

Two apps, two RCTs, many lessons.

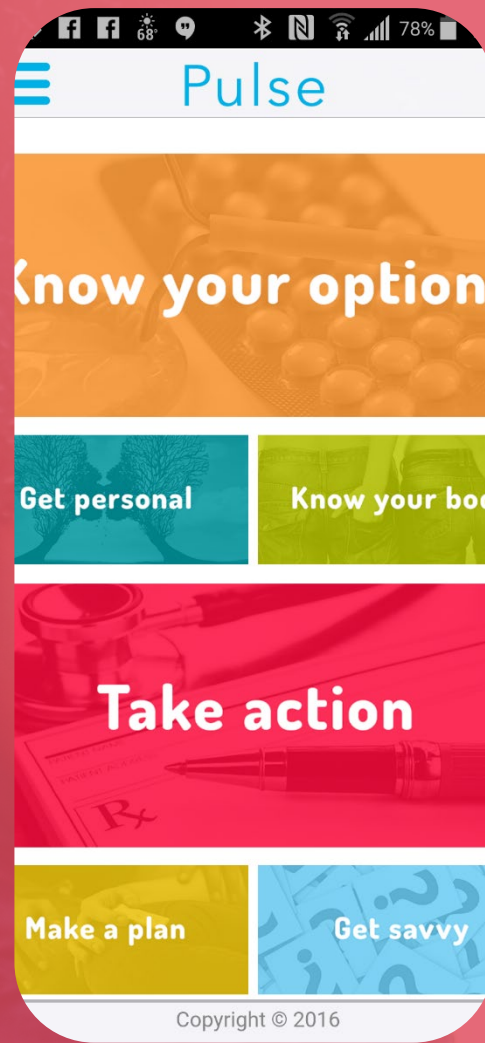
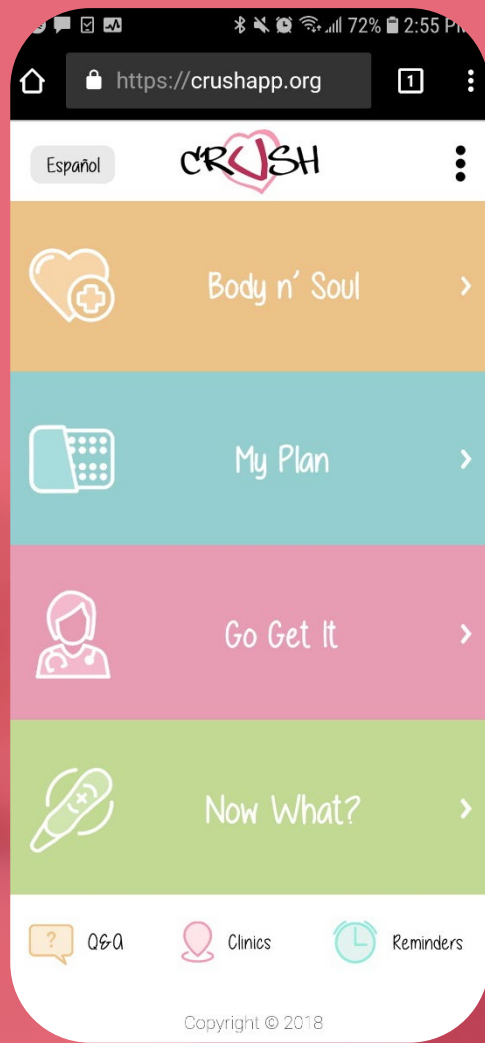
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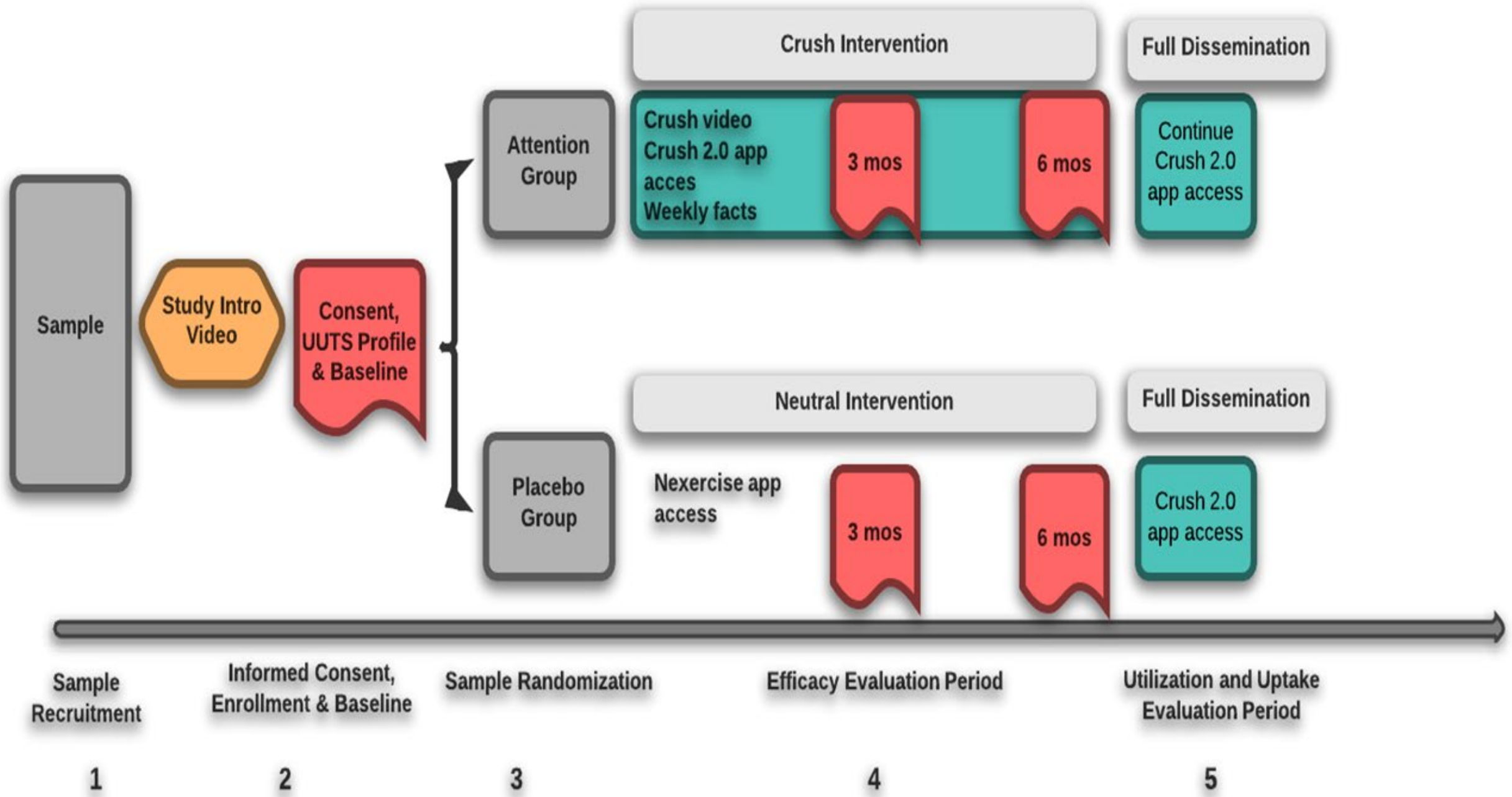
Healthy Teen Network

A person wearing a dark, quilted jacket is shown from the chest up, looking down at a smartphone held in their hands. The image is overlaid with a semi-transparent red filter. Centered over the image is white, bold, sans-serif text.

Randomized-controlled trials are the gold standard of evaluating impact on health outcomes.



Two webapps, two RCTs, many lessons.



Sample Recruitment

Informed Consent, Enrollment & Baseline

Sample Randomization

Efficacy Evaluation Period

Utilization and Uptake Evaluation Period

1

2

3

4

5

Sample

Study Intro Video

Consent, UUTS Profile & Baseline

Attention Group

Crush video
Crush 2.0 app access
Weekly facts

3 mos

6 mos

Continue Crush 2.0 app access

Crush Intervention

Full Dissemination

Placebo Group

Neutral Intervention

Nexercise app access

3 mos

6 mos

Crush 2.0 app access

Full Dissemination

Challenge #1

Costly

The background is a dark, grayscale image. It features a pair of glasses with a textured frame, positioned diagonally across the center. Behind the glasses, there is a document with text, including the word "Friedman" and some numbers like "177" and "42". The overall aesthetic is professional and academic.

Challenge #2

Freezing product
evolution during study
period.

Challenge #3

May limit marketing efforts.

A romantic couple is shown in profile, embracing on a beach at sunset. The man is on the left, and the woman is on the right. They are both looking towards the right. The background is a soft, blurred view of the ocean and sky. The entire image has a dark, semi-transparent overlay.

Solution #1

**Align evaluation with
purpose.**

Solution #2

**Increment evaluation
efforts to meet needs.**



Solution #3

A hand holding a pencil is positioned in the lower right corner, ready to write. In the upper left, a tray of various colored pencils is visible. The background features a tablet with a red cover and a white logo, all set against a dark red gradient.

Be creative on
evaluation
approaches.



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