Health researchers have a hard time collecting Ecological Momentary Assessments (EMAs) over a long period with the current tools on the market. They are not customizable enough or fun for participants to use, resulting 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 researchers a customizable platform to elicit user input.

Researchers can customize the app to gather different kinds of inputs. They can manage their health trends and earn points for using the app.

Participants can track their stress and mood through the app. The app also shows participants their community’s health trends. They can manage their health trends and earn points for using the app.

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 provides actionable tips to help de-stress.

**OUR PROCESS**

1. **Exploring Solutions**
   We explored the possibility of using a public installation versus an app and validated that the app would be more successful.

2. **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.

3. **Customer Interviews**
   We interviewed health researchers about their data collection needs which informed the system’s workflow.

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