

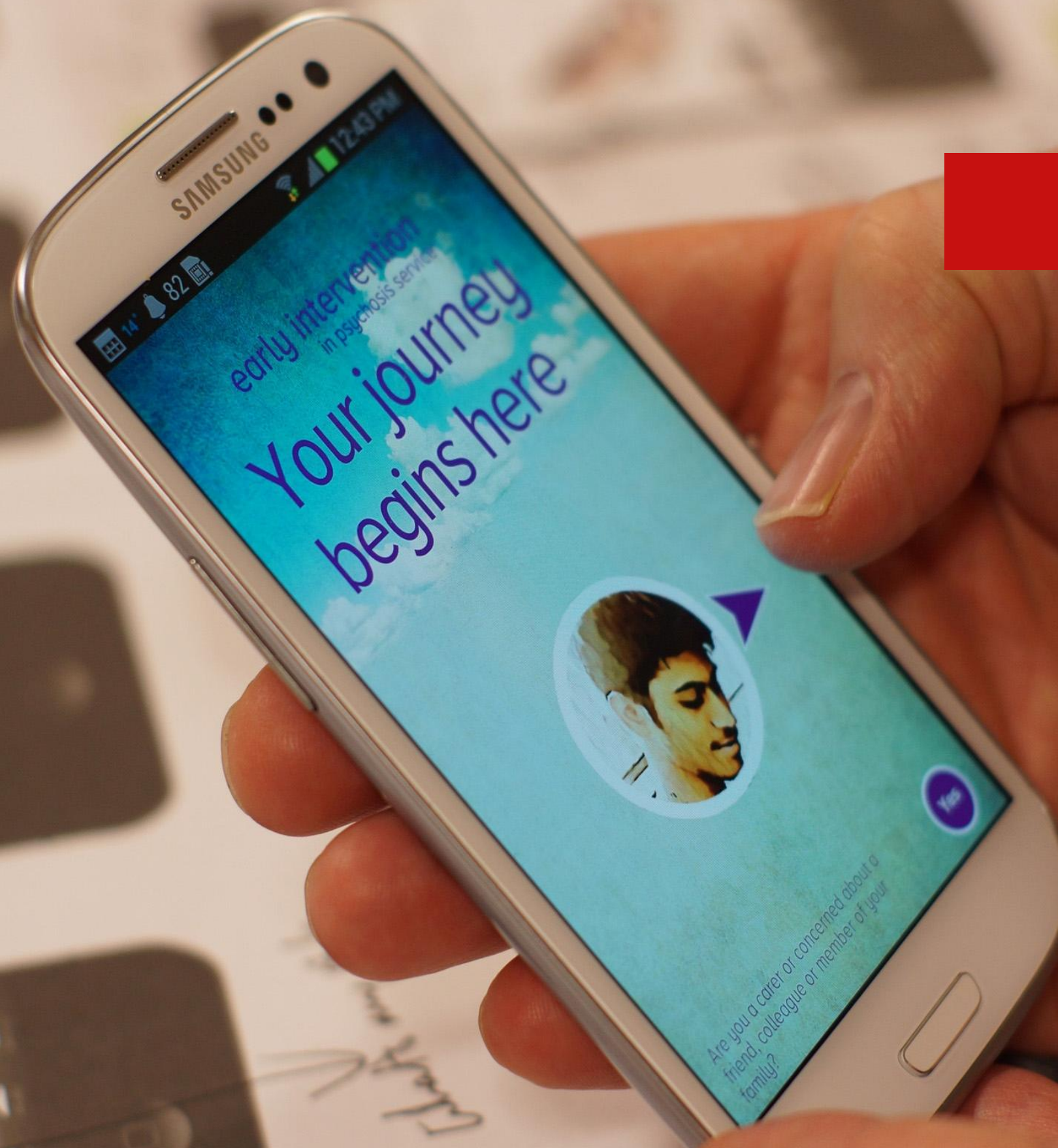
‘My Journey’ Mobile App

Sarah Amani

Manager of Early Intervention in Psychosis Service &
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NHS South of England (East)

Children and Young
People’s Services

MY Journey Mobile App



What Is Early Intervention?

Early Intervention in Psychosis (EIP) is a mental health service for 14-35 year olds experiencing a First Episode of Psychosis

EIP aims to Reduce Delays in treatment & increase chances of Recovery.



Surrey and Borders Partnership

NHS Foundation Trust



“Following a wide eyed collective gasp of realization, we were quickly swept up in a heady conversation about how useful it would be to have a designated mobile app that could help young people manage their mental health through reminders and trackers.”

Sarah Amani

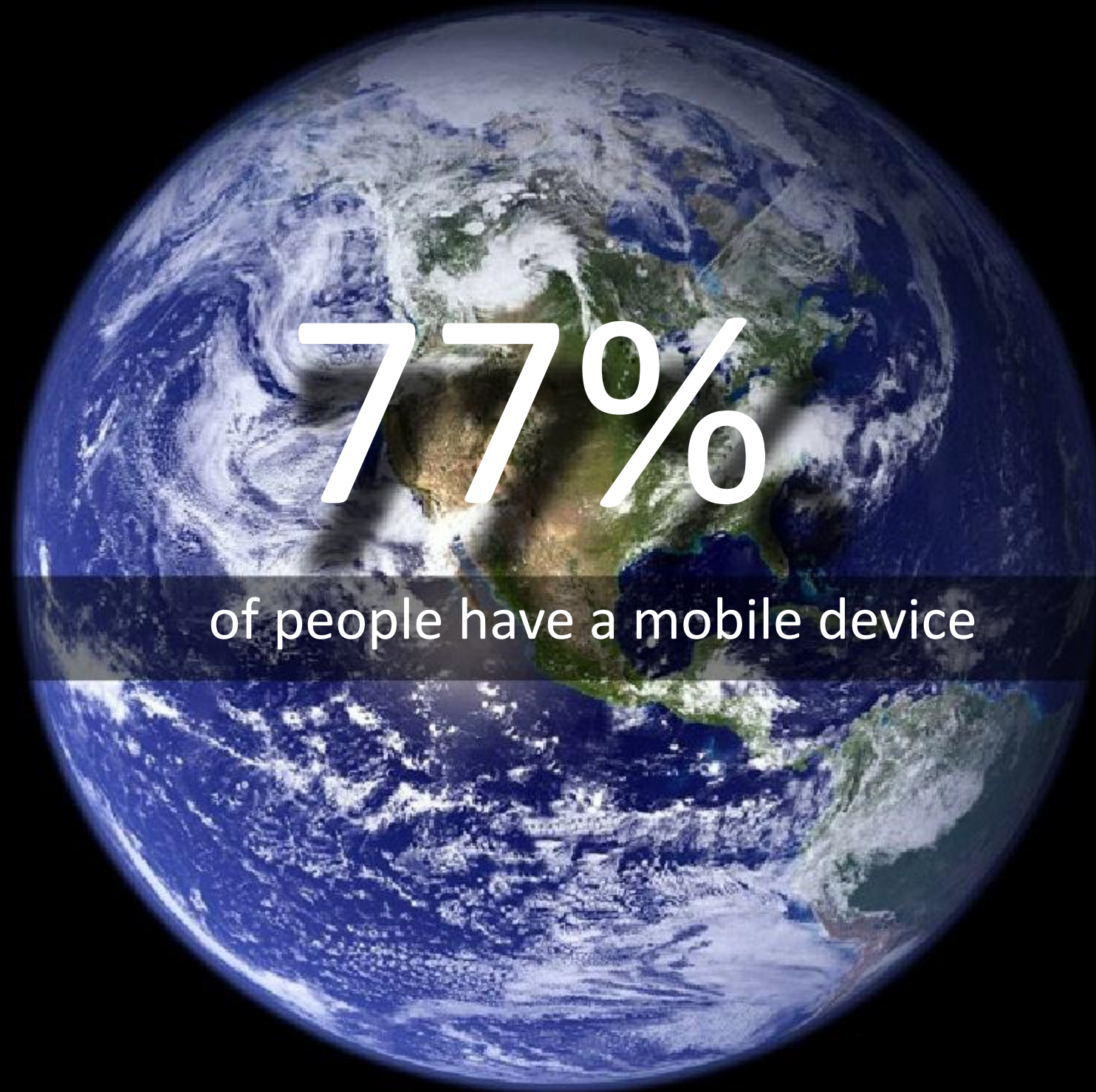
Department of Health Maps & Apps Competition – September 2011
7th out of 500 ideas submitted for health apps



6.8 billion

people on the planet...

*2010 estimates put the population over 6.8 billion inhabitants...

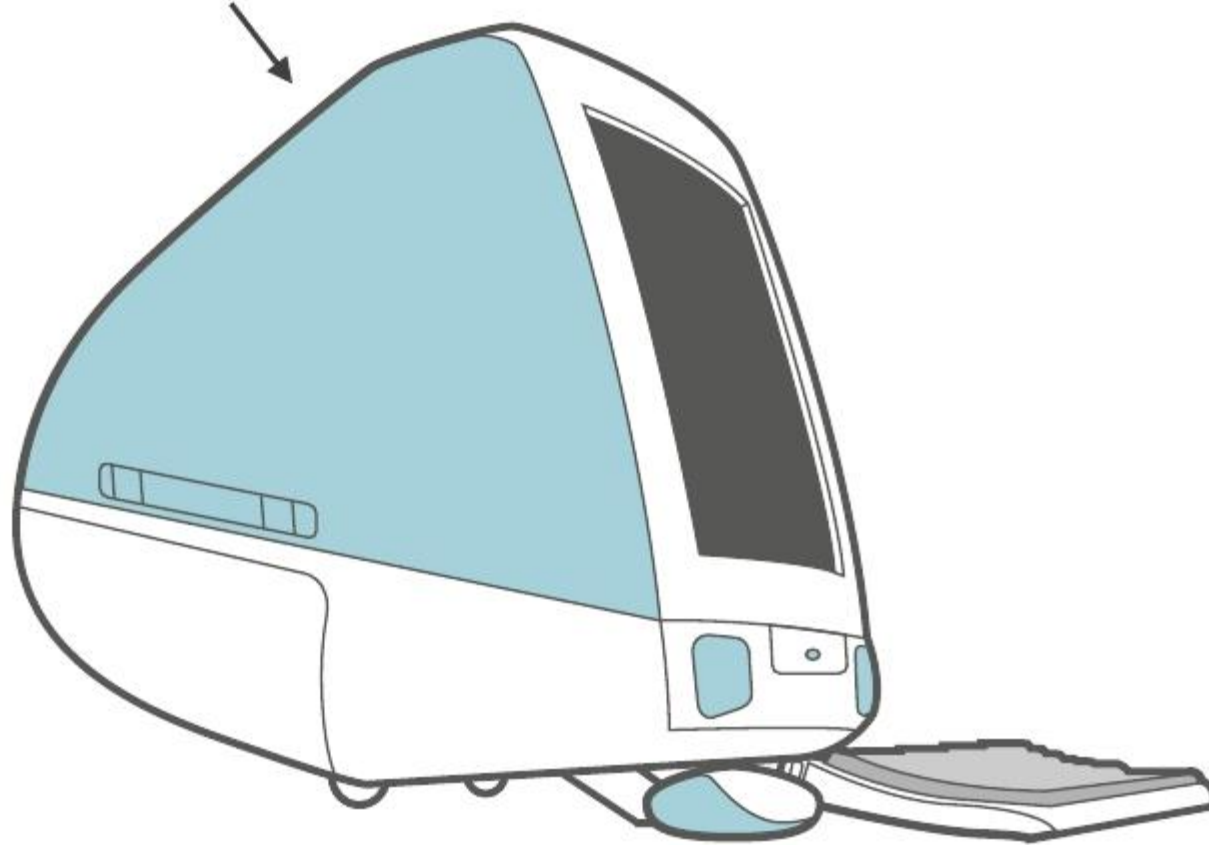


77%

of people have a mobile device

or 5.3 billion at the end of 2010 – U.N. Telecommunications Agency, <http://www.itu.int>

This was 'portable'...



Released: 1998

CPU: 233 MHz

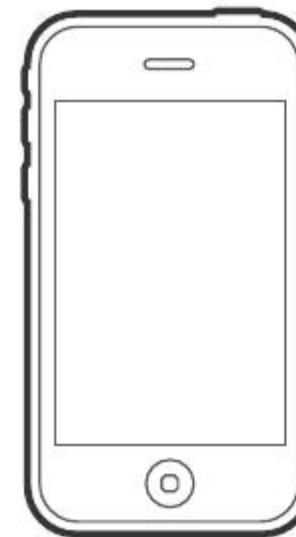
RAM: 32 MB (512 MB max)

Storage: 4 GB (+ optical drive)

Display: 38.1 cm Millions of colours

Dimensions: 40.1 x 38.6 x 44.7 cm

Weight: 17.3 kgs



Released: 2007

CPU: 412 MHz

RAM: 128 MB

Storage: 4 GB (8 GB max)

Display: 8.9 cm Millions of colours

Dimensions: 11.4 x 6.1 x 1.2 cm

Weight: 135 g



<10 years...

[illegible]

“For kids like my 13 year-old, the boundaries between the internet and life are so porous as to be meaningless.”

Comment on the Guardian web site



most will grow up connected

UK



Smartphone penetration is 47%...

Public space

distractions

limited attention

mobile usage can be this...

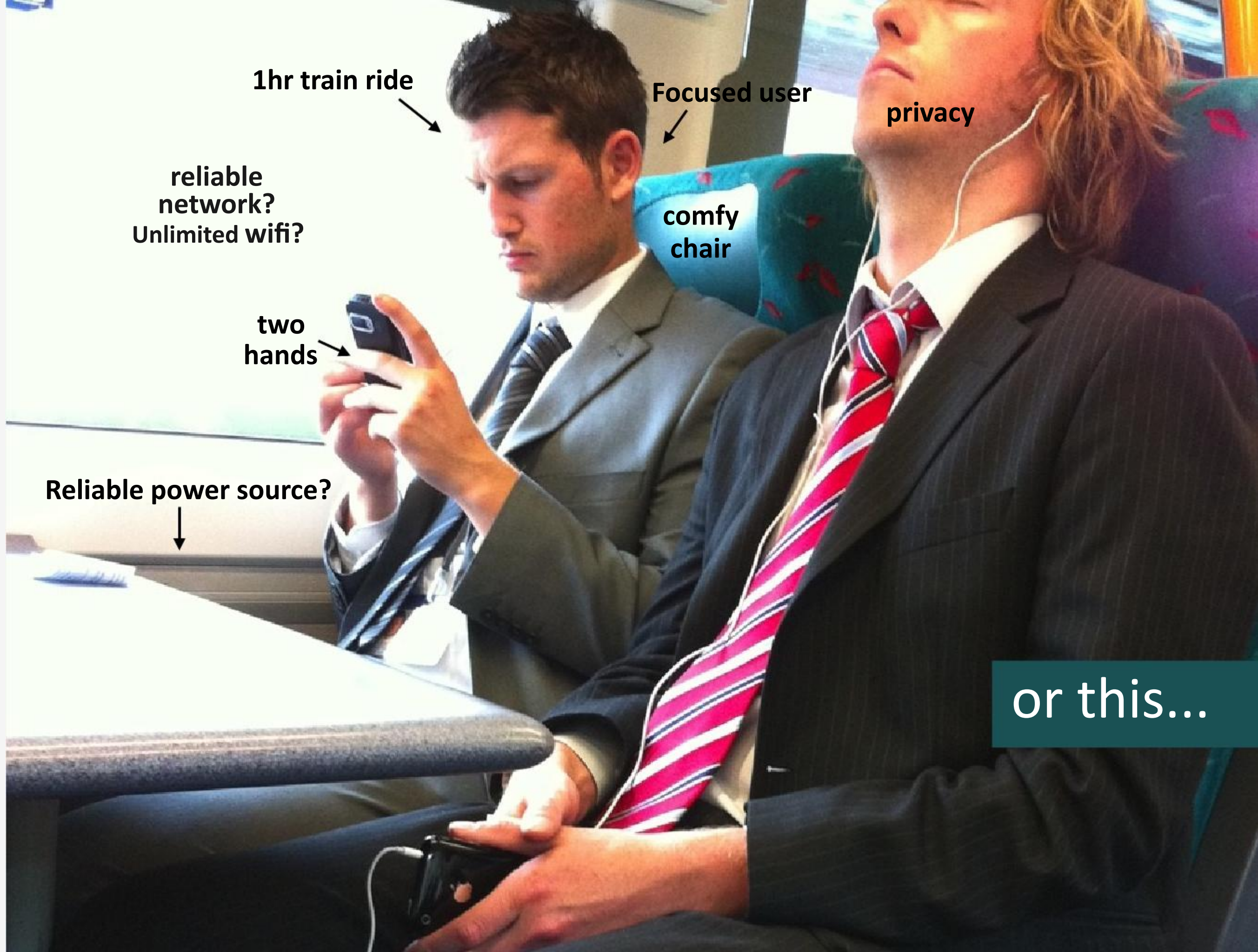
glanceable?

onehand

simple?

tedious input

personal



1hr train ride

Focused user

privacy

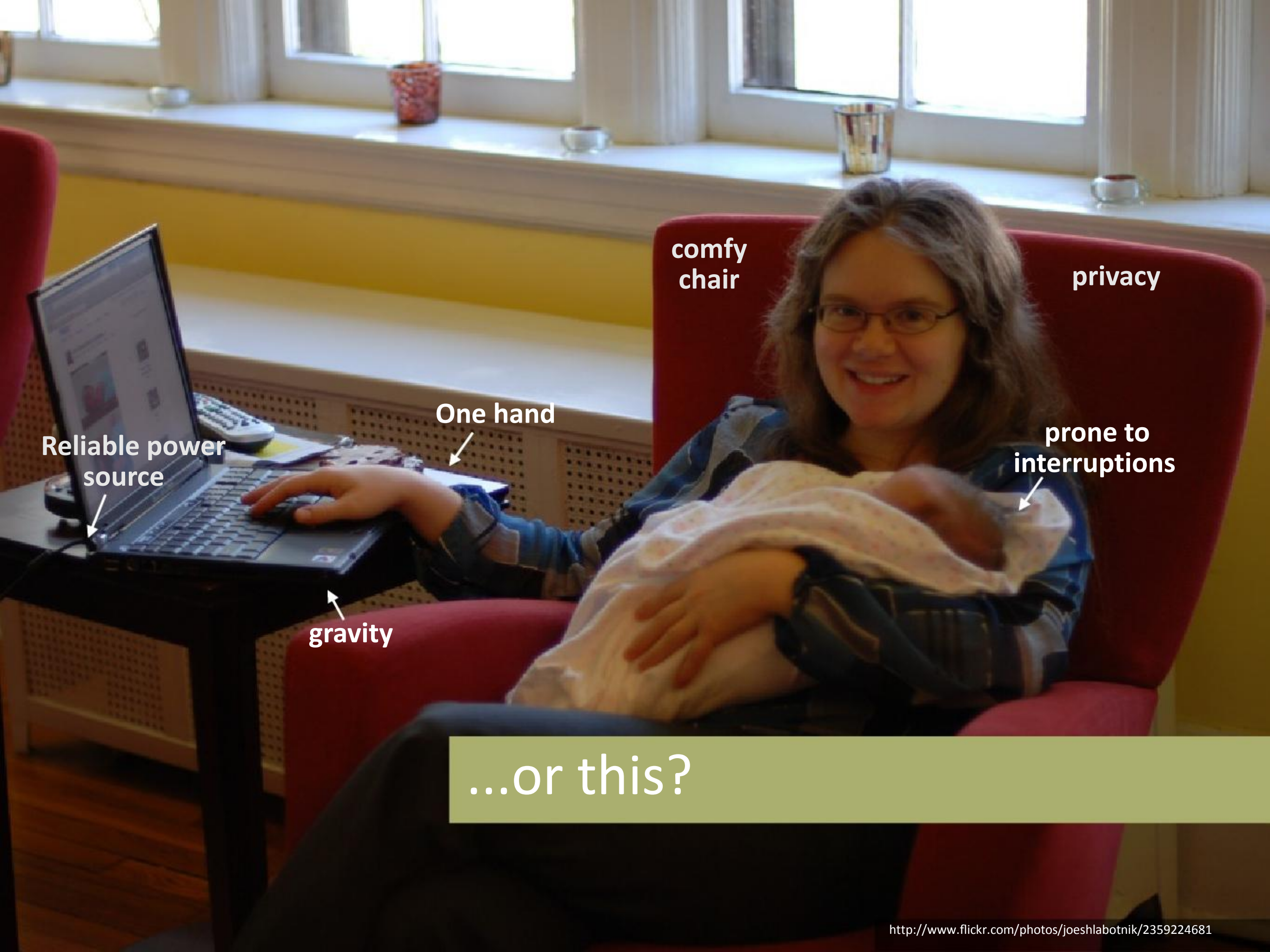
reliable
network?
Unlimited wifi?

comfy
chair

two
hands

Reliable power source?

or this...



comfy
chair

privacy

prone to
interruptions

One hand

gravity

Reliable power
source

...or this?

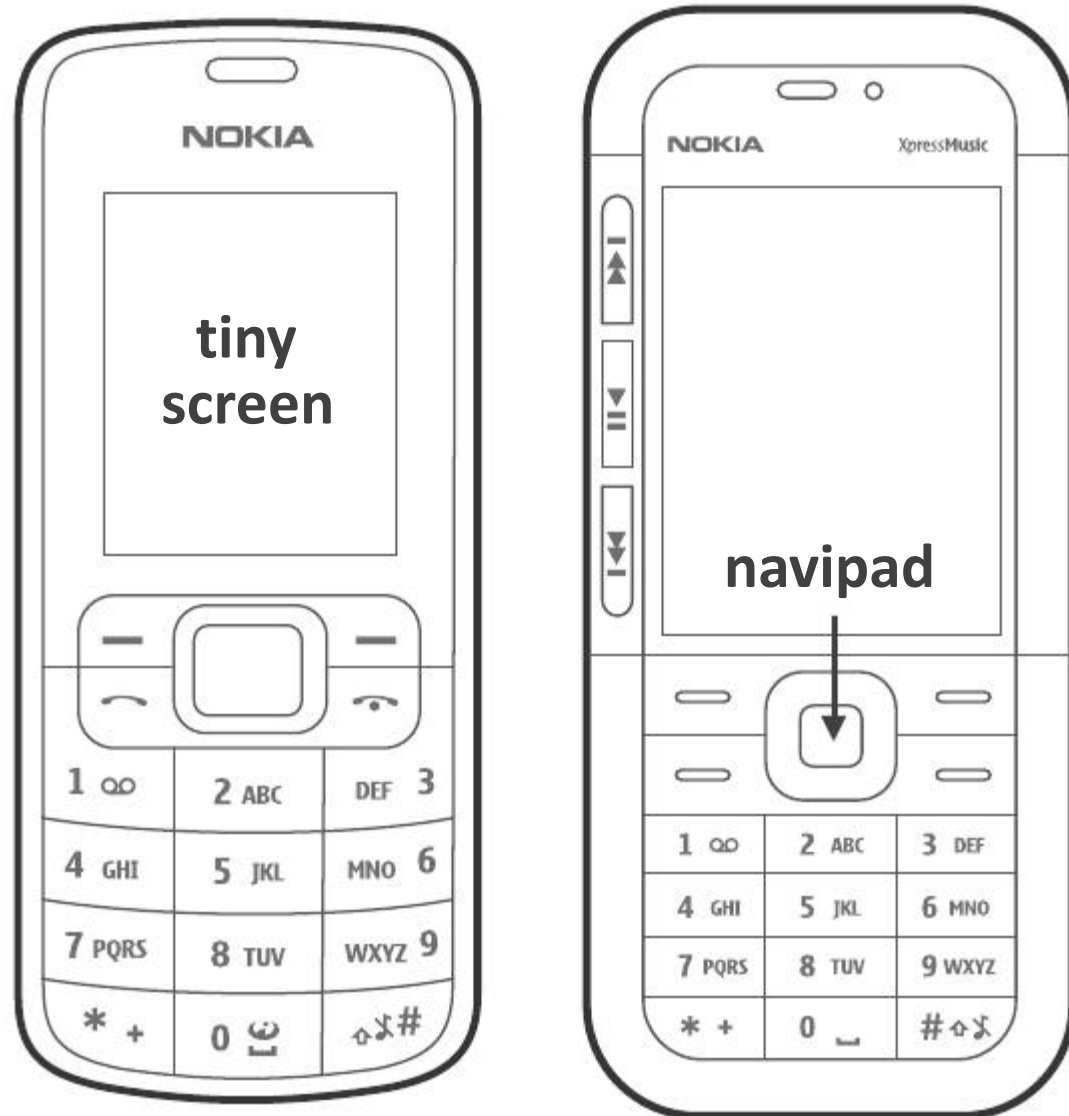


“

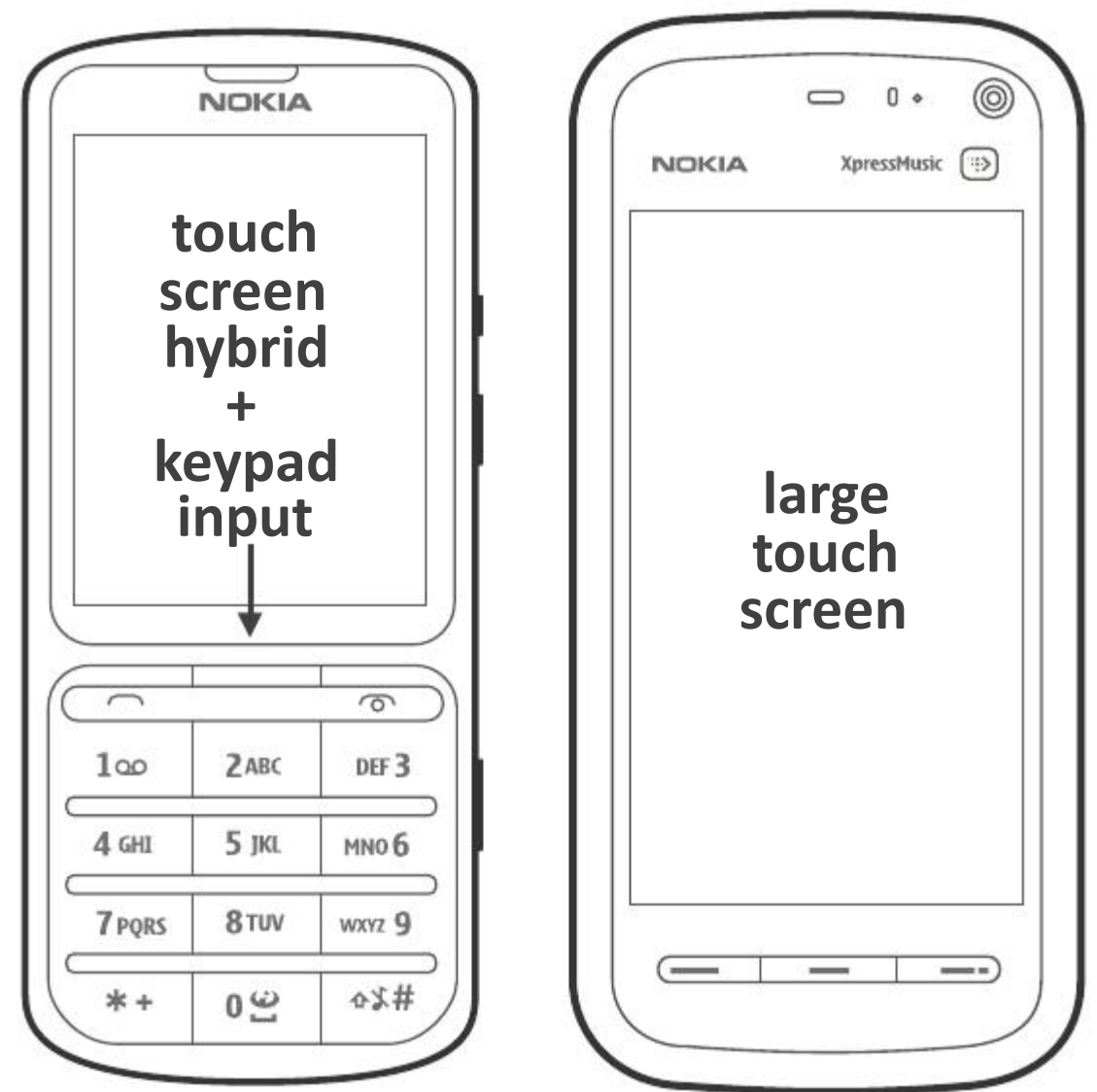
The most profound technologies are those that disappear. They weave themselves into the fabric of everyday life until they are indistinguishable from it.... Mark Weiser

Our behaviour is changing, because devices are changing...

Mobile Opportunities



yesterday



many of these are now <£50

today



Is now a highly customisable
always on, always connected
blank canvas...



work

camera

communication

play

sharing

learning

enabling users to choose
their own experience

music

chat

navigation

discovery

Health

creativity

video

Gauge the Opportunity	Business Drivers	Mobile App Examples	Costs, Benefits, ROI	Build vs. Buy Decision
Compare Mobile Platforms	Mobile Market Overview		Platform Analysis and Selection	
Focus Business Requirements	Goals and Objectives	Application Requirements	Security and Privacy	
Develop the Application	Keys to Success	Required Resources	Development and Testing	
Launch, Measure, Iterate	Launch and Promotion	Feedback and Metrics	Future Releases	



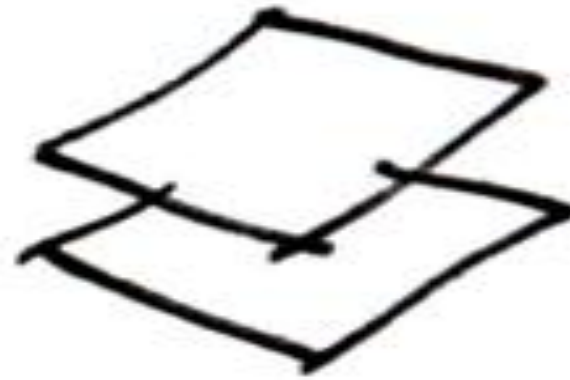
Making it Happen



IDEA



METAPHOR



MODEL



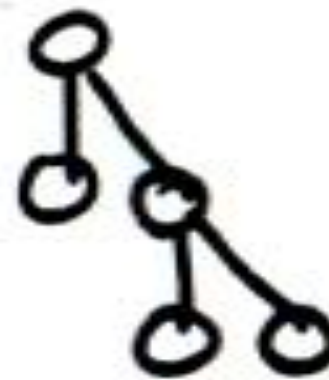
DISPLAY



ERROR



SCENARIO

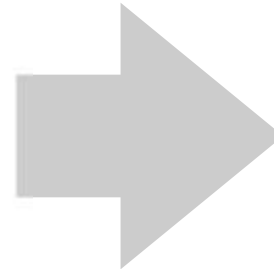


TASK

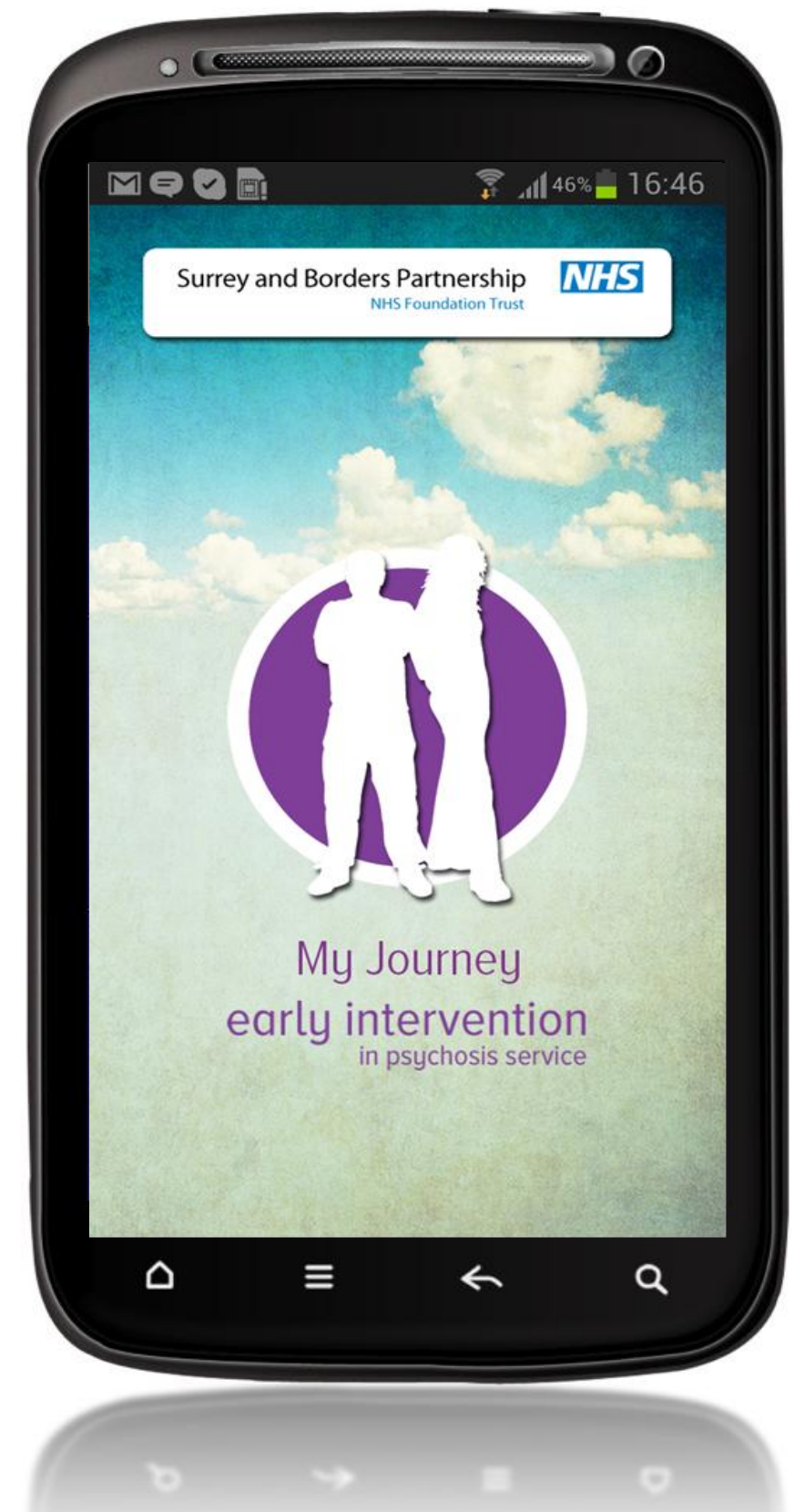


CONTROL

PHASE 1 – February 2012



PHASE 2 – September 2012

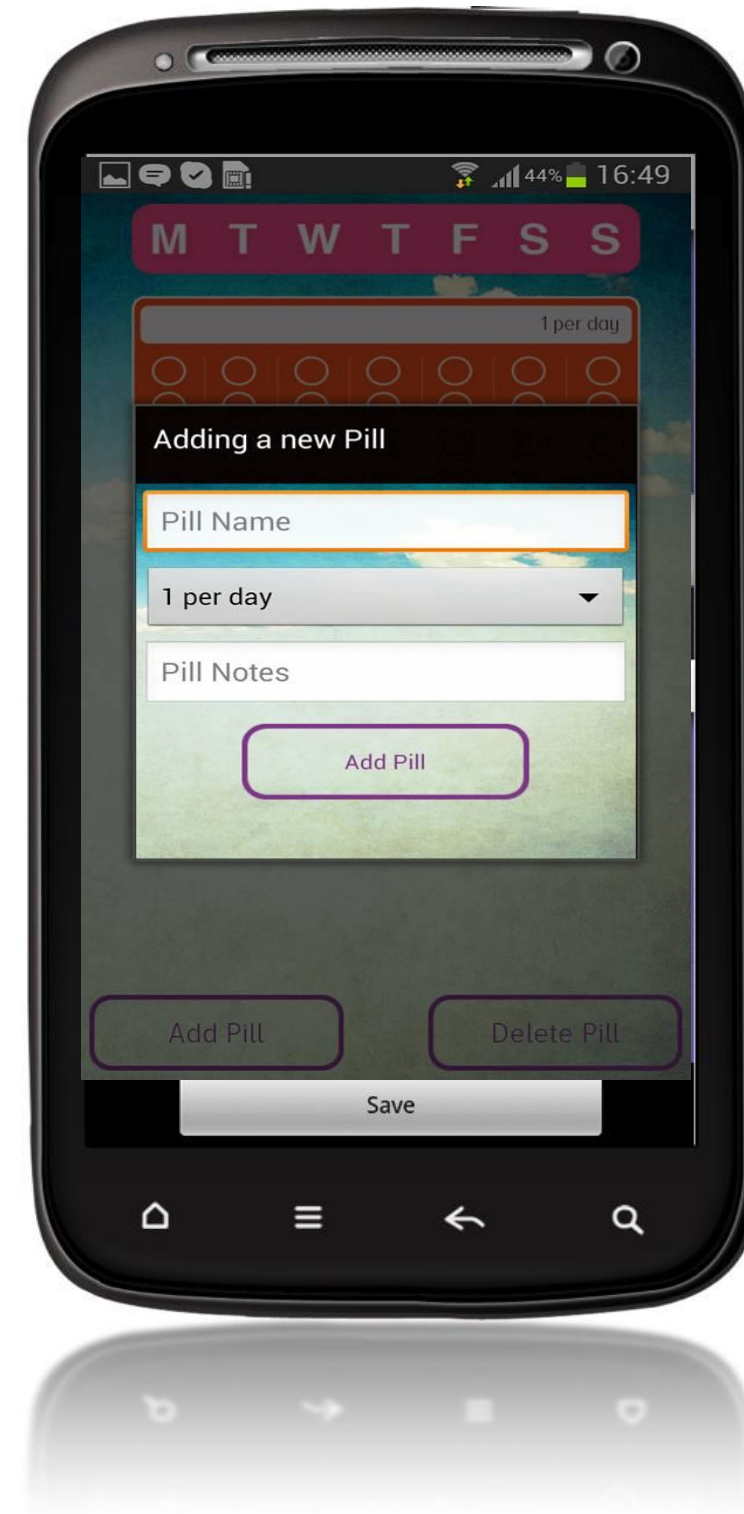
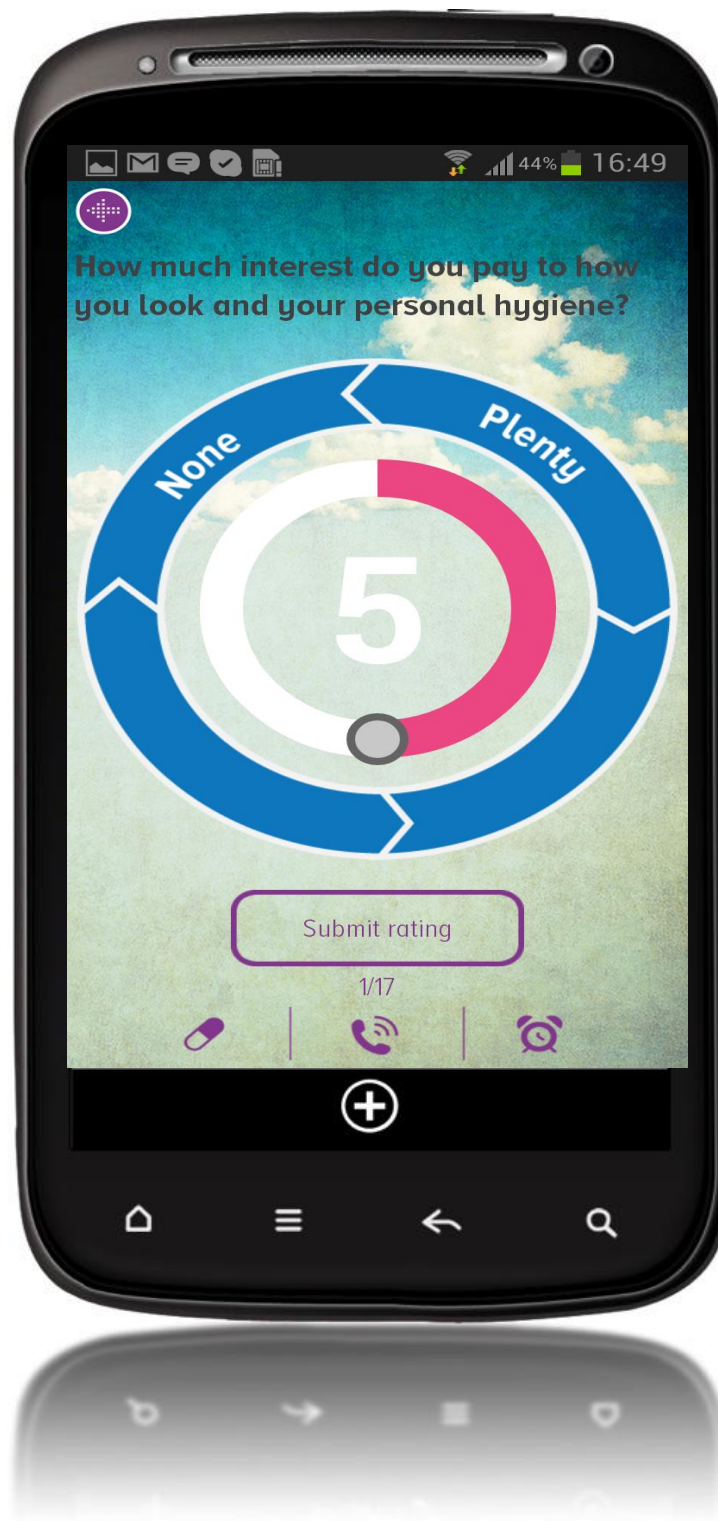


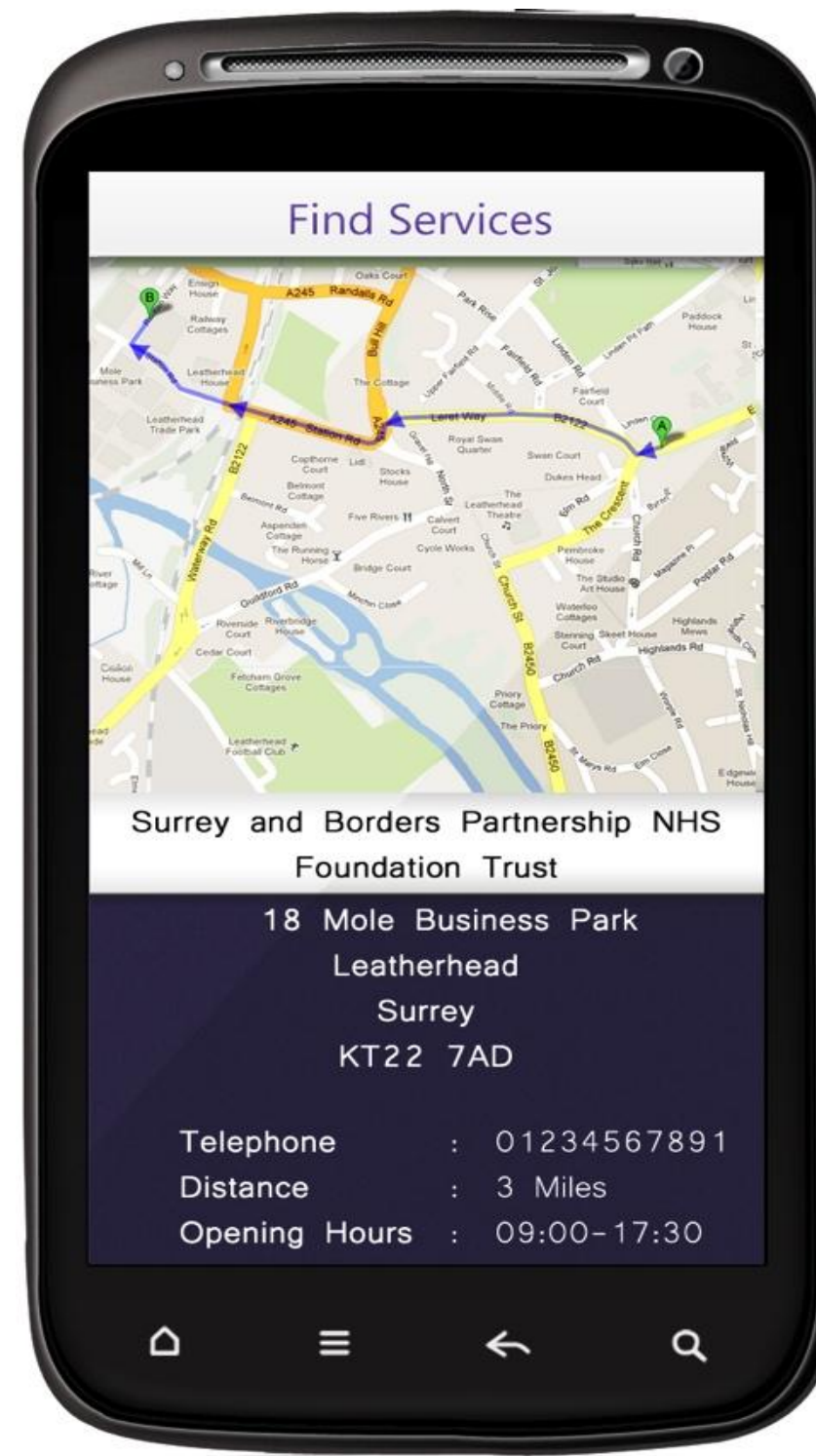
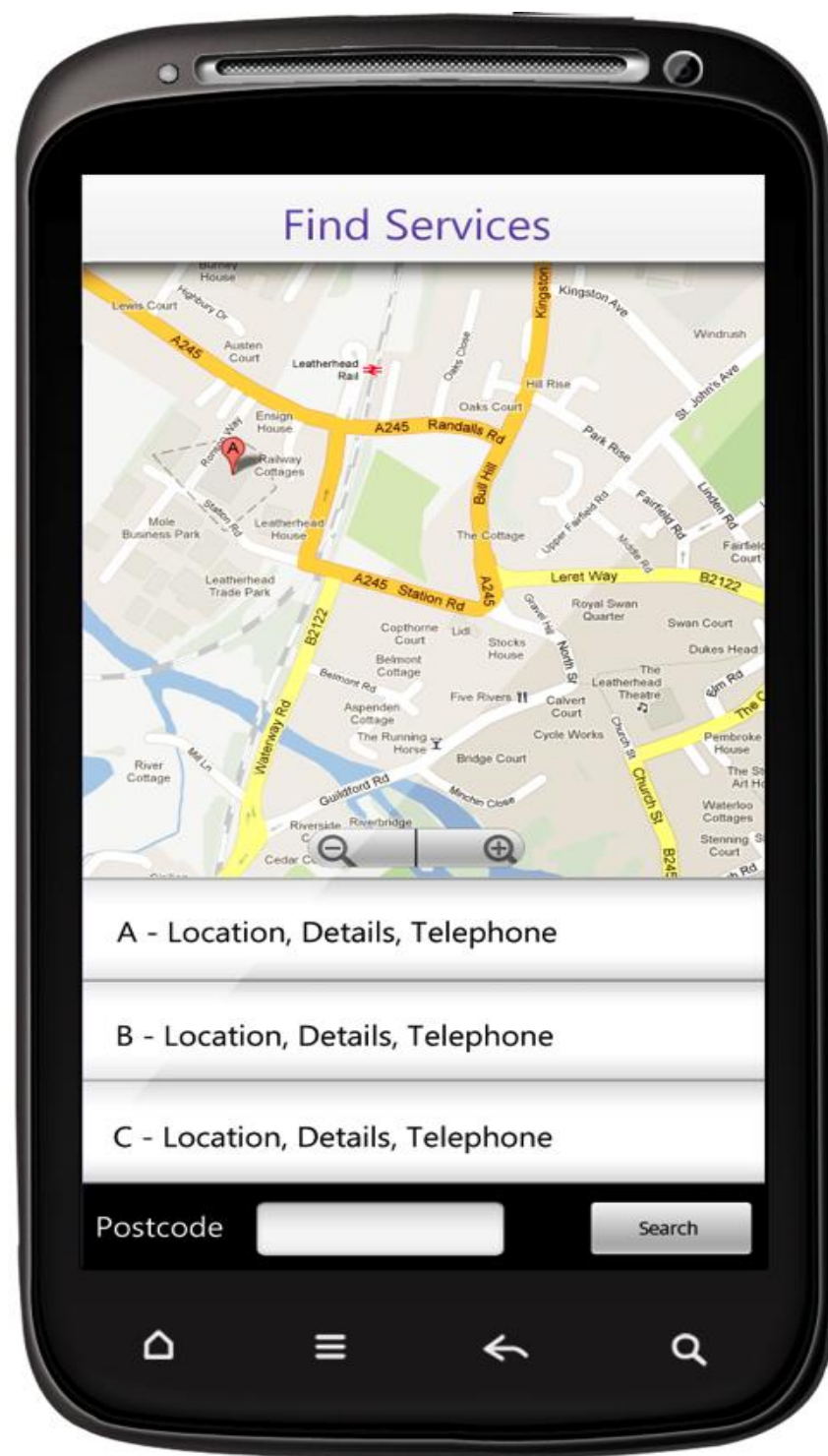


PHASE 3 – January 2013

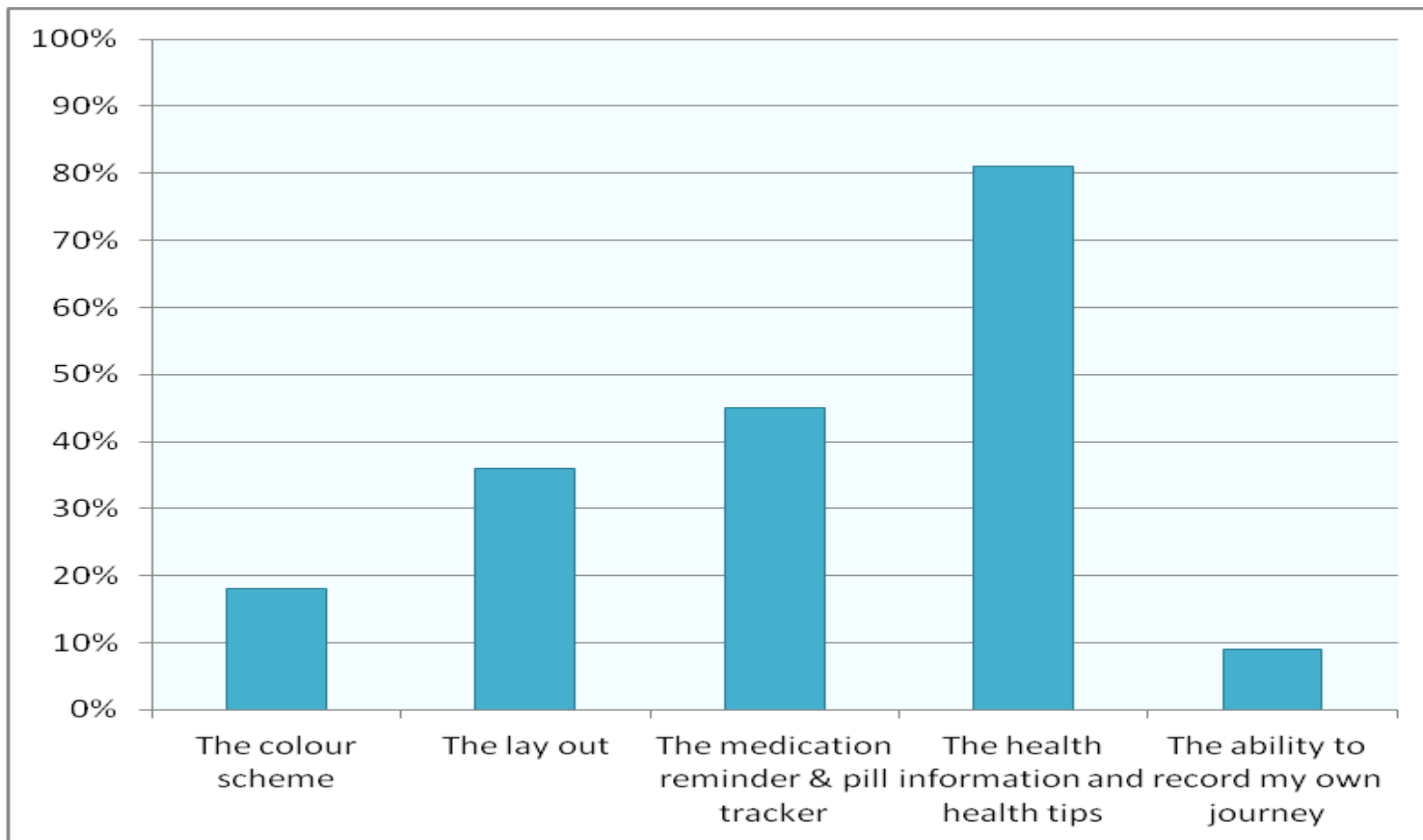
My Journey



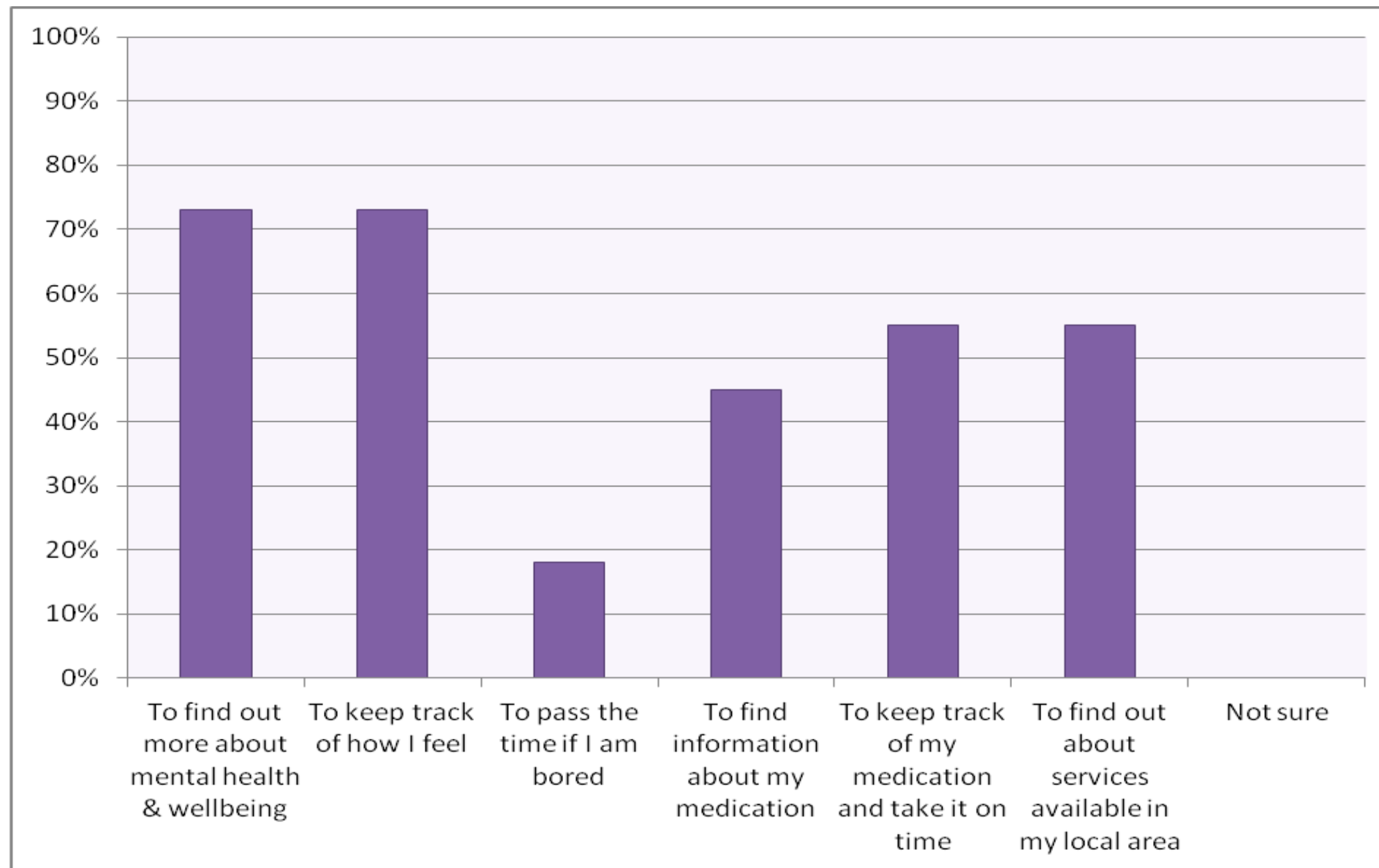




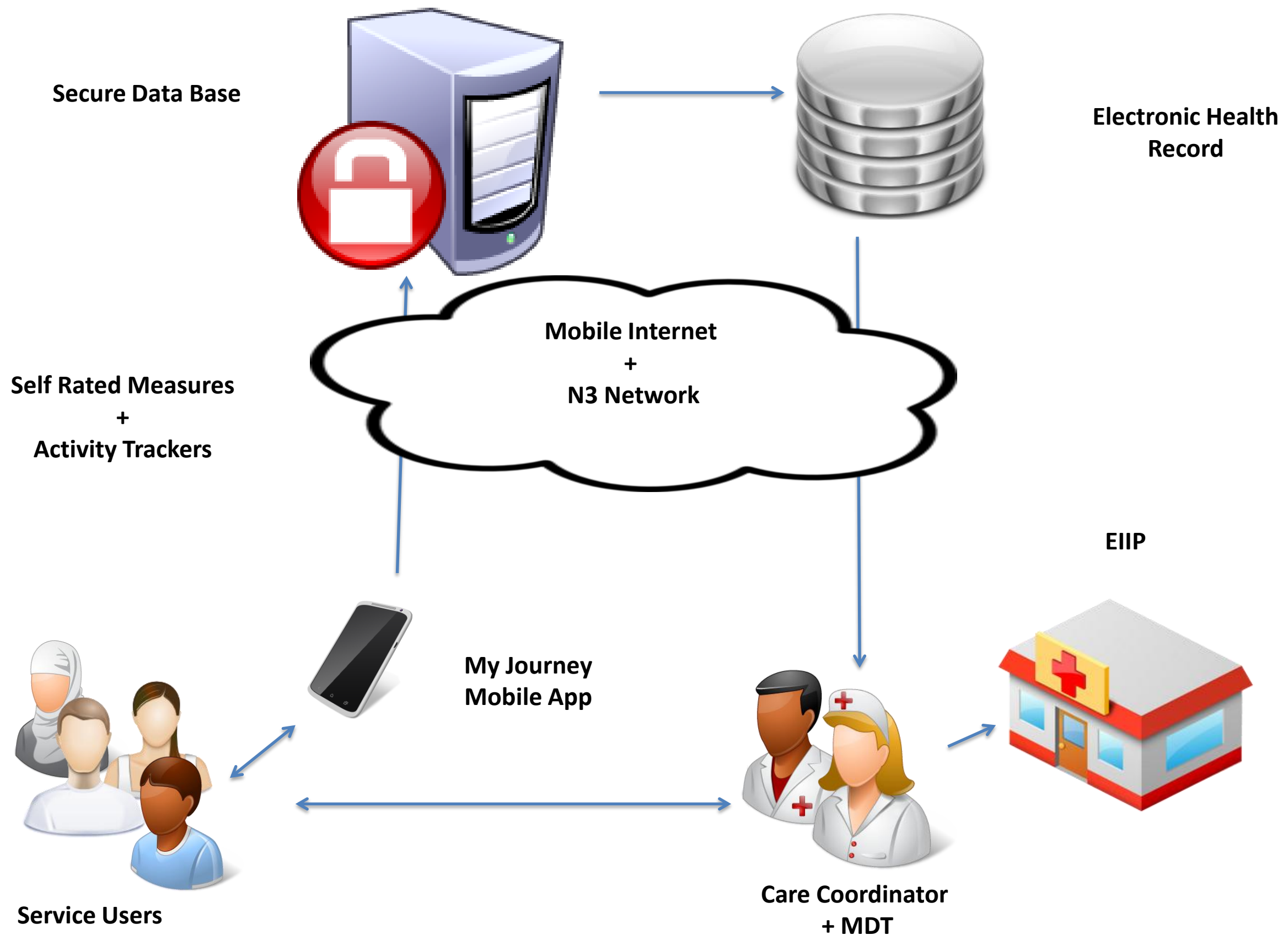
The best feature of the APP is:



What would you use this APP for?



So What?



- 47 Adolescents & 6 clinicians
- Outpatient Clinic
- Self Reported Mental Health Outcomes for 4 weeks
- First week - 91% entries completed
- 88% said data reflected actual experiences
- 92% adolescents found app 'helpful' in understanding their condition + collaborating with clinician in managing their health

-
1. Reid et al (2011) A mobile phone application for the assessment and management of youth mental health problems in primary care: a randomized controlled trial.
 2. Reid et al (2012) Using a Mobile Application in Youth Mental Health
Journal of Australian Family Physician <http://www.ncbi.nlm.nih.gov/pubmed/22962650>



<http://speirs.org/blog/2011/4/1/stop-lying.html>

This is the world we are living in and we can either lie to ourselves about it or we can dive headlong into the new forms and effects that it produces.

– James Bridle

Thank You

Questions?

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People's Services