

Alcohol Tracker: A New Feature for Daybreak

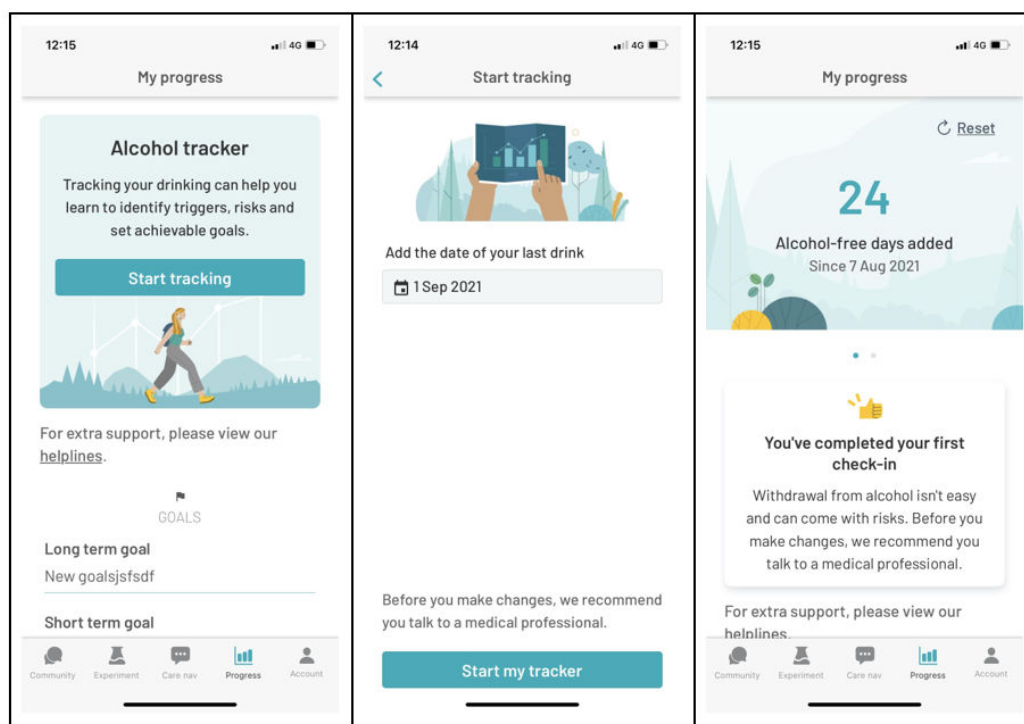
What did Daybreakers think?

We're always looking for ways to improve the Daybreak App. We want to make Daybreak as useful as it can be, so who better to ask than our members!

Keeping track of alcohol free days has always been important for our members. It helps keep them motivated and stay on track with their goals.

To help, we introduced the Alcohol Tracker in October 2021. Our aim was to test this feature out for a short time and get feedback from our members.

A total of 81 members kindly gave their time to complete our feedback survey. We've summarised what they said about the Alcohol Tracker below!



Main Findings

- 81 members completed the feedback survey
- Members had different goals:
 - 59% wanted to reduce drinking
 - 37% wanted to quit drinking
 - 4% wanted to maintain their achievements

Alcohol tracker use

- The tracker was used frequently. Most (79%) used it 'most days' or 'some of the time'

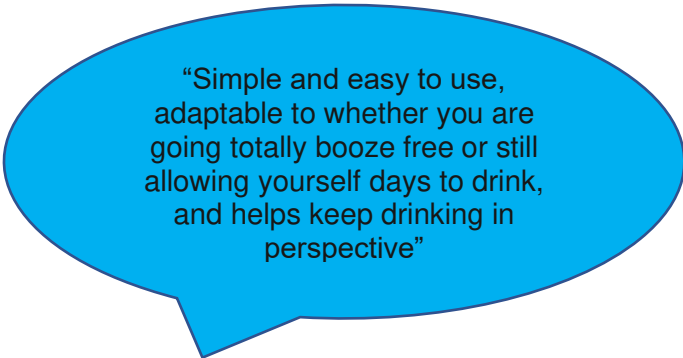
Overall impressions

- Members gave an overall score rating of 7.5 out of 10
- Most (88%) said they would continue to use the tracker
- 67% said they would recommend the tracker to others


Best aspects?

Members told us that the tracker:

- ✓ Helped keep them accountable and motivated
- ✓ Positively reinforced alcohol use goals
- ✓ Helped them feel more engaged with Daybreak
- ✓ Was useful to help them track alcohol-free days vs. drinking days



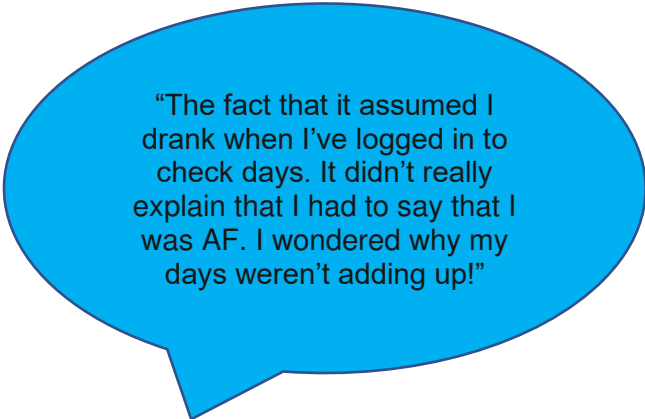
"Simple and easy to use, adaptable to whether you are going totally booze free or still allowing yourself days to drink, and helps keep drinking in perspective"




"I loved adding alcohol free days to the tracker myself. Gave me a sense of a daily win"

Not-so-great aspects?

- ✗ Not enough features – the tracker was considered by some members to be quite basic (but the simplicity was appreciated)
- ✗ A bit tricky and confusing to use – some members had difficulties re-setting the tracker (particularly if they missed a day) and were not able to go back and edit their ratings



"The fact that it assumed I drank when I've logged in to check days. It didn't really explain that I had to say that I was AF. I wondered why my days weren't adding up!"



"Took a bit to get used to. I kept adding drinking days by accident and then had to reset"

What could be improved?

- Allow editing (particularly for missed days)
- Improve visuals to show progress and allow daily comments so members can make notes
- Add features! Top three contenders:
 - Motivational messages to encourage progress, rewards when goals are met
 - Ability to track the number of drinks per day
 - Cost savings – for alcohol-free days, how much money did that save

What's Next?

We've heard our members loud and clear – they want us to bring the Alcohol Tracker back!

Our clinical and tech teams at Hello Sunday Morning are currently working together on the new-and-improved Alcohol Tracker, based on what members have told us.

We are excited to announce that the new Alcohol Tracker will be released in Daybreak in March 2022!

In The Meantime...

...a big shout out to all Daybreak members who had a go at using the Alcohol Tracker and for taking the time to give us their feedback.