



Presentation

Suzanne Hall & Nadine Isler: Saturday 6th June

Title of Presentation: The challenges of developing wellbeing technology

Presenter Name: Suzanne Hall & Nadine Isler

Abstract:

Using proven positive psychology-based wellbeing tools, the *BE Intent* team has researched the development of a platform from which users can learn about health and wellbeing, as well as practice the concepts taught. The app is also supported by a backend that collects a wide range of data on every user, and allows them to see their own measurements which point towards different pathways that can be taken to restore balance.

The makers of *BE Intent* have faced a number of challenges in reconciling the two concepts: that of measurement tool and reliable diagnostic, and providing personalized support to address any problems or issues found. This paper will focus on the challenges relating to:

- Deciding whether to focus on accurate measurement, or effective intervention, in areas where the intersection of the two required compromise.
- Self-report measures, which were affected by the user gaining more knowledge about their own inputs, or usage patterns affecting data entered.
- Other measurement variables changing depending on a number of reasons, such as training, factors affecting usage.
- When statistics, science and a necessary cause intersect: how do you decide which takes priority?

Presenter Biography:

Suzanne Hall

BE Intent founder Suzanne Hall has years of successful business under her belt, 17 international business awards and NZ order of merit for her contribution to business. After starting successful skincare business *Living Nature* she decided to shift her focus to the

<http://www.positivepsychology.org.nz/conference-2015.html>

development of a tool that would help employers help employees be happier, healthier and more productive at work. She interviewed several international positive psychology experts and scoured the literature for the best research. As a result, she's built a tool that was warmly received around the world, and has achieved some amazing results with global companies. It's now expanding to a youth version, to tackle health and wellbeing for young people. Suzanne is passionate about business that achieves social change.

Nadine Isler

Nadine Isler is the communications manager at BE Intent, and currently completing her Masters in Health Psychology on the effect of social media technology on self-presentation. She's passionate about all areas of psychology, health promotion and mental health, and ways these things can be communicated about so it touches those who need it most.