LONDON MINDS

This booklet was originally produced to present process, purpose and insight of the "alpha phase" of the London Digital Mental Wellbeing Service project, to support the presentation to the Steering Group committee on Thursday 29 June 2017, by Kumar Jacob - Mindwave. It has since been revised. 01 August 2017.

Contents

Londoners want to improve and maintain a good state of mental wellbeing through self-management.

The purpose of this statement was to define our primary goal, and now allows us to continuously check-in with all that we are doing to ensure that we are working consistently towards our end goal. This statement has been - and will continue to be - validated with extensive user research as documented in the pre-alpha and alpha phase reports by both Mindwave Ventures and Fresh Egg.

How will the digital service work?

01

At its most basic, this service must **facilitate a journey.**

A .... **B**

As we start to build layers upon this rudimentary idea, the service becomes more complex, more intuitive and infinitely more useful.

For example, we know that we could direct all of our users straight from a Facebook advertisement (A) to a clinically moderated, evidence based forum (B).

02

How do we develop **relevance**?

We know that users need different things, at different times, delivered in different ways. Throughout alpha phase we began defining what this means for individual users and why.

We will be able to track user interaction and responses, but in this first instance particularly, there are other things we will need to ask users to tell us.

Some of the fundamental things we already know, and need to find out, that will ensure relevance:

- Where users are online / offline - we know this and we will go and find them
- How they have come to the service
- What issue they are looking for help with
- The cause of the issue that they are having
- The type of support / information they are looking for
- The type of support / information they need
- The level of commitment they are willing to give
- Their readiness for change
- Their demographic information / socio-economic status

A ·······X·········X·········X·········· B ······X·······X······ B

03

The service **works harder** so users don't have to.

We want the user journey to be seamless; get users from A to B with as little work on their part as possible. This means that the service needs to work harder.

Identifying, tracking and analysing a multitude of user behaviours and actions throughout their journey to, within, and beyond the service means that we can continuously develop and evolve the service to become more intuitive earlier in the journey.

A

At point A we will know:
- where are users online?
- where they have been prior to point A?
- where are they offline?
- what time is it?
- what day of the week is it?
- has there been a specific trigger or a prompt for them to find the service?
- are they looking for information for themselves?
- are they looking for information for someone else?
- have they visited the service before?
- have they engaged in any other channels?

Whilst moving them from A - B, we will know:

- what is directing them to the service
    - organic search
    - online advertising
    - offline advertising
    - social media
    - recommendation, from whom
- whether one of these methods is more effective at driving traffic than the others and why
- whether time / location affect this

At point B we will know:

- what do they do when they get to the service?
  - filter content?
  - read content?
  - like or dislike content?
  - go offsite?
  - give feedback?
  - how long do they stay?
  - do they come back?
  - how do they navigate the site?
- what is their ultimate goal?
- what is a "successful" journey for an individual?

___

Where is B?

B could be a clinically moderated forum
B could be a CBT programme
B could be **all of these things:**

B

Sleep diary
Keep a sleep
diary

Sports/Exercise
Football
Yoga

Environment
Noise
Light

Sleep routine
Stick to routine
Wind down

Medical
Investigations
by GP

Lifestyle
Meditation
Visualisation

Psychological
Stimulus control
CBT

Workplace Change
Shift Pattern

Hypnotherapy
Sleep music
Hypnotherapy

Product
Pillow spray

Medication
Sleeping tablets
Asthma meds

Religious
Recite phrases

Peer to peer
NHS related

Sleep Clinic
Sleep centres

Tips
Read books
Napflix.tv

Diet and Supplements
Bananas
Melatonin

Devices/ Technology
WiFi Lightbulbs
Earplugs

Apps
Sleep Genius
Sleepio

Humour
Memes
Quotes

Counselling
Bereavement
counselling

An "end to end" user journey

I am...

Anxious +   **Lonely** +

Not sleeping ✓   **Stressed** +

Something else? Enter a word or phrase...

Search

Showing 22 results about **not sleeping**

Filter

Reddit - Sleep forum
https://www.reddit.com/r/sleep/

Community   Sleep-deprivation

A "subreddit" for sleep related discussion. Discussions may be

reddit ⌄　　　　　✏ 🔍 ☰
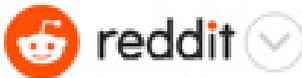
r/sleep · 1d · u/nh2901

Can you sleep too deeply??

💬 1 Comment　　　　　··· | ⬆ 2 ⬇

r/sleep · 1d · u/GalaxyDaisy

Waking up stiff

💬 No Comments　　　　··· | ⬆ 3 ⬇

r/sleep · 1d · u/HouseofPain1

This 'sleep calculator' will tell you exactly when to go to bed for the perfect night's sleep

💬 1 Comment　　　　　··· | ⬆ 0 ⬇

r/sleep · 1d · u/Gman2678

I've have been having very long and vivid dreams in which I can feel pain. How can I stop these?

💬 No Comments　　　　··· | ⬆ 3 ⬇

r/sleep · 1d · u/drekiaa

How Reliable is Fatigue to Healthy Sleep?

💬 1 Comment　　　　　··· | ⬆ 1 ⬇

r/sleep · 2d · u/DarXItachi

We see that you recently visited

REDDIT SLEEP FORUM

https://www.reddit.com/r/sleep/

how was it?

👍 39   👎 6

How is the service being developed?
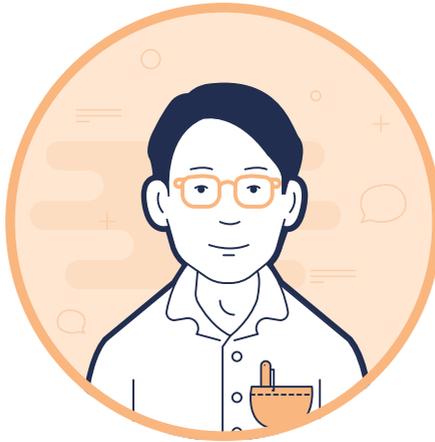
User research

—

Extensive user research has been commissioned by a number of organisations, each with their own specialist area of expertise. This research has been presented to the expert working group and has been collated and analysed by Mindwave Ventures to create a strong and validated foundation on which to build this digital service – a service based firmly on user behaviour and need.

Livework

Work they did: discovery report
Experts in: discovery & research

Fresh Egg

Work they did: reports on "wellbeing" and "sleep" -
Experts in: online behaviours, search, data tracking
and analysis

Pulsar

Work they did: Facebook trends report
Experts in: research & insights

Brandwatch

Work they did: deep dive into Twitter, report on online
trends around mental health.
Experts in: Twitter and analysing online trends

Uscreates

Work they did: brand development (visual & content)
Experts in: design consultancy specialising in healthcare

Identity

—

All aspects of the service will evolve and adapt with user feedback and testing: this includes visual identity and tone of voice.

In order to establish a working identity, we initially followed a visual mapping exercise, involving consumer and competitor research and analysis - and also carried out some initial guerrilla testing within our networks.

We are also following some basic principles:

Users need to be able to access the service without feeling shame, stigma, embarrassment – feelings which often come with mental health issues.

Although the first iteration of this service is focusing on men, aged 18 – 45 years old who are affected by sleep issues, this service must ultimately cater to all Londoners, regardless of their gender, ethnicity, age, and socio-economic status.

The tone of voice and content style guide is a continuing piece of work and is building upon previous work that has already been carried out and partially user tested for this project. The key criteria for the service is to be:

Inclusive: demonstrating that the London Wellbeing Service is for anyone who needs support in managing their everyday health

Friendly: talking to people in a supportive way that means something to them

Non-judgmental: providing support to people who need it regardless of background, circumstance or situation

Empowering: communicating with people in a way that inspires them to take action

Collaborative: demonstrating that we are working with Londoners to improve the health of London

Actionable: giving a clear and straightforward call to action at a time when it is needed

Non-clinical: providing information that people can trust in ways that are easily understood and that don't feel clinical

Trustworthy: provides information in a straightforward way. Is always factual and doesn't make any unsubstantiated claims, or use unnecessarily flowery language

We can ensure these criteria are met through clear processes, and can track and evaluate success through a multitude of user testing methods as well as analytics and social listening.

Build and process

—

We are using an agile project approach in order to focus on speedy design and development, thorough testing and feedback, and rapid iteration based on our findings.

These principles are particularly relevant in this alpha phase where we are able to be frank with users about the process and ask them direct questions, e.g. "What do you think could be improved?" "What additions would you like to see next?" "Which parts of the service did you find particularly useful and why?".

The process allows us to use the feedback to re-prioritise the work in the upcoming sprint, so that we are truly user-led and able to base decisions on user need - not our own agenda.

Test

Learn   Build

Discovery   Design & develop   Delivery

Identify user needs   *Multiple "sprints"*   *Roll out*

—   —

Cycle through build,   *Sustainability*
test & learn

—

User testing
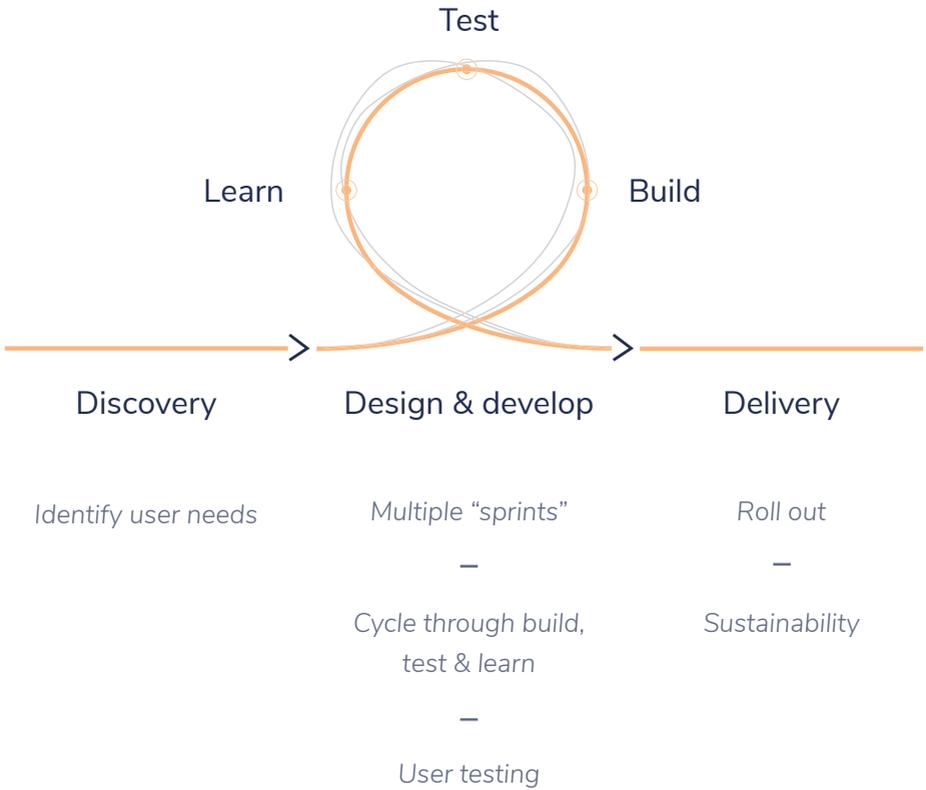
User feedback & analysis

—

One of the initial pieces of discovery work carried out by Mindwave Ventures was to research and identify those people within London who are more likely to experience low periods of mental wellbeing.

By building on this initial research, and working closely with other digital and marketing experts, we have created a comprehensive list of where potential users are both online and offline. This means that we can effectively target potential users and engage with them for feedback and analysis throughout the development of the service.

Using methods such as in-depth interviews, focus groups, usability testing, card sorting and information architecture mapping, as well as insight from other expert groups (the PHE Behavioural Insight Team and evaluation partner from Kings College London) the service can be tracked, mapped and analysed to ensure that it is meeting a number of qualitative and quantitative success criteria.

EAR
PROBLEMS

ENT
SPECIALIST
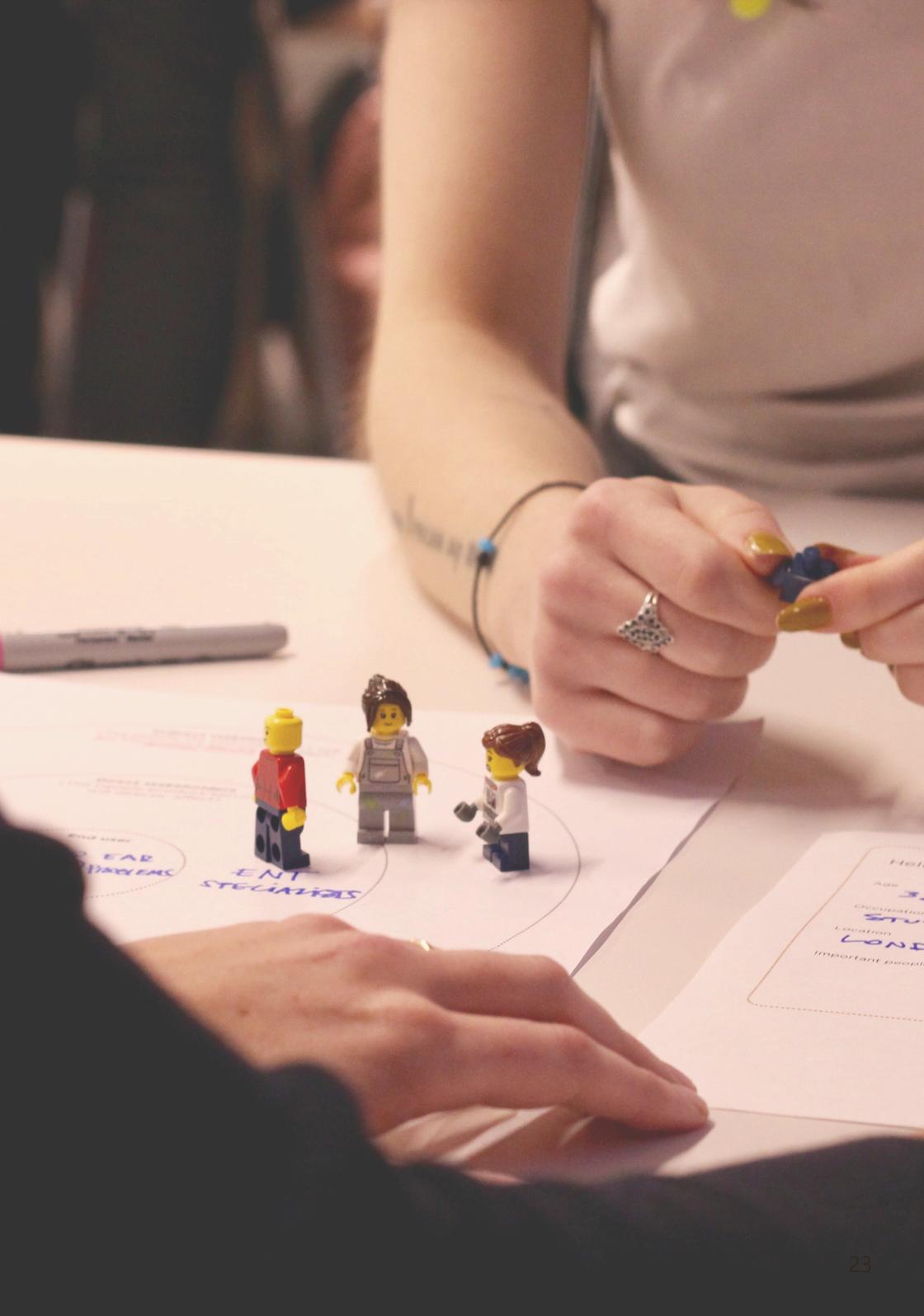
Hel
Age 3
Occupation
STU
Location
LOND
Important people

How has the service been tested?

Overview

- 50+ hours of user testing
- Users aged 21-45
- Range of ethnicities
- 70% male 30% female
- Mix of "service user" and "carer" personas
- Variety of socio-economic backgrounds

Areas tested

- User experience / journeys
- User interface
- Content
- Brand (visual identity / name / tone of voice)
- Functionality
- Market place / positioning

Methods

- In-depth 1:1 interviews (transcribed)
- 1:1 user testing (videoed)
- Workshops
- Questionnaires
- Surveys
- Card sorting
- Product Reaction Cards
- Google Analytics
- Tag Manager

Emerging insights

Language and terminology - "mental health"

People are open to "wellness" and still a little wary of "mental health".

"Health and happiness" is recognised as something that people are willing to work for - and self-manage.

The language and the framing of the platform is very important; we really must avoid "mental health" - and even _mental_ wellbeing.

People are talking about "mental health" more. In particular, within younger generations it is becoming more accepted, yet across older generations it is not widely understood.

"Anxiety" seems to be something that people are more comfortable talking about than other issues. A working assumption is that other things may be seen to be a personal failure. (To be validated.)

Everyone is on their own individual journey, and what works for one will not necessarily work for the other - this includes language.

Using "sleep" as an entry point

Sleep is easier for people to talk about than, for example, depression or loneliness.

Talking about poor sleep and the impact it can have on your life reduces stigma and blame: it focuses the issue as a part of day-to-day life. It makes it more objective and less emotional.

It is easier for men to view their issues in this way and place blame on lack of sleep rather than any other contributing factors i.e. mental health.

Many people suffer from poor sleep (as shown by the number of research participants), and this a good starting point to wellness. It's a good soft introduction into mental health.

Proof of concept

The service is already deemed to be useful in alpha phase - highlighting useful and relevant content to users.

Participants liked that London Minds was offering different solutions and didn't shout about 'mental health'.

Despite the prototype status, the potential is clear to users and they can see how the value of the service will continue to grow.

Users who have been through counselling/CBT, have been prescribed anti-depressants, or have had a clinical diagnosis of anxiety or depression, try lots of different things to help themselves. It's personal journey and there is no one-stop-shop solution.

A mixture of holistic, medical, personal tips etc. gave breadth and the opportunity for people to discover what might work best for them.

Testing the alpha platform

UI - First impressions need to convey inclusivity and community without targeting specific demographics - this means choosing, testing and validating suitable images. (Images of London landmarks are not relevant for the users tested with so far.)

UX - It must immediately be clear what the purpose of the site is and how to use it. Videos are useful tools to assist with this, but simple, concise language is key.

Clear links and obvious calls to action help give the user an overview of what is available, and identify whether using the service is worth their time.

Content - The content must be clearly categorised and easily sorted in relevant ways - users assume relevance as default, but relevance is subjective.

Safety - Users must feel comfortable, safe, and anonymous using the site. Users need to be able to browse content without fear of judgement.

> 66 99 **It's a good first reaction. I think, obviously you get London element from it... It's not something that immediately screams mental health which I think is a good thing if people perhaps are looking at work.**

The service will be deemed to be more trustworthy if it is backed by an authoritative or medical body. For example, an NHS partnership indicates thorough research and evidence.

Content descriptions are so far seen to be impartial and objective - not authoritative or opinion based. Following this vein, any partnerships and the nature of those partnerships must be made clear to users. Users do not want "sponsored" content or advertising to be pushed to them.

> 66 99 **It's telling you everything that you need to know... the pros and cons is good, it's showing that it's impartial.**

Naming the service

https://www.gov.uk/service-manual/design/naming-your-service

"Picking the right name means that users can:

- find your service more easily when they search online
- understand what your service does and easily decide whether to use it

When to name your service

You should try to name your service by the end of the discovery phase."

The name you choose for your service is important to its success."

Finding names

1.0 Round one: brainstorm & testing

Mindwave Ventures and Fresh Egg (marketing agency) undertook a brainstorm using a number of proven techniques - described below - to come up with an initial long-list of names.

Perspectives

For this technique, we first defined the 'problem' e.g. 'find name for a service that helps Londoners with their mental wellbeing'.

Then we broke the problem down into a list of [usually] nouns and make lists for each, thinking about each from its own perspective. For example, "name", "service", "help", "London", "their", "mental" and "wellbeing" become columns with associated words added beneath.

Reversal

This technique takes a part of the problem, often from the list of words under the perspective exercise and then considers the opposite. For example thinking of "minds" - what about "bodies"? How can we achieve the same outcome by thinking about the opposite? London is noisy and cramped: what is the opposite? This leads to examples such as 'Headspace' and 'CALM'.

Suggestive or expressive

The Suggestive technique aims to evoke a positive brand experience. For example, when Jeff Bezos named his online

retailer "Amazon", he knew that the name was synonymous with 'enormous'. Amazon has become enormous! "Sunny Delight" is another example of this. What can we suggest about the product just with the name?

Meaningful

In this technique we looked to identify how the name describes - fairly literally - what the product is. The brand name needs to resonate with potential customers no matter when and where they encounter it. For example, "Kryptonite" bike locks and "Repel" insect repellent. What is the purpose of the product?

Imagery

This technique uses visually evocative words to aid memory. It's much easier for customers to remember a name that conjures up a memorable image in their minds, than one that is tied to a random acronym or unfamiliar name. Examples include "Irish Spring" soap, or "Herbal Essences" shampoo. What imagery could be associated with the product?

Legs

The Legs technique provides potential for wordplay and verbal branding opportunities. Examples include "Get a Grip" tea (Republic of Tea) and "Chunky Monkey" ice cream (Ben & Jerry's). What words can be used that have multiple meanings? At this stage we would return back to the perspectives list to have a look.

Emotional

Emotional brand names move people, and make an emotional connection. Examples include "Obsession" fragrance and "Snuggle" fabric softener. What emotion is the brand is trying to evoke?

Next stage

A further stage would be to think about the names that have been listed in different ways, for example mixing words together to create new ones, or writing them backwards.

Here are a few of the examples from the brainstorming session to illustrate the described techniques:

	relevant	*irrelevant*
word	**Descriptive:** *Wellbeing for Londoners* *Wellness* *London Minds*	**Deviant:** *Pandora* *Whole* *Pitstop*
non-word	**Associative** *Beewell* *Bwell* *Dot-to-dot*	**Deviant:** *Wavie* *Minda* *Holap*

Testing names

1.2 Validating and grouping the options

Persuasive
Triggers curiosity without the user having to work too hard understand what the product is.

Memorable
Not neccessarily a description of the product. Descriptive names can be less memorable. Is your name distinct enough to be remembered?

Distinctive
Unique or distinctive names can stick with us and help frame our expectations for the brand as a whole (the brand experience)

Relevant
Relevance is different to meaning, eg "Apple" is a real word, yet it has nothing to do with computers. However, it helps to describe a creative, unusual product, as it has a creative, unusual name.

Sound
How easy is it to pronounce? Does it sound feminine or masculine? Would it alienate potential users? Does it have a kinesthetic fluency? Does it have a semantic meaning that could help elicit a response?

1.3 Scalability

If the product expands beyond your initial location, will it have to change? Will it makes sense as it is, or can it be adapted by region? Would the name help with SEO or be pulled up organically with common search terms? Can you buy the URL?

1.4 Filter

After going through the above filters the initial long-list of names were grouped into 'definitely', 'maybe', and 'definitely not'.

1.5 Test with potential users

The 'definitely' names that came out of the grouping exercise above were then tested with potential users.

Outcomes from user testing suggested names

London Minds Minder Dot to Dot Pitstop React Wave Curve Well London Matter
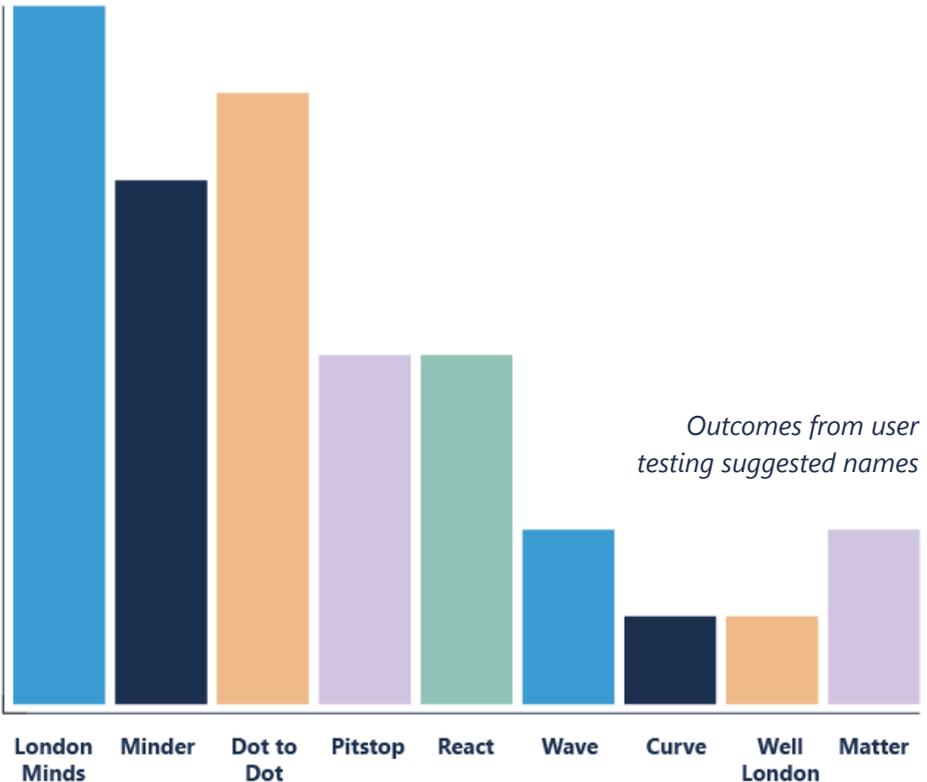
Testing brands

Using words from the Product Reaction Cards© developed by Microsoft to test visual appeal, we asked users to pick the three words that best describe their experience of different services, starting with our very first mock up:

London Minds (sprint 1 - 2 version)

Mobile view

Desktop view

Results

Public Health England - One You

Results

NHS Choices

Results

Headspace

Results

Sleepio

Results

Big White Wall

Results

Elefriends

Results

Testing potential identities

2.0 Round two: workshop testing

We then re-tested our shortlist of names with their proposed identities in workshops.

Using the words from the Product Reaction Cards©, we asked users to pick the three words that they felt best described each identity - see the results of this exercise on the next page.

As "London Minds" was the favourite name from previous rounds of testing, we tested a number of styles to go with this name. Each other name had one style attached to it.

Dot to dot

ALPHA: This is a prototype – your feedback will help us to improve it. Find out more

dot to dot

Help yourself and others to feel better.

what do you need support with?

search

Primary mark & logotype

dot to dot

dot to dot

Colour palette

Typography

This is a heading

This is a subheading

Ications equam, soe nonsequiaees dolorep erupta quam, nimpore rferchilitia Uscitisci ut laborro voles ad evel-ignimet acerspid maio con re cor aut exeribus molenis sum sequam simus, quae vol

This is a subheading

Ications equam, soe nonsequiaees dolorep erupta quam, nimpore rferchilitia Uscitisci ut laborro voles ad evel-ignimet acerspid maio con re cor aut exeribus molenis sum sequam simus, quae vol

Europa Bold
Europa Regular
Europa Light

search   search
search   search

❝ ❞

It's nice that quite a warm shade of blue has been chosen to go with the warm orange, makes you feel instantly welcome… It's a clever logo but I'm not sure it will make sense to everyone as it sort of reads dotto dot.

❝ ❞

Looks like a low cost airline.

Results

London Minds (v1)

> **❝ ❞** I like the speech bubbly things.

> **❝ ❞** Easiest to read.

> **❝ ❞** The background is too dark for that one... Looks like a bleak and foggy day.

Results

London Minds (v2)
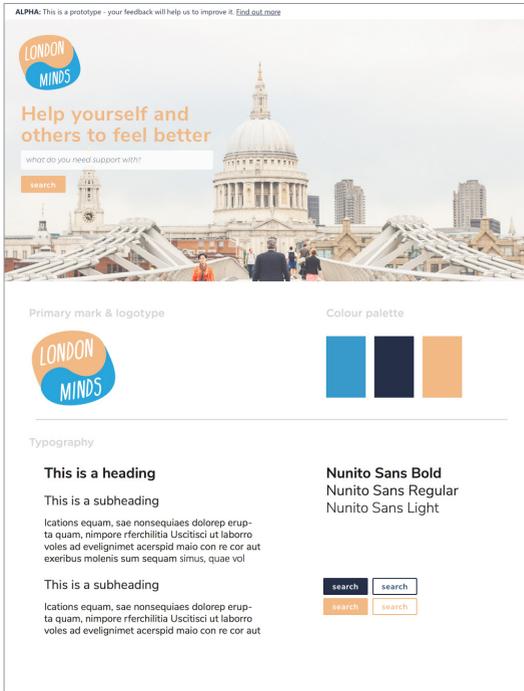
" Not bad but feels like a charity look and feel.

" This one is good. Like I say it looks fresh and optimistic.

" I like this one too. Light and bright and nice wee logo (speech bubbles?).

Results

React

REACT

Help yourself and others to feel better.

What do you need support with?

Search

Primary mark & logotype

Colour palette

REACT

Typography

This is a heading

This is a subheading

Ications equam, sae nonsequiaes dolorep erupta quam, nimpore rferchilitia Uscitisci ut laborro voles ad evelignimet acerspid maio con re cor aut exeribus molenis sum sequam simus, quae vol

This is a subheading

Ications equam, sae nonsequiaes dolorep erupta quam, nimpore rferchilitia Uscitisci ut laborro voles ad evelignimet acerspid maio con re cor aut exeribus molenis

Gotham Bold
Gotham Medium
Gotham Regular

search search
search search

"" Doesn't work at small sizes plus more people on tablets so cursor has no relevance.

"" Leaves me a bit cold.

Results

Pitstop

 Text colour and font together are harsh and offputting.

 I like this one. Colours make me think of the sea and relaxing ocean noises.

 Too bland, too corporate.

Results

Minder

> " "
> Way too corporate, looks like a building society, the horror!

> " "
> The pale grey background is a bit depressing and makes the white writing hard to read... the idea of a mountain for the logo makes sense, but could also be a bit off-putting as people dont want to think its a mountainous task improving their mental health.

Results

The favourite: London Minds (v3)

Results

> **“ ”** **This one appeals most because of the colours; the gradient of the picture.**

> **“ ”** **I love the colours blending together on the picture, they are nice, calm colours. The layered logo has a nice friendly shape and the name London Minds makes sense to me in a couple of different ways. Its a good play on the words.**

> **“ ”** **Just realised I missed the O as a speech bubble. Quite like that!**

This is the UI style that ranked number one in user testing. It feels "warm" and "friendly", due to the soft blend of colours and treatment of the logo.

The clarity of the text is important to users however, and this could be improved. Insight from users across all of the UI styles will inform the development of the style, and this shall continue to evolve and adapt as we move through Beta phase.

Design evolution
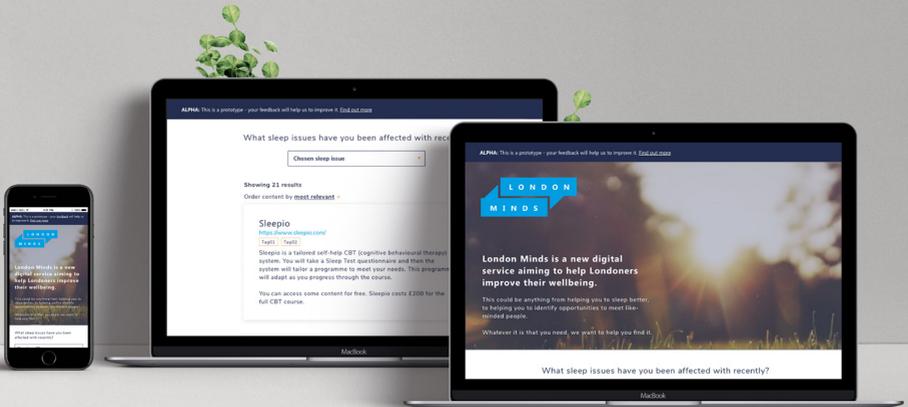
Sprint 1 - the start of alpha

- 2 weeks design and development

- Responsive website

- 5 resources

- 0 users
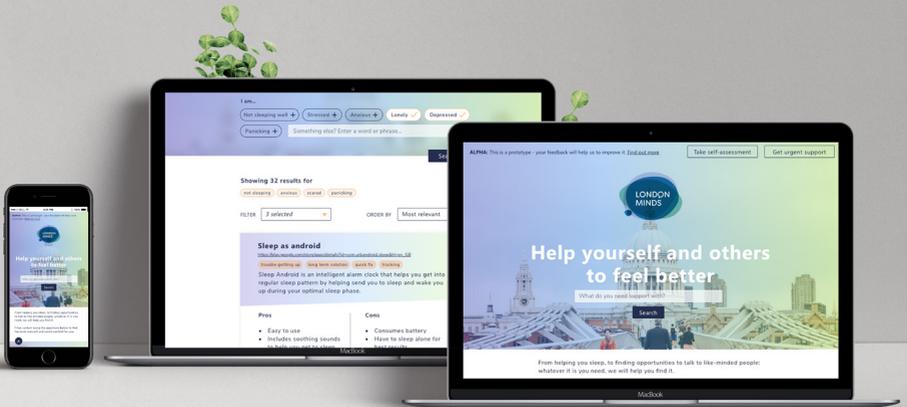
Sprint 5 - the end of alpha

- 10 weeks design and development

- Responsive website

- 90+ resources

- 300+ users

- 50+ hours of testing

Content is king*

The key to this service becoming truly successful service is **content**.

By providing users with the right content at the right time in the right ways, the service can be truly impactful - both for users and existing over-stretched services.

Content in this context means a **huge** variety of things.
For example, direct peer advice in a forum setting, medical intervention, quick tips - (user generated content or expert), suggestions for things to do online or offline, debt advice, supporting connections with others, CBT programmes, playlists to help you sleep, advice on having difficult conversations...

In order for the service to be truly valuable, there needs to be:

> - an initial and basic understanding of what makes a piece of content 'right' for an individual;

> - a way in which to provide that individual with the content quickly and succinctly;

> - the ability to learn from the data and therefore provide more relevant content more quickly to more users.

* Bill Gates 1996

Information governance

Clinical governance

Privacy, security & confidentiality

Data protection

User safety

User Research

Tone of voice principles & working identity

Identity

Content

Build & Process

Iterative development based on user insight

Feedback & Analysis
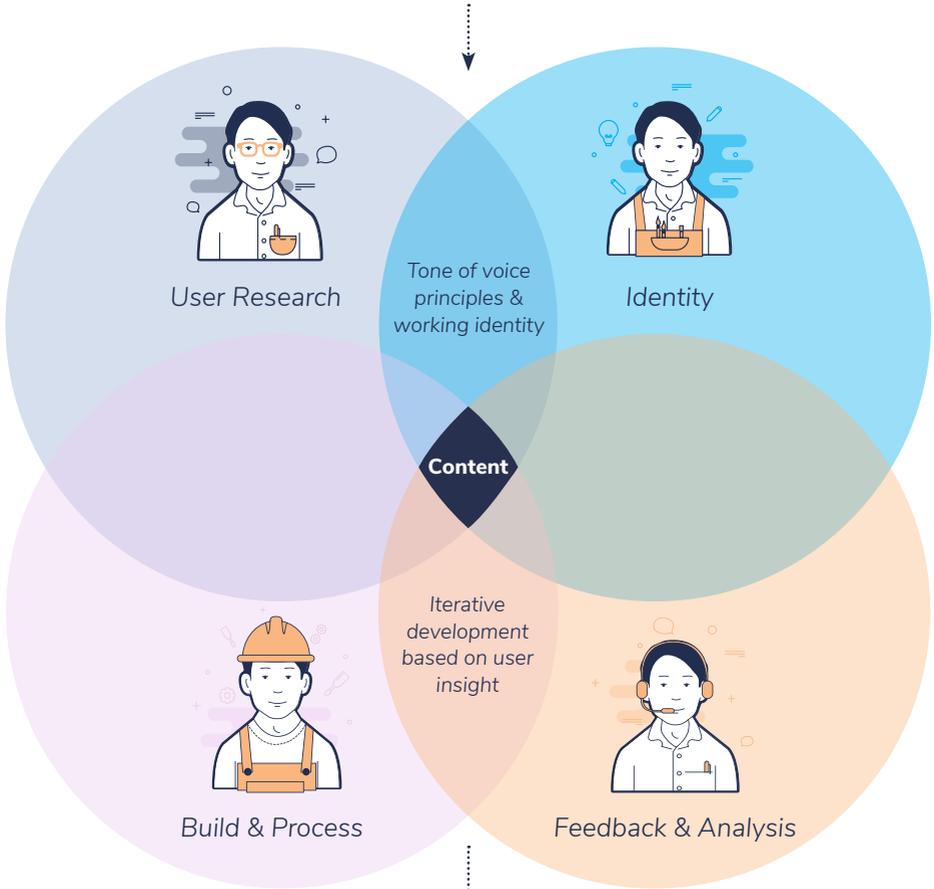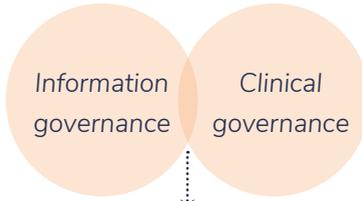
Better supported Londoners and reduced pressure on services

Positive behavioural change

Cyclical content

The online service will not just direct people off to other sites or resources, but will generate its own content. Through ongoing user reviews and feedback, the service will evolve and constantly adapt to user needs.

Driver

Users are pushed to the site through social advertising, word of mouth, discussion boards, shares, guerrilla marketing, and organic search.

Search

Users search the site for relevant information using filters, reviews, categories, and interaction. Users can also add their own search terms.

Review

Users are encouraged to review content on-site, and if taken off-site are pulled back to review.

All content, messaging, tags, and filters are constantly reviewed and amended based on user interaction, reviews, and suggestions.

Share

Users can share content privately to encourage others to visit the site and view valuable content.

Educate

Users are educated on-site or are taken off-site to gain help, download apps, and visit forums and other websites.

Sprint overviews

Sprint 0

The intention for Sprint 0 (Foundation) was to get everything in place and ready to go for Sprint 1, with particular focus on which content management system (CMS) would work best with the site, the system and technical architecture and the structure of the development sprints to ensure the team would all work collaboratively to reach the end goal.

We also spent time developing user stories based on previous research and insight that would guide us throughout the alpha phase through the eyes of a user.

Learnings and decisions:

- We decided to use 'Wagtail' as the CMS, as it is flexible, easy to use, and works well with the technical stack proposed by the development team.
- We planned to run in 2-week sprints, with a demos, retrospective and sprint planning at the end of each sprint, so that we could quickly learn, develop, iterate and test.
- We decided to use GitHub to document the design and build as it provides a central hub for all issues and decisions can be easily tracked and referred to.

01 Sprint 1

The intention for Sprint 1 was to build an initial responsive, live landing page with Wagtail CMS behind it so that content could start to be added to the service iteratively, as we evaluated and approved it*.

The landing page had to look good, and immediately reassure users that they had come to the right place.

Key user stories

As a service user, I want to immediately see clear and concise content so that I know I am in the right place

As a service provider, I need to be able to add relevant content when I find it so that we can provide service users with the best and most up-to-date content.

Outcomes

- We achieved these goals and built a landing page, using a working identity of 'London Minds'. From the very start, an emphasis was placed on UI design and making sure that the service looks professional and discreet.

Developing an approval process is a fundamental part of this project - and the process will continue to evolve and be refined as we move further into beta and live.

There will be a number of "levels" of approval, for example, "clinically approved" (by a clinician) or "evidence based", but also "approved for testing" by the wider team. This will be used when we know that content is likely to have benefit to service users but has no evidence behind it.

The evaluation process began with the core delivery team and clinicians, and will now continue to develop in partnership with the BIT, evaluation partners and content specialists.
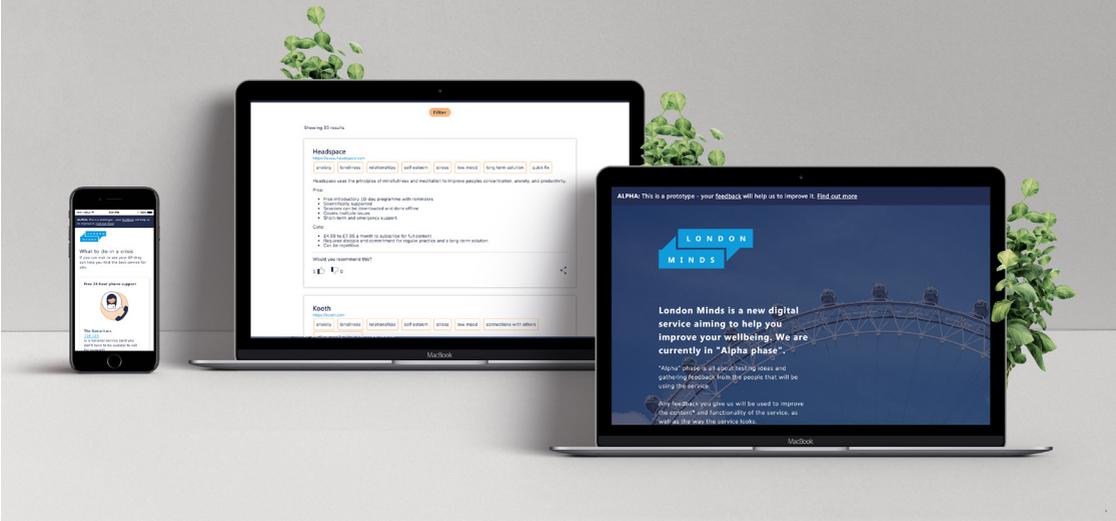
Learnings and decisions

- We learnt that the adding of content will be quite complex, and therefore prioritised a content strategy workshop with Fresh Egg to make sure we were all on the same page.
- We also knew that we wanted to prioritise peer to peer content at relevant points within the service and so planned to add the ability to manually "weight" content so that, for example, content relating to connecting with others will appear highest in the search results. This mechanism is flexible enough that we can currently promote up to 5 levels of content in whichever order research and feedback shows us is most valuable.
- In the future, users will be able to sort content in the way which is most valuable to them, for example, by highest user rating. The "weighting" mechanism can override this if deemed necessary.

02 Sprint 2

In Sprint 2, we took the learnings of Sprint 1 and continued to define how we were categorising content, as well as adding in important features such as a crisis page to ensure that we are providing the relevant support and information to potentially high risk users, and a banner which indicated that we are in the alpha phase and are actively seeking feedback from users. We also had an emphasis on a peer to peer element, with focus on enabling users to share whether they would recommend useful content using a "thumbs up / thumbs down" mechanism.

Key user stories

As a service user, I want to quickly rate a piece of content based on whether or not I would recommend it to others, so that I am helping the service providers make sure the most useful content is being recognised.

As a service provider, I want to collect feedback from service users to ensure that we are improving and iterating in the most valuable ways for our users.

Outcomes

- We added thumbs up/thumbs down next to the pieces of content so that users could share whether they would or would not recommend the piece of content.
- We created a crisis page which directs users to emergency or clinical support should they so need it.
- We continued to categorise content and used our in-depth content strategy day to evolve our thinking around categorising content. We used research and data to further refine the categorisation to align more closely with user needs rather than content types.

Learnings and decisions

- Following our content strategy meeting, we decided to further develop the filtering mechanism. This meant evolving the way in which we were engaging with users (language, design and functionality) to identify what information we need in order to get them to the most relevant content in the most natural way.

03 Sprint 3

This sprint focused on rebuilding the filtering system and ensuring that the language in the questions and suggestions are appropriate and intuitive enough to start testing with users.

User recruitment and engagement were key aims of this sprint. This included the development of a robust recruitment and testing plan with different methods, scripts and tasks in order to gain qualitative and quantitative data.

Key user stories

As a service user, I want to "filter" content by what "problem" I have, so that I can read the most relevant and useful information for my situation.

As a service provider, I want to test which content is the most relevant and appropriate to different service users AND WHY, so that we can learn and iterate to provide users with the most relevant and useful content up front.

Learnings and decisions

- By asking the type of solution (long-term, quick fix etc.) rather than content type (video, blog) we are more able to tap into their behaviours and hopefully use this data down the line to identify trends in user journeys and target users before they need medical or professional intervention.
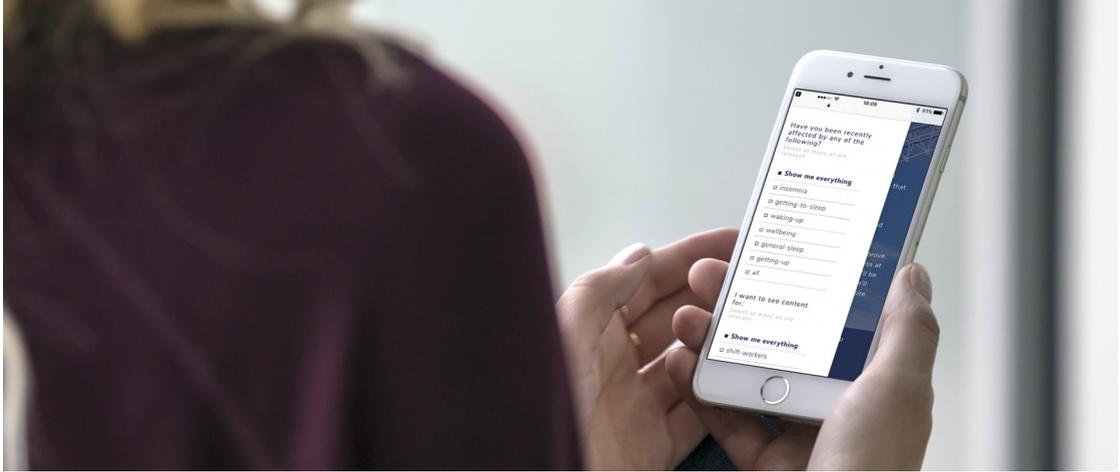
Outcomes

- A more intuitive filtering system which is focused on finding out the particular sleep issue the user is facing, whether or not they are aware of something that might be specifically affecting their sleep, and then the type of solution they are trying to find.
- A full feedback page to allow us to gather users' thoughts so that we can use them to influence the development of the service.
- Tweaks for improving responsiveness and to make the filtering system more user-friendly.

- It is important to make sure that the product is intuitive and robust enough to be tested with outside users by performing ample internal user testing first. The first impression that outside users get of the service should be as positive as possible.

04 Sprint 4

Progression of the service; improving the functionality, usability, and style of features. This sprint had a heavy focus on increasing user testing to validate and iterate the site.

Through user testing, we started to pinpoint the functions and interactions on the site that needed streamlining to make them more intuitive and user-friendly. We also focussed on making sure that Google Analytics was set up correctly and was tracking everything required.

Key user stories

As a service user, I want to click on the content tags to perform a new search to find all resources with that tag.

As a service provider, I would like to be able to add tags to the CMS which are not shown to users on London Minds so that in future we can use these to detect users and personalise content for them.

As a service provider, I want to quickly and easily track how users are interacting with the service so that I can know where the pain points lie and can most effectively iterate and improve the service.

Outcomes

- Valuable user testing was carried out this sprint, which has started to shape how we moved on to Sprint 5 and beta.
- Attention was paid to making the site more streamlined from a service provider's point of view, adding things such as a functionality for hidden tags in the CMS so that we can prepare for the future 'search' function and include tags that we wouldn't want users to see, such as 'suicide', or location specific tags.

Learnings and decisions

- User testing proved that the 'call to action' on the site was not obvious enough, and users did not know what was expected of them when they arrived.
- It was decided that there needs to be a clear 'search' function on the site that is immediately obvious when arriving on the homepage.
- Increased awareness of usability issues on different devices and browsers, and therefore we have made plans to test this more thoroughly going forward.

69

05 Sprint 5

The focus of this sprint was to make the user much more aware of their purpose on the site, by providing a clear call to action in the form of a 'search' input box. To make the experience even more intuitive, quick links for the types of issues users might be experiencing were added before the filters. We also tested brands and styles with users and decided on a direction to take the branding for beta.

Key user stories

As a service user, I want to immediately be alerted to the search button, so that I know the purpose of being on the site, and I know straight away what I am meant to do.

As a service provider, I want the ability to create new static pages in the CMS so that I can quickly adapt to the needs of the service and add pages without having to ask the development team"

Outcomes

- A clear CTA on the homepage to make it obvious to users why they are there.
- Quick links for common issues to help users in their searching.
- A new style guide that has been tested and validated by users to continue our working identity and progress into beta with more appropriate branding.

Learnings and decisions

- The very beginning of beta phase will be spent implementing the new UI design to the site, so that we can begin testing it with more users and continue to validate it.
- Moving forward we will be expanding the topics of the content on the site to include wider variety of resources for other conditions such as anxiety, depression and panic.
- Re-tagging of all content will need to take place due to the presence of the new 'quick links' level of tags.
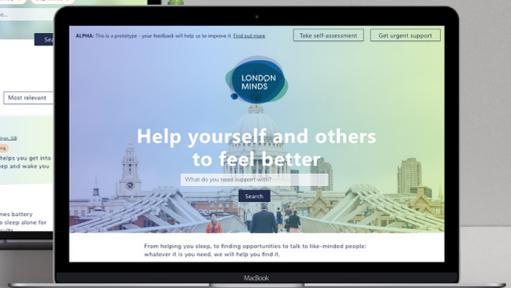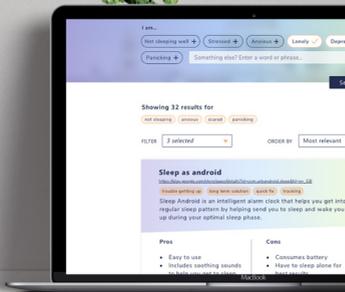
Peer to peer

Research has shown that peer to peer support takes many formats. For this project, it means that we can help users find peer to peer support in a way that suits their needs at a time that suits them.

" " Peer support involves people sharing knowledge, experience or practical help with each other. Many voluntary and community groups encourage peer support. Health and social care commissioners are beginning to recognise the potential benefits.

We found that peer support can take many forms, such as informal telephone calls, group get-togethers, online forums or structured training offered by paid peers in partnership with professionals.

Nesta - "Peer Support: What is it and does it work?"

Peer support is when people use their own experiences to help each other. Forms of peer support include: community groups, mentoring, befriending, self-help groups, online communities, support groups.

Mind - Peer support definition **" "**

> The most important part of this service is enabling users to connect with "people like me"*, in a safe environment, whether that be online or offline.
>
> Connecting with others, in particular people who have had similar experiences, is really important for people's mental wellbeing. The key is allowing people to have an individual identity, but also showing them that they have things in common with others.
>
> We need to identify these similarities and shared values among our users so that we can connect people in a relevant and personal way. The other aspects of the service, including the way the user navigates the service and finds what they need must be adaptive and responsive to their requirements. It is a balance of catering to specific needs whilst also allowing groups of people to connect with one another. This could be via bootcamps, book clubs or badminton.
>
> *Extract from pre-alpha report by Mindwave Ventures*

We are also investigating the potential use of a chat-bot with a view to research how this feature could work using both AI and human interaction to guide people to useful, relevant content and connect like-minded people, allowing them to support and inform one another. Validation of whether this feature is useful and appropriate will be determined through the alpha phase of the project.

"People like me" can mean a multitude of things. As discussed throughout this booklet, we are working to define what is the most relevant piece of information for an individual. In this context, relevance means something that allows a person to identify with another. This will vary from person to person, and ultimately will allow peer to peer support to be effective and meaningful.

Moderated online forums will be one way of achieving the aim for good peer to peer connections. This is not the only way; it is an important way.

As there are already such services available, we need to learn from them and also understand if we can work with them. Big White Wall (BWW) and Health Unlocked are two prominent examples. Others such as Mumsnet also fall into this category.

NB: Some of these forums are clinically moderated (BWW); others are not.

Facebook and Twitter can be considered to be unmoderated online forums. These are, as a whole, not specific to mental health or health generally but do have networks and communities within them that are.
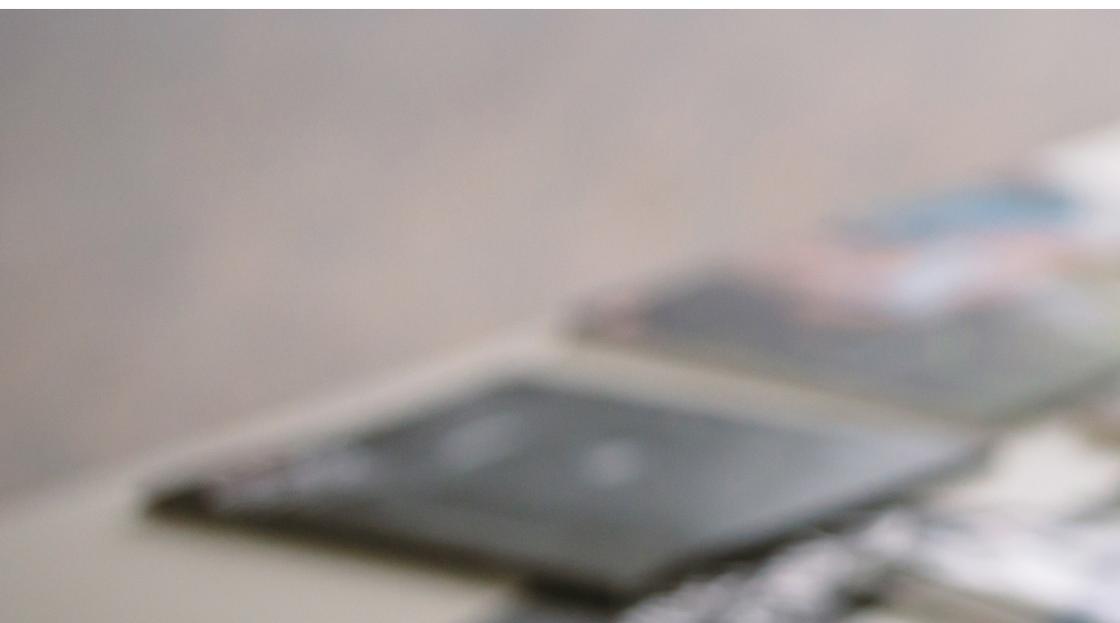
Some examples of peer to peer support that we can highlight to our users - with the option to "weight" particular pieces of content more heavily if we know that they are preferable to users:

- Other online forums such as Reddit
- User generated content (UGC) is a powerful form of connecting people. UGC could be written, audio or video. We will be considering ways in which people can generate and share content, eg. stories, tips, reviews, ratings
- Support groups (online and offline)
- Meetups
- Charity groups / fundraisers
- Social events
- Clubs
- Sports teams
- Social media
- Online communities such as Spotify to share content
- These all connect 'people like me'

Information & clinical governance

The delivery team are working with Dr Richard Graham*
to deliver a thorough and robust information and clinical
governance programme.

The full service will adhere to all 7 Caldicott principles

1. Justify the purpose.

2. Don't use patient-identifiable information unless it is
absolutely necessary.

3. Use the minimum necessary patient-identifiable information.

4. Access to patient-identifiable information should be on a
strict need to know basis.

5. Everyone should be aware of their responsibilities.

6. Understand and comply with the law.

7. The duty to share information can be as important as the
duty to protect patient confidentiality.

The users of the service must at all times be aware of how their
data is being collected and used, and be clear on the consents
they give and withdraw. They need to be in control and have
confidence in the system.

At this stage the digital service will not integrate with NHS health data, such as GP records.

A clear and robust consent model will be implemented as part of the full service delivery.

Privacy and security notices will be provided, in context.

Whilst the service is open to all, it will not be targeted at children and adolescents. However, the necessary safeguards for those under 18 and those under 16 will be implemented.

Various reports that will be required for proper evaluation of the service following deployment of the alpha, will avoid the use of personally identifiable data in almost all circumstances. Where it is unavoidable to use the data, all appropriate safeguards and protocols will be put in place.

A suitable IG Toolkit will be developed as part of the beta deployment to ensure clear and consistent assessment by the project teams and also to be transparent with users.

Although the users of the service are not patients, the basic principles of clinical governance will be followed - the approach to systematically maintaining and improving the quality of service to the user of the digital service and thus the impact on their wellbeing will be developed.

User will be kept informed throughout their journey on how their data is being used and why.

Dr Graham, MB BS, MRCPsych is an Adolescent Consultant Psychiatrist, Technology Addiction Lead and expert in clinical governance.

Privacy, security & confidentiality

In the National Data Guardian (NDG) Review, in summer 2016, Dame Fiona Caldicott said

> *People's confidential data should be treated with the same respect as their care*

The service will be architectured and developed with this principle at its core.

Privacy: All users are entitled to their privacy and must be in control at all times.

Security: All systems and processes will be designed to meet all extant security standards. These will need to be published and be available to all users and stakeholders.

The security systems must be fully tested and results published to ensure that the public, users and potential users have full confidence in the service.

Confidentiality: All staff who are part of the service delivery team will be appropriately trained in the laws and regulations governing confidentiality. It is most important that everyone is able to correctly interpret the rules to ensure confidentiality whilst providing the best possible personalised self-management support. The system will be carefully designed so as to allow for the appropriate confidentiality and use of personal data to tailor services, route maps and directions.

Key takeaways

01   *You are not the user*

We might be the user at some point in our lives...
But we are not the user with our service designer / developer / provider / stakeholder hats on.

02   *Help people to support themselves*

The primary job of the service is to help people to support themselves - when, where and how suits them...
Not to provide medical or emergency care.

03   *Individualise 'B'*

Key to success = finding out what makes "B" the right place for users on an individual case by case basis... and why.
(This is so we can learn and make assumptions to test, validate & iterate)

04   *Relevant content is king!*

There is an emphasis on peer-to-peer throughout the service (which is multi-faceted and is not limited to forums).

However the service extends beyond this; Content is King!

05   *This is an evolving service*

This is an evolving, living service – it is never "finished".

The service must learn and iterate based on tracking, engagement, analytics, qualitative and quantitative data etc. (Whilst ensuring safety of users and data).

Mindwave timeline

Alpha   03 May - 28 June 2017

Beta   28 June - 20 September 2017
(live digital engagement for end to end testing ~26 July2017)

Live   20 September 2017

Future vision   When the London Wellbeing service is live, it will be a fully operational online and offline service. It will allow **all Londoners, regardless of gender, age, ethnicity or socio-economic background** to improve and maintain their mental wellbeing in the way most relevant to them.

MINDWAVE

Originally created in June 2017
Updated 01 August 2017