SURVEYS & INTERVIEWS

Surveys

Research Goals

1.) Collect quantitative data on how often people use health apps to track and store health information.

2.) Understand which apps and features are the most popular amongst users.

3.) Initially gauge interest in a one-stop applications for all health data and medical records.

Script

1.) How many hours a day do you use your mobile device?
   - o Less than 1 hour
   - o 1-2 hours
   - o 3-5 hours
   - o 6+ hours

2.) How closely do you track your overall health?
   - o Very closely, I check in on it daily
   - o Somewhat closely, I check in on it a few times a week
   - o Not closely, once a month
   - o Only when I need to
   - o Never

3.) Have you ever used any of the following apps:
   - o Fabulous
   - o Apple Health
   - o Fitness+
   - o Weight Watchers
   - o Solstice Health*
   - o Headspace
   - o Calm
   - o Better Me
   - o MyFitnessPal
   - o Fitplan
   - o SleepCycle
   - o Aaptiv
   - o Fooducate
   - o 8Fit
   - o Noom
   - o Happify
   - o HealthTap
   - o Rise Up
   - o RR
   - o Brighter Bite
   - o An app my insurance/doctor uses

4.) How often do you use the app you are most familiar with?

- o Several times daily
- o Daily
- o A few times a week
- o Weekly
- o A couple times a month or less
- o n/a (I don't use any)

5.) How many health apps do you currently use on a regular basis?

- o 1
- o 2-3
- o 4-6
- o 6+

6.) Do you prefer tracking health data with a mobile application, web application, or a combination of both?

- o Mobile
- o Web
- o Both

7.) Do you find tracking health and lifestyle data (food intake, weight, exercise, etc.) helpful to you in maintaining your health? Yes or No.

8.) How do you collect or store your medical records?

- o I keep hardcopies
- o Mix of hardcopies and digital files
- o Digital files only
- o I don't have a system; I track down what I need when I need it

9.) Would you be interested in a service that collects all your medical records for you (after you sign a medical release waiver) for a small fee? Yes or No.

10.) How concerned are you about privacy when it comes to your medical records?

- o Very
- o Somewhat
- o Neutral
- o Not really
- o Not at all

Interviews

Research Goals

1.) Collect qualitative data about how target users feel about health apps, specifically which ones if they use them.

2.) Based on survey findings, learn more details and qualitative information about the potential demand for a one-stop application to collect all of one's health data and medical records.

3.) Understand what the pain points are for users of health apps, or why target audience avoids them.

Script

Intro

Thank you for talking to me for this, I really appreciate your time. First, I want to make sure you know that there are no wrong answers to any of these questions—just answer as best you can and please ask for clarification if you need it. Also, if you'd rather not answer a question, just say pass :)

I'm in the early stages of designing a health app. So, the goal of these interviews is to get a sense of how people feel about their experience with these types of apps. Here's a list of some examples, (really anything that has to do with physical or mental health, food, weight loss, fitness, etc.):

- Fabulous
- Apple Health
- Fitness+
- Weight Watchers
- Solstice Health*
- Headspace
- Calm
- Better Me
- MyFitnessPal
- Fitplan
- SleepCycle
- Aaptiv
- Fooducate
- 8Fit
- Noom
- Happify
- HealthTap
- Rise Up
- RR
- Brighter Bite
- An app my insurance/doctor uses

And no worries if you don't use any apps like this, I'll still be able to get valuable information from you!

Questions

1.) What do you look for in an app (health or any other) before you download it? Reviews? Star rating? Do you research it?

2.) When you download a new app, do you find onboarding instructions useful?

3.) How often do you download an app, then never use it again? Why do you think you do that? What turns you off?

4.) Do you use or have you used any health apps? If so, which ones?

5.) Do you remember how you found the app(s)?

6.) Do you feel it is/was effective for you?

7.) What is a feature you like? What is a feature you don't like? Is there a feature you'd wish they'd include?

8.) Have you ever used an app that had you log meals or exercise? Did you enjoy logging this information? Was it helpful? What could have made it easier?

9.) How do you feel about gamification elements of an app? Do you find it motivating?

10.) Have you ever been required to download a health app by your doctor? Or any app by anyone (like an employer)? How was your experience? Positive? Negative?

11.) Have you ever needed to collect several medical records for yourself? If so, how was the process? Difficult? Easy?

12.) Would you be interested in an app that allows you to collect all your health data and medical records in one online portal?

13.) Would you be interested in an app that syncs with multiple health apps and pulls together all the data in one place? (Sort of like Apple Health)

Overview of results

I interviewed 3 people who are each concerned about their health and wellbeing but approach it in slightly different ways. Cherry Niel is in the Coast Guard and has used fitness apps in the past for physical training, but purposefully avoids tracking calories. Kyle Dignoti is a runner and recently changed from using an Apple Watch to a Garmin watch because he prefers more detailed metrics. He has also used apps in the past to track his food intake. Savanna Weninger is a fitness instructor and PhD candidate in Physiology who most recently downloaded a meditation app and used to track food on an app, but she finds it time-consuming and is not consistent.

From my interviews with these three potential users, I learned:

- Health apps don't often have EVERY feature a user wants, often a user will use 2 or more
- There isn't much interest in centralized medical record storage (for those who don't frequently interact with medical professionals)
- Intuitive interfaces are important to users, simple is better
- Automated tracking (with a watch) of health data is preferred
- There is a general weariness of downloading yet *another* app for health
- Simple gamification (awards, closing rings) is motivating to most

Interview Notes

Questions – Cherry Niel

1.) What do you look for in an app (health or any other) before you download it? Reviews? Star rating? Do you research it?
   - **Free. I will pay, but I need to know it has exactly what I want (they never)**
   - **Annoying interfaces, complicated, targeted towards women obvious (pink and flowers and shit)**
   - **Star ratings, reviews (specifically bad reviews)**
   - **Tend to download more popular, unless there's a specific feature**
   - **Specific to my needs**
   - **Scientifically backed algorithms**
   - **Use data for studies that help modify algorithm**
   - **Endorsement of athletes**

2.) When you download a new app, do you find onboarding instructions useful?
   "Yeah, but I usually skip right through them." I feel like I can figure it out. Strongly dislike when they make you do a tutorial, popups are better

3.) How often do you download an app, then never use it again? Why do you think you do that? What turns you off? **Not that often. I don't download many apps. Weather app: deleted it after discovering you have to pay.**

4.) Do you use or have you used any health apps? If so, which ones? **Whoop. Tried a CBT app (easy interface, 7-day trial not enough time)**

5.) Do you remember how you found the app(s)?
   - **App goes with heart rate monitor – it has metrics that are specifically relevant to me and the lifestyle I have and things that I do**
   - **Choose what you want to do based on recovery score**
   - **Heart rate variability**
   - **One app for everything, journal function, emotions,**
   - **I pick behaviors I want to track**
   - **Monthly, it will tell me if any of my behaviors have an impact**

6.) Do you feel it is/was effective for you? **"jury's out" feedback that you can use to make training better or efficient, sleep habits and exertion and recovery, when you are working in a job that you can't control it's less useful. Feedback on sleep less useful when you can't do anything. Good feedback.**

7.) What is a feature you like? What is a feature you don't like? Is there a feature you'd wish they'd include?

Likes: journal. Wishes: Mental/emotional stability, but more specific.

8.) Have you ever used an app that had you log meals or exercise? Did you enjoy logging this information? Was it helpful? What could have made it easier?

Yes, some exercise manually, used to log meals on paper (unhelpful), try to avoid calorie counting, hate logging meals.

9.) How do you feel about gamification elements of an app? Do you find it motivating?

I don't give a shit about that.

10.) Have you ever been required to download a health app by your doctor? Or any app by anyone (like an employer)? How was your experience? Positive? Negative?

No.

11.) Have you ever needed to collect several medical records for yourself? If so, how was the process? Difficult? Easy?

Military, overseas, school, government. Really annoying, especially when it is out of country. I don't need a place to have all of it in one piece. Feels like a violation.

12.) Would you be interested in an app that allows you to collect all your health data and medical records in one online portal?

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13.) Would you be interested in an app that syncs with multiple health apps and pulls together all the data in one place? (sort of like Apple Health)

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Questions – Savanna Weninger

1.) What do you look for in an app (health or any other) before you download it? Reviews? Star rating? Do you research it?

Graphics, colors

Google search app suggestions

2.) When you download a new app, do you find onboarding instructions useful?

Yes, but small words and graphics not written instructions

3.) How often do you download an app, then never use it again? Why do you think you do that? What turns you off?

Almost exclusively.

Used it for like a week. Just lost interest, didn't have time.

4.) Do you use or have you used any health apps? If so, which ones?

Balance

Apple Health – once every couple of months, steps, body weight, sleep

Apple Watch

My FitnessPal, to track specific caloric intake, too time consuming

5.) Do you remember how you found the app(s)?

Google Search, nutrition class in undergrad (had to use it)

6.) Do you feel it is/was effective for you?

Apple Watch yes, keeps me on track about calories, fitness over food intake

7.) What is a feature you like? What is a feature you don't like? Is there a feature you'd wish they'd include?

Apple watch closing the rings, Balance box checking,

8.) Have you ever used an app that had you log meals or exercise? Did you enjoy logging this information? Was it helpful? What could have made it easier?

Start

I wish it better pick up what I'm exercising,

9.) How do you feel about gamification elements of an app? Do you find it motivating?

Not a game, more of a daily class, reward system!! "I like completing things."

10.) Have you ever been required to download a health app by your doctor? Or any app by anyone (like an employer)? How was your experience? Positive? Negative?

Yes, nutrition class

App when I had a primary care physician, it had my information from visit, metrics, I enjoyed that cause I could see everything. I like being able to look at my medical records.

11.) Have you ever needed to collect several medical records for yourself? If so, how was the process? Difficult? Easy?

Seen the other side of this

Some offices charge to print

Depends on medical record system, EMR systems, easier if it's the same

Most places won't email your records unless it's through a secure link

Depends on the office

12.) Would you be interested in an app that allows you to collect all your health data and medical records in one online portal?

Me personally, maybe if it were free

I imagine people with more health problems would be more interested.

13.) Would you be interested in an app that syncs with multiple health apps and pulls together all the data in one place? (Sort of like Apple Health)

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Questions – Kyle Dignoti

1.) What do you look for in an app (health or any other) before you download it? Reviews? Star rating? Do you research it?

If I feel it is going to meet some specific need, I don't look for app but if I am made aware of an app I'll go download that specific app. Ratings & Reviews. More reviews the better.

2.) When you download a new app, do you find onboarding instructions useful?

I tend not to pay attention to them and I usually just bypass. Unless it's a difficult thing I don't pay attention to them. Sometimes I find them annoying. Bleh tutorial.

3.) How often do you download an app, then never use it again? Why do you think you do that? What turns you off?

Gotta be an 80/20 thing, sure there's a lot of them.

4.) Do you use or have you used any health apps? If so, which ones?

Yes. Apple Health (varying extents, don't use an apple watch anymore), Garmin (their app), My FitnessPal

5.) Do you remember how you found the app(s)?

My FitnessPal, first app I ever used, used it for a long time

6.) Do you feel it is/was effective for you?

MyFitness Pal, tracking food, input garmin data into my fitness pal, tracks walk and all. Most are fitness OR food. Problem is I don't love the data about my actual fitness, Garmin does a better job analyzing fitness and vital signs.

7.) What is a feature you like? What is a feature you don't like? Is there a feature you'd wish they'd include?

Apple Health is super user friendly, simple interface allows you to be competitive.
Garmin data is more accurate and detailed than Apple Health.
Apple Health could have far more information, less data driven
Garmin app could be cleaner, far too many clickthroughs, too many steps
My Fitness Pal is clunky and old news
Garmin has a community

8.) Have you ever used an app that had you log meals or exercise? Did you enjoy logging this information? Was it helpful? What could have made it easier?

I guess so, my doctor says I should. It is helpful.

9.) How do you feel about gamification elements of an app? Do you find it motivating?

Apple Health is fun to use, most aesthetically pleasing
Garmin has it too

10.) Have you ever been required to download a health app by your doctor? Or any app by anyone (like an employer)? How was your experience? Positive? Negative?

No.

11.) Have you ever needed to collect several medical records for yourself? If so, how was the process? Difficult? Easy?

Yes, I wanted to know what my therapist wrote about me. Go to the website (Banner) and all your info is right there.

12.) Would you be interested in an app that allows you to collect all your health data and medical records in one online portal?

Yeah, maybe. I've thought about this, but then I have to download *yet another* app.

13.) Would you be interested in an app that syncs with multiple health apps and pulls together all the data in one place? (Sort of like Apple Health)

I don't see myself having a need for it. Maybe if my health were comprised or if I have frequent interactions with health care professionals. My records don't feel inaccessible.