

Healthician Application

SURVEYS AND USER INTERVIEW

EBTIHAL ISLEEM

Survey Goals

- To understand why individuals use health and wellness application.
- To identify my target audience level of satisfaction and attitude toward previous and current health and wellness applications.
- To identify features my target audience looking for in a health and wellness applications.

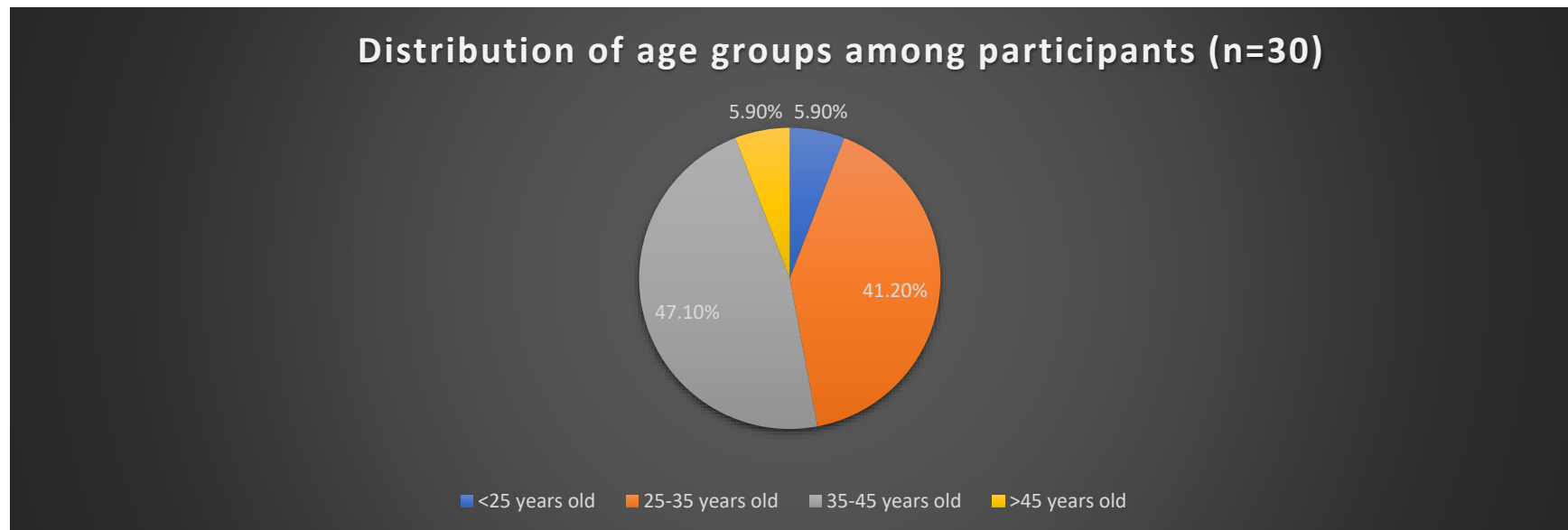
Survey link:

https://docs.google.com/forms/d/e/1FAIpQLSfZYjPSVXwlkuvC8fgo58Rt7PMrzpHB0nK1vvQklSXfhMl70Q/viewform?usp=sf_link

Survey Results

Distribution of Age Groups Among Participants

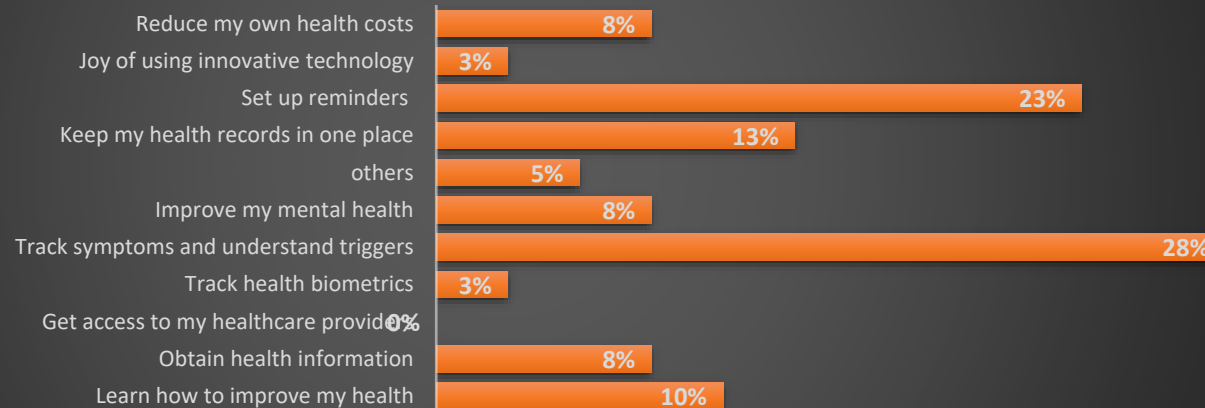
Among the 30 participants, 47.1% aged between 34 and 45 years old, and 41.2% aged between 23 and 35 years old.



Reasons for Using Health and Wellness Applications

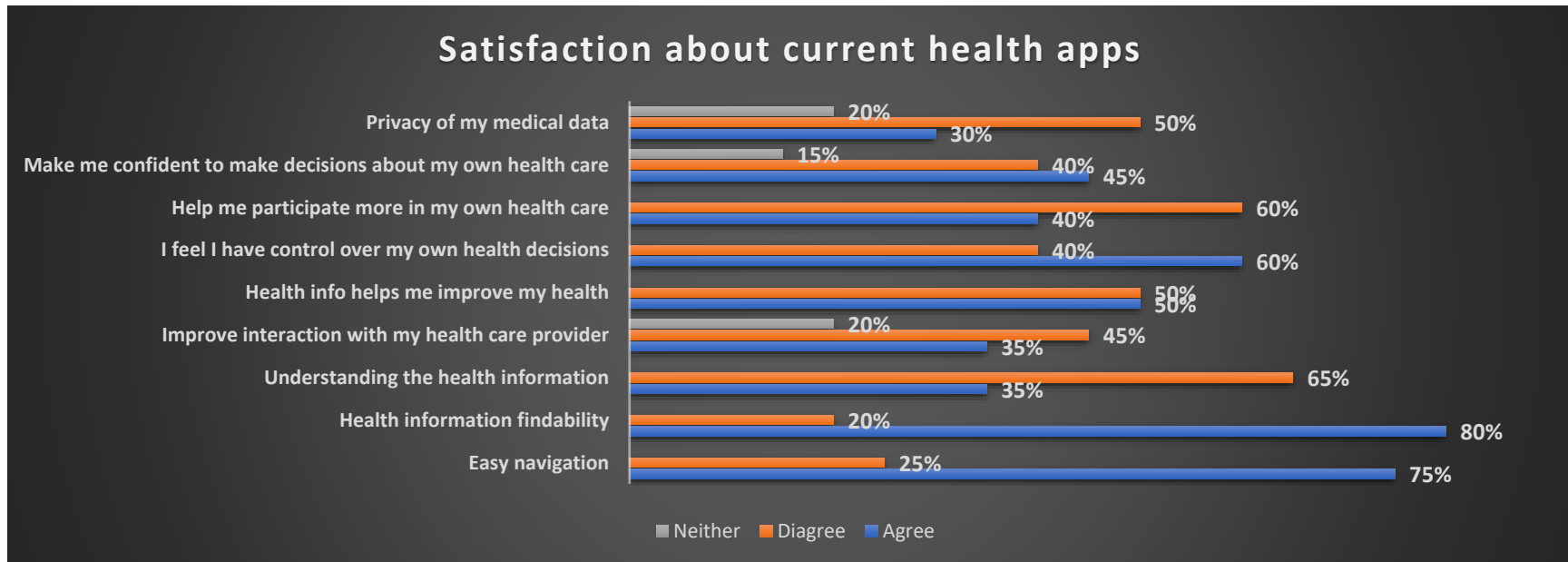
Most participants (28%) are using health apps to learn how to improve their health. 23% of the participants use the health apps to obtain health information that is difficult or impossible for me to obtain from other sources. Only 13% of the participants use the health apps to communicate with their healthcare providers, while 10% of them use the apps to track health biometrics.

What are your reasons for using the health and wellness apps? (n=30)



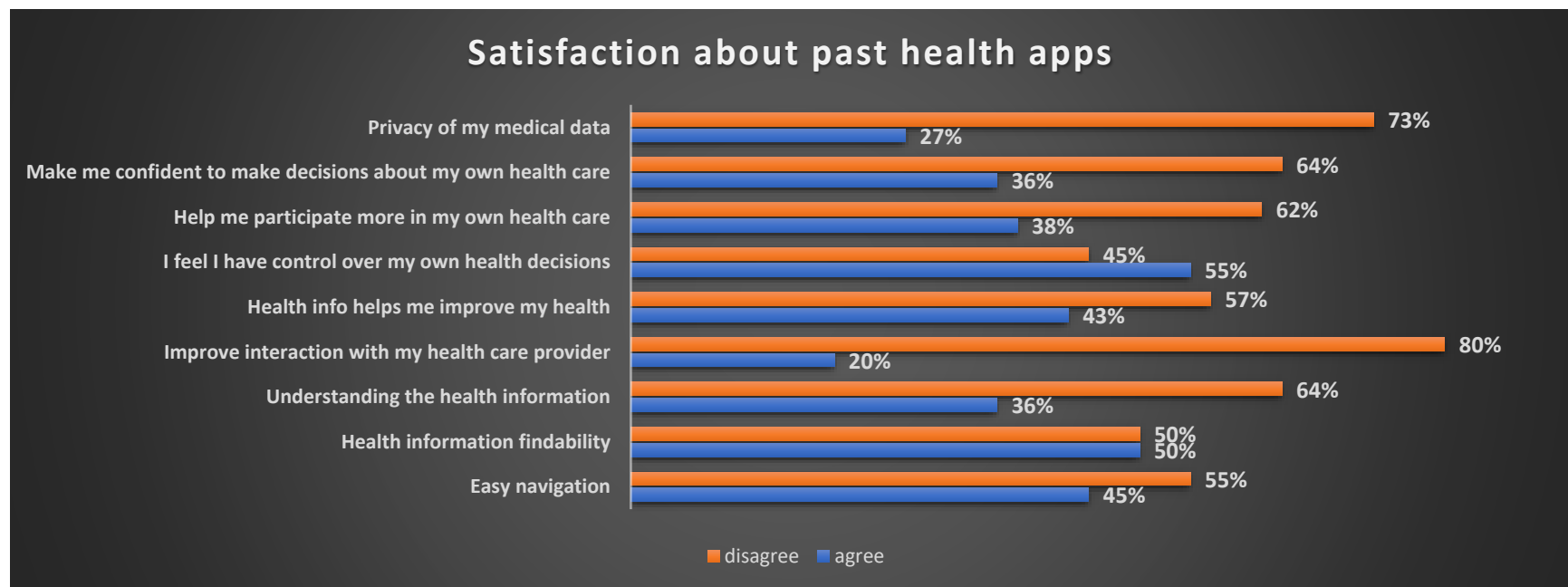
Satisfaction About Current Health Applications

Among the participants who are currently using one or more health app, 80% are satisfied about health information findability, and 75% are satisfied about their experience navigating the health apps. Only 60% of current health apps users feel that they have control over their own health decisions, and just half of them agree that health information they obtain from apps help them improve their health. Fifty percent of the participants who are currently using health apps are concerned about privacy of their medical data. Only 45% of the participants are confident that they can make decisions about their own health care. And only 35% of the participants agree that the health apps improved their interaction with their healthcare providers.



Satisfaction About Past Health and Wellness Applications

Among those who used health and wellness apps in the past, only 50% are satisfied about information findability. Forty five percent did not find it easy to navigate the apps. Only 36% of the participants believe that their past health apps made them confident to make decisions about their own healthcare, and 38% agree that health apps made them participate more in their own health care. The privacy of the medical data, and the ease of interaction with health care providers is a concern among most of the participants (73% and 80% respectively).



Features Desirable in The Health & Wellness Applications

Most of the participants (86%) would like to be able to get easy to understand health information related to their health needs. About 80% of the participants would like to be able to assess their mental and physical health, and 76% prefer health and wellness apps that allow them to contact health coaches that are suitable to their health needs. Sixty eight percent would like to be able to set health goals tailored to their health needs. About 60% of the participants would like to be able to record symptoms and triggers, and connect with people with the same health concerns.



Users Interview

User interviews will provide greater empathy for my target audience. The purpose of the users interview is:

- To better understand why my users chose a particular health application. This can help me understand their wants and needs.
- To help prioritize new features and identify the gaps in current health and wellness applications.
- To identify the most useful and least useful features in the health and wellness application.
- To identify difficulties users facing while using the health applications.
- To get insight into the features the users looking for in the health and wellness applications

Interview Script

Hi, my name is Ebtihal, and I'm going to be walking you through this session today. We are conducting interviews to better understand people's motivation and behavior in regard to health apps use. The information learned may be helpful to design and develop a health and wellness app that would facilitate a more patient-centered approach and drive motivation for health behavior change.

The session should take 15 - 20 minutes. The first thing I want to make clear right away is that this is not a test. You can't do or say anything wrong here. In fact, this is probably the one place today where you don't have to worry about making mistakes. If you have any questions as we go along, just ask them. And if you need to take a break at any point, just let me know. OK, let's get started.

Interview Questions

- Tell me a little about yourself. What do you like to do? What does your typical weekday look like?
- How often do you use social media during the day? What is your favorite social media channel?
- What are your reasons for using a health and wellness apps? What are your goals and expectations for using the apps? Do you feel that the health app is helping you to achieve them?
- How often do you use the health and wellness apps? What incentives do you have for using the health apps?
- What do you think the most useful features are in the health app that can improve the quality of care you receive?
- What do you think the least useful features are in the health app that contribute the least to the quality of care you receive? Describe the areas where you have the most difficulty with while using the health app
- What features you think should be included in your health and wellness portal (app)? Are there any issues you have been looking to solve by using a health app?

Interviewee #1: Tala- 34- Real Estate Agent-Mom of one

- **Tell me a little about yourself. What do you like to do? What does your typical weekday look like?**

As a real estate agent, I usually have a changing and busy work schedule. Most of the time I need to shift gears at the last minutes to accommodate buyers and sellers.

- **How often do you use social media during the day? What is your favorite social media channel?**

A lot! I usually spend 4-5 hours a day between WhatsApp and Instagram.

- **What are your reasons for using health and wellness apps? What are your goals and expectations for using the apps? Do you feel that the health app is helping you to achieve them?**

The main reason is to track my lab results and schedule doctor appointments. I can't say that the apps I'm using are doing all what I need. I like that I can check my lab results and I don't have to see the doctor to get them. Scheduling is another thing I like to do online. However, I feel that I'm forced to go to the same lab each time I need to, so I can have all the data in one place. I used a few apps in the past to collect my medical data, but none really works the way I needed. They are either hard to understand or have too many confusing features.

I used calm app for some time, but I don't use it anymore. I didn't enjoy being told how to relax!

- **How often do you use the health and wellness apps? What incentives do you have for using the health apps?**

I usually use them 2-3 time a month. I like that I can use my phone to schedule appointments online, it's practical and fast!

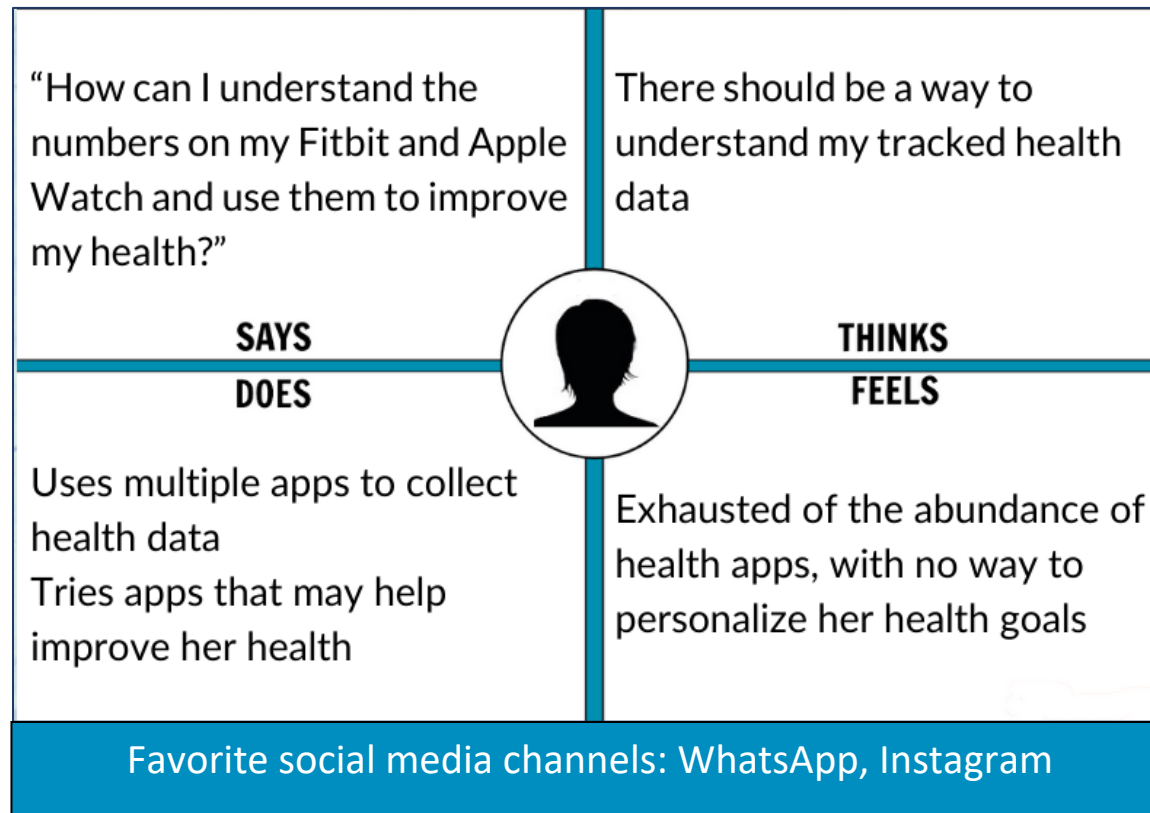
- **What do you think the most useful features are in the health app that can improve the quality of care you receive? What do you think the least useful features are in the health app that contribute the least to the quality of care you receive? Describe the areas where you have the most difficulty with while using the health app**

I think it is important to have all my health information in one place. I need to be able to share the information with my doctor. I have a hard time understanding the meaning of the numbers I get on my Fitbit. I even started using Apple Watch, but I still don't know what to do with all these numbers. I know that I can track how many steps I walked and all these things, but I need also to learn what I should do with these numbers.

- **What features you think should be included in your health and wellness app? Are there any issues you've been looking to solve by using a health app?**

I'd like to find an app with personalized advice and recommendations. I'd like to find a way to view a calendar with my symptoms (with a way to identify triggers). I also would like to be able to contact my insurance provider using the same health app.

Tala's Empathy Map



Interviewee #2: Tarek- 27- Graphic Designer

- **Tell me a little about yourself. What do you like to do? What does your typical weekday look like?**

Hi, I'm a graphic designer and I'm currently working remotely, so I'm home most the time on weekdays. I run every day and go to the gym once a week.

- **How often do you use social media during the day? What is your favorite social media channel?**

I am a regular Twitter user, and I use WhatsApp and Messenger. I usually spend about 3 hours a day on social media, maybe a little more on the weekends.

- **What are your reasons for using health and wellness apps?**

I use the fitness apps to track my workouts and connect with people. For my age, I feel that I'm a health-conscious person. I feel it's important for me to stay healthy. Both of my parents have diabetes, and my father has high blood pressure. They are still young, but these health problems run in the family. So, I know that I need to be extra cautious with my diet.

- **How often do you use the health and wellness apps? What incentives do you have for using the health apps?**

I use them almost daily. I feel this way I can manage my eating habits and exercise schedule. There're no monetary incentives, you can say I use them to organize my training time.

- **What are your goals and expectations for using the apps? Do you feel that the health app is helping you to achieve them?**

I want to stay healthy and in shape. In some ways, the apps I'm using are working fairly well. I can book my Gym sessions, track my devices and the calories I burned. There are many apps out there and I feel overwhelmed when I look at them. So, I'm using a few now.

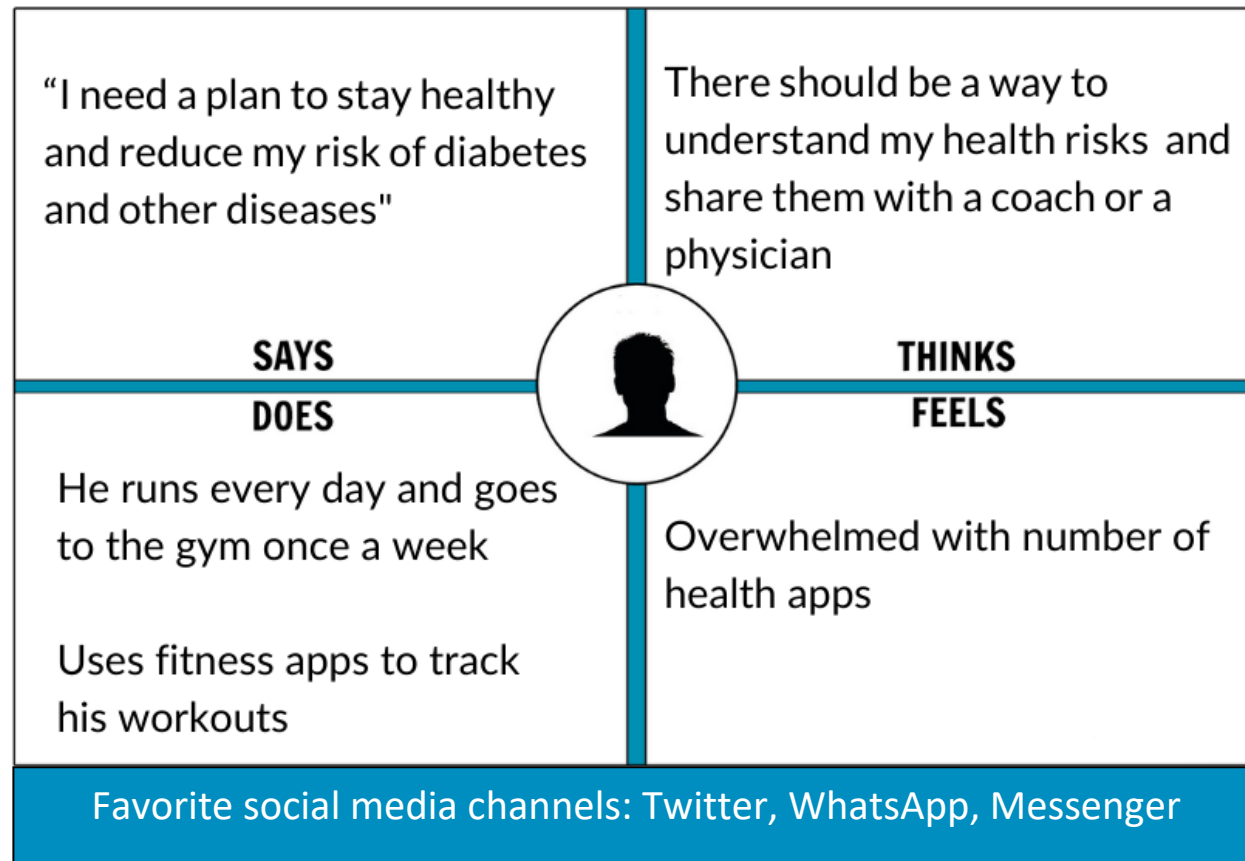
- **What do you think the most useful features are in the health app that can improve the quality of care you receive? What do you think the least useful features are in the health app that contribute the least to the quality of care you receive? Describe the areas where you have the most difficulty with while using the health app**

As I said, I like many features in the apps I'm using. But I still need to find a way to put a plan in place and track my progress, like how to stay healthy and how to reduce my risk of diabetes and other diseases.

- **What features you think should be included in your health and wellness app? Are there any issues you've been looking to solve by using a health app?**

I want to understand my risks and health information. And it would be helpful if I can share this information with a coach or a physician.

Tarek's Empathy Map



Interviewee #3: Lulu- 35- F- stay at home mom of two

- **Tell me a little about yourself. What do you like to do? What does your typical weekday look like?**

I'm a stay home mom and I have two toddlers who need all my attention. My days are unpredictable, and every day is different.

- **How often do you use social media during the day? What is your favorite social media channel?**

Not as much as I used to do before having my second child. I spend about 3 hours a day on social media, mostly on Facebook, Instagram, and Snapchat.

- **What are your reasons for using health and wellness apps?**

I use the app I got from the pediatrician to book appointments and follow up on my children's vaccinations. I use another one for myself, not so useful though. I have another one for meditation, which I'm trying to use more often.

- **How often do you use the health and wellness apps? What incentives do you have for using the health apps?**

I use the portal to book the pediatrician appointments. I use meditation app whenever I can.

- **What are your goals and expectations for using the apps? Do you feel that the health app is helping you to achieve them?**

It is a great thing that I don't have to worry about missing my children's checkup and vaccination appointments.

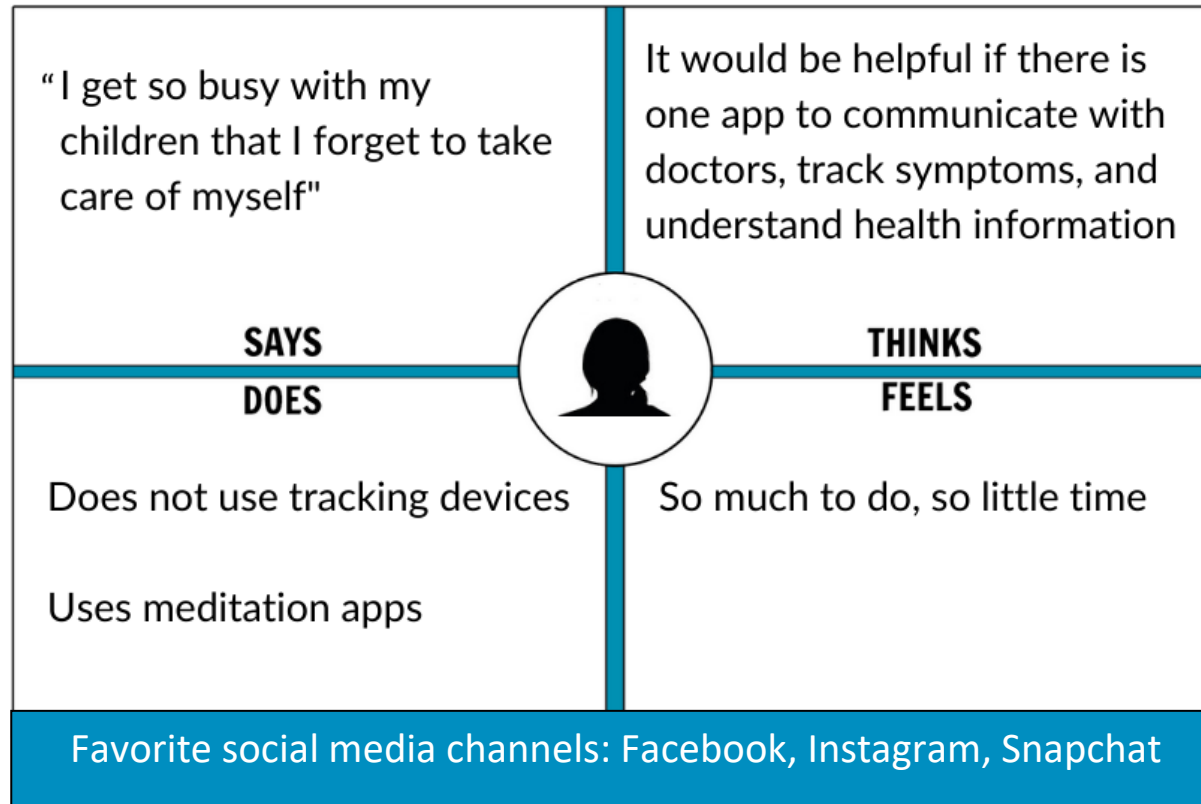
- **What do you think the most useful features are in the health app that can improve the quality of care you receive? What do you think the least useful features are in the health app that contribute the least to the quality of care you receive? Describe the areas where you have the most difficulty with while using the health app**

I think it would be helpful if I can do everything I need using one app. Like communicating with the doctors, tracking symptoms, and most importantly know what they mean! I don't find the sleep, pulse and other biometrics tracking useful as I'm not using a Smart Watch and I'm not planning to. I feel these things are just for tech savvy people but when it comes to improving my health, they are useless.

- **What features you think should be included in your health and wellness app? Are there any issues you've been looking to solve by using a health app?**

I had gestational diabetes during my two pregnancies. I'd like to be able to see how I'm doing. Like it would be great to find an app that I can use to plug in my sugar numbers and what I eat and put all what that means in words. I'd like to be able to have a plan that I can work on with reminders during the day. I get so busy with my children that I forget to take care of myself. Also, it would be great if I can have all the records in one place. I can't use the portal I use for my children anywhere else beside their pediatrician. Once I had to take my little one to urgent care, and for the visit records to go on the portal, I had to go and sign release papers to the pediatrician. It's insane!

Lulu's Empathy Map



Key Insights

- Users are motivated to use health apps that are easy to install and navigate.
- Users should be able to find content and information easily
- Consumers want mobile health applications that are both safe and secure
- Visual design should promote content clarity and user engagement without distractions
- Health apps should give consumers clear and easy to understand information about their health
- Consumers should be able to set their goals depending on their health risk assessments
- New goals setting based on the user's achievements and expose users to positive feedback that seems to promote motivation and/or self-efficacy level
- Users expressed a desire for features that enable them to better understand relations between data/information, e.g., between symptoms and triggers.
- Encourage more targeted behavior change by giving users a means to explore their gathered data to increase their self-efficacy and can make the experience more meaningful.
Interpreted data can be helpful and showing users how to work towards their goals might improve self-efficacy.