

# Building **Good Habits** Through **Good Design**

Jonathan DeFaveri | Head of Design Research @ Headspace

12:55



Messages



WhatsApp



Calendar



Photos



Camera



Weather



Clock



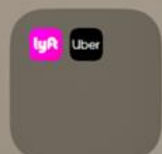
Settings



Wallet



Notes



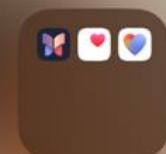
Uber / Lyft



Navigation



Round



Check-In



Training



Equinox+



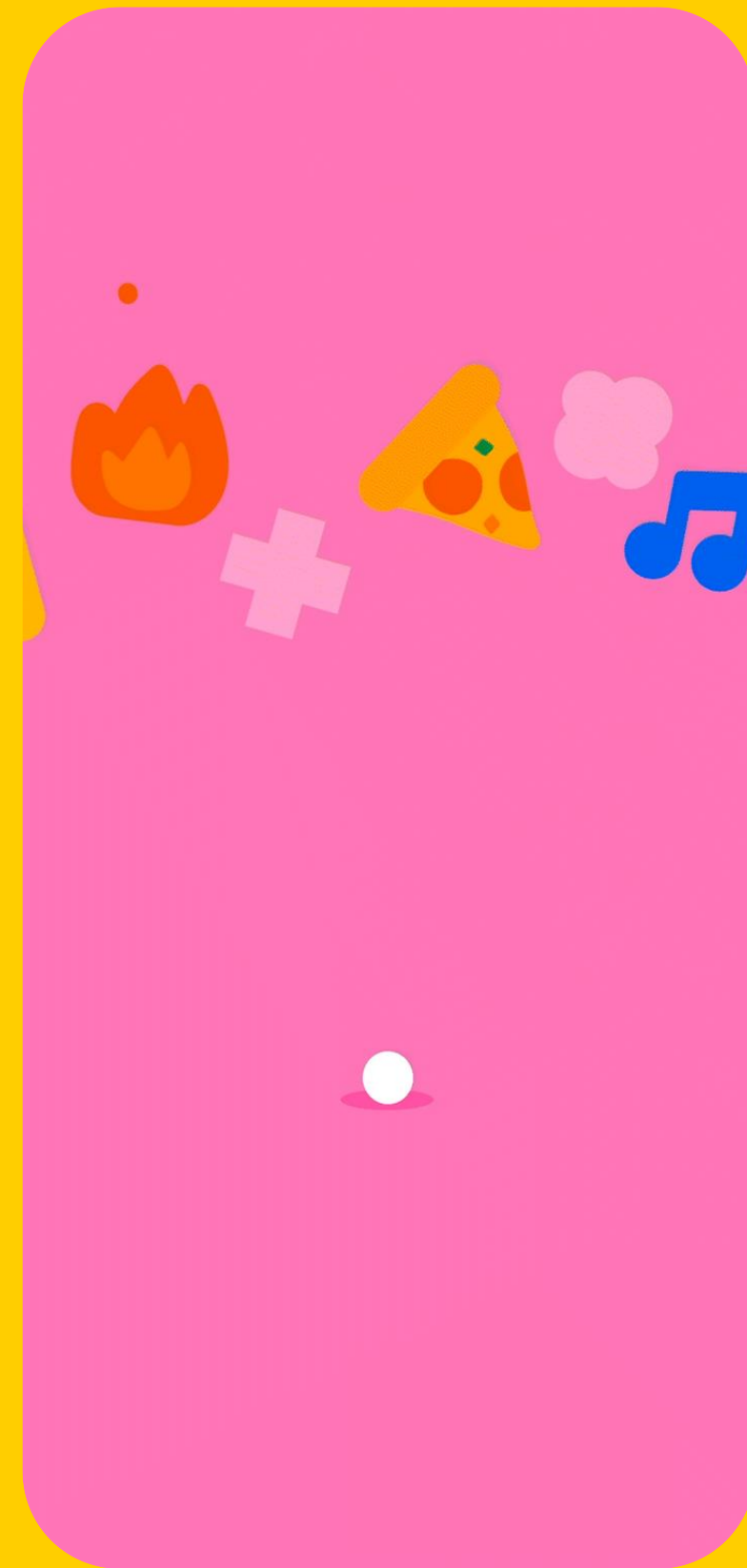
Headspace

Search



**“People's sense is  
that technology is  
happening to them  
rather than for them**

–Accenture Trends Report, 2024

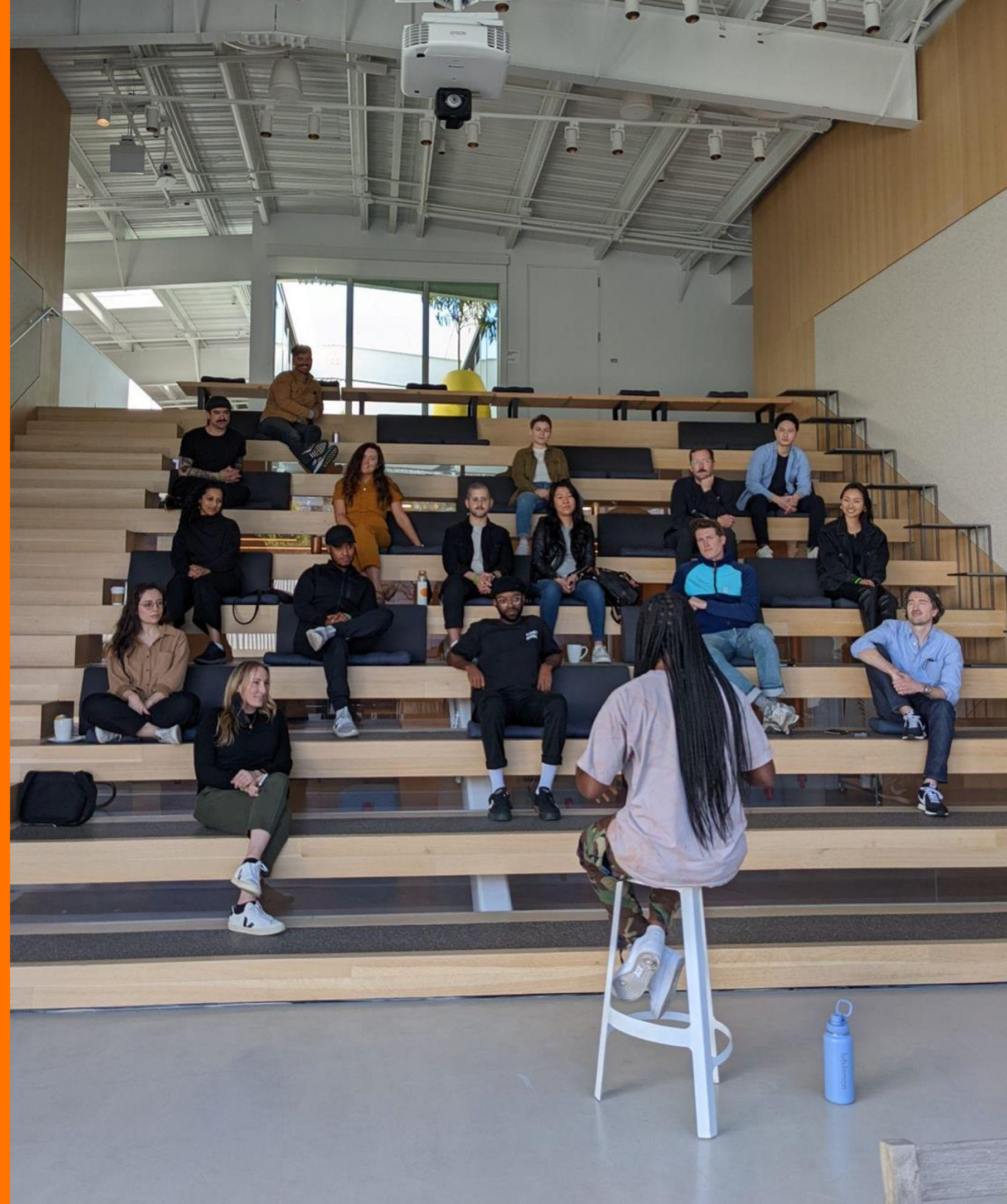






# A Meditation for Mental Health

 headspace





# Our **physical** and **mental health** are tightly connected

Factors correlated with health outcomes for an individual

Environment

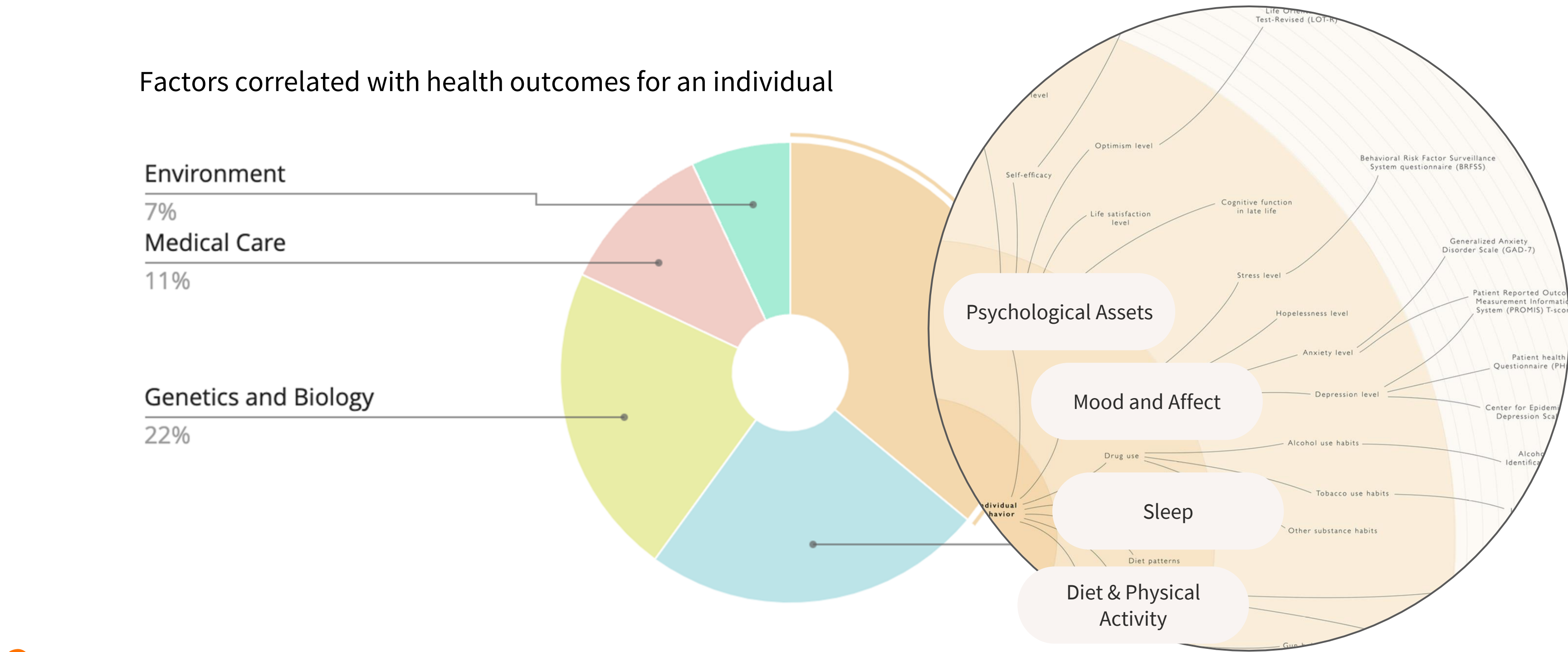
7%

Medical Care

11%

Genetics and Biology

22%

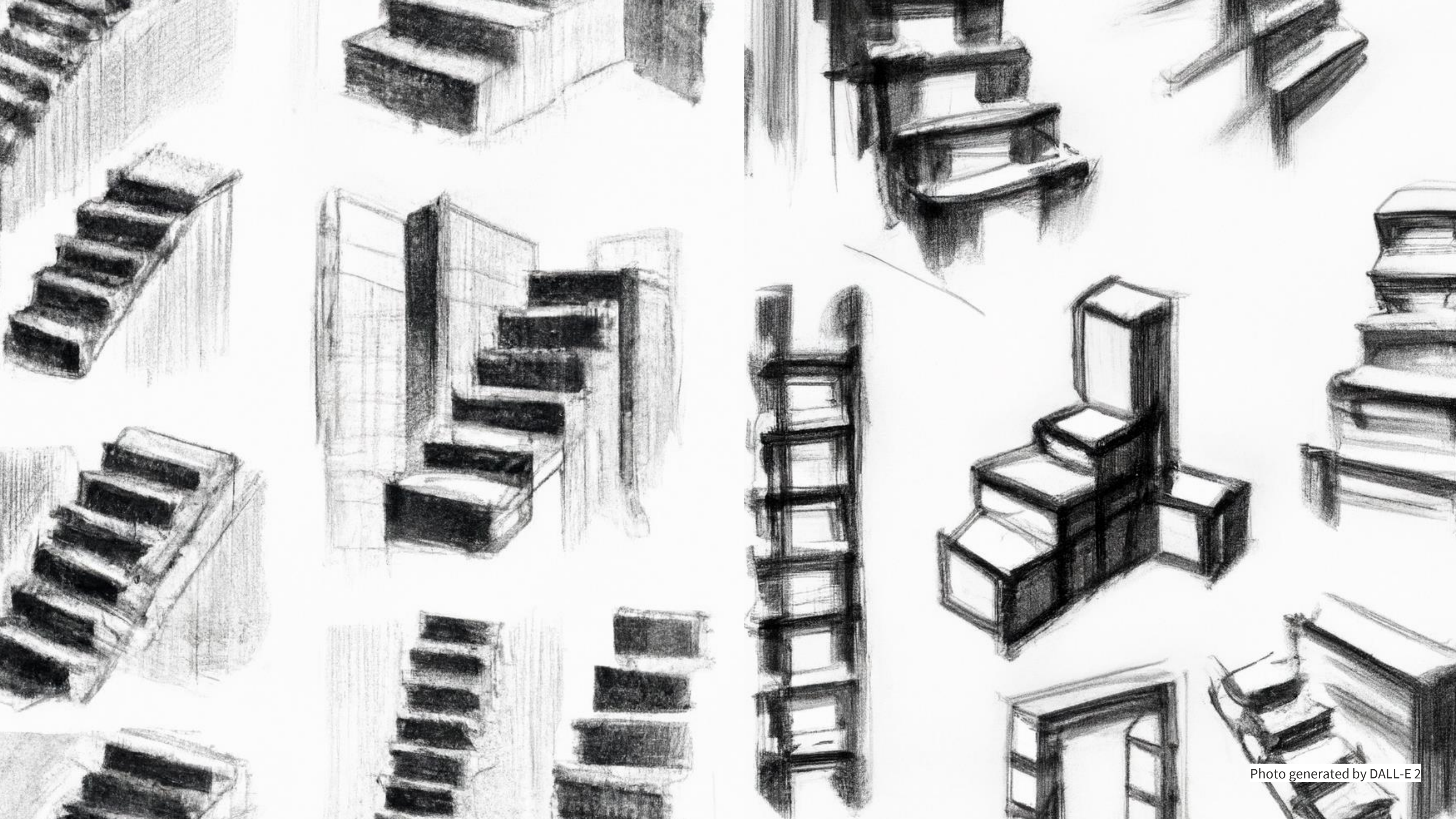


# Deep commonalities are found in **shared needs** globally



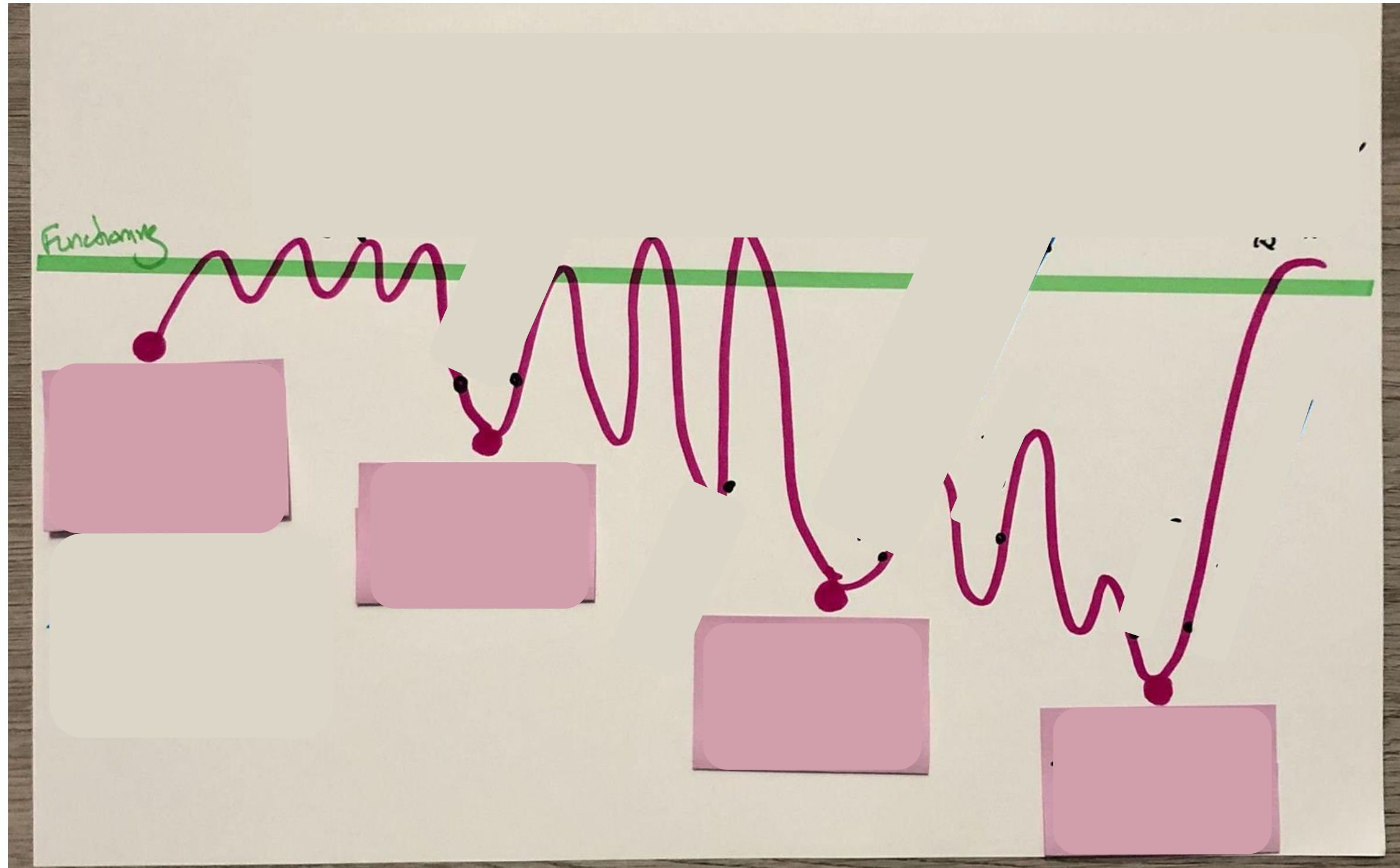
Source: Headspace Internal Member Survey







Habit-building when it comes to **mental health** can feel **far less linear** than physical health











HABITS

SKILLS

AWARENESS







What **motivated**  
you to start this  
journey?

Extrinsic  
(*recognition*)

Run streak



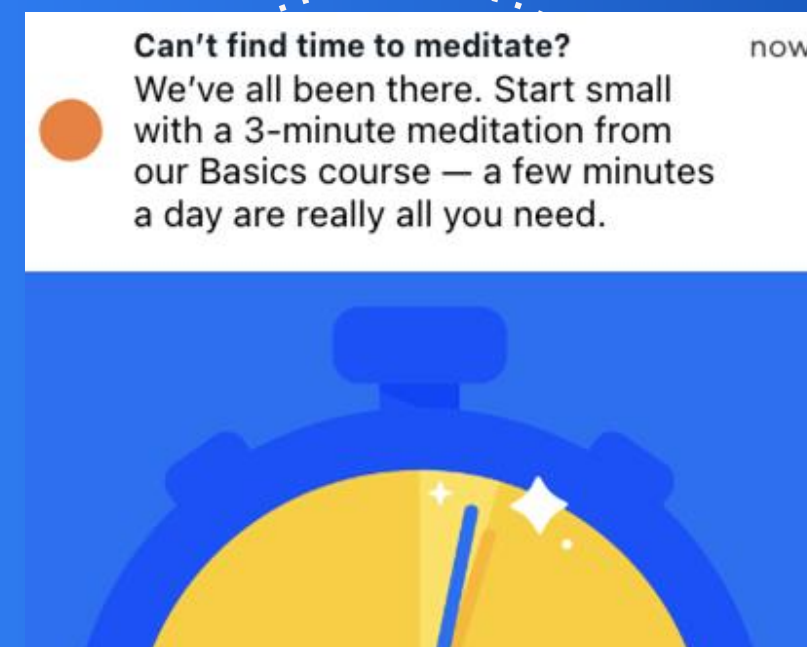
Remember, this is all about you.  
Meditate on a schedule that feels  
good.



Intrinsic  
(*growth*)

# How do you feel about making these changes?

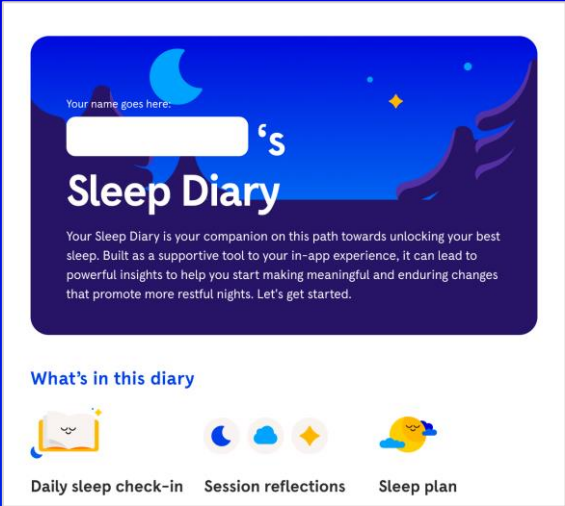
Low self-efficacy  
*(I'm unsure if I can succeed)*



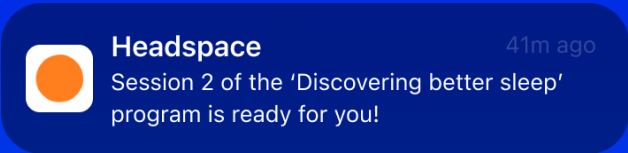
High self-efficacy  
*(I believe I will be successful)*



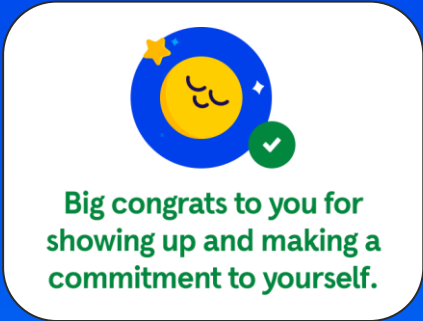
# Skill-building experiences to increase self-efficacy in service of behavior change



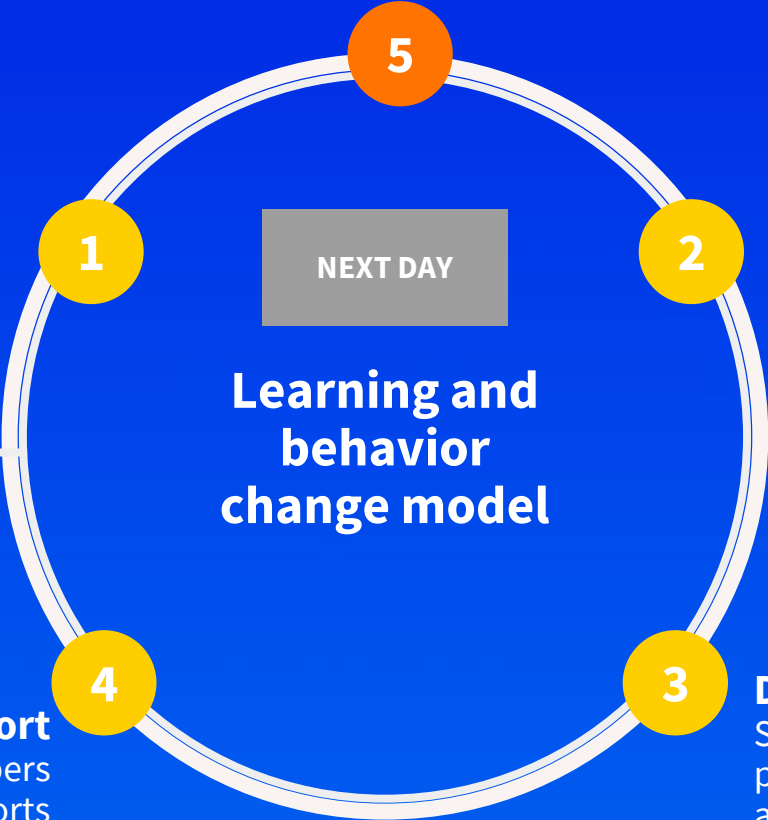
**Sleep Diary check-ins**  
Create awareness of behaviors and symptom changes. Reflect on what is working and what isn't



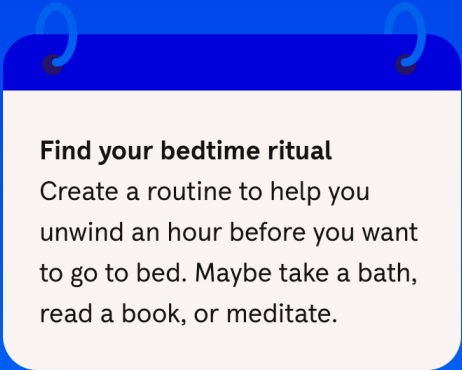
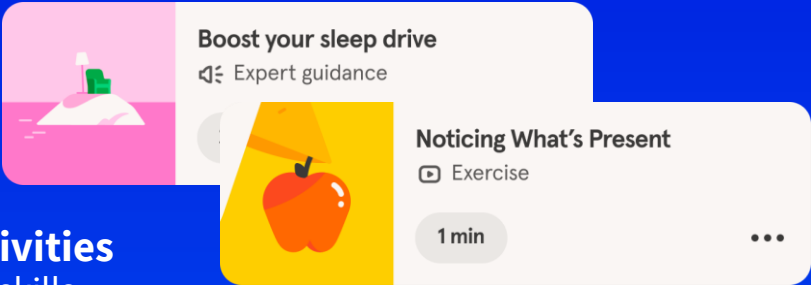
**Reminders**  
Nudge members to complete their daily sessions



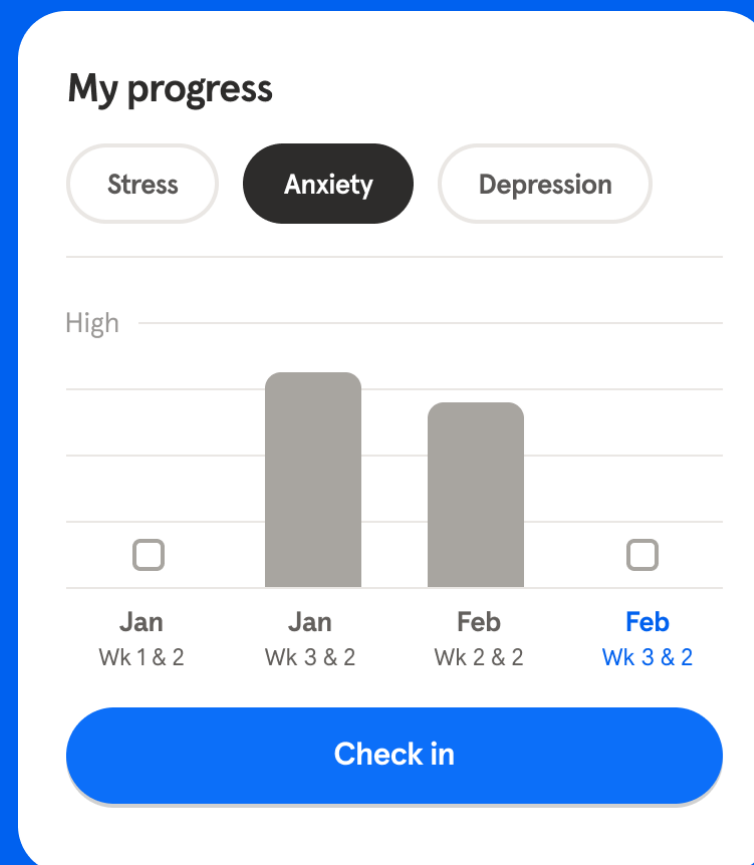
**Celebrate effort**  
Reward members for their efforts



**Content and activities**  
Learn and practice skills and strategies to support their goal



# Moments to help individuals reflect on the ups and downs of their journey

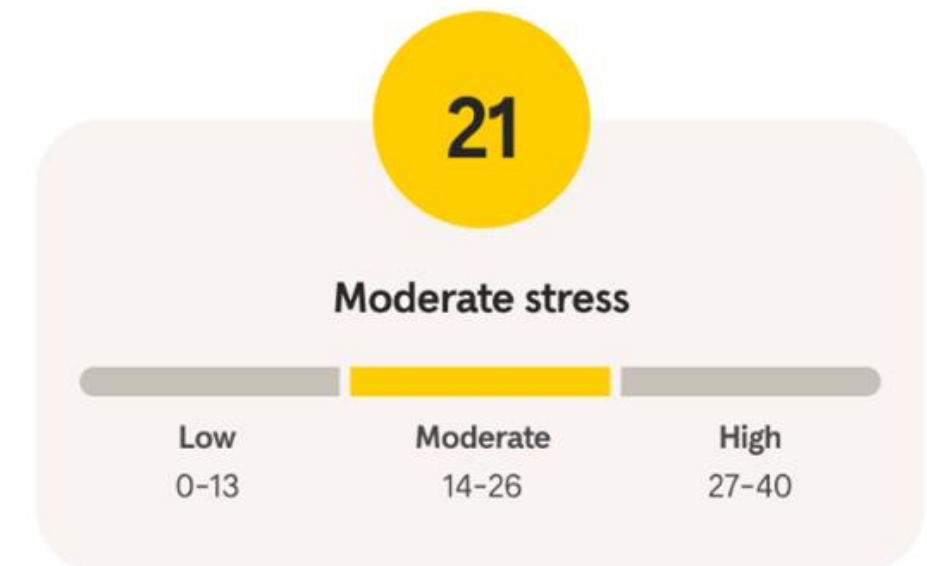


## Stress Check-in

Every month, we'll ask you a few questions about how you're feeling.

We use a science backed survey called the Perceived Stress Scale (PSS). It's the most widely used tool for measuring perception of stress, but it's not a rigid analysis. Just think of it as a benchmark for how you've been feeling.

Think of this score as a way to get to know yourself a little better. Each time your score changes, it's an opportunity to notice what's been working, or try something new.



## Give this a try

However you're feeling right now is okay. Here's something that might help.



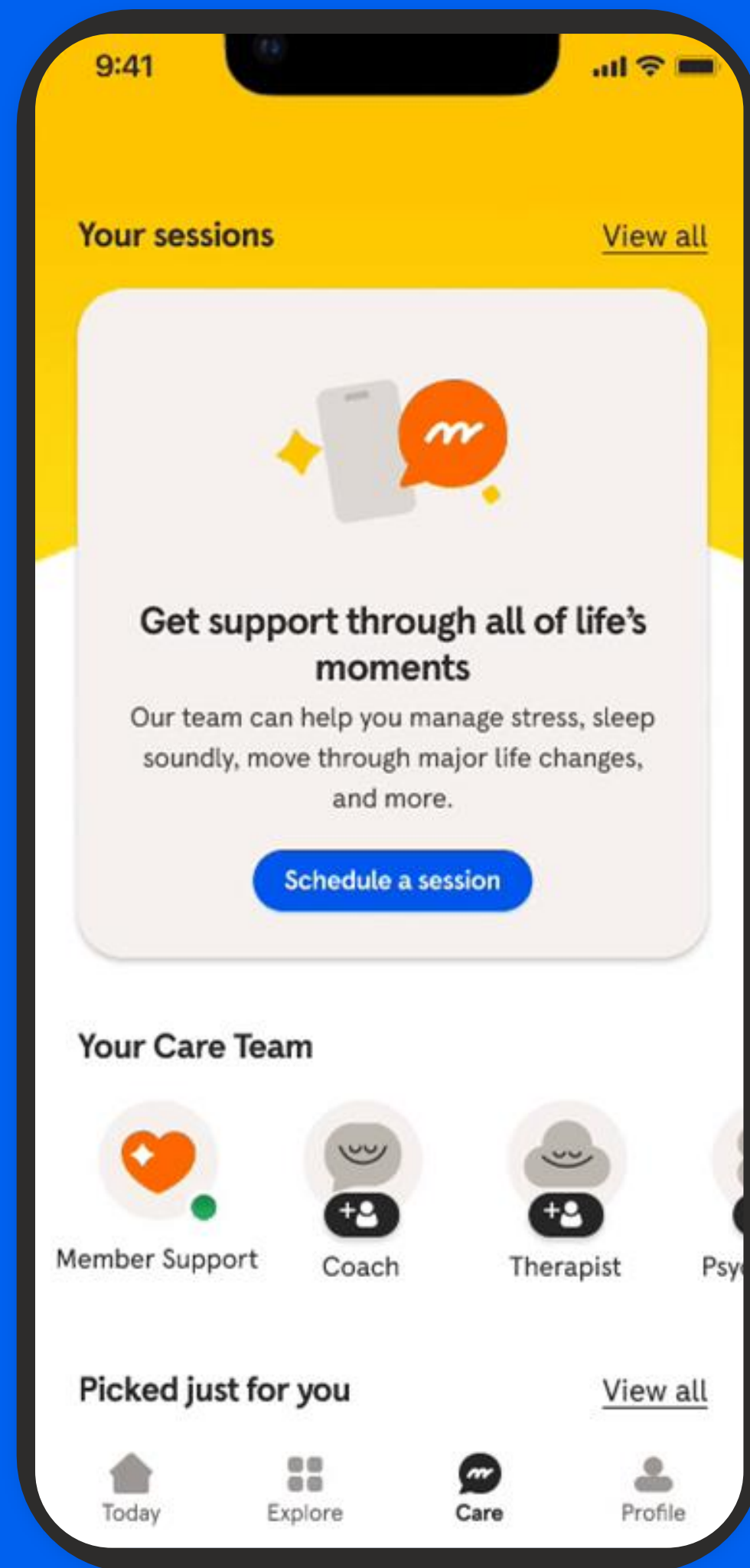
## Chat with a coach

A coach will guide you through challenging emotions, recommend helpful activities, and help you move toward your goals – all via text.

[Schedule a session](#)

[What is coaching?](#)



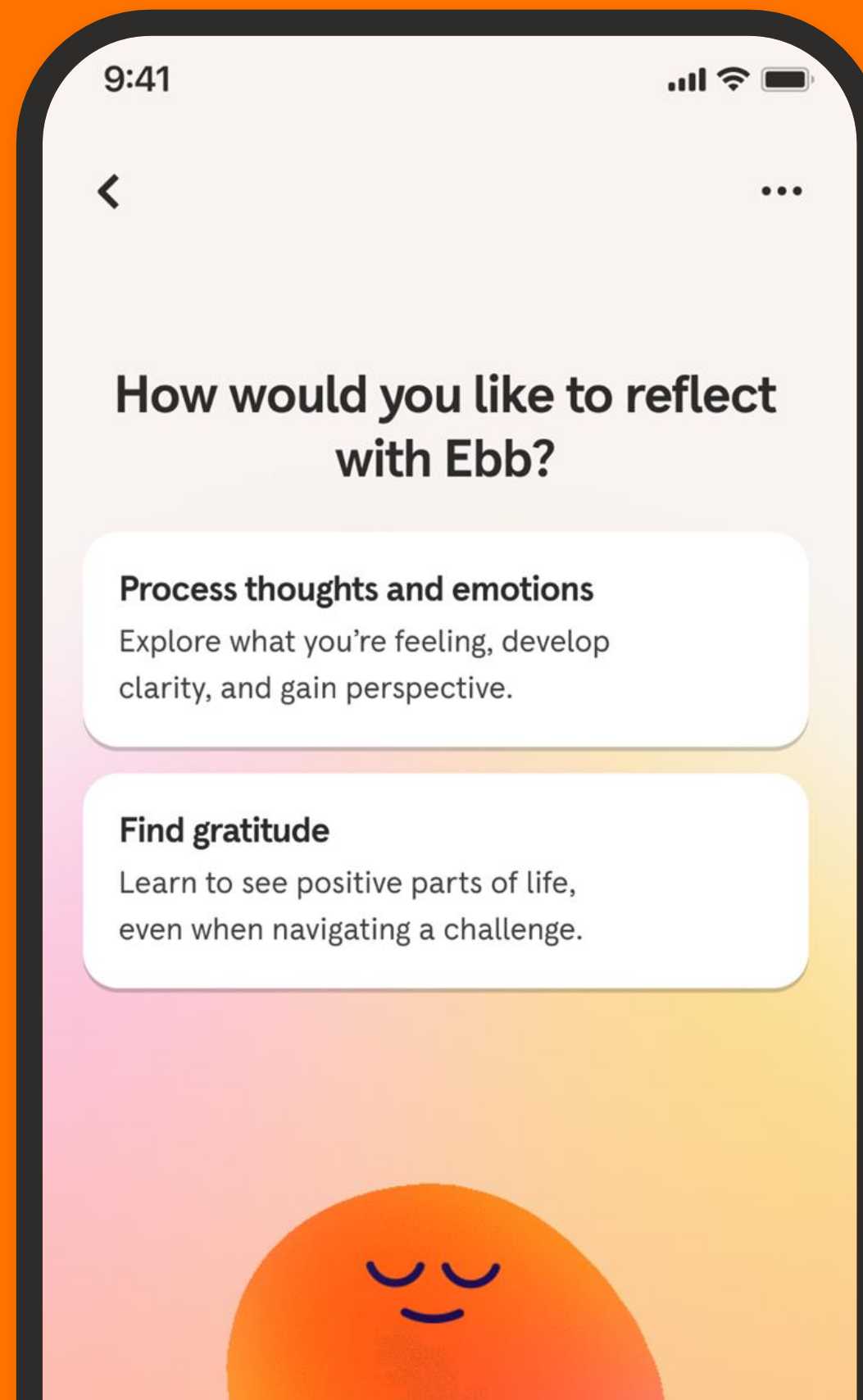


# Elob

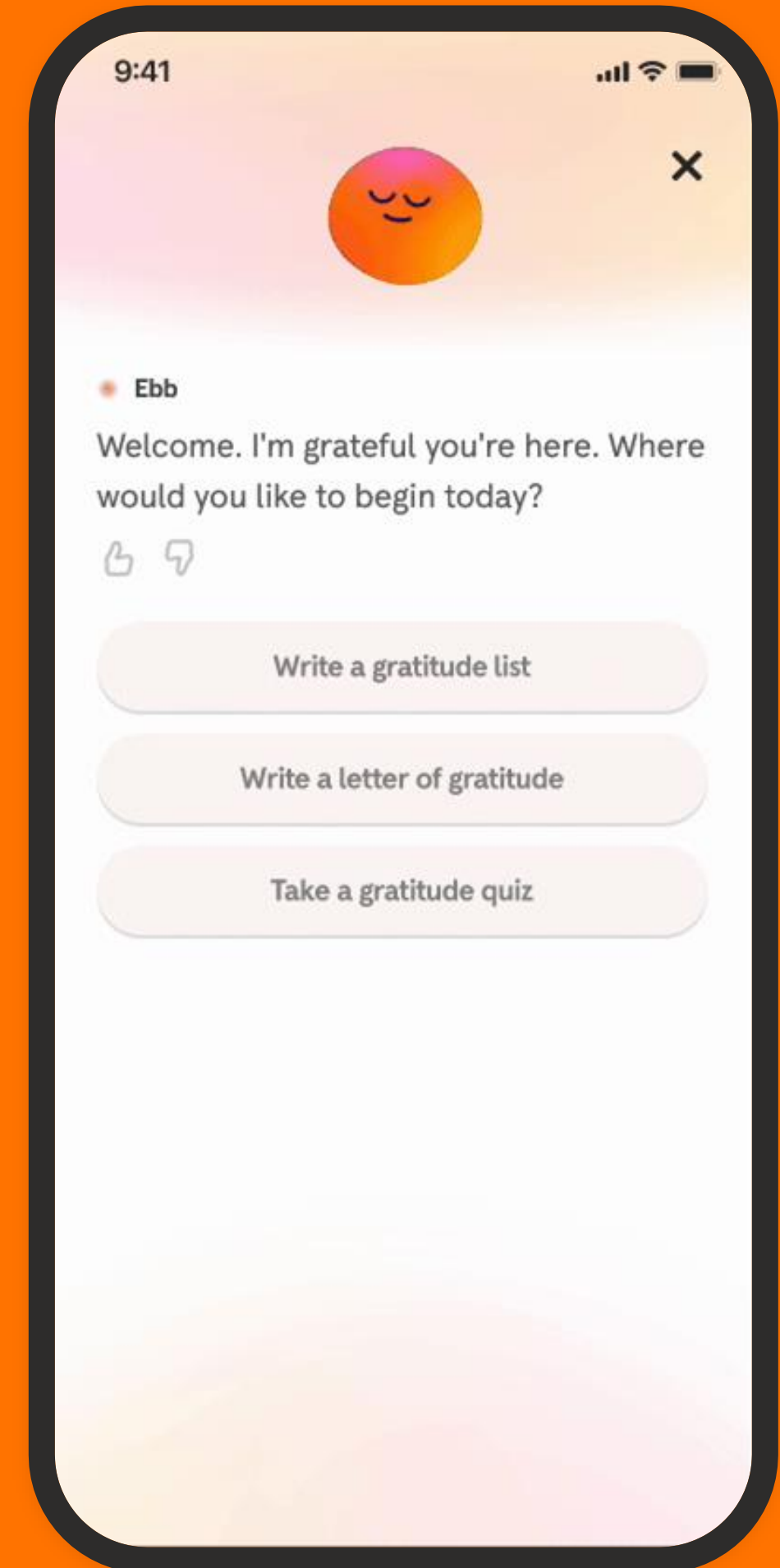


A reflection space by ● headspace



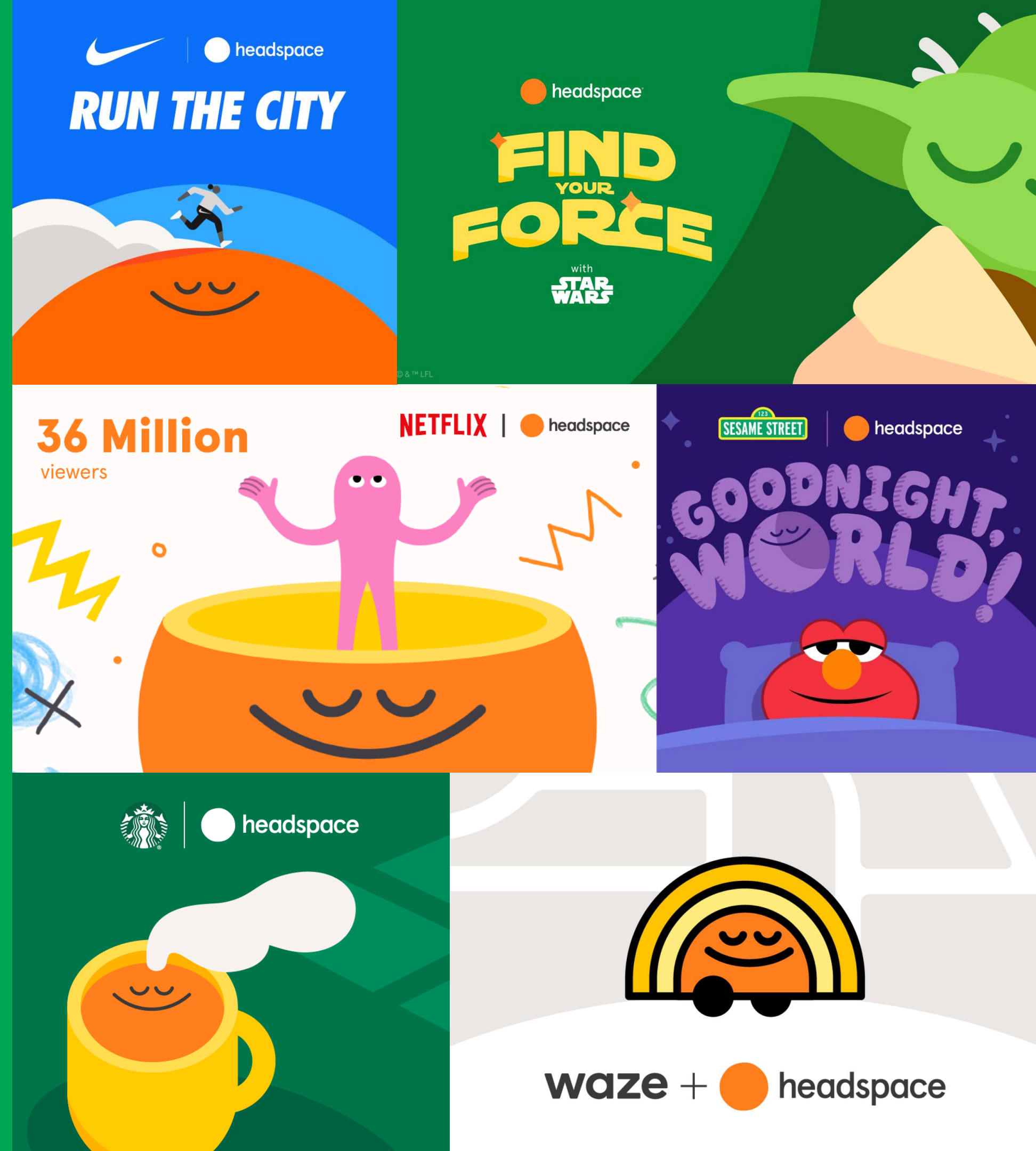


A **personalized, safe, and versatile** conversational AI experience to support **self reflection** and **insight building**





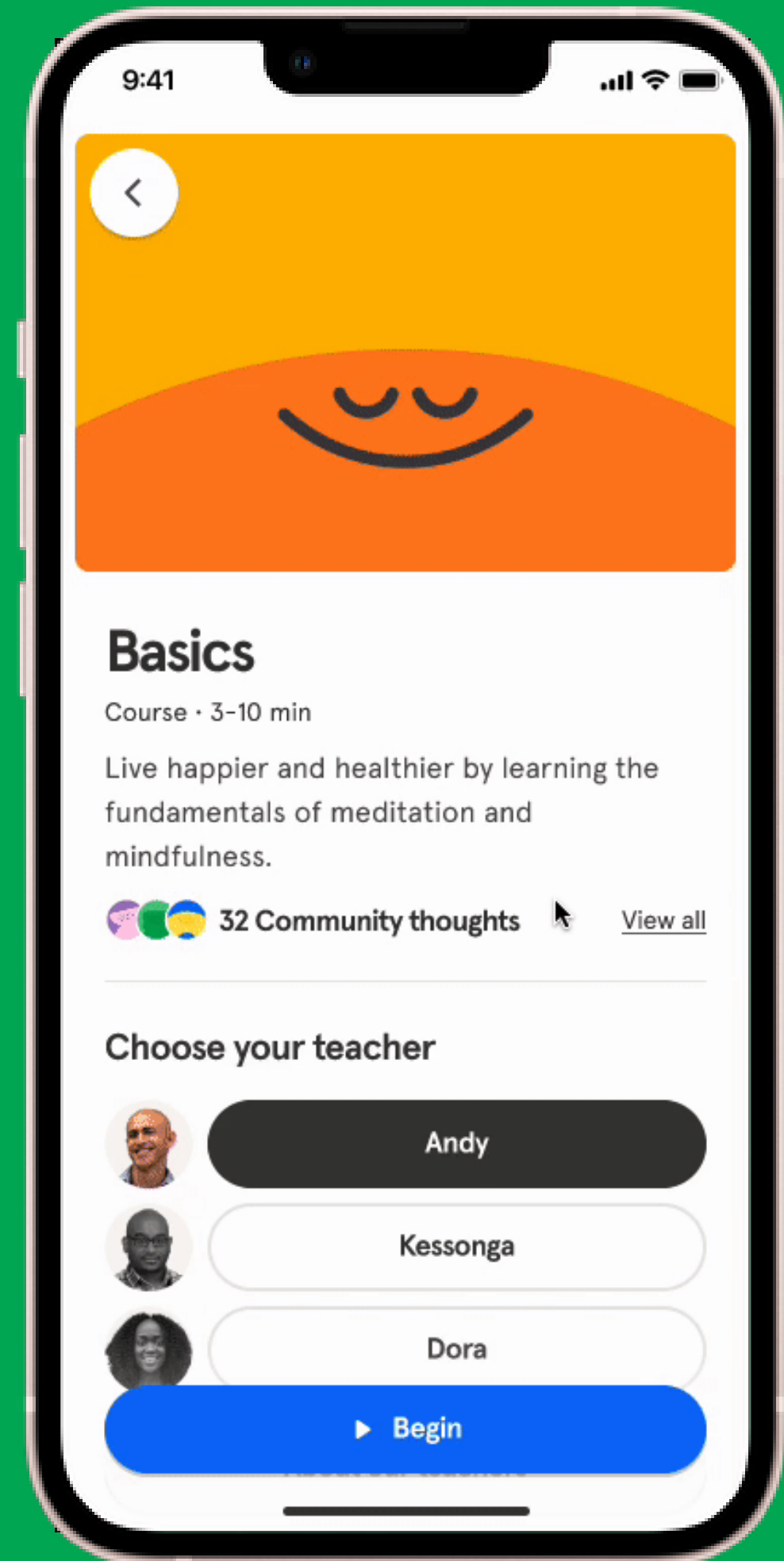
To meet people where they are, we also design for the many circles with which they may identify and interact within & beyond the app



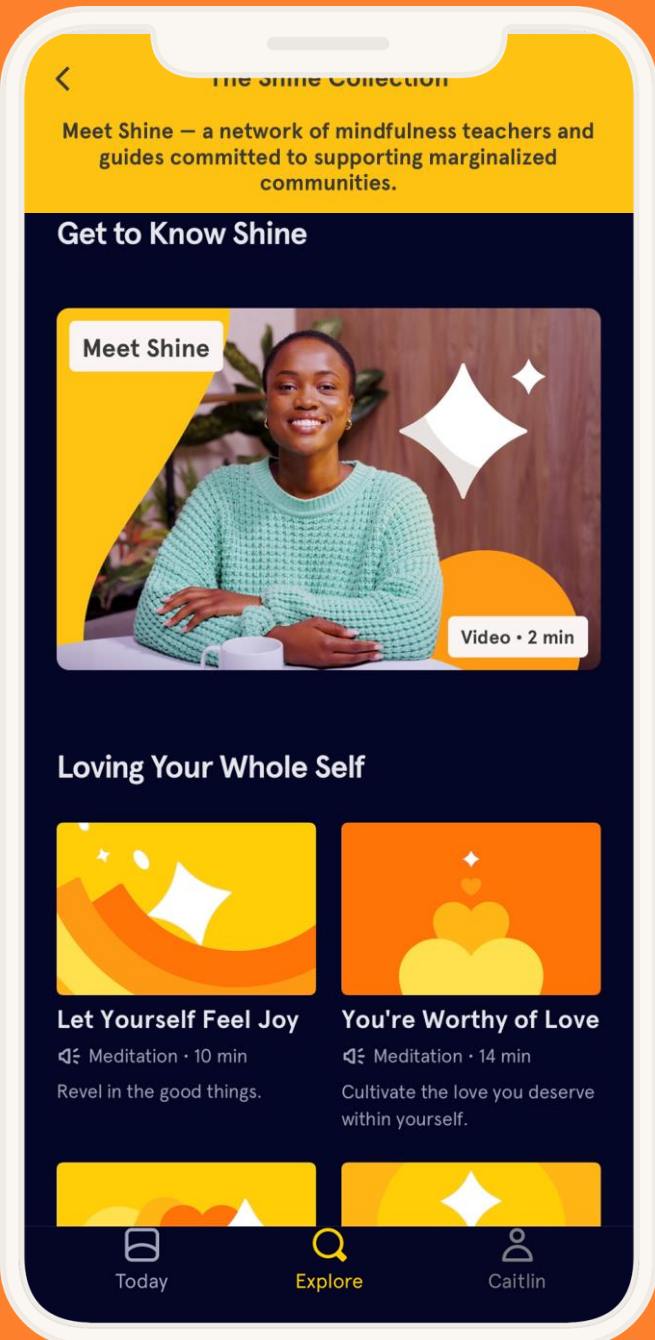
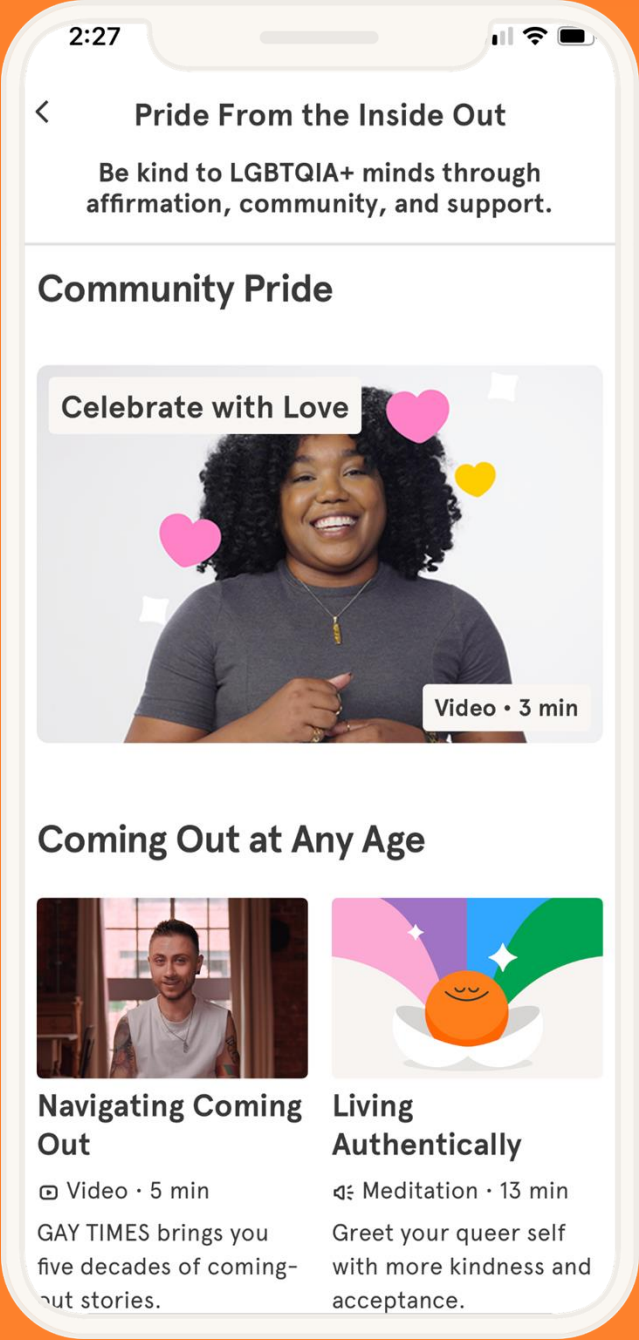




Building experiences  
for **connection** that feel  
**safe, welcoming** and  
**kind**

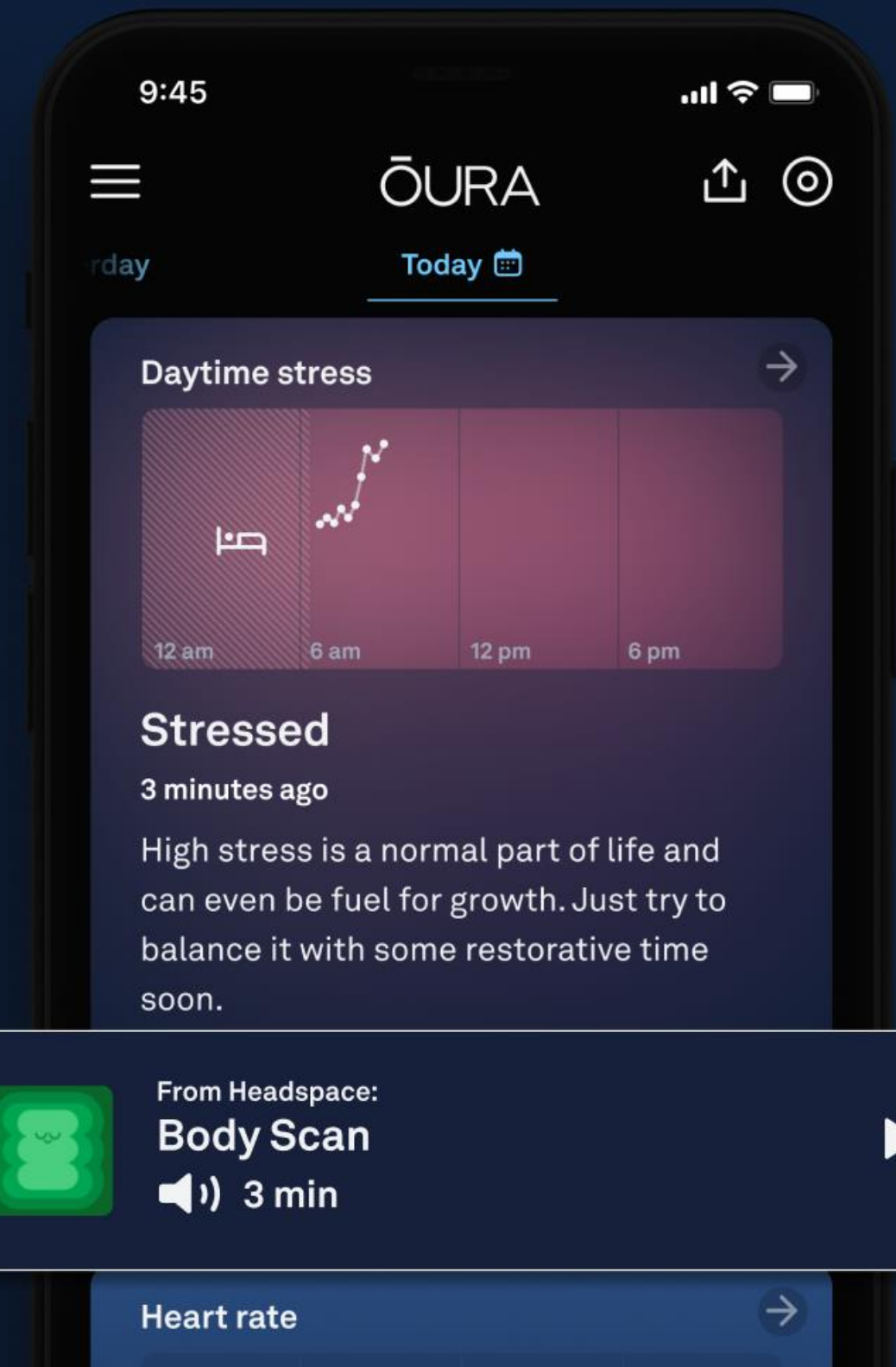


# Designing services that are **inclusive** and **culturally responsive**





Showing up in  
**moments of need**  
where we can offer the  
right kind of support



All in service of an even larger circle: an ecosystem that supports ever-more **personalized, engaging & effective care**

