



**AUT CENTRE FOR  
PERSON CENTRED RESEARCH**

**AUT**

# M.A.P. APP

---

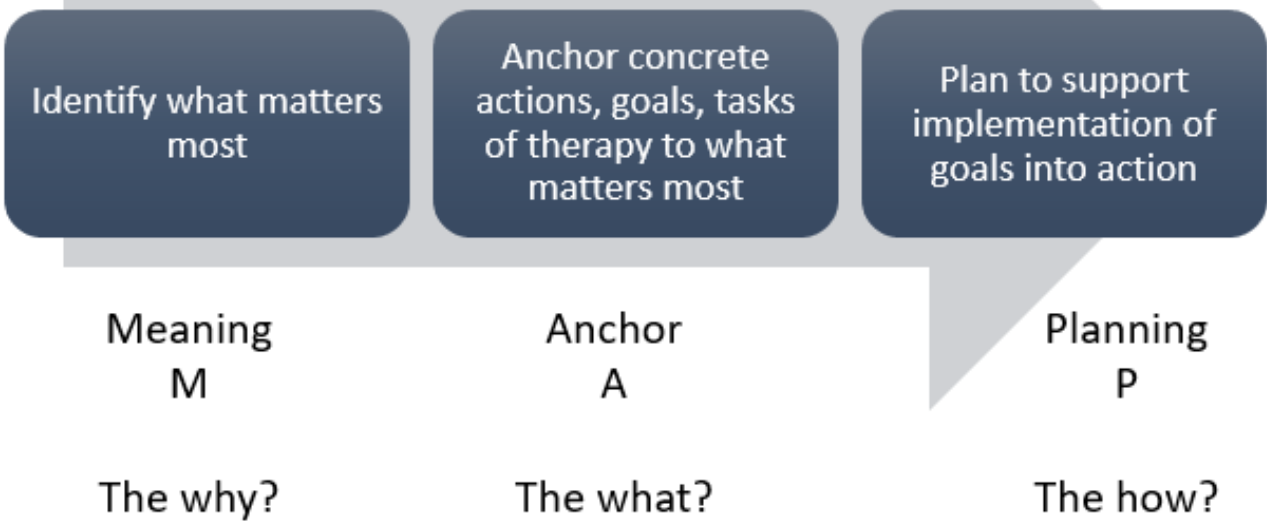
Meaning. Anchoring. Planning.

Project team: Nicola Kayes, Ann Sezier, Marcus King, Kathryn McPherson



## Our Aim

To translate '**Meaningful Goals**' – a goal setting approach that builds on theory and evidence in goal planning, engagement and behavioural adaptation – into a mobile health application.



McPherson, K.M., Kayes NM, and P. Kersten, (2014). *MEANING as a Smarter Approach to Goals in Rehabilitation*, In Levack, W. and Siegert, R. (Eds.) *Rehabilitation Goal Setting: Theory, Practice and Evidence*. CRC Press, Taylor& Francis: Boca Raton.

# Purpose

## Who is it for?

- People living with the long term and disabling consequences of injury or illness

## Why?

- To optimise impact of rehabilitation through enhanced engagement
- To support people to manage their health in the context of injury and illness
- To build self-regulatory capacity for long term health and well-being

## Why in app format?

- Providing an adjunct to rehabilitation
- Supporting self-management beyond discharge from active rehabilitation services
- Contributing to health equity (access and opportunity)
- Contributing to a sustainable healthcare





# Approach

# The Person Based Approach

(Yardley et al, 2015)



Intended for developing health-related behavior change interventions that may or may not include a digital product.

Focus on understanding and accommodating the perspectives of people who will use the intervention.

## **2 KEY ELEMENTS:**

1) A developmental process involving qualitative research carried out at every stage of intervention development to identify contextual factors, users' needs & priorities, elicit views on uptake and engagement.

2) Identify guiding principles to underpin design and development.



01

Qualitative  
Research

02

Development

03

Qualitative  
Research

04

Refinement  
& further  
development

05

Qualitative  
research

...



# Findings



01

## Qualitative Research



2 Focus groups, (n=10) adults with long-term conditions (TBI (2), MS (4), Cerebral Palsy (1), Osteo-arthritis (2), cancer (1))

"You need to be very clear who the app is for...I would want to know it was for me" (FG2)

### Relevance

"What would make me reach for the app is if something or someone told me that it would help me" (FG1)

"I like apps but I get easily bored with them and stop using them" (FG2)

"What's meaningful is big, I don't know what... how to answer that question " (FG1)

"I like success stories" (FG2)

### Valuable

"I would want to personalise it, make it mine... like with an avatar or something" (FG2)

### Trustworthiness

"There needs to be an immediate connection with the problem you want to solve, right from the start in the app" (FG1)

### Desirability /Engaging

### Adoptability/ Accessible

"Don't be so descriptive that the purpose becomes unclear" (FG2)

01  
Qualitative  
Research

02  
Development

Format of delivery influences  
flow and steps – it cannot be a  
straight translation

Personalisation is key

Clear language: we can use words like  
'goal', 'challenge', 'problem' – be wary of  
assumptions

Clear strategy for how  
people will access the app

We need to make it engaging

Simplify example drop down  
menus, icons over text, visualise

Clear engaging introduction as to  
whom the app is for, why one  
would use it, on what basis it  
would help

01

Qualitative  
Research

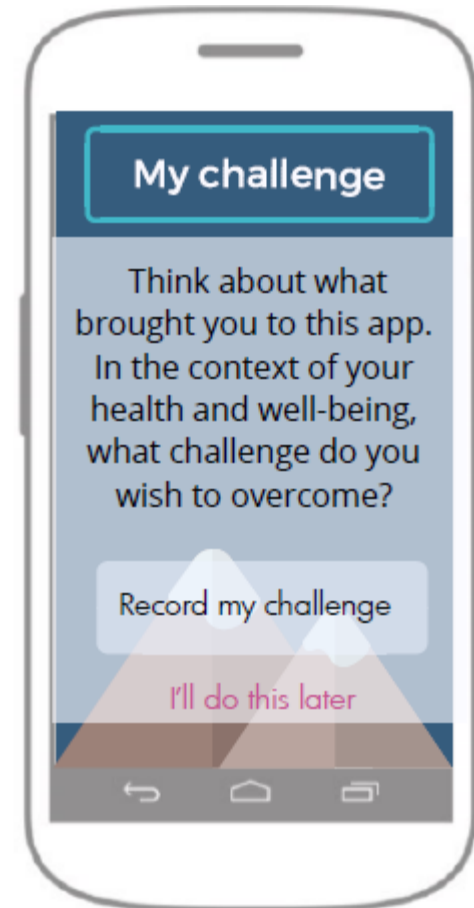
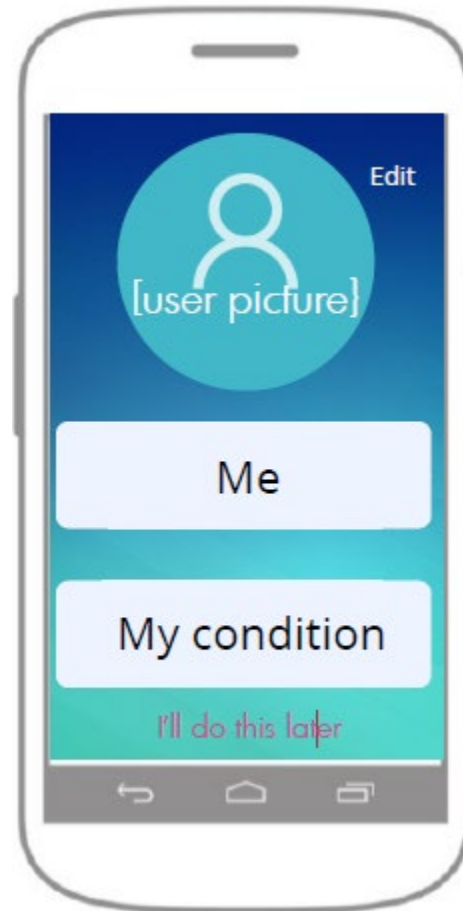
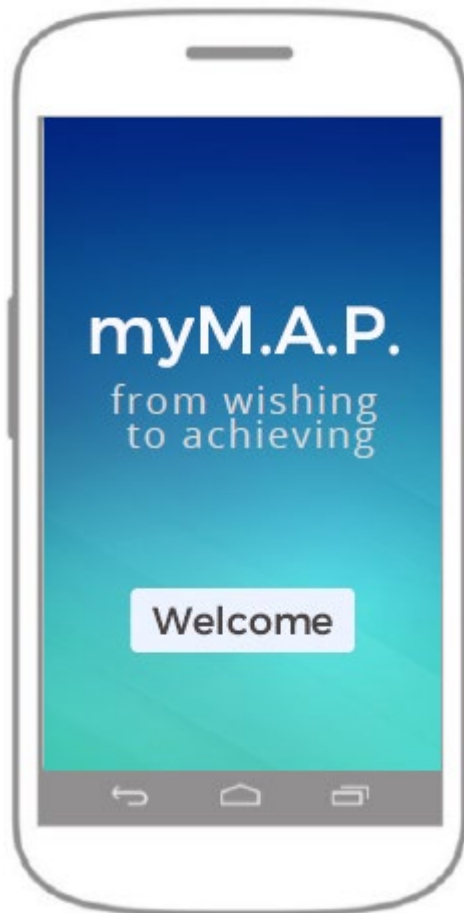
02

Development

03

Qualitative  
Research

**User experience testing** of prototype on desktop computer +  
post-testing qualitative interview (2 individual, 1 focus group)



01

Qualitative  
Research

02

Development

03

Qualitative  
Research

“Who do you develop this for, what is the purpose” (UT1)

“I would not put anything in that is private if I knew others could have access to it” (UT1)

“What if I have more than one challenge?” (UT1)

“(personal) Information entered has to lead to something, how is it connected to the rest?” (UT1)

“You need more explanation, I did not know where it was leading to ....” (UT1)

“It looks like a hospital app to me, something that is recommended to me by a doctor, something that is given to me, not something I would find myself from google”(UT1)

“I like apps, I use them but I don't use them for very long... I was getting a bit bored” (UT1)

“It flows nicely and it is straight forward to use.. But then I am used to apps, I use them all the time, I'm geek” (UT3)

Developing a successful app needs time and team work

Translating a therapeutic intervention into app format comes with its challenges

Health apps are far more challenging to develop than other types of apps

## What we have learnt so far

Necessary features can be costly – maintenance should not be an afterthought!

Need to think carefully about findability and desirability up front

Not only do users have to engage and stay engaged with their goals – they also need to stay engaged with the app