

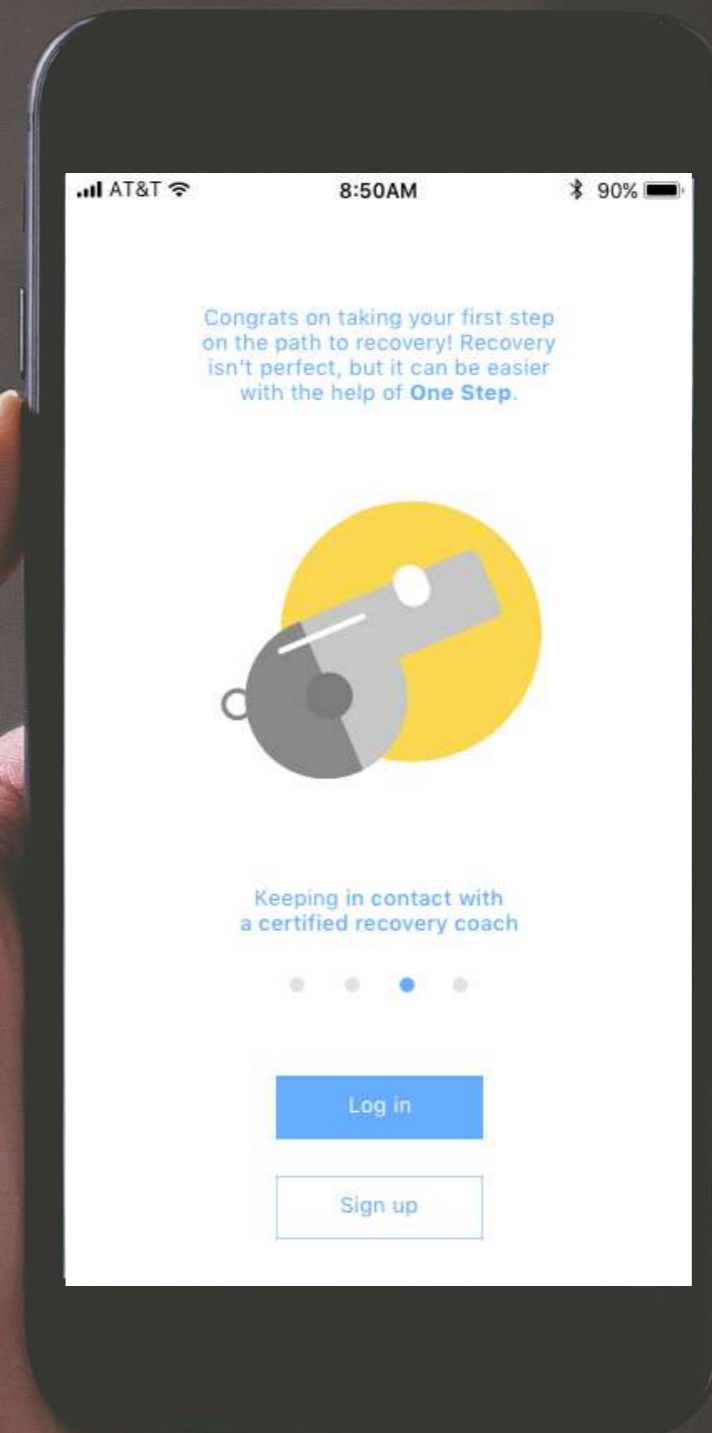


ONE STEP

Mobile App

V1.0
P5 UXDI

11.16.2017





Summary

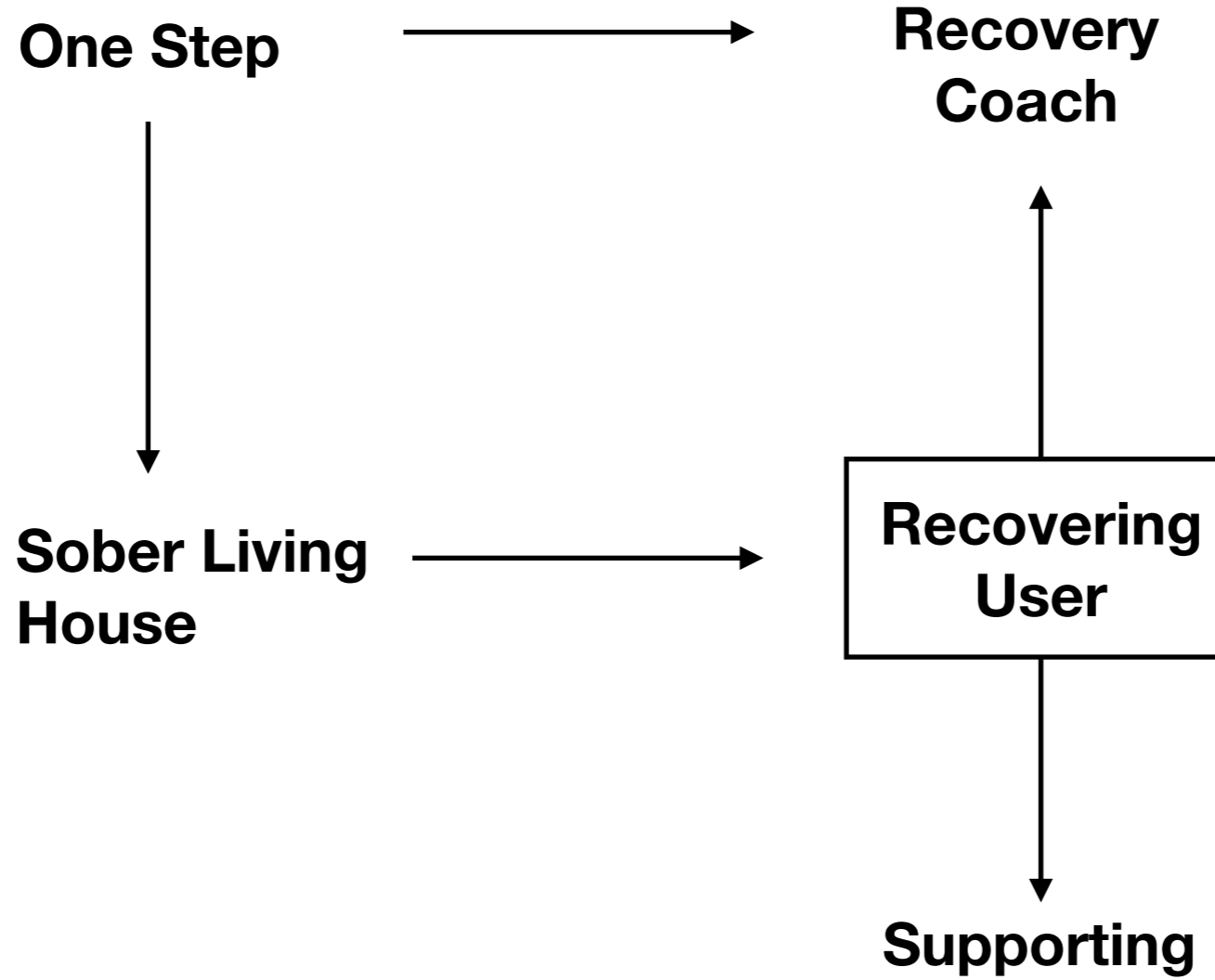
Project Background

One Step is a digital recovery app for those struggling with drug and alcohol addiction through peer support

Business goals and objectives

- Decrease relapse rate
- Increase and maintain daily engagement

Use Cases

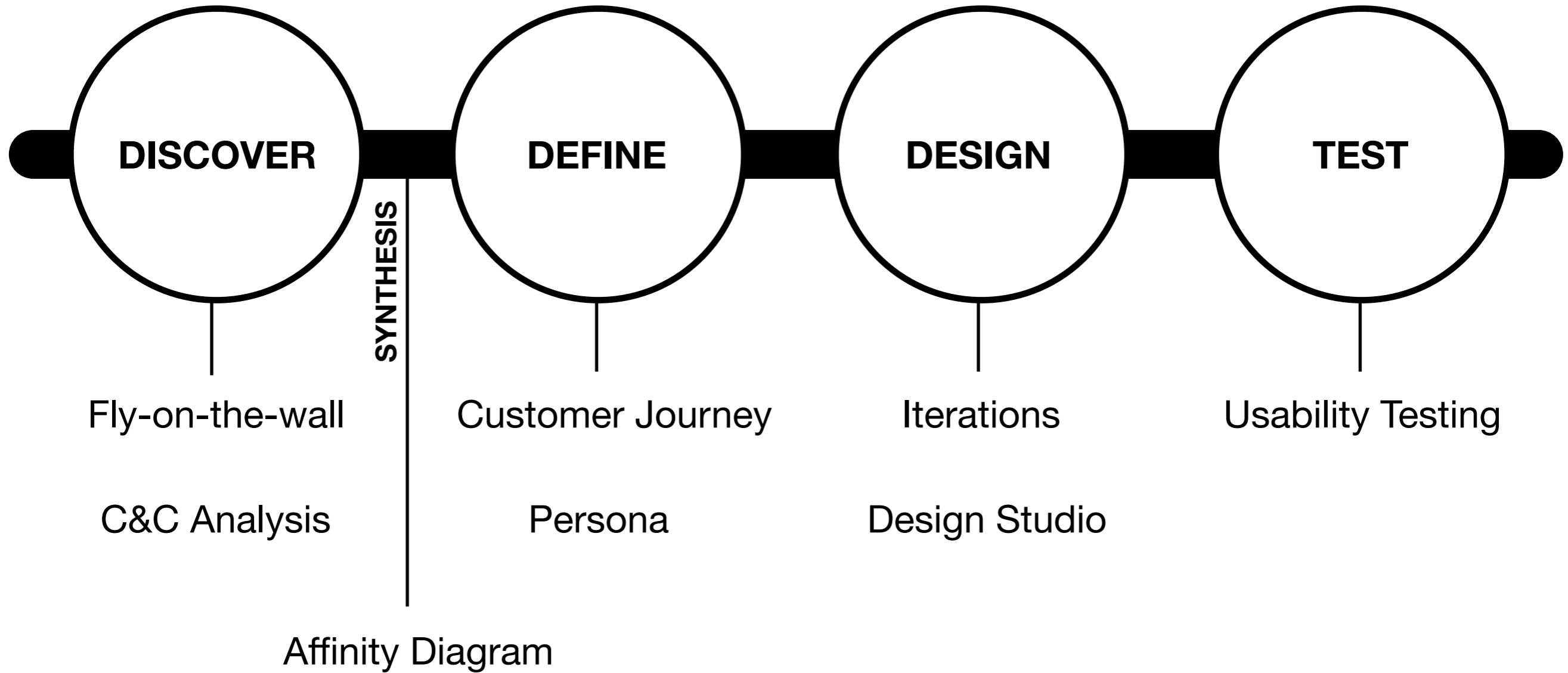


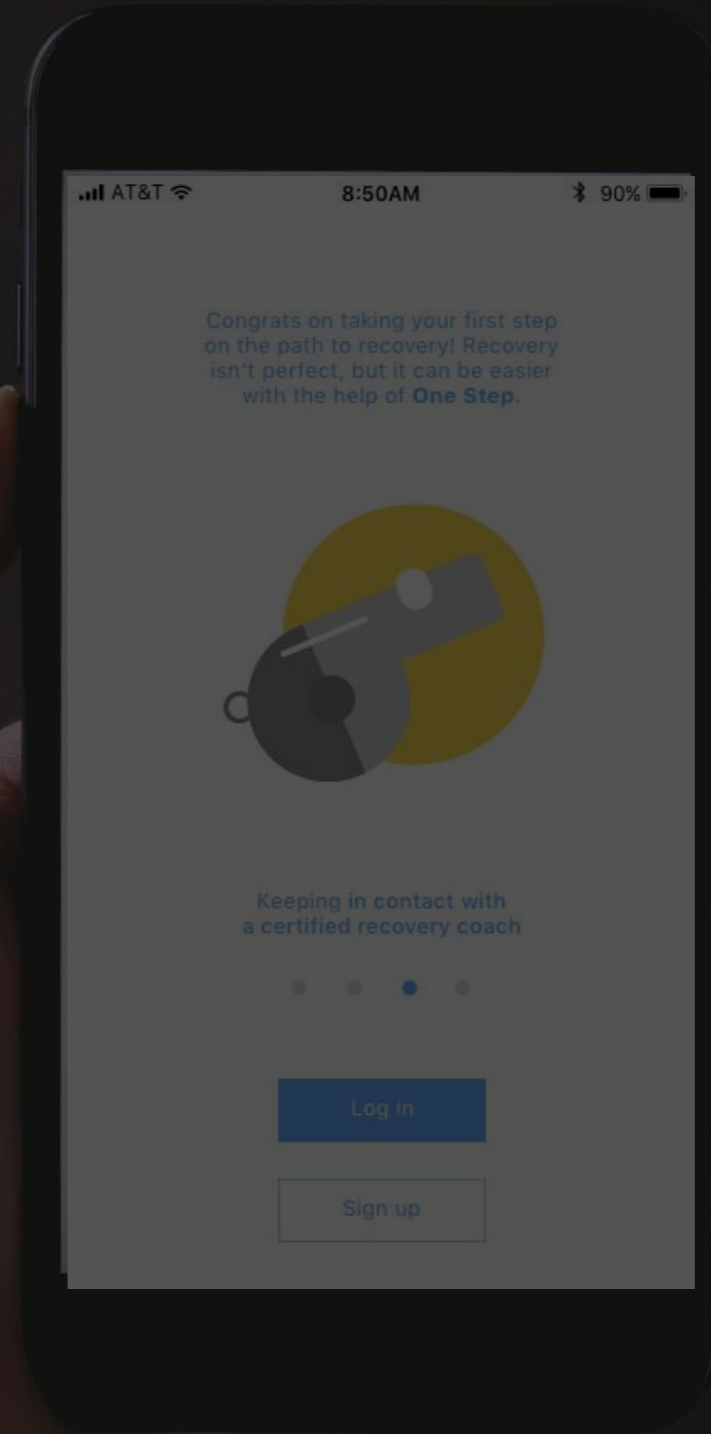


Recovering User

How do we create a sticky experience on an app that encourages daily engagement while helping addicts in recovery reduce the risk of relapse?

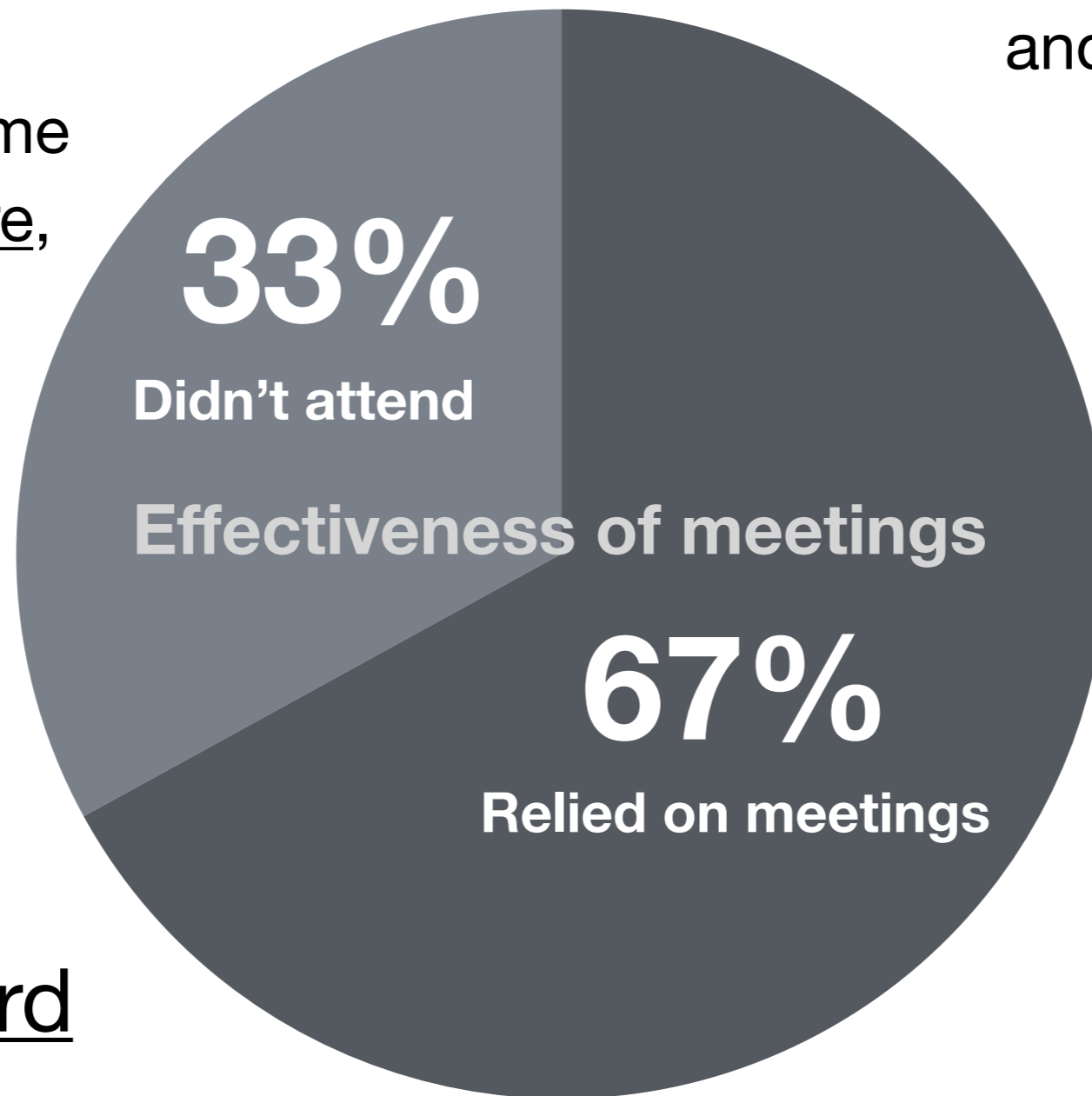
The Process





Research Findings: Meetings

“Whether you come to listen or to share, it all helps.”



“I’ve applied the 12-steps to every aspect of my life and it slowly became a lifestyle.”

“I look forward to going to my meetings.”

“AA saved my life.”

Research Findings: Coaches



**Effectiveness of
Recovery Coach**

86%

**of OD Patients Asked
For Follow-Up Treatment Help**

37%

**OD patients
Entered or Re-entered
a Treatment Program**

80%

**Post Engagement
Rate**

**as reported by ERs in Rhode Island and Maine*

Research: Competitors sentiment



WeConnect



500 downloads

Strengths
N/A

Weaknesses
N/A



Avert



500 downloads

Strengths
N/A

Weaknesses
N/A



Addicaid



5000 downloads

Strengths

- Easy navigation
- Community aspect
- Helpful to find meetings
- In-app messaging

Weaknesses

- Crashes often
- Back-end issues



Sober Grid



10000 downloads

Strengths

- Love social connections
- In-app messaging most utilized
- Facebook for recovery people

Weaknesses

- Back-end issues



R-TRIBE
R-Tribe



100000 downloads

Strengths

- Helps focus and then feel accomplished
- Stay motivated
- Helpful talking to others
- Stay on track without too many features

Weaknesses

- Back-end issues
- Don't like subscription model
- Don't like push notifications
- for the bible
- Inspirational quotes don't align with religious preferences

Research: Competitors Features

Top 3 Apps:
What they have in common



Research: Business Opportunities



Network



Sober Grid



Addicaid

Clinical Support



R|TRIBE

R-Tribe

Self-Help



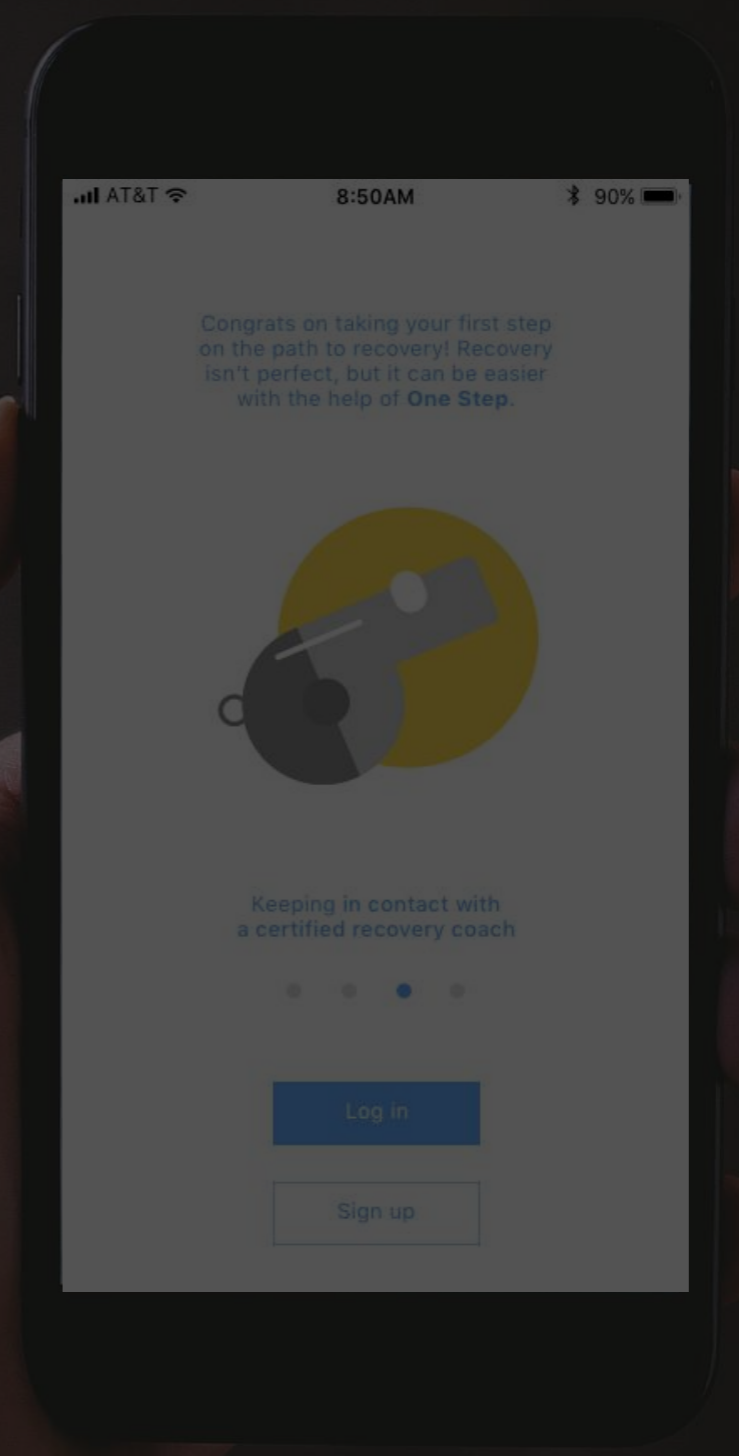
WeConnect

Individual



Avert

DEFINE



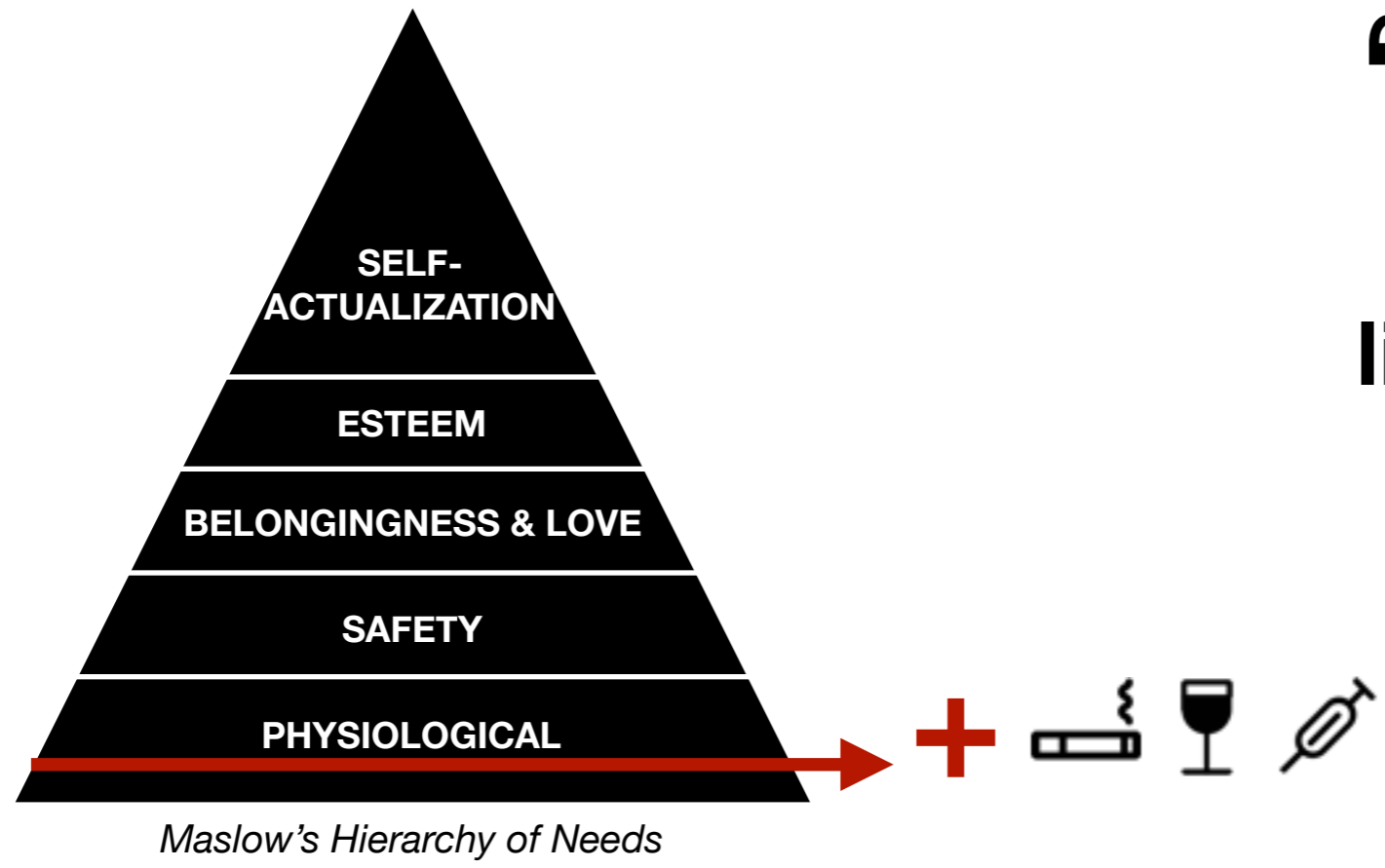


Users want to know that there are **others** who can **relate** to their **struggles**.

Users feel more **tempted** to relapse when they **feel** like they're **alone**.

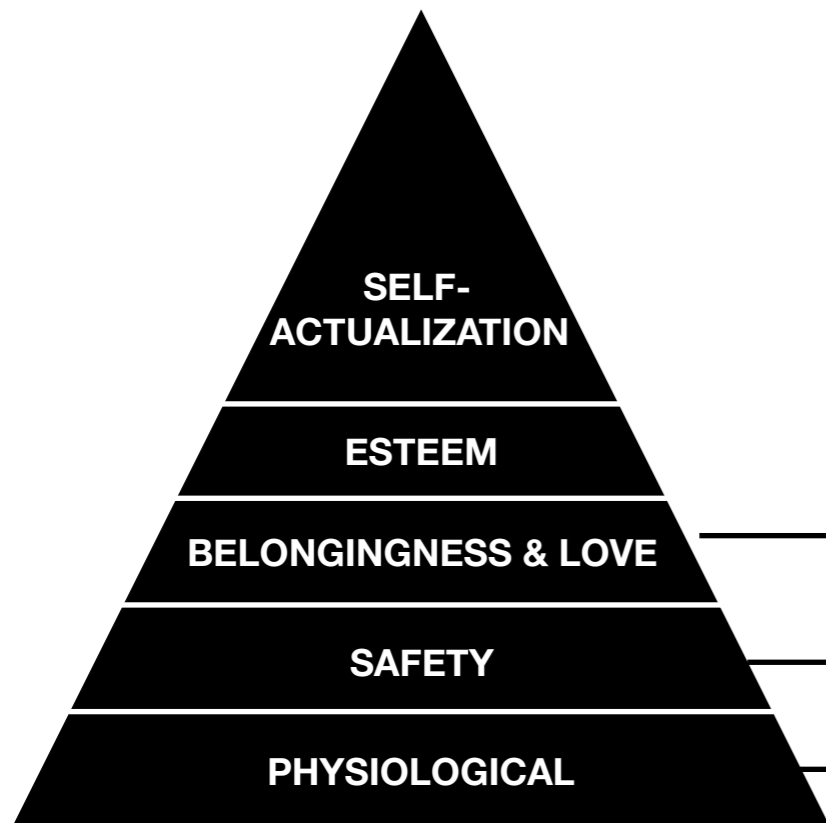
Users want to feel like they are in **control** of their **recovery**.

Research Findings User Interviews



“ I needed **cigarettes** like you need **water.** ”

Research Findings User Interviews



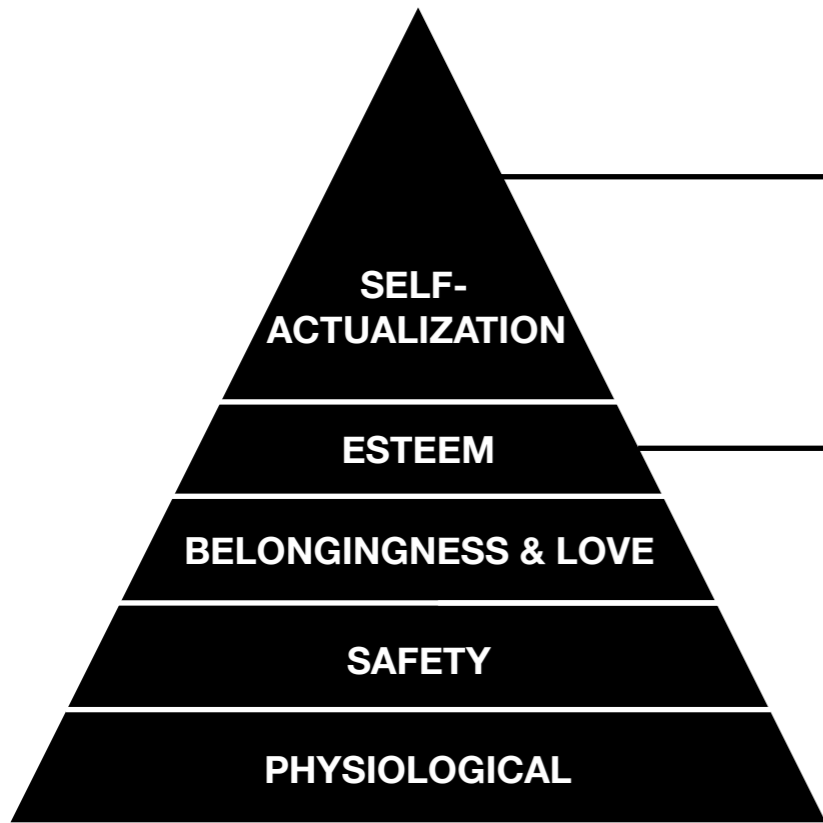
Maslow's Hierarchy of Needs

“ I was **fighting** with my husband **all the time.**”

“ I **crashed** into a traffic sign and **ended up** in the **hospital** after **driving** under the **influence.**”

“ I was **homeless**, a **needle** dangling out of my arm. ”

Research Findings User Interviews



Maslow's Hierarchy of Needs

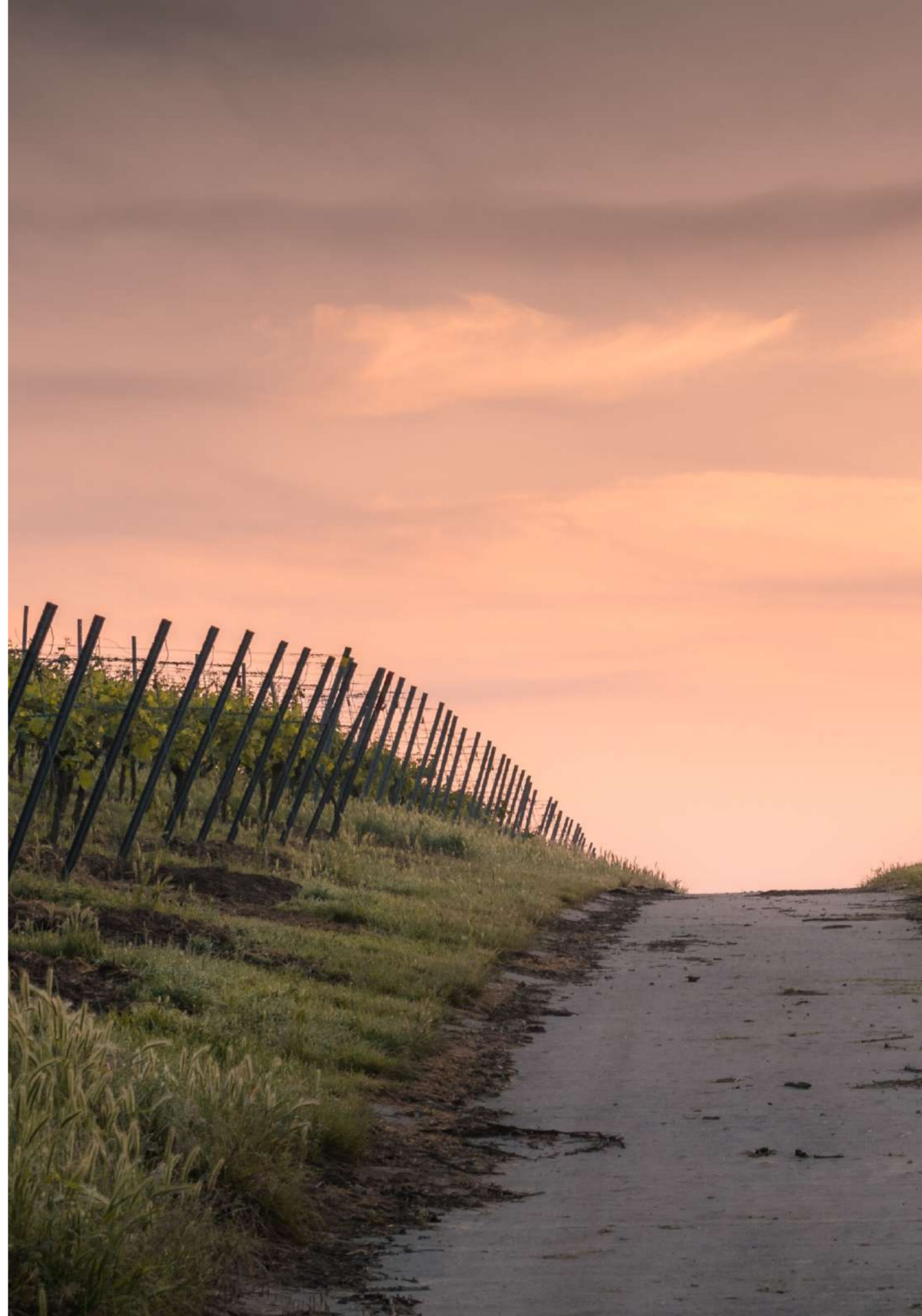
“
Drinking made
me feel **connected**
to my **true self.**”

“
I'd **hide** from
my partner that
I did a lot of coke.”

Research Findings: User Interviews

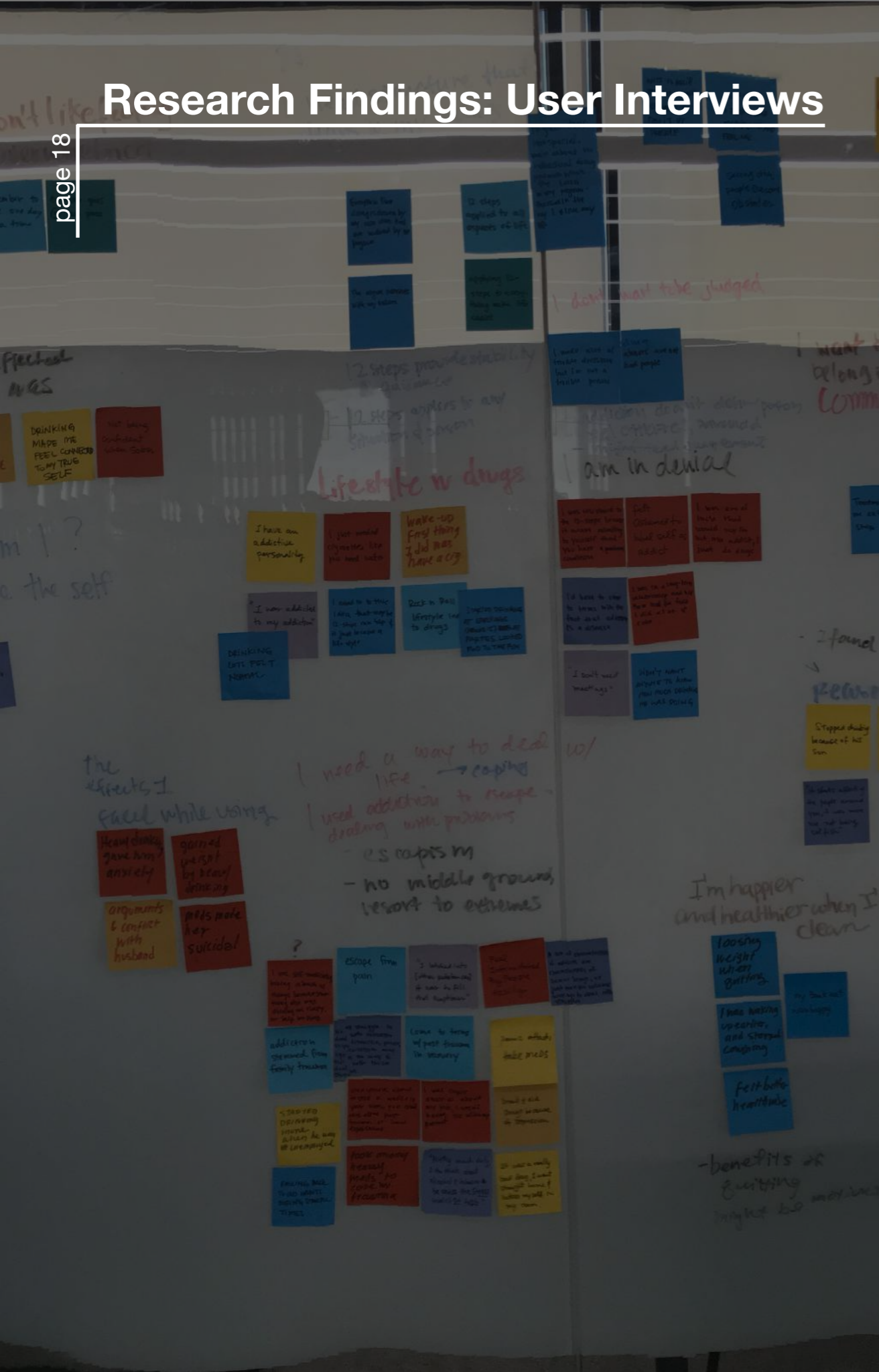
page 17

Which need in the hierarchy do our users focus on when they start their path to recovery?



Research Findings: User Interviews

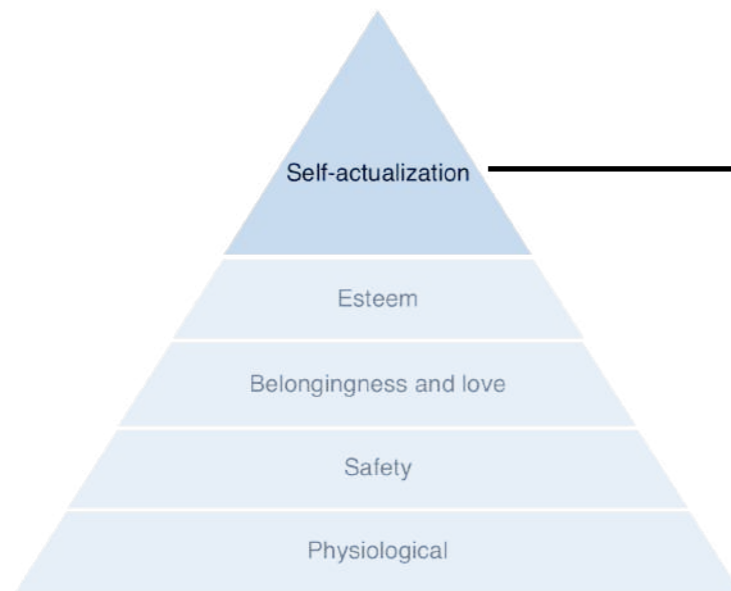
page 18



Treatment helps them establish the basic and most necessary needs, on the lower-levels.

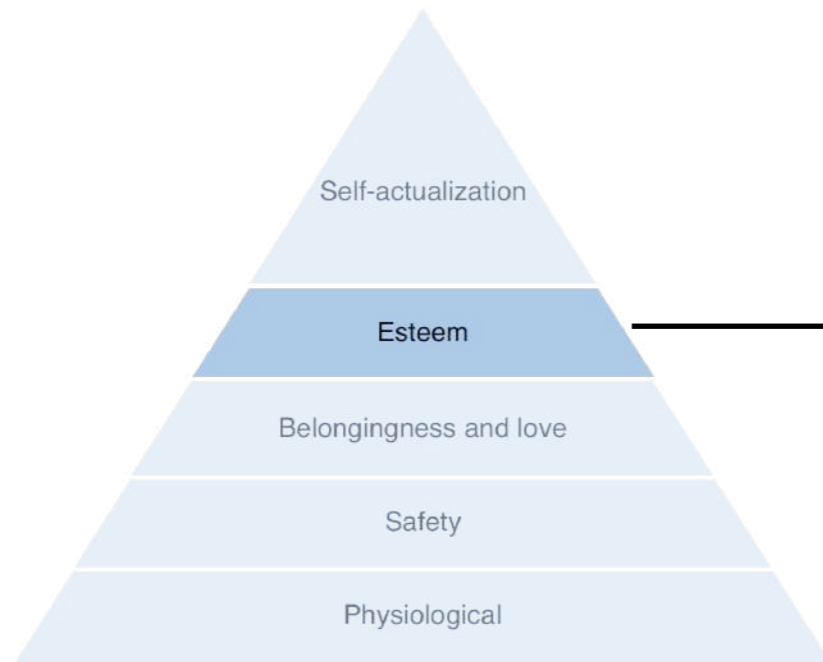
The needs of users, post-treatment and recovering, focus on the upper levels of the hierarchy.

Research Findings: User Interviews



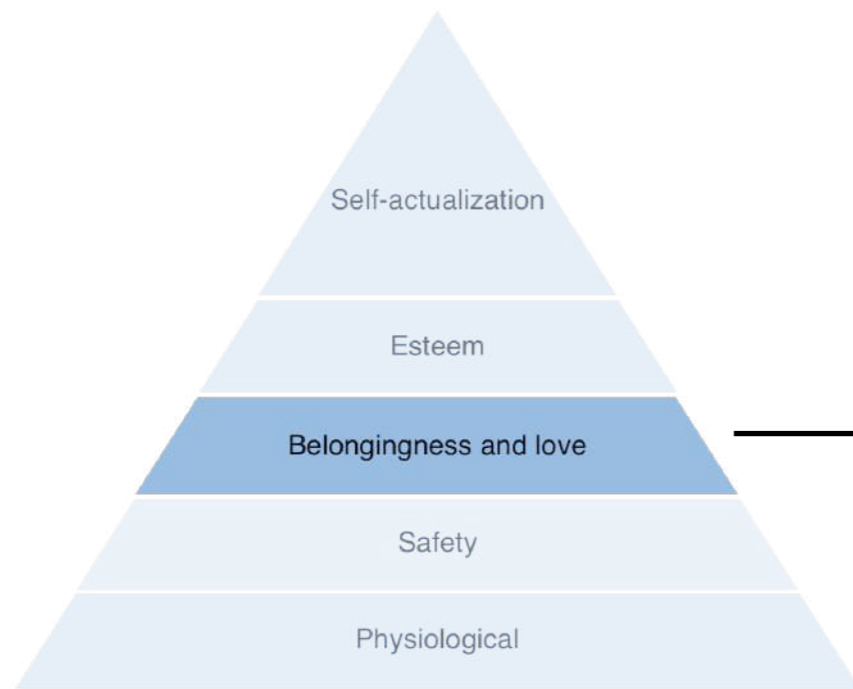
- I have **accepted** my problem
- I need ways to **keep busy**
- I need a new passion to ***distract myself***
- Drugs affected who I was. **Who am I without it?**
- I need to know I can be **happy without drugs**

Research Findings: User Interviews



- I don't want to be **judged**
- I need a **stronger motivation** than just myself to quit
- I **motivate myself**

Research Findings: User Interviews



- **Social reinforcement** can be a huge support for me
- Finding and **belonging to a community** is important for me, especially one that can relate to what I'm going through



Connor Smith

- 31 years old
- Unemployed, previously a lawyer
- Lost his job and home due to alcoholism
- Headed to a sober living home after discharge from treatment facility
- He has already relapsed once

Traits: Paranoid, doesn't like being told what to do, restless, determined



Pain Points

- Leaving your friends and finding a new community can be scary
- Triggers are everywhere
- Don't want to be tracked or monitored

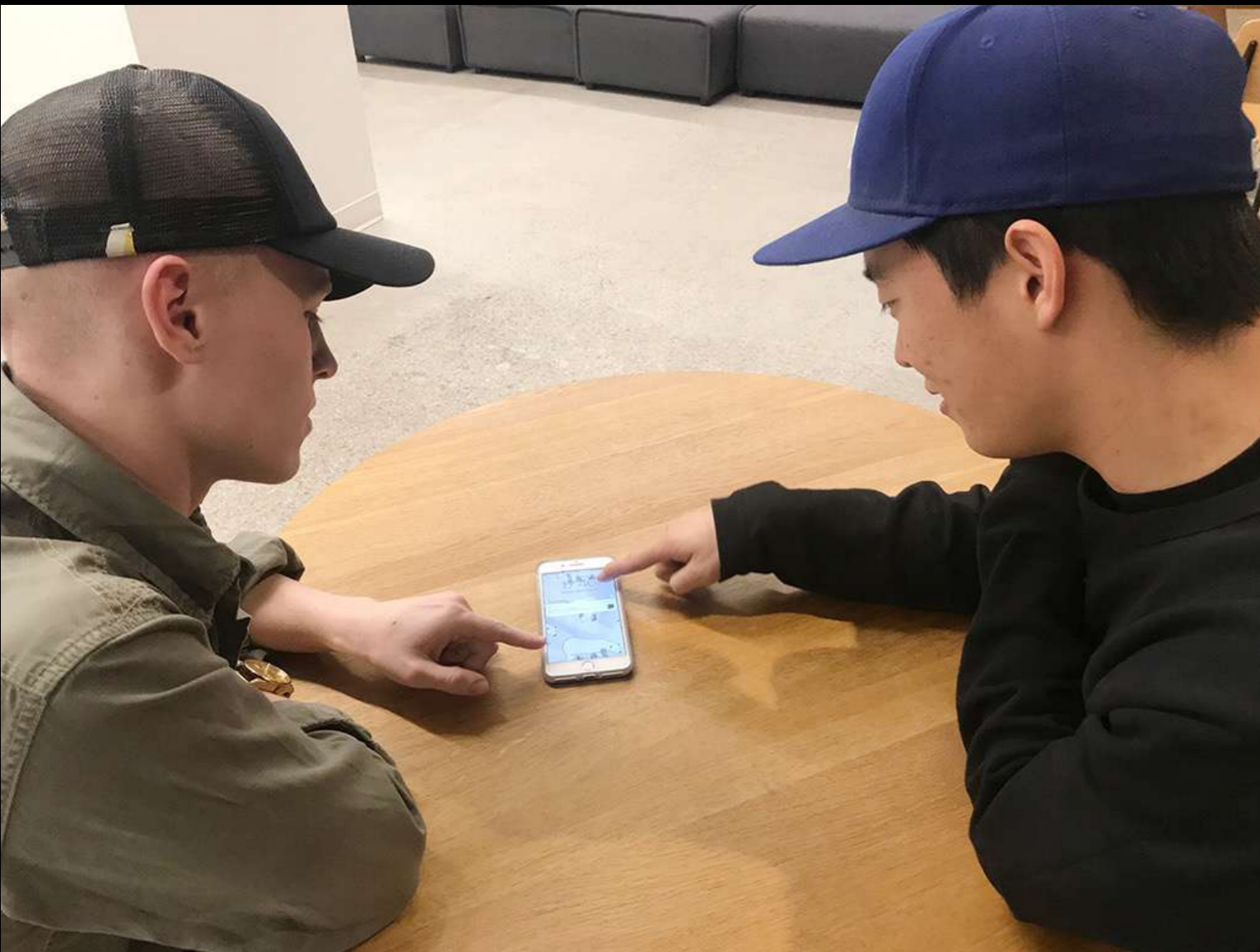
Persona

page 24



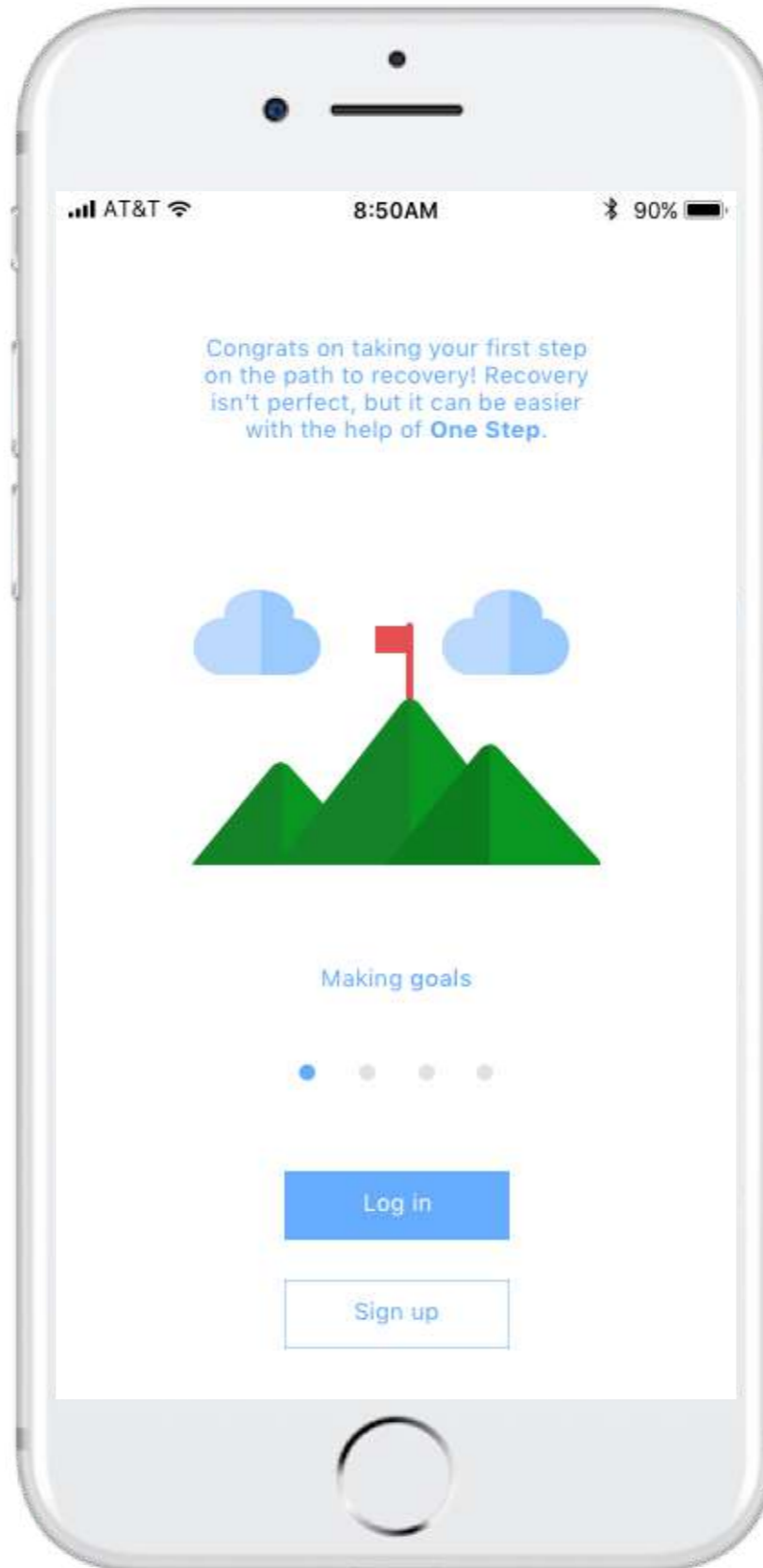
Needs

- Structured guidance
- Belonging to a relatable community
- Coping mechanisms with the daily stresses and challenges of life



They sit down and discuss Connor's goals and how Daniel can be reached through the app.

Prototype



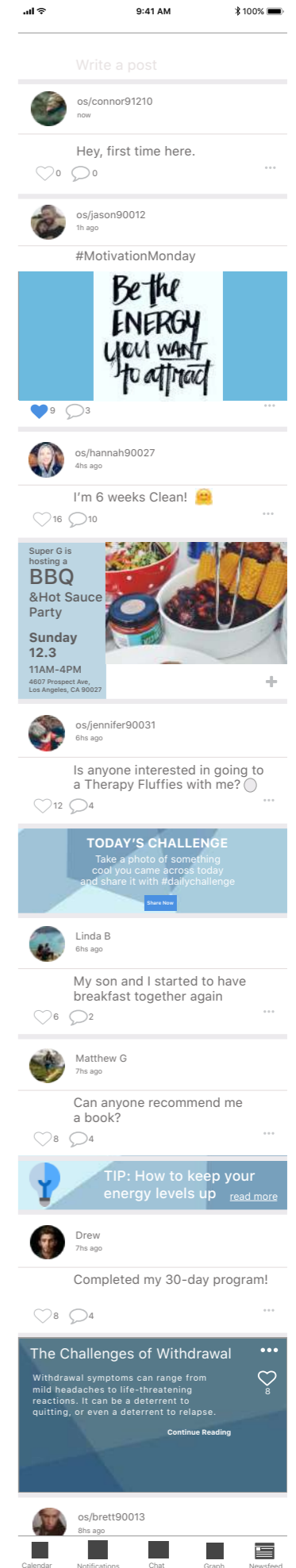
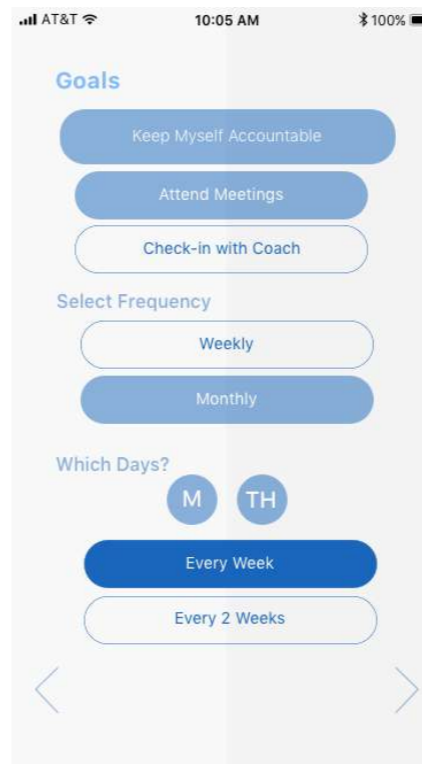
Key Features

How do we digitize the social experience and bonding of an AA or NA meeting?

How do we track user behavior without the user feeling like they are being monitored?

How do we align business goals along with user needs?

How do we incorporate access to recovery coaches?



Next steps:

1. Conduct more usability testing
2. Rolling out MVP

Recommendations:

1. Improve experience of MVP with response from users
2. Explore other use cases
3. Offer app as a “freemium” to broaden access

One Step Team



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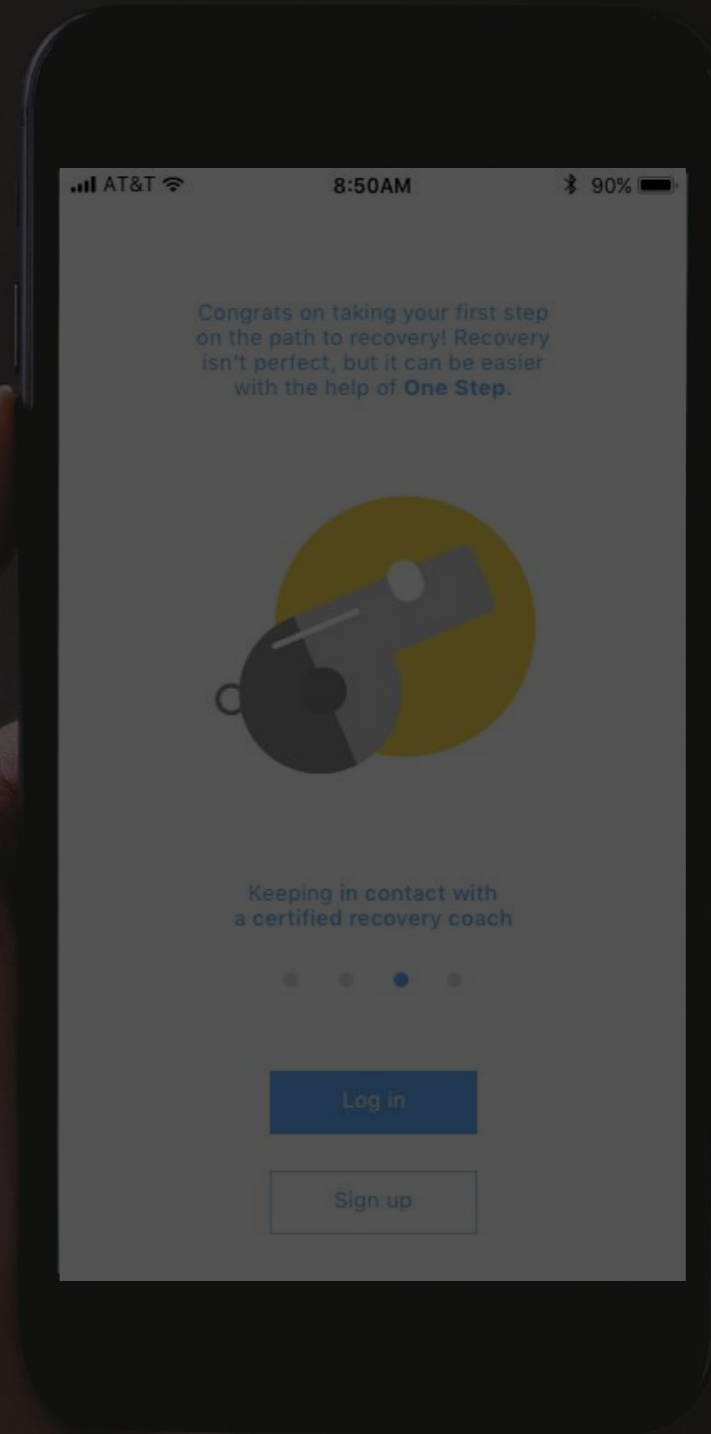


Rubi Aliaga

UI Design
Lead

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Thank You



Mood Board



Fly-on-the-wall Observations

https://drive.google.com/open?id=1GRj8WbJx9gXGw-5df_8ZmX2wYETX1rzOERBOdGGB-vY

https://drive.google.com/open?id=1-cGwkk6bwmMdfx1st9mVTskGo24odLZ4_cL2S24IY6w

https://drive.google.com/open?id=18XyNzP3nYQrFco8N_05YSwRPuCB1iMhnV2_zfbM6mh4

https://drive.google.com/open?id=1hIOjqf4bxoxrFWk6bMG_8ldU-P3DiKxm3K7EdBmNRPk

Feature Prioritization

Must

Newsfeed

Big book

Tips

In-app messaging

Progress tracker

Goal progress

Sober day tracker

Check-in

Meeting

Usage

Mood

Calendar

Emergency counselor access

Notification

Settings

Profile

Won't

Scenario demo

Infographic of roadblocks

Should

Recovery lessons

Daily challenge

Daily inspirational quote

Design LA meeting type

Volunteering opportunities

Leveling up

Envisioning mood board

meetings near me

Could

Spending calculator

App feedback

Unlock new features

Letter to self

User Interviews

[https://drive.google.com/open?
id=1Fs-2y0E_thCUgpOPMDQFoAb4ilxdFUpz2Nj7JlCoXus](https://drive.google.com/open?id=1Fs-2y0E_thCUgpOPMDQFoAb4ilxdFUpz2Nj7JlCoXus)

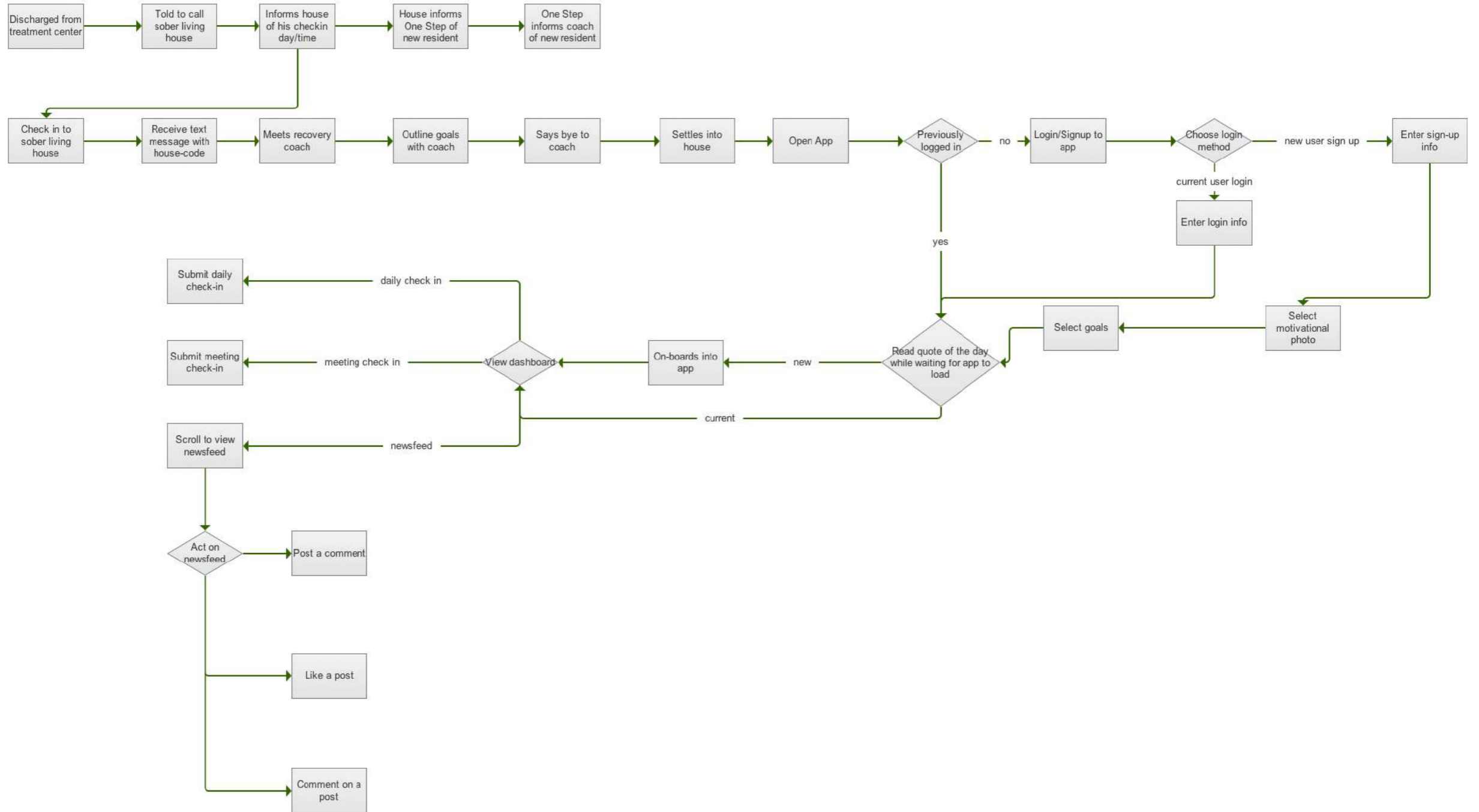
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id=1aAl0y5O-0w3mirf6-0soNL3_I8Tx2i02SjLjUBF3TvQ](https://drive.google.com/open?id=1aAl0y5O-0w3mirf6-0soNL3_I8Tx2i02SjLjUBF3TvQ)

[https://drive.google.com/open?id=1ksw2WAIpUeZMehO-
XWTe0G4iJuTZhQSdjP_Ig2fMnEw](https://drive.google.com/open?id=1ksw2WAIpUeZMehO-XWTe0G4iJuTZhQSdjP_Ig2fMnEw)

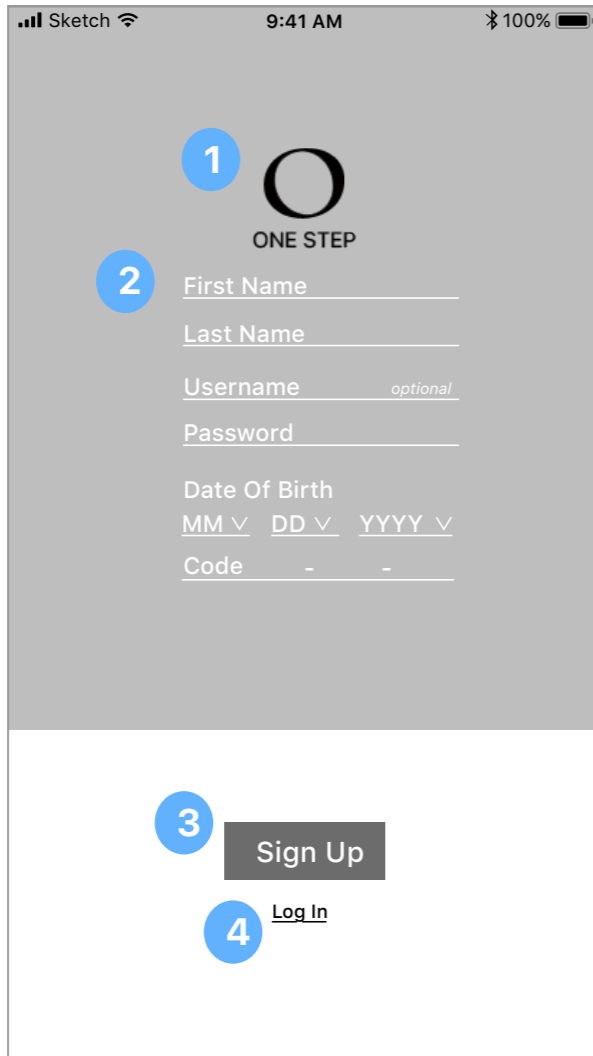
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id=1X4Mp7qecX5WX921X8xVJbf8F0L8ynHEHybsxrmg-BfU](https://drive.google.com/open?id=1X4Mp7qecX5WX921X8xVJbf8F0L8ynHEHybsxrmg-BfU)

[https://drive.google.com/open?
id=11KWSAOXUwSu2MMoXbx_IkatshDWATrz3ejgG4vYRRNM](https://drive.google.com/open?id=11KWSAOXUwSu2MMoXbx_IkatshDWATrz3ejgG4vYRRNM)

User Flow

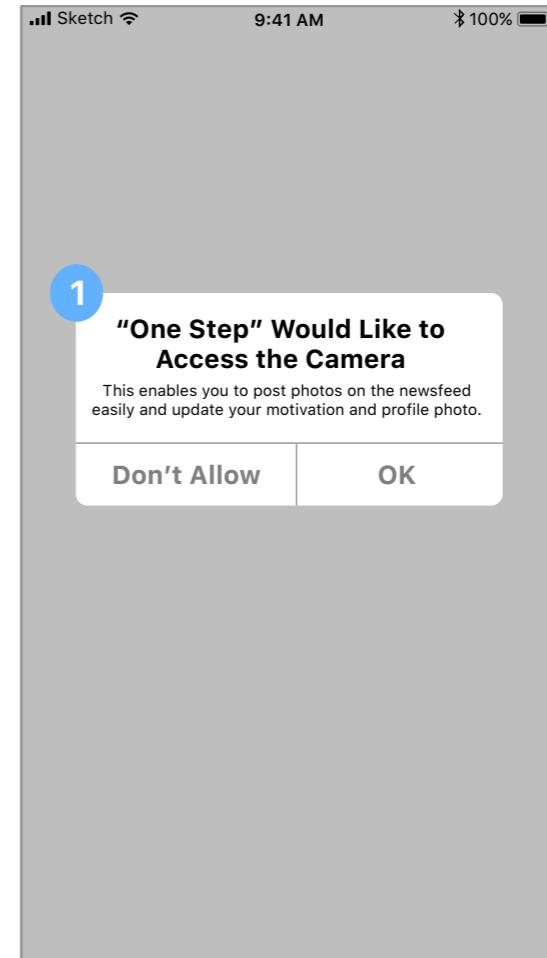
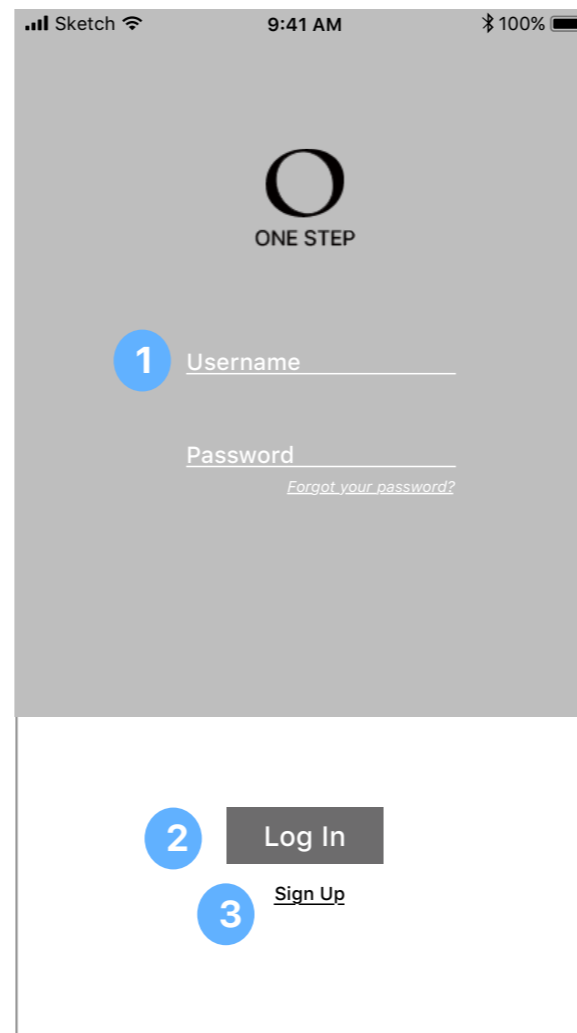


Medium Fidelity Mockups



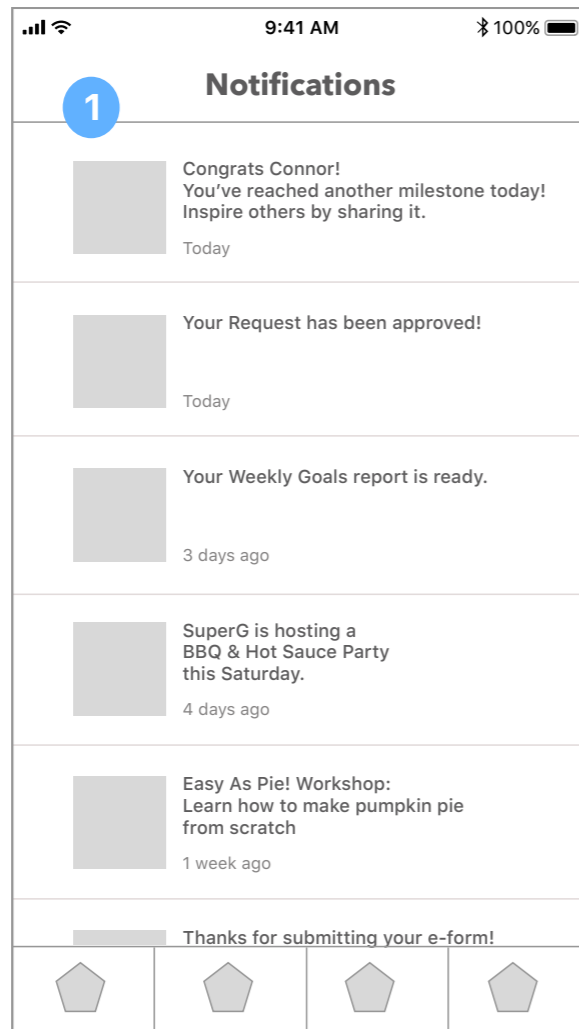
- 1 Logo
- 2 New User Sign Up Form
- 3 CTA button to Sign Up
- 4 Log In link if not a new user

- 1 Log In with Username and Password
- 2 CTA button to Log in
- 3 Sign Up link for new user

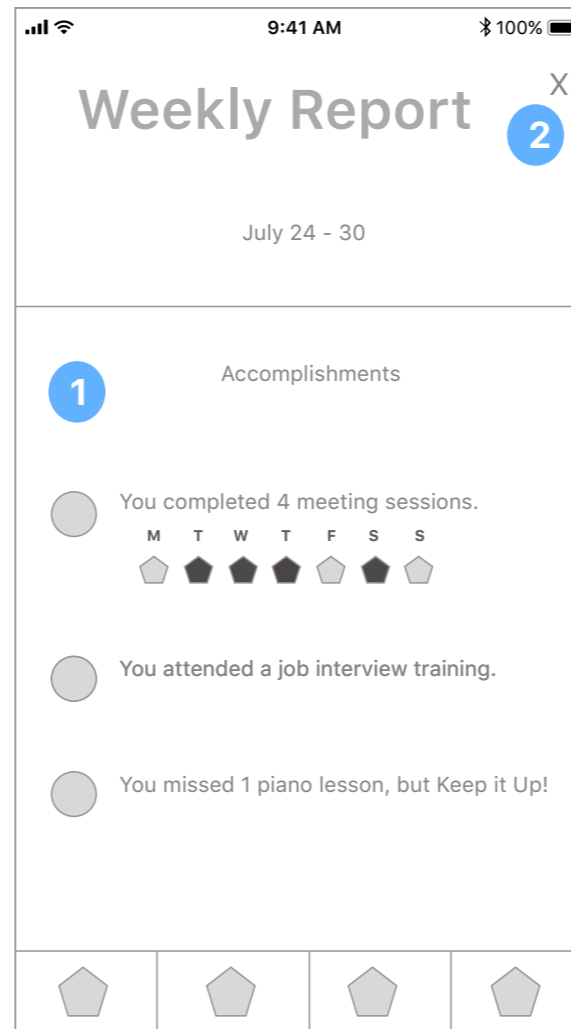


- 1 Pop Up Notification to ask for access to camera

Medium Fidelity Mockups

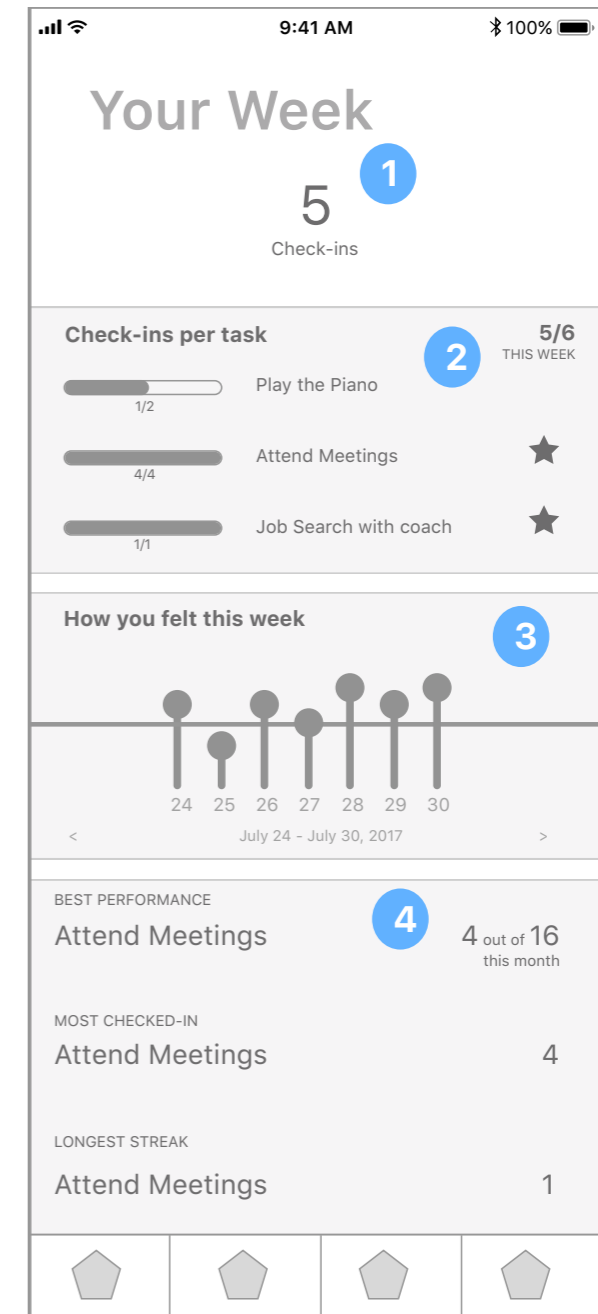


1 Notifications By Chronological Order



1 Weekly Report List based on check-ins and tasks completed

2 Close Button



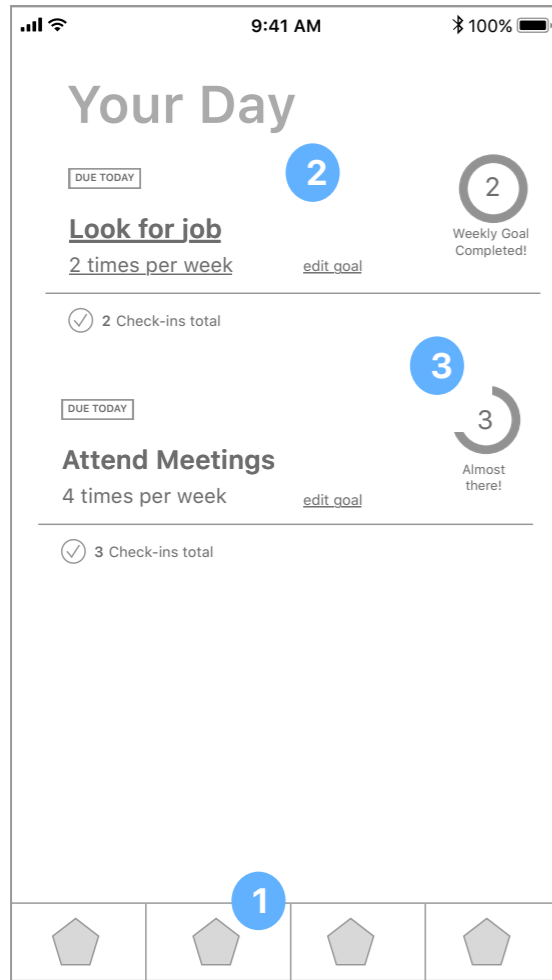
1 Total number of Check-Ins for the week (tasks completed)

2 Break Down of Tasks Completed Weekly

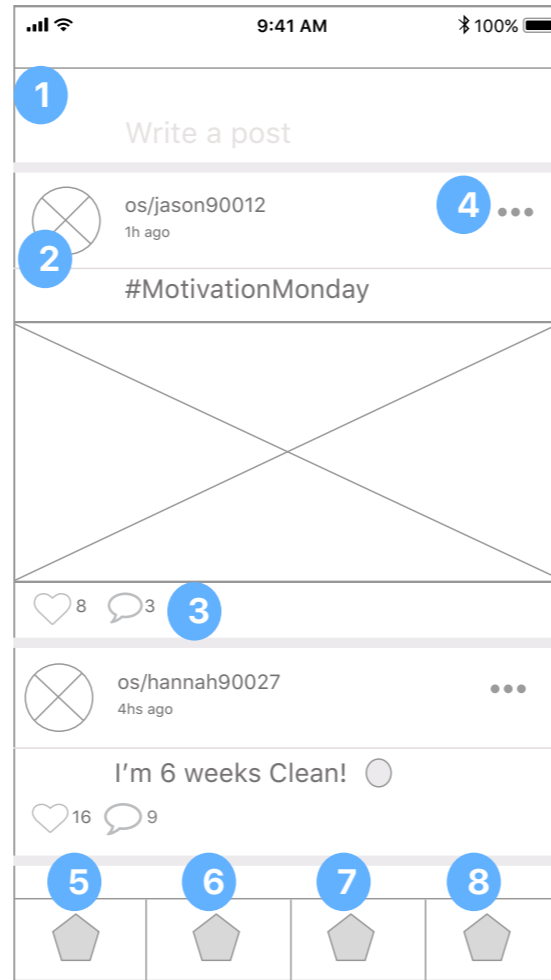
3 Your Weekly Mood Graphic

4 Performance Report

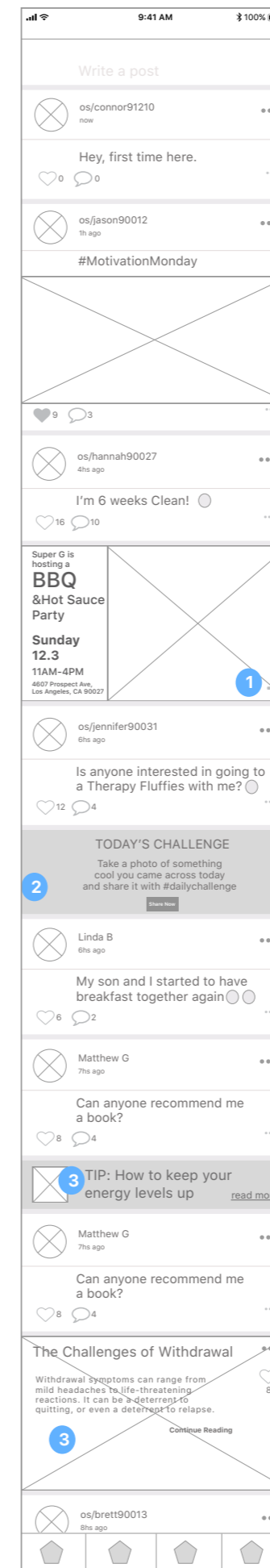
Medium Fidelity Mockups



- 1 Quickly Access List of Tasks through Calendar
- 2 Quickly Edit Tasks
- 3 View Quick Daily Progress of Tasks

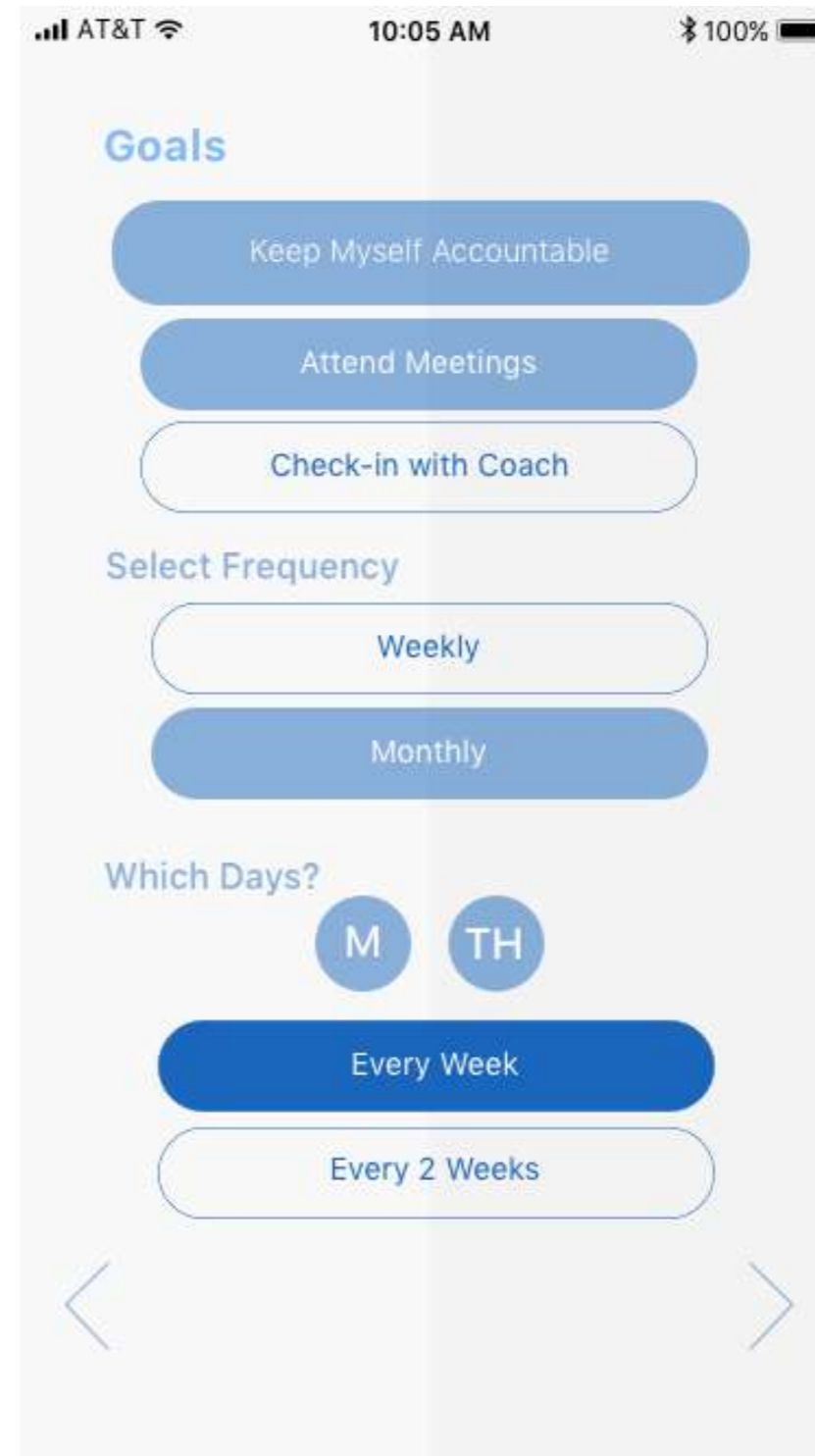
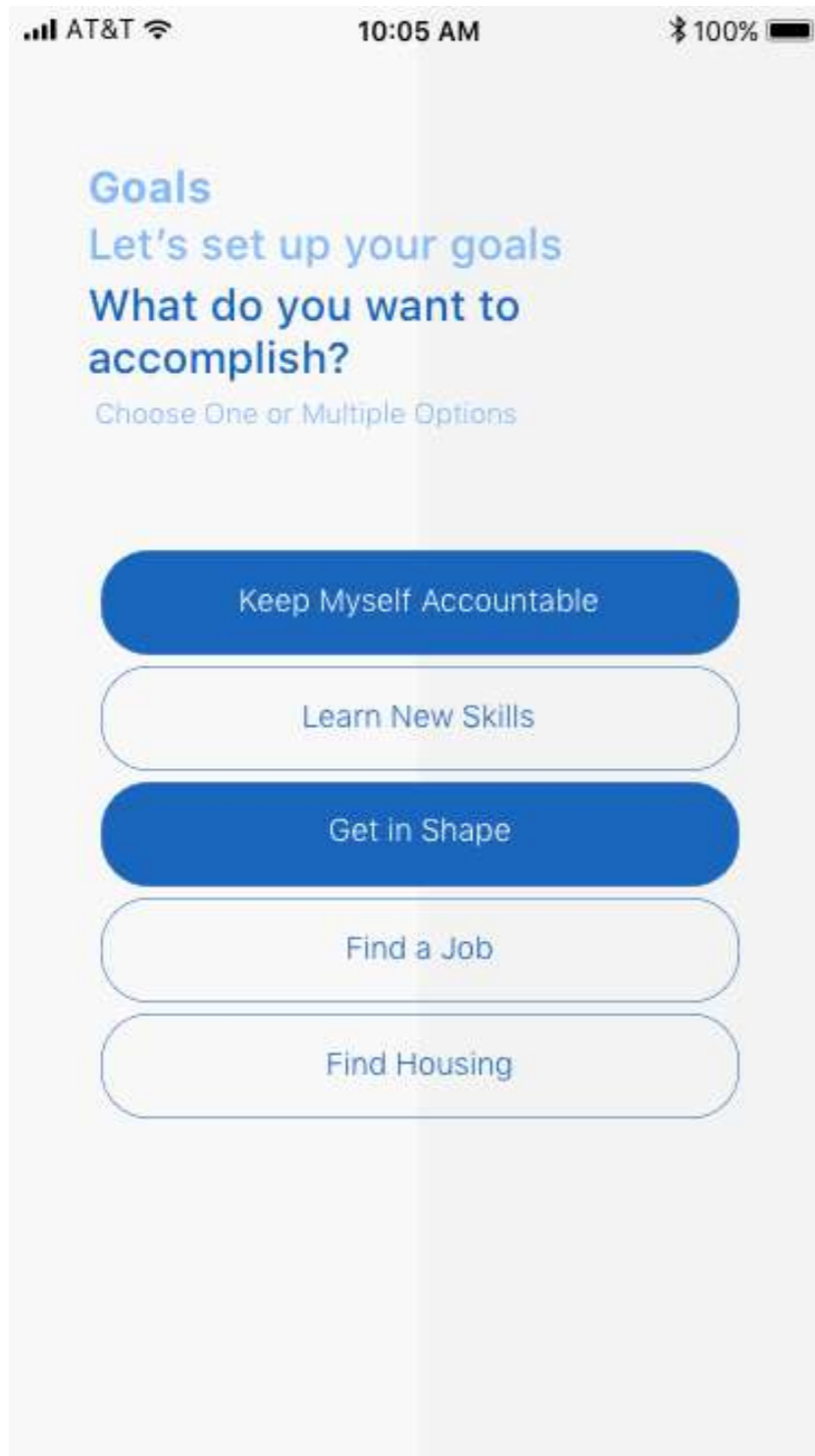


- 1 Write a post
- 2 Profile photo and username of another app user and post
- 3 Likes and Comments
- 4 Edit or Delete Post
- 5 Calendar
- 6 Notifications
- 7 Newsfeed
- 8 Stats



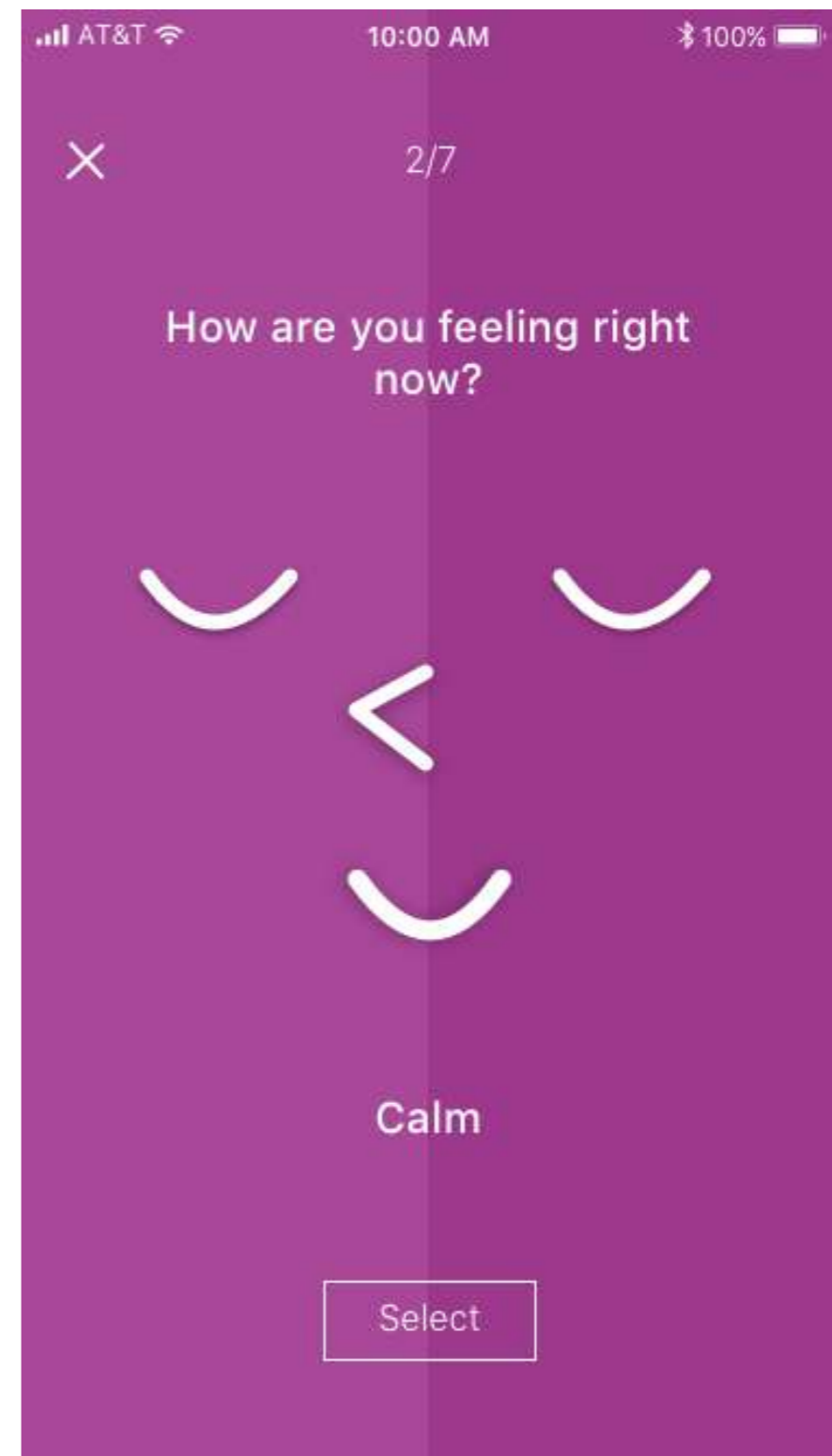
- 1 Add Event to your Calendar
- 2 Daily Challenges on user's newsfeed will be used to encourage engagement
- 3 Tips/Advices: Short Content to encourage engagement
- 4 Longer Content with Useful Articles that are related to data collected when user enters their mood in the dashboard. Tapping on "Continue Reading" expands the text.

High Fidelity Mockups



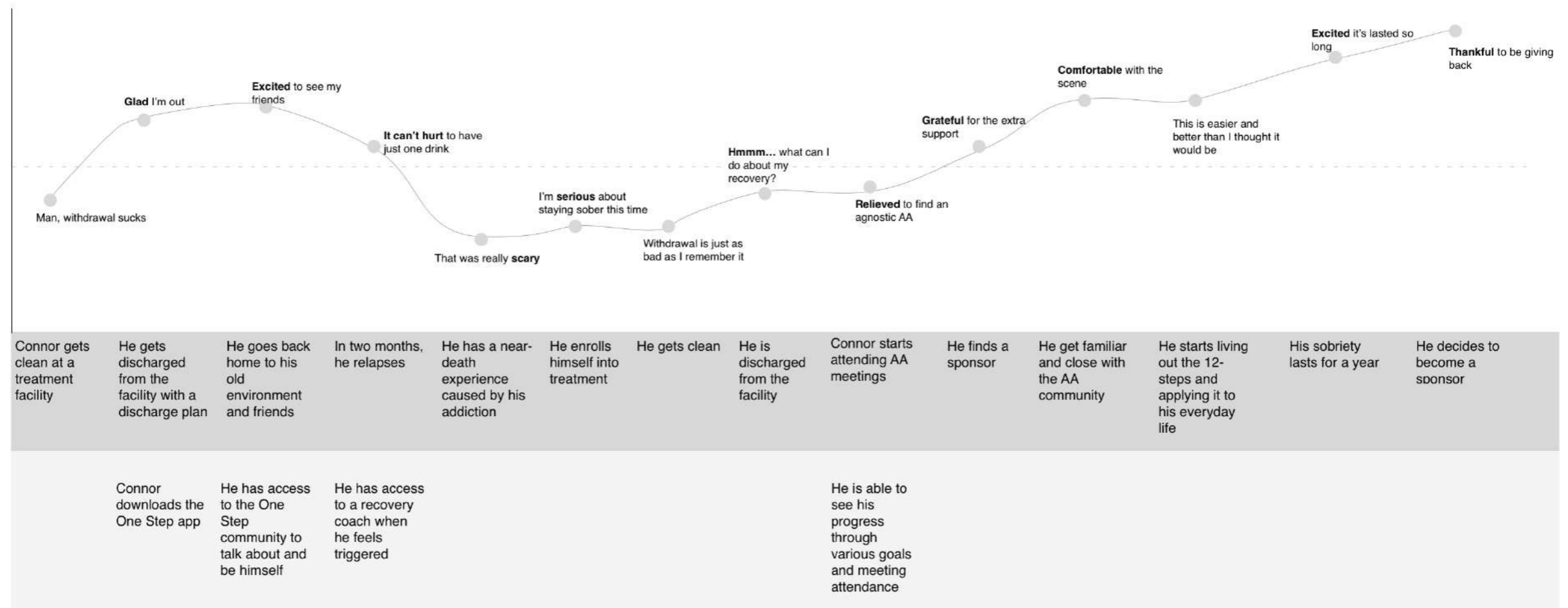
High Fidelity Mockups

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Journey Map

Customer Journey Map:
On The Path to Recovery



C&C Analysis (sentiment)

review (Google Play)	WeConnect	Addicaid	Sober Grid	Avert	R-tribe
# downloads	500	5,000	10,000	500	100,000
# reviews	8	95	471	1	3227
# stars	4.5	3.8	4.3	5	4.5
comments	7r-5a, 1r-1a n/a	47-5, 18-4, 14-3, 16-1 like to read other success stories use to document sobriety story like community aspect motivated to engage daily utilize news feed + in-app messaging helpful to find meetings like audio recording of goals easy navigation crashed often couldn't upload photo for profile pic couldn't change birthday and recovery date	341-5, 47-4, 31-3, 20-2, 36-1 positive vibe daily inspirations helpful love social connection users developed app-specific jargon i.e. Gridders, SSS really utilized in-app messaging facebook for recovery people like connecting through previous groups community support available 24/7 like to comment/like post couldn't upload photo for profile pic	n/a	2253-5, 697-4, 112-3, 50-2, 115-1 not fan of subscription model helps stay motivated asks religious preference but motivational quote doesn't align with preference helps focus and feel accomplished after updates messed up app let's get through the hard times together wish there was a way to enter sobriety date wish there was onboarding helpful to be able to talk with people facing same struggles helps stay on track w/out too many features gamifies the process: recovery can be fun! don't like push notifications for the bible difficulty forming tribe don't like having to pay for more features

C&C Analysis (features)

	WeConnect (HIPAA compliant) (17 features)	Addict (24)	Sober One (20)	Avert (8)	5-7-10 (21 features)
create new account	yes	yes	yes	no	yes
on-boarding	yes (hour + overlay)	no	yes (overlay)	yes (dipping in "Tutorial" leads to external site address)	no
member login	yes	yes	yes	no	yes
choose user type	yes (recovery vs. support)	no	no	no	no
profile	yes (include sobriety today)	yes (include recovery date, profile pic)	yes (profile pic)	no	yes (avatar)
instant contact referral	yes	no	no	no	no
reward system	yes (earn points and exchange for monetary prod)	no	yes (virtual coins)	no	no
progress tracker	yes (tracks check in)	yes (through calendar)	yes (time & count)	no	yes (gam levels)
check in	yes (routes)	yes (daily, both: user to use, have used, cov)	yes (sobriety record, daily pledge)	no	yes (avatar changes color when checked)
sober day tracker	yes	no	yes	no	yes
calendar	yes (calendar of sobriety user manually input)	yes (checks daily steps, targets use)	no	no	no
emergency support	yes (24/7 button to forward)	yes (direct hotline)	yes (24/7 hotline)	no	yes (press chat)
i-app messaging	yes	yes (in-app network)	yes (in-app network)	no	yes
manage online friend	yes (provide routine to show friend)	no	no	no	no
geofencing	yes (track user to meetings, length of stay)	no	no	no	no
add friends	yes (through phone)	yes (in-app network)	yes (in-app network)	no	yes (people with similar profiles)
sign/login with	no	yes	yes	no	no
audio recording of goals	no	yes	no	no	no
disorder specification	no	yes (categorized: substances & processes)	no	no	yes
news feed	no	yes	yes	no	yes
recovery lessons	no	yes (in-app)	no	yes (external link wireless)	yes (videos for specific addictions, articles only available through subscription and 30 day trial)
group support	no	yes (calendar specific)	yes (find friends from previous program)	no	no
notice directory	no	yes	no	yes (info on external site)	no
calendar access	no	yes (calendar)	no	yes (info on external site)	yes (chat available with subscription)
spending calculator	no	yes	no	no	no
rehab need survey	no	yes	no	no	no
ipa	no	yes	no	no	no
app feedback	no	yes	yes	no	yes (via message)
meetings near me	no	yes	yes	no	no
notifications	no	yes (comments & likes)	yes	no	yes
daily challenge	no	no	yes	no	yes (to do list)
daily inspirational status	no	no	yes	no	yes
discover friends	no	yes	yes	no	yes
soberia demo	no	no	no	yes	no
app facebook share	no	no	no	yes	no
call contact	no	no	no	yes (dipping in feature opens phone contacts)	no
donation	no	no	no	yes (external site redonator button)	no
website shortcut	no	no	no	yes	no
addiction assessment	no	no	no	no	yes
addiction guide	no	no	no	no	yes
settings	no	no	no	no	yes

User Persona

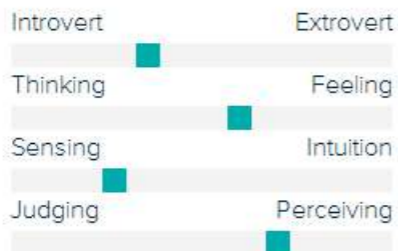
Xtersio



We all struggle with relationships, finances, pride, ego, ambition and drugs are our way of dealing with those struggles.

Age: 35
Work: Un-employed
Family: Lives out of state
Location: Los Angeles, CA

Personality



- Paranoid
- Determined
- Restless
- In Denial

Bio

Richard was born and raised in the Mid-West. He moved out to Los Angeles two years ago and feels out of place in the city. Connor is college educated and a active member in his community. He is single and lives for his job. Connor has been working at his law firm for a few years and is great at what he does. He develops an alcoholic addiction when he drinks to deal with the stress of a promotion and to fit in with a new crowd. While under the influence of the addiction, Connor loses his job and his home. Connor is in **denial of his addiction** and refuses to get help. He's **afraid of the judgement** he faces from his friends and family once he admits he has a problem, and he **doesn't like admitting that he's not in control of his life**. Connor's drinking get out of control: he starts drinking heavily in Jake's home, being loud and disruptive, and starting fights with Jake. Jake tells him that he would no longer be able to allow Connor to live at his home for free, and Connor is in danger of being homeless. Faced with these options, Connor chooses to find treatment. With financial help from his family, he enrolls himself in a treatment facility and gets clean. He gets referred to a sober living house that he checks in to.

Scenario

At the sober living house, Connor meets the One Step recovery coach. He sits down with him and lays out a plan and determines the goals he wants to accomplish. The coach presents him with the house-code for when he downloads the app. The sober living house will be paying for the app use. Connor gets settled into the house and then downloads the app.

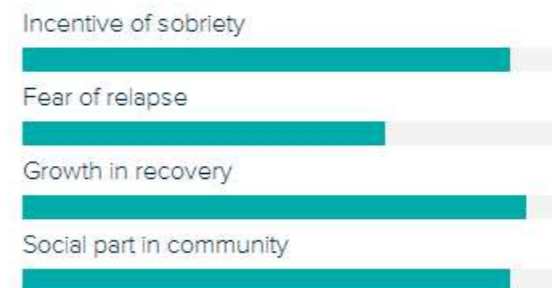
Needs

- Structured guidance
- Belonging to a community
- A future to work towards
- Help redefining self without drugs
- A new passion
- Ways to keep busy
- Support of his loved ones
- Coping mechanisms to the daily stresses and challenges of life
- A safe space to be himself

Frustrations

- Leaving behind your friends is scary
- Finding a new community can be scary
- Triggers are everywhere
- Don't want to be tracked or monitored
- Don't want others to know about addiction or recovery
- AA can be very religious oriented

Motivation



Affinity Diagram



Affinity Diagram Findings

Triggers are everywhere for me
I don't want to be told what to do
I hit rock-bottom before admitting my problem and accepting help
I like to inspire others
Treatment should be equal and available to everyone
Am I ready to be sober?
I'm insecure
I've tried different methods to stay clean
I need a safe space to be myself
I can be happy without drugs
I need positive social reinforcement
I discovered spirituality during recovery
I want to find and belong to a community
I'm not religious
I motivate myself
I'm happier and healthier when I'm clean
I have accepted my problem
I have personal reasons to quit
I don't want to be judged
I am in denial
Drugs affected who I was. Who am I without it?

Affinity Diagram Findings

I don't like feeling overwhelmed

I need a new passion.

I need ways to keep busy

I know my addiction caused problems with me and the people around me

I need a way to cope with life and its challenges

I used addiction to escape dealing with problems

I don't question my addiction: it feels normal

Affinity Diagram Findings

Triggers are everywhere for me

I don't want to be told what to do

I hit rock-bottom before admitting my problem and accepting help

I like to inspire others

Treatment should be equal and available to everyone

Am I ready to be sober?

I'm insecure

I've tried different methods to stay clean

I need a safe space to be myself

I can be happy without drugs

I need positive social reinforcement

I discovered spirituality during recovery

I want to find and belong to a community

I'm not religious

I motivate myself

I'm happier and healthier when I'm clean

I have accepted my problem

I have personal reasons to quit

I don't want to be judged

I am in denial

Drugs affected who I was. Who am I without it?

I don't like feeling overwhelmed

I need a new passion.

I need ways to keep busy

I know my addiction caused problems with me and the people around me

I need a way to cope with life and its challenges

I used addiction to escape dealing with problems

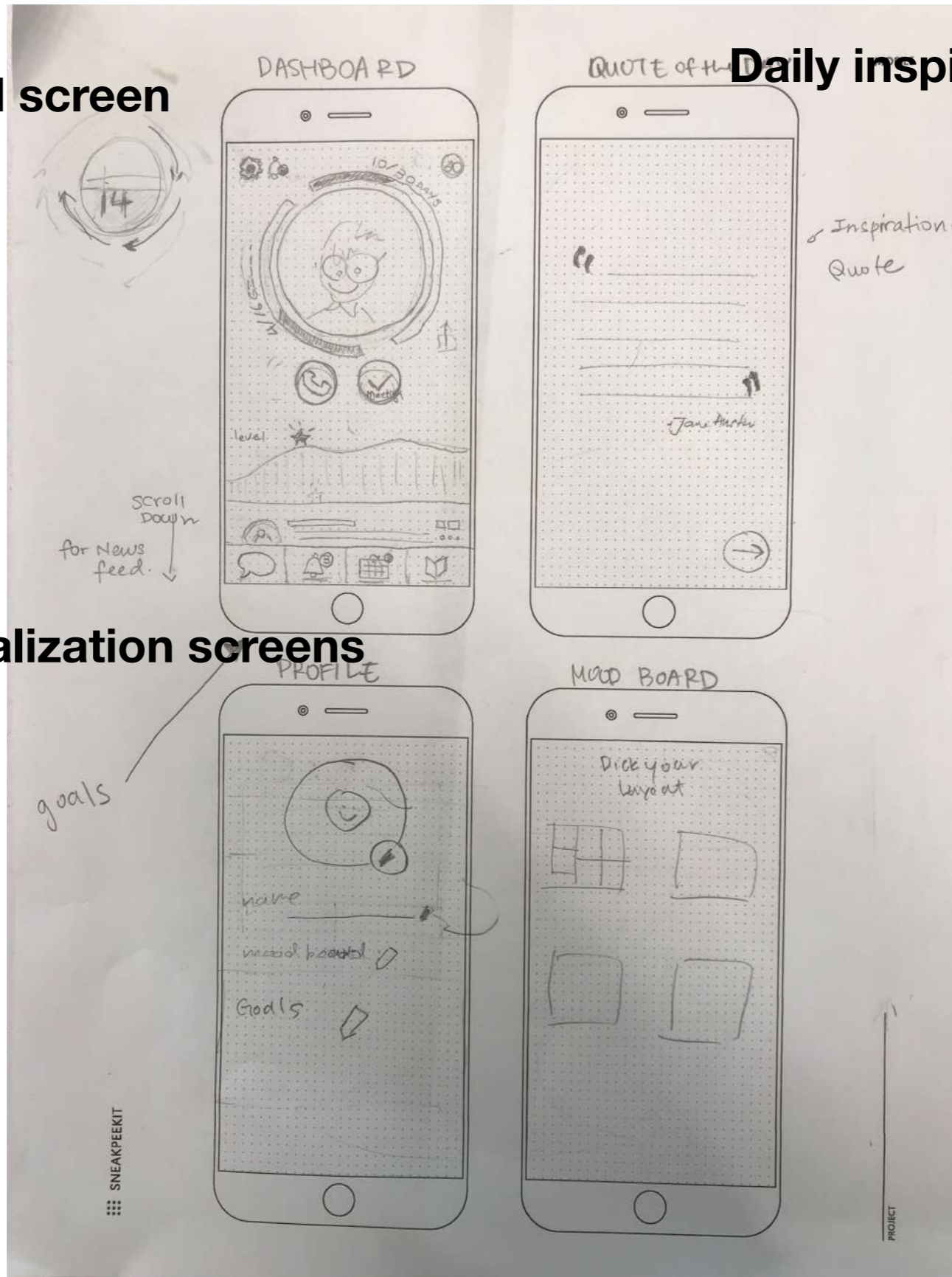
I don't question my addiction: it feels normal

Usability Testing

	Sara	Jason	Purcell	Jacob
Time to complete	01:24 sec	3:14	1:33	1:01
# of errors	0	0	4	0
# of positive comments	0	0	0	0
# of negative comments	2	1	0	0

Sketches

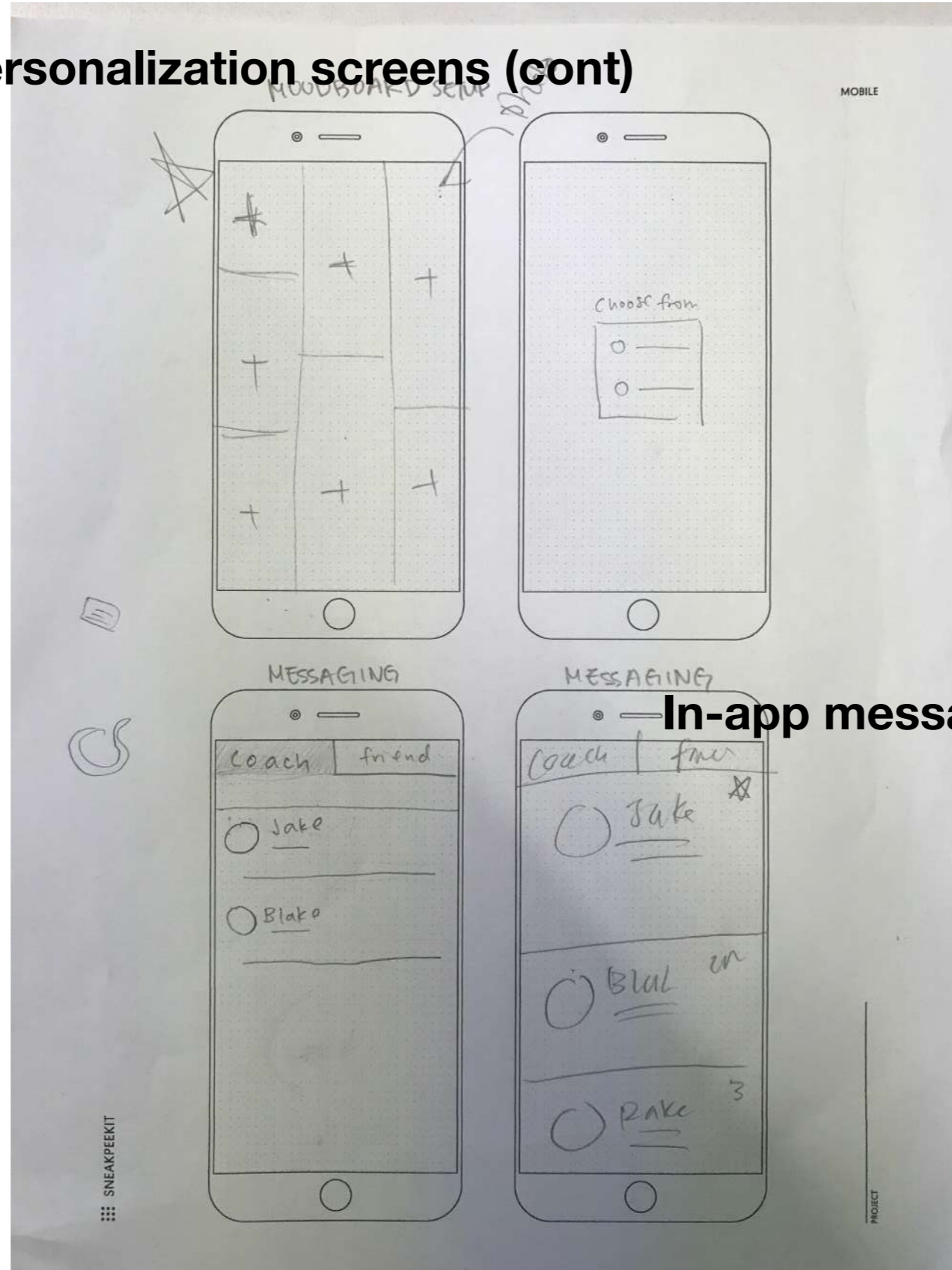
Dashboard screen



Daily inspirational quote screen

Mood board personalization screens

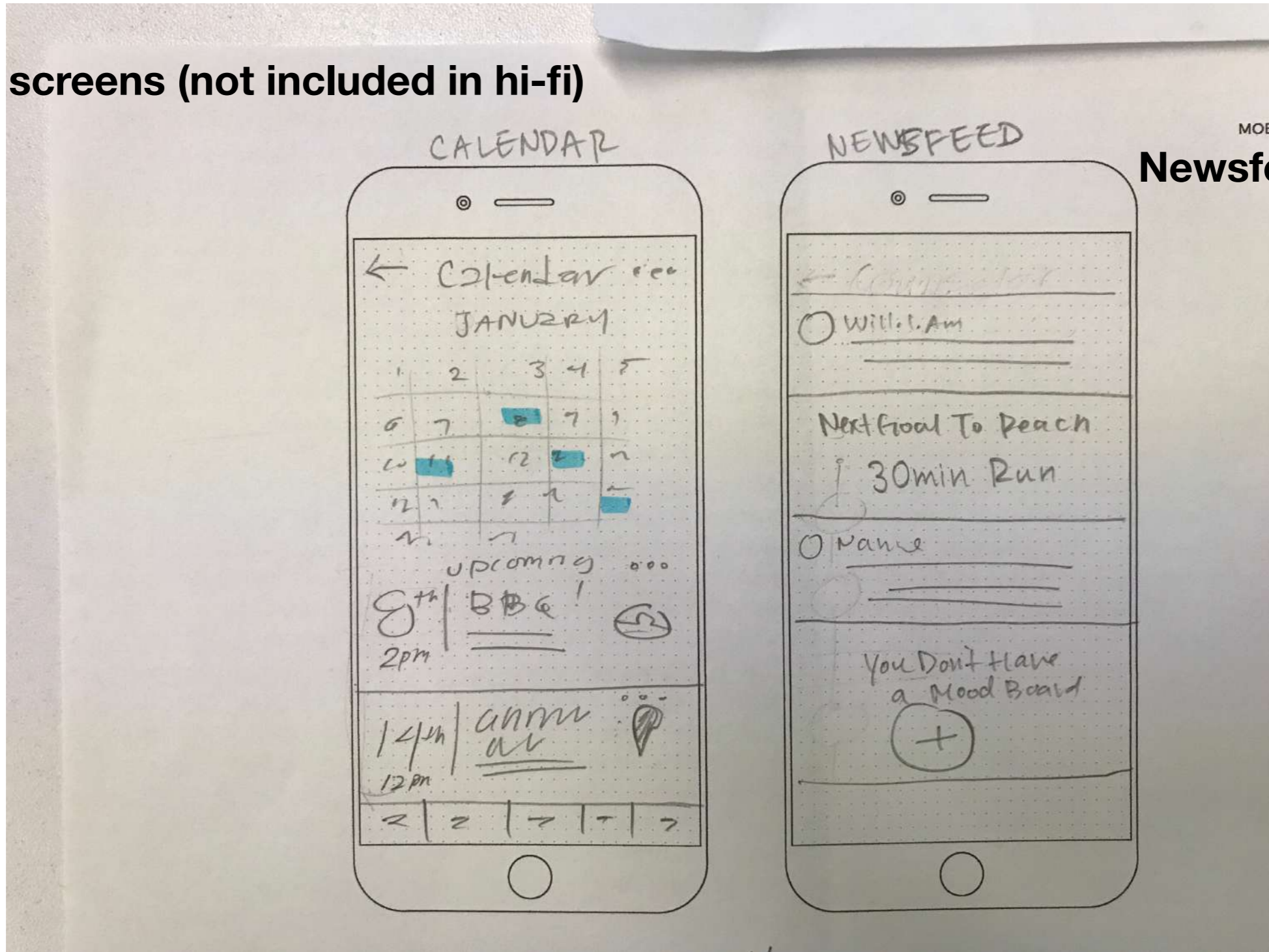
Mood board personalization screens (cont)



In-app messaging screens

Sketches

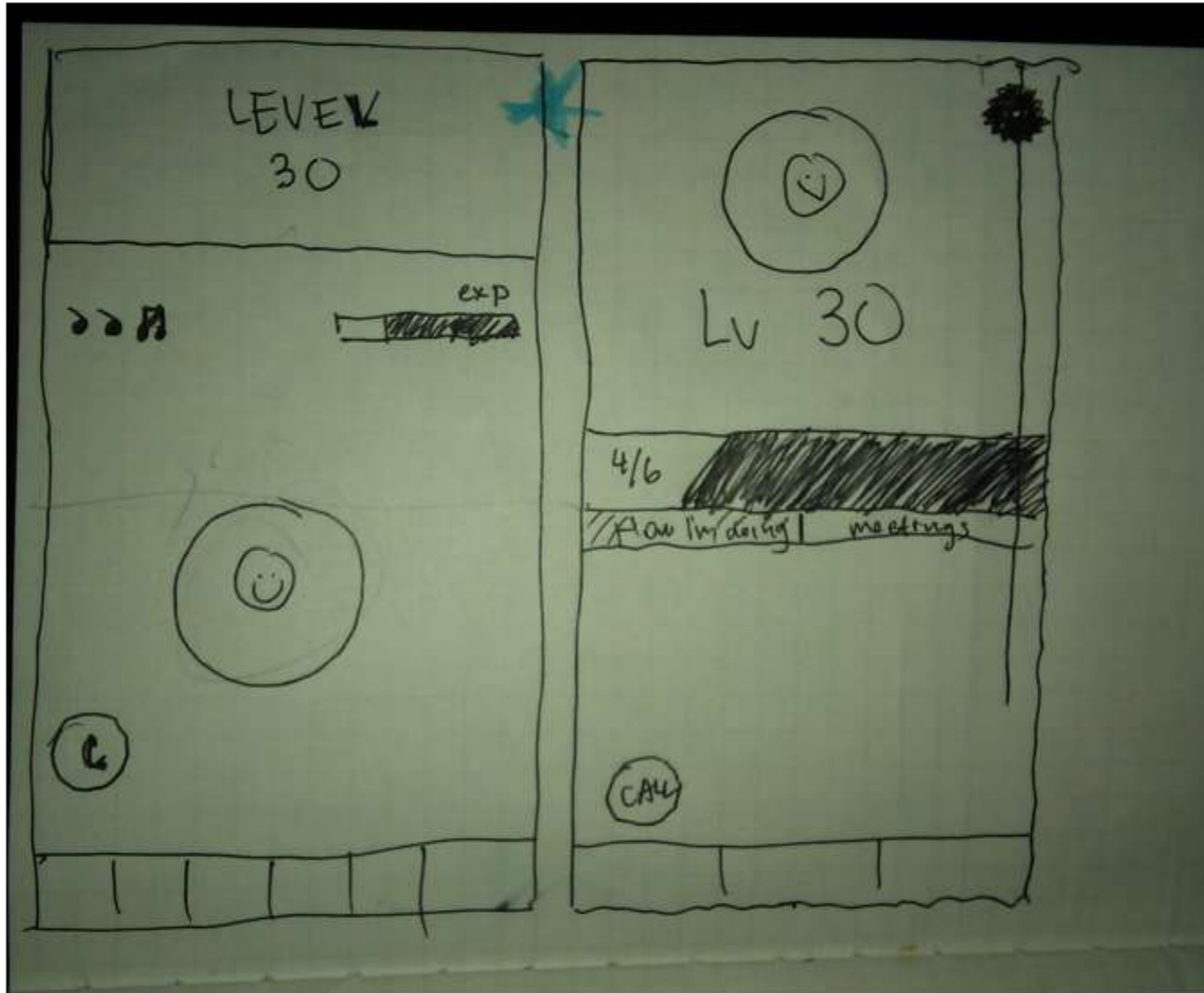
Calendar screens (not included in hi-fi)



MOBI
Newsfeed screen

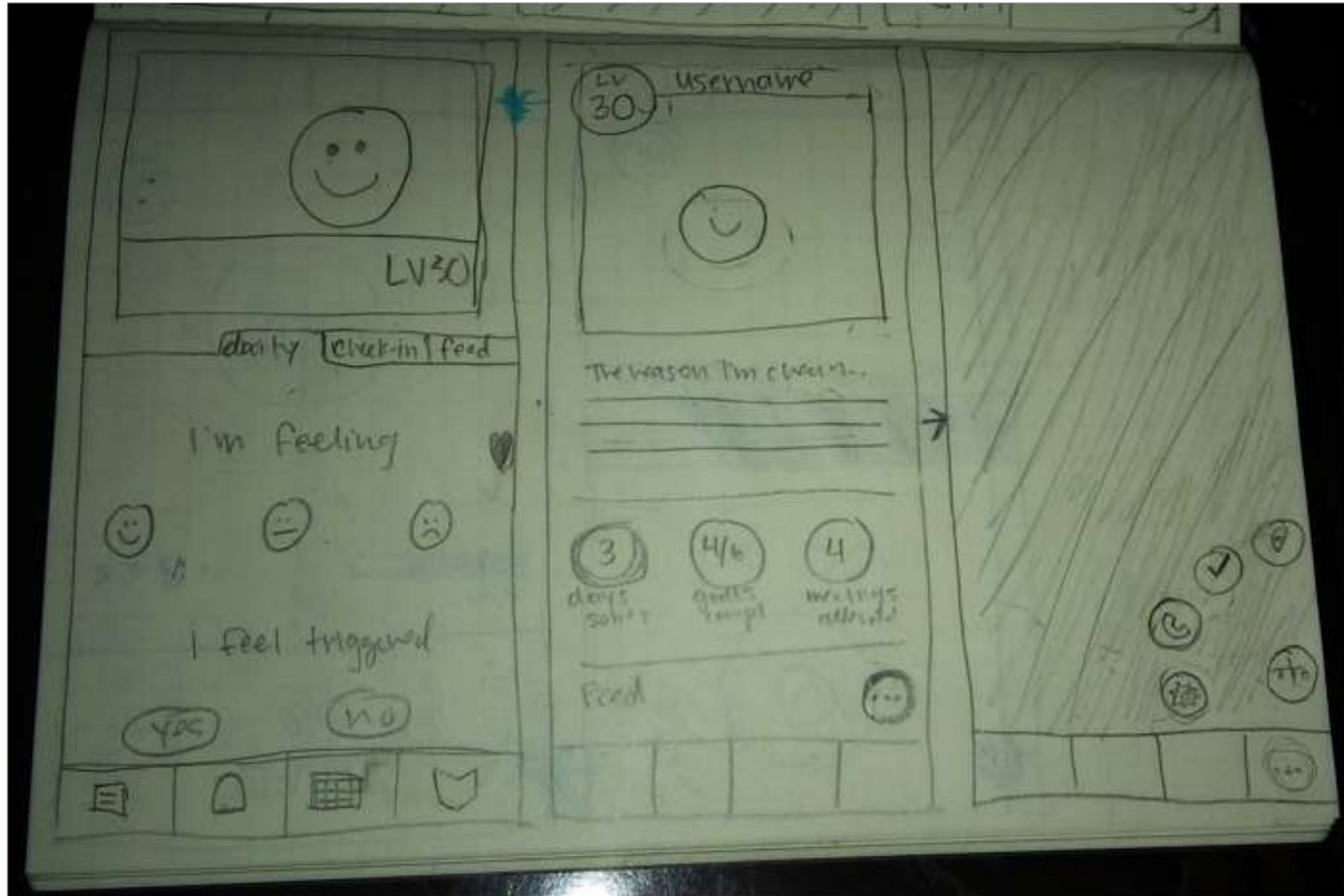
Sketches

Dashboard sketches

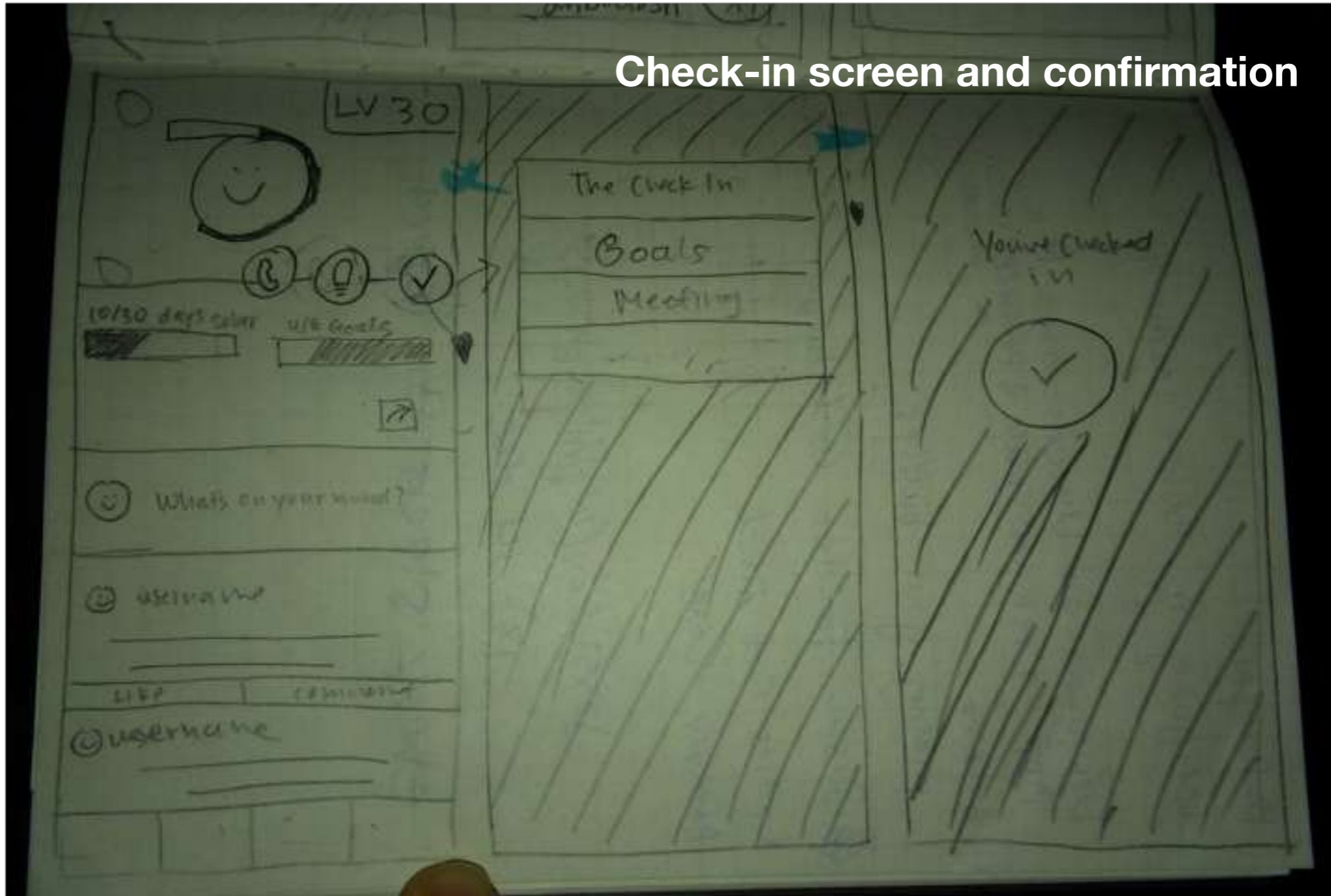


Sketches

Dashboard sketches



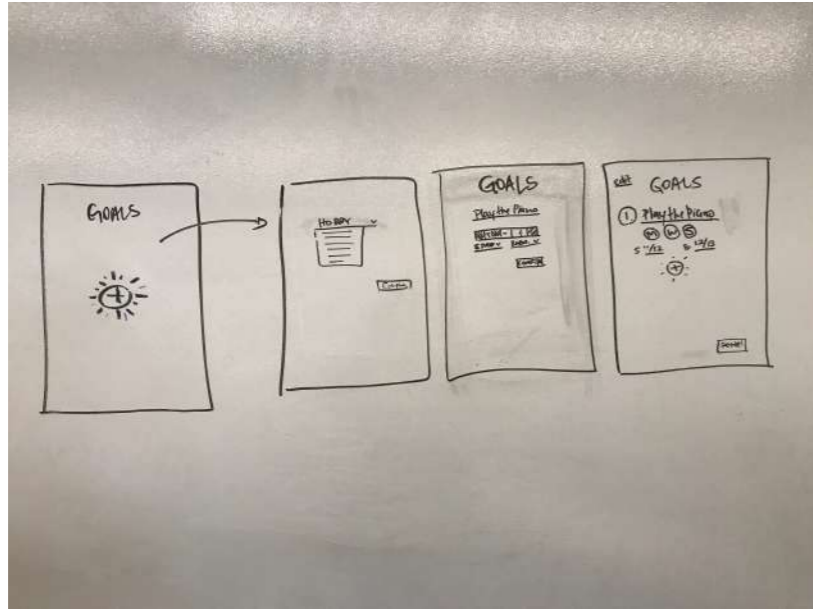
Sketches



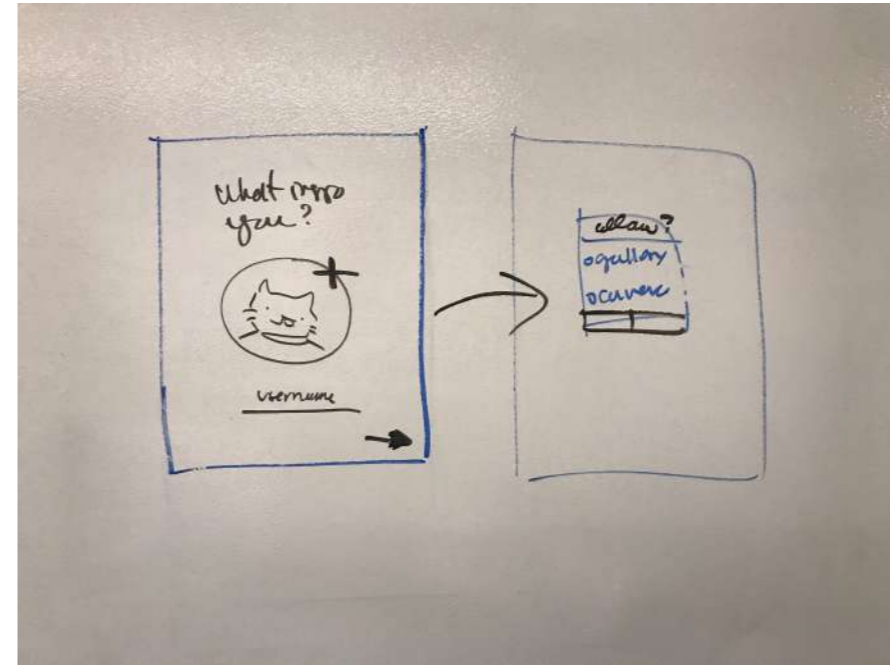
Check-in screen and confirmation

Dashboard sketch

Design Studio



Set-up goals final screen



Set-up motivation final screen