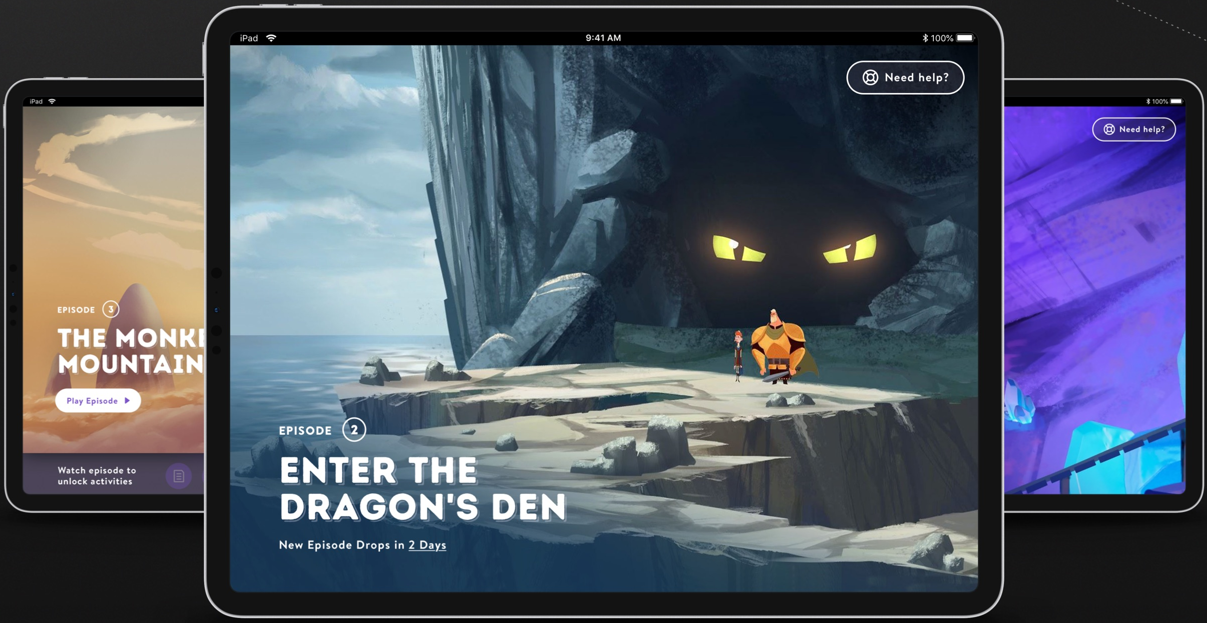
TRISTAN
DWYER

Watch Your Medicine

How we created a prescription digital anxiety treatment for children, that kids actually want to use… in six months. Enter, ***Project Wonder***.



Project Wonder Screenshots

A Big Problem – and an Even Bigger Opportunity

Anxiety disorders are the most common mental illness in the U.S. – affecting roughly 20% of the population each year. While proven treatments like Cognitive Behavioral Therapy (CBT) have been around for years, only a small portion of those with anxiety ever receive treatment due to a myriad of problems – most importantly low compliance that leads to poor clinical outcomes.

Others have tried to make CBT fun, but kids live in the world of Netflix, YouTube, and TickTock. They are constantly interacting with engaging content, while healthcare is so bad in comparison. It doesn't have to be this way. Our vision for solving this problem was a new class of prescription digital medicine delivered through captivating cinematic content. Something that patients actually look forward to using.

The Team and My Role

I served as the product design lead – tasked with bringing the vision of a new therapeutic to life. The design team included myself and another designer, along with a few specialized freelancers. I worked daily with my counterparts in engineering, product, and company leadership, to plan and execute the development of the product from conception to clinical trial.

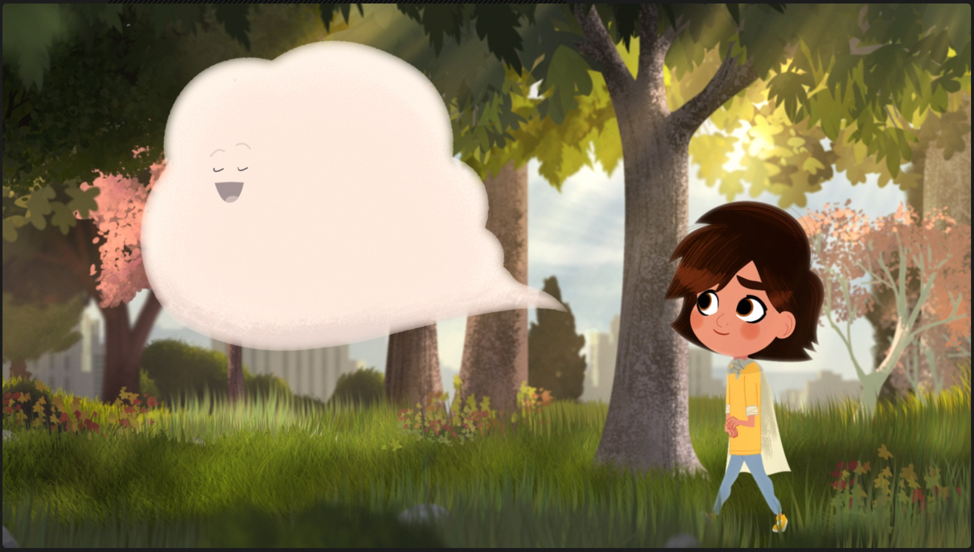
In addition to strategy and planning, I led and coordinated all hands-on design work – including high-level and detailed user flows, rapid prototyping, interaction design, art direction, UI design, and collaborating with engineers. I also worked closely with our research lead to plan and execute user testing, and led some user testing sessions myself.

Key Contributions– Identifying an MVP While Short on Time

In order to raise the funds needed to kickstart the full vision we needed to get clinical data. We identified the fall of 2019 as the target date for a clinical trial. This timing was critical to get the data we needed.

Outside of design execution, I personally contributed to the overall direction of the product and company operation in two significant ways.

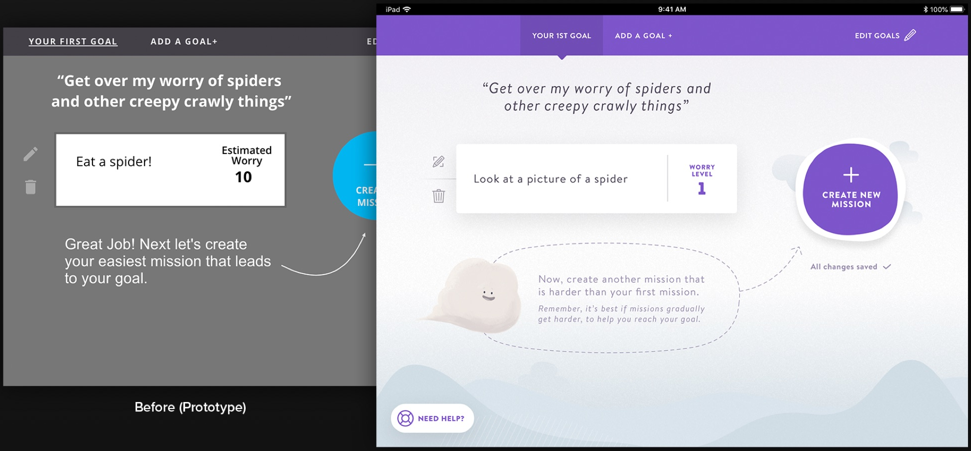
Original show artwork created by Hornet animation studio.



1. Leveraging my Background in Animation

We found our plan of creating content with a media partner would take too long. I suggested short-form animation as the primary content, and we wound up working with an animation studio. This allowed us to move much faster, and eventually became the crux of our experience.

Before and after weaving the story/characters throughout the app.



"Get over my worry of spiders and other creepy crawly things"

Eat a spider!

Great Job! Next let's create your easiest mission that leads to your goal.

"Get over my worry of spiders and other creepy crawly things"

Look at a picture of a spider

Now, create another mission that is harder than your first mission.

Remember, it's best if missions gradually get harder, to help you reach your goal.

Before (Prototype)

After (User Interface Design)

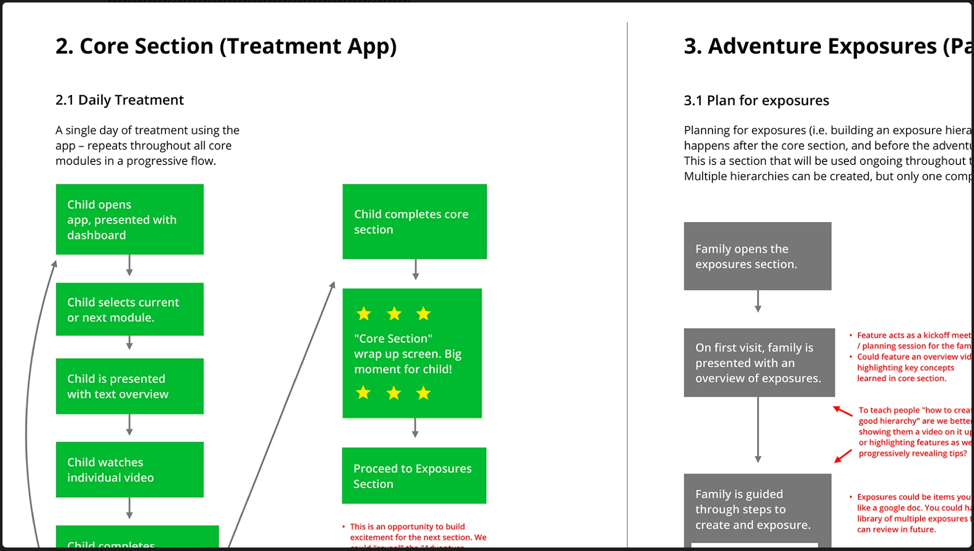
2. Extending the Story

The first half of treatment teaches users via the animated stories. The second half requires the user to create exposures (exposure therapy), which is where most patients drop out of traditional CBT. To combat a tedious portion of the treatment, I began incorporating characters and narration from the stories into this portion of treatment. This was received extremely well in user testing, and became a key approach throughout the application.

How We Got There – The UX Design Process

We were lucky to develop partnerships with doctors from Johns Hopkins, and Duke University. At a number of points I was able to pick their brains about what challenges they see when dealing with anxiety patients. We also began running a comprehensive ethnographic study to get deeper qualitative data. Armed with those insights, I was able to work closely with our Chief Product Officer, CEO, and engineering and clinical leads, to plan out an early version of our product.

High level product experience flows



2. Core Section (Treatment App)

2.1 Daily Treatment

A single day of treatment using the app – repeats throughout all core modules in a progressive flow.

Child opens app, presented with dashboard

Child selects current or next module.

Child is presented with text overview

Child watches individual video

Child completes

Child completes core section

★ ★ ★ "Core Section" wrap up screen. Big moment for child! ★ ★ ★

Proceed to Exposures Section

- This is an opportunity to build excitement for the next section. We

3. Adventure Exposures (Pa

3.1 Plan for exposures

Planning for exposures (i.e. building an exposure hiera
happens after the core section, and before the adventu
This is a section that will be used ongoing throughout t
Multiple hierarchies can be created, but only one comp

Family opens the exposures section.

On first visit, family is presented with an overview of exposures.

- Feature acts as a kickoff meet
/ planning session for the fam
- Could feature an overview vid
highlighting key concepts learned in core section.

To teach people "how to creat
good hierarchy" are we bette
showing them a video on it u
or highlighting features as we
progressively revealing tips?

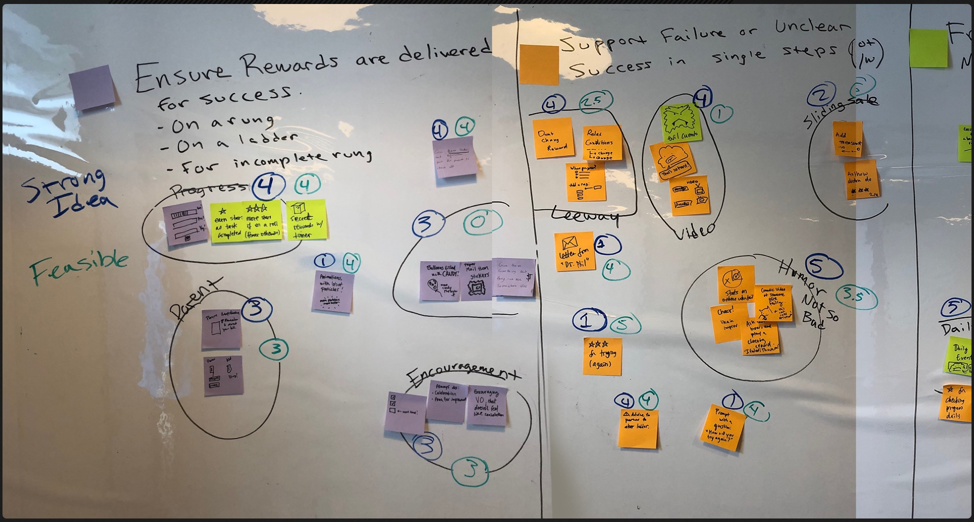
Family is guided through steps to create and exposure.

- Exposures could be items you
like a google doc. You could ha
library of multiple exposures
can review in future.

1. High Level User Flows

I began by working on a comprehensive set of user flows, that outlined a journey through using our product at a bird's eye level. This allowed us to plan how we would tackle designing different portions of the treatment over the next several months.

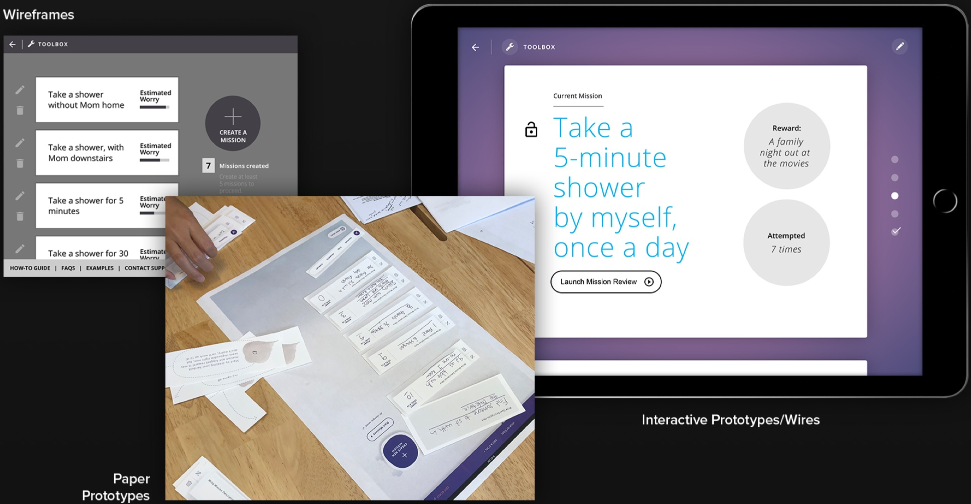
We generated ideas – then ranked them by strength and ease of implementation.



2. Ideation Sessions

For each portion of the treatment I led early ideation sessions to identify ways to tackle the problems we'd uncovered. I'm a big believer that no one has a monopoly on creativity, and was able to source ideas from the wider team. Typically this involved a lot of whiteboarding and sticky notes, and included everyone from data scientists, to clinical staff, to engineers.

Detailed user flows, wireframes, and prototypes. Created by hand, in UX Pin, and with HTML / CSS / Javascript.


TOOLBOX
Take a shower without Mom home
Estimated Worry
Take a shower, with Mom downstairs
Estimated Worry
Take a shower for 5 minutes
Estimated Worry
Take a shower for 30
CREATE A MISSION
7 Missions created
HOW-TO GUIDE | FAQS | EXAMPLES | CONTACT SUPP
TOOLBOX
Current Mission
Take a 5-minute shower by myself, once a day
Launch Mission Review
Reward:
A family night out at the movies
Attempted
7 times

Wireframes

Paper Prototypes

Interactive Prototypes/Wires

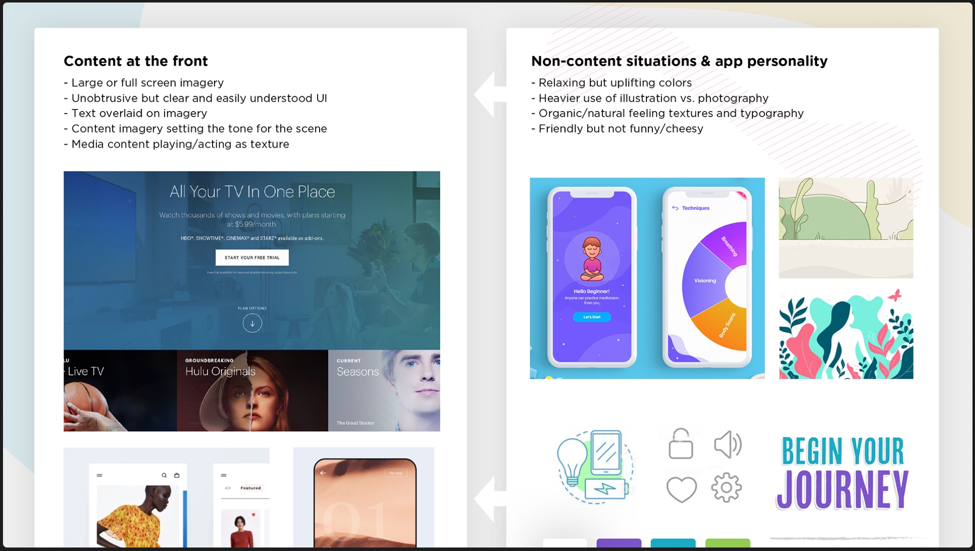
3. Wireframing and Prototyping

Coming out of our ideation sessions, we moved into more detailed user flows and wireframes – spec'ing out specific functionality, rules, and processes a user would encounter while using the treatment.

We spent a lot of time prototyping and running user testing sessions. This included paper prototypes, clickable wireframes, and low-fi hand-coded prototypes. I partnered with our research lead to plan both high level testing strategy and week-to-week testing sessions. Some features we nailed early on, while others were completely redesigned based on key insights we found.

How We Got There – The UI Design Process

After, (and in parallel), to working on the UX, we began working on the UI. The child audience has anxiety, but they are digital natives and otherwise typical 8-12 year olds. I spent a lot of time researching what they interact with on a daily basis, such as Nick, Netflix, Cartoon Network, YouTube, TickTock etc.



Content at the front

- Large or full screen imagery
- Unobtrusive but clear and easily understood UI
- Text overlaid on imagery
- Content imagery setting the tone for the scene
- Media content playing/acting as texture

Non-content situations & app personality

- Relaxing but uplifting colors
- Heavier use of illustration vs. photography
- Organic/natural feeling textures and typography
- Friendly but not funny/cheesy

All Your TV In One Place
Watch thousands of shows and movies, with plans starting at $5.99/month
START YOUR FREE TRIAL
Live TV
GROUNDBREAKING
Hulu Originals
CURRENT
Seasons
Hello Beginner!
Techniques
Breathing
Visioning
Body Scans
BEGIN YOUR
JOURNEY

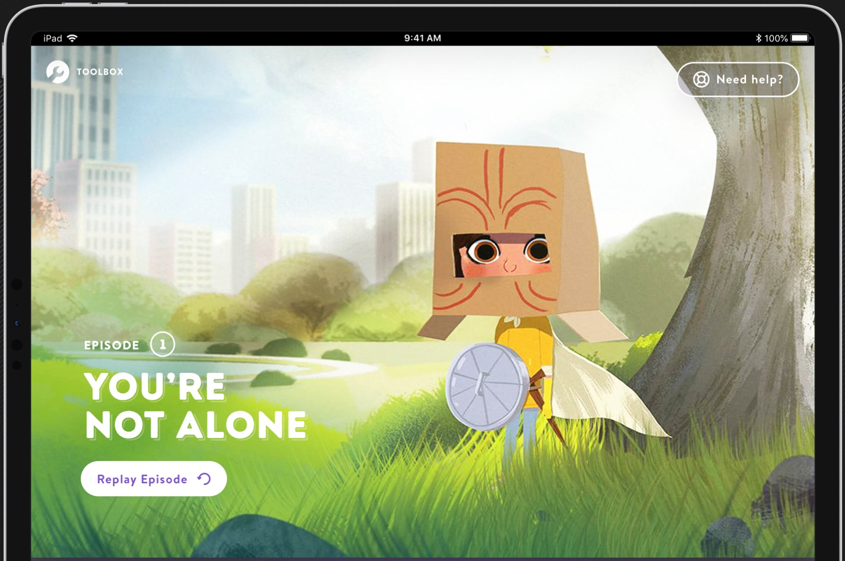
1. Developing our Unique Style: Moodboards

I started by creating moodboards, exploring sample UI, illustration, typography, and photography styles. We identified two “styles” that would live in harmony – one was focused on video content, and the other non-video content. With a dual audience of users and their parents, the design needed to feel modern and trustworthy as a clinical treatment, but still organic, fun, and relaxing.

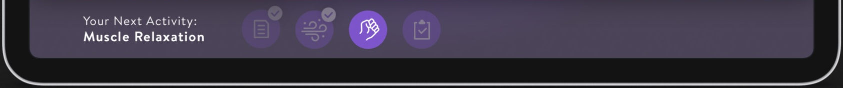
2. A Comprehensive UI

As we worked through user testing and wireframes we moved into UI design. Myself and another designer worked on separate pieces in parallel, convening often to ensure our design was aligned across the entire application.

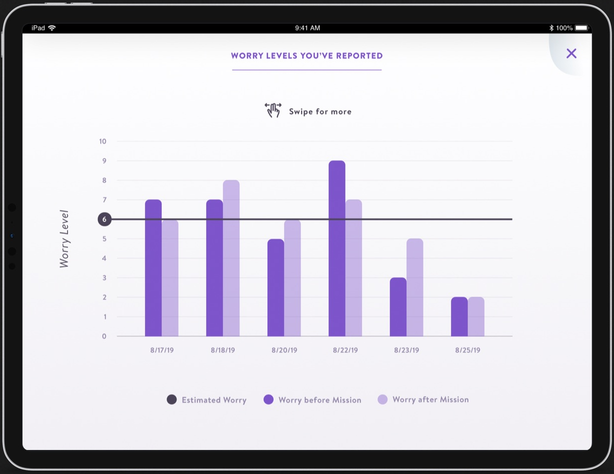
Special care is needed to create an experience for anxious users. I researched how anxiety affects users’ interactions with products, including a great talk from an anxious user herself. We infused subtle techniques throughout the application to avoid triggering anxiety.



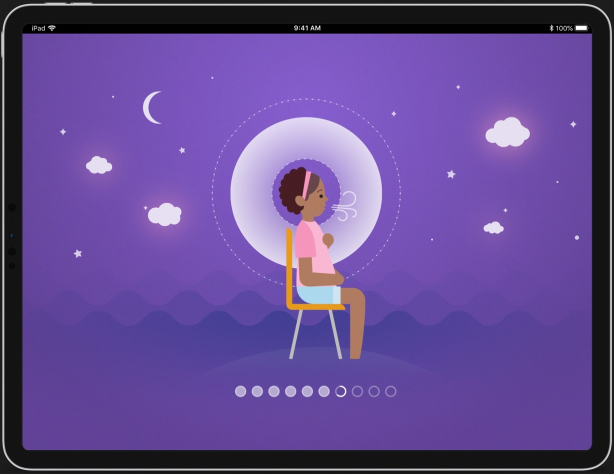
iPad
9:41 AM
100%
TOOLBOX
Need help?
EPISODE 1
YOU’RE NOT ALONE
Replay Episode


Your Next Activity:
Muscle Relaxation

Core Educational Experience


iPad
9:41 AM
100%
WORRY LEVELS YOU'VE REPORTED
Swipe for more
Worry Level
10
9
8
7
6
5
4
3
2
1
0
8/17/19
8/18/19
8/20/19
8/22/19
8/23/19
8/25/19
Estimated Worry
Worry before Mission
Worry after Mission

Treatment History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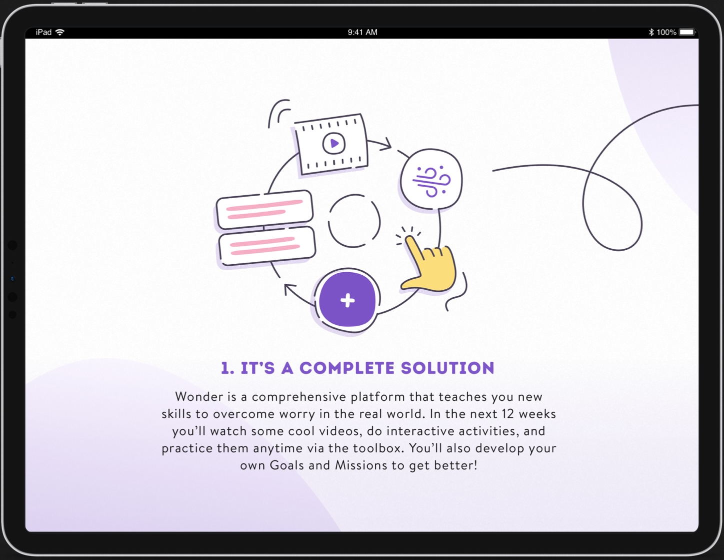
Deep Breathing Training and Practice Guide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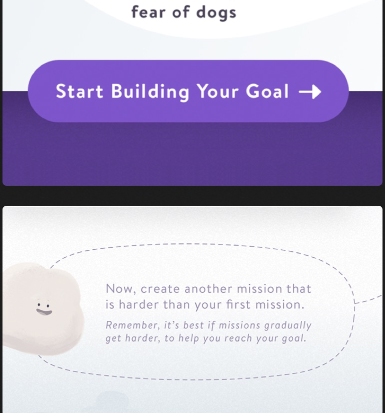
1. IT'S A COMPLETE SOLUTION

Wonder is a comprehensive platform that teaches you new skills to overcome worry in the real world. In the next 12 weeks you'll watch some cool videos, do interactive activities, and practice them anytime via the toolbox. You'll also develop your own Goals and Missions to get better!

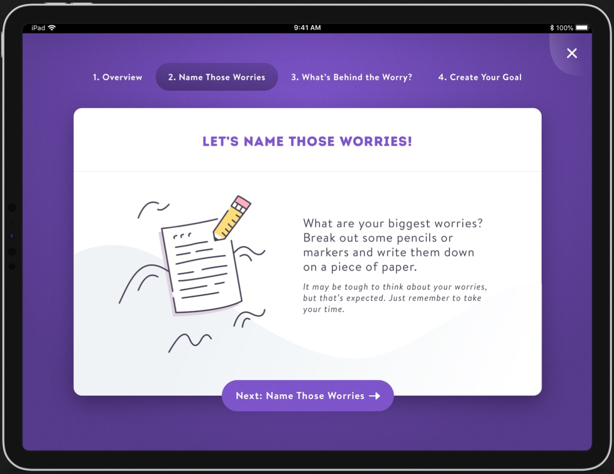
Onboarding Experience


Get over my
fear of dogs
Start Building Your Goal →

Now, create another mission that is harder than your first mission.

Remember, it's best if missions gradually get harder, to help you reach your goal.

Inclusive design for users with anxiety


iPad
9:41 AM
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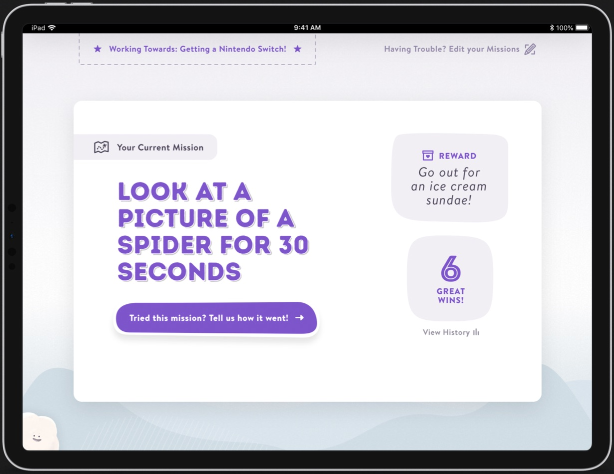
1. Overview
2. Name Those Worries
3. What's Behind the Worry?
4. Create Your Goal
LET'S NAME THOSE WORRIES!
Next: Name Those Worries →

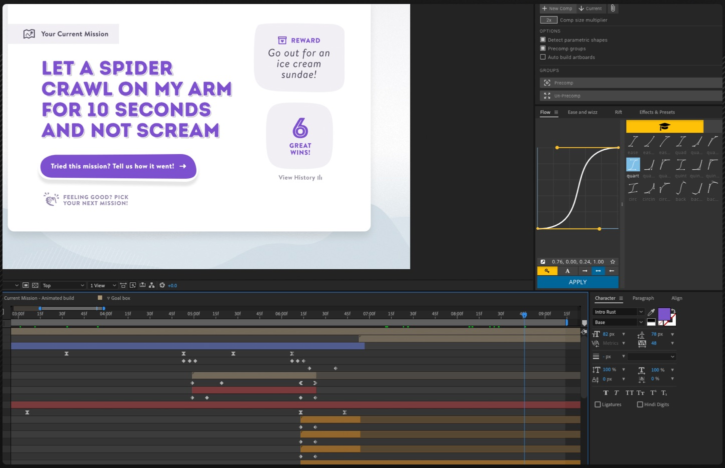
What are your biggest worries? Break out some pencils or markers and write them down on a piece of paper.

It may be tough to think about your worries, but that's expected. Just remember to take your time.

Goal Creation Workflow


iPad
9:41 AM
100%
★ Working Towards: Getting a Nintendo Switch! ★
Having Trouble? Edit your Missions
Your Current Mission
LOOK AT A PICTURE OF A SPIDER FOR 30 SECONDS
Tried this mission? Tell us how it went! →
REWARD
Go out for an ice cream sundae!
6
GREAT WINS!
View History

Current Mission Dashboard (Exposure Hierarchy)


Your Current Mission
LET A SPIDER CRAWL ON MY ARM FOR 10 SECONDS AND NOT SCREAM
Tried this mission? Tell us how it went!
FEELING GOOD? PICK YOUR NEXT MISSION!
REWARD
Go out for an ice cream sundae!
6
GREAT WINS!
View History
Flow
Ease and wizz
Rift
Effects & Presets
0.76, 0.00, 0.24, 1.00
APPLY
Current Mission - Animated build
Character
Paragraph
Align
Intro Rust
Ligatures
Hindi Digits

3. Polished Interaction Through Animation

Our users are savvy, and have a high bar for quality. To maximize our impact in early clinical trials, we needed to ensure that our product felt as polished as it could given time constraints. I worked with engineering closely on all implementation, but prioritized key areas where animation would help with comprehension of the UI, and elevate the perception of the product.

I mocked up interactions in Sketch, transitioning to After Effects, and finally using Lottie to generate files our dev team could easily implement. For areas that couldn't easily be translated directly from design, I sat with the engineers to tweak the app until the interaction felt intuitive and smooth.

The real user testing begins

After months of hard work we managed to get an early product locked down, and into our first clinical trial. A number of patients have been enrolled in the trial, and recruitment is ongoing. Results come in on a rolling basis, so we'll have a better idea of how effective our treatment is early in 2020. In the meantime, we're continuing to iterate upon features based on user testing, and areas we'd like to further expand.