here and now
optimizing Ecological Momentary Assessments

PROBLEM
Health researchers have a hard time collecting EMA data over a long period with the current tools on the market. They are not customizable enough or fun for participants to use which results in a drop in participation. There is a need for a platform that is robust enough for researchers and engaging for participants.

SOLUTION
By leveraging the ubiquitous and personal nature of a mobile phone we have created the Here and Now app to help participants manage their stress levels, while giving researchers a customizable platform to elicit user input.

PRODUCT WORK FLOW
Researchers identify the community they want to study and the data they want to collect.

A beacon placed in the community setting sends EMA surveys to participants at intervals determined by researchers.

Participants enter their stress level, mood or energy level data in the Here & Now app.

They can manage their health trends and earn points for using the app.

Researchers can customize the app to gather different kinds of inputs.

The app also shows participants their community’s health trends.

Participants can track their stress and mood through the app.

The app also provides actionable tips to help de-stress.

Participants answer 2-3 simple survey questions in the Here and Now app once a day.

They earn rewards for taking the survey.

We interviewed health researchers about their data collection needs which informed the system’s workflow.

We explored the possibility of using a public installation versus an app and validated that the app would be more successful.

We ran five studies with end users to figure out how the interface should work and what would incentivize them to use it.

We tested the interface and the incentivization system with users to see if our solution supports our goal of long term engagement.