London Digital Mental Wellbeing

Fresh Egg Research - Sleep / Males 18-45

May 2017

fresh egg

Contents

Executive Summary

Background

This research is based on a small survey of 21 participants with sleep problems and a wider exploration of 1,088 sleep related search terms used online - the data collected is what people in London are presented with when they use Google.co.uk during a journey related to the topic of sleep.

A wider survey, to include users of the MVP during development, is recommended to help shape the content of the service. This survey has been put on hold until expiry of PERP (a period in which interaction with the public is paused until after the General Election). This survey is needed to find out more about experiences at every stage of their journey.

The area of sleep can be both a 'causal factor' in the decline of mental well-being and a 'symptom' of some other underlying issue that the service will need to discover and help to address.

The way people deal with sleep problems varies considerably - some people may suffer with sleep issues but find coping strategies and their sleep does not go on to cause more serious mental health problems, whereas others see poor sleep as having a fundamental impact to their life and wellbeing.

The service needs to account for the fact that 'everyone is different' and therefore a level of personalisation is key to ensure the experience for the individual 'feels like this is for me'.

This research has discovered various solutions for sleep, which can be used to inform the development of the MVP:
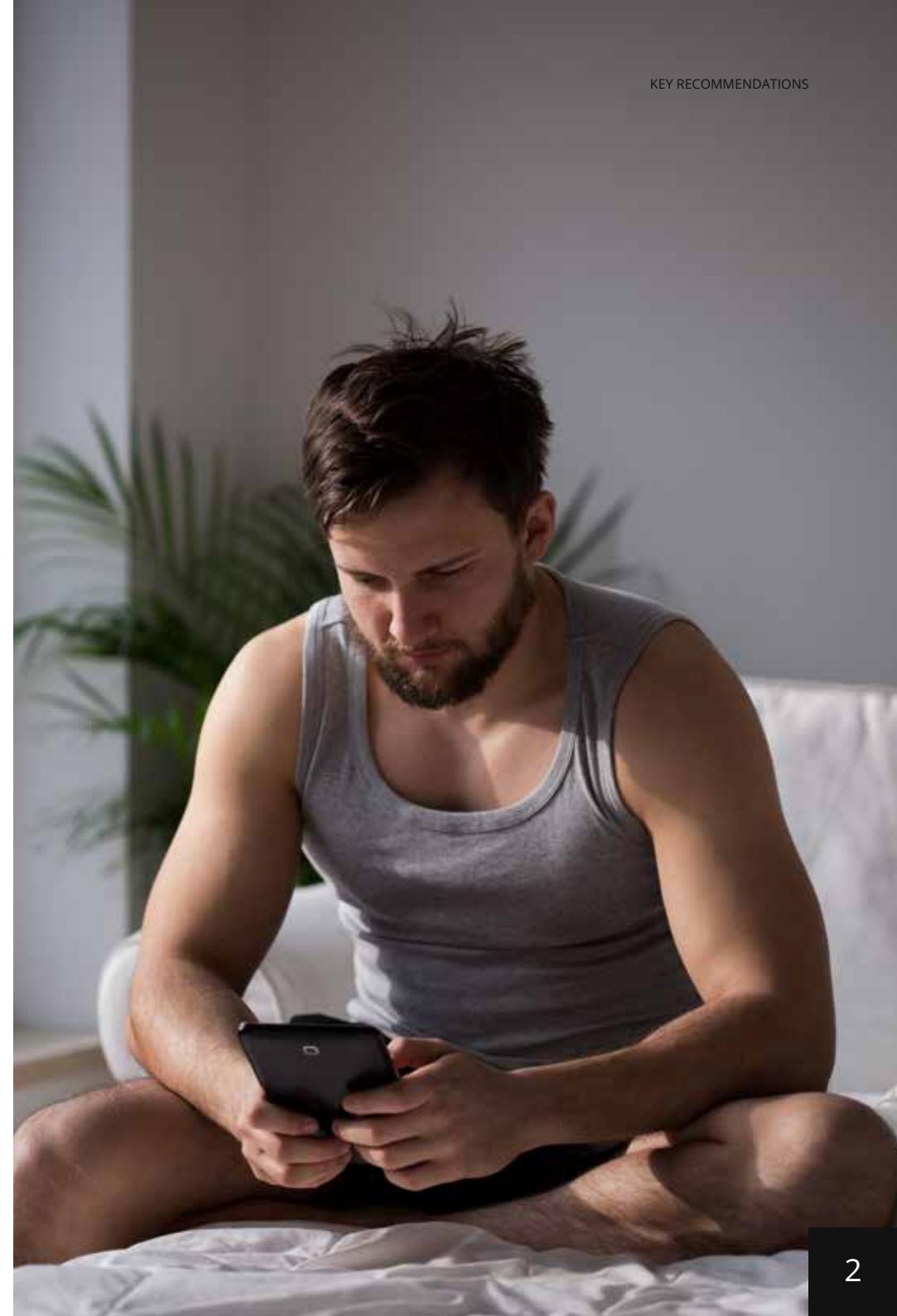
1 Signposting

2 Potential partners for future service promotion / marketing

3 Content ideas for the service
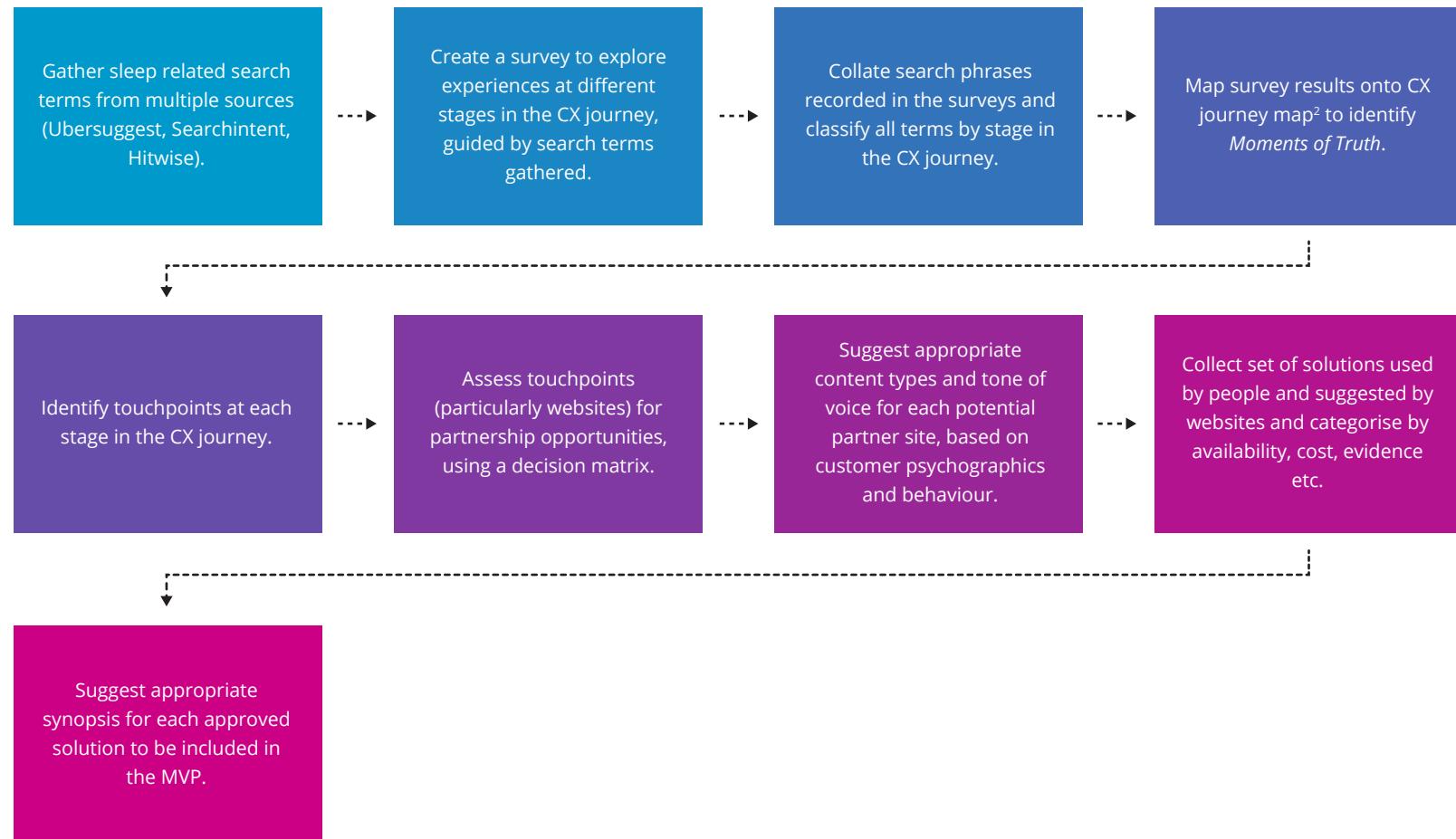
Key Recommendations

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There are some key recommendations that stand-out as a result of this research.

1 People want to be offered solutions and not have them imposed upon them.

2 People want to recommend a solution that has worked for them and the service could display this clearly for others to see. A feedback loop would help to refine the recommendations further.

3 Many of the viable solutions can be linked back to those broad categories highlighted in the Wheel of Wellbeing[1] - Body, Mind, Spirit, People, Place, Planet - this reinforces the overall aim of the service of providing people with the options for self-help.

4 Present options to users regardless of income - many of the commercial offerings have a cost that may prohibit use.

5 For the topic of sleep, there is a clear opportunity for the service to have automated follow-ups the day after someone has sought information. This will have the potential benefit of increasing feedback, but also encouraging return usage.

[1] www.wheelofwellbeing.org

Our Process

Gather sleep related search terms from multiple sources (Ubersuggest, Searchintent, Hitwise).

Create a survey to explore experiences at different stages in the CX journey, guided by search terms gathered.

Collate search phrases recorded in the surveys and classify all terms by stage in the CX journey.

Map survey results onto CX journey map[2] to identify *Moments of Truth*.

Identify touchpoints at each stage in the CX journey.

Assess touchpoints (particularly websites) for partnership opportunities, using a decision matrix.

Suggest appropriate content types and tone of voice for each potential partner site, based on customer psychographics and behaviour.

Collect set of solutions used by people and suggested by websites and categorise by availability, cost, evidence etc.

Suggest appropriate synopsis for each approved solution to be included in the MVP.

1,088
Key terms

20,000+
Search results
(London searches)
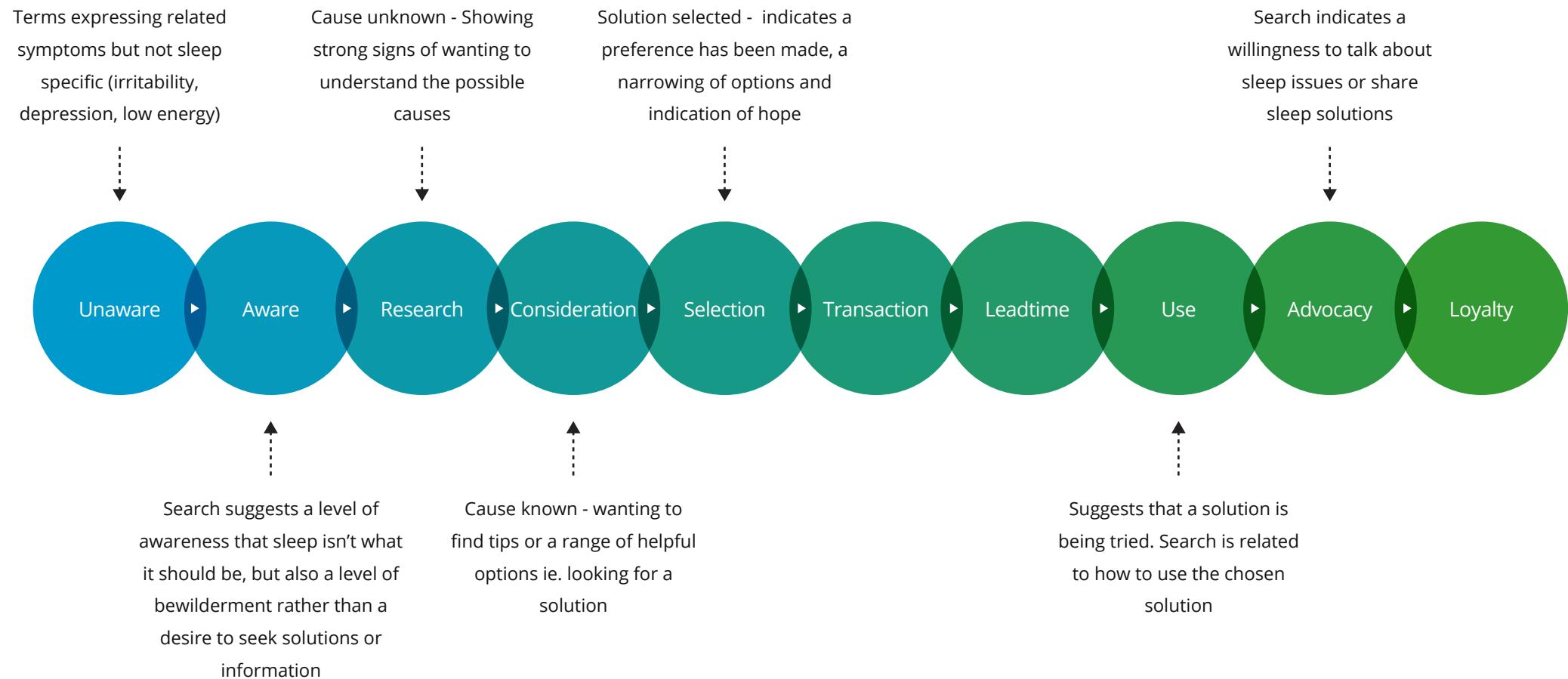
3,266
Destinations
(Domains)

Customer Experience Journey Mapping

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Customer experience gathering has been paused until after the General Election.

The information presented in this report is a combination of desk research and experiences from a survey of 21 people before the election announcement.

Stages of Experience

Terms expressing related symptoms but not sleep specific (irritability, depression, low energy)

Cause unknown - Showing strong signs of wanting to understand the possible causes

Solution selected - indicates a preference has been made, a narrowing of options and indication of hope

Search indicates a willingness to talk about sleep issues or share sleep solutions

Unaware ▶ Aware ▶ Research ▶ Consideration ▶ Selection ▶ Transaction ▶ Leadtime ▶ Use ▶ Advocacy ▶ Loyalty

Search suggests a level of awareness that sleep isn't what it should be, but also a level of bewilderment rather than a desire to seek solutions or information

Cause known - wanting to find tips or a range of helpful options ie. looking for a solution

Suggests that a solution is being tried. Search is related to how to use the chosen solution

Aware

The person is aware that sleep is a problem for them, they may not wish to explore the causes in depth or try to treat the issue at this stage. They just want to know what it means and if they are alone.

Aware

People are searching for...

Can't sleep

Who has sleep problems?

Are sleep problems common?

Top sources presented to users

Google
google.co.uk

Health.com
health.com

Sleepio
sleepio.com

The Indian EXPRESS JOURNALISM OF COURAGE
indianexpress.com

helpguide.org

sleepfoundation.org

greatist.com

dailymail.co.uk

mirror.co.uk

prevention.com

draxe.com

bustle.com

huffingtonpost.com

psychologytoday.com

xkcd.com

usatoday.com

businessinsider.com

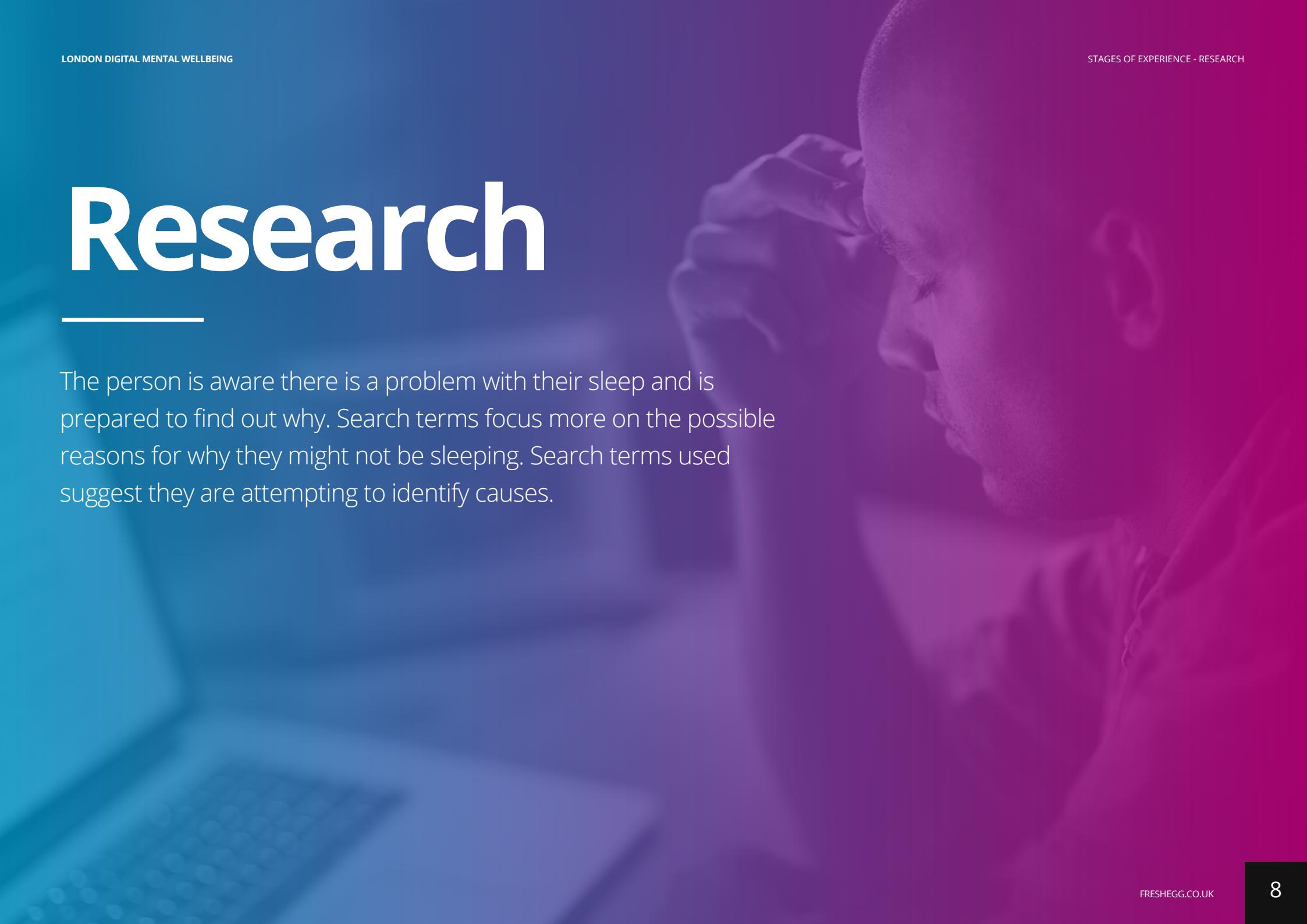kidshealth.org

webmd.com

m.kidshealth.org

Insights

Wide collection of news and sleep specific sites e.g. Sleepio and SleepFoundation.

Recommendations

Create news or data on sleep, such as white papers, with link to service (asking journalists to mention the service when writing about sleep).
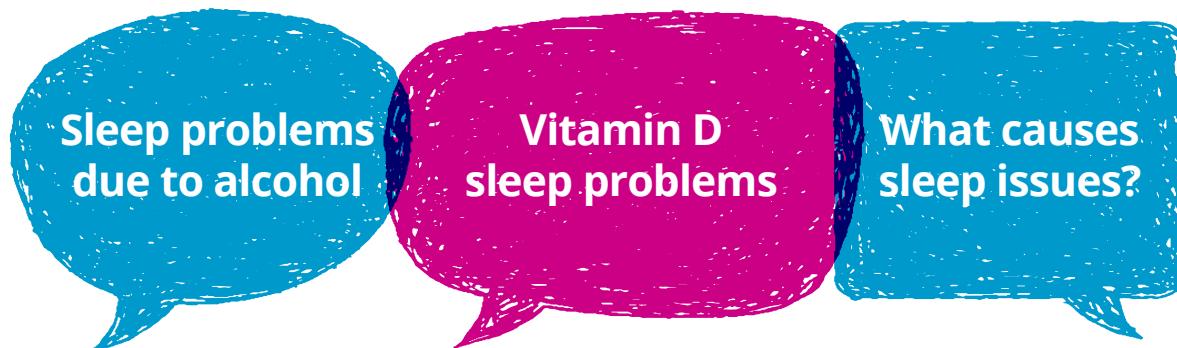
Research

The person is aware there is a problem with their sleep and is prepared to find out why. Search terms focus more on the possible reasons for why they might not be sleeping. Search terms used suggest they are attempting to identify causes.

Research

People are searching for...

Sleep problems due to alcohol

Vitamin D sleep problems

What causes sleep issues?

Top sources presented to users

NHS choices www.nhs.uk

nhs.uk

Google

google.co.uk

the guardian

theguardian.com

WIKIPEDIA The Free Encyclopedia

en.wikipedia.org

webmd.com

mayoclinic.org

webmd.boots.com

gpnotebook.co.uk

mirror.co.uk

sleepfoundation.org

dailymail.co.uk

healthline.com

netdoctor.co.uk

beta.nhs.uk

uclh.nhs.uk

ucl.ac.uk

goodzing.com

acupuncture.org.uk

insomniagamingfestival.com

cks.nice.org.uk

Insights

Mostly medical and news sites.

Recommendations

Link to service from medical sites to find appropriate solutions.

Consideration

The person may have identified a particular cause and be looking for possible ways to address the cause of sleeplessness or tiredness, or may be looking for suggestions to get better sleep directly without regard for the causes. They are motivated to find a range of possible solutions.

Consideration

People are searching for...

How to beat sleep problems

Sleep deprivation what to do

Pinched nerve in shoulder can't sleep

Top sources presented to users

Google
google.co.uk

wikiHow
wikihow.com

National Sleep Foundation
sleepfoundation.org

Greatist
greatist.com

helpguide.org

webmd.com

sleepio.com

huffingtonpost.com

bustle.com

mirror.co.uk

health.com

dailymail.co.uk

prevention.com

spine-health.com

lifehacker.com

telegraph.co.uk

businessinsider.com

mindbodygreen.com

draxe.com

m.kidshealth.org

Insights

Self-help (lifehacker), news, video, Sleepio and medical sites.

Recommendations

Structure the service to assist with the consideration stage by helping the person find the most appropriate solutions for them.

Selection

The person is actively researching a specific solution that they have chosen to try.

Selection

People are searching for...

Earplugs

Foods that make you sleepy fast

Sleep app
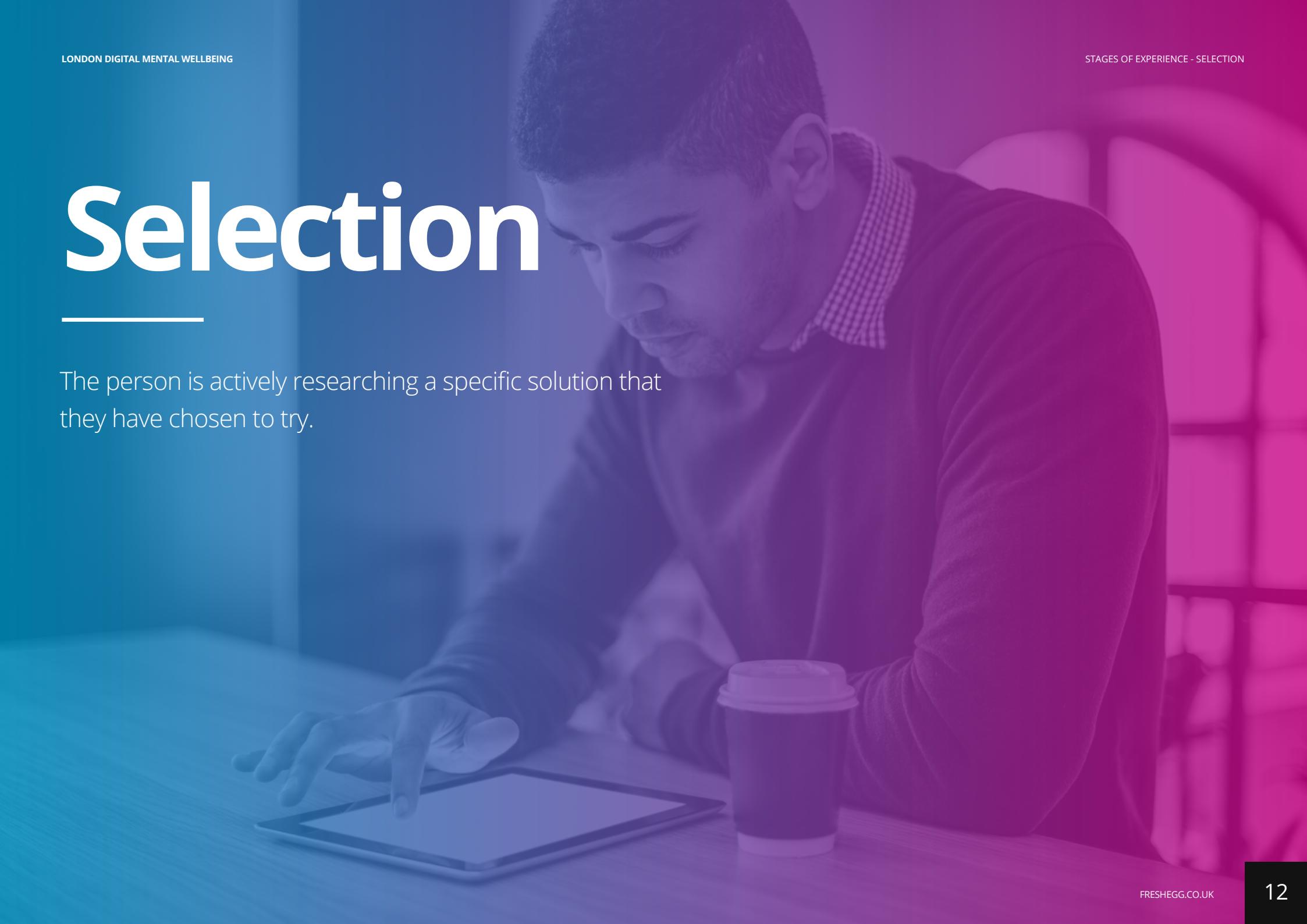
Top sources presented to users

amazon
amazon.co.uk

Google
google.co.uk

boots.com

ebay.co.uk

play.google.com

nhs.uk

lifehacker.com

mensfitness.com

tomsguide.com

livescience.com

itunes.apple.com

sleepcycle.com

theguardian.com

mayoclinic.org

webmd.com

mysleepbot.com

macworld.co.uk

huffingtonpost.co.uk

Mail Online
dailymail.co.uk

BritishSnoring
.co.uk
britishsnoring.co.uk

Insights

Retail (amazon, ebay, boots), apps, nutritional, health, news and medical sites.

Recommendations

Make the selections offered appropriate to the person's approach to problems and personal details obtained. Encourage interaction with the solutions offered (for feedback) and use COM-B to activate behavioural change based on solutions already tried.

Use
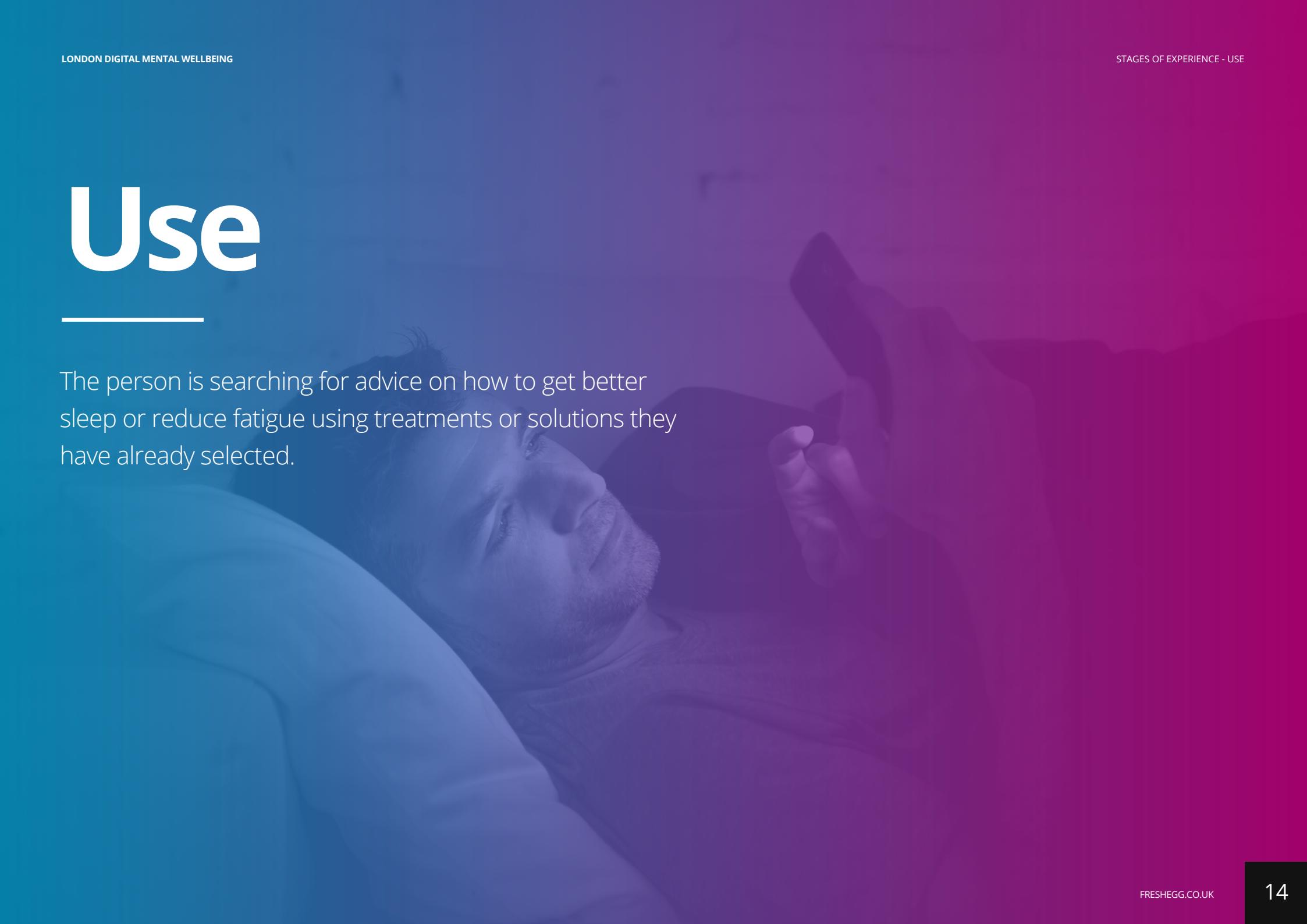
The person is searching for advice on how to get better sleep or reduce fatigue using treatments or solutions they have already selected.

Use

People are searching for...

Can't sleep in a dark room

Can't sleep with sleep apnea mask on

Can't record sound on sleep bot

Top sources presented to users

Pinterest
pinterest.com

Google
google.co.uk

wattpad
wattpad.com

reddit
reddit.com

answers.yahoo.com

webmd.com

quora.com

ign.com

drugs.com

tumblr.com

psychcentral.com

ehealthforum.com

ask.metafilter.com

whattoexpect.com

thestudentroom.co.uk

sleepwellsleepsolutions.com

sleepio.com

ldrmagazine.com

isitnormal.com

healthtap.com

Insights

Image sites, Q&A sites, health sites, peer to peer (e.g. Reddit).

Recommendations

Content with clear guidance on how to use specific solutions may already be available, especially for products, so direct people to appropriate site or explanation.

Solutions

"No-one can give wellbeing to you. It's you who has to take action"

Professor Stewart-Brown[3]

[3] www.nhs.uk/Conditions/stress-anxiety-depression/Pages/improve-mental-wellbeing.aspx

Solutions

The following visualisation shows the 21 categories of 'solutions' identified from the search-based research.

For each category there are one or two specific examples of solutions suggested by the online sources.

Devices / Technology
WIFI lightbulbs
Earplugs

Environment
Noise
Light

Apps
Sleep Genius
Sleepio

Counselling
Bereavement
counselling

Diet and Supplements
Bananas
Melatonin

Humour
Memes
Quotes

Hypnotherapy
Hynotherapy
Sleep music

Workplace Change
Shift pattern

Tips
Read books
Napflix.tv

Sleep Routine
Stick to routine
Wind down

Lifestyle
Meditation
Visualisation

Sleep Diary
Keep a
sleep diary

Sleep Clinic
Sleep Centres

Medical
Investigations
by GP

Medication
Sleeping tablets
Asthma meds

Sports / Excersise
Football
Yoga

Product
Pillow Spray

Religious
Recite phrases

Peer to Peer
NHS related

Psychological
Stimulus Control
CBT

Solutions

Solutions - Filtering

The 85 solution options (most easily found online) have also been categorised using the following criteria:

- **Availability** - can the solution be accessed 24/7

- **Cost** - if known, what is the cost of the solution

- **Opportunity to use** - are they generally for 'everyone' or are they restricted

- **Online or offline** - how they are accessed

- **External support** - can the user broadly engage with it on their own or do they need other third party help/involvement

- **Hyperlocal in London** - is the solution something that a user would find within a few miles of their home or workplace

In addition, there is a requirement to assess each solution as to whether it is clinically approved.

Solutions - Insights

- There are a large variety of solutions suggested to individuals when searching the internet

- Solutions vary from more obviously medical, to a collection of 'tips' that are shared by individuals or publishers claiming they offer help

- There is a prevalence of commercially related sources - these include specific services such as sleep clinics, apps, devices/technology and products

- To the user there is no way of truly knowing whether or not the solution is effective (unless it has some form of peer approval)

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