Redesign the Minddistrict platform to increase therapists engagement

Background

Minddistrict is a Dutch ehealth company that has been founded in 2008. What Minddistrict provides is a secure, flexible and user-friendly ehealth platform with an extensive catalogue of online modules, diaries and questionnaires to help clients with mental issues on their way to positive change.

Minddistrict hopes to use ehealth technology to create more benefits for both clients and therapists, so that mental healthcare could be more efficient and flexible. To achieve this goal, it depends on the users to play an active role in daily use. Therapists engagement is also very crucial to successful implementation.

However, the real situation is that there is not an organization who uses the product in its full potential. Professionals have very little time to learn, or to even think about ehealth. So, the challenge in this project is to find the barriers that stop therapists from using the platform, and to increase the usage of the product.
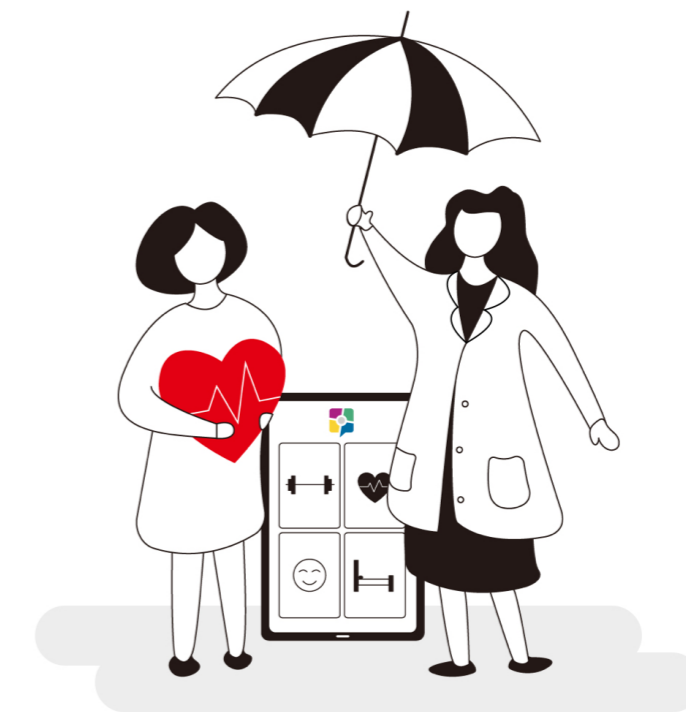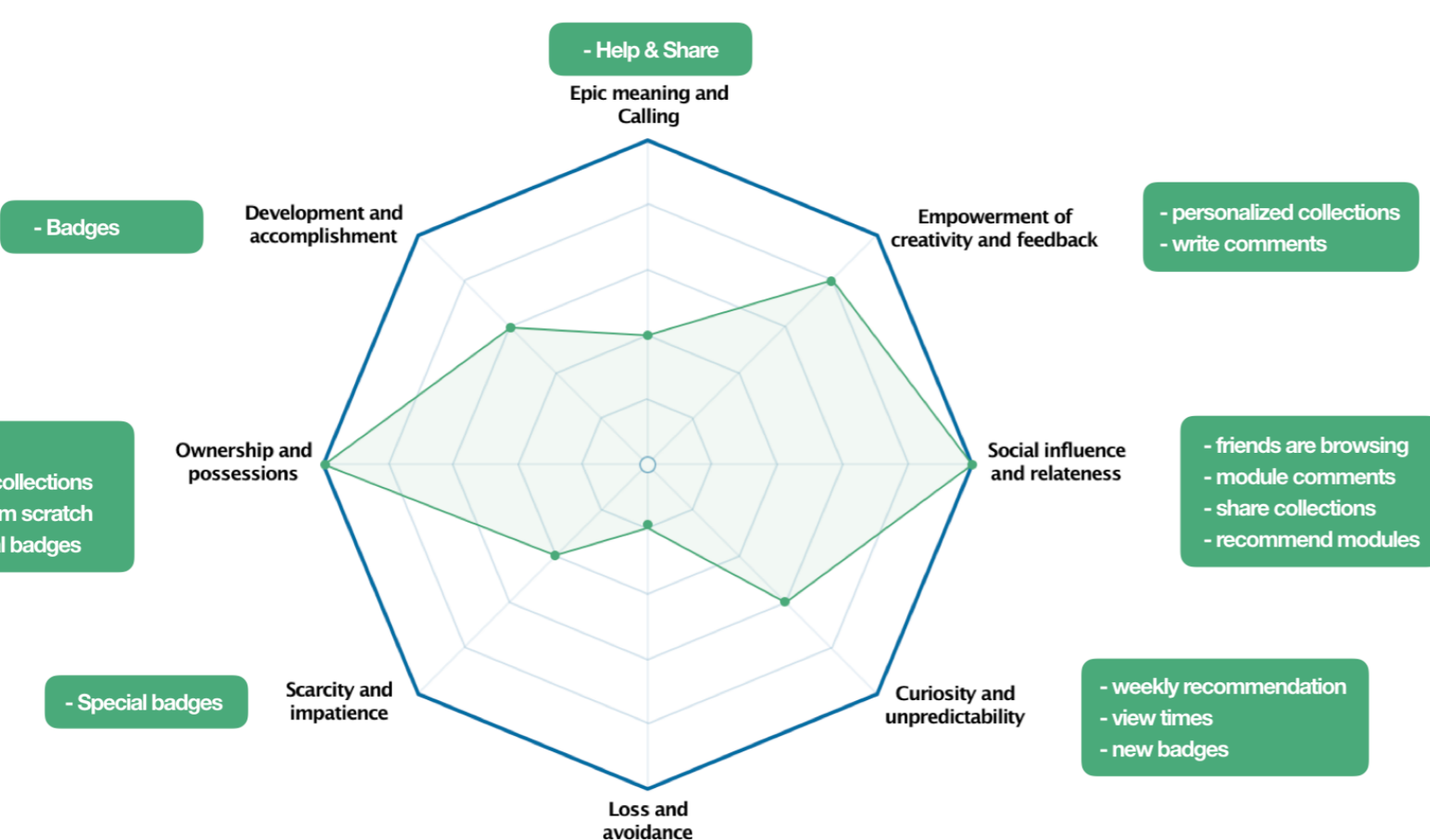

Gamification theory

In order to make the design idea more fun and engaging for the therapists, a gamification framework called Octalysis (Yu-Kai Chou, 2015) was incorporated. Octalys is a design framework based on an octagon shape and in the center of the shape are 8 core drives which can motivate people to do anything in games.

The eight core values are: Epic Meaning & Calling, Empowerment of Creativity & Feedback, Social Influence & Relatedness, Curiosity & Unpredictability, Loss & Avoidance, Scarcity & Impatience, Ownership & Possession, and Development & Accomplishment.

The spider diagram on the left shows the performance of online community idea based on octalysis framework on various aspects. The green containers show the corresponding features of each core value.

Concept

The second design direction of this project aims to create an online community for therapists. This intervention makes it possible for therapists to form connections with others online, and the platform provides different functions to increase therapists' social influence that may increase the usage of the platform. The personal activities within the platform become transparent. Therefore, therapists can see which modules their colleagues are using and their actual evaluation of the content.

To increase the interaction among therapists, options, such as recommendation of modules and "thumbing up" others' comments, are introduced. Online community does not only provide a reference for people who are not familiar with the platform, but also increases user's trust through acquaintance interactions.

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