

Remedy

Research

3/29/2019
Updated 5/9/2019

Research Overview



COMPARATIVE / COMPETITIVE ANALYSIS

- Researched competitive landscape
- Reviewed 4 products to deep dive into onboarding experience UI
- Reviewed material from popular online and hardcopy content on chronic pain



USER TESTING / INTERVIEWS

- 5 Users to test PainFree onboarding
- Surveyed on pain experience
- 10 users surveyed to extract excerpts to test for trustworthiness and relatability



SYNTHESIS

- Summaries of competitor onboarding
- User testing highlights
- Prioritized onboarding feedback based on impact and feasibility
- Provide key takeaways for establishing tone and messaging

Content

1. Comparative / Competitive Analysis
2. PainFree User Testing
3. Highlighter Testing
4. Key Takeaways

Effectiveness of Onboarding



App	Curable	Mend	Duolingo	Headspace
ONBOARDING				
Onboarding Type*	Benefit-Focused & Account-Focused	Benefit-Focused & Account-Focused	Account-Focused	Benefit-Focused & Account-Focused
Clear Value Proposition	✓	✓	✓	✓
Explanation of Features	✓	✓	✓	✓
User Registration/Sign Up	✓	✓	✓	✓
Usage Customization	✓	x	✓	✓
Program Personalization	✓	✓	✓	✓
Use of Heuristics	✓	✓	✓	✓
Onboarding Progress Indicator	✓	x	✓	x

*Benefit-Focused: Explains the 2-3 core benefits and how to achieve that benefit via the site / product / app.

*Function-Focused: Explains the 2-3 core functions of the site / product / app and how to use them.

*Doing-Focused: Walks the user through the first or most common actions.

*Account-Focused: Walks the user through the account / profile creation process, including finding and adding friends or interests.

*Heuristics can be mental shortcuts that ease the cognitive load of making a decision.

Analysis Key:

UI Analysis



Content Analysis

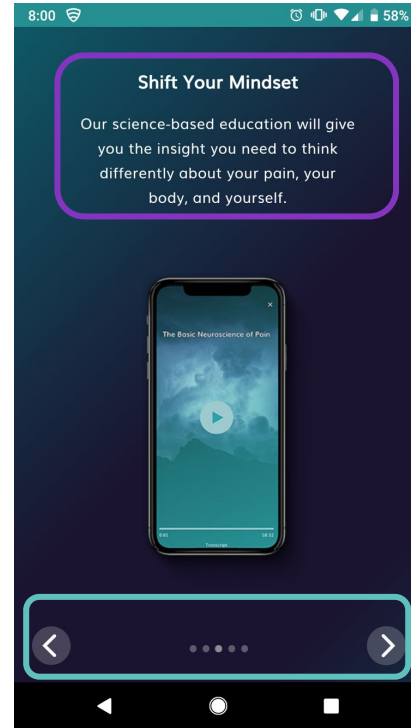




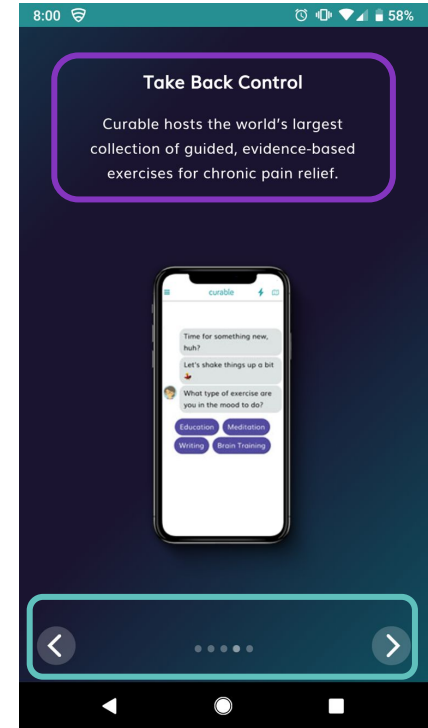
Curable splash page uses soothing blue-green color and progress modal indicates the 5 onboarding screens that form the initial introduction to Curable



A message from the Curable community greets users. Establishes affinity and authority of content to follow. Use of "physicians" encourages user trust.

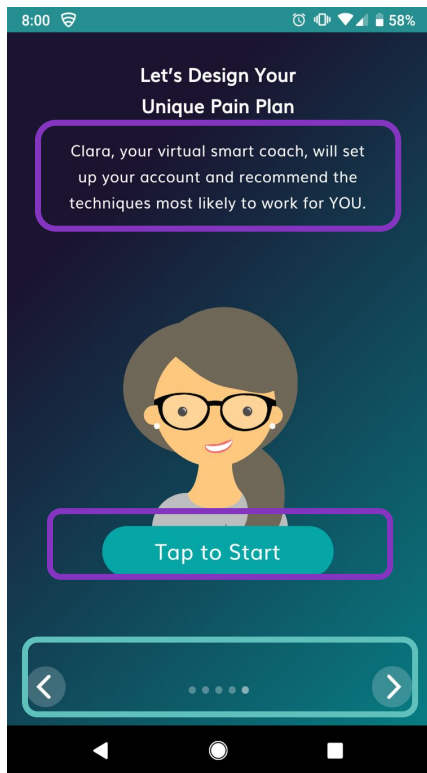


Progress indicator used which allows back and forward nav. Content reinforces authoritative medical approach and desired outcome of use. Image shows user preview of Curable experience.

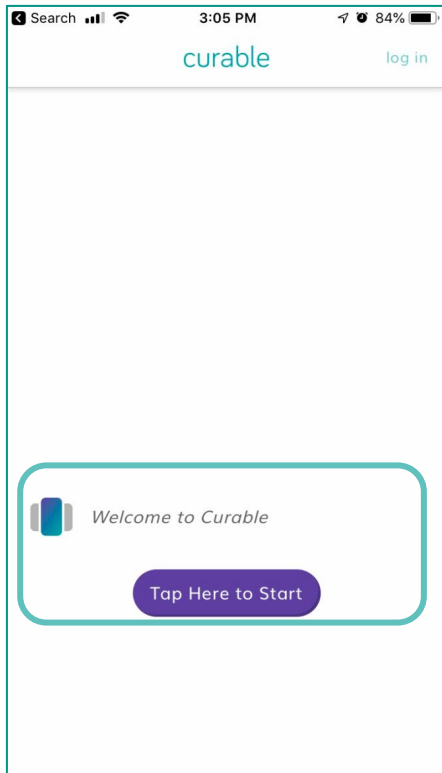


Content presents competitive differentiator with "largest collection." Image previews chat experience and shows personalized experience for user.

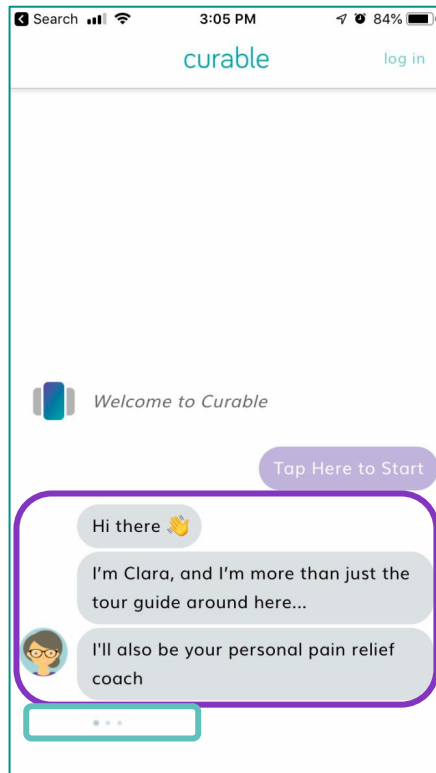
Curable



“Pain Plan” isn’t a great choice for copy. Clara appears to guide user through account personalization and set up.



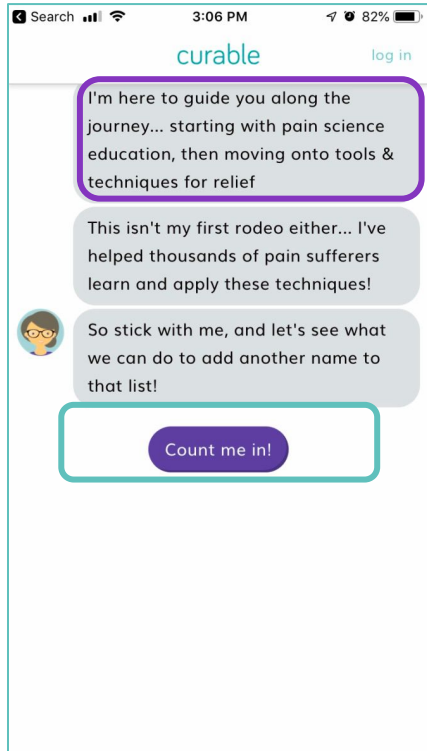
Chat interface supports both freetext and provides tappable responses, speeding up the process and engineering better engagement vs. something like a survey.



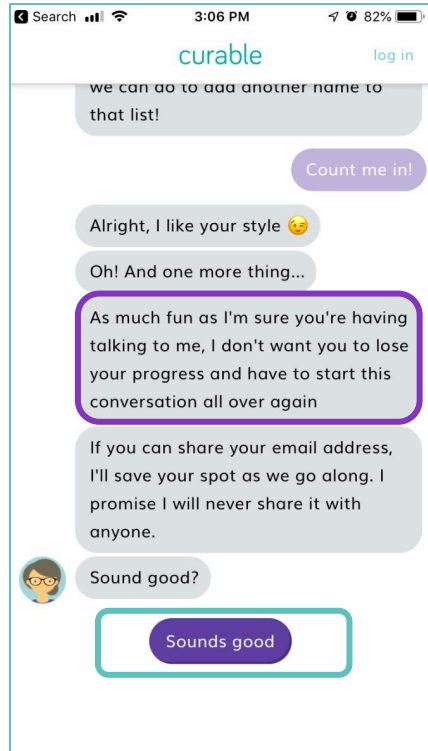
Clara guides the user through a series of questions about pain causes, severity and medical diagnoses. “Typing” affordance used to mimic sense of real conversation.



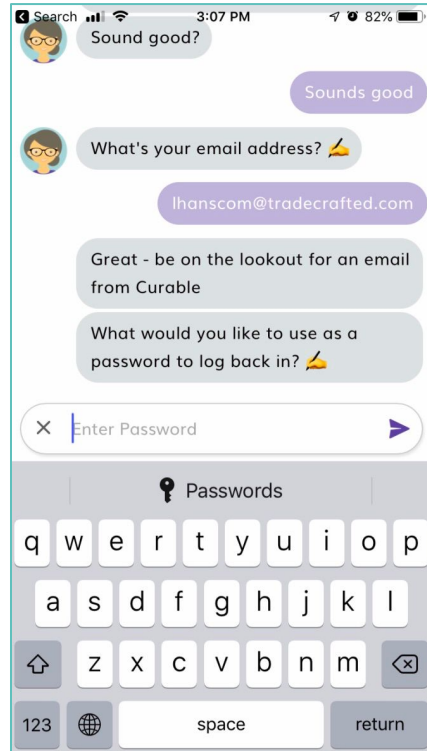
Clara sends memes to drive affinity, engagement and lighten the mood while discussing the sensitive topic of pain.



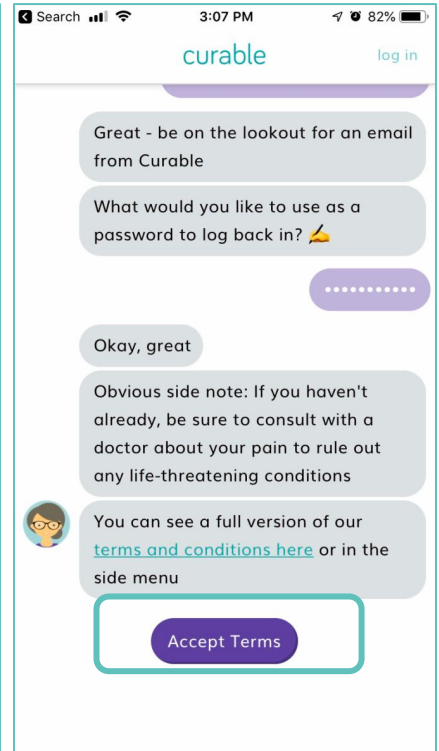
Clara sets expectations for flow of setup and information gathering.



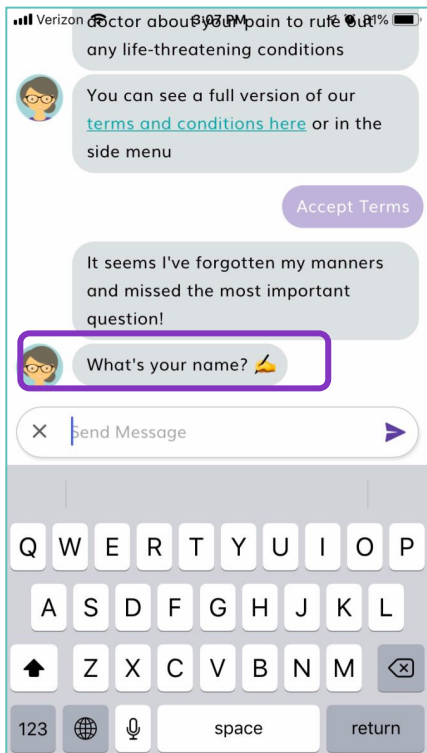
User encouraged to enter email to avoid losing progress.



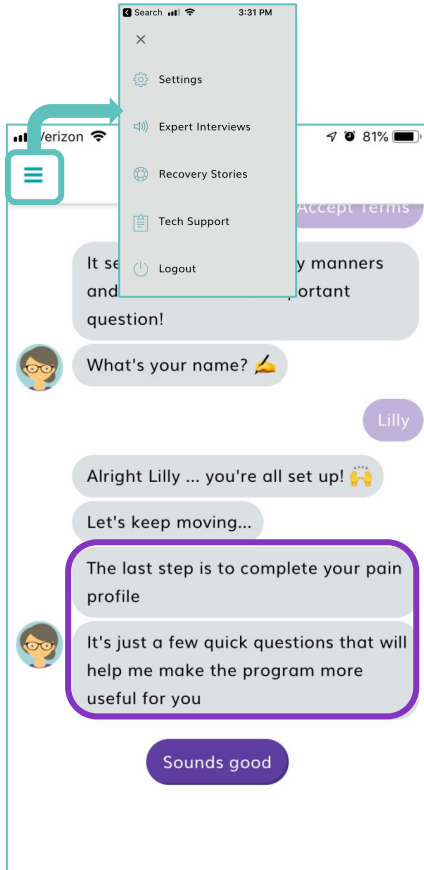
Username and password set up exists in chat UI instead of sign up form.



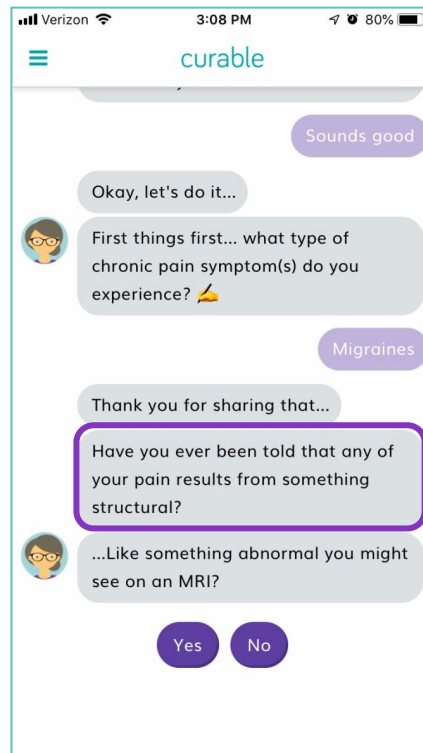
Terms and conditions also in Chat UI.



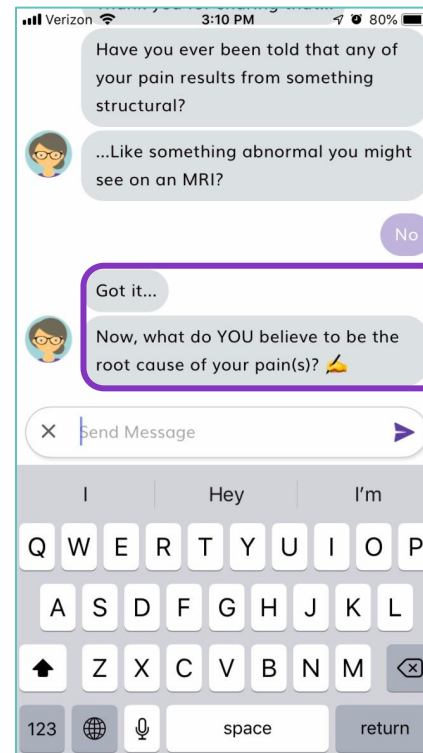
First name collected as part of set up conversation.



User primed for series of questions about their personal experience of pain. Hamburger menu

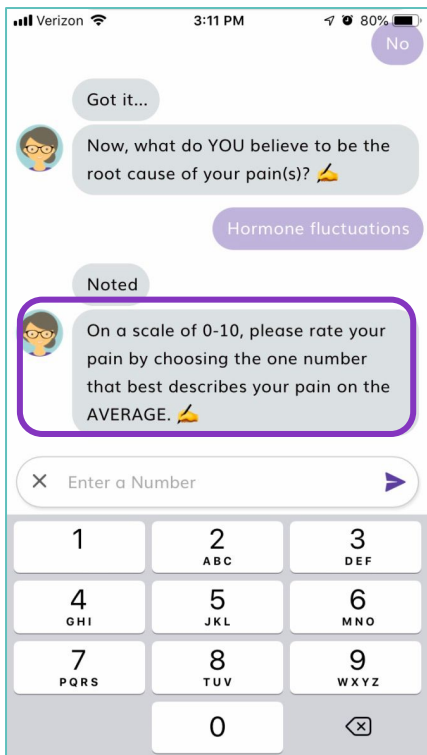


Diagnostic question likely to determine what type of Curable content is most appropriate for user.

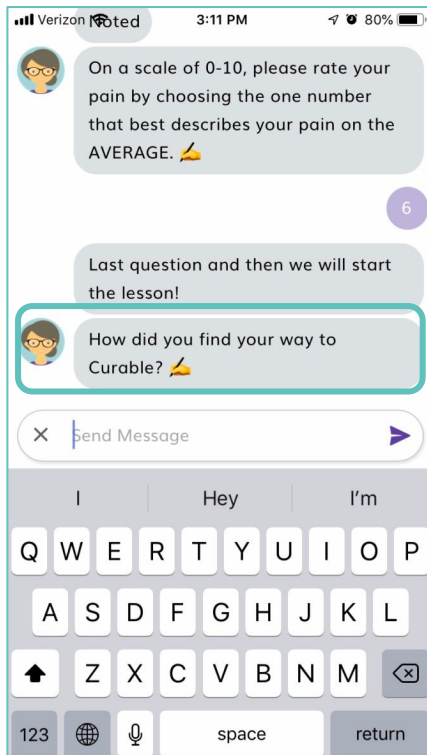


Clara asks user to share their own perspective on pain cause.

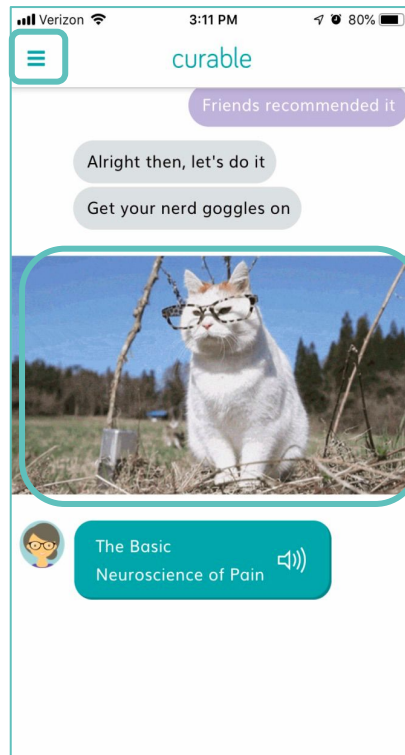
Curable



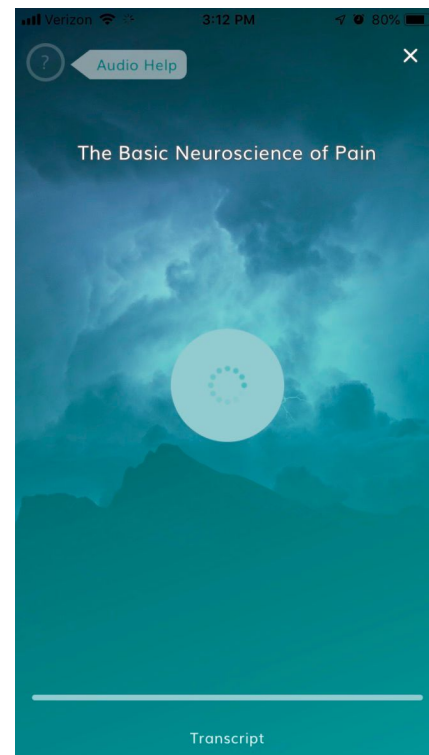
Pain severity collected but not in context of daily pain or frequency of pain.



Question asked to determine user acquisition path.



More memes used but this one is likely intended to prime the user for the context delivered, which is scientific and “nerdy.” Hamburger menu appears.



User lands in first lesson about the neuroscience of pain and has the option to read the transcript of the lesson as well.





Summary:

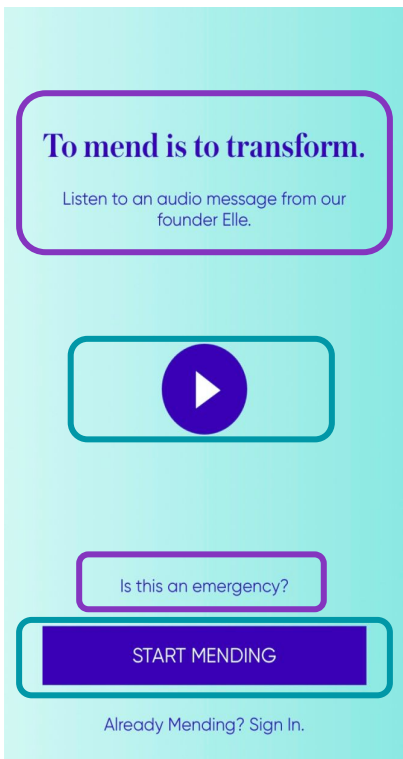
- UI uses soothing color palette; Typography is casual and modern. Animated chat character fits typography style however imagery on audio playback is more serious than other design themes making the look and feel slightly confusing.
- Frames problem as “pain” and uses “pain plan” and “personal pain relief coach” and “unique pain plan” rather than focusing on relief, or curing pain - seems contradictory to product name.
- Tone is authoritative yet conversational



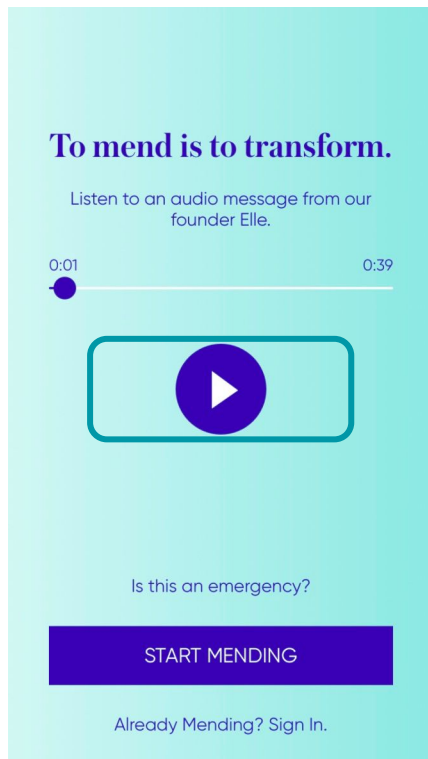
Summary (cont):

- Onboarding is long so Curable attempts to make the onboarding as sticky and engaging as possible using chat UI and mimicking the experience of being in conversation with someone - this may help users feel less inclined to abort the onboarding experience
- Chat experience handles both free text and affords buttons for responses to speed up account set up
- Onboarding does not include app tutorial and hints only at “evidence-based exercises”, “science-based education” and “programs” designed by experts.

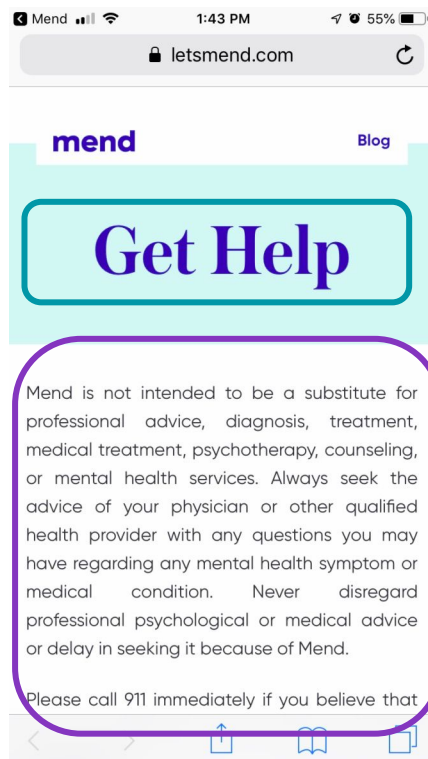
Mend



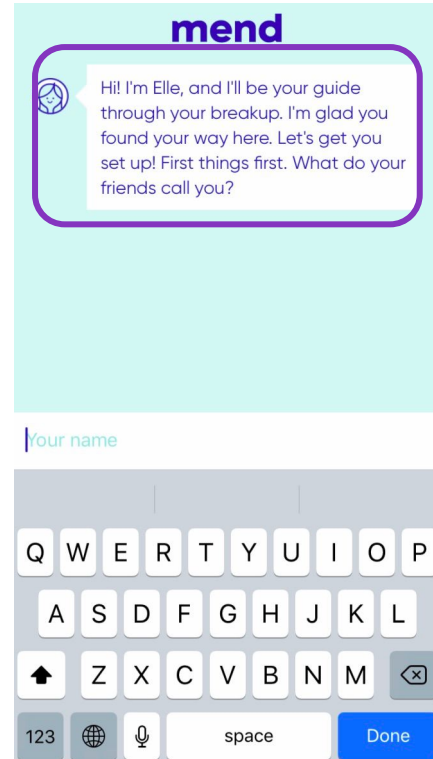
Launch screen has several CTAs: listen to intro from founder, sign-up and a CSR for those who may be experiencing a crisis.



If user clicks the audio playback button, a 39 second intro primes user with Mend value prop



If user clicks on emergency link, screen displays statement of intended use for Mend



If user selects Start Mending, sign-up process starts via chat interface with virtual version of Elle, Mend's founder.

Mend



mend

through your breakup. I'm glad you found your way here. Let's get you set up! First things first. What do your friends call you?

Lilly

It's so nice to officially meet you Lilly . Before we get started, how did you hear about Mend?

A friend

Thanks for sharing! To help you better mend, I'm going to ask a few questions. For starters, what best describes your relationship status?

Single

When was your breakup?

March 21, 2019

Account name, relationship status, break-up date and path to sign-up requested via conversation with Elle.

mend

When was your breakup?

March 21, 2019

I'm so sorry to hear that but glad we're getting you on the mend. If you had to choose one main reason for breaking up, which of these fits best?

Commitment

Incompatible lifestyle

Infidelity

Fell out of love

Distance

I don't know

Empathy is extended but user is redirected to focus on desired outcome to "mend". Cause of breakup requested.

mend

When was your breakup?

March 21, 2019

I'm so sorry to hear that but glad we're getting you on the mend. If you had to choose one main reason for breaking up, which of these fits best?

Commitment

Thank you for letting me know. Next, when was the last time you had any contact with your ex (real life, text, Insta, Snap, etc)?

		Done
January	19	2017
February	20	2018
March	21	2019
April	22	2020
May	23	2021
June	24	2022

Date of last contact with "ex" is requested with examples of what type of contact was had using youthful vernacular to describe communication channels.

mend

Got it. On a scale of 1-5, how much is your breakup impacting your ability to live daily life (1 = not impacting, 5 = severely impacting)?

4

Well, we're here to help get that number even lower.

We have two last questions which will help us personalize your training program. First, which of the following do you identify with?

Female

Male

Other

User is asked to rate the level of impact the break-up is having on their life, with contextual response given based on answer. "Two last questions" primes user for end of onboarding.

Mend



mend

severely impacting)?

4

Well, we're here to help get that number even lower.

We have two last questions which will help us personalize your training program. First, which of the following do you identify with?

Female

Got it. Last one. When is your birthday?

Done

January	19	2017
February	20	2018
March	21	2019
April	22	2020
May	23	2021
June	24	2022

Unclear why this is asked - perhaps to gather user demographic information or for email marketing at later date.

mend

do you identify with?

Female

Got it. Last one. When is your birthday?

March 21, 2019

Great! To save your breakup data and chart your progress, you'll need an account.

What's your email address?

lhanscom@tradedcrafted.com

I want to double check I got that right. Is your email lhanscom@tradedcrafted.com?

No Yes

Email requested as last step - this is likely intentional and done to give user a sense that the motivation for their use of the app is more important than achieving the sign-up goal for Mend.

mend

Yes

And now, create a password. Don't worry, I won't look!

Just to be safe, go ahead and type it in one more time. You know the drill!

Oops! Those passwords don't match. Enter it one more time for me.

Just to be safe, go ahead and type it in one more time. You know the drill!

Thank you and welcome again! You are now officially a Mender! Ready for your first training?

Let's get started

Account creation finished with password set up.

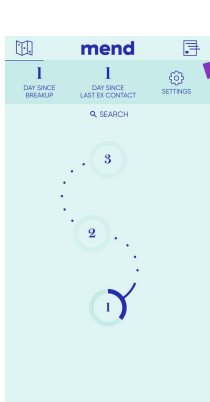
mend

Every day you'll check in, listen to an audio training, and then journal. We ask a few of the same questions every day so that we (and you) can get a sense of your progress. So, take this moment to check in with yourself: How are you feeling today?

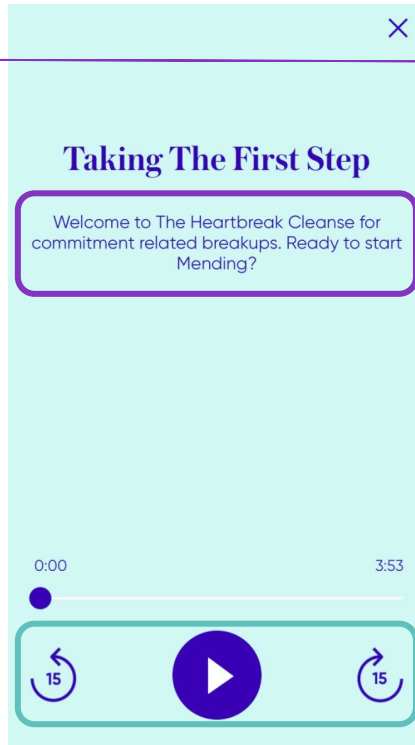
☹️ 😞 😐 😊 😄

Contextualizes the emotional impact of user's breakup. "Two last questions" primes user for end of onboarding. Account icons appear.

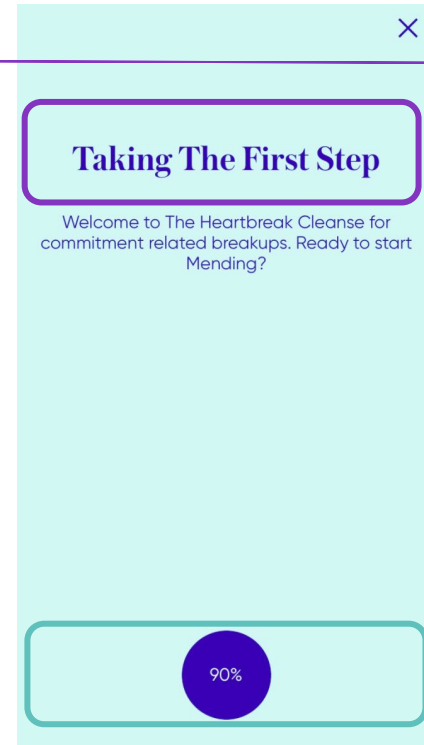
Mend



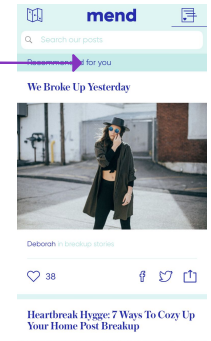
User is introduced to how Mend works and what their daily commitment will be to making progress with the program.

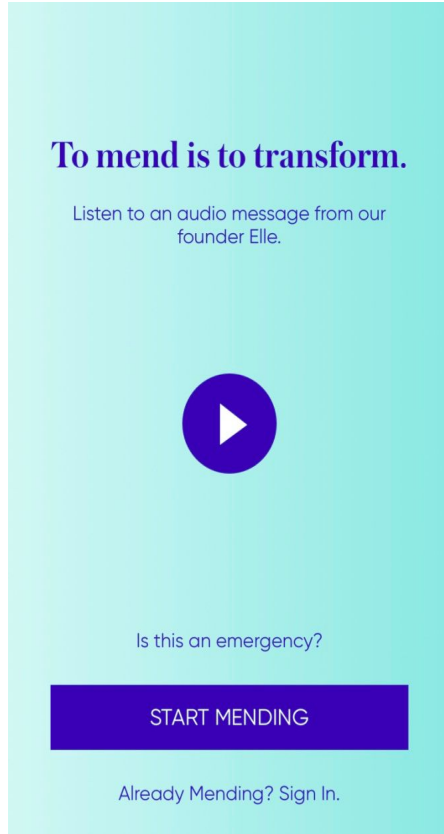


User lands in first lesson which lasts 3:53 seconds. No transcript is provided.



Audio lesson progress indicator.

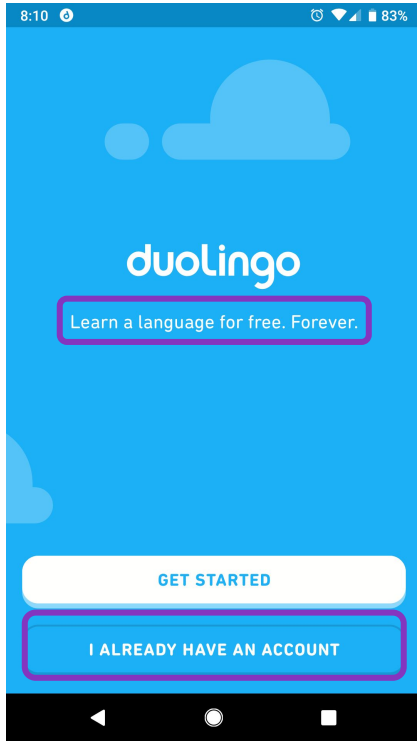




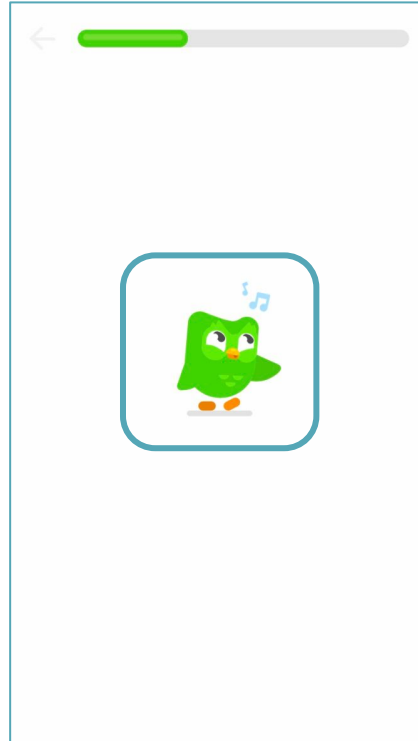
Summary:

- UI is very simple, minimal and gender neutral. Color palette is somewhat atypical in terms of apps that cater to relationships. Iconography is also very simple and even basic. [Flat design](#) used throughout.
- Tone conveys empathy but focuses squarely on core value prop of healing from a breakup.
- Chat experience is also used here to provide a more dynamic set-up process and extract information from the user in a more sticky and engaging way. This trend continues to support onboarding flows that are slightly more complex.
- Mend does a better job of communicating the daily program and what will be asked from the user to complete the process of “mending” with the product.
- Choice to have audio greeting on splash helps user determine motivation to sign up and land quicker after account set up.

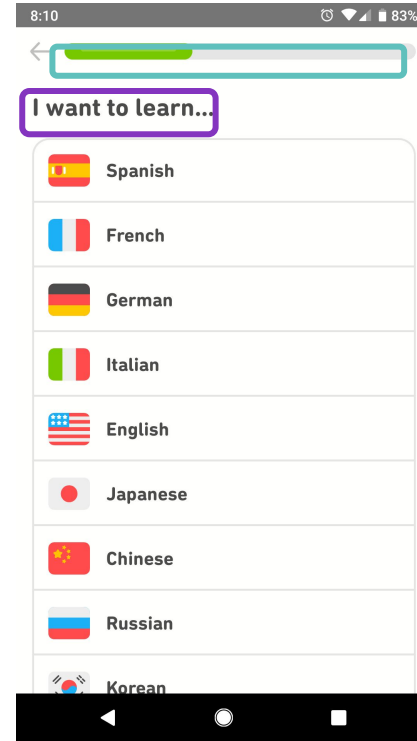
Duolingo



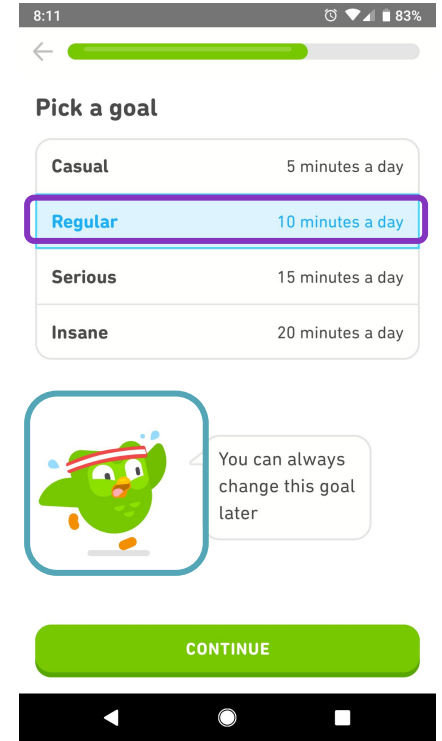
Splash screen displays clear value prop and allows account creation or sign-in.



Duolingo has created an adorable animated loading screen featuring its bird mascot. Great use of branding to drive brand affinity.



Shows user the large number of languages supported. Progress bar indicates length of onboarding. Using first person reinforces user motivation for installing app.



Personalization of usage goal with a reminder that user can change it later decreases cognitive load for what type of commitment user has to make.

Duolingo

8:11 83%



Choose a path



New to Spanish?

Start here with the Basics



Already know some Spanish?

Try this Placement Test

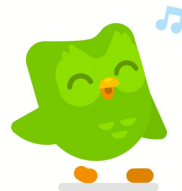
91%



Your hard work is paying off!

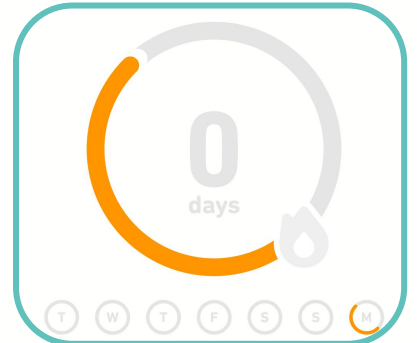
CONTINUE

75%



Duolingo is the world's largest community of language learners.

82%



Lesson Complete! 10 XP

You are 10 XP away from your daily goal

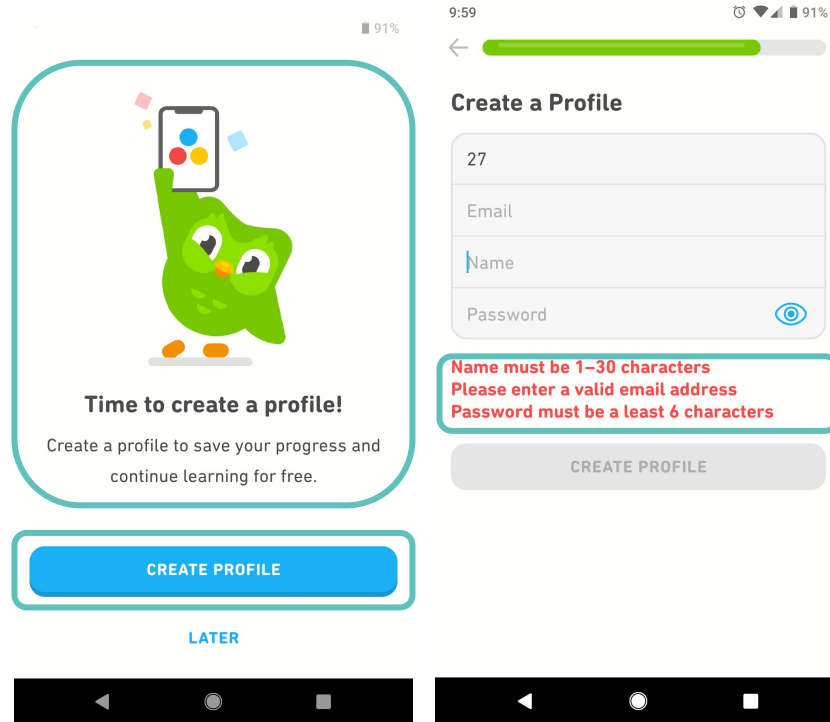
CONTINUE

Second option for personalization using heuristics on bird character to communicate beginner vs intermediate levels.

Doing-focused onboarding lets people engage with the product immediately.

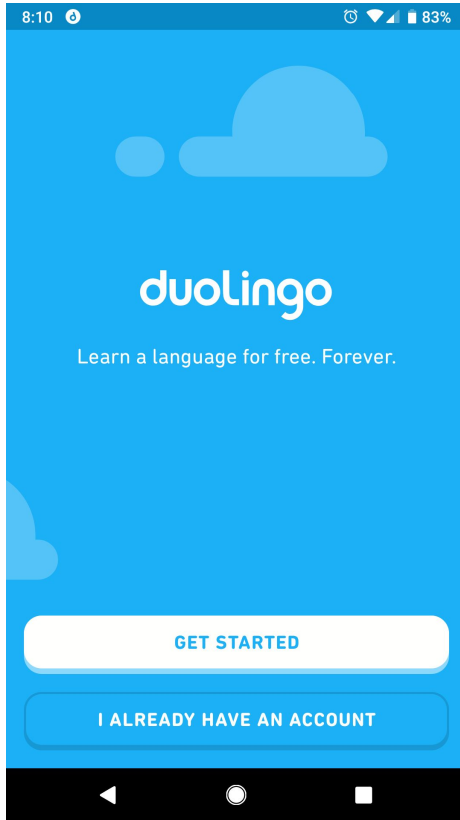
UX writing uses positive reinforcement to encourage users to press with learning and validates Duolingo use by highlighting their market leadership in the category.

Large progress indicator displays traction and reinforces the investment already made in the product.



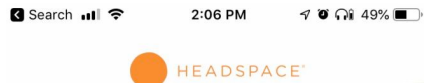
Account creation at the end of activity-focused onboarding is a user-focused design choice making sign-ups more qualified and motivating users to save their work.

Provides detailed instructions for filling out the input fields properly.

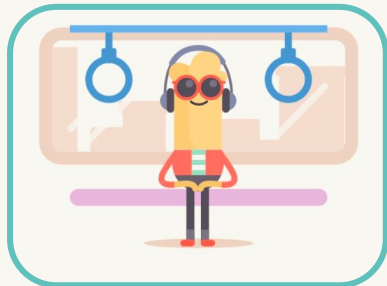


Summary:

- Duolingo does a great job of making the onboarding experience fun, entertaining and action-oriented.
- Onboarding embeds the first user experience of a language lesson, making the user invest time and energy in their goal to learn and increasing likelihood of account creation after onboarding.
- Use of bird character is leveraged to speed up user decisions around usage, lesson level, account creation and affirm user progress.
- Value prop is clearly communicated on splash screen and reaffirmed through brief message about Duolingo's market leading status.
- Progress bar keeps user informed throughout onboarding about where they are in the process and shows Duolingo values user's time.



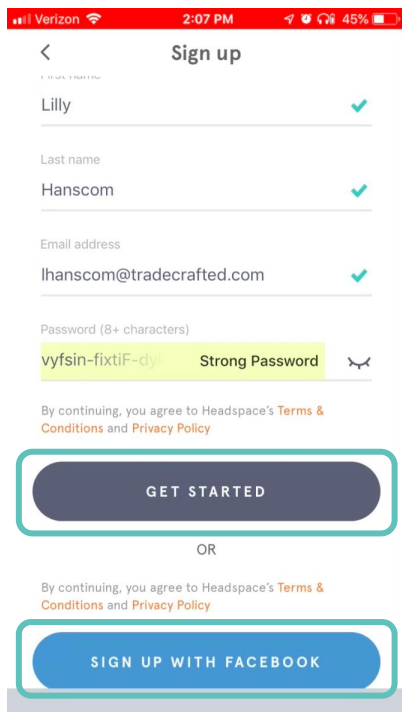
Show your mind
some love



SIGN UP

I HAVE AN ACCOUNT

"Show your mind some love" explains the value of Headspace and affirms the user's choice to do something healthy. Animations and illustrations throughout bring a sense of playfulness and fun to the often austere practice of meditation



Email or Facebook sign up options

Hi Lilly, welcome
to Headspace

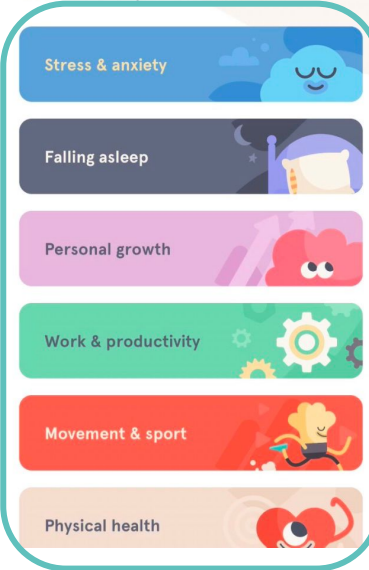
Before you explore the app, we have a few questions that'll help us personalize your experience.



User is prompted to set up a personalized experience and more animations feature - this one "breathes" rhythmically as in a meditation practice

What brings you
to Headspace?

Choose a topic to focus on:



User prompted to pick one topic to launch Headspace with. Playful illustrated buttons bring a sense of delight and playfulness to the onboarding.

Headspace

What brings you to Headspace?

Choose a topic to focus on:

Falling asleep



We'll remember that. The **Headspace Library** is full of audio-guided meditations and mindfulness exercises designed for your personal goals, **including a course on Sleep.**



25 words explain the variety of meditation content including the user's personal area of focus. This reminds the user of the broader value available in the app

Do you have any experience meditating?

It'll help us recommend the length of your sessions.

None

A little

A lot

Headspace set up continues with experience diagnostic and explanation of why the question is being asked

Do you have any experience meditating?

It'll help us recommend the length of your sessions.

A lot

Nice, we're glad you're giving Headspace a try. We'll start you off with **10-minute** meditations.

Another question with another explanation of why it is being asked. Headspace again affirms it is trying to help the user.

When would you like to meditate?

It's helpful to use another daily activity as a reminder.

MORNING

When would you like to meditate?

It's helpful to use another daily activity as a reminder.

MORNING

EVENING

After waking up

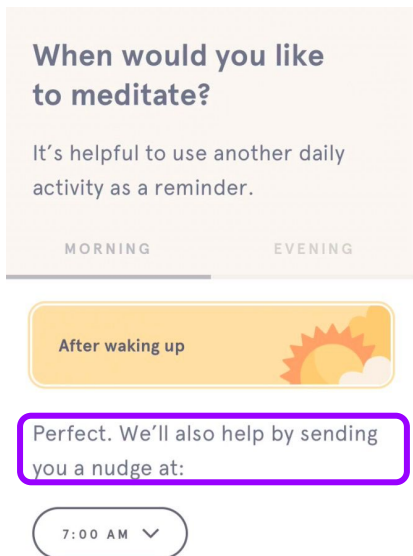
After eating breakfast

After brushing your teeth

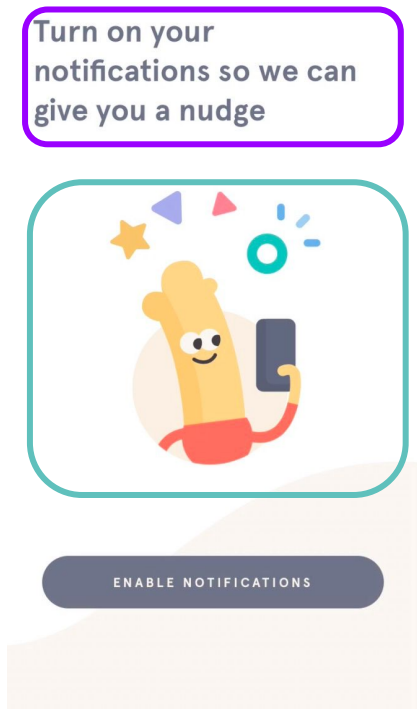
After taking a shower

Another question with a gentle push to help create a Headspace habit by associating meditation with a user's existing morning routine

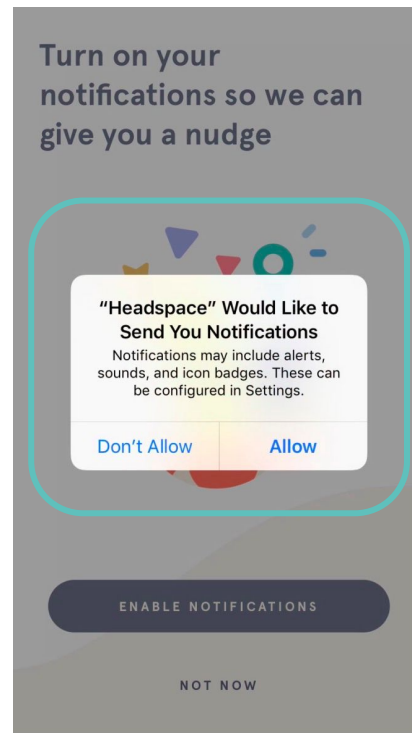
Headspace



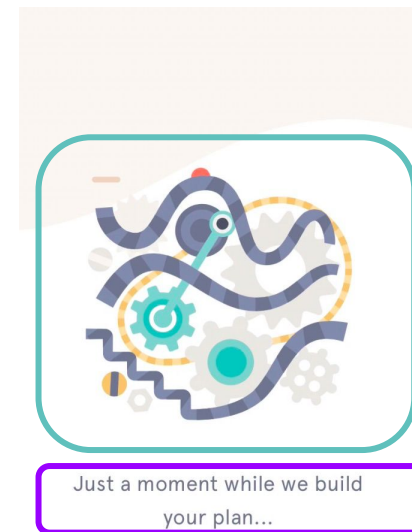
Headspace uses the term “nudge” instead of a “reminder” - this is more gentle language and lessens the potential stress of building a new habit



More delightful illustrations help the set up process feel entertaining



Native iOS notification primer



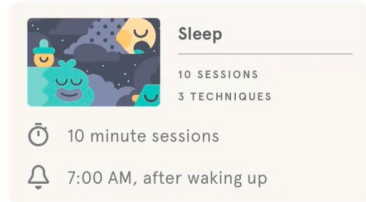
Animated loading screen tells us something personalized is being created - yay!

Headspace



So, here's your plan

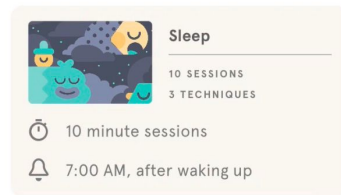
Let's start with the **Sleep course**, a 30-day series that'll teach you how to create the conditions for a restful night's sleep.



"Sleep course" is bolded for easy skimming. The screen summarizes the steps taken previously to set up personal program.

So, here's your plan

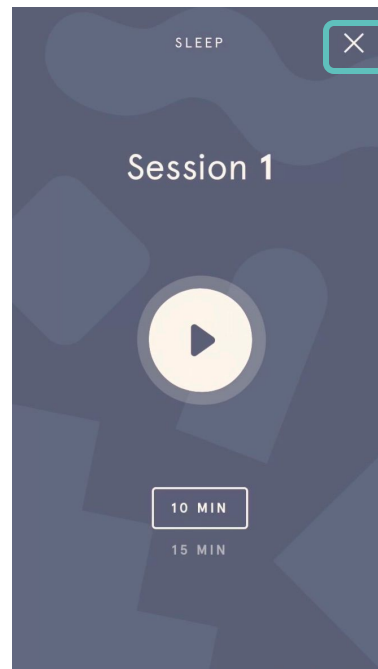
Let's start with the **Sleep course**, a 30-day series that'll teach you how to create the conditions for a restful night's sleep.



The first session is free to try. If you like it, you can upgrade to **Headspace Plus** to unlock the full course.

TRY MY FIRST MEDITATION

Progressive UI/copy reveal decreases potential overwhelm of this screen



User lands in the first session immediately after set up steps.

OK, let's try it later

Meditation is all about **showing up when you're ready**. Whenever you have a few minutes, your first meditation will be waiting for you.

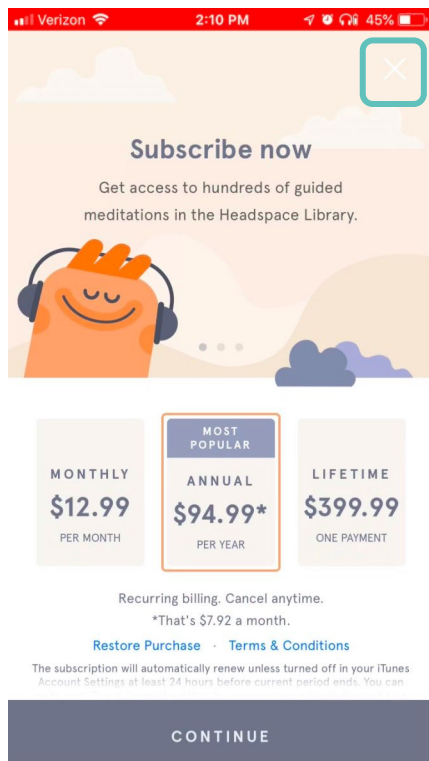


Ready to see the rest of the app?

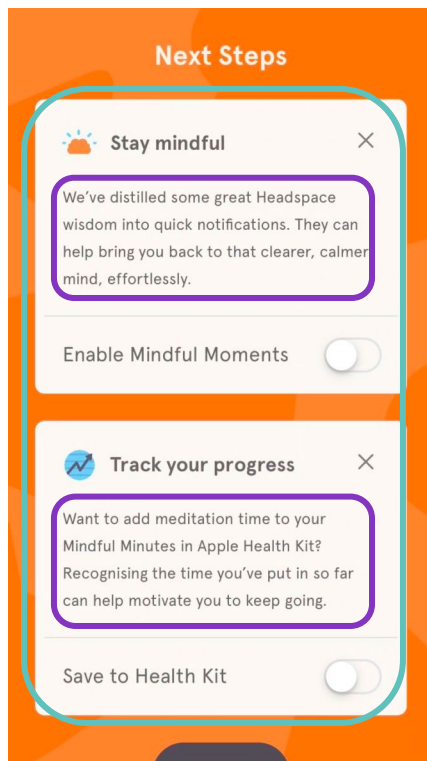
EXPLORE THE APP

If user skips first meditation, this copy is consistent with the gentle encouraging tone but offers another call to action to stay in the product experience and learn more.

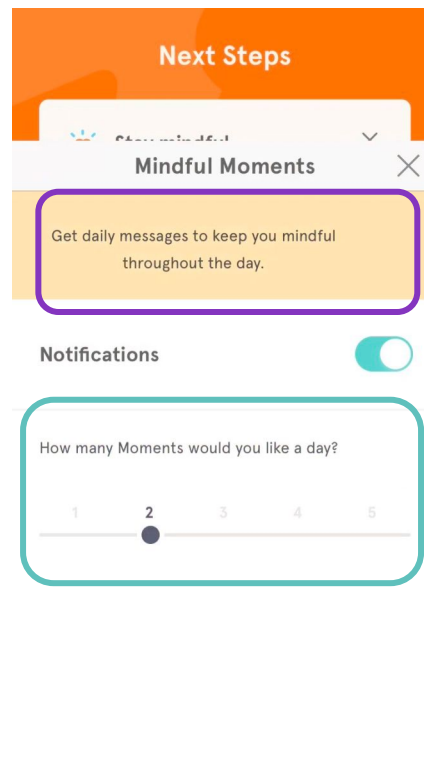
Headspace



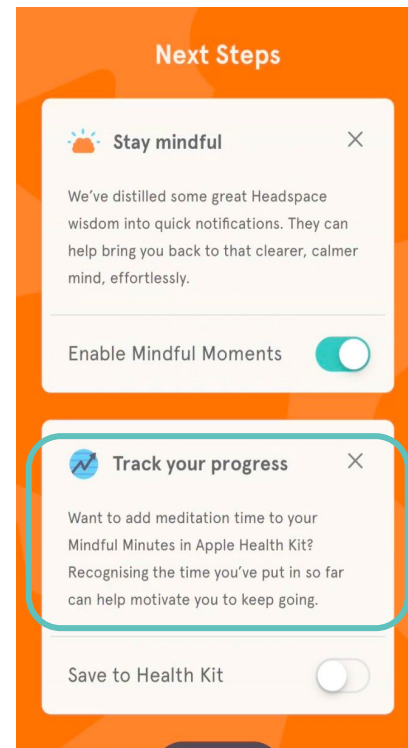
Upgrade screen is skippable



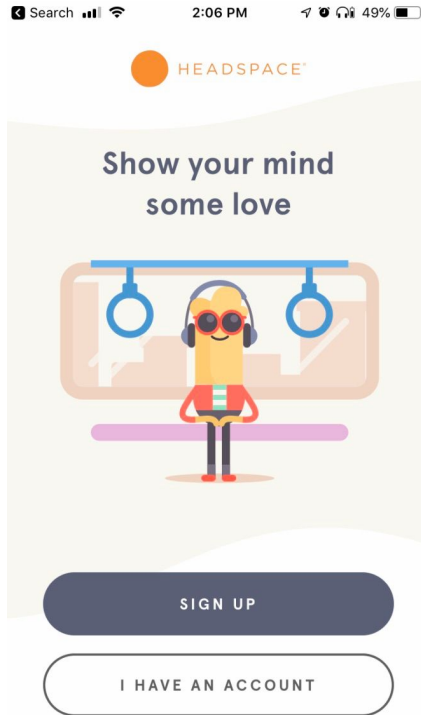
More customizable push notifications for increasing daily use. Copy reinforces desired outcome of using the app.



More customization for notifications and copy that reinforces outcome goal



Integration with Apple Healthkit: these kinds of integrations make it more likely for Apple to promote apps in the App Store.



Summary:

- Headspace goes to great lengths to make the user feel supported and encouraged throughout onboarding using copy that affirms and praises the user.
- Notably, Headspace onboarding establishes user experience level, meditation focus area, reminders to meditate daily, customized “mindful moments” and integration with Apple Health.
- Headspace onboarding is heavily branded with illustrations throughout for almost all buttons and loading screens. Colors are casual and playful
- Onboarding takes approximately 2:18, after which user lands in first meditation.





Content

1. Comparative / Competitive Analysis
2. PainFree Onboarding User Testing
3. Highlighter Testing
4. Key Takeaways

Effectiveness of PainFree's Onboarding according to users

USER	VALUE PROPOSITION	DESCRIPTION OF FEATURES	USER REGISTRATION	SETTING USAGE	PERSONALIZATION
Teralyn	Neutral	Negative	Neutral	Unused	Negative
Michelle	Neutral	Neutral	Negative	Unused	Negative
Lex	Neutral	Negative	Negative	Unused	Negative
Joshua	Positive	Neutral	Neutral	Neutral	Neutral
Charlotte	Negative	Neutral	Negative	Unused	Negative

USER FEELINGS

-  Negative
-  Neutral
-  Positive
-  Unused

Quotes from users on PainFree's Onboarding

"Would not use it in the way it is now."

– Charlotte

"Needs more scientific proof as to why it works."

– Teralyn

"Would be nice to have some motivation to stick with it."

– Michelle

"Elimination is not a reasonable goal, having done it for 20 years elimination isn't something I strive for."

– Joshua

"Felt like I was forced to listen to the first lesson. Wasn't expecting a 2 minute audio intro."

– Lex

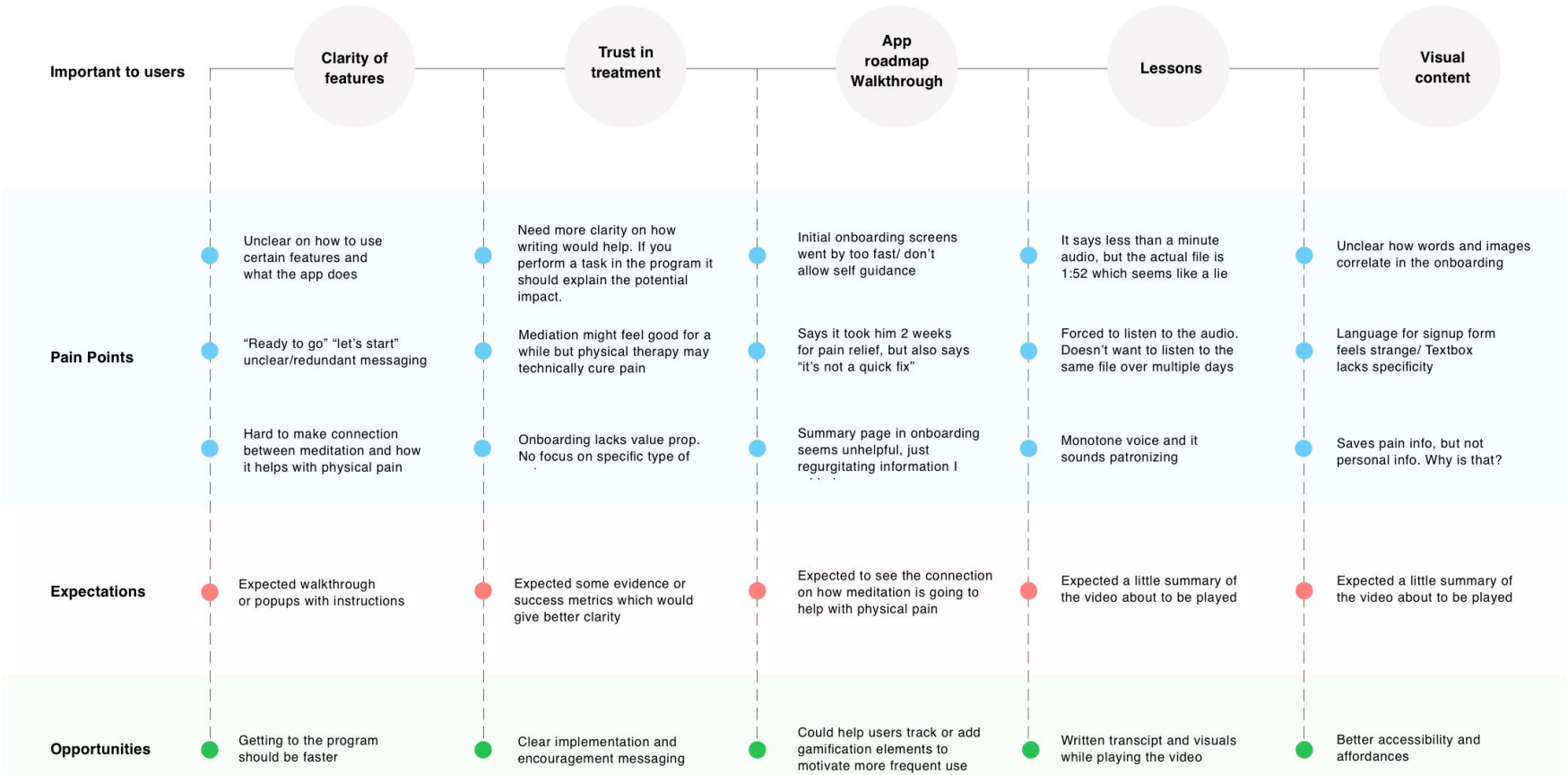
"Waste of two minutes, thanks for the words - but it didn't do much for me."

– Joshua

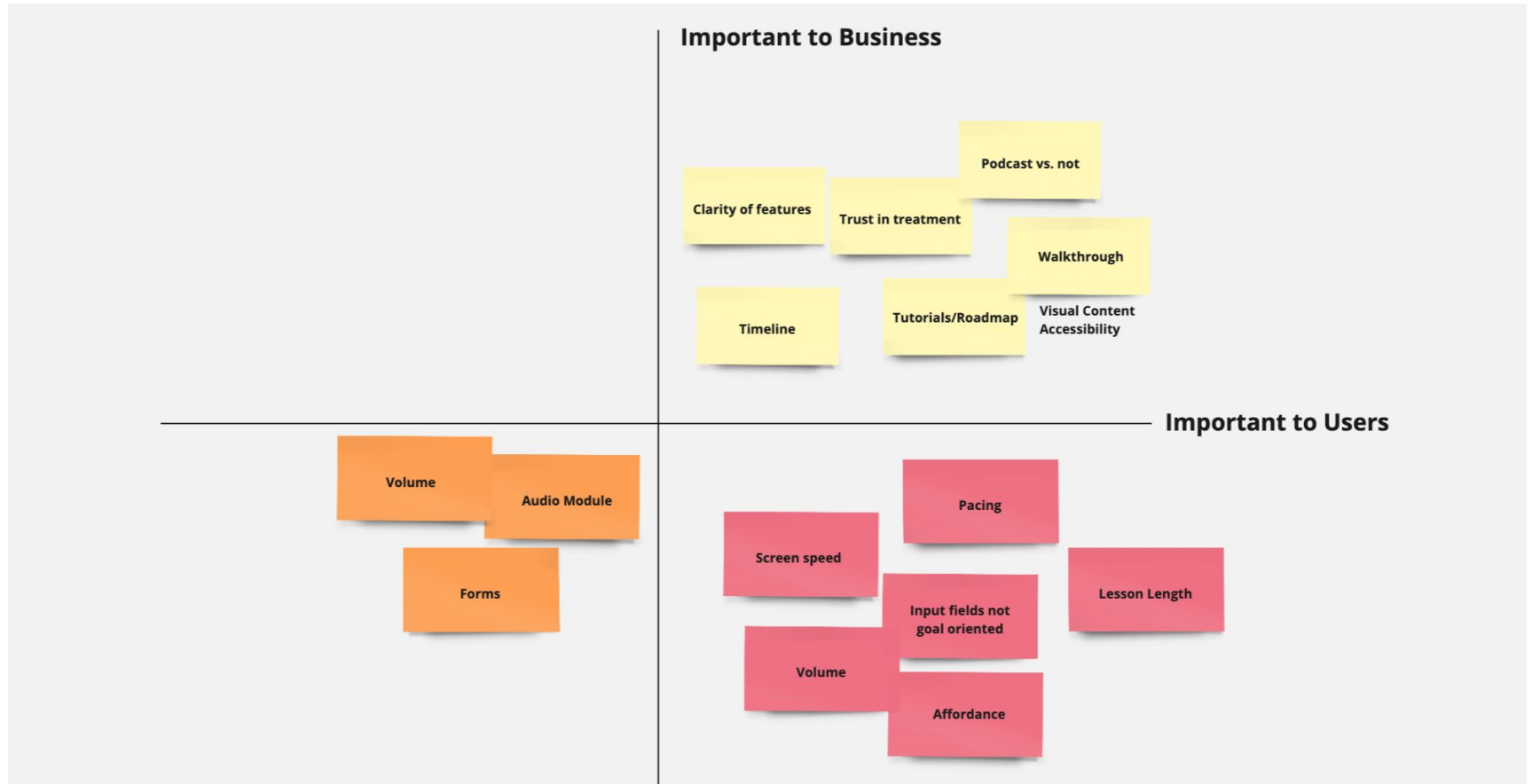
"Wish it was more gamified, with daily goals daily challenges, something like Headspace."

– Teralyn

PainFree User Research Affinity Map



PainFree User Research Affinity Map



PainFree User Research Summary



Prime users better on what they will be asked to do as part of the Painfree program



Implement progress indicator



Exhibit clearer value prop



Need to improve audio volume and delivery of Lesson 1.



Allow some customization around pain-type and meditation experience



Improved form-field



Explain writing component with supporting evidence



Make UI more visually pleasing and polished

Content

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Format

- < 10 minutes
- Asked potential users to identify content they find trustworthy or not trustworthy
- Eliminated biases by removing source of content

Painfree Highlighter Test

3. Please review the following excerpt and highlight words and/or phrases that increase (green) or decrease (red) your sense of trust in what you read. *

Taking control of your pain is like taking control of a car. First, you learn how the steering wheel, brake, and accelerator connect to each other, and in the same way we'll learn about the science of the body. Then we'll proceed to actual driving - the exercises. Without this background knowledge, driving isn't effective, so the education is a key part of the treatment. I'm going to make this learning interesting by bringing in perspectives from pain doctors and the latest research, so treat the first few lessons as a cool pain podcast you discovered.

4. Please review the following excerpt and highlight words and/or phrases that increase (green) or decrease (red) your sense of trust in what you read. *

Your 30 day pain free journey starts here!

5. Please review the following excerpt and highlight words and/or phrases that increase (green) or decrease (red) your sense of trust in what you read. *

The key is a series of gentle exercises and carefully constructed stretches called E-cises. Inside you'll find detailed photographs and step-by-step instructions for dozens of e-cizes specifically designed to provide quick and lasting relief of: Lower back pain, hip problems, sciatica, and bad knees.

6. Please review the following excerpt and highlight words and/or phrases that increase (green) or decrease (red) your sense of trust in what you read. *

We've been where you are and we know how to Help. Our programs are developed by pain sufferers, physicians and pain experts.

Trustworthy

LACK EMPATHY

INSIGHT THINKING DIFFERENTLY

ANXIETY WASN'T TAKEN SERIOUSLY STRESS

DEPRESSION PSYCHOLOGICAL HELP IMPERFECT OPTIONS

SCIENCE-BASED EDUCATION

PHYSICIANS AMERICAN MEDICAL ASSOCIATION PAIN EXPERTS

LEARNING STEP-BY-STEP INSTRUCTIONS NOT A QUICK FIX

EXERCISES DETAILED PHOTOGRAPHS STRETCHES

SEEKING RELIEF

Untrustworthy

COOL PAIN PODCAST
ELIMINATING CHRONIC PAIN
DISEASE STARTING TODAY
DRUGS LIKE WE DON'T KNOW
30-DAY PAIN JOURNEY
VIRTUAL COACH SURGERY
EXPENSIVE PHYSICAL THERAPY
MEDITATION E-CIZES
LASTING RELIEF

Highlighter Test Insights



Tactics to Build Trust

- Establish framework to understand pain
- Provide personal experiences
- Use statistics to qualify statements
- Include professional & specialist quotes
- Reference existing medical treatments
- Identify specific chronic pain



Tactics that Reduce Trust

- Have vague description of treatments
- Exaggerate results and effectiveness
- Use generic metaphors
- Be pessimistic

Content

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Key Takeaways

Science Backed



Critical for users that treatments are research-based and science-backed

Expectation



Users desire an honest, transparent, and straightforward experience

Empathy / Understanding



Empathy and community are key for users to believing they have a positive and useful experience

Engagement



Users are more likely to remain engaged by performing exercises and activities

Appendix A: Highlighter Test Content Sources

Helping Children Conquer Chronic Pain, NY Times, Klass, 2019

<https://www.nytimes.com/2019/01/21/well/family/helping-children-conquer-chronic-pain.html>

Living with Pain, Times, Suddath, 2011

http://content.time.com/time/specials/packages/printout/0,29239,2053382_2055269_2055261,00.html

For chronic pain sufferers, the treatment they get from doctors is often worse than their pain, LA Times, McCarthy, 2018

<https://www.latimes.com/opinion/readersreact/la-ol-le-chronic-pain-syndromes-20180922-story.html>

My Doctor Didn't Believe My Pain, Youtube, BuzzFeedYellow, 2017

<https://www.youtube.com/watch?v=186OYMYd3q4>

Pain Free: A Revolutionary Method for Stopping Chronic Pain, Amazon, 2000

<https://www.amazon.com/Pain-Free-Revolutionary-Stopping-Chronic/dp/0553379887>

The Mystery of Chronic Pain, TED2011, Krane, 2011

https://www.ted.com/talks/elliott_krane_the_mystery_of_chronic_pain/transcript?language=en

Appendix B: Validation Test Pain Points

	Category	Painpoints	Original Application	Prototype
Painpoints discovered while user testing the original application	Clarity of features	Unclear how to use certain features and what the app does	✗	✗
	Clarity of features	"Ready to go", "Let's start" - unclear/redundant messages	✗	✓
	Clarity of features	Hard to make the connection between meditation and how it helps with physical pain	✗	✓
	Trust in treatment	Need more clarity on how writing would help. The app should explain the potential impact	✗	✗
	Trust in treatment	Meditation seems like a temporary solution, while physical therapy could be a cure	✗	✓
	Trust in treatment	Onboarding lacks value proposition. No focus on specific type of treatment.	✗	✓
	App roadmap walkthrough	Initial screens went by too fast/didn't allow for self-guidance	✗	✓
	App roadmap walkthrough	Founder says it took him 2 weeks for pain relief, but also mentions that "it's not a quick fix"	✗	N/A
	App roadmap walkthrough	Summary page is just repeating information, seems unhelpful	✗	N/A
	Lessons	App says the lesson is less than a minute, but the actual audio is 1:52	✗	✓
	Lessons	Forced to listen to the audio	✗	✓
	Lessons	Voice of the audio sounds monotone and patronizing	✗	N/A
	Visual content	Unclear how words and images correlate in the onboarding	✗	✓
	Visual content	Language for signup form feels strange, copy lacks specificity	✗	✓
Painpoints discovered while user testing the prototype	Visual content	Doesn't understand why the app saves information on pain, but not personal information	✗	N/A
	App roadmap walkthrough	Doesn't want to swipe through carousel, just wants to see the app		✗
	Lessons	Not clear what they're going to learn from the first lesson		✗
	Lessons	Audio - not expecting it to be educational, was expecting a meditation/some content		✗
	Visual content	Create Account - was not expecting to create an account during this part of the onboarding		✗
	Visual content	Writing Modal - users don't feel the need to try the writing exercise at this point of onboarding		✗
	Visual content	Dashboard - too many play buttons on the screen		✗
	Visual content	Dashboard - copy is inconsistent/not interesting		✗
	Clarity of features	Dashboard - unsure if you can skip ahead to other lessons/do the lessons out of order		✗

Note: the pain points surfaced in the prototype testing have not been validated with the final design delivered. This is a good place to start to confirm if the prototype pain points have been addressed when testing the final design delivered.