Cracks in the Ice Mobile App End-User Consultation: Summary of Results

What were the aims of the study?

The overall **functionality, usability** and **appeal** of a beta version of the *Cracks in the Ice* mobile app was tested through an online survey of the Australian community. Results of the survey informed further development of the app before its public release. Participants were invited to preview the beta-version of the app for 5-10 minutes before answering questions about the following topics:

Functionality	Layout	Visual design	Usability	Engagement

Who were the participants?

Australian community members (aged 16 years and over), were recruited through Facebook advertisements in September 2017. A total of **34 participants** (79% female, mean age = 37 years) completed the survey. Of these, 56% identified as being parents, 41% were members of a community group, 38% health professionals, 18% students, 9% identified as Aboriginal or Torres Strait Islander, and 3% education professionals. While the **majority of participants were from metropolitan areas** (56%), a sizeable minority were from regional (27%) and rural (18%) areas. 18% had used the drug ice themselves and **most participants knew someone who used ice** (71%), with 61% knowing a friend who used ice and 33% knowing a family member who used ice. **The majority** (71%) **were aware of the Cracks in the Ice** website.
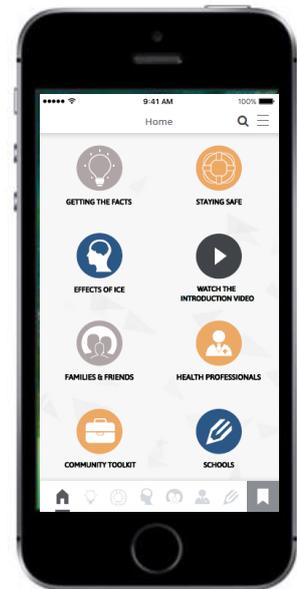
Overall response to the Cracks in the Ice app:

- **82% 'liked' or 'strongly liked'** the app overall.
- **94% said they would use the app again** in the next 12 months.
- **85% said they would recommend the app** to several people or more.
- **The app received a high average star rating of 3.7 out of 5**, where a score of 5 stars indicates the app is 'one of the best apps I've used'.

- **OFFLINE CAPABILITIES**: 94% agreed it would be useful if app content and functions were available offline.
- **AUTOMATIC UPDATES**: 97% agreed it would be useful if the app automatically uploaded new content to remain up to date.
- **LAYOUT:** 82% 'liked' or 'strongly liked' the overall layout.
- **VISUAL DESIGN:** 82% 'liked' or 'strongly liked' the overall visual design.
- **USABILITY:** 79% could use the app immediately or found it easy to learn how to use.
- **ENGAGEMENT:** 85% said the app was either 'moderately' or 'very' interesting.
- **FUNCTIONS:** The most popular functions were the webinars on demand, share functionality, search bar and bookmarking function.

Participants reported an increase in their knowledge about the drug ice after using the app

How extensive would you say your knowledge is of the drug ice? (%)

■ Prior to using app   ■ After using app
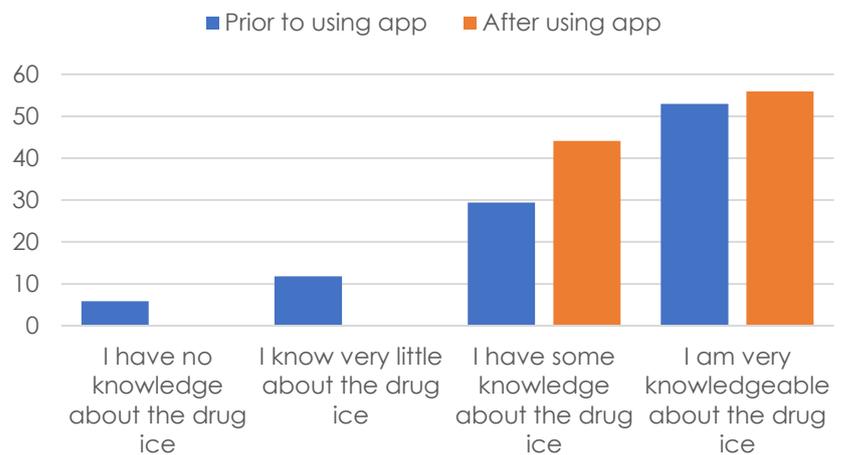
The majority agreed the app is likely to increase knowledge and understanding of ice / ice prevention messages

This app is likely to increase knowledge and understanding of ice / ice prevention messages (%)
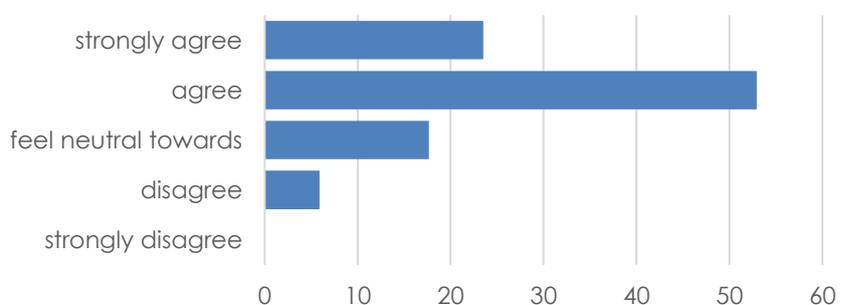
Use of this app is likely to encourage further help seeking for ice use (if it's required) (%)

The majority agreed use of the app is likely to encourage further help seeking for ice use
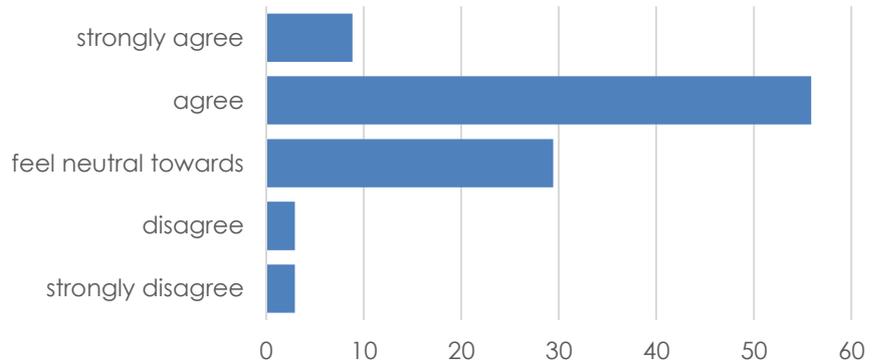
Suggested areas for improvement:

- **MOBILE FRIENDLY INFORMATION**
- **NAVIGATION**
- **INTERACTIVE FEATURES**
- **INFOGRAPHICS AND IMAGES**:
  - 82% 'liked' or 'strongly liked' the infographics and images already included in the app.
  - 65% wanted to see more infographics and images incorporated, with most considering this is an 'important' or 'extremely important' change to make.
- **PERSONALISATION:**
  - 94% agreed they would like to be able to control how frequently the app sends notifications.
  - 29% agreed they would like to be able to change font size.
  - 29% agreed they would like to be able to choose a colour scheme.
- **TECHNICAL BUGS**: 7 participants identified bugs in the app.

Potential areas for future development (other suggestions):
- **MORE APP-SPECIFIC FEATURES**
- **TARGETED INFORMATION**
- **MORE INFORMATION FOR ICE USERS**
- **INFORMATION ABOUT LOCAL SUPPORT GROUPS & SERVICES**
- **LIVED EXPERIENCE STORIES**
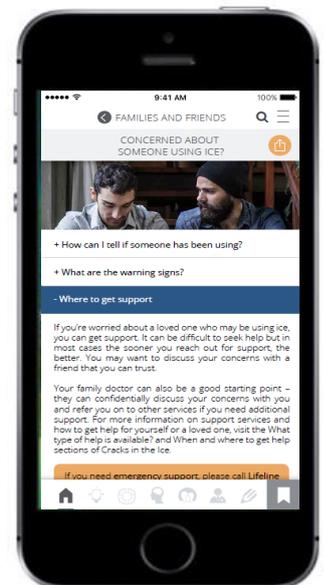
Summary of changes made:
Several changes were made to the app based on beta-testing feedback. These included:
- Enhanced mobile-friendly displays (e.g. show / hide functions and drop-down menus)
- Improvements to overall navigation, such as incorporating a back button within each of the six information tabs and adding further references to the app icons throughout the app so

that users are given more opportunities to familiarise themselves with these icons as they explore the app for the first time.

- New images and infographics.
- Fixes for all identified technical bugs.
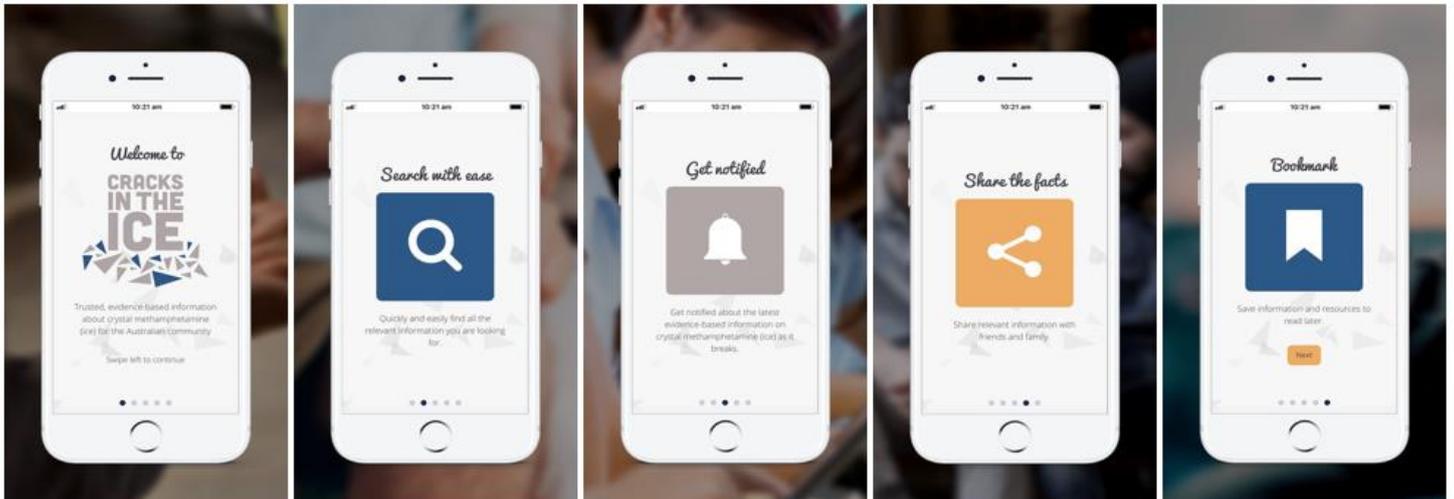
We would like to thank the many community members from around the country who provided their input and feedback during the development of this resource.

The Cracks in the Ice mobile app can be downloaded for free via the iTunes and Google Play stores.