

Good Thinking

USER RESEARCH REPORT

PART 1 ALPHA
PART 2 BETA & EXTENDED BETA

DEC 2016 - MARCH 2018

MINDWAVE

 Good
Thinking





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PART 1

Discovery - Alpha

DEC 2016 - JUNE 2017

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Executive summary

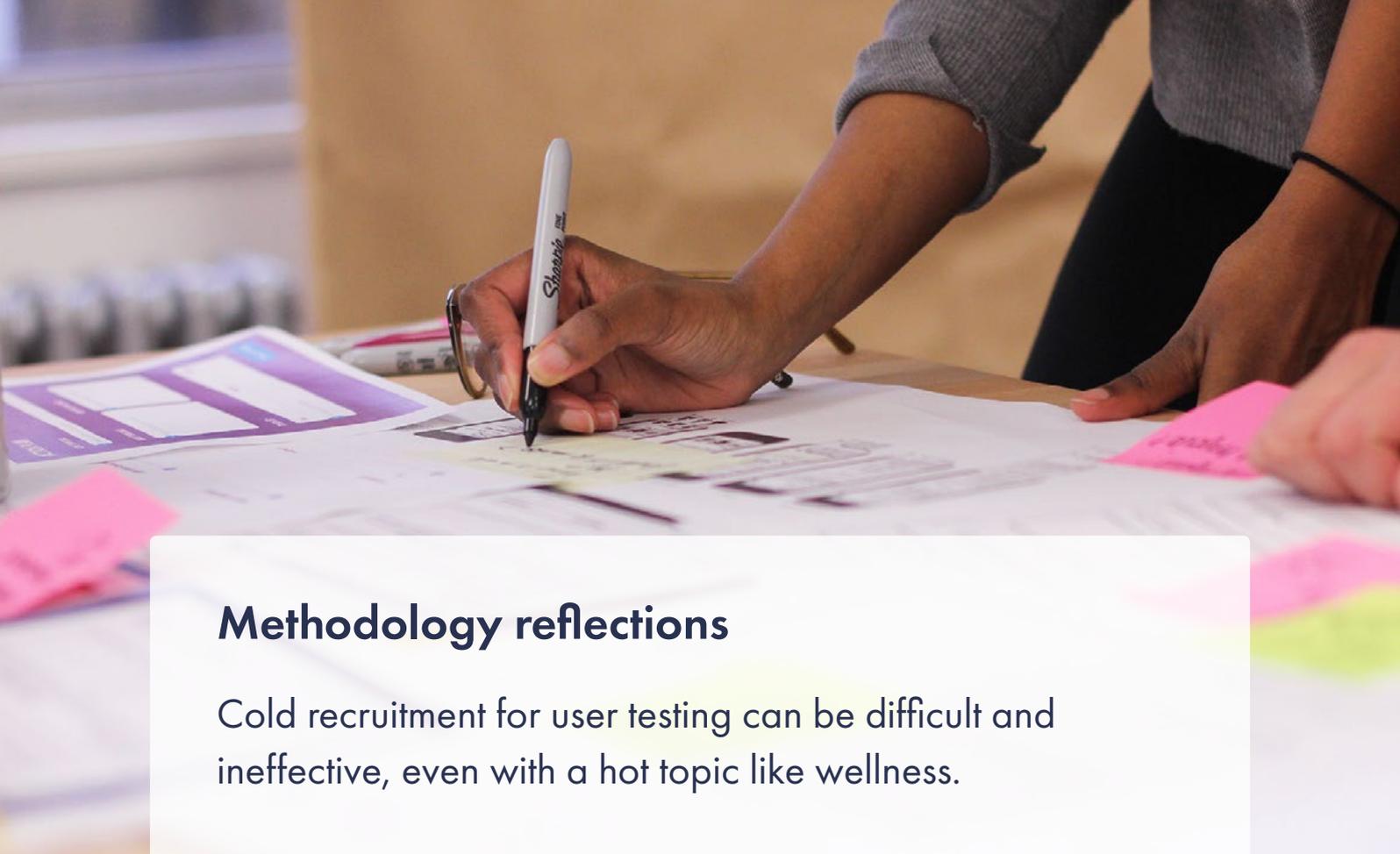
User-centred design

Having engaged with over 400 users, the Good Thinking service has been designed for and with its potential users. The service has been well received, and deemed to be both useful and usable.

Going forward, the key areas to work on are the brand and brand recognition. There will be ongoing tweaks to content, design and functionality as the service continues to grow, and so future user testing will be necessary to gain further insights into user responses and identify any additional needs.

High level guidelines

- The site must be clear, visually engaging, and the text easy to scan
- The site must be inclusive and far-reaching, with content that appeals to a wide audience and avoids mental health stigma
- The site must be backed by a trustworthy body or organisation to lend it credibility
- The content must be clearly categorised and easy to sort, with a simple way to compare resources at a glance
- The site should use prompts or step-by-step processes to guide users through their journey
- The site must convey empathy, with visual cues signalling that what the user feels is normal, there are others who feel the same way, the resources work, and the site is well used
- Users must feel comfortable, safe and anonymous using the site
- A self-assessment tool is considered to be useful
- Trust, relevancy and ease of use will encourage use, shares, and repeat visits



Methodology reflections

Cold recruitment for user testing can be difficult and ineffective, even with a hot topic like wellness.

Better incentives and a greater knowledge of the value of any feedback given could help to encourage participation in user research.

One-to-one user tests should be 1 hour long, and work best with both a facilitator and note taker present.

Workshops should be between 1.5 to 2 hours long, and work best with groups of 9-12 users, and at least 3 facilitators.

Workshops held the day after one-to-one tests are most useful, as any individual insights can be challenged or verified by a group.

The analysis of any user-testing session is best done on the day itself by all involved.

When working to 2-week sprints in an agile format, user tests and workshops should be held at the beginning of the sprint so that any urgent findings can be incorporated or tested further before planning the next sprint.

1. Introduction

1.1 Project background

Key findings of a London-wide mental health research project showed that:

- London is one of the unhappiest cities¹
- 1 in 4 people will experience a mental health problem throughout their lifetime
- Mental health receives a disproportionate amount of funding
- By 2030, depression is set to be the leading global health problem²

With this in mind, Mindwave was commissioned to develop, test and evaluate a 24/7 digital mental wellbeing service for Londoners that would help to see improvements in mental health across the capital.

The aims of the Good Thinking service focused on the following key areas:

- Primary prevention – targeting people who show early signs of common mental health problems, and providing them with the relevant tools to self-manage
- Secondary prevention – reducing mental health stigma and relieving pressure on NHS services

The service is funded and supported by 32 London NHS clinical commissioning organisations (CCGs) and 17 London Councils, along with support from Public Health England.

¹ London CCGs

² World Health Organisation

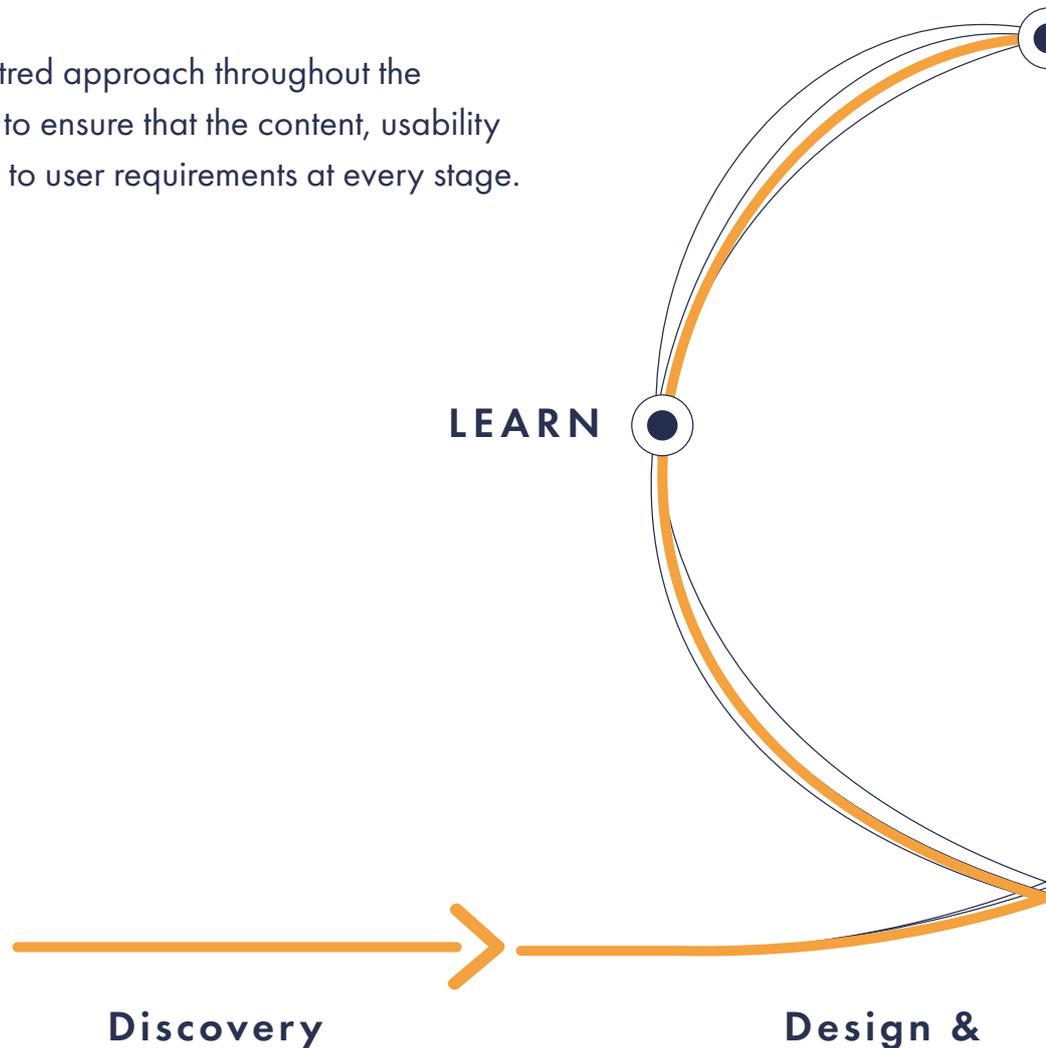
1.2 Project Phases

- Discovery: 07 Dec - 21 Dec ('16)
- Foundation & pre-Alpha: 04 Jan - 02 May ('17)
- Alpha (proof of concept): 03 May - 28 June ('17)
- Beta (scaling): 28 June - 20 Sep ('17)
- Extended Beta (sustaining): 18 Oct ('17) onwards

1.3 User-Centred Design

User-centred design is a multi-stage problem-solving process that takes the needs of the user as its guiding principle. It requires designers firstly to envision how users are likely to engage with a service, and then to validate or disprove these assumptions using insights gathered from user research. These insights can then be applied throughout the design process to optimise the service in a way that effectively aligns with user needs.

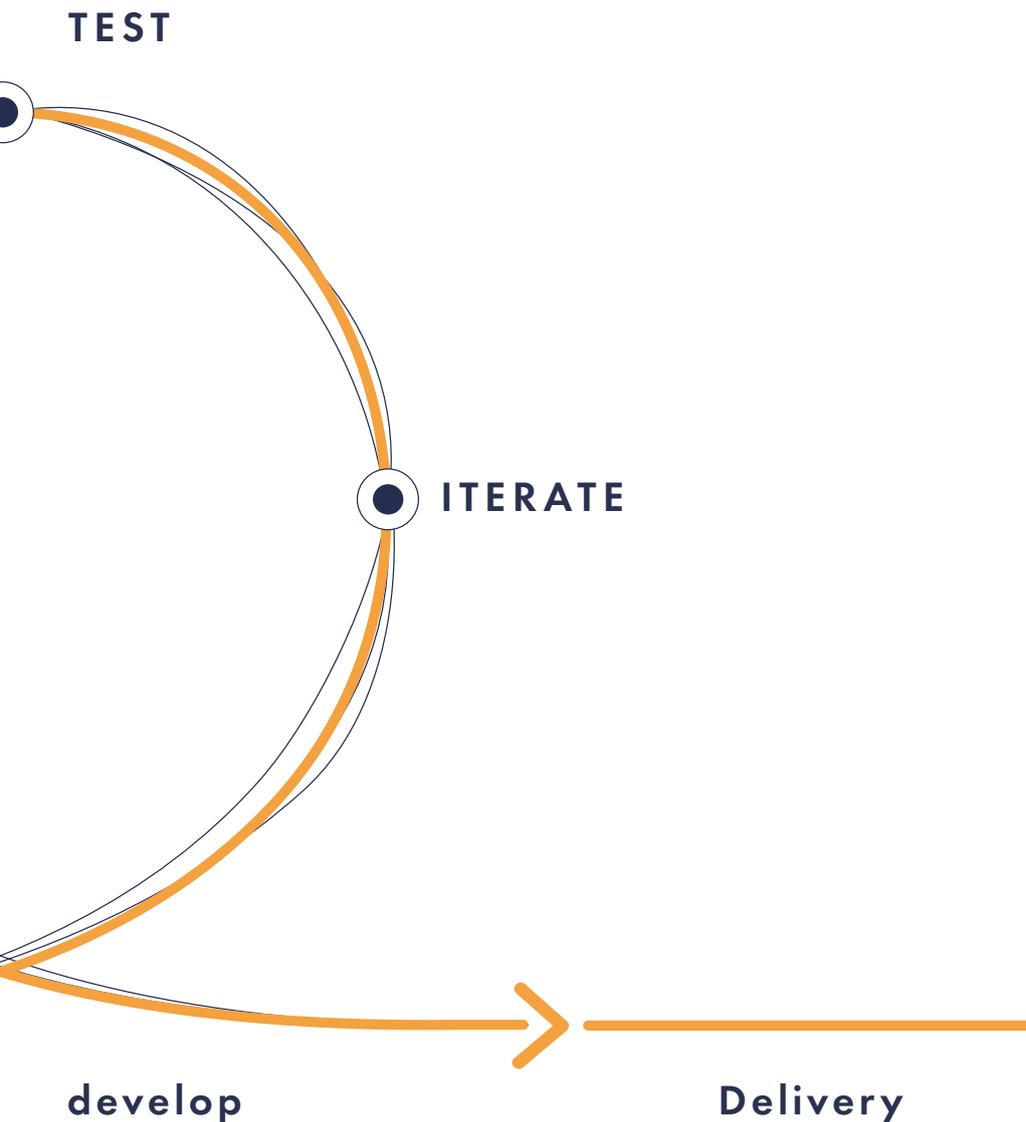
Mindwave adopted a user-centred approach throughout the development of Good Thinking to ensure that the content, usability and visual design were tailored to user requirements at every stage.



1.4 User Testing

User testing is an essential part of user-centred design, offering valuable and constructive insight into user experience. Through discussion and observation, this method of research helps designers to further identify user needs, evaluate usability, and iterate upon existing designs.

We conducted extensive user testing throughout the development of the service to deepen our understanding of potential users. Working in agile 2-week sprints, we were able to rapidly and regularly integrate user feedback into the design process to adapt aspects of visual design, content and usability to meet user demands.



2. Preliminaries

We used insights from early discovery phases to identify initial user requirements and generate hypotheses about the service and its potential users. These early findings enabled us to map out key areas of importance in the prioritisation and structuring of user research.

2.1 Hypotheses

- The service will be relevant to a wide target group
- Londoners want to improve their wellbeing through self-management
- Londoners want to connect with 'people like me'
- Mental health still has a stigma attached to it, and is difficult to talk about with others
- Sleep deprivation is an approachable way to start conversations about wellness and mental health
- People want to choose the type of support that best suits their needs, situation and lifestyle



2.2 User Requirements

- Enable and empower me to self-manage my mental wellbeing
- Help me find the right support at the right time, in a way that suits me
- Give me free and easy access to mental health resources
- Show me honest, trustworthy and reliable content
- Do not overwhelm me with complicated, technical solutions. I need simple language and navigation
- I will share content privately, not publicly, with friends and family via a URL

3. Participants

3.1 Recruitment

A wide range of demographics were targeted to help test the service with a representative sample of the London population.

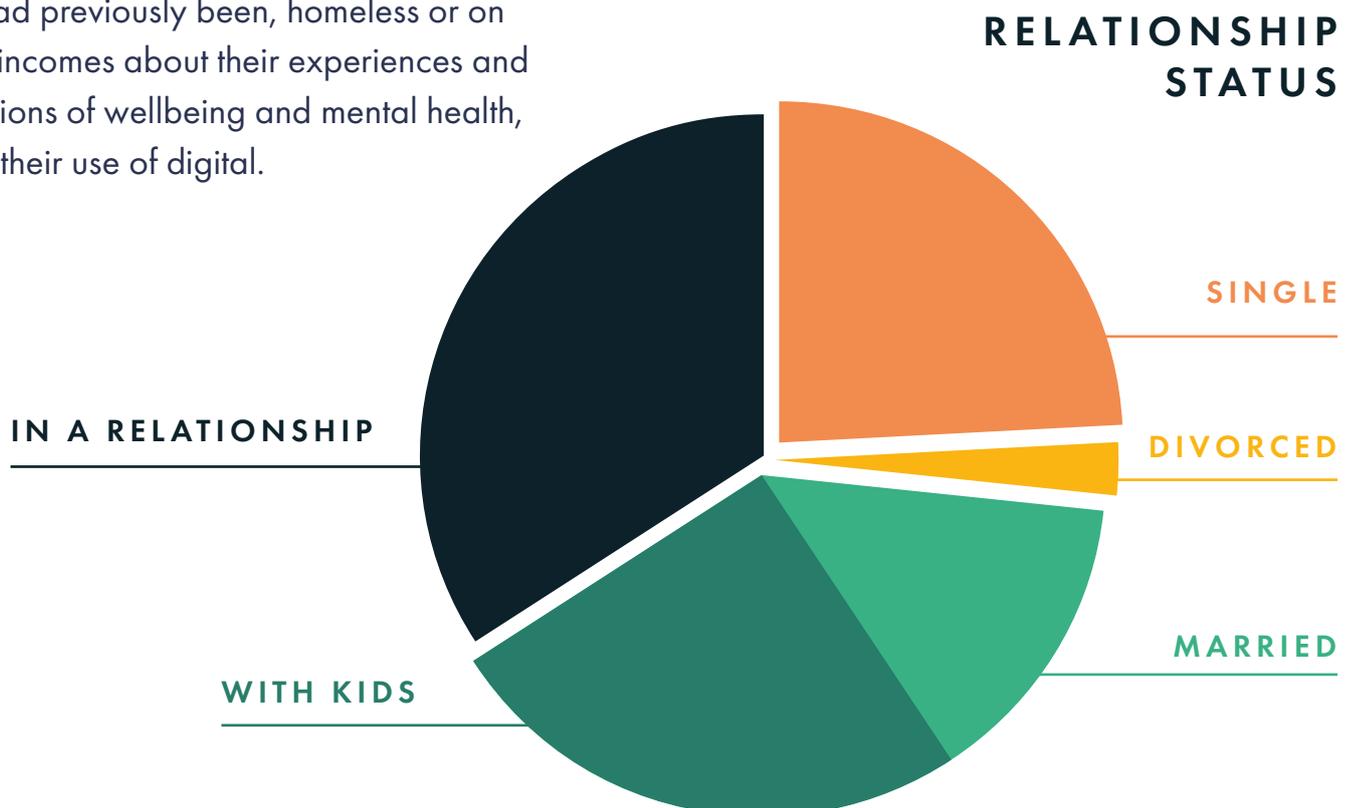
Users were recruited through personal and professional connections with individuals and companies, through social media (Facebook, Twitter), and through flyers and posters distributed to relevant locations throughout London (e.g. gyms, libraries, community centres).

Additionally, students were approached on London university campuses and asked to test the website live on tablet or mobile, and we used connections with the charity Crisis to talk to people who were, or had previously been, homeless or on low incomes about their experiences and opinions of wellbeing and mental health, and their use of digital.

Free food and drink were provided as incentives to encourage people to attend workshops (either within companies or at the Mindwave Ventures studio), but no incentives were offered for one-to-one user testing.

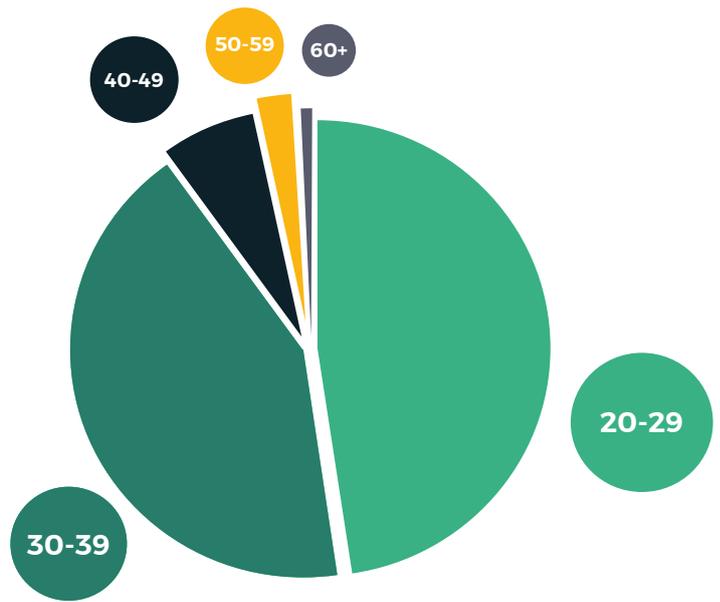
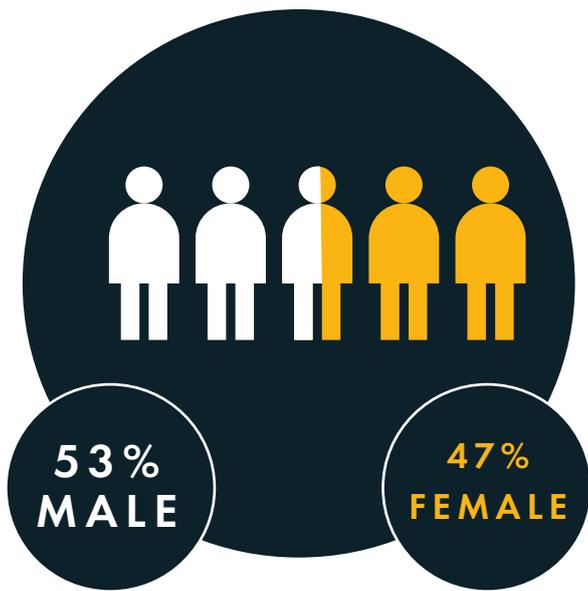
Main drivers for successful recruitment were:

- The website being personally relevant (appealing directly to people with sleep problems or an interest in wellness)
- The prospect of helping to improve a digital service that could relieve pressure on NHS services



3.1 Demographics

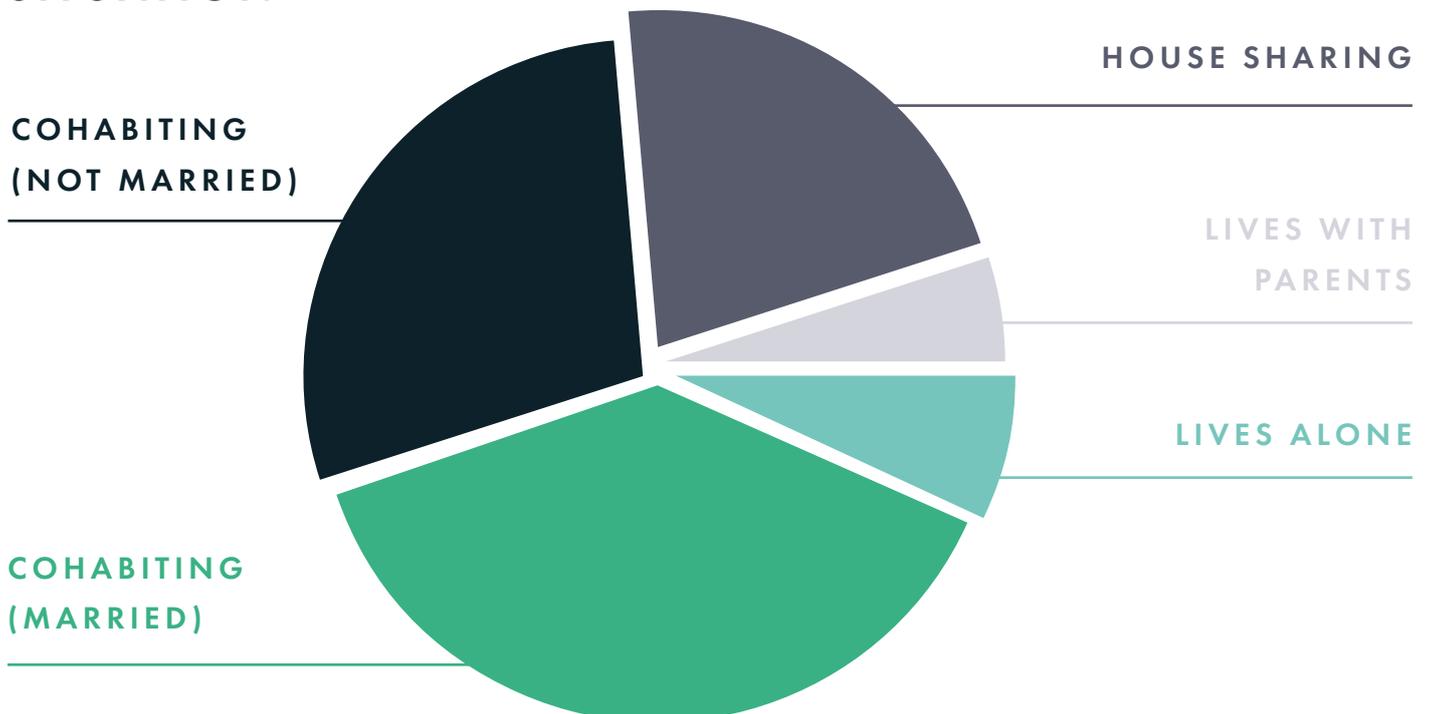
AGES OF PARTICIPANTS



What participants do for work:

unemployed, students, electricians, yoga teachers, lawyers, doctors, marketing executives, paramedics, nurses, teachers, sound engineers, civil servants...

LIVING SITUATION



4. Participant engagement

4.1 Public

4.1.1 SURVEYS

Surveys were used throughout the pre-Alpha and Alpha stages to gauge potential users' perceptions of digital services, general attitudes to terms like 'mental health' and 'wellbeing', and opinions on branding. We used Likert scales to help standardise responses and make them easier to analyse.

4.1.2 FEEDBACK FORM

A feedback page was included on the Good Thinking website inviting anyone who visited the site to leave comments and suggestions. A link to the page was featured on a sticky banner on the site's homepage to maximise visibility and response rate.

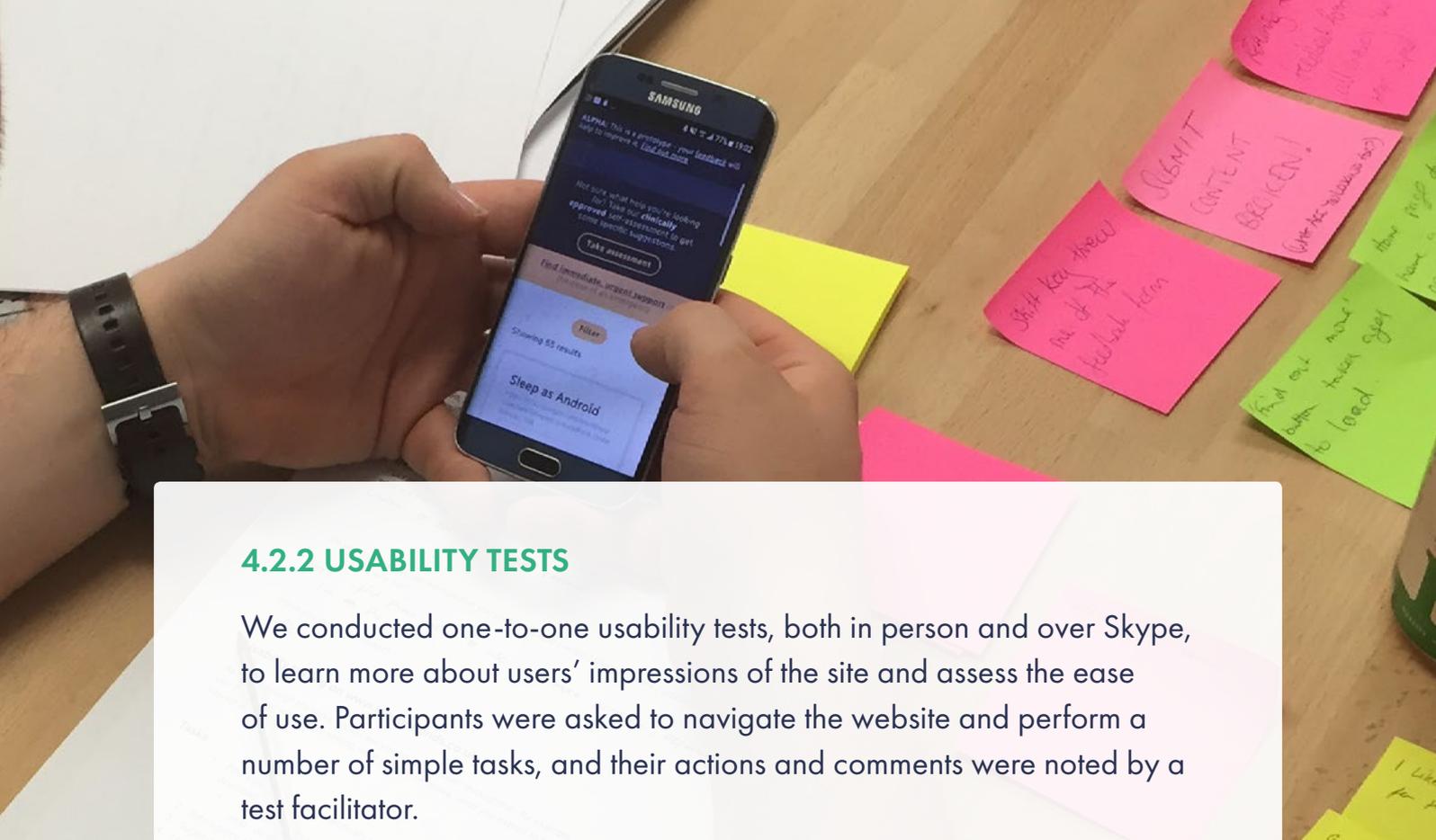
4.2 One-to-Ones

4.2.1 INTERVIEWS

We carried out structured depth interviews to gain insight into individual users' perceptions of wellbeing, mental health, and digital services.

All interviews were conducted with an outline of pre-set questions, with the insights of each user helping to shape a unique line of questioning, which prompted further discussion tailored to the individual. Interviews typically lasted for 1 hour, and enabled us to explore a single user's personal experiences and particular points of view in great depth.

This highly focused, individualised approach offered detailed insight into user perspectives, which were individually transcribed and then used to map similarities across interviewees, in order to identify broader patterns in user thinking. These could then be translated into persona categories to facilitate further user testing and be fed back into the design process.



4.2.2 USABILITY TESTS

We conducted one-to-one usability tests, both in person and over Skype, to learn more about users' impressions of the site and assess the ease of use. Participants were asked to navigate the website and perform a number of simple tasks, and their actions and comments were noted by a test facilitator.

Participants were given the option to test the site from a persona's point of view if they felt uncomfortable sharing their own personal experiences. The participant would receive a character card describing the persona and their experiences, and would navigate the site from this perspective.

In order to prevent the tester from introducing bias, and to ensure that every participant was given the same information, a script with a list of predetermined questions and tasks was followed during each test. The tester was, however, allowed to ask more probing follow-up questions to gain further clarity about how a task was performed, or how a participant felt about a particular feature of the site.

Participants were asked to narrate their thoughts and actions throughout the session out loud, to allow the tester to better observe thought processes and decision-making in real time. Silverback, a usability testing recording software, was used to record the computer screen and the participant's voice and facial expressions during testing. The software could also facilitate tracking of user behaviours, including mouse clicks, keystrokes, and active or open windows. This data helps UX designers identify the most frustrating parts of a task and suggest ways to improve the interface to better support the user.

4.3 Workshops

4.3.1 QUESTIONNAIRES

At the start of each workshop we asked participants to complete a short questionnaire to gather data about user mentalities and behaviour. The questionnaire asked users about past or current experiences with wellness and mental health issues, whether the website would be of any personal interest to them, and their existing knowledge and use of wellbeing websites and apps. Users were also asked to comment independently on their expectations and first impressions of the site, in order to counteract any group bias that might occur during workshop discussions.

4.3.2 FOCUS GROUPS

We followed a focus group methodology in part of the workshops to spark discussion about first impressions, branding, competitors, and user experience. We did this with the whole group and with smaller break-out groups, to encourage people to speak honestly, tell us the bad as well as the good, and discuss possible improvements, with the aim that discussion might generate further ideas.

4.3.3 CARD SORTING

Card sorting was used as a tool to determine how users might categorise different types of content on the site, in order to generate ideas about how the content might be best presented. We did this in two ways:

- 1 - An open card sort exercise, where participants were given a stack of subcategory cards and asked to group them together as it made sense to them (with no right or wrong answers). They were then asked to assign a category name to each assorted group of cards. The resulting arrangement of categories and subcategories would then form the basis for how content on the site was to be presented in a way that was naturally intuitive to the user.

- 2 - A closed card sort exercise, where participants were first provided with category names, and then asked to assign each of the subcategory cards to a predetermined category. This helped confirm findings from the open card sort.

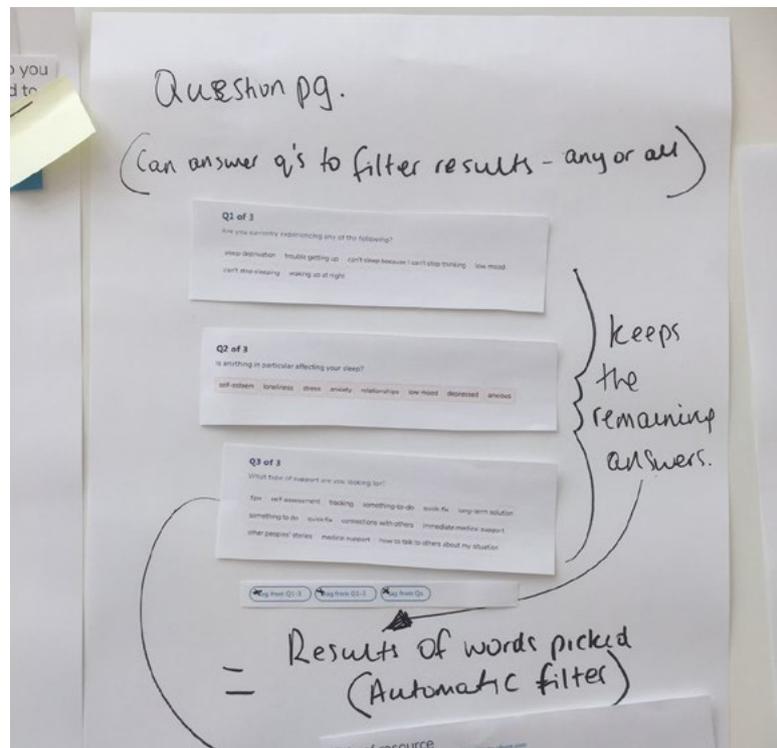
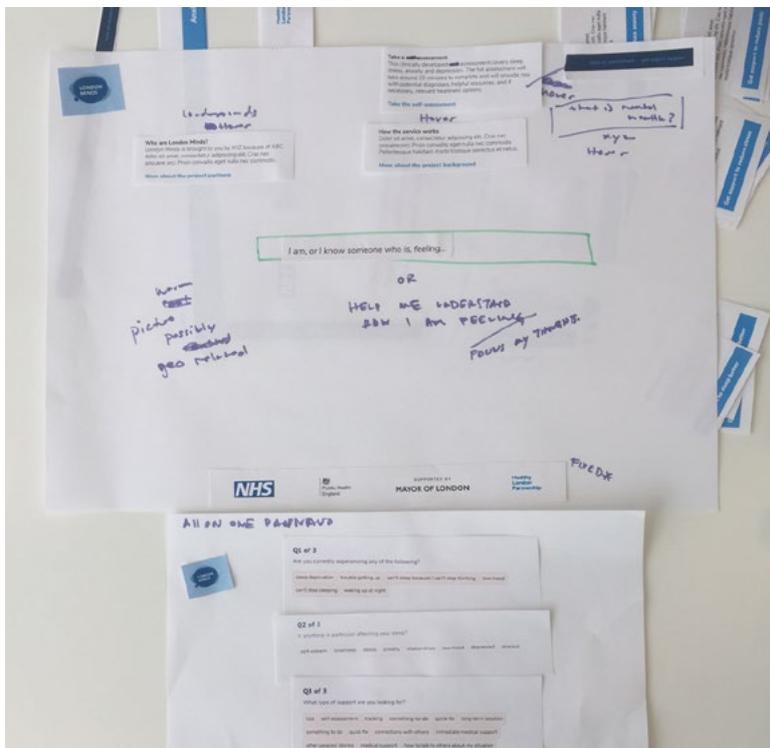
4.3.4 PARTICIPATORY DESIGN

We used participatory design exercises to challenge the website's user interface, and give users the opportunity to offer ideas and design solutions based on their needs and preferences (which may not have been previously evident to our designers). We facilitated this by breaking down the site's wireframe into individual components and asking teams to rearrange them into a layout that would better suit their needs and expectations.

4.3.5 PRODUCT REACTION CARDS

Microsoft's product reaction cards are a list of 118 words that can be used to describe a product, helping designers gauge users' responses to the aesthetic qualities of a site. It introduces a controlled vocabulary for participants, which helps with data analysis.

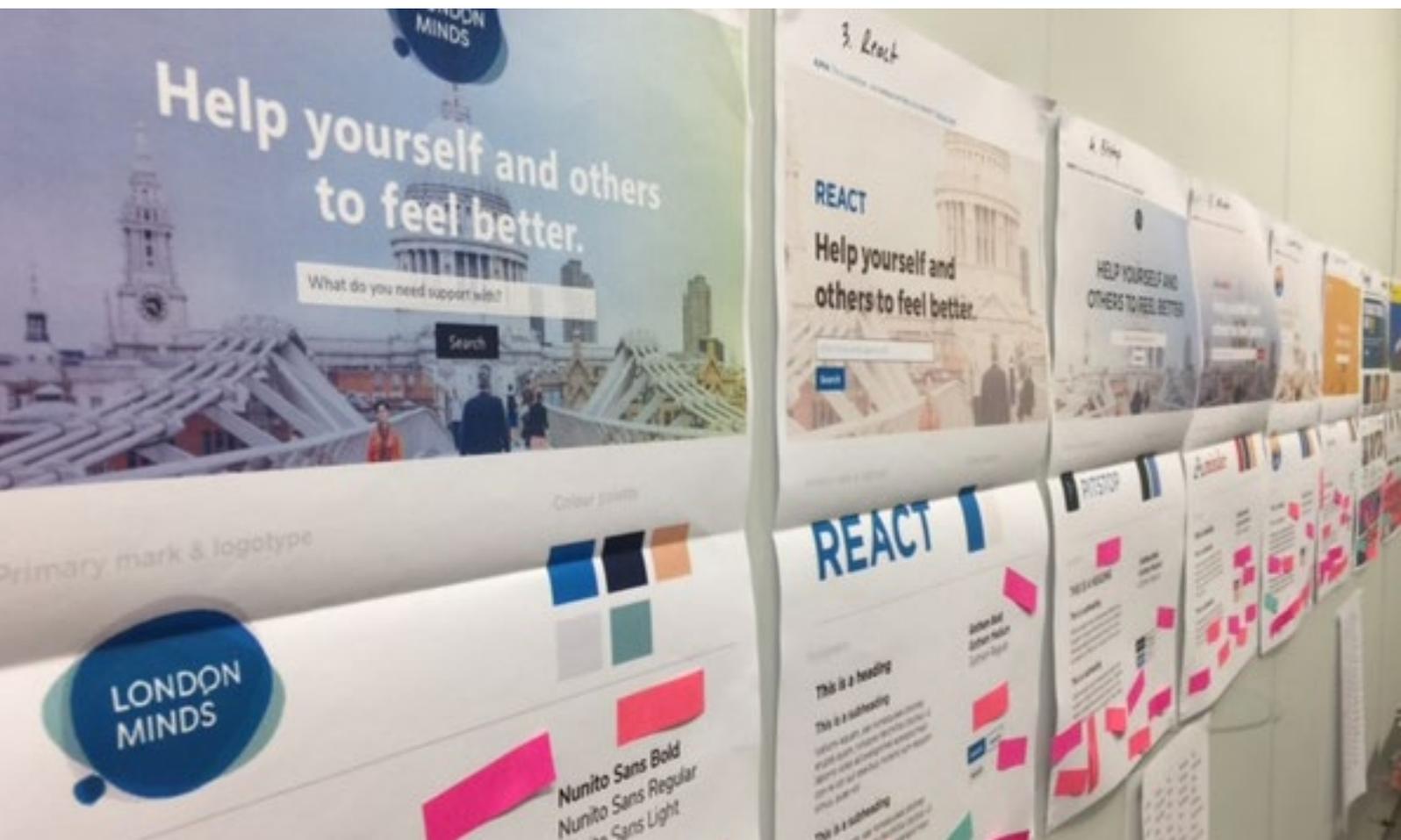
The list includes positive words like 'useful' and 'engaging', and negative words, such as 'frustrating' and 'ineffective'. We asked people to choose three words from the list that they would use to best describe the Good Thinking website, as well as several competitor websites. This captured initial impressions of the sites, identifying where the Good Thinking website differed and potential areas of improvement. The results were presented in word clouds, providing a visual representation of users' overall collective impressions.



5. Results

5.1 General

- The purpose of the site and how to use it must be clear and immediately apparent (within 3 seconds)
- The look and feel of the site should avoid mental health stigma and encourage education, acceptance and understanding
- The site needs context – e.g. mental health stats, why it has been created, and who is supporting it
- The site will be considered more trustworthy if it is backed by an authoritative or medical body
- Any paid (monetary or otherwise) partnerships must be made clear
- There needs to be discretion and sensitivity regarding where ads for the site will appear, and what language is used



5.2 Visual Design

- First impressions need to convey inclusivity and community without targeting specific demographics
- Any imagery used must represent wellness
- It must be obvious that there are different types of resources available
- The site must convey empathy, with visual cues signalling that what the user feels is normal, there are others who feel the same way, the resources work, and the site is well used

5.3 Content

- The content must be clearly categorised and easily sorted in relevant ways
- Content descriptions should be impartial, not authoritative or editorial
- The content needs to be broad, in respect to both topics and types of support
- Users need to be able to objectively compare resources at a glance. Hierarchy of information is paramount
- A self-assessment would be useful to help diagnose and offer personalised assistance

5.4 Ease of Use

- Users must feel comfortable, safe, and anonymous using the site
- Navigation must be easily seen and easy to use, and clearly correlate with the content
- The site should use prompts or step by step processes to guide users through the site (especially considering the target market, who may not always be able to think clearly/logically)
- Trust, relevancy, and ease of use will encourage use, shares, and repeat visits

6. Reflections

6.1 What Worked Well

6.1.1 PUBLIC

Surveys proved successful at gauging user attitudes towards mental health and wellbeing during early discovery phases, helping to steer and supplement later phases of user research.

Surveys worked well as tools to gauge user preferences regarding aspects of visual design such as fonts, colours and layouts.

Both the survey and feedback form offered potential users a quick and easy way of giving anonymous feedback, which helped to encourage honesty and gather opinions from potential users who may not have otherwise taken the time to participate in longer user testing sessions.

Surveys posted to social media (both targeted and generic) were successful at collecting quantitative feedback from multiple participants in a short period of time.

6.1.2 ONE-TO-ONES

Having the time to discuss and expand on points made helped to ensure clarity and reduce the risk of misinterpretation.

Sessions that were recorded remotely (through Skype, Silverback and QuickTime) were easier to arrange, and tested users in an environment familiar to them. This resulted in a 'truer test' than sessions conducted at the Mindwave studio with unknown devices.

Being able to record sessions and play them back at a later date ensured that all comments and interactions were accurately captured.

Users were able to talk openly and honestly without group bias or fear of judgement from others.

More than half of the users were known to the testers, which meant that testers were more able to pick up on subtle reactions and users felt comfortable talking about a personal topic and answering honestly.

As incentives were not offered for one-to-ones, participants were more likely to accurately represent potential users.

6.1.3 WORKSHOPS

Having a workshop with multiple people helped to facilitate good discussions and challenged users to question and expand their thinking.

Group exercises allowed a break away from screens and service testing, helping to make sessions fun and less 'test-like'. A relaxed, informal environment encouraged participants to talk openly and think less about what answers they might be expected to give.

Dividing a workshop into smaller sub-groups helped encourage participation and ensure all voices were heard.

Workshops conducted in partnership with other organisations (e.g. Crisis and Osborne Clarke) enabled us to gain insights from potential user groups we may not have otherwise had access to.

At Osborne Clarke offices, having a workshop the day after one-to-one user testing with the same people enabled us to confirm and build on individual insights.

Workshops with digital and design companies (e.g. Dr Doctor and the Design Council) challenged our USP, UI, and UX in ways the average user did not.



6.2 What to Improve

6.2.1 PUBLIC

Circulating surveys among personal networks on social media may have resulted in user feedback that was unrepresentative of the “general public”.

The feedback form proved the least effective method of attracting user feedback, with a relatively low interaction rate. This may have been due to a lack of adequate incentive, or low traffic on the site itself.

6.2.2 ONE-TO-ONES

Sessions recorded remotely were negatively impacted if the internet connection was poor at either end.

It took from 30 mins up to 1.5 hrs to get a single user’s response, compared to a number of responses with multiple people in a workshop, for the same amount of time.

One-to-one tests were predominantly carried out by a single tester, who had to do both jobs of note taker and session facilitator, which may have resulted in some reactions being missed.

Osborne Clarke user tests (lasting just 30 mins each) did not allow enough time to fully explain the site’s purpose, ensure clarity, test the entire site, and discuss or expand on points made.

The use of personas in some cases could have resulted in feedback that was potentially unrepresentative of a ‘true user’. Testing people with a genuine interest in using the service - and from their own point of view - generally produced more useful feedback.



It was a challenge to keep those who had experienced, or who were experiencing, mental health or wellness issues focused on the task at hand due to the topic naturally leading to personal stories.

More than half of the users were known to the testers, which will have caused some bias.

6.2.3 WORKSHOPS

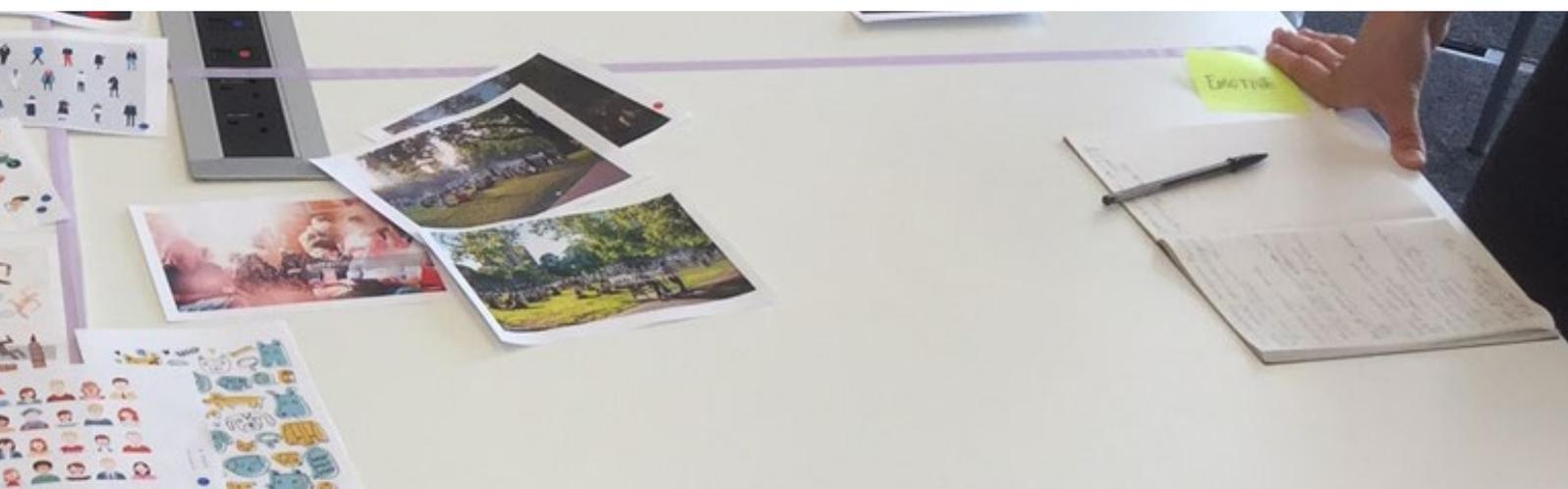
Group bias and leader-mentality meant that quieter or less confident voices were often not heard. Correct facilitation can help to counteract this imbalance, however this will never fully solve the issue.

Due to mental health and wellness being a sensitive topic, some participants did not feel comfortable sharing their thoughts or experiences with a group.

Workshops held with digital and design companies tended to generate insights based on professional experience rather than from a “true user” point of view.

Using incentives to encourage people to come to the workshops may have meant that not all those who attended were potential users.

Flyering and social media marketing of workshops and user testing were not as successful at recruiting participants as using personal and professional contacts. This could have been due to the messaging, the topic, the time or location of the workshops, or trust due to the service and Mindwave being an unknown brand.



7. Recommendations

Going forward we will be tracking users' interactions with the website to gain further insights into ease of use. As changes continue to be made to the site, it will also be important to carry out ongoing one-to-one testing and workshops to get further user feedback on aspects of design, functionality and content.

7.1 Recruitment

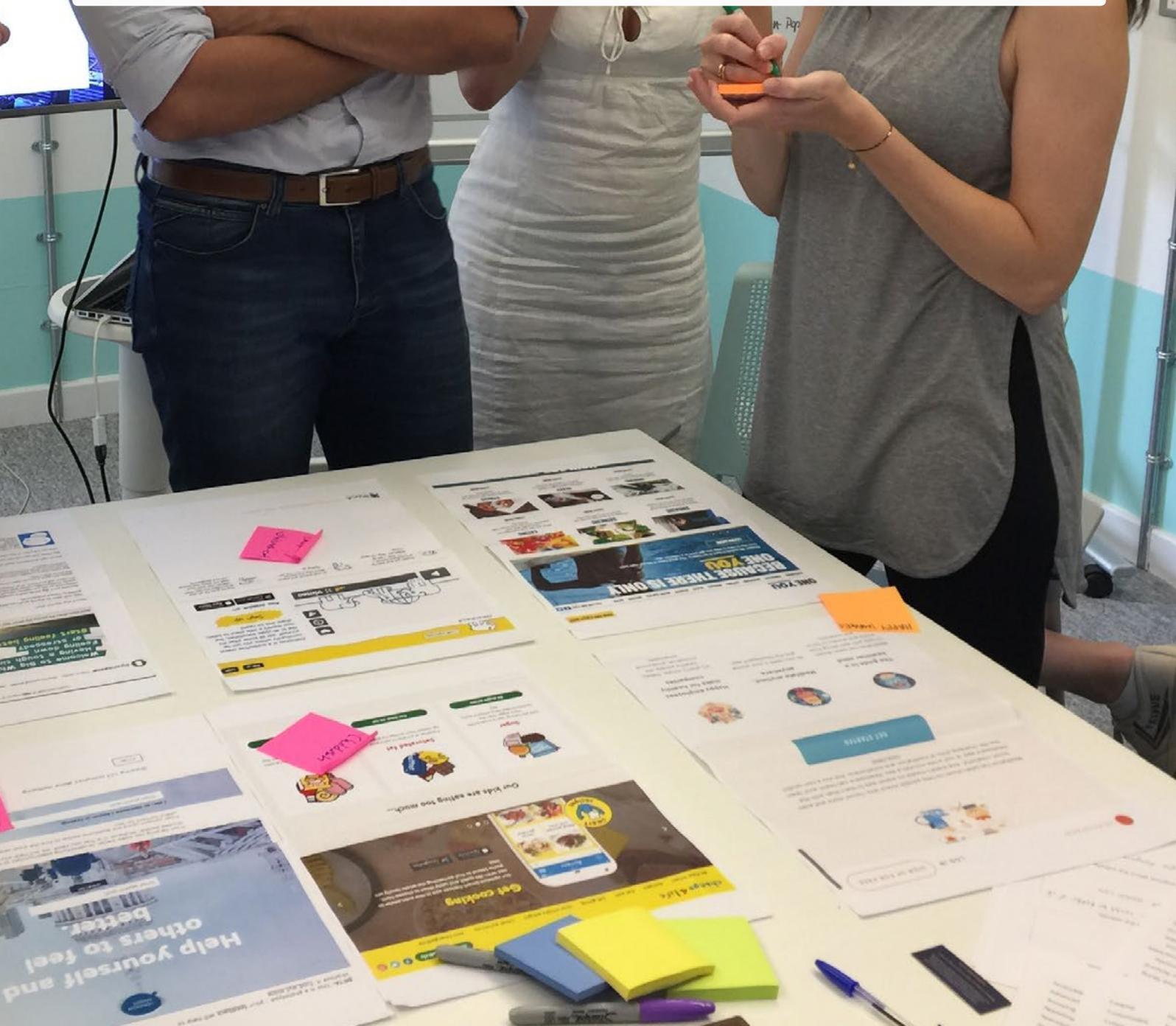
Wellness is a hot topic with high levels of engagement among the general public. However, social media, flyering, and guerilla marketing wasn't as successful as direct personal and professional contacts. Going forward, one-time and repeat users of the site could be targeted through a short survey pop-up, and large companies (like Osborne Clarke) could be encouraged to test as part of their employee wellness programmes. Better incentives and a greater knowledge of the value of any feedback given could also encourage recruitment.

7.2 Testing & Analysis

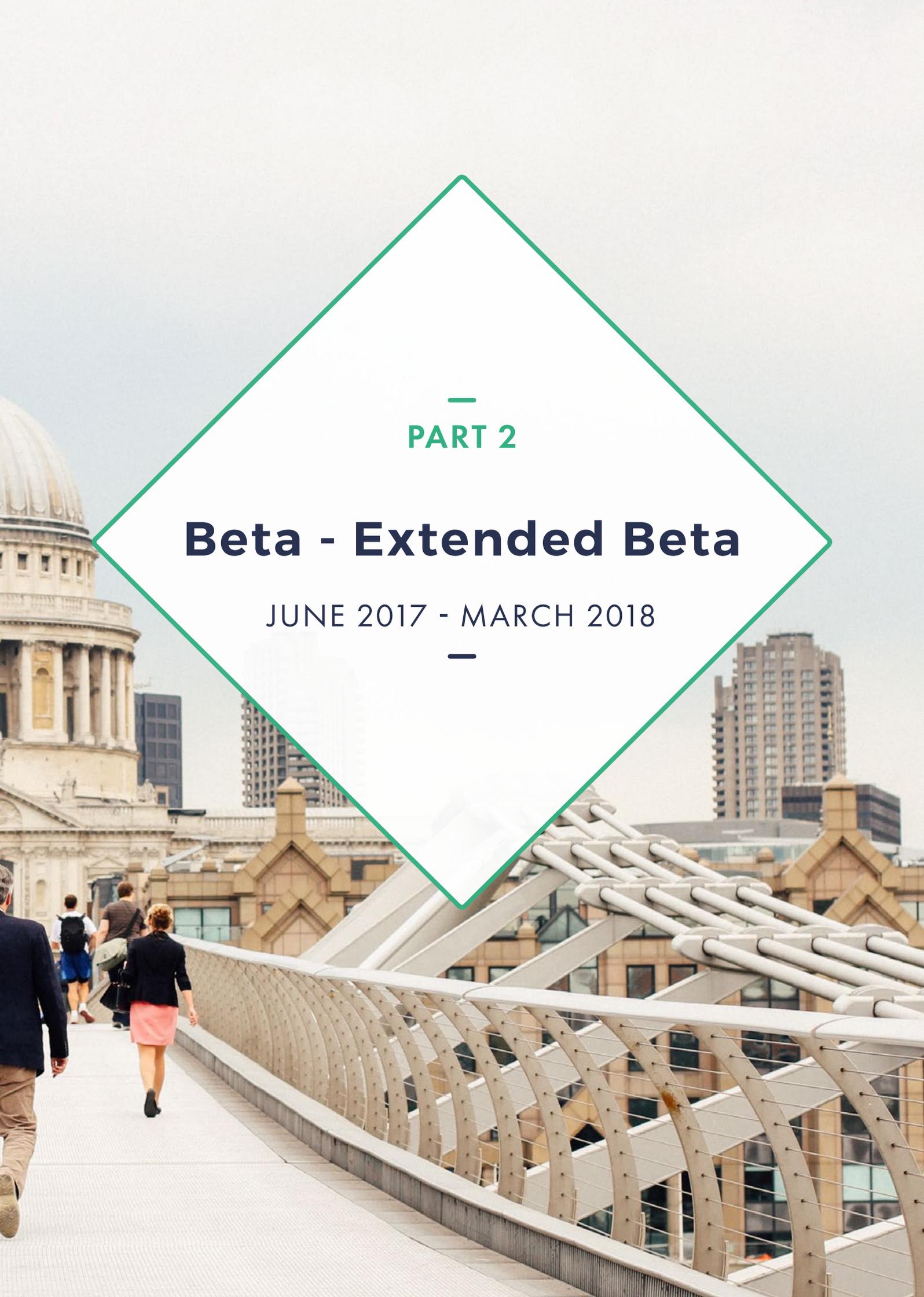
One-to-one sessions worked best with a facilitator and a note-taker. Workshops worked best with 9-12 people and at least 3 facilitators to allow for 3 break-out groups. The best results were gained through workshops held the day after one-to-one tests as any individual insights could be discussed, challenged or verified by a wider consensus. The analysis of any session is best done on the day itself by all involved, individually and then as a group, so that all insights are well captured and documented. A report highlighting the key insights to be implemented, learnings, and recommendations on how to hold any future tests/workshops should be created and shared with the team within a week. Feedback forms should also be completed by all participants so that future sessions can be improved.

7.3 Scheduling

One-to-one user tests should be 1 hr long to allow enough time to educate the user about the service, the value of their feedback and the place it takes in the overall project. Workshops should be 1.5 - 2 hours long to allow for a full overview of the service and aims of the session, discussion around any previous findings, enough time for each activity, and a debrief at the end of the session to ensure that all points are accurately understood and recorded. When working to 2-week sprints in an agile format, user tests and workshops should be held at the beginning of the sprint so that any urgent findings can be incorporated or tested further before planning the next sprint.







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PART 2

Beta - Extended Beta

JUNE 2017 - MARCH 2018

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Executive summary

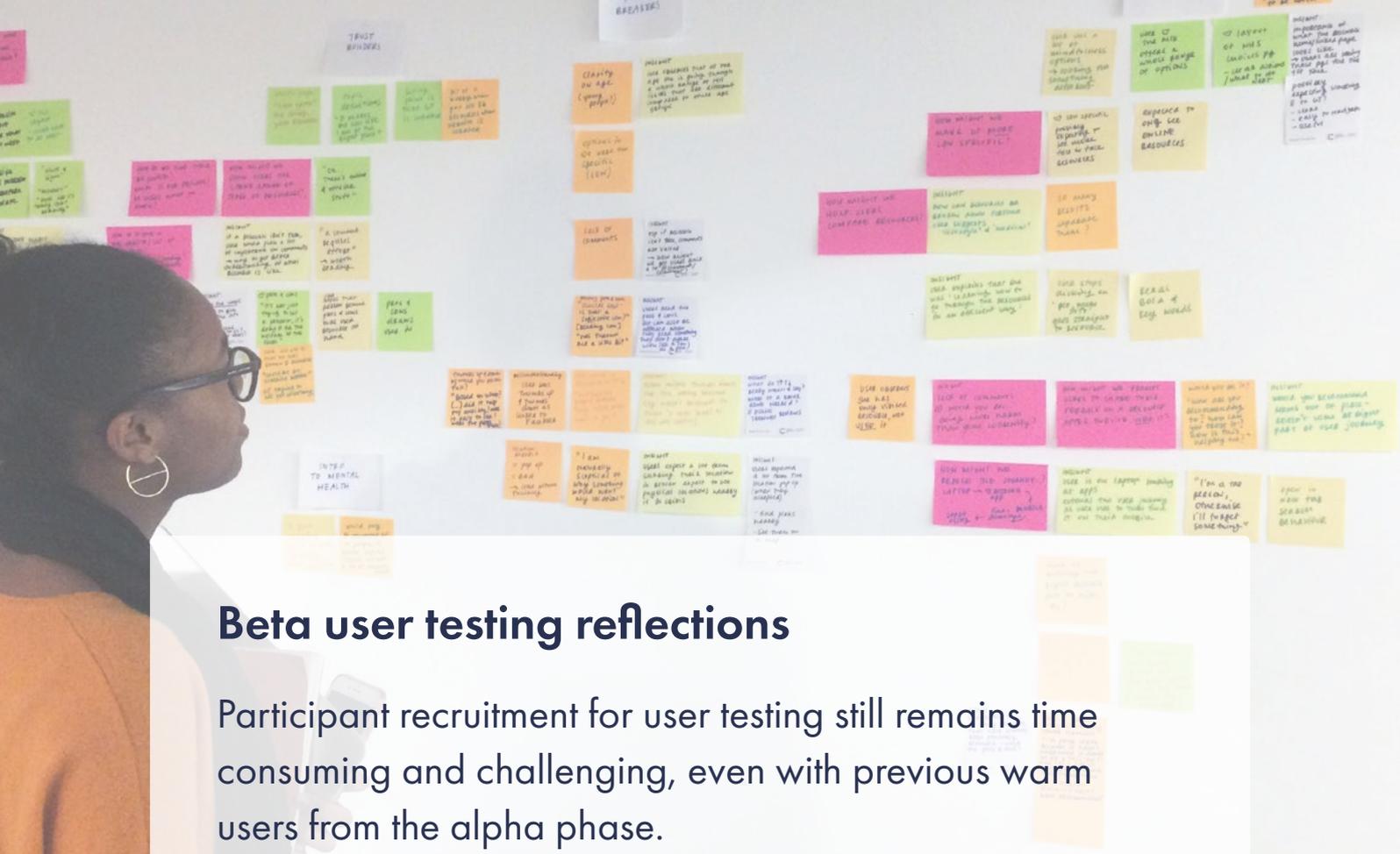
Overview of work completed

Having engaged with 17 participants and gathered feedback on the beta website, we collected valuable insights from our users which has been the foundation for improvements to the service.

This phase of work focused on refining the brand and alignment for the website, social media and advertising, and tweaks to content, design and functionality. Work has also been done on gathering and analysing data. Additional work includes potential partner outreach and engagement.

High level insights

- Users consider the website to be trustworthy as it is backed by big partners and has a lot of expertise behind it
- Users observe that website is a good starting point to think more about your condition
- Users appreciated the friendly and informative tone of the website and topic definitions
- Users were pleased to see a wide range of resources
- Users valued that the website is curated
- Users were overwhelmed by the amount of resources
- Users felt like the layout was clear, but also repetitive and boring
- Still in beta, users struggled with the self assessment, from usability issues on mobile to frustrations around the results
- Users were lacking clarity, around what Good Thinking does and what types of resources they will be able to find
- Still in beta, users struggled with the self assessment, from usability issues on mobile to frustrations around the results



Beta user testing reflections

Participant recruitment for user testing still remains time consuming and challenging, even with previous warm users from the alpha phase.

Better incentives and partnerships with companies or organisations could help to encourage participation in user research.

One-to-one user tests should be between 30 minutes to 1 hour long, and work best with both a facilitator and note taker present.

User testing with a wide range of users provides a variety of insights stemming from different needs and challenges. From people who might be feeling low, anxious, sleep deprived, stressed, or a combination of 2 or 3, to people feeling good and looking for someone else, all these users should be tested with.

The analysis of any user-testing session is best done on the day itself by all involved.

Insights from user testing should be shared regularly within the design team and used as the foundation for future design changes and improvements.

1. Beta & Extended Beta

1.2 Approach

In order to better understand how the service can continue to improve and meet users needs, we engaged with them in two ways:

Collecting Beta feedback

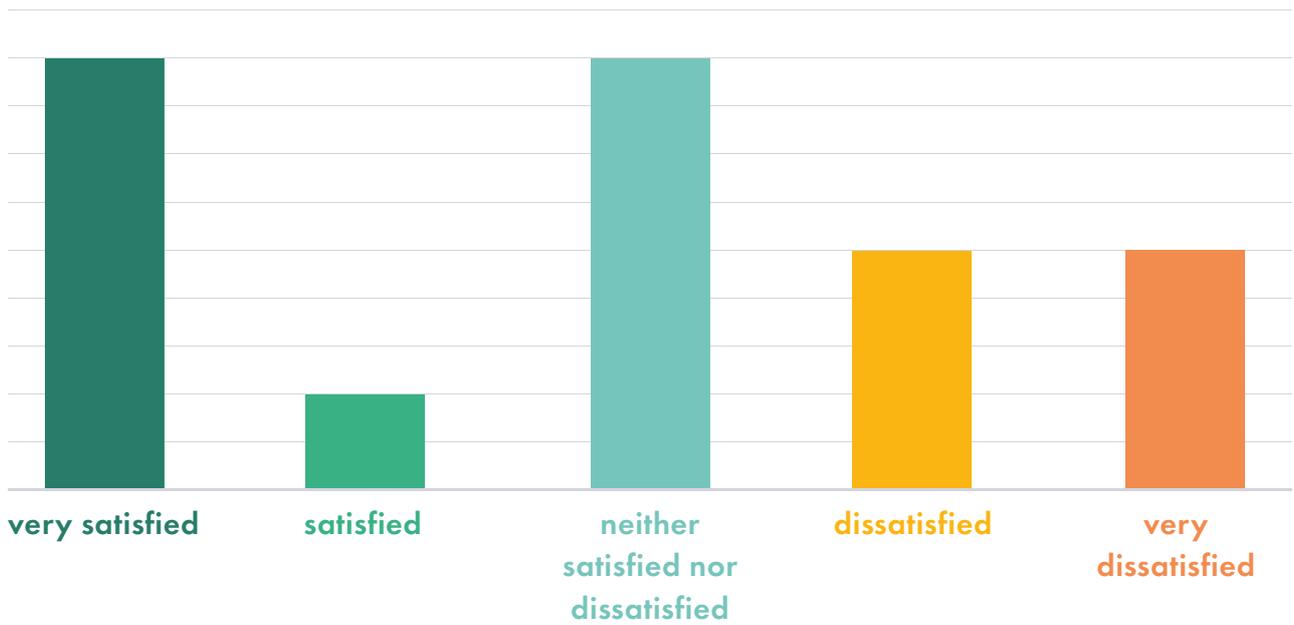
Using a 'Give us feedback' message at the top of the website, we gathered feedback from real Good Thinking users.

Usability testing

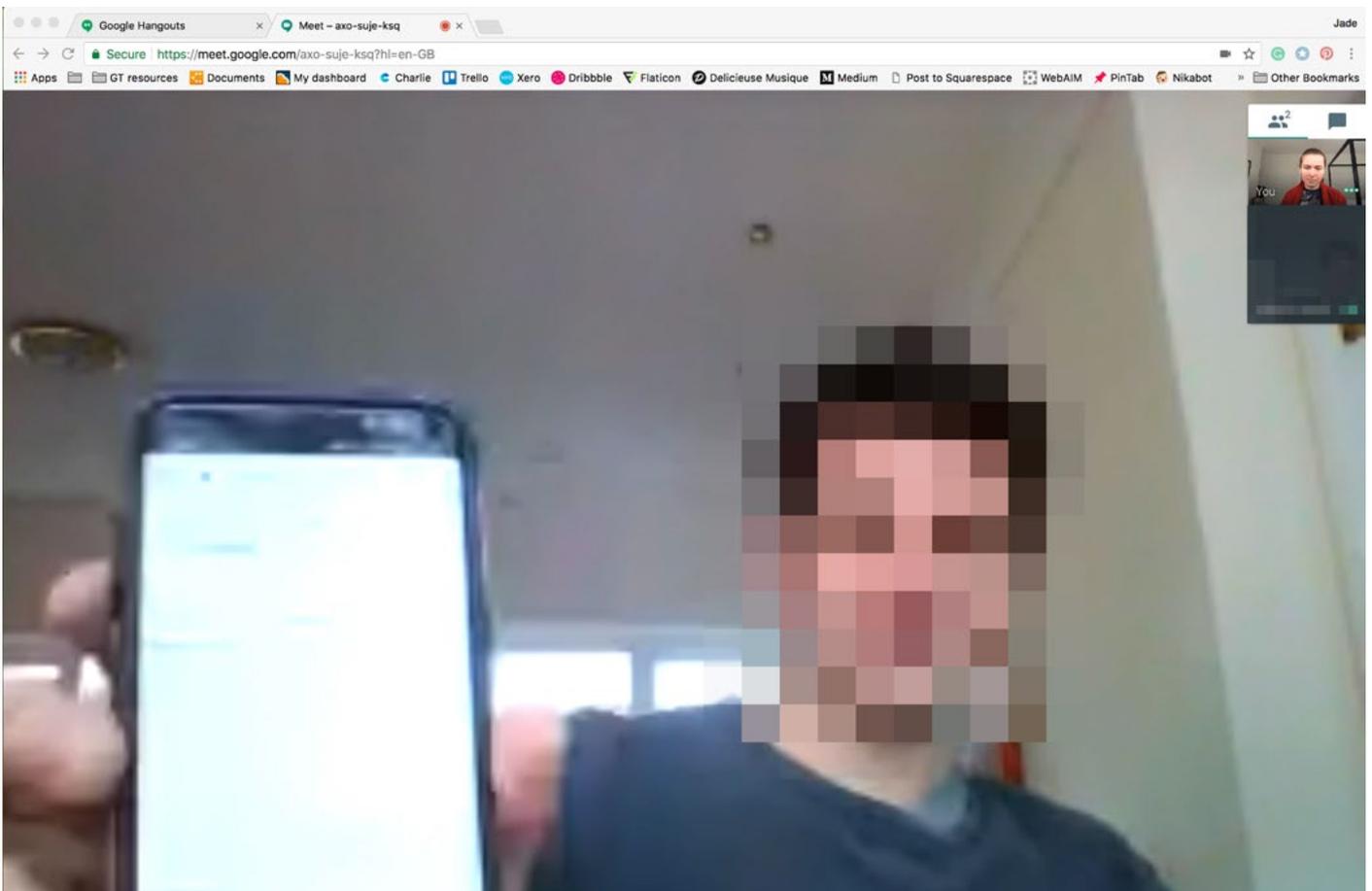
One on one discussions covering some of the following topics and areas with users:

- Look and feel of the website
- Usability of the website
- Their personal expectations of the website and self assessment
- How they would go about finding a resource
- How they would evaluate if a resource was right for them or the person they might be looking for
- How they would share a resource they found with someone else
- What would have to improve about the website for them to recommend it to a friend

BETA FEEDBACK SATISFACTION SURVEY



USABILITY TESTING



Remote usability testing session

2. Participants

2.1 Recruitment

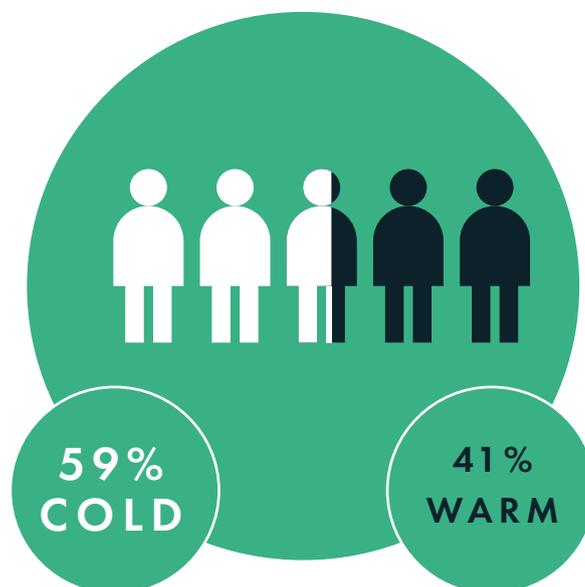
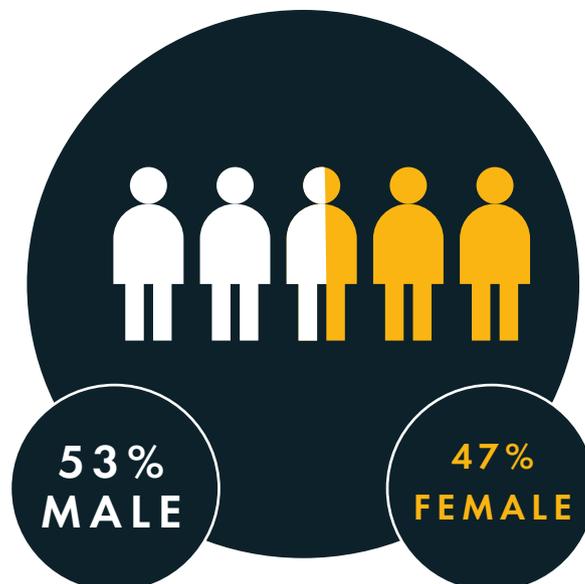
Users were recruited through personal and professional connections with individuals and companies and through social media (Facebook, Twitter). Warm users, users who were already familiar with the service and participated in the alpha phase of the project, were re-contacted to provide feedback on the beta website changes.

Shopping vouchers ranging from £10 to £20 were provided as incentives to encourage people to participate in one-to-one user testing.

Main drivers for successful recruitment were:

- The website being personally relevant (appealing directly to people feeling low, anxious, stressed or sleep deprived)
- The prospect of helping to improve a digital service that could help people find the right resource for them

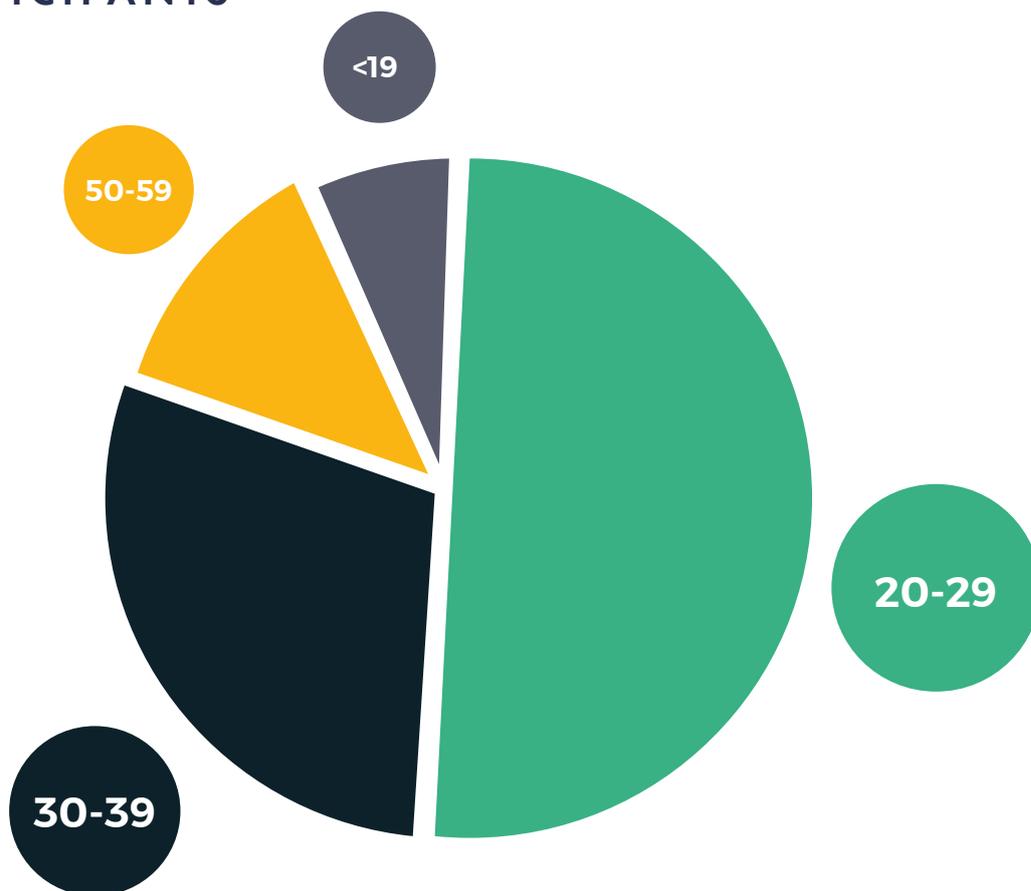
2.2 Demographics



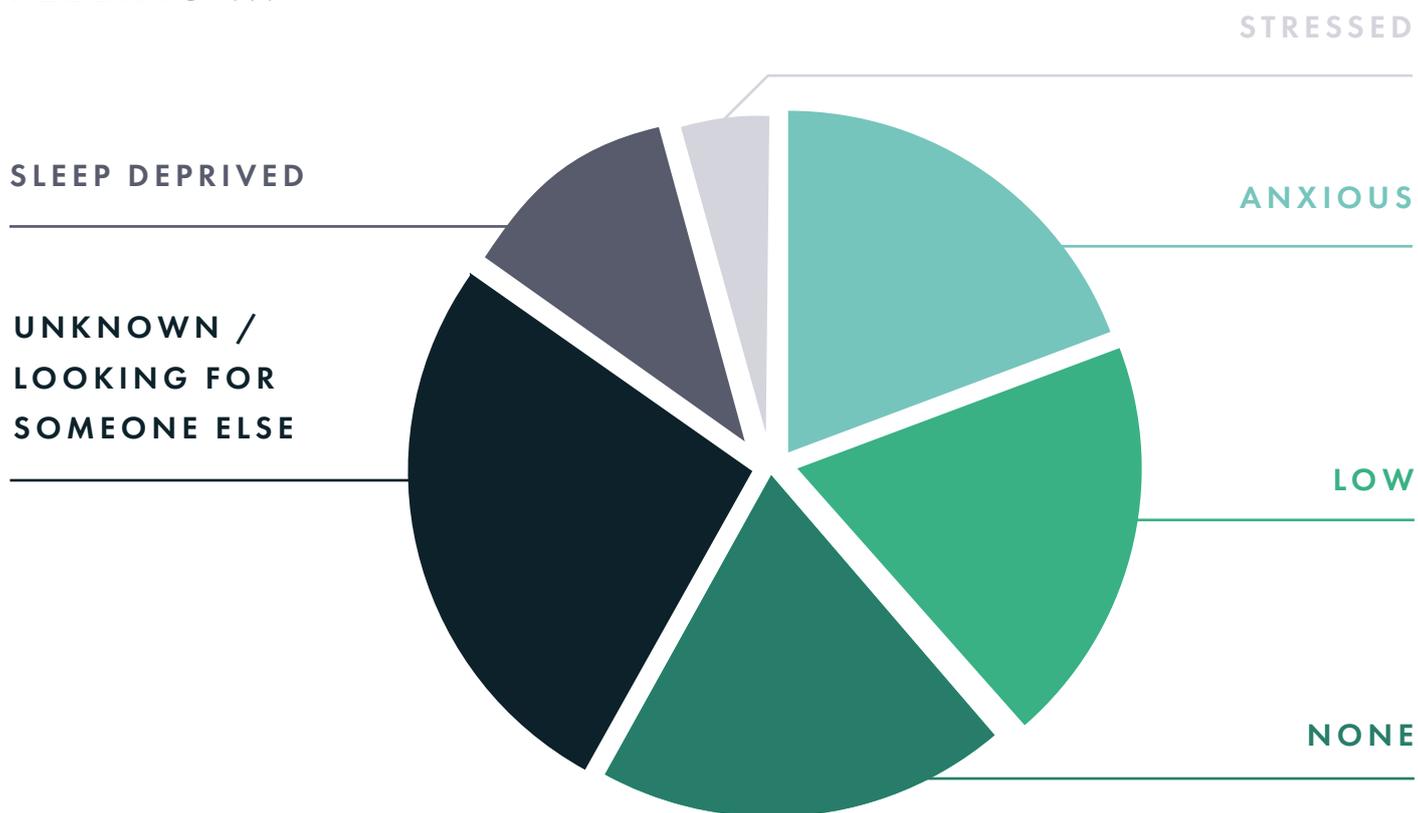
What participants do for work:

unemployed, students, retirees, sound engineer, trainee paramedic, nurse, project manager, petroleum engineer, medical student, digital artist, TV editor...

AGE OF PARTICIPANTS



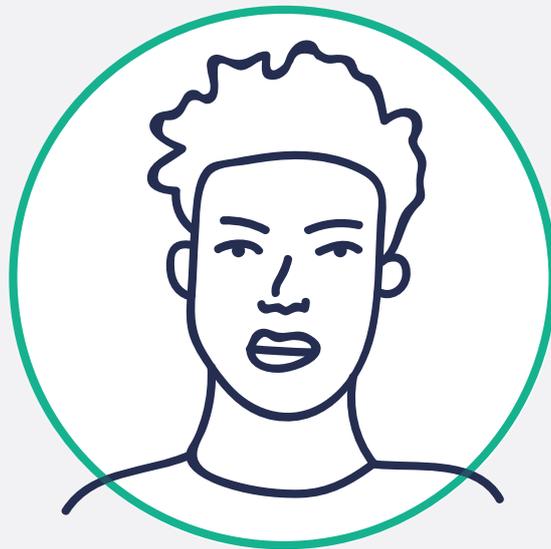
FEELING ...



3. User stories

From insights and observations that we gathered during our usability testing sessions, we formed a series of user stories that highlight the key aspects of the website that were well received and the common areas of frustration for users.

Each user story is completed with a set of design recommendations that have been considered when redesigning and improving the website.



3.1 This is Joe

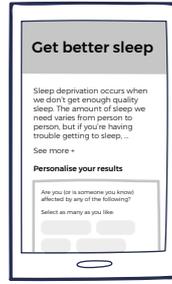
He's a nurse who has had **sleeping problems** for years, due to shift work.

He's 32 and lives in a house in North London.

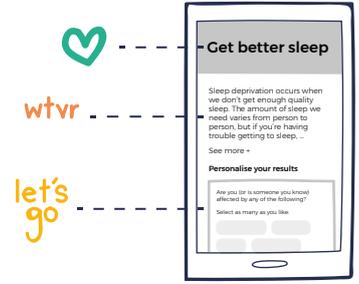
Joe already has his own tricks to help him fall asleep, like listening to podcasts.



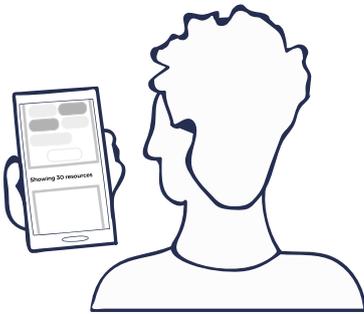
Joe is on Facebook when he sees an ad about resources that help with sleep deprivation. He's intrigued because the ad says that it is backed by the NHS.



Joe clicks on the ad and is taken to the Sleep Deprivation page on a website called Good Thinking.



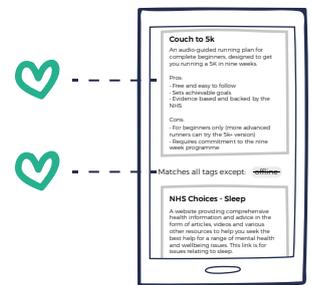
Because he already knows what sleep deprivation is, he skips past the description and jumps straight into answering the 3 questions.



Joe picks 'by myself' and 'for free'. He decides to start with these few tags and see what he is offered. He gets shown 30 resources.



Joe scrolls through the first handful of resources. He has an Android phone, so likes seeing in the pros and cons that some resources might not work.



He uses the pros and cons to evaluate if a resource is for him. He likes that he can see what tags the resources don't match.



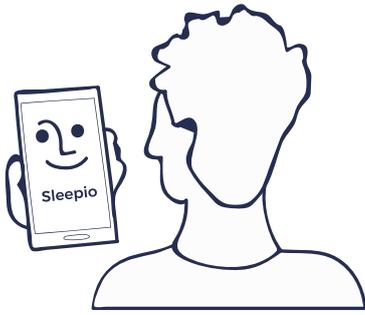
Joe knows 10 out of the 30 resources listed. The other 20 resources are along the same lines as the ones he is familiar with, but he is also seeing things he didn't know about.



Some resources don't seem directly linked to sleep and Joe is a bit confused about why he is being suggested to try them.



Still slightly overwhelmed by the high amount of resources, Joe focuses on the first few that have caught his eye.



Even though he knows that Sleepio isn't for Android, he decides to give it a try and becomes even more interested when they mention 'shift work' in their sleep assessment.



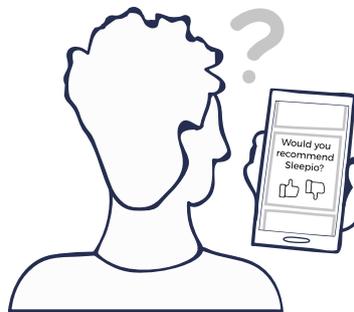
He gets a low score on Sleepio's sleep assessment, but isn't too surprised. He likes that he is offered a course on sleep and shift work.



Joe continues to explore Sleepio, slightly confused because he is on his phone. He then realises that he can't use the Sleepio app, but can use the mobile website.



Joe answers more of Sleepio's questions before going back to the Good Thinking page, to look over a couple of the resources, but mainly to close the tab.



He is asked if he would recommend Sleepio, a resource page he recently visited. Joe isn't sure yet as he hasn't started properly using it.



He closes the Good Thinking page and does not leave any feedback on Sleepio as a resource.



Joe goes on to use Sleepio for a bit, uncovering some of the key causes of poor sleep and setting goals.



At work one day, Susan, another nurse, mentions that she's struggling with her sleep because of work shifts. Joe tells her about Sleepio, and how he found it on Good Thinking, an NHS approved website.

What worked well for Joe

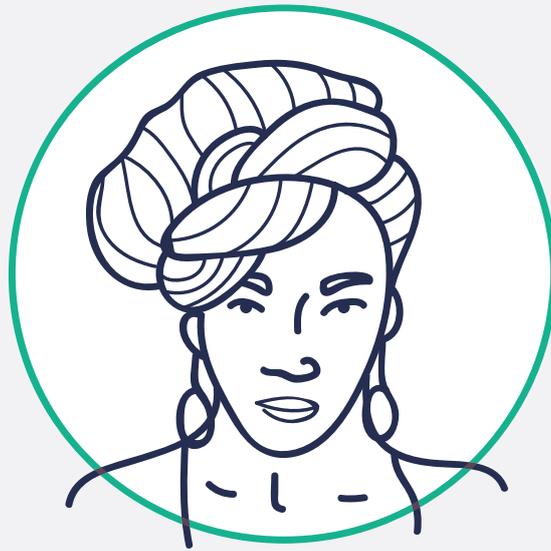
- As a nurse, Joe already knows what sleep deprivation is and therefore can start personalising his results without reading the description
- Joe reads the pros and cons to evaluate what resources would be good for him, starting by reading the cons 1st
- Having the 'does not match' tags allows Joe to understand quickly what a resource is about
- Seeing resources he knows makes him trust the other resources he is seeing are on the same level

Room for improvement

- High number of resources overwhelms Joe
- Some of them don't seem related to sleep at all
- Due to Sleepio being 'unavailable on Android', Joe ends up thinking that he can't use it but is still curious to see what it is
- Joe is asked if he would recommend Sleepio at a time when he hasn't used it yet, when he has only visited the resource

Design recommendations

- By presenting Joe with a select number of resources, his experience would feel more personalised and less overwhelming
- Providing more information and clarifying why a resource might be useful for sleep deprivation would help Joe to make sense of the tools being offered to him
- Joe is being prompted at the wrong time in his user journey to give feedback on a resource and the feedback loop needs to be re-examined. An option would be to reach out to Resources and encourage them to tell their users to share their feedback on the Good Thinking website, similar to Trip Advisor.



3.2 This is Aida

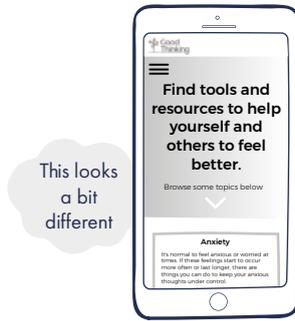
She works in a marketing agency in central London who has a **history of anxiety and depression**.

She's 23 and lives with her boyfriend in a flat with two other couples.

Aida has already sought out professional help in the past and knows a lot about mental health.

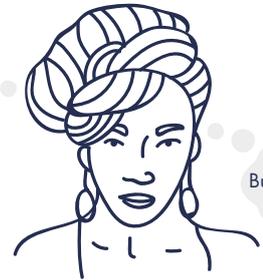


While scrolling through Twitter, Aida sees a post her friend has liked by Good Thinking. She clicks on their profile and sees that Good Thinking is supporting Londoners to manage their wellbeing.



This looks a bit different

I have to pick between low and anxious?



But I'm feeling both!

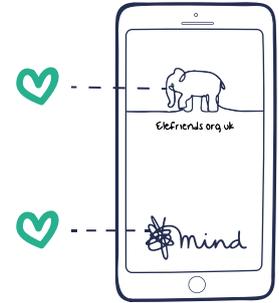
After clicking on the website url, she is brought to the Good Thinking homepage. The style is very different to the social media images she saw on Twitter.

Aida looks through the four topics, but feeling both anxious and low she's unsure with which topic to start with. She decides to pick low and after reading the description and understanding that it is like depression.

There are generally different worries that you have at different ages of your life



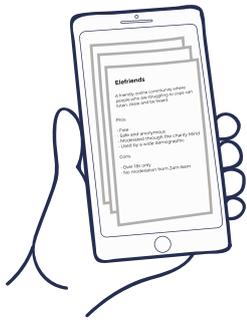
Mind? I know Mind



Aida selects 'low for no reason' and 'clinical depression'. She's looking for resources specific to her age group.

As Aida looks through the 43 resources that are listed, she sees Elefriends and reads in the pros that it is moderated by a charity called Mind she knows.

On the resource website, she sees the clear link between the charity and the resource due to shared visual identity. She likes Mind and is happy she didn't scroll past Elefriends.



I was expecting there to be a lot more information and comments...



What do they mean by young people? I'm 23, can I use this resource?



As she continues to explore the listed resources, Aida opens the ones that interest her in new tabs to look into more detail in a minute.

She always clicks on 'get more information and read comments' and is disappointed by how little information there is and the lack of comments.

For resources that say that they are for young people, Aida has a hard time figuring out what age range they cover.

I know I have a problem so clarifying the problem is not really a useful



There's helplines and telephone counselling on here?

I'm a tab person, otherwise I'll forget something



As she continues to scroll through the resources, she sees that she can do a depression self assessment. She's not interested as she already knows she has depression.

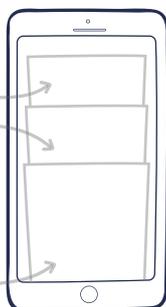
A phone helpline comes up as a resource and Aida is surprised. She was only expecting to see digital resources on the website.

Once she has gone through enough resources and sees that they are getting less and less relevant, Aida goes into her open tabs and looks at each resource website.

This one is for people under 25 and is free, looks good

Not liking the look of this one, too clinical

This one isn't free, I'd have to read some reviews first



I'll have a go at The Mix and see what there is on there about depression



She quickly glances over them, seeing what they offer and evaluating them based on how they look, if they're free, and how much commitment they require.

Overall, she finds the whole process quite labour intensive but has an idea as to which resource she will try first.

What worked well for Aida

- As someone with previous mental health experience, Aida knows what depression and anxiety are, but was reassured to see the descriptions anyway and recognised their value
- Aida likes to read the pros first to evaluate if a resource matches her search criteria

Room for improvement

- Apart for the shared logo, Aida saw no similarities between the social media post and the service homepage
- Aida feels both anxious and low sometimes, she wasn't sure what category to pick first
- Aida struggles to understand if she fits into the category of 'young people' and isn't sure if she is too old for some of the resources

Design recommendations

- As someone with a background in marketing, Aida needs and appreciates services that have clear and consistent branding. These help her to build trust.
- Aida would have benefited from seeing a list of resources that match both anxiety and depression or a collection of resources for young people
- Looking for a resource for young people, key information should be added and highlighted in resource descriptions, such as age range, gender, location



3.3 This is **Lori**

She works in finance in the city but has a flexible work schedule that allows her to work from home. She experiences **panic attacks** and often feels **anxious**.

She's almost 30 and wants to find better ways to manage her anxiety to improve her work and personal life.



26, that's a lot!
Which one is going to work? Should I use this or should I not?



No comments, that's not very reassuring

After a panic attack at work, Lori goes online and googles 'anxiety panic attacks'. She sees an ad for Good Thinking, an NHS backed service aimed at improving your wellbeing. She clicks on the link and is taken to the anxiety page.

She answers the 3 questions and is presented with 26 resources. This high number makes her feel anxious and she wonders if she should stay on the website and how she will find one that is right for her.

She sees a resource and clicks on 'Get more information and read comments'. She finds it quite daunting that there are no comments and isn't sure what to make of the resource as it isn't free so she would have to pay to test it out.



Is there some way of going back to where I left off in the list? I don't want to loose where I was

Self Assessment

I know it's confidential, but where do my answers go?



Why does it keep showing me this text?

I just want to get to the questions

On mobile, Lori can't find the 'go back to results' button and worries that by clicking back on her browser she will not end up where she was in the list.

As she continues to explore the website, she sees that she can do a self assessment in the footer. Interested in seeing what the results would say, Lori starts the assessment but also wonders where her answers will go.

Lori finds the Self Assessment frustrating to use as it shows her the same introduction blurb and she has to keep scrolling past it to see the question.

These all seem sleep related... I wonder how far into the assessment I am?



I was expecting a link at the bottom of the page to get taken to all the anxiety resources that might help me...



The first questions are all about sleep, and Lori doesn't particularly struggle with her sleep. She can't gauge how many sleep questions there are or where she is in the assessment.

Lori goes through the rest of the questions and is recommended to discuss how she is feeling with a GP or mental health professional in the next week. She's a bit alarmed but understands her results.

She was hoping to be recommended resources that would help her manage her anxiety and clicks on 'anxiety' to find some tools. When she tries to go back to her results page, she realises that they have not been saved and she has to start the self assessment from the beginning.

What worked well for Lori

- Lori was reassured that Good Thinking is an NHS backed service and it increased her trust in the service
- Reading the pros and cons helps Lori understand what resources might be right for her. Due to the lack of comments, they are what draws her into the website and resources
- The confidential aspect of the self assessment encourages Lori to complete it
- The explanation of her results lets Lori understand why she has been recommended to see a professional

Room for improvement

- The high number of resources makes Lori feel anxious, she would like to see fewer in one go
- Lori anxious that clicking back in browser won't take her back to where she was in the list of resources
- She doesn't trust that resources will open in a new tab
- Lori wonders where her answers are going when answering the self assessment
- The results, though right, are alarming and Lori does not know what to do next and which professional to reach out to
- Lori navigates away from the page and loses her self assessment results

Design recommendations

- As someone with anxiety, Lori needs to feel reassured by the website and that she is clicking in the right place
- When looking through the resources, an improved navigation and clear call to action will help Lori to find the right resource for her.
- Breaking down the number of resources into manageable chunks will help users like Lori who feel overwhelmed by the amount of resources
- Reinforcing the confidential aspect of the self assessment will put Lori's mind at ease



3.4 This is Amid

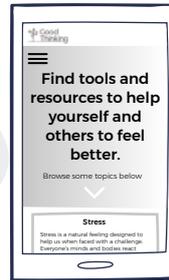
Working in a high pressure environment as a lawyer leaves Amid feeling stressed.

However, Amid is **concerned for his partner**, Claire, who needs support in managing her stress and is looking for resources for her.



Amid sees an ad on Facebook about feeling stressed and decides to click on the link in the hopes of finding something for his partner, Claire. He knows she has been stressed at work and needs some tools to help her wind down.

I think Claire needs to find support to manage her stress

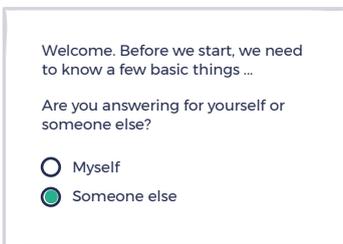


Reading the topic descriptions, Amid finds that the stress one sounds the most like Claire but also thinks the sleep deprived topic could be interesting as she has also had trouble sleeping recently. A tool that would tackle both would be ideal.

Self assessment... Doesn't sound like I can do it for Claire but I'll still have a look



Before Amid starts to answer the 3 questions, he notices the self assessment button. He clicks on it more out of curiosity because he doesn't imagine that he can do a self assessment for Claire.

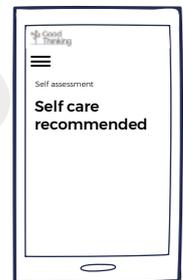


This question doesn't seem relevant and I also don't know what to answer...



He begins the self assessment and realises he can indeed fill it out for Claire by picking the option 'someone else'. The first few questions are all about sleep but he notices that he is also answering anxiety and stress related questions.

I wonder how I can save this and share it with Claire?



Amid goes through the self assessment and finds that some of the questions aren't massively relevant. He struggles to answer some of the questions and guesses as there is no 'I don't know' option. He is worried this might skew the results.

The result of the assessment is 'self care'. There is useful information on the results page but no way to save it apart from printing it or saving the PDF to print.

What do I do next?
It hasn't
recommended any
resources!



Amid is unsure what to do next on the website, it has not recommended any resources to him despite saying that it would in the self assessment description. He decides to explore the stress topic.

I'll have a look
at some
mindfulness and
meditation tools



As he knows his partner well, Amid looks for mediation and mindfulness resources but there is no way to filter the resources in this way. He looks into a couple and considers the pros and cons.

Maybe I'll try out
one of the resources
before telling Claire
about it



After doing this research for Claire, he feels like there are a couple tools she might be interested in. He decides to try them out first and share them with her later but wishes there was a way to save the resources.

What worked well for Amid

- Language used normalises stress
- Topic descriptions help him find what sounds most like the person he is looking for
- Resource descriptions help Amid find mediation and mindfulness resources

Room for improvement

- Does not realise that the self assessment can be done for someone else as well
- Some of the self assessment questions don't seem relevant and Amid can't understand why they are being asked
- There is no 'I don't know option'
- He cannot 'save' his results or the resources he is interested in
- Amid cannot only search for mindfulness and meditation resources

Design recommendations

- Clarify what the self assessment is and who it can be done for in the opening introduction
- Added information around the self assessment questions and explanations as to why they are relevant
- Allow users to answer 'I don't know' or advice on how to best answer questions they might not know the right response
- Consider how users might save and share their self assessment results as well as the resources they are interested in
- A way for users to find resources based on their 'type' or 'category'



3.5 This is Denis

Having recently moved to London to be closer to his family after retiring, Denis is finding it challenging to make new friends and has been **feeling a bit low due to loneliness**.

Aged 68, he's hoping to find things to lift his mood.



Denis is online when he sees a post on his Facebook feed about making London your happy place. Having recently moved to London, Denis clicks on the link as he has been feeling a bit low lately in this new city.



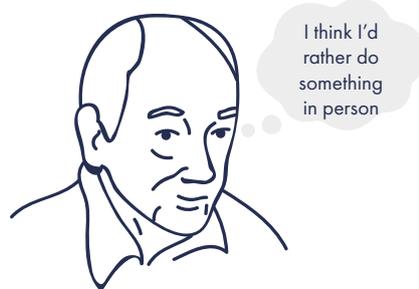
He lands on the Good Thinking website and at a glance, finds it hard to understand what the website is about.



He struggles to find the 'About this service' section but eventually manages to find it in the footer. The description of the service is extremely text heavy and Denis considers not reading it at all.



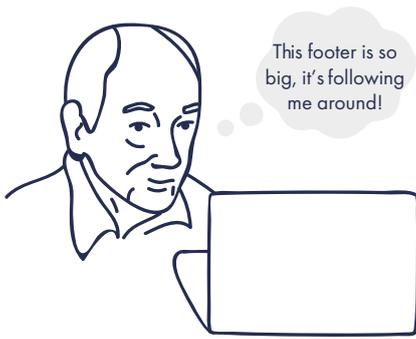
Denis can't figure out how to get back to the homepage, so he just clicks 'back' on his browser. On the homepage, he reads the definition for low and enjoys how it is described, so he clicks on 'discover ways to boost your mood'



He selects 'feeling alone', 'often', 'offline' and 'with others' and scrolls through the resources he is shown. Not interested in doing something online, Denis tries to find something to do in person.



He finds that some of the resources have very vague descriptions or use vague terms that don't indicate much.



After looking at the first 3 resources, Denis looks at the footer again thinking he had not seen it yet. He finds this footer large and clunky with far too much information.



He is reassured to see the logos at the bottom of the page. They indicate to him that the website can be trusted and that there is a lot of expertise behind the website.



He looks at the website for Meetup and decides to join a Jazz London Meetup group for him and his wife to go to concerts with.

What worked well for Denis

- Denis enjoys reading the low description, He finds the tone positive and feels like the website is providing possible solutions
- By reading the tags, he can find something related to 'feeling alone', 'with others' and finds Meetup
- Denis is reassured by the logos

Room for improvement

- Arriving onto the homepage, Denis was confused and couldn't easily understand what Good Thinking is
- He finds the service to be very text heavy
- Some of the descriptions are not clear enough and he doesn't know what an 'online tool' is
- The footer is too large and Denis keeps scrolling down and reading it, not realising that it is the same on every page

Design recommendations

- Way to understand what Good Thinking is and does in a nutshell, small tag line on the homepage that says: Good Thinking is a....
- Consider and review the amount of text on the website
- Review the resource descriptions to make them be easily understood by a wide range of users
- Redesign of the website footer

4. User research insights

4.1 What we found out

The following feedback and insights emerged during the one on one discussions with both warm and cold users. They range from comments on usability of the website to the service concept.

4.2 Social Media

Users commented that:

- Social media images draw you in
- Prefer animations to stock images
- More information could be given
- More examples of what there is on the website could be shown
- There could be more brand consistency between the social media, paid ads, and website
- They didn't understand why the service was only for people living in London

One user was concerned about the impact advertising about a London based service would have on people using the website to find support:

“Advertising a service nationally (on Twitter) when it is only available in London is going to impact negatively on people with anxiety outside London who follow the link thinking this may be a service that can help them, only to end up feeling more excluded and lacking in hope than they already do. Please be more responsible.”



Eye catching, bright and vibrant



I like the images, although nothing seems to be on brand or same kind of style.



Why is it specifically Londoners?

4.3 Look / feel / tone

Users commented that the website was:

- Modern and looks up to date
- User friendly
- Has clear topics
- Nice colours
- “White and light”
- “Informative”
- “Great look, format and resources. Very clear structure”
- Fairly basic
- Very text heavy and not visual enough
- Feels clinical
- Homepage doesn't ‘flow’ well
- Could have more positive words, ‘low, stress, anxiety, sleep deprived’ are all negative
- “Too many options. Too much text. Overwhelming.”



Looks like it's taking itself seriously



Is quite bland and sterile. It doesn't have a personality, so it's difficult to trust buy into it. It feels incomplete.

4.4 Understanding the website

Users expected the website to:

- Be a “series of resources that's curated by [Good Thinking] that helps with different forms of stressed out Londoners or anxious Londoners”
- To help in “identifying mental problems in my life and helping me find solutions to them”
- Be “aimed at people who have a wide range of differences but they can all get help in some way”
- One user however found it hard to understand the website at a glance, “I don't really know what it's about”

4.5 Picking a topic

Users appreciated:

- Clear and helpful topic definitions and introduction copy
- Normalisation of the topics being shown
- Language around 'I am, or know someone who is feeling'

But were frustrated about:

- Having to pick one of the topics



Really like the [low mood] definition, it makes me feel like I am at the right place



Why are you forcing me to choose when I might be experiencing multiple symptoms

4.6 Personalise your results questions

When personalising their results, users commented that:

- The layout was clear
- The 3 questions were helpful in starting to think about what they were looking for
- They were reassured by the 'results updated' message
"I like that it live updates"
- Number of resources should go down after you have personalised your results, not up
- They would hesitate to answer the questions as the benefit was not clear enough



The 3 step questions are a really good way to think about what I'm worried about and how I want to tackle it.



I do like the 'results updated' message that pops up after each question, it makes it clear that an action has been taken.

4.7 Finding and evaluating a resource

When finding results, users commented that:

- The pros and cons show that GT is curating and evaluating the resources
- The 'matches all tags except' message are useful
- They liked seeing the badges and found the "free for Londoners" badge "quite exciting"
- Comments would say more than the thumbs up and thumbs down
- Seeing comments by other people who has tried and tested the resources would be reassuring, especially if a resource was not free
- The number of resources being shown was overwhelming
- They aren't sure when they would stop their search, seems endless
- They would like to see the resources broken down further
- Showing paid resources when you selected free "does not reflect well on Good Thinking"
- They would ignore the thumbs up and thumbs down due to lack of context and possible 'trolling behaviour" found online
- The lack of comments made the service look new and incomplete



 [GT isn't] just trying to sell a product, it's doing it for the welfare of the users

 Useful to know that some of [the resources] might not be for you

 So I have 26 resources, that's a lot of resources for someone suffering from anxiety. That's way too much, it's like which one is going to work? Should I use this or should I not?

 Daunting to feel like you're the first person to have used the service

4.8 Search behaviours

During usability testing sessions that allowed it, we observed and analysed the ways in which users search for a resource and uncovered the following insights:

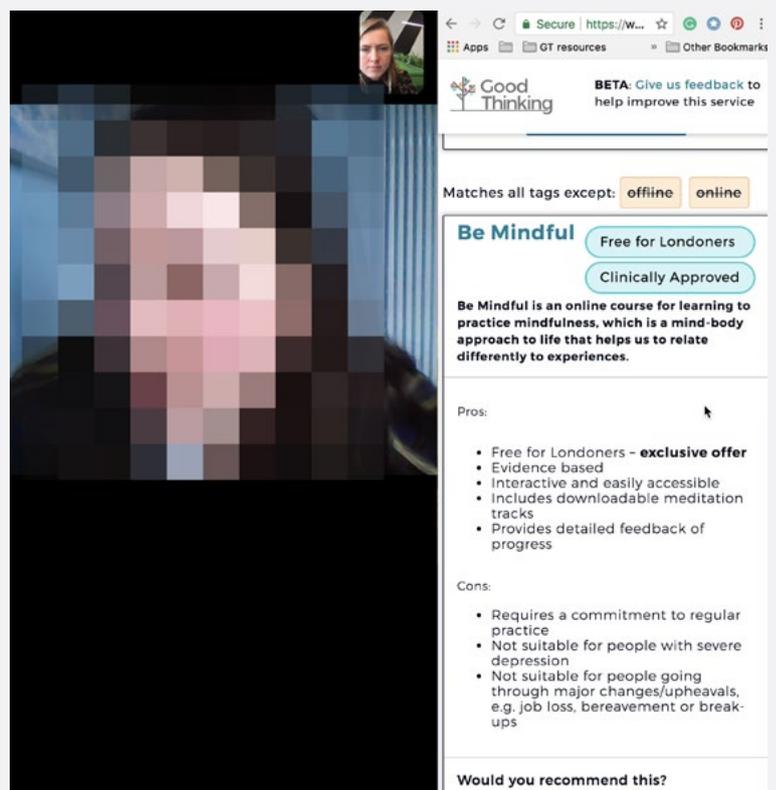
1. On desktop, some of our users opened resources they are interested in knowing more about in a new tab
“I’m a tab person, otherwise I’ll forget something”
2. They will do this most often by right clicking and selecting ‘open in a new tab’
“I don’t trust that things are going to open in a new tab”
3. Some users open a number of tabs and continue scrolling on Good Thinking
4. Other users open a new tab and look at the resource immediately
5. Users are looking for things that can match their criteria, fit into their routine
6. Some users mentioned wanting to find resources, but struggling to actually follow through
“I’ll like the idea of [how a resource sounds] and just don’t end up following through”

4.9. User actions

- Some users eventually stopped clicking on the ‘get more information and read comments’ as it was not providing them with much more information
- Some users looked the cons first, while others read the pros first

Example of user reading through the pros first and evaluating if the resource is for her:

“I’m under 25, very confidential that’s good; online, I imagine it’s very flexible”



4.10 Resource layout and listing

When talking about the results, users commented that:

- The layout was clear and modern
“Clear and easy to follow”
- They knew some of the resources, but were also being shown things they didn't know about
- There was a surprisingly wide range of types of resources
- They enjoyed seeing media such as videos in the 'get more information and read comments' page
- They were surprised to find more than online and laptop based resources
- Some resource descriptions were not clear enough and could be more descriptive
- The layout was not inviting and boring
- They couldn't differentiate between the resources
- They were not getting a good enough insight into what the resource was like
- 'Get more information and read comments' page was not complete enough, very similar to the small blurb and rarely presented something new
- On desktop, the focus of the 'get more info and read comments' page on desktop is too much in the tags and not enough on the resource
- For sleep, some resources shown did not seem to have anything to do with sleep



⊗ I could be looking at websites, I could be looking at some kind of forum or web chat or I could be looking at I suppose a helpline, it hadn't actually occurred to me. I wouldn't have maybe thought to come on a website to then go to a telephone service.

⊗ There's a lot going on that looks quite similar

⊗ It's just not visual at all

⊗ It looks like a presentation for a business meeting

4.11 Providing feedback

When prompted to rate a resource and give feedback, users felt that they were being asked at the wrong time, when they had only visited a resource and not yet used it



'Would you recommend this?' Based on what? Would I recommend it? Did it help my anxiety? Was it easy to use? Were the 'pros' there?

4.12 Self Assessment

Users describe the self assessment as:

- Having very relevant and poignant questions
- Easy to use and effective
- Explaining certain questions and answers well with the 'information' button
- Valuable and discussed wanting to save or download their results
- Beneficial to have online as users might be more honest
- Insightful



It's clearly not patronising you, it's just being quite honest, saying 'how do you feel? Is this what you're experiencing, is it not? Could you elaborate?' It's very very easy to use and quite effective.



Gives you a bearing of where you are currently



[The self assessment is a] good blend of friendly and clinical

Some users felt that the self assessment:

- Was too long and they lacked insight into where it was taking them
“The self-assessment was clunky and way too long. I got bored and navigated elsewhere.”
- Did not show them their progress and did not know when it would end
- Focused too much on sleep
“I did the self assessment but it only covered sleep. I was not concerned about sleep. Did not get on to any questions about anxiety or negative thinking or depression”
- Was frustrating to use on mobile
- Had some questions that do not seem relevant and no explanation as to why they are being asked
- Has taken them down the wrong path
- Did not provide the right information in the results page
- Results page was text heavy, lacked information hierarchy and was not personal
“Way it’s laid out. Seems very templated - looks like it’s been pulled in from somewhere, doesn’t seem very personal”
- Results would be too easy to lose, a number of users navigated away from the page not realising they could not see their results by clicking ‘back’



- ⊗ The self assessment is awful. Long winded and taking me down blind alleys.
- ⊗ The assessment talks about anxiety and depression but only asks about sleep. If one has no problems with sleep it is a big waste of time.
- ⊗ I’m not sure whether the [self assessment] will think of me in the right way
- ⊗ After many more questions, it said I need to see a GP within a week but gave no reason why? All this has done is waste my time and made me none-the-wiser to my mental or physical health.

4.13 Website information

When discussing the 'Get Urgent Support' and 'How the Service Works' page, some users felt that:

- There was too much text
- No way to differentiate the 'Get Urgent Support' resources from each other and understand fully when they should be used



[The Get Urgent Support resources] don't stand out from each other

4.14 Website navigation

Users felt that:

- The website was user friendly
- It was quite clear about what you have to do next
- The home button in the form of the logo was not clear enough
- There was no way for them to know which resources they had already clicked on
- On mobile, they might not be taken back to where they were in their viewing of resources
- The footer takes too much space and has too much content
- There is a lack of hierarchy and importance in the footer content



Navigation wise, when I'm on 'urgent support' (or in fact any other page) there's no easy way for me to get back to the homepage unless I click through my browser's back button. I don't think clicking on the logo is clear enough.



There is also too much content at the bottom of the screen, which makes this section busy and confusing.

4.15 Sharing behaviour

When asked how they would share Good Thinking with a loved one, users mentioned:

- That they would only share Good Thinking with those who had more serious mental health needs as finding a resource required a lot of time and commitment
- That they would not necessarily share Good Thinking and would share the resource instead
- However, if there were comments, users would share the Good Thinking page
- Some users discussed when and how they would share, online or offline
- Users would do the research and check out the resource first before sharing with someone they know

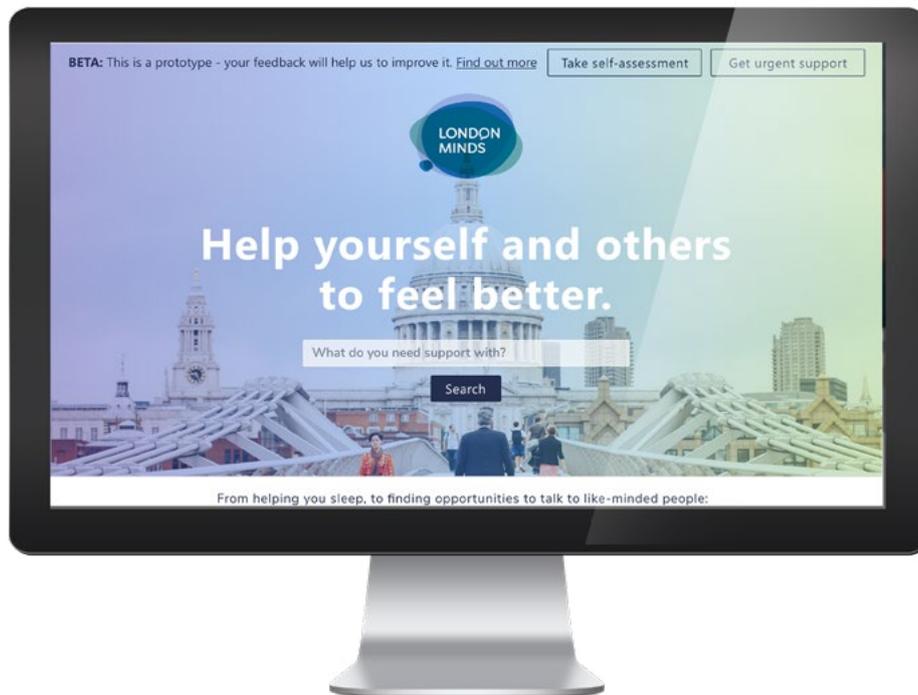


[Sharing a resource with a loved one is] something I would hope to take offline

The screenshot shows a web browser window displaying the Good Thinking website. The page is titled "Showing 37 resources" and is ordered by "Most Relevant". The first resource card is for "NHS Choices - Sleep". The card includes a description: "A website providing comprehensive health information and advice in the form of articles, videos and various other resources to help you seek the best help for a range of mental health and wellbeing issues. This link is for issues relating to sleep." Below the description, there are two columns: "Pros:" and "Cons:". The "Pros:" column lists: "Free", "Clear and informative", and "Quality and accuracy checked". The "Cons:" column lists: "Clinical feel" and "Extremely text-heavy". At the bottom of the card, there is a "Would you recommend this?" section with a thumbs up icon and the number "30", and a thumbs down icon with the number "16". To the right of this section are two buttons: "Get more info and read comments" and "Go to resource site". Below the "NHS Choices - Sleep" card, there is another card for "Sleepio". The "Sleepio" card includes two badges: "Free for Londoners" and "NHS approved". Below the "Sleepio" card, there is a description: "An online self-help programme teaching you proven techniques to help you fall asleep faster, stay night, and wake up feeling refreshed."

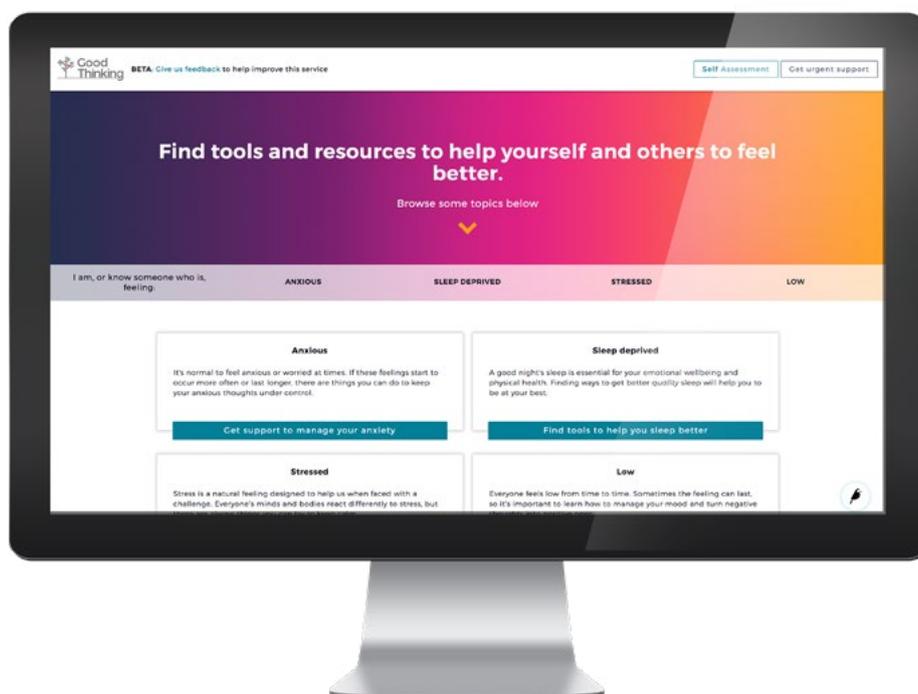
5. Beta Improvements

5.1 Alpha Website



As discussed in Part 1, the Alpha version of the website was informed by group workshops and usability testing with potential users.

5.2 Current Website



Based on an initial round of user testing sessions and workshops, the live Beta website was designed taking into account user feedback and comments on the look, feel, content and concept of the website.



Legitimate website that's going to link me to good services

I like [the pros and cons], it's not just trying to sell a product, it's doing it for the welfare of the users and clients

I really like the [low mood] definition, it makes me feel like I am at the right place.

[The service is] clearly aimed at people who have a wide range of differences but they can all get help in some way



I have 26 resources, that's a lot of resources for someone suffering from anxiety.

I'm not sure whether the [self assessment] will think of me in the right way

There's a lot going on that looks quite similar

Too many options. Too much text. Overwhelming.

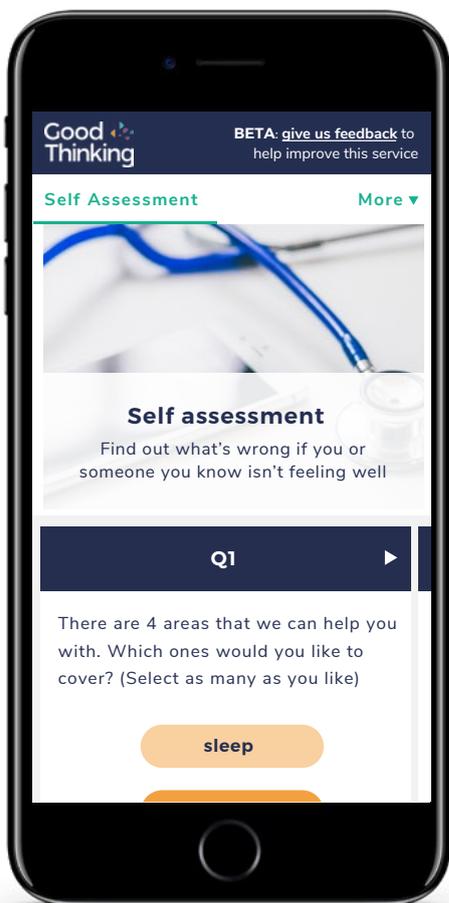
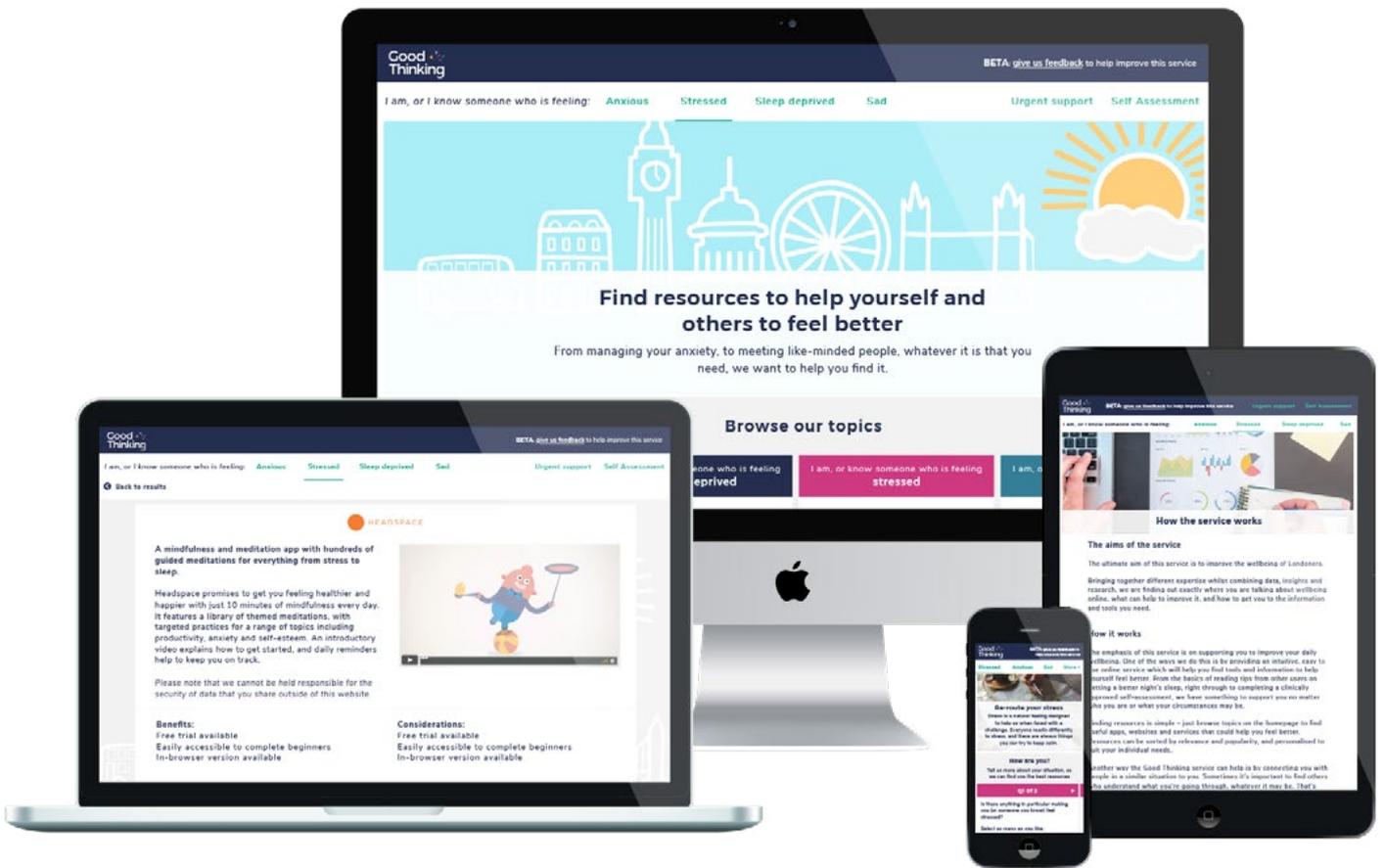
Why are you forcing me to choose when I might be experiencing multiple symptoms?

5.3 Website Improvements

Changes and validations for the website

Based on feedback and comments gathered during user testing sessions, the following list outlines the improvement actions taken when considering the redesign of the Good Thinking website. Both design validations (elements that remain true) and changes (elements that need to be improved) were considered when thinking about not only how the website needed to change, but how current aspects should be enhanced or kept intact.

- Added illustrations to create consistent brand image and give website personality, as well as adding visual elements to break up text
- Redesign of homepage to make it friendly and more welcoming
- Kept partner logos as they enable user's trust and add weight to the resource
- Kept topic definitions as these are informative and normalise each topic
- Focused on the balance between friendly, positive and informative when considering website copy and tone
- Added more content to homepage, including recently added resources or spotlights on resources
- Prompted user to answer 3 questions to view resources
- Shown 5 top resources for them based on their answers, making viewing resources experience more manageable and less overwhelming
- Added logo of resource to break up monotonous list and give users insight into what a resource might be like
- Pros and cons changed to 'considerations' to remove subjective bias
- Clearer call to actions on 'Get more information' pages
- 'Back to results' button added on mobile for easy navigation
- Redesign of website navigation bar, removal of burger menu: not widely understood
- Redesign of website footer, reduced in size and text content
- Added mobile interactions to make website more enjoyable to navigate, such as scrolling through topics and collections



Changes and validations for the self assessment:

- UI redesign to make self assessment more mobile friendly
- Focus on the balance between friendly and clinical for content copy
- Restructure the information provided on results page to be more easily read and understood
- When appropriate, recommend resources based on user's answers

6. Recommendations

Going forward we will continue to track users' interactions with the website to gain further insights into ease of use for this new iteration of Good Thinking. As changes continue to be made to the site, we will facilitate more one-to-one testing and workshops to get further user feedback on aspects of design, functionality and content.

6.1 Recruitment

Wellness is a trending topic that is present on social media and amongst the general public. However, recruitment via social media wasn't as successful as direct personal and professional contacts. Going forward, one-time and repeat users of the site could be targeted through a short survey pop-up, and large companies (like Osborne Clarke) could be encouraged to test as part of their employee wellness programmes. Better incentives and a greater knowledge of the value of any feedback given could also encourage recruitment.

6.2 Testing & Analysis

One-to-one sessions worked best with a facilitator and a note-taker. An iterative approach, leading user testing sessions with fewer participants but more often, would be easier to manage and would enable quick but meaningful insights and improvements. Follow up workshops, a day after one-to-one tests, should be revisited as a way to discuss individual insights and challenge or validate them with a wider consensus. The analysis of any session is best done on the day itself by all involved, individually and then as a group, so that all insights are well captured and documented. A report highlighting the key insights to be implemented, learnings, and recommendations on how to hold any future tests/workshops should be created and shared with the team within a week. Feedback forms should also be completed by all participants so that future sessions can be improved.

6.3 Observers

Stakeholders and project partners have expressed a desire to be part of user testing sessions. In the future, involving stakeholders and partners as observers for user testing sessions will allow everyone to be familiar with the website and user's experience of the service.

This could be made possible by inviting stakeholders to a day of user testing sessions where they would observe the design team facilitating sessions with participants recruited using an external agency.

6.4 Scheduling

One-to-one user tests should be 1 hr long to allow enough time to educate the user about the service, the value of their feedback and the place it takes in the overall project. Workshops should be 1.5 - 2 hours long to allow for a full overview of the service and aims of the session, discussion around any previous findings, enough time for each activity, and a debrief at the end of the session to ensure that all points are accurately understood and recorded. When working to 2-week sprints in an agile format, user tests and workshops should be held at the beginning of the sprint so that any urgent findings can be incorporated or tested further before planning the next sprint.

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