

Stick the landing:

Experiments in breathing life into the 'last mile' of UXR

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Lyra

Our mission is to transform access to life-changing mental health care





Our team works to answer questions like:

- What types of **topics** do members need support with?
- Which **tools** would improve our mental health therapists' workflows?
- What **employee groups** do benefits leaders need to support the most?



Mental health
care seekers

Mental health care
clinicians

Benefits
buyers

Planning

**Research
execution**

Analysis

Results?

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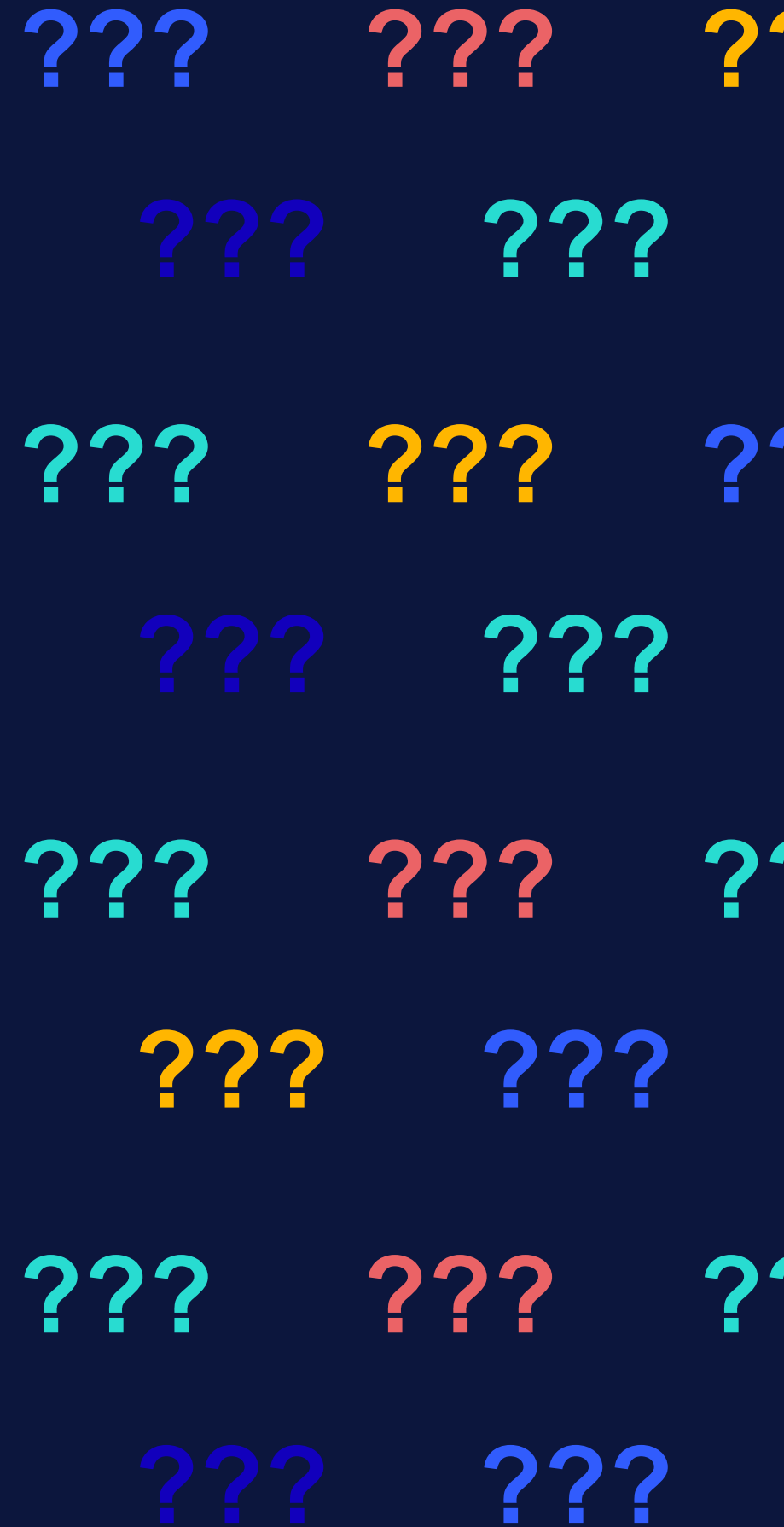
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How do we create insights that stick?



How do we create insights that stick?

1. Simplicity
2. Unexpectedness
3. Concreteness
4. Credibility
5. Emotions
6. Stories



Made to Stick
by Chip & Dan Heath





**“The most basic way
to get someone's
attention is this:
Break a pattern.”**

Made to Stick
by Chip & Dan Heath

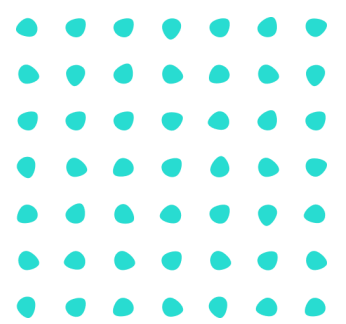
COO:

“Why are some members hesitant to try virtual therapy?”

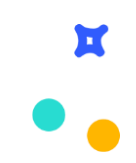
Team:

“We don’t need to run any tests to know that the virtual and in-person therapy are generating incredible results.”

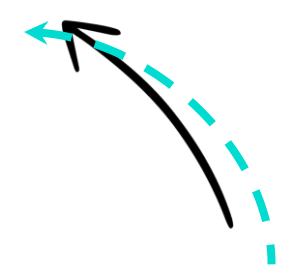




How might we create insights that stick at Lyra?



- Simplicity
- Unexpectedness
- Concreteness
- Credibility
- Emotions
- Stories



When dealing with mental health services, we must protect private health information!



What we learned



Low-quality perception

An increase in virtual care options in the market has left skeptics equating virtual care with low quality care



Several participants referenced prior negative experiences with virtual care (outside of Lyra)

16%

Only 4/25 participants rated virtual care as important (vs. 15/25 for in-person care)

Too good to be true

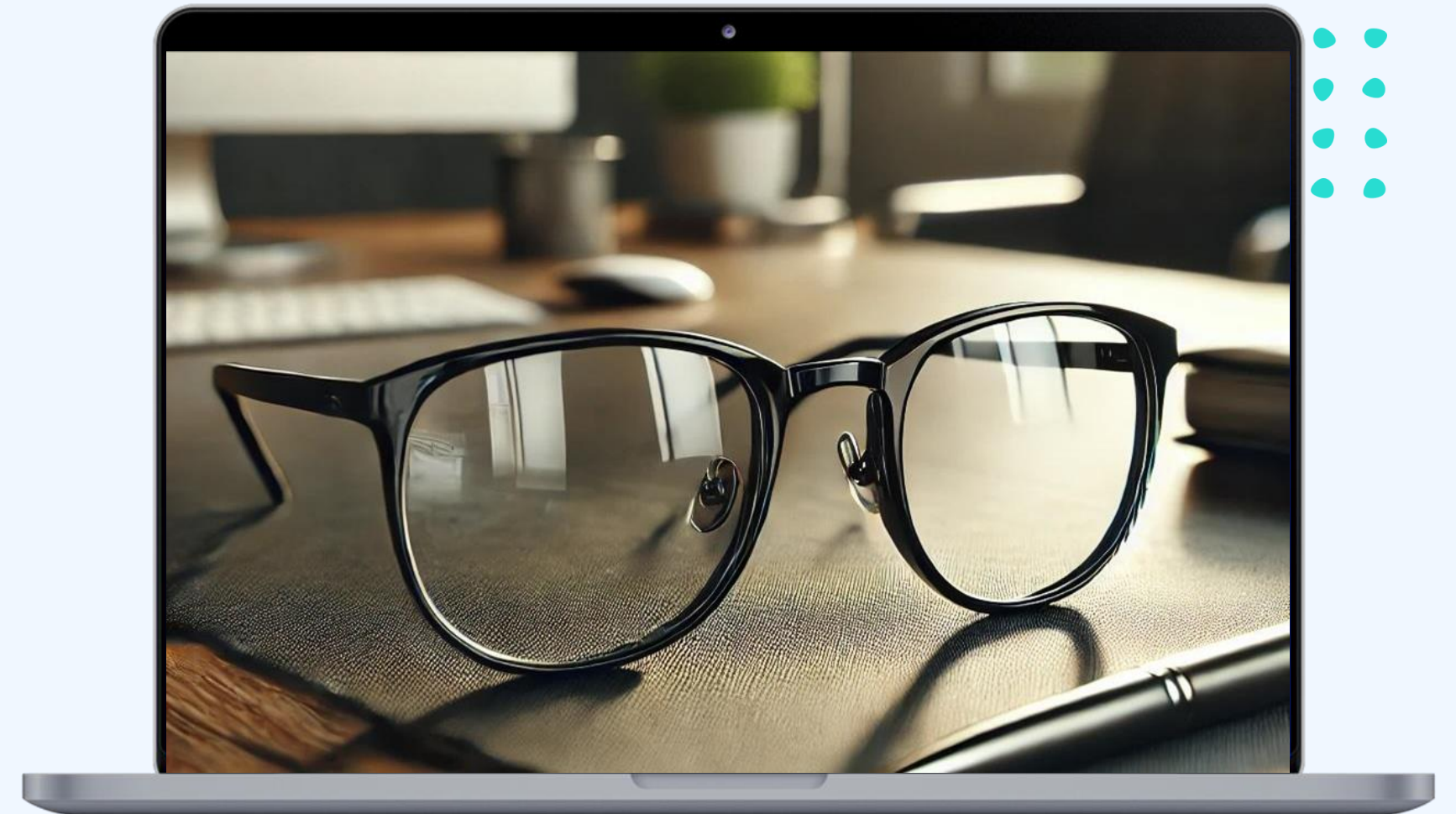
There may be an initial tension in how easy it is to find or book a virtual provider and how high quality care is





“I've heard stories from people saying that they could literally see in the reflection of their therapist glasses that they were playing, like, Sudoku or doing a crossword.”

— Research participant describing an experience outside of Lyra



Challenges

Collecting learnings wasn't enough — we had to make it stick

What would help members get comfortable using virtual care?

How do you motivate your own team to challenge existing conventions?

How do we make customer insights stick? And do so in a trauma-informed, privacy-compliant way?



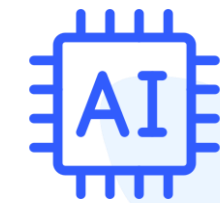
Creating a safe space for experimentation



Commitment to experimentation



A safe space to iterate and fail



AI as a tool to create stickiness

What if we add a graphic face to the quote using AI?

- Personify the participant
- Meet privacy requirements



Experiment #1

Graphic representation



What if we add a realistic face to the quote using AI?

- Personify the participant
- Meet privacy requirements



Experiment #2

Photo-realistic representation



Capture the story, not the person.

What other mediums could bring the stories to life?

Posters...

Storyboards...

Beanie babies...

Booklets...

Brochures...

Podcasts...

★ Tarot cards!



What if we created tarot cards to represent the archetypes?



Experiment #3

Tarot card archetypes



- ✔ **Simplicity**
- ✔ **Unexpectedness**
- ✔ **Concreteness**
- ✔ **Credibility**
- ✔ **Emotions**
- ✔ **Stories**



Experiment #3

Tarot card archetypes



Part of experimental design is measuring results.

Don't forget to ask for feedback!



Asha FYI 2:00 PM

Hi all! Sharing out the results of a study we just completed and we're doing this a little differently than typical. This year we're thinking about how to creatively evolve some of our team deliverables 🏠 so I'll be posting two ways we could share the results of study on slack -- feel free to react/comment on your favorite one to let us know which style of sharing you prefer!

1 reply 4 months ago

not to go and make an option c 🤔 but is there a middle ground with the slides/takeaways and then a short video going over some of the important questions that aren't as straightforward or high level enough to include in takeaways? maybe folks could vote on top 3 questions or something to do a voiceover on in order to keep the lift minimal?

1 🗨️

Apr 16th at 9:58 AM
Love the idea of it being interactive - ask questions and do some up voting



So how did we stick the landing?

1. We used a framework
2. We experimented (using real data)
3. We evaluated the outcomes
4. Solicit feedback!

Don't be afraid to treat your stakeholders like research participants!



Try it out and let me
know how it goes!



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