



User Research

Influencing student awareness and benefit

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Kickoff and Process

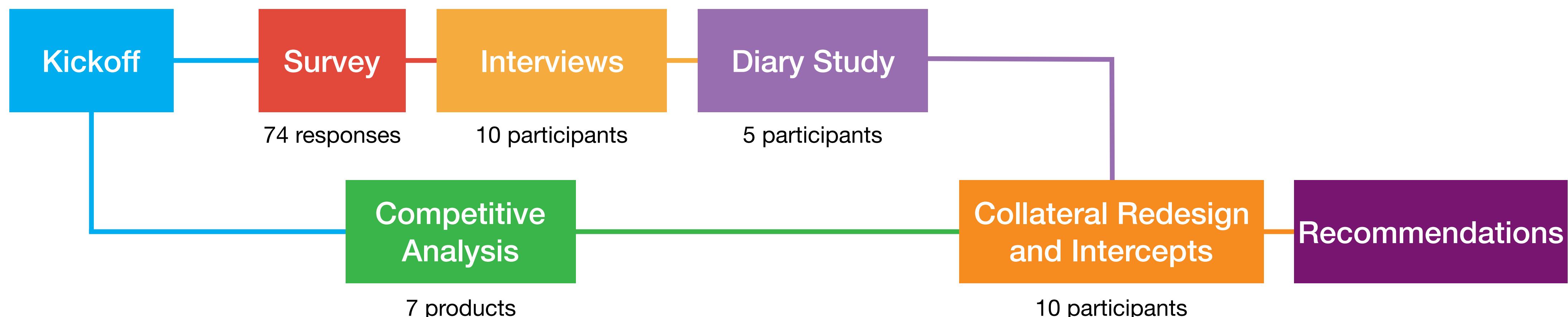
Project Goals and Process



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We heard a focus on these topics from the kickoff:

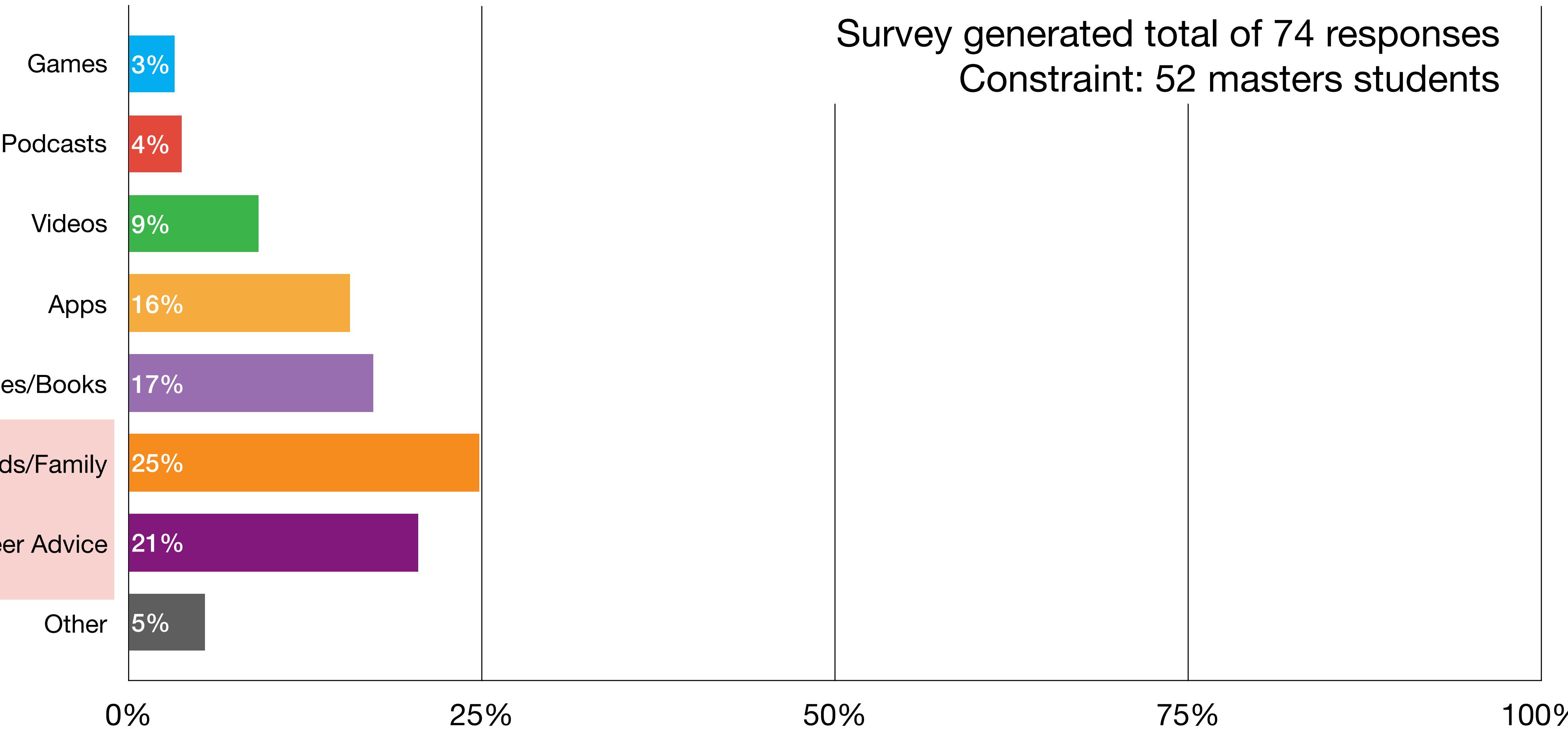
- Increase awareness of the Thrive app among students
- Convince students to download the Thrive app
- Help students fully realize the value of the Thrive app



Survey

Wellness Management Methods for Students

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Wellness Management Tools for Students



Total of 63 open-end responses

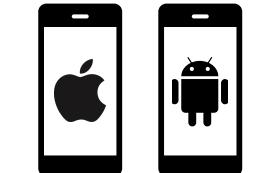
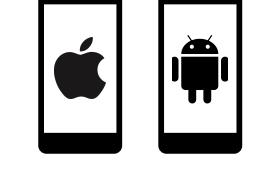
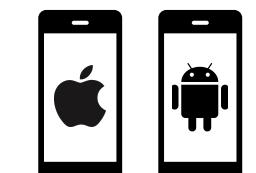
Nearly half mentioned apps related to fitness management and health data tracking

Competitive Analysis

Competitive Analysis

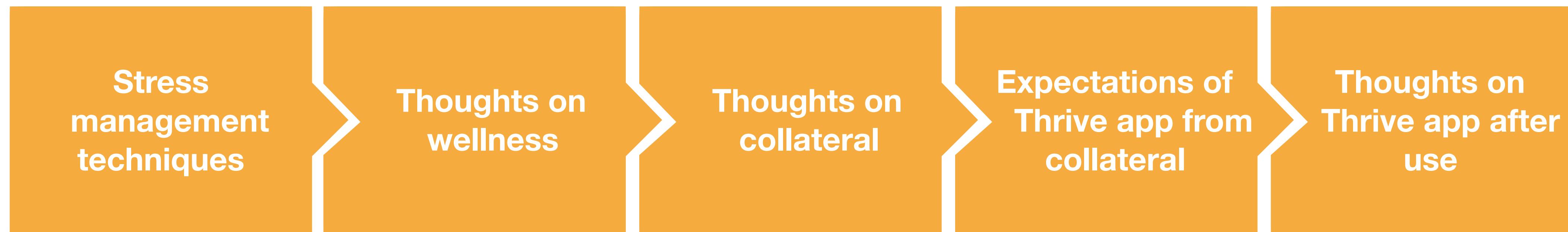


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	Focus	Platform	Cost	Design	Social	Reminders
mindbodygreen  Better	Mindfulness, health, food, relationships		Free	A-	No	No
	Self-management, work, parenting, relationships, health		Free	B+	Yes	No
HEADSPACE  happify™ 	Guided meditation		Free, paid extensions	A	Yes	Yes
	Tools and programs for taking control of emotional wellbeing		Free, paid extensions	B+	No	Yes
MindShift 	Strategies and tools for young adults to manage anxiety		Free	C-	No	No
	Journal to log and analyze patterns of worry		\$1.99	B-	No	Yes
WORRY WATCH  Simply Being 	Guided meditation for relaxation and presence		\$1.99	C-	No	No
	Enhance wellbeing and manage ups and downs of campus life		Free	B-	Semi	Yes

Interviews

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Undergraduates (3 female, 1 male)



Master (4 female, 1 male)



PhD (1 male)





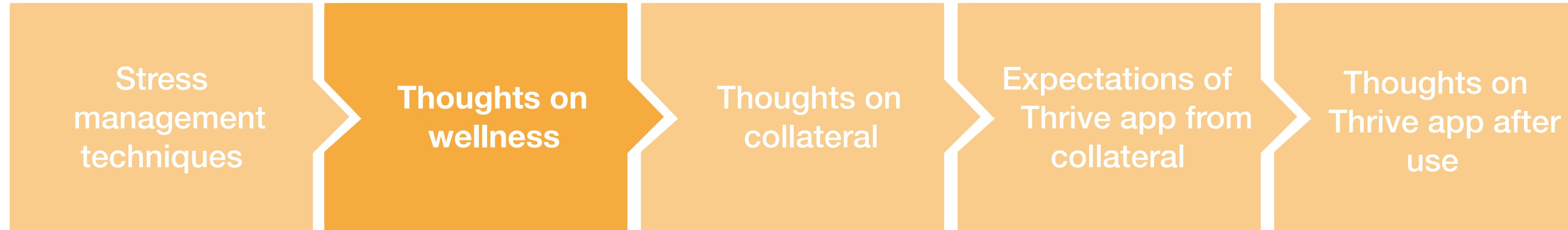
Stress in Student's Life

- Exams and course load
- A new environment, big change such as new college, new job, new place or any unexpected change from routine

Current Ways to Manage Stress

- Exercise
- Entertainment such as watching movies or TV to divert mind
- Talk to peers, friends or family

Interviews | Thoughts on Wellness

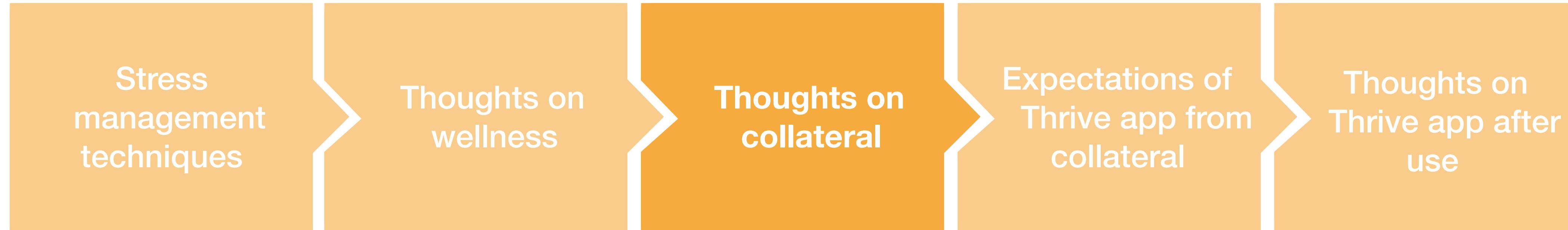


- Some of the words participants used to describe wellness include: self-awareness, balance, building relationships, enjoying life, positivity, self-compassion, and connecting to people.
- For mental wellness, they watch YouTube videos and use apps to facilitate sleep

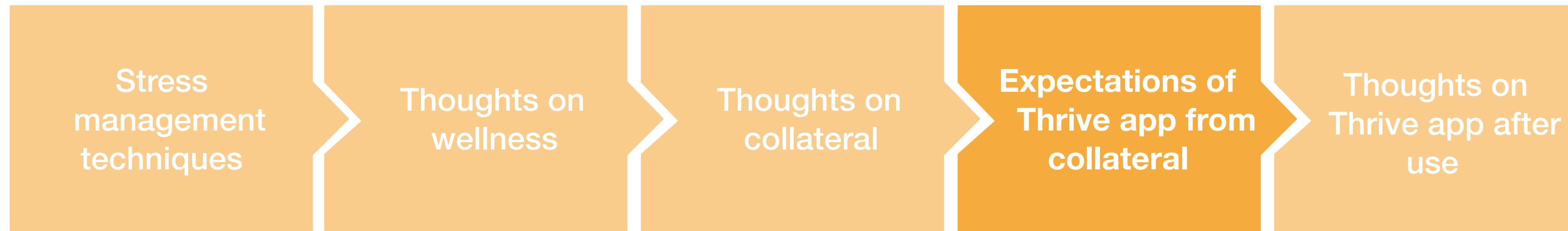
Interviews | Thoughts on Collateral



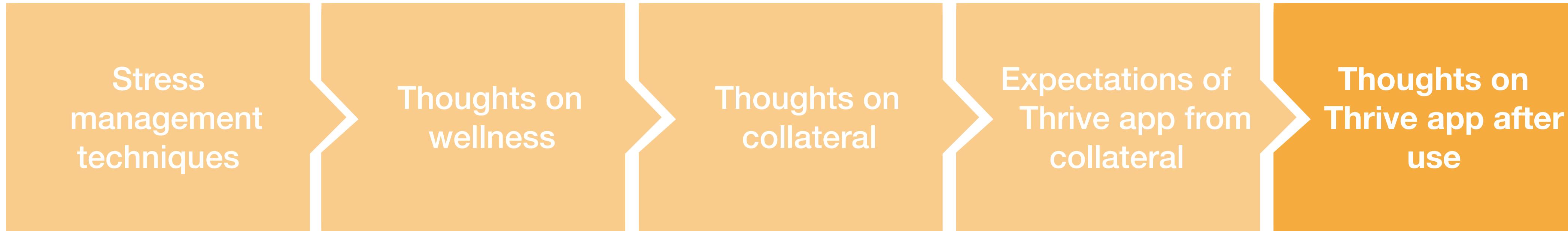
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- Interesting app about things that students generally don't pay attention to
- They related "Thrive" to well-being, mental health and student counseling
- They were attracted to the colors
- The UT Burnt Orange color was not sufficient to demonstrate Thrive is affiliated to UT



- Students think of Thrive as a mental health app and were unsure of its contents and benefits
- Too time-consuming
- They thought “community” topic contained contact information for doctors and helped UT students to access better health opportunities



Likes

- Easy to use
- Information is presented in digestible pieces
- More engaging than they had anticipated
- Real stories from UT students are relatable
- Customized notifications provides great way to remind them of the important things in life

Dislikes

- Too simple with limited content
- Did not like linearity of each topic
- Lacked the element of in-person interaction

Key Takeaways from Interviews | Marketing



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- Students deal with stress particularly as a freshman or due to a big life change
- They relate wellness to positive things such as balance and enjoying life, but the topics displayed in the collateral made them think of mental health
- Collateral does not produce correct expectations of the content or benefits of Thrive
- They were attracted to the colors and could not tell that Thrive is affiliated to UT

Key Takeaways from Interviews | App



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- Students preference for resources differs
- Linearity of the app forces students to look at everything
- Videos from real students attracted their attention

Diary Study

Objective: Gather student behaviors and impressions of the Thrive app in the context of their daily lives

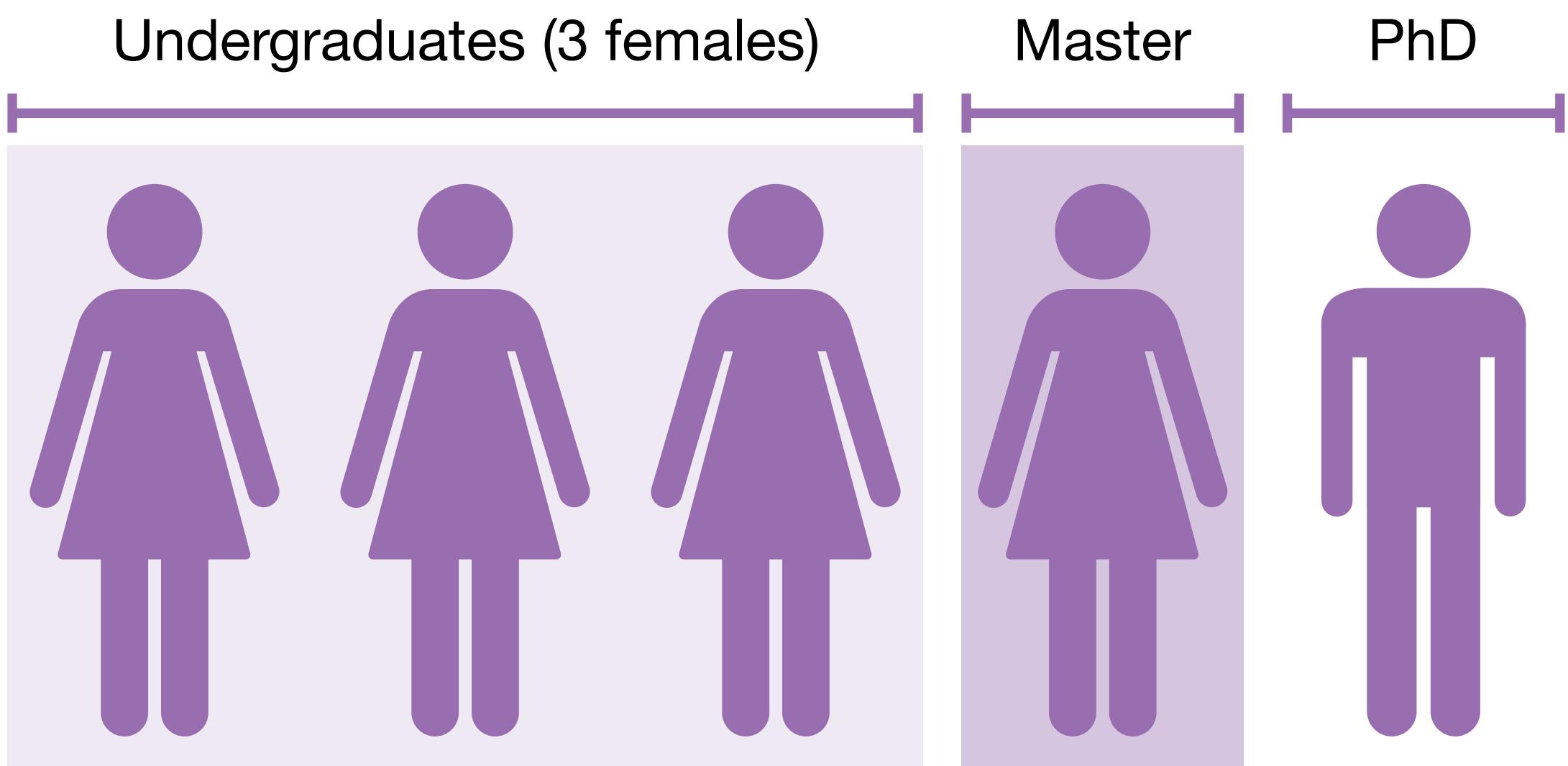
- Trends in topic or feature usage
- Perceived benefit or value in student words
- Match between expectation and experience

Diary Study

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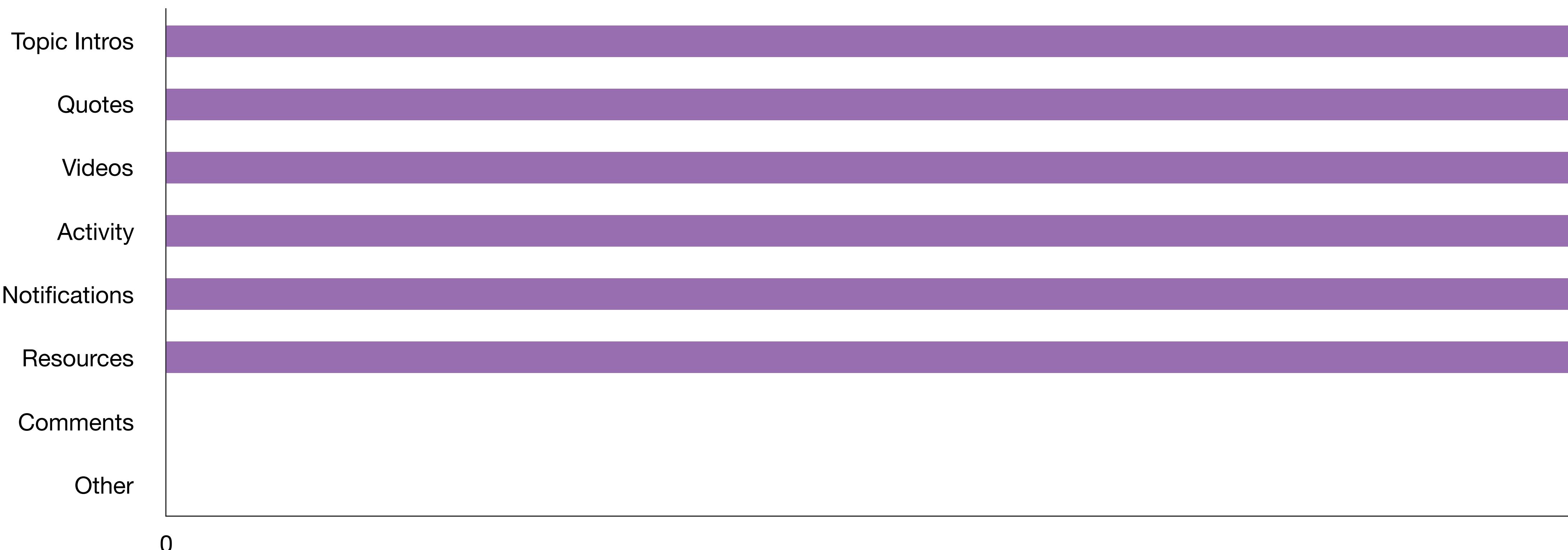
Participants recruited from interviews (iPhone users only)

After 4 Days	Survey (5 participants)
After 8 Days	Survey (4 participants)
Wrap-Up	Interview (3 participants)



Different people appreciated different topics and features, depending on what they felt they needed.

Which parts of the Thrive app were most helpful to you?

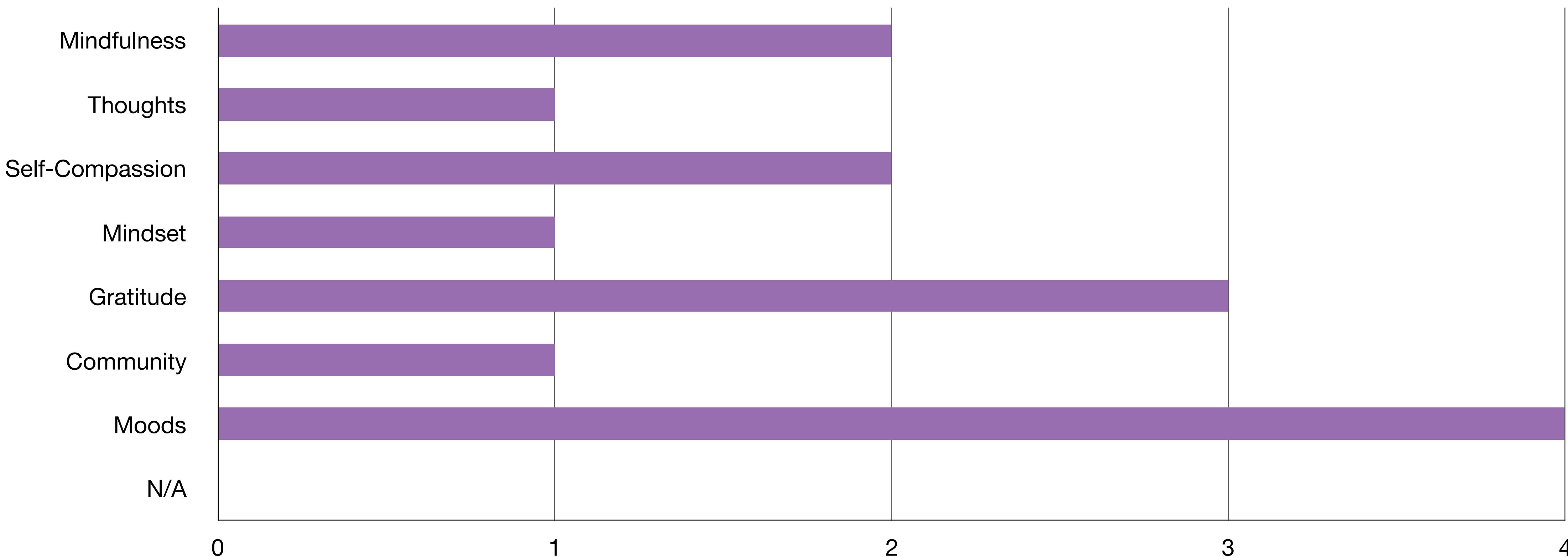


Diary Study | Variation in Use of Topics



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What topic(s) have you used in the Thrive app?



Diary Study | Perceived Benefit

“ I actually recalled information that I read on the topic introductions and it **helped me employ it in my day-to-day life.**”

“ Notification to do more physical exercise really **motivated me to go to gym** more often.”

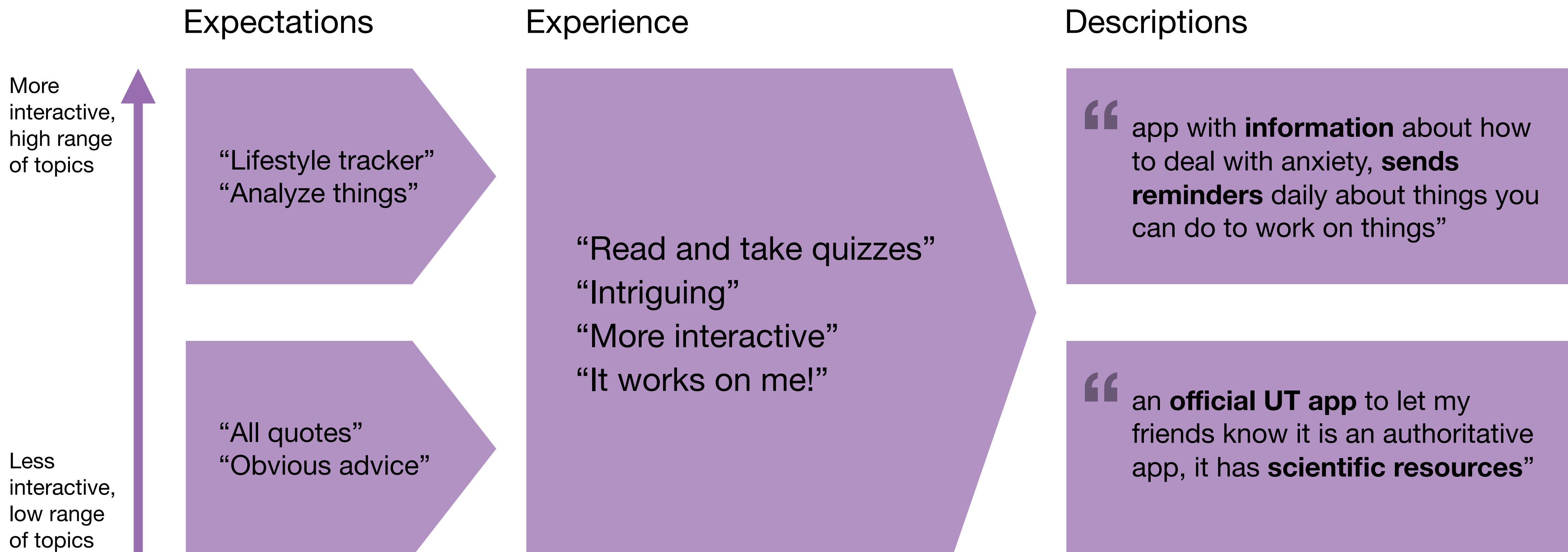
“ It helped calm me down... it was cool to **hear their stories.**”

“ I didn't think about [the notifications] in too much depth... feels like a 'tap tap' you can **take care of yourself right now.**”

Diary Study | Expectations and Experience



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Different messages would encourage different students to download the app

- Interest in topics and features ranged widely

Notifications may be a differentiator of Thrive and should be messaged up front

- Not everyone knew to look for them or found them
- Fit into students' lives
- Helpful to remind students of things they already know

Students still saw a strong connection between wellness topics in Thrive and physical wellbeing

Key Takeaways from Diary Study | App



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The content seemed like a one-time use: helpful, but just a start

- Students thought journalling in the app might help build awareness and habits
- Students asked for more topics to keep learning

Targeted, specific notifications could help students stay on track with a self-care plan

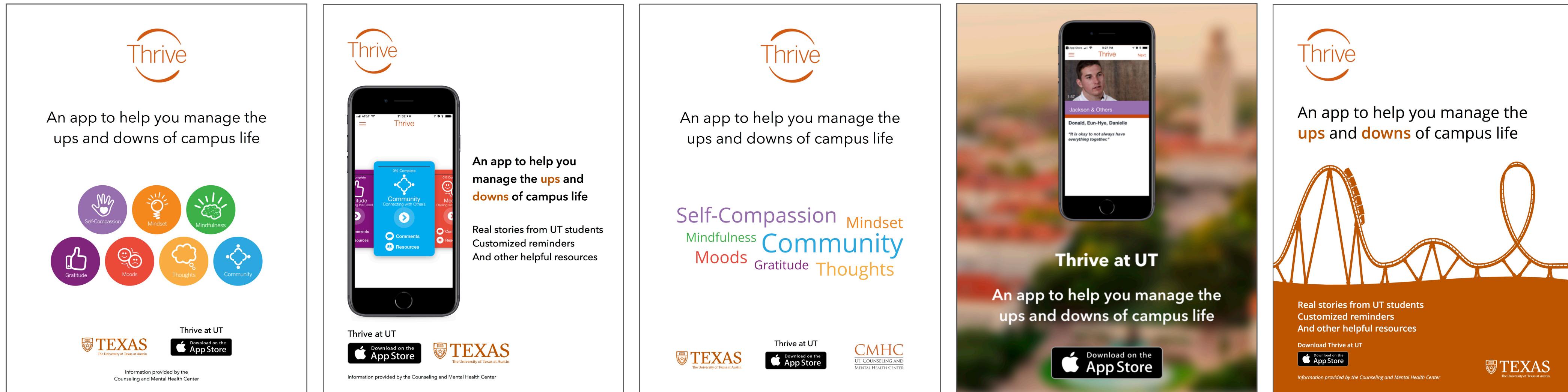
- Make notifications immediately actionable or small steps rather than large, overwhelming topics
- Bring students back to the app content or activities that they didn't complete or new ones with notifications
- Students who chose to turn on notifications were open to them

Intercept Interviews

Collateral Redesign



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“Help manage the ups and downs of campus life”

CMHC Website

App screenshot

Rollercoaster for “ups” and “downs”

Explored different visualizations of original content with simple icons and word-cloud

Collateral Redesign Options to Test



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An app to help you manage the ups and downs of campus life



Thrive at UT

Download on the App Store

Information provided by the Counseling and Mental Health Center

The University of Texas at Austin



An app to help you manage the ups and downs of campus life

Real stories from UT students
Customized reminders
And other helpful resources

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Intercepts



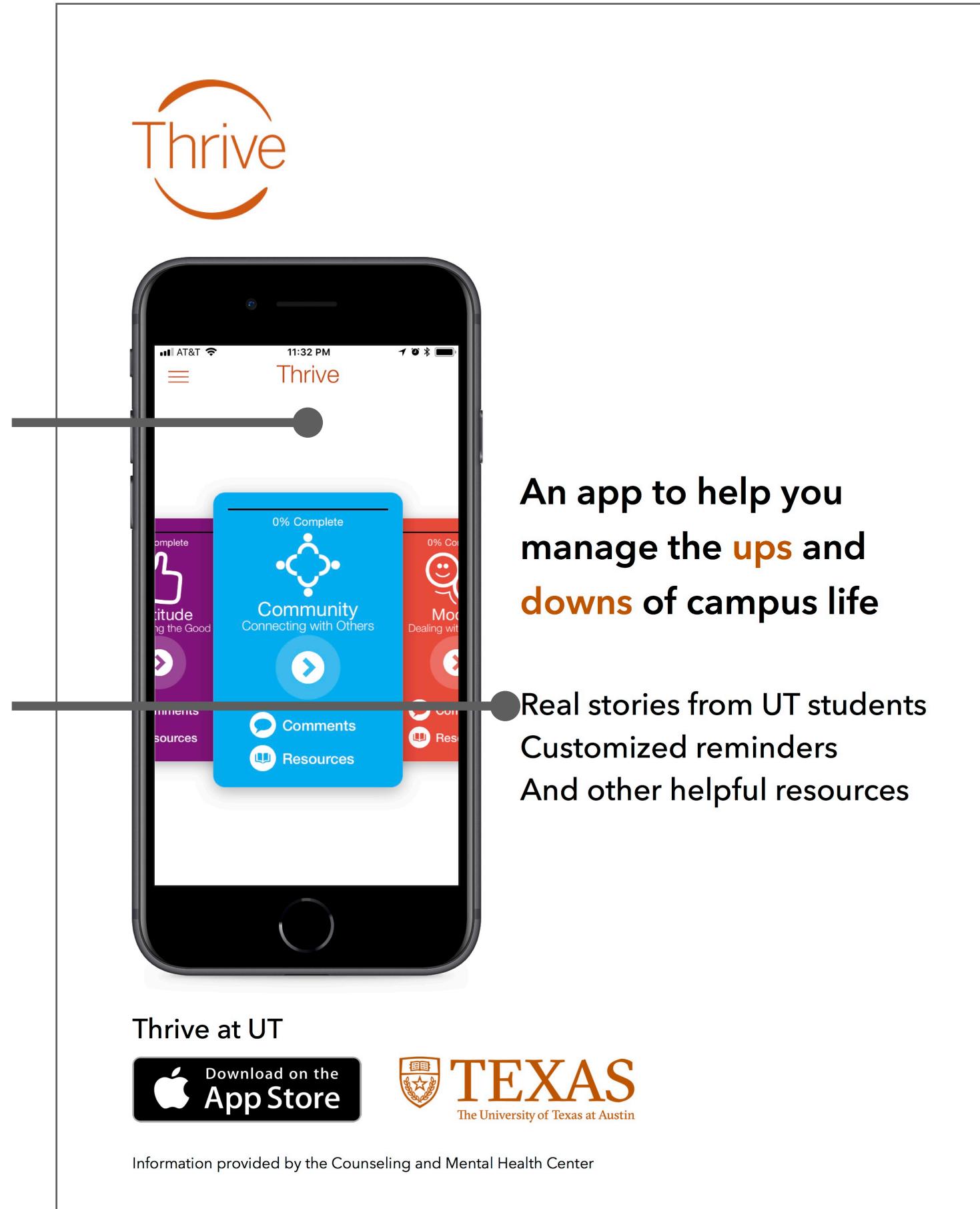
Initial impressions from
10 undergraduates on-campus



Observations from Intercepts



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More friendly, cartoonish, vivid colors

Observations from Intercepts



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An app to help you manage the **ups** and **downs** of campus life

Real stories from UT students
Customized reminders
And other helpful resources

Download Thrive at UT

Download on the App Store

TEXAS
The University of Texas at Austin

Likes
rollercoaster
and relation
to ups/downs

An app to help you manage the ups and downs of campus life

Self-Compassion

Mindset

Mindfulness

Gratitude

Moods

Thoughts

Community

Thrive at UT

Download on the App Store

TEXAS
The University of Texas at Austin

Information provided by the Counseling and Mental Health Center

Lacks information, unclear message

Key Takeaways from Intercepts



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- New messaging appeared to be effective
- Students really liked the use of vivid colors in original poster and our similar design
- Highlighted features such as “real stories” was appreciated
- Students thought icons as balloons and circles explained content
- Showing app screenshot gives students idea of what app actually looks like

Recommendations

Speak Language of Target Audience

- Use existing message on CMHC website “to manage the ups and downs of campus life”
- Use more concrete language such as “self-awareness” and “self-care” rather than the vague term of wellbeing
- Highlight features such as notifications and “real stories” and better communicate their value to students
- Use vivid colors to attract students’ attention
- Create targeted campaigns to cater to the specific needs of students groups such as grad students, freshmen, international students)

Extend Communication Channels

- Explore campaign with multiple mediums (both static/dynamic) to communicate what app actually looks like
- Target places such as gyms, waiting areas and specific resources focused towards freshmen such as Freshmen orientation

Marketing Recommendations | Collateral Design



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An app to help you manage the **ups** and **downs** of campus life

Download Thrive at UT
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Thrive

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App Recommendations



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- Consider reorganizing the existing topics
- Notifications should be easier to find, manage and further personalize
- Elevate the physical aspect of wellness in the form of resources about exercises to manage wellbeing such as yoga or meditation.
- Provide students with list of resources to choose from, rather than forcing them to go through each step in a topic.
- Increase the amount and/or variation of content (both topics and activities) to continually engage students

Questions?



Thanks for your time.

Appendix

Appendix | Affinity Diagram - Stress in Student's Life

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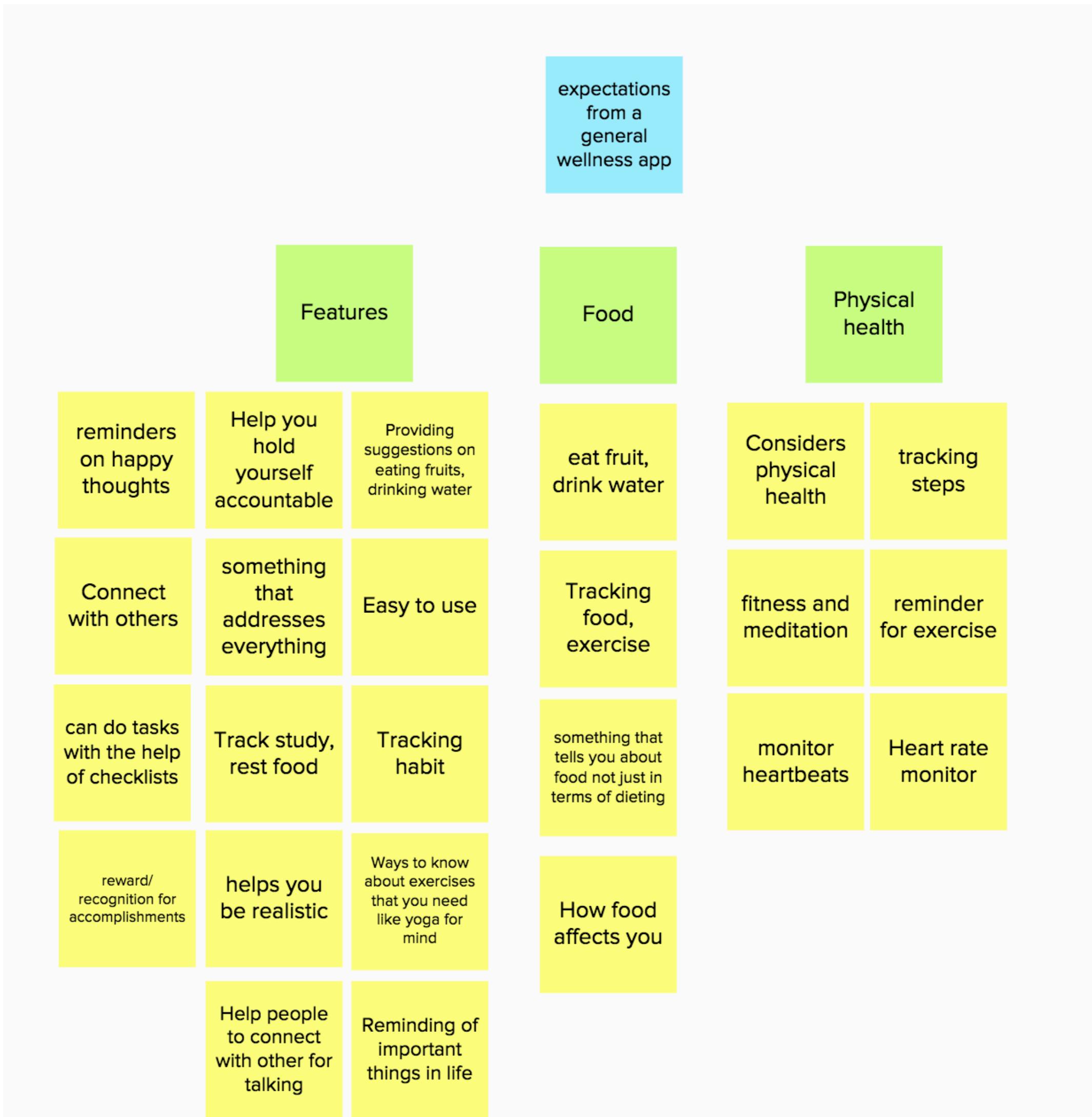
Appendix | Affinity Diagram - Meaning of Wellness

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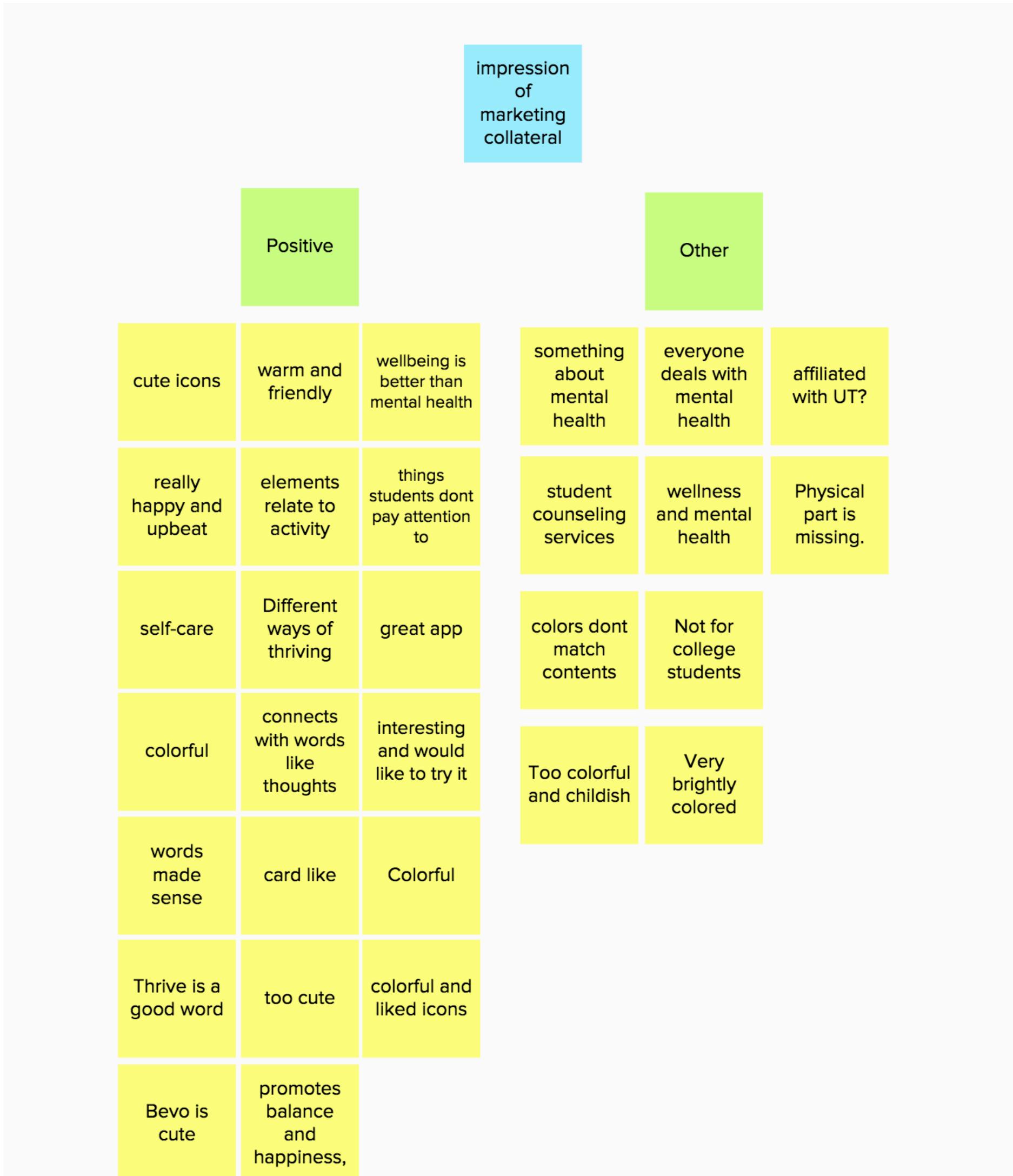
Appendix | Affinity Diagram - Expectations of Wellness App

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Appendix | Affinity Diagram - Impression of Collateral

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Appendix | Affinity Diagram - Expectations from Collateral

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