

2024

# CHIPTS HIV NEXT GENERATION CONFERENCE

**Amp: Developing a mobile app using human-centered design to improve the health and well-being of young Black men living with HIV**

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# Background and Objective

*Young, Black Gay and Bisexual Men (YBGBM) in the United States face significant disparities in HIV care outcomes.*

Black people living with HIV (PLWH) have lower linkage, retention, and viral suppression outcomes than White PLWH, even when controlling for access to care.

Barriers like HIV-related stigma, mental health challenges, lack of social support, and low self-efficacy related to health management prevent YBGBM from being engaged within the HIV care continuum.

Objective: Develop a mobile health (mHealth) solution to improve HIV care continuum outcomes by using human-centered design (HCD).

# Methods: Our HCD Process

## Stage I

### Focus Groups

Conducted **6** in-person focus groups with a total of 50 YBGBM, ranging from 19–31 years old.

### Key Informant Interviews (KIIs)

Conducted **12** KIIs in person or by telephone with HIV service providers at five different organizations in various cities

## Stage II

### Rapid Prototyping Sessions

**31** YBGBM ages 20–30 and **12** HIV service providers participated in the iterative testing and refining of low-fidelity prototypes

## Stage III

### Online Survey & Usability Testing

**200** YBGBM living with HIV survey responses to assess product feasibility, acceptability, and satisfaction.

User testing of functioning prototype with **20** YBGBM living with HIV

### CAB Meetings

**12** YBGBM Community Advisory Board (CAB) meetings and **2** Provider CAB meetings

# Results– Stage I: Focus Groups & KIIs

“I felt like my life was over with, like I didn't want to talk to anyone, felt nasty. I didn't know how to really accept it until I really found out more about it, and after that, it kind of made me feel better.” – Huntsville **[relating to dealing with a new diagnosis]**

“I was going to say like the video was really, really good. I like how informative he was. It was very quick to the chase to the point like the question and the answer... So I got what I needed from the video.” – Los Angeles **[relating to Amp concept videos]**

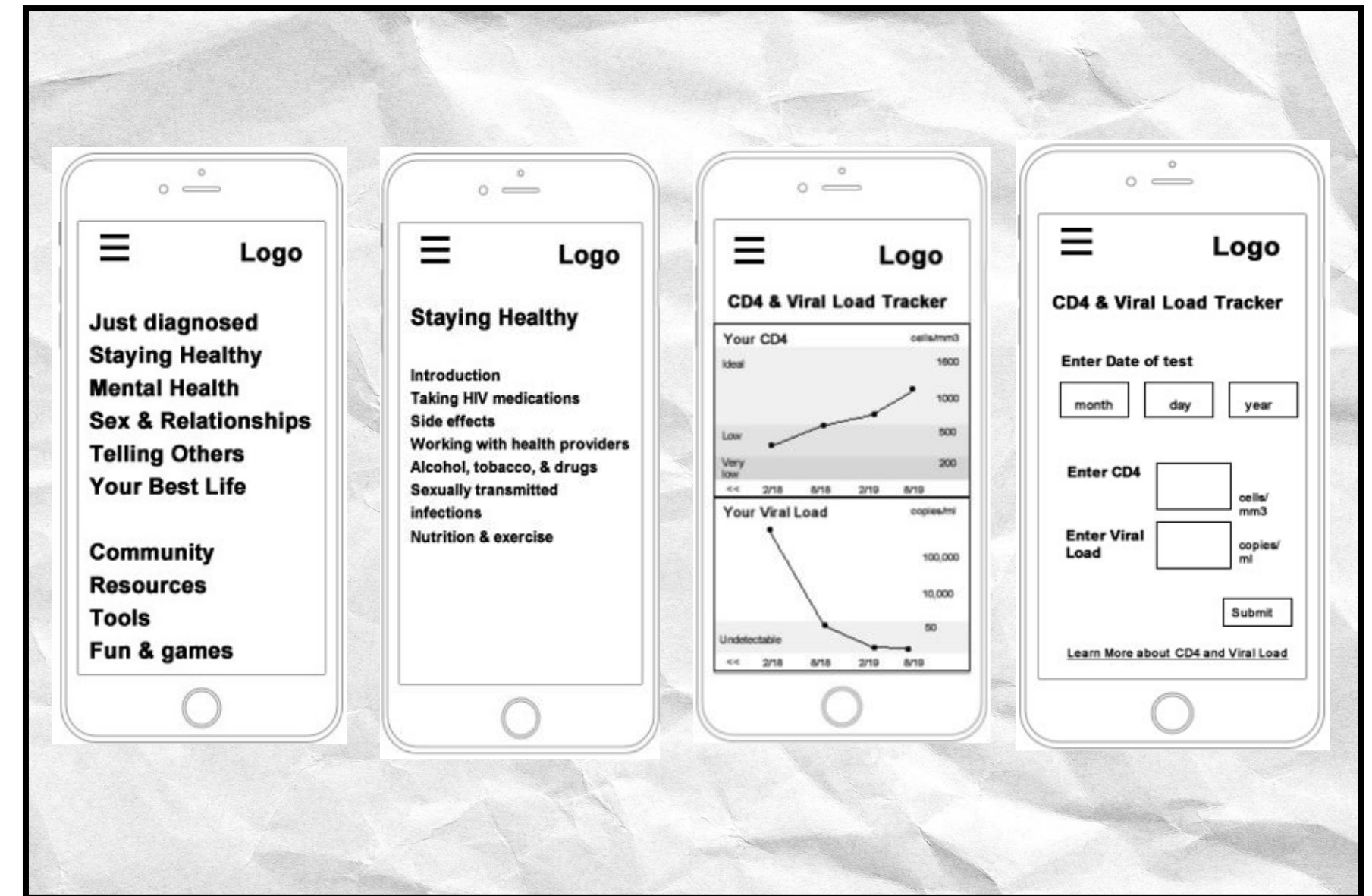
“It [the app] shouldn't single out one race or gender, because then it makes it seem like we [Black MSM] are the only ones with this issue [HIV], you know. –Huntsville” **[relating to target audience]**

“I would definitely integrate it [Amp prototype] into our services.” – Dallas, Chief operating officer **[relating to Amp's capabilities to support service organizations]**

# Results- Stage II: Rapid Prototyping

Developed low-fidelity hand-drawn and digital prototypes for participant input, focusing on UI, content, tools, community interaction, and program engagement.

Produced 13 videos on various topics, varying settings and speakers, to gather participant feedback on content and style, enhancing the program based on expressed needs.



*low-fidelity prototype of the Amp concept*

# Results– Stage III: Online Survey & Usability Testing

91.5%

Thought the Amp concept was appealing.

82.5%

Indicated that they would keep using the program in order to interact with others living with HIV.

95.7%

The Amp concept scored a 95.7 out of 100 on the System Usability Scale (SUS), which demonstrates very high usability.



HOME SCREEN



COMMUNITY

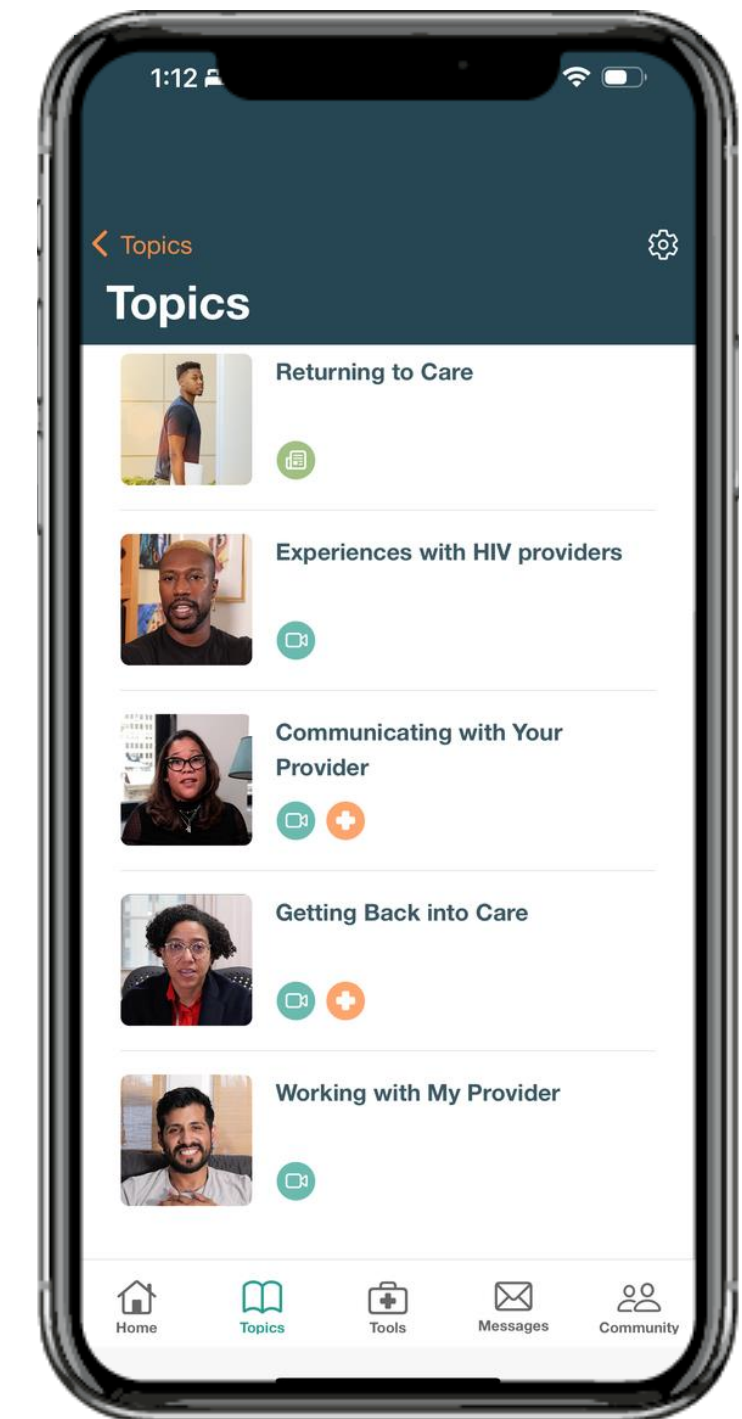
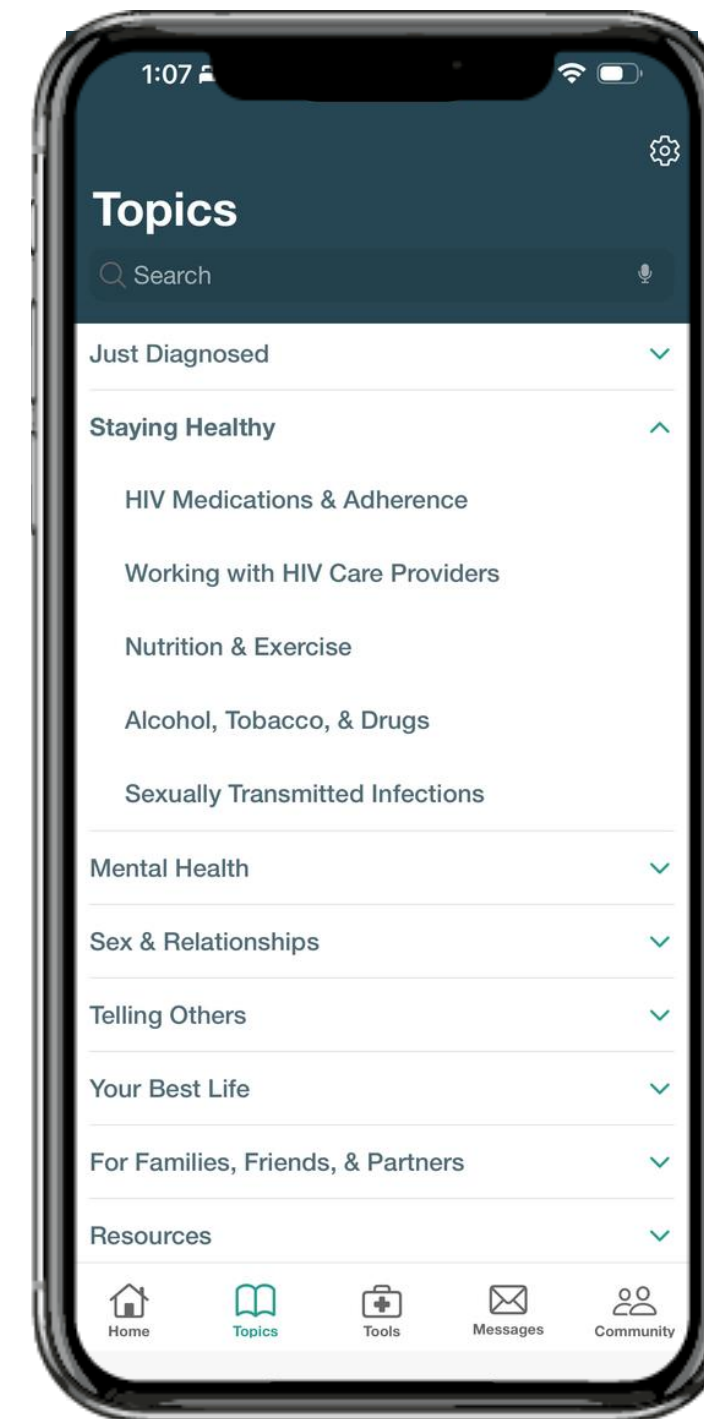
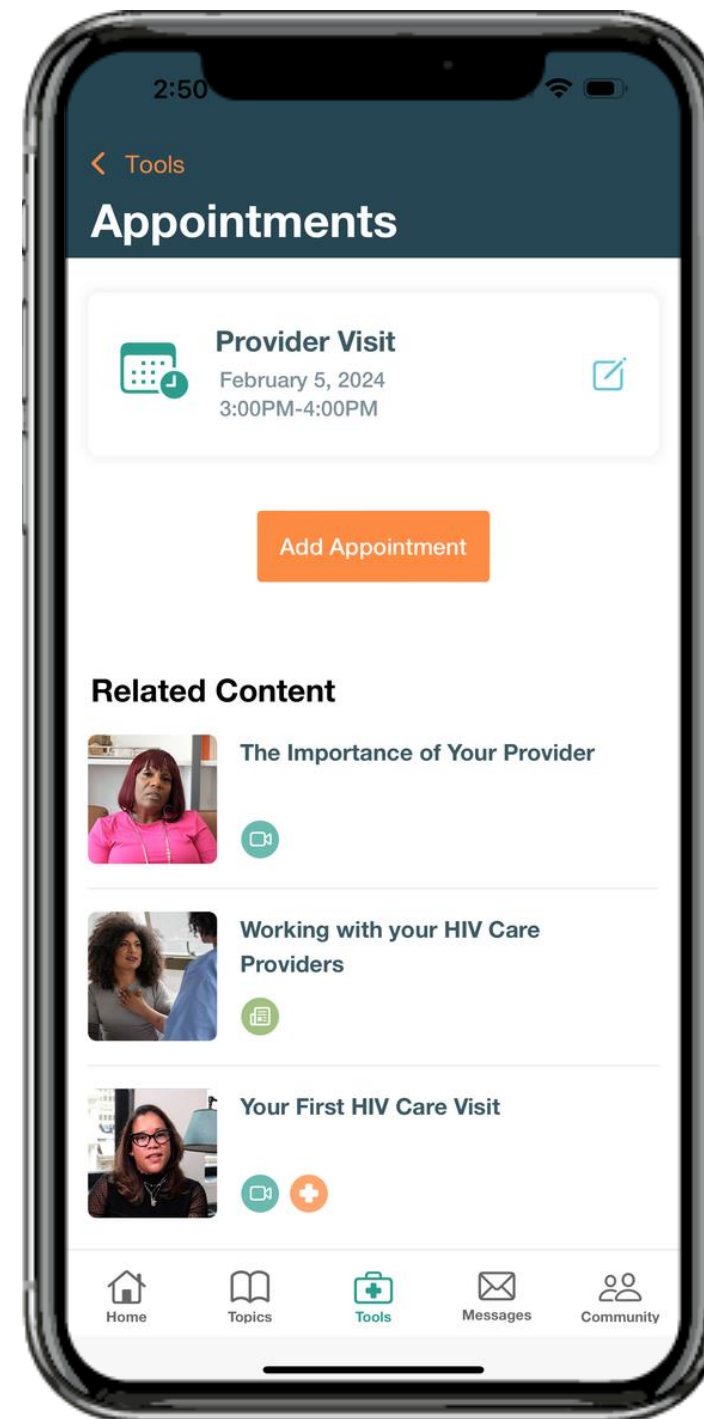
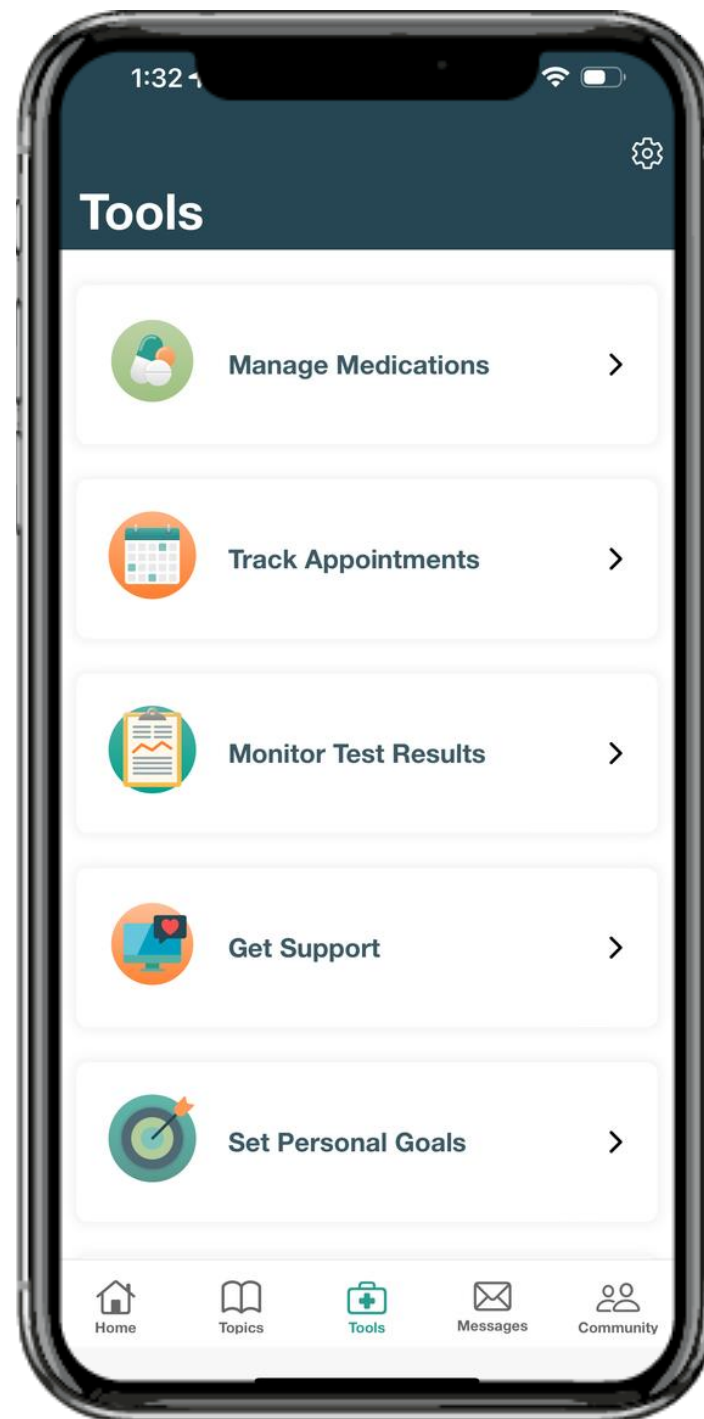


TOOLS

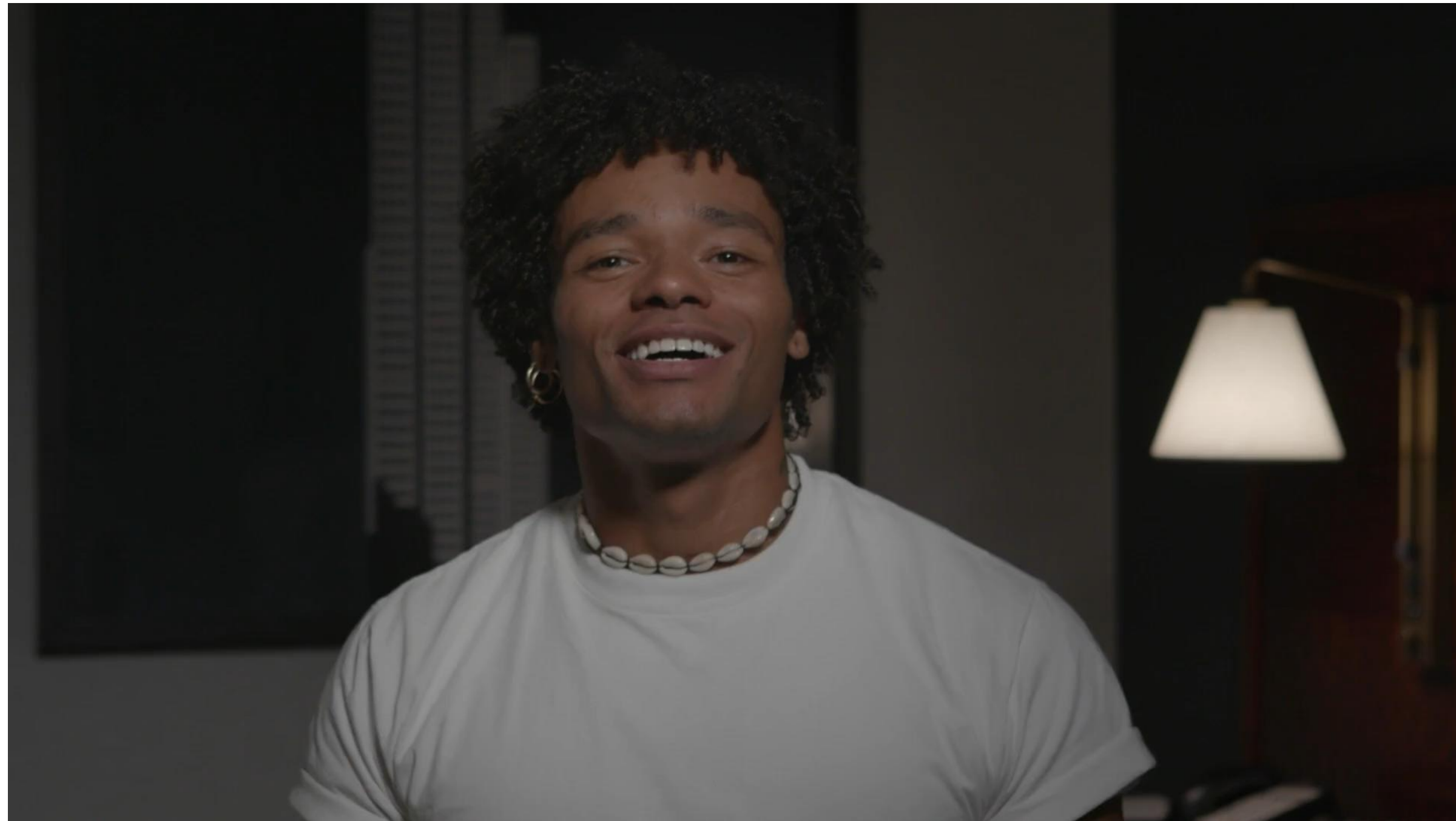


MOBILE MENU  
showing Mental Health subtopics

# Discussion: Introducing Amp



# Discussion: Amp Video



*“Being Open and Honest with Your Doctor”*  
from ‘Staying Healthy’ Topic

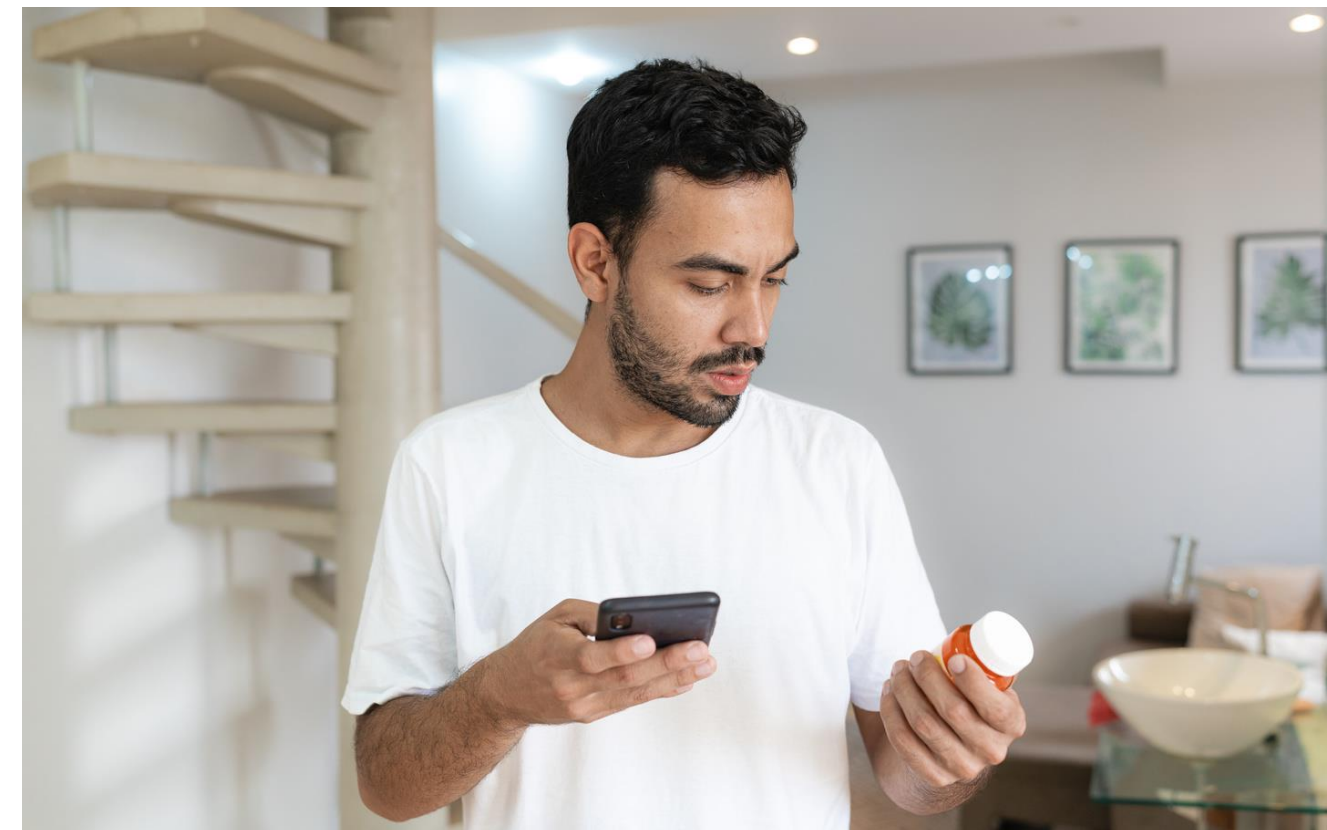


# Future Direction and Limitations



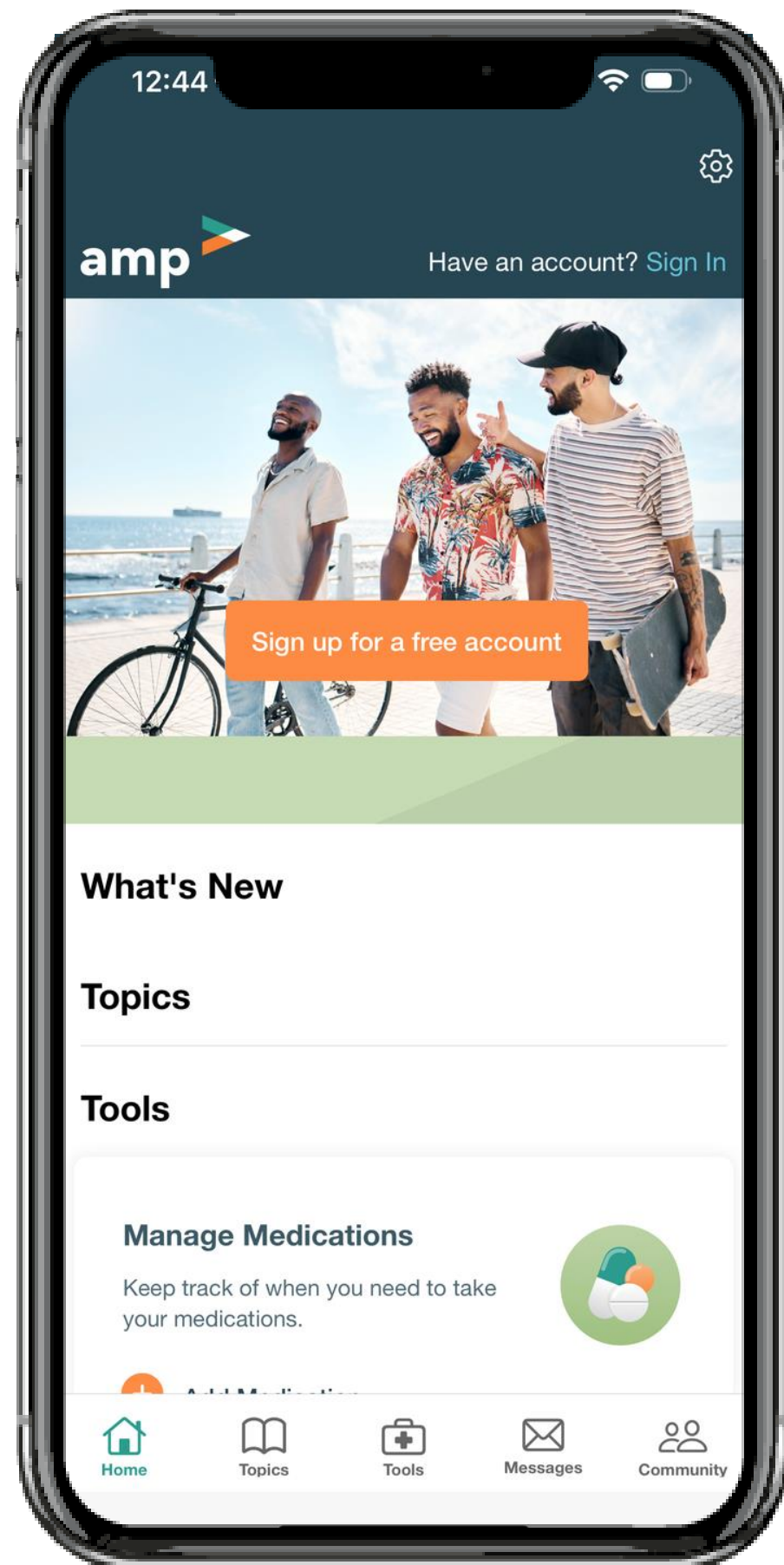
## Randomized Control Trial (RCT)

to evaluate Amp's impact on HIV care continuum and quality of life outcomes



## Official Launch of Amp

Amp will be available for download on both Apple and Android app stores in early February



# Thank You!

Please visit [www.myamplife.org](http://www.myamplife.org)  
for more information about Amp

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