**MyMenoplan Study Design TODOs (Oct 2021)**

1. Giftcard Payment
   1. Amazon gift card vs Visa (with small fee)? Hui Xin checking with Lindsay for UCSD preferences / experience.
2. Participant verification to prevent repeat participants
   1. ReCaptcha before survey? It might be possible with qualtrics. Viviana?
   2. No repeat IP addresses in qualtrics? (Say somewhere, "You can only do the survey once." ) Hui Xin pointed out, we don't want women getting out of the survey and trying again, to see if they can switch into the experimental condition.
   3. If Payment thru FB messenger, ask" Please give us your FB name so we can send you your payment. BUT people may not know their FB name.
3. Ways to minimize Control condition dropout.
   1. “If you are in the control condition, we will send you a link to the website when we go public." We want people to know that they can see our website later. To send the link, we'd need their email address.
   2. Unless, we ask them to sign up somehow on our FB page, and after the study, share the link to the website. Someone better at FB (Viviana? Hui Xin?) would have to figure out how to do that.
4. How long should participants be asked to spend on MyMenoplan or any other website?
   1. Currently the info sheet draft says 5-10 minutes. For the trial, I think it should be longer. What's the average amount of time spent, among people who seem to use the tools & spend time? This would enable us to say, among women who spent at least 20 minutes exploring the mymenoplan website, they were much more satisfied than women in the comparison group who used other websites. I still think our comparative advantage is the wide range of symptoms in one place, and more depth and completeness of info. They'd need time to deal with it.
5. Remember to add questions for the control group where they paste the URLs they used.
   1. Maybe add a screener for the study, "Do you currently have at least one symptom of perimenopause or menopause that bothers you?" "Do you personally have need for information about perimenopause or menopause at the present time?"
   2. We are getting some responses to the pilot from people who are older, saying they wished they saw a website like this at the beginning of their menopause journey. From our perspective, I wish they hadn't participated in the pilot
6. Modifications to “Am I in Menopause Tool”
   1. BETWEEN THE QUESTION "DID YOUR PERIODS STOP BECAUSE OF SURGERY" AND "DID YOUR Did your period stop because of chemotherapy, radiation, or estrogen reducing drugs like Lupron?" ADD THE FOLLOWING QUESTION: “Did your periods stop because you are using a progesterone IUD, had an endometrial ablation or are taking birth control pills in a continuous fashion (take only the first 3 weeks of the pill pack) so that you do not have a period?”
      1. IF RESPOND YES If so, it is hard to know your menopause stage. If you want to find out, discuss it with your doctor or health care provider.
      2. If they say NO they go on to the question Did your periods stop because of surgery.
7. How much time controls spent on each website? It will give us a "dosage" variable. We better collect that, too, for our folks - in case we have another google analytics problem I just think this is a unreasonable ask.  Maybe ask total time surfing, but per website.  If I were doing this that would totally distract me.
8. Add a question in both conditions for whether they have seen the MyMenoplan website before
9. Change the wording on the Button "Find out if I am in Menopause" to "Find out if I am in Perimenopause/Menopause"
10. Add "what is perimenopause" to the FAQ
11. For many women the phone app is problematic - which has been a concern of Leslie's all along.  need help with this before the trial launches.