

Project Auntie

Project was part of Metropolia's Innovation project -course. In short, the teams were asked to create a concept for Auntie's mobile service, including visuals, functionality and business model.

Auntie gave us a brief presentation what Auntie is all about, and what it is that they expect from this project. After the presentation me and others asked a bunch of questions, relating to their customers, their brand and image and the psychotherapy packages they provide.

Read the whole report from:

<https://drive.google.com/file/d/0Bwnz7ID4I74iLWk4NDIJZkV5akE/view>

Role in group work:

Ideation, Innovation, service design

Individual role:

UI/UX design

defining business model and value proposition

Process of the project

Kickoff and meeting with Auntie CEO

Gathering information about:

Auntie and their service

Provided therapy packages

Their clients and users

Defining the project and task at hand

Combined gathered information and paint more clear picture of the project

Defined:

What should the service provide and what is it for

Who are the users and what are their goals

What should the content be (features, exercises)

Ideation and design

Team got together on wednesdays to ideate and develop the concept

Between the meetings, all members of the team were given a task (something to do or investigate)

Making the final prototype

Define features and user flow

Define visuals

Build an early prototype

What is Auntie 1/2

Auntie provides low threshold, remote psychotherapy packages for companies (B2B).

The employer pays for the service, while the employees are the end-users.

Revenue model

Auntie's therapy packages include five remote therapy sessions, one 45-minute session per week, and three 15-minute follow-up calls.

The cost of one package is 490 € and the price is always the same, regardless of the chosen package.

What is Auntie 2/2

Clients

B2B

Companies that take care of their employees (brand and image, Best Places to Work)

End-users

80% women

30 to 50 years old

Working at offices

Demanding jobs

Have an academic education

Brand / Image

Fun and laid-back

(Tries to separate themselves from the traditional therapy services)

Use of current service

Remote therapy sessions are accessed mostly from mobile devices and during working hours

Competition

Mehiläinen and other private healthcare providers that provide psychotherapy

Possible competition for the online service

Mind-fulness and mediation apps
(Fabulous, Headspace, Happify)

Discovered issues

Lack of automation and digitalization

Sending emails is required, when customers are getting started with service (Invoicing and managing users is done by email)

Information from the users is not gathered in one location, but through the therapist or by email. (information includes progress of the end users and feeling from the therapy)

Managing and utilizing gathered information is poor

Suggestion of exercises is done by the therapist, which takes might take excess time

Lack of privacy

To enroll for Auntie's therapy service, employees must ask it usually from HR. This reduces privacy of the employees and can make the threshold for participating, higher.

Solution platform to support the main service

Provides a platform to base all the necessary tasks, exercises and processes to carry through a successful remote therapy service.

Provides a platform where user information can be gathered, collected and shared more easily.

This enables faster and easier implementation of the service, makes sending emails back and forth a task of yesterday, and keeps customers and Auntie more organized.

Solution enables users to sign up for Auntie's therapy packages without any face-to-face action.

This makes the process faster and more manageable, and it could also lower the threshold for employees.

Invoicing and managing users is done via online service

Solution Service/ User flow

1. Auntie makes a contract with the company.
2. Identification key is provided to the company, so that Auntie can recognize for whom the employee is working for and grant access to the online service.
3. By using the identification key, every employee of the client company can access the online service, activate their personal account and start using the service.
4. User fills out a start questionnaire in the online service relating general mental state, relationships, hobbies, state of life etc.
5. Employer can advise employee to sign up for a therapy package with an email invitation sent via Auntie's online service. Employee can also sign up themselves without an invitation. Threshold for the employees to participate is lowered when contacting is done online, with no face-to-face contact.
6. Employee chooses a therapy package suited for himself with the help from Auntie.
7. Based on the chosen package and using the information from the questionnaire, Auntie chooses two Times (segments) from the online service, from which the user should perform tasks and exercises from. This part could be partially automated in the online service.

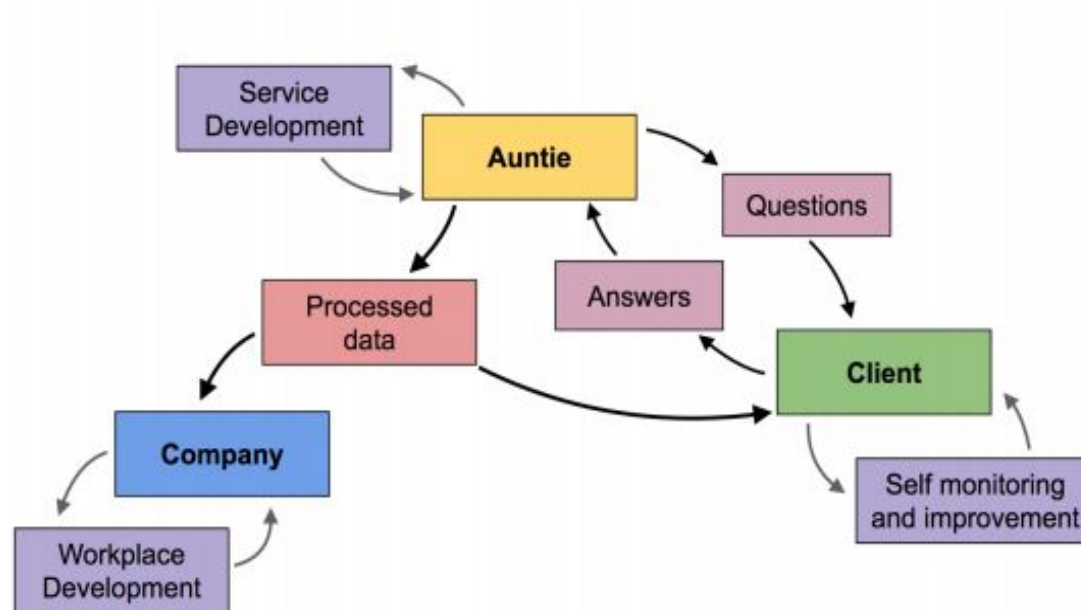
Solution

Information management

How to organize gathered information and utilize it

As the information about the end-users can be more easily gathered it should also be utilized as much as possible.

Auntie should use it to improve their therapy services and procedures, companies should use it to improve their work environment and employees, and the end-users (clients) should use it to monitor their progress.



Solution Business model

Therapy and online service in the same package

Online service is going to be provided as a part of Auntie's existing service and included in the therapy packages with the same price.

Stay on B2B

The leading idea of Auntie's business model, for providing psychotherapy services for businesses is going to be kept the same (B2B).

Our team didn't see any reasons to expand to the private customer market, as there are more competition and numerous cheaper/free alternatives already available.

We also saw that B2B is a more stable market and that companies would have an interest for providing Auntie's services to their employees, for preventing sick leaves and enhancing work efficiency.

Aim for terminable contract

A potential issue with Auntie's current business model is the unpredictability of new clients and the revenue stream.

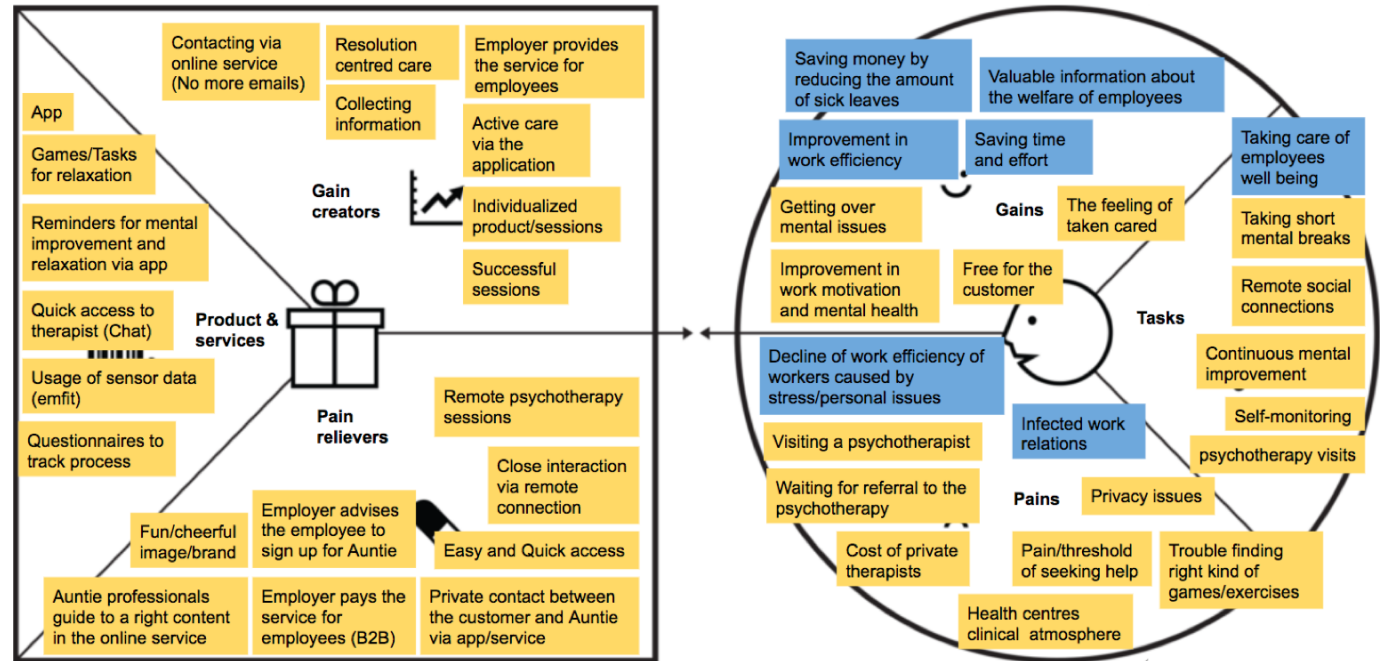
This issue could be addressed by making a terminable contract with a company, for 6 to 24 months with a fixed base price. The value of the contract should be constructed so that every employee is offered a fixed amount of therapy packages to sign up inside the agreed timeline.

This solution should ensure the revenue for a longer term and enable Auntie to plan further into the future.

Solution value proposition

Value proposition canvas is put together with both the employers and employees in mind, as both sides benefit from Auntie's service. It shows what value Auntie's future service gives to their customers, and also what are problems it solves and how are they being solved.

On the left side is Auntie service that answers the pains, gains and tasks, set by the customer on the right. On the customer side, blue colored boxes represent employer, while yellow ones represent the employee.



Solution Mockups

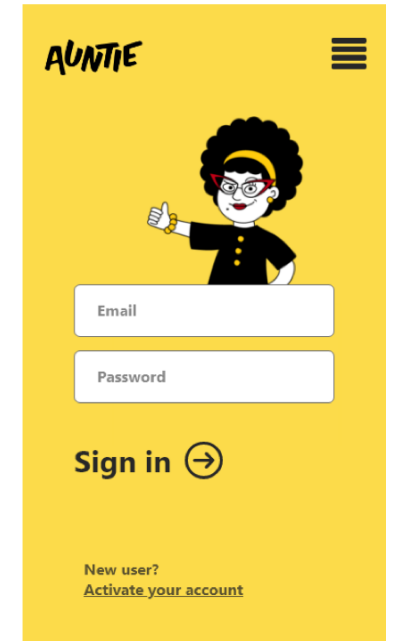
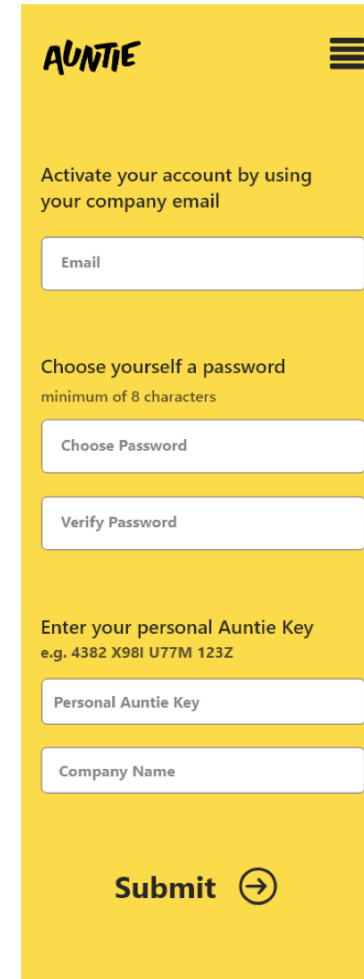
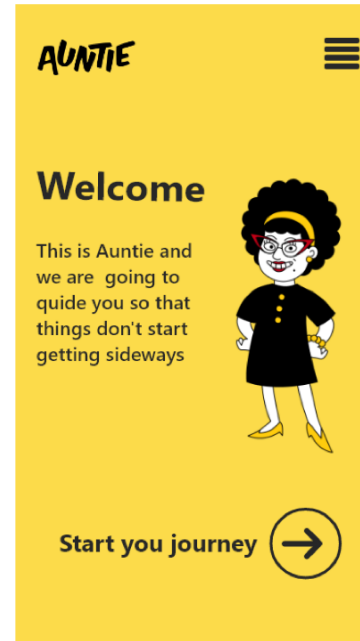
Visual references (Character and colors) were provided by Auntie and based on their existing brand.

Start of the journey

User starts the journey on activating their account on the online service

Identification is done with company name and email, and "Auntie Key" that are submitted

Password is chosen by the user.



Solution Mockups

Choose an exercise

On this design, exercises are accessed from main navigation

Exercises are grouped based on the seven areas of life. The methodology from Aunties' therapy sessions

After completing an exercise, users can view their process and history

