BrightSelf

Sketching
Screen Flow
Design Rationale

Sketching

Having a baby can be
a wonderful time in your
life but for even the
best parents it can also
be shadowed by worry

BABY BRIGHT
aims to support you
through the tough
times, to point towards
the light...

BABY BRIGHT

Welcome, Sarah!

Every day may not be good,
but there is something good
in every day.

Hi Sarah, there's a baby
parent-gathering at

HOME | RELIEF | SUPPORT | LOG

BABY BRIGHT
- My Profile
- Information
- Relief
- Support
- Log
- Help

BABY BRIGHT

The EPDS
Monitoring Depression
Take the test

LONG SCALE | SHORT SCALE

BABY BRIGHT

In the past 7 days
I have been able to laugh
and see the funny side of
things

- As much as I always could
- Not quite so much now
- Definitely not so much now
- Not at all

LONG SCALE | SHORT SCALE

BABY BRIGHT

Right now, I feel

- Very Happy
- Happy
- OK
- Unhappy
- Very Unhappy

Log

LONG SCALE | SHORT SCALE

BABY BRIGHT

+Add Photo

+ Add Tags

+ Add Text

Log

LONG SCALE | SHORT SCALE

BABY BRIGHT

Play your favourite
song and dance
with your baby!

FOOD | FUN

HOME | RELIEF | SUPPORT | LOG

BABY BRIGHT
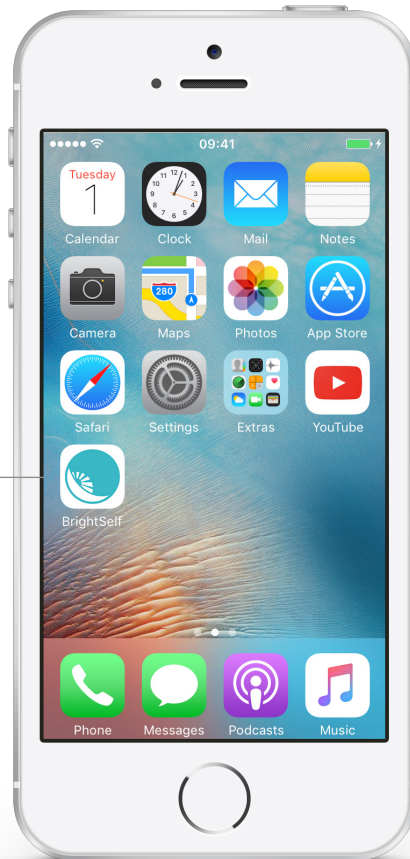
EMMA

ME | PAUL

Text to call
PATRICK | Text for tea
Text for Dinner

SOPHIE | ANNE

HOME | RELIEF | SUPPORT | LOG

Screen Flow

Design Rationale


APP LAUNCH

Bright, clean, nonmedical app icon

"*when you say the word 'mental' or 'mental health services', or anything with the word 'mental' it has a negative sound to me*" (P8)

Colour Scheme

A complementary colour scheme of greens, orange, red and blue was chosen to invite trust and engagement while avoiding a stereotypical pink and flowery styling (See Peyton et al. 2014)

Baby sling

The constituent shapes of the logo form a Gestalt representation of a baby in a sling,
The appearance of the logo is animated on app launch, a flow designed to suggest the meaning behind each component part.
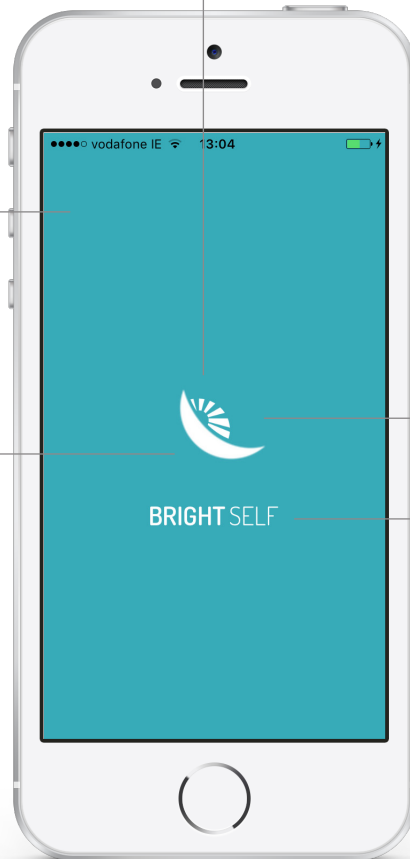
A Moon

The moon represents the opposite half of the spectrum of emotion; night as to day

BRIGHT SELF

SPLASHSCREEN

Splashscreen

Apple guidelines do not recommend the use of splashscreens, and yet many popular apps maintain their use
To give the app a professional and familiar feel, and to suggest that the user may find value in the use of the app beyond the collection of data to inform research, we chose to include one
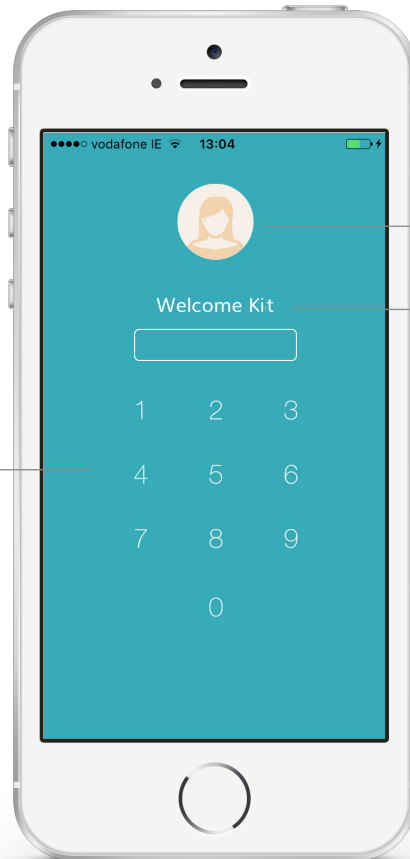
Sun Rays

Bright rays represent hope and positivity

BrightSelf

Dosis, a friendly, rounded font was chosen to mitigate medical perceptions of the app
A dual weight typeface accentuates the twin meaning in the logo

Appendices

Profile Icon

A flat icon adds some aesthetic interest to the screen

PIN SCREEN

Username

The user's first name is included to foster trust and suggest a personal space

PinCode

A 4-digit pin provides a sense of security Large numbers allow for quick and single-handed entry, for distracted users

Syncing status

Icon reflects the now common association of 'cloud storage'
Placed prominently to remind users of the need to sync data, and also to imply the priority of this action
Text confirms the meaning of the icon

Status bar

A transparent status bar was chosen to support 'presence' within the app
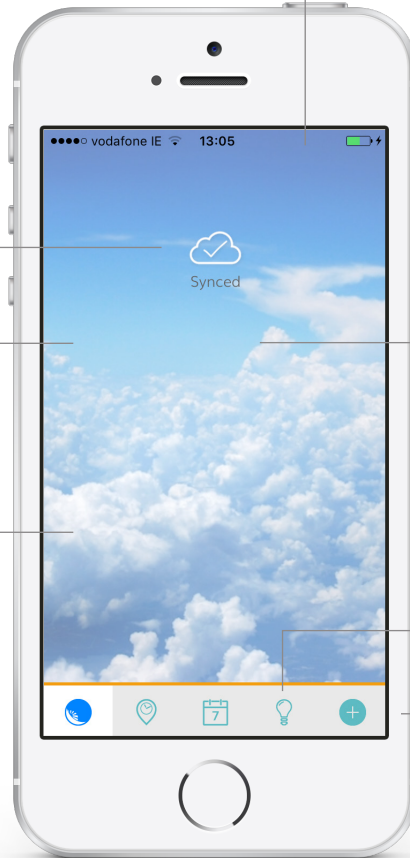
Feedback Version

A third version of the app presents a scrolling feed on this screen which can display feedback from midwives

Navigation Icons

Icons were designed to convey meaning at a small scale
Two solid colour circular icons provide symmetry and distinguish the 'Home' and 'Extras' sections

HOME SCREEN

Initial prototypes included 'inspirational' quotes here

Several midwives deemed this patronising and it was removed
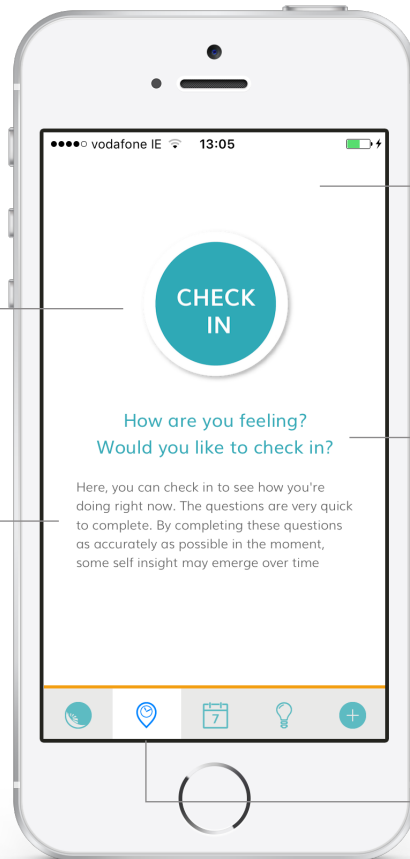
Single Navigation Bar

A one-handed and distracted user was assumed
This enforced simple navigation
The current tab is highlighted to convey the user's location within the app
An orange horizontal highlight distinguishes the navigation bar from the background

Nature photographs change each time the app is relaunched

A changing background image provides a degree of novelty which may support engagement

CheckIn Button

A simple, centrally-located button provides immediate feedback to the user about the purpose of the screen and the action to take. A drop-shadow invites interaction

Background

A plain white background maintains the user's focus on the purpose of this screen

CHECK IN

**How are you feeling?
Would you like to check in?**

Here, you can check in to see how you're doing right now. The questions are very quick to complete. By completing these questions as accurately as possible in the moment, some self insight may emerge over time

Subtitle

A subtitle in question form further conveys the purpose of this section of the app

CHECKIN SCREEN

CheckIn Icon

A location pin emphasises the pinpoint nature of this form of report in time

Detail Text

Smaller text provides an additional rationale for the use of this mode of report

Background

A solid colour background distinguishes this screen from the previous, and demarcates this as the start of a separate section of the app
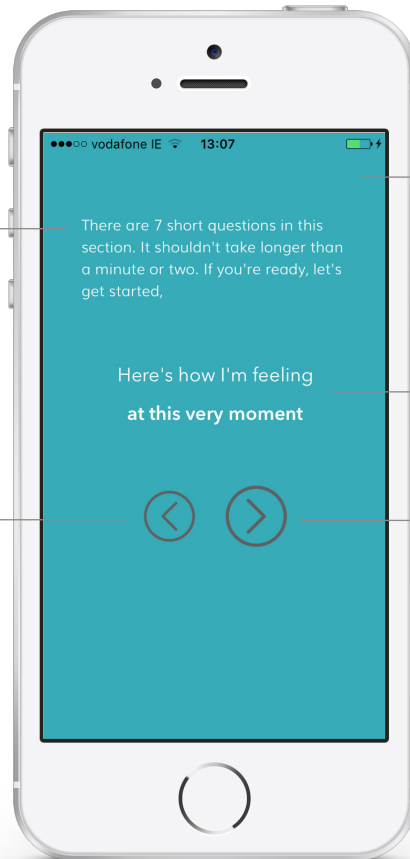
Instructional Text

Brief text indicates how long the section will take to complete, important for the engagement of users

"*I think at the beginning stating how long people can expect to do it [to complete a scale] is useful*" (Female Midwife)

Reflective Question

A first-person phrasing indicates the personal nature of this reflection and hints at an individual value in doing so
Bold text emphasises the present nature of these assessments

"*I think 'I' is better than 'You' because it makes the person think that they're actually talking to themselves as opposed to talking to an external thing ... I would be more honest with 'I' than 'You'.*" (P9)

There are 7 short questions in this section. It shouldn't take longer than a minute or two. If you're ready, let's get started,

Here's how I'm feeling

at this very moment

CHECKIN INTRO SCREEN

Previous Button

The user is given the option to leave this section, respecting their autonomy, one of three primary psychological needs according to Self Determination Theory (See Ryan & Deci 2008)

Next Button

A slightly larger arrow icon suggest the way forward
The circular outline invites interaction, a theme maintained through the app

Question Text

First-person oriented text guides the user's response

Scale Icons

Flat icons provide a graphical representation of each point in the Likert scale
Icons are animated, increasing in size when the slider is changed and bouncing back when released, supporting engaging and intuitive interaction

Anchor points

Provide additional feedback regarding the valence of the scale

I feel...

Good

Scale Labels

Text labels also indicate the meaning of each scale point

Previous Button

Tracking revisited questions can provide insight into users' patterns of reflection, potential usability concerns and reactivity to reporting

Slider Track

A minimally aesthetic scale supports sufficient interaction and one-handed use
A change in colour based on the position of the thumb further indicates scale valence

EMA SCREENS

Background

A simple white background supports efficient interaction, and mitigates distraction

Next Button

A slightly larger icon suggests progression
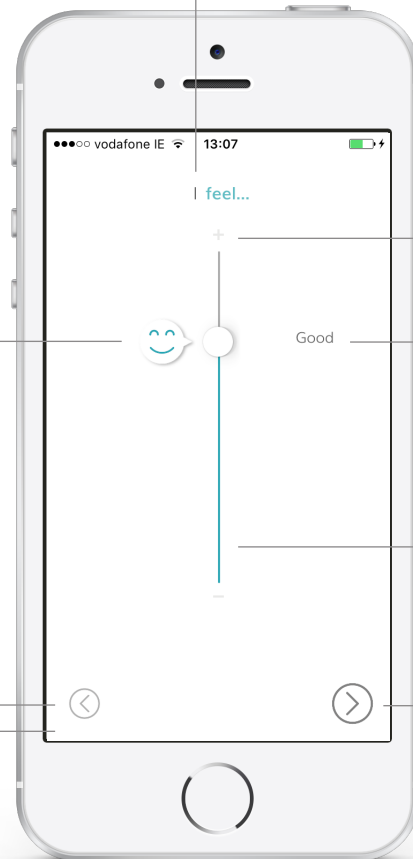
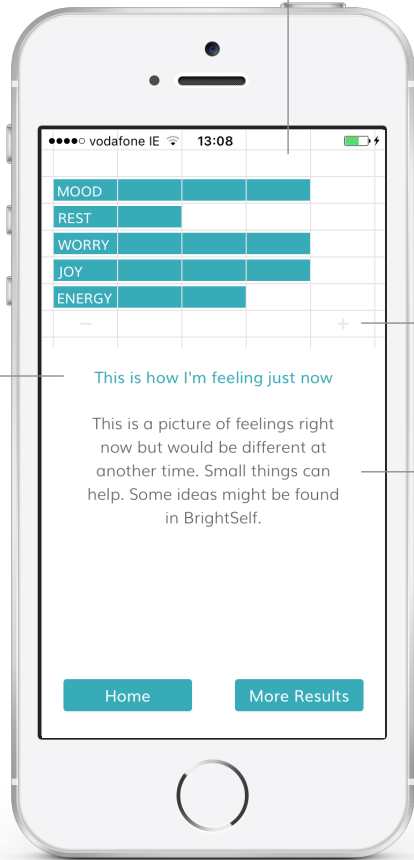## EMA Questions

5 Visual Analogue Scales (Mood, Worry, Rest, Energy, Enjoyment)
2 Radio Button Scales (Semantic Location, Activity)

Visualisation

An animated horizontal bar chart
relays to the user a visualisation of
the results they just provided
Simple feedback chosen to support
engagement
A minimalist aesthetic is maintained

Anchor points

Valenced anchor points were
chosen over numbers to
indicate a wellbeing
continuum

Text feedback

A single line of feedback
in first-person places the
results in context
This text is semi-randomly
chosen from a set of multiple
possible responses based on
a sum of a user's reports to
provide a degree of novelty
and continued incentive

Detail text

More detailed text suggests
actions to take in the case of
highly negative results, and
promotes self-awareness
otherwise
This text is semi-randomly
chosen from a set of multiple
possible responses based on
a sum of a user's reports

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Phone screen content

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MOOD			
REST			
WORRY			
JOY			
ENERGY			

—   +

This is how I'm feeling just now

This is a picture of feelings right
now but would be different at
another time. Small things can
help. Some ideas might be found
in BrightSelf.

[Home] [More Results]

EMA RESULTS SCREEN

Results

Immediate feedback
provides value and incentive

CheckBack Button

A simple, centrally-located button provides
immediate feedback to the user about the
purpose of the screen and the action to take.
A simple drop-shadow invites interaction
A vibrant red theme distinguishes this section
of the app from the Check In section
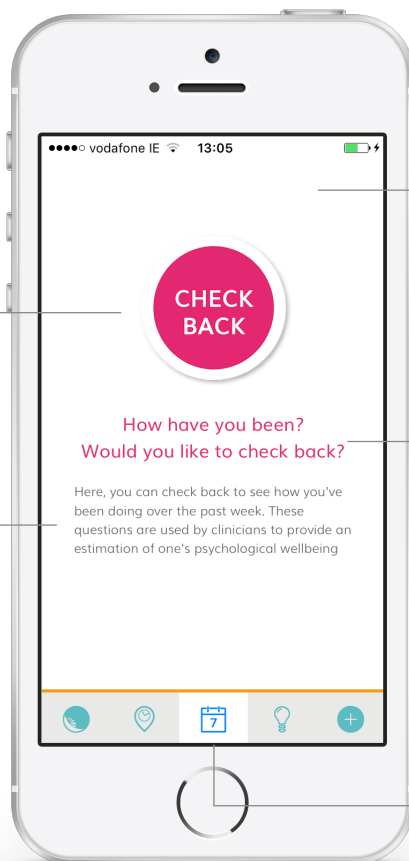
Background

A plain white background
maintains the user's focus
on the purpose of this
screen

CHECK BACK

How have you been?
Would you like to check back?

Here, you can check back to see how you've
been doing over the past week. These
questions are used by clinicians to provide an
estimation of one's psychological wellbeing

Subtitle

A subtitle in question form
further conveys the
purpose of this section of
the app

CHECKBACK SCREEN

Checkback Icon

A calendar icon with the
number 7 emphasises the
retrospective nature of this
form of report

Detail Text

Smaller text provides a further rationale for
the use of this mode of report

Background

A solid colour background distinguishes this screen from the previous, and demarcates this as the start of a separate section of the app
A vibrant red theme distinguishes this section of the app from the EMA section

Reflective Question

A first-person phrasing indicates the personal nature of this reflection and hints at an individual value in doing so
Bold text emphasises the retrospective nature of these assessments
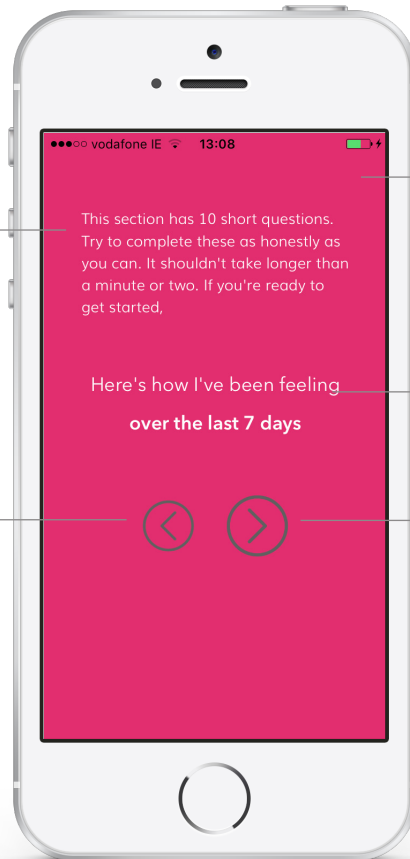
Instructional Text

Brief text indicates how long the section will take to complete, important for the engagement of users

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This section has 10 short questions. Try to complete these as honestly as you can. It shouldn't take longer than a minute or two. If you're ready to get started,

Here's how I've been feeling

over the last 7 days

Next Button

A slightly larger arrow icon suggest the way forward
The circular outline invites interaction, a theme maintained through the app

Previous Button

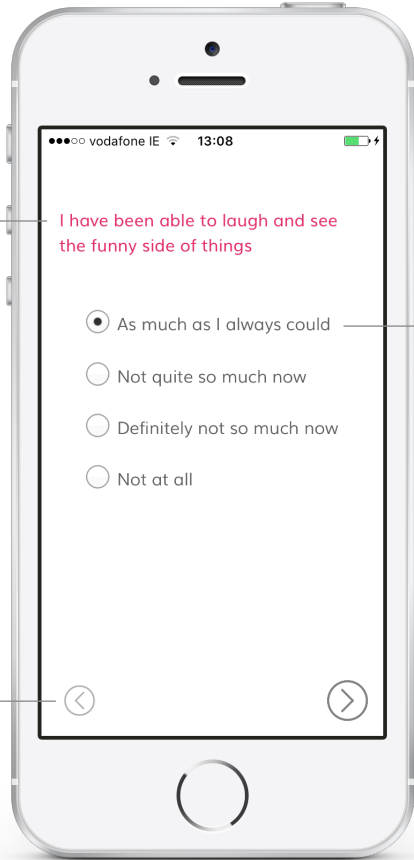The user is given the option to leave this section, respecting their autonomy

CHECKBACK INTRO SCREEN

Question

Red text draws the eye to
each question

> I have been able to laugh and see
> the funny side of things
>
> ● As much as I always could
> ○ Not quite so much now
> ○ Definitely not so much now
> ○ Not at all

Answer

Radio buttons allow for
efficient interaction
The use of circular
elements to invite
interaction is continued

Navigation

Users can go back and forth
between questions

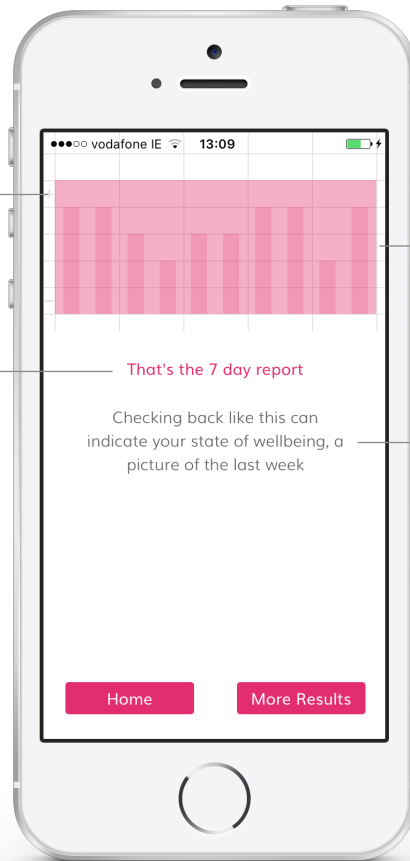EPDS SCREENS

EPDS Questions

A 10-item scale for
perinatal depression
screening

Anchor points

General (intepretivist) rather than numerical (positivist) scoring

Text feedback

A brief description of the results

That's the 7 day report

Checking back like this can indicate your state of wellbeing, a picture of the last week

Home   More Results

EPDS RESULTS SCREEN

Visualisation

An animated visualisation shows the user's response to each question, overlayed upon a summative score The choice of whether to display numerical results and their meaning featured strongly in discussion with patients and midwives

Detail text

Additional feedback chosen semi-randomly based upon the user's EPDS score
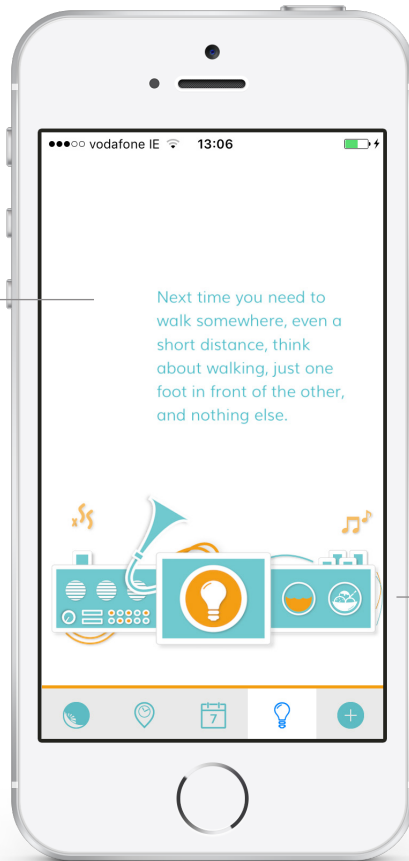
Idea Text

One of more than 65 tips
and activities chosen to
support self-care.
The semi-random and
numerous selection
supports continued use
The light-hearted
presentation attempts to
avoid a medicalised or
obsessive focus

Next time you need to
walk somewhere, even a
short distance, think
about walking, just one
foot in front of the other,
and nothing else.

Ideas Machine

A crate with a lighbulb
icon, when clicked expands
through a colourful
animation into a machine
which spouts short sections
of randomly coloured text
which then float up the
screen
The mechanism of
interaction (click-based,
semi-random, and delayed
through animation) was
designed to support
engagement

IDEAS MACHINE SCREEN

Additional features

The purpose of this section of the app was to provide
additional value to the user
Over 65 simple tips 'micro-interventions', most based
around mindfulness tips and activities were included
and revealed in colourful fashion (See Blake 2014)
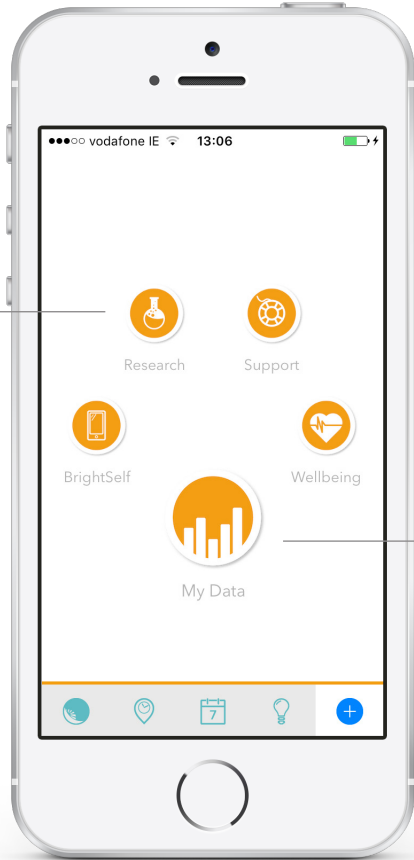
Icons

Simple icons on a white
background
A text subtitle supports
meaning
A circular form prompts
interaction

My Data

A larger icon indicates the
relative value of this section
An orange colour scheme
is used to denote all 'extras'
components

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Research

Support

BrightSelf

Wellbeing

My Data

7

EXTRAS SCREEN

Extras

Separate presentation of
these components marks
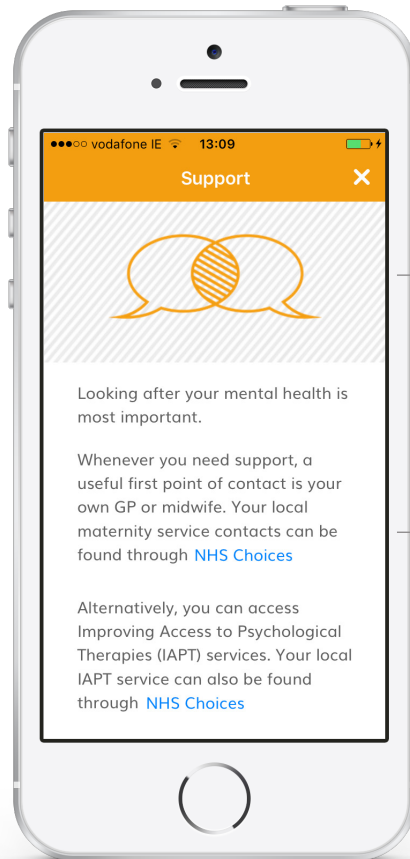them as separate to the
core content of the app
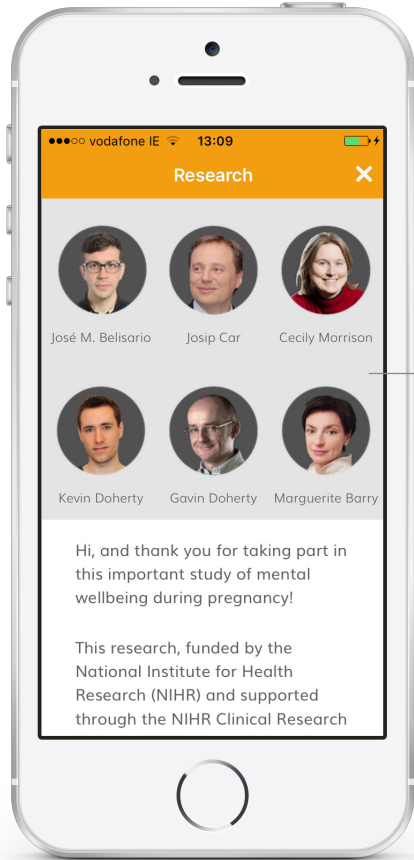
Researcher Photos

Images of the researchers
were included in an attempt
to establish trust

RESEARCH SCREEN

Research

The motivations behind this research, its
funding sources and those involved
Establishing users' trust, a working
alliance, and emphasing users'
contribution to science may support
engagement

Opening image

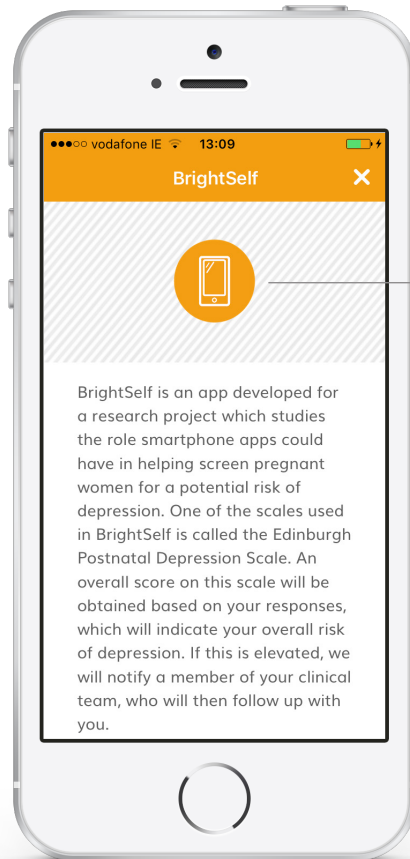Aesthetically Engaging

Support

Links to several NHS and Mental Health Charity Support options, each with images, web links and phone numbers

``*So even the links for the NHS can be just provided'' (Female Midwife)*

SUPPORT SCREEN

BrightSelf

BrightSelf is an app developed for a research project which studies the role smartphone apps could have in helping screen pregnant women for a potential risk of depression. One of the scales used in BrightSelf is called the Edinburgh Postnatal Depression Scale. An overall score on this scale will be obtained based on your responses, which will indicate your overall risk of depression. If this is elevated, we will notify a member of your clinical team, who will then follow up with you.
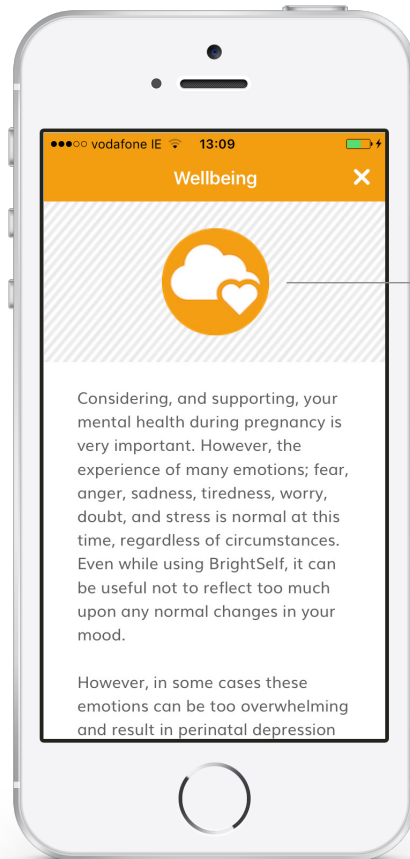
Opening image

Aesthetically Engaging

BRIGHTSELF SCREEN

BrightSelf

Information about the app, its content and features
Can be used to guide the user and also to introduce the app to others if needed

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Wellbeing ✕

Considering, and supporting, your mental health during pregnancy is very important. However, the experience of many emotions; fear, anger, sadness, tiredness, worry, doubt, and stress is normal at this time, regardless of circumstances. Even while using BrightSelf, it can be useful not to reflect too much upon any normal changes in your mood.

However, in some cases these emotions can be too overwhelming and result in perinatal depression

Opening image

Aesthetically Engaging

WELLBEING SCREEN

Wellbeing

Information about well-being during pregnancy, what is normal, and the importance of self-care

``*It's pretty rare that you get presented with the genuine full spectrum of things that you might be feeling, in a way which is kind of compelling''* (P6)

Day v Month

Data Display by Day or Month, and the ability to move between each time period

Graph

A minimal line graph showing individual reports and trends over time

CheckIn Display

The choice of CheckIn concept to display

CheckBack Display

The option to display EPDS results
Displayed as a red bar for the 7-day period they cover
The CheckBack plot sits behind the CheckIn plot to facilitate comparison

Extra Info

A popup provides an explanation of the chart and the data it draws on

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My Data ✕

```
+



–
  1   4   7   10  13  16  19  22  25  28
```

⊙ Apr 2017 ⊘ ⓘ

| BY DAY | BY MONTH |

| MOOD | REST | WORRY | JOY | ENERGY |

| 7 DAY 'CHECK BACK' DATA |

MY DATA SCREEN

My Data

The user's results on all scales over time visualised

Interaction

A simple symmetrical on/off interaction mechanism was chosen to facilitate the display and interpretation of this data
The colours of each button match the colour of the data displayed on the chart

Appendices