How might Sutter Health drive the adoption of Scout by Sutter Health?
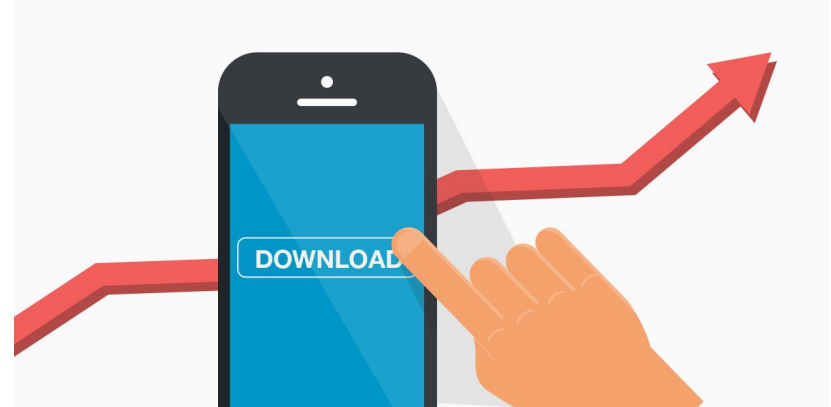
LC Shelby Miller, Zayd Mohammed, S.V. Bandekar, Isaac Cadenas, Steven Le, Gisselle Cardona, Thi D.N. Pham, Jewon Yeon, Analiese Ascencio

Agenda

1. Purpose

2. Interviews

3. Ideas

4. Initial prototypes and feedback

5. Refined prototypes and feedback

6. Solutions

Purpose

➔ To improve the user (ages 13-26) experience when using

  Scout.

➔ To increase the number of downloads of Scout

Interview Questions and Responses

➔ Asked about usage of mental health app

   ◆ Asked about experience

➔ Asked for opinion for this app?

   ◆ Improvements?

➔ Common responses received

   ◆ Worried about their **privacy** and **accuracy**

   ◆ Customized app **personalized** to you

   ◆ **Concerned** about seeking **mental support**

   ◆ They want help to be **accessible**

Problem Statement

The users (ages 13 - 26) experience

difficulty finding accessible help through

the app that meets their personal need

(accuracy, privacy, personalization).

Ideas

➔ Focus on user personalization

➔ Concepts to improve user experience

  ◆ Offer core features anonymously to find best solution

  ◆ Interactive user interface for more user engagement

    ● Game concepts

    ● Rewards that can be used for gifts
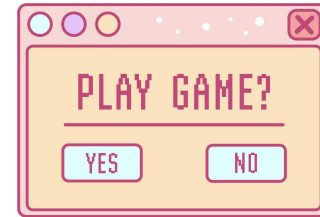
Prototype 1

- ➔ Core modules: Breathing, mood tracking, informational articles
- ➔ Users who signed up
    - ◆ Personalized content
    - ◆ Progress tracking
- ➔ Compare signed up vs. not signed up
- ➔ Informational pamphlet
    - ◆ Summarize features
    - ◆ Anonymity
- ➔ Anonymous exit surveys
    - ◆ QR codes
- ➔ Distribution: Schools, community centers, doctor's offices

Prototype 2

➔ Choose your focus: Select playful path

➔ Reward system

◆ Points for completing activities

◆ Badges unlock new features, customization

➔ A/B Testing

◆ Engagement comparison

➔ Mood Tracker Wheel

◆ Physical-digital integration

Results/Feedback

➔ Likes:

◆ Trying some things without signing up

◆ Breathing exercise

◆ Crisis hotline without having account

➔ Dislikes

◆ Pop-ups are annoying

◆ Focused too much on rewards

◆ Not customizing without account.

Refined prototype

➔ Personalized content preview

➔ Enhanced privacy transparency, improved communication

➔ Customizable interface

   ◆ Personal benefits

   ◆ Rewards

➔ Activity-based feedback

   ◆ Reduced sign-up prompts

➔ Informational pamphlet on privacy

➔ Interactive mood tracker

   ◆ Diverse user testing

Feedback

➔ Likes

  ◆ Accessible and anonymous therapy

  ◆ Improve mental health

➔ Too good to be true

  ◆ Anonymity

➔ Intriguing

  ◆ Prizes

Solution

→ Make it rewarding

  ◆ Interactive quizzes, games

→ Prioritize anonymity and accessibility

Questions?

Thank you