

ATTACHMENT A14. STUDY APP PUSH NOTIFICATIONS

[INSERT NAME OF APP] templates (SMS/email and push notifications) v2

Introduction

The app/ M3 will support **three types** of direct communication with participants:

- 1) Activation code. Format: SMS or email, depending on registration info provided by user.
- 2) Scheduled Interview reminders and thank you message. Format: push notifications
- 3) Survey Window reminders. Format: push notifications

Type 1. Activation SMS or email

- In App, user enters a mobile phone number or email address
- #/email sent to M3. If it matches a valid participant:
 - If registers with a mobile # (can receive text messages), it's sent the ACTIVATION message as an SMS to that mobile phone #.
 - If registers with email address, then send the ACTIVATION message as an email to that email address (or email address on file for person.)
 - If registers with a home #: The app specifically requests a mobile number or email. If a home (non-text-able) number is provided, the user will not receive the activation code. The Activation Page of the app will provide the help desk # to call.
- SMSs can have line breaks. Max length of SMS: 160 chars.
- **Red text** means a variable (computed).
- Why show help desk? If the user gets stuck, they will not be able to access the help or contact us portions of the app (only revealed after activation). To avoid a UI dead-end and user frustration, we recommend providing the help desk number in both cases.

Registration Type	Template	Char limit
SMS	Thanks for installing [INSERT NAME OF APP]. To get started, enter this activation code into the app: ACTIVATE_CODE . Problems? Call the help desk at [INSERT HELPDESK NUMBER].	151 chars
Email	Thank you for installing the [INSERT NAME OF APP] app. To get started, launch the app and enter this activation code when prompted: ACTIVATE_CODE If you encounter problems activating the app, call the study help desk at [INSERT HELPDESK NUMBER] (Monday-Friday, 9 am - 5 pm , Eastern).	

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	The [INSERT NAME OF APP] team	
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Type 2. Push notifications sent during Survey 1/2 field periods (3 months for each survey)—Screeener complete, survey not scheduled

- The apps will receive push notifications around **9 am** local participant time
- The apps will receive the following notifications from M3
- Per this document, push notifications need to be short. <https://www.airship.com/blog/brevity-wit-the-ideal-push-notification-length/>
- If we target iPhone 6/6S/7/8 phones, the max length for the push notifications should be 148 characters.
- **Red text** means a variable (computed).
- Months should be written in short form to save space (such as Jan, Feb, Mar, Apr, May, June, July, Sept, Oct, Nov, Dec).
- **IMPORTANT NOTE (\$):** Only send these messages if screener is complete, a survey has not been scheduled in the system for this task, **AND** if a survey has not been completed for this task. (If either has occurred, do NOT send, as the message isn't necessary.)

Time Period	Push Notification message	char count (approx.)
5, 10, 15 days, and then weekly after screener 1/2 complete	[Push 1] Don't forget to complete Survey 1 for the SSA Research Study. Tap to schedule your survey & earn \$ 50 !	102 chars

Type 3. Push notifications sent during Survey 1/2 field periods (3 months for each survey)—Survey scheduled, not complete

Once the user has scheduled an appointment using [INSERT NAME OF APP] (or by calling the help desk), we should remind them about the appointment.

- Per above, notifications are sent at **9 am local participant time**.
- For the case where a user schedules an appointment at 9 am, it means they'll receive the day-of reminder at the interview time, but this seems fine as it's presented as an approximate time ("around 9 am") and should occur within an hour.

Time Period	Push Notification message	Char count
2 days before scheduled survey	[Push 2] Your scheduled SSA Research Study survey is in two days (Sept 21)! We will call	144 chars

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	you around 10:30 am @ 404-555-2872. Tap to reschedule or cancel.	
1 day before scheduled survey	[Push 3] Your SSA Research Study survey is scheduled for tomorrow, Sept 21. We will call you around 10:30 am @ 404-555-2872. Tap to reschedule or cancel.	144 chars
Day of scheduled survey	[Push 4] Your SSA Research Study survey is scheduled for today! Someone will call you around 10:30 am @ 404-555-2872. Tap to reschedule or cancel.	137 chars

Type 4. Push notifications sent during Survey 1/2 field periods (3 months for each survey)— Elect to complete survey on the web (sent daily until web survey complete)

Time Period	Push Notification message	Char count
Days 1-7 after initial email sent	[Push 5] Don't forget to complete Survey 1 for the SSA Research Study (see email for link). Complete the survey & earn \$50!	114 chars

Programming note: On Day 8 the case will roll back to the TRC. Push 5 will restart if the respondent elects to complete the survey on the web, again.

Type 5. Push notifications sent between Survey 1/2 field periods (6 months between each survey)— Reminder to keep respondent engaged

Time Period	Push Notification message	Char count
Every 2 months between Survey 1 and 2	[Push 6] We will call you in 4 months to complete Survey 2 for the SSA Research Study! Tap to update your phone number.	112 chars
2 weeks and 1 week before Survey 2 opens	[Push 7] We will call you in 7 days to complete Survey 2 for the SSA Research Study! Tap to update your phone number.	108 chars
1 day before Survey 2 opens	[Push 8] Survey 2 for the SSA Research Study starts TOMORROW! Tap to update your phone number.	85 chars