

HOW MIGHT WE SUPPORT CAREGIVERS OF ADULTS WITH DEPRESSION IN FINDING THE RIGHT CARE AND SUPPORTING THEIR CARE RECIPIENTS?

Our problem statement

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A group of people holding hands in a circle, symbolizing unity and shared goals. The image is overlaid with a teal gradient.

# DESIRED OUTCOMES

What do we hope to achieve in our design response?

#1

EDUCATE CAREGIVERS ABOUT WAYS THEY  
CAN HELP THEIR CARE RECIPIENT.

#2

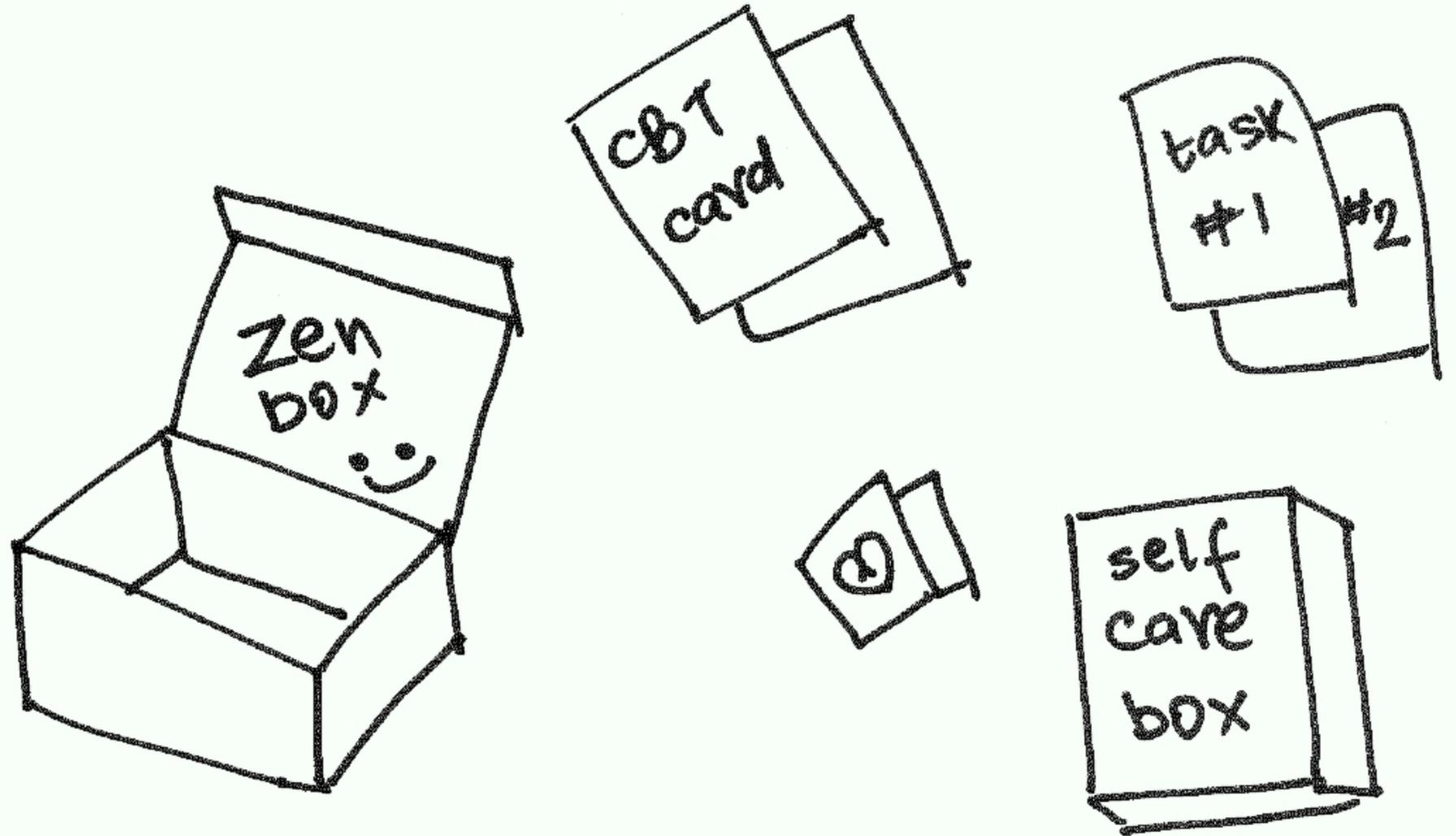
PROVIDE CAREGIVERS WITH THE TOOLS TO  
MAKE AN INFORMED CHOICE WITH THEIR  
CARE RECIPIENT.

#3

ASSIST THE CARE RECIPIENT AND  
CAREGIVERS IN OVERCOMING EXISTING  
SOCIAL STIGMAS.\*

\*Stigma includes ill perceptions towards taking anti-depressants, talking about one's depression, going to a therapist, pursuing alternative medicines, a belief in self-cure or that one can "snap out of it", and that people with depression are weak.

# PROTOTYPING ZENBOX



Providing caregivers with introductions to alternative care options, personalized to treat their loved one's depression.

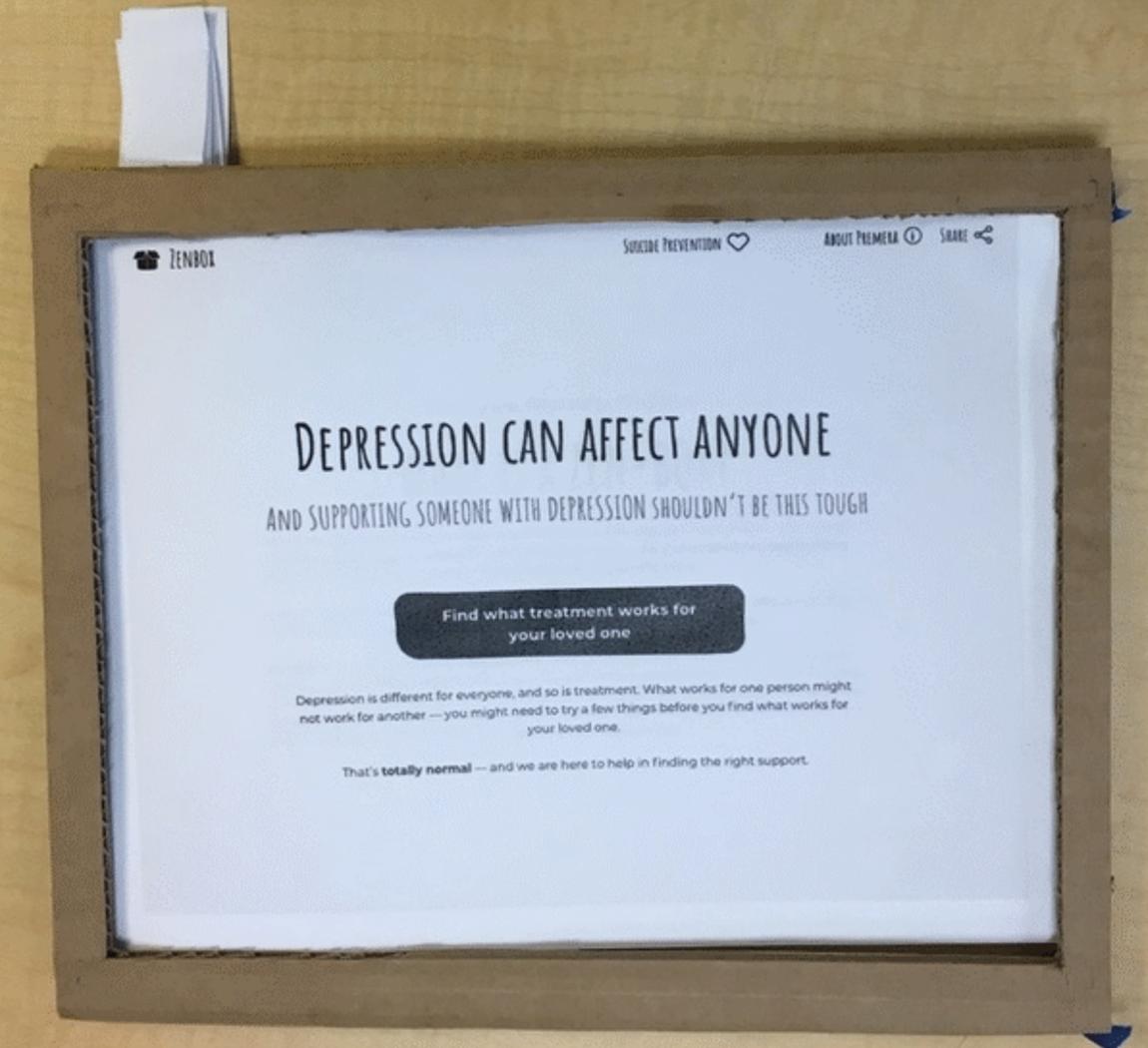
# KEY PATH #1

Do users understand what **Zenbox** is and how it works?

# KEY PATH #1

The landing page (Zenbox's website) contains information about the product, detailing **how it works** and featuring **user testimonials**. The user (a caregiver) needs to provide a few **details about the patient** which enables Zenbox to suggest **customized treatment options** for the patient based on this questionnaire. The user then **submits a request** to receive the Zenbox which contains exercises to try for each of these **personalized** treatment plans.

We start by asking the participant to navigate through the website (inside Premera's portal) and order a Zenbox.



# OBJECTIVES

- ▶ Do participants **understand what Zenbox is and how it works?**
- ▶ Can participants **navigate the questionnaire?**
- ▶ Do they understand **why** the questionnaire is needed?
- ▶ Once provided with options of possible treatment plans, do the participants **order** the Zenbox?
- ▶ How does the **participant gather insights** about the patient's condition?
- ▶ If they order a Zenbox, do they **understand the rest of the process?**

# INSIGHTS

- ▶ Participants **did not read** through the entire landing page, which detailed Zenbox's user instructions, leading to confusion throughout the process.
  - ▶ Participants **need clarity** on the timeline of the box, including how many boxes they will receive, any costs associated, and the insurance providers role in the entire process.
- ▶ Participants were **uncomfortable** providing personal information (age, gender, race) of their loved one, because they weren't sure who is going to see it or why it was needed.
- ▶ The survey and the provided results were **unclear**, primarily because users needed **more context** on how to answer questions, and whether the survey was directed towards the patient or the caregiver.
  - ▶ The use of "you" and "loved one" interchangeably muddled who the target user was.
- ▶ Users wanted **more information** about selected treatments up front.

# NEXT STEPS

- ▶ **Design a solution** to make users gather information and required context about Zenbox before going onto the questionnaire. This also requires to create a well thought through **communication guideline**.
- ▶ Specify that the Zenbox is a **one-time treatment trial**, and that the cost of the trails will be covered by their insurance.
- ▶ Assure customers that the personal information they share on the patient will be **kept private** and used for the **purpose of matching** them with trails.
- ▶ Rework the survey to remove questions caregivers **may not have the answers to**, and add questions about the **patient's personal preferences**. Make it more clear that the survey is meant for the caregiver.
- ▶ Provide caregivers with **more information** about each of the treatment options available to them (possibly by linking to other Premera resources)
- ▶ Allow caregivers the **flexibility to choose** treatment trails themselves if they don't like the options provided by the survey.

"I FEEL LIKE THIS IS GONNA COST ME SOMETHING RIGHT NOW. THOSE SUBSCRIPTION BOXES [SAY] 'YOU GET YOUR FIRST MONTH FREE' YOU KNOW?"

**Participant #1**

"WHEN I SEE FULL NAME, GENDER, RACE, THAT BECOMES VERY FORMAL FOR ME. I DON'T FEEL LIKE THIS IS A FRIENDLY ENVIRONMENT. I FEEL LIKE THEY'RE USING MY DATA."

**Participant #2**

"WHAT IF I DON'T KNOW IF THAT PERSON HAS THOSE THOUGHTS? GUESS I WOULDN'T FEEL COMFORTABLE, I'D PROBABLY SELECT THE NEUTRAL OPTION. — OH WAIT, THAT'S NOT A NEUTRAL POINT!"

**Participant #4**

# KEY PATH #2

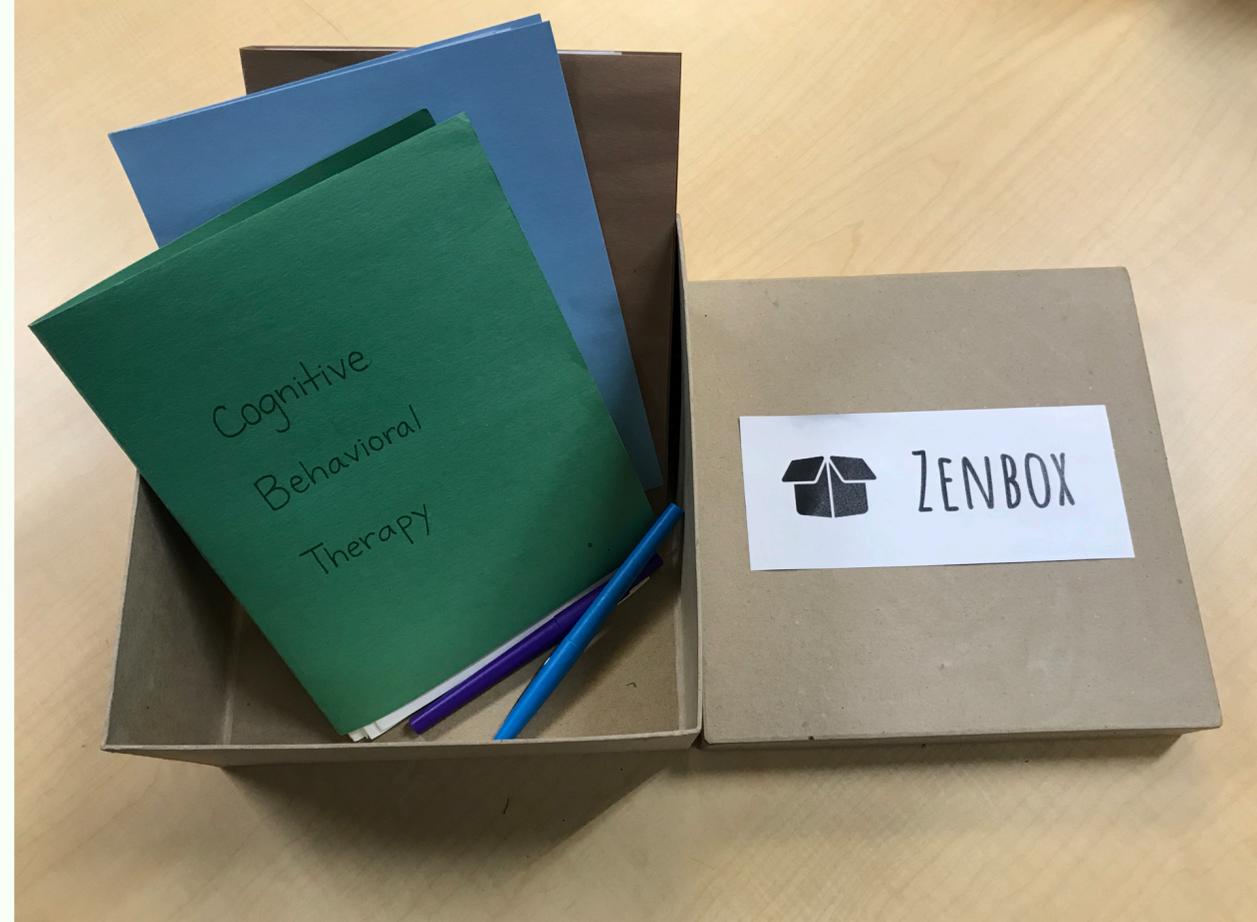
Do users find joy and understanding in the **Zen Box**?

## KEY PATH #2

A few days after submitting a request online, users would **receive their Zenbox**. Inside it contains **three personalized treatment trials** (based on their responses from the survey) and goodies such as chocolates, warm socks, and candles.

Each treatment trail pack contains **one week of exercises**, with activities for the user and the patient to complete **day-by-day together**. After the week they can decide if they would like to move forward with treatment. If so, they **return to the Zenbox website** for more information and to **connect with professional** in that field.

We asked the participant to **explore the Zenbox** and imagine what it would be like to use the **CBT exercises**. Next, we asked them to assume that CBT **worked best** for their loved one, and therefore decide what to do next.



# OBJECTIVES:

- ▶ Is the Zenbox presented in such a way that people **want to use it**?
- ▶ Do the activities give the participants a sense of **what** this specific treatment is about?
- ▶ Do they have enough information about the treatment and do they know how to **connect with a professional**?
- ▶ Do they **understand** how to go the Zenbox website for the next steps in finding the “right” care? If yes, what stops them from doing this.

# INSIGHTS

- ▶ Participants **needed overall clarity** on the relationships between the box, caregiver, and the patient, as this should have been done in step one but it wasn't successfully.
- ▶ Participants also wanted **specific instructions** on how to lead the exercises, as well as emotional support and **encouragement** as they go through the testing. They wondered about **how to manage situations** where the patient could get **discouraged** or might not be receptive to the process.
- ▶ Participants wanted small gifts and objects in addition to therapy materials, and they wanted them for **both the patient and the caregiver**. They felt that if it was presented as a gift, rather than a task-sheet, it could be more **desirable**.
- ▶ Some participants wanted support and more information about the treatment options, specifically **from a professional** as they went through this process.
- ▶ The process of accessing the Premera's website and knowing where else to go was clunky, and many participants even **missed the link** all-together.

# NEXT STEPS

- ▶ Assist the users with further **guided steps** on how to use the Zenbox and ways to proceed forward to the succeeding step in the journey of finding care.
- ▶ Provide informational resources for **both the caregiver and the patient**.
  - ▶ Caregiver specific information should address how to **lead the exercises** and provide **emotional support** to the patient. In addition to, **encouragement** for both of their hard work.
- ▶ In addition to therapy materials, include **small gifts for both patient and caregivers**. Some examples of gifts include, coloring materials, chocolates, warm socks, candles. These gifts will increase excitement and **desirability**.
- ▶ Consider ways to include support from **specialized doctors**, possible include video accompaniments online to each therapy.

"IS IT MEANT TO BE DONE WITH THEM... I DON'T KNOW THAT RIGHT NOW"

**Participant #1**

"AS A FIRST INSTINCT, THIS SEEMS LIKE SOMETHING I WOULD HAND OFF TO MY LOVED ONE AND THEY'D GO THROUGH IT."

**Participant #3**

# KEY PATH #3

Are users prepared to set a first appointment with a practitioner?

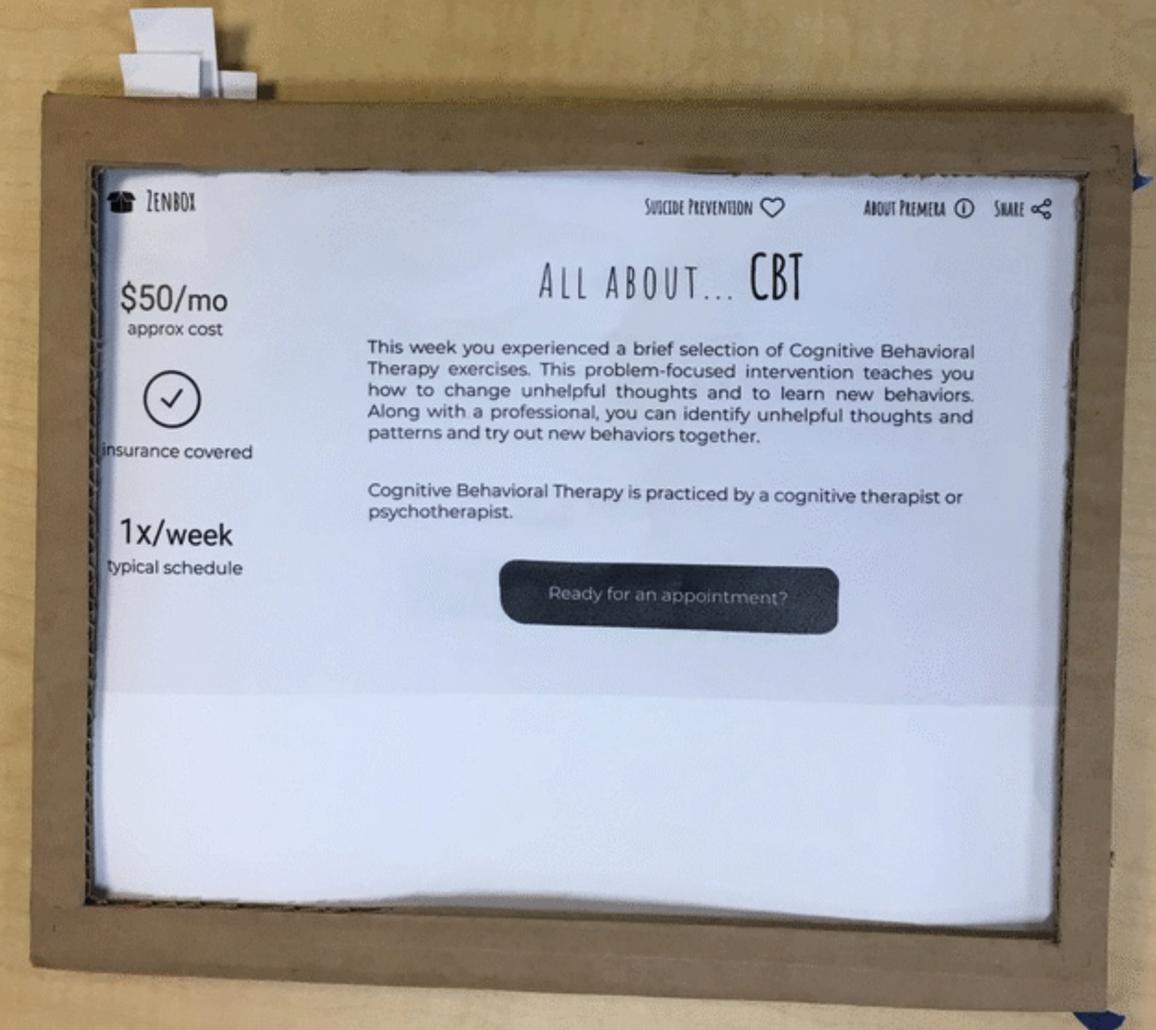
## KEY PATH 3:

Returning to the Zenbox website, users find **key information** regarding their chosen **course of treatment**, including the average cost per month, details of insurance coverage, and the typical schedule for appointments.

Before booking an appointment they **learn** a bit more about what the first appointment will be like, and have the opportunity to **download a support tool-kit** and practice with it.

Here, we asked the participant to navigate through the website and choose a practitioner.

The last step of the process, booking of the appointment, is through **Premera's existing portal**.



# OBJECTIVE

- ▶ Can participants **navigate the website** to book an appointment?
- ▶ Is the information provided **clear and comprehensive enough** for the participant to make a decision.
- ▶ Do they feel ready for a **first appointment** or, if not, do they know how to find tools to prepare?

# INSIGHTS

- ▶ The information regarding the first appointment and the toolkit to practice the first appointment was **well received**.
- ▶ Questions arose about the **cost** and the patient - caregiver - insurance company relationship. What if the patient isn't on the same insurance plan? What kind of relationship might the caregiver have to the patient?
- ▶ Also, participants had complaints regarding the Premera's existing portal and how it wasn't convenient for them to make a decision (not in our scope).

# NEXT STEPS

- ▶ Design the information included on the website (about cost, frequency etc.) in a well structured and **easy to understand manner**. This will assist the users to make an **informed decision about care**, and navigate decisions for patients who might not be on their insurance plan.
  - ▶ This breakdown for types of care was desired at the **beginning of the process**, providing links to these pages earlier in the process would alleviate this.
- ▶ Users seemed to **gravitate towards the toolkit**, as this is part of our prototype we haven't built out yet, we will do so and test it.
- ▶ Users wanted **information from practitioners** at other points in the process, we could **integrate videos** at this part of the process as well.
- ▶ Generally build out information architecture on the full website and **clarify the relationship** with Premera.

"I LIKE THE PART OF PRACTICING THE FIRST APPOINTMENT EXPERIENCE . . . COULD BE COOL EVEN TO GO TO THE FIRST APPOINTMENT YOURSELF AND THEN REPORT TO THE PATIENT."

**Participant #3**

"...IF THEY'RE NOT ON MY HEALTH INSURANCE PLAN, I WOULD WANT AN ESTIMATE OF THE COST FOR THEM."

**Participant #4**