NOTE:
A functioning, personalized behavior change product should be the platform cornerstone.
This is the only way to improve user outcomes and meet users' need for personalization, value, and meaning (stickiness).

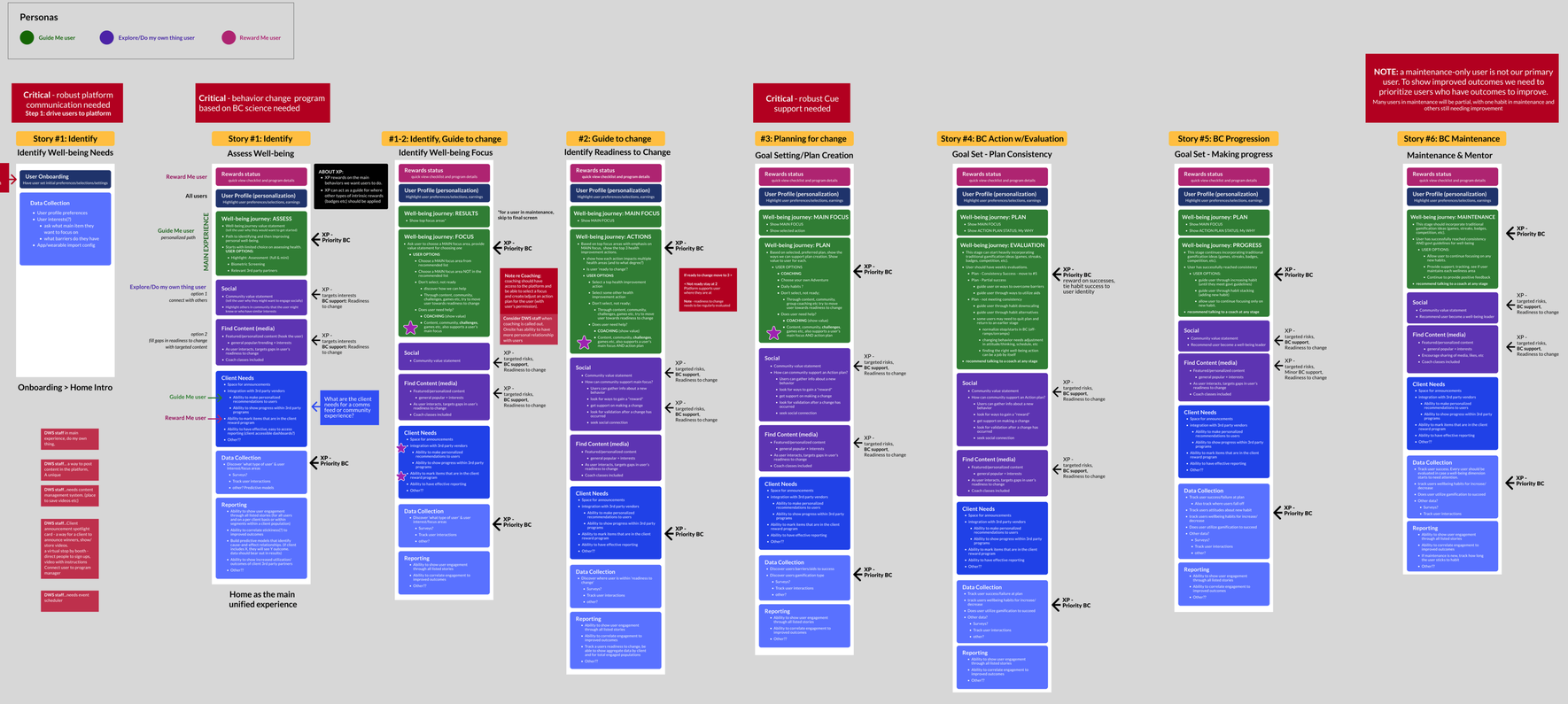
Main business goal:
Supporting Clients in Improving User Outcomes

Stories we want to tell:

1. Support of Client Programs & their organizations
2. Drive users to the platform
3. Identify user's well-being needs
4. Guide user towards readiness to change
   (Guide user to information, fill gaps in understanding, increase knowledge, build awareness and confidence)
5. Guide user to set a goal (ready to change)
6. User is making progress (actively changing/improving)
7. User is ready to take on more (increasing change)
8. User is maintaining well-being

Other Goals:

1. Provide ways to support client programs that also offers a personalized experience for user
2. Keep participation and stickiness in certain products high to drive revenue
3. Gather user insights while being careful to avoid survey fatigue.
4. Introduce different features to users slowly, not all at once
5. Introduce products/features when the value makes sense.
6. Reduce UI confusion by eliminating redundancies and keeping items in stationary locations



Technical Function

What items should we consider that are not part of the behavior change journey and are more technical in nature but impact the experience?
Example: SSO, page load, etc

EASE OF USE
How easy is the service/tool to use in general?
- Is it easy to sign in?
- How easy is it for a user to track their well-being?
- How easy is it for a user to know what to do?
- How easy is it for a user to find what they're looking for? (Search)

AVAILABILITY
How often is the service/tool available?
- Are there gaps in service (server down time) etc?

FUNCTION
Do pages/data load quickly?
- Do pages/data load accurately?
- Does DACC work seamlessly and apps/devices can connect consistently?

MODERN INTERFACE
Does the service behave like you would expect from a modern platform?
- Is the app using mobile components?
- Does mobile feel like mobile-first design?

Feature Support
Desire for social feed monitoring

★ Items starred are also issues from win/loss interviews