UPDATES TO SILVERCLOUD

From January 13th updated versions of the Depression, Anxiety and Comorbid programs will be released for new users of the SilverCloud platform. This latest update includes a range of improvements, designed to provide the user with the best possible **first experience** of using the platform.

The 'Penny Drop Moment'

The importance of a person's first interaction with SilverCloud has been consistently highlighted in our analysis of user data. The data reflects higher outcomes for users who engage with programs and are able to reach an understanding of the core concepts of CBT and how it might work for them. One user even described getting to this stage as having a 'penny drop moment', when everything clicked for them.

On the flipside, the data also shows that in the case of people who do not reach this point, the highest percentage of users who drop out of SilverCloud, do so after their first login. It is the identification of this drop out point that has prompted us to explore and ultimately redesign the user's first experience of the platform. This redesign has been extended to encompass the first module that a user encounters, as well as their onboarding pathway.

SilverCloud

The ultimate aim of this redesign is to ensure that a user's first interaction with SilverCloud will be a pleasing and frictionless experience, helping them to reach their 'penny drop moment' as soon as possible. In this way, we hope to build their trust in a platform that they will be encouraged to return to.

Over the course of this article we will outline:

1. The improved **onboarding process**
   - Simpler contract page that comes before signup
   - New goal setting questions
   - Questionnaire results presented graphically
2. Changes that have been made to the **first module**
   - Current Getting Started module has been split, with all condition specific content moved to a new module
   - The TFB Cycle is now called the CBT Cycle
   - Media content forefronts each page
3. How you can **support users** in engaging with these changes

Onboarding

Step 1: The Contract Page

The first step of the onboarding journey is the contract page, which outlines the terms on which the user will engage with the platform. Previously this page displayed a long, bullet pointed list which users could easily scan or skip over, often missing the important information being communicated.

To ensure that the user is less likely to miss this information we have scaled the page back to the three most important issues that they need to be aware of; confidentiality, privacy and the fact that SilverCloud is not an emergency service. Further information on these issues, as well as the terms of the full contract, is still available to those who wish to read it, but the crucial information has been highlighted.
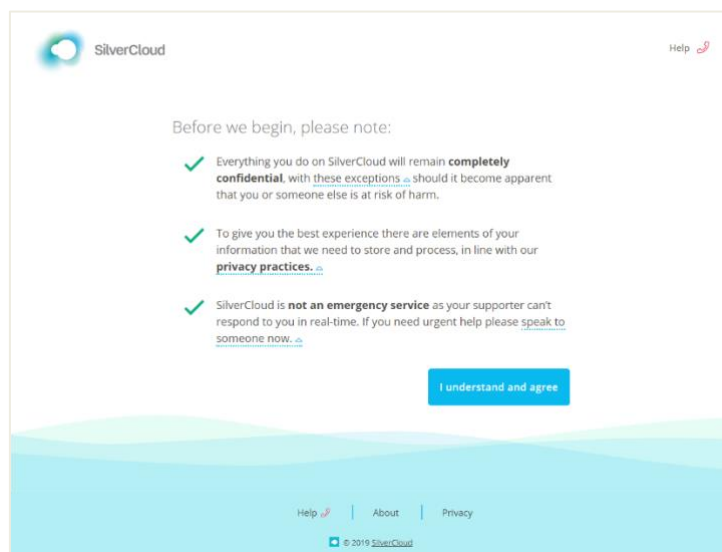
Step 2: Goal Setting

A new step has been added to the onboarding process, where the user is invited to set a goal for the experience. This section encourages them to reflect on their current situation and to set out their intentions, early on in the process. The aim is that the user will feel they are able to personalize the SilverCloud experience to suit their needs. It also provides the supporter with extra information about the user, allowing them to tailor their first review to address the specific goals that have been set.

Where you want to get to

What do you want from this program?

I want to ...

Feel calmer	Feel more hopeful	Be more active
Feel better about myself	Improve my relationships	Enjoy my life more

or write your own here

Not right now   Next

Step 3: Questionnaires

The user will then complete the referral, PHQ-9, GAD-7 and PSS questionnaires. We have changed the way in which these questionnaires are framed, both before and after completion. Now the questionnaires will be introduced to the user as a way of determining 'where they are at.'

Previously the user would have completed the questionnaires and then begun the program, without knowing their results. With the redesigned onboarding they will now receive feedback on the information that they have submitted, through a graphical representation of their overall score and then a breakdown of each measure. While this is not intended to be a diagnostic tool, their results will give them a more informed indication of which program to choose.

Step 4: Mental Model

Once the user has assessed *where they are at right now*, the focus shifts and they are able to look towards getting to *where they want to be*.

The final step of the onboarding process provides them with a mental model for the SilverCloud platform and how it works. This is communicated through 3 slides, outlining the pillars on which SilverCloud is built:

- the program,
- the tools
- and the supporter.

With their focus having shifted to what is coming up next, the user has been primed to begin their program and they are directed to a streamlined version of their homepage. The decision making process on the homepage has been simplified to 2 options; to either dive straight into the first module or to read a welcome message from their supporter (if they have already been assigned one).

Get to where you want to be with…

Your Program: Space from Anxiety

Learn the techniques to help you start thinking and feeling better.

Next

'Getting Started' - Redesigned

If the onboarding process makes up the first half of a user's initial interaction with SilverCloud, their progression through the first module of a program makes up the second half. For this reason we have redesigned the 'Getting Started' module to be a more engaging and less overwhelming experience for the user, making it more likely that they will want to return to the platform.

Overview of the Redesigned First Module

To give you an idea of the new structure of the first module, the topics have been mapped out below. In order to familiarize yourself with this restructured content, we recommend that you refer to the module online, while reading through this list. You can view it here: http://osf.silvercloudhealth.com/content/86/585/.

1. **Expert introduction:** One of our SilverCloud clinicians now introduces the program, giving the feeling of a more traditional face to face therapy session.

2. **Mental model of CBT:** This page communicates the core concept of CBT : 1. Understanding how you are feeling and 2. Making changes.

3. **Personal experience of CBT:** This animation of a personal, emotive experience of using CBT is intended to make the mechanisms of the intervention more accessible and real for users. It also forecasts what they might expect from SilverCloud.

4. **Mood Monitor:** This tool is now introduced earlier in the module, providing the user with a simple interaction which gives them a sense of achievement right away.

5. **CBT Cycle animation:** The 'TFB cycle' has now been renamed as the 'CBT cycle'. The main impetus behind this change is to reduce the number of acronyms that a user has to learn. The animation on this page explains how this cycle represents the core concept of CBT.

6. **CBT Cycle tool:** Aside from the title change, the functionality of this tool is broadly the same as the current 'TFB Cycle', it is just presented in a slightly different way. The image of the cycle has been reordered so that emotions now appear at the center of it, as this is what the user is ultimately hoping to change. The tool is now completed in a more structured way. Each section is revealed to the user and then completed in sequence, e.g. emotions first, then triggers etc., with supporting content about each element along the way.

7. **Personal stories:** Users now have the option to read a personal story or listen to an audio version of it, catering for different learning preferences and contexts.

8. **Staying in the Present:** This tool remains the same, the framing content has just been moved to below the media player so that the listening exercise is now more prominent.

9. **Summing Up:** Another video featuring our SilverCloud clinician bookends the module and provides a recap of the main points that were covered. Again this mirrors the arc of a traditional therapy session.

10. **Daily practice:** The 'Goal for the Week' tool has been pulled out onto its own page, which now ends the module (this structure has been replicated at the end of each module of the program). In making this tool the final focus, our intention is that the user will end the module on an active note. They have committed to putting what they are learning into practice and this is the key to making CBT work for them.

New Condition-Specific Module

A new condition-specific module will now follow 'Getting Started' in each of the 3 programs. This module will be comprised of the psychoeducational content and the 'Understanding My Situation' tool that were both previously located in the original 'Getting Started' module.

Our Reasons For These Changes

Low-text First Module

One of the main changes we have made to the 'Getting Started' module is to reduce the amount of text. While there are currently interactive tools and videos throughout our programs, much of the content is text-based. We recognize that this may not cater for a broad range of learning styles and could be off putting for anyone who is feeling particularly low or unmotivated.

To address this, we have increased the number of media and interactive elements throughout. An animation, piece of audio or tool is now the main focus of each page. Text-based information is still available to the user but it has been moved to a more secondary position on each page, in some cases hidden behind a 'Full Read' link. In this way we have been able to provide easy access to the key points, while still retaining the depth and breadth of our content for those who wish to read more.

Foregrounding CBT

The 'Getting Started' module has now been restructured so the condition-specific content that it previously contained has been moved to a new second module. This change ensures that the user is not overwhelmed with more complex psychoeducational information during their first use of SilverCloud.

Instead we have foregrounded the core concepts of CBT, so that from the start the user is learning the skills they need to get the most out of their program. This newly restructured, condition-agnostic first module now sits across the Anxiety, Depression and Comorbid programs, ensuring that the user learns the core concepts of CBT, regardless of the program they have chosen.

Technical Information for Supporting Clients

There are a few things to note before you begin supporting clients with this new content.

- From January 13th:
  - Your **current clients** will still have the original 'Getting Started' module and their programs will remain the same.

  - It is the **new clients who sign up after this date** that will given the new content described above.

- The main change that is likely to have an impact on your reviews is the fact that older clients will see the 'TFB Cycle' and newer clients will see the 'CBT Cycle'. As stated above the functionality of this tool remains the same, it is just the title and appearance that has been modified.