

London Digital Mental Wellbeing

Fresh Egg Research - Depression
July 2017

The logo for Fresh Egg, featuring the word "fresh" in black lowercase letters above the word "egg" in a stylized font. The "e" is blue, the "o" is green, and the "g" is orange. The logo is set within a white circular background.

fresh
egg



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Trauma, loss of a loved one, birth, a difficult relationship, or any stressful situation may trigger a depressive episode.

In addition, older adults may have more medical conditions such as heart disease, stroke or cancer, which may cause depressive symptoms, or they may be taking medications with side effects that contribute to depression.¹

¹ www.psychologytoday.com/conditions/depressive-disorders Accessed 23 June 2017

Executive Summary

It is likely that depression results from a combination of genetic, biochemical, environmental, and psychological factors.

Mild depression: in many cases there is an identifiable transient cause which can be addressed e.g. bereavement, anxiety, stress, redundancy accompanied with symptoms such as lack of sleep.

Moderate depression: for an individual with a chronic health problem the solution should be high-intensity psychological treatment alone in the first instance².

Severe depression: persistent suicidal thoughts, intense sadness, guilt and anhedonia are common symptoms which prevent attentiveness, stop pleasure and reduce motivation.

Online solutions can be broadly classified as:

Passive

Often friction free, requiring low engagement, they acknowledge that a sufferer has a lack of motivation. e.g. listening to audio guides, watching videos or walking barefoot.

Active

requiring more effort e.g. teaching others, joining a community group and volunteering to bring back a sense of purpose and self-esteem.

Urgent

Helplines for people considered a suicide risk with intrusive thoughts or hallucinations.

² <https://patient.info/doctor/depression-pro> Accessed 23 June 2017

Classifications for Depression

Layterms

- Walking depression
- Smiling depression
- High functioning depression

Clinical terms

- Major Depression (Psychotic
- Depression, Unipolar Disorder)
- Dysthymia (Persistent Depressive Disorder)
- Neurasthenia (chronic fatigue)
- Hypomania
- Cyclothymia
- Bipolar Disorder
 - *Rapid Cycling Bipolar Disorder*
 - *Bipolar II Disorder*
 - *Adolescent bipolar disorder*
 - *Bipolar affective disorder*
 - *Children Bipolar Disorder*
- Manic Depressive Disorder
- Melancholic Depression (Anhedonia)
- Agitated Depression
- Manic Depressive Psychosis
- Depressive Disorder NOS
- Dysphoric Mania
- Neurotic depression
- Masked depression
- Endogenous depression
- Puerperal psychosis (Postpartum depression)
- Seasonal Affective Disorder (SAD)
- Post Traumatic Stress Disorder
- Premenstrual Dysphoric Disorder (PMDD)
- Atypical depression
- 'Situational' Depression

Recommendations

“Psychological tiredness is far more common than tiredness that's caused by a physical problem”³

Unlike sleep and anxiety, there is a stronger suicidal risk in this group, **so early detection and direction to appropriate support is essential if symptoms indicate a major depressive episode.** E.g. Samaritans or NHS.

As motivation levels are often low when depressed, **interactions must be kept simple and solutions using process or outcome frames** promoted ahead of hedonistic framing. E.g. watch a video of someone with a similar experience, rather than suggesting ‘go out and party’.

Enable other people to help ‘pull’ people out of depression, **include ways for friends and family to help people** in their search for appropriate solutions. **Explore how a service can include the virtual ‘helping hands’ of family and friends.**

Provide a **way to share stories**, through either **peer to peer support** or a searchable repository of similar experience. This is a key way to help people reduce stigma of depression, share experiences and help them see that there is light at the end of the tunnel.

Untreated anxiety and life events can create periods of depression, **identify these causes and provide appropriate options to treat the underlying anxiety or come to terms with a specific life event.**

Find ways to direct people researching symptoms **to self-help and away from paths that lead to fear of the many possible causes** e.g. thinking they have Addison's disease if researching low motivation and tiredness. **Re-write and prioritise content including possible causes of symptoms on NHS Choices**, putting the most frightening or least likely causes at the end of pages.

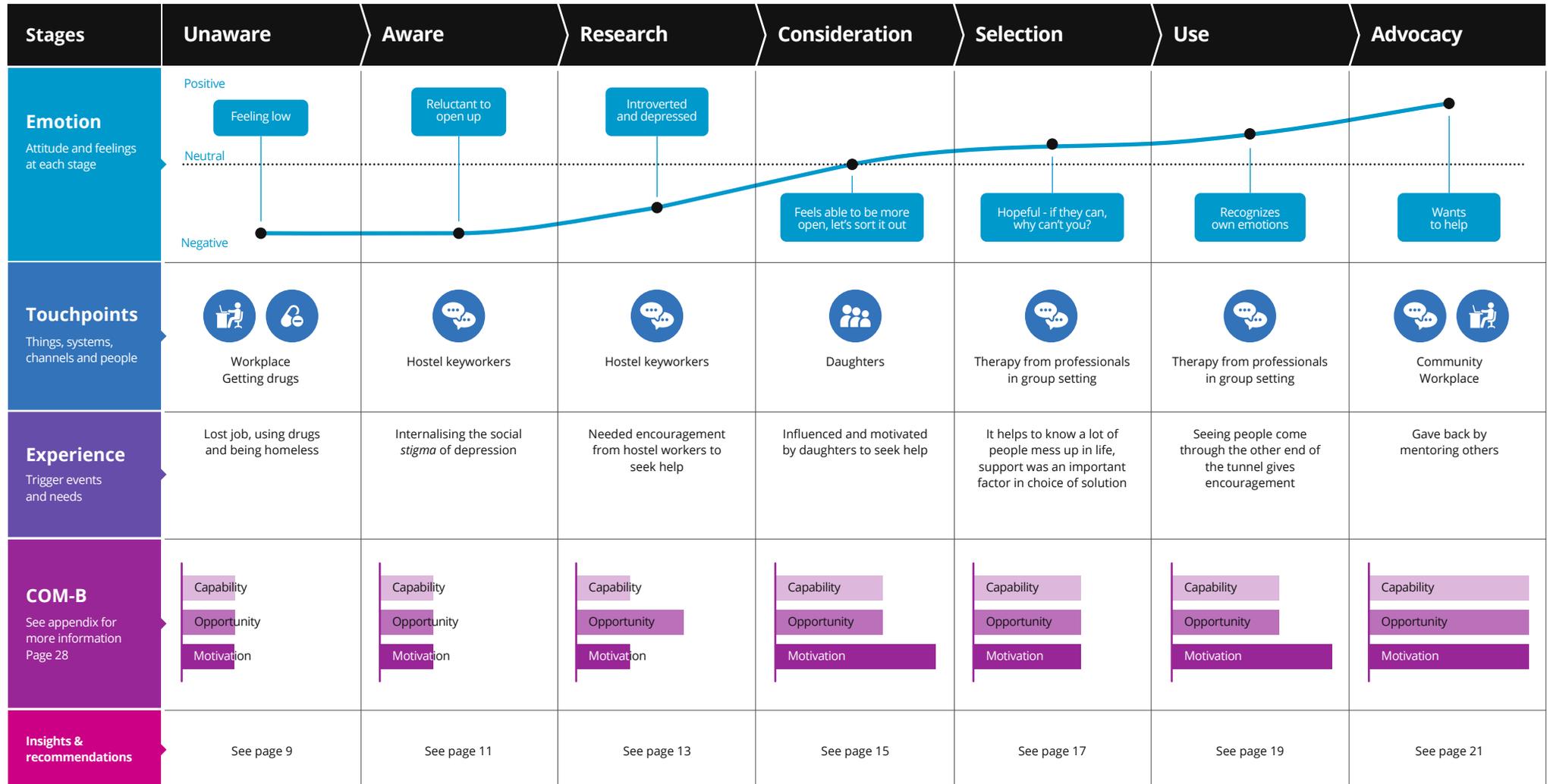
³ www.nhs.uk/Livewell/tiredness-and-fatigue/Pages/why-am-I-tired.aspx

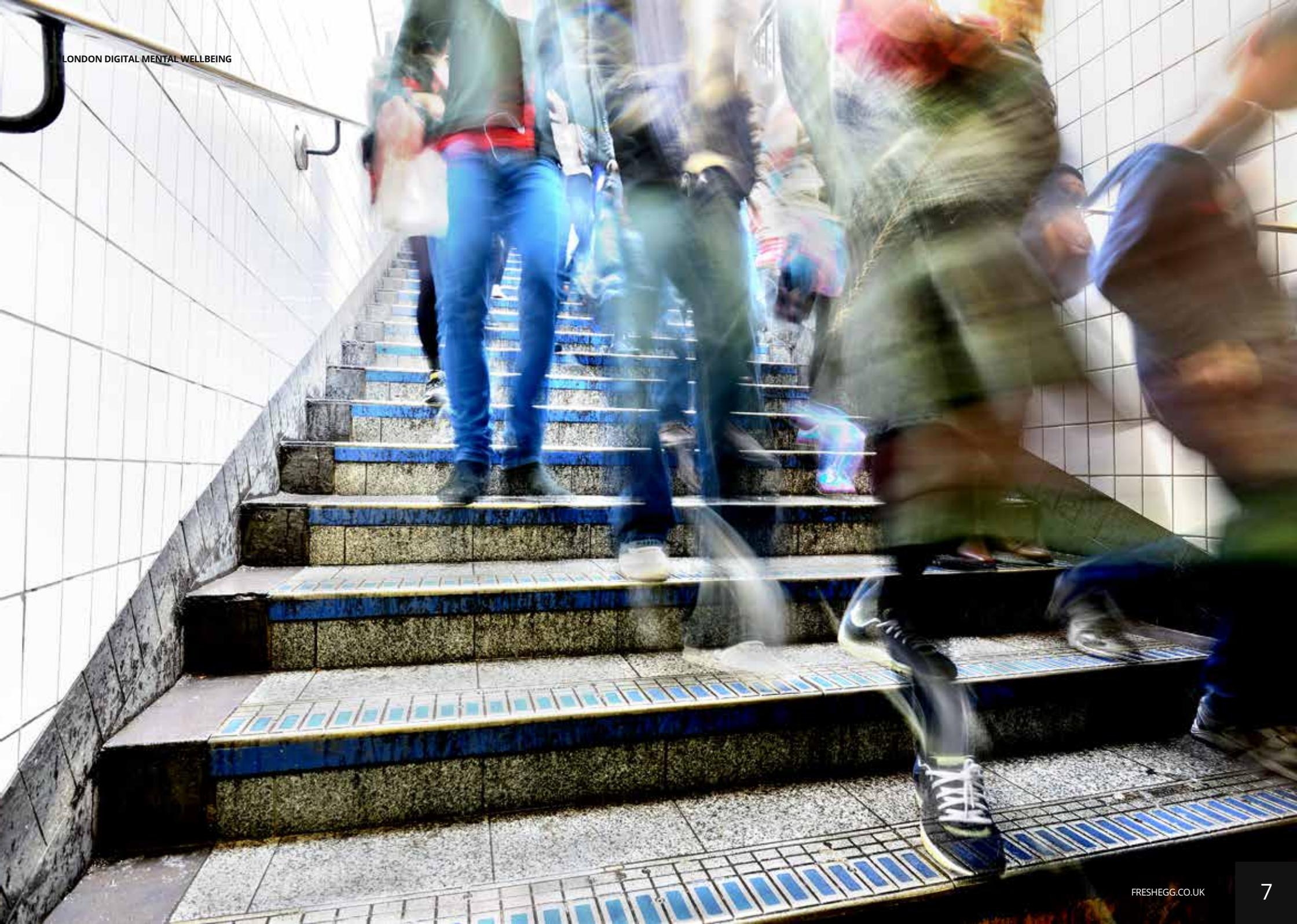
Our Process



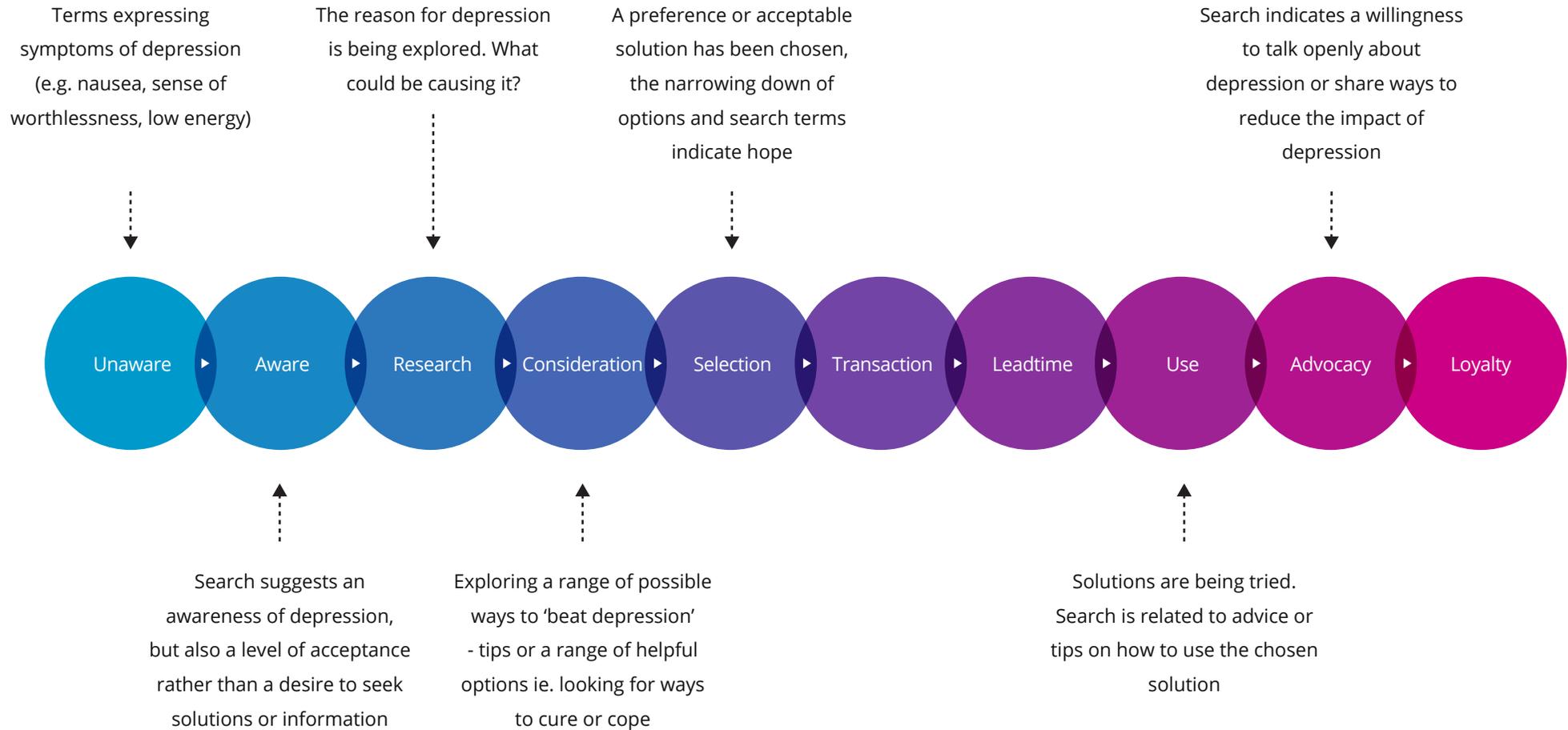
Customer Experience (CX) Journey Map

Londoners stories - Don





Stages of Experience



Unaware

The person is unaware that they are depressed, but may be experiencing symptoms of depression. They have yet to realise that they might be affected by depression.

Unaware

People are searching for...



▶ Top sources presented to users

Google

PsychologyToday

Quora

nhs.uk

healthline.com

calmclinic.com

symptomchecker.webmd.com

www.webmd.com

en.wikipedia.org

huffingtonpost.com

patient.info

tinybuddha.com

psychcentral.com

draxe.com

▶ Calls to action for the user

- Social sharing
- Further reading (wiki, academic papers)
- Blogs
- See GP for possible diseases (Addison's, AIDs, heart failure)
- Vote up helpful answers online

Insights

Q&A sites feature, as many people search for answers to questions such as 'why do I feel so tired?'

Recommendations

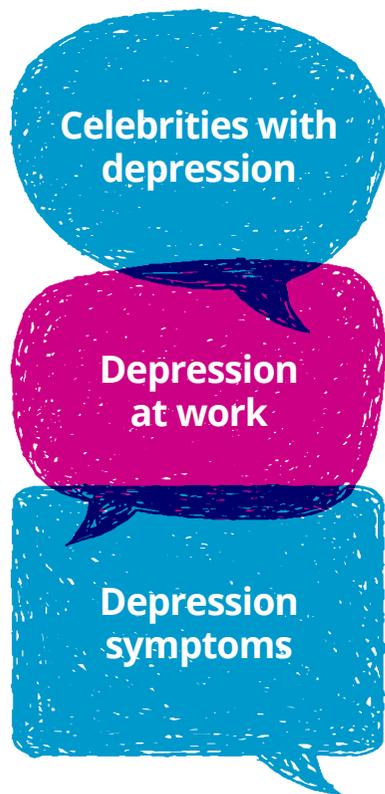
Find ways to alert people to the possibility they are depressed, rather than frighten themselves with terminal illness descriptions.

Aware

The person is aware of feeling depressed, they may have a good understanding of the cause(s) already, however they are not motivated or feel unable to change their circumstances to improve their mental well being.

Aware

People are searching for...



► Top sources presented to users

Google

WebMD

NHS choices

en.wikipedia.org
 psychcentral.com
 theguardian.com
 mind.org.uk
 mentalhealth.org.uk
 psychologytoday.com
 healthline.com
 rcpsych.ac.uk
 nimh.nih.gov
 ncbi.nlm.nih.gov
 nice.org.uk

► Calls to action for the user

- moodjuice.scot.nhs.uk
- cwmt.org.uk
- mind.org.uk
- depressionuk.org
- healthtalk.org
- rethink.org
- sellebrity.org.uk
- Find local support
- Download PDF
- Helpline
- Self-assessment
- Join newsletter

Insights

Wide collection of news and mental health charities e.g. mind.org.uk

Recommendations

'Piggyback' on news about depression, writing content with links to the service and use amplification of existing news to get noticed.

Research

The person is aware they get depressed and are prepared to find out why or understand the causes. Search terms focus more on the possible reasons for why they might feel depressed.

Research

People are searching for...



► Top sources presented to users

Google

NHS choices

WebMD

healthline.com

psychcentral.com

en.wikipedia.org

everydayhealth.com

mind.org.uk

psychologytoday.com

beyondblue.org.au

mayoclinic.org

helpguide.org

ncbi.nlm.nih.gov

theguardian.com

► Calls to action for the user

- moodjuice.scot.nhs.uk
- cwmt.org.uk
- mind.org.uk
- depressionuk.org
- healthtalk.org
- rethink.org
- Tips
- Suicide prevention helplines
- Drug details
- Exercise
- CBT

Insights

NHS has a strong presence, wikipedia. Healthline is often cited in books online. Few websites provide onward journeys - they often provide text explanations and facts.

Recommendations

Explore ways to become referenced in NHS Choices, WebMD and Healthline, including publications that reference Healthline, and explore the causes and incidence of depression.

Consideration

The person may have identified a particular short term cause (e.g. workplace) and be looking for possible quick fixes such as the best medication to try. The language used suggests they need help to be pulled out of depression, and look for solutions that can 'do it for them'.

Consideration

People are searching for...



► Top sources presented to users

Google

NHS choices

WebMD

helpguide.org

mind.org.uk

psychcentral.com

healthline.com

psychologytoday.com

everydayhealth.com

mayoclinic.org

huffingtonpost.com

wikihow.com

health.com

theguardian.com

► Calls to action for the user

- cci.health.wa.gov.au,
- psychologytoday.com,
- tracker.facingus.org
- Stay connected
- Volunteer
- Get a pet
- Make art
- Create a 'wellness toolbox'
- Exercise
- Diet
- Sunlight
- Challenge thinking
- Find support group
- Use a wellness tracker / App
- Community Q&A

Insights

Motivation offered at: helpguide, lifehack, bulletproof and themighty. Charity, NHS and medical sites feature, with medication used referenced regularly in search.

Recommendations

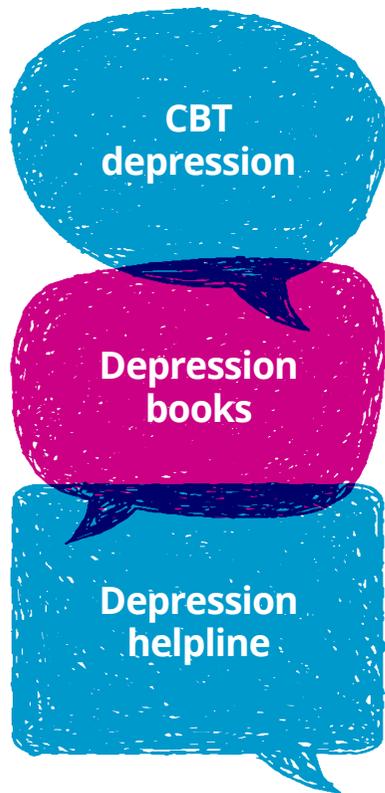
Offer solutions that help friends and family stay connected to help maintain motivation of the sufferer in their quest for a solution.

Selection

The person is researching a specific solution that they have chosen to try.

Selection

People are searching for...



► Top sources presented to users

NHS choices

Google

amazon

psychologytoday.com

psychcentral.com

webmd.com

theguardian.com

healthline.com

mind.org.uk

amazon.com

netdoctor.co.uk

goodreads.com

en.wikipedia.org

depression.org.nz

► Calls to action for the user

■ rpsych.ac.uk, mind.org.uk,

■ www.rethink.org,

■ medicines.org.uk

■ forbes.com

■ mayoclinic.org

■ yellowcard.mhra.gov.uk

■ bbc.co.uk

■ CBT

■ Read about drugs

■ Talk to doctor

■ Rate articles

■ Share articles

Insights

People search for books to help with depression, chatrooms are offered alongside videos from authors and other professionals on YouTube.

Recommendations

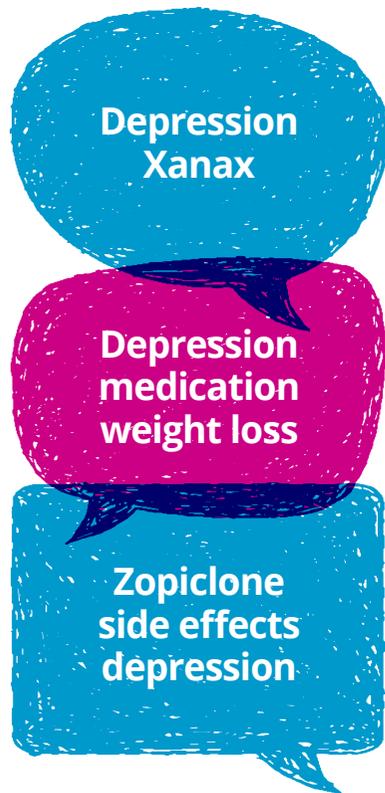
Provide solutions that need little motivation (e.g. use audible to deliver books, YouTube to deliver easy consumption content). Make the steps easy to follow with low engagement.

Use

The person is searching for advice on their chosen treatment or solutions. They are struggling with side effects of drugs being taken or are not happy with the solution they have already selected.

Use

People are searching for...



▶ Top sources presented to users



americanaddictioncenters.org

ncbi.nlm.nih.gov

netdoctor.co.uk

healthline.com

depressionforums.org

en.wikipedia.org

medhelp.org

rxlist.com

drugabuse.com

everydayhealth.com

patient.info

▶ Calls to action for the user

- psychcentral.com
- Share experience
- Ask question
- Rate comments
- Read academic papers
- Talk to a doctor

Insights

Drug side effects and use questions, forums and support sites (drugs.com, patient.info). Concern about addictions is a feature in the search space, rather than the search for an effective medication.

Recommendations

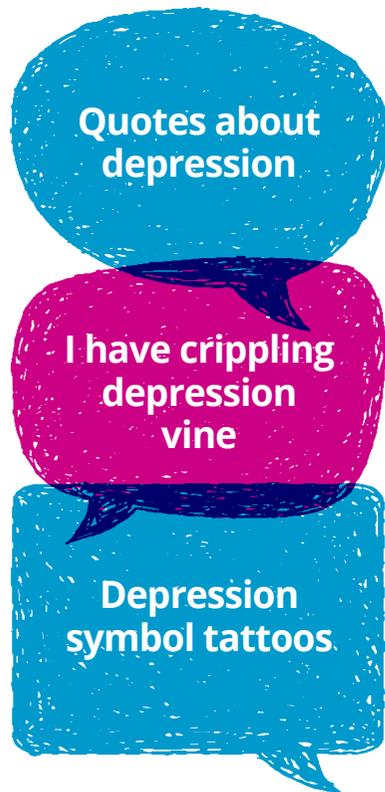
Help people attempting withdrawal from Xanax, as it can cause increasing depression.

Advocacy

The person is searching for ways to share the experience of living with depression with others. They are looking for quotations, memes and ways to express or remind themselves.

Advocacy

People are searching for...



▶ Top sources presented to users

Google

Pinterest

reddit

pinterest.com

youtube.com

buzzfeed.com

themighty.com

goodreads.com

healthyplace.com

tumblr.com

thoughtcatalog.com

quora.com

brainyquote.com

goodmorningquote.com

▶ Calls to action for the user

- samaritans.org
- Share socially
- Follow
- Buy a book
- Tips for texting depressed people
- Sign up for newsletter
- Watch a video
- Audio books
- Share shortened URL
- Add comment

Insights

Memes about depression are shared widely, pinterest, video and social sites dominate.

Recommendations

People seek ways to symbolise their daily struggle with tattoos, memes, quotations and images. Use social media to provide advocacy via profile picture campaigns.



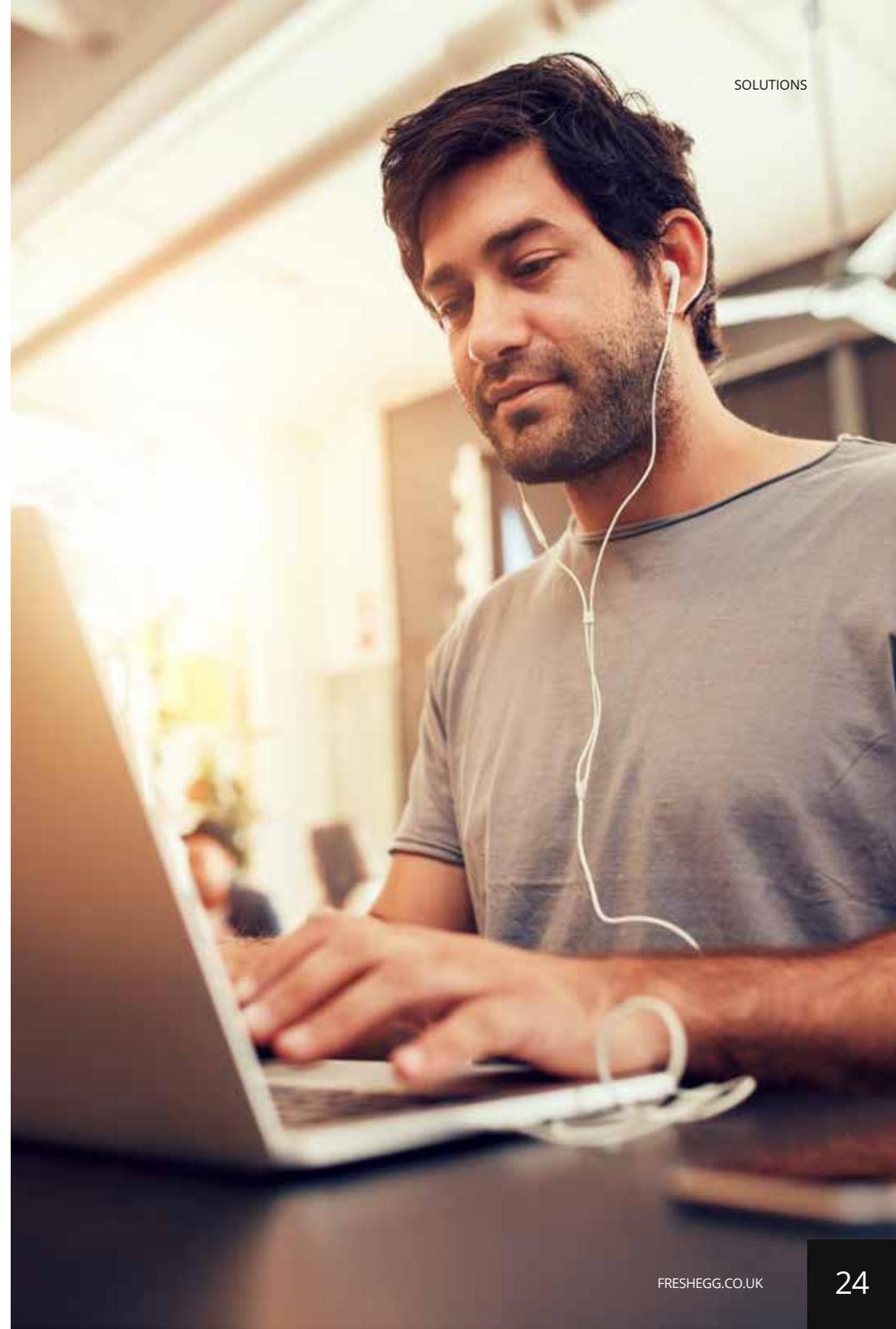
Solutions

Many of the proposed solutions for depression on the web are passive, requiring little motivation from the sufferer.

For example: watching videos hosted by therapists, listening to podcasts, walking barefoot, and making small changes to the environment to affect mood e.g. using oils such as Bergamot, Lavender, Roman Chamomile and Ylang Ylang.

Solutions also include useful suggestions for friends and family, such as example texts to send a sufferer or games to help empathise with someone with depression.

Mood tracking apps are popular, typically providing inspirational quotations and motivational content alongside CBT techniques.



Categories of solutions

The following visualisation shows the 20 categories of 'solutions' identified from the search-based research.

For each category there are one or two specific examples of solutions suggested by the online sources.



Categories of solutions

The 48 total solution options have also been categorised using:

- **Availability** - Can the solution be accessed 24/7
- **Cost** - If known, what is the cost of the solution
- **Opportunity to use** - Are they generally for 'everyone' or are they restricted
- **Online or offline** - How they are accessed
- **External support** - Can the user broadly engage with it on their own or do they need other third party help/involvement
- **Hyperlocal in London** - Is the solution something that a user would find within a few miles of their home or workplace

In addition, there is a requirement to label each solution as to whether it is clinically approved.

⁴ www.wheelofwellbeing.org

Insights

- There are a large number of mood tracking and CBT influenced apps that are generally given good reviews, with people commending audio content especially.
- Low effort engagement methods, such as audio or video, are good ways to motivate people to take the next steps and find a path out of depression.
- People need help and encouragement to be 'pulled' from depression, reading celebrity stories can help people feel less alone.
- Solutions include ways to help partners and friends with depression e.g. sample texts, educational games

Recommendations

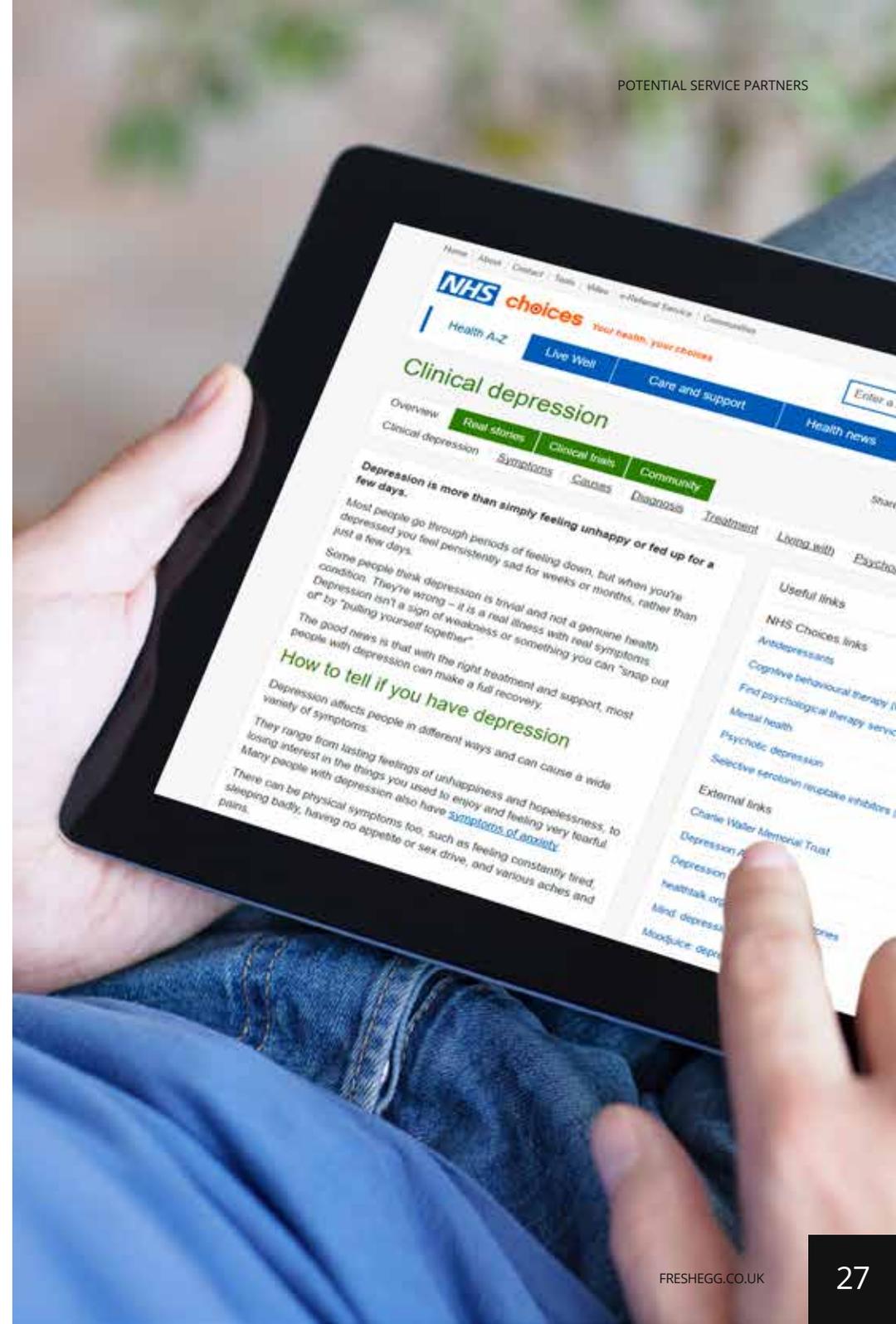
- Provide frictionless pathways - use audio and video with clear short steps, so that low motivation isn't a barrier to use.
- Don't use 'hedonistic' framing, as anhedonia is a common component of depression and people with depression are unlikely to be persuaded this way.
- Provide ways for supporting characters to understand depression, communicate with sufferers, and help people use the service (MVP).
- Many of the suggested solutions can be linked back to the self-reflective aspects of the categories highlighted in the Wheel of Wellbeing⁴ - Body, Mind, Spirit, People, Place, Planet - this reinforces the overall aim of the service of providing people with the options for self-help

Potential Service Partners

The research indicates it is important to provide content and suggestions in an easy to digest format, using audio and video rather than lengthy academic papers.

Specific areas of focus include:

- NHS Choices content for symptoms that may indicate depression
- Creation of podcasts - especially celebrities suffering with depression explaining how they cope
- Use video to create short-form motivational content
- Australian websites are often cited in calls to action; try to partner with them to help direct Londoners to the service
- Drug and alcohol wellbeing services

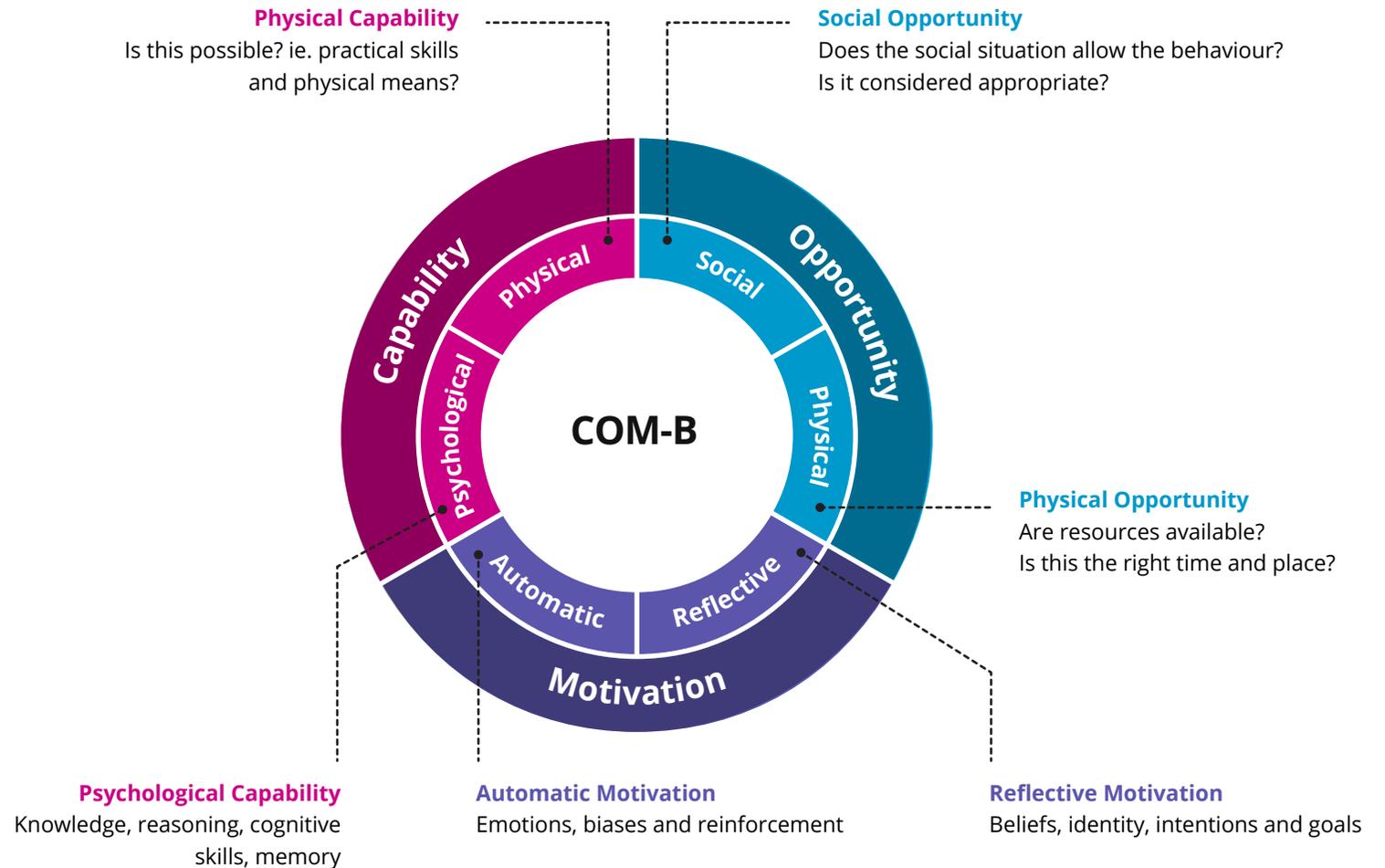


Appendix

Customer Journey Map Key

Page 6

COM-B is a simple model which synthesises a much more complex array of theoretical drivers of behaviour covering 33 psychological theories⁵.



Anxiety mind map

<https://app.mural.ly/t/lmw0025/m/lmw0025/1496998200720/view/82987745>

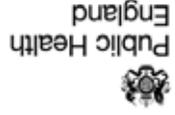
⁵ <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3096582>

Notes

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