

# Public Health England

## One You / Mental Health / How Are You Quiz

The Public Health England (PHE) One You service had been successfully running for 18+ months before Methods joined the campaign but had been developed mainly as a signposting site redirecting users to other organisations content.

The core focus was to promote behavioural change around physical health with members of the public able to read advice on how they can alter their day to day behaviours.

**“Your health is important. But being healthier isn’t just about ‘doing the right thing’ – it’s about making changes to fit your life and make you feel good. One You helps you find that balance, so you feel better, every day.”**

### Mobile First Web Experience

Methods was tasked with designing a mobile first web experience with a scalable architecture that allows PHE to respond to ongoing campaign requirements whilst providing vital information to the public, creating positive behavioural change both physically and mentally. An interactive modern site which can host / share interactive video content with the ability for users to build action plans to assist with their daily challenges.

On top of this there was a growing need for PHE to be able to publish more of their own content to support specific health campaigns and meet new organisational requirements. As well as designing a new web site Methods was tasked with implementing a new CMS system internally (Wagtail was the chosen CMS).

### The Project Discovery to Live

Methods ran the project in line with GDS principles initially kicking off with a Discovery Phase moving through Alpha and Beta to Live.

Throughout these phases we:



Created a product which is heavily centred on user needs



Improved information architecture optimised based on user testing feedback



Created new UI design with a core focus on mobile first



Implemented a customisable CMS configured to prevent need for duplicate content entry and support the required release process



Implemented a component-based frontend allowing for dynamically built views based on the CMS content



Provided clean & documented code, detailed style guide and knowledge transfer to PHE / NHS digital (reducing need for external support)



Rationalised the technology stack to improve ability to support and reduce costs and complexity.



Created new content for PHE’s ‘Every Mind Matters’ campaign

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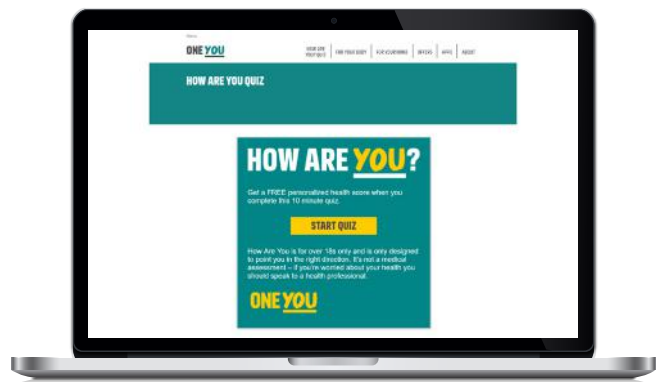
### How Are You Quiz v1

Methods built the latest version of an online self-assessment tool which encourages people to make changes to their lifestyle. It identifies users' eating, drinking and exercising habits and nudges them to make small improvements through the provision of simple, understandable & actionable information, both immediately upon completion and on-going through periodic emails.

The tool is typically accessed by several thousand users a day, but during the Christmas and New Year period, when new campaigns are normally launched, this can spike to over

# 1 million users.

The How Are You quiz had been running for about 2 years, but during that time the way the quiz was accessed had changed and so had health policy leading to a need to update the tool. Methods redesigned the quiz's user interface to be mobile friendly, implemented a CMS to make the quiz content easier to maintain and update and made key improvements to the architecture/infrastructure making it more scalable to handle usage spikes during campaigns.



### How Are You Quiz v2

Since completing the above Methods have been asked to revisit the HAY with the main vision to be able to hand PHE partners the quiz, which they can then embed onto their own site. With the front-end fully customisable PHE can now hand a blank JSON file to 3rd parties which then allows them to alter the quiz how they see fit with the styling matching their brand and the content pointing to their relevant site and products.



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