

My Wellbeing Kit

Business Case

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Executive Summary

The My Wellbeing Kit application is a project being undertaken by a University of Tasmania project team in collaboration with the Wellbeing Project team from the Clarence City Council. The reason this project is being undertaken is to provide a digital alternative to the existing My Wellbeing Kit so that the user base can be increased, both within and outside the community of Clarence. Digitalisation of the My Wellbeing Kit will also increase the engagement of users who are already utilising the physical kit.

This project will benefit the goals outlined by the Community Health and Wellbeing Plan 2013-2018, with particular focus on two key domains of action, 'Promoting Health' and 'Enhancing Connectivity, Community, Participation and Lifelong Learning'. To achieve this the project will look to become more accessible and engaging for users of all ages from the community.

There will be few costs associated with the project; the majority of the investment lies in the opportunity cost of the work hours being spent on the project. The return on this minimal investment will be a healthier and happier community.

Reasons

The Clarence City Council's Live Clarence division have created a unique product, the My Wellbeing Kit, which is designed to improve the mental health wellbeing of the community. The product is distributed by the Clarence City Council on a per request basis, where individuals can request a free kit or bulk orders can be placed for a small fee.

This project aims to take the existing My Wellbeing Kit and adapt it into an application available for free for mobile devices. The desired outcome of this is to increase the number of users of the kit and to generate greater engagement from the already established users. This will achieve Live Clarence's overall goal of promoting mental health and wellbeing for the Clarence community and provide the opportunity for the kit to spread beyond the limits of the Clarence City Council's reach, to a global audience.

Taking the kit from a physical entity and transforming it into an application frees the kit from the inherent limitations of a physical medium. The primary benefit of this is that an application can be downloaded by anyone at anytime across the globe; the only requirement being ownership of a smartphone. Thus the Clarence City Council has the opportunity to increasing it's potential user base dramatically. While the Clarence City Council does not stand to gain financially from this, they will benefit the community as a whole by creating an application that has far reaching beneficiary factors. These implications could mean providing for people's need not just here in Tasmania, but across the world; ensuring that people who wish to increase their mental fortitude and strengthen their minds have a helping hand, whenever and wherever they go.

Another reason to give users digital access to the Wellbeing Kit is that existing users of the kit will no longer need to carry the cards with them at all times to have access to them. Instead, they will be able to pull out their phone which most people have close at hand anyway. This allows for users greater engagement with the kit because their access is no longer limited by whether or not they remembered to take the cards with them. There is also the added benefit of marking the cards impossible to misplace as they can be downloaded again in the worst case scenario of a lost phone.

Business Options

The Live Clarence program has three base options when it comes to the development of a digital application for the My Wellbeing Kit. The first of which is to do nothing at all; that is to just leave the kit as it stands now. Secondly, they could invest minimally into the creation of digital versions of the cards which could be accessed through their website or a basic application. Finally they can choose to fully invest in, and support, the creation of an application which replicates and extends the functionality of the existing My Wellbeing Kit. A more detailed analysis of each option is below:

Do Nothing: This option sees the Live Clarence division of the Clarence City Council continue to operate as they have, with no investment into an application. The cards will continue to be distributed solely in their physical form to anyone who requests a package through the form located on their website.

Do the minimal: The Live Clarence team have the option of supporting the initiative to create a digital alternative to the kit with a minimum of investment and involvement. The Wellbeing Project team could create digital versions of the cards which would be images accessed via their web page. This would sadly limit the use of the cards however, as the physical kit allows and encourages users to write helpful tips on the back of each card related to its theme. This option will be cheap and easy to implement but may detract from the project's goals rather than furthering them as it encourages the use of cards which don't have all the same features as the physical kit.

Do something: The Live Clarence team can choose to fully support the creation of a digital product that accurately reflects the care and polish that went into the physical My Wellbeing Kit. This option would result in the production of a high quality mobile application that extends on the functionality of the original kit in an accessible and intuitive manner. It will allow users to 'write' on the back of the cards and include other features such as a journal and a bank of emotional words designed to help users increase their emotional vocabulary. Users will also be able to expand the kit by adding entirely new cards to the application using their own images and ideas. This could be achieved in the physical kit by a user dedicated enough to print out their own images on to card paper but with the application this process will be incredibly straightforward and the resulting card will seamlessly be accessible as any other card would.

Users will have an intuitive central system with which they can check in on their own wellbeing, record their feelings in a diary and even expand their vocabulary in the process. The application would be available on all major smartphone operating systems with no bugs or performance issues. This option requires a more substantial investment of time and resources than the previous two but will result in far greater benefits for the Council and their community. Further detail of the expected benefits and the investment required to achieve them is provided below.

Expected Benefits

The primary stakeholder of the My Wellbeing Kit application is The Wellbeing Kit Project team. This team is committed to fulfilling the goals of the Live Clarence program being run by the Clarence City Council. These goals are outlined in the Community Health and

Wellbeing Plan 2013-2018 and include five key domains which the plan seeks to improve. The original My Wellbeing Kit focuses on two of these domains, 'Promoting Health' and 'Enhancing Connectivity, Community, Participation and Lifelong Learning'. The My Wellbeing Kit application will further benefit these two domains.

The application will firstly lower the barrier of entry to accessing the kit for members of the Clarence City Council. Accessing the kit will be as simple as navigating to the Google Play or Apple App Store on a smartphone and searching for the application. This process is very short and saves the community member from having to fill out a form and wait for a few days to receive the kit as the traditional acquisition method requires. This increase in accessibility will boost the user base of the kit to a higher percentage of the community, thus helping to fulfill the Community Health and Wellbeing Plan's goals. More users of the kit means more people actively trying to improve their mental wellbeing which benefits the Promoting Health domain of the plan.

The application also allows more people in the community to be connected through the shared experience of using the kit and will allow them to learn more about themselves, two key areas of the Enhancing Connectivity, Community, Participation and Lifelong Learning domain of the plan.

Another way in which the application will further benefit the two targeted domains of the Community Health and Wellbeing plan over the physical kit is the overall level of engagement with users it will achieve. As the application is always readily accessible users will spend more time engaging with it. The expanded functionality which includes the creation of personalised cards and a journal section will also keep users coming back at regular intervals and spending more time actively working on improving their mental wellbeing. These improvements are key in realising the goals of the Community Health and Wellbeing Plan.

Expected Dis-benefits

The Wellbeing Kit was designed to negate any potential disbenefits that could occur as a result of working with users on their mental health and wellbeing. The project intentionally avoids directly tackling issues of anxiety and depression as help in this area has the potential to backfire if not administered by a professional. The Clarence City Council kept factors such as this in mind and consulted qualified individuals to ensure the kit had no potential to cause harm. The extra features being added to our application have been

discussed between the stakeholders and a consensus has been achieved that these are also safe to implement and pose no risk of harm to any users. As such, our application will avoid any disbenefits associated with mental health sensitivity.

A disbenefit of the application is that its digital format will encourage users to look at their phones more often. The effects of screen time on adult and developing brains is an area of heated research at the moment and there is no clear, easy answer as to whether or not screen time is harmful to the brain (Sukel, 2017). However, it has been accepted that increasing screen time exposes the brain to more blue light which will interfere with sleep and the circadian rhythms of the body. Some phones have features to reduce blue light levels which can lessen the impact of this but there is no way to negate this effect entirely for all users.

Costs

The only directly financial costs necessary for the implementation of this project are the fees charged by Google and Apple for getting applications on to their application stores.

Google charge a one off fee of \$25AUD for developers to host application on their Google Play Store.

Apple charge an annual fee of \$99USD (approx. \$128AUD at time of writing) for developers to host applications on their Apple App Store.

The Clarence City Council may also allocate a marketing budget for the application so that reaches as many members of their community as possible. The cost of this can be as minimal or extensive as the council desires.

As the design and development stage of this project has a budget of zero dollars, the primary costs in this phase are the opportunity costs associated with the time investment the project will require.

The project team consists of seven ICT students who are each expected to invest an average of eight hours per week into the project over the course of twenty six weeks. This amounts to a total of 1456 hours of work. This much time will be invested into planning and development of the application. It is important that the application should be designed to

meet the needs of the Clarence City Council so that this investment of time is put to the best use possible.

Members of the Clarence City Council are also investing their time into this project. It is expected that the primary stakeholder, Suzanne Schulz will spend around 25 hours on supporting the development of the project. This time will be spent hosting meetings and reading and suggesting changes to documentation. Other stakeholders also spend their time participating in meetings and generating ideas for the application.

Investment Appraisal

This project is a sound investment for the Clarence City Council. It stands to greatly further the goals of the Live Clarence division's Community Health and Wellbeing Plan 2013-2018 with only a small investment from the Council. The benefits listed outline exactly how this project will further those goals, with reference to two of the five particular key domains of activity being promoted. One small upfront cost and one minimal ongoing cost as well as the continued support of Clarence City Council Wellbeing Project team members are all that are necessary for the University of Tasmania project team to produce a high quality product. This product will make the best use of the opportunity cost associated with the time the University of Tasmania's project group will be investing into the project.

References & Attachments

Clarence City Council. 2013. Community Health and Wellbeing Plan. [ONLINE] Available at: <http://www.ccc.tas.gov.au/webdata/resources/files/Health%20Wellbeing%20Plan%202013-2018%20FINAL.pdf> [Accessed 26 March 2018].

Sukel, Kayt. 2017. The Truth About Research on Screen Time. [ONLINE] Available at: http://www.dana.org/Briefing_Papers/The_Truth_About_Research_on_Screen_Time/ [Accessed 30 March 2018]