

## CASE STUDY

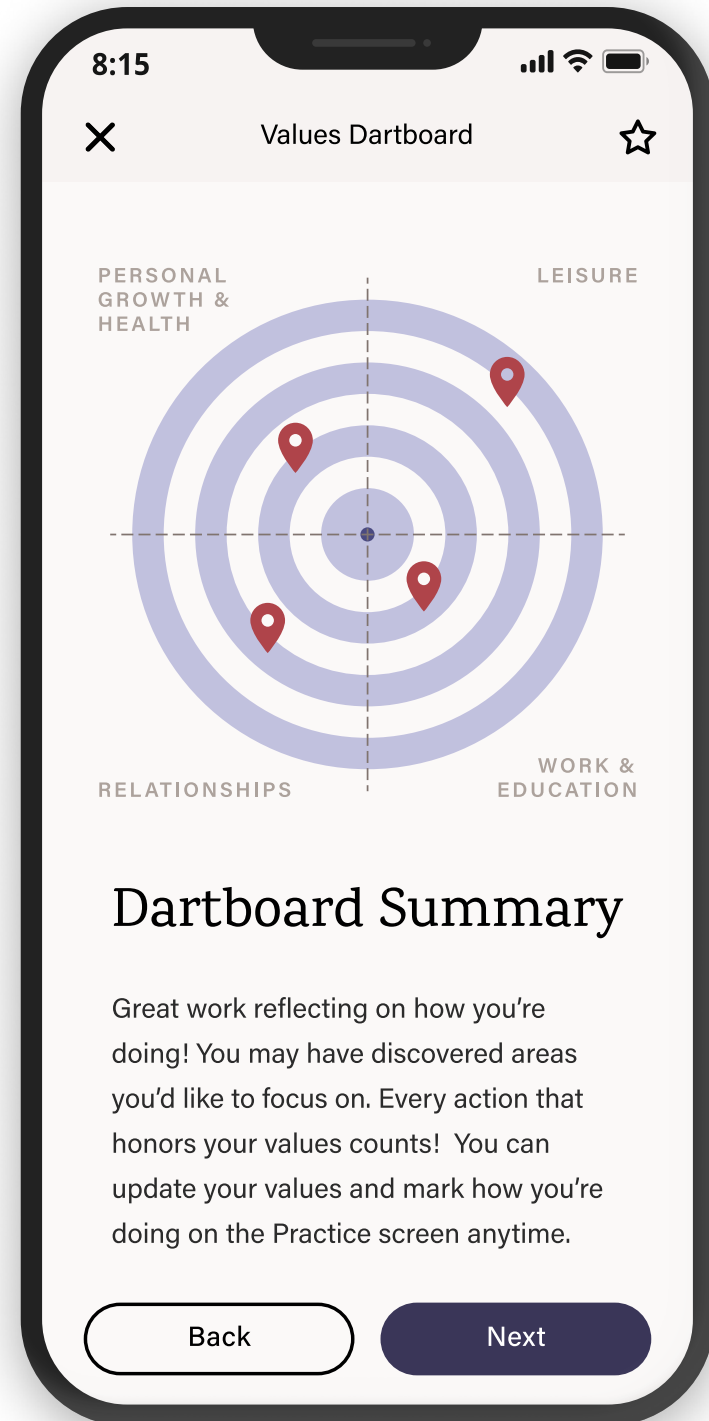
**“84% of patients reported Stanza was easy to use.”**

Stanza patients received an app update which included a new design system and user experiences which allowed them to complete therapeutic exercises in app. Before, they had to complete them through paper worksheets.



**Maggie Avila**

Senior Product Designer



# Translating paper worksheet activities into mobile app experiences, while maintaining their therapeutic effect.

## THE PROBLEM

People had to print out PDF worksheets which were linked in the Stanza app. This level of friction and lack of accessibility was leading patients to not practice the exercises as often as assigned.

**Your Practice Name Here**  
Therapist Name: Therapist Name Here  
*ACT Bullseye Worksheet*

Client Name: Client Name Here  
Today's Date: 02/02/2022

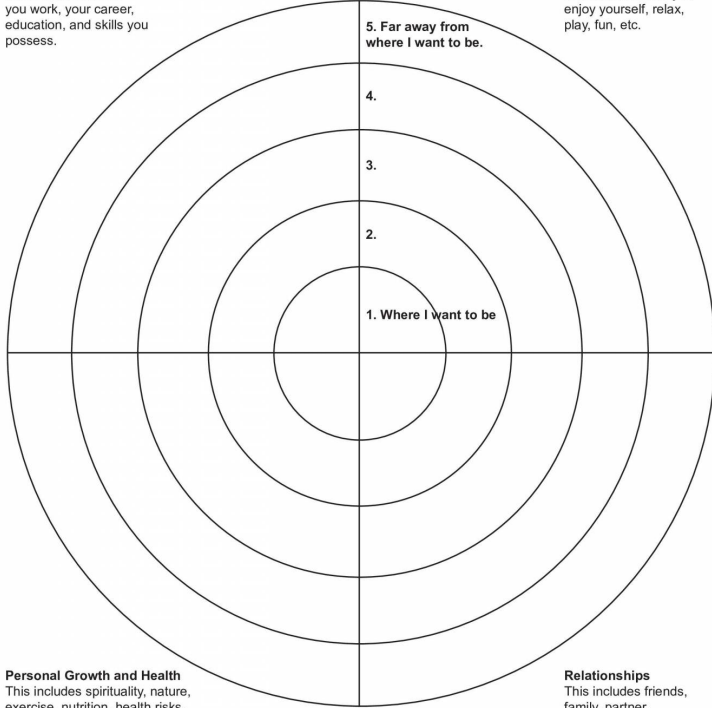
What matters deeply to you? How do you want to spend your time on this planet? What type of person are you striving to be? What personal strengths or qualities do you want to develop? This Bullseye Worksheet will help you identify where you are now and where you want to be. Refer to the chart below, and fill out the questions on page 2.

**Work and Education**  
This includes where you work, your career, education, and skills you possess.

**Leisure**  
This includes how you enjoy yourself, relax, play, fun, etc.

**Personal Growth and Health**  
This includes spirituality, nature, exercise, nutrition, health risks, creativity, meditation, and mental health.

**Relationships**  
This includes friends, family, partner, co-workers, and other social contacts.



Page 1

This includes spirituality, nature, exercise, nutrition, health risks, creativity, meditation, and mental health.

On a scale of 1 to 5 (1 being where you want to be, and 5 being far removed from the way you'd like to be), where do you stand today in the area of personal growth and health?  1  2  3  4  5

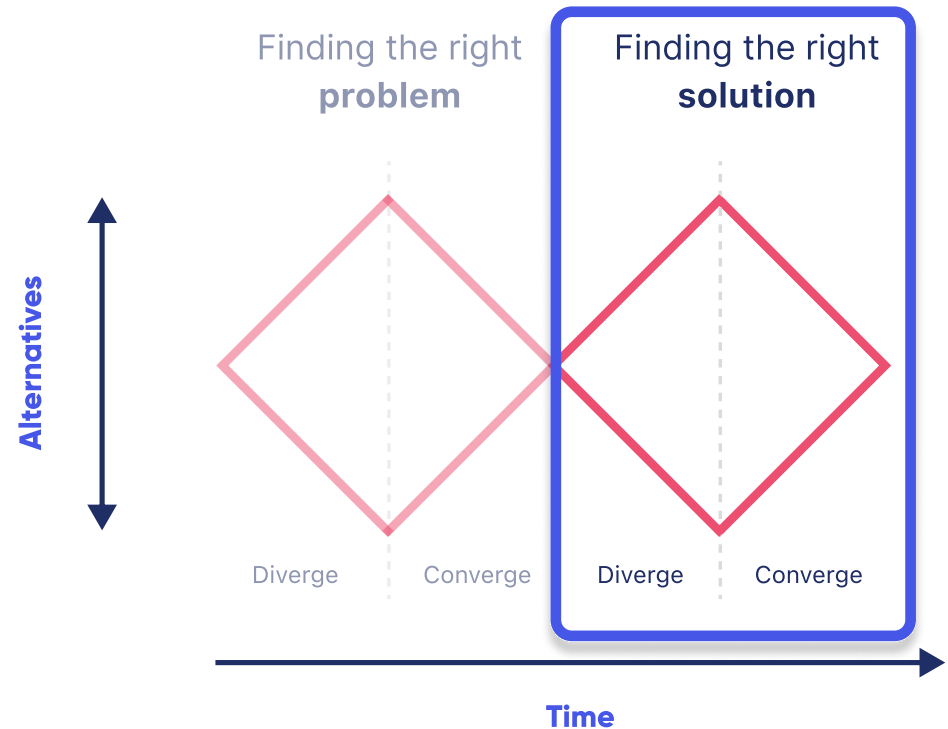
Where are you now?	Where do you want to be?

Page 2

# Double diamond process for solution validation

The problem was validated through user feedback and patient surveys that were administered on a weekly basis to track symptoms and progress.

Thus, I used a shortened double diamond process where I began at “***Finding the right solution.***”



# Scoping the problem

## MAPPING THE JOURNAL ACTIVITIES

I began with getting familiar with the worksheets, and the activities that had their design already started by a contracted Designer.

I then diagrammed their states as data objects (creation, decision point, incomplete, in-progress, and completed) to define my scope of work.

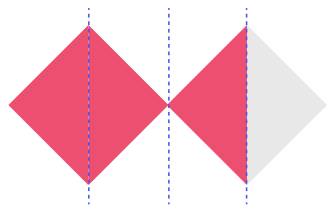
Journal & Activities State Diagram

Type	Phase						
Journals	Creation	Decision point	Conversion: "I met barriers"		Completion		
Time Well Spent	① Screen types: Introduction Prompt Great work!		No conversion. Considered complete upon creation.		→		
Values-Guided Action	① Screen types: Introduction Prompt Great work!	Options: I did it I met barriers	① Screen types: Prompt x 3		→		
Disobeying Unhelpful Thoughts	② Screen types: Introduction Prompt x 4 Summary Great work!	Options: I did it I met barriers	Screen types: Prompt x 3		→		
Values Journal	③ Screen types: Introduction Image & Text x 4 Prompt x 4 Summary Great work!		No conversion. Considered complete upon creation.		→		
Dartboard	③ Screen types: Introduction Dartboard x 4 Prompt x 4 Summary Great work!		No conversion. Considered complete upon creation.		→		
Mindfulness	② Screen types: Introduction Prompt x 3 Summary Great work!	Options: I did it I met barriers	Screen types: Prompt x 3		→		
Plans	Creation	Decision point	In-progress		Check-in	Conversion, "I met barriers"	Completion
Pacing	① Screen types: Introduction Prompt Slider input x 3 Summary Great work!	Options: Start I met barriers	① Screen types: Active timer Start Pause Completed	Screen types: Rest timer Start Pause Completed	① Screen types: Slider Prompt	① Screen types: Prompt x 3	
Exercise			Repeats if user has set cycles.				
Insights							NEEDS DOCUMENTATION

# Finding the best solution for the problem

## SKETCHES / WIREFRAMES / MOCKUPS

With this framework, I began **sketching the user flows**, and took note of any repeatable patterns across the eight activities. Through internal feedback, the designs evolved from **sketches, to low fidelity wireframes, to high fidelity mockups, and prototypes.**

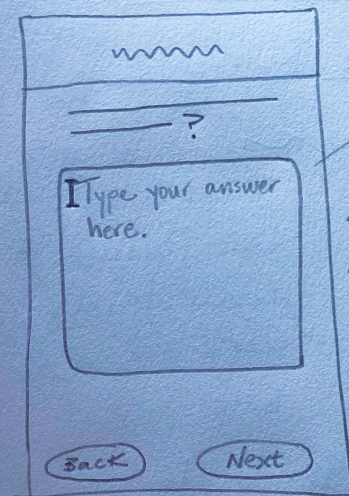


Solution validation

## Tempo Journals

- Time Well Spent
- Values Guided Action
- Disobeying Unhelpful Thoughts
- Values Journal
- Values Dashboard
- Pacing\*
- Exercise\*
- mindfulness
- Insights\*\*

## TWS: Text field input

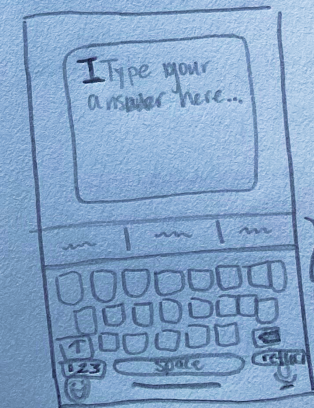


### Text input:

- max characters?
- min character #?
- How does this input interact w/ keyboard?

↑ shift up?

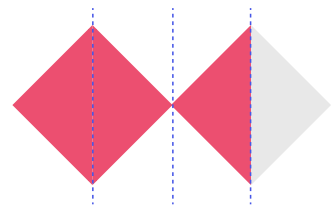
Screen focus moves up



# Collaborating on Stanza's new design system

I collaborated with Dave (a contracted visual designer) on Stanza's new user interface and experience. We communicated closely to coordinate our timelines such that Stanza's new look was defined and approved by the time I was ready to move the new features into high fidelity mockups.

Once the style guide was defined, I was in charge of building out the styles and component libraries.

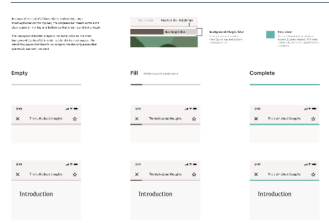


Solution validation

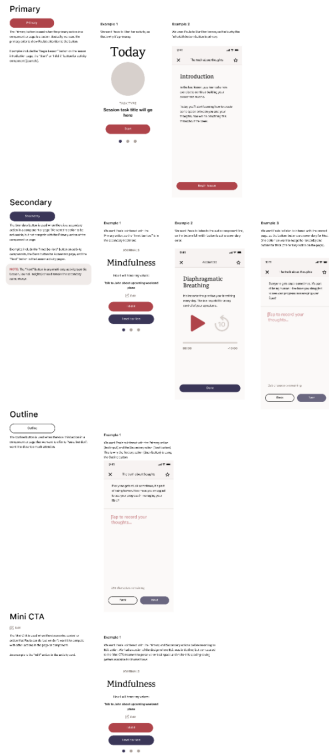
## Style guide

# Documentation

## Progress Bar

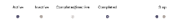


## Button usage guidelines



## Components

### CAROUSEL INDICATORS



### BUTTONS



### TABS



### TEXT INPUTS



### SLIDER



### AUDIO PLAYER



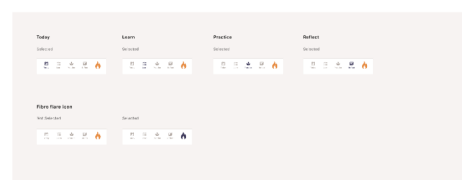
### STAR ICON



### MISC ICONS

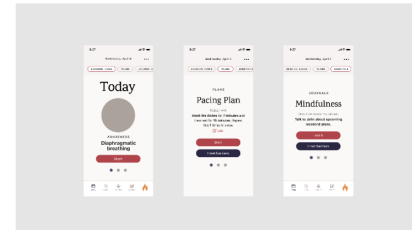


### BOTTOM NAV

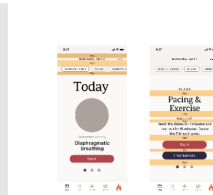


## Prioritized Page Templates

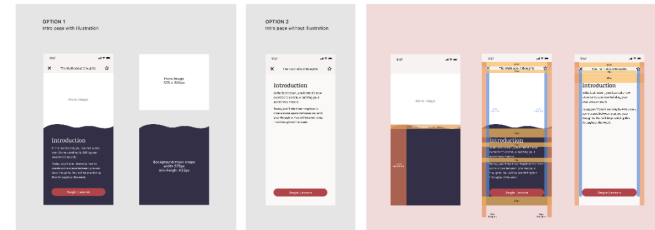
### Today screen



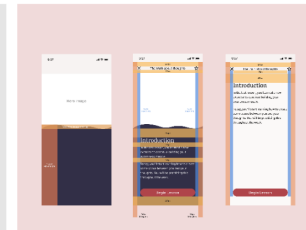
### Spacing



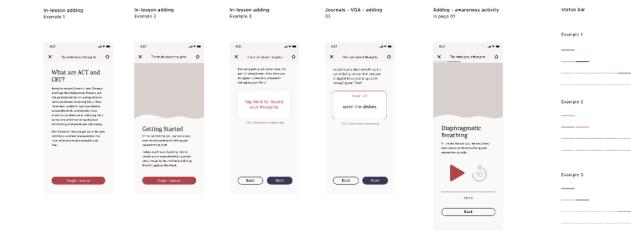
### Illustration/Introduction screen type for lessons



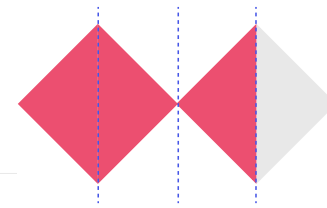
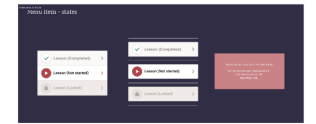
### Spacing



## Lesson Components



## Activity cards: spacing guidelines



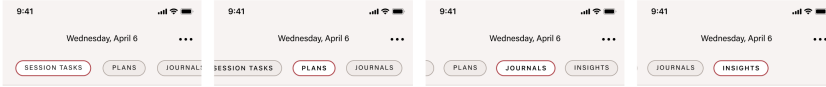
Solution validation

# Navigation: Navigation components

## Top header navigation

### Today screen navigation

First pill component has a position of margin-left of 24px to the viewport. When other pill gets tapped, it's centered aligned to the viewport. When component is set back to first pill, it goes back to left-aligned, 24px.



### Activity page navigation



### Non-lesson navigation



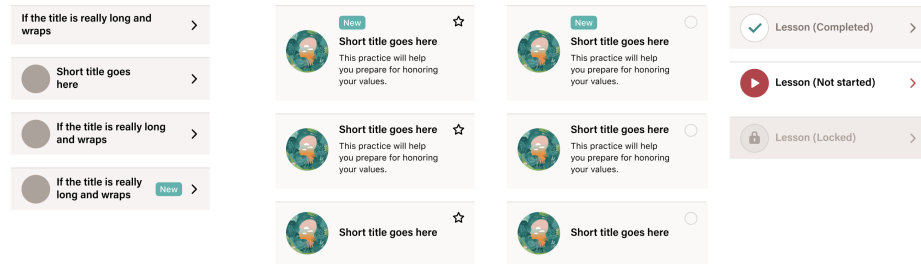
## Top pill navigation



## Bottom tab navigation



## Menu item



# Navigation: Progress

## Pagination dots



## Progress bar



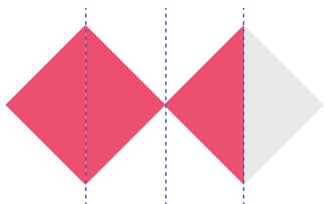
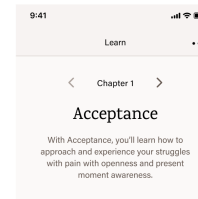
## Arrows



## Audio player



## Learn - Chapter navigation





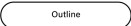

Solution validation







Navigation: **Buttons**

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



Buttons - base

Active    

Disabled    





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Buttons - side by side, in-lesson

Active   Disabled  

---

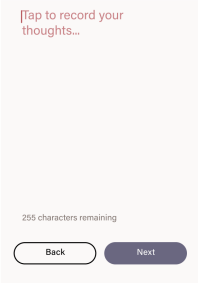
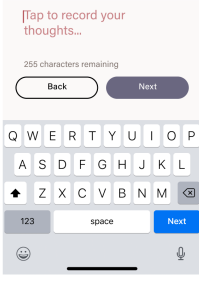
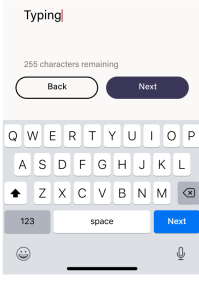
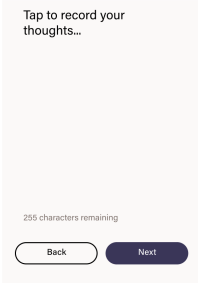
Buttons - full width

Active  Disabled  Active  Disabled 

Inputs: **Text inputs**



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Multi-line text field



Default  Keyboard  Typing  Inputted 

---

Single-line text field

Active: blinking cursor  Inputted 

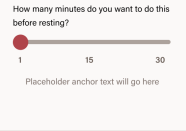
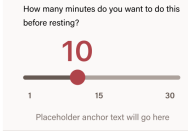
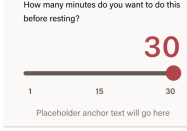
Inactive  Submitted 

Use Case: One question with multiple inputs  Use Case: Multiple questions with single inputs 

Inputs: **Slider input**

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Slider input

Default  Moved  Moved to the end 

Minutes

How many minutes do you want to do this before resting?

Placeholder anchor text will go here

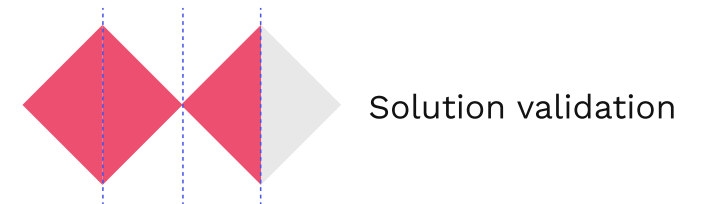
Difficulty

How difficult do you anticipate this to be?

0 = Very easy; 10 = Extremely difficult

Cycles

How many times do you want to repeat this plan, in a row, today?



# Activity components: Activity cards

## Time Well Spent

Completed

**Time Well Spent**

One thing I did today that was time well spent:

**I washed the dishes**

## Values Journal

Completed: Life Domain 1

**Values Journal**

Personal growth & health value(s):

- Read one book a month. Or more, if I want to.
- Laugh and don't take things so seriously.
- Sed posuere consectetur est at lobortis.

View all

Copy

Completed: Life Domain 1, expanded

**Values Journal**

Personal growth & health value(s):

- Read one book a month. Or more, if I want to.
- Laugh and don't take things so seriously.
- Sed posuere consectetur est at lobortis.
- Sed posuere consectetur est at lobortis.
- Sed posuere consectetur est at lobortis.

View less

Copy

Completed: Life Domain 2

**Values Journal**

Leisure value(s):

- Sed posuere consectetur est at lobortis.
- Aenean eu leo quam.

Copy

Completed: Life Domain 3

**Values Journal**

Relationship value(s):

- Sed posuere consectetur est at lobortis.
- Aenean eu leo quam.

Copy

Completed: Life Domain 4

**Values Journal**

Work & education value(s):

- Sed posuere consectetur est at lobortis.
- Aenean eu leo quam.

Copy

## Disobeying Unhelpful Thoughts

Created

**Disobeying Unhelpful Thoughts**

JOURNALS

I will disobey the unhelpful thought: **I have too much pain to get out of bed**

How: **I will get out of the bed at the first snooze and reward myself with a latte**

This will honor my value(s) of: **health.**

Edit

I did it

I met barriers

Converted

**Disobeying Unhelpful Thoughts**

I can work around my barriers by: **Gentle stretching before going to sleep.**

Copy

Completed

**Disobeying Unhelpful Thoughts**

I will disobey the unhelpful thought: **I have too much pain to get out of bed**

How: **I will get out of the bed at the first snooze and reward myself with a latte**

This will honor my value(s) of: **health.**

Copy

## Values Dartboard

Created

**Values Dartboard**

VALUES

## Values Guided Action

Created

**Values Guided Action**

JOURNALS

Talk to John about weekend plans

Edit

I did it

I met barriers

Converted

**Values Guided Action**

I can work around my barriers by: **By scheduling social plans within my energy levels.**

Copy

Completed

**Values Guided Action**

Talk to John about weekend plans

Copy

## Pacing

Created

**Pacing**

PLANS

Today I will:

Wash the dishes for 7 minutes and then rest for 15 minutes. Repeat this 7 times in a row.

Start: 1/3 cycle(s)

Edit

Start

I met barriers

In-progress

**Pacing**

PLANS

Today I will:

Wash the dishes for 7 minutes and then rest for 15 minutes. Repeat this 7 times in a row.

Continue: 1/3 cycle(s)

Continue

I met barriers

Cycles completed, check-in questions NOT completed

**Pacing**

Talk to John about weekend plans

Completed: 3 cycle(s)

Copy

Let's check in

Incompleted, "I met barriers"

**Pacing**

I honored my values by: **Being more gentle with my expectation for physical activity.**

Completed: 1/3 cycle(s)

Completed

**Pacing**

Wash the dishes for 7 minutes and then rest for 15 minutes. Repeat this 7 times in a row.

Completed: 3 cycle(s)

Copy

## Exercise

Created

**Exercise**

PLANS

Today I will:

Walk for 20 minutes and then rest for 5 minutes. Repeat this 2 times in a row.

Start: 1/3 cycle(s)

Edit

Start

I met barriers

In-progress

**Exercise**

PLANS

Today I will:

Walk for 20 minutes and then rest for 5 minutes. Repeat this 2 times in a row.

Continue: 1/3 cycle(s)

Continue

I met barriers

Cycles completed, check-in questions NOT completed

**Exercise**

PLANS

Walk for 20 minutes and then rest for 5 minutes. Repeat this 2 times in a row.

Completed: 3 cycle(s)

Copy

Let's check in

Incompleted, "I met barriers"

**Exercise**

I honored my values by: **Being more gentle with my expectation for physical activity.**

Completed: 1/3 cycle(s)

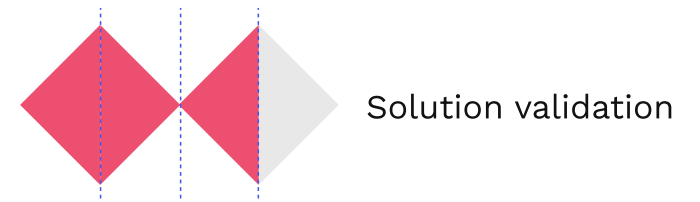
Completed

**Exercise**

Walk for 20 minutes and then rest for 5 minutes. Repeat this 2 times in a row.

Completed: 3 cycle(s)

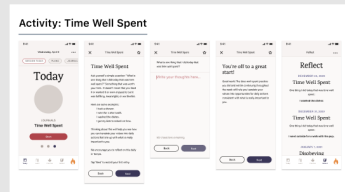
Copy



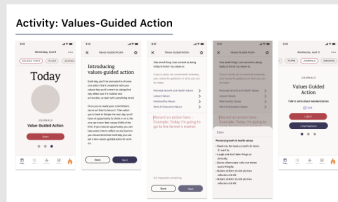
# Translating paper worksheets into a mobile user experience

The eight worksheet activities were composed of text inputs, slider inputs, a dartboard input, and a timer experience. The text only solutions were very straightforward to design. For the slider inputs, dartboard, and timer designs, multiple directions were explored and best solutions selected through internal review and feedback processes.

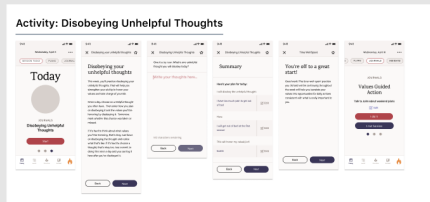
Time Well Spent



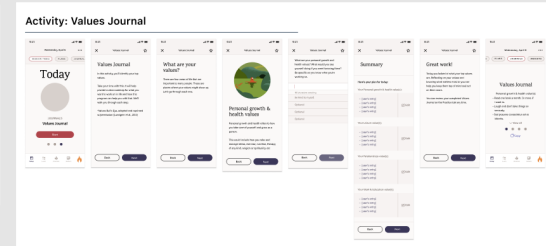
Values Guided Action



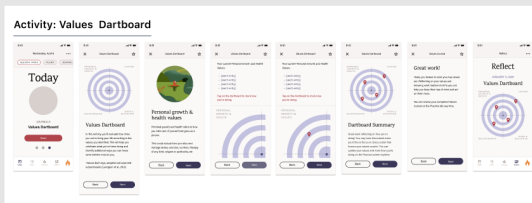
Disobeying Unhelpful Thoughts



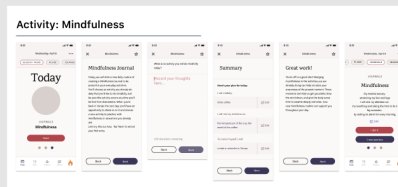
Values Journal



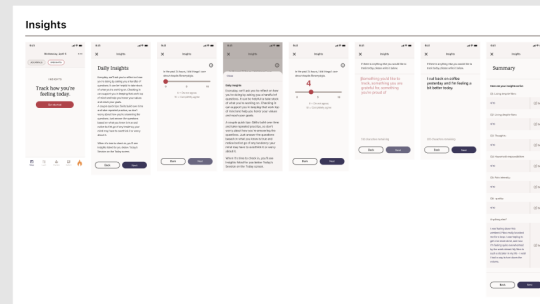
Values Dartboard



Mindfulness



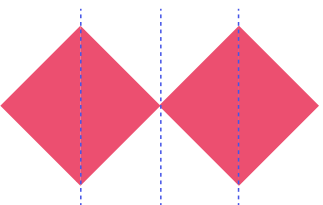
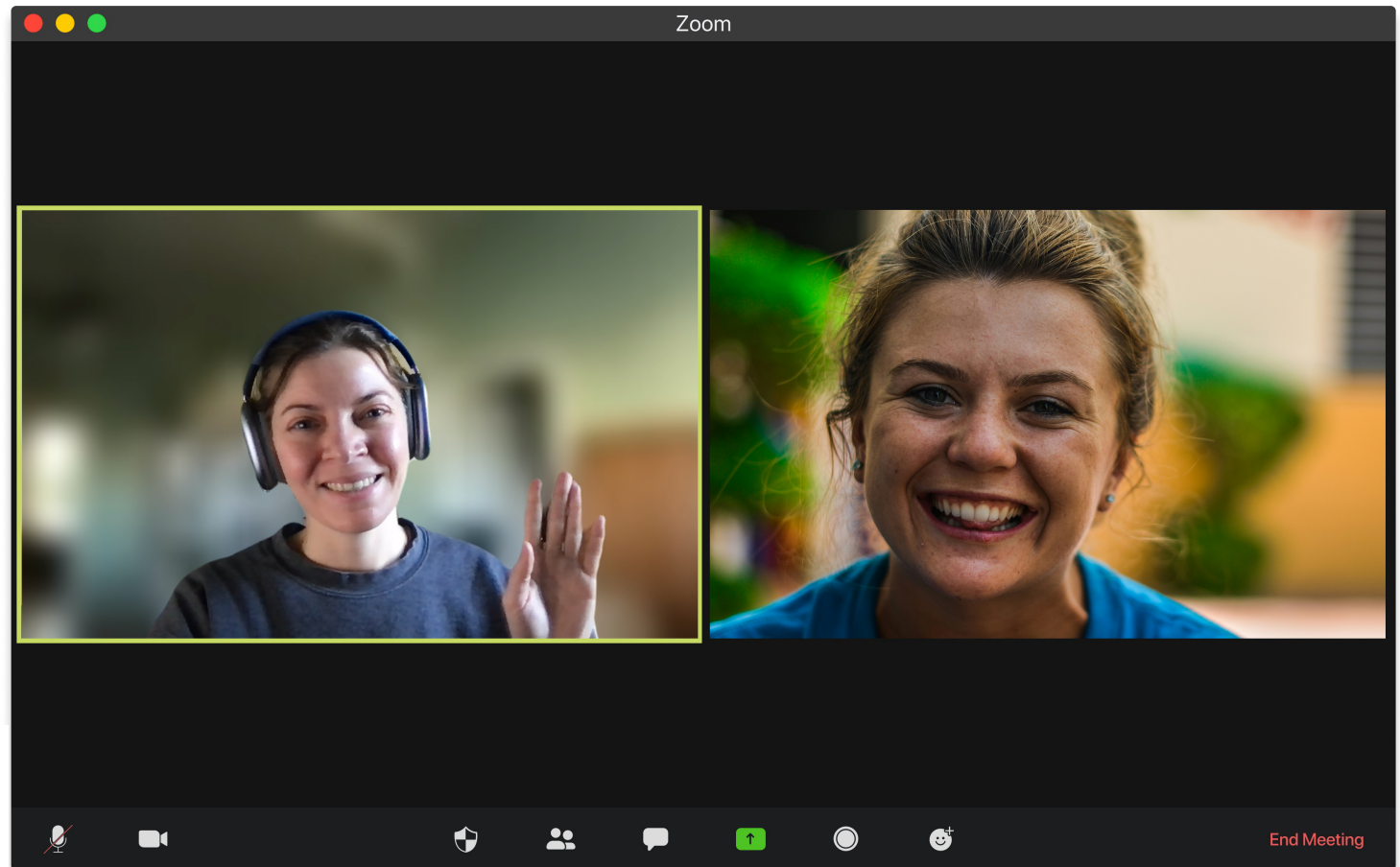
Insights



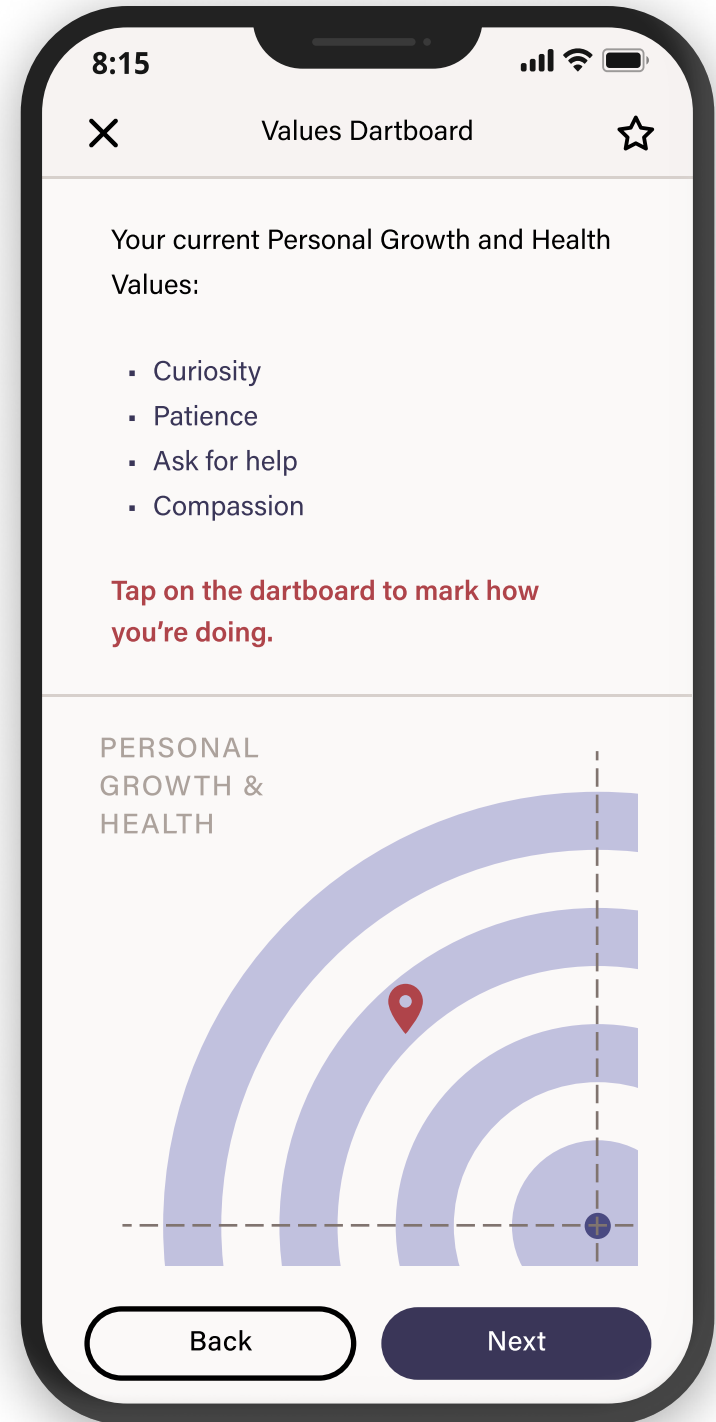
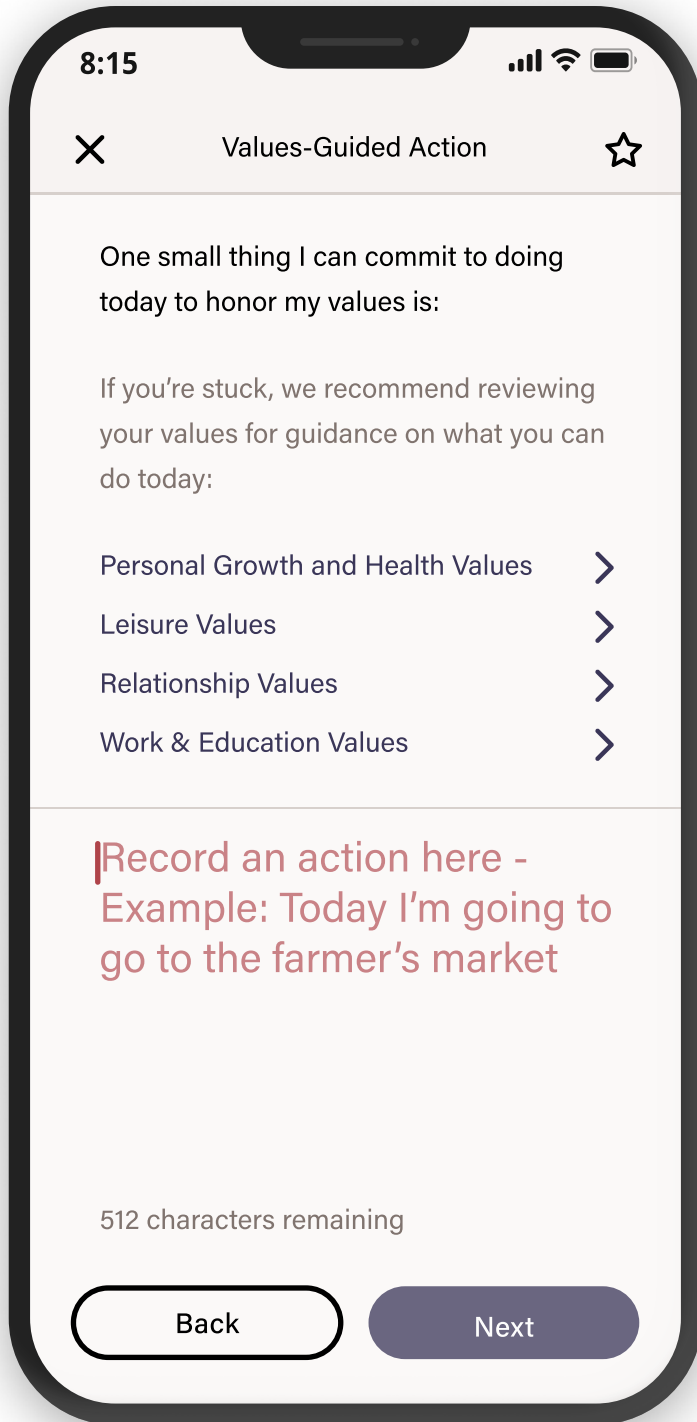
Solution validation

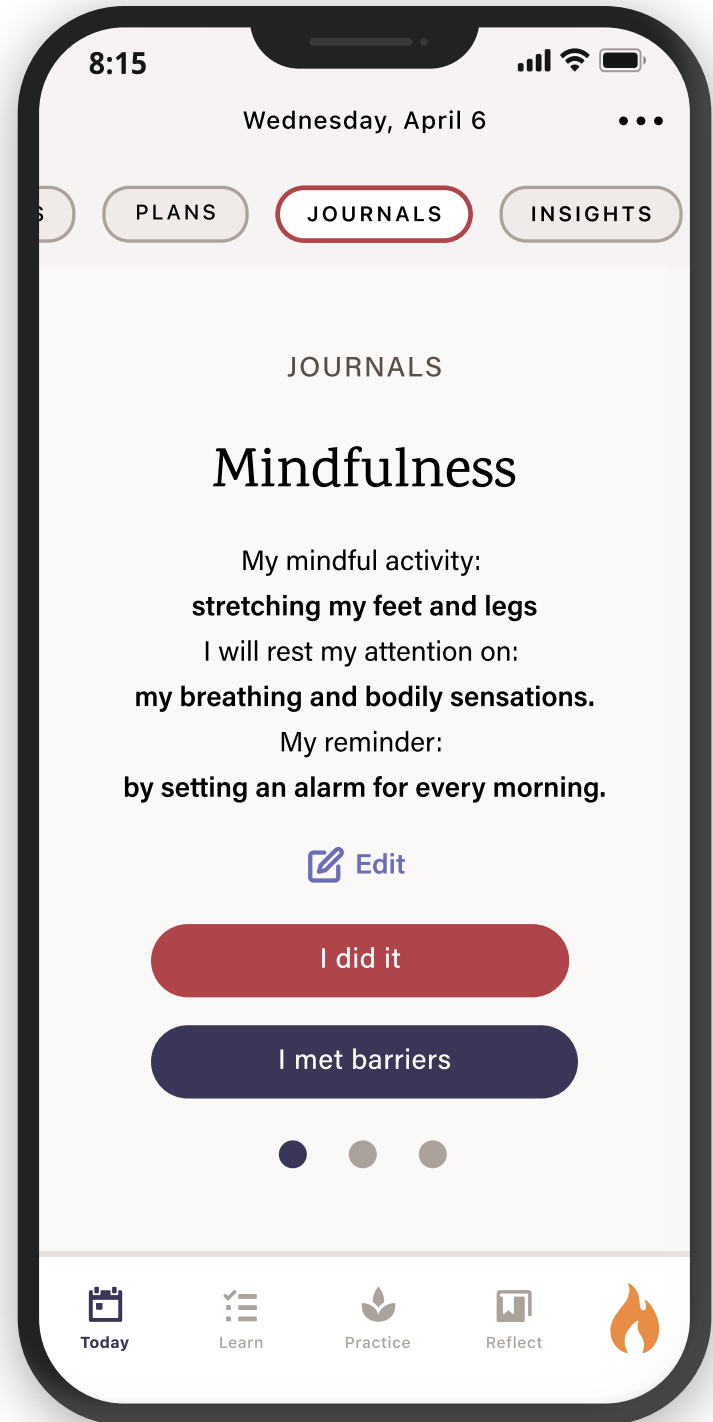
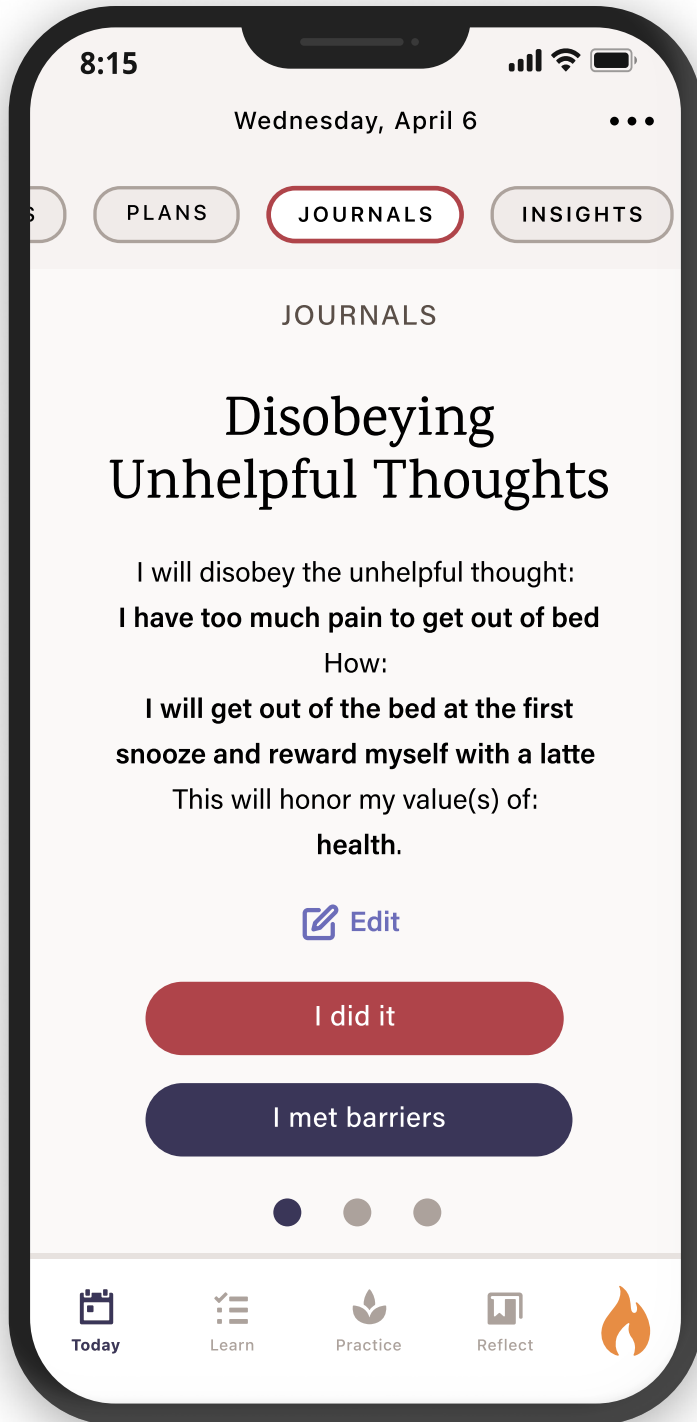
## Getting feedback on preliminary designs

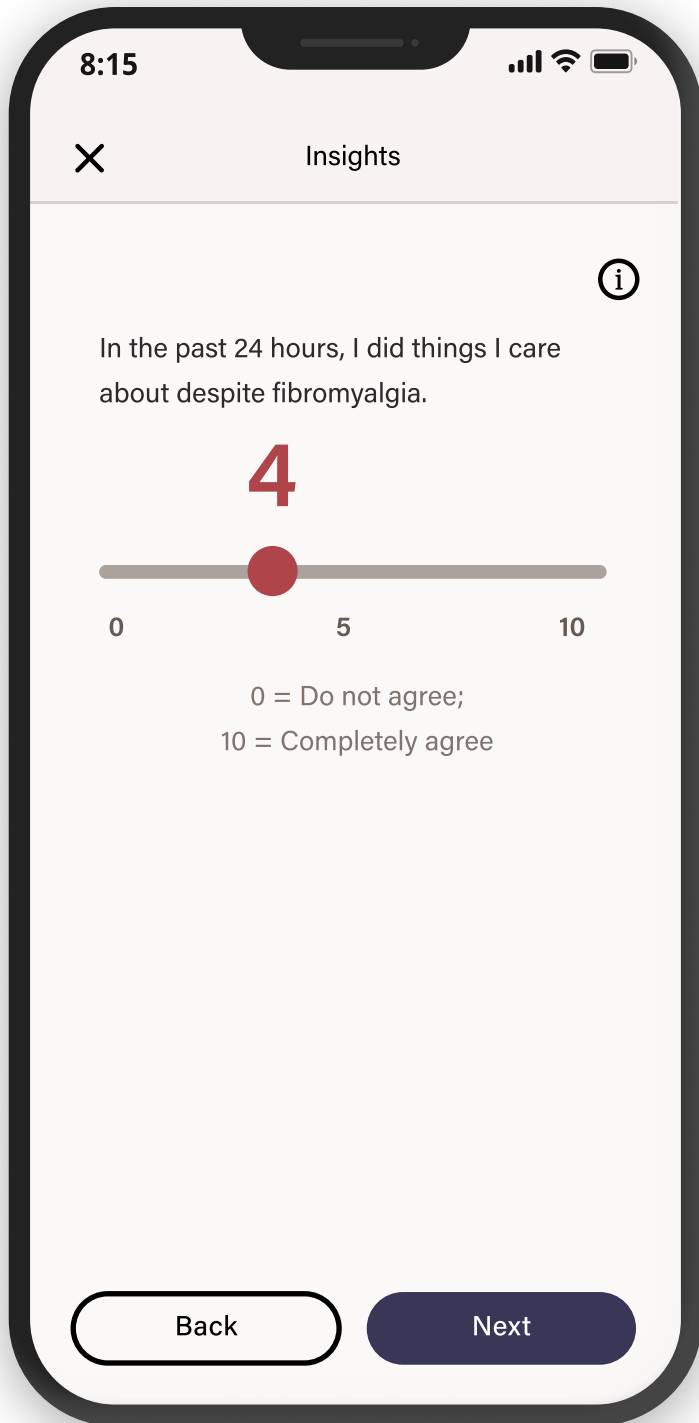
Before Garret's contract ended, we conducted usability testing on the unique journal user experiences. For the remaining journals, they utilized common input patterns which we decided didn't need the resources for usability testing (ie, text fields and sliders).



Solution validation







8:15

✕ Time Well Spent ☆

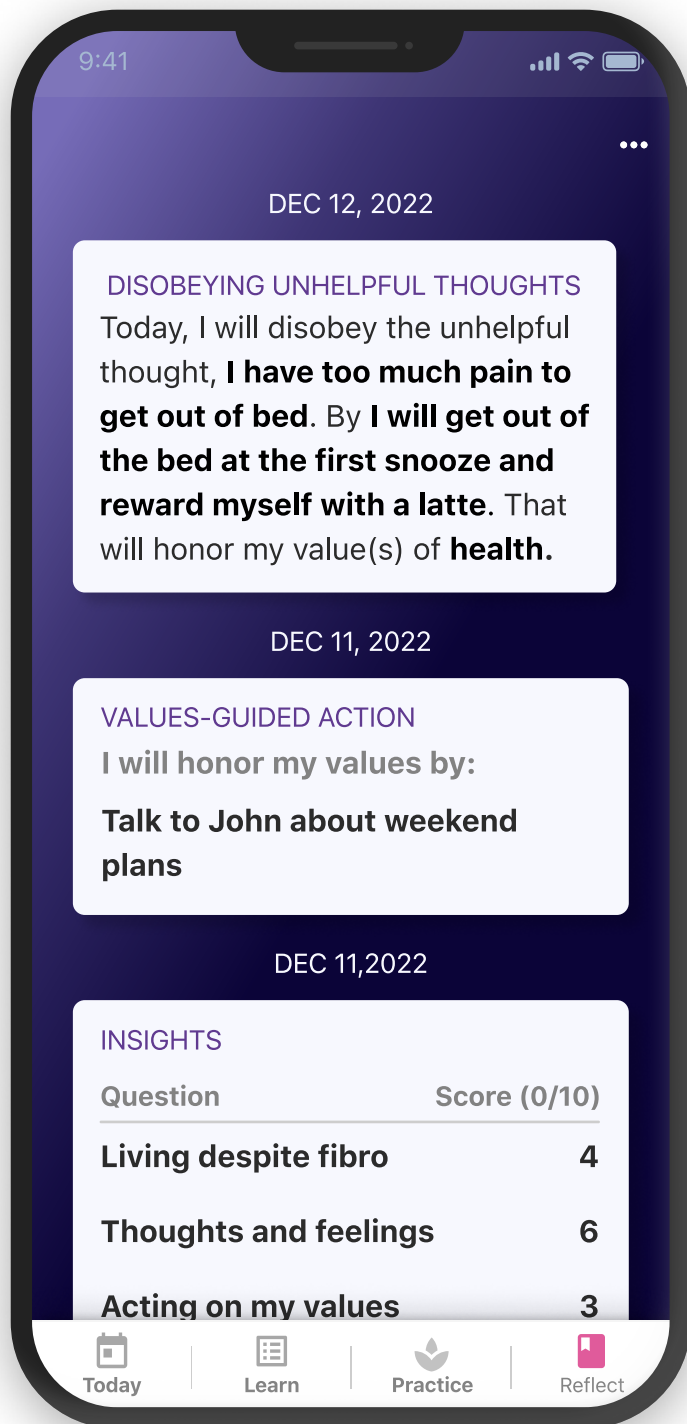
What is one thing that I did today that was time well spent?

Write your thoughts here...

512 characters remaining

Back Next

The image shows a mobile app interface for a journaling prompt. At the top, the time is 8:15. The title is 'Time Well Spent' with a close button (✕) on the left and a star icon (☆) on the right. The main text asks: 'What is one thing that I did today that was time well spent?'. Below this is a large red prompt: 'Write your thoughts here...'. At the bottom, there is a character count: '512 characters remaining'. At the very bottom, there are two buttons: 'Back' and 'Next'.



Control version



New design



# Stanza V2 saw the following results from three clinical studies

## THE FINAL RESULTS

Stanza's visual and experience redesign helped patients more easily practice the core concepts and exercises of the CBT and ACT program. This helped create amazing patient outcomes documented over three clinical trials.

**83%**

of patients had reduced depression

**78%**

of patients had improved physical functioning

**74%**

of patients had less fatigue

**72%**

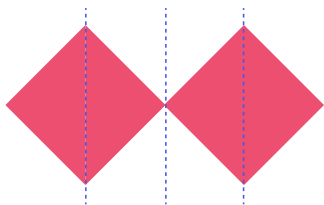
of patients reported improved sleep

**70%**

of patients had less pain interference

**68%**

of patients reported improved memory



Solution validation

# I learned the most from the things I didn't expect

## LEARNINGS AND NEXT STEPS

I was surprised by the significant positive outcomes from the clinical trials versus to the control. The therapeutic exercises were crucial to people experiencing improved well-being, and it became apparent people were not using the paper worksheets as often as prescribed.

In retrospect, I would've loved the opportunity to tackle a tablet friendly design of the app, to satisfy many patient requests.

Swing Care is operational and serving patients with fibromyalgia. I'm very proud of the work I did and that it still helps people every day!



**Mobile app experiences can be powerful delivery mechanisms for therapeutic care.**



**Beautiful, explanatory illustrations help with learning comprehension.**



**I wish I was able to design the app for tablet devices, and redesign the inputs to be more accessible.**

**Thanks!** 🙌



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