



# GKNOW

## User Research

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# *Research Objective:*

To discover the **Total Adressable Market** for GKnow and the potential for growth among users, both professional and not. This will help us determine specific features to include in the initial development.

# *Research Methodology:*

- Among professionals...
  - Determine TAM by calculating therapy professionals in US.
  - Ask about methods of genogram creation and potential use.
- Among hobbyists...
  - See if there is a market for non-professional use.
  - Begin with questions about enneagrams, a popular alternative to genograms for self-learning.



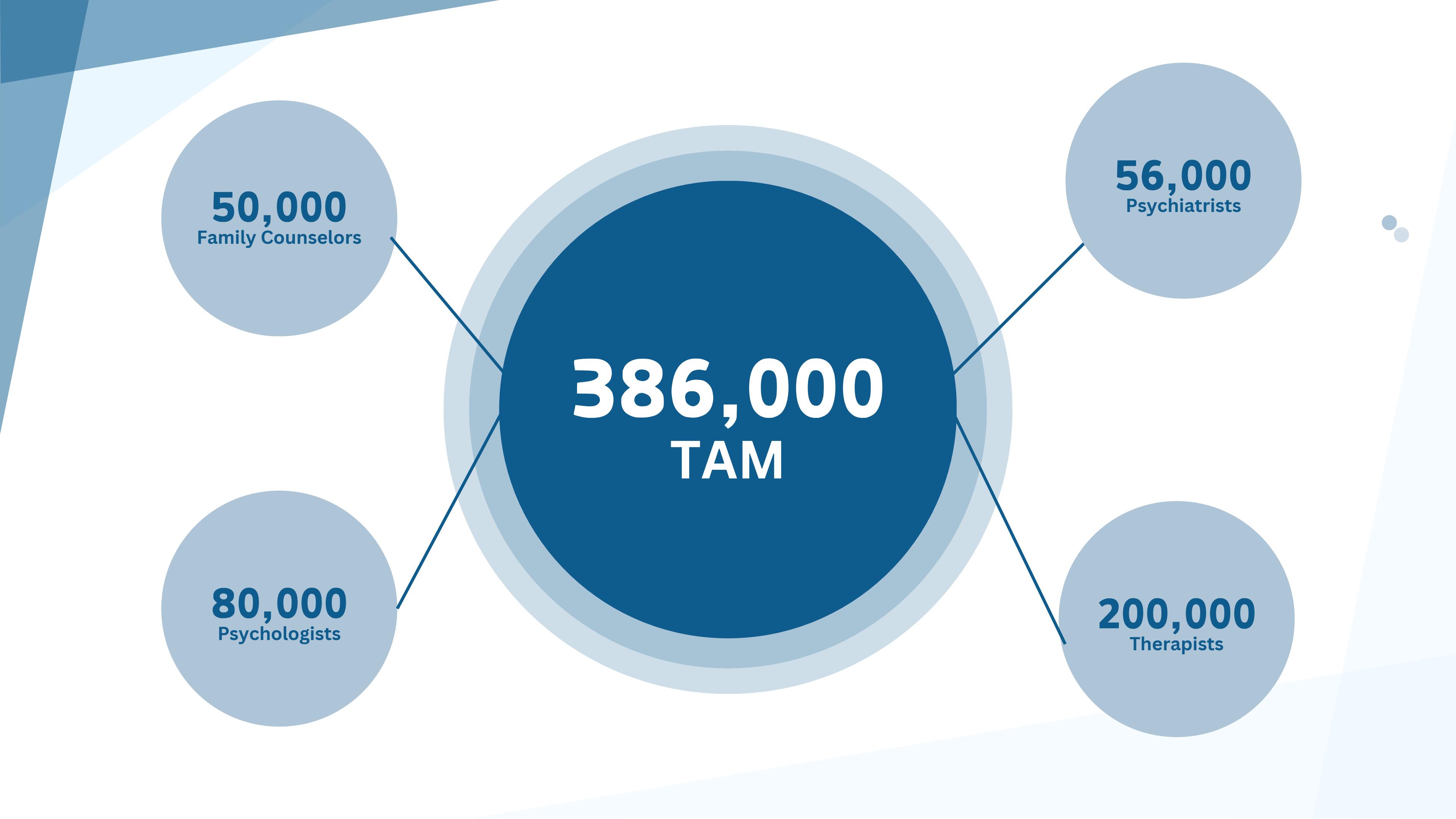
# Target Audience

In our client meetings, we discussed the target audience for the GKnow app being **therapists**. With further discussion and research, we wanted to expand the app into a dual-side portal for professionals and patients to access and edit their genogram profiles. Also, our client discussed the potential of “hobbyist” users, like those who use enneagrams to learn about themselves. So with this in mind, we decided to research the general population, outside of clinical settings, to see what potential lies in a hobby-user version of the app for the future.



# User Research: *Professionals*





**386,000**  
TAM

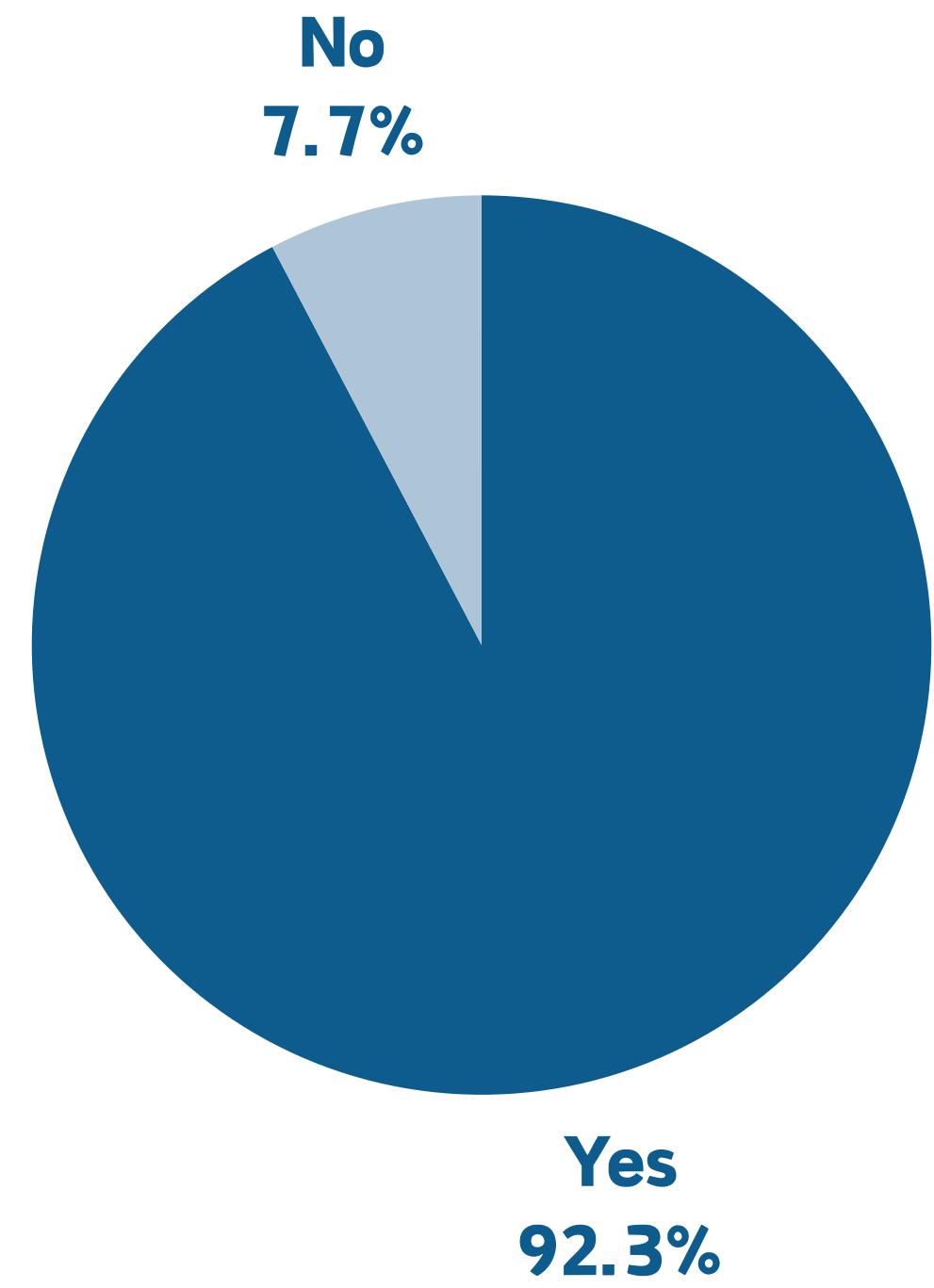
**50,000**  
Family Counselors

**56,000**  
Psychiatrists

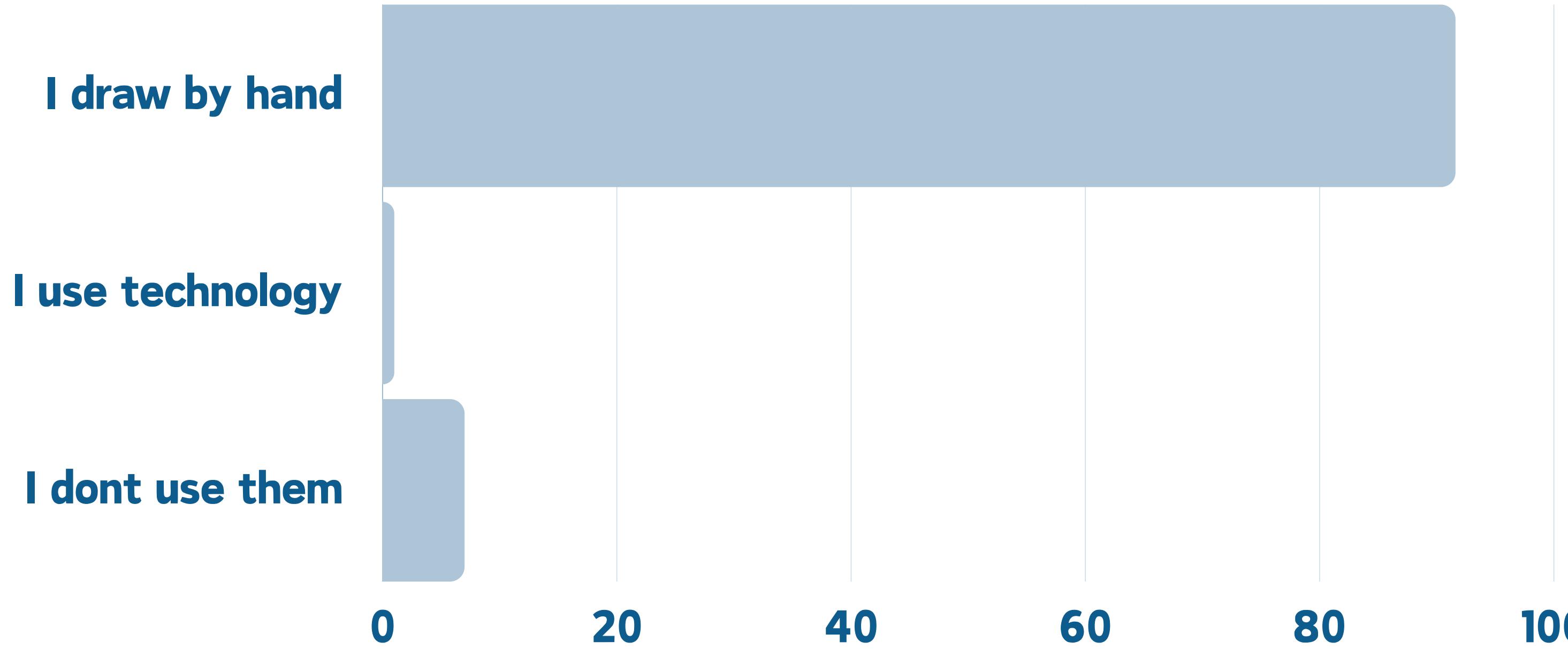
**80,000**  
Psychologists

**200,000**  
Therapists

# Do they use genograms?



# How do you make genograms?



# Why do you make genograms?

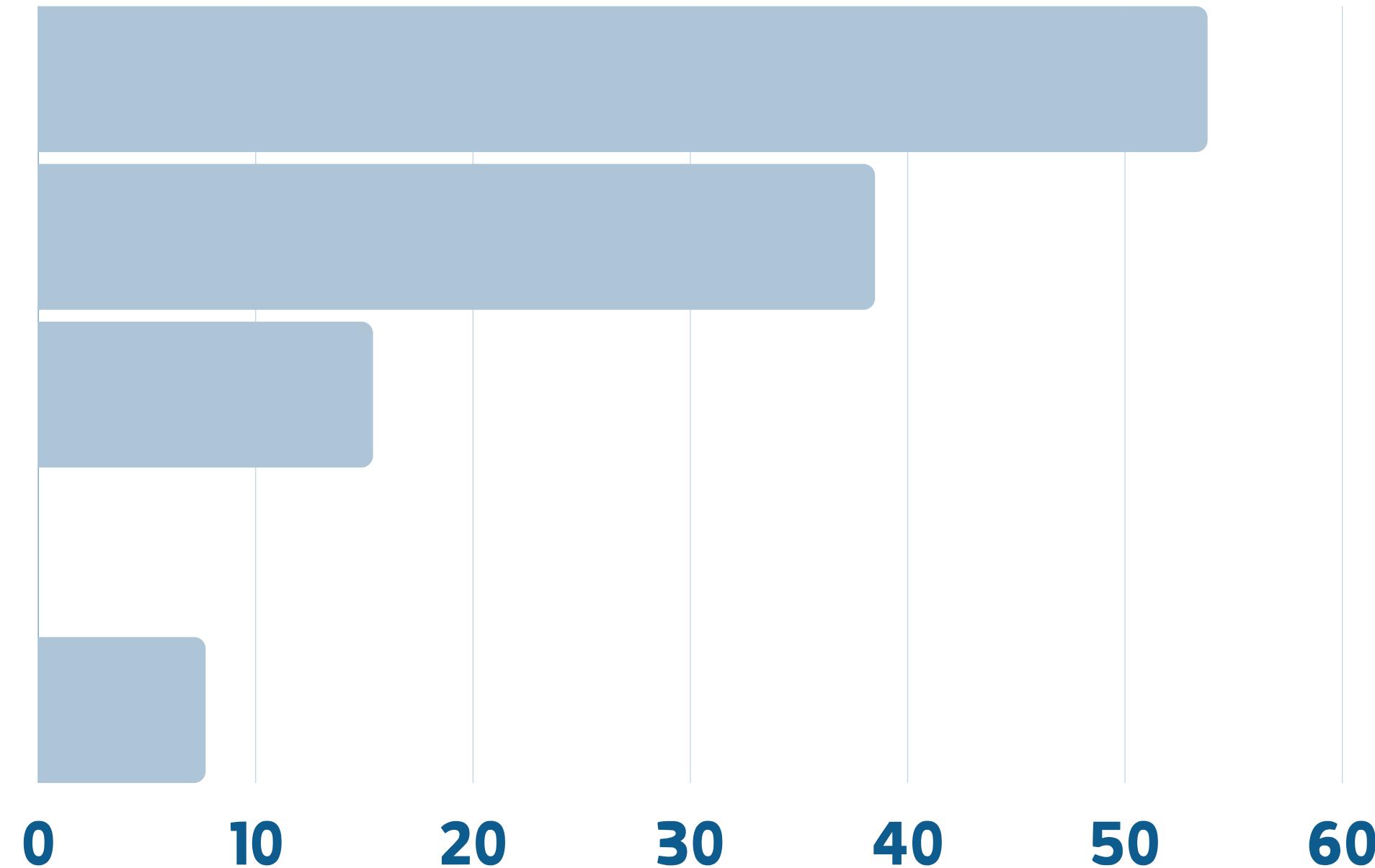
**For my own understanding**

**To educate the client**

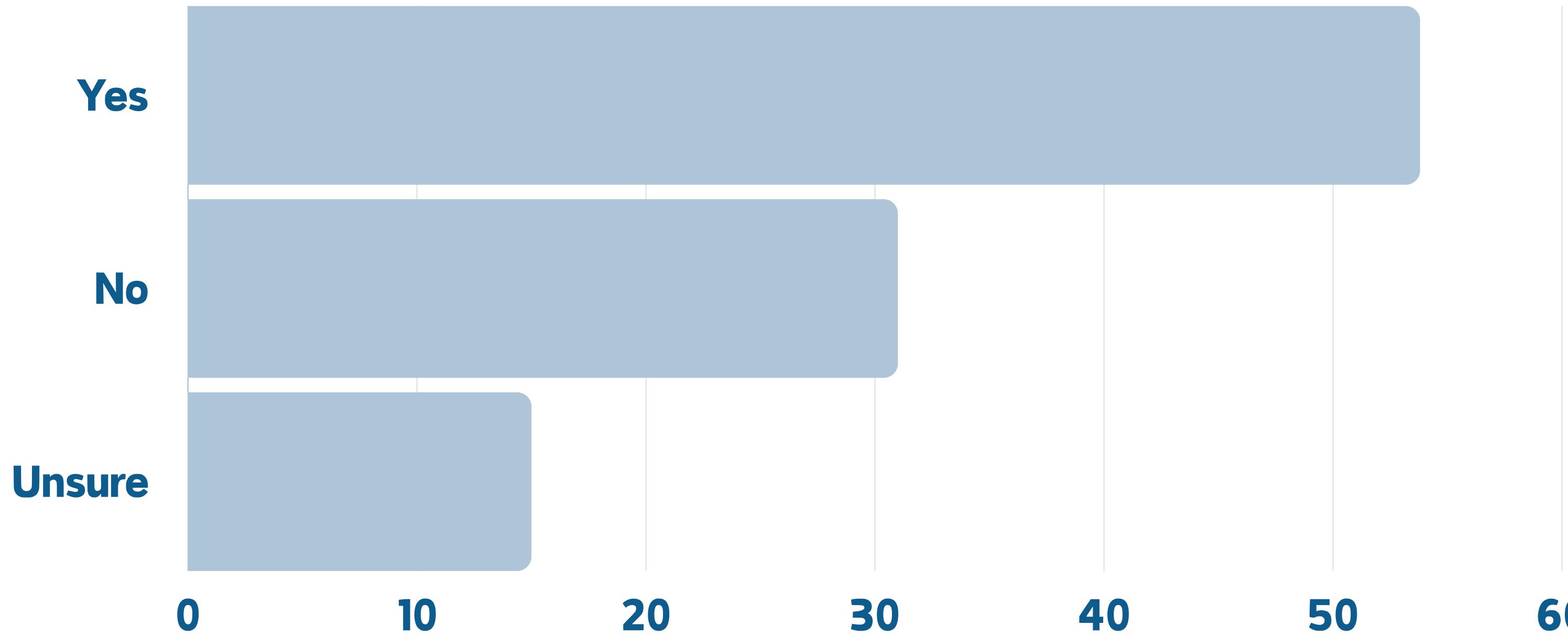
**To share with the client**

**I dont use them**

**I mentally make one**



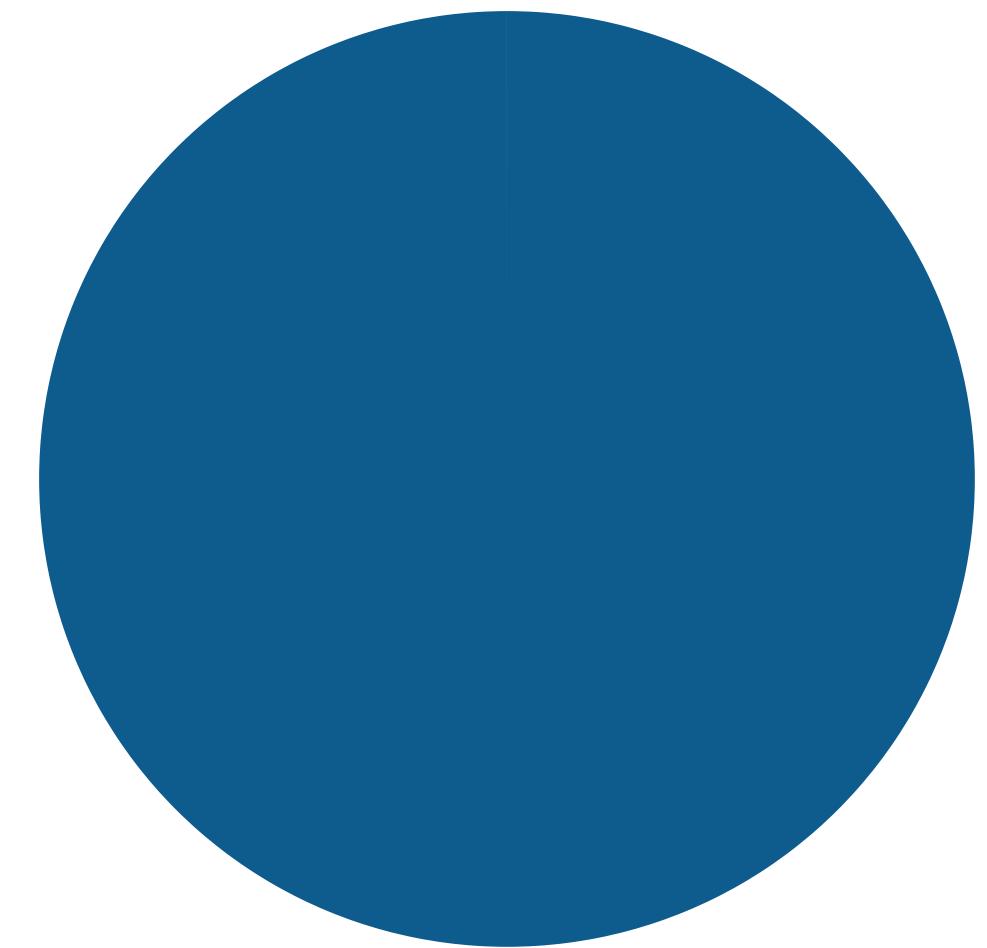
# Would you use a HIPAA compliant app?



# User Research: *Patients*



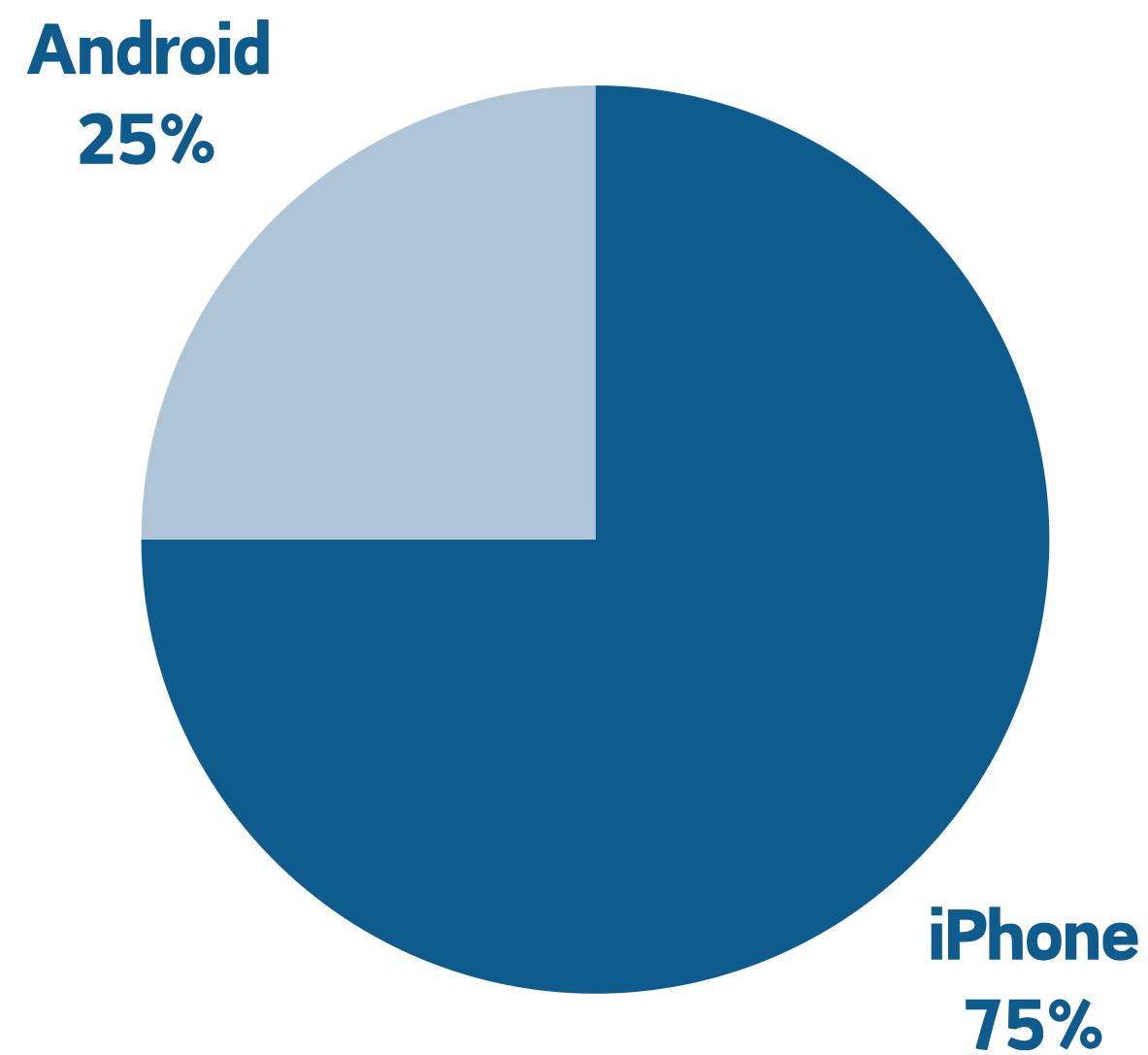
# Is there a benefit to genograms?



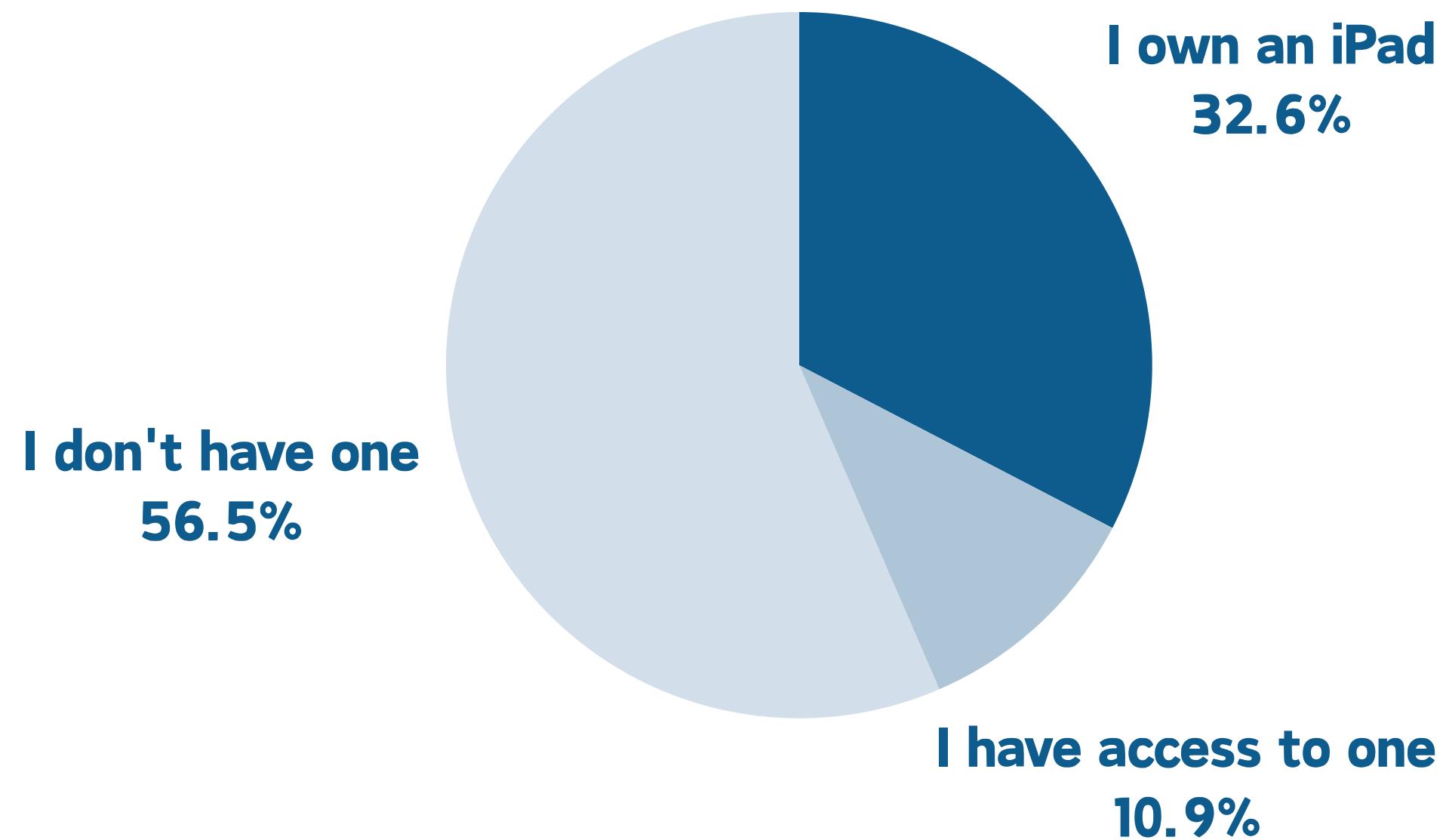
Yes  
100%



# What devices do patients have?



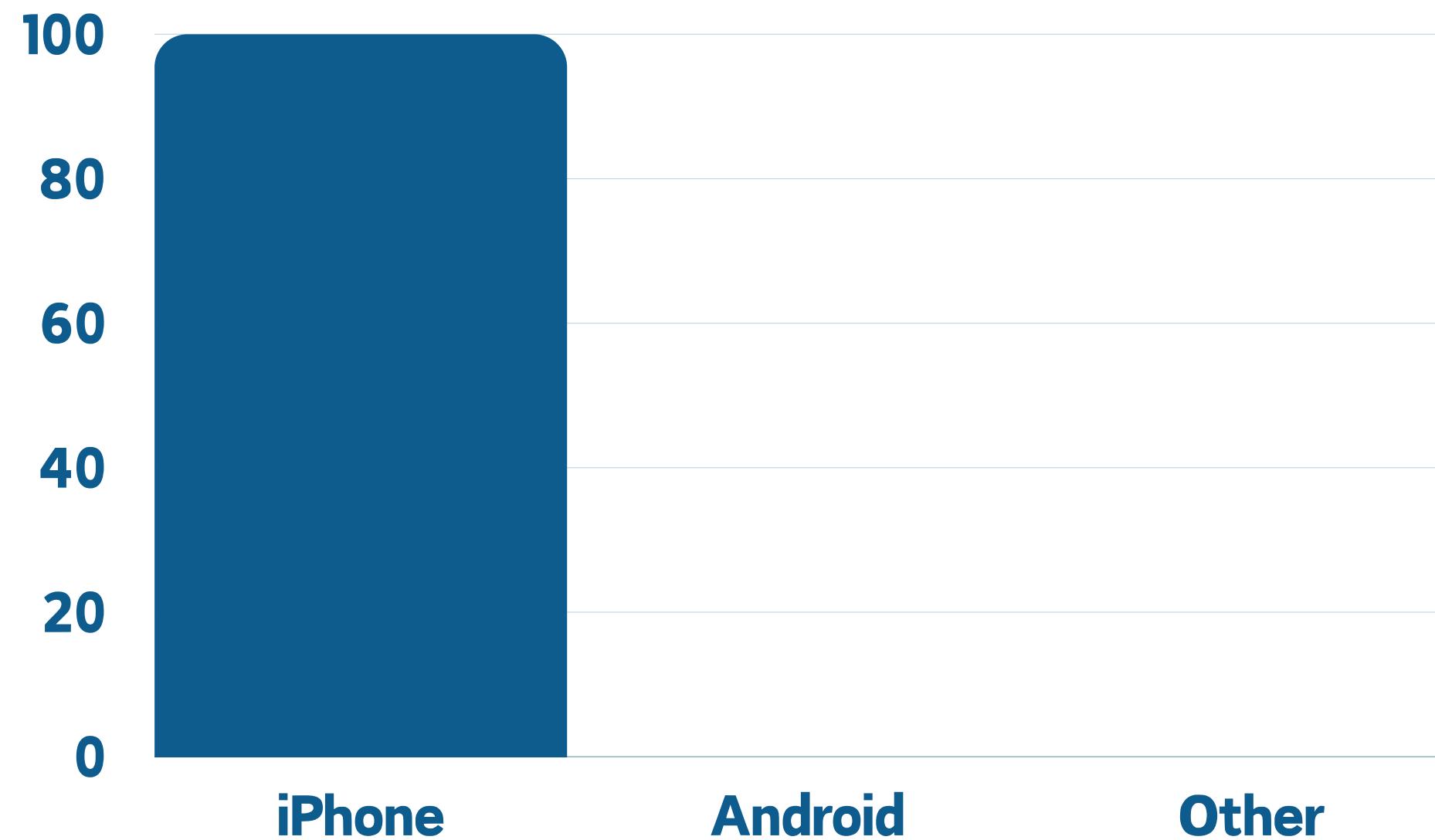
# How many patients have iPads?



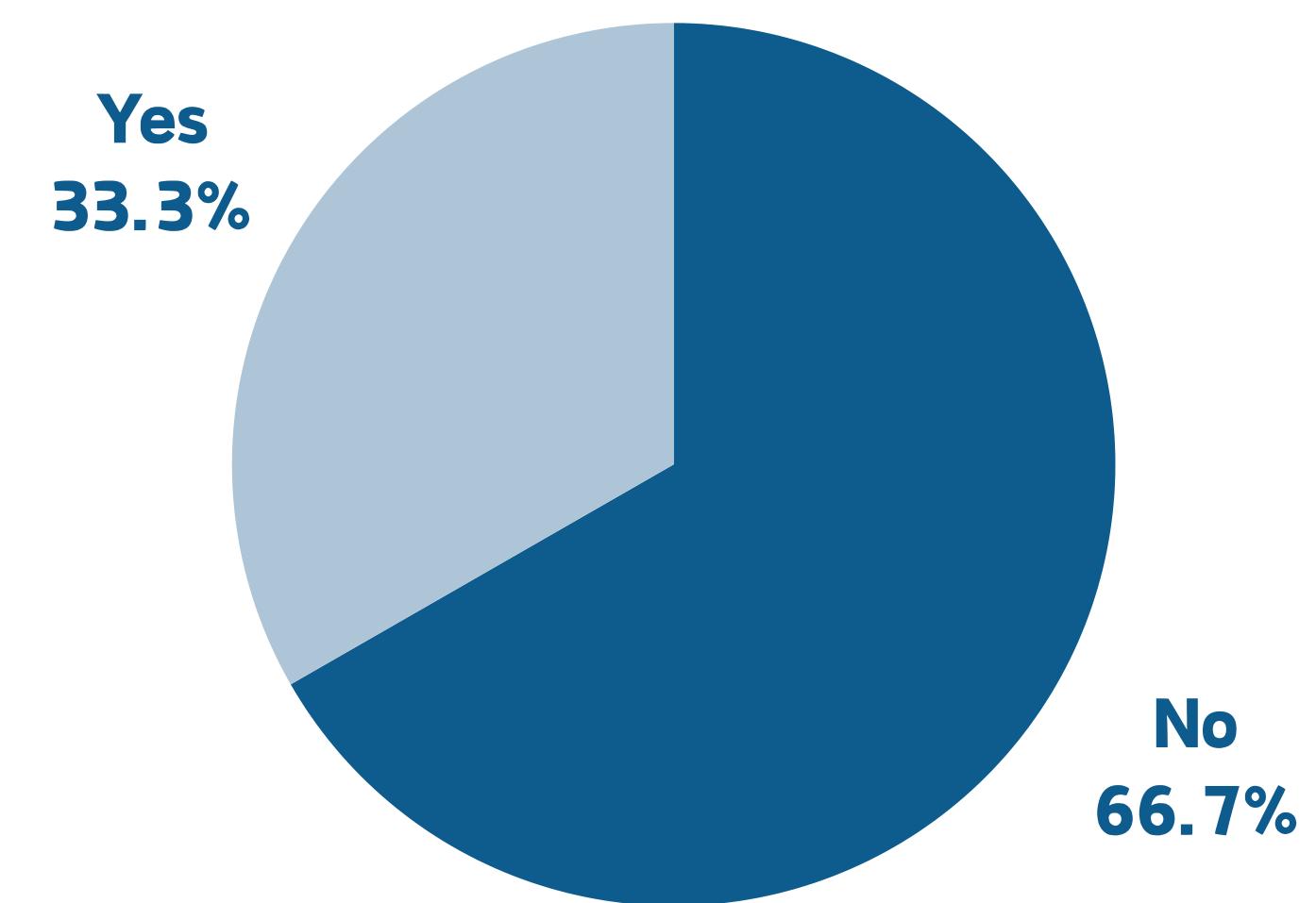
# User Research: *Hobbyist*



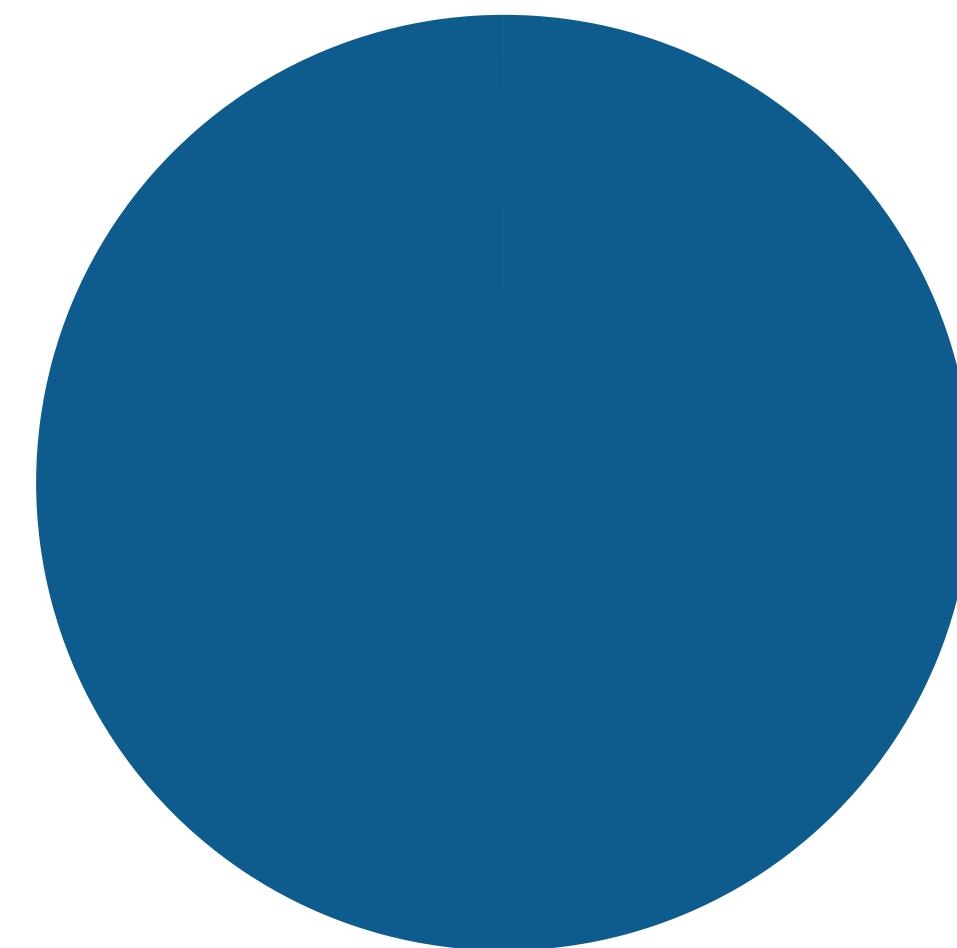
# What device do you use?



# Do you own an iPad?



# **Would you want to learn more about yourself through genograms?**



**Yes**  
**100%**



# Summary

In summary, the best opportunity for the GKnow app lies within the clinical world of **professionals and patients**. Due to the lack of iPad use outside of a clinical setting, we discovered that for initial launch it would be impractical to develop with the intention of a “hobbyist” centered app. In doing so, our app design has changed to consider a more **dynamic relationship** between therapist and patient, allowing educational aspects and the ability for the clients to access their genograms before appointments. This would ease the burden of both professionals and clients when it comes to long wait times between appointments.



# Future Plans

- Begin user testing with therapists and get feedback on app design, user interface and experience, and features.
- Further research patient-side access and device usage.
- Start conducting market testing and need-based assessments for local clinical offices or practices, gauging their response to GKnow.

