

Focus group report
West London CAMHS website

Founders & Coders
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Digital Focus Group report
Rethink (CAMHS)
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CAHMS WEBSITE AND RESOURCES FEATURE FOCUS GROUP

BACKGROUND

Founders & Coders were invited to run a focus group with young people at Rethink, looking at the West London CAMHS website (westlondoncamhs.nhs.uk). The focus group was in response to CAMHS's desire to present a list of resources to young people on their website in a user-friendly way as well as getting some more general feedback on the website's user experience.

METHODOLOGY USED

The focus group was composed of a mixture of young people, parents and mental health professionals as well as myself - a UX and UI designer from Founders & Coders. The methodology used for this focus group was to split the group into two groups for the following activities:

1. Looking at the website (Group 1) and looking at the various resources given to us by CAMHS (group 2) (15 min).
2. Swapping the groups (15 min).
3. Reconvening and opening a general group discussions about the observations made. We asked the following general questions (40 min):
 - A. What did you like about CAMHS website?
 - B. What did you didnt like about CAMHS website?
 - C. What other websites or apps you have used that you like?
4. Wrapping up - suggestions for improvement (20min).

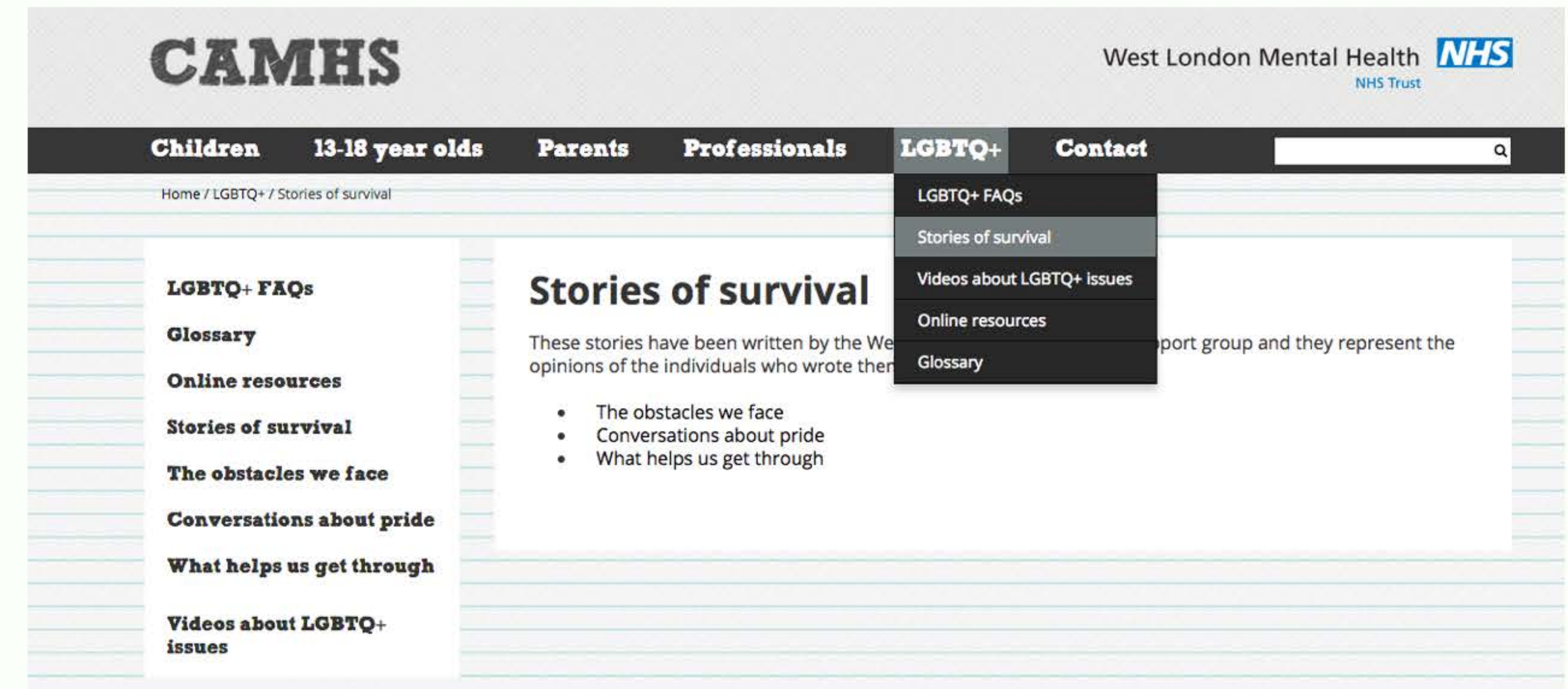
The session was recorded.

DISCUSSION

The following examples demonstrate some of the points raised and notes throughout the focus group:

A. Examples of things liked:

1. Stories under the LGBTQ section.

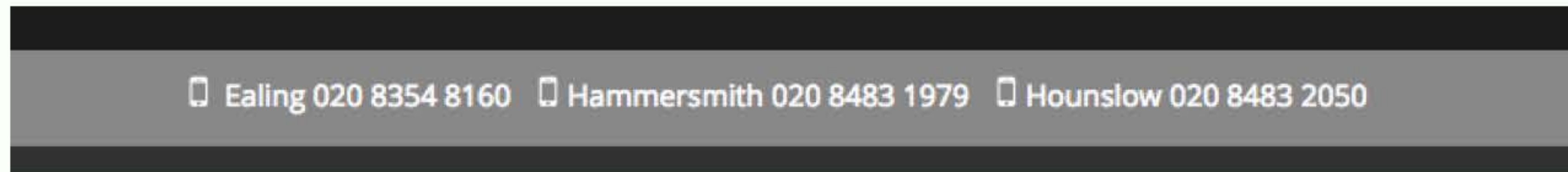


2. Videos and visual material:



Examples of things that were easy to find:

1. Phone numbers of relevant CAMHS centres



Contact us

Ealing CAMHS

Telephone
020 8354 8160

Address
Ealing CAMHS
1 Armstrong Way
UB2 4SA

- Printable location map
- TFL journey planner

2. Information about getting an appointment with CAMHS

Your CAMHS appointment

If you are referred to CAMHS you will have things explained to you so you know what to expect and you will be able to talk to staff on the phone.

You will be offered an appointment to come and see us. We will aim to see you within 2-3 months but most of the time we will see you before that.



At your first appointment we will want to get to know you and find out what life has been like for you. This is so we can work out the best way to help you. First appointments are sometimes called assessments

It is often important for your family or carers to be involved in the process. You can talk to our staff about who you would like to come to future appointments with you.

We will give you and your parent or carers information to explain how the service works, what everyone's jobs are and what will happen when you are here.

3. LGBTQ information

4. Different links to services



B. Examples of things that were not liked:

1. Too much text.
2. Lack of direct and more personal copy.
3. Expecting the young person to self-diagnose and then find the right content.
4. Difficulty finding the right route for specific problems (need to go through all the materials in order to find specific answers).
5. Too little visual and interactive content
6. It was also suggested that direct information about medication might scare a young person without any mediation from the part of the practitioner.

Examples of jargon:







"Dialectical behaviour therapy is a psychological therapy for people with borderline personality disorder"

"Dialectical behaviour therapy therapists aim to balance 'acceptance techniques' with 'change techniques' (Under "talking therapies section")



Example mentioned when talking about 'need to self-diagnose':

Home / 13-18 year olds / Conditions

<p>ADHD</p>  <p>ADHD stands for Attention Deficit Hyperactivity Disorder. People with ADHD might find it hard to concentrate or feel restless a lot of the time. No one really knows what causes ADHD but it tends to run in families. You can get help for ADHD and learn ways to manage how you feel and behave.</p> <p>Did you know? - Olympic gymnast, Louis Smith has ADHD and he has not done too bad!</p>	<p>Anxiety</p>  <p>Anxiety is a feeling of worry or panic about something that might happen. Everyone gets these feelings from time to time but sometimes you might need extra help to deal with them.</p> <p>Phobias - A phobia is something in particular you feel very nervous or panicky about. It could be a fear of going outside or a fear of heights.</p>
<p>Autism</p>  <p>Autism spectrum disorder makes it hard for a person to deal with the world around them. If you have Autism you might find it difficult to get on with other people or find it hard to understand how they are feeling.</p> <p>What is the Autistic Spectrum? - All of us are unique so this means that our Autism is also unique. The spectrum describes all the different ways that Autism can affect you.</p>	<p>Depression</p>  <p>Depression can mean a number of symptoms including feeling sad for much of the time, feeling irritable or angry, sleep problems and thoughts about life not being worth living. Someone with depression may think there is little hope and be reluctant or unable to seek help.</p> <p>How is it treated? Treatment for depression in young people is usually with talking therapy and sometimes medication can also help.</p>
<p>Eating Disorders</p>  <p>Sometimes how we feel can change the way we eat or how much we eat.</p> <p>Anorexia - fear of gaining weight. People feel overweight even when they have lost too much weight and are unwell.</p> <p>Bulimia - eating large amounts of food and then being sick to get rid of the food. People might look normal but are doing lots of harm to their bodies.</p>	<p>Psychosis</p>  <p>Psychosis is a medical word that is used to describe hearing or seeing things that are not really there. This could be hearing voices or feeling like you are being watched.</p> <p>Can you treat psychosis? - Yes. Psychosis is treated with talking therapy and sometimes medication. If you or someone you know is having these symptoms then it is important to get help early.</p>

Examples of things that were hard to find (or do not exist at all):

- Relevant content according to specific condition
- What services are available to me according to my living area
- useful examples and stories of other people like me

Example mentioned when talking about 'being scared of medication without any mediation':

We've listed some of the common medications below and a little bit of information about what each of them are used for. Each medicine has a balance of good and bad effects, and each person gets their own individual effects.

It's important to remember that one medication that might be great for you might not necessarily work for someone else; you just have to find what works for you.

Lithium

Lithium is a mood stabiliser medicine. The doctor can prescribe lithium carbonate or for you as a treatment for mania, bipolar disorder, as an extra treatment for low mood that has been difficult to treat or for aggression and self-harming behaviour.

Atomoxetine

Atomoxetine is used to treat Attention Deficit Hyperactivity Disorder (ADHD). The doctor can provide it to help control the symptoms of ADHD. It has also been used to treat behaviour problems in autism spectrum disorder (ASD)

Mirtazapine

Mirtazapine is an antidepressant medicine and may help in the treatment of schizophrenia. It has also been used in anxiety disorders including generalised anxiety disorder, post-traumatic stress disorder, and bipolar affective disorder. You should start to feel better 1-2 weeks after starting to take mirtazapine but it could take up to 4 weeks to feel its full effect. Remember that you will get the best effect from mirtazapine if you take it regularly every day and give it a chance to help.

Propranolol

Propranolol is a beta-blocker medicine. A beta-blocker medicine helps to reduce the symptoms of anxiety, like sweating and shaking. It does not treat the feeling of anxiety – only the symptoms that come with it.

Sertraline

Sertraline can be used as a treatment for obsessive compulsive disorder, depression or conditions involving anxiety. It can take a week or two after starting this treatment before the effect builds up and 4-6 weeks before you feel the full benefit. Do not stop taking it after a week or so, thinking that it is not helping.

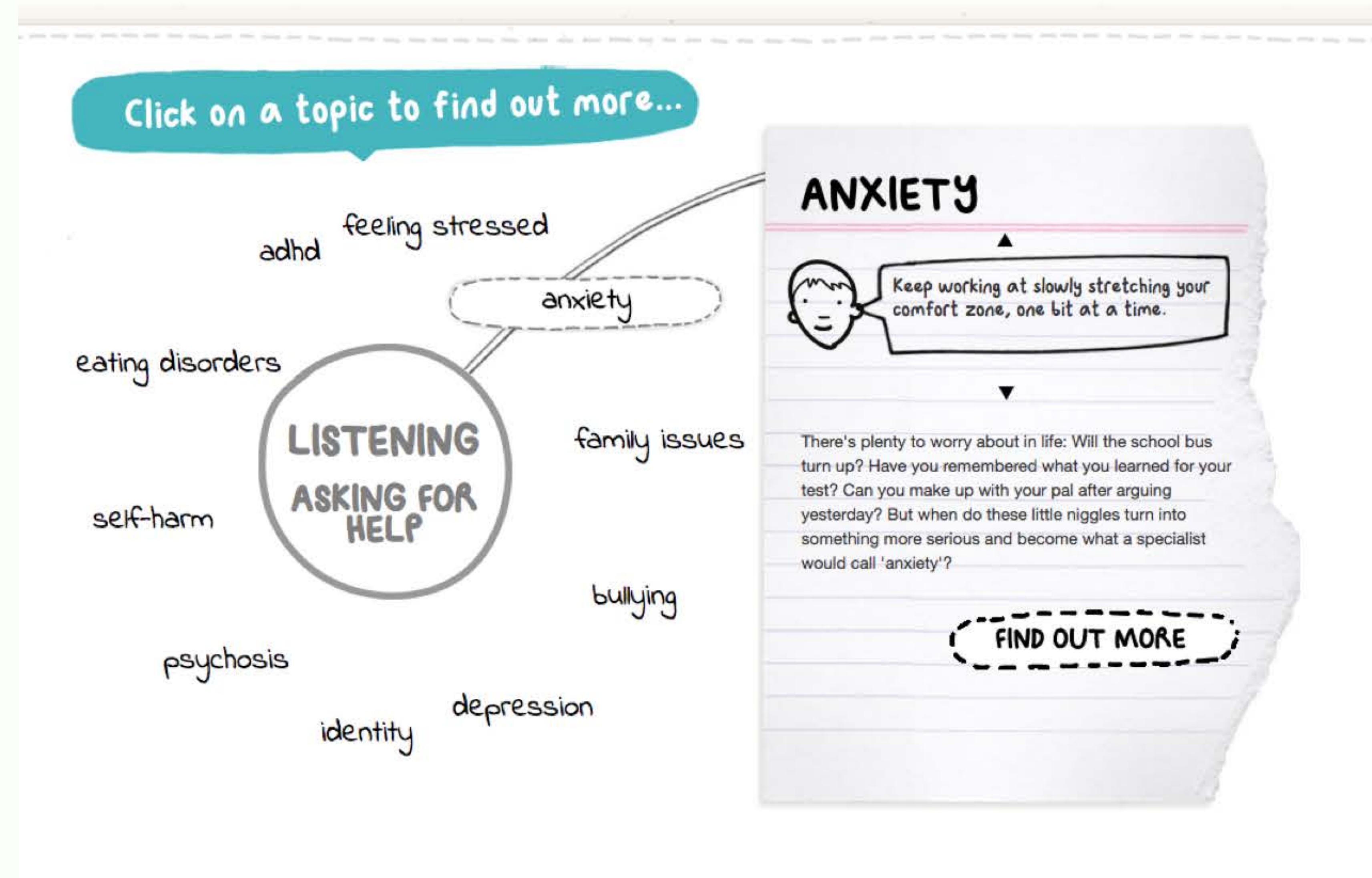
C. Examples of other websites and apps that users liked

Our testers gave example and suggestions of apps that they have seen or used before such as:

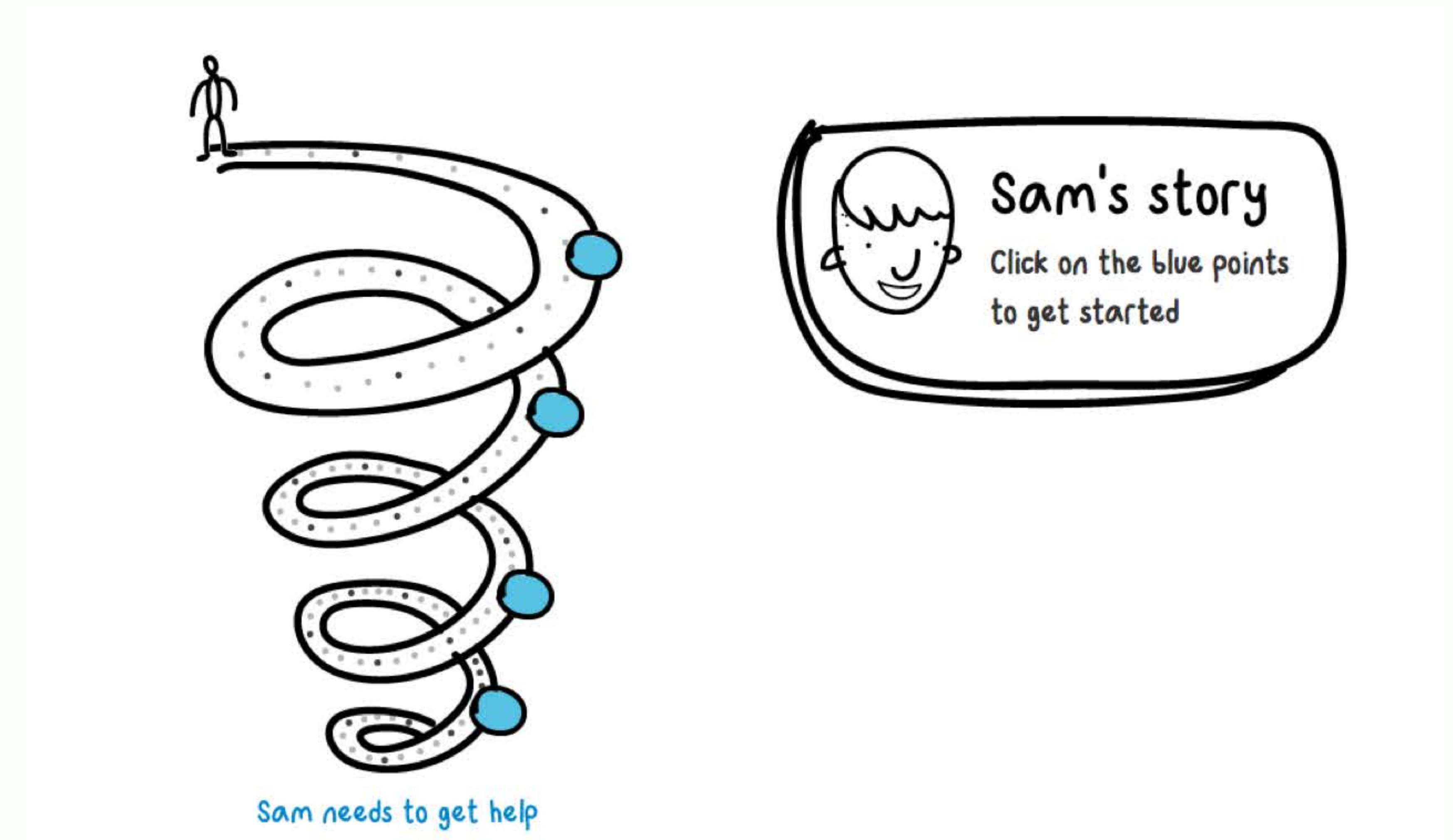
EpicFriends (website)

Is an interactive website which aims to help young people aged 12 to 18 understand and support their friends through difficult times. The following two examples demonstrate what our young testers liked and felt connected to on EpicFriends:

1. Use of illustration and interactivity in order to communicate 'difficult' content.



2. Friendly, animated representation of content and stories of 'other people like me':

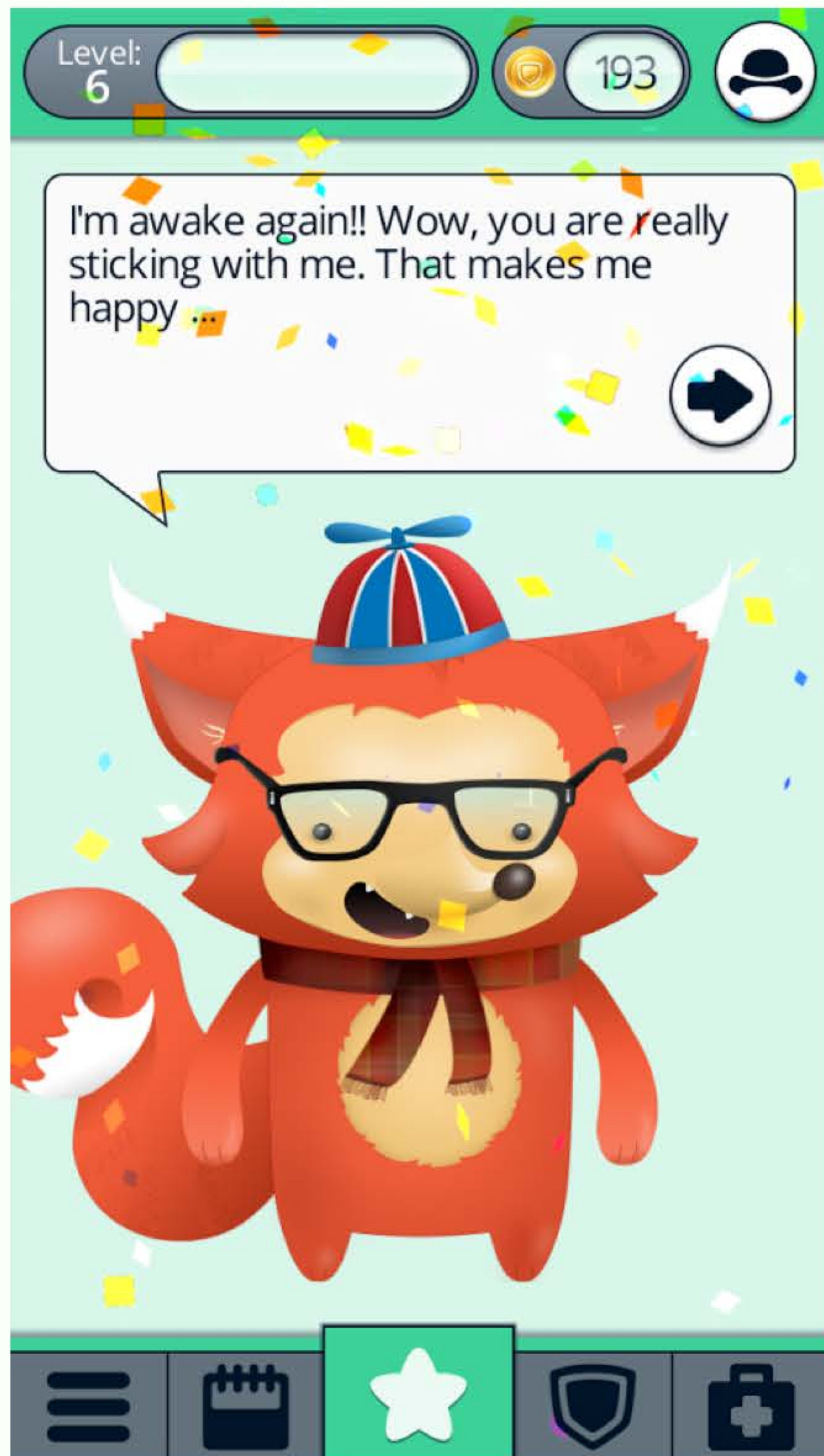


Boosterbuddy (native app)

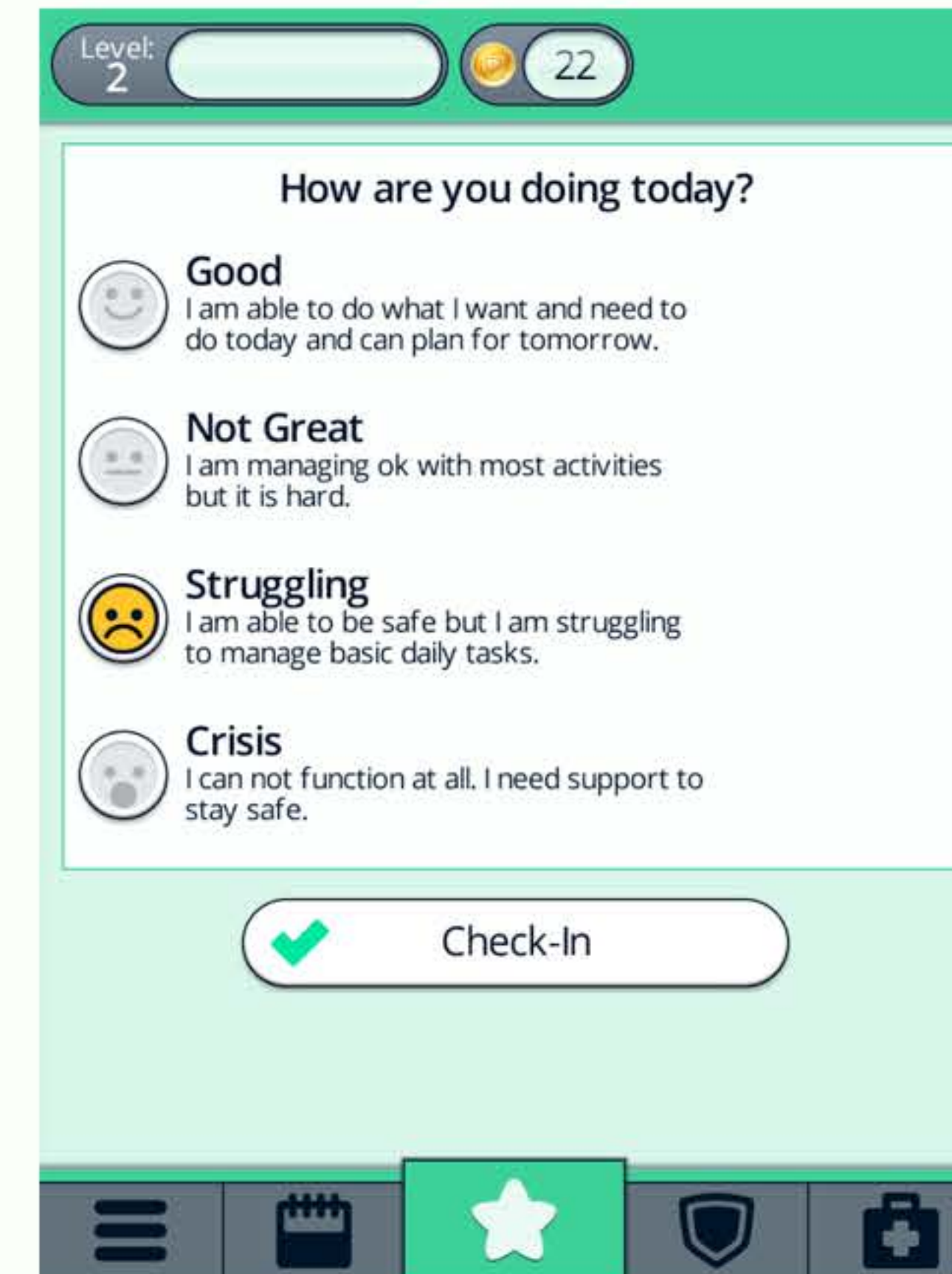
BoosterBuddy is a free app designed to help teens and young adults improve their mental health.

The following examples demonstrate what our young testers liked and felt connected to on Boosterbuddy:

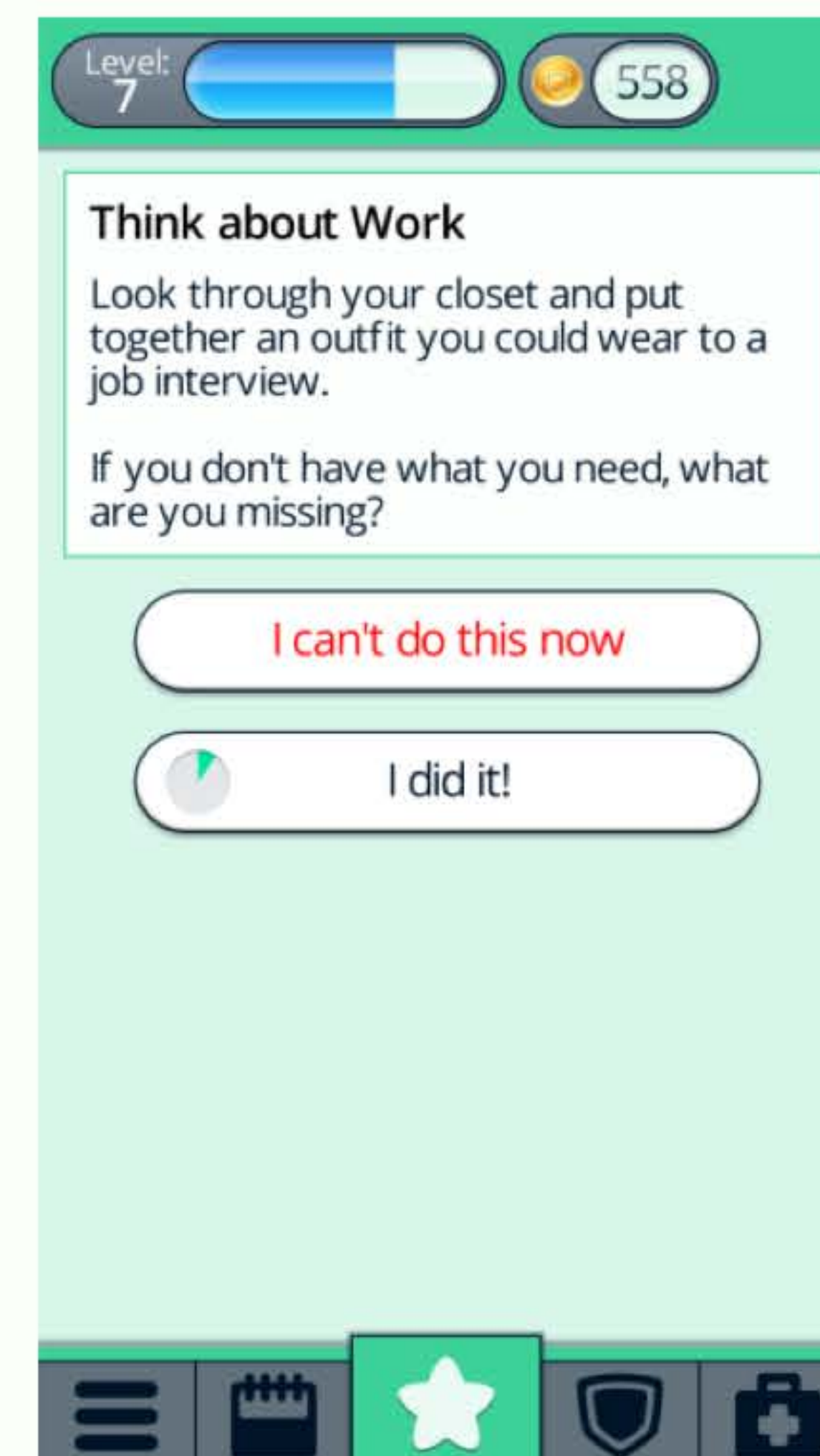
1. Personalized, friendly and interactive content in the form of a Chatbot:



2. Routing the experience through a simple interactive questionnaire:



3. 'Gamification' in order to engage users:



CONCLUSION

After considering carefully various general aspects of the website as well as looking at the list of resources received from CAMHS, we came to several interesting conclusions.

More care needs to be taken in addressing young people - the content seemed too verbose and much of it was using jargon and language that the young people felt they do not understand.

Young people do not connect well with the traditional website - there was a general consensus about feeling that a more suitable tool would be an app or a web app, meaning an interactive tool rather than a static website loaded with information.

SUGGESTIONS

1. Take a web app approach (not native)

A web app behaves like an app but unlike a native app it doesn't need to be downloaded - It behaves just like a website. It can also be easily linked to existing website and it navigates well on a mobile phone.

2. Use visual aids to navigation

Young people today (so called 'Digital Natives') are proficient users of the internet and are setting new paradigms for reading and engaging with web content which, is increasingly more visual and interactive. Use of illustrations, video content and images have proven to be efficient when addressing children and young people.

3. Keep the copy short and avoid jargon

As a result of an increasingly visual web and the shorter attention spans of web users, it is advisable to keep copy as short and concise as possible with a distinctive visual hierarchy.

4. Do not overload users with too much information

Routing users and guiding them through the content of a website is an important aspect of contemporary user experience. This means that content should be personalised and categorised as clearly as possible.

5. Use branching narratives to allow users to find relevant resources.

6. Consider using gamification to engage users

Especially when dealing with young users, gamification and interaction has been proven to be very helpful in keeping users engaged and attentive. This could be achieved through the use of animations, clickable actions and games.

7. Consider the use of chatbots or live moderated chat, instead of offering phone numbers -

A Chatbot is a computer program designed to simulate conversation with human users. It is becoming an essential component on various online service platforms and in this case, could be extremely useful to direct users to where they need to go and create a more personalised experience.

8. Build in close collaboration with young people -

To build in a truly user-centred approach, an app should be built in close collaboration with its immediate users. Building an app in collaboration with young people would give an insight into what works and what doesn't, hence avoiding waste of time and resources as well as delivering a product which is truly appreciated by its users.

A Web app behaves like an app but unlike a native app it doesn't need to be downloaded, it behaves just like a website. Can be linked to existing website.

Native app (iOS, Android) needs to be downloaded and more expensive to build.

Thank you!

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