USER RESEARCH ANALYSIS

Research so far…

- Many health apps, few have *all* features a user needs
- Apps backed by science are most successful and popular amongst users
- Users are used to and seek out self-monitoring features
- Automatic tracking without requiring users to manually input data is highly preferred
- Rewards or gamification elements maximize engagement in behavior changing
- Little interest amongst users in generally good health t o centralize all medical records
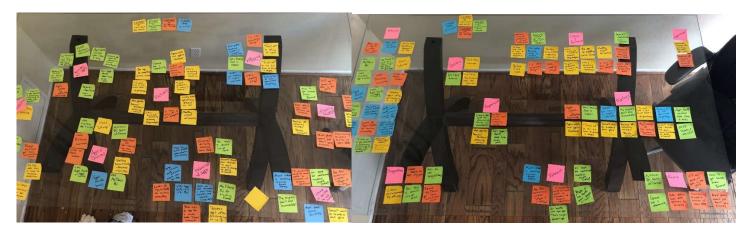
Affinity Maps

From my survey results and interview notes, I created sifted data and recorded on post-it notes, color coded by source:

I then created two Affinity maps (close ups below) first organizing by topic then by types of data;

Affinity Map #1 (by topic)   *Affinity Map #2 (by type)*

Affinity Map #1

CHERRY 25 — Coast Guard, very athletic

KYLE 29 — Medical writing editor, runner

SAVANNA 28 — PhD Physiology, Spin Instructor

SURVEY DATA (9 surveys)

Dislikes tutorial

"I tend not to pay attention to onboarding instructions & usually just bypass."

Prefers "pop up" onboarding to written instructions

Onboarding instructions useful? "Yeah, but I usually skip right through them"

Onboarding

MFP "clunky & old watch"

Apple Health interface super clean & easy

Garmin app could be cleaner w/ fewer clickthrus

My Fitness Pal used for a long but now I have apps downloaded

Garmin > MFP for fitness data & analysis

Behaviors w/ apps

Apple Watch is effective (rewards)

Feels Apple Health could have more data

Garmin > Apple Health more accurate

Appreciates and applies feedback

Garmin has a community

Wishes watch could detect activity auto

Likes choosing relevant metrics

"I don't give a shit about that." re: gamification

"I pick behaviors I want to track"

More specific "mental/emotional stability metric"

Features

Likes heart rate variability, recovery, sleep analysis

I like being able to see everyday

Monthly digest of metrics

Most prefer tracking health on mobile

Feels tracking food is helpful

"I like completing things"

Jury's out on efficacy of apps

"Jury's out" be she did seem to think it helped

efficacy

50/50 yes tracking is helpful not sure

Likes closing rings

Tending to be less concerned w/ privacy

PCP app — good, all data in one place

Easy to get records from Banner

Worked @ urgent care w/ medical records

Diff. offices have diff. policies for records

Collecting records

Process of collecting records: "Really annoying"

Most places won't just email your records

Transferring records easier w/ same EMR

(collected records for military, overseas, gov. work)

Acts on app suggestions

Google search for app suggest.

Found My Fitness Pal thru nutrition class

Finding apps

Prefers data that is used to improve algorithm

Uses Garmin app & watch

Uses "Whoop"

Used Balance (meditation)

Wears an Apple Watch

My Fitness Pal Syncs w/ Garmin

My Fitness Pal (for calories) "too-time-consuming"

Reads bad reviews

Prefers free apps

Looks for pleasing graphics & colors

Likes endorsements by athletes

Dislikes "pink-ified" apps for women

Apps & Devices

Prefers scientifically-backed algorithms

Used Apple Health w/ Apple Watch

Apple Health (popular)

Uses My Fitness Pal

Majority track health somewhat or not closely

Fitness/activity tracking over food

Doc says I should track food

33% 1-2 hours 66% 3-5 hours mobile use per day

Behaviors w/ apps

Doesn't track food because: "I don't want to develop an eating disorder!"

Most use apps between two times weekly and several times daily

Looks @ Apple Health for metrics monthly

55% — app 55% — 2-3 11% — 5+

Often uses app once a week "then loses interest"

"I imagine that would be more useful to someone w/ chronic conditions"

Mixed interest in centralized medical record storage

Interested in one-stop for used records

My Fitness Pal for tracking food!

"My records don't feel inaccessible"

No need for centralized medical record storage

App that centralizes records: "Maybe if it were free"

All health data sync app: "Yeah maybe" Another app

"Maybe if my health were compromised"

Most don't store records

Doesn't want all records in one place "Feels like a violation."

Deletes apps after discovering it is $

Affinity Map #2

Behavior

Often uses app once a week "then loses interest"

Most don't store records

Tracks metrics specifically relevant to her

Uses My Fitness Pal

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Likes & Preferences

Garmin > Apple Health more accurate

Prefers data that is used to improve algorithm

Most prefer tracking health on mobile

Prefers scientifically-backed algorithms

Likes heart rate variability, recovery, sleep analysis

One app for everything (journal, emotion)

Monthly digest of metrics

Fitness/activity tracking over food

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I like being able to see everyday

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Facts

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Disliked

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Improvements

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Insights from Affinity Mapping

- **Onboarding:** Users prefer pop-up instructions as they go through an app for the first time over tutorials.

- **Opinions on Existing Apps:** Users base their opinions on interface, accuracy, and details of metrics

- **Features:** Users like to select what behaviors they want to track, see an overall breakdown/analysis of health data, and are engaged by rewards/gamification.

- **Efficacy:** Most users are fairly certain apps help their overall health, but not 100%.

- **Collecting Records:** Most users don't often need to collect records themselves, but when they do it's a tedious process.

- **Finding Apps:** Users will download a health app upon suggestion from a trusted source.

- **Apps & Devices:** Most users of health apps have more than 1. Apple Health and My Fitness Pal are among the most popular.

- **Behavior:** Users differ in how often they track health data and what data they track. Personalization is preferred. Many users wear watches to capture data automatically.

- **Interest in one-stop app:** There is little demand amongst generally healthy users to centralize medical records.

- **Dislikes:** Tutorials are generally disliked in the onboarding process.

- **Likes & preferences:** Users like/prefer free apps, personalization, pleasing aesthetics, and awards.

- **Experiences:** Varying experience with medical record collection.

- **Improvements:** Most users have improvement in mind for the apps they use.

- **Feelings:** There is a general ambivalence, leaning towards the positive side, towards experiences with health apps. Users show little exuberance for one specific app, and any they truly dislike, they stop using within a week.

- **Facts:** Ease of collecting medical records is dependent on doctor's office practice primarily.