The power is in our hands: The ability for technology to empower

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Apps

- Apple App Store
  - 2009 - 1 billion downloads
  - 2015 - 100 billion downloads
  - 1.5 million apps
  - 43,000 health apps
Gamification

“...the use of game design elements in nongame contexts...”

Price, 2013
Csikszentmihalyi: Beyond Boredom & Anxiety

Happiness: Flow

Games | Real life
The 4 foundations of games

1. A goal
2. Rules
3. A feedback system
4. Voluntary participation
VicHealth

“As Australia has one of the highest rates of smartphone ownership globally, healthy living smartphone apps are an ideal behaviour change tool, as they are portable, enable reinforcement throughout the day, and can provide context specific advice”

(Dialogue Consulting, 2015)
Super Better

getting SuperBetter means getting stronger, so you can tackle any challenge.

SuperBetter builds 4 kinds of strength:
- Physical
- Mental
- Emotional
- Social

Next Challenge?

My Challenge

You are stronger than you know.

You surprise yourself.

Keep setting epic wins...

Until you get...

You are a hero to others.

Epic Win

Super Boost

Future Boost

You are the daily steps you take.

Power Ups give you strength + energy.

Bad guys are obstacles you face.

Future boosts are everything you’re looking forward to.

Allies learn how to help you win.

Qu'est are the quest you take.

(Super Better, 2011)
Challenge 1

Snap your fingers exactly 20 times
+1 resilience

(Super Better, 2011)
Challenge 2

Think of something that will make you laugh
+1 resilience

(Super Better, 2011)
Challenge 3

Turn to the person next to you and shake their hand for 6 seconds
+1 resilience

(Super Better, 2011)
headspace’s Fifth Army app

(No author, 2015)
The Royal Children’s Hospital Melbourne’s Okee in Medical Imaging app

(The Royal Children's Hospital, Melbourne, 2015)
Human centric design: design thinking process

- Observe
- Point of view
- Ideate
- Prototype
- Test
- Understand

Consumer
Human Centric design: User-Centred Design
Type 1 Diabetes

120,000 Australian’s live with Type 1 Diabetes
+50% of diagnosis occur in individuals under 18 years of age
BHS data demonstrated a women aged 14-16 years as their highest re-admission cohort of the disease
The Project

Aim:

To evaluate market and consumer needs for a mobile phone application utilising gamification theory to improve self-management for young women with Type 1 Diabetes.
User-Centred Design

- Ideate
- Prototype
- Consumers
- Test
- Deploy
Audit \( [n=15] \)

Inclusion of 7 American Association of Diabetes Educators principles

- Healthy eating \( [n=10] \)
- Being active \( [n=10] \)
- Monitoring \( [n=12] \)
- Insulin Management \( [n=7] \)
- Problem solving \( [n=6] \)
- Reducing risks \( [n=5] \)
- Healthy coping \( [n=5] \)

- Inclusion of gamification \( [n=1] \)
Focus group
So where to from here?

The BHS project requires further consumer engagement and input.

Overall apps will play a significant role in chronic disease management and early intervention.

Human centric design and gamification will be vital.
Thank you
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References


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Images


