This project

**Why an ACT-based app?**

- Some with visible differences favour remote psychological support.  
- Mobile apps may partly compensate for lack of therapist support, via immediately accessible guidance (e.g. during social exposure) and tailored prompts.  
- ACT-based apps show promise in changing health behaviours.  

**Project objectives**

1. Design the overview and content of an app, by utilising a wide range of expertise.  
2. Gain feedback on an app demo from stakeholders, and iteratively re-design the app.  
3. Show proof of concept, then apply for a grant to build app and conduct a research trial.

**What is visible difference?**

- Any physical appearance considered atypical.  
- E.g. cleft lip/palate, scarring, skin conditions.  
- Many describe receiving unwelcome attention.  
- Some experience social anxiety, poor body image, and/or low quality of life.  

**Space saver: currently seeking out photos of people with visible differences**

**Why Acceptance and Commitment Therapy?**

- ACT targets quality of life by increasing mindfulness, acceptance of experience, and valued behaviour.  
- ACT offers a pragmatic approach for those with minimal control over appearance or others’ initial reactions.

### The development process

1. **Design app**
   - Iterative process
   - Key features
     - User-set reminder notifications.  
     - 24-hr quick access to key resources (e.g. action plans, guided audio recordings).  
     - Interactive features (e.g. selecting values).

2. **Build app demo**
   - **Sketch out screens**
   - **Create wireframe (Balsamiq©)**

3. **Stakeholder involvement**
   - February 2018: Public involvement workshop.  
   - Focus group on topic of app.  
   - Feedback on clickable demo (version 1).

4. **Clinical experts**
   - July-September 2018: Individual sessions with psychologists with relevant expertise (target n = 5).  
   - Feedback on app (a) overview and (b) demo.  
   - Interview on the suitability of app, and any points of consideration.

5. **Adults with visible differences**
   - June-August 2018 (target n = 7)
   - Workshop including:  
     - Usability testing of demo (version 2).  
     - Focus group on app preferences and ideas.

6. **Following workshop:**
   - Remote usability testing of updated demo (version 3).
   - Individual interviews gaining feedback on the app.

### References


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**Dataphiles**

- Advise on app design.  
- Build clickable app demo.

**Researchers**

- Fabio Zucchelli and Dr Heidi Williamson, CAR, UWE Bristol.  
- Manage project; Co-produce app overview and content.

**Clinical expert**

- Dr Olivia Donnelly, Consultant Clinical Psychologist, North Bristol NHS Trust.  
- Create wireframe and advise on content.

**User representative**

- Emma Rush, Vitiligo Support UK Founder.  
- Advise on project material and delivery.

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[For more information, visit the project page](https://www.faceitapp.org)