

# *Good Boost*

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user-centered design

Good Boost is a social enterprise that supports those with musculoskeletal (MSK) conditions, such as arthritis and back pain. The team operates in public pools and leisure centres and provides A.I. technology pre-installed on waterproof tablets. They also provide training for non-clinical staff and volunteers to deliver aqua rehab classes. Due to the coronavirus pandemic, they recently pivoted to a downloadable app model for exercises on land at home. One of Good Boost's core goals that sits alongside its mission is to break through health inequalities by creating affordable and accessible self-management services.



## *Designing for good*

Good Boost's co-founder, Ben Wilkins, told us that he believes that social purpose must be designed in from the beginning of the business model. Corporate social responsibility goals added to a pre-existing framework tend to fall into the trap of becoming tokenistic.

Good Boost uses Design Council's Double Diamond model for design. This process has enabled the team to make the most of lean design processes, designing, testing and reiterating a process before investing heavily into the creation.

This process became particularly important when moving to a downloadable format for land exercise at home. They received funding from Innovate UK to move their technology to a public app. Creating an app three months that would be accessible and user-friendly was a new process and had to be done within time and financial constraints.

**“Social purpose within an organisation needs to be designed appropriately. I don't think adding tokenistic KPIs to achieve the UN's sustainable development goals is helping anyone.”**

## *Moving online*

Responses to their current work had made it clear that Good Boost users tended to return to in-person sessions for the sense of community. While there are many medical apps on the market already, Good Boost's research found that most focus on the user's experience with the app interface rather than on the wider community the app could provide. Working with virtual focus groups, the team worked to design an app based on user needs and preferences. This process has allowed and encouraged many people to continue investing in their health throughout lockdown.



## *Wider benefits*

Ben described how important it is for Good Boost to have a positive impact: “Businesses have contributed to a lot of harm – environmental issues, pollution, poverty – because they have so much power and influence. But they can use that to counter those things too. Social purpose in business is vital to make real change.”

Beyond helping MSK patients live healthier lives, Good Boost’s work promotes the productivity of these patients and the systems around them. MSK conditions are the second greatest cause of long-term sick leave in the UK and can account for up to 40% of sick leave. Loss of potential work and sick leave due to health conditions costs the UK around £100 billion annually, with MSK condition being a large proportion of cost. Good Boost works to prevent and mitigate health issues, in turn reducing the burden on the NHS and helping people to live and work more productively.

*Additional Ref:* 40% of sick leave due to MSK - Health and Safety Executive. Work Related Musculoskeletal Disorder Statistics (WRMSDs) in Great Britain 2014/15. London: Health and Safety Executive; 2015.

“With any project we’ve got running, there’s always a design package behind it: exploration, understanding, code, design and testing.”



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