Exploration of User Engagement ：

Optimizing the UX of migraine users in engagement process

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Abstract

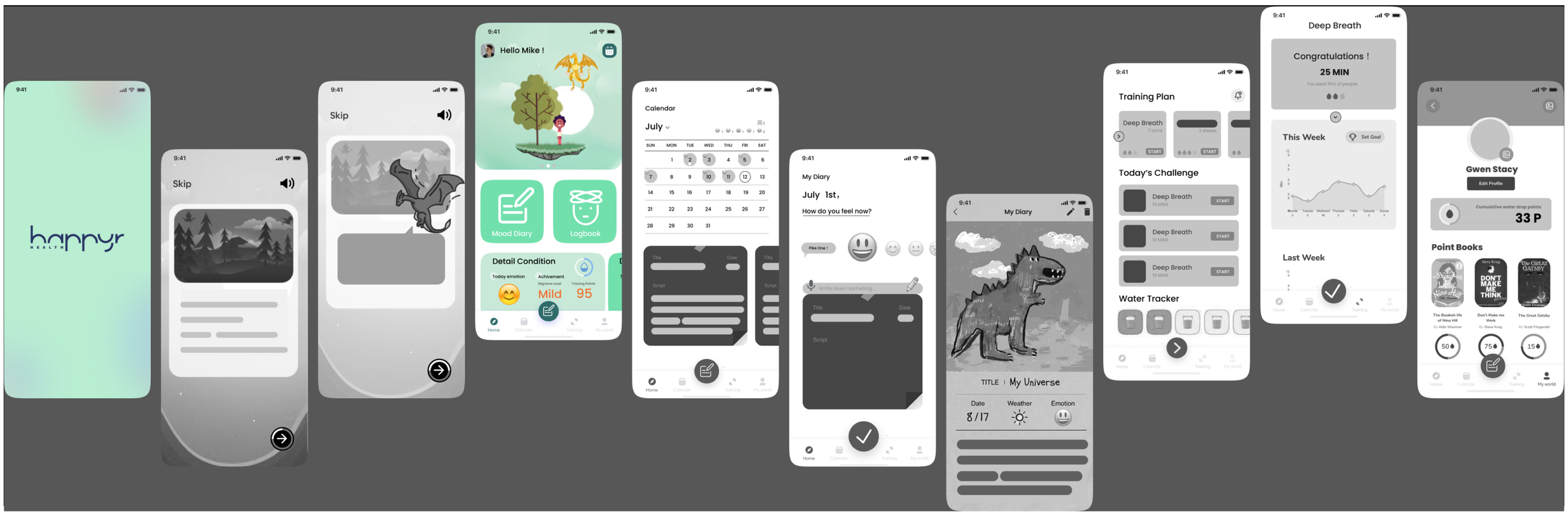
The overall goal of this project was starting with the engagement part with Happyr Health, focusing on software fixes on how to engage more users, record conditions and actively participate in our scenario and how to get better quality recorded data, achieve Better user self-management of migraine, and expand its functional applications. The ultimate goal is to build on Happyr Health‘s existing philosophy on how to enable children and young people (CYP) relieve the pain and stop feeling alone.

Introduction & Background

Migraine is a neurological disorder and is the second most disabling disease in adults according to the World Health Organization, with 1 in 10 children suffering from migraine. It symptoms affects a person's daily life, social and emotional well-being, and a multidisciplinary approach to treatment is currently recommended.

In the above context, Happyr Health has conducted in-depth research in advance with experts, proposes a gamified storyline context from a professional perspective, as well as a framework for diary, training. These users access the app with a clear purpose, whether to keep a pain diary or to learn about training, the expectation of the users is to relieve their migraines and achieving visible results through the gamified mode.

Diagram / Design



Research Methodology

- Finding the user's value and getting the first click.

- Increasing user stickiness and keeping users engaged.

These two engagement questions were supported by a variety of user research and surveys.

A qualitative case study of the current Happyr Health was conducted to identify existing issues.

Focus group: It took place at the hospital meeting, 10+ patients collected more diverse diary ideas.

Interview: 4 phone calls and 1 face-to-face user interview to find user needs and pain points.

Questionnaire: Supplementary interview related questions to obtain 26 and standardized data results.

-**Usability Testing:** Partly designing 2-3 plans to compare, 2 interviewees were invited to test the hypotheses.

Research Results

Through the above research and survey, some of the requirements were listed and Persona was drawn up based on 3 defining scenarios, and the end-user requirements were further clarified through meetings with the Happyr Health lead.

- Hard to understand the storyline

- Unable to judge your own symptoms

- The diary is preferred for its simplicity and speed

- Can see the positive results after training

Based on these theoretical foundations and users’ feedback, two or more sets of lo-fi were created and validated, Happyr Health, which is currently undergoing continuous improvement, a more diverse range of reliable solutions supported by theoretical data.

Conclusions & Future Work

This project, I provided comprehensive feedback and adjustments to the target group in order to achieve the final design. The software is brought to its initial conceptual model based on questionnaire formats and surveys. During this process, I need continued optimisation and improvement, got some pain points and perceived misconceptions in the use of the software.

Future work could shift the focus to setting up models for different age classes or levels of illness, to segment the population in a compartmentalised way, to be precise and like hospital caring service to ensure user stickiness.