HELPING YOU FIND YOUR HAPPINESS

EUDAESENSE
Measures Biosignals

Behavior Tracking

Personalized Recommendations

Emotional Balance Strategies
The best way for us to illustrate what our application does is through a short demo.

https://www.youtube.com/watch?v=ntxkWkO-r4s
DEPRESSION

Mental illnesses are serious disorders which can affect your thinking, mood and behavior.
| 16 million | ...US adults had at least one major depressive episode in 2012 |
| 50% | ...of Americans with major depression do not seek treatment for mental illness |
| 1 in 5 | ...suffer from a mental health condition |
What is Depression?

“Depressed mood or a loss of interest or pleasure in daily activities for more than two weeks.” - DSM-IV

OUR TARGET USER: people with a mild, chronic form of depression that resemble Persistent Depressive Disorder
Our Focus

What our project aims to do

Help users’ gain control over the feelings and thoughts associated with depression and combat them with positive ways of thinking.

What our product will NOT do

Our product does not aim to diagnose mental illness, tackle the root of one’s depression or attempt to solve their problems.
COMPETITIVE ANALYSIS

Passive data collection and contextual, just-in-time interventions
Competitive Landscape - Stage of Depression

**Pre-Diagnosis**
- Mindfulness
- Symptoms
- Moodlytics
- EUDAESENSE
- feel
- SPIRE
- Ginger.io
- muse
- pip

**Post-Diagnosis**
- Acute
- Maintenance
- eSense
- LIFEGRAPH
- optimism apps
- moodhacker
- MOOD 24/7
- talkspace
- joyful
- ZENSO
- lantern
EUDAENSENSE

Data-Driven

Timely Micro-Interventions

Unobtrusive

Customized Recommendations
USER RESEARCH
Understanding user behaviors, needs, and motivations.
User Research: Expert Interview Findings

“CBT-i provides research-proven methods for treating insomnia. Relevant methods could be establishing good sleep hygiene and mindfulness training.”

“Important to ask open ended questions, paraphrase what has been said, and give the patient a voice.”

“There is an emotional piece to speaking with a human that would be challenging for technology to capture.”
User Research: Diary Study

Research Questions

How do people feel about sleep and its contribution to overall health and wellness?

- 6 Participants
- 2 Weeks
- 72 Surveys
User Research: Diary Studies Findings

- Guilty to go to bed
- Difficulty falling asleep
- Waking up in the night
Paper Mockups
User Research: Surveys

Research Questions

What is our user’s relationship with sleep?
What is our user’s relationship with using technology for health and wellness?

48 Respondents
1 Week
20 Questions
User Research: Survey Findings

People reported different sleep habits and have varying definitions of a good night’s sleep.

Respondents seemed to have basic understanding of the relationship between mood and sleep.

The majority of respondents had morning and evening routines and indicated general awareness of good and bad sleep habits.
User Research: Interviews

Research Questions

Do interviewees have a morning and evening routine?
How do they define ideal sleep?
How do they use technology for health and wellness?
Do they use wearable technologies?

4 Interviews
30 Minutes
User Research: Interview Findings

Interviewees tended to go against their own better judgement on sleep.

"I definitely know that I shouldn’t be looking at a screen couple hours before I’m trying to go to bed..."

Interviewees indicated a preference for smartwatches over fitness trackers.

“[Fitbit] seemed single dimensioned...failed to provide clear tracking so that was annoying”

Interviewees didn’t want to be bombarded with notifications from a smartwatch.

“You need to go somewhere?”
“No I just got a notification on my watch”
INTERVENTION DESIGN
Designing the user experience of tomorrow.
Three’s the Charm

Good evening!
Looks like it is almost bedtime. Take some time to write down some positive thoughts!
How would you rate your current mood?
(1 being very poor, 5 being very good)

Positive Reminder
Get a reminder of something positive you wrote down before from the Thrive the Charm exercise.

Start
Controlling Worry

Trouble sleeping?
It can be tough to fall asleep when we want to. Swipe to see some alternative thoughts that might be helpful.

Controlling Worry
This exercise helps you reframe existing thoughts of worry by concentrating on alternative thoughts.

Start
Good afternoon!

Looks like it’s almost time for your weekly meeting. Try the **Blowing on Dandelions** exercise for a quick mindfulness boost!
User Research: Usability Study

Research Questions

Which features are the most captivating?
Which features are the most useful?
What are the most appropriate times users would want to receive notifications?

4 Tests
60 Minutes
4 Prototypes
User Research: Usability Study Findings

3 out of the 4 interventions received an overall positive response.

Controlling Worry intervention received the most negative responses.

Navigation elements were not always intuitive, especially in the smartphone designs.

Color selection was at times thought to be too bright and unfitting for our application.

Images did not always fit the theme of the intervention on the smartwatch.
SYSTEM BUILD
Server configuration, database, application, algorithms.
Research Study: Data Collection

Research Questions

Can we predict mood from wearable sensor data?
Can we collect and process data in real time?

18 Participants
2 Weeks
400k Data Points
Future Iterations

- Funded Study
- Additional Data
- Improved Interventions
Suprise Hug!
We wanted to share a surprise hug with you! You are awesome and beautiful.

Q&A

Hello Linda!
Take a quick moment and look around. Beauty is all in the way you look at things!