

# Financial therapy app

An app based on Cognitive Behavioural Therapy (CBT) where users post specific emotions and worries they have regarding finance and debt, and receive suggestions from others on how to 'reframe' or 'rethink' their problems.



## User benefits

- The app would help users to 'reframe' or 'rethink' their problems in a **more constructive or positive light**
- This could remove some of the burden of dealing with debt problems and **provide emotional release**
- This in turn could help users feel able to **make difficult decisions**, take steps to **address their difficulties**, or **maintain a challenging situation** (e.g. a restricted budget)
- The app would be a **convenient and accessible** way of receiving support
- It would be most suitable for individuals **during crisis** when needing reassurance or if in distress



## Challenges

- ❓ Communicating the **benefits of the app** (including the value of emotional support) to potential users
- ❓ **Attracting enough users** quickly to make the app work effectively
- ❓ Encouraging users to **post and help others**
- ❓ Ensuring users understand the app's purpose and **help each other in a constructive way**
- ❓ Dealing with **inaccurate advice/guidance** or unhelpful comments effectively and sensitively
- ❓ Establishing an appropriate **level and method of moderation** for the app
- ❓ Identifying individuals who require professional support/debt advice and referring them **effectively and sensitively**



## Service design

- ➔ The app should be **available across Android, iPhone and Windows**, and be free to download to a smartphone. It could also be made available for tablets, and/or PCs
- ➔ Initial users could potentially be **attracted by 'piggy-backing'** onto existing apps or forums
- ➔ Guidelines, or 'house rules' would instruct users on how to get the most out of the app, and **how to respond sensitively** to others' posts
- ➔ Notifications could prompt users to **respond to others' posts** as well as their own
- ➔ The app **should be moderated** by a trained peer mentor or a professional, who should be able to refer individuals to debt advice if necessary

## Example scheme:

### KOKO

This mobile social media platform offers peer support to promote emotional wellbeing. It is aimed at people with anxiety and depression. It offers an 'outside perspective' to personal problems. Users post about their issues and other users respond offering alternative ways of looking at the situation.

🌐 [itskoko.com](http://itskoko.com)

🌐 [www.wired.com/2015/12/a-new-social-media-network-to-help-you-deal-with-stress](http://www.wired.com/2015/12/a-new-social-media-network-to-help-you-deal-with-stress)

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*It can be destructive if you're in a bad emotional place, so I can see why this might help people deal with that*

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*I'm unsure how it works, I'd need that clearly explained to me*

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*I'd quite like to unload sometimes. You need friends when it gets really bad*

## Key BCTs (Behaviour Change Techniques)

- **Framing/reframing:** suggest the deliberate adoption of a perspective or new perspective on behaviour (e.g. its purpose) in order to change cognitions or emotions about performing the behaviour
- **Reduce negative emotions:** advise on ways of reducing negative emotions to facilitate performance of the behaviour
- **Distraction:** advise or arrange to use an alternative focus for attention to avoid triggers for unwanted behaviour