

PERSONA: LINDA

Position: **Group Leader in Medical Research**

Organization: **University Hospital, USA**



Background:

Linda has successfully completed her study on the preferences, behaviors, and constraints related to digital technology use among people with substance use disorder (see initial background information on Linda in section 6.4). In that study, she had involved a crowd of people with SUD as well as organizers of local self-help and other support groups in developing the methods and materials for data collection. The study results, which are based on responses from a diverse sample of more than 2,000 study participants, have been submitted to a medical journal. Linda now wants to build on that research by developing a digital therapy tool for SUD that is more effective than existing solutions.

Linda's challenge:

Linda's prior study tells her about some of the features and capabilities that the tool should have. Among others, users seem to need a tool that better accounts for their individual digital preferences as well as contextual constraints, can operate even with limited internet access, and is forgiving when they fail to use the tool or enter incomplete data for a certain amount of time. Linda has in the past worked with software developers at her university but she does not believe they will come up with the best "structural design" for the tool (including the software architecture and the user interface design). Given the positive experience with crowd involvement in her first study, she wants to turn to the crowd again...