

Therapy Assistant Product

Fall 2022 | Capstone

Noah Herman

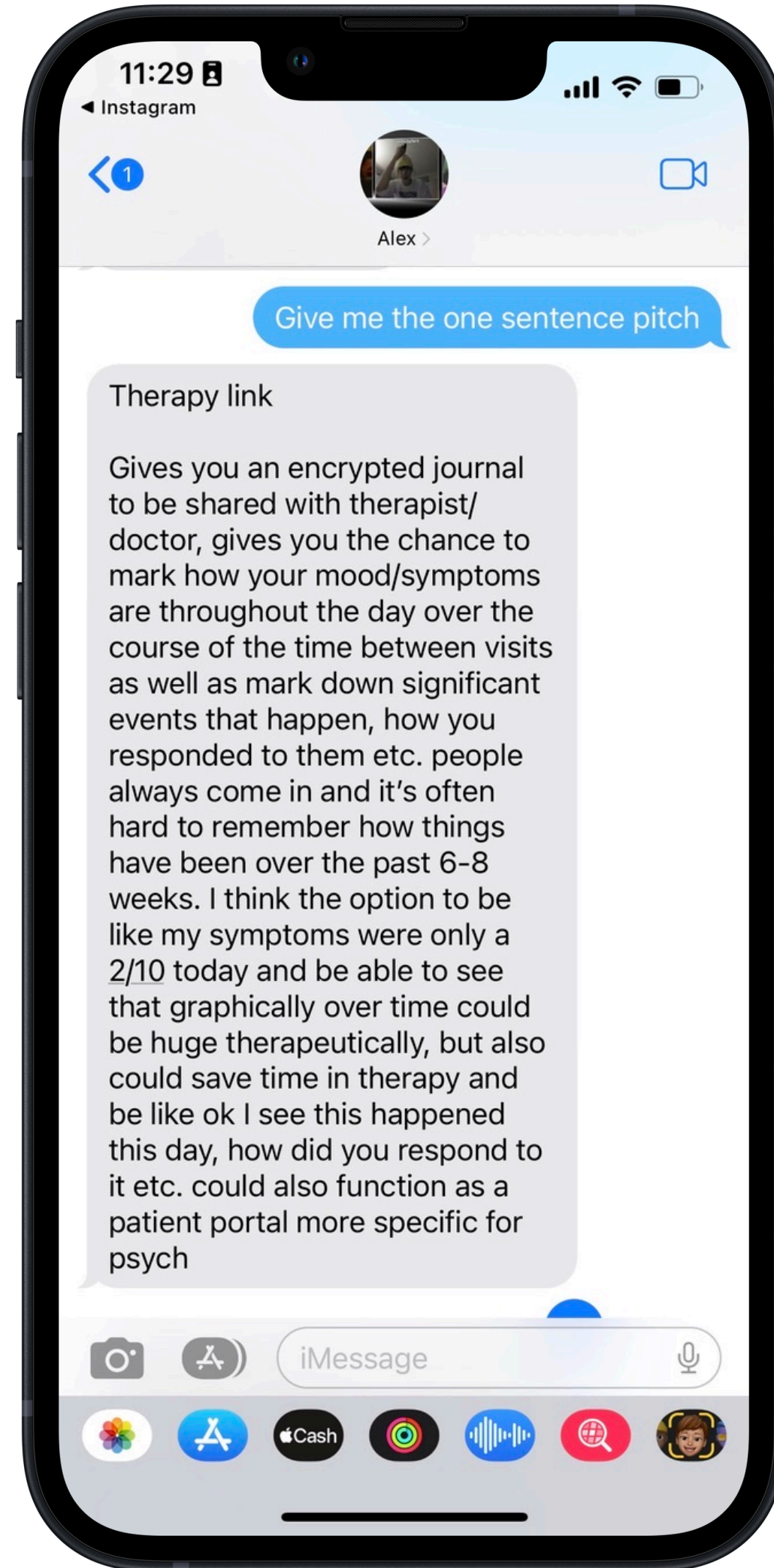
The Problem



Alexander Schafer

4th Year Med Student

State University at Buffalo



Pain Points

- + Forgetful Patients
- + Wasted Session Time
- + Progress Stagnation
- + Subpar Therapy Partnership

Maybe an encrypted sharable journal?



Noah Herman

First-Time Patient

OCD/GAD

**Started therapy in
March of 2022**

Pain Points

- + Forgetful
- + Entered Sessions Anxious
- + Progress Stagnation
- + Over Critical

at this week. I have
negative association with
A very straight forward
values are stressed
don't want it. Work
what are stressed and
I can't relax every
free that I'm hungry
have to manage
less better during the
me take time to re
and eat. Like the kid
and Alex said, it's just
eat when you're hungry
to relax

Questions to Answer:

Do other mental healthcare professionals share Alex's problems?

Would a digital product be effective for therapy?

Do others share my therapy troubles?

How do people solve these problems currently?

Research

Desk Research



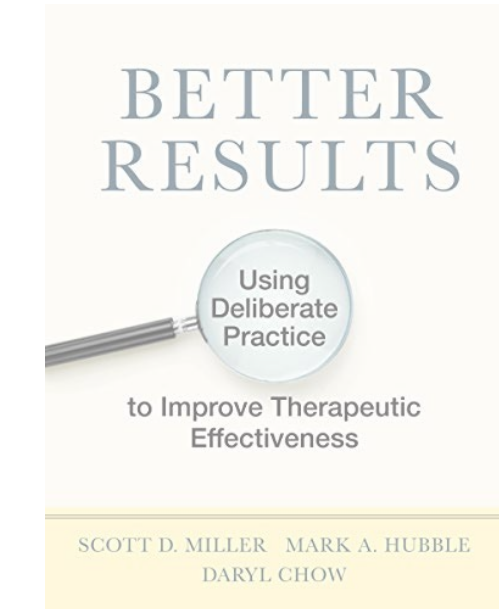
The New York Times

PubMed

Harvard Health Publishing
HARVARD MEDICAL SCHOOL

AMERICAN PSYCHOLOGICAL ASSOCIATION

NAMI
National Alliance on Mental Illness



Goal: Understand professional's pain points and learn what research has been done on therapy.

Result: Apps are effective when used to bolster doctor patient relationship.



More new patients than ever



Doctors can see 25 patients a day



Doctors are at capacity



Apps don't help on their own



Evidence Based Therapy lacks proof



Doctor-patient relationship are best

Patient Survey



Google Forms Survey

11 Participants

Goal:

Quickly validate that my therapy problems are shared by others.

Result:

Others do share my problems. They even have trouble communicating when tracking.



90%

Difficulty Recalling Progress



70%

Tracked Progress



70%

Difficulty Communicating



60%

Haven't Taken Session Notes



40%

Haven't Received a To-Do List



7

Different Educational Mediums

User Interviews



Phone Call

6 Participants • 30 Minutes

Goal: Understand in greater detail the problems communicated in the survey.



High value to relationship



Forgetful of the details



Would love a shared journal



Anxiety before session



Different journaling frequencies



Desire for a template for journaling



Different journaling fidelities



Convenience of an app is valued



Journaling in a session would be hard

Competitive Analysis:



Goal: Understand what products have been designed to help people complete therapy.



Result:

- + Little doctor patient interaction
- + Numerous self-guided tools
- + Many illness specific apps



Competitive Analysis:



Pain Points

- + Overwhelming
- + HIPAA
- + Journal is unavailable
- + Distracting



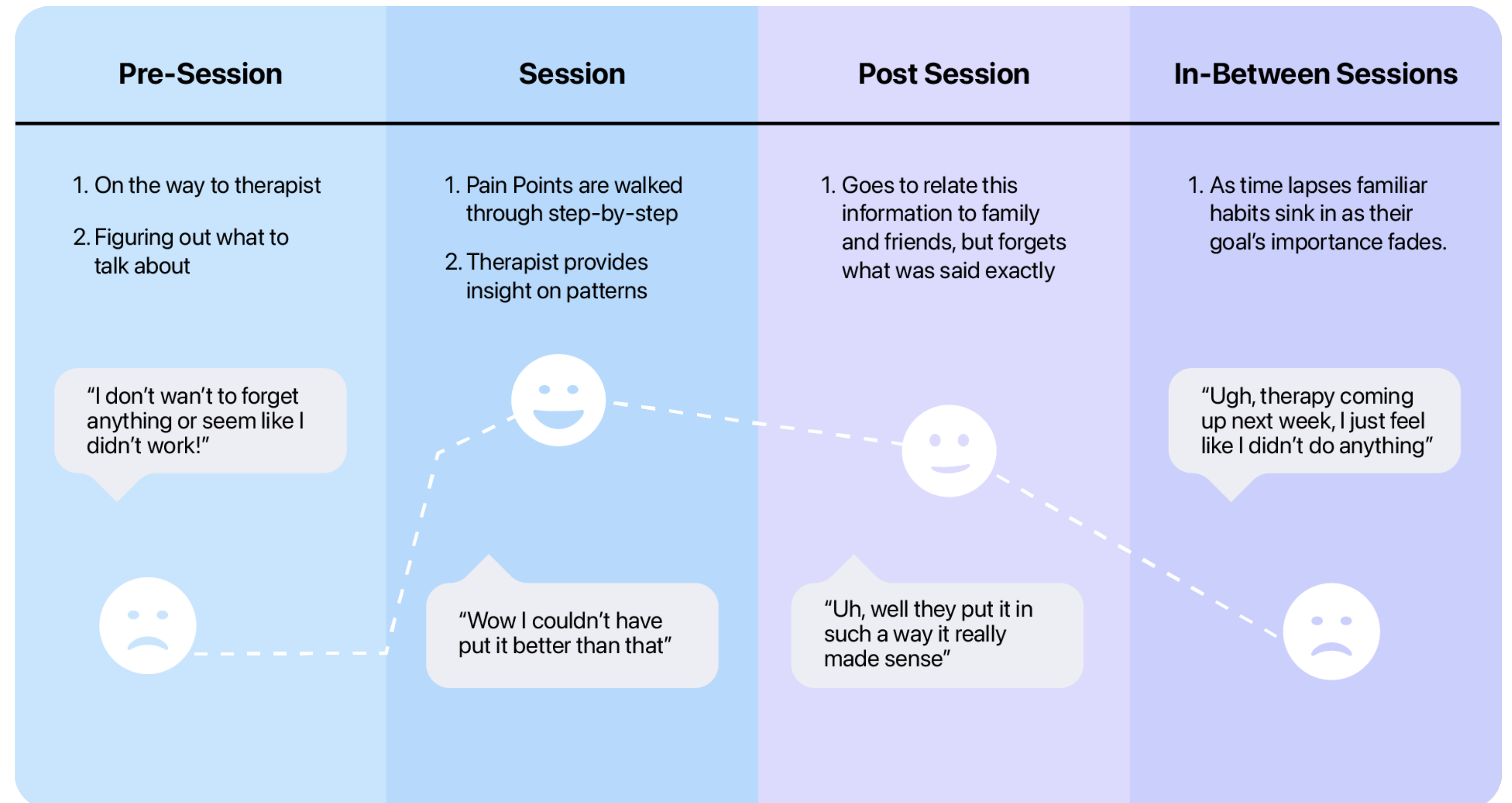
Journey Map:



John Smith

First-Time Patient

General Anxiety Disorder




**How might we make
therapy more actionable,
so that more people can
have lasting success.**



Bolster



Shared Journal



Session Notes



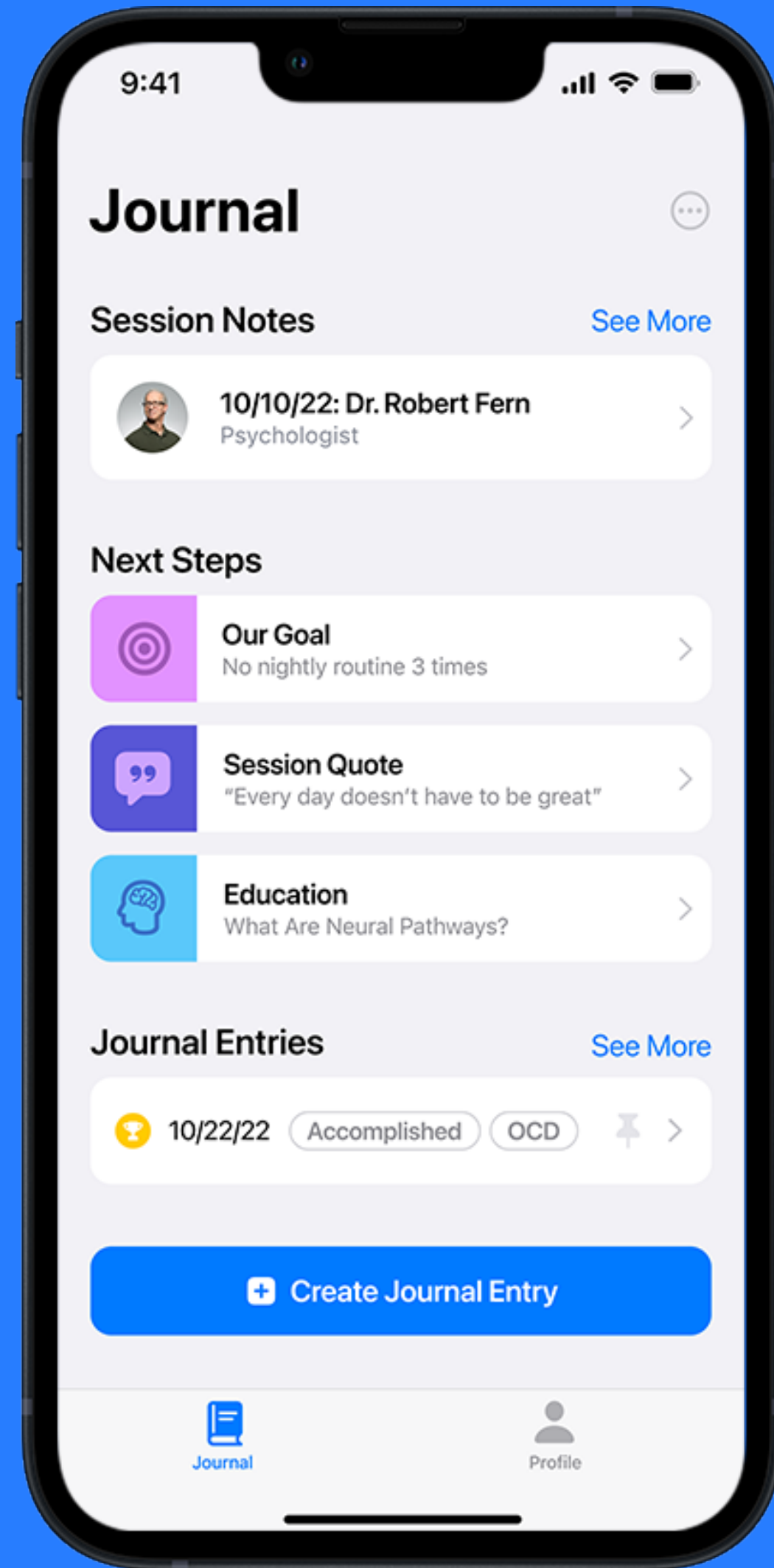
Next Steps



Profile



Learn





Crafting The Solution

Roadmap:

Empathize

- Conversation
- Desk Research
- Survey
- Competitive Analysis
- User Interviews

Define

- Journey Map
- Affinity Map
- How Might We
- Problem Statement

Ideate

- Sketching
- Standing Reviews

Create > Test > Iterate

- Med Fi Wireframes
- Reveiw 1: Usability Test - Classmates
- Hi Fi Prototype
- Reveiw 2: Prototype
- Prototype Improvements
- Review 3: Usability Test - Interviewed Users
- Prototype Improvements

Tools



Human Interface
Guidelines



Branding

Calm

Concise

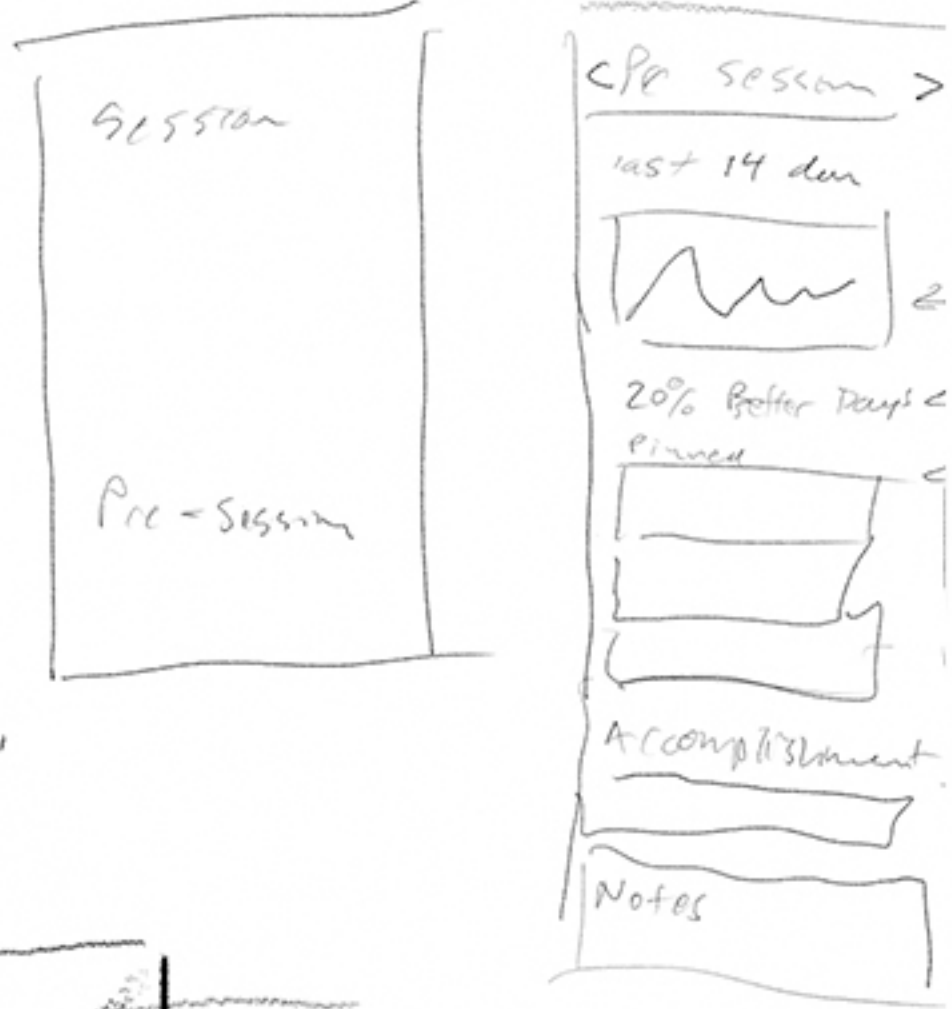
Refined

A Tool

Actionable

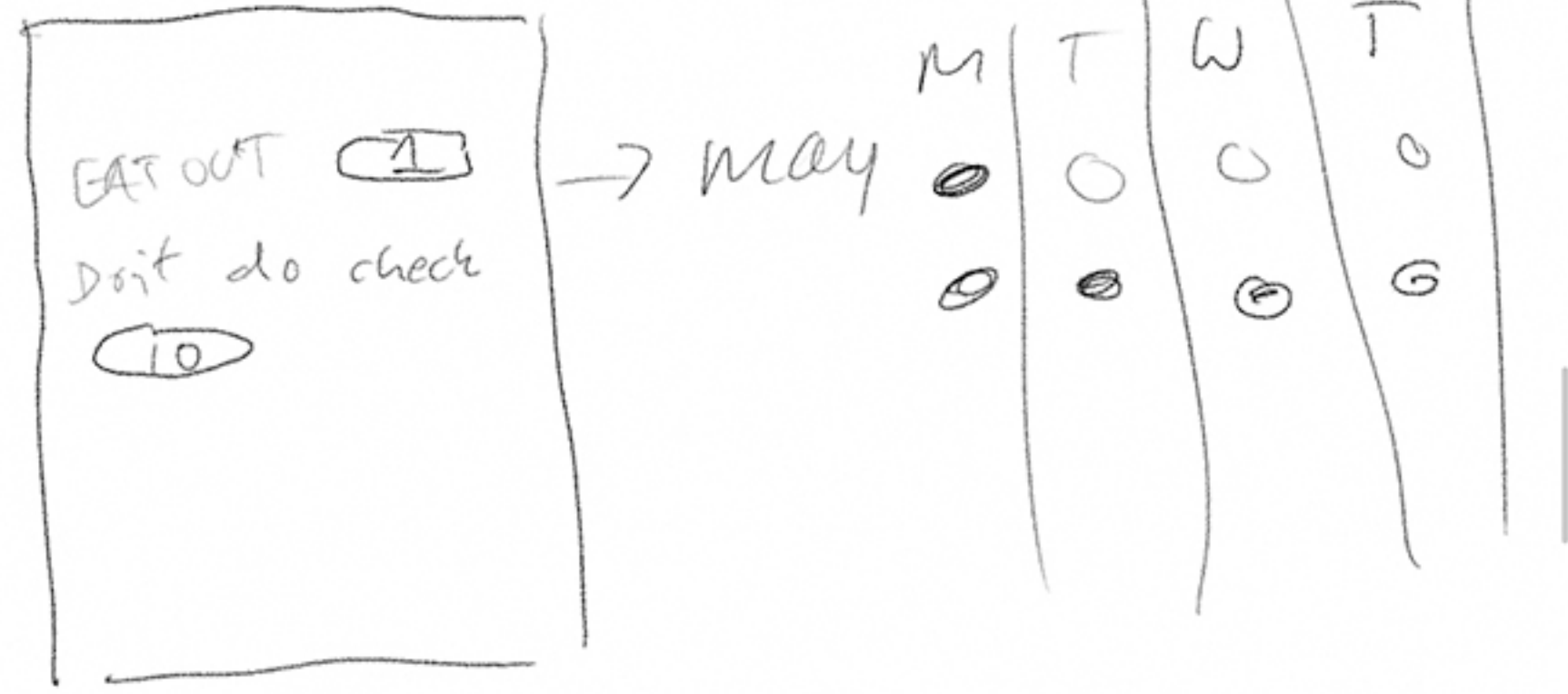


- Say hi to Chive

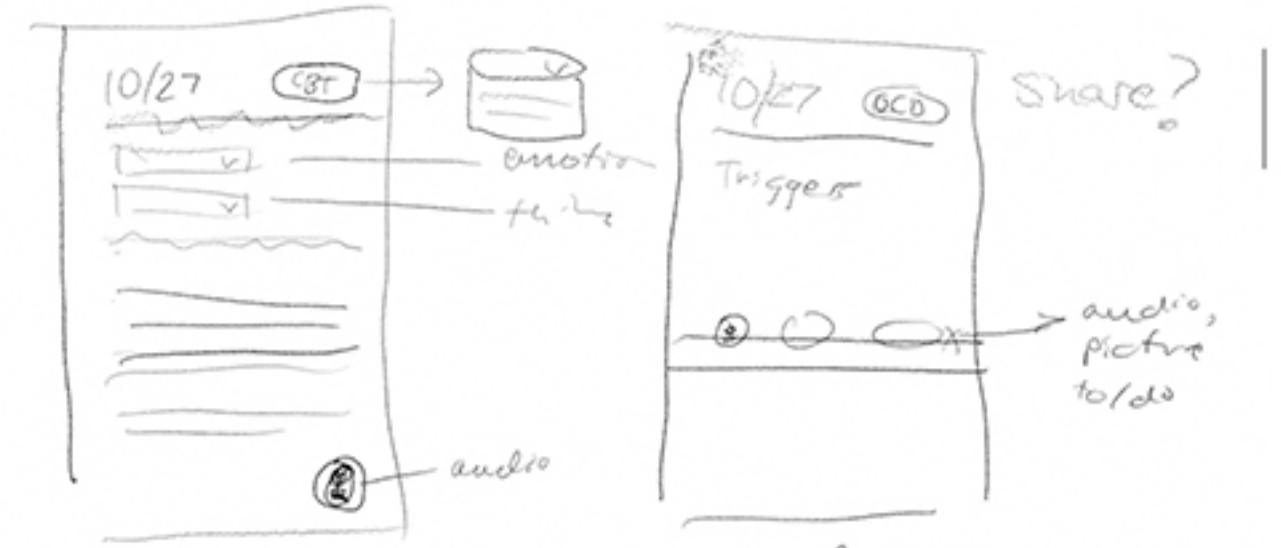
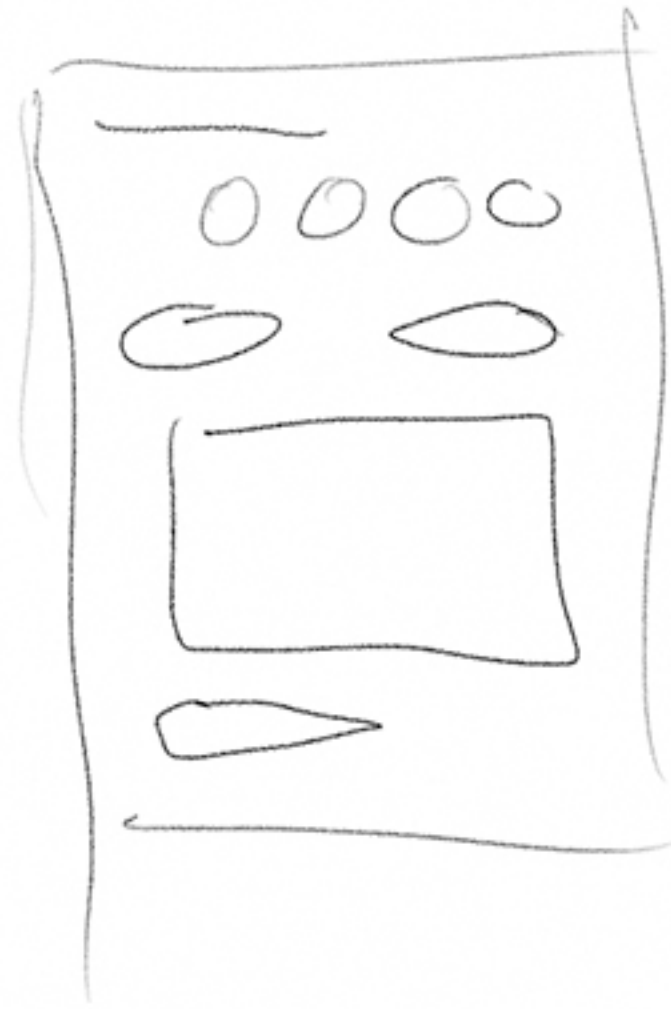


Dr Graham
Psychologist / Psychiatrist,
Fav: Car toon!
Medical Energy: 94
Bunche Hottie 311

OCD Template



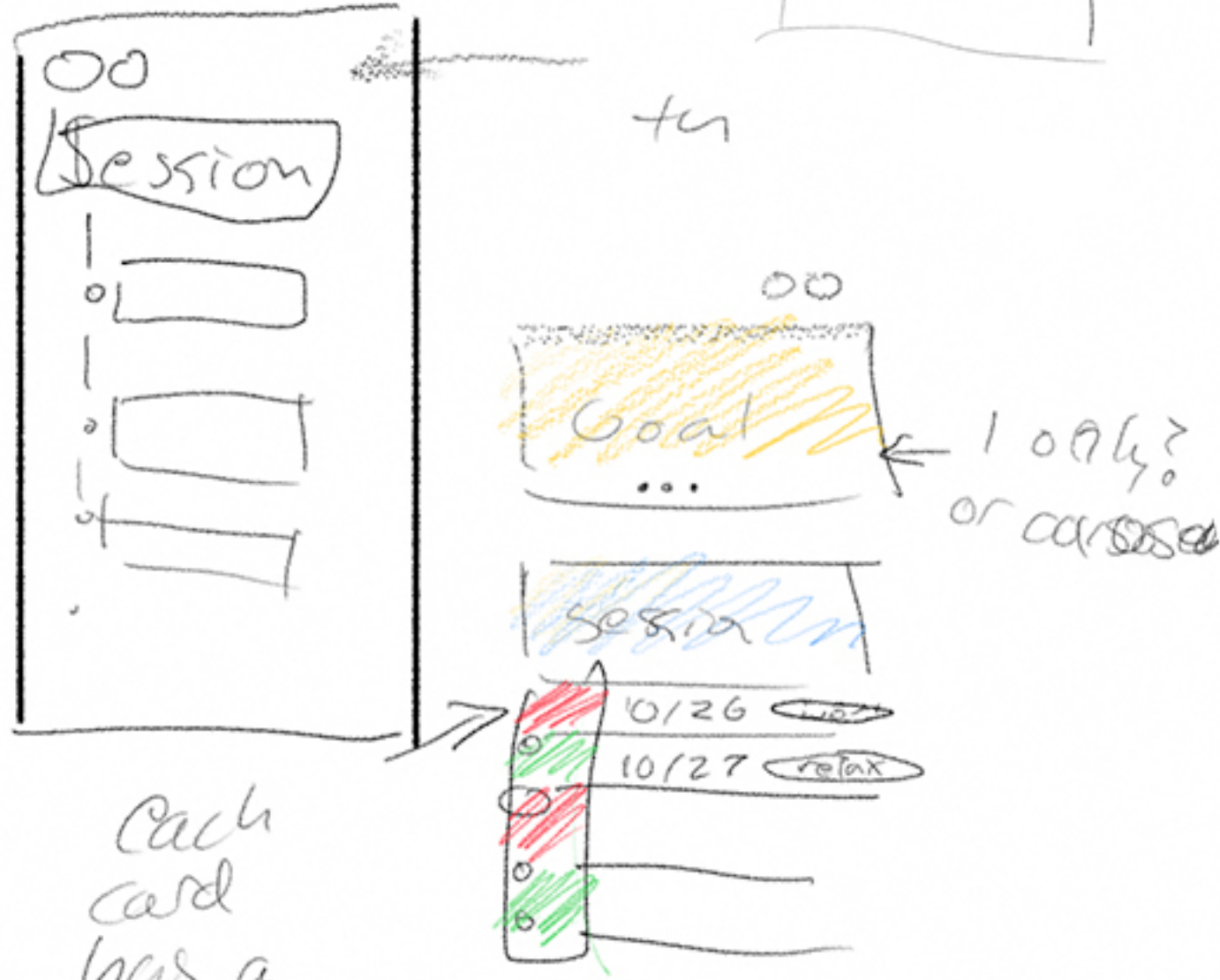
CBT Template



Noah Herman
Anxiety OCD
triggers
Symptoms

look up onboarding feature

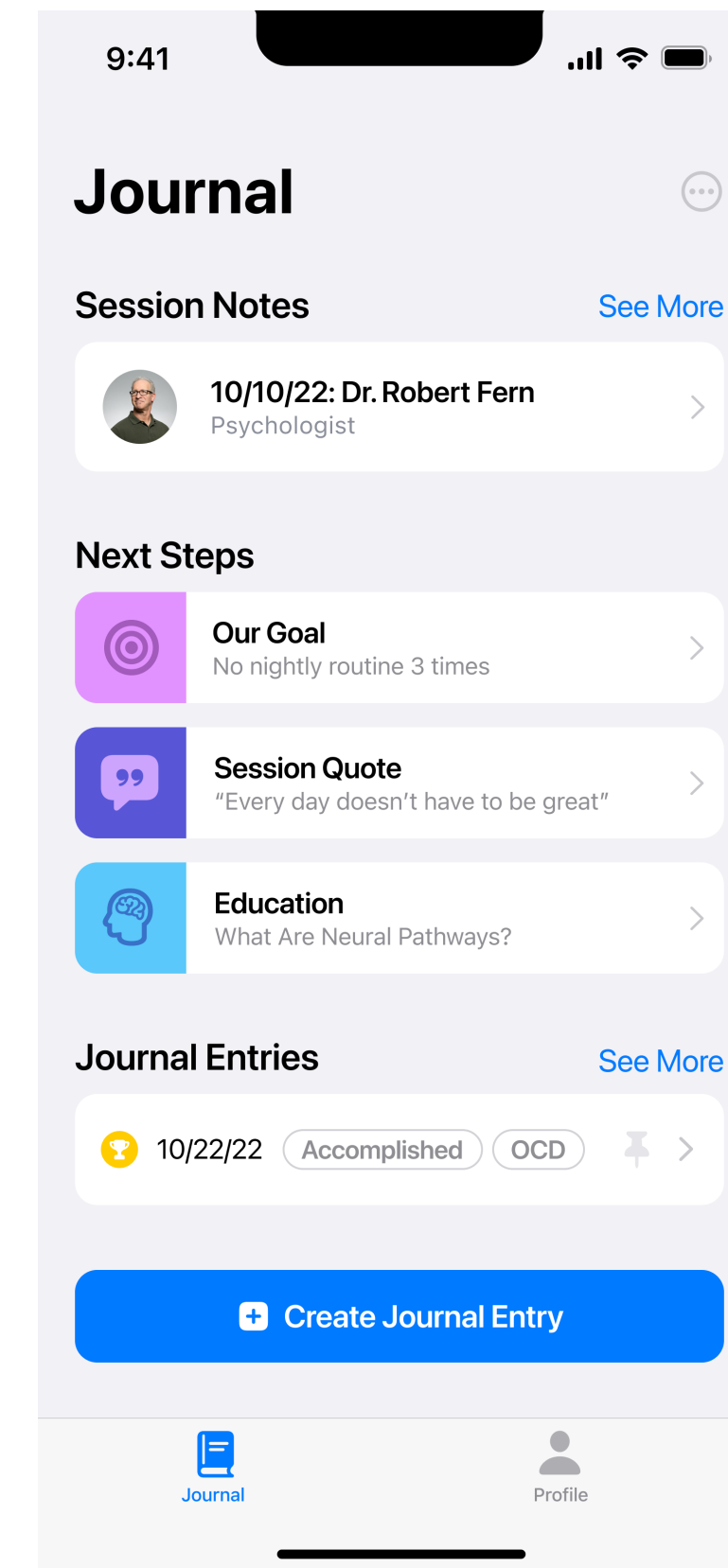
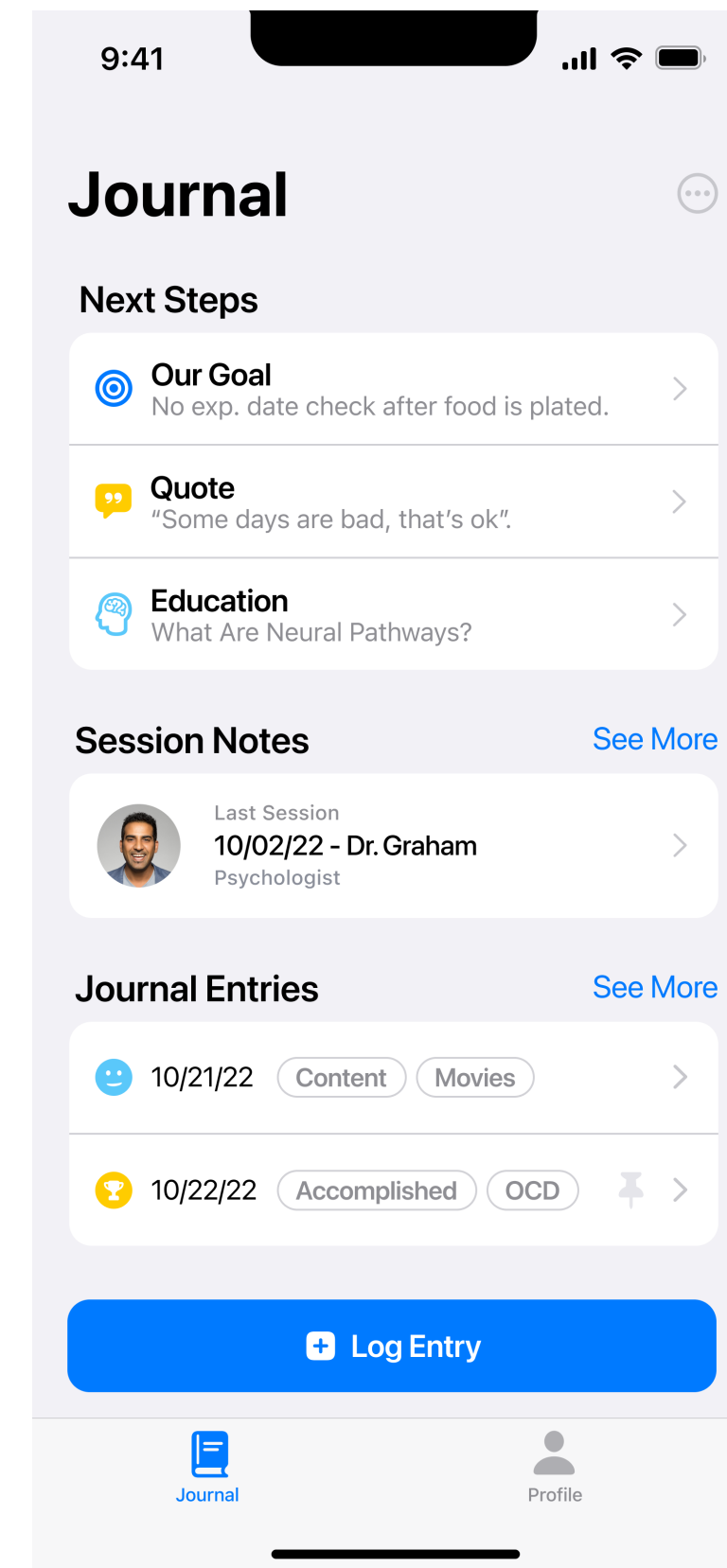
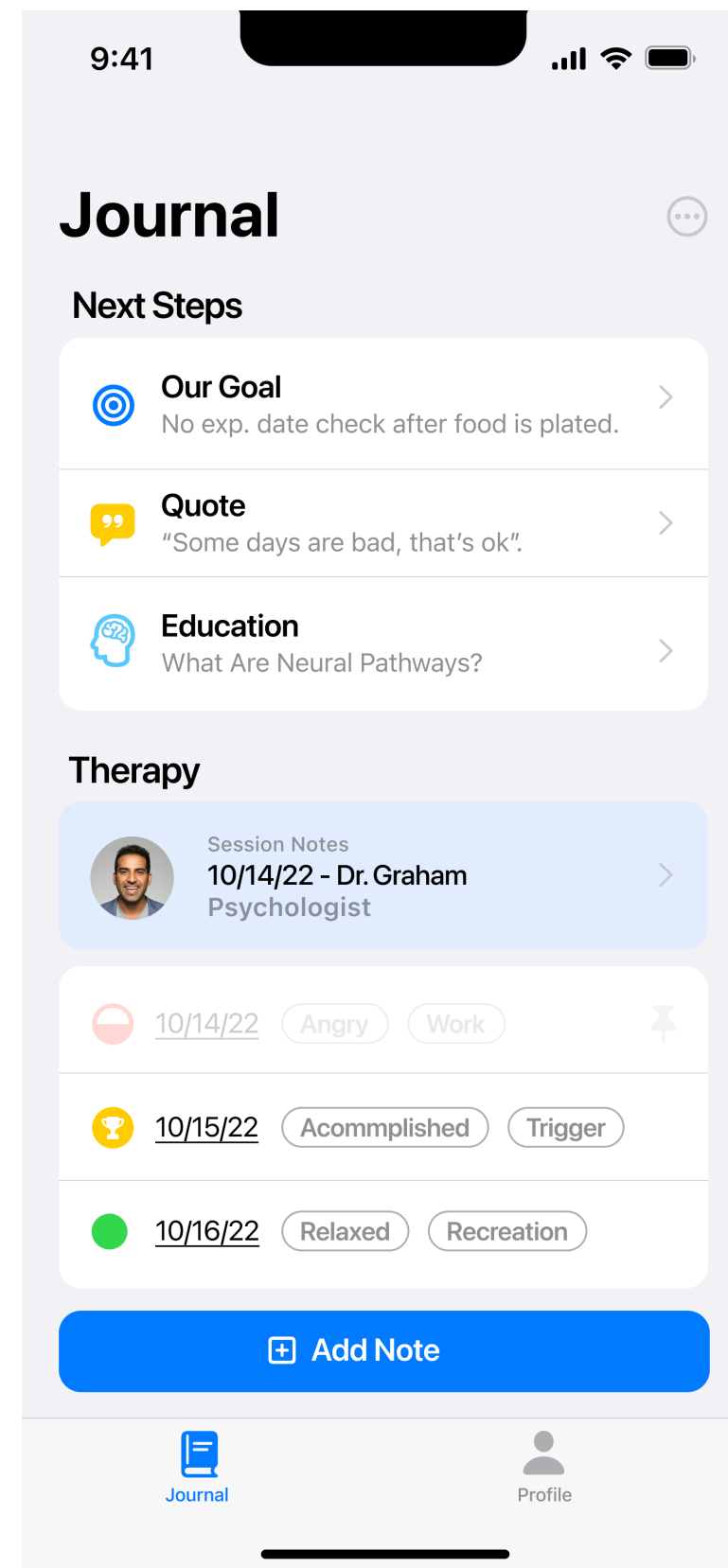
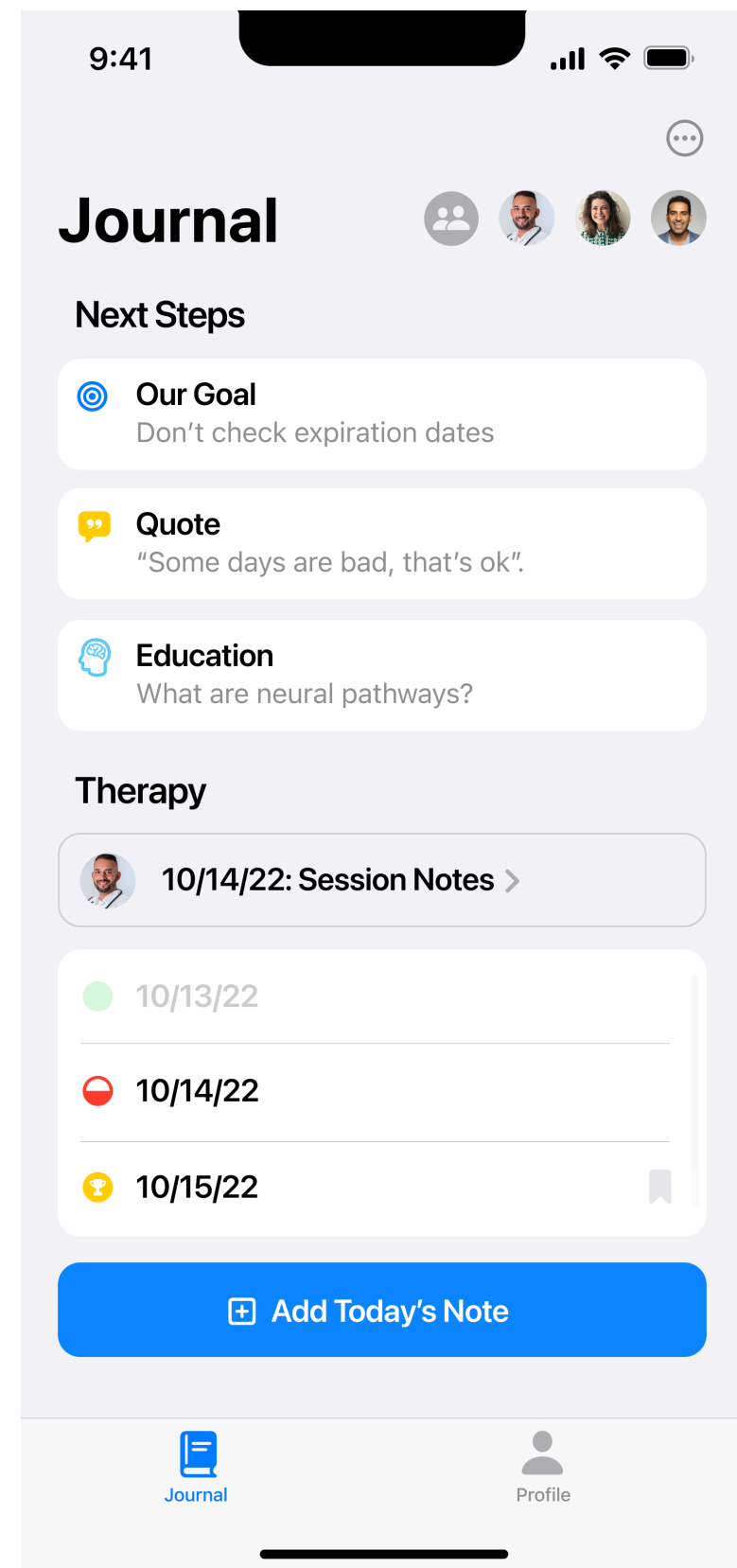
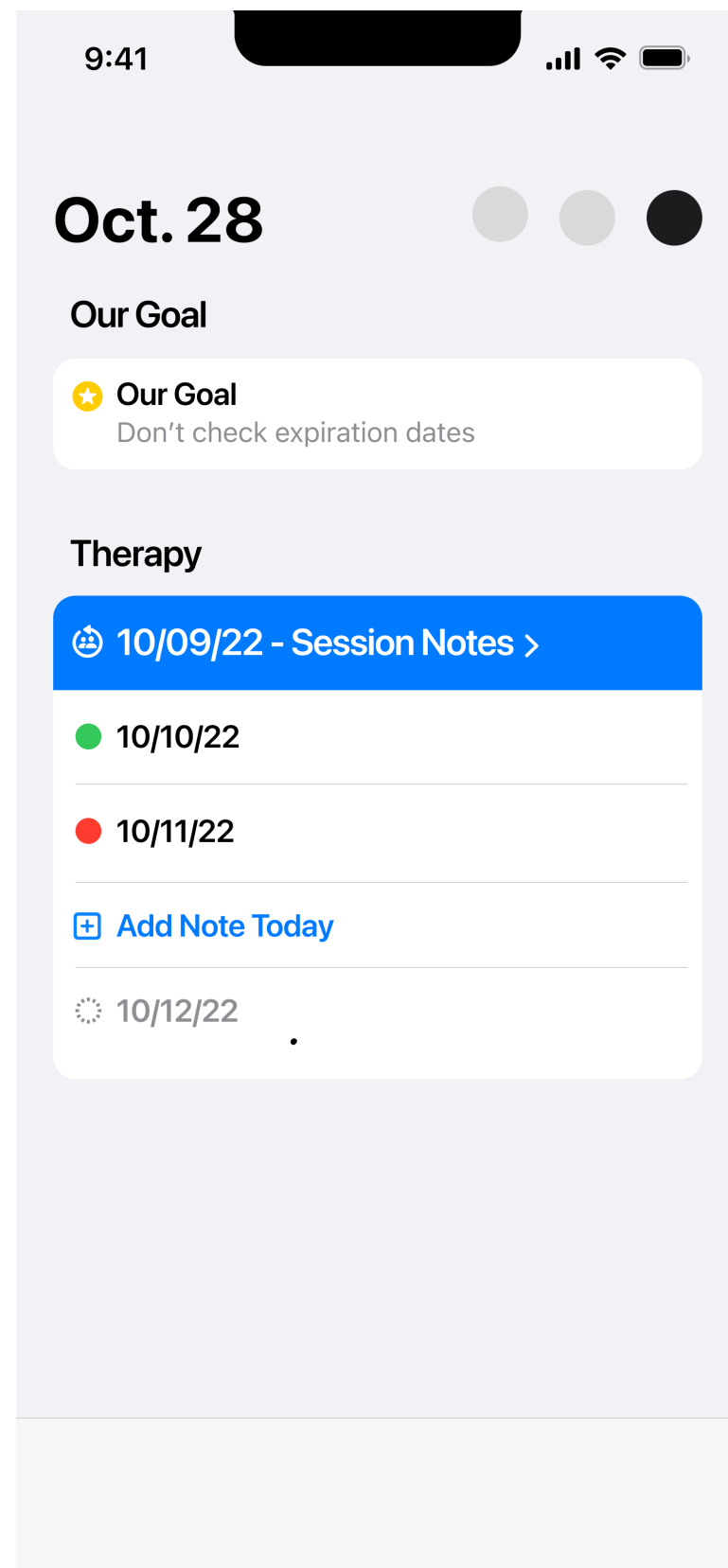
do you show the goal?



notes app not vicer

each card has a templated note -> what if you do CBT then PTSD

DBT



Testing

Test 1 Cohort

Naming conventions
Poor Interactions
Journal Entries

Test 2 Professional

Pattern recognition
Time Constraints

Test 3 Professors

Color
Consistent Headers
Cognitive Load

Test 4 Surveyed Patients

No Affirmations
Pick Template Before
Prototype Constraints
Session Notes
Next Steps

Testing

Test 1
Cohort

Naming Conventions
Poor Interactions
Journal Entries

Test 2
Professional

Pattern Recognition
Time Constraints

Test 3
Professors

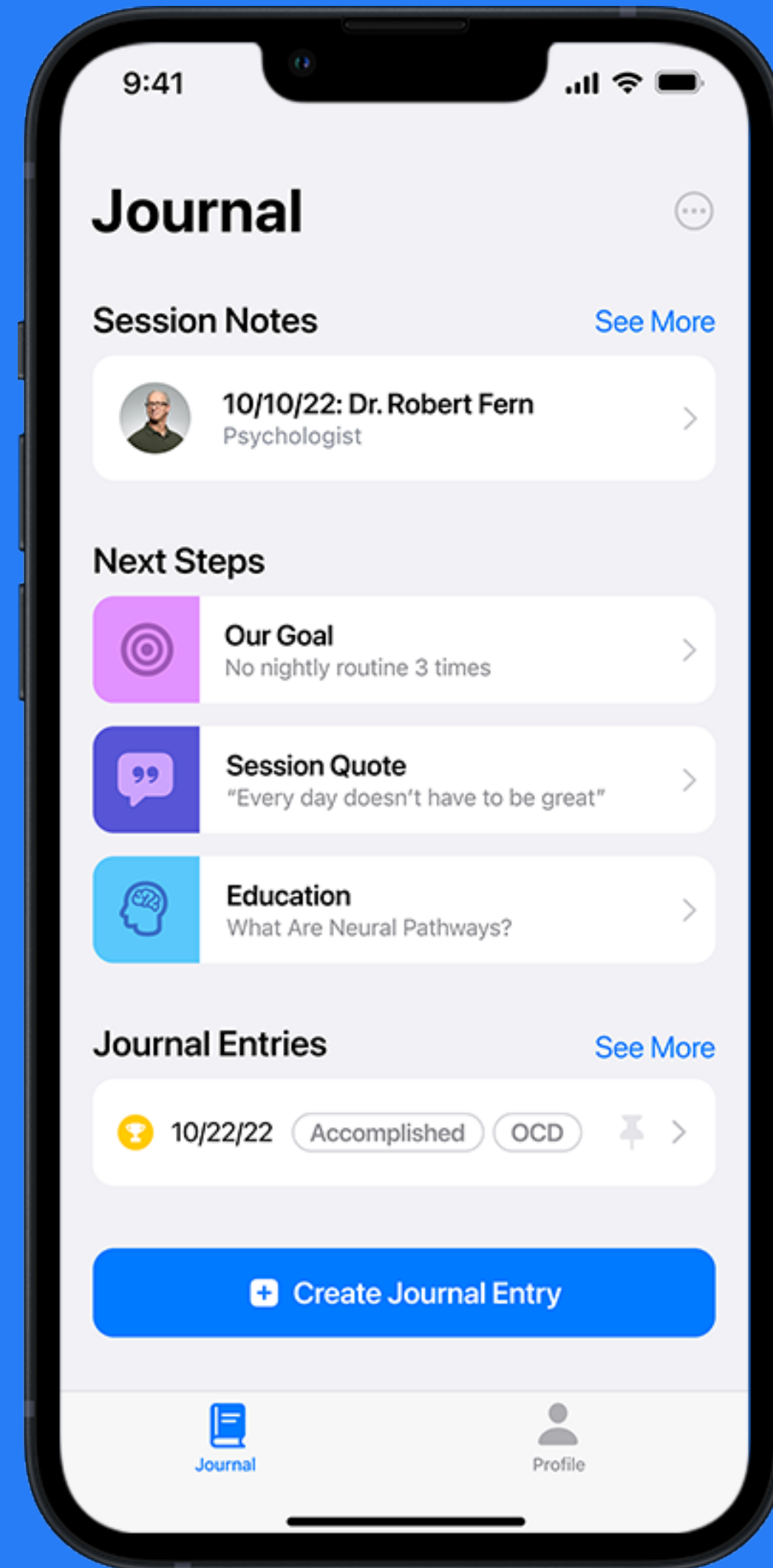
Color
Consistent Headers
Cognitive Load

Test 4
Surveyed Patients

No Affirmations
Pick Template Before
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Next Steps



Prototype



Next Steps

- Grab a wider user testing audience
- Understand Technical Requirements
- Understand Legalities
- Craft a real business model
- Tackle the next phase

Focus:

Phase 1 Patient

 Shareable Journal

 Session Notes

 Next Steps

 Profiles

 Education

Phase 2 Professional

Notes Translator

CMS

Patient Profiles

Messaging

Scheduling

Phase 3 Access

Telehealth Portal

Practice Features

Group Therapy

More Templates

Phase 4 Expand

Physical Therapy

Other Therapy

Learnings

- + Design systems rock
- Use a scheduling program
- + A lot of desk research
- + Surveys can save time
- + Keep refining your problem
- + Animations helped me tell my story
- + Users solve these problems already
- Put findings right in a presentation
- Organize consistently

Thank You