

Focus Group Case Report - Wristlists™

Summary of Project:

Empowered Wellness, a growing organization with nationally recognized products and diverse programs for improving community wellness, has launched a subsidiary retail start-up company. As a reminder and motivational tool, Wristlists™ claim to have many applications across a variety of demographics and aim to be especially valuable for accelerating executive function (EF) development. Diverse candidates were chosen and asked to participate in a focus group, in order to test the efficacy of the Wristlist solution.

Based on survey data and the complementary anecdotal feedback, the highly customizable Wristlists™ led to immediate and compelling improvements for every candidate tested. Additionally, each participant reported that success has led to lower stress and improved quality of life for themselves and those closely associated with them.

Introduction to Focus Group Trial:

Physically, a Wristlist is a silicone wristband with stainless steel plates and optional badges that are laser engraved with the unique text and icons selected by each wearer. It comes in multiple styles, colors and sizes to accommodate a variety of user needs and interests.

A persona matrix was created to ensure a variety of candidates that included kids, adults and seniors, all with different situations. Individuals from different regions in the United States who matched the personas were identified, contacted, and invited to participate. Participant demographics included:

- Gender: Four females and two males
- Ages: Pre-K – 3rd = 1, 4th - 8th = 1, High School = 1, Adult 18 – 60 = 2, Adult 60+ = 1



All participants received identical pre-trial surveys with questions designed to help them generate ideas for the unique things that are important to their lives that they tend to forget most often (ex: things that they lose, daily to-do items that they forget about, motivational or spiritual sayings, lists of routines that aren't remembered, or other simple reminders that can easily be out of mind when they're out of sight). 2 of the young participants had assistance from their parents; one of those also had the help of a counselor. 1 adult participant had assistance from his professional leadership coach.

Surveys were completed and returned via email. Next, participants received a customized Wristlist, laser-engraved with text for each of their unique items listed.

Pre and post trial surveys were constructed in a complementary way to ensure consistency toward the following outcomes:

1. To understand Wristlists™ effectiveness as a reminder and motivational tool
2. To understand how daily use impacts the quality of life of the user
3. To understand how daily use impacts the quality of life of those closely associated with the user
4. To infer long-term impact of the Wristlist for accelerating EF development
5. To understand reasons that participants would or would not recommend Wristlists™ to others

Participant Perspectives

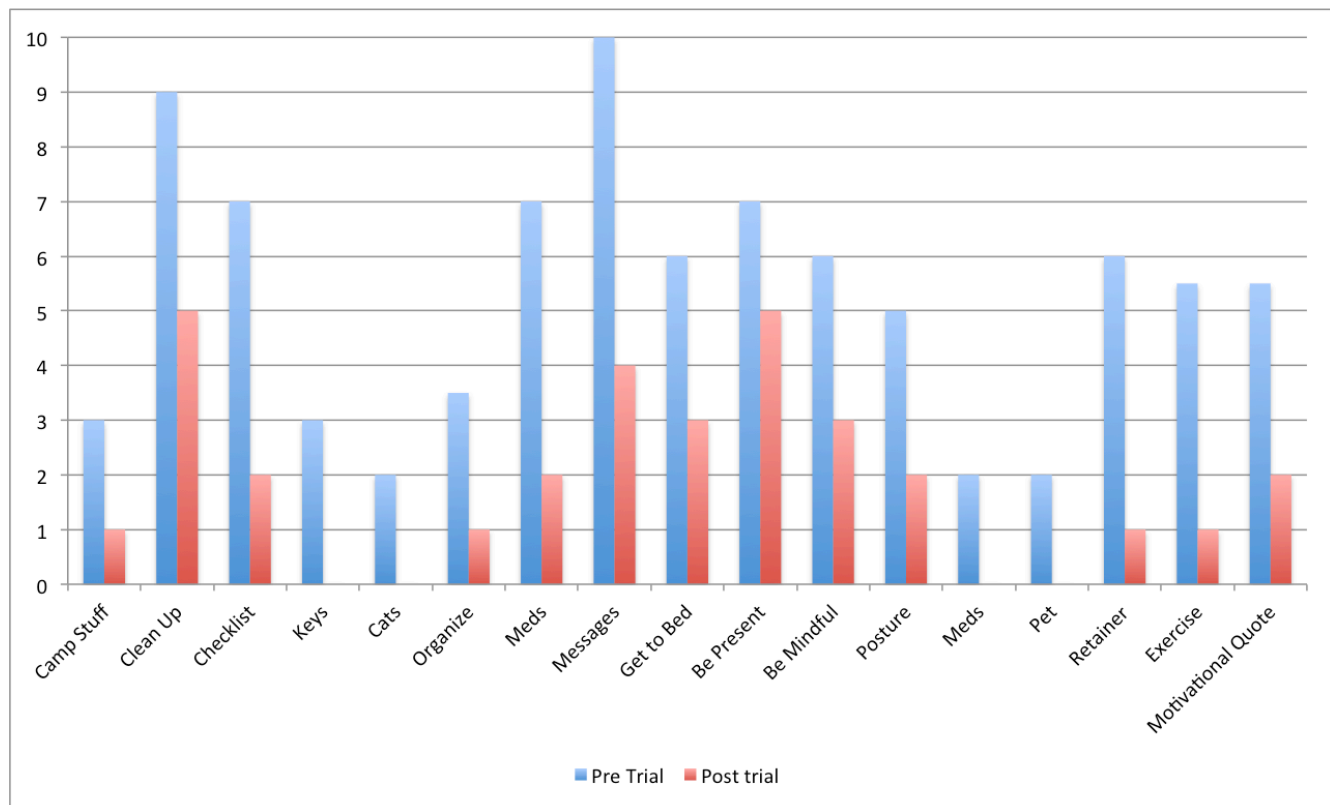
Outcome 1: To understand Wristlists™ effectiveness as a reminder and motivational tool

Participants had varying numbers of a variety of items tested, including:

- Remembering to take medical prescription daily (2 participants)
- Remembering to bring personal belongings to and from summer camp (1 participant)
- Remembering to feed pets (2 participants)
- Remembering to wear retainer to bed (1 participant)
- Remembering to clean or organize personal space after use (2 participants)
- Remembering the steps in a routine for daily responsibilities (1 participant)
- Remembering to attend daily morning exercise program (1 participant)
- Remembering to bring house keys when leaving the house (1 participant)
- Remembering to deliver messages to others (1 participant)
- Staying mentally “present” at work and home (1 participant)
- Going to bed at night instead of falling asleep on the couch (1 participant)
- Remaining aware of a motivational quote during times of stress (1 participant)
- Remembering to maintain good posture (1 participant)

When using a Wristlist versus their previous methods, every participant realized consistent improvement in remembering each of the things that were important to them and there was a 280% decrease in the frequency of forgetfulness with the items tracked:

Chart #1: Frequency of Forgetting (Pre Trial vs. Post Trial)



Anecdotally, participants shared:

- “In sight = in mind!”
- “The Wristlist process and tool has helped me first to better understand my priorities and second, to remain focused on them!”
- “I think that my numbers will be even better next week, as they keep getting better and better.”

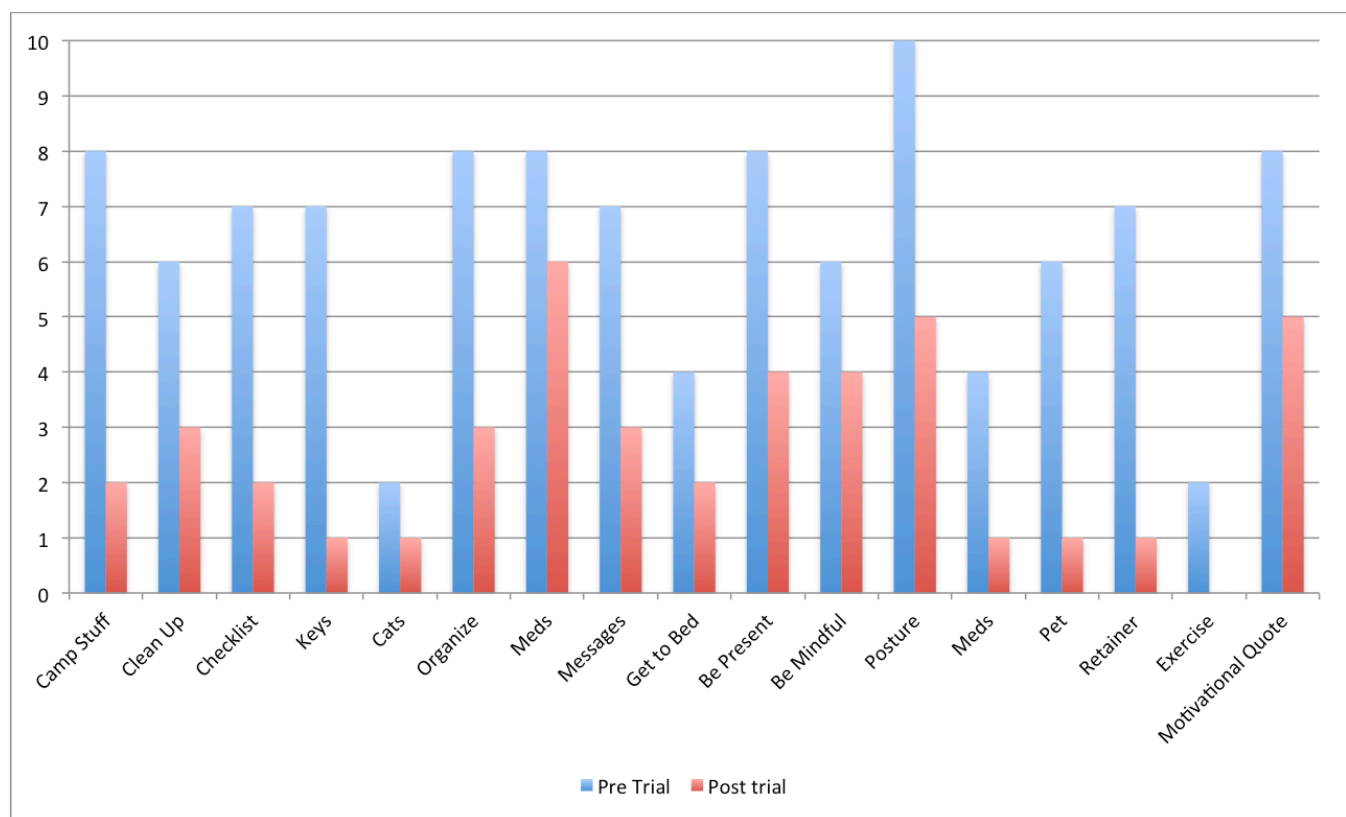
Outcome 2: To understand how daily use impacts the quality of life of the user

Participants used a scale of 1 (low) and 10 (high) to gauge:

- How important each focus area is to them
- How much does forgetting it frustrate or affect their daily life

Participant responses showed that their focus areas were very important, with all ratings being between 8-10 on their respective scales. This helps explain their frustration levels when they're not successful in those areas. All six participants realized significant improvements and there was a 240% decrease in frustration on a cumulative basis:

Chart #2: Level of daily frustration with each item for the Wristlist wearer (Pre Trial vs. Post Trial)



Participants reported that remembering things and increasing motivation lead to a higher self-confidence and ultimately a higher quality of life. One high-school-aged participant described in detail how she has decreased the number of times that she is feeling disappointed in herself. Others shared:

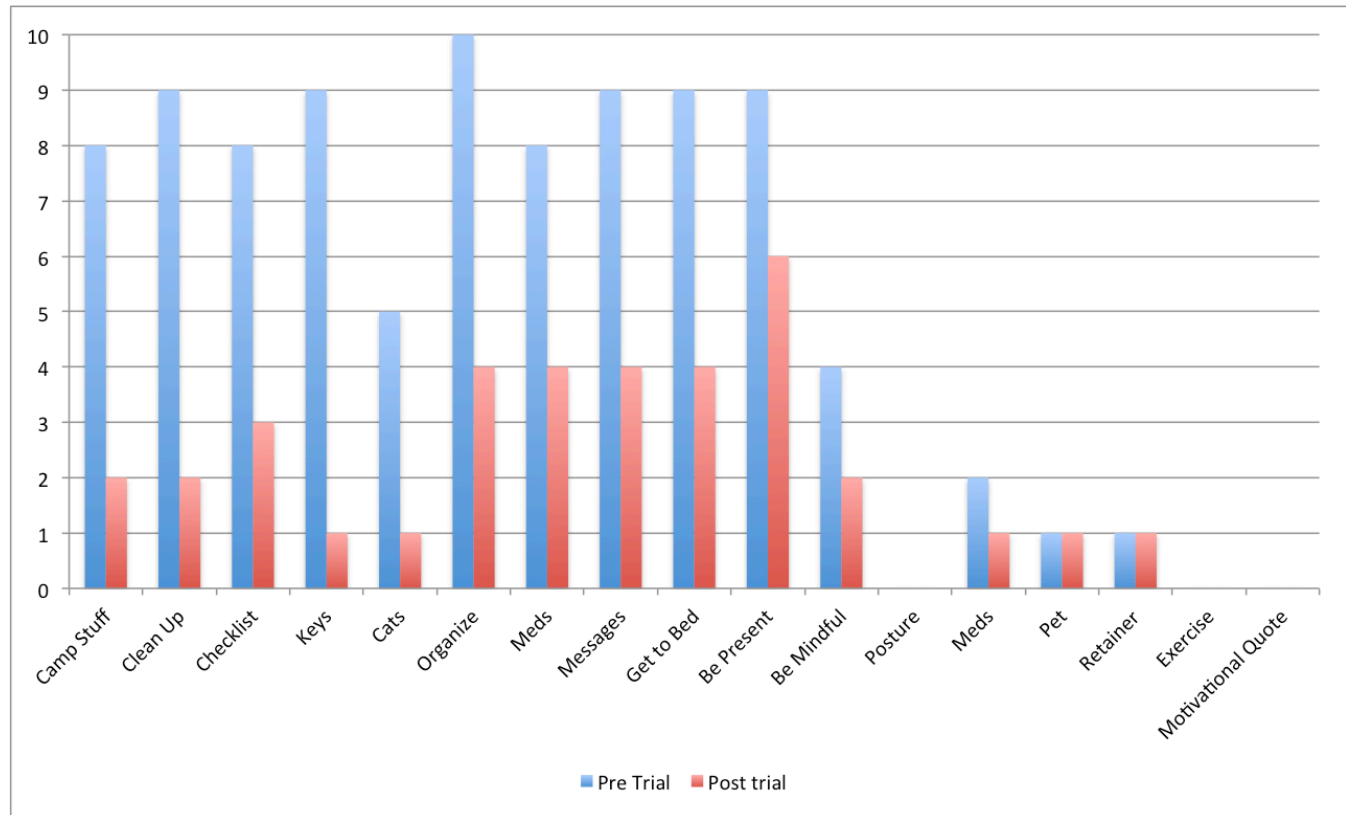
- “She (7-year-old participant) is thriving on all of the positive attention.”
- “...it makes life easier.”

- “My Wristlist has done wonders for my self-esteem, which makes me and my husband happier. I’m also feeling better due to being more consistent with my exercise.”

Outcome 3: To understand how daily use impacts the quality of life of those closely associated with the user

Responses demonstrated that frustration decreased for others associated with each participant. Although each level varied, on a cumulative basis the data shows a 256% drop:

Chart #3: Level of daily frustration with each item for others involved (Pre Trial vs. Post Trial)



Parents of a participant described how there has been less arguing and negotiating with the participant during cherished family time, which alleviates stress. More anecdotal feedback included:

- “She (7-year-old participant) is starting more days on a positive note and going to bed happier since we’re not arguing and getting so frustrated with her at the end of our busy days.”
- “My mom said that she doesn’t feel like she’s nagging me all the time.”
- “I mentioned the trial to my colleagues and they’re being supportive and encouraging.”

Outcome 4: To infer long-term impact of the Wristlist for accelerating EF development

In addition to the surveys, each participant completed an Executive Functions Questionnaire so that they could better understand their own strengths and weaknesses as part of the idea generation effort. We also wanted to benchmark those responses. The two youngest trial participants were retested in the post survey since they were both interested in improving their organizational skills and one wanted to improve their task initiation skills.

According to questionnaire results, (with **focus areas highlighted**), we can infer from the results that Wristlists™ can effectively accelerate the process of developing these skills:

Participant #1:

Organization	PRE	POST
Toys and books are put in proper places – may need occasional reminder	2	3
Coats and backpacks are hung in correct places upon arrival at school or home – may need occasional reminder	1	1
Folders make it home from school or camp and personal items aren't lost	1	3
Backpack and desk are kept orderly with occasional reminders	1	2
TOTAL:	6	9
Task Initiation	PRE	POST
Can follow simple one-two step tasks in a bedtime routine	1	3
Is able to redirect activity when leader gives new instructions	2	2
Will take on task that is perceived to require more than minimal effort	2	2
Follows through when given directions (not due to refusal or lack of understanding)	2	3
TOTAL:	7	10

Participant #2:

Organization	PRE	POST
Folders make it home from school or camp and personal items aren't lost	4	4
Maintains systems for hobbies or collectibles	2	2
Items are put away in proper locations after use with occasional reminders	2	3
Backpack and desk are kept orderly with occasional reminders	1	4
TOTAL:	9	13

Anecdotal feedback from the participants' parents included:

- "I'm optimistic and excited about what we can do next with it."
- "Her confidence is increasing rapidly!"
- "I read about your 10 Steps on the website and we're excited about the putting a strategy in place!"


Additionally, two of our adult wearers noted an aspect of being trained for their unique situations. One was using the Wristlist to get to bed earlier and the other was using it to maintain better posture. He said, "Seeing it gives me just a little nudge to sit up and get focused. The more that I wear it though, I'm realizing that I'm already sitting up and getting focused more frequently...so it seems to be training me."

Outcome 5: To understand reasons that participants would or would not recommend Wristlists™ to others

Responses demonstrated that 100% of participants would recommend Wristlists™ to others:

Some participants' family members have already ordered their own Wristlists™ and are recommending them to others. In general, participants found the product to meet their fashion and comfort needs. A participant described the product as "comfortable even when sleeping in it" and "...looks nice." A parent of a participant said that her child "enjoyed the purple bracelet and found it to be fashionable".

Would you recommend Wristlists™ ?



Yes
 No

**Limitations of the focus group:**

Pre-trial and post-trial surveys were self administered, which carries the risk of inducing response bias by the participants. Additionally, the participants were not blinded while carrying on with their normal day-to-day activities, which carries the risk of a placebo effect. With limitations of a University program preventing anything more than a 3-month Practicum Trial, we weren't able to analyze abstract benchmarks. None of the participants reported partaking in any other activities that may have impacted results.

Additional information:

The Wristlists™ website can be found at: <http://www.wristlists.com>