



WAKEY!

**Insights from
the 12-week
feasibility trial
and think aloud
study of Wakey!**

27 May 2020

What is Wakey!?

- Wakey! App is an interactive, personalised, mental well-being platform, with a 9-minute edu-tainment show designed to be used as an alternative to an alarm clock that is available each weekday morning.
- Wakey! was launched on 20th of January and it aims to increase access to wellbeing support to lower socio-economic groups who have traditionally been excluded from the design and evaluation of digital mental health interventions.



Feasibility trial

Overview of the study (17 Jan – 10 Apr 2020)

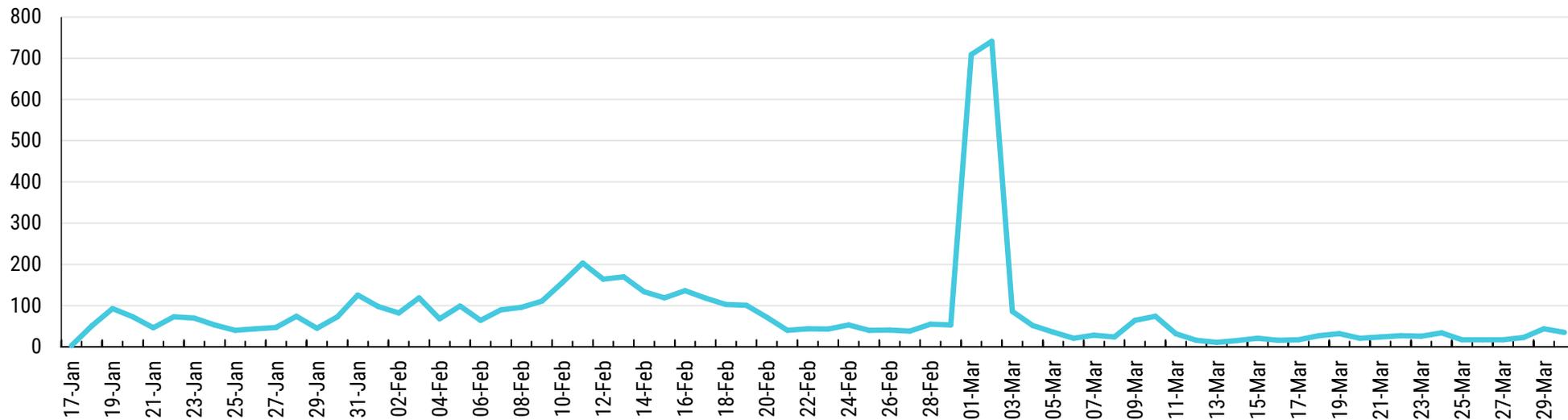
- A 12-week single-arm mixed-methods feasibility trial: including the collection of engagement data, data exploring the impact of the use of Wakey! on 6 health outcomes and qualitative data to explore participant's experiences of using Wakey!
 - A small nested randomised controlled trial (RCT) was undertaken to establish whether additional content could improve sleep scores.
- Think aloud interviews with people from the Borough of Lambeth & Southwark): with the aim of establishing the usability of the Wakey! in the target users (people from lower socio-economic groups). Findings from this study fed back into iterative usability changes that were made to Wakey! during the 12-week trial.

Primary and secondary objectives of the study

- Primary objectives:
 - To assess participant's engagement with the app over the 12-week study period
 - To assess how many people downloaded and used the app in the target population
- Secondary objectives:
 - To explore efficacy data on Office for National Statistics well-being outcomes, sleep and self-efficacy outcomes and to see if there were any changes throughout the study period
 - To explore, quantitatively and qualitatively, participants' experiences of using Wakey

The sample

- 5928 people downloaded Wakey! during the trial period



The sample

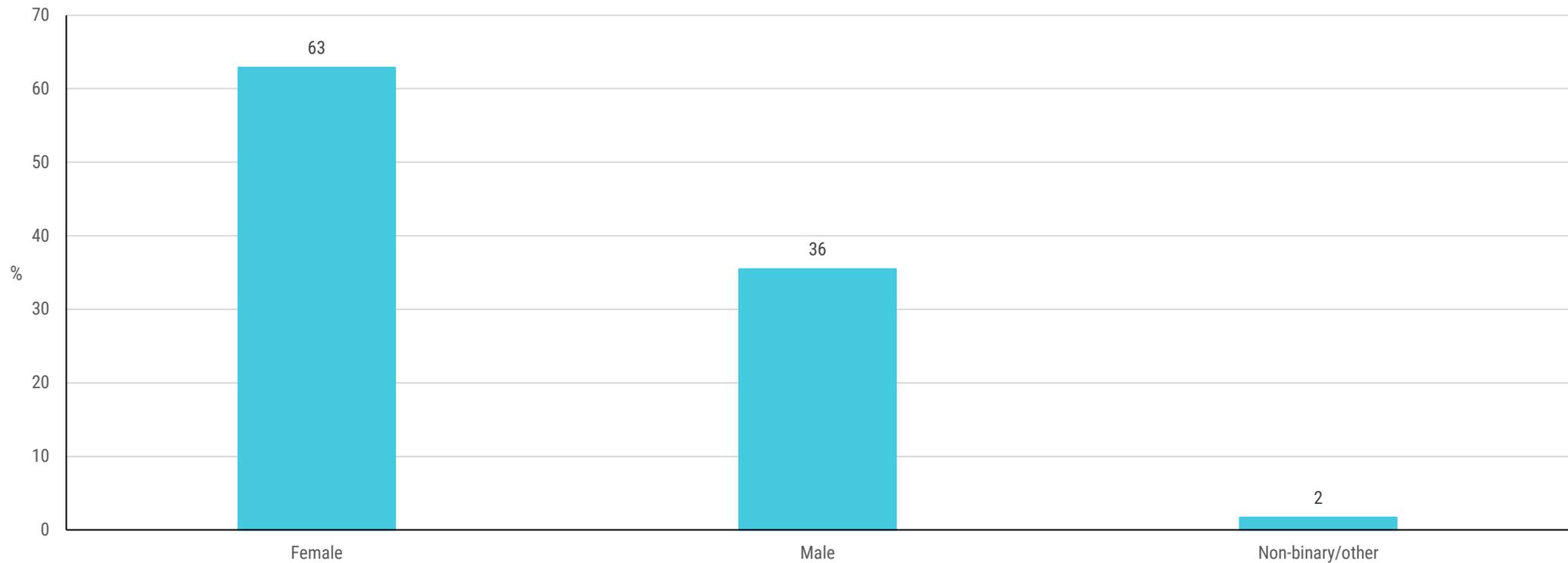
- 1935 people were excluded because they did not meet the inclusion criteria
 - were ≥ 18 years old
 - had created the account at least 2 weeks before the end of the study
 - had seen at least 1 episode or the Welcome video
- leaving a sample of **3993 participants**

Excluded people

- A higher proportion of the excluded group were:
 - female (63% included vs 72% excluded group),
 - in the youngest age group (18–24 16% included vs 20% excluded group)
- They were less likely to be:
 - employed (63% included vs 58% excluded group)
 - in the highest NS-SEC group* (higher managerial, administrative and professional occupations) (14% excluded vs 19% included group)

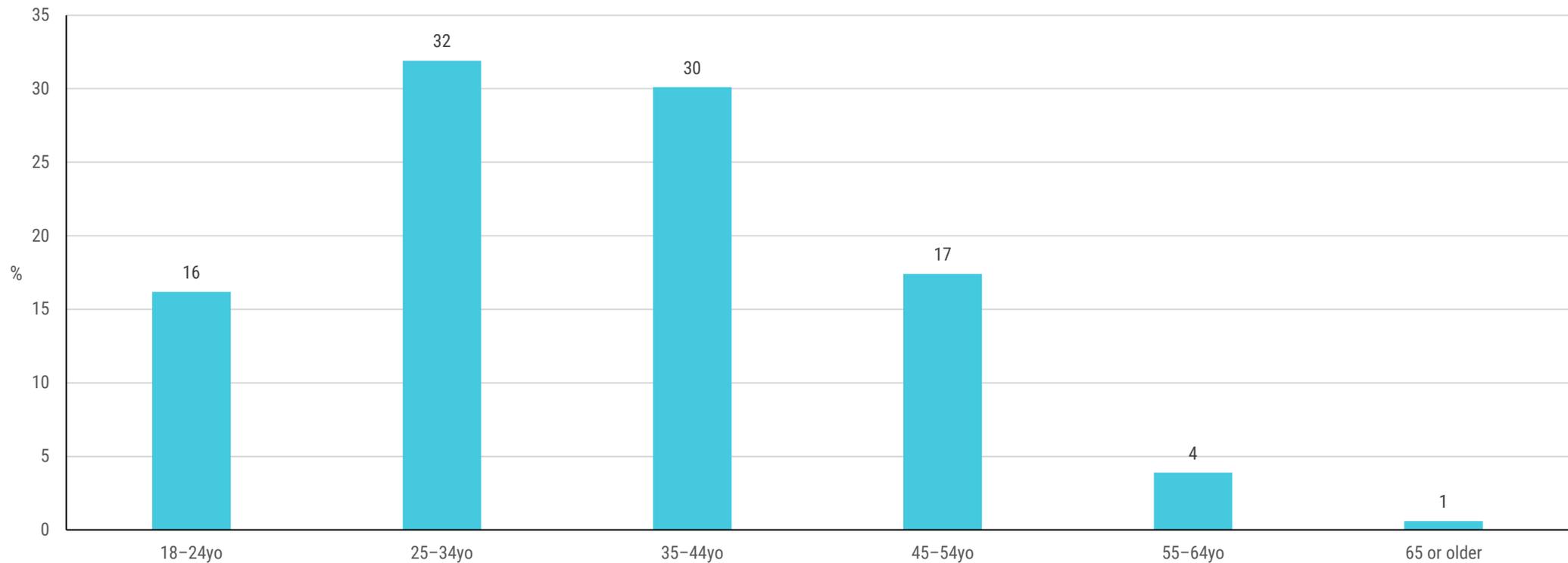
**Of those who were employed, the distribution of socio-economic status was largely similar between the two groups*

Included people – user distribution by gender*



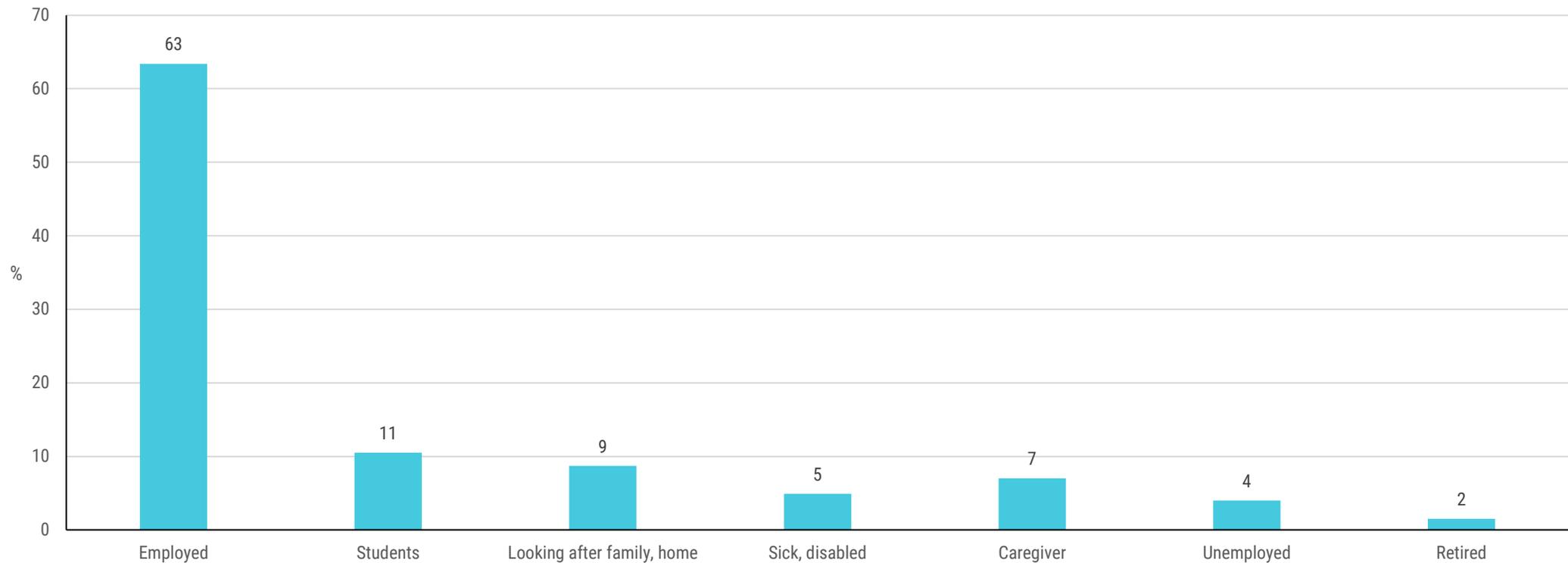
**N=3958*

Included people – user distribution by age*



*N=3972

Included people – user distribution by occupation*



*N=3455

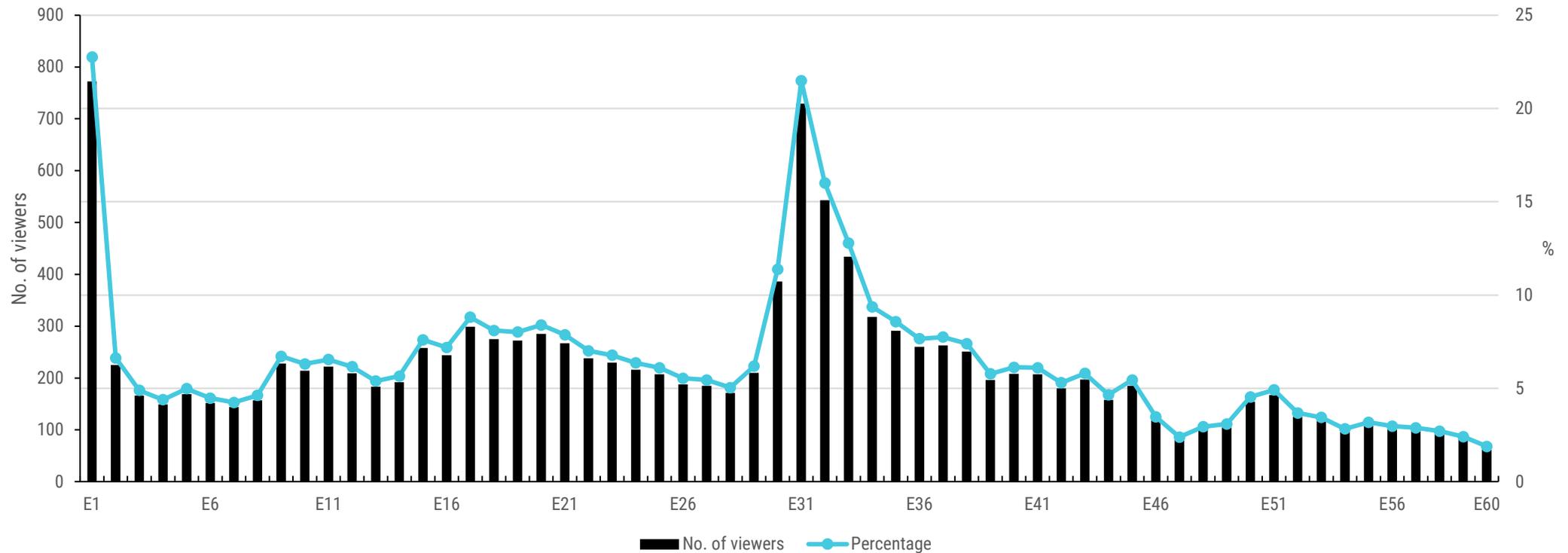
TOP 10 jobs in employment (50% of the employed people)

- Among the 2191 people who were employed:
 - teachers (11.6%)
 - administrators (9.1%)
 - sales assistants (7.5%)
 - nurses (6.4%)
 - operations managers (3.3%)
 - managing directors (3.0%)
 - cleaners (3.0%)
 - office managers (2.9%)
 - sales managers (2.7%)
 - designers (2.5%)



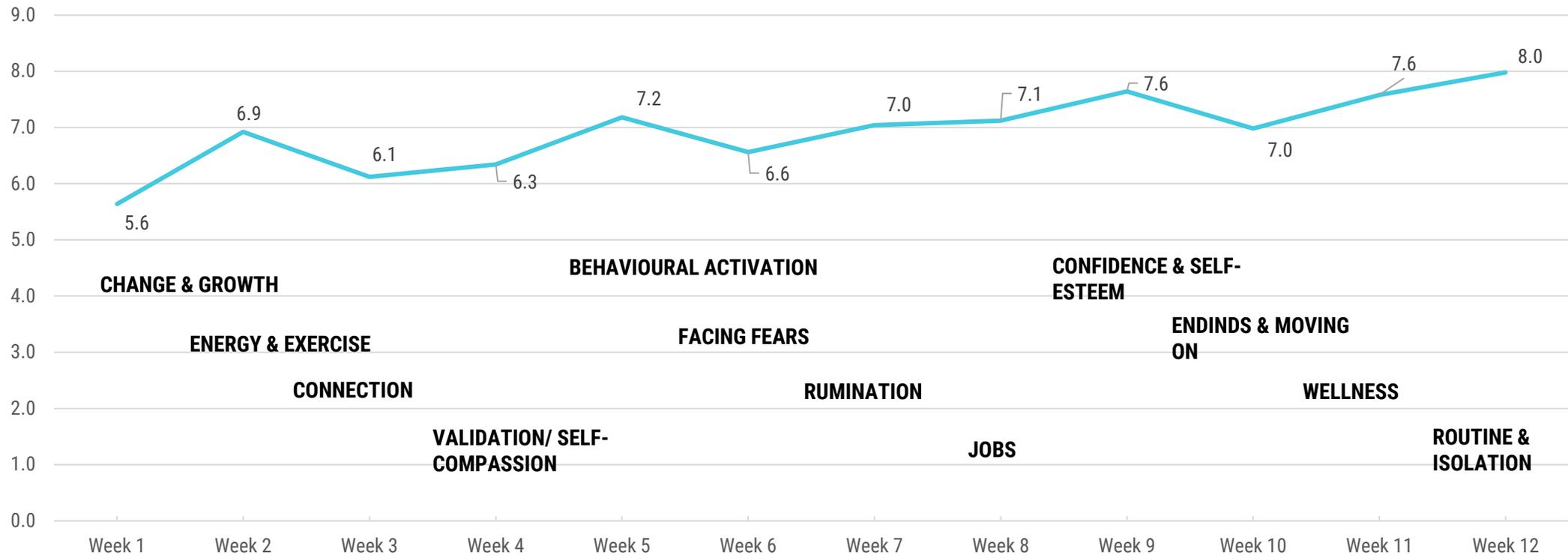
Engagement

The number and percentage of users* who watched livestream and/or archived episodes

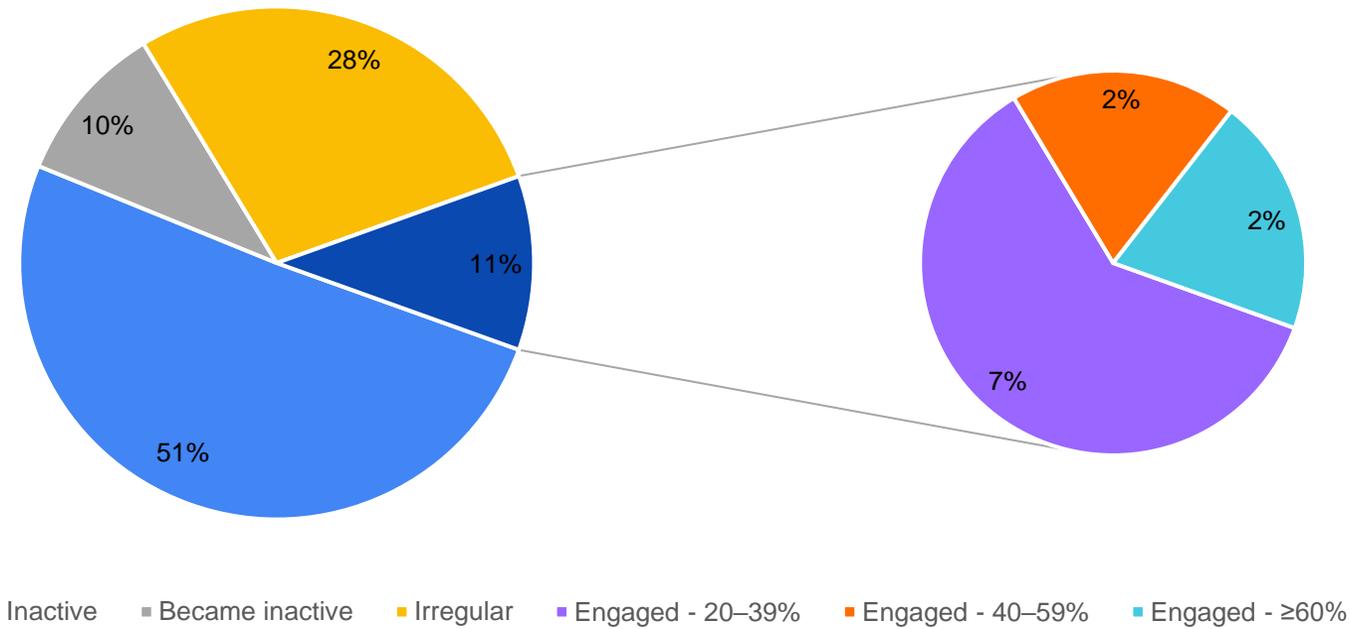


*N=3993

The entertainment value of episodes on a 10-point scale by themed weeks



User segmentation (N=3993)



Predictors of being an engaged user

- Higher average entertainment score for the episodes
- Higher average daily sleep score
- Joining the study in the later weeks of the trial
- Higher baseline report of sleep quality
- No evidence of a difference in engagement by any social characteristics (age range, gender, socio-economic status)



Effectiveness of Wakey!

Improvements in health outcomes

- Wakey! users who provided follow-up data demonstrated improvements on four of the six health outcomes:
 - life satisfaction (n=230)
 - ease of getting out of bed in the morning (n=230)
 - feeling that life was worthwhile (n=230)
 - self-efficacy (n=158)

Predictors of improvement

- Life satisfaction: lower self-efficacy scores at baseline were strongly associated with improvements in life satisfaction
- Life being worthwhile: lower baseline sleep quality and lower socio-economic* status were associated with improvements in life being worthwhile
- Happiness: participants who reported improved happiness had watched more episodes of Wakey!
- Anxiety: entering the study more recently predicted improvements in anxiety
- Self-efficacy: those with lower baseline score for whether life was worthwhile showed greater improvements
- Sleep: those who watched more archived episodes and reported a lower score for life is worthwhile at baseline showed greater improvements

**Lower managerial, intermediate, lower supervisory, semi-routine, not classified*



Sub-study of prescribed sleep content

The sample

- People were included if:
 - they had answered both baseline and at least one daily question regarding their ease of getting up in the morning (i.e. sleep score),
 - they had seen at least two episodes of Wakey in weeks 8 and 9 (i.e. had been active during the two weeks before the sub-study),
 - their sleep score was not already high (i.e. 9 or 10 on a 0–10 scale).
- In total, 176 people were included and 91 received the content

Prescribed content and results

- A 2min 49sec long video covering strategies for:
 - improving the habit of getting out of bed
 - improved sleep
- During the two weeks when users had access to the content, 14 people out of 91 watched the video and provided their sleep score
 - Half (n=7) of them showed improvements in sleep score
 - 2 showed a decrease
 - 5 showed no change



Qualitative study with the app users

The sample

- Interviews with 19 people (out of 1524 invited)
 - Half of the participants were women (n=9)
 - 12 were between ages 25–44
 - 11 were working either full- or part-time
 - Several people mentioned having a mental health issue (e.g. ADHD, PTSD, anxiety, depression) or having stress related to daily activities (e.g. taking care of someone, studies, work) or own health problems
- *In addition to the main study, a small sub-study among users from the Borough of Southwark and Lambeth was planned. Despite targeted efforts to recruit people from this area we could not find people who wanted to take part in the study.*

Becoming aware of Wakey and how participants use it

- Majority of the people heard about Wakey from Facebook or Instagram, but some also found it looking through the app store to support their mental well-being.
- Participants were interested in Wakey! because:
 - it “seemed different”,
 - they liked drag queens,
 - they thought it provided a different approach to waking up and addressing mental health issues.
- Some people used Wakey! to help them wake-up, but it was more common for people watch it as part of their morning routine after waking up, or later in the day.

“I don't use it to wake up. I wake up a normal way but I usually watch it either before I go to work or not long been at work. It's just part of what I do now.”

Exploring differences in the way user types interact with Wakey! ...

- Majority of the people among active and irregular users watched Wakey 3–5 times a week.
- Main reasons among active and irregular users of not watching the show more regularly were related to:
 - the change in people's morning routine due to lockdown (e.g. change in work times, not having to wake up at particular time),
 - forgetting to watch the show,
 - occasionally oversleeping,
 - getting late to bed or staying up late.
- One of the irregular users felt that sometimes he feels the show overwhelming, thus, his viewings were related to his mood on the day.

A decorative blue vertical bar is on the left side of the slide. Three black dots are arranged horizontally in the upper left area of the slide.

- Watching Wakey! was usually less regular among people who became inactive after their first week or who had been inactive prior to the qualitative study.
- The reasons behind not watching the show more often were related to the change in routine during lockdown (as among active users) and work routine.
- Watching archived episodes was more common among active users.

Reflections on Wakey! show content ...

- General impression of the app was very positive – it was found entertaining and fun and offering practical advice on mental well-being.

“You've wrapped it up in an entertainment bubble, but it's very much about mental health. I think it's brilliant the way it's done. ... I feel like I've found a hidden gem.”

A decorative graphic consisting of three black dots arranged horizontally, positioned to the right of a light blue vertical bar.

- Content was perceived well developed, as it:
 - covers a variety of useful topics on mental health (and it gives the possibility for people to relate to),
 - provides practical tips that people can incorporate into their lives,
 - is done in a fun and entertaining way that helps to keep people engaged.
- Participants also found it useful that information about COVID-19 had been incorporated into the episodes.
- Some people pointed out that the show felt a bit rushed and too pre-planned, and sometimes the content repeated itself.

Live chat function

- People liked the live chat function – it creates the feeling of a community as you can interact with other users – and enjoyed having responses to their comments and queries.

“It is like a family ... When I'm on at the right time and it's there, so I always say good morning and see whether anybody's there.”

- However, some participants felt that there were some issues with the chat function, such as:
 - not getting responses to comments,
 - having to add details each day before commenting,
 - issues with signing in.

Presenters

- Most of the participants commented on how good the presenters were and that Chris and Ginger have a great chemistry.
- Dr Iain was found being calmer and more straightforward.
- Some participants felt it would be good to include other presenters, including other experts and a female presenter.

Interaction with Wakey! through social media

- Social pages give the people the possibility to interact with other users, thus creating a feeling of community.

"I think the reason that the Wakey! one is so great is because it's a little community."

Articles and newsletters

- People's awareness about available materials varied – many had not become familiar with the content, some were aware and found them useful.

"I think the newsletters are great. ... I like the fact that's it quite- it's non-formal. It's more like you're talking to a friend and I like that."



Wakey! duration

- While several people preferred the show to be longer, it was assumed that as a micro breakfast show the current length fits into people's morning routine.
- Ideal duration for the show – 10-15 minutes.

Use of push notifications

- Notifications were easy to ignore and often came up at the wrong moment (e.g. in work) and got 'swiped'.

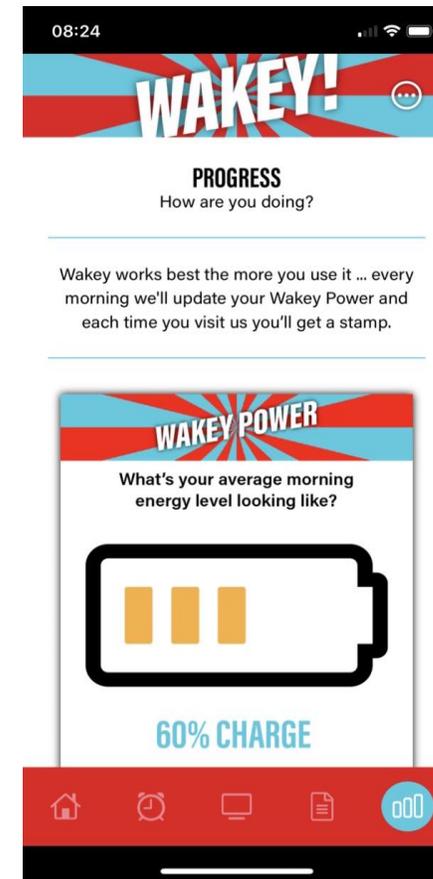
Live events – Q & A and Brainerobics quiz

- General take on challenges, competitions and the quiz was positive.
- Only a small number of people had watched the Q&A live events. Of those who had, some found them very useful and others did not feel they were relevant to them or found them boring.
- The main reason behind not seeing live events – other responsibilities during that time.
- It would be good if the live events would be archived, so it would be possible to watch them later.

Progress page

- Progress page was found useful to track progress and to see improvements, although some people were not aware of it.

"It tells you instantly how you're doing which is great. The battery works really well."



Feelings about the research questions

- Daily and weekly questions were perceived as a possibility for self-reflection.

"It feels like someone actually cares enough to ask so it's nice to actually get asked that every day."

- Some people were interested in having additional questions or choosing own questions to answer.

Changes made as a result of using Wakey!

- Almost everyone had some positive examples of change:
 - improvement in their mood,
 - paying more attention to having a routine,
 - finding it easier to getting up from the bed in the mornings,
 - reduced stress levels.

“Using the app made me feel better in the morning, got me up, got me alert, got me awake, relatively easy. Whereas, I previously tended to snooze my alarm clock frequently.”

Issues with Wakey! identified

- The alarm not going off
- Usability of the live chat
- Videos freezing
- Glitches with the Brainerobics quiz
- Screen rotation crashing the app
- Livestream episodes not starting from the beginning
- Not having the possibility to watch episodes without internet connection (i.e. downloading the episodes)
- Not having the possibility to save favourite videos

Future improvements

- Presenters, Old News segment and bed aerobics were the three most popular things about Wakey which were found to be kept if everything else would change.
- Improvements:
 - introducing new topics,
 - making the chat more user friendly,
 - inviting guests to the show,
 - introducing weekend episodes,
 - enabling to add episodes to “Favourites”,
 - starting the livestream episode from the beginning,
 - increasing users’ interaction on the app throughout the day,
 - introducing FAQ and Q&A sections.



Think aloud study

Participants and objective

- Eleven people from the Borough of Lambeth & Southwark
- Aim: to establish the usability of the Wakey App and people's perception of the Wakey! show among the target users (people from lower socio-economic groups).

Findings

- All participants were happy to share their personal information and answer questions about their wellbeing during onboarding.
- 2/3rd of the participants said they would use the Wakey App.
- Those who said they would not use the app were participants who generally found the style of the show too loud or bright for the morning.
- Half of the participants found it quirky and positive and the other part felt it was too much.
- People either loved or disliked Ginger. The people who objected to Ginger tended to be White British people who weren't comfortable with a drag queen.

Issues/suggestions

- Several people weren't sure what the scores 0 and 10 represented in the survey and had to scroll back up to the top to find out.
- Waiting for 45 seconds for the video to start was perceived too long.
- The font used in the chat was too small to see clearly for most of the people.
- It was difficult to find the feedback section.
- One Christian woman suggested that adding Christian values to the Wakey videos would enable Christians to draw from this.