here and now

optimizing Ecological Momentary Assessments

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PROBLEM

Health researchers have a hard time collecting EMA data over a long period with the current tools on the market. They are not customizable enough or fun for participants to use which results in a drop in participation. There is a need for a platform that is robust enough for researchers and engaging for participants

SOLUTION

By leveraging the ubiquitous and personal nature of a mobile phone we have created the Here and Now app to help participants manage their stress levels, while giving reserachers a customizable platform to elicit user input.

PRODUCT WORK FLOW

Researchers identify the community they want to study and the data they want to collect

A beacon placed in the community setting sends EMA surveys to participants at intervals determined by researchers

Participants enter their stress level, mood or energy level data in the Here & Now app

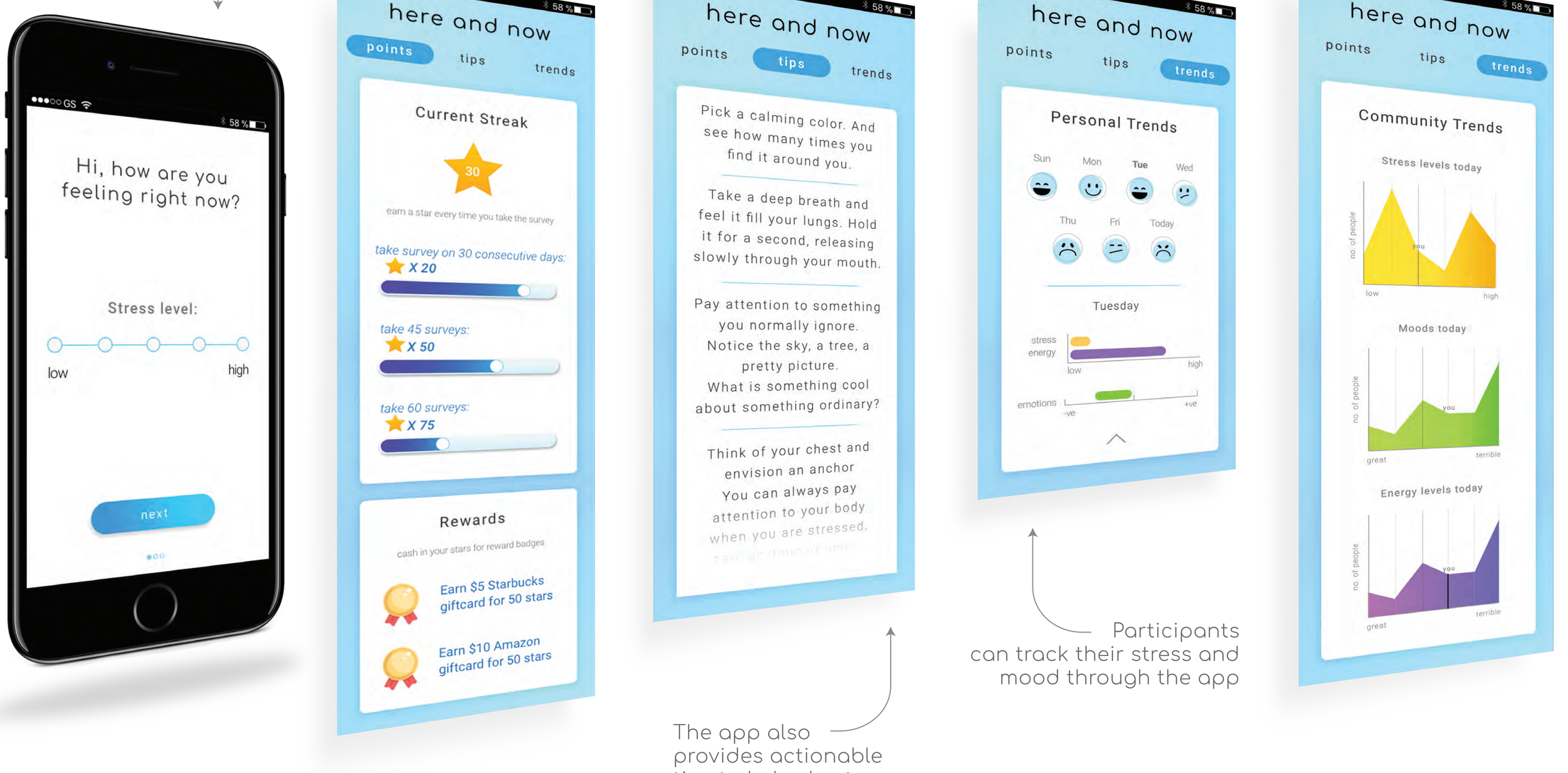
They can manage their health trends and earn points for using the app

Reserachers can customize the app to gather different kinds of inputs

Participants answer 2-3 simple survey questions in the Here and Now app once a day

They earn rewards for taking the survey

The app also shows participants their community's health trends



Participants can track their stress and mood through the app

The app also provides actionable tips to help de-stress

OUR PROCESS

1 Customer Interviews

We interviewed health researchers about their data collection needs which informed the system's workflow

2 Exploring Solutions

We explored the possibility of using a public installation versus an app and validated that the app would be more successful

3 User Studies

We ran five studies with end users to figure out how the interface should work and what would incentivize them to use it

4 Validation

We tested the interface and the incentivization system with users to see if our solution supports our goal of long term engagement