SMILING MIND

Designing for your advanced users

Agenda

- Context

- Smiling Mind Advanced Users

- UX Opportunity

- Solutioning

- Appendix

Design Brief

Why we did this research

1. Define "advanced practitioner"

2. Identify Advanced Users' Unmet Felt Needs/Pains with their meditation practice.

3. Explore opportunities for how an app can meet these unmet felt needs.

Who did we talk to?

- Adult practioners of meditation who were based in Australia and identify as being advanced.

- Adult Users of the Smiling Mind app, who are based in Australia and who self-identify as being advanced meditation practitioners

How did we talk to them?

- 1:1 in-depth user interviews: 30min 1-on-1 interviews with 5-6 volunteers from the primary user segment.

- Usability Testing and Observation: Where possible, observing these volunteers whilst using the app in its current form. Asking for feedback as they progress through the app.

- Prototype testing: 30min 1-on-1 interviews with 5-6 volunteers from the primary user segment.

User Centered Design Approach
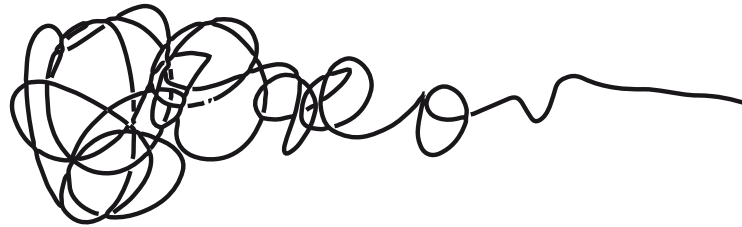
Empathise   Define   Ideate   Prototype   Test

Currently here

Empathise
- Lean UX Canvas
- Interviews
- Synthesis

Define
- Personas
- Empathy map
- Journey map

Ideate
- CVP
- MVP
- HMW Statements
- Hypothesis Statements
- User stories

Prototype
- Wire frames
- Clickable prototype

Test
- 6 x In-depth 1:1 Interviews

Advanced Users

Advanced users need Smiling Mind during crisis moments for themselves and others.

Advanced User Personas

Curious Cara

39, Corporate Executive
15 years practising
Doesn't regularly use an app to practice, believes there is a need for apps

- Curious meditator
- Refers friends to apps

Stressed Steve

31, Musician
3 years practising
Uses an app when facing a crisis, otherwise independent practice

- Started meditating after a friend recommended Smiling Mind

Advanced User Needs

Advanced Users have developed an independent, unguided meditation practice that is integrated into their day to day life, using apps only on occasion.

Advanced users use an app

1. Until they build confidence to meditate on their own and establish the habit of meditating in their daily life without an app.

2. To refer others to meditation by encouraging them to use an app.

3. When facing a challenging situation that disrupts their practice.

Advanced users

- Have progressed past the practice of guided meditation.

- Are interested in other practices (Kriya, Transcendental, Zen).

- Are equipped with skills and techniques so they do not need support to meditate.

Journey Map

The overall meditation journey

This is the simplified mediation journey, through out life, for beginners, intermediate and advanced meditation practioners.

1

Cause for meditation

2

Engages in a supported meditation practice

3

Develops individual habit of practicing meditation

4

Graduate from supported meditation practices

5

Continues habit of practicing meditation independently of an app

- Crisis or Curiosity leads to discovery of mediation

- Support can be an app, workshops, professional advice etc.

- Maintains app use or no longer feels a need for support

- Wants independence
- Self discovery

- Continues habit until (if) there is a cause for support

- If a cause arises, return to 1.

Journey Pain Points

This is the simplified mediation journey for meditation practioners.

Cause for support meditating	Engage in supported practice	Occasionally supported	Completely independent

MOMENT

Curious or facing a crisis. Begins meditating with Smiling Mind app.

Establishes habit of practicing meditation. Feels benefits of practice. Programs feel too structured. Considering other options.

Gradually transitions away from app based mediation to unguided meditations. Feels more independent. Uses app in crisis or for a friend.

Long term, established and consistent practice. Appreciates and references app in crisis or for a friend.

EMOTIONS

PAINS

- Unsure where to begin
- Curious or in crisis

- Appreciates the app
- Starts feeling 'too guided'
- Wants more independence

- Grateful for their personal progress
- Wants more flexibility
- Frustration decreases as moving towards self guided meditation

- Unsure how to share practice with others in need
- Practice is disrupted by crisis moments

Design Question

How might we enhance the Smiling Mind app to better help people facing a crisis, personally or via a friend?

The opportunity

The Advanced User is most likely to use an app when personally in a crisis or referring a friend who is in a crisis.

Designing for a crisis

Behaviors & Needs of Crisis User

- Ad hoc meditation app use
- Requires immediate support
- Isn't interested in 'signing up'
- Seamless interface
- Motivated by crisis

"I might not always need an app, but when I do I am thankful it is there… for me or for my friend."
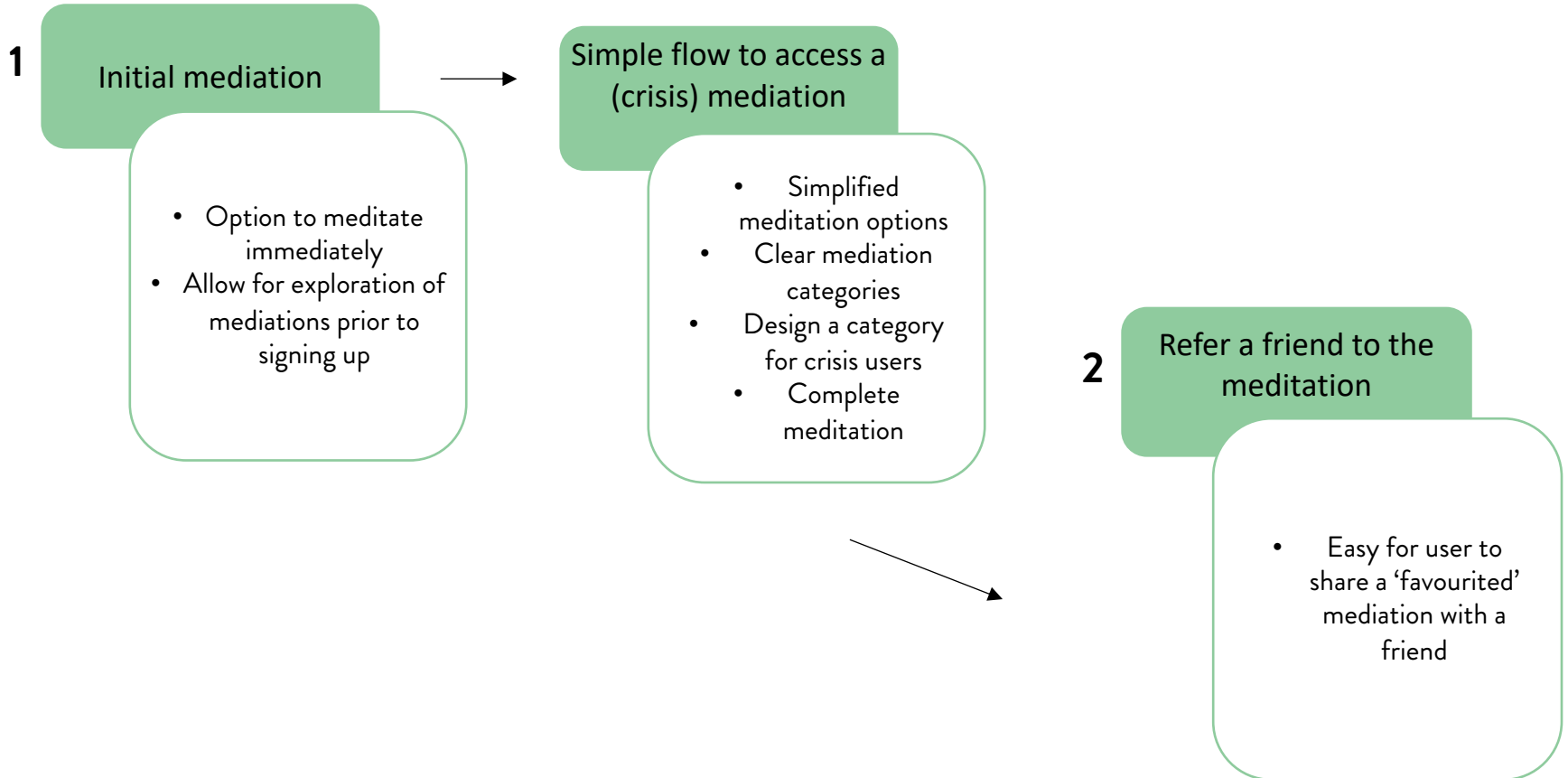
The UX Opportunity

Simplify access to a mediation for people facing a crisis

Provide 'share' function for inviting a friend to meditate

Solutioning

User Flow

1 Initial mediation

- Option to meditate immediately
- Allow for exploration of mediations prior to signing up

Simple flow to access a (crisis) mediation

- Simplified meditation options
- Clear mediation categories
- Design a category for crisis users
- Complete meditation

2 Refer a friend to the meditation

- Easy for user to share a 'favourited' mediation with a friend

User Testing

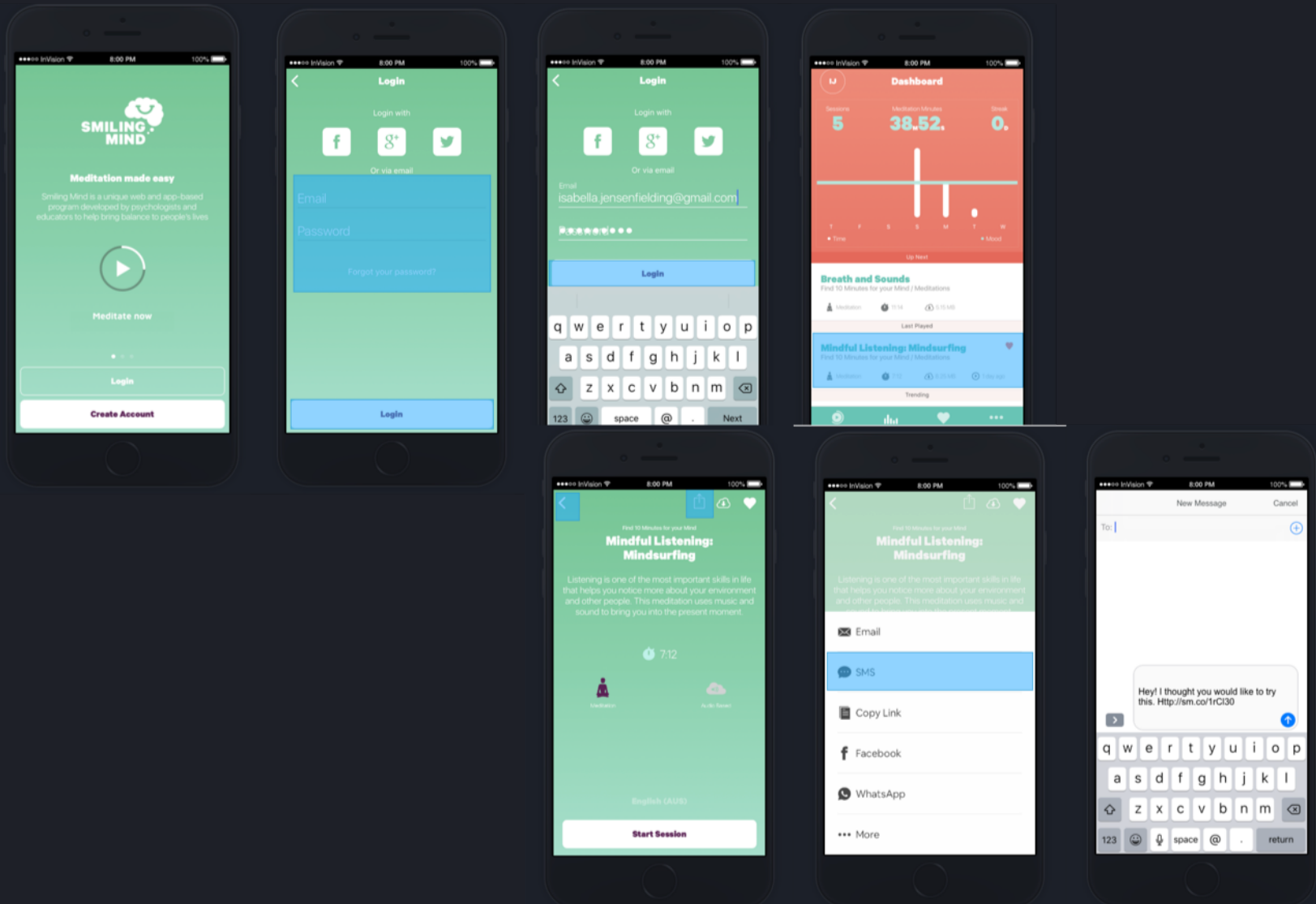| User Scenario	Task	Hypothesis	Result
1 You have just boarded a plan and started experiencing a panic attack. You open the smiling mind app that your friend send to you.	• Choose meditations for your "crisis situation"	• User meditate immediately, prior to signing up, and then sign up if they enjoyed the mediation, and; • User will select the 'calm' mediation	
2 You've practiced mediation for over 15 years. Your friend was just telling you about how planes make her very anxious. You want to share you favourite Smiling Mind meditation with her.	• Share your favourite mediation with a friend	• Advanced meditator will open the app and use the forwarding arrow to share a mediation with someone via their preferred communication platform, test messaging.	

Tested prototype

Meditate now: https://invis.io/T2SP3RTXDH5
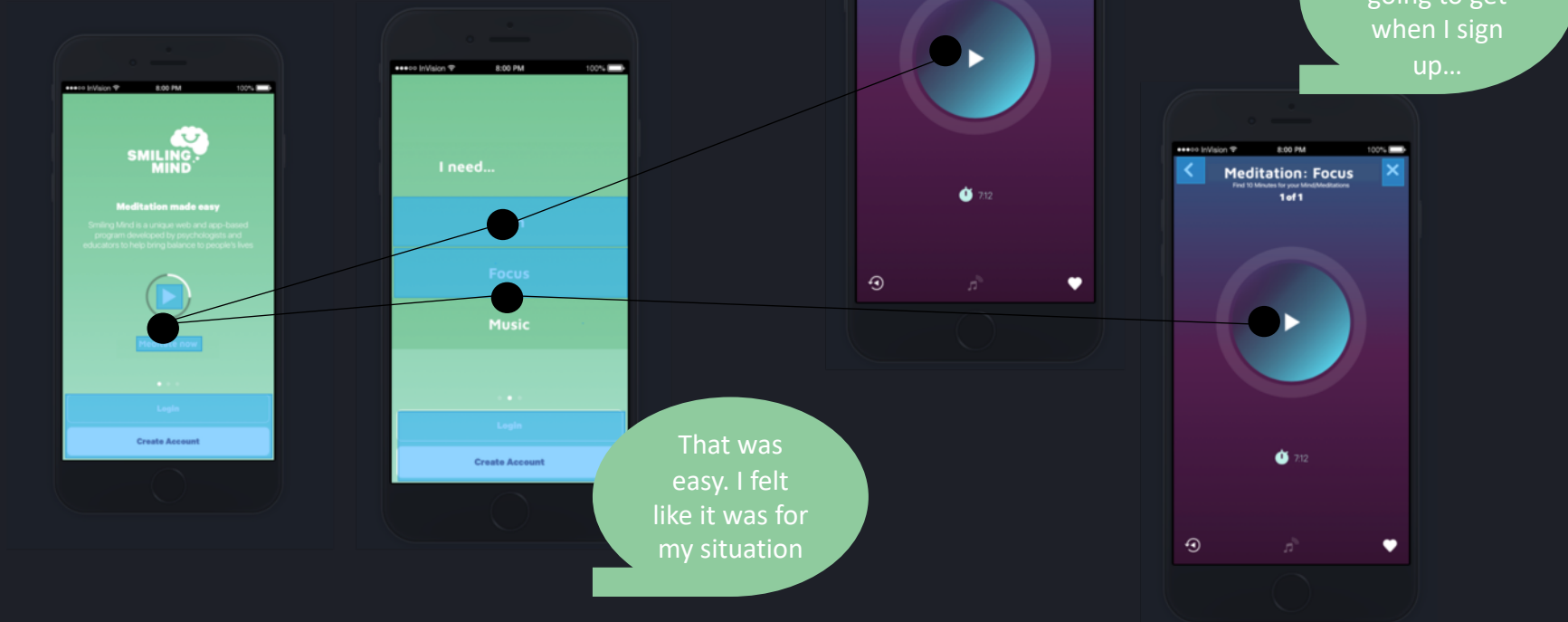
Tested prototype

Share favourite meditation: https://invis.io/T2SP3RTXDH5

Usability Results

What I tested (MVE)	What I looked for	What I found	Pass / Fail
Immediate meditation function	• Whether user meditated before signing up	• Users were indifferent to meditating before or after signing up	• 2 pass/ 5 fail
Offer crisis meditation suitable regardless of experience	• (If crisis user) Did user select 'calm'	• Users chose calm regardless of crisis, calm was the preference • Advanced meditators, wanted music (though this wasn't in the prototype)	• 6 pass / 1 fail
Simple process flow to access a meditation	• Did everyone choose a mediation • Did users value (comment or reflect on) the categorisation of meditation based on need	• Users appreciated having fewer options presented and being able to select based on need • Users made a quicker selection of a meditation	• 7 pass / 0 fail
Share meditation function	• Whether user used the share meditation function	• Note: Advanced users actually didn't have the app downloaded to share the app initially • Advanced users were willing to have the app downloaded to be able to share a meditation	• 5 pass / 2 fail

Design Guidance

Design Insights

Stop

- Presenting programs predominately by age

Start

- Presenting programs in situational categories, especially crisis
- Providing a share mediation function

Continue

- Providing free meditations
- Becoming the referred app of choice
- Being a reference for advanced meditators in crisis

Smiling Mind, thank you for all you have done and continue to do.

Appendix

Lean UX Canvas

Title: Smiling Mind Project

Date: 16/05/2019

Iteration: 1.0

1. Business Problem

What business have you identified that needs help?

Business Smiling Mind delivers the benefits of mindfulness and meditation to both children and adults via a free app, face to face workshops and resources that can be used by both teachers and employers.

Problem Attracting and retaining 'advance mindfulness practioners' over the age of 18. As 'advanced users' often move on from Smiling Mind after initially starting.

Want to understand what they're looking for and solve for it so Smiling Minds can continue to provide ongoing support.

5. Solution ideas

List product, feature, or enhancement ideas that help your target audience achieve the benefits they're seeking.

Ideas
- App as a coach for 'Advanced Users'
- Retreat like sessions and community feel
- Assistance for unguided mediation (sounds/music etc.)

2. Business Outcomes
(Changes in customer behavior)

What changes in customer behavior will indicate you have solved a real problem in a way that adds value to your customers?

We will know we have understood and designed for the mental model of 'Advanced Users', if we provide an offering that
- provides new insights to back up/debunk assumptions about users
- customers are willing to pay to use 'Advanced User' feature
- Increases number of 'Advanced Users'
- Increases number of/quality of app ratings
- Increases referrals
- Increases retention of users
- Increases length of visits from users
- Decreases drop of rate of beginning users as they transition to 'Advanced User'

3. Users & Customers

What types of users and customers should you focus on first?

The primary user that we will be researching for this project will be advanced, adult users of the Smiling Mind program.

User screening criteria will be:
- 18+
- People who self-identify as being advanced or expert in the practice of mindfulness.
-

4. User Benefits

What are the goals your users are trying to achieve? What is motivating them to seek out your solution? (e.g., do better at my job OR get a promotion)
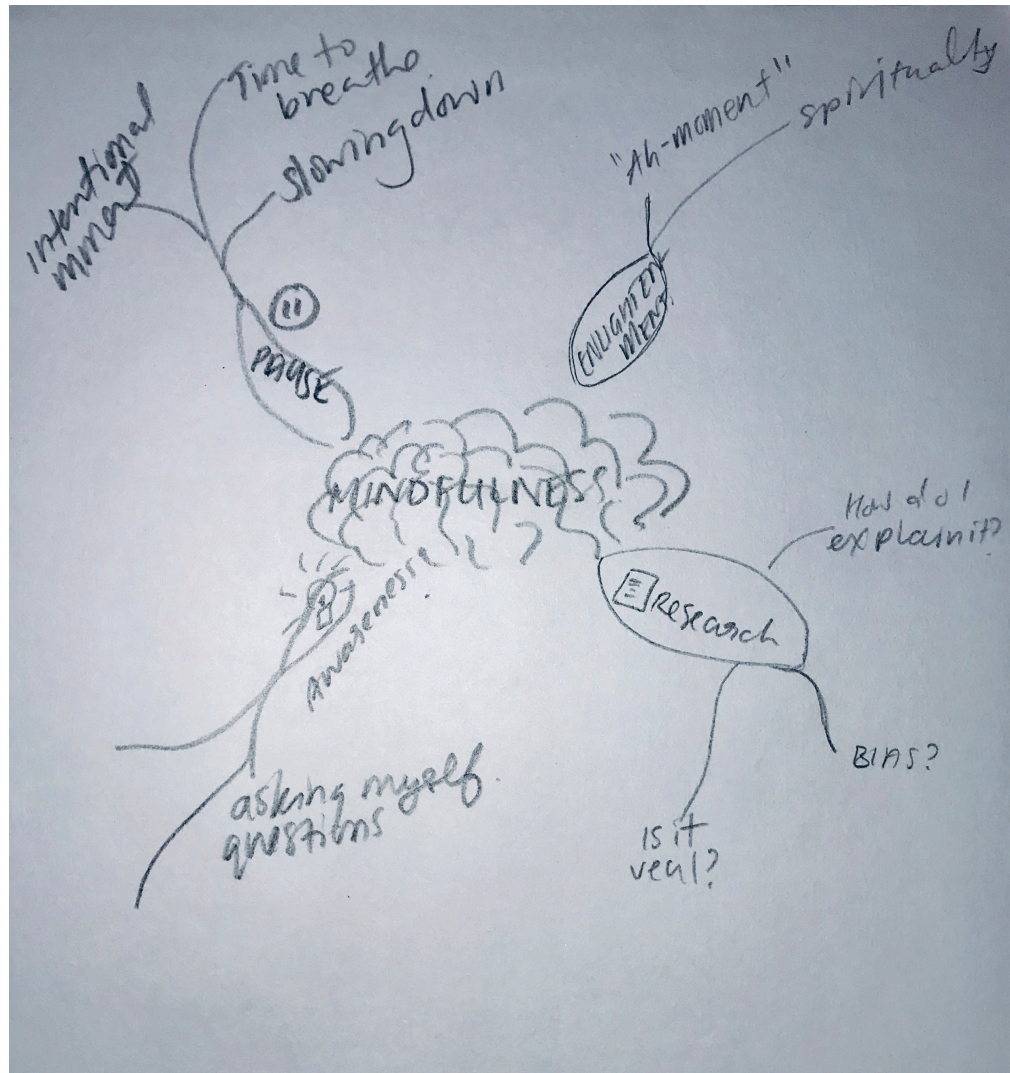
To establish and support an ongoing, proactive and preventative practice of mindfulness.

6. Hypotheses

Combine the assumptions from 2, 3, 4 & 5 into the following template hypothesis statement: *"We believe that [business outcome] will be achieved if [user] attains [benefit] with [feature]."*
Each hypothesis should focus on one feature.

We believe that 'Advanced Users' will use the Smiling Minds app more if the 'Advanced Users' feel supported in their mindfulness practices as they progress into unguided meditation and other experiences.

7. What's the most important thing we need to learn first?

For each hypothesis, identify the riskiest assumption. This is the assumption that will cause the entire idea to fall if it's wrong.

Supporting this, key outcomes include
- Refining and testing assumptions regarding 'Advanced User' needs
- Understanding the user journey to becoming an 'Advanced User'
- Understanding what 'entry points' are for 'Advanced Users' into Smiling Minds
- Understanding what support 'Advanced Users' do or do not require. Understand their mental model and what they value/see as support.

8. What's the least amount of work we need to do to learn the next most important thing?
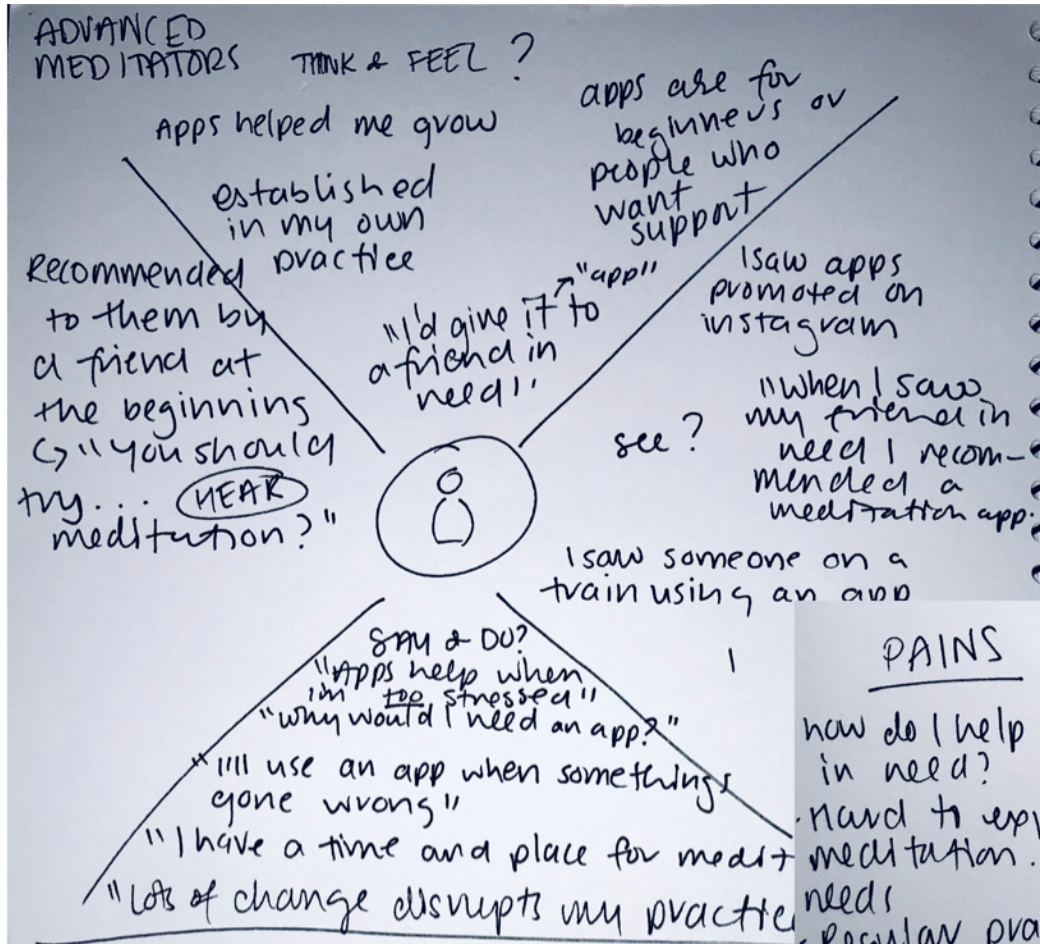
Brainstorm the types of experiments you can run to learn whether your riskiest assumption is true or false.

- Surveys
- Interviews (research plan, interview guides)

Download this canvas at: **www.jeffgothelf.com/blog/leanuxcanvas**   Adapted from Jeff Patton's Opportunity Canvas. Download at: http://jpattonassociates.com/**opportunity-canvas**/

Mind Map

Empathy Map

The different kinds of advanced meditators...

There were many findings in our research of advanced mediation practioners. However, two broad stories were consistent when interviewing advanced users.

Curious users...

1. Are content in their established meditation practice
2. Seek out their own growth
3. value quality insights about meditation.
4. Struggle to communicate their practice to others
5. Often refer friends and family to a mediation app.

Crisis users...

1. Have an established practice but find their practice impacted by situations and circumstance (i.e. anxiety while travelling) or life tragedies.
2. They use an app to return to the guided mediations until they are able to practice independently again.
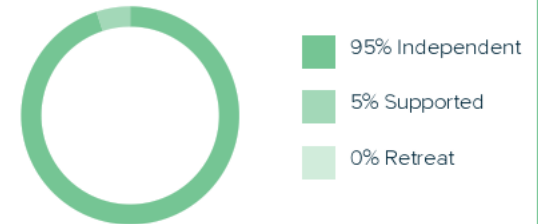
Advanced User One

R U Ok? Richard

"I am thankful for my mate and I am thankful for SmilingMind, it's my go to for when I'm in a crisis."

Age: 25-35
Work: Musician
Number of years meditating: 3
Family: Single, no kids
Location: Brisbane, Australia
Character: Reliable, real and relational

Meditation Practice / Year

- 95% Independent
- 5% Supported
- 0% Retreat

Bio

Richard first started meditating after his work mate asked him, "R U Okay"? Richard had been noticeably more stressed and experiencing a lot of change in his life. His colleague mentioned the benefits of meditation and suggested the Smiling Mind app because he found it great as a beginner. 3 years later, Richard meditates almost everyday, but more than that, he considers mediation a crucial part of his life. Although Richard still has moments where he isn't always. "ok", he has the support of his app to help him refocus and continue on again.

Gains

- Needs support when a circumstance or crisis occurs.
- Loves to learn about meditation.

Pains

- Finds his regular practice hard when under additional circumstantial pressures.
- Struggles to explain his practice to others.

App Use

Richard used the SmilingMind app for 6 months before switching off his phone and venturing into unguided meditations. He loved SmilingMind app because of how structured the beginner's program was, but after a while, he found it too repetitive. He took the tools that SmilingMind taught him and now practices without any regular support. When a situation arises, Richard sometimes finds comfort in returning to the basics of an app but otherwise Richard is content with his noise cancelling headphones and a comfortable seat.
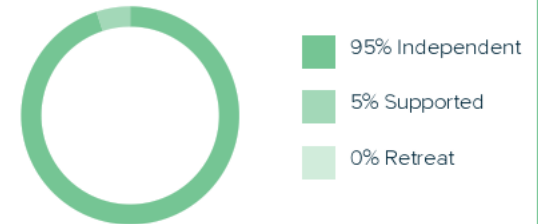
Advanced User Two

R U Ok? Richard

"I am thankful for my mate and I am thankful for SmilingMind, it's my go to for when I'm in a crisis."

Age: 25-35
Work: Musician
Number of years meditating: 3
Family: Single, no kids
Location: Brisbane, Australia
Character: Reliable, real and relational

Meditation Practice / Year

- 95% Independent
- 5% Supported
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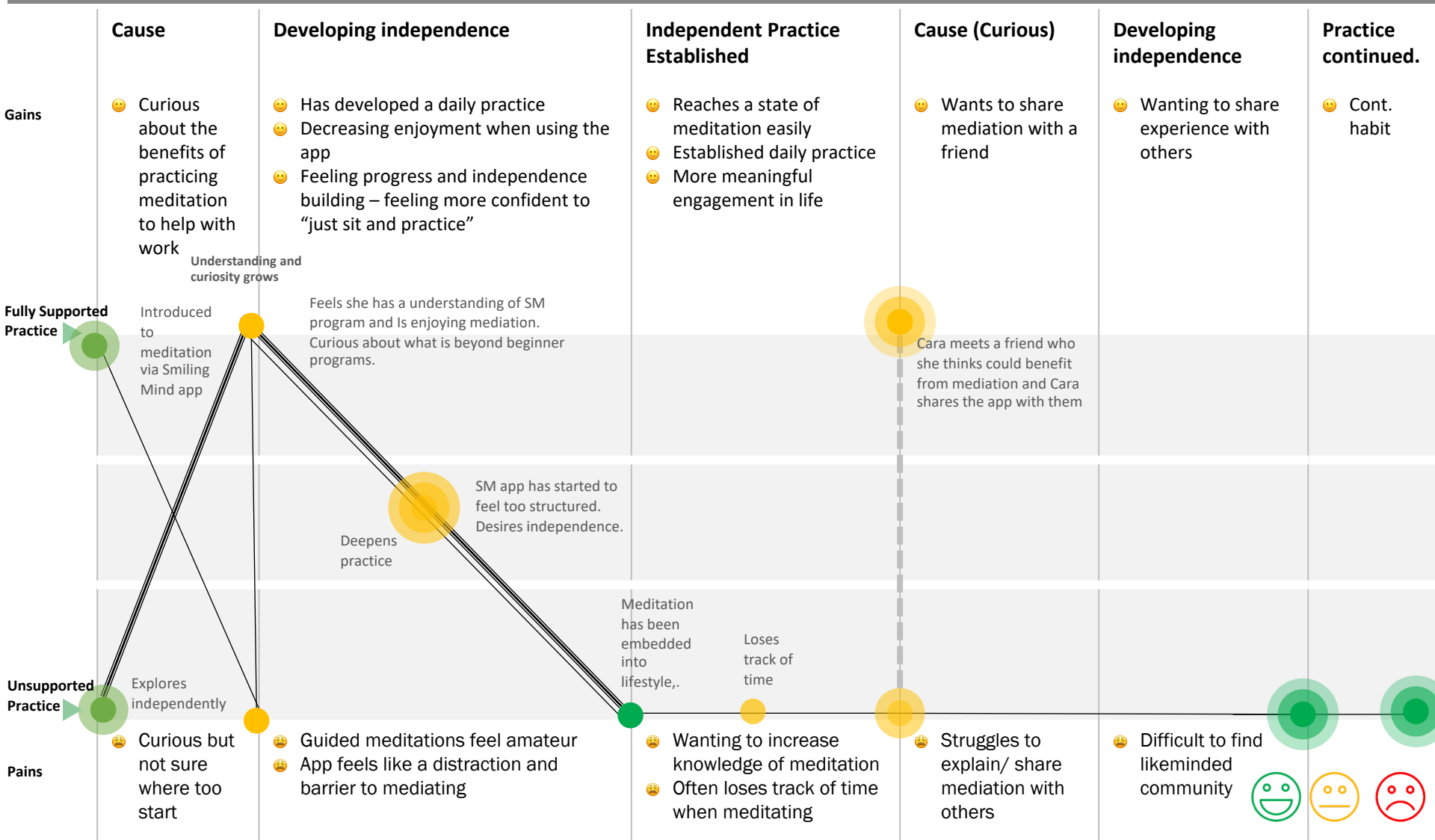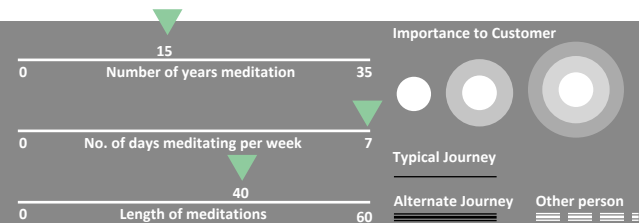
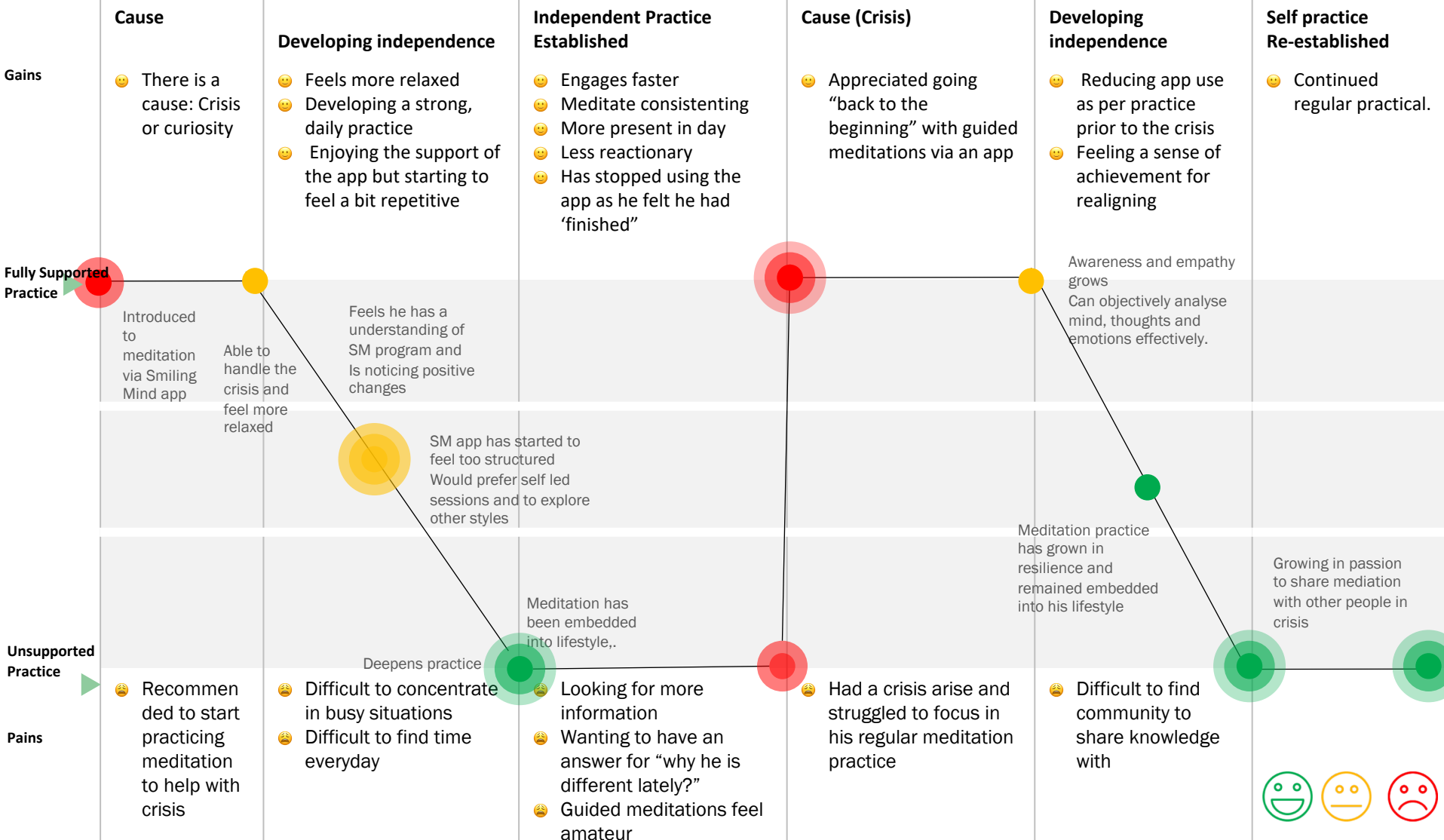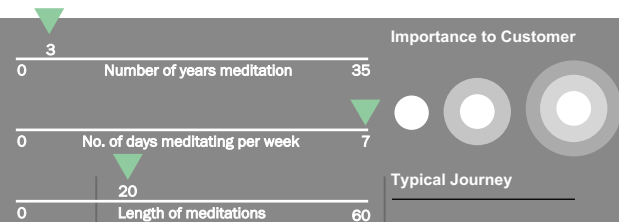**Curious Cara|** Advanced meditator | Curiosity driven app user

Cara hasn't always been calm but has always been curious. When Cara first started her career, she found herself stressed and unable to focus. She was searching for practical ways to manage her stressful job when she heard about meditation through her sister.

Importance to Customer

0	Number of years meditation	35
0	No. of days meditating per week	7
0	Length of meditations	60

15 · 40

Typical Journey

Alternate Journey   Other person

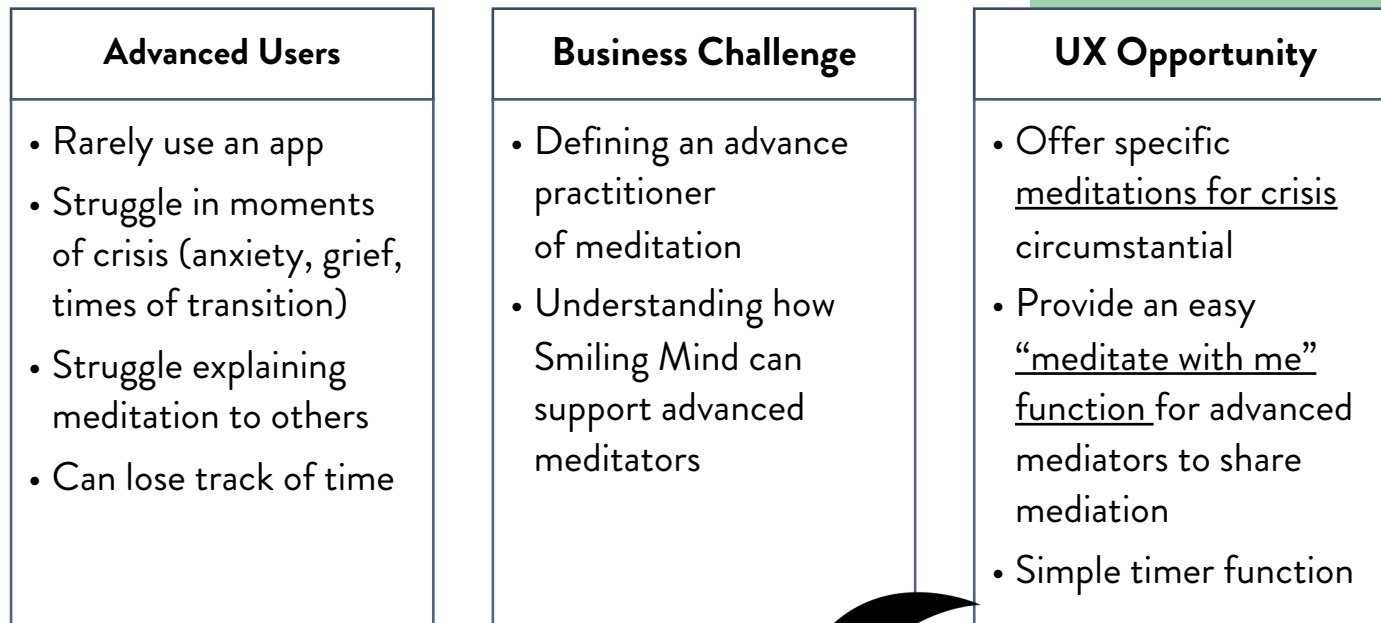|	Cause	Developing independence	Independent Practice Established	Cause (Curious)	Developing independence	Practice continued.
Gains	Curious about the benefits of practicing meditation to help with work	Has developed a daily practice; Decreasing enjoyment when using the app; Feeling progress and independence building – feeling more confident to "just sit and practice"	Reaches a state of meditation easily; Established daily practice; More meaningful engagement in life	Wants to share mediation with a friend	Wanting to share experience with others	Cont. habit
Fully Supported Practice	Introduced to meditation via Smiling Mind app	Understanding and curiosity grows — Feels she has a understanding of SM program and Is enjoying mediation. Curious about what is beyond beginner programs.		Cara meets a friend who she thinks could benefit from mediation and Cara shares the app with them		
		Deepens practice — SM app has started to feel too structured. Desires independence.	Meditation has been embedded into lifestyle,.	Loses track of time		
Unsupported Practice	Explores independently					
Pains	Curious but not sure where too start	Guided meditations feel amateur; App feels like a distraction and barrier to mediating	Wanting to increase knowledge of meditation; Often loses track of time when meditating	Struggles to explain/ share mediation with others	Difficult to find likeminded community	

R U Ok? Richard | Advanced meditator | Crisis driven app user

Richard first started meditating after his work mate asked him, "R U Ok?". 3 years later, Richard meditates almost everyday. Richard still has moments where he isn't always "ok", but he has the support of his app to help him refocus and continue on again.

Cause

Gains

☺ There is a cause: Crisis or curiosity

Developing independence

☺ Feels more relaxed
☺ Developing a strong, daily practice
☺ Enjoying the support of the app but starting to feel a bit repetitive

Independent Practice Established

☺ Engages faster
☺ Meditate consistenting
☺ More present in day
☺ Less reactionary
☺ Has stopped using the app as he felt he had 'finished"

Cause (Crisis)

☺ Appreciated going "back to the beginning" with guided meditations via an app

Developing independence

☺ Reducing app use as per practice prior to the crisis
☺ Feeling a sense of achievement for realigning

Self practice Re-established

☺ Continued regular practical.

Fully Supported Practice

Introduced to meditation via Smiling Mind app

Able to handle the crisis and feel more relaxed

Feels he has a understanding of SM program and Is noticing positive changes

Awareness and empathy grows
Can objectively analyse mind, thoughts and emotions effectively.

SM app has started to feel too structured
Would prefer self led sessions and to explore other styles

Meditation has been embedded into lifestyle,.

Deepens practice

Meditation practice has grown in resilience and remained embedded into his lifestyle

Growing in passion to share mediation with other people in crisis

Unsupported Practice

Pains

☹ Recommended to start practicing meditation to help with crisis

☹ Difficult to concentrate in busy situations
☹ Difficult to find time everyday

☹ Looking for more information
☹ Wanting to have an answer for "why he is different lately?"
☹ Guided meditations feel amateur

☹ Had a crisis arise and struggled to focus in his regular meditation practice

☹ Difficult to find community to share knowledge with

The Opportunity

Advanced Users	Business Challenge	UX Opportunity
• Rarely use an app • Struggle in moments of crisis (anxiety, grief, times of transition) • Struggle explaining meditation to others • Can lose track of time	• Defining an advance practitioner of meditation • Understanding how Smiling Mind can support advanced meditators	• Offer specific <u>meditations for crisis</u> circumstantial • Provide an easy <u>"meditate with me" function</u> for advanced mediators to share mediation • Simple timer function

Hypothesis

Advanced users need support inf crisis

Advanced users struggle share their practice

How might we provide…

… Meditations for specific crisis moments.

… An easy share function

Proposed Customer Value Proposition

Smiling Mind is a non-for-profit web and app-based meditation program **developed by** psychologists and educators to help bring mindfulness into your life.

...therefore

In a market saturated with information about and apps supporting mediation, <u>Smiling Mind is uniquely positioned to provide tailored crisis meditations</u> because they design in consultation with psychologists.

Designing for the Advanced User

Hypothesis	How might we...
Advanced users wont use an app in their established practice, except for a non intrusive timer.	... Design a simple timer function to support advanced mediators.
Advanced users need support in specific circumstances and moments of crisis (anxiety, grief, times of transition)	... <mark>Provide meditations for specific crisis moments.</mark>
As above.	... Design the UX to clearly present circumstance specific meditations.
Advanced users are driven to seek support because of curiosity or crisis.	... Design the UX to accommodate curiosity and crisis moments.
Advanced users struggle to communicate their practice to others they believe would benefit from mediation.	... <mark>Provide an easy "meditate with me" or "share my app" function for advanced mediators to introduce others to meditation.</mark>
Advanced users would like ways of connecting with each other.	... Facilitate community for advanced users.

Two key competitors

Headspace have three prominent demographics

- <u>Stressed</u> out

- Stay <u>focus</u>

- Boost <u>compassion</u>
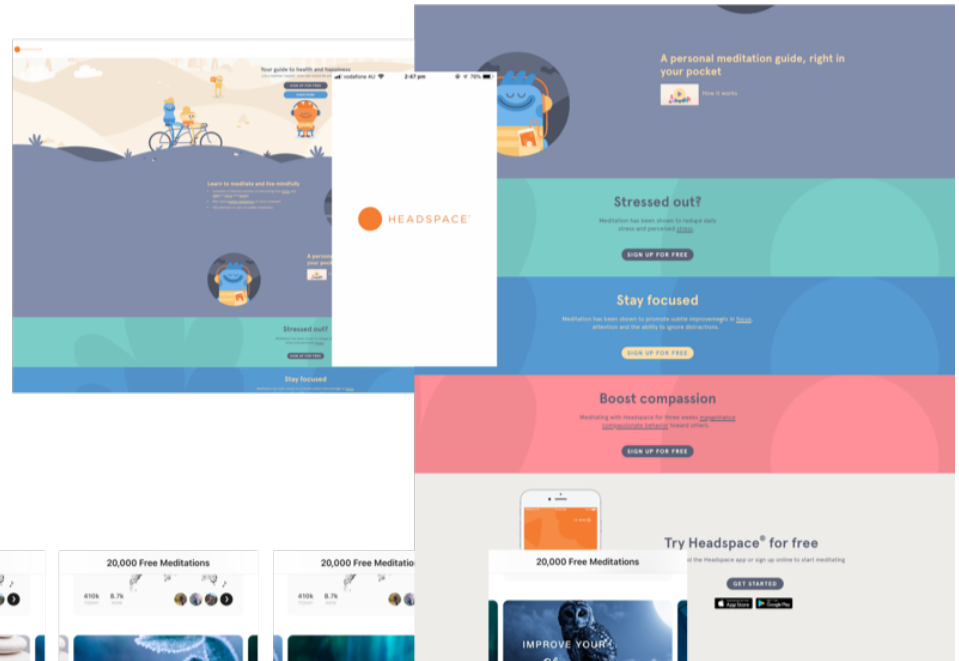
Insight Timer's demographics are less clear but are highlighted in a topic based categorisation.

- <u>Learn</u> to meditation

- Mindfulness at <u>work</u>

- Improve your <u>sleep</u>

- Coping with <u>anxiety</u>

- Improve <u>relationships</u>

- Managing <u>stress</u>
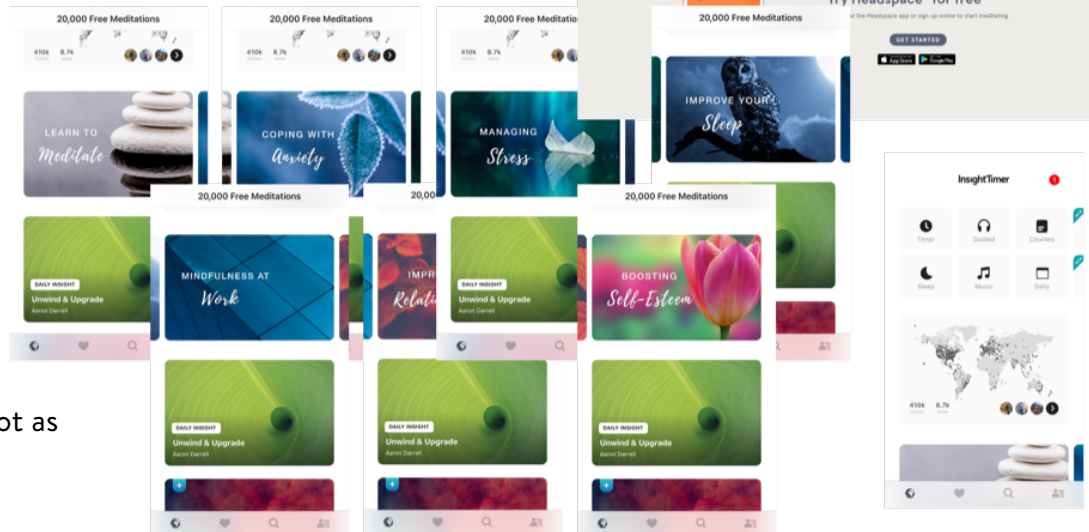
There are also <u>kids</u> and <u>beginners</u>, although not as prominent in their marketing.

Research: Refer a friend function

These apps highlight how users can easy share a meditation with a friend in crisis.

A.
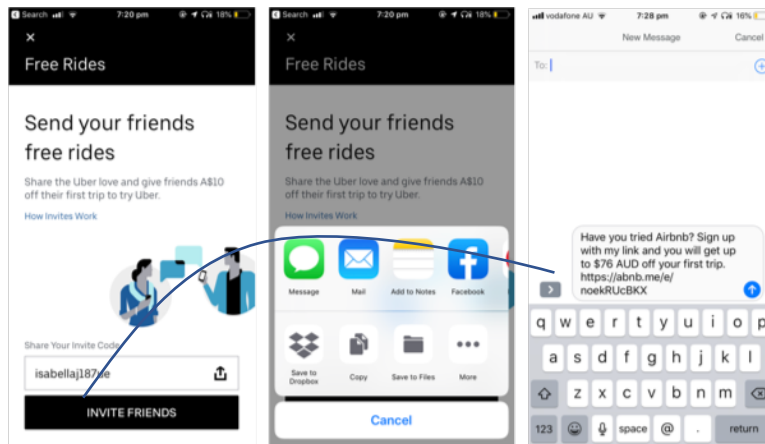
B.
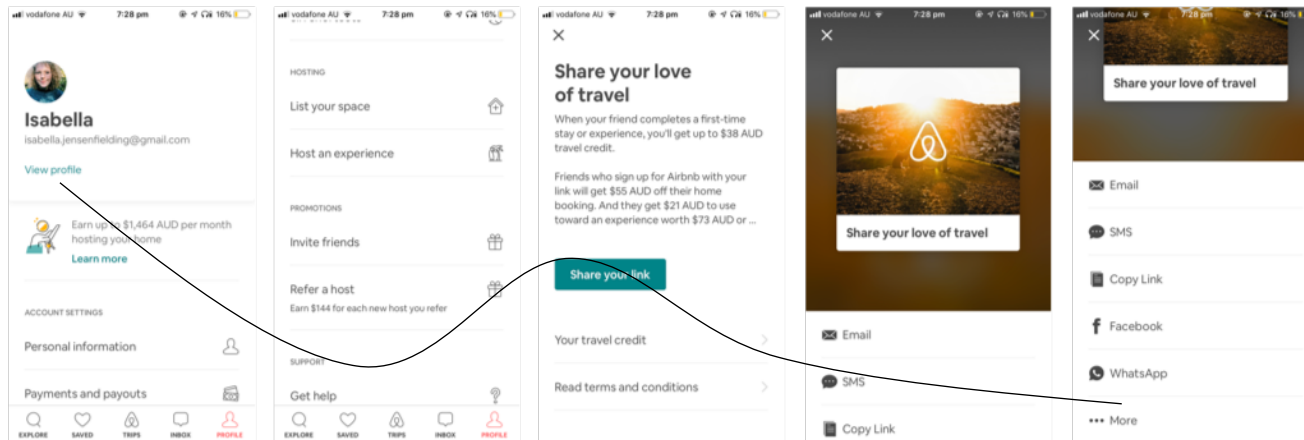
Research: Refer a friend function cont.

Refer a friend function could be incorporated into the Smiling Mind app as featured below.
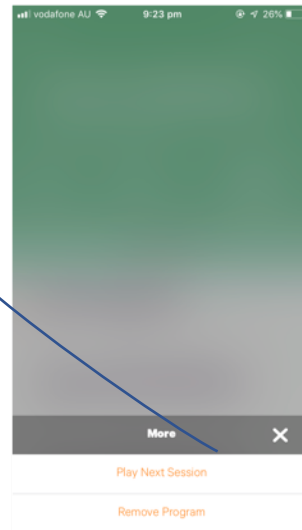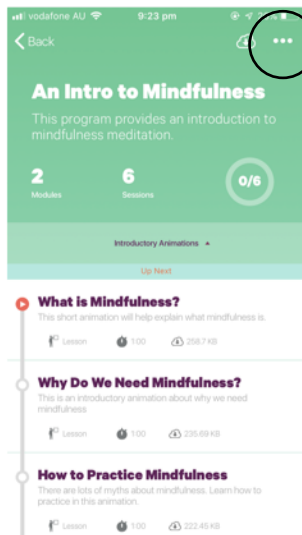
Add here a share function
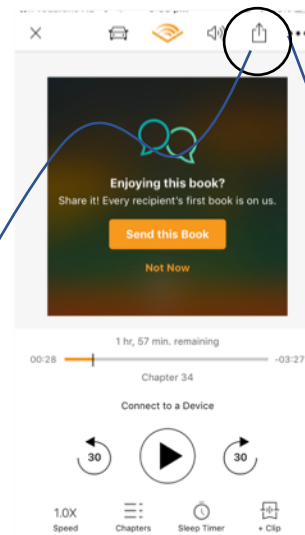
Example, like Audible.
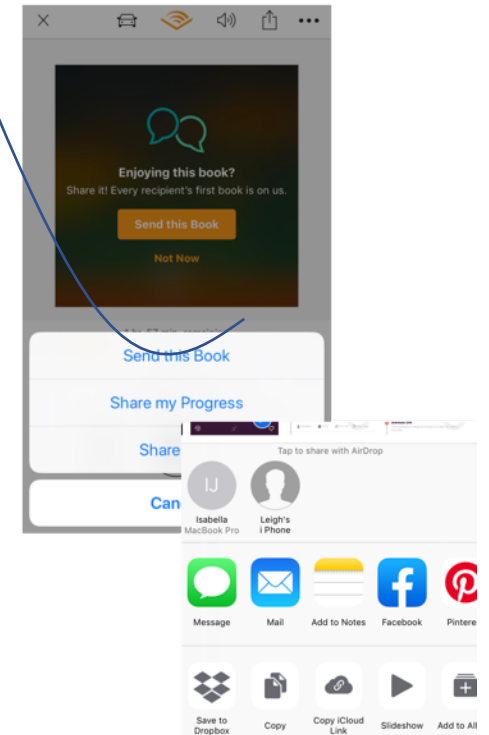
Example ways to share.

Minimum Viable Experience

Essential Function	UX Principle	User Story
• Simple experience to access crisis specific meditations • Easy "meditate with me" function for advanced mediators to share mediation	• Can access meditation before signing up • Content suitable for beginners or advanced meditator in crisis • No more than 2-3 options on each initial page for easy decision making • Open immediately to a meditation option	• "I want to forward my friend in a crisis a meditation I know will help." • "I want to quickly choose a meditation when I am in a crisis." • "I don't want to make too many choices in a crisis."

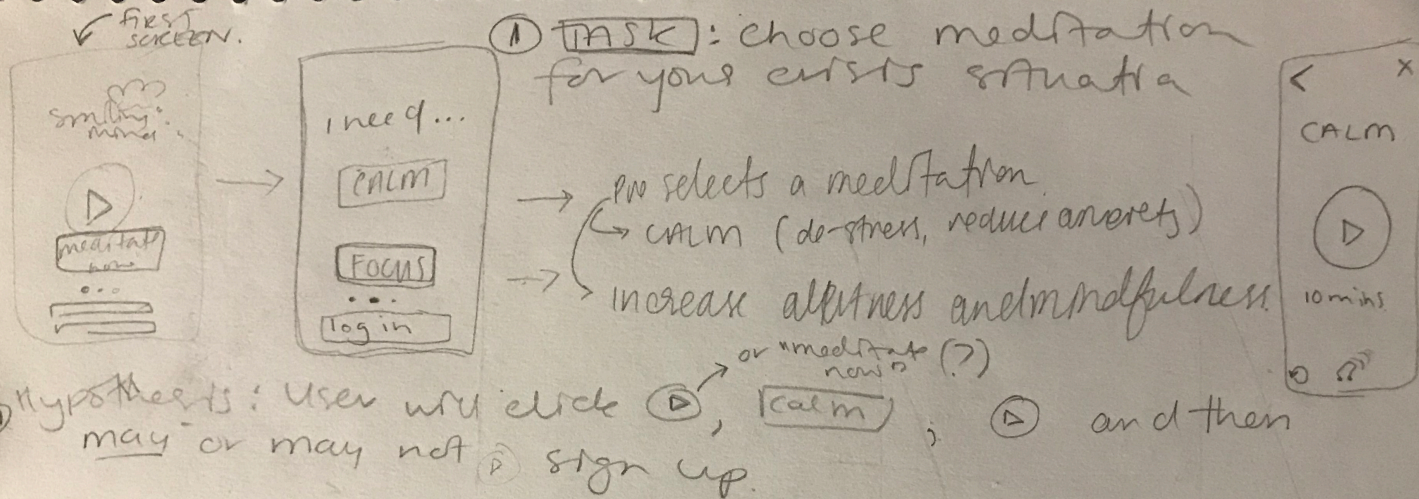**Therefore, Smiling Mind digital experience needs to...**

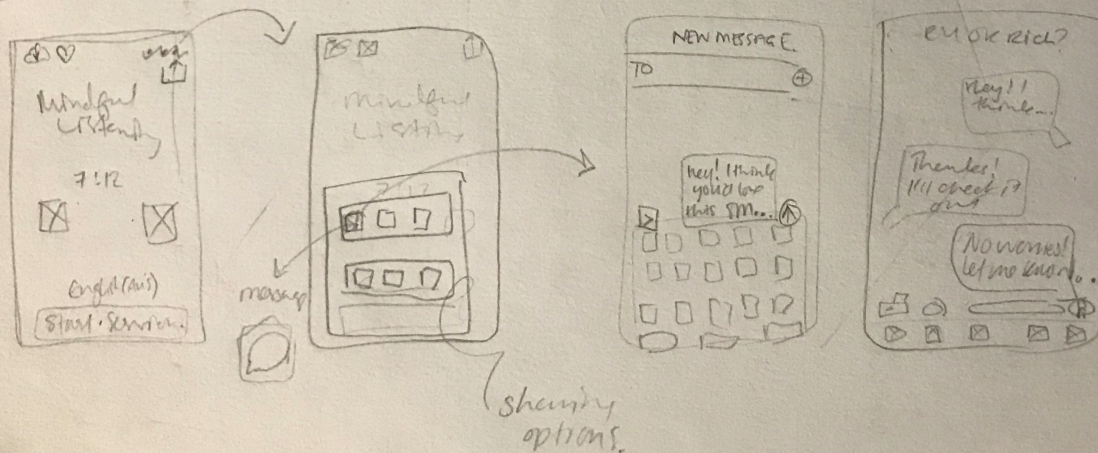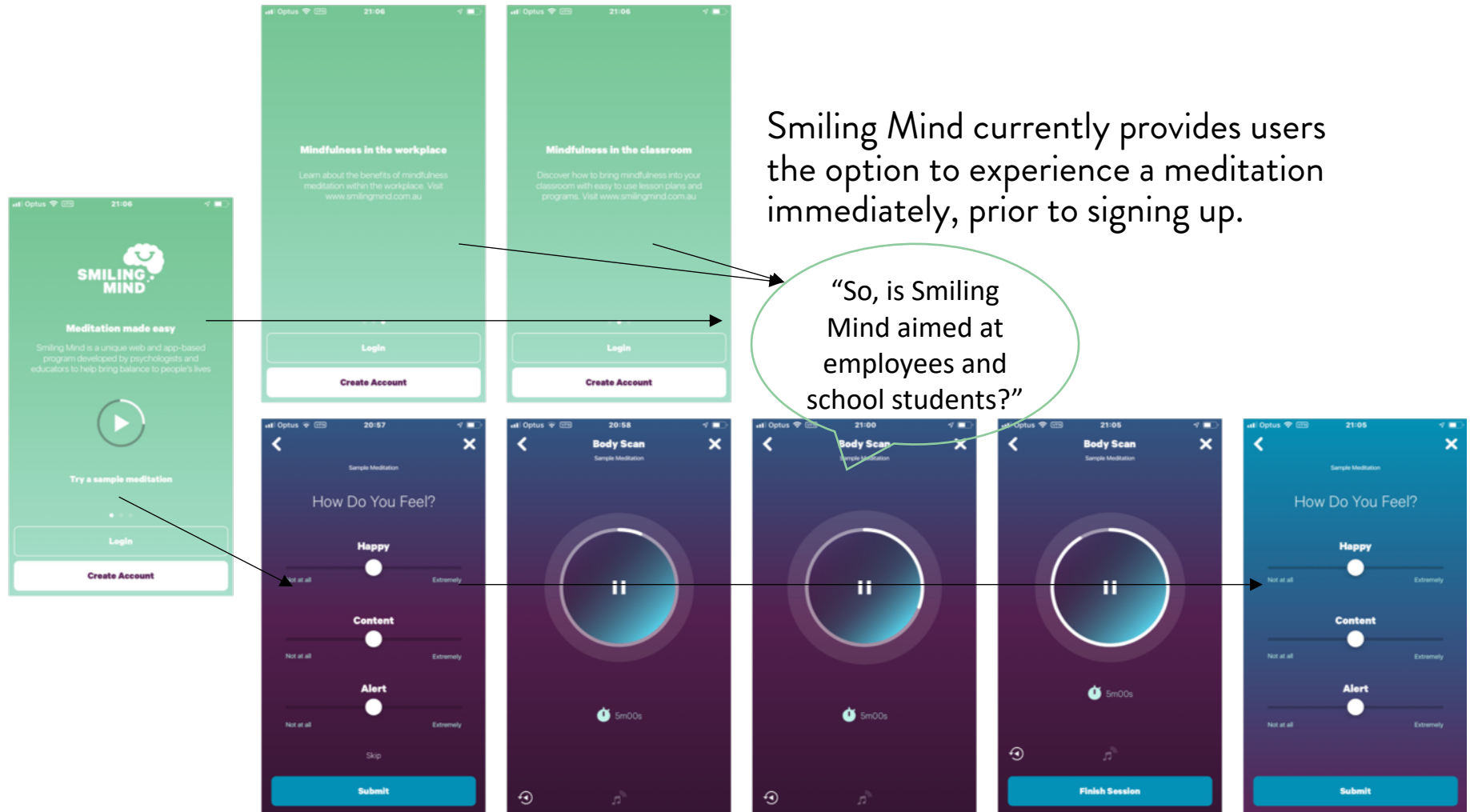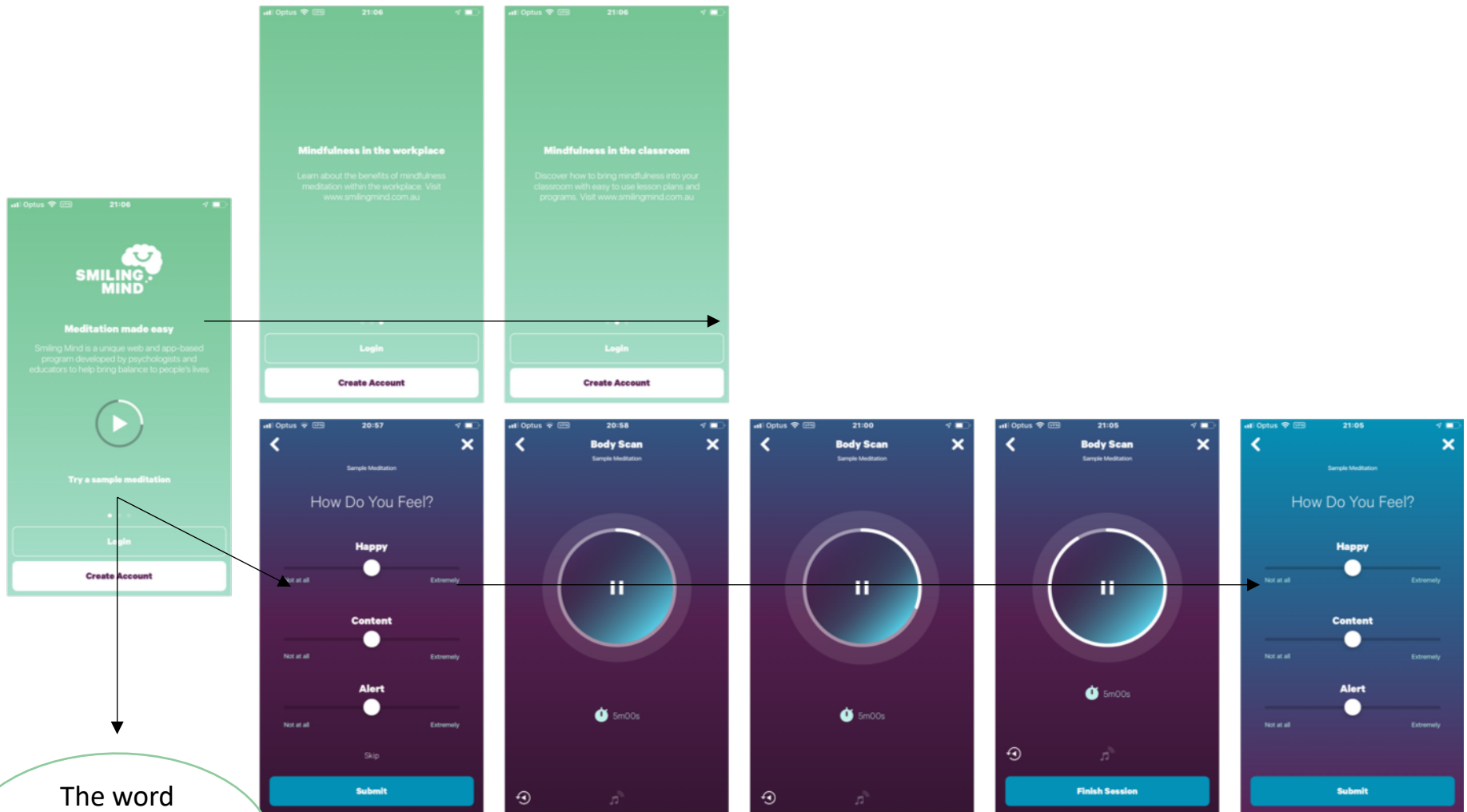| Open immediately to a 'meditate now' option	Have simple UI	Offer crisis meditation suitable regardless of experience	Allow users access to mediation before signing up

Mock up

Function: Meditate now

Smiling Mind currently provides users the option to experience a meditation immediately, prior to signing up.

"So, is Smiling Mind aimed at employees and school students?"

Function: Meditate now

The word "Sample" makes me think this isn't the real deal…

Initial screen recommendations

https://www.freecodecamp.org/news/stop-making-me-sign-up-9dc9e1ffac4e/

Enhancements according to the MVE research

Current state	Desired state
Currently exists.	Use more welcoming language like, 'meditate'.
Currently exists.	NA.
Not currently.	More specifically call out meditations relevant to specific needs or crisis situations. (See competitor analysis in appendix) Simplify the option / meditation categories.
Currently exists.	Provide more access prior to signing up.

Open immediately to a 'meditate now' option

Simple process flow to access a mediation

Offer crisis meditation suitable regardless of experience

Allow users access to mediation before signing up