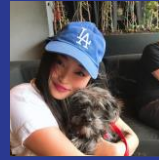# Contextual Normalcy Research Readout

The Team

Advanced Usability Spring 2020

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Agenda

- Research Goal
- Process Recap
- Key Takeaways
- Recommendations
- Next Steps

Research Goal

Explore how to make Contextual Normalcy accessible to diverse populations, easy to use, and ethical by design.
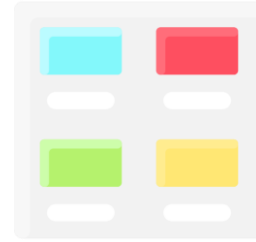
Process Recap

INITIAL RESEARCH

- Diary Study
- Interviews
- Comparative Analysis

SYNTHESIS AND BRAINSTORMING

- Insight Sorting
- Concepting

SECOND ROUND RESEARCH

- Storyboarding
- Concept Tests

SYNTHESIS

- Key Takeaways
- Recommendations

Storyboarding Research

- Five different storyboards
- Scenarios focused on trust, privacy and potential features
- 17 participants

Key Takeaways

What is Contextual Normalcy?

People feel the subject and name "Contextual Normalcy" is abstract and wanted more definition regarding the project.

"I'm looking for what the project is all about, what their goal is, and their mission. What are they trying to get out of this? What's the driving factor behind it?"

"I would lose patience quickly if the site was too esoteric or abstract."

"I need to know their definition of normal and what are they trying to re-define it to. It could mean they're trying to redefine mental health to a healthy state or trying to normalize the state of mental health disorders."

What data am I seeing...and expected to provide?

People want to know what types of questions they will be asked and what their expected commitment will be upfront

"Personally I want to see the questions and how things will be going down before I volunteer."

"Are the questions like essay questions or multiple choice like a personality quiz?"

"Iron out what you're going to be asking. Ask good and meaningful questions that help the researchers but also the people using the tool."

Why should I help?

People need to know the value of the research before getting involved

"It looks like they're analyzing how people experience emotional states, but I still don't know what they're going to do with that."

"If [the mission statement] said something about building communities that you can share your experience in, it might be more trustworthy."

"I'm having trouble understanding what is the contribution of helping me specifically vs. helping to establish mental health norms."

What's in it for me?

People will not continue to use an app if there is no compelling value proposition for them

"Knowing what value, if any, I can bring to other people would help me contribute more."

"Basically with this, you're asking people to just do surveys, which no one will want to do."

"I do a cost-benefit comparison of everything I download."

What's being collected and shared?

People want to know about privacy upfront in a concise and easy-to-digest way

"I liked the privacy policy because it's not like the typical terms and conditions. It forces you to walk though it page by page but it's concise."

"Are they selling the data? Will it be used to track him? Will it be published somewhere where he could be connected to it?"

"I like the concise privacy policy but I would also want there to be a legalese one so I could know what is legally binding."

Who can see this?

People expect to be able to customize their privacy settings

"We use the Clue app to track each other's cycles but for something like mental health, I wouldn't necessarily want my friends to see my private entries."

"Not sure if based on the questions you would want your close friends to know your answers."

"It would be great if I can decide who I want to share this with – like how Facebook has privacy settings for individual content"

What do you mean by "donate?"

People strictly associate the term "donate" with a financial obligation to contribute

"I would not associate donating with contributing my own data."

"I would not be drawn to click that if I thought it was tied to financial things."

"On most websites when you see the donate button they are usually asking for a financial contribution."
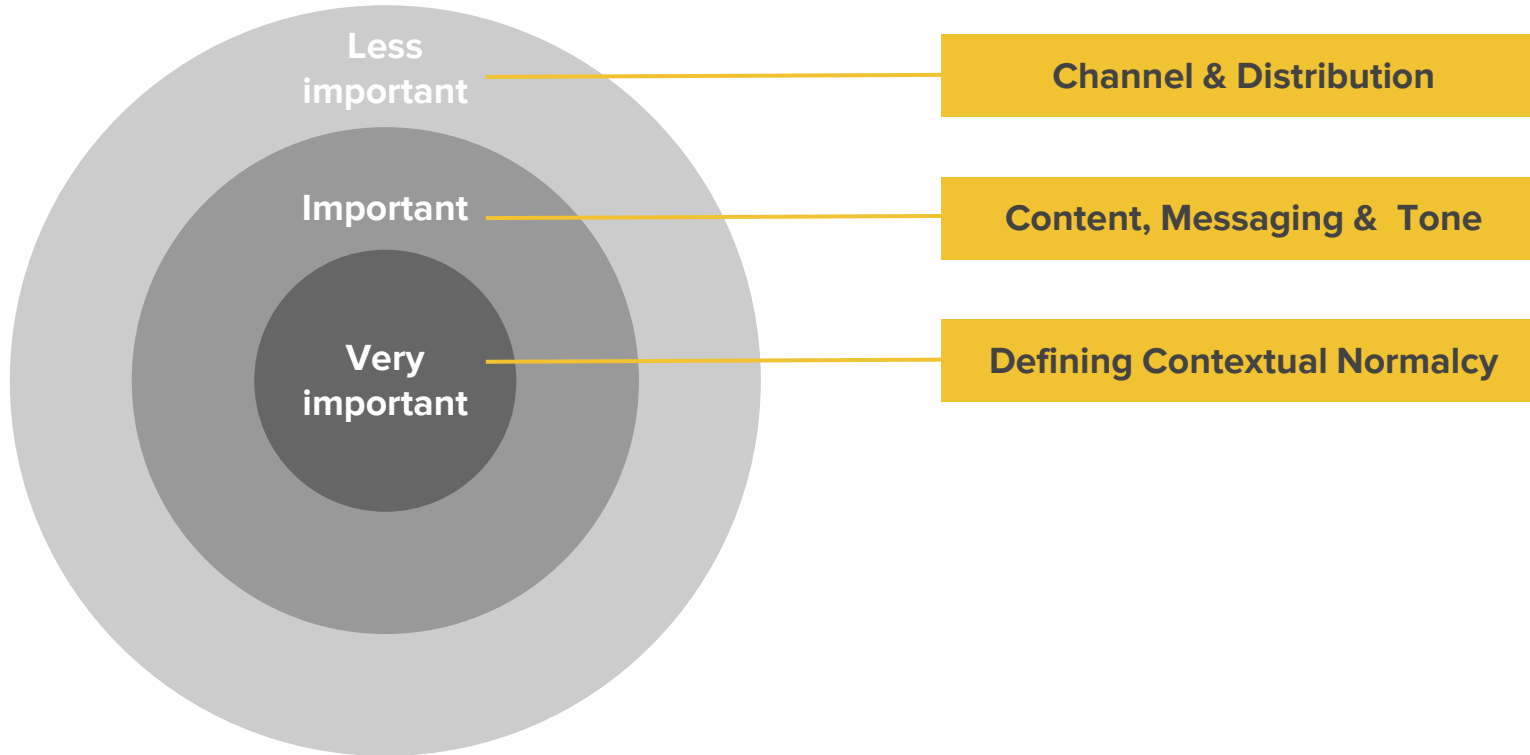
Who's sending me this?

Referrals from trusted sources increase interest and credibility

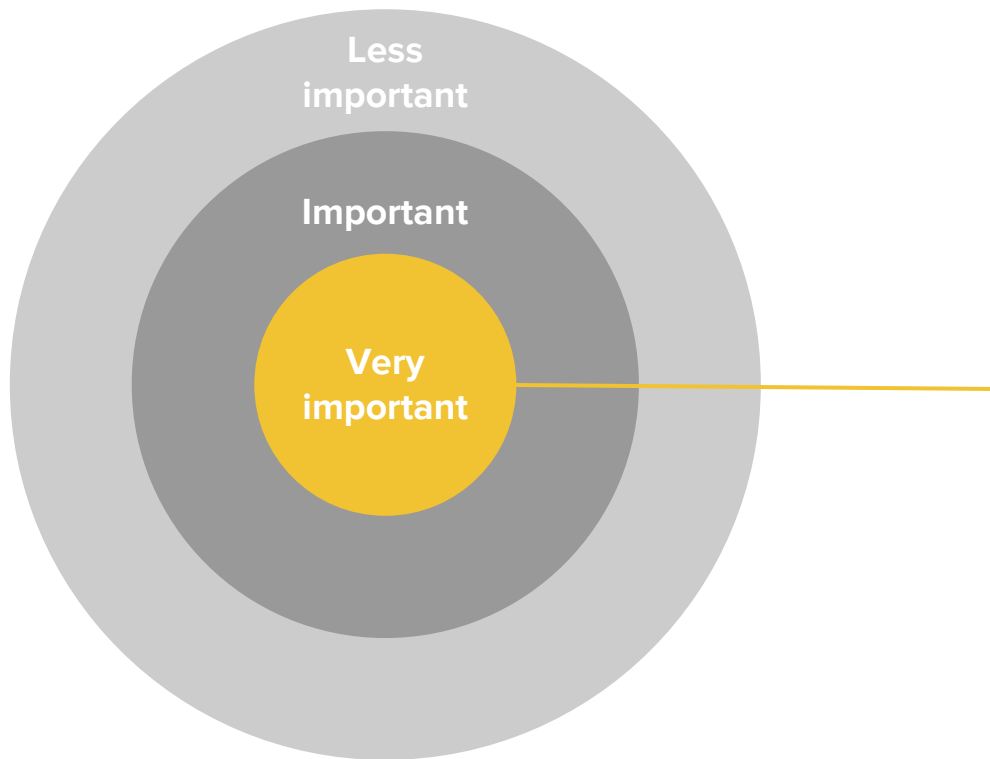"When I download an app, it's usually because someone has told me about it."

"I've been in this years long stuff about tobacco use and I don't know where that data goes and what the end result is but I know it's important because it came from research at UT. The credibility or the organization has a lot to do with it."

"I'd trust a link if the site was recommended by NPR or was peer reviewed in some way."

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Recommendations

- Less important — Channel & Distribution
- Important — Content, Messaging & Tone
- Very important — Defining Contextual Normalcy

Recommendations

Less
important

Important

Very
important

Defining Contextual Normalcy

- Provide clear messaging about what Contextual Normalcy is as a project
- Define the value of contributing
- Provide clarity on the methods with which data will be contributed

Recommendations

Less important

Important

Very important
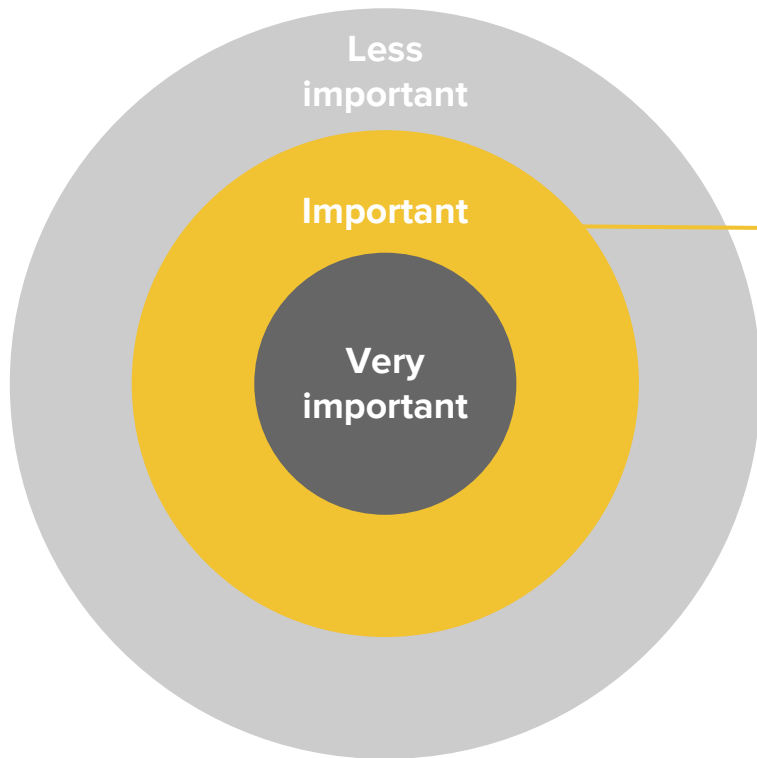
Content, Messaging & Tone

- Have a user-friendly and transparent privacy policy
- Give user control over how data is shared
- Set expectations for what users will be asked
- Avoid financial/technical jargon and internal language

Recommendations

Less
important

Important

Very
important
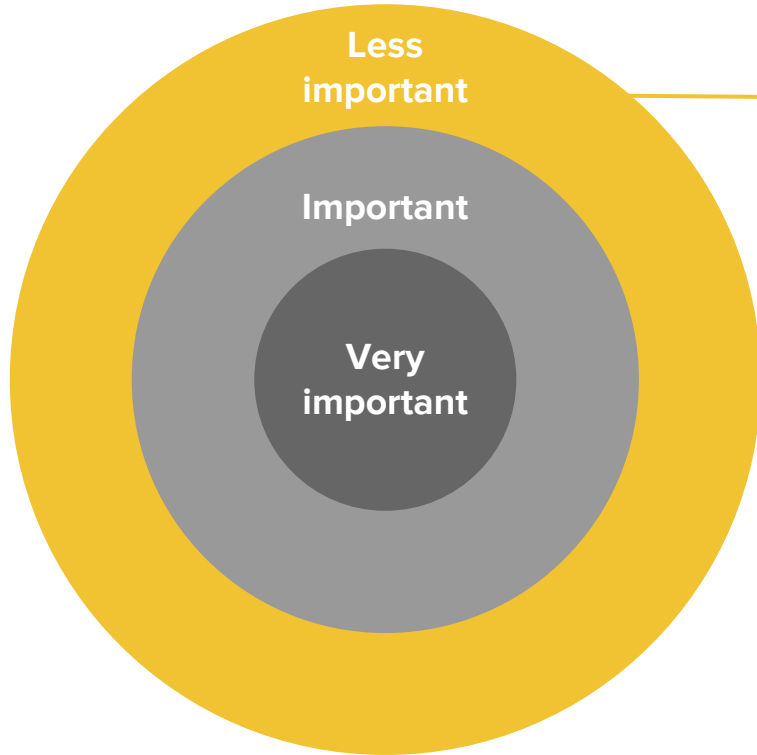
Channel & Distribution

● Partner with reputable
channels of distribution to
enhance trust

Next Steps...

- Consider recommendations
- Create storyboards unified with defined branding and messaging
- Test storyboards to see if insights are addressed and capture additional feedback

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Next Steps...

- Storyboard resources
  - [Storyboarding in UX Design](#)
  - [Visualize UX Ideas](#)
- Other Resources
  - [NN Group](#)
  - [Usability.gov](#)

Questions?

Appendix

Participant Profile

In-depth interviews	Diary Study	Competitive Analysis	Storyboard Evaluations

- 6 participants
- 2 male, 4 female
- Ages 21-48
- Occupations: Full time student, teacher, engineer

- 3 participants
- 1 male, 2 female
- Ages 20-40
- Occupations: Higher education

- 5 apps
- Noom, Mint, Clue, Daylio, MyFitnessPal

- 17 participants total
- 3-5 participants per storyboard

⚠️ Due to limitations in recruitment efforts in the midst of COVID-19, participant recruitment was largely limited to personal networks. Participants are not a representative sample of the total population.
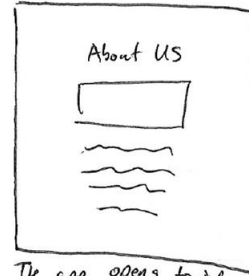
Storyboards

Storyboards
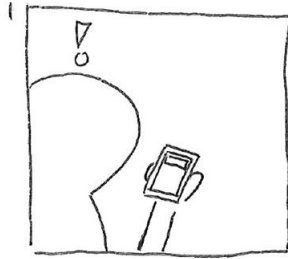
You get a text messege for a link to download an app from a friend.

80%
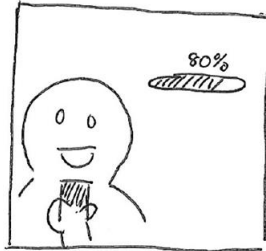
You excited to try the app since your fried said it was cool. You download it.

About US

The app opens to info about the Company. You read it and feel cottomble they a reliable group.

You procede to look at example data enty and choose one that is interesting and see how the Company used it. You happy that one enty could help so much.
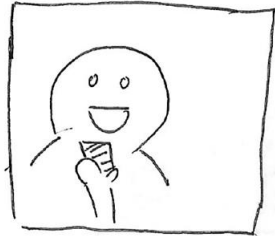
Excited to help, you fill out a surveny and submit know you did something good.

Storyboards

Persona: Devon is an Army Vet who has grown to value mental health and who looks to community for support in his own mental health journey. He is curious how his experiences compare to other people's but does not always trust mental health professionals or environments.

1. Devon goes to his favorite community forum online. It is a place where Vets often share mental health resources and support. He is looking for information here because he feels a part of the community and is often inspired or informedby what he finds.

He clicks the Feminist AI link that someone shares. He is curious about other people's experiences with mental health.
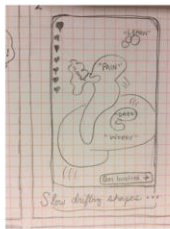
2. The site's homepage is a shifting mesmerizing screen visualization of anoymous data, labeled by words and colored by positive and negative associations. Devon is unsure but intrigued. He notices heart emojis floating up the side of the screen. This makes the space feel slightly more positive for him.
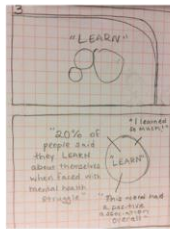
3. Devon clicks the "learn" blob and sees more information about the data and word associations. He sees that many people have contributed to this word cloud and is intrigued by the collective nature of the app. He has never thought of how some of these words relate to mental health.

He wants to know more about why these people have contributed and who they are. He is also interested in how his own understanding of mental health compares.
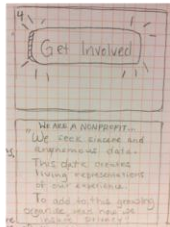
4. He pushes "Get Involved". He immediately sees the Nonprofit mission statement on the top of the next screen.

This helps him understand why this data has been collected and what the mission behind the site is.

5. After glancing through the mission statement and statistics on how many people have contributed and how the information is collected internationally, he sees the privacy policy. He is not asked for his name or email but is asked to agree to community standards, while also being told how his privacy is ensured.

He trusts the site will not expose his identity and that the information is for community growth not corporate data collection.

6. Devon likes the mission statement and the idea of creating new understandings of mental health.

He answers the "level 1" questions about mental health and is able to play with some small data visualizations that compare his answers to larger clouds.

He is able to see occasional quotes from others in the cloud.

He decides he trusts the site enough and is curious enough that he will download the app to get more advanced questions and data visualizations. He also wants to read more quotes and to see things that people choose to self report- like where in the world they live.
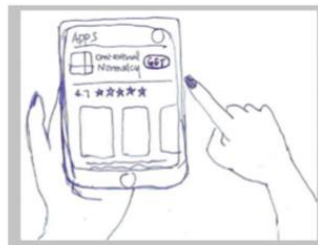
Storyboards

Rebecca receives a text message from her friend Sarah with a link to download an app called Contextual Normalcy

She's never heard of this company and is wary of downloading an app from a company she's unfamiliar with so she googles Contextual Normalcy online.

She checks out the website and learns about the company's goals and feels re-assured about their data privacy policy. She also feels good that her data would be used for good so she goes ahead and downloads the app.
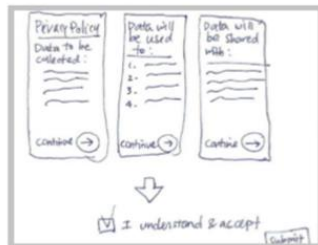
Once she opens the app, the app immediately takes her through the company's **privacy policy** and makes it clear what personal data will be collected, for what purposes it will be used, who it will be shared with, and how it will be stored and protected.

Rebecca feels good about the privacy policy and the app then takes her on an **interactive tour** of app, which shows her visualizations of aggregate data that has already been collected so that she knows what kind of information she could expect to contribute before she fully commits.
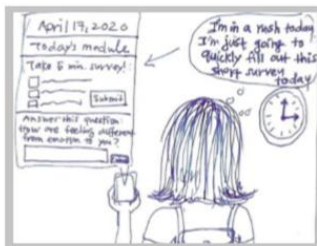
Rebecca is intrigued by the data presented and wants to donate her data. She finds that the type of **data entry** is varied and meets the needs of users that prioritize quickness and convenience as well as those who are more introspective. Data entry includes surveys, open-ended responses, photos, and voice recordings. All data entry fields are optional and editable before being submitted.

One day, while using the app, the app includes a module talking about anxiety. She thinks of her friend, Julie, who has struggled with anxiety for many years. She feels Julie could benefit from using the app and decides to use the built-in **social sharing** function to invite Julie to use the app.

One year later, Rebecca received a **one year snapshot** notification from the app showing her entry from one year ago to the day. It makes her feel good about the progress she's made and the change in her internal state over time.
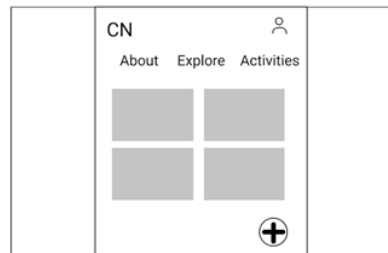
Storyboards
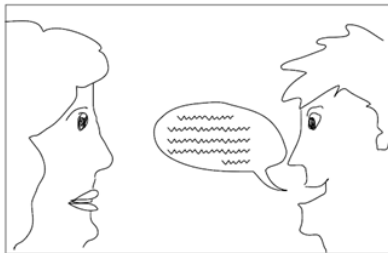
Suzy asks her friend Mark, a frequent user of the app, to help her. Mark tells her he maintains a log of his mental health activity
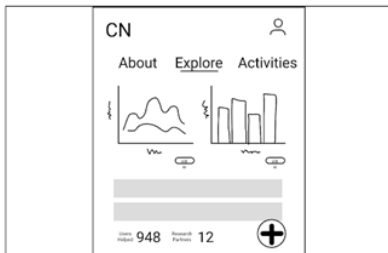
Suzy is asked by the application to enter personal details and daily notes

She doesn't feel comfortable sharing that information and wants to know more about them

She tries to search for information about their previous work done and how this data is being used
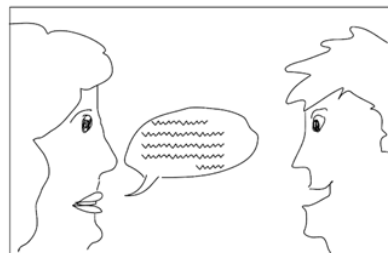
She clicks on the Explore section where she can see some charts and visualizations and their research studies details
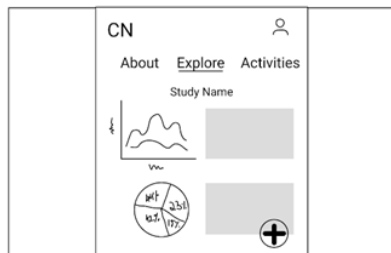
Next, she clicks on a chart to view more detailed information about that study, about the participants etc.

Once Suzy knows more details about the projects and what people it's helping, she feels more relieved

She thanks her friend Mark and tells him that now that she knows more about their work, she will consider sharing more personal data