

WHAT DO YOUNG PEOPLE IN VICTORIA WANT FROM AN ONLINE STI CLINIC – USING CO-DESIGN TO DEVELOP AN ONLINE STI CLINIC

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Background:

STI rates continue to rise dramatically across Australia in 15–29 year-olds. Timely testing is needed to reduce transmission, but specialist clinics and GPs are at capacity. These demands, coupled with barriers to getting tested faced by young people, led to web-based services as a pragmatic solution. However, for young people to utilise these services, they must be acceptable and usable. We present the methods and results of a co-design study exploring young people's preferences for a web-based STI/HIV testing clinic in Victoria, Australia.

Methods:

Young people were recruited through youth organisations and Facebook advertisements. An initial online survey was employed to inform the content of co-design workshops. 3 workshops were held, each attended by youth living in metropolitan, outer-metropolitan or regional Victoria. During the workshops, young people discussed two main aspects to help us design and attract users to a web-based STI/HIV testing clinic— social marketing to reach young people (website messaging and imagery) and the users' experience (website interface and testing process). Data collected through mixed-methods (transcribed notes, audio recording and physical outputs) were thematically analyzed to inform the clinic brand, marketing and user-experience plans.

Results:

A total of 49 people completed the initial survey with 16 participating in the co-design workshops (metropolitan=8, outer-metropolitan=6, regional=3). Participant's median age was 23 years (range 19-29), 65% sexually/gender diverse and 41% cultural/linguistically diverse. Young people preferred a service that was: confidential, free, non-gender specific, had positive messaging, and playful imagery. We identified user experience themes of privacy, trust, clear language and a comprehensive service (i.e. sexual health resources including health promotion, links to physical services) in addition to STI/HIV testing.

Conclusion:

Through the voices of young people, we have established the fundamental foundations to inform the design, user experience and marketing for Victoria's first web-based STI/HIV testing clinic.

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