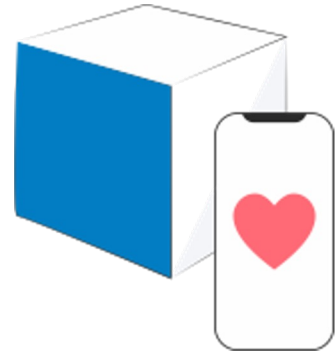# The MI Box Personas

Sara Hondmann
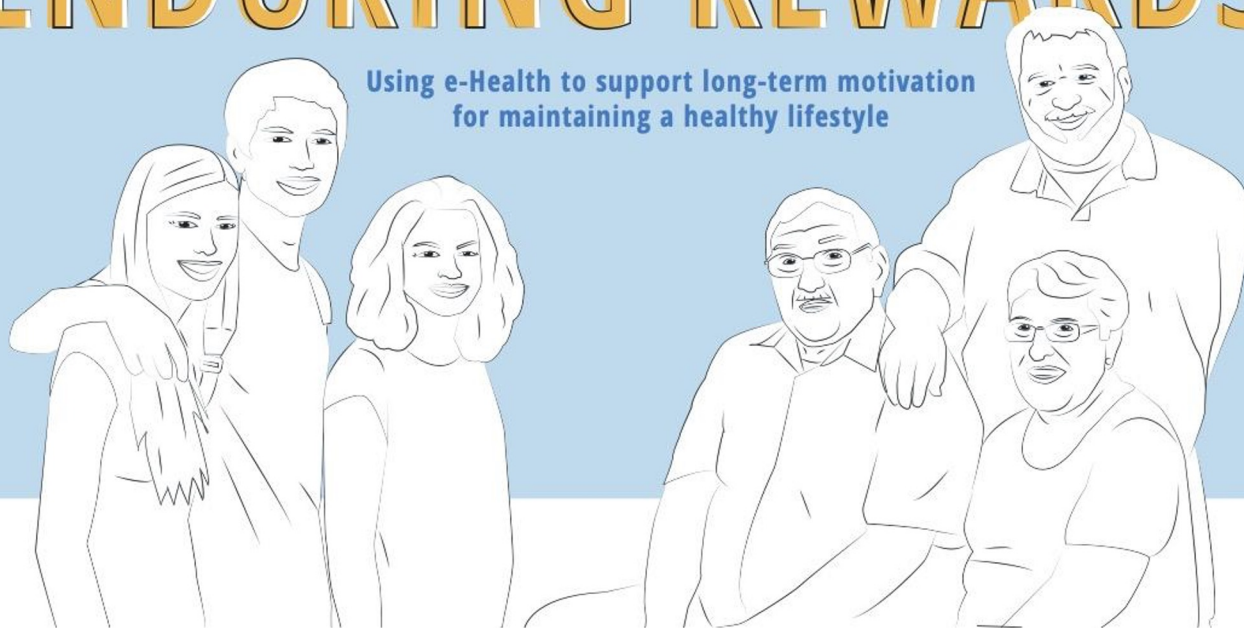Enduring Rewards
27/09/2022

Content

1. The MI Box
2. Persona Mixed-Methods Study
3. Results
4. Co-Creation

ENDURING REWARDS

Using e-Health to support long-term motivation
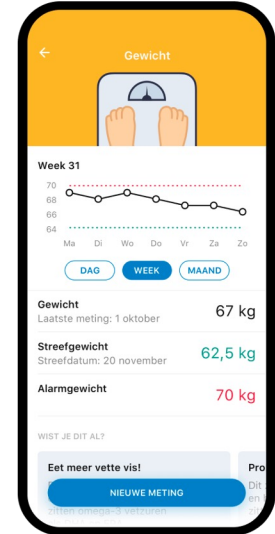for maintaining a healthy lifestyle

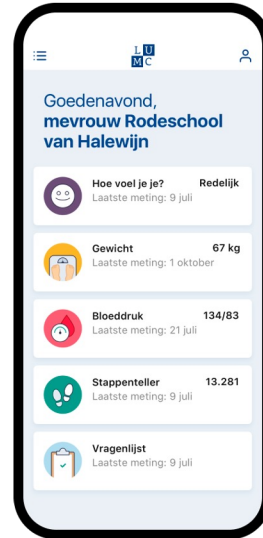# The MI Box
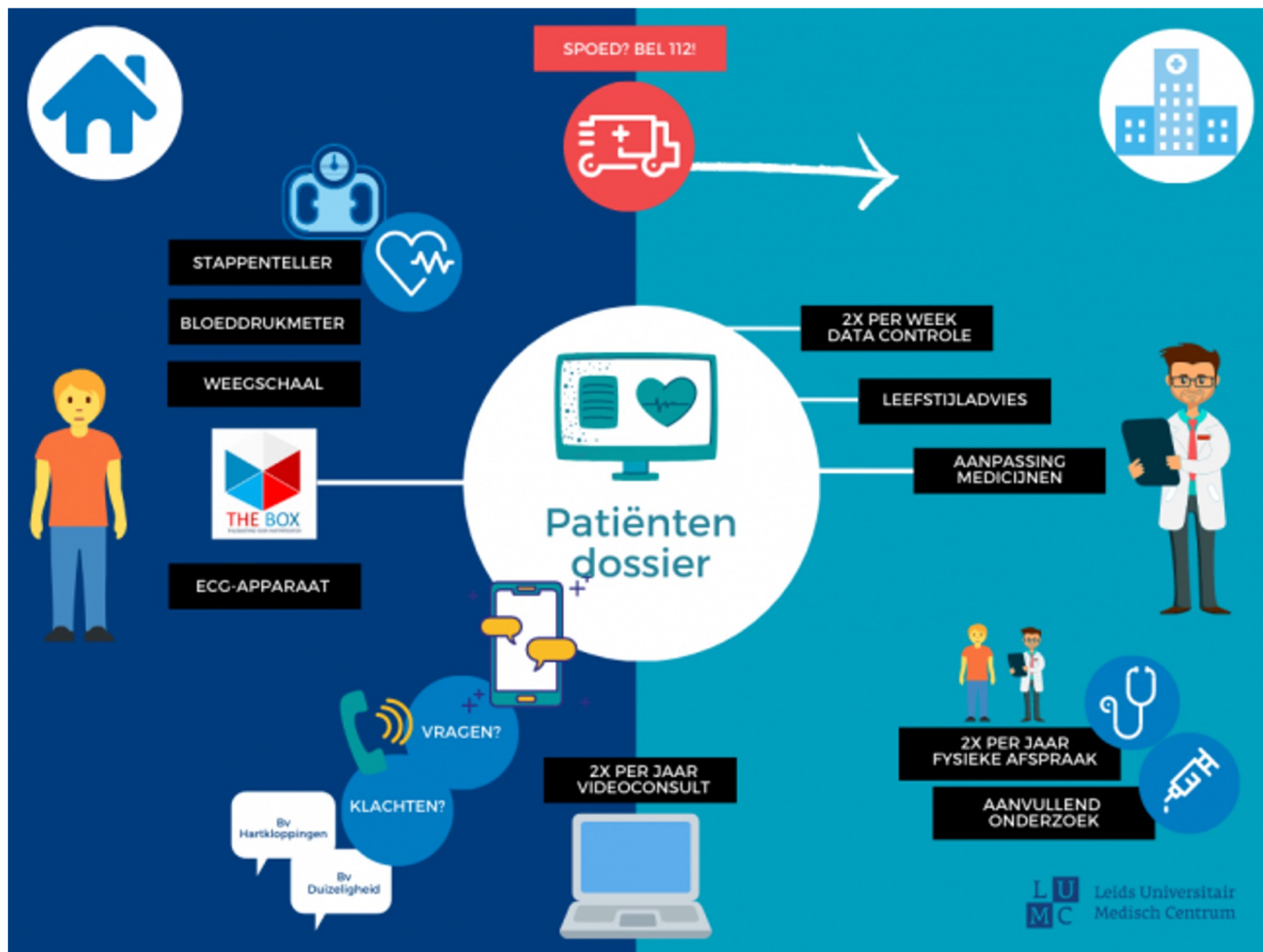

(The Box, 2021)

LUMCcare Application

(The Box, 2021)

Personas of myocardial infarction patients using smartphone-enabled health monitoring devices: A mixed-methods approach based on longitudinal self-monitoring data and generative interviews

S.M. Hondmann*, L. Schrauwen*, V. R. Janssen, T. Reijnders, E. Stoop, A. W. M. Evers, V. T. Visch, D. E. Atsma

Factors for (Non-) Adherence in use of Smartphone-enabled Monitoring Devices

Guidance	Technics	Measurement results and interpretation	Technical literacy	Health beliefs and events	Identity and personality	Daily life	Logistics

CARE-TRACK FACTORS	SKLIIS ← INDIVIDUAL FACTORS → ATTITUDES	CONTEXT FACTORS

• Does the hospital instruct and respond to the patient? • Does the patient feel heard?	• Does the technology work seamlessly? • Are the results correct?	• Is the patient able to interpret and act upon the results? • Are the results motivatig for the patient?	• Is the patietn able to use the provided technology? • How is the patient expereince with technology?	• Does the aptient believe that monitoring is in favor of health? • Does the patient believe in prevention?	• Does the technology fit with the idenity of the patient? • Does the patient identify as a patient?	• Have previous health behaviors returend? • Has self-monitoring become part of daily life/ routine?	• Is it possible to measure during 'special' events? • Is the technology suitable to take along?

Persona

- **Representation** of users who share common characteristics, behaviors, and needs

- Personas are **multifunctional**:

    - Help **prioritize**

    - Direct **focus** Highlight and challenge **assumptions**

    - **Sensitize** those creating eHealth interventions

        (Alsaadi & Alahmadi, 2021; LeRouge et al., 2013; Miaskiewicz & Kozar, 2011; Ten Klooster et al., 2022; Vosbergen et al., 2015)

Tamara

"The Box motivates me to get and stay healthy"

My journey,

Frequency of Measuring

First Appointment
Second Appointment
Third Appointment
Fourth Appointment

During Rehabilitation

After Rehabilitation

1   3   6   12

Months Using The Box

My Experience,

I am 65 years old and live with my husband in Leiden. We have two daughters and one grandchild.

I really enjoy using The Box. Measuring every week has given me a feeling of security. I quickly accepted that I was a heart patient and want to do everything in my power to improve my health.

I have a set time when I measure. Sometimes when I am stressed or have to go out of the house, I don't measure at the set time; however, I always catch up at a later moment. I plan to use The Box for the full year and even after to keep an eye on my health.

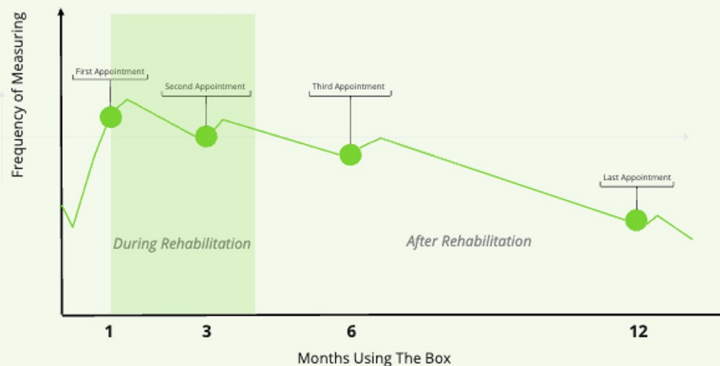## Key factors in my journey,

I have a routine

I am a heart patient

Kim

"I did not know what to do with The Box at first"

My journey,

My Experience,

I am 62 years old and live in Leiden. I have three children with my ex-husband.

When I was in the hospital, the staff was amazing and very supportive. After I was discharged, it took me a while to figure out how to use The Box at home, but eventually I figured it out. The care team at the rehabilitation center were a great support.
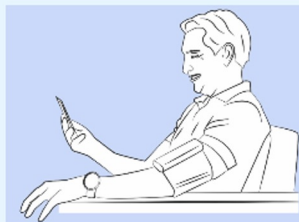
However, as I left rehabilitation and time went on, I felt less and less supported by LUMC. I send my measurements every week but did not get a lot of feedback. After a while, I started measuring every so often when I remembered.

Key factors in my journey,

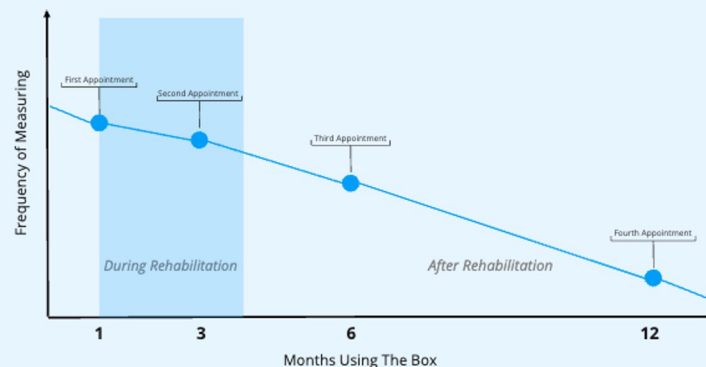I am confident with technology

I want to feel supported by LUMC

Peter

"I like The Box, but It's not always easy "

My journey,

Frequency of Measuring

First Appointment

Second Appointment

Third Appointment

Fourth Appointment

During Rehabilitation

After Rehabilitation

1 3 6 12

Months Using The Box

My Experience,

I am 58 years old, and live in Leiden with my wife and dog. I am not very technologically savvy, but my wife helps me with the measurements.

I really like seeing my measurements. It helps me feel more in control about my health. However, I sometimes have problems connecting to the LUMCcare application. My wife also doesn't know how to fix it. I can sometimes get so frustrated by the technology that I will stop using The Box for a while.

Key factors in my journey,

I am not confident with technology

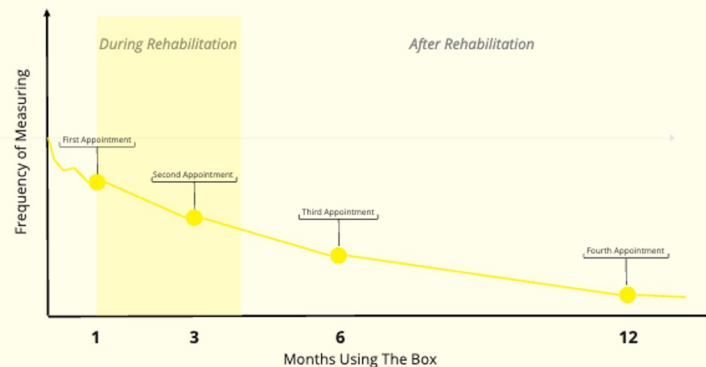My family and friends are my greatest support

Sam

"I don't have symptoms, so I don't use The Box"

My journey,

Frequency of Measuring

During Rehabilitation — After Rehabilitation

First Appointment
Second Appointment
Third Appointment
Fourth Appointment

Months Using The Box

1   3   6   12

My Experience,

I am 70 years old, and I live with my wife in Leiden.

When I received The Box, I found it quite interesting and flashy. I started measuring with the different devices after I got out of the hospital. However, now I feel fine and don't really have symptoms, so I do not see the use in measuring. I want to move forward with my life.

Key factors in my journey,

I don't feel sick anymore, so I do not need to measure

I do not want to feel like a patient

Key Moments
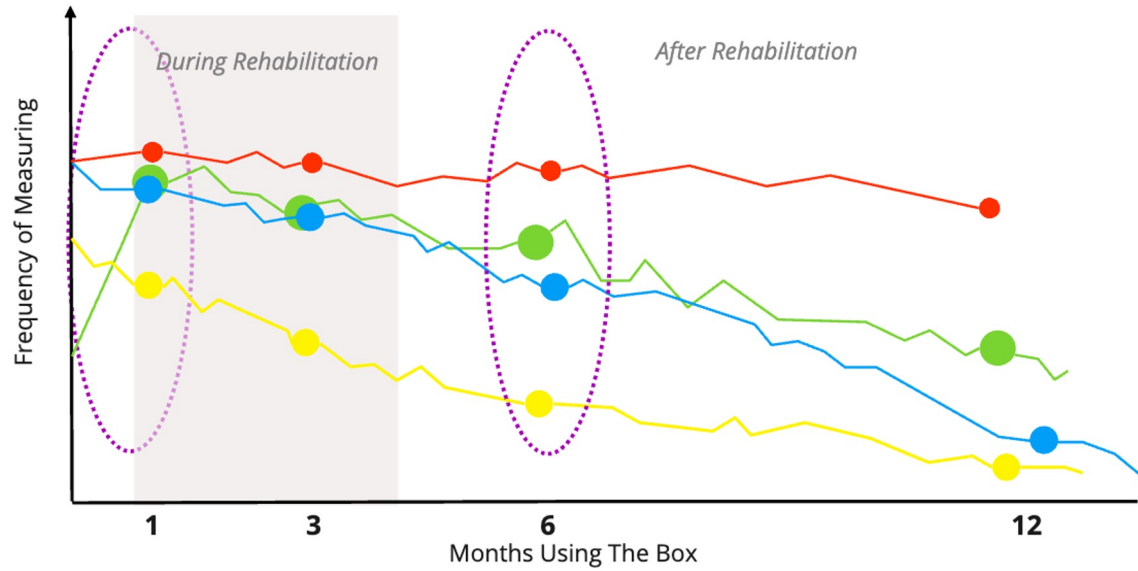
CoCreation

- User-centered
- Experience
- Methods
  - **Rewards**
  - **Personalized Feedback**
  - **Support**

Sources

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Thank You!

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Prof. dr. Andrea Evers

Vragen?