VQueue

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Anonymity at CAPS

Initial Problem

Mental health stigma constructs an “invisible barrier” that inhibits individuals considering seeking initial treatment at Counseling and Psychological Services in smaller living communities.

Proposed Solution

Our Virtual Waiting Room offers first-time students the comfort of waiting anywhere on campus and receiving text notifications when it is their turn for counseling, thus providing increased anonymity and convenience.
How it Works

Text the number to reserve your spot in line

Receive a notification when you’re next in line

Walk directly into your appointment
Customer Interface

Hi! To add your spot in line to meet with a counselor at the Student Wellness center, reply to this message with your first name.

Hi Allison, you have been added to the queue for the next available meeting with a counselor in the Student Wellness center. Your position in line is #8.

Text "update" to check your status. We will remind you when you have ~15 minutes until your meeting. Text "cancel" to cancel.

Your position in line is now #6. Text "cancel" to cancel.

You have successfully been unsubscribed. You will not receive any more messages from this number. Reply START to resubscribe.
Business Interface

CAPS DASHBOARD TEST

(To try text: +1-201-817-6081)

Number of Students in Line: 1

Current Student:

Sam +15164585085

Next Student
Customer Feedback

Would you personally prefer using this service to waiting in CAPS's office?
10 responses

- Yes: 90%
- No: 10%

How satisfied were you with the CAPS Virtual Waiting Room?
10 responses

- Very satisfied: 5 (50%)
- Very dissatisfied: 0 (0%)

How valuable do you think this service would be to those having a hard time initially going to CAPS?
10 responses

- Very valuable: 8 (80%)
- Not valuable at all: 0 (0%)
- Other: 2 (20%)
- Very valuable: 5 (50%)
Customer Feedback

Critiques

“Maybe make the messages a tad more professional sounding, so it feels less like you’re texting someone. I felt as though I was texting a real person so giving my name was slightly uncomfortable.”

“Provide a general timeline of when the appointment may be, the 15 min reminder is helpful, but I would prefer to have an idea of when I would be seen.”

Praises

“It’s such an efficient system. I got my text back in like .00001 seconds. I like that I could go to CAPS immediately and without standing around and being seen.”

“So much easier and less embarrassing”

“I think it’s a much better system than checking in and seeing everyone there; this allows people to check in anywhere and be notified and updated about their position.”

“Easier to do, wastes less time”
Our testers thought it was real!
CAPS - Specific Feedback

- Dr. Danielle Oakley (director of CAPS at Duke) reviewed our MVP at two stages
- Cannot be implemented at CAPS because “infrastructure to support this is not available”
- Feedback
  - iPad surveys in waiting room
  - Creates potential lag for counselors
  - Challenges the existence of the problem
Pivot!!!
Physical lines and extended wait times create inefficiencies for businesses and aggravation for customers.
Lines are everywhere...

- Doctors offices
- Sit-down restaurants
- Deli shops
- Beauty salons / barber shops
- Amusement parks
- Post office
- DMV
- SAS sales
- Office hours
The Solution - Virtual Queue Management Platform

A B2B platform that provides simple customized text bots to manage virtual business lines for first come, first serve businesses.
Implementation of AirTable into our MVP allows the business
to create their own dynamic content and update it on the fly,
all without our own intervention.

Potential use cases

➔ Duke Beauty Bar
➔ Office Hours
➔ Restaurants
Questions?