

Executive Summary



Research Institute has a plan of enrolling 120,000 participants and retaining them for ten years to track how their brain health changes over time. This research plan requires participants, who meet specific requirements, to voluntarily enroll, complete self-paced training, and schedule coaching calls with *Research Institute's* experts.

Research Institute wants to build a momentum for ongoing support by creating an experience that keeps participants engaged and motivates them into applying strategies from training and coaching sessions into their everyday life. Currently, this plan is completely online and at no cost to its participants.

Project Success Statement



Whitney will create three, three-minute text-based training modules, such as a short sim, journal entry, and animation personalized for participants.

At the end of the three modules, *Research Institute* will see a 12% increase in participants completing the training and making one incremental change in their routine. We will meet this goal by shortening the current training pieces, building empathy through a relatable story, and removing the ‘barrier of entry’ by making the course and journal entries text-based.

This success statement is based on one example of a larger project. Percental increase is based on a case study conducted by a text-based course program implemented by the Medical Residents of the University of Washington.

Script



It's another typical Monday morning for Helena. There is a slight drizzle of rain, and the day feels like it's going to be a drag. There's nothing new but the usual lying in bed, having breakfast, and making her daily phone call to her friend. Let's make the day better by changing her routine.

The alarm is beeping for Helena to wake up. Should Helena..

- A.** Press snooze on the alarm to lay in bed, as usual, and scroll a few minutes on her phone
- B.** Turn off the alarm, get out of bed, and change out of her pajamas

[Feedback is given]

Helena dresses for the day and heads into the kitchen. Should Helena....

- A.** Pour a bowl of cereal and turn on her usual show to play in the background
- B.** Pour a bowl of cereal and listen to some new music to play in the background

[Feedback is given]

Continued

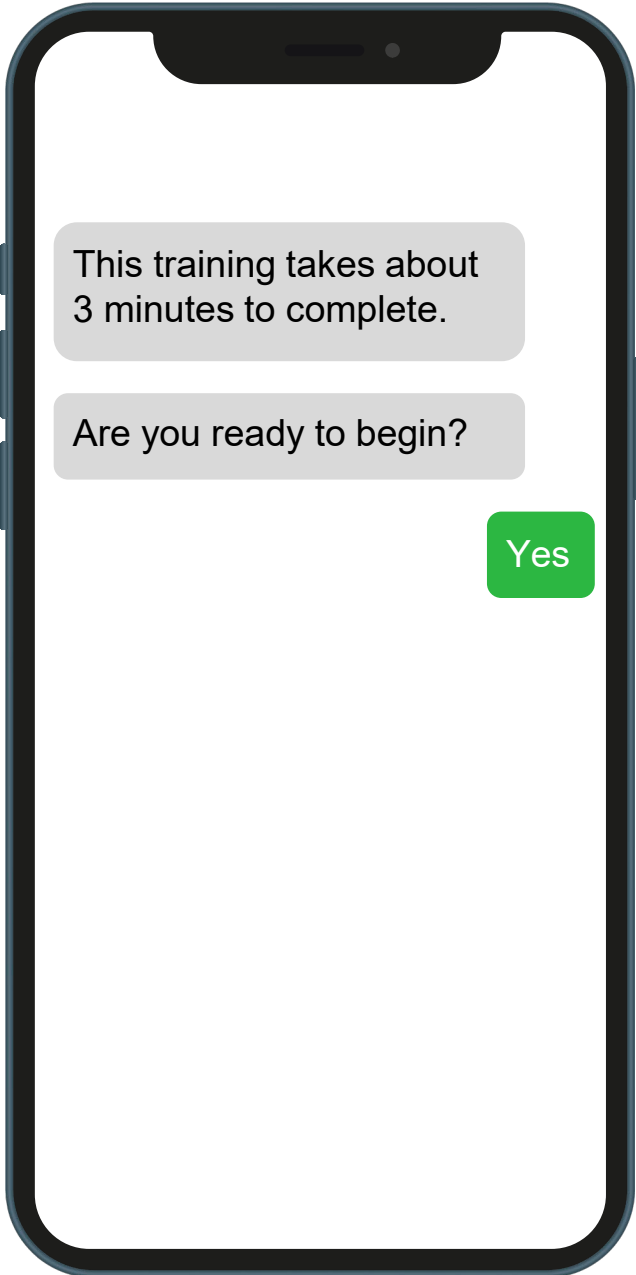
Helena ate breakfast to some new music. She decides to go ahead and call her friend. She loves talking to her friend, but it's always small talk which gets boring. Should Helena...

- A.** Continue the small talk, keeping the call short.
- B.** Ask a thought-provoking question

[Feedback is given]

Final:

Helena made three small yet different decisions today. She turned off her alarm and got out of bed, listened to new music instead of watching her show, and asked her friend a provocative question. Innovative thinking doesn't always mean creating something brand new. The most effective and rewarding innovation often comes from making incremental change and avoiding status quo thinking.



This training takes about
3 minutes to complete.

Are you ready to begin?

Yes

The brain thrives on
innovative thinking.

Overly relying on
familiarity, on the other
hand, leads to decreased
effort and a stagnation
that can hinder brain
function.

Innovation is not
necessarily about
revolutionizing systems
but rather about making
incremental change to
profoundly affect the way
you think, work and live.

Let's put this in action by
making choices for
Helena.

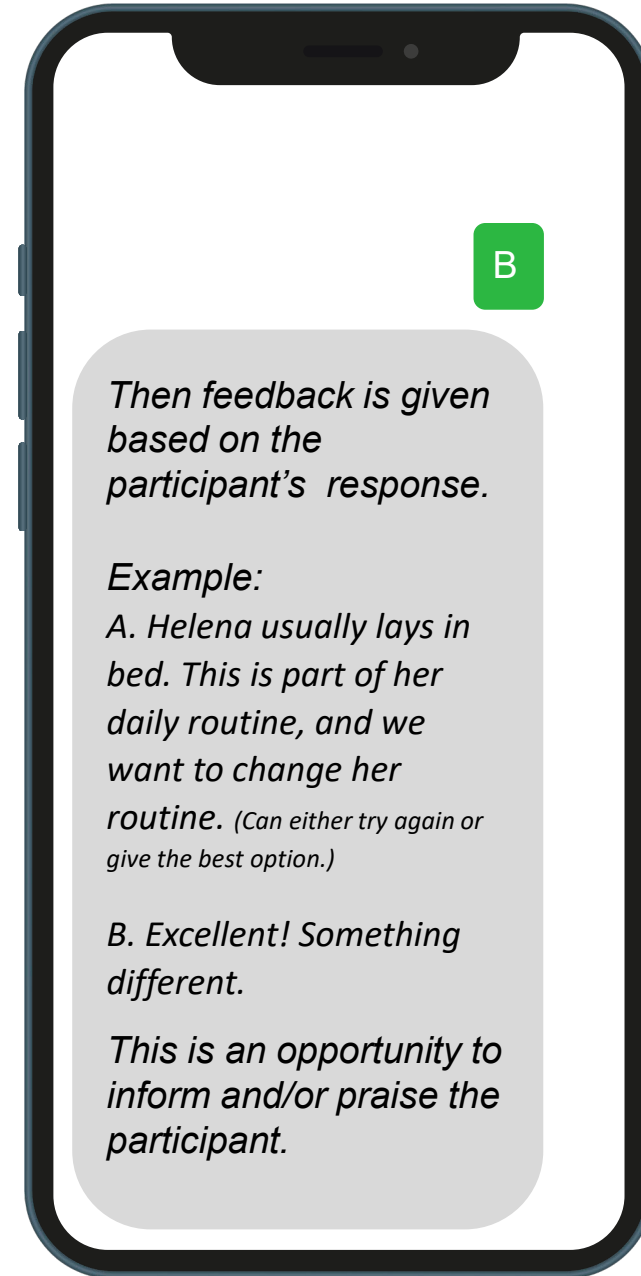
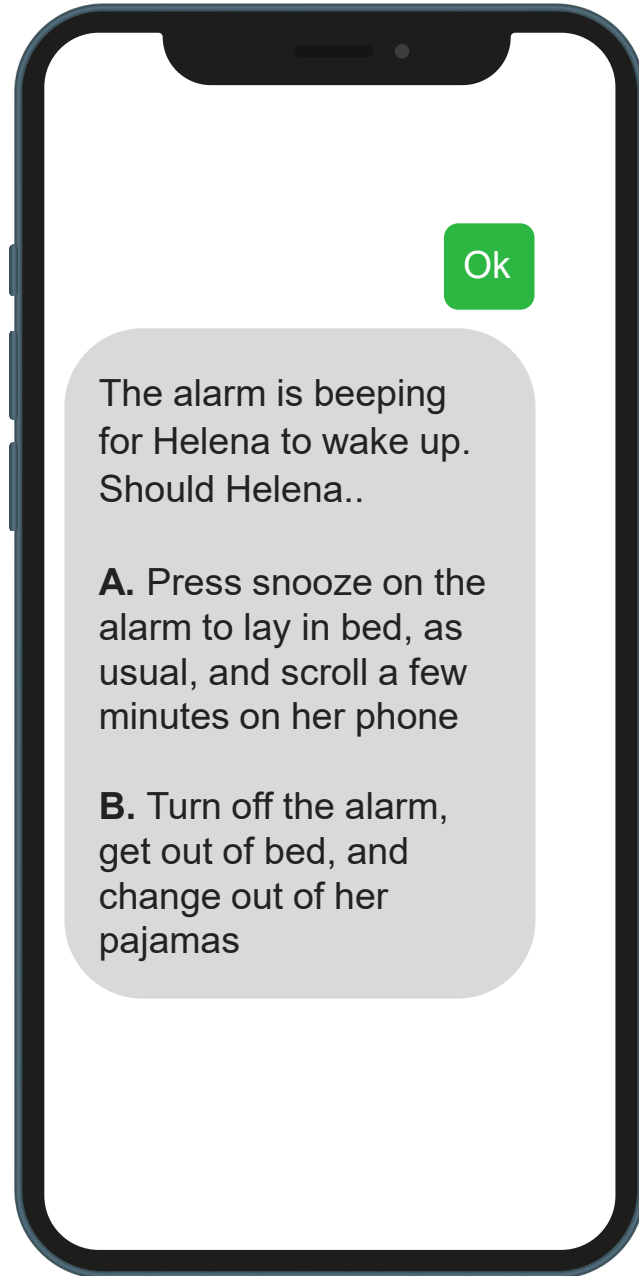
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Text ok.



This takes about 3 minutes to read and asks you to make a journal entry.

Are you ready to begin?

Yes

What can you do?

1. Identify something that's been status quo in your life (dinner with family, conversations with friends, etc.).

2. Write down 3-5 ways you could change it up so it's more meaningful or brings more joy to your life.

3. Act on at least one of those items.

4. Then come back for the brain science literacy behind innovation.

Make a journal entry about your day!

[Link to journal](#)

Participant can use this journal tool to jot down notes or write about how they felt at the end of the day.

This is another way they can visually see their own improvements in their mental and emotional health.