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

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.

CT WORK FLOW



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

identify the community they want to study and

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

SOLUTION



Reserachers can customize the app to gather different kinds of inputs



PROD

the data they want to collect

Participants answer 2-3

Hi, how are you

feeling right now?

Stress level:

once a day

•••• GS 🤶

low



& Now app

The app also shows participants They earn rewards their community's simple survey questions for taking the health trends in the Here and Now app survey •••• GS 🔶 •••○GS 🔶 •••⊙GS 穼 •••• GS 🤶 ∦ 58 % 🗖 ∦ 58 % ∎□ ∛ 58 % here and now ∦ 58 % here and now here and now here and now points points points points tips tips trends tips tips trends trends trends Pick a calming color. And Current Streak Community Trends Personal Trends * 58 % see how many times you find it around you. Stress levels today Tue Wed ... Take a deep breath and earn a star every time you take the survey feel it fill your lungs. Hold Fri Thu Today it for a second, releasing = ~ × take survey on 30 consecutive days: slowly through your mouth. X 20 hial Pay attention to something Tuesday you normally ignore. take 45 surveys: Moods today stress X 50 Notice the sky, a tree, a pretty picture. What is something cool about something ordinary? emotions L take 60 surveys: 🗙 X 75 Think of your chest and terrible great envision an anchor You can always pay Energy levels today attention to your body Rewards when you are stressed, cash in your stars for reward badges



Participants can track their stress and mood through the app

The app also provides actionable



tips to help de-stress





high



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

OUR PROCESS

Customer Interviews

(1)

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

Exploring Solutions

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giftcard for 50 stars

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

