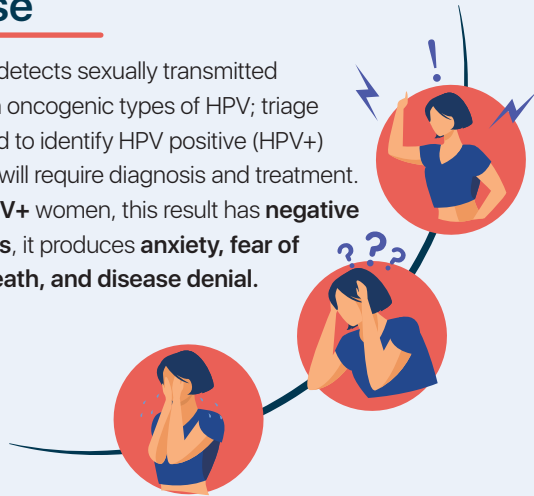


Designing a Counseling App to Reduce the Psycho-Social Impact of HPV-Testing:

A User-Centered Design Approach

Purpose

HPV-testing detects sexually transmitted infection with oncogenic types of HPV; triage tests are used to identify HPV positive (HPV+) women who will require diagnosis and treatment. For many HPV+ women, this result has **negative connotations**, it produces **anxiety, fear of cancer or death, and disease denial**.



While face-to-face counseling could present many difficulties in its implementation, a **counseling mobile-app** may help HPV+ women **reduce the psycho-social impact** of the result, improve their **knowledge** about HPV and CC and increase **adherence** to follow-up.



Methods

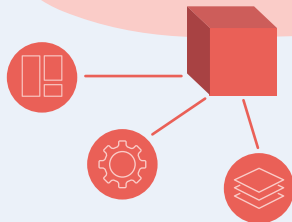


We carried out 29 individual **online interviews** with HPV+ women aged **30 and over**. We conducted **4 focus groups (FG)** with a total of **19 participants** through a virtual platform. By a user-centered design approach, we used a focus group guide to produce data for the **information architecture** (i.e., how to organize contents into features).

We carried out **thematic analysis** using constructs from the **Health Belief Model** and **Integrative Behavioral Model** to identify content preferences and turn them into **app features**.



We used the RQDA package of **R software** for data processing.



Preliminary Results

Information needs

- I had a Pap smear, what is HPV?
- What does positive mean?
- Where does HPV come from?
- Does HPV only affect women?
- Do you feel discomfort when having sex?

Concerns

- Positive means that I have cancer.
- Yes, it's the first thing I thought: I have cancer and I started crying
- I felt bad and uncertain... the result scared me.

Acceptability

Women accepted the app as tool to get information and they thought it can be useful to reduce fears related to HPV+ results.



They would use it if the doctor or health authority recommended it

Content & features

- ✓ Videos, illustrations, infographics
- ✗ Pictures or text-only
- ☰ Information on the next steps in the follow-up and appointments reminders

Conclusion

Providing counseling and information that meets women's needs could be a way of reducing fears.

A mobile-app seems to be an acceptable and suitable tool to provide support to HPV+ women.



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