

• Redesign •

the Minddistrict platform to increase therapists engagement


Appendix

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A. Design brief

DESIGN
FOR OUR
future



IDE Master Graduation

Project team, Procedural checks and personal Project brief

This document contains the agreements made between student and supervisory team about the student's IDE Master Graduation Project. This document can also include the involvement of an external organisation, however, it does not cover any legal employment relationship that the student and the client (might) agree upon. Next to that, this document facilitates the required procedural checks. In this document:

- The student defines the team, what he/she is going to do/deliver and how that will come about.
- SSC E&SA (Shared Service Center, Education & Student Affairs) reports on the student's registration and study progress.
- IDE's Board of Examiners confirms if the student is allowed to start the Graduation Project.

! USE ADOBE ACROBAT READER TO OPEN, EDIT AND SAVE THIS DOCUMENT
Download again and reopen in case you tried other software, such as Preview (Mac) or a webbrowser.

STUDENT DATA & MASTER PROGRAMME
Save this form according to the format "IDE Master Graduation Project Brief_familyname_firstname_studentnumber_dd-mm-yyyy". Complete all blue parts of the form and include the approved Project Brief in your Graduation Report as Appendix 1!

<p>family name <u>Yin</u></p> <p>initials <u>Y.</u> given name <u>Yu</u></p> <p>student number <u>4739795</u></p> <p>street & no. <u>Barbarasteeg 2</u></p> <p>zipcode & city <u>2611BM, Delft</u></p> <p>country <u>Netherlands</u></p> <p>phone <u>+31615322220</u></p> <p>email <u>y.yin-3@student.tudelft.nl</u></p>	<p>Your master programme (only select the options that apply to you):</p> <p>IDE master(s): <input type="radio"/> IPD <input checked="" type="radio"/> Dft <input type="radio"/> SPD</p> <p>2nd non-IDE master: _____</p> <p>individual programme: _____ (give date of approval)</p> <p>honours programme: <input type="radio"/> Honours Programme Master</p> <p>specialisation / annotation: <input type="radio"/> Medisign</p> <p><input type="radio"/> Tech. in Sustainable Design</p> <p><input type="radio"/> Entrepreneurship</p>
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SUPERVISORY TEAM **
Fill in the required data for the supervisory team members. Please check the instructions on the right!

** chair R.H.M. Goossens dept. / section: ID/AED

** mentor Chmarra, M.K. dept. / section: ID/AED

2nd mentor B. Stroomer

organisation: Minddistrict Development B.V.

city: Amsterdam country: Netherlands

Chair should request the IDE Board of Examiners for approval of a non-IDE mentor, including a motivation letter and c.v..

! Second mentor only applies in case the assignment is hosted by an external organisation.

comments (optional) Richard has a board knowledge of the healthcare industry. Magda has experience in e-learning and complex surgery process. Both of them are of great value for my project.

! Ensure a heterogeneous team. In case you wish to include two team members from the same section, please explain why.



Procedural Checks - IDE Master Graduation

APPROVAL PROJECT BRIEF
To be filled in by the chair of the supervisory team.

chair R.H.M. Goossens date _____ signature _____

CHECK STUDY PROGRESS
To be filled in by the SSC E&SA (Shared Service Center, Education & Student Affairs), after approval of the project brief by the Chair. The study progress will be checked for a 2nd time just before the green light meeting.

Master electives no. of EC accumulated in total: _____ EC YES all 1st year master courses passed

Of which, taking the conditional requirements into account, can be part of the exam programme _____ EC NO missing 1st year master courses are

List of electives obtained before the third semester without approval of the BoE

name _____ date _____ signature _____

FORMAL APPROVAL GRADUATION PROJECT
To be filled in by the Board of Examiners of IDE TU Delft. Please check the supervisory team and study the parts of the brief marked **. Next, please assess, (dis)approve and sign this Project Brief, by using the criteria below.

- Does the project fit within the (MSc)-programme of the student (taking into account, if described, the activities done next to the obligatory MSc specific courses)?
- Is the level of the project challenging enough for a MSc IDE graduating student?
- Is the project expected to be doable within 100 working days/20 weeks?
- Does the composition of the supervisory team comply with the regulations and fit the assignment?

Content: APPROVED NOT APPROVED

Procedure: APPROVED NOT APPROVED

comments

name _____ date _____ signature _____

Redesign the Minddistrict platform to increase therapists engagement project title

Please state the title of your graduation project (above) and the start date and end date (below). Keep the title compact and simple. Do not use abbreviations. The remainder of this document allows you to define and clarify your graduation project.

start date 07 - 03 - 2019 24 - 07 - 2019 end date

INTRODUCTION **

Please describe, the context of your project, and address the main stakeholders (interests) within this context in a concise yet complete manner. Who are involved, what do they value and how do they currently operate within the given context? What are the main opportunities and limitations you are currently aware of (cultural- and social norms, resources (time, money,...), technology, ...).

Background

Mental illness is now the leading cause of both sickness absence and incapacity benefits in most high-income countries (Harvey, 2009). Increasing costs and long waiting time are becoming a burden for society. Therefore, the healthcare industry is exploring how ehealth technologies can make the healthcare system more cost-effective. However, the problem is that often this ehealth innovation in healthcare organizations is not implemented well, the usage is fragmentary, user reactions vary, and adoption is slow (Liddell, 2007). Literature states that the ehealth adoption has more failure stories than success, and the success is dependent on its users (Berg, 2001). Currently, majority of the studies focus on the clients, while the therapists' wishes and needs also need to be taken into account. This project involves a collaboration with an ehealth company - Minddistrict, to integrate the system in therapists' daily work activities in order to increase their engagement of using ehealth platform.

About the company - Minddistrict

Minddistrict is a Dutch ehealth company that has been founded in 2008. For ten years, it has grown into its current position as the market leader in ehealth in the Netherlands. Minddistrict also has offices in the UK and Germany, and more than 200,000 users in more than eight countries are using the platform to achieve lasting change. What Minddistrict provides is a secure, flexible and user-friendly ehealth platform with an extensive catalogue of online modules, diaries and questionnaires (see Figure.1). Healthcare organizations use the platform and catalogue to provide digitally enabled therapy to their patients.

Opportunities

The opportunity I see in this project is to innovate therapists' working flow by digging out their needs and expectations by the research of the context, behaviour and experiences, and multiple intervention user tests. Exploring different new technologies, which could be applied in ehealth, is of great importance because it can determine how future mental healthcare is shaped.

1. Harvey, S. B., Henderson, M., Lelliott, P., & Hotopf, M. (2009). Mental health and employment: much work still to be done. *The British Journal of Psychiatry*, 194(3), 201-203.
2. Liddell, A. (2007). *Technology in the NHS: Transforming the patient's experience of care*. King's Fund.
3. Berg, M. (2001). Implementing information systems in healthcare organizations: myths and challenges. *International journal of medical informatics*, 64(2-3), 143-156.

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 Initials & Name Y. Yin Student number 4739795
 Title of Project Redesign the Minddistrict platform to increase therapists engagement

introduction (continued): space for images

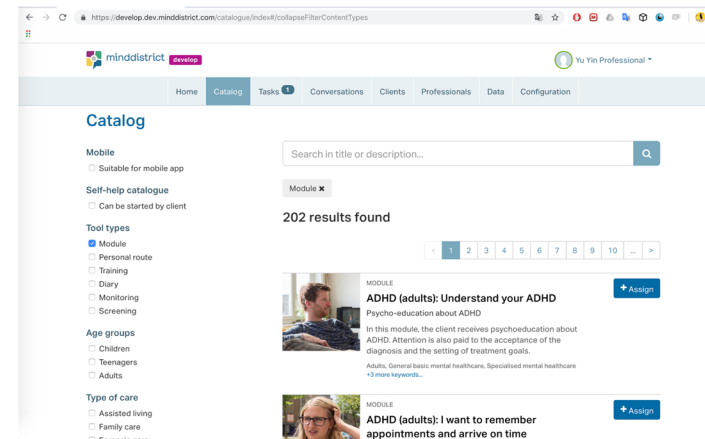


image / figure 1: Current Minddistrict platform interface for therapists

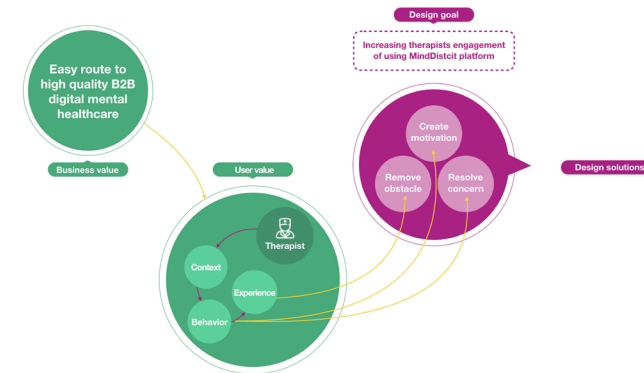


image / figure 2: Project approach

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 Initials & Name Y. Yin Student number 4739795
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PROBLEM DEFINITION **

Limit and define the scope and solution space of your project to one that is manageable within one Master Graduation Project of 30 EC (= 20 full time weeks or 100 working days) and clearly indicate what issue(s) should be addressed in this project.

The implementation of Minddistrict platform requires not only changing behaviour of its clients, but also the healthcare professionals. During my four months' internship in Minddistrict, I found that more than 200 modules provided on the platform are used unevenly, and many therapists are not skilled at choosing the suitable modules and operating the platform smoothly. Therefore, the problem defined in this project is how to increase therapists engagement of using the Minddistrict ehealth platform?

The main problem can be divided into several sub-research questions:

- Why there is low therapist engagement in ehealth platform currently? What are the barriers and inconveniences they are experiencing? And to what extent these elements can affect the low engagement.
- What are the key mental health treatment operational processes during which Minddistrict is being used most frequently? Is it possible to redefine/adjust the treatment processes (such as making it simpler)?
- How to digitalize the way therapist work (workflow), rather than only provide them with the platform (product)?
- How can Minddistrict apply cutting-edge technologies to think out of the box and go beyond the functionalities that they are currently offering, thereby able to innovate therapists' way of working completely?

ASSIGNMENT **

State in 2 or 3 sentences what you are going to research, design, create and / or generate, that will solve (part of) the issue(s) pointed out in "problem definition". Then illustrate this assignment by indicating what kind of solution you expect and / or aim to deliver, for instance: a product, a product-service combination, a strategy illustrated through product or product-service combination ideas, ... In case of a Specialisation and/or Annotation, make sure the assignment reflects this/these.

In order to solve the problems stated above, research will be done to understand what kind of digital workflow and functionalities are preferred by the therapists. After that, three rounds of iterations will be done to compare their usability, user-friendliness and innovation. Based on the user tests result, a final prototype demo and design recommendations will be formulated to support therapists' work in future Minddistrict platform design.

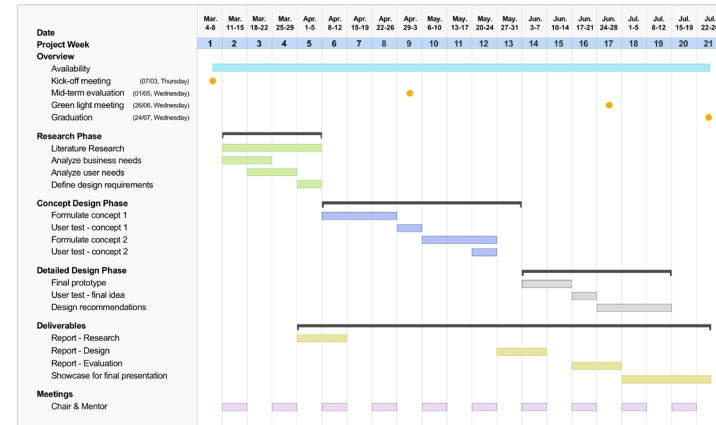
Multiple research and evaluation methods will be applied:

- User research (interview, questionnaire, creative sessions...) to understand different stakeholders' current experiences, needs and expectations;
- Literature review to gain more insights into technology acceptance model (TAM), and behaviour change strategies;
- Company and competitors research to explore potential future ehealth technical solutions for therapists;
- Rapid prototyping and user test to evaluate different intervention ideas.

PLANNING AND APPROACH **

Include a Gantt Chart (replace the example below - more examples can be found in Manual 2) that shows the different phases of your project, deliverables you have in mind, meetings, and how you plan to spend your time. Please note that all activities should fit within the given net time of 30 EC = 20 full time weeks or 100 working days, and your planning should include a kick-off meeting, mid-term meeting, green light meeting and graduation ceremony. Illustrate your Gantt Chart by, for instance, explaining your approach, and please indicate periods of part-time activities and/or periods of not spending time on your graduation project, if any, for instance because of holidays or parallel activities.

start date 7 - 3 - 2019 end date 24 - 7 - 2019



1. Time planning:
I am planning to see my chair (Richard) and mentor (Magda) at faculty, on average, every two weeks. In between, I will see my company mentor (Bas) every week for feedback. And I will send the weekly update email to all my supervisors about what I did at the end of every week.

2. Approach:
- Research phase (4 weeks): For this phase, I will start from the desk research to keep track of the latest digital mental healthcare business model worldwide. In-depth interviews and creative sessions will be organized between both company and target users. And in the end, a vision is created.

- Design phase (14 weeks): At this stage, I will perform two rounds of design iterations. These ideas and scenarios will then be evaluated by different users for feedback. The aim is to observe how therapists experience the new way of giving treatment, doubts and uncertainties may be aroused, and this could be the basis for improvement.

- Finalizing phase (4 weeks): The object of this phase is to sort out the outcome of the design phase and formulate conclusions and recommendations for the future Minddistrict platform.

MOTIVATION AND PERSONAL AMBITIONS

Explain why you set up this project, what competences you want to prove and learn. For example: acquired competences from your MSc programme, the elective semester, extra-curricular activities (etc.) and point out the competences you have yet developed. Optionally, describe which personal learning ambitions you explicitly want to address in this project, on top of the learning objectives of the Graduation Project, such as: in depth knowledge a on specific subject, broadening your competences or experimenting with a specific tool and/or methodology, Stick to no more than five ambitions.

Why I set up this project?

- In the past four months, I have been an intern at Minddistrict. My assignment was to help the company to visualize the basic process of future online mental health treatment, and to create intrinsic motivation for therapists to use the platform. However, due to the time limitation, I did not have the opportunity to talk with the target users and validate the final idea. Therefore, I would like to go deep into this topic with Minddistrict. During my Dfl master program, I have gained knowledge of various research methods and iterative prototype skills. Through this project, I want to talk with users, understand their needs and co-create with them. The research results can then be transformed into final design in a logical way.

What competencies do I want to prove during this project?

- During the third semester, I spent half of my time as an intern, and the other half participated in a course collaborated with KLM, where I learned a lot about service design. This experience enabled me to not only deliver a project that is of academic research level, but also has a real connection to the real world. So, I want to prove my competence in balancing business needs and user needs, also the ability to create social impact in the way people interact with the product.

What personal learning ambitions I want to achieve?

- First of all, one of the designer's responsibilities is to design for the future. I hope I can always keep track of the frontier technology, and try to apply them in my design, such as using artificial intelligence to assist decision-making, or making high-tech interactive prototypes.

Another ability I want to improve is to select appropriate research or analysis methods in a more flexible way. For example, as a student with engineering background, I am more sensitive to numbers and prefer quantitative research methods, however, many times I found that the information obtained from qualitative research (such as interview) is more helpful for the final design, while at the same time, I was also worried that the opinion of a few users cannot represent all. Therefore, I hope that I could have a more in-depth understanding of various methods, and improve my ability to analyze and integrate information.

In addition, because this is an individual project, all the research and tests need to be planned and done by myself. I found it very challenging because in the past, most of the projects were done in teams. I hope that after completing this project, my project management ability and organizational ability can be improved.

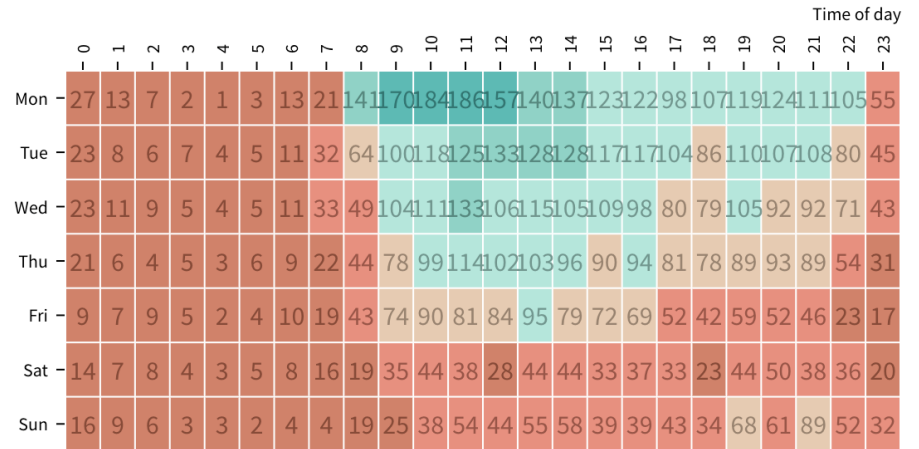
FINAL COMMENTS

In case your project brief needs final comments, please add any information you think is relevant.

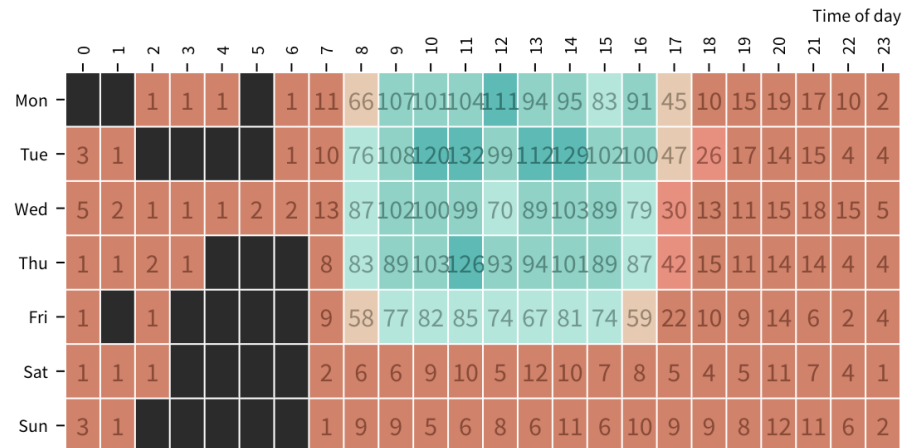
B. Inforgraphic of access times

This is a graph of the client access times and professional access times in an organization within a week.

Client access times



Professional access times

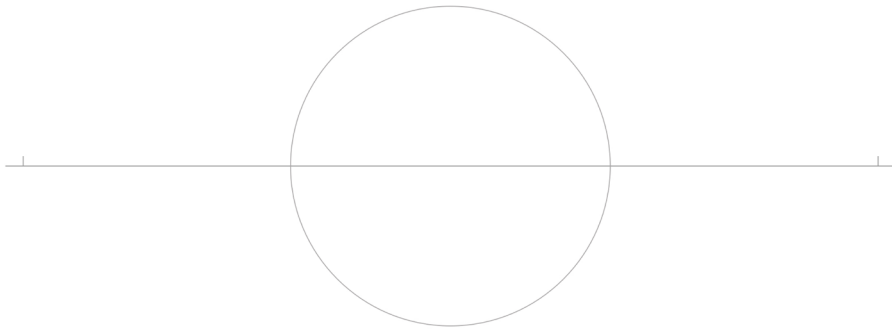


C. Generative materials for context-mapping

This is a typical day of my work...

What do you usually do as a routine?

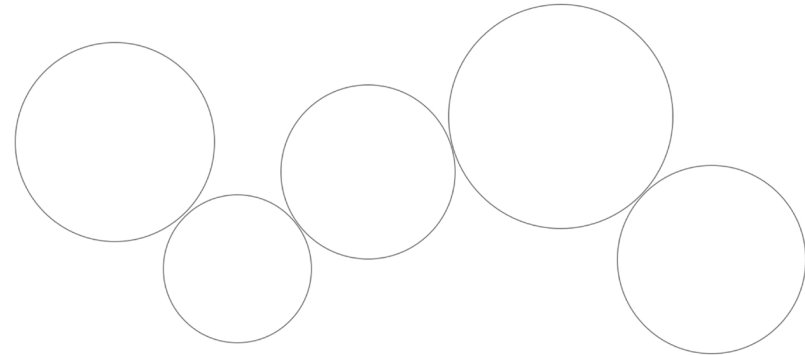
How does an activity, for example treating a patient, start? And how does it end?



My future expectations

What features or functions that you expect from Minddistrict in the future most?

Draw or write as you like.



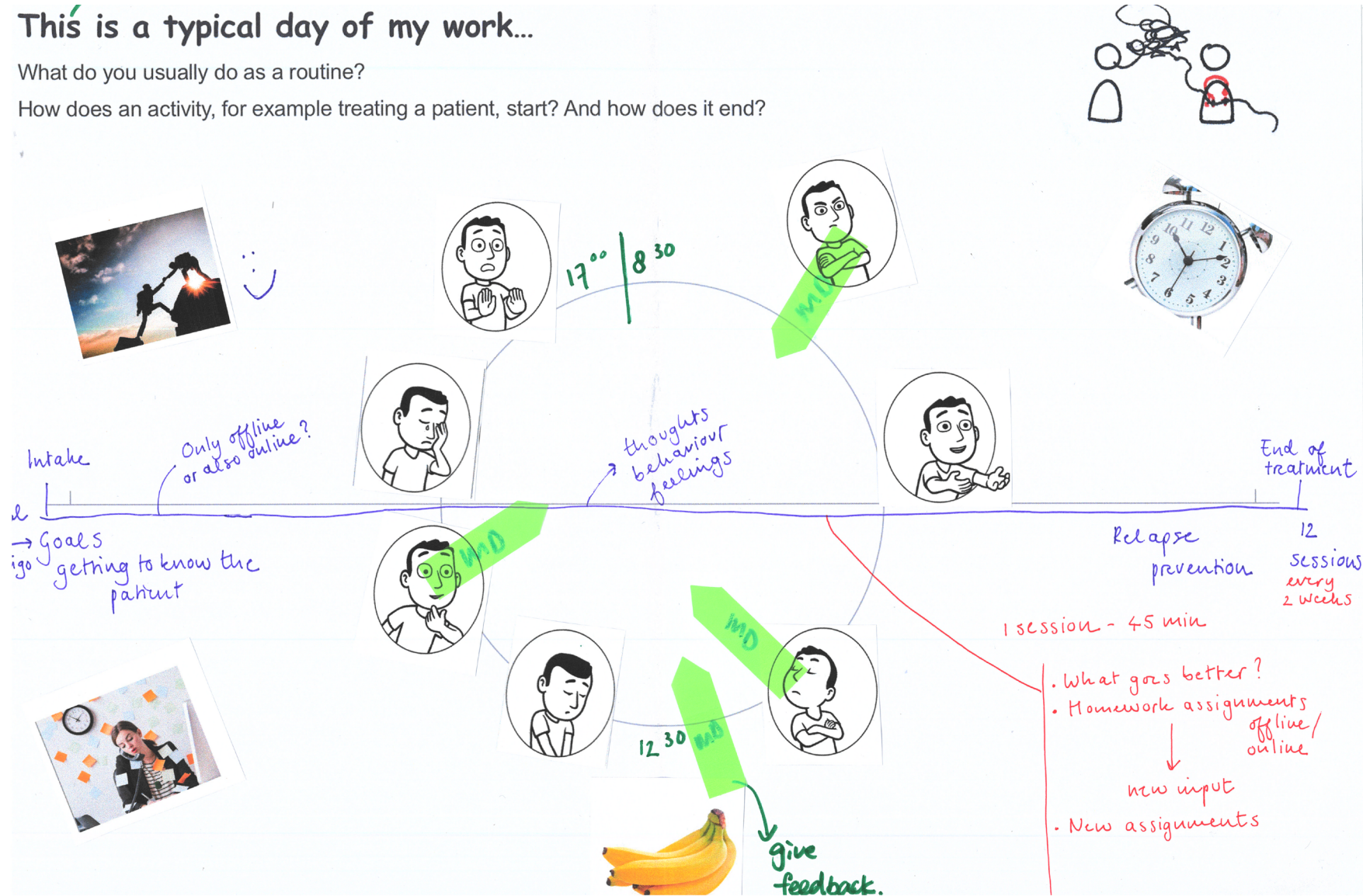


D. Context-mapping results

This is a typical day of my work...

What do you usually do as a routine?

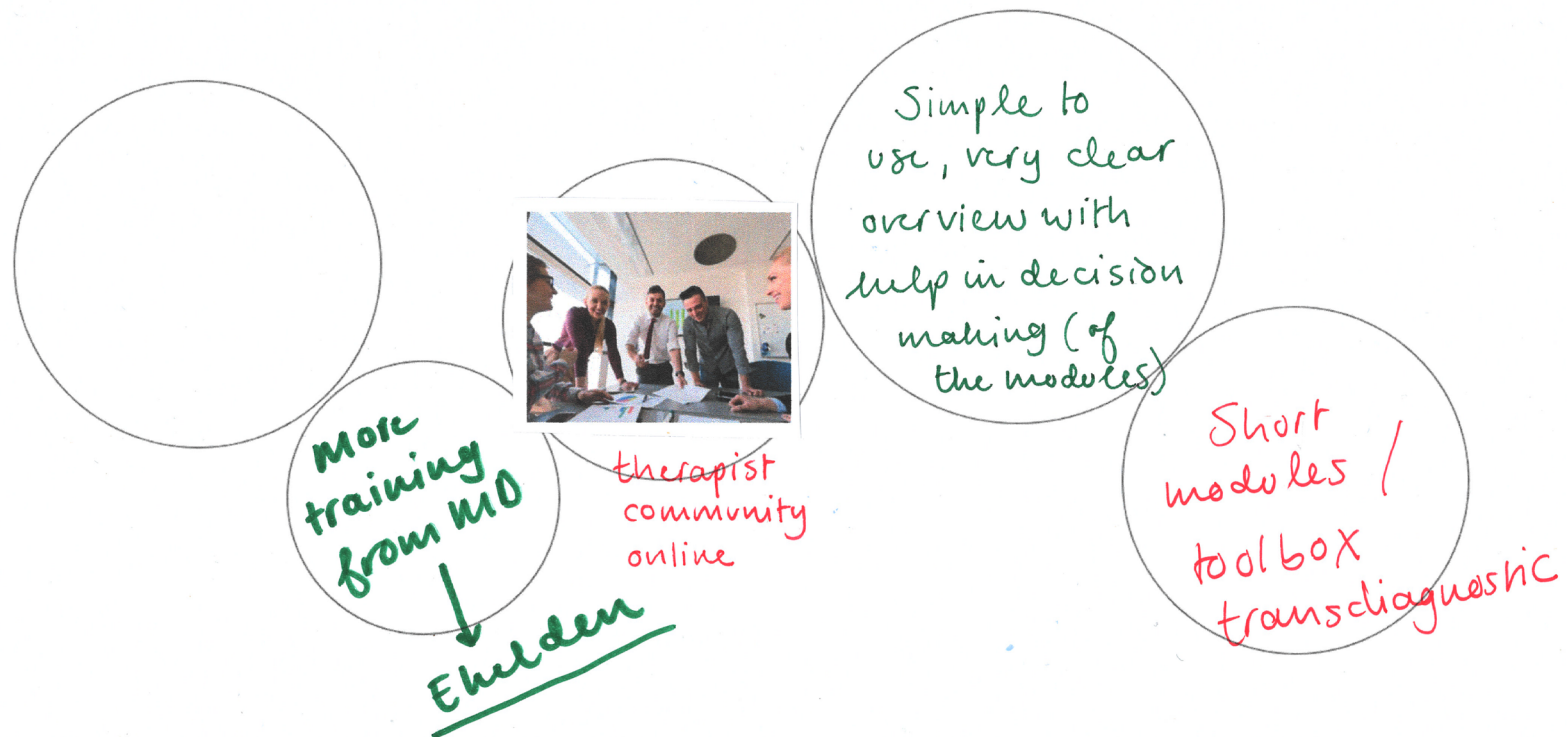
How does an activity, for example treating a patient, start? And how does it end?



My future expectations

What features or functions that you expect from Minddistrict in the future most?

Draw or write as you like.



E. Details of blended training

Offline training

- "20 frustrations" (cardsets given to the therapists) that may occur for therapists in the current line of work. So for example, this card says, the client doesn't have time or money to travel to my company, the clients find it difficult to travel or is afraid to travel client doesn't want to be seen at the company. I, as a care provider have a lot of traveling time going to my clients. And this one, I often have to tell exactly the same, clients find it difficult to remember what happens. They get a lot of information at once. And it's really hard every now and then to respond directly to the difficult questions. So they start again with that.

So what we do is, this is actually a setup, where a trainer is present as well as a sort of guide the therapist through this and it's really a group effort. It starts with the game and then they discuss a bit more like, okay, which ones do you recognize? which one does a team as a whole recognize? What kind of effect does that have on you? And this really helps from getting the process going on. (to evoke the awareness of the therapists that they do have to change something.)

What we often see is that, me as a therapists, okay, now i'm sort of enthusiastic, and then the platform opens and catalog opens and I see like 200 things, it's so much that I don't have time to resolve.

- Take a client from you caseload, he has a name, an age, he suffers from something and he has treatment goals. What does this client find

difficult during the talks? What does this client find difficult at home? What motivates the clients? What gives the clients most progress? What blocks the client in a treatment.

- After filling in all, then he plays a little game with the rest of the therapists. Every therapist gets a set of these cards. These cards are all practical applications of ehealth.

- For example, if he fills in, what motivates me is to really have a clear goal, because i'm at the moment not really sure why I'm here. Then the practical application could be I offer my client modules in which he can register his complaints. I know what I'm suffering from, i'm more motivated to actually work on it. Another example, at home, I find it difficult to really work on my treatments, well, why not send a weekly short message that motivate my clients?

So it's really about when my clients suffering from something or want something, what do I have to offer as an practical solution within the platform. And it doesn't say like, you should offer the module "learn to relax", but it really says something like, offer a module to actually work on a complaint, so it's not too detailed, it helps the therapists to get some thinking on it, why should I offer a module.

And what we found so far, is that therapists actually already appreciate this part. "I never really thought about what this actually does to the clients, so it's really gives me a new perspective on my clients."

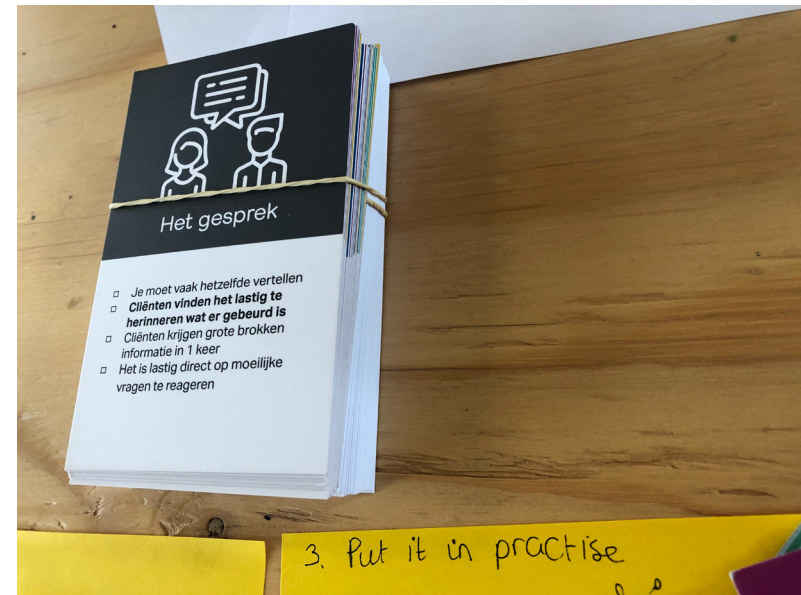
Online training

When we started to develop this new training system, we set out to make fully online. But quite quickly, we realized if we're going to do that, it's basically an online self help offered to therapists. So let's combine it with face-to-face.

- Two meetings, each takes two hours, and two weeks in between the meetings.

- The whole training (both online&offline takes like 8 hours, but spread over a period of time)

I noticed that when using a module, some therapists just go through the flow very quickly, but some sit very stiff reading the text because they couldn't remember it.



F. Interview transcript of implementation

What are the concrete goals that we want to achieve regarding implementation?

Spend less time talking to the patients before the treatment, and also we want to spend less time on administration.

- time spent on intake (by professionals) decreased for 1.5 hours to 1 hour per client
- time spent on treatment (by professionals) decreased with 10%
- offer digital treatment within 24 hours after "sign up" (reduce waitinglist)
- decrease "inbound time" (clinic) from 12 to 6 weeks
- client satisfaction > 8.0

We don't have 1 organization who uses our product in its full potential... why not?

- our customers are big, ****badly managed organizations****, who are reorganizing all the time
- which means other priorities
- no sense of urgency, which means no monitoring/steering/no

changing the process...

- professional has to focus on "production"
- professionals have very little time to learn about ehealth, or even think about ehealth
- plus, professionals are stubborn
- the "invented by use" syndrom happens
- and insecurity happens
- our product touches the very heart of the work of the professionals, and changing their core believes takes time...

What are the benefits the customers can expect from ehealth?

The long waiting lists, and the lack of therapists is where ehealth can help. Actually, when you look at the bigger implementation now and the issues we have in the Netherlands in health care in general, is there are not enough therapists which results in other things such as long waiting lists

So now the ehealth is used a lot between the sign up and start the treatment, because this period doesn't only involve the intake, but also

patients can already start the treatment online. Because the waiting time might take six months or nine months.

- All the health care now is bound to location, you have to go to your local mental health care organization. But if your therapist is sick, you have to wait again. Or if there're not enough therapists here, the therapists cannot be shared. But when you do online treatment, therapists can be shared across locations.

What can MD do regarding the badly managed organizations?

I do think we can inspire them and influence them a little bit by sharing stories and experiences. That will always help. But the real change still needs to be done by the organizations themselves.

Does the size of the organization also affect the implementation?

Yes, the bigger the more difficult. The smaller organizations can make the change more easily. The only thing is that the impact on health care for a small organization is not that big. They can be used as good user cases, but the big organization can only learn from its micro level. Because their circumstance is more complex.

What kind of concerns they mention a lot post implementation?

I think the one of the main concerns they mentioned a lot is will the therapists embrace it? Will they understand how to do this? They fear that they will invest for the organization for example, 2000 accounts, but only 20 accounts will be used. Or they invest 10 therapists on

training, but only 2 therapists use it. So they fear invest in a project with money and time without results.

They sometimes also have technical concerns, so will the program work on our systems. And also in general, a concern that comes up a lot is, is it validated? Can you show us in general if it works?

How do you judge an implementation is good or bad?

In Netherlands our baseline is always how many therapists are active, how many patients are active, and these modules are used more often. Sometimes some organizations also expect about this amount of views upfront. Because we have a contract saying so.

It usually combined with questionnaires within the modules. So when the project is just started, usually the therapists and clients receive small questionnaires to ask them, what do you think of the quality of the modules? Would you recommend the system to anybody? Did you enjoy your way of working that you feel better by using it.

But what we usually don't do is, I want to higher than this amount, or I expect that these teams have to treat that many patients. If they do that, I will consider it a success. So we are sort of afterwards evaluate the data we have, without setting an expectation upfront. The organizations don't really set the goal because they don't know what to expect, and actually, the board of Directors, a lot of them will say, for me what matters most is if it can improve the quality of our treatment. If the patients and therapists are happy, then I'm happy.

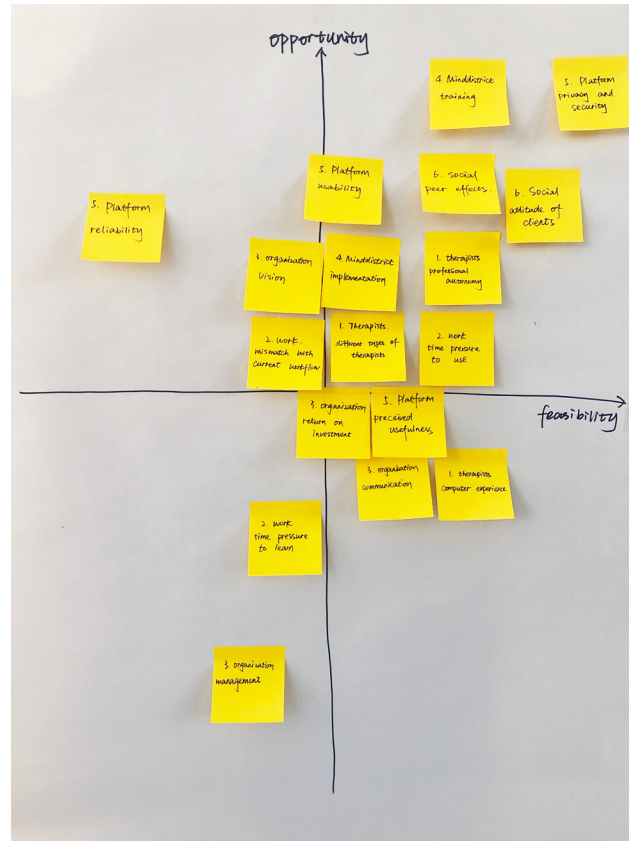
G. Important quotes lists from research

<p>1. <i>"For the practical part: it could be quite boring to give just psycho-education face-to-face."</i></p>	<p>2. <i>"The biggest obstacle is to get clients on the platform, to make sure they start/finish a module."</i></p>
<p>3. <i>"To increase the motivation for therapists, I think it's important that in the management team there are people who believe in e-health, and who love MD."</i></p>	<p>4. <i>"I hope therapists can see ehealth as support instead of competition."</i></p>
<p>5. <i>"There's a huge gap of digital expertise between people in MD and people who are actually using it."</i></p>	<p>6. <i>"I think in total I didn't use modules more than 10 within three years."</i></p>
<p>7. <i>"A lot of people cry, sigh or shout during the treatment, so it costs a lot of energy to do such a session. Sometimes you feel pretty empty afterwards."</i></p>	<p>8. <i>"We had a team meeting every week. And the ehealth was always a subject on the agenda. And we communicate during the meeting."</i></p>
<p>9. <i>"Sometimes there are also therapists who really like psychotherapy, so they think the basic cognitive behavioral therapy is superficial."</i></p>	<p>10. <i>"I think for that group of therapists you can reach them by showing them some small modules, and they can integrate it."</i></p>
<p>11. <i>"When I proposed the MD to my clients, 80% of them are happy to accept it."</i></p>	<p>12. <i>"Sometimes we got an email from the management, that there're new modules. But sometimes you read it, and you forgot about it."</i></p>
<p>13. <i>"Actually choosing a module and giving the feedback was quite okay, not that time-consuming."</i></p>	<p>14. <i>"When I show the videos in the MD, my clients really like it."</i></p>

15. <i>"A lot we encountered was people barely finished the e-learning. Or if they do finish it, they go through it really quickly."</i>	16. <i>"The company we hired to develop the blended training really emphasizes it should be fun, if it's fun, then the clients will do more of it."</i>
17. <i>"We developed a new blended way of training since last summer, and it really seems to work."</i>	18. <i>"We try to optimize the elearning with using the app as much as possible, but then some people said: 'I don't want it on my private phone.'"</i>
19. <i>"What still happens a lot for the therapists is that they have no idea of what MD can actually do to the full extent."</i>	20. <i>"Quite often some therapists in the beginning of my training need to know how to make a screenshot."</i>
21. <i>"How can you implement something new without making hours. If you do that well, it will affect every treatment for clients."</i>	22. <i>"As a trainer, I always have to fight to get the hours needed to train therapists. 8 hours are still not enough in my humble opinion."</i>
23. <i>"The information is not sent directly to the end users. The reason could be either we don't channel it properly, or it gets stuck in their organizations."</i>	24. <i>"Some more serious game elements within MD platform would be nice."</i>
25. <i>"I would like to include a bit more inspirational examples on the training platform, not too far out there, but just like normal people doing normal stuff."</i>	26. <i>"I also have experienced now couple of times is if a key user is actually too good, this will also discourage other therapists."</i>
27. <i>"There are some therapists who think e-health is superficial, so there're a lot of preconceptions within therapists as well."</i>	28. <i>"When using a module, some therapists just go through the flow very quickly, but some sit very stiff reading the text because they couldn't remember it."</i>
29. <i>"My ideal platform might be there're some questions asked to the therapist when first log in, and then the platform customized according to preference."</i>	30. <i>"I also want to include a bit social comparison, so like a therapist learn this and that compared to you."</i>

<p>31. <i>“Our customers are big, badly managed organizations, who are reorganizing all the time.”</i></p>	<p>32. <i>“Professionals have very little time to learn about ehealth, or even think about ehealth, plus, sometimes they are stubborn.”</i></p>
<p>33. <i>“Our product touches the very heart of the work of the professionals, and changing their core believes takes time.”</i></p>	<p>34. <i>“A huge number of customers are still using their own training, or the old elearning stuff. So renew of training takes years for everybody to do that.”</i></p>
<p>35. <i>“For around 10 years, I do see a shift from therapists who don't give any ehealth to they have an incentive to do things online now.”</i></p>	<p>36. <i>“You have to find enthusiasts within the organizations to start. You have to have the therapists commitment in the core.”</i></p>
<p>37. <i>“If you see the higher level complex part of implementation, it touches upon all the departments.”</i></p>	<p>38. <i>“We can influence the organizations a little bit by sharing successful experiences and inspiring stories, but the real change still need to be done by the organizations themselves.”</i></p>
<p>39. <i>“The organizations fear that after their investment in money and time, therapists still not embrace it.”</i></p>	<p>40. <i>“In general, a concern that therapists comes up a lot is, are the modules validated? Can you show us in general if it works?”</i></p>

H. Mapping results



I. User test material and results

<p>1. Log in</p> <p>Password: 789</p>	<p>2. Choose module</p> <p>NAH and sleeping problems</p>
<p>3. Comments</p> <p>Calvin Burke</p>	<p>4. Save module</p> <p>Save it to emotion problem box</p>
<p>5. Personal toolbox</p> <p>Go to your personal toolbox</p>	<p>6. Rename box & share</p> <p>Rename "Emotion problem" to "Sleeping problem" and share the box with user "echo679"</p>

Tasks that the participants need to finish during the user test

Questionnaire after tasks

Participant: _____ Date: _____

Questions:

1. How is the community function relevant to therapists daily working context?

Not suitable for work Suitable for work

1 2 3 4 5

2. How easy it is to perform all the tasks?

Difficult Easy

1 2 3 4 5

3. Is the information easy to understand?

Difficult Easy

1 2 3 4 5

4. Do you think the community will save your time and effort?

Not at all Yes, it will

1 2 3 4 5

5. Can community serve as a reference when you make decisions?

Not at all Yes, it will

1 2 3 4 5

6. Can community help colleagues learn from each other?

Not at all Yes, it will

1 2 3 4 5

7. How do you think of the overall design style?

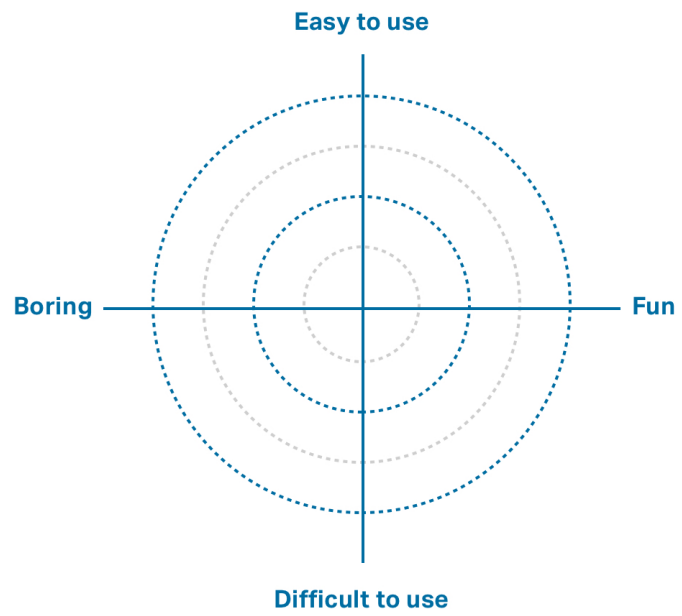
I don't like it It's appealing to me

1 2 3 4 5

Questionnaire

Perceptual map

Participant: _____ Date: _____



Perceptual map

Questionnaire after tasks

Participant: Bas Stroomer Date: 06-06-2019

Questions:

1. How is the community function relevant to therapists daily working context?

Not suitable for work Suitable for work
 1 2 3 4 5

2. How easy it is to perform all the tasks?

Difficult Easy
 1 2 3 4 5

3. Is the information easy to understand?

Difficult Easy
 1 2 3 4 5

4. Do you think the community will save your time and effort?

Not at all Yes, it will
 1 2 3 4 5

5. Can community serve as a reference when you make decisions?

Not at all Yes, it will
 1 2 3 4 5

6. Can community help colleagues learn from each other?

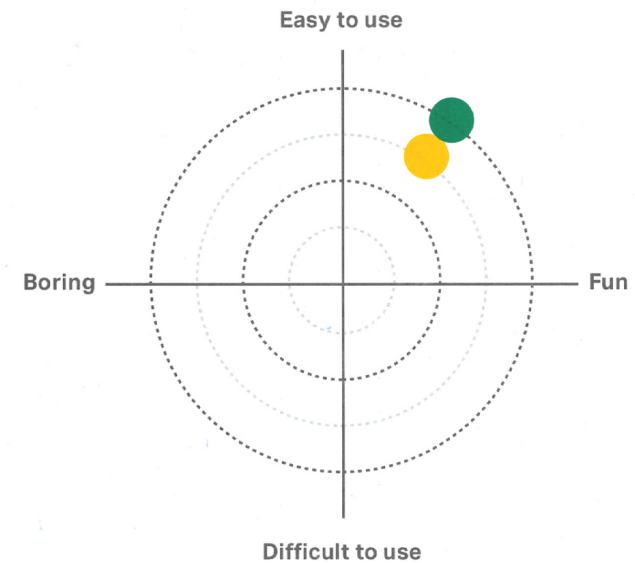
Not at all Yes, it will
 1 2 3 4 5

7. How do you think of the overall design style?

I don't like it It's appealing to me
 1 2 3 4 5

Perceptual map

Participant: Bas Stroomer Date: 06-06-2019



Questionnaire after tasks

Participant: Magdo Chmarra Date: 11-06-2019

Questions:

1. How is the community function relevant to therapists daily working context?

Not suitable for work				Suitable for work
1	2	3	4	5

2. How easy it is to perform all the tasks?

Difficult				Easy
1	2	3	4	5

3. Is the information easy to understand?

Difficult				Easy
1	2	3	4	5

4. Do you think the community ^{function} will save your time and effort?

Not at all				Yes, it will
1	2	3	4	5

5. Can community ^{function} serve as a reference when you make decisions?

Not at all				Yes, it will
1	2	3	4	5

6. Can community ^{function} help colleagues learn from each other?

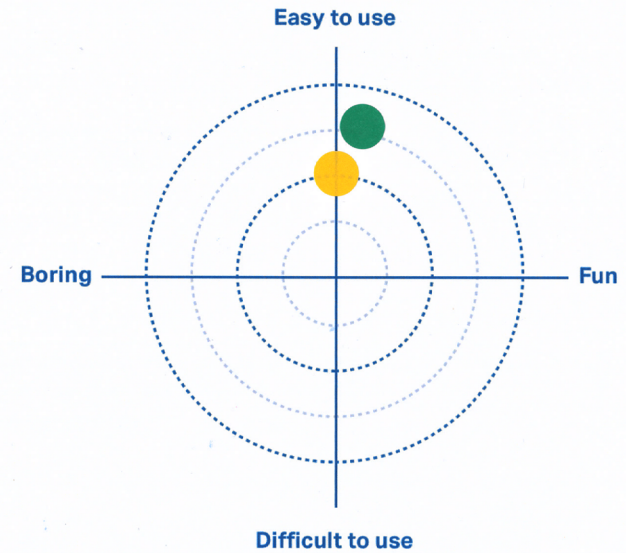
Not at all				Yes, it will
1	2	3	4	5

7. ^{What} do you think of the overall design style?

I don't like it				It's appealing to me
1	2	3	4	5

Perceptual map

Participant: Magda Chmarra Date: 11-06-2019



Questionnaire after tasks

Participant: Lotte

Date: 6/6/19

Questions:

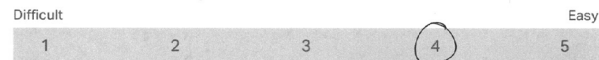
1. How is the community function relevant to therapists daily working context?



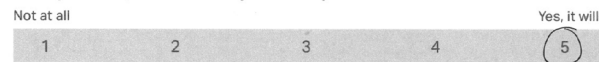
2. How easy it is to perform all the tasks?



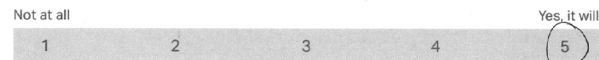
3. Is the information easy to understand?



4. Do you think the community will save your time and effort?



5. Can community serve as a reference when you make decisions?



6. Can community help colleagues learn from each other?



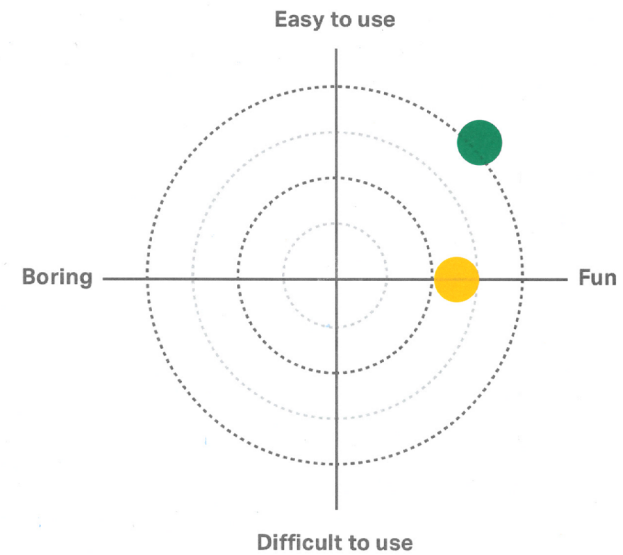
7. How do you think of the overall design style?



Perceptual map

Participant: Lotte

Date: 6/6/19



Questionnaire after tasks

Participant: Emma Ruigt Date: 06/06/2019

Questions:

1. How is the community function relevant to therapists daily working context?

Not suitable for work Suitable for work

1 2 3 4 5

2. How easy it is to perform all the tasks?

Difficult Easy

1 2 3 4 5

3. Is the information easy to understand?

Difficult Easy

1 2 3 4 5

4. Do you think the community will save your time and effort?

Not at all Yes, it will

1 2 3 4 5

5. Can community serve as a reference when you make decisions?

Not at all Yes, it will

1 2 3 4 5

6. Can community help colleagues learn from each other?

Not at all Yes, it will

1 2 3 4 5

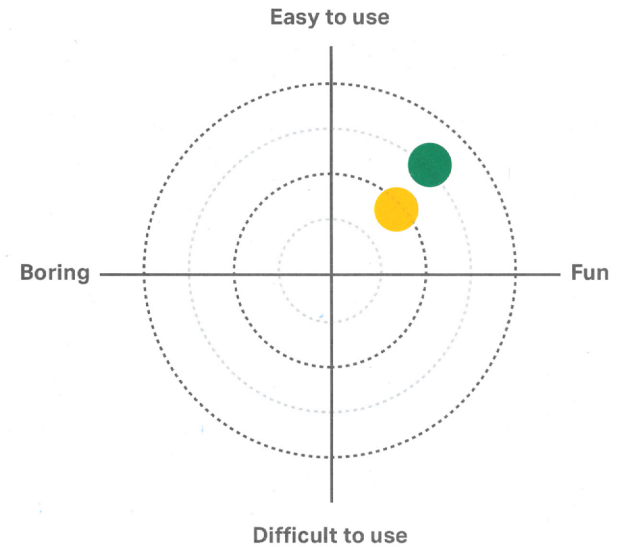
7. How do you think of the overall design style?

I don't like it It's appealing to me

1 2 3 4 5

Perceptual map

Participant: Emma Ruigt Date: 06-06-2019



J. Weekly update

Weekly update: Week 1

Date	Mar. 11-15	Mar. 18-22	Mar. 25-29	Apr. 1-5
Project week	1	2	3	4
Research Phase				
Literature Research				
Analyze business needs				
Analyze user needs				
Define design requirements				

Figures/Photos:

Internal research insights:
(strategy update - AI technology in the future)

- Biggest data wishes by employees in MD:
 - Dashboards that customers can understand;
 - Recommenders for professionals;
 - Tailored contents;
 - Validate with qualitative insights...

Internal research insights:
- "we don't have 1 organization who uses our product in its full potential... why not?"

- The customers are big, badly managed organizations, who are reorganizing all the time;
- Professionals have very little time to learn about ehealth;
- Distrust issues...

Desk research insights:
(papers)

- Solutions to enhance engagement in ehealth:
 - Highlights the benefits;
 - Invest in training...

Internal research insights:
(strategy update - therapist's perspective of using MD)

- When analyzing therapists' negative motivation of using MD, it's important to distinguish between therapists who want to use MD, and who don't;
- How to increase the motivation?
 - By motivate people in the management team first;
 - To change therapists' negative automatic thoughts;
 - To keep in mind: most therapists are not as digital as people in MD!

What I did:

- Literature study about: Why there is low therapist engagement in ehealth platform currently? What are the barriers and inconveniences?
- Internal research: get insights from two strategy update meetings with the topics "AI" and "Using MD from a therapist's perspective".

What I plan to do:

For next week:

- I planned a meeting with a colleague with therapist background, and will do an in-depth explorative interview with her;
- Desk research about: how to enhance ehealth adherence for therapists who are less digital;

15/03/2019

Yu Yin

Weekly update: Week 2

Date	Mar. 11-15	Mar. 18-22	Mar. 25-29	Apr. 1-5
Project week	1	2	3	4
Research Phase				
Literature Research				
Analyze business needs				
Analyze user needs				
Define design requirements				

Figures/Photos:

1. Interview & Co-creation with therapist:

2. Summary of research result

User needs & Expectations - Therapists

Three types of therapists

Young, open to new technologies, willing to explore

Skeptical, trust the response relationship more than ehealth

Old, used or afraid of digital technologies

Barriers

- Too busy schedule
- Can't see the benefits
- Not able to operate
- Too less training, but also don't have time to learn it

Expectations

- Phase 3: possible social change
- Phase 2: build emotional connections
- Phase 1: elevating incentives

- More trainings or instructions
- More easy-to-use platform
- Convenient toolbox (includes several commonly used short modules)

(Stephen Anderson's UX Hierarchy of Needs)

What I did:

- User research: I did an in-depth interview with a therapist, and we used the "context-mapping" method to create the therapist's workflow and future expectations together;
- Research summary: I summarized three different types of therapists according to previous research results. They have different reasons of not using Minddistrict, and I also listed some possible solutions.

What I plan to do:

For next week:

- I will have a meeting with a colleague who is responsible for training, and discuss details about implementation of the product, to continue the internal research.

22/03/2019

Yu Yin

Weekly update: Week 3

Date	Mar. 11-15	Mar. 18-22	Mar. 25-29	Apr. 1-5
Project week	1	2	3	4
Research Phase				
Literature Research				
Analyze business needs				
Analyze user needs				
Define design requirements				

Figures/Photos:

Identified factors that may affect therapist engagement		
Factors	Specifics	Paper
Therapists	Different types of therapists	Conducts ethnographic field research based on technology use from their personal (non-work) lives. Settings, user participation in the design and extent of implementation. (Schneider, S., 1988)
	Computer experience	Therapists are concerned with using contact between patients and therapists with the use of health. (Shaw, S., 2011)
	Professional autonomy	Some physicians balk at how their own clinical decisions without the "best" that may be provided by health technology. (Schneider, S., 2011)
Work	Time pressures to learn	In some cases, some physicians simply haven't changed. (Campbell, J., 2011)
	Time pressures to use	Physicians stated that having limited time and energy, which would be needed through heavy clinical work that they had to do every day, was the biggest barrier to the implementation of health. (Shaw, S., 2011) (Johnson, A., 2005) (Gibson, S., 2011)
	Mismatch with current workflow	Physicians were concerned that health technology would be able to effectively synthesize and address the large volume of data. (Shaw, S., 2011)
Organization	Communication	A visible barrier to the adoption of health technology is the development of a system that is not compatible with existing systems. (Shaw, S., 2011)
	Management	Physicians were also concerned that health technology might sink workload onto them. (Shaw, S., 2011)
	Vision	Having organizational leadership or a champion encouraged the adoption of a health technology. (Johnson, A., 2005)
Mindset	Input and output	Healthcare organizations that embrace innovation, rather than view it as a threat, can reap gains in quality, safety, and coordination of care. (Choi, K. H., 2008)
	Training	A big barrier could be barriers for the implementation is crucial, only with both a hardware and a software. An important factor is required to be successful. (Shaw, S., 2011)
	Implementation	The effects of health technology are not always positive and the benefits of their use are not always straightforward. (Johnson, A., 2005)
Platform	Privacy and security	Physicians expressed the importance of displaying health technology in a secure way, with physicians using terms such as "user-friendly" and "trusted". (Shaw, S., 2011)
	Usability	Physicians were concerned that the integration of health technology into current systems may compromise the confidentiality of health data. (Shaw, S., 2011)
	Reliability	Physicians expressed the importance of displaying health technology in a secure way, with physicians using terms such as "user-friendly" and "trusted". (Shaw, S., 2011)
Social	Different types of claims	Physicians stated that they would be more likely to utilize a health technology if research supports its value. (Shaw, S., 2011) (Johnson, A., 2005)
	Fear effects	If a physician patient based their diagnosis utilizing a health technology, physicians were more likely to use a health technology. (Schneider, S., 2011)

What I did:

- Internal research: I did two interviews with colleagues in the business team who are responsible for training and implementation, learnt more about the current training system, and the difficulties encountered during implementation;
- I sort out all the identified factors both from the literature review and my own research into the form showing above.

What I plan to do:

- For next week:
- I will transform the identified factors into design specifications, and validate them with stakeholders involved;
- Choose feasible design directions and propose preliminary concepts roughly.

29/03/2019

Yu Yin

Weekly update: Week 4

Date	Mar. 11-15	Mar. 18-22	Mar. 25-29	Apr. 1-5
Project week	1	2	3	4
Research Phase				
Literature Research				
Analyze business needs				
Analyze user needs				
Define design requirements				

Figures/Photos:



What I did:

- I did another interview with a therapist, the findings I got from the interview are almost align with what I concluded last week;
- In order to choose design directions, I mapped all factors in the axis with "feasibility" and "opportunity", and invite other colleagues to map them according to their thoughts.

What I plan to do:

- For next week:
- Present the conclusions and findings next Tuesday.

05/04/2019

Yu Yin

Weekly update: Week 5

Date	Apr. 8-12	Apr. 15-19	Apr. 22-26	Apr. 29-3
Project week	1	2	3	4
Research Phase				
Formulate concept 1				
User test				

Figures/Photos:

Computer skills.

- more trainings
- easy to use platform
- personalised platform

on-job training/learning

precise. correct.
efficient. quick to learn.
easy.

Therapists Supportive.

Trust.

Time & Energy.

time: 45 min
ehealth: 15 min

Online learning platform (mandatory):

- Discover by yourself.
- Weekly training
- more practical tools.

9. "Sometimes there are also therapists who really like psychotherapy, so they think the basic cognitive behavioral therapy is superficial."

28. "When using a module, some therapists just go through the flow very quickly, but some sit very still reading the text because they couldn't remember it."

What I did:

- Sort out the result I got from the first phase, and prepared slides for the meeting.
- Searched tools and methodologies for design ideation.

What I plan to do:

For next week:

- Brainstorming session with fellow students to explore more ideas.
- Start ideation from the "onboarding therapists" design direction, find inspirations from website about current digital product onboarding process, and sketch or prototype some ideas.

14/04/2019

Yu Yin

Weekly update: Week 6

Date	Apr. 8-12	Apr. 15-19	Apr. 22-26	Apr. 29-3
Project week	1	2	3	4
Research Phase				
Formulate concept 1				
User test				

Figures/Photos:

Brainstorm ideas

Marketing:

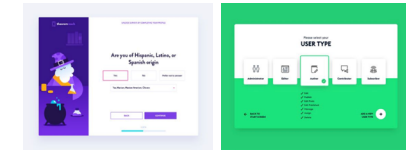
- "Deliver" the service that clients need
-
- Reviews, comments...

Technology:

- Voice control
- Personalized virtual assistant



Ideation - Onboarding



- current template onboarding screens: a set of screens (guided walk-through, benefit overview) or a set of tasks (create an account)

problems are:

- one-size-fit-all solution;
- tangible values cannot be seen;
- the tutorial does not match the actual operation;
- lack of emotional experience.

What I did:

- I invited three students from IO to did brainstorm sessions with me separately, and we got some fresh ideas about marketing and technology innovation which worth further research;
- I analyzed the onboarding patterns of several current digital products, in order to identify areas for improvement.

What I plan to do:

For next week:

- Communicate with colleagues about the brainstorm ideas and ask them for feedback;
- Design the detailed steps and screens for the web onboarding.

19/04/2019

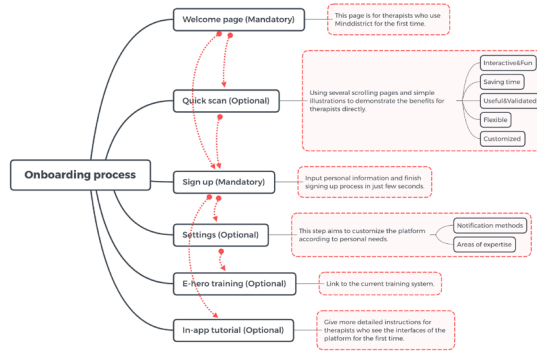
Yu Yin

Weekly update: Week 7

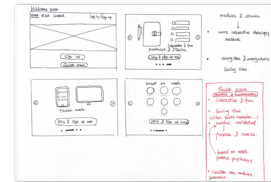
Date	Apr. 8-12	Apr. 15-19	Apr. 22-26	Apr. 29-3
Project week	1	2	3	4
Research Phase				
Formulate concept 1				
User test				

Figures/Photos:

Onboarding process structure



Lo-Fi sketch



Hi-fi Prototype



What I did:

- Listed the structure of the ideal onboarding process for therapists, and the elements that should be included;
- I sketched the interfaces and build part of them into High-fidelity prototype.

What I plan to do:

For next week:

- Finish the High-fidelity prototype before next Tuesday;
- Invite people who have never used Minddistrict before, to let them experience the onboarding prototype, in order to test whether it helps them to understand the product.

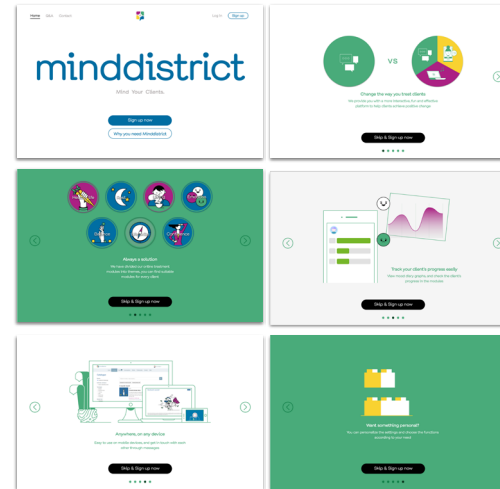
26/04/2019

Yu Yin

Weekly update: Week 8

Date	Apr. 8-12	Apr. 15-19	Apr. 22-26	Apr. 29-3
Project week	1	2	3	4
Research Phase				
Formulate concept 1				
User test				

Figures/Photos:



Report

Preface

Executive summary

Reading Guide (quotes, abbreviations)

1. Project introduction
 - 1.1 About Minddistrict
 - 1.2 Project purpose and research questions
 - 1.3 Project approach
2. Research
 - 2.1 Introduction
 - 2.2 Literature review
 - 2.3 Internal interview
 - 2.3.1 Training
 - 2.3.2 Implementation challenges
 - 2.4 Context mapping
 - 2.5 Research summary
3. Design directions
 - 3.1 Innovation landscape
 - 3.2 Design specifications
 - 3.3 Ideation
 - 3.4 Three directions and argumentations
4. Concept design
 - 4.1 Therapists onboarding

What I did:

- I finished the prototype of the up-front tutorial prototype, and tested with three random students. The results I got from the test will be shown in the report and the mid-term evaluation meeting;
- I started to write the report and will send it to you next week.

What I plan to do:

For next week:

- Prepare the material needed for mid-term evaluation (report, evaluation form, slides);
- Improve the first design iteration or start with another design direction.

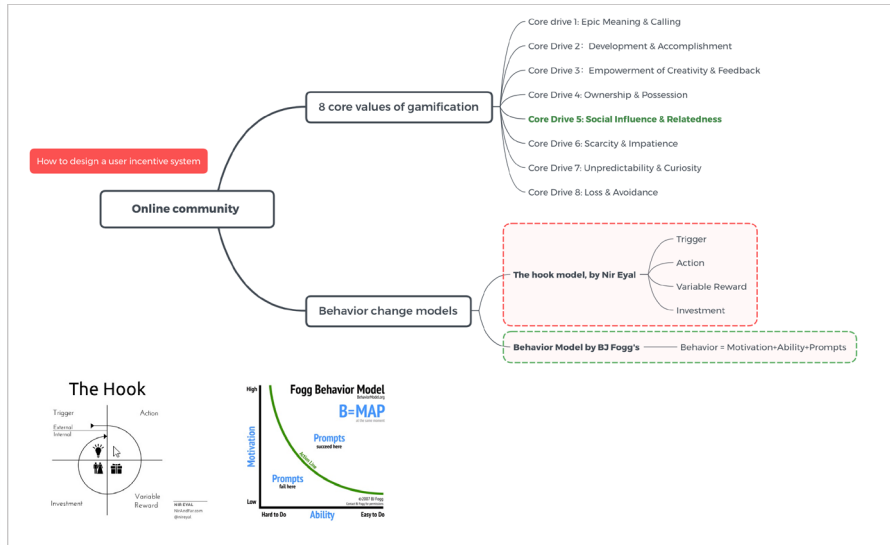
03/05/2019

Yu Yin

Weekly update: Week 9

Date	May. 13-17	May. 20-24	May. 27-31	Jun. 3-7
Project week	9	10	11	12
Research Phase				
Formulate concept 2				
User test				

Figures/Photos:



What I did:

- The original project planning was modified, the 13th week until 17th week will be used to refine and improve the two design directions instead of one more design iteration;
- This week was used to search and list relevant information regarding **online community**, the figure above shows the related topics that I researched.

What I plan to do:

For next week:

- Meet with Magda to discuss about the structure of the report;
- Form ideas around the research results.

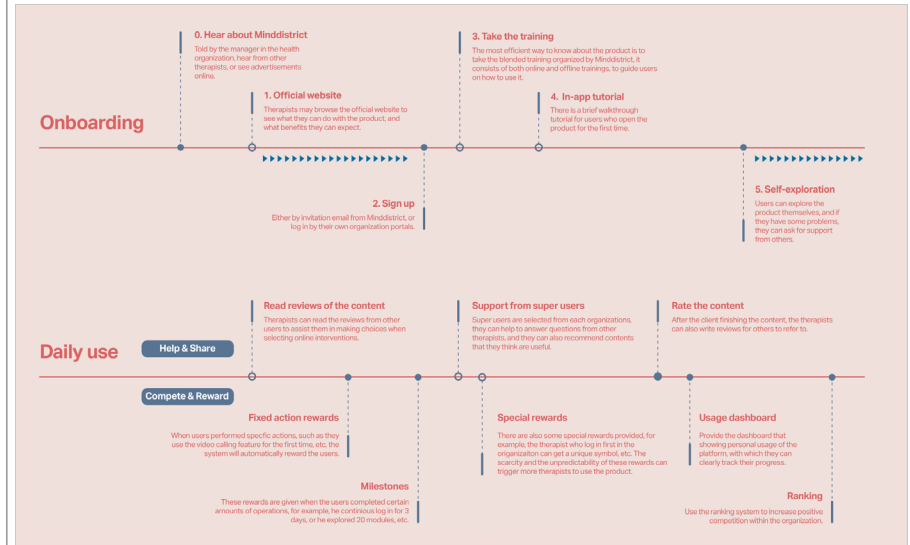
17/05/2019

Yu Yin

Weekly update: Week 10

Date	May. 13-17	May. 20-24	May. 27-31	Jun. 3-7
Project week	9	10	11	12
Research Phase				
Formulate concept 2				
User test				

Figures/Photos:



What I did:

- The redesigned user journey above shows the possible touch points for a therapists to go through during the onboarding process and daily use;
- Using the 8 core values as framework, some functional ideas were formed regarding online community. And there were classified into two types of community: **the information sharing type & the competition and reward type.**

What I plan to do:

For next week:

- Visualize the two types of community and compare their feasibility.

24/05/2019

Yu Yin

Weekly update: Week 10

Date	May. 13-17	May. 20-24	May. 27-31	Jun. 3-7
Project week	9	10	11	12
Research Phase				
Formulate concept 2				
User test				

Figures/Photos:

The mindmap for 'Mindistrict' is structured as follows:

- Mindistrict**
 - Catalogue library
 - Weekly recommendation
 - content used by others
 - search
 - filter
 - Catalogue lists
 - module page
 - Introduction
 - Friends&comments
 - summary&details
 - Random recommendation
 - My tool box
 - Saved modules
 - Edit
 - name
 - Visibility
 - Share with others

Two screenshots of the prototype interface are shown: 'Catalog' and 'My toolbox'.

What I did:

- Listed the information structure of **the information sharing type of community**. The main features in this platform are: **recommendation** (from Mindistrict/Colleagues), **module comments**, **toolbox** (where therapists can collect the modules that they use frequently and share it with others).
- Designed the interaction and layout of the interface.

What I plan to do:

For next week:

- Finish the prototype and prepare material for user test;
- Ideation for the **competition and reward type of community**.

31/05/2019

Yu Yin

Weekly update: Week 10

Date	May. 13-17	May. 20-24	May. 27-31	Jun. 3-7
Project week	9	10	11	12
Research Phase				
Formulate concept 2				
User test				

Figures/Photos:

The photograph shows a person working on a laptop. Three annotations are present:

- Prototype**: Points to the laptop screen displaying the web interface.
- Questionnaire**: Points to a document with a circular scale and text.
- Tasks**: Points to a document with a list of tasks.

What I did:

- Finished the high-fidelity prototype of the information-sharing type of community;
- Prepared interview questions, test questionnaires, tasks, and invited colleagues to user testing for their feedback.

What I plan to do:

For next week:

- Invite more people from different age and backgrounds to do the user test;
- Analyze the test results;
- Continue the prototype of the competition type of community;

07/06/2019

Yu Yin

Weekly update: Week 13

Date	Jun. 10-14	Jun. 17-21	Jun. 24-28	Jul. 1-5
Project week	13	14	15	16
Design Phase				Green light meeting (2019)
Test and improve final idea				
Report				

Figures/Photos:



What I did:

- I used the octalysis gamification framework again to evaluate the online community idea, some core drives are rather high (for example, the social influence and relatedness, creativity and feedback...), while some drives remain weak (Epic meaning, development...);

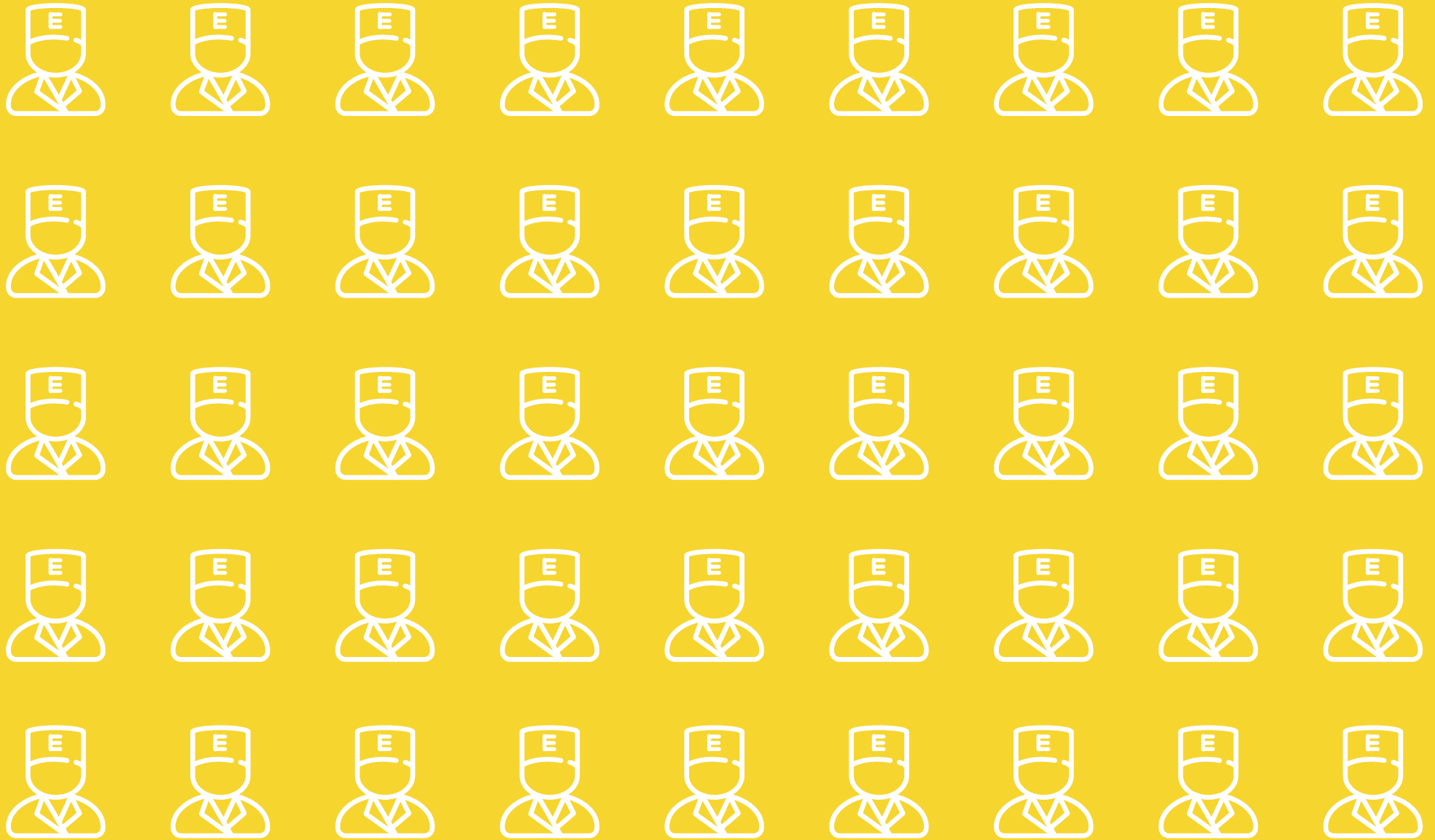
What I plan to do:

For next week:

- Based on the user test result and the octalysis evaluation, I will add functions or improve the current idea;
- Writing the report.

14/06/2019

Yu Yin



2019.08