UX Design Recommendations for User Retention in Happyr Health

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Abstract

This project, in collaboration with Happyr Health, aims to explore how user retention can be enhanced in terms of gamification and reward mechanism. The themes are in line with human behaviour model research and utilise specific scenarios for various types of reward mechanisms. Furthermore, this research culminated in a research proposal for the next phase of Happyr Health's development, providing guidelines to meet user-side needs on the app's long-term development path.

Introduction & Background

Migraines are common in children and young people (CYP) and are associated with negative outcomes. Happyr Health is a mobile application that aims to develop a mobile pain management app for CYP suffering from migraines that actively and consistently engages CYP in self-reporting through the use of human behavioural model, reward mechanism and appropriate design to uncover pain triggers and help them receive more targeted treatment. This project will be based on more in-depth research and design around it.

Diagram

The study builds on the findings of the research, constructs three main design principles (reward mechanisms, a sense of belonging, appropriate reminders) and considers the main functional requirements on the user side (user retention) and creates three design entry points such as the points system, the forum and the reminder. Each module forms a complete process closure of its own, facilitating Happyr Health's application of the stand-alone solution.

Points system - motivation
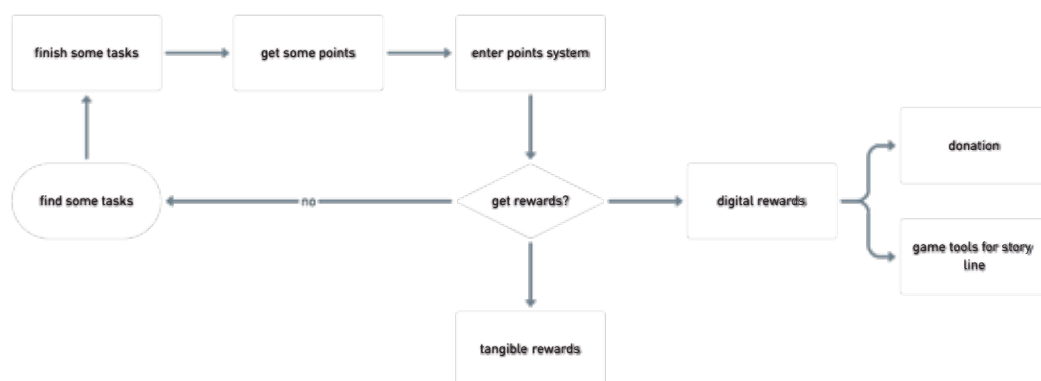
Forum - motivation

Reminder - trigger
Regular, customised remind

Research Methodology

The design process included several different research methods and user research methods, 2 qualitative and 1 quantitative, including observation of the target population, interviews and questionnaires and analysis of their content. The purpose of conducting observations was to form basic concepts and indicators of overall user retention; user survey was conducted to obtain general user data; user interviews were conducted to discover user needs and pain points, thus forming personas; and usability testing was more about getting users' emotional reactions to current assumptions. In the course of the implementation, 5 user interviews were conducted by telephone; 26 valid results were obtained from the questionnaire.

Research Results

Through **observation**, measuring the pain diary against the mood diary and the severity of the user's migraine, this project defines user retention as users using it once every fortnight.
Through **questionnaires**, a certain amount of basic demographic information was mainly obtained.
Through **interviews**, the existing behavioural habits of the target users were discovered through the participants' descriptions and the needs and pain points were analysed. Then by analysing the needs with the partners in order to find out the basic needs of the users, and put forward 3 hypotheses according to the theoretical basis of literature.

Conclusion & Future Work

This research is committed to contributing to user retention, and uses human behavior models and reward mechanisms as the entry point, such as the points system, the forum and the reminder, to encourage users to increase interaction with mobile applications based on external incentives and their own motivation.
There are some attempts to improve the user experience of user retention. But they are still recommendations. Since Happyr Health is still in the development stage, more in-depth and longer-term user test data are needed to know the practical feasibility of these suggestions.