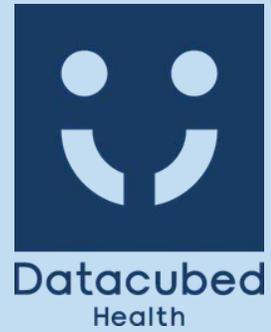
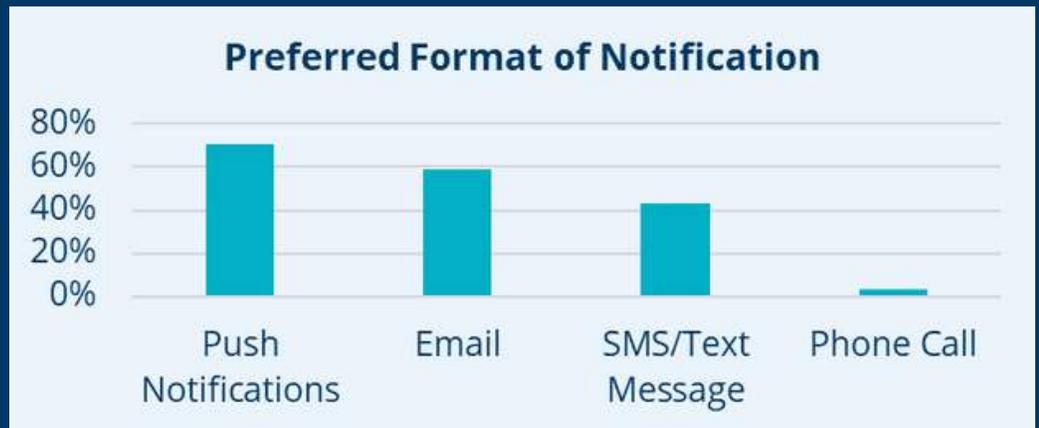


Preferences over Mobile App Notifications: Expected and Unexpected Findings

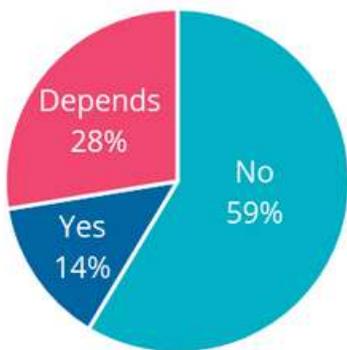


Based on data from 58 members of Datacubed Health's HUMI Panel on their use of the Datacubed Health mobile app.

As expected, our participants preferred **push notifications**. Phone call is the least popular.



Do You Have a Preference For the FREQUENCY?



Surprisingly, for most participants, how often they receive notifications did not matter to them.

"I don't really care how I go about receiving the notifications as long as I receive them."

For those who have a preference - ideally 1-2 notifications and **no more than 3** per day.

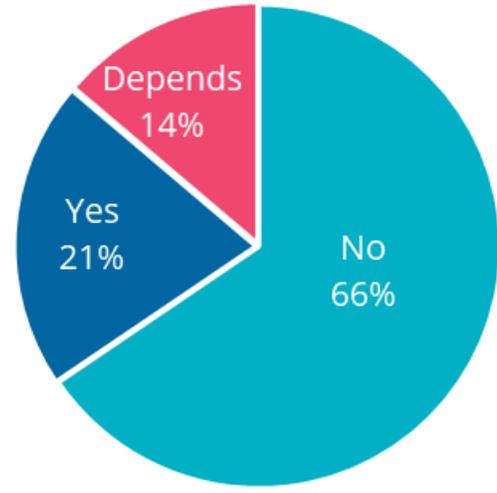
"I think there should be a limit so you are not bombarded. First to notify. If you don't follow up on the notification, a new notification could be sent later that day or the next day to remind you again."

Similarly, for most participants, when they receive notifications did not matter to them.

"The push notifications aren't intrusive."

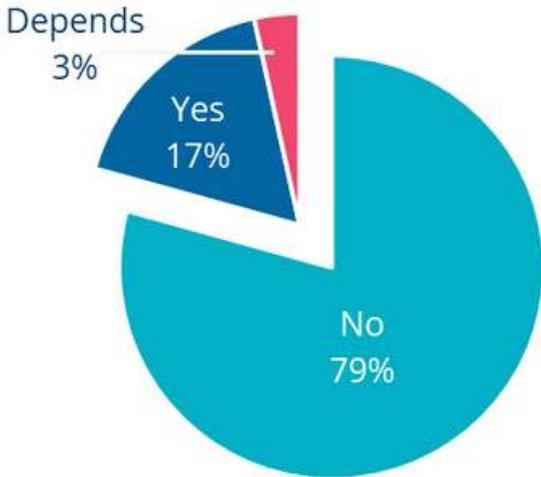
"I can get notifications any time of day and my phone is usually silent."

Do You Have a Preference Over WHEN Notifications are Sent?



For those having a preference, most (i.e., 65%) reported that bad timing would reduce the effectiveness of notifications (e.g., less likely to read them, less attentive when reading them).

Do You Have a Preference Over WHERE Notifications are Sent to You?



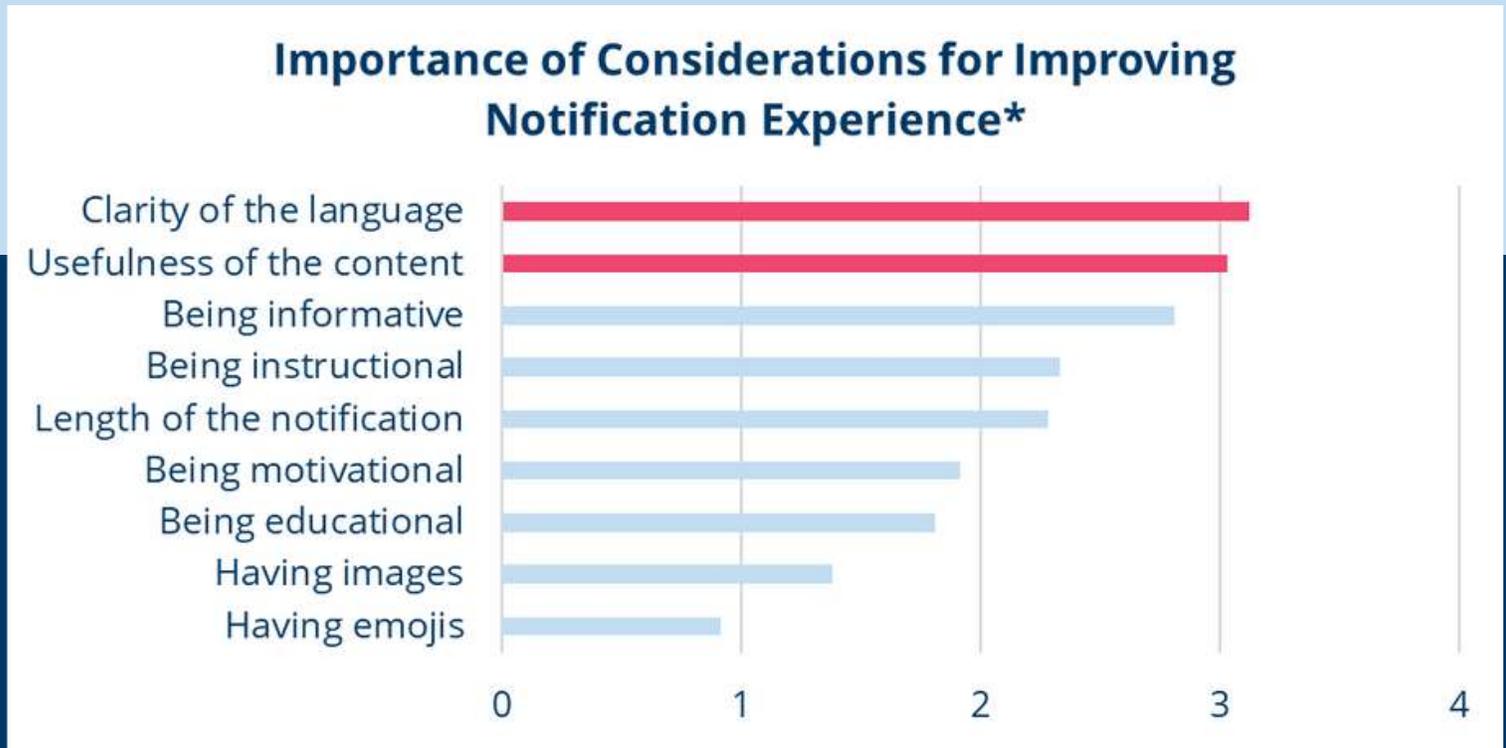
Even fewer cared about the location where they receive notifications.

"It does not matter where I am because I get notifications on my watch and phone that I always have with me."

"I don't mind if it's sent to me when I'm out. I'll be able to do it later."

For those having a preference, all chose 'at home' as the/one of the location(s) they would like to receive notifications at. Other reported locations include, at work, during commute, and locations visited for leisure, etc.

To better the experience with notifications, we should focus on improving the **clarity of the language** and the **usefulness of the content**. Images are less important than we thought.



Personalization options (e.g., when and where to receive notifications, look) weren't rated high on importance* (i.e., averaged ratings lower than 2) to improve experience.

* Mean ratings

'Not at all important' = 0

'Slightly important' = 1

'Moderately important' = 2

'Very important' = 3

'Extremely important' = 4

Key Takeaways:

- Use **mobile notifications** and no phone calls please.
- Most do **not** care **how often, when, or where** they received notifications.
- **Language clarity** and **content usefulness** should be prioritized to improve notification experience.