Contraception Choices Website Design and Content

Expert meeting 1st March 2016

- 9.30 Welcome, overview
- 9.50 Design ideas (in groups of 3)
- 10.30 Break
- 10.45 Present your ideas - pros and cons
- 11.30 Whole group – decisions on intervention content and design
- 12.30 Lunch

Aim: **To design an interactive digital intervention to help young women make contraceptive choices**

In groups of three –

1. **Choose a setting**
   
   GP practice, abortion clinic, pharmacy, post-natally, Brook young people’s clinic or sexual health clinic

2. **Target group**
   
   ‘Young women aged 15 to 30’, or more finely targeted than that?

3. **What is/are the problems to be addressed?**

   Aim and specific objectives of the website/module:
4. How will you make the intervention interactive and engaging?

For example:

- Quiz format with feedback on answers
- Online diaries
- Videos
- Others’ stories
- Branching scenarios
- Chat rooms/bulletin boards
- Expert Q&A
- Virtual characters
- Games
- Virtual worlds
- Animations
- Automated email or texting

5. How will you tailor the intervention for individual users?

For example:

a. To personalise the site using name, colours, choice of characters etc.
b. By demographics e.g. ethnicity
c. By individual features such as previous experiences
d. By behaviours e.g. unprotected sexual activity
e. By theoretical factors, e.g. knowledge, motivation and skills
6. What is the platform?
App or website or other?

7. How would the intervention be used?
When? Where? How?

8. Would the intervention have an output? (e.g. printed or emailed recommendations for methods....)
How would this be used?

9. Can the intervention benefit staff as well? Outline how if yes

10. Your name:
Write on Three Flip Charts

1) Outline the design of your interactive digital intervention

2) What’s good about your intervention?

3) What’s not so good about your intervention? What are the obstacles to developing it or using it in practice?