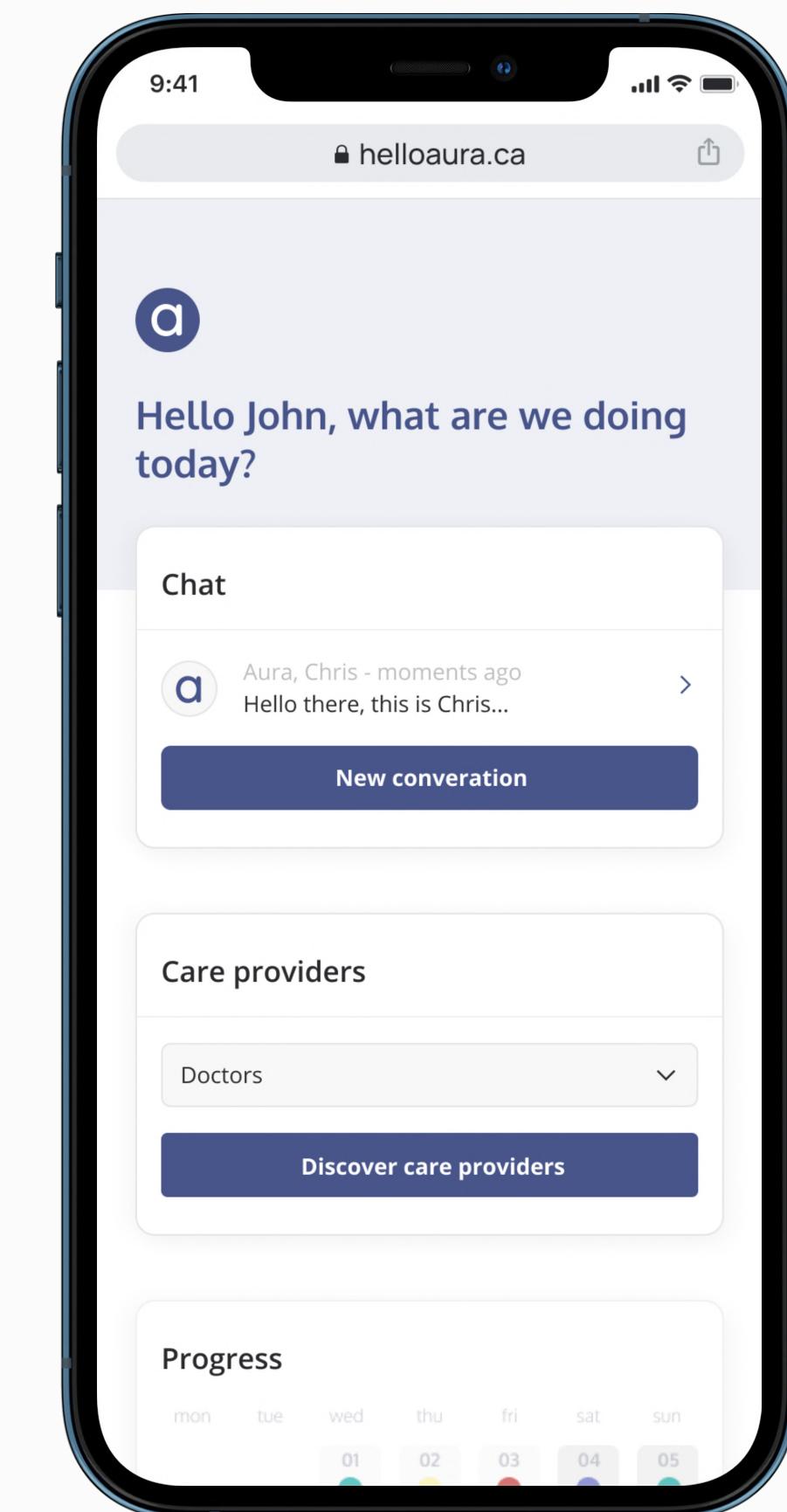
## Requirements



## 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, 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

**Paywall Screen:**

- Upgrade needed:** A large button to "Try Premium Free".
- Type of card:** Select a type dropdown.
- Name on card:** Input field.
- Card number:** Input field.
- Date:** Input field.
- CCV:** Input field.

**Upgrade unavailable Screen:**

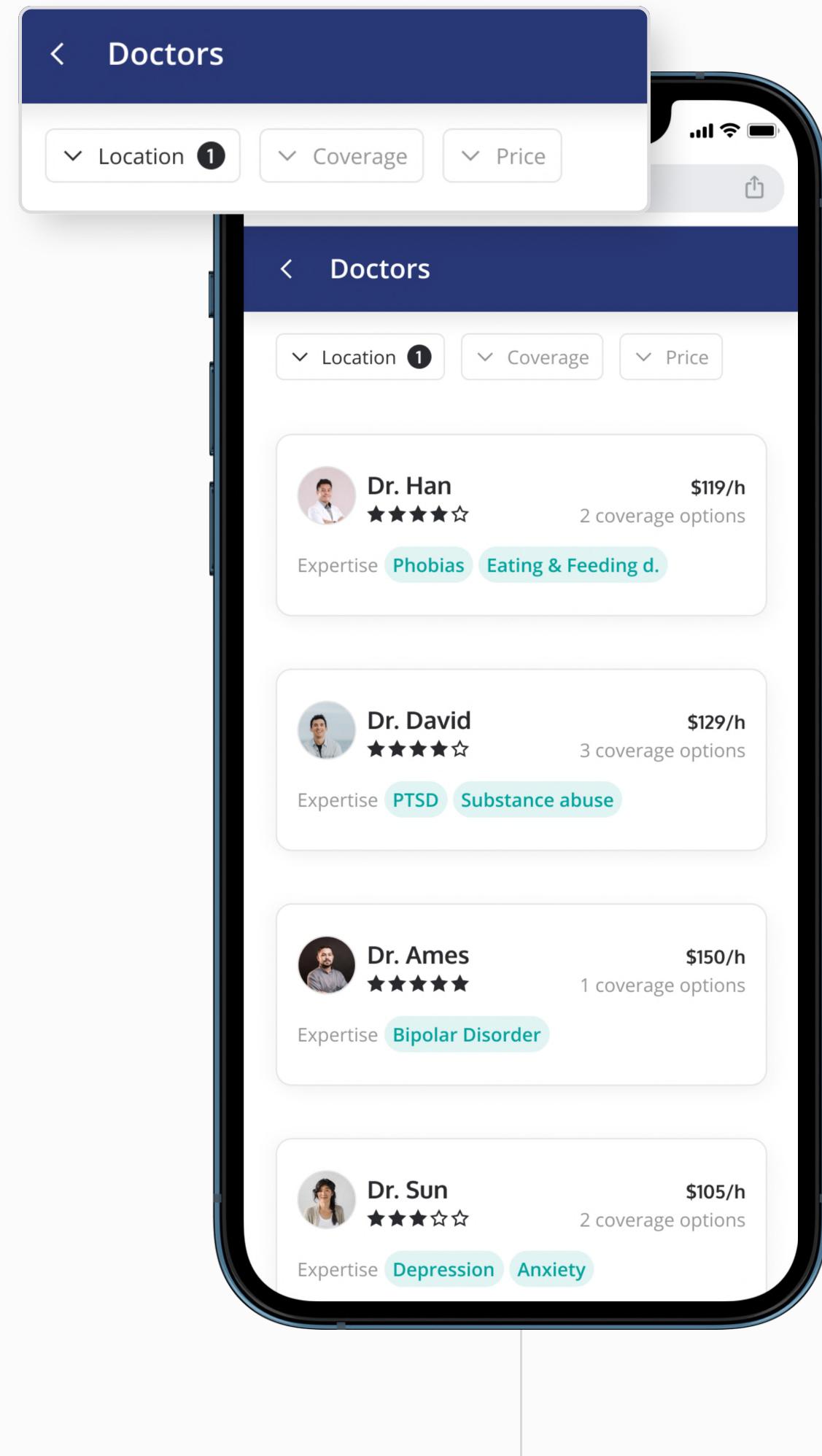
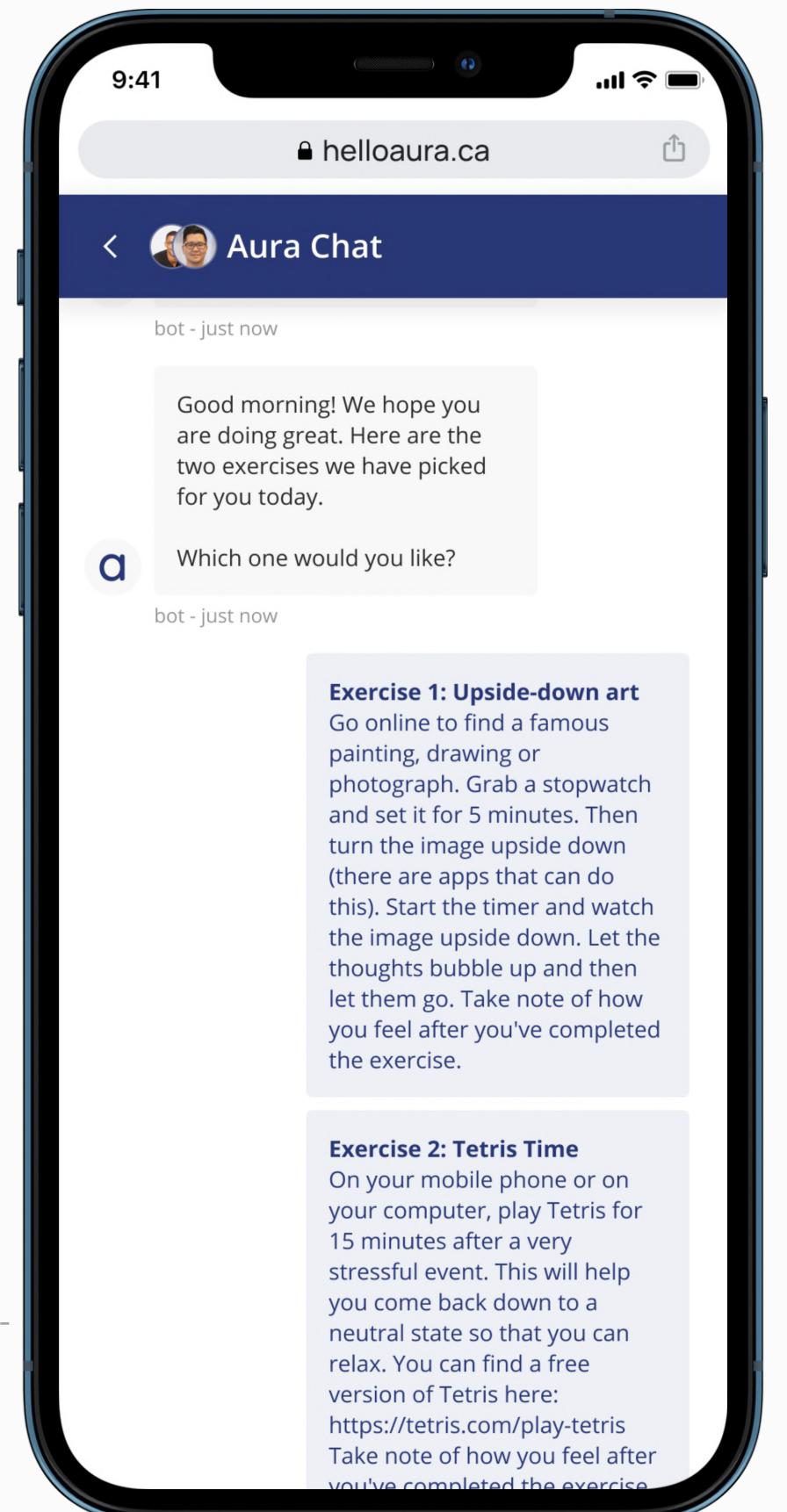
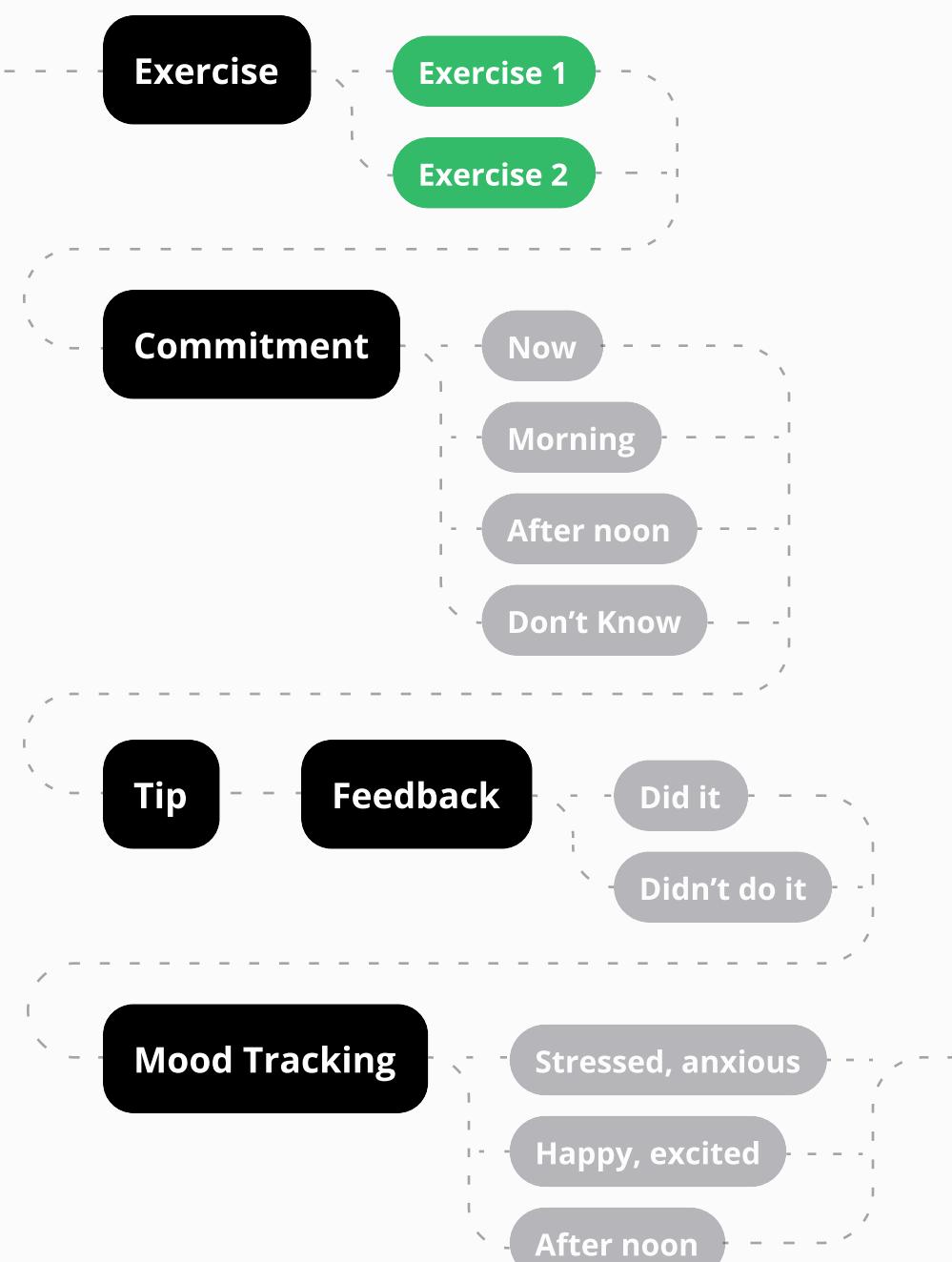
- Sorry, Aura is unavailable today.** An exclamation mark icon.
- Your credit card was not charged.**
- Sorry about that. We are currently working on building Aura as fast as we can, but you beat us to it!**
- We have not charged your credit card. Please talk with one of our care coordinators for more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

# Version 2

3 weeks

Guiding behavior

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

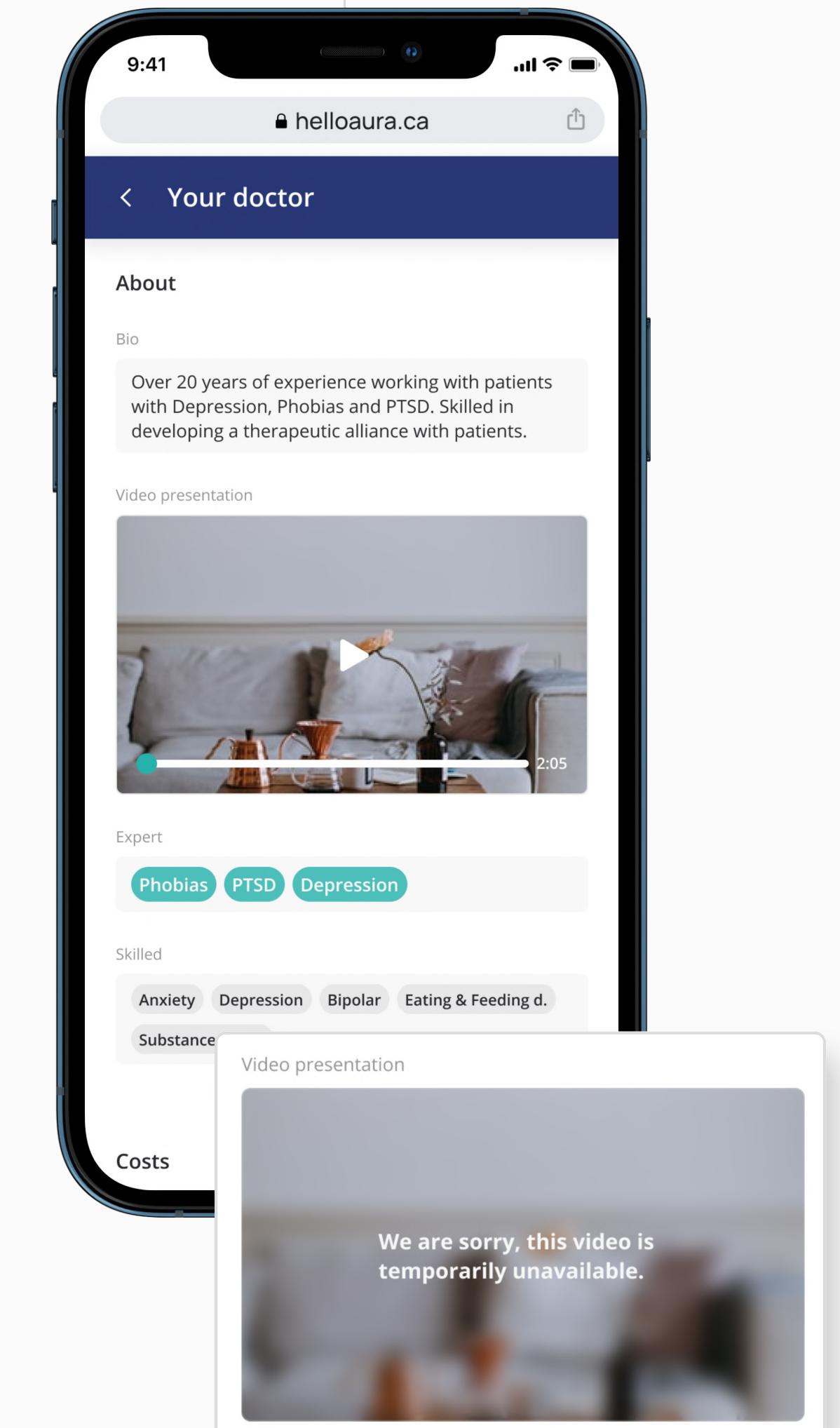


Filters

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

# 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

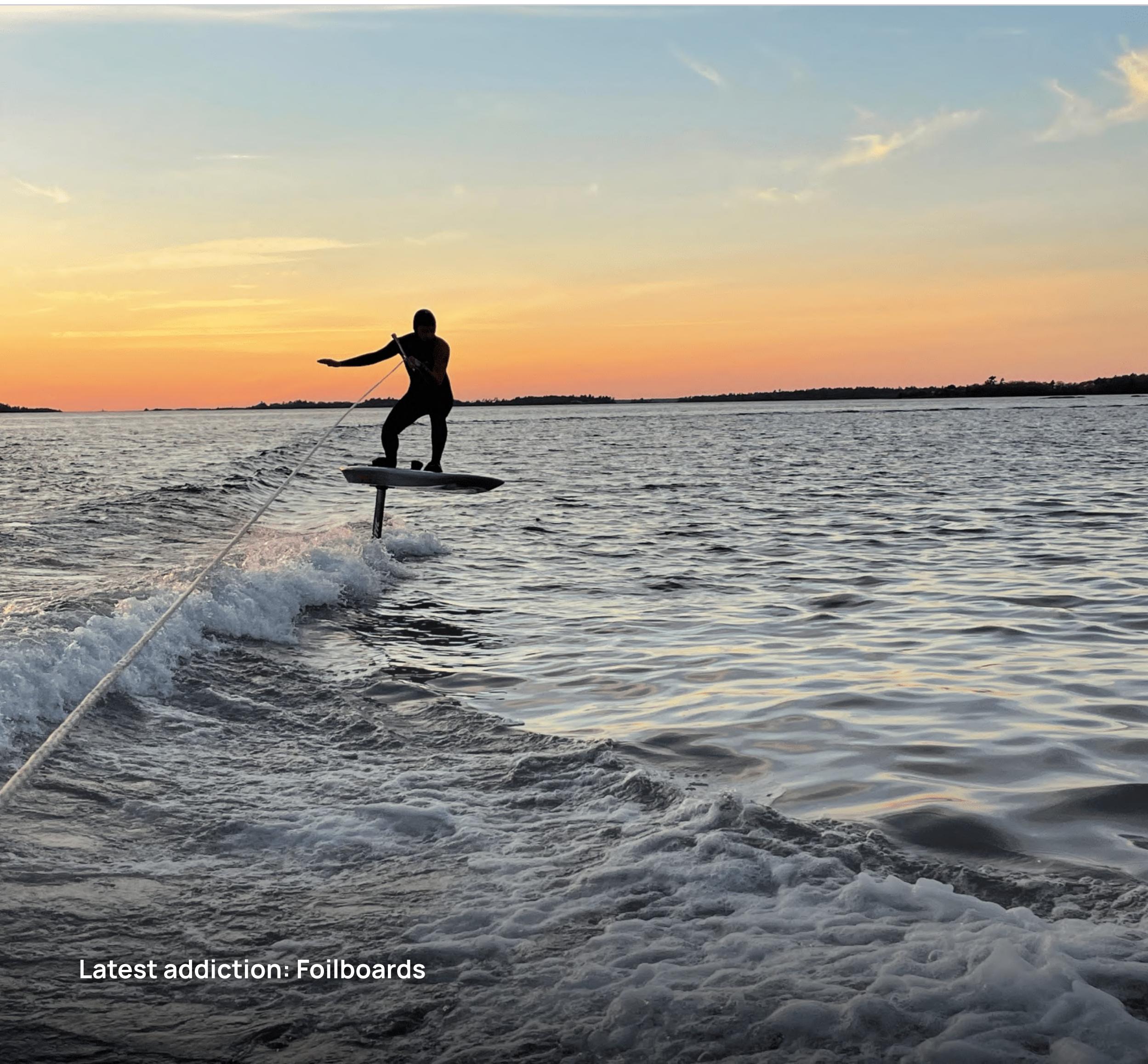
by Benjamin Prigent • [bprigent.com](http://bprigent.com)

# 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](http://bprigent.com/about)