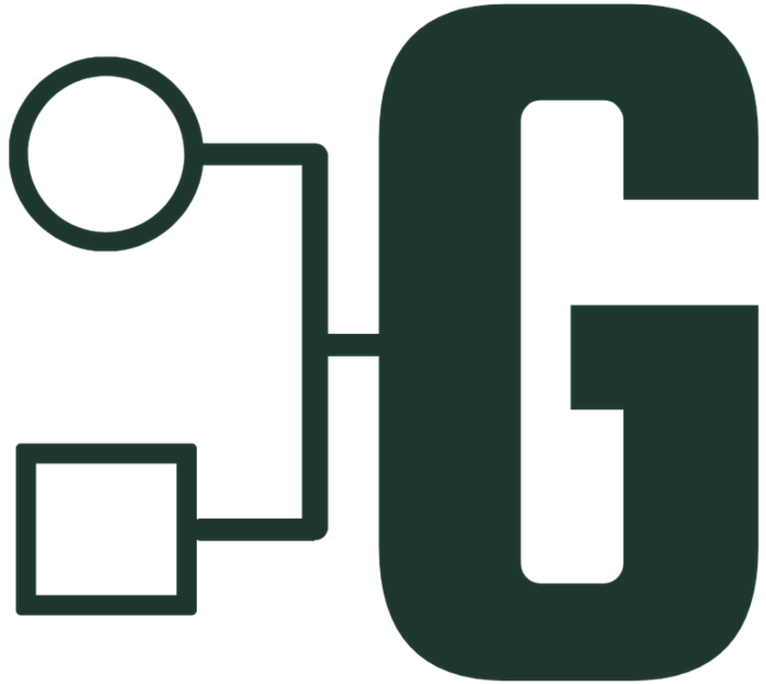
USER RESEARCH

GKNOW 2.0



Gabby Fiveash, Eiligh Herring, Curt Leonard, Ashera Ly, Georgia Riccobene

RESEARCH OBJECTIVE:

The goal of our research was to gain further insight into how family therapists conduct their sessions and use genograms, understand their current knowledge and opinions on genograms, and learn more about the general population's opinion on genograms. This information will guide the creation of our app by ensuring that we fully understand the problem we are addressing and develop a viable solution.

TARGET AUDIENCES:

1. Therapists
2. Patients
3. General Population, ages 18+

RESEARCH METHODS:

1. In-Person Interviews
    a. Candace Couch
    b. Tara Lowry
2. Surveys
    a. Family therapists
    b. General population, ages 18+

USER RESEARCH: THERAPISTS

Candace Couch

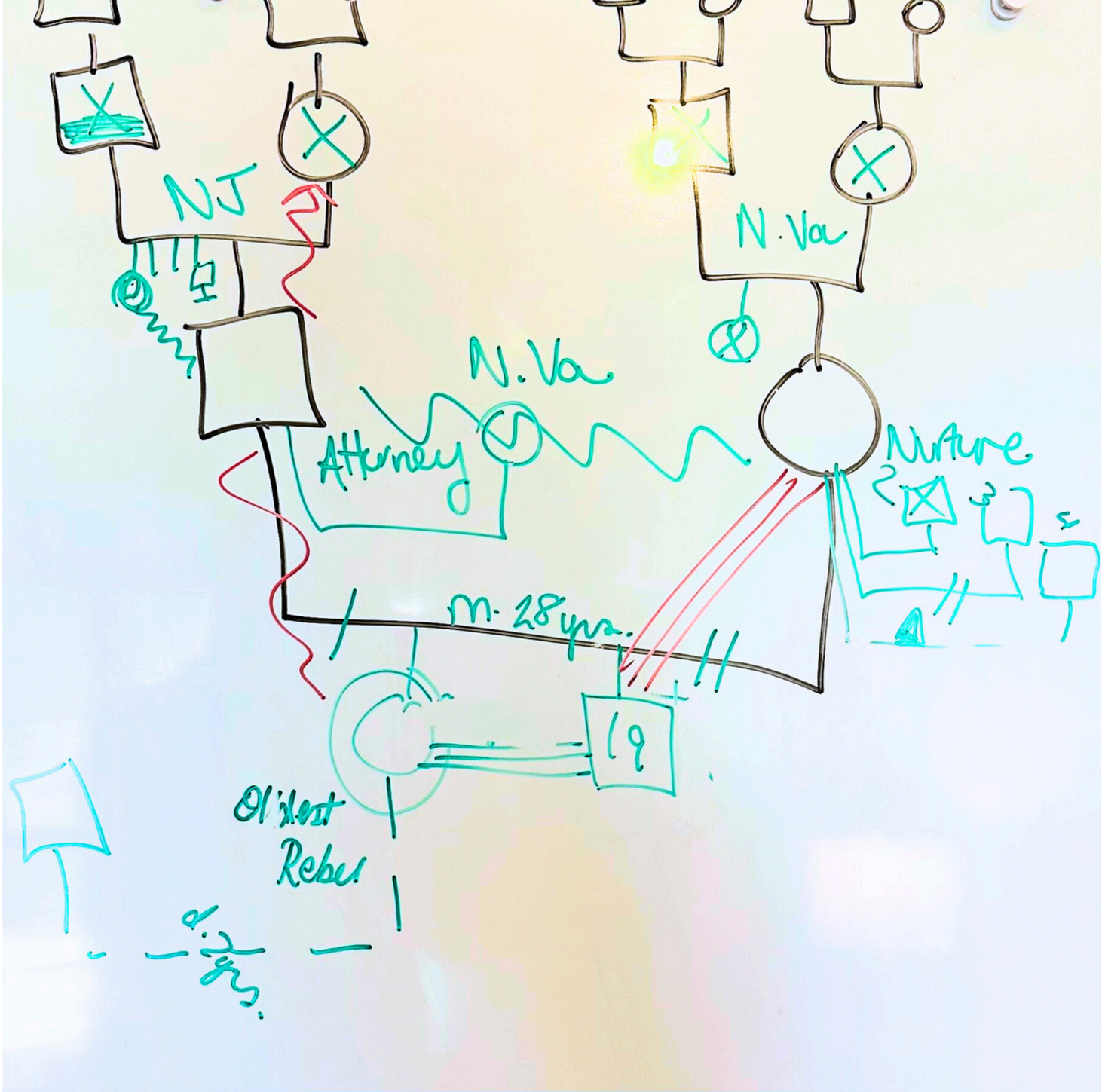
Candace Couch is a family therapist based in Athens, GA, who is also our client! She reached out last year after coming up with the idea to create Gknow, a digital platform for creating genograms.

She provides counseling for children, adolescents, women, and couples, while also providing intensives for marriages and families. Candace also takes clients through Telehealth.

Candace Couch - Process

During our interview with Candace, we visited her office to experience what it would be like to be a patient. We asked her to walk us through how the initial sessions typically unfold, which usually involves using her iPad to input notes about the client through their counseling platform and a printed template to draw the genogram. She consistently switched between the iPad and pen and paper. When creating genograms, Candace used shapes and specific line textures to represent different relationships, dynamics, and characteristics. In the example we conducted during our interview, the single sheet of paper became too crowded with information, so we had to switch to a whiteboard.

Candace Genogram



Candace Couch - Findings

The main challenges Candace faces and hopes to solve through GKnow are that patients often struggle to understand genograms or retain her explanations, and switching between her iPad and printed genogram creates a disconnect between therapist and patient. She is looking for a way to create genograms digitally so they can be easily shared with patients. Additionally, having a learning library that explains the meanings of symbols, lines, and shapes, as well as how different family roles, relationships, and dynamics interact, would help patients develop a much deeper understanding of their family map.

Tara Lowry

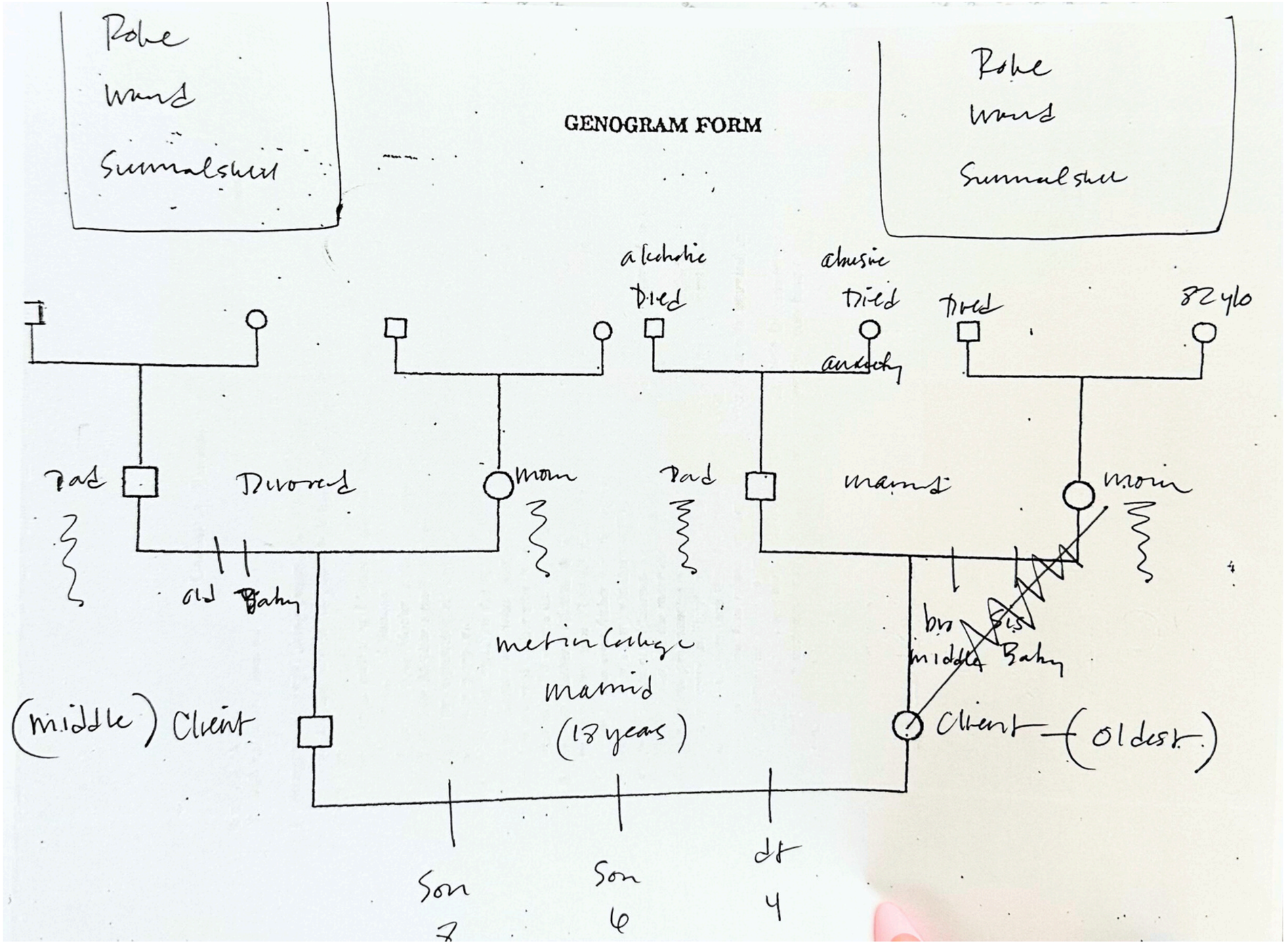
Tara Lowry was our second therapist interviewee! She was recommended by Candace and works in the same office building.

Based in Athens, GA, she offers a variety of services, including individual counseling, couples counseling, pre-marital counseling, family counseling, and Telehealth.

Tara Lowry - Process

Following a process similar to Candace's, we sat down with Tara in her office as a patient to walk through the typical order of operations for a first session, during which the genogram is created. She explained the types of questions she asks, which she records on a clipboard, and then provided an example of a completed genogram, which she creates using a printed template. Instead of using symbols, she relies on words, numbers, and shorthand. Tara mentioned that she often needs to expand the genogram onto the back of the paper. After the session, she sometimes recreates the genogram multiple times to produce a neater, more polished, and easily understandable diagram.

Tara Genogram



Tara Lowry – Findings

For Tara, the main challenges were patient-genogram communication and the repetitive process of genogram creation. Because genograms are hastily made during sessions and she does not have time to memorize the standard symbols, the genograms created in front of patients often become difficult to interpret. After the session, she then recreates multiple neater versions, still relying only on words. In GKnow, she is looking for a way to create a clear, well-organized genogram on the first try and eliminate unnecessary repetitive steps from her workflow. Tara emphasized the importance of a learning library for family roles, dynamics, and symbols—not only for patients but also for herself, as she is unfamiliar with their meanings.

INTERVIEW TAKEAWAYS:

The key takeaway from these interviews was that, while family therapists may have different approaches to conducting sessions and creating genograms, they share a common need for an easier way to share genogram information with their patients. Candace and Tara had completely different methods for creating genograms, but both emphasized how valuable it would be for patients to access their genograms and have a learning library to better understand the dynamics discussed in sessions.

INTERVIEW TAKEAWAYS cont:

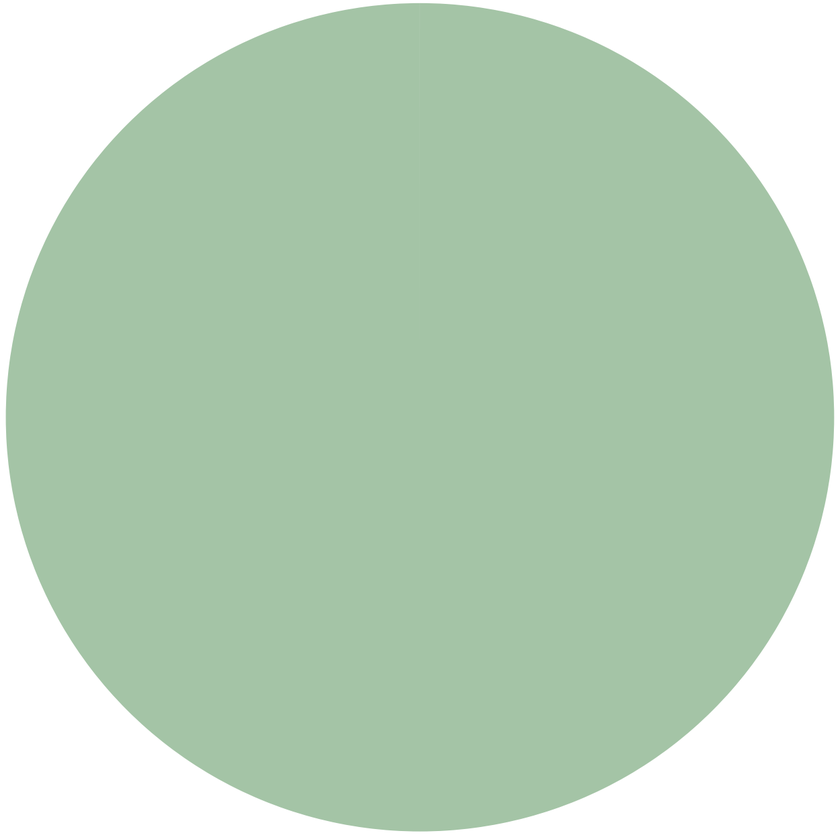
Beyond the importance of the learning library, a key takeaway is that developing an app like GKnow would standardize genograms for therapists. While Tara does not currently use symbols, having easy access to their meanings within the app would encourage her to start incorporating them. This standardization would improve workflow between therapists and eliminate the need for those like Candace, who do use symbols, to reference a genogram book. By streamlining this process, we enhance communication efficiency among therapists.

SURVEY

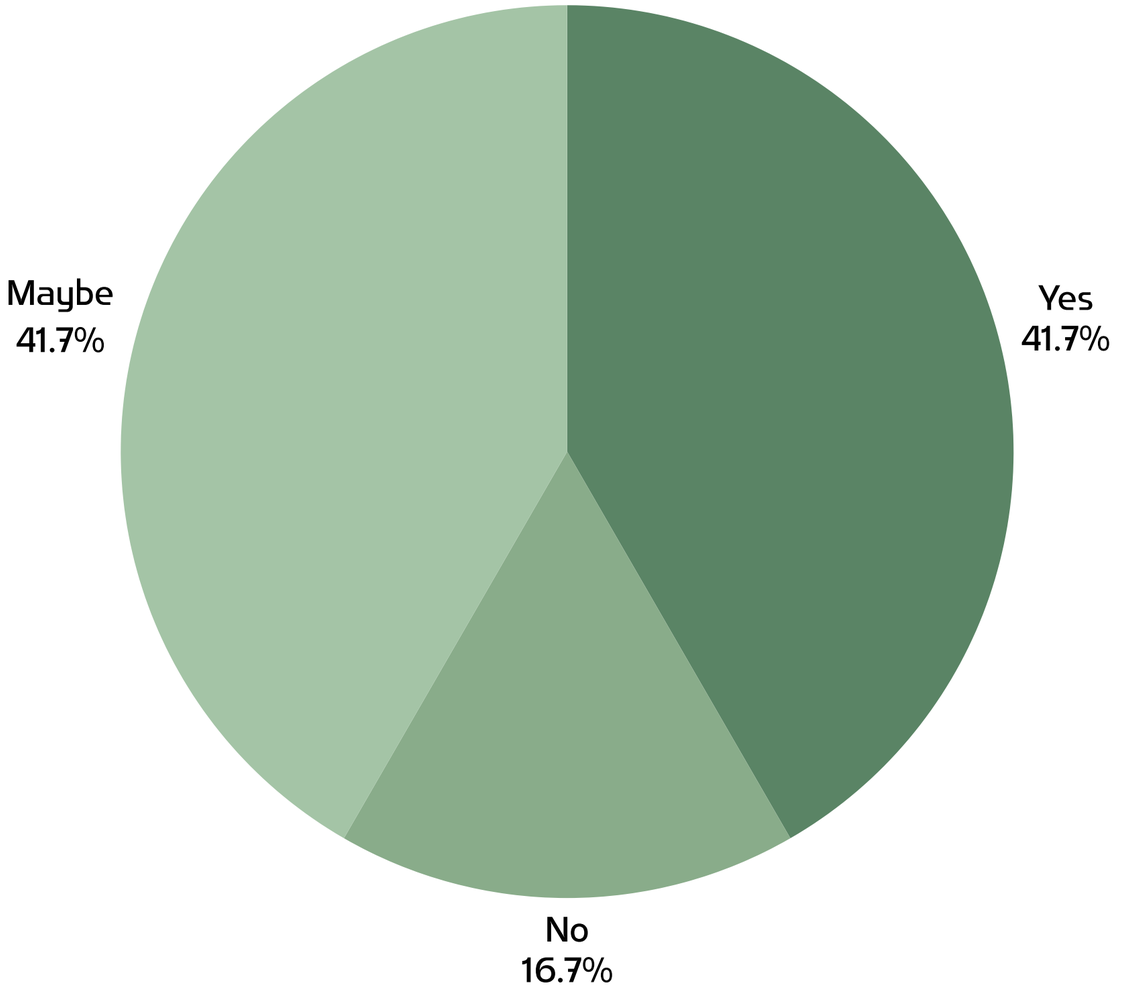
Our client, Candace Couch, created a survey intented to gauge if other therapists would find a genogram/family diagram application helpful in their practice. She sent the survey to many of her colleagues who also specialize in family therapy.

We analyzed these results to evaluate the manner in which GKnow could fit into the work of these therapists as well as how it could benefit their patients.

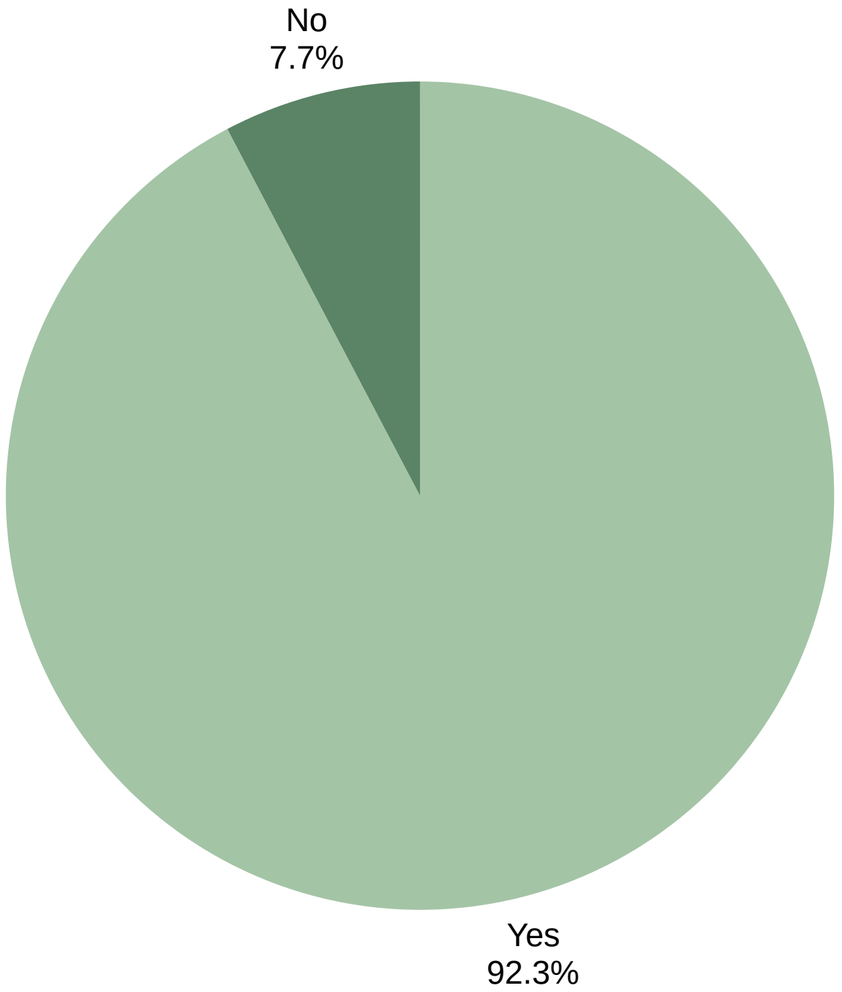
“DO YOU SEE BENEFITS IN USING GENOGRAMS OR FAMILY DIAGRAMS IN COUNSELING AND THE TREATMENT OF MENTAL HEALTH?”



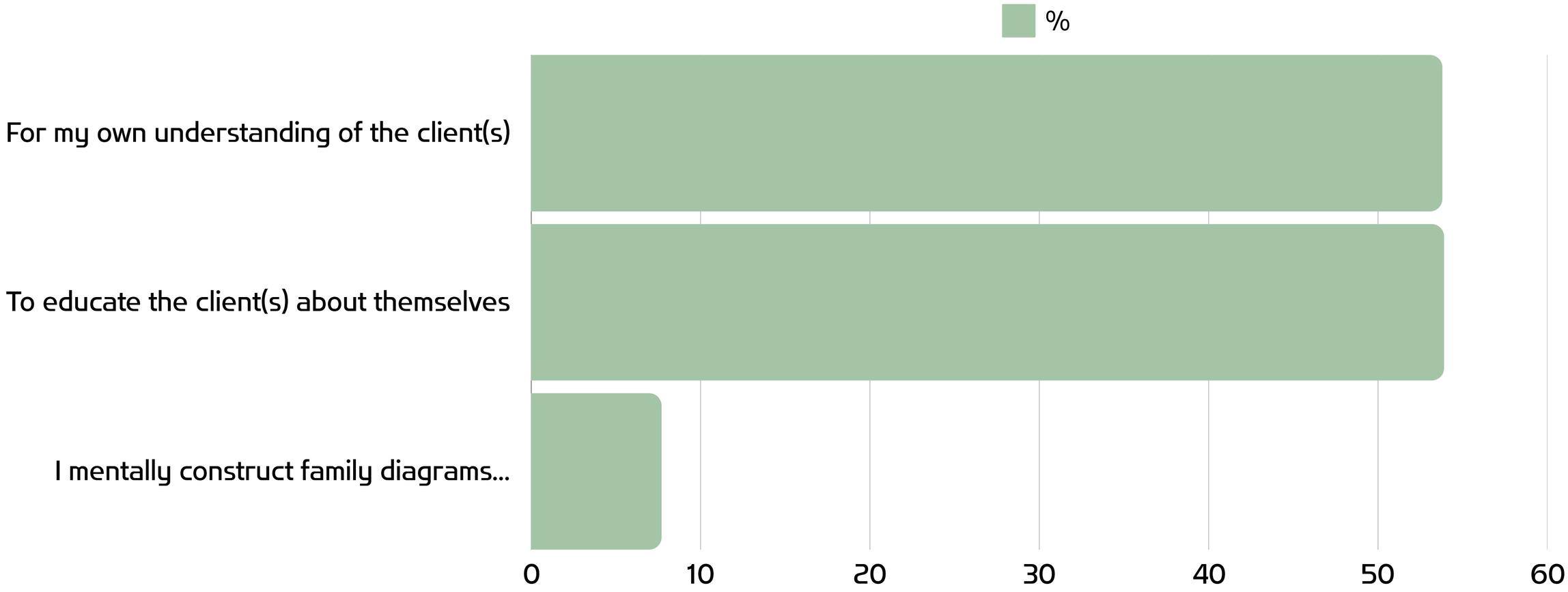
“WOULD YOU LIKE TO LEARN MORE ABOUT THE USE OF GENOGRAMS OR FAMILY DIAGRAMS IN COUNSELING AND THE TREATMENT OF MENTAL HEALTH?”



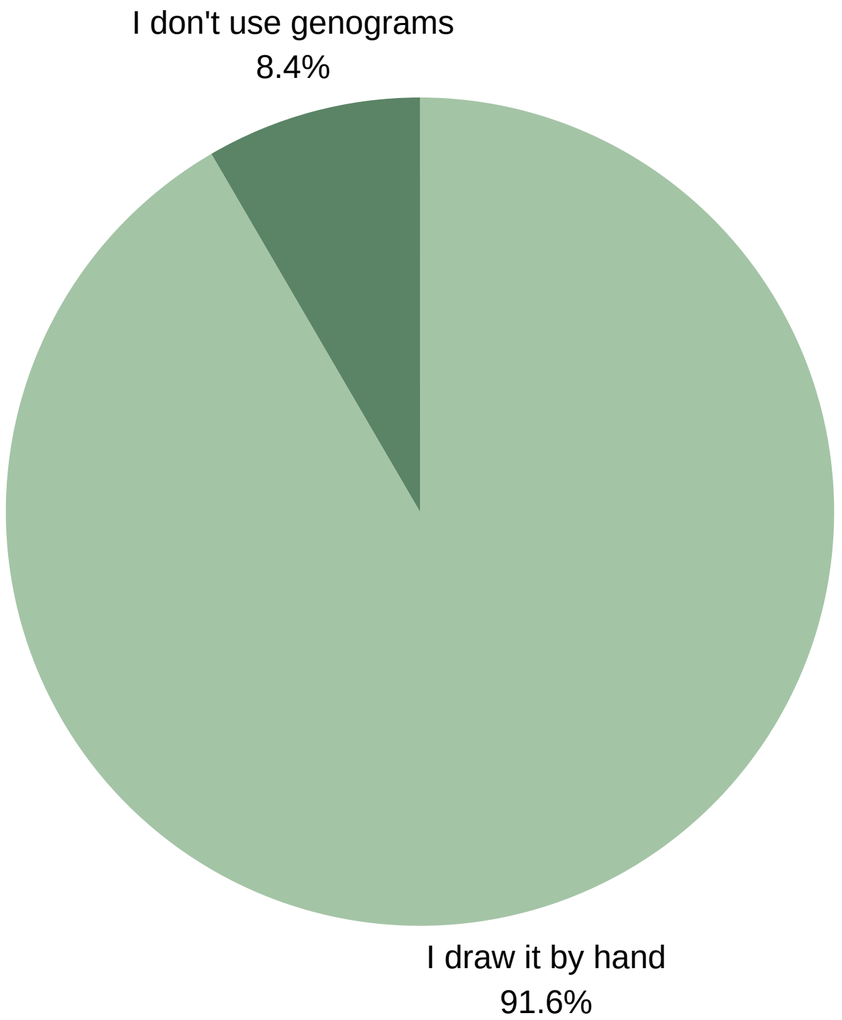
“DO YOU USE GENOGRAMS OR FAMLY DIAGRAMS IN YOUR WORK WITH CLIENTS?”



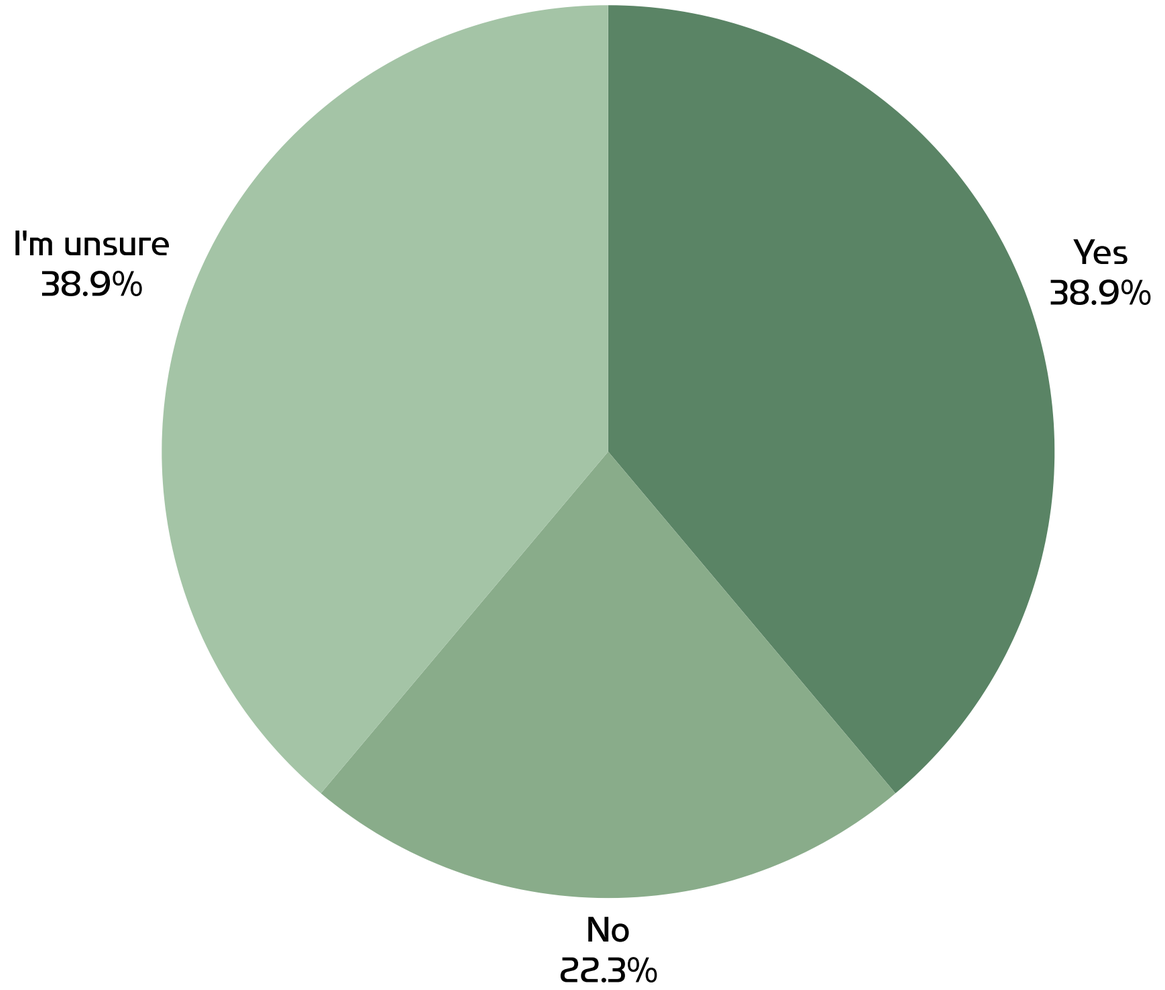
“PLEASE CHOOSE WHICH BEST DESCRIBES YOUR USE OF GENOGRAMS OR FAMILY DIAGRAMS IN YOUR WORK.”



“IF YOU CURRENTLY USE GENOGRAMS OR FAMLY DIAGRAMS, WHAT BEST DESCRIBES HOW YOU CREATE THEM?”



“WOULD YOU BE MORE WILLING TO USE GENOGRAMS OR FAMILY DIAGRAMS IF THERE WAS EASY, UP TO DATE AND HIPPA COMPLIANT TECHNOLOGY TO CREATE IT?”



SURVEY TAKEWAYS:

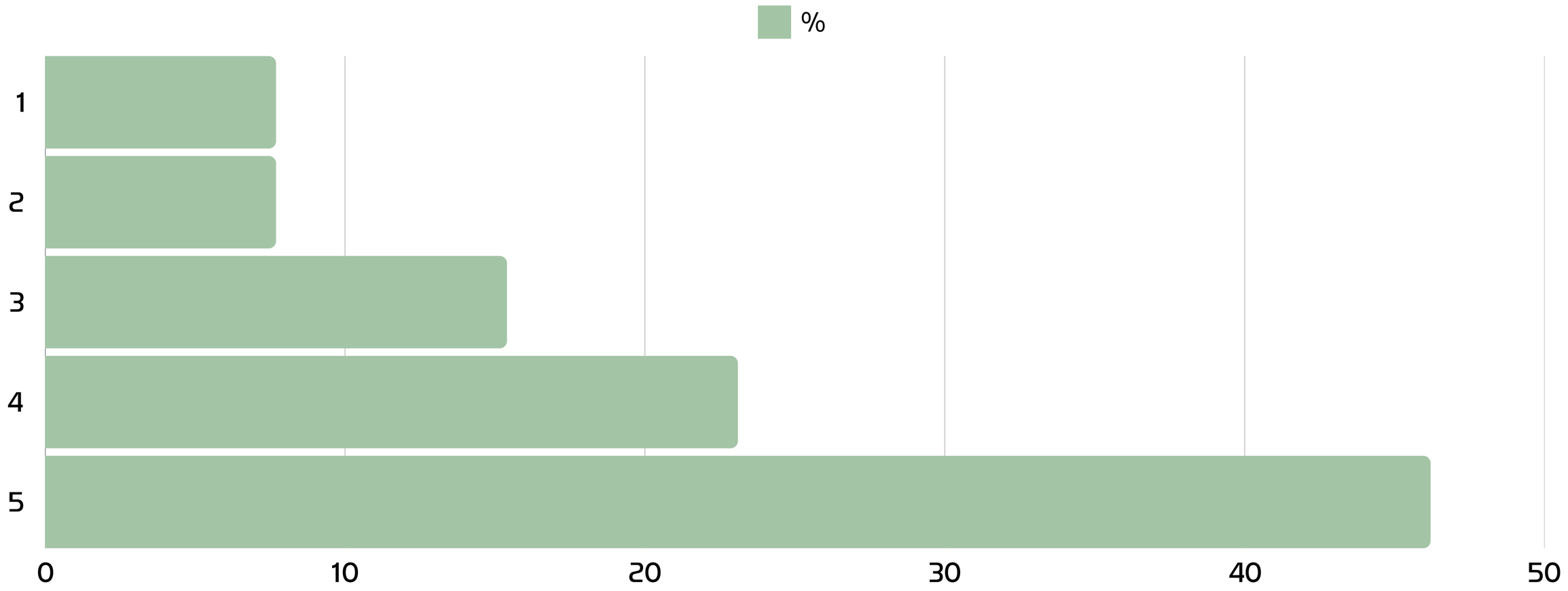
- It is undeniable that there are benefits in using genograms for mental health treatment, and most family therapists are interested in learning more about how they can be used in their practice
- Genograms serve two equally important purposes--therapist understanding of patients and patient understanding of themselves
- Most family therapists use genograms, but draw them by hand rather than using software
- Most family therapists are open to the idea of creating genograms with an application

USER RESEARCH: GENERAL POPULATION

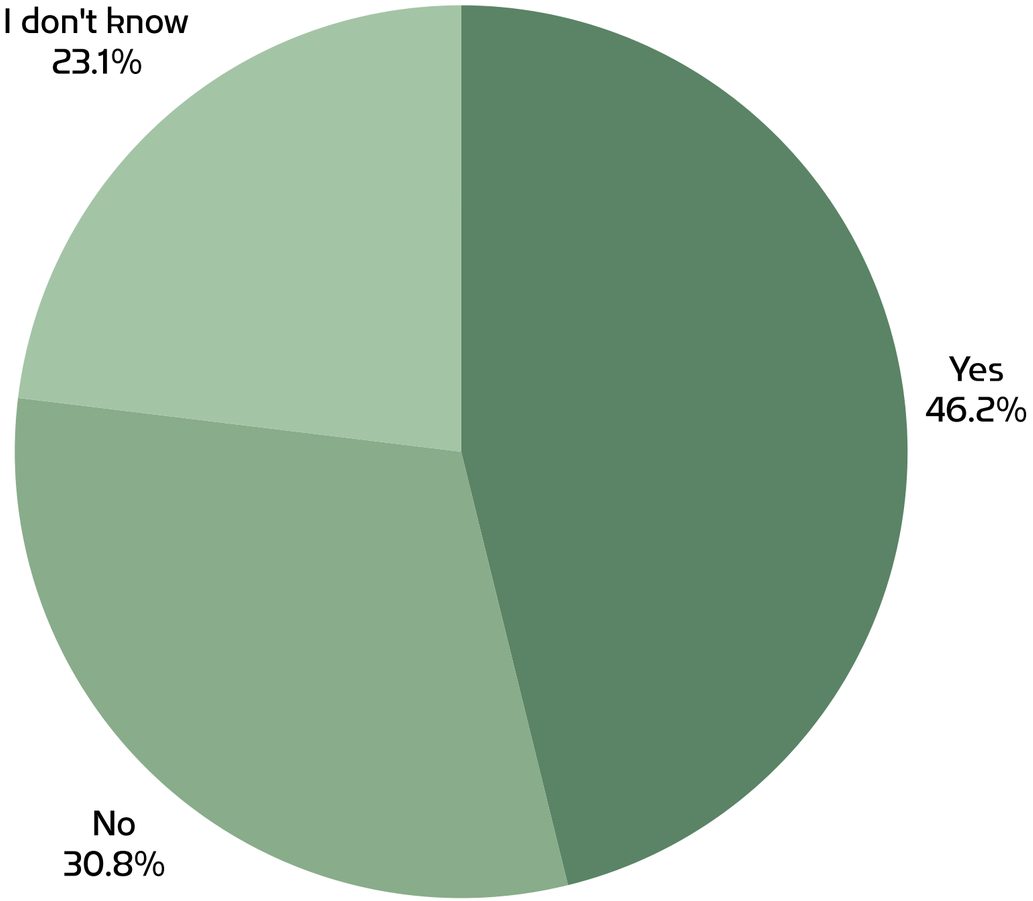
SURVEY

Our third target audience, in addition to therapists and patients, is the general population, ages 18 and up. Not only could therapists use GKnow in their practice to understand their patients and to help patients understand themselves, but the general population could use it to learn more about themselves and their family dynamics. Similar to enneagram software, GKnow could allow curious individuals to discover information about themselves that they did not know before. Our team distributed and analyzed a survey, created by Candace, to understand how GKnow could fit into the lives of this third target audience.

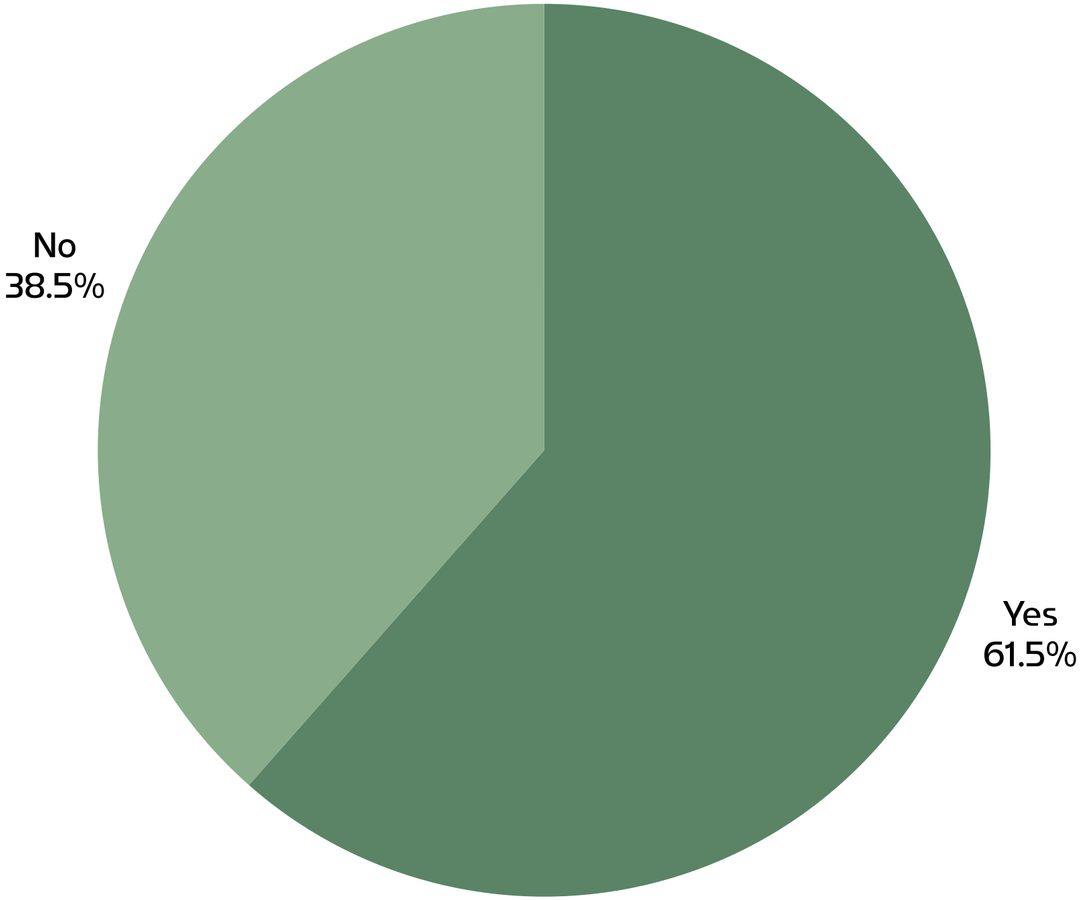
“ON A SCALE OF 1-5 HOW INTERESTED ARE YOU IN LEARNING ABOUT HOW PAST GENERATIONS OF YOUR FAMILY IMPACT YOUR CURRENT FUNCTIONING IN LIFE AND RELATIONSHIPS?”



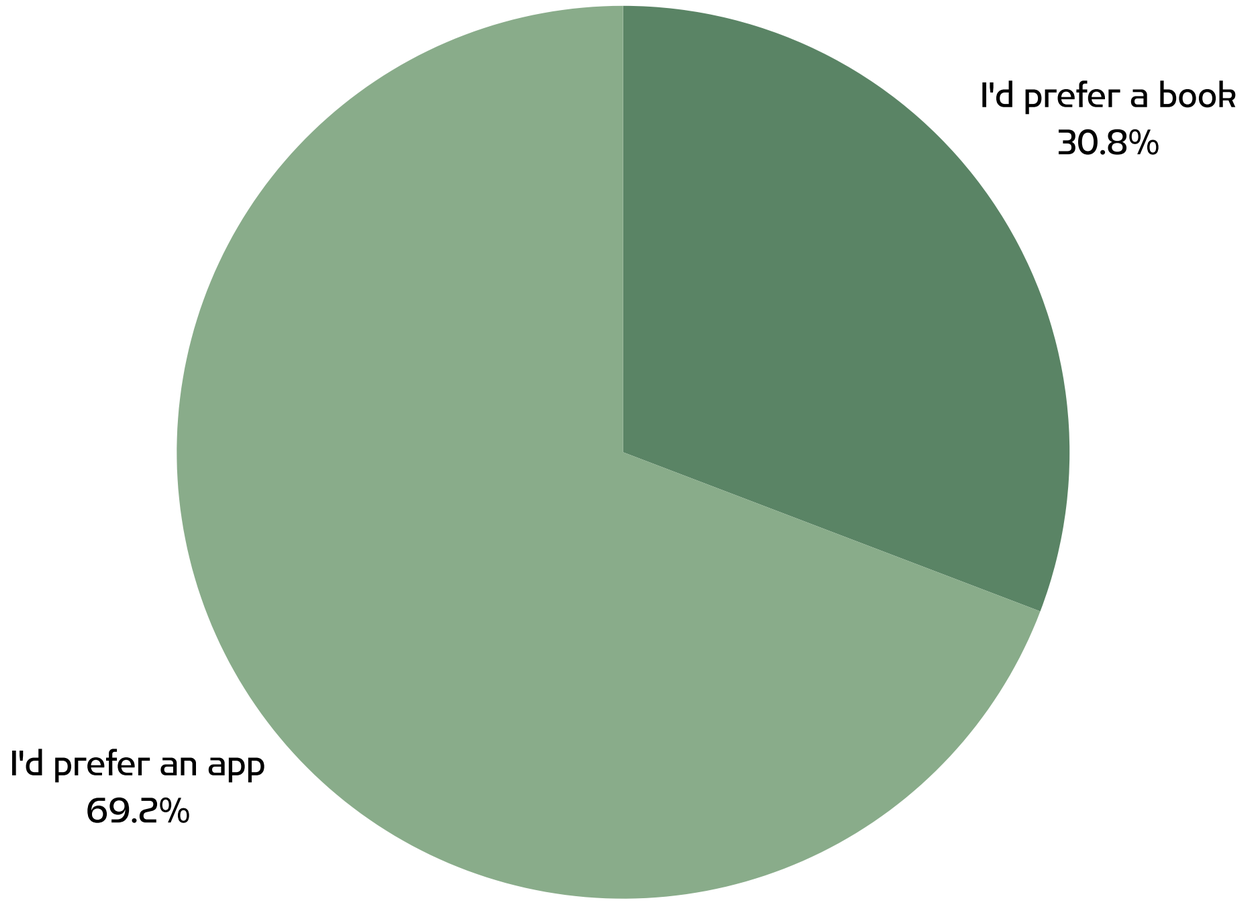
“HAVE YOU EVER USED AN APP RELATED TO UNDERSTANDING YOUR PERSONALITY, HOW YOU THINK ABOUT THE WORLD, OR HOW YOU FUNCTION IN RELATIONSHIPS (EXAMPLE: ENNEGRAM, ETC)?”



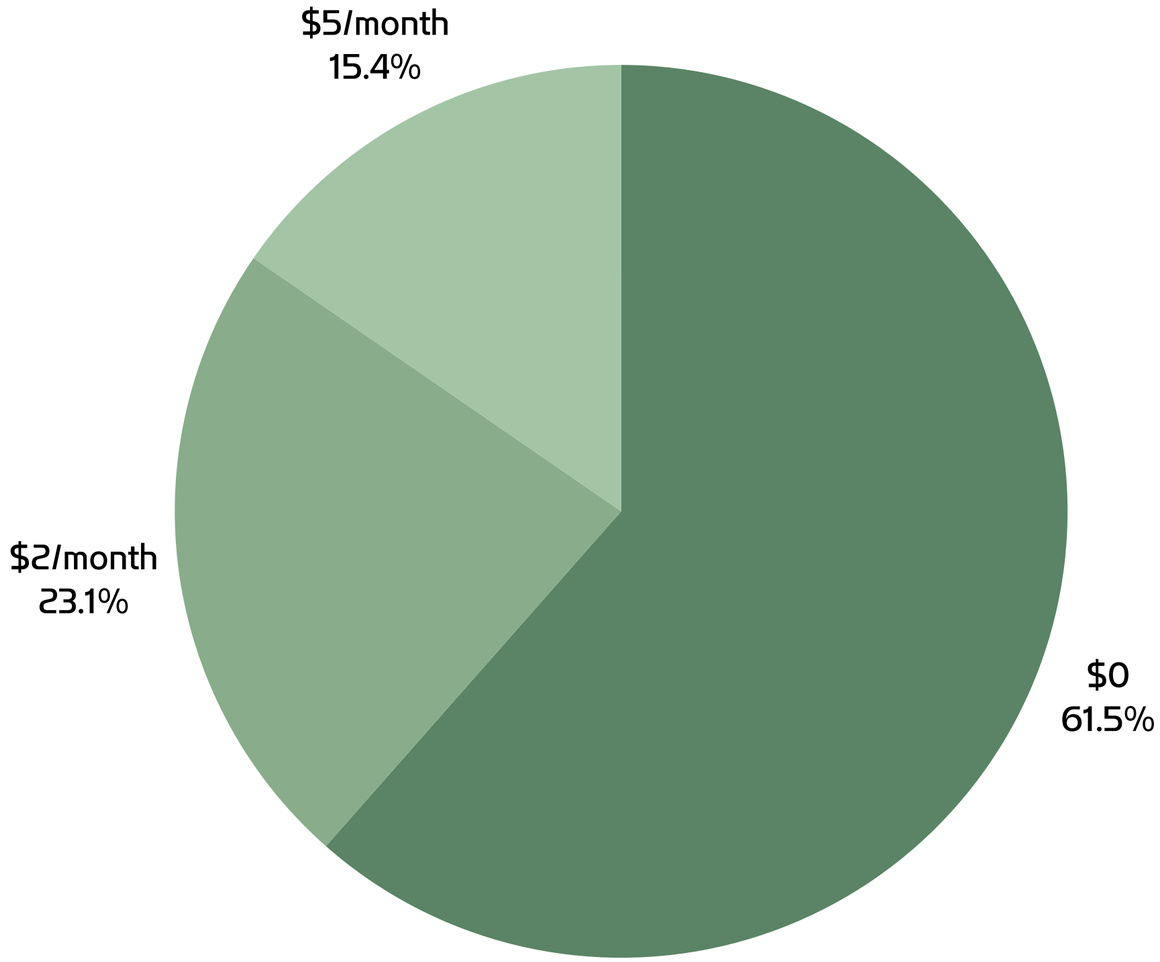
“DO YOU READ "SELF HELP" BOOKS OR BOOKS THAT ADDRESS EMOTIONAL, RELATIONAL (PARENTING, MARRIAGE, ETC) OR PSYCHOLOGICAL (ANXIETY, DEPRESSION, ETC) ISSUES?”



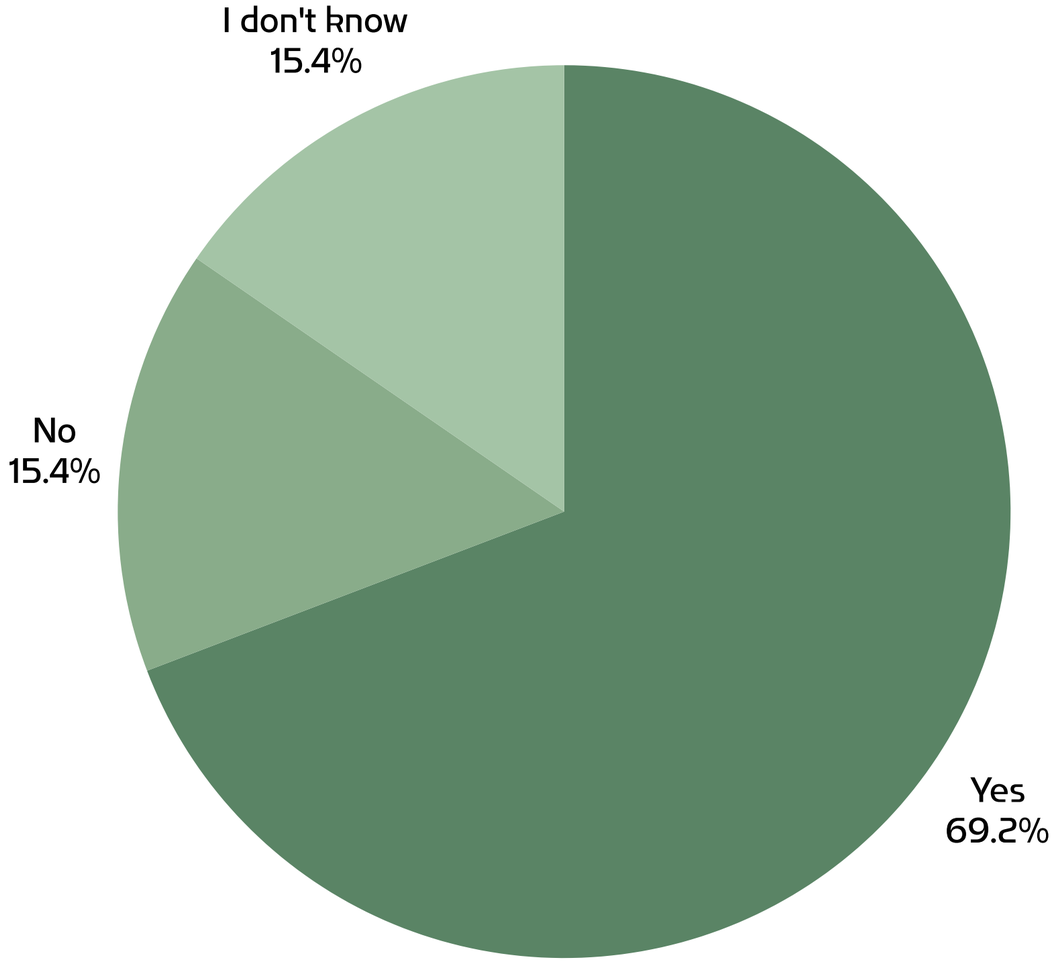
“WOULD YOU PREFER TO READ A BOOK ABOUT AN EMOTIONAL, RELATIONAL, OR PSYCHOLOGICAL ISSUE OR USE AN APP THAT TAILORS THE INFORMATION PRESENTED TO YOUR UNIQUE SITUATION?”



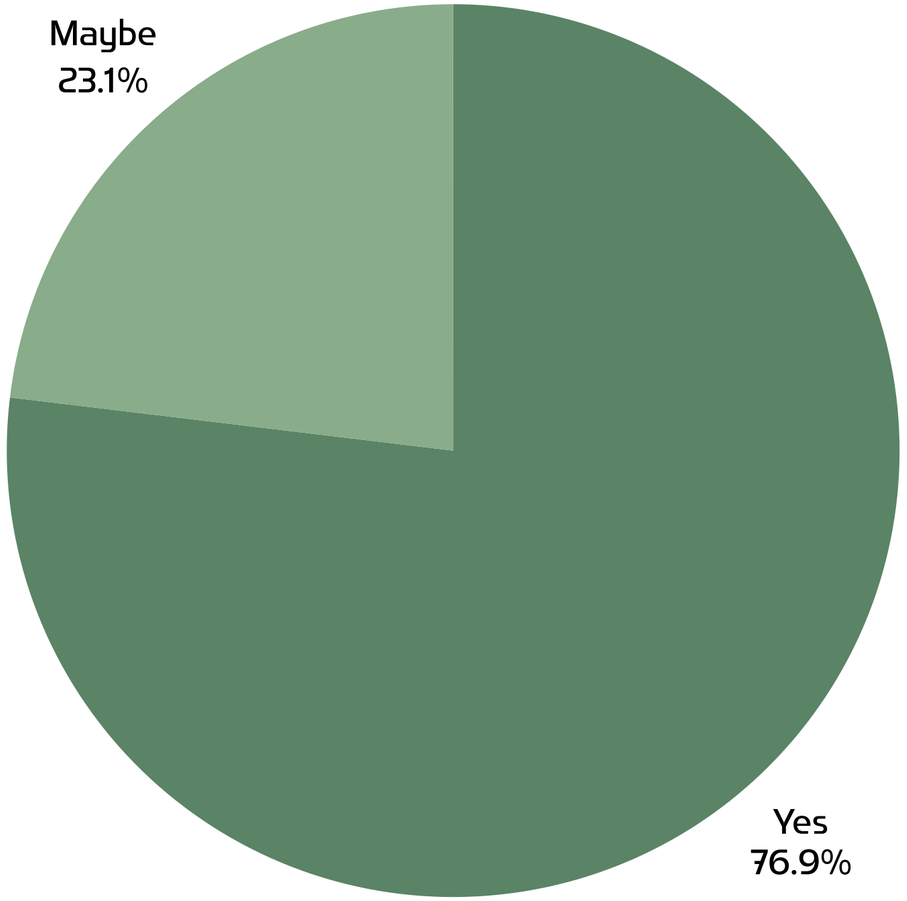
“HOW MUCH WOULD YOU PAY FOR AN APP THAT HELPS YOU DEVELOP UNDERSTANDING OF HOW YOUR EARLY YEARS OF DEVELOPMENT IMPACT YOUR CURRENT FUNCTIONING IN RELATIONSHIPS?”



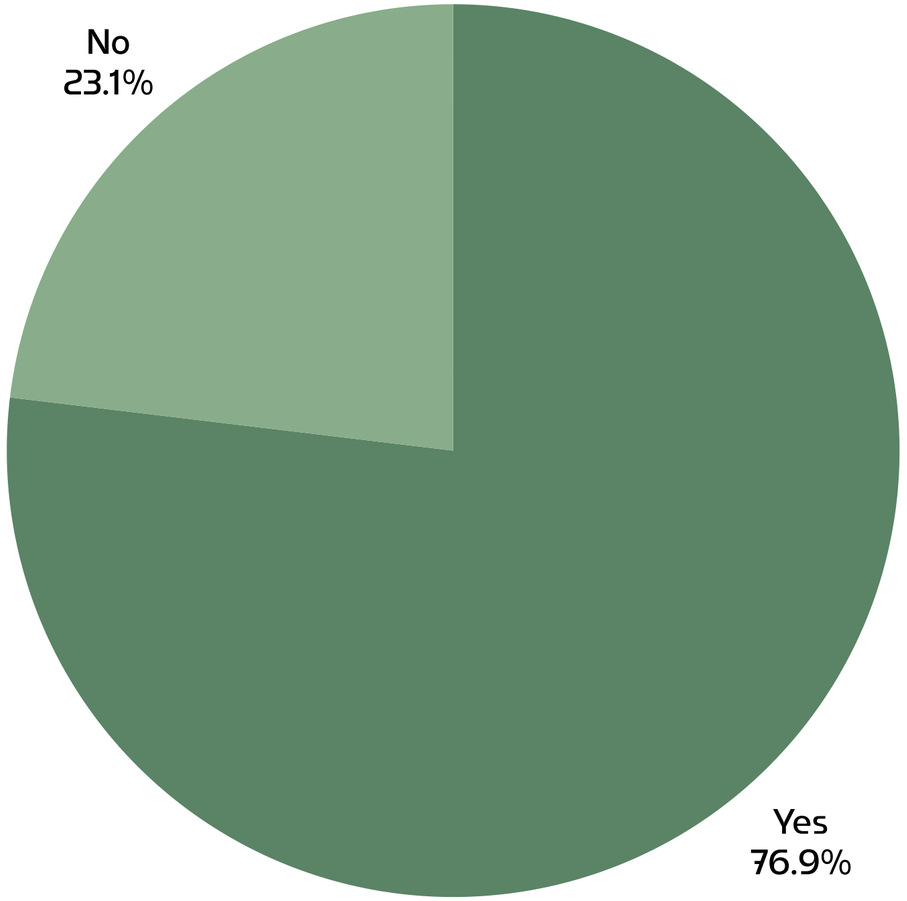
“DO YOU THINK SERVICES TO ADDRESS MENTAL AND RELATIONAL HEALTH ISSUES ARE ACCESSIBLE?”



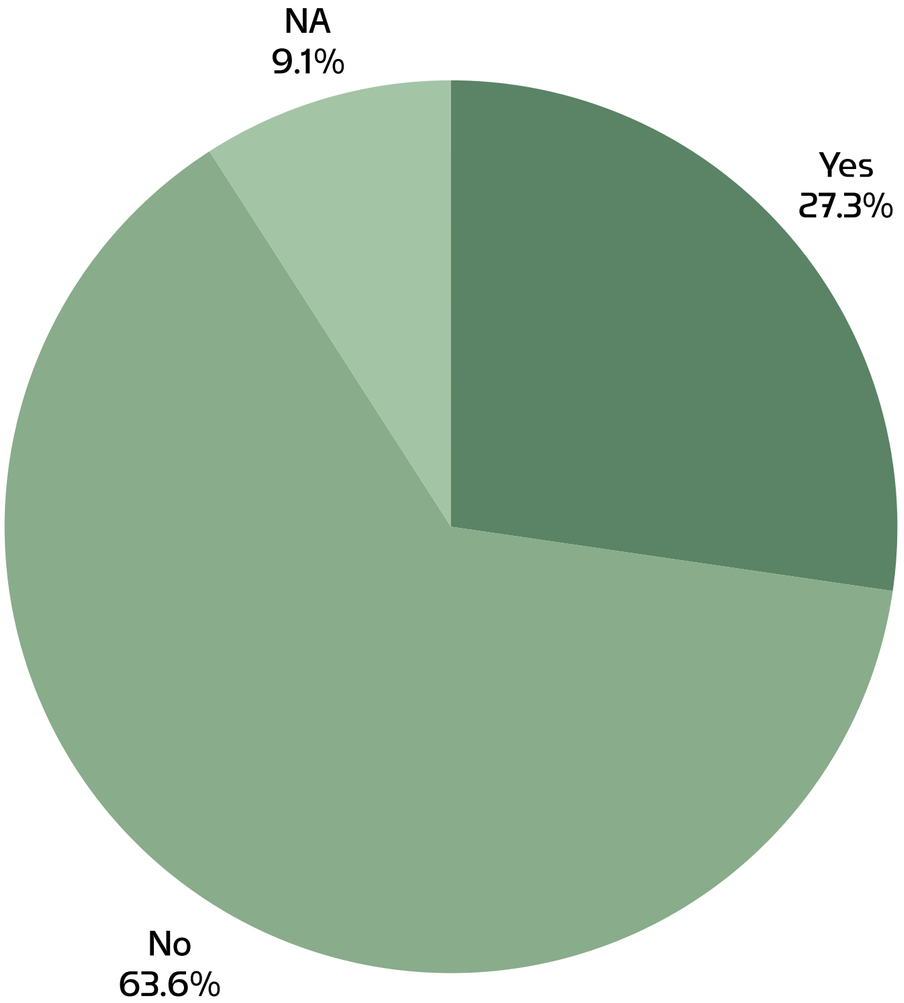
“DO YOU THINK TECHNOLOGY IS A WAY TO MAKE RESOURCES RELATED TO MENTAL AND RELATIONAL HEALTH MORE ACCESSIBLE?”



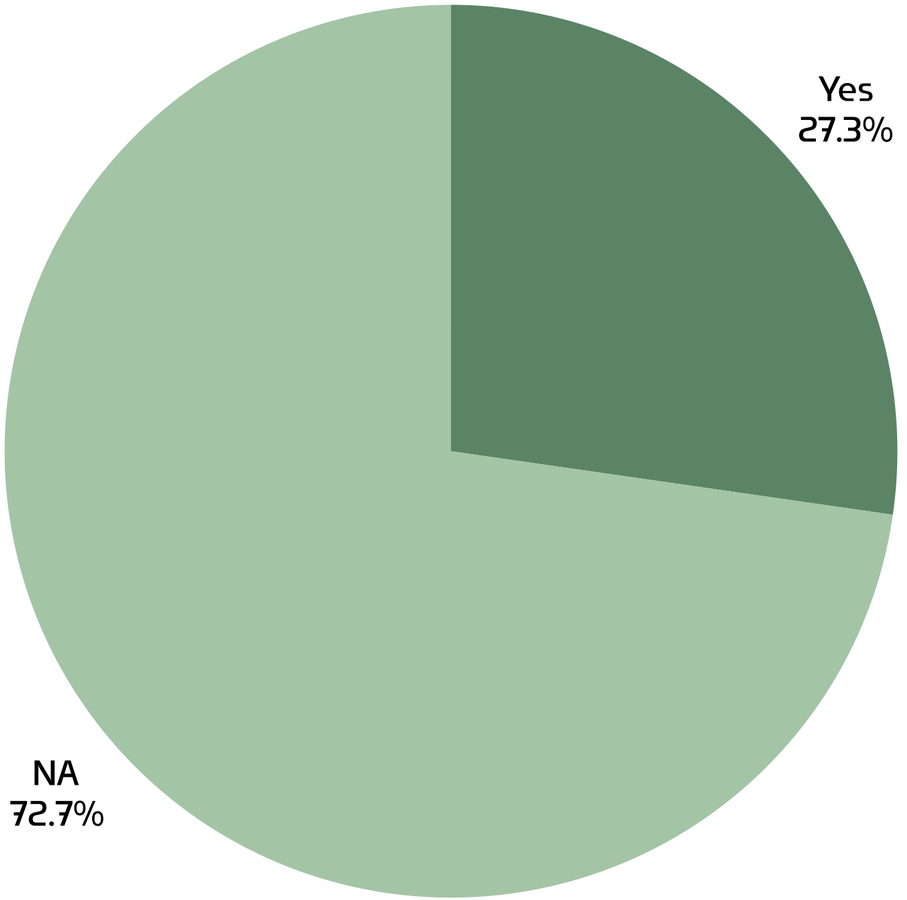
“HAVE YOU EVER HEARD OF A GENOGRAM OR FAMILY DIAGRAM?”



“IF YOU ANSWERED YES TO THE QUESTION ABOVE HAVE YOU EVER CREATED OR WORKED WITH SOMEONE TO CREATE YOUR GENOGRAM OR FAMILY DIAGRAM?”



“IF YOU ANSWERED YES TO THE QUESTION ABOVE DID YOU FIND THE GENOGRAM OR FAMILY DIAGRAM HELPFUL IN UNDERSTANDING YOURSELF?”



SURVEY TAKEWAYS:

- Majority of people ages 18+ have used an app related to understanding their personality or have read “self help” books
- Most people would prefer to use an app tailored to their unique situation over reading a book
- Majority of the general population would prefer if the app is free
- Respondents typically believe mental health services are accesible, but that technology could make them even more accessible
- Most people have heard of a genogram, but have not created one worked with soemone to create one
- All respondants who have created a genogram or worked with soemone to create one found it helpful in understanding themselves